

# Brand Guidelines

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**Section 1:**

# **Defining Our Brand**

# Who We Are

**“Passport is a transportation and payments software company that helps cities manage parking and mobility infrastructure.**

## Who We Are

# The Boilerplate

A **boilerplate** is a standardized paragraph that briefly outlines the company's products, services, purpose and positioning.

A boilerplate answers the question, “**Who is Passport?**” and is typically the last paragraph of a press release or media pitch or in the footer of your company's website. It is most commonly used in the following scenarios:

- **Press releases**
- **Press outreach/pitches**
- **Award bids**

### **Passport's Official Boilerplate:**

Passport is a transportation software and payments company that builds technology to efficiently manage streets and sidewalks. Based in Charlotte, North Carolina, Passport is trusted by more than 1,000 cities, universities and agencies, including Chicago, Toronto, Los Angeles, and Miami. Passport's digital platform helps cities manage parking and mobility infrastructure, creating more livable, equitable communities. One of the fastest-growing companies on the Inc. 5000 and Deloitte Technology Fast 500 lists, Passport was also named to Fast Company's World's Most Innovative Companies for 2020.

## Who We Are

# Company Category

The **Company Category** is a general indicator of what industry our company falls into and what type of solution we provide.

It is important that everyone in our organization agrees about how we categorize our solution when speaking internally and externally about the company. This ensures that everyone is on the same page and that Passport has a strong foundational understanding of who we are and who we serve.

**Company categories** most often come up in scenarios including:

- press releases/interviews
- award applications
- application for inclusion in organizations or events
- other situations where you are describing your company at a high level

Passport most closely aligns itself in the following categories:

Primary: **Transportation Software**

Secondary: **Payments Embedded**

Our Primary Category: Transportation Software, should be the default in most scenarios.

The secondary category: Payments Embedded, may be used when scenarios arise that it is more appropriate or beneficial to do so.

*While Passport is not a payments company alone, the secondary category is worth noting because it can increase our potential valuation and distinguishes Passport from its competitors.*

# Our Vision

## What

Passport delivers technology that enables cities to efficiently manage their streets and sidewalks

## Why

Passport believes in helping cities create more liveable, equitable communities

## How

Cities trust Passport's digital platform to provide them with real time mobility data to make transactions at the curb easy and accessible

## Our Vision

# Key Stats

*Note: The following are the most up-to-date data and statements to demonstrate Passport's credibility as a trusted, powerful and capable partner, as of January 2021. Contact [marketing@passportinc.com](mailto:marketing@passportinc.com) for sources and details for these stats.*

- **4.7 stars** in app user ratings
- **Specialized as a “small payments processor,”** which reduces fees for clients as compared to traditional payment processors. On average, **clients can save up to 20%** with lower debit and credit card rates.
- **\$1.8B mobility payments processed** through Passport's platform to date
- **More than 1,000 cities and counting** utilize Passport's platform to modernize their transportation management processes
- **12M Permits Sold** on Passport's platform
- **4X faster enforcement** with the ability to enforce 400-500 cars every 15 mins
- **27M citations issued**, creating more than \$1.4B of value for cities worldwide



# Our Vision

# Writing Style

**Writing style** defines the characteristics of our brand's messaging across channels. Having a cohesive writing style across the brand is crucial for establishing brand identity which can propel Passport's visibility in the marketplace. Passport follows the [AP Style Guidelines](#).

## Tone:

- Client-centric approach
- Consultative, thought leaders
- Friendly, warm, approachable
- No BS, direct, straightforward and honest

## Key Terms:

### Who

- ✔ Cities
- ✔ People
- ✔ Communities
- ✔ Client
- ✘ Citizen
- ✘ User
- ✘ End-user
- ✘ Customer

### Where

- ✔ Streets
- ✔ Sidewalks
- ✘ Curb
- ✘ Curbside
- ✘ Public Right-of-way

### What

- ✔ Opearting System
- ✔ Software
- ✔ Infrastructure
- ✘ Platform
- ✘ Ecosystem
- ✘ Fintech

### How

- ✔ Vehicle Interactions
- ✔ Payments
- ✔ Compliance
- ✘ Parking
- ✘ Enforcement
- ✘ Transactions

### Why

- ✔ Liveable
- ✔ Frictionless
- ✔ Reliable
- ✔ Equitable
- ✔ Revenue

# Section 2:

# Design Elements

# The Logos



## The Logos

# The Marks

The Passport mark uses street grid pattern that represents the environment we serve as well as a colorful dot that represents the user – our clients' customer – who is at the forefront of everything that we do.

