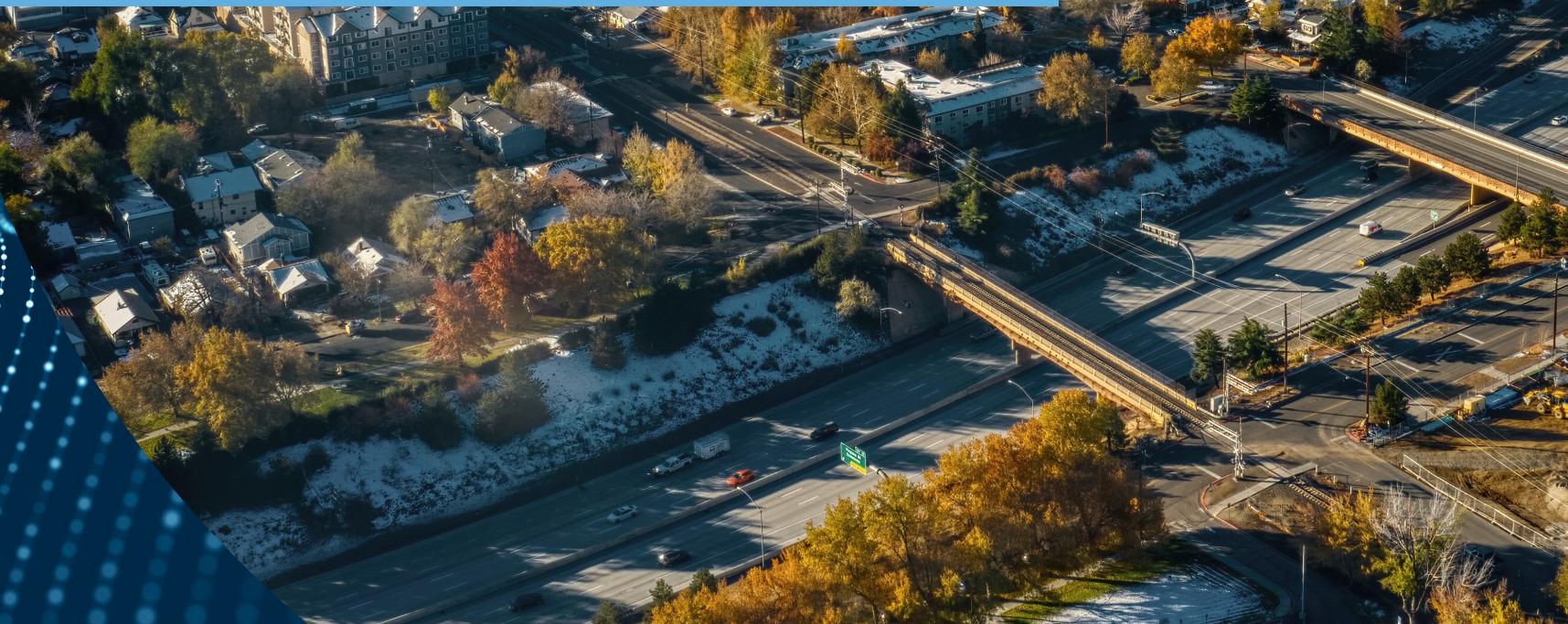




BRANDING STYLE GUIDE

Guidelines for Brand Design Elements of the Regional Transportation Commission



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THE REGIONAL TRANSPORTATION COMMISSION (RTC) ▶

RTC serves the citizens of Reno and Sparks along with unincorporated areas of Washoe County.

The RTC was formed in July 1979 as a result of legislation approved by the Nevada Legislature, which consolidated the Regional Street and Highway Commission, the Regional Transit Commission, and the Washoe County Area Transportation Study Policy Committee and serves as the federally designated Metropolitan Planning Organization (MPO) for Washoe County. It also manages county fuel and sales taxes (NRS 373 and 377A).

This consolidation has increased the effectiveness and efficiency in planning and implementation of the surface transportation program in Washoe County.

STATEMENT OF CULTURE ►

The Regional Transportation Commission of Washoe County is committed to a culture that exhibits respect, trust, and commitment in our work and interactions between employees and with the public, businesses, regional partners, and other agencies.

Respect

Respect requires understanding and appreciating the expertise and contributions of others and interacting with others in a way that reflects that understanding and appreciation. Respect is demonstrated through our work as subject matter experts, by actively listening and effectively communicating with others, and interacting ethically.

Trust

Trust requires giving others the benefit of the doubt with regard to their motives and character and by giving others the opportunity to express their beliefs and be accountable for their actions. Trust is shown through accountability in our tasks, acting with integrity, and being responsive to stakeholders.

Commitment

Commitment requires embracing individual responsibility for achieving team goals and taking the action that is necessary to follow through on that responsibility and achieve those goals. Commitment is illustrated by exceeding expectations, being collaborative, and keeping public service at the forefront of our actions.



RTC BRANDING STYLE GUIDE ►

2005 Rebranding and Beyond

In 2005, the RTC launched a new branding system that brought a modern look to the agency. The updated identity was applied across all RTC platforms — vehicles, facilities, printed materials, and digital media. To ensure consistency, the RTC graphic Branding Style Guide was created to outline proper logo use in various applications.

As RTC services have grown over the past two decades, maintaining brand consistency has become even more critical. While the guide is not a living document, updates are made with Director approval as new services or products launch.

What is a Branding Style Guide?

A style guide serves as a blueprint for maintaining brand consistency and is used by graphic design, advertising, and marketing agencies. It outlines the correct usage of logos, color palettes, typography, and layout guidelines — ensuring all RTC communications present a cohesive and unified brand identity. It also acts as a reference guide for the internal staff members and the general public, helping stakeholders accurately represent the brand.

How Do You Use a Branding Style Guide?

The Style Guide shows how to use the RTC logo correctly across different formats — PowerPoint presentations, maps, flyers, websites, and more. Templates are available for staff and contractors, and examples are included in the guide. If no template exists for your project, contact the Graphics Team for assistance or custom creation.

The RTC Logo

The RTC logo is the official mark of the Regional Transportation Commission of Washoe County. It must appear on all RTC communications, vehicles, signage, and uniforms per branding and corporate policy. The RTC logo bug serves as the primary logo and may be paired with service, project, or program names to create secondary logos.



PRIMARY AUDIENCE ►

Community

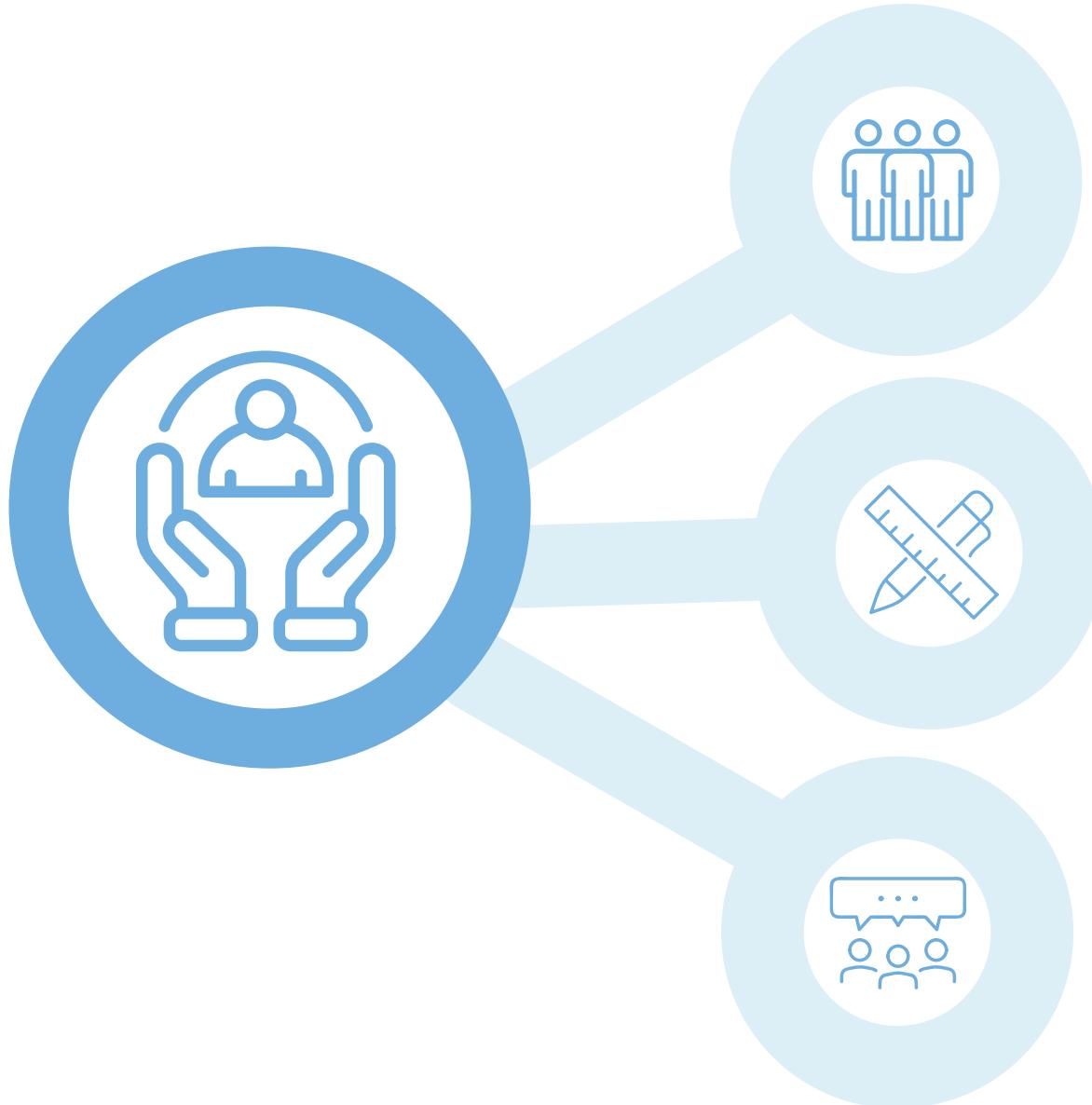
Reno and Sparks have a population of more than 500,000 people, with a diversity of linguistic, educational, socioeconomic, and cultural backgrounds. The communities RTC serves receive information from RTC's external website, project pages, informational in-person and online public meetings, media materials and notices, campaigns shared through printed collateral, signage, environmental graphics, and social media.

