



# Brand Style Guide

Last Updated: September 2022

# Brand Overview

Service and community are at the heart of our work at Advance Transit (AT). AT is committed to providing friendly, reliable, and fare-free public transit service in Upper Valley communities of Vermont and New Hampshire. Our buses take commuters to their workplaces, students to their schools, senior citizens to their doctors' appointments, families to the grocery store, and friends to parks and restaurants.

The Upper Valley is a mix of small towns, city centers, and rural spaces. Its vitality comes from the people who live here and the communities that we call home. At AT, we recognize the connections that exist within these spaces, and our role in strengthening these bonds through transit. We are dedicated to offering a crucial community resource that expands mobility, provides access to key community services, and brings people together.

From humble beginnings in the early 1980s, AT has grown to become part of the fabric of Upper Valley communities. We have provided over thirteen million passenger trips and traveled millions of miles. We have a roster of courteous and dependable drivers, a topnotch maintenance facility to service our clean, modern, and energy-efficient fleet, and an office staff that's committed to AT's mission of providing safe, effective, friendly, and sustainable public transit services to help ensure the continued livability and accessibility of Upper Valley communities.

## Brand Purpose

Advance Transit's mission is to assure the continued livability and accessibility of Upper Valley communities by providing safe, effective, friendly, and sustainable public transit services.

We are committed to the following goals:

- Increase access to jobs and housing
- Connect people to healthcare, shopping, schools, and other community resources
- Expand mobility for people with disabilities
- Help senior citizens participate fully in their communities
- Provide an appealing alternative to driving
- Reduce traffic congestion
- Manage parking demand
- Operate a sustainable service

## Brand Promise

At Advance Transit, we're committed to delivering a crucial service that serves the community's needs. Our fleet of clean, modern, and energy-efficient buses are operated by a dedicated crew that values courtesy and dependability.

We know the community relies on us, and we pride ourselves on providing friendly service that our riders can count on.

## Brand Values

All interactions with the Advance Transit brand — from the drivers and buses to the rider schedules and website — should reflect the following brand values:

- Accessibility
- Community
- Courtesy
- Dependability
- Service
- Sustainability

## Brand Tagline

Advance Transit's tagline is "Moving the Upper Valley Forward!"

This statement reflects AT's dedication to offering safe, effective, friendly, and sustainable public transit service that expands mobility, provides access to key community services, and brings people together.

## Brand Visual Foundation

The Advance Transit visual identity signifies dependability, movement, service, and community.

Like the wheels on a bus, the circle of the AT logo conveys movement. Its round shape, with no break or division, represents connections within the community. The circle, with no beginning or end, no first or last, communicates how all people can be empowered and united through AT's services. Furthermore, riding the bus is a shared experience and a service that thrives on the participation of community members.

The AT circle intersects with the lines of the letters "AT" — which stand for Advance Transit. These letters, like roads, further express the idea of connection. Featured at a slight angle, "AT" connotes movement and represents our transit service's dependability and efficiency.

# Business Logo and Visual Graphics

## Primary Logos

### Advance Transit Circle Graphic Logo



The Advance Transit circle is the most distinct visual representation of the organization. It appears on vehicle exteriors and is the most notable graphic on bus stop signage. The circle is always included with the text logos, which have the organization name to the right of the circle logo. The circle logo should be used for all branded material, whether it appears with the organization name or not.

The circle logo should appear in blue when possible. If this is not possible, a reverse option can be used, in which the logo is in white with a blue background. The logo should only be in blue or white. No other color can be used. The logo should not be rotated and should never appear with a drop shadow.

### Advance Transit Horizontal Text Logo

The horizontal logo is the primary text logo, to be used in display graphics for marketing and promotional purposes, such as signage, flyers, brochures, and giveaways. It should also be used on official letterhead and internal documents.

The font used for the organization name is Arial Narrow Bold Italic. The horizontal logo should be in blue when possible. If this is not possible, a reverse option of the logo can be used, in which the logo is in white with a blue background. The logo should only be in blue or white. No other color can be used. The logo should not be rotated and should never appear with a drop shadow.



## Secondary Marks and Symbols

### Advance Transit Stacked Text Logo

The stacked logo is the secondary text logo, to be used when the horizontal logo cannot fit within the display space.

The font used for the organization name is Arial Narrow Bold Italic. The stacked logo should be in blue if possible. If this is not possible, a reverse option of the logo can be used, in which the logo is in white with a blue background. The logo should only be in blue or white. No other color can be used. The logo should not be rotated and should never appear with a drop shadow.



# Colors

Advance Transit's primary color is blue, with the specific shade varying depending on application.

The materials that use the AT blue include:

- printed stationery and collateral
- digital assets, such as website header, banner ads, and email signature
- vehicle exteriors
- outdoor signage
- apparel

## Primary Brand Colors

### AT Blue for Print and Digital Items

The AT blue should be used for printed material, such as business stationery and marketing collateral, as well as for digital assets, such as banner ads and website headers.



