

BRAND GUIDELINES

INTRODUCTION

The State Road and Tollway Authority (SRTA) enhances mobility in Georgia by providing innovative transportation choices and financial solutions. Since 1953, state and local leaders and communities have looked to SRTA to help solve traffic challenges and create new economic opportunities. Our state's future depends heavily on how transportation needs are addressed, and SRTA is at the heart of helping Georgia's communities find solutions to keep Georgia moving forward.

The brand guidelines enclosed in this style guide have been developed to ensure that SRTA's mission is clear and consistent in all of our communications.

A brand is a simple, clear identity that conveys an organization's value to its customers, partners and stakeholders. It is more than one element. It is a promise of what an organization is and will do for the people it serves.

Our brand must always reflect the integrity and commitment of SRTA to continually provide innovative transportation choices and solutions. These guidelines have been created to ensure that in all communications, the SRTA brand is always clear and consistent.

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TWO BRANDS. ONE MISSION.



PEACH PASS

SRTA & Peach Pass

SRTA is recognized as the Authority that brings innovative transportation solutions to the state, and one of the best-known solutions is the Peach Pass. Hundreds of thousands of Georgia's motorists ride with a Peach Pass in their cars every day. With a Peach Pass, motorists gain access to the Georgia Express Lanes and greater control over their commutes. As the options to use toll lanes in Georgia and in neighboring states increase so will the number of Peach Passes.

Because the Peach Pass is a physical product that Georgians interact with on a daily basis, it carries its own consumer-facing brand and brand standards, which you can find on page 16.

State Road and Tollway Authority (SRTA)

➤ Brand Personality

A brand personality is used to define how SRTA should be thought of by its partners, stakeholders and customers. It is used to define a brand by using human character traits. If SRTA were a person, he would be described as follows:

SRTA is intelligent and workmanlike but approachable, creative and slightly quirky. He is driven by solving problems and doesn't mind thinking in unconventional ways to get to a solution. Because people know that problem solving is his expertise, they are comfortable approaching him when they need help with an obstacle or problem.

➤ Brand Promise

This is what SRTA promises to the people it serves:

SRTA promises to be the go-to source for financial transportation solutions for state and local agencies because they trust that SRTA will be on their side and find an innovative solution they could not have achieved on their own.

➤ Brand Position

A brand position defines SRTA's core target audience, primary point of difference and main benefit to the audience.

For state and local agencies with transportation challenges, SRTA is a valuable resource at their disposal. When traditional methods of funding transportation infrastructure projects or solving a transportation problem are blocked, SRTA can work with partners to help them overcome these obstacles and achieve their objectives.

CORRECT

The State Road and Tollway Authority has served as the transportation and financing arm of Georgia.

INCORRECT

The state road and toll authority has served as the transportation and financing arm of Georgia.

CORRECT

The State Road and Tollway Authority (SRTA) manages Georgia’s toll road facilities. SRTA has the flexibility to assist their partners reach their transportation goals.

INCORRECT

SRTA manages Georgia’s toll road facilities. SRTA has the flexibility to assist their partners reach their transportation goals.

CORRECT

The State Road and Tollway Authority’s mission is to enhance mobility in Georgia.

