



## Brand Standards Guide

Version 4.0 updated 3/20/2017

# Contents

## Section 1 – Brand Overview

- 1-1 Introduction
- 1-2 Company Overview
- 1-3 Affiliation

## Section 2 – Logos & Marks

- 2-1 Primary Corporate Logos
- 2-2 Do's and Don't of the Logos
- 2-3 Icon / Favicon Treatment
- 2-4 Vehicle Logo Treatment

## Section 3 – Colors

- 3-1 A Balance of Colors
- 3-2 Logo Background Treatments

## Section 4 – Typography

- 4-1 Primary Corporate Typefaces (print and web)

## Section 5 – Basic Branding Requirements

- 5-1 Company Affiliation with Trailways Brand
- 5-2 Print Material
- 5-3 Telephone Greetings & Etiquette
- 5-6 Websites



## Section 1 - Brand Overview

# Introduction

## What is a Corporate Brand?

A corporate brand is more than just a logo mark or an advertisement in a magazine. It is how you talk about your company and its products or services. It is how you work, act and interact within your workplace. The culture of a company is just as important to its brand image as any other visual component, because it reinforces the essence of the company and everything it represents.

## Using this Brand Standards Guide

Building a successful brand image requires a unified set of standards that can be applied consistently across all types of communication. This brand standard guide will walk you through both the verbal and visual components of the Trailways brand. Covered in this book is everything from the company mission to creating stunning branded graphics that reflect the company's image. As you use this resource and apply its principles, keep in mind that each individual application, despite a singular purpose, is linked to the larger brand. Therefore, it should be approached with the mindset of reinforcing Trailways's overall brand image.

## Understanding a Brand Name vs. Trademark

Brand Name= n. 1. Trade name, make, mark, label, seal, name, earmark or hallmark. 2. type, kind, sort, variety, group, denomination, designation.

Trademark= n. 1. Logotype, logo, trade name, or brand name 2. identification, cachet, hallmark, emblem, insignia, seal, signature, monogram, marker. 3. officially registered to distinguish from one's competitors.

### Company Overview

Before partnering with Trailways, an independent motorcoach company will work with Trailways to understand expectations around branding and marketing.

Affiliation with Trailways is unassuming but highly beneficial. Therefore, only confident motorcoach companies should consider affiliation with Trailways, its brand name, and its expanding network of independent motorcoach companies. Our partners should be open to collaboration and teamwork.

Affiliation with Trailways also requires trust and a commitment to cooperate with every Trailways network member.

Each membership application provides detailed information regarding all branding and affiliation requirements for acceptance into Trailways.

As with any major business decision, the decision to affiliate your established name with Trailways should not be taken lightly. The Trailways network is a partnership of independent motorcoach companies sharing recognition, business practices, ethics, values, and industry resources corroboratively in the name of Trailways.

## Affiliation

### **How does an independent motorcoach company become affiliated with the Trailways brand and still retain its established name?**

Trailways does not seek to overshadow or diminish an independent motorcoach company's name. We also do not ask an independent motorcoach company to change its established name.

An independent motorcoach company wishing to affiliate with Trailways is required, however, to select a "Doing Business As...(DBA)." A Trailways DBA is a simple, non-detracting procedure that every motorcoach company must complete to affiliate with Trailways.

#### **Here are Trailways DBA examples:**

- Burlington Bus Company, Inc.; DBA: Burlington Trailways
- Prairie Coach Charters & Tours, Inc.; DBA: Prairie Coach Trailways

## Section 2: Logos & Marks



## Primary Corporate Logos

The Trailways logo embodies the company's guiding principles. The logo was created with completely custom font treatments. Due to this, the Trailways logo has been converted to outlines or non-editable fonts preventing them from being substituted or distorted in any way. **DO NOT** try to type set or recreate the Trailways logo in any circumstances.



## Clear Space

The clear space diagram below defines the minimum amount of clear space surrounding this logo that must remain free of typographical or graphic elements. Doing so protects the treatment from distraction and preserves its visual impact and clarity. This clear space is determined by the base width of the top part of the letter "Y" in the logo mark.



