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The Importance of Branding

The RTD brand is about so much more than just the logo. It is the visual and verbal expression of who we are as an organization, why we exist, and the promise we make to our customers every single day.

Through carefully chosen words, images, and service offerings, we communicate the value we provide, as well as our unyielding commitment to the people we serve.

Our brand signifies and influences everything we do as an agency.

The RTD brand demonstrates our relevance, value, and promise, so that customers trust us to be their preferred transportation mode.

We have employed research and expertise to create more effective communications by:

- Identifying our customer segments and their motivations
- Defining our brand attributes and promise
- Creating clarity in look, voice, tone, and action
- Providing a consistent graphical presentation
- Promoting uniform cross-platform recognition
- Connecting with customers in meaningful, emotional ways

Brand Attributes

Through customer and community research, feedback, and surveys, we have identified three brand attributes that customers and stakeholders consider most when making decisions to ride RTD.

Our brand attributes reflect how our audiences see us and how they feel we perform. RTD consistently receives high marks from customers in these three fields. Our ability to deliver can strongly influence a customer's decision to ride (or not ride) RTD services.

Competence

reliable, dependable, safe, hard-working

Sincerity

humble, honest, transparent, positive, sustainable

Caring

empathetic, friendly, helpful, community-focused

Our Mission

We make lives better through connections.

At our core, RTD is a service-driven organization, comprised of people who move people. Our mission is to make lives better through connections—literally, physically, and emotionally. It is our core purpose in serving our community.

Brand Voice

As people in the people business, RTD must communicate in a manner that is humanized and relatable, and that creates a positive, consistent experience with each interaction across our agency. The "voice" of the agency is evident and consistent in all spoken, written, and visual communications. Following are some characteristics of the RTD brand voice.

Authentic

Honest

Unique

Relevant

Aspirational

Collaborative

Conversational

Encouraging

Brand Tone

Our tone can be flexible depending on the specific audience, situation, media, or mode of communication.

For example, communication to customers can be formal or informal, while correspondence with a stakeholder or board member may be more formal or structured.

Always be aware of your audience and adjust your tone accordingly to make a positive connection.

Writing Style

To consistently convey our brand attributes, mission, and voice in writing, follow these guidelines for communications.

- Understand the audience and speak to them using the appropriate voice and tone
- Focus on the customer experience
- Create a conversation
- Write clearly and concisely
- Use familiar words or phrases
- Generate excitement and interest
- Use a simple and direct call to action

Our Brand Identity

Our visual identity system is a collection of elements that communicate who we are.

The RTD Logo Badge is the most important element in this collection. Secondary visual elements, color palettes, taglines, and other graphic symbols help to support this brand.

Core Brand Elements

The RTD Red Badge Logo is our standard logo mark. It conveys a bold presentation in touch with today's customer and the communities we serve.

PAGES 16–21

AaBbCc123

Proxima Nova

RTD's standard typeface is Proxima Nova. The font is both easy to read and friendly. It unifies our brand in all marketing and communications materials. Tahoma is the PC equivalent.

PAGES 22–23

RTD red is a familiar element that has been associated with our brand from the very beginning. It is supported by a family of secondary colors that give RTD a diverse and modern palette.

PAGES 24–25

The mountain symbol is a core element of our visual identity system, evident on the stripes and colors of our fleet. This version was introduced in 2018 as an accent to aid continuity among RTD assets and pay homage to our region.

PAGES 26–27

Our Logo

The RTD logo is rooted in travel, connectivity, and reliability. The linear "RTD" initials symbolize the arterial "routes and pathways" that connect our district.

The RTD Red Badge and White Badge logos are standard for all agency communications. The solid red square grounds the logo in a foundational, stable element. It is a trusted shape that represents security, dependability, and predictability—the very attributes for which we are known by our customers.

Primary logo

Primary reversed logo

Logo Variations

Variations of the RTD logo exist to fill unusual needs. These logo formats should only be used when the primary Badge Logo cannot be used appropriately in a specific circumstance.

