Brand Style Guide

Spokane Regional Transportation Council

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01 First Stop
The Brand

This section provides a look into how the brand for SRTC was created. It provides a voice chart and discusses the brand direction that can help inform how to present and talk about the brand.

Our Mission

Develop plans and programs that coordinate transportation planning in the Spokane region.

Our Vision

The Spokane region possesses the best multi-modal/multi-jurisdictional transportation network that optimizes safety, capacity, and efficiency in the movement of people and goods for a region of our size.

Our Values

Regional Leadership
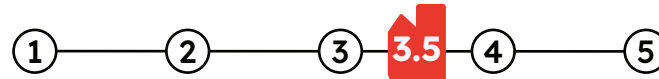
Collaboration

Accountability
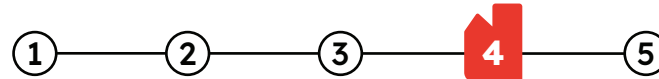
Innovation

Transparency

Inclusiveness

Integrity

The Voice Chart

Friendly + Personable	1	2	3	3.5	4	5	**Corporate + Professional**

Friendly + Personable ①——②——③—[3.5]④——⑤ **Corporate + Professional**

Spontaneous + High Energy ①——②——③——[4]⑤ **Meticulous + Careful**
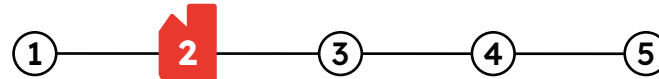
Modern + Innovative ①—[2]②——③——④——⑤ **Classic + Traditional**

Cutting Edge ①——②—[3]——④——⑤ **Established**

Fun + Playful ①——②—[3]——④——⑤ **Serious**
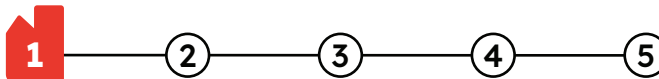
Accessible [1]①——②——③——④——⑤ **Exclusive**

The SRTC Brand Direction

The new direction for the SRTC brand is to feel approachable and engaging, with a focus on creating a sense of community.

Through consistent use of welcoming imagery, engaging graphics, and bold colors, the brand will be seen as a trusted advocate, open to having everyone participate and collaborate.

This new look will bolster SRTC's commitment to building a vibrant, inclusive, and forward-looking community.

02 Next Stop
The Logo

The logo visually represents what SRTC stands for and this section explains how to appropriately apply it. It should be represented consistently throughout product and marketing efforts. It was built with care and thought to the specific relationship between the elements. In no way should the logo be modified, distorted, or redrawn.

The Inspiration

As the regions advocate for transportation planning, SRTC takes pride in calling Spokane County home.

SRTC understands that Spokane County's unique landscapes require careful planning and decision making. SRTC is committed to including and hearing all voices in the region.

The Logo Anatomy

The County Line logo utilizes the shape of Spokane County formed by the iconic Clock Tower and Mount Spokane, seamlessly integrating regional landmarks.

Starting with a arterial map of the county, the center line curving from foreground to back follows the path of I-90. We have two-dimensional movement across the logo, as well as the three dimensional movement from foreground, up to Mt. Spokane.

The road element shows how SRTC bridges communities, both urban and rural, through transportation, highlighting its role in connecting different areas and enhancing regional cohesion for a brighter future.

The SRTC Logo

Spokane Regional Transportation Council

The Mark   The Wordmark

Supporting Logos

The stacked logo should only be used when the primary logo is not easily legible or does not fit. For example, these logos can be applied on business cards, presentation decks, or SRTC promotional material such as roll-up banners or flyers.

The mark is the reduced form of SRTC logo and is only to be in tight spaces or as a textural element. For example, the mark can be used as a profile image on social media or in multi-page documents. See examples of color application on page 13.

