



Roaring Fork Transportation Authority
IDENTITY GUIDELINES

the building blocks for brand consistency

BRAND AS OUR KEY ASSET

THE RFTA BRAND

As the sole provider of public transportation in the Roaring Fork Valley and outlying areas, we have a profound responsibility in our community. At RFTA our mission is to provide easily accessible service to our riders and to ensure the utmost level of safety, reliability and convenience to residents and visitors of the Roaring Fork Valley. Our service is the baseline of what we do...connecting our region with transit and trails. As we continue to expand service and influence the flow of traffic on the Highway 82 corridor, attracting new riders and building upon our loyal ridership are essential. The RFTA brand must clearly express our mission—to provide excellent service, a green alternative and a consistent on-time record—for those who rely on public transportation in the Roaring Fork Valley and the I-70 corridor. This document outlines RFTA's unified communications strategy and brand identity guidelines that will be used throughout our organization. This guide is a resource to advance the awareness of RFTA, the Valley's greatest transit resource.

Roaring Fork Transportation Authority

BRANDING OVERVIEW 4-5

CORE BRAND- RFTA

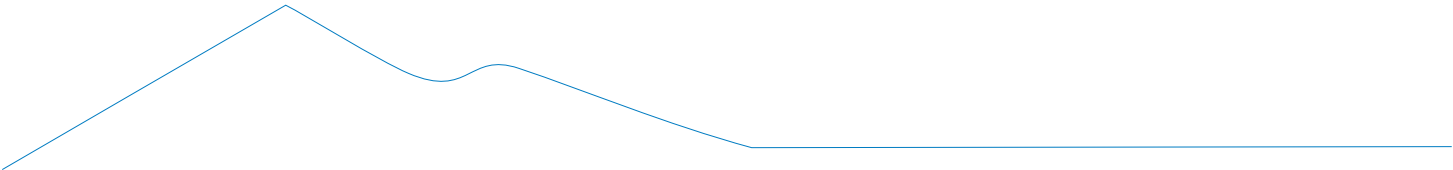
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Why does RFTA need brand guidelines?

CONSISTENCY = SUCCESS

This is more than a list of rules about how to use the logo. This is a guide that will help bring the RFTA brand to life. Our brand is a reflection of our culture and personality. It encompasses the entire experience a person has with our organization. The look and feel of our communications — our brand identity — affects how our brand is conveyed and perceived. Our name, the decals and paint on a bus, the expression in our ads, and the many other elements that make up our brand identity have been designed to visually convey the reliability of service, commitment to the community and the flexibility we deliver to every customer.

Our brand becomes an asset when we clearly communicate who we are

BRAND MISSION

Provide the Roaring Fork Valley and the 1-70 corridor with excellent, reliable and easily accessible transportation service.

BRAND PROMISE

At RFTA we provide locals and visitors a convenient and friendly connection to all of our communities superior destinations.

BRAND POSITIONING

RFTA is the best choice for those who value safety, reliability and an efficient greener mode of transportation.

BRAND CHARACTER

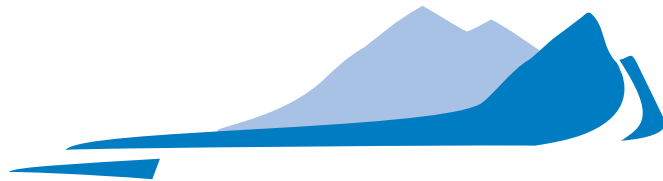
RFTA is Friendly, Indigenous, Local, Hard-working, Practical and Reliable

BRAND ASPIRATION

RFTA strives to constantly improve our on-time record and value of service to our ridership by seeking more efficient technologies, green alternatives and ongoing transparent evaluation of our operating systems.

Our Service mark:

The pieces that make the whole



SPEED TRAIL

"movement" element connotes efficient transportation

ROAD/TRAIL ICON

connecting the area with roads and trails

VALLEY & MOUNTAINS ICON

clearly establishes RFTA as a Valley "local"

RFTASM

WORD MARK

Clear-bold lettering indicates reliable, confident, hard-working, choice of blue reflects the municipal nature of the organization

Roaring Fork Transportation Authority

DESCRIPTOR

In instances where the logo is used without the context of assumed awareness the descriptor may be necessary.

Treatment of the logo



icons / Pantone 285 + 60% 285

wordmark / Pantone 289

Identification line / Pantone 289



Logo safe area

There should always be at least the distance of one "R" around the logo.

Use the "R" in the RFTA wordmark as a measurement tool



Logo proportions

The height of the mountain icon is the exact height of the "R" in the RFTA wordmark

The height of the identification line is one third the height of one "R"

Do not:

stretch or skew the logo



place the logo on a busy background

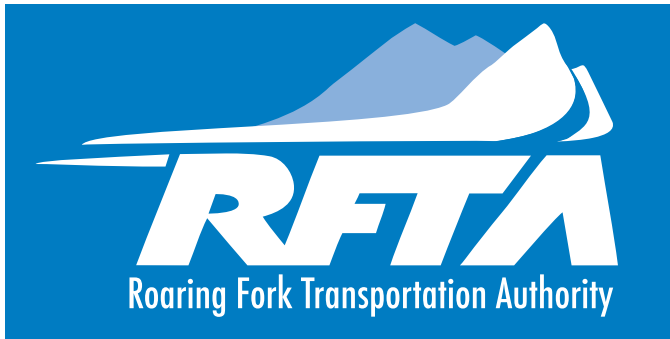


change the colors of the logo- it should always be RFTA signature blue, black/gray scale or white





GRAYSSCALE



REVERSED FROM COLOR-

The logo can be reversed from RFTA signature colors. 2nd mountain of logomark is at 60%

the visual width to height ratio is 2:1



REVERSED FROM BLACK / GRAYSSCALE

The logo can be reversed from black. 2nd mountain of logomark is at 60%



ONE COLOR TREATMENT

for use in embroidery and color restricted applications. The two-tone or grayscale option is preferred whenever possible.

The Roaring Fork Transportation Authority name:

When not used in context of the logo the full name of the organization shall be spelled out in Futura Condensed. This is the preferred method for maps and signage that integrates varying services/VelociRFTA and RFTA.

Roaring Fork Transportation Authority

The shortened acronym RFTA can be used as a text treatment in the context of advertising or editorial content. The Logomark and signature can be used without the identification line if the full name is used within the context of the visual area.



————— logomark

————— signature

————— Identification line



The logomark and signature can be used without the identification line as long as the ID line is used somewhere within the context of the visual area.



The solo signature should never be used except in the context of sub brands i.e. VelociRFTA or the parks/trails logo- the full identification line may be used in the context of the sub brand logo.

