



# 2014 CREATIVE GUIDELINES

These guidelines will help you navigate through creating “Community Grows” (WPTGCG) branded materials for local use.

## Program Needs:

All files were created in Adobe Creative Suite 5; you will need CS5 or higher to edit these files.

## File Structure for All Visual Concepts:

There are 3 visual concepts to choose from for all advertising. Each concept has been abbreviated for shorter file names, as follows: PH (Packed House), CE (Competitive Edge), and SC (Staycation). Each concept can use one of 3 icon options for the featured public transit symbol. The files are collected and packaged based on that icon: bus, rail, or multimodal. You will find individually collected folders for each concept and execution (print ads, out-of-home advertising, web banners).

**Guidelines for use of short sign vs. tall sign:** The height of the transit sign varies in the print and web versions to allow for more versatility in cropping and format. This is indicated by the title of each linked image, along with the concept abbreviations explained above. The short sign is for use with Web templates (except for 160 x 600 banners) and the tall sign is for print templates (except for Bus Kings).

Blade symbol options for bus, rail and multimodal are available for all campaign executions



**Customizable Content Bar:** Add your logo and use the content of the bar as-is OR customize with your own local economic impact statistic.

Simple visual of numbers to illustrate copy points. Use as-is or edit to support your message. Edited graphic should fit available space.

Use existing message as shown here OR customize text for local messaging following these guidelines:  
Font: DIN 1451 Std  
Color: White  
Font size minimum: 10.5 pt. (font) / 11.5 pt. (leading)  
Column width: 2.375" (will vary depending on ad specs)

Your logo here, (reversed out to white only—no color logos) to the left of the APTA logo. APTA logo must be used in position as shown.

\$1→\$4

Businesses want to be near public transportation because it connects them with top talent. In fact, every dollar invested in public transit generates four dollars in economic activity.

WHERE PUBLIC TRANSPORTATION GOES  
COMMUNITY GROWS



publictransportation.org

Fonts:  
Numbers: DIN 1451 Std  
Symbols: Trade Gothic Condensed No.18  
Color: White  
Arrow art: In file  
Font size: 34 pt.

Public Transportation and the Nation's Economy: A Quantitative Analysis of Public Transportation's Economic Impact. Washington: Cambridge Systematics, Inc. February 2014

Source information for stats used in ad:  
Font: DIN 1451 Std  
Color: 60% Black  
Font size minimum: 6 pt.

Blue bar prints 100% cyan and multiplies over background image. Dark Blue box for stat +30% black multiplied over cyan bar

WPTGCG type lockup stays at 100% in position, can be moved to the right depending on spacing for 1 vs. 2 logos. Position your logos and the WPTGCG type lockup similar to shown above

publictransportation.org URL must be used on all materials and stays in position and at 100% as shown here.



## Bus/Rail Shelter templates

Follow basic style direction from print ad guidelines above. See InDesign template for suggested font sizes for larger format of Bus/Rail Shelter.

## Banner Ad Assets:

Web templates are created in Adobe Photoshop. APTA has 3 common banner sizes that you can use as-is OR edit to incorporate your local logo while following the style and look of the examples shown.

All supplied banner ads consist of 2 frame animation and are designed to be animated GIFs. Each Photoshop file has pre-made groups for frame 1 and frame 2 that you can turn on and off when making final animated banner art. You will also have to assign an action for the "learn more" button that will take you to [publictransportation.org](http://publictransportation.org). All visual concepts are available in each of the sizes listed below with the exception that "Staycation" is not available in 160 x 600 pixel size.

Web Banner template sizes:

300 x 250 pixels

728 x 90 pixels

160 x 600 pixels

### Web Banner Examples

WEB BANNER 300X250



FRAME 1



FRAME 2

## Tracking the Digital Advertising.

Please see file name: APTA UTM Tracking Builder.xlsx for information on embedding tracking codes in your digital advertising. Follow the examples shown to create the proper codes for your advertising.

WEB BANNER 160X600



FRAME 1

FRAME 2

WEB BANNER 728X90



FRAME 1



FRAME 2

Your logo here (reversed out to white only—no color logos) position as indicated by dotted yellow line shown, to the left of the APTA logo. APTA logo must be used in position as shown.

### Bus/Rail Card Assets:

Bus/rail card templates are created in Adobe InDesign. APTA has 1 common card size that you can use as-is OR edit to incorporate your local logo. Resize as needed to meet your local specifications while following the style and look of the examples shown.

All supplied bus/rail card templates are available in all visual concepts with the same transportation icon blade options as previously detailed for the other materials.

Bus Card template size:

27" x 9.875"

#### Bus/Rail Card Examples

##### IMAGE BUS/RAIL CARD TEMPLATE



publictransportation.org URL must be used on all materials and stays in position and at 100% as shown here.

Your logo here (reversed out to white only—no color logos) position as indicated by dotted yellow line shown, to the left of the APTA logo. APTA logo must be used in position as shown.

##### TYPE-ONLY BUS/RAIL CARD TEMPLATE



publictransportation.org URL must be used on all materials and stays in position and at 100% as shown here.

Your logo here (reversed out to white only—no color logos) position as indicated by dotted yellow line shown, to the left of the APTA logo. APTA logo must be used in position as shown.

### Bus King Assets:

Bus King templates are created in Adobe InDesign. APTA's files supply you with 1 common Bus King size to use as-is OR edit to incorporate your local logo. Resize as needed to meet your local specifications while following the style and look of the examples shown.

All supplied Bus King templates are available in all visual concepts with the same transportation icon blade options as previously detailed for the other materials.

Bus King template size:  
30" x 144" (final trim size)

#### Bus King Example



publictransportation.org URL must be used on all materials and stays in position and at 100% as shown here.

Your logo here (reversed out to white only—no color logos) position as indicated by dotted yellow line shown, to the left of the APTA logo. APTA logo must be used in position as shown.

### Ultra Super Bus King Assets:

Ultra Super Bus King templates are created in Adobe InDesign. APTA's files supply you with 1 common Super Bus King size to use as-is or edit to incorporate your local logo. Resize as needed to meet your local specifications while following the style and look of the examples shown.

All supplied Ultra Super Bus King templates are available in all visual concepts with the same transportation icon blade options as previously detailed for the other materials.

Ultra Super Bus King template size:  
230" wide x 109" high, final trim size (art created at 1/12 final size)

#### Ultra Super Bus King Example



publictransportation.org URL must be used on all materials and stays in position and at 100% as shown here.

Your logo here (reversed out to white only—no color logos) position as indicated by dotted yellow line shown, to the left of the APTA logo. APTA logo must be used in position as shown.