CLIPPER®

BRAND GUIDELINES

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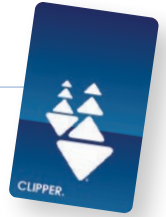B. LIMITED-USE TICKET
DESIGN STANDARDS

INTRODUCTION

OVERVIEW

In 2006, as the Metropolitan Transportation Commission (MTC) streamlined transit services across the Bay Area, it engaged agencies in creating a universally-accepted transit fare card. Originally named *TransLink,* this interagency effort grew as more transit operators adopted the program in subsequent years.

In 2010, TransLink rebranded to become Clipper®— adopting a fresh name inspired by the speedy clipper ships that once sailed the Bay Area.

The Clipper brand is now a recognizable symbol of the Bay Area's interconnected transit system, representing transit to residents and visitors alike.

Our unique identity is one of our most valuable assets. As Clipper becomes even more widely known, other entities seek to align themselves with our brand, and the values it represents.

Over time, Clipper has evolved to meet the needs of a diverse customer base. Since 2020, we launched Clipper START, a transit benefits program for lower-income communities, and we implemented new technologies to launch Clipper on Your Phone, allowing users to pay fares with their mobile devices. In the years to come, the system will adopt new features to continue to offer Bay Area travelers a smart way to pay.

USING THE GUIDELINES

The Clipper name, logo and identity have been carefully designed to convey the promise of speed and simplicity. The following brand usage and graphics standards are intended to ensure approved Clipper partners express the brand with consistency across all media.

Who are these guidelines for?

Any approved internal or external parties who seek to promote the brand and/or partner with Clipper. Following these guidelines is crucial to ensuring long-term continuity of the Clipper brand.

How should these guidelines be used?

Use these guidelines for direction in proper usage of Clipper brand elements across all media. The guidelines cover logo, typography, colors, graphics, language, and other aspects of the brand.

Why should these guidelines be used?

The Clipper brand name, the Clipper logo and the image of the Clipper card are all registered trademarks and may not be used without permission from MTC. These are, and should always be, the most consistent component in Clipper communications. In order to maintain this consistency, any designed materials referencing the Clipper brand must be reviewed and approved by MTC prior to publication.

BRAND COMPLIANCE

MTC has oversight of all marketing and communication initiatives referencing the Clipper brand. The Clipper brand name, the Clipper logo and the image of the Clipper card are all registered trademarks and may not be used without permission from MTC. In addition, any use of the Clipper brand must be in compliance with the viewpoint-neutral advertising guidelines for the Clipper program (see Advertising Standards on page 24).

Which materials require MTC approval?

Any materials using the Clipper logo, wordmark, or image of the Clipper card must be approved by MTC prior to publication.

Submit materials for approval if they meet ANY one of the criteria below:

▸ The materials will reach (be used and/or seen by) a public audience.
▸ The materials will be professionally printed or produced.
▸ The materials will be used as a promotion or advertisement.

How can I ensure a smooth brand review experience?

▸ **Be knowledgeable.** Before publishing any materials, read the Clipper Brand Standards Guide. If you have questions, please send them to clipperbrand@bayareametro.gov.

▸ **Be thorough.** Submit a completed Clipper Brand Compliance Review form (see Appendix A) along with PDF(s) of your materials to clipperbrand@bayareametro.gov. Please include "BRAND REVIEW" in the subject line of the email.

▸ **Be prepared and timely.** Allow at least ten (10) business days for MTC review. We recommend that you send your materials to MTC several weeks before you intend on using them in case feedback requires you to revise the materials.

▾

ANY MATERIALS USING THE CLIPPER LOGO, WORDMARK, OR IMAGE OF THE CLIPPER CARD MUST BE APPROVED BY MTC PRIOR TO PUBLICATION.

QUESTIONS? SEND THEM TO CLIPPERBRAND@ BAYAREAMETRO.GOV.

IDENTITY

THE LOGO

The Clipper logo is the primary visual representation of the brand. Therefore, how it is constructed and placed are of utmost importance in maintaining the Clipper's brand integrity. The Clipper logo comprises three basic components: the icon (the triangle "sails"), the distinctive blue and the wordmark.

The icon and wordmark may be used horizontally or stacked as shown below. Always use the original approved art. Never alter any aspect of it, including relative proportions of or relationships between the icon and wordmark. The wordmark should always be the same height of the third triangle on the right column of the icon. See spacing diagrams at right for more spacing requirements.

The Clipper wordmark uses ITC Avant Garde Gothic font. The wordmark should only appear in one color: either PMS color 7691-C, black or white. It should not appear within a headline, subhead or body text. Use the wordmark files as provided; do not attempt to typeset or recreate it.