RFTA CORE



PANTONE 285

R	0
G	114
B	207
C	89
M	52
Y	0
K	0

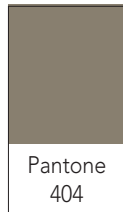
HEX 0072cf



PANTONE 289

R	0
G	33
B	68
C	100
M	84
Y	42
K	50

HEX 002144



PANTONE 404

R	119
G	111
B	103
C	52
M	48
Y	55
K	17

HEX 776f67



RICH BLACK

R	5
G	0
B	0
C	50
M	50
Y	50
K	100

HEX 050000



PANTONE 285

R	167
G	194
B	229
C	33
M	16
Y	0
K	0

HEX A7C2E5



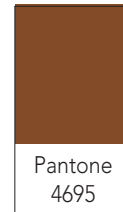
SUPPORT PALETTE



PANTONE RUBINE RED

R	209
G	0
B	93
C	14
M	100
Y	42
K	1

HEX d1005d



PANTONE 4695

R	84
G	45
B	36
C	43
M	75
Y	75
K	57

HEX 542d24



PANTONE 716

R	240
G	123
B	5
C	2
M	63
Y	100
K	0

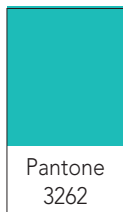
HEX f07b05



PANTONE 129

R	245
G	207
B	71
C	4
M	16
Y	84
K	0

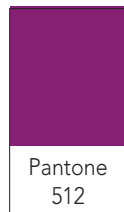
HEX f5cf47



PANTONE 3262

R	0
G	190
B	183
C	87
M	0
Y	39
K	0

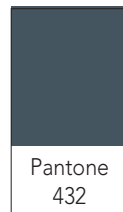
HEX 00beb7



PANTONE 512

R	120
G	37
B	111
C	60
M	100
Y	24
K	9

HEX 78256f

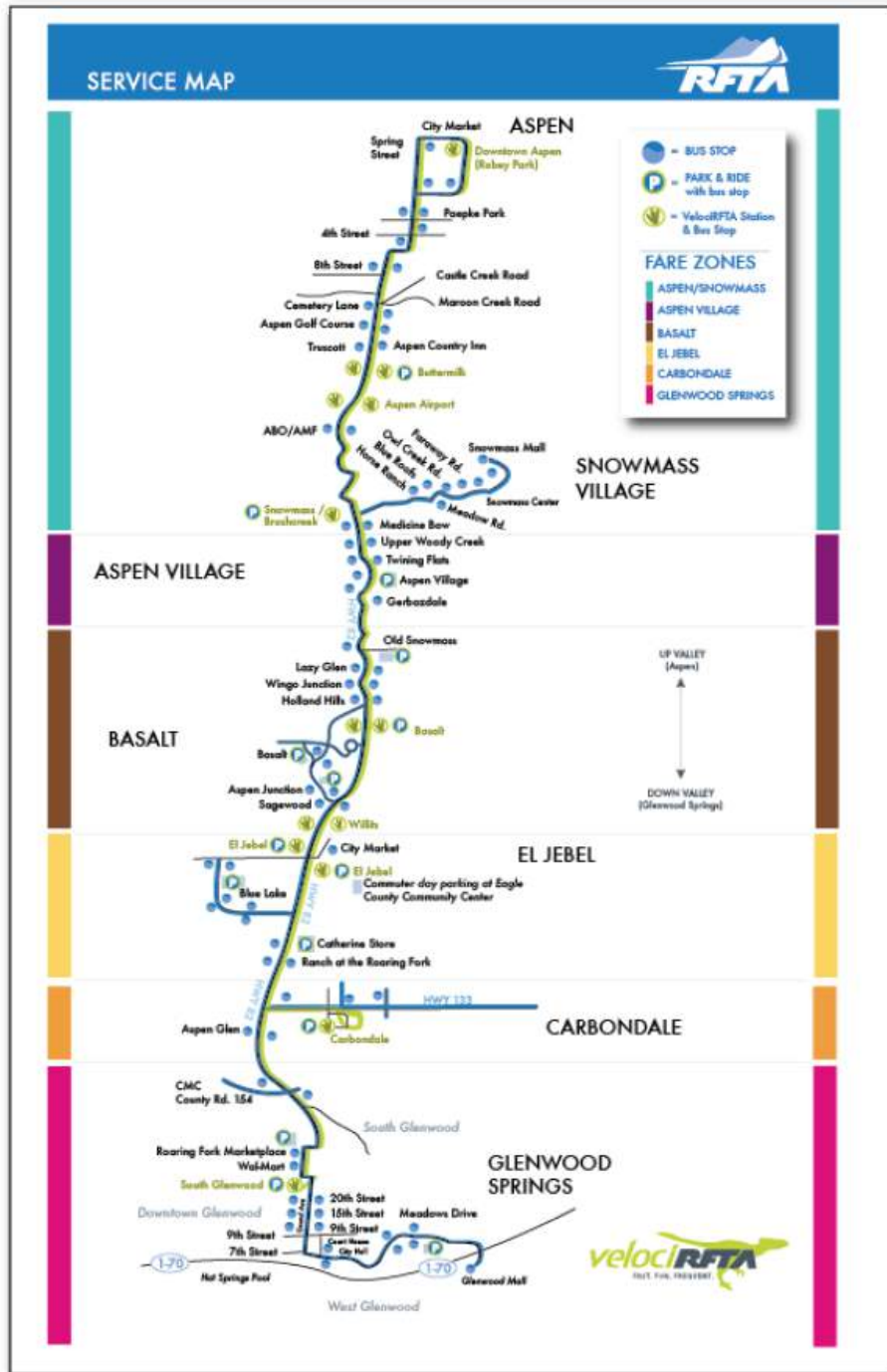


PANTONE 432

R	54
G	66
B	74
C	77
M	63
Y	53
K	41

HEX 36424a

CMYK COLORS ARE BASED ON A COATED OR MATTE FINISH SHEET



The RFTA colors and support palette can be used as brand colors on all communications pieces. The support palette can also be used to identify specific services or routes. The primary brand colors should be used for headers and as the focal part of the design and the support palette can be used as accents.

FUTURA
MEDIUM,
CONDENSED, FINE
(condensed should only be
used as the identifier in logo)
Headlines,
Subheads and
Body Copy
(paragraphs/
content text);
Mix and Match
with Garamond

FUTURA, ALL CAPS HEADERS AND SUBS
FUTURA CONDENSED, ALL CAPS HEADERS AND SUBS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

FUTURA, BODY COPY

AaBbCcDdEeFfGgHhIijjKklLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

ADOBE
GARAMOND
PREMIER PRO

Headlines,
Subheads and
Body Copy
(paragraphs/
content text);

Mix and Match
With Garamond*

Garamond Headers and body copy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

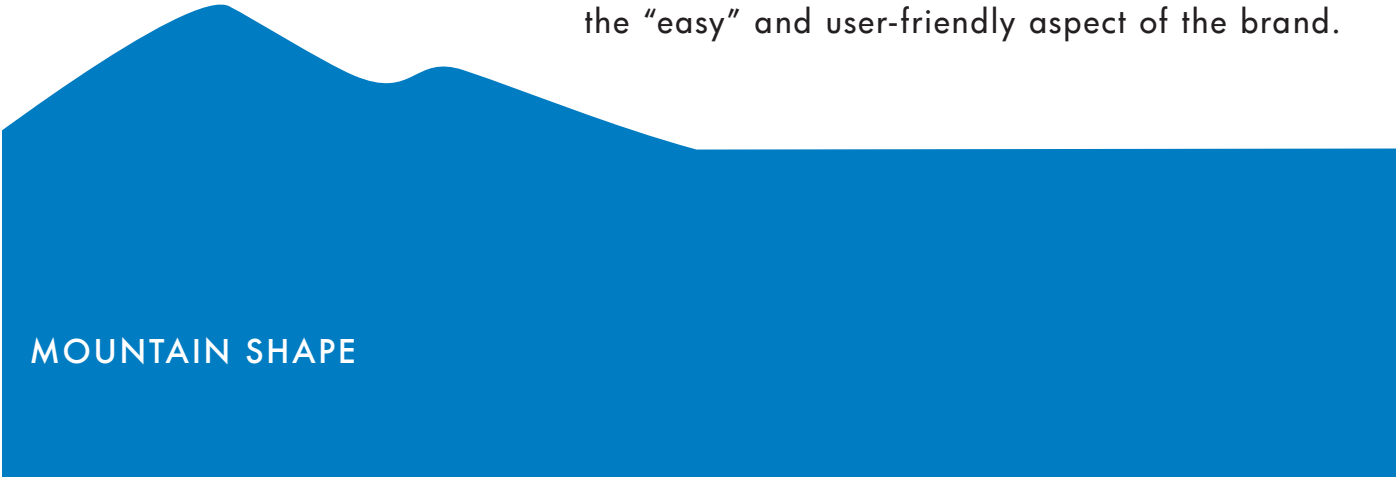
S U B H E A D S

Garamond Pro, All Caps, kerned at 350

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

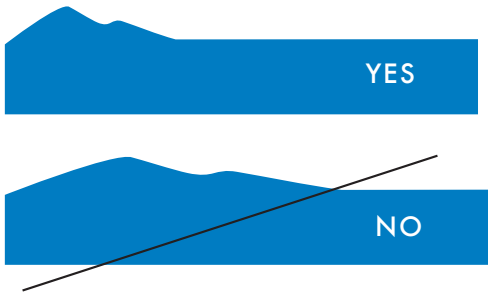
*Depending on the look and feel of the communications piece, Garamond and Futura can be used for type treatment at the discretion of the creative manager. For posters, signage, maps and service schedules, Futura should be used to keep pieces simple and easy to navigate for the user. For pieces that involve a lot of editorial Garamond should be used for body copy/content, while Futura may be used for sub heads and headers. See the following pages with examples for various type treatment options.

