



BRAND GUIDELINES

HELLO.

HAPPY YOU ARE HERE

TABLE OF CONTENTS

SECTION 1: WHO ARE WE

Our Mission & Vision	5
Values	6

SECTION 2: BRANDING

Branding Goal	8
Logo	9
Colors	10
Typograhpy	11
Usage Rules	14
Trademark Guidelines	15
Logo Misuse	16
Embroidery	17
Vehicle Decals	18
AEOA	19
MNDot	20

SECTION 3: OUR BRAND VOICE

Writing	22
Stylization	26
Times and attributions	27
Punctuation	28

SECTION 4: TRAINING

Service Description	30
Training Guidlines	31
Internal Training	31
Commuity Engagement	32
Brand Monitoring	32
ADA Compliance Communication	33
Title VI Compliance	33
Contact Information	34



SECTION 1: WHO ARE WE





SECTION 1: WHO ARE WE

OUR MISSION & VISION

Established in 1974, Arrowhead Transit operates as the primary provider of public transportation in the Arrowhead Region of Minnesota. As the largest rural public transportation system in the state, we are committed to delivering reliable services to residents across 10 counties in Northeastern Minnesota: Aitkin, Itasca, Koochiching, St. Louis, Lake, Cook, Carlton, Pine, Chisago, and Isanti.

MISSION STATEMENT

to provide affordable, safe, accessible public transportation and supports independent living and self-reliance.

VISION STATEMENT

Arrowhead Transit will reduce barriers to all people served while making connections with the communities we serve regarding healthcare, education, employment and recreational opportunities.

MISSION INTEGRATION

Integrate our mission statement into all marketing materials and communication channels. Align marketing efforts with the mission of supporting independent living and self-reliance in the Arrowhead Region.



SECTION 1: WHO ARE WE

VALUES

SERVICE THAT MEETS THE COMMUNITY NEEDS:

Arrowhead Transit is committed to coordinate, collaborate, and evaluate transportation options with the people we serve to provide affordable, reliable, and accessible transportation that meets the community needs efficiently.

PEOPLE FIRST:

Arrowhead Transit believes professional courteous staff promote respect, compassion, trust, and dignity for the people we serve, but also the people we employ.

SAFETY AND ACCOUNTABILITY:

Arrowhead Transit strives for the highest ethical standards, values, safety, honesty, and trust by monitoring our successes and failures, training, and best practices that seek creative solutions to complex problems and that allow us to learn and develop.

COMMUNITY LEADERSHIP AND COLLABORATION:

Arrowhead Transit helps and supports the people we serve working to tackle transportation barriers in our communities by working together towards a common goal.



SECTION 2: BRANDING





SECTION 2: BRANDING

BRANDING GOAL

To promote our brand as an Agency that provides affordable, safe, and accessible public transportation to promote independent living and self-reliance in the individual communities we serve.





SECTION 2: BRANDING

LOGO

The full Arrowhead Transit logo is composed of a circle with AT embedded in it and a logotype set in Brother 1816

PRIMARY

This logo is to be used for most applications



SECONDARY

The Logo mark is to be used as a secondary logo



Arrowhead Transit is a service provided by Arrowhead Economic Opportunity Agency (AEOA).



SECTION 2: BRANDING

COLORS



Maroon
#8b0a00
C: 0%
M: 97%
Y: 100%
K: 50%



Dark Grey
#717073
C: 0%
M: 2%
Y: 0%
K: 68%



Grey
#9f9d9d
C: 40%
M: 34%
Y: 34%
K: 1%



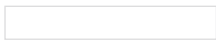
Light Grey
#dcdde
C: 12%
M: 9%
Y: 9%
K: 0%



Blue
#095374
C: 96%
M: 64%
Y: 35%
K: 17%



Black
#000000
C: 75%
M: 68%
Y: 67%
K: 90%



White
#fdfdfd
C: 0%
M: 0%
Y: 0%
K: 0%



SECTION 2: BRANDING

TYPOGRAPHY

BROTHER 1816 (BLACK)



BROTHER 1816 (REGULAR)

*The logo is standalone and not to be typed.



