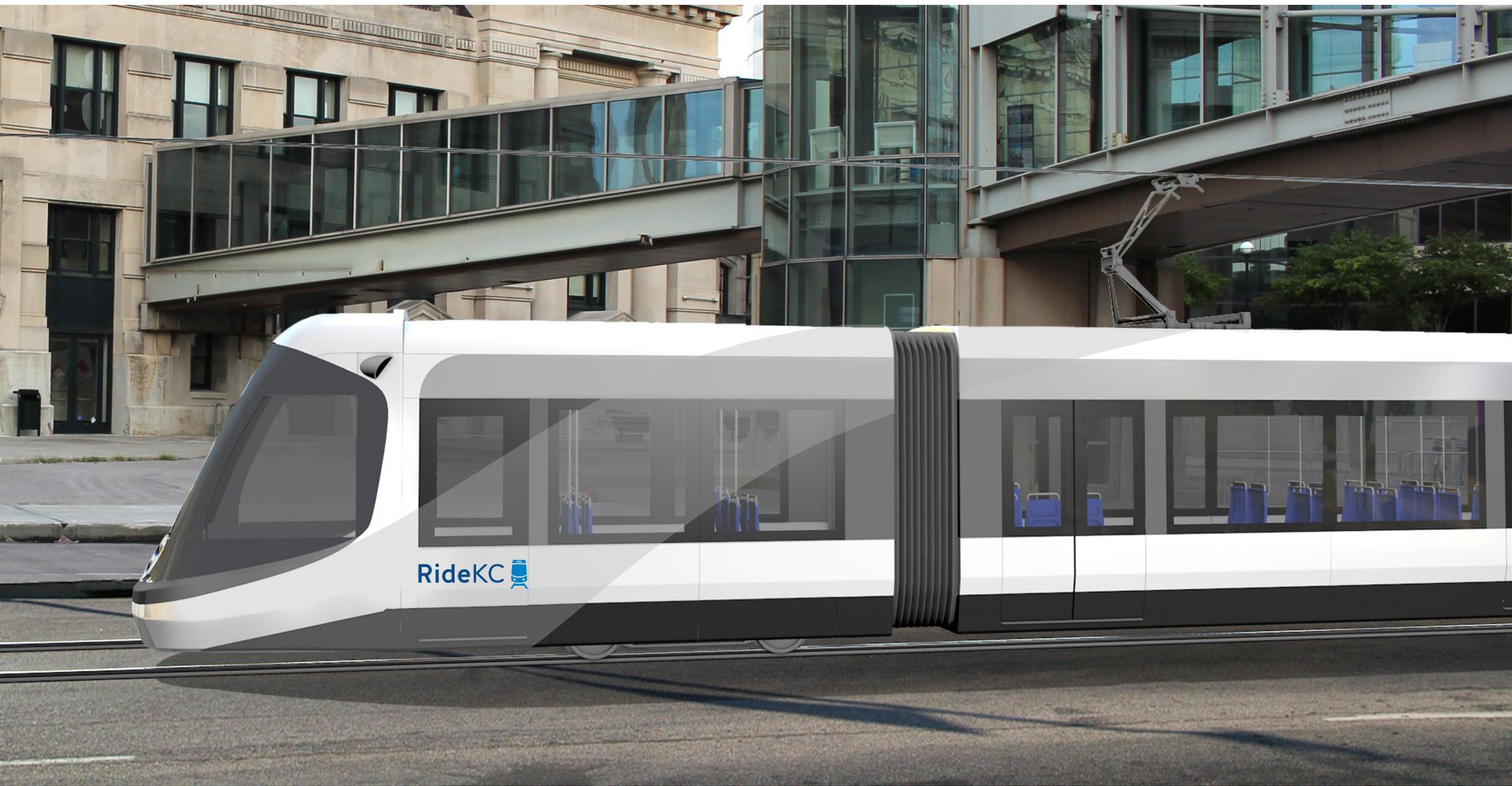


# RideKC STREETCAR™

## BRAND STANDARDS

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WILLOUGHBY DESIGN | UPDATED 10-28-2014



The KC Streetcar brand identity is the tangible expression that the Kansas City Streetcar Authority and other primary stakeholders will use to communicate on behalf of the streetcar service. This Brand Standards manual summarizes some of the basic guidelines and proper applications to ensure the correct and consistent use of the brand identity system. In addition to the brand mark, typography, color palette and other visual elements, specific directions are included to help strategically manage the visual communication materials. By effectively implementing the brand identity system, we protect the equity of the KC Streetcar brand.

