Clipper

Brand Standards Guide

January 2018

Table of Contents

INTRODUCTION 3

USING THE GUIDELINES 5

BRAND COMPLIANCE 6

IDENTITY 7

THE LOGO 8

Logo Variations 9

Logo Size Requirements 10

Logo Clear Space 11

® Usage 12

Logo Usage 13

Improper Logo Usage 14

Cobranding Lockups 15

THE CLIPPER CARD 16

Card Image Usage 17

Improper Card Image Usage 18

Advertising Standards 19

CUSTOM CLIPPER CARD 20

Custom Card Evaluation Policy 21

Custom Card Specs 23

COLOR PALETTE 24

TYPOGRAPHY 25

LANGUAGE 26

LANGUAGE GUIDELINES 27

NAME USAGE 28

TERMINOLOGY 29

MULTI-LINGUAL TERMINOLOGY 30

CONTACT 32

APPENDICES

A. CLIPPER BRAND COMPLIANCE REVIEW FORM

B. LIMITED-USE TICKET DESIGN STANDARDS

INTRODUCTION

Clipper is the best way for all Bay Area transit riders to travel the Bay Area.

Clipper Overview

In an effort to streamline transit services in the Bay Area, the Metropolitan Transportation Commission (MTC) engaged agencies in creating a single fare card that would be accepted across all transit systems. Originally called TransLink, the interagency program officially launched in 2006 and grew as more transit operators adopted the program in subsequent years.

In 2010, TransLink underwent a comprehensive rebranding to become Clipper®—adopting a fresh look and a new logo. The name "Clipper" is inspired by the speedy clipper ships that used to bring goods and supplies to and from the Bay Area. Playing on the idea of speed, Clipper is the best way for all Bay Area transit riders to travel the Bay Area.

The Clipper brand is now a recognizable symbol of the Bay Area's transit system, representing transit to people around the region and beyond. Our unique identity is one of our most valuable assets. And as Clipper becomes better known, other entities seek to align themselves with our brand, which over time will become more and more associated with the Bay Area.

Clipper offers Bay Area travelers a smart way to pay for trips on virtually every public transit service in the region. By using Clipper, transit riders can take advantage of Clipper benefits such as automatic calculation of discounts and transfers, balance protection for registered cards and compatibility with transit benefits.

MTC manages the Clipper program on behalf of the region's transit operators.

Using the Guidelines

The Clipper name, logo and identity have been carefully designed to convey the promise of speed and simplicity. The following brand usage and graphic standards are intended to ensure approved partners express the brand with consistency across all media.

Who are these guidelines for?
Anyone who would like to use the Clipper identity to promote the brand and/or partner with Clipper, including those developing Clipper cards. While there are many different internal and external audiences, the tools in this book should enable each of us to advocate for Clipper and benefit from being part of the brand's story. Following these guidelines is crucial to ensuring long-term continuity of the Clipper brand.

How should these guidelines be used?
Use these guidelines as the foundation for accepted usage of the Clipper brand including identity (e.g., logos, colors, typography, graphic elements), language (e.g., name, terminology) and other related brand elements.

Why should these guidelines be used?
The Clipper brand name, the Clipper logo and the image of the Clipper card are all registered trademarks and may not be used without permission from MTC. These are, and should always be, the most consistent component in Clipper communications. In order to maintain this consistency, any designed materials referencing the Clipper brand must be reviewed and approved by MTC prior to publication.

Brand Compliance

MTC has oversight of all marketing and communication initiatives referencing the Clipper brand. The Clipper brand name, the Clipper logo and the image of the Clipper card are all registered trademarks and may not be used without permission from MTC. In addition, any use of the Clipper brand must be in compliance with the viewpoint-neutral advertising guidelines for the Clipper program (see Advertising Standards on page 19).

Which materials require MTC approval?

Any materials using the Clipper logo, wordmark, or image of the Clipper card must be approved by MTC prior to publication.

Submit materials for approval if they meet ANY one of the criteria below:

- The materials will reach (be used and/or seen by) a public audience.
- The materials will be professionally printed or produced.
- The materials will be used as a promotion or advertisement.

How can I ensure a smooth brand review experience?

- **Be knowledgeable.** Before publishing any materials, read the Clipper Brand Standards Guide. If you have questions, please send them to clipperbrand@bayareametro.gov.

- **Be thorough.** Submit a completed Clipper Brand Compliance Review form (see Appendix A) along with PDF(s) of your materials to clipperbrand@bayareametro.gov. Please include “BRAND REVIEW” in the subject line of the email.

