Washington Metropolitan Area Transit Authority

Brand and Style Guidelines
# Table of Contents

- About This Guide .......................................................................................... 3
- Metro Logo Use Guidelines ........................................................................... 4-5
- Metro Brand Color Palette ............................................................................. 6
- Metro Brand Identities and Usage ................................................................. 7-8
- Metro Nomenclature ..................................................................................... 9
- ADA Compliance Guidelines ......................................................................... 10
- Icons Supporting the Metro Brand ............................................................... 11
- Metro Brand Corporate Typeface .................................................................. 12
- Metro Brand Photography ............................................................................. 13
- Metro Brand Promotional Items ................................................................... 14
- Metro Brand Emails ..................................................................................... 15
- Metro Brand PowerPoint Presentations ....................................................... 16
- Metro Brand Signage & Print ....................................................................... 17
- Metro Brand Service Brochures .................................................................... 18
- Metro Brand Newsletters ............................................................................ 19
- Campaigns that Complement the Brand ..................................................... 20-23
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.
Since 1968 our system has been called Metro. Designer Massimo Vignelli first proposed the name. He argued 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.*
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.
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
- **RD**: RGB: 191, 13, 62
  - CMYK: 2, 99, 62, 11
  - Pantone: 193c
  - HTML: BF0D3E
- **OR**: RGB: 237, 139, 0
  - CMYK: 0, 51, 100, 0
  - Pantone: 144c
  - HTML: ED8B00
- **BL**: RGB: 0, 156, 222
  - CMYK: 85, 21, 0, 0
  - Pantone: 2925c
  - HTML: 009CDE
- **GR**: RGB: 0, 177, 64
  - CMYK: 81, 0, 92, 0
  - Pantone: 354c
  - HTML: 002F6C
- **YL**: RGB: 255, 209, 0
  - CMYK: 0, 9, 100, 0
  - Pantone: 186c
  - HTML: FFA300
- **SV**: RGB: 145, 157, 157
  - CMYK: 33, 12, 18, 30
  - Pantone: 919D9D
  - HTML: 919D9D

### Primary: Bus
- **RD**: RGB: 0, 47, 108
  - CMYK: 100, 69, 7, 30
  - Pantone: 294c
  - HTML: DA291C
- **OR**: RGB: 200, 16, 46
  - CMYK: 2, 100, 85, 6
  - Pantone: C8102E
  - HTML: C8102E
- **BL**: RGB: 145, 157, 157
  - CMYK: 33, 12, 18, 30
  - Pantone: 919D9D
  - HTML: 919D9D

### Secondary Colors
- **RD**: RGB: 218, 41, 28
  - CMYK: 0, 95, 100, 0
  - Pantone: 661
  - HTML: 009CDE
- **OR**: RGB: 250, 70, 22
  - CMYK: 0, 66, 88, 0
  - Pantone: FA4616
  - HTML: FA4616
- **BL**: RGB: 255, 163, 0
  - CMYK: 0, 100, 35, 0
  - Pantone: 137c
  - HTML: FFA300
- **GR**: RGB: 144, 88, 205
  - CMYK: 56, 59, 0, 0
  - Pantone: 265c
  - HTML: 563CD
- **YL**: RGB: 92, 6, 140
  - CMYK: 82, 98, 0, 0
  - Pantone: 2579
  - HTML: 5C068C
- **SV**: RGB: 162, 0, 103
  - CMYK: 15, 100, 6, 12
  - Pantone: 234
  - HTML: A20067

*Color builds based off the 2015 Pantone Color Bridge.*
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**: One word, capital O, capital B.  
Colors: Black or White
**Metro Nomenclature**

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

**Metrorail:** One word, lower-case r.

**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:** Metro’s website. The www. is no longer necessary.
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 in doubt, using black text on a white background is always a safe choice.

The website 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.
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.
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.*
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.
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 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.*
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](http://metroweb/departments/cscm/mktg/SiteAssets/default/PPT_Template_and_Guidelines.pptx)
Here are examples of Metro messaging and the role that fonts, logo placement, captivating photos and vibrant colors help build the Metro brand.

Safety first. Second. And third.

Metro is dedicated to rider safety. SafeTrack allows us to complete needed safety improvements faster and more efficiently. To help riders prepare, we are providing detailed plan information and regular updates as the work progresses.

For more information, visit wmata.com/safetrack.

YOU DESERVE TO BE TREATED WITH RESPECT

Report sexual harassment.

It’s easy, anonymous, and it’ll help keep your Metro safe.

- text “MyMTPD”
  202.962.2121
- wmata.com/harassment
- tell a Metro employee

Simple Escalator Safety Tips:

- On escalators, take small children by the hand.
- Stand on the right side.
- Do not bring strollers on escalators; use elevators instead.
- When you reach the top or bottom of the escalator, keep moving so that the people behind you have space to exit.
- Wash your hands if you hear and catch any germs on the plates at the top and bottom of escalators.

For more safety tips visit wmata.com/safety

Freshen up your style.

SmartBenefits® makes every workplace look good.

SmartBenefits® lets you assign the dollar value of a monthly commuting benefit directly to your employees’ SmarTrip® cards. It’s good for parking, rail, van pool and bus travel throughout the DMV region. Offered as a direct employee benefit, a pre-tax deduction, or a combination of both, it’s as flexible as your needs, and available online 24/7.

For more information visit wmata.com/about/business

It’s easy, anonymous, and it’ll help keep your Metro safe.
Below are more examples of Metro brochures that feature bright, colorful photos, compliant fonts and logo placement.
Metro Brand Newsletters

Newspapers 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.

Celebrating Irish Heritage Month

Since 1991, United States Presidents have designated March as Irish American Heritage Month. This is to recognize the contributions Irish immigrants and their descendants have played in the formation of the United States.

This year, President Trump concluded his proclamation to celebrate March 2018 as Irish-American Heritage Month by saying, “I call upon all Americans to celebrate the achievements and contributions of Irish-Americans to our nation with appropriate ceremonies, activities, and programs.”

Yesterday, Metro Weekly sat down with several Irish-Americans and Americans, managers of Station Planning, to explore what it was like for them to grow up as Irish-Americans.

Questions and Answers with Robin McElhenny-Smith

Q: What was your favorite thing about growing up Irish?
A: Certainly celebrating St. Patrick’s Day was very fun as a kid. We used to look forward to it every year. Doesn’t everybody love St. Patrick’s Day?

Q: Are there any Irish traditions you learned or experienced as a child?
A: Growing up being of Irish descent meant we definitely ate a good amount of corned beef and cabbage. Yes, a lot of corned beef and cabbage. Oh, and we were obviously big fans of Notre Dame, the Fighting Irish!

Q: What is one thing you want people to know about Irish culture?
A: Normally I would say nothing, but one thing that used to get me as a kid was the mispronunciation of Irish names. Other kids used to mispronounce my name intentionally. But if you notice, it is phonetic, so it really isn’t that difficult. Most Irish names are easier than you think, if you just slow down.
Campaigns that complement the Brand

Back2Good

Metroway

Smart Benefits®
Unique Campaign Brand: Back2Good
Unique Campaign Brand: **Metroway**

---

**Put a few extra minutes in your pocket.**

Alexandria to Crystal City in no time flat.

**Better way. Better future.**