CORRECT

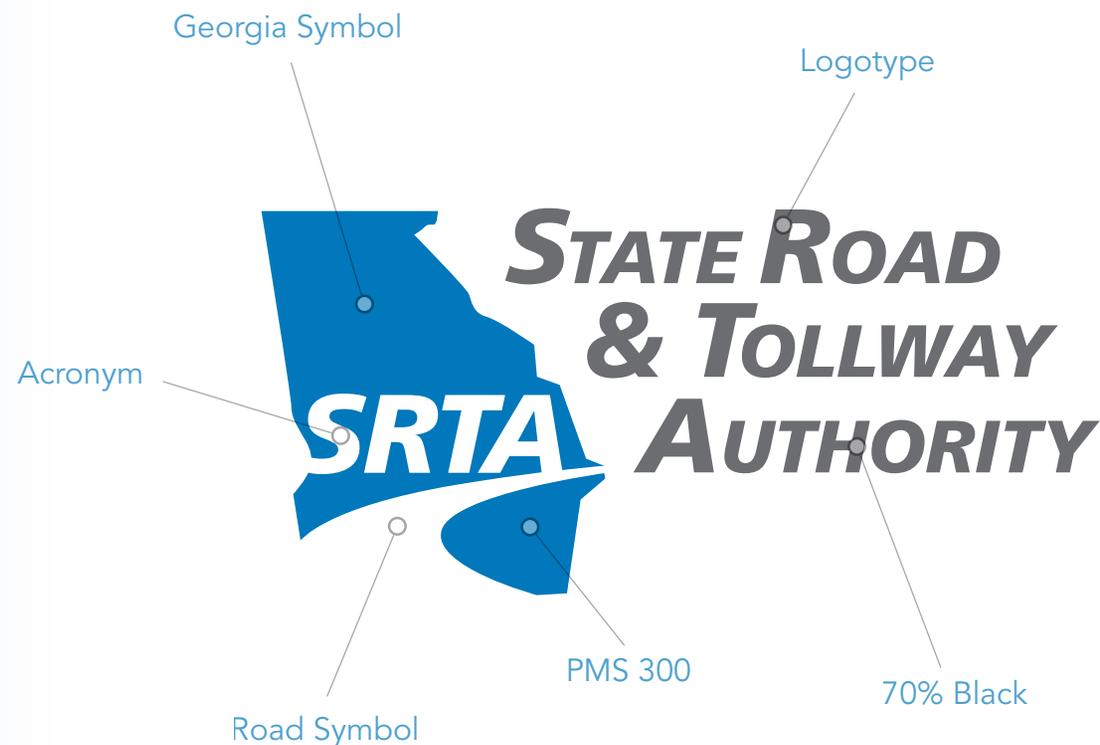
We will provide funding services for the upcoming toll lanes.

INCORRECT

We’ll provide funding services for the upcoming toll lanes.

Writing Guidelines

- 01 The proper name of our organization is “State Road and Tollway Authority.” It should always appear in upper/lower case.
- 02 In written communications where it is appropriate and desirable to use “SRTA,” the first use in the document should read, “State Road and Tollway Authority (SRTA).” Subsequent references may then be shortened to “SRTA.”
- 03 It is acceptable to write State Road and Tollway Authority as a possessive.
- 04 In written communication, our brand maintains a friendly and approachable tone. However, we do limit contractions.



SRTA Logo

The State Road and Tollway Authority's color logo consists of the Georgia symbol with the logotype to its right. It should be positioned over a white or light-colored background. This logo is our signature and is the central element of our brand identity.

PANTONE® 300 (blue) and 70% Black have been selected as the official logo colors for the State Road and Tollway Authority. The state icon represents our mission to keep Georgia moving. The stylized road symbolizes our services to provide innovative transportation solutions. The "SRTA" acronym stands for State Road and Tollway Authority which is located to the right. Both are italicized to convey movement.



ALL-BLACK
LOGO



REVERSED
LOGO



REVERSED
WITH BLUE
STATE LOGO

Color Options

There are three alternate color options from which to choose:

- All-black version
- Reversed version
- Reversed with blue state version

There will be instances where the background is too dark for the colored logo to be legible, or where printing in color is prohibited. In these cases, choose the logo which is most appropriate and clearly visible on the required background.

Artwork

Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for online screen viewing. Please consult your vendor for their preferred file format before submitting artwork for production.



Clear Space

To maintain visual clarity and to provide maximum impact, the State Road and Tollway Authority logo must never appear crowded or linked with other graphic elements. The logo should occupy its own space.

Always maintain a generous "safe" area equal to the height of the "SRTA" in the logo on all sides of the logo.

Minimum Size

To protect the integrity and legibility of the State Road and Tollway Authority logo, it must never be reproduced in sizes smaller than those shown on this page.

The minimum size is .85 inches (2.54 cm) wide for print materials and 1.0 inch (2.159 cm) wide for electronic applications (i.e., web, PowerPoint, emails, etc.). Any further reduction would impair its legibility.