① The Legacy Logo (RTD red, black, or reversed) reflects the historic RTD logo, which appears without a containing box. It should only be used in instances when the boxed logo cannot be easily applied, including certain apparel and promotional items.

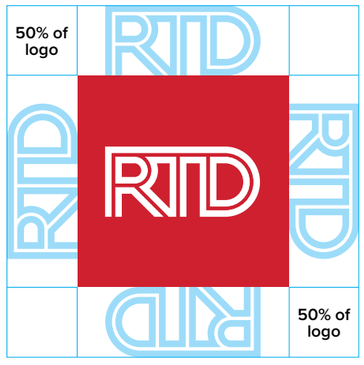
② The Black Badge Logo and Black Reversed Badge Logo should only be used in applications where full-color printing cannot be achieved, or in applications where the Red Badge Logo is inappropriate.

③ The Grey Badge Logo should only be used in applications where full-color printing is not feasible, and only if the Black Badge Logo would be unreadable, visually challenging, or problematic.

Clear Space

Clear space is defined as the minimum amount of open space that must exist around the logo. Often referred to as "runaround," clear space ensures that the logo stands by itself for best recognition.

When minimum clear space requirements are met, the RTD letters from within the logo can fit around the logo without overlapping any competing graphics or words.



0.5" minimum size

Inappropriate Logo Use

The RTD logo is an independent piece of artwork and should never be adjusted or modified. Follow these guidelines to ensure that our logo looks clear, legible, and professional in every application.

DO NOT recolor the RTD logo with gradients

DO NOT stretch or warp

DO NOT add effects such as drop shadows, bevels, etc.

DO NOT rotate

DO NOT recolor the logo artwork

DO NOT place the logo in or close to text

DO NOT place over busy images or patterns

DO NOT place over similar colors

DO NOT place the reversed logo on very light backgrounds

DO NOT place standard logo on bright or dark colors

RTD Website Lockup

The RTD website may be paired with the logo as a lockup. The primary brand color red is used for the logo and black type for the website. If the application does not allow for red, a black logo is a second option.

2.8" lockup width is the minimum size. Make sure the logo is a minimum of 0.5".

0.875" lockup width is the minimum size

RTD Mission Lockup

The RTD mission statement may be paired with the logo as a lockup or tagline in certain instances. This may appear most frequently on letterhead, memos, and official correspondence as well as a sign-off on other public-facing materials. The brand font is used for the text and the primary brand color, red, is used for the accompanying foundational bar graphic element. An all-black version is also available.

2.375" lockup width is the ideal sizing. Make sure the logo is a minimum of 0.5".

0.875" lockup width is the minimum size

Departmental Identifiers

While the RTD logo is the official agency mark, there may be occasions that require specific departmental identification. For example, if Human Resources attends a job fair, the team may need to emphasize this affiliation. For these instances, RTD's Creative Services Department has developed a type treatment that pairs with the RTD logo. The "logo lockup on white" is the standard. For darker backgrounds (e.g., apparel), the reversed out logo (with white lettering) may be used.

If you need an RTD logo with an accompanying departmental type identifier, please contact the Creative Services Department.

0.75" lockup width is the ideal size for apparel

Partnership Logos

RTD often partners with other organizations and our logo is co-represented with theirs. This co-branding is evident within partner apps, with our union partners, and within software as a service (SaaS) applications. In these situations, each logo must appear with equal weight and possess the appropriate amount of white space between each entity.

minimum of 0.5"

Typography

RTD's standard typeface is Proxima Nova. The font is easy to read, straightforward, and friendly. It unifies our brand in all Marketing and Communications materials, internally and externally. The PC equivalent is Tahoma, which is approved for use across the agency without additional licensing.

Primary Typefaces

Primary typeface (for headlines)

Proxima Nova ExtraBold

AaBbCc123

Recommended use at 24 pt and higher

Primary typeface (for subheads)

Proxima Nova Bold

AaBbCc123

Recommended use at 14 pt

Primary typeface (for body)

Proxima Nova Regular

AaBbCc123

Recommended use at 11 pt

We make lives better through connections.

