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Brand Style Guide 2025





## INTRODUCTION

This brand style guide establishes standards for representing Contra Costa Transportation Authority's (CCTA) 511 CCTA program—previously known as 511 Contra Costa—across all communications and marketing materials. By maintaining a clear and consistent tone and visual identity, these guidelines help distinguish 511 CCTA from similar programs such as 511 SF Bay Area and strengthen public recognition of 511 CCTA as Contra Costa County's trusted resource for sustainable transportation information, tools, and incentives.

These guidelines are intended for 511 CCTA staff, partners, and stakeholders to ensure all outreach, marketing, and informational materials reflect the program's mission, values, and the broader CCTA brand.



## BRAND IDENTITY

511 CCTA is a trusted, community-focused program dedicated to making alternative transportation easy, accessible, and rewarding. The brand reflects the values of **equity, environmental stewardship, and innovation**, while maintaining a friendly and approachable tone. Its visual identity should communicate clarity, reliability, and a sense of forward motion—reinforcing 511 CCTA's connection to the Contra Costa Transportation Authority and its role as a helpful guide for commuters, students, and families across the county.



## BRAND ATTRIBUTES

As a program of the Contra Costa Transportation Authority, the 511 CCTA logo encapsulates its identity as a taxpayer-funded program that provides the public with information, resources, and tools to promote sustainable transportation alternatives in Contra Costa. The combination of 511 with CCTA in the logo also shows the clear connection between the agency and the program. The logo's clear and simple design mirrors the program's accessible and supportive approach to promoting mobility options that will reduce traffic congestion and improve air quality for all.

# LOGO

## Color Variations

There are three approved logo variations, each combining the CCTA logo with 511. The full color logo uses blue and black lettering, and the single-color logo uses all white or black lettering to stand out against colored surfaces.

These provide options for use on different backgrounds while keeping the central design of the brand. The guidelines for the logo and variants are included below.



Two-color



Single-color (black)



Single-color (white)

# LOGO

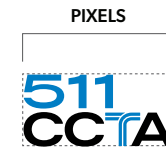
## Clear Space

White space around the logo is essential for maintaining the logo's autonomy. Padding should be no less than the height of the "T" in CCTA.



## Scale

To maintain visibility, the logo should be no smaller than .8" wide or 60 pixels.



Smallest size:  
.8" wide, 60px wide

# LOGO

## Single Color

The single-color logo version should only appear in **white** or **black**. Choose the logo color based on background contrast: use the white logo over darker areas of a photo or with a dark overlay to ensure visibility and contrast.

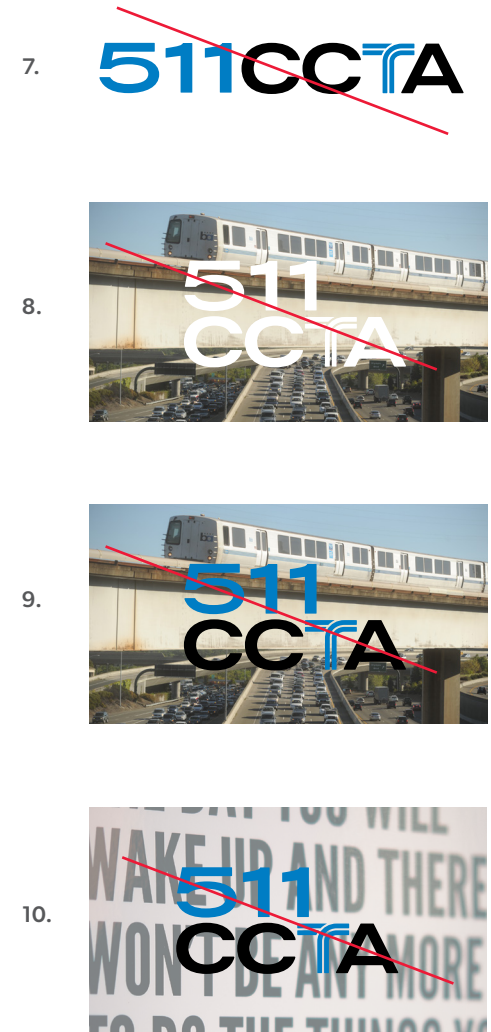
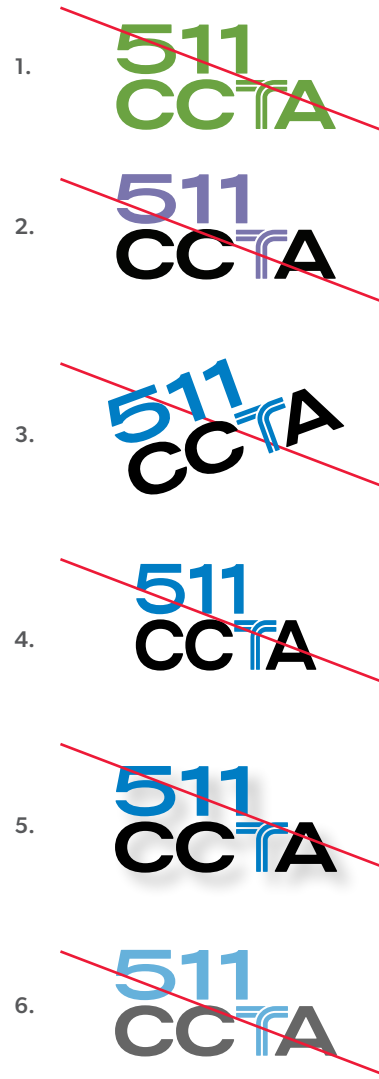


