



**RTC GRAPHIC  
BRANDING  
STYLEGUIDE  
2020**



512

F. SHERMAN

RTC RIDE

BATTERY ENCLOSURE

# RTC Graphic Branding Styleguide

- RTC LOGO STANDARDS** ..... 1
- The RTC Logo Bug** ..... 1
  - Print or Web ..... 1
  - One- and Two-Color RTC Logo Bug ..... 2
  - Logo Bug Usage on Backgrounds with Dark Colors, Complex Textures, and Imagery ..... 3
  - Clear Space Around Logo ..... 4
  - Improper Use of the Logo ..... 5
- RTC PRINT COLLATERAL** ..... 6
  - RTC Letterhead Template ..... 6
  - RTC Business Card and Envelope Templates ..... 7
  - RTC Brochure Template ..... 8-9
- RTC CORPORATE WEAR LOGO STANDARDS** ..... 10
  - Engineering & Construction, Metropolitan Planning and Public Transportation and Operations
    - Shirts, Jackets, and Hats ..... 11
    - Safety Vest ..... 11
    - Safety Hat ..... 11
    - Customer Service and Mobility Center ..... 11
    - Logo Size Requirements ..... 12
- RTC PUBLIC TRANSPORTATION SERVICES LOGO STANDARDS** ..... 13
  - Print and Web Logo Use for Public Transportation** ..... 13
    - Service Name Fonts ..... 13
    - Service Name Color Standards ..... 13
  - Stacked Logo Branding** ..... 16
    - Stacked Logo ..... 16
    - Grayscale ..... 18
    - Imprint ..... 18
  - Contractor Corporate Wear (RTC RIDE and RTC ACCESS)** ..... 19
    - Shirts, Jackets, and Hats ..... 19
    - Patches ..... 19
  - Logo Use on RTC Vehicles** ..... 20
  - Vehicle Branding and Paint Scheme** ..... 21
    - Themed Bus Design Branding ..... 23
  - Bus Stop Signage Branding** ..... 26

- Branding for a Place** ..... 27
  - Transit Center ..... 27
  - RTC Department ..... 27
- Branding for RTC Projects** ..... 28
- Project Road Signs** ..... 29
- Project Maps** ..... 30
- Outreach Signage** ..... 30
- PowerPoint Presentations** ..... 31
- RTC Corporate and Substitution Fonts** ..... 32
  - RTC Corporate Fonts ..... 32

*In 2005, the Regional Transportation Commission (RTC) underwent a branding transformation that brought a fresh new look to the agency as a whole. The new branding system was excitedly displayed across all physical and electronic platforms of the RTC businesses, including but not limited to, buses, structures, printed collateral, and the internet. The Graphic Branding Styleguide was created to guide the intended user on the correct usage of the RTC logo in each situational format and application. Included in this guide are updates and additions to the existing logo system and its usage. New logos, logo requirements, and logo applications will be denoted with a " ■ " for easy identification.*

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The RTC of Washoe County serves three roles for the Washoe County urban area: it is the Metropolitan Planning Organization (MPO), the transit service provider, and builds the regional roadway network. As the MPO, RTC conducts a collaborative short- and long-range multimodal transportation planning program. RTC develops the 20-year RTP, five-year Regional Transportation Improvement Program (RTIP), two-year Unified Planning Work Program (UPWP), and the Public Involvement Plan, consistent with Fixing America’s Surface Transportation (FAST) requirements.

## The RTC Logo Bug

The RTC logo is the identifying mark of the Regional Transportation Commission. It should appear on all RTC vehicles, communications, marketing, signage, and uniforms as dictated by the RTC branding styleguides and corporate policy. The RTC brand should always hold the most prominent place within a print or electronic layout — typically the top center or top left of a layout.





The RTC logo bug is a stand alone icon made up of light blue arches encompassing a dark blue rectangle with the white RTC lettering inside (see color specifications below). The logo bug's restrictive usage will be specified in the following pages.

### *Print or Web*

When printing with PMS colors or in a four-color process, placing the logo on the internet, or using the logo in an electronic format, the subsequent color standards are to be followed:

Cyan (C), Magenta (M), Yellow (Y), Black (B)  
 Red (R), Green (G), Blue (B)

Print		Web	
	PMS 284	CMYK   58, 17, 0, 0 RGB   106, 173, 228	HEX   6AADE4
	PMS 287	CMYK   100, 72, 2, 12 RGB   0, 51, 141	HEX   00338D

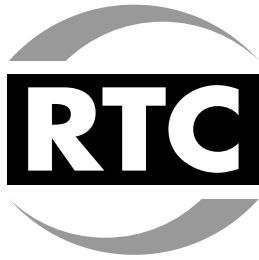


**Two-Color**  
(Preferred)

### ***One- and Two-Color Logo Bug***

The two-color version shown is the preferred RTC logo bug to be used with one of the approved PMS, CMYK, RGB, or HEX breakdowns from page three. The two-color version is the preferred version for print. The RTC logo bug in print form refers to, but is not limited to, usage in signage, marketing or business collateral, and giveaways.

In instances when only one color can be used (e.g. promotional items), the grayscale, solid black, PMS 287, or white version may be used.