We move people from place to place

Moving large amounts of people has its challenges and rewards. We will continue to explore new opportunities and technologies to create the best possible customer experience..

More from the Proxima Type Family

Proxima Nova Light

AaBbCc123

Proxima Nova Light Italic

AaBbCc123

Proxima Nova Medium

AaBbCc123

Proxima Nova Medium Italic

AaBbCc123

Proxima Nova Semibold

AaBbCc123

Proxima Nova Black

AaBbCc123

Proxima Nova Black Italic

AaBbCc123

Tahoma – an alternative typestyle

Tahoma Regular

AaBbCc123

Proxima Nova Bold

AaBbCc123

Color Palette

Color is an integral part of the RTD visual identity system. Consistent color application further cements the brand and creates instant recognition within the marketplace.

Primary Color Palette

RTD Red
PMS 186
C12 M100 Y91 K3
R206 G14 B45
HEX #CE0E2D

RTD Blue
PMS 287
C100 M87 Y20 K11
R0 G47 B135
HEX #002F87

Secondary Color Palette

Each primary color is expanded into a "family" of secondary colors. These are to be used as accent colors only. They can differentiate products, denote an instance within a series, create diversity within a "mono color" composition, or draw the viewer's eye with a spot of contrast.

RTD Orange
PMS 7578
C0 M66 Y100 K0
R246 G135 B31
HEX #F6871F

RTD Gold
PMS 124
CO M33 Y100 K0
R253 G186 B47
HEX #FDBA2F

RTD Dark Red
PMS 7624
C30 M89 Y81 K32
R133 G4 B44
HEX #852E2C

RTD Mid Blue
PMS 2985
C58 M4 Y2 K0
R85 G193 B233
HEX #41C1EF

RTD Teal
PMS 3285
C100 M14 Y60 K1
R0 G148 B131
HEX #009483

Brand Symbol

The mountain symbol is a core element of our visual identity system. Whenever it's included, the mountain should appear as a single graphical element and not compete with the RTD logo. Its usual placement is at the bottom of a branded communication.

Rules to Remember

Do not recreate the mountain. Use only approved artwork.

Do not rotate or transform the mountain.

Use only one mountain at a time.

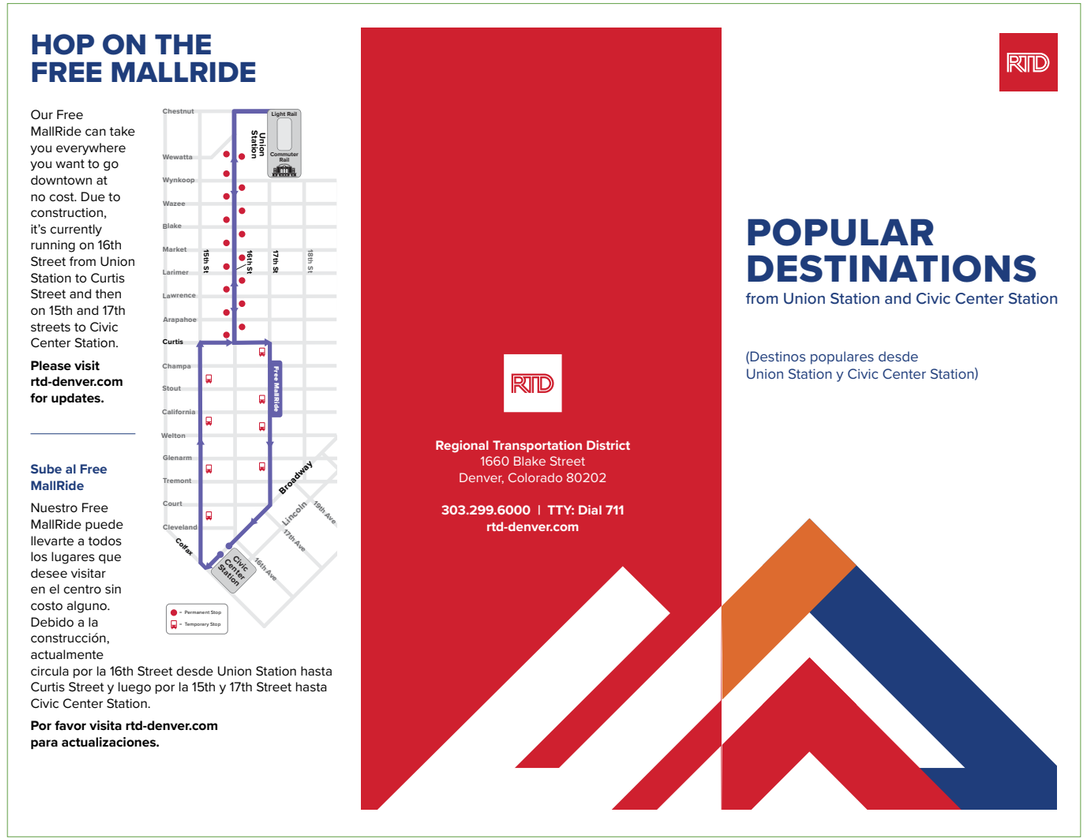
Avoid featuring the mountain in black.

