brand and style guidelines
Logo use

Main logo

When using the logo, it should be surrounded with clear space to ensure its visibility and impact. The m may be used as a guide for clear space measurement and setting document margins. Logo size and margins may be proportionally increased or decreased.

Logo family

Primary

Secondary

Always use the full color logos as provided in the original artwork files.

Use the black or white logos if the logo clashes with the background.
### Logo use

Consistent and correct use of the Marin Transit logo communicates dependability, consistency and strength in service, all important qualities for a transit provider.

**Do**

- Always use the correct color combination.
- Always use the correct color scheme.
- Always use the correct color.
- Always use the correct logo.

**Don’t**

- Never alternate the colors of the logo.
- Never change the color of the logo.
- Never use the logo on a background that inhibits legibility.
- Never use an outdated logo design.

When in doubt, don’t!

Here are some examples of misuse of our logo. These and any other alterations should be avoided at all times.
Marin Transit

**Marin Access logo**

---

**Main logo**

Always use the full color logos as provided in the original artwork files.

---

**Clear space**

When using the logo, it should be surrounded with clear space to ensure its visibility and impact.

The **m** may be used as a guide for clear space measurement and setting document margins. Logo size and margins may be proportionally increased or decreased.

---

**Logo family**

**Primary**

Use the black or white logos if the logo clashes with the background.

**Secondary**

Always use the full color logos as provided in the original artwork files.
How a person with Protanopia-type color blindness sees the color.

### Primary colors

- **MARIN TRANSIT GREEN**
  - PMS: 361C
  - CMYK: 76, 4, 100, 0
  - HEX: 3CAE49

- **MARIN TRANSIT LIME GREEN**
  - CMYK: 382C
  - CMY: 30, 1, 100, 0
  - HEX: C2D500

- **BLACK**
  - CMYK: 0, 0, 0, 100
  - CMY: 0, 0, 0
  - HEX: 000000

- **WHITE**
  - CMYK: 0, 0, 0, 0
  - CMY: 0, 0, 0
  - HEX: FFFFFF

### Secondary colors

- **SKY BLUE**
  - CMYK: 88, 0, 11, 0
  - CMY: 00B3DC

- **BLUE**
  - CMYK: 100, 30, 0, 0
  - CMY: 0089CF

- **INDIGO**
  - CMYK: 71, 59, 0, 8
  - CMY: 5566A8

- **GOLD**
  - CMYK: 0, 25, 100, 10
  - CMY: E6B00F

- **ORANGE**
  - CMYK: 0, 63, 100, 0
  - CMY: F47D20

- **PINK**
  - CMYK: 13, 100, 0.5
  - CMY: C70B85

- **PURPLE**
  - CMYK: 60, 100, 0
  - CMY: 812990

- **RED**
  - CMYK: 10, 100, 80
  - CMY: DA1F3D
Source Sans Pro is Adobe’s first open source typeface family, intended to work well in user interfaces. For non-Adobe users, Source Sans Pro is available for free download on Google Fonts.