



BRANDING GUIDELINES



NOVEMBER 2022





About the CTC

The California Transportation Commission (CTC) was established in 1978 by Assembly Bill 402 (Ingalls) - [Chapter 1106, Statutes of 1977](#) out of a growing concern for a single, unified California transportation policy. The Commission replaced and assumed the responsibilities of four independent bodies: The California Highway Commission, the State Transportation Board, the State Aeronautics Board, and the California Toll Bridge Authority.

The California Transportation Commission consists of [eleven voting members and two non-voting ex-officio members](#). Of the eleven voting members, nine are appointed by the Governor, one is appointed by the Senate Rules Committee, and one is appointed by the Speaker of the Assembly. The two ex-officio non-voting members are appointed from the State Senate and Assembly, usually the respective chairs of the transportation policy committee in each house.

The Commission is responsible for programming and allocating funds for the construction of highway, passenger rail, transit and active transportation improvements throughout California. The Commission also advises and assists the Secretary of the California State Transportation Agency and the Legislature in formulating and evaluating state policies and plans for California's transportation programs. The Commission is also an active participant in the initiation and development of State and Federal legislation that seeks to secure financial stability for the State's transportation needs.

The purpose of the CTC style guide is to provide clear instructions to facilitate the proper use of the Commission's brand identity. All forms of design generated within the Institute shall conform to these requirements established in this style guide. All reports and publications must go through a review process before they are distributed outside of the Commission and to the general public.

The elements that will be used to build the brand's identity include:

- Logo
- Color Palette
- Typefaces
- Photography

LOGO & COLOR VARIATION



THE FULL-COLOR LOGO is the preferred visual expression of CTC's brand and should be used as the primary logo in all applications, whenever possible. If necessary, the logo may be used in all black or all white (reversed) on a dark background color.

The following are examples of the proper use of CTC's logo:

- 1. Preferred Primary Logo**
(Full Color on Light Background)
- 2. Primary Logo**
(Full Color on Dark Background)
- 3. Reversed Logo**
(For Dark Backgrounds)
- 4. Full Black Logo**
(For Non-Color Printing)

1



2



3



4



LOGO USAGE



Clear Space

Allow ample space around the logo to maximize impact and minimize clutter.
Allow a minimum of .25 white space around the logo.



DO NOT change the colors of the logo.



DO NOT use the logo at small sizes where text is not legible.



DO NOT skew or disproportionately scale the logo.



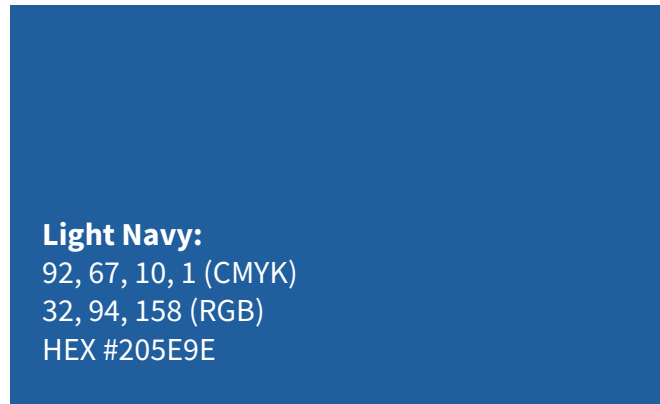
DO NOT place logo on color backgrounds or photography that decreases legibility or clashes with color palette.



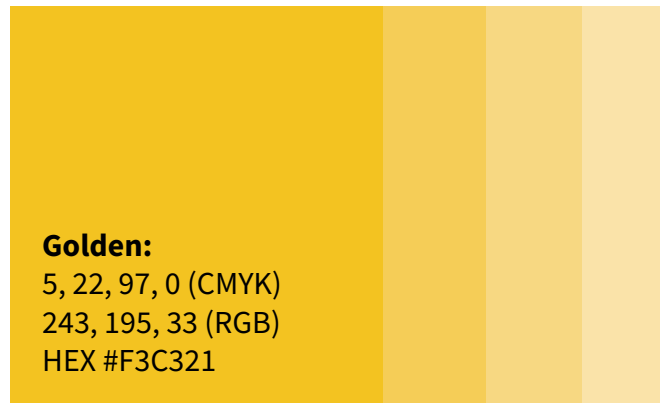
COLOR PALETTE



PRIMARY:

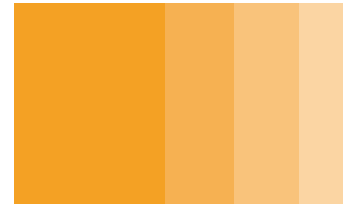


SHOULD BE USED FOR: logo, background art elements, subheads



SHOULD BE USED FOR: logo, secondary art elements, pull quotes (100% only)

