



IMPROVING MORE THAN JUST ROADS



DESIGN AND BRAND GUIDELINES



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DESIGN AND BRAND GUIDELINES

TABLE OF CONTENTS

SECTION 1 INTRODUCTION	PAGE 4
SECTION 2 CORPORATE LOGO	PAGE 6
SECTION 3 TYPOGRAPHY	PAGE 10
SECTION 4 COLOR PALETTE	PAGE 14
SECTION 5 STATIONARY	PAGE 16
SECTION 6 CONTACT	PAGE 20

SECTION 1 INTRODUCTION

CCRMA DESIGN GUIDELINES

These guidelines describe the visual elements that represent the **Cameron County Regional Mobility Authority (CCRMA)** corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our organization..

These guidelines reflect **CCRMA's** commitment to quality, consistency and style.

The **CCRMA** brand, including the logo, name, colors and typography, are valuable company assets. Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **CCRMA** name and marks.

SECTION 2

CORPORATE LOGO

- The Logo Introduction
- The Logo Elements
- Clear Space and Logo Size
- Logo Applications

LOGO INTRODUCTION

Our logo is the key building block of our identity, the primary visual element that identifies us. The logo is a combination of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The **Cameron County Regional Mobility Authority** logo is comprised of two elements, the logo symbol and the logo type. The corporate logo is presented through the use of color as well as shape and form.

The corporate colours are Red, Blue and Black. It is a traditional blend of colours chosen for their strong combination - professional - classic - timeless.

THE LOGOTYPE



- 1) The Logo Symbol**
Consists of a graphic element depicting a bridge to evoke the concept of efficient transportation that is paving the way to a better future.
- 2) The Logo Title**
Carefully chosen for its modern and refined, highly legible style, which has been further enhanced by the use of upper case letters in black.

BLACK & WHITE VERSION



3

LOGO LIGHT VERSION



4

3) The Black & White Version
will be used in all instances that are limited to black & white or one color on a light background

4) The Logo Light Version
will be used when the background color is a dark color.

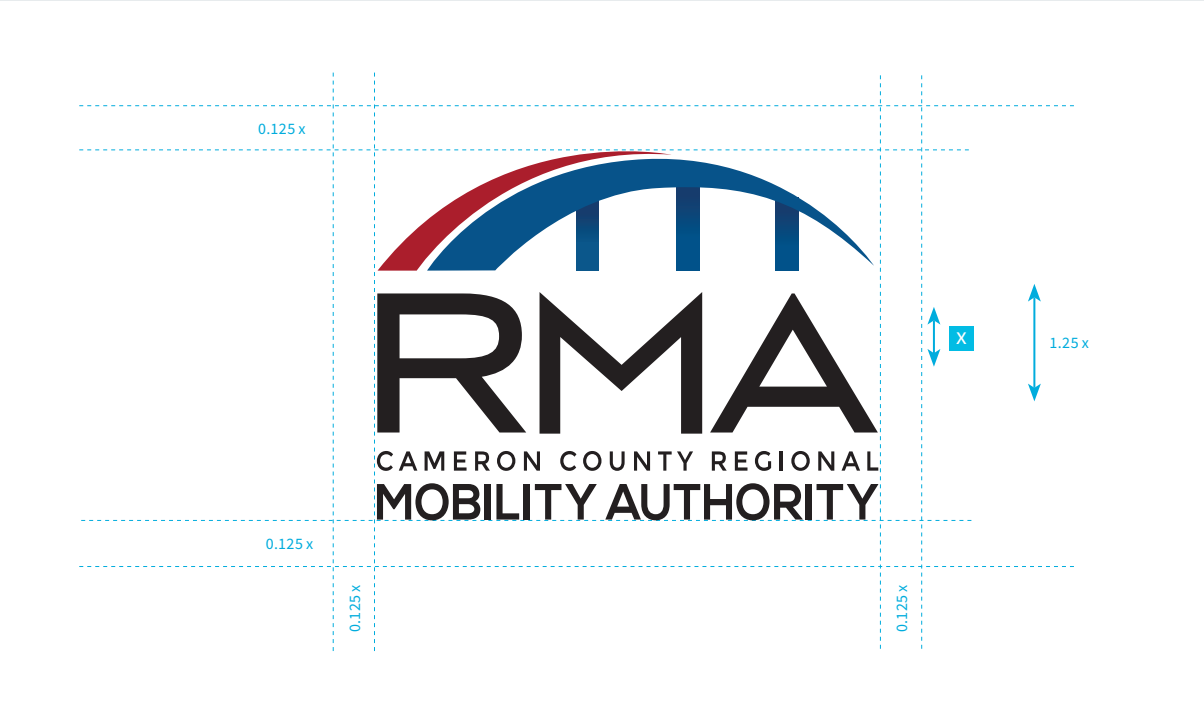
Recommended formats are:
.eps | .ai | .png | .jpg | .tiff

