

SBCTA BRAND MANUAL

A visual identity guide for
San Bernardino County
Transportation Authority



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Brand Guide 101
Agency Branding

Created for:
San Bernardino County
Transportation Authority

Designed by:
Celtis Ventures, Inc.



SAN BERNARDINO COUNTY TRANSPORTATION AUTHORITY **BRAND MANUAL**

Table of Contents

		INTRODUCTION	04
SEC. 01	—	AGENCY LOGO	06
		CONSTRUCTION & CLEAR SPACE	08
		MINIMUM SIZE	10
		DUAL LOGO LOCKUP	11
		PLACEMENT	12
SEC. 02	—	AGENCY TYPOGRAPHY	14
SEC. 03	—	AGENCY COLOR SYSTEM	18
SEC. 04	—	AGENCY STATIONERY	20
		BUSINESS CARD	22
		ID BADGE	24
		THANK YOU CARD	26
		EMAIL HEADER	27
		POWERPOINT	28
		FACT SHEETS	30
SEC. 05	—	DEPOT SIGNAGE	32
SEC. 06	—	BLENDING MODES	34
		ICONOGRAPHY	35
SEC. 07	—	COG BRAND MANUAL	36
		COG AGENCY LOGO	
		CONSTRUCTION AND CLEAR SPACE	38
		COG LETTERHEAD	39
		COG BUSINESS CARD	40
		COG EMAIL HEADER	41
		COG POWERPOINT	42

INTRODUCTION

THANK YOU FOR BEING A PART OF OUR AGENCY.

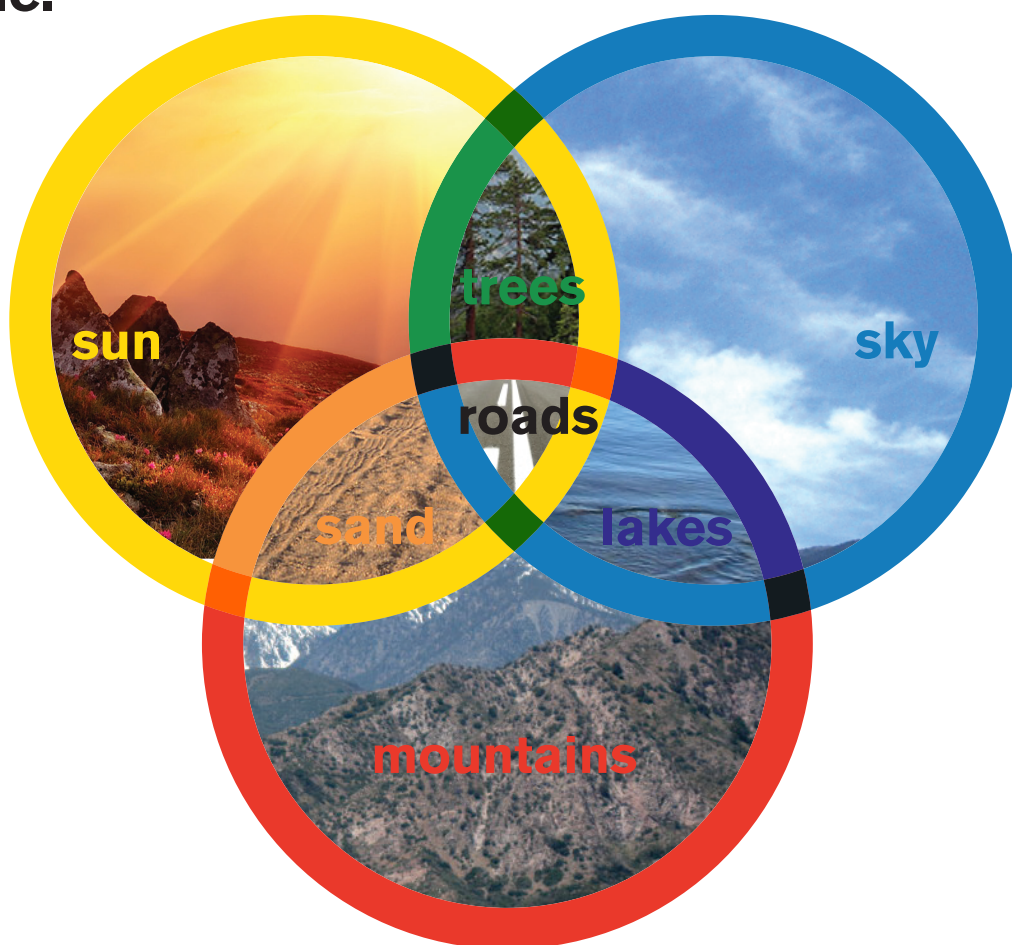
Serving more than 2.1 million residents of San Bernardino County, the SBCTA is responsible for cooperative regional planning and furthering an efficient multi-modal transportation system countywide. The SBCTA administers Measure I, the half-cent transportation sales tax approved by county voters in 1989, and supports freeway construction projects, regional and local road improvements, train and bus transportation, railroad crossings, call boxes, ridesharing, congestion management efforts, and long-term planning studies.

