Appendix F – RT Symbol Design Details

Rapid Transit
Visual Identity Guidelines 1.0

CITY OF
WINNIPEG
TRANSIT
SYSTEM
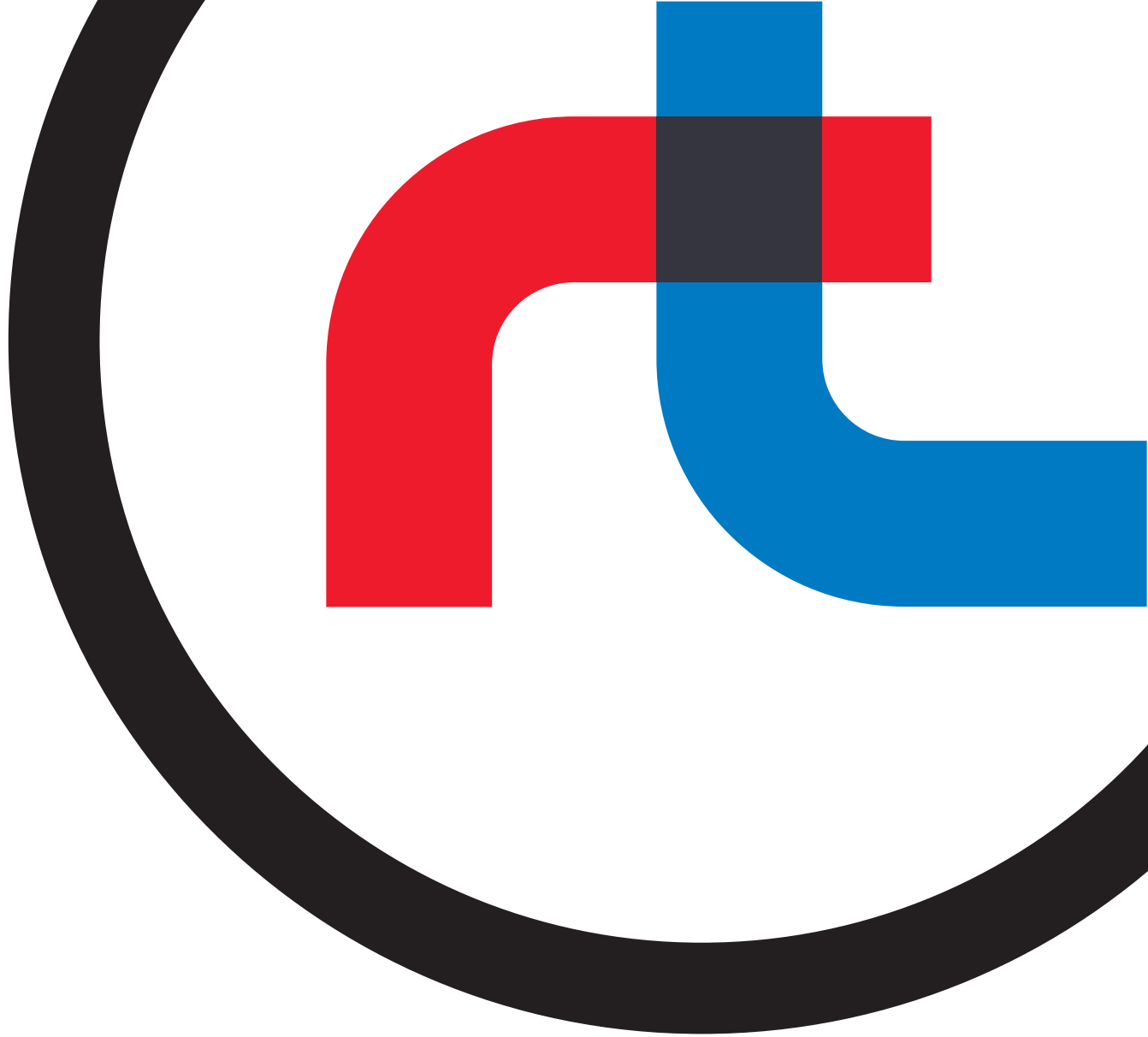
Use Of This Manual

These Rapid Transit Visual Identity Guidelines provide employees and suppliers with the ability to correctly use the Rapid Transit signature to its full potential. The proper guidelines and rules have been developed for accurate and consistent use in a variety of possible applications .

