



Alameda-Contra Costa Transit District



Corporate Style Guide

Logo Variations

Our agency brandmark is the primary visual representation of AC Transit. Care must be taken to use it consistently and correctly. This is an extremely important part of developing and maintaining a strong brand identity. There are many versions of the the AC Transit brandmark available. The logo *must* always be reproduced from master artwork. Never alter it in any way. On pages 1-2 you will find the only approved versions of the AC Transit logo. The file names are noted below each version of the logo. If you have any questions on how to use the AC Transit brandmark or need it in a format which is not provided, please contact an AC Transit Marketing Department representative at (510) 891-4838 or graphics@actransit.org.

4-color Logo

Whenever possible, use Pantone® Matching System colors to accurately reproduce the AC Transit color palette. When it is not possible to use Pantone colors, the 4-color process (cmyk) may be used instead. If printing in 4-color process, use this version of the logo.



FILE NAME: ACT_cmyk.eps

4-color Logo – Outlined Version

When overlaying the 4-color logo on a black or a dark background color, you must use this version of the logo.



FILE NAME: ACT_cmyk_outline.eps

3-color Logo

This is the preferred logo to use for the highest print quality. Use this logo if you are printing with spot colors. The Pantone® colors that you must use to achieve this logo are PMS 342, PMS Cool Grey 5 and PMS Black.



FILE NAME: ACT_3c.eps

2-color Logo

When printing in 2 colors, it is strongly suggested that the colors you choose are PMS 342 and PMS Black. Use this version of the logo when printing in these 2 colors.



FILE NAME: ACT_2c.eps

Logo Variations (continued)

Whenever possible, use the AC Transit logo in its .eps file format. An .eps file is a vector graphic, which means you can enlarge the art to any size without regard to its resolution. Another benefit of using an .eps file, over another file format such as a .jpg, is that you can easily layer the graphic over a background or image.

Eps files can be placed into most programs, including Word, PowerPoint, Quark, PageMaker, CorelDraw, Illustrator, and InDesign. If you have questions or need help choosing the best logo format for your application, please contact an AC Transit Marketing Department representative at (510) 891-4838 or graphics@actransit.org.

1-color Gradient Logo

This logo must *only* be printed in black. You may use it when printing in 2 colors, if one color is black and the other is not PMS 342. However, only use it when high-quality reproduction is possible.



FILE NAME: ACT_gradient_k.eps

1-color Solid Logo

This logo must *only* be printed in black. Use it when printing on newsprint (newspaper ads) or on documents that will be photocopied or faxed.



FILE NAME: ACT_solid_k.eps

Knock-out Logo

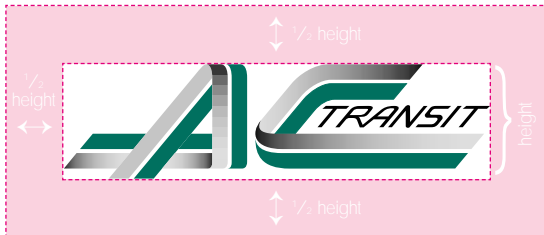
Use this version of the logo when printing in 1 or 2 colors, on a black or dark-colored background. This version of the logo was intended for use in advertising or display ads. It is *never* to be used in office documents.



FILE NAME: ACT_knockout.eps

Logo Usage

CLEAR SPACE: Clear space is an important element of clean, legible design. It is the minimum margin surrounding the logo within which type and/or other graphics may not infringe. Crowding the logo, or boxing it without proper spacing decreases the impact of its presentation. As noted below, the height of the AC Transit logo serves as a measurement for the minimum clear space required around the landmark. The clear space should always be a solid area with no texture or pattern.



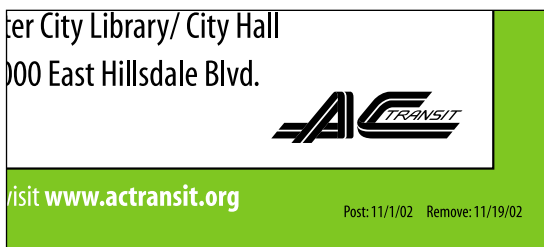
Use the height of the the AC Transit logo as a guide in determining the minimum measurement of clear space required. Measure the height of the logo, from the top edge of the "A" and "C" letterforms to the descender of the "A." Divide this measurement by 2. This is the minimum clear space required on all sides of the logo.

MINIMUM SIZE: The AC Transit logoform needs to remain clean and legible in all print-based applications. Therefore, it should never be uses any smaller than 1 1/8" (or 1.125") wide.



Use the measurement of the AC Transit logo from the left tip of the letter "A" to the right tip of the letter "T" to determine if you have exceeded the minimum size of 1.125" wide.

IN 2-COLOR PRINTING: When you are limited to printing with 2 PMS colors, you have two choices. You may either:



Use black as one of your color choices.



