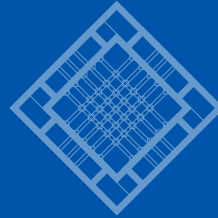# MTA Metro-North Railroad

EAM™
Enterprise Asset Management

Brand and Style Guide

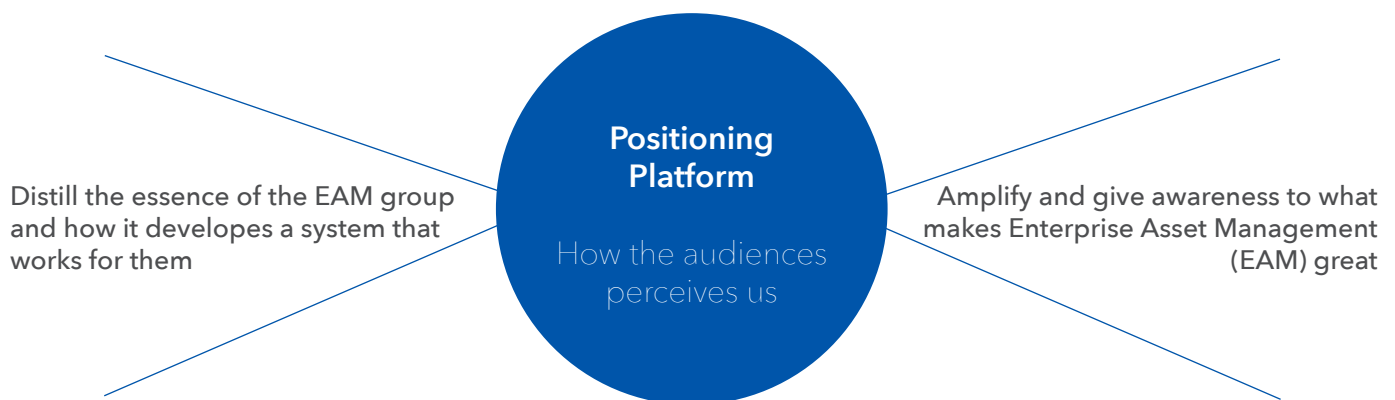## Enterprise Asset Management

2018 edition

INTRODUCTION

What went into this guide?

This guide is the result of a strategic process that began with a broad overview among our most important audience. We analyzed the findings from research, interviews, focus groups and distilled our insights to discover the EAM group's unique place within Metro-North Railroad and arrived at a clear positioning and messaging platform for the Infor Enterprise Asset Management system. Communications inspired by this platform will amplify awareness and understanding, as they all will be woven from a common thread.

If every message comes from the same conceptual core and connects to its intended audience, it will reflect an institution whose whole is greater than the sum of its parts.

Distill the essence of the EAM group and how it developes a system that works for them

Positioning Platform

How the audiences perceives us

Amplify and give awareness to what makes Enterprise Asset Management (EAM) great

◇◇◇

4

BRAND

Brand

BRAND

House Style

The EAM House Style has been created to ensure a distinctive look and feel throughout our brand communications. From brochures, to emails, to advertising and web sites, our house style promotes a cohesive yet truly graphic style that establishes and validates its importance.

Our house style expands upon the EAM signature artwork to include our typography, secondary elements, primary and secondary color palettes and a versatile application system. The result is a unique brand identity.

Because consistency is essential for growing and maintaining recognition to the EAM brand, we ask that you reference these guidelines as often as necessary to ensure the cohesive application of our house style.

Our Vision

We believe the technological aspects to Enterprise Asset Management (EAM) should be a source of confidence, and not anxiety. That's why we are here to help departments develop a positive relationship with the way the system works for them and realize their full potential.

Core Promise

The core promise of the EAM brand is providing a system that better informs employees of when assets need to be maintained or replaced. Through it's *Infor EAM* software the EAM group applies the power of collaboration and it's creative technological capabilities to provide solutions that make Metro-North Railroad internal systems more viable and efficient.

EAM communications are about inspiration and how Enterprise Asset Management improves their day-to-day life while helping the company evolve.

Mission

To build the best asset management systems that inspires a willingness for change through collaboration and education.