## Logomark



## Wordmark

**Passport**

## Lockup



The Logos

White Space

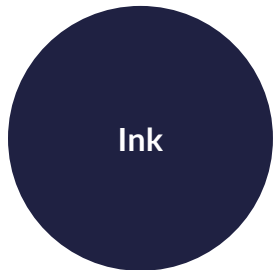
To maintain the marks' integrity, white space around the marks is necessary.  
White space adds confidence and clarity to the visual messaging.



## The Logos

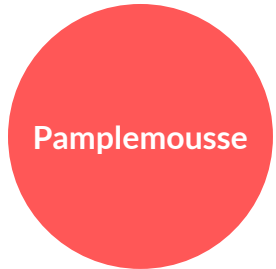
# Color Palette

The color palette is intentionally simple. The marks may only be used in the following color combinations to avoid diluting the brand visuals or creating confusion.



**Ink**

Hex Code **#1f2042**  
RGB **R31, G32, B66**  
CMYK **97, 100, 15, 72**  
Pantone **5255C**



**Pamplemousse**

Hex Code **#ff5757**  
RGB **R255, G87, B87**  
CMYK **0, 70, 58, 0**  
Pantone **178C**



**White**

Hex Code **#ffffff**  
RGB **R255, G255, B255**  
CMYK **0, 0, 0, 0**  
Pantone **000C**



## The Logos

# Inappropriate Usage

Every part of the Passport brand is intentional and purposeful. When using the brand marks, do not change any elements as it may dilute the brand. The following are examples of what **NOT** to do.



