MBTA Brand Guidelines

10.01.20

Welcome

The Massachusetts Bay Transportation Authority, more commonly known as the T, is one of the oldest public transit systems in the United States. It's also the largest transit system in Massachusetts. As a division of the Massachusetts Department of Transportation (MassDOT), the MBTA provides subway, bus, Commuter Rail, ferry and paratransit service to eastern Massachusetts and parts of Rhode Island.

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Brand Identity

Who We Are

The MBTA is the nation's 4th largest transportation system. We are America's first subway system. And we are an established brand. A brand that is constantly evolving, always modernizing and improving, always moving forward.

Our marketing, the expression of our brand, has always focused on the one thing at the center of this constant evolution, the force driving us to be better   the diverse faces and multifaceted lives of both our internal and external audiences. We are, after all, truly a "people" business.

When residents and visitors in Massachusetts make transportation choices, we are considered the tried-and true   the one system that works when all else fails. We are the heartbeat of Boston. And we are dedicated to this responsibility. Our marketing reflects and honors the role we play in people's lives and our place in Massachusetts' history.
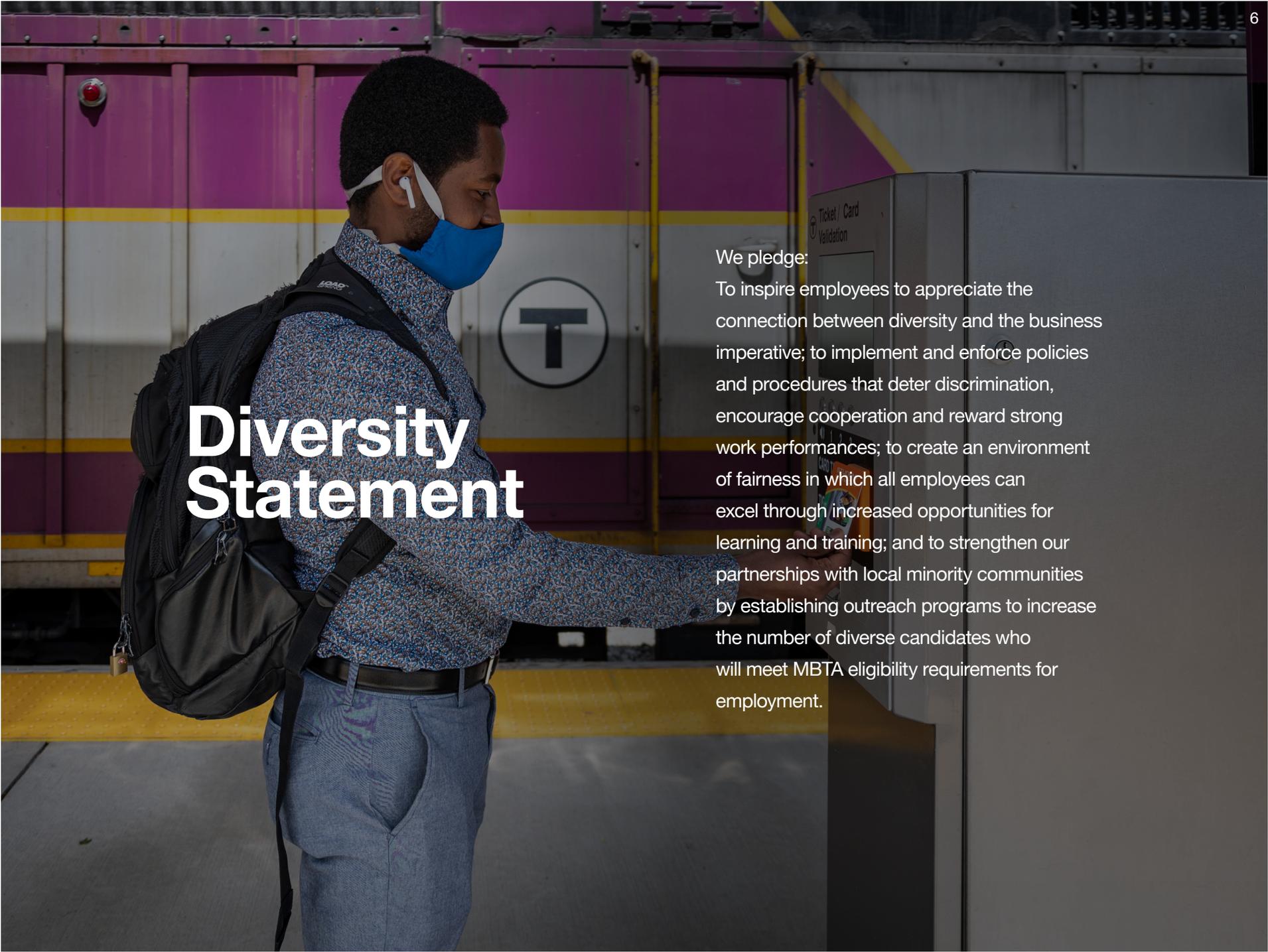
Diversity Statement

We pledge:

To inspire employees to appreciate the connection between diversity and the business imperative; to implement and enforce policies and procedures that deter discrimination, encourage cooperation and reward strong work performances; to create an environment of fairness in which all employees can excel through increased opportunities for learning and training; and to strengthen our partnerships with local minority communities by establishing outreach programs to increase the number of diverse candidates who will meet MBTA eligibility requirements for employment.

Our Mission

The MBTA is a dedicated world class transit system built upon customer service excellence, accessibility, reliability, state of the art technology and a diverse workforce that reflects our commitment to the communities we serve.

Leadership Statement of Intent

This is our T.

Together we are making it better.

For the 1.2 million people we carry every day, we connect people and communities.

All cultures, colors, beliefs and backgrounds, all people, united in equality, given access to opportunity.

On lines red, green, silver, orange and blue, on trains, buses and ferries.

This is why we are building a better T, and why we're so committed to delivering improvements.

We've redoubled our focus on safety.

Each of us working to keep our system operating smoothly, reliably and, most of all, safely.

And committed to making it better.

For our riders, our employees, our communities and our future.

