



Brand Guidelines

OCTOBER 2012

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BRAND OVERVIEW

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- > Brand Basics
- > Purpose
- > Name Guidelines
- > Elevator Statement
- > Speech
- > Approval Process

BRAND OVERVIEW

Introduction

The Georgia Department of Transportation (GDOT) is excited and proud to introduce our state's new Transportation Demand Management (TDM) brand for the commute options program. Using this one consistent and cohesive brand for all TDM efforts funded through GDOT and offered by our regional TDM partners will enhance all state and regional efforts. This umbrella brand clarifies the scope of resources and services available to commuters and employers across the state, which will also improve partners' communications efforts.

Our collective goal is to reduce the number of vehicles on Georgia's roads — particularly during peak times — by motivating more Georgians to choose commute alternatives such as carpools, vanpools, transit, telework, bicycle and walking to work and by encouraging employers to try alternative work arrangements such as flex time and compressed workweeks.

We would like to thank all of the regional partners for their participation in both creating this new brand and in ensuring its proper and consistent use.

Our goal is to reduce the number of vehicles on Georgia's roads by motivating more Georgians to choose commute alternatives.

BRAND OVERVIEW

Brand Basics

A brand is a simple, clear identity that conveys value to your desired customers. It is more than one single element. It is a *promise* about what a program is and will do for the people it serves. Though many organizations will promote Georgia Commute Options, it is vital that one brand, one promise remains consistent and unified.

People will come in contact with our brand in the media, in mass advertising, our website, in posters, brochures, emails. They will experience our brand when they call or participate in a program. Consistency is central to all communications efforts and must be manifested and protected by everyone that takes part in it.

There are many practical reasons to promote and sustain one single, consistent brand for Georgia's TDM efforts including:

1. You will save time.

With unified, consistent messages and templates, you will save time preparing materials and presentations.

2. You will save money.

With basic design elements and templates, cost for creating materials goes down significantly.

3. Your efforts will be more effective.

With mass communications efforts and various organizations promoting the brand, your efforts will become much more effective. Each new outreach encounter has the benefit of brand awareness and this familiarity will help in motivating employers and commuters to choose commute options.

“If branding is ultimately about the creation of human meaning, it follows logically that it is the humans who must ultimately provide it.”

— David Aaker

BRAND OVERVIEW

Purpose

The purpose of these brand guidelines is to establish a consistent application of the brand identity across all marketing and communications efforts, by all partners involved. A consistent and coherent look and feel of all branded communications is critical to build and sustain a solid brand and image.

Any use of the Georgia Commute Options logo, taglines and other brand elements must adhere to the standards set forth in the guide.

BRAND OVERVIEW

Name Guidelines

The complete name for our statewide TDM commute options program is “Georgia Commute Options.” In all written and spoken communications for the external public, we will use the complete name, Georgia Commute Options, without exception.

We will refer to the logo as the “Georgia Commute Options logo” or the “blue man logo.”

BRAND OVERVIEW

Elevator Statement

An elevator statement is a brief statement that describes an organization, or in this case, a program. For example, it is a statement one can deliver while riding in an elevator. The elevator statement for Georgia Commute Options is as follows:

“Georgia Commute Options provides incentives and free services to employers and commuters to motivate people to carpool, vanpool, ride transit, telework or choose any other commute option.”

BRAND OVERVIEW

Social Media

Georgia Commute Options Social Media Guidelines

Georgia Commute Options will have two social media outlets: Facebook (Facebook.com/GeorgiaCommuteOptions) and Twitter (@GACommute). The Clean Air Campaign communications team will be responsible for both channels and will lead any major GCO-focused social media outreach initiatives.

Partnering organizations are encouraged to tag GCO as much as possible when discussing content that is relevant to GCO programs.

Facebook Tab:

In order to create unity among ESO social media outlets, all GCO partners with Facebook pages are encouraged to use the GCO Facebook tab. The tab will explain the program, highlight the benefits and provide relevant links to services. This will help avoid confusion, maintain consistency and promote the program.

EXAMPLES:

Twitter:

Feeling the pain at the pump? Learn how to reduce your gas costs [link] @GACommute

Facebook:

Feeling the pain at the pump? Cut down your gas costs with commute alternatives. More at Georgia Commute Options (tagged).

