



PEACH PASS



STANDARDS GUIDE

S R T A L O G O S



SRTA_2c.eps
SRTA_2c.jpg



SRTA_b&w.eps
SRTA_b&w.jpg

S R T A C O L O R P A L E T T E

SRTA Primary Color Palette



Pantone 300



Black



70% Black

The logo is provided in both black & white and 2 color (Pantone 300 and Black). The eps is a vector file and is to be used for all printing applications. The jpg can be used for web, PowerPoint and Word applications. Allow space at least equal to the height of SRTA on all sides of the logo (see pink guideline).

PEACH PASS LOGOS



Peach Pass BW FIN tag.eps
Peach Pass BW FIN tag.jpg



Peach Pass gray FIN tag.eps
Peach Pass gray FIN tag.jpg



Peach Pass color FIN tag.eps
Peach Pass color FIN tag.jpg

PEACH PASS COLOR PALETTE

Peach Pass Primary Color Palette



Pantone 368

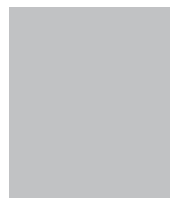


Pantone 163

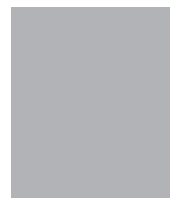


Pantone 9

Secondary Color Palette



28% Black



35% Black



52% Black

The logo is provided in black & white and 2 color (Pantone 300 and Pantone 158) and in grayscale. The eps is a vector file and is to be used for all printing applications. The jpg can be used for web, PowerPoint and Word applications. Allow space at least equal to the height of PEACH PASS on all sides of the logo (see pink guideline).

PEACH PASS LOGOS



Peach Pass BW FIN.eps
Peach Pass BW FIN.jpg



Peach Pass gray FIN.eps
Peach Pass gray FIN.jpg



Peach Pass color FIN.eps
Peach Pass color FIN.jpg

PEACH PASS COLOR PALETTE

Peach Pass Primary Color Palette



Pantone 368

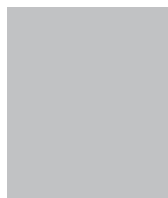


Pantone 163

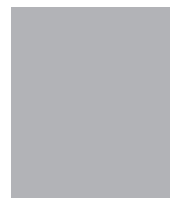


Pantone 9

Secondary Color Palette



28% Black



35% Black



52% Black

The logo is provided in black & white and 2 color (Pantone 300 and Pantone 158) and in grayscale. The eps is a vector file and is to be used for all printing applications. The jpg can be used for web, PowerPoint and Word applications. Allow space at least equal to the height of PEACH PASS on all sides of the logo (see pink guideline).

LOGO LOCKUPS

The Peach Pass Logo will often need to be displayed with additional information. This includes the “Keep Moving” tagline, or a partner logo. Their appropriate usages are shown on this page. The full set of color versions (full color, 3 color, etc.) for each logo lockup are found on the CD accompanying this manual.



Preferred Logo - Vertical Stack Lockup



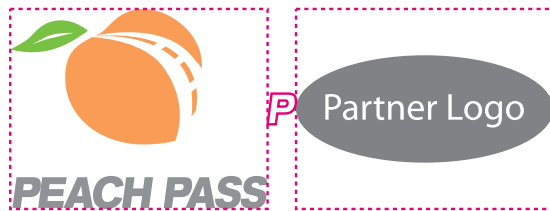
Alternate Logo - Horizontal Lockup (for use only in spaces which will not readily accommodate the vertical lockup)



Vertical Stack Lockup with tagline



Horizontal Lockup with tagline



Vertical Stack Lockup with partner logo. The partner logo should have the same width or height (whichever comes FIRST) of the Peach Pass logo. In a horizontal design, place the partner logo to the right of the Peach Pass logo, centered top to bottom with the Peach Pass logo, with its left edge the relative width of the “P” from the right edge of the Peach Pass logo. In a vertical design, place the partner logo below the Peach Pass logo, centered on the words “Peach Pass” rather than the peach image, with its top edge the relative height of the “P” from the bottom of the Peach Pass logo. When possible, the horizontal design is preferred.