- **Be prepared and timely.** Allow at least ten (10) business days for MTC review. We recommend that you send your materials to MTC several weeks before you intend on using them in case feedback requires you to revise the materials.

Any materials using the Clipper logo, wordmark, or image of the Clipper card must be approved by MTC prior to publication.

Questions? Send them to clipperbrand@bayareametro.gov.

IDENTITY

The Clipper logo is the primary visual symbol of the brand.

The Logo

The Clipper logo is the primary visual symbol of the brand. Therefore, how it is constructed and placed are of utmost importance in maintaining the integrity of the brand. The look and feel of the Clipper identity is determined by three basic components: the logo icon (the triangle “sails”), color and typography. The logo is the icon combined with the wordmark.

The logo icon and wordmark may be used horizontally or stacked as shown below. Always use the original approved art. Never alter any aspect of it, including the proportion of and relationship between the logo and wordmark. “Clipper” should always be the same height of the third triangle of the larger ship.

The wordmark is the type-only version of the brand, using ITC Avant Garde Gothic font. The wordmark should only appear in one color: either PMS color 7691-C, black or white. It should not appear within a headline, subhead or body text. Use the wordmark files as provided; do not attempt to typeset or recreate it.

Logo, horizontal

CLIPPER®

Logo, stacked

CLIPPER®

Wordmark

CLIPPER®

Logo Variations

The official color for the Clipper logo is PMS color 7691-C (see Color Palette on page 24). When this color is not available, use black on a light background or use the reversed-out logo against a dark background.

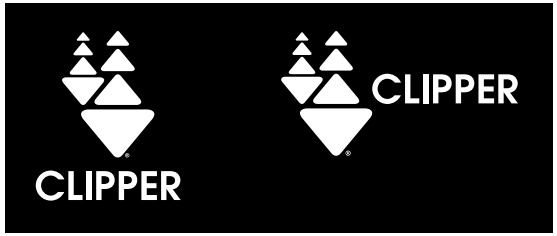
No other colors except for blue, black or white should be used to represent the Clipper logo.

PMS 7691-C

Black

Reversed out on PMS 7691-C

Reversed out on black

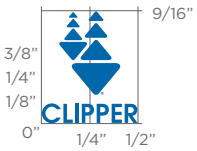


Logo Size Requirements

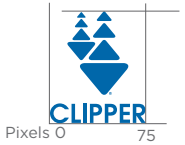
To ensure legibility, the word “Clipper” should be reproduced in print no smaller than 1/2” wide. In digital format, the word Clipper should be no smaller than 75 pixels wide.

Always take care to preserve the integrity and legibility of the logo. The proportions of the logo have been optimized to work within the sizes indicated below. Do not stretch the logo to fill a space. Maintain the proportions as shown below.

Smallest Size for Print

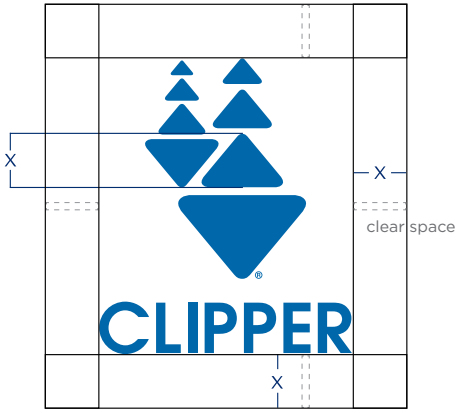


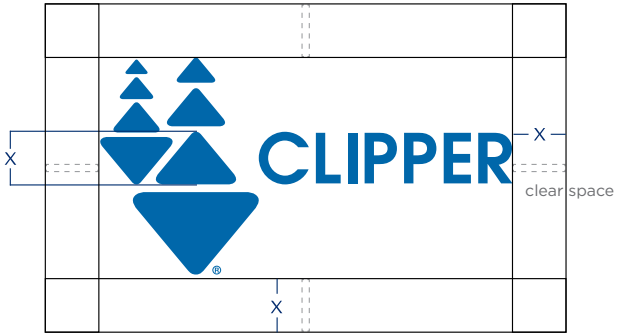
Smallest Size for Web



Logo Clear Space

Clear space provides a protective area surrounding the logo within which no other graphic elements such as another logo, typography, pictures, art or borders may intrude. The clear space is the height of the third triangle in the larger ship as illustrated below. Never allow any other element within the clear space. Even when applying the logo to imagery, try to maintain clear space by keeping the logo against one photographic element such that there are no variations of images within the clear space.