New sections of this manual will be added in later editions. These sections will include information pertaining to the use of the identity for station signage applications, directional signage applications, vehicle decal application, backlit and illuminated surface treatments, applications requiring use of only the "rt symbol" and other uses which are not addressed in the 1.0 version of this manual.

Legal Information

The artwork, symbols and typographical content hereof constitute valuable property rights of The City of Winnipeg Transit System, and any duplication, by any means, in whole or in part shall be an infringement of the copyright, trademark and/or design rights of The City of Winnipeg Transit System and is prohibited by Law.

The Rapid Transit Signature

The Rapid Transit signature is comprised of two elements the "rt symbol" and the "rapid transit" logotype. This "signature" may be used in two ways as shown — with the symbol centred over the logotype in its vertical orientation, or with the symbol situated to the left of the logotype in its horizontal orientation.

signature

symbol ———————

logotype — **rapid**transit
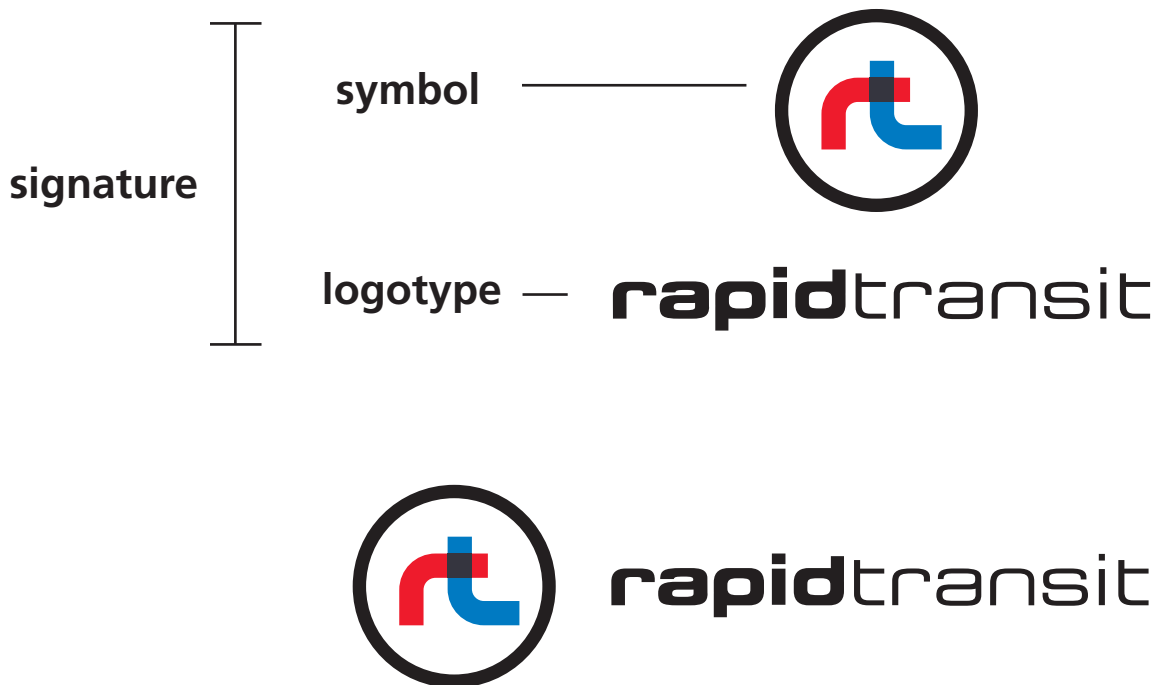
rapidtransit

Fonts

The font used in the Rapid Transit logotype is a customized typeface. Do not try to match the font with any other existing font. Instead only use the artwork provided in the electronic logo files.

The Frutiger font family is the corporate typeface of The City of Winnipeg Transit System and should continue to be used with the Rapid Transit identity for any written materials including headings, subheadings and body text. Arial may replace Frutiger in instances when Frutiger is unavailable.

