

BRAND GUIDELINES

DCTA

OCTOBER 2020

TABLE OF CONTENTS

LOGOS

3 LOGO

6 SUB LOGO

ICONS

10 ICONS

12 DCTA STATIONS

WORDS

13 FONTS

14 WRITING CONVENTIONS

CREATIVE

16 COLORS

19 GRAPHIC CUES

25 IMAGERY

27 ILLUSTRATIONS

STATIONARY

29 LETTERHEAD

30 BOARD TEMPLATE

31 ENVELOPES

32 BUSINESS CARDS

33 EMAIL SIGNATURE

NTMC

34 LOGO

36 FONT/COLORS

37 LETTERHEAD

38 BOARD TEMPLATE

CONTACT US

39 CONTACT INFORMATION

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 swoosh 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

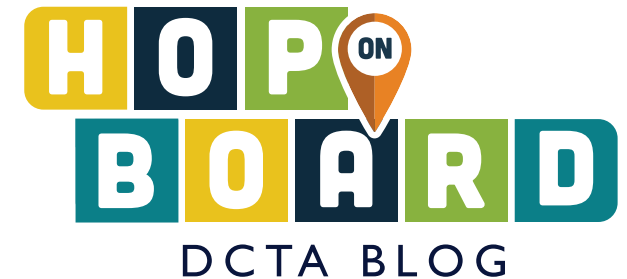
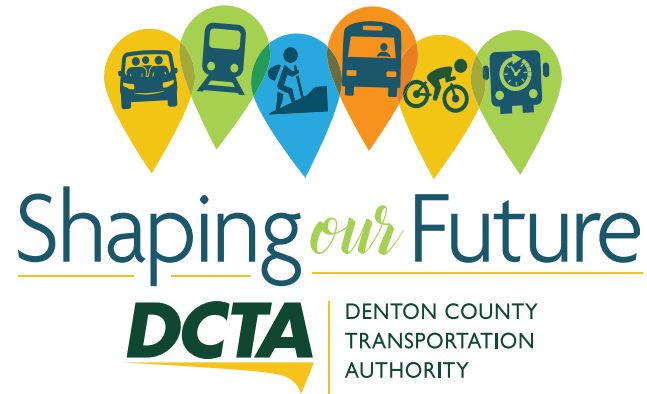
This version incorporates the DCTA lettering in green and the swoosh in yellow. The agency name can be used when needed for brand recognition or building business opportunities.



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.



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.



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 bus
DENTON COUNTY
TRANSPORTATION AUTHORITY

connect bus

connect bus
DENTON COUNTY
TRANSPORTATION AUTHORITY

connect bus

connect bus
DENTON COUNTY
TRANSPORTATION AUTHORITY

connect bus

connect bus
DENTON COUNTY
TRANSPORTATION AUTHORITY

connect bus

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.



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

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
- Sign Painter

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/ BOARD MEMO LOGOS	SERVICE LOGOS	BOLD FONT
AGENDA ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz pqrstuvwxyz	ADOBE GARAMOND ABCDEFGHIJKLM NOPQRSTU VWXYZ abcdefghijklmno pqrstuvwxyz	BEBAS KAI ABCDEFGHIJKLM NOPQRSTUVWXYZ

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
- GOResult
- DCTA Rider Alerts
- Downtown Denton Transit Center (DDTC)
- Lewisville Connect Bus Routes 21 & 22, etc.
- Employee Pass Program
- Commuter Vanpools
- Lewisville Lakeway
- DDTC Evening On-Demand
- On-Demand Service
- Highland Village Lyft
- Collin County Transit Program
- Campus Connections
- Regional Connections
- Access Service
- Frisco Demand-Response Service

PARTNER SERVICES

- DART Green Line, Red Line, Blue Line, Orange Line
- (the) TRE
- Trinity Metro
- UNT Campus Shuttle

URLS

- HopOnBoardBlog.com
- RideDCTA.net
- facebook.com/RideDCTA
- DCTAEmployeePass.com
- DCTAdeal.net
- DCTAsurvey.net (do not use “www”)

SOCIAL MEDIA

- #RideDCTA
- @RideDCTA
- #WhyIRideDCTA

EMAILS

- DCTAEmployeePass@dcta.net
- DCTAinfo@dcta.net

DCTA ADDRESS

Denton County Transportation Authority
1955 Lakeway Drive, Suite 260
Lewisville, TX 75067

DDTC ADDRESS

Downtown Denton Transit Center
604 East Hickory Street,
Denton, TX 76205

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.

