



Effective as of June 2021



RHODE ISLAND PUBLIC TRANSIT AUTHORITY

Brand and Style Guide



Intro



The Rhode Island Public Transit Authority's (RIPTA's) mission is to provide safe, reliable, and cost-effective transit service with a skilled team of professionals—all of whom are dedicated to our riders, the environment, and a commitment to excellence.

Uniquely positioned to provide public transportation across our state, we're able to serve up all the beauty, activities, and opportunity that Rhode Island has to offer. And much like our statewide coverage, this brand and style guide will present a tour of the standards and practices that govern our public presence. From our logo to our map styling, we hope you enjoy the ride!

Brand Overview.

Our brand is one of commitment, service, and community.

Through it, we provide safe, reliable, and cost-efficient transportation that's environmentally friendly. Public transit plays a vital role in connecting us, not only with where we're going, but with each other. And at the heart of everything we do is a focus on our riders. Getting them where they need to be—safely, and with a positive experience—is what drives our brand.

Brand Elements.

Our brand elements express who we are, what we sound like, and what we look like

Everything we are made of is here. From our logos and typefaces to our brand's voice and tone, each section is a piece of our identity. They communicate our character—each piece a connection to RIPTA's mission. Whether through the character of our messaging or the mood set with our photography, brand elements should illustrate RIPTA's commitment and dedication to its riders.



Logo



Our logo is simple, relatable and powerful.

It stands for everything we are as a brand. We are the Ocean State's transport authority—we are always in motion, rolling powerfully forward like a wave.

Together with our reliable service, the logo will linger in the minds of our riders.

logo: Color and Background

It's a known fact—our brains process color before they process content. So knowing when to use our logo in 4-color, 2-color, black and white, or reverse can have a greater impact on our audience's perception than one may have initially thought. Harnessing this information and understanding how and when to utilize our brand elements can help create better opportunities with our audience.

Full color



RHODE ISLAND PUBLIC TRANSIT AUTHORITY

One color, black



RHODE ISLAND PUBLIC TRANSIT AUTHORITY

One color, dark blue



RHODE ISLAND PUBLIC TRANSIT AUTHORITY

One color, lt. blue



RHODE ISLAND PUBLIC TRANSIT AUTHORITY

Grayscale



RHODE ISLAND PUBLIC TRANSIT AUTHORITY

Teal, dark background



RHODE ISLAND PUBLIC TRANSIT AUTHORITY

White, dark background



RHODE ISLAND PUBLIC TRANSIT AUTHORITY

Lt Blue, dark background



RHODE ISLAND PUBLIC TRANSIT AUTHORITY

Lt Gray & White, dark background



RHODE ISLAND PUBLIC TRANSIT AUTHORITY



Access to RIPTA logos can be found [HERE](#)

logo: Taglines and Sizes

Although instincts may be to make the logo bigger for brand recognition, there should always be purpose to how the RIPTA logo is sized. On the flip side, minimum sizing is also important to keep in mind—if the logo or tagline is so small that people can't read it, the brand won't be properly supported.

USE WITH OTHER LOGOS

If our logo is ever positioned near another logo, neither should cross into the safe area. The RIPTA logo should also always come first and should be larger than the other logo(s).



LOGO MINIMUM SIZES:

With Tagline:



Print: 1.5" Web: 250px

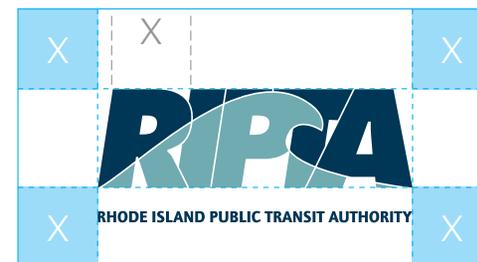
Without Tagline:



Print: .75" Web: 100 px

OUR LOGO SAFE AREA:

The Safe Area [X] is equal to the top of the "R" in our RIPTA logo. Always be sure that other graphic elements do not cross over into this safe area.



logo: Unacceptable Usage

When it comes to deepening brand recognition, understanding how to use—and not use—your logo is critical. In fact, a misstep in presentation is a surefire way to lose brand credibility as soon as it reaches the public eye. We've worked hard to develop our brand, so let's make sure that it stays true to its approved nature.



Do not choose a background color that clashes with the color of the RIPTA logo.



Do not choose background colors that offer low contrast. Always strive for high contrast and legibility.



Do not alter the individual components of the RIPTA logomark (e.g., scale, position, typography)



As RIPTA's brand stewards, guarding both its identity and integrity means leaving the logo without any distortions, changes, or manipulations. Remember that a brand's logo is a visual representation of its identity, and at the heart of RIPTA's brand identity is efficiency and consistency. So if we want the public to rely on the efficiency of our services, how can we expect their trust unless we are consistent with the proper use of our own logo?



Do not use the RIPTA logo at an angle.