Use the knock-out version of the logo.

Logo Usage (continued)

BACKGROUND COLORS: Whenever possible, the AC Transit logo should appear on a solid background of white, silver, black or green. When it appears on a dark color, use either the knockout version of the logo (ACT_knockout.eps) or the logo with a white keyline (ACT_cmyk_outline.eps). If used over an image, the logo must be surrounded by a clear space of continuous tone in the image. See the example below.



Use the normal version of the logo (ACT_cmyk.eps) on white or light-colored backgrounds.







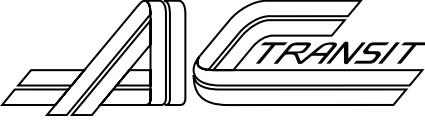

Use the outline (ACT_cmyk_outline.eps) or knockout version (ACT_knockout.eps) of the logo on dark-colored backgrounds.









If using the AC Transit logo over an image, make sure that it appears over a solid, continuous tone and maintains the appropriate clear space.

Logo Don'ts

Never compromise the integrity of the AC Transit logo by altering it in any way. This includes, but is not limited to the examples to follow. If you need help determining proper logo usage, contact an AC Transit Marketing Department representative at (510) 891-4838 or graphics@actransit.org.

<p>Never stretch the logo.</p>	 The AC Transit logo is shown horizontally stretched, making the letters appear thin and elongated.
<p>Never condense the logo.</p>	 The AC Transit logo is shown horizontally condensed, making the letters appear narrow and tall.
<p>Never change the color of the logo, even if it is to one of the approved corporate colors.</p>	 The AC Transit logo is shown in a solid green color, which is not the standard color.
<p>Never change the color of any part of the logo.</p>	 The AC Transit logo is shown with the 'A' and 'C' in red and the 'TRANSIT' text in black, which is not the standard color scheme.
<p>Never outline the logo.</p>	 The AC Transit logo is shown as a white outline with a black border, which is not the standard style.
<p>Never re-proportion the logo.</p>	 The AC Transit logo is shown with the 'TRANSIT' text placed below the 'AC' letters, which is not the standard proportioning.

Logo Don'ts (continued)

<p>Never ghost the logo.</p>	
<p>Never add a drop-shadow to the logo or any of its parts.</p>	
<p>Never add additional words or elements to the logo.</p>	
<p>Never add a border or shape around the logo.</p>	
<p>Never rotate the logo.</p>	
<p>Never combine the logo with that of another company.</p>	

Background Don'ts

When using the AC Transit logo, it is important that you keep the background clean and simple, so as not to detract importance from our brandmark. Contact an AC Transit Marketing Department representative at (510) 891-4838 or graphics@actransit.org if you have any questions regarding the use of the logo on a specific background.

Never

place the AC Transit logo over a background of type that infringes upon the clear space.

Get ready for a new, fast, convenient transit experience when AC Transit launches the 72R San Pablo Rapid in Summer 2003. The San Pablo Rapid will travel 16 miles along San Pablo Avenue, taking you from Contra Costa College in San Pablo to Jack London Square in downtown Oakland – and all major points in between.



Never

place the AC Transit logo over a patterned background that infringes upon the clear space.



Never

use the standard AC Transit logo over a dark background that dilutes its borders. The outlined or knock-out versions of the logo must be used in this instance (see pages 7-8).



Never

place the AC Transit logo over a busy area in a photograph or graphic.



Corporate Colors – Primary Palette

Accurate, consistent color usage is just as important to our corporate identity as careful use of the logo. Below you will find the designated corporate colors for the AC Transit logo system. The colors as shown here are not accurately reproduced and should be used for their numeric reference only. Please refer to the Pantone® color specifier for precise color. When using four-color process to reproduce the logo, please refer to the Pantone® Process Color Simulator for an exact match.

PANTONE COLORS

The Pantone® Matching System (PMS) ensures the use of a specific color standard when printing all materials for corporate communications. The correct PMS colors for AC Transit are as follows.



**PMS 342
Green**



PMS Black



**PMS 877
Metallic Silver**

PROCESS COLOR MATCH

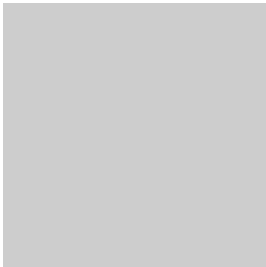
When using four-color process to print, it may be necessary to convert the approved Pantone® colors into a process color match. Also sometimes referred to as “screen builds” or “cmyk,” this process simulates a solid color by overlaying various percentages of cyan, magenta, yellow and black to create the color. Following are the process equivalents, developed to simulate the official AC Transit Pantone® colors.



**100% Cyan
0% Magenta
69% Yellow
43% Black**



**0% Cyan
0% Magenta
0% Yellow
100% Black**



**0% Cyan
0% Magenta
0% Yellow
30% Black**



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