Whenever possible, place the four-color symbol over white.

When positioning on top of a solid color, use the all-white reversed symbol.

The brand symbol was created from the "routes and pathways" of the RTD Legacy Logo. It is a functional reminder of our dedication to connecting the metro Denver region, which helps propel the traditional and recognizable Legacy Logo into the future.

The mountain symbol is most commonly used at the bottom of official and ancillary publications, such as letterhead, memos, brochures, posters, and shelterboards.



Photography, Videography, & Iconography

Our photography, videography, and iconography should support our main message of being people in the people business. These graphic elements are aspirational but down-to-earth, modern, relatable, and most of all, real. Our customers should see themselves in imagery that is lifestyle-focused, that showcases our system and its usage, and that represents diversity.

Photography

Our photography style is characterized by warm and nurturing lifestyle moments punctuated by bold portraiture and that represent the potential benefits of the RTD system. To capture a feeling of approachability, softened contrasts create a pleasing and friendly tone while retaining the beautiful vibrancy of life's color. Ideally, we feature photography of our own buses and trains and actual customers with tight crops to ensure authenticity.

What to look for:

- Diversity
- Natural pose
- Natural light
- Small depth of field
- Saturated in color
- No eye contact with camera

Videography Standards

Our video style is characterized by realistic and down-to-earth moments highlighting the everyday lives of RTD customers and employees. The final product should blend modern, naturalistic videography with tight, polished post-production. The tone should be punchy, evocative, and inspiring.

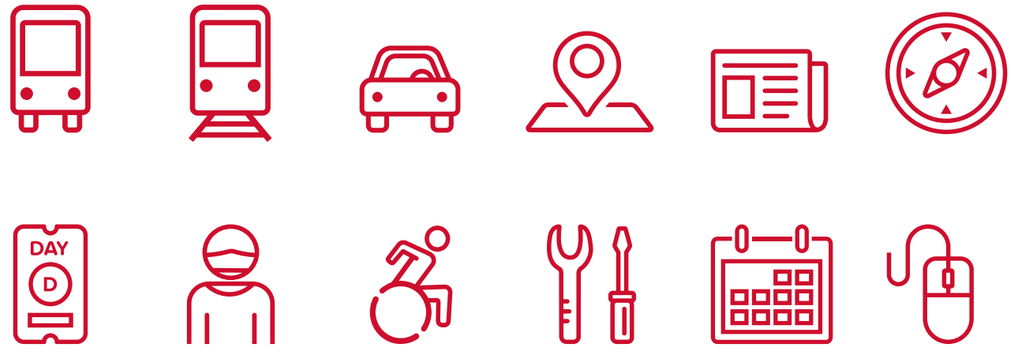
All videography should begin or end with an animated RTD Badge Logo intro and outro. A selection of bumpers, title captions, and other standard elements may be requested from RTD's Creative Services Department.

