



The TAP2RIDE logo and branding guidelines are meant to be adapted by any California transportation agency, for use on contactless fare payments on their system.

The Logo



The Logo Lockup Use this lockup when combining the TAP2RIDE and your agency logo



If needed, span full agency name across the bottom. Letterheight should not be smaller than 1/2 the height of RIDE.

One Color Logos Any of the logos can be used in 1-color form, all white or all black



The Colors

Use a combination of colors from your agency visual identity and Caltrans's branding.

	CT BLUE	CT YELLOW	CT TEAL	ADD YOUR OWN AGENCY'S COLOR	
HEX	#0093D0	#FDB81B	#00B0B0	#XXXX	
CMYK	100/10/0/10	0/30/100/0	76/5/35/0	X/X/X/X	
					SHADES
HEX	#0079A0	#C6920E	#038E8E	#XXXX	
CMYK	90/45/25/0	0/30/100/25	75/5/35/25	X/X/X/X	
					TINTS
HEX	#85C5E7	#FFDFA6	#AFD9DA	#XXXX	
CMYK	45/8/2/0	0/12/40/0	30/2/14/0	X/X/X/X	

Typography

Poppins

Poppins is a free google font, used for the state-wide TAP2RIDE logo and visuals. There are five weights that work for headers or body text.