



Brand Standards and Guidelines



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# The Company

01

**Company Overview**

Our History

What We Do

**About Us**

Actionfigure™ is the leading global provider of transportation intelligence solutions, unlocking the value of location and enabling people to make great transportation choices.

**Who We Are**

Actionfigure works with workplaces, and owners and operators of commercial and multifamily real estate to support employees, tenants, residents, and guests with live transportation intelligence. Our products include industry-pioneering screens, applications, and custom integrations to provide the best fit solutions for our partners.

Actionfigure's platform curates more than 3,000 data feeds to provide accurate, real-time information about public, private, and shared transportation options. Our proprietary AI algorithms provide best-fit transportation and multimodal trip recommendations, and our software provides unique, actionable insights on transportation and real estate. Actionfigure unlocks the value of location in ways not available anywhere else.

**Our Goal**

Actionfigure is working to make our world a more sustainable place by providing access to live, curated transportation information. Our products make it easier for people to choose to move more efficiently and sustainably, improving their quality of life. Actionfigure is changing the way the commercial real estate industry values location and proximity to transportation, and we provide solutions that enable greener and more sustainable places.

[Company Overview](#)[Our History](#)[What We Do](#)

## Our History



“By combining movement, ‘action,’ and data, ‘figure’, Actionfigure conveys how we are the most robust solution for informed urban travel using real-time data.”

**Matt Caywood,**  
Co-Founder & CEO

### Pioneers in Transportation Data

In 2011, Matt Caywood was advising Mobility Lab, a research center for transportation behavior and policy within Arlington, Virginia’s government. They identified a need to create technology to gather and display real-time transportation information, began building the first TransitScreen® product, and deployed it at several sites around Arlington and Washington, D.C.

To commercialize the technology, Matt incorporated the company in 2013 as Multimodal Logic, and was shortly joined by co-founder Ryan Croft. The company, now called TransitScreen, blossomed in 2014 in the Washington, D.C. tech incubator 1776. TransitScreen became the gold standard for transportation displays



Actionfigure™ Co-founder and CEO, Matt Caywood, discussing TransitScreen with President Barack Obama, Washington, D.C.

incorporating real-time public transit, bikeshare, carshare, and other modes in one place. TransitScreen expanded to leverage transportation intelligence for mobile apps, trip planning at scale, custom integrations, and created the definitive metric for a location’s transportation access, MobilityScore®. With this evolution of products and services, TransitScreen became Actionfigure™.

Today, Actionfigure partners with more than 1,000 customers in more than 50 cities spanning the United States, Canada, and Europe, providing world-class transportation intelligence solutions.



Company Overview

Our History

What We Do

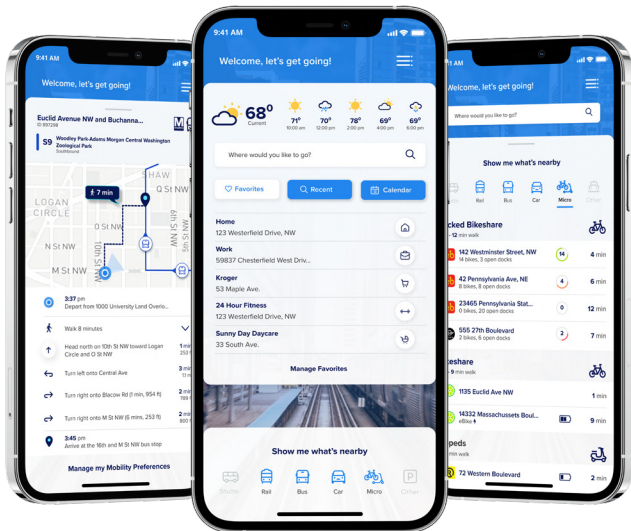
Our Solutions

The heart of Actionfigure™ is our goal of empowering businesses to help their employees, tenants, residents, and guests travel to and from their location as easily, efficiently, and sustainably as possible. Our curated transportation solutions help with that goal and are available on displays, mobile apps, and enterprise-grade software. Additionally, our proprietary data platform coordinates and curates more than 3,000 data feeds to provide accurate, real-time transportation information about all types of transportation.



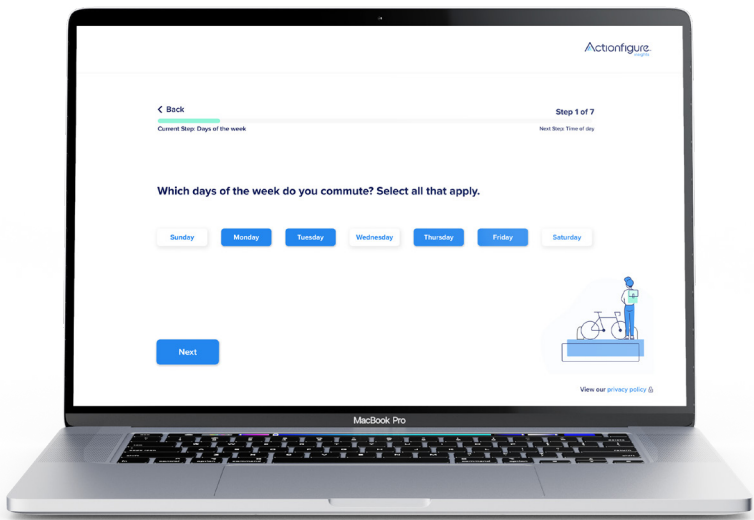
Actionfigure Screen

First released in 2014 as TransitScreen®, Actionfigure Screen is the market-leading display software that provides live real-time information about all transportation choices with dynamic media, messaging, custom feeds, and white labeling capabilities.



Actionfigure Mobile

Actionfigure Mobile is the number-one rated B2B transportation app available, popular with multifamily and office owners and urban employers. The app includes features such as trip planning for public transportation and shared bikes and scooters, calendar integration, side-by-side ride-hailing cost comparisons, and battery charge levels for electric bikes and scooters.



Actionfigure Insights

Actionfigure Insights is a first-of-a-kind commute planning software for employers, office owners, and benefits providers. Insights generates custom door-to-door commute plans and lets employees find and select a commute plan based on their personal preferences, transportation availability, and price, inclusive of all of their public and private commuting choices.



# Our Brand

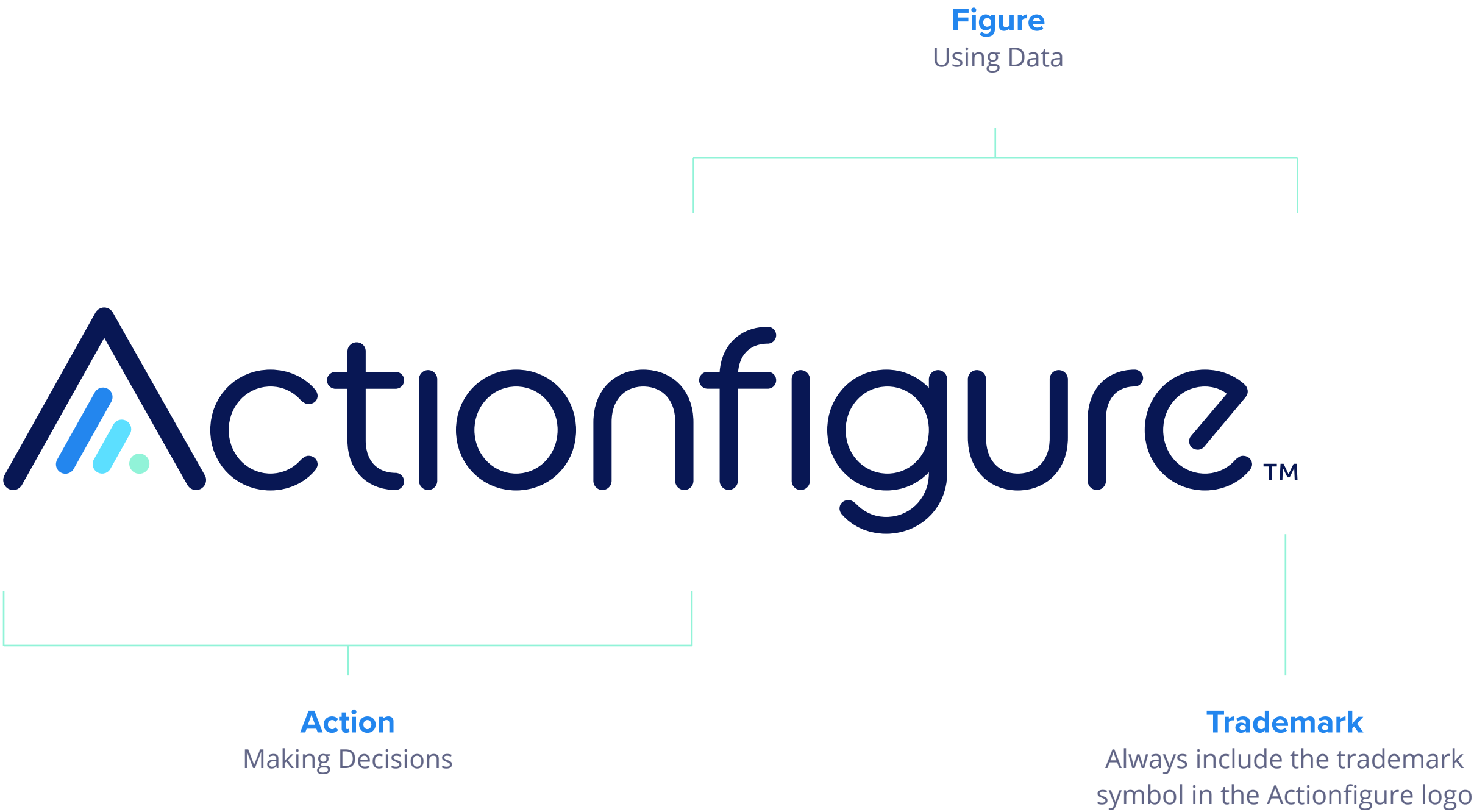
02

- Our Name
- Our Trademarks
- Brand Core Statements
- Brand Personality

# Our Name

In 2021, TransitScreen® became Actionfigure™, bringing the company's solutions under a single identity. The name Actionfigure invokes combining movement and action with data and figures, representing the company's ability to empower those who use Actionfigure's services with actionable transportation intelligence.

Actionfigure is always written as one word, and only the "A" is capitalized.



- Our Name
- Our Trademarks**
- Brand Core Statements
- Brand Personality

# Our Trademarks



## Company Name and Logos

The first mention of Actionfigure™ in a document or document section should always contain the trademark symbol (™) immediately after it. Our primary logo, which always has the trademark symbol, can facilitate this in some contexts, but if you are unsure, use Actionfigure™ with the trademark symbol upon first mention in a document or document section. Subsequent mentions of Actionfigure do not require the trademark symbol, but it is permitted where there is a contextual need to remind readers of the trademark.

## Product Names

The trademark symbol goes after the name Actionfigure only, and does not go after an Actionfigure product name. For example, “Actionfigure™ Screen” is appropriate when it is the first time Actionfigure is mentioned in the document or document section, but the trademark symbol in this example does not go after “Screen.”

## Registered Trademarks

MobilityScore® and TransitScreen® are registered trademarks. When MobilityScore® or TransitScreen® are first mentioned in a document or document section, they must use the registered trademark symbol (®) immediately after it. Similarly, to Actionfigure, subsequent mentions do not require it, but it can be used if appropriate in context when there is emphasis on reminding the reader of the registered trademark.

## Typing Trademark Symbols

**macOS**  
Option-R = ®  
Option-2 = ™

**Windows**  
Alt-0174 = ®  
Alt-0153 = ™

- Our Name
- Our Trademarks
- Brand Core Statements**
- Brand Personality

# Mission, Vision, and Values



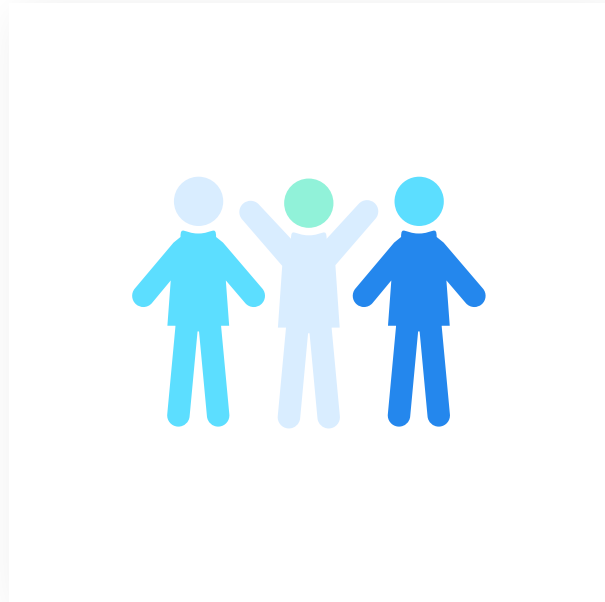
## Our Mission

We partner with the real estate industry to provide *motional intelligence* about transportation for efficiency, sustainability, and quality of life.



## Our Vision

Making the world sustainable by changing how the real estate industry thinks about location.



## Our Values

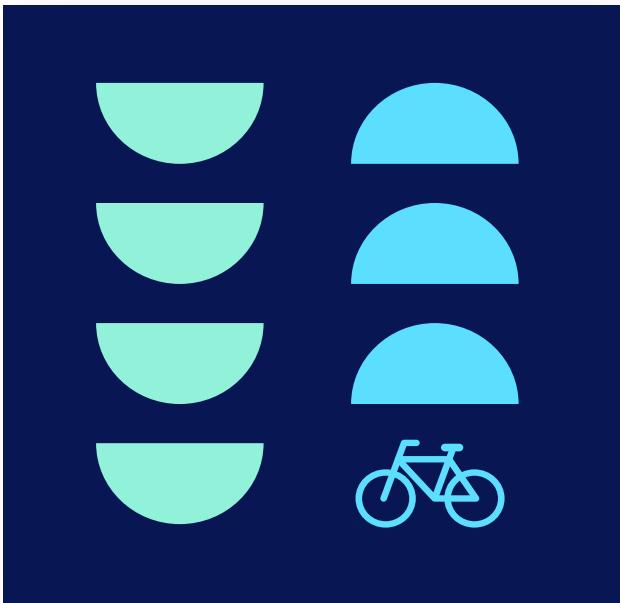
- Curiosity Counts**  
It's the key to progress and innovation.
- Stay Inspired**  
Our efforts are a part of a greater good that keeps us inspired and motivates us to inspire other.
- Be Authentic**  
The best work happens when you have the freedom to be yourself and focus on the mission.
- Practice Empathy**  
We strive to understand and care about each other, our customers, and the environment.
- Embrace Failure**  
If you learn from failures they pave the way to success.



- Our Name
- Our Trademarks
- Brand Core Statements
- Brand Personality**

# Brand Archetypes

We use the universally-recognized character type chart known as “Brand Archetypes” to express human-like personalities and emotions of our brand. Three personalities resemble Actionfigure as a brand, and hints towards who we strive to be as team members within the company. Please keep our brand archetypes in mind when designing for or discussing Actionfigure.



## The Sage

We consider ourselves to be experts in the world of transportation intelligence. We often find ourselves informing our customers on what’s right, and guide them towards making the right decision when it comes to transportation, real estate, and daily commuting habits.

### Key Traits

- Knowledgeable
- Experts
- Lifelong Learners



### Similar Brands



## The Caregiver

We aim to use our knowledge and expertise to care for and help the lives of those around us, and pay attention to the impact we have on the environment. It’s very important to us that our clients and team members are treated with care and respect.

### Key Traits

- Care for Others
- Sustainability
- Helpful



### Similar Brands



## The Outlaw

Our products in transportation intelligence are revolutionary. We are constantly questioning the status quo in the industries we serve, we’re passionate about breaking old norms, and we push the boundaries to embrace a better future.

### Key Traits

- Leaders
- Risk Taking
- Revolutionary



### Similar Brands



- Our Name
- Our Trademarks
- Brand Core Statements
- Brand Personality

# Voice, Tone and Language

The way Actionfigure talks and writes is a core part of the brand. For many people, the voice and tone of written language can have a stronger brand impression than a visual identity.

## When We Write:

**We’re experts, without ego.**  
We know our stuff, but we empower others to be experts, too. We avoid jargon that can exclude, and explain our expertise in a manner that is inclusive and brings everyone along.

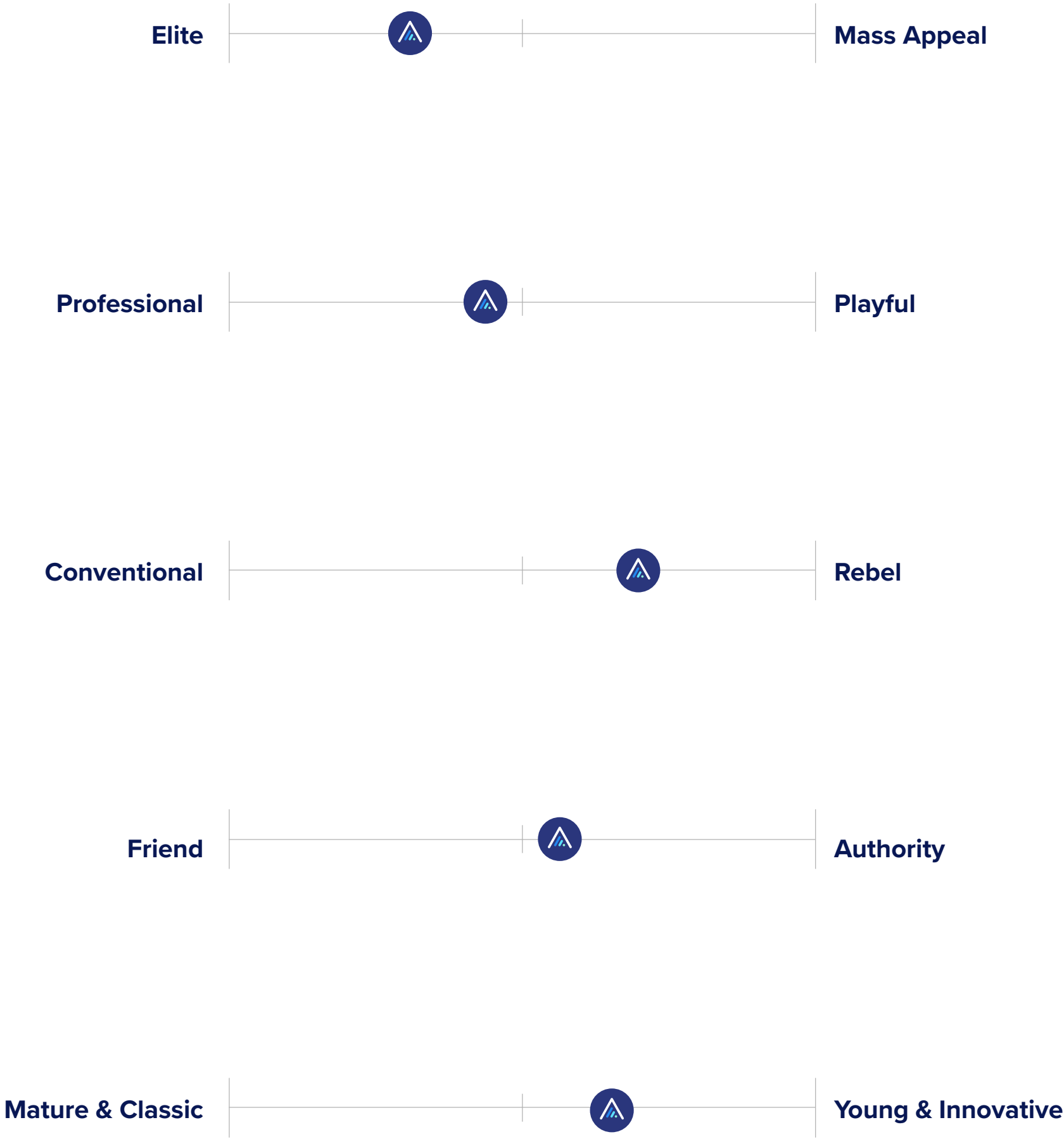
**We’re authoritative, yet humble.**  
We are respected for our leadership, but we always have empathy for our readers and a desire to learn from them. Like a really knowledgeable friend.

