



QUICK REFERENCE

**Everything you need
before artwork leaves
your desk.**

Ten pages drawn from the OBTNEXT Brand Standards Manual. The mark, the palette, the typeface, the measurements that govern them, and the nine checks that catch most errors.

This kit summarises. It does not govern. Where this kit and the 100-page manual disagree, the manual governs; where the manual and the supplied artwork file disagree, the artwork governs.

Three programs share this identity: the CRA, the MSTU and the Safe Neighborhood Program. The only element that changes between them is the program line.

ORANGE COUNTY, FLORIDA

ANATOMY

Seven elements, and nothing else



THE UNIT

Every measurement in the system is expressed in **CH**, the cap height of the wordmark. Scale the lockup and every proportion holds.

Nothing else belongs inside the lockup. No tagline, no date, no phase number, no partner mark, no container, no shadow. Co-branding is a panel relationship, not a lockup one.

	ELEMENT	SPEC
1	Wordmark	OBT in Articulat CF 700, NEXT in 300. Hand-kerned per glyph. Never re-set from live type.
2	Joint	The weight change between T and N. An optical seam, not a space. No letter-spacing across it.
3	Arrow	Right-pointing triangle on a 109 × 130 viewBox, at 0.77 of type size, cap-height centred.
4	Lane strokes	Seven knocked-out horizontals inside the arrow at 16.5-unit pitch. Two carry insets.
5	Rule	Solid bar, 0.125 CH thick, spanning the full 7.58 CH measure. Roadway Silver, or the single ink.
6	Program line	ORANGE BLOSSOM TRAIL plus the acronym. Cap height 0.360 CH, weight 700, flush both ends.
7	Acronym	CRA, MSTU or SNP. Trail Orange in all three programs.

THE THREE PROGRAMS

One mark, three program lines

CRA

OBTNEXT

ORANGE BLOSSOM TRAIL CRA

MSTU

OBTNEXT

ORANGE BLOSSOM TRAIL MSTU

SNP

OBTNEXT

ORANGE BLOSSOM TRAIL SNP

AUTHORED TRACKING · DO NOT RECALCULATE

PROGRAM LINE	1/1000 EM	CHARACTERS
ORANGE BLOSSOM TRAIL CRA	+30.7	24
ORANGE BLOSSOM TRAIL MSTU	+0.2	25
ORANGE BLOSSOM TRAIL SNP	+33.8	24

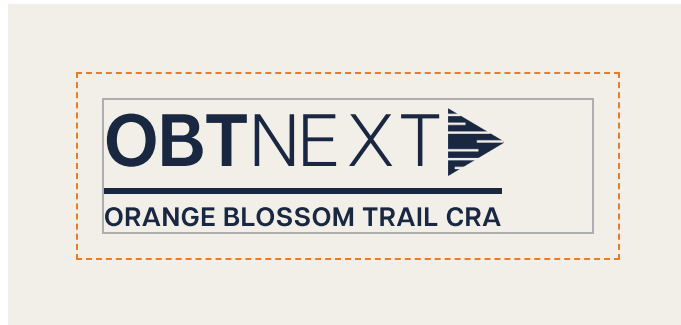
The measure is fixed at 7.58 CH. Tracking is the one free variable, authored per program so that lines of different character count both land flush. MSTU carries one more character and so needs almost none.

Shown one-colour navy. That is the required cut on any light ground. Full colour is for navy grounds only, and the reason is on page 07.

- Never re-track to fit a measure. Scale the whole lockup.
- Never abbreviate the corridor name, and never set it over two lines.

CLEAR SPACE, MINIMUM SIZE, ALTERNATE CUTS

How much room, how small, and what to do below that



----- Clear space, 0.5 CH ——— Bounding box

Clear space is 0.5 CH on all four sides, measured from the bounding box. On a shared panel the separation from the nearest partner mark doubles to 1 CH.

Nothing enters the clear space. Not rules, not photographs, not page edges, not another logo.