Agency Partners

As a government agency, we collaborate with an extensive list of state, federal, local agencies and the community. It is important to identify the primary stakeholders as each project may call for a separate set of key stakeholders.

Team Members

The RTC employees receive agency information through the RTC newsletter, emails, and social media.



BRAND VOICE ►

RTC Washoe's brand voice is clear, engaging, and community focused. Our messaging informs and inspires confidence in the community we serve, while representing our mission to support the transportation needs of Washoe County.

We speak with clarity, avoiding jargon and confusion. Whether we are explaining transit updates, regional planning, or construction projects, our language is direct and easy to understand, with a friendly tone that builds trust between RTC and our customer base.

Engagement is key, which is why RTC uses a friendly, conversational tone that invites participation and shows that we are listening. Our brand voice is active, respectful, and inclusive.

Above all, our messaging is meant to build trust. We are transparent about decisions and the data that supports them, accountable to the public, and consistent in our communications across all platforms. Whether in print, online, or in-person, we strive to provide meaningful information while showing that RTC is a reliable and thoughtful partner in shaping the future of regional mobility.



OUR VOICE

CONFIDENT
THOUGHTFUL
RELIABLE
RESPECTFUL
INCLUSIVE

OUR PERSONALITY

ATTENTIVE
RESPONSIVE
COLLABORATIVE
RESOURCEFUL

OUR ATTRIBUTES

TRUSTED
KNOWLEDGEABLE
CAPABLE



Primary Logo Bug
Two-Color
(Preferred)

	PMS 284	C54 M19 Y0 K0 R111 G174 B223	HEX 6AADE4
	PMS 287	C100 M81 Y0 K23 R5 G59 B132	HEX 00338D

Approved Logo Structure and Usage

The RTC brand is unique in that it features a primary logo that serves as an umbrella for a system of secondary logos representing RTC vehicles, facilities, departments, projects, and programs.

The RTC logo bug is the primary logo — a standalone icon consisting of light blue arches surrounding a dark blue rectangle with white “RTC” lettering. This logo is to be used when representing or marketing the RTC agency as a whole.

PRIMARY LOGO — THE LOGO BUG ▶

The two-color version of the RTC logo bug is the preferred option for color printing. When only one color can be used — such as on small promotional items like pens, bicycle lights, or cups — use one of the approved one-color alternatives: grayscale, solid black, PMS 287, or white.

Always use the two-color version with one of the official PMS, CMYK, RGB, or HEX color breakdowns. If the logo needs to appear on a dark background that compromises its legibility, switch to one of the approved one-color versions.



One Color on Promotional Products

PRIMARY LOGO USAGE ►

Size

There is no maximum size for the logo bug. The minimum size should be appropriate for the item it's placed on to ensure legibility.

Placement and Hierarchy

- The RTC logo must appear in a prominent position on all printed and digital materials—preferably at the top left or center.
- The second most prominent when paired with a project or campaign logo.
- Regardless of hierarchy, it must always be surrounded by ample white space to protect its visual integrity.

Promotional Products and Print Collateral



.33"



Promo Item
8.5"x11"



1.25"

Paper Size
8.5"x11"

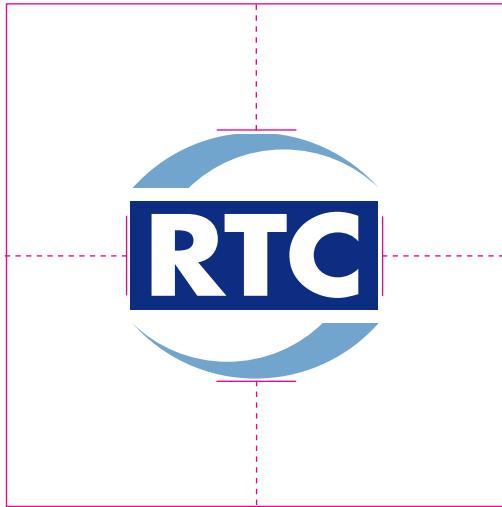
Poster Size
11"x17"



3"

Corporate Wear
(Shirts/Jackets)

Poster Size
24"x36"+



Required clear space around logo.

Ensure equal distance from adjacent document edges.

Clear Space

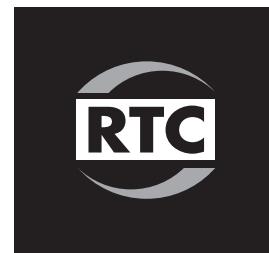
Maintain a clear area around the RTC logo, including secondary versions used for transit services, projects, programs, and facilities. This protects brand recognition.

Dark Backgrounds, Textures, and Imagery

When placing the RTC logo bug on dark colors or opaque imagery:

- Use the appropriate alternate format to maintain contrast.
- Avoid similar hues between the logo and background.

Placing the logo bug on complex or textured backgrounds is prohibited. Below are examples for the proper use of the logo bug on a dark background.



Improper Use of the Logo Bug

To preserve the integrity and recognizability of the RTC logo, it must never be altered, distorted, or used inappropriately. The logo bug should always appear on its own and must not be incorporated into other designs, symbols, or treatments with added text, colors, or imagery.

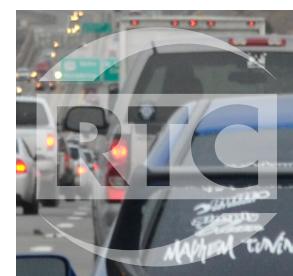
Do Not:

- Substitute fonts used in the logo.
- Reassign existing colors or modify the color order of the logo.
- Stretch, distort, skew, or rotate the logo or any of its elements.
- Add elements (such as icons, text, or graphics) to the logo.
- Use the logo as a background image, watermark, or ghost image.
- Place the logo on complex, textured, or photographic backgrounds where readability is compromised.
- Add drop shadows or special effects.

- Place the logo on a background that is the same or too similar in hue to either of the colors used in the logo.

Note: When the background is too close in color to the logo, portions of the design may become unreadable or visually lost. Always ensure strong contrast between the logo and its background to maintain brand visibility and ADA compliance.

Below are examples of incorrect usage of the logo bug.



Mission Statement

Building A Better Community Through Quality Transportation

- The mission statement must appear on all printed and electronic marketing materials.
- Old logos, mission statements, and logo groupings must be removed when materials are updated.

Logo Grouping

The RTC logo must appear at the top center of the grouping, above the mission statement, URL, and social media icons (in that descending order). The logo grouping must be placed at the end of any printed marketing materials (e.g., flyers and mailers). On multi-page documents, place the logo grouping at the bottom of the last page. When a campaign logo is used and the RTC logo serves as a secondary hierarchical element (e.g., campaign logo is primary), the grouping is required on the bottom or last page.



Building A Better Community Through Quality Transportation

rtcwashoe.com



RTC service logos are created by pairing the logo bug with names of transit services, places, projects, programs, or departments.

- On vehicles: Smaller logo bug with service name.
- On print: Larger logo bug with service name.

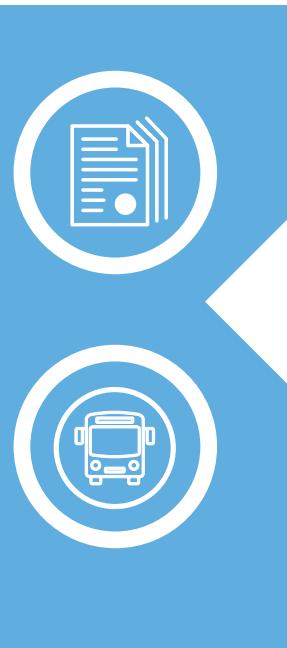


Transit Services



Print Collateral

SECONDARY LOGOS AND VEHICLE BRANDING ▶



PMS 284

C54 M19 Y0 K0
R106 G173 B228

HEX | 6FAEDF



PMS 287

C100 M81 Y0 K23
R5 G59 B132

HEX | 053B84



PMS 284

C54 M19 Y0 K0
R111 G174 B223

HEX | 6FAEDF



PMS 287

C100 M81 Y0 K23
R5 G59 B132

HEX | 053B84



PMS 356

C91 M0 Y100 K26
R0 G136 B63

HEX | 00883F



PMS 284

C54 M19 Y0 K0
R111 G174 B223

HEX | 6FAEDF



PMS 287

C100 M81 Y0 K23
R5 G59 B132

HEX | 053B84



PMS 284

C54 M19 Y0 K0
R111 G174 B223

HEX | 6FAEDF



PMS 287

C100 M81 Y0 K23
R5 G59 B132

HEX | 053B84



PMS 284

C54 M19 Y0 K0
R111 G174 B223

HEX | 6FAEDF



PMS 287

C100 M81 Y0 K23
R5 G59 B132

HEX | 053B84



PMS 322

C100 M0 Y39 K33
R0 G126 B128

HEX | 007E80



PMS 284 C54 M19 Y0 K0
R111 G174 B223 HEX | 6FAEDF

PMS 287 C100 M81 Y0 K23
R5 G59 B132 HEX | 053B84

PMS 361 C68 M0 Y100 K0
R88 G185 B71 HEX | 58B947



PMS 284 C54 M19 Y0 K0
R111 G174 B223 HEX | 6FAEDF

PMS 287 C100 M81 Y0 K23
RR5 G59 B132 HEX | 053B84

PMS 430 C50 M34 Y27 K11
R124 G138 B152 HEX | 7C8A98

SECONDARY LOGO USAGE ►

Vehicles

Logo Placement on Vehicles

There are designated locations for service logos on RTC vehicles.

