

THE BRAND GUIDE





MISSION

Valley Regional Transit's mission is to leverage, develop, provide, and manage transportation resources and to coordinate the effective and efficient delivery of comprehensive transportation choices to the region's citizens.



VISION

Valley Regional Transit envisions a region with comprehensive public transportation choices designed to meet the needs of citizens and businesses and to support livable, healthy, and sustainable communities through adequate and secure funding to support those choices.





BRAND PROMISE

**CONNECTING
MORE PEOPLE
TO MORE
PLACES
MORE OFTEN.**

A brand promise is one of the most important statements in any marketing strategy. It is an internal beacon for decision making, a reminder of what makes us unique, and keeps us focused on our vision.



**WHO
WE ARE**

Valley Regional Transit is a result of collaboration and community. As the Treasure Valley's public transportation authority, we work with local partners to provide transportation solutions including public bus transit, on-demand services, ride-share, paratransit, and more. Officially formed in 1999, we're making public transportation an accessible, affordable, and consistent way to get around. In 2022, we served nearly 1 million riders, and we're just getting started. We are committed to creating a better bus system that serves and connects every community in the Treasure Valley.



SERVICES

Valley Regional Transit connects communities through a bus system that covers the areas where people travel most, a corresponding paratransit service, and specialized services to get more people where they need to go.



Fixed Route



On-Demand



Access



Beyond Access



Specialized Services



PROGRAMS



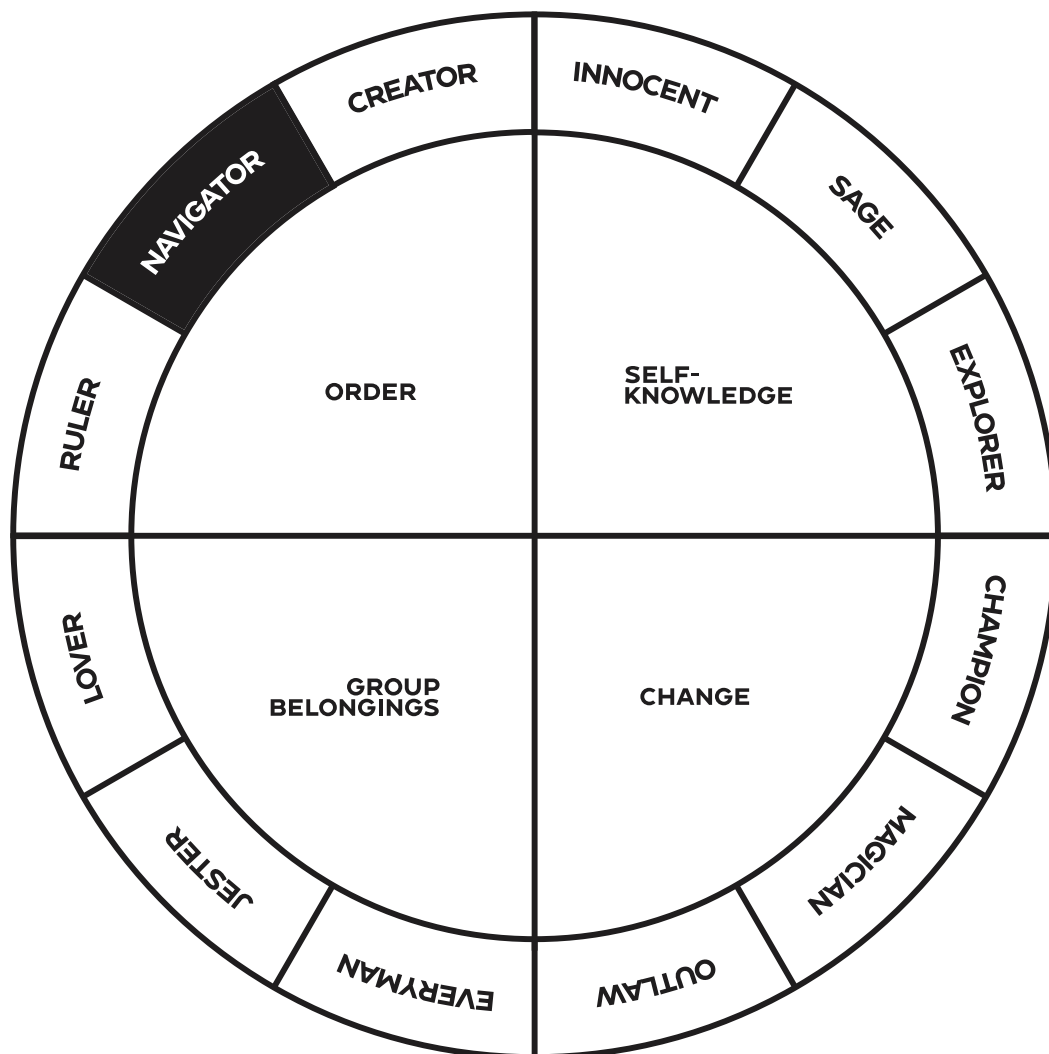
City Go is a membership organization that helps businesses meet transportation needs through discounted passes and trip-reduction planning. Members have a voice in growth management and sustainable transportation strategies.