Colour

It is highly recommended that whenever possible, the Rapid Transit identity be used in its four colour process or spot colour versions. These colour versions display the identity in its best light. However, in situations when using multiple colours are not an option, the following single colour variations are considered acceptable.

Single colour

There are two different ways to use the Rapid Transit identity when designing in a single coloured application— as a greyscale version of the identity built out of black, and as a solid black version without halftone screens. Of the two, it is preferable to use the greyscale variation as it more accurately interprets the colour version of the Rapid Transit identity.
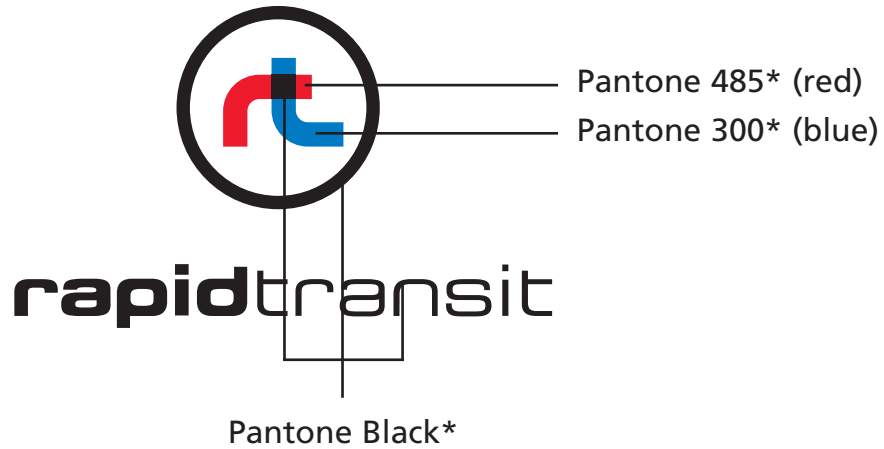
60%
Black   Black
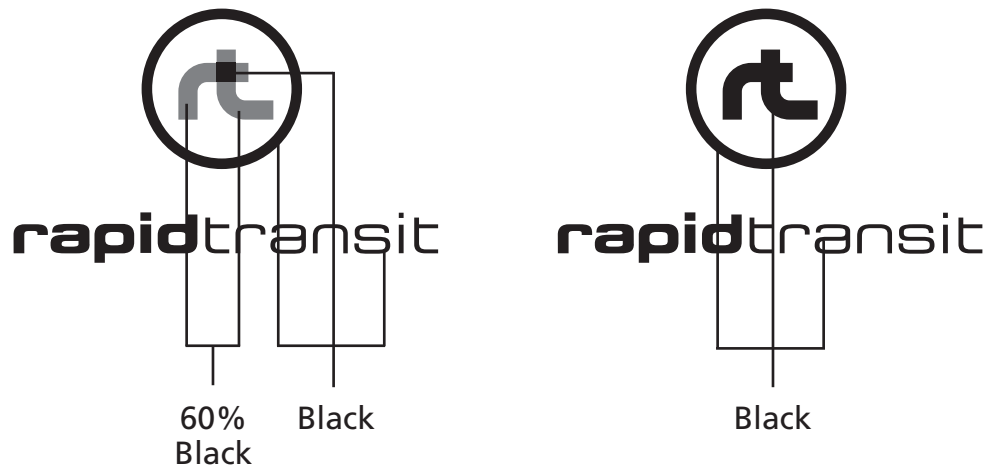
Black

Greyscale
(uses halftone screens)

Solid Black

Spot Colour

When reproducing the identity in its spot colour version, the following three Pantone ink colours should be used: Pantone 300* (blue), Pantone 485* (red), and Pantone Black*.

Pantone 485* (red)

Pantone 300* (blue)

Pantone Black*

Four Colour Process

When reproducing the identity in its four colour process version, use the CMYK equivalents of Pantone ink colours Pantone 300* (blue), Pantone 485* (red), and Pantone Black*.