The Stacked Logo

The Mark

Applying the Logo

In order to keep the logo uncluttered, leave sufficient space around it to maximize the legibility and hierarchy of the brand. As often as possible, a clearance area should be maintained around the logo. To measure the space around the logo:

1. Copy the capital "C" in "Council".
2. Use the "C" to measure from the top and bottom of the logo.
3. Rotate the "C" 90° to measure on the left and right side of the logo.
4. Do not place text or clutter within this space for a professional distinction in any applied collateral.

The primary SRTC logo should not be printed any smaller than 100 pixels (1 inch) wide to ensure legibility. The stacked logo should not be printed any smaller than 70 pixels (.73 inches) wide. The mark should not be printed any smaller than 20 pixels (.21 inches) wide. Please see the examples to the right for size reference.

100 pixels x 12.3 pixels

70 pixels x 12.3 pixels

20 pixels x 27 pixels

Incorrect Usage

The logo is only to be used in the colors specified. Not to be used with any other color outside of the brand colors specified in this guide.

Do not stretch or condense the logo.

Do not attempt to recreate the logo by adding / subtracting elements, use a drop shadow, rotate, or altering the font or spacing.

Do not use low-resolution files for reproduction or distribution.

03 Up Next

Brand Colors

These colors are carefully selected to be engaging and approachable, fostering a sense of inclusivity and warmth not always felt from governmental agencies. With this broader and more dynamic color palette, SRTC will have the advantage of a more welcoming feel.

Primary Brand Colors

The primary colors help the viewer to identify the SRTC's brand quickly. These are the core colors of the brand and should be used most often. These colors are the most iconic colors associated with colors brand and must be the dominate colors on any and all marketing materials.

River Blue
CMYK - 73% | 24% | 0% | 0%
RGB - 36% | 157% | 221%
HEX - #249ddd

Gathering Green
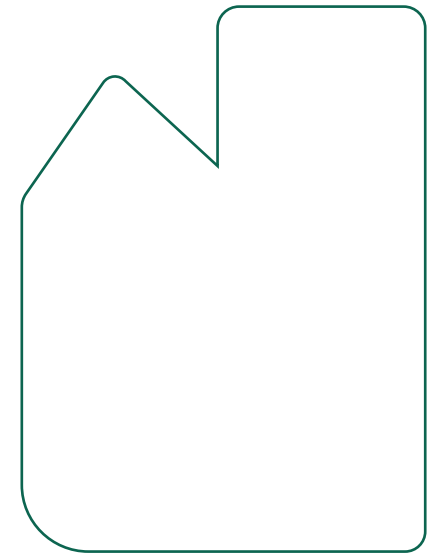CMYK - 34% | 1% | 99% | 0%
RGB - 182% | 210% | 52%
HEX - #b6d234

Evergreen
CMYK - 89% | 37% | 72% | 27%
RGB - 1% | 101% | 81%
HEX - #016551

White
CMYK - 0% | 0% | 0% | 0%
RGB - 255% | 255% | 255%
HEX - #ffffff

Supporting Brand Colors

The supporting colors highlight and complement the primary colors. These colors should be used as alternative background colors or when applying icons.

Lilac City Purple

CMYK - 36% | 87% | 0% | 0%

RGB - 170% | 70% | 155%

HEX - #aa469b

Wheat Yellow

CMYK - 0% | 27% | 92% | 0%

RGB - 255% | 192% | 44%

HEX - #ffc02c

Heartwood Red
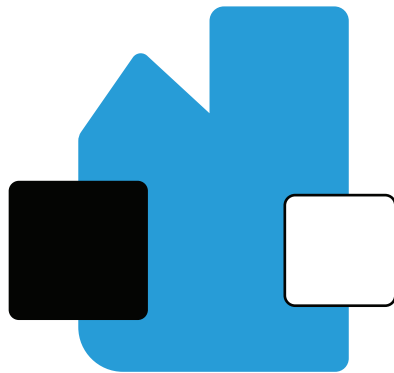
CMYK - 3% | 92% | 92% | 0%

RGB - 232% | 59% | 46%

HEX - #e83b2e

Applying Colors

Here are examples of suggested color pairings for text. These colors work well on-top of each other and provide enough contrast for the reader.

