



Santa Cruz METRO

Logo Guidelines

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Our Logo

Our logo spotlights our unique and expressive landscape, so people remember who we are.

The METRO logo draws its inspiration from the iconic beauty of Santa Cruz County. From the rich blue waters of Monterey Bay to the Santa Cruz Mountain Range's golden hills, METRO is dedicated to protecting the communities and ecosystems that thrive in our region by offering clean, sustainable transportation for all. Like METRO itself, our logo reflects and celebrates the remarkable place we call home.

Look closely and you'll notice the smooth wave, bold letters, and balanced alignment of text. This design is emblematic of our brand. METRO strives to be a strong and steady voice for our community, leading the way to a cleaner, greener and more equitable future.



Primary Logo & Minimum Size

When scaling down logo, never size the primary logo less than 54px or .75 inches in height.



.75" (54 pixels)

Primary Logo Clearspace

Clearspace is the minimum distance between the logo and other visual and verbal elements. The width of 2x letter “M” defines the minimum clearspace surrounding the logo.

The logo should never feel crowded or insignificant. Keep enough clearspace around the logo—no graphics or text should come within the boundary outlined on the right.



Secondary Logo & Minimum Size

The horizontal version of logo allows for METRO's name to be more visible by arranging it next to our iconic landscape symbol

This version allows the logo to be scaled down to 18 pixels or .25 inches in height without losing legibility.



Secondary Logo Clearspace

Clearspace is the minimum distance between the logo and other visual and verbal elements. The width of our letter “M” defines the minimum clearspace surrounding the logo.

The logo should never feel crowded or insignificant. Keep enough clearspace around the logo—no graphics or text should come within the boundary outlined on the right.



Logomark & Wordmark

Logomark: In very rare occasions, we use just our iconic landscape logomark. We only use the logomark in applications where the primary or secondary logo would be too small to be legible, like the favicon on our website.

For events/swag, you can use the logomark as long as it is accompanied by our full name else where on product.

Wordmark: While our primary or secondary logo should be used most often, we do have a wordmark to be used as additional branding for unique formats.

Logomark



Wordmark

SANTA CRUZ
METRO

Co-brand/Co-Partnership

We create co-branding when we collaborate with other brands or co-host events.

When placing other logos alongside our primary logo, be sure to size it 20% smaller so that METRO is more prominent. If the secondary logo is used, be sure to size both so they're optically balanced but the partner's logo is never bigger than METRO.



Color Variations

The logo should always be in our core brand colors

Color pairings need to be regulated to maintain a consistent brand impression.

Our logo primarily appears in our three core colors. It may be reversed in white when used on a Deep Blue, Ocean Blue, or Sunset Orange background. Use a Deep Blue logo when the background color is Sunny Yellow .



Single Colorway

When a single-color logo is needed, only use in the color combinations specified on this page.

One Color: Deep Blue and White are the two options for one-color usage.

Black and White: If the logo is to be placed on an greyscale image, such as in newsprint, be sure to use a black and white logo. This is, in fact, a two-color logo and the only usage where the logo components (bird, wave, text) are filled with white, rather than leaving them transparent to the background color.