RTC public transportation service vehicles must have:

- The service logo on the front, sides (front and back-ends), and back of the vehicle.
- The customer service phone number and the website placed on the back.

RTC staff and Facility Maintenance vehicles must have:

- The RTC logo bug on the front doors on both sides of the vehicle.



Fixed-Transit Bus.



RTC FM Vehicle.

Places

RTC Facilities and Departments

The relationship of the RTC logo bug and place names, such as the Administration Building, 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 Arial Black.

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

RTC Staff Name Plates for Offices

- 12" x 4" and 10" x 2" (Finance Department)
- 1/16" engraved plastic
- Full color plastic: dark blue to match PMS 287
- No corners
- White text, all caps
- Helvetica Neue LT Pro 75 Bold
- Name will be stacked. First name on top, last name placed under first name.

Facility Name



Department Name





Bus Stop Signage

Standard RTC signage includes:

- Top: RTC logo
- Middle: Route numbers
(may vary in quantity)
- Bottom: 348-RIDE

The RTC logo matches the one used on vehicles.

Projects and Programs

The project and program name should sit vertically centered at the top and bottom edges of the dark blue rectangle in the logo bug. If the project or program name requires three lines, vertically center the top two lines of the name at the top and bottom edges of the dark blue rectangle in the logo bug.





*RTC Customer Service Polo
White Logo on
Dark Background*



Mobility Center Polo



Corporate Wear

Uniform Application

The RTC logo bug may be applied to hats, shirts, jackets, and vests as part of RTC RIDE or RTC ACCESS uniforms.

Logo Bug Sizes

- Men's Jackets: 2" high
- Women's Jackets: 1.5" high
- Shirts (all): 1.25" high
- Service Logos: RTC bug at 1.25", service name scaled proportionally

Important Notes

- Do not include department or division names with the logo.
- Shirt colors must not compete with the logo color — ensure clarity and legibility.

Safety Vests

- Use the solid black logo bug
- "RTC" letters must be transparent, allowing the vest color to show through.

Safety Hats

- Apply the two-color RTC logo to white safety hats only.

Customer Service & Mobility Center

- Uniforms must include:
 - "Customer Service" on Customer Service uniforms
 - "Mobility Center" on Mobility Center uniforms

Patches

- Use standard uniform patches only.
- No custom elements.
- Patch colors must match RTC's official Pantone colors.



Stacked Logos

Stacked Logo

- Stacked versions are only allowed with the ACCESS and REGIONAL CONNECTOR logos. They may be used in space-limited applications such as bus stop route signs and smartphone interfaces.
- **Stacked logos are prohibited** on RTC vehicles.



ACCESS

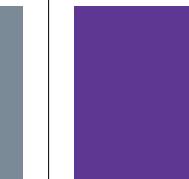


REGIONAL CONNECTOR

COLOR ►

PMS 287 and PMS 284 are the primary RTC colors and should be used as the dominant colors in all marketing materials. They are used in the logo bug and may be used in a visual element in printed and electronic materials. Secondary colors are used in the Public Transportation service logos as shown below. RTC's complementary colors can be used as accent colors. Each color swatch is accompanied by its PMS, CMYK, RGB, and HEX values to facilitate accurate reproduction across all types of media. PMS and CMYK colors are used for offset printed items. RGB and HEX values are used for electronic and web-based graphics, websites, and for MS office documents and presentations. All colors must be used according to ADA standards.

Campaigns for new or high-priority products, programs, or services are, in some cases, developed by external contractors. In such cases, the complementary colors do not need to strictly follow RTC's standard color palette. However, all primary brand colors and established colors associated with public transportation services must still be used consistently and adhered to (page 38).

Primary Colors		Public Transportation Services Secondary Colors				Complementary Colors		
PMS 284C C54 M19 Y0 K0 R111 G174 B223 HEX 6FAEDF	PMS 287C C100 M81 Y0 K23 R5 G59 B132 HEX 053B84	PMS 361C (VANPOOL) C68 M0 Y100 K0 R88 G185 B71 HEX 58B947	PMS 356C (RAPID) C91 M0 Y100 K26 R0 G136 B63 HEX 00883F	PMS 322C (ACCESS) C100 M0 Y39 K33 R0 G126 B128 HEX 007E80	PMS 430C (REGIONAL CONNECTOR) C50 M34 Y27 K11 R124 G138 B152 HEX 7C8A98	PMS 267C C78 M94 Y4 K0 R118 G53 B142 HEX 76358E	PMS 1235C C0 M25 Y94 K0 R255 G194 B38 HEX 5F259	PMS 165C C0 M68 Y96 K0 R243 G115 B39 HEX F37327
								
100%								
80%								
60%								
40%								
20%								

ADA ►

Accessibility is at the heart of our design philosophy — everyone deserves equal access to the services we offer. At RTC, we ensure all our communications comply with ADA and WCAG 2.1 AA or higher standards.

Creating an accessible printed document means designing and formatting it so that people with visual, cognitive, or other disabilities can understand and use it effectively. While most accessibility guidelines focus on digital content, there are several important considerations for print materials as well.

Print Format

Typography and Readability

Font size requirements for 8.5" w x 11" h sized printed materials are outlined in the following text. As the physical size of printed pieces increases, font sizes must also increase proportionally to maintain visibility and legibility at a distance. This ensures that content remains readable and accessible for the intended audience, even when viewed from afar.

- Avoid all caps for large blocks of text.
- Use adequate leading (line spacing).
- Font size minimum 12 points (14 preferred).

For Official Large RTC Documents (e.g., *Regional Transportation Plan*)

Titles must be in Black style and no smaller than 18 points collateral that is 8.5" w x 11" h or larger (page 24).

Body copy must be 12 points or larger and in Bold when placed over colored backgrounds. Use the specified color combinations to maintain readability.

High Contrast

- Ensure strong contrast between text and background (e.g., black text on white or light background).
- Avoid placing text over images, patterns, or busy backgrounds.
- Use color contrast checker.

Color Use

- Don't rely on color alone to convey meaning (e.g., red vs. green).
- Use patterns, textures, labels, or symbols alongside color to differentiate information (e.g., in charts or maps).
- Ensure information is still understandable for colorblind users.

Clear Layout and Structure

- Use consistent headings and formatting.
- Use clear section titles, bullet points, and white space to organize content.
- Keep layout simple and logical — follow a clear reading order.
- Avoid complex multi-column layouts if possible.

Electronic Format

- Use Word to create documents:
 - Use the built-in Accessibility Checker to identify issues.
 - Use proper structure and formatting, such as heading styles and lists.
 - Add alternative text for all visuals.
 - Write meaningful hyperlink text.
 - Ensure sufficient font size and color contrast.
- Avoid PDFs unless certain they comply with the current WCAG 2.1 AA or higher recommendation.
- All imagery must have alt tags

Visual Elements

All visual elements — including icons, graphics, charts, graphs, and images — must include descriptive alt text. If a visual is too complex to describe adequately in an alt tag, provide contact information for a subject matter expert or project manager who can offer further details.

Surveys

Surveys must be made accessible to cover the WCAG 2.1 AA or higher guidelines. Ensure that surveys are checked for accessibility before distribution.

Color Contrast

ADA requires a minimum contrast ratio between text and background:

- 4.5:1 for general text allowing for increased contrast. The lighter color is to be four and a half times brighter (or lighter) than the darker color.
- Refer to the table below for RTC brand color combinations that meet contrast requirements.
- 3:1 for headers at 18 pt/px or larger. The lighter color is to be three times brighter than the darker color.

	PMS 284C	PMS 287C	PMS 361C	PMS 356C	PMS 322C	PMS 430C	PMS 267C	PMS 1235C	PMS 165C	PMS 485C	PMS 312C	PMS PurpleC
White	Aa	Aa	Aa	Aa	Aa							
Black	Aa	Aa	Aa	Aa	Aa							
PMS 284C	Aa	Aa				Aa	Aa	Aa				
PMS 287C	Aa		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
PMS 165C	Aa	Aa		Aa	Aa	Aa	Aa	Aa		Aa	Aa	Aa
PMS 322C	Aa		Aa	Aa			Aa	Aa	Aa	Aa	Aa	Aa
PMS 1235C		Aa		Aa	Aa	Aa	Aa			Aa	Aa	Aa
PMS 430C								Aa		Aa	Aa	Aa
PMS 267C	Aa		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa

Approved colors may be interchanged as shown above. Use varied percentages of color opaqueness (see page 22) to ensure letters or background colors are brighter than the other as prescribed by ADA requirements.

TYPOGRAPHY ►

The RTC and external graphics teams must use the official RTC corporate fonts — Arial and Poppins — for all major documents, such as the Regional Transportation Plan. The following guidelines outline their proper usage.