Logo, horizontal

Icon and Wordmark spacing, horizontal

Wordmark is same height as third sail in right column

Bottom sail in icon aligns with the "C"

ONLY USE THE APPROVED LOGO AND WORDMARK FILES AS PROVIDED. DO NOT MODIFY, MANIPULATE, DISTORT OR CHANGE THE LOGO OR ITS PROPORTIONS IN ANY WAY.
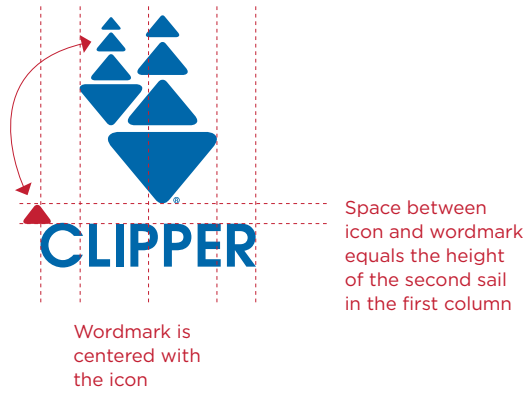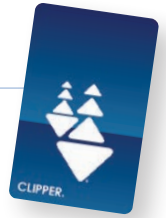
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THE LOGO

Logo, stacked

Icon and wordmark spacing, vertical

Space between icon and wordmark equals the height of the second sail in the first column

Wordmark is centered with the icon

Wordmark

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THE LOGO

Variations

The official color for the Clipper logo is PMS color 7691-C (see Color Palette on page 24). When this color is not available, use black on a light background or use the reversed-out logo against a dark background.

No other colors except for blue, black or white should be used to represent the Clipper logo.

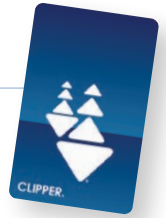*PMS 7691-C*

Reversed out on PMS 7691-C

Black

Reversed out on black background

ONLY USE THE OFFICIAL COLOR (PMS 7691-C) FOR THE LOGO AND WORDMARK. BLACK OR WHITE VERSIONS ARE ALSO ACCEPTABLE.
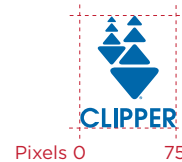
THE LOGO

Size Requirements

To ensure legibility, the word "Clipper" should be reproduced in print no smaller than 1/2" wide. In digital format, the word Clipper should be no smaller than 75 pixels wide.

Always take care to preserve the integrity and legibility of the logo. The proportions of the logo have been optimized to work within the sizes indicated below. Do not stretch the logo to fill a space. Maintain the proportions as shown below.

Smallest size for print

Inches 0"   1/2"

Inches 0"   1/2"

Smallest size for web

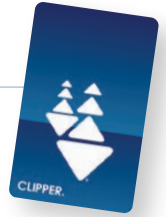Pixels 0   75

Pixels 0   125

THE LOGO

Clear Space

Clear space provides a protective area surrounding the logo within which no other graphic elements such as another logo, typography, pictures, art or borders may intrude. The **clear space is the height of the third triangle in the larger ship** as illustrated below. Never allow any other element within the clear space. Even when applying the logo to imagery, try to maintain clear space by keeping the logo against one photographic element such that there are no variations of images within the clear space.

third triangle
in the larger ship

clear space

third triangle
in the larger ship

clear space

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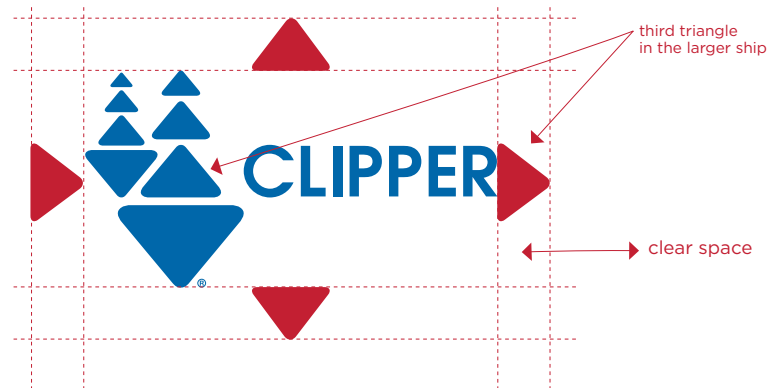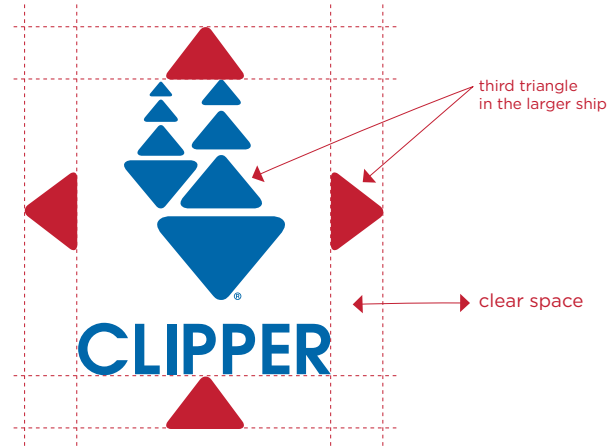
THE LOGO

® *Usage*

The Clipper name and logo are registered service marks. In text, use the registered trademark symbol on first reference only. When using the Clipper wordmark and logo, use the registered trademark symbol as provided in the art files. Do not use the symbol in social media posts.

