

COTA



2022 COTA BRAND

guide

OUR *purpose*

With each campaign, we connect to our audiences by becoming a part of their lives. Rather than talking about ourselves or simply explaining the importance of mobility, we are creating shared experiences. Our audiences will hear about COTA from the voices of our own customers.

Through our photography and visuals, we showcase “life in the moment” by telling the stories of people who are moving forward toward their goals and dreams. Overall, our message becomes a growing anthem: “We’re on this ride together.”

We speak with a bold, future-forward voice that listens to and involves others. We focus on being authentic and aspirational, representing a diversity of people and possibilities. This is a campaign about people coming together for the unified goal of moving all lives forward.

Moving every life *forward*

Our brand tagline is the external manifestation of our company vision, speaking in a voice directly connected to the lives and motivations of our audiences. It is an inspiring promise, a bond built between us.

OUR *tagline*

OUR *message*

We are always authentic, telling stories that connect COTA to the lives of our audiences. As we craft messages, keep these principles in mind.

PROMISES *and* PROOF

Our passion empowers a bold voice that makes promises based on understanding. But we always follow those promises with proof of our commitment and our progress.

OUR *meaning* OF MOBILITY

Our future-forward message: We are reinventing what mobility means to the people of Central Ohio and reimagining how it connects them to what matters in their lives.

“*why*” IS MORE IMPORTANT THAN “*what*”

Our content and creative is purpose driven, so we make sure we showcase why we are doing something before we showcase what we're doing.

A *part* OF EACH OTHERS' LIVES

We are people oriented, so we fit our messaging to what is important in the lives of our audiences. We celebrate the people who move us forward, from customers to COTA team members.

OUR *look*

No matter what medium or platform, our creative elements are unified around common design tenets.

IN THE *moment*

Our campaign lives in the moment, capturing the aspirational lives of our customers.

CINEMATIC & *colorful*

Color and vibrance shows through at all times, with a cinematic approach to lighting and composition that create emotion.

SIMPLE & *direct*

Our style is simple, directly moving our audience to its point. Nothing is overdesigned or obscures the message.

HIGHLIGHTING *diversity*

We see an aspirationally diverse sense of humanity in the situations we create. A positive portrayal of real life.

OUR *voice*

We speak in a way that proves our deep understanding of others and our passion to make mobility matter in all our lives.



WE ARE BOLD, YET *compassionate*

We have a personality, we show commitment and we are guided by a compassionate purpose.

It drives us to stand up and stand out for our beliefs.

INVOLVING, A BOND OF *togetherness*

We do not do everything on our own; we are not superheroes. Instead, we work with people. We are involved in our communities.

We are stronger when we collaborate and unite.

As we say, "We are on this ride together."

CONVERSATIONAL & *approachable*

We are redefining the concept of "authority" as we transition from a transit authority to a mobility solutions provider. We listen, we discuss, we involve others. We understand that moving forward means being inclusive, transparent and open-minded.

OUR *voice*



HAPPY HOLIDAYS

THE BEST THING SINCE SLICED
(ginger)bread

Download the Transit app and experience
the *magical* new way to ride COTA

COTA transit

\$4.50
ACCOUNT
CREDIT

A promotional graphic for COTA. At the top is a gingerbread bus with 'HAPPY HOLIDAYS' written on its roof. Below the bus, the text reads 'THE BEST THING SINCE SLICED (ginger)bread'. At the bottom, there is a red banner with the text 'Download the Transit app and experience the magical new way to ride COTA' and the COTA logo. To the right of the banner is a white gift tag with a red ribbon and the text '\$4.50 ACCOUNT CREDIT'.

SEEING *through* THE EYES OF EVERYONE

Diversity is a cornerstone etched in our DNA.
We are driven by the collective power of all people.
And we exercise this commitment every day.

