

BRAND GUIDELINES

DCTA

JANUARY 2018

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DCTA LOGO

PRIMARY LOGO

This is the primary version of the logo for the DCTA brand. This version incorporates the DCTA lettering in white and the swoop in yellow. This logo should be primarily displayed with the DCTA navy as the background color, but can also be used with any approved solid background color, the value of which shouldn't be less than 50%. Some alternate logos and variations are accepted as listed throughout this standards manual.



When a color logo cannot be used, it may be reproduced using black. This is functional for documents such as fax, copies, newsprint ads, etc. It may also be reversed out in white. The value of the background shouldn't be less than 50%. This is true for all alternate versions of the logo.



In design elements, the entire logo can be used as a "punch through" and take on the background color, when appropriate.

DCTA LOGO

PRIMARY LOGO – with Agency Name

This is the primary version of the logo with the agency name for the DCTA brand, both in horizontal and vertical form. Either option can be used based on the real estate available. This version incorporates the DCTA lettering and agency name in white and the swoop in yellow. The agency name is displayed in Gill Sans Regular. The name option can be used when needed for brand recognition or building business opportunities.



DCTA LOGO

ALTERNATE LOGO

This version incorporates the DCTA lettering in green and the swoosh in yellow. The agency name can be used when needed for brand recognition or building business opportunities.



SUB LOGOS

PROGRAMS/PROJECTS

The sub logos are to be used as the secondary logos for the following programs, projects or DCTA blog. The icons may be reduced up to 50% but no further. The sub logos may be displayed in full color or in black and white.



Shaping *our* Future

Your Future is Riding on Us.

DCTA



A-train Rail Trail

Your Future is Riding on Us.

DCTA



Corporate Pass Program

Your Future is Riding on Us.

DCTA



DCTA BLOG

SUB LOGOS

PROGRAMS/PROJECTS

The sub logos that contain the DCTA logo can also be used without the DCTA logo.

The sub logos can also be used with white text on dark backgrounds. In design elements, the icon figures in GPS points can be used as a “punch through” and take on the background color when appropriate.



SUB LOGOS

SERVICES

The sub logos are to be used as the secondary logos for the following services. The icons may be reduced up to 50% but no further:



DENTON COUNTY
TRANSPORTATION AUTHORITY

access

DENTON COUNTY
TRANSPORTATION AUTHORITY

connect bus

DENTON COUNTY
TRANSPORTATION AUTHORITY

connect shuttle

DENTON COUNTY
TRANSPORTATION AUTHORITY



DENTON COUNTY
TRANSPORTATION
AUTHORITY



DENTON COUNTY
TRANSPORTATION
AUTHORITY



DENTON COUNTY
TRANSPORTATION
AUTHORITY



DENTON COUNTY
TRANSPORTATION
AUTHORITY



DENTON COUNTY
TRANSPORTATION
AUTHORITY



DENTON COUNTY
TRANSPORTATION
AUTHORITY

SUB LOGO

SERVICES

All services can be used in full color, white and gold, white only, and black only. Can be used with or without the "Denton County Transportation Authority."

connect shuttle

DENTON COUNTY
TRANSPORTATION AUTHORITY

connect shuttle

connect shuttle

DENTON COUNTY
TRANSPORTATION AUTHORITY

connect shuttle

connect shuttle

DENTON COUNTY
TRANSPORTATION AUTHORITY

connect shuttle

connect shuttle

DENTON COUNTY
TRANSPORTATION AUTHORITY

connect shuttle

DCTA STATIONS

The following icons are approved to represent DCTA's A-train stations. The icons may be displayed in color or black and white. The icons may be reduced up to 15%. Use these icons in place of naming the DCTA stations or in conjunction with the official station names. These icons may be used with a drop shadow.



Downtown Denton



MedPark



Highland Village /
Lewisville Lake



Old Town



Hebron

WRITING CONVENTIONS

TRAVEL TOOLS

Transit Tracker

Use DCTA's Transit Tracker to access real-time arrival information for DCTA vehicles via phone, web, text, and the free Transit mobile application.

GoPassSM

Download the GoPassSM application, available on the App Store or Google Play, to purchase your ticket straight from your mobile phone.