The tools and guidelines contained in this brand manual are the key signifiers and strongest assets of the visual expression of the SBCTA. Use this guide to ensure consistent application of the components of the brand, but also as the basis for new ideas. These standards are not a rigid set of rules, consider them as an organic foundation for independent thinking, connected to the central objectives of the SBCTA.

A strong brand is one of the most valuable assets an organization owns. To make it truly powerful it needs to be applied consistently so anyone dealing with the SBCTA knows who we are and what we stand for. Everyone has a part to play in doing this and bringing our brand to life. These guidelines are to help you represent the brand consistently.

**At the heart
of any brand
is a big idea.**

**Simple.
Memorable.
True.**



IT IS PART OF OUR DNA.

San Bernardino's landscapes
combined with motion creates
the logomark.

AGENCY LOGO

01

Our logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our agency name – they have a fixed relationship that should never be changed in any way.

The SBCTA master brand or agency logo comprises two elements, the logo symbol and logotype. The logo symbol is a powerful image evoking the San Bernardino County landscape and modes - the connection between the strength of communication and the different points that influence.

The logotype has been carefully chosen for its modern and yet refined, highly legible style. The typeface is Akzidenz-Grotesk Bold and has also been chosen to compliment and balance perfectly with the logo symbol.

The agency logo is presented through the use of color as well as shape and form. The agency

colors are Orange, Red, Blue, Green, Black and Grey. It is a fresh and appealing blend of colors chosen for their strong combined representation of the San Bernardino environment. The colors have been selected according to international standards as shown below and are easily implemented.

Logotype

Full Logo



Logo

san bernardino county
transportation authority

Logotype

Logo Mark



THE LOGO MARK

Consists of multi-color rings and the SB initials using lowercase type.

Logo Versions

LOGO GREYSCALE

For use on higher quality, but still B/W print reproduction, where a finer halftone screen is used.



san bernardino county
transportation authority

LOGO BLACK VERSION

For use on black/white commercial printing applications, or when background color is too busy.



san bernardino county
transportation authority

LOGO CONSTRUCTION AND CLEAR SPACE

It is important to keep agency marks clear of any other graphic elements.

To regulate this, an exclusion zone has been established around the agency mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our agency name – they have a fixed relationship that should never be changed in any way.

Clear space

DEFINITION

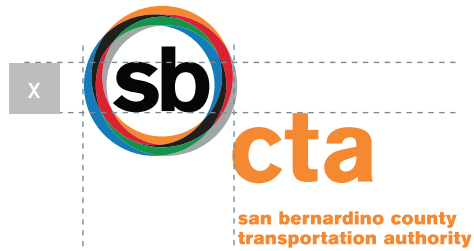
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No elements outside of brand graphics should invade this zone.



COMPUTATION

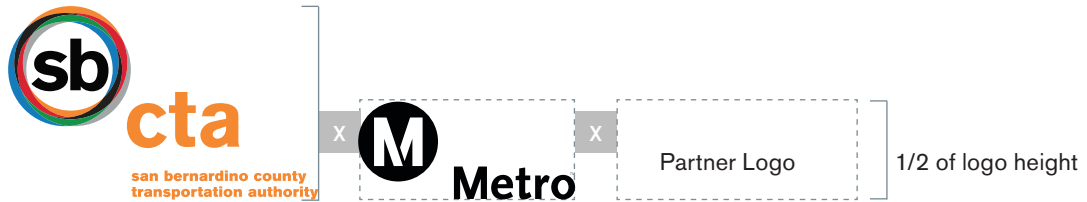
To work out the clear space 'X' is equal to the height and width of the lower case 's'.

