T-REX

TRANSPORTATION EXPANSION PROJECT

™

Introducing the T-REX™ Brand

The Value of the Brand

Brand identity is the most valuable asset an organization or company can possess. The T-REX brand will become the "face of the project," something very visible to the public. To build public awareness, consistent use of the Transportation Expansion Project™ (T-REX) logo is critical. By following these guidelines, you can help ensure that the project's identity is effectively established.

The Transportation Expansion Project (T-REX) branding effort, with the other elements of the public information program, will positively position the project with stakeholders, helping the project team meet its goals and communicate what the project and brand are all about.

The brand also helps generate …
- … project team unity, enthusiasm and clear direction
- … an awareness of the project and what it means to Colorado
- … differentiation from other projects (locally, nationally, internationally)
- … support from, and ownership by stakeholder groups
- … an attractive project personality

What's In a Name?

Transportation Expansion Project (T-REX) conveys the primary purpose and benefit of the project – expansion of transportation infrastructure and options. The name is simple, clear, understandable, and most importantly – memorable.

The Logo

It starts with the logo…

The Transportation Expansion Project has a vision and a logo to match that vision. The logo was created after meticulous research and input from many groups. The result is a logo that sends the right messages to the public. The Transportation Expansion Project (T-REX) logo…

- is lively
- is modern, contemporary
- is cohesive
- is streamlined
- color green means "GO!"
- shows speed
- shows unity of form; integration
- is "structural" and "engineered" in appearance
- shows forward movement, linear progression

Trademark Registration

The brand name *Transportation Expansion Project* and the accompanying graphical mark have been submitted to the United States Patent and Trademark Office for national trademark registration. During the approval process, the letters TM should always accompany the mark as shown in this document.
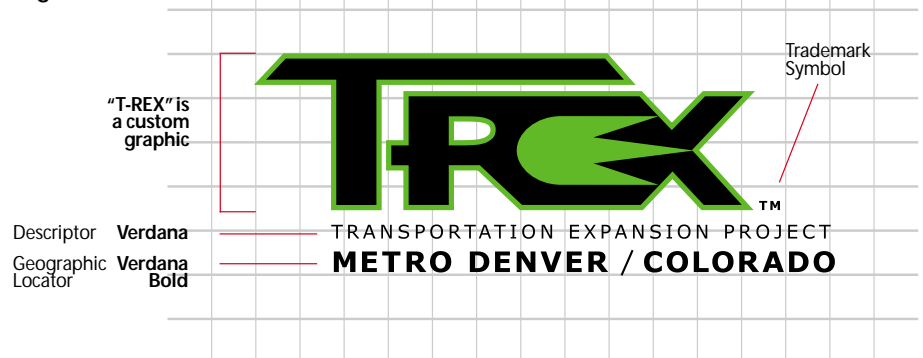
Integrity of the Logo

The logo/descriptor is available as a stand-alone graphic, but can also appear with the geographic locator. The T-REX logo should never be altered and/or modified from its original design.

Logo Element Positioning

The logo elements must appear as shown, with the T-REX graphic on top, the descriptor (project name) under it, then the geographic locator at the bottom. The trademark symbol (™) goes in the lower right hand corner of the logo. Spacing of these elements should also follow the recommended guidelines.

Logo Elements

"T-REX" is a custom graphic

Trademark Symbol

Descriptor **Verdana**
Geographic Locator **Verdana Bold**

TRANSPORTATION EXPANSION PROJECT
METRO DENVER / COLORADO

Approved Typefaces

Typefaces are another important part of the T-REX brand identity. Our font of choice is the Myriad Family shown here. These fonts should be used whenever possible in all aspects of communication.

Default Typefaces

When system fonts are your only type option, acceptable substitutes are **Arial Bold** for headlines and subheads and Times Regular or Palatino Regular for body copy.

Fonts for headlines, subheads and callouts

ABCDEF abcdef
■ **MYRIAD BOLD**

ABCDEF abcdef
■ ***MYRIAD BOLD ITALIC***

Fonts for blocks of text

ABCDEF abcdef
■ MYRIAD ROMAN

ABCDEF abcdef
■ *MYRIAD BOLD ITALIC*

Default fonts for Myriad

ABCDEF abcdef
■ **ARIAL BOLD**

ABCDEF abcdef
■ ***ARIAL BOLD ITALIC***

ABCDEF abcdef
■ TIMES REGULAR

ABCDEF abcdef
■ *PALATINO REGULAR*

Whenever space for the logo is limited and legibility is a concern, use the option below. The descriptor, *Transportation Expansion Project,* has been enlarged and positioned on three separate lines for easy identification.

T-REX Logo Option

"T-REX" is a custom graphic

Trademark Symbol

Descriptor **Verdana**

Geographic Locator **Verdana Bold**

TRANSPORTATION EXPANSION PROJECT
METRO DENVER / COLORADO
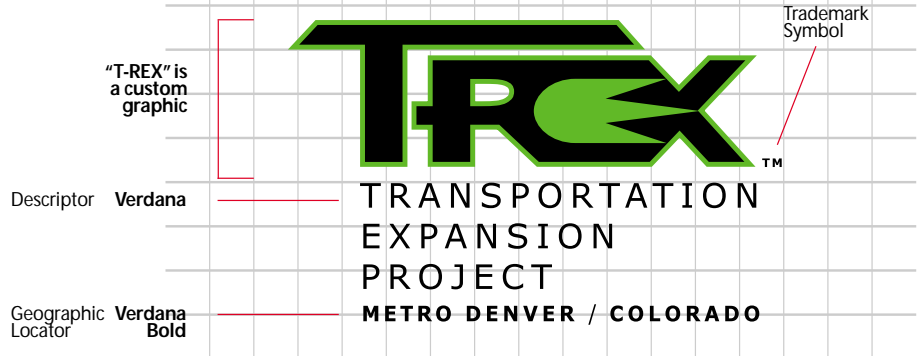
Correct Logo Usage

The logo is made up of four parts: the T-REX graphic, the descriptor (or project name), the geographic locator and the trademark symbol (™). The geographic descriptor is an optional element, used primarily for audiences outside of Colorado and the United States.

