

max BRAND GUIDELINE

As the transportation leader in Central Alabama, we strive for excellence at all times. MAX, which stands for Metro Area Express, is the bus system operated by the Birmingham Jefferson County Transit Authority (BJCTA). From new technology on our buses to a state-of-the-art Intermodal facility, we are changing the dynamics within our industry. Our goal each day is to IMPROVE, IMPACT, & IGNITE public transportation & the service we provide our riders.



ADMINISTRATIVE OFFICE
1801 Morris Avenue
Birmingham, AL 35203

ONLINE
maxtransit.org

PHONE
205.521.0101

CONTENTS

MAX Transit's goal is to develop & maintain an effective, efficient, & safe system that is responsive to the mobility needs of the community. MAX encourages the use of public transportation which will in return contribute to the economic vitality of the community, the conservation of natural resources, & the protection of the environment.

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IT'S A GREAT DAY AT MAX

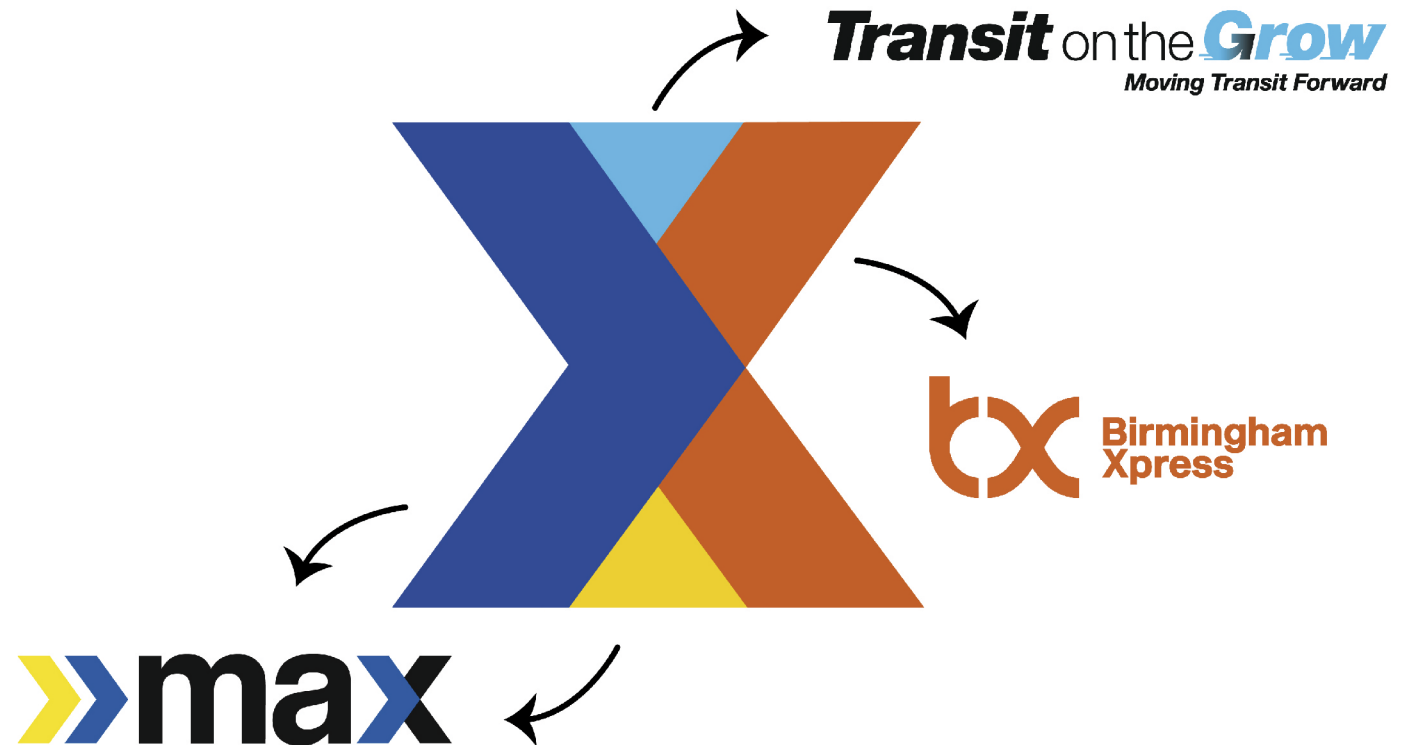
MAX has been striving to provide safe, reliable, & excellent transit & other mobility services that contribute to the region's economy, vitality, & sustainability for more than 5 decades.

Embracing our rich history while looking towards the future, our new logo symbolizes this evolution. It modernizes our image while paying homage to the elements that have defined us over the years.



