Brand Guidelines

June 2022

511 Brand Guidelines

TABLE OF CONTENTS

Overview

The purpose of this document is to be a reference and guide to content creators and designers for the 511.org brand collateral. The document itself will combine past and present guidelines and tutorials on how to add content using 511.org's new Drupal interface.

Brand Story

511 is your phone and web source for Bay Area traffic, transit, carpool, vanpool, and bicycling information. It's FREE and available whenever you need it – 24 hours a day, 7 days a week – from anywhere in the nine-county Bay Area.

Call 511 or visit [511.org](511.org).

Vision

The San Francisco Bay Area encompasses the nine counties that touch San Francisco Bay: Alameda and Contra Costa in the East Bay; Marin, Napa, Solano and Sonoma in the North Bay; San Francisco and San Mateo on the Peninsula; and Santa Clara County - the region's most populous county - in the South Bay. Home to 101 municipalities, the Bay Area has a land mass of 7,179 square miles (bigger than several states) and is home to over 7 million people, making it the fifth most-populous metropolitan area in the country. By 2030 the region is estimated to have 8.7 million people. Whether it's walking, bicycling, driving or riding public transit, the region's transportation network is key to getting the growing population around the Bay Area.

Mission

511 consolidates the Bay Area's diverse transportation networks, which include approximately:

- 9,000 miles of bus routes
- 470 miles of rail transit
- 6 commuter ferry lines
- 5 public ports
- 3 major commercial airports
- 1,420 miles of highway
- 340 miles of carpool lanes
- 8 toll bridges
- 19,600 miles of local streets and roads
- 750 miles of bikeways in the regional bicycle system including the nine-county Bay Trail (and an additional 1,300 miles of new bikeways are proposed).

Audience

The primary target market for the 511.org website are adult (ages 18-65) residents who travel mostly by car (for work, play, or other) in the MTC coverage area (hereafter referred to as the SF Bay Area or Bay Area) which consists of 9 counties:

- Alameda
- Contra Costa
- Marin
- Napa
- San Francisco
- San Mateo
- Santa Clara
- Solano
- Sonoma

The secondary target market for the 511.org website are adult (ages 18-65) residents who travel mostly by transit (for work, play, or other).

Further market segmentation defined the top five target audiences as the following:

- Resident Commuters. Adults living within the MTC coverage area, who travel to/from work or school on a regular basis.
- Employers. Companies that are located within the MTC coverage area.
- Visitors. Non-residents traveling to the MTC coverage area for personal or business reasons.
- Residents with Disabilities. People of all ages who may need additional services to travel within the MTC coverage area.
- Developers. People who create websites and applications that use the data coming from 511. They are looking to 511 to make sure the data they use is stable and useful, and they have an opportunity to give input against any changes.

Personality

511.org's Voice is:

- Honest
- Fun
- Friendly
- Approachable
- Confident

Values

511.org's Values are:

- Source Local
- Conscientious
- Community Minded
- Green
- Conservative

Logo

The 511 logo is the single identifying logo for all aspects and elements of 511. It should be used in all communications for which 511 is the call-to-action, and/or for providing links to 511.org. The 511 logo is not to be altered or augmented in any way.

You can download the following files along with 511 web banners at: 511.org/about/branding-logos

Logo Versions

Primary Reverse

This logo should be used whenever possible.

Full Color

When the logo cannot be placed on a green background, the 2-color logo should be used. It works best against white or a light background.

Primary Reverse Transparent

This reversed logo should be used against black or a dark background.

Grayscale (for Print only)

The grayscale logo should be used against lighter backgrounds when printing specifications or design considerations mandate, e.g., printing or designing in black and white.

Black & White

The black logo should be used against light backgrounds when printing specifications or design considerations mandate, e.g., printing or designing in black and white.

Black & White Reversed

The reversed logo should be used against a dark background.

Logo Variations

Below are the various logo layouts. See all available variations of the logo at 511.org/about/branding-logos, including the color variations for the logo for print and web, the logomark, and the logo with CTA.

Horizontal (Primary) for Print

This variation has a smaller registered trademark since the print versions are usually much larger and more precise.

Horizontal (Primary) for Web

Here the registered trademark is larger so it is easier to see on screens.

Logomark

The 511 Logomark can be used alone for certain communications.

