


The RTC logo

The RTC logo is the identifying mark of the Regional Transportation Commission. It should appear on all vehicles, communications, marketing, signage, and uniforms as dictated by corporate policy.

Color Guides

When printing in four-color process, placing the logo on the World Wide Web, or using the logo in an electronic format, the following color standards are to be followed:

 PANTONE® 284 C	C 58	R 106
	M 17	G 173
	Y 0	B 228
	K 0	
	HEX 6AADE4	

 PANTONE® 287 C	C 100	R 0
	M 72	G 51
	Y 2	B 141
	K 12	
	HEX 00338D	



2-color (preferred)



Pantone® 284 and 287

grayscale



40% tint and black

black and white



solid Pantone® 287
for corporate wear and giveaway imprints



Usage

Preferred usage of the RTC logo is in the 2 color format shown. In instances when only one color is available, either the grayscale version or the black and white version may be used.

For corporate wear applications and promotional item imprints, the logo may be reproduced in solid Pantone® 287.

Web Usage

When placed on the World Wide Web, the white space around the RTC logo must be $\frac{1}{3}$ the size of the logo.

For example:

logo = 300 x 299 pixels

white space = 100 pixels

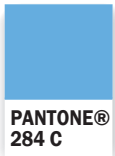
Follow the HEX color codes for internet use. See pages 1 and 8.



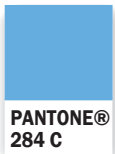
RTC RIDE



RTC INTERCITY



RTC ACCESS



RTC VANPOOL





Service names


Individual transit services are represented here. Font for the service name is Futura Bold.

Color Guides

When printing in four-color process, placing the logo on the World Wide Web, or using the logo in an electronic format, the following color standards are to be followed:

 PANTONE® 430 C	C 33	R 129
	M 18	G 138
	Y 13	B 143
	K 37	
HEX 818A8F		

 PANTONE® 322 C	C 100	R 0
	M 6	G 116
	Y 35	B 122
	K 32	
HEX 00747A		

 PANTONE® 361 C	C 75	R 52
	M 0	G 178
	Y 100	B 51
	K 0	
HEX 34B233		



Solid Pantone® 287
for promotional item and
corporate wear applications only.

Service names

If it is not possible for the transit service logo to appear in the 2 and 3 color format, the logo may be reproduced in grayscale as shown.

The **RTC RIDE** logo may be printed in solid Pantone® 287 only when used as an imprint on promotional items or corporate wear if the 2 color logo application is not possible.

When referring to the transit service without using the logo, the name should always include RTC and should always be typed in all capital letters:

RTC RIDE
RTC INTERCITY
RTC ACCESS

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvw
xyz
1234567890

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuv
wxyz
1234567890

Corporate fonts

Futura and Minion are the two font families selected for RTC. Minion, in the lighter weights, should be used primarily as a text font, while Futura is ideal for heads and subheads. Heavier weights of Minion may be used for headline fonts where appropriate to the design.

When Futura and Minion are not available, or these fonts are not compatible with software being employed, Arial may be substituted for Futura and Times New Roman may be substituted for Minion.



Minion

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Minion Semi Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Minion Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Minion Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**



Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Times New Roman Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Times New Roman Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Times New Roman Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***