Logo with Imagery

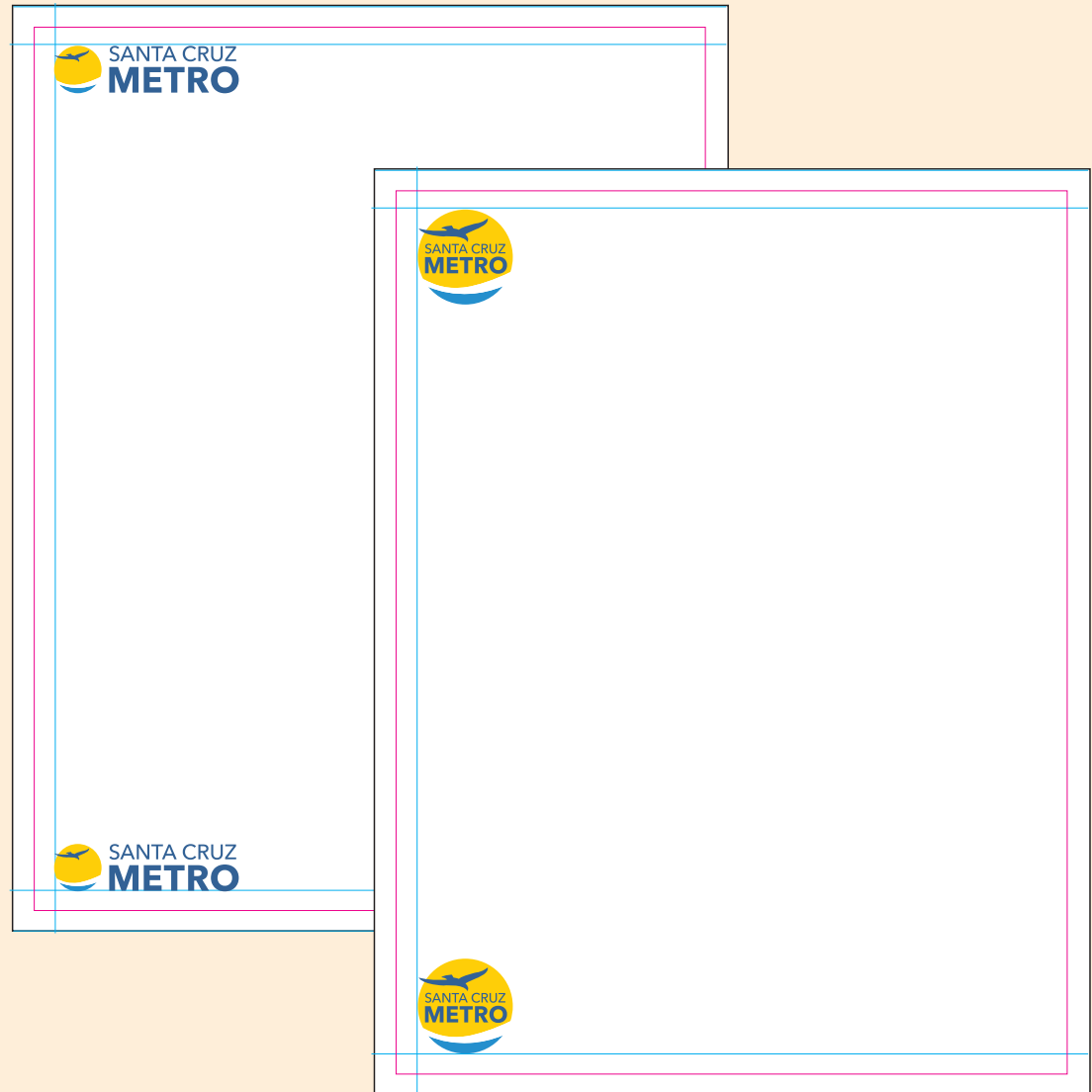
When the logo is placed over a photograph, it should always be clear and legible with the best color option for the photo being used. The logo should always be placed in the top left or bottom left corner, depending on the composition of the photo. See examples shown.



Placement

To provide flexibility but maintain consistency, the logo should always be placed on the left. Either the top or bottom left corner is an acceptable placement.

The left position makes the logo more prominent as we tend to read left to right.