BRAND OVERVIEW

Speech

How to address Georgia Commute Options in speech

While the Georgia Commute Options program will be brought to the public by various organizations, it will be positioned as a single statewide effort. Imagine various organizations "selling" one suite of services. As such, here are examples of language to differentiate organization from program:

"I'm here to talk to you about Georgia Commute Options, a program brought to you by [name of your organization]."

OR

"I'm with [name of your organization] and I'm here to talk to you about Georgia Commute Options."

BRAND OVERVIEW

Approval Process

For all funded materials or activities, TDM partners must gain approval from GDOT or a group or organization GDOT assigns for approvals. The Communications Director of The Clean Air Campaign will act as the authority of these brand guidelines and ensure any materials meet these standards. If express, written approval is not secured before the materials are produced, they will not be reimbursed.

**Please contact the Communications Director
at The Clean Air Campaign at 1-877-CLEANAIR
for approval information.**



THE LOGO

- > Logo Options
- > Usage
- > Spacing
- > Size
- > Themeline Placement
- > Partner Logos

THE LOGO

Logo Options

You have three basic logo color options from which to choose:

- > Full-color logo
- > All-black version, when colors are limited
- > Reversed version, in which the entire logo is shown in white against a dark background

Full-color logo



All-black logo



Reversed logo



THE LOGO

Usage

Georgia Commute Options logo misuse

- > Never use anything but the approved and provided logo.
- > Never attempt to create your own logo.
- > Never reproduce the logo in non-approved colors.
- > Never stretch or alter the logo's proportions.
- > Never use part of the logo; it is an integral unit, always keep it whole.
- > Never use the logo as part of a sentence or phrase.
- > Never alter the horizontal orientation of the logo.
- > Never print on top of the logo.
- > Never use the reversed logo on light-colored backgrounds.
- > Never use the full-color or all-black logo on dark-colored backgrounds.



Use the 4-color or black logo on light-colored backgrounds.



Use the knocked-out logo on dark-colored backgrounds.



Do not tilt the logo.



Do not stretch or alter the logo in any way.



Do not separate the logo in any way.

THE LOGO

Spacing

Protected spacing guidelines

Protected spacing is the minimum amount of space around the logo that must be kept clear of all other graphic elements. The purpose is to visually isolate the signature, promoting its visibility. Such protected spacing also protects the visual integrity of the signature by preventing text, other logos, areas of color or visual images from diminishing the logo.

- > Protective spacing shall be no less than one-fourth of the height of the logo on any one side of the logo in any application.
- > The only exception is the themeline placement, which should be placed a distance equal to 1/10 the height of the logo from the logo itself.
- > While some applications may have spacing limitations, every effort must be made to preserve the prescribed protected spacing.



THE LOGO

Size

Minimum size requirements

To protect the integrity, legibility and impact of the Georgia Commute Options logo, it must never be reproduced in sizes smaller than those shown on this page. Any further reduction would impair its legibility.



PRINT MINIMUM SIZE

Absolute minimum size for all print materials is 1.034" w x .595" h.



ELECTRONIC MINIMUM SIZE

Absolute minimum size for all electronic applications (i.e., websites, PowerPoint, emails, etc.) is 1.35" w x .77" h (97 x 55 pixels).

THE LOGO

Themeline Placement

The Georgia Commute Options tagline is:
Get More by Driving Less

- > The tagline must be set in the Avenir Medium typeface.
- > All words must be initial capped with the exception of the word "by".
- > The line must be produced in GCO Blue when used with the full-color logo, 100% black when used with the all-black logo, and knocked out when used with the reversed logo.
- > The tagline should always be centered under the logo.
- > The line "Get More by Driving Less" should not exceed 1x (times) the width of the logo.
- > The line should be placed a distance equal to 1/10 the height of the logo from the logo itself. (This is the only exception to the logo protective spacing guidelines.)
- > Banners and exhibit/booth signage may include the line when appropriate.
- > The line may be used in special circumstances without the logo.
- > Permanent signage and stationery elements should not include the line.



THE LOGO

Partner Logos

From time to time, we may need to create communications materials containing more than one logo (as in creating sub-branded and dual-branded materials with our partners and sponsor organizations). In such cases, adhere to the following guidelines.

- > The Georgia Commute Options logo should always be at least equal in size to the logos of our partners' or sponsors' logos.
- > Whenever possible and appropriate, the Georgia Commute Options logo should be at least 10% larger than our partners' or sponsors' logos.
- > All minimum space requirements around the Georgia Commute Options logo still apply.





