brightline®

Brand Experience Book

Our platform, voice, and identity.

Our Brand | 01

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Purpose

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Our Purpose

Creating a brighter way to get there.

Values

Our Values

We are optimists.

We aspire to more.

We care beyond ourselves.

We create connections.

We prioritize safety.

Creating a brighter way to get there.

We are optimists.

We live life on the bright side.

No matter the challenge, we believe that a better day is possible with a better way.

Living our Values

Show up cheerfully, with a glass-half-full mindset.

View obstacles as opportunities.

Be a leader of people, process, and progress.

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We aspire to more.

As leaders of progress, we push the boundaries to achieve new heights, ideas, and destinations.

Living our Values

See the status quo as the starting point. If we've always done it that way, ask why.

Get feedback from Guests and Teammates frequently.

Be comfortable with being uncomfortable. Discomfort is where we grow.

We care beyond ourselves.

We respect the people and communities we serve, our Teammates, and our Planet Earth.

Living our Values

Welcome all with kindness, compassion, and respect.

Be intentional about the details.

Be a respected voice for sustainability.

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We create connections.

We believe that extraordinary outcomes are possible when people, ideas, experiences, and communities connect.

Living our Values

Build bridges, not roadblocks.

Create experiences that are frictionless at every touchpoint.

Seek out ways to build community.

Stay open and curious.

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We prioritize safety.

We protect our Teammates, our Guests, and our communities. We work hard to earn their trust in our expertise to keep them safe.

Living our Values

Always uphold a zero-compromise commitment to safety.

Earn the trust of your Teammates and our Guests.

Create safe spaces where all our Teammates' perspectives are heard.

Brand Personality

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Purpose

Core Values

Branding, Archetype, Voice

Brand Positioning / Strategy

Tag Lines, Campaigns, etc.

Market
Transcendent

Market
Dependent

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Our brand archetype is
The Innovator

The Innovator's Promise:
Transform the journey.

We serve as catalysts for change through new ways and find solutions that are not yet imagined, products not
yet built. We want to create something special/unique/new that **transforms the expected into the extraordinary** to make a significant difference.

We disrupt the transactors by being transformers.

Visionary Idea-Driven Pioneering	Obsessed With Better Guest Experiences	Optimistic Possibility Potential For Better
Transformed future	**Transformed experiences**	**Transformed days**

Innovator brands change lives for the better.

Innovators seek to understand how things work, and as a result, change lives for the better. Serving as a catalyst for change and turning the world's problems into opportunities, Innovator businesses thrive off innovation and see possibility, and through their inventiveness, they change the way the world works. Quite often, we make the impossible happen.

What Guests of Innovator brands feel:

Customers are in awe, mesmerized by the possibilities and promises and keep coming back for more. They want to see the magic happen and feel lucky and enriched when it does.

The transformational journey takes them
- From ho-hum to surprise and delight
- From never-really-considered-it to how-did-I-live-without-it

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Our core values   Brightline personality traits

We are optimists.   · · · · · · · · · ·   **Contagiously optimistic**

We aspire to more.   · · · · · · · · · ·   **Progress-loving**

We care beyond ourselves. · · · · · · · · · ·   **Guest-obsessed**

We create connections.   · · · · · · · · · ·   **Inclusive of everyone**

We prioritize safety.   · · · · · · · · · ·   **Confident in our capability**

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Brand Voice

Brand Voice

The way we speak tells our story. We inspire our audiences to rise above the crowds, above settling for old solutions to new challenges. We promote faith and wonder, promise change, and transformation of the journey.

Marketing niche: Help people transform their world, inspire change, expand consciousness

To do that, our voice is **Guest-centric** (what your journey can be like vs all we're doing to transform it) **and:**

Expansive

Expansive thinking moves audiences beyond their immediate personal context to be able to see things from different perspectives & possibilities. After all, that's what our trains do.

Clear and Confident

Our thoughts are expressed with clarity and effectiveness, and organized coherently. We ask people to put their safety in our capable hands, so our confidence should inspire theirs.

Compelling

Content should have an irresistible effect that solicits admiration, attention, and respect, in service of how it helps our audience. There's room to be clever but avoid sounding sophomoric.

Optimistic

We delightfully turn problems into opportunities and reframe difficulties because of our belief that a better day awaits because of a better way.

Helpful

One of the most valuable gifts we can give our audiences is clear direction and helpful information That's pragmatic and gives them confidence.

Empowering

We empower the hero with what they need to transform their journey. So we are always humble and ever braggy about ourselves but rather focus on the impact of what we do on our Guest.

Lexicon

https://docs.google.com/document/d/13wSOl3LW8v2ZLIP85n2POl3PVddQF9RF9sp-L6yRoHc/edit

Tagline

Visual Guidelines | 02

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Logo

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Logo Formats

There is a two color and a one color version of the logo as well as a shorter mark available for small spaces.

Two Color

Used on built environments, social media platforms, video content, branded merchandise.

Charcoal wordmark, yellow loop

White wordmark, yellow loop

Charcoal wordmark, white loop

One Color

Used on all web and app platforms, copy-heavy collateral, photographic content with watermarks.

Charcoal wordmark, white background

White wordmark, gray background

Charcoal wordmark, yellow background

"B" Mark

Used on built environments, web favicons, mobile app and social icons.

Charcoal "B" mark, yellow loop

White "B" mark, yellow loop

Charcoal "B" mark, white loop

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Logo Guidelines

Clear Space

Always leave space around all sides of the logo to maximize legibility. Spacing equivalent to the letter "b" in the logo is to be used as a point of reference.

Size

This is the smallest a logo will appear to maintain legibility.

Minimum heights:

Print - 0.50 in.

Web - 25 pixels

0.50 in.

25 pixels

Logo Don'ts

Do not rearrange the components of the logo.

