



# Blue bus

## Design Guidelines

### NORTH CENTRAL REGIONAL TRANSIT DISTRICT

North Central RTD  
1327 North Riverside Drive  
Española, NM 87532

### FOR BRANDING QUESTIONS CONTACT

Studio Six Branding  
1114 Neon Forest Circle #6  
Longmont, CO 80504  
303.652.6230  
[TransitBranding.com](http://TransitBranding.com)

### BLUE BUS GRAPHIC STANDARDS

This guide is the key to building a consistent yet flexible brand for the Blue Bus and North Central RTD. This is a living document that will grow as new marketing materials are created.

# The North Central RTD Region

The beautiful high desert, endless sky and vast landscape creates the majestic backdrop for this world-renowned region and is the inspiration for the transit brand.



# NORTH CENTRAL RTD

## North Central RTD Who We Are

The North Central Regional Transit District (North Central RTD) began service in 2007. The organization provides free and fare-based transit service connecting communities and pueblos throughout the counties of North Central New Mexico including Los Alamos, Rio Arriba, Santa Fe and Taos. Further expanding its reach, the signature North Central RTD Blue Buses provide riders with connections to New Mexico Rail Runner Express, Santa Fe Trails, NMDOT Park and Ride, Los Alamos Atomic City Transit and Red River Miner's Transit. All of its buses are ADA accessible and equipped with bicycle racks.

### **NORTH CENTRAL RTD'S MISSION**

The mission of North Central RTD is to provide safe, secure and effective public transportation within North Central New Mexico to enhance the quality of life of our residents by providing mobility options and spur economic development throughout the region.

### **NORTH CENTRAL RTD'S VISION**

To be the leading rural public transportation organization connecting communities and enhancing cultural, environmental, social and economic opportunities for the betterment of our region.

Blue  
bus

---

NORTH  
CENTRAL  
RTD

## What is a Brand?

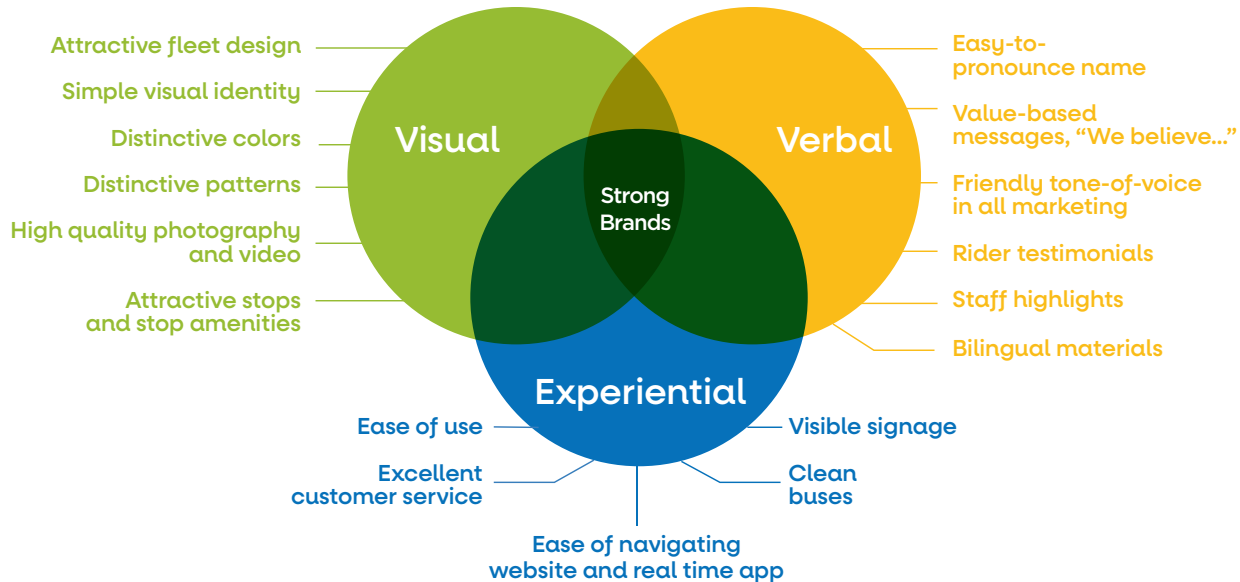
The Blue Bus brand is what distinguishes our services from other transportation services and shapes the perception of the organization. A strong Blue Bus brand influences preference and loyalty in customers—key for retaining and building ridership. By managing our brand identity consistently, we will protect and grow our ability to build ridership.

### HOW TO USE THE BLUE BUS BRAND

To help protect and maintain the Blue Bus brand, please observe the following guidelines in advertising literature, displays, uniforms, signs, promotional items, business documents, correspondence and promotional items.

## Components of a strong transit brand

Creating the personality and perception of the organization



# The Components of a Strong Transit Brand

A brand is the art of shaping perception of the organization, products and services. The goal of branding is to create a distinctive identity that stands out in the marketplace and attracts new customers. Transit brands are consumer brands. To effectively “sell” transit services, the packaging, messaging and experience must be carefully crafted to resonate with target markets. Effective transit brands connect on a deep level with their communities and should be designed to connect with these audiences in three distinct ways:

**VISUALLY** with graphics, photography, patterns and textures that feel familiar and capture the essence of the region served.

**VERBALLY** with key messages that: celebrate the community, solve the pain points of prospective riders; are believable and authentic; highlight common values that regional residents share (environmental stewardship, embracing diversity, etc.)

**EXPERIENTIALLY** by shaping a positive, seamless, convenient, trusted, clean, uplifting and friendly experience. Strong transit brands focus heavily on personalized and exceptional customer service, ensuring every touchpoint of the riders’ experience is positive and high quality.



# Logo Usage

Blue  
bus

---

NORTH  
CENTRAL  
RTD

The logos should be used on all materials. The North Central RTD logo should be scaled to 50% or smaller than the width of the Blue Bus logo.

