



CLIPPER

Brand Style Guide

June 2011

Clipper® offers Bay Area commuters an easy, smart way to use all the mass transit options across the nine counties of the Bay Area. By using Clipper, riders are free from worrying about exact change, cash, exchanges or transfers—making mass transit a breeze.

Clipper possesses an innovative tone that is blended with a dose of community, speed and simplicity. Our name, logo and identity have been carefully designed to deliver on this promise.

In order to express our brand with consistency across all media, we have developed the following style guide, for all of our partners, that will help us grow the Clipper brand.

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The Logo

The name Clipper® is inspired by the Clipper ships that used to bring goods and supplies to and from the Bay Area. By bringing supplies via ship (rather than by rail), the transit time to receive goods was cut in half. Taking this idea of increased speed, we see the Clipper card as a way for all Bay Area riders to sail through their commute.

We've chosen the ITC Avant Garde Gothic font. It's friendly, approachable and evokes a sense of simplicity. ITC Avant Garde Gothic is a geometric sans serif type, with letterforms that are built of circles and clean lines—highly effective for headlines and short texts.

Horizontal



Stacked



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Logo Variations

Whenever possible, use the one color stacked logo. This will be our primary logo used across all media. The Clipper® logo should appear as PMS color 7462-C. If this color is not available, the black version should be used.

If only one color production is available, use the black version of the logo. Remember, one color is the preferred logo, but when the correct colors are not available, use the black. Use the reversed out logo against a dark background.

The gradient version of the logo should only be used on specific projects, per client's request. No other colors except for blue, black or white should be used to represent the Clipper logo.

One Color



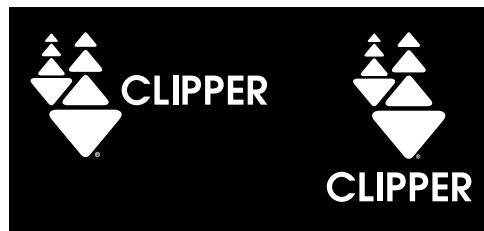
Black



Gradient



Reversed Out



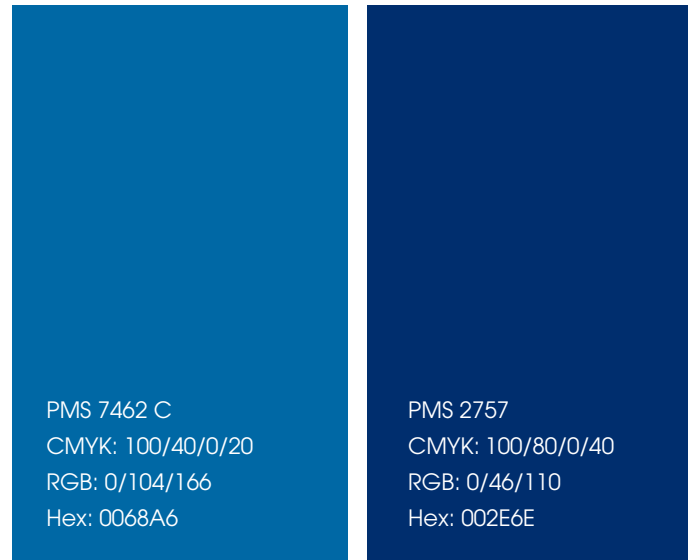
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Logo Color Palette

The Clipper® logo colors are critical to establishing a consistent brand. Always reproduce the logo in its original colors. The four-color process, RGB builds and hex values are identified below.

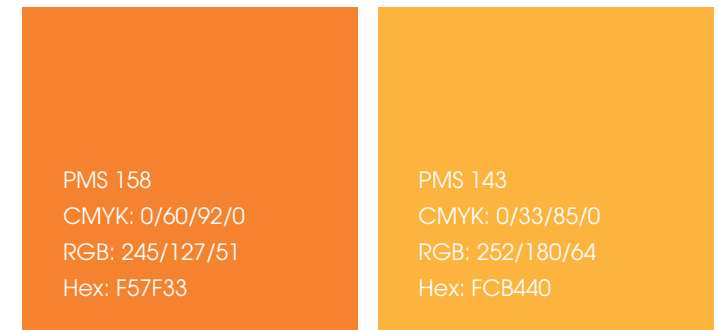
Primary Colors



Brand Color Palette

In addition to the primary colors, accent colors can be used sparingly for specific design and layout elements. These accent colors, shown below, can be used for arrows, headlines, bullet points and the background color gradient used to highlight individual transit agency names (i.e. BART, Muni, AC Transit, etc). The secondary colors **cannot** be used when referring to the name "Clipper."