Logo Construction



Logo Lockups with Partners

A (Horizontal)



When the SBCTA is the primary partner, external partner logos are placed horizontally or vertically at half the size and with the standard clear space.

B (Vertical)



Logo Dos and Don'ts

1. Do not align the logo type under the logo mark.
2. Do not alter the logo ring colors.
3. Do not change the size relationship between the logo mark and logo type.
4. Never change the proportions of the logo vertically or horizontally or alter the appearance in any way.
5. Do not use the logotype when logo is scaled down below 1.25 in.

LOGO MINIMUM SIZE

Visibility of logotype is important to remain legible. It should appear no smaller than standards shown here.



Full Logo

Minimum size at 1.25 in height.



Logo

Minimum size at .5 in height.



Logo Mark

Minimum size at .375 in height.

DUAL LOGO LOCKUP

The dual logo lockup should only be used on collateral which pertains to both agencies.



Dual Full Logo

Minimum size at 1.25 in height.



Dual Logo

Minimum size at .5 in height.



Logo with Clean Space

When both SBCTA and SBCOG need to be shown together, this dual lockup is used.

To work out the clear space 'X' is equal to the height and width of the lower case 'c'.

Logo Dos and Don'ts

1. At no time should the two logos be placed in the same document unless used as the dual lockup provided.
2. Do not move or scale any part of the lockup separately.
3. Do not use the logotype when logo is scaled down below 1.25 in.

GUIDELINE FOR LOGO PLACEMENT



Correct Logo Placement

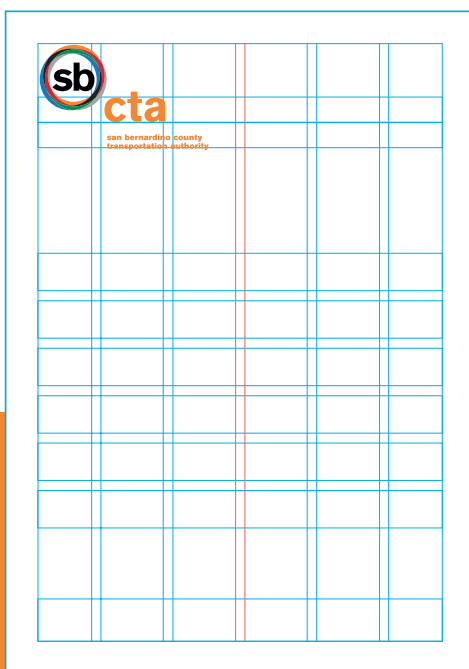
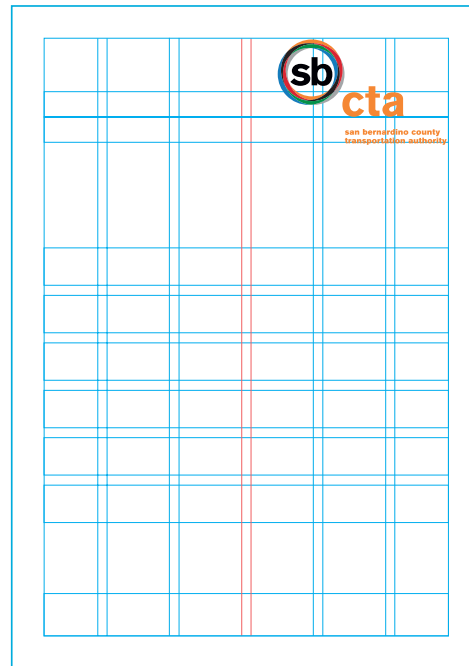
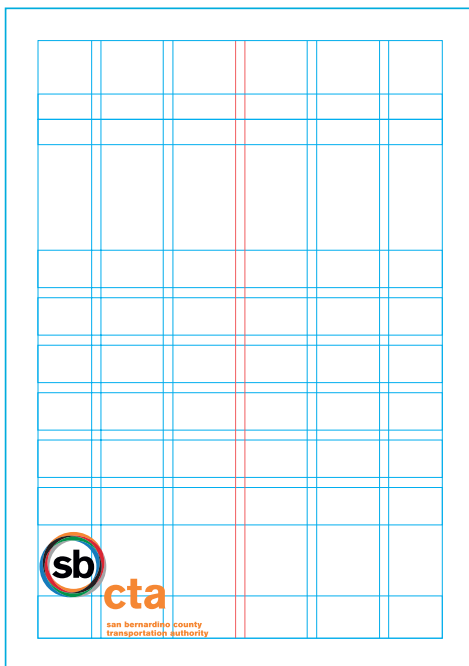
THE LOGO PLACEMENT

Explanation:

To place the SBCTA logo in the correct way please use one of the approved styles that are shown on the right.