## Co-Branded Logos

After the transit fleet, the organization's name and logo are the most highly identifiable elements of the brand. They distinguish the organization from the competition and must be used consistently to ensure instant recognition.

### COMBINED LOGO USAGE

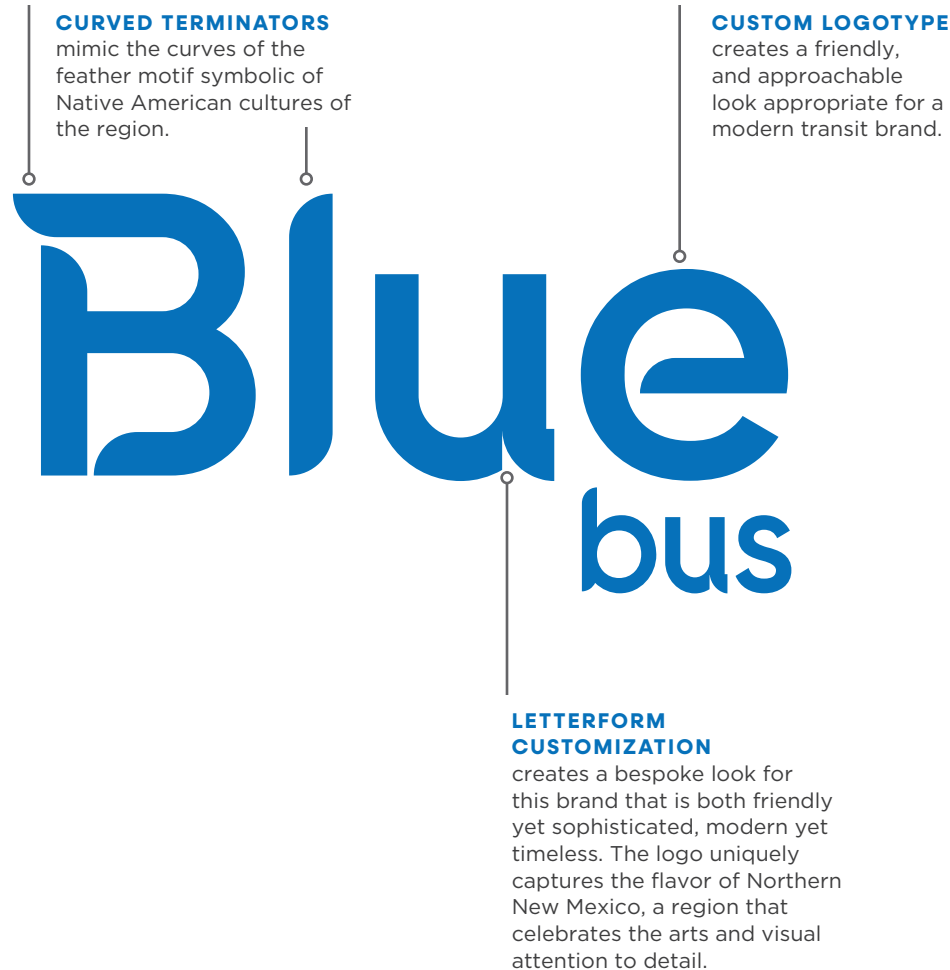
As the fleet design is always the most important element of any transit brand, the iconic Blue Bus name has become synonymous with the name of the organization. Easy to say and remember, the iconic "Blue Bus" is how the organization is identified by regional residents. The Blue Bus logo should always be used as the dominant logo and North Central RTD is a co-branded, secondary logo with a branded house strategy. The size relationship between the two logos requires the North Central RTD logo to be 50% or less of the width of Blue Bus logo on all collateral. The two logos should be used together but not adjacent to one another.

### LOGO STRATEGY

The North Central RTD logo is designed with the same customized font style as the Blue Bus for a cohesive logo family.

### LOGO USAGE

The logo dimensions can vary depending on particular materials (e.g., vehicles, letterhead, brochures, postcards, etc.). However, once a relationship for the logos have been established for that particular format, the logos' placement and sizing should remain consistent.



## The Blue Bus Logotype

The Blue Bus logotype is a custom font designed specifically to differentiate this brand from other transit systems on a national level while capturing the unique Northern New Mexico aesthetic.

The terminators of the letterforms are curved to mimic the curves of the Blue Bus feather motif iconic to the brand and symbolic of the region. Serving a region rooted in Native American and Spanish cultures, the Blue Bus and North Central RTD celebrates the cultural diversity of regional residents. The Blue Bus brand strives to visually capture what makes this region so authentic and unique—its vast, majestic landscape, ever-changing sky and organic, textural qualities seen in everything from the land, pueblo-style architecture and hand-crafted arts.

With both a progressive and timeless look, this logo and Blue Bus brand are designed to resonate with the communities served by North Central RTD.



1 /

Blue  
bus

2 /

Blue bus

3 /

Blue  
bus

## Logo Variations

### 1. THE PRIMARY LOGO

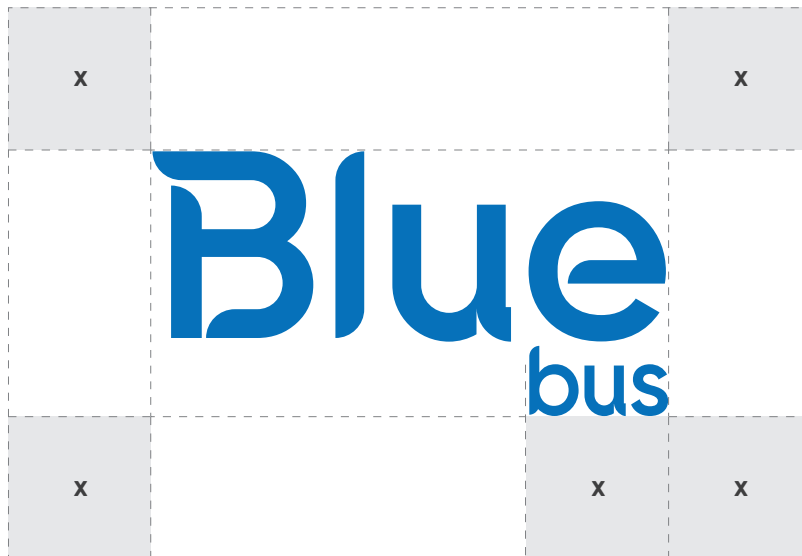
will be used on the majority of marketing collateral including maps, signage and advertising when bus transit service is being highlighted.