Minimum Print Size



Minimum Electronic Size

INCORRECT LOGO USAGE



01



02



03



04



05



06



07



08



09



The State Road and Tollway Authority enhances mobility

10



11

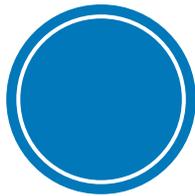


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Incorrect Usage

Avoiding logo usage mistakes will help to keep the State Road and Tollway Authority brand consistent. Listed below are a few violations:

- 01 Never use anything but the approved and provided logo.
- 02 Never create your own logo.
- 03 Never attach anything to the logo.
- 04 Never place the logo on a background without sufficient contrast.
- 05 Never reproduce the logo in non-approved colors.
- 06 Never rotate or tilt the logo.
- 07 Never stretch or alter the logo's proportions.
- 08 Never scale the logo less than the minimum size.
- 09 Never skew the logo.
- 10 Never violate clear space.
- 11 Never place the logo in a headline or body copy.
- 12 Never rearrange elements of the logo.



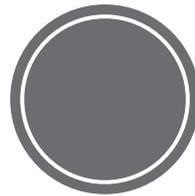
SRTA Blue

Spot Color
PANTONE® 300

Process Color
96% Cyan
44% Magenta
4% Yellow
1% Black

RGB Value
R: 0 G: 120 B: 184

HEX #
0078b8



SRTA Gray

Spot Color
70% Black

Process Color
0% Cyan
0% Magenta
0% Yellow
70% Black

RGB Value
R: 109 G: 110 B: 113

HEX #
6d6e71

Primary Palette

The primary State Road and Tollway Authority color is SRTA Blue. This is the brand identification color for the organization. The primary complementary color is SRTA Gray.



SRTA Orange

Spot Color
PANTONE® 163

Process Color
0% Cyan
46% Magenta
73% Yellow
0% Black

RGB Value
R: 248 G: 156 B: 87

HEX #
f89c57



SRTA Green

Spot Color
PANTONE® 368

Process Color
57% Cyan
0% Magenta
100% Yellow
0% Black

RGB Value
R: 122 G: 193 B: 67

HEX #
7ac143



SRTA Purple

Spot Color
PANTONE® 241

Process Color
34% Cyan
96% Magenta
7% Yellow
0% Black

RGB Value
R: 174 G: 46 B: 137

HEX #
ae2e89



SRTA Slate Blue

Spot Color
PANTONE® 646

Process Color
72% Cyan
43% Magenta
16% Yellow
01% Black

RGB Value
R: 83 G: 129 B: 172

HEX #
5381ac

Secondary Palette

The secondary color palette gives you another set of alternatives. These accent colors can be used on an as-needed basis for special emphasis, as in this guide. These colors consist of SRTA Orange, SRTA Green, SRTA Purple and SRTA Slate Blue. However, these colors should not be substituted for the SRTA logo.

Color Control

For PMS spot colors, please use the current version of the “PANTONE® formula guide coated/uncoated” for color specification, matching and control.

For CMYK colors, please use the current version of the “PANTONE® solid to process chips” for color specification, matching and control.

Note: Use actual PANTONE® chips. Do not attempt to match examples in this guide.

Avenir Font Family

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Primary Typeface

Avenir is the primary typeface chosen for the State Road and Tollway Authority.

The Avenir family of typefaces presents an attractive, easy-to-read and consistent visual impression. The various members of the Avenir font family can be used with unlimited design freedom to produce a wide range of specific materials and should be used whenever possible to create a consistent and cohesive brand.

Calvert MT Font Family

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Universe Condensed Fonts

Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Typefaces

The secondary typefaces chosen to complement Avenir are Calvert MT and Universe Condensed.

Calvert MT is a modern slab serif font that should be used for display type purposes. It provides an alternative to Avenir in varying up headlines, subheads and call-outs.

Universe Condensed is a clean sans serif font chosen to be used in subheads, call-outs and smaller applications like captions and mouse type.

Calibri Font Family

Calibri Bold

Calibri Regular

Calibri Light

Calibri Bold Italic

Calibri Italic

Arial Font Family

Arial Black

Arial Bold

Arial Regular

Arial Bold Italic

Arial Italic

Alternate Typefaces

For standard office software and internet browsers, the Calibri or Arial typeface family should be used as an alternate font if Avenir is not available.



CORRECT

GO! Transit Capital Program (GO! Transit) bridges the gap between needs and available revenues to fund transit projects in Georgia.

INCORRECT

GO! Transit bridges the gap between needs and available revenues to fund transit projects in Georgia.