Wherever the wordmark is used, the baseline of the "®" should line up with the bottom of the letter "R" in the Clipper wordmark.

Wherever the logo icon is used without the wordmark (e.g., on the Clipper card), the baseline of the "®" should line up with the bottom point of the largest triangle.

Note: Initially, some Clipper cards were printed using a "TM" mark next to the logo rather than the "®" mark. Please be sure that you are using the logo with the "®" only.

CLIPPER®

THE LOGO

Color Palette

A Pantone® color palette has been selected to create a distinctive look for all Clipper materials.

In addition to the primary colors, accent/secondary colors can be used sparingly for specific design and layout elements such as arrows, headlines and bullet points. The secondary colors **cannot** be used for the "Clipper" wordmark.
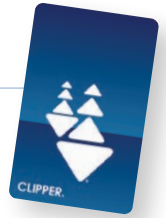
The four-color process, RGB build and hex values are identified at right.

Primary colors

PMS 109-16 C	PMS 107- C	PMS 112-5 C	PMS Black C
CMYK: 100/35/0/12	CMYK: 100/58/0/21	CMYK: 64/11/0/0	CMYK: 0/0/0/100
RGB: 0/98/152	RGB: 0/73/118	RGB: 67/179/230	RGB: 0/0/0
Hex: 006293	Hex: 004976	Hex: 42b3e6	Hex: 000000

Accent colors

PMS 160-8	PMS 27-8 C	PMS 142 C
CMYK: 0/21/76/0	CMYK: 0/54/87/0	CMYK: 5/26/84/0
RGB: 241/190/72	RGB: 229/114/0	RGB: 241/190/72
Hex: F1B434	Hex: E57200	Hex: F1B434

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THE LOGO

Typography

Consistent use of typography serves to enhance the overall look of communications and to reinforce a clear identity.

Gotham is a friendly and approachable typeface that suggests simplicity, quality and empowerment. It is a geometric sans serif type with letterforms that are built of circles and clean lines—highly effective for headlines and short text blocks.

When Gotham is not available (e.g., for use in PowerPoint and Word), use Arial. It is an approachable and simple typeface that echoes the lines and traits of Gotham.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
**abcdefghijklmnopqrstuvwxyz 1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
**abcdefghijklmnopqrstuvwxyz 1234567890**
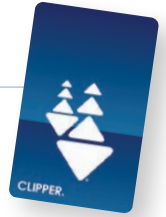
THE LOGO

Usage

Keeping our logo usage consistent will help make it more recognizable with every impression. There are many ways to be creative in our visual communication without violating the logo guidelines. Follow the rules set in these guidelines to ensure the integrity and legibility of the Clipper logo.

Place logo on simple backgrounds.

TRANSIT
AGENCY
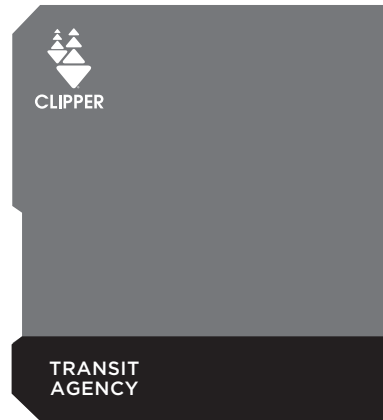
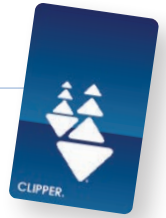*Use the approved logo.*

CLIPPER

Spell out "Clipper" within copy blocks.

Tap Your Card

1. When you board the bus, find the Clipper card reader.
2. Hold your card flat against the Clipper logo on the reader.
3. Wait for the beep and green light. Then continue to your seat.

You must tap your Clipper card every time you board, even if you have a 31-Day Pass —your tap is your proof of payment.

If you use your card on transit systems that charge by the distance you travel— BART, Caltrain, Golden Gate Transit, San Francisco Bay Ferry and Sonoma County Transit—you'll need to tap at the beginning of your ride and again at the end of your ride. This ensures Clipper only charges you for the distance you actually traveled.

THE LOGO

Improper Usage

The following guidelines have been developed to increase awareness through consistency. Addressing the most common misuses (but not all), these rules apply to the stacked and horizontal Clipper logos, and the Clipper wordmark.

Do NOT stretch or condense the identity.

Do NOT alter the placement or scale of the elements.

Do NOT crop the identity.

Do NOT add colors to individual elements.

Do NOT alter or replace the typefaces of the identity.

Do NOT place on backgrounds that conflict with the logo colors.

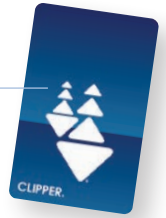*Do NOT place on backgrounds that impair readability.*

Do NOT use colors other than those specified in this document.