Working in partnership with schools and organizations across the Treasure Valley, Safe Routes to School encourages students to walk and bike to school to promote a healthy lifestyle, reduce traffic congestion, improve air quality, and enhance quality of life in our communities.

ARCHETYPE

Valley Regional Transit connects communities through a bus system that covers the areas where people travel most, a corresponding paratransit service, and specialized services to get more people where they need to go.





The Navigator

You are a champion of connection, collaboration, and community guiding people on their journeys. Whether you're charging ahead on the high seas or the roads and freeways of the Treasure Valley, you're an enthusiastic advocate and example of how public transportation can make communities stronger. Nimble and ready to pivot, you see detours as opportunities to find a better route and rally people with your growth mindset. As a Navigator, you are a beacon of possibility, illuminating what can happen when public transportation operates at its best to drive mobility and access forward.

As a Navigator, you:

Can be counted on to serve and connect with your community.

Are your community's go-to resource for public transportation information.

Are authentic, supportive, and encouraging.

Are an excited and enthusiastic advocate for your community.



VOICE & TONE

At VRT, we use the word “voice” to describe the way we want our brand to make people feel. Through our marketing and communications, our brand voice and tone should make our audiences feel:

Empowered

Included

Welcome

Independent & Free



The image features a dark navy blue background. Three thick, curved lines in blue, orange, and pink start from the top left, curve around the word 'MESSAGING', and continue down the right side. The word 'MESSAGING' is written in a bold, white, sans-serif font, centered horizontally and partially overlaid by the curves.

MESSAGING

Valley Regional Transit (VRT) has been connecting people to the community they love to live in for over 20 years and believes equity, access, and customer experience must be at the forefront of public transportation. VRT is the regional public transportation authority for Ada and Canyon counties with bus services including fixed routes, on-demand services, intercounty routes, and numerous specialized transportation options. For more information, please visit rideVRT.org.





HOW TO RIDE

01

PLAN YOUR TRIP.

Go to rideVRT.org or use the Umo Mobility app to plan your trip. Find your route online, with our printed route schedules, or with help from Customer Service!

PRO TIP: Don't see a stop on a printed schedule? Don't worry – there are more bus stops between the major points.

02

GET YOUR FARE.

You can use cash, coins, or a pass on the bus, or buy a pass or add cash to your Umo account. With Umo's "fare capping" feature, you'll never pay more than you need to.

PRO TIP: Leave the change for the pinball machines and buy a pass instead. Don't have exact change? You'll get a change card to use on your next trip.

03

HEAD TO YOUR STOP.

Wait by your bus stop with your fare ready. Catch up on your book (or check your Instagram, we're not judging) while you wait. Make sure to give your driver a wave when the bus approaches!

PRO TIP: Check the sign on the front of the bus to make sure it's on your route!

04

GET ON BOARD.

Pay your fare at the farebox or Umo reader and find your seat. Audio and visual announcements will let you know when your stop is coming up. When the bus approaches your stop, pull the yellow cord and be on your way!

PRO TIP: Stay connected while you ride with free onboard Wi-Fi.



NAVIGATION

It's easy to plan your trip with Valley Regional Transit. Use the Bus Trip Planner at rideVRT.org, or download the Umo Mobility app. Enter your starting point, destination, and departure time, and get suggested bus routes as well as walking, biking, and rideshare options.

FARE & PAYMENT

Pay your fare with cash or coins, use a bus pass, or go digital and load your account into the Umo Mobility app. Download the app and you're ready to go. Bus passes can be purchased at any VRT station or office.



TOOLS & APPS



VRT WEBSITE: Get Started

Your go-to resource for getting around the Treasure Valley with ease, the VRT website features a trip planner, real-time bus tracking, and additional tools and resources to make your commute a breeze.



