Brand Guidelines

Solano County Transit (SolTrans)

SolTrans

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The SolTrans Story

SolTrans provides local and express bus service to the Solano County cities of Benicia, Vallejo, and Fairfield, California and also provides regional connections to BART.

The brand philosophy promotes the concepts of reliability, fun, friendliness, brightness, cleanliness, safety, inclusiveness, diversity, high-tech and innovation.

The goal of the brand is to create a sense of place and a positive feeling towards SolTrans that suggests to the traveler, "That's my ride home."

Brand Elements

A brand identity is composed of the various organizational elements that work together to reinforce company values and commitments. It is the company name, logo and mission supported by visual communication elements including defined and coordinated colors, type and imagery.

The graphic standards presented on the following pages are intended to ensure that SolTrans is described and presented in a consistent way. This manual provides guidelines for acceptable use of logos, fonts, colors and other elements in print and online publications.

Design decisions presented in examples emphasize functionality as opposed to decoration and are informed by key words that define the company philosophy:

reliable • fun • bright • positive • inclusive clean • diverse • high-tech • innovative

Please direct any questions to:

Solano County Transit (SolTrans)
(707) 648-4666
311 Sacramento Street, Vallejo, CA

Logo Usage

1235 C   144 C   363 C
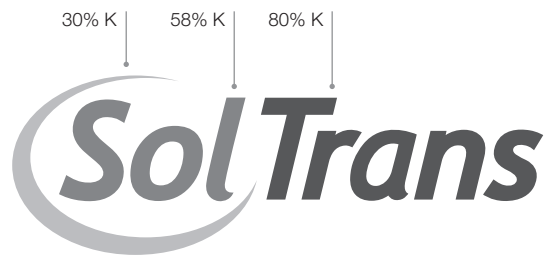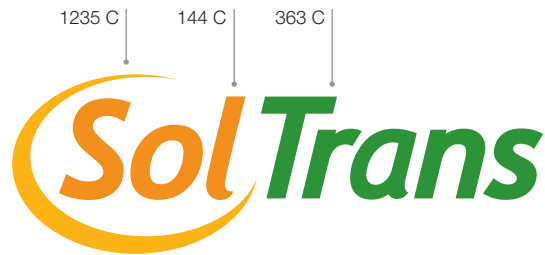
Full Color

The full color logo is the foundation of the SolTrans visual identity. This is the version of the logo that should be used whenever color representation is available for your project.

PMS 363 C   PMS 144 C   PMS 1235 C

30% K   58% K   80% K

Grayscale

The grayscale logo is used when color is not available for your project. It can be printed in shades of gray so it appears as a monotone. Example: Black & white newspaper ad.

100% K

Black & White (single-color)

The black & white or single-color logo is to be used only when color or gradients are not supported by the printing process. Example: Silkscreening a single-color t-shirt or printing on a small promotional item like a pen where detail cannot be seen clearly.

Logo Usage for uses on dark backgrounds

White

123 C   1235 C   White

123 C   1235 C   White

Reversed Logo

As with the single-color logo, the reversed-out versions should only be used when other options are not feasible.

Make sure there is ample contrast with the background color. If the background color is very light, then opt for the other versions of the logo, starting with full color.

Be aware that the reversed-out, color logo is a slight variation on the full-color version. Select the correct logo based on your full-color or reversed-color design needs.

The reversed-out color logo is the only instance where PMS 123 will be used within the brand.

PMS 123 C

PMS 1235 C

Logo Usage sizes and clear spaces

x = ½ of H

Logo Clear Space

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No text or graphic element of any kind should invade this zone.

To calculate the dimension of the clear space, take the height of the full logo (H) and divide it in half (x). The square gray boxes represent the clear space. Larger clearance than this minimum is encouraged and acceptable.

1.25"

Logo Minimum Size

The SolTrans logo should never be reproduced smaller than the minimum size of 1.25 inches, with all graphic elements remaining proportional within the appropriate clear space.

Logo Usage improper uses

1. Wrong Colors

2. Low-resolution from Web

3. Size/Position Edit

4. Distorted

5. Angled

6. Wrong Font

Improper Logo Use

To ensure the integrity of the logo and the brand, it should be applied consistently. Therefore, the examples to the left should **never** be used on any materials produced by SolTrans or its vendors.