The light grey square is defined as X. It is equal to the width of the top part of the letter y. The height will be the same as the width.



The dark grey square is half the height and width of X.



**General Application:** In most applications (such as print and signage) the clear space around the entire logo should equal to X.

**Limited Application:** In some web applications where space is limited (such as in the top header bar), you can use the .5x as a unit of measure for clear space at the top and bottom of the logo. However, the clear space at the left and right of the logo should always equal X.

## Do's and Don'ts of the Logos

### Do's

- DO use the correct amount of clear space (found in section 2-1).
- DO use the correct colors. RGB will be used for the web, CMYK and Pantone should be used for print.
- DO use the Trailways logo with your company logo.

### Don'ts

- DON'T try to type set or recreate the Trailways logo in any circumstances.
- DON'T alter the approved Trailways colors.
- DON'T warp or stretch the logo.
- DON'T change the logo's orientation.
- DON'T crop the logo in any way.
- DON'T rearrange the configurations within the Tagline, "Charter Bus Network".
- DON'T apply shadows, glow effects, or outlines to the logo.
- DON'T apply any filters or textures to the logo.
- DON'T use the logo on busy photographs or patterns.
- DON'T use the logo on colors with poor contrast or similar colors.
- DON'T place text or shapes within the clear space boundary.



## Social Media Icon / Favicon Treatment

When very small icons are needed the Trailways brand may be broken down to a much more condensed representation. At this level it is the brand color and font that is responsible for carrying the majority of the brand.



## Vehicle Logo Treatment

Like other forms of communication, the Trailways logo represents your affiliation with the national brand. We should ensure that the logo usage on all vehicles should be consistent. A stockholder must showcase the Trailways Charter Bus Network logo to each for-hire passenger vehicle in at least two separate locations. The options for the locations are as follows:

- Above the front wheel and to the left of the front door on the passenger side of the vehicle
- Above the front wheel on the drivers side of the vehicle
- On the back-center of the vehicle

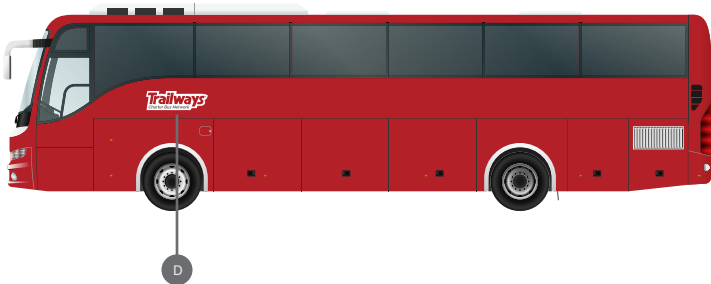
The stockholder should choose the appropriate placement for the logo decal depending on the size and color of each bus. See below for specifications.



A. When placing the logo above the tire on the front of the bus, specify the size of the logo by measuring the width of the tire. The logo will have the same width as the tire. The logo should be placed on the upper portion of the bus, under the window but far enough away from the tire so dirt/debris from the movement of the tire won't cause wear and tear on the logo decal/paint.

B. If you choose to place one of the two required logos on the back of the bus, the logo must be centered with the appropriate amount of clear space around it (see page 2-1 for clear space requirements). The logo to use is the one that has "com" at the end of Trailways.

## Vehicle Logo Treatment



C. It is preferred to use the logo with a transparent background on a white or light colored bus, however, if there is already a graphical element or a color on the existing bus, the logo with the white background should be used. These files can be aquired via Trailways headquarters.

D. The same logo with a background should be used if the back of the bus has an existing color.

## Section 3 - Colors

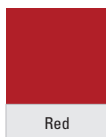
## A Balance of Colors

Color is at the core of any successful brand. Therefore, maintaining color consistency is critical to brand recognition across a wide array of media types. The Trailways brand is made up of two primary colors. A deep red and a dark gray color.