Do not add effects (glows, shadows, etc.) to the logo.

Do not rotate the logo.

Do not alter the Dynamic Loop or cut off the logo.

Do not change the transparency of the logo.

Do not alter the logo colors.

Do not stretch the logo disproportionally.

Do not make the wordmark and icon the same color. When only one color of ink is available, please use the wordmark version of the logo in white or charcoal.
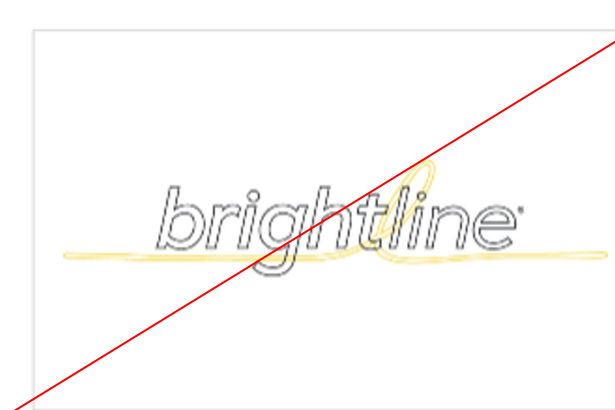
Do not create outlines around the logo.

Do not use the logo in paragraph or inline text.

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Color Palette

Brand Colors

The brand color palette is inspired by the rainbow of hues created when yellow and white light is refracted through a prism. But more than that, it reflects the effect happiness, optimism and positivity can have on Guests, communities, culture, travel, hospitality, and more.

Facilitating this transformation is pure white and a shadowy gray, both used to amplify the bright optimism of the brand yellow. **Always lead with yellow.**

The secondary color palette gives the brand dimension with complementary colors that bring vibrancy and flexibility. Use these in conjunction with the brand yellow, but do not allow them to overpower the yellow.

Bright Yellow

Pure White

Bright Red

Bright Blue

Bright Orange

Bright Green

Bright Pink

Blue Gray

45° Prism

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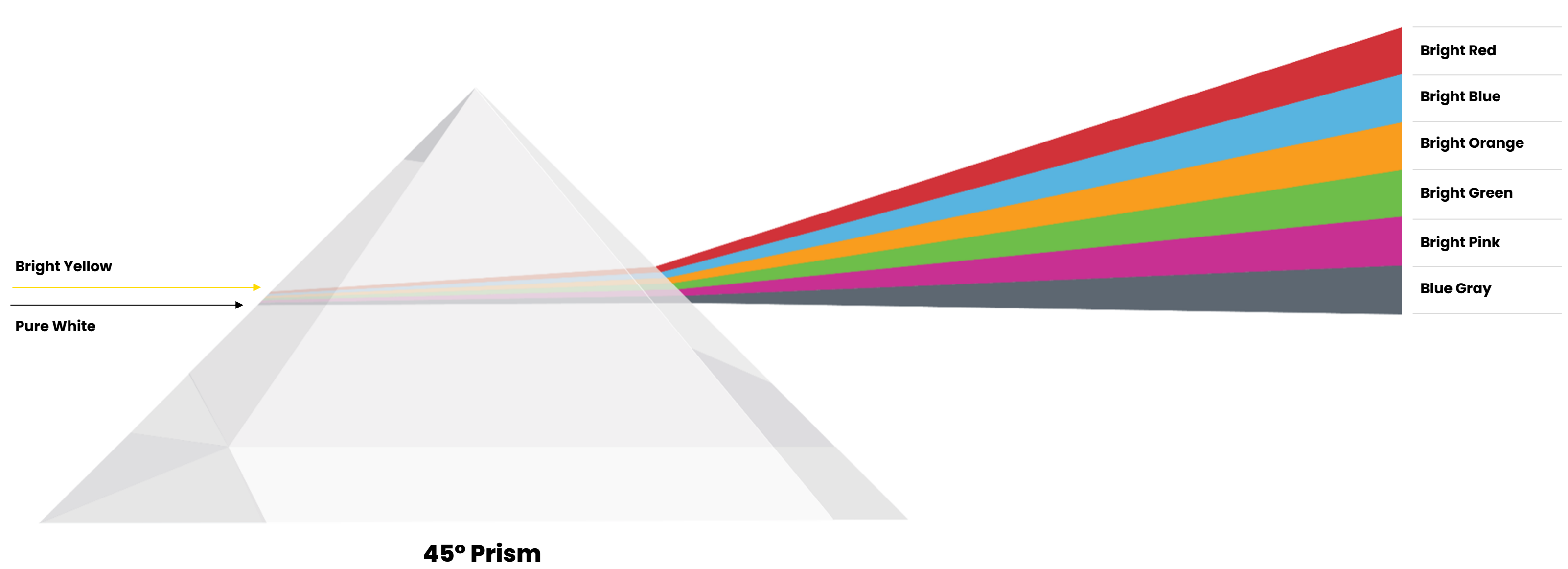
Primary Color Palette

Bright Yellow
CMYK: 1 10 100 0
RGB: 255 219 0
HEX: #FFDB00
PANTONE: 108 C

Bright Yellow / Tinted 60%

Pure White
CMYK: 0   0   0   0
RGB: 255 255 255
HEX: #FFFFFF

Charcoal
CMYK: 68 59 55 63
RGB: 55 55 55
HEX: #363636
PANTONE: Black 4C

Charcoal / Tinted 75%

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Secondary Color Palette

Bright Red

C: 12
M: 95
Y: 84
K: 2

R: 209
G: 50
B: 57

HEX:
#D13239

PANTONE:
1797C

Bright Blue

C: 64
M: 10
Y: 1
K: 0

R: 64
G: 180
B: 229

HEX:
#40B4E5

PANTONE:
298C

Bright Orange

C: 0
M: 45
Y: 96
K: 0

R: 255
G: 158
B: 22

HEX:
#FF9E16

PANTONE:
1375C

Bright Green

C: 61
M: 0
Y: 96
K: 0

R: 108
G: 192
B: 74

HEX:
#6CC04A

PANTONE:
360C

Bright Pink

C: 19
M: 94
Y: 0
K: 0

R: 203
G: 43
B: 153

HEX:
#CB2B99

PANTONE:
240C

Blue Gray

C: 66
M: 52
Y: 44
K: 17

R: 93
G: 103
B: 113

HEX:
#5C6771

PANTONE:
431C

Tint Percentages For All Secondary Colors
75%, 45%, 25%

Typography

Typography

Futura PT is clean, modern and easy to read. Use it for headlines and body copy. Keep the character tracking set at -30.