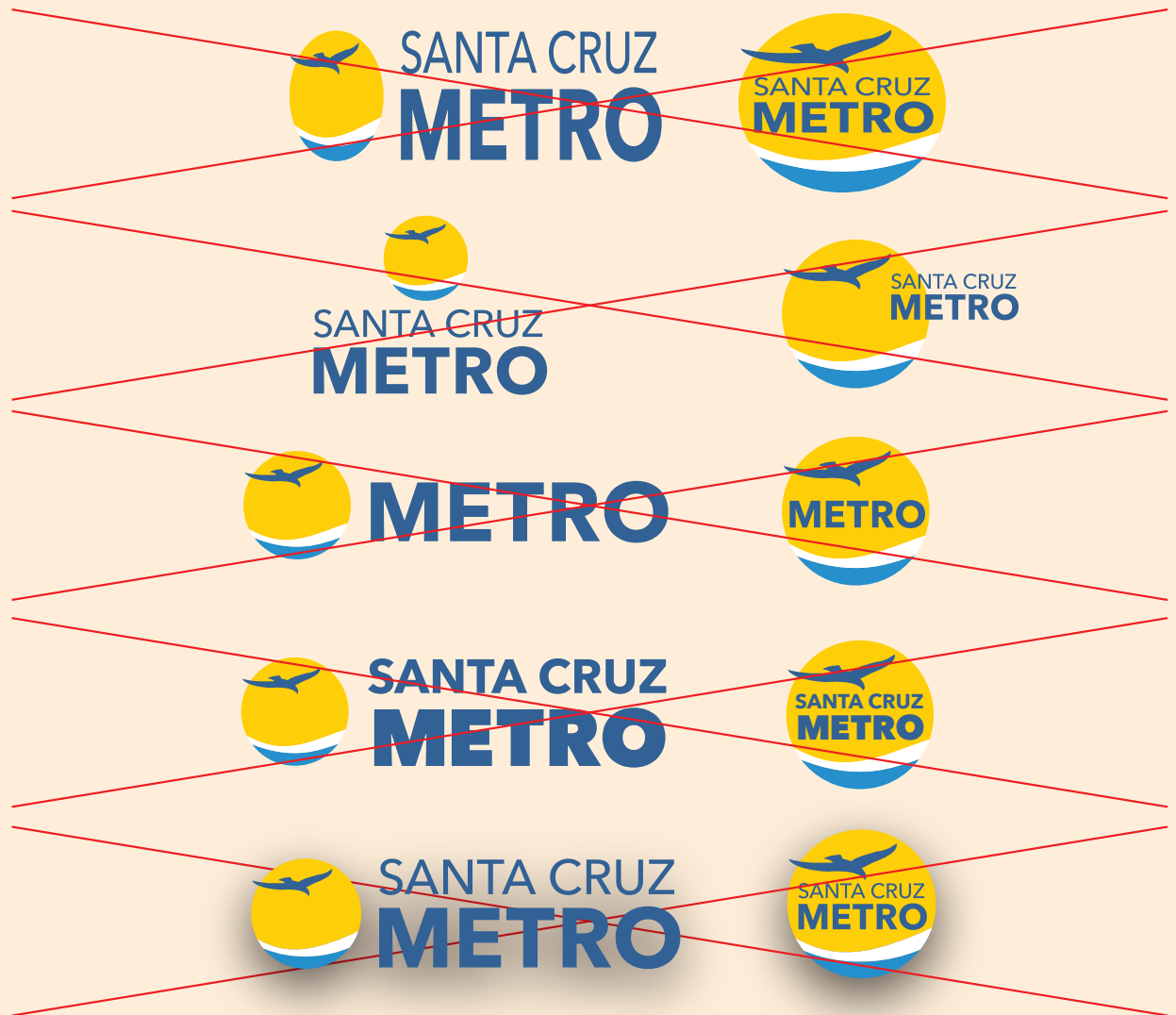
Misuse

Now that you know how to use the logo, here are a few examples of what to avoid.

The Logo should not be misinterpreted or modified. No attempt should be made to alter the Logo in any way. Its orientation, color and composition should remain as indicated in this document.