Logo with CTA (Horizontal)

Here the logo is followed by the call-to-action of "Call 511" along with the website's URL.
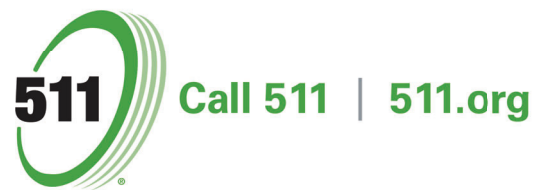
Logo with CTA (Vertical)

The CTA here is stacked directly below the full logo vs. just under SF Bay, giving a taller format.

Logomark with CTA (Horizontal)

Without the SF Bay, the CTA can take its place right after the logomark.

Logomark with CTA (Vertical)

A stacked version with the logomark and the CTA right below it. This version can have variations where the logo is larger and the CTA is smaller. The CTA must not be too small as to be unreadable.

Logo Usage

When using the 511 logo, be aware of the size and spacing so that the logo is readable and recognizable.

Size

To ensure legibility, the 511 SFBay logo should be printed no smaller than 1.15" wide or appear on the web no smaller than 182 pixels wide.

The 511 logomark should be printed no smaller than .475" wide or appear on the web no smaller than 75 pixels wide.

Largest Size

Web: 182 px wide

Print: 1.15" wide

Smallest Size

Web: 75 px wide

Print: .475" wide

Space

A clear space void of any typography or distracting imagery must always surround the logo.

As shown to the right, the clear space is the width of the '5' in '511.'

When a tagline or CTA is used, the clear space starts at the edges of the logo/tagline.

Clear Space

Incorrect Usage

No using non-primary colors behind a white logo, unless in an image.	
No using dark logos on dark backgrounds, or vice-versa with light logos.	

No distorting the logo by stretching or shrinking, or placing at an angle or upside down.	
No placing the color logo on a photo. Always use a black or white logo with the respective light or dark backgrounds.	
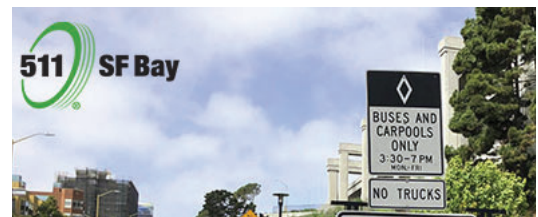
Color Palette

These are our colors.

Below you'll find pretty swatches with CMYK and HEX codes.

Primary Brand Colors

The primary colors for the 511 logo are green and white. With the improvements of technology, the primary green has also been updated with a brighter tone and more saturated color.

For 2-color logos, very dark gray is used. The very dark gray is close to black, but less harsh.

Primary Colors for Print and Graphics

Green HEX: 48a136 RGB: 72, 161, 54 CMYK: 75, 13, 100, 1	**Very Dark Gray** HEX: 221f20 RGB: 34, 31, 32 CMYK: 71, 67, 64, 74	**White** HEX: ffffff RGB: 255, 255, 255 CMYK: 0, 0, 0, 0

Primary Colors for the Web
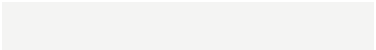
Logo Green	Main Menu Gray	Card White	Ticker Goldenrod
#48a136	#444444	#ffffff	#f2d00d

Secondary Colors

The secondary colors are used to support the logo in web and print communications. They are not to be used for the logo.

The dark green, dark gray, and black are best used for text. The gold, pale blue, and pale gray are best used for backgrounds.

Secondary Colors for Print and Graphics

Dark Green HEX: 167d01 RGB: 22, 125, 1 CMYK: 86, 26, 100, 15	**Dark Gray** HEX: 444444 RGB: 68, 68, 68 CMYK: 67, 60, 59, 44	**Black** HEX: 000000 RGB: 0, 0, 0 CMYK: 100, 100, 100, 100
Gold HEX: f2d00d RGB: 242, 208, 13 CMYK: 7, 14, 99, 0	**Pale Blue** HEX: d1e1ec RGB: 209, 225, 236 CMYK: 16, 5, 3, 0	**Pale Gray** HEX: f1efef RGB: 241, 239, 239 CMYK: 4, 4, 3, 0

Secondary Colors for the Web

Link/Button Green	Header Black	Background Gray	Ticker Link Green
#167d01	#000000	#f1efef	#115f01

Table Headers/ Subtle Borders #e4e4e4	Light Gray Borders #c7c7c7	Lightest Gray Text #616161	Dark Gray Borders #545454

Additional Colors for Graphics
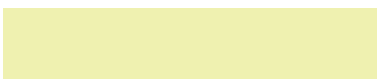
When making graphical images for the web, it's recommended that the primary and secondary colors for print are used as much as possible. However, the other colors can also be incorporated, just as colorful photographs are used to bring variety and focus to the content.