The icons can be used as accent or focal treatment for all communications. They are also used for wayfinding throughout the system. Their simple treatment reinforces the “easy” and user-friendly aspect of the brand.



MOUNTAIN SHAPE

The mountain shape should not be stretched. If the content area is wide the horizon line may be expanded up to 5 times the width of mountain shape. The icons themselves should not be stretched or skewed



ON TIME-FREQUENT



RAPID TRANSIT



MOTION



BIKE FRIENDLY



BUS STOP



DON'T DRIVE TAKE THE BUS!



TIME



GREEN - CONSERVE



PARKING

The icons can be used with type or without

SPEED STREAKS



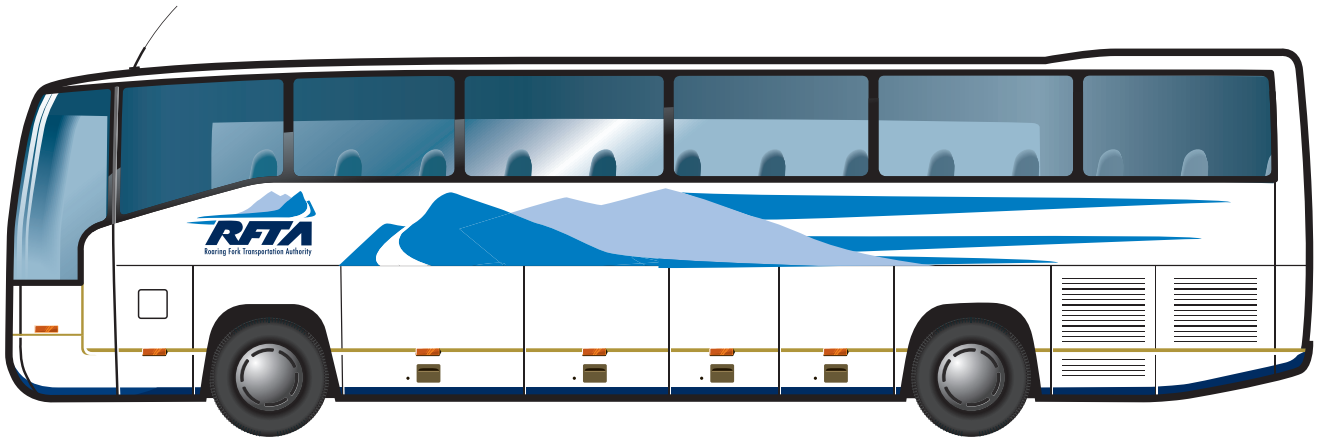
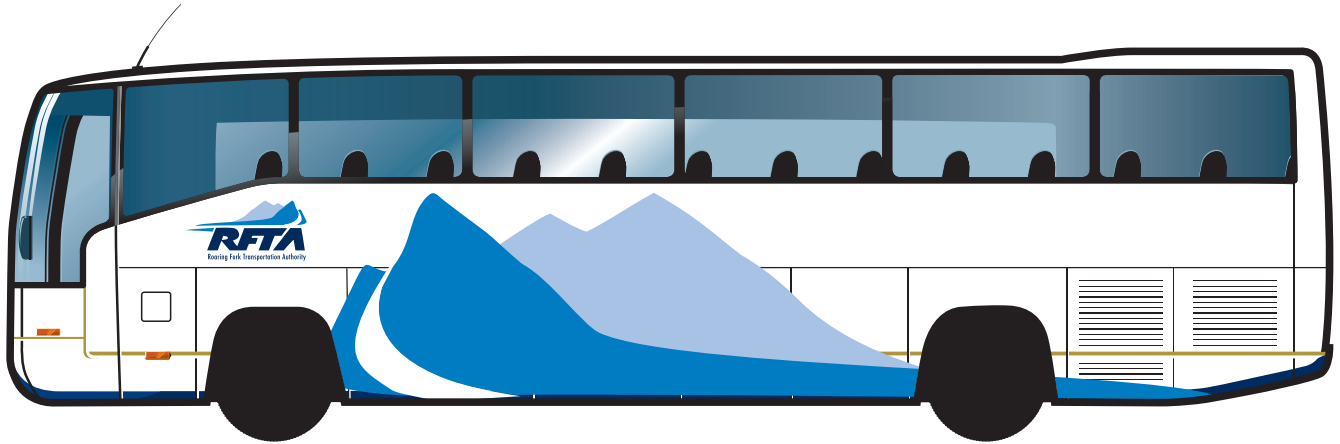
CONTENT ICON

REVERSE LOGO

PHOTO TREATMENT
(ALWAYS SMALLER THAN ICON HEADER)

The poster features a blue header with a white bicycle icon inside a circle. To the left of the icon, the text 'BIKE TO WORK DAY' is written vertically. To the right, the year '2010' is displayed. Below the header is a dark blue horizontal band containing the RFTA logo and the text 'JUNE 23rd - PEDAL YOUR WAY TO WORK!'. The main body of the poster is white and contains a photograph of Bruce Christensen, Mayor of Glenwood Springs, wearing a bright green cycling jacket. To the right of the photo, there is text describing the event: 'Come to one of the following bike stations for snacks, give-a-aways and a drawing for prizes that include a Dine Around Town packages from our local communities!'. Below this, the locations and times for the bike stations are listed: GLENWOOD SPRINGS (7:00am-10:00am, Centennial Park on 9th and Grand), BASALT (8:30am to 9:30am, Willits Trail on Willits Lane by the boat ramp), ASPEN (7:00am to 10:00am at Paepke Park), and CARBONDALE (10:00am-3:00pm, Farmer's Market Downtown). At the bottom of the poster, there are three empty rectangular boxes for co-sponsor logos and contact information: 'For more information please call 925-8484. Para información en Español favor de llamar al (970) 384-4950.'

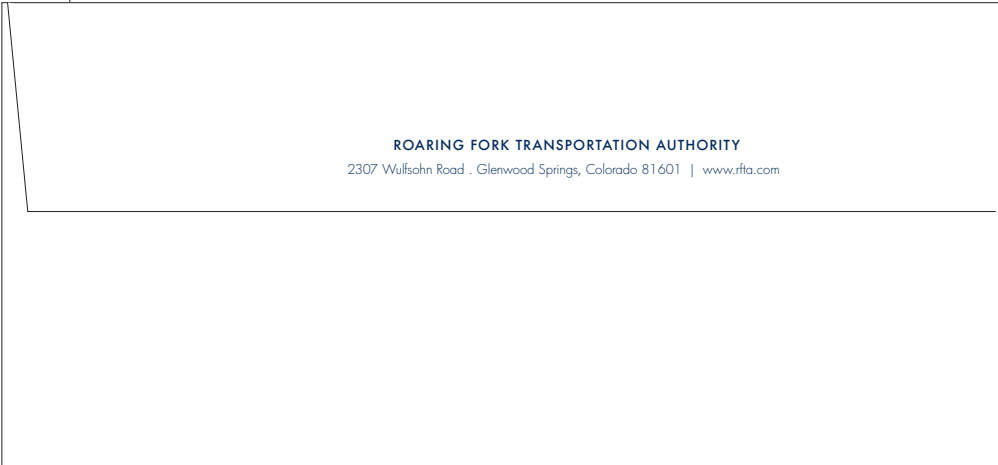
CO-SPONSOR LOGOS





 **DAWN MULLALLY CHASE**
Marketing & Creative Manager
Web Development

ROARING FORK TRANSPORTATION AUTHORITY
2307 Wulfsohn Road . Glenwood Springs, Colorado 81601
970.384.4985 phone | 970.945.7386 fax | www.rfta.com



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970.384.4985 phone | 970.945.7386 fax | www.rfta.com

RFTA'S VISION



"By 2017, our region will significantly reduce dependence on oil through a resource efficient, climate friendly, multimodal transportation system with a regional express line unimpeded by traffic and weather, competitive with the private vehicle in terms of convenience, travel time and quality."



