



CLIPPER

Brand Style Guide

May 2013

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Clipper Overview

In an effort to streamline transit services in the Bay Area, the Metropolitan Transportation Commission (MTC) engaged its member agencies in creating a single fare card that would be accepted across all 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. By bringing supplies via ship (rather than by rail), the transit time to receive goods was cut in half. Playing on this idea of increased speed, the Clipper card is now a way for all Bay Area riders to sail through their commute.

The Clipper brand is now a recognizable symbol of the Bay Area’s streamlined transit system, and to date there are over 1.2 million cards in circulation.

Clipper offers Bay Area commuters an easy, smart way to use all the major 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 faster and easier.

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Using the Guidelines

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

We have developed the following brand usage and graphic standards guidelines for all of our partners to help us express our brand with consistency across all media.

Who are these guidelines for?

Anyone who communicates to either internal or external audiences on behalf of Clipper should use this document to ensure long-term continuity of the Clipper brand. These tools should inspire us to advocate for Clipper and benefit from being part of the brand's story.

How should these guidelines be used?

These brand usage and graphic standards guidelines provide a foundation for clear and consistent communication. Adherence to the brand standards benefits all partners. By consistently presenting the Clipper image, we raise the level of recognition and credibility among our target audiences and the community at large.

In communications pieces—advertising, publications, online or signage—layout, color and typography are orchestrated to impart a unified “signature.” This document includes guidelines for use of the Clipper identity (e.g., logos, colors, typography, graphic elements), Clipper-specific language (e.g., name, terminology) and more.

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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 7462-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 it.

Logo, horizontal



Logo, stacked



Wordmark



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Logo Variations

The preferred color for the Clipper logo is PMS color 7462-C (see Color Palette on page 13). When this color is not available, use black on a light background or use the reversed-out logo against a dark background.

The gradient version of the logo should only be used on specific projects with MTC review and approval. No other colors except for blue, black or white should be used to represent the Clipper logo.

One Color



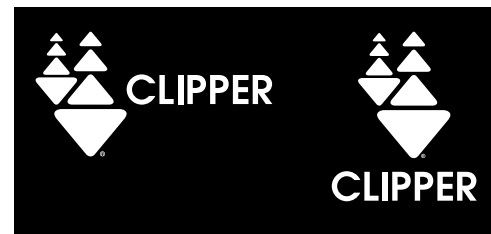
Black



Gradient



Reversed Out



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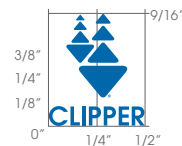
B: Collectible Cards 20

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



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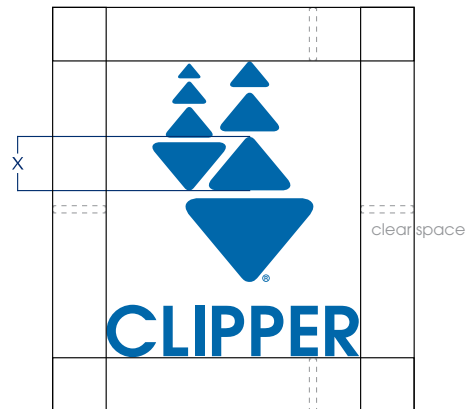
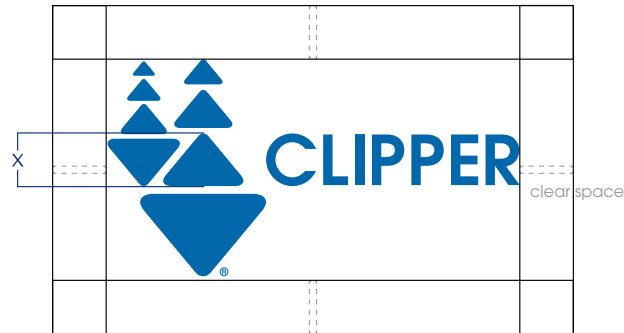
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Logo Clear Space

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.