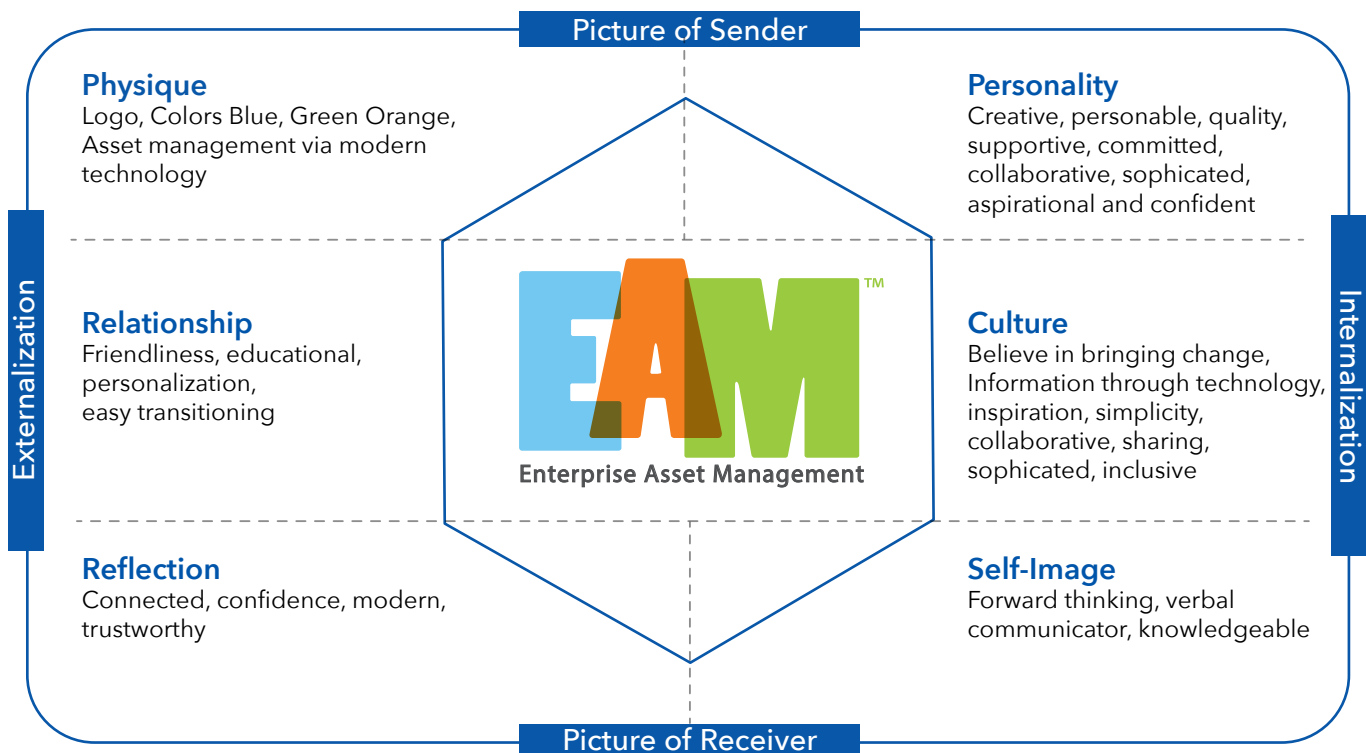BRAND

Brand Identity Prism

Kapferer prism key

Personality: Is the way in which the world sees our brand.

Physique: Is the physical manifestation of a brand's identity. Strong, stoic or hip are all physique aspects that can be portrayed. This is done through color schemes, graphics and packaging art.

Culture: The value system and the principles on which a brand bases its behaviour. It's all things we want to be known for outside of the office.

Relationship: Is developed through interactions with current and potential clients. Branding and endorsements can be used to highlight the collaborative relationship businesses build with one another.

Reflection and Self-image: Go hand-in-hand. As a brand, you'll want to reflect the values and characteristics your clientele wants to see in themselves. With the self-image part of the prism, you'll also want to reflect how you feel about your own business. A prideful company is one that can be trusted, according to recent research.