**We’re honest, not hyperbolic.**  
We tell it how it is, and we can use studies and statistics to back it up. We are straightforward in explaining what we do and what we offer.

**We’re rebellious, but professional.**  
We’re charting paths that most others haven’t taken yet. We can challenge our readers to think about a new or uncomfortable direction, and do so in a manner to ensure people join us on that journey.

**Our humor is subtle.**  
We’re a little eccentric, a bit nerdy, smart but not sharp, and still very accessible and relatable.

## Our Personality



# Logo Usage

03

Primary Logo

Logo Variations

Hierarchy

Proper Sizing

Clearspace

Logo Don'ts

The Primary Logo

The Actionfigure™ primary logo is a friendly wordmark that uses modern typography and colors to reflect our digital-first brand. Our logo uses the BC Alphapipe typeface family to create a simple, yet approachable impression by using rounded strokes and circular based letters. The Actionfigure logo mark “A” uses custom built shapes within the letter to add color to the main mark. These shapes are proportionally representative of the different transportation modes Actionfigure staff uses to commute (transit and carpool; biking; and walking), and alludes to the different-colored transportation choices shown in our products.

Logo Mark

The logo mark is used when the wordmark doesn't work in the surrounding context.



Wordmark

The Actionfigure wordmark is the primary form of our company's logo.



- Primary Logo
- Logo Variations**
- Hierarchy
- Proper Sizing
- Clearspace
- Logo Don'ts

# Brand Logos

We use three different logo variations to represent our overarching brand. The main wordmark, the secondary wordmark, and the logo mark should be used appropriately to visually represent Actionfigure depending on space and context.

## Main Wordmark

This logo should be used when referring to the entire Actionfigure brand platform.



## Secondary Wordmark

The secondary logo should be used when discussing AI capabilities, or when referring to the Actionfigure website.



## Logo Mark

The "A" logo mark can be used when the Actionfigure wordmark appears too small for the given display space, or the context requires the logo to fit in a square or circle.



- Primary Logo
- Logo Variations
- Hierarchy
- Proper Sizing
- Clearspace
- Logo Don'ts

## Product Logos

Different from the brand logos, each of our software products has their own logo in both wordmark and logo mark form. Each wordmark is an extension of the main Actionfigure brand wordmark and combines the product name as a secondary line under the main brand name.

### Product Wordmarks

Each product's wordmark should be used as the main logo when referring to the product itself.



### Product Logo Marks

The product logo marks should be used as a stackable alternative to the wordmarks, or when the main product wordmark is used more than two times on one page or display.



- Primary Logo
- Logo Variations
- Hierarchy
- Proper Sizing
- Clearspace
- Logo Don'ts

## Dark vs. Light

It's important to pay attention to the logo colors when displayed on different backgrounds. We want to try to use the logo's full colors as often as possible, so please only use all white, all navy, or all black logos when absolutely necessary. When displaying the full colored logo on a light or dark background, be sure to follow the rules outlined on this page.

### Backgrounds

The logo should never be displayed on the Blueberry, Seafoam, and Aqua brand color backgrounds.

### Logo Mark - Lines

The 3 colored lines within the logo mark should always remain the same, regardless of the light or dark background colors.



### Main Wordmark

The main wordmark should only be displayed in Navy or White.



### Product Name

The product name changes from Blueberry to Aqua when displayed on dark backgrounds.





- Primary Logo
- Logo Variations
- Hierarchy**
- Proper Sizing
- Clearspace
- Logo Don'ts

# Logo Hierarchy

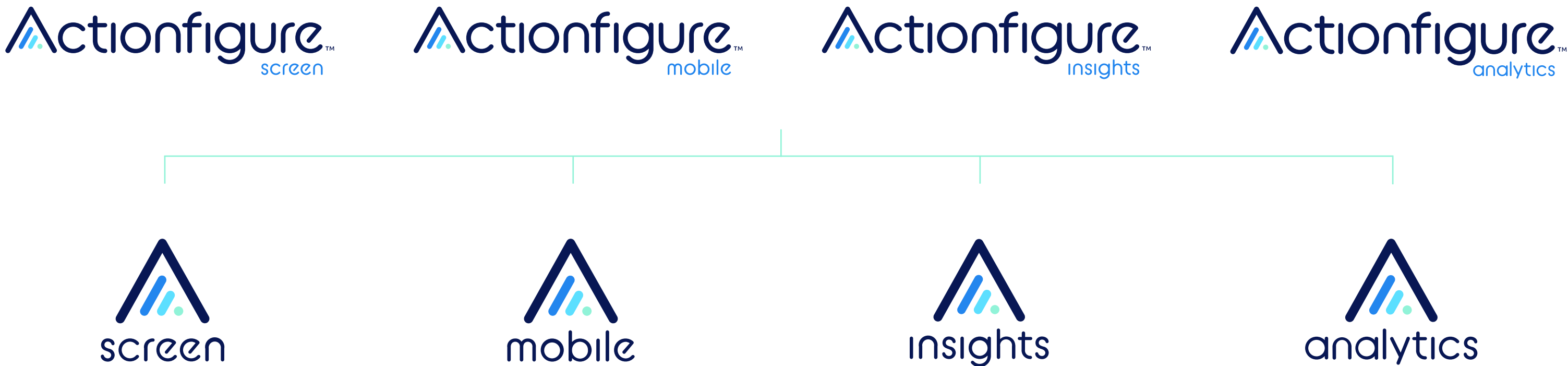
When thinking about the appropriate time to use each logo, refer to the logo hierarchy chart on this page. Keep in mind that the brand logos are used to reference the company as a whole, whereas the product logos are used to talk about individual software. Under each main wordmark (both for the brand and product logos), there is the option to use the shortened logo mark for small spaces or for secondary usage.

The logo library can be found [here](#).

## Brand Logos



## Product Logos






- Primary Logo
- Logo Variations
- Hierarchy
- Proper Sizing**
- Clearspace
- Logo Don'ts

# Minimum Sizing

Please keep in mind the minimum sizing guidelines when displaying the logo at a small size for both printed and digital spaces. Remember that the main wordmark and product wordmarks may be too large for some surface areas. The logo mark should be used in these circumstances when the wordmark logos are illegible. This page explains the minimum sizing recommendations for all logo types.


## Print Use

The minimum print size for all Actionfigure logos are shown below. Please note that these sizes are not to scale, but have the correct ratio.




1 inch

> 1 inches in length



1.125 inch



1.125 inch

> 1.25 inches in length



0.25 inch

> 0.25 inches in length



0.125 inch

> 0.125 inches in length

## Digital Use

The minimum digital size for all Actionfigure logos are shown below. Please note that these sizes are not to scale, but have the correct ratio.



30 px



30 px

> 30 px in height



36 px



36 px

> 36 px in height



24 px

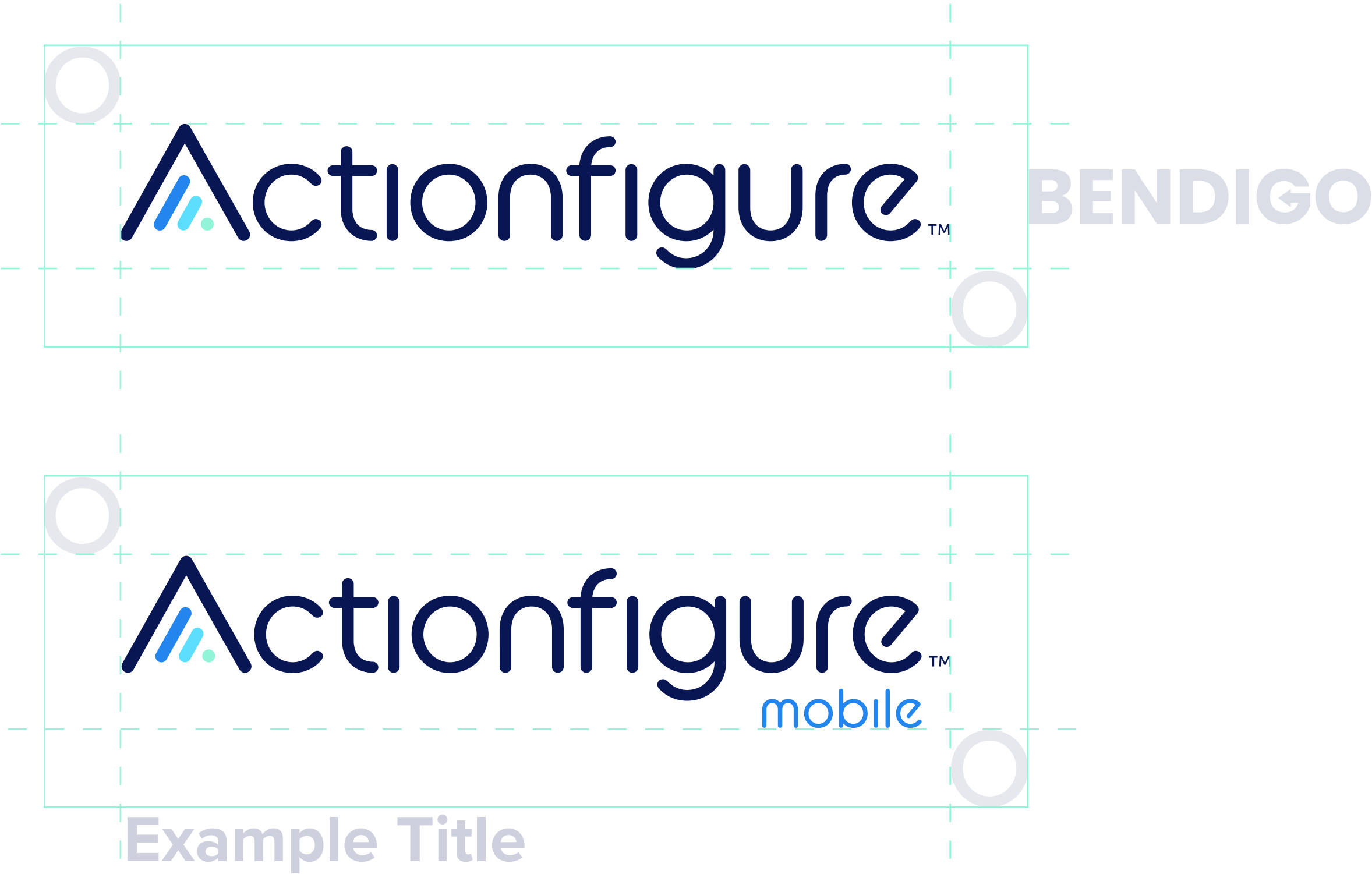
> 24 px in height



- Primary Logo
- Logo Variations
- Hierarchy
- Proper Sizing
- Clearspace**
- Logo Don'ts

# Logo Clearspace

It's important to use clearspace between our logo and other elements. Clearspace is considered the blank area that surrounds any logo to ensure that our brand shows proper authority over supporting elements. The clearspace around the logo should be no smaller than the height of the "o" from the Actionfigure wordmark. As illustrated on this page, all supporting graphics, elements, typography and partner logos should always be outside of the green box.



 = the size of protected area for each logo



- Primary Logo
- Logo Variations
- Hierarchy
- Proper Sizing
- Clearspace
- Logo Don'ts

# Logo Don'ts

In order to keep our visual identity consistent and professional, please refrain from applying unapproved treatments to our logos. This includes, but is not limited to, the following examples of logo misuse. If you are ever unsure about the usage of our logo, please get in touch with the Actionfigure design team.



## Dropshadows

Don't add any form of a drop shadow to any of the Actionfigure logos.



## Logo Colors

Don't change the colors of the logo mark to anything other than white, black or navy (when necessary).



## Skewing and Stretching

Never skew and stretch when resizing the logo. In some applications, hold "Shift" when resizing.



## Product Name Placement

Don't change the location of the product names.



## Product Name Color

Don't change the color of the product names. The only two colors that can be used are Blueberry and Aqua.



## Logo Mark

Don't change or remove any aspect of the logo mark when it's being used in the logo wordmark.



## Rotation

Don't rotate any of the Actionfigure logos to display them at an angle. This includes the logo mark.



## Extra Shapes

Don't add extra shapes to the logo mark unless authorized for specific marketing purposes.



## Taglines

Taglines should not be displayed as a part of the Actionfigure logo.



# Typography

04

- Primary Font Family
- Secondary Font Family
- System Font Family
- Hierarchy

## Primary Font

The main typeface used throughout our brand, marketing, and software is the Proxima Nova family. Proxima Nova is a clean and professional typeface that works well on digital screens, but is also elegant and clear when printed. This font family should be used for all headings and subheadings in all print or digital documents and collateral. Proxima Nova is the main font for all products, taglines, and display ads. See the section on Hierarchy for usage.

Proxima Nova can be downloaded through Adobe Fonts.

# Proxima Nova

Aa Bb Cc  
1234567890  
!@#\$%^&\*?\_+

**This typeface is used for displays, headings, and is the main font for our products.**



- Primary Font Family
- Secondary Font Family**
- System Font Family
- Hierarchy

## Secondary Font

The Open Sans family is used as our secondary font on all marketing materials and company documents. Open Sans is a modern typeface that is easy to read in both print and digital spaces. The font family has unique characteristics that allow it to stand out from other popular copy typefaces, while still embodying professionalism and sleek design. This font is mainly used as body copy for all print or digital documents and collateral, as well as Google Slides presentations. See the section on Hierarchy for usage guidelines.

[Open Sans](#) can be downloaded through Adobe Fonts, or downloaded through [Google Fonts](#).

**Open Sans**

Aa Bb Cc

1234567890

!@#\$%^&\*?\_+

This typeface is used for body copy on documents, marketing collateral, slide decks and our website.



- Primary Font Family
- Secondary Font Family
- System Font Family**
- Hierarchy

## System Font

Arial is used as an alternative or “fallback” font family across our entire software suite. The Arial font family is considered one of the most reliable font families available as it is on most major operating systems. We only use this font as a back-up when our main fonts are unavailable.

**Arial**

Aa Bb Cc

1234567890

!@#\$%^&\*?\_+

This is an alternative font that is accessible on all systems and platforms, and only used as a back-up when our main fonts are unavailable.





- Primary Font Family
- Secondary Font Family
- System Font Family
- Hierarchy

# Documents

When using the brand font families, it’s important to think about the appropriate time to use each font, size, weight, and color. For documents such as letterheads, brochures, proposals, and other written marketing materials, please follow the guidelines outlined on this page. Proxima Nova is used for all headings, and Open Sans is used for body copy.

# Displays ●○

Proxima Nova, Bold | Size: 42 pt | Line Height: 50 pt

## Heading 1 ●○

Proxima Nova, Bold | Size: 24 pt | Line Height: 28 pt

## Heading 2 ●●○

Proxima Nova, Bold or Light | Size: 16 pt | Line Height: 18 pt

### Heading 3 ●●○

Proxima Nova, Bold | Size: 12 pt | Line Height: 14 pt

#### HEADING 4 ●●●

Proxima Nova, Bold | Size: 12 pt | Line Height: 14 pt |Tracking: 75%

#### HEADING 5 ●●●

Proxima Nova, Bold | Size: 12 pt | Line Height: 14 pt |Tracking: 75%

#### Body 1 ●●○

Open Sans, Various Weights | Size: 10 pt | Line Height: 16 pt

#### Body 2 ●●○

Open Sans, Various Weights | Size: 8 pt | Line Height: 10 pt

#### Footnotes ●●○

Open Sans, Various Weights | Size: 7 pt | Line Height: 8 pt

H5

WELCOME

H1

We are Actionfigure

H2

Actionfigure™ is the leading global provider of transportation intelligence solutions, unlocking the value of location and enabling people to make great transportation choices.

H2

Who We Are

Actionfigure works with workplaces, and owners and operators of commercial and multifamily real estate to support employees, tenants, residents, and guests with live transportation intelligence. Our products include industry-pioneering screens, applications, and custom integrations to provide the best fit solutions for our partners.

Actionfigure’s platform curates more than 3,000 data feeds to provide accurate, real-time information about public, private, and shared transportation options. Our proprietary AI algorithms provide best-fit transportation and multimodal trip recommendations, and our software provides unique, actionable insights on transportation and real estate. Actionfigure unlocks the value of location in ways not available anywhere else.

H3

Pioneers in Transportation Data

In 2011, Matt Caywood was advising Mobility Lab, a research center for transportation behavior and policy within Arlington, Virginia’s government. They identified a need to create technology to gather and display real-time transportation information, began building the first TransitScreen® product, and deployed it at several sites around Arlington and Washington, D.C.

To commercialize the technology, Matt incorporated the company in 2013 as Multimodal Logic, and was shortly joined by co-founder Ryan Croft. The company, now called TransitScreen, blossomed in 2014 in the Washington, D.C. tech incubator 1776. TransitScreen became the gold standard for transportation displays incorporating real-time public transit, bikeshare, carshare, and other modes in one place. TransitScreen expanded to leverage transportation intelligence for mobile apps, trip planning at scale, custom integrations, and created the definitive metric for a location’s transportation access, MobilityScore®. With this evolution of products and services, TransitScreen became Actionfigure™.

Today, Actionfigure partners with more than 1,000 customers in more than 50 cities spanning the United States, Canada, and Europe, providing world-class transportation intelligence solutions.

Body 1





Primary Font Family  
Secondary Font Family  
System Font Family  
Hierarchy

# Presentation Decks

Similar to the document hierarchy chart, Google Slides and other presentation decks use both Proxima Nova and Open Sans as the main font families. Although the font treatment (color, weight, and usage) matches our documents, please pay attention to the difference in sizing for presentations. Try to remain consistent with this chart when designing your presentation decks.