® Usage

The Clipper name and logo are registered service marks. In text, use the registered trademark symbol on first reference only. When using the Clipper wordmark and logo, use the registered trademark symbol as provided in the art files. Do not use the symbol in social media posts.

Wherever the wordmark is used, the baseline of the "®" should line up with the bottom of the letter "R" in the Clipper wordmark.

Wherever the logo icon is used without the wordmark (e.g., on the Clipper card), the baseline of the "®" should line up with the bottom point of the largest triangle.

Note: Initially, some Clipper cards were printed using a "TM" mark next to the logo rather than the "®" mark. Please be sure that you are using the logo with the "®" only.

Logo Usage

Keeping our logo usage consistent will help make it more recognizable with every impression. There are many ways to be creative in our visual communication without violating the logo guidelines. Follow the rules set in these guidelines to ensure the integrity and legibility of the Clipper logo.

Place logo on simple backgrounds.

Spell out "Clipper" within copy blocks.

Tag Your Card

1. When you board the bus, find the Clipper card reader.
2. Hold your card flat against the Clipper logo on the reader.
3. Wait for the beep and green light. Then continue to your seat.

You must tag your Clipper card every time you board, even if you have a 31-Day Pass—your tag is your proof of payment.

If you use your card on transit systems that charge by the distance you travel—BART, Caltrain, Golden Gate Transit, San Francisco Bay Ferry and Sonoma County Transit—you'll need to tag at the

Use the approved logo.

Things to remember

Only use the approved logo and wordmark files as provided. Do not modify, manipulate, distort or change the logo or its proportions in any way.

Use the official color (PMS 7691-C) for the logo and wordmark. Black or white versions are also acceptable.

Place the logo on simple, clean backgrounds. Do not place the logo on backgrounds that impair readability or conflict with the logo colors.

Spell out "Clipper" within copy blocks rather than inserting the logo or wordmark. Do not attempt to recreate the logo font with standard fonts.

Do not use special effects on the logo (e.g., glows, drop shadows, etc.).

Improper Logo Usage

The following guidelines have been developed to increase awareness through consistency. Addressing the most common misuses (but not all), these rules apply to the stacked and horizontal Clipper logos, and the Clipper wordmark.

Do NOT stretch or condense the identity.

Do NOT alter the placement or scale of the elements.

Do NOT crop the identity.

Do NOT add colors to individual elements.

Do NOT alter or replace the typefaces of the identity.

Do NOT place on backgrounds that conflict with the logo colors.

Do NOT place on backgrounds that impair readability.

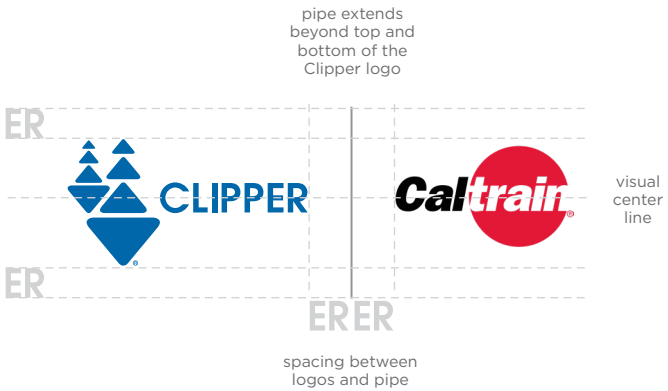
Do NOT use colors other than those specified in this document.

Do NOT use drop shadows, strokes or other visual effects.

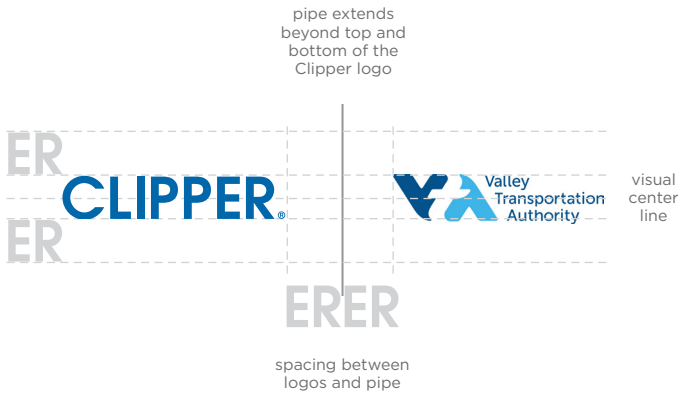
Cobranding Lockups

Co-branded Clipper materials always place the Clipper logo to the left of partner logos. Transit operators may choose whether to place their logos to the left or right of the Clipper logo, as long as the placement observes clear space guidelines (see page 11).