Attention:
Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo design and brand consistency.

CLEAR SPACE AND LOGO SIZE

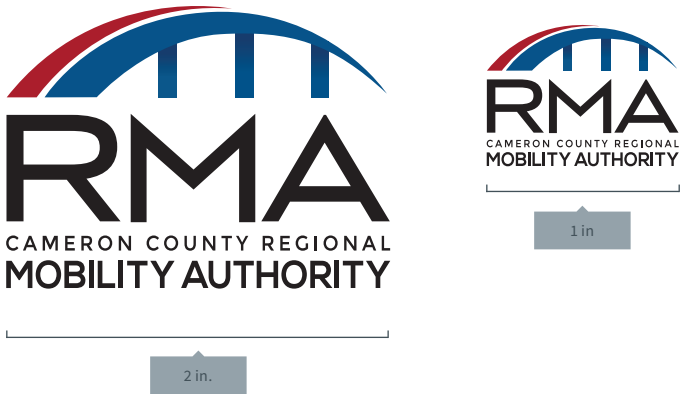
When the **Cameron County Regional Mobility Authority** logo is used, the logo must be surrounded with clear space to ensure its visibility and impact. Clear space is important to keep corporate marks clear of any other graphic elements. To regulate this,

an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our company name.



MINIMUM LOGO SIZES

Full Logo
Minimum Size: 1 in x 0.736 in



LOGO APPLICATIONS

In order to preserve the integrity of the brand, the logo should not be altered in anyway that changes the appearance of the

logo type or logo symbol. Below are outlines for the correct and incorrect **CCRMA** logo applications.

CORRECT LOGO APPLICATIONS



INCORRECT LOGO APPLICATIONS



DON'TS

- 1) Do not alter the overall layout of the logo type and symbol
- 2) Do not alter the color of the logo symbol or type
- 3) Do not alter the logo type style
- 4) Do not change the size relationship between the logo symbol and logo type.
- 5) Never change the proportions of the logo vertically or horizontally or alter the appearance in any way

SECTION 3

TYPOGRAPHY

The Corporate Fonts

Primary Font

Secondary Font

Typographic Hierarchy

THE CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony across all **CCRMA** communications.

We have selected Montserrat and Source Sans Pro, to add clean professionalism to the entire CCRMA brand, as the primary and secondary corporate typefaces.

PRIMARY FONT

MONTSERRAT

DESIGNER:

JULIETA ULANOVSKY

MONTSERRAT

Bold

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

Numbers

1 2 3 4 5 6 7 8 9 0

Special Characters

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i “ ¶ ¢ [] | { } ≠ ÷ ‘

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THE CORPORATE FONTS AND TYPOGRAPHY

SECONDARY FONT
SOURCE SANS PRO

DESIGNER:
PAUL D. HUNT

SOURCE SANS PRO

Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z <i>a b c d e f g h i j k l m</i> <i>n o p q r s t u v w x y z</i>
Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z <i>a b c d e f g h i j k l m</i> <i>n o p q r s t u v w x y z</i>
Numbers	1 2 3 4 5 6 7 8 9 0
Special Characters	! “ § \$ % & / () = ? ` ; : i “ ¶ ¢ [] { } ≠ ÷ ‘ « Σ € ® † Ω ¨ / ø π • ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ~ ¢ √ ~ μ ∞ ... − ≤ < > ≥ √ > < ◊

TYPOGRAPHIC HIERARCHY

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can

create a sense of hierarchy. Here are some of the most common techniques for **Cameron County Regional Mobility Authority**.