# Displays • ○

Proxima Nova, Bold | Size: 30 pt | Line Height: Single

## Heading 1 • ○

Proxima Nova, Bold | Size: 24 pt | Line Height: Single

## Heading 2 • ● ○

Proxima Nova, Bold | Size: 20 pt | Line Height: Single

### Heading 3 • ● ○

Proxima Nova, Bold | Size: 16 pt | Line Height: Single

### Heading 4 • ● ○

Proxima Nova, Bold | Size: 14 pt | Line Height: Single

#### Heading 5 • ● ○

Proxima Nova, Bold | Size: 12 pt | Line Height: Single

##### HEADING 6 • ● ●

Proxima Nova, Bold | Size: 8 pt | Line Height: Single | Spaced

#### Body 1 ● ● ○

Open Sans, Various Weights | Size: 12 pt | Line Height: Single

#### Body 2 ● ● ○

Open Sans, Various Weights | Size: 10 pt | Line Height: Single

#### Footnotes ● ● ○

Open Sans, Various Weights | Size: 7 pt | Line Height: Single

H1

H2

Body 1

H2

H2

Body 2

# Our Goal

## Transform Commercial Real Estate and Reduce 800M+ Tons of Carbon Emissions

By informing investment strategy, site selection, leasing mechanics, workplace design, and influencing commute decisions, Actionfigure will help the CRE industry **unlock \$1.2T** in untapped value and **reduce carbon emissions**.

2021	2022	2023
<b>Introduce Actionfigure</b>	<b>Leverage Investments for Explosive Growth</b>	<b>Revolutionize Commercial Real Estate</b>
Consolidated platform of screens, apps, and workplace tools, powered by 'Motional Intelligence'	Across our existing partnership channels in workplace experience, and among early-adopter office owners and operators	Motional Intelligence will power insights to revolutionize commercial real estate and workplace operations



02

H6

H4

Body 1

Footnote

## Workplace / Occupier Personas



**EXECUTIVES**  
**Key Decision Makers**  
Director of Workplace  
Commute Director  
Director of Real Estate  
Operations Director  
Sustainability Director  
IT / Solutions Architect



**FACILITATORS**  
**Decision Influencers**  
HR Professionals  
Operations Professionals  
Employees

\*This is an example of a footnote



03



- Primary Font Family
- Secondary Font Family
- System Font Family
- Hierarchy

Website

When thinking about typography on the website, all font treatments should match the documents and presentations. That being said, the way fonts are measured in a responsive space is different from a static document. When referring to the size of fonts on our website, please use the em measurement system instead of pixels. This will ensure that our fonts stay the same percentage in relation to one another at different screen sizes.

Displays

Proxima Nova, Bold | Size: 52 px, 3.25 em | Line Height: Default

Heading 1

Proxima Nova, Bold | Size: 40 px, 2.5 em | Line Height: Default

Heading 2

Proxima Nova, Bold | Size: 26 px, 1.625 em | Line Height: Default

Heading 3

Proxima Nova, Bold | Size: 20 px, 1.25 em | Line Height: Default

Heading 4

Proxima Nova, Various Weights | Size: 16 px, 1 em | Line Height: Default

HEADING 5

Proxima Nova, Bold | Size: 16 px, 1 em | Letter Spacing: 2.7

Body 1

Open Sans, Regular | Size: 16 px, 1 em | Line Height: 1.4

Body 2

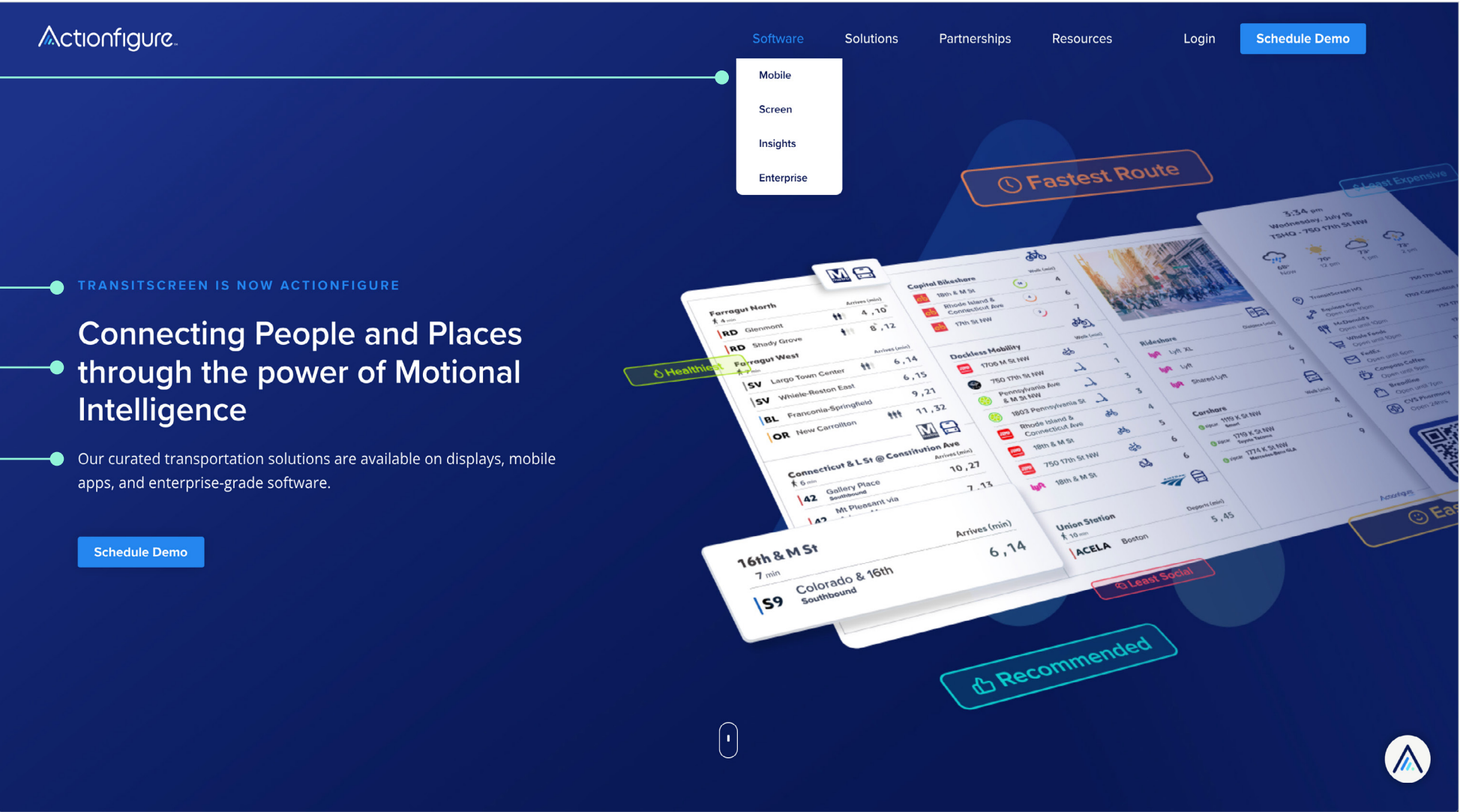
Open Sans, Regular | Size: 14 px, 0.875 em | Line Height: 1.4

H4

H5

Display

Body 1

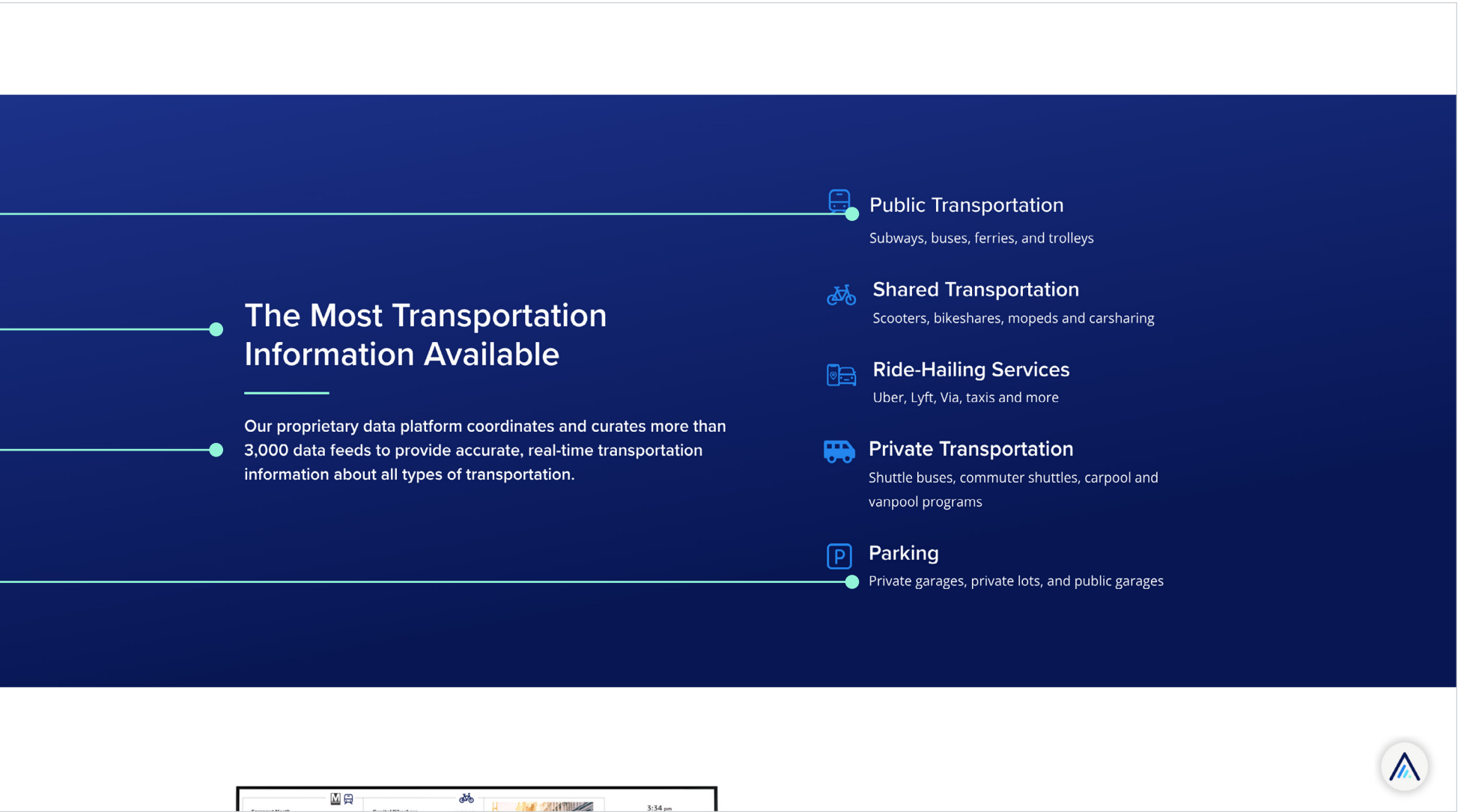


H2

H1

H3

Body 1



# Color Palettes

05

Main Color Palette

Secondary Color Palette

Neutral Palette

Gray Palette

Gradients

Main Colors

The Actionfigure™ main color palette represents professionalism, wisdom, sustainability and approachability. With Navy and Blueberry being the most frequently used colors throughout the visual identity, Aqua, Seafoam and Mint act as supporting colors to the main palette and offer a contrast to the darker blues.

The main color palette is primarily used to represent Actionfigure’s personality and can be seen in our logo, on our website, throughout our product suite, in marketing and sales materials, and internal documents. Try to use these colors in their purest shade most often. It is acceptable to experiment with the lighter shades as supporting background colors or in illustrations.

Blueberry

#2386EE

R:35 G:134 B:238  
C:75 M:45 Y:0 K:0  
Pantone 2727C

#0F67C2

Navy

#081754

R:8 G:23 B:84  
C:100 M:96 Y:32 K:37  
Pantone 2766C

#000724

Aqua

#5CDFFF

R:92 G:223 B:255  
C:49 M:0 Y:3 K:0  
Pantone 310C

#27B5D8

Seafoam

#91F3D8

R:145 G:243 B:216  
C:37 M:0 Y:24 K:0  
Pantone Green 0921C

#3FEABB

Mint

#E6FFF6

R:230 G:255 B:246  
C:8 M:0 Y:5 K:0  
Pantone 656C

#AFDDC



- Main Color Palette
- Secondary Color Palette
- Neutral Palette
- Gray Palette
- Gradients

Strawberry

#FD4A5C

R:253 G:74 B:92

C:0 M:86 Y:55 K:0

#C4333E

Lime

#A5DF00

R:165 G:223 B:0

C:40 M:0 Y:100 K:0

#85B304

Ocean

#0FCECE

R:15 G:206 B:206

C:66 M:0 Y:26 K:0

#37999F

Grape

#752074

R:117 G:32 B:116

C:64 M:100 Y:21 K:7

#4B2247

Night Wave

#00769B

R:0 G:118 B:155

C:89 M:45 Y:25 K:3

#01526B

Lemon

#FFCB44

R:255 G:203 B:68

C:0 M:20 Y:84 K:0

#E0A713

Citrus

#FF8C4B

R:255 G:140 B:75

C:0 M:56 Y:75 K:0

#D76D31

# Secondary Colors

The secondary palette offers a more vibrant range of colors that don't clash with the main palette. This palette is intended to be used for data visualization, statistics and colorful supporting graphics. The main palette and secondary palette can be used in the same space if needed. Aside from using the color Strawberry for a negative connotation, it is important to note that typography should never be set in the secondary color palette unless approved by the Actionfigure design team.





## Main Color Palette

## Secondary Color Palette

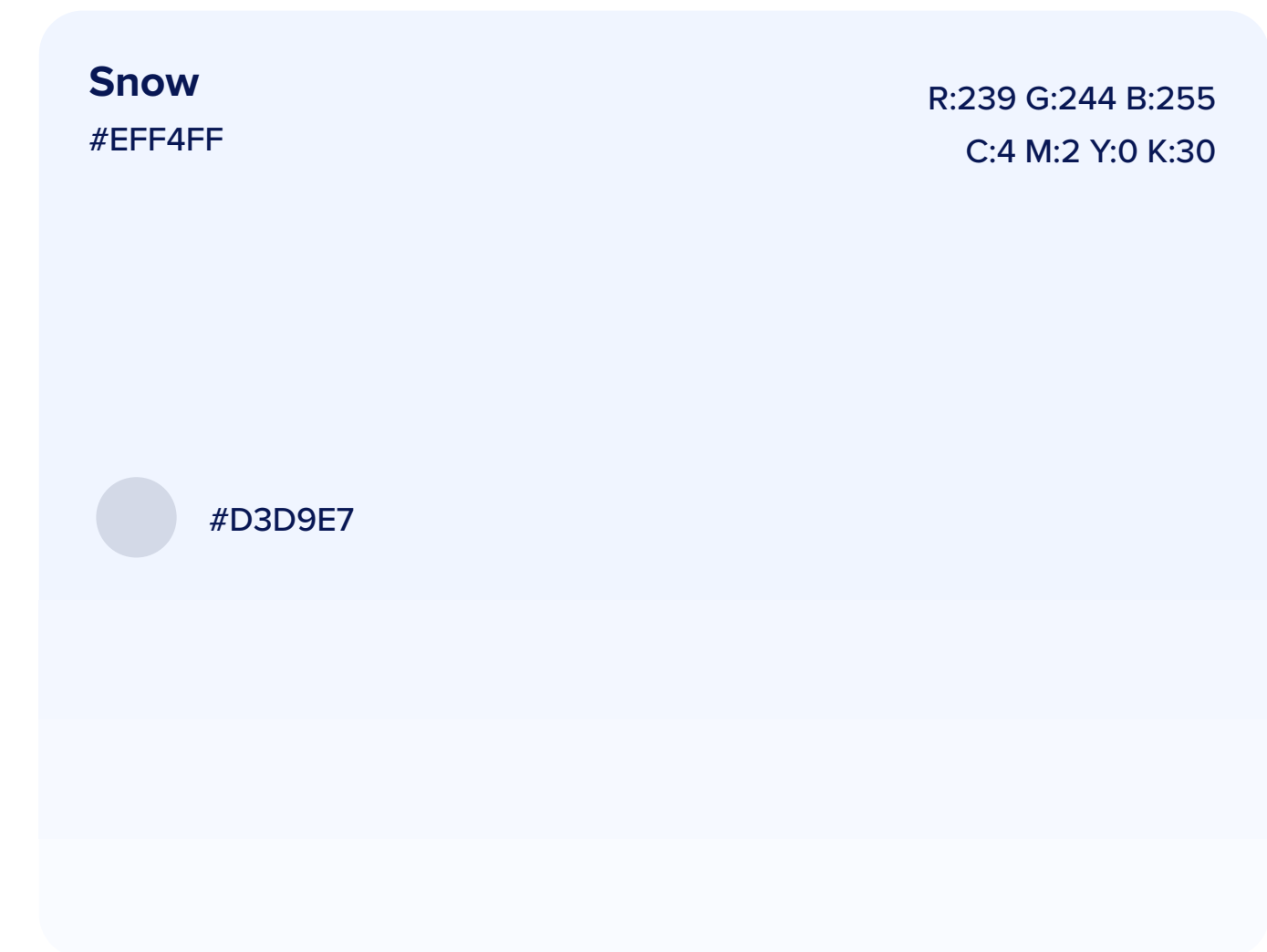
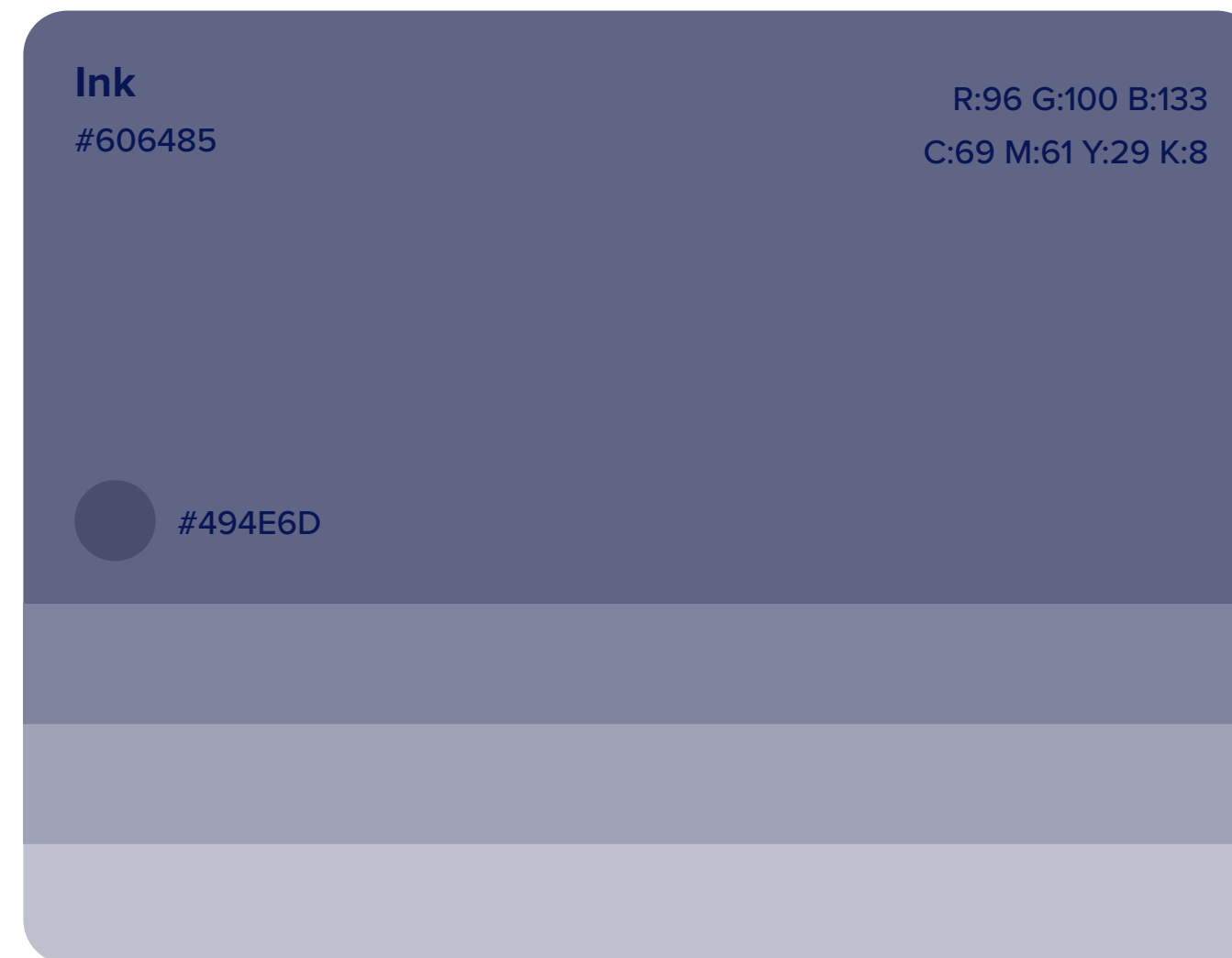
## Neutral Palette

## Gray Palette

## Gradients

## Neutral Colors

The neutral color palettes should be used sparingly as supporting colors to all other palettes. The color Ink is the official color of all body copy and is a 65% tint of the main brand color, Navy. Snow should be mainly used as a subtle background color on our website, in our product design, and throughout various other documents.