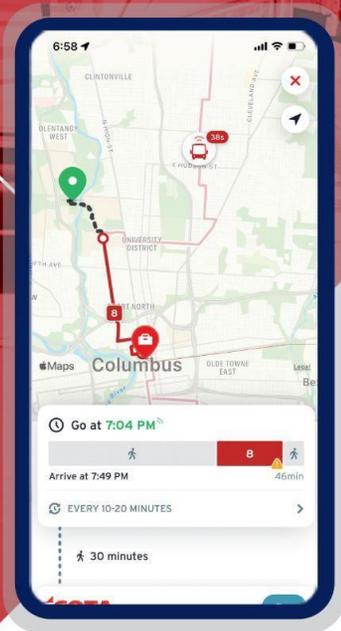
HOPEFUL AND POSITIVE, A *voice* OF OPTIMISM

We face the future with authentic positivity. We have
an unwavering sense of hope and limitless energy to
get involved, to make things happen.

A *personality*, A SENSE OF HUMOR

We see the lighter side of life, the things we all enjoy
and that make us smile. When the situation calls for a
lighter touch or a smile, we make it happen.

CLAIM YOUR
\$4.50
BEFORE
IT'S GONE



PAYING
too
MUCH?

COTA is offering everyone in Central Ohio a \$4.50 credit when you **download the Transit app** and set up your COTA account. But you need to act now!

Learn more at COTA.com/transitapp



Offer ends January 31, 2022.



DOWNLOAD
TRANSIT

OUR *voice*

QUICKSTART COPY CHECKLIST

- Focus on simplicity, and get to the point.
- Make bold, compelling statements of truth.
- When writing, “we” is the pronoun of choice.
- Always speak with compassion and empathy.
- When looking forward be realistic, yet aspirational.
- Always focus on believability and authenticity.

TERMINOLOGY USE

VEHICLE We offer services above and beyond bus transit, so use the word vehicle instead of bus.

NO FARES Though we sometimes offer no-fare rides, our service is not free. Avoid using the word free. The phrase “no cost” is also appropriate to use.

CUSTOMER The people we serve are much more than just riders to us. Use the word customer, not rider.

RAPID TRANSIT — A fixed transit system that operates with increased frequency and high-capacity articulated vehicles that have Traffic Signal Priority (TSP), dedicated lanes and platform-level boarding, making travel faster and more reliable. *Note: Occasionally, we will see/use BRT (bus rapid transit) as needed when referencing federal transportation requirements.*

PARK AND RIDE — in all instances, capitalize the P and R, and do not substitute & for and.

OUR *voice*

GENDER NEUTRALITY AND USE OF PRONOUNS

Growing numbers of people use **they/them/their** as a gender-neutral singular personal pronoun. To promote inclusiveness, diversity and equity, adhere to AP Style guidelines as much as possible for internal and external communications.

GUIDELINES

- Use **they/them/their** to describe/represent a person who uses these pronouns.
 - *Don't say:* preferred or chosen pronouns
 - *Do say:* the pronouns they use, whose pronouns are, who uses the pronouns, etc.
- **They/them/their** take plural verbs — even when used as a singular pronoun.
- The singular reflexive *themselves* is acceptable when referring to people who use **they/them/their**.

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- Use **they** rather than he/she for an unspecified gender or indefinite pronoun (anyone, everyone, someone).
 - Rewording to avoid a pronoun is also acceptable
example:
The foundation gave grants to anyone who lost a job. (instead of anyone who lost their job).
 - In instances where we say men and women, use **them/those/they**.
example:
Honoring those who died defending our freedom (instead of the men and women who died defending)
 - When using **they/them/their** as a singular pronoun, explain if context isn't clear.
example:
Smith, who uses the pronoun they, said they will retire in June.

OUR *voice*

CAPITALIZATION

The logo for COTA.com, featuring a stylized blue triangle to the left of the word "COTA" in bold black uppercase letters, followed by ".com" in a smaller black font.

COTA should always be in all caps, even in URLs.

The logo for downtown C-pass, with "downtown" in orange lowercase letters above "C-pass" in blue lowercase letters. The "C" is larger and has a stylized orange and blue graphic element.

C-pass will always have a capital C, a hyphen and a lowercase p. (Though C-pass has a lowercase c in its logo, the C should always be capitalized in body copy.)

