

Brand Guidelines

March 2024



2 STATES

7 COUNTIES

1 AUTHORITY

At KCATA, our mission is to connect people to opportunities.

As a bi-state authority for seven counties and 100+ cities across the Kansas City region, our federal compact enables us to do what others can't, to care about what others don't, and to access funds that others aren't. Public transportation is critical infrastructure for driving equity and prosperity, and at KCATA we are always looking ahead, exploring innovative solutions and employing best practices to foster rider satisfaction and enable the professional growth of our employees.

To ensure the integrity of the KCATA brand, this Brand Guidelines manual outlines the proper use of our brand elements. While there are opportunities for the brand to flex as outlined in the promotional section of this guide, the brand must remain consistent across all media uses.

KCATA is the transportation authority's corporate brand and RideKC is the region's consumer brand.

When communicating with the region on business, political or corporate matters, the KCATA brand should be used. When communicating with riders, the RideKC brand should be used. RideKC has a separate guide for proper brand usage and can be obtained by contacting KCATA's marketing department.



KCATA Brand

This is the KCATA primary logo with tagline.

By separating the KC from ATA, it communicates that the KC region is our top priority and we are uniquely enabled to serve the region because of our bi-state compact authority. The red arrow communicates that we are active and passionate about moving KC forward. The vertical blue line and letterforms communicate stability and strength. The tagline below reinforces the people we serve and our authority to do so.

KCATA Brand Family: **Hierarchy**

The primary logo serves as the core representation, embodying the essence and values of the brand. Supporting this primary logo, secondary logos are variations designed for specific applications, offering flexibility while maintaining brand recognition. Promotional logos, on the other hand, are temporary or campaign-specific adaptations, crafted to highlight events, partnerships, or promotions while aligning with the primary and secondary logos to ensure cohesive brand messaging and recognition across various contexts. Each logo variant within a brand's toolkit plays a role in reinforcing the brand's identity while catering to different communication needs and platforms.

PRIMARY



Acronym

SECONDARY

Long-form



Horizontal: Primary



Horizontal: Secondary



Promotional



Lockup



Primary Logo: **Clear Space and Sizing**

Maintaining clear space around a logo ensures its visibility and impact by preventing visual clutter or interference from other elements. Establishing a minimum reproduction size guarantees legibility and recognition, preserving the logo's integrity across diverse mediums and sizes. Additionally, creating alternate versions, such as simplified or monochrome renditions, enhances adaptability across various backgrounds, materials, or applications, ensuring the logo remains identifiable and impactful in different contexts. These guidelines collectively uphold the consistency, versatility, and recognizability of a logo, contributing significantly to a brand's visual identity and overall brand equity.



CLEAR SPACE



MINIMUM WIDTH: .75"

Secondary Logos: **Clear Space and Sizing**



CLEAR SPACE



CLEAR SPACE



CLEAR SPACE



MINIMUM WIDTH: 1"



MINIMUM WIDTH: 1.25"



MINIMUM WIDTH: 2"

Primary and Secondary Logos: Grayscale and Reverse



Promotional Logos

These are examples of promotional logos that may only be used when deemed appropriate by the KCATA branding and communications team for limited use on digital and/or printed materials. Additional color variations are permitted when promoting KCATA with other community organizations, but they must be approved by the KCATA marketing leadership. All other guidelines related to the primary logo should also apply to use of these promotional logos in terms of spacing, size, etc.



Kansas City Chiefs



Kansas City Royals



Kansas City Current



Sporting KC



University of Kansas & Kansas City Kansas
Community College



University of Missouri



Kansas State University



University of Missouri - KC
& Metropolitan Community
College



Johnson County
Community College

Primary, Secondary, and Promotional Logos: **Permitted Usage**

Promotional logos can only be used for items with a limited lifespan.

Examples of things with a limited lifespan:

- » Promotional items (cups, shirts, stickers, swag)
- » Event posters
- » Seasonal banners
- » Social media posts
- » Consumable products (plastic water bottles, cookie wrappers, etc.)

Examples of things that last forever where use is NOT permitted:

- » Official, legal documents
- » Engineering or construction documents
- » Permanent objects: monument signs, metal medallions, tattoos



Kansas City Chiefs



Kansas City Royals



Kansas City Current

Logos: Unacceptable Uses

Adhering to brand guidelines is pivotal as they serve as a road map for maintaining consistency, coherence, and authenticity in visual and verbal brand expressions. By following these guidelines, a brand ensures that its identity remains unified across all touchpoints, reinforcing recognition and trust among its audience. Consistency in logo usage, color schemes, typography, tone of voice, and overall design elements fosters a strong brand image, enhancing brand recall and establishing a lasting impression in the minds of consumers.



Do not make color substitutions



Do not resize elements



Do not resize elements



Do not add frames



Do not reposition elements



Do not reposition elements



Do not add drop shadows



Do not distort or add effects



Do not use a dark logo on a dark background

KCATA Brand: Logo Lockup

When the KCATA brand needs to appear in conjunction with another brand – like RideKC – please follow the examples shown here for placement, spacing, and relative sizing.



Stacked lockup



Primary horizontal lockup



Secondary horizontal lockup

Typography: Core Fonts

Marketing and Print

Barlow and Utopia come in multiple weights, any of which can be used with consideration for legibility and contrast. It is to be used for headlines, subheads, and text.

