King County Metro Logo

The King County Metro Logo

The logo is the most important single element of the Metro Transit brand. It is essential that it be present on Metro's communications and assets, from stationery and timetables to bus and vehicle decals, signage, and marketing materials. Reproduction and use of the logo are strictly controlled by these guidelines. Metro employees, contractors, and partners should strive to use proper identity in all corporate and business communications.

The logo consists of the official King County logo joined with the word METRO. This logo was developed to capitalize on and leverage the considerable "cachet" that the Metro brand has established with the public since 1973. Since that time, Metro Transit, or more simply "Metro," has provided literally billions of rides to King County residents and built lasting, positive recognition and relationships with its users. Today, Metro is the name more than 1.6 million area residents use to refer to the public transit agency serving King County.

Each and every time the King County Metro logo is properly used and applied, an opportunity exists to build value and positive public perceptions of the services provided by King County and Metro Transit.

Although this style guide covers all major uses of the Metro logo relating to Metro's public assets, there will be cases where no specific guidelines have been presented. In these cases, please contact Metro Marketing and Service Information for further assistance at 206-684-1576.

Every attempt will be made to follow the spirit and intent of this document, while accommodating specific needs.

Correct Use

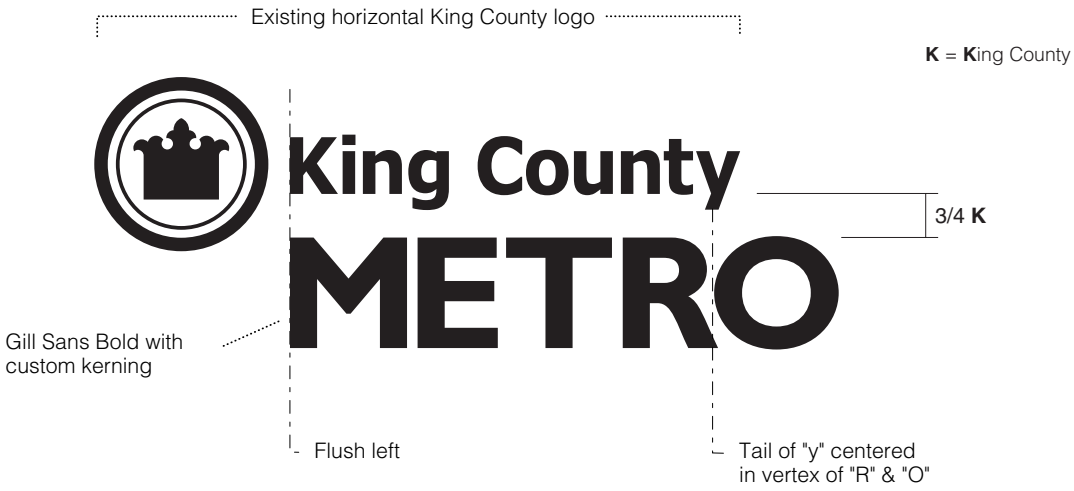
The King County Metro logo adheres to the same graphic guidelines as the King County logo when used on business communications, printed publications and all other visual presentations. Please refer to Section 2 of the King County Graphic Standards and Guidelines for further information.

The King County Metro logo must never be altered, redrawn, or reproduced from secondary copies. The logo ***must always be reproduced from authorized electronic files or authorized reproduction-quality originals.*** The logo should not be rearranged, rotated, animated, shadowed, or rendered in three-dimensional form.

The following pages show how the King County Metro logo is used and displayed on typical applications such as business communications, forms, report covers, brochures, newsletters, signs, buses, vehicles and various facilities.

The King County Metro Logo Layout

Layout



Smallest Size*

Clear Space

"K" height = **K**ing County

*The smallest size permitted for any application using this formatted logo.
Minimum sizes are required for each type of communication piece as shown in this guide.
A specially formatted micro-logo is available for miniature applications.

King County Metro Logo in Color

General Use

(black)

(reverse)

Buses Only
(to match Pantone 1235 and 186)

Operator Uniforms—
All colors, except blue shirts
(to match Pantone 1235 and 186)

Access Service Vehicles Only
(to match black and Pantone186)

Operator Uniforms—
Blue Shirts Only (to match Pantone186)

Letterhead and Business Cards Only
(Pantone 110)

Transit Supervisor's Uniforms Only
(to match Pantone 2748)

Logo Color Versions
There are limited color versions of the King County Metro logo that may be reproduced, many which have unique or limited applications. The same basic rules for reproducing the King County logo apply to the King County Metro logo. Please refer to Section 2.3.0 of the King County Graphic Standards for more details on good color and contrast management.