Picture of Sender

Physique
Logo, Colors Blue, Green Orange,
Asset management via modern
technology

Personality
Creative, personable, quality,
supportive, committed,
collaborative, sophicated,
aspirational and confident

Externalization

Relationship
Friendliness, educational,
personalization,
easy transitioning

EAM™
Enterprise Asset Management

Culture
Believe in bringing change,
Information through technology,
inspiration, simplicity,
collaborative, sharing,
sophicated, inclusive

Internalization

Reflection
Connected, confidence, modern,
trustworthy

Self-Image
Forward thinking, verbal
communicator, knowledgeable

Picture of Receiver

8

VOICE

VOICE

Audience + Tone

The persona and demographic makeup of the MTA Metro-North employee is broad, but there are two overt segmented groups. The first being management employees and the other union employees.

With this understanding of our audience, the EAM group defines the brand as collaborators and systems business process developers with change management methodologies.

By exposing the brand through multiple media's, it allows the company to evolve and change the culture. EAM's brand should reflect forward-thinking, inspiration, and inclusive, opting for the personal touch as a small company would. It's smart and chooses words that are simple and direct. Never resorting to jargon.

It is never arrogant or condescending. Its aspirational and confident tone speaks to the employees need for reassurance. While the brand does not desire to lose its cutting-edge technology mind-set entirely, those elements should be considered strongly for what perceptions it may create towards the union employee who fears replacement and being misunderstood. An approachable down to earth persona is preferred for any communication.

Slogan

Better Informed, Better Outcomes

Editorial Style

Conversational and informal

Key Messages

- Capturing your ideas & needs through collaboration

- EAM is efficient and FTA mandated

- Working Smarter

- Simplicity and flexibility through technology

Voice

WE STAND FOR EMPOWERING DEPARTMENTS TO UTILIZE THE NEW ENTERPRISE ASSET MANAGEMENT SYSTEM. A TECHNOLOGICAL BASED SYSTEM THAT HELPS US GROW WITH MORE EFFICIENCY. WE BELIEVE IN CAPTURING EMPLOYEES IDEAS AND NEEDS THROUGH COLLABORATING AND ENCOURAGE ENGAGEMENT THROUGHOUT THE DEVELOPMENTAL AND IMPLEMENTATION PROCESS. WE BELIEVE *"BETTER INFORMED, BETTER OUTCOMES"* IS A SIMPLE PHRASE TO DESCRIBE WHAT THE EAM SYSTEM CAN DO. THE PREDICTABILITY FROM INTELLIGENCE OF DATA MAKE THE SYSTEM REAL IMPORTANT TO THE FUTURE SUCCESS OF THE MTA. OUR ROLE IS TO GET EMPLOYEES TO ACCEPT AND IMMERSED AS DEEPLY AS POSSIBLE INTO EAM. WE PROMISE TO BUILD SYSTEMS, DEVELOP RELATIONSHIPS, AND CREATE COMMUNICATIONS THAT GET EMPLOYEES CLOSER TO EAM AS A SOLUTION.

11

DESIGN

Design

LOGO

Primary logo

The primary EAM signature is a unique piece of artwork that has been specially designed for our brand. Consisting of the EAM signature is our principal brand identifier and is intended for all our communications, including brochures, stationery, signage, website and emails.

The full-color signature is always preferred. Variations of the signature are available for appropriate collateral. When space is available for a design the alternative signature is OK to use. This logo displays Enterprise Asset Management prominently.

It is essential that the signature is never altered, added to or re-created in any way. Even the smallest change to the signature is detrimental to the integrity of the EAM brand.

Only use approved digital art files.

Primary Signature

Alternative Signature

GRAPHIC ELEMENTS

Introduction

The graphic elements are all rooted from the logo or from the architecture of Grand Central Terminal. They serve as a flexible graphic to add visual interest and further communicate the EAM brand. When used consistently, these elements create continuity among families of material.

Brand Elements

These graphics are secondary subordinate mark to the logo. It is a complimentary versatile key asset element in our visual identity system. It can be positioned anywhere as long as it is aesthetically pleasing. Using it as a transparency is an option too but in limited applications. See examples throughout style guide.
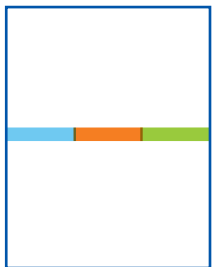
Bar graphic is a primary element and can be used as a solid or transparency and positioned anywhere.

