Brand Color Palettes

King County Metro Transit uses a standard palette of colors to help the public identify key assets of the overall transit system and provide strong visual cues to the Metro brand.
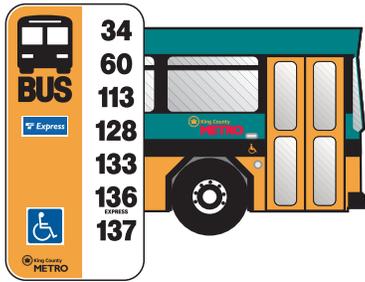
The primary color used is yellow, Pantone 1235C (coated) and its counterpart Pantone 109U (uncoated). This basic color is used on buses, bus stop flags, information signs and identification signage.

Coated	Uncoated
Yellow - Pantone 1235C	Yellow - Pantone 109U

(1)
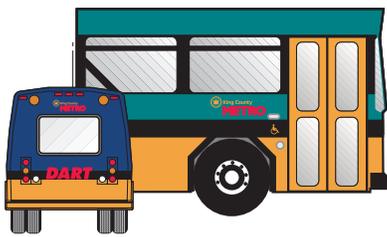
A secondary set of analogous colors, teal, green, dark blue and red is used on bus shelters, buses and other revenue vehicles.

Teal - Pantone 329	Green - Pantone 342	Dark Blue - Pantone 2748

Red is used predominantly for the METRO portion of the King County Metro logo and sub-brand logos and as an accent color on vehicles.

Red - Pantone 186

(1)
The colors used in the Metro logo appearing on revenue vehicles and operator clothing are exempted from both the King County logo and King County Metro logo guidelines. Only these specific limited applications have been approved by the King County Executive's Office.

A tertiary set of colors includes orange, gray, and blue. These colors are used predominantly in signage applications. You'll find the blue used for wheelchair accessibility, the grey for tunnel signage, and the orange for rider alert notices – both in signage and in print bulletins.

Orange - Pantone 158	Grey - Pantone 405	Blue- Pantone 300

Color Model Equivalents

Together, these colors reinforce a clear impression of the Metro system in the public's eyes. When working with Metro Transit assets that are highly visible to our customers, these colors should be used when and where appropriate.

Combinations of colors are allowed and, it is not necessary for yellow to be visually dominant on every application. In some applications, it may be used as an accent color; in others it need not be present at all. For example, the Metro VanPool fleet and Metro bus shelters use the secondary color palette, without yellow. Metro's Rider Alerts use orange only, with black type etc.

When using color in marketing, communications, and informational support applications, it is not mandatory that your choice of colors be limited to this standard palette of colors. However, it is recommended that your graphics and color choices work to *complement the overall Metro color palette.*

Please note that on some of Metro's revenue vehicles and operator clothing, the colors used in the Metro logo are exceptions to those established by the overall King County logo and King County Metro logo guidelines. These variations are very limited, however, and have been approved by the King County Executive's Office. Please see the Vehicle and Clothing sections in this manual for more details.

Color Model Equivalents (%)*

Color	PMS	C	M	Y	K	R	G	B	R	G WEB	B
Yellow	1235C	0	29	91	0	242	168	73	255	153	51
Yellow	109U	0	10	100	0	249	194	39	255	204	51
Teal	329	100	0	47	97	0	79	69	0	102	102
Green	342	94.51	30.98	76.08	18.43	9	83	56.99	0	102	51
Red	186	0	91	76	6	237	23	31	255	0	0
Dark Blue	2748	95.29	81.96	22.35	8.63	14	27	100	0	0	153
Blue	300	100	56	0	18.5	9	58	128	0	102	255
Grey	405	0	11	38	76	60	54	35	102	102	102
Orange	158	0	60	94	0	254	102	13	255	102	0

*The percentages for CMYK and RGB color equivalents of PMS colors were produced in Adobe Illustrator 8.0 using the color palette model converter.