*Please note, this excludes applying the patterns.

Background - River Blue
Copy - Must be Black
Header - Black or White

Background - Gathering Green
Copy - Must be Black
Header - Black, White, or Evergreen

Background - Evergreen
Copy - Must be White
Header - White, Gathering Green, or Wheat Yellow

Background - White
Copy - Must be Black
Header - White, Black, River Blue,
Gathering Green, Evergreen, Lilac City
Purple, Wheat Yellow, or Heartwood Red

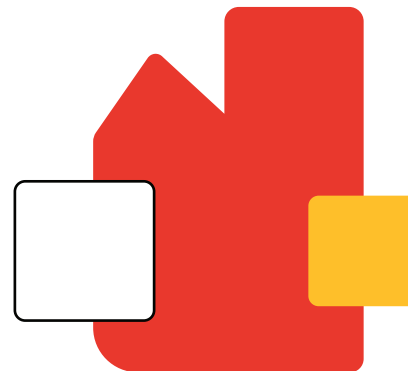## Background - Lilac City Purple
Copy - Must be White
Header - White, Gathering Green,
or Wheat Yellow

Background - Wheat Yellow
Copy - Must be Black
Header - Black, Evergreen,
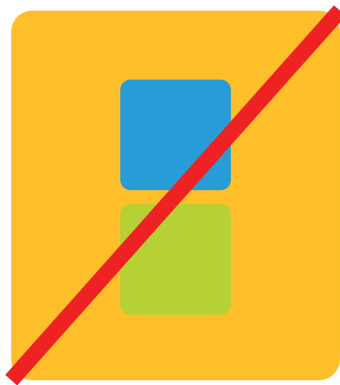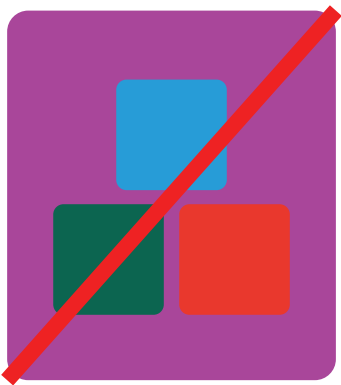Lilac City Purple, or Heartwood Red

Background - Heartwood Red
Copy - Must be White
Header - White or Wheat Yellow

Here are color pairings to avoid. These colors don't work well when text or iconography is applied on top of them.
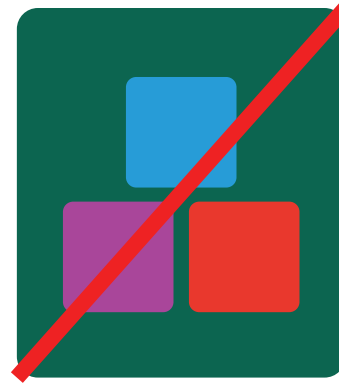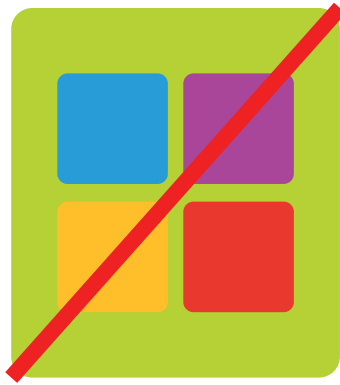
04 Next Station

Brand Fonts

Having a select font for a brand ensures consistency across all marketing materials, reinforcing brand identity and recognition. It conveys SRTC's professional, yet apporachable personality while creating a cohesive visual experience that builds trust with the audience.

Primary Headline

The Lexend font is to be applied in the Bold weight for all primary headlines. Copy should not exceed more than 8 words when possible. This is to ensure direct messaging that is easy to digest. Primary headlines are recommended to be applied in any of the color recommendations on pages 18 and 19.

