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# TransLōc® BRAND MANUAL

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## INTRODUCING TRANSLOC

TransLoc's goal is to create a seamless mobility network for all. Founded in 2004, TransLoc prides itself on forever being grounded in the startup culture and, as such, has a unique style all its own. The design choices in this brand guide were chosen specifically to reflect that.

The most important takeaway of this guide is to remember that TransLoc is a revolutionary company—the emphasis on personality and spirit is more important than minute details, especially in the modern era. TransLoc is flexible, but recognizable. The goal of this guide is to provide a resource for consistency, not a rigid instruction booklet.

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# OUR LOGO



## PREFERRED LOGO FORMAT

When possible, please use our full logo complete with badge and wordmark. In cases of limited space, the badge or wordmark may be used as standalone brand marks.

## WHITE SPACE

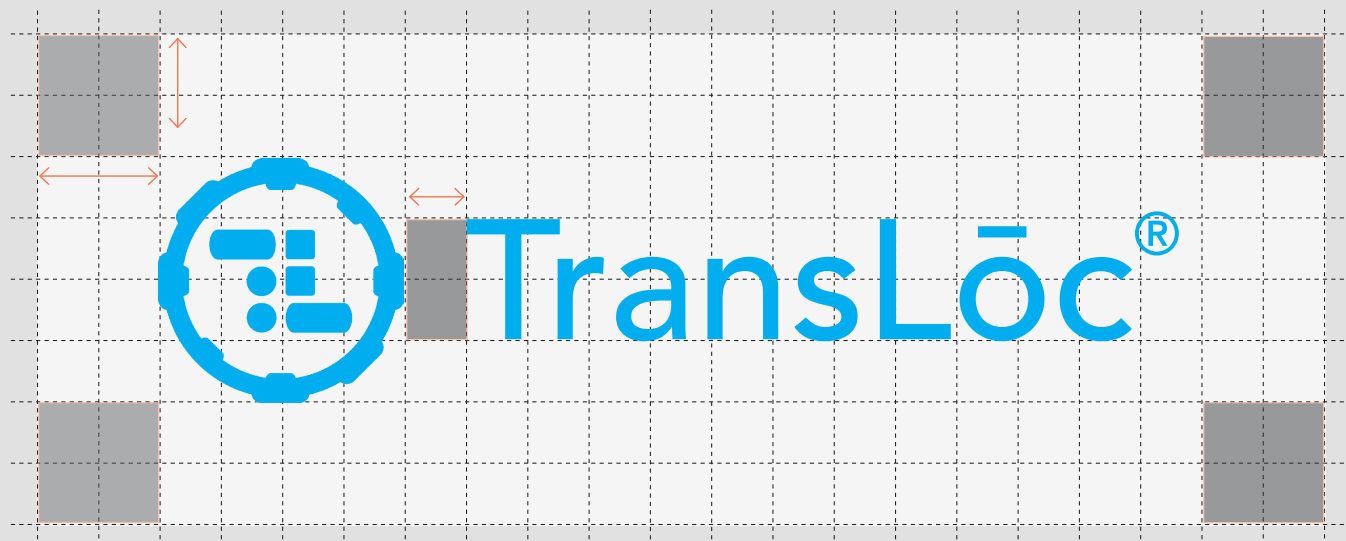
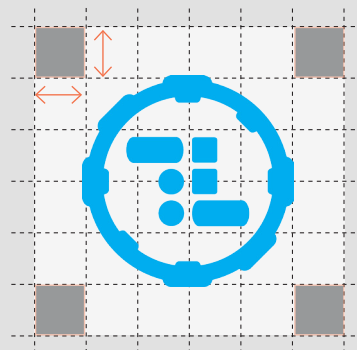
The logo and badge should always appear with a padding of clear space around it and the badge must be to the left of the company name when appearing together.

## 1) Logo Badge

Our logo iconography that represents our company. Can be used by itself, as shown here when limited space is available.

## 2) The Logo Wordmark

The font that is used here is Avenir. The company name is a registered trademark and should appear with the registered trademark symbol at least once per page.



## THE MACRON

The macron above the "o" is only used in the logo wordmark. **When referring to the company name in written text it should be written as TransLoc Inc., not TransLōc, Inc.**

TransLōc®

## MINIMUM LOGO SIZE

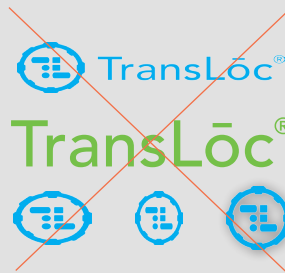
For readability, size matters. The minimum width for the full logo is: 1.125 in. or 81px. The minimum width for the logo badge is 0.33 in. or 24px.



## APPEARANCE

The full logo, badge and wordmark can only appear in TransLoc Blue, TransLoc Grey, or white.

The logo cannot be distorted in any way, or otherwise have its appearance changed.