Parameter

Letter size
8.5 in x11 in
Portrait



AGENCY TYPOGRAPHY

02

Agency Fonts and Typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all the SBCTA communications.

We have selected Akzidenz-Grotesk BE, which helps inject energy and enthusiasm into the entire SBCTA communications, as the primary agency typefaces.

Consultants are required to purchase the font when producing materials for the SBCTA.

Agency Font 01

Akzidenz-Grotesk BE

Primary Font : Designer :
Akzidenz-Grotesk BE H. Berthold

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Characters

! “ § \$ % & / () = ? ` ; :
i “ ¶ ¢ [] | { } ≠ ¢ ‘
« ∑ € ® † Ω “ / ø w ▪ ± ‘

AGENCY TYPOGRAPHY

Font 02

Arial is the preferred font for content in collateral such as letterhead, PowerPoint presentations, fact sheets, e-mails, etc.

PC & Mac Font :

Arial

Designer :

Robin Nicholas

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Characters

! " § \$ % & / () = ? ` ; :
i " ¶ ¢ [] | { } ≠ ¢ '
« ∑ € ® † Ω " / ø ∞ ▪ ± '

Inter-agency Text Hierarchy

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Here are some of the most common techniques for SBCTA layouts.

Caption Text

San Bernardino County Transportation Authority
-
Arial - Regular
6 pt Type / 9 pt Leading

Copy Text

San Bernardino County Transportation Authority
-
Arial - Regular
10 pt Type / 10 pt Leading

Headlines Copy Text

SAN BERNARDINO COUNTY TRANSPORTATION
AUTHORITY
-
Arial - Capital Letters
12 pt Type / 12 pt Leading

Sublines Sections

SAN BERNARDINO COUNTY
TRANSPORTATION AUTHORITY
-
Arial Med - Capital Letters
16 pt Type / 16 pt Leading

Big Headlines and Title

San Bernardino
-
Arial - Bold
34 pt Type / 30 pt Leading

Sequencer and Title for Marketing

San
Bernardino
-
Arial - Black
48 pt Type / 48 pt Leading

AGENCY COLOR SYSTEM

03

Primary Color System and Color Codes

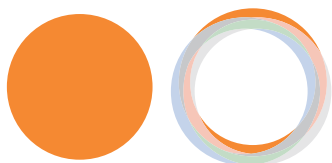
Color plays an important role in the SBCTA agency identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “Colors and Motion” color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the SBCTA brand identity across all relevant media. Check with your designer or printer when using the agency colors to ensure consistency.

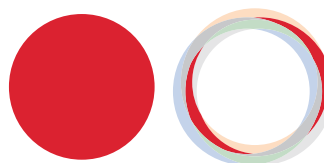
Color System

Warning:

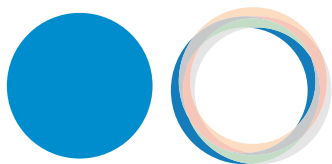
This document has been printed digitally or viewed on screen and therefore the colors on these pages may not be an accurate representation.

SUN ORANGE**Color Codes**

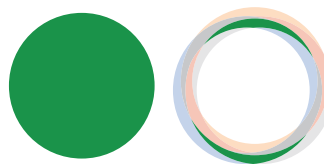
CMYK C0 M50 Y80 K0
Pantone 1505C
RGB R255 G110 B0
Hex #FF6E00

SAND RED**Color Codes**

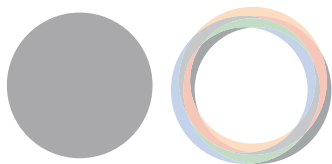
CMYK C0 M100 Y85 K10
Pantone 1797C
RGB R196 G38 B46
Hex #C4262E

