



# Columbia Area Transit

## **Brand Standards**

v.01 | Updated 8/2/2019

# Purpose

This guide outlines parameters for brand voice, logo usage, typography, color palette, and illustration. By setting these elements in stone, we aim to help you capitalize on the visual identity and the growing brand equity of CAT. Consistency is key in these endeavors—consider this the master document for all creative and marketing initiatives going forward.

If you have any questions about these guidelines, please contact:

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# Contents

## Brand Voice

What We Believe	5
Brand Attributes	6
Brand Narrative	10
Voice Guide	11

## Visual Identity

Logo	15
Color Palette	21
Typography	22
Illustration	23
Execution Examples	24



## What We Believe

# Rides for All

Everyone's got a place to be. We created a better way to get there.

CAT is the simple, affordable way to access all ends of The Columbia River Gorge and beyond. With constantly expanding services, we believe in supporting the commuters, the grocery getters, the adventurers, and everyone in between.

## Brand Attributes

# Good Neighbors

Our empathetic ear is everything. We are Gorge people on a mission to make life better for our neighbors. To some, transportation might seem like a small piece of the puzzle, but when we empower someone to get to the places they need to go, they feel so much more in charge of their own destiny. That's when the magic happens.

## Brand Attributes

# Close By

We have a true motivation to improve our corner of the world because we care and because we live here too. We know that the waterfront is the place to be in the summer; that The Dalles has the best home improvement stores in The Gorge; the order that the city streets get sanded after a storm because we've been there, done that.

## Brand Attributes

# Big Thinkers

The beauty of The Gorge is that it's so big, beautiful, and diverse. You see it when you drive down I-84; you also see it when you simply walk down the street.

Our vision isn't just providing an affordable ride, it's about working together to build a service for everyone. No matter who you are, where in The Gorge you live, or where you need to go, you deserve a ride. We're here to work to make it happen.

## Brand Narrative

# We Are CAT

The Columbia River Gorge is home. For us, it's not just about the natural beauty, the closeness to Portland, or the amazing history. It's about the people.

We're here to get you from one place to the next; to help you think bigger when you wonder what you can get done in a day. We're here to help you get well and stay well, to have more fun, to stay safer and save money. We're committed to making your life better, in just a little way, because when you come first the entire community feels the difference.

## Brand Strategy

# Gorge on the Go

CAT helps the people of the Gorge reimagine their ride. With ever-expanding services, everything from grocery getting to windsurfing is different. In the best possible way.

## Writing Guide

About this guide: This is meant to guide the creation of **branding** and **marketing** materials. While it can be extended to help guide internal communication, it was not created to be of use in formal applications in which compliance is a consideration.

The CAT Writing Guide is also available online as a Google Doc, copy and paste the link below into your browser:

<https://docs.google.com/document/d/1Dj6bCujGFCfNAJdpJUjAMxVLjYHbS7sWqKbz6wzKLho/edit?usp=sharing>

## How to Talk About CAT

**Rule of thumb:** Keep it informal whenever possible. The more informal, the more accessible.

**Nomenclature:** There should be very few instances that will require the full “Columbia Area Transit” nomenclature on branding or marketing materials.

### **The Service:**

- Again, informality is key. Simply use “CAT” whenever possible. If it’s absolutely necessary for clarification, introduce the service as Columbia Area Transit (CAT).

### **The Buses:**

- The CAT bus. e.g. “Each of the CAT buses has WiFi.”
- Our buses. e.g. “Each of our buses has WiFi.”
  - Refer to the website homepage for notes on how to talk about each route.

### **Misc:**

- rideCATbus.org (leave out www.)
- The Pink Trolley (i.e. “Every weekend, watch for the Pink Trolley.”)
- Dial-a-Ride
- The Gorge (i.e. “Get down the Gorge.”)
- Mt. Hood/Mt. Adams
- Onboard = adjective (e.g. onboard donations) vs. on board = place (e.g. hop on board)

### **How to talk about what we do:**

The URL rideCATbus.org was designed to describe what CAT does. rideCATbus.org will appear on nearly every piece of marketing material so there will typically be no need to explain “what we do.” The website will be the place where people can go to learn more about CAT.

