

Wake Transit Bus Plan Brand Guide

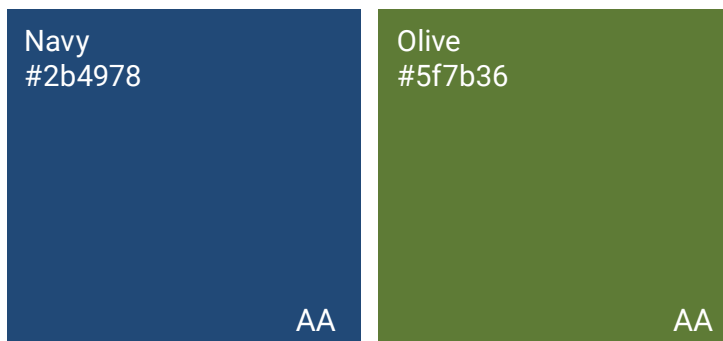
Logo

The Wake Transit Bus Plan logo is available in color or white. Don't distort or recolor the logos.

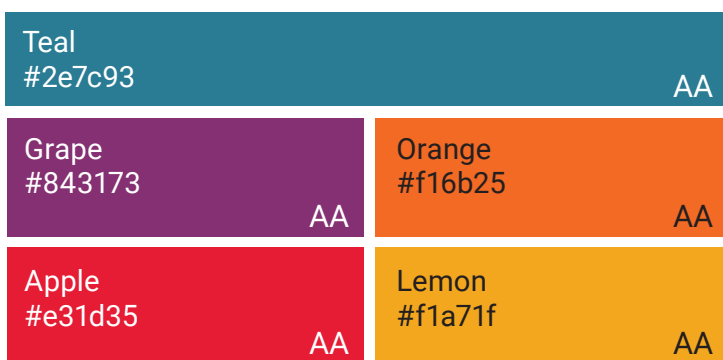
Use the color version against white or very light backgrounds. Use the white version for darker backgrounds.

Give the logo some breathing room. Maintain roughly 15% of the logo's width as whitespace around the logo.

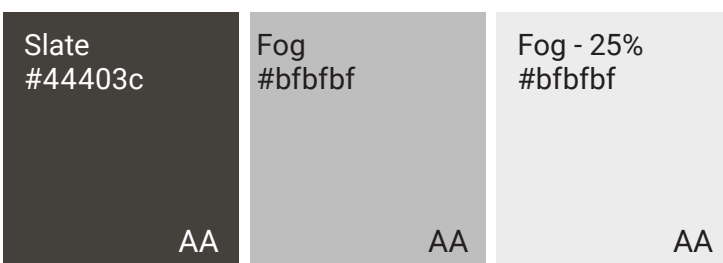
Primary Colors



Secondary Colors



Neutrals



Fonts

Wake Transit Bus Plan uses Barlow and Roboto as its standard fonts for digital and physical materials:

Barlow Extra Bold
(headings and titles)

Roboto
(body text)

Barlow and Roboto are free and open-source typefaces available for download on Google Fonts.

When narrower text is necessary, use Roboto Condensed.