**Grayscale**  
(40% Black Swooshes)



**Black**  
Imprint



**PMS 287**  
Imprint



**White**  
Imprint



**Logo Reversed**  
(Black/Dark Background)

***Logo Bug Usage on Backgrounds with Dark Colors, Complex Textures, and Imagery***

When applying an RTC logo bug to a dark-colored background or dark solid to opaque area of imagery, use one of the formats shown.

There should be a clear and definable contrast between the logo and the background and its surroundings.

The color of the background and the colors in the logo should not be close in hue.

Complex and textured backgrounds should not be used.



**Grayscale**  
(40% Black Swooshes)



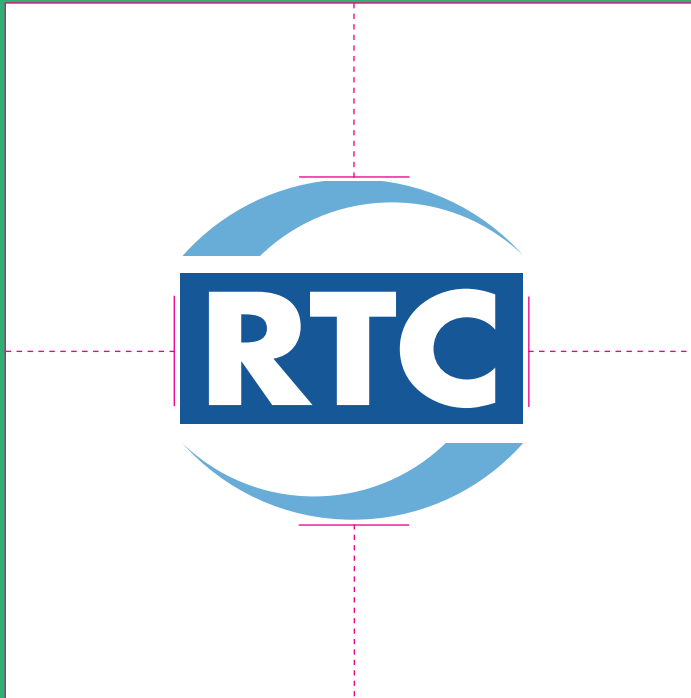
**White**



**Two-Color**  
(Used on Approved Apparel Colors)

## ***Clear Space Around Logo***

Maintaining a clear space around the entirety of the logo bug will ensure a high level of recognition, protect its integrity, and prevent any loss of the logo's prominent hierarchal standing.



The clear space around the outside of the logo bug should equal half the height of the logo.

For example:

### **Print**

Logo = 1 inch high

Clear space = ~.5 inch

### **Web**

Logo = 300 wide x 299 high  
in pixels

Clear space = ~150 pixels



Do not place graphic elements or photos next to the logo or place the logo within an image box where the edges touch or are close to the logo. Always maintain the required clear space as discussed above.

## *Improper Use of the Logo Bug*

### **Do Not**



Alter or change the logo colors outside of the assigned requirements or substitute fonts.



Alter arrangement of colors (reassign existing colors in the logo to other parts of the logo).



Stretch the logo or any part of the logo or add other elements to the logo.



Use as a background ghost image.



Place over backgrounds that impair legibility.



Use white logo on a solid background color less than 30% opacity.



Place on a background color with the same weight in hue to either PMS color used in the logo bug. Elements of the logo can be lost if they are too close to the background color.



## ***RTC Letterhead Template***

Only use the RTC letterhead template provided.



**REGIONAL TRANSPORTATION COMMISSION**

*Metropolitan Planning • Public Transportation & Operations • Engineering & Construction*  
Metropolitan Planning Organization of Washoe County, Nevada

**RTC Board** Bob Lucey (Chairman) • Neoma Jardon (Vice Chair) • Vaughn Hartung • Oscar Delgado • Ron Smith  
PO Box 30002, Reno, NV 89520 • 1105 Terminal Way, Reno, NV 89502 • 775-348-0400 • [rtcwashoe.com](http://rtcwashoe.com)

*Not to scale. Board members will be updated as changes occur.*



**Hubert Wolfeschlegelsteinhausen**  
**P.E., M.B.A**  
 Senior Transit Manager

W (775) 335-5555  
 C (775) 123-4567  
 F (775) 345-6789  
 jsmithe@rtcwashoe.com

**Regional Transportation Commission**  
 PO Box 30002 / 89520  
 1105 Terminal Way  
 Reno, NV 89502

rtcwashoe.com

## ***RTC Business Card Template***

Only use the RTC business card template when ordering business cards for employees.

Logo: 2-color logo bug, placed in top left corner

Name: Arial Bold, 10 points, RTC dark blue (PMS 287)

Title: Arial Bold, 8 points, black

Phone numbers, email, RTC url: Arial Regular, 8 points, black



**Jenry Smithe**  
 Senior Transit Manager

W (775) 335-5555  
 C (775) 123-4567  
 F (775) 345-6789  
 jsmithe@rtcwashoe.com

**Regional Transportation Commission**  
 PO Box 30002 / 89520  
 1105 Terminal Way  
 Reno, NV 89502

rtcwashoe.com

## ***No. 9 Envelope Template***

Only use the RTC envelope template when ordering RTC envelopes. No. 9 envelope (8.875"x3.875").