- Main Color Palette
- Secondary Color Palette
- Neutral Palette
- Gray Palette**
- Gradients

New Asphalt

#373739

R:55 G:55 B:57

C:70 M:64 Y:60 K:54

Storm

#6B6B6B

R:107 G:107 B:107

C:58 M:50 Y:49 K:17

Pavement

#B1B1B1

R:177 G:177 B:177

C:32 M:25 Y:26 K:0

Concrete

#CCD2D3

R:204 G:210 B:211

C:19 M:12 Y:13 K:0

Pebble

#F1F3F1

R:241 G:243 B:241

C:4 M:2 Y:3 K:0

Off-White

#F6F6F4

R:246 G:246 B:244

C:2 M:1 Y:2 K:0

# Gray Colors

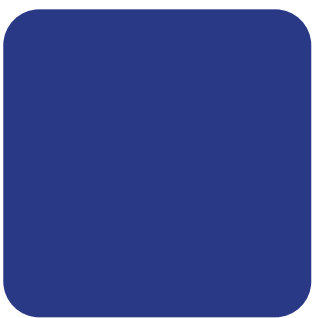
The gray colors in this palette act as a neutral selection of colors that can be used for various purposes whenever necessary. Pulled from our Mapbox map color palette, these neutral colors can be used in their purest shade, or any of the lighter shades outlined on this page.



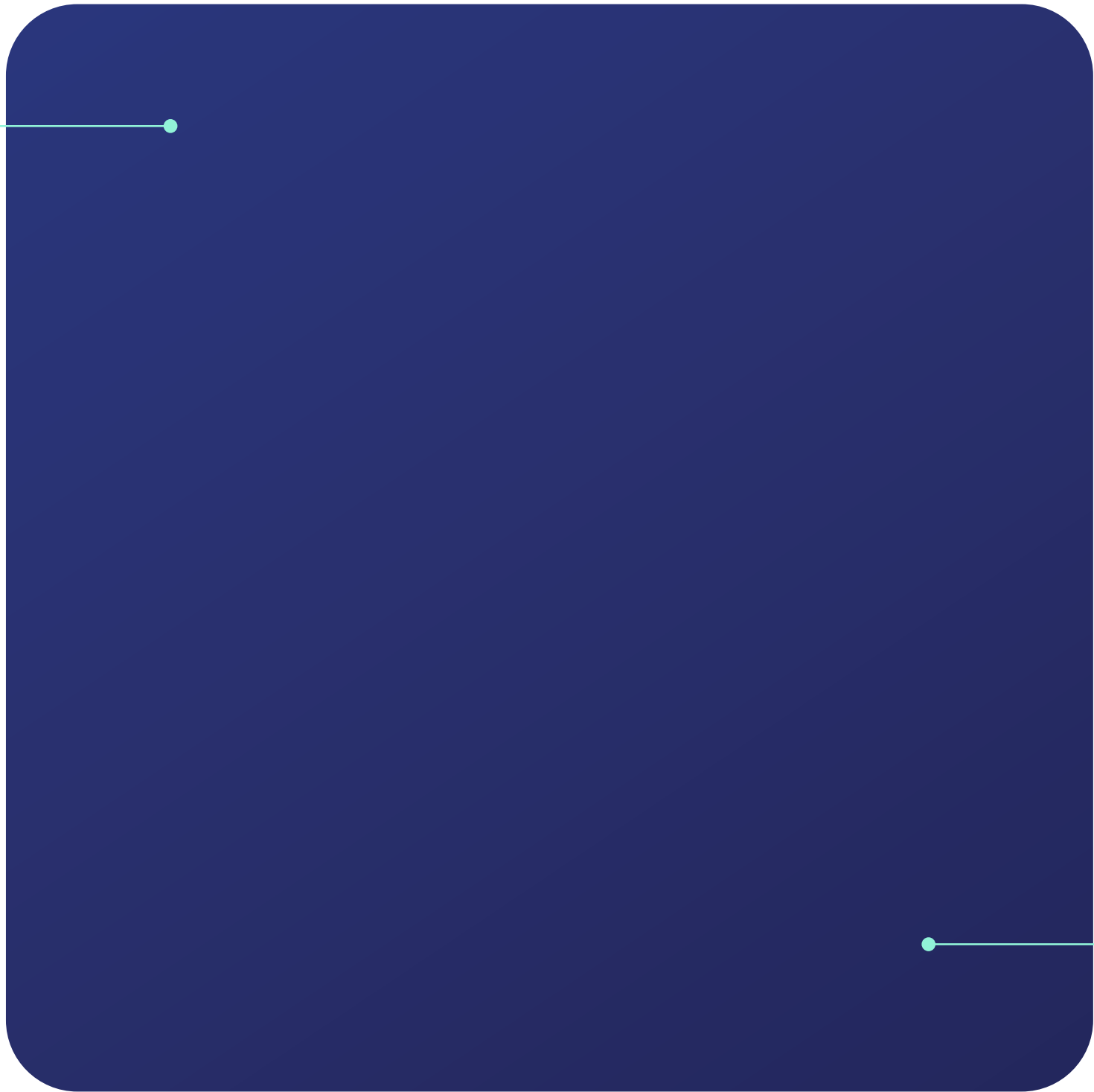
- Main Color Palette
- Secondary Color Palette
- Neutral Palette
- Gray Palette
- Gradients

## Our Gradient

In addition to using the primary palette in our visual identity and product design, our main gradient can be used to add a modern element of depth to backgrounds and graphics. This linear gradient is subtle, but it is intended to add an extra layer of interest to our flat color palettes. Gradients are preferably used in the digital space to prevent banding. Please be aware of the use of this element throughout designs and avoid printing this gradient when possible.



**Light Color**  
#1C3289  
R:28 G:50 B:137  
C:100 M:94 Y:13 K:2



**Dark Color**  
#0F1D58  
R:15 G:29 B:88  
C:100 M:96 Y:34 K:32





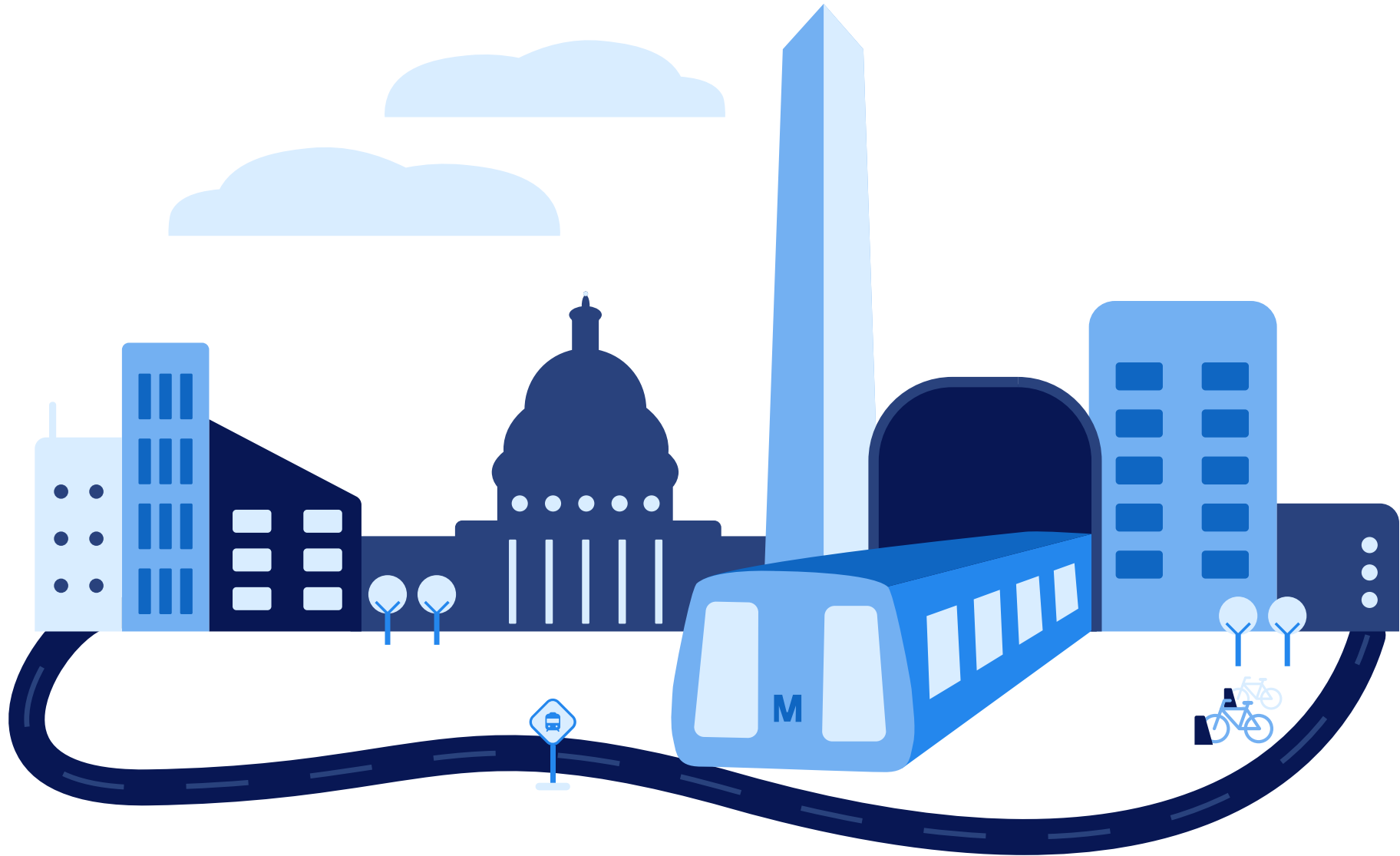
# Graphic Elements and Imagery

06

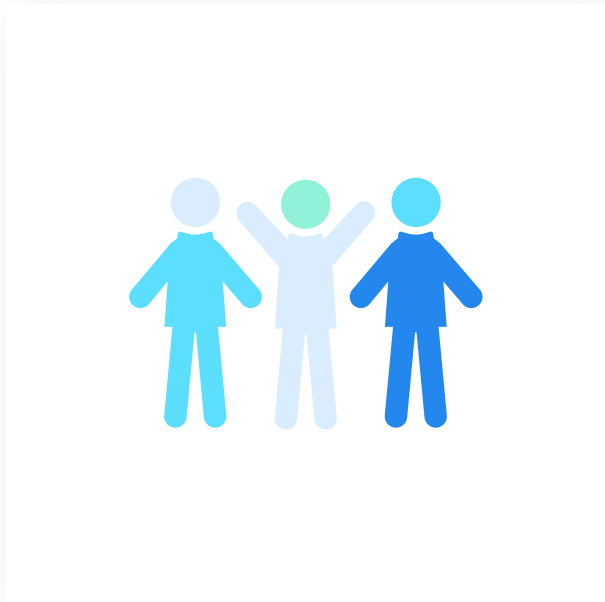
- Illustrations
- Accent Graphics
- Photography
- Photography Don'ts

# Flat Illustrations

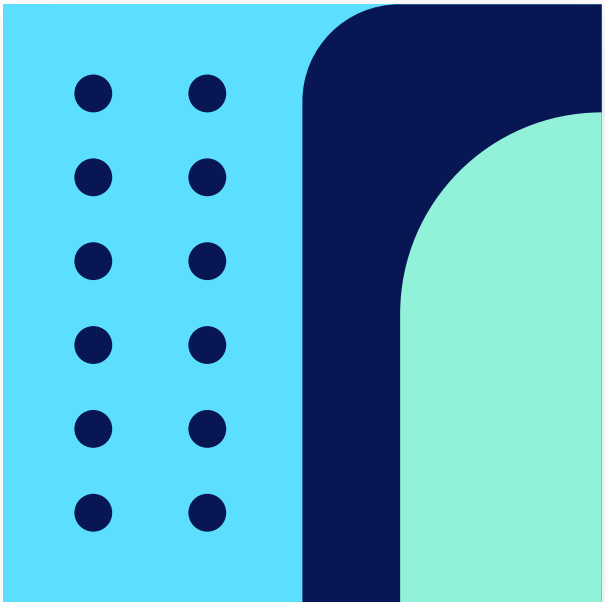
We use flat design as our main illustration style to lighten our visual identity while still keeping a professional look. Flat illustrations can be used for simplified cityscapes, abstract patterns, transportation modes, people, and more. Flat illustrations should primarily use the main color palette and its appropriate shades. This style should refrain from using drop shadows and outlines to keep the elements two dimensional. Please keep in mind the four main elements (geometric shapes, human interaction, main color palette, and rounded corners) listed on this page when designing flat illustrations.



**Geometric Shapes**  
Simplified, geometric shapes can be used to make flat illustrations and graphics.



**Human Interaction**  
Try to include people or characters throughout designs whenever possible.



**Main Color Palette**  
Flat illustrations should only use the main color palette and its appropriate shades.



**Rounded Corners**  
When creating flat designs, use rounded corners and circular shapes.



Illustrations

Accent Graphics

Photography

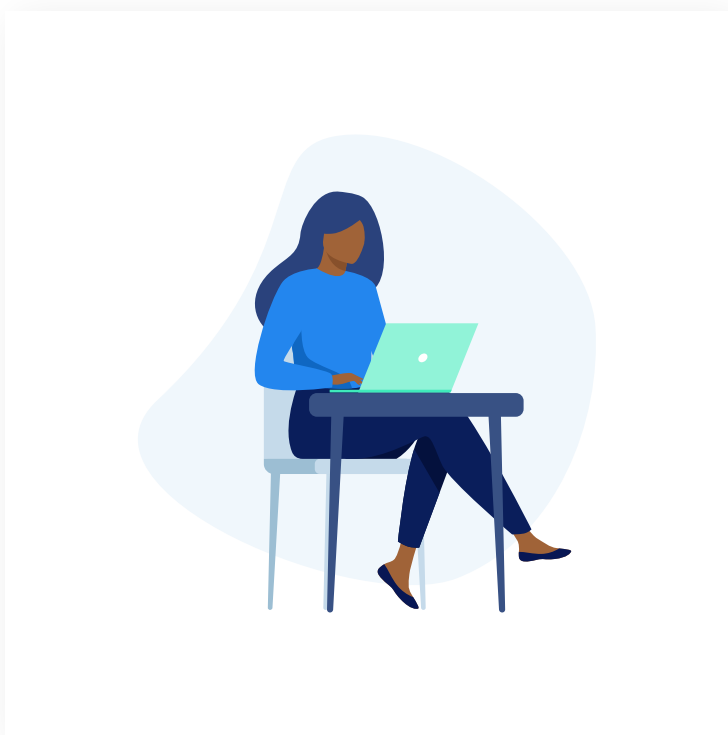
Photography Don'ts



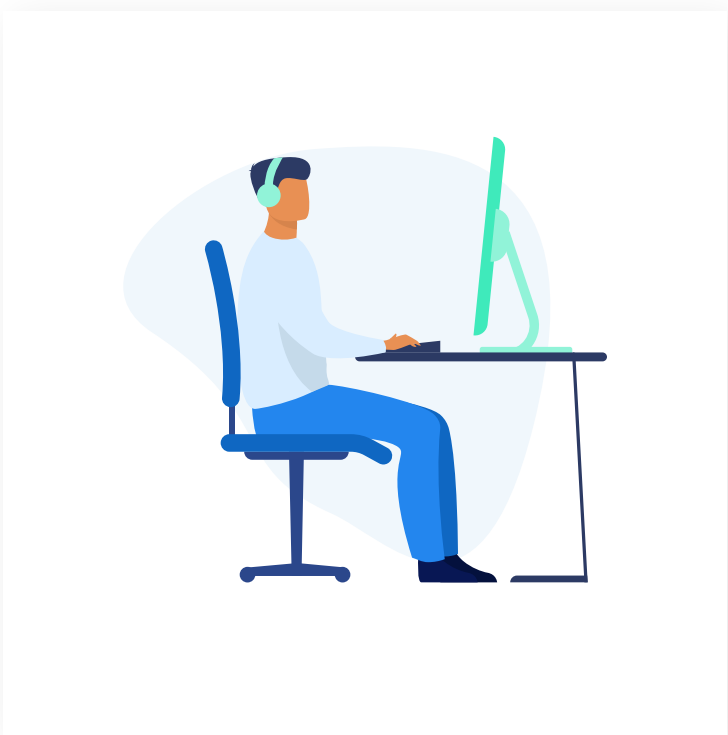
Essential Team Member



Highly Collaborative Team Member



Occasional Collaborator



The Solo Contributor, or Specialty Hire



Operator



Facilitator



Executive



Ownership

# Workplace Personas

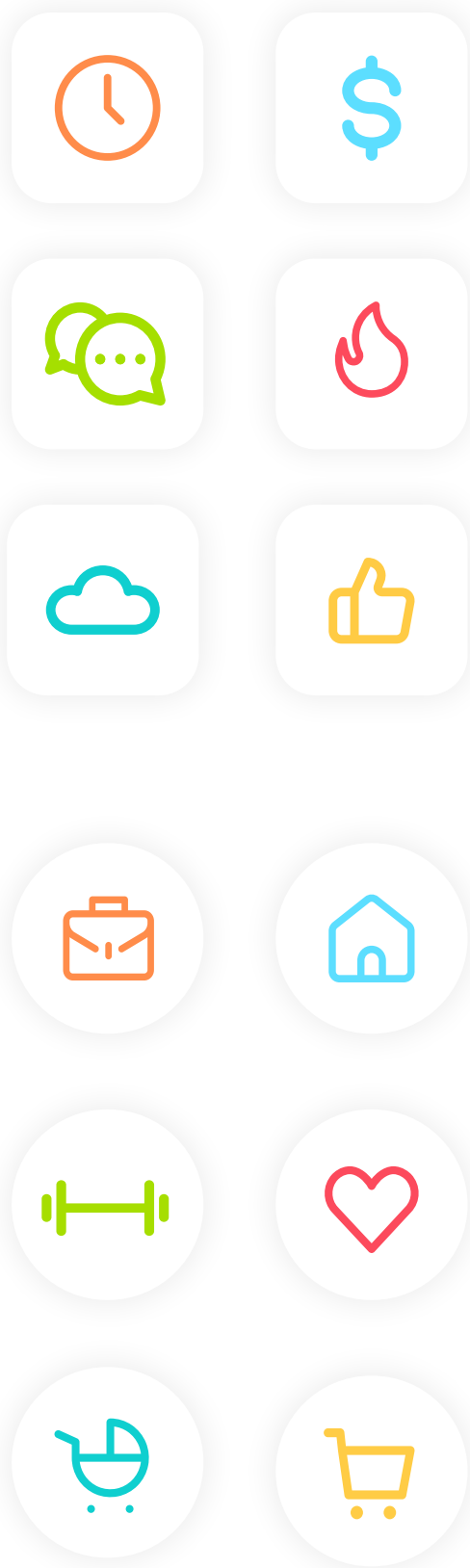
Workplace personas use the same design concepts as the flat illustrations in regard to style and feeling. When designing people, please include various skin tones, genders, and body shapes and refrain from adding excessive details in the face, hands, and feet. The open source base illustrations are borrowed from [@pch](#), [vector on Freepik](#), and are customized to fit our color palette and storyline.