Primary Version
King County Metro logo displays in black. Ensure good contrast with background color. Black logo may be used on screened backgrounds of 20% or less.

Alternate Version
King County Metro logo displays reversed out of a background color, providing good contrast. Logo may be reversed out of screened backgrounds of 60% or greater.

Vehicle Version
For use on Metro buses and revenue vehicles only, the King County logo appears in Pantone 1235 (goldenrod) and the word METRO in Pantone 186 (red). Access Transportation vehicles use the King County logo portion of the logo in black for better readability on their white vans. All other non-revenue vehicles use black or white (or background reverse).

Letterhead and Business Cards
The King County Metro logo is printed in Pantone 110 (gold) when used on letterhead and business cards. This is the same color used for standard King County business communications. These items produced by King County Grahics only.

Clothing
For operator clothing, the logo appears the same as used on the bus fleet, with an exception of an all-red version for use on lighter blue shirts. On supervisors' clothing the logo appears only in dark blue. This is a cost efficiency measure differentiating transit operators from supervisors for safety reasons.

Incorrect Uses of the King County Metro Logo

The King County logo has been deliberately used incorrectly on this page and in standards documentation for illustrative purposes only.

Do not alter the sizes of the elements.

Do not rotate the logo.

Do not alter the relationship of logo elements.

Do not alter the graphic elements of the logo.

Do not use the Metro portion of the logo separately without consulting with Marketing and Services Information.

Do not allow competing graphic elements or non-agency text to encroach on the logo.

Do not place the logo on a distracting background pattern or use it as part of a background pattern.

Do not distort or electronically alter the shape of the logo.

Do not place the logo on a background that doesn't provide sufficient contrast.

Do not copy a low resolution version of the logo from a web site or a reproduced copy to use in a publication.

Do not isolate elements of the logo.

Do not reproduce the logo in outline form.

Do not use a drop shadow with the logo except in limited web use where a drop shadow may increase readability.

Do not enclose the logo in another shape without using proper clearspace.

Do not create different color areas within the logo or color the text differently than the logo.

Do not animate the logo or attempt to render it in three-dimensional form.

Do not screen the logo (make a percentage of a solid color).

Do not make a pattern or texture from the logo.

Do not use an old or obsolete logo.

Smaller than minimum sizes or other distortions of the logo are used in special circumstances only. Consult with Marketing and Services Information for guidance.

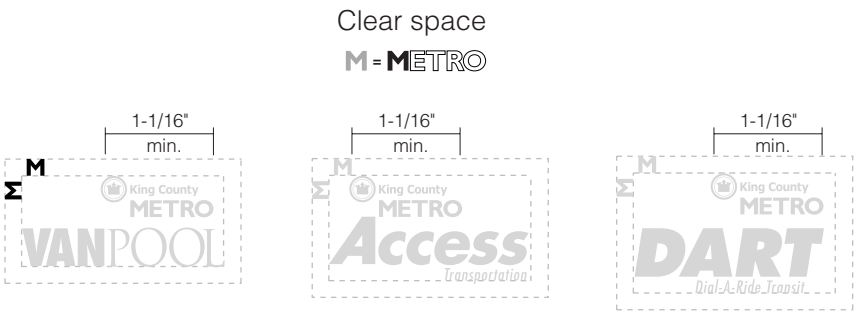
Metro Sub-brands

King County METRO VANPOOL

King County METRO Access Transportation

King County METRO DART Dial-A-Ride Transit

Examples of Metro Sub-brand Text Identities



Logo Usage with Metro Sub-brands
As part of its marketing efforts, King County Metro Transit uses "sub-brand" or "product-brand" names to help market unique services under the Metro Transit brand umbrella. Examples of this are Metro Transit's VanPool program, Access program, and DART service.

These products/services are identified with a special visual treatment of their names, called a “Text Identity” to quickly communicate to customers the distinct service provided.

The over-arching guideline set forth for sub-brands is that the public should always know who is the "parent brand" of the product or service. In that regard, the King County Metro logo needs to be present in a logical position to ensure the viewer can make the connection between the sub-brand and the parent brand.

This connection follows a continuum. For example, on vehicles, sub-brands use unique typographical treatment of their name and are displayed prominently along with the King County Metro logo. On business stationery, the sub-brand is treated simply as text and is listed as an organization within the King County Metro organization. On promotional materials, the sub-brand name can appear as text in a headline or title of a brochure provided the King County Metro logo is shown on this brochure cover. If the sub-brand is treated as a text identity, it can also appear on the cover of a brochure and other applications as long as the King County Metro logo appears as part of its identity.