Secondary Colors



Things to remember

- Please use the defined colors and not an interpretation of them.
- The name Clipper should never appear in orange or yellow.
- Secondary colors should only be used up to 20% at any given time.

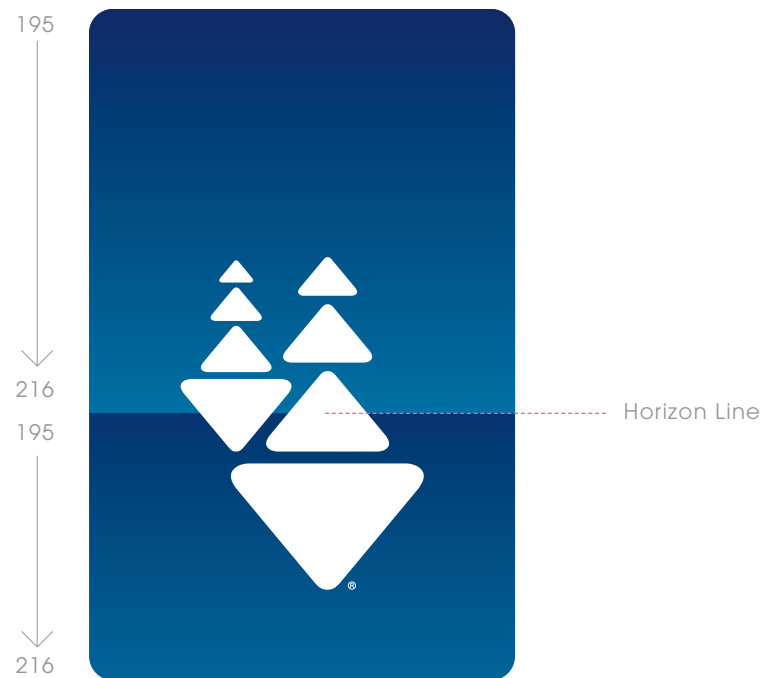
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Use of Horizon

The creation of the horizon is accomplished by using a gradient made out of the PMS 7462 to PMS 2757 logo colors.

The horizon line should always pass through behind the vertical center of the third triangle in the large ship.

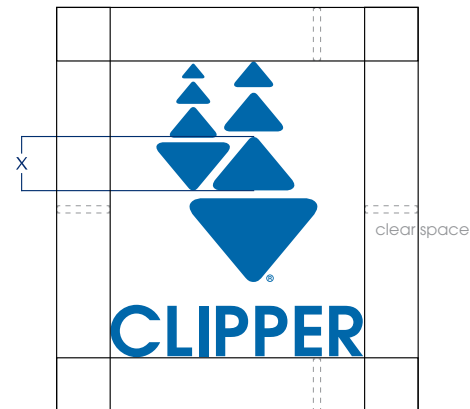
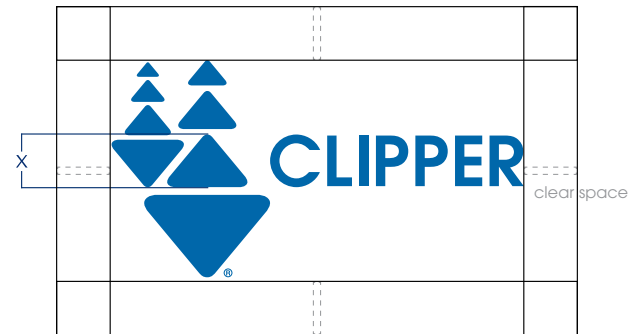


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Clear Space

A clear space void of any imagery and typography must always surround the logo. As shown in the diagram below, the clear space is the height of the third triangle in the larger ship as illustrated with a black box. This area must not contain any mark, graphic or type to allow for spacing room around the identity.