- Illustrations
- Accent Graphics
- Photography
- Photography Don'ts

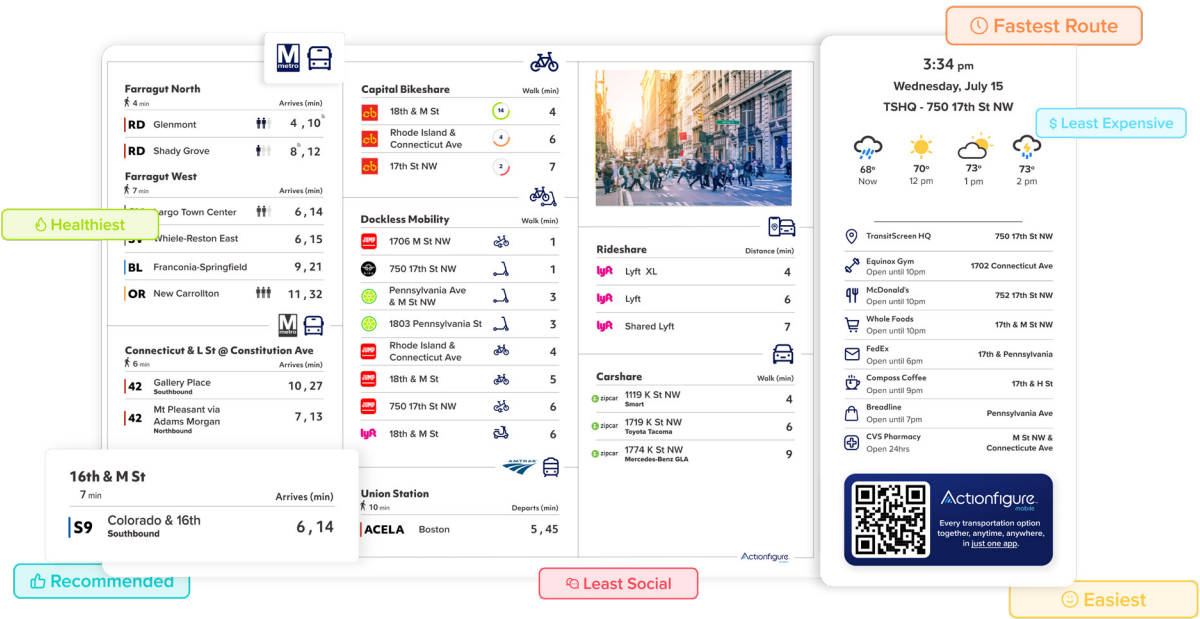
3D Graphics

To contrast with the flat illustrations used throughout the visual brand, 3D graphics are used to illustrate and highlight elements from our product User Interface (UI). Product elements such as icons, buttons, and other digital elements are highlighted with drop shadows and can be displayed on isometric grids. 3D graphics should be used in separate scenarios from the flat illustrations, and pair well with product mockups.



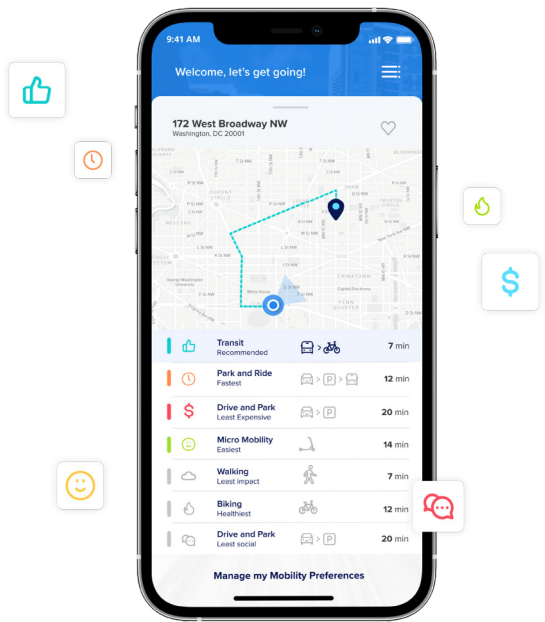
Use of Icons

Make sure that icons pulled from our UI are placed in a white circle or rounded square with a light drop shadow.



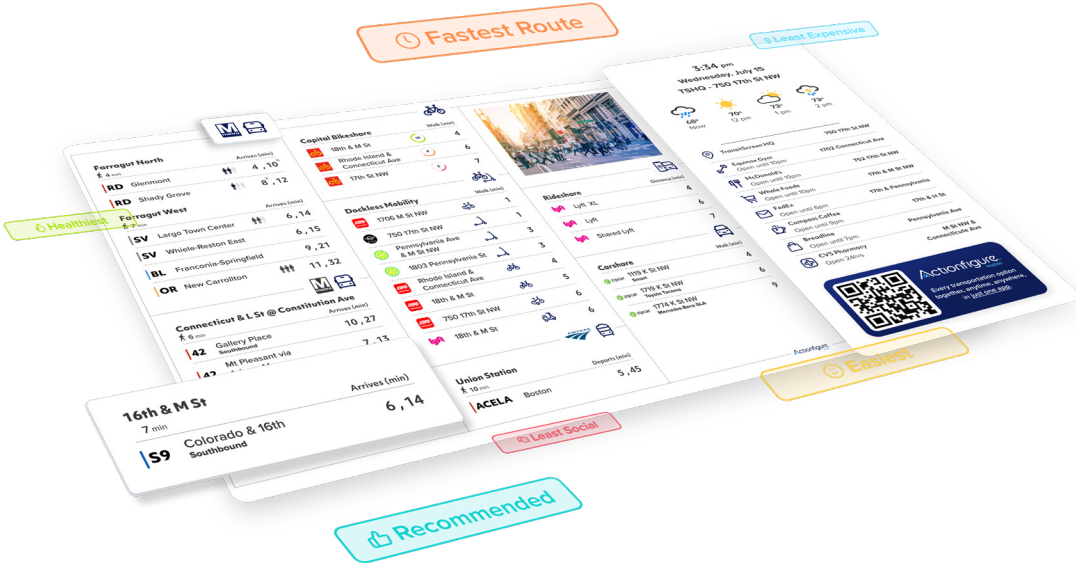
3D Screens

3D screens are created with subtle drop shadows, rounded corners and play with the sizing/scale of UI elements. UI tags can be added for extra color.



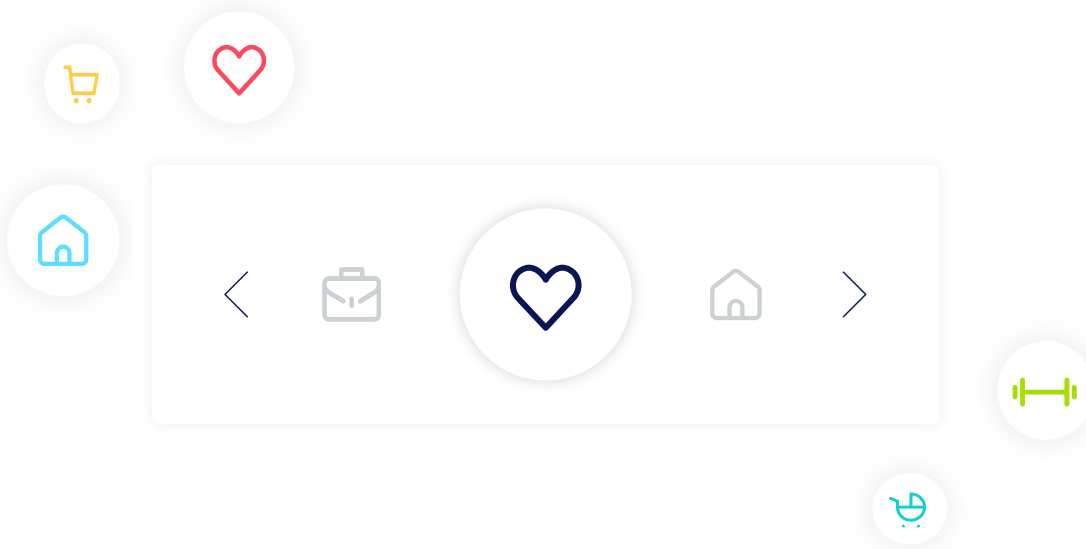
Mockups

Icons and other brand shapes can be added on top of mockups to add color and personality to designs.



Isometric View

3D screens, mockups, or UI elements can be made to look like they're floating by using an isometric grid.



UI Elements

UI elements can be used as individual graphics for marketing purposes. Use consistent drop shadows to make the elements look 3D.





- Illustrations
- Accent Graphics
- Photography
- Photography Don'ts

# Shapes and Frames

To add a non-illustrative design element to documents and marketing materials, consider using shapes from our logo and tagline graphics as frames for photos. These abstract, geometric shapes can be paired with filled shapes to create an interesting composition. Please use the main color palette when filling in shape colors, and use clipping masks in Illustrator to achieve this effect.



Example A



Example B



Example C



## SALES PROPOSAL

# We are Actionfigure

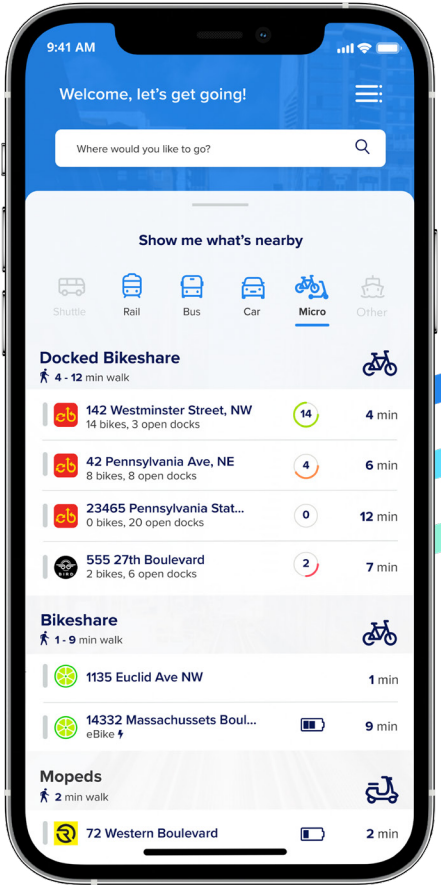
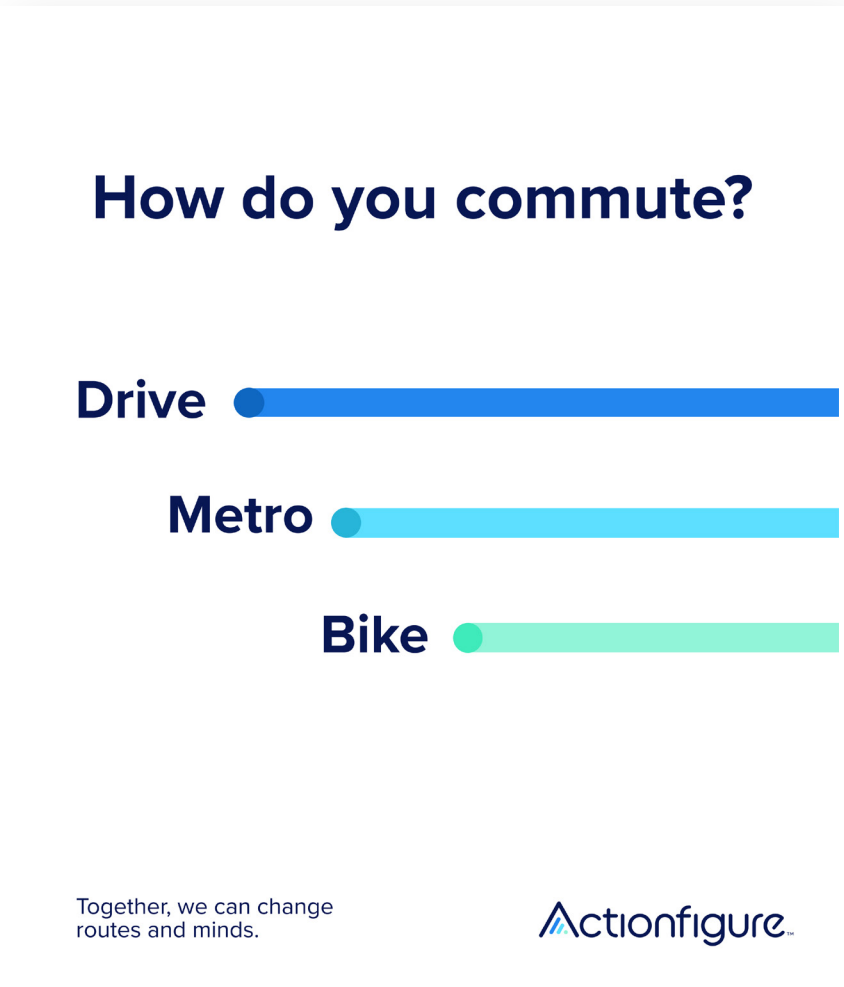
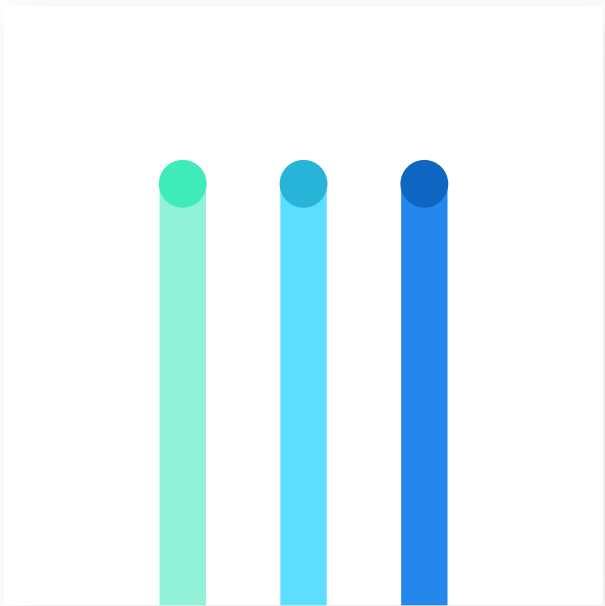
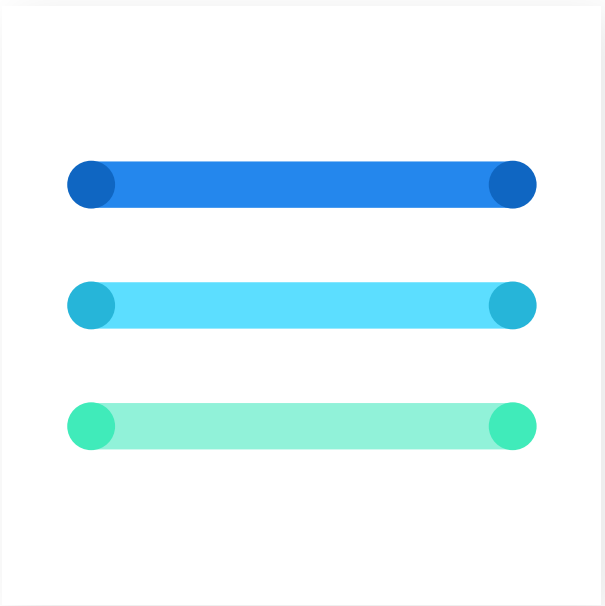
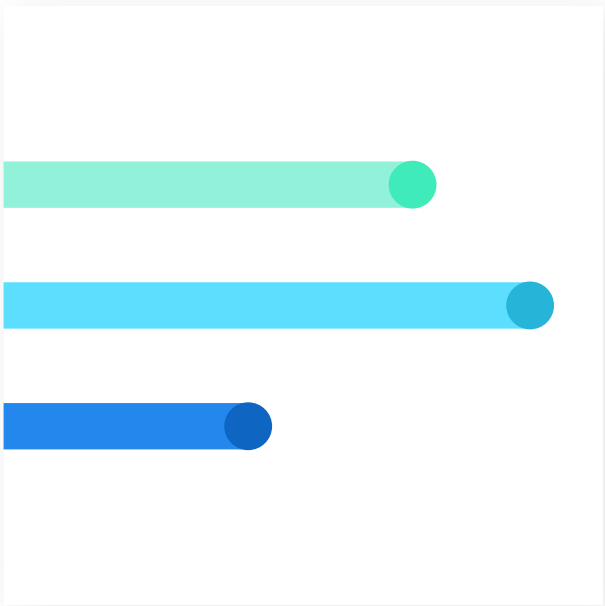
Our curated transportation solutions are available on displays, mobile apps, and enterprise-grade software.



- Illustrations
- Accent Graphics
- Photography
- Photography Don'ts

# Line Illustrations

One of the main design elements used in the Actionfigure™ visual brand identity are the multi-functional line illustrations. These line illustrations represent three main pieces that speak to our mission as a company. In an abstract form, they can represent data in a chart, lines on a map, or buildings in a city. These illustrations can be rotated and re-organized in any way possible to fit the design. Due to the vibrancy of the main color palette on a dark background, please note that there are separate design files for **light lines** and **dark lines**. Please make sure to outline the stroke before re-sizing this element. The stroke thickness should never exceed the width of the circle.





- Illustrations
- Accent Graphics
- Photography**
- Photography Don'ts



# Photography Style

Our photography style candidly represents movement, human interaction, and modern technology. We try to focus on positive commuting experiences and sustainability while still keeping style and brand aesthetics in mind. Additionally, we highly encourage photography that celebrates diversity and includes all body types and genders. Similar to our brand voice, our photography style should authentically convey professionalism, innovation, and accessibility.

Our photo library can be found [here](#).