1. Do not change colors within the logo.

2. Do not use a low-resolution or web-based logo for print. When using a logo for print use only **.eps, .pdf** or **.ai** file formats

3. Do not resize or reposition elements within the logo.

4. Do not compress or stretch the logo.

5. Do not angle the logo.

6. Do not reproduce the logo using an alternate typeface.

Approved logo

Color Palette

Primary Palette

PMS 363 C
C73, M0, Y100, K24
R49, G147, B59
*DuPont Transportation Color
Formula #816493*

PMS 144 C
C0, M51, Y100, K2
R241, G142, B29
*DuPont Transportation Color
Formula #N0681*

PMS 1235 C
C0, M33, Y100, K0
R252, G179, B22
*DuPont Transportation Color
Formula #773207*

Secondary Palette

PMS 1797 C
C13, M96, Y100, K3
R203, G51, B59

PMS 675 C
C18, M100, Y0, K8
R174, G37, B115

PMS 268 C
C82, M98, Y0, K12
R88, G44, B131

PMS 7691 C
C100, M43, Y0, K30
R0, G98, B152

PMS 631 C
C75, M23, Y10, K10
R36, G143, B183

PMS 3265 C
C72, M35, Y40, K0
R0, G199, B177

Color plays an important role in defining SolTrans' identity. Consistent use of the primary and secondary color palettes presented on this page will contribute to the cohesive and harmonious look of the SolTrans brand across all forms of media. Check with your print vendor to ensure that corporate colors appear accurately. The Dupont paint equivalent is used to indicate the correct color formulas for the DuPont Transportation paint product line category only. *These colors should be used for external paint applications on buses only.*

Primary Palette

SolTrans' primary color palette is composed of Green (PMS 363), Orange (PMS 144) and Yellow (PMS1235). These main colors help identify print and online collateral as part of the overall SolTrans brand. Be sure to include these colors in all communications collateral.

The four-color process or CMYK build is the formula to be used in print applications. The RGB values are the equivalent formula for use in on-screen applications like websites and PowerPoint presentations.

Secondary Palette

Use these complementary colors from the secondary palette as accent colors for your printed and online materials. Secondary colors should not be used as backgrounds or in place of the primary colors.

Typography

Helvetica Neue

Helvetica Neue Light
Helvetica Neue Light Italic

Helvetica Neue Roman
Helvetica Neue Roman Italic

Helvetica Neue Medium
Helvetica Neue Medium Italic

Helvetica Neue Bold
Helvetica Neue Bold Italic

Helvetica Neue Condensed Light
Helvetica Neue Condensed Light Oblique

Helvetica Neue Condensed
Helvetica Neue Condensed Oblique

Helvetica Neue Condensed Medium
Helvetica Neue Condensed Medium Oblique

Helvetica Neue Condensed Bold
Helvetica Neue Condensed Bold Oblique

Typography is an important component of the SolTrans brand and should convey clarity and ease of use. The following font family has been selected for use in all SolTrans marketing and communication materials to encourage consistency.

Main Font Family

Helvetica Neue is a widely-used sans serif font that is know for its legibility and wide range of weights and styles. Regular and condensed font styles in various weights are shown on the left.

Web Fonts

For web purposes only, Helvetica Neue may be replaced by Helvetica.

Photography

Low resolution photos from the web should never be used for print

Here are a few technical tips to ensure your photo images are high quality and supportive of SolTrans brand standards.

Use High-Quality Photography

Images that are badly exposed, composed, focused, cropped or color-balanced undermine good writing and design.

Don't Use Web Photos for Print

It is easy to convert high-resolution, print-ready photos to lower resolution photos for the web but it is impossible to turn low-resolution photos that have been pulled from the web into high-quality photos for print publications. Resolution for web photos should be 72 dpi (dots per inch), and photos for color print should be 300 dpi (at the printed size) or they will appear fuzzy with jagged edges.

Evaluate Content and Mood

Photos should embody the SolTrans company philosophy of being reliable, fun, clean, positive, inclusive, diverse, high-tech and innovative. Photos that tell a story and/or have happy people in them are particularly effective.

SolTrans