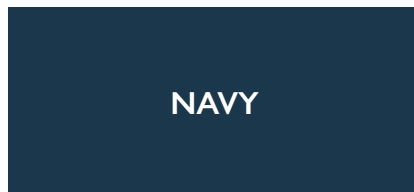
RGB VALUES

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



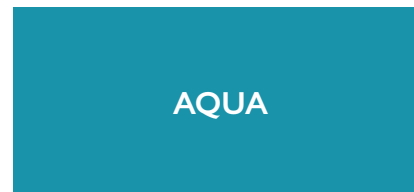
NAVY

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

RGB
241•242•242

CMYK
0•0•0•5

HEX
#F1F2F2

SECONDARY



ORANGE

PANTONE
7570 Coated
7570 Uncoated

RGB
233•143•35

CMYK
6•51•100•0

HEX
#E98F23



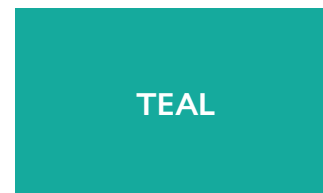
BLUE

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



LIME

PANTONE
375 Coated
382 Uncoated

RGB
167•208•80

CMYK
39•0•88•0

HEX
#A7D050

COLORS

ACCENTS & HARDWARE

ACCENTS

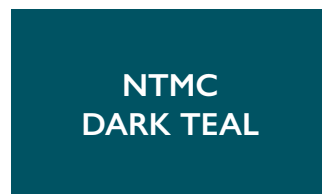


PANTONE
519 Coated

RGB
86•64•103

CMYK
72•81•34•20

HEX
#564064



PANTONE
316 Coated

RGB
0•83•99

CMYK
93•56•47•26

HEX
#005636



PANTONE
4995 Coated
696 Uncoated

RGB
153•0•102

CMYK
40•100•60•0

HEX
#990066



PANTONE
NONE

RGB
125•144•153

CMYK
18•6•0•40

HEX
#7d9099

HARDWARE (BUSES AND TRAINS)

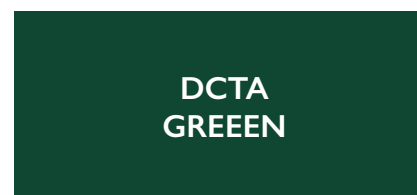


PANTONE
7406 Coated
7406 Uncoated

RGB
249•197•6

CMYK
00•20•100•2

HEX
#F9C606



PANTONE
7736 Coated
7484 Uncoated

RGB
20•71•52

CMYK
86•45•79•49

HEX
#144734



PANTONE
7462 Coated
2935 Uncoated

RGB
0•83•141

CMYK
100•51•0•31

HEX
#00538D

GRAPHIC CUES

GEOMETRIC HEADLINES/ GRAPHICS

Geometric headlines/graphics can be used as graphical elements in DCTA materials.

Headlines/graphics can be any geometric shape as long as the overall look is similar to the graphics here. Quotation marks can be removed or added depending on the creative piece.

Shape outlines must always match the color from the main shape.

Geometric headlines/graphics 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%

Geometric headlines/graphics should utilize DCTA's approved brand colors.



GRAPHIC CUES

INFOGRAPHICS

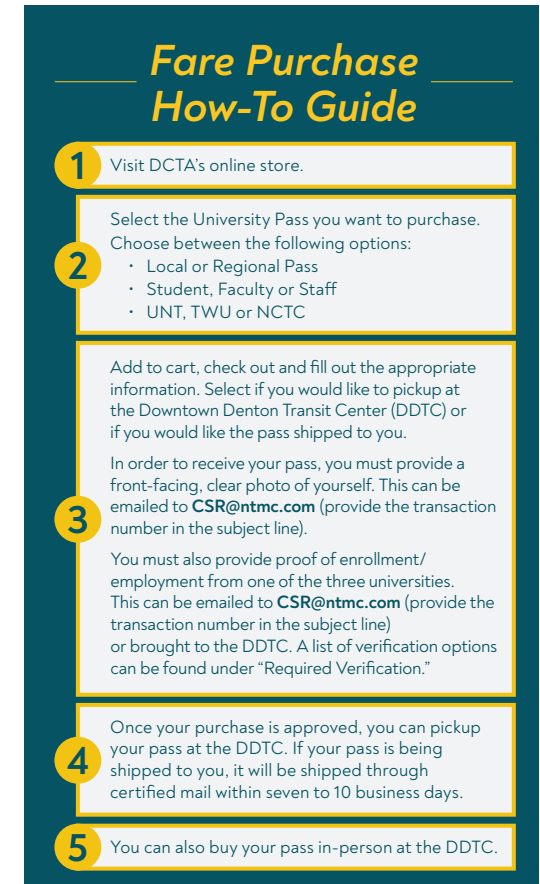
When adding infographics for large amount of text, utilize the first example of infographics as a “go-to” look when needing to separate sections within a flyer, brochure, etc.