Logo, horizontal



Wordmark



Things to remember

Use the one color version of the Clipper logo on a white background.

Make sure that both logos are of the same visual size.

Horizontally center the logos and separate them with a pipe 0.75 pt line at 50% black.

Extend the pipe beyond the top and bottom of the Clipper logo by the height of the third triangle in the larger ship or the height of the “ER” in CLIPPER, depending on which Clipper mark you’re using.

Maintain clear space around each logo as shown on this page. The space between each logo and the pipe should be the width of the bottom triangle of Clipper logo or the width of the “ER” in CLIPPER.

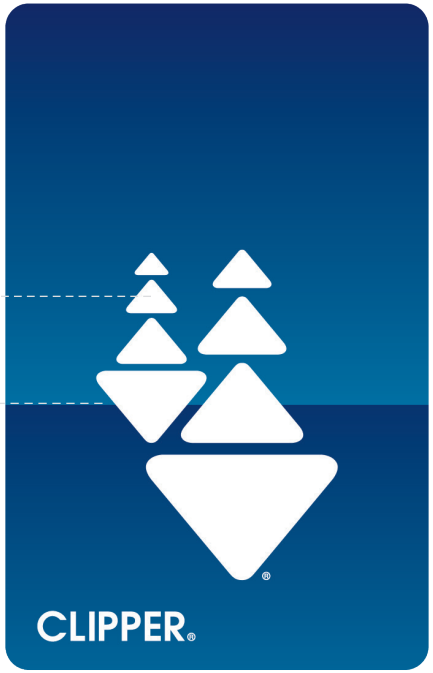
The Clipper Card

The Clipper card is a reloadable, contactless smart card used for electronic transit fare payment in the Bay Area. The card's design is a highly recognizable symbol of the brand, so ubiquitous it's often interchanged with the Clipper logo. Consistent use of the card image is crucial to the brand.

The look and feel of the Clipper card is comprised of: the reversed-out logo icon (the triangle "sails"), and the gradient horizon line that always passes behind the vertical center of the bottom sail of the small ship and the third sail from the top in the large ship.

Logo Icon

Horizon Line



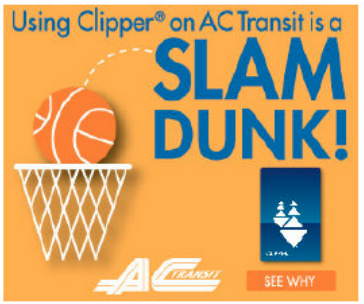
Adult Clipper card
Youth Clipper card

Senior Clipper card

RTC Clipper card

Card Image Usage

All use of the Clipper card image must meet the objectives and criteria set forth in the Advertising Standards (see page 19). Clipper partners should treat the card image as a logo application, interchangeable with the Clipper logo.



Things to remember

Only use the approved Clipper card image as provided. Do not modify, manipulate, distort or change the card image or its colors in any way.

Do not outline the card. For best results, place the card on a white or light color background—the simpler, the better. The use of reflections and drop shadows are permitted.

Show the card image clearly. Do not add any images or type over approved card images.

Place the card image in the most visible and valuable space such as the lower right corner of an ad.

Improper Card Image Usage

These rules address the most common misuses (but not all) of the Clipper card image.

Do NOT outline the card or use it over a dark background.

Do NOT place any type or images over card image.

Do NOT alter the card design and logo application in any way.

Do NOT stretch or distort the card image in any way.

Do NOT skew the card image in any way.

Advertising Standards

The following is a summary of the advertising standards for Clipper cards. In general, Clipper cards shall not display or maintain any content that:

- Is demeaning or disparaging
- Promotes tobacco, alcohol, drugs or illegal goods or services
- Is vulgar, indecent or profane
- Contains inappropriate graphics
- Include firearms
- Contains depictions of violence
- Promotes unlawful or illegal behavior or behavior detrimental to Clipper
- Is false, misleading, deceptive or is libelous or an infringement of copyright
- Contains obscenity or nudity or depicts sexual activities
- Promotes adult-oriented goods or services
- Implies any endorsement by Clipper or is damaging to Clipper or its mission

For a detailed description of the advertising standards and how these terms are defined and applied, visit clipper.mtc.ca.gov.