Do not stretch the RIPTA logo.



Do not place the RIPTA logo over full-color photography or illustration. It impairs legibility.



Do not change the color of the RIPTA logo.



Do not distort the RIPTA logo.



Colors

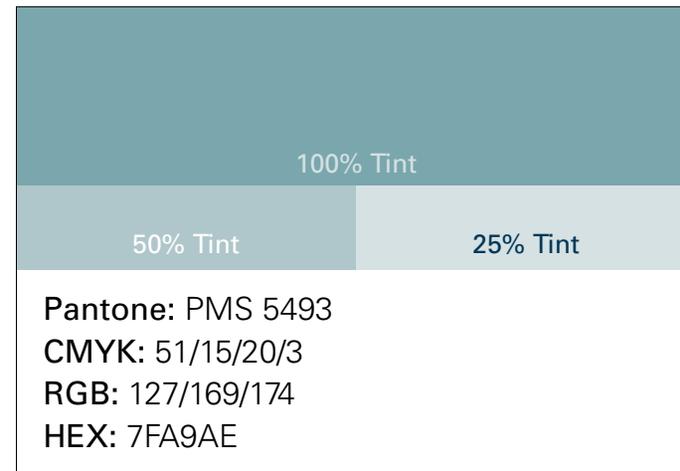
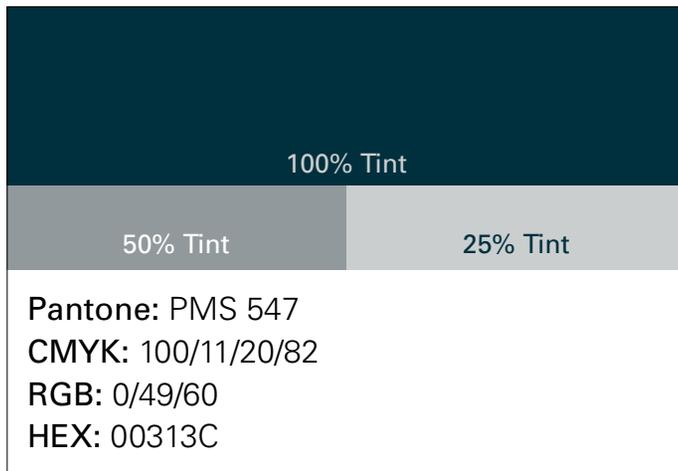


Although most will say it all begins with the logo—
it can be said that color is a brand’s first impression.

RIPTA’s brand personality and emotion lives in its color,
and the way that color is used can greatly affect how the
public perceives the organization. And in the world of target
marketing, our primary blend of blue and green hues have
been statistically shown to elicit feelings of trust, warmth,
and goodwill!

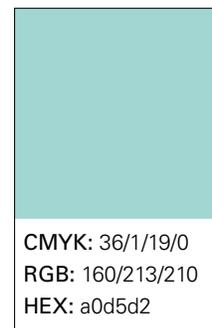
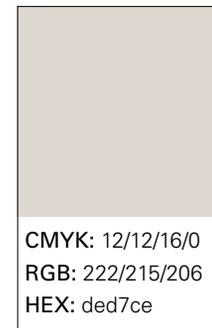
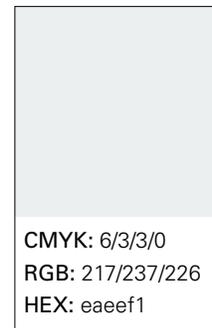
colors: **Primary**

It all begins with two. And from this simple, clean selection we have a solid foundation for our brand. A foundation that travels easily through print via Pantone PMS and CMYK, and then on to web and digital with RGB and HEX. With a multitude of tints to explore, our two base colors have truly got us covered!



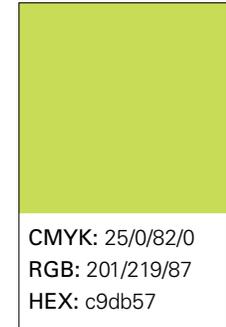
colors: **Secondary**

Everything is more fun with color! With the vast reach of our agency, we have a demanding list of design deliverables to be produced each year, so we need a color palette that supports our primary colors and gives us a wide range for creative development. Each color has been carefully selected for its ability to stand alone or blend with any other in the palette—while also offering a range of lights to darks and warm to cool tones for an eye-catching creative splash!



colors: **Bus Routes**

Bright, bold and primary. We knew when it came to our bus routes that they had to 'POP' off the page so riders would be able to see them easily. They also needed to be different enough from each other that they could be easily distinguishable. And at the end of the day, they had to all look good together on the map with all of the other background colors. Not exactly an easy task, but we think we've got a winning wayfinding combination!





**“Design is
the silent
ambassador of
your brand.”**

— Paul Rand

Typography





Our written words are our voice. And just as important as our use of color in branding, is our choice and use of font. Alongside the suite of design elements that make up the RIPTA brand, our palette of fonts is another form of non-verbal messaging that contribute to consistent and memorable communications.

