

## "Micro" Version of the King County Metro Logo

*Some applications are unique to Metro Transit only and are to be used only by this division. Subsequently, use of the King County Metro logo at a size smaller than 1-1/16" must be authorized by Metro Marketing and Information Services, 206-684-1576.*

Micro version  
Smallest Size



Clear Space

"K" height = King County



#### "Micro" version of the King County Metro logo.

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The use of a miniaturization of the King County Metro logo or "micro logo" may be considered when branding is imperative and the application is of small scale or the available space for this branding is very limited. Some examples include; a micro logo used in a cluster where large numbers of other sponsor or partnership logos appear and branding becomes more of an accounting issue; a micro logo used on ID cards, tickets, transfers, bus passes and badges for identification as well as security reasons; a micro logo used on promotional

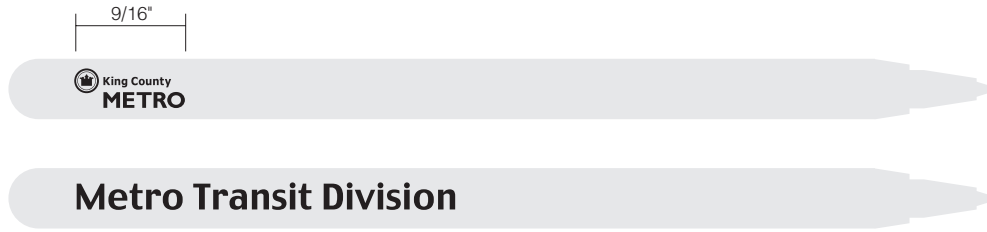
items like pens, pins, buttons, pads, etc., for special programs or events.

#### Technical reasons for creating a micro version logo.

Extreme reduction of the logo can cause visual distortions and spacing irregularities. Also, reproduction processes such as silkscreening and cloisonné are less accurate than offset printing and compound the spreading of characters. Printing on plastic, metal and other unique surfaces can further reduce readability.

To lessen these effects, an adjusted version of the King County Metro logo was created for use at small scale. The micro logo provides more leading between the lines and more kerning between the characters to help retain legibility at extreme smaller sizes.