- Do not distort logo
- Do not change logo name lockup position
- Do not remove any part of logo name
- Do not change the weight of logo name

This list is meant for illustrative purposes, and should not be considered exhaustive



Branded materials must always use the core color palette

<p>Sunny Yellow</p> <p>PANTONE 116C</p> <p>R255G205B0 C0M18Y100K0 HEX FFCE02</p> <p>100% Tint</p> <p>75% Tint</p> <p>50% Tint</p>	<p>Deep Blue</p> <p>PANTONE 653C</p> <p>R49G97B149 C88M64Y18K3 HEX 316195</p> <p>100% Tint</p> <p>75% Tint</p> <p>50% Tint</p>	<p>Black</p> <p>R65G64B66 C0M0Y0K90 HEX 414042</p> <p>100% Tint</p> <p>75% Tint</p> <p>50% Tint</p>
<p>Sunset Orange</p> <p>PANTONE 1375C</p> <p>R255G158B24 C0M45Y96K0 HEX FF9E18</p> <p>100% Tint</p> <p>75% Tint</p> <p>50% Tint</p>	<p>Ocean Blue</p> <p>PANTONE 7689C</p> <p>R21G144B205 C78M31Y1K0 HEX 1990CC</p> <p>100% Tint</p> <p>75% Tint</p> <p>50% Tint</p>	<p>White</p>

Secondary Palette

This is our secondary palette and it is used to enhance applications under limited circumstances.

While proprietary, our secondary colors are less ownable than our core palette, and cannot be used on their own. These colors are primarily used within illustration or when combined with colors from our core palette.

The secondary palette can be use to support the primary palette on specific campaign materials.

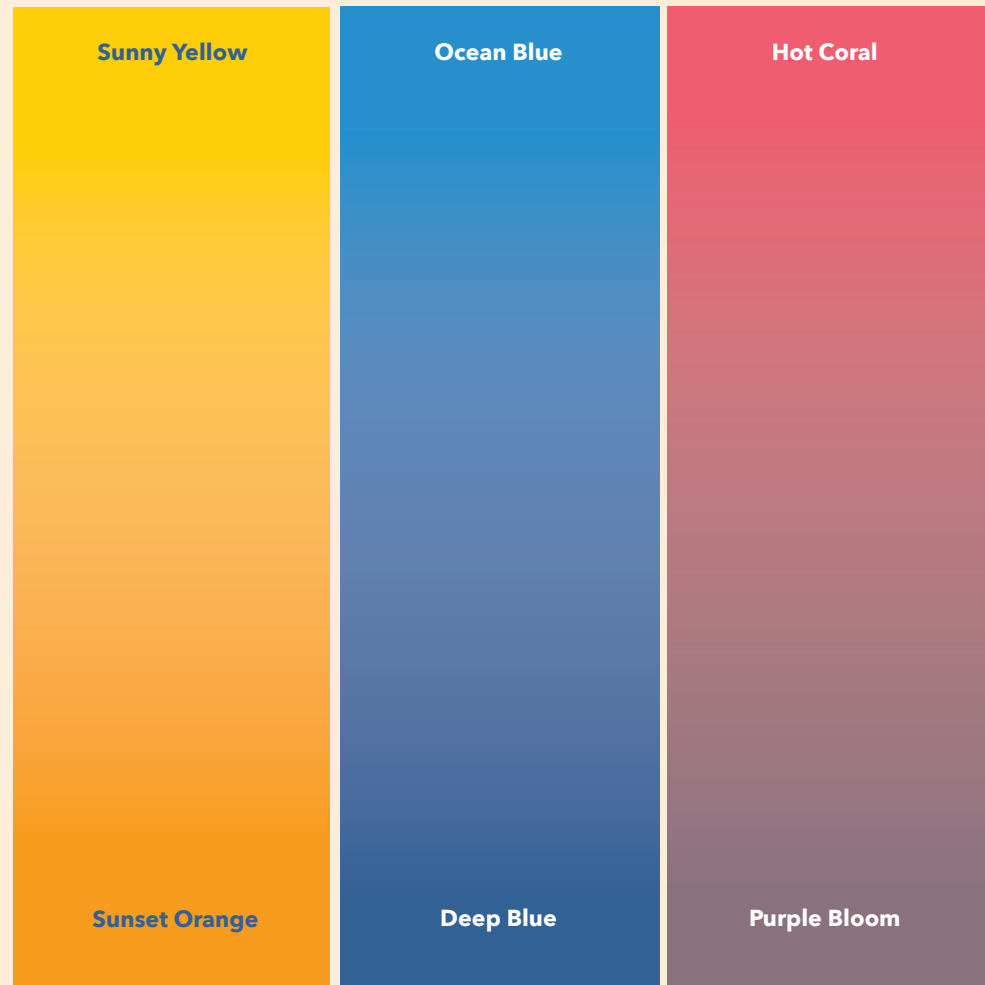
Tint colors’ intended use should always be high contrast between typography and the background color to ensure maximum readability.