Different types of media utilize different color codes to maintain this consistency.

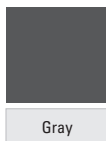
**For Print Applications** the colors used are either Pantone (spot colors) or a specific combination of cyan, magenta, yellow and black (cymk).

**For Web Applications** the colors used are either Hexidecimal values (HEX) or specific combinations of red, green and blue (rgb) which make up all color seen on computer monitors and mobile devices. Keep in mind that every monitor is calibrated slightly different which means a specific rgb color viewed on one monitor may look different on another. It is no different than walking into an electronics store and seeing a wall of tv screens all tuned to the same channel but the color on each looks slightly different / brighter or darker. The only way to ensure you are using the right color is to use the values provided below.



Red

Spot color: Pantone 7621 C  
Process color: C 20% M 100% Y 98% K 12%  
RGB value: R 180 G 32 B 38  
Hexadecimal value: #b42127



Gray

Spot color: Pantone 425 C  
Process color: C 0% M 0% Y 0% K 80%  
RGB value: R 88 G 89 B 91  
Hexadecimal value: #58595b

**Please Note:** The uncoated version of the Pantone colors will print with considerably less color saturation due to the porous nature of uncoated paper stocks. We recommend a matte coated stock or satin coated stock over uncoated paper.

## Logo Background Treatments

The two color version of the logo should be used over a simple white or neutral background or reversed out on a dark gray background. Although the two color version of the logo on white and light gray is preferred, various alternate versions may be used when the background it is being placed on doesn't provide enough contrast and therefore renders it illegible, or in cases where the palette of available colors are limited.



Two color logo on dark grey background



Two color logo on white background



Two color logo on light gray background



White logo on black background



Black logo on white background  
Only use this logo when colors cannot be used



## Section 4 - Typography

### Primary Typefaces (print and web)

The primary supporting font family for Trailways is Open Sans. All web and print collateral material produced for the brand can use any available weight of the Open Sans typeface. The family includes all the fonts displayed on this page. Open Sans is a Google Font that can be used in webpages via a header script or directly through CSS import.

#### **Open Sans** – Primary Supporting Font (For use in collateral material, etc.)

---

##### Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

##### Open Sans Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

##### Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

##### Open Sans Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

##### Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

##### Open Sans Semibold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

##### Open Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

##### Open Sans Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

## Section 5 - Basic Branding Requirements

# Company Affiliation with Trailways Brand

## **How does an independent motorcoach company affiliate with the Trailways brand name or official trademark (Globe-Trailways Logo) without diminishing its established brand?**

An independent motorcoach company is not required or encouraged to change its current branding. Our partners may maintain their logos, brand colors, and vehicle fleet-designs, while affiliating with Trailways.

Trailways seeks and accepts only independent motorcoach companies with well-established operations, known for their dedicated commitment to safety, quality service, vehicle-fleet reliability, and ethical business practices. Affiliating with Trailways and its well-respected, global brand provides an independent motorcoach company immediate market expansion, broader recognition, and vast industry resources.

Our partners must feature Trailways branding in four marketing channels. These Basic Brand Recognition/Identity requirements include:

### **1) Company's Printed Materials:**

- Stationery/Letterhead Supplies
- Brochures
- Marketing and Advertising Campaign Collateral
- Telephone and Industry Directories
- Publications & Articles - Internal & External
- Audio & Video Productions (Onboard Safety Messages TV or Radio Commercials, Internet Promotions)
- Staff Uniforms
- Office and Facility Signage
- Other Branded Materials

### **2) Company's Passenger Vehicles:**

- Entire Motorcoach Fleet

### **3) Company's Telephone Greetings:**

- Live and Recorded

### **4) Company's Website:**

- i.e. [www.burlingtontrailways](http://www.burlingtontrailways)

Please review this style guide for copies of: printed materials, vehicle designs, brand styles, logotypes, theme-schemes, paint colors, website pages, and other graphics.