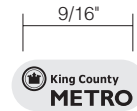
*Writing Instruments*



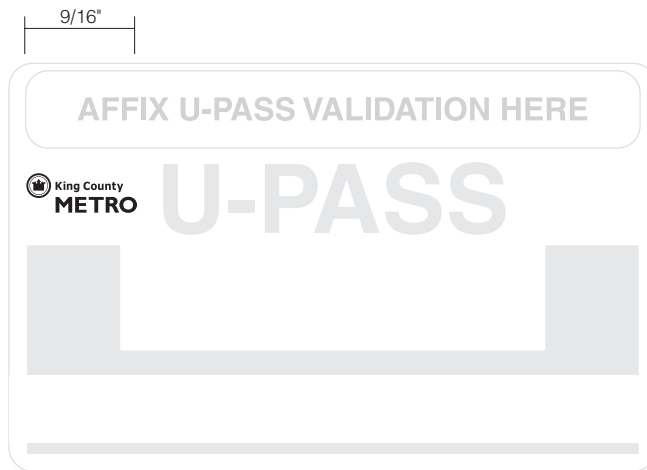
*Buttons, Badges*



*Jewelry*



*Passes, ID Cards, Transfers*



*Partnership Arrangements*



Tickets and Passes

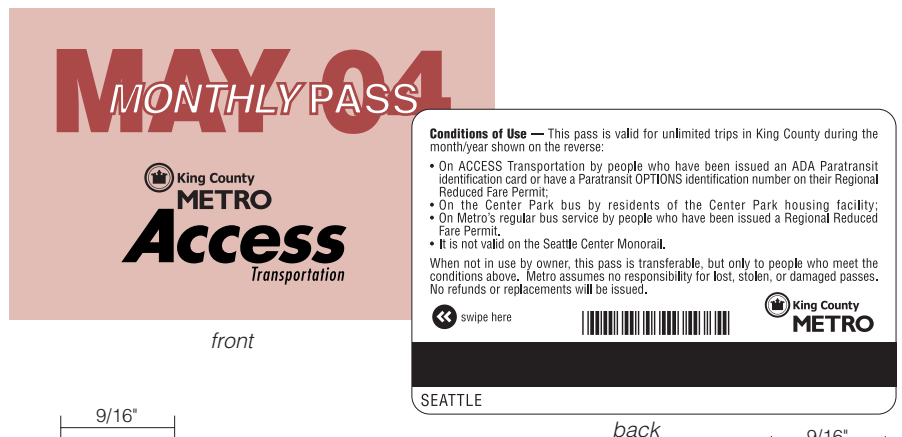
**Standard Metro Pass**

Front: no KC Metro logo  
 Back: 9/16" micro KC Metro logo–black  
 Positioned above other partners



**Metro Sub-brand Pass**

Front: ACCESS & Vanpool text identity with KC Metro logo  
 Back: 9/16" micro KC Metro logo–black



**Metro with Partners Pass**

Front: 9/16" micro KC Metro logo–black  
 Positioned above other partners  
 Back: 9/16" micro KC Metro logo–black  
 Positioned above other partners



**Metro Specialized Pass**

Front: 9/16" micro KC Metro logo–black  
 Back: 9/16" micro KC Metro logo  
 Printed in the same color as entire back