## How CAT Communicates

**Rule of thumb:** Keep it conversational. As you write, imagine how it would sound as if it were spoken.

**1st person:**

- Use wherever possible.\* e.g. “Flag us down and we’ll pick you up.”

**3rd person:**

- Use when talking about the routes or buses in an introductory way, then switch to 1st person when possible. e.g. “The bus stops at 12 designated stops. See us coming but can’t spot a bus stop? Flag us down...”

For notes on **brand voice** and **tone**, refer to the brand guidelines above. (Attributes and narrative)

*\*This applies to ALL marketing and brand materials that are customer facing (wherein the primary audience is the rider). For materials designed for business applications—specifically press releases—use the 3rd person.*

## High-Level Grammar

**Address:** 123 Happy St., Hood River, OR 97031

**Phone Number:** (123) 456-789, ext. 123

**Numerals:** Spell out numbers zero to nine, then use digits. Use digits for centuries.

**Time:** 7:30pm, 7pm (no :00). Use Noon/Midnight in lieu of 12 pm/am.

**Date:** 1/2/19 at 7:30pm, January 2 at 7:30pm, January 2, 4, and 5.

**Hyphens:** 7-9am, September 8-10.

**Names:** Introduce someone using their full name, then switch to first name to promote informality.

**Street Names:** Always abbreviate (St. Ave. Pl. Cir. Dr. Blvd. Ln.)

**General:**

- Use the oxford comma. e.g. Betty, Steve, and Joe ride CAT every Sunday.
- Put only one space after a period.

## Route Names + “Taglines”

### The Pink Trolley

Ride for FREE every weekend all summer long.

#### Stops:

- Riverside Dr. & N. 1st St.
- Columbia St. & 4th St.
- 13th St. & May St.
- 13th St. & Belmont Ave.
- Pacific Ave. & 12th St.
- Rosauers
- Pine St. & 12th St.
- Park St. & Eugene St.
- State St. & 3rd St.
- 1st St. & Cascade Ave.
- 8th St. & Portway Ave.

### Portland

Get down the Gorge and back with AM and PM commuter routes.

#### Stops:

- CAT
- Columbia Market\*
  - Cascade Locks
- Lloyd District NW. 13th Ave. & NE. Holladay St.
- Gateway Transit Center
- Park & Ride Wood Village
- N. 1st St. & Portway Ave.
  - Port Transfer
- Columbia St. & 4th St.
- Waucoma Center

### Hood River

All of Hood River. All day long.

#### Stops:

- CAT
- Walmart
- Cascade Ave. & Mt. Adams Ave.
- Safeway
- May St. & Meyer Pkwy.
  - Aquatic Center
- Pacific Ave. & 12th St.
- Brookside Dr. & Sterling Pl.
  - Hood River Adult Cente
- 12th St. & Rosauers
- Prospect Ave. & 12th St.
  - Hospital
- State St. & 4th St.
  - Library
- N. 1st St. & Portway Ave.
  - Port Transfer
- Portway Ave. & 8th St.
- Columbia St. & 4th St.
- Waucoma Center

### Cascade Locks

Traverse I-84 with ease.

#### Stops:

- CAT
- Columbia Market
  - Cascade Locks

\*For custom pick up and drop off on Cascade Locks Route please call CAT 24hrs. in advance.

### Upper Valley\*

Connecting the Upper Valley and Hood River.

#### Stops:

- 12th St. & Rosauers
- Mid Valley Market
  - Odell
- McIsaac's Store
  - Parkdale

\*For custom pick up and drop off on Upper Valley Route please call CAT 24hrs. in advance.

### Highway 35

Skip the parking scene and visit Mt. Hood car free.

### The Dalles

Experience a smarter way to commute.