This is our T.
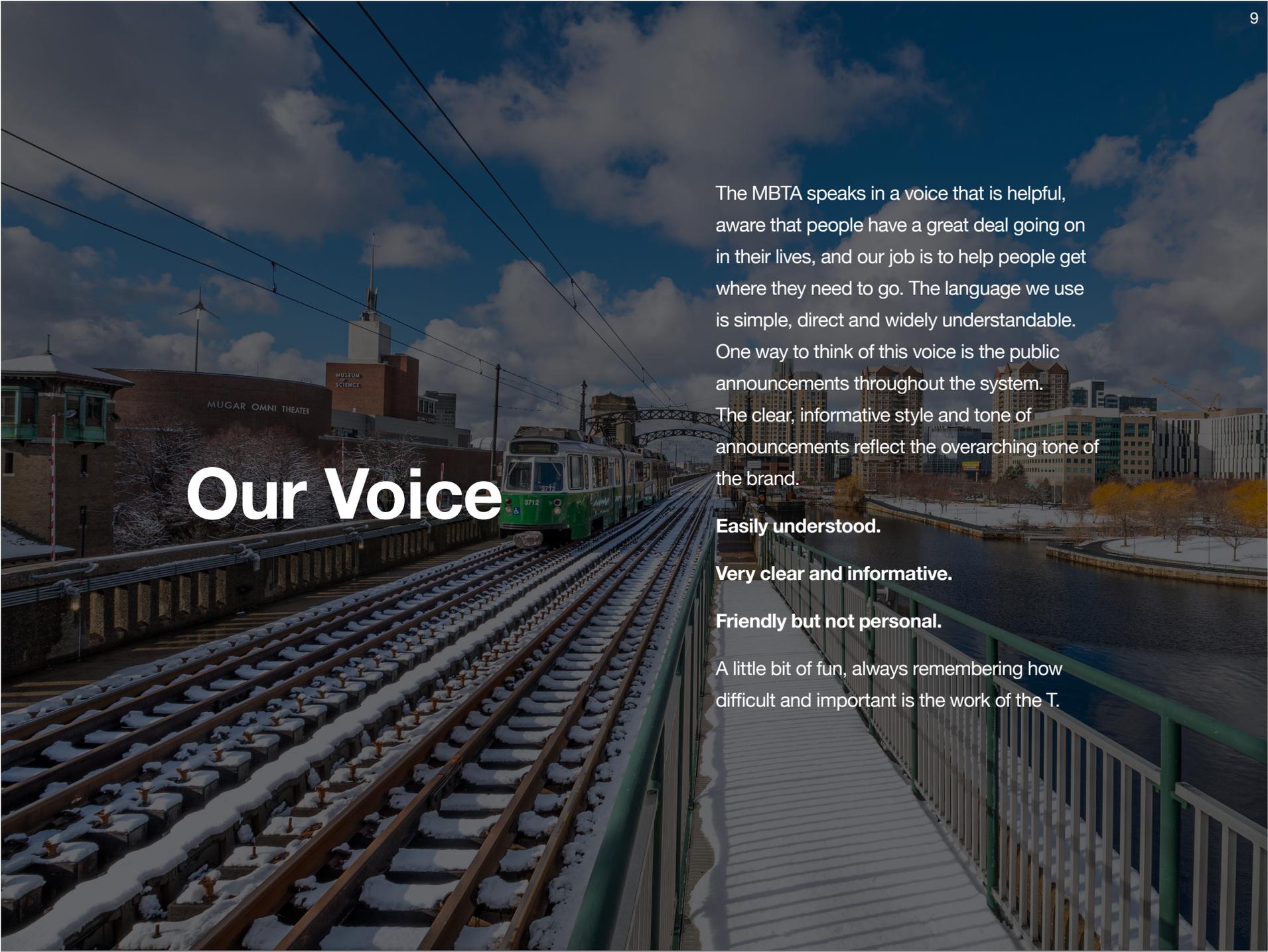
Our Voice

The MBTA speaks in a voice that is helpful, aware that people have a great deal going on in their lives, and our job is to help people get where they need to go. The language we use is simple, direct and widely understandable. One way to think of this voice is the public announcements throughout the system. The clear, informative style and tone of announcements reflect the overarching tone of the brand.

Easily understood.

Very clear and informative.

Friendly but not personal.

A little bit of fun, always remembering how difficult and important is the work of the T.
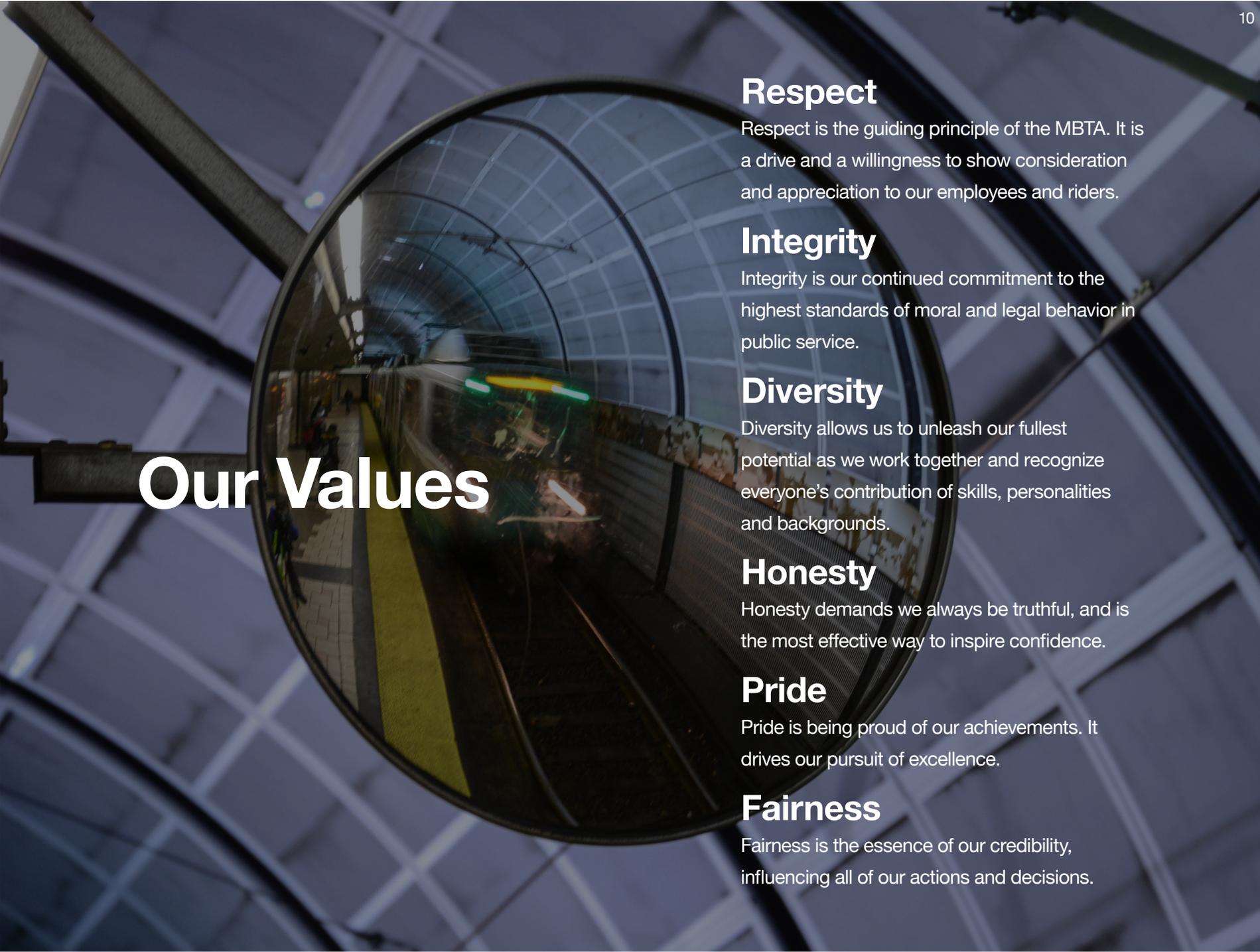
Our Values

Respect

Respect is the guiding principle of the MBTA. It is a drive and a willingness to show consideration and appreciation to our employees and riders.

Integrity

Integrity is our continued commitment to the highest standards of moral and legal behavior in public service.

Diversity

Diversity allows us to unleash our fullest potential as we work together and recognize everyone's contribution of skills, personalities and backgrounds.

Honesty

Honesty demands we always be truthful, and is the most effective way to inspire confidence.

Pride

Pride is being proud of our achievements. It drives our pursuit of excellence.

Fairness

Fairness is the essence of our credibility, influencing all of our actions and decisions.

