

destreetcar
The District at Your Doorstep



Brand Guidelines

a program of **d.**

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Introduction to the DC Streetcar brand & logo



The DC Streetcar logo consists of the logotype “DC Streetcar” incorporating the cyclical ‘C’ found in other DDOT programs, and the three red stars representing the flag of Washington DC (in turn borrowed from the coat of arms of George Washington), along with an icon showing the livery and distinctive nose of the DC Streetcar vehicles.

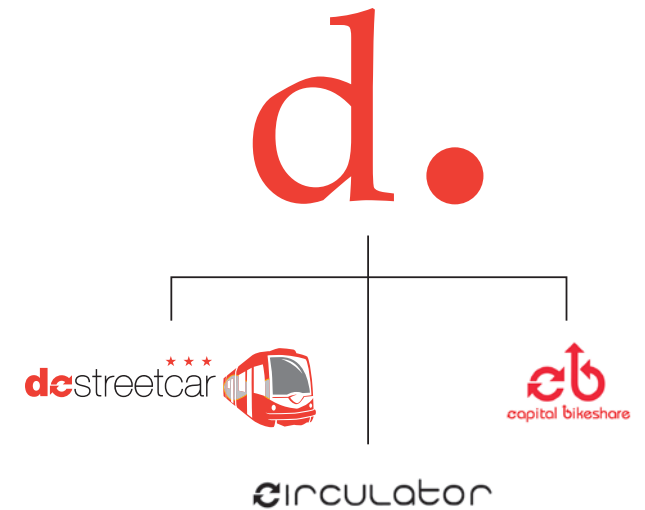
Welcome to the DC Streetcar!

The DC Streetcar is a program of DDOT, and along with Circulator and Capital Bikeshare, part of DDOT’s public transportation offerings. The most recent update to the DC Streetcar logo incorporates the cyclical ‘C’ shared with these programs to bring them all together under the DDOT umbrella.

Streetcars are part of the history and future of DC transportation. The initial lines currently under way will one day span the city, encompassing all eight wards and consist of over 35 miles.

The DC Streetcar logo is a symbol of who we are. It represents us visually and is intended to enhance public perception of what we do, and also to promote internal pride. How the logo is used directly correlates to the perception of the brand—therefore, we should be thoughtful and consistent when using the logo. This set of Brand Guidelines ensures that the integrity of our brand is maintained.

Adaptable to internal and external communication materials, the DC Streetcar logo provides a visual foundation and focus for all DC Streetcar communications. It is designed to project strongly in both large and small sizes, in color or black & white reproduction. Please familiarize yourself with these standards and faithfully apply them.



DC Streetcar full logos



Color Landscape Full



Grayscale Landscape Full



Single Color Landscape Full



Reverse Landscape Full



Reverse Single Color Landscape Full

Landscape full logos & general logo usage guidelines

The Color Landscape Full logo is the most common form of the logo, and should be used unless one of the other logos fits the usage better. In general, the landscape logo should be preferred over the portrait logo. Multiple color versions are provided depending on use (see *DC Streetcar logo filetypes & formats* on page 6).

Grayscale and single color versions are provided for when reproduction constraints prevent the use of the full color version, for example:

- Use in documents that will only be printed in black and white (printing or photocopying)
- When the purpose is to be faxed
- If being used with other program logos where the color version would clash with other logos

Single color logo files are provided in black, red and reverse (white). Use should be limited to these three colors unless no other color is available (for instance, spot color printing on a flyer as a sponsor).

The Reverse Landscape Full logo (and its kin) are only intended to be used over DC Streetcar red, as other colors will not create the same effect. The white stroke separating the streetcar icon from the surrounding red should be at least 2 points wide, as a basic rule.

The Reverse Single Color Landscape Full logo can be used over black or other colors or backgrounds that are darker than 50% black, in addition to red. Be aware of busy backgrounds in photos or areas that are too light for the mark to be clearly read. If too light, the logo should appear in color, black or red.

Portrait full logos

The Color Portrait Full logo, or any of the other portrait logos, may be used when width is limited, or when space is such that the portrait logo provides better emphasis or balance than the landscape version would.

