



RTA Master Logo Color Guide

v2.0





RTA Logo | 2 color
■ Pantone 199
■ Pantone 293
■ Pantone 293 | 60%



RTA Logo | 4 color | cmyk
■ cmyk 5/93/66/0
■ cmyk 90/57/5/0
■ cmyk 54/34/3/0

CROSS APPLICATION COLOR MATCHING

To achieve color consistency among InDesign, Illustrator, and Photoshop, you must select the same color setting in all three applications. The **U.S. Prepress Defaults** setting produces output most closely matching that from an offset press.

To select the **U.S. Prepress Defaults** setting, do the following in InDesign, Illustrator, and Photoshop:

1. Choose Edit > Color Settings to open the Color Settings dialog box (if you use Photoshop in Mac OS X, choose Photoshop > Color Settings).
2. Select Enable Color Management (InDesign only).
3. Choose U.S. Prepress Defaults from the Settings pop-up menu.
4. Click OK.

Please note: The colors printed on this page are not intended to match to the PANTONE CMYK or RGB Color standards. They are for use as a guide only and must not be used for color matching during proofing process.

Print/Electronic References

When on a standard web or sheet fed press, the colors can be achieved by accurately matching to solid PANTONE colors, the standards for which are shown in the current editions of the PANTONE color formula guide 1000.

Pantone (PMS)

RED = PMS 199,
BLUE = PMS 293
LT BLUE = PMS 293 @ 60%)

When printing process color, the color breakdown is as follows:

CMYK

RED: C = 5, M = 93, Y = 66, K = 0
BLUE: C = 90, M = 57, Y = 5, K = 0
LT BLUE: C = 54, M = 34, Y = 3, K = 0

For electronic communication, the breakdowns are as follows:

RGB

RED: R = 196, G = 59, B = 79
BLUE: R = 63, G = 108, B = 170
LT BLUE: R = 130, G = 150, B = 197

HSB

RED: H = 351, S = 70, B = 77
BLUE: H = 215, S = 63, B = 67
LT BLUE: H = 222, S = 34, B = 77

Lab

RED: L = 52, a = 66, b = 30
BLUE: L = 43, a = -6, b = -43
LT BLUE: L = 62, a = -1, b = -29

Hexadecimal (used for Web)

RED: #C43B4F
BLUE: #3F6CAA
LT BLUE: #8296C5



Bus Stops Here Logo | 2 color

- Pantone 199
- Pantone 293
- Pantone 293 | 60%



Bus Stops Here | 4 color | cmyk

- cmyk 5/93/66/0
- cmyk 90/57/5/0
- cmyk 54/34/3/0

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For electronic communication, the breakdowns are as follows:

RGB

RED: R = 196, G = 59, B = 79
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LT BLUE: R = 130, G = 150, B = 197

HSB

RED: H = 351, S = 70, B = 77
BLUE: H = 215, S = 63, B = 67
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Lab

RED: L = 52, a = 66, b = 30
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Hexadecimal (used for Web)

RED: #C43B4F
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LT BLUE: #8296C5



Powered by CNG Logo | 1 color
Cyan @ 80%



Powered by CNG | 1 color | Black
Black @ 40%

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Pantone (PMS)

None

When printing process color, the color breakdown is as follows:

CMYK

BLUE: C = 80, M = 0, Y = 0, B = 0

For electronic communication, the breakdowns are as follows:

RGB

BLUE: R = 75, G = 184, B = 239

HSB

BLUE: H = 200, S = 69, B = 94

Lab

BLUE: L = 68, a = -35, b = -42

Hexadecimal (used for Web)

BLUE: #4BB8EF

COMMUTER LINK

CommuterLink Logo | 1 color
■ Pantone 199
■ Pantone Cool Gray 7

COMMUTER LINK

CommuterLink Logo | 4 color
■ cmyk 5/93/66/0
■ cmyk 0/0/0/37

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Pantone (PMS)

Red: PMS 199
Gray: PMS Cool Gray 7

When printing process color, the color breakdown is as follows:

CMYK

RED: C = 5, M = 93, Y = 66, K = 0
GRAY: C = 0, M = 0, Y = 0, K = 37

For electronic communication, the breakdowns are as follows:

RGB

RED: R = 196, G = 59, B = 79
GRAY: R = 173, G = 174, B = 176

HSB

RED: H = 351, S = 70, B = 77
GRAY: H = 217, S = 2, B = 69

Lab

RED: L = 52, a = 66, b = 30
GRAY: L = 72, a = 0, b = -2

Hexadecimal (used for Web)

RED: #C43B4F
GRAY: #ADAEB0



Estudillo Express Logo | 1 color
■ Pantone 362



Estudillo Express Logo | 4 color
■ cmyk 70/0/100/9

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Pantone (PMS)

Green: PMS 362

When printing process color, the color breakdown is as follows:

CMYK

Green: C = 70, M = 0, Y = 100, B = 9

For electronic communication, the breakdowns are as follows:

RGB

Green: R = 112, G = 168, B = 76

HSB

Green: H = 97, S = 55, B = 66

Lab

Green: L = 62, a = -45, b = 43

Hexadecimal (used for Web)

Green: #70A84C



Sun City Scooter Logo | 1 color
■ Pantone 362



Sun City Scooter Logo | 4 color
■ cmyk 70/0/100/9

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Pantone (PMS)

Green: PMS 362

When printing process color, the color breakdown is as follows:

CMYK

Green: C = 70, M = 0, Y = 100, B = 9

For electronic communication, the breakdowns are as follows:

RGB

Green: R = 112, G = 168, B = 76

HSB

Green: H = 97, S = 55, B = 66

Lab

Green: L = 62, a = -45, b = 43

Hexadecimal (used for Web)

Green: #70A84C



Ladybug Shuttle Logo | 4 color |cmyk

■ cmyk 0/100/100/23

■ cmyk 0/26/85/0

■ cmyk 0/0/0/100

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Pantone (PMS)

None

When printing process color, the color breakdown is as follows:

CMYK

RED: C = 0, M = 100, Y = 100, B = 23

GOLD: C = 0, M = 26, Y = 85, B = 0

BLACK: C = 0, M = 0, Y = 0, B = 100

For electronic communication, the breakdowns are as follows:

RGB

RED: R = 162, G = 27, B = 32

GOLD: R = 238, G = 192, B = 77

BLACK: R = 0, G = 0, B = 0

HSB

RED: H = 358, S = 83, B = 64

GOLD: H = 43, S = 68, B = 93

BLACK: H = 111, S = 74, B = 0

Lab

RED: L = 41, a = 63, b = 46

GOLD: L = 82, a = 14, b = 70

BLACK: L = 0, a = 0, b = 0

Hexadecimal (used for Web)

RED: #A21B20

GOLD: #EEC04D

BLACK: #000000



Get On & Go Logo | 4 color | cmyk
■ cmyk 0/0/0/100

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Pantone (PMS)

None

When printing process color, the color breakdown is as follows:

CMYK

BLACK: C = 0, M = 0, Y = 0, B = 100

For electronic communication, the breakdowns are as follows:

RGB

BLACK: R = 0, G = 0, B = 0

HSB

BLACK: H = 111, S = 74, B = 0

Lab

BLACK: L = 0, a = 0, b = 0

Hexadecimal (used for Web)

BLACK: #000000