



Thank Q



Welcome to the Future of Charlotte.

Queen City Transit brings world class rapid transportation to the Charlotte-Mecklenburg Area, and with it comes progress. The Metrolina region is thriving, with people and jobs coming to the area in record numbers. In order to encourage that growth in a way that will enhance the region's economy and appeal, land use decisions and transportation improvements have been carefully evaluated and planned.

Inside this book, the look and feel of Queen City Transit is presented. QC Transit will become the face of Charlotte, and its identity will become a large part of the identity of the city. The modern colors and clean graphics speak directly to the world, letting it know what this area is all about.

With the graphics system presented in this book, the complex problems of navigating the rails will be made simple. From Charlotte/Douglas International Airport to the Charlotte Motor Speedway, the area has never been easier to get around. The common resident will understand and take pride in the system, and it the services they enjoy.

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Get to know @Q



Charlotte's New Face

The identity of Queen City Transit is built around usability and trust. Everything from the logos on the trains to the gray on the shirts has been researched and decisions were made with the rider in mind. In this section, the main QC identity is laid out and explained.

The QC logo is the center of Queen City Transit. The mark was designed to be recognizable in the system's many colors, and in the locations of Charlotte's urban and suburban environments. It is concrete, and can hold its own in any landscape, making it a symbol you can trust.

A central QC gray was developed to be the backbone of the colorful Queen City Transit system. Together with black, QC Gray will not be the voice of Queen City Transit, but rather a hub for the many colors that must make their own unique points.

Logo

Because the QC Logo has been designed to stand alone, it can be used with no other supporting text to identify Queen City Transit.

Within Charlotte, the logo is most often used in the color of the train line it is referring to. Anytime a line is not being referenced, the logo is seen in black and QC Gray, black on light background, or white on dark background. The logo will never be used as a solid gray mark.



Primary Logo



Primary Logo



Black on Light



White on Dark



1.75 inches



1.5 inches



1.25 inches



1 inch



.75 inches



.5 inches

Logotype

The Queen City Transit logotype is second only to the QC logo in visually identifying the Queen City Transit system. It is composed of letter forms derived from the typeface, Century Gothic, expressly by QC Transit.

The logotype can be used alone, or with the logo in several different configurations. The logotype can be used in black and QC Gray, black on light, or white on dark. It is never used as a solid gray mark.



Type Styles

The custom QCentury type family is the identifying type family of Queen City transit. It should be used for primary use when referencing QC Transit, one of its train lines, or products.

Helvetica Neue LT is the type family used for secondary reasons. It is chosen because it compliments QCentury well and is practical in utilitarian situations.



Colors

Color is at very center of the Queen City Transit system. Every line is identified primarily by its unique color, and the usability of this color system is essential to the success of the transit system as a whole.

A central QC gray was developed to be the backbone of the colorful Queen City Transit system. Together with black, QC Gray will not be the voice of Queen City Transit, but rather a hub for the many colors that must make their own unique points.



QC Gray

CMYK Formula
C: 63%
M: 49%
Y: 49%
K: 20%



Black

CMYK Formula
C: 0%
M: 0%
Y: 0%
K: 100%

Letterheads

The QC Transit corporate stationery is created for functionality and cost effectiveness. The letterheads mesh well with a strong identity, incorporating the QC Gray and black color scheme. The logo quickly identifies the letter with QC Transit, and the important information such as address, phone number, and web address are quickly and easily found in the top right corner.

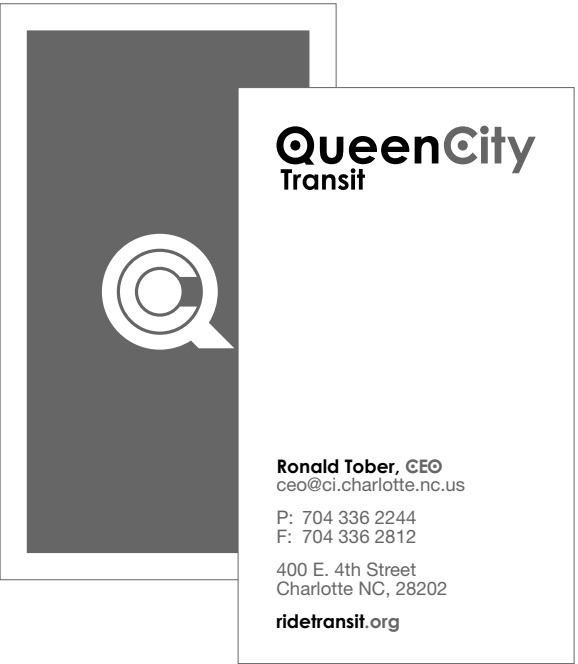


Corporate Letterhead

Business Card

The Queen City Transit business card is designed to be unique and quick to associate with the QC Transit name. The backs have a bold white logo on a field of QC Gray. The large logo on a solid background was chosen to make the cards stand out in a stack of mostly white cards.

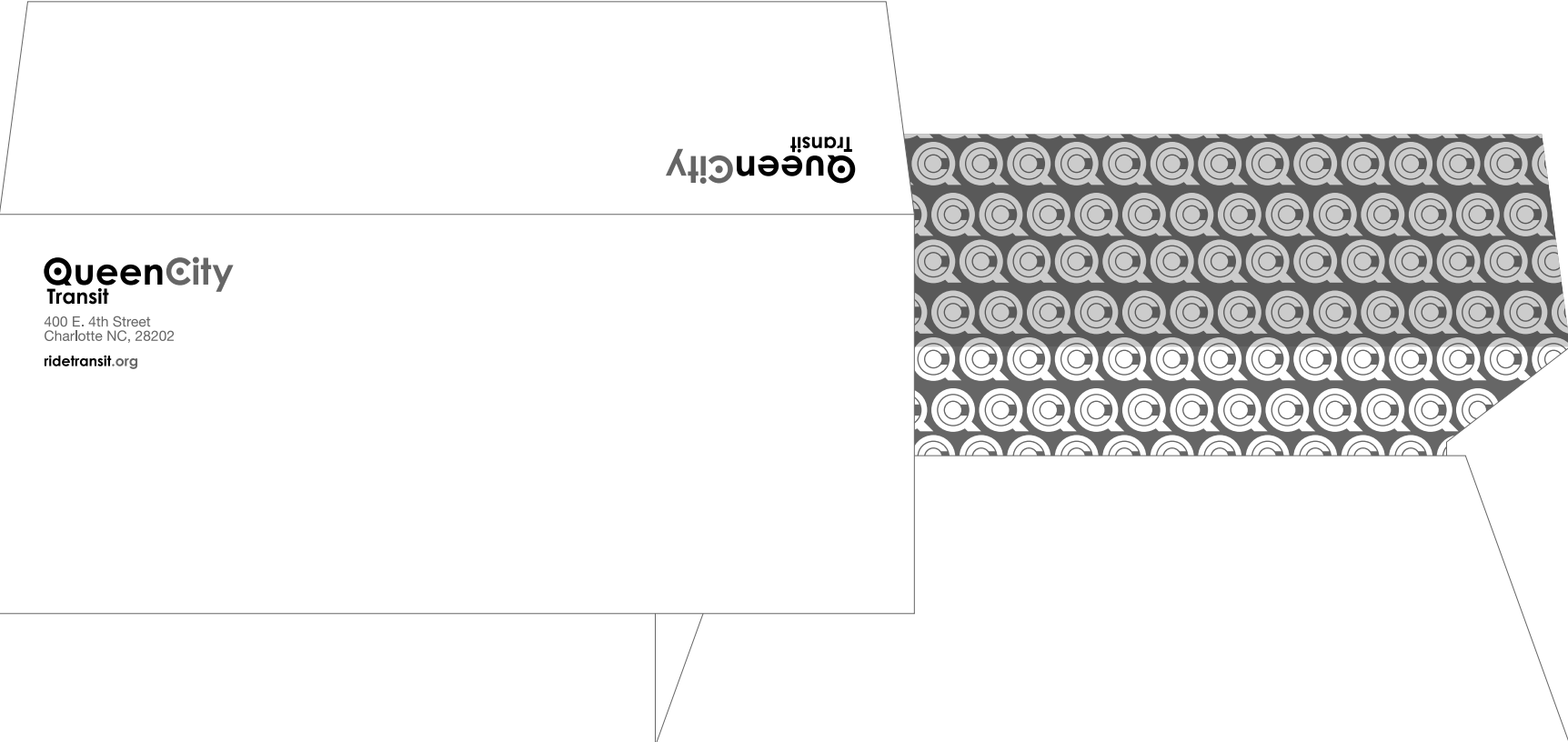
The front of the cards is laid out for functionality first, with a vertical layout making it easy to find the important information.