<div><div>Purple Bloom</div><div>PANTONE 512C</div><div>R122G56B121 C41M83Y0K29 HEX 7A3879</div><div>100% Tint</div></div> <div><div>75% Tint</div></div> <div><div>50% Tint</div></div>	<div><div>Hot Coral</div><div>PANTONE 1785C</div><div>R240G75B96 C0M86Y53K0 HEX F04B60</div><div>100% Tint</div></div> <div><div>75% Tint</div></div> <div><div>50% Tint</div></div>	<div><div>Seafoam</div><div>PANTONE 7473C</div><div>R25G158B126 C81M16Y64K0 HEX 199E7E</div><div>100% Tint</div></div> <div><div>75% Tint</div></div> <div><div>50% Tint</div></div>
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Gradients

When there is a need to further enhance certain graphic elements the following color gradients created from our color palettes can also be used.

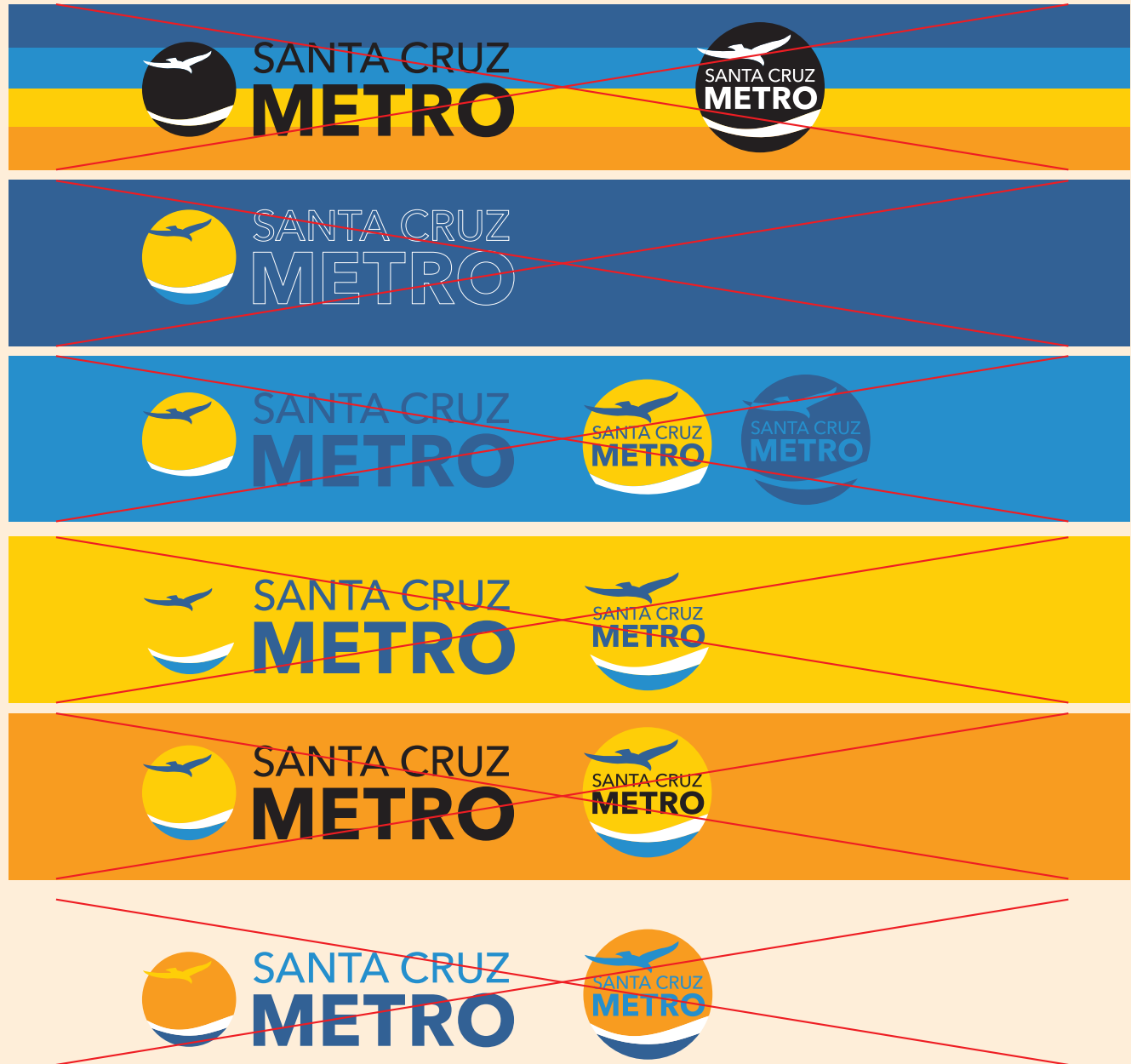
Gradients can be used over an image to give more contrast to text with gradient colors that go from 75-100% opacity to a full transparency.