SECTION 2: BRANDING

TYPOGRAPHY

Brother 1816 is the primary brand typeface and the foundation of the visual identity. It is used prominently in titles, headlines, and key brand communications to convey a strong, confident presence. Arrowhead utilizes Brother 1816 Black for a bold and impactful look, while “Transit” employs the Regular weight for a balanced and approachable tone. This typeface is central to the brand’s expression and serves as the main focus of the typographic system, including its exclusive use within the logo.

Brother 1816

Black

**QWERTYUIOPASDFGH
JKLZXCVBNM
qwertyuiopasdfgh
jklzxcvbnm
1234567890
!@#%®**

Bold

**QWERTYUIOPASDFGHJ
KLZXCVBNM
qwertyuiopasdfgh
jklzxcvbnm
1234567890
!@#%®**

Regular

QWERTYUIOPASDFGHJ
KLZXCVBNM
qwertyuiopasdfgh
jklzxcvbnm
1234567890
!@#%®

Thin

QWERTYUIOPASDFGHJ
KLZXCVBNM
qwertyuiopasdfgh
jklzxcvbnm
1234567890
!@#%®



SECTION 2: BRANDING

TYPOGRAPHY

CoFo Sans serves as the primary supporting typeface for body text and complementary design elements. Its modern and versatile character provides excellent readability across digital and print applications, ensuring consistency and clarity throughout branded materials.

CoFo Sans

Black

QWERTYUIOPASDFGHJ
KLZXCVBNM
qwertyuiopasdfgh
jklzxcvbnm
1234567890 »
←↑→↓↖↗↘↙

Bold

QWERTYUIOPASDFGHJ
KLZXCVBNM
qwertyuiopasdfgh
jklzxcvbnm
1234567890 »
←↑→↓↖↗↘↙

Regular

QWERTYUIOPASDFGHJ
KLZXCVBNM
qwertyuiopasdfgh
jklzxcvbnm
1234567890 »
←↑→↓↖↗↘↙

Thin

QWERTYUIOPASDFGHJK
LZXCVBNM
qwertyuiopasdfgh
jklzxcvbnm
1234567890 »
←↑→↓↖↗↘↙

*While CoFo Sans may be used in various design contexts, it should not replace or mimic the primary logotype, Brother 1816, which remains the exclusive typeface for the brand's logo and key identity marks.



SECTION 2: BRANDING

USAGE RULES

Use "Arrowhead Transit" as the official name when referring to our organization. Clearly state that "Arrowhead Transit" should only be used as a noun when referring to the organization or its services. Prohibit the use of variations or adaptations that may dilute the brand identity. Do not use the term "Arrowhead Transit" as a verb.





SECTION 2: BRANDING

TRADEMARK GUIDE LINES

The Arrowhead Transit name and logo are a Registered trademark and should be used with care to avoid any confusion or misrepresentation. Guidelines on proper logo usage, size, color, and spacing are outlined in the official Arrowhead Transit Branding Guide.

CONSISTENT MESSAGING

All external and internal communications should adhere to the established brand voice and messaging guidelines. Consistency in language and tone is crucial to maintaining a unified brand image.



The registered trademark symbol ® is a typographical mark that indicates a logo or symbol has been officially registered as a trademark or service mark with the national trademark authority.

For the Arrowhead Transit logo, the ® symbol is positioned at the end of the word Arrowhead, aligned with the top and placed directly after the right edge of the “D.” The symbol is scaled to 10% of the size of the logo mark. For the logo mark, the ® is placed in the lower-right corner, also sized at 10% of the logo mark.



SECTION 2: BRANDING

LOGO MISUSE





SECTION 2: BRANDING

EMBROIDERY

Embroidered Logo: Pantone 430 C Grey / Pantone 208 C Maroon

PRIMARY

4.02"w X 1"h (4394 stiches)



SECONDARY

4.02"w X 1.26"h (5006 stiches)



Barber Graphics, INC - 112 Chesnut St, Virginia, MN 55792 / 218-741-4344 / mb@barbergraphics.com



SECTION 2: BRANDING

VEHICLE DECALS





SECTION 2: BRANDING

AEOA

Arrowhead Transit is a program and service offered by the Arrowhead Economic Opportunity Agency - Virginia, MN



Anytime our brand is associated or identified with AEOA, then you must use the above "Approved" Language.