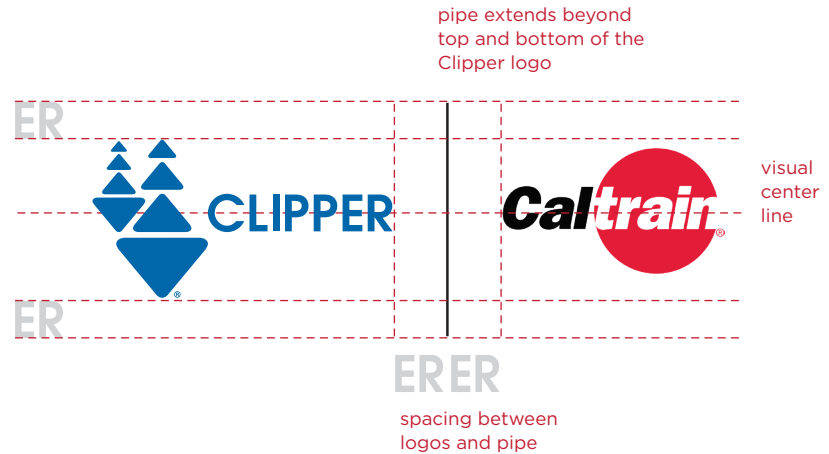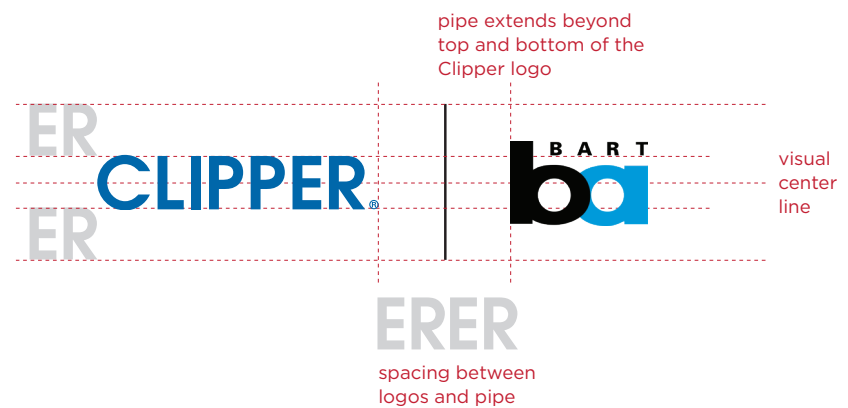*Do NOT use drop shadows, strokes or other visual effects.*

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THE LOGO

Co-Brand Lock-Ups

Co-branded Clipper materials always place the Clipper logo to the left of partner logos. Transit operators may choose whether to place their logos to the left or right of the Clipper logo, as long as the placement observes clear space guidelines (see page 13).

Logo, horizontal

pipe extends beyond top and bottom of the Clipper logo

visual center line

spacing between logos and pipe

Wordmark

pipe extends beyond top and bottom of the Clipper logo

visual center line

spacing between logos and pipe

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THE CLIPPER CARD

THE CLIPPER CARD

The Clipper card is a reloadable, contactless smart card used for electronic transit fare payment in the Bay Area. The card's design is a highly recognizable symbol of the brand, so ubiquitous it's often interchanged with the Clipper logo. Consistent use of the card image is crucial to the brand.

The look and feel of the Clipper card is comprised of: the reversed-out logo icon (the triangle "sails"), and the gradient horizon line that always passes behind the vertical center of the bottom sail of the small ship and the third sail from the top in the large ship.
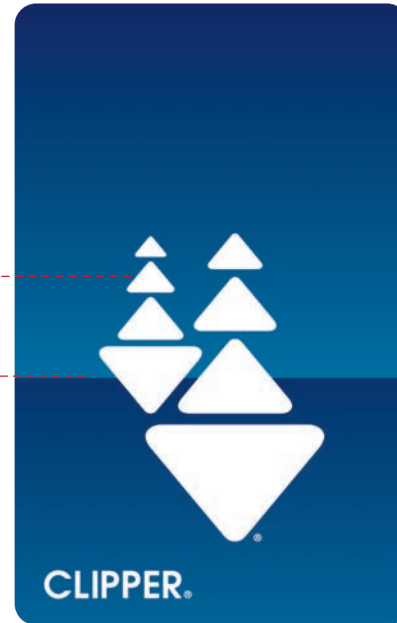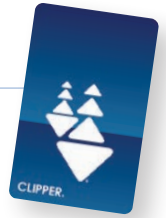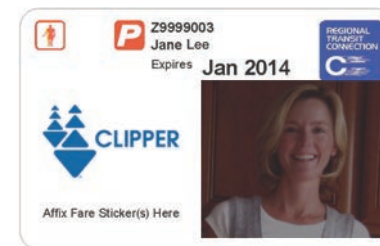
Logo Icon ---

Horizon Line ---
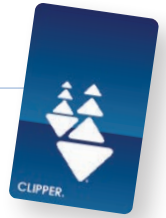
Adult Clipper card
Youth Clipper card

Senior Clipper card

RTC Clipper card

Card Image Usage

All uses of the Clipper card image must meet the objectives and criteria set forth in the Advertising Standards (see page 24).