Building this palette on the back of a type family boasting an impressive range of weights and widths, we also captured more creative possibilities through accent, web, and presentation fonts.

typography: **Fonts**

Whether for print, digital, outdoor, or broadcast, this type palette is a workhorse. But just because it can carry a heavy load doesn't mean it doesn't know how to look good! Specifically chosen for their ability to offer creative range, to be visible and clear in any usage and from far distances, to be easily accessible, and to blend well with one another, these fonts offer a lot of options within a nicely limited guideline.

MAIN BRAND TYPE

Univers 47 Light Condensed

Univers 47 Light Condensed Oblique

Univers 49 Light Ultra Condensed

Univers 57 Condensed

Univers 57 Condensed Oblique

Univers 67 Bold Condensed

Univers 67 Bold Condensed Oblique

Univers 45 Light

Univers 55 Roman

Univers 65 Oblique

Univers 65 Bold

Univers 65 Bold Oblique

Univers 75 Black

 Univers type can be found [HERE](#)

TAGLINE TYPE

Quay Sans Pro Black 

ACCENT TYPE

Verveine Regular 

Impact Regular 

WEB TYPE

Headline Copy (Metrisch Bold) 

Body Copy (Montserrat Light) 

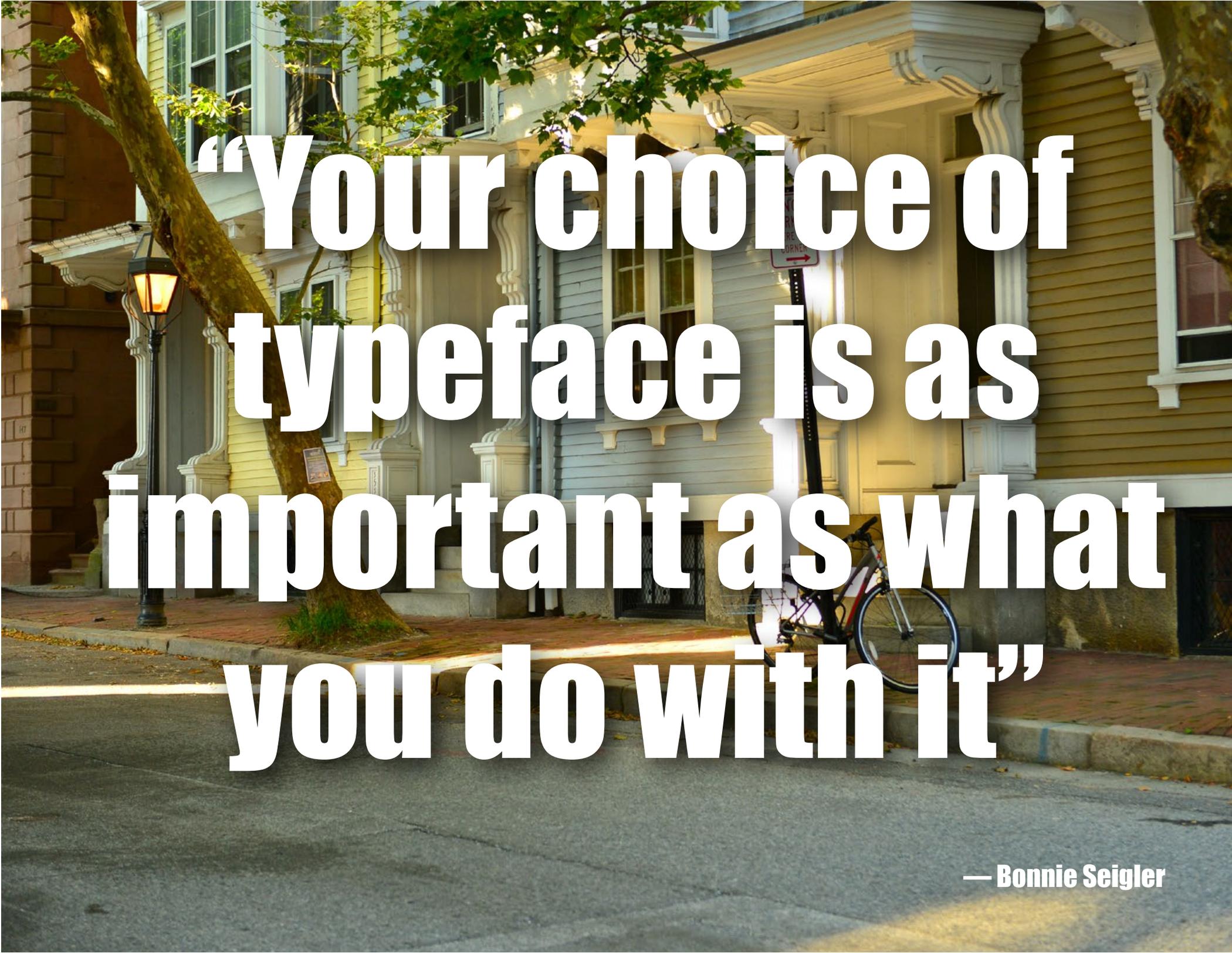
PPT, WORD, ETC TYPE

Calibri Regular

Calibri Italic

Calibri Bold

Calibri Bold Italic

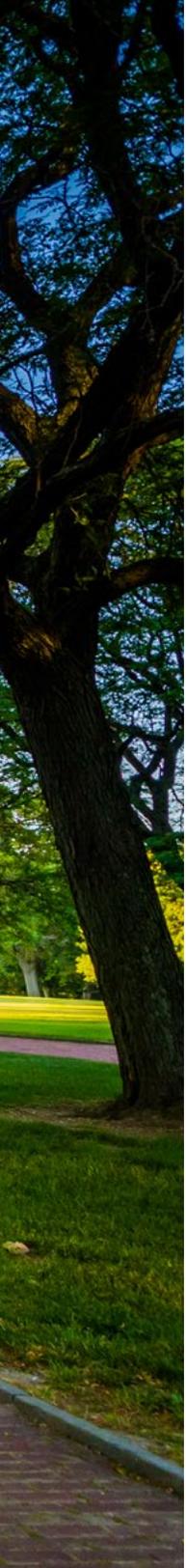
A photograph of a historic yellow building with white trim and a tree, serving as a background for a quote. The building has a prominent entrance with a porch supported by columns. A tree with green leaves is in the foreground, and a street lamp is visible on the left. A bicycle is parked near the entrance. The quote is overlaid in large, white, bold, sans-serif font.