COLORS

- > Primary Colors
- > Secondary Colors
- > Background Colors
- > Color Control

COLORS

Primary Colors

Signature colors

GCO Orange, GCO Green, GCO Blue, GCO Red and black comprise the full-color logo palette.

These colors are also the primary brand colors for use in media applications.



GCO ORANGE

SPOT COLOR:
PMS 1365

FOUR-COLOR PROCESS:
C: 0 M: 35 Y: 85 K: 0

SCREEN (RGB):
R: 251 G: 175 B: 63

INTERNET (HEX):
fbaf3f



GCO RED

SPOT COLOR:
PMS 1645

FOUR-COLOR PROCESS:
C: 0 M: 80 Y: 95 K: 0

SCREEN (RGB):
R: 241 G: 90 B: 41

INTERNET (HEX):
f15a29



GCO GREEN

SPOT COLOR:
PMS 368

FOUR-COLOR PROCESS:
C: 50 M: 0 Y: 100 K: 0

SCREEN (RGB):
R: 141 G: 198 B: 63

INTERNET (HEX):
8dc63f



BLACK



GCO BLUE

SPOT COLOR:
PMS 660

FOUR-COLOR PROCESS:
C: 85 M: 50 Y: 0 K: 0

SCREEN (RGB):
R: 27 G: 117 B: 188

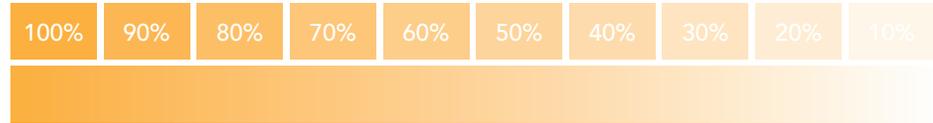
INTERNET (HEX):
1b75bc

COLORS

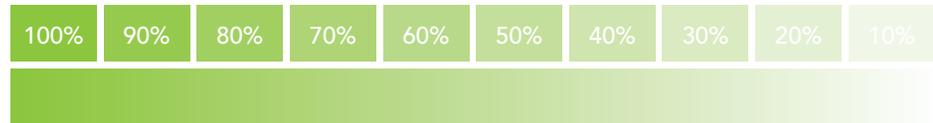
Secondary Colors

Tints and gradients

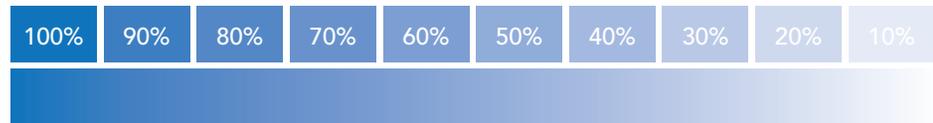
Tints and gradients may be used to complement the primary colors, however, the logo must always remain solid.



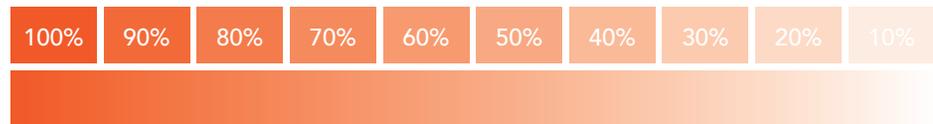
GCO ORANGE



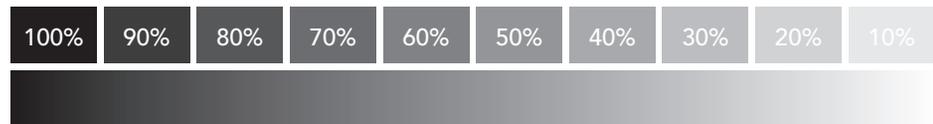
GCO GREEN



GCO BLUE



GCO RED



BLACK

COLORS

Background Colors

The full-color and all-black logos may be used on a background that is:

- > white
- > light solid, preferably a tint of one of the primary corporate colors
- > light visual

The reversed logo may be used on a background that is:

- > dark solid, preferably one of the primary corporate colors
- > dark visual

Sufficient contrast must be ensured at all times.



Full-color logo on white.



All-black logo on white.



Full-color logo on light solid.



All-black logo on light solid.



Full-color logo on light visual.



All-black logo on light visual.



Reversed logo on dark solid.



Reversed logo on dark visual.

