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Yellow
Pantone: 1235 C
CMYK: C:0, M:29, Y:91, K:0
Vinyl: 3M 7125-25 Sunflower
Paint: Matthews: MP31456, satin



Red
Pantone 186C
CCMYK: C:0, M:100, Y:76, K:0
Vinyl: 3M 7125-263 Perfect Match Red
Paint: Matthews: MP00643, satin



Teal
Pantone: 329C
CMYK: C:100, M:0, Y:46, K:46
Vinyl: 3M 7125-357 Bermuda Blue
Paint: Matthews: MP23643, satin



Blue
Pantone: 300C
CMYK: C:100, M:44, Y:0, K:0
Vinyl: 3M 7125-57 Olympic Blue
Paint: Matthews: MP00366, satin



Black
Pantone: Black
CMYK: C:0, M:0, Y:0, K:100
Vinyl: 3M 7125-12 Black
Paint: Matthews Black, satin



White
CMYK: C:0, M:0, Y:0, K:0
Vinyl: 3M 7125-10 White
Paint: Matthews: MP-N202, satin

King County Metro Transit uses a standard palette of colors to help the public identify key assets of the sign system and provide strong visual cues to the Metro brand. These colors are consistently used throughout Metro's visual identity, bus paint schemes and signage system. The primary color used for bus stop signs is yellow. Bus stop signs are accented with red and teal. Black and white are used for symbols and information. Blue is used for accessible symbols. Together, these colors reinforce a clear impression of the Metro system in the public's eyes. When working with Metro signs that are highly visible to our customers, these colors should be used.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Humanist 777 Bold Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Humanist 777 Black Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Transit Bold Italic

Humanist 777 Condensed Bold is the sign system's "messaging" typeface and is used for the majority of the sign program.

Humanist 777 Condensed Black is for stop numbers, rider information and ride free area graphics.

Transit Bold Italic is for modifier messages and found only on route blocks. Transit is used in lieu of Humanist because Humanist 777 Condensed does not have italic fonts.

Proper kerning—the space between letters—is critical for legibility. To date, art for sign panels has been created in Adobe Illustrator with the setting: Kerning=10% em. All messages should appear in upper and lower case "Title Case" on signs, except prepositions (and, to), and on certain customer information and regulatory signs where complete sentences are used. Upper case letters

are to be used on "Stop Name Blocks" and signs with tactile raised letters or on code-required signage as mandated by the governing agency.

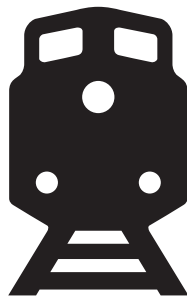
These typefaces provide a distinctive character for the sign system, while addressing the legibility requirements of ADA regulations and TCRP recommendations.

Implementing the layouts includes extremely tight typographic specifications which have successfully tested font use through sizing; spacing—kerning and leading; upper and lower case use; exact type weights and line positioning. See templates which shows how each graphic layout is being created by Metro's in-house design staff.

Typeface use to be managed by Metro design staff only.



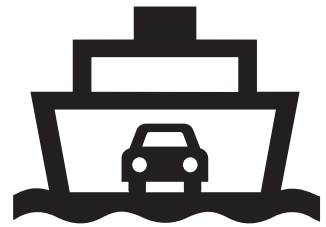
Airport



Commuter Rail

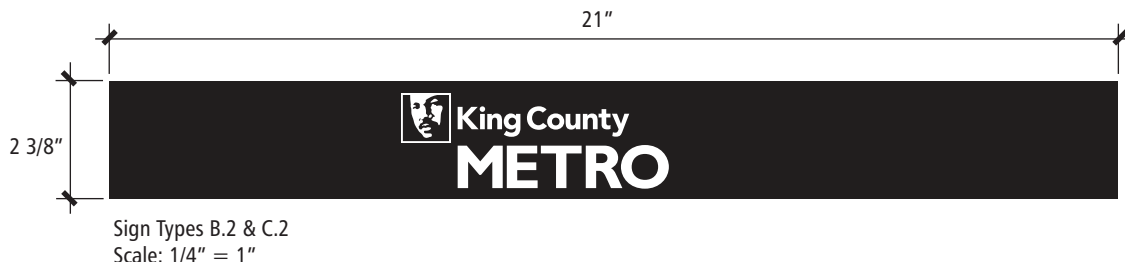
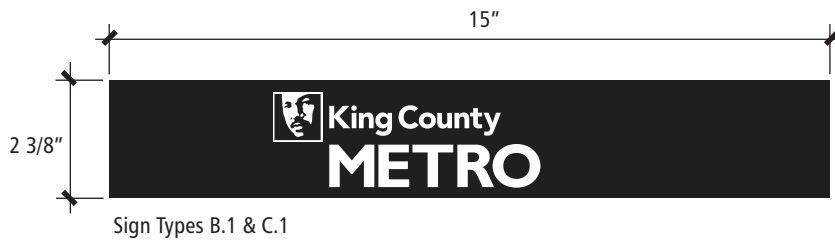
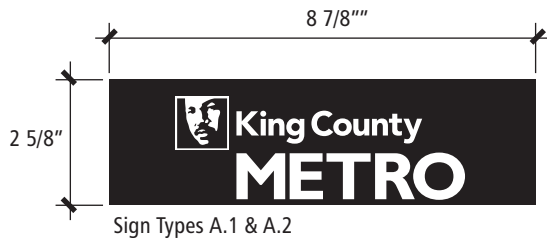