MINIMUM SIZE · SET ON THE PROGRAM LINE, NOT OVERALL WIDTH

Print · program line cap height	1.5 mm
Screen · program line cap height	11 px
Below either figure	Use another cut

The program line is the only element that names the funding source, so its legibility sets the floor for the whole mark. Both alternates work by removing text, never by shrinking it.

FIELD CUT · WHERE A FUNDING SOURCE MUST BE NAMED



Corridor name dropped, acronym set at 0.72 CH. For worn substrates, vehicles and small applied signage.

MASTER MARK · WHERE IT NEED NOT



Program line removed entirely. Wordmark, arrow and rule only. Use where the program is already named in adjacent copy.

MISUSE

Twelve things that void the mark

- Re-setting the wordmark from live type
- Substituting a weight other than 300 or 700
- Re-tracking a program line to fit a new measure
- Full-colour mark on white, Limestone or photography
- A container, plate, keyline or drop shadow around the lockup
- Stretching, rotating, outlining or skewing any part
- Letter-spacing across the joint between T and N
- Breaking, shortening or recolouring the rule
- Setting the program line over two lines
- Trail Orange or Blossom Amber as type on a light ground
- A partially transparent plate behind the mark on a photograph
- Adding a tagline, date or phase number inside the lockup

Every item on this list is measurable. None of them asks whether something looks right, which is the reason the mark is built on a datum in the first place.

The one exception. On a photograph that is already an unbroken dark field across the whole lockup and its clear space, the full-colour mark may sit directly on the image with no plate.

If a piece needs something this list prohibits, the answer is a different cut or a different layout, not a modified mark. Ask before you improvise.

THE PALETTE

Five colours, and the numbers for each

	COLOUR	HEX	RGB	CMYK COATED	PANTONE C	ROLE
	Corridor Navy	#192741	25 · 39 · 65	95 · 82 · 44 · 47	289 C	The ground. Default background, and the one ink on light substrates.
	Trail Orange	#ED7B25	237 · 123 · 37	0 · 61 · 97 · 0	158 C	Identity accent. OBT and the acronym. As type, on navy only.
	Blossom Amber	#F8B639	248 · 182 · 57	0 · 30 · 85 · 0	143 C	NEXT in the wordmark, and editorial emphasis. The narrowest role.
	Roadway Silver	#AFAEAF	175 · 174 · 175	0 · 0 · 0 · 35	Cool Gray 6 C	The rule, the arrow, and secondary text on navy.
	Limestone	#E8E2D6	232 · 226 · 214	5 · 6 · 11 · 0	Warm Gray 1 C	Body copy on navy, and the warm light ground for print.

HEX and RGB are exact and normative. Screen applications take them without conversion. CMYK builds are starting values for a standard sheetfed press; uncoated stock runs lighter.

Trail Orange as Pantone 158 C is normative. The other Pantone entries, and RAL 5011 / 2003 / 1023 / 9006 / 1013 for powder coat, are nearest matches. Vinyl is match-to-proof.

Navy is a rich black build, not 100K. A single plate prints flat and grey at large size. Where the press cannot hold four, use spot ink.

THE COMPLIANCE RULE

Warm colours are type on navy, and graphics everywhere else

MEASURED CONTRAST · WCAG 2.1

FOREGROUND	ON NAVY	ON WHITE	AS TYPE
White	14.9:1	1.0:1	Navy only
Limestone	11.6:1	1.3:1	Navy only
Blossom Amber	8.3:1	1.8:1	Navy only
Roadway Silver	6.8:1	2.2:1	Navy only
Trail Orange	5.3:1	2.8:1	Navy only

AA is 4.5:1 for body text and 3:1 for text at 18 pt and above. Everything on navy passes comfortably. Both warm colours fail on white, and not marginally.

On a light ground, warm colours may be a rule, a marker or a field. They may not be words.

Trail Orange on white measures 2.8:1 against a 3:1 floor for large text, so it fails even at display size.

