MONTGOMERY

BIKEWAYS

COUNTY

BRAND
STYLE
GUIDE

Created by: Guide Studio, Inc. guidestudio.com

MCDOT
Montgomery County *Department of Transportation*

Montgomery Planning

CONTENTS

→ **Brand Importance**

Developing a consistent and recognizable look and feel to communication materials helps people readily identify the source and content of the communication. It is a way of distinguishing your brand, helping to make a memorable impression.

BRAND

A symbolic embodiment of all the information connected to a community, serving to create associations and expectations around it.

LOGO

The visual embodiment of a brand — a recognizable mark that represents the organization.

BRAND MANAGEMENT

Contact the **Montgomery County Department of Transportation Bikeways Coordinator,** for approved logo files. Do not attempt to recreate the following marks or brand elements. Any new designs utilizing the brand must be approved by the Bikeways Coordinator.

→ **Nomenclature**

It is important to have consistency in all forms of communication when referring to the Montgomery County Bikeway System. It consists of a network of connected bike routes throughout the county and this system should be referred to as follows:

FORMAL NAME

Montgomery County Bikeway System

System provides the plural

INFORMAL/SHORTHAND NAME

Montgomery County Bikeways

or

Montgomery Bikeways

→ County Network Logo

The Montgomery County Bikeways network is a collection of all bicycle routes, both existing and proposed, that traverse Montgomery County.

The icon takes its form from a bike gear or sprocket. Besides its obvious imagery, it also represents motion and connections. The italic font and colors were chosen to convey action and vibrancy, while being inviting for all users. The shape is intended to be easily recognized in a variety of environments.

Consistent use of the logo will help elevate positive perceptions and great experiences of the Montgomery Bikeways network. It can be used in marketing materials, wayfinding applications, and all other promotional elements.

The County Network Logo is used to identify the entire network of connected routes within the county.

The logo can also appear in black or white.

→ Route Classification Logo

While routes may vary in facility types and physical surroundings, from a wayfinding and signage perspective they are classified in two ways. Most routes are labeled as Bikeways. Those routes designated by the county as the "highest and best experience" will be labeled a Breezeway and will be highlighted using a specialized branding element and color. The Wayfinding and Sign System utilizes color so that cyclists may quickly and easily distinguish between the route types. The logos can be used in marketing materials, wayfinding applications, and all other promotional elements.

Standard routes are identified as "Bikeways", in dark green

Breezeways are identified using a specialized version of the logo in cranberry.

→ **Text Only Logo**

Text only logos can be used where space or small scale may prohibit the use of the gear logo. The text only logo may also be used as a secondary element as a complimentary addition with the gear logo.
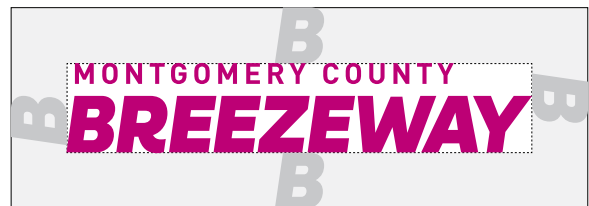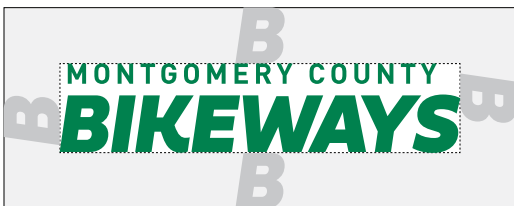
MONTGOMERY COUNTY
BIKEWAYS

MONTGOMERY COUNTY
BREEZEWAY

→ Logo Clear Space

To ensure its integrity and visibility, the logo should be kept clear of competing text, images, and graphics.

The logo must be surrounded on all sides by an adequate clearspace — a space equal to or greater than the height of the letter "B" in "Bikeways" or "Breezeway" — on all sides.