### 2. THE HORIZONTAL LOGO

will be used in horizontal spaces.

### 3. THE EMBROIDERY LOGO

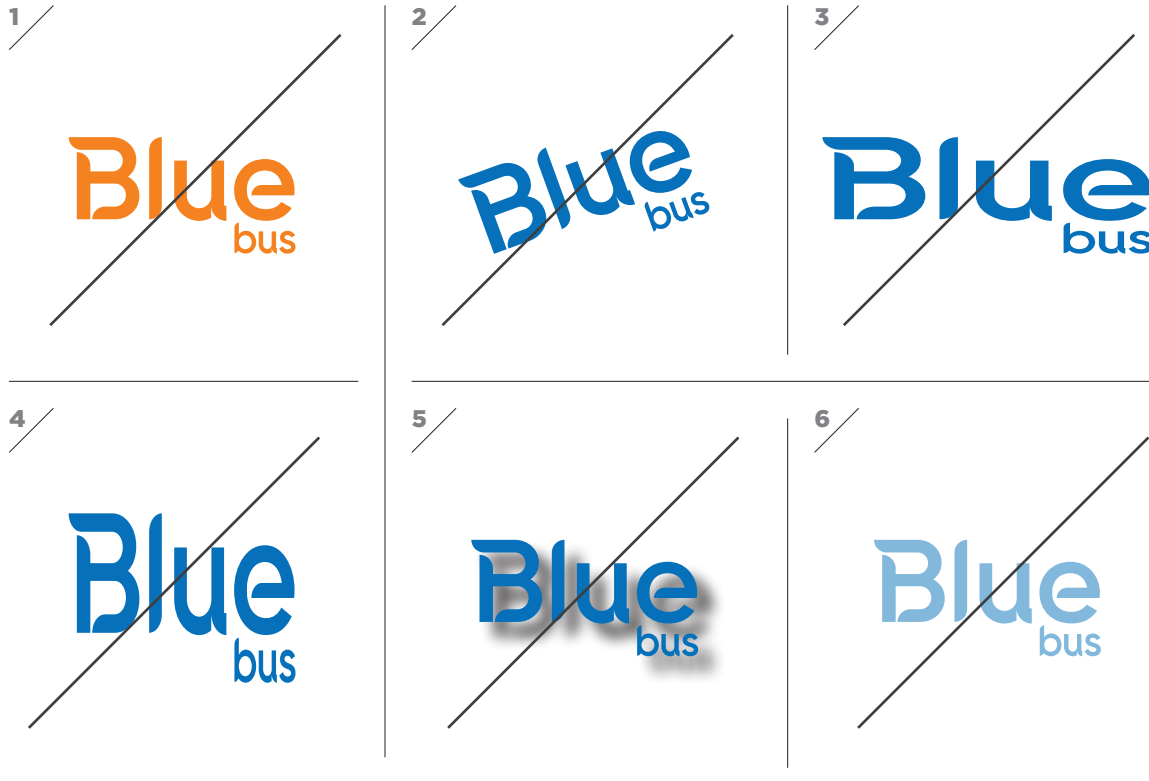
will be used for embroidery purposes, or when the logo is .75 inches or smaller.



## The Logo Clear Space

When the Blue Bus logo is used, it should be surrounded by adequate clear space to ensure visibility and impact. No graphic elements should crowd the logo or encroach upon this zone.

The minimum clear space is equal to the width of the word “bus” on all four sides of the logo.



## Logo Usage

The Blue Bus logo should never be altered and should never be seen in the following formats:

**DO NOT:**

1. Change the logo colors
2. Rotate the logo
3. Distort or alter the logo or change the horizontal scaling
4. Distort or alter the logo or change the vertical scaling
5. Use heavy-handed Photoshop effects or drop shadows
6. Screen the logo

## PROPER USAGE



Blue  
bus



Blue  
bus

## INCORRECT USAGE



1. AGAINST A BUSY  
PHOTOGRAPH



2. AGAINST A COLORED  
BACKGROUND



3. AGAINST A DARK OR  
BLACK BACKGROUND

## Logo Usage

The Blue Bus logo should only be seen against a white background or reversed on a colored background.

### DO NOT:

1. Place on a busy photograph if the logo is illegible.
2. Place against a colored background with very little contrast.
3. Place on a dark background that provides too little contrast and impedes legibility from a distance.