Logo: Use the 2-color RTC logo bug

Regional Transportation Commission:

Address: PO Box 30002

Reno, NV 89520-3002



**Regional Transportation Commission**  
 PO Box 30002  
 Reno, NV 89520-3002

*Not to scale.*

- Anyone convicted of battery against an RTC official, RTC Security Guard, Coach Operator or other person while working for the RTC or another person utilizing the RTC transit system.
- Engaging in any activity prohibited by law, or other conduct not considered safe to others; or behavior that would cause a disruption to the peaceful use of the RTC System; or infringes upon the mental or physical comfort and safety of others or jeopardizes operations.

**Passenger Exclusion Procedure**

Anyone who commits a Category A offense may be suspended immediately from using an RTC vehicle or RTC Facility by an RTC Official, RTC Security Guard for not more than 72 hours from the time of the offense.

A violation committed while on board an RTC vehicle may result at the Coach Operator's discretion to immediately deboard the Passenger at the next stop, or may at the end of the line, seek assistance from an RTC Official or

RTC Security Guard who may suspend the individual from using an RTC Vehicle or RTC Facility for up to 72 hours.

RTC will make reasonable efforts to verbally notify the individual that he/she is excluded for a period of up to three days (72 hours) and will provide written notice, if reasonably possible, for suspensions of longer than three days.

**Passenger Exclusion Appeal Process**

Any appeal of a passenger exclusion (suspension) in excess of 72 hours shall first be submitted to the:

Rob Reeder  
1105 Terminal Way  
Reno, Nevada 89502

The written appeal shall set forth the facts and basis for why the exclusion should be modified. The Manager or his designee may reinstate services prior to the maximum suspension at his/her sole discretion if the suspension is deemed excessive or the offender has received and successfully completed anger management or other appropriate counseling.

The Manager or his designee shall make a good effort to decide a request for appeal within seven (7) days of receipt of the request.

Where a written appeal request is not granted and the individual is not satisfied with the decision of the Manager of Transit Operations, that individual may file an appeal in writing to:

Director of Public Transportation and Operations  
1105 Terminal Way  
Reno, Nevada 89502

The Director will arrange for the appeal to be heard by an Appeal Panel appointed by the Executive Director. The Panel will be comprised of individuals identified and listed in the full procedure. A hearing on the issues shall be conducted within 14 days of the appeal. The decision of the RTC Panel is a final administrative decision.

[rtcwashoe.com](http://rtcwashoe.com)  
(775) 348-RIDE (7433)



**Fixed-Route Transit Passenger and Visitor Standard of Conduct**



Your RTC. Our Community.

*Not to scale.*

**RTC Brochure**

The cover and back pages will reflect the design shown in the styleguide (above). The Arial bold type face at 16 points will be used for titles and Arial regular at 14 points will be used for body content in compliance with ADA requirements. Front panel title will hold Arial bold type face at 18 points. The RTC logo bug and 'Your RTC. Our Community.' are included on the front panel. The RTC website, phone number, physical address (if needed), (transit service, programs, or agency) logo, and social media bar will sit on the back panel.

## Prohibited Passenger Behaviors

In consideration of fellow rider's and coach operator's safety and comfort, a standard of conduct is expected to be followed.

### Category A Offenses

The following behaviors or actions fall under the Category A offenses. These actions taken towards RTC personnel or while in RTC vehicles will result in immediate suspension of rides for up to three days (72 hours):

- Carrying or consuming any food or beverages in an open container within any RTC vehicle.
- Smoking other than in designated areas.
- Boarding an RTC vehicle with any animal not in a carrier (service animals are exempt).
- Boarding an RTC vehicle with any container, package or article which cannot be placed in the person's lap or blocks the aisle.
- Refusing to de-board from an RTC vehicle when requested to do so by an RTC official or Coach Operator.
- Boarding an RTC vehicle without paying or presenting a valid transfer.
- Failure to present valid identification for a reduced fare.

- Entering a rear door of an RTC vehicle unless directed to do so by an RTC official or Coach Operator.
- Climbing through a window or extending any body part out the window of an RTC vehicle.
- Obstructing the free movement of any person boarding an RTC vehicle or using an RTC facility.
- Standing or occupying any space in front of the white line marked at the front of a coach so as to obstruct Operator vision or otherwise cause an unsafe vehicle condition.
- Playing a musical instrument or audio device (e.g., radio, CD or DVD player) within an RTC vehicle unless such equipment is used with earphones.
- Discarding any trash, debris, or offensive substances within an RTC vehicle or RTC facility.
- Making excessive and unnecessary noise. Running, engaging in any horseplay or using vulgarities.
- Canvassing, soliciting or distributing pamphlets or other documents for any purpose.
- Posting or removing any notice or advertisement unless authorized.

- Except for mobility devices, the boarding, operating, riding or other transportation devices with an RTC vehicle or RTC facility.
- Any person who loiters on an RTC vehicle or at an RTC facility.