Aa Futura PT
Primary Typeface

Futura PT Bold

Futura PT Heavy

Used for headlines

Futura PT Demi

Futura PT Medium

Used for sub-headlines

Futura PT Book

Futura PT Light

Used for body text and small type

Alternative Typefaces

For instances where Futura is not available we recommend the following alternatives. Choose one or the other, but never both.
Examples: *Word documents, presentations (Powerpoint & Google Slides), web based executions*

Aa Poppins
Google Font Alternative

Poppins Black

Poppins Extra Bold

Used for headlines

Poppins Bold

Poppins Semi Bold

Used for sub-headlines

Poppins Normal

Poppins Light

Used for body text
and small type

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Typography Placement

Apply sentence case formatting to all headlines and body copy. It's approachable, familiar, friendly, and conversational. Just like us.

The benefits of sentence case are:

• **Legibility:** It's easy to read, navigate, and skim.

• **Scalability:** Works on placements big and small.

• **Authenticity:** Feels genuine and personal.

Sentence case headline

Omnit acitatius. Voluptas et, cor acimus sit laborro inctint vel iuntet omnissi as nam quatemporro ma sed quiatem fugiti cuptatibus arisitas doluptae nulligendae. Ut quam repudi omniate repernam, ea deraese pliquid untibus peratem aut hariat audandia

CALL TO ACTION

traffic traffic

Ensure a proper definition of hierarchy with weighted type.

Caution: Look out for ascenders followed by the letter "i".

The Dynamic Loop

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The Dynamic Loop

The Dynamic Loop represents our role as a connector, and its shading and dimensionality represent constant motion. This multi-dimensional graphic element is most notably featured in the two color logo.

The Dynamic Loop takes Guests for a ride at every turn with its forward-leaning angle always pushing ahead to what's next. Its continuous left-to-right movement across an image is a part of connecting Guests to cities, experiences, friends, family and more.

Some of the ways to use our Dynamic Loop:

• **Span** spreads and layouts to suggest infinite motion.
• **Unite** the Guest experience with the brand, especially outside of a branded property.
• **Provide** movement and balance to layouts.
• **Serve** as a visual mnemonic device across all media.

Above & Beyond
This represents a Guest experience that goes above and beyond, one that is always looking a step ahead (at a 45-degree angle, of course.)

The Journey Continues
This represents the end of the Guest's journey and a continuous movement towards what's next.

The Journey Begins
This represents the start of the Guest's journey, poised to help deliver a positive experience at every touchpoint.

The Nexus of Transportation and Hospitality
This is the heart of the Dynamic Loop. It highlights the image's main subject, whether embracing a Guest on board or out on the town.

Dynamic Loop Anatomy

An intimate look at what goes into making this signature graphic.

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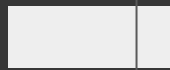
Stroke Width
The stroke width follows the thickness of the logo loop at scale.

Up & Over
The top of the Dynamic Loop bends back and under to flow behind the top portion of the Dynamic Loop.

Curved Cut
The bend is a clean, curved cut between front and back of the Dynamic Loop. Adjust shading to add to its dimension.

Loop Angle
The correct angle is 45 degrees.

Dimensional Ends
Both ends can be dimensionalized to give the Dynamic Loop proper perspective.

Intersection Point
At this intersecting point, the left portion of the ribbon moves over the path of the continuing portion of the Dynamic Loop.

Onward & Upward
The Dynamic Loop always flows forward across an entire image or spread to create the appearance that it goes on forever.

Dynamic Loop Application

Use this signature detail to add dimension and movement to graphic layouts.

Best Practices

- **Make sure** Dynamic Loop goes edge-to-edge and bleed of layout.
- **Do not** use more than 1 Dynamic Loop in a graphic layout.
- **Do not** use patterns or other fills in lieu of approved brand colors.
- **Do not** over complicate the flow of the Dynamic Loop when applying to photographs.
- **Do not** alter the distinctive shape of the Dynamic Loop. Only the ends may be altered to blend into perspective of a scene, but the center must remain in ratio.

On Brightline Yellow

When applying the Dynamic Loop on Brightline yellow, use a white loop.
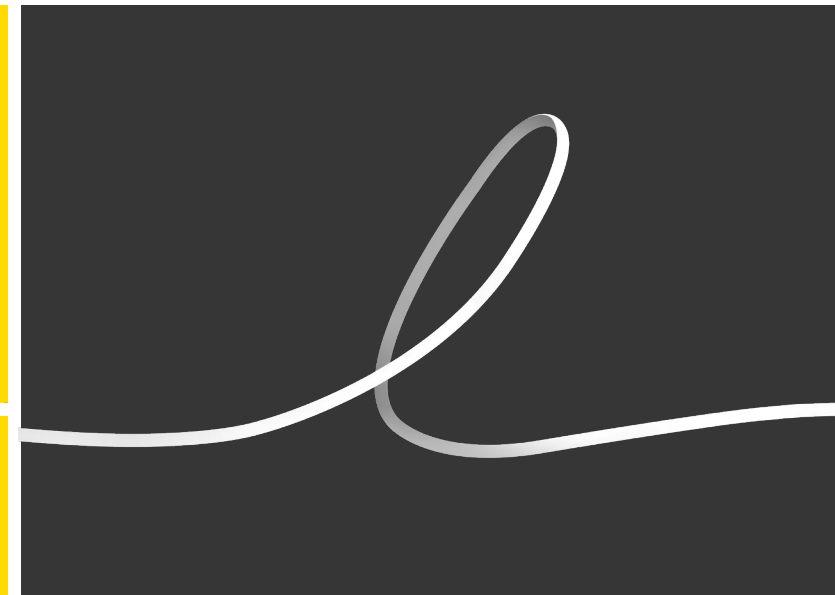
On Secondary or Dark Colors

When applying the Dynamic Loop on Brightline charcoal or secondary solid colors, use a white loop.