GO! Transit Capital Program (GO! Transit)

The GO! Transit Capital Program bridges the gap between needs and available revenues to fund transit projects in Georgia. During the 2015 Legislative Session, the Georgia General Assembly designated \$75 million in General Obligation bond funds to support transit capital projects throughout the State. The State Road and Tollway Authority (SRTA) has been tasked with administering the \$75 million General Obligation Bond Transit Capital Program, better known as the GO! Transit Capital Program. This program is designed to fund transit capital projects with a useful life of 10 years or longer that the State can acquire a sufficient legal (ownership) interest in.

Writing Guidelines

- 01 GO! Transit Capital Program (GO! Transit)
 - Always spell out on first reference; acronym is fine in 2nd reference

GTIB

GEORGIA TRANSPORTATION INFRASTRUCTURE BANK

CORRECT

Georgia Transportation Infrastructure Bank (GTIB) provides financial assistance for transportation projects that improve mobility.

INCORRECT

GTIB provides financial assistance for transportation projects that improve mobility.

Georgia Transportation Infrastructure Bank (GTIB)

SRTA manages The Georgia Transportation Infrastructure Bank (GTIB), which provides financial assistance for transportation projects that improve mobility, sustain development and enhance communities throughout Georgia. In written communications, the full name should be used upon first mention, "The Georgia Transportation Infrastructure Bank" with each word capitalized. After the first mention the acronym, "GTIB" may be used within the same document.

Writing Guidelines

- 01 Georgia Transportation Infrastructure Bank (GTIB)
 - Always spell out on first reference; acronym is fine in 2nd reference
 - Do not start a sentence with just "GTIB"



PEACH PASS



Peach Pass

Peach Pass is a small, thin electronic sticker which adheres to a vehicle's windshield. The Peach Pass is connected to an account established with the State Road and Tollway Authority (SRTA) and automatically deducts tolls when using the electronic toll lanes of the I-85 Express Lanes and future tolling facilities in Georgia. As the options to use toll lanes in Georgia and in neighboring states increase so will the number of Peach Passes.

CORRECT USAGE

- 01 A Peach Pass is required for all vehicles to enter the express lanes.

- 02 The number of drivers with Peach Passes increases every year.

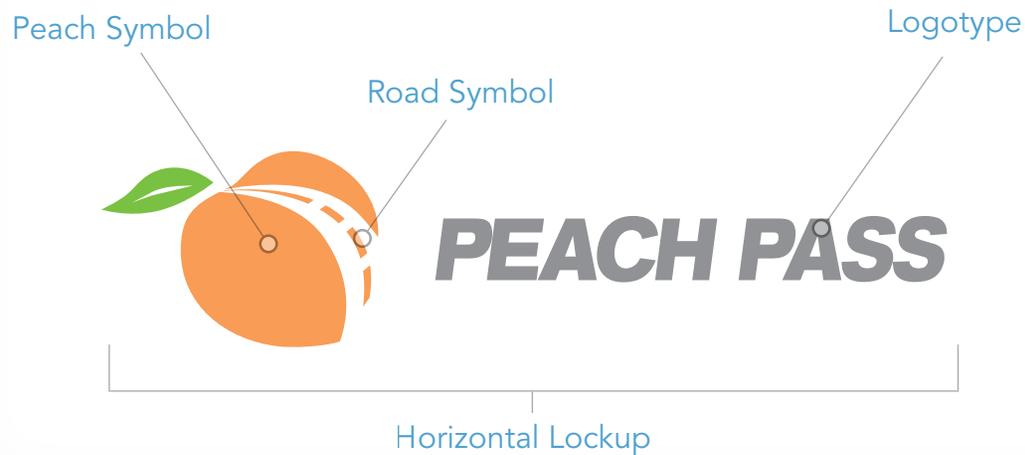
- 03 You can convert a Pay n GO! Peach Pass to a Peach Pass Personal Toll Account by visiting **PeachPass.com**.

- 04 If you have any questions, please contact the Peach Pass Customer Service Center.

- 05 For more information visit **PeachPass.com**.

Writing Guidelines

- 01 The proper name is "Peach Pass."
It should always appear in upper/lower case and a space should be in between "Peach" and "Pass."
- 02 The plural "Peach Passes" is OK to use, but only sparingly.
- 03 Peach Pass Personal Toll Account – this is the registered, "full" account that we prefer (e.g., not the type you have when you get a Pay n GO! Peach Pass); can still be managed by the prepaid Pay n GO! but a Personal Toll Account requires name and contact information (e.g., not anonymous).
- 04 Peach Pass Customer Service Center.
- 05 When producing the Peach Pass url as a call to action, the two words use initial caps and the "www." is omitted from the host name.