Light Rail



Ferry

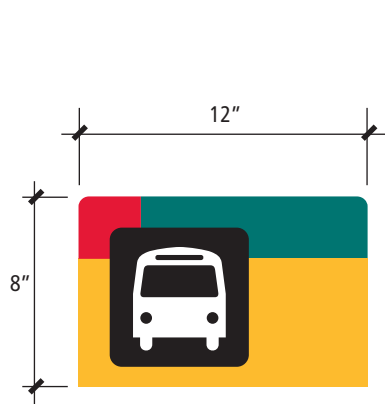
These symbols are used to designate bus routes that intersect with other modes of transportation. The symbols are used on route blocks in combination with a bus route number. See Metro's database for specific symbol usage.



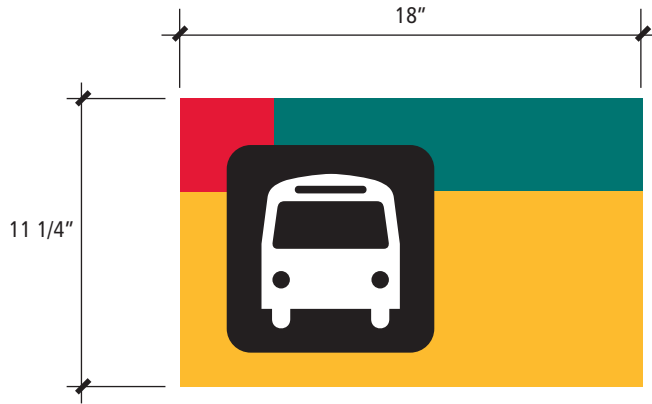
The King County Metro logo consists of the King County logo and the word METRO in all caps located directly below. This combination must appear in this fixed arrangement only. The King County Metro logo must never be altered, redrawn or reproduced from secondary copies. The logo must always be reproduced from authorized electronic files or authorized reproduction-quality originals. The logo should be consistently used for signs in the sizes and colors shown above.

Colors:

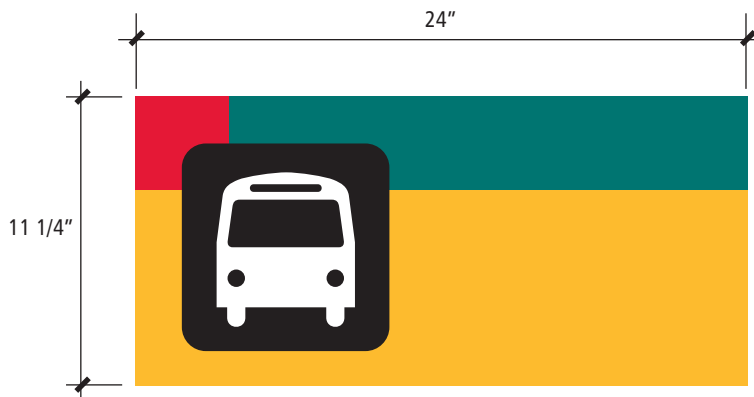
Background is black and logo is white.



Sign Types A.1 & A.2



Sign Types B.1 & C.1



Sign Types B.2 & C.2

The bus stop sign face layout is the prime identifier for bus stops. The arrangement and composition of this sign is key to maintaining Metro's brand recognition. It's color palette and graphic design has been created to enhance and compliment Metro's current bus paint schemes. The bus stop identity should be consistently used in the sizes and colors shown above.

