



Open Transit Information

Brand manual

C09 / Simplified E02

Version 1.2 / English-first

opentransitinformation.org

Approved identity / application system

One approved identity. A system built to grow.

C09 was selected by the project owner on 23 October 2026. This manual turns that decision into practical rules and assets. Official website: opentransitinformation.org.

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Masters and application rules are included in the editable package.

Understanding transport through a shared foundation

OTI brings together research, draft specifications and experimental tools for transport information. The identity uses routes, crossings and interchanges to represent connections between these activities.

THE FOUNDATION

One network can have many representations: geographic, schematic, temporal, personal, accessible, visual or audio.

Data, editorial decisions, tools and research work together so that knowledge can be reused and improved.

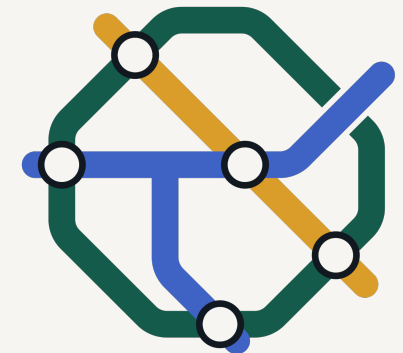
THE EXPRESSION

Use words, codes and graphics consistently within each application. Publish sources and contribution requirements alongside the relevant work.

The vision guides the story. It is not a list of available features: every published capability needs evidence and an explicit development status.

Research and design for transport information.

Space / time / person / channel / scale



One identity. Several connected components.

Open Transit Information is the primary identifier. OTI is its abbreviation. Use the full name on first mention and in external contexts. The official domain is opentransitinformation.org.

HIERARCHY

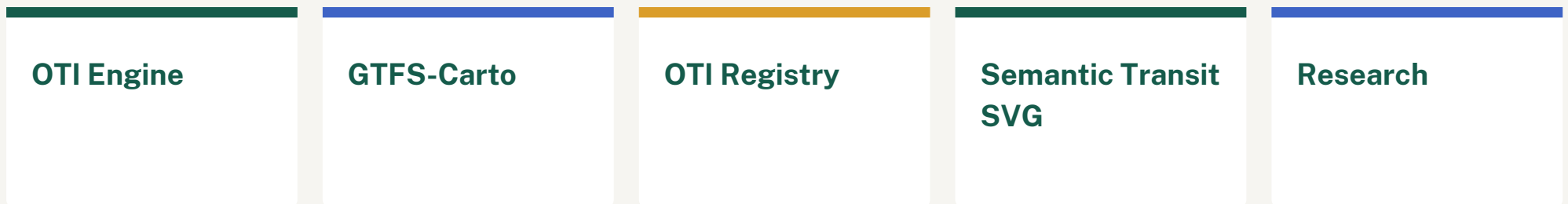
OTI names the initiative. OTI Engine names the experimental engine; GTFS-Carto names a proposed editorial data layer; OTI Registry names a proposed registry; Semantic Transit SVG names a draft output convention.

Write `oti-check` as a tool identifier. Pulso and OTI Editor remain working or future names until an explicit naming decision is made.

APPLICATION

Use descriptive component names instead of creating a separate logo for every module. The main identity signs the material; component names are typeset in Public Sans.

Distinguish the shared foundation, research and any commercial products or services. Explain the actual responsibilities and terms of each offer. Do not imply an established foundation, certification or endorsement that does not exist.



The parent identity signs; components are named.

A network first. Initials discovered afterwards.

The circuit, branching route and diagonal crossing form one sign. A second reading integrates O, T and I into the transport network.

FIXED CONSTRUCTION

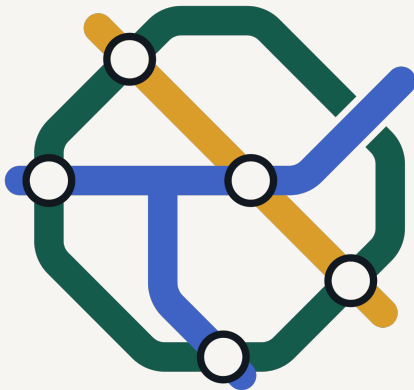
The O circuit is forest green. The T route is cobalt. The I crossing is gold. Five interchanges use dark rings, while the upper-right crossing has no connection.

The adopted design is simplified E02: both minor stops have been removed. Do not reintroduce ticks on the circuit or the branch.

INTEGRITY

Preserve the silhouette, turns, terminals, five interchanges and disconnected crossing. Always scale the complete drawing proportionally.