Business Card
(Actual Size)

Envelope

The Queen City transit envelopes have been designed in a basic style with several important exceptions. The logo is repeated on the back of the envelope to make it easily identifiable in a stack. A security pattern has also been printed inside the envelope to make it difficult to see what the envelope contains.



Corporate Envelope

Q's many colors

Charlotte's Colors

Beneath all of these visuals is the real importance of the system. The trains which will move Charlotte every day have been carefully organized into a color coded system. The system was developed to make using QC Transit as effortless as possible.

The 6 lines run by Queen City Transit, along with CTI's Uptown Trolley have each been given a distinct color, and with this color comes an individual identity. Charlottians will begin to find an identity in their line, and take pride in the lines that associate with them and their everyday trips.

To the right is an explanation of the lines' colors and names.

Red Line *Huntersville/Fort Mill*

The Red Line runs North/Southwest from southern Huntersville, across the South Carolina border into Fort Mill. Following the basic route of I-77, the 52-mile line runs through Center City and makes Express Stops at the Convention Center, and Paramount's Carowinds. This line also provides event service to the Charlotte Coliseum and Knight Stadium. Red Line will relieve significant congestion along I-77 during rush hours.

Yellow Line *Belmont/Mint Hill*

The Yellow Line runs West/East providing service from eastern Gaston County to Charlotte's densely populated Mint Hill area. With 24 hour express service from 7th Street Station to Charlotte/Douglas International Airport, the Yellow Line will become an invaluable resource to Charlotte's business class. The line follows I-85 from Gaston County to I-277 and will help ease rush hour congestion around their intersection.

Orange Line *Interior Loop*

The Orange Line circles around Charlotte's interior providing service to innercity residents and easy transfers to all trains without traveling all the way into 7th Street Station. The 28-mile loop runs a tight perimeter around Center City's north making Express Stops at Bank of America Stadium and the Amtrak Station. The loop extends farther south helping to relieve the congestion of the Park Road area and Charlotte's Southside.

Purple Line *Charlotte Uptown Trolley*

CTI's Uptown Trolley bends seamlessly into the Queen City Transit system. The 4-mile line running from Historic South End into Center City gives an alternative to CATS buses, or long walks when traveling within Uptown. The trolley runs above ground with stops every quarter mile, including the Charlotte Arena and the Charlotte Convention Center. The Uptown trolley also provides entertainment and relaxation to families and tourists.

Green Line *Lucia/Matthews*

The Green Line runs Northwest/Southeast from east Lucia to Matthews. The line runs 41 miles and crosses major innercity routes such as the Brookshire Freeway and Sardis Road. This line runs through Center City and makes Express Stops at Johnson C. Smith University, Charlotte Arena, Sardis Road, and CPCC's South Campus at I-485.

Blue Line *Concord/Weddington*

The Blue Line runs Northeast/South providing service to the growing Southside. The Blue Line runs 48 miles along I-85 into uptown, and makes stops at Concord Mills, UNCC, the Amtrak Station, and South Park Mall. The Blue Line will also ease the stress on I-85 on race weekends at Lowes Motor Speedway.

Brown Line *Exterior Loop*

The Brown Line runs around Charlotte's exterior, providing service to the residents of surrounding neighborhoods like Mountain Island, Highland Creek, Stallings, Ballantyne, Pineville, and Tuckaseegee. The 68-mile loop runs along the I-485 beltline and has many stations with Park & Ride facilities. Express Service is offered to make transferring quick and easy, even from outside Center City.

Logos & Logotypes

Each line has a unique color to identify its stations and services. The logos associated with individual lines are to appear solid on white, or white within a rounded box of the line color. The Line logos should never be shown in black or QC Gray.



RED EXPRESS
RED LOCAL

GREEN EXPRESS
GREEN LOCAL
YELLOW EXPRESS
YELLOW LOCAL


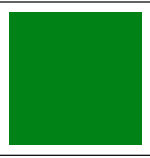
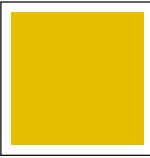


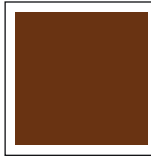

BLUE EXPRESS
BLUE LOCAL

BROWN EXPRESS
BROWN LOCAL
ORANGE LOOP
PURPLE TROLLEY

Colors

Color is at very center of the Queen City Transit system. Every line is identified primarily by its unique color, and the usability of this color system is essential to the success of the transit system as a whole.

Each color has been carefully selected to give a unique identity to each line of the Queen City Transit system. The consistant use of these colors is one of the most important elements of the visual identity.

						
Red Line	Green Line	Yellow Line	Blue Line	Orange Line	Brown Line	Purple Line
CMYK Formula C: 10% M: 93% Y: 97% K: 2%	CMYK Formula C: 90% M: 20% Y: 100% K: 10%	CMYK Formula C: 12% M: 21% Y: 90% K: 0%	CMYK Formula C: 77% M: 20% Y: 0% K: 0%	CMYK Formula C: 1% M: 72% Y: 95% K: 1%	CMYK Formula C: 40% M: 74% Y: 98% K: 47%	CMYK Formula C: 64% M: 98% Y: 0% K: 0%

Finding Your Way Around.