BUS RAPID TRANSIT (BRT)



RFTA'S BRAND ASPIRATION



ON-TIME, EASY, FAST, CONVENIENT, FUN

RELIABLE, HARD-WORKING, MUNICIPAL, LOYAL, LOCAL





The RFTA Brand and Bus Rapid Transit

RFTA's vision of providing more public transportation choices in the Roaring Fork Valley and I-70 corridor is a sustainable solution for traffic relief and an eco-friendly alternative to car travel. As the RFTA brand increases visibility, a new line of service, referred to as bus rapid transit, addresses the aspirations consistently voiced among RFTA personnel and the public. The affect of this new service is a new "child" brand that meets these aspirations directly and gives RFTA an additional face in the Roaring Fork Valley.

The following guidelines distinguish this new service from the rest. Our goal is to make it easy for passengers to quickly identify VelociRFTA while maintaining the integrity of the RFTA parent brand. Through color, logo, brand styling and communications, this new line of bus service will clearly communicate the advancements and alternative to traditional RFTA services, but will also leverage the equity of "trust" current riders have come to expect from RFTA.

The RFTA vision hatched our child brand “VelociRFTA”. An addition to our service offering that addresses our communities’ needs and the RFTA family’s hope for the future.



**THE VELOCIRFTA SERVICE
ASPIRES TO BE:**

ON-TIME, EASY, FAST, ECO-FRIENDLY
CONVENIENT, FUN
A TRUE COMMUNITY ASSET

WHY A DINOSAUR?



The velociraptor was the fastest land animal
...and so is the VelociRaftor!

Dinosaurs appeal to the next generation
of "choice" riders

Snowflakes and mountains are expected and blend into the
landscape, the VelociRaftor stands out as a new kind of
"local" in the home of
unique and irreverant characters

A character personifies the nature of our
service and puts RFTA into the "2nd person"...
"He is..."

intuitive and green by nature
fast and determined
arguably cute and friendly
fun to be around- fun to ride
a likely hatchling of the folks at RFTA



PARENT BRAND



BRAND CHARACTERISTICS

PRACTICAL, HARD-WORKING, RELIABLE

PERSONALITY:

FRIENDLY, LOYAL, A TRUE "LOCAL"

THE CORE CHARACTERISTICS OF THE RFTA BRAND
MUST ALWAYS COME FIRST

Ask yourself...

Is this practical? Is this approachable and friendly?
Does this address the context of RFTA as a "local"
in our community?

CHILD BRAND



THE CORE CHARACTERISTICS OF "CHILD"
ARE SECONDARY,
BUT ALSO IMPORTANT AS THEY REFLECT RFTA'S
ASPIRATIONS AND EVOLUTION

Ask yourself...

Is this a natural addition to the RFTA brand?
Does this appear efficient and eco-friendly?
Is this fun and whimsical within the context of RFTA's
known hard-working reliability? Is this simple,
streamlined and user-friendly?



LOGOMARK (Raftor)

FAST. FUN. FREQUENT.

TAGLINE

WORDMARK



5"

1.5"

width to height ratio is 3.3:1



MIX REVERSE ON MEDIUM COLOR



REVERSE FROM BLACK
Raftor is at 50% black



GRAYSCALE
Raftor is at 40% black

*veloci***RFTA**

WORDMARK

(treatment of logo when used in context of other RFTA services without logomark)

VelociRFTA

REFERENCE CONTEXT

In Print the name is spelled out as one word with an uppercase V and all uppercase RFTA



1" minimum scale

ICON ALONE

always must be used in the context of full logo in range of sight/applicable to signage and other large format graphics. Should not used as a bullet.



Pantone
432

PANTONE
432

R 54
G 66
B 74

C 77
M 63
Y 53
K 41

HEX 36424a



Pantone
390

PANTONE
390

R 181
G 191
B 0

C 35
M 11
Y 100
K 0

HEX b5bf00



SUPPORT PALETTE



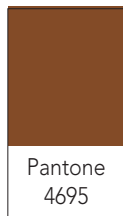
Pantone
Rubine Red

PANTONE
RUBINE RED

R 209
G 0
B 93

C 14
M 100
Y 42
K 1

HEX d1005d



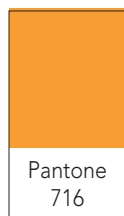
Pantone
4695

PANTONE
4695

R 84
G 45
B 36

C 43
M 75
Y 75
K 57

HEX 542d24



Pantone
716

PANTONE
716

R 240
G 123
B 5

C 2
M 63
Y 100
K 0

HEX f07b05



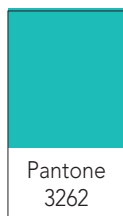
Pantone
129

PANTONE
129

R 245
G 207
B 71

C 4
M 16
Y 84
K 0

HEX f5cf47



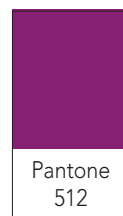
Pantone
3262

PANTONE
3262

R 0
G 190
B 183
C 87

M 0
Y 39
K 0

HEX 00beb7



Pantone
512

PANTONE
512

R 120
G 37
B 111

C 60
M 100
Y 24
K 9

HEX 78256f



Pantone
391

PANTONE
391

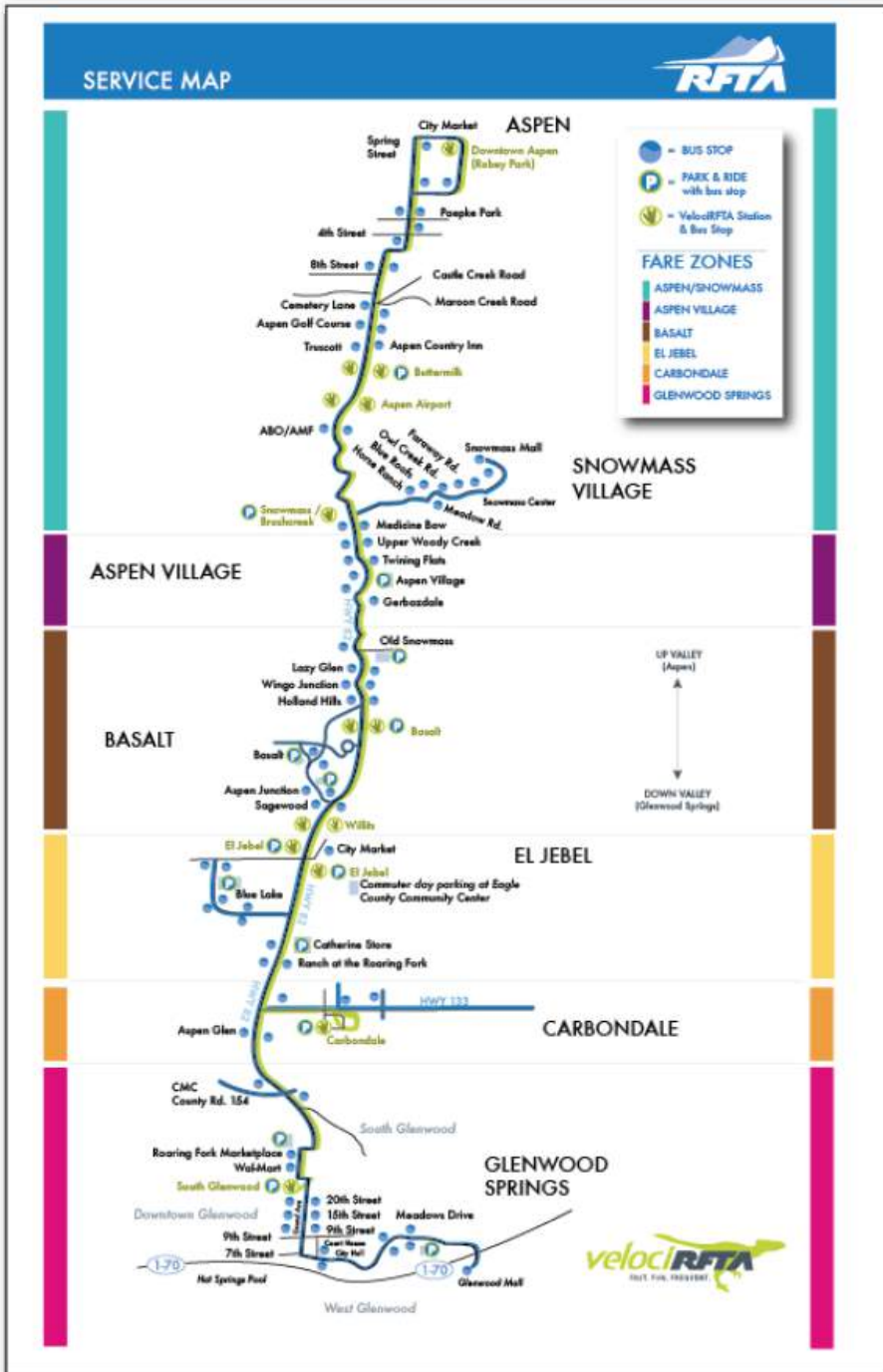
R 156
G 154
B 0

C 43
M 28
Y 100
K 4

HEX 9c9a00

CMYK COLORS ARE BASED ON A COATED OR MATTE FINISH SHEET

SEE ENCLOSED SAMPLES FOR USE OF COLOR TREATMENTS



The RFTA colors and support palette can be used as brand colors on all communications pieces. The support palette can also be used to identify specific services or routes. The primary brand colors should be used for headers and as the focal part of the design and the support palette can be used as accents.