GOREquest

Submit questions or comments through the GOREquest mobile application or web portal to send feedback directly to DCTA staff, who will respond to you in a timely manner.

Rider Alerts

Sign up for customized Rider Alerts to receive up-to-date email notifications regarding schedule delays, service changes and special promotions.

RIDERS TIPS (STATE FAIR ONLY)

PLAN AHEAD Visit RideDCTA.net to plan your entire trip, use our Fair Planning Toolkit and purchase tickets.

GO PAPERLESS Purchase your regional fare on the GoPassSM app for a smooth transition between DCTA and DART.

ARRIVE EARLY Get to your bus stop or A-train station at least 10 minutes before your scheduled departure.

HAVE FUN Let DCTA get you to the fun faster and avoid the hassle of traffic, parking and walking.

Note: This last statement is subject to change based on campaign theme.

WRITING CONVENTIONS

DCTA SERVICES (*Abbreviations may be used on a case-by-case basis.)

- A-train commuter rail line
- A-train Rail Trail
- Trinity Mills, Highland Village / Lewisville Lake Station, MedPark Station, etc. (All words are capitalized when referring to a singular station name. The word “station(s)” is not capitalized when speaking generally)
- Connect Bus service
- GoPassSM
- GORquest
- DCTA Rider Alerts
- Downtown Denton Transit Center (DDTC)
- Lewisville Connect Bus Routes 21 & 22, etc.
- Connect Shuttle
- Community On-Demand
- Highland Village Connect Shuttle
- Go Guide
- Corporate Pass Program
- Commuter Vanpools
- Campus Connections
- Regional Connections
- Access Service
- Frisco Demand-Response Service

PARTNER SERVICES

- DART Green Line, Red Line, Blue Line, Orange Line
- (the) TRE
- FWTA
- UNT Campus Shuttle
- NCTC Campus Shuttle

URLS

- HopOnBoardBlog.com
- RideDCTA.net
- facebook.com/RideDCTA
- DCTACorporatePass.com
- DCTAshuttle.net
- DCTASummerPass.net
- DCTAsurvey.net (do not use “www”)

SOCIAL MEDIA

- #RideDCTA
- @RideDCTA

EMAILS

- DCTACorporatePass@dcta.net
- info@dcta.net

DCTA ADDRESS

Denton Country Transportation Authority
P.O. Box 96
Lewisville, TX 75067

PHONE NUMBER

940.243.0077
(dots not dashes)

COLORS

COLOR USAGE

PANTONE (PMS) COLORS

Pantone colors (otherwise known as PMS colors) are used in professional offset printing. These are the primary colors for use in printing offset materials and should be used whenever possible to ensure color accuracy. When printing offset is not available, it is best to match the PMS color using the closest four color process values.

CMYK VALUES

CMYK values are used in printing. The recommended CMYK color values will imitate the PMS colors as closely as possible in traditional printing, but can be slightly varied depending on the printing process or paper color. If printed on a coated stock, use the CMYK Coated values. If printing on an uncoated stock, use the CMYK Uncoated values.

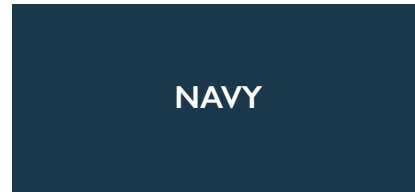
RGB VALUES

RGB values are used on-screen. More specifically, the RGB values are used for digital formats such as websites, Microsoft Word or PDF documents. RGB values are used because CMYK values will not properly translate in digital media.