When adding a graphic list, utilize the numbered, step-by-step instructional boxes when needed. Utilize the second example as a reference for the overall clean look.

LARGE TEXT BOX BACKGROUND ELEMENT



NUMBERED LIST BACKGROUND ELEMENT



GRAPHIC CUES

IMAGES

Additionally, we incorporate specific graphical elements in our imagery.

One graphic cue includes adding transparencies over images. The transparencies need to be a color prevalent to the image.

An additional graphic cue includes putting boxes and graphical elements within a photo.



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, only utilize our white and/or gray map background version. 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



WHITE OR GRAY MAP BACKGROUND



GRAPHIC CUES

INFORMATION LOCK-UP

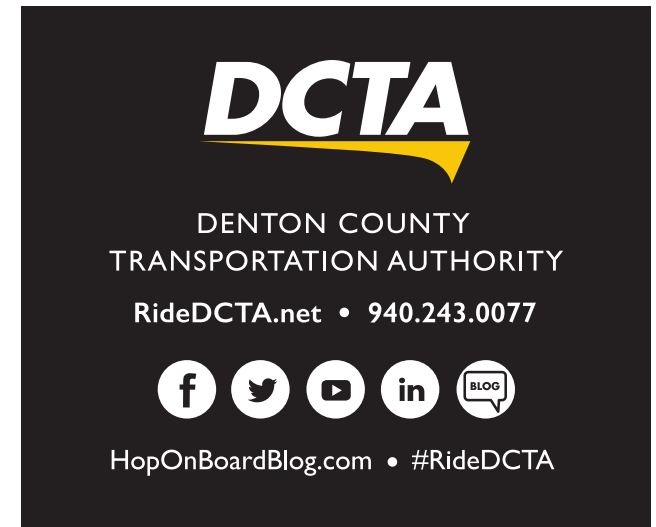
When displayed with other information, the DCTA logo should be locked-up as shown. The lock-up will be in all white but can use a gold swoosh, dependent on the background and iteration. This lock-up can also be reproduced with any dark background from the brand colors or black. This lock-up follows the brand standards and uses Gill Sans for the font. This lockup 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 collateral, you can utilize DCTA’s horizontal lock-up. 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.

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

VERTICAL LOCK-UPS



HORIZONTAL LOCK-UPS



SOCIAL MEDIA LOCK-UP



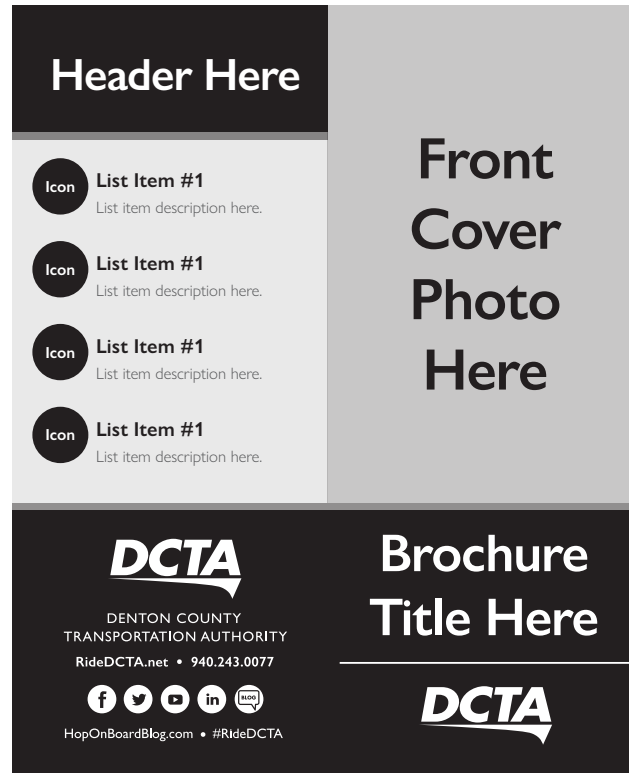
GRAPHIC CUES

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.



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.