The symbol identifies OTI. It is not an operational map or a substitute for a legend. Discovering the letters is a design intention; their recognition at small sizes is not assumed.



O

Circuit

T

Branching route

I

Diagonal crossing

5 interchanges / 0 minor stops

The primary signature

The symbol sits to the left of the Open Transit / Information wordmark. The original lettering is outlined artwork, retaining its exact shapes, weight and spacing.

PROPORTIONS

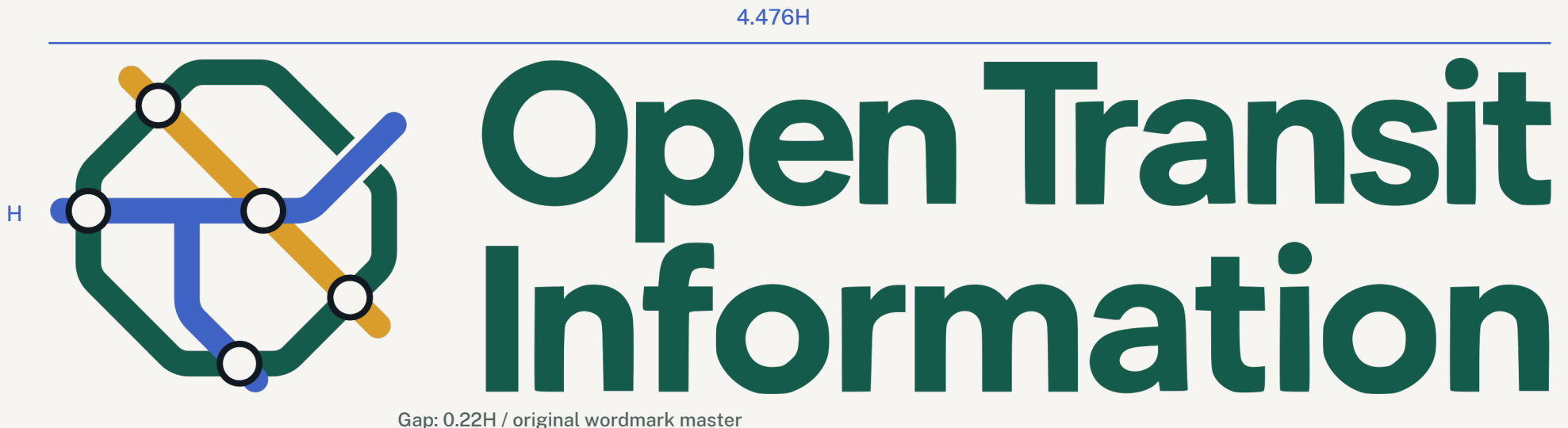
H is the height of both the symbol and wordmark. The symbol is approximately 1.071H wide. The gap is 0.22H. The complete signature is approximately 4.476H wide.

These are the C09-E02 proportions. The artwork bounds and the protection area are separate: add clear space within the surrounding composition.

SECONDARY VERSIONS

The stacked signature supports narrow formats. Use the wordmark alone for compact mobile headers or spaces where the full signature cannot remain legible.

Use the isolated symbol for avatars, favicons and contexts where the name has already been established. Never recreate the wordmark by typing in a similar font.



Give the identity room to breathe

The minimum clear space is 0.15H on every side of the signature, symbol or wordmark. This is a composition rule and does not change the artwork.