- Illustrations
- Accent Graphics
- Photography
- Photography Don'ts

# Internal Photography

Any photography taken by our team, or outsourced by a professional photographer is considered internal photography. When taking photos of team members for marketing purposes, we try to focus on genuine office culture and capturing company events. Headshots are shot on the street and can be replicated in multiple cities, not just D.C. Team members are encouraged to pose candidly and wear casual clothing, as shots are positioned from the sternum up.

When photographing our Screens, pay attention to the composition, lighting, and exposure of the shot. It's important to capture the environment that the Screen is in, as well as the contents on the Screen itself. We encourage people to interact with our Screens when appropriate, but please refrain from unnatural or forced posing.





- Illustrations
- Accent Graphics
- Photography**
- Photography Don'ts



# Stock Imagery

Licensed photography and internally-acquired photos constitute our library of stock imagery. The stock image library should follow the photography styles outlined previously in this section and should always take into account where the photo is being displayed. [This library](#) is constantly growing and updated frequently when necessary.

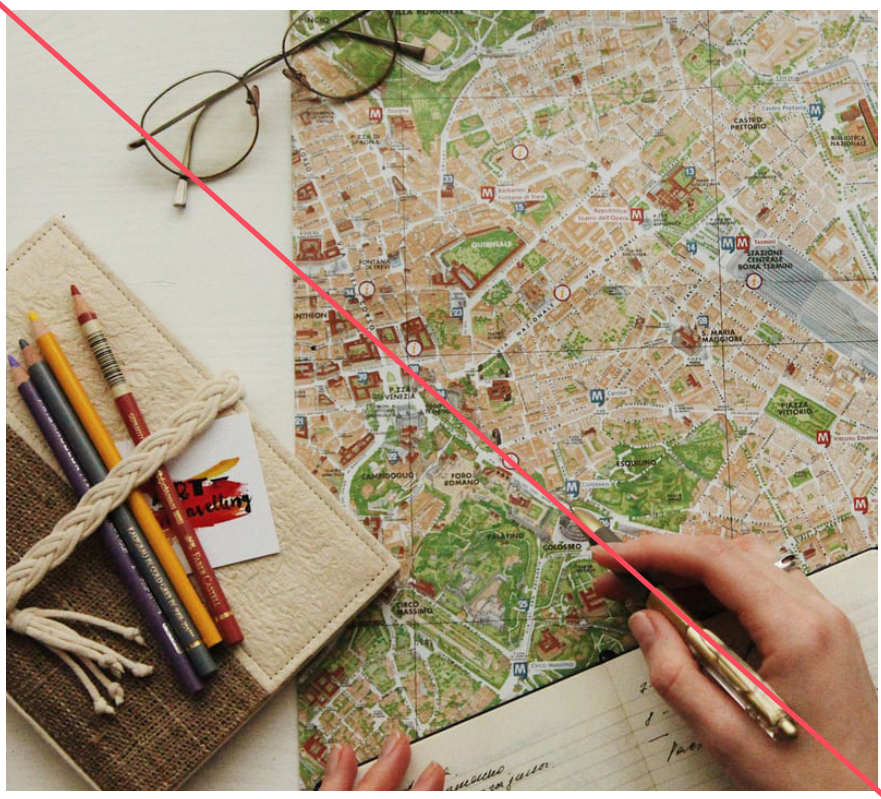




- Illustrations
- Accent Graphics
- Photography
- Photography Don'ts**

# Photography Don'ts

Photography is a major extension of the brand's tone and visual image. Using the wrong type of photography can quickly give our audience the wrong impression and it's important to understand what to look out for when planning for imagery. Please pay attention to the following things when choosing photography to represent Actionfigure.



## Staged Objects

Don't use staged objects that relate to transportation, travel, or real estate.



## Models

Try to stay away from posed photography and abnormal expressions or poses.



## Lighting, Size and Focus

Keep in mind that the main subject should be well lit, in focus and easy to locate.



## Stock Workplace Imagery

Don't use workplace imagery that appears to be too formal and staged.



## Emotions

Please pay attention to the emotion of the subjects. We don't want to show sadness, frustration, or anger.



## Single Commuters

Try to stay away from images that show single commuters in an empty setting.





# UI Styles

07

- Buttons
- UI Elements
- Fields
- Iconography
- Navigation Menus
- Gradients and Overlays
- Screen Styles

## CTA Buttons

Call to action (CTA) buttons are used throughout our user interfaces (including our mobile products, desktop products, and our website) and are used to trigger an action by the user. The hierarchy of CTA buttons have four tiers: primary use, secondary use, tertiary use, and text links. Each button tier has four states that should be used depending on the trigger.

Please note that the actual size of the buttons vary depending on the digital space. The designs can be found in [Figma](#).

	Default	Active	Error	Inactive
Primary	<div>Add Details</div>	<div>Add Details</div>	<div>Add Details</div>	<div>Add Details</div>
Secondary	<div>♥ Favorite</div>	<div>♥ Favorite</div>	<div>♥ Favorite</div>	<div>♥ Favorite</div>
Tertiary	<div>Learn More</div>	<div>Learn More</div>	<div>Learn More</div>	<div>Learn More</div>
Text Link	<div>I'll Do This Later</div>	<div>I'll Do this Later</div>	<div>I'll Do This Later</div>	<div>I'll Do This Later</div>











- Buttons
- UI Elements
- Fields
- Iconography
- Navigation Menus
- Gradients and Overlays
- Screen Styles

# Icon Buttons

Like CTA buttons, icon buttons are used to trigger an action by the user and usually respond to the flow of the user experience (UX). Icon buttons are mainly used in our mobile app, but can be found in some of our desktop products at times. The mode icon buttons (present in the bottom navigation in Actionfigure™ Mobile) change to a filled icon with bolded text and an underline to indicate active use.












	Default	Active	Inactive
Favorites			
Modes/Nav	 Rail	 <b>Rail</b>	 Rail



- Buttons
- UI Elements
- Fields
- Iconography
- Navigation Menus
- Gradients and Overlays
- Screen Styles

# UI Elements

All UI elements are pulled from [baseweb.design](#) or [Uber’s Base Gallery](#) on Figma in their original form. We use this open source library for all UI elements in our products and customize the style based on our brand guidelines. We will adjust color, shadows, fonts and icons to personalize these elements before applying them to our products’ UI. All shadow presets are available as a global library in the UI Board in Figma.

	Active	Inactive	Error/Other
Toggle			
Checkbox			
Radio Button			
Slider			



- Buttons
- UI Elements
- Fields**
- Iconography
- Navigation Menus
- Gradients and Overlays
- Screen Styles

# Fields - Desktop

The following section gives a brief overview of text and drop down fields in our product and website UI for desktop. Note that the text for desktop products is above the text field.

## Inputs

Empty

Company Name

Active

Company Name

Filled

Company Name

Error

Email Address

Please enter a valid email address

Password Hidden

Password

Password Visible

Password

## Drop Downs

State

State

A

Alabama

Alaska

Arizona

State

Alabama



- Buttons
- UI Elements
- Fields
- Iconography
- Navigation Menus
- Gradients and Overlays
- Screen Styles

## Fields - Mobile

The following section gives a brief overview of text and drop down fields in our product and website UI for mobile. Due to the screen size reducing in mobile viewports, the text is located inside the text field boxes for mobile interfaces.



### Inputs

Empty

Active

Filled

Error

Please enter a valid email address

Password Hidden

Password Visible

### Drop Downs

State

A

Alabama

Alaska

Arizona

Alabama

- Buttons
- UI Elements
- Fields
- Iconography**
- Navigation Menus
- Gradients and Overlays
- Screen Styles

# Iconography

The icon library is used consistently throughout our product interfaces and website. The library consists of outlined icons, filled icons, and selectively colored weather icons. The default state for all icons should be outlined with a 1.5 px stroke. Filled icons are used to indicate an active state (refer to icon button section for details on appropriate color applications). The weather icons use our primary and secondary color palettes to add pops of color to the icon set, which can be seen in use on Screens and in Mobile.

The complete icon library can be found [here](#).



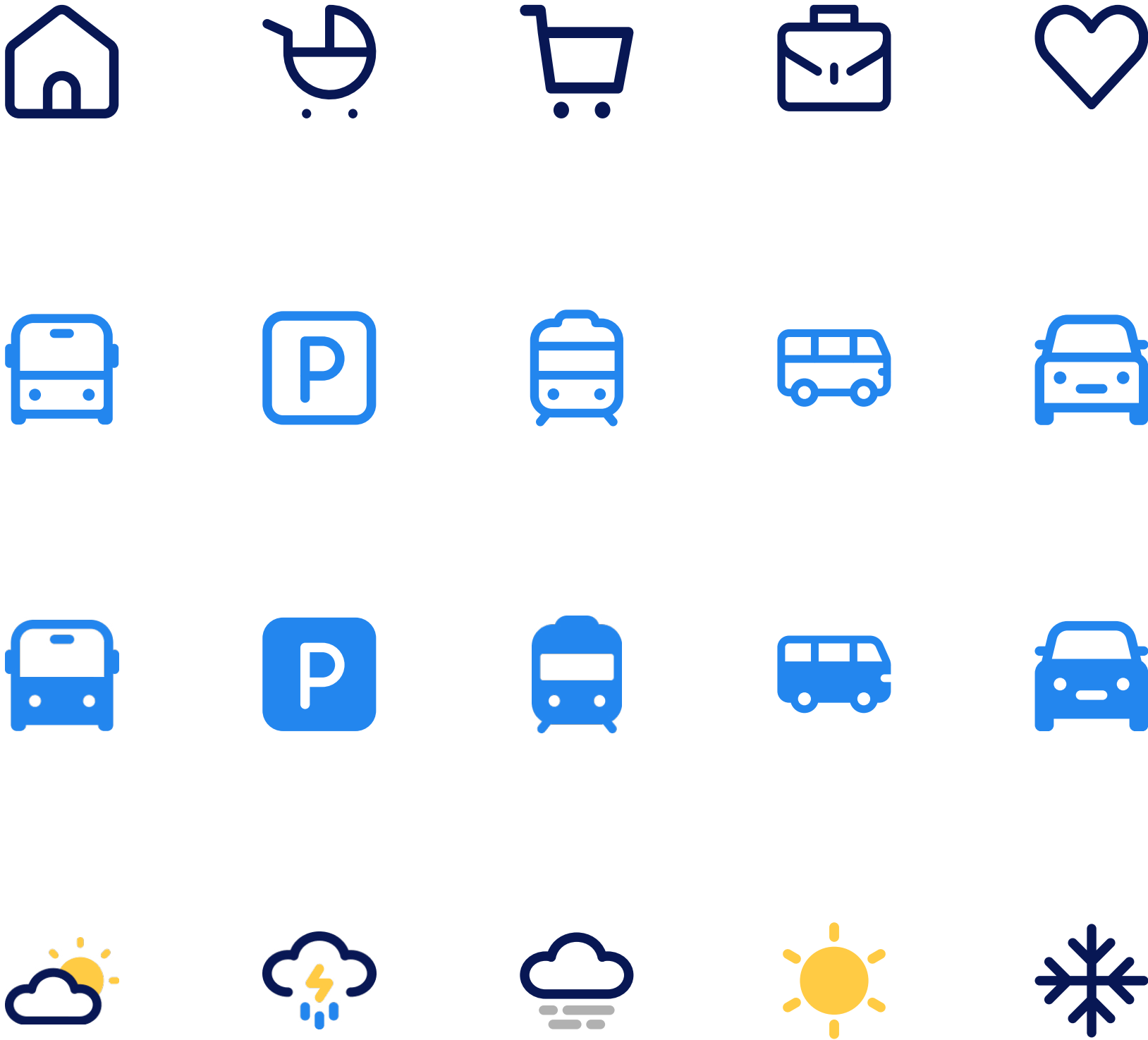
## General UI Icons

The general icon library originates from an open source Figma library and contains hundreds of vector-based icons. These icons can be outlined or solid depending on the use.



## Transportation Modes

Transportation icons are individually downloaded from icons8.com. The style of the mode icons is called “Fluency System Regular” and can be downloaded as an outline, or as a solid.



- Buttons
- UI Elements
- Fields
- Iconography
- Navigation Menus
- Gradients and Overlays
- Screen Styles

# Website Menus

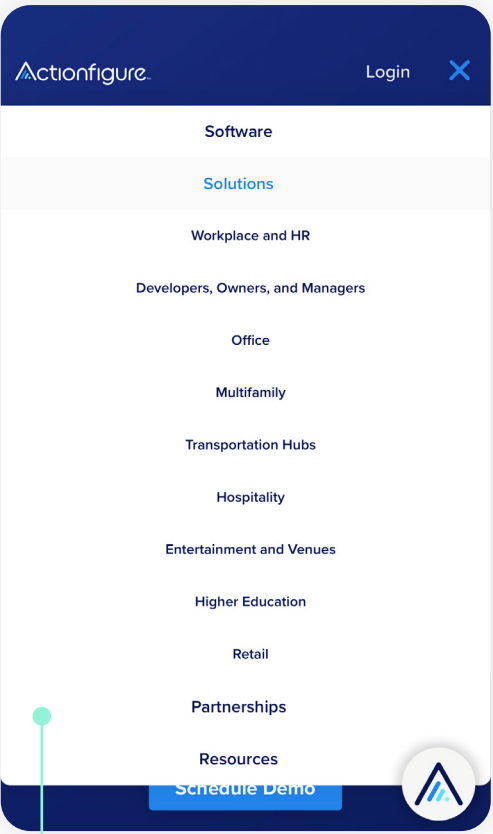
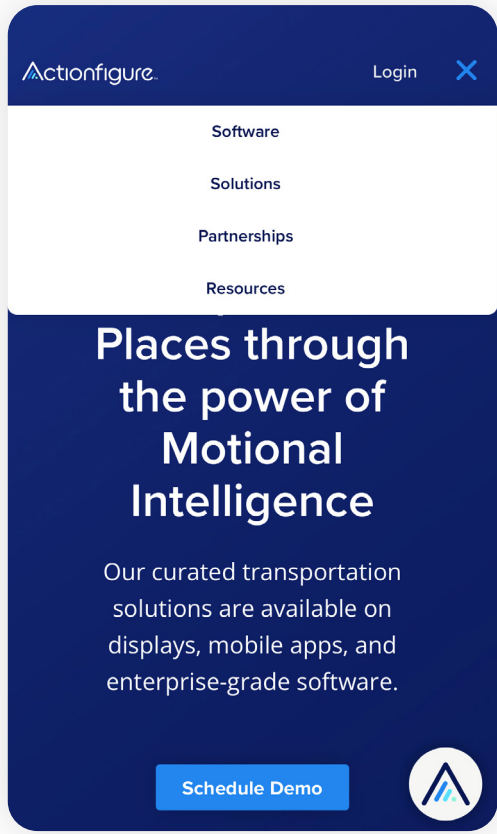
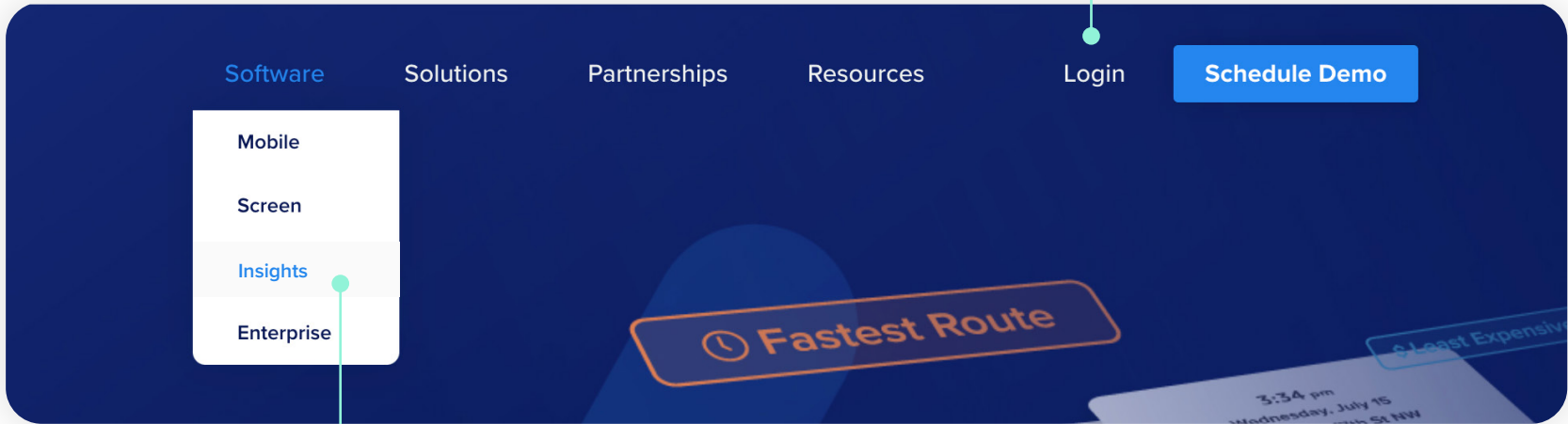
The website menus consist of a main header menu and a footer. Each menu, and their elements, should be present on every page of the website. The information in the footer acts as an active sitemap for the website. Although the “Schedule Demo” CTA button disappears on mobile, users can still speak to a sales representative through our Drift chat bot which is present on all responsive screen sizes.

## Login

The login tab should be separated from the main menu items, appearing to be closer to the Schedule Demo button.

## Hamburger Menu

The main menu transforms into a hamburger menu when the screen breakpoint reaches 1024 px (tablet) or less.



## Desktop Dropdown

The main menu items change to Blueberry on the mouse hover, and the sub-menu expands into a drop down UI.

## Newsletter CTA

The newsletter sign up should always be present in the website footer.

## Mobile Dropdown

The mobile dropdown menu has the same styles as the desktop UI, but expands across the entire screen.