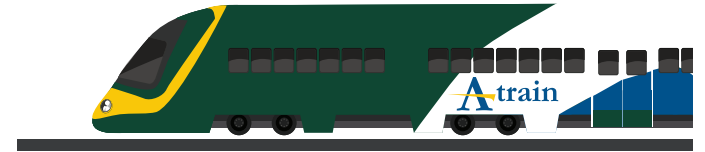
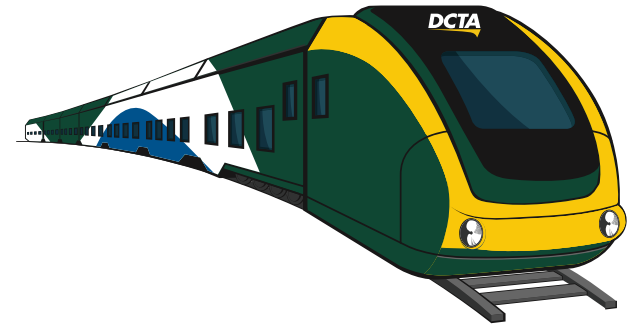


ILLUSTRATIONS

DCTA INSPIRED

When displaying the DCTA A-train or bus, illustrations can be used instead of photographic representations. The illustrations may be displayed as shown here, in black and white or in solid brand colors.

Illustrations can also be used to showcase DCTA landmarks. Much like the icons, these can be presented in various DCTA brand colors.



ILLUSTRATIONS

CHARACTERS

When using character illustrations for DCTA graphics, use faceless diverse characters to represent all groups.

The character illustrations must have a modern, professional look that accurately reflects DCTA brand standards. Please ensure the illustration style chosen can be maintained across various campaign pieces.



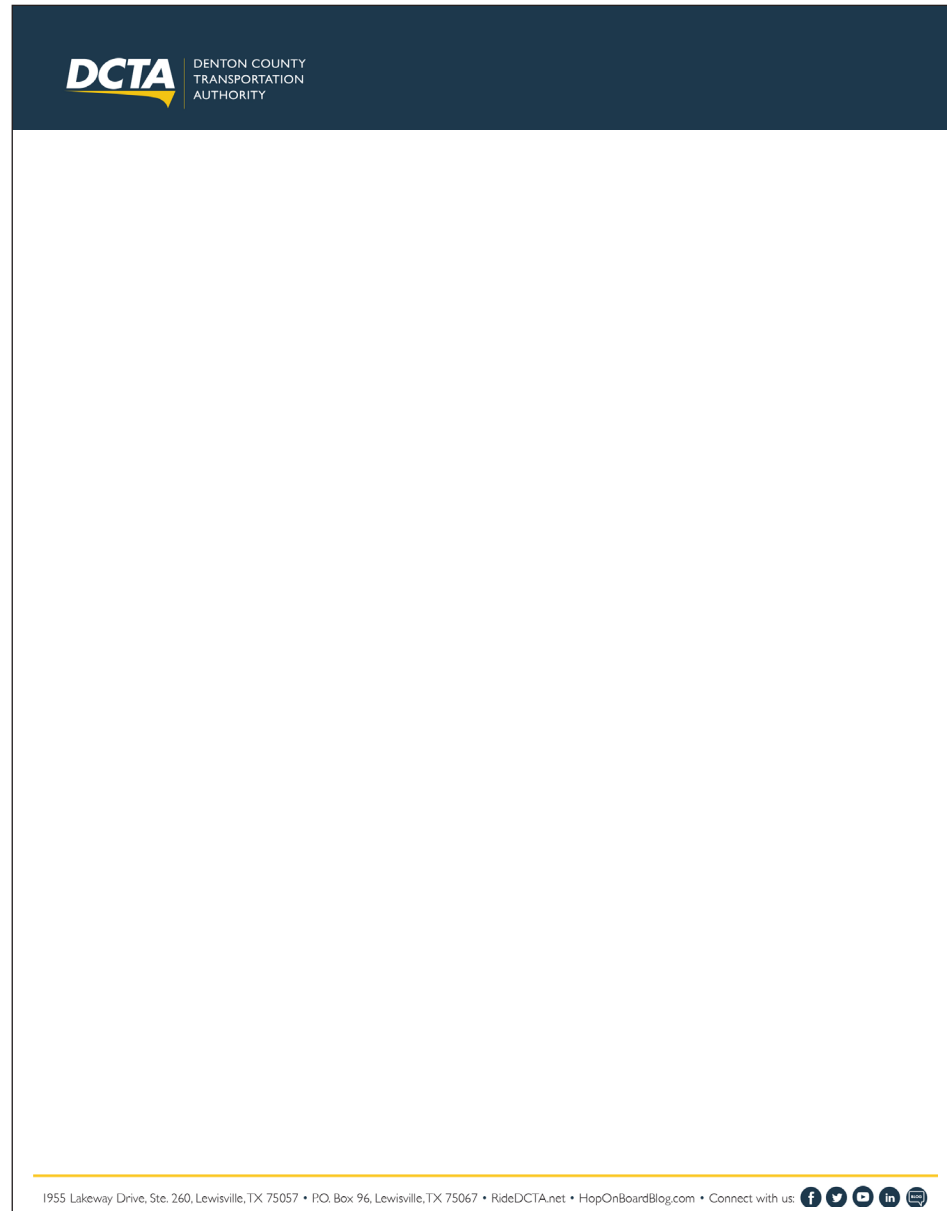
**RIDE SAFE,
STAY SAFE.**
MOVING YOU FORWARD



LETTERHEAD

The DCTA letterhead showcases a navy bar with the horizontal DCTA logo at the top. The bottom of the letterhead contains the Administrative Building address, the PO Box address, the DCTA website, the DCTA blog and the various social media channels DCTA is on.


