



BRAND GUIDELINES
PARTNER VERSION

DECEMBER 2010

Welcome to the 511 Brand Guidelines - Partner Version

511, the Bay Area's one-stop source for traveler information, is operated through a partnership between the Metropolitan Transportation Commission, Caltrans, the California Highway Patrol, and dozens of transit operators. The 511 Brand Guidelines have been created to define a set of rules for communications that include 511. From the visual to the conversational to the legal, the following document will help you integrate 511 into your communications while maintaining consistency in 511's brand. This consistency will ensure that the Bay Area public understands the breadth of 511's services, and that 511's brand will portray a cohesive and relevant voice to the Bay Area.

If you have any questions or issues that you feel are not specifically addressed in the 511 Brand Guidelines, please contact the 511 Brand Guidelines Manager at MTC: Shauna Callow; 510-817-5704; scallow@mtc.ca.gov

For the most current version of the Brand Guidelines, please visit 511.org and click on "Brand Toolbox" in the footer.



Call 511 511.org MY511.org m.511.org



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Logos

Logo Usage	4
Logo Colors	5
Logo Size Logo Proportions Clear Space	6

Web Promo Boxes

Home Page Promo Boxes	7
-----------------------------	---

Service Marks

Service Mark Usage	8
--------------------------	---

Tagline

Tagline Usage	9
Tagline Call to Action Lockups	10

Language and Descriptions

Modal Language	11
Call to Action Standardized Descriptions	12
Referring to 511	13



LOGO USAGE

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/511brandtoolbox.

In instances in which more than one version of the logo can be used, it is up to the discretion of the designer to determine which logo looks best. The designer can seek input from the 511 Brand Guidelines Manager at MTC.

**Color Logo**

The color logo should be used whenever possible. It works best against a light-colored background.

**Color Reversed Logo**

The color reversed logo should be used against backgrounds that are light enough for the green to stand out, but too dark for the black numbers.

**Grayscale Logo**

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.

**Reversed Logo**

The reversed logo should be used against a dark background.

**Black Logo**

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 and White Logo**

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



LOGO COLORS

The primary color for the 511 logo is '511 Green.'
The alternate color to be used only online is '511 Online Green.'

***Note:** RGB colors do not reproduce accurately in print.



For Print only:



511 Green

PMS 363C / 362U

CMYK: 76 / 0 / 100 / 23.5



511 Online Green

RGB: 82 / 117 / 53*



Logos

LOGO SIZE | LOGO PROPORTIONS | CLEAR SPACE

LOGO SIZE

To ensure legibility, the 511 logo should be printed no smaller than .475" wide or appear on the web no smaller than 75 pixels wide.

LOGO PROPORTIONS

The 511 logo should never be stretched or manipulated and should always maintain its native proportions.

CLEAR 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 is used, the clear space starts at the edges of the logo/tagline lockup.

Smallest size for print:



Smallest size for web:



Clear space requirements:



Note: The exception to these clear space requirements is brand-approved logo lockups where the clear space starts at the edges of the lockup.



HOME PAGE PROMO BOXES

The promo boxes on the 511 home page are available to promote MTC, 511, and other various regional transportation features and announcements. The allocation and approval of 511.org promo boxes is at the discretion of the 511 Brand Guidelines Manager.

Refer to the specifications below and to the right for providing appropriate copy and graphics for placement on 511.org.

Character Count:

Average number of characters, including spaces, for headlines = 23

Average number of characters, including spaces, for body copy in two-line promo boxes = 50


Icons:

Maximum pixel size of icons is 50 pixels wide by 45 pixels high. Icons must be legible at this size.


Images:

All images must be at least 72 dpi and should be provided as .gif files.


Icons should be no more than 50 pixels wide and 45 pixels high



Map it. Bike it. Park it.
Free bike routes, maps, parking, tips, and more.



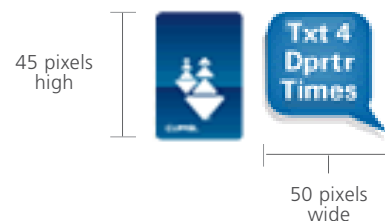
Departure Times Texting
Text your Stop ID# for current transit departures.



Get your ClipperSM card now!
Sign up today.