To keep all RFTA brand communications consistent - the same fonts should be used for all subbrands, outside of the logo/signature wordmark and tagline

FUTURA
MEDIUM,
CONDENSED, FINE
(condensed should only be used as the identifier in logo)

Headlines,
Subheads and
Body Copy
(paragraphs/
content text)

Mix and Match
with Garamond

ADOBE
GARAMOND
PREMIER PRO

Headlines,
Subheads and
Body Copy
(paragraphs/
content text)

Mix and Match
With Garamond*

FUTURA, ALL CAPS HEADERS AND SUBS

FUTURA CONDENSED, ALL CAPS HEADERS AND SUBS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

FUTURA, BODY COPY

AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Garamond Headers and body copy

AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

S U B H E A D S

Garamond Pro, All Caps, kerned at 350

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

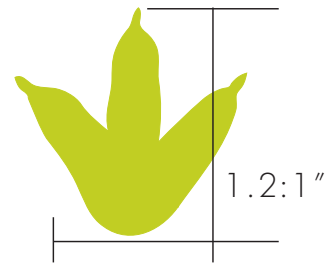
*Depending on the look and feel of the communications piece, Garamond and Futura can be used for type treatment at the discretion of the creative manager. For posters, signage, maps and service schedules, Futura should be used to keep pieces simple and easy to navigate for the user. For pieces that involve a lot of editorial Garamond should be used for body copy/content, while Futura may be used for sub heads and headers. See the following pages with examples for various type treatment options.

BRAND ICONS AND SUPPORT ELEMENTS

The Raftor prints are used as an accent design element and also can be used as a wayfinding tool. They reinforce the “fun” element of the brand. They can be used in various configurations but must always have 2 together to insinuate “tracks”- unless in the circle icon application.



RAFTOR PRINTS



The icons can be used as accent or focal treatment for all communications. They are also used for wayfinding throughout the system. Their simple treatment reinforces the “easy” and user-friendly aspect of the brand.

The icons do not need to have words with them, they can be used as symbols alone.



ON TIME-FREQUENT



RAPID TRANSIT



RAFTOR PRINT



BIKE FRIENDLY



BUS STOP



DON'T DRIVE
TAKE THE BUS!



TIME



GREEN - CONSERVE



PARKING

REDUCE YOUR CARBON FOOTPRINT



Bere mosandio vent. Offic tempero voluptiis di sam am audae nectiusam sedit, nus, vo tempero voluptiis



Ecum quiatem soloreri od ma culpa nimaximodis ut estis ea nate suntias doles exped quatur, tet, sum nonsequos con cumquae ssincip iendus es eum quibus. Aximet volectas illorum voluptati rescim doles intio mod quiae pos dolorerferum dellore eum atecae. Nonserferem sin re por simaxime volupta tiorion pos sequistianti officim invendi test, nihit lacerem eat Ecum quiatem soloreri od ma culpa nimaximodis ut estis ea nate suntias doles exped quatur, tet, sum nonsequos con cumquae ssincip iendus liquatem doluptate dolore vendam, qui sequae sae poreicias et ma di temposandi recea volupti totate commo et, tempor aut volorum volupta spient volorestias et ipit, corem siminum endunt mint.Eptatur, voluptiones

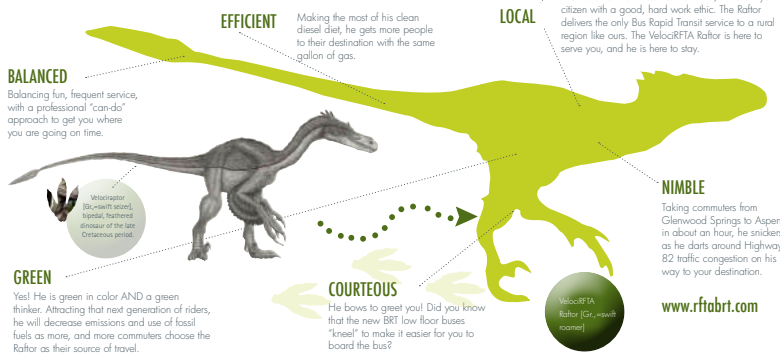


The VelociRFTA Raftor **velociRFTA**



(pronunciation)
və-lōs'ə-raf-tor

Distant relative of the Velociraptor from the Late Cretaceous period, this new creature is now discovered 75 million years later in the Roaring Fork Valley. This recent RFTA hatchling is here to service the region's need for efficient, rapid transit.



EFFICIENT
Making the most of his clean diesel diet, he gets more people to their destination with the same gallon of gas.

LOCAL
The Raftor is one of us. Born of RFTA, he is a loyal citizen with a good, hard work ethic. The Raftor delivers the only Bus Rapid Transit service to a rural region like ours. The VelociRFTA Raftor is here to serve you, and he is here to stay.

BALANCED
Balancing fun, frequent service, with a professional "can-do" approach to get you where you are going on time.

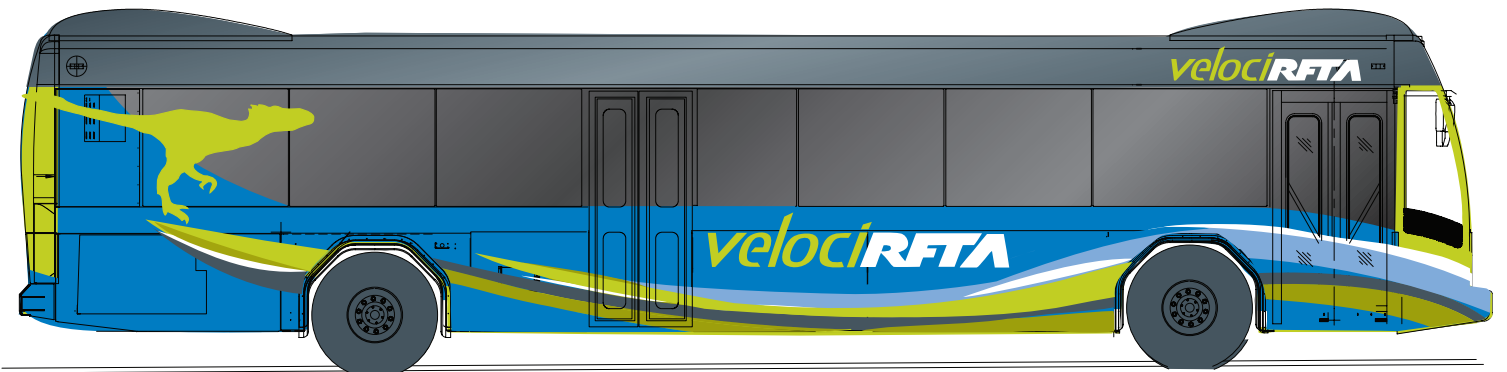
NIMBLE
Taking commuters from Glenwood Springs to Aspen in about an hour, he snickers as he darts around Highway 82 traffic congestion on his way to your destination.

GREEN
Yes! He is green in color AND a green thinker. Attracting that next generation of riders, he will decrease emissions and use of fossil fuels as more, and more commuters choose the Raftor as their source of travel.

