

VALLEY METRO BRAND STANDARDS

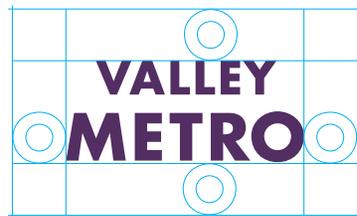


AREA OF ISOLATION AND PROPORTIONS

The Valley Metro logo consists of a picture and wordmark.

The graphic symbol of the picture mark is represented by an inverted capital M and V encompassed by a driving swoosh.

To ensure clarity and impact of the logo, no other graphic elements should be placed within an equivalent to the "O" in METRO.



Two versions of the single color logo (regular and small usage) have been created for maximum flexibility.

The small usage version incorporates line weights that have been slightly modified to aid in readability at small sizes. The small version should be used when the swoosh M is smaller than 0.5 inches.



LOGO FAMILY

An identity system is much more than the format and use of a symbol. A comprehensive graphic identity system is a structure for communicating and presenting information logically, clearly and with distinction.

The horizontal logo should be used only in situations where the minimum size requirements for the vertical logo cannot be met in the space allowed.

The company logo is available in 5 color variations. On a light background use the 2 color, 1 color with tint, 1 color purple or 1 color black logo. On a dark color background use the 1 color white reverse logo.

The icon cannot be combined with any other design element such as photography, type, borders, nor can it be incorporated into another logo.

Please reference next page for do's and don'ts.

	2 COLOR	1 COLOR WITH 30% TINT	1 COLOR SOLID PURPLE OR BLACK ONLY	1 COLOR REVERSE
STACKED				
HORIZONTAL				
WORDMARK				
ICON				

LOGO MISUSE

The examples on this page illustrate how the logo may not be used. Such misuse alters the perception and meaning of the logo.



Don't alter the Valley Metro wordmark.



Don't use colors other than black or PMS 525 for one color usage.



Don't alter the color arrangement.



Don't substitute a different typeface.



Don't use the stencil/one color version as two colors.



Don't distort the shape of the logo.



Don't use a drop shadow behind the logo.



Don't introduce new elements to the logo.



Don't use the two color logo on medium to dark colored backgrounds.



Don't use the two color logo on busy or high-contrast photo backgrounds.



Never use the outdated Valley Metro logo, unless in a historic document.



USE OF COLOR

The rich primary colors are a contemporary and modern version of Valley Metro's bright purple and teal.

Consistent color use in basic elements, text and imagery is essential to obtain the right effect for the corporate identity.

The addition of a cool metallic conveys the sleek, industrial power of the system and the progressive growth that the valley can look forward to in the future.

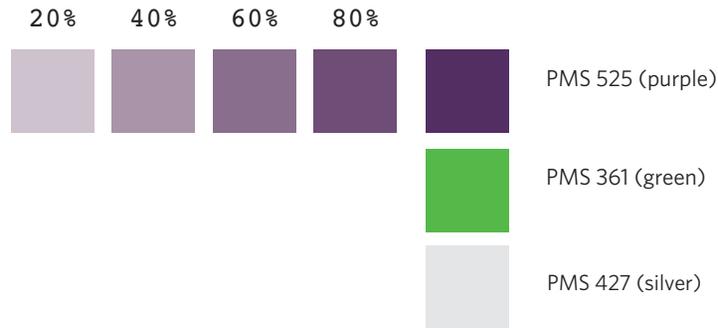
These primary colors should always be featured in Valley Metro brand campaigns and designs.

Screens of the color palette, also known as tints, are only permitted in the primary purple and the secondary colors identified here (PMS 381, 7501, 624, 123).

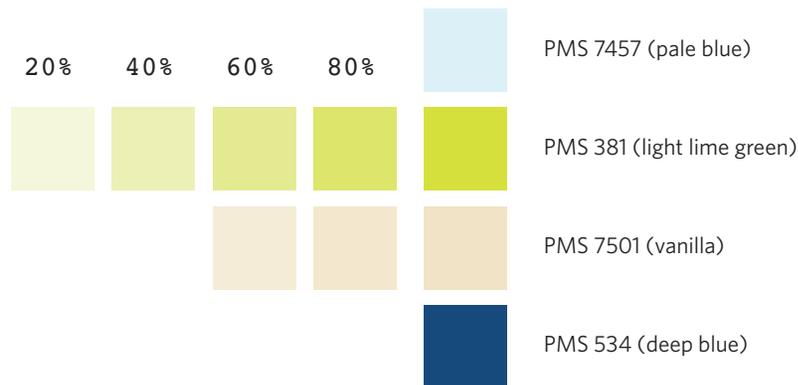
The secondary colors were selected from the regions natural landscapes. They work best as background colors for direct mail and collateral.

