



BRANDING GUIDELINES



Version 1.0



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Primary Logo

This corporate logo is the preferred logo. It should be used on all branded elements where possible where the gradient effect can be achieved.



Minimum Size:

Print: 10mm height
Digital: 30px height



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Secondary Logo

These logo versions are also options when the primary logo usage is not possible.





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Sub brands

VIA currently has the following service brands:

VIA Primo: Primo means a premium ride! With Primo service every 10 to 12 minutes and transit signal priority to speed up travel times, it's the way to go.

VIAtrans is a transportation service option for customers who cannot utilize regular bus service because of a disability. It is a shared-ride, curb-to-curb service that offers independence through mobility and expands access to opportunity via transit. VIA Link is a unique on-demand shared-ride transit service. Customers book trips within a zone on minivans via the VIA Link mobile app or phone instead of following a set bus schedule.

VIA Rapid is a new Advanced Rapid Transit Service that operates in dedicated and mixed-use lanes with frequent service and fewer stops.

Keep SA Moving is a voter-approved collection of projects designed to improve mobility for all San Antonians.

prímo





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VIA Red	Grey	Black	Primo	White	Teal
C12 M100 Y92 K3 R205 G20 B33 PMS 186 #CE112D	C2 M1 Y0 K36 R159 G161 B162 PMS 422 #9FA1A2	C30 M30 Y30 K100 R19 G16 B13 PMS Processed Black #2b2926	C88 M82 Y25 K12 R62 G61 B114 #3e3d72	C0 M0 Y0 K0 R0 G0 B0 #ffffff	C78 M29 Y40 K12 R41 G130 B139 #29828B



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Colors

primo

Primo	VIA Grey	Black	VIA Red	White
C50 M50 Y50 K50 R100 G100 B100 #D43E74	C50 M50 Y50 K50 R100 G100 B100 #D43E74	C50 M50 Y50 K50 R100 G100 B100 #D43E74	C50 M50 Y50 K50 R100 G100 B100 #D43E74	C50 M50 Y50 K50 R100 G100 B100 #D43E74



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VIA Green	VIA Dark Grey	Black	VIA Red
C85 M15 Y93 K2 R0 G145 B68 PMS 361 #25d411	C2 M1 Y0 K36 R159 G161 B162 PMS 422 #9FA1A2	C30 M30 Y30 K100 R19 G16 B13 PMS Processed Black #2b2926	C12 M100 Y92 K3 R205 G20 B33 PMS 186 #CE112D

White

C0 M0 Y0 K0
R0 G0 B0
#ffffff



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Secondary

When referring to the Rapid service generally, the primary logo should be used. When referring to line specific applications, the secondary logo should be used identifying the name of the route.





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VIA Purple	VIA Dark Grey	Black	VIA Red	White
C67 M89 Y28 K18 R93 G40 B95 PMS 261 #5D285F	C2 M1 Y0 K36 R159 G161 B162 PMS 422 #9FA1A2	C30 M30 Y30 K100 R19 G16 B13 PMS Processed Black #2b2926	C12 M100 Y92 K3 R205 G20 B33 PMS 186 #CE112D	C0 M0 Y0 K0 R0 G0 B0 #ffffff



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KSAM Red	KSAM Dark Red	KSAM Yellow	KSAM Teal	KSAM WHITE	KSAM GREY
C50 M50 Y50 K50 R100 G100 B100 #D43E74	C50 M50 Y50 K50 R100 G100 B100 #D43E74	C50 M50 Y50 K50 R100 G100 B100 #D43E74	C80 M29 Y41 K13 R36 G127 B135 #D43E74	C50 M50 Y50 K50 R100 G100 B100 #D43E74	C50 M50 Y50 K50 R100 G100 B100 #D43E74



