Brand Guidelines

August 2019
# TABLE OF CONTENTS

**Overview**  
5

**Brand Story**  
5  
Vision  
5  
Mission  
5

**Logo**  
6  
Logo Versions  
6  
Logo Variations  
8  
Logo Usage  
11  
Size  
11  
Space  
12  
Incorrect Usage  
13

**Color Palette**  
14  
Primary Brand Colors  
15  
Primary Colors for Print and Graphics  
15  
Primary Colors for the Web  
15  
Secondary Colors  
15  
Secondary Colors for Print and Graphics  
16  
Secondary Colors for the Web  
16  
Additional Colors for Graphics  
17  
Colors with Meaning  
18  
Colors to avoid  
19

**Typography**  
19  
Print Typography  
19  
Web Typography  
20  
Header Fonts  
21  
Paragraph Fonts  
21

**Imagery**  
22  
Photo Styles  
22  
Stand Alone Photos  
22
People Photos 22
Object Photos 23
City/Landscape Photos 23
Photos with Text Overlay 24
Image Crop Sizes for Website 25
Standard Image 25
Banner Image 25
Non-Photo Graphics 25
Examples 26
Iconography 27

Voice 28
Modal Language 28
511 Modes 28
On the Phone 29
On the Web 29
Standardized Descriptions 29
Medium Description 29
Short Description 29
How to word text links in content 30
How to write for web 30
511’s specific tone of voice 30

Website 31
Special Formatting 31
Phone Numbers 31
Days, Dates and Times 31
Addresses 32
Special Styles 32
Styles to Avoid 33

Thank You 34
Overview

The purpose of this document is to be a reference and guide to content creators and designers for the 511.org brand collateral.

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.

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 network which includes approximately:

- 9,000 miles of bus routes
- 470 miles of rail transit
- 5 commuter ferry lines
- 5 public ports
• 3 major commercial airports
• 1,420 miles of highways
• 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).

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 these files along with 511 web banners at: 511.org/branding

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/branding, including the color variations for the Logo for Print, Web, the Logo Mark, 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.

Logo Mark

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.

Logo Mark with CTA (Horizontal)
Without the SF Bay, the CTA can take its place right after the logo mark.
Logo Mark with CTA (Vertical)

A stacked version with the logo mark 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 and 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.

Incorrect Usage

<table>
<thead>
<tr>
<th>No using non-primary colors behind a white logo, unless in an image.</th>
<th>511 SF Bay</th>
</tr>
</thead>
<tbody>
<tr>
<td>No using dark logos on dark backgrounds, or vice-versa with light logos.</td>
<td>511 SF Bay</td>
</tr>
</tbody>
</table>
No distorting the logo by stretching, shrinking, at an angle, or upside down.

No placing the color logo on a photo. Always use a black or white photo with the respective light or dark backgrounds.

Color Palette

These are our colors. Here are pretty swatches with CMYK and HEX codes.
Primary Brand Colors

The primary colors for the 511 logo is 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

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>#48a136</td>
<td>(72,161,54)</td>
<td>(75, 13, 100, 1)</td>
</tr>
<tr>
<td>Very Dark Gray</td>
<td>#221f20</td>
<td>(34,31,32)</td>
<td>(71, 67, 64, 74)</td>
</tr>
<tr>
<td>White</td>
<td>#ffffff</td>
<td>(255,255,255)</td>
<td>(0, 0, 0, 0)</td>
</tr>
</tbody>
</table>

Primary Colors for the Web

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo Green</td>
<td>#48a136</td>
</tr>
<tr>
<td>Main Menu Gray</td>
<td>#444444</td>
</tr>
<tr>
<td>Card White</td>
<td>#ffffff</td>
</tr>
<tr>
<td>Ticker Goldenrod</td>
<td>#f2d00d</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX Code</th>
<th>RGB Values</th>
<th>CMYK Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Green</td>
<td>167d01</td>
<td>22, 125, 1</td>
<td>86, 26, 100, 15</td>
</tr>
<tr>
<td>Dark Gray</td>
<td>444444</td>
<td>68, 68, 68</td>
<td>67, 60, 59, 44</td>
</tr>
<tr>
<td>Black</td>
<td>000000</td>
<td>0, 0, 0</td>
<td>100, 100, 100, 100</td>
</tr>
<tr>
<td>Gold</td>
<td>f2d00d</td>
<td>242, 208, 13</td>
<td>7, 14, 99, 0</td>
</tr>
<tr>
<td>Pale Blue</td>
<td>d1e1ec</td>
<td>209, 225, 236</td>
<td>16, 5, 3, 0</td>
</tr>
<tr>
<td>Pale Gray</td>
<td>f1efef</td>
<td>241, 239, 239</td>
<td>4, 4, 3, 0</td>
</tr>
</tbody>
</table>