UMO: Plan & Pay

Use your smartphone to purchase any pass in the Umo Mobility App. Fares are available for youth and adult riders. The app includes bus maps, schedules, and tools to improve your ride.



ETA: Track Your Bus

Know when your bus will arrive. Learn about your route. Check service alerts. Stay connected with your bus, immediately and securely. Download it free wherever you get apps.



VRT BOOKING: Schedule Your Ride

Ride with VRT On-Demand or VRT Beyond Access. Schedule your trip and start riding today. Call 208-345-7433 to qualify for VRT Beyond Access.



SERVICES



VRT BUS

VRT's fixed-route bus system is available where people travel the most in Ada and Canyon County. Find your route, then get on board.



VRT ON-DEMAND

VRT On-Demand is an on-demand bus service available in Eagle and Canyon County. Book a ride through the VRT Booking app, at rideVRT.org, or by calling 208-345-7433.



VRT ACCESS

Access is a paratransit transportation service designed to complement the bus. It provides dedicated vehicles for people with disabilities to travel beyond the fixed-route bus system.



VRT BEYOND ACCESS

Beyond Access provides dedicated transportation for older adults and people with disabilities to travel beyond the fixed-route bus system.



SPECIALIZED SERVICES

In addition to our bus routes, VRT has several specialized programs that help more people get where they need to go. These include VRT Rides2Wellness, VRT Village Van, VRT Volunteer Driver, VRT Late Night, and Lyft Transit Connects.



CAPITALIZATION GUIDELINES

When referencing the whole name of the service, use title case.

EXAMPLE

To use VRT Access, call 555-555-5555.

We offer VRT Access for people with disabilities, and VRT Beyond Access for qualified individuals — typically people with disabilities and seniors.

When describing the service, but not using the full name, use lowercase or the grammatically-appropriate capitalization.

EXAMPLE

In addition to the traditional bus, VRT offers services to help our community get around including fixed-route and on-demand bus routes. We also offer paratransit and other services for people with disabilities and other qualified community members.

How does VRT Access work? Use the website or call 555-555-5555 to schedule your access ride.

If listing multiple services when it's obvious that you're still referring to VRT, don't use VRT at the beginning.

EXAMPLE (When listed on the VRT website or a VRT brochure)

Fixed-Route Bus

On-Demand Bus

Access

Beyond Access

Specialized Services



VISUAL IDENTITY

A visual identity is the set of visual elements that collectively represent a brand. It includes the logo, color palette, typography, imagery, and design principles used consistently across a brand's marketing materials and communication channels. It helps create a memorable and distinctive brand image, fosters recognition and trust, and plays a crucial role in differentiating a brand in a competitive market. A well-crafted visual identity ensures consistency and professionalism, making it easier for customers to connect with and trust the brand, ultimately leading to brand loyalty and success.



LOGOS

PRIMARY

Most common. Use when referring to the overall organization.



SECONDARY

Use when the primary logo won't fit the space and spelling out the organization name is necessary.



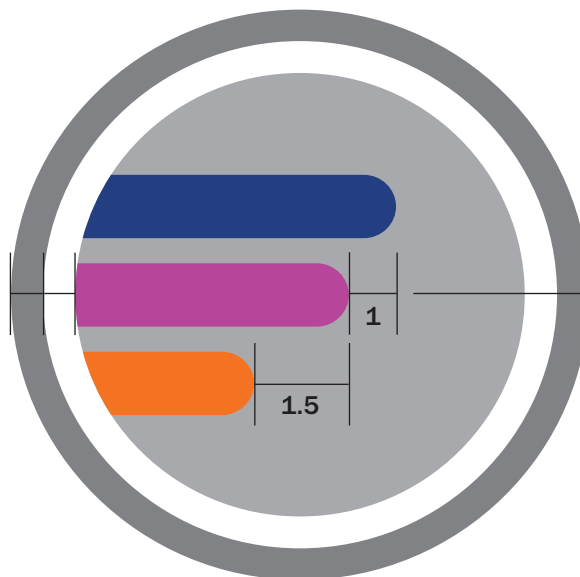


LOGO DETAILS

The height of the letters matches up with the height of the 3 lines.



The stroke of the outer circle matches the width of inner white circle.



The distance between the end of the purple line and the end of the orange line is 1.5 times the distance between blue and purple.