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## OUR LOGOTYPE AND SYMBOL

The Streetcar logotype has a classic look and feel that is immediately recognizable, easy to understand and fits within the greater regional system.

The streetcar symbol gives the international rail icon a uniquely Kansas City twist with an open, friendly feel. It also gives a nod to the sleek, modern look of Kansas City's streetcar vehicles.

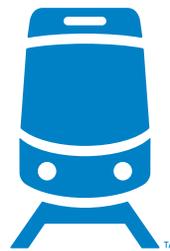
The excitement is then layered on top of this more functional logo and mark with a visual brand language that is unique to the streetcar communications.

The KC Streetcar logotype and symbol are only used together without the regional brand as the secondary logo. See page 12 for usage.



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### KC STREETCAR MARKS



PROPRIETARY ICON



STREETCAR PRIDE MARK

## REGIONAL ENDORSEMENT

The streetcar brand identity was designed to seamlessly integrate with Kansas City's regional brand that will unify the Kansas City Area transportation system under one umbrella.

RideKC is a strong endorsing regional brand that unifies and connects Kansas City's various modes of transportation.

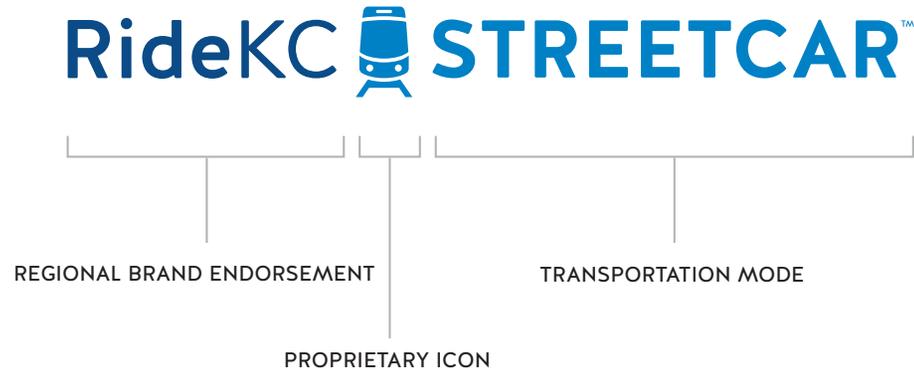
It works with a pure and directional URL, RideKC.org. When it is launched, this will be the single resource for anyone looking to get from point A to point B using public transportation in the Greater Kansas City Area.

Ride is an action word. The use of "KC" to stand for the Greater Kansas City Area has been gaining traction over the past decade through regional organizations like BigKC, IgniteKC, VisitKC and SportingKC. Together, the two words reflect exactly what the rider is looking to do.

Most importantly, by pairing the streetcar brand with the greater regional brand, we are telling riders that the streetcar is connected to a much larger system that extends well past the 2-mile starter line.

Under the regional branding, the name "KC Streetcar" pairs with the regional name "RideKC" to become: "RideKC Streetcar."

This is the primary logo. See pages 10-12 for usage.



## PRIMARY LOGO USAGE (Horizontal)

The primary logo should be used in most applications. This logo should always be the most prominent mark used.

Note: The squares used are examples of background colors and are not part of the design.



BLACK AND WHITE



ONE COLOR (REVERSED OUT PMS COLOR THAT PROVIDES HIGH CONTRAST)

## PRIMARY LOGO USAGE (Vertical)

This is an alternate version of the primary mark that will be used when the horizontal mark is size prohibitive.

Note: The squares used are examples of background colors and are not part of the design.



BLACK AND WHITE



ONE COLOR (REVERSED OUT PMS COLOR THAT PROVIDES HIGH CONTRAST)

## PRIMARY LOGO USAGE (Alternate)

This is an alternate version of the primary mark that will be used when there is another cue to associated it with the streetcar and after people become more familiar with the streetcar symbol.