See page 2 for usage on grayscale, single color and reverse logos.



Color Portrait Full



Grayscale Portrait Full



Single Color Portrait Full



Reverse Portrait Full



Reverse Single Color Portrait Full

DC Streetcar name only logos



Color Landscape Name Only



Grayscale Landscape Name Only



Single Color Landscape Name Only



Reverse Landscape Name Only



Reverse Single Color Landscape Name Only

Landscape name only logos

The Name Only logos are intended to be a simpler form of the DC Streetcar logo for use when space is so limited that the Streetcar icon would be too small to be visibly clear (like on a pen, for example).

The other purpose in having the Name Only logos is to potentially provide a transition away from using the Streetcar vehicle icon as the program transitions into operation mode. The Streetcar icon is a great help in visually identifying the program for public outreach, safety messaging and marketing, especially when streetcars are not yet visible on most of DC's roadways. Once the program begins operation, however, this may change. It could be seen as redundant having an icon of the Streetcar on the Streetcar itself, or on its signage. In addition, Circulator and Capital Bikeshare do not feature vehicle icons in their logos, so it would bring more consistency to the DDOT transportation family.

The Full logos could still be preserved for marketing and outreach, but transition to the name only logos for the majority of uses should be considered.

See page 2 for usage on grayscale, single color and reverse logos.

Portrait name only logos

The portrait name only logos fit well into tighter widths and may be preferred long term to the landscape name only logo for differentiation it provides, along with the extra emphasis they give to the cyclical 'C'.

See page 2 for usage on grayscale, single color and reverse logos.



Color Portrait Name Only



Grayscale Portrait Name Only



Single Color Portrait Name Only



Reverse Portrait Name Only



Reverse Single Color Portrait Name Only

Logo filetypes & formats

The logo is available in a selection of formats to address a wide variety of needs. To determine which file best suits a specific use, refer to the selection instructions below.

Selecting a logo

- 1 Determine if you need a Full or Name only logo and the orientation you need, Landscape (L) or Portrait (P).
- 2 Determine which color type you should use:

Three color versions are provided. The RGB (red-green-blue) color version will work for most office, print and online applications (Word, PowerPoint or websites). The 4 PMS spot color version should be used for printing applications when PANTONE inks are being used. The CMYK (cyan-magenta-yellow-black) version can be used in a 4 color process environment (digital copying, offset or inkjet printing).

Single color and grayscale versions are provided but should only be used in certain situations. See **Single color & grayscale usage** on the following page.
- 3 Determine which file format you need:

EPS The best choice for design & print use in applications such as InDesign or Illustrator. EPS files are infinitely scalable.

PNG The best choice for general use such as Word, PowerPoint or for use in a website. Has a transparent background so it can be used over colored backgrounds. Do not enlarge PNG files beyond the original size or you risk pixilation, which is unacceptable.

Decoding the filetypes

DC Streetcar logo

color: rgb color (PNG only)
 colorPMS: 4 PMS spot color (EPS only)
 colorCMYK: cmyk process color (EPS only)
 1c-red: red single color version
 1c-blk: black single color version
 1c-wht: reverse (white) single color version
 gray: grayscale version

DCstcar_nameonly_L_1c-blk.eps

full: Full
 nameonly: Name Only
 tagline: Tagline

L: Landscape
 P: Portrait

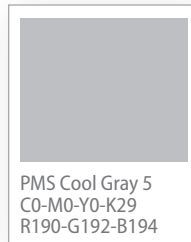
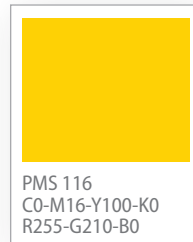
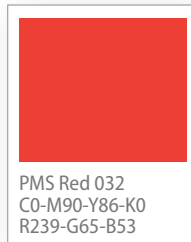
file format:
 EPS or PNG

