Introduction

Some people talk about brand and refer to slogans and logos but it’s so much more. Our brand is a reflection of everything we do and say, everything we print and broadcast. Help Hampton Roads Transit continue building its brand and a reputation for excellence by following the guidelines presented in this brand identity guide.

The resources presented should inspire Hampton Roads Transit employees to tell a compelling story about the HRT experience.
Brand Standards Guide

**Logo**

The Hampton Roads Transit logo represents us at every level of communications and is vitally important to our brand. It acts as an identifier and our signature. It should always be the most consistent component in our communications.

In order to maintain this consistency, a few simple guidelines should be followed.

The Hampton Roads Transit logo should never be recreated, stretched, typeset or altered in any way. Only official logo files should be used in communications.
The primary option for the Hampton Roads Transit logo comes in two forms: stacked and horizontal. The logomark and type should never be split apart and should remain unaltered.

Logo: Primary Usage
Logo: Secondary Usage

For more casual or internal communications, black or white (reverse) options can be used. This is also suitable for grayscale printing.
Our approach to color is bold and simple with blue, cyan, and green serving as anchor points. For the primary colors, please use only the CMYK, HEX, and PMS values. This helps maintain brand recognition and consistency.
Typography

Font selection is a key component in the creation of successful communications. Typography should not only be functional but should work in concert with the overall design of internal and external communications to help define Hampton Roads Transit’s message.

For legibility, headlines, bulletins and safety communications should be set in Helvetica Neue Bold with tightened kerning where possible. Calibri Regular is Hampton Roads Transit’s preferred choice for the body type in memos, documents, and e-mails.

**Helvetica Neue Bold**

**Calibri Regular**

**Calibri Regular Bold**

**Calibri Italic**
Examples of Proper Usage

As our community grows, so does Hampton Roads Transit.

Our vision is to be the most efficient transit agency in Virginia.

Warning

Norfolk City Code – Sec. 34.2.9 – Prohibited conduct

It shall be unlawful and a violation of this chapter, punishable as a class 1 misdemeanor, for any person to: Carry onto or board the public transportation system, a light rail vehicle, or rail transit platform any flammable or explosive substance or hazardous material.

No smoking allowed on the platform area or in the trains.
ANNOUNCING

Bay Changes

• The new MAX Route 966 (Silverleaf-Newport News Shipyard) will be assigned to Bay 7.
• Routes 961 and 967 will be reassigned from Bay 10 to Bay 11.
• AM and PM Route 433, currently assigned to Bay 9 and Bay 10, will be consolidated to Bay 10.
• Route 414 will move from Bay 6 to Bay 10.
• Route 427 will move from Bay 6 to Bay 4.

Join us Thursday, July 30th from 10 am to 2 pm.

Career Fair
Searching for Bus Operators and Mechanics!
$2000 Mechanic Sign-On Bonus!

Are You Seeking?
• Steady Hours
• A Stable Organization
• Room for Advancement
• Excellent Pay & Fantastic Benefits

On the Spot Screening and Interviews!
Positions available in Hampton and Norfolk!

Professional attitude is recommended. Hampton Roads Transit is an equal opportunity employer.
3400 Victoria Boulevard
Hampton, VA 23661
(757) 222-6000

gohrt.com
General Inquiries & Variance Requests

For questions about the Hampton Roads Transit Brand Standards Guide, general usage inquiries, or to request current logos, please e-mail Marketing & Communications – marketingrequests@hrtransit.org.

Additional sub-brands and initiatives may have their own brand guidelines. Please contact Marketing & Communications to request additional information.

External sponsorships, advertising, signage and endorsements should adhere to Hampton Roads Transit standards. We request that variances be submitted to Marketing & Communications for review – marketingrequests@hrtransit.org.