Font must be Agenda.



BOARD TEMPLATE

The board template follows the same header design as the letterhead.

Font must be Agenda.

 DENTON COUNTY TRANSPORTATION AUTHORITY		Regular Meeting or Work Session # (letter)
Board of Directors Memo		Date of Meeting
SUBJECT: Make sure your Subject Title matches EXACTLY what is on the Agenda		
Background Enter the Background information of the subject here.		
Identified Need Why do we need this?		
Committee Review Has a committee reviewed this? Which committee? Who was present at the committee?		
Financial Impact What is the financial impact, if any?		
Recommendation What is staff's recommendation?		
Exhibits Please list exhibits/attachments you may have with this memo		
Submitted By: <u> </u> <i>**Use Electronic Signatures On All Lines**</i>		
Name and Title of person creating/submitting Memo		
Final Review: <u> </u>		
Name and Title of person reviewing the submitted Memo		
Approval: <u> </u>		
Name and Title of person for final approval to take to Board		

ENVELOPES

Regular DCTA envelopes showcase a navy box with the horizontal DCTA logo at the top. Underneath the logo is the PO Box address for the Lewisville Administration building. This is all in the upper left-hand corner.

The DCTA accounting envelopes are somewhat different. They include a black DCTA logo with Denton County Transportation Authority showcased underneath. There is then a horizontal line separating the logo and the PO Box address. This is all in the upper left-hand corner.

The accounting envelopes must be security printed so contents cannot be read through the envelope, and they must have a “Peel & Seal” back.



BUSINESS CARDS

There is one set design for DCTA business cards, but they can be customized based on location and person.

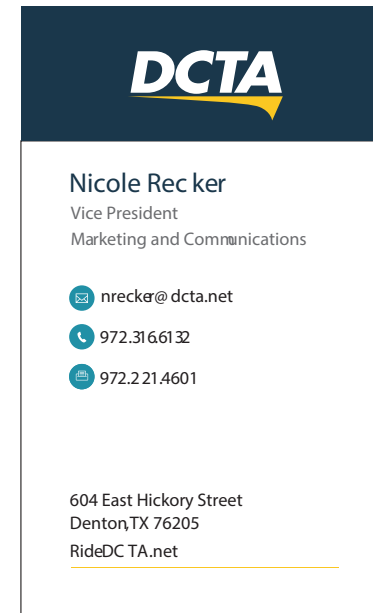
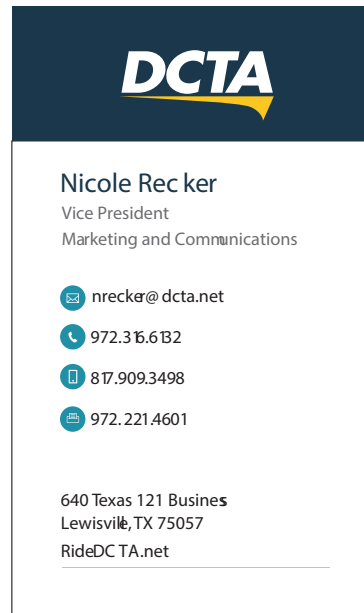
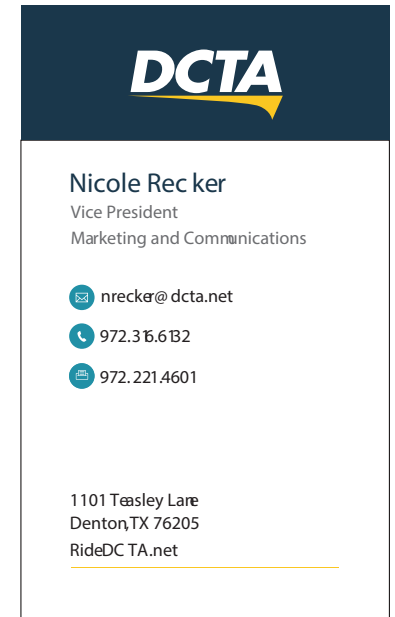
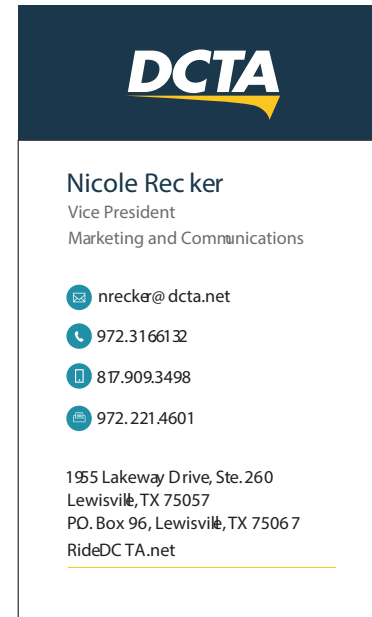
The back of the business card displays the gray map background. There is a horizontal navy bar with the horizontal DCTA logo. The bottom showcases our social media icons.

