



Brand Standards Guide

Introduction

Some people talk about brand and refer to slogans and logos but it's so much more. Our brand is a reflection of everything we do and say, everything we print and broadcast. Help Hampton Roads Transit continue building its brand and a reputation for excellence by following the guidelines presented in this brand identity guide.

The resources presented should inspire Hampton Roads Transit employees to tell a compelling story about the HRT experience.



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Logo

The Hampton Roads Transit logo represents us at every level of communications and is vitally important to our brand. It acts as an identifier and our signature. It should always be the most consistent component in our communications.

In order to maintain this consistency, a few simple guidelines should be followed.



The Hampton Roads Transit logo should never be recreated, stretched, typeset or altered in any way. Only official logo files should be used in communications.



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Logo: Primary Usage

The primary option for the Hampton Roads Transit logo comes in two forms: stacked and horizontal. The logomark and type should never be split apart and should remain unaltered.





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Logo: Secondary Usage

For more casual or internal communications, black or white (reverse) options can be used. This is also suitable for grayscale printing.





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Colors

Our approach to color is bold and simple with blue, cyan, and green serving as anchor points. For the primary colors, please use only the CMYK, HEX, and PMS values. This helps maintain brand recognition and consistency.



CMYK: 86, 72, 0, 0
HEX: #3b5aa8



CMYK: 66, 11, 0, 0
HEX: #38b2e6



CMYK: 63, 0, 100, 0
HEX: #68bd45



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Typography

Font selection is a key component in the creation of successful communications. Typography should not only be functional but should work in concert with the overall design of internal and external communications to help define Hampton Roads Transit's message.

For legibility, headlines, bulletins and safety communications should be set in **Helvetica Neue Bold** with tightened kerning where possible.

Helvetica Neue Bold

Helvetica Neue Bold

Calibri Regular is Hampton Roads Transit's preferred choice for the body type in memos, documents, and e-mails.

Calibri Regular

Calibri Regular Bold

Calibri Italic





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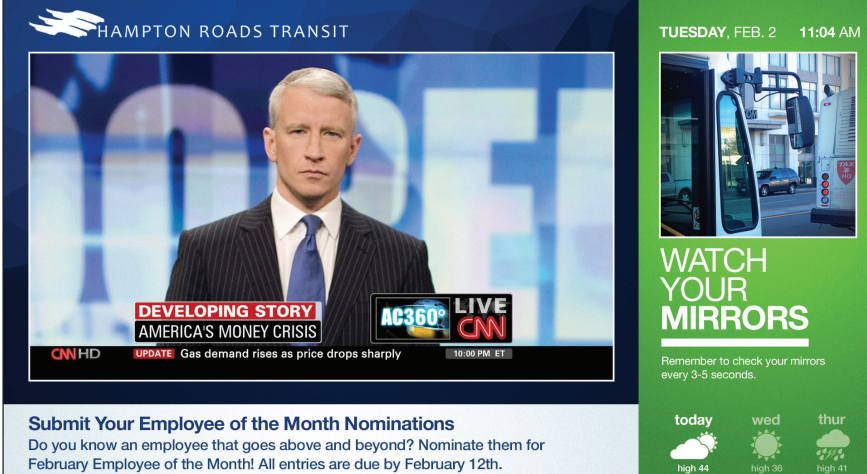
Examples of Proper Usage

As our **community** grows, so does **Hampton Roads Transit**.

Our vision is to be the most efficient transit agency in Virginia.

gohrt.com



Submit Your Employee of the Month Nominations
Do you know an employee that goes above and beyond? Nominate them for February Employee of the Month! All entries are due by February 12th.

WATCH YOUR MIRRORS
Remember to check your mirrors every 3-5 seconds.


today	wed	thur
high 44	high 36	high 41

Warning

Norfolk City Code – Sec. 34.2.9 – Prohibited conduct

It shall be unlawful and a violation of this chapter, punishable as a class 1 misdemeanor, for any person to: Carry onto or board the public transportation system, a light rail vehicle, or rail transit platform any flammable or explosive substance or hazardous material.


No smoking allowed on the platform area or in the trains.




Examples of Proper Usage

ANNOUNCING

Bay Changes



- The new MAX Route 966 (Silverleaf–Newport News Shipyard) will be assigned to Bay 7.
- Routes 961 and 967 will be reassigned from Bay 10 to Bay 11.
- AM and PM Route 430, currently assigned to Bay 9 and Bay 10, will be consolidated to Bay 10.
- Route 414 will move from Bay 6 to Bay 10.
- Route 427 will move from Bay 6 to Bay 4.



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Join us Thursday, July 30th
from 10 am to 2 pm.

Career Fair

Searching for **Bus Operators**
and **Mechanics!**
\$2000 Mechanic Sign-On Bonus!

Are You Seeking?

- Steady Hours
- A Stable Organization
- Room for Advancement
- Excellent Pay & Fantastic Benefits

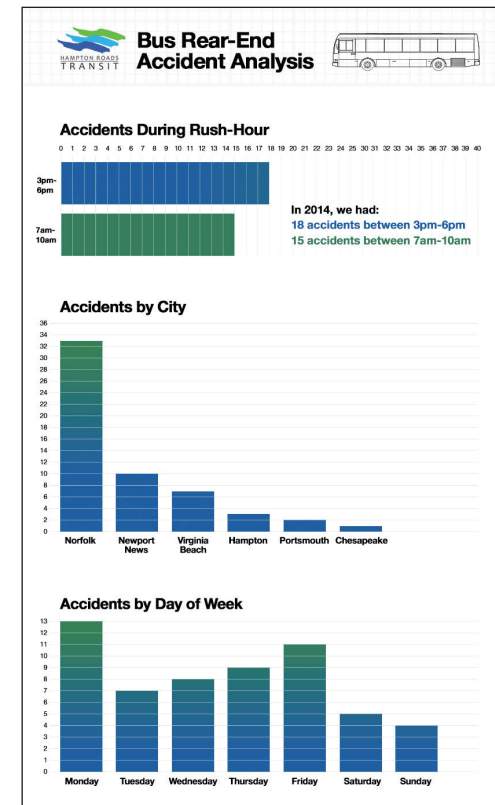
On the Spot Screening and Interviews!

Positions available in Hampton
and Norfolk!



Professional attire is
recommended. Hampton
Roads Transit is an equal
opportunity employer.

3400 Victoria Boulevard
Hampton, VA 23661
(757) 222-6000





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General Inquiries & Variance Requests

For questions about the Hampton Roads Transit Brand Standards Guide, general usage inquiries, or to request current logos, please e-mail

Marketing & Communications – marketingrequests@hrtransit.org.

Additional sub-brands and initiatives may have their own brand guidelines. Please contact Marketing & Communications to request additional information.

External sponsorships, advertising, signage and endorsements should adhere to Hampton Roads Transit standards. We request that variances be submitted to Marketing & Communications for review – marketingrequests@hrtransit.org.