Getting around a complex urban transportation system can be intimidating. For someone who does not use QC Transit regularly, the system maps are the key to their success within the system. Extensive research and work has gone into providing riders with the best tools available.

Three maps have been developed to help navigate the QC transit system. The main system map provides the overall system guide, as well as the details of Park and Ride locations and wheelchair accessibility for all stops outside of the uptown area. The uptown detail map shows the system within the uptown commercial district, and the station sequence map provides a quick reference to the stations and how they are laid out in relation to one another.

All 3 maps will be available along with station indexes, time charts, and Park and Ride information within the Queen City Transit maps.

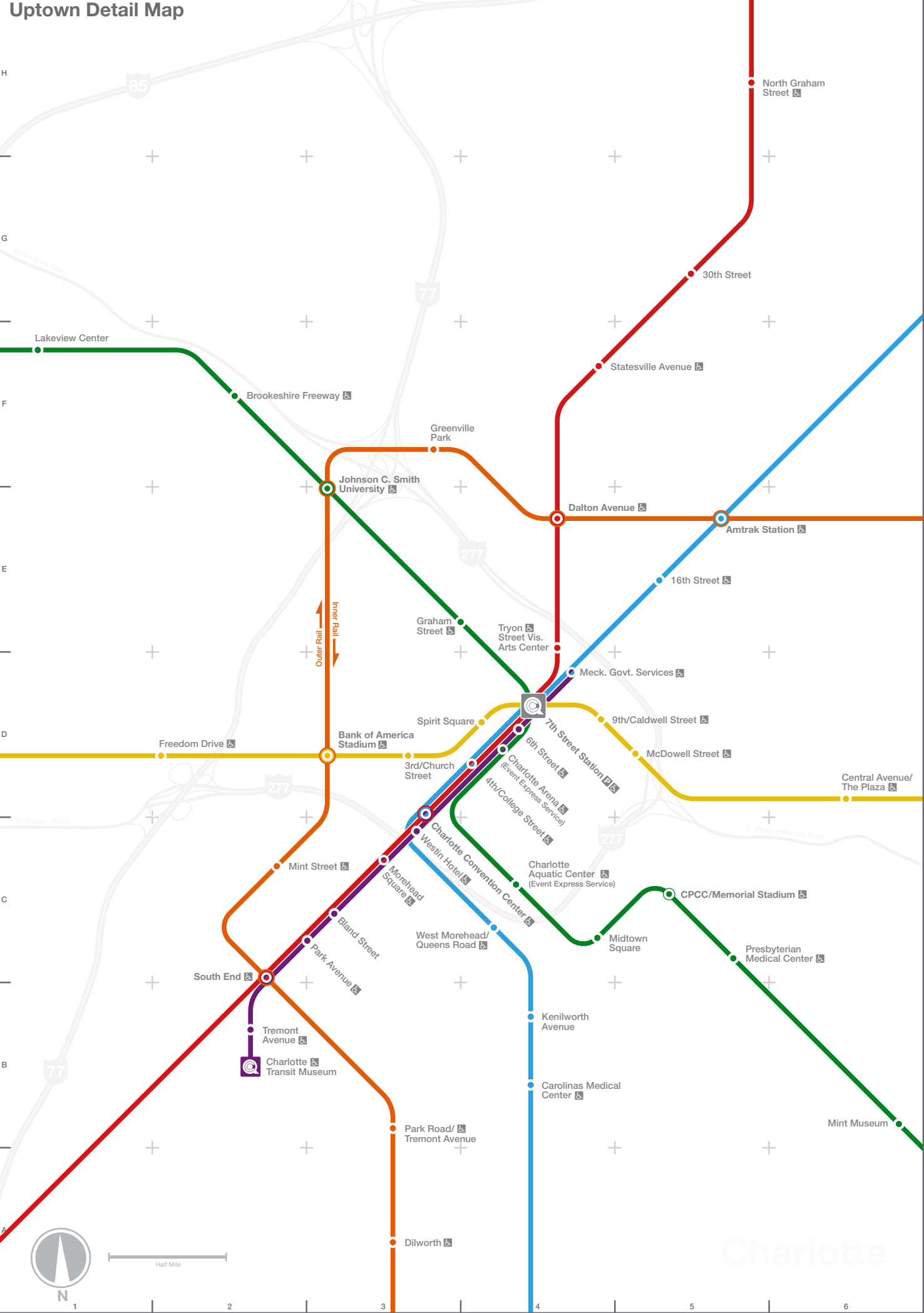
Navigating



Main Map

The main QC Transit map has been carefully constructed to best illustrate the system, and make it as easy as possible for a transit user to navigate the complex rails. Each stop is labeled, and variations in type along with different icons help distinguish Express and Local stops. Transfers are also shown with a unique icon.





Uptown Detail Map

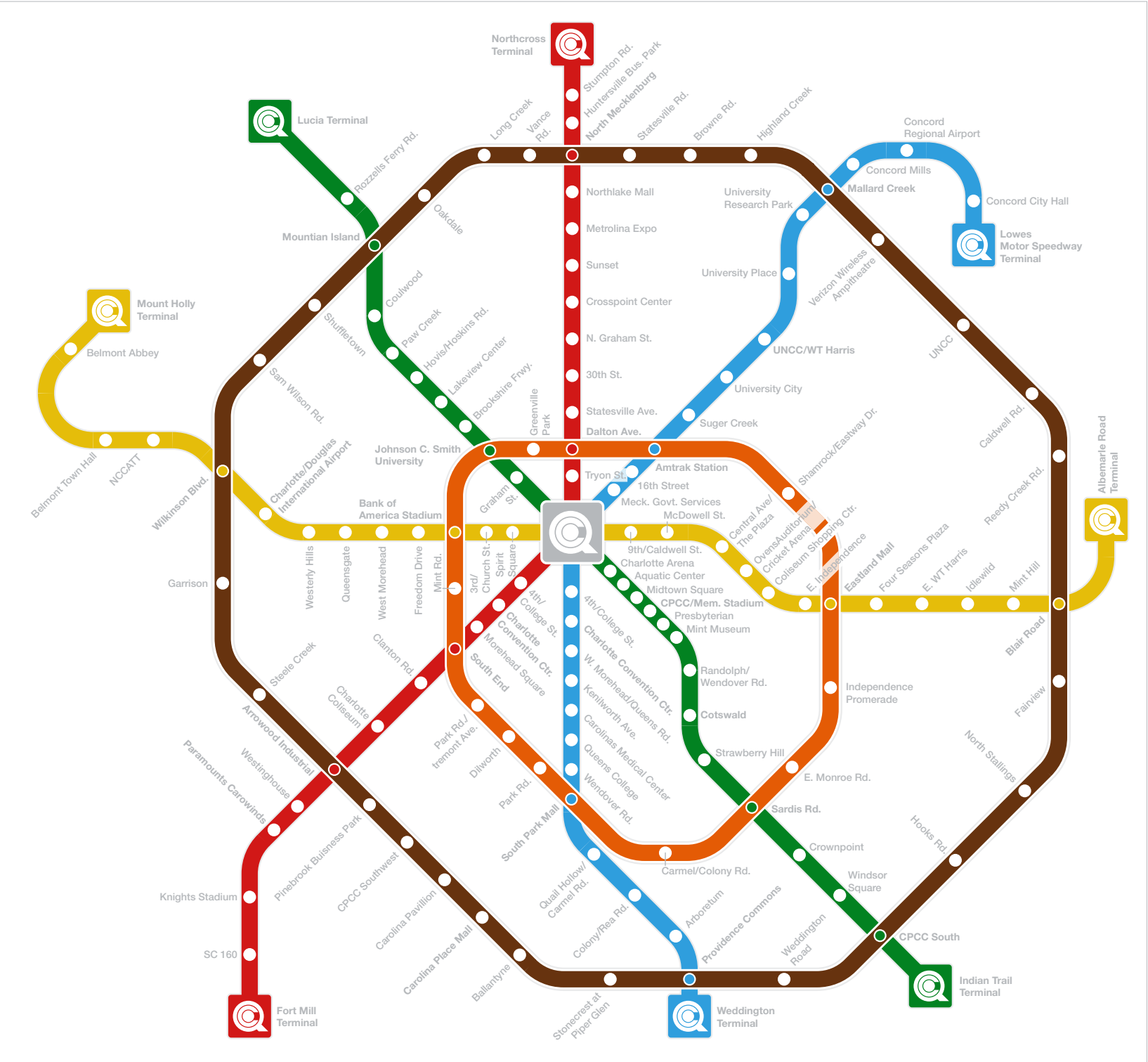
The Uptown Detail map serves as a supplement to the main system map. It clearly shows the more complex Center City underground section of the system. It also includes the CTI run Uptown Trolley.

