

EXECUTIVE SUMMARY
Committee Action
Item 6a
CAT Logo Manual

Objective:

To present the final rebranded CAT logo design and manual.

Considerations:

Collier County Public Transit & Neighborhood Enhancement (PTNE) Division developed three options for a new logo design for the CAT system. After collecting votes from CAT employees and PTAC members one logo was chosen. A manual was developed in order to ensure uniformity and proper use of the logo. This will be presented to the County Manager for approval. Included in the manual is also a new logo for the Paratransit system, Collier Area Paratransit, as well as rebranding the service with a name for the system rather than just referring to it as "paratranit". The new name is "CAT Connect". With the new name the Paratransit service will have its own identity but also represent that it is in fact an extension of CAT Services.

With a refreshed design CAT hopes to attract ridership as well as choice riders by creating an appealing look that will be used on the website, social media and all printed materials.

Recommendation:

None – informational only

Attachments:

Manual

Prepared by:  _____ **Date:** 9/16/2016
Omar De Leon, Senior Planner

Approved by:  _____ **Date:** 9-16-16
Michelle Arnold, PTNE Division Director



BRAND MANUAL

COLLIER AREA TRANSIT

CAT'S BRANDING

Collier Area Transit's brand manual is designed as an easy-to-follow guide that communicates the brand identity and helps you use the critical components of this manual effectively and correctly.

The various elements of the identity system are illustrated, and their specific usage is described to be relevant to a wide range of communication applications.

The effectiveness or success of the corporate identity, however, depends entirely on its consistent implementation. It is critical for Collier Area Transit (**CAT**) to adhere to these guidelines to ensure that the brand continues to convey its message of being the best public transportation, to all its community.

CAT Logo



Collier Area Transit (CAT) is committed to providing safe, accessible and courteous public transportation services within Collier County, which is flexible to the mobility needs of the community.

Keeping these characteristics in mind, the logo design is a combination of slender curves, pure and unique shapes, colors and typography intended to remain current and never looks out of style even with the change in time. In addition, the logo design establishes a clean, fun and vibrant vibe, which reflects the warmth and serenity of Collier County.

LOGO TYPE



#E66113 TO #F49200
GRADIENT



#005545 TO #2BAC3A
GRADIENT



#8B5D39 TO #6A6C6C
GRADIENT



#005545/Pantone 343C

SIZE RECOMMENDATIONS

Choosing the right signature size on different platforms helps to convey a strong and cohesive brand identity.

CAT logo should always be legible with the name of the system "Collier Area Transit" displayed clearly so it is easy to read from an appropriate distance.

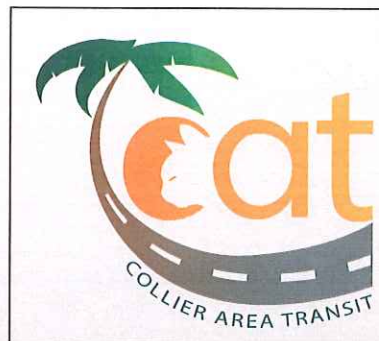
Large & display version can be used on printing or large scale items.



4 in

3.37 in

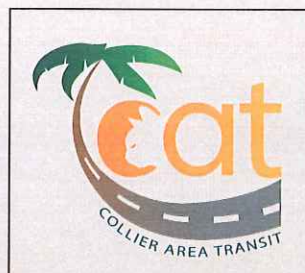
Medium version is suitable for use on many print applications.



2.16 in

1.82 in

Absolute minimum size on any medium. This version is to be used only where there's restricted space.



1.5 in

1.26 in

UNACCEPTABLE USAGE

The proper logo usage is crucial on all printed and digital media materials in order to ensure the success of Collier Area Transit's brand identity. It would be inappropriate to use the logo in the following manner.



NO DISTORTION



NO TILTING



NO INTRUSION OF CLEAR SPACE



DISPLACING VISUAL ELEMENTS

SECONDARY LOGO/ 2 COLORS

The color of the logo may be altered when used in very special occasions, such as wayfinding signage (bus stop), when a two color print is the only option or when the background color interferes with CAT's logo readability.



PRIMARY COLORS - CAT

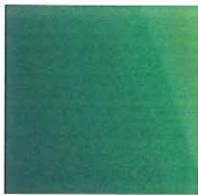
The following approved colors must be used to ensure the logo is staying consistent on every marketing collateral material.