### USAGE:

- Use on Streetcar vehicle. We don't need to put the word streetcar on what is obviously a streetcar.
- Use when Streetcar language is visible elsewhere on communication.
- Use in future when Streetcar Icon is established and consumers can identify the Icon without verbal cues.
- Use when Primary Brandmark becomes smaller than minimum size.

Note: The squares used are examples of background colors and are not part of the design.



BLACK AND WHITE



ONE COLOR (REVERSED OUT PMS COLOR THAT PROVIDES HIGH CONTRAST)

## SECONDARY LOGO USAGE (Horizontal)

This is an alternate, horizontal version of the primary mark that will educate the public to associate the KC Streetcar proprietary icon with the streetcar. This mark will be used in the early roll-out of the streetcar brand before the system is operational and will eventually be replaced by the primary logo.

### USAGE:

- Use when Ride language is visible elsewhere on communication.
- Use when the Authority is communicating solely about the Streetcar. For example, during the construction phase.

Note: The squares used are examples of background colors and are not part of the design.



BLACK AND WHITE



ONE COLOR (REVERSED OUT PMS COLOR THAT PROVIDES HIGH CONTRAST)

## SECONDARY LOGO USAGE (Alternate)

This is an alternate version of the secondary usage that will pair with the KC Streetcar proprietary icon when the icon is used as a large design element. This mark may be used in the early roll-out of the streetcar brand and will eventually be replaced by the primary logo.

FOR RARE USAGE ONLY WHEN:

- Use when Streetcar Icon is visible elsewhere on communication. (See Wild Posting example, page 46)
- Use when Streetcar Icon becomes smaller than minimum size.

Note: The squares used are examples of background colors and are not part of the design.

**KC STREETCAR™**

**KC STREETCAR™**

BLACK AND WHITE

**KC STREETCAR**

ONE COLOR (REVERSED OUT PMS COLOR THAT PROVIDES HIGH CONTRAST)

## SECONDARY LOGO USAGE (Familiar)

This is an familiar version of the primary mark is an informal version that was created to be used only when the larger KC Streetcar message is very clear. It is a support logo primarily used for streetcar pride. It's a shorthand.

### USAGE:

- Use as simplified secondary element.
- Use as shorthand for Streetcar pride.

### DO NOT USE:

- Not for use for URL.
- Not for use as Primary Brandmark.

Note: The squares used are examples of background colors and are not part of the design.



BLACK AND WHITE



ONE COLOR (PMS 2184 C)



ONE COLOR (REVERSED OUT PMS COLOR THAT PROVIDES HIGH CONTRAST)

## PROPRIETARY ICON USAGE

This icon is used for wayfinding applications such as signage and mapping. Universal icons are a proven way to help people from all over the world identify transportation.

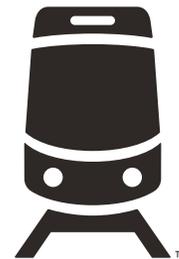
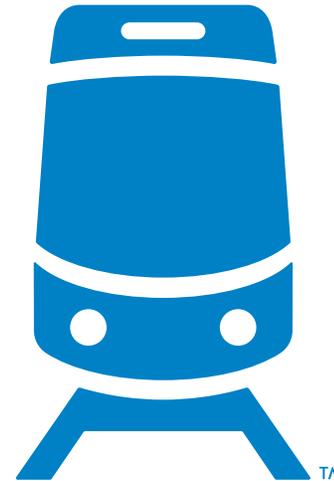
Our KC Streetcar icon is based on the universal icon for rail transit, but has been modified to feel more like our streetcar and also to make it unique to Kansas City.

This icon has been carefully crafted for maximum readability and impact. It should not be altered in any way.

### USAGE:

- On wayfinding signage and mapping.
- Can be used as a design element in branded communications when accompanying a primary or secondary logo. (See Wild Posting sample, page 49.)

Note: The squares used are examples of background colors and are not part of the design.



BLACK AND WHITE



ONE COLOR  
(REVERSED OUT PMS COLOR THAT  
PROVIDES HIGH CONTRAST)

## STREETCAR PRIDE MARK

To support the immediate communications needs as construction begins and the community votes on expansion, the visual language has been extended to a heart element that draws on the growing culture of KC love and our heartland heritage.