Improper Usage

These rules address the most common misuses (but not all) of the Clipper card image.

Do NOT outline the card or use it over a dark background.

Do NOT place any type or images over card image.

Your all-in-one transit card.

Do NOT alter the card design and logo application in any way.
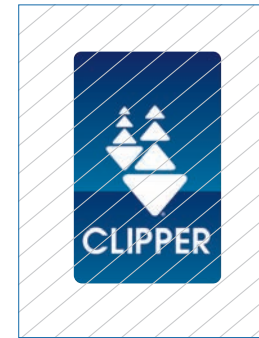
CLIPPER

Do NOT stretch or distort the card image in any way.

Do NOT skew the card image in any way.
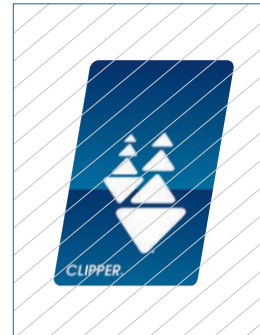
ONLY USE THE APPROVED CLIPPER CARD IMAGE AS PROVIDED.

DO NOT OUTLINE THE CARD. DROP SHADOWS ARE PERMITTED.

SHOW THE CARD IMAGE CLEARLY.

PLACE THE CARD IMAGE IN THE MOST VISIBLE AND VALUABLE SPACE SUCH AS THE LOWER RIGHT CORNER OF AN AD.

Advertising Standards

The following is a summary of the advertising standards for Clipper cards. In general, Clipper cards shall not display or maintain any content that:

▶ Is demeaning or disparaging

▶ Promotes tobacco, alcohol, drugs or illegal goods or services

▶ Is vulgar, indecent or profane

▶ Contains inappropriate graphics

▶ Include firearms

▶ Contains depictions of violence

▶ Promotes unlawful or illegal behavior or behavior detrimental to Clipper

▶ Is false, misleading, deceptive or is libelous or an infringement of copyright

▶ Contains obscenity or nudity or depicts sexual activities

▶ Promotes adult-oriented goods or services

▶ Implies any endorsement by Clipper or is damaging to Clipper or its mission

For a detailed description of the advertising standards and how these terms are defined and applied, visit clipper.mtc.ca.gov.

Custom Cards

All custom Clipper cards must meet the objectives and criteria set forth in the Advertising Standards (see page 24) and the Evaluation Policy (see page 26).

Card designs must support and encourage the use of transit by highlighting the connections between Clipper and the Bay Area. Custom Clipper cards may commemorate local historical sites and icons, or promote local destinations and events—all promoting convenient and easy travel around the Bay with Clipper.

In order to ensure consistency, custom card fronts should always be designed with a full-color or white background leaving ample clear space in the bottom right corner for the reversed-out Clipper logo to appear clearly and legibly.

Examples of custom Clipper cards

Custom Card Evaluation Policy

MTC evaluates requests and artwork for custom cards based on the following objectives, restrictions and criteria.

Custom Card Program Objectives

Custom cards should:

▶ Expand the reach of the Clipper program to infrequent and out-of-region riders

▶ Increase the visibility of Clipper within the Bay Area among local residents and visitors

▶ Enhance connections between Clipper and the Bay Area (history, local icons, events, etc.)

▶ Create non-revenue partnership opportunities and/or revenue-generation opportunities for MTC/transit agencies

General Restrictions

▶ Public agencies located in the nine-county Bay Area (including federal and state agencies) may propose a custom card that advances specific government purposes, but not for comment on issues of public debate.

▶ Acceptable proposals from non-government entities must promote for sale, lease or other form of financial benefit a product, service, event or other property interest in primarily a commercial manner for primarily a commercial purpose.

Review and Approval Process

Once staff has reviewed and approved a custom Clipper card proposal, staff recommends production of the card to MTC's director of electronic payments. If agreed by the director, the recommendation is presented to MTC's executive director or his designee for approval.
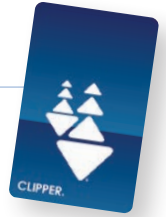
Fees

Parties requesting custom cards will be responsible for the card printing costs and the $3 card fee.

Schedule

Timing for custom cards varies depending on whether the cards are printed at the time of manufacture or printed using secondary printing on blank card stock. Custom printing at the time of manufacture is dependent on the timing of card orders being processed and ranges from 6 to 9 months. Custom printing on blank card stock is completed at the rate of about 500 cards a week.

General

MTC reserves the right, from time to time, to suspend, modify, or revoke the application of any or all of this Policy as it deems necessary to comply with legal mandates, or to fulfill the goals and objectives referred to herein. All provisions of this Policy shall be deemed severable.