List of DC Streetcar logo files

- | | |
|---------------------------------------|---------------------------------------|
| DCstcar_full_L_1c-blk.eps or .png | DCstcar_full_P_1c-blk.eps or .png |
| DCstcar_full_L_1c-red.eps or .png | DCstcar_full_P_1c-red.eps or .png |
| DCstcar_full_L_1c-wht.eps or .png | DCstcar_full_P_1c-wht.eps or .png |
| DCstcar_full_L_color.png | DCstcar_full_P_color.png |
| DCstcar_full_L_colorCMYK.eps | DCstcar_full_P_colorCMYK.eps |
| DCstcar_full_L_colorPMS.eps | DCstcar_full_P_colorPMS.eps |
| DCstcar_full_L_gray.eps or .png | DCstcar_full_P_gray.eps or .png |
| DCstcar_nameonly_L_1c-blk.eps or .png | DCstcar_nameonly_P_1c-blk.eps or .png |
| DCstcar_nameonly_L_1c-red.eps or .png | DCstcar_nameonly_P_1c-red.eps or .png |
| DCstcar_nameonly_L_1c-wht.eps or .png | DCstcar_nameonly_P_1c-wht.eps or .png |
| DCstcar_nameonly_L_color.png | DCstcar_nameonly_P_color.png |
| DCstcar_nameonly_L_colorCMYK.eps | DCstcar_nameonly_P_colorCMYK.eps |
| DCstcar_nameonly_L_colorPMS.eps | DCstcar_nameonly_P_colorPMS.eps |
| DCstcar_nameonly_L_gray.eps or .png | DCstcar_nameonly_P_gray.eps or .png |
| DCstcar_tagline_gray.eps or .png | |
| DCstcar_tagline_white.eps or .png | |

Color palette & usage

Primary DC Streetcar brand colors



DC Streetcar's red is the same as DDOT's red and should only be used at full 100% tint, without any use of gradients. Other yellows or cool grays may be tinted or used in a gradient provided the primary brand color is also featured on the page.

Logo correct & incorrect usage

The logo has been designed to have a certain amount of adaptability, but to maintain the integrity of the logo, some uses are not permitted. Below are examples of proper and improper logo treatments. Always use approved logo files.



It's ok to use the logo over an image or background color so long as it does not obscure the logo.

The medium yellow to lighter yellow gradient bar with pattern is preferred for branding.



The logo may be used over a photo or darker color as long as it is not obscuring the logo. The DC portion of the logotype, and the stars should be reversed to white in this situation.



Do not use just a portion of the logo.



Do not use the reverse logo over a non-brand color.



Do not create new logo versions or modify existing ones.



Do not place the logo over a color or photo that obscures any portion of the logo in any way.



Do not stretch or condense the logo disproportionately.



Do not recolor or rotate the logo in any way, and do not use non-brand fonts.

Logo clearspace & minimum sizes

Clearspace

To ensure prominence and legibility, clearspace should be observed so the logo does not have to compete visually with other graphic elements. Clearspace equals the width of the letters 'dc' in the logotype at whatever size being used.



Minimum sizes

For any of the Full versions of the logo, the streetcar icon should be at least 3/8 inch in height. Any smaller than this size and a Name Only logo should be used.



For the Portrait Name Only logo versions, size should be at least 1 inch in width, for Landscape Name Only logos, the minimum height is 1/4".



