Washington Metropolitan Area Transit Authority

Brand and Style Guidelines



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About This **Guide**

The Washington Metropolitan Area Transit Authority developed these Brand and Style Guidelines to help our employees, contractors, and partners adhere to our brand, and communicate professionally and consistently in a unified manner. This guide is a living document and subject to updates and revisions at any time.

Consistency improves customer recognition, strengthens awareness of our brand and communicates that we are one Metro organization. Additionally, we protect our brand from unauthorized use, and ensure Metro commercial revenues support WMATA and not outside parties.

It is important to follow these Brand and Style Guidelines. Contact the Office of Marketing before creating any internal or external communications.

The Office of Marketing is ready to assist you and ensure that our colleagues, customers and stakeholders consistently experience the look and feel of "One Metro," via a central design and branding process. To request help, go to the Metroweb. Under POPULAR TASKS, click on Request Creative, Print and Marketing Services.

The Office of Marketing is the clearinghouse for all Metro branded merchandise and promotional outreach materials. This includes — but is not limited to — all wearable and promotional items purchased to promote Metro's presence throughout our service communities or among staff, plus logo and system map use. We help the Authority manage costs efficiently, provide economies of scale and increase stakeholder engagement.

Questions? Please email us at MetroMKTG@wmata.com.



Metro Logo Use Guidelines

Since 1968 our system has been called Metro. Designer Massimo Vignelli first proposed the name. He <u>argued</u> that because the term was used in many cities, "metro" was a common noun that should be spelled in lowercase letters. To this day, the official logo consists of a capital M with "metro" (lowercase) underneath. For written use, Metro is used with a capitalized M."

The Metro "M" is our brand's most memorable signifier. There is a standard version, a version that includes our URL and a reversed version that can be used in situations where the standard logo would not be legible (e.g., on a dark background).

To ensure visibility of the logo, no other graphic element should be placed within the safe area, equivalent to 0.25 of the logo's height (x) on every side.

Using the logo

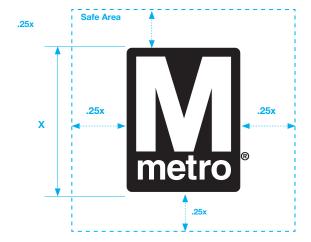
The logo should always appear in the bottom right-hand corner of advertising and public service information. For these uses, the logo should be positioned at 0.25x from the bottom of the page and 0.5x from the right edge of the page.

The logo must not be placed on a background that impairs legibility.

The logo must not be re-drawn, distorted or modified in any way.









Metro Logo Use Guidelines

Keyline and partnership inclusion

In general, a keyline should be used to separate artwork from branding elements, including partner logos. No text or graphic other than partnership branding should go below the position of the keyline, whether a keyline is used or not.



Alternate version of the Metro logo

As seen on the new 7000 series trains, this alternate logo design adds dynamism, modernization and energy to the traditional Metro logo.

The Confetti Logo may be used in its entirety, or may also be cropped as a "dynamic". When using as a dynamic, scale the logo large and position it in the lower right corner of your design, cropping off the right and bottom portions. Be sure to maintain all of the central Metro "M" as well as at least 2/3 of the "confetti" to maintain its recognizability.





Use of the Metro logo on promotional items

The Metro logo is a registered trademark and may not be used on promotional items (i.e. t-shirts, coffee mugs) without permission from the Office of Marketing.







Metro Brand Color Palette

The six colors of our rail lines are a major component of Metrorail's identity. In fact, the color line discs shown below are registered trademarks. Metrobus colors reflect the paint scheme on our fleet. These are the primary colors; secondary colors round out the color palette when more flexibility is needed.