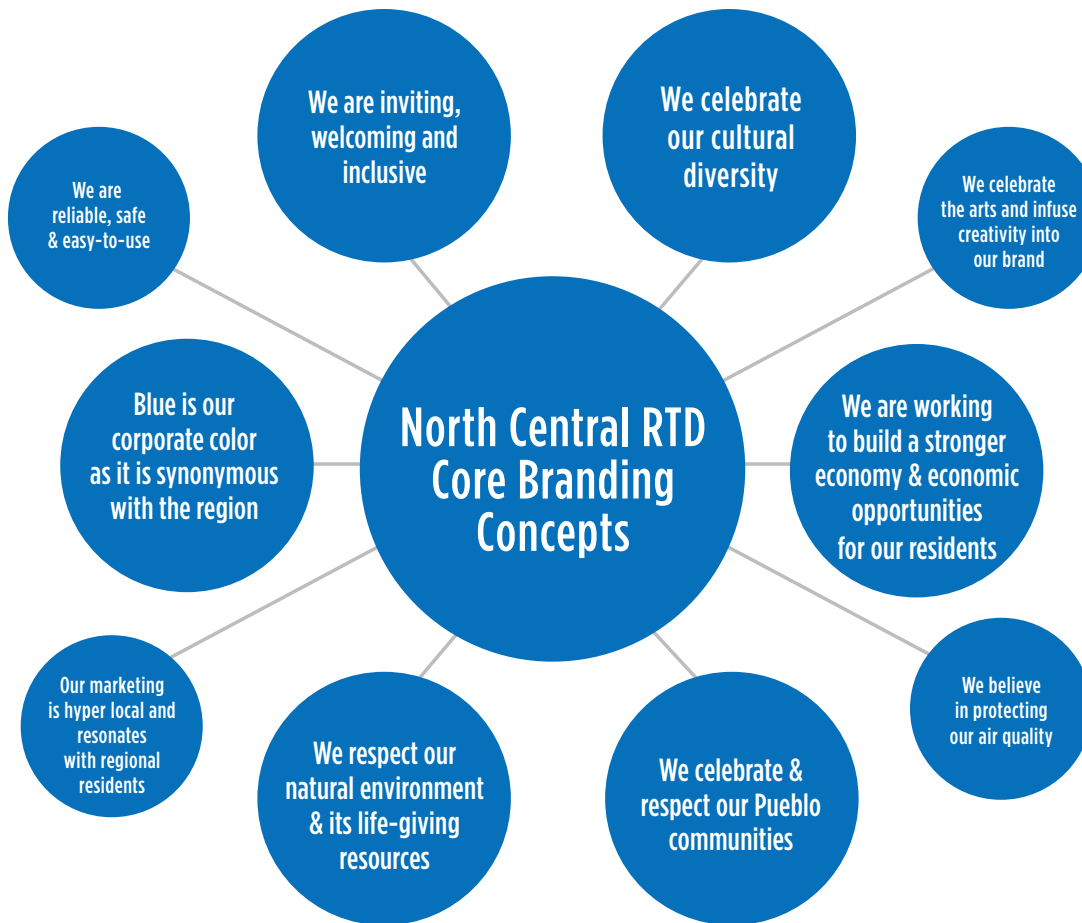


## Blue Bus Emblem

The Blue Bus emblem can be used as a patch on hats, on signage, and on marketing materials when the logo is enhanced by a contained shape.

The background is a vibrant blue with a complex, abstract pattern of overlapping circles and geometric shapes. The shapes are in various shades of blue, from light cyan to deep navy, creating a sense of depth and movement. The overall effect is modern and dynamic.

# Branding Concepts



# Core Branding Concepts

Effective transit brands move beyond being merely informational and moving riders from A to B. A strong transit brand captures the hearts and minds of the communities that it serves. A brand is confident and actively promotes its differentiators and values. Great transit brands have personality, authenticity and humanize the service.

## INCLUSIVITY

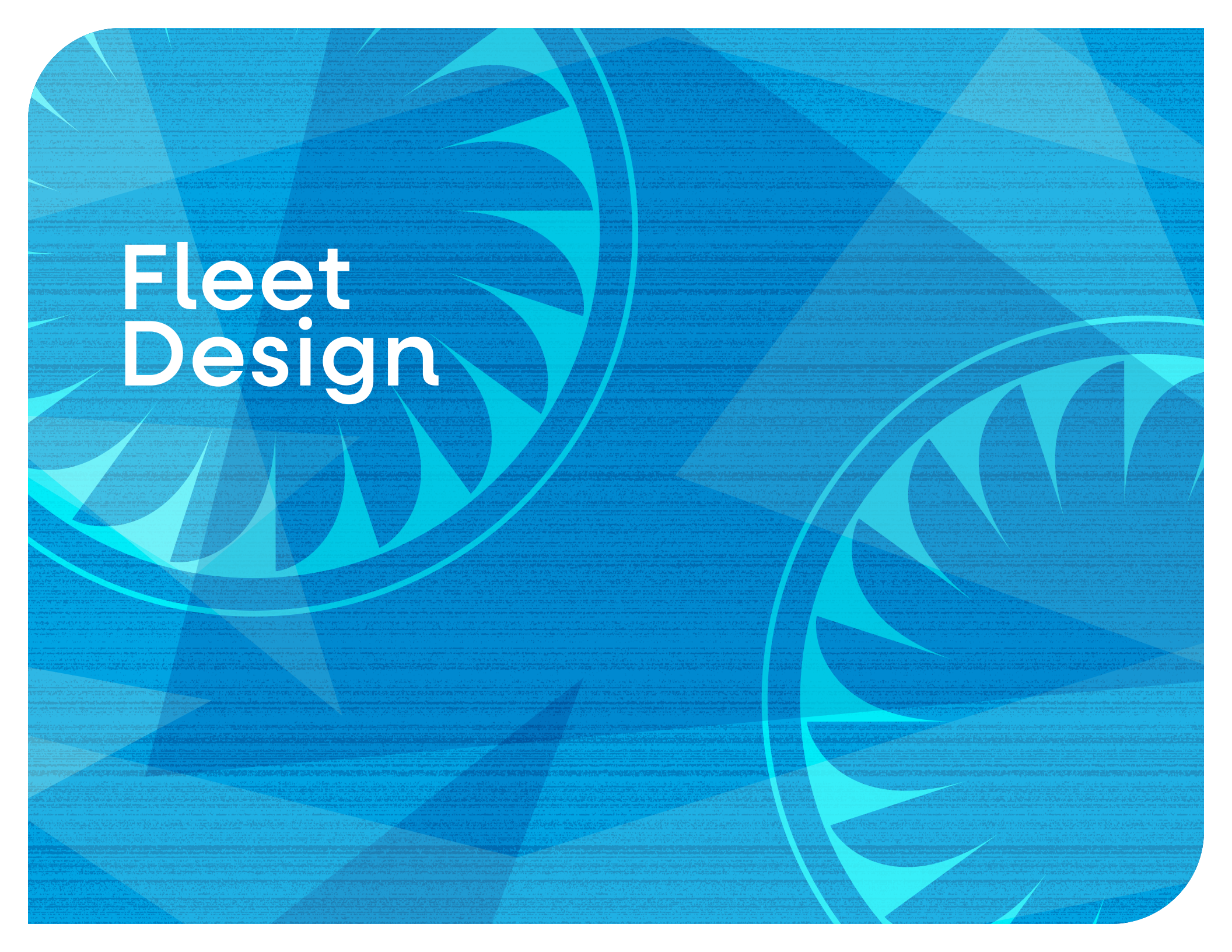
The Blue Bus brand is focused on promoting opportunities for everyone in the region. It values all people, cultures, ages and physical abilities.