Print Collateral

E.g., Flyers

- **Arial Black**
 - Chapter and section headings, all caps and 18 point
 - Service, project, program, and department secondary logos alongside the RTC logo bug (see secondary logos on page 13)
- **Poppins**
 - Paragraph title, Bold, 16 point
 - Subtitle, Bold Italic, 14 point
 - Use one of the approved colors
- **Arial**
 - Body copy in marketing materials such as brochures, fliers, and mailers, Regular, 12 point
- **Arial**
 - Captions under graphics and imagery, Italic, 12 point

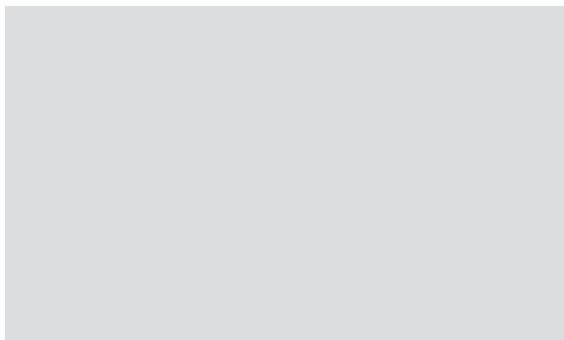
TITLE (ARIAL BLACK) 18 PTS

Subtitle (Poppins, 16 pts)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Subtitle 2 (Poppins, 14 pts)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te facilisi.
(Arial, 12 pt)



Captions for graphics and imagery (Arial, Italics)

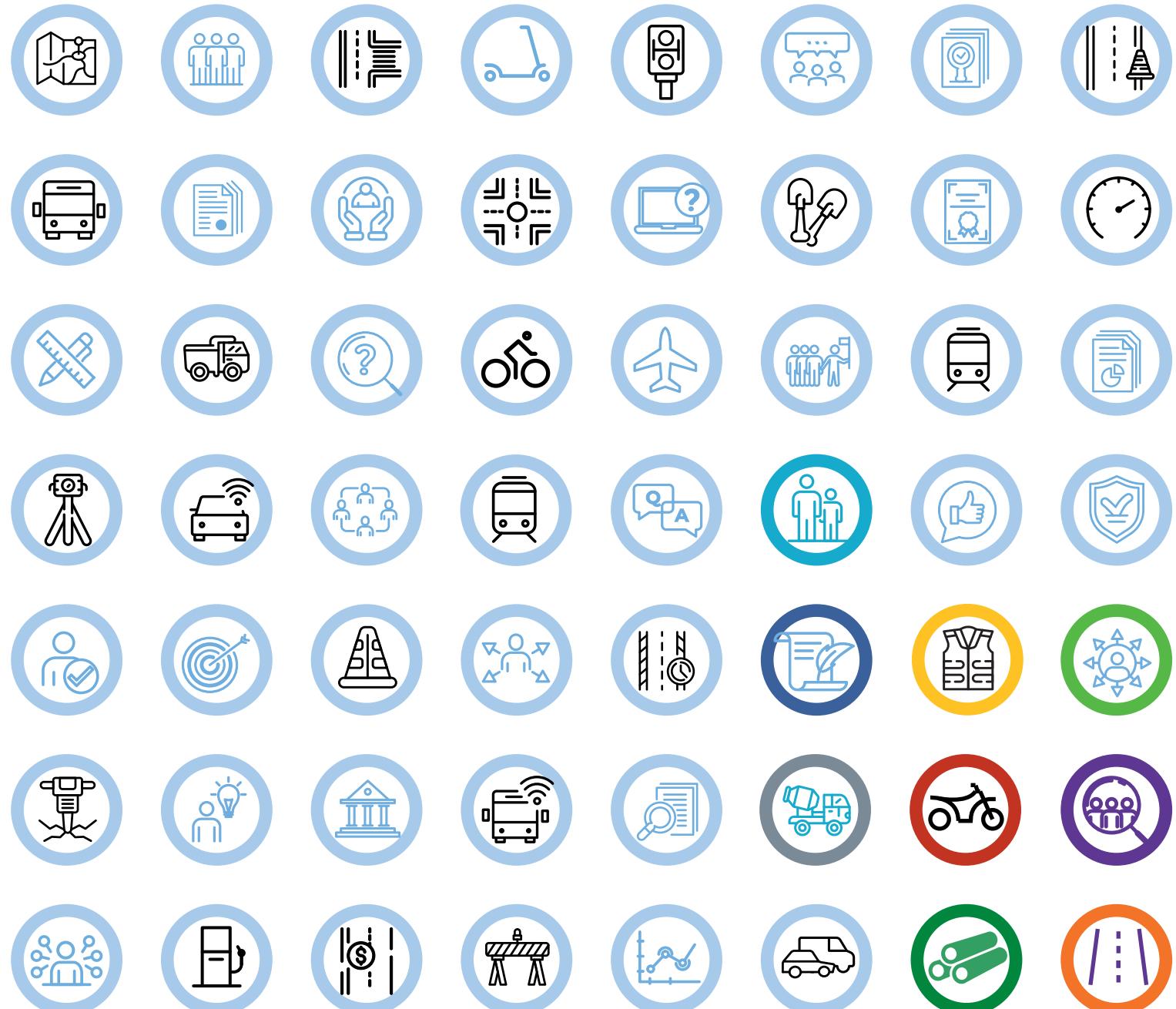
Secondary Logos (e.g., **VANPOOL**)

ARIAL BLACK, ALL CAPS, names will remain in conjunction with the logo bug.

It is NOT required to use all capital letters as shown in secondary logos when referencing an RTC transit service, place, project, program, or department in written documents or emails. Instead, use standard title case. For example, RTC REGIONAL CONNECTOR can be written as RTC Regional Connector, and RTC CENTENNIAL PLAZA as RTC Centennial Plaza. The acronym for the Regional Transportation Commission (RTC) is required to be in all caps in all instances.

ICONOGRAPHY ▶

To maintain a cohesive look, use icons from the same collection of outlined icons shown and apply only approved brand colors. Do not use embossing, 3-dimensional filters, or shadowing. Use icons sparingly to accentuate or emphasize key content — avoid overuse. Ensure each icon is displayed at a size that maintains legibility and visual clarity. The interior and the circular part of the icon art can be interchanged with approved color. Icons must be alt tagged when used in electronic format to meet ADA standards.



GRAPHICS ►

To maintain a cohesive look, use graphics from the same collection shown below. Use icons sparingly to accentuate or emphasize key content. Use one graphic per page, section, or subject. Ensure each graphic is displayed at a size that maintains legibility and visual clarity. Graphics must be tagged when used in electronic format to meet ADA standards.



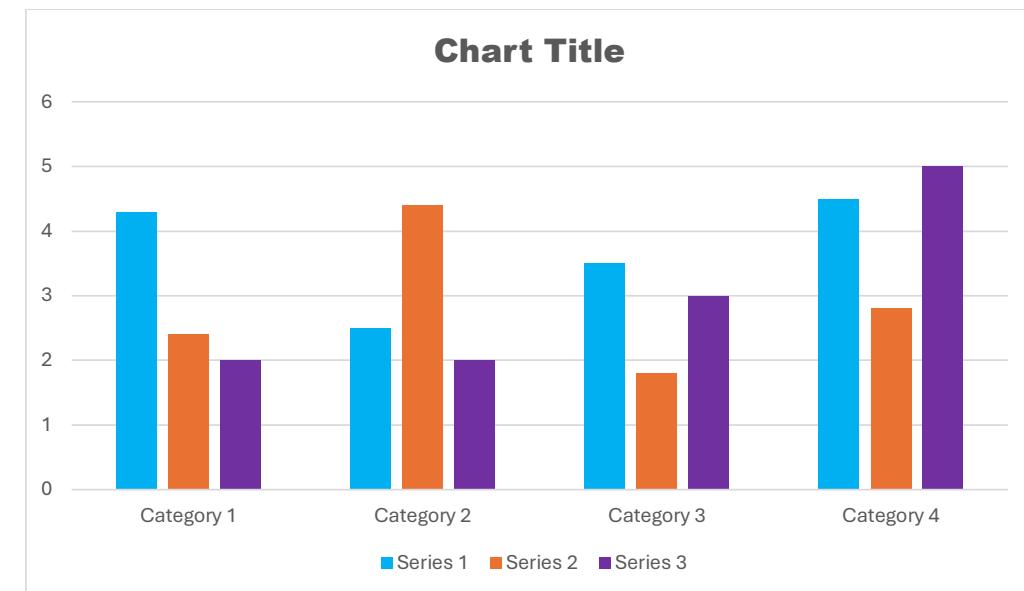
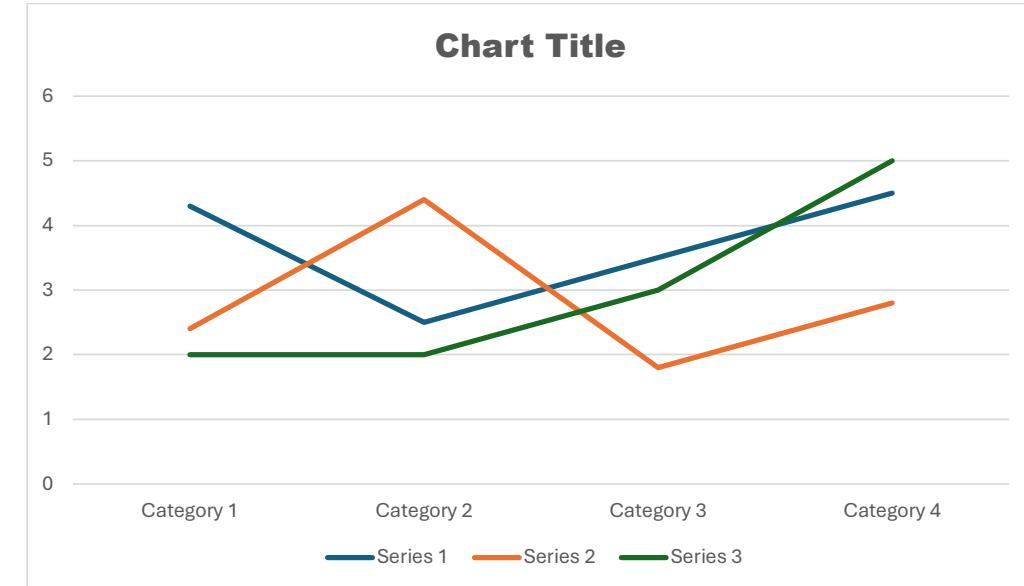
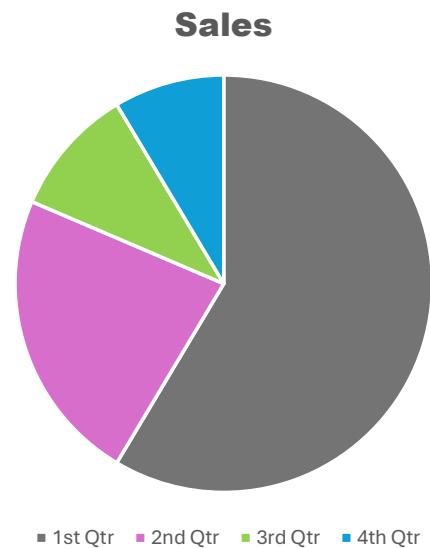
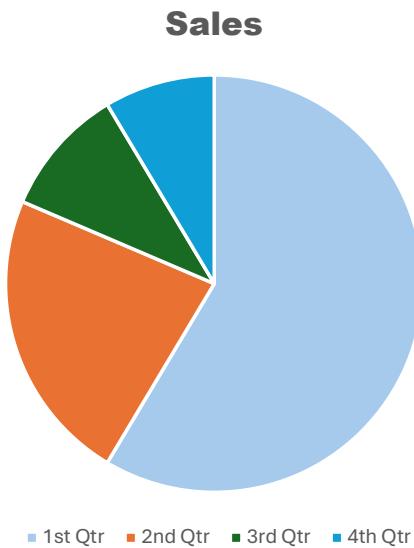
CHARTS & GRAPHS ▶