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**KEEP SA
M→IVING**

**KEEP SA
M→IVING**

**KEEP SA
M→IVING**



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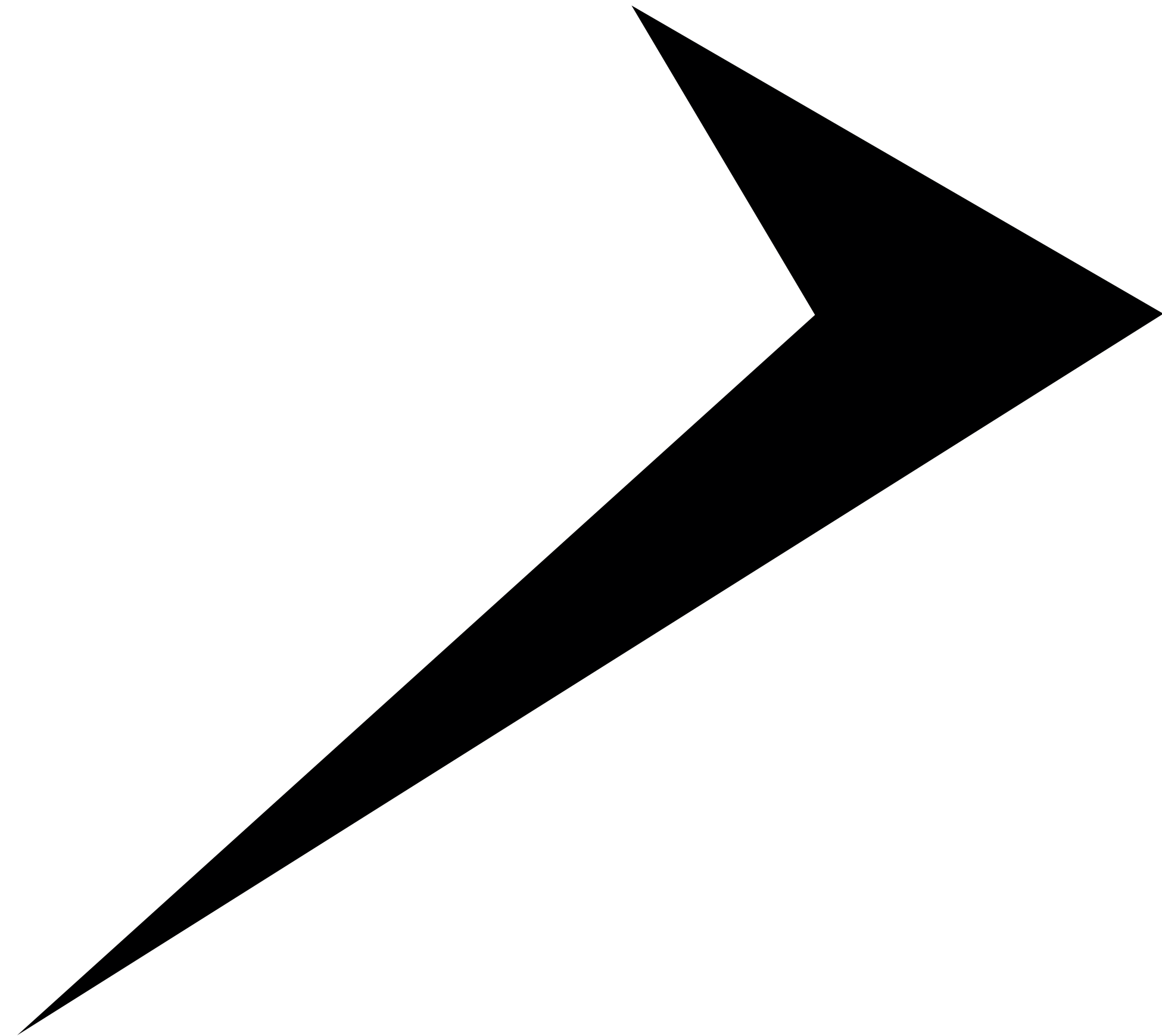
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Brandmark

Replace me – A business' brand values are the core set of guiding principles that shapes every aspect of the business. They are the beliefs that you stand for. Brand values determine your brand's identity, message and personality.

These brand principles guide story, actions, behaviours and decision making processes.





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Gotham - Regular

abcdefghijklmnopqrstu
vwxyz ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 @#\$%^*

AVENIR - Regular

abcdefghijklmnopqrstu
vwxyz ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 @#\$%^*

Gotham - Black

abcdefghijklmnopqrstu
vwxyz ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 @#\$%^*

AVENIR - Black

abcdefghijklmnopqrstu
vwxyz ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 @#\$%^*

Aa Bb



Branding Guidelines

Questions?

Replace me - Tell here how the style comes together in the visual brand identity on the building of the company. How do the colors and the images return to these resources?

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15 February 2023