MBTA as
Core Brand

Everything the MBTA does is in some way an expression of our brand. The Red, Blue, Green and Orange Lines. The Reduced Fare programs. THE RIDE. The Perq program. All of the signage, communications, products and experiences we create must ladder up to the master MBTA brand. So these guidelines have far reaching implications.
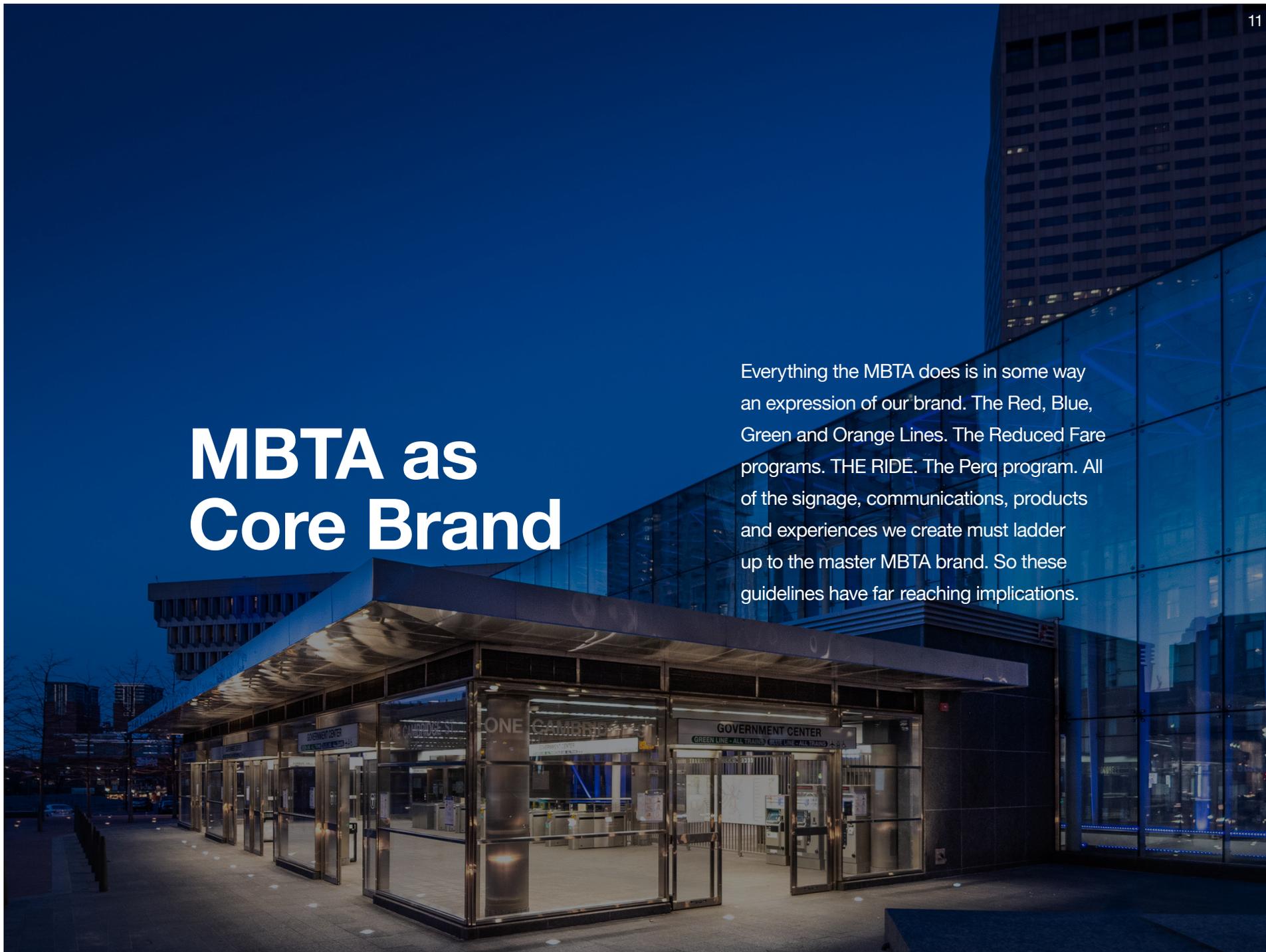
Brand Execution
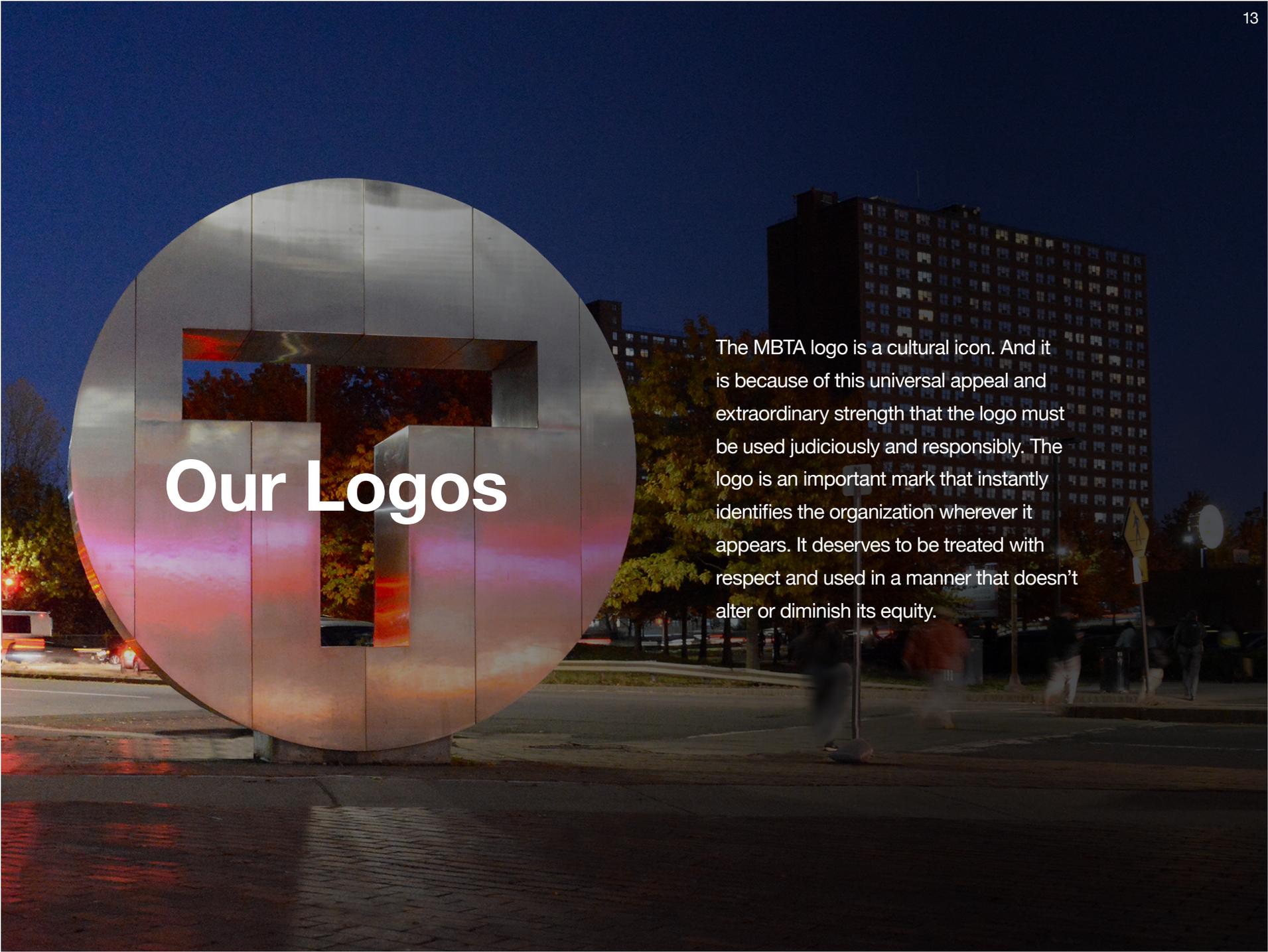
Our Logos

The MBTA logo is a cultural icon. And it is because of this universal appeal and extraordinary strength that the logo must be used judiciously and responsibly. The logo is an important mark that instantly identifies the organization wherever it appears. It deserves to be treated with respect and used in a manner that doesn't alter or diminish its equity.

The T logo was designed in 1964 by Cambridge Seven Associates, and is an enduring classic. For T customers and employees, this icon visually communicates what the T is all about: simple, efficient transit. Direct transportation. This is serious, professional-grade transport on a metropolitan and regional scale.

The words "Massachusetts Bay Transportation Authority" are secondary to the T icon. It is an economical decision—dispensing with extraneous words and focusing on the central premise: T.
Transit.
Transport.
Transportation.