Iconography Library

A robust icon library provides the RTD brand with a versatile, flexible graphic language across all platforms. These icons are used in web design, in social media, and in other marketing materials. These linear icons provide modernity and simplicity to our brand style and unify our messaging across all platforms.

The full RTD icon library can be found in the Icon Set Guidelines or the RTD PowerPoint Template, which can be located on the Hub or requested from RTD's Creative Services Department.

RTD Sample Icons



Branded Elements

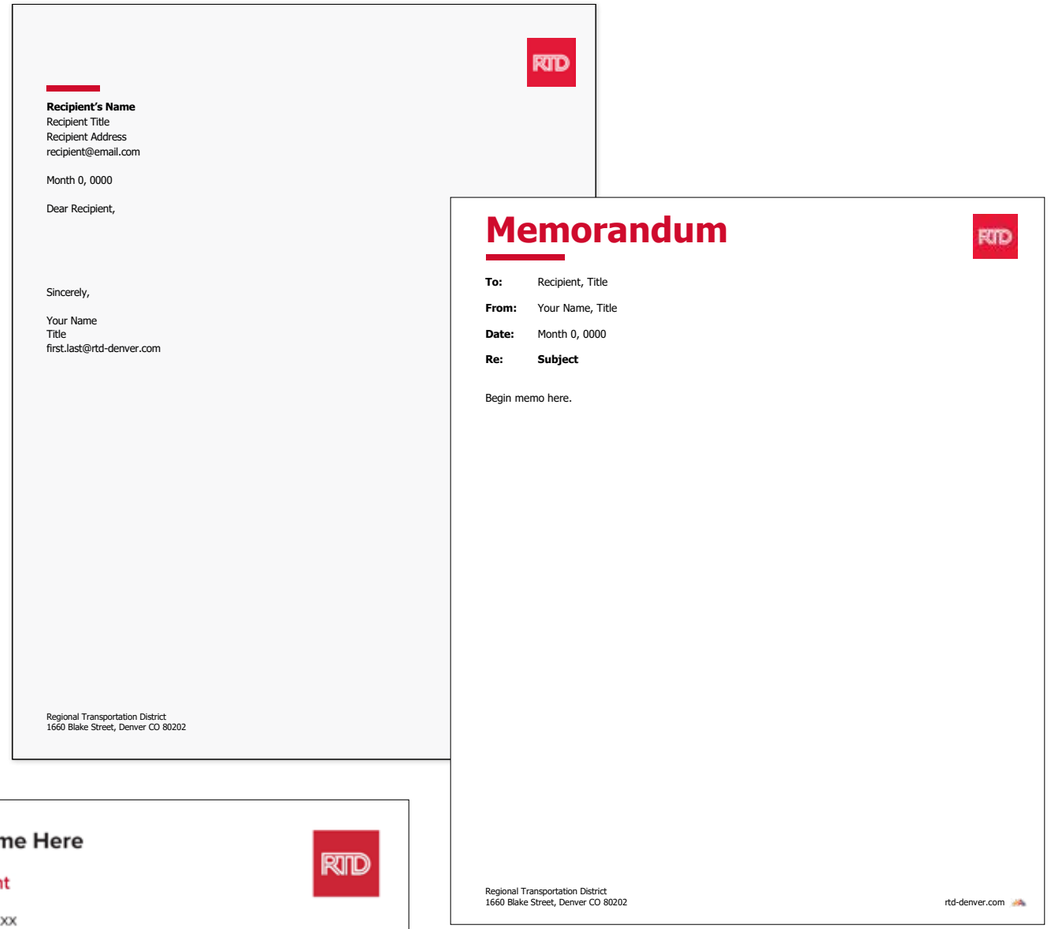
Our brand is evident on everything we produce, including stationery, presentations, buses and trains, signage, and other types of communications.

Due to timing and expense considerations, RTD introduces designs as opportunity and funding arise.