Gradients



CAT - Wordmark

#E66113 TO #F49200



Palm Shape

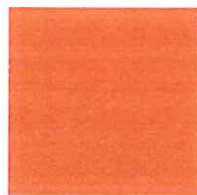
#E66113 TO #2BAC3A



Road Shape

#8B5D39 TO #6A6C6C

Swatches



#E66113 / PANTONE BRIGHT ORANGE

H 21	C 3	R 3
S 91	M 73	G 73
B 90	Y 100	B 100
K 0		



#F49000 / PANTONE

H 35	C 0	R 244
S 100	M 50	G 146
B 95	Y 100	B 0
K 0		



#005545 / PANTONE

H 108	C 100	R 0
S 100	M 10	G 85
B 33	Y 67	B 69
K 53		



#2BAC3A / PANTONE

H 125	C 75	R 43
S 74	M 0	G 172
B 67	Y 100	B 58
K 0		



#8B5D39 / PANTONE

H 25	C 35	R 139
S 58	M 60	G 93
B 54	Y 80	B 57
K 25		



#6A6C6C / PANTONE

H 179	C 0	R 106
S 1	M 0	G 108
B 42	Y 0	B 108
K 70		

SECONDARY COLORS - CAT

These secondary colors complement the primary colors. They are used on stationary elements such as the Stop Bus Signs.



#A27936 / PANTONE

H 36	C 33	R 162
S 66	M 49	G 121
B 63	Y 88	B 59
	K 12	



#005144 / PANTONE

H 170	C 91	R 0
S 93	M 44	G 81
B 30	Y 71	B 68
	K 40	

LOGO TYPE - BLACK & WHITE

The black and white version of the logo is used in cases where the usage of Collier Area Transit color logo is not possible or cannot be rendered according to brand guidelines.



LOGO TYPE - NEGATIVE



LOGO - CONSTRUCTION GRID

When using the logo, always allow negative space around CAT's logo. Do not stretch or alter any element from the logo in any way. The dimensions and proportions indicated on the grid, should be followed without exception.

X = one square unit. 9x is equal to the height of the letter "a" in cat.



LOGO - TYPEFACE

Myriad Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@\$%&()".,:'