### Category B Offenses

A person's violation of any one of the following acts may result in the immediate suspension of a person's ridership privileges for up to 90 days (three-month period):

- The commission of any that could be deemed an assault against any person.
- Except for RTC Security Guards, Peace Officers or other persons lawfully permitted to carry a weapon, bringing on board an RTC vehicle or an RTC facility.
- Boarding an RTC vehicle or bringing into any RTC facility, any dangerous items such as weapons, explosives, caustic materials and poisons.
- Interfering with the operation or movement of an RTC vehicle.
- Impeding the use, tampering with, or otherwise obstructing the operation of any window, door or other emergency exit.

- Damaging, writing upon, or otherwise defacing or altering any RTC vehicle or RTC facility.
- Throwing any object or substance at, into, or from any RTC vehicle or RTC facility.
- Threatening any violent, physical or verbal behavior, including the use of words or conduct that and known to provoke a violent response.
- Using RTC-provided internet access for obtaining or transmitting pornographic, obscene or sexually explicit material.
- Any attempt to damage or disable the property of another person or entity.
- Failure of a person to comply with an RTC issued exclusion from RTC vehicles or RTC facilities.

### Category C Offenses

Any person violating any of the following acts may result in the immediate suspension of that person's ridership privileges for a minimum of six months:

- Anyone engaging in a fight or who commits any act which warrants a charge of "battery."

# RTC Corporate Wear Logo Standards



**RTC Polo**

**Two-Color Logo Bug**

(Used on Approved Apparel Colors)  
Original logo art (see page 1) to be used on light colors.



**RTC Customer Service Polo**

White Logo on Dark Background



**RTC Mobility Center Polo**

Dark Logo on Light Background

# RTC Corporate Wear

## ***Engineering & Construction, Metropolitan Planning and Public Transportation and Operations***

### ■ ***Shirts, Jackets, and Hats***

The RTC logo bug may be applied to hats, shirts, and jackets in the logo examples shown here. The logo bug should be 2" high on men's jackets and 1.5" high on women's jackets. Logos on both men's and women's shirts will be 1.25" high. Only the two-color logo bug shown may be used on approved shirt colors for RTC corporate wear (see page 6). RTC corporate wear does not include RTC RIDE or RTC ACCESS uniforms (see contractor corporate wear specifications on page 14.) Approved apparel colors include Bright Green Kelly, Deep Black, Graphite, Pink Azalea, Rich Red, True Royal, and Dark Blue and Light Blue.



**Safety Vest (back)**  
One-Color Imprint



**Safety Hat**  
Two-Color

The RTC logo bug is to appear alone; no department or division names are to be included.

### ***Safety Vest***

The RTC logo bug should be solid black when applied to bright orange or yellow safety vests. The "RTC" letters on the logo bug are to be transparent so that the vest color shows through the RTC lettering. The size may vary on the back of the vest.

### ***Safety Hat***

The two color RTC logo bug is to be applied to white safety hats.

### ***Exception – Customer Service and Mobility Center***

“Customer Service” should be included on the uniform shirts of the Customer Service employees and "Mobility Center" should be on the Mobility Center employees as shown on page 6.



### **Logo Size Requirements**

2" high logo bug on men's jackets to be used on light colors (actual size shown).

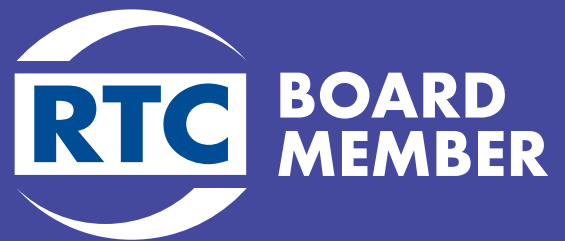


1.5" high logo bug on women's jackets to be used on light colors (actual size shown).



1.25" high logo bug on men's and women's shirts to be used on dark colors (actual size shown). Original logo art (see page 1) to be used on light colors. **RTC Customer Service Polo** White logo on dark background with dark blue RTC lettering. 1.25" high logo on shirts and jackets (actual size shown). **RTC Mobility Center Polo** Dark logo on light background with white RTC lettering. 1.25" high logo on shirts and jackets (actual size shown).

The RTC Board Member logo application will follow the RTC Mobility Center and RTC Customer Service specifications.



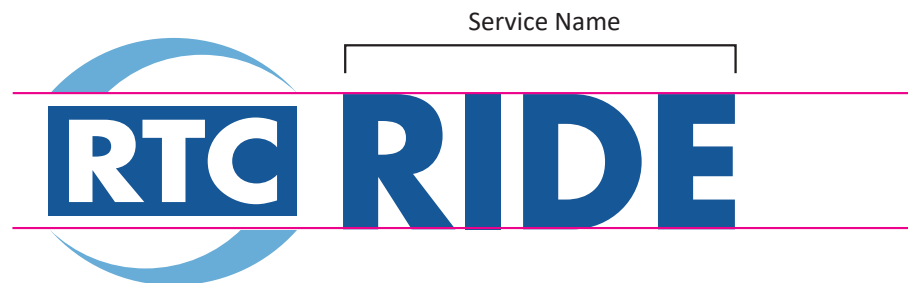
## Print and Web Logo Use for RTC Public Transportation



### *Service Name Fonts*

Individual RTC transit services and programs are represented in this section. The font used in conjunction with the logo is Futura Bold. This font may not be changed and is a permanent part of the logo. If a new service or logo is to be made, it is to be made by a professional graphic designer and adhere strictly to the guidelines made here within this styleguide. The RTC logo to be used in print form refers to, but is not limited to, signage, marketing or business collateral, and giveaways.

