

V I S U A L   B R A N D I N G   M A N U A L

# 511NY GETCONNECTEDTOGO



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## WHAT IS 511 NEW YORK

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511 New York will be a free, one-stop, all-encompassing phone and Web service offering information on transportation services and conditions throughout New York State. It will operate 24 hours a day, seven days a week. 511 is the national three-digit phone number for free travel information. 511 systems started out primarily as phone services in other states; 511 New York builds upon the success of other systems and includes a comprehensive Internet Web portal and real-time alerts sent to e-mail and mobile devices. Other hand-held, mobile and in-vehicle electronic devices eventually will be supported. The phone service is an interactive voice system reachable by landline and cellular phones, operated by a user's voice or phone keys. A personalized subscription service will provide alerts of major incidents, and can be customized to provide alerts by region and travel corridor.



*The 511 system collects transportation information from agencies and packages it for convenient, accurate, one-stop shopping easily accessible to the public.*



Basic service will be available in the New York City metropolitan area by fall 2008. Statewide coverage and more sophisticated services will be added by winter 2008 and throughout 2009. Dynamic information on traffic, transit and other conditions will be provided; also, a transit trip planner spanning multiple service providers with information on schedules, routes, fares and park and ride lots; carpool, vanpool and rideshare referrals; bicycling information and more. The traffic information will include congestion, incidents, traffic camera images, travel speeds and times, work zones and special, planned events. The system will provide a critical single-point information source during transportation emergencies.

New York State's 511 services strive to help commuters, travelers, tourists and commercial vehicle operators. We want to help travelers make informed choices about their trips; to increase customer satisfaction, and to improve mobility, reliability and safety while reducing transportation's impact on the environment.

511 New York is groundbreaking because of its extensive transportation information for New York State and other states that are part of the New York City region. Everything is in one easy-to-use portal. The 511 service eliminates having to keep many individual phone numbers and Web sites. The 511 service is possible through a true regional effort involving New York's transportation agencies, partners and neighboring states providing information to the system. 511 New York was developed through the leadership of the New York State Department of Transportation.

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## 511 BRANDING UMBRELLA

The 511 logo, a federally registered trademark owned by the American Association of Highway and Transportation Officials (AASHTO), symbolizes the quality and consistency of the nation's 511 travel information technology, services and products. Use of the logo is mandatory in conjunction with 511NY and is encouraged by AASHTO and the



national 511 Marketing and Outreach Committee. Widespread use of the logo, across jurisdictional boundaries and throughout the nation, enables travelers to quickly identify the commonalities associated with the service. It also extends the reach and enhances the results of the marketing and promotional efforts by individual deployers.



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## THE LOGO

The logo is comprised of two elements. These elements should never be used separately.

1. Numbers (511)
  2. Double, dashed gradient lines  
(These lines evoke transportation and transit.)
- 

### With Tagline

The 511 logo may be used in conjunction with a tagline, customized to describe the services provided by the employer's 511 system. The tagline must read Traffic, Travel and Transit Info and be designed in Franklin Gothic Demi Italic typeface. The tagline should be centered below the logo.

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### Tagline and URL

The 511 logo may be used in conjunction with a tagline and the url. The url is in Kabel Book BT typeface, PMS 325. The url should be centered below the tagline with a lower case height equivalent to the tagline lower case height. The rule can be 1 pt. solid PMS 325 or dotted with a weight of 3 pt. with a 10 pt. gap and .3 pt. dash. This should be centered between the two lines and justified left and right to text above.



***Traffic, Travel and Transit Info***

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***Traffic, Travel and Transit Info***  
.....

[www.511ny.org](http://www.511ny.org)



## Clear Space

The 511 logo should not touch another logo or design element or occupy the same space. As a general guide, a minimum amount of clear space should surround the logo, which is equal to approximately one-half the height of the number “5” in “511”, regardless of the physical size of the image when reproduced.