The colors are inspired by the map icons for the 511.org interactive map:

The following colors should be used as supplementary or highlights only in a graphic. Please use only one or two of these colors in one graphic unless the meaning is to show diversity or a range of data such as an infographic. It is okay to use slightly lighter versions of the colors as long as the overall tone of the color stays consistent.

**Outside of the map icons,
these colors MUST BE APPROVED by a brand manager before being used.**

Pale Yellow HEX: faf3b4 RGB: 250,243,180 CMYK: 3, 1, 36, 0	Coral Orange HEX: f1834e RGB: 241, 131, 77 CMYK: 2, 60, 76, 0	Steel Blue HEX: 2d7aad RGB: 45, 122, 173 CMYK: 82, 46, 13, 1

Yellow Green HEX: 95af2d RGB: 149,175,45 CMYK: 45, 17, 100, 1	Hot Pink HEX: df5b98 RGB: 223,91,152 CMYK: 6, 79, 5, 0	Slate Blue HEX: 6c7bbb RGB: 108,123,187 CMYK: 64, 46, 1, 0
Aquamarine Green HEX: 5dbe98 RGB: 93,190,152 CMYK: 63, 0, 52, 0	Orchid Purple HEX: 9c4e97 RGB: 156,78,151 CMYK: 42, 82, 3, 0	Blue Turquoise HEX: 2ca8a9 RGB: 44,168,169 CMYK: 77, 8, 37, 0
Sienna Brown HEX: 89582b RGB: 137,88,43 CMYK: 33, 66, 99, 25	Purple HEX: 704b9d RGB: 112,75,157 CMYK: 68, 80, 0, 0	Pale Turquoise HEX: b0f0f2 RGB: 176,240,242 CMYK: 27, 0, 8, 0

Colors with Meaning

The following colors are required to be used in conjunction with their meaning.

Greens-to-Reds

- Fast vs. Slow
- Empty vs. Full
- Correct vs. Incorrect

Oranges for Construction

Black for HOV

Colors to Avoid

Please avoid using any colors related to the Ticker or Emergency Events, which include the Ticker Goldenrod:

Ticker Goldenrod
#f2d00d
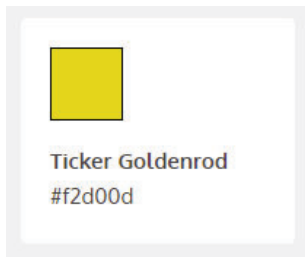
Typography

These are the fonts we use and why we chose them.
This is our main typeface.

Print Typography

For large sections of body copy, Univers Roman should be used. The preferred font size for print body copy is between 9pt and 11pt.

Legal copy should appear no smaller than 7pt. Headline and subhead sizing can vary by piece.

Univers 45 Light

Univers 45 Light Oblique

Univers 55 Roman

Univers 55 Oblique

Univers 65 Bold

Univers 65 Bold Oblique

Web Typography

The main font for the website text and headers is [Oxygen](#).

Light
Regular
Bold

Characters

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcč
ćdđefghijklmnopqrsštuvwxyzž1234567890'?'""!"
(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Header Fonts

Header fonts use Oxygen Bold (with a font-weight: 700).

Heading 1 is 24px, bold, and black (For Page Titles ONLY)

Heading 2 is 21px, bold, and black

Heading 3 is 18px, bold, and black

Heading 4 is 16px, bold, and black

Heading 5 is 15px, bold, and black

HEADING 6 IS 12PX, BOLD, AND ALL CAPS

For reference the paragraph is 15px and dark grey (#444).

Paragraph Fonts

The "lead" paragraph text uses Oxygen Light (with a font-weight of 300).

What's disrupting the Bay Area's highways, bridges, and transit services? Get the travel information that matters to you. Up-to-the-minute updates on traffic incidents, road closures, transit disruptions, and roadway construction projects.