ADDITIONAL LOGOS

SERVICES

We use a logo lockup for our most common services. Use these logos only on materials dedicated to one service.



PROGRAMS

We use a logo lockup for our most common programs. Use these logos on materials for each program.





LOGO OPTIONS

Every logo version is available in color variations for use across materials and media.

FULL COLOR



REVERSE



ONE COLOR





LOGO USE

The logo should never feel crowded or obscure. Maintain visual integrity with a minimum clear space equal to the logo ascender height, and maximize whenever possible.

valley There should be minimum clear space equal to the ascender height of valley around the logo.



valleyregional**transit**



valleyregional**transit**

The logo should never be smaller than .25" tall.



LOGO MISUSE

Consistent and correct use of the logo is essential to protecting and maintaining our strong brand. Inconsistent application of the logo dilutes brand quality and degrades brand awareness.



DO NOT distort.



DO NOT change colors.



DO NOT angle.



DO NOT place in a white box .



DO NOT place the logo on a distracting background.



DO NOT add effects to the logo.



FONTS

Our font is Franklin Gothic and is to be used for all brand messaging. Headlines, sub-headlines, and call-outs are to be designed using Franklin Gothic Demi. Body copy should use Franklin Gothic Book.

F

FRANKLIN GOTHIC DEMI

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

F

FRANKLIN GOTHIC DEMI ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

F

FRANKLIN GOTHIC BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

F

FRANKLIN GOTHIC BOOK ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9



COLORS

Our brand colors are a cornerstone of our visual identity. They are carefully chosen to represent our core values. To maintain a consistent image across all materials and platforms, use the provided color codes for print and digital media. This consistency fosters brand recognition, builds trust, and ensures that our audience can recognize us in a competitive market.

PRIMARY

VRT BLUE CMYK 100, 89, 19, 5 RGB 37, 60, 128 HEX 253C80 Pantone 288 C			VRT PURPLE CMYK 28, 87, 0, 0 RGB 165, 68, 153 HEX A54499 Pantone 241 C			VRT ORANGE CMYK 0, 68, 99, 0 RGB 243, 116, 35 HEX F37423 Pantone 3564 C		
CMYK 77, 63, 18, 2 RGB 81, 101, 151 HEX 516597	CMYK 45, 33, 11, 0 RGB 146, 158, 190 HEX 929EBE	CMYK 16, 10, 4, 0 RGB 211, 216, 229 HEX D3D8E5	CMYK 29, 68, 0, 0 RGB 181, 108, 171 HEX B56CAB	CMYK 16, 40, 1, 0 RGB 209, 163, 202 HEX D1A3CA	CMYK 5, 15, 0, 0 RGB 237, 218, 234 HEX EDDAEA	CMYK 1, 51, 68, 0 RGB 244, 174, 93 HEX F4935D	CMYK 1, 31, 38, 0 RGB 248, 187, 154 HEX F8B99A	CMYK 1, 11, 12, 0 RGB 252, 228, 215 HEX FCE4D7

SECONDARY

VRT GREEN CMYK 58, 0, 100, 0 RGB 118, 192, 67 HEX 76C043 Pantone 376 C	LIGHT GREY CMYK 0, 0, 0, 40 RGB 167, 169, 172 HEX A7A9AC	MID GREY CMYK 0, 0, 0, 60 RGB 128, 130, 133 HEX 808285
DARK GREY CMYK 0, 0, 0, 85 RGB 77, 77, 79 HEX 4D4D4F	CHARCOAL* CMYK 71, 67, 64, 74 RGB 33, 31, 32 HEX 221F20	NAVY CMYK 96, 85, 46, 55 RGB 16, 31, 59 HEX 101F3B

*Use charcoal sparingly

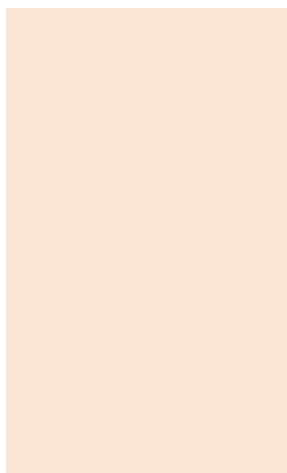
PHOTOGRAPHY





PHOTO TREATMENT: SEPIA

This treatment emphasizes the subject while subtly fading the background, drawing attention to a singular focus. Use layers of photography, color, and transparency to achieve the desired look.