HEX: #1653a5  
RGB: 22, 83, 165  
HSL: 214.41, 76.47%, 36.67%  
CMYK: 96, 76, 0, 0

### AT Blue for Vehicle Exteriors

The AT blue to be used for vehicle exteriors is **PMS 300**. The paint code is **191340**.

### AT Blue for Apparel

Most times, custom apparel offer a limited number of color options. The **Royal Blue** or **Cobalt Blue** options are generally close in color to the AT blue used on print and digital items.

## Extended Color Palette

The extended color palette consists of accent colors that can be used to support the primary color in marketing and promotional material. These secondary colors should be used as an additional color to enhance the aesthetic of the brand. These should never be used solely to represent the brand.

### AT Gold



HEX: #DBA507  
RGB: 219, 165, 7  
HSL: 44.72, 93.81%, 44.31%  
CMYK: 15, 35, 100, 1

### AT Pastel



HEX: #71A5EC  
RGB: 113, 165, 236  
HSL: 214.63, 76.4%, 68.43%  
CMYK: 53, 27, 0, 0

### AT Green



HEX: #9AC836  
RGB: 154, 200, 54  
HSL: 78.9, 57.48%, 49.8%  
CMYK: 45, 1, 100, 0

## Route Colors

Advance Transit bus service routes are identified by color. The following color specifications should be used for route designations.

### Blue Route



HEX: #000FFF  
RGB: 0, 15, 255  
HSL: 236.47, 100%, 50%  
CMYK: 88, 76, 0, 0

### Orange Route



HEX: #F87318  
RGB: 248, 115, 24  
HSL: 24.38, 94.12%, 53.33%  
CMYK: 0, 68, 100, 0

### Brown Route



HEX: #9A6600  
RGB: 154, 102, 0  
HSL: 39.74, 100%, 30.2%  
CMYK: 33, 57, 100, 18

### Red Route



HEX: #EE1A19  
RGB: 238, 26, 25  
HSL: 0.28, 86.23%, 51.57%  
CMYK: 0, 99, 100, 0

### Green Route



HEX: #08D262  
RGB: 8, 210, 98  
HSL: 146.73, 92.66%, 42.75%  
CMYK: 70, 0, 85, 0

### Yellow Route



HEX: #FEDC09  
RGB: 254, 220, 9  
HSL: 51.67, 99.19%, 51.57%  
CMYK: 2, 10, 99, 0



# Typography

## Typography Principles

All typography should be neat, clear, and easy to read.

**Display type** (large-sized text intended to amplify information, such as titles or headlines) should be treated differently from **text type** (small-sized text that communicates detailed information, such as body text of documents).

### Display Type

- Display type should appear in black, dark gray, or the AT blue. If display type is set against a dark background, it should appear in white.
- Display type should align left or center.

### Text Type

- For legibility purposes, text type should appear in black or dark gray when set against a white background. If text type is set against a dark background, it should appear in white.
- Text type should align left.
- Space/leading between lines should be at least 1.15 line spacing in word processing programs, such as Microsoft Word, and at least three point sizes apart in layout design programs, such as Adobe InDesign.

## Primary and Secondary Fonts

Advance Transit's primary sans serif font is **Arial**. This should be used for display type in marketing material (collateral, graphics, etc.), rider information (schedules, announcements), and most external-facing documents.

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Advance Transit's secondary sans serif font is **Avenir**. This can be used for text type (lengthy descriptive text) or to complement the primary font.

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Advance Transit's primary serif font is **Cambria**. This should be used for lengthy descriptive text, such as contracts, handbooks, and informational documents. It can be used to complement the sans serif font in lengthy or detailed documents.

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The font used on the Advance Transit text logos is **Arial Narrow** in bold and italics. When used for branding purposes, the organization name should appear in the AT Blue, black, or white.

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## Paragraph Styles

In documents that use sans serif font for the main text, use the following paragraph styles:

**Title: Arial, bold, 20 pt.**

Subtitle: Arial, regular, 16 pt.

**Heading 1: Arial, bold, 14 pt.**

**Heading 2: Arial, bold, 12 pt.**

Primary Font Normal: Arial, regular, 10 pt., with spacing of 1.5 lines

Secondary Font Normal: Avenir, regular, 11 pt., with spacing of 1.5 lines

In documents that use the serif font for the main text, use the following paragraph styles:

**Title: Arial, bold, 20 pt.**

Subtitle: Arial, regular, 16 pt.

**Heading 1: Cambria, bold, 14 pt.**

**Heading 2: Cambria, bold, 12 pt.**

Normal: Cambria, regular, 11 pt., with spacing of 1.5 lines

## Web Fonts

Advance Transit's web font is Arial or the sans serif equivalent.