Examples of each of these treatments by application type are covered in the sections that follow. For example, to find out how to treat VanPool in stationery, go to the stationery section. To see how Access is treated on vehicles, go the vehicle identification section.

What is a Text Identity?
King County graphic standards policy does not allow other logos in addition to the King County Metro logo. However, in certain situations, a unique identity can be created with the correct use of type or text in single-word or phrase form that works within the bounds of the standards. For more information see Section 6.0.0 of the King County Graphic Standards and Guidelines.

Parameters for Creating Text Identities

• Color*:* Identities using text only are to be printed in black or reversed out of a color. The addition of a second color is not permitted. The only exemptions are applications for certain Metro vehicles. If a publication uses one or more colors (other than black), then the text identity is printed in one of these colors. The same color guidelines used for the King County logo also apply to a text identity. See Section 2.3.0 of the King County Graphic Standards and Guidelines.

• The King County Metro logo when used with text identities must not be any smaller than 1-1/16" wide.

• The King County Metro logo must always accompany this text identity and be in close proximity to it.

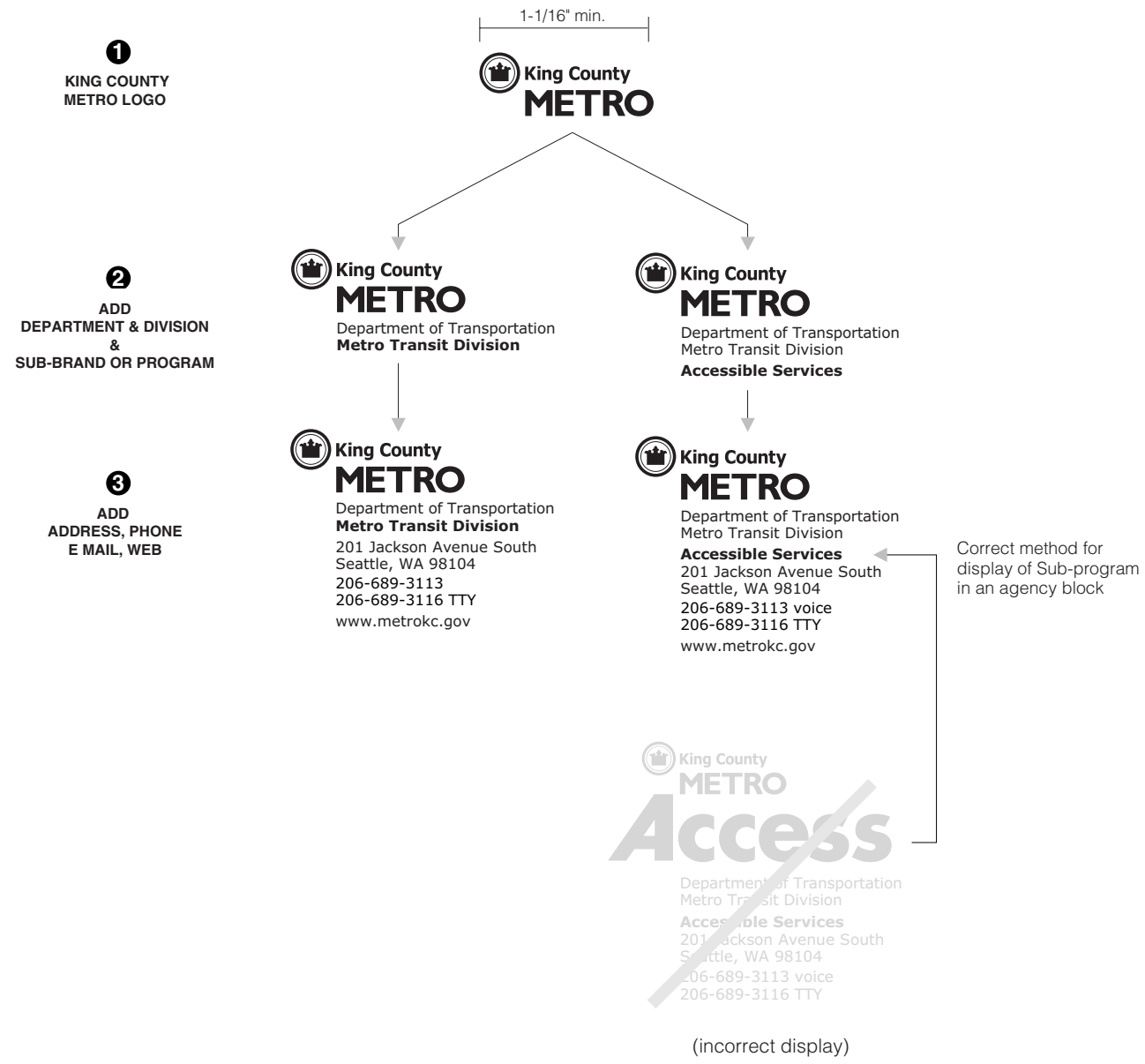
Agency Information Blocks – Development