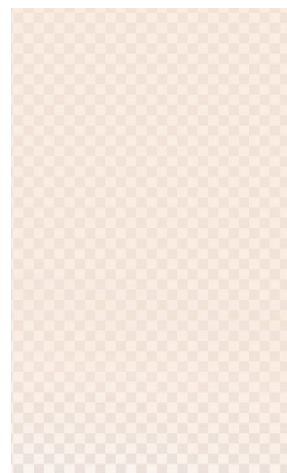
15% orange.

+



Colorized photo background (blurred and simplified as needed). Color with gradient map: #222222 > #FEE6D4

+



Create a gradient feather with 15% orange and adjust opacity as needed.

+



Colorized photo subject. Color with gradient map: #222222 > #FEE6D4

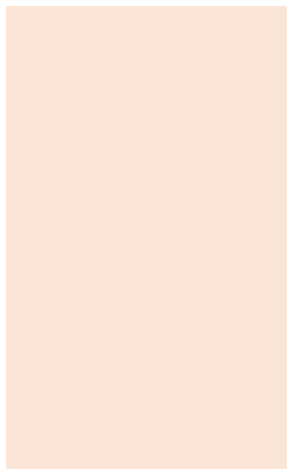


PHOTO TREATMENT: COLORS

For variety, use a tone-on-tone approach with our three primary brand colors. This maintains a cohesive look and highlights our core brand elements in a clean and sophisticated style. Stick to one color in each viewing plane to maintain a timeless look and avoid looking like Boise State University.

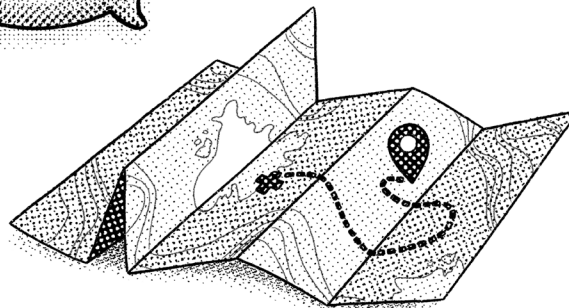
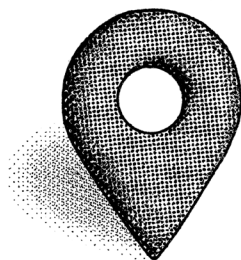
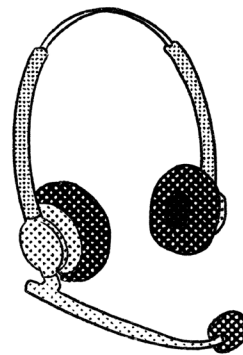
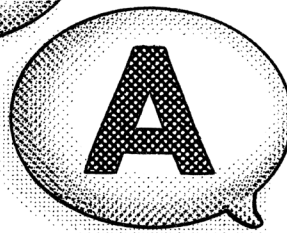
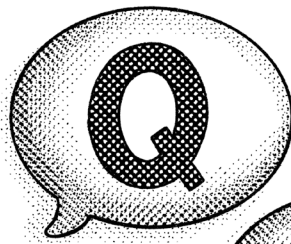
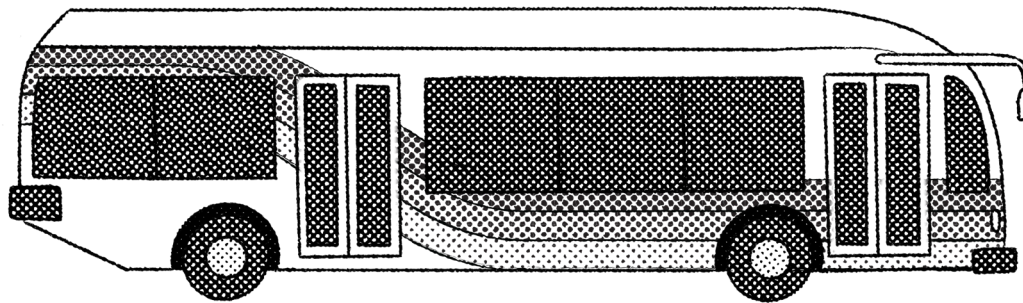


- *Blur the background.*
- *Use a gradient map: primary brand color (blue, purple, or orange) > #FEE6D4.*
- *Between the background and foreground, use a gradient feather of 15% orange. Adjust opacity as needed.*



ILLUSTRATIONS

Illustrated imagery helps Valley Regional Transit round out its visual marketing appeal by adding a fun and textural design element. The monoline duo-tone style uses one color and texture to create a minimal representation of complex subjects.





