



APPAREL / MERCHANDISE GRAPHIC STANDARDS MANUAL

North Central Regional Transit District - Española, New Mexico



North Central Regional Transit District

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Introduction

The North Central Regional Transit District connects communities and Pueblos across over 10,000 square miles throughout north central New Mexico, including Española, Los Alamos, Santa Fe and Taos. The signature Blue Bus™ provides public transportation service on 29 routes, with a mix of fixed-routes, flex routes, on-demand/microtransit routes, and paratransit/ADA services.

This manual provides guidelines and instructions on the consistent use of North Central RTD's official graphic identifiers. In addition to general guidelines regarding the appropriate use of North Central RTD's logos, this manual also details the appropriate use of colors and graphic applications on uniforms. Adherence to these standards will strengthen awareness of the Blue Bus brand. Every attempt will be made to use the logo in its approved variations.

All North Central RTD's graphic identity standards and related files are available at www.ncrtd.org/news

The colors shown on this page and throughout this document have not been evaluated by Pantone®, Inc. and may not match.

Coordination

The Marketing and Communications Department must be consulted for approval of all uses of the Blue Bus, MyBlue and North Central RTD logos. Please direct requests to marketing@ncrtd.org.



Logos

The Blue Bus logotype is a custom font designed specifically to differentiate this brand from other transit systems on a national level while capturing the unique Northern New Mexico aesthetic.



The primary logo will be used on the majority of marketing collateral when bus transit service is being highlighted.



A white logo is used for dark or colored backgrounds.



The horizontal logo will be used in horizontal spaces.



A black logo is available when full color printing is unavailable or falls beyond budget parameters.



Primary logo for apparel and merchandise when logo is embroidered or .75 inches or smaller.



The Blue Bus emblem can be used as a patch on hats, on signage, and on marketing materials when the logo is enhanced by a contained shape.

The North Central RTD logo is designed with the same customized font style as the Blue Bus for a cohesive logo family. The Blue Bus logo should always be used as the dominant logo and North Central RTD is a co-branded, secondary logo.



Secondary logo.



A white logo is used for dark backgrounds.



A black logo is available when full color printing is unavailable or falls beyond budget parameters.

Colors

The official color for North Central RTD Blue Bus is Blue (PMS: 285C). Secondary colors are Cyan, Dark Blue, Light Gray and Lavender. Black or white are alternative colors when application or budget rule out the use of color.

CMYK, a four-color process formula, is used for full-color printing. RGB, red, green, blue formulas, is used for digital purposes.

Logos

The Blue Bus and NCRTD logo should be Blue (PMS: 285C), White or Black.

Note: When purchasing apparel or merchandise please supply the vendor with the PANTONE® matching system numbers. Fabric colors vary depending on the brand so please consult with the Marketing Communications Department to ensure accuracy.

Usage

Electronic files are available through the Marketing and Communications Department. Only use authorized files to reproduce the logo. Please do not reproduce the logo smaller than 1.51" X 1.22".

Clear Space

When the Blue Bus logo is used, it should be surrounded by adequate clear space to ensure visibility and impact. No graphic elements should crowd the logo or encroach upon this zone. The minimum clear space is equal to the width of the word "bus" on all four sides of the logo

Brand Fonts

In some applications where the logo is smaller than it's allowable size, the name may be used as a substitute in approved Blue Bus font only, which is Neulis Alt.

1. Blue Bus - which is used as the primary name
Blue Bus
2. North Central RTD - which is used for secondary usage only
North Central RTD

Secondary Elements

While the Blue Bus logo shown on page 3 is the preferred logo, North Central RTD has a badge to represent Transit Security. The white logo must be used when choosing dark backgrounds.

PRIMARY COLOR



BLUE
CMYK: 89 / 52 / 0 / 0
RGB: 95 / 143 / 66
HEX: 5f8f42
PMS: 285C

SECONDARY COLORS



CYAN
CMYK: 90 / 12 / 0 / 0
RGB: 0 / 163 / 227
HEX: 00a3e3
PMS: 7490C



DARK BLUE
CMYK: 100 / 85 / 17 / 6
RGB: 29 / 67 / 132
HEX: 1d4384
PMS: 661C



LIGHT GRAY
CMYK: 0 / 0 / 0 / 6
RGB: 239 / 239 / 239
HEX: efefef
PMS: Cool Gray 1C



LAVENDER
CMYK: 65 / 56 / 15 / 0
RGB: 109 / 116 / 163
HEX: 6d74a3
PMS: 667C



NEULIS ALT SEMIBOLD

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

NEULIS ALT BOLD

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Correct/Incorrect Usage

The Blue Bus logo should only be seen against a white background. The white logo may be printed on different backgrounds that provide sufficient contrast for clarity and legibility.

Do not place the logo on a busy photograph or colored backgrounds when the logo is not legible. No words or images may overlap or merge with the logos.

White logos must be used when choosing dark backgrounds.

CORRECT

Blue
bus

Blue
bus™

INCORRECT



AGAINST A BUSY
PHOTOGRAPH



AGAINST A COLORED
BACKGROUND



AGAINST A DARK OR
BLACK BACKGROUND

Uniforms

North Central RTD has 8 departments. Depending on the position, each uniform may have different fabrics or styles. Style and fabric color choice is not dependent on gender. All uniforms must follow Blue Bus brand standards with colors and fonts. Please work closely with the Marketing and Communications Department to ensure uniform apparel follows these brand standards. Below are examples of colors that will be used:



Primary Look
Blue shirt with white logo



Secondary Look
White shirt with blue logo
Black shirt with white logo

Alternate Options
Gray or lavender shirt with white logo



Helmets, Caps, etc.



The Blue Bus feather circle logo or horizontal logo can be used on items such as hats and helmets. Usage must be approved by the Marketing and Communications Department.

Apparel/Merchandise Options

All apparel/merchandise options must follow Blue Bus brand standards with colors and fonts. Examples of graphic options that can be used on apparel and merchandise are below. Please work closely with the Marketing and Communications Department as the graphic may need slight variations prior to purchasing.

Blue bus
RidetheBlueBus.com

Blue bus
RidetheBlueBus.com

Blue bus
RidetheBlueBus.com

NORTH
CENTRAL
RTD

RidetheBlueBus.com



I ♥
Blue
bus

I ♥ Blue bus

Blue bus™

NORTH CENTRAL REGIONAL TRANSIT DISTRICT
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505-629-4725 | NCRTD.ORG