Custom Clipper Cards

All custom Clipper cards must meet the objectives and criteria set forth in the Advertising Standards (see page 19) and the Evaluation Policy (see page 21).

Card designs must support and encourage the use of transit by highlighting the connections between Clipper and the Bay Area. Custom Clipper cards may commemorate local historical sites and icons, or promote local destinations and events—all promoting convenient and easy travel around the Bay with Clipper.

In order to ensure consistency, custom card fronts should always be designed with a full-color or white background leaving ample clear space in the bottom right corner for the reversed-out Clipper logo to appear clearly and legibly.

Examples of custom Clipper cards

Custom Card Evaluation Policy

MTC evaluates requests and artwork for custom cards based on the following objectives, restrictions and criteria.

Custom Card Program Objectives

Custom cards should:

- Expand the reach of the Clipper program to infrequent and out-of-region riders
- Increase the visibility of Clipper within the Bay Area among local residents and visitors
- Enhance connections between Clipper and the Bay Area (history, local icons, events, etc.)
- Create non-revenue partnership opportunities and/or revenue-generation opportunities for MTC/ transit agencies

General Restrictions

- Public agencies located in the nine-county Bay Area (including federal and state agencies) may propose a custom card that advances specific government purposes, but not for comment on issues of public debate.
- Acceptable proposals from non-government entities must promote for sale, lease or other form of financial benefit a product, service, event or other property interest in primarily a commercial manner for primarily a commercial purpose.

Review and Approval Process

Once staff has reviewed and approved a custom Clipper card proposal, staff recommends production of the card to MTC's director of electronic payments. If agreed by the director, the recommendation is presented to

MTC's executive director or his designee for approval.

Fees
Parties requesting custom cards will be responsible for the card printing costs and the $3 card fee.

Schedule
Timing for custom cards varies depending on whether the cards are printed at the time of manufacture or printed using secondary printing on blank card stock. Custom printing at the time of manufacture is dependent on the timing of card orders being processed and ranges from 6 to 9 months. Custom printing on blank card stock is completed at the rate of about 500 cards a week.

General

MTC reserves the right, from time to time, to suspend, modify, or revoke the application of any or all of this Policy as it deems necessary to comply with legal mandates, or to fulfill the goals and objectives referred to herein. All provisions of this Policy shall be deemed severable.

It is also MTC's policy and practice to assure equal application of this Policy without regard to race, color, marital status, sexual orientation, religion, national origin, ancestry, age, sex, gender identity, disability, medical condition, or Vietnam Era veterans' status.

A full description of the process and criteria can be found at clipper.mtc.ca.gov.

Custom Card Requests

Submit requests in writing to clipper_custom@bayareametro.gov.

All custom card requests must include:

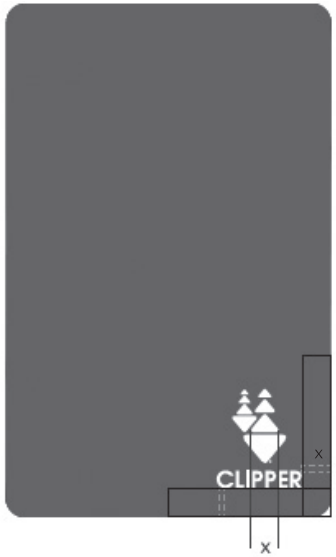
- A completed Brand Review Form (see Appendix A).
- Description of how the proposed card meets the Custom Card Evaluation Policy criteria, the number of cards requested and the proposed distribution plan.
- Artwork (see Custom Card Specs on page 23).

Custom Card Specs

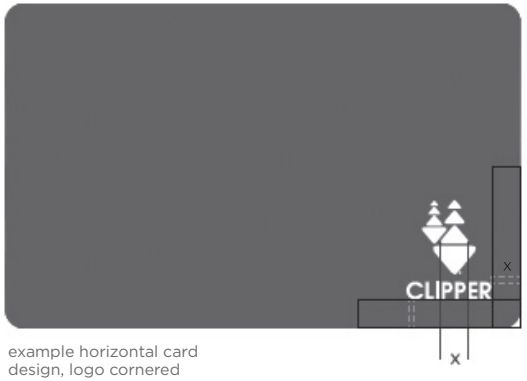
In order to ensure a consistent brand look, follow these rules when designing collectible Clipper cards.