Secondary Colors for the Web

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX Code</th>
<th>RGB Values</th>
<th>CMYK Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link/Button Green</td>
<td>#167d01</td>
<td>#167d01</td>
<td>#167d01</td>
</tr>
<tr>
<td>Header Black</td>
<td>#000000</td>
<td>#000000</td>
<td>#000000</td>
</tr>
<tr>
<td>Background Gray</td>
<td>#f1efef</td>
<td>#f1efef</td>
<td>#f1efef</td>
</tr>
<tr>
<td>Ticker Link Green</td>
<td>#115f01</td>
<td>#115f01</td>
<td>#115f01</td>
</tr>
<tr>
<td>Table Headers/Subtle Borders</td>
<td>#e4e4e4</td>
<td>#e4e4e4</td>
<td>#e4e4e4</td>
</tr>
<tr>
<td>Light Gray Borders</td>
<td>#c7c7c7</td>
<td>#c7c7c7</td>
<td>#c7c7c7</td>
</tr>
<tr>
<td>Lightest Gray Text</td>
<td>#6b6b6b</td>
<td>#6b6b6b</td>
<td>#6b6b6b</td>
</tr>
<tr>
<td>Dark Gray Borders</td>
<td>#545454</td>
<td>#545454</td>
<td>#545454</td>
</tr>
</tbody>
</table>
Additional Colors for Graphics

It is recommended to use the Print’s secondary and primary colors as much as possible for graphical images used on the web, but the other colors can be used just like colorful photographs are used to bring variety and focus to the content.

These 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 use.

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pale Yellow</td>
<td>faf3b4</td>
<td>250,243,180</td>
<td>3, 1, 36, 0</td>
</tr>
<tr>
<td>Coral Orange</td>
<td>f1834e</td>
<td>241, 131, 77</td>
<td>2, 60, 76, 0</td>
</tr>
<tr>
<td>Steel Blue</td>
<td>2d7aad</td>
<td>45, 122, 173</td>
<td>82, 46, 13, 1</td>
</tr>
</tbody>
</table>
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](image)

and the Salmon Bar Pinks and Reds:

![Salmon Bar Colors](image)

Typography

These are the fonts we use and why we chose them.

This is our main typeface.

This is our secondary 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

ABCČĆĐĎEFGHIJKLMNOPQRSTUVWXYZŽabcčćdĎeFGHIJKLMNOPQRSŠSTUVWXYZŽabcčćdĎefghijklmnopqrsšstuvwxyzž1234567890′”!"%
(%)[#]{@}/&\<+-÷×=>®©$€£¥¢ː;,.∗
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

Body copy uses Oxygen Regular (with a font-weight: 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.

The "Lead" paragraph text uses Oxygen Light (with a font-weight: 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.
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.
Object Photos

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

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:

![Getting Around](image)

**BEYOND 511**
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.

Request the Style Guide for more information.

**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

Example Carousel Slide Graphics:
Iconography

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

Example:

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

- Transit Centers
- Transit Stops

Request the Style Guide for more information.

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 lengths and detail. These exact descriptions should be used to describe 511.

**Medium 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 – four sentences max;
  - Use short sentences – twelve on average;
  - 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 organisation (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 only really relevant for articles. The tone is more conversational and more interesting for our readers.

**Engage your user.** Imagine who your user will 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 a 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 in full form or 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. In paragraph form, the month is always spelled out in full form.
Example: Feb 21, 2019

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

Example: 8:00 AM - 5:30PM

Addresses

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

Address in a Line,

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

Address stacked,

Example:

100th Main St
San Francisco, CA 90210

Special Styles

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

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

Request the Style Guide for more information and examples of each style.

**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, and the deep red and light pink of the Salmon Bar are 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 used 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:

Alysha Nachtigall
anachtigall@bayareametro.gov