Do not change the orientation of the logo



Do not rotate the logo



Do not stretch the logo to fill space



Do not change the dot to any other color other than pamplemousse, ink, or white



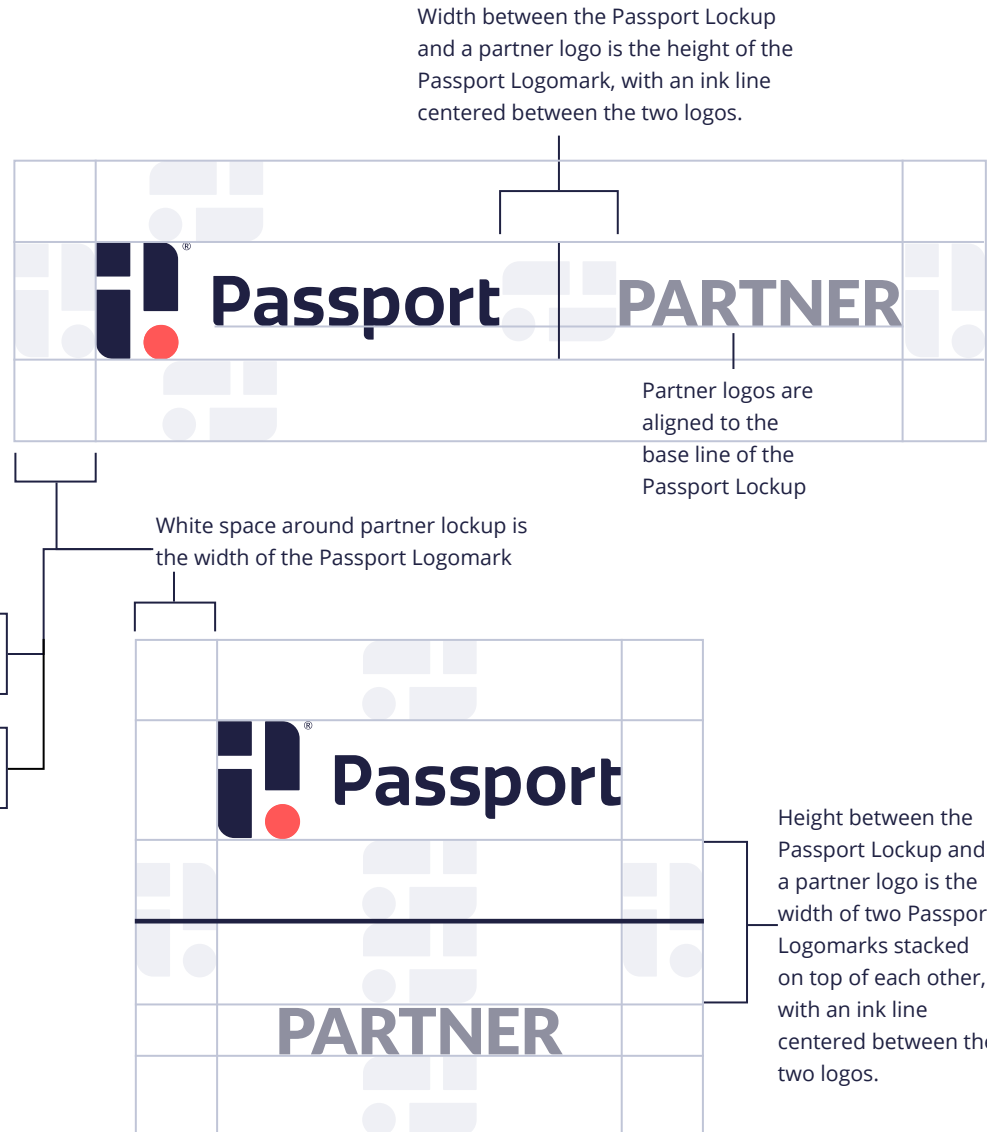
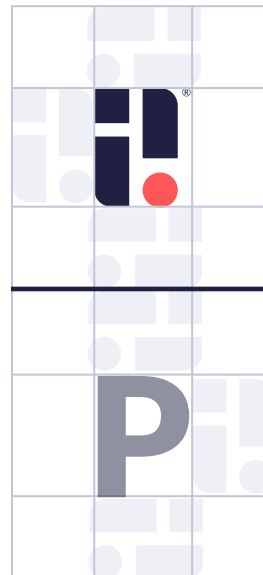
Do not change the color of the logo



Do not add a drop shadow or any other effect to the logo

# Partner Lockups

Passport has a variety of partners and is continuing to grow its partner ecosystem. Only use partner lockups when highlighting the specific partnership or integration. Be sure not to conflate Passport's open parking ecosystem partners (other parking apps) with other partnerships and integrations. When creating a partner lockup always use the full Passport Lockup (right) unless the partner is using their logomark in which case you may use the Passport Logomark (bottom).





## The Logos

# Passport Parking

Always use the app icon when referring to our **Passport Parking** app. The Passport Parking app is a part of the Passport brand, and is not Passport itself. Be sure not to conflate Passport with Passport Parking.

## App Icon



## Horizontal Lockup



## Vertical Lockup

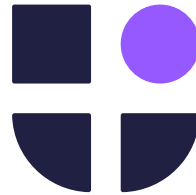


## The Logos

# Enforcement

**Passport Enforcement** marks are part of the Passport brand, and are not Passport itself. Only use Enforcement logos when highlighting the Enforcement solution. Be sure not to conflate Passport with Passport Enforcement.

## Logomark



## Wordmark

**Enforcement**<sup>SM</sup>

## Lockup



## The Logos

# Permits

**Passport Permits** marks are part of the Passport brand, and are not Passport itself. Only use Permits logos when highlighting the Permits solution. Be sure not to conflate Passport with Passport Permits.