Bar

Aperture graphic is a secondary element used to emphasize a specific part of an image.
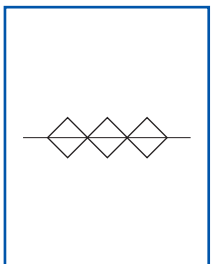
Aperture 1
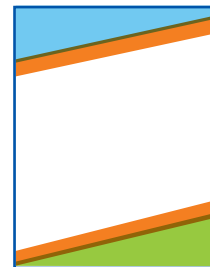
Aperture graphic is a secondary element used to emphasize a specific part of an image.
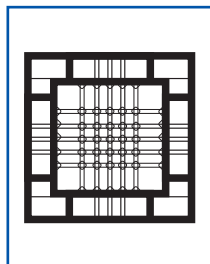
Aperture 2

Ornament Graphics

The ornamental patterns adds texture and depth when overlaid onto photography and backgrounds. The pattern opacity is usually set between 5% and 40% depending on design and photos chosen.
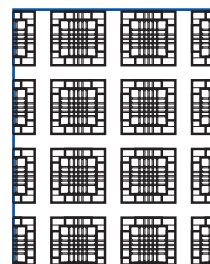

Use this element sparingly by itself when a little flare is needed.

Ornament

May be enlarged and cropped but never so much that it is unrecognizable. Never adjust strokes.
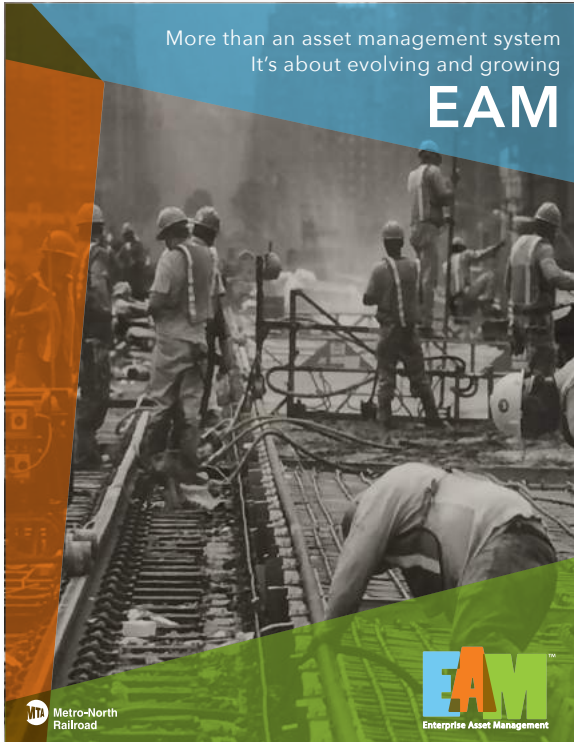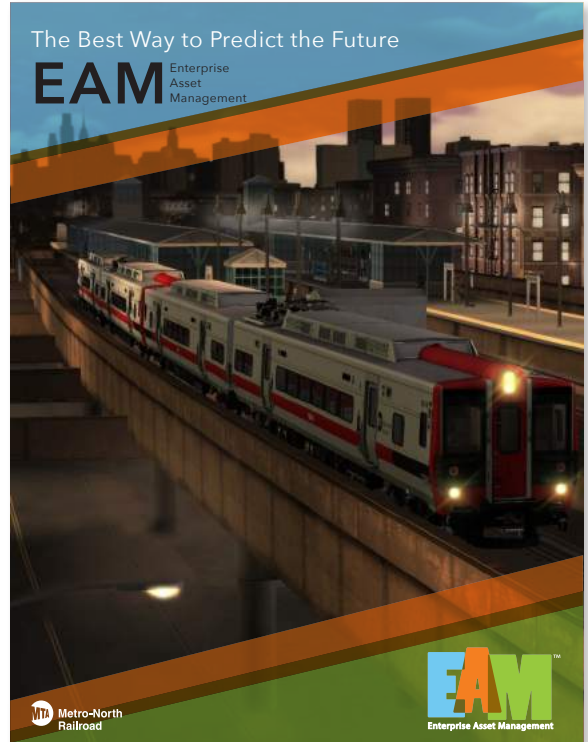
Chandelier