On White or Light Colors

When applying the Dynamic Loop on white or light backgrounds, use a Brightline yellow loop.

On Photographic Backgrounds

When applying the Dynamic Loop on photographic backgrounds, use a white loop. Where visibility is an issue, use a Brightline yellow loop.

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Dynamic Loop: Things to Avoid

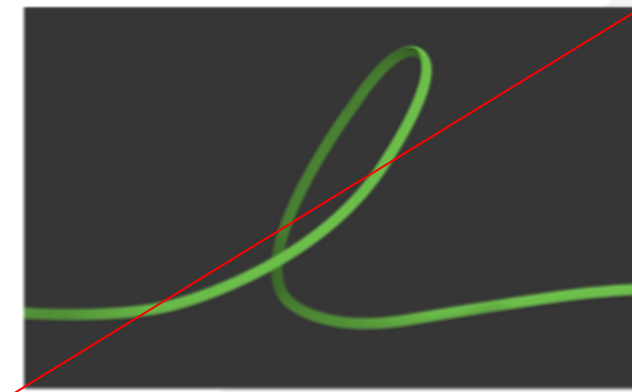Maintain brand consistency by avoiding these occurrences of the Dynamic Loop.
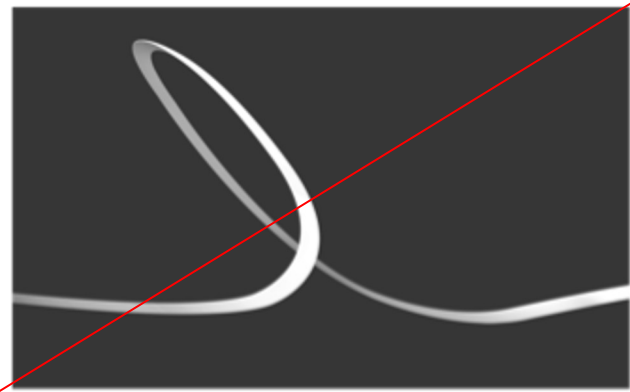
Do not alter or distort the Dynamic Loop.
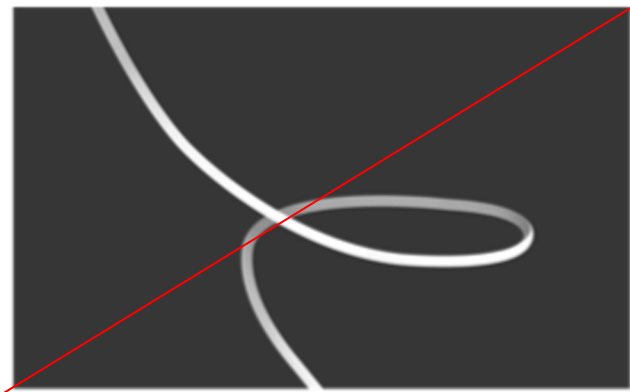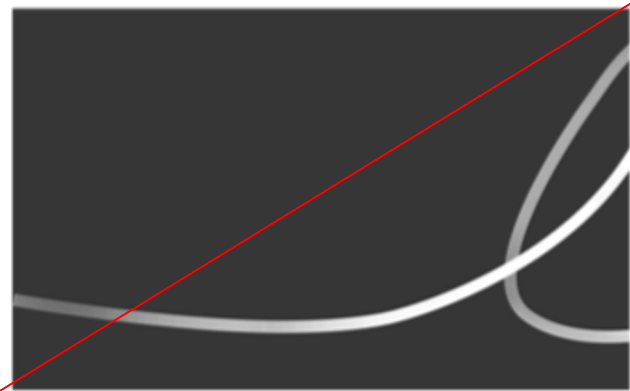
Do not rotate the Dynamic Loop.

Do not allow design elements to cover more than 5% of the center of the Dynamic Loop.
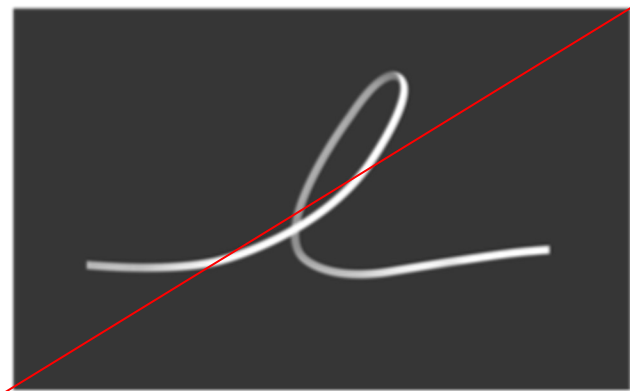
Do not use other colors other than white and Brightline yellow for Dynamic Loops.
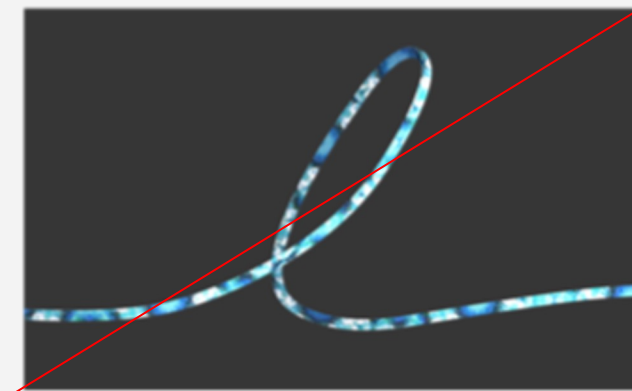
Do not use the Dynamic Loop on greyscale photos.