→ Logo Size

Proper size and positioning is critical when using the logo. If the logo is reproduced at a smaller size, the quality of reproduction or screen appearance will degrade.

1" min

3/16" min

There is no specific maximum size. However, the logo size should always be proportional to the content of the piece being created.

→ Logo Best Practices

COUNTY NETWORK

Use the logo on a white, black or gray color background. In some cases, such as on apparel, the logos can appear on other colors in the brand palette.

The logo may be applied over approved solid, textured and image-based backgrounds that provide enough contrast for the logo to remain legible, especially the text in the gear.

ROUTE CLASSIFICATION

The Bikeways and Breezeway logo should only appear in or on their respective colors.

The Bikeways logo should not appear in the cranberry color or on the cranberry background. The Breezeway logo should not appear in the green color or on the green background.

➜ Logo Misuse

## LOGO DON'TS

The logos should not be redrawn or altered in any way. Always use an approved master artwork files.

1. **DON'T** distort or manipulate the proportions of the logo.

2. **DON'T** reproduce the logo in unapproved colors.

3. **DON'T** re-type any of the text in the logos. Use approved logo files only.

4. **DON'T** change the graphic icon out with non approved graphics.

5. **DON'T** place the logo over a color or pattern that makes it difficult to read.

6. **DON'T** rotate or tilt the logo.

7. **DON'T** take the pieces of the logo apart.

→ **Chain Pattern**

Typically a tint of solid black or white chain pattern can be used for a subtle background. The outlined 1-color chain pattern can be used at 100% or a tint. The pattern can be repeated across a layout or cropped.
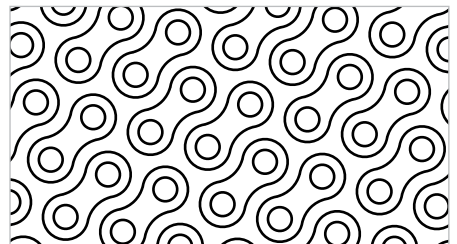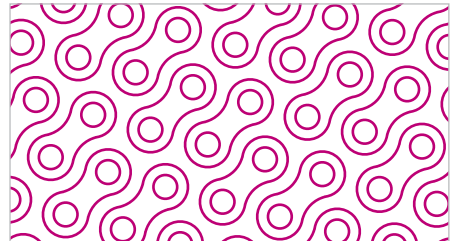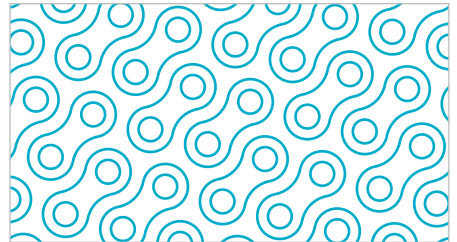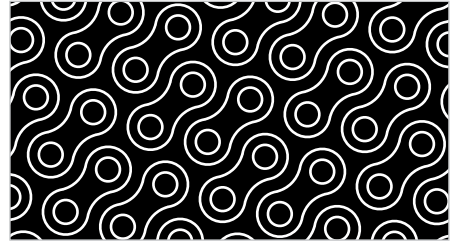
→ **Spoke Graphic**

Typically a tint of the black or white spoke graphic can be used as a subtle background. It should be cropped in a asymmetrical manner.
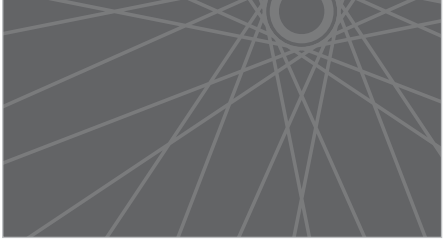
→ Color Palette