**“Your choice of
typeface is as
important as what
you do with it”**

— Bonnie Seigler



Iconography



Integral wayfinders in public transportation, icons provide riders with simple, recognizable communications across language barriers. At RIPTA, we depend on our icons to share important information with the diverse population of Rhode Island. And just as our services are for everyone, our icons must also share in that accessibility. With one glance, our audience must be able to easily understand their meaning, representation, or function. A properly positioned and supported system of icons will generate feelings of convenience, accessibility, and efficiency—all very significant brand identifiers.

iconography: **Primary**

First, or highest in rank or importance. As defined, anything given the distinction of “primary” has to be pretty special. And at RIPTA, we think that our primary icons are just that. Simple yet bold, distinguishable yet complementary, they have been designed in reverse on geometric shapes, and in our bold colors—to quickly convey complex information across all mediums at any scale of size.

General Icons

Social:



Facebook



Twitter

Contact:



Address



Online



Phone

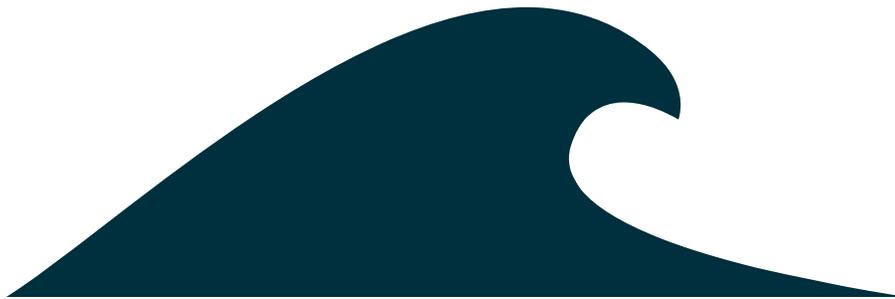


TDD



Accessible

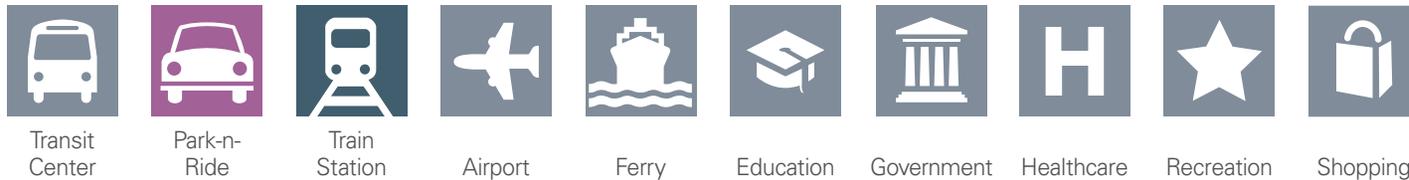
Wave



iconography: Mapping

Our primary iconography may be where the tire is built, but it's within our mapping iconography that the rubber really meets the road. This is where our icons get to show how effectively they can convey a whole lot of information in a really small amount of space. Like our brand, they are efficient, reliable, and easy—helping to get our riders where they need to go.