Colors:

Background: Yellow
Header right: Red
Header left: Teal
Symbol background: Black
Symbol: White



Content:

Metro web site
Metro customer information telephone number
Information symbol

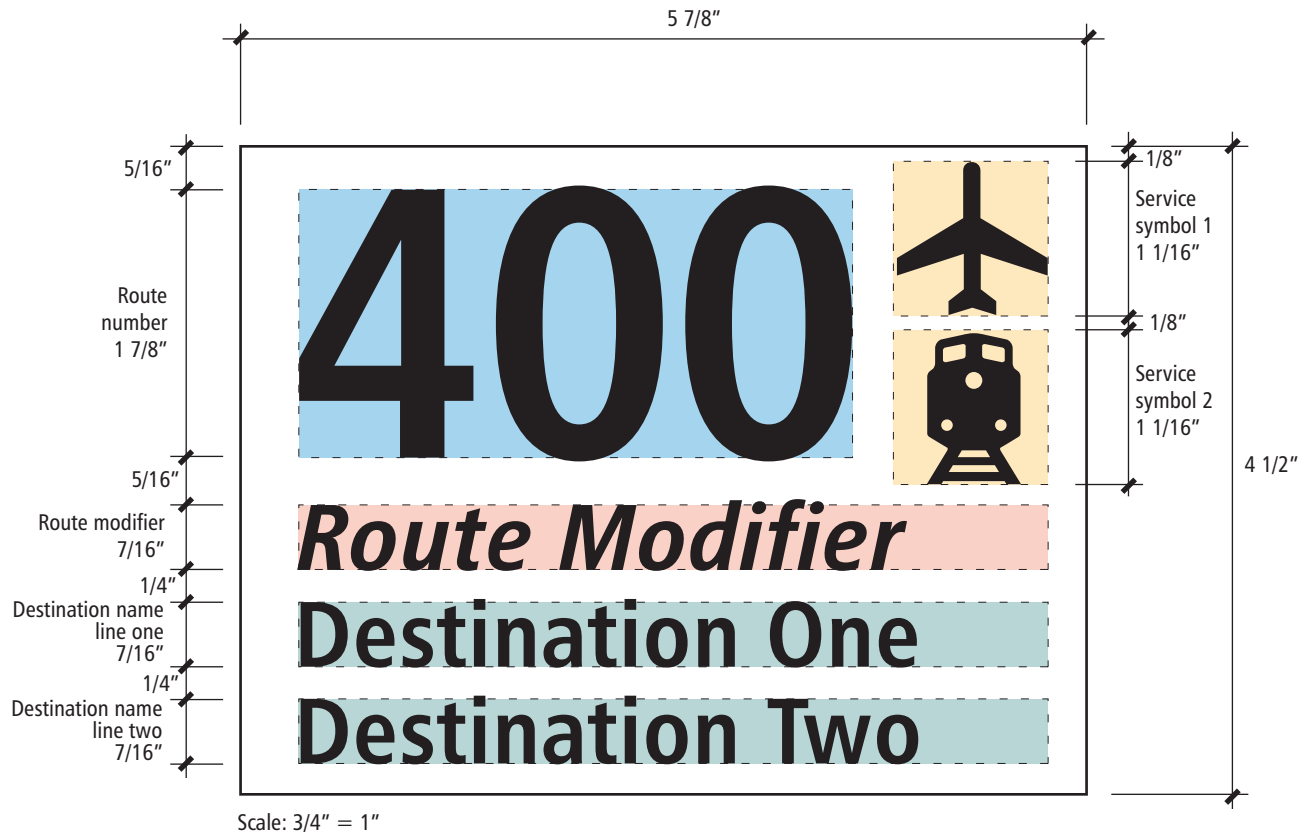
Typefaces:

Humanist 777 Condensed Black

Colors:

Background is white and text is black.

The rider information graphic should be consistently used in the sizes and colors shown above.



The "Route Block" is the key building block of the sign system and determines the overall sign face size for all sign types. A Route Block's height and width does not change for any sign type. Each Route Block contains a bus's route number, a bus's destination name, and it's route modifier description. When a bus route intersects with another mode of transportation, such as an airports or train station, then the appropriate service symbol is placed adjacent to the route number. See route database for service symbol usage.

Content:

Route blocks are able to display 1, 2 or 3 digit route numbers.

Route modifier and destination names are able to display maximum 17 characters per line.

Up to 2 service symbols may be displayed.

Typefaces:

Humanist 777 Condensed Bold:

Route numbers and destination names

Transit Bold Italic:

Route modifier

Colors:

Background is white and text is black.

Colors shown behind information above indicates maximum text area and is not included on actual signs. See page 6.8 for layout templates.