On average, headlines should be 23 characters or less

On average, body copy should be 50 characters or less



SERVICE MARK USAGE

MTC is the registered owner of several 511 service marks. They are:

511 Driving TimesSM

511 Popular DestinationsSM

MY 511SM

Predict-a-TripSM

511 BikeMapperSM



The federal symbol for service mark registration (®) should appear with every use of a 511 logo. In addition, the appropriate service mark symbol (® or SM) should be used at least once in every written document in which one of the listed marks appears, preferably the first time it is used. On the web, the ® or SM should appear next to the mark at least once on each web page in the written text, as well as with the logo. In those rare cases when space is critical, use of service mark with the logo is sufficient.

The ® mark should be placed as shown at right.

The SM or ® should always be superscripted and at least one font size smaller than the text font, as shown in the “MY 511” example.



MY 511SM



TAGLINE USAGE

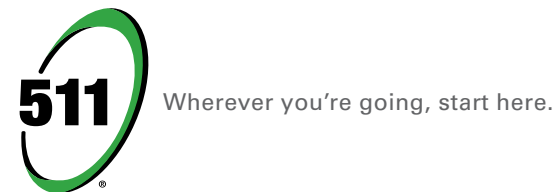
The official 511 Tagline is:

"Wherever you're going, start here."

Depending on the design of the piece, the tagline's position in relation to the logo may vary. The tagline doesn't need to be used every time the logo is used, but as much as the communication and design warrants.

You can download these files at:
511.org/511brand toolbox.

Single-line example:



Double-line example:



Stacked logo example:

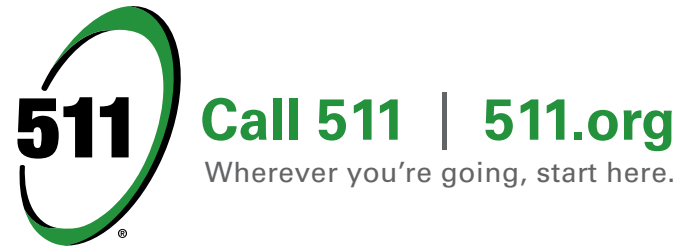


TAGLINE | CALL TO ACTION LOCKUPS

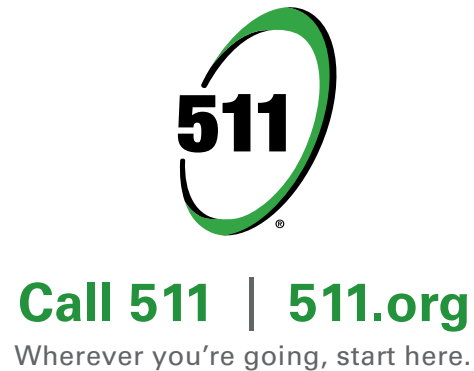
The tagline can also be used with the call to action (CTA) 'Call 511 | 511.org' — with or without the logo.

You can download tagline CTA lockups at 511.org/511brandtoolbox.

Logo with CTA to right example:



Logo with CTA below example:



MODAL LANGUAGE

511 Modes

511 has four modes: Traffic, Transit, Rideshare and Bicycling. These are all elements of 511 and should always be referred to as "511 Traffic," "511 Transit," "511 Rideshare," and "511 Bicycling."

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

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

The 511.org home page features links to the four modal pages within the 511 header. The modal pages of the website should be referred to as "pages," not as their own sites or services.

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 Rideshare."



CALL TO ACTION

All web, spoken, or written communication involving 511 or a 511 mode should include the call to action:

“Call 511 or visit 511.org.”

When necessary, if messaging is intended to drive users to 511 Mobile or MY 511, the call to action should include:

“Call 511 or go to m.511.org”

Or

“Call 511 or go to MY511.org”

STANDARDIZED DESCRIPTIONS

To the right are three descriptions of varying lengths and detail. These exact descriptions should be used to describe 511. The longest possible description should always be used, pending on the availability of space.

Long Description:

“511 is a free phone and web service that provides transportation information for the nine-county Bay Area. 511 gives up-to-the-minute information on driving times, traffic conditions, real-time transit departures and trip planning, instant carpool and vanpool referrals, bicycling information, and more. Call 511 or visit 511.org.”

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, Rideshare or Bicycling.”

Short Description:

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



REFERRING TO 511

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.



THANK YOU

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

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