The accent colors are just that - accents. When partnered with primary and secondary colors they compliment the pallet by adding mood.

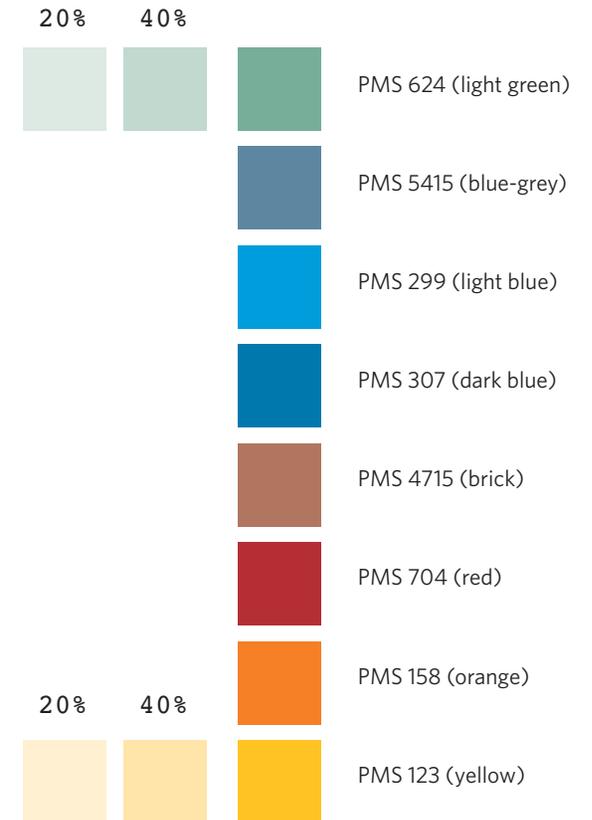
PRIMARY



ACCENT COLORS



SECONDARY



TEXTURES - NATURALS

These types of textures work well in localized executions.

They are typical of the Valley and familiar to most residents.

However, they also maintain the curves and fluidity of the Valley Metro brand.



TEXTURES - SOFT

These types of textures and designs should be featured in brand and corporate communications.

These textures convey comfort - both mental and physical.

Valley Metro customers ranked this curvaceous comfort as the most important visual element in testing.

It suggests an easy, stress free, comfortable rider experience.

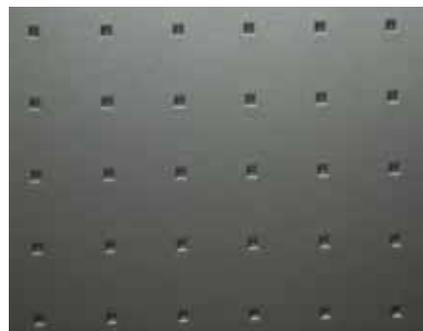
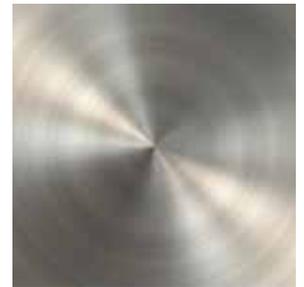
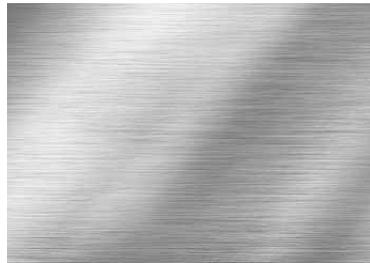


TEXTURES - METALS

Metal textures connote sleek, progressive, and high tech; the power behind the machine.

It is always best to keep their original look. They can be colored or layered over colors as long as they still look like metal and retain their cool and progressive color pallet.

Metal textures, like all textures, must be used with restraint so they do not become busy and overpower communication, text or photography.



PHOTOGRAPHY STYLES - OBJECTS

Photography is an important element in any brand. It helps set the tone, personality and the mood of the brand.

All photography should indicate an easier, faster and more comfortable experience for everyone. Images should be simple, just like traveling on Valley Metro.

The following pages have examples and explanations.

Stock photography: Occasionally, due to budget or time constraints, stock photography needs to be used. All of the parameters list on this page, and the following pages, also apply to stock photography.



