“Connecting people to more places more often” is our brand promise. This promise serves as our inspiration for building a strong, cohesive transit organization. It also reminds us that we are the leaders in creating mobility for our friends, families, and neighbors.
At VRT, we use the word “voice” to describe the way we want our brand to make people feel. Throughout all our marketing and communications, our brand voice (or tone) should make our audiences feel:

- Empowered
- Included
- Welcome
- Independent/Free
The VRT brand is much more than words. Basic elements, like logo, brand promise statement, color palette, imagery, and fonts, make up the look and feel of our organization's brand. They are designed to help communicate who we are and what we do in a consistent manner.
ACCEPTABLE LOGOS & USAGE

Below are the only acceptable versions of our VRT logo.

The full-color version of the logo is the preferred version and should be used on all branded materials. This version of the logo may only appear on a white background. Do not rotate or scale any elements of the logo.

You may use the black logo on a light colored background, but only when a solid white background is unavailable. The black logo must always be solid black, not grayscale.

The white version is for use on a dark background or photograph. When using this version you must ensure that the background is dark enough to provide contrast for legibility.

UNACCEPTABLE USAGE

Our logo is only effective when used properly. Consistency is a crucial factor in the success of a brand’s impact and presenting the VRT logo incorrectly is not permitted. Below are a few examples of how NOT to use our logo.

DO NOT rearrange elements.
DO NOT change the order of the bold words.
DO NOT typeset.
DO NOT add a drop shadow or outer glow.
DO NOT outline the logo.
DO NOT bevel or emboss.
DO NOT angle.
DO NOT change the size relationship.
DO NOT distort.
DO NOT change colors.
DO NOT rearrange colors.
DO NOT place in white box on colored background.
CLEAR SPACE & MINIMUM SIZE

Clear space is the “breathing room” around our logo. Ensuring that our logo has adequate clear space and is the correct size helps it do its job for our brand.

The logo should never be used smaller than .25” tall.

BRAND COLORS

VRT’s brand includes a palette of bright, diverse colors that express the vibrant energy of our transit services and the people we serve. It is important to be consistent and only use the colors that have been chosen. They are identified below:

- **VRT BLUE**
  - PANTONE 287 C
  - CMYK: 100, 68, 0, 12
  - RGB: 0, 48, 135

- **VRT PURPLE**
  - PANTONE Purple M
  - CMYK: 38, 88, 0, 0
  - RGB: 165, 67, 153

- **VRT ORANGE**
  - PANTONE 1665 M
  - CMYK: 0, 68, 100, 0
  - RGB: 243, 115, 33

- **BLACK**
  - CMYK: 0, 0, 0, 100
  - RGB: 0, 0, 0

- **DARK GRAY**
  - CMYK: 0, 0, 0, 80
  - RGB: 88, 89, 91

- **LIGHT GRAY**
  - CMYK: 0, 0, 0, 25
  - RGB: 167, 169, 172
IMAGERY

The images we use reflect our welcoming, inclusive brand. Be sure to select clear, high-quality photos that are simple in composition and reflect the ease of public transit. Images should show a diverse range of audiences using public transit in a friendly, warm style.
COLLATERAL TIPS

Here you will see how to combine basic brand elements to create a dynamic layout for VRT’s varying marketing needs, such as brochures, rack cards, posters, e-mails, partner marketing materials, etc.

- Value messaging
- Value messaging
- Value messaging

CALL TO ACTION!

FREE TRIPS FOR SENIORS

Always use place the logo centered at the top (please use the white logo if it’s on a field of color).

Create a headline that clearly states the main selling point of the collateral. Headlines should always be bold. A visual hierarchy should be established using type size and supporting graphic elements, such as divider bars.

Valley Regional Transit value messaging should be appropriate for specific audiences and related services.

A clear, concise call-to-action should be slightly bigger and bolder than other detail copy.

Include a branded image that is relevant to the content. The photo should take up approximately 1/3 of the space.

Partners are to be recognized at the bottom of collateral, and Strategic Partnership branding guidelines should be adhered to.
Collaboration is the key to success for VRT and the implementation of Valley Connect 2.0. As we work side-by-side with other organizations to help improve mobility in our communities, it’s important that our brands work together in a consistent, clear manner. The following pages illustrate the brand guidelines to be adhered by both VRT and our partners.
STRATEGIC PARTNERSHIPS

A strategic partnership is a mutually beneficial and well-defined relationship entered into by VRT and one or more organizations to achieve a common goal. Example: Metro Community Services. When VRT is communicating about a service that is a product of a strategic partnership, it’s important to include the correct logo/name of the partnering agency on all collateral, locked up with this text:

Example: Brought to you in proud partnership with [Agency Name].
[Agency Logo]

Example: Brought to you in proud partnership with Metro Community Services.

When VRT is being recognized on collateral developed by the partner, the same guidelines should be followed:

Example: Brought to you in proud partnership with Valley Regional Transit.
[VRT logo]

Example: Brought to you in proud partnership with Valley Regional Transit.

SPONSORS

Sponsors and funders of VRT programs are viewed differently than strategic partnerships in that sponsors are underwriting VRT work and are not directly involved in operations. When recognizing sponsors for their contribution, the sponsor logo should appear in the lower part of the poster, flyer, banner, email, etc. It should be 40-60% smaller than the VRT logo. Sponsor logo should be locked up with this text:

Powered by [Sponsor Name]
[Sponsor Logo]

Example: Powered by St. Luke's Health System