Peach Pass Logos

The Peach Pass color logos are prepared in both a vertical lockup and horizontal lockup. The format should be chosen based on what is most practical for your graphic requirements. They should be positioned over a white or light-colored background.

PANTONE® 163 (orange), PANTONE® 368 (green) and PANTONE® Cool Gray 9 have been selected as the official logo colors for the Peach Pass logo. The peach icon represents our mission to keep Georgia moving. The road symbolizes our services to provide innovative transportation solutions. The words "PEACH PASS" is centered beneath, or located to the right of, the peach. The logotype is in all caps and italicized to convey movement.



PEACH PASS



PEACH PASS

BLACK LOGOS



PEACH PASS



PEACH PASS

REVERSED LOGOS



PEACH PASS



PEACH PASS

COLOR LOGOS WITH REVERSED LOGOTYPE

Color Options

You have three alternate color options from which to choose:

- All-black versions
- Reversed versions
- Color logos with reversed logotype

There will be instances where the background is too dark for the color logo to read well, or where printing in color is prohibited. In these cases, choose the logo which is most appropriate and clearly visible on the required background.

Artwork

Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for online screen viewing. Please consult your vendor for their preferred file format before submitting artwork for production.

Keep Moving.TM

Keep Moving.TM

Keep Moving.TM

VERTICAL LOCKUP
WITH TAGLINE



PEACH PASS
*Keep Moving.*TM

HORIZONTAL LOCKUP
WITH TAGLINE



PEACH PASS
*Keep Moving.*TM

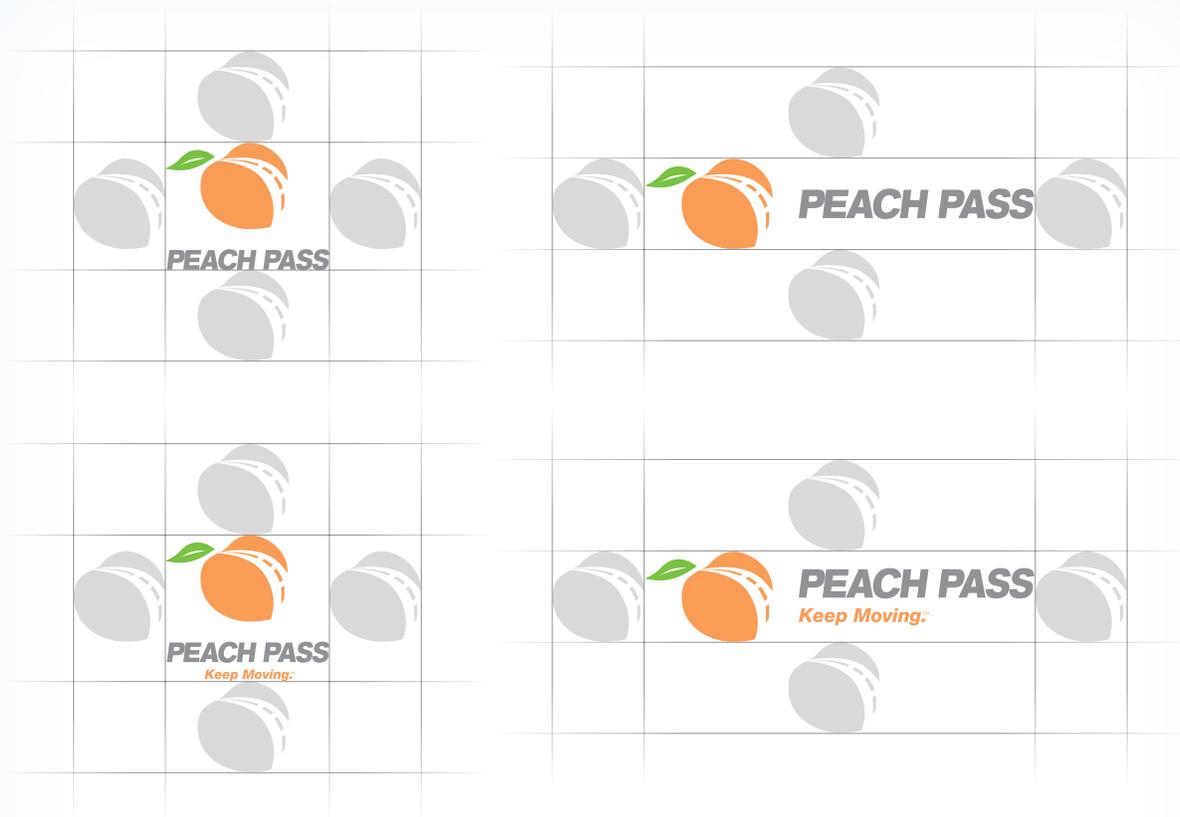
Tagline

The tagline used in the logo is “Keep Moving.TM” in reference to the Peach Pass program’s goal for Georgia commuters. The tagline colors are available in orange, black or reversed. The letters should always be italicized and appear in upper/lower case, ending with a period and trademark symbol (TM).

There are two logo lockup options with the tagline from which to choose:

- Vertical lockup with tagline
- Horizontal lockup with tagline

The tagline in all signature lockups is part of the artwork. Do not replace or recreate it using any other artwork, font or phrase. Since the tagline and logo are a lockup, scale them both proportionately. The tagline should never be used on its own.



Clear Space