These fonts can be activated and used as part of the Adobe Creative Cloud library of fonts.

Aa

Barlow

abccdefghijklmnopqrstuvwxyz
ABCCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%^&*()

Aa

Utopia

abccdefghijklmnopqrstuvwxyz
ABCCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%^&*()

Microsoft applications, email, and web

Arial can be substituted for Barlow when working in Microsoft 365 and other web applications.

Georgia is a web-safe font that can be used in Microsoft and web applications, but should only be used sparingly such as in italics for caption copy and accent text.

Aa

Arial

abccdefghijklmnopqrstuvwxyz
ABCCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%^&*()

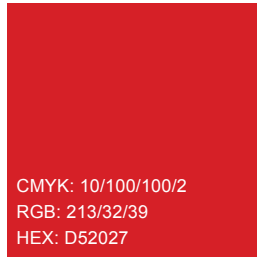
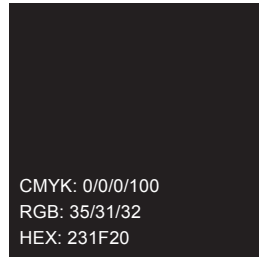
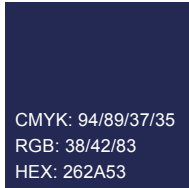
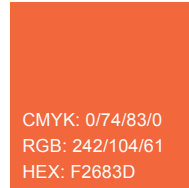
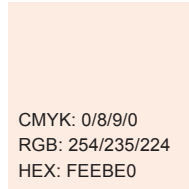
Aa

Georgia

abccdefghijklmnopqrstuvwxyz
ABCCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%^&()*

Colors: Primary, Secondary, and Accent

Color profoundly influences a brand's perception and emotional connection with its audience, evoking specific feelings and associations. Consistent use of colors in line with a brand's guidelines fosters instant recognition and strengthens brand identity. Colors convey brand personality, communicate values, and can even influence purchasing decisions. By adhering to color guidelines, a brand maintains coherence and ensures that its visual identity remains cohesive across various platforms and marketing materials. This consistency reinforces brand recall, builds trust, and cultivates a deeper connection with consumers, ultimately contributing to a strong and memorable brand presence in the market.

PRIMARY					
	CMYK: 75/31/0/40 RGB: 27/98/142 HEX: 1B628E	CMYK: 10/100/100/2 RGB: 213/32/39 HEX: D52027	CMYK: 0/0/0/100 RGB: 35/31/32 HEX: 231F20		
	KCATA Royal Blue	KCATA Red	Black		
SECONDARY					
	CMYK: 94/89/37/35 RGB: 38/42/83 HEX: 262A53	CMYK: 70/93/24/10 RGB: 102/52/115 HEX: 663473	CMYK: 0/74/83/0 RGB: 242/104/61 HEX: F2683D	CMYK: 77/40/9/0 RGB: 59/133/184 HEX: 3B85B8	
	KCATA Midnight Blue	KCATA Violet	KCATA Orange	KCATA Sky Blue	
					
	CMYK: 0/44/49/0 RGB: 248/162/127 HEX: F8A27F	CMYK: 32/43/11/5 RGB: 167/141/172 HEX: A78DAC	CMYK: 65/0/65/0 RGB: 87/189/132 HEX: 57BD84	CMYK: 65/10/9/0 RGB: 70/179/214 HEX: 46B3D6	
	KCATA Med Orange	KCATA Med Violet	KCATA Green	KCATA Robin Egg Blue	
ACCENT					
	CMYK: 3/0/6/0 RGB: 245/250/240 HEX: F5FAF0	CMYK: 0/8/9/0 RGB: 254/235/224 HEX: FEEBE0	CMYK: 15/0/15/0 RGB: 216/237/221 HEX: D8EDDD	CMYK: 16/3/2/0 RGB: 210/230/241 HEX: D2E6F1	
	KCATA Eggshell	KCATA Accent Tan	KCATA Mint Green	KCATA Accent Blue	
GREY					
	CMYK: 0/0/0/90 RGB: 65/64/66 HEX: 414042	CMYK: 0/0/0/65 RGB: 119/120/123 HEX: 77787B	CMYK: 0/0/0/40 RGB: 167/169/172 HEX: A7A9AC	CMYK: 0/0/0/20 RGB: 209/211/212 HEX: D1D3D4	CMYK: 0/0/0/10 RGB: 230/231/232 HEX: E6E7E8
	90% Grey	65% Grey	40% Grey	20% Grey	10% Grey

Contact

This Brand Guide has been created to establish consistency and professionalism for organizations associated with KCATA. It is most likely there will be situations when this guide does not offer specific recommendations.

Marketing/Branding: marketing@kcata.org

Media/News: media@kcata.org

KCATA.org

Social Media:

Facebook: [/RideKC](https://www.facebook.com/RideKC)

Twitter: [@RideKCTransit](https://twitter.com/RideKCTransit)

Instagram: [@RideKC](https://www.instagram.com/RideKC)

LinkedIn: [/KCATA](https://www.linkedin.com/company/KCATA)

Main Office: 1200 E 18th St.,
Kansas City, MO 64108

Regional Call Center: 816.221.0660,
Monday-Friday, 6 a.m. to 6 p.m.

Customer Service:
wehearyou@kcata.org