COLORS

PRIMARY & SECONDARY

PRIMARY



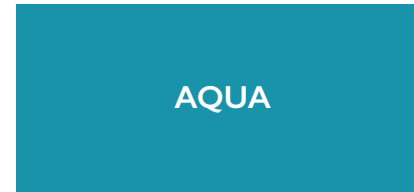
NAVY

PANTONE
7546 Coated
5463 Uncoated

RGB
30•56•75

CMYK
73•45•24•66

HEX
#1E384B



AQUA

PANTONE
7710 Coated
7710 Uncoated

RGB
0•146•169

CMYK
82•26•28•1

HEX
#0092A9



GREY

PANTONE
NONE

241•242•242

CMYK
0•0•0•5

HEX
#F1F2F2

RGB

SECONDARY



ORANGE

PANTONE
7570 Coated
7570 Uncoated

RGB
233•143•35

CMYK
6•51•100•0

HEX
#E98F23



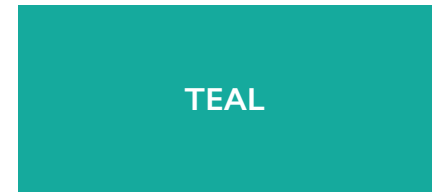
BLUE

PANTONE
7686 Coated
2945 Uncoated

RGB
36•83•143

CMYK
94•74•17•3

HEX
#24538F



TEAL

PANTONE
3275 Coated
326 Uncoated

RGB
4•170•157

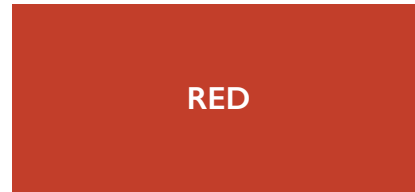
CMYK
78•9•46•0

HEX
#04AA9D

COLORS

ACCENTS & HARDWARE

ACCENTS



RED

PANTONE
180 Coated
1797 Uncoated

RGB
194•63•42

CMYK
21•90•100•3

HEX
#C23F2A



LIME

PANTONE
375 Coated
382 Uncoated

RGB
167•208•80

CMYK
39•0•88•0

HEX
#A7D050



YELLOW

PANTONE
123 Coated
114 Uncoated

RGB
250•199•39

CMYK
2•21•94•0

HEX
#FAC727

HARDWARE (BUSES AND TRAINS)



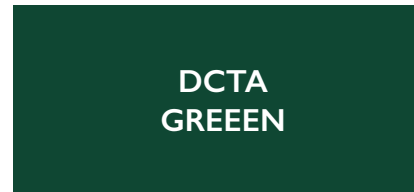
**DCTA
YELLOW**

PANTONE
7406 Coated
7406 Uncoated

RGB
249•197•6

CMYK
00•20•100•2

HEX
#F9C606



**DCTA
GREEN**

PANTONE
7736 Coated
7484 Uncoated

RGB
20•71•52

CMYK
86•45•79•49

HEX
#144734



**DCTA
BLUE**

PANTONE
7462 Coated
2935 Uncoated

RGB
0•83•141

CMYK
100•51•0•31

HEX
#00538D

GRADIENTS



LIGHT END:
LIME GREEN

DARK END:
LIME GREEN
+ 25% BLACK



LIGHT END:
RED

DARK END:
RED
+ 25% BLACK



LIGHT END:
AQUA

DARK END:
AQUA
+ 25% BLACK



LIGHT END:
ORANGE

DARK END:
ORANGE
+ 25% BLACK

FONTS

APPROVED TYPOGRAPHY

In order to ensure the DCTA brand retains its integrity, only the approved fonts below may be used.

Specialty guest fonts can be added when appropriate.

Previously used secondary fonts include:

- Klinik Slab
- Industry Inc
- Built Titling.

PRIMARY FONT

The primary font family is Gill Sans. This font is used in all weights in different applications. The logo uses Gill Sans Regular, while Gill Sans light is commonly used as body copy. The whole font family is approved, full usage is TBD.

GILL SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROJECT/PROGRAM LOGOS	SERVICE LOGOS	SCRIPT FONT
AGENDA	ADOBE GARAMOND	<i>SIGN PAINTER</i>
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTU VWXYZ abcdefghijklmno pqrstuvwxyz	<i>ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz</i>

ICON SYSTEM

ICON USAGE

SOCIAL MEDIA

The following icons are approved to represent DCTA's social media channels. The icons may be displayed in a circle with the icon reversed out in white, black or any approved DCTA color. If the icons are part of the logo lock-up, the circle may be displayed in white.



ICON LIBRARY

DCTA uses a vast icon system throughout the brand. The icons may be displayed in a circle or GPS point, but also as a single entity.

In addition to full color, these icons may be reproduced in black and reversed out in white if placed on a solid background of black or the respective color. They may also be used, where appropriate, as a “punch through” shape.



GRAPHIC CUES

HANGING TAGS AND BOXES

Hanging tags and pinned or hanging boxes are used as a graphical element in DCTA materials. Hanging items must attach to the top of a page, another hanging sign, a solid bar, or come from behind another hanging/pinned element.