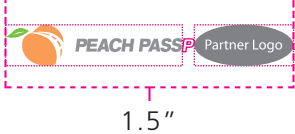
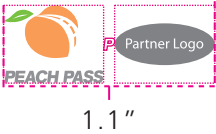
Horizontal Stack Lockup with partner logo. The partner logo should have the same width or height (whichever comes FIRST) of the Peach Pass logo. In a horizontal design, place the partner logo to the right of the Georgia logo, centered top to bottom with the Peach Pass logo, with its left edge the relative width of the “P” from the right edge of the Peach Pass logo. In a vertical design, place the partner logo below the Peach Pass logo, centered on the full image, with its top edge the relative height of the “P” from the bottom of the Peach Pass logo. When possible, the horizontal design is preferred.

LOGO USAGE GUIDELINES

The following minimum-size and clear space guidelines help ensure the Peach Pass logo maintains clarity, legibility and impact across every application.

Minimum Size

Minimum printable sizes for the various versions of the Peach Pass logo



Clear Space

To preserve clarity, no other graphic element should intrude upon the Peach Pass logo. 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.



LOGO USAGE GUIDELINES - TRADEMARK

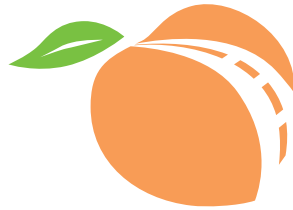
Guidelines for TM usage have been designed to create balance between legibility and aesthetic appeal for all sizes of the Peach Pass logo. Starting with the smallest printable size, .5" wide, the TM should be approximately 1/2 the height of the "Peach Pass" type. Each time the logo doubles in size, the TM should be sized one fraction smaller in relation to the "Peach Pass" type's height, as shown in the examples below. This rule should be applied at even the largest sizes: for example, a 128" wide logo will have a TM at 1/10 its height.



Logo .5" wide: Trademark should be approximately 1/2 the height of the Peach Pass logo typeface



Logo 1" wide: Trademark should be approximately 1/3 the height of the Peach Pass logo typeface



PEACH PASS™

Logo 2" wide: Trademark should be approximately 1/4 the height of the Peach Pass logo typeface



PEACH PASS™

Logo 4" wide: Trademark should be approximately 1/5 the height of the Peach Pass logo typeface

LOGO USAGE - MISTAKES TO AVOID

To ensure brand consistency across all applications, the Peach Pass logo should be used only as indicated on pages 3-7. The examples shown below represent the most common misuses of the logo.

The appropriate uses of the Peach Pass logo are found on pages 3-7 of this manual, and are designed to create a powerful, consistent brand. Please do not stray from the approved logo versions.



Do Not: stretch the logo in any way. Always size it up or down proportionally.



Do Not: alter any component of the Peach Pass logo, type of otherwise



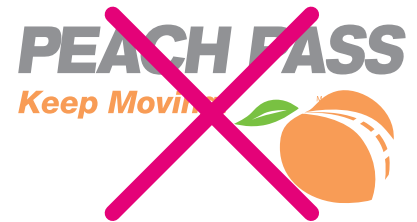
Do Not: place the full color, 2-color, or 4-color Peach Pass logo on a colored background. Use the reversed-out logo in this instance.



Do Not: place the logo on a busy photograph or busy graphic background. The logo may be reversed-out of a photo, but it must be one with large areas of quiet, relatively solid, colors.



Do Not: place a graphic element too close to the Peach Pass logo. Refer to the clear space usage rules.



Do Not: reconfigure any of the elements of the Peach Pass logo. Use only the logo versions provided in this manual.



Do Not: assign different colors to the Peach Pass logo - including colors from the Peach Pass color palette. Use only the versions provided in this manual.



Do Not: create a drop shadow or any other effect to the Peach Pass logo.



Do Not: apply any artistic effect to the Peach Pass logo.

S R T A T Y P E F A C E / F R U T I G E R

FRUTIGER LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FRUTIGER LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FRUTIGER ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FRUTIGER ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FRUTIGER BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FRUTIGER BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PEACH PASS TYPEFACE / HELVETICA NEUE

HELVETICA NEUE ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA HEAVY ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



PEACH PASS

Begin typing text here

Georgia State Road & Tollway Authority | 47 Trinity Avenue, 4th Floor | Atlanta, GA. 30334

