

# TheRide / Brand Guidelines At A Glance

## Logo Usage

A logo element, typeface, and color palettes make up the overall graphic representation of TheRide. Use of TheRide graphic identity is reserved for the exclusive use within TheRide community. Two color logos are preferred, as shown below.



## Primary Logos



## Secondary Logos



## Logo Usage Don'ts



## Name Do's & Don'ts

- ✓ • Ann Arbor Area Transportation Authority
- AAATA
- TheRide
- ✗ • Ann Arbor Transit Authority
- Ann Arbor Transportation Authority
- AATA
- The Ride

## Color Palette



## Typography

### Meta Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,-!?\$  
 abcdefghijklmnopqrstuvwxyz

### Meta Bold-Expert

1234567890

### Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 .,-!?\$1234567890

# Supporting Brands



A-Ride is a shared-ride, public transportation service available to eligible individuals whose disabilities prevent them from riding the regular fixed-route bus service.



Adopt-A-Stop partners with community volunteers to maintain bus stop locations by picking up litter and removing snow.



AirRide is a public transit service between Ann Arbor and Detroit Metropolitan Airport (DTW) in partnership with Michigan Flyer.



Shuttle service to one of the largest art fair exhibits in the country in Downtown Ann Arbor.



CommuterConnectMI.com is a website and app that provides carpool and vanpool options for commuting or events.



ExpressRide service run non-stop from the Canton and Chelsea areas to downtown Ann Arbor and the University of Michigan Central and Medical Campuses.



FlexRide is a shared-ride pilot service based in southeastern Ypsilanti Township.



The getDowntown program provides commuting information and services for downtown Ann Arbor commuters.

For more information and to request permission to use TheRide logos or photographs, contact [marketing@TheRide.org](mailto:marketing@TheRide.org).



GoldRide is a shared-ride, public transportation service provided for individuals 65 years of age or older.



GroceryRide provides weekly trips from several senior housing communities to local grocery stores.



HolidayRide provides shared-ride taxi service available to the general public on holidays when TheRide does not operate bus service.



Riders can receive custom email alerts for service changes, detours, and delays from TheRide by registering at [TheRide.org](http://TheRide.org).



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NightRide provides late-night/early-morning, shared-ride taxi service when fixed-route bus service is not operating.



Park free all day at one of TheRide's designated Park & Ride lots and ride the bus to work, classes, shopping, entertainment, and more.



VanRide is a ride-sharing vanpool service for people commuting into or within Washtenaw County.