Things to remember

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 area of the logo.

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Logo Size Requirements

To ensure legibility, the word Clipper® should be reproduced in print no smaller than 1/2" wide. The word Clipper should be reproduced on the web no smaller than 75 pixels wide. "Clipper" is also the x-height of the third triangle of the larger ship.

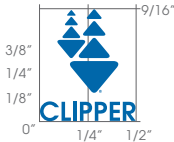
In all usages, take care to ensure that the integrity and legibility of the logo are preserved.

The logo should never be stretched to fill a space. The proportions should always be maintained, as shown below.

Things to remember

The proportions of the logo have been optimized to work within the sizes indicated below. Help maintain a consistent brand look by not changing proportions to fit odd sizes.

Smallest Size for Print



Smallest Size for Web



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Clipper® Usage

THE WORD “CLIPPER”

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

The first instance Clipper appears on the page it should include “®”

WHEN REFERRING TO THE CARD OR PROGRAM

When talking about the card or program, it should always be referred to as “Clipper” or “the Clipper card” or “Clipper card”. It should **never** be called “the Clipper”.

Examples:

“I use Clipper® during my morning commute.”

“Touch your card to a Clipper card reader every time you board a Muni vehicle.”

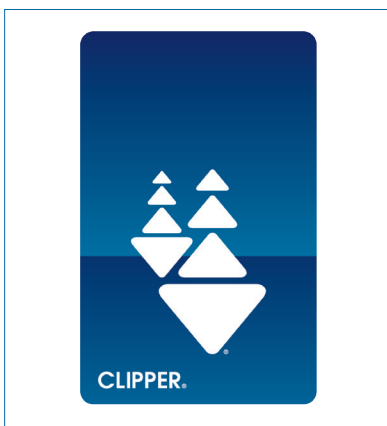
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Logo Usage Do's

In order to preserve its integrity and legibility, there are certain rules to follow when using the Clipper® logo.

The below settings include directions for using the logo in clear space, dark space and light space, so there should be no reason to deviate from our graphic standards.



Things to remember

Do use the logo in areas that allow it to be read legibly.

Do spell out "Clipper" within copy blocks rather than inserting the logo.

Do superscript the "®" symbol in the first mention of Clipper within copy — in titles, subheads and body copy.

Do subscript the "®" symbol when used in the logo.

Do pull the logo into a solid clean background to make it pop.

Do keep the logo intact, without any manipulation or distortion.

Do use this logo to create inspirational messaging wherever we go.

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Logo Usage Don'ts

Keeping our logo usage consistent will help make it more recognizable with every impression. There are plenty of ways to be extra creative in our communication without going outside the logo guidelines.

Here are a few graphic treatments that we should avoid to help maintain the strength of our identity.



Things to remember

Do not modify or change the logos from the files that have been provided.

Do not place the logo on complex backgrounds that impair readability or conflict with the logo colors.

Do not place the logo within bodies of text.

Do not stretch or warp the logo.

Do not modify the color or proportions of the logo.

Do not attempt to recreate the logo font with standard fonts since they are custom.

Do not use special effects on the logo: no glows, drop shadows, etc.

Do not place the Clipper® logo above or to the left of the ships.

Do not put the word Clipper in a gradient.

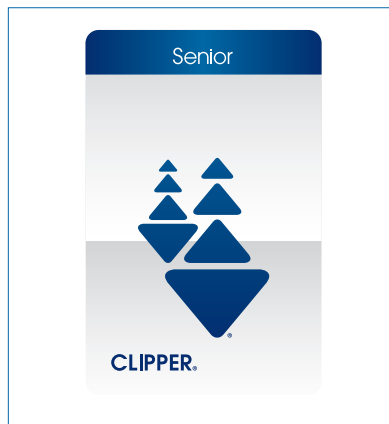
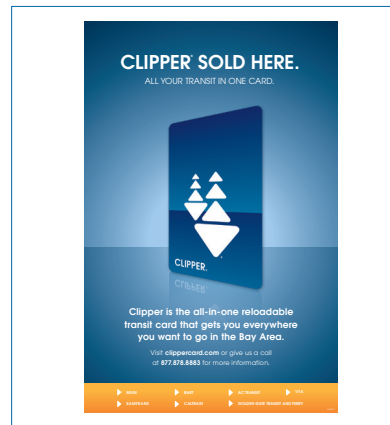
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Clipper® Card Usage Do's

In order to preserve our card image, legibility, and consistency, there are rules to follow when marketing Clipper. Only use the approved card images; there are a variety of cards to choose from.