BLUE SKY**Color Codes**

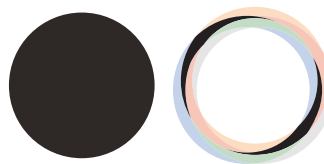
CMYK C100 M25 Y0 K0
Pantone 7461C
RGB R5 G125 B185
Hex #047DBA

GREEN GRASS**Color Codes**

CMYK C80 M0 Y90 K20
Pantone 7731C
RGB R35 G135 B70
Hex #228848

SILVER ROAD**Color Codes**

CMYK C20 M10 Y10 K20
Pantone Cool Grey 6 C
RGB R175 G175 B175
Hex #ADAFAF


BLACK**Color Codes**

CMYK C0 M0 Y0 K100
Pantone Black C
RGB R30 G30 B30
Hex #1E1E1E

AGENCY STATIONERY

04

Agency Letterhead



Date _____

Recipient _____

Content _____

Best Regards, _____

1170 W. 2nd Street, 2nd Floor
San Bernardino, CA 92410-1718

goSBCTA.com
PLAN. BUILD. MOVE

909.384.1275 Phone
909.384.1275 Fax

Parameter

Dimensions

8.5 in x 11 in

Weight

90 g/m
Uncoated white

Print

CMYK


USAGE

-

Letterhead will be used for all official contact and communication of the SBCTA. Insert the message into the letterhead template and send your documents as needed.

AGENCY STATIONERY

Agency Dual Logo Letterhead



Date _____

Recipient _____

Content _____

Best Regards, _____

1170 W. 2nd Street, 2nd Floor
San Bernardino, CA 92410-1718

goSBCTA.com
goSBCOG.com

909.384.8278 Phone
909.388.4407 Fax

Agency Business Card

This shows the approved layouts with the primary elements of the SBCTA stationery system.



Business Card Frontside



Business Card Backside

Parameter

Dimensions

3.661 in x 2.161 in

Weight

400 g/m
Uncoated white

USAGE

-
Business cards will be used for all official contact and communication.

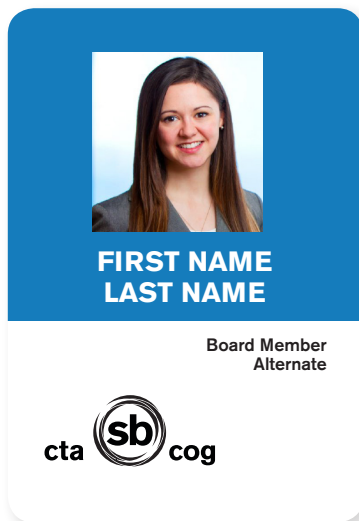
Print

CMYK

**INTENTIONALLY LEFT
BLANK**

Agency ID Badge

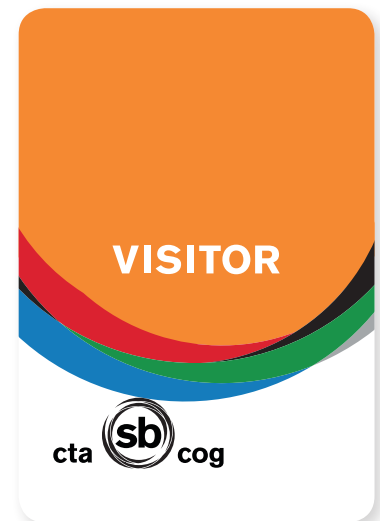
This shows the approved layouts for ID badges.



Board Member ID Badge



Staff ID Badge



Visitor ID Badge

Parameter

Dimensions

3.25 in x 2.25 in

Front View

Font

Berthold

Akzidenz-Grotesk

Color White, Black

Size 14,9

Leading 16,10

Weight Bold, Medium

Print CMYK

USAGE

-

ID Badges will be worn by employees, board members, and visitors for identification when inside agency facilities.