## Logomark



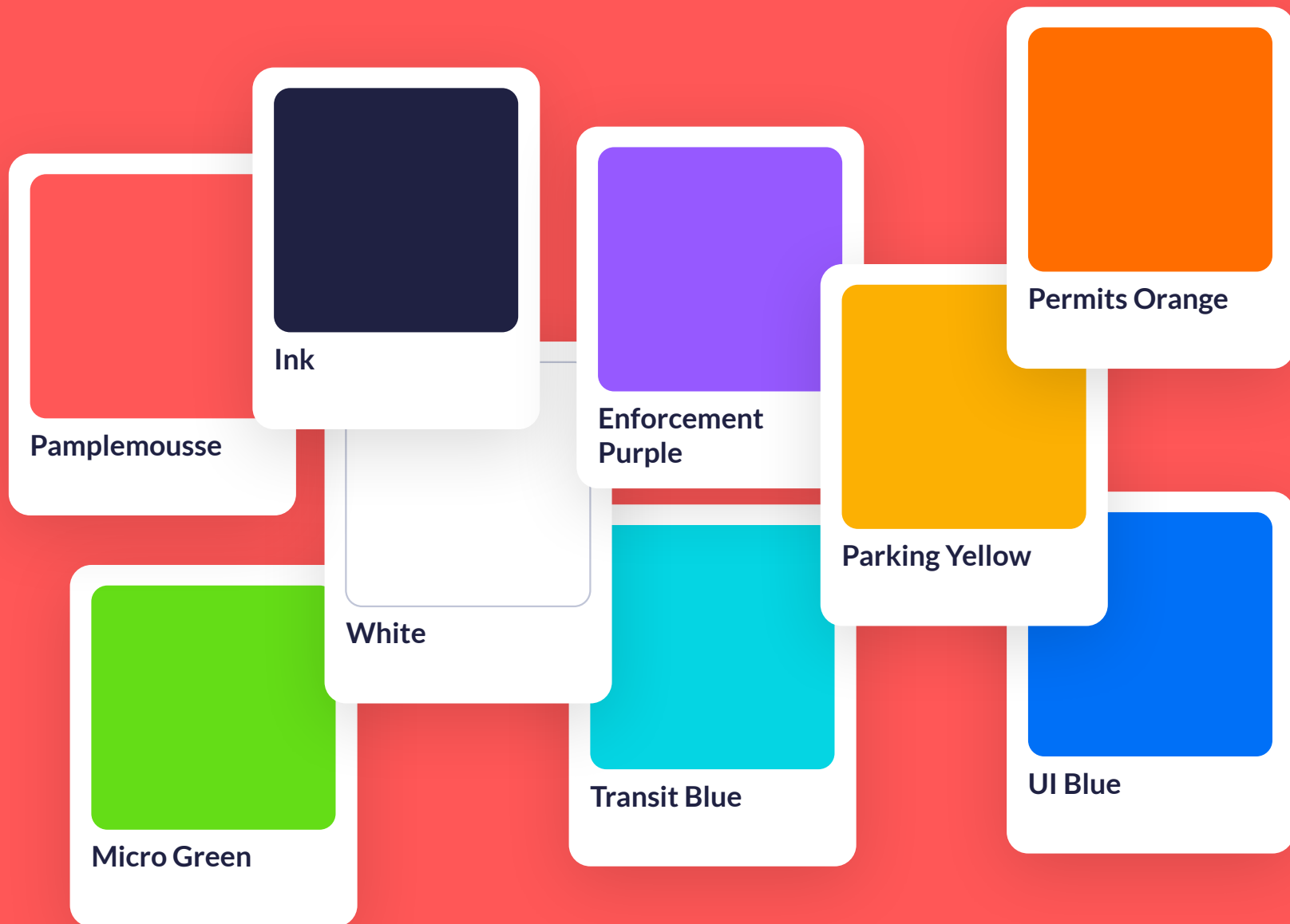
## Wordmark

Permits<sup>SM</sup>

## Lockup



# Color

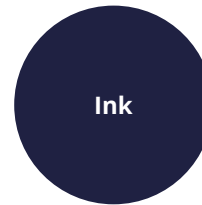


## Color

# The Palette

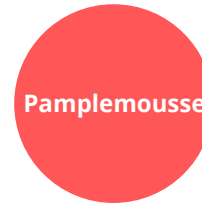
Color is a pillar of design - it leads the eye, informs hierarchy, and establishes mood. At Passport, we have an incredibly bright and saturated color palette to emphasize “innovation” and “confidence.” We offer robust products, and our colors help make our products feel exciting and accessible. The challenge of such a palette: **how do we use these colors responsibly?**