It is also MTC's policy and practice to assure equal application of this Policy without regard to race, color, marital status, sexual orientation, religion, national origin, ancestry, age, sex, gender identity, disability, medical condition, or Vietnam Era veterans' status.

A full description of the process and criteria can be found at clipper.mtc.ca.gov.

CUSTOM CARD REQUESTS

SUBMIT REQUESTS IN WRITING TO: CLIPPERBRAND@ BAYAREAMETRO.GOV

ALL CUSTOM CARD REQUESTS MUST INCLUDE:

- a completed brand review form (see appendix a)
- description of how the proposed card meets the custom card evaluation policy criteria, the number ofcards requested and the proposed distribution plan
- artwork (see custom card specs on page 28).

Custom Card Specs

In order to ensure a consistent brand look, follow these rules when designing collectible Clipper cards.

Use the stacked logo at minimum print size only—the word "Clipper" should be reproduced at 9/16" wide. The logo can be placed in the bottom right-hand corner on either horizontal or vertical card designs. The proximity of the logo to the edge of the card matches the width of the third triangle in the larger ship as illustrated. Do not rotate the logo on cards.

The guidelines for the placement of the Clipper logo also apply when using a partner logo; be sure to observe standard logo clear space requirements as illustrated below.

Eexample vertical card design, logo cornered
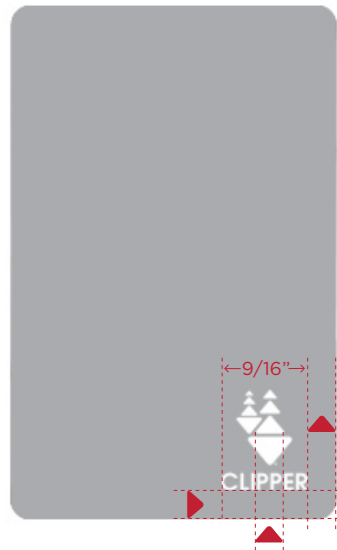
Example horizontal card design, logo cornered

CLIPPER
LANGUAGE

Guidelines

As Clipper transitions from a card-based system to one that accepts multiple fare payment types, the language used to describe Clipper should reflect that expansion.

The Clipper brand is not only represented by its visual identity but also through language that evokes its purpose, its promise, and its values.

When developing marketing copy, Clipper partners should refer to Clipper's Brand Management Plan for more detailed guidance on appropriate messaging and tone.

The following section outlines proper usage of the Clipper name as well as key terminology associated with the system.

Name Usage

The Word "Clipper"

When referring to Clipper within a body of text, it should always be spelled out with a capital "C."

In text, use the registered trademark symbol in first mention of "Clipper" only.

Use "Clipper" or "the Clipper card" or "Clipper card." Never use "the Clipper" or "Clipper Card."

Correct examples

"You can use Clipper to pay your fare on any Bay Area transit agency."

"Tap your card or device to the Clipper reader every time you board."

"I use Clipper during my morning commute."

Clipper Terminology

To ensure consistency, follow these rules when using, talking about and referencing the Clipper brand and experience.

Clipper card

▸ Clipper card

▸ Adult Clipper card

▸ Youth Clipper card

▸ Senior Clipper card

▸ RTC Clipper card or RTC Clipper card (for disabled customers or for customers with disabilities)

▸ Youth, Senior and RTC Clipper cards

▸ Auto-Reload (e.g., Set up Auto-Reload, Auto-Reload your card)

Clipper card in action

When referring to the action of using a Clipper card, "tap" is the accepted term.
Other terms such as "tag," "swipe" or "wave" are not acceptable.
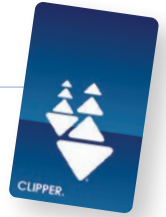
Clipper website, mobile and social media

Use clippercard.com, not www.clippercard.com. Always remove the hyperlink in written materials. Clipper's mobile application should be referred to as the Clipper app.

When referring to Clipper on social media, use @BayAreaClipper (on Twitter to @mention). The use of #ClipperCard (on Twitter) is also acceptable as a hashtag.

Clipper Customer Service

▸ Call Clipper Customer Service

▸ A Clipper Customer Service Center

▸ Clipper Customer Service Centers

▸ Clipper Customer Service Call Center

▸ Clipper Customer Service Center at the Embarcadero BART/Muni station

▸ Clipper Customer Service at AC Transit

▸ Clipper Customer Service at Bay Crossings in the San Francisco Ferry Building

Multilingual Terminology

English

Clipper—Your Way Around the Bay
Tap to pay your transit fares
clippercard.com

Spanish

Clipper—Su viaje por la bahía
Pase la tarjeta y paga tus tarifas de transporte público
clippercard.com