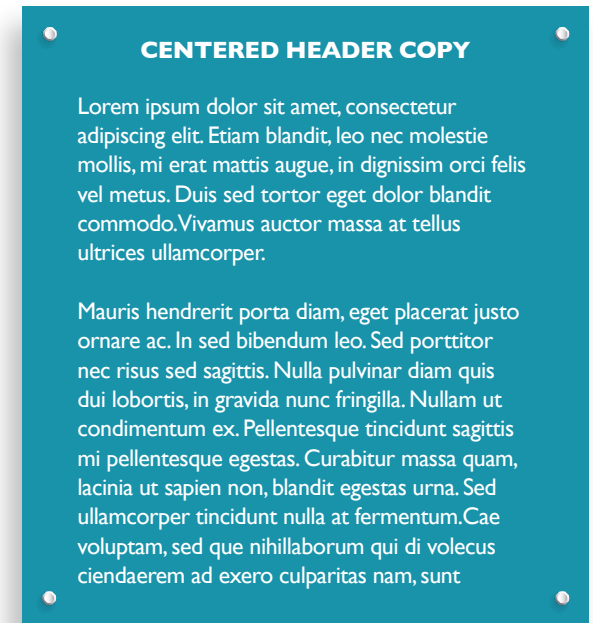
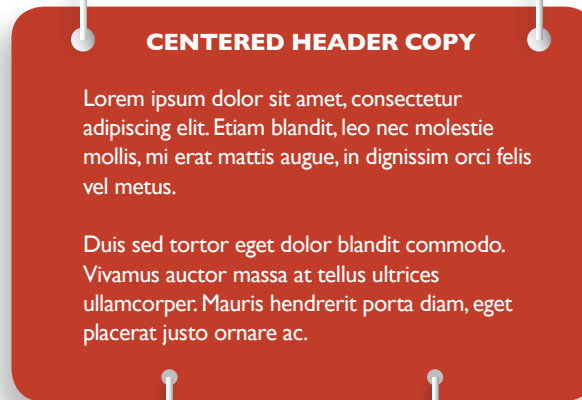
Boxes can have sharp or rounded corners. In a single piece, all pin box corners must match and all hanging box corners must match but can differ between the two types.

Lines attached to the hanging elements should always be a white/grey linear horizontal gradient with a flat end landing directly in the center of the circle "punch through."

Hanging boxes should always include a global light drop shadow with the following requirements, unless otherwise specified:

Blending: Multiply • Opacity: 35%
Distance: 0.125in • Angle: 57°
Size: 0.125 in • Spread: 0%

Tags, boxes and pins should utilize DCTA's approved brand colors.



GRAPHIC CUES

GPS POINTS AND MAPS

GPS points and map background texture are used as graphical elements in DCTA materials.