It can be very tempting to use the entire palette in a design, with equal emphasis on each color. However, we encourage Passporters to rely most on White and Ink, and save the brighter colors for highlighting smaller areas of focus. A restrained palette appears more professional than unbridled rainbow bliss.



**Ink**

Hex Code **#1f2042**  
RGB **R31, G32, B66**  
CMYK **97, 100, 15, 72**  
Pantone **5255C**



**Pamplemousse**

Hex Code **#ff5757**  
RGB **R255, G87, B87**  
CMYK **0, 70, 58, 0**  
Pantone **7416C**



**White**

Hex Code **#ffffff**  
RGB **R255, G255, B255**  
CMYK **0, 0, 0, 0**  
Pantone **000C**



**UI Blue**

Hex Code **#0070f7**  
RGB **R0, G112, B247**  
CMYK **90, 68, 0, 0**  
Pantone **2184C**



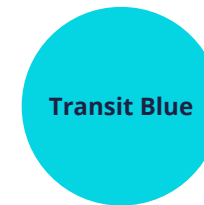
**Parking Yellow**

Hex Code **#fcb003**  
RGB **R252, G176, B3**  
CMYK **0, 22, 100, 2**  
Pantone **7549C**



**Enforcement Purple**

Hex Code **#9659ff**  
RGB **R150, G89, B255**  
CMYK **76, 90, 0, 0**  
Pantone **266C**



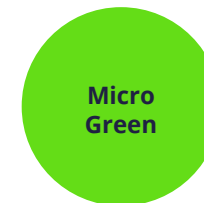
**Transit Blue**

Hex Code **#05d5e3**  
RGB **R5, G213, B227**  
CMYK **68, 0, 13, 0**  
Pantone **311C**



**Permits Orange**

Hex Code **#ff6d00**  
RGB **R225, G109, B0**  
CMYK **0, 59, 100, 0**  
Pantone **1505C**