### *Service Name Color Standards*




Adhere to the color standards in this section (shown on following page) when printing in four-color process, placing the logo online, or using the logo in an electronic format. The service name should line up with the flat horizontal edge of the top and bottom swooshes.





Print		Web	
	PMS 284	CMYK   58, 17, 0, 0 RGB   106, 173, 228	HEX   6AADE4
	PMS 287	CMYK   100, 72, 2, 12 RGB   0, 51, 141	HEX   00338D






## RTC ACCESS

Print		Web
	PMS 284	CMYK   58, 17, 0, 0 RGB   106, 173, 228 HEX   6AADE4
	PMS 287	CMYK   100, 72, 2, 12 RGB   0, 51, 141 HEX   00338D
	PMS 322	CMYK   100, 6, 35, 32 RGB   0, 116, 122 HEX   00747A




## RTC LINCOLN LINE

Print		Web
	PMS 284	CMYK   58, 17, 0, 0 RGB   106, 173, 228 HEX   6AADE4
	PMS 287	CMYK   100, 72, 2, 12 RGB   0, 51, 141 HEX   00338D




## RTC REGIONAL CONNECTOR

Print		Web
	PMS 284	CMYK   58, 17, 0, 0 RGB   106, 173, 228 HEX   6AADE4
	PMS 287	CMYK   100, 72, 2, 12 RGB   0, 51, 141 HEX   00338D
	PMS 430	CMYK   33, 18, 13, 37 RGB   129, 138, 143 HEX   818A8F





Print		Web	
	PMS 284	CMYK   58, 17, 0, 0 RGB   106, 173, 228	HEX   6AADE4
	PMS 287	CMYK   100, 72, 2, 12 RGB   0, 51, 141	HEX   00338D
	PMS 356	CMYK   100, 20, 100, 5 RGB   0, 137, 72	HEX   008948



Print		Web	
	PMS 284	CMYK   58, 17, 0, 0 RGB   106, 173, 228	HEX   6AADE4
	PMS 287	CMYK   100, 72, 2, 12 RGB   0, 51, 141	HEX   00338D
	PMS 361	CMYK   75, 0, 100, 0 RGB   52, 178, 51	HEX   34B233



Print		Web	
	PMS 284	CMYK   58, 17, 0, 0 RGB   106, 173, 228	HEX   6AADE4
	PMS 287	CMYK   100, 72, 2, 12 RGB   0, 51, 141	HEX   00338D

## Stacked Logo Branding

### ■ *Stacked Logo*

Due to the horizontal length of the RTC REGIONAL CONNECTOR and the RTC Metropolitan Planning Organization (MPO) logos, it has been determined that the text in the logo may be stacked below the logo bug to fit the available space when needed. Stacking the logo on RTC vehicles is prohibited.



The RTC logos may be stacked for use in smart electronic applications (e.g. smartphone application) that requires vertical landscape viewing.



**ACCESS**



### *Grayscale*

If it is not possible for the transit service or program logo to appear in the two- and three color format, the logo may be reproduced in grayscale as shown.

### *Imprint*

The RTC RIDE logo may only be used with the dark blue, Pantone 287 color on light backgrounds or in white on dark backgrounds and solid black logo (on light backgrounds) when used as an imprint on promotional giveaways.

When referring to a transit service within a textual format, the RTC and service name should always be typed in all capital letters (with the exception of the FlexRIDE service). The font to be used is Arial Black. Examples of usage are shown below.

- RTC RIDE**
- RTC ACCESS**
- RTC LINCOLN LINE**
- RTC REGIONAL CONNECTOR**
- RTC VANPOOL**
- RTC SMART TRIPS**
- RTC FlexRIDE**



## Contractor Corporate Wear (RTC RIDE and RTC ACCESS)

### ■ *Shirts, Jackets, and Hats*

The print designated logo will be used for shirts, jackets, and hats, as shown. The final size of the RTC RIDE or RTC ACCESS logo needs to be 1.25" high when applied to apparel.



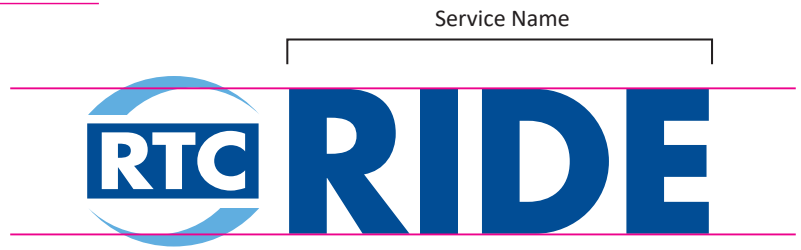
### *Patches*

The standard uniform patch is shown below. No other elements may be added to the patches and the colors must match the corporate Pantone colors.





