San Francisco County Transportation Authority Brand Guide

APRIL 2019

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 can be found at **sfcta.org/logo**. Do not modify or attempt to recreate them.

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 1.25 inches wide. The name must always be readable.
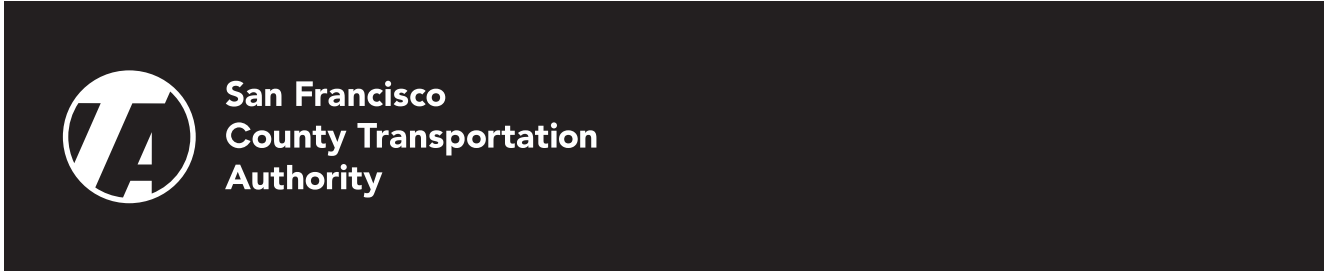

1.25 inches

Accepted Color Treatment

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

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

Accepted Alignment

Content can be aligned to either the left edge of the coin, or the left edge of the name.

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 coin

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

San Francisco County Transportation Authority

Left-aligned to the name

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.

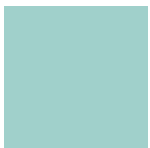## Primary Transportation Authority Color

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

Transit Teal
Pantone 7719 C
#006c69

Secondary Color Palette

These colors are to be used sparingly as supplemental accent colors.

Bay Green
Pantone 7464 C
#a0d0cb

Don't Call Me Karl
Pantone 290 C
#b9d9ec

California Gold
Pantone 1235 C
#ffb81d

Rapid Ruby
Pantone 7636 C
#c41d4a

Midnight Owl Blue
Pantone 534 C
#1c355e