Tap and go

Pase la tarjeta y listo

Register your card

Registre su tarjeta

Set up Auto-Reload on clippercard.com
Discounts available for youth and seniors

Configure una carga automática en clippercard.com
Descuentos diponibles para jóvenes y personas de la tercera edad
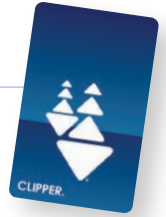
Multilingual Terminology

English

Clipper—Your Way Around the Bay
Tap to pay your transit fares
clippercard.com

Chinese

Clipper—暢遊灣區的最佳選擇
刷卡即可支付公交費用
clippercard.com

Tap and go

刷卡即可上路

Register your card

登記您的卡

Set up Auto-Reload on clippercard.com
Discounts available for youth and seniors

在網站 clippercard.com 上
設定自動充值功能
青少年和長者可享受折扣

For MTC's full translation guide and additional guidance on translating information about Clipper, please contact MTC at clipperbrand@bayareametro.gov.

Clipper Brand Compliance Review Form

CLIPPER BRAND COMPLIANCE REVIEW

IMPORTANT: The Metropolitan Transportation Commission (MTC) has oversight of all marketing and communications referencing the Clipper brand. The Clipper brand name, the Clipper logo and the image of the Clipper card are all registered trademarks and may not be used without permission from MTC. In addition, any use of the Clipper brand must be in compliance with the viewpoint-neutral advertising guidelines for the Clipper program.

Any designed materials referencing the Clipper brand will need to be reviewed and approved by MTC prior to publication. MTC reviews materials developed by others to ensure consistency and to protect the Clipper brand.

Submit material for approval if they meet ANY ONE of the criteria below:
- The materials will reach (be used and/or seen by) a public audience.
- The materials will be professionally printed or produced.
- The materials will be used as a promotion or advertisement.

CONTACT INFORMATION

Name _____

Title _____

Agency/Company _____

Mailing Address _____

City _____ Zip _____

Email _____ Phone _____

PROJECT INFORMATION

Project Name _____

Describe your project: _____

_____

Who is the audience? _____

Where will the designed materials be used/seen? _____

How long will your project be public, used and/or seen? ___

Final Output Specifications (check all boxes that apply):

Size _____ o Full Color   o Black & White

o Transit Display Ad   o Outdoor Display Ad   o Newspaper Ad   o Online Ad

o Radio Ad   o Custom Clipper Card   o Limited-Use Ticket   o Brochure/Flyer

o Presentation   o Signage   o Video   o Website   o Social Media

o Other: _____

STEPS FOR REVIEW

1 **Before publishing any materials, read the Clipper Brand Standards Guide**

2 **Submit the online Brand Compliance Review form here: http://bit.ly/2FB4niJ**

OR

Submit this form with PDF(s) of your designed materials to clipperbrand@mtc.ca.gov. Please include "BRAND REVIEW" in the subject line of the email.

Allow at least ten (10) business days for brand compliance review. We recommend that you send your materials to MTC several weeks before you intend on using them in case feedback requires revisions to the materials.

Within three (3) business days, you will receive notification via email acknowledging receipt of your submitted materials.

For Internal Use Only:
DESIGN APPROVAL REQUEST STATUS

☐ Design Approved

☐ Design Requires Revision

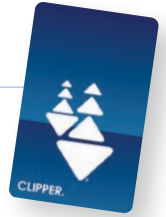Comments: _____

_____

_____

_____

_____

_____

Reviewed by _____

Date _____

01/2018

Limited-Use Ticket Design Standards
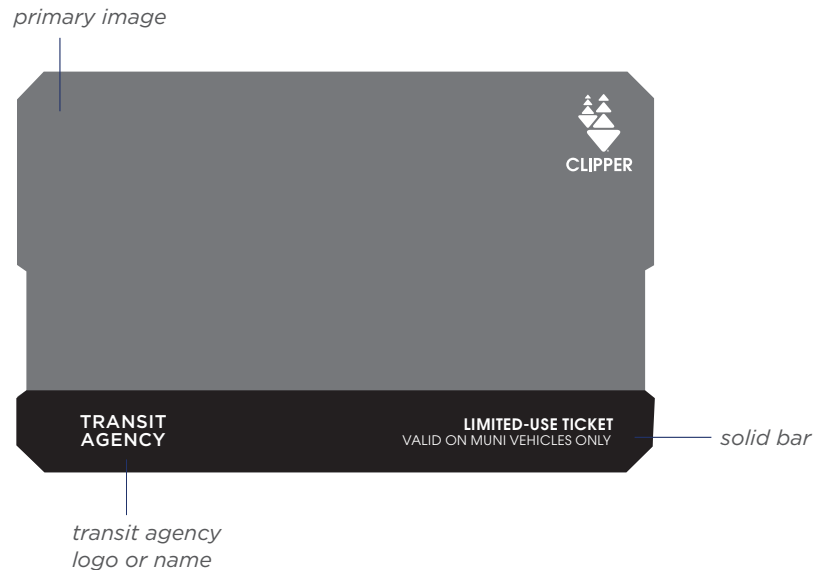
LIMITED-USE TICKET DESIGN STANDARDS

Primary Image

The primary image used on the face of the limited-use tickets should be high resolution (300 dpi) at 100% ticket dimensions) for best production quality.