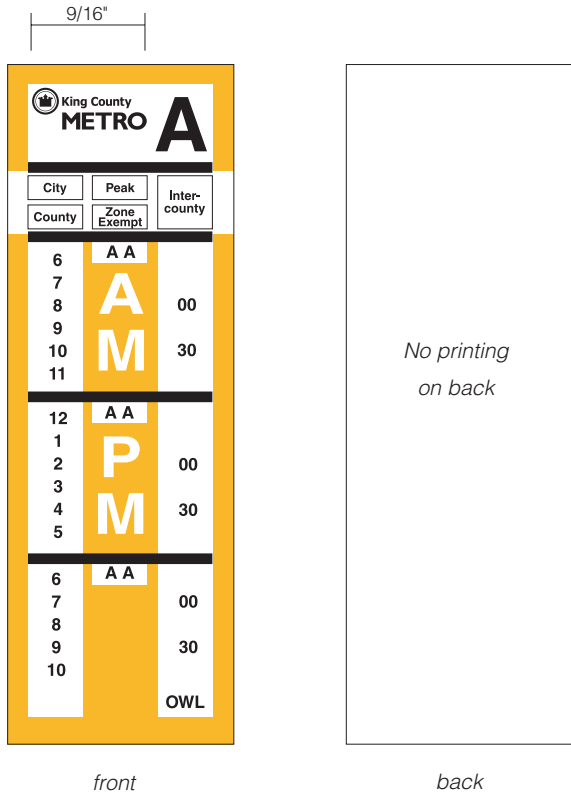


Transfers

**Standard Metro Pass**

Front: 9/16" micro KC Metro logo–black

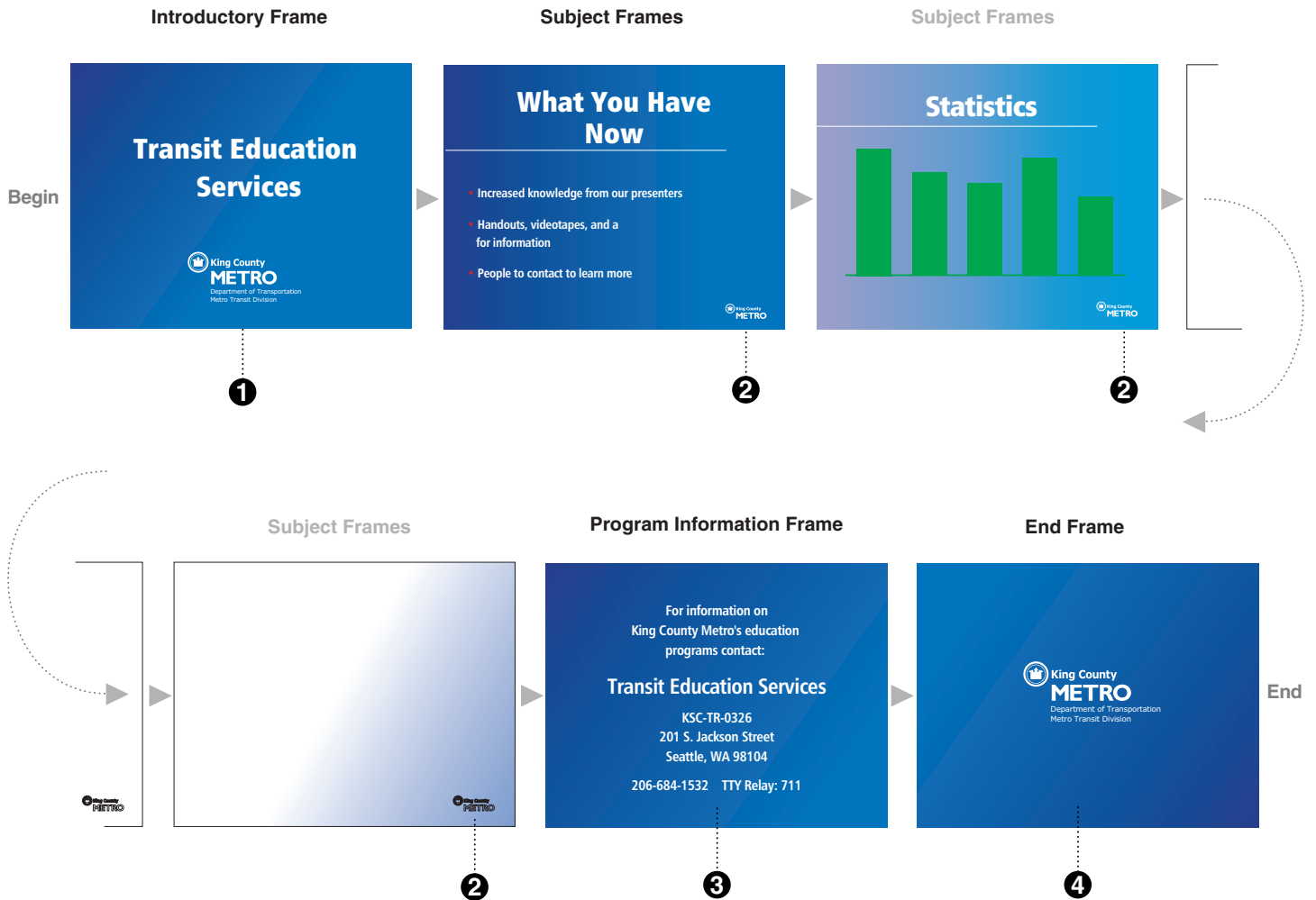
Back: no KC Metro logo



## PowerPoint–Branding Requirements

**Branding Requirement**

- Frame Organization as shown
- Logo & agency information



1. **Introductory Frame:** King County Metro logo, Department of Transportation and Metro Transit Division text below.
2. **Subject Frames:** King County Metro logo appears on *every* subject frame in the lower right corner.
3. **Program Information Frame:** Contains all reference information about program (name, phone numbers, e-mail, address, etc.). Does not require logo, but the words "King County Metro" must be in the text. This page can be positioned either at the beginning or near the end of the presentation.
4. **End/Front Frame:** King County Metro logo, Department of Transportation and Metro Transit Division text below.
  - Sizing of the King County Metro logo must be in the proportions indicated on the following page.
  - King County Metro logo must appear in black or white (reverse) only.
  - Reasonable contrast between logo and background should be maintained but should not compete with presentation elements.
  - Recommended font is Humanist (alternate Helvetica or Arial), if available, since it matches fonts used in other promotional materials.