The front of the card includes:

- Name
- Title
- Department
- Email
- Office Phone Number
- Cell Phone (Optional)
- Fax Number

You choose between these addresses based on where you office out of:

- DCTA Admin Office
- Bus O&M
- Rail O&M
- DDTTC



EMAIL SIGNATURE

All DCTA employees must follow the same email signature template.

The template includes:

- Black “DCTA” logo followed by a black verticle line
- Name
- Position
- Physical Address
- Phone Number
- Cell Phone Number
- Fax Number



Guadalupe Acosta

Marketing Coordinator

1955 Lakeway Drive Suite 260, Lewisville, TX 75057

Phone: 972.316.6098 | Cell: 469.441.5918 | Fax: 972.221.4601



Alex McGlinchey

Senior Manager of Rail Operations

640 East SH-121 Business, Lewisville, TX 75057

Phone: 972.966.5104 | Cell: 817.706.8891 | Fax: 972.221.4601



Troy Raley

Director of Bus Operations and Maintenance

1101 Teasley Lane, Denton, TX 76205

Phone: 940.218.1629 | Cell: 940.745.8151 | Fax: 972.221.4601



Sarah Hultquist

Bus Operations and Maintenance

604 East Hickory Street, Denton, TX 76205

Phone: 972.966.5114 | Cell: 940.297.1121 | Fax: 972.221.4601

NTMC PRIMARY LOGO

The North Texas Mobility Corporation (NTMC) is a local government corporation established by the Denton County Transportation Authority (DCTA). NTMC is dedicated to providing innovative mobility, maintenance, customer service, and management services to clients throughout North Texas.

The NTMC logo showcases a lowercase “ntmc” with three interlocking arrows (the outer two are purple and the middle one is teal). The arrows have a transparency of 70% and are layered on top of each other.

The words “NORTH TEXAS MOBILITY CORPORATION” is underneath “ntmc” and spans the length of “ntmc.” There is white space under the arrows.

When printing the logo on name badges you do not need a transparency on the arrows, and there is white space between them instead.



NTMC SECONDARY LOGO

The secondary NTMC logo is to be used for promotional items and recruitment efforts.

The secondary NTMC logo showcases the primary logo on top of a solid 2pt in weight straight line that spans the length of the full NTMC primary logo.

For the bottom sections, the words “SERVICE PROVIDER FOR THE DENTON COUNTY TRANSPORTATION AUTHORITY” must be included align centered.

When printing the logo on name badges and promo supplies, you do not need a transparency on the arrows, and there is white space between them instead.



SERVICE PROVIDER FOR THE
DENTON COUNTY TRANSPORTATION AUTHORITY



SERVICE PROVIDER FOR THE
DENTON COUNTY TRANSPORTATION AUTHORITY

NTMC FONTS AND COLORS

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

Specialty guest fonts can be added when appropriate.

Colors include purple and dark teal, which can also be used in DCTA materials.

PRIMARY FONT

The secondary font family is DokChampa. The Board Memo and Letterhead both use DokChampa.

DOKCHAMPA REGULAR

BCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

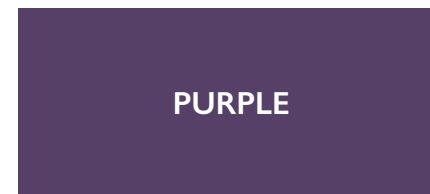
SECONDARY FONT

The secondary font family is Gill Sans. The logo uses Gill Sans Bold (“ntmc”) and Regular (“North Texas Mobility Corporation”). The whole font family is approved, full usage is TBD.