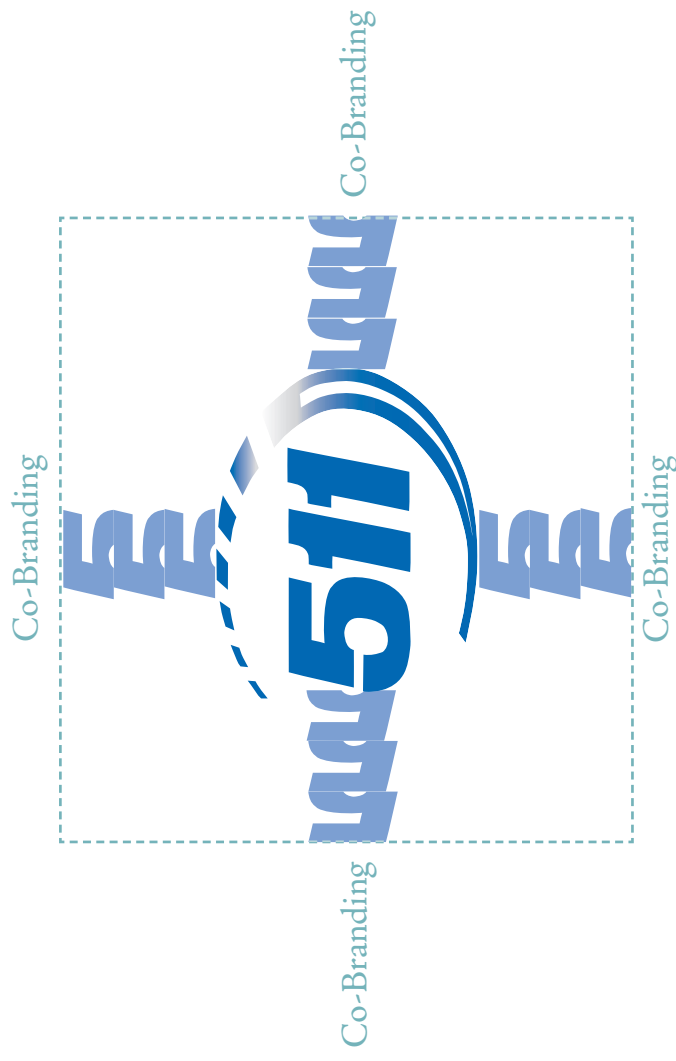
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## Co-Branding

The 511 logo may be used in conjunction with other logos as long as adequate clear space is maintained between them. The following are some design “rules of thumb” or tips to consider with developing promotional materials using multiple logos.

A parent or dominant logo is normally larger in size than the subordinate logo. For instance, a transportation department’s logo would be larger than a program or office logo. (Depending on what other logos are being used, the 511 logo may or may not be the parent logo. It also may be considered an equally weighted logo. This must be determined on a case-by-case basis.)



## Color Palette

Color is an important element in establishing the brand identity. Consistent color usage across all media is integral to the integrity of the 511 brand.

Below are approved color formula variations for several print and digital formats. No other color specifications should be used.

The logo may be printed or displayed in blue, grayscale or negative/reverse. For all full-color applications, one of the blue-colored versions of the logo should be used. In situations where color is limited, use the black-and-white and grayscale version of the logo.



**Traffic, Travel and Transit Info**



**Traffic, Travel and Transit Info**



**Traffic, Travel and Transit Info**

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### Pantone:

Pantone is a professional color matching system developed to ensure better standards of color reproduction. This table provides the equivalent color match.



PMS 293 - Blue

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### CMYK:

The CMYK color system is used for four-color process printing. The C, M, Y, and K are the percent values for the cyan, magenta, yellow, and black values of the color.



C: 94  
M: 59  
Y: 3  
K: 0

## RGB:

RGB was the first system devised to specify Web colors and is universally recognized by Web browsers as a means to specify colors. The term RGB means Red, Green and Blue.



R: 0  
G: 81  
B: 186

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## HEX-hexadecimal color code:

When you're adding a color to your Web page with HTML, sometimes you can just type in the name of the color. But more often than not, you'll need to use what's called the hex code, which is something that the browser will be able to understand.