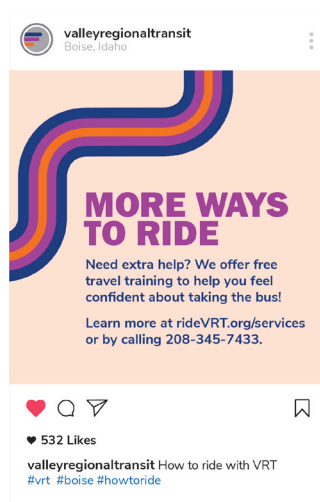
SPEED LINES

Speed lines are a dynamic design element that directs attention within your materials, striking a balance between playfulness and clarity while avoiding excessive busyness. They are constructed with right angles transitioning into graceful arcs, maintaining a consistent stroke width for each color. When used thoughtfully, speed lines enhance the overall aesthetic and guide the viewer's eye for a cohesive and engaging brand experience.





SAMPLES IN USE



ICONS

SERVICE ICONS

Our service icons play a crucial role in helping our audience distinguish between various VRT offerings. Ensure their consistent use across all materials, regardless of the brand color chosen.



Bus



Access



On-Demand



Beyond Access



Specialized Services

WEBSITE ICONS

Our website navigation uses simplified versions of icons to differentiate items in a list.



Where's the bus?



Service Alert



Tools and Apps



Boise State Shuttle



Routes



Stations



Rules and Safety



Treefort Treeline



Trip Planner



Bikes



Meet Your Drivers



Buy Passes



PASSES



CASH
&
COIN



PASS



MOBILE
APP



UMO
CARD

MOBILE APP ICONS



UMO



VRT BOOKING



ETA SPOT

OTHER ICONS

Iconography is useful for conveying information in a concise, memorable manner or to adorn design when appropriate. We have defined icons for our services and programs, but when creating new ones, follow these guidelines to ensure consistency:

1. Determine a recognizable symbol.
2. Use a pictogram style with color-flooded shapes and consistent line weight.
3. Use clean, geometric shapes when possible to ensure legibility.



PARTNER BROCHURE

SAMPLE BROCHURE WITH PARTNER



valleyregionaltransit

FREE TRIPS FOR SENIORS

†† Value messaging.....
†† Value messaging.....
†† Value messaging.....

Info and details. Re con eatur reperum diorunt volupta spiscimpe et aboreperum as nectem aut lab incil excest, et maximpo

CALL TO ACTION!

BROUGHT TO YOU IN PROUD PARTNERSHIP WITH METRO COMMUNITY SERVICES



Always 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.

Info and details

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.



ROUTE SIGNAGE

Sign blades identify all bus stops and bus shelters. They are designed to be highly visible in a range of conditions, and should provide users with key information about their associated route and stop.



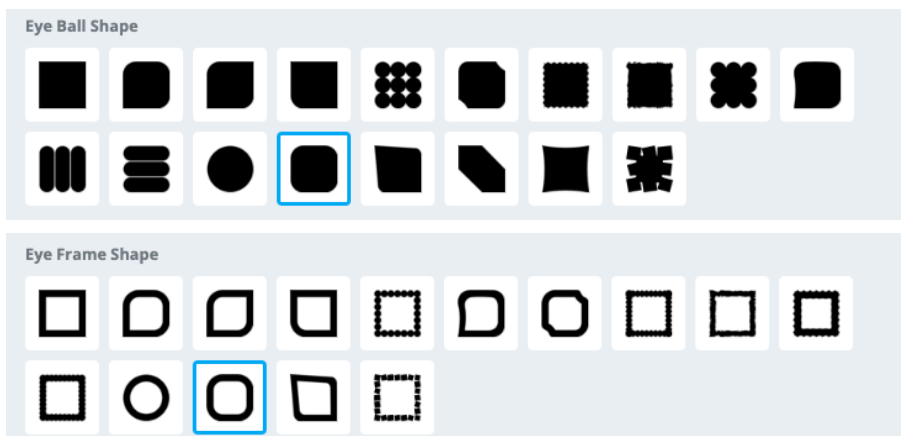
QR CODE GUIDELINES

Create the QR code on qrcode-monkey.com.

The body shape should reflect the curves of the speedlines.



The eye ball shape and eye frame should have four rounded corners.



The final QR code should look visually similar to the example below.