To maintain a cohesive look, use only 2-dimensional charts and graphs, with approved brand colors.

Do not use:

- Embossing
- 3-dimensional filters
- Shadowing

Use approved colors from the RTC color palette and ensure colors maintain high contrast when set next to each other. Ensure each chart or graph is displayed at a size that maintains legibility and visual clarity. Charts and graphs must be tagged with alt tags when used in electronic format to meet ADA standards. See page 25 for best practices regarding interchanging colored text over background colors.



PHOTOGRAPHY ►

Use local photos whenever possible of candid moments from everyday life and work — images should feel authentic, as if the viewer is witnessing something happening right now. Use vibrant full-color photos. Monochromatic or single-color images may be used when it best serves the context or design. It is preferable to leave images borderless, but thin borders are acceptable when an image loses a border due to edges that have similar colors to the page color.

Captions are required. Photos must be tagged when used in electronic format to meet ADA standards.



Pedestrians safely cross a busy street.



RTC ACCESS coach operator assists customer.

Use a variety of photo styles to help tell our story:

- **Action shots** that capture projects in progress, community members engaging with our infrastructure, or individuals interacting with our systems.
- **Public interaction** scenes showing RTC employees actively assisting the community — demonstrating professionalism, knowledge, and approachability.
- **Collaborative moments** such as public meetings or planning sessions, showcasing teamwork and community input.



Seniors gather at Senior Fest.



RTC bus stops to pick up passengers at Hubbard Way bus station on S. Virginia Street.

- **Transit-related and multi-modal visuals** that naturally include buses, bus stops, bikeways, pedestrian walkways or other elements of the public transportation experience.

Secure all required rights, permissions, and give credit for the use of images, illustrations, and design elements, including those sourced from public photography, online searches, social media, or Adobe image libraries.



Pavement preservation underway.



Multi-modal improvements on California Avenue.

TEMPLATES ►

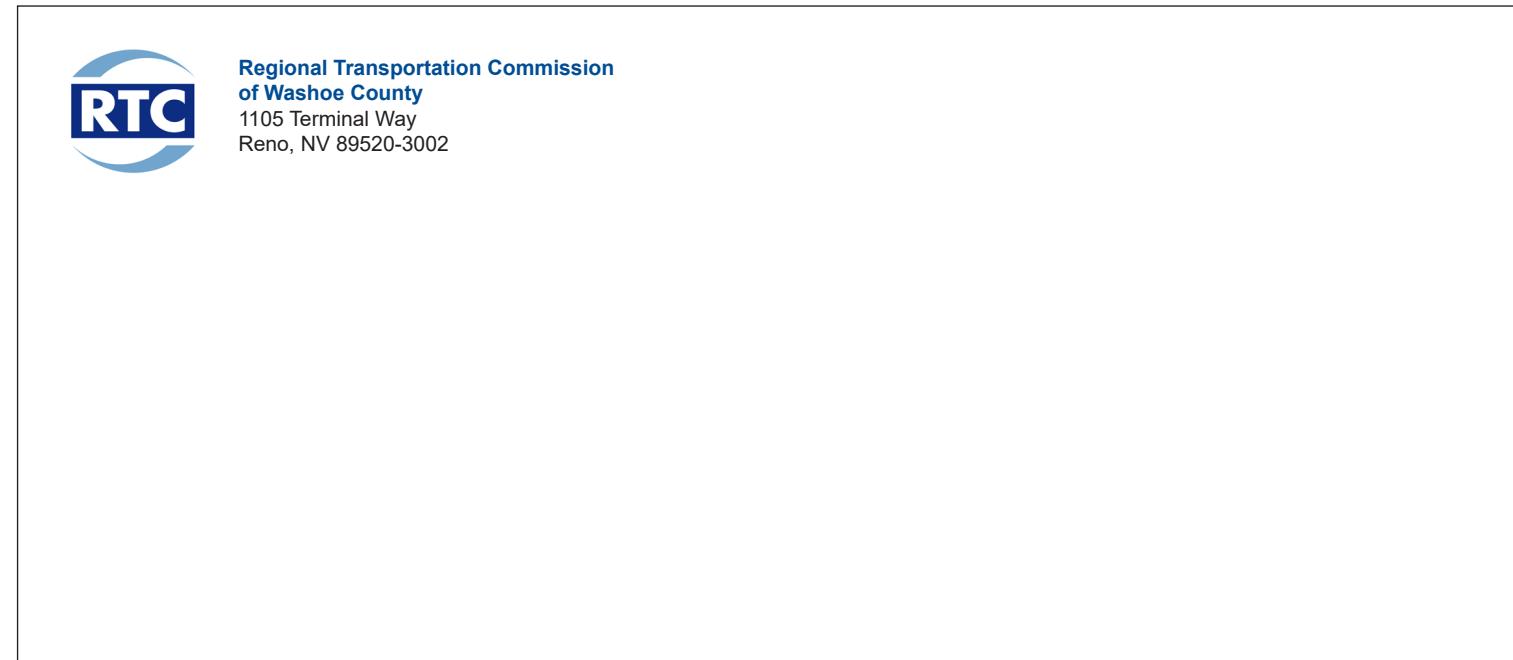
The RTC Graphics Team maintains templates.
All marketing materials must meet ADA standards.

Vendors create business cards for the RTC.
Vendors must use the Arial font family as the
standard for all text on a business card to ensure
consistency and avoid the need for purchasing
specialized fonts.

Business Card

- 3.5" w x 2" h
- Logo: 2-color, top left
- Name: Arial Bold, 10 point, RTC PMS 287
- Job Title: Arial Bold, 8 point, black
- Contact Info: Arial Regular, 8 point, black

Use only the approved template when ordering
business cards.



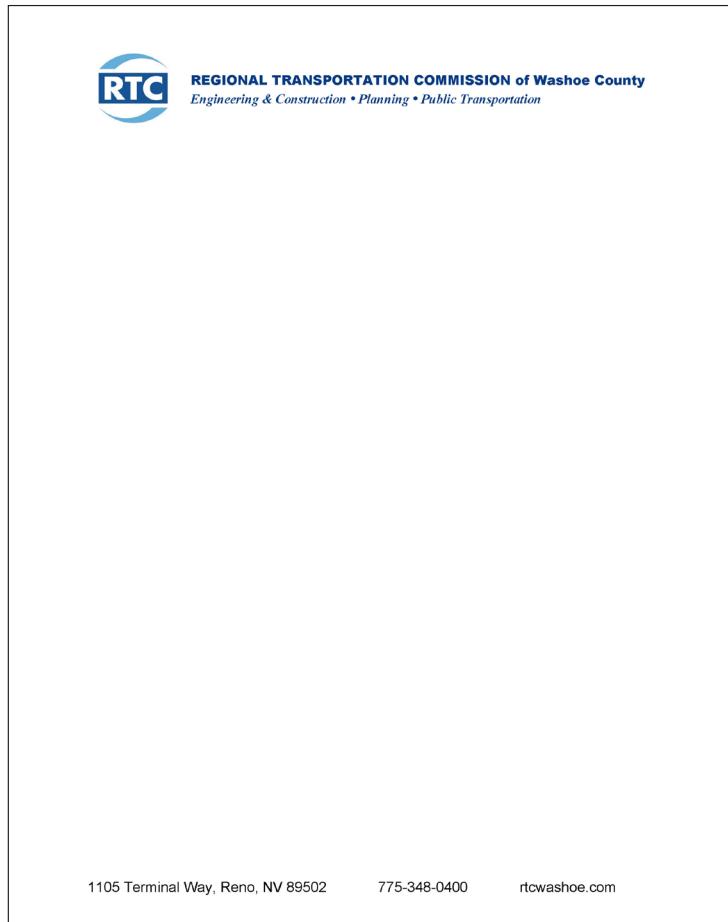
Envelope

- No. 9 envelope
- 8.875" w x 3.875" h

- Use the 2-color RTC logo bug
- Only use the approved RTC envelope template

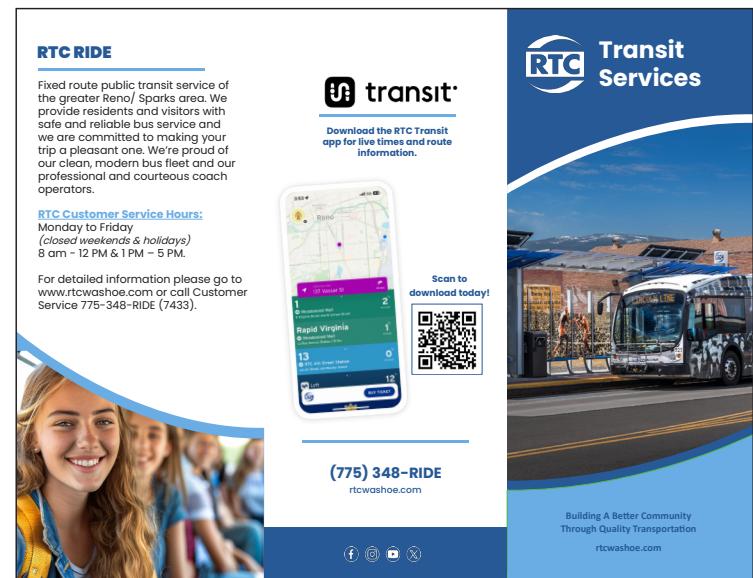
Letterhead

Only use the approved letterhead. The RTC



Brochure

- Typical size is 11" w x 8.5" h. Size can vary depending on needs.
- Trifold
- Front Page:
 - RTC logo (top center)
 - Subject photo (center)
 - Mission statement + website (bottom center)
- Back Page:
 - Service-specific phone numbers and URLs
 - Include QR code for websites or apps