Use this pattern to completely fill an image. Transparency set to 5%. If used by itself it can be less transparent and more dominant.
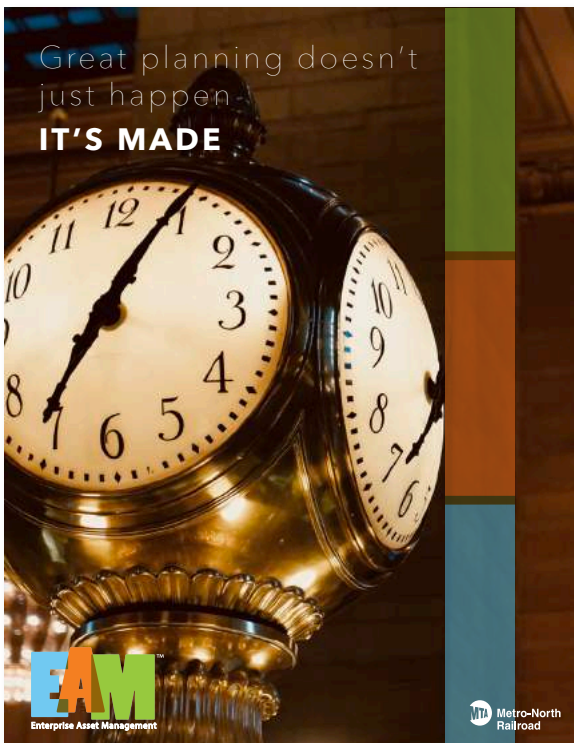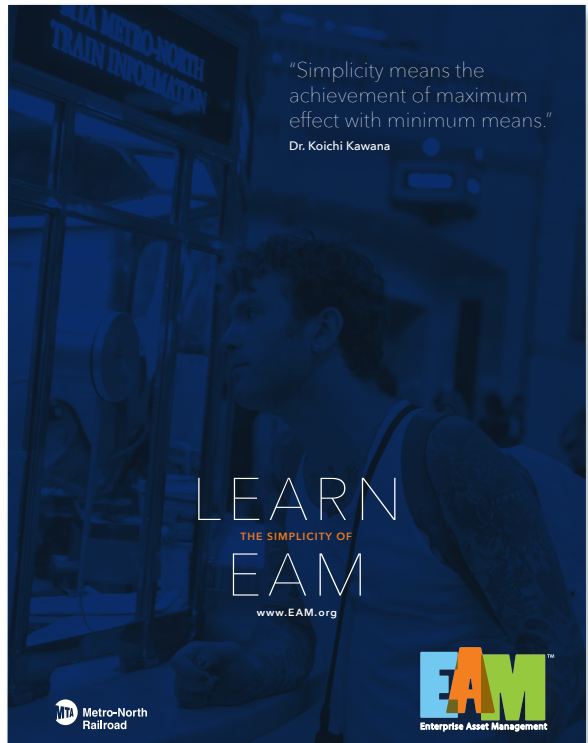
Chandelier 2