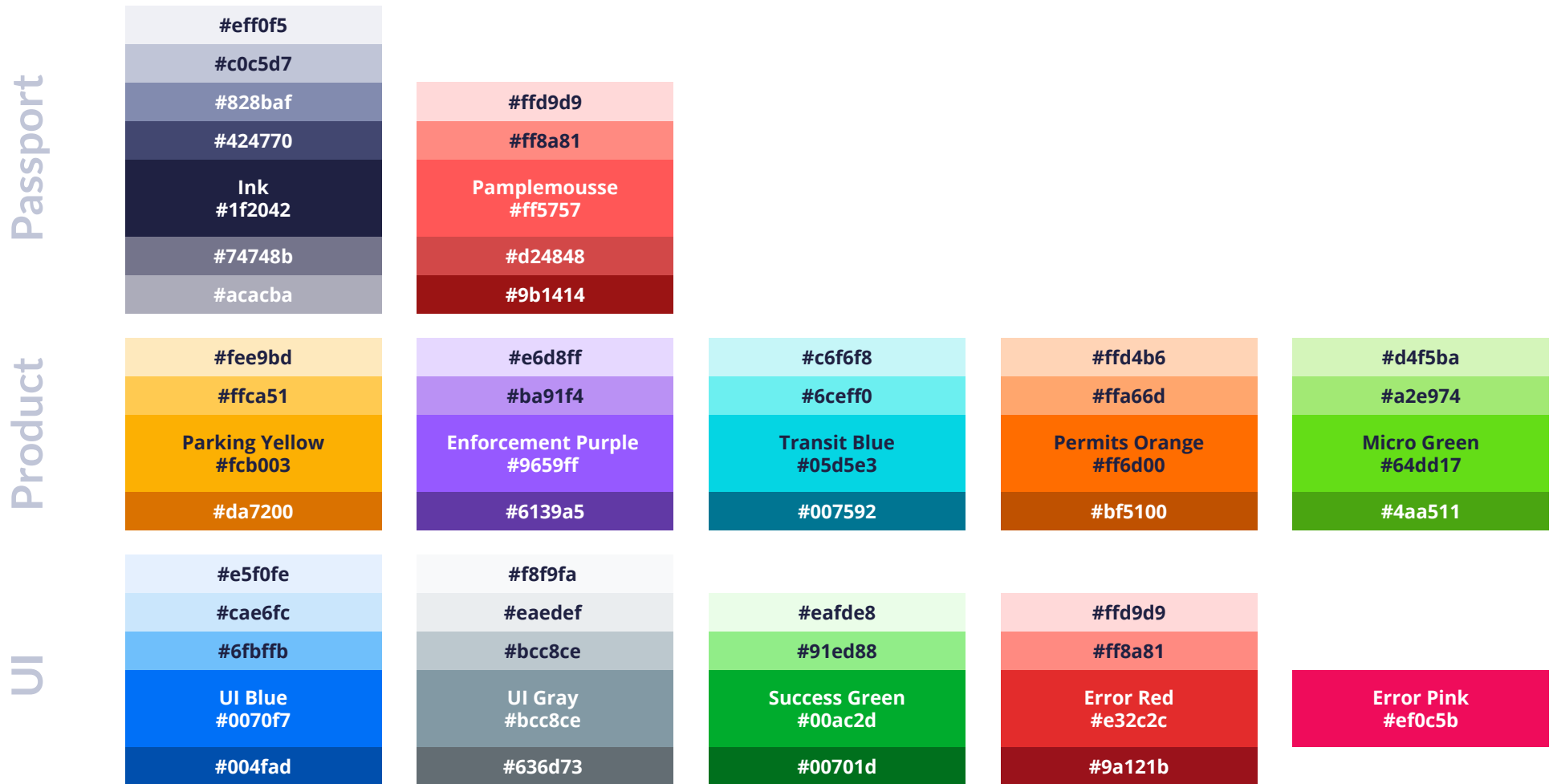
**Micro Green**

Hex Code **#a2e974**  
RGB **R100, G221, B23**  
CMYK **44, 0, 74, 0**  
Pantone **7487C**

## Color

# Extended Palette

For greater flexibility in our work, a Passport designer employs a brand palette that explores a greater range of values. The largest block of each value range is the main color, the smaller blocks are different values of that color.



## Color

# ADA Compliance

To adhere to the **Americans with Disabilities Act**, our designs and products must reflect a sensitivity toward users and clients that live with disabilities. As it pertains to design, we are particularly interested in making sure our color use helps, and not hinders, our audience absorb information quickly and easily. This means making sure colors that are next to each other have enough contrast between them, especially so with text and typography.

- AAA** Pass. Has a color contrast ratio of **7:1 or above**. This color combo can be seen by people with 20/80 vision or better.
- AA** Pass. Has a color contrast ratio of **4.5:1 or above**. This color combo can be seen by people with 20/40 vision or better.
- AA18** Pass, for text **18 pixels or above**. (Note: point height and pixel height are not equal). Has a color contrast ratio **between 3:1 and 4.5:1**. Can be used effectively in certain circumstances.
- DNP** **Does not pass**. We do not recommend using this color combination in most circumstances.