The Uptown Detail Map should never be displayed without a main system map within eye view.

Station Sequence Map

The Station Sequence Map boldly shows the QC Transit systems line. The purpose of its over-simplified contents is to allow riders to quickly see what stops are next on their journey, and what line maybe available there for transfer.

The Station Sequence Map will often be small, handheld size to be a quick reference. The Sequence Map can be found on the back of the fold up System Maps.



Q Environment



Signs of Progress

The signage system of Queen City Transit pays a compliment to the beauty of the City of Charlotte. Everything from the pillars marking the station entrances to the trackside information has been designed to mesh within Charlotte’s cityscape and landscape.

The signage system has also been created to help Charlotte area residents and visitors find and move within the system naturally. Entrances are visible from a distance, making them easy to find within the city, even in darkness and bad weather. Directional signage within the stations is designed and implemented to reduce the time riders spend figuring out their trip, cutting down on transit time as a whole.

Signs in each station are branded with the lines servicing it. Each sign includes the colors of the sign it is referring to across its top, making them easy to spot while on the move.

Inside this book, most signs are shown in the context of the 4th/College Street Station. All signs have been researched and designed to work within any situation. Every sign shown can be used in any station with most elements remaining the same. This consistency of color, layout, and typography will play a large roll in making QC Transit successful.

Pillars

The Queen City Transit signage is crowned by the QC Pillars. Standing 10 feet in front of every station entrance, the QC Pillars provide a consistent beacon for riders to look for when they need to get to a train.

Each pillar has one or two rings, depending on the amount of lines that are inside the station represented. The rings bear the color of the lines available inside the station. Each pillar also has the QC Transit logo at its top, also in the color of the lines available.

To make the pillars easy to locate in dark and in bad weather, the rings and color coded logos illuminate.



4th/College Street



4th/College Street at Night



Interior Loop w/ Yellow Line



Interior Loop w/ Red Line



Exterior Loop w/ Red Line



Blue Line



Green Line



Exterior Loop

Entrances

Each station is clearly marked with its unique name and with the lines available inside. Along with the pillars, at least two identifier signs will be outside every entrance. One identifier sign will hang above the steps or escalator, and it will show any additional important information regarding accessibility, QCards, or hours.

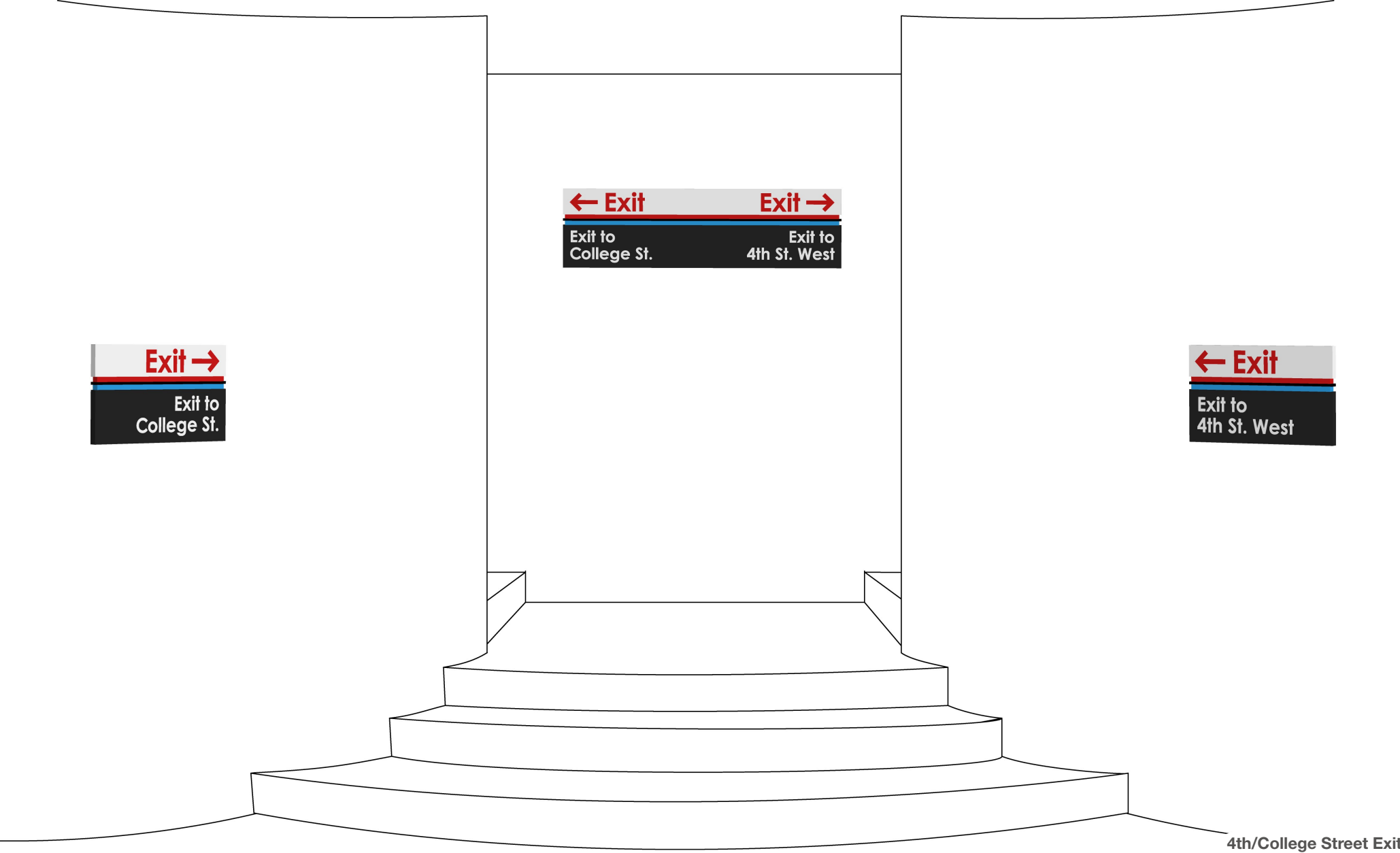
Any accessible elevators must also have a sign identifying the station and lines.