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® Usage

The Clipper name and logo are registered service marks. Use the registered trademark symbol as included in the wordmark and logo art files. Do not use the symbol in text, headlines or in social media posts.

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

CLIPPER®

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 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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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 communication without violating the logo guidelines. Follow the rules set in these guidelines to ensure the integrity and legibility of the Clipper logo.



Tag your Clipper card on the reader every time you board the train.



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 preferred color (PMS 7462-C) for the logo and wordmark. Black or white versions are also acceptable. The gradient version of the logo may be used on specific projects with MTC review and approval.

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.

Avoid using special effects on the logo (e.g., glows, drop shadows, etc.).

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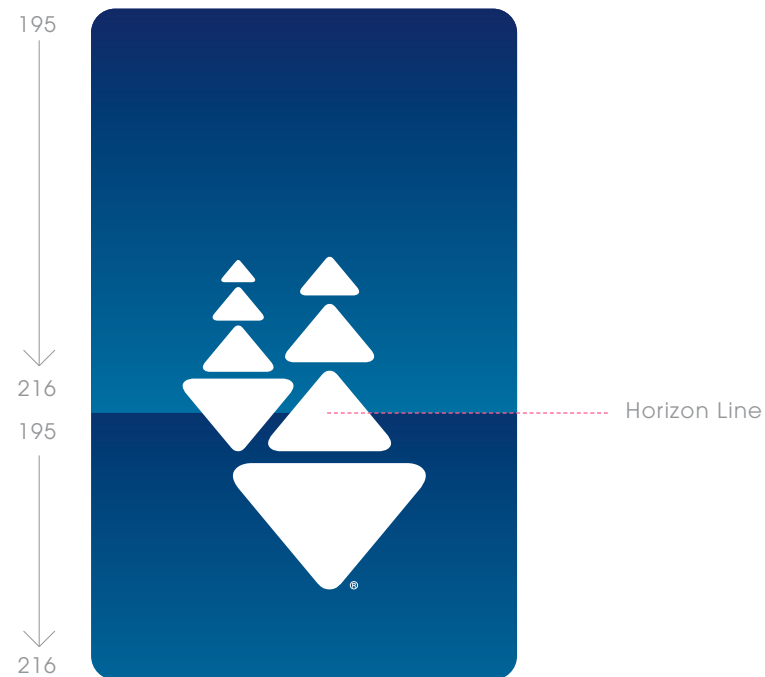
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The Clipper Card

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 from the top in the large ship.



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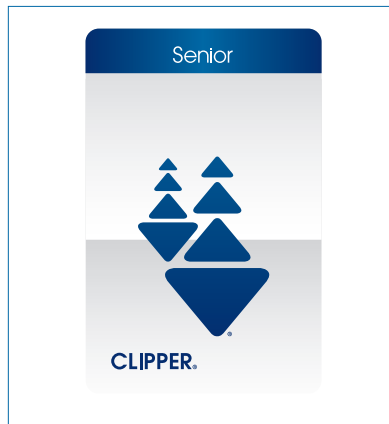
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Clipper Card Usage

Keeping our card image consistent will help make it more recognizable. Follow the rules set in these guidelines in order to preserve the image and legibility of the card.



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. 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.