GILL SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PRIMARY

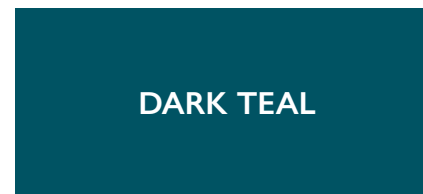


PANTONE
519 Coated

RGB
86•64•103

CMYK
72•81•34•20

HEX
#564064



PANTONE
316 Coated

RGB
0•83•99

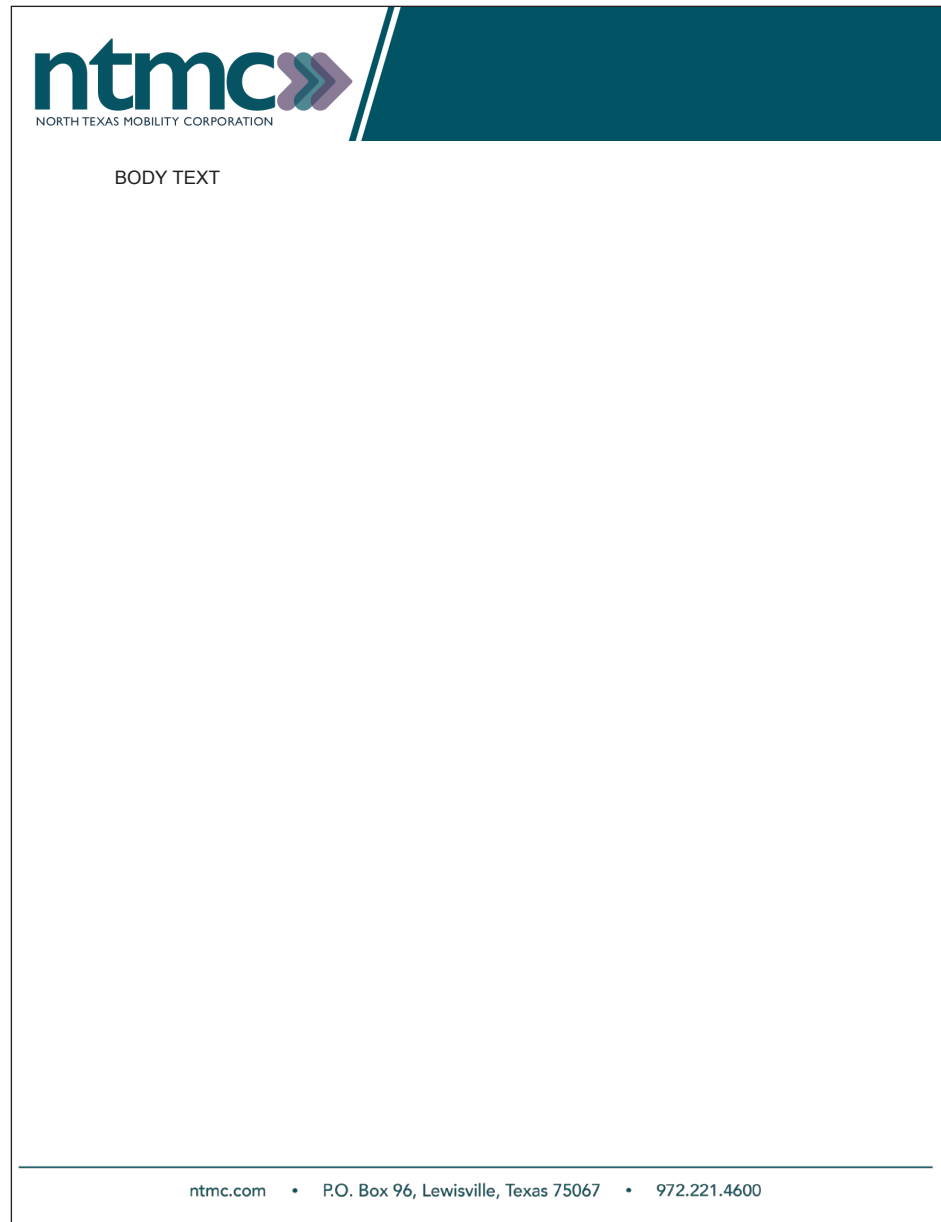
CMYK
93•56•47•26

HEX
#005636

NTMC LETTERHEAD

The NTMC letterhead showcases a dark teal line, a white space, and a dark teal bar with the horizontal NTMC logo at the top. The lines and bar are at a slant on the left side. The bottom of the letterhead contains the Administrative Building PO Box address, the NTMC website and the phone number.