4.4%

27.7%

63.2%

15.9%

54.7%

17.6%

OUTSIDE DIAMETER = 100%
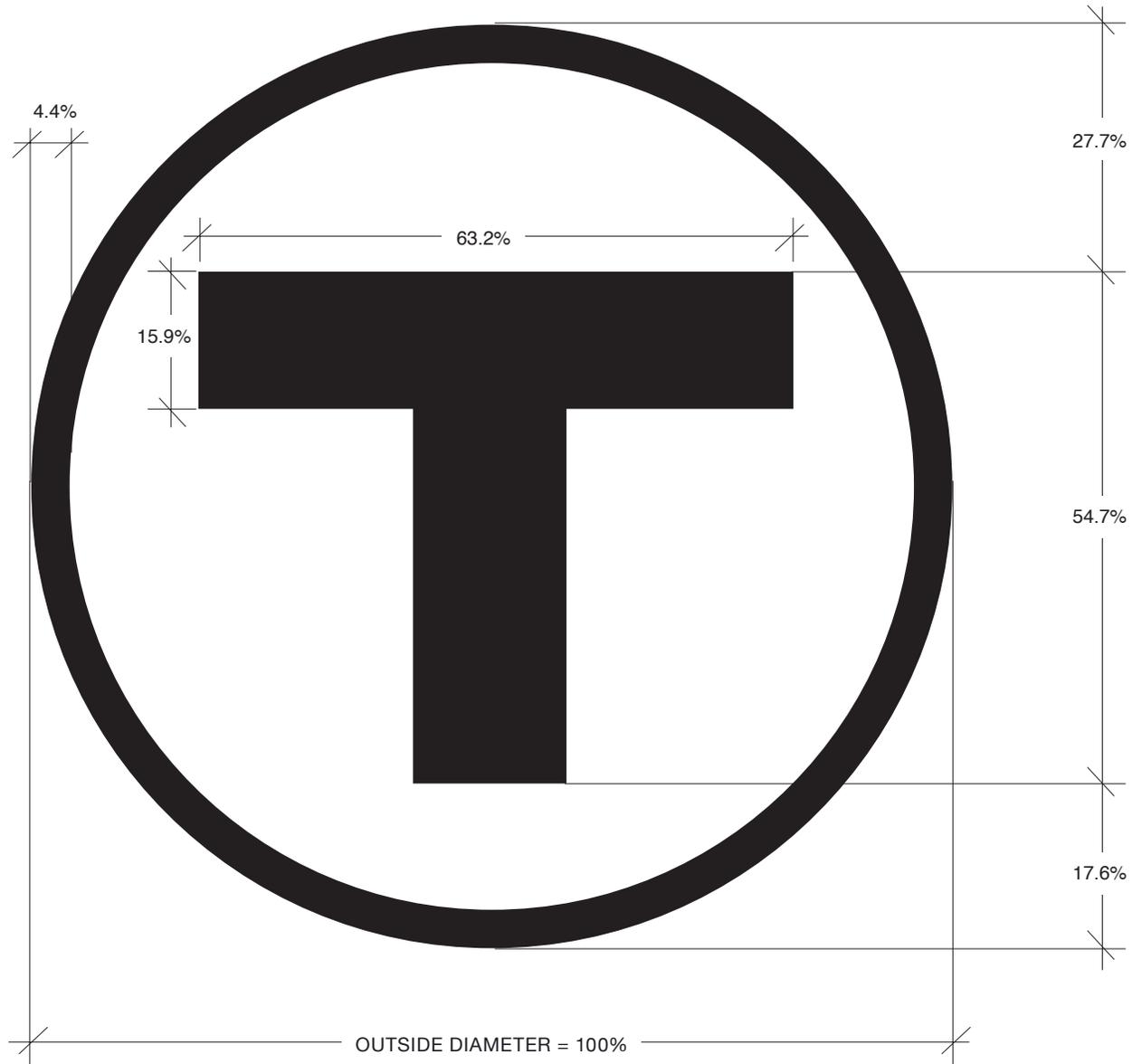
T Logos

The MBTA logo and the brand's subordinate logos can be used knocked out of dark colors. The iconic nature of the T logo allows it to be used on its own without the full name attached.

There is a formal version of the logo suitable for official, formal or other situations where it is appropriate.

T Logo
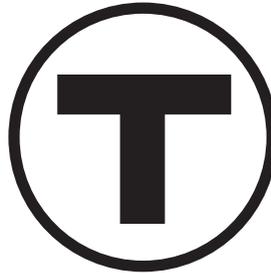
T Formal Logo
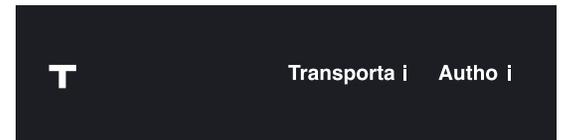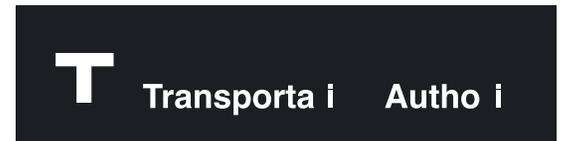
T Logo Clear Space

The clear space around the logo allows it to stand apart from any competing graphic elements or text.

The clear space is obtained from the relative length of one of the "arms" in the T, as shown here.

T Logo
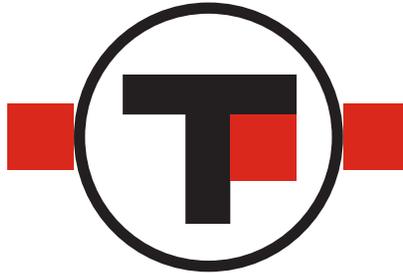
T Formal Logo
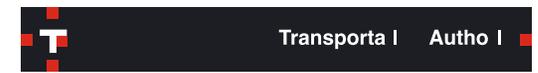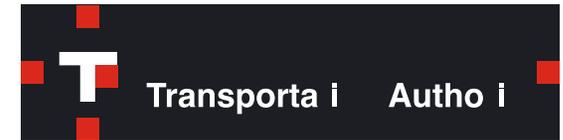
One of the core initiatives for many years forward is the Building a Better T program. Work will continue to disrupt service as well as improve it. In signage, wayfinding or other communications, whenever we talk about the work, explain the disruption or make clear the improvement, the Building a Better T logo should be used.

Building a better T.

Building a better T.
MBTA.com/BuildingABetterT
(617) 222-3200

Building a better T.

Building a better T.

Building a better T.

Building a better T.

Building a better T.
MBTA.com/BuildingABetterT

Building a better T.
MBTA.com/BuildingABetterT

The MBTA logo deserves to be treated with respect and used in a manner that doesn't alter or diminish its equity.

Do not stretch the logo.

Do not use elements in the logo outside of the container.

Do not add gradient.

Do not alter the content of the logo.

Do not flip the logo.

Do not change the typeface.

Do not change the weight of any of the elements.

Do not add elements to the logo.

The T is committed to ensuring full access and inclusion for all. Therefore, all designs, layouts, signage and communications need to be created in ways that meet the needs of all. In addition to considerations of legibility, inclusivity and sensitivity, all work must be compliant with the standards of the Americans with Disabilities Act.

For more information, the following URL can be used as a guide and reference for best practices.

https://zeroheight.com/1d3b6ca00/p/886d78-accessibility
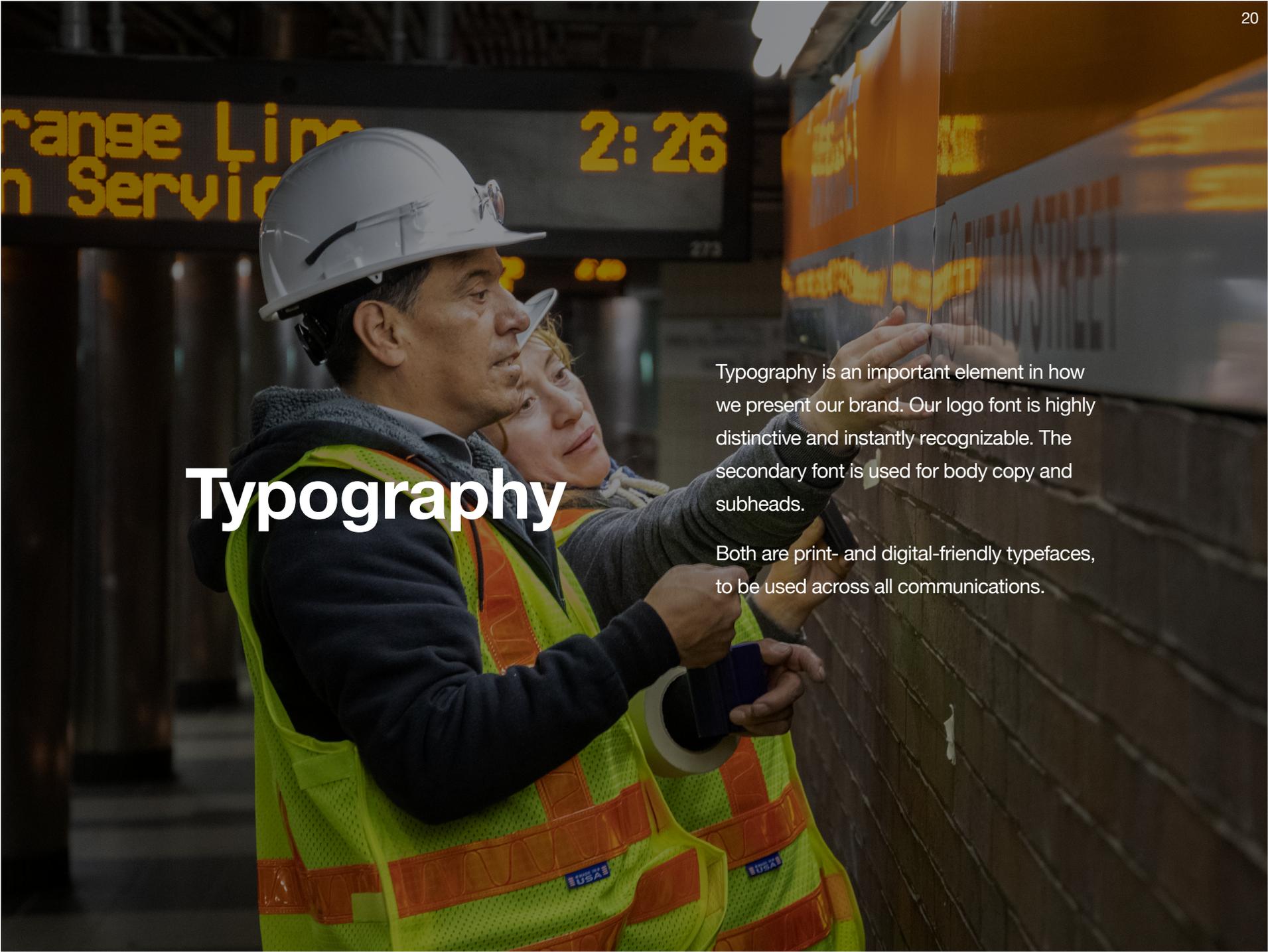
Typography

Typography is an important element in how we present our brand. Our logo font is highly distinctive and instantly recognizable. The secondary font is used for body copy and subheads.

Both are print- and digital-friendly typefaces, to be used across all communications.