### Print Material

#### **How does an independent motorcoach company incorporate Trailways branding without undergoing major re-design changes or costs?**

The following are a few examples of simple ways to add the Trailways brand name and/or official trade icon (Globe-Trailways Logo) to an independent motorcoach company's existing supply of printed materials, vehicles, or other marketing resources:

- Add inexpensive Trailways decals to vehicles and signage.
  - Trailways vendors offer discounted pricing and design support for Trailways brand name and logo images. The Trailways corporate office also carries basic brand name and official trademark decal supplies for vehicle branding.
- Apply self-adhesive Trailways labels to a company's existing printed materials, until supplies run out.
- Load existing letterhead into a copy machine or color printer, and add the approved logo "Trailways" in an appropriate location while abiding by the "clear space" surrounding the logo (see logo section).
- Partner with vehicle manufacturers or industry suppliers. Ask for financial support or sponsorship, particularly at times of trade-ins, new purchases, or implementations of products or programs.
- Order discounted supplies from the Trailways corporate office, such as vehicle decals, small seals, logo labels, discounted letterhead templates and printing services.

For more information and free and inexpensive print material, visit [www.trailwaysmarketing.com](http://www.trailwaysmarketing.com)

## Section 5 - Basic Branding Requirements

### Telephone Greetings & Etiquette

Incorporate your company's affiliation with Trailways into your company's phone greeting. Start by asking staff to keep a small Trailways reminder such as a symbol, icon, or note next to all phones. They will gradually become accustomed to adding "Trailways" when answering the company's telephones.

For recorded messages, select a personable staff member or voice-over professional to record after-hours, busy, voice mail, directional telephone greetings or messages.

#### Sample Telephone Greetings:

- "Good afternoon...Fullington Bus Company–Trailways, this is Mary"
- "Good morning...Adirondack Trailways, where may I direct your call?"
- "West Point Tours Trailways, charter department, Beth speaking"
- "Hello, you have reached American Sightseeing, Gray Line, and Trailways of Chicago; our offices are now closed"
- "The Martz Group...First Class Trailways—Stan here"
- "Lion Tours Trailways, may I help you?"
- "Gentry Trailways, this is Bill, how may I help you?"

#### Talk about first impressions...telephone greetings can say it all!

Remember, when prospective customers call you, they are generally deciding whether to do business with your company. On the other hand, irate customers are deciding how helpful and competent your company can be. Yet, many companies overcomplicate telephone greetings to the point that employees hate saying it, and customers dread listening to it!

There is power in simplicity. For best results, incorporate three easy elements: pleasantry, sincerity, and brevity.

#### 1. Pleasantry

A pleasant greeting is essential to a successful call because it sets the stage emotionally. In general, listeners tend to mirror the emotional states of speakers. This is a principle of communication that holds true whether you are speaking to a group of 1,000 or a single customer over the telephone. In other words, people respond in-kind. If we answer the phone gruffly, chances are the caller will become gruff. If we answer the phone pleasantly, chances are the caller will be pleasant.

#### 2. Sincerity

Scripted telephone greetings sound insincere, irritate callers, and discourage employees.

Your company's telephone greeting should be natural, which also makes it easier to sound consistently pleasant and sincere. The key elements of a telephone greeting are: Department or Company Name, Your Name, and an Offer to Assist.

State the company or department name so that prospects and customers know they are in the right place. *Always state your name because it is a sign of authority. Stating your name implies that you are accountable, and it creates a personal touch.* Lastly, end with a question that expresses your desire to serve the caller.

An example of a telephone greeting might sound like this:

"Good Day, Happy Valley Coaches, this is Bob. How can I help you?"

Someone in the charter-tour department might say, "Charters and Tours, this is Bob speaking. How may I help you?"

#### 3. Brevity

Keep your company's greeting short. Long greetings can sound unpleasant and insincere to customers.