RTC VANPOOL Brochure 11" w x 8.5" h

Flyer

- Typical size is 8.5" w x 11" h. Size and orientation can vary depending on needs.
- Use approved logo, colors, imagery, icons.
- Designs can vary.



College Recruitment Flyer

Poster

- Typical size is 11" w x 17" h or larger. Size and orientation can vary depending on needs.
- Use approved logo, colors, imagery, icons.
- Designs can vary.



Engineering FY26 Goals Poster (right) and Biggest Little Bike Network Directional Poster with Custom Logo (far right).

Signage

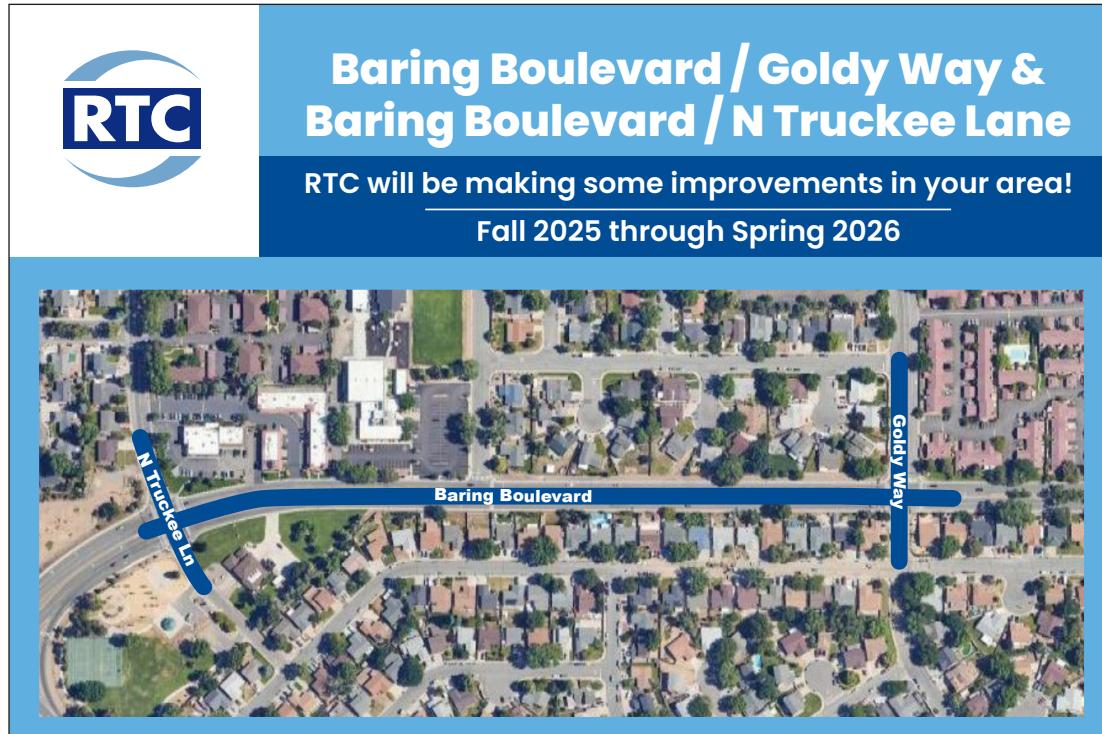
Maps, project display, directional signs, and signs used for public meetings are to be displayed as follows:

- Typical sizes are 24" w x 36" h, 36" w x 48" h. Size and orientation can vary depending on needs.
- Logo bug top left with project name with required clear space between the two.
- URL, tagline, and social media bar at footer.

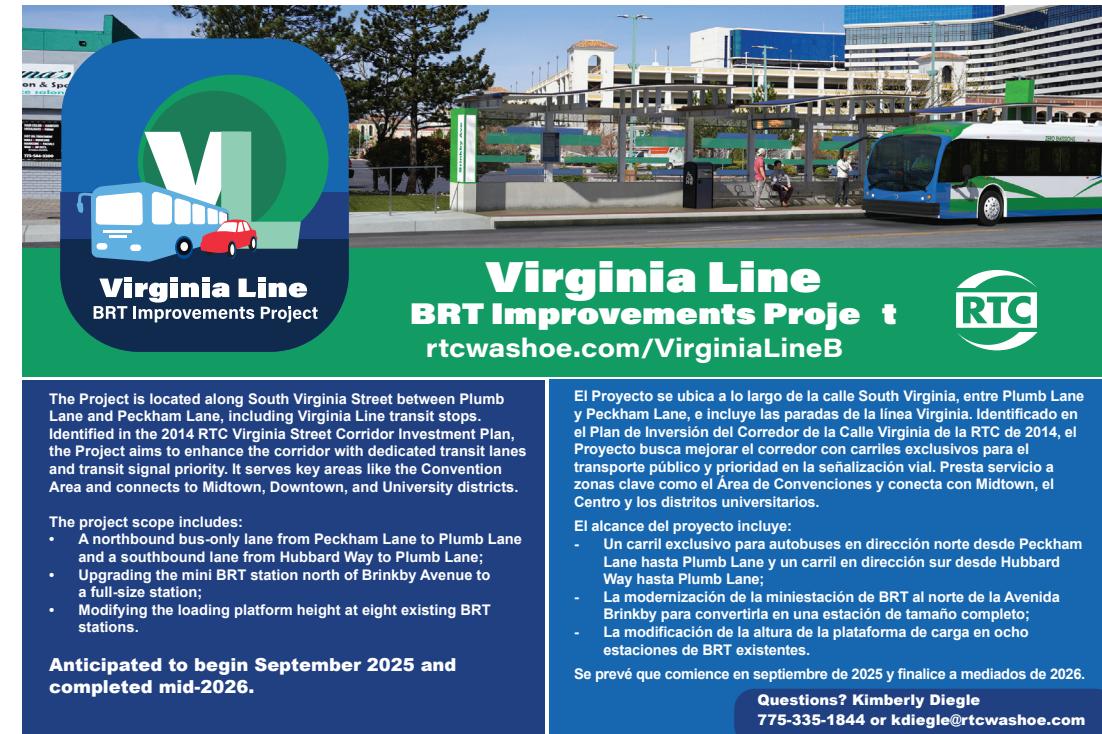


Mailer

The mailer must satisfy Post Office mailing requirements. In some instances, a custom logo will be created for an RTC project and a mailer will be produced. In such a case, the project logo must be set in a primary hierarchical location and the RTC logo in a secondary hierarchical location on the layout. The colors of the custom logo may be incorporated into the mailer design.



Standardized Engineering Project Mailer
9.25" w x 6.25" h



E.g., Engineering Project Mailer with Custom Project Logo
9.25" w x 6.25" h

Project Road Signs

Contractors must obtain and use approved templates via the Graphics Team. Templates are available in InDesign and Illustrator only.

Before production:

- Submit a PDF of the final draft for design and copy approval.

48" w x 48" h Sign

- Logo: 2-color, left side
- Title: Arial Black, 216 point, C100 M81 Y0 K23
- Subtitle: Arial Bold, 216 point, Black
- "Investment in Our Community and Funded with...": Arial Bold, 148 point, Black
- Metal

Include: social media bar, phone number, URL, and tagline.

96" w x 48" h Sign

- Logo: 2-color, left side
- Title: Arial Black, 425 point, C100 M81 Y0 K23
- Subtitle: Arial Bold, 300 point, Black
- "Investment Message and Funded with...": Arial Bold, 215 point, Black
- Phone number and rtcwashoe.com
- Metal

Contact for Graphics Support

For final file submissions or assistance, contact:

- Nancy Mues – nmues@rtcwashoe.com
- Nicole Coots – ncoots@rtcwashoe.com

Outdoor Project Sign
48" w x 48" h



Outdoor Project Sign 96" w x 48" h



*Business Support Sandwich Board List of Business Support
24" w x 36" h 24" w x 36" h*



PowerPoint Presentation

- Includes title and content slide templates.
- Accessible via SharePoint > Public Affairs - Communications > Documents
- Alt tags must be added to any type of visual element

Presentation Best Practices:

- Use the 5-5-5 rule: 5 words/line, 5 lines/slide, 5-minute presentation
- Or use the 7-7-7 rule for slightly more content

The RTC Agency Overview deck is also available for presenters, Go to SharePoint > Public Affairs - Communications > Documents.

Surveys

Printed surveys must follow the branding and ADA requirements for logo, image, graphic, and mission statement usage.