Helvetica Neue

This typeface, designed by Max Miedinger and other project members at the Haas'sche Schriftgiesserei, has become one of the most famous and popular typefaces in the world, thanks to the marketing strategy of Stempel and Linotype. It forms an integral part of many printers and operating systems. The original letterforms of Helvetica had to be modified for the Linotype system. Over the years, Helvetica was expanded to include many different weights, but these were not coordinated with each other.

In 1983, D. Stempel AG redesigned and digitized the "Neue Helvetica" typeface for Linotype and made it a self-contained font family. Today, this family consists of 51 different font weights.

The Neue Helvetica typeface sets new standards in terms of its form and number of variants. It is the quintessential sans serif font, timeless and neutral, and can be used for all types of communication.

Via:

myfonts.com/fonts/linotype/neue-helvetica

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter

Inter is a typeface carefully crafted and designed for computer screens. It features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjust punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o," tabular numbers, etc.

Via: **https://rsms.me/inter/**

Inter Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Semi Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial

This PowerPoint-safe font is simple, clean and very versatile.

Via:

https://www.fonts.com/font/monotype/arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

A diagrammed sample execution helps demonstrate how these guidelines are used in practice.

Eyebrow:
Type: Helvetica Neue Bold
Color: Silver Line
Tracking: –20

Headline:
Type: Helvetica Neue Bold
Color: MBTA Gray Dark
Tracking: –20

Body:
Type: Helvetica Neue Bold
Color: Silver Line
Tracking: –20

Capsules:
Colors: MBTA line colors

Detail Header:
Type: Helvetica Neue Bold
Colors: MBTA line colors
Tracking: –20

Detail Body:
Type: Helvetica Neue Regular
Color: MBTA Gray Dark
Tracking: –20

Signoff:
Logo with Building a Better T lockup

Border:
Color: MBTA Subway Silver
20% Tint

September

Report to our riders.

We continue to Build a Better T. The work we are doing follows a long-range plan. And at the center of that plan is a commitment to a safe, reliable and more accessible transit system. As work continues and progress is achieved, we will be providing monthly updates, like these, to explain how what you've experienced as a rider is creating a better system.

We feel that the monthly report is the clear communication.

GREEN LINE

Anti-flooding measures, track and signal work, and more.

This September, we began work on important anti-flooding measures to protect the Green Line Fenway Portal tunnel from severe weather. We replaced over 24,000 feet of track and 6.5 miles of signals on the D Branch to ensure a comfortable, reliable Green Line. We also replaced dozens of intersections and 7,000 feet of track to reduce slowdowns and delays and improve access for pedestrians, cyclists, and drivers around the intersections.

RED LINE

Track maintenance and replacement.

This month, we stockpiled 13,000 feet of track and hundreds of track ties to allow our crews to keep the Red Line running smoothly at Cabot Yard. At Columbia Junction, we completed repairs of the signal control on the Ashmont branch to minimize blockages and make sure the train stays on schedule.

ORANGE LINE

Track replacement, waterproofing and electrical repairs.

This month, we replaced key track components and 3,100 feet of rail. We also made important waterproofing and electrical repairs. All of this helps your ride be faster, smoother, and safer.

BLUE LINE

Track maintenance and replacement.

We conducted important track maintenance work, including replacing hundreds of feet of old rail for a faster, more efficient Blue Line.

COMMUTER RAIL

Safety improvements

To further our goal of safe transportation, our crews worked on installing the Commuter Rail Positive Train Control system. We installed new signal systems, underground cable, and signal houses, as well as drilled rail for track circuitry. This will allow monitoring of Commuter Rail trains and manual control in emergency situations, increasing the safety of our passengers.

Building a better T.

Color

System Colors

Color is a central means of communication on the T, representing different lines and modes of transportation. Occasionally a specific color will be used around a large project or event.
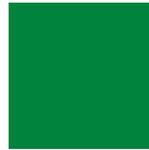
Green Line
This color was chosen because the Green Line travels along the trees and suburban lawns of Brookline and Newton. The subway runs from the Lechmere area, heading west to Boston College and Chestnut Hill.

PMS: 348 Green
CMYK: 100.0.54.48
RGB: 0.132.61
Hex: 00843D

Orange Line
Orange was chosen because this line previously ran along Washington Street, once known as the Orange Way. This subway runs from the Malden/Medford area, heading southwest to Forest Hills.

PMS: 144 Orange
CMYK: 0.49.100.0
RGB: 237.139.0
Hex: ED8B00

Red Line
The color choice was based on the Harvard Crimson, because this subway leaves from Cambridge, heading south-east to Braintree and Quincy.

PMS: 485 Red
CMYK: 0.81.87.15
RGB: 218.41.28
Hex: DA291C

Blue Line
Because this line runs along the coast, it was named for the blue of the Atlantic. This subway extends from the Government Center area, transporting to and from the airport.

PMS: 293 Blue
CMYK: 100.76.0.9
RGB: 0.61.165
Hex: 003DA5

Brand Bus
PMS: 1235 Yellow
CMYK: 0.28.89.0
RGB: 255.199.44
Hex: FFC72C

Silver Line
PMS: 430 Gray/Silver
CMYK: 50.34.27.11
RGB: 124.135.142
Hex: 7C878E

Ferry
PMS: 3135 Aqua
CMYK: 100.0.22.10
RGB: 0.142.170
Hex: 008EAA
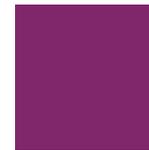
Commuter Rail
PMS: 249 Purple
CMYK: 43.100.0.17
RGB: 128.39.108
Hex: 80276C

THE RIDE
PMS: 2227C
CMYK: 60.0.16.0
RGB: 89.190.201
Hex: 59BEC9

Additional Colors

In addition to the colors we use across the system to represent lines and modes of travel, different initiatives and projects sometimes have a specific color assigned to them. These colors, much like the system colors, aid in quick communication and extend understanding.

SWA Blue
A vibrant cyan created for the System-Wide Accessibility initiative.
PMS: 306 C
CMYK: 76.0.0.0
RGB: 0.181.226
Hex: 00B5E2

MBTA Gray Dark
PMS: 419 C
CMYK: 76.65.66.90
RGB: 33.35.34
Hex: 212322

Dark Winter Blue
Created for use in winter advisories.
PMS: 2767 C
CMYK: 100.71.0.66
RGB: 19.41.75
Hex: 13294B

Midwinter Blue
Created for use in winter advisories.
PMS: 2172 C
CMYK: 81.43.0.0
RGB: 20.123.209
Hex: 147BD1

Tints

In addition to the colors, tints of the colors created by adding white can be used. Any percentage of tint may be used.

Tint colors' intended use is for backgrounds, and there should always be high contrast between typography and the background color to ensure maximum readability.
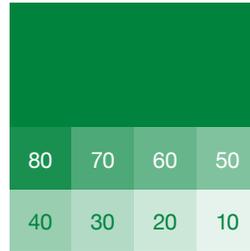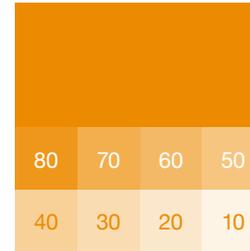
80	70	60	50
40	30	20	10

Green Line

80	70	60	50
40	30	20	10

Orange Line

80	70	60	50
40	30	20	10

Red Line

80	70	60	50
40	30	20	10

Blue Line

80	70	60	50
40	30	20	10

Bus

80	70	60	50
40	30	20	10

Silver Line

80	70	60	50
40	30	20	10

Ferry

80	70	60	50
40	30	20	10

Commuter Rail

80	70	60	50
40	30	20	10

THE RIDE

80	70	60	50
40	30	20	10
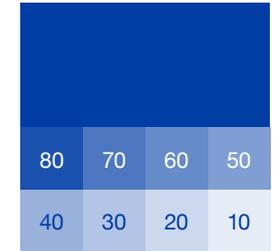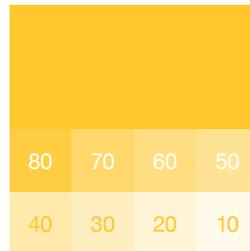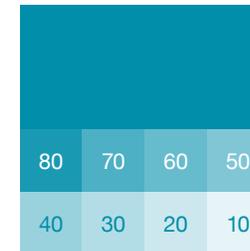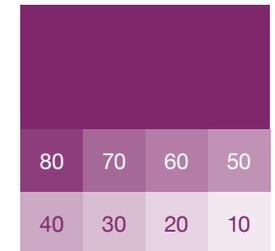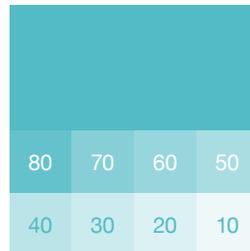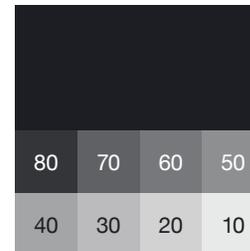
Gray Dark

The strategic use of system colors appears frequently in our communications. When used, the color reflects the content of the communication. For example: orange when the subject is the Orange Line, multicolor when the subject is numerous lines. This can be used in type, background or border. For type, use color sparingly.