To preserve clarity, no other graphic element should intrude upon the Peach Pass logo, with the exception of the tagline. A clear area equal to or greater than the relative width of the peach must surround the logo. When the logo is displayed with the tagline, the same rule applies. Simply buffer the entire area of the logo lockup (including the tagline) with a space equal to or greater than the relative width of the peach.

Minimum Size

To protect the integrity and legibility of the Peach Pass logo, it must never be reproduced in sizes smaller than those shown on this page.

The minimum size for the logos with tagline will be larger than the regular logos in order for the tagline to be legible.



INCORRECT LOGO USAGE



PEACH PASS

01



02



PEACH PASS

03



04



PEACH PASS

05



06



PEACH PASS

07



PEACH PASS

08



PEACH PASS

09



PEACH PASS

A Peach Pass is a small,
thin toll collection device

10

INTRODUCING



PEACH PASS

11



PEACH

PASS

12

Incorrect Usage

Avoiding logo usage mistakes will help to keep the Peach Pass brand consistent. Listed below are a few violations:

- 01 Never use anything but the approved and provided logo.
- 02 Never create your own logo.
- 03 Never attach anything to the logo.
- 04 Never place the logo on a background without sufficient contrast.
- 05 Never reproduce the logo in non-approved colors.
- 06 Never rotate or tilt the logo.
- 07 Never stretch or alter the logo's proportions.
- 08 Never scale the logo less than the minimum size.
- 09 Never skew the logo.
- 10 Never violate clear space.
- 11 Never place the logo in a headline or body copy.
- 12 Never rearrange elements of the logo.



SRTA Orange

Spot Color
PANTONE® 163

Process Color
0% Cyan
46% Magenta
73% Yellow
0% Black

RGB Value
R: 248 G: 156 B: 87

HEX #
f89c57



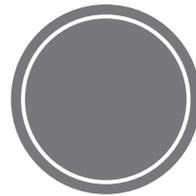
SRTA Green

Spot Color
PANTONE® 368

Process Color
57% Cyan
0% Magenta
100% Yellow
0% Black

RGB Value
R: 122 G: 193 B: 67

HEX #
7ac143



SRTA Cool Gray

Spot Color
PANTONE® COOL GRAY 9

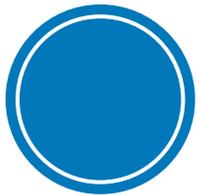
Process Color
55% Cyan
47% Magenta
44% Yellow
10% Black

RGB Value
R: 120 G: 119 B: 122

HEX #
78777a

Primary Palette

The primary Peach Pass color is SRTA Orange. This is the brand identification color for the brand. The primary complementary colors are SRTA Green and SRTA Cool Gray.