COURTEOUS
He bows to greet you! Did you know that the new BRT low floor buses "kneel" to make it easier for you to board the bus?



www.rftabt.com





SIGN GUIDE FOR BRT VelociRFTA STATIONS

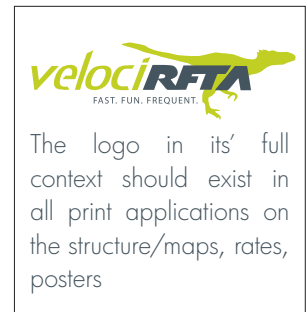
BRAND HIERARCHY - RFTA SIGNAGE IN CONTEXT OF VELOCIRFTA STATIONS

When the RFTA parent brand and the VelociRFTA brand are used together in close proximity the parent brand loses its logomark and only the RFTA wordmark is used.

1

RFTA

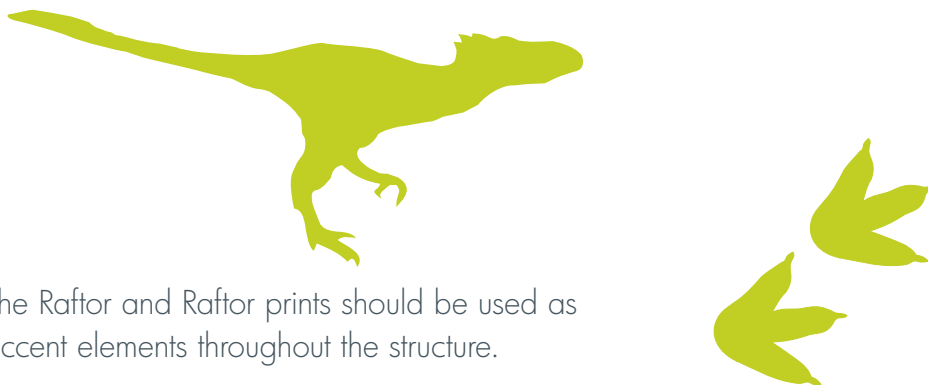
2



VelociRFTA with logo or wordmark alone are secondary. The wordmark can be used in place of the full logo in the event the letter height minimum is 6"

3 STATION NAME

4



The Raftor and Raftor prints should be used as accent elements throughout the structure.

The VelociRFTA stations will be multipurpose bus transit stations. These stations will serve the VelociRFTA route and most other RFTA services including connections/access to trails.

Each station will have common signage elements. The signage and information elements are for user convenience and comfort.

There will be four levels of information on each station. These are:

- 1. STATION IDENTIFICATION**
- 2. RIDER INFORMATION**
- 3. BRANDING ENHANCEMENTS**
- 4. STATION SUPPORT INFORMATION**

The following graphic illustrates the general station signage concept:



The next three sections address the signage needs at the VelociRFTA stations. When the final plans are produced these guidelines should be used with the selection of the final materials, placement, sizing, and other modifications required.

There is a hierarchy of identification for the VelociRFTA stations. Because each of these stations will also be RFTA stations, the RFTA brand identification should be the most prominent. These are all VelociRFTA stations and so the VelociRFTA name, which serves as the route identification shall be second in the hierarchy. The station name will be the third priority. The station name will appear in multiple locations.

RFTA NAME

Each shelter will have the agency name/logo of RFTA on the central column.



Figure 1

RFTA Name: Above all other service names, visually prominent, without logomark

SYSTEM NAME

The system name, VelociRFTA, shall be:

Prominent

Secondary to the RFTA Station Signage

Part of the station icon

Identify the station as a VelociRFTA station from all pedestrian directions



Figure 2

STATION NAMES

The station name will appear in multiple places on the shelter.

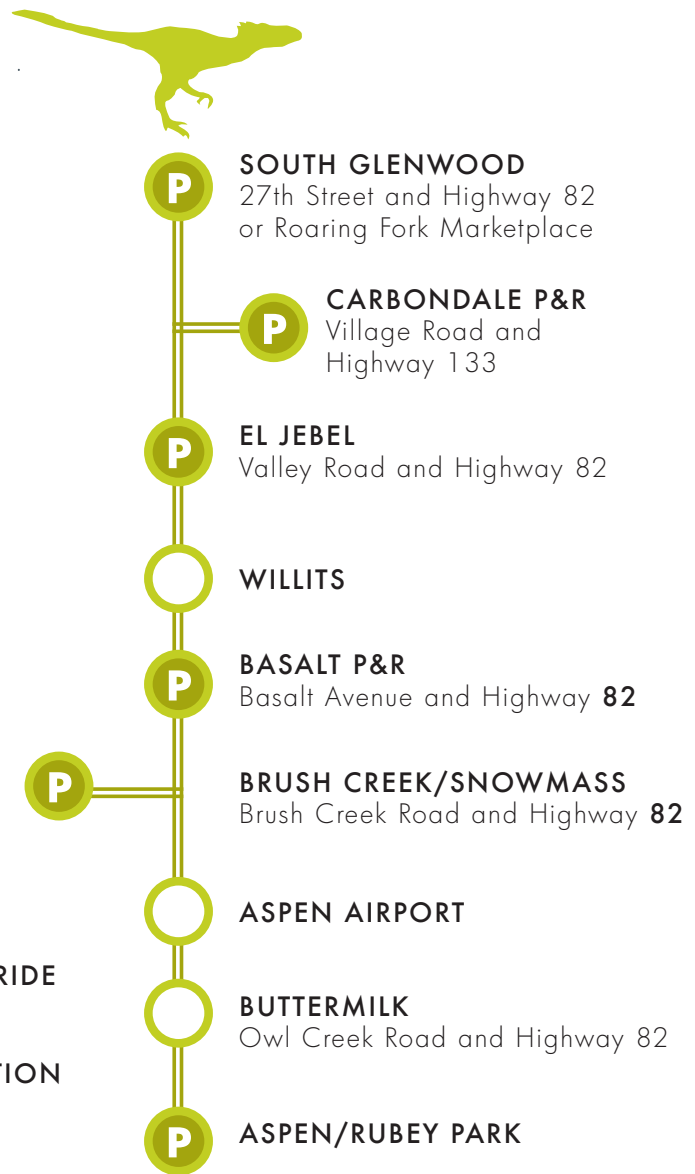
The station names are as follows:

- South Glenwood
- Carbondale P&R
- El Jebel
- Willits
- Basalt P&R
- Brush Creek/Snowmass
- Aspen Airport
- Buttermilk
- Aspen/Rubey Park

Here is a sample route map showing possible station names in use:

Future names should be:

- Place names
- Provide a sense of direction
- Be brief



STATION SPECIFIC SIGNAGE

The station name shall be:

- In upper location
- Prominent
- Secondary to VelociRFTA
- In areas for pedestrians to easily recognize
- Near the central icon element
- On the pedestrian and park and ride entrance of the shelter