# PowerPoint – Logo Placement and Sample Proportions

## 1 Introductory Frame



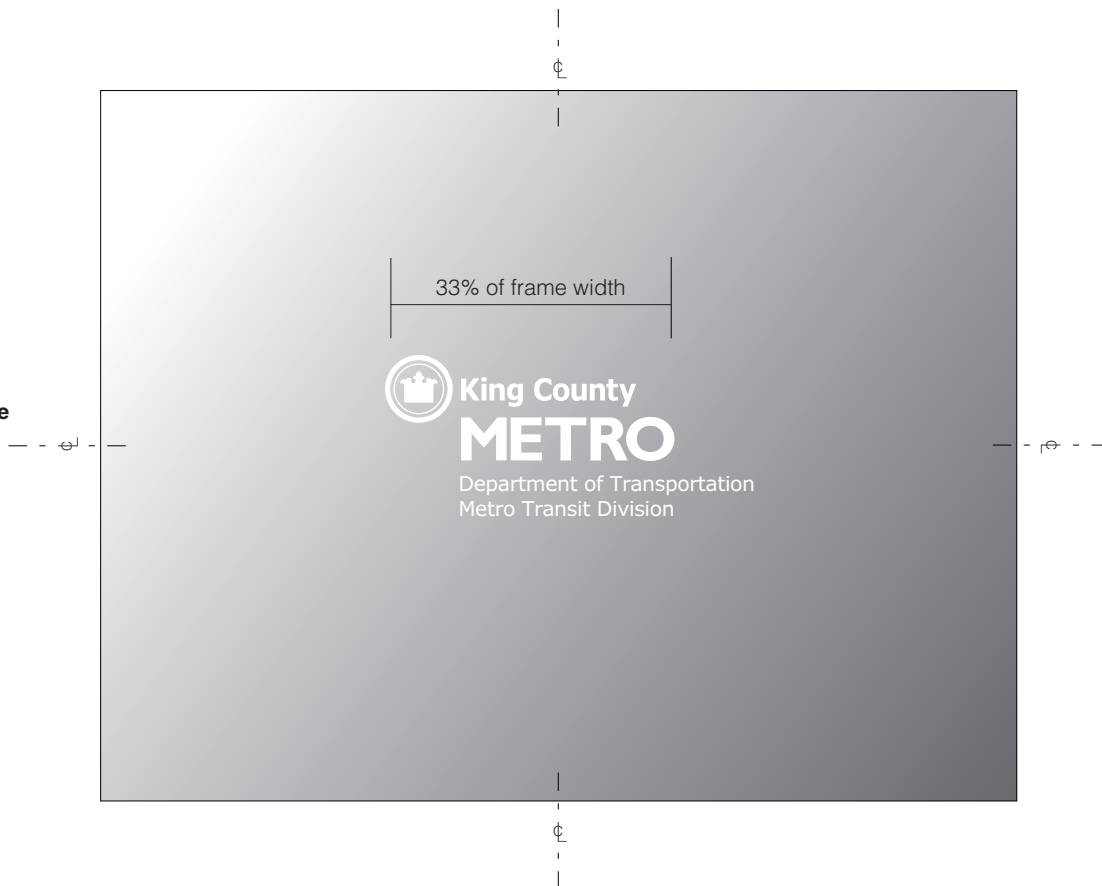
25% of frame width

## 2 Subject Frames



11% of frame width

## 4 Front or End Frame



33% of frame width

Fax Cover Sheet

**A**  
**Agency Information Block**  
Same as official county letterhead

 **King County METRO**  
**Metro Transit Division**  
Department of Transportation  
King Street Center, KSC-TR-0970  
201 South Jackson Street  
Seattle, WA 98104-3856  
**206-296-3434** 206-296-3434 Fax  
206-296-7549 TTY  
www.metrokc.gov

COVER SHEET **FAX**

**B**  
**Sender's Information**

To: \_\_\_\_\_ From: \_\_\_\_\_  
Fax: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Phone: \_\_\_\_\_ No. of Pages (including cover page): \_\_\_\_\_  
Re: \_\_\_\_\_ Date: \_\_\_\_\_  
CC: \_\_\_\_\_

Urgent     For Review     Please Comment     Please Reply     Please Recycle

**C**  
**Comments or Customized Area**

Comments:  
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**D**  
**Additional Statements:**  
*(Optional) Disclaimers, confidentiality or other important information*

***This facsimile transmission is intended only for the addressee shown...***

ES 2019 (rev 3/02)



**Paper:** 8.5" x11", 20# bond, 30% recycled, white  
**Ink:** Black

**Printing:** 8.5" x11" sheets are offset printed on a per job basis. Available in boxes of 500 ea.

**Use:** This format is required for use by all Metro agencies and should be used for all internal and external faxing of documents.