## PARTNER & PRODUCT LOGOS

When appearing with our product names or with partner's logos, TransLoc's wordmark should appear first, with a bar as a divider and equal white space between each logo and the bar.

For our products, the names will be in Avenir Medium Oblique font.

TransLōc® | UBER

TransLōc® | Rider



# TYPE & HIERARCHY



## COMPANY TYPEFACES

Careful use of typography reinforces our personality and ensures clarity and harmony in all TransLoc communications.

Primary Typefaces	Web Fonts
-	-
Avenir	Open Sans
Bebas Neue	Verdana

Bebas Neue

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

Avenir

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

## HIERARCHY

–

## HEADERS

Largest  
H1

# H 1 HEADER

–  
Bebas Neue Regular  
48pt Type / 48 pt Leading / 0 Tracking

Large  
H2

## TRANSLOC H2

–  
Avenir Black - Uppercase  
22pt Type / 26 pt Leading / +75 Tracking

Medium  
H3

### TransLoc Section H3

–  
Avenir Regular - Title Case  
18pt Type / 18pt Leading / +50 Tracking

Subhead  
H4

#### TRANSLOC SUBHEADERS

–  
Avenir Heavy - Uppercase  
9pt Type / 12pt Leading / +50 Tracking

## CONTENT

Body Text

TransLoc Body Text  
–  
Avenir Book  
9 pt Type / 11 pt Leading

Photo  
Captions

TransLoc Caption Text  
–  
Avenir Book  
6 pt Type / 9 pt Leading

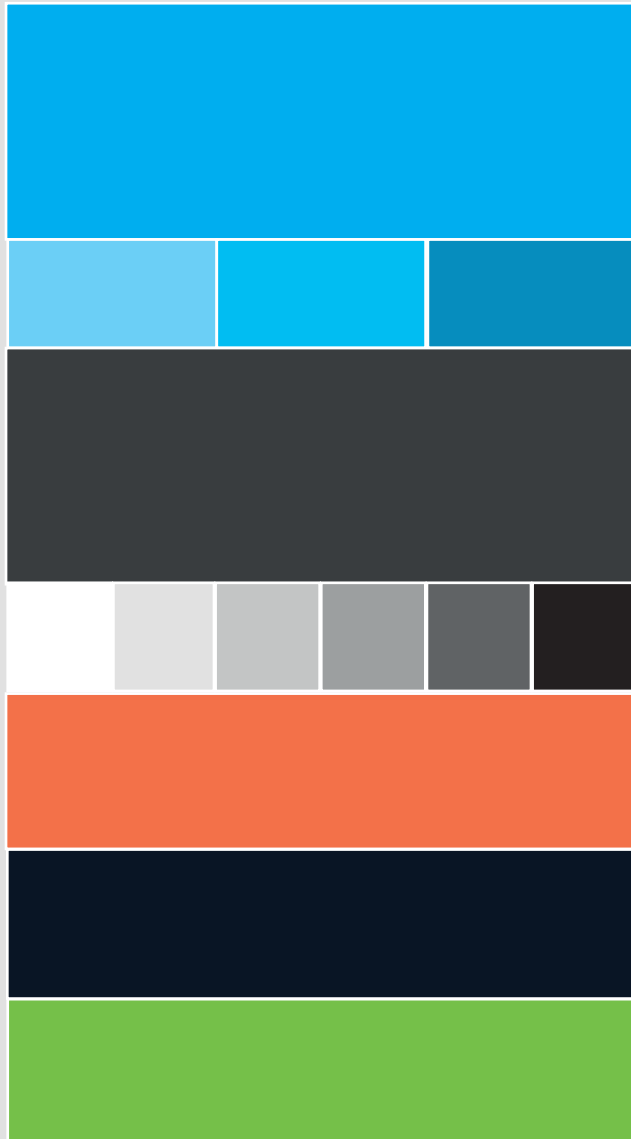
# COLOR PALETTE



## COLOR PALETTE

As a young, vibrant company, the design and color choices are reflections of TransLoc's image.

We have 2 primary color choices in our palette (Blue and Grey), supported by several gradients of those colors. We also have three accent colors (orange, indigo and green) to help provide depth and energy to our designs.