The double lines symbolize the streetcar track.

This should be used on promotional materials, social media and other items that build excitement, pride and interest in the KC Streetcar.

### USAGE:

- Informal spirit-related communications such as social media, apparel for supporters, buttons, etc.

### DO NOT USE:

- Never use alone in communications that might go to anyone who is not familiar with the brand. For example, it works on a t-shirt because the wearer will be an advocate and share the story if asked. It does not work on an advertisement without support of the primary or secondary logo because people who are not familiar might not understand.

Note: The squares used are examples of background colors and are not part of the design.



BLACK AND WHITE



ONE COLOR (BACKGROUND COLOR  
MUST PROVIDE HIGH CONTRAST)

## STREETCAR PRIDE STAMP

This stamp is an evolution of the stamp that was used during the early phases of the streetcar.

USAGE:

- Use on construction communications, buttons and social media in places where the heart doesn't give enough information.

Note: The squares used are examples of background colors and are not part of the design.



BLACK AND WHITE



REVERSED



WHITE (BACKGROUND COLOR  
MUST PROVIDE HIGH CONTRAST)

## STREETCAR AUTHORITY MARK

This mark is specifically for the Streetcar Authority and should only be used on corporate communications.

USAGE:

- Used for business-to-business corporate communications initiated by the authority.

Note: The squares used are examples of background colors and are not part of the design.

**KC STREETCAR AUTHORITY™**

**KC STREETCAR AUTHORITY™**

BLACK AND WHITE

**KC STREETCAR AUTHORITY™**

ONE COLOR (REVERSED OUT PMS COLOR THAT PROVIDES HIGH CONTRAST)

## MINIMUM SIZES

The KC Streetcar logotypes retain their visual impact in a wide range of sizes. However, when the logo is reproduced too small, it no longer has the visual impact that it needs to be effective at communicating with users. Listed are the minimum sizes for the KC Streetcar family of marks.

NOTE: All minimum sizes should be determined by the total height of the mark.



