



Brand Guidelines

Visual Strategy	2
Logos	3
Clear Space	4
Unacceptable Uses	5
Colors	6
Typography	7

Visual Strategy

Purpose

To facilitate a clear, effective, and memorable presentation of the logo and a standard brand identity.

Tone

Human. Content should engage like a friend.

Innovative. We are striving toward a better way for all.

Fun. Commuting doesn't have to be a chore.

Accessible. Got a question? Want to chat? We're available. Let's make this easy!

Logos

Five versions of the Get There logo exist: the four primary versions and the versions that include the sub-brands. Please consider legibility when using the logo with the sub-brands, as it will not work well in small applications. Do not combine or alter the logos in any way.

Primary



Regional Logos (Pilot)



One Color



App Button



Logo with Sub-Brands



Clear Space

The Get There logo should be used consistently to project a distinctive brand identity.

To help the logo tell its story effectively, a buffer of clear space must be maintained around the Get There logo.

A unit of space equivalent to the height of the 'g' should be maintained so the logo has enough clear space. See diagram at right.



Unacceptable Uses

Any deviation from the acceptable uses of the Get There logo means the logo will be more difficult to remember—this will negatively impact the effectiveness of the brand. Therefore, no variations of the logo are permitted under any circumstances.

Here are a few examples of typical logo violations. The examples are meant to be representative and do not encompass all possible cases.



Do not attempt to re-draw or re-typeset elements of the logo



Do not place the logo within another shape



Do not outline the logo



Do not distort or stretch the logo



Do not alter the colors of the logo



Do not tilt or turn the logo

Colors

Color is a primary means of visual identification. On the right are the designated colors for the Get There brand.

PMS: Pantone® Matching System inks are the industry standard for color specification in offset printing with spot color.

CMYK: (Cyan, magenta, yellow, black) inks are primarily used in four-color (or full-color) commercial and digital printing.

RGB: (Red, green, blue) color system is used when designing for the screen, such as slide presentations, email flyers, and social media posts.

Primary Colors



Blue
PMS 7691 C
CMYK 95/64/16/2
RGB 0/96/152



Teal
PMS 319 C
CMYK 66/0/21/0
RGB 57/193/205



Orange
PMS 158 C
CMYK 3/66/99/0
RGB 236/118/36

Secondary Colors



Dark Blue
PMS 302 C
CMYK 100/76/42/33
RGB 5/58/88



Dark Teal
PMS 7467 C
CMYK 79/16/32/0
RGB 0/161/173



Dark Purple
PMS 525 C
CMYK 72/93/33/23
RGB 88/44/95



Grey
PMS Cool Gray 2 C
CMYK 19/14/13/0
RGB 205/206/209

Accent Colors



Fuchsia
PMS 7424 C
CMYK 19/89/18/0
RGB 200/66/131



Ochre
PMS 1525 C
CMYK 22/84/100/13
RGB 178/67/6



Yellow
PMS 142 C
CMYK 6/25/89/0
RGB 240/190/60



Light Yellow
PMS 600 C
CMYK 6/2/50/0
RGB 244/235/153



Lime Green
PMS 7765 C
CMYK 35/14/98/0
RGB 179/188/57

Typography

The free Google font, [Poppins](#) is the primary typeface for web and print collateral. A selection of weights and styles is shown to the right.

Typeface

Poppins Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () { } : " < > ?

Poppins Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () { } : " < > ?

Poppins Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () { } : " < > ?

Poppins Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () { } : " < > ?

Thank You!