# LOGO MISUSE

The logo is the primary visual identifier for 511 CCTA and should be prominently featured in all official communication. To maintain brand integrity, the logo should always appear in its original form and must not be altered or modified. Individual logo elements should not be separated or repurposed as standalone icons.

1. Non-branded color use
2. Alternative branded color usage
3. Skewed angles
4. Distortions
5. Drop shadow
6. Color transparency
7. Change location or proportion of lockup elements
8. One-color logo over photo with color saturation that provides too little contrast
9. Color logo over full color image
10. Logo on background with type or other conflicting visual content

These standards apply to all four logo variations.



# COLOR PALETTE

The brand color palette includes the primary identity colors of **blue** and **black** that match CCTA's primary colors, which have enough contrast and readability to be used for **both type and graphics**. This provides a visual indication that 511 CCTA is a program of CCTA.

The secondary accent colors include **light blue**, **light green**, and **gray**, which should be used **only for graphics** as they don't provide enough contrast to be accessible. Finally, **green** serves as a secondary accent color that can be used for **both type and graphics**.



PRIMARY IDENTITY COLORS  
(USED FOR TYPE AND GRAPHICS)

SECONDARY ACCENT COLOR PALETTE  
(USED FOR GRAPHICS ONLY, NOT FOR TYPE)

SECONDARY ACCENT  
COLOR PALETTE  
(USED FOR GRAPHICS  
AND TYPE)

# TYPEFACE

## Gibson

Gibson font serves as the primary typeface for the 511 CCTA brand. Its modern yet friendly style conveys professionalism while maintaining an approachable tone, aligning with the program’s mission to be a helpful and trusted resource for transportation. Gibson should be used for headlines, subheads, and other prominent text where strong visual impact is needed.

## Arial

Arial font should be used for internal and external documents and marketing collateral only if Gibson font is unavailable. Arial has universal and free access on both PC and Mac devices, making it a highly accessible font.

## Gibson

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0123456789

Book

*Book Italic*

Regular

*Regular Italic*

Medium

*Medium Italic*

SemiBold

*SemiBold Italic*

**Bold**

***Bold Italic***

Available from [Adobe Fonts](#).

## Arial

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0123456789

Regular

*Regular Italic*

**Bold**

***Bold Italic***

# TYPEFACE

## Nunito Sans

Nunito Sans font serves as the secondary typeface, used for body text, captions, and other supporting content. Its rounded, open letterforms enhance readability and give materials a friendly, inclusive feel. This font was specifically selected for its legibility and clarity, ensuring our brand communications remain accessible while maintaining a distinctive visual identity.

Nunito is the font used on the CCTA website providing another visual connection between the two brands.

## Nunito Sans

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

Regular

*Regular Italic*

SemiBold

*SemiBold Italic*

**Bold**

***Bold Italic***

**ExtraBold**

***ExtraBold Italic***

Available for free from [Google Fonts](#).



**511**  
**CCTA**