Color Misuse

Mixing colors can cause legibility issues (or just plain hurt your eyes). Here are some combinations to avoid.

- Do not use black and white logo on color creative
- Do not use logo where core elements disappears into background
- Do not change the color combinations of the logo



Color Misuse with Photography

Do not put either logo on an overly complicated background where it becomes illegible without choosing the right color options.

- Do not use an all-black logo for greyscale photographs
- Do not use a black and white logo on color photographs
- Do not use logo where core elements disappear into background



Primary Typefaces

Our core typeface is Avenir Next, a classic sans-serif that's accessible and unpretentious. It is clean, straightforward and works brilliantly for blocks of copy and headlines alike.

Our typeface family comes in three styles; a strong Bold weight, a confident Demi Bold weight, and a Regular weight.

This allows us to flex our voice across a wide range of communications while keeping a singular and consistent brand impression.

Avenir Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]?+

Avenir Next Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]?+

Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@Bold#\$%^&*()[]?+

Avenir Next Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@Bold#\$%^&()[]?+*

Type Size Relationship

When creating layouts using all three typefaces, clear hierarchy can be established by making sure subheadlines are no larger than 75% of the cap height of the headline, and a different font weight from the paragraph copy.

HEADLINE: Avenir Next Bold 24pt

Santa Cruz Metropolitan Transit District, or simply Santa Cruz METRO, provides bus service throughout Santa Cruz County, California.

SUB HEADING: Avenir Next Demi Bold Small Caps / Sentence Case 18pt

Ridership History

PARAGRAPH: Avenir Next Regular 18pt

In 2022, the system had a ridership of 3,097,100, or about 10,600 per weekday as of the fourth quarter of 2022.

CAPTION: Avenir Next Italic 8pt

Photo by Santa Cruz photographer

Alternate Typefaces

When Avenir Next is not available (e.g. Google Slides, Google Docs, etc.), we use a similar but alternative typeface: Arial.

Arial is a widely used sans-serif typeface and comes standard in all Microsoft and Google applications. For internal communications, it's a strong and easily accessible alternative to preserve our visual style.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]?+

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]?+

Arial Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()[]?+*

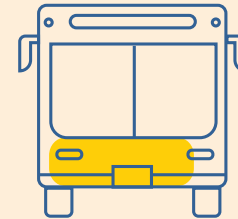
Icons

Consistent and clear iconography is great for brand recognition as they can communicate messages quickly, grab attention, and can be used in a multitude of ways.

Use outlined Icons only with clear /light background.

Full library of icons is growing, most updated file can be requested.

Outlined



In a Circle



Filled