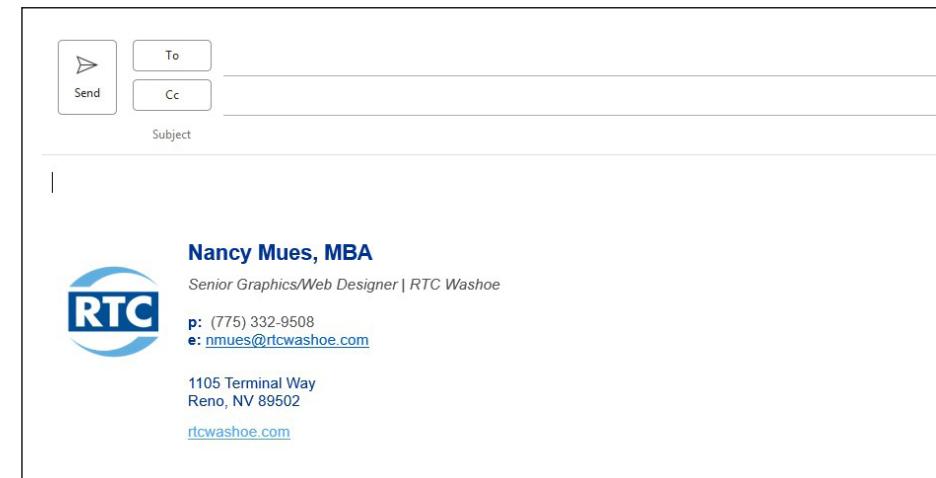
RTC conducts electronic surveys using Jotform. Surveys and forms created with Jotform are Level AA compliant with WCAG 2.1 standards, offering a built-in accessibility checker, keyboard navigation, compatibility with screen readers, and integrated alt-text for images.

Virtual

Only use approved background templates available on SharePoint.

Email Signature

Only use email signature templates. Contact the graphics team if you need assistance.



Sunday/Sunday-Level Holiday
Domingo/Periódico a nivel domingo

TO DOWNTOWN RENO

Depart	Virginia & Parkam	Virginia & Hurst	Alma & Cess
4:43	4:48	4:53	5:01
5:13	5:18	5:23	5:31
5:43	5:48	5:53	6:01
6:13	6:18	6:23	6:31
6:43	6:50	6:55	7:04
7:13	7:20	7:25	7:34
7:43	7:48	7:53	8:02
8:13	8:18	8:24	8:34
8:43	8:48	8:55	9:04
9:13	9:18	9:25	9:35
9:43	9:49	9:55	10:05
10:13	10:19	10:25	10:35
10:43	10:49	10:55	11:05
11:13	11:19	11:25	11:35
11:43	11:49	11:55	12:05
12:13	12:19	12:25	12:35
12:43	12:50	12:56	1:06
1:13	1:20	1:26	1:36
1:43	1:50	1:56	2:06
2:13	2:19	2:26	2:36
2:43	2:50	2:56	3:06
3:13	3:20	3:26	3:36
3:43	3:50	3:56	4:06
4:13	4:20	4:26	4:36
4:43	4:50	4:56	5:06
5:13	5:19	5:25	5:35
5:43	5:50	5:56	6:06
6:13	6:20	6:26	6:36
6:43	6:50	6:56	7:06
7:13	7:20	7:26	7:36
7:43	7:50	7:56	8:06
8:13	8:19	8:24	8:34
8:43	8:49	8:54	9:04
9:13	9:18	9:24	9:32
9:43	9:48	9:54	10:02
10:13	10:18	10:24	10:32
10:43	10:48	10:54	11:02
11:13	11:18	11:24	11:32
11:43	11:48	11:53	12:01
12:13	12:49	12:53	1:01
12:43	1:48	1:53	2:01
2:43	2:48	2:53	3:01
3:43	3:48	3:53	4:01

Legend

- Route 1
- Time Point: See schedule for bus departs the stop
- Alternative Intersections: Routes
- Direction of bus travel: ▶ Bus Stop: ● Point of interest: ★ Pass Outlet: *

© 5/23 RTC RIDE MAP NOT TO SCALE

FARE & PASS MENU
Menú de Tarifas y Pases de Autobús

Onboard Cash Efectivo a bordo	Full Fare Tarifa completa	Reduced* Tarifa reducida*
\$2.00	\$1.00**	

Single Ride Paseo Solo
\$3.00 \$1.50

DAY PASS Pase de día
\$14.50 \$6.00

Pre-purchased Passes Pases comprados previamente

Single Ride Paseo Solo	Day Pass Pase de día
\$2.00 \$1.00**	\$3.00 \$1.50

7-Day 7 días
\$65.00 \$32.50

31-Day 31 días
FREE

Children 5 & Under Students & Faculty with TMCC, UNR or DRI ID card
FREE

RTC Customer Service hours
Horario de atención al cliente de RTC

Monday to Friday 8 am - 12 pm & 1 pm - 5 pm
De lunes a viernes de 8 am a 12 pm y de 1 pm a 5 pm
(closed weekends & holidays)
(fines de semana y feriados cerrados)

775-348-RIDE • rtcwashoe.com

* Reduced includes youth, senior, individuals with disabilities, ACCESS ID, US Veterans and Medicare.
** 75 cents for individuals with disabilities and/or ACCESS ID.

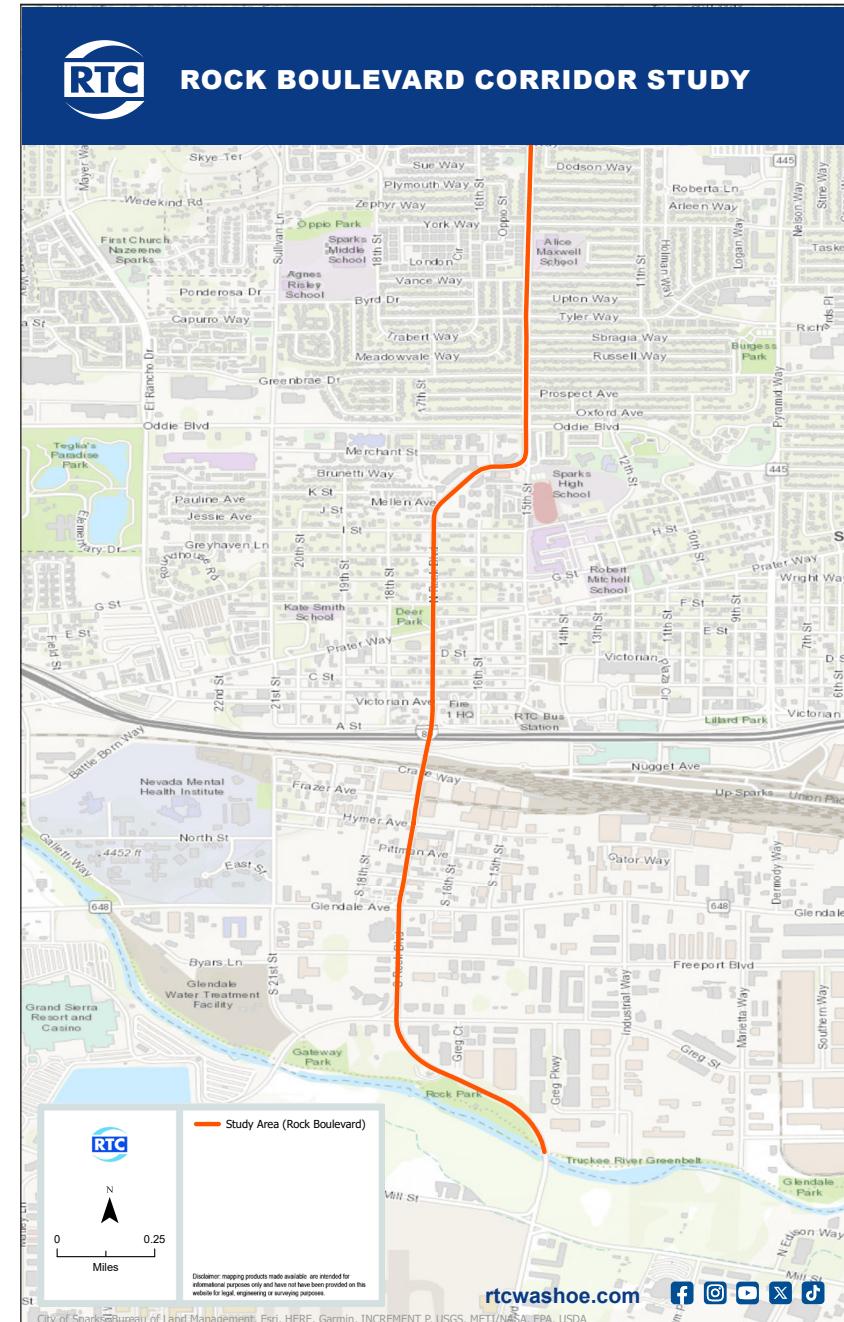
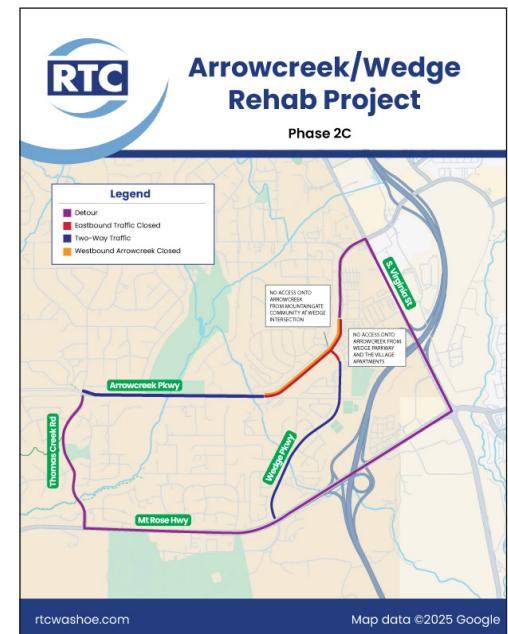
*Reducido incluye jóvenes, adultos mayores, personas con discapacidades, ID de ACCESS, veteranos de US Y Medicare.
** 75 centavos para personas con discapacidades y/o ACCESS ID

如果需要其他語言的信息, 請聯繫 (775) 348-7433
Kung kallangan mo ng informasyon sa ibang wika, mangyaring kontakang ang (775) 348-7433

MAPS

All digital and printed maps must adhere to RTC branding guidelines, including proper use of logos, colors, contrast, typography, imagery, and be compliant with ADA regulations. Maps intended for electronic display must also be properly tagged for accessibility. High contrast and color usage must be carefully considered (see page 25 for additional details).