3 Digits with 2 Symbols Template



3 Digits with 1 Symbol Template



3 Digits with No Symbol Template



2 Digits with 2 Symbols Template



2 Digits with 1 Symbol Template



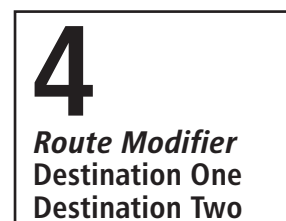
2 Digits with No Symbol Template



1 Digit with 2 Symbols Template



1 Digit with 1 Symbol Template



1 Digit with No Symbol Template

Route blocks are able to display 1, 2 or 3 digit route numbers. The spacing relationship between the right side of route number and the left side of the service symbol is to remain consistent. Shown above are templates to be used for 1, 2 and 3 digit route numbers and illustrate how 1 or 2 symbols are placed in relation to the route number.



Scale: 3/4" = 1"

Stop Number Information Block:

Each stop is designated with a stop number. This number is referenced when a sign requires maintenance. Stop numbers are maximum 5 digits. The stop number graphic should be consistently used in the sizes and colors shown above.

Typeface:

Humanist 777 Condensed Black
Kerning is to be set at 120% em.
All capital letters are to be used.

Colors:

Background is white and text is black.

Ride Free Area Information Block:

Signs located within the Downtown Seattle ride free area display this graphic. The ride free area graphic should be consistently used in the sizes and colors shown above.

Typeface:

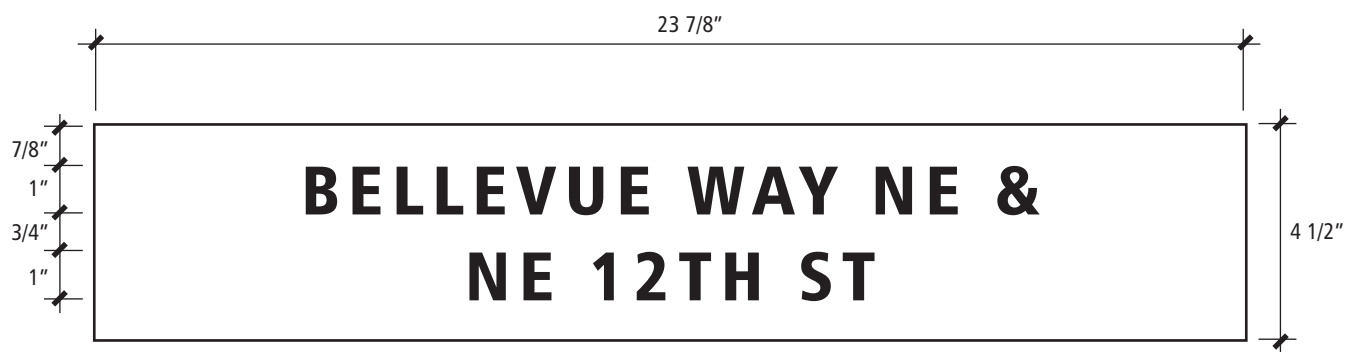
Humanist 777 Condensed Black
Kerning is to be set at 50% em.

Colors:

Background is teal and text is white.



Sign Types B.1 & C.1



Sign Types B.2 & C.2

Scale: 1/4" = 1"

Each Sign Type B.1, B.2, C.1 and C.2 contains an area for it's stop name. The Stop Name Block shares the same height as a Route Block and does not change for any sign type.

Content:

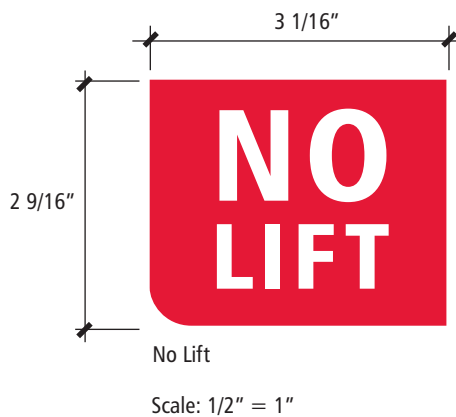
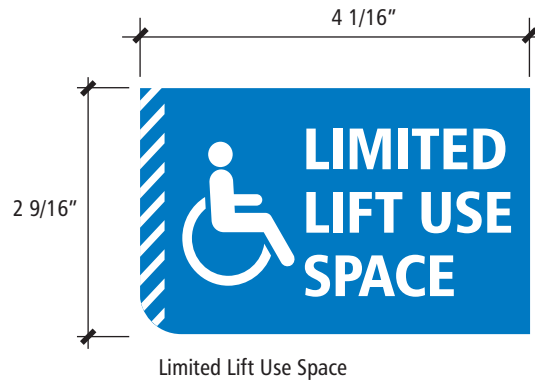
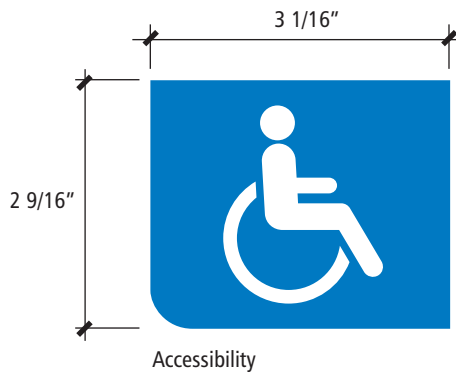
See route database for stop name verbiage. Maximum 17 character length per line. Text is centered on the width of the block.

