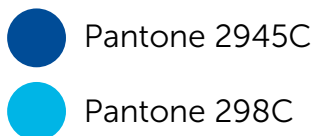


Guidelines for Use of 2016 Measure B Logo

2016 Measure B Logo



Colors



Logo Purpose

The 2016 Measure B logo is used to officially denote projects and programs that are supported by 2016 Measure B funds.

File Download

The logo is available in the file types of JPEG, EPS, and AI (for Adobe Illustrator), which can be downloaded from vta.org/projects/funding/2016-measure-b. Do not alter the logo in any way, including changing the color, angle, or dimensions.



Logo Usage

As per the 2016 Measure B Program Category Guidelines, "all collateral material will be required to display a 2016 Measure B logo."

The logo must be affixed to project or program materials receiving 2016 Measure B funds, including, but not limited to:

- Webpages
- Fliers/Brochures/Fact Sheets
- Maps
- Transit Schedules
- Signage such as Trail Heads, Billboards, Construction Sites, etc.
- Presentations
- News Releases
- Celebratory/Recognition Events

Member agencies may also use the logo to link to the [2016 Measure B Transparency website](#) or the [VTA 2016 Measure B landing page](#).

Application of Logo



1. Logo featured on a ground breaking event sign.
2. Logo featured on a construction sign.
3. Logo featured on a project map at a virtual open house.