KEEP THE AREA CLEAR

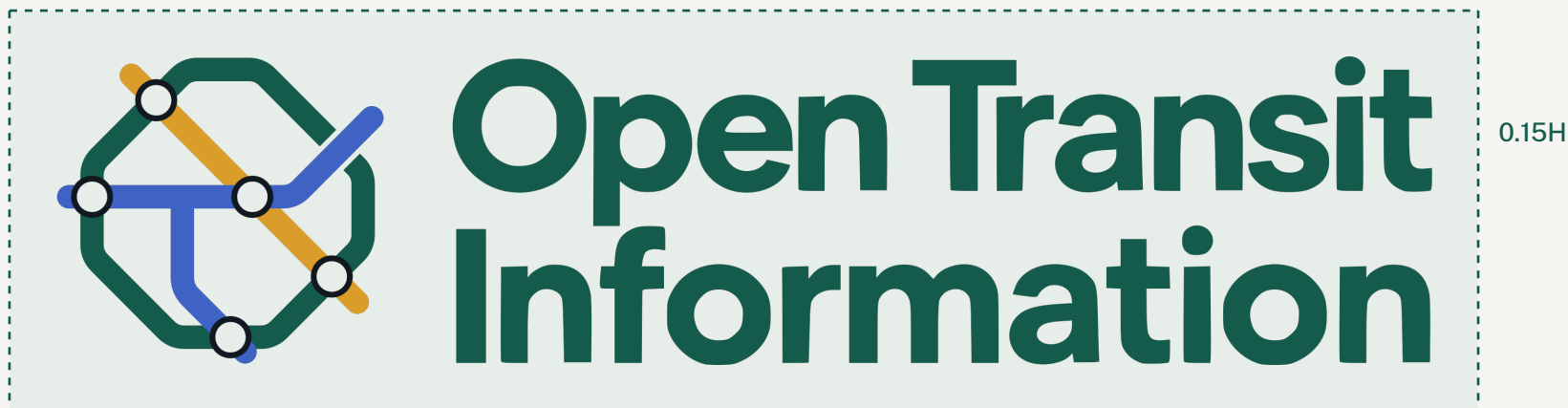
Text, images, borders, other identities, controls and map elements must stay outside this area.

On busy photography or cartography, first provide a white or paper-coloured surface, including the clear space. Do not position the logo over information that competes with its interchanges.

HEADERS AND PARTNERSHIPS

Navigation may provide more space even when the logo is small. Align the identity with the content rather than the edge of the viewport.

When identities appear together, each keeps its own protection area. The minimum separation is the sum of both clear-space requirements.



Size and responsive behaviour

Readable lettering and a clear network take priority over showing every element of the identity in every location.

PRODUCTION MINIMUMS

Horizontal signature: 280 CSS px wide or 60 mm in print. Stacked signature: 176 px or 38 mm. Wordmark alone: 176 px or 38 mm.

Isolated symbol: 48 CSS px high or 12 mm. These are system minimums; increase them for the viewing distance, medium and printing conditions.

SMALL-FORMAT EXCEPTIONS

In a narrow mobile header, use the wordmark alone and place the symbol elsewhere in the system. The menu keeps a 48 px interaction target.

The favicon uses the complete network on a white container at 32 and 48 px. At 16 px it is a recognition cue: reading OTI or counting interchanges is not expected. Do not invent a different monogram.



Signature / 280 px



Wordmark / 176 px



48 px



32 px

Colour, single ink and reverse

The reference version combines forest, cobalt and gold with a forest wordmark and ink-coloured interchange rings. Its usual background is white or paper.

APPLICATIONS

Colour: for light, uncluttered surfaces. Single ink: routes, lettering and rings all use ink. Reverse: those elements are white on a dark surface.

The new masters have transparent interchange centres, which reveal the background. The approved comparison reference retains its original paper-coloured background.

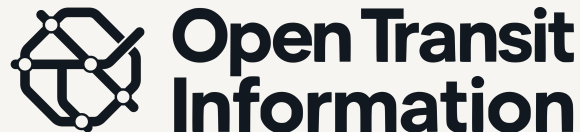
CHOOSING A VERSION

Use the reverse version on forest or ink. On photography or maps, provide a light container first. Do not improvise partially recoloured versions.

The product may define dark-mode interface tokens, but its signature must remain legible. Reverse artwork is supplied as a master, not as a CSS inversion filter applied to the colour version.



Colour



Single ink



Reverse

Forest. Cobalt. Gold.

C09 fixes a three-route palette with a deep base colour. White and paper provide the space that gives the network and lettering their presence.

ROLES

Forest #155B4B: signature, headlines and primary actions. Cobalt #3E63C5: secondary navigation, active links, focus and the T route. Gold #DA9D2A: accents, highlights and the I route.

Ink #111820: text and interchange rings. Paper #F6F5F1 and white #FFFFFF: surfaces. Supporting tints are defined in the design tokens.

PRODUCTION

HEX and RGB are the digital masters. For print, convert using the ICC profile agreed with the printer and review a proof on the final stock.

The CMYK values shown here are unprofiled approximations. No equivalent Pantone is specified, and identical screen and print appearance is not guaranteed. Never recolour a real transport network to match OTI.

Forest

#155B4B

RGB 21, 91, 75

CMYK approx. 77/0/18/64

Cobalt

#3E63C5

RGB 62, 99, 197

CMYK approx. 69/50/0/23

Gold

#DA9D2A

RGB 218, 157, 42

CMYK approx. 0/28/81/15

Colour also has a job to do

The design target for regular text is a minimum contrast ratio of 4.5:1. Large text and functional graphical cues require at least 3:1 where WCAG 2.2 applies.