Board Member ID Badge



Staff ID Badge



Visitor ID Badge

Parameter

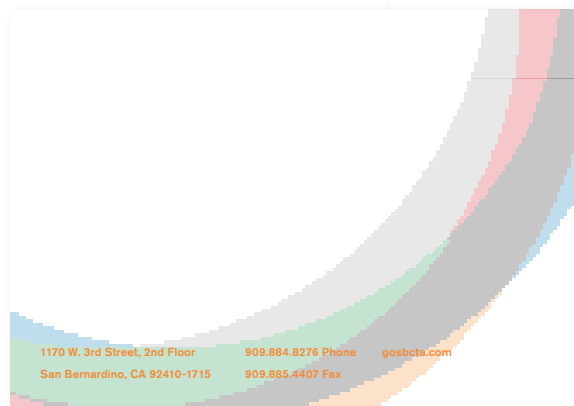
Back View

Font Berthold
Akzidenz-Grotesk
Color White, Black
Size 11,8
Leading 12,9
Weight Bold, Medium
Print CMYK

Agency Thank You Card



Front



Back

THANK YOU

Interior

Parameter

Dimensions

5.5 in x 7.75 in

Print

CMYK

Heavy Card stock

USAGE

-

Thank you card will be used as needed.

Agency Email Header



Constant Contact®
editable fields



Parameter

Dimensions
600 px x 200 px

DIGITAL
RGB
PNG

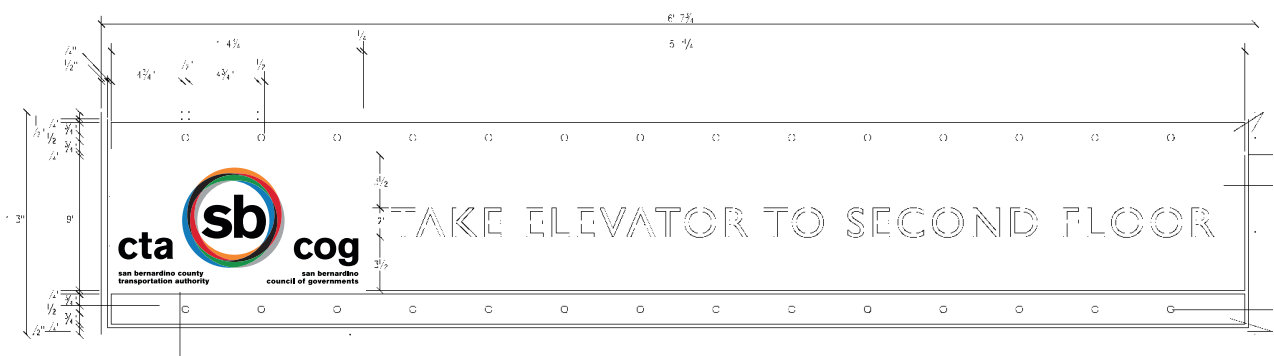
USAGE

-
When creating monthly or quarterly email blast, insert image using .png file.
Date and content can be edited using Constant Contact® fields.

DEPOT SIGNAGE

05

Dual Logo Lockup For Signage



Elevation view of signage sample layout (*not to scale*).

Dimensions

16.75 in x 7.25 in



Dimensions

16.75 in x 9 in

18.5 in x 11.5 in

36 in x 21 in



Dimensions

18 in x 6 in

32.5 in x 6 in



USAGE

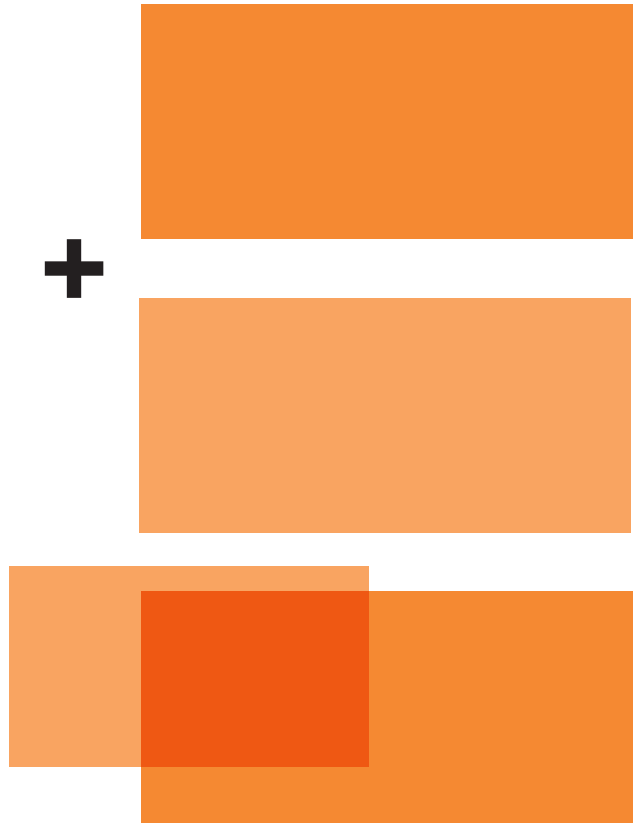
-

Dimensions of sign coincide with lockup to be used for the signage at the Santa Fe Depot that requires both logos be incorporated into one sign.