#### Stops (Eastbound):

- CAT
- N. 1st St. & Portway Ave.
- LINK
  - The Dalles

#### Stops (Westbound):

- LINK
  - The Dalles
- N. 1st St. & Portway Ave.
  - Port Transfer
- Columbia St. & 4th St.
- Waucoma Center
- CAT

# Logo Overview

The CAT logos are used to represent the transit service. As the foundation of the identity, it's important to use them consistently. Please follow the guidelines in this document to accurately portray the appropriate image and identity.



# Clear Space & Minimum Size

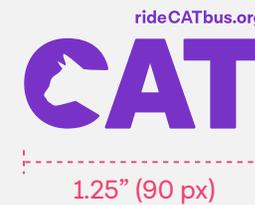


Keep the clear space free from copy, graphics, and imagery that may compromise the legibility of the logo. The control area is relative to the distance above and below the URL.

# Clear Space & Minimum Size



Minimum Print & Web Sizes



Keep the clear space free from copy, graphics, and imagery that may compromise the legibility of the logo. The control area is relative to the distance above and below the URL.

# Logo Do's and Dont's



Use the primary logo whenever possible.



Reverse the logo out from a dark background.



Use CAT Black as a background when 1-color printing is needed.



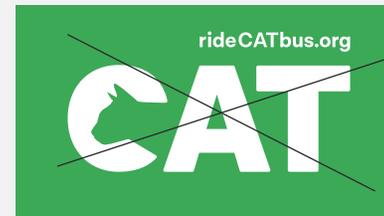
Use the CAT logo without the URL when in close proximity to another use of the URL.

For more information, visit [rideCATbus.org](http://rideCATbus.org)

## DO NOT



Use any color other than CAT purple, white, or black.



Use the logo over colors other than purple, white, or black.



Skew, squash, or rotate the logo.



Fill the logo with gradients, photos, or add unnecessary strokes, shadows or other effects.

# Color Palette

The primary color palette should be used to communicate the majority of the CAT brand.

## PMS

The Pantone matching system shown helps maintain consistency when printing spot colors.

## CMYK

Please specify the correct CMYK breakdowns when printing jobs using four-color process.

## RGB

For on-screen applications, use the RGB values.

## HEX

For developer and HTML, use HEX codes.

## Primary Palette



### Cat Purple

PMS COATED: 2088 C  
RGB: R=120, G=50, B=200  
HEX: 7832C8  
CMYK: C=58, M=60, Y=0, K=0



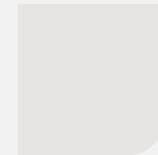
### Cat Green

PMS: 2250 C  
RGB: R=60, G=169, B=87  
HEX: 3CA957  
CMYK: C=79, M=0, Y=67, K=0



### Cat Black

PMS: 447 C  
RGB: R=44, G=43, B=43  
HEX: 2C2B2B  
CMYK: C=50, M=30, Y=40, K=90



### Cat Grey

PMS: 2250 C  
RGB: R=231, G=228, B=228  
HEX: E7E4E4  
CMYK: C=7, M=3, Y=5, K=8

## Route Palette



### The Dalles

PMS: 1495 C  
RGB: R=255, G=118, B=0  
HEX: FF7600  
CMYK: C=0, M=46, Y=78, K=0



### Pink Trolley

PMS: 191 C  
RGB: R=239, G=66, B=111  
HEX: EF426F  
CMYK: C=0, M=88, Y=36, K=0



### Upper Valley

PMS: 3115 C  
RGB: R=0, G=193, B=213  
HEX: 00C1D5  
CMYK: C=69, M=0, Y=17, K=0



### Portland

PMS: 339 C  
RGB: R=0, G=179, B=136  
HEX: 00B388  
CMYK: C=76, M=7, Y=91, K=0



### Hood River

PMS: 032 C  
RGB: R=239, G=51, B=64  
HEX: EF3340  
CMYK: C=13, M=100, Y=100, K=4

# Typography

In branding and marketing efforts, typography can be as important as logo and tone.

Calibri has been chosen for its symmetrical, clean, and professional appearance. Calibri should be used in ALL external efforts.

Whenever Calibri isn't available, the Office equivalent of Arial should be used.