Official King County Type Fonts

Arial Regular
ABCDEFGHIJKLM
NOPQRSTUVWXY
Zabcdefghijklmnop
qrstuvwxyz!@#$%

Arial Bold
ABCDEFGHIJKL
MNOPQRSTUVW
XYZabcdefghijkl
mnopqrstuvwxyz!
@#$%&*()+

Times Roman
ABCDEFGHIJKLM
NOPQRSTUVWXY
Zabcdefghijklmnopq
rstuvwxyz!@#$%&*

Times Bold
ABCDEFGHIJKL
MNOPQRSTUVW
XYZabcdefghijklm
nopqrstuvwxyz!@#

Verdana Regular
ABCDEFGHIJKLM
NOPQRSTUVWXY
Zabcdefghijklmn
opqrstuvwxyz!@

Verdana Bold
ABCDEFGHIJKL
MNOPQRSTUV
WXYZabcdefgh
ijklmnopqrstuv
wxyz!@#$%&*()

What are the required "official" type fonts for county-wide use?

The Arial (or Helvetica) family and the Times family are the only approved type fonts that are to be used for day-to-day business. These basic type fonts, along with their bold and italic variants, were selected for their versatility and appropriateness in representing King County. They are universally available in almost all software and operating systems.

Arial is a simple, contemporary, sans serif type font that is particularly suited for shorter passages of print in body copy and can be used as a headline with Arial and Times body copy. It is well suited for electronic media such as web sites. This type is highly readable and accessible, and for this reason is preferred for county-wide use.

Times is a functional, elegant type font that has been in wide use prior to the new graphic guidelines. Because it is less readable, especially in italic, it is recommended as a second choice. It can be used to match existing documents and used more successfully in larger point sizes.

Verdana!
The type font *Verdana* is not a required general-use font for printed communications but my be used, if desired. It is an integral part of the King County branding system and is used for the printing of county letterhead, business cards and envelopes. It is also used for agency descriptions (department, division, program names) that are combined with the revised King County logo. Because of its high readability on screen, this font can be used for both King County Internet and intranet applications, too.

On what types of county-wide communications will these fonts be required?

These type fonts should be used on both printed and electronic communications. Printed business communications such as letters, faxes, news releases, etc. and King County Internet and intranet sites should use these fonts.

Highly designed promotional and informational publications generally have a wider range of type font possibilities based on subject matter, audience, and design preferences. Brochures, reports, manuals, newsletters, etc. fall into this category. *Readability and accessibility* should be major considerations in choosing fonts for these pieces.

Metro Branding Type Fonts

Helvetica Regular
ABCDEFGHIJKLM
NOPQRSTUVWXY
Zabcdefghijklmnop
qrstuvwxyz!@#$%

Helvetica Bold
ABCDEFGHIJKL
MNOPQRSTUVW
XYZabcdefghijkl
mnopqrstuvwxyz!
@#$%&*()+

Helvetica Black
ABCDEFGHIJK
LMNOPQRSTU
VWXYZabcdefg
hijklmnopqrstu
vwxyz!@#$%&*(

Humanist777Condensed
FGHIJKLMNOPQRSTUV
WXYZabcdefghijklmno
pqrstuvwxyz!@#$%&

Humanist777
Black Condensed
ABCDEFGHIJKLMNO
PQRSTUVWXYZabcd
efghijklmnopqrstuv
wxyz!@#$%&*()+

Typography is an important part of the Metro brand. When correctly used in print and electronic communications, it helps reinforce a consistent, clear, professional image that is familiar to customers and easy to read.

Please review Official King County Type Fonts, pg 0.6.0 of the King County Graphic Standards & Guidelines; and Guidelines for Accessible Printed Materials, Section 7.0.4 of the King County Metro Graphic Standards for information on County policies and preferences regarding use of type.

The **Helvetica** font family is the most commonly used font for Metro's signing system. Helvetica is an "official" looking font that matches type fonts typically used on other regulatory signs and public information. Variations of Helvetica are used in different sign applications and with predictable informational elements that accompany Metro bus service. For example, Metro bus stops, timetables, bus stop schedules, bus stop rider alerts and coach signs are predominantly produced in Helvetica type.

The **Humanist** font family has a friendly appearance and is used regularly on coach posters, rider alert brochures, and other forms of customer marketing literature.