COPY TEXT	Caption Text	Cameron County Regional Mobility Authority - Source Sans Pro Regular 6 pt Type / 9 pt Leading
	Copy Text	Cameron County Regional Mobility Authority - Source Sans Pro Regular 8 pt Type / 11 pt Leading
	Headlines Copy Text	CCRMA - Montserrat Regular - Capital Letters 10pt Type / 10pt Leading
HEADLINES	Dividers	CCRMA - Montserrat Bold - Capital Letters 16pt Type / 16pt Leading
	Large Headlines	CCRMA - Montserrat Bold - Capital Letters 34pt Type / 30 pt Leading
	Bold Titles	CCRMA - Montserrat Bold - Capital Letters 48pt Type / 48 pt Leading

SECTION 4

COLOR PALETTE

The Corporate Colors
Primary Color System
Color Codes

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the **CCRMA** corporate identity. A palette of primary colors has been developed to create the CCRMA color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the **CCRMA**

brand identity across all relevant media. The colors below are recommendations for various media. Check with your designer or printer when using the corporate colors to ensure they will be always be consistent.

PRIMARY COLOR SYSTEM

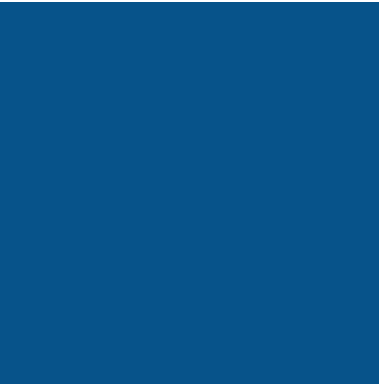
-
Explanation:
CCRMA has three official colors: Red, Blue and Black. These colors have become a recognizable identifier for **CCRMA**.

Usage:
Use them as the dominant color palette for all internal and external visual presentations of the company.



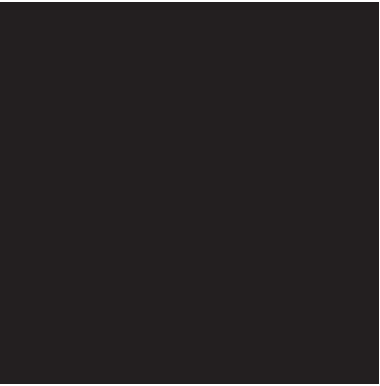
PRIMARY COLOR RED

-
COLOR CODES
CMYK : C022 M100 Y089 K015
Pantone : 187C
RGB : R172 G031 B045
Web : #ac1f2d



PRIMARY COLOR BLUE

-
COLOR CODES
CMYK : C099 M073 Y021 K005
Pantone : 2945C
RGB : R000 G082 B137
Web : #0005289



PRIMARY COLOR BLACK

-
COLOR CODES
CMYK : C020 M000 Y000 K100
Pantone : Pro. Black C
RGB : R000 G000 B000
Web : #000000

CORPORATE LETTERHEAD

PARAMETER

Dimensions	Print
U.S. Letter	CMYK
8.5 x 11 in	

SECTION 5 STATIONARY

Corporate Letterhead
Corporate Business Card

THE COMPANY LETTERHEAD

-

Explanation:
This shows the approved layout of the **CCRMA** letterhead.

Usage:
The letterhead will be used for all official **CCRMA** communications.



CORPORATE BUSINESS CARDS

PARAMETER

Dimensions
U.S. Business Card
3.5 x 2 in

Print
CMYK

THE COMPANY
BUSINESS CARDS

-

Explanation:
This shows the approved layouts of the **CCRMA** business card.

Usage:
The **CCRMA** business card will be used for all official contact and communications.

Front Side



Back Side



CONTACT

For further information please contact:

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