## A CELEBRATION OF CULTURAL DIVERSITY

The Blue Bus serves eight North Central New Mexican pueblos, one Apache Nation, a large Latino population, Anglo Americans and international cultures throughout the region specifically concentrated in Los Alamos. This region proudly celebrates a fusion of multicultural diversity. This is the core concept behind the Blue Bus brand. This idea is central to the brand and proudly features regional languages on the top of the fleet. These regional languages should be incorporated in future advertising and marketing when appropriate.

## THE LAND

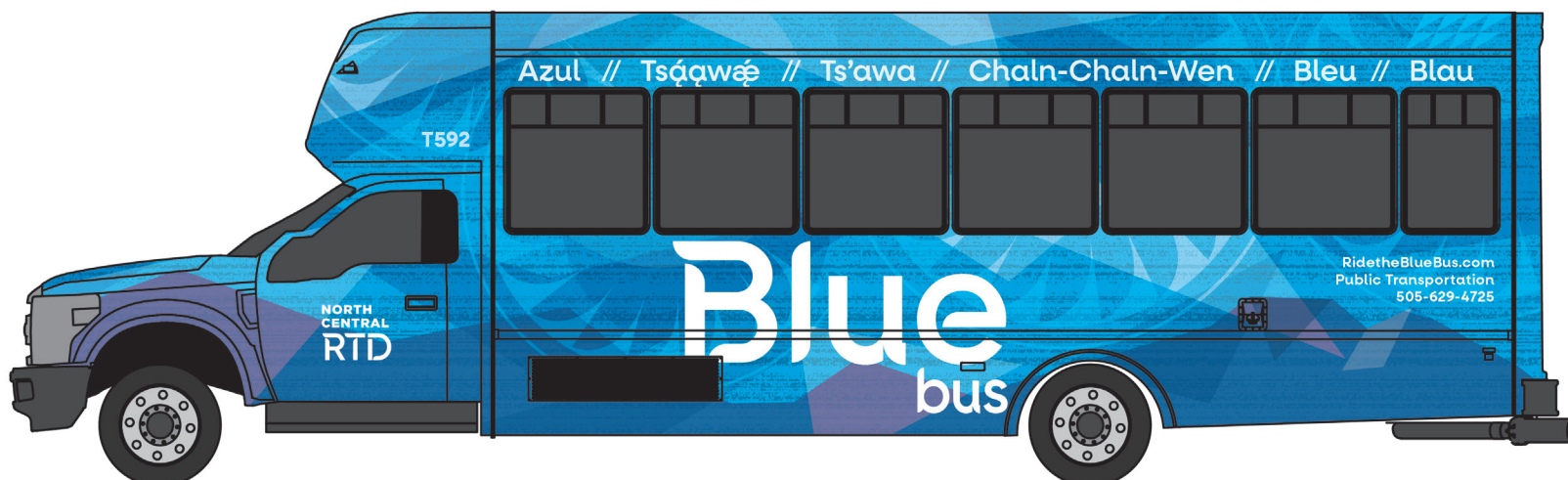
What unites the people in North Central New Mexico is a deep appreciation for the land and its life-giving resources. The Blue Bus reduces emissions and protects the air quality of the region. This message should be actively promoted in advertising and marketing. It is a message that deeply resonates with regional residents.

The background is a vibrant blue with a complex, abstract pattern. It features several overlapping circles and semi-circles, some of which are filled with a lighter shade of blue, creating a sense of depth and movement. The overall effect is modern and dynamic.

# Fleet Design



## The Blue Bus Brand



### THE FLEET BRANDING

The most important element of any transit brand is the design of the system's fleet. It is the largest expression of a brand and creates the highest visibility for the organization. The design of the fleet should maintain the overall character, proportions and elements as established in this cutaway bus but the design and layout will be customized to the architecture of each vehicle.

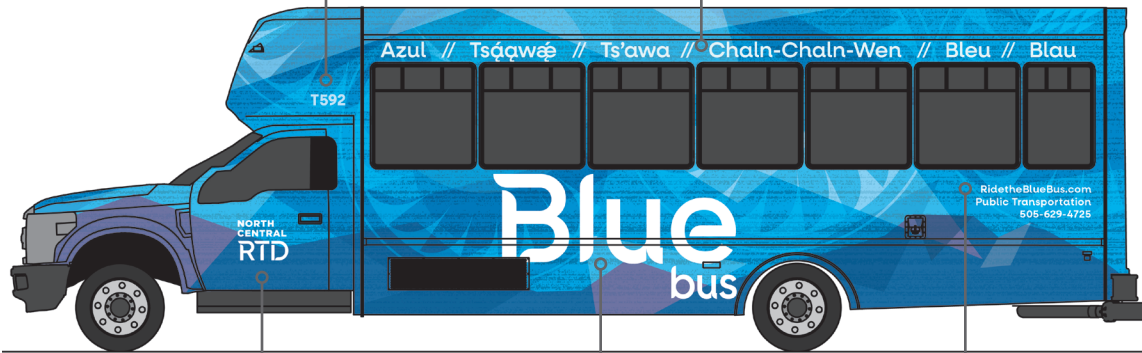
### THE INSPIRATION

The design of the Blue Bus fleet is inspired by the majestic and awe-inspiring Northern New Mexico landscape which connects the various communities and unites a highly diverse population. Overlaying the landscape is the signature feather pattern that represents the Northern New Mexico pueblos. A celebration of the diverse cultures and people are represented by the word "blue" translated into diverse languages of the region as seen on the top of the vehicle.