COLORS

Color Control

Color matching

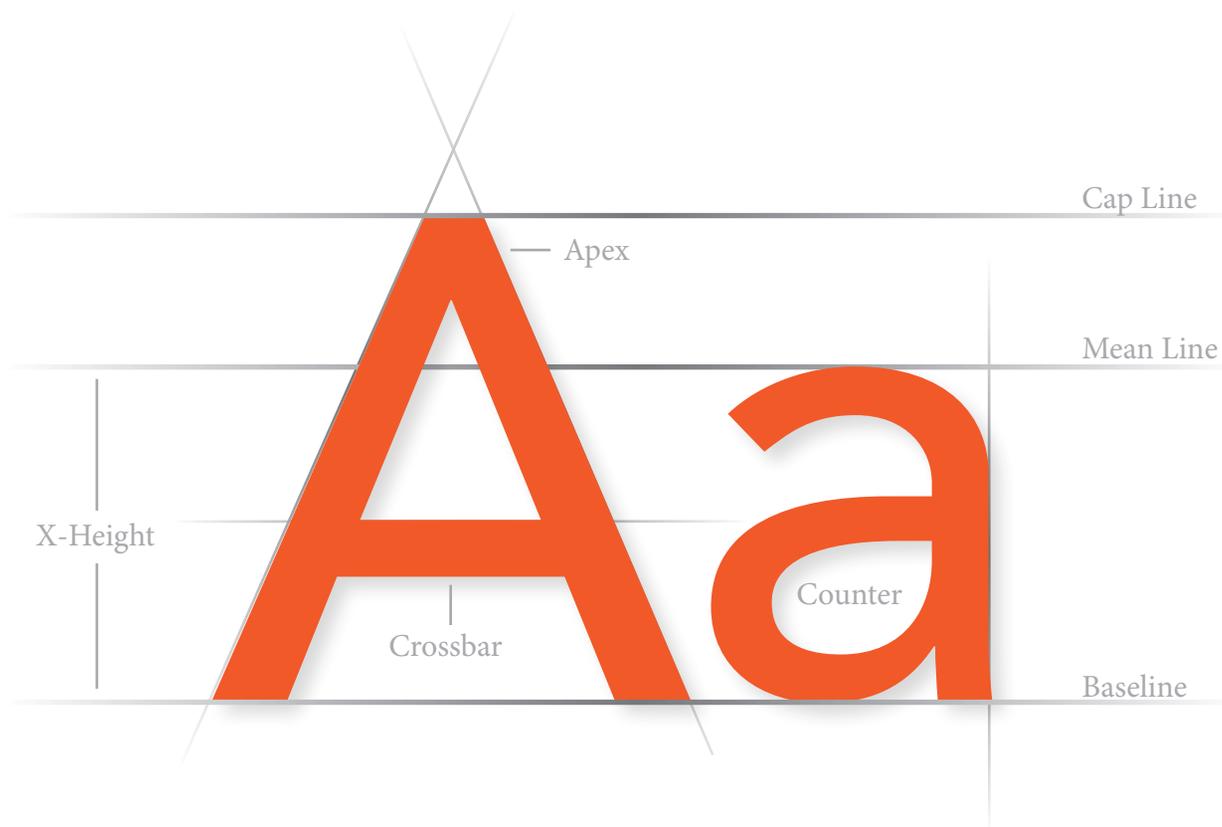
We recommend using a 4-color printing process for coated applications. Printers or processing houses should use the current version of the PANTONE® solid to process chips for color specification, matching and control.

For PMS® spot colors, please use the current version of the PANTONE® formula guide coated/uncoated for color specification, matching and control. Use the actual PANTONE chips. Do not try to match examples in this guide.

The Georgia Commute Options logo can also be reproduced in RGB and Hexadecimal colors for on-screen applications.

Many factors can influence accurate color reproduction: press process, paper stock, line screen and ink coverage.

- 1. For good quality, uncoated paper stock:**
use a line screen of 150 lpi (lines per inch).
- 2. For high quality brochures or coated art paper:**
175 lpi or higher is the standard choice.
- 3. For newsprint and silkscreen printing:**
85 lpi screen is the standard choice.



TYPEFACES

- > Primary Fonts
- > Secondary Fonts
- > Tertiary Fonts

TYPEFACES

Primary Typeface

The Avenir Font Family is the primary typeface for use in media applications.