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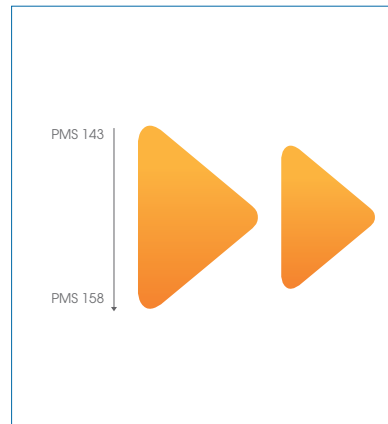
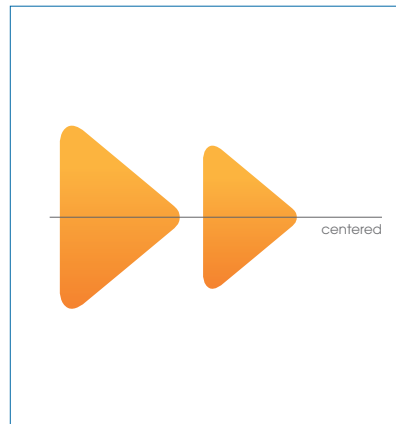
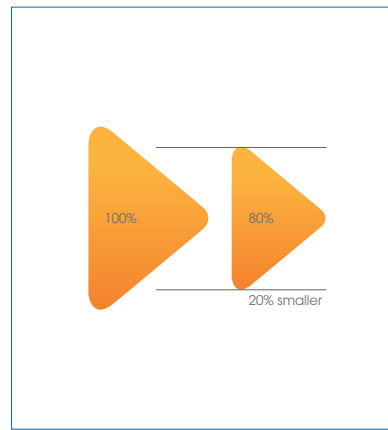
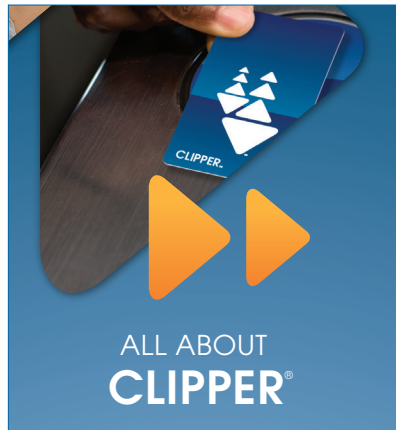
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Arrow Usage

Using graphic elements can further strengthen a brand's identity. The Clipper arrows can be used along side the logo or name as a graphic treatment.

When using the arrows, please be aware of how to use them in order to maintain consistency across all brand pieces.



Things to remember

Only use the approved Clipper arrows as provided. Do not modify, manipulate, distort or change the arrows in any way.

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

Scale the second arrow by 20% smaller. Do not use the smaller arrow before the larger one or put arrows inside each other. Use one arrow when necessary.

Keep the arrows centered.

Use the orange gradient whenever you use the arrows. Do not show the arrows in any other color.

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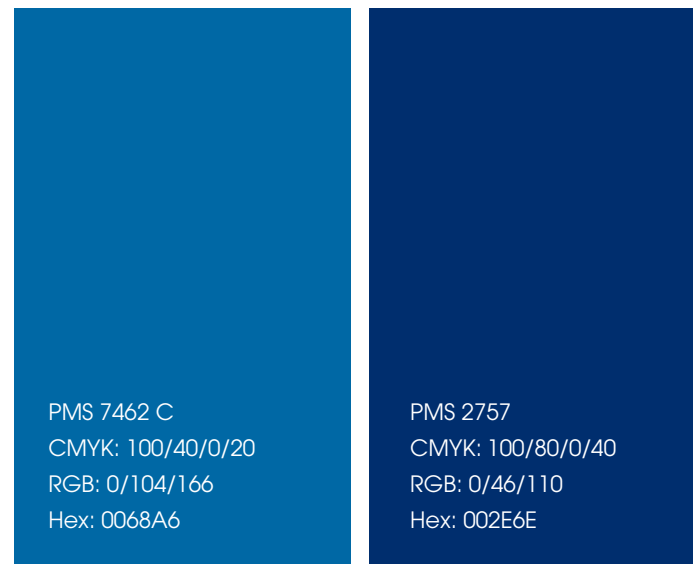
Color Palette

A Pantone® color palette has been selected to create a distinctive look for all Clipper materials. The preferred primary color is PMS 7462-C.