Primary: Rail



RGB: 191, 13, 62 CMYK: 2, 99, 62, 11 Pantone: 193c HTML: BF0D3E

RGB: 237, 139, 0 CMYK: 0, 51, 100, 0 Pantone: 144c HTML: ED8B00



RGB: 0, 156, 222 CMYK: 85, 21, 0, 0 Pantone: 2925c HTML: 009CDE



RGB: 0, 177, 64 CMYK: 81, 0, 92, 0 Pantone: 354c HTML: 00B140

RGB: 255, 209, 0 CMYK: 0. 9. 100. 0



Pantone: 109c HTML: FFD100 RGB: 145, 157, 157



RGB: 145, 157, 157 CMYK: 33, 12, 18, 30 Pantone: 443c HTML: 919D9D

Primary: Bus



RGB: 0, 47, 108 CMYK: 100, 69, 7, 30 Pantone: 294c HTML: 002F6C



RGB: 200, 16, 46 CMYK: 2, 100, 85, 6 Pantone: 186c HTML: C8102E



RGB: 145, 157, 157 CMYK: 33, 12, 18, 30 HTML: 919D9D

Secondary Colors



RGB: 218, 41, 28 CMYK: 0, 95, 100, 0 Pantone: 485c HTML: DA291C



RGB: 250, 70, 22 CMYK: 0, 66, 88, 0 Pantone: 172c HTML: FA4616



RGB: 255, 163, 0 CMYK: 0, 100, 35, 0 Pantone: 137c HTML: FFA300



RGB: 144, 88, 205 CMYK: 56, 59, 0, 0 Pantone: 265c HTML: 9063CD



RGB: 92, 6, 140 CMYK: 82, 98, 0, 0 Pantone: 2579 HTML: 5C068C



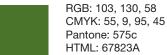
RGB: 162, 0, 103 CMYK: 15, 100, 6, 12 Pantone: 234 HTML: A20067



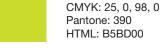
RGB: 0, 53, 148 CMYK: 100, 69, 0, 9 Pantone: 661 HTML: 003594

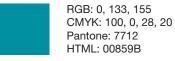


RGB: 0,163, 224 CMYK: 72, 17, 0, 0 Pantone: 299 HTML: 00A3E0



HTML: 67823A RGB: 181, 189, 0







RGB: 0, 191, 179 CMYK: 73, 0, 38, 0 Pantone: 3262 HTML: 00BFB3



Metro Brands Identities and Usage

While Metro serves as the parent brand, you must get approval from Office of Marketing when associating it with, or creating new, sub-brands.



MetroAccess: One word, upper-case A. Colors: PMS 294 Blue, PMS 186 Red



Metrobus: One word, lower-case b. Colors: PMS 294 Blue, PMS 186 Red



MetroExtra: One word, upper case E. Colors: PMS 294 Blue, PMS 485 Red



Metro Police: The first word is NOT Metropolitan but Metro. Abbreviate as "MTPD". Colors: Use official art file, do not alter colors or design



SmartBenefits®: One word, upper-case B. Always include ® symbol. Colors: PMS 647 Blue, PMS 575 Green





SmarTrip®: One word, upper-case S and T. Always include ® symbol. Color: White on illustration or photo

Metro Brands Identities and Usage



SafeTrack: One word, upper-case S and T Color: White on PMS 390 Green background



Metro Occupational Health and Wellness: One word, upper-case A.

Colors: Black or White



Metroway: One word, all lower-case. Colors: PMS 2728 Blue, PMS 2718 Blue



Metro next: Two words, capital M, lower-case n.

Colors: PMS 299 Blue, PMS 390 Green



busETA: One word, lower-case b, capital ETA.

Colors: PMS 299 Blue and 70% Black



metroAlerts: One word, lower-case m, upper-case A. Colors: Black or White on color background or image

OneBadge

OneBadge: One word, capital O, capital B.

Colors: Black or White

Metro Nomenclature

Metro

Metro: Abbreviation for Washington Metropolitan Area Transit Authority.

- In more formal uses (Board correspondence, congressional testimony, etc.) it should be spelled out in full on first reference.
- Exception for Office of Government Relations: In letters to federal agencies and U.S. elected officials, the required abbreviation to use after initial reference is WMATA.

WMATA

WMATA: On first use, spell out: Washington Metropolitan Area Transit Authority.

Metrorail

Metrorail: One word, lower-case r.

King St - Old Town
Woodly Park Zoo/Adams Morgan

Rail station names: For internal documents, station names should be spelled as they appear on the Metrorail system map. For external documents, spell out the full name of stations on first reference. For subsequent references, in general spell out up to first punctuation break (/ or -).