The first new Orange Line cars are here.

We use line colors to represent the lines.

Ride Safer.

Our commitment to public health on public transportation.

MBTA.com/RideSafer

When the communication is about more than one line, mix line colors in the headline and/or CTA.

Ride Safer.

Our commitment to public health on public transportation.

MBTA.com/RideSafer

RideS

Avoid using red and green combinations, as their pairing's assocation with Christmas can be distracting.

Ride Safer.

Our commitment to public health on public transportation.

MBTA.com/RideSafer

Use these color choices with restraint. Make sure there is enough contrast between the background and foreground, as well as between adjacent colors.

Imagery

Vehicle Icons

All vehicle icons should be sourced from the guidelines. They can effectively communicate how to navigate the system across cultural and language barriers.

Commuter Rail
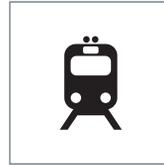
Subway Train

Commuter Boat

Mattapan Trolley
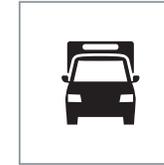
Van

Bus
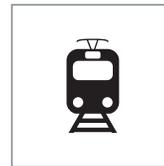
Light Rail
Subway Train

All wayfinding icons should be sourced from the guidelines. They can effectively communicate how to navigate the system across cultural and language barriers.

Arrow	Right Turn	U-turn	Stair	You Are Here	Parking

Pick Up/ Drop Off	Pay On Foot	Escalator	Bicycle	Elevator	ISA

Restroom	Ramp/Bridge Plate	Walk	Taxi	No Trespassing	No Unauthorized Workers
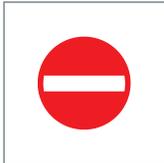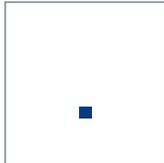
No Smoking	No Parking	No Parking (P)	Do Not Enter	No, Just No	Information
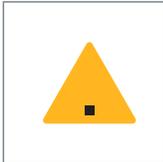
Transit Police	Danger, Third Rail	Caution	Electric Vehicle

Pictograms

In many forms of communication, we use pictograms (a pictorial representation of an object, place or item).

Good pictograms should be literal and easy to understand no matter what the language or cultural differences. Often pictograms are combined to form simple instructions or messages.
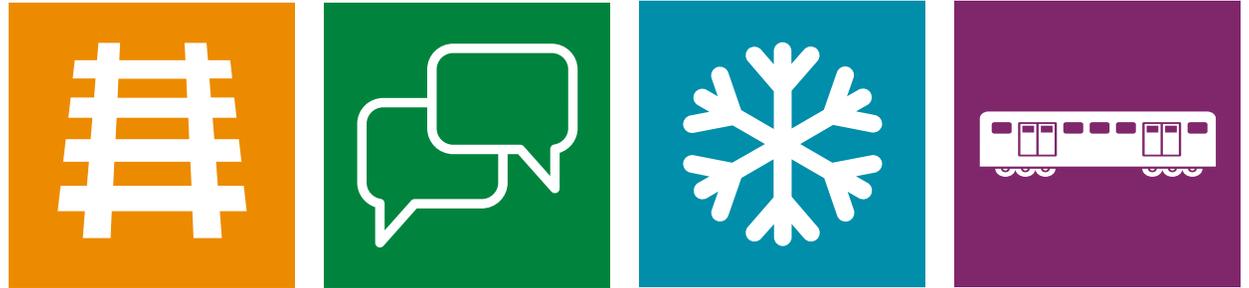
The best graphic is built for speed in that it is instantly recognizable. It is easy to decode and gets right to the point. Like our T logo itself, it has a straightforward, modernist timelessness.

The graphic should be simple, clean and modern, reflecting the aesthetic sensibility of the brand.
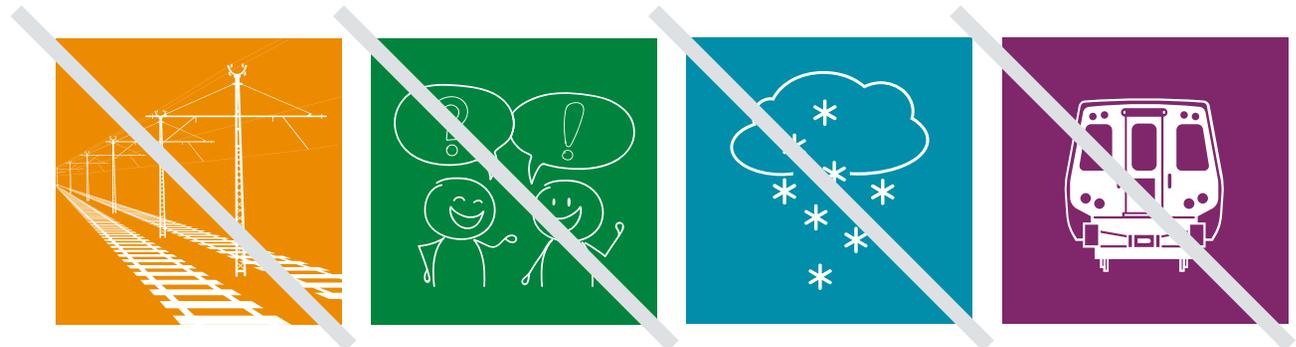
Literal illustration is not what we're after. We are not attempting to depict the world. Pictograms help our riders navigate and use our system as smoothly and quickly as possible.

Photography is a very powerful means of communication and subsequent connection and understanding.

The quality that defines the photography we use is realness. Images should always be crisp, clear accounts of a world of progress within the T. Photography should always project a positive experience for the potential T customer. Use real MBTA employees doing real jobs, and show a wide range of job functions and system locations.

Look for:	Avoid:
Authentic	Dark
Clear	Stale
Modern	Frivolous
Culturally diverse	Complex
Clean	Artificial
Editorial	Overproduced
Natural	Silly
	Grainy
	Washed out
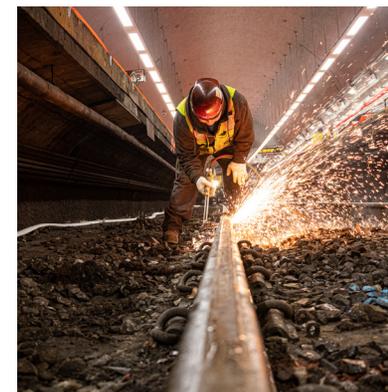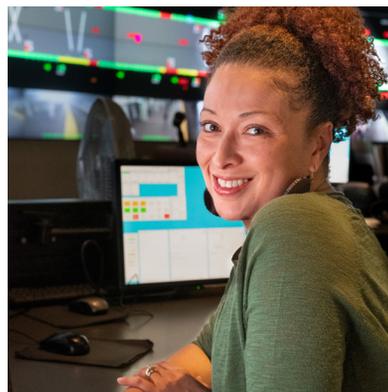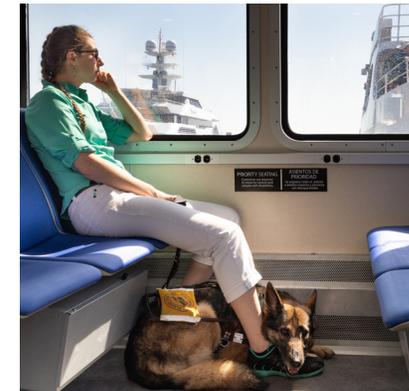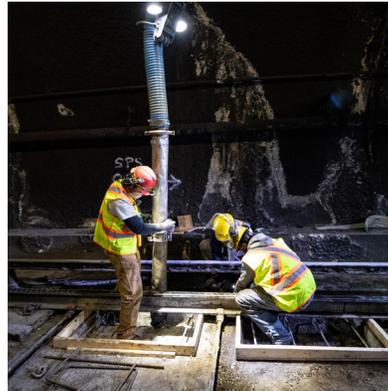
Any customer-facing creative concepts that require use of images/photography need to be vetted and approved by the Customer Experience department, which can recommend appropriate resources for procuring those files. This is also applicable to the creation of iconography and illustrations.

No images that are sourced as free are to be used in advertising or communication material, no matter the communication platform.

It is important to fully understand the terms and conditions when selecting and using stock imagery. The terms should be dissected by the appropriate team to ensure proper permissions are obtained prior to any use. It is important to make sure you obtain the rights associated with the images you wish to use by working with the image owner directly, as well as contacting the people in the image.