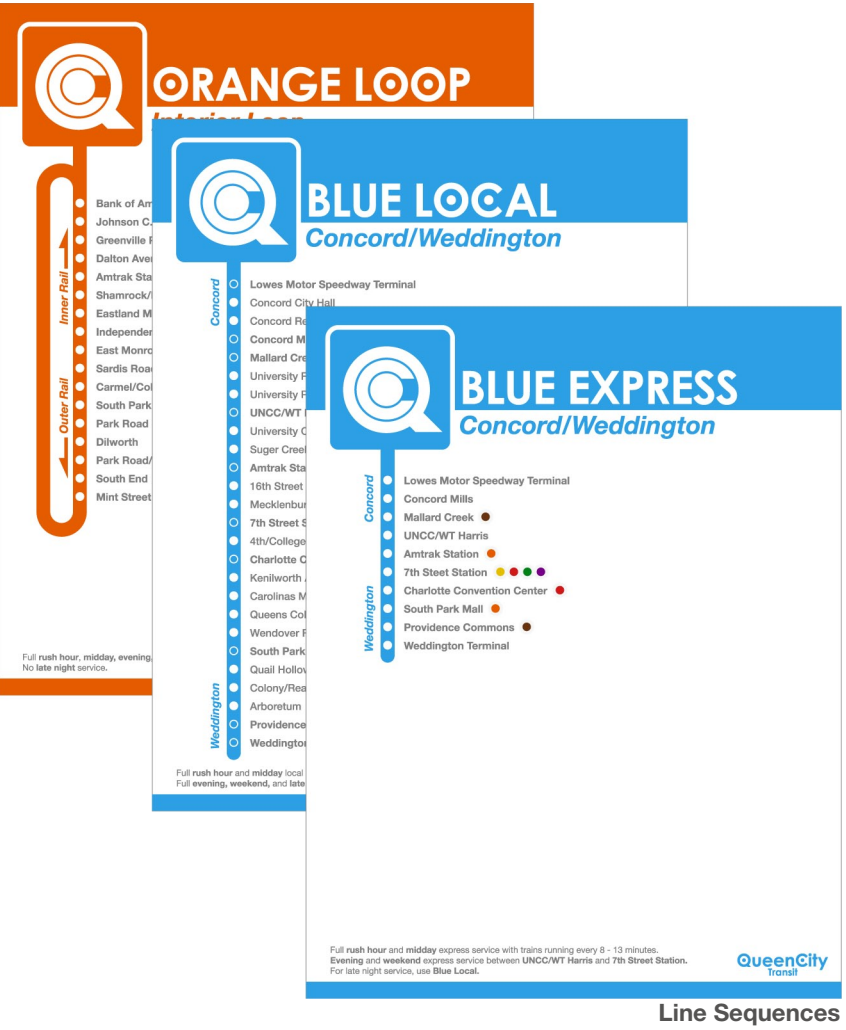


Exits

Exits signs are an extremely important element within the interior of any building. In the QC stations they must be visually unique while still working within a signage system.

All exit signs have been designed bearing the colors of the station they are in. Exits can also be shown on wayfinding signs by adding a white top.

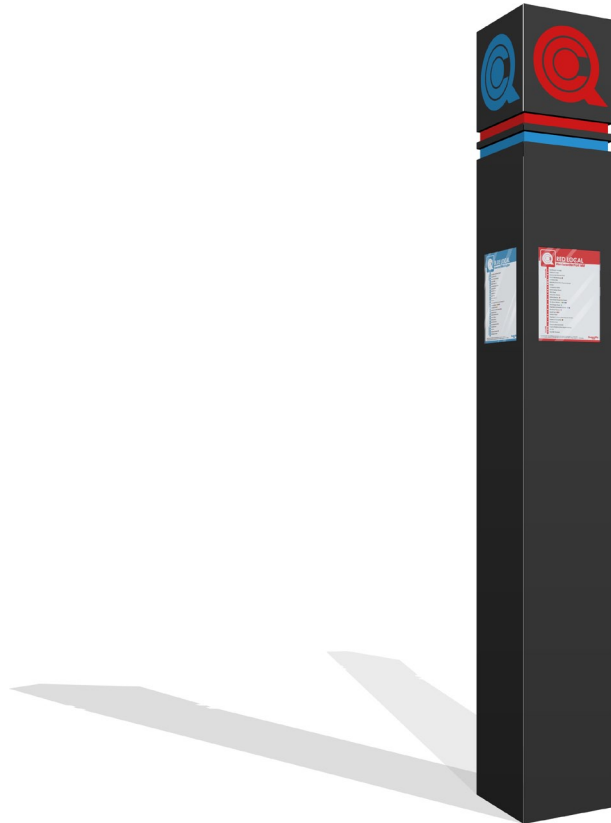




Line Information

Beside each track will be square pillars reminiscent of the entrance pillars. The purpose of these pillars is to provide a place for all line information. System announcements and service changes will be posted on these pillars.

The pillars will also contain the line sequence and times. These pages are designed to quickly communicate what stops and transfers are on the train line you are standing next to.



Information Pillar

Maps

Whitin each station, there will be at least 3 full system maps. 1 map before the turnstiles, and one beside each track. The maps within the stations are mounted between glass, suspended 2 feet from the ground. The top of the maps is 5 feet from the ground.

Each maps includes both the main map and the uptown detail map.



Trackside Maps

Trackside

The mission of Queen City Transit's trackside signage is to complete 3 different tasks. First, it must quickly communicate the color, type, and direction of the train running on that particular track. Secondly, it should communicate the next stop for that train and the transfers available at the next station. Lastly, it should be a marker for people within the train to tell what stop they are at.

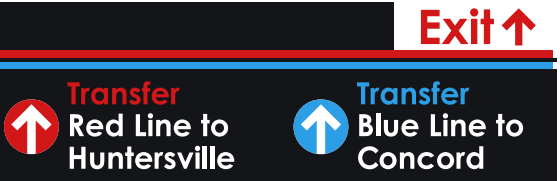


Blue Line Concord Bound

Wayfinding

The signs inside each station which help riders navigate the QC Transit system have been designed to function first.

