



GRAPHIC STANDARDS

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ABOUT VIA MOBILITY SERVICES

Via Mobility Services is a private 501(c)(3) nonprofit organization that provides clients with transportation and mobility options that enable them to live a more self-sufficient and independent life. We believe all people have a right to easily access the mobility options they need to enhance their independence and quality of life.

Via is positioned for the next decades of service with innovative programs and the necessary infrastructure to serve the growing populations of older adults, individuals with disabilities and others living with mobility limitations.

Via, formerly Special Transit, changed its name in 2012 to reflect the evolution of services provided by the organization and to create a more inviting and inclusive name.

OUR MISSION

Via's mission is to promote independence and self-sufficiency for people with limited mobility by providing caring, customer-focused transportation options.

OUR CORE BELIEFS

1. We believe all people are entitled to live as independently as possible within their life circumstances.
2. We believe freedom of movement is a basic human need in our society.
3. We believe everybody counts, regardless of age, health, disability, income or ethnicity and has a contribution to make to the community in which they live.

NAMING STANDARDS

Via is a Latin root word meaning “by way of”, “way”, or “road”, which is fundamentally what our organization provides, ‘the way from your point A to your point B’. Our name represents our values, symbolizing an inherent liveliness with an optimistic, energetic, and inclusive spirit.

BRAND NAME: VIA

Via should be on all community-facing promotional and marketing materials such as brochures, powerpoints, vehicle graphics, ads, the website, and also used in phone answering.



ORGANIZATION NAME: VIA MOBILITY SERVICES

Use the organization name on all business communication materials such as legal documents, grant applications, yellow and white page listings, and signage, letterhead, business cards, and envelopes.

Via Mobility Services
2855 N. 63rd Street
Boulder, Colorado 80301
TEL 303.447.2848
FAX 303.447.0686

TAGLINE: MOBILITY FOR LIFE

The tagline should be present as much as possible on community-facing promotional and marketing materials such as brochures, powerpoints, vehicle graphics, ads, and the website.

Mobility for Life



The Via logo is a key branding tool for this company. Proper use of the logo is essential for maintaining a clear and consistent brand. This guide will help assist you when using the logo in various applications.

RULES

- **Treat the logo as artwork, not as typography.** The master logo is Via's single most important visual identification, and it should be treated as a graphic icon. Do not re-create the logo. Use artwork provided.
- **Do not manipulate the logo in any way.** The visual elements of the logo, tagline, and signatures are specifically configured, with each element placed, sized, and rendered in precise relationship to the others to create a unique visual character. Therefore, the logo should not be altered in any way. This rule includes, but is not restricted to, type, rules, surrounding boxes, shadows, outlines, and embellishments on logo.

The following are the acceptable logos to be used in marketing pieces. The three-color PMS or CMYK option is the preferred format for print and silk-screen applications. Use this whenever possible. When printing on a dark background, the 3-color reverse option can be used. Use the white, one-color, and black options only when necessary.

PRIMARY LOGO

This is the main logo for Via and should be used whenever possible. Use this logo on white or light colored backgrounds only.

- PMS (3 SPOT COLORS)
- CMYK (4 COLOR PROCESS)
- RGB



LOGO COLOR VARIATIONS



3-COLOR REVERSE OPTION

Use this logo on dark background colors only. Via BLUE is the preferred background color.



ALL-WHITE REVERSE OPTION

This reverse logo may print on black or any color that is a value of 30% black or darker.



1-COLOR PMS OPTION

This logo should be used for one color jobs as an alternate to black and white. The background should be white or lighter than 30% Via BLUE.



BLACK OPTION

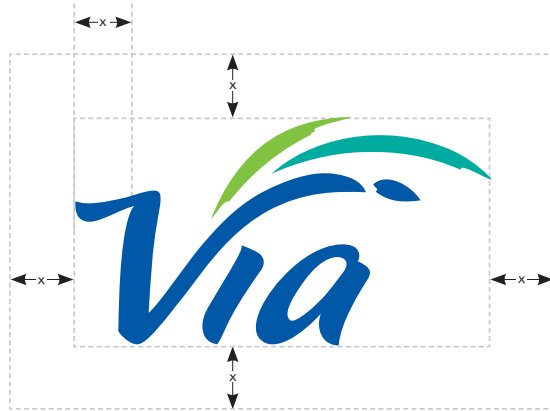
This logo should only be used for black and white jobs. The background should be white or lighter than 30% BLACK.

CLEAR SPACE

To ensure proper presentation of the Via logo, a certain amount of “clear space” must surround the logo. This space must be free and clear of any elements such as type, images, graphics, or other logos.

The formula for determining the proper amount of clear space is shown to the left.

The space that surrounds the entire logo should measure no less than 1X; where X measures the width of the flag of the V (see diagram).



SIZING

To ensure proper legibility of the Via logo, it should not be used at a size where the width is less than .6".



$$X \geq .6''$$

CORPORATE COLORS

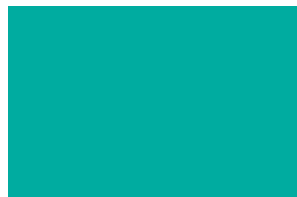
PMS and CMYK formats are to be used when reproducing the logos in print and silk-screen methods. RGB and Hex colors are formats to be used with monitor applications such as websites, powerpoint presentations, and mobile applications.

VIA BLUE



PMS: 293C and U
 CMYK: 100 69 0 4
 RGB: 0 88 164
 HEX: 0058a6

VIA TURQUOISE



PMS: 3272C and U
 CMYK: 94 0 48 0
 RGB: 0 172 160
 HEX: 00aca0

VIA GREEN



PMS: 376C and U
 CMYK: 54 0 100 0
 RGB: 130 195 65
 HEX: 81c341

VIA GRAY



PMS: Cool Gray 10C
 CMYK: 0 2 0 60
 RGB: 128 127 131
 HEX: 58585a

CORPORATE TYPEFACE

The Via corporate typefaces are Rooney Pro Medium (for headlines) and Avenir (for everything else). They are the preferred fonts for external print and web communications and should be used in any marketing materials and documents. If a web-safe font is needed, Helvetica should be used for both headlines and body copy.

ROONEY PRO MEDIUM

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuv**wxyz**
 1234567890

AVENIR HEAVY

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuv**wxyz**
 1234567890

AVENIR HEAVY OBLIQUE

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuv**wxyz**
 1234567890*

AVENIR BOOK

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuv**wxyz**
 1234567890

AVENIR BOOK OBLIQUE

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuv**wxyz**
 1234567890*

HELVETICA REGULAR

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuv**wxyz**
 1234567890

HELVETICA OBLIQUE

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuv**wxyz**
 1234567890*