PRACTICAL DECISIONS

Forest and cobalt support white text. Gold on white is not suitable for text or an isolated functional indicator. Use ink-coloured text on a gold surface.

Links have an underline or another visible cue. States use wording or an icon as well as colour. A functional field border must be distinguishable from its background.

SCOPE

The table calculates sRGB contrast from the master HEX values. Passing an individual colour pair does not establish the accessibility of a complete page.

Provide visible focus, keyboard order, labels, alternative text and a linear reading path. The system target for controls is 48 px; WCAG 2.2 AA specifies 24 px with exceptions.

Aa	#155B4B / #FFFFFF	7.99:1	Text AA
Aa	#3E63C5 / #FFFFFF	5.53:1	Text AA
Aa	#DA9D2A / #FFFFFF	2.38:1	Not for regular text
Aa	#111820 / #DA9D2A	7.52:1	Text AA
Aa	#FFFFFF / #155B4B	7.99:1	Text AA
Aa	#53645E / #F6F5F1	5.74:1	Text AA
Aa	#775315 / #F8EED7	6.00:1	Text AA

Type with scale and clarity

Public Sans is the interface and communication typeface. The wordmark is independent artwork and must not be recreated using Public Sans.

HIERARCHY

Display: 52-152 px, weight 700, line height 0.96-1.04 and letter spacing from -0.03em to -0.01em. H1: 40-88 px. H2: 32-56 px. Avoid breaking words.

Body: 17 px, weight 400, line height 1.6 and a measure of 55-72 characters. Supporting text: 14-15 px. Labels and navigation: 14-16 px, weight 500 or 600.

USAGE

Use capitals for codes and short labels; sentence case for headlines and buttons. Use tabular figures for timetables and tables when supported by the font and environment.

Serve local WOFF2 files with font-display: swap. The package includes Public Sans TTF, WOFF2 and its licence. Do not replace the wordmark or fetch a third-party font on every page visit.

Research and design

Public Sans / 400 500 600 700

for transport information.

Aa Bb Cc / 0123456789 / & ? ! @

Open space. Strong hierarchy.

The identity uses generous surfaces, deliberate alignment, large type and changes of scale. Structure is visible without putting every item inside a card.

SYSTEM

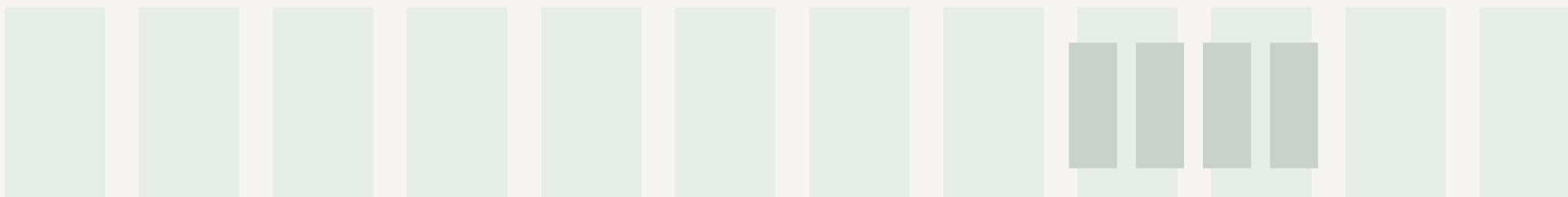
Use 12 columns on desktop, eight on tablets and four on mobile.
Recommended maximum content width: 1440 px. Gutters: 48 px on desktop and 20 px on mobile.

Spacing scale: 4, 8, 12, 16, 24, 32, 48, 64, 96 and 128 px. Section spacing: 96-160 px on desktop and 64-96 px on mobile.

COMPOSITION

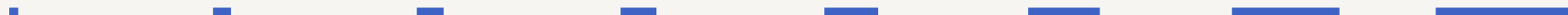
One primary idea per screen. Align the heading, copy and action to the same column. Alternate visual experiences with sections designed for reading.

Use 1 px interface borders, 4 px control radii and 8 px card radii.
Reserve circles for nodes, codes and chips. Do not turn every block into a pill.



12 columns / maximum width 1440 px

4 columns on mobile



A graphic language built from routes

Routes, connections and changes of representation extend the identity. They structure the story rather than becoming a pattern covering every surface.