Do not crop the center of the Dynamic Loop. Place the Dynamic Loop as close to center as possible. It can skew left or right but will never be cropped off the page.
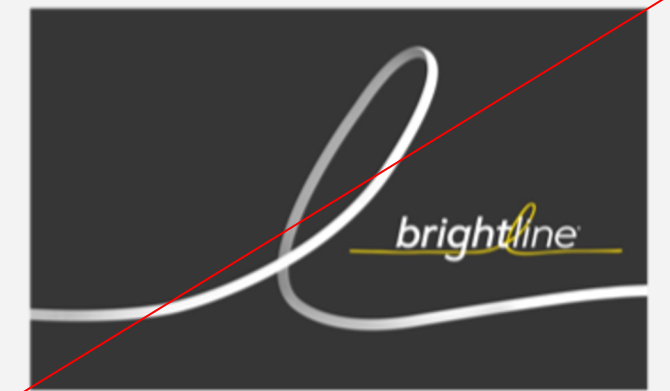
Do not float the Dynamic Loop. It must always flow from edge-to-edge.

Do not overlay the Dynamic Loop on complex patterns.

Do not use complex patterns or gradients as fills for Dynamic Loops.

Do not use the Brightline logo in close proximity to the Dynamic Loop.

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Dynamic Loop Photo Integration

There are a few ways to integrate the Dynamic Loop into visuals.
Here's what to consider and what to avoid in graphic applications.

2 Dimensional Plane

The Dynamic Loop works well on solid or flat colors to add dimension. In this example, the Dynamic Loop is on a 2-dimensional plane and does not bend to conform to the background.

3 Dimensional Plane

The Dynamic Loop can also bend with the perspective of an image to add a dynamic flow. This 3D bending can be used on photographs and as well as solid backgrounds that require a more dynamic perspective.

Things To Avoid

Do not create complicated flows.
Do not skew its angle.
Do not cover faces of principal talent.
Do not use if images are complicated or busy.

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Arrive inspired.

Go city to city in 30 minutes.

GoBrightline.com

Ride in style.

Go city to city in 30 minutes.

GoBrightline.com

High speed connection.

GoBrightline.com

Re-imagine the ride.

GoBrightline.com

Go brightly.

GoBrightline.com

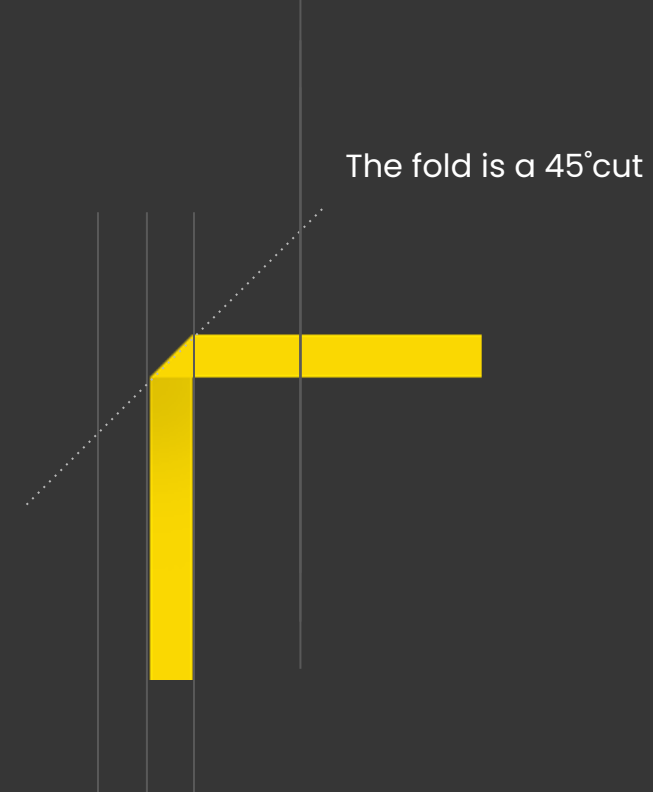## Dynamic Loop Examples

The following examples highlight different ways to integrate the Dynamic Loop in graphic layouts.

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Dynamic Ribbons

This graphic element helps frame and focus brand stories, key messages, and even maps. It is also used as an alternative in instances where visuals do not support use of the Dynamic Loop.