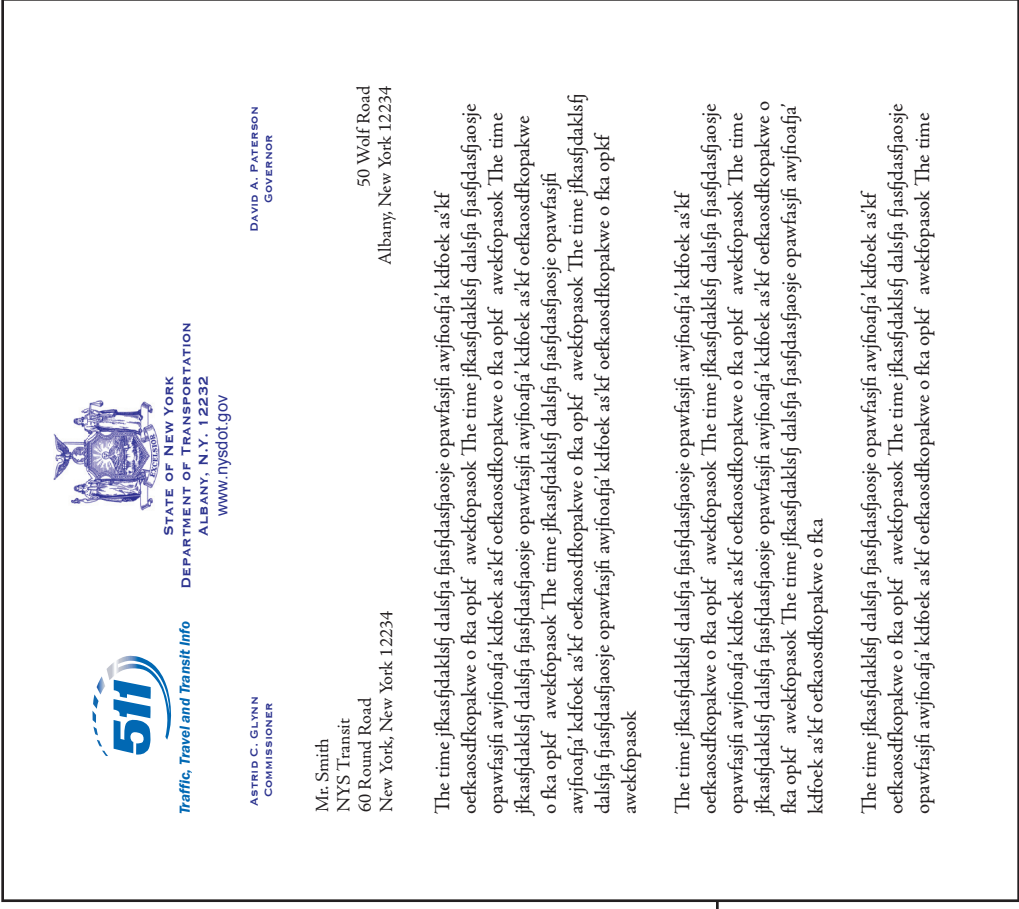


#0051BA

# USAGE SAMPLES

## Stationery

The logo may be used on stationery. When placed on letterheads with seals, bottom align 511 tag line with longest line of seal copy.



511  
Traffic, Travel and Transit Info

STATE OF NEW YORK  
DEPARTMENT OF TRANSPORTATION  
ALBANY, N.Y. 12232  
WWW.NYSDOI.GOV

ASTRID C. GLYNN  
COMMISSIONER

DAVID A. PATERSON  
GOVERNOR

Mr. Smith  
NYS Transit  
60 Round Road  
New York, New York 12234

50 Wolf Road  
Albany, New York 12234

The time jfkasfdaklsjf dalsfja fjasfdasfjaosje opawfasjfi awjfoafja' kdfhoek as'kf oefkaosdfkopakwe o fka opkf awekfopasok The time jfkasfdaklsjf dalsfja fjasfdasfjaosje opawfasjfi awjfoafja' kdfhoek as'kf oefkaosdfkopakwe o fka opkf awekfopasok The time jfkasfdaklsjf dalsfja fjasfdasfjaosje opawfasjfi awjfoafja' kdfhoek as'kf oefkaosdfkopakwe o fka opkf awekfopasok The time jfkasfdaklsjf dalsfja fjasfdasfjaosje opawfasjfi awjfoafja' kdfhoek as'kf oefkaosdfkopakwe o fka opkf awekfopasok The time jfkasfdaklsjf dalsfja fjasfdasfjaosje opawfasjfi awjfoafja' kdfhoek as'kf oefkaosdfkopakwe o fka opkf awekfopasok