**VEHICLE IDENTIFICATION**

**TRANSLATIONS**

for the word “blue” are placed at the top of the bus, above the windows, with the order of the translations always beginning with the Spanish translation and followed by the pueblo languages. Supplemental regional languages will change per vehicle to promote cultural inclusivity.



**THE NORTH CENTRAL RTD LOGO** should be 50% or smaller than the Blue Bus logo.

**THE BLUE BUS LOGOTYPE** should be the most prominent graphic on the vehicle and placed in a large negative space centered on the sides of the vehicle.

**SYSTEM INFORMATION**  
The website, Public Transportation and phone number are placed near the back of the vehicle.

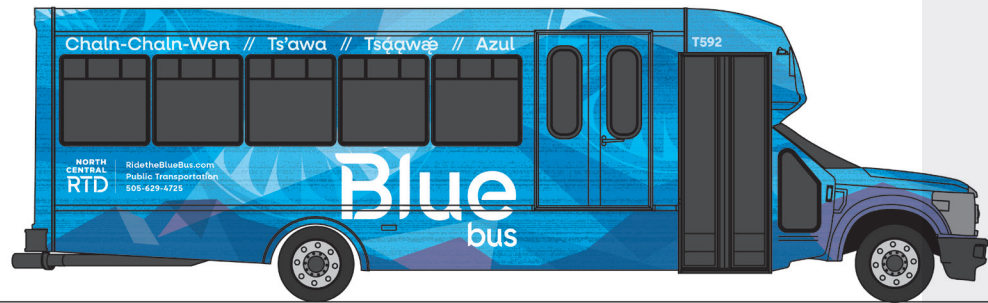
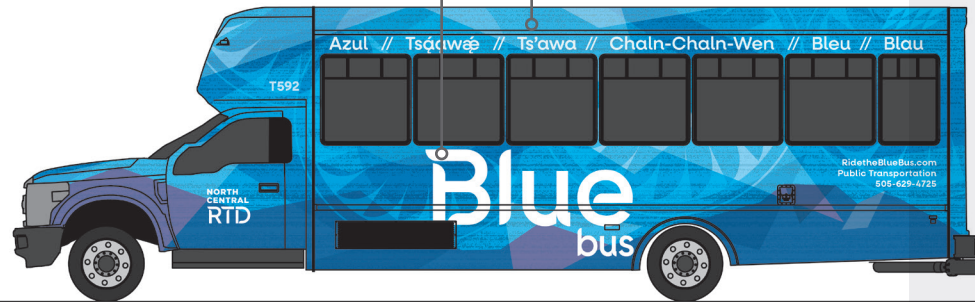
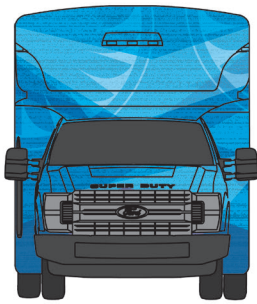
# Bus Graphics

The Blue Bus transit brand elements include:

- Blue Bus logo
- North Central RTD logo
- The Blue Bus texture with mesas, angles and round feather motif
- Translations of the word “blue”
- Phone number
- Public transportation
- Website address
- Vehicle Identification

**THE BLUE BUS LOGO**  
should be in white  
reflective vinyl.

**THE TRANSLATIONS**  
will vary per bus but  
always begin with the  
Spanish, followed by the  
pueblo languages and  
then regional languages.  
The regional languages  
will vary per vehicle.



**THE BLUE BUS LOGO**  
should be in white reflective vinyl.

## Bus Graphics

The Blue Bus fleet design varies per side and is customized to the vehicle architecture. The windows should never be wrapped allowing for optimal viewing when inside the bus and to create the best rider experience.

The vehicle vinyl should be of the highest quality 3M vinyl installed by 3M qualified installers.

The languages will be applied with a white vinyl layer on top of the base blue layer.

The logo will always be reflective vinyl.

The background is a vibrant blue with a complex, abstract pattern of overlapping circles and geometric shapes. The shapes are in various shades of blue, creating a sense of depth and movement. The overall effect is modern and dynamic.

# Email Signature

# Blue bus

GEORGIA BOLD ITALIC, 10 pt | ———○ *North Central RTD*

ARIAL BOLD, 14 pt | ———○ **Jim Nagle**

ARIAL REGULAR, 12 pt | ———○ Public Information Officer  
North Central Regional Transit District  
1327 N. Riverside Dr.  
Española, NM 87532  
505-629-4707  
www.ncrtd.org

---

Blue Hex Color: #5f8f42  
Gray Hex Color: #3a3a3a

## Email Signature

The email signature utilizes the horizontal version of the logo with cross platform fonts consistent on all computers. Georgia Bold Italic and Arial Bold and Regular are used for this application.

The background is a vibrant blue with a complex, abstract pattern. It features several overlapping circular and semi-circular shapes in various shades of blue, creating a sense of depth and movement. The shapes are layered, with some appearing more prominent than others. The overall effect is a modern, geometric, and organic design.