SECONDARY:



Orange:
2, 42, 97, 0 (CMYK)
244, 161, 36 (RGB)
HEX #F4A124



Teal Blue:
83, 29, 26, 1 (CMYK)
0, 142, 169 (RGB)
HEX #008EA9



Roman Silver:
52, 38, 34, 2 (CMYK)
131, 142, 150 (RGB)
HEX #838E96

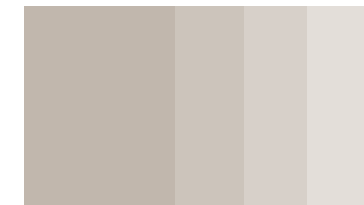
SHOULD BE USED FOR: secondary art elements, headlines (100% only), charts
DO NOT USE FOR: body typography



Green:
35, 6, 100, 0 (CMYK)
179, 199, 53 (RGB)
HEX #B3C735



Light Blue Grey:
35, 7, 11, 0 (CMYK)
163, 205, 217 (RGB)
HEX #A3CDD9



Grey Cloud:
25, 24, 29, 0 (CMYK)
193, 183, 173 (RGB)
HEX #C1B7AD

SHOULD BE USED FOR: charts or other situations where a large variation in color is needed
DO NOT USE FOR: typography



SANS SERIF: SOURCE SANS PRO

Source Sans Pro is the primary brand typeface and can be used across all formats from print to digital. Below are different variations of the font that should be utilized for all communication material.

AB

Should be used for: headers, subheaders, sidebars, captions

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AB

Should be used for: Body copy

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*This is not a standard PC font but is readily available for download on Mac and PC systems for free through Google Fonts: <https://fonts.google.com/specimen/Source+Sans+Pro?query=Source+Sans+Pro>

TYPOGRAPHY - ALTERNATE



SANS SERIF: SEGOE UI

Segoe UI is the alternate brand typeface and can be used across all formats from print to digital when Source Sans Pro is not available. Below are different variations of the font that should be utilized for all communication material.

AB

Should be used for: headers, subheaders, sidebars, captions

Segoe UI Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Segoe UI Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Segoe UI Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Segoe UI Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AB

Should be used for: Body copy

Segoe UI Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Segoe UI Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Segoe UI Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Segoe UI Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*This is a standard PC font and is not readily available on Mac computers. Mac users may download at following link: <https://docs.microsoft.com/en-us/windows/uwp/design/downloads/>

PHOTOGRAPHY



USE OF STOCK PHOTOGRAPHY is permitted for print and digital applications. Imagery consisting of California specific functioning and under construction multimodal transportation should only be used.

Imagery should convey a sense of:

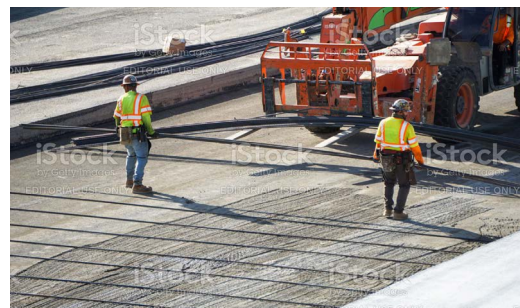
- Positivity
- Diversity
- Innovation

PHOTOGRAPHY USAGE GUIDELINES

- Give attribution to image creators in citations and credit statements to acknowledge authorship
- Indicate when using a personal photograph
- Include source information
- Citations to images included in image databases should include the following (or as much of it as can be easily determined from the source):
 - Creator's name
 - Agency/Organization
 - Date (if necessary)

Example Captions:

- *Photo by Mark Rightmire, Orange County Register/SCNG.*
- *Photo by Ryan Herron, iStock, 2022.*



PHOTOGRAPHY (CONTINUED)



PHOTOGRAPHY USAGE GUIDELINES (CONTINUED)

- Citations should be directly below the photo with image captions. Size 10 pt font should be used with source italicized. See Figure 1 for example.
- For images used to aesthetically enhance page design, photo sources should be added to the bottom right of image with a black or white opaque background. See Figure 2 for example.

PHOTOGRAPHY GUIDELINES FOR REPORTS

If your report cover uses photography, the first page of the report should include citations.

- Ex. Cover photo by Mark Rightmire, Orange County Register/ SCNG.

Do not use iStock photography on report covers since attributions need to be directly next to/under the photo.



Figure 1. Worker is preparing to work on road maintenance. Photo by Supanee Hickman, Shutterstock, 2022.



Photo by WonderWays, Shutterstock, 2022.

Figure 2. Example of photo used for page design.



CALIFORNIA TRANSPORTATION COMMISSION

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