We recommend utilizing images of the issuing transit agency's vehicles in order to help new customers identify the vehicles on which the ticket will be used. Do not use abstract patterns or images unrelated to the transit agency or its service area.

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

The issuing transit agency should be identified on the front of the ticket by its logo or name. The logo or name should be placed in the left side of the solid bar (shown below).

primary image

TRANSIT
AGENCY

LIMITED-USE TICKET
VALID ON MUNI VEHICLES ONLY

solid bar

transit agency logo or name

AWAITING SPECS AND CONTENT FROM CLIENT
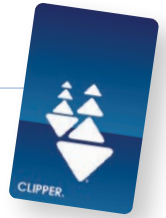
LIMITED-USE TICKET DESIGN STANDARDS

Clipper Logo

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

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

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

The guidelines for the placement of the Clipper logo also apply when using a partner logo; be sure to observe standard logo clear space requirements as illustrated below.

Things to remember

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

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

AWAITING SPECS AND CONTENT FROM CLIENT

Example Clipper logo in upper right-hand corner

CLIPPER

TRANSIT AGENCY

LIMITED-USE TICKET
VALID ON MUNI VEHICLES ONLY

Example Clipper logo in lower right-hand corner

CLIPPER

TRANSIT AGENCY

LIMITED-USE TICKET
VALID ON MUNI VEHICLES ONLY
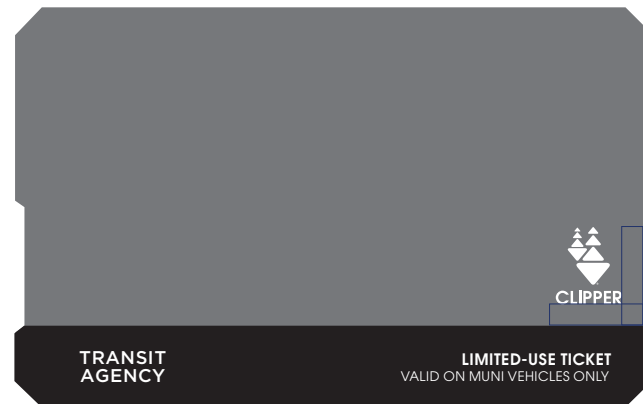
LIMITED-USE TICKET DESIGN STANDARDS

Clipper Logo

The following elements are required to appear on the ticket:
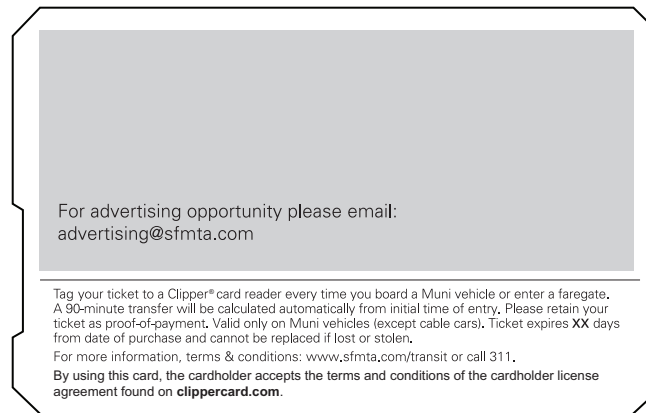
▶ 19-digit CSN number

▶ "By using this card, the cardholder accepts the terms and conditions of the cardholder license agreement found on clippercard.com."

▶ "Ticket expires XX days from date of purchase and cannot be replaced if lost or stolen." [XX signifies the expiration period, to be determined by LUSC Card Issuer.]

▶ The gray space indicated below may be used for advertising as long as it complies with the Clipper Brand Standards Guide including the Advertising Standards.

For advertising opportunity please email:
advertising@sfmta.com

Tag your ticket to a Clipper® card reader every time you board a Muni vehicle or enter a faregate. A 90-minute transfer will be calculated automatically from initial time of entry. Please retain your ticket as proof-of-payment. Valid only on Muni vehicles (except cable cars). Ticket expires **XX** days from date of purchase and cannot be replaced if lost or stolen.
For more information, terms & conditions: www.sfmta.com/transit or call 311.
By using this card, the cardholder accepts the terms and conditions of the cardholder license agreement found on **clippercard.com**.

AWAITING SPECS AND CONTENT FROM CLIENT

ANY MATERIALS USING THE CLIPPER LOGO, WORDMARK, OR IMAGE OF THE CLIPPER CARD MUST BE APPROVED BY MTC PRIOR TO PUBLICATION.

SEE BRAND COMPLIANCE ON PAGE 6 OF THE CLIPPER BRAND STANDARDS GUIDE.

CLIPPER

clippercard.com