Use interesting angles, not perfectly straight.



Use interesting angles, and keep spectrum cool when possible.



Use interesting angles, to make subject look heroic.



Use interesting angles and lenses to make image more dynamic.



Show comfortable materials and textures.



Show high-tech materials, textures and angles to indicate comfort and efficiency.



Show speed to indicate a progressive moving company and fast equipment.



Include foreground but let the camera blur it to add depth and a quiet place for type.

PHOTOGRAPHY STYLES - OBJECTS



Perspective of METRO light rail appear fast and sleek



When photographed in an urban setting, METRO light rail and buses demonstrate progressive transportation.



When possible use multi-car METRO light rail trains. They appear fast, sleek and more efficient compared to single car light rail trains.



Unless they are an operator in the driver's seat or a customer, remove people inside the vehicle and any rogue shadows.
Note use of interesting lens.



Using color creates a bright, non-threatening atmosphere.



Show high-tech materials, textures and angles to indicate a progressive, future thinking company.



Unique architecture and angles demonstrate a modern transportation and make communications more dynamic.



Combining several modes of transit demonstrates multiple transportation solutions.

PHOTOGRAPHY STYLES - PEOPLE

Photographs with people follow the same guidelines as objects. However, the story telling is often more effective with people.

Positive interaction between people on the system reflects a positive experience for the customer. Interesting cropping and camera angles add to that story.



Make riding the bus a positive experience.

Use solid colors or very subtle patterns in wardrobe.



Show positive interaction between riders on bus.

Show the benefits commuters using the bus.

Shoot interiors of the bus in cool spectrum to indicate comfort from outside.



Use interesting angles and cropping. Faces and full bodies do not always need to be seen.



Keep focus on main subject, not entire image.



Include interesting angles from above or below to add interest and energy.



Avoid stereotypical poses with the subject.

Avoid shooting flat compositions.

PHOTOGRAPHY STYLES - PEOPLE



Photographing from above adds depth and enables more of the subject to be included.



Photographing subjects from the side creates a dominant subject while enabling customer interaction.



Show technology and ease of using system when possible.



Concentrating on the subject in the foreground will not let the background compete for attention.



Include ethnic diversity in selecting talent.



Use an interesting foreground can add color and create depth to a photo that might otherwise be flat.

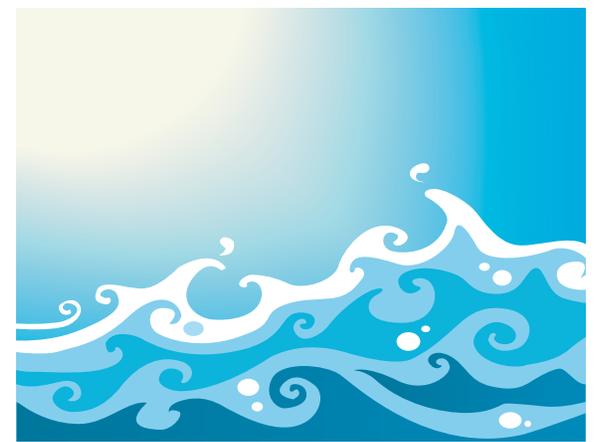
ILLUSTRATION STYLES

Just as photography helps set the tone, personality and the mood of the brand, so does illustration.

Simple illustrations will also reinforce a modern, progressive transportation company.

Illustrations should be, light, airy and refreshing images.

They should also indicate movement such as the grass and waves in the examples.



POWERPOINT PRESENTATIONS

Guidelines when creating a PowerPoint Presentation.

- Write in point form, not complete sentences; it's easier to read and follow.
- Include only 4-5 points per slide; if you have 6-7 points create another slide.
- Avoid wordiness; use key words and phrases only.
- Do not go overboard with the animation; too much can be distracting.
- Use at least an 20-point font; think legibility from the back of the room.
- Use different size fonts for main points and secondary points; it organizes the message.
- Use Arial font for all soft copy presentations; Whitney font may be used for printed presentations.
- CAPITALIZE ONLY WHEN NECESSARY; it is difficult to read.
- Use a color of font that contrasts sharply with the background.
- Use these slide background in their intended use; Title, Copy, Picture, Image, Charts, etc.
- Always title your charts and try to use logical colors.
- Use only approved brand colors for graphs and charts, and follow Brand Standards photo/image guidelines.
- Bullets should be round and filled in black and match the front size of the text.