Agency Information Development

1 KING COUNTY METRO LOGO

2 ADD DEPARTMENT & DIVISION & SUB-BRAND OR PROGRAM

3 ADD ADDRESS, PHONE E MAIL, WEB



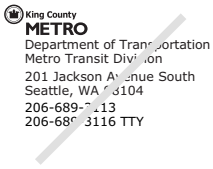
Agency Information Blocks – Display

Correct Agency Information Display

Flush Left

King County
METRO
Department of Transportation
Metro Transit Division
Accessible Services
201 Jackson Avenue South
Seattle, WA 98104
206-689-3113 voice
206-689-3116 TTY
www.metrokc.gov

Incorrect Agency Information Displays



Logo too small

Type in logo should be aligned flush left with agency type below

Logo not stacked correctly

King County Metro logo absent and sub-brand Text Identity should **not** appear in address block.

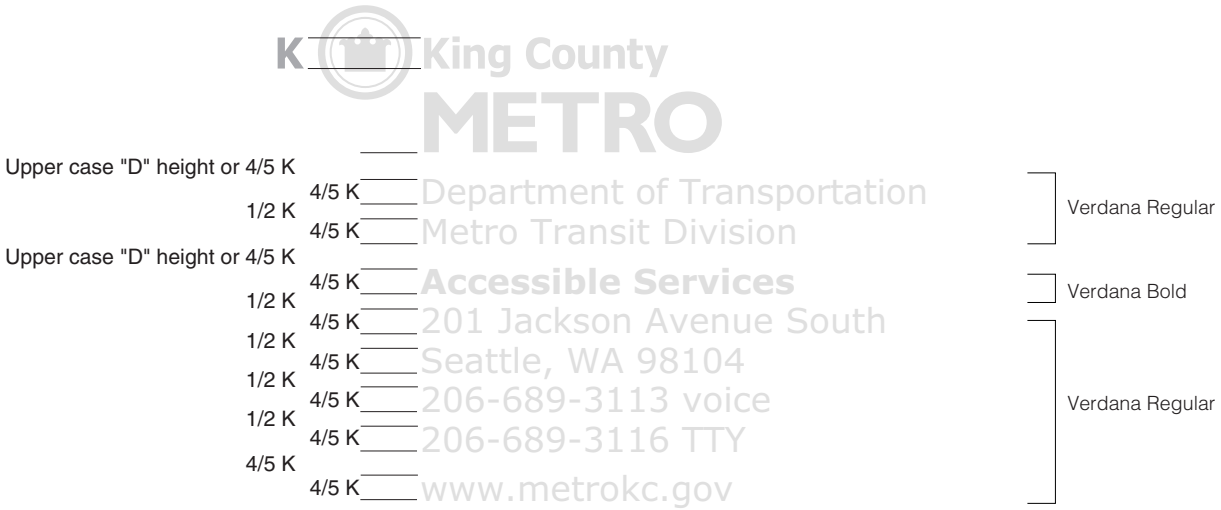
King County Metro logo absent and sub-brand Text Identity should **not** appear in address block.

Sub-brand Text Identity should **not** appear in address block.

Agency Information Blocks – Font Sizes and Proportions

General Font Proportions for Flush Left and Centered Agency Information Displays

"K" height = **K**ing County

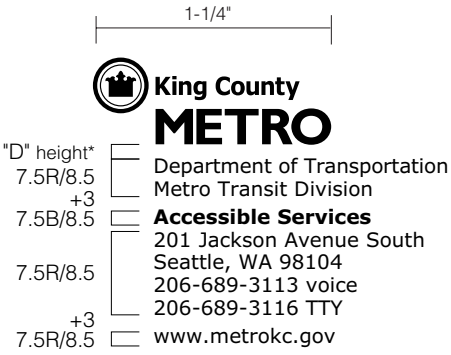


Actual Font Sizes for Flush Left and Centered Agency Information Displays

Logo Size (x)	Font Size/leading* (pts)	Grouping Space (pts)
1-1/16"	6.5/7.5	+3
1-1/8"	7/8	+3
1-1/4"	7.5/8.5	+3
1-5/16"	8/9	+3.5
1-3/8"	8.5/9.5	+3.5

*Font sizes are rounded-off to nearest half point

Example Display for 1-1/4" Logo



* "D" height = height of letter "D" in Department