#### TransLoc Main Colors

TransLoc Blue  
 CMYK – 100, 0, 0, 0  
 RGB – 3, 147, 255  
 HEX – 0393FF  
 P – 801 C

TransLoc Grey  
 CMYK – 65, 55, 53, 55  
 RGB – 66, 66, 66  
 HEX – 424242  
 P – 7540 C

#### Accent Colors

Orange  
 CMYK – 0, 69, 76, 0  
 RGB – 251, 82, 60  
 HEX – FB553C  
 P – 1645 C

Indigo  
 CMYK – 92, 76, 54, 71  
 RGB – 21, 30, 40  
 HEX – 141D28  
 P – 303 C

Green  
 CMYK – 58, 0, 96, 0  
 RGB – 151, 229, 86  
 HEX – 97E556  
 P – 368 C

# IMAGES & ICONS



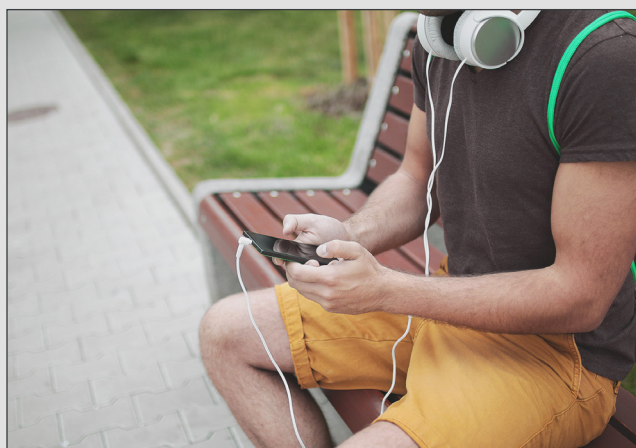
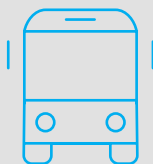
## ICONOGRAPHY

Our icons should be clean, simple, and modern with thin strokes and flat design. For mobile or UX options, solid icons may be used. See the samples to the left or refer to our TransLoc Iconography Library for examples.

## STOCK PHOTOGRAPHY

To illustrate our brand voice and personality in every aspect of our company image, our choice of stock photos, illustrations, and iconography must be purposeful and cohesive.

Our imagery should be clean, simple, modern and bright. High contrast, vivid stock photos illustrate our personality best. We also try to stay away from photos clearly depicting other countries, since we are targeting the US.



# COMPANY VALUES



## OUR VALUES

Our mission is to create a seamless mobility network with public transportation at the heart. This mission drives our values, which are the criteria we use to make good decisions and the basis upon which we operate. These values reflect our way of business and being.

1

**DO THE RIGHT THING**

We follow the Golden Rule and insist on being relentless advocates for our customers, riders, and each other.

2

**ASPIRE TO GREATNESS**

We strive for greatness and impact in all that we do. Revolutionizing transit requires extraordinary effort from each and every one of us.

3

**EMBRACE CHALLENGES**

We don't accept the status quo or take ideas at face value. We actively & positively challenge ideas, norms, & mindsets to find solutions with the greatest impact.

4

**MOVE SWIFTLY  
AND SMARTLY**

To win, decision making should be both fast and intelligent. Using data to guide swift decision making and rapid iteration is our path to success.

5

**BE  
GRATEFUL**

We recognize and appreciate how fortunate we are to do such valuable work, for people who matter, with people we care about.

6

**TAKE  
OWNERSHIP**

We take ownership of our mission, our work, and all facets of our company.





## OUR VOICE

### **Who we are:**

We are an 11-year-old company with a start-up culture. This means our office is casual and we like to have fun, but we also work hard and are growing quickly.

We believe that the work we are doing will have a meaningful impact and that our technology will make public transit more accessible. As the leader in transit technology, we are bridging the gap between agencies and riders, bringing communication, collaboration, and adaptability to transit systems everywhere. We may not be curing cancer, but we are making a difference.

We are positive, fun, funny, exciting, passionate, and sincere.

### **What we're not:**

We are not negative. We do not want to make transit agencies (or competitors) look bad nor do we want to voice a negative opinion about public transportation, but we are realistic and acknowledge that there are challenges—challenges we are working to help agencies overcome.

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# AGENCY VOICE

When speaking to or writing for agencies there are two main categories to consider:

## UNIVERSITIES

Focus on safety, mobility, and convenience.

Tone:

Casual | Professional | Passionate

-

As the leader in transit technology, we are building solutions that are pragmatic and have a measurable impact. We believe in making campus transit safer, more effective, and more convenient—empowering universities to better serve their students.

## MUNICIPAL AGENCIES

Focus on ridership, efficiency, cost, transparency, and documentation.

Tone:

Professional | Passionate | Experts

-

As the leader in transit technology, we are building solutions that are pragmatic and have a measurable impact. Making transit the first choice for all isn't just about getting people to take transit, it's about empowering transit agencies to better serve their communities.

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# RIDER VOICE

When speaking to or writing for riders there are two main categories to consider:

## STUDENTS

Tone:

Young | Funny | Sincere

-

8am class? Rough. Download the only app that let's you nap on the bus and not miss your stop: TransLoc Rider.

Exams stressing you out? We get it. TransLoc Rider lets you worry about more important things than missing the bus.

## MUNICIPAL RIDERS

Tone:

Sincere | Funny | Relatable

-

We've invented a solution to your commute... it's called the bus. Don't scoff. We're taking public transit from pay phone to smartphone, from dial-up to wireless, from VHS to instant streaming. Re-think the way you see public transit and enjoy the ride.