DC Streetcar tagline & usage



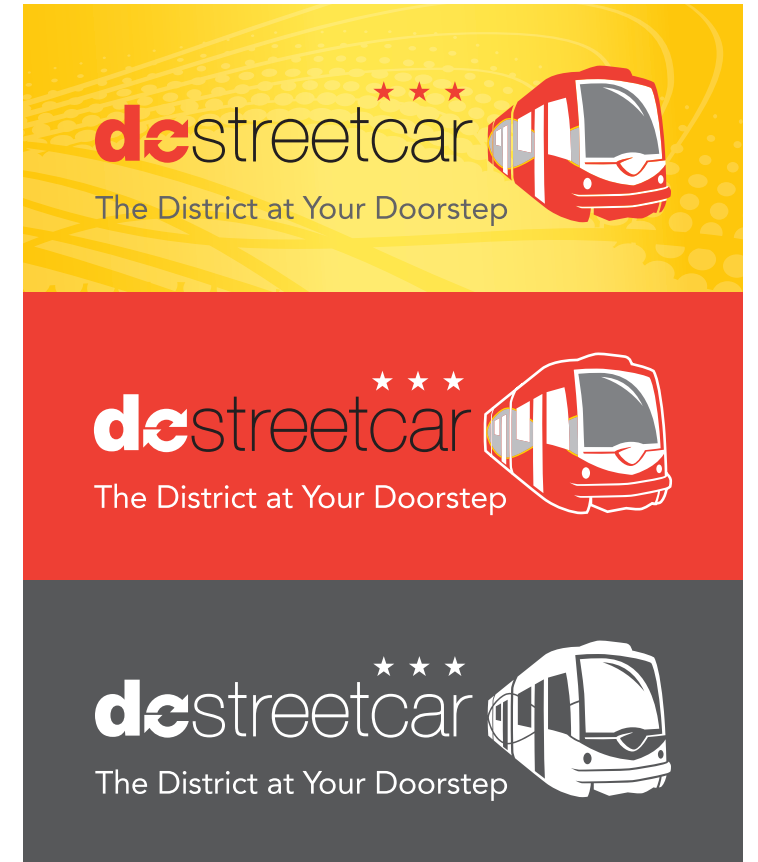
A tagline for the DC Streetcar program, "The District at Your Doorstep" has been chosen to strengthen the brand and to enhance the perception of the program.

The tagline should be used on DC Streetcar promotional and marketing materials, but it does not need to be attached to the logo as shown, especially if the tagline would be too small to read. When used with the logo it should appear as shown in one of the treatments shown on this page.

The District at Your Doorstep
Avenir Roman at 75% dark gray

When used separately, the tagline should always appear with capitalization as shown to the left.

The tagline is typeset in Avenir Roman in a 75% gray. This color should be used on white or yellow backgrounds, or whenever grayscale value is less than 50%. The white text version should be used on red backgrounds or whenever the value is darker than 50% gray.



Fonts & usage

The typeface to be used on DC Streetcar communication materials is Avenir. Consistent use of this font family for high level communications (branding, newsletters, outreach, safety materials, marketing, etc.) will contribute to a unified brand presence.

Avenir 45 Book

Avenir 45 Book Oblique

Avenir 55 Roman

Avenir 45 Oblique

Avenir 85 Heavy

Avenir 85 Heavy Oblique

Avenir 95 Black

Avenir 95 Black Oblique

As Avenir is not widely available on a majority of computers, the typeface to be used for DC Streetcar electronic communications (Word Templates, email, Powerpoint) is Calibri or Arial. Consistent use of a these fonts for electronic communications will strengthen the brand.

Calibri

Calibri Italic

Calibri Bold

Calibri Bold Italic

Arial

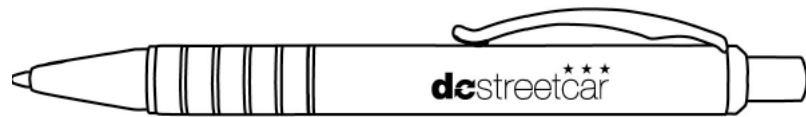
Arial Italic

Arial Bold

Arial Bold Italic

DC Streetcar brand usage samples

Within this section are some examples of current usage to give you an idea of what has been done and how other materials can be based off of them.



Pen

Business Cards



Postcards

Join us!

H Street/Benning Road Streetcar Line Update Meeting

Please join Mayor Vincent C. Gray and representatives from the District Department of Transportation (DDOT) for an informative meeting where you'll learn more about the exciting plans for the DC Streetcar project. Your involvement and feedback is essential to helping DDOT and other partnering entities plan, build and operate the best streetcar system possible. We look forward to hearing from you!

If attending, please RSVP to dcstreetcar@dc.gov.