VOCABULARY

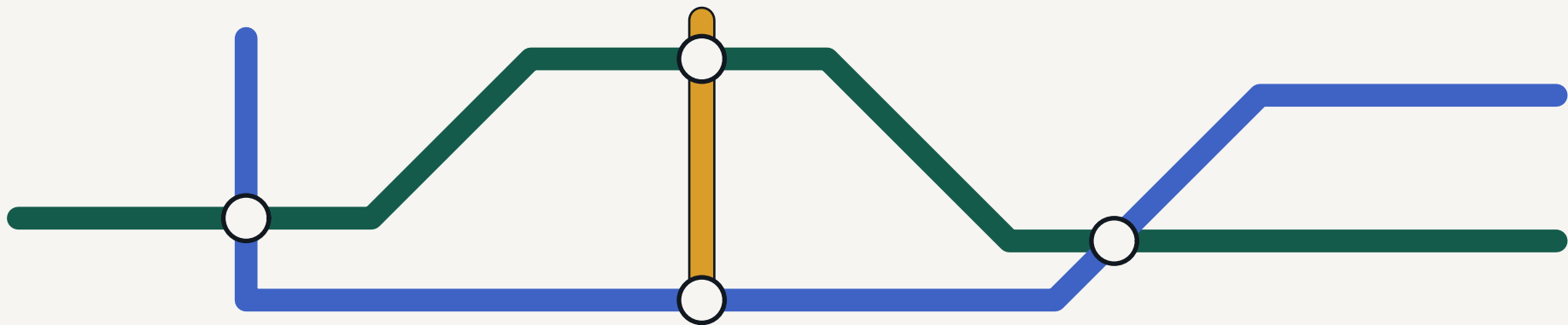
The main directions are 0, 45 and 90 degrees, with rounded turns. Keep stroke width consistent within a composition. Establish a hierarchy between route, interchange and label.

Use lines to connect ideas or follow a transformation. Leave quiet stretches and space around interchanges. Distinguish disconnected crossings from connections.

BOUNDARIES

The logotype keeps its five interchanges. Explanatory diagrams may use other geometry without becoming new logos.

Do not copy an operator map as decoration. Real maps retain network codes, colours, names and provenance. OTI colours belong to the interface and do not replace the identity of transport routes.



Brand vocabulary / composition diagram

Information before decoration

Use colour, codes, shape and text together to communicate network information. Preserve each source's names, identifiers and status.

PICTOGRAMS

Use a 24 px grid, 2 px strokes and consistent terminals. Reuse a family with a documented licence. The package includes six basic interface icons.

Label ambiguous actions. An arrow must not change meaning between sections. Hide decorative icons from screen readers.

VISIBLE EVIDENCE

A chart declares its source, date and units. Distinguish scheduled, observed and estimated information. Missing data is absence, not zero.

Identify a conceptual demonstration in context. Do not publish coverage, passenger figures, partners or performance metrics without evidence. Patterns and labels reinforce differences that colour alone cannot convey.



Scheduled



Observed



Estimated

Source / date / unit

Data status

Text alternative

Motion explains a transformation

The website can be expressive and ambitious: a network changes scale, space or time while retaining its meaning. The camera and scroll serve a narrative purpose.

VISUAL DIRECTION

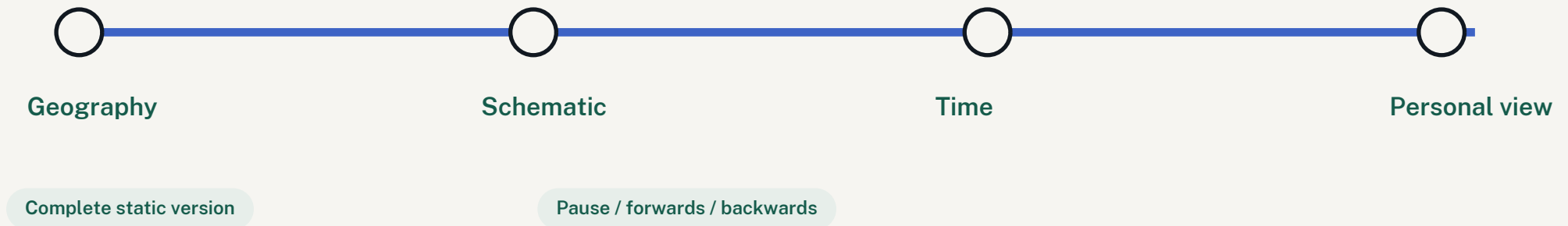
Prioritise vector artwork, cartography and models with clean surfaces. Use 3D when it explains a relationship between a network, vehicle, stop or information medium.