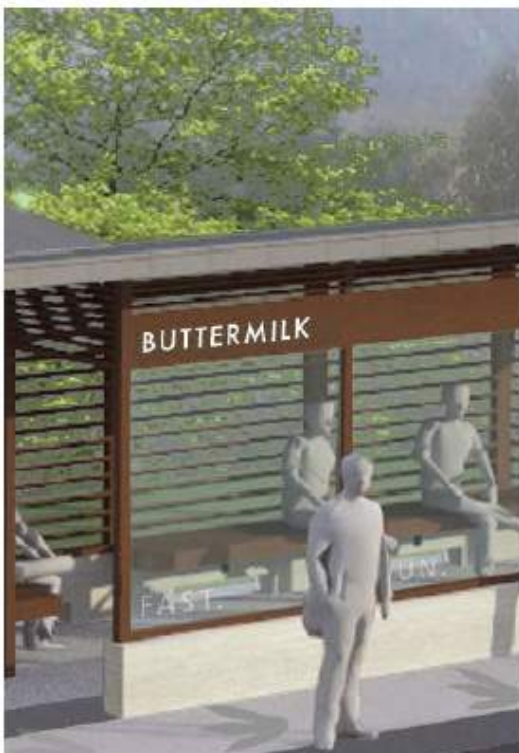


Figure 3

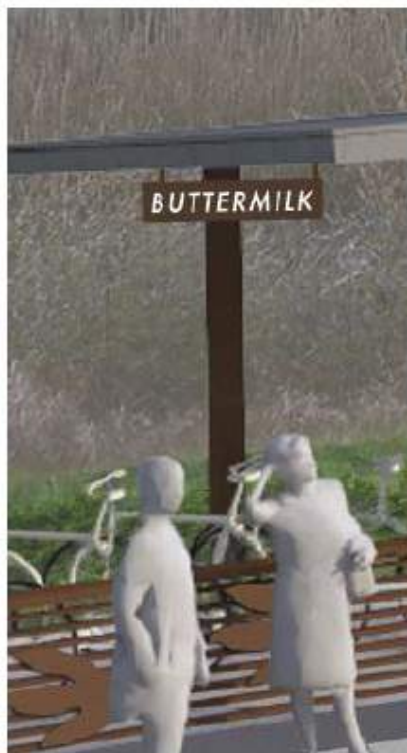


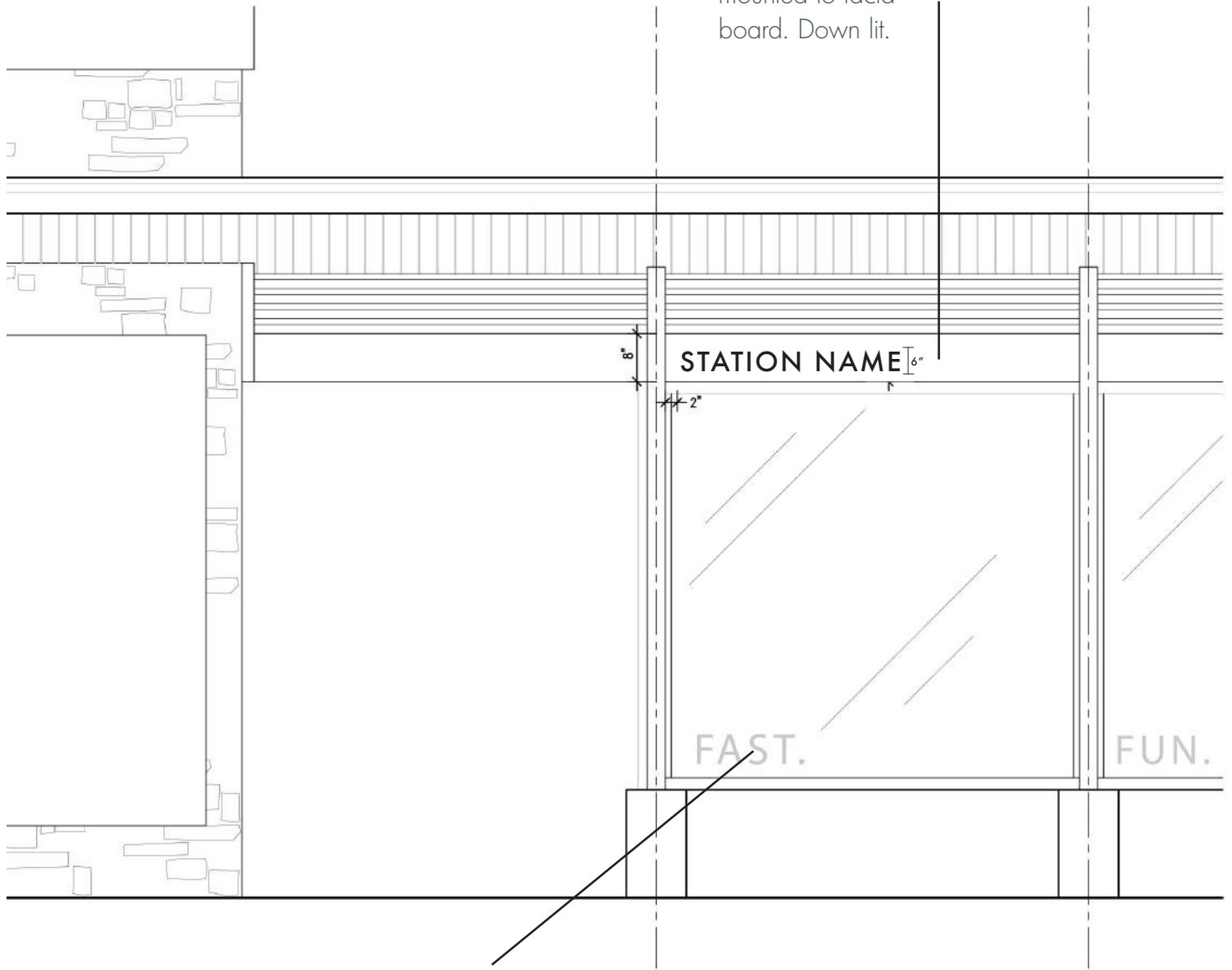
Figure 4



Figure 5

STATION FRONT DETAIL

Individual letters, pin mounted to fascia board. Down lit.



tagline words in vinyl simulating etched glass

REAL TIME SIGN

Each station will have a real time sign to indicate when the next VelociRFTA bus will be arriving. The sign will be located at the vehicle approach end of the shelter. The general recommendation is to locate the sign inside the waiting area to protect it from the weather. The real time sign will need to be enclosed to discourage tampering. An example of the preferred location is illustrated in Figure 6.

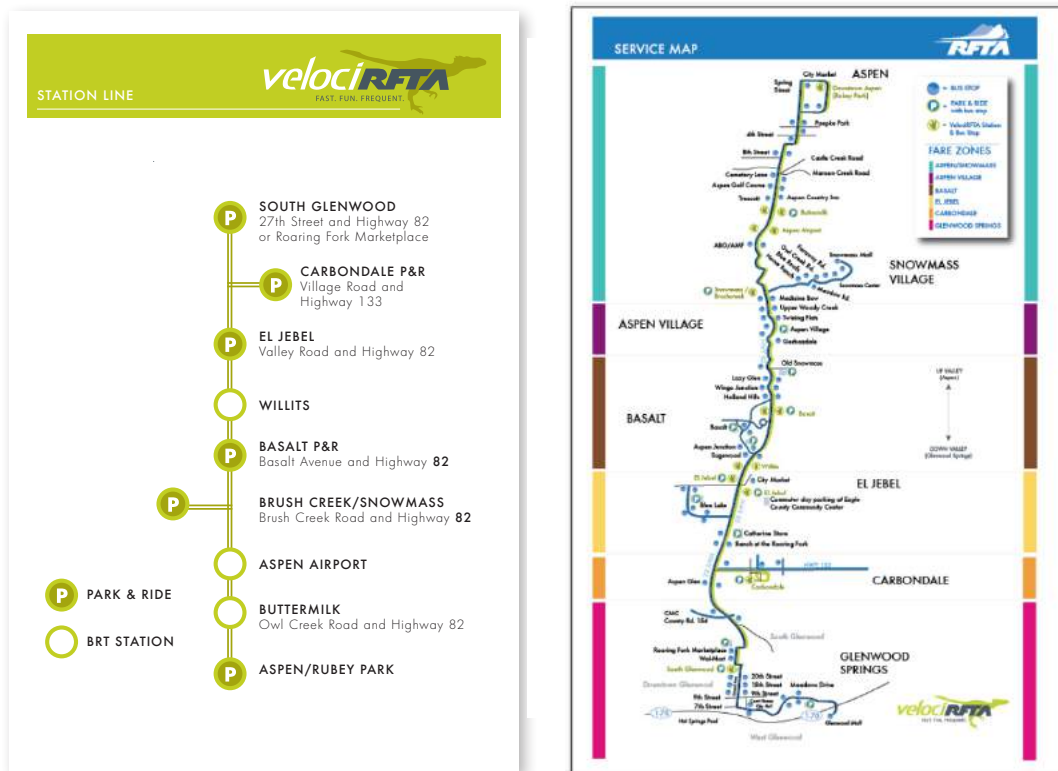


Figure 6

SERVICE INFORMATION

Each VelociRFTA station shall have service information. Each VelociRFTA station will also serve as a station for other RFTA routes: upvalley, downvalley, local, direct, etc. depending on the location. Each station will have a VelociRFTA route map, schedule and community service information. Service information should be located near the shelter entrance. Information shall be ADA compliant. Additionally the map shall incorporate the Rio Grande Trail to promote multi-modal use.

The following illustrations are examples of the types of service information to be displayed.