**Tuesday
December 6, 2011**
7:00 pm to 8:30 pm
The Atlas Performing Arts Center
1333 H Street NE

How to get there

- Metrorail Red Line (Union Station)
- Metrobus Options Include: X2, X8, X9 (X9 service ends at 6:30pm)
- Transit information: www.wmata.com or (202) 637-1328

dcstreetcar.com The District at Your Doorstep

The DC Streetcar is Connecting Neighborhoods

Welcome aboard the DC Streetcar – a modern, environmentally-friendly transportation option designed to connect our District neighborhoods. DDOT's on track to have the DC Streetcar up and running along H Street/Benning Road by July 2013, the first stops in a system that will one day span the city!

Questions? Contact:

- 855-413-2954 (tel)
- dcstreetcar@dc.gov
- 202-673-1734 (fax)
- www.dcstreetcar.com

DDOT ensures nondiscrimination in all programs and activities in accordance with Title VI of the Civil Rights Act of 1964 and the Americans with Disabilities Act of 1990. For special accommodations or language assistance services (translation or interpretation), contact Sandy Castor at DDOT or by email at dcstreetcar@dc.gov.

dcstreetcar.com @dcstreetcar dcstreetcar

Newsletter

December 2012
H/Benning Construction Special Issue

H/Benning Construction: Phase 2

The final leg of construction to bring DC Streetcar to H Street and Benning Road has begun!

About 80% of the work to make H/Benning streetcar-ready was completed in 2011 during the Great Streets roadway reconstruction project. In December 2012, the DC Streetcar Team will begin work on Phase 2 of construction. This phase will make the H/Benning corridor ready for the arrival of streetcars in Fall 2013.

Beginning this month, you'll see the DC Streetcar team hard at work on H Street and Benning Road. The following schedule provides a snapshot of the work slated for 2013, resulting in streetcars offloaded on H Street next Fall.

This summary schedule should be used for general information purposes only and is subject to change based on weather, material availability and other unforeseen conditions. Detailed construction notification – including traffic changes such as lane closures, sidewalk closures, detours, new traffic patterns, etc. – will be regularly distributed to stakeholders in advance of all construction activities and will be published to both the DC Streetcar and District Department of Transportation (DDOT) websites. All traffic changes will also be shared with the media in advance for proper public notification.

To sign up for construction-related updates, please send an e-mail to construction@dcstreetcar.com and indicate that you would like to receive H/Benning updates. The DC Streetcar Outreach Team will be visiting businesses regularly to keep them informed. Stay tuned for more information. We're looking forward to a great year of progress!

Union Station to Benning Road
Future connection

dcstreetcar.com @dcstreetcar dcstreetcar

Advertisement

Coming Soon!

Welcome aboard the DC Streetcar – a modern, environmentally-friendly transportation option that will connect our District neighborhoods.

We're proud that DC Streetcar will be making its modern debut on H Street and Benning Road, and we are hard at work making it happen.

Join us online at www.dcstreetcar.com, and thank you for your ongoing support!