Lexend Bold

Primary Headline - Example: 60pt - Line-height: 42pt - Letter-spacing: 0pt

Font Weights

Thin
ExtraLight
Light
Regular
Medium

SemiBold
Bold
ExtraBold
Black

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

1234567890
!@#$%^&*()_+?><.=-[]\|

Secondary Headline

The Barlow Condensed font is to be applied in the Bold weight for all secondary headlines. They must be smaller than the primary headline and should only be applied in the colors as recommend on pages 18 and 19. This font is to be used for maps.

Barlow Condensed Bold

Secondary Headline - Example: 65pt - Line-height: 58pt - Letter-spacing: 0pt

Font Weights

Thin	Regular	**Bold**
Thin Italic	*Italic*	***Bold Italic***
ExtraLight	Medium	**ExtraBold**
ExtraLight Italic	*Medium Italic*	***ExtraBold Italic***
Light	**SemiBold**	**Black**
Light Italic	*SemiBold Italic*	***Black 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

1234567890

!@#$%^&*()_+?><.=-[ ]\|

Body Copy

The Lexend font is to be applied in Regular for all body copy. The body copy should be applied in the recommended color combinations as seen on pages 18 and 19 to optimizte contrast. To emphasize text, use **Lexend Medium.**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Body Copy - Example: 12pt - Line-height: 20pt - Letter-spacing: 0pt

Font Weights

Thin   **SemiBold**
ExtraLight   **Bold**
Light   **ExtraBold**
Regular   **Black**
Medium

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

1234567890

!@#$%^&*()_+?><.=-[]\|

Type Application

These examples use the color applications as suggested on pages 18 and 19. **DO NOT size the body copy any smaller than 12 point font for print and 14 point font for web** to ensure legibility.

Primary Headline
Secondary Headline

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Primary Headline
Secondary Headline

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

All Examples - Primary Headline Size: 28PT - Secondary Headline Size: 20PT - Body Copy Size: 12PT

04 Next Stop

Brand Assets

A well-rounded brand with cohesive patterns and uniform imagery builds trust and recognition by creating a consistent visual identity. With this consistency for the SRTC brand, it will enhance professionalism and foster a deeper emotional connection with audiences, making the brand more memorable and engaging.

Patterns & Backgrounds

Backgrounds and textures help to add additional graphic style and enhance the indirect emotion viewers feel when interacting with the SRTC brand. While there is always room for creative discretion, the basic look and feel of any background, texture, or color should remain consistent with the SRTC brand identity.

The Background for the SRTC brand is the swooping road from the mark of the logo. It can be applied in any of the color outline in the brand style guide, but must always:

1. Bleed off the page (extend off the edge of page).
2. Cover behind an entire text box, if being used as a background behind text. Meaning, do not have text extend beyond the swooping background to ensure legibility.

See this page as an example of application. The swooping road is to be applied as a background element to guide those interacting with the brand. Do not overcrowd or overwhelm the page. See the Inspiration section starting on page 31 for examples.

Icons

To help further expand on SRTC's identity, iconography is used to further help communicate and visualize key information. When sourcing icons for SRTC collateral, they should always be standard line art with an offset circle in the top right corner behind the icon. This is to add dimension and to capture the attention of people engaging with the brand.

When applying the icons:

1. They should have the same line weight and have rounded edges and corners.
2. If copy is being applied as a description, it should be centered below, and the font should be Barlow Condensed Bold.
3. Be consistently sized when placed next to each other (all the same size).
4. Be simple and easy to interpret, containing as little design detail as possible.