It is made up of dimensional lines that fold at 45° to create a frame around compositions and have an opening on the bottom right for the Brightline wordmark.
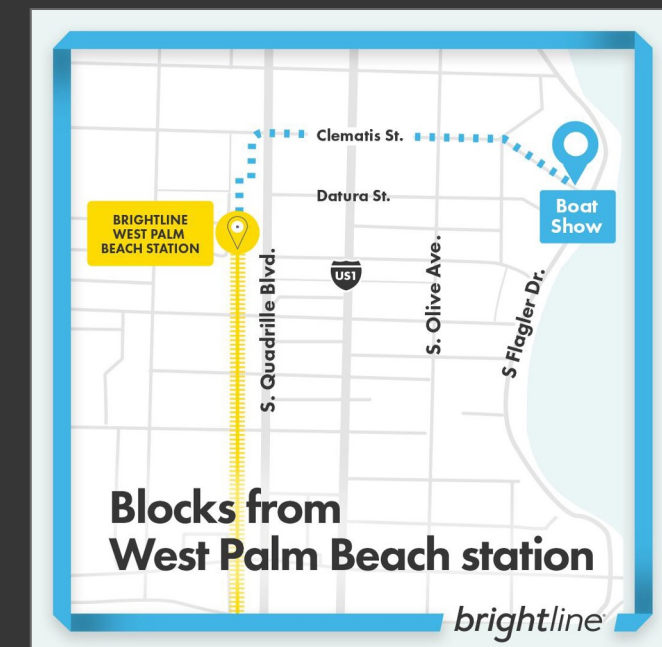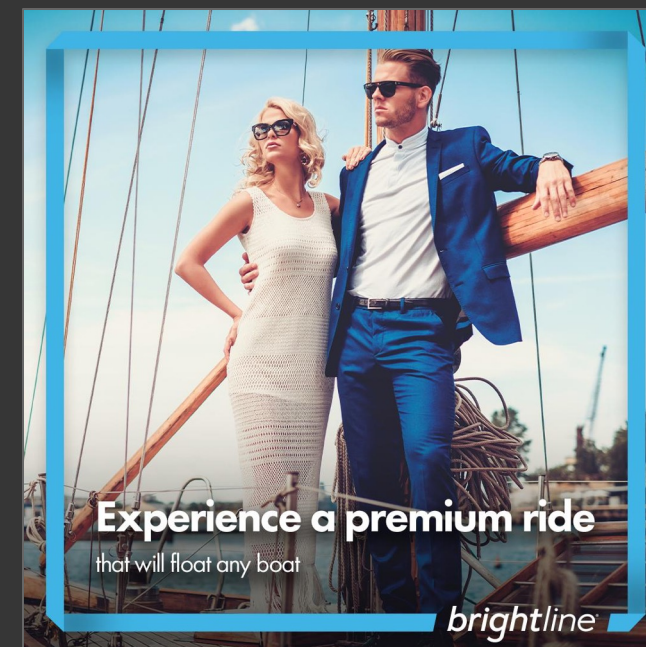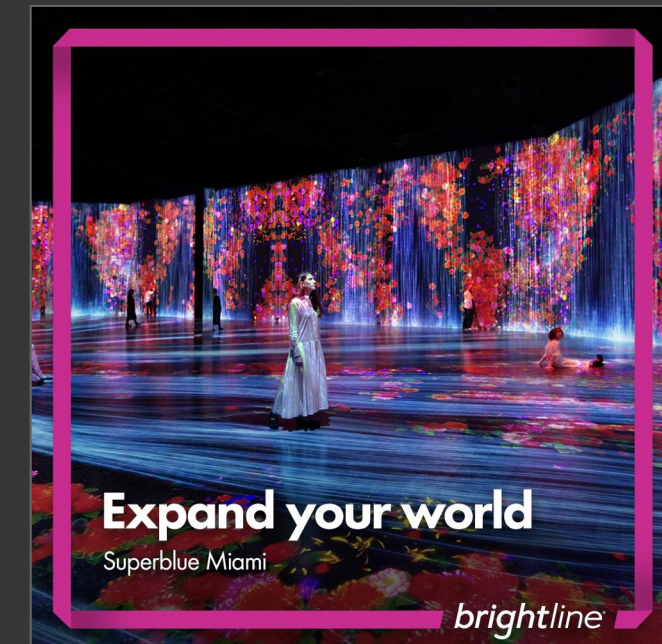
Usage

• Dynamic Ribbons can be yellow, white, or any of the approved secondary colors.
• Make sure ribbon colors pair with imagery.
• **Do not** use in combination with Dynamic Loop.
• **Do not** fill with gradients or patterns.
• **Do not** round corners.
• **Do not** allow any element to lay on top of Dynamic Ribbons.

The fold is a 45°cut

Minimal Clearance is equal to a 1:1 width of Dynamic Ribbon at all 4 corners.

Folds must have shadow / shading to provide dimension.

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Bottom right spacing is cut at same angle as wordmark. Logo clearance is in accordance to brand standard.

Dynamic Ribbon Examples

Night Owl Service
Catch a train until 1 a.m.
*bright*line

Expand your world
Superblue Miami
*bright*line

Experience a premium ride
that will float any boat
*bright*line

Blocks from West Palm Beach station

Clematis St.
Datura St.
BRIGHTLINE WEST PALM BEACH STATION
US1
S. Quadrille Blvd.
S. Olive Ave.
S Flagler Dr.
Boat Show
*bright*line

*bright*line®

45° Angle

45° Angles & Dynamic Layouts

The use of graphic 45° angles, inspired by the train's shapely nose cone, can be found everywhere from train wraps and signage, to digital and graphic elements. These angles represent the forward movement of the Guest, from point A to point B and beyond. This is a visual signature that is uniquely Brightline.

Use these design grids as an inspiration for creating dynamic layouts. These angled shapes can be filled with images or color blocks—the possibilities are endless. Shapes can be cropped to suit your needs, vertically and horizontally.