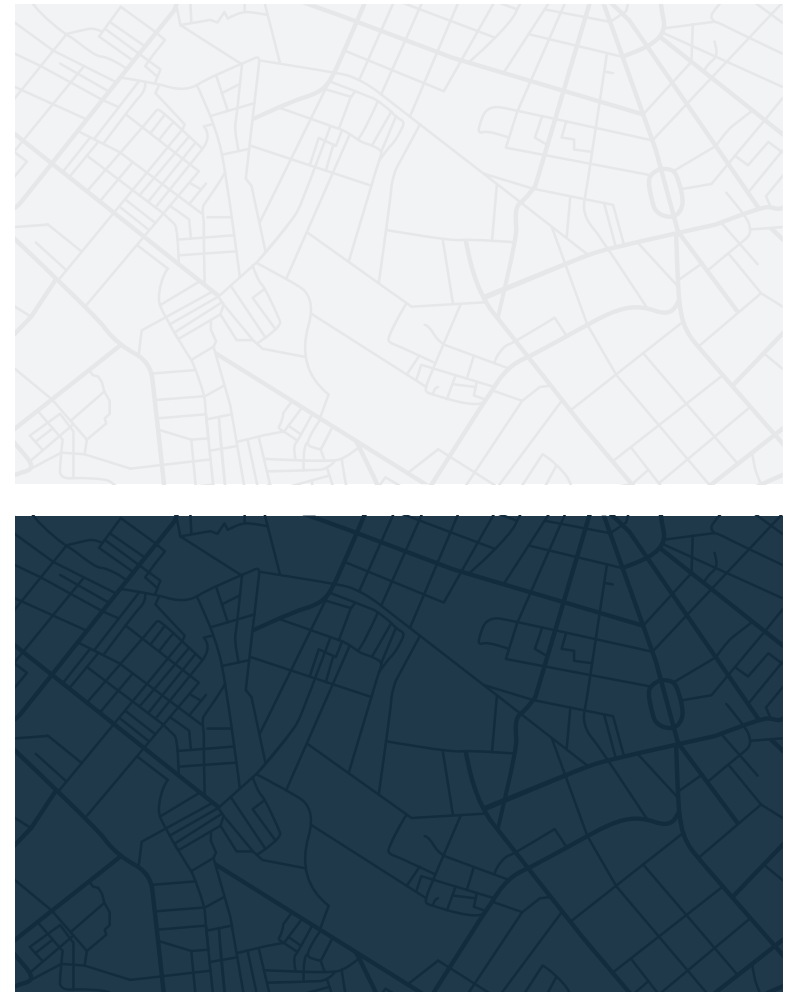
For GPS points, icons must be centered in white dot. When multiple GPS points are used in one piece, it is acceptable for them to be different sizes, in graduated steps. GPS points should utilize DCTA's approved brand colors. Specialty colors may be introduced when appropriate. GPS points can also be a single-color or 2-toned using a brand color and that same color with 25% black added.

For map backgrounds, utilize grey, navy, or other brand colors and use only a single color and the same tone with 25% black added. Map routes should always align (map is tile-able) and should appear as one map image. Can include color block overlays between maps or not.

GPS POINTS



MAP BACKGROUNDS



GRAPHIC CUES

INFORMATION LOCK-UP

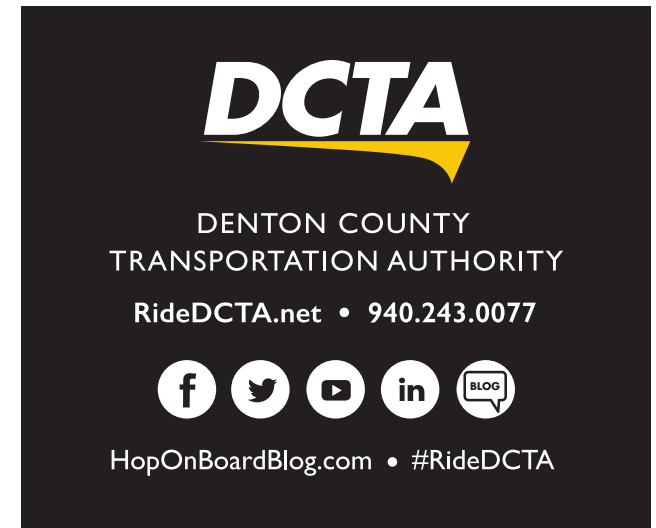
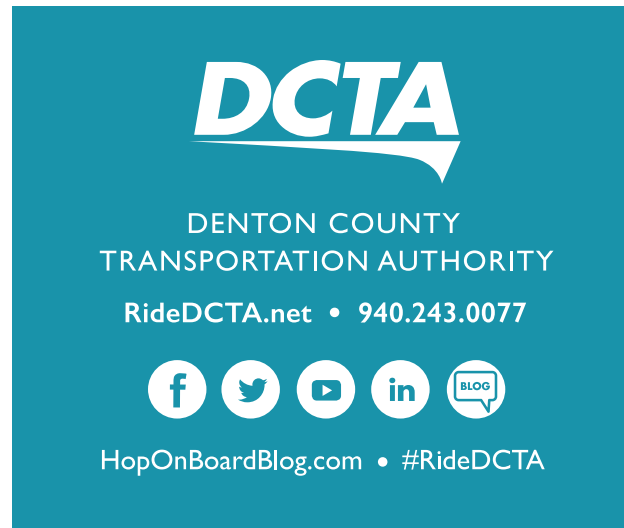
When displayed with other information the DCTA logo should be locked-up as shown. The lock-up will be in all white but can use a gold swoosh, dependent on the background and iteration. This lock-up can also be reproduced with any dark background from the brand colors or black. This lock-up follows the brand standards and uses Gill Sans for the font. This lock-up does **not** include the tagline “Your future is riding on us”

A custom hashtag for a specific campaign can replace the standard DCTA hashtag.