The logo should not be modified in any way except to enlarge it or reduce it proportionally.

About the Descriptor

The descriptor (project name), *Transportation Expansion Project,* should always accompany the T-REX logo, when possible.

About the Geographic Locator

The geographic locator, *Metro Denver/Colorado,* should only be used on materials that will be viewed by audiences in rural Colorado locations distant from Denver, and anywhere outside of Colorado or the United States. This information is essential to clearly identify the project's location to anyone who would not be near the construction area or hear about it in the media frequently. It is not necessary for use in materials distributed in the metro Denver area, along the Front Range or in most areas within Colorado.

Whenever the brand name T-REX appears in print, it should be in all capital letters.

Logo Colors

- Whenever possible, the logo should be reproduced in color; green and black.

- The T-REX colors should never be altered.

- The acceptable variations in color usage are shown here.

- When using the logo in black and white applications, the brand descriptor and/or geographic locator should always be solid black.

- The T-REX logo mark should appear as solid black with its outline and center graphic as a 40% tint of black.
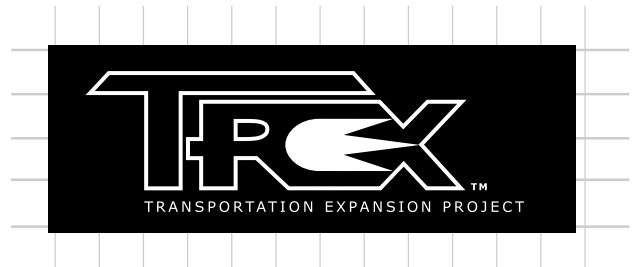
Acceptable Logo Versions

Black with green outline
on white or light color
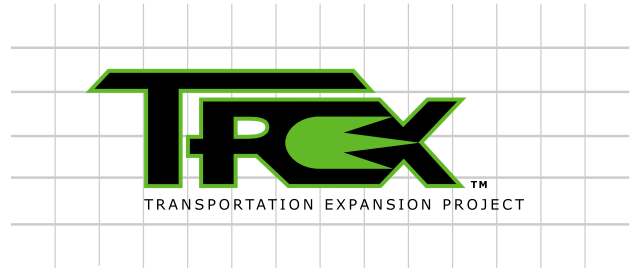
Black with white outline
reversed out of green

Black with white outline
reversed out of black

One color – black with
40% tint outline

Clear-Space Requirements

The T-REX logo must be set in an area clear of imagery and typography. This area should surround the T-REX logo and be no smaller than the height of the inset graphic (" ").

Violation of this space impairs the visibility and impact of the logo. The "graphic rule" is a minimum requirement, more clear space is always desirable.

Clear-Space:

Same Size as
Graphic in Logo

Size Restrictions

The logo can be used in a variety of sizes, as long as it is enlarged or reduced proportionately. The minimum size is 1.25" wide.

Minimum size for print = 1.25"

Incorrect Usage

DO NOT: Change the proportions

DO NOT: Box logo into two background colors

DO NOT: Combine with any other elements

DO NOT: Change logo colors

DO NOT: Change typefaces

DO NOT: Place logo against a low contrast color or distracting background

Color Palette

Another important element of the T-REX identity system is the consistent use of color.

To the right, you will find a recommended color system. Use of this color palette ensures a universal standard for the T-REX brand regardless of its application.

T-REX Green
PANTONE® 369C
Process:
65C 0M 100Y 5K
RGB:
33R 57G 10B
WEB: 339900

T-REX Orange
PANTONE® 151C
Process:
0C 43M 87Y 0K
RGB:
100R 43G 0B
WEB: FF6600

T-REX Blue
PANTONE® 2995C
Process:
100C 10M 0Y 0K
RGB:
2R 56G 75B
WEB: 0099FF

T-REX Black
PANTONE® Black
Process:
20C 0M 0Y 100K
RGB:
100R 100G 100B
WEB: 000000

T-REX Red
PANTONE® 485C
Process:
0C 100M 90Y 0K
RGB:
95R 13G 9B
WEB: CC3333

T-REX Yellow
PANTONE® 1235C
Process:
0C 12M 76Y 0K
RGB:
100R 65G 0B
WEB: FFCC00

T-REX Olive
PANTONE® 385C
Process:
0C 0M 87Y 56K
RGB:
46R 83G 13B
WEB: 339900

T-REX Purple
PANTONE® 527C
Process:
80C 95M 0Y 0K
RGB:
30R 15G 59B
WEB: 660099

Contact Information

While this document offers the basics regarding the proper and improper usage of the Transportation Expansion Project logo and brand identity elements, it may not answer all your questions or concerns. Please contact us directly for personal assistance or to obtain digital logo files or printed graphics. Digital files are available in various versions and formats. You may also obtain graphics on our Web site at **www.trexproject.com**. Or contact the T-REX Public Information Office and ask for Toni Gatzen at 303-820-5277 or Amy Ford at 303-820-5236.

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