Background Color \ Text Color	White #ffffff	Ink #1f2042	Pamplemousse #ff5757	Parking Yellow #fcb003	Enforcement Purple #9659ff	Transit Blue #05d5e3	Permits Orange #ff6d00	Micro Green #a2e974	UI Blue #0070f7
White #ffffff	DNP 1.0:1	Text AAA 15.6:1	Text AA18 3.1:1	Text DNP 1.8:1	Text AA18 4.0:1	Text DNP 1.8:1	Text DNP 2.8:1	Text DNP 1.5:1	Text AA 4.5:1
Ink #1f2042	Text AAA 15.6:1	DNP 1.0:1	Text AA 5.0:1	Text AAA 8.4:1	Text AA18 3.8:1	Text AAA 8.6:1	Text AA 5.5:1	Text AAA 10.8:1	Text AA18 3.4:1
Pamplemousse #ff5757	Text AA18 3.1:1	Text AA 5.0:1	DNP 1.0:1	Text DNP 1.6:1	Text DNP 1.3:1	Text DNP 1.7:1	Text DNP 1.1:1	Text DNP 2.1:1	Text DNP 1.4:1
Parking Yellow #fcb003	Text DNP 1.8:1	Text AAA 8.4:1	Text DNP 1.6:1	DNP 1.0:1	Text DNP 2.2:1	Text DNP 1.0:1	Text DNP 1.5:1	Text DNP 1.3:1	Text DNP 2.4:1
Enforcement Purple #9659ff	Text AA18 3.0:1	Text AA18 3.8:1	Text DNP 1.3:1	Text DNP 2.2:1	DNP 1.0:1	Text DNP 2.2:1	Text DNP 1.0:1	Text DNP 2.8:1	Text DNP 1.1:1
Transit Blue #05d5e3	Text DNP 1.8:1	Text AAA 8.6:1	Text DNP 1.9:1	Text DNP 1.0:1	Text DNP 2.2:1	DNP 1.0:1	Text DNP 1.0:1	Text DNP 1.2:1	Text DNP 2.5:1
Permits Orange #ff6d00	Text DNP 2.8:1	Text AA 5.5:1	Text DNP 1.1:1	Text DNP 1.5:1	Text DNP 1.0:1	Text DNP 1.5:1	DNP 1.0:1	Text DNP 1.9:1	Text DNP 1.6:1
Micro Green #a2e974	Text DNP 1.5:1	Text AAA 10.8:1	Text DNP 2.1:1	Text DNP 1.3:1	Text DNP 2.8:1	Text DNP 1.2:1	Text DNP 1.9:1	DNP 1.0:1	Text AA18 3.1:1
UI Blue #0070f7	Text AA 4.5:1	Text AA18 3.4:1	Text DNP 1.4:1	Text DNP 2.4:1	Text DNP 1.1:1	Text DNP 2.5:1	Text DNP 1.6:1	Text AA18 3.1:1	DNP 1.0:1

## Color

# Color Contrast in Images

There is no standard for ADA Compliance for non-text imagery. However, there are times the designer will use a color contrast checker to measure contrast between two colors, such as when we're designing app icons for white label clients. **Because there isn't a standard**, please reach out to a Passport designer for guidance if you have any questions.





# Typography

**Aa**

# Type Families

Passport uses two typefaces for all font treatments: **Lato and Open Sans**.

During discussions of Passport's current brand, the Design team agreed on Lato and Open Sans for the brand's new type families. It is a common practice to use one typeface for larger type treatments (headers) and a different typeface for smaller type (body text/copy). Often, typefaces are designed with a specific purpose in mind, so some look good as JUST headers or JUST copy. Here are some reasons behind our decisions for each:

### Lato

- Bears a resemblance to the typography in Passport's wordmark
- Is available for download via Google Fonts
- Thus available for use on Google Slides
- No cost to download
- Is impactful at large sizes (72pt and higher) and still legible at smaller sizes (16pt)
- Has a wide range of font weights
- Was designed to feel warm, but stable and serious – much like the image Passport wants to portray to the outside world

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

### Open Sans

- Originally commissioned by Google, and still used by Google in print, web, and mobile media
- Optimized for print, web, and mobile media and fulfills the need for scalable design
- Is available for download via Google Fonts
- Thus available for use on Google Slides
- No cost for each Passport to download
- Has a wide range of font weights
- Was designed to feel neutral and friendly, with an emphasis on legibility

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

Typography — Lato Bold, 16pt

Usage — Lato Black, 29pt

Black in "Lato Black" refers to the weight of the font, not the color. It's another term for "extra-bold"

### Lato: Headers and Subheaders

A header is overall name of the piece, page, or screen. The subheaders are tiles of sections within the piece, page, or screen. Headers and subheaders are concise phrases/sentences to give the audience the overall idea of your content. Headers are usually largest in point size and prominence, followed by subheaders. Also called titles and subtitles.