Legend Icons



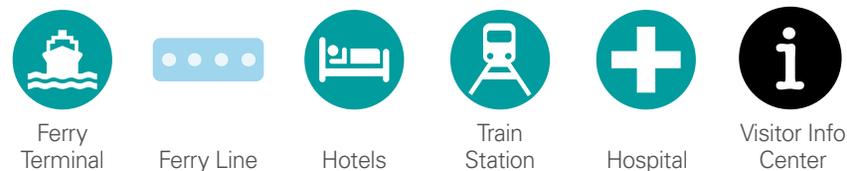
Places to See



Things to Do



Travel Resources



 Access to RIPTA icons can be found [HERE](#)



Imagery



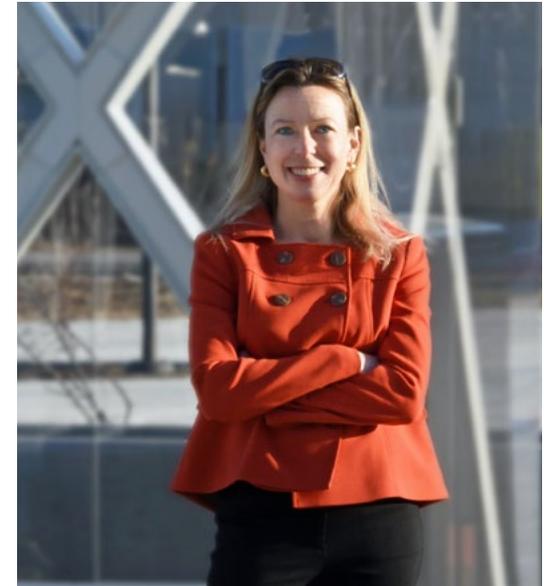
Imagery is not just visual advertising for RIPTA. It is another tool by which we build a connection with our riders. Through our imagery, we build our community. It's an opportunity to explore and showcase the more subtle beauty of our state. It's an invitation to our riders to engage with us and be seen among the diverse faces we serve.

And our imagery is an expression. It's an expression of our brand values—connecting our identity, our mission, back to both our ridership and to Rhode Island on the whole.

RIPTA has a collection of publication-quality photographs and digital images, from buses to staff members, available upon request. For educational, commercial or media use. Please email **Marketing@RIPTA.com** to submit your request.

photography: General

Welcome to your ride! As brand extensions, RIPTA's staff and fleet of vehicles embody reliability, consistency, and support. So, when it comes to photos, we need their image quality, to appropriately represent the status they hold—while being welcoming and inviting to riders. Should you want permission to use a RIPTA vehicle or staff member photo, please submit a request to the contact information on page 44.



photography: Campaigns

Always on the move, RIPTA's campaign photography promotes the brand's experience. Abiding by the same guiding principles of our general photography, campaigns are all about delivering on a particular goal. Once set, that goal is captured, reflected, and brought to life through the lens in a way that both reflects the spirit of the campaign and the stability of the brand.



illustration: Covers

Bold, interpretive, visual imagery, illustration depicts and explains the words around it. Practical yet beautiful, the main purpose of our brand's custom illustration is to convey information. And when we need to go beyond the limits of photography, illustration is a tool full of possibilities, emotion, and influence. Each of our Pocket Guides bring together a collage of iconic local treasures—visually declaring the city with a mere glance.