Use solid colors in-station, on signage, and vehicle wraps.
Use transparent options in print and digital as a secondary option to the Dynamic Loop.
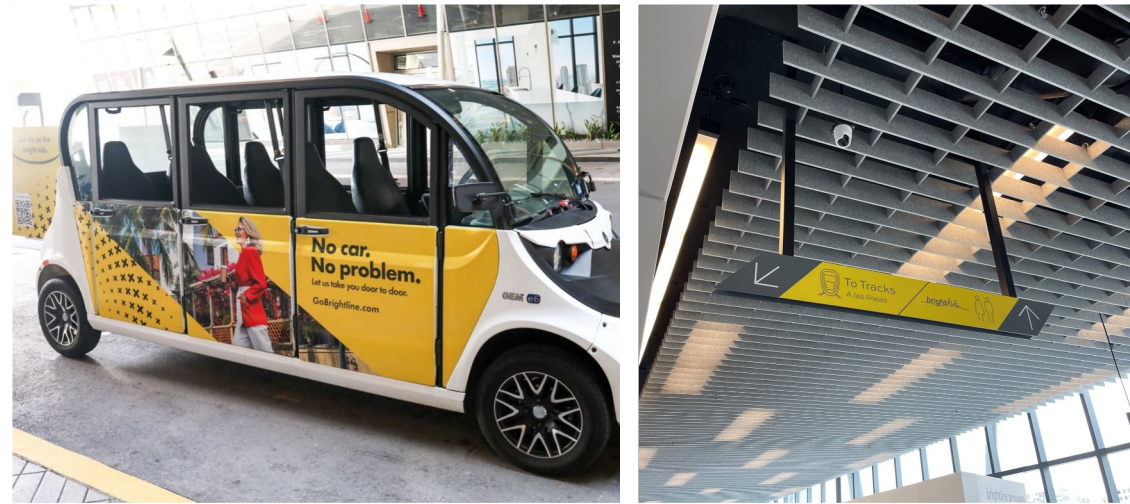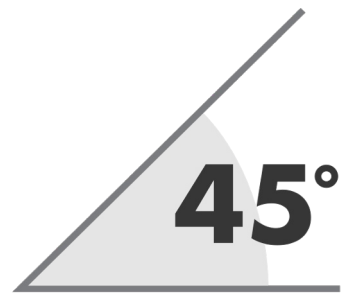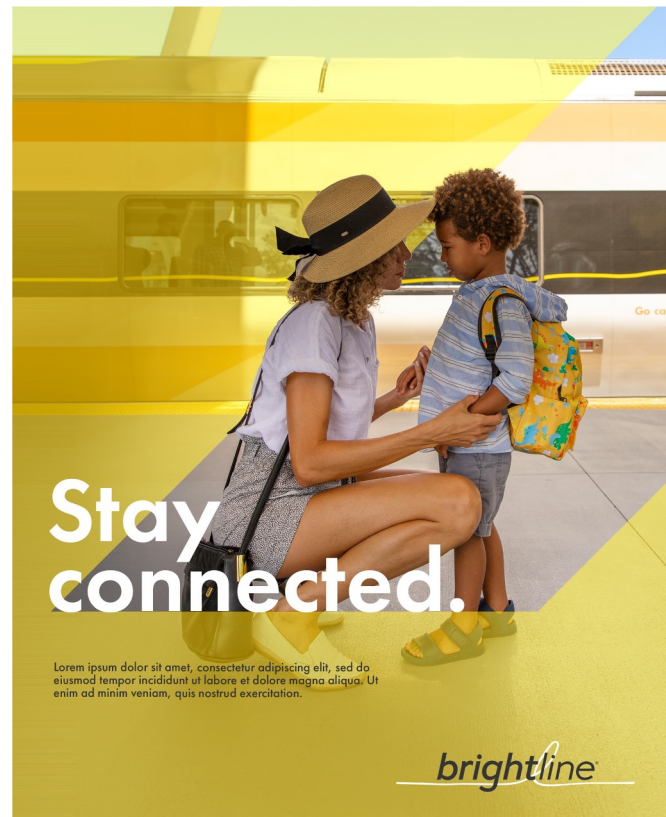

