

Guidelines for Use of 2016 Measure B Logo



Colors:

- Pantone 2945
- Pantone 298

Logo Purpose

The 2016 Measure B Logo is used to officially denote projects and programs that are supported by the 2016 Measure B funds. For any questions, email 2016MeasureB@vta.org

Logo Usage

As per the 2016 Measure B Program Category Guidelines, 'all collateral material must comply with 2016 Measure B branding requirements.

The logo must be affixed to project or program materials receiving 2016 Measure B funds, including, but not limited to:

- Fliers/Brochures/Fact Sheets/Maps
- Signage such as trail heads, bill boards, construction sites, etc.
- Celebratory/Recognition Events
- Webpages
- News Releases
- Presentations/Videos
- Transit Schedules

Member agencies may also use the logo to link to the [2016 Measure B Transparency](#) website or the [VTA 2016 Measure B](#) landing page.

File Download

The 2016 Measure B Logo is available in the file types of JPEG, EPS and AI, which can be downloaded from: vta.org/projects/funding/2016-measure-b

Do not change the logo in any way, including changing the color, angle, or dimension

Application of Logo



Groundbreaking sign



Construction sign



Project map at a virtual open house



Pavement rehabilitation construction notice signage



Vehicle used for the MoGo Shuttle



Branding FAQs

Q: What are the required dimensions/size of the logo?

A: There is no required size, but the logo must be visible and the logo's size ratio must not be distorted.

Q: Does the logo need to be printed on a specific type of material?

A: No. Material is dependent on location/placement, e.g. weatherproof if displayed outdoors and should be consistent with any signage used by the Member Agency for their project.

Q: Our 2016 Measure B-funded project is not a capital project – is the logo still required?

A: Yes, the logo is required on any product of funding, e.g. digitally included on a study/plan, or on a flyer promoting the project/activity.

Q: Do project materials showcasing the logo need to be approved first?

A: Not necessarily – if the logo has not been distorted and the material is not questionable, there is no need to send for prior approval. However, any questions regarding 2016 Measure B logo usage are welcome.

Q: What is the required duration of posting the logo?

A: Although there is no specified duration of posting, the 2016 Measure B logo must be visible on any project signage put out by the Member Agency, for however long that may be. The 2016 Measure B logo must accompany any signage related to the project set out.

Q: What if I'm unsure if the collateral for my project/plan/activity requires a logo?

A: Reach out to the 2016 Measure B Office at 2016MeasureB@vta.org