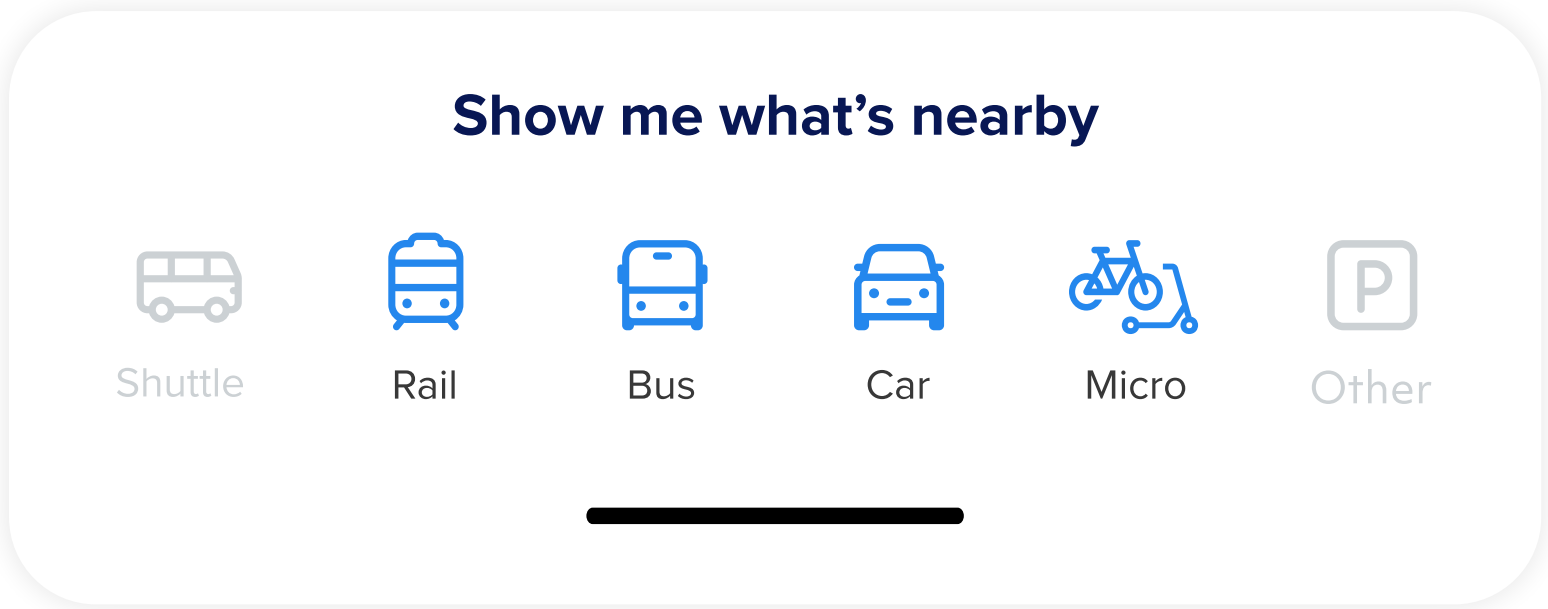




- Buttons
- UI Elements
- Fields
- Iconography
- Navigation Menus
- Gradients and Overlays
- Screen Styles

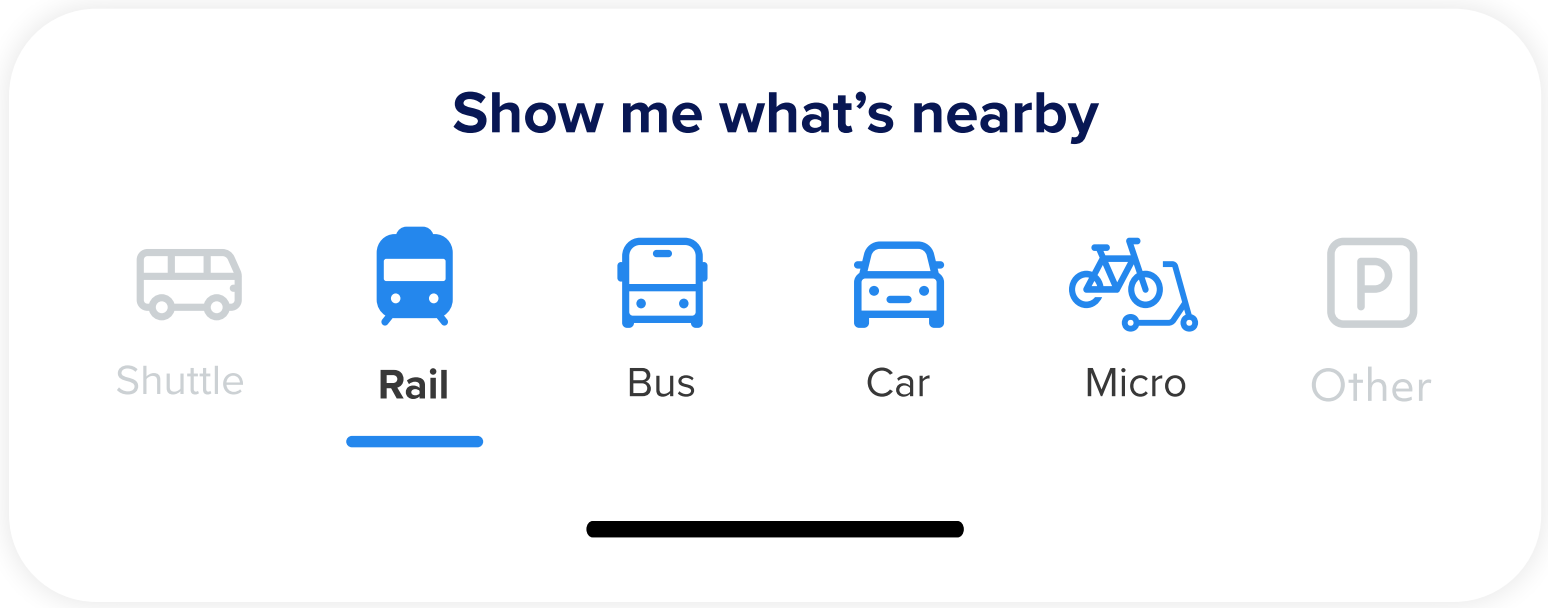
# Mobile Menus

There are two main menu types on Actionfigure Mobile. The bottom nav menu indicates the modes of transportation that are available nearby to the user based on their location and transportation data. This menu disappears on trip planning screens, but is present on a majority of the app otherwise. The bottom navigation menu uses the icon button styles outlined earlier in this section. The main navigation menu lives under the hamburger icon located in the top right corner of the screen. This is the main source of navigation to access account information, preferences, support, and more. This menu is present on all screens of the app.



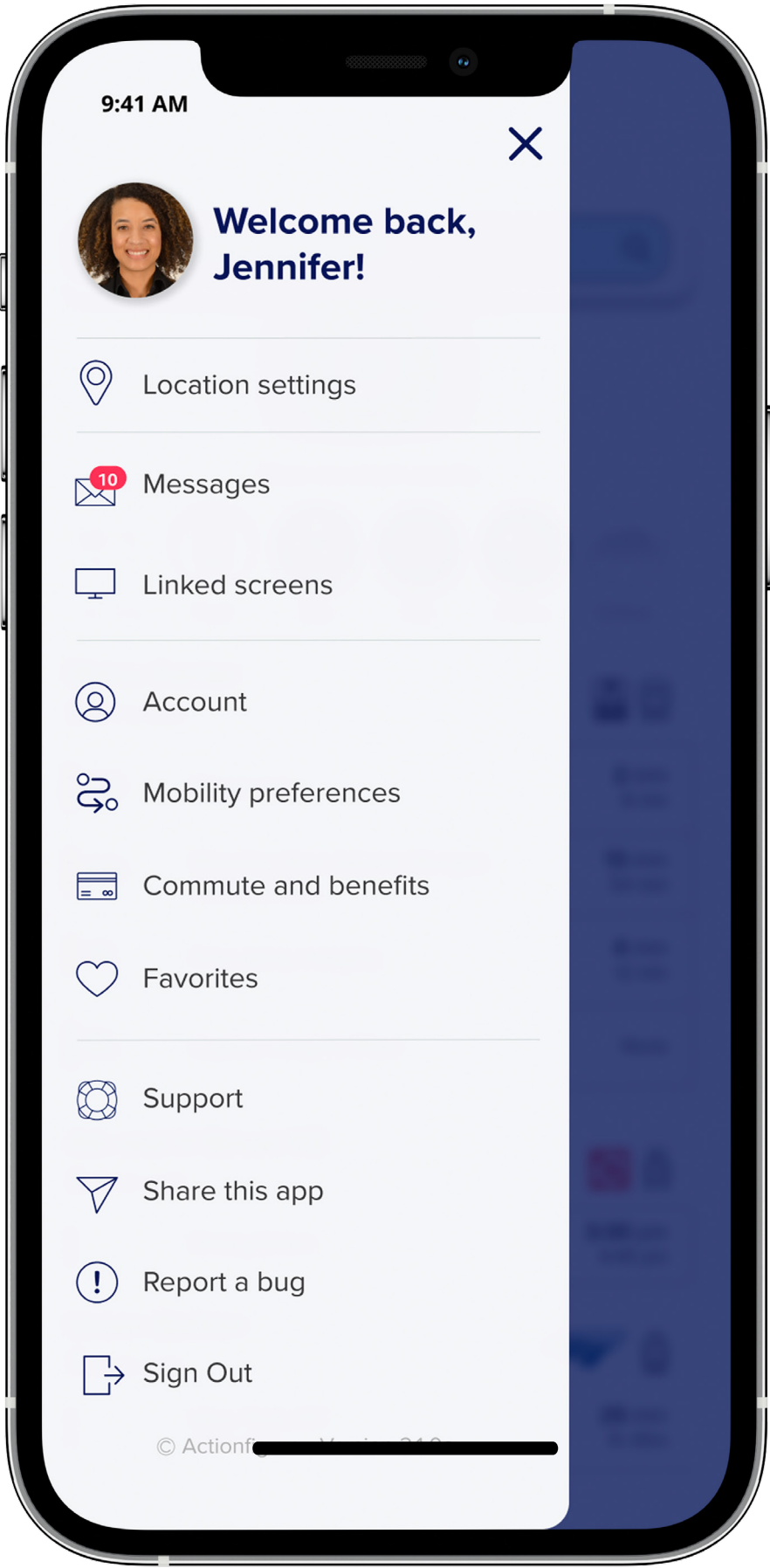
### Bottom Nav - Default

Nearby transportation modes will appear in the Blueberry color if these options are located within a 1 mile (1.6 km) radius.



### Bottom Nav - Active

Selected transportation modes will fill in with the Blueberry color and have an underline stroke with bolded text.



### Main Nav Menu

The main mobile menu slides in from left to right, taking up ¾ of the screen.



- Buttons
- UI Elements
- Fields
- Iconography
- Navigation Menus
- Gradients and Overlays
- Screen Styles

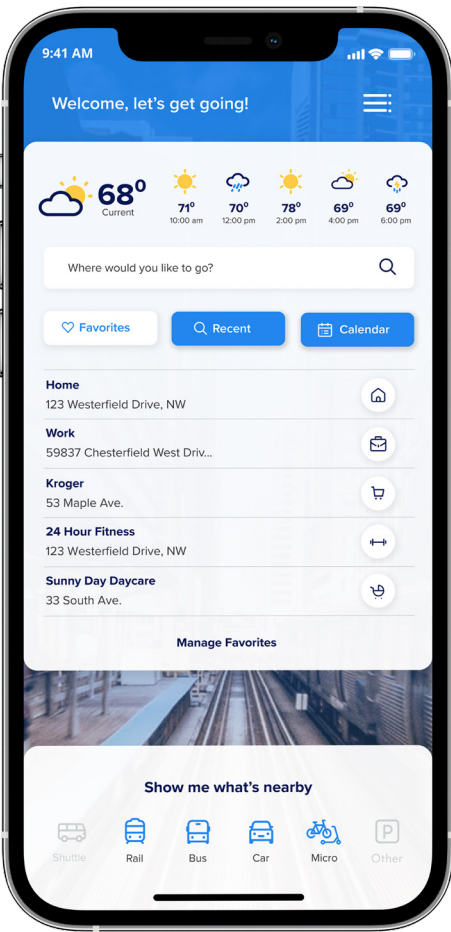
# Gradients and Overlays

Gradients and overlays are used to add depth and color to the composition, but also act as a way to layer imagery and text together. The three main types of gradients and overlays used in our mobile UI and one type of overlay used on website headers is outlined on this page.



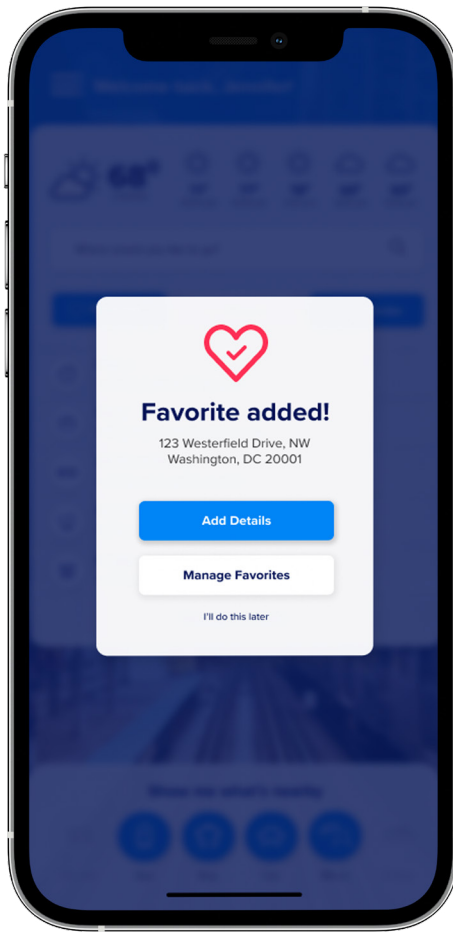
### Gradient Overlay

Gradient overlays are shown at 90% opacity in Figma, and use the linear gradient tool with the Actionfigure gradient color codes (see color section of guide).



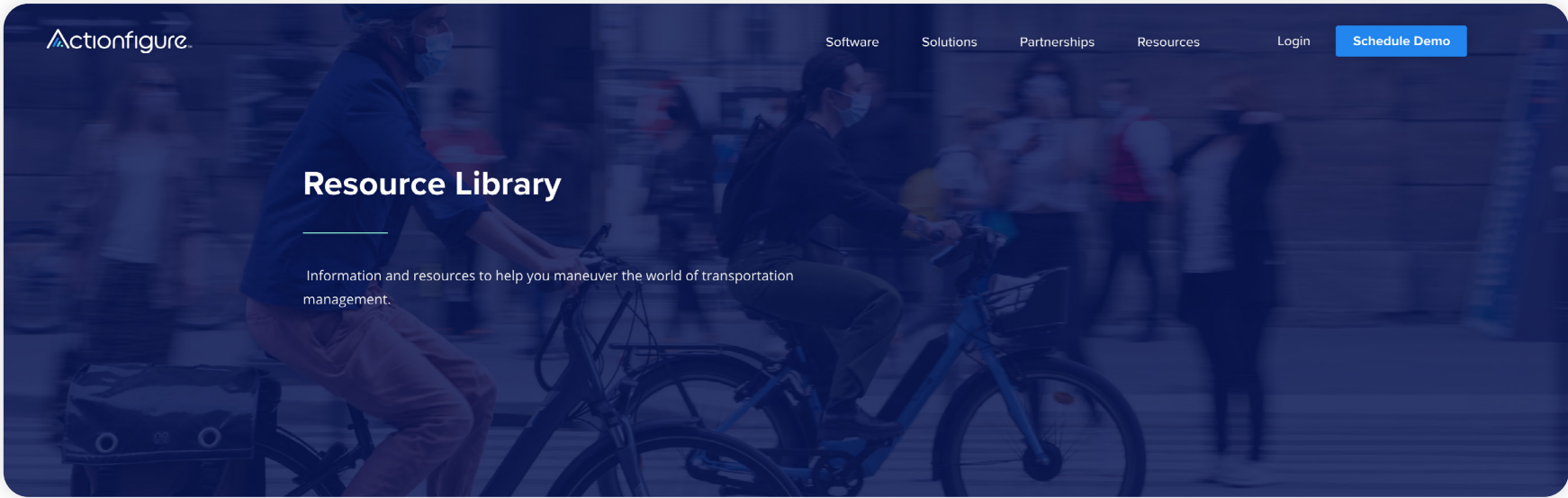
### Faded Overlay

The faded overlay is used on the Actionfigure Mobile home screen. The linear gradient vertically fades from Blueberry to transparent.



### Blurred Backgrounds

Blurred backgrounds are used behind pop up elements on Actionfigure Mobile. Blurred backgrounds use the color Navy and are blurred at 8% in Figma.



### Website Headers

Headers that display an image with text overtop need to have a Navy colored overlay. The Navy color should be between 75-85% opacity, depending on the lightness of the photo.





- Buttons
- UI Elements
- Fields
- Iconography
- Navigation Menus
- Gradients and Overlays
- Screen Styles

# Actionfigure Screen

Our screens act as the main source of design inspiration for all other products in our software suite. Design elements from our Screen styles can be found throughout our website, Mobile, and Insights. Please use this section to take note of some of the unique design features that should be present when designing Actionfigure Screens.

## Real-Time Information

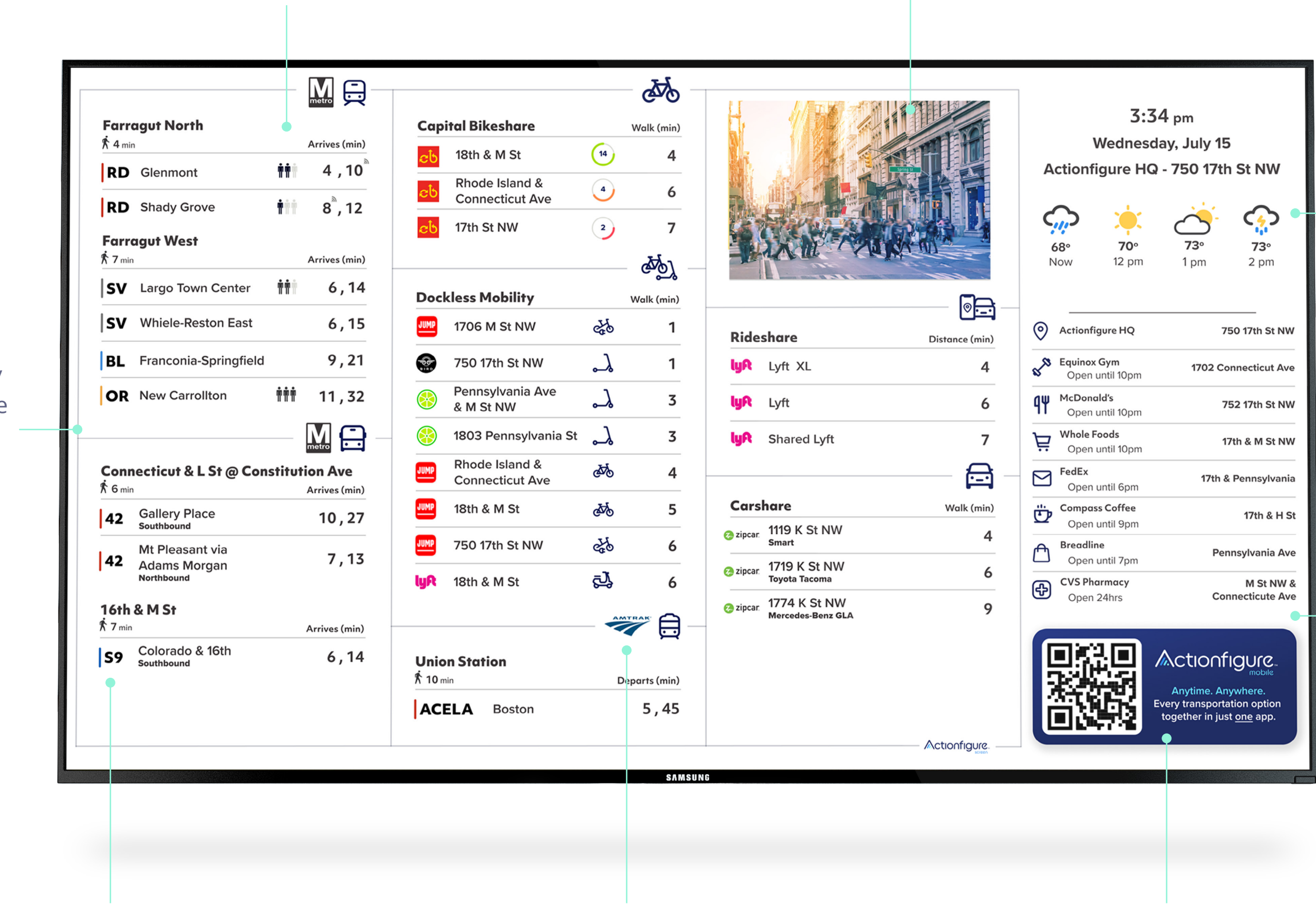
Crowding data, bike availability, and wait times are all included on the left side of each column.