# Brand Colors

PRIMARY COLOR

---



**BLUE**

CMYK: 89 / 52 / 0 / 0

RGB: 0 / 114 / 186

HEX: 0072ba

PMS: 285C

SECONDARY COLORS

---



**CYAN**

CMYK: 90 / 12 / 0 / 0

RGB: 0 / 163 / 227

HEX: 00a3e3

PMS: 2995C



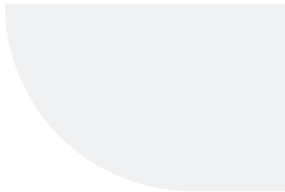
**DARK BLUE**

CMYK: 100 / 85 / 17 / 6

RGB: 29 / 67 / 132

HEX: 1d4384

PMS: 661C



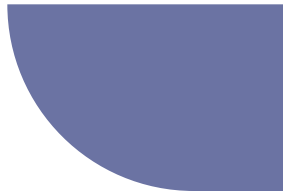
**LIGHT GRAY**

CMYK: 0 / 0 / 0 / 6

RGB: 239 / 239 / 240

HEX: eeff0

PMS: Cool Gray 1C



**LAVENDER**

CMYK: 65 / 56 / 15 / 0

RGB: 109 / 116 / 163

HEX: 6d74a3

PMS: 7668C

# The Blue Bus Colors

The color blue is synonymous with Northern New Mexico. The ever-changing blue sky hovers peacefully over the majestic Northern New Mexican landscape while the waters of the Rio Grande give life to the region. Blue is the signature accent color in regional pueblo-style architecture, while Indigenous artisans are known for their turquoise jewelry. A deep periwinkle blue is the signature color of North Central RTD.

The background is a vibrant blue with a complex, abstract pattern. It features several overlapping circular and semi-circular shapes in various shades of blue, creating a sense of depth and movement. The shapes are layered, with some appearing more prominent than others. The overall effect is a modern, geometric, and organic design.

# Brand Fonts



NEULIS ALT SEMIBOLD

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNopQRSTUVWXYZ

---

NEULIS ALT BOLD

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNopQRSTUVWXYZ

---

INTERSTATE LIGHT CONDENSED

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNopQRSTUVWXYZ

---

INTERSTATE BOLD CONDENSED

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNopQRSTUVWXYZ

---

INTERSTATE BOLD COMPRESSED

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNopQRSTUVWXYZ


---

## Brand Fonts

**NEULIS ALT** is the primary Blue Bus font and features different weights for the headlines and subheads throughout all marketing collateral.

**INTERSTATE CONDENSED** features different weights for the body text, schedules and map.

**INTERSTATE BOLD COMPRESSED** is used for the schedule headings.

The background is a vibrant blue with a complex, abstract pattern. It features several overlapping circular and semi-circular shapes in various shades of blue, creating a sense of depth and movement. The shapes are layered, with some appearing more prominent than others. The overall effect is a modern, geometric, and textured aesthetic.

# Brand Texture



## The Blue Bus Texture

The design emulates the blue sky of New Mexico while the round feather motif represents the pueblo communities of North Central New Mexico. The angles represent rays of light in the ever-changing blue sky.

The background is a vibrant blue with a complex, abstract pattern of overlapping circles and geometric shapes. The shapes are in various shades of blue, from light cyan to deep navy, creating a sense of depth and movement. The overall effect is modern and dynamic.

# Brand Applications



ROUTE NAME  
& NUMBER

SERVICE  
OPERATION  
TIMES &  
MAJOR ROUTE  
DESTINATIONS

ROUNDED  
CORNERS  
& FEATHER  
(40 POINT  
RADIUS)

BLUE BUS  
TEXTURE

## Route Brochure Covers

The route brochure covers feature the texture from the Blue Bus and visually connect the two entities. The rounded corners and feather shapes emulate the shapes in the Blue Bus logo, further unifying the brand.

The covers were designed to display the route name and number, Blue Bus logo, and brand elements clearly while being seen together in a brochure rack system.

Consistent design between all Blue Bus route brochure covers creates a unified system. Above the prominent Blue Bus logo, the route name and number are displayed in the feather shape at the top, which uses the route color. The service operation times and major route destinations are consistently listed in the lower middle separated by a line. The website, QR code, app icon, phone number and North Central RTD logo are placed at the bottom.

# Route Brochure Cover Fonts

To create a simple, cohesive system, Neulis is the only font used on the route brochure covers. This font should be used consistently in all external-facing marketing communications and internal documents. By using the font consistently, it will reinforce the brand and build recognition faster. The adoption of the font will create instant recognition with the new brand.



NEULIS ALT BOLD, 17 pt

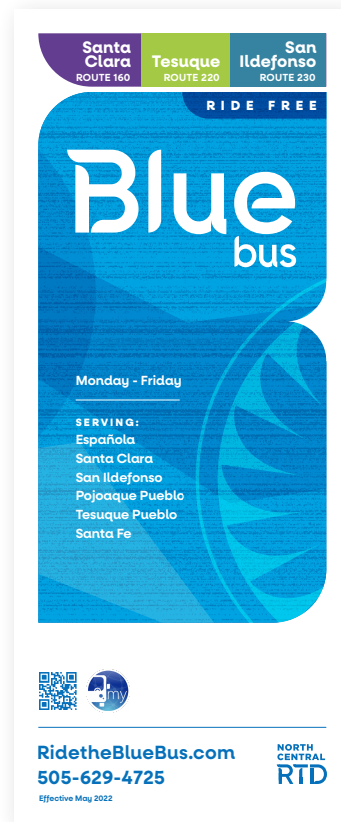
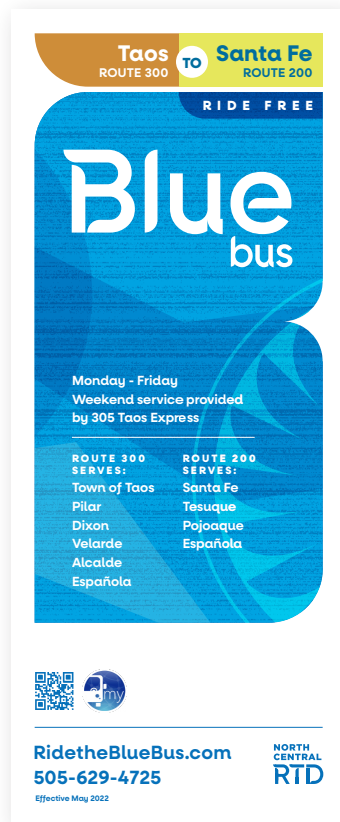
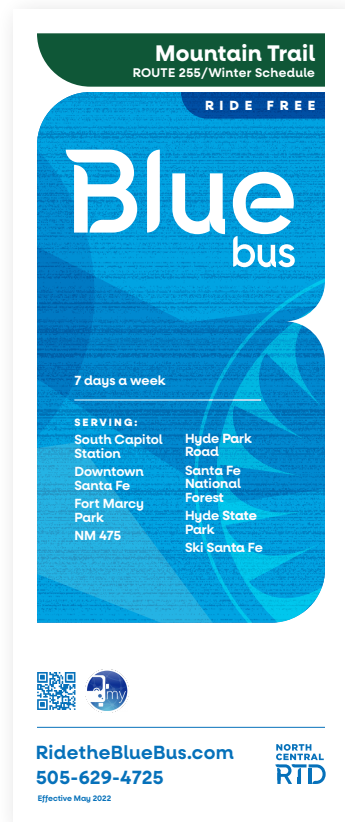
NEULIS ALT SEMIBOLD, 9.5 pt

