

***GREYHOUND***

Brand Style Guide

2018

**GREYHOUND**

For over a century, Greyhound has been a trusted brand for travelers looking to ride in comfort and luxury. Greyhound's goal is to offer affordable ways for people to keep relationships alive and experience the world. Today's traveler uses the latest innovations to make the most sound personal travel decisions, and Greyhound is proud to be a part of that process. Our revised mission statement is to make connections between people, products, places and experiences by leveraging technology for the utmost in comfort and efficiency.

# 1. Logo introduction

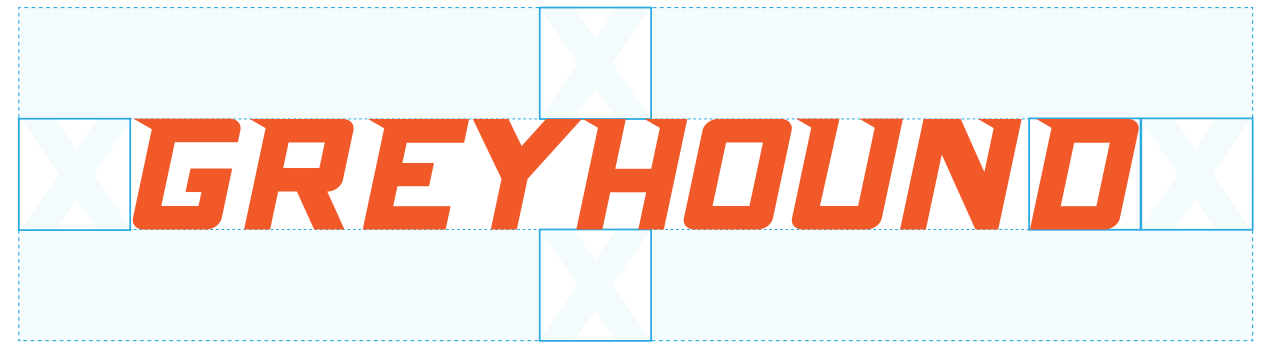
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***GREYHOUND***

Greyhound's logo is adaptable to all media and types of deliverables. It can be colored one of Greyhound's two corporate colors and is designed to reflect our mission, goals and promises to our customers. Our logo mark and type is based on the themes of being dynamic, contoured and nimble. The angles applied to the letterforms represent motion and progression, and can be used as independent graphic elements.

## 2. Clear space and brand geometry

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Clear space

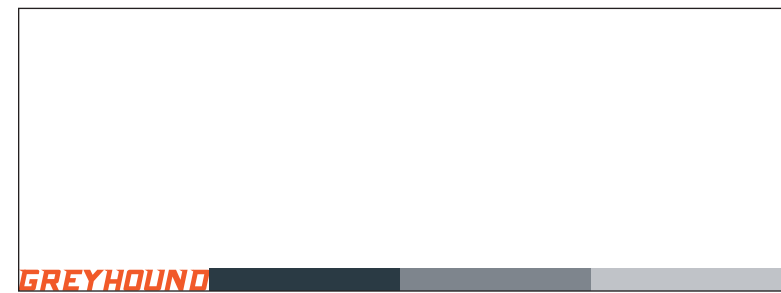


Brand geometry

Careful consideration has been applied to the design and creation of the Greyhound logo, which is the backbone of our brand. Our logo is designed with a 12-degree shear applied to the mark and type. This indicates motion and the idea of moving forward. Clear space is defined by the dimensions of the letter "D" as used in the type, as denoted by "X" in the diagram above.

# 3. Sizing restrictions

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**Maximum size:** 25% width of total layout  
(not including clear space)



**Minimum size:** .5 inches in width

Greyhound's logo is subject to scaling restrictions in order to achieve maximum legibility.

## 4. Alternative logos and approved uses

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**GREYHOUND**

Primary logo



Alternative logos

Our logo is designed with a certain level of flexibility in mind. When necessary, signatures and alternate versions of the logo may be used. This includes black and white versions (for black and white printing) as well as options for the type to appear as white against a color. Decisions about which logo to use are made by the designer and should be based on the needs of a layout with strict consideration of Greyhound's brand standards. Note that no color substitution can be made in any of the logo options; See the next section for more information.

## 5. Unauthorized usage

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**DO NOT** stretch the logo either vertically or horizontally out of proportion.

**GREYHOUND**  
**GREYHOUND**

**DO NOT** alter the color of the logo aside from using it in black, white, or Greyhound's corporate colors of blue and orange.

**GREYHOUND**  
**GREYHOUND**  
**GREYHOUND**

**DO NOT** knock out the white areas of any of the logos to allow the background to show through the negative space.

**GREYHOUND**

**DO NOT** make the logo transparent.

**GREYHOUND**

The Greyhound logo should only be used in ways that will not dilute it or make it appear to have been altered. In most cases, the primary logo should be used in its integral form. Alternate logos may be used when necessary. Under no circumstances should the logo be altered or distorted. Above are some examples of ways in which the Greyhound logo may not be utilized under any conditions.