Use restrained lighting, legible materials and few details. Avoid generic scenes, decorative people, excessive textures and effects that compete with the information.

INTERACTION

Start with microtransitions of 160-240 ms and scene changes of 450-800 ms. Scroll lets visitors move forwards and backwards; it must not hijack navigation.

With prefers-reduced-motion, show a complete static composition. Instructions, data and actions must not depend on animation. Load the content before heavy resources and provide a way to skip the experience.



Speak with precision and ambition

Describe the work, its sources and its development status. Provide an introduction for visitors and links to the technical detail.

DO

Use concrete sentences, active verbs and examples tied to real questions. Explain a term on first use. Distinguish what can be demonstrated from what is being investigated.

English is the primary language everywhere: public communication, product, research, specifications, internal documentation and handoffs. Other languages may be reviewed secondary translations. Preserve official names and code identifiers.

AVOID

Unsupported superlatives, AI jargon as a promise, empty statements and grand comparisons with other projects. Technology does not automatically solve governance or quality.

Do not use the middle-dot separator. Use hyphens, commas or sentence structure. Actions explain what happens next: Read the specification, Explore the concept, Contribute.

Research and design for transport information.

Research and development

Avoid

The world's first complete solution.
Everything, everywhere, automatically.

Content separates vision from current capability

The next iteration explains the depth of the project and offers different paths for different visitor interests.

THE STORY

The narrative may connect spatial and temporal views, scheduled and observed service, accessibility, personal journeys, editorial data and research. State which parts are implemented and which are proposals.

Connect these dimensions through scenes and questions. A diversion is a secondary example in a much broader system. Do not reduce the project to updating a sign.

STATUS AND ACTIONS

Available: links to a verifiable output. In development: explains its current scope. Research: states the question and method. Vision: communicates a future direction.

Every figure and functional claim has an internal source. Every CTA leads to a real page, document or action. Check publication and access before enabling downloads or public links. Use <https://opentransitinformation.org> as the canonical origin.

Available	Verifiable output	Read the specification
In development	Current scope	See development status
Research	Question and method	Explore the research
Vision	Future direction	Read the approach

A complete website with several entry points

The homepage introduces the OTI world. Interior pages let visitors understand it, explore evidence, use available tools and contribute.

INITIAL STRUCTURE

Home: identity, central idea, visual transformation and entry points.
Explore: views and concepts across space, time, subject, channel and scale. Approach: principles and system.

Ecosystem: data, formats, registry and engine. Research: questions, experiments and findings. Build: verified documentation, examples and tools. Contribute / About: participation, actual responsibilities and governance.

THE JOURNEY

The homepage offers a short visual experience and a direct reading path. Interior pages retain navigation, project status and contextual links.

Adapt the architecture to real content after the developer inventory. Do not create empty pages to fill a menu. Documentation and repository links must have checked destinations. All first-party content and metadata are English-first.



Explore

Approach

Ecosystem

Research

Build

Contribute

Components make the system usable

Composition and visual experiences carry the expression. Controls remain simple, consistent and easy to recognise.

ACTIONS AND FORMS

Primary action: forest with white text. Secondary action: forest border on a light surface. Underline links. Use gold highlights with ink text, not white-text buttons.

Start with 48 px field height, persistent labels, associated help and specific error messages. A placeholder must not be the only label.



Two buttons are shown side-by-side. The first button, 'Explore the vision', has a dark green background and white text, and is highlighted with a thick blue border. The second button, 'Read the approach', has a light gray background and dark green text, and is outlined with a thin dark green border.

Email address

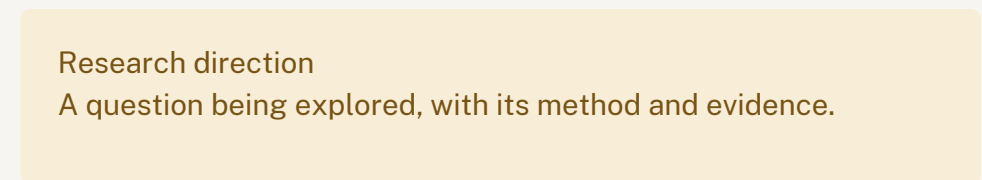


A rectangular input field with a dark gray border. It contains the placeholder text 'name@example.org' in a dark gray font.