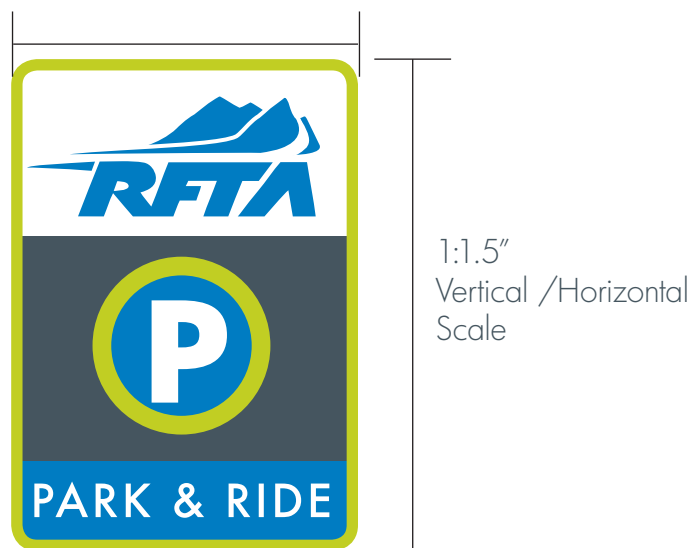
This information will allow a passenger clear direction to connect to other buses or the Rio Grande Trail. These cases will be down lit from the ceiling. Another option would be the combining of these elements into one case.

PARK AND RIDE IDENTIFICATION

The VelociRFTA route and station will have direct access to five park and ride lots. These park and ride locations are as follows:

- South Glenwood Springs
- Carbondale
- El Jebel
- Basalt
- Brush Creek/Snowmass

Each park and ride lot will be signed to indicate that the lot is a RFTA lot and for RFTA users. The sign will have these characteristics:



Depending on the stop it may be necessary to have more than one parking sign. Each sign should be posted near the lot itself to clarify that this is a parking location. The sign should have the blue "P" that people understand as a symbol for parking.

COMMUNITY INFORMATION

Each station will have an illuminated display case. It must meet ADA standards.

The VelociRFTA stations will not be an area to post public flyers or other community information at this time. RFTA does not have the maintenance staff to keep the information current. RFTA does not want the station to look unkept. Therefore the community information will be managed by RFTA within the context of the illuminated display which may feature:

- Local community features/pertinent announcements at the discretion of the RFTA Creative Manager
- Transit and trails history

SUSTAINABILITY INFORMATION

Where possible provide information about the sustainable features incorporated into RFTA service and bus ridership.

OTHER INFORMATION IF SPACE ALLOWS

Next to the ITS components will be signage like the above that will pertain to other elements of RFTA travel such as how to use the ticket vending machine, how to load a bike, how to load skis, specials we may have for Maroon Bells tours, etc.

EMERGENCY INFORMATION

An emergency phone will be available at each station. There will be a sign indicating numbers to call.

ADVERTISING

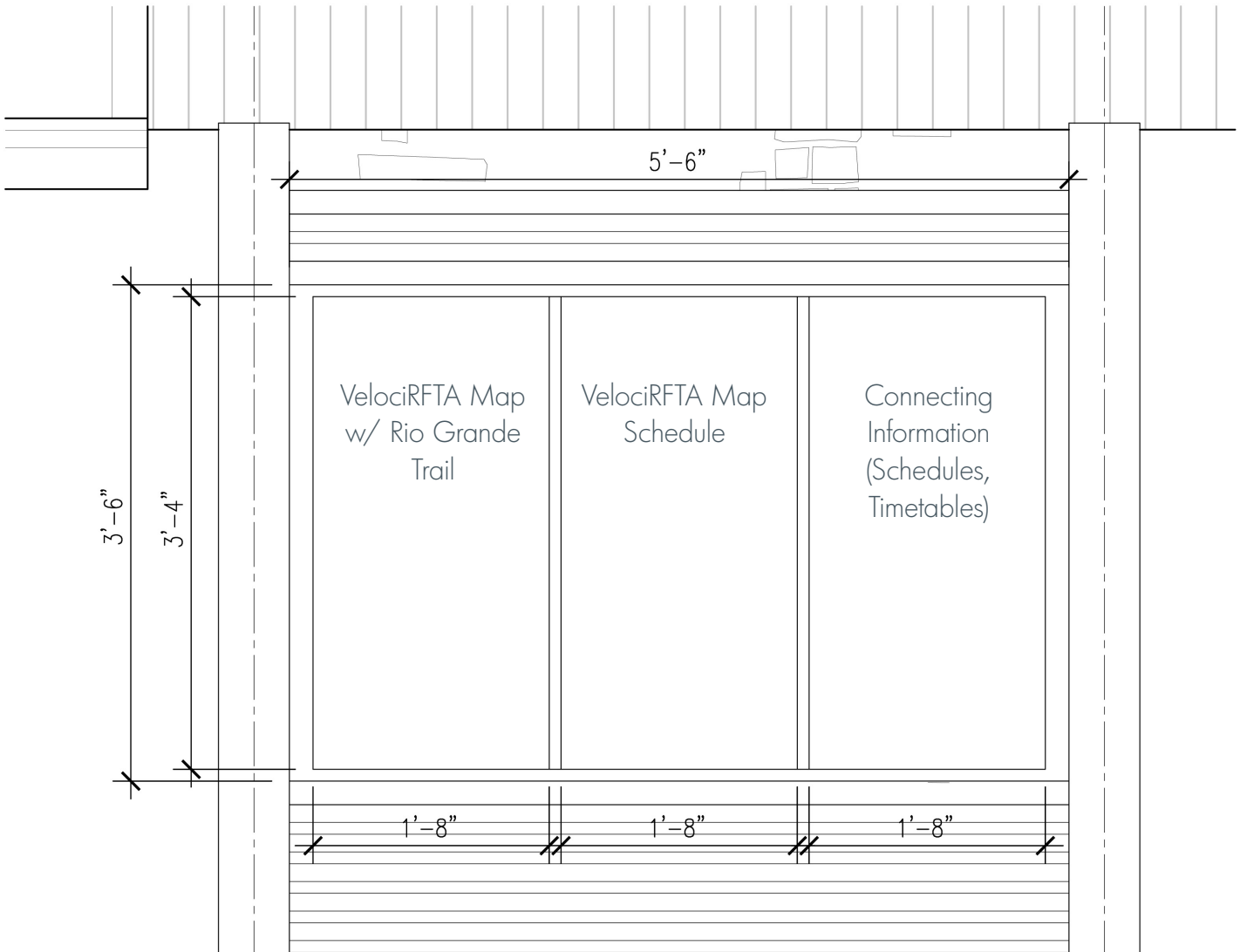
Due to a number of issues RFTA will not integrate advertising into the VelociRFTA stations at this time.

WAYFINDING

It is important that the user know exactly how to get from the Rio Grande Trail to the station and vice versa. Rio Grande Trail metal street signs with an arrow as well as similar signs for the VelociRFTA Station would assist in this purpose. The dinosaur footprints can be the fun part of this endeavor along with assisting the user to find the ticketing and mapping components.

LOCAL JURISDICTIONS

Local jurisdictions are encouraged to install wayfinding signs to direct users to the VelociRFTA stations.



All dimensions must be verified for ADA compliance.



BRANDING ENHANCEMENTS

VelociRFTA branding components will be comprised of the tagline: "Fast. Fun. Frequent." These words should appear somewhere in the station.



ETCHED TAGLINE DETAIL
FAST. FUN. FREQUENT

Figure 9

Additionally, the VelociRaftor footprints will be reflected somewhere in the station. They can be used in wayfinding or as an accent detail to the railings. They should not be oversized and should appear as a group. See inset for possible treatment. Their treatment can be used at the discretion of the architecture team with the approval based on the discretion of the RFTA Creative Manager.



RAFTOR PRINTS USED IN WAYFINDING
TREATMENT

DIE CUT STEEL RAFTOR PRINT SHAPES
MOUNTED TO RAILING

Figure 10



Thank you for reviewing these guidelines. We are here to support you in using the brand consistently and putting RFTA's best face forward!

For marketing support, questions and approvals please contact:

DAWN MULLALLY CHASE
Creative & Marketing Manager

2307 Wulfsohn Road
Glenwood Springs, CO 81601
970.384.4985 dchase@rfta.com