There is no size at which it becomes compliant. Blossom Amber is worse.

This is why the mark has a one-colour navy cut, and why that cut is required rather than preferred on white, Limestone and any light substrate.

CORRECT

Navy type, orange rule

INCORRECT

Orange type on white

ARTICULAT CF

One typeface, two weights, one ladder

LIGHT · 300 NEXT, DISPLAY, BODY

Nineteen miles

BOLD · 700 OBT, HEADINGS, LABELS

Nineteen miles

300 and 700 only. Every other weight in the family is excluded by this manual, and no weight may be synthesised by a software bold or italic button.

Hierarchy comes from size, space and colour. Those three survive a fax, a photocopy and a powder coater; a sixth weight does not.

PRINT SCALE · LETTER AND A4

LEVEL	SIZE	LEADING	TRACKING	WEIGHT
Display	44 pt	46 pt	−10	300 or 700
Headline	26 pt	29 pt	−5	700
Subhead	16 pt	20 pt	0	700
Body	11 pt	16 pt	0	300
Caption	9 pt	13 pt	+10	300
Micro · labels, eyebrows	7.5 pt	11 pt	+130	700 caps

Tracking in 1/1000 em. For larger formats scale the whole ladder proportionally rather than adjusting one level. Hold the measure between 50 and 75 characters.

Body never goes below 11 pt in print. Not for a footer, not to save a page, not to fit a caption block.

On screen, body never goes below 16 px, and the program line never below 11 px cap height.

THE GRID AND THE FOUR APPLICATIONS

Where the mark goes, and what it sits on

THE MEASUREMENTS, ALL OF THEM

Rule thickness	0.125 CH
Lockup measure	7.58 CH
Program line cap height	0.360 CH
Arrow height	0.77 × type
Clear space, all sides	0.5 CH
Partner separation	1 CH
Field cut acronym	0.72 CH

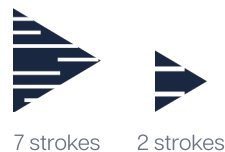
One unit governs the system. CH is the cap height of the wordmark. Every figure above is proportional, so nothing needs recalculating when the mark is scaled.

PRINT AND EDITORIAL

Navy or Limestone ground. Body in Light at 11 pt minimum. The mark sits at a corner or a corner-adjacent anchor, never centred over a photograph, never floated in a container.

DIGITAL AND SOCIAL

HEX values without conversion. Body 16 px minimum. App and favicon use the arrow alone, reduced from seven lane strokes to two below 32 px.



ENVIRONMENTAL AND WAYFINDING

Powder-coated navy substrates, RAL 5011. Program line legibility, not overall width, sets the sign size. Below the print minimum, use the field cut.

CO-BRANDING

Partner marks align to the rule, not the cap line and not the panel centre. Separation is 1 CH. Circular partner seals sit at 70 percent of our mark height, because a solid disc carries more visual mass than a distributed lockup.

Where the corridor is lead agency the lockup sits leftmost. Where it is a funding recipient it does not.

The nine checks

- | | |
|--|--|
| ☐ Correct cut for the application and the ground | ☐ Rule is one solid stroke, unbroken across the measure |
| ☐ Rule is Roadway Silver, or the single ink | ☐ Rule spans the full 7.58 CH measure, flush both ends |
| ☐ Program line cap height at or above minimum | ☐ Authored tracking value unchanged |
| ☐ 0.5 CH clear on all four sides | ☐ One-colour navy on any light ground |
| ☐ Supplied vector artwork, not rebuilt from live type | |

ARTWORK FILES

Print, fabrication	EPS, outlined
Web, app	SVG
Office, email	PNG at 2400 px

SVG carries live type and is for screen only. Fabricators receive outlined EPS. Never rebuild a lockup from a raster file.

BRAND STEWARD

Vanessa Pickney

Title to be confirmed

Email to be confirmed

Phone to be confirmed

Any application not covered here, and any request that needs something this kit prohibits, goes to the brand steward before it goes to production.