brand and style guidelines

marin transit

August 2023

Marin Transit

Logo use

Main logo

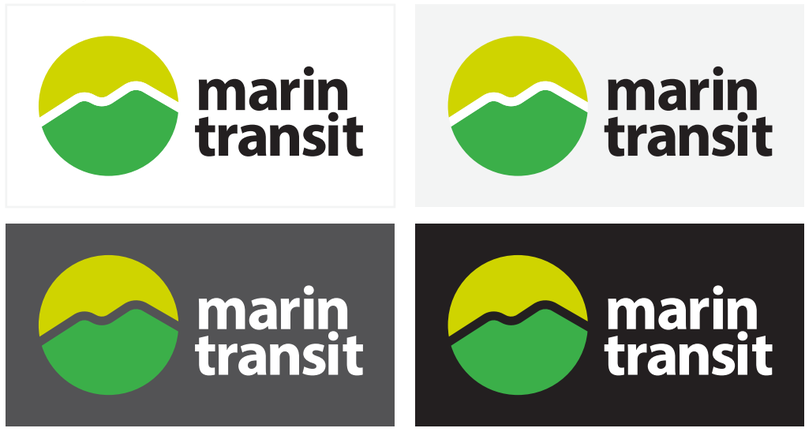
Clear space

When using the logo, it should be surrounded with clear space to ensure its visibility and impact.

The **m** may be used as a guide for clear space measurement and setting document margins. Logo size and margins may be proportionally increased or decreased.

Logo family

Primary



Always use the full color logos as provided in the original artwork files.

Secondary

Use the black or white logos if the logo clashes with the background.

marin transit

marin transit

marin transit

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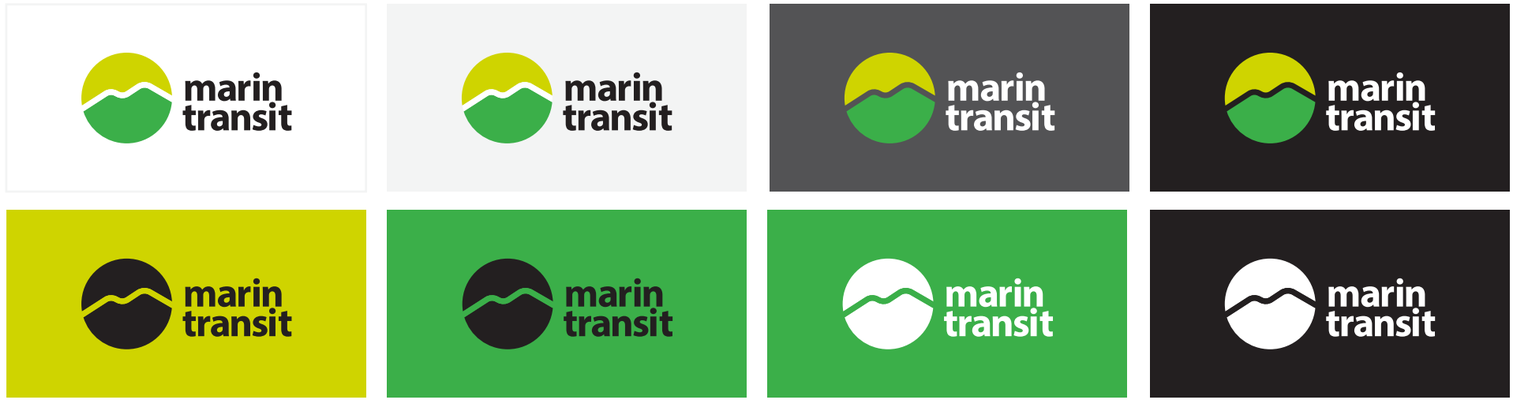
Marin Transit

Logo use

Consistent and correct use of the Marin Transit logo communicates dependability, consistency and strength in service, all important qualities for a transit provider.

Do



Don't

When in doubt, don't!

Here are some examples of misuse of our logo. These and any other alterations should be avoided at all times.

Never alternate the colors of the logo

Never alternate the colors of the logo

Never change the color of the logo

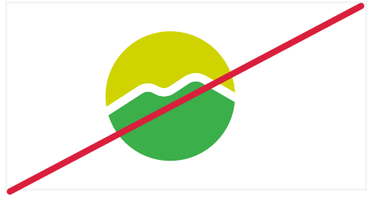
Never change the color of the logo

Never change the color of the logo

Never make the 'm' shape white on a black logo

Never use the logo on a background that inhibits legibility (color contrast)

Never use the logo on a background that inhibits legibility



Never use stand-alone circle logo

Never add an outline to the circle

Never reposition logo elements

Never use an outdated logo design

Marin Transit

Marin Access logo

Main logo

Clear space

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Logo family

Primary

Always use the full color logos as provided in the original artwork files.

Secondary

Use the black or white logos if the logo clashes with the background.

marin
access

marin
access

marin
access

marin
access

Marin Transit

Color

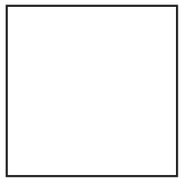
Primary colors

MARIN TRANSIT GREEN
PMS 361C
CMYK 76, 4, 100, 0
HEX 3CAE49

MARIN TRANSIT LIME GREEN
382C
30, 1, 100, 0
C2D500

How a person with Protanopia-type color blindness sees the color

BLACK
0, 0, 0, 100
000000



WHITE
0, 0, 0, 0
FFFFFF

Secondary colors

SKY BLUE
CMYK 88, 0, 11, 0
HEX 00B3DC

BLUE
100, 30, 0, 0
0089CF

INDIGO
71, 59, 0, 8
5566A8

GOLD
0, 25, 100, 10
E6B00F

ORANGE
0, 63, 100, 0
F47D20

PINK
13, 100, 0, 5
C70B85

PURPLE
60, 100, 0, 0
812990

RED
10, 100, 80, 0
DA1F3D

Marin Transit

Font

Web font

Source Sans Pro

Extra Light
Light
Regular
Semibold
Bold
Black

Source Sans Pro is Adobe's first open source typeface family, intended to work well in user interfaces.

For non-Adobe users, **Source Sans Pro** is available for free download on Google Fonts.