Use the stacked logo at minimum print size only—the word “Clipper” should be reproduced at 9/16” wide. The logo can be placed in the bottom right-hand corner on either horizontal or vertical card designs. The proximity of the logo to the edge of the card matches the width of the third triangle in the larger ship as illustrated. Do not rotate the logo.

The guidelines for the placement of the Clipper logo also apply when using a partner logo; be sure to observe standard logo clear space requirements as illustrated below.



example vertical card design, logo cornered



example horizontal card design, logo cornered

Things to remember

Only use the approved, stacked logo file as provided. Do not modify, manipulate, distort or change the logo or its proportions in any way.

Use one color for the logo, preferably reversed out. PMS 7691-C and black are also permitted.
Do not use a gradient version of the logo.

Place the logo in the bottom right-hand corner on a simple, clean background. Do not place the logo on backgrounds that impair readability or conflict with the logo colors.

Size the logo to the minimum print size, 9/16” wide. Observe standard clear space requirements.

Color Palette

A Pantone® color palette has been selected to create a distinctive look for all Clipper materials.

In addition to the primary colors, accent/secondary colors can be used sparingly for specific design and layout elements such as arrows, headlines and bullet points. The secondary colors **cannot** be used for the "Clipper" wordmark.

The four-color process, RGB build and hex values are identified below.

Primary Colors

PMS 7691 C
CMYK: 100/35/0/12
RGB: 0/98/152
Hex: 006293

PMS 7693 C
CMYK: 100/58/0/21
RGB: 0/73/118
Hex: 004976

Secondary Colors

PMS 292 C
CMYK: 64/11/0/0
RGB: 67/179/230
Hex: 42b3e6

PMS 152 C
CMYK: 0/54/87/0
RGB: 229/114/0
Hex: E57200

PMS Black C
CMYK: 0/0/0/100
RGB: 0/0/0
Hex: 000000

PMS 142 C
CMYK: 0/21/76/0
RGB: 241/190/72
Hex: F1B434

Typography

Consistent use of typography serves to enhance the overall look of communications and to reinforce a clear identity.

Gotham is a friendly and approachable typeface that suggests simplicity, quality and empowerment. It is a geometric sans serif type with letterforms that are built of circles and clean lines—highly effective for headlines and short text blocks.

When Gotham is not available (e.g., for use in PowerPoint and Word), use Corbel. It is an approachable and simple typeface that echoes the lines and traits of Gotham. When Gotham is not available, Georgia can also be used for body text.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Corbel

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

LANGUAGE

The Clipper brand evokes its brand promise, key principles and messages.

Language Guidelines

The Clipper brand is not only represented by its visual identity but also through language that evokes its brand promise, key principles and messages.

The Clipper Promise

Clipper provides Bay Area residents and visitors an all-in-one transit card that makes it convenient and easy to pay fares to multiple Bay Area transit agencies.

Clipper offers users a welcome reprieve from handling paper tickets, carrying exact change, and keeping track of fare policies and amounts across transit systems.

Clipper is all you need to travel on all major Bay Area transit systems.

Key Principles: Fast. Easy. Secure. Reusable.

> **"It's fast.** Set up your Clipper card to automatically reload and always have value when you need it."
>
> **"It's easy.** Clipper automatically figures out the cost of your ride, including all discounts and transfers."
>
> **"It's secure.** Register your Clipper card and if it gets lost, your balance is protected."
>
> **"It's reusable.** Add more value at clippercard.com, Walgreens, Whole Foods Market stores and other participating retailers."

Things to remember

When speaking of Clipper, communications should always be:

Simple and impactful
Consider the context and think about the time the audience has to read, and the situation they will be in when reading. Remove needless words. Call the audience to action.

Empathetic and engaging
Connect with the audience as equals. Avoid jargon. Aim to reach the audience with carefully chosen words that get the facts right and feel personal.

Energetic and positive
Use dynamic verbs and fresh metaphors to catch the audience's attention and demonstrate that Clipper has a positive effect on people's lives.

Name Usage

The word "Clipper"

When referring to Clipper within a body of text, it should always be spelled out with a capital "C."

In text, use the registered trademark symbol in first mention of "Clipper" only.

Use "Clipper" or "the Clipper card" or "Clipper card." Never use "the Clipper" or "Clipper Card."

Correct examples

"Clipper® is the all-in-one transit card for the Bay Area. Clipper offers discount cards for youth, seniors and people with disabilities."