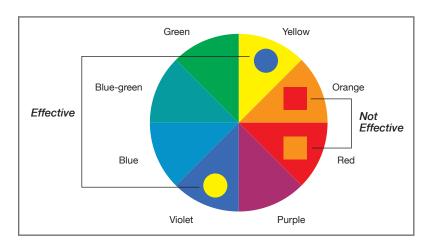
wmata.com

wmata.com: Metro's website. The www. is no longer necessary.

ADA Compliance Guidelines

When providing vital customer information such as safety alerts or service changes, it's important to make that information readable to people with visual impairments. While there are no formal Americans with Disabilities Act (ADA) requirements for advertising, the ADA Office of Policy and Planning (ADAP) provides the following guidelines for print materials to provide greater accessibility to readers with visual impairments:

- Use 18 point font for brochure body copy
- Phone numbers and websites on posters should measure at least 5/8" high
- All information should have a minimum 70 percent contrast with its background





These color wheels offer a helpful guide for creating readable text with appropriate contrast against its background. When it doubt, using black text on a white background is always a safe choice.

The web site lighthouse.org is a valuable resource for producing documents for people with visual impairments. When preparing documents for this audience, please include the Offices of Marketing and ADAP in your review process to ensure compliance.



lcons that support Leveraging the Metro Brand

Marketing often uses icons to reinforce a message. Below are some of the common icons used in the past.

Marketing can provide assistance in creating icons for communications projects using this same look and feel.





Metro Brand Corporate Typeface

Consistent typeface is a powerful part of our brand language. The primary font family used for all Metro communications is **Helvetica Neue**. It is a clean, highly legible font that satisfies a wide spectrum of needs. Besides that, it has been the font used in station signage since the beginning of Metro.

Headings

These are set in **Helvetica Neue Bold**, although other fonts may be used with permission for individual campaigns.

Sub-headings

These are set in **Helvetica Neue Medium**.

Body text

These are set in **Helvetica Neue Light**.

Helvetica Neue Medium is ideal for reversed text at sizes below 9 pt.

Web safe font

Arial is the designated font used for the web that most closely matches **Helvetica Neue**.

Note: Typeface applies to letterhead and business cards. Few exceptions apply, please contact Office of Marketing for details.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890£/.,''():;

Helvetica Neue Bold

Ab

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890£/..''()::

Helvetica Neue Medium



ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890£/..''()::

Helvetica Neue Light

Ab

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890£/.,"():;

Arial Bold

Ab

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890£/., ''():;

Arial Regular





Metro Brand **Photography**

Professional-quality photography is key to the integrity of our brand. Approved images are available from the Metroweb photo archive and from the Office of Marketing. Use only images that complement the system: well-lit stations; clean buses; authentic, positive employees. Be sure to reflect a diversity of race, age, gender and socio-economic status that represent the communities we serve. If you show individuals, ensure that signed releases are available for each person. Keep photos in proportion; don't squeeze or widen them. Request

photos or photography via the Office of Marketing

request form.





















Metro Brand **Promotional Items**

When purchasing promotional items that include any Metro branding, you must use the official Metro M logo. Older logo versions that resemble seals and/or include illustrations of trains and buses are outdated and no longer approved for official use. Office of Marketing must review and approve the items and provide you with the official logo before you may purchase the item(s). To request the logo and submit your item for review, go to Metroweb. Under POPULAR TASKS, click on Request Creative, Print and Marketing Services. Then select Submit a Marketing, Advertising or Creative Services Request.















Metro Brand Emails

Email sent from your Metro address is a product of and reflection on the Authority. It is important that we present a uniform and professional face in these communications.

DO:

- Provide your full name, and department/office
- Provide Contact information (phone, location)
- Use Calibri 11-point text

DON'T:

- Add textured or colored backgrounds
- Incorporate clip art images
- Use fonts other than Calibri, such as script or hard-to-read fonts
- Use an any logos other than the Metro M
- Add quotes, scriptures, etc.

Marketing will occasionally provide authority email users with approved signature graphics to support campaigns, initiatives and ongoing awareness efforts.

Sincerely,

Mr. John Doe Strategic Planning Washington Metropolitan Area Transit Authority 600 Fifth Street, NW Washington, DC 20001 Office Phone: 555-555-5555



Example of a correct email signature using the font, Calibri in 11 point type.

