

Jackson Area Transportation Authority (JATA)- Brand Guidelines at A Glance

LOGO USAGE

Primary Logo



- Use the full-color JATA logo on white or very light backgrounds.
- Use the reversed (white) logo on JATA Blue or other dark brand colors.

Secondary Logo



- Use a single-color version only when full color is not possible.
- Use the icon/mark alone only in small spaces (social media, favicons, small badges).

Logo Usage Don'ts

No stretching, squeezing, rotating, or skewing the logo.

No changing the logo colors outside the approved JATA color palette.

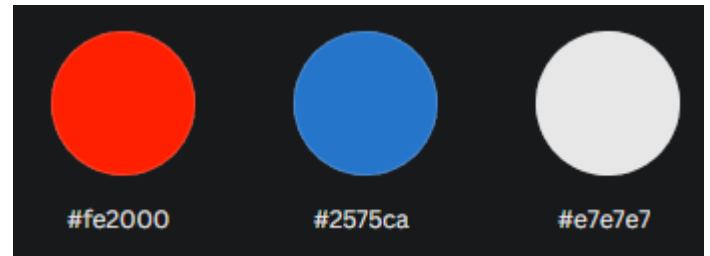
No adding outlines, drop shadows, bevels, or special effects.

No re-typing or editing the logo text; always use the official artwork.

NAME USAGE

- Correct
 - Jackson Area Transportation Authority
 - JATA
- Avoid
 - Jackson Bus Authority
 - JTA
 - J.A.T.A. (with periods, unless legally required)
 - Unapproved nicknames or abbreviations

BRAND COLOR PALETTE



Primary Colors

- JATA Red
 - HEX: #fe2000
 - Usage: Primary accent color for calls-to-action, key icons, and emphasis.
- JATA Blue
 - HEX: #2575ca
 - Usage: Core brand color for logos, headings, and navigation elements.
- JATA Light Gray
 - HEX: #e7e7e7
 - Usage: Backgrounds, dividers, and secondary containers to support legibility.

TYPOGRAPHY

- Primary Typeface (Headlines)
 - Meta Bold / Meta Bold-Expert
 - Use for major headings, key calls-to-action, and short emphasis lines.
 - Recommended styles: all caps or title case with slightly increased tracking.
- Primary Typeface Sample
 - Uppercase:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ,-!?\$
 - Lowercase:
abcdefghijklmnopqrstuvwxy
- Secondary Typeface (Body)
 - Frutiger
 - Use for body copy, subheads, schedules, and wayfinding text.
 - Use regular and bold weights; reserve italics for limited emphasis.
- Secondary Typeface Sample
 - Uppercase:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
 - Lowercase:
abcdefghijklmnopqrstuvwxy
 - Numerals and punctuation: .,-
!?\$1234567890

CONTACT AND PERMISSIONS

For logo files, questions, or approvals:

- Jackson Area Transportation Authority (JATA) Marketing/Communications
- Email: Info@mijata.org
- Phone: 517-780-3780
- Web: www.mijata.org

All uses of JATA logos, program logos, and photography must follow these guidelines and may require advance approval from JATA's marketing team.

SUPPORTING BRANDS / PROGRAMS

Rides-To-Wellness