## Message Board or Imagery

Customers have the option of utilizing this space for custom messaging, imagery, or advertisements.

## Outline

Each transportation mode is separated by a 1 px stroke set in the color concrete.



## Lines and Routes

Transit lines and routes are shown in all caps and are bolded. Each route color is shown as a single line to the left of the bolded routes.

## Logos

Any transportation company logo should appear in line with the section icon to the left side.

## QR Code

QR Codes are displayed on some Screens in the bottom left corner to direct customers to Actionfigure Mobile.

## Display Space

Customers have the option to choose what information is displayed in this space, such as weather, nearby attractions, and more.



# Company Documents

08

- Company Letterhead
- Business Cards
- Flyers

# Letterhead

The company letterhead document can be used for any official or external letters sent from our team members. The letterhead document is added as a custom template in the Actionfigure™ Google Docs Template Gallery and should be accessible to everyone in the company. Once logged into your Actionfigure Google account, you can access the template document through your Google Docs home page under “Template Gallery”. By accessing the file through the Template Gallery, Google Docs will automatically create a copy of the template for you to work in.

**Name and adress of subject**

**2” Left Copy Margins**

**Digital or Wet Signature**

**Footer Information stays the same**

Actionfigure.

**Subject Name**

1234 Street Name Rd.  
Suite 400  
Washington D.C. 20006

To whom it may concern,

Lorem Ipsum, lacesedi sequatem ipsuntinis doluptae im sunturitatum sum lab id maximax importiti consequasi nes andaeru ntotatur? Di secest, ulparcia incto excepta sperspi taeped ut aut voluptat plab intur, sunt, omnis sa dolupti usanda cusapel lectem et ressitam, nobis vellaccatur, odignimaxim acea conserum quasitatur aute velis dolore plante natem aut faccus moluptius maioremodi cores.

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Regards,



**Name of Sender, Job Title**

Actionfigure  
750 17th St. NW, Suite 800  
Washington D.C. 20006

actionfigure.ai  
(202)-688-7433  
support@actionfigure.ai



**0.1” Header Margins**

**1.5” Right Copy Margins**

**0.1” Footer Margins**

BRAND GUIDELINES



- Company Letterhead
- Business Cards**
- Flyers

# Business Cards

The business cards are designed with professionalism, simplicity, and functionality in mind. In addition to standard contact information such as name, title, email address, and phone number, these designs include a custom QR code in the top right corner making it easy for team members to be added as a contact in mobile phones or tablets. Instructions for adding QR codes to the business card template can be found [here](#).

SVG Logo File in CMYK



Logo Mark with Overlay  
Blending Mode at 18% Opacity



First and Last  
Names on 2 Lines

Name  
Last Name

TITLE GOES HERE

Line Splits Space Between  
Title and Email Address

name@actionfigure.ai  
123-456-7890



QR Code with Contact Information



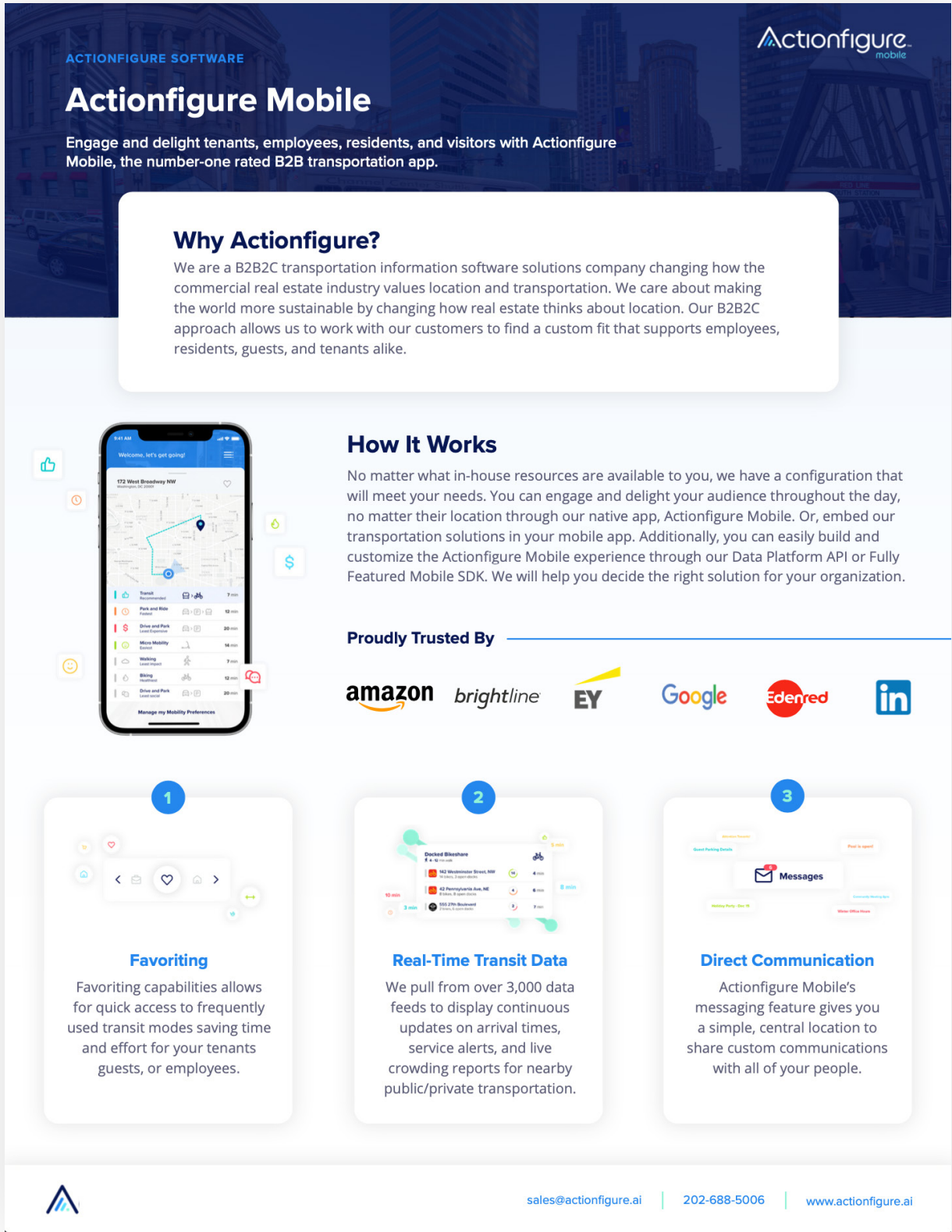


Company Letterhead  
Business Cards  
Flyers

# Product Flyers

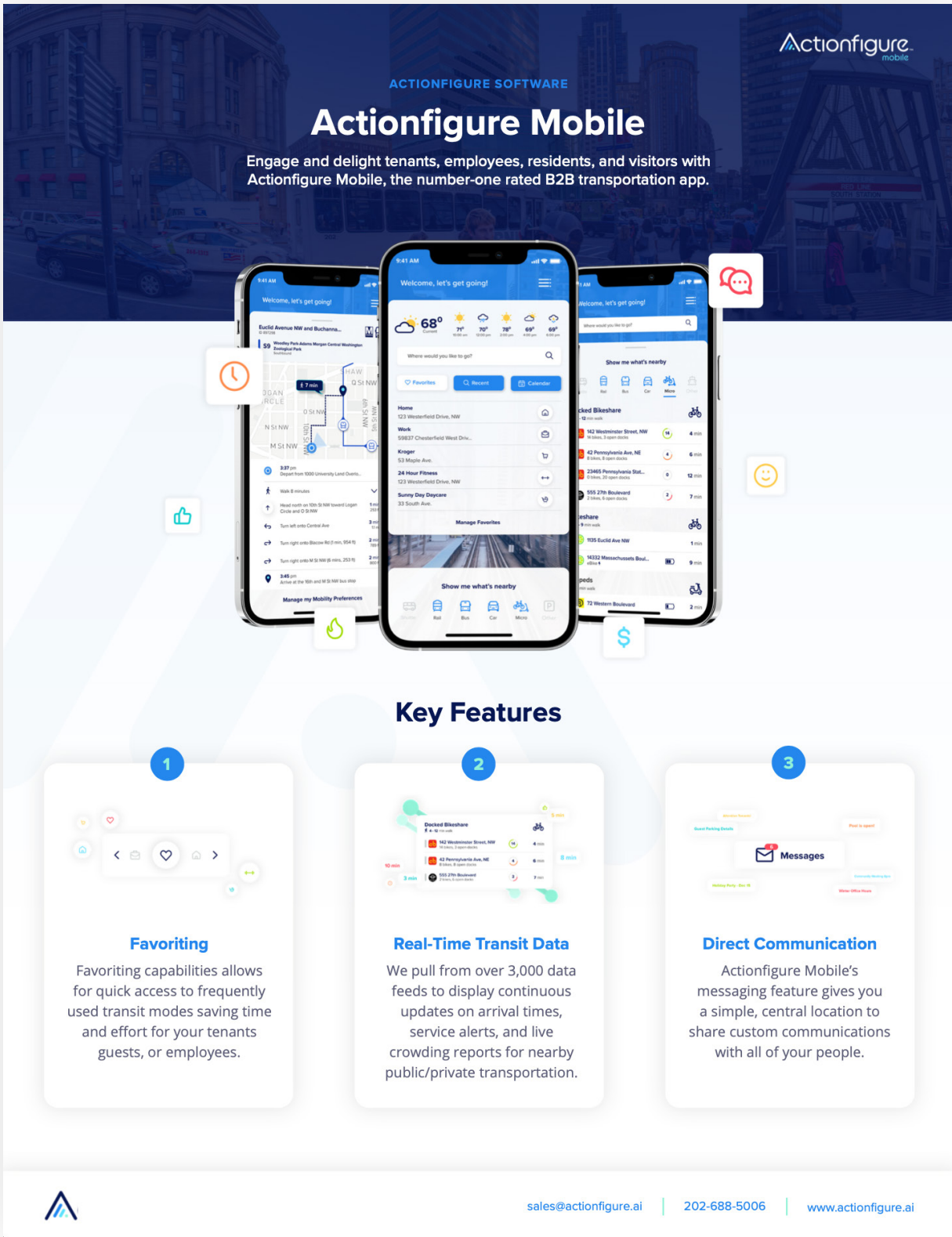
Product flyers, generally as a one page document, are intended to inform potential customers about the unique product offerings at Actionfigure. Each product has a template dedicated to a heavy and light amount of content depending on the amount of information needed to present to the customer. The design of the flyer templates is an extension of the website interface. All flyers are intended for digital use only and should be rarely printed.

InDesign templates can be found [here](#).



## Heavy Content

Each individual product follows the same layout for flyers with a heavy amount of content. This template goes into detail about the product, and how it works.



## Light Content

Each individual product has a similar template for light content. This template uses larger imagery, and only highlights key features about the product.



Company Letterhead  
Business Cards  
One-Pagers

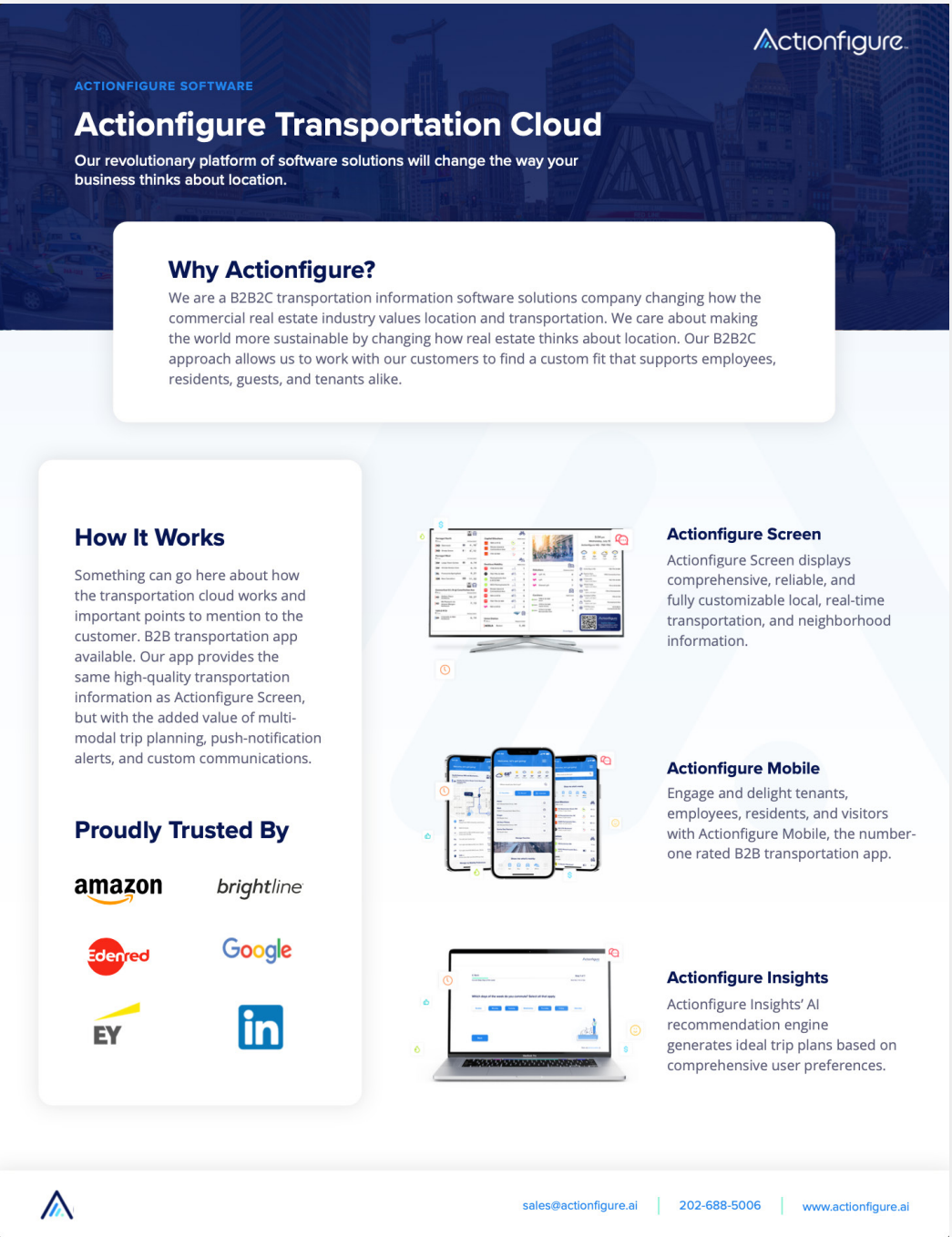
# Software Suite Flyers

Similar to the product flyers, the entire software suite has variations of layouts used as a sales tool for informing potential customers about our software solutions. This template has three versions – two intended for heavy content and one for light content.

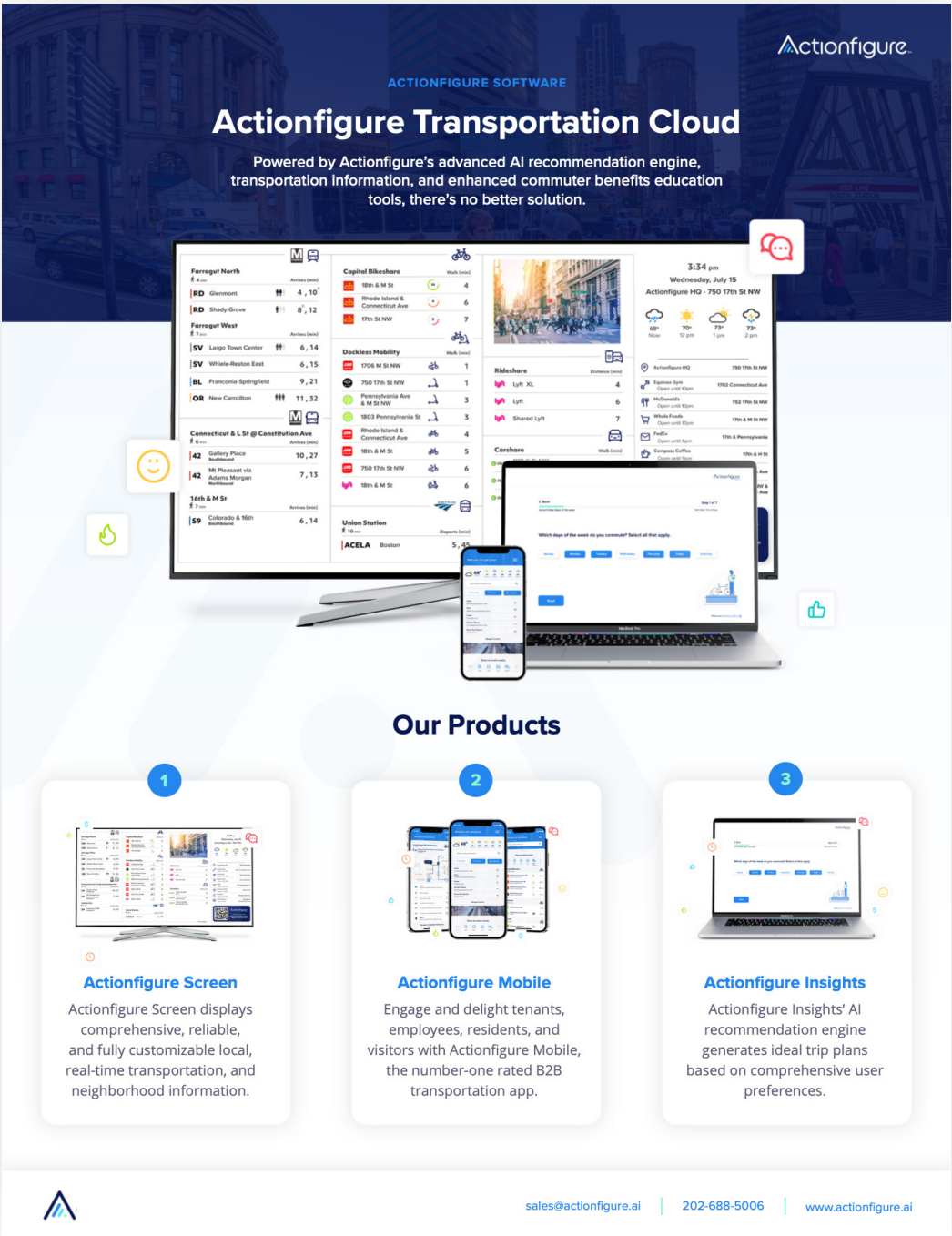
InDesign templates can be found [here](#).



Heavy Content Layout 1



Heavy Content Layout 2



Light Content Layout





Company Letterhead