## Calibri

Thin

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Extra Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Semi Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

Bold

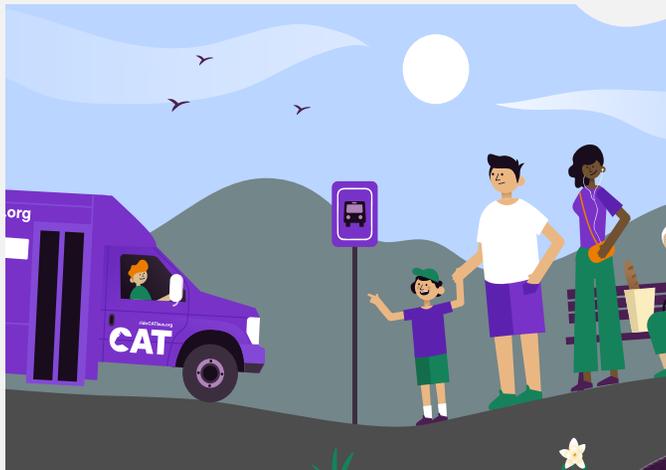
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

# Illustration

CAT illustrations are hopeful, fun, bright, and representative of the diverse landscape and people who live in the Gorge. It's dynamic and playful while still remaining literal to CAT's core brand voice.



# Brand Execution Examples

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Sincerely,

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**Patricia Fink**  
Executive Director  
rideCATbus.org  
(o) 541-386-4202 x403  
(c) 503-793-1256

**CAT**

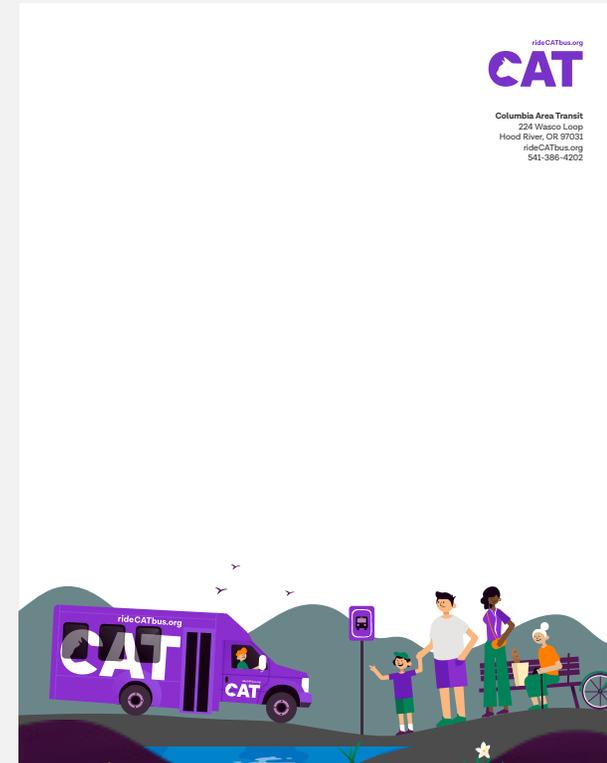
Email Signature



Driver Buttons



Bus Wrap



Letterhead

# Brand Execution Examples

Bus Stop Signage

Business Card

Line	Time	Columbia St. & 4th St. (Hood River)	Columbia St. & 4th St. (Portland)	Columbia St. & 4th St. (The Dalles)	Other Stops
7:00	7:00	7:00	7:00	7:00	7:00
7:30	7:30	7:30	7:30	7:30	7:30
8:00	8:00	8:00	8:00	8:00	8:00
8:30	8:30	8:30	8:30	8:30	8:30
9:00	9:00	9:00	9:00	9:00	9:00
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2:30	2:30	2:30	2:30	2:30	2:30
3:00	3:00	3:00	3:00	3:00	3:00
3:30	3:30	3:30	3:30	3:30	3:30
4:00	4:00	4:00	4:00	4:00	4:00
4:30	4:30	4:30	4:30	4:30	4:30
5:00	5:00	5:00	5:00	5:00	5:00
5:30	5:30	5:30	5:30	5:30	5:30

Bus Shelter Poster