The logo for transit, featuring a green square icon with a white stylized 't' and a person figure, followed by the word "transit" in lowercase black letters.

Transit app should have a capital T unless being used in a URL. (Though Transit app has a lowercase t in its logo, the T should always be capitalized in body copy.)

The logo for COTA//PLUS, featuring a stylized blue triangle to the left of "COTA" in bold blue uppercase letters, followed by "//PLUS" in green uppercase letters.

COTA//Plus within body copy should be COTA in all caps, followed by two forward slash marks, then Plus. Capitalize only the P in Plus.



Smartcard will always have a capital S and be one single word, no spaces.

OUR *voice*

PRESIDENT/CEO BRANDING

When referring to COTA's President/CEO, below is the proper copy format. Always use Joanna M. Pinkerton's full name and middle initial.

NAME

Joanna M. Pinkerton

TITLE

President/CEO of COTA

HEADSHOT

For photography, this is the only approved headshot for Joanna M. Pinkerton. Please use this image when necessary in all creative assets.

SIGNATURE

For letters and other signed assets, please use this approved signature for Joanna M. Pinkerton.



OUR *voice*

EXECUTIVE LEADERSHIP AND BOARD OF TRUSTEES

When listing members of COTA's Executive Leadership team and Board of Trustees, names and titles should run in the following approved order.

EXECUTIVE LEADERSHIP

Joanna M. PinkertonPresident/CEO
Emille WilliamsDeputy CEO
Garth WeithmanChief of Staff
Stacey BaerChief Marketing & Experience Officer
Andrew Biesterveld.....Chief Engineer & Mechanical Officer
Erin Delffs.....Chief Financial Officer
Patrick HarrisVice President of External Relations
Amy HockmanInterim Chief of Transit Operations
Monica JonesChief Equity Officer
Sophia Mohr.....Chief Innovation & Technology Officer
Sindy Mondesir.....Chief People Officer
Kimberly Sharp.....Senior Director of Development
Christina WendellChief Legal/General Counsel

BOARD OF TRUSTEES

Craig P. Treneff Chair	Doug McCollough Trustee
Marlon R. Moore..... Vice Chair	Sean Mentel..... Trustee
Trudy A. Bartley..... Trustee	Timothy Skinner..... Trustee
Julie Colley Trustee	Raja Sundararajan Trustee
Lori Elmore Trustee	Shannon Tolliver..... Trustee
Jennifer Gallagher.... Trustee	Kumi Walker..... Trustee

OUR *photography*

All COTA photography should be representative of the rider and vehicle in the following manners:

WE ARE *organic*, CANDID & INCLUSIVE

- The goal is to feel natural and authentic, not posed.
- Models should be relatable, as if they are an every day customer on our vehicles. Capture persons of color, persons ranging in age (children–seniors), different genders, disabilities, persons of varying professions, social and financial demographics.

OUR TRANSIT VEHICLES ARE *heroic*

- A vehicle must be present, whether in the foreground, background or represented by the interior architecture of the vehicle.
- Consider multiple angles of our vehicles, making them heroic. Think of them as a model, not a prop.

be IN THE MOMENT

- Photographer(s) should move around the environment capturing multiple angles of the riders and the vehicles.
- Capture candid moments of customers talking, reading or decompressing. These moments are best captured while traveling between shoot locations, not as individually posed moments.

WE *focus* ON WHAT'S IMPORTANT

- Use medium depth of field and sharp focus to allow for more adaptable images.
- Be cautious of our “live” set, avoiding obtrusive objects, lightposts or harsh angles that draw the eye away from the subject matter, our vehicles and customers.
- Capture tall verticals and wide horizontals to encompass a vast majority of marketing spaces.
- Continue to look for ways in which to capture, source and utilize imagery through the lens of equity, diversity and inclusion, while maintaining the raw integrity of our customers.



OUR *photography*



OUR *photography*

OUR *colors*

Our primary brand colors best represent our brand and should always be key when designing, but we also have secondary and tertiary colors to help support and enhance our various campaigns.