The Montgomery County Bikeways brand colors consist of unifying and route specific colors. The overall color palette is bright and vibrant, reflecting the vital connections throughout the county. The consistent use of these colors will create recognition and strengthen the identity.
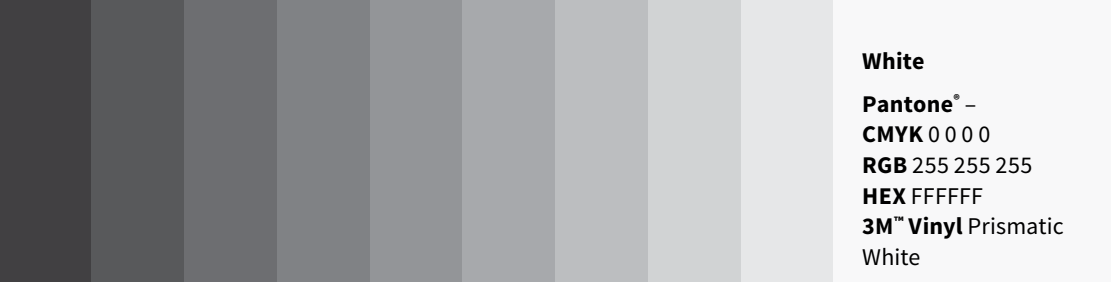
Tints of the colors may be used. Colors may vary on different monitors.

ROUTE SPECIFIC

Bikeway Green

Pantone® 3415
CMYK 100 0 85 29
RGB 0 119 74
HEX 00774A

Breezeway Cranberry

Pantone® 227
CMYK 3 100 0 20
RGB 169 0 102
HEX A90066

UNIFYING COLORS

Bright Blue

Pantone® 3551
CMYK 100 0 22 0
RGB 0 165 198
HEX 00A5C6

Bright Yellow

Pantone® 116
CMYK 0 10 98 0
RGB 255 207 0
HEX FFCF00

SUPPORT COLORS

Black

Pantone® Black
CMYK 0 0 0 100
RGB 44 42 41
HEX 2C2A29
3M™ Vinyl Matte Black 22

White

Pantone® –
CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFF
3M™ Vinyl Prismatic White

→ Logo Colors

The logo may appear in Bikeways Green, Breezeway Cranberry (Breezeway only), white, and black depending on the application. The logo colors and accompanying backgrounds may be chosen from the Route Specific and Support Colors palettes (see page 14) and should provide enough contrast for the logo to remain legible.

The preferred printing process is 4-color process CMYK or specific spot colors (Pantone®). When produced digitally, be careful that colors do not vary depending on the output device or substrate.

The logo can be black in rare cases, e.g. when appearing in black and white printed materials.

→ **Typeface**

Source Sans Pro

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
1 2 3 4 5 6 7 8 9 0

BRAND TYPEFACE
NON-DIRECTIONAL INFORMATION

The sans-serif type family Source Sans Pro is the chosen typeface for the Montgomery County Bikeways. Bold and black versions may be used for headlines, subheadings, and other areas of emphasis while light and regular for body copy. Headings and subheadings may be set in all caps or in sentence/title case.

NOTE: For appropriate typefaces approved for use on signage refer to the Wayfinding and Sign System Standards Manual.

This font family is available from:
https://fonts.google.com

If you are unable to use the above brand typeface and require a universally sharable typeface (emails or documents shared outside of the organization), use this similar substitute: **Arial**

Light AaBb Cc Dd Ee Ff Gg

Regular Aa Bb Cc Dd Ee Ff G

Semibold Aa Bb Cc Dd Ee Ff G

Bold Aa Bb Cc Dd Ee Ff G

Black Aa Bb Cc Dd Ee Ff G

→ Typography Structure

Example text below uses the brand typeface with clear hierarchy and differentiation between groups of text. Other arrangements can be used as long as hierarchy is maintained.

Be sure to use adequate spacing to visually separate sections of text.

