



CLIPPER

Limited-Use Ticket
Design Standards

February 2016

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Clipper Overview

Clipper offers Bay Area commuters an easy, smart way to use all the major transit options across the nine counties of the Bay Area. By using Clipper, riders are free from worrying about exact change, cash, exchanges or transfers—making mass transit faster and easier.

Using the Limited-Use Ticket Design Standards

As a regional product available on many different transit systems, it's important to ensure consistency in how Clipper is presented to transit riders.

Who are these design standards for?

Transit agency partners who are developing designs for the limited-use tickets. These tools should be used to ensure long-term continuity of the Clipper brand.

How should these design standards be used?

These design standards provide a foundation for clear and consistent communication. Adherence to them benefits all partners. By consistently presenting the Clipper image, we raise the level of recognition and credibility among our target audiences and the community at large.

This document includes guidelines for ticket design, use of the Clipper identity (e.g., logos, typography), review and approval, and more.

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Primary Image

While the primary image used on the face of the limited-use tickets will be selected by the issuing transit agency, the image should be high resolution (300 dpi at 100%) for best production quality.

We recommend utilizing images of the issuing transit agency's vehicles in order to help new customers identify the vehicles on which the ticket will be used.

We recommend against using abstract patterns or images unrelated to the transit agency or its service area.

A solid bar should be placed along the bottom edge of the ticket in order to increase legibility of logos and text regardless of selected image.



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Transit Agency Logo

While Clipper is accepted on multiple transit agencies, the limited capacity of the ticket allows it to only be used on a single transit agency. To eliminate customer confusion, the issuing transit agency should be identified on the front of the ticket by its logo or name.

The logo or name should be placed in the left side of the solid bar (shown below).



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Clipper Logo

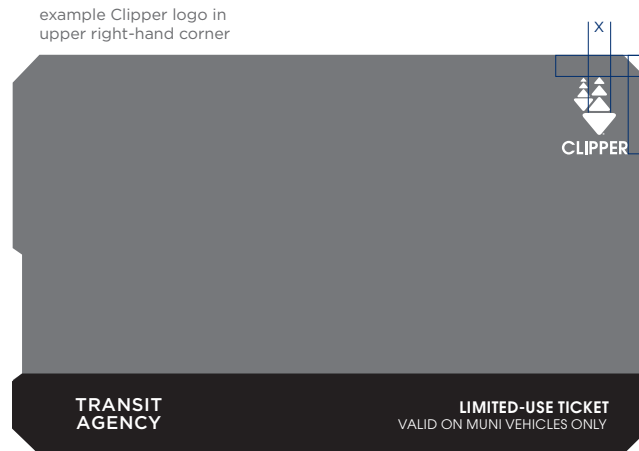
The Clipper logo must appear on the front of the ticket on the upper right-hand corner of the image or on the bottom right-hand corner above the solid bar.

Use the stacked Clipper logo at minimum print size only—the word “Clipper” should be reproduced at 9/16” wide.

The proximity of the logo to the edge of the ticket should match the width of the third triangle in the larger ship as illustrated. Do not rotate the logo.

If the Clipper logo is to be placed with a partner logo, placement position preference still applies.

For additional Clipper logo usage guidelines, see the Clipper Brand Guidelines available at <https://www.clippercard.com/ClipperWeb/toolbox.do>.



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Legibility

Logos and text should always be placed in areas that allow it to be read legibly.

Text appearing on the front of the ticket should be set in Gotham and be sized no smaller than 5.5 point.

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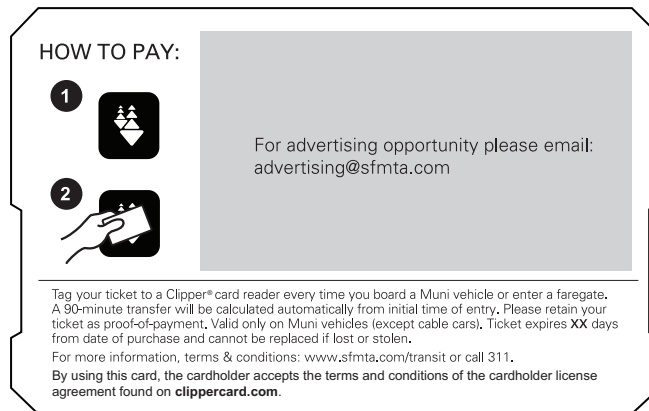
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Required Elements

The following elements are required to appear on the ticket:

- “By using this card, the cardholder accepts the terms and conditions of the cardholder license agreement found on clippercard.com.”
- “Ticket expires XX days from date of purchase and cannot be replaced if lost or stolen.” [XX signifies the expiration period, to be determined by LUSC Card Issuer.]
- The “How to Pay” pictogram instructing customers on how to use the card to pay their fare must be included on the ticket.

The gray space indicated below may be used for advertising as long as it complies with the MTC Clipper Brand Guidelines and the advertising standards in the Policy for Custom Clipper Cards (Download here: <http://clipper.mtc.ca.gov>).



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Review and Approval

All ticket designs shall be provided to MTC or its designee prior to production. Please allow five (5) working days for review of and feedback on basic ticket design. If design includes advertising on the back of the ticket, allow fourteen (14) working days. Any changes that do not comply with these Limited-Use Ticket Design Standards require the prior written approval of MTC.