Lato Bold, 12pt

Open Sans Regular, 8pt

### Open Sans: for Body Copy

Body copy is the chunk of written content that exists after a header or subheader. It is usually multiple sentences or multiple paragraphs long. Body copy takes up the bulk of the overall content, and is broken up by sections, usually with a header/subheader. It is usually the smallest in point size/prominence. Also called body text, or just copy.

Always use Ink for text color, never black. The size and weight of each font will vary depending on media.

## Print

**Headers:** Lato, 20pt - 32 pt

**Subheaders:** Lato, 12pt - 18pt

**Body Copy:** Open Sans, 8pt - 10pt

## Web

**Headers:** Lato, 36pt

**Subheaders:** Lato, 18pt

**Body Copy:** Open Sans, 14pt

## Slides

**Headers:** Lato, 24pt

**Subheaders:** Lato, 18pt

**Body Copy:** Open Sans, 12pt

# Imagery

Passport uses photography, iconography, and illustrations to bring our brand to life across all marketing channels.

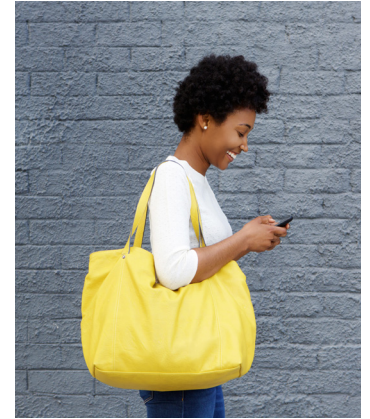




## Imagery

# Photography

Passport works with cities to manage vehicle interactions with streets and sidewalks, creating more livable, equitable communities. Therefore photography should be focused on just that, in an effort to humanize the Passport brand. We lean towards realistic images of everyday interactions at the curb and bustling cities that show communities in action.



# Iconography

Icons are used across all products to provide simplistic imagery and to illustrate concepts and capabilities. They should not replace photos or illustrations and should stay below one inch in size.

## Parking



## Enforcement



## Payments



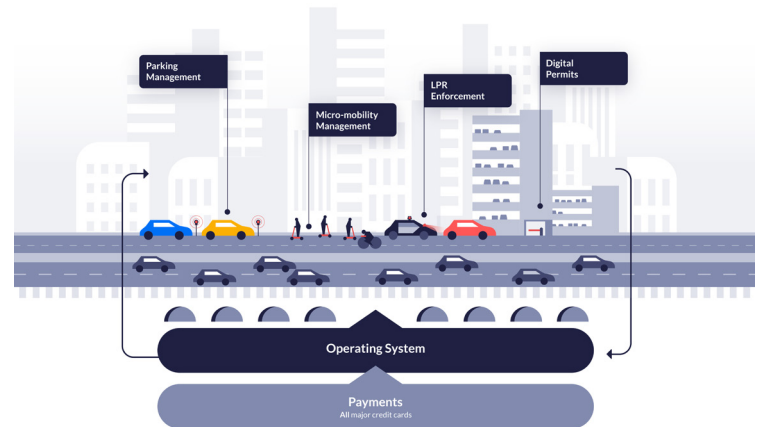
## Miscellaneous



## Imagery

# Illustration

Use illustrations to capture ideas that can't be photographed and are too complex for iconography. The style of illustration can vary from designer to designer, but they all use the same Passport Color Palette.





Since we know we cannot cover every need, we consider this a living document. Don't hesitate to reach out to Passport at [marketing@passportinc.com](mailto:marketing@passportinc.com) for further questions. The Passport brand marks may only be used with Passport's explicit permission.

# Thank you.