Logo for print



Logo for vehicles

## Logo Use on RTC Vehicles

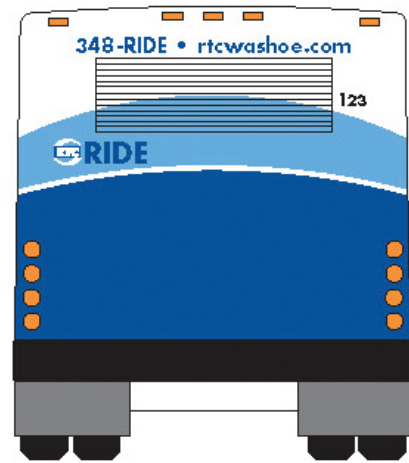
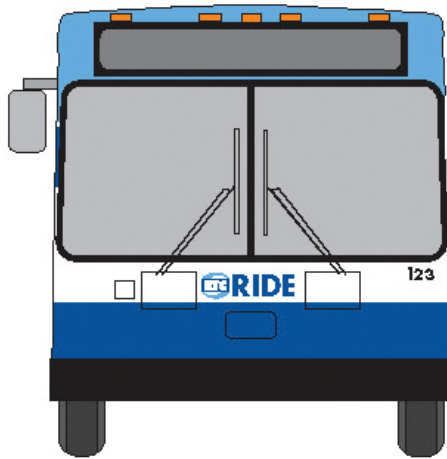
The service and program logos are different for vehicle and environmental applications than the logo used for print.



Note that the logo bug in the logo for vehicle application is significantly smaller than the logo bug in the logo for print application (see above comparison). For large applications (buses, paratransit vans, support vehicles, buildings, and other environmental signage), the service and program logo should be used as shown. The service logo name should be all white when placed on a dark background (see logo bug usage on dark backgrounds on page three.)

The service and program names should line up with the inside edges of the top and bottom arches.



# Vehicle Branding and Paint Scheme



Print	Web
 PMS 284 CMYK   58, 17, 0, 0	
 PMS 287 CMYK   100, 72, 2, 12	

### The DCC Paint Codes:

- DCC976003 White
- DCC976004 Medium Blue
- DCC976005 Light Blue








**RTC ACCESS**

**RTC ACCESS**

**RTC ACCESS**

Print		Web
	PMS 284	CMYK   58, 17, 0, 0
	PMS 287	CMYK   100, 72, 2, 12
	PMS 322	CMYK   100, 6, 35, 32



## ■ Themed Bus Design Branding



The RTC Public Transportation service will have themed buses for services or campaigns where a design will be painted or vinyl wrapped onto a bus. In these instances, the logo usage (branding) will remain consistent and adhere to the branding styleguides. Vehicle paint schemes will be color matched to PMS or CMYK colors from the branding styleguide.

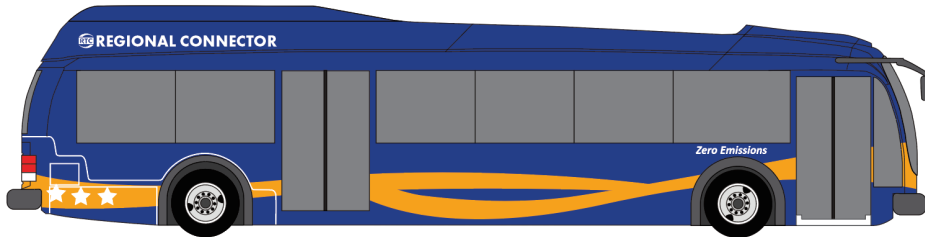
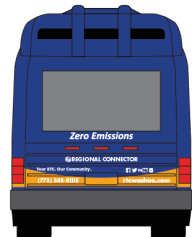
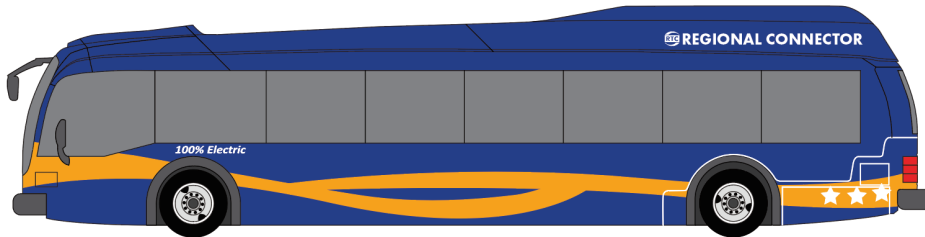


**RTC LINCOLN LINE**

**RTC LINCOLN LINE**

**RTC LINCOLN LINE**




Print	Web
 PMS 284	CMYK   58, 17, 0, 0
 PMS 287	CMYK   100, 72, 2, 12



■ **RTC REGIONAL CONNECTOR**

**RTC REGIONAL CONNECTOR**

**RTC REGIONAL CONNECTOR**



Print	Web
 PMS 284	CMYK   58, 17, 0, 0
 PMS 287	CMYK   100, 72, 2, 12
 PMS 430	CMYK   33, 18, 13, 37



■ **RTC FlexRIDE**

**RTC FlexRIDE**

**RTC FlexRIDE**

Print		Web	
	PMS 284	CMYK   58, 17, 0, 0 RGB   106, 173, 228	HEX   6AADE4
	PMS 287	CMYK   100, 72, 2, 12 RGB   0, 51, 141	HEX   00338D



## Bus Stop Signage Branding

The RTC is currently reviewing bus stop signage for ADA compliance.