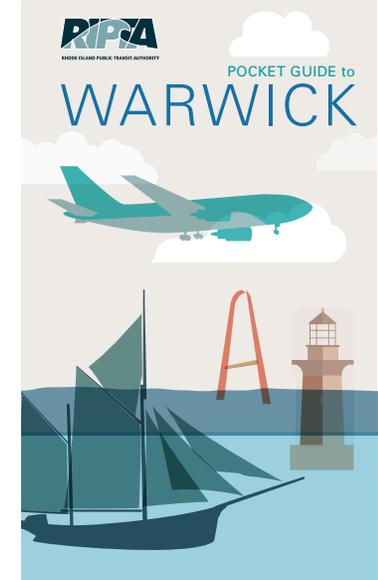
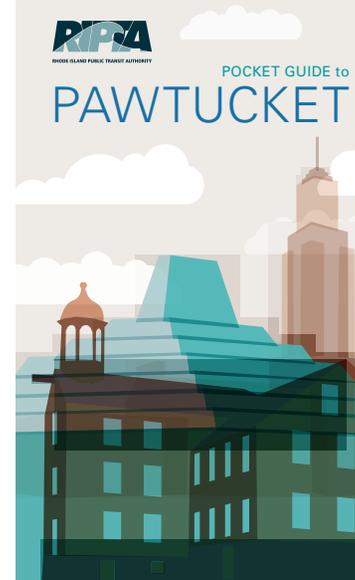
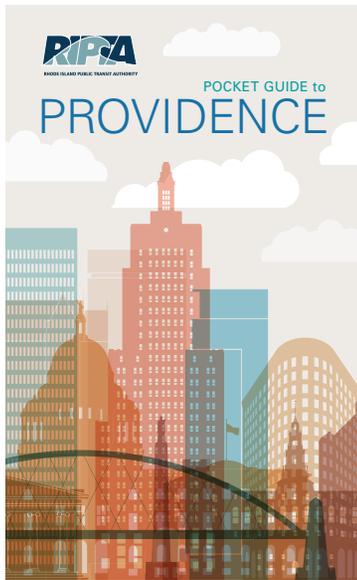
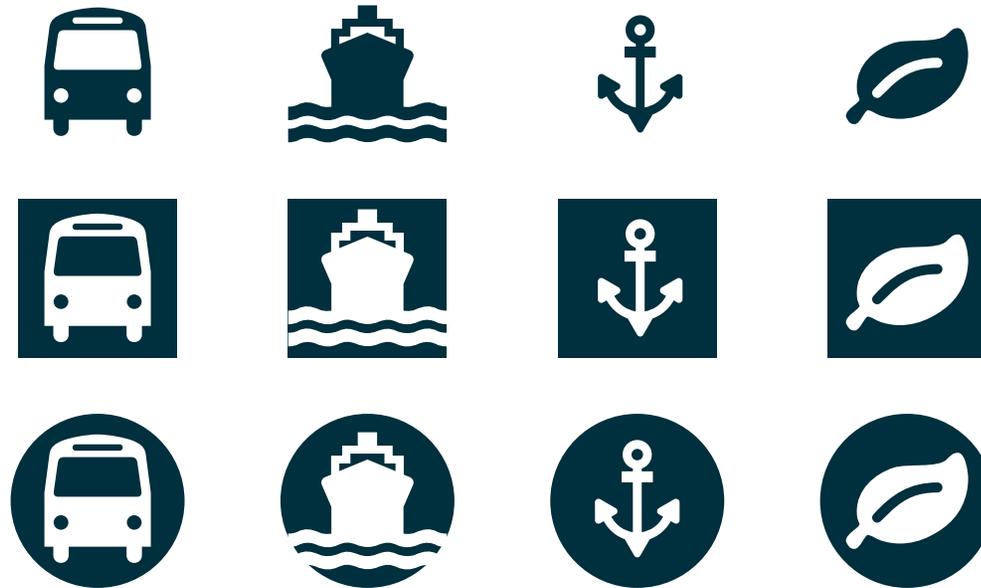


illustration: Icons

As we have already seen, icons are an important part of the RIPTA brand. However, our custom illustrated icons offer a deeper meaning. Well-designed icons facilitate understanding, maintain clarity, and enhance the experience. Illustrated icons are much the same, but also intertwined with the words they are bound to. This allows these icons to support a deeper meaning and purpose within a wide range of projects and pieces.



Voice & Tone





The way we sound is who we are. Whether we're speaking to each other, our riders, or other businesses, consistency is key. Our voice and tone need to reflect RIPTA's personality. They will change depending upon how they must be used, but it should always sound like the same "person," whether in print or digital, video or still.

Our voice is part of our DNA—it's how we actually "talk." Open, conversational, sociable, sincere, and humorous. Think about it—RIPTA should sound exactly like the person from whom any of our riders would like assistance.



Keep it
Genuine

Keep it
Conversational

Keep it
Rhode Island

Say it with confidence and wit—
but don't overstep either!

voice & tone: **Audience**

Since it's very much a two-way conversation these days, our audience really helps direct the way in which we speak publicly. And as our audience evolves, it's important for us to evolve our voice and tone with it. Embracing the full range of diversity in age, sex, ethnicity, political views, and professions of all those we speak to is critical. But, at the end of the day, we're also a bunch of down-to-earth, fun-loving, straight-shooting, Rhode Islanders... who all too often seem to know each other!



Our audience is diverse, both culturally and linguistically. Because of this and the overall care we wish to provide for our riders, we might sometimes write our messaging in different languages. In these cases, our messaging must be sure to avoid English-speaking metaphors, idioms, and wordplay; i.e., things that will not properly translate from English to Portuguese.

Program Brands





An organization’s brand architecture is much like a family tree— all of the brands on the tree are connected, but likely look a bit different and are unique from one another. The relationship between our brands and how they interact with one another, brand architecture, is the key organizational system that enables us to connect the right messaging with the right audience.

There are four sub-brands that live on the RIPTA family tree: Commuter Resource RI, Wave, RIde, and R-Line. Each showcases its own independent identity, while still relating to RIPTA’s main corporate identity. We like to think of our brand architecture as a road map to our riders!

program brands: **WAVE**

Wave hello to RIPTA! RIPTA's smart fare collection system, the Wave smart card and mobile app is a secure, reloadable, contactless way to purchase bus fare and quickly board when riding. A direct extension of the RIPTA logo, with its own individual flair, Wave does double time—playing to an obvious connection with the Ocean State, while also connecting with a friendly wave from a rider.