Body copy uses Oxygen Regular (with a font-weight of 400).

Lorem ipsum dolor sit amet, consectetur adipiscing elit. **This is bold text here** ultrices viverra. Aenean tincidunt vestibulum iaculis. *This is italicized text* consequat nisi auctor bibendum. Vestibulum molestie venenatis rutrum. Aenean enim quam, cursus sit amet porttitor facilisis, hendrerit ut arcu. This is a link ac nunc condimentum, eu eleifend neque.

Imagery

Images are meant to complement the content and give a sense of community and connection to the user.

Photo Styles

Stand Alone Photos

The "stand-alone" photos are ones in which there are no text or graphics within the photo. There are three main photo styles on 511.org: People photos, object photos, and city photos.

People Photos

Many photos include pictures of people doing activities related to travel. These can be driving, walking, biking, taking transit, or even making repairs on transit lines.
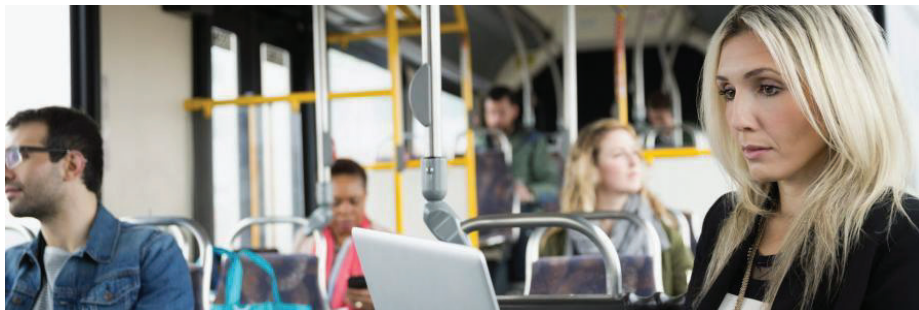
Bike to Work

Carpool & Express Lanes

Object Photos

These photos are still related to travel, but tend to be close-up images of objects, including large objects like cars or trucks.

For those using DMV Disabled Parking Placards

Your renewal application cannot be processed until your new DMV Placard number is submitted and verified.

- If applying in person, bring the DMV Placard registration issued by the DMV with you.
- If applying by mail, send a photocopy of the receipt with your application.

City/Landscape Photos

These photos give a sense of the vast area that 511.org covers.
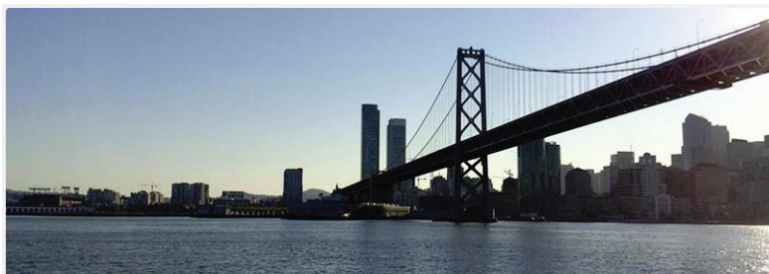
Photos with Text Overlay

If there is space on the image to add the text to the graphic, be sure to follow the typographic and accessibility guidelines.

- Text must be large enough to read on mobile devices.
- Text must have enough contrast to read in bright or poor lighting conditions.
- Text must be in one of the approved fonts.
- Text must be in one of the approved colors.

If the text overlay is done through code (on the website), then a light or dark overlay must be added since the image will resize and the text may cover any part of the graphic.

Example:

Join Today ⬈

Follow @511SFBay on Twitter ⬈
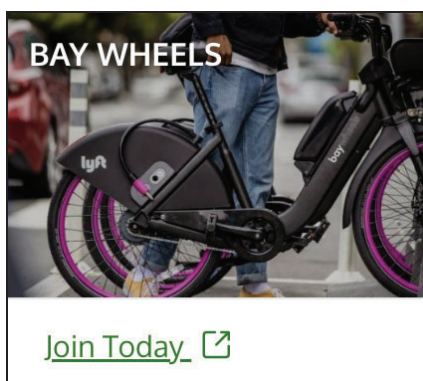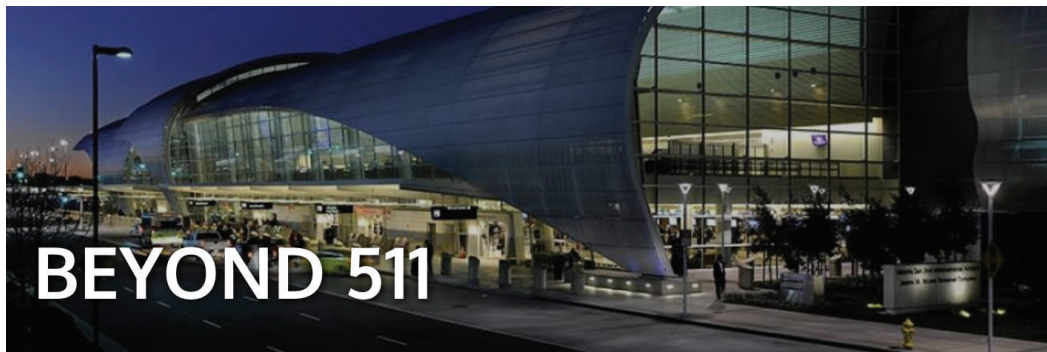
Image Crop Sizes for Website

The various crop sizes for images on the web depend on the content type or the location of the image. The two popular crop sizes are the standard size, which has a crop aspect ratio of 4:3, and the banner size, which has a crop aspect ratio of 3:1.

Standard Image

These are used on the main top standard image, as well as the standard sidebar promo blocks.

Banner Image

Another top image in the main content area, the banner helps to orient the user to the page while not taking up a lot of vertical real estate. The banner can also be a short sidebar promo block image.

Non-Photo Graphics

There have been a few occasions where the website shows an image containing text, graphics, or illustrations.

These are exceptions that must be approved by the brand manager, and need to consider the following:

- The colors of text to background have a high enough contrast to read.
- The background image is best a darker color so as to not blend in with the background (make it feel solid and clickable).
- The text is still large enough to read on smaller desktop/tablet screens when the images shrink (and for 511 Future on mobile).

- The text underneath doesn't sound awkward or duplicated when read after the image.
- The text or graphic is a logo.
- The graphic is a map.

Examples:

Carousel Slide Graphics on home page
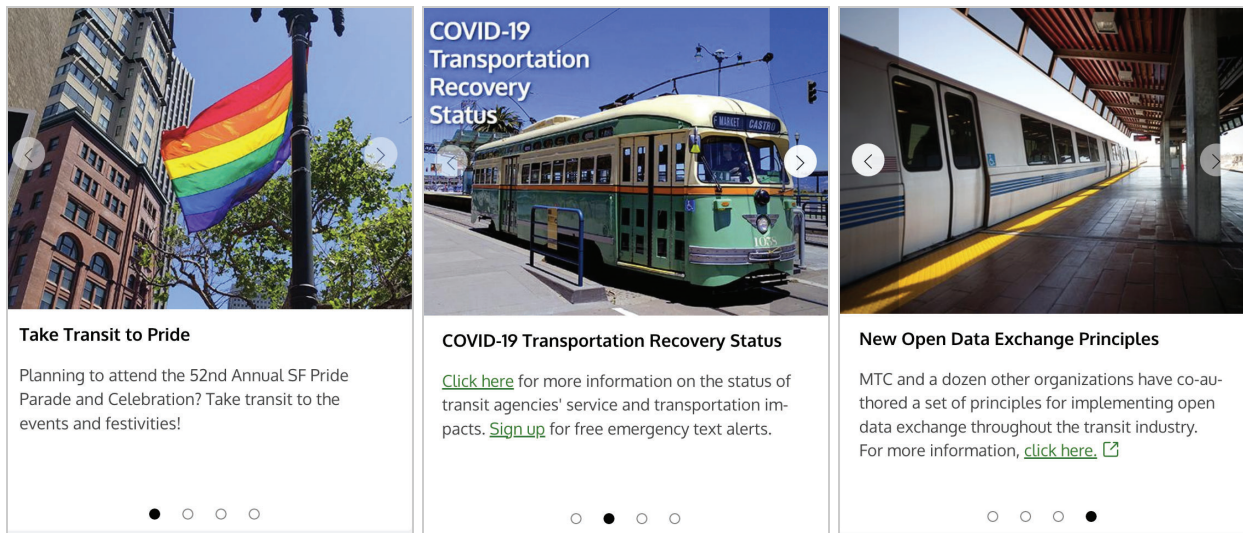
Map Graphic
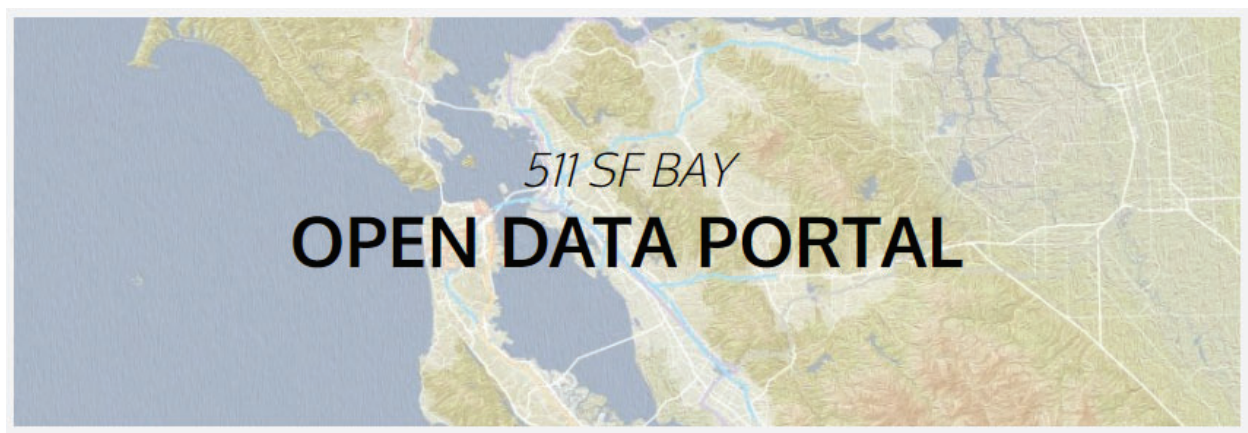
Iconography