dcstreetcar.com
@dcstreetcar dcstreetcar

a program of **d.**

The District at Your Doorstep

Banner

dcstreetcar 

Testing and Commissioning Site

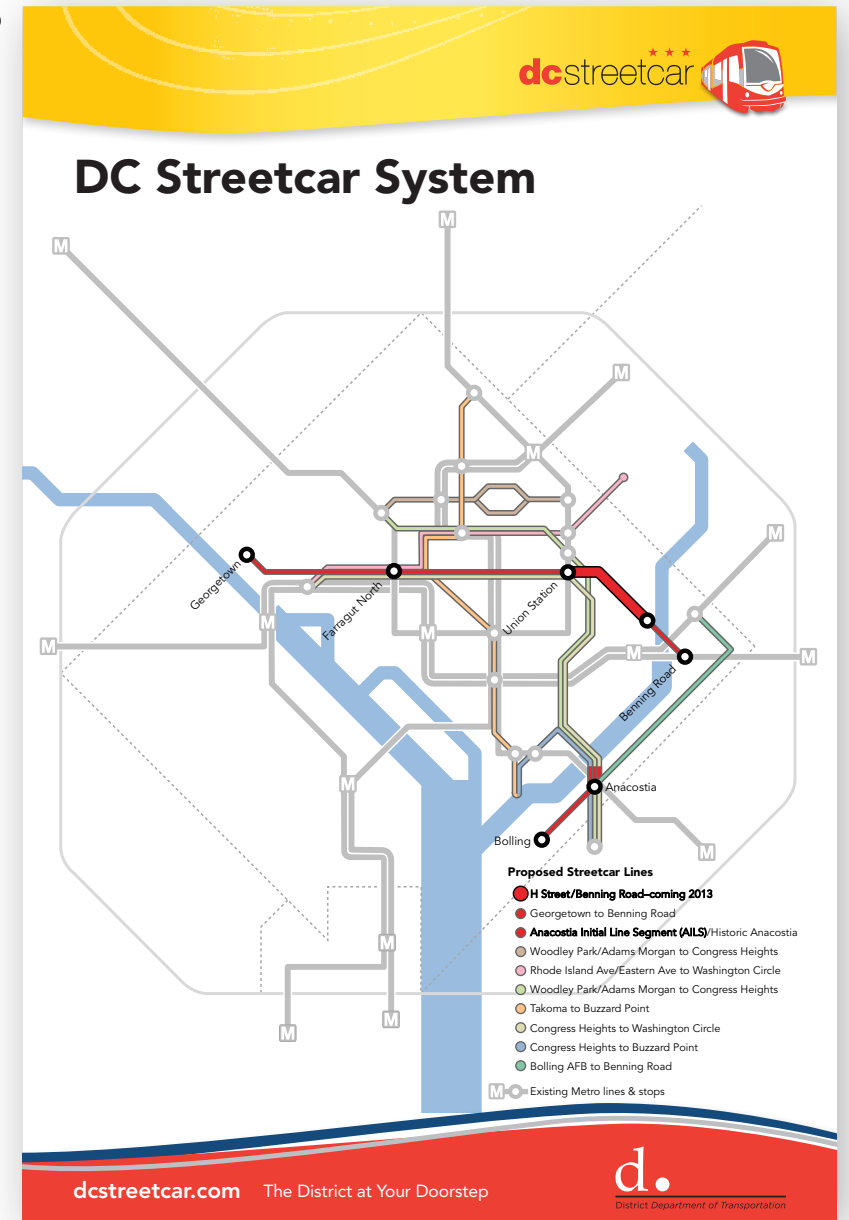
www.dcstreetcar.com

Website



The screenshot shows the DC Streetcar website homepage. At the top, there is a navigation menu with links for Home, About, Construction, Lines, Connect, and Safety. Below the menu is a search bar. The main content area features a large image of two men on a streetcar, with a text overlay that reads "Next Public Meeting" and "H/Benning Update Tuesday, October 23 Atlas Theater". Below this are three boxes: "Safety Tip" (Check for approaching streetcars before opening your car door), "Updates" (Get the latest on H/Benning and the Car Barn Training Center), and "Newsletter" (Stay up to date on all things DC Streetcar. Sign up for our email list.). At the bottom, there is a footer with social media icons, a "Translate this site" button, and a list of links: Sitemap, Newsletter, Terms of Use, Employment, Contact Us, goDCgo, Circulator, Capital Bikeshare, and DDOT. The DC Streetcar logo and tagline "The District at Your Doorstep" are also present.

Boards & Map



The map displays the DC Streetcar System, showing proposed lines and existing Metro lines. The map is titled "DC Streetcar System" and includes the DC Streetcar logo. A legend titled "Proposed Streetcar Lines" lists the following lines:

- H Street/Benning Road—coming 2013
- Georgetown to Benning Road
- Anacostia Initial Line Segment (A.I.S.)/Historic Anacostia
- Woodley Park/Adams Morgan to Congress Heights
- Rhode Island Ave/Eastern Ave to Washington Circle
- Woodley Park/Adams Morgan to Congress Heights
- Takoma to Buzzard Point
- Congress Heights to Washington Circle
- Congress Heights to Buzzard Point
- Bolling AFB to Benning Road

Existing Metro lines and stops are indicated by 'M' icons. The map shows the proposed lines in various colors (red, blue, green, yellow, orange) and the existing Metro lines in grey. The map also shows the locations of Georgetown, Farragut North, Union Station, Benning Road, Anacostia, and Bolling.