NEULIS ALT EXTRA BOLD, 10 pt

NEULIS ALT SEMIBOLD, 10 pt

NEULIS ALT SEMIBOLD, 14.4 pt

NEULIS ALT SEMIBOLD, 6 pt



## Route Brochure Covers

The brochure system is designed for internal printing with a white margin surrounding the graphics.

The brochure covers are designed to create a consistent system while offering flexibility as routes change at the top.

The graphic lockup at the bottom is always composed in a consistent layout and should never be modified.

### For a safe and pleasant ride please



Remain seated



Wear appropriate clothing (shirt, pants/shorts, shoes)

### PERMITTED on the bus



Service animals



Non-alcoholic beverages

### NOT PERMITTED on the bus



No smoking/  
vaping



No eating



No loud music



No alcoholic beverages



No illegal drugs



No offensive language



No weapons



No talking loudly on your cell phone

## Blue Bus Icons

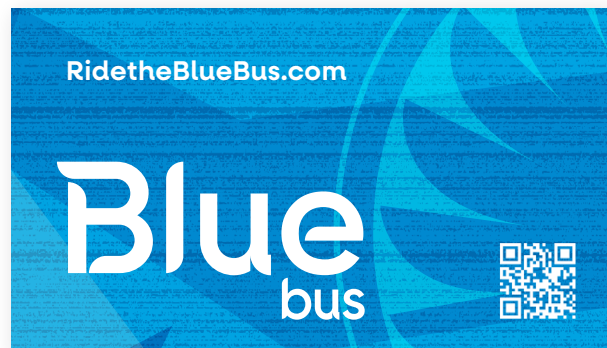
Consistent use of the Blue Bus icons will develop a cohesive look throughout all collateral. This mono-weight icon family is both simple and modern and communicates at-a-glance the subject matter very quickly. All icons developed in the future should be designed in a mono-weight style to communicate complex ideas.





## Business Cards

The business cards feature the texture from the Blue Bus fleet background and map brochure covers. The rounded corners emulate the shapes in the Blue Bus logo, further unifying the brand.



## Business Cards

The business card features a two-sided design. A second front option is provided when a cell phone number is needed.

The business cards feature the texture from the Blue Bus fleet background and map brochure covers. The rounded corners emulate the shapes in the Blue Bus logo, further unifying the brand.



## Embroidery Logo

All embroidered apparel should use the most simple version of the Blue Bus logos, the embroidery version.

SPANISH

Azul

TEWA

Tsáqwaë

TEWA

Ts'awa

TIWA

Chaln-Chaln-Wen

FRENCH

Bleu

FILIPINO

Bughaw

GERMAN

Blau

ITALIAN

Blu

DANISH

Blå

INDONESIAN

Biru

HAWAIIAN

Polū

ROMANIAN

Albastru

JAPANESE

青い

CHINESE

蓝色

ARABIC

أزرق

## Bus Graphics

Across the top of the Blue Bus, the word “Blue” is translated into different languages that represent the diverse languages spoken in North Central New Mexico. After the native languages are featured, each bus will feature different regional languages prioritized by those most prevalent in the region.



# Route Maps

Route maps are streamlined and abstracted with horizontal, vertical and diagonal lines for a clean, streamlined look typical to transit system maps. The Blue Bus texture used in the legend unifies the brand throughout all touchpoints. The legend describes the types of bus stops to the viewer and displays the North Central RTD logo, website address, phone number, QR code and app icon.

# Route Maps

Each route map should utilize the fonts, stroke weight and details seen on this map.

Custom branded details include the rounded corners of the blue, destination identifiers, the signature texture in the legend and signature fonts.

**Bus Stop Location:** Interstate Bold Condensed, 12 pt black text.  
**Secondary Information:** Interstate Light Condensed, 12 pt black text.  
**Bus Stop:** 8 pt white circle centered on route line.

**Timed Bus Stop:** 8.5 pt white circle centered on route line, with a 6 pt route color stroke, aligned outside.

**Pueblo Name:** Neulis Alt Regular, 9 pt white text, reversed out of a dark blue shape with rounded upper left and lower right corners.

**Major Connection Point:** Neulis Alt Extra Bold, 18 pt black text, with blue destination icon.

**Route Line:** 12 pt line in the route color.

**City Name:** Neulis Alt Regular, 12 pt white text, reversed out of a blue shape with rounded upper left and lower right corners.

**Secondary Road Line:** 5 pt line in 14% black.



**Blue bus**

- Taos 300
- Santa Fe 200
- Bus Stop
- Timed Bus Stop
- Major Connection Point

**NORTH CENTRAL RTD**  
 RidetheBlueBus.com  
 505-629-4725

Where's My Bus?