.25 IN MINIMUM SIZE



.25 IN MINIMUM SIZE



.25 IN MINIMUM SIZE



.25" MINIMUM SIZE



.25" MINIMUM SIZE



0.25" MINIMUM SIZE



.15" MINIMUM SIZE



.75" MINIMUM SIZE

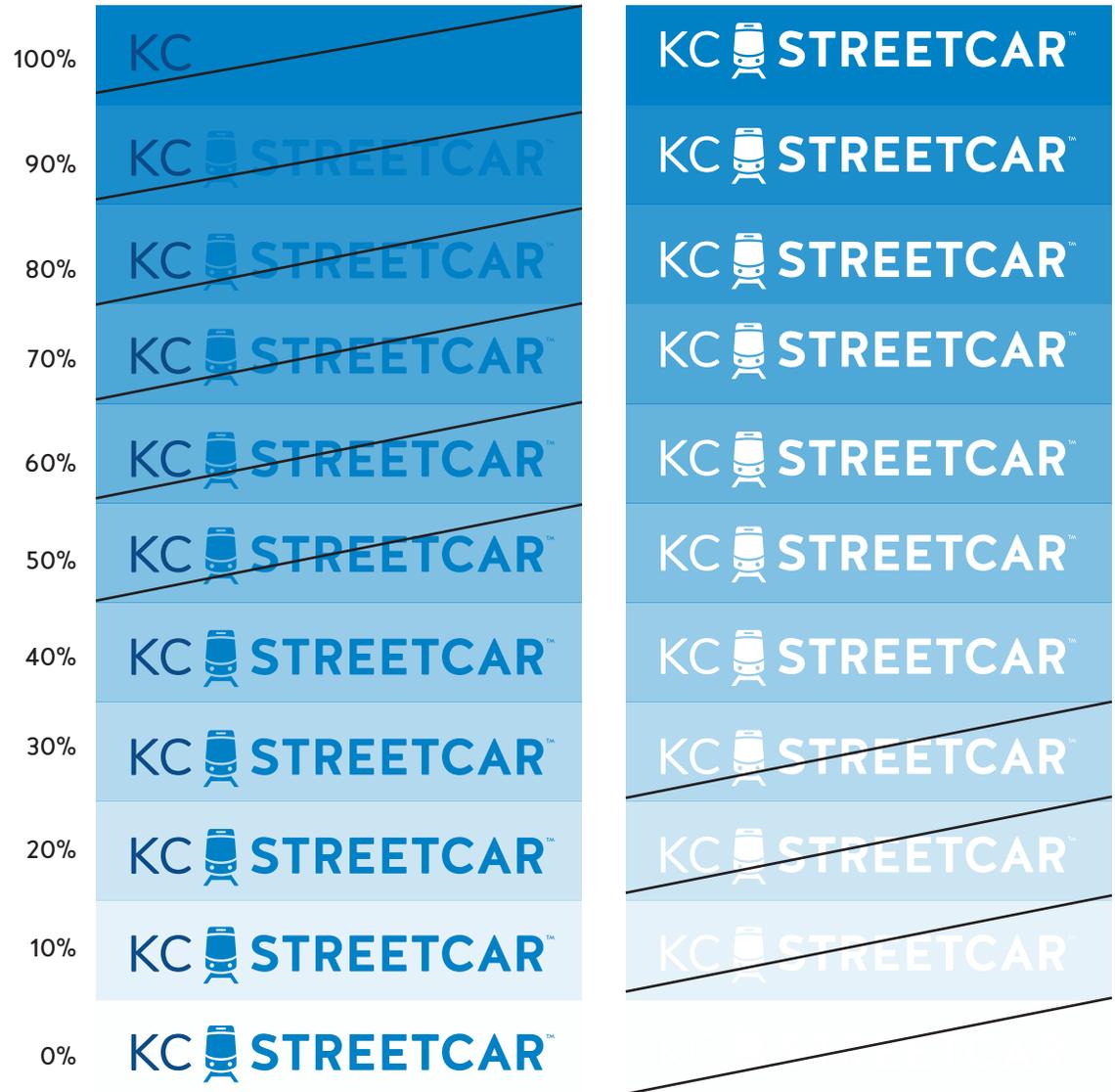


.75" MINIMUM SIZE

## LOGO CONTRAST

The KC Streetcar logotypes retain their visual impact in a wide range background colors. However at certain levels of contrast the logo does not retain the visual impact that it needs to communicate effectively. This diagram shows ideal contrast levels for maximum logo impact. These percentages are not guidelines; they are merely to illustrate the most effective levels on contrast.

Note: This information applies to all logos and marks for the KC Streetcar this particular logo is merely used as an example.



## CLEAR SPACE

The minimum area around marks or icons that must be kept free of other graphic elements. This is to ensure that they are reproduced clearly and legibly without interference from other visual devices.

A,B,C: Space is equal to the size of the K in KC

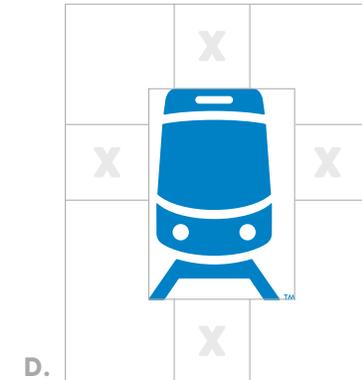
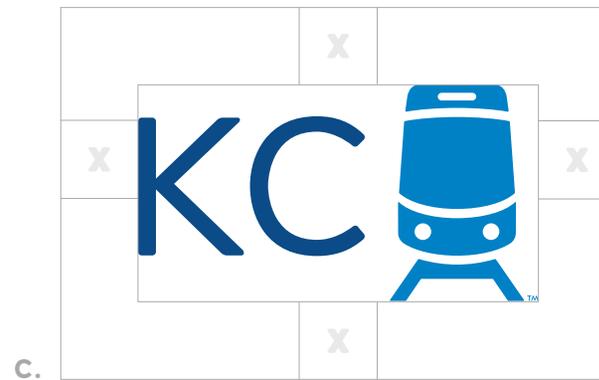


## CLEAR SPACE CONT.

The minimum area around marks or icons that must be kept free of other graphic elements. This is to ensure that they are reproduced clearly and legibly without interference from other visual devices.