BLENDING MODES

06

How to Add the Blending Modes



How to Create Blending Modes

-

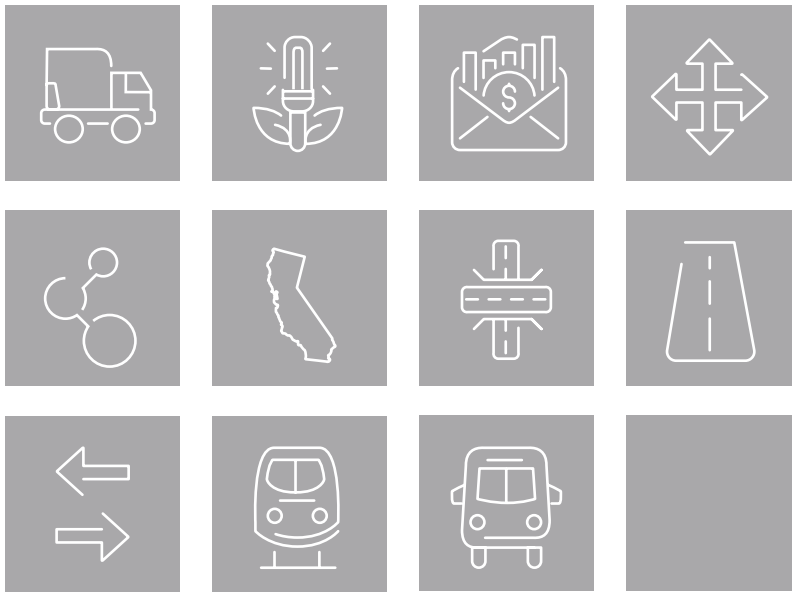
1. Background color.
2. Overlap with second color adjusting tint color.
3. Adjust the layer style to "multiply".

THE SBCTA BLENDING MODES FOR IMAGES/ICONS

-

Image effects and blending modes raise the concision and the recognizability of a brand. Also, they are able to divide content and other graphical elements that are used in layouts.

AGENCY ICONOGRAPHY



THE AGENCY ICONOGRAPHY

An icon is a pictogram used to help navigate through content in an easier way.

These icons were specifically designed for SBCTA. Development of new icons need to be approved by the Office of Public Affairs.

THE ICONOGRAPHY PALETTE



Fright



Quality of
Life



MultiModal



Core
Issues



State



Fwy Mainline



Bus



Funding



Interchange



Rail



Grade
Separations



07

SAN BERNARDINO
COUNCIL OF
GOVERNMENTS
BRAND MANUAL



Table of Contents

SEC. 07	—	COG AGENCY LOGO	
		CONSTRUCTION AND CLEAR SPACE	38
		COG LETTERHEAD	39
		COG BUSINESS CARD	40
		COG EMAIL HEADER	41
		COG POWERPOINT	42



LOGO CONSTRUCTION AND CLEAR SPACE

It is important to keep agency marks clear of any other graphic elements.

To regulate this, an exclusion zone has been established around the agency mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our agency name – they have a fixed relationship that should never be changed in any way.

Clear space

DEFINITION

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No elements outside of brand graphics should invade this zone.




COMPUTATION

To work out the clear space 'X' is equal to the height and width of the lower case 's'.

AGENCY STATIONERY

Agency Letterhead



Date _____
Recipient _____

Content _____

Best Regards, _____

1170 W. 2nd Street, 2nd Floor
San Bernardino, CA 92410-1718

goSBCOG.com
WORKING TOGETHER

909.384.8278 Phone
909.384.4027 Fax

Parameter

Dimensions

8.5 in x 11 in

Weight

90 g/m
Uncoated white

Print

CMYK

USAGE

-

Letterhead will be used for all official contact and communication of the SBCOG. Insert the message into the letterhead template and send your documents as needed.



**Thank you for being a
part of our brand.**

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