**Placing an Order**

Ordering fax cover pages is the same as placing an order for letterhead. Please provide enough information that meets the needs of your agency.

**GCIU Union Logo and Recycled Paper Logo:** If your publication is printed in the King County Printshop, these logos must appear on all Fax Cover Pages as shown in the lower right corner. The GCIU logo must be placed, either electronically or manually, by staff of the King County Graphic Design and Production Services.



Fax Cover Sheet

**B Sender's Information**

The diagram shows a standard fax cover sheet with the following fields and callouts:

- 1**: To: (Recipient of fax)
- 2**: Fax: (Recipient's fax number)
- 3**: Phone: (Recipient's telephone number)
- 4**: Re: (Subject of fax communication)
- 5**: From: (Author/sender of fax)
- 6**: Phone: (Author/sender's telephone number)
- 7**: Fax: (Author/sender's fax number)
- 8**: No. of Pages (including cover page): (Total number of pages)
- 9**: Date: (Date fax sent)
- 10**: CC: (Name(s) of additional parties)
- 11**:  Urgent,  For Review,  Please Comment,  Please Reply (Action checkboxes)
- 12**:  For Review (Specific checkbox)
- 13**:  Please Comment (Specific checkbox)
- 14**:  Please Reply (Specific checkbox)
- 16**: Comments: (Additional information area)

- |   |  |
|---|--|
| <ol style="list-style-type: none"> <li>1. <b>To:</b> Recipient of fax</li> <li>2. <b>Fax No.:</b> Recipient's fax number</li> <li>3. <b>Phone:</b> Recipient's telephone number</li> <li>4. <b>Re:</b> Subject of fax communication</li> <li>5. <b>From:</b> Author/sender of fax</li> <li>6. <b>Phone:</b> Author/sender's telephone number</li> <li>7. <b>Fax No.:</b> Author/sender's fax number</li> <li>8. <b>No. of Pages:</b> Total number of pages including cover page</li> <li>9. <b>Date:</b> Date fax sent (month, day and year)</li> <li>10. <b>CC:</b> Name(s) of additional parties to whom the fax was also sent faxes</li> </ol> | <ol style="list-style-type: none"> <li>11. <b>Urgent:</b> Immediate attention, action or response required</li> <li>12. <b>For Review:</b> Please read the information in the fax</li> <li>13. <b>Please Comment:</b> Requests comments on the information on the fax</li> <li>14. <b>Please Reply:</b> Communicate with author/sender about the fax</li> <li>15. <b>Comments:</b> Author/sender provides additional information or instructions regarding subject of fax</li> </ol> |
|---|--|

**C Customized Area** (in place of comments area only)

*Shown below is a customized area used by King County Graphics Design and Production Services*

The customized area includes the following elements:

- Please Comment
- Please Reply
- Pease proof, check appropriate box, then fax** (Header for the proofing table)
- |  |  |
|--|--|
| <input type="checkbox"/> <b>OK, print as is</b>                                | <input type="checkbox"/> Tutti Compton 206-205-8545  |
| <input type="checkbox"/> <b>Make changes as indicated, then print</b>          | <input type="checkbox"/> Ned Ahrens 206-205-8553     |
| <input type="checkbox"/> <b>Make changes, then fax for additional proofing</b> | <input type="checkbox"/> Ron Aldridge 206-205-8556   |
|  | <input type="checkbox"/> Judy Bass 206-205-8547      |
|  | <input type="checkbox"/> James Callahan 206-205-8557 |
|  | <input type="checkbox"/> Doug Hammond 206-205-8549   |
|  | <input type="checkbox"/> Vikki Johnson 206-205-8550  |
|  | <input type="checkbox"/> Sue McCauley 206-205-8548   |
- Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_
- Notes:** \_\_\_\_\_