Please note there are sites that offer strong indemnifications to their end users.

A few sites we suggest sourcing from include:

> Getty Images
> gettyimages.com
>
> Plain Picture
> plainpicture.com
>
> The Noun Project
> thenounproject.com
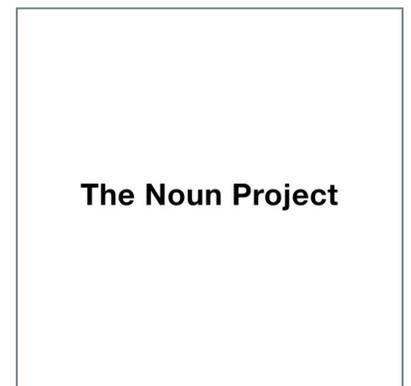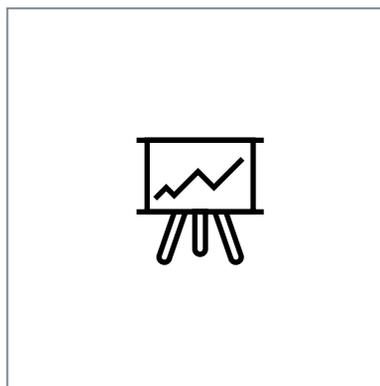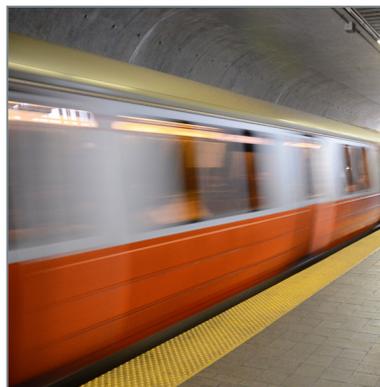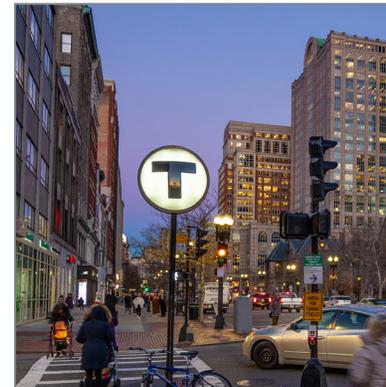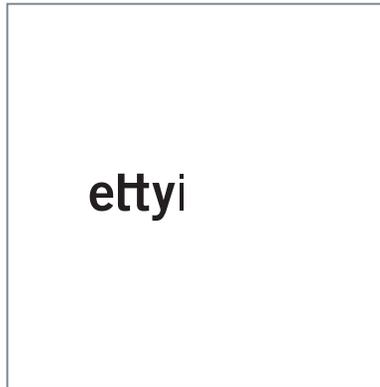
Community Communication
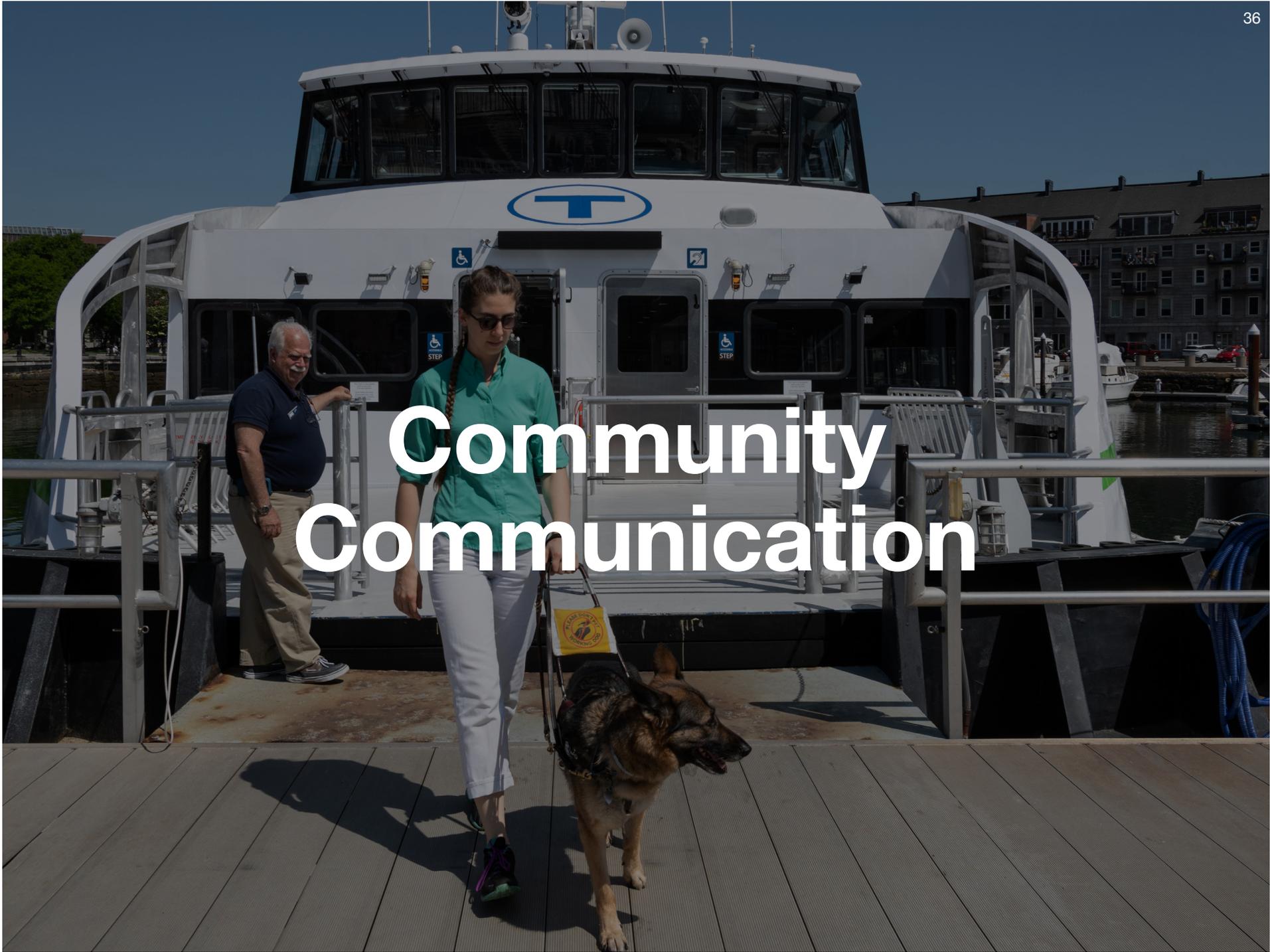
When communicating with the communities we serve, extra care should be taken to ensure the tone and sentiment of the communication reflect our attitude of always acting "in service" of others.

Making the T better begins with you.

Come share your thoughts on the future of MBTA fare collection.

We're working hard to make the T better, more efficient and easier for you. And a new fare collection system is just one of the many new initiatives we're putting in place to help move us into the future. With this new system, how you pay for the T will be improved upon and updated, and it's important your voice and opinions are heard.

JOIN US:
Saturday, October 27, 2018
1:00 PM–3:00 PM
at the Mandela Residents Co-Op
Association Community Room

AS WE DISCUSS:
• Fare payment options
• Reloading CharlieCards
• CharlieCard distribution locations

Win a preloaded CharlieCard.

Massachusetts Bay Transportation Authority

To learn more, visit **mbta.com/afc2** or send questions to **charlie@mbta.com**.

Note: This meeting is accessible to people with disabilities. For accommodation or language assistance requests, please contact INSERT MEETING ORGANIZER'S NAME & TITLE at XXX-XXX-XXXX or XXXXXXX@mbta.com. Requests should be made as soon as possible, ideally at least ten business days before the meeting.

Digital

Social media connects the MBTA with our riders directly and in real time. Using platforms such as Instagram, Twitter and Facebook, we share news and service updates and provide helpful tips and information about special events. Social media requires a level of transparency, sharing bad news along with the good and acknowledging and owning problems. We communicate clearly and succinctly, with context and empathy for the journey of our riders.