"I use Clipper during my morning commute."

"Tag and hold your Clipper card to the reader every time you board a Muni vehicle."

Clipper Terminology

To ensure consistency, follow these rules when using, talking about and referencing the Clipper brand and experience.

Clipper card

- Clipper card
- adult Clipper card
- Youth Clipper card
- Senior Clipper card
- RTC Clipper card or RTC Clipper card (for disabled customers or for customers with disabilities)
- Youth, Senior and RTC Clipper cards
- Autoload (e.g., Set up Autoload, Autoload your card)

Clipper card in action

When referring to the action of using a Clipper card, “tag” is the accepted term. Other terms such as “tap,” “swipe” or “wave” are not acceptable.

Clipper website and social media

Use clippercard.com, not www.clippercard.com. Always remove the hyperlink in written materials.

When referring to Clipper on social media, use @BayAreaClipper (on Twitter to @ mention). The use of #ClipperCard (on Twitter) is also acceptable as a hashtag.

Clipper Customer Service

- Call Clipper Customer Service
- a Clipper Customer Service Center
- Clipper Customer Service Centers
- Clipper Customer Service Center at the Embarcadero BART/Muni station
- Clipper Customer Service at Bay Crossings in the San Francisco Ferry Building

Multilingual Terminology

English

Clipper
Your All-in-One Transit Card
clippercard.com

Tag and go
Register your card
Set up Autoload on clippercard.com
Discounts available for youth and seniors

Spanish

Clipper
Su tarjeta de transporte público todo-en-una
clippercard.com

Pase la tarjeta y listo
Registre su tarjeta
Configure una carga automática en clippercard.com
Descuentos diponibles para jóvenes y personas de la tercera edad

Multilingual Terminology - cont'd

Chinese

Clipper（路路通）
您的一體化交通卡
clippercard.com

輕觸即可上路。
登記您的卡
在網站 clippercard.com 上
設定自動充值功能
青少年和長者可享受折扣

For MTC's full translation guide and additional guidance on translating information about Clipper, please contact MTC at clipperbrand@bayareametro.gov.

Thank You

For any questions about this guide or about the treatment of the Clipper identity system, please contact MTC at clipperbrand@bayareametro.gov.

Please note: These guidelines are a living document. As new branding or cobranding scenarios and opportunities arise, the guidelines will be updated and redistributed.

CLIPPER

APPENDIX A

Clipper Brand Compliance Review Form

CLIPPER BRAND COMPLIANCE REVIEW

STEPS FOR REVIEW

1. **Before publishing any materials, read the Clipper Brand Standards Guide**

2. **Submit the online Brand Compliance Review form here: http://bit.ly/2FB4niJ**

   OR

   Submit this form with PDF(s) of your designed materials to clipperbrand@mtc.ca.gov. Please include "BRAND REVIEW" in the subject line of the email.

Allow at least ten (10) business days for brand compliance review. We recommend that you send your materials to MTC several weeks before you intend on using them in case feedback requires revisions to the materials.

Within three (3) business days, you will receive notification via email acknowledging receipt of your submitted materials.

For Internal Use Only:
DESIGN APPROVAL REQUEST STATUS

☐ Design Approved

☐ Design Requires Revision

Comments:

_____

_____

_____

_____

_____

_____

_____

Reviewed by _____

Date _____

IMPORTANT: The Metropolitan Transportation Commission (MTC) has oversight of all marketing and communications referencing the Clipper brand. The Clipper brand name, the Clipper logo and the image of the Clipper card are all registered trademarks and may not be used without permission from MTC. In addition, any use of the Clipper brand must be in compliance with the viewpoint-neutral advertising guidelines for the Clipper program.

Any designed materials referencing the Clipper brand will need to be reviewed and approved by MTC prior to publication. MTC reviews materials developed by others to ensure consistency and to protect the Clipper brand.

Submit material for approval if they meet ANY ONE of the criteria below:

- The materials will reach (be used and/or seen by) a public audience.
- The materials will be professionally printed or produced.
- The materials will be used as a promotion or advertisement.