404.893.6161 | Fax 404.893.6160

www.georgiatolls.com



PEACH PASS

To: Type name here

Fax: Type number here

From: Type name here

Date: 1/01/2010 10:30 AM

of Pages (including cover): Type # of pages here

Message: Type message here

Peach Pass | 47 Trinity Avenue, 4th Floor | Atlanta, GA. 30334



PEACH PASS

47 Trinity Avenue, 4th Floor
Atlanta, GA. 30334

#10 Envelope



PEACH PASS

47 Trinity Avenue, 4th Floor
Atlanta, GA. 30334

A. Georgia Driver
1234 Any Street, Suite B
Atlanta, GA. 00000-0000

Mailing Label



PEACH PASS

47 Trinity Avenue, 4th Floor
Atlanta, GA. 30334

A. Georgia Driver
1234 Any Street, Suite B
Atlanta, GA. 00000-0000

Postcard

Mailing Label & Postcard: Shell will be printed with. Overprint mailing information in Frutiger Book, 10 point on 14 point. (Verdana may be substituted if Frutiger is not available.)

WEB GRAPHICS

Index Page Sample

STATE ROAD & TOLLWAY AUTHORITY

PEACH PASS
Keep Moving

Contact Us | En Espanol | Site Map

Search

Peach Pass Customers | About Peach Pass | Peach Pass Toll Facilities | Latest News | Violations

Manage Your Account

Online Payments

Make a Payment

Sign Up for Peach Pass

Interactive Map

Keep Me Updated

- Follow us on Twitter for real time traffic alerts
- Join us on Facebook and be part of the community
- Receive up-to-the-minute traffic alerts via SMS text
- Sign up to receive our monthly newsletter

News and Events

- 05 DEC** **Headline One**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam faucibus metus nec wisi. [Read more.](#)
- 28 NOV** **Headline Two**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam faucibus metus nec wisi. [Read more.](#)
- 16 NOV** **Headline Three**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam faucibus metus nec wisi. [Read more.](#)
- 09 NOV** **Headline Four**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam faucibus metus nec wisi. [Read more.](#)



Photo, Flash or JQuery Feature Goes Here

Get the Peach Pass and *Keep Movin'*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur ornare egestas lorem. Aliquam semper tempor wisi. Nullam faucibus metus nec wisi. Vivamus bibendum posuere massa. Curabitur tincidunt. Nulla hendrerit lacus vitae sapien. In sit amet odio sit amet elit ultrices elementum. In cursus lacus id ante. Etiam est odio, tempus vehicula, elementum vitae, cursus eget, nulla. Pellentesque velit mauris, elementum eu, nonummy et, vestibulum non, elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur ornare egestas lorem. Aliquam semper tempor wisi. Nullam faucibus metus nec wisi. Vivamus bibendum posuere massa. Curabitur tincidunt. Nulla hendrerit lacus vitae sapien. In sit amet odio sit amet elit ultrices elementum. In cursus lacus id ante. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur ornare egestas lorem. Lorem ipsum dolor sit amet, consectetur adipiscing elit.



CRUISE CARD

Customer Information

This space will be used to let Cruise Card customers know that they are now Peach Pass customers. A link will be provided here to access information about the relationship between Peach Pass and Cruise Card and to access account information.

[More Information Here](#)



PHOTO PLACEHOLDER

Peach Pass Customers
Manage My Account
Stay Informed
Contact Customer Service
Sign Up for Peach Pass
Cruise Card Information

About Peach Pass
Peach Pass Mounting Instructions
Peach Pass FAQ
Contact Us
Stay Informed
Exempt Vehicles

Peach Pass Toll Facilities
About I-85
Real Time I-85 Traffic Info
Project History & Benefits
About Congestion Pricing
I-85 HOT Lane FAQs
About GA400

Latest News
News Releases
Industry Studies & Reports
National Articles
Useful Links
Commercials
Promotions

Violations
Make a Payment
Settle a Violation
Dispute a Toll
Violations FAQ
Summary of Penalties

Footer information goes here. © Copyright 2010, Georgia State Road and Tollway Authority

Interior Page Sample

STATE ROAD & TOLLWAY AUTHORITY

PEACH PASS
Keep Moving

Contact Us | En Espanol | Site Map

Search

Peach Pass Customers About Peach Pass Peach Pass Toll Facilities Latest News

Sign Up for Peach Pass Peach Pass FAQ Peach Pass Facilities Exempt Vehicles Promotions Stay Informed Contact Us