The icons on 511.org are flat and lined icons, with some flat and filled icons in various cases.

Examples:

The Main Menu uses flat and lined icons
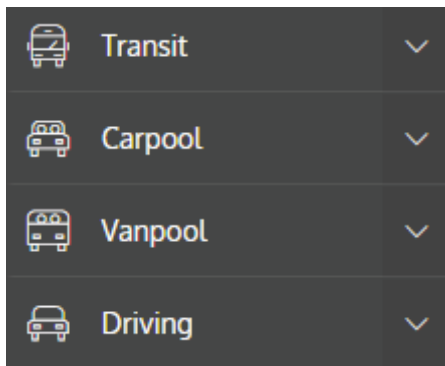
The interactive map icons use flat and filled icons because they are so small.
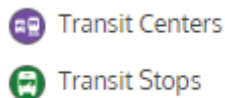
Voice

In all spoken mediums, 511 should always be referred to as "five one one" and "five one one dot org," never "five-eleven." In spoken or written contexts, never use the "www." before "511.org." It is unnecessary and adds clutter. 511 and 511.org should be referred to as a "phone service" and a "web service" respectively. Whenever possible, emphasize that 511 is a Bay Area service and free. Not just toll-free, but a free phone and web service.

Modal Language

511 Modes

511 has five modes: Traffic, Transit, Carpool, Vanpool, and Bicycling.

Modes, phone menu names, and web page names should always be capitalized, e.g., "call 511 and say Carpool.'"

On the Phone

511 provides information via a speech recognition system. After calling 511, the caller is connected to the Main Menu. Callers should always be instructed to call 511 and then say the appropriate menu choice or mode For example: "Call 511 and say 'Bicycling.'"

On the Web

Whenever possible, all messaging should drive usage through 511.org. For instance, messaging directing users to a modal page such as Rideshare, should include "Go to 511.org and click Carpool."

Standardized Descriptions

Below are two descriptions of varying length and detail. These exact descriptions should be used to describe 511.

Long Description

"511 is a free phone and web service that provides Bay Area transportation information. Call 511 or visit 511.org to get information about Traffic, Transit, Carpool, Vanpool, or Bicycling."

Short Description

"511 is a free phone and web service that provides Bay Area transportation information. Call 511 or visit 511.org."