CONTACT INFORMATION

Name _____

Title _____

Agency/Company _____

Mailing Address _____

City _____ Zip _____

Email _____ Phone _____

PROJECT INFORMATION

Project Name _____

Describe your project: _____

_____

_____

Who is the audience? _____

_____

Where will the designed materials be used/seen? _____

_____

How long will your project be public, used and/or seen? _____

_____

Final Output Specifications (check all boxes that apply):

Size _____ o Full Color o Black & White

o Transit Display Ad o Outdoor Display Ad o Newspaper Ad o Online Ad

o Radio Ad o Custom Clipper Card o Limited-Use Ticket o Brochure/Flyer

o Presentation o Signage o Video o Website o Social Media

o Other: _____

APPENDIX B

Limited-Use Ticket Design Standards

Primary Image

The primary image used on the face of the limited-use tickets should be high resolution (300 dpi) at 100% ticket dimensions) for best production quality.

We recommend utilizing images of the issuing transit agency's vehicles in order to help new customers identify the vehicles on which the ticket will be used. Do not use abstract patterns or images unrelated to the transit agency or its service area.

A solid bar should be placed along the bottom edge of the ticket in order to increase legibility of logos and text regardless of selected image.

The issuing transit agency should be identified on the front of the ticket by its logo or name. The logo or name should be placed in the left side of the solid bar (shown below).

Clipper Logo

The Clipper logo must appear on the front of the ticket on the upper right-hand corner of the image or on the bottom right-hand corner above the solid bar.

Use the stacked Clipper logo at minimum print size only—the word “Clipper” should be reproduced at 9/16” wide.

The proximity of the logo to the edge of the ticket should match the width of the third triangle in the larger ship as illustrated. Do not rotate the logo.

The guidelines for the placement of the Clipper logo also apply when using a partner logo; be sure to observe standard logo clear space requirements as illustrated below.

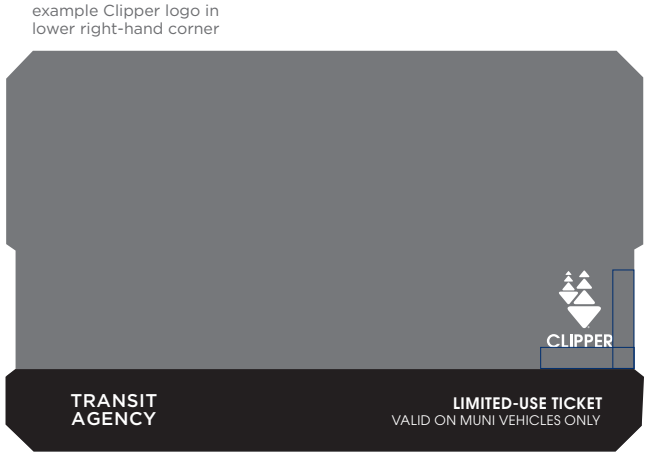
Things to remember

Logos and text should always be placed in areas that allow them to be read legibly.

Text appearing on the front of the ticket should be set in Gotham and be sized no smaller than 5.5 point.

example Clipper logo in upper right-hand corner

example Clipper logo in lower right-hand corner

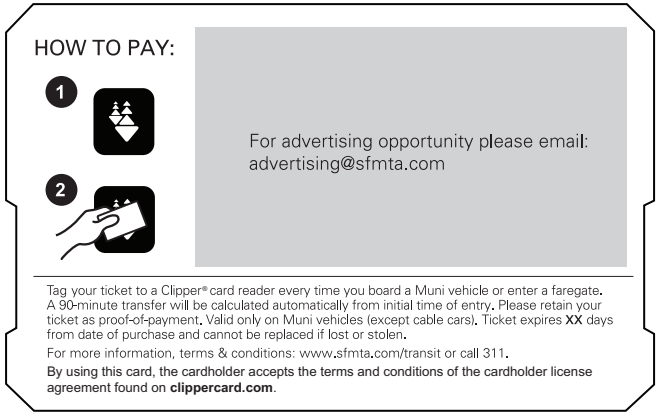


Requirements

The following elements are required to appear on the ticket:

- "By using this card, the cardholder accepts the terms and conditions of the cardholder license agreement found on clippercard.com."
- "Ticket expires XX days from date of purchase and cannot be replaced if lost or stolen." [XX signifies the expiration period, to be determined by LUSC Card Issuer.]
- The "How to Pay" pictogram instructing customers on how to use the card to pay their fare must be included on the ticket.

The gray space indicated below may be used for advertising as long as it complies with the Clipper Brand Standards Guide including the Advertising Standards.



Any materials using the Clipper logo, wordmark, or image of the Clipper card must be approved by MTC prior to publication.

See Brand Compliance on page 6 of the Clipper Brand Standards Guide.