On DCTA horizontal pieces, you can utilize DCTA’s horizontal lock-up. This lock-up can also be reproduced with any dark background from the brand colors, black, or any dark map background. This lock-up follows the brand standards and uses Gill Sans for the font.

NOTE: Only use dots (Gill Sans SemiBold) as separators, not vertical lines.

VERTICAL LOCK-UPS



HORIZONTAL LOCK-UPS



GRAPHIC CUES

BROCHURES FRONT & BACK

For general service brochures, DCTA utilizes the following template so that materials are cohesive with one another. The template should include a lifestyle or portrait image on the front cover, with the brochure title and DCTA logo located at the bottom.

The brochure title can use any of DCTA's approved fonts. The bottom title and logo bar should wrap to the backside of the brochure with the logo lock-up. The backside should also feature DCTA's travel tool lock-up with copy and icons. The "Travel Tools" headline can utilize any DCTA approved font, but the body content should always use Gill Sans.

Icons can utilize any DCTA brand color. Specialty colors can be used when appropriate.

Header Here

Icon **List Item #1**
List item description here.

Icon **List Item #1**
List item description here.

Icon **List Item #1**
List item description here.

Icon **List Item #1**
List item description here.

Front Cover Photo Here

DCTA

DENTON COUNTY
TRANSPORTATION AUTHORITY

RideDCTA.net • 940.243.0077



HopOnBoardBlog.com • #RideDCTA

Brochure Title Here

DCTA

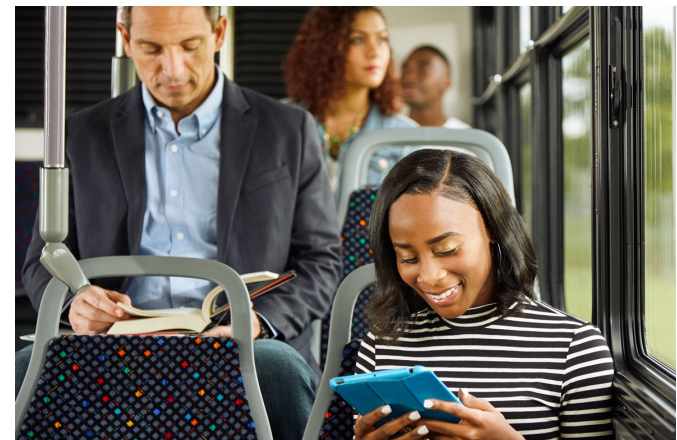


IMAGERY

PHOTOGRAPHY

BRIGHT AND LIFESTYLE – Images that could be easily placed alongside text to add a visual to an activity or feeling being described. This could be a blog article or newsletter story to brighten up the page and emphasize the mood and feel of the text. This photography tells every part of a story – beginning, middle and end. Think fresh, bright, and slightly over-exposed.

PORTRAIT AND MOVEMENT – Images that are soft but bright and make passenger engagement and movement really beautiful, attractive and relatable. The photography is not solely focusing on the model's face, but instead the actions of the models reflected in the feelings of the images, making them more powerful. It is the mood and emotion in these images that make them highly usable. Creating photography that elicits the many possible environments one could be in amplifies the placements for this photography style.



IMAGERY

FLEET PHOTOGRAPHY

ADVENTURE – Images that include beautiful landscape shots combined with our transit fleet. Being imaginative and unique will allow boring fleet to stand out. Creating a theme in fleet photography can increase the usage of photography across multiple platforms and maintain brand consistency throughout usage.



ILLUSTRATIONS

When displaying the DCTA A-train or bus, illustrations can be used instead of photographic representations.

The illustrations may be displayed as shown below, in black and white, or in solid brand colors when appropriate.



CONTACT US

For questions regarding the brand outside of what is described in these guidelines, or to get clarification on the guidelines, please contact a designated member of the marketing and communications team.

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Sarah Munson

Senior Marketing Specialist

smunson@dcta.net

972.316.6105