C:0 M:100 Y:91 K:0

C:100 M:43 Y:0 K:0

C:0 M:0 Y:0 K:100

C:100 M:100 Y:91 K:0
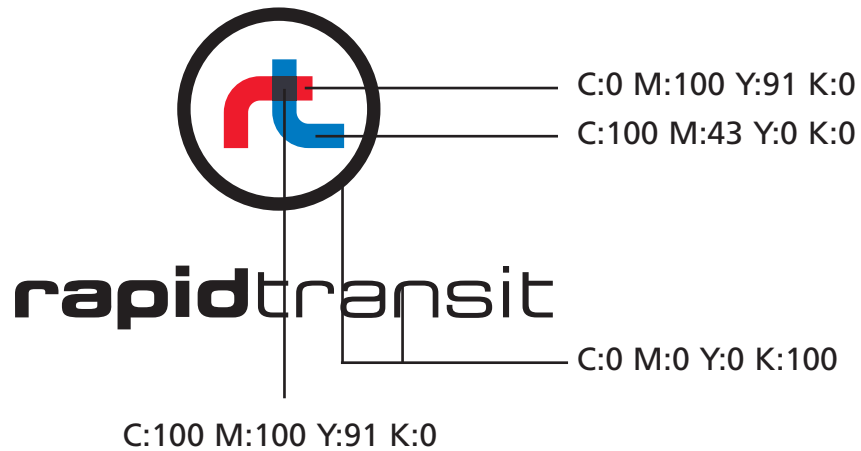
It is important to note that there is a subtle difference between the spot colour version and the four colour process version, in reference to how colour is represented where the r and t overlap. In the spot colour version the overlap of colour is represented with a black square which surprints the red and blue. In the four colour process version, the overlap of colour is represented by adding the cmyk equivalents together.

*Pantone Inc.'s trademark for colour reproduction and colour reproduction materials.

Reverse Applications

For all colour options, there are versions of the Rapid Transit identity that are included for reverse applications. These are to be used in instances where the background the signature is being placed on consists of predominantly darker values. When the signature is being placed on predominantly light coloured backgrounds, please revert back to using the regular positive version.

As shown in the reverse application above, the "rt symbol" is never displayed on any other background colour other than white, and is surrounded by a white keyline which matches the line weight of the word "transit". In all reverse versions of the signature, the logotype is displayed as white.


Please note that all versions of the signature, both positive and reverse, have the white keyline built into the "rt symbol". This is to ensure that the "rt symbol" is always displayed on white, even when the signature is placed on light coloured backgrounds, as illustrated below.

Basic Rules of Use

Minimum Size Restrictions

To ensure that the Rapid Transit signature is clearly legible in every application of use, there are minimum size restrictions. For the vertical version of the signature, the width of the signature should measure no less than .75". For the horizontal version of the signature, the width should measure no less than 1.125".

.75"   1.125"
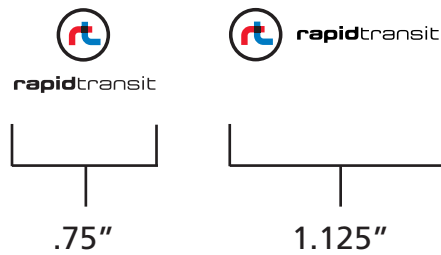
White Space Minimums

In order to emphasize the Rapid Transit identity, a minimum of white space must always surround the signature. Creating this "buffer zone" ensures that all elements of the signature are easily recognizable and legible. This space must be the height of the letter "d" in the signature and maintain this space from the edge of any page, sign, etc.
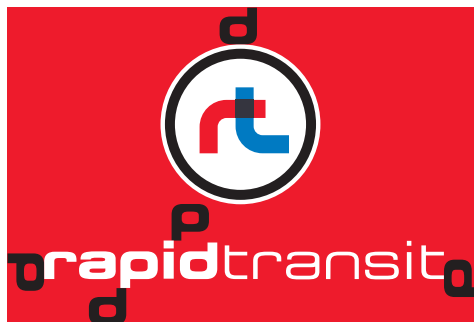
• Do not horizontally or vertically distort, stretch or skew the signature.
• Do not rotate or tilt the signature.
• Do not change the colours or screen densities of the signature elements.
• Do not resize the symbol or logotype elements separately within the signature.
• Do not print on a background where the signature does not have enough contrast.
• Do not place the signature on an overly complex background.
• Do not create a wallpaper or pattern with the signature.
• Do not create a watermark or transparency with the signature.