As a basic rule, use secondary colors as complements and tertiary colors as accents so as not to overtake or dominate any creative.

PRIMARY COLORS

COTA Red PMS 1805 CMYK: 5/96/80/22 RGB: 175/39/47 WEB: AF272F	COTA Blue PMS 281 CMYK: 100/85/5/36 RGB: 0/32/91 WEB: 00205B
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SECONDARY COLORS

COTA Gray PMS Cool Gray 6 CMYK: 38/31/29/0 RGB: 163/165/168 WEB: A3A3A7	COTA Teal PMS 7459 CMYK: 72/9/9/13 RGB: 66/152/181 WEB: 4298B5	COTA Green PMS 354 C CMYK: 95/0/100/0 RGB: 0/174/66 WEB: 00AE42
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COTA Yellow PMS 7548 CMYK: 0/22/100/0 RGB: 255/199/9 WEB: FFC708	COTA Purple PMS 7657 CMYK: 59/95/32/18 RGB: 112/43/99 WEB: 702B63
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OUR colors

All of COTA's transit lines are color coded for easy recognition.

Whenever line numbers are called out in print, digital, social and video assets, the color surrounding the number should match the corresponding line.

COLORS BY LINE

FREQUENT LINES PMS 1805 CMYK: 5/96/80/22 RGB: 175/39/47 WEB: AF272F				STANDARD LINES PMS 281 CMYK: 100/85/5/36 RGB: 0/32/91 WEB: 00205B				RUSH HOUR LINES PMS 341 CMYK: 100/0/69/30 RGB: 0/126/99 WEB: 007e63			
1	2	5	7	3	4	6	11	41	42	43	44
8	10	23	34	12	21	22	24	45	46	51	52
				25	31	32	33	61	71	72	73
				102				74			

EXAMPLES



The only exception to this rule is if the line number is contained within the body copy.

OUR *type*

As seen throughout this brand book, our typefaces and fonts occasionally combine to help add emphasis to words and phrases. Weights are chosen based on messaging hierarchy, from main headlines to body copy. Colors can be utilized and mixed as well.

PRIMARY

Gotham

abcdefghijklmnop
qrstuvwxyz

1234567890

1234567890

WEIGHTS

light

book

medium

bold

black

SECONDARY

Sentinel

abcdefghijklmnop
qrstuvwxyz

1234567890

1234567890

WEIGHTS

light

light italic

book

book italic

medium

medium italic

bold

black

OUR *type*

We have substitute typeface options if main typefaces are not available, but we should always strive to use our primary choices.

SUBSTITUTE SANS

Arial

abcdefghijklmnop
pqrstuvwxyz

1234567890

WEIGHTS

Regular

Italic

Bold

Bold Italic

SUBSTITUTE SERIF

Georgia

abcdefghijklmnop
pqrstuvwxyz

1234567890

WEIGHTS

Regular

Italic

Bold

Bold Italic

OUR *logos*

PRIMARY LOGO



MINIMUM SIZES

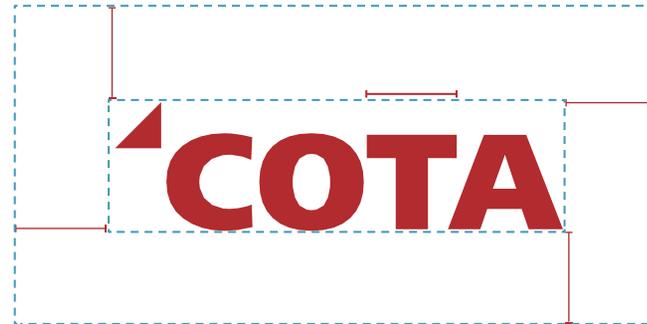
To maintain full legibility, never reproduce the logos at sizes smaller than those listed below.



1.125 inches or 80 pixels

CLEAR SPACE

Clear space must surround the logos to ensure legibility and prominence. The size of the clear space around all logos must be at least the width of the "T" in "COTA."