Each sign is unique in its message, and the signs have been created to easily change to any need, while staying consistent. Arrows have been custom created to maximize visibility, and the white on black text speaks clear and concise.



Transfer w/ Exit



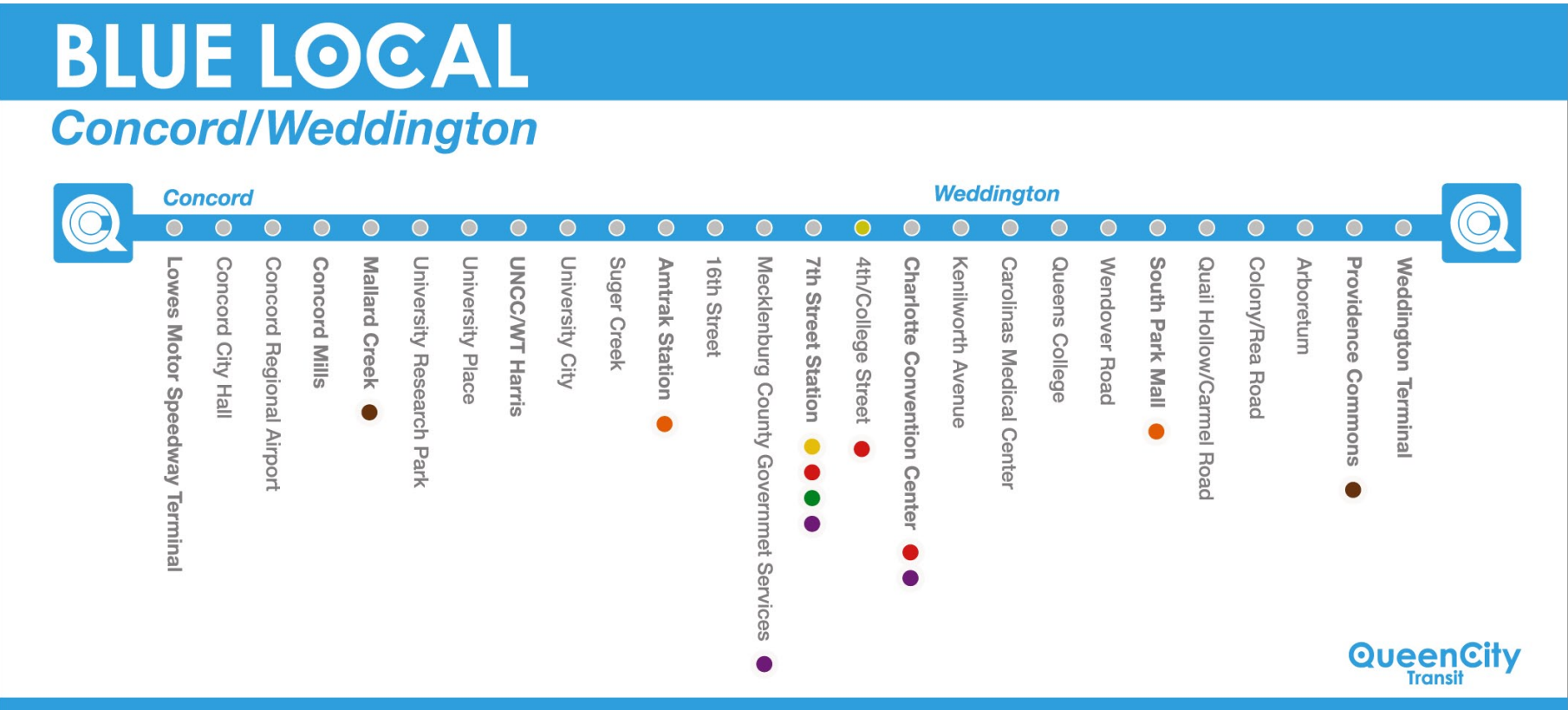
Directions w/ Exit



Directions w/o Exit



Blue Line In-Train Signs



Blue Line In-Train Sequence Signs

Next Stop Sign

Inside each train car are two digital signs showing information about the train and its line. The digital signs show train color, direction, and the next stop.

Beside the digital signs are two arrows which light up according to which side of the train the doors open at the next stop. This is good for riders with luggage or other items to gather before the train arrives in the station.