Following are some applications of the agency brand on everyday and high-profile assets.

RTD Stationery & PowerPoint Suite

The RTD stationery suite includes a user-friendly PowerPoint template, letterhead, and business cards, reflective of our brand. The PPT and letterhead provide flexibility while adhering to standards. Templates are available on the Hub, including instructions for requesting business cards.

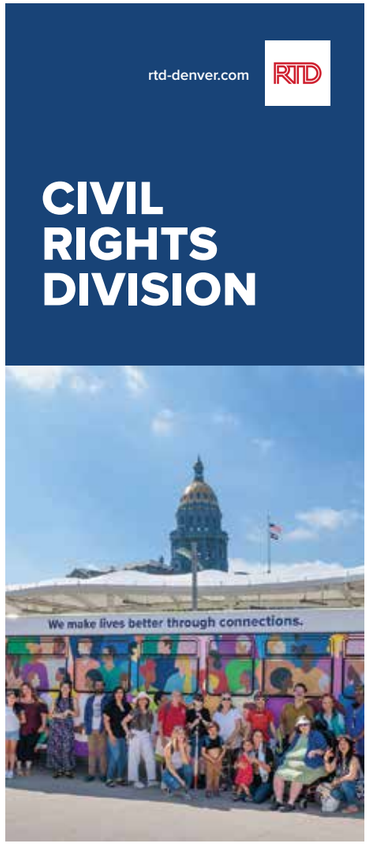


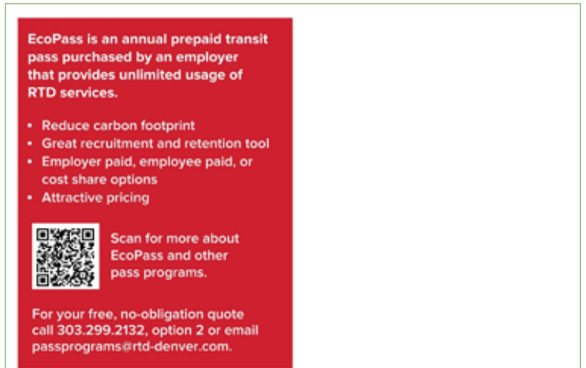
Vehicle Design

The RTD fleet is being updated over time with our modern mountain symbol and evolved square logo. Due to the cost of vehicle upgrades, we've started with fixed-route buses as well as FlexRide and Access-a-Ride vehicles. Additional buses and trains will be migrated to the system as funding becomes available or as vehicles are rehabbed or replaced.

Other Branded Samples

Marketing and Creative Services work with clients across the agency to produce consistently branded assets. Following are a few examples. We also develop templates for client and agency programs, reports, and initiatives in Canva.





Website & Social Media

Web Standards

The RTD external website, third-party software products licensed to RTD, web and native apps, and affiliated websites, are a direct extension of the RTD brand, and a primary touchpoint for our customers and stakeholders. These services should follow the RTD brand standards, which include being responsive, accessible, secure, and user focused. Interfaces should be clean, simple, and intuitive, reflective of RTD's brand.

Social Media Standards

Social media content mirrors RTD's brand attributes, voice, and tone. Brand assets, such as profile photos, banners, and post graphics, should be polished, on brand, and adhere to sizing, format, and design guidelines provided by each social media channel.

Full Web and Social Media Guidelines are available upon request.

Critical Resources

Templates

The Hub
Templates for standard business applications including stationery, memos, PowerPoint, email signatures, and more are available for download on The Hub.

Business cards may also be ordered via the instructions on The Hub.

Visit thehub.rtd-denver.com

Canva
Common RTD layouts for items such as posters, certificates, and the like are available via an online platform known as Canva. To access Canva templates, please reach out to the Marketing Department, who will send you login instructions and explain how to access the various templates. If you cannot find the template you need, please let us know.

Flickr
RTD's Marketing Department keeps an updated archive of current, approved images on Flickr.

For any brand-related questions, contact creativeservices@rtd-denver.com.

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