Here are some examples that support our card image look and feel.



Things to remember

Do use a reflection when needed.

Do use a drop shadow when needed.

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Clipper® Card Usage Don'ts

Keeping our card image consistent will help make it more recognizable. When marketing Clipper, only use the approved card images and do not alter them in any way. Don't adjust the logo or display other images and words over approved card images.

Here are a few examples that show what we should avoid to help maintain the strength of our new look and feel.



Things to remember

Do not stretch or warp the card.

Do not alter the color of the logo or the card itself under any circumstance.

Do not crop the card.

Do not add images to the card.

Do not add any other type or copy to the card.

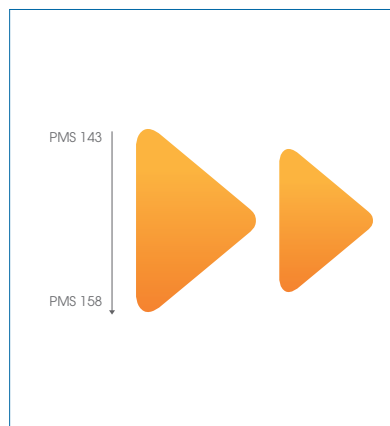
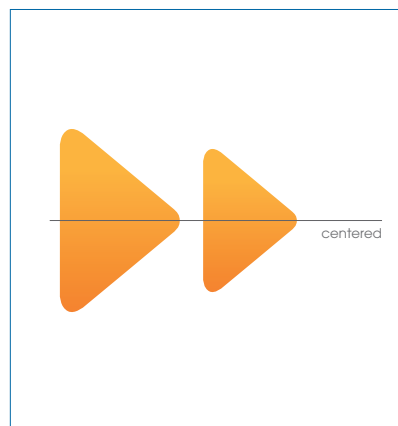
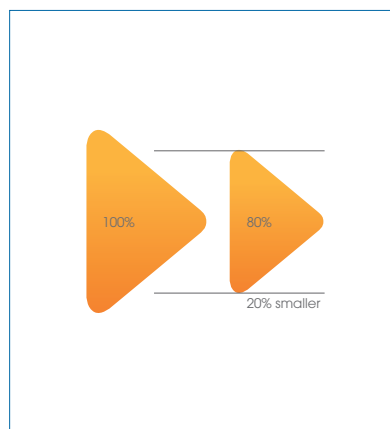
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Arrows Usage Do's

The arrows can be used along side the logo or name as a graphic treatment within our communication pieces.

The arrows will always be pointing to the right and when using the colored arrows, please be sure to use the orange gradient.



Things to remember

Do keep the arrows pointing to the right at all times.

Do scale the second arrow by 20% smaller.

Do keep the arrows centered.

Do include an orange gradient whenever you use the arrows.

Do use one arrow when necessary.