45° Grid Examples
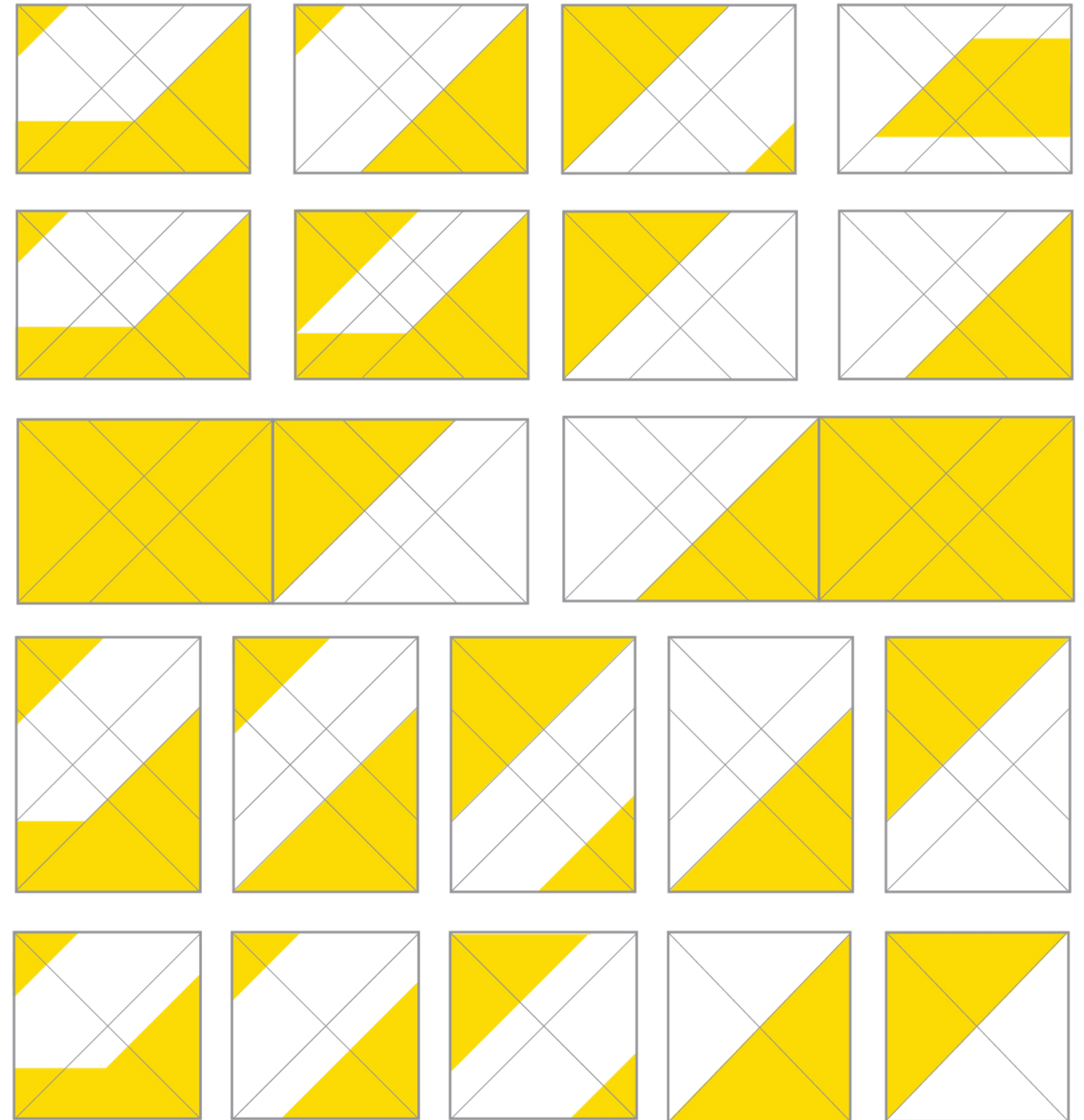
Using the 45°Angle

The 45°angle is a differentiating brand element that is a powerful signifier. While the Dynamic Loop is always preferred, transparent angles can be used if the loop is not easily integrated.

Do not combine the 45°angle and the Dynamic Loop in the same placement.

Best Practices

Things To Avoid

The 45° angle with transparencies creates dynamic layouts.

The 45° angle is also used in directional signage in-station, on trains, and for vehicle wraps.

Use the Dynamic Loop with standard straight angle layout grids.

- **Do not** use 45° angles and Dynamic Loops together in the same application.
- **Do not** make 45° angle container too narrow that it cuts off critical parts of images.
- **Do not** use complicated or busy imagery with 45° angle. Use straight angle layouts in those instances.
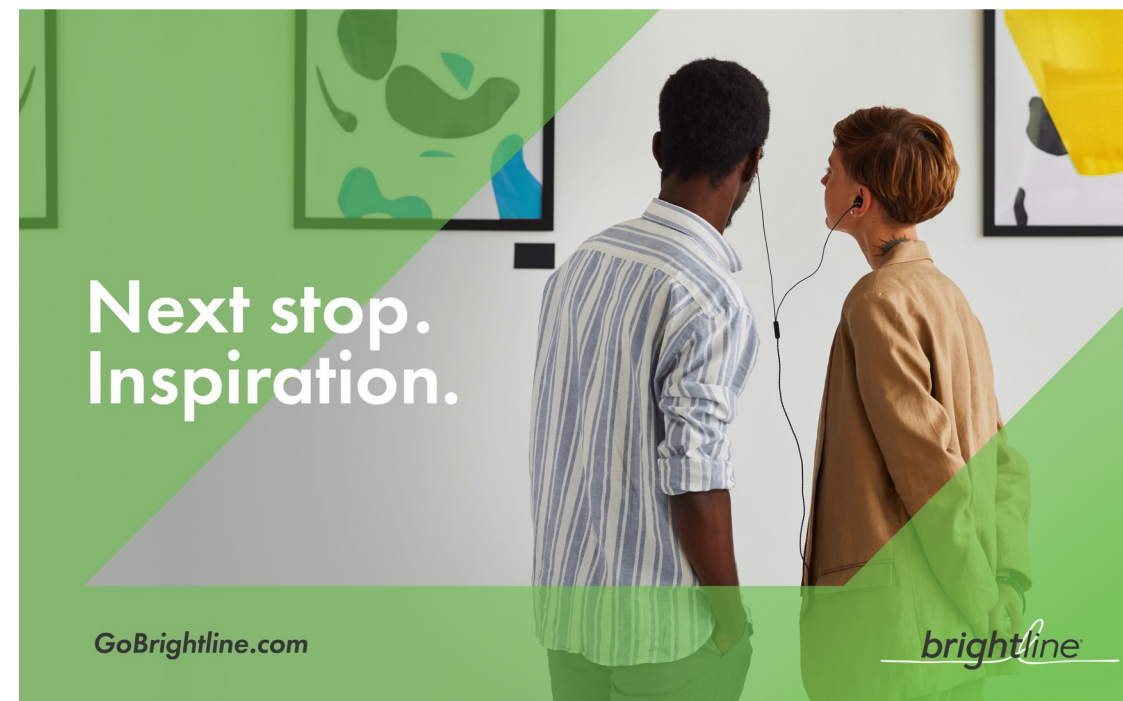
45˚ Angles & Transparencies

Transparencies are alternate way to execute the 45˚ angle that allows the background image to show through, while framing a brand moment in the cutout.

Transparency settings: Use **60-70% transparency** for primary and secondary colors. The preferred setting is **60%,** but some images with lighter backgrounds may require more color density, in which case **70%** transparency can be used.

High-speed.
High-end.

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Next stop.
Inspiration.

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Enjoy the
rush hour
readathon.

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Images can also pop out from the cutout space to make layouts more dynamic. Use this technique primarily on people or key brand objects like our train.

Transparencies can work great to highlight brand owned properties like stations, trains, and events but they can also be a great choice to highlight a destination.

Transparencies draw attention to Guest moments and the angles add movement to stills. Watch to not cut off critical parts of image. Allow the cutout space to highlight the focus of the photo.

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Photography

Our Photography Is:

ASPIRATIONAL

INVITING

AUTHENTIC

CAREFREE

ENERGETIC

PLAYFUL

CONFIDENT

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Thank You

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