BRAND ELEMENTS | Examples

Aperture 1 Example

Aperture 2 Example

Bar Transparency Example

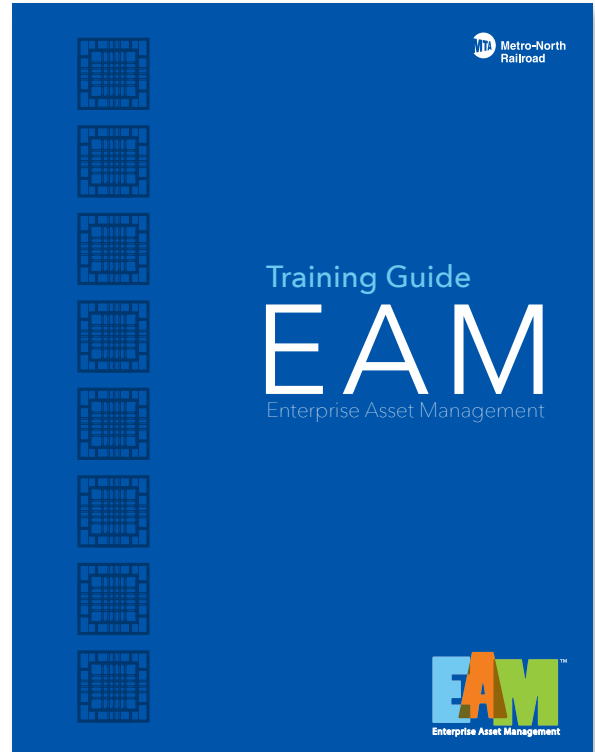**Bar Solid Example**

ORNAMENT GRAPHIC | Examples

Ornament

Chandelier


Chandelier 2

17

Color | Type

COLORS

MTA Signature Colors

The MTA Metro-North Railroad (MNR) Blue color represents the main color identifier and is the primary color. A secondary color has been selected to add more color options, but in limited applications. Secondary colors are intended strictly for supporting design elements. It is important to remember that the secondary colors should never be used to dominate a layout.

The values provided here should be referenced to ensure the principle colors are always reproduced as accurately as possible.

MTA Blue

Pantone 2935 C
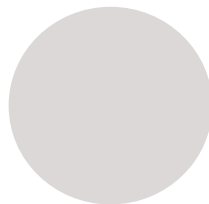C 96, M 73, Y 0, K 0
R 0, G 85, B 170
Web Hex: 0055aa
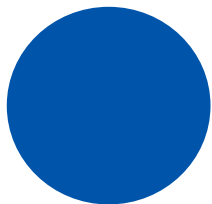
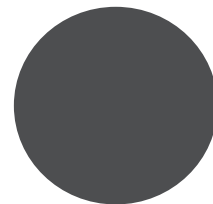PRIMARY COLOR | SECONDARY COLORS

Accent Gray

Pantone Cool Gray 1 C
C 13, M 10, Y 12, K 0
R 218, G 217, B 215
Web Hex: dad9d7

Accent Dark Gray

Pantone 7540 C
C 66, M 58, Y 55, K 35
R 77, G 78, B 80
Web Hex: 4d4e50

EAM Colors

The primary colors for the EAM color palette are critical elements for the over arching brand but because it is a Sub-brand/Department for the MTA it is not to be used as a primary color. When producing official "EAM" collateral, whether in print or on the web, it is important to maintain consistency with respect to color selection. The brand's main colors - along with black, gray, white - serve as the foundation of the palette.

Light Blue

Pantone 297 C
C 5, M 0, Y 0, K 45
R 113, G 200, B 240
Web Hex: 71c8f0

Orange

Pantone 716 C
C 1, M 62, Y 100, K 0
R 244, G 126, B 32
Web Hex: f47e20

Green

Pantone 375 C
C 45, M 0, Y 99, K 0
R 153, G 202, B 61
Web Hex: 99ca3d

Accent Gray

Pantone Cool Gray 1 C
C 13, M 10, Y 12, K 0
R 218, G 217, B 215
Web Hex: dad9d7

COLORS

Website Color Palette

In Drupal CMS the colors are preset using style sheets. The new graphic standards (colors, font types and font sizes) have been integrated into the template and will automatically change when the appropriate tags are given.

Light Blue

Button
Hyperlink hover <a>
#71c8f0

Orange

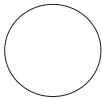Hyperlink <a>
#f47e20

Dark Gray

Background 1
Paragraph <p>
#4d4e50

Accent Gray

Background 2
#dad9d7

White

Page
#ffffff

MTA Blue

Headings
#0055aa

Green

TBD
#99ca3d

TYPEFACE

Primary

The typography chosen plays a fundamental role in creating a consistent look on all materials. Kerning, leading, and tracking are also crucial in achieving this spacious look that adds to the premium look of the brand. As a general rule, headlines should have tracking set at 100 or more, while body copy should bet set at no less than 0 and no more than 25. Call to actions are given generous tracking as well, based on need-100 or more is allowed. Various weights can be used to establish visual hierarchy, but the copy style overall should feel light and futuristic. The heavier weights should be used sparingly, as should condensed and italics. Body copy font should never be smaller than 9 point with rare exceptions, while legal copy should always be smaller than 7 point.