The time jfkasfdaklsjf dalsfja fjasfdasfjaosje opawfasjfi awjfoafja' kdfhoek as'kf oefkaosdfkopakwe o fka opkf awekfopasok The time jfkasfdaklsjf dalsfja fjasfdasfjaosje opawfasjfi awjfoafja' kdfhoek as'kf oefkaosdfkopakwe o fka opkf awekfopasok The time jfkasfdaklsjf dalsfja fjasfdasfjaosje opawfasjfi awjfoafja' kdfhoek as'kf oefkaosdfkopakwe o fka opkf awekfopasok The time jfkasfdaklsjf dalsfja fjasfdasfjaosje opawfasjfi awjfoafja' kdfhoek as'kf oefkaosdfkopakwe o fka opkf awekfopasok



Department of Transportation  
State of New York  
Office of External Relations  
50 Wolf Road, Albany 12232

SUSAN P. O'CONNOR  
Director of Marketing  
Phone (518) 457-2345  
Fax (518) 457-4190  
sconnor@dot.state.ny.us

511  
Traffic, Travel and Transit Info



511  
Traffic, Travel and Transit Info

Mr. Smith  
NYS Transit  
60 Round Road  
New York, New York 12234

## THE THEME LINE

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The theme line is comprised of two elements.

1. 511NY It must be designed in Futura Extra Black.
2. Get Connected To Go. It must be designed in Futura Light alternating with Futura Medium.



With tag line

The tag line below may be used in conjunction with the theme line.

New York State's Official Traffic and Travel Info Source

It must be designed in Bank Gothic Md BT typeface.

NEW YORK STATE'S OFFICIAL TRAFFIC AND TRAVEL INFO SOURCE



With credit line

The credit line below may be used in conjunction with the tag line.

A free service of the New York State Department of Transportation

It must be designed in Bank Gothic Md BT typeface.

NEW YORK STATE'S OFFICIAL TRAFFIC AND TRAVEL INFO SOURCE



A FREE SERVICE OF THE NEW YORK STATE DEPARTMENT OF TRANSPORTATION



**Traffic, Travel and Transit Info**

[www.511ny.org](http://www.511ny.org)

**NEW YORK STATE'S OFFICIAL TRAFFIC AND TRAVEL INFO SOURCE**

# 511NY GETCONNECTEDTOGO

**A FREE SERVICE OF THE NEW YORK STATE DEPARTMENT OF TRANSPORTATION**

### Theme line and logo

The theme line may be used in conjunction with the 511 logo. The theme line may appear as the primary design element. In situations where color is limited, use the slogan in black-and-white or grayscale.

White or black drop shadows are permitted to set background color apart from the theme line.

### Pantone:

Pantone is a professional color matching system developed to ensure better standards of color reproduction. This table provides the equivalent color match.



PMS 293 - Blue



PMS 325-Green



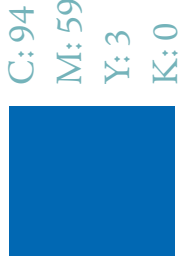
PMS 397 - Yellow



PMS 313 - Blue Green

## CMYK:

The CMYK color system is used for four-color process printing. The C, M, Y, and K are the percent values for the cyan, magenta, yellow and black values of the color.



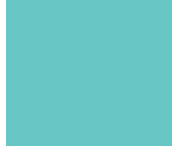
C: 94  
M: 59  
Y: 3  
K: 0



C: 10  
M: 1  
Y: 98  
K: 15



C: 100  
M: 0  
Y: 10  
K: 4



C: 54  
M: 0  
Y: 22  
K: 0

---

## RGB:

RGB was the first system devised to specify Web colors and is universally recognized by Web browsers as a means to specify colors. The term RGB means Red, Green and Blue.



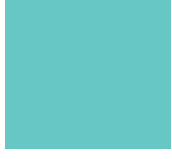
R: 0  
G: 81  
B: 186



R: 193  
G: 187  
B: 0



R: 0  
G: 152  
B: 195



R: 99  
G: 206  
B: 202

---

## HEX-hexadecimal color code:

When you're adding a color to your Web page with HTML, sometimes you can just type in the name of the color. But more often than not, you'll need to use what's called the hex code, which is something that the browser will be able to understand.



#0051BA



#C1BB00



#0098C3



#63CECA