How to word text links in content

- Answer the questions potential customers are asking.
- Use phrases and words your potential visitors are looking for.
- Discuss one key topic for each page.
- Include links to relevant pages on your own website or to other websites.

How to write for web

To write for scanners, make the copy easier to read by using the following techniques:

- Shorten your text:
  - Use short paragraphs with four sentences max.
  - Use short sentences with an average of 12 words.
  - Skip unnecessary words.
  - Avoid needless repetition.
- Avoid jargon and gobbledygook.
- **Avoid the passive tense.**
- Address your web visitors directly. Use the word you.

511's specific tone of voice

Know your audience. Who are you writing for? What are their needs? What will they come to your web page to find or achieve? What is their level of expertise? Build a profile of your various audience groups. Focus your content around your users' needs and tasks, not around yourself or your organization (user-centric content writing).

Get rid of jargon. All industries have their own unique jargon that seems unnatural or even totally alien to normal people. If it is difficult to remove certain words, then at least try to stay consistent and not use a variety of words, especially for Page Titles and headers.

Inject some personality. This is really only relevant for articles. The tone is more conversational and more interesting for our readers.

Engage your user. Picture who your user might be, and keep that imagined person in mind as you write for him or her. Talk directly to your user. Provide interaction.

Website

Here's what the home page looks like and what you should/shouldn't put on it. This is how we display products.

Special Formatting

Phone Numbers

Phone numbers are shown with parentheses around the area code, followed by a space, and a hyphen between the second 3 digits and the last 4 digits.

Example: (800) 555-1234

Days, Dates and Times

The day of the week can be spelled out in full or written in short form. The short form consists of the first 3 letters in uppercase with no punctuation.

Example: MON-FRI, SAT-SUN

The dates are shown with the month in short form with no punctuation. When included in a paragraph, the month is always spelled out.

Example: Feb 21, 2022

Times are written in 12-hour format with am/pm written in uppercase and a space between the time and the letters.

Example: 8:00 AM - 5:30 PM

Addresses

Street address abbreviations will be used with NO punctuation. Commas will be used to separate street from city from state in addresses.

Addresses can be written in a line.

Example: 100th Main St, San Francisco, CA 90210

Addresses can also be stacked.

Example:

100th Main St

San Francisco, CA 90210

Special Styles

When writing content for the web, the following styles can be used to help emphasize certain types of content.

Format/Style	Best Used For…
Lead Text	Summary text at the top of the page Can be shown with or without a top image
Headings (H2-H6)	For breaking up text on a page Be sure to follow proper Heading Structure Highlight text, and select option from "Format" dropdown
Paragraph Text	For explanations and general content This is "Normal" in the Paragraph "Format" dropdown.
Bold	For emphasis
Italics	For titles of Book, Article, Film, etc.
StrikeThrough	To show an update or change.
Superscript	For Registered Trademarks, Footnote numbers
Block Quotes	For highlighting a quote from a paragraph on the page
Horizontal line (<hr>)	For separating sections of content
Lists	All lists can have up to 3 levels
Bulleted lists	For breaking up large paragraphs of content with lists of items
Numbered lists	For steps of instructions or an order of items
Tables	Do NOT use for layouts. Always have Headers on the table for accessibility.
Button Links	A primary and secondary style buttons for actionable links
Call-Out (plain)	A white box with centered text used for highlighting a specific point.
Notice Call-Out	A pale yellow box with centered text used for giving notice.
Major Call-Out	A red box with centered white text used for giving major notice to an alert - mostly likely an emergency situation.
Good Call-Out	A green box with centered white text used for giving major notice to an alert - mostly likely the resolution of an emergency situation.
Calm Call-Out	A blue box with centered white text used for giving notice to a specific change, but that doesn't cause for alarm.
Small Note	Small and italicized text for footnotes and other small notes at the bottom of the page

Styles to Avoid

It is recommended to avoid certain "Call-Outs" out of context with their meaning.

Please note that the golden yellow of the Ticker Alert Bar is not being used in the special styles because these styles and colors have certain meaning associated with them.

The emergency event pages do have access to yellow highlight and red text formats, but only for these pages. This use of yellow and red brings out the emphasis of important information during a situation in the Bay Area.

Thank You

For questions or more information, please contact the 511 Brand Guidelines Manager at MTC:

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