Avenir Next Ultra Light

Aa This is a headline example.

Avenir Next Demi

Aa   **THIS IS A HEADLINE EXAMPLE.**

Aa   **This is a headline example.**

Ultra Light   *Ultra Light Italic*

Regular   *Regular Italic*

Medium   *Medium Italic*

Demi Bold   *Demi Bold Italic*

Bold   **Bold Italic**

Heavy   **Heavy Italic**

TYPEFACE

Web Type Treatment

These are examples of type hierarchy and treatment used throughout the website.

Type Chart	Settings	Web	Mobile
1. Impact Headliner	2. Headlines	Avenir Next | Regular, 48pt.	Avenir Next | Regular, 30pt.
2. Subtitles	3. Subheader	Avenir Next | Demibold, 26pt. 37pt line height	Avenir Next | Semibold, 19pt. 24pt line height
3. Pull Quote	1. Lead-ins	Avenir Next | UltraLight, 25pt.	Avenir Next | Light, 23pt.
4. Understanding how well your content reads.	4. Body Copy	Avenir Next | Regular, 22pt. 30pt. line height	Avenir Next | Regular, 21pt. 29pt. line height
5. READ MORE	5. Link	Avenir Next | Bold, 16pt. Uppercase, 0.7px letter spacing	Avenir Next | Bold, 14pt. Uppercase, 0.7px letter spacing

TYPEFACE

Web

When it's not possible to use the brand's main typeface, Open-Sans should be employed. Similar spacing treatments should be used when setting type online, though we recognize that sometimes exact type setting is a challenge. Proper line spacing and leading will be key in maintaining a consistent visual style across all media. As with Avenir, the heavier weights should be used on rare occasion, if at all, and italics should be used in special cases. Body copy should never be smaller than 9 point with infrequent deviation due to site accessibility standards. Legal copy should be 7 point or less.

Open-Sans Regular

Aa This is a headline example. 48 pt.

Open-Sans Semi-bold

Aa   This is a headline example. 29 pt.

Open-Sans Bold

Aa   **This is a headline example. 22 pt.**

Light   *Light Italic*

Regular   *Regular Italic*

Semibold   **Semibold Italic**

Bold   **Bold Italic**

Extra   **ExtraBold Italic**

TYPEFACE

Secondary

Our secondary typefaces are used for Powerpoint decks. You may also use secondary typefaces when primary is unavailable to ensure cross-platform support, as custom fonts are not supported by Microsoft products on PC.

Kerning, leading, and tracking are also crucial in achieving this spacious look that adds to the premium look of the brand. As a general rule, headlines should have tracking set at 100 or more, while body copy should bet set at no less than 0 and no more than 25. Call to actions are given generous tracking as well, based on need-100 or more is allowed. Various weights can be used to establish visual hierarchy, but the copy style overall should feel light and futuristic. The heavier weights should be used sparingly, as should condensed and italics.

Aa This is a headline example. 26 pt.

Aa   THIS IS A HEADLINE EXAMPLE. 16 pt.

Regular   *Regular Italic*

Bold   ***Bold Italic***

24

PHOTOGRAPHY

Photography

PHOTOGRAPHY

Beauty Photography

Photography should tell a story and reflect the EAM vision. It should be expressive, authentic, and connect with the audience. It's an integral part of the EAM brand and should be consistent in style, mood and tone.

Our style is to have strong, clean, bold, attention grabbing, beautiful, shots at stunning angles with smooth contrast and clean lighting. The photography highlights the great history of the MTA with a timeless sophisticated quality.

People in photos should look natural, real, with an appropriate mix on people to reflect our audience. They should be shown interacting with one another in a work environment. The idea is to depict a real-life captured moment, as opposed to one that is staged. Staged photographs are acceptable if the people are the subject of a news article.

People Examples

We encourage representation of diverse groups of people race, age, and gender to better resonate with a larger audience.

Location Examples

Photographs should try and push the boundaries of a typical shot. Images should focus on lighting and alternative angles to bring a dynamic range of visually interesting photographs. Standard images should be used sparingly. Do not over photoshop images. All images should look natural.

PHOTOGRAPHY

Advertisment Examples

TV slide awareness advertisement.

TV slide awareness advertisement.