People posts: The T is a people brand, and when we share posts featuring our people, we are showing our brand at its best. Humanizing and personalizing the relationship our riders have with us, often these posts are photography.
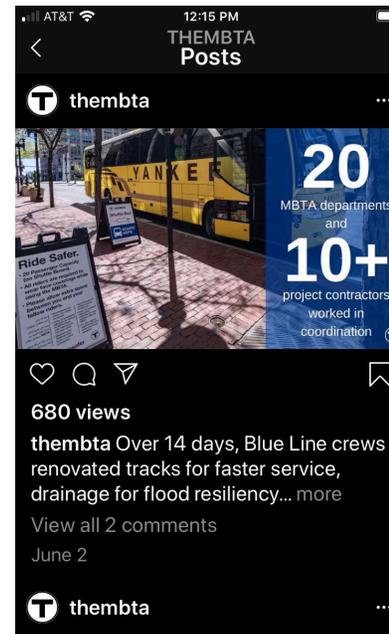
System posts: Share new system enhancements and features. Announce holiday or special-event changes in service. Turn the steady progress, the rider-focused service and the focus on safety into a steady stream of content. Simple posts, videos and infographics all play a role here.
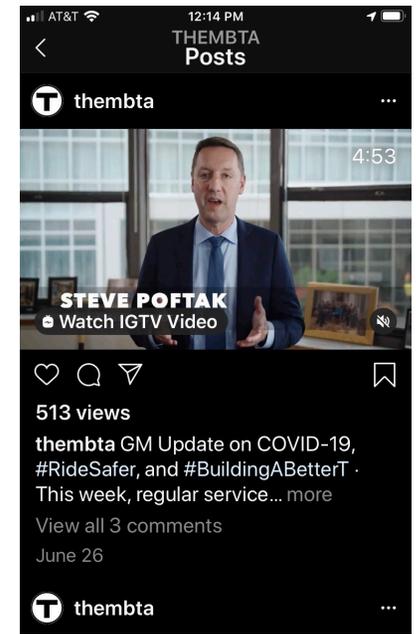
News posts: Nothing communicates transparency more effectively than regular updates featuring news about the system. Not all news will be great news but, by telling our story truthfully, we are immediately part of the solution to the problems we report on. Video is a great way to tell longer, more involved stories.

Social media buttons are rounded. The text is knocked out, left-aligned and centered vertically in the circle. In addition to pointing to another source of information, the platforms, Facebook, Twitter and Instagram, reinforce the rider-first orientation of our organization.

Facebook

Twitter

Instagram

CTAs (calls to action) lead our riders to the next point of communication. The MBTA utilizes URLs as CTAs. This directly connects the reader to the web address where they can take action or learn more. A URL is globally understood to point to an address on the Internet. By giving riders just the URL, we are acknowledging this fact and treating the rider intelligently. This also creates easy-to-remember links and links that clearly communicate what is waiting at that address. We capitalize the first word of each letter to make reading quicker.

Examples:

MBTA.com/RideSafer

MBTA.com/BuildingABetterT

Internal Communications

Whether internal or external, a presentation is an important touchpoint for MBTA.

Avoid crowding too much information on each slide. Use bullets rather than sentences. Use visuals and graphs.

Erica Baker
Senior Director of Customer Marketing

Massachusetts Bay Transportation Authority
Customer Experience Department
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cell: 857-332-3385
email: ebaker@mbta.com

*A Division
of MassDOT*

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Transporta i   Autho i

Charles D. Baker, Governor
Karyn E. Polito, Lieutenant Governor
Stephanie Pollack, MassDOT Secretary & CEO
Steve Poftak, General Manager

Ten Park Plaza, Boston, MA 02116
MBTA.com

massDOT
Massachusetts Department of Transportation

**Massachusetts Bay
Transportation Authority**

Ten Park Plaza
Boston, MA 02116

#10 Envelope

**Massachusetts Bay
Transportation Authority**

Ten Park Plaza
Boston, MA 02116

9x12 Envelope

Header

Date

Headline and Body

Hyperlink

Side Module 1

Side Module 2

Photo and Caption

Chart

Stats at a Glance

Footer
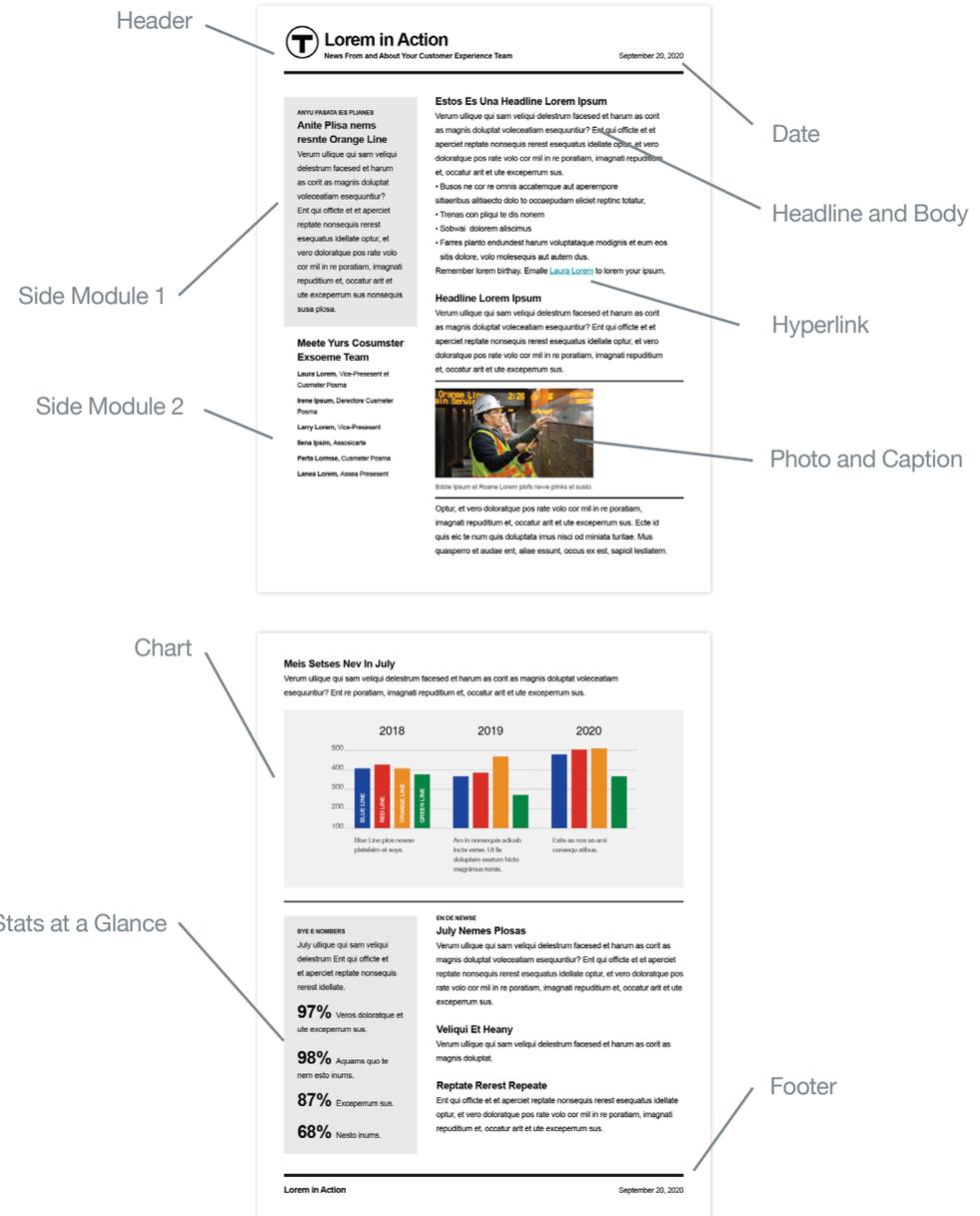
Lorem in Action
News From and About Your Customer Experience Team

September 20, 2020

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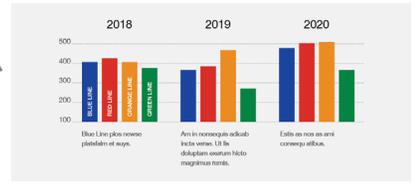
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Lorem in Action   September 20, 2020

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Automated Fare Collection
Massachusetts Bay Transportation Authority

Automated Fare Collection
Massachusetts Bay Transportation Authority

Capital Planning
Massachusetts Bay Transportation Authority

Capital Planning
Massachusetts Bay Transportation Authority

Customer Experience
Massachusetts Bay Transportation Authority

Customer Experience
Massachusetts Bay Transportation Authority

Engineering and Maintenance
Massachusetts Bay Transportation Authority

Engineering and Maintenance
Massachusetts Bay Transportation Authority

Office of Diversity and Civil Rights
Massachusetts Bay Transportation Authority

Office of Diversity and Civil Rights
Massachusetts Bay Transportation Authority

Operations Control Center
Massachusetts Bay Transportation Authority

Operations Control Center
Massachusetts Bay Transportation Authority

System-Wide Accessibility
Massachusetts Bay Transportation Authority

System-Wide Accessibility
Massachusetts Bay Transportation Authority

For any questions or help interpreting these guidelines, email:

Tom Barton at TBarton@mbta.com

David Wood at DWood@mbta.com