The standard RTC bus stop signage is shown. The RTC logo is the same as the logo used on the RTC vehicles. Note that the bug and service name on vehicles are the same in relevance to each other as are the logo bug and the service name on the bus stop signs.

Route numbers will vary, as will the quantity of routes depicted on RTC bus stop signage.



## Branding for a Place

### *Transit Center*

The relationship of the RTC logo bug and place names, such as Transit Centers, is defined here. The font used for the name is Futura Bold.

The place name should line up with the inside top edge of the top and bottom arches.

Place Name



### *RTC Department*

The relationship of the RTC logo bug and place names, such as Transit Centers and Departments are defined here. The size relationship between logo bug and places cannot be altered. The font used for the name is Futura Bold.

The department name should line up with the top edge of the rectangle in the logo containing RTC.

Department Name



## Branding for RTC Projects

The relationship of project names to the RTC logo is defined here. The size relationship between logo bug and places cannot be altered. The project name should never be as large or larger than the RTC logo. The font used for the name is Arial Bold.

The project name should line up with the inside top edge of the top and bottom swooshes.



**NEIL ROAD PROJECT**



**ALTURA AVENUE  
PROJECT**



**MEADOWOOD  
INTERCHANGE  
PROJECT**

## ■ Project Road Signs



Business Support  
Sandwich Board  
24"w x 36"h



List of Business Support  
24"w x 36"h



Outdoor Project Sign  
48"w x 48"h

Contractors working on RTC projects are responsible for providing sign company vendors with the approved files. InDesign templates, Illustrator and source files are available. Templates can only be opened and edited in the InDesign and Illustrator software. Please refer to the Project Manager for content to be used for a specific project. **PRIOR TO PRODUCTION:** Submit the final draft in pdf format for review and approval of the design and copy to:

### 48"x48" Outdoor Project Sign

- 2-color Logo placed as seen (left).
- Title: Arial bold, 216 point font size, CMYK: 100, 72, 2, 12
- Subtitle: Arial bold, 216 point font size, Black 100
- Investment in Our Community:  
Arial bold, 148 points font size, Black 100
- Funded with...: Arial bold, 148 point font size, CMYK: 16, 70, 100, 4
- Include: Social media bar, contact phone number, rtcwashoe.com, tagline

### 96"x48" Outdoor Project Sign

- 2-color Logo placed as seen (below).
- Title: Arial bold, 425 font size, CMYK: 100, 72, 2, 12
- Subtitle: Arial bold, 300 point font size, Black 100
- Investment in Our Community: Arial bold, 215 point font size, Black 100

- Funded with...: Arial bold, 300 point font size, CMYK: 7, 62, 100, 0
- Include: Social media bar, contact phone number, rtcwashoe.com, tagline



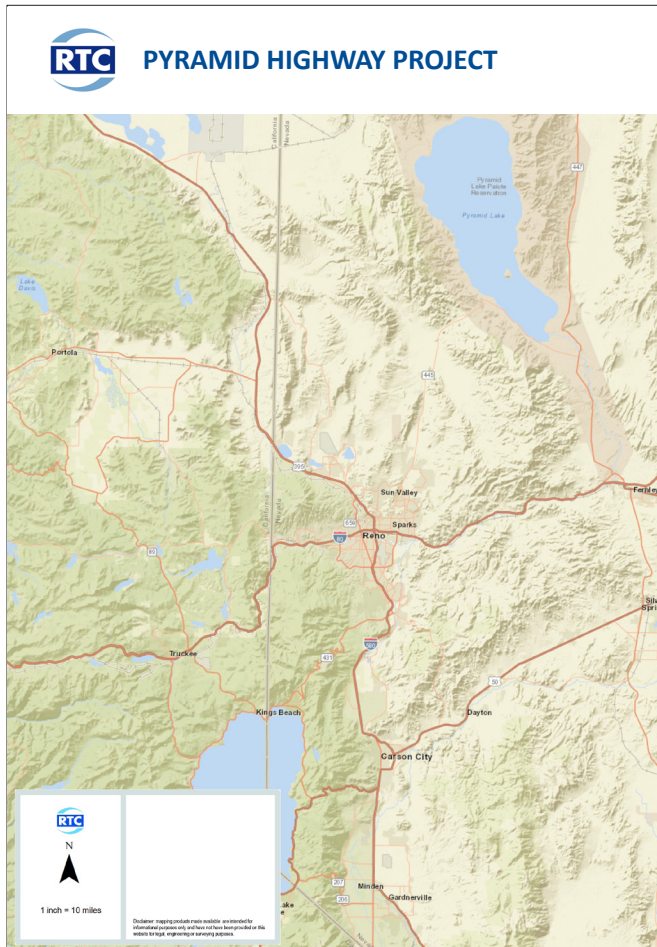
For more information, contact the RTC Project Manager (obtain contact information from the prime contractor) or RTC Senior Graphics/Web Designer Nancy Mues at nmues@rtcwashoe.com.