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*!/?/;:."{}|()

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*!/?/;:."{}|()

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*!/?/;:."{}|()

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*!/?/;:."{}|()

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*!/?/;:."{}|()

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*!/?/;:."{}|()

Avenir Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*!/?/;:."{}|()

Avenir Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*!/?/;:."{}|()

Avenir Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*!/?/;:."{}|()

Avenir Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*!/?/;:."{}|()

Avenir Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*!/?/;:."{}|()

Avenir Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*!/?/;:."{}|()

TYPEFACES

Secondary Typeface

The following Universe Fonts are the secondary typefaces for use in media applications.

Universe Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*!/?/;:."{}[]()

Universe Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*!/?/;:."{}[]()

Universe Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*!/?/;:."{}[]()

Universe Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*!/?/;:."{}[]()

Universe Light Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*!/?/;:."{}[]()*

Universe Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*!/?/;:."{}[]()*

Universe Bold Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*!/?/;:."{}[]()*

Universe Black Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*!/?/;:."{}[]()*

TYPEFACES

Secondary Typeface

Universe Light Condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890@#%^&*!/?/;:."{ } [] ()

Universe Condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890@#%^&*!/?/;:."{ } [] ()

Universe Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*!/?/;:."{ } [] ()

Universe Light Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&!/?/;:."{ } [] ()*

Universe Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&!/?/;:."{ } [] ()*

Universe Bold Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*!/?/;:."{ } [] ()

TYPEFACES

Tertiary Typeface

In certain environments such as PC presentations, personal communications and some Internet or Web settings, it is acceptable to use Arial as the default font.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890@#%^&*!/?/;."{}] [()

Arial Bold

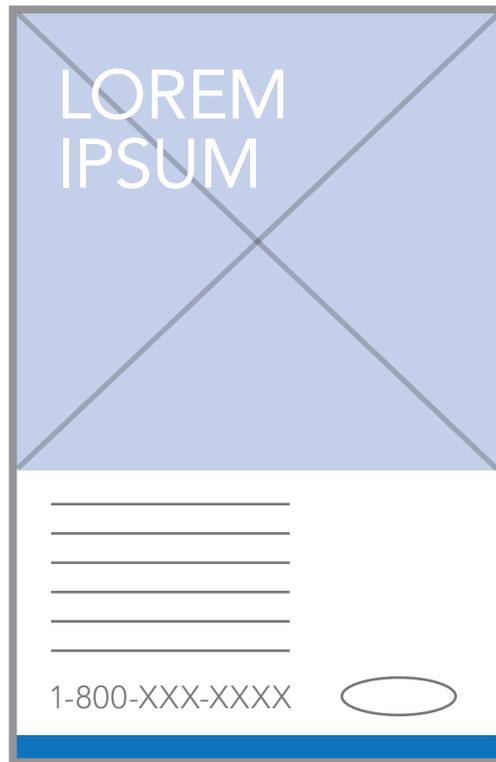
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*!/?/;."{}] [()

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&!/?/;."{}] [()*

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*!/?/;."{}] [()



DESIGN SAMPLES

- > PowerPoint
- > Print
- > Outdoor
- > Collateral
- > Online Advertising

DESIGN SAMPLES

PowerPoint

Lorem ipsum dolor sit amet consectetur adipiscing nonum elit.

01

Lorem ipsum dolor sit amet consectetur adipiscing nonum elit



DESIGN SAMPLES

Print



500,000 employees are more productive by not driving to work.

Of these metro Atlanta employees, almost 300,000 telework at least once a week. Another 350,000 don't telework at all, but could if their employers allowed it. Imagine how that would improve traffic and air quality.

Georgia Commute Option's nationally recognized experts have helped hundreds of Georgia employers start or expand telework programs that improve productivity and retention while reducing overhead expenses. And these services are available to your organization at no cost. Visit GACommuteOptions.com. And let's get to work.

Support Georgia Telework Week | August 23-27 | GACommuteOptions.com
Georgia Telework Tax Credit applications due October 31.



DESIGN SAMPLES

Outdoor



Gas Cost ÷ 4



GEORGIA**COMMUTE**OPTIONS

DESIGN SAMPLES

Collateral



Late for a meeting

Not finishing a presentation

Stressed out before getting to work

Wondering if the job is worth the commute



What services do we provide *at no cost* to employers and property managers?



Professional advice

We help you determine if alternative work schedules and telework programs are a good fit for your organization.

- > Receive technical expertise to pilot a new program
- > Get help expanding or refining your existing program

The Georgia Commute Options staff also conducts training seminars and speaking engagements to educate and inform employers about our programs.