OUR *logos*

PRIMARY LOGO

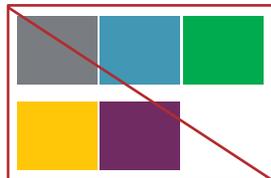


COTA



COTA

DO NOT use any of the secondary or tertiary colors for the logo. White is acceptable.



IMPLEMENTATION

To ensure consistent use of the logo, avoid the practices shown here.



DO NOT stretch or bend the logo in any way.



DO NOT change the font.



DO NOT change the color of the triangle.



DO NOT use drop shadows or other visual effects.



DO NOT use our logo in a sentence.



DO NOT add any extra elements to the logo.

OUR *logos*

COTA has a number of sub-brands. The basic principles of logo space and use apply to these as well.

Going forward, new sub-brand logos will reflect the format of the COTA//Plus lockup. COTA is in navy, and the triangle and sub-brand are another color.

SUB-BRANDING

PRIMARY



STACKED



OUR *logos*

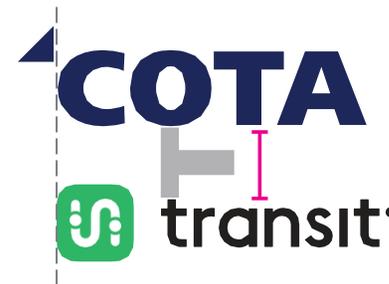
Occasionally, COTA partners with other brands and communications require the use of both logos together. To give ample space for each logo, place the other brand's mark no closer than the width of the "T" in the COTA logo, and center it with "COTA," not the full height of the logo to the top of the triangle.

CO-BRANDING

LOCKUP EXAMPLE



Place second logo no closer than the width of the "T" in the COTA logo



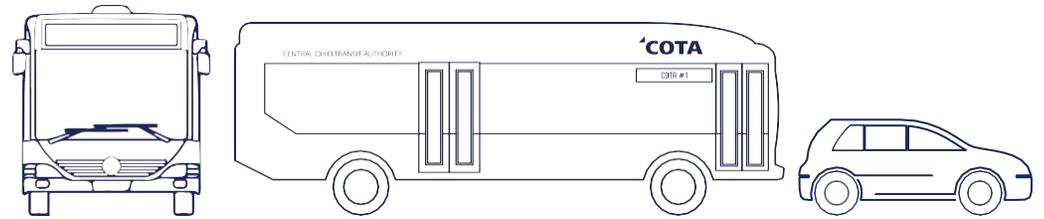
If a stacked lockup is required, place second logo below the COTA with a width of "T" between them. Left align logos using the "C" in COTA, not the triangle.

OUR *icons*

Brand icons should always be simple, line-based (thinner lines are preferred) graphic depictions of the intended actions or information.

Always one color, they should complement the main color choices within the designed message and never overpower the overall message.

EXAMPLES



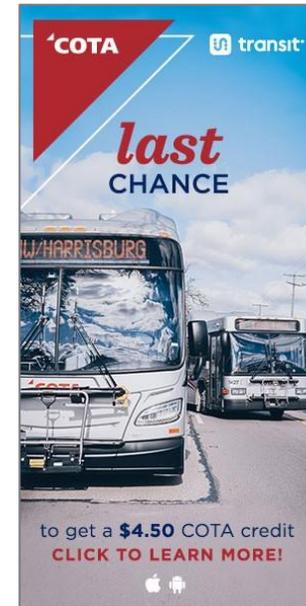
OUR *triangle*

The COTA triangle is an iconic element within our logo. It can be used as a design element in any preapproved color, solid or outlined, and with transparency. But, the key is to use it as a modern and sophisticated element, as with the examples provided.

Rotation is allowed in order to best accommodate the layout, however, it is encouraged to remain the same orientation as the one within our logo.



Triangle is used for image cropping so as to maintain the proper angle of the triangle.



Triangle provides a clean space for logo or text on an image.



Triangle is used for navigation, such as: to indicate the next slide in a social carousel, or to guide the viewer's actions or viewer's eye



Triangle outline frames a subject and/or draws emphasis to headline.