

- PRIMARY LOGO -

COLOR VERSION



BLACK/WHITE VERSION for use when color is not available.

REVERSE



PMS 158

C 00
M 62
Y 95
K 00

R 232
G 119
B 34

#E87722



PMS 7540

C 41
M 28
Y 22
K 70

R 75
G 79
B 84

#4B4F54

NOTE:

The color on this printout/screen may not be an accurate representation of the actual colors.



MINIMUM SAFETY AREA

Using the height of the 'Speed Ring' as one 'X' unit, no content should be placed within '2X' units of the edge of the logo as indicated.



MINIMUM SIZE

The logo may not be reproduced smaller than 1" wide.

RESTRICTIONS



Do not distort the logo in any way.



Do not change the 'Speed Ring' color of the color logo.



Do not place the logo on competing backgrounds.



- PRIMARY LOGO + DESCRIPTOR TAG -

COLOR VERSION



BLACK/WHITE VERSION for use when color is not available.

REVERSE



PMS 158

C 00
M 62
Y 95
K 00

R 232
G 119
B 34

#E87722



PMS 7540

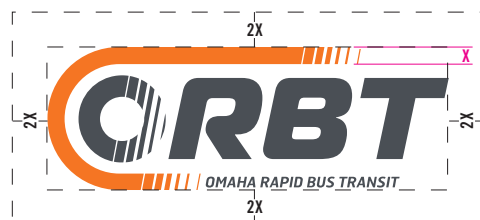
C 41
M 28
Y 22
K 70

R 75
G 79
B 84

#4B4F54

NOTE:

The color on this printout/screen may not be an accurate representation of the actual colors.



MINIMUM SAFETY AREA

Using the height of the 'Speed Ring' as one 'X' unit, no content should be placed within '2X' units of the edge of the logo as indicated.



MINIMUM SIZE

The logo may not be reproduced smaller than 1.25" wide.

RESTRICTIONS



Do not distort the logo in any way.



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Do not place the logo on competing backgrounds.



Do not refer to ORBT as a 'Bus Rapid Transit (BRT)'.



- COLOR PALETTE -

	PRIMARY	SECONDARY	TERTIARY		
SPOT COLOR PRINTING (SCP)	PMS 158	PMS 7540	PMS 376	PMS 3275	PMS 7534
					
					PMS 7461
FOUR COLOR PRINTING (FCP)	C 00 M 62 Y 95 K 00	C 41 M 28 Y 22 K 70	C 54 M 00 Y 100 K 00	C 90 M 00 Y 52 K 00	C 05 M 05 Y 15 K 08
WEB/SCREEN (WS)	R 232 G 119 B 34 #E87722	R 75 G 79 B 84 #4B4F54	R 132 G 189 B 00 #84BD00	R 00 G 179 B 152 #00B398	R 209 G 204 B 189 #D1CCBD
					#007DBA