## ■ Project Maps

Maps are to be displayed as follows:

- Collateral pieces — 8.5"x11"
- Futura bold title
- Approved legend



## ■ Outreach Signage

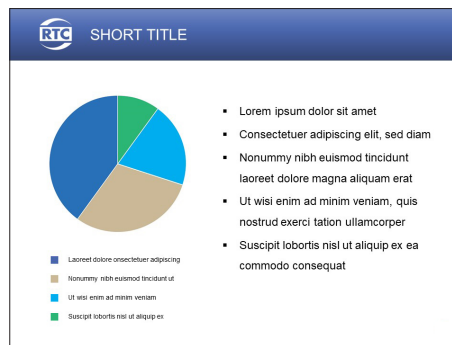
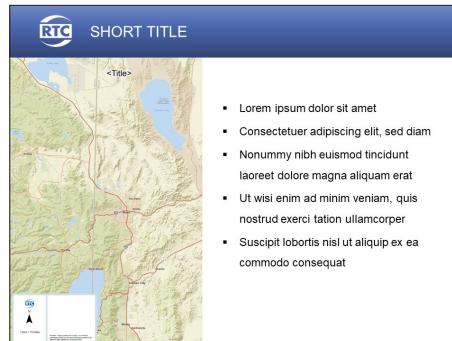
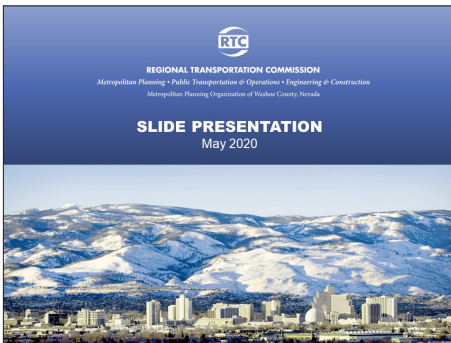
Maps, project display and directional signs, and signs used for public meetings are to be displayed as follows:

- Large format maps — 36"x48"
- Logo bug top left with project name at half size logo spacing between the two.
- Url, tagline, and social media bar at footer.



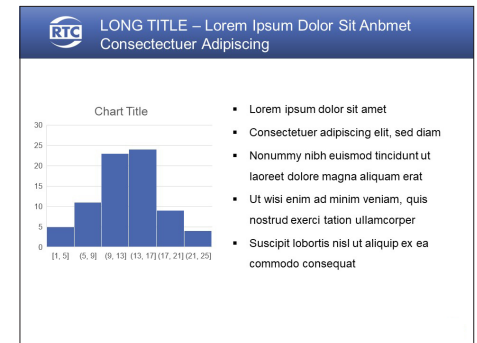
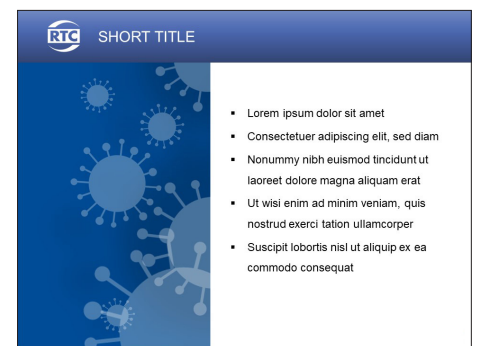
# PowerPoint Presentations

## PowerPoint presentation template.









## Creating an Effective PowerPoint Presentation:

- Adhere to predefined layout structure and color palette
- Limit text on each slide
- Use consistent text size
- Limit number of slides (usually, no more than 15)
- Limit number of pictures on each slide (2-3)



## Assigned Color Palette

An analogous color palette has been assigned to the RTC PowerPoint presentation template to complement PMS 287 and common colors found in the Nevada environment. Analogous color schemes are a common sight in nature, occurring often in plants.

	R=204, G= 184, B=150		R=44, G= 182, B=116		R=178, G= 79, B=159
	R=0, G= 174, B=239		R=49, G= 112, B=184		R=234, G= 150, B=34

## ■ RTC Corporate Fonts

The RTC has converted its original corporate fonts to using its substitute fonts as the new RTC corporate fonts for official textual print and electronic formats. Arial will replace Futura for headings and subheadings. Times New Roman will replace Minion for body copy for official RTC letters. Font examples follow in this section. **Futura will remain in conjunction with the logo bug, will stay in tact, and cannot be replaced or substituted.**

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Arial Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### **Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### ***Arial Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Times New Roman Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

**Times New Roman Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

***Times New Roman Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890***

**If you have any questions,  
please contact:**

**Nancy Mues**

Senior Graphic/Web Designer

(775) 332-9508

[nmues@rtcwashoe.com](mailto:nmues@rtcwashoe.com)



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Our Community.

[rtcwashoe.com](http://rtcwashoe.com)