STATES

Focus uses a 3 px cobalt outline with a 4 px offset and a white ring where contrast requires it. Errors have text and a visible cue. Explain disabled states when they prevent progress.

Buttons name the action and result. Use one primary action per group. Do not animate fabricated progress when progress is unknown. Prefer semantic HTML over custom controls.



A rectangular box with a yellow background. It contains the text 'Research direction' in a dark brown font, followed by 'A question being explored, with its method and evidence.' in a lighter brown font.



An empty rectangular input field with a thick red border.

Enter a valid email address.

Cards, documentation and data reading

Knowledge pages need context and navigation. Visitors should recognise what they are seeing, its status and the next useful step.

PATTERNS

Research card: question, status, short summary and evidence link.
Module card: purpose, availability and documentation access.

Tables have proper headers, units, numeric alignment and a responsive alternative. Copyable code blocks identify language and dependencies. Place validity notes beside the relevant data.

DOCUMENTATION

Provide a local contents list, heading hierarchy, useful breadcrumbs, date or version and source links. Limit reading width even inside a large page container.

Distinguish notes, warnings and errors through headings or icons as well as words. Reserve alerts for a specific consequence rather than styling all documentation as an incident.

Research

Representing time

How can a network show service over time?

[Read more >](#)

Specification draft

GTFS-Carto

Editorial information for transport representations.

[Read more >](#)

Homepage direction

A composition reference for development: large type, generous white space and a prominent network. This is not a screenshot of an implemented website.

CENTRAL IDEA

Developing shared requirements for transport information. Introduce the research, draft specifications, data and experimental software. Describe consistent interpretation as an aim that requires evaluation.

DEVELOPING THE STORY

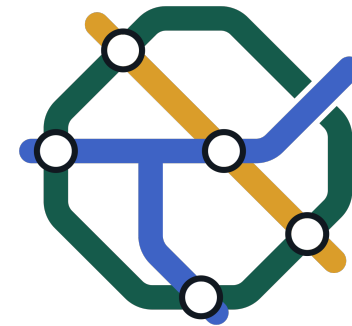
The network transforms through several views before opening up the ecosystem, research and participation. The visual experience complements readable content.



Developing shared requirements for transport information.

Research and development

Explore Approach Research Build



The same intention on mobile

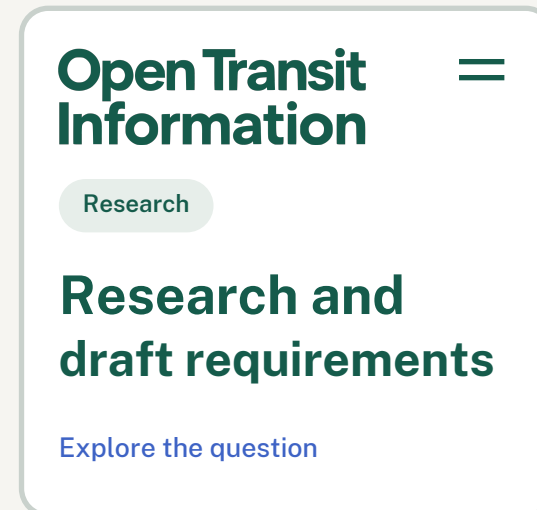
Mobile retains the strong headline and clear network. Recompose the experience for the screen rather than shrinking a desktop scene until it becomes unreadable.

PRIORITIES

A readable name, accessible navigation, one clear action and a focused scene. The symbol can appear separately to give both name and network enough space.

CONTINUITY

Content and status remain consistent. The reading order works without animation. Preserve zoom, text selection and keyboard navigation.



An identity that works beyond the website

Research, documentation and progress updates need the same clarity as the digital experience.

DELIVERABLES

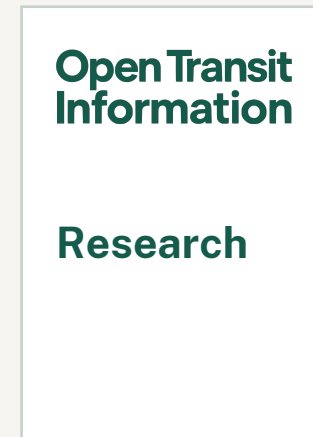
A 1200 x 630 Open Graph card, a 1080 x 1350 portrait template and an A4 document cover are supplied as editable SVGs with the original wordmark.

Use one main headline, one idea and a signature. Preserve the identity clear space. Do not cover backgrounds with decorative routes.

