San Francisco County Transportation Authority Brand Guide

San Francisco County Transportation Authority

Logo

Based on the font Avenir, the Transportation Authority logo contains letterforms customized and kerned for optimum visual appeal. This logo should be used only in the form provided; do not modify, recreate, or type it in the standard Avenir font.

The Transportation Authority logo is composed of two parts: the "coin" and the "name." The layout and relative size of each element must not be altered from the lockup below. Never use the coin without the name, or the name without the coin.

The logo files are located in S:\--filepath--. Do not modify it or attempt to recreate them.

San Francisco County Transportation Authority

coin   *name*

Minimum Clear Space

Always feature the Transportation Authority logo prominently with an appropriate amount of surrounding clear space. Do not crowd any text or artwork closer than twice the height of the "F" in any direction.

Minimum Size

Never use the Transportation Authority logo smaller than 1.5 inches wide. The name must always be readable.

1.5 inches

Accepted Color Treatment

On a light background, the coin and name must be set in black.

**San Francisco
County Transportation
Authority**

On a dark background, the coin must be set in black, and the name must be set in white.

**San Francisco
County Transportation
Authority**

**San Francisco
County Transportation
Authority**

Accepted Alignment

vitae ducium evelecescias nullaborume landeli squatem idenimus. Ritibus animus et am dolorere voluptate ullaut as verspe et delit exernatio occus.

San Francisco County Transportation Authority

Left-aligned to the edge of the logo

vitae ducium evelecescias nullaborume landeli squatem idenimus. Ritibus animus et am

San Francisco County Transportation Authority

Left-aligned to the name

vitae ducium evelecescias nullaborume landeli squatem idenimus. Ritibus animus et am dolorere voluptate ullaut as verspe et delit

San Francisco County Transportation Authority

Left-aligned to the center of the coin

Unapproved Uses of the Logo

On a light background, do not set the logo in anything other than 100% black.

On a dark background, do not reverse the coin, or alter the colors of the logo elements.

Do not stretch, skew, or otherwise distort the logo.

Do not attempt to re-create the logo with a standard font, or alter the line breaks in the name.

Do not add any filters or effects to the logo.

Do not use the name without the coin.

Color Palette

Consistent use of color is an essential element of the Transportation Authority's identity.

Primary Transportation Authority Color

Transit Teal is the Transportation Authority's primary color.
If you only use one color (other than black), use this color.

ONLY USE THIS COLOR FOR ACTIVE HYPERLINKS

Transit Teal
Pantone 7719 C
#006c69

Hyperlink Blue
Pantone 7691 C
#006298

Secondary Color Palette

These colors are to be used sparingly as supplemental accent colors.
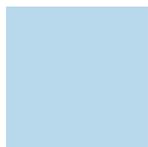
Bay Green	Don't Call Me Karl	California Gold	Rapid Ruby	Midnight Owl Blue	Midnight Owl Green
Pantone 7464 C	Pantone 290 C	Pantone 1235 C	Pantone 7636 C	Pantone 534 C	Pantone 3035 C
#a0d0cb	#b9d9ec	#ffb81d	#c41d4a	#1c355e	#003b49

Tertiary Color Palette

These colors are to be used in graphs and charts where a large number of evenly-balanced colors are needed simultaneously.
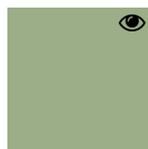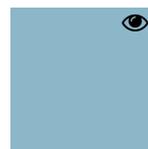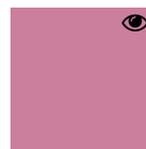
Pantone 1635 C	Pantone 7411 C	Pantone 129 C	Pantone 584 C	Pantone 7494 C	Pantone 550 C	Pantone 7431 C
#ff8d6d	#eba65e	#f6cf3f	#d4d756	#9bae89	#8cb8ca	#cd7f9e

👁 These colors are easier to distinguish for most people with color vision deficiency

Font Palette

Avenir Next regular is the recommended sans serif typeface for body text. In instances where body text is reversed out of a solid background color, Avenir Next medium may be used.

The Avenir (French for "future") font family was designed by Adrian Frutiger as an alternative to Futura. Legible and eminently flexible, designers the world over have embraced the Avenir Next face for a wide variety of different projects.

AVENIR NEXT REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENIR NEXT ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENIR NEXT MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENIR NEXT MEDIUM ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENIR NEXT DEMI BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENIR NEXT DEMI BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENIR NEXT BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENIR NEXT BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Fonts

Franklin Gothic is the recommended typeface for charts, graphs, and captions. The character spacing (tracking) should be expanded to 140/1000 em.

Franklin Gothic and its related faces are a large family of realist sans-serif typefaces developed by the type foundry American Type Founders (ATF) and credited to its head designer Morris Fuller Benton. "Gothic" was a contemporary term (now little-used except to describe period designs) meaning sans-serif.

FRANKLIN GOTHIC BOOK

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

FRANKLIN GOTHIC BOOK ITALIC

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

FRANKLIN GOTHIC MEDIUM

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

FRANKLIN GOTHIC MEDIUM ITALIC

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

FRANKLIN GOTHIC HEAVY

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

FRANKLIN GOTHIC HEAVY ITALIC

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

FRANKLIN GOTHIC MEDIUM CONDENSED

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

FRANKLIN GOTHIC DEMI CONDENSED

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z