Sequence Sign

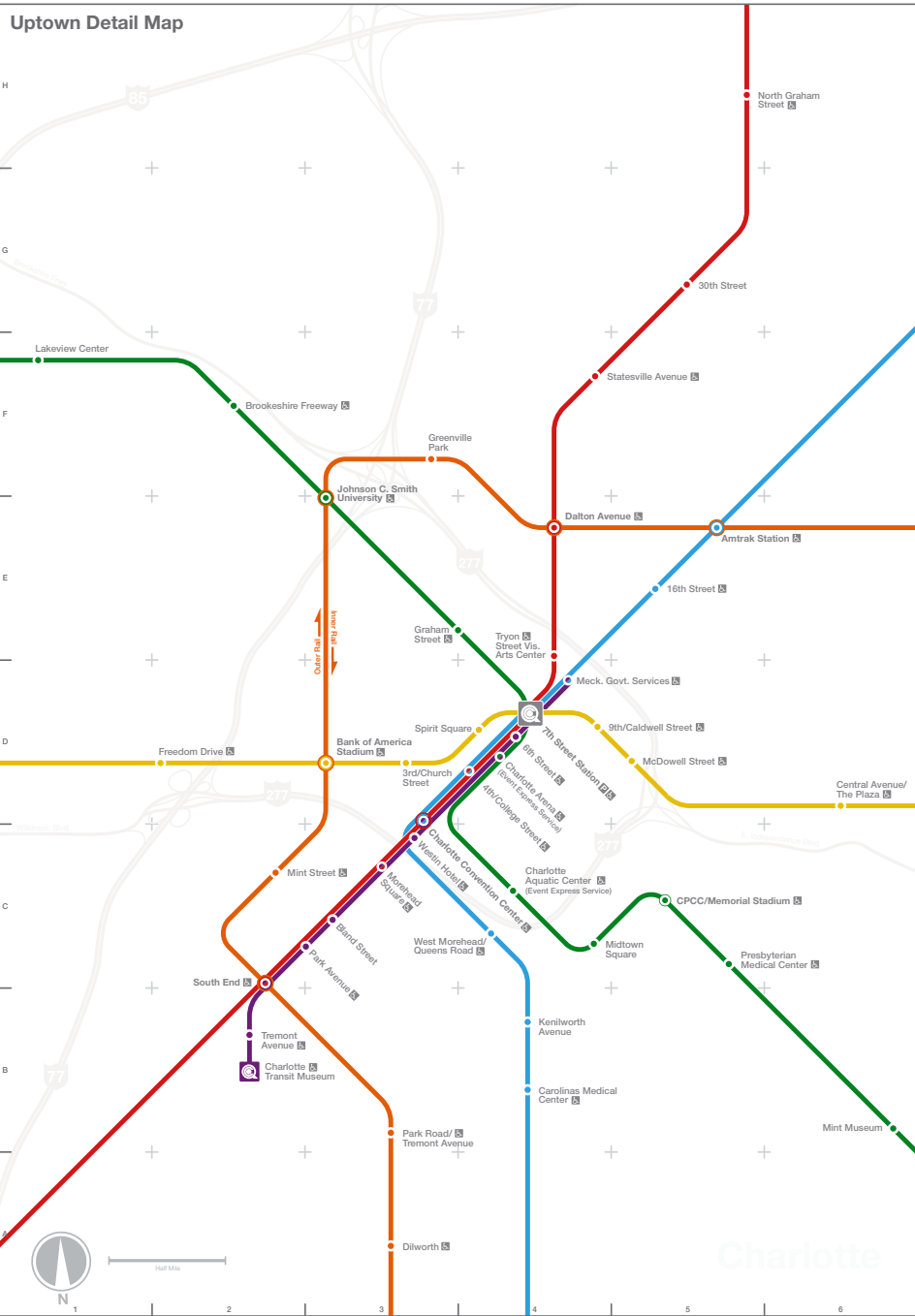
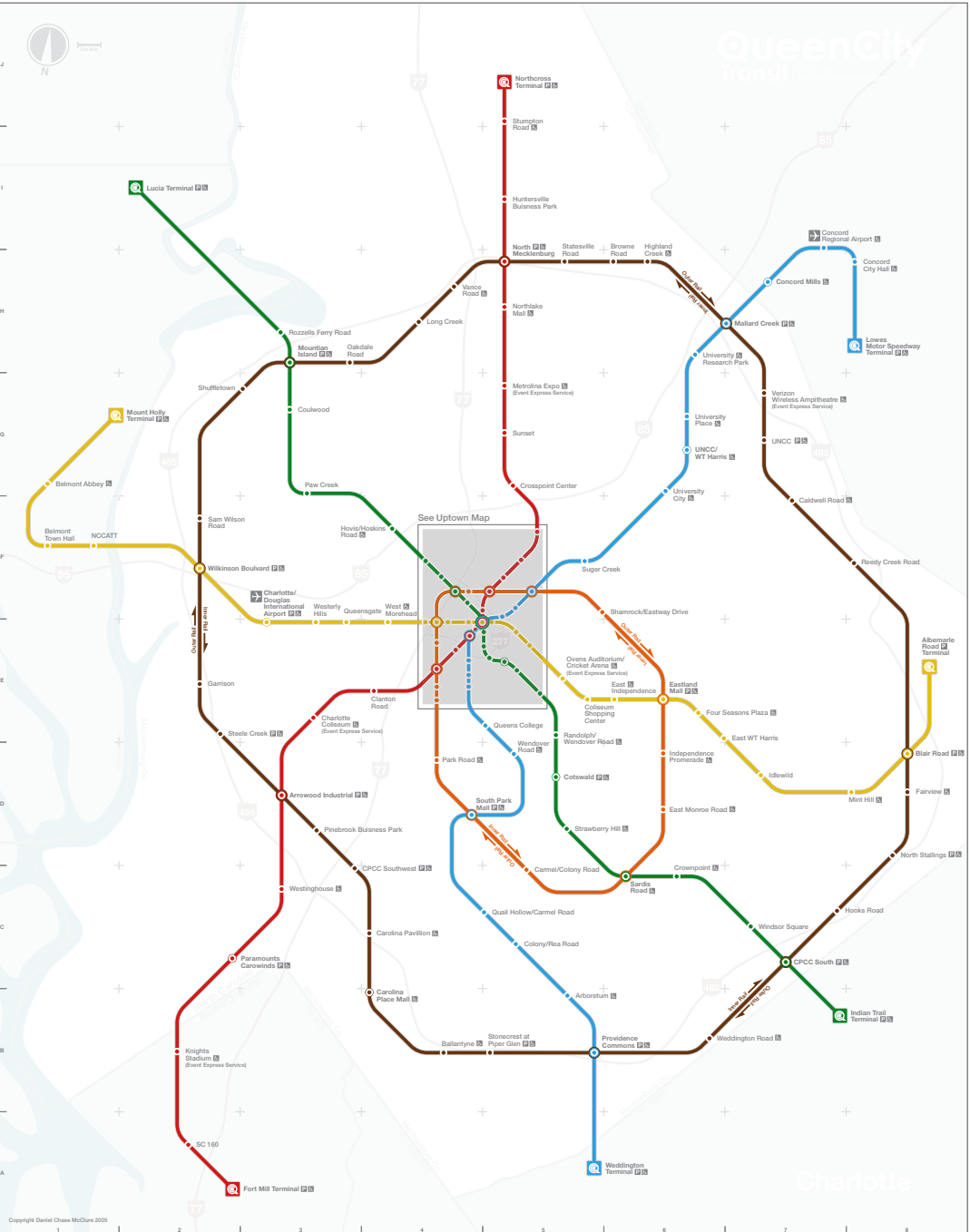
Within each train car are several line sequence signs. These signs are located on each side of the train, high enough for clear view even in a full rush hour car.


The signs have on them each stop along the line represented. The circles corresponding with each stop light up as the train moves about Charlotte.

In-Train Maps

The maps placed within each train car can be found around each set of doors. Mounted on one side of the doors is a main map, and on the other side of the doors is an uptown detail map. The maps will be printed 2 feet tall, making it easy for a rider to see the maps, even if the train is crowded.

If the doors have maps around them, directly across the train will be advertismments. These alternate around each set of doors, giving each end of a train car one set of maps.






SYSTEM CHANGE

Blue Line Service Disruptions Weekends and Late Night through April 2005

Shuttle buses will replace service at various points along the north side of the **Blue Line**. At times there will be no service trains into **7th Street Station**. The **Blue Line** will run in sections, requiring **Interior Loop** transfers to continue your trip.

Look for System Change signs that will give you dates, times, and alternate travel routes.

These changes are necessary while QC Transit installs and test advanced communication and train-control systems on the **Blue Line**. The system can improve scheduling, reduce waiting times, and increase reliability.



System Announcement

Various announcements need to be quickly given to Queen City commuters. The system announcement sheet has been designed to be recognizable in any situation. It is also easily edited and customized to target certain lines, while staying true to its central form.

Interstate Signs

Throughout Charlotte, QC Transit must be able to speak clearly to potential riders. On major roads and interstates, signs will be added to the standard sign system to help commuters find stations while driving in their cars. Many QC riders will be taking advantage of the Park and Ride facilities, especially along the Brown Line. Signs will need to be in place to distinguish those exits containing QC access.



I-85 and Wilkinson Boulevard Sign

Road Signs

Along Charlotte roads will be signs directing automobile traffic to train stations. These signs can help lead commuters from major roads into Park and Ride facilities, and can also help commuters inside the Outer Loop locate stations.

Q Details

Making QC Your Own.