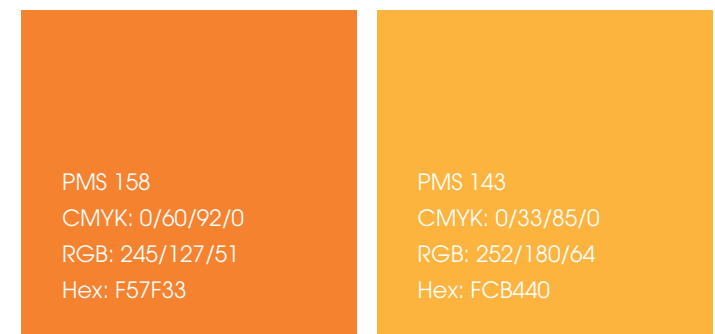
In addition to the primary colors, accent/secondary colors can be used sparingly (up to 1/4 of the colors used at any given time) for specific design and layout elements such as arrows, headlines and bullet points. The secondary colors **cannot** be used for the “Clipper” wordmark.

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

Primary Colors



Secondary Colors



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Typography

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

ITC Avant Garde Gothic 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 texts.

When ITC Avante Garde Gothic is not available (i.e., for use in PowerPoint and Word), use Century Gothic. It is an approachable and simple typeface that echoes the lines and traits of ITC Avante Garde Gothic.

ITC Avant Garde Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

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Name Usage

The word “Clipper”

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

Do NOT include the registered trademark symbol in text.

Use “Clipper” or “the Clipper card” or “Clipper card.” **Never** use “the Clipper.”

Examples:

“I use Clipper during my morning commute.”

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

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Clipper Terminology

Clipper card

Correct usage:

- Clipper card
- adult Clipper card
- Youth Clipper card
- Senior Clipper card
- RTC Clipper card or RTC Clipper card (for disabled persons)
- Youth, Senior and RTC Clipper cards

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

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

Clipper Customer Service

Correct usage:

- Call Clipper Customer Service
- a Clipper Customer Service Center
- Clipper Customer Service Centers
- Clipper Customer Service Center at the Embarcadero BART/Muni station

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Multilingual Terminology

English

Clipper**Your All-In-One Transit Card****clippercard.com****Discounts available for youth and seniors**

Spanish

Clipper**Su tarjeta de transporte público todo-en-una****clippercard.com****Descuentos disponibles para jóvenes y personas de la tercera edad**

Chinese

路路通**您的一體化交通卡****clippercard.com****青少年和長者可享受折扣**

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Other Terminology

Transit agencies and services

Correct usage:

- AC Transit
- BART
- Caltrain
- Golden Gate Bridge, Highway & Transportation District *(for the agency that operates Golden Gate Transit and Ferry)*
- Golden Gate Transit and Ferry *(for the bus and ferry service in Marin County)*
- Muni *(for the bus/light-rail service)*
- SamTrans
- San Francisco Bay Ferry, or SF Bay Ferry on subsequent use in same document *(for the ferry service)*
- SFMTA *(for the agency that operates Muni)*
- VTA
- WETA *(for the agency that operates San Francisco Bay Ferry)*

For additional terminology guidance (e.g., transit agency product and station names), please contact the specific transit agency or consult the MTC usage guidelines.

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Co-Branding

All program partners play a vital role in marketing Clipper and building brand awareness. Using the Clipper brand allows partners to benefit from the branded marketing efforts throughout the Bay Area.

Please contact MTC for review and approval of all co-branded materials before production.

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Collectible Clipper Cards

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 or centered 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.

If the Clipper logo is to be placed with a partner logo, placement position preference still applies; be sure to observe standard logo clear space requirements as shown below.



example horizontal card design,
logo cornered

example vertical card design,
logo centered

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: PMS 7462-C, black or reversed out.

Do not use the gradient version of the logo.

Place the logo in the bottom right-hand corner or centered on simple, clean backgrounds. 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.

THANK YOU

For any questions about this guide or about the treatment of the Clipper identity system, please contact Deanna Lee, MIG Project Manager, at 510.845.7549 or deanna@migcom.com.

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

