

RideKC STREETCAR™

STREETCAR STOP DESIGN GUIDELINES

KC STREETCAR AUTHORITY | UPDATED 2026

SHELTER GLASS SPONSORSHIP GUIDELINES

The live area for sponsorship on KC Streetcar shelters has several options.

Coverage can be up to 90% but there must be transparency in the graphics/material. For anything more than 50% coverage of the back panel glass, there must be at least 70% transparency in the graphics/material. If the coverage is less than 50%, no transparency is needed in the graphics/materials.

That transparency can include a combination of opaque and clear vinyl, or the entire graphics printed at less opacity. If transparency in the graphics can not be achieved, a clear border of at least three inches should frame the artwork.

The printed graphic may take an organic shape, or fit within the standard dimensions. The printed graphics can be double-sided or single-sided. There can also be two different graphics elements used on the shelter.

The advertising is not to encroach on the blue frame.

The KC Streetcar Authority reserves the right to approve all final art before production and installation. A sponsor has exclusive rights to the streetcar shelter glass for the duration of their term.



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SHELTER GLASS EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample covers the entire shelter glass but is printed on clear vinyl (double-striking for bolder printing). The entire piece is see through and the artwork can be viewed from both sides.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.



SHELTER GLASS EXAMPLE SPONSORSHIP

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This is a sample with limited coverage but a full band with 100% opacity. This graphic/vinyl is double-sided.

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SHELTER GLASS EXAMPLE SPONSORSHIP

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This is a sample of 75% coverage and 70% transparency in the vinyl material.

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SHELTER GLASS EXAMPLE SPONSORSHIP

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This is a sample of approximately 50% coverage, 100% opacity in the graphics/vinyl material, and the creative use of an organic shape. This graphic/vinyl is double-sided.

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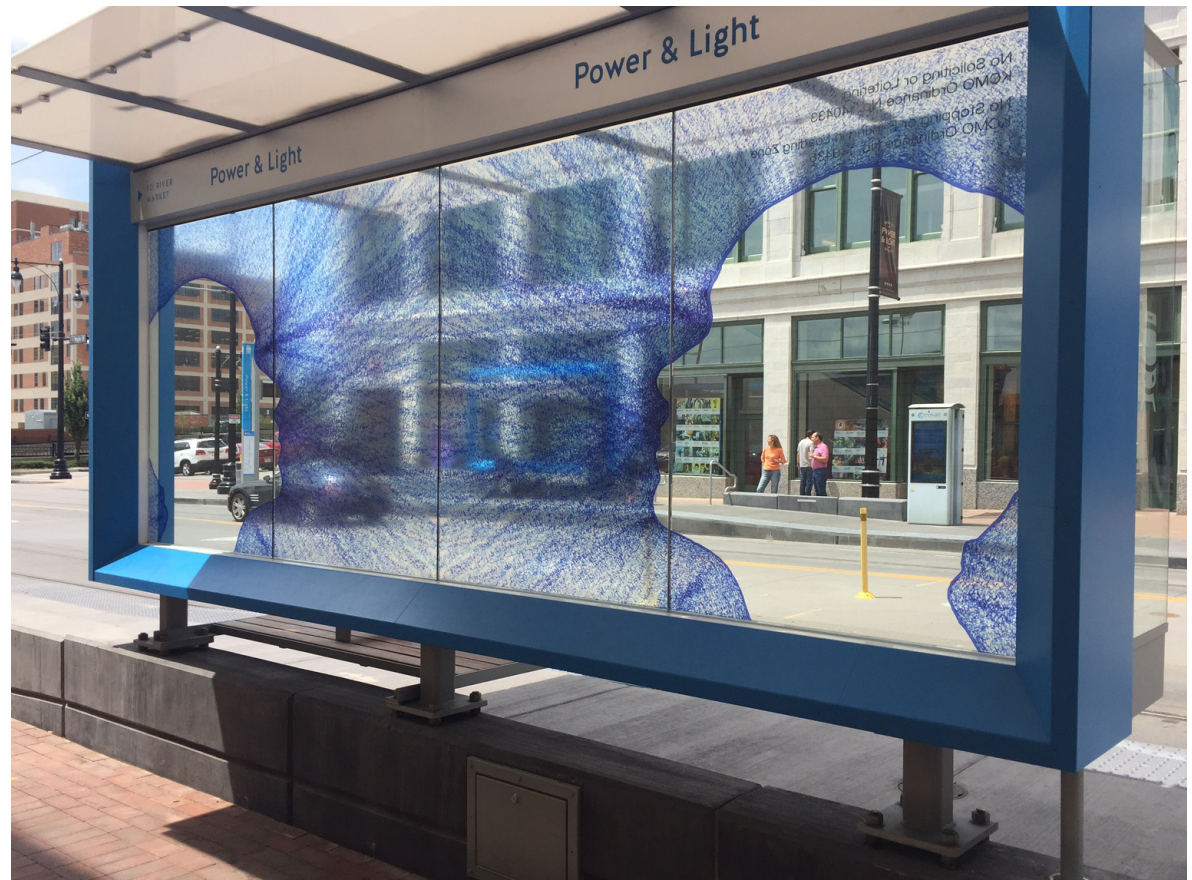


SHELTER GLASS EXAMPLE SPONSORSHIP

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This is a sample of approximately 75% coverage, with varied transparency in the graphics/vinyl material as well as the use of blank/clear space. This is also a sample of the creative use of an organic shape.

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This is a sample of 50% coverage with a combination of 100% opacity and less than 30% opacity in the graphics/vinyl material. The graphic is solid in the middle with transparency in the border of the main graphic. This graphic is double-sided.

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KC STREETCAR

BRAND STANDARDS

SHELTER GLASS EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample of more than 50% coverage with a combination of opaque text and graphics and negative, or clear, space. The graphic is centered on the glass panel and extends the length of the glass panel.

The graphic is one-sided and legible only from one side.

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SHELTER ADVERTISING GUIDELINES