Within Queen City Transit are many hidden surprises. Little details about the system are what make it so unique, and are what will give Charlotte pride. A big effort was placed into designing every little detail of the system.

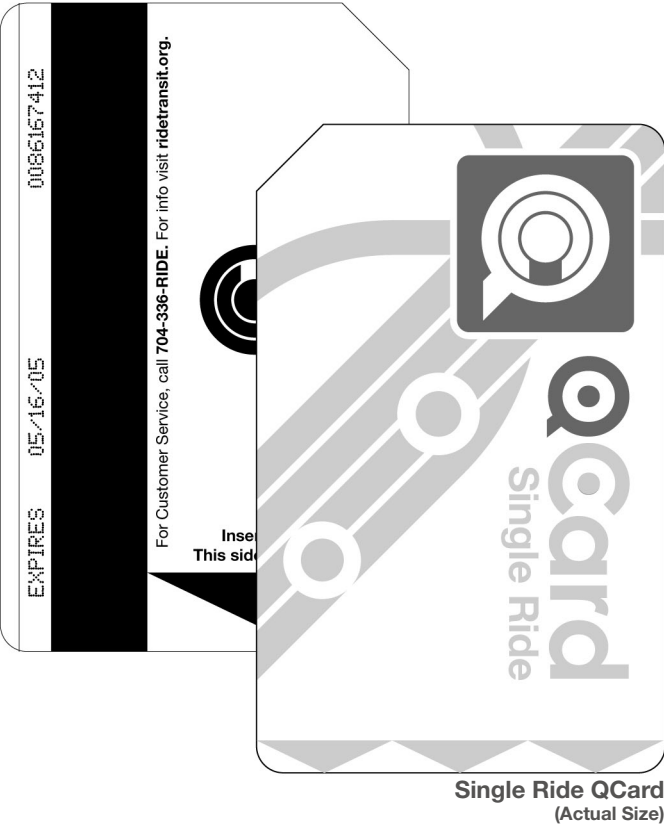
The fare cards, called QCards, are colorful and unique. It will never be confused with the many other cards in your wallet or pocketbook. Train paint schemes will compliment Charlotte modern cityscapes as it travels throughout the area. Merchandise such as shirts, mugs, shot glasses, and key chains have been created to allow Charlottians to own the system, not just use it.

QCard

QCards will become a recognizable entity to any Charlotte Area resident. These cards keep track of fare paymets system wide, also working with CATS and CCTS buses.

The QCards come in 2 forms. The standard QCard is a card a rider would keep for an extended period of time. The cards would first be purchased from a QCard Machine in any station or from ridetransit.org. Then a rider could refill the card as many times as needed until the expiration date is reached. All fares will be tracked from a central computer system by magnetic strips on the backs of each card.

QCards can also be purchased from QCard Machines in the form of a Single Ride card. These cards are made for a one-way trip and are then unusable.

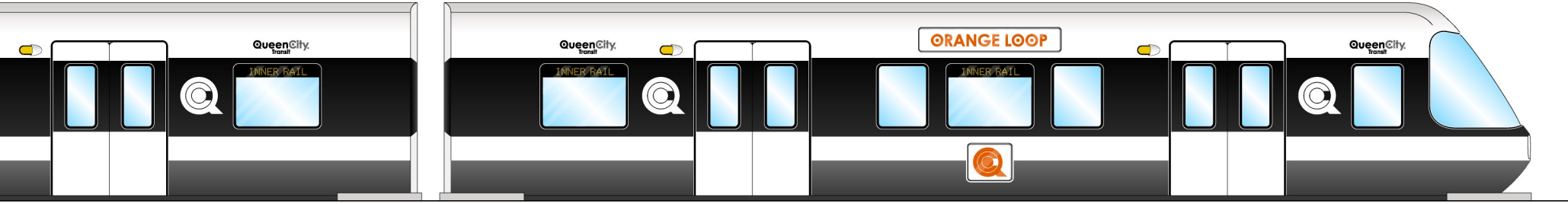
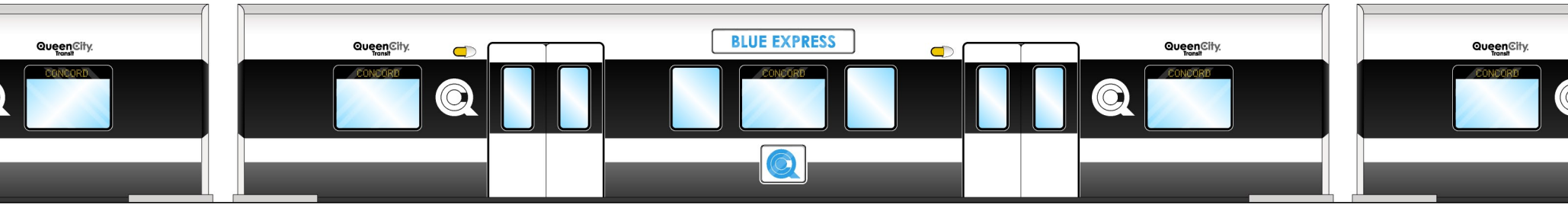
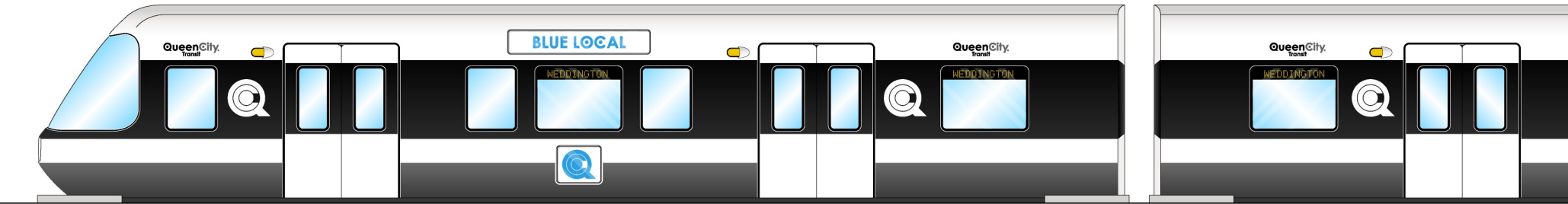


Train Liveries

The on-train graphics of Queen City Transit will allow the system to enhance the image of the entire City of Charlotte. While the modern trains move through the city, they will be recognizable as a trustworthy system that is helping create a better future for the entire area.

Each train car is painted identical to allow every car and engine to operate on every line. The oversized signage on the sides of the cars, and the large QC logo under the center window and windshield change to identify the train.

Digital signs in the windows and windshield allow riders on platforms to quickly identify the trains direction by displaying the destination terminal.



Shirts

To help brand the system as a whole as well as its individual stops and lines, shirts will be sold in many stores around Charlotte and in the QShop within 7th Street Station. People can purchase shirts with the stop they live near, allowing them to truly own their part of the system.



Mugs

The purchase of mugs can also provide Charlotte residents and visitors a chance to own a part of the QC transit system.