Sample Promotion

Sample Promotion Headline

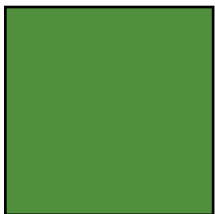
Sample Headline Here

Another Content Block Here

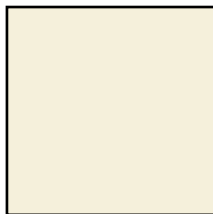
Sample Promotion Two

Footer information goes here. © Copyright 2010, Georgia State Road and Tollway Authority

Web Colors



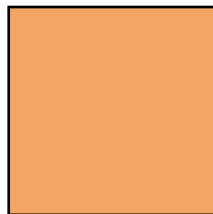
HEX: #50903C
RGB: 80, 144, 60



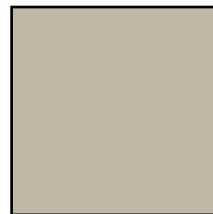
HEX: #F6F1DC
RGB: 246, 241, 220



HEX: #4481BF
RGB: 68, 129, 191



HEX: #F2A462
RGB: 242, 164, 98



HEX: #C1B8A6
RGB: 193, 184, 166



HEX: #4D4A42
RGB: 77, 74, 66

T Y P O G R A P H Y

Main Navigation

font: Arial
size: 14pt
weight: bold
tracking: -25
color: #FFFFFF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sidebar Headline

font: Arial
size: 18pt
weight: bold
tracking: -25
color: #4481Bf

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Content Headline

font: Arial
size: 20pt
weight: bold
tracking: -25
color: #000000

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Text

font: Arial
size: 14pt
weight: regular
tracking: -25
color: #666666

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

tracking: -25

Footer Headline Text

font: Arial
size: 12pt
weight: bold

color: #000000

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Footer Links

font: Arial
size: 12pt
weight: bold
tracking: -25
color: #666666

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Graphic Callout Specialty Text

font: Serifa65
size: 16pt
weight: bold
tracking: -0
color: #FFFFFF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGO USAGE - EXAMPLES



Billboard



Bumper sticker



Toll Booth Sign



Van



Highway Signage



LOGO USAGE - EXAMPLES



Starter Kit



Transponder



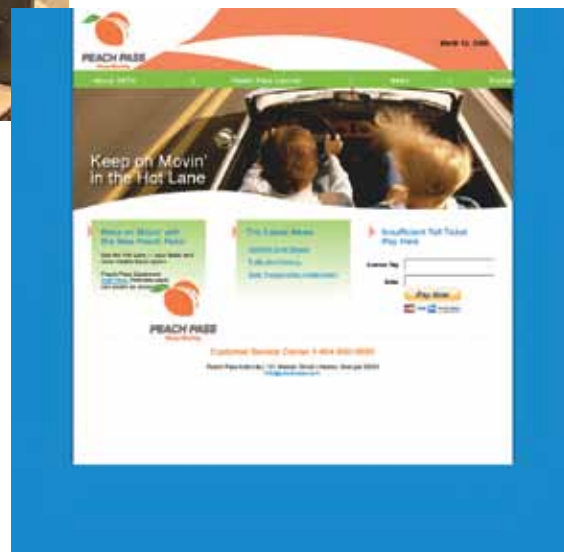
Kiosk/Cart



IOU Transponder



HOT Lane CD



Web Page

A P P R O V A L P R O C E S S

The Peach Pass guide is provided to ensure consistent usage in all communications.

The Peach Pass logos distributed are for the sole use of the Georgia Department of Transportation, 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.
- Files may not to be altered in any way.
- To ensure consistency of all materials which use the new Peach Pass brand targeted to external audiences, please follow the process outlined below:
- Once a design that incorporates the new Peach Pass logo is complete, submit the proposed artwork in .PDF format to the State Road & Tollway 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.

Quick guidelines for using the mark:

- We have Pantone - [six-color, three-color, two-color], CMYK, black and knock-out versions.
- There are both vertical [preferred] and horizontal versions available.
- Other than the knock-out white version, the logo cannot be placed on an image or color other than white.
- The logo, except where paired with a partner logo, must have a white area around it equal to the size of the peach element.
- Only the current black-only version may be reproduced in grayscale.
- When possible, placement of the logo should include our Web address as locked copy with the mark.

If major discrepancies occur with design or applications not consistent with the Georgia brand guidelines that cannot be easily resolved, a final decision will be made at the discretion of the director of marketing.