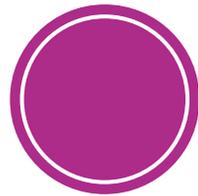
SRTA Blue

Spot Color
PANTONE® 300

Process Color
96% Cyan
44% Magenta
4% Yellow
1% Black

RGB Value
R: 0 G: 120 B: 184

HEX #
0078b8



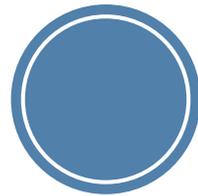
SRTA Purple

Spot Color
PANTONE® 241

Process Color
34% Cyan
96% Magenta
7% Yellow
0% Black

RGB Value
R: 174 G: 46 B: 137

HEX #
ae2e89



SRTA Slate Blue

Spot Color
PANTONE® 646

Process Color
72% Cyan
43% Magenta
16% Yellow
01% Black

RGB Value
R: 83 G: 129 B: 172

HEX #
5381ac

Secondary Palette

The secondary color palette gives you another set of alternatives. These accent colors cannot be used as a substitute for the Peach Pass colors, but should be used on an as-needed basis for special emphasis, as in this guide. These colors consist of SRTA Blue, SRTA Purple and SRTA Slate Blue.

Color Control

For PMS spot colors, please use the current version of the “PANTONE® formula guide coated/uncoated” for color specification, matching and control.

For CMYK colors, please use the current version of the “PANTONE® solid to process chips” for color specification, matching and control.

Note: Use actual PANTONE® chips. Do not attempt to match examples in this guide.

Avenir Font Family

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Primary Typefaces

Avenir is the primary typeface chosen for the Peach Pass brand.

The Avenir family of typefaces presents an attractive, easy-to-read and consistent visual impression. The various members of the Avenir font family can be used with unlimited design freedom to produce a wide range of specific materials and should be used whenever possible to create a consistent and cohesive brand.

Calvert MT Font Family

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Universe Condensed Fonts

Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Regular Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Typefaces

The secondary typefaces chosen to complement Avenir are Calvert MT and Universe Condensed.

Calvert MT is a modern slab serif font that should be used for display type purposes. It provides an alternative to Avenir in varying up headlines, subheads and call-outs.

Universe Condensed is a clean sans serif font chosen to be used in subheads, call-outs and smaller applications like captions and mouse type.

Calibri Font Family

Calibri Bold

Calibri Regular

Calibri Light

Calibri Bold Italic

Calibri Italic

Arial Font Family

Arial Black

Arial Bold

Arial Regular

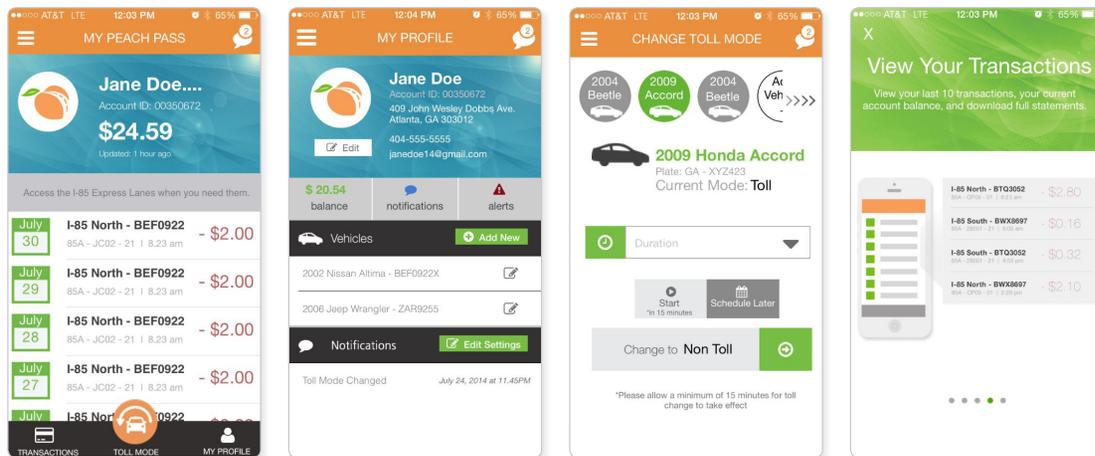
Arial Bold Italic

Arial Italic

Alternate Typefaces

For standard office software and internet browsers, the Calibri or Arial typeface family should be used as an alternate font if Avenir is not available.

PEACH PASS SUB-BRANDS



Peach Pass GO! Mobile App

The Peach Pass GO! mobile application (app) is the official mobile app of the State Road and Tollway Authority (SRTA) and its toll facilities. It is available for download in the iTunes App Store for iOS devices and the Google Play Store for Android devices. The app gives customers a convenient option to access their Peach Pass account from their mobile devices.