## Section 5 - Basic Branding Requirements

Whether you are using landlines or cell phones, proper telephone etiquette is more important than ever in today's business environment. Much of our business communications take place on the phone: in the office, at home, in the car, virtually anywhere. Proper phone technique can make or break deals and relationships. The following guidelines will help you manage calls effectively.

### **Outgoing Calls:**

When you are the person making the call, be sure to use proper phone etiquette from the start. Ensure you are always polite to the "gatekeepers" i.e., secretaries, receptionists, or assistants that answer the phone for your business contact, as they are the ones who have the power to put you through.

Try to use a greeting such as, "Good morning, this is Monica. I'm returning a call from Don; is he available?" Learning the names of top assistants will also help your business relationships in the long run.

When you reach your contact, remind them of the prior conversation and appointment, to jog their memory and get the conversation started.

If your calls are not expected, ask your contact they have the time to speak with you. If the other person does not have time, briefly state the purpose of your call and ask for an appointment to follow up at a later time.

### **Other Tips:**

**Keep a Phone Diary:** Keep a pencil and pad near your office phone, and jot notes during phone conversations.

**Listen Actively:** Use phrases like "yes," "I see," and "great." This lets the other person know that you care about what they have to say. Be sure to recap the conversation at the end of the call, repeating any resolutions or commitments to ensure you are both on the same page.

**End the Call on a Positive Note:** Thank people for their time and express an interest in speaking with them again, if that is the case. If not, let them know you appreciated them speaking with you and end the call. A gracious goodbye leaves the door open for further communication.

### **Remember, in this global marketplace, some of the most powerful business relationships are between people who have never seen each other:**

The way you conduct yourself over the phone may be a key factor in customers' decisions to partner with your company for future travel or group trips.

**Identify Yourself:** When calling someone, identify yourself after your contact says hello.

**Respect Others' Time:** After identifying yourself, be sure to ask, "Do you have a minute?" or "Is this a good time?" before explaining the reason for your call.

**Ask Permission Before Placing Someone On Hold:** Try not to place callers on hold without listening to them first. Ask if you may please put them on hold, and then wait for their reply. Return to the held call as soon as possible, and say "Thank you for waiting."

**When Screening Calls:** Ask, "Who is calling, please?" rather than, "Who is this?"

**When Calling a Professional or Company:** Always identify yourself and explain the reason for your call. Example: "Hello, this is Tom, and I'm calling about our Trailways Red River Charter program for July."

## Section 5 - Basic Branding Requirements

**Call-Waiting:** Use your keen judgment whether to use call-waiting. Your decision should be based on your relationship with the person on the other line and the intensity of the conversation.

**Voice Mail:** When you reach someone's voice mail, **leave a brief, clear message.** Your message should help your contact know how to respond or whether to expect another call from you.

Remember to speak slowly and clearly when leaving a voice message. Keep your tone of voice pleasant and upbeat. Always repeat a phone number twice, and repeat your full name before saying goodbye.

**Recommended Phrases:**

- "One moment please"
- "Yes" or "No"
- "Alright"
- "She is not available at this time"
- "Goodbye"

**Unprofessional Phrases:**

- "Hang-on"
- "Yeah"
- "Okie-Dokie"
- "Naah"
- "Nope"
- "Uh, I dunno where he is."

**Remember: You only get ONE chance to make a good first impression!**



### Websites

Creating and maintaining a basic company website does not need to be difficult or expensive.

Every Trailways stockholder must have a website within 60 days of officially affiliating with Trailways. Each stockholder is also required to recognize their affiliation with Trailways on their company's website.

The Trailways corporate office offers stockholders hands-on advice in the creation and development of a basic website, including a simple website template.

Our partners can also work with the Trailways corporate office for discounted web design services. Trailways partner sites can range from basic to highly stylized. Trailways official partners can also make enhancements to existing stockholder sites.

Many motorcoach associations or visitor bureaus offer low-cost website hosting to their members. This generally includes the development or basic design of an informational website.

For more information, visit [www.trailwaysmarketing.com/product/custom-designed-website](http://www.trailwaysmarketing.com/product/custom-designed-website)