SECTION 2: BRANDING

MNDOT

Arrowhead Transit is funded by the Minnesota Department of Transportation



Anytime our brand is associated or identified with MNDOT, then you must use the above "Approved" Language.



SECTION 3: OUR BRAND VOICE





SECTION 3: OUR BRAND VOICE

WRITING:

We write to make Arrowhead Transit feel considerate. That's our team's philosophy. And these are the guidelines for our practice.

HIGHLIGHTS:

The Arrowhead Transit voice is clear, concise and human, like a friendly, intelligent coworker, Sentence case—please use it. But don't use the Oxford comma or ampersands unless it's dire. No periods after headlines; go light on exclamation points!

VOICE AND TONE:

The Arrowhead Transit voice is the heart of our brand—it shines through our words, design, sound and overall experience with Arrowhead Transit. It sounds like your friendly, intelligent coworker: clear, concise and human.

CLEAR:

Clarity is a courtesy to our readers. We respect their time and their intelligence, answer questions before they're asked, and don't get in the way of their actions. We recognize the weight of the written word. Saying what you mean is the best way to say something meaningful.

CONCISE:

We give every word purpose. We're thoughtful and intentional with our words. We don't get carried away with ourselves.



SECTION 3: OUR BRAND VOICE

HUMAN:

We are characterful. But we never let character overwhelm content. What we have to say is infinitely more important than being admired for the way we say it. We like the people we're talking to, so we keep things warm and conversational. We add delight when the moment is right, and we reward the curious with pleasant surprises.

EXAMPLE:

What's new?

How's everybody doing out there? Are you getting enough sleep?
Drinking enough water? Eating some vegetables here and there?
We don't have any big updates this time around, so we wanted to use this space to remind you to be kind to yourself and those around you. That's all.



SECTION 3: OUR BRAND VOICE

COPY PRINCIPLES:

These help us uphold the unique Arrowhead Transit voice and tone, and to align our copy across partners and functions. This ultimately leads to better—and more efficient—reviews and decisions. Our copy principles are:

DON'T MAKE ME THINK

BE APPROACHABLE

MAKE IT MEMORABLE

RESPECT OUR READERS

BE COMPELLING



SECTION 3: OUR BRAND VOICE

LANGUAGE:

It should go without saying, but it's still worth stating: Never use exclusionary terms, cultural appropriation, ableist or misgendering language, or anything that could be interpreted as a slur. This includes references to pop culture, the use of slang, most abbreviations or anything else that might resonate with only a few people, but not most people.

EMOJI:

We encourage using emoji in the right place and time, such as when they can add meaning or delight to what we say. However, never use emoji in place of words in a sentence. 💜

THE ARROWHEAD TRANSIT NAME:

Since the Arrowhead Transit brand name is trademarked, we don't use Arrowhead Transit as a verb, or create words that include our brand name. Sorry, no "Transit-ers" here.

NOTE

Use title case for proper nouns, including the Arrowhead Transit name itself (even if our logo suggests otherwise) and organizational departments in headlines. Capitalization of product terms varies; please consult the We always lowercase arrowheadtransit.com unless it is used to start a sentence, which we kindly suggest you avoid.

DO NOT

Don't use emoji in place of words

DO NOT

Don't use abbreviations



SECTION 3: OUR BRAND VOICE

STYLIZATION:

We follow AP style, with any exceptions noted in the Arrowhead Transit Branding guide. For spelling, use the first entry for a word in Merriam-Webster unless otherwise noted.

CAPITALIZATION:

Sentence case is the default capitalization style for most Arrowhead Transit copy.