A, B: Space is equal to the size of the K in KC

C, D: Space is equal to the size of the Streetcar windshield height



## CLEAR SPACE CONT.

The minimum area around marks or icons that must be kept free of other graphic elements. This is to ensure that they are reproduced clearly and legibly without interference from other visual devices.

E, F: Space is equal to the size of K in KC



## TRADEMARK SYMBOL ALIGNMENT

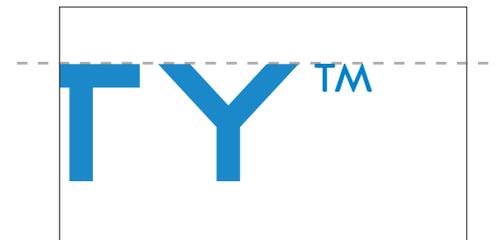
The unregistered trademark symbol “TM” will need to be resized for small, large and item specific usage. It should be resized to be barely legible based on the logo size. Please follow the following diagrams for proper alignment.

RideKC  STREETCAR™ KC  STREETCAR™

 RideKC  
STREETCAR™ KC STREETCAR™

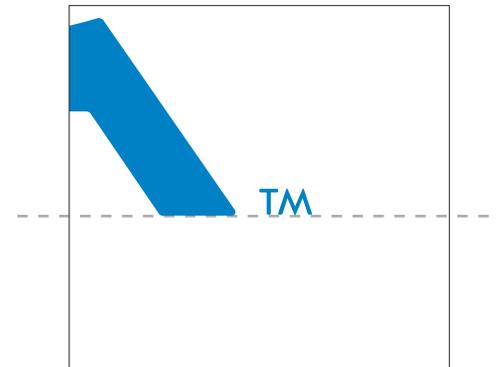
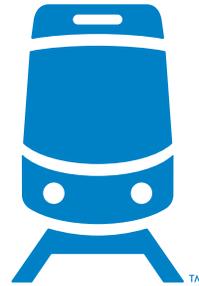


KC STREETCAR AUTHORITY™



## TRADEMARK SYMBOL ALIGNMENT CONT.

The unregistered trademark symbol “TM” will need to be resized for small, large and item-specific usage. It should be resized to be barely legible based on the logo size. Please follow the following diagrams for proper alignment.

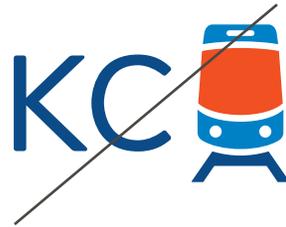


## LOGO MISUSE

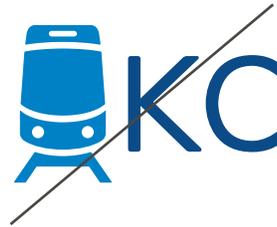
Incorrect use of the KC Streetcar logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses of the KC Streetcar logo. To ensure accurate, consistent reproduction of the KC Streetcar logo, never alter, add to or attempt to recreate it.

Always use the approved digital artwork, available from the KC Streetcar Authority.

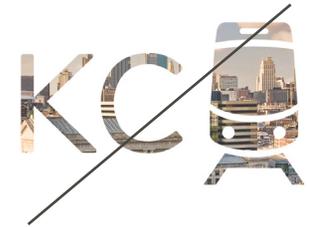
Note: This information applies to all logos and marks for the KC Streetcar this particular logo is merely used as an example.



Don't change the color of the logos or individual elements within.



Don't rearrange the logos.



Don't fill the logos with patterns or photographs.



Don't change the proportions of the logo elements.



Don't stretch the logos disproportionately.



Don't set KC in a different font.



Don't combine the logos with other text unless specified.



Don't change the spacing of the KC in the logo.



Don't alter the streetcar icon.

## LOGO MISUSE

The Streetcar logo should not be paired with .com or other web address. Today's modern web browsers and search engines make this unnecessary and the .com also compromises the brand's modern look. Users can easily find our website and information by searching RideKC or KC Streetcar in their web browser.

Always use the approved digital artwork, available from the KC Streetcar Authority.

~~KC  STREETCAR™ .com~~

~~RideKC  STREETCAR™ .com~~

~~KC STREETCAR™ .com~~

~~KC  .com RideKC  .com~~