The icons can be used in any of SRTC branded colors, but must still be applied in the specified pairings as listed on pages 18 and 19. See this page or the Our Values on page 5 for examples of iconography designs.
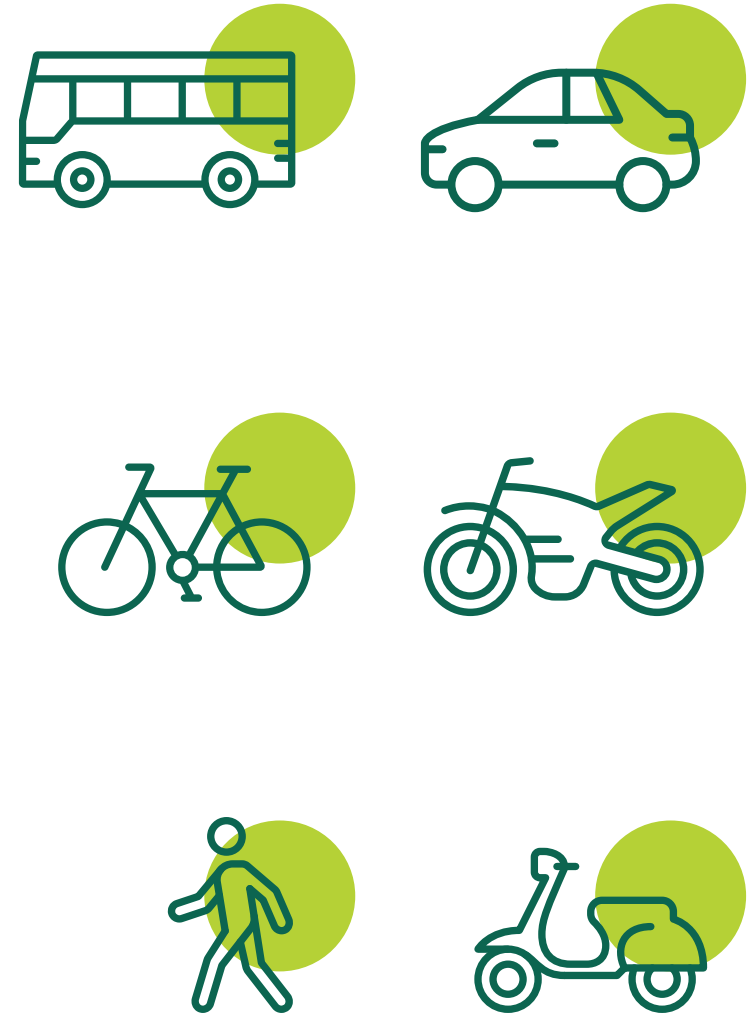
Imagery

When sourcing imagery for SRTC collateral, it should appropriately reflect the voice of the company. All images should align with the Voice Chart and Brand Direction. They should feel warm, welcoming, inclusive, and centered around community.

For photo treatment/placement, it can either be bleeding off the page (extending off the page) or it can be cropped into a circle or the county shape of the mark with the option of a key feature breaking out of the cropped shape. Please see examples on this page.

To accomplish this look:

1. You can use a tool like Canva to crop an image into the circle or county shape. (See Video Here at 3:20)
2. OPTIONAL: Remove the background of that same image and then overlay the image on top of the cropped image.

When sourcing images for your website:

1. The ideal image size for website headers is 2500 pixels wide with a resolution of 300ppi (pixels per inch).
2. The file size should be around 500 kilobytes and no bigger than 20 megabytes.

Website image type	Desktop image dimensions (W x H)	Mobile image dimensions (W x H)
Background image	2560 x 1400 pixels	360 x 640 pixels
Hero image	1280 x 720 pixels	360 x 200 pixels
Blog image	1200 x 800 pixels	360 x 240 pixels
Logo (rectangle)	400 x 100 pixels	160 x 40 pixels
Logo (square)	100 x 100 pixels	60 x 60 pixels
Lightbox images (full screen)	1920 x 1080 pixels	360 x 640 pixels
Thumbnail image	300 x 300 pixels	90 x 90 pixels

When sourcing images for print:

1. A picture can be printed at any size, as long as the resolution is 300dpi (dots per inch).

04 Final Stop

Inspo

Not sure where to start? Check out this section to get some inspiration, and happy designing!

Spokane
Regional
Transportation
Council

srtc.org

srtcspokane

Commute Trip Reduction
Virtual Open House
August 21 at 6PM

93.375 likes
srtcspokane Insert caption here
View all 379 comments
2 DAYS AGO

srtcspokane

Be a Part of the Conversation

Spokane Regional Transportation Council