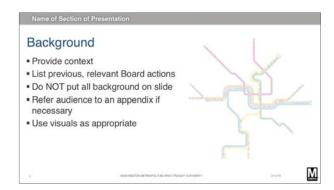


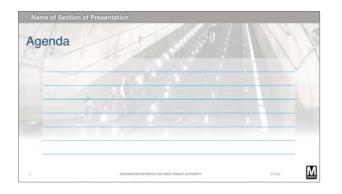
Metro Brand PowerPoint Presentations

This branded Metro PowerPoint template should be used for all presentations both internally and externally. The template file can be downloaded from Metroweb at http://metroweb/departments/cscm/mktg/SiteAssets/default/PPT Template and Guidelines.pptx















Metro Brand Signage & Print

Here are examples of Metro messaging and the role that fonts, logo placement, captivating photos and vibrant colors help build the Metro brand.













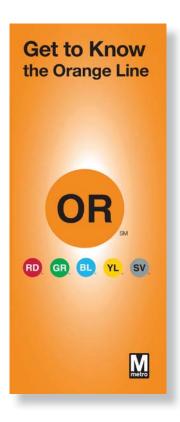
EVERY MONTH WE'RE ADDING 20 NEW 7000 SERIES CARS. WHO KNOWS? NOW THAT WE'RE GETTING NEW CARS...MAYBE YOU WON'T HAVE TO.

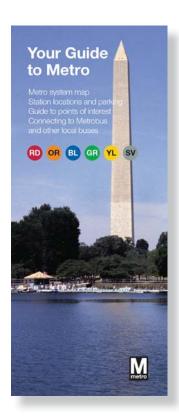


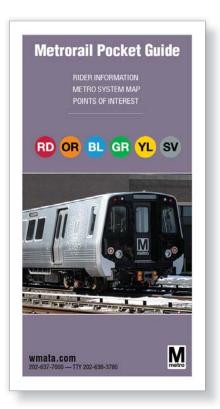


Metro Brand Service Brochures

Below are more examples of Metro brochures that feature bright, colorful photos, compliant fonts and logo placement.











Metro Brand Newsletters

Newsletters developed by an office or department—whether for an internal or external audience—have often been used as opportunities to develop individual identities, styles and layouts. However, all of these documents fall under the Authority's brand, and as such, should adhere to the Brand Guide. Below are two examples of the guidelines in use in newsletters.







Campaigns that complement the Brand

Back2Good

Metroway

Smart Benefits®



Unique Campaign Brand: Back2Good





WITH WI-FI INSTALLED IN OVER HALF OF OUR UNDERGROUND STATIONS BY THE END OF 2017. YOUR COMMUTE TO **WORK WILL BE A GREAT** PLACE TO CONNECT WITH THE WORLD.







EVERY MONTH WE'RE ADDING 20 NEW 7000 SERIES CARS. WHO KNOWS? NOW THAT WE'RE **GETTING NEW CARS...**

MAYBE YOU WON'T HAVE TO.



BACK = GOOD

WMATA.COM/BACK2GOOD









GETTING BACK STARTS WITH

GETTING BACKEGOOD CLICK TO FOLLOW M

TO GREAT

IS METRO EVEN LISTENING? VISIT BACKEGOOD FOR THE ANSWER.



BACKEGOOD MEANS THAT THIS TIME NEXT YEAR ALL 8-CAR TRAINS WILL CONSIST OF 7000 SERIES CARS. CLICK TO FOLLOW OUR PROGRESS



Unique Campaign Brand: Metroway









R 141

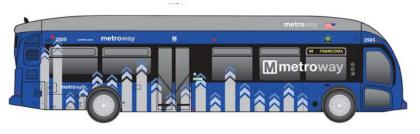
G 144

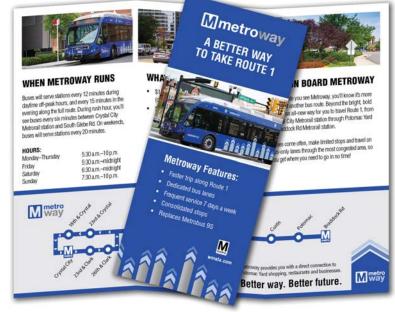
B 146













Unique Campaign Brand: SmartBenefits™







SmartBenefits*

SmartBenefits* makes your workplace the place to be.

SV Stations Now Open