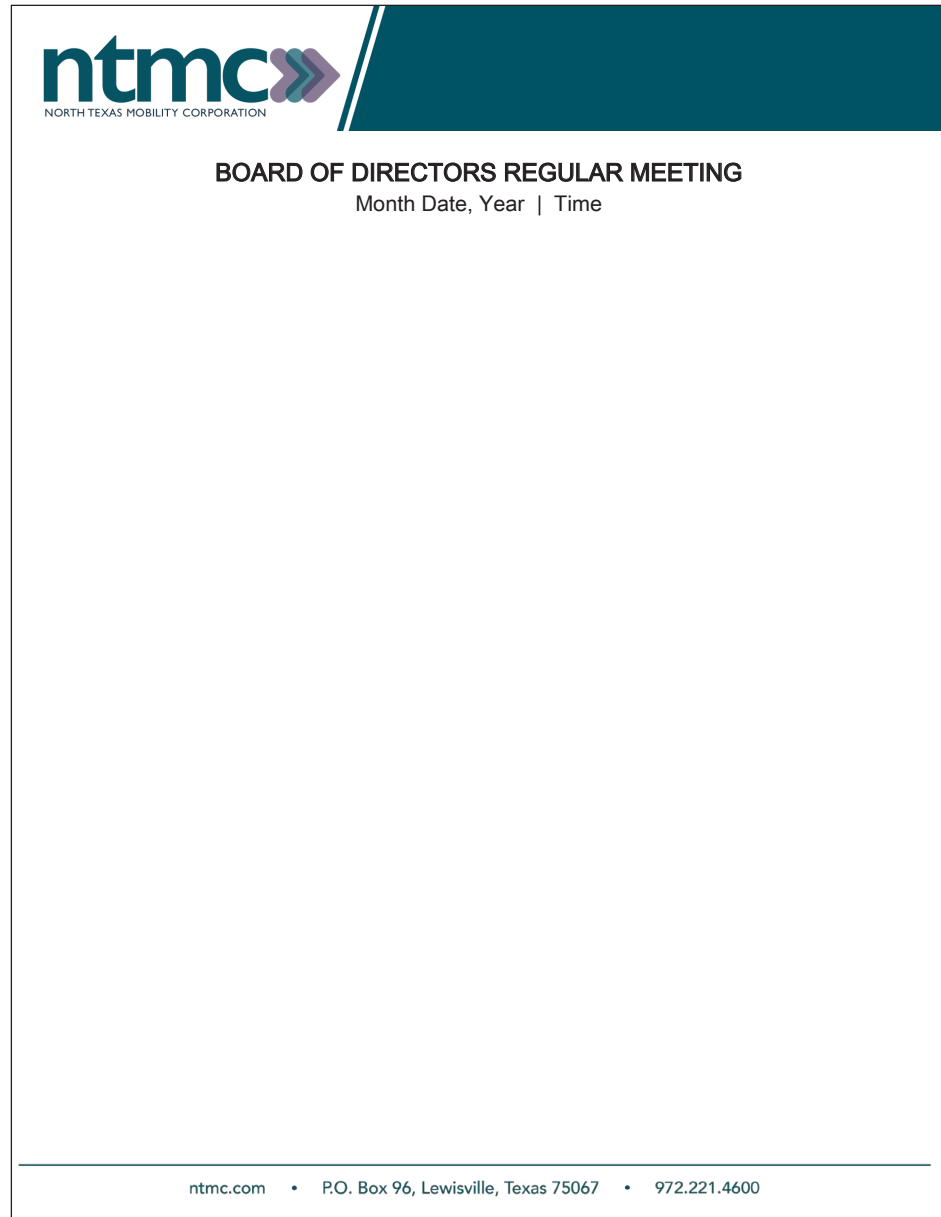
Font must be DokChampa.



NTMC BOARD TEMPLATE

The board template follows the same header design as the letterhead.

Font must be DokChampa.



The image shows a template for a Board of Directors Regular Meeting. It features the NTMC logo (North Texas Mobility Corporation) in the top left corner, followed by a dark teal horizontal bar. Below this bar, the text "BOARD OF DIRECTORS REGULAR MEETING" is centered, followed by a line for the date and time: "Month Date, Year | Time". The main body of the template is a large white area for the meeting agenda. At the bottom, there is a footer line with the website "ntmc.com", the address "P.O. Box 96, Lewisville, Texas 75067", and the phone number "972.221.4600".

ntmc»
NORTH TEXAS MOBILITY CORPORATION

BOARD OF DIRECTORS REGULAR MEETING
Month Date, Year | Time

ntmc.com • P.O. Box 96, Lewisville, Texas 75067 • 972.221.4600

CONTACT US

For questions regarding the DCTA 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.

Adrienne Hamilton

Senior Marketing and Communications Manager

ahamilton@dcta.net

972.316.6114

Guadalupe Acosta

Marketing Coordinator

gacosta@dcta.net

972.316.6098