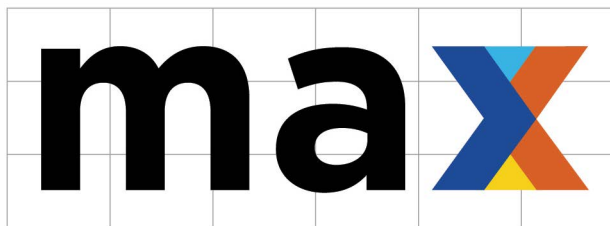
“X” DETAILS

The intricate details of the “X” in the logo are thoughtfully designed to represent our journey. The light blue signifies Transit On The Grow, reflecting our ongoing expansion & commitment to better serve the community. The vibrant orange highlights the new Birmingham Xpress (BRT), marking a significant advancement in our service offerings. Additionally, the familiar blue & yellow from our previous logo are integrated, honoring our legacy & continuity.



LOGO VARIATION & USAGE

The new MAX logo comes in various formats to ensure versatility across different platforms & media. These variations include full-color, monochrome, & simplified versions, allowing for consistent branding whether on digital interfaces, printed materials, or vehicle wraps. Each version maintains the core elements of the light blue, orange, blue, & yellow, ensuring our brand identity remains strong & recognizable in all applications.



The new MAX logo embodies our evolution by blending modern elements with our storied past.

OUR MISSION

CONNECTING PEOPLE
TO PLACES

OUR VISION

TO BE A GROWING
CONTRIBUTOR TO THE
LIFE QUALITY OF OUR
COMMUNITY

OUR VALUES

G.R.O.W.T.H. | GROWTH,
RESPECT, OWNERSHIP,
WINNING, TRUST, &
HONOR

LOGO VARIATION & USAGE

To maintain the integrity & consistency of the MAX brand, ensure ample clear space around the logo to enhance visibility & avoid scaling it smaller than the minimum size specified. Use the designated brand colors accurately & DO NOT alter the color scheme; the logo should appear in full color, black, or white based on the background. Avoid distorting, skewing, or rotating the logo, & always present it in its original proportions. Ensure adequate contrast with the background to maintain & avoid clutter. Use only the official logo files provided by MAX Transit, & avoid recreating or modifying the logo. Adhering to these guidelines preserves the brand's integrity & ensures consistent recognition & professionalism across all platforms.



100%



80%



50%



10%

BRAND COLORS

MAX's brand colors are thoughtfully chosen to represent our values & mission. Complementing these dynamic colors, grey serves as a neutral backdrop, providing balance & versatility, ensuring our branding remains adaptable. These colors unify our diverse facets of transportation, creating a cohesive & professional appearance across all mediums.



C : 98 M : 82 Y : 5 K : 0 R : 29 G : 74 B : 152	C : 4 M : 16 Y : 97 K : 0 R : 247 G : 208 B : 24	C : 65 M : 10 Y : 1 K : 0 R : 60 G : 180 B : 229	C : 10 M : 75 Y : 100 K : 1 R : 219 G : 96 B : 21	C : 56 M : 47 Y : 44 K : 10 R : 118 G : 119 B : 122
#1D4A98	#F7D018	#6FB2E3	#C16022	#9E9D9B

TYPOGRAPHY

MAX's typography choices reflect a balance of strength and modernity, with bold typefaces conveying our authority & reliability in public transportation, while lighter fonts add a touch of contemporary elegance & approachability. This combination ensures our communications are clear, impactful, & aligned with our forward-thinking brand, effectively engaging our diverse audience while maintaining a professional & polished appearance.

PRIMARY TYPEFACE

These typefaces are used in the MAX branding for their clean, bold lines, ensuring strong visibility & a modern, professional presence.

Helvetica Neue Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%^&*()_+

Helvetica Neue Condensed Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%^&*()_+

SECONDARY TYPEFACE

These fonts are used in the MAX branding for their sleek, modern aesthetic, providing clear readability & a friendly, welcoming feel.

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%^&*()_+

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%^&*()_+

MAX DEPART- MENTS & INITIATIVES

In addition to our core transit services, MAX is expanding its impact through various innovative departments & initiatives. The MAX On-Demand service offers flexible, on-demand transportation options, enhancing accessibility & convenience for our riders. Our Customer Experience team is dedicated to refining every touchpoint, ensuring that every interaction is seamless & satisfying. The MAX Connect initiative is designed to improve connectivity across our network, making travel more efficient & integrated. Additionally, the Maximizing Me program focuses on empowering our employees through education & resources, promoting sustainable & smart transit choices. These efforts reflect our commitment to not only advancing public transportation but also enhancing the overall quality of life in Alabama.

max
ON-DEMAND

max
PARATRANSIT

max
UNIVERSITY

max
CONNECT

max
FOUNDATION

maximizing
ME

max
EXECUTIVE
SERVICES

max
FARE
AMBASSADOR

max
CUSTOMER
EXPERIENCE