



BRAND GUIDELINES

Welcome

From here to there.

Commute Solutions is a “one-stop” transportation resource for Central Texans. Our mission is to promote sustainable commuting options that reduce traffic and improve mobility.

We encourage sustainable travel options like carpools, vanpools, transit, bicycling, teleworking, and walking. We work to help you learn about your regional mobility choices no matter where you live or what your needs are.

By reducing the amount of single-occupant vehicle trips, sustainable transportation can save you money and protect our environment. Sustainable commuting reduces traffic congestion, benefits economic development, and improves quality of life for all.

Commute Solutions resources serve the citizens and businesses of Bastrop, Blanco, Burnet, Caldwell, Fayette, Hays, Lee, Llano, Travis, and Williamson counties.

Sustainable Transportation - Trips using transportation options that limit emissions and waste, minimize consumption of non-renewable resources, and minimize traffic congestion and the use of land. Sustainable trips include transit, bicycle, walk, carpool, and vanpool.



Logo

Primary Mark

The primary logo for Commute Solutions establishes the theme of transportation and traffic flow with the use of a slate or asphalt color as the primary color for lettering. The yellow broken lines with arrows extending from the letters illustrates roads with traffic flowing easily in opposite directions. This same yellow is repeated in "Solutions." The first two letters in "Commute" also give the feeling of wheels on the road.

The primary logo is intended to be used on a white background, but alternate versions of the logo are presented on the "Do's" and "Don'ts" page for use on dark or yellow backgrounds. A black and white version is also presented. The proportion of the logo and colors should not be altered to keep logo easier to read and the brand consistent. A color guide is included for reference.



Logo

Compressed Mark

The compressed mark for the Commute Solutions logo is best used when needing to convey branding, but on a lesser scale. It can be used to represent the logo at smaller sizes as well as a subtle branding element used throughout marketing pieces.



Do's

commute
↓ SOLUTIONS

commute
↓ SOLUTIONS

commute
↓ SOLUTIONS

commute
↓ SOLUTIONS

Dont's

commute
↓ SOLUTIONS

commute
↓ SOLUTIONS

commute
↓ SOLUTIONS

myCommuteSolutions

Rethink Your Commute!

myCommuteSolutions can help you find a carpool buddy, plan a transit trip, map out a bike route, and more! By logging your commute you can see fuel saved, calories burned, and pollution reduced.

See which options work best for you when you sign up for myCommuteSolutions. Getting started is easy - register today and start finding carpool partners as soon as you verify your email. The myCommuteSolutions site serves Bastrop, Blanco, Burnet, Caldwell, Fayette, Hays, Lee, Llano, Travis, and Williamson counties.

For more info, please visit www.commutesolutions.com



PANTONE	432
CMYK	79 64 52 44
RGB	50 62 72
WEB	#323E48

SLATE

Primary Colors

Color Usage

These are the primary colors used for Commute Solutions. These are the hallmark colors that should be front and center on all marketing pieces.

Slate is primarily used as the signature color due to its boldness and ability to stand out when placed against the color White. Yellow is used secondarily as for callouts, subheads, details, and other complimentary uses.

PANTONE	123
CMYK	0 24 91 0
RGB	255 197 47
WEB	#FFC52F

YELLOW

PANTONE	RED 032 C	RED
CMYK	0 93 76 0	
RGB	245 51 63	
WEB	#F5333F	
PANTONE	171 C	ORANGE
CMYK	0 78 81 0	
RGB	255 92 53	
WEB	#FF5C35	
PANTONE	PROCESS BLUE C	BLUE
CMYK	100 35 7 0	
RGB	0 130 202	
WEB	#0082CA	
PANTONE	430 C	GREY
CMYK	55 41 38 5	
RGB	123 134 140	
WEB	#7B868C	
PANTONE	5435 C	LIGHT GREY
CMYK	36 18 14 0	
RGB	165 186 201	
WEB	#A5BAC9	

Complimentary Colors

Color Usage

When a complimentary color is needed to supplement the primary, these are the tones that should be chosen from. Typical uses for utilizing a complimentary color include sub-brands, specific marketing pieces, and callouts.

When considering using a complimentary color, it is important that they never overpower the hierarchy of the primary colors that define the brand.

Typography

Typeface Usage

In most cases, Myriad Pro Regular and Myriad Pro Bold are used as the primary typeface choices for all marketing pieces. These typefaces should be used for the most dominating and attention grabbing text.

Chaparral can be used to compliment and break up Myriad usage and is a nice typeface to use for body copy, subheads and quotes.

Myriad Pro Bold

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Myriad Pro Regular

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Chaparral Pro Bold

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Chaparral Pro Regular

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



Iconography

Smarter, Safer, Sustainable

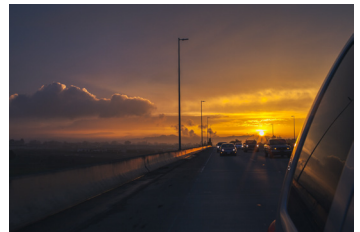
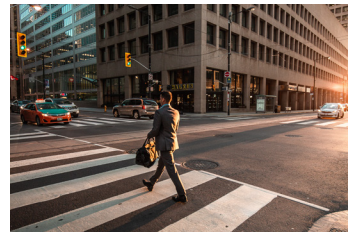
The icons represent the different commuting options available for employees and employers using the same colors as the logo to remain consistent with the brand. The icons shown from the top left are bike, walk, telework, flexible work, carpool, vanpool, bus, train. Versions of the icons are displayed with either white, yellow, or slate backgrounds. These icons are created to be used interchangeably with text for brevity when illustrating the Commute Solutions options.



Photography

Photograph Style

The style of photography used throughout the website represents the travel options and invokes the feeling of motion with blurred backgrounds. The color scheme repeats the logo colors with the use of sunset or yellow-tinted images. Photos are focused on the mode of transportation instead of the people using them to create a universal feel that appeals to a broader, diverse audience. Urban, suburban, and rural transportation images are used to show the Commute Solutions' options that are available for all demographics.





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