Pay n GO!

The Pay n GO! Peach Pass is a convenient and simple option that gives customers a way to get a Peach Pass without a credit or debit card.

There are two types of Pay n GO! Peach Pass kits:

- Pay n GO! Starter Kit
- Pay n GO! Reload Card

➤ We do not say Pay n GO! Refill Cards



COMMUTER CREDITS PROGRAMS



Commuter Credits Programs

Ride Transit, Earn Toll Credits

This program rewards Peach Pass customers who try transit for their I-85 trip, instead of riding alone in the Express Lanes.

- Also acceptable: Ride Transit and Earn Toll Credits or Ride Transit – Earn Toll Credits

Shift Your Commute, Earn Toll Credits

This is the program where SRTA will provide an incentive (in toll credits) for a Peach Pass customer to shift the time of their morning commute to avoid riding in the I-85 Express Lanes during 7:00 a.m. to 8:00 a.m. peak times.

- Also acceptable: Shift Your Commute and Earn Toll Credits or Shift Your Commute – Earn Toll Credits

Start a Carpool, Earn Toll Credits

This is the program, in partnership with the Georgia Department of Transportation's Georgia Commute Options program, where Peach Pass customers can earn up to \$100 over a 90-day period for starting a carpool of two or more people and ride in the I-85 Express Lanes.

- Also acceptable: Start a Carpool and Earn Toll Credits or Start a Carpool – Earn Toll Credits



Background Patterns

The dynamic background pattern represents the movement and fluidity of SRTA and Peach Pass. These patterns are available in a variety of SRTA colors shown on left.

GENERAL TERMINOLOGY

Managed Lanes

- According to FHWA: “Managed lanes are highway facilities or a set of lanes where operational strategies are proactively implemented and managed in response to changing conditions.”

Types of managed lanes we have in Georgia:

- HOV lanes
- HOT lanes (e.g., I-85 Express Lanes)
- Express Lanes
 - I-75 South Metro Express Lanes
 - Northwest Corridor Express Lanes

An Express Lane operated by SRTA is also called a Peach Pass facility (or facilities).



Customers

- Peach Pass customers
- Pay n GO! Peach Pass customers
- Motorists with Peach Pass Personal Toll Account

We do not say:

- Peach Pass holders
- Peach Pass Personal Toll Account holders
- Our Customer Service Center

Customer Service Access

- Peach Pass Customer Service Center
- Online Customer Service Center (OLCSC)

We do not say:

- Call Center
- Hotline

Drivers

When we reference people who use the Express Lanes, we describe them as:

- Motorists
- Travelers
- Drivers
- We only say “commuters” as it relates to Commuter Credits Program; generally speaking, we do not focus on commutes (since the type of trip is not important to us).

Physical Equipment

- Peach Pass transponders
- Transponders
- “Stickers” is also appropriate



These brand guidelines are provided to ensure consistent usage in all communications. The SRTA and Peach Pass logos are for the sole use of the State Road and Tollway Authority, other state agencies, our partners and authorized vendors with express permission to use the logo according to the brand standards.

- Files provided to organizations outside this list are for single use [one time/event]; should those organizations require the use of the logo again, please contact us.
- No permission or license is granted to use the trademark without the prior written consent and approval.
- Files may not to be altered in any way.
- Once a design that incorporates the SRTA or Peach Pass logo is complete, submit the proposed artwork in .PDF format to the State Road and Tollway Authority for approval.
- Allow two to three business days for approval. We will either provide approval “as is” or “with changes.”
- If you or a third party requires a different version of the logo for compliance with the standards, we will provide the correct EPS file.

Approval Process

The SRTA and Peach Pass brands are protected and prior approval is required for them to be used. Final designs are also subject to approval. Follow the process on the left. Approval for one case or design does not imply general approval for the use of the brand in other applications or situations, no matter how similar they might be. Each proposed use of the brand must be submitted for separate approval. Just email or write to the address below with full details of your request. Inquiries should also be directed to the same email address:

E-mail: outreach@georgiatolls.com

Phone: 404-893-6103

Address: 47 Trinity Ave. SW,
4th Floor
Atlanta, GA 30334