100% Tint		100% Tint	
50% Tint	25% Tint	50% Tint	25% Tint
Pantone: PMS 540 CMYK: 100 53 0 65 RGB: 0 43 82 HEX: 002B52		Pantone: PMS 325 CMYK: 54 0 20 0 RGB: 88 200 198 HEX: 58C8C6	

 Access to the Wave logo can be found [HERE](#)

program brands: **RIDE**

Door-to-door service with advance reservations. The Ride Program is a paratransit service for people with disabilities that prevent the use of fixed-route buses, as required by the Americans with Disabilities Act (ADA). A near mirror image of its parent brand logo, the Ride logo is meant to be instantly identified with the RIPTA brand. As it is represented visually, Ride is an extension of RIPTA's transport services—further connecting Rhode Islanders within our state!



100% Tint		100% Tint	
50% Tint	25% Tint	50% Tint	25% Tint
Pantone: PMS 547 CMYK: 100/11/20/82 RGB: 0/49/60 HEX: 00313C		Pantone: PMS 5493 CMYK: 51/15/20/3 RGB: 127/169/174 HEX: 7FA9AE	

↓ Access to the Ride logo can be found [HERE](#)

program brands: **R-Line**

The “R” stands for RAPID! Branded separately from RIPTA’s local bus system with an exclusive green coloring, the R-Line is dedicated to Rhode Island’s busiest areas. Operating in mixed traffic rather than on fully dedicated lanes and with independently branded bus shelters, the R-Line brand certainly holds its own unique place and identity as part of the RIPTA family. The bold, angled “R,” with the full feel of motion, has become its own recognizable icon!



100% Tint		100% Tint	
50% Tint	25% Tint	50% Tint	25% Tint
<p>Pantone: PMS 348 CMYK: 93/0/98/17 RGB: 0/132/61 HEX: 00843D</p>		<p>Pantone: PMS Black CMYK: 65/66/68/82 RGB: 45/41/38 HEX: 2D2926</p>	

 Access to the R-Line logo can be found [HERE](#)

program brands: **FLEX**

Travel on your time and in your neighborhood! Flex Service brings public transportation to areas that have little or no fixed-route service. The name Flex is short for flexible service because it offers passengers the option of picking up the Flex van at a scheduled stop or choosing their own pick-up or drop-off point within the designated Flex Zone with an advance reservation. As an extension of RIPTA's service, the Flex logo is an adaptation of the RIPTA logo, in both form and color.

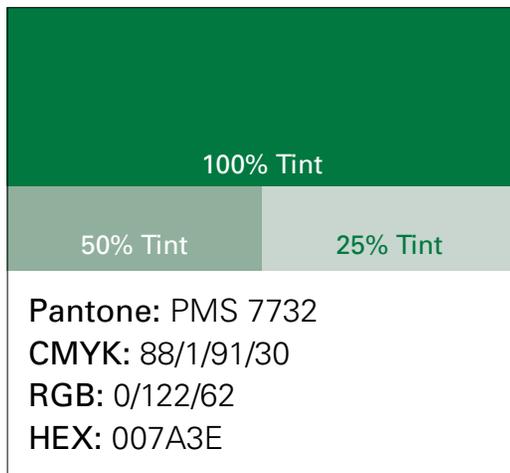


100% Tint		100% Tint	
50% Tint	25% Tint	50% Tint	25% Tint
Pantone: PMS 547 CMYK: 100/11/20/82 RGB: 0/49/60 HEX: 00313C		Pantone: PMS 5493 CMYK: 51/15/20/3 RGB: 127/169/174 HEX: 7FA9AE	

 Access to the Flex logo can be found [HERE](#)

program brands: **Commuter Resource RI**

Rethink your ride! Commuter Resource RI (CRRRI) is RIPTA's program to support passengers and businesses that want to go green and save money by using transit and other alternate modes of transportation. By helping commuters navigate RIPTA services as well as offering guidance on commuting alternatives such as carpooling, and biking, the CRRRI team is working to make RI commutes a whole lot greener and more economical.



