

SOUTHWEST CORRIDOR GRAPHIC STANDARDS 2006

Purpose of Graphic Standards

A graphic identity is the cornerstone of all communication efforts, and must be applied consistently to convey a single, unified message. Everyone involved in communications for RTD FasTracks Southwest Corridor has a responsibility to apply the identity in a consistent and accurate way. Using the recommended RTD FasTracks Southwest Corridor logo signatures is the best way to give all communication efforts a cohesive identity, sense of familiarity and confidence to its diverse audience.

The RTD FasTracks Southwest Corridor Identity

The official logo is the primary component of the RTD FasTracks Southwest Corridor graphic identity system. The RTD FasTracks Southwest Corridor logo must be incorporated into all RTD FasTracks Southwest Corridor communications without exception and must be consistently applied within the guidelines outlined below.

- Using other typefaces in place of the official word mark is unacceptable.
- Use the RTD FasTracks Southwest Corridor identity as distributed.

Do not change the spacing between letters or spacing.

- Use the original, high-quality graphic files.
Do not scan or recreate the logo.
- Do not use bitmapped images such as Tiff, JPEG or Pict file formats for offset printed materials/signage because of their poor reproduction quality. The EPS file format is scalable and provides accurate reproduction quality.

Usage with Photos

The placement of the RTD FasTracks Southwest Corridor logo should be in an area of the photograph where there are no distracting patterns or elements, and the photograph should be seen through the logo (no colored box behind the logo.)

Approved RTD FasTracks Southwest Corridor Colors

The official Pantone® PMS color authorized for use in spot color signage and business systems is PMS 366, PMS 485 and black. The CMYK equivalent is C-20, Y-44 (PMS 366), C-0, M-100, Y-100, K-0 (PMS 485) and K-100 (Black).



Acceptable Uses of the RTD FasTracks Southwest Corridor Identity



Official Identity



1-Color



Reversed 1-Color



Overprint

Unacceptable Uses of the RTD FasTracks Southwest Corridor Identity



Distorted Proportions



Separated Elements



Wrong PMS Color



Slanted



Squeezed



Stretched



Distracting Underpattern



Outlined



Flip-Flopped Color Scheme



Incorrect 1-Color Usage

If you have questions regarding an application that has not been outlined, or need further clarification, please contact the FasTracks Public Information/Involvement Team at info@rtd-fastracks.com.