SENTENCE CASE:

Use sentence case for headlines, subheads, body copy and links

CAPS CASE:

Caps case is reserved for buttons, eyebrows, and jump links

TITLE AND LOWERCASE:

Use title case for proper nouns, including the Arrowhead Transit name itself (even if our logo suggests otherwise) and organizational departments in headlines. We always lowercase arrowheadtransit.com unless it is used to start a sentence, which we kindly suggest you avoid.

EXAMPLE:

Folks who like flying Delta are sure to love riding on Arrowhead Transit.

DO NOT

Don't use title case or periods for headlines



SECTION 3: OUR BRAND VOICE

TIMES AND ATTRIBUTIONS:

TIMES:

Use numerals, a space and periods: 9 a.m., 12:30 p.m.

For display copy, capitalize and remove periods: 8 AM PDT | 12 PM EDT

Drop the :00 for times at the top of the hour: 10 a.m., 1 p.m.

In a span, use an en dash: 8:30 a.m.–1 p.m.

In running text, use words: Taking place on October 7 and 8 from 8:30 a.m. to 1 p.m.

ATTRIBUTIONS:

Here are a few handy things to remember about job titles:

- Capitalize job titles in pull quotes and display copy, but not in running text

- Abbreviate CEO, CFO, COO, CTO, VP, Sr.

- Don't abbreviate uncommon acronyms, like Chief Technical Operations Officer
- Co-founder, not Co-Founder

Capitalize and remove periods on time conventions in display copy

Use title case for proper nouns and job titles in attributions



SECTION 3: OUR BRAND VOICE

PUNCTUATION:

Use standard punctuation in body copy (err on the side of no exclamation points!). Headlines, buttons, links and eyebrows should not have any punctuation, outside of commas and question marks. Keep headlines short enough that they don't feel like they need punctuation—a complete sentence can look out of place without a period.

SYMBOLS:

We do not use ampersands (&) or plus signs (+) in place of "and". We do not use the Oxford/serial comma unless it is critical for clarity. Always set end punctuation inside closing quotation marks

EM DASHES (—):

No spaces around em dashes, except in tweets.

EXAMPLE:

An aside—like this one—needs no extra spaces

EN DASHES (–):

Use in charts and display ads for a span or range of numbers, dates or times—otherwise spell it out.

EXAMPLE:

9:30 a.m.–1 p.m. | January 22–25



SECTION 4: TRAINING





SECTION 4: TRAINING

SERVICE DESCRIPTION

- Utilize the provided boilerplate copy to describe Arrowhead Transit's services consistently across all platforms.
- Emphasize key service attributes, such as:

RELIABILITY
ACCESSIBILITY
AND INCLUSIVITY



SECTION 4: TRAINING

TRAINING GUIDELINES

- All staff members are required to undergo training on the Arrowhead Transit brand guidelines.
- Training includes effective communication of the organization's mission and values.

INTERNAL TRAINING

- Conduct regular internal training sessions on brand guidelines for all Arrowhead Transit staff.
- Emphasize the importance of consistent brand representation across all customer interactions.



SECTION 4: TRAINING

COMMUNITY ENGAGEMENT

- Establish guidelines for community partnerships and engagement, ensuring program information is accessible.
- Encourage collaborations with local organizations to enhance brand visibility.

BRAND MONITORING

- Regularly monitor and address any misuse or misrepresentation of the Arrowhead Transit brand.
- Periodically review and update branding guidelines to adapt to changes in the organization or industry.



SECTION 4: TRAINING

ADA COMPLIANCE COMMUNICATION

- Clearly communicate Arrowhead Transit's commitment to ADA compliance in all brand communications.
- Specify how our buses are equipped with wheelchair lifts to provide inclusive transportation.

TITLE VI COMPLIANCE

- Clearly communicate Arrowhead Transit's Title VI policy and commitment to civil rights.
- Provide information on accessibility features in our communication channels.



QUESTIONS?

CONTACT INFORMATION

Dominick Olivanti - Marketing and Public Relations Coordinator

Brandon Nurmi - Arrowhead Transit Director

Colette Hanson - Assistant Director

By adhering to these Branding Policy and Guidelines, the Arrowhead Transit Marketing Team ensures a consistent, positive, and impactful representation of the organization's brand across various platforms and interactions.