LOGO TYPE

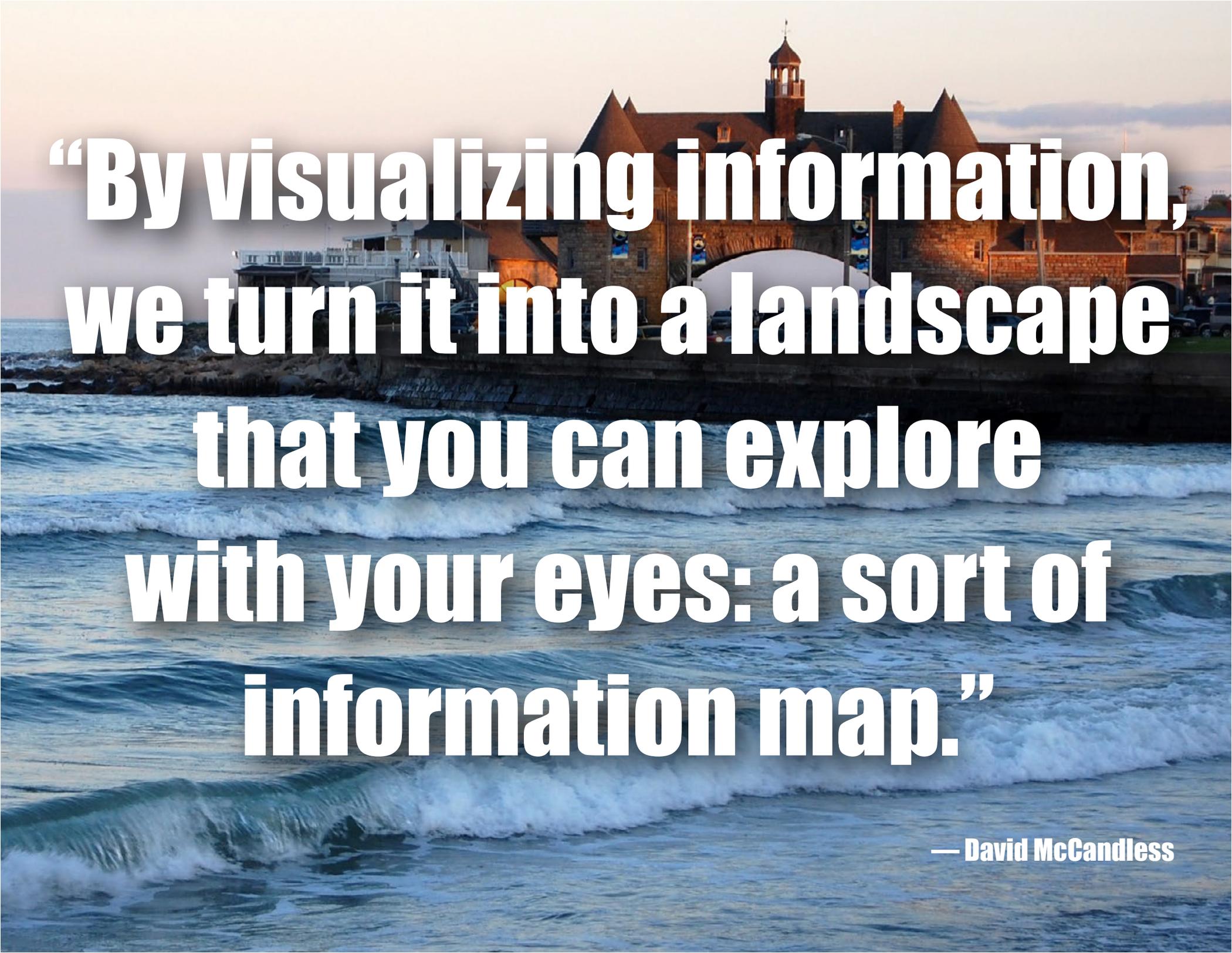
Lato Semibold 

Lato Heavy 

TAGLINE TYPE

GABRIEL WEISS' FRIENDS FONT 

 Access to the Commuter Resource RI logo can be found [HERE](#)

A coastal scene at dusk. In the foreground, waves with white foam are crashing onto a sandy beach. In the background, a large, multi-story stone building with a prominent tower and arched windows is visible. The sky is a mix of orange and blue, suggesting sunset or sunrise. The overall mood is serene and scenic.

**“By visualizing information,
we turn it into a landscape
that you can explore
with your eyes: a sort of
information map.”**

— David McCandless

additional info: **Contact**

Rhode Island Public Transit Authority (RIPTA)

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bpolichetti@ripta.com

additional info: **Resources**

Public Records Requests & Info:

www.ripta.com/media-resources/

United States Department of Transportation

Federal Transit Administration
1200 New Jersey Avenue, SE
Washington, DC 20590
202-366-4043
www.transit.dot.gov

Rhode Island Department of Transportation

Two Capitol Hill
Providence, RI 02903
Phone: (401) 222-2450
Toll Free: 1-844-DOT-ROAD
www.dot.ri.gov

additional info: **Transit Hubs**

Kennedy Plaza Intermodal Transportation Center

Downtown
Providence, RI 02903

Newport Transportation and Visitors Center

23 America's Cup Avenue
Newport, RI 02840

Pawtucket Transit Center

15 Roosevelt Avenue
Pawtucket, RI 02860

TF Green Airport

2000 Post Road
Warwick, RI 02886

East Providence Transit Hub

1925 Pawtucket Avenue
East Providence, RI 02914



“Branding is about so much more than what people see. It’s about how you make people feel.”

— Kimberly Haydn



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