SIGNATURES AND PARTNERSHIPS

Email signatures contain a real name, role, Open Transit Information and verified links. The official domain is opentransitinformation.org; do not invent an operational mailbox, job title, phone number or postal address.

Distinguish identity, authorship and funding in collaborations. Use factual wording such as Developed with or Supported by only when that relationship is confirmed.



What breaks the identity

Applications can evolve. The approved master stays stable, making that evolution recognisable as part of one system.

FORM

Do not stretch, rotate or alter symbol-to-wordmark proportions. Do not change lettering spacing, rebuild letters or add a container around the symbol.

Do not move interchanges, connect the disconnected crossing or reintroduce the two removed ticks. Do not crop the logo to fill a format.

TREATMENT

No gradients, gloss, bevels or shadows inside the logo. Do not replace C09 with an earlier palette. Do not assign separate colours to individual words or letters.

Do not invert the colour version with a filter. Do not present a research example as OTI certification or add operator or institution endorsements without a real relationship.



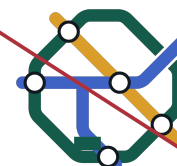
Do not stretch



Do not recolour



Do not rotate



Do not add ticks

From decision to implementation

The package includes SVG masters, transparent PNGs, favicons, local fonts, tokens and application templates. Developers should integrate them as a single source of truth.

INTEGRATION

Import tokens/oti-brand.css and tokens/brand-tokens.json. Use assets/svg/oti-logo-horizontal-colour.svg on light surfaces and the negative version on dark surfaces.

Create shared Logo, Button, Link, Field, Status, ResearchCard and PageHeader components. Choose the signature for the space and medium without distorting its file.

REPOSITORY AND CONTENT

Implementation belongs in the developer active checkout, following its AGENTS.md. The main branch is main. Preserve editable source and assets.

Use <https://opentransitinformation.org> for canonical URLs and site metadata. All first-party material, including internal documentation and handoffs, is English-first. Retain earlier website experiments as references and use custom development, not Sites.

SVG / PNG	Signature, symbol, wordmark and variants
Fonts	Local Public Sans / TTF + WOFF2
Tokens	CSS + JSON + contrast ratios
Templates	Open Graph / portrait / A4 cover

Acceptance criteria for the next iteration

C09 approval enables design and implementation to proceed. These checks belong to the website delivery; the manual does not claim they have already been performed.

IDENTITY AND CONTENT

Correct masters and centralised colours. No minor stop ticks. Exact wordmark. No rejected identity returns.

A complete project narrative and verified capability states. Real links and actions. No invented metrics, clients, adoption or features. English-first content and the confirmed canonical domain throughout.

EXPERIENCE AND DELIVERY

Review at 360, 390, 768 and 1440 px, 200% zoom, keyboard access, visible focus and reduced motion. Check contrast, alternative text, forms and map legibility.

Provide working routes, no relevant console errors, dimensioned images, local fonts and useful content before 3D loads. Deliver source, instructions, screenshots and a precise account of implementation, verification and remaining work.

- ☐ Identity applied without reinterpretation
- ☐ Complete content and verifiable status
- ☐ Accessible interaction and reviewed performance
- ☐ Source, screenshots and remaining work delivered

Sources, scope and maintenance

Version 1.2 - 23 October 2026. C09 and simplified E02 are approved. The owner requires English-first materials throughout and has confirmed opentransitinformation.org.

PROJECT SOURCES

The approved C09-E02 reference and original wordmark outlines. The project README, expanded-model synthesis, ADR-0002 and canonical repository README informed this manual.

The latest brief and conceptual correction in the developer chat inform the handoff. Product evidence must be checked again during implementation. Source originals and official names retain their original language where provenance requires it.

VERSION CONTROL

Update tokens, assets and manual together. Changing the master requires an explicit decision; components and documentation can improve while retaining the identity.

Code, documentation and data follow the project and resource licence files. Public Sans includes its licence. This document does not establish trademark registration, certification or third-party endorsement.

Public Sans / repository and licence

<https://github.com/uswds/public-sans>

USWDS / typography

<https://designsystem.digital.gov/components/typography/>

W3C / text contrast

<https://www.w3.org/WAI/WCAG22/Understanding/contrast-minimum.html>

W3C / non-text contrast

<https://www.w3.org/WAI/WCAG22/Understanding/non-text-contrast.html>

W3C / minimum target size

<https://www.w3.org/WAI/WCAG22/Understanding/target-size-minimum.html>

TfL / station conventions; independently adapted

<https://content.tfl.gov.uk/tfl-line-diagram-standard.pdf>