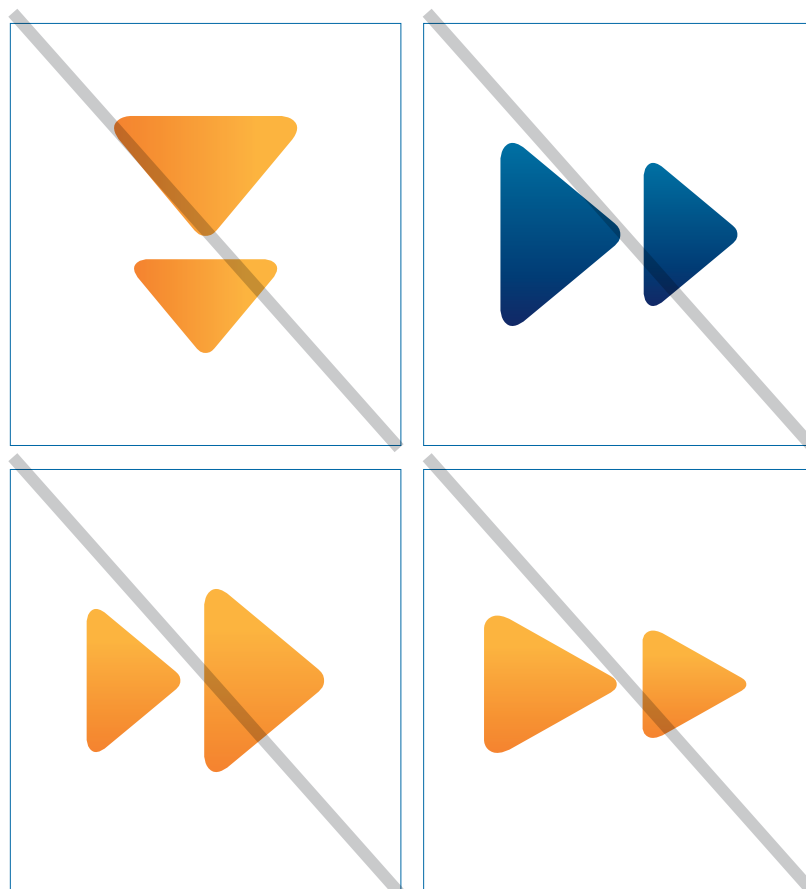
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Arrows Usage Don'ts

When using the arrows within communication pieces, please be aware of how not to use them in order to maintain consistency across all brand pieces.

Never have the arrows pointing up, down or to the left. They should always be pointing to the right.



Things to remember

Do not point the arrows up, down or to the left.

Do not show the arrows in any other color other than the orange gradient.

Do not use the smaller arrow before the larger one.

Do not stretch the arrows in any way.

Do not put arrows inside each other.

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Fonts

ITC Avant Garde Gothic font is a friendly and approachable typeface that suggests simplicity, quality and empowerment.

ITC Avant Garde Gothic is a geometric sans serif type, with letterforms that are built of circles and clean lines—highly effective for headlines and short texts.

ITC Avant Garde Gothic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

Things to remember

When a brand uses typography consistently and appropriately, people can begin to recognize the brand before they ever see the logo.

Alternate Font

When ITC Avante Garde is not available (i.e. for use in Power Point and Word docs), Century Gothic should be used. Century Gothic is an approachable and simple typeface that echoes the lines and traits of ITC Avante Garde, making it a suitable alternate.

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® Usage

The Clipper® name and logo are registered service marks. The “®” is always used on the first occurrence of the word Clipper on a page and should be superscript. All other occurrences do not need the “®”.

Example:

“I use my Clipper® card to transfer from BART to Muni. I just reload my Clipper card at the BART ticket machine.”

Wherever the word mark is used, the baseline of the “®” should line up with the bottom of the letter “R”.

CLIPPER®

Wherever the design is used, the “®” symbol should be subscript.



Note: Initially, some of the 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.

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The standard registration symbol, “®”, is used when a service mark or trademark is federally registered.

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Terminology

When referring to the action of using a Clipper® card, “tag” is the accepted term. And when describing how to tag a Clipper card, “touch” is also the accepted term. Other terms such as “tap” “swipe” or “wave” are **not** acceptable.

EXAMPLE OF TERMINOLOGY DO'S

“Tag your Clipper card to the card reader until you hear a beep or the gates open.”

“To tag your Clipper card, touch it to the card reader and hold until you hear a beep or the gates open.”

EXAMPLE OF TERMINOLOGY DON'TS

“Tap your card to the card reader until you hear a beep or the gates open.”

“Swipe or wave your card over the reader until you hear a beep.”

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Co-Branding

These guidelines are a living document, and over time, as new branding or co-branding opportunities arise, MTC will review and provide final approval. At that point, the guidelines will be updated and redistributed.

For any questions about this guide or about the treatment of the Clipper® identity system, please contact Lisa Sutton, Swirl Account Director, at 415.276.8366. Or, lisa@swirl.net.

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