If a map is too complex to describe adequately in an alt tag, provide contact information for a subject matter expert or project manager who can offer further details or accommodations.



SOCIAL MEDIA & VIDEO ►

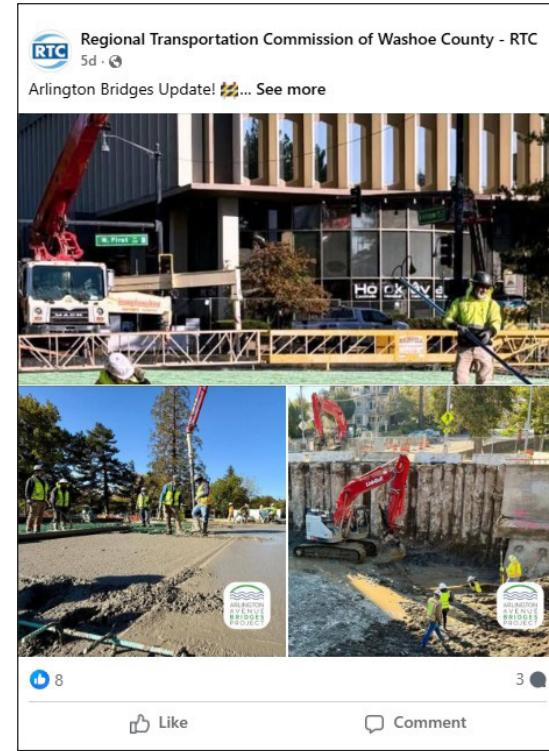
RTC's social media and video content should reflect the same clarity, consistency, and professionalism as other communications. Posts should be concise, engaging, and tailored for each platform's audience.

Plain, approachable language is preferred, and hashtags should be strategically used and relevant to the content. Tagging partners and other community organizations when appropriate helps strengthen engagement.

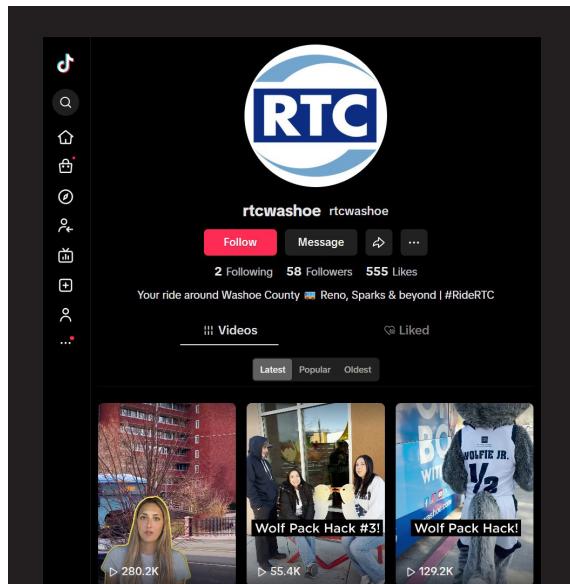
Images and video must be high-quality, well lit, and feature audio that lends itself to captioning. Graphics must follow existing RTC color templates and rules, alternative text and captions for ADA compliance are required.



YouTube Post



Facebook



TikTok Post

WEBSITE ►

The majority of visitors to the RTC website access the public transportation section, primarily consisting of transit users who rely heavily on accurate and up-to-date information. For these individuals, timely details about bus schedules, route changes, and service alerts are not just convenient — they are essential. Public transit is their primary mode of travel, and the information provided by the RTC often serves as a vital lifeline for getting to work, school, medical appointments, and other daily responsibilities. Therefore, accessibility is critically important — ensuring that all users, regardless of ability, device, or language proficiency, can easily access and understand the information they need. The RTC website is redesigned every few years to ensure it remains user-friendly and complies with the RTC Branding Style Guide and ADA standards, which require digital content to be accessible to individuals with disabilities.

The DOJ's 2024 rule requires state and local governments to make their websites and mobile apps accessible to people with disabilities by April 24, 2026.

Highlights of the Requirements in the Rule

Requirements

- The Web Content Accessibility Guidelines (WCAG 2.1 AA or higher) is the technical standard for state and local governments' web content and mobile apps.
- State and local governments' web content usually needs to meet WCAG 2.1 AA or higher.
- State and local governments' mobile apps usually need to meet WCAG 2.1 AA or higher.

Summary of the Exceptions

Archived Web Content

State and local governments' websites often include content that is not currently used. This information may be outdated, not needed, or redundant. Sometimes, this information is archived on the website.

Web content that meets all four of the following points would not need to meet WCAG 2.1 AA or higher:

1. The content was created before the date the state or local government must comply with this rule, or reproduces paper documents or the contents of other physical media (audiotapes, film negatives, and CD-ROMs for example) that were created before the government must comply with this rule, AND
2. The content is kept only for reference, research, or record keeping, AND
3. The content is kept in a special area for archived content, AND
4. The content has not been changed since it was archived.

Preexisting Conventional Electronic Documents

Some state and local governments have a lot of old documents, like PDFs, on their website. It can sometimes be hard to make these documents meet WCAG 2.1 AA or higher.

Documents that meet both of the following points usually do not need to meet WCAG 2.1 AA or higher, except in some situations:

1. The documents are word processing, presentation, PDF, or spreadsheet files; AND
2. They were available on the state or local government's website or mobile app before the date the state or local government must comply with this rule.

Third Party Posting

Third parties sometimes post content on state and local governments' websites or mobile apps. Third parties are members of the public or others who are not controlled by or acting for state or local governments. The state or local government may not be able to change the content third parties post.

Preexisting Social Media Posts

For many state and local governments, making all of their past social media posts accessible may be impossible. There also may be very little use to making these old posts accessible because they were usually intended to provide updates about things happening at the time they were posted in the past.

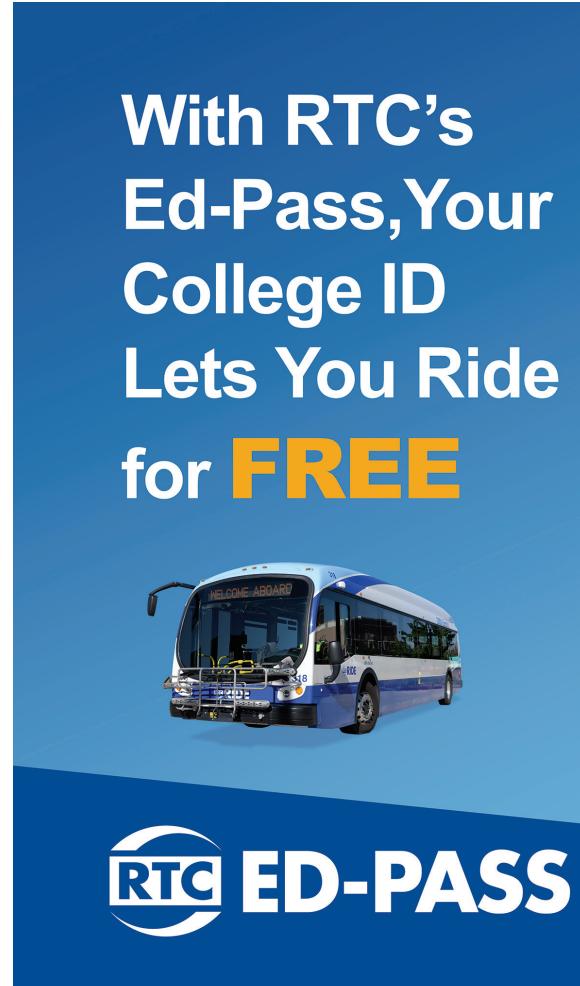
For these reasons, social media posts made by a state or local government before the date the state or local government must comply with this rule do not need to meet WCAG 2.1 AA or higher.

The ADA requires that state and local governments must provide individuals with disabilities with effective communication, reasonable modifications, and an equal opportunity to participate in or benefit from their services, programs, and activities.

For more detail on requirements and exceptions, go to <https://www.ada.gov/resources/2024-03-08-web-rule/#highlights-of-the-requirements-in-the-rule>.

EXTERNAL VENDORS ►

RTC often hires external vendors to create marketing campaigns. In these cases, external vendors must work in close collaboration with the RTC Graphics team. While campaign designs developed by external vendors are not required to strictly follow the RTC Branding Style Guide in terms of colors or design elements, the creation of new project, program, campaign logos and branding must be reviewed by the Graphics team to ensure that it meets the RTC's brand voice, personality, and attributes. Final review from the Graphics team is required before any artwork is published or shared publicly. All work submitted must meet ADA requirements.



QUESTIONS ►

If you have suggestions for the Style Guide, contact Nancy Mues.

If you have any questions, contact the RTC Graphics Team.

Graphics Team

- Nancy Mues – nmues@rtcwashoe.com
- Nicole Coots – ncoots@rtcwashoe.com



**Building A Better Community Through
Quality Transportation**

rtcwashoe.com