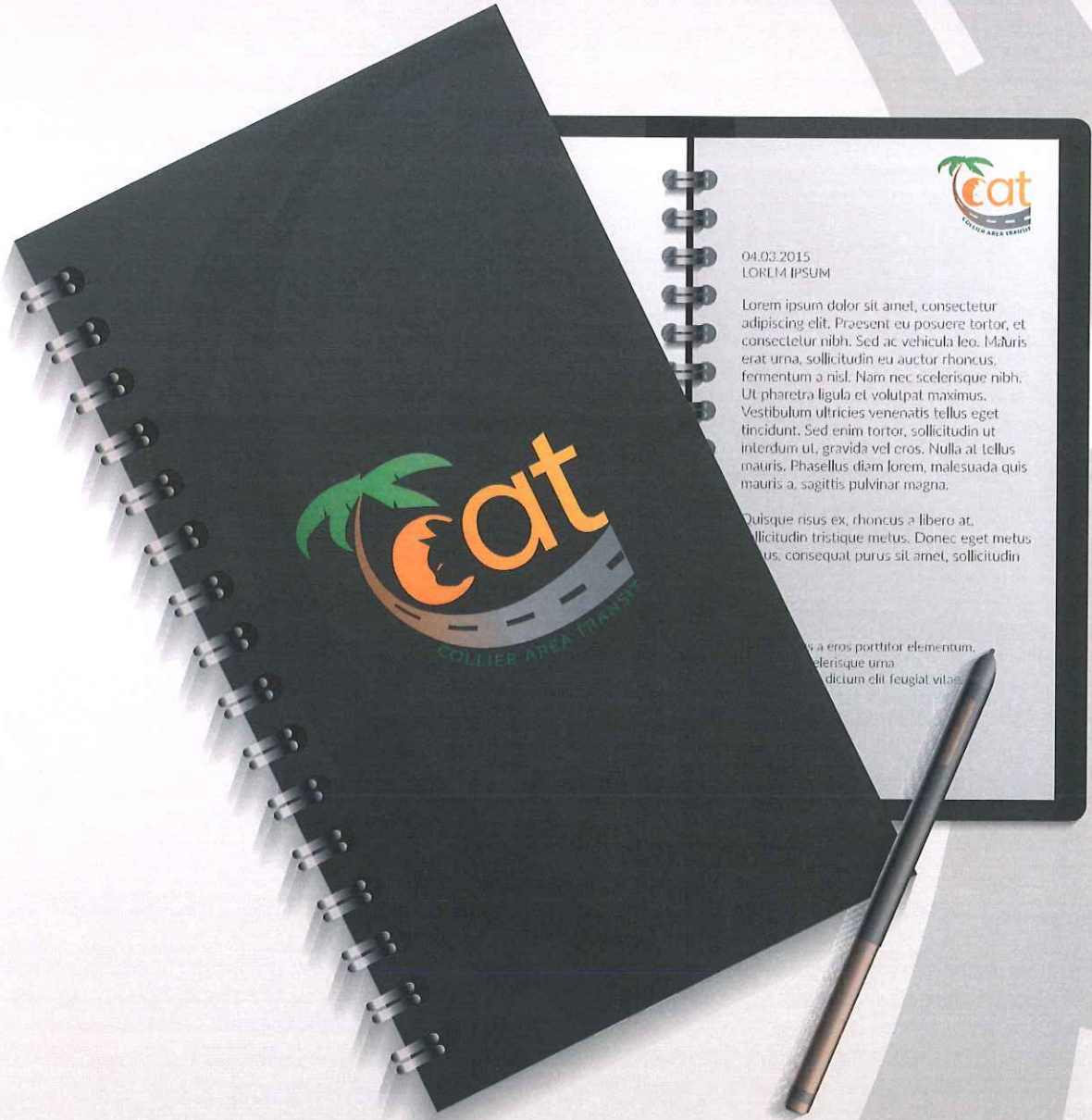
Tracking = 85

COLLIER AREA TRANSIT

Vertical Scale = 80%

A diagram illustrating typographic adjustments for the text 'COLLIER AREA TRANSIT'. An arrow points from the text 'Tracking = 85' to the space between the letters 'L' and 'I' in 'COLLIER'. Another arrow points from the text 'Vertical Scale = 80%' to the height of the letters 'I' and 'T' in 'TRANSIT'.

COLLATERAL - NOTE BOOK



COLLATERAL - SMART CARDS

FRONT - FULL FARE



FRONT - REDUCED FARE



BACK CARD

Terms and Conditions

1. This card has no cash value and is valid for the number of rides purchased.
2. Non-transferable / Non-refundable.
3. No refund issued for lost, damaged or stolen cards.
4. This card is not valid on other transit systems.
5. If improperly used this card will be confiscated by CAT.
6. Buy, Use and Reload / See cashier/receptionist for details.
7. This card will be confiscated if physically defaced or altered.

000010089



COLLATERAL - BUS STOP

BUS STOP

ROUTES

11	12	13
14	15	16

CALL US
239-252-7777

OR GO ONLINE
GoCATbus.com

OR SCAN

STOP ID
1234

FRONT

**B
U
S**

**S
T
O
P**

Collier County
Public Services Division
Public Transit & Neighborhood Enhancement

BACK

COLLATERAL - SIGNAGE

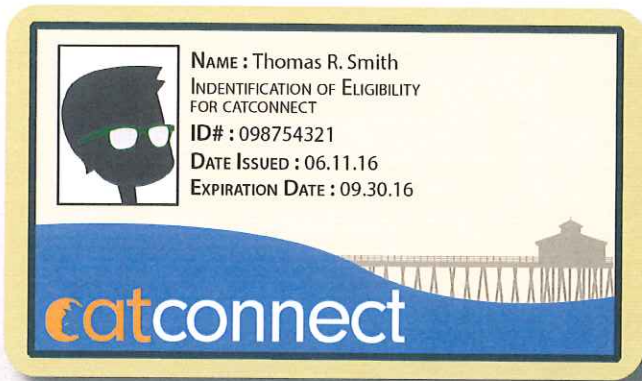


COLLATERAL - SIGNAGE



CAT CONNECT LOGO / ID

(Collier Area Paratransit Rebranding)



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This card is not valid on other transit systems.
If improperly used this card will be confiscated by CAT.
Buy, Use and Reload / See cashier/receptionist for details.
This card will be confiscated if physically defaced or altered.



COLLATERAL - CATCONNECT VEHICLES