Typeface:

Humanist 777 Condensed Black
Kerning is to be set at 120% em.
All capital letters are to be used.

Colors:

Background is white and text is black.



Accessibility: Indicates a zone at which the lift is to be deployed upon request and is designated to have accessible service.

Colors:

White on blue background.

Limited Lift Use Space: Indicates a zone at which the lift will operate, but there is only sufficient room for passengers to board or deboard.

Colors:

White on blue background.

Typeface:

Humanist 777 Condensed Black

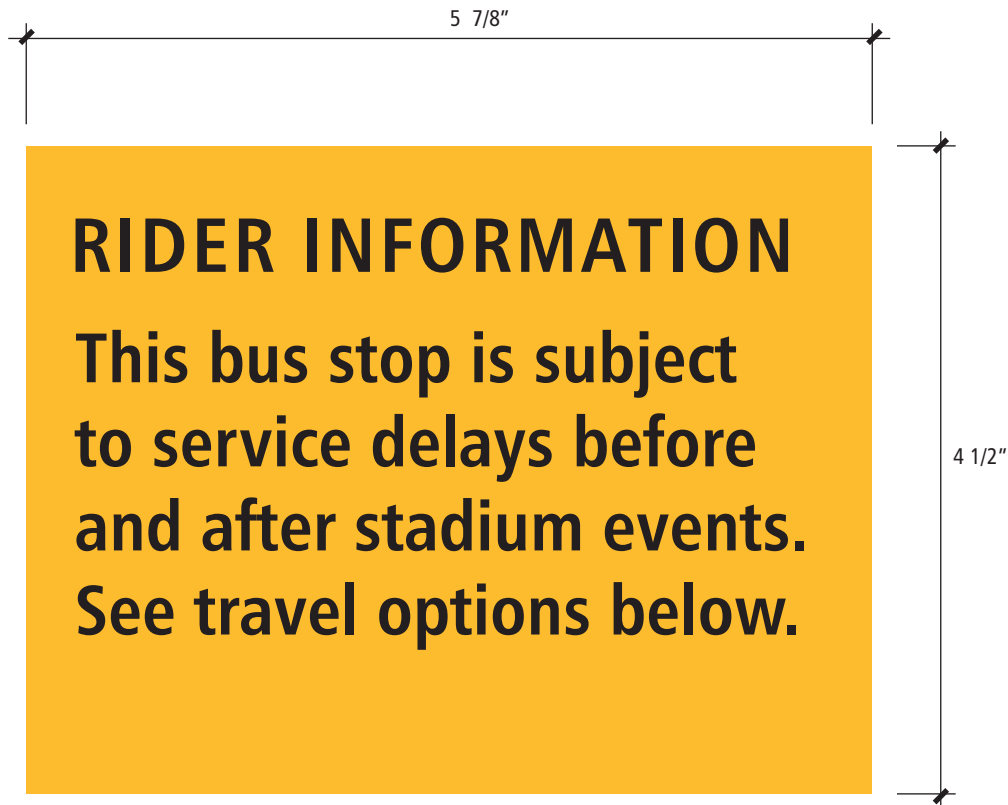
No Lift: Indicates a zone at which the lift is unable to be deployed.

Colors: White on red background.

Typeface:

Humanist 777 Condensed Black

The lift use symbols should be consistently used in the sizes and colors shown above.



Scale: 3/4" = 1"



A zone specific rider information block is located at a bus stop where schedules are affected by large scale public events, such as baseball and football games. These information blocks are the same size as a Route Block and are to be located in the lower right corner of the route block grid area. See route database for verbiage.

Typefaces:

Humanist 777 Condensed Bold

Colors:

Background is yellow and text is black.