Results tracking

Georgia Commute Options assists with onsite employee outreach and the marketing of your program. We also supply tools to measure the impact your program has on both employees and your organization. Working with us, you can:

- > Receive employee participation reports
- > See mileage and pollution reduced and savings on commute costs
- > Create employee recognition opportunities
- > Integrate these results with your sustainability reporting



Onsite event coordination

We can attend one of your events to present to your employees. We can also organize an event especially for your company, such as:

- > Transportation Days
- > Try It Days
- > Surprise Patrols
- > Education/training events
- > Health/benefits fairs
- > Vanpool formation meetings



Lowering environmental impact

We offer ideas that can help you reduce your organization's impact on the environment through better operations and maintenance.

- > Implement programs to reduce unnecessary diesel engine idling
- > Evaluate maintenance practices like landscaping and painting to lower air pollution impact



Recognition is a reward itself. Employees can run their own reports on the impact of their efforts.

@atlanta

Forbes.com recently named Atlanta among the most wired regions in the country for the second year in a row, which makes our area ideal for teleworking.

Georgia Commute Options covers the costs of these services. Since 2002, Georgia Commute Options has provided more than 30,000 hours of consultation services annually at no cost to its growing list of employer Partners.

Georgia Commute Options is on the minds of Georgia employers by viewing: GeorgiaCommuteOptions.com

GACommuteOptions.com

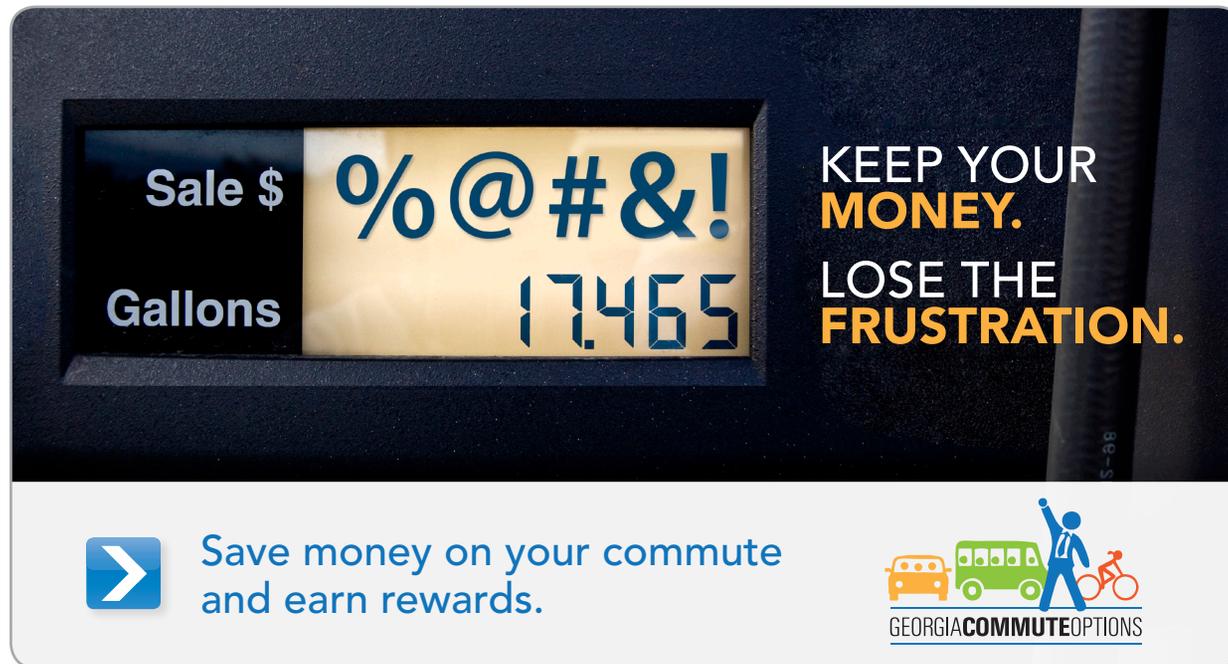
04

Let us help you get your employees to work.



DESIGN SAMPLES

Online Advertising



Sale \$ % @ # & !

Gallons 17.465

KEEP YOUR **MONEY.**

LOSE THE **FRUSTRATION.**

 Save money on your commute and earn rewards.


GEORGIA**COMMUTE**OPTIONS