Headline text in Source Sans Pro Black

SUBHEAD ALL-CAPS TEXT IN SOURCE SANS SEMIBOLD, USE A MINIMUM +50% TRACKING WHEN USING ALL-CAPS TEXT

Feature text in Source Sans Regular. Use heavier weight fonts when using a color other than black.

Body copy in Source Sans Light, set at 10pt size with 14pt leading. Make sure there is a minimum 4pt increase of space between the lines of text (leading) versus the text size to maintain a high level of readability.
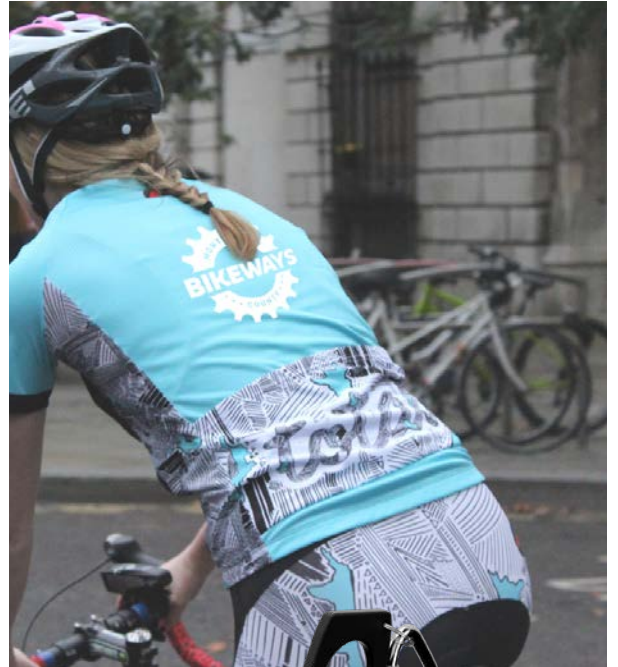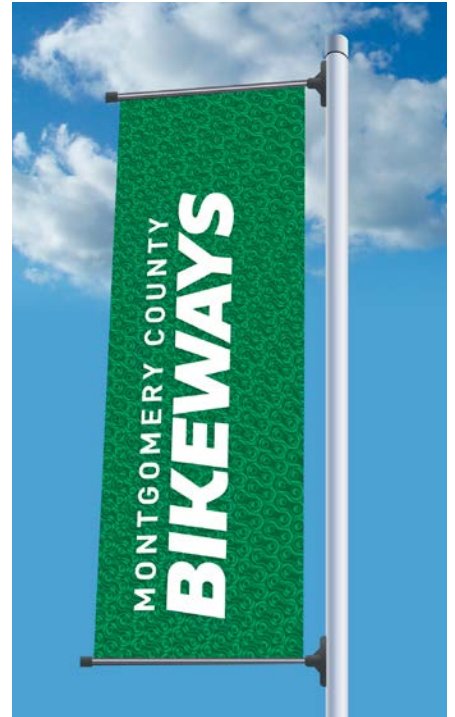
→ Wayfinding

→ Apparel & Gear

→ Banners

BANNER SERIES

To create more visual interest, 2–4 banner designs can be part of a repeating series.

→ **File Format Guidelines**

EPS FILE FORMAT

Use In Adobe InDesign, Quark Xpress, Microsoft Word, Microsoft Powerpoint

EPS file format allow vector logos to be enlarged and reduced without affecting printability. EPS is the preferred format for using the logo. EPS files may only print properly on PostScript printers or printers that are running a PostScript interpreter (RIP).

SVG FILE FORMAT

Use in Adobe Illustrator, Web browsers

Scalable Vector Graphics (SVG) is an Extensible Markup Language (XML)-based vector image format for two-dimensional graphics with support for interactivity and animation.

PNG FILE FORMAT

Use in Web/Electronic Communications, Microsoft Powerpoint

Raster graphics file format that supports lossless data compression. PNG was created as an improved, non-patented replacement for Graphics Interchange Format (GIF), and is the most used lossless image compression format on the Internet.