## 5. Unauthorized usage (continued)

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**DO NOT** tilt the logo or run it vertically.

**GREYHOUND**

**DO NOT** change the background color of the logo to a color that is unauthorized.

**GREYHOUND**

**DO NOT** crop the logo.

**GREYHOUND**  
**GREYHOUND**

**DO NOT** add any special effects to the logo such as drop shadows or embossing.

**GREYHOUND**  
**GREYHOUND**

**DO NOT** add any unauthorized shapes to the logo.

**GREYHOUND**

**DO NOT** add a stroke to the logo.

**GREYHOUND**  
**GREYHOUND**



# 6. Typography

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Avenir Next Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz 1234567890

**Avenir Next Demi Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz 1234567890**

*Avenir Next Italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz 1234567890*

**Avenir Next Heavy**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz 1234567890**

Typography is a highly crucial element to Greyhound's brand expression. We have selected Avenir Next to use in all forms of communications, and various weights and styles of this typeface may be used to denote emphasis or to highlight important content.

## 6. Typography (continued)

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# I Am a Level 1 Heading

## I Am a Level 2 Heading

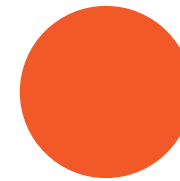
I am used for emphasis. Lorem ipsum dolor sit amet, flurig as consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ultrices in iaculis nunc sed. Sit amet purus *gravid*a quis. Tellus id interdum velit laoreet id donec ultrices. Nunc scelerisque viverra mauris in aliquam sem. Rutrum quisque non tellus orci ac auctor. Viverra orci sagittis eu volutpat odio facilisis mauris sit amet. Netus et malesuada born fames ac. Sit amet nisl suscipit adipiscing biben.

Heavier weights should not be used for body copy, and body copy should generally be set at 8-11 points in size with +3 for leading. In generally, flush left, ragged right (FLRR) paragraph settings should be used. Corporate colors may be applied to headings but body text should always be black unless used on a dark background, in which case it should be knockout (white).

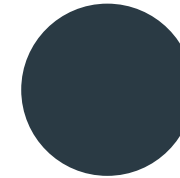
# 7. Color specs

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Primary palette to be used in most applications.



Pantone: Orange 021  
CMYK: 0 / 80 / 95 / 0  
RGB: 241 / 90 / 41  
Hex: #F15A29



Pantone: 432  
CMYK: 70 / 50 / 40 / 60  
RGB: 44 / 60 / 69  
Hex: #2C3C45



CMYK: 0 / 0 / 0 / 0  
RGB: 255 / 255 / 255  
Hex: #FFFFFF



CMYK: 0 / 0 / 0 / 100  
RGB: 0 / 0 / 0  
Hex: #000000

Secondary palette to be used sparingly for accents, emphasis and specialized content that requires unique visual treatment.



Pantone: 871  
CMYK: 64 / 55 / 53 / 27  
RGB: 35 / 31 / 32  
Hex: #595A5B



Pantone: 401  
CMYK: 61 / 25 / 0 / 18  
RGB: 82 / 137 / 183  
Hex: #5289B7

Greyhound's brand colors are part of the core elements of our visual identity and should be used wherever possible. These guidelines are given for various forms of media delivery and the correct spec should be used based on the form of final output.

# 8. Graphic elements

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Graphic elements may be used to supplement or add flavor to any marketing materials. Greyhound's logo features an angled slant that represents the concept of motion and progression. This slant is repeated on Greyhound's business system as a graphic element, and may be used in various ways to help support our visual identity. Above are the accepted options for use when supportive elements are needed.

# 9. Language

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**DO NOT** write copy that is overly descriptive or lengthy.

**Greyhound can get you where you want, when you want in comfort and style and it doesn't matter whether you are traveling for business or pleasure.**

**DO** write copy that is concise and gets the point across in few words.

**Whatever your business is.**

Greyhound's voice should be reflective of the fast-moving, high-tech world in which we live. Headlines and hooks should be written in succinct, catchy ways and body copy should be reserved, cohesive and free from lengthy or overly descriptive text or wording.

Careful adherence to our brand style guide allows Greyhound to maintain a solid, impermeable identity. We encourage you to familiarize yourself with these requirements so that you can be a part of our story. If you have any questions or are unsure about any of the requirements listed in this booklet, please contact our marketing department.

# Applications: Business system

**GREYHOUND**

1400 Forest Parkway  
DeKalb, IL 14210  
[www.greyhound.com](http://www.greyhound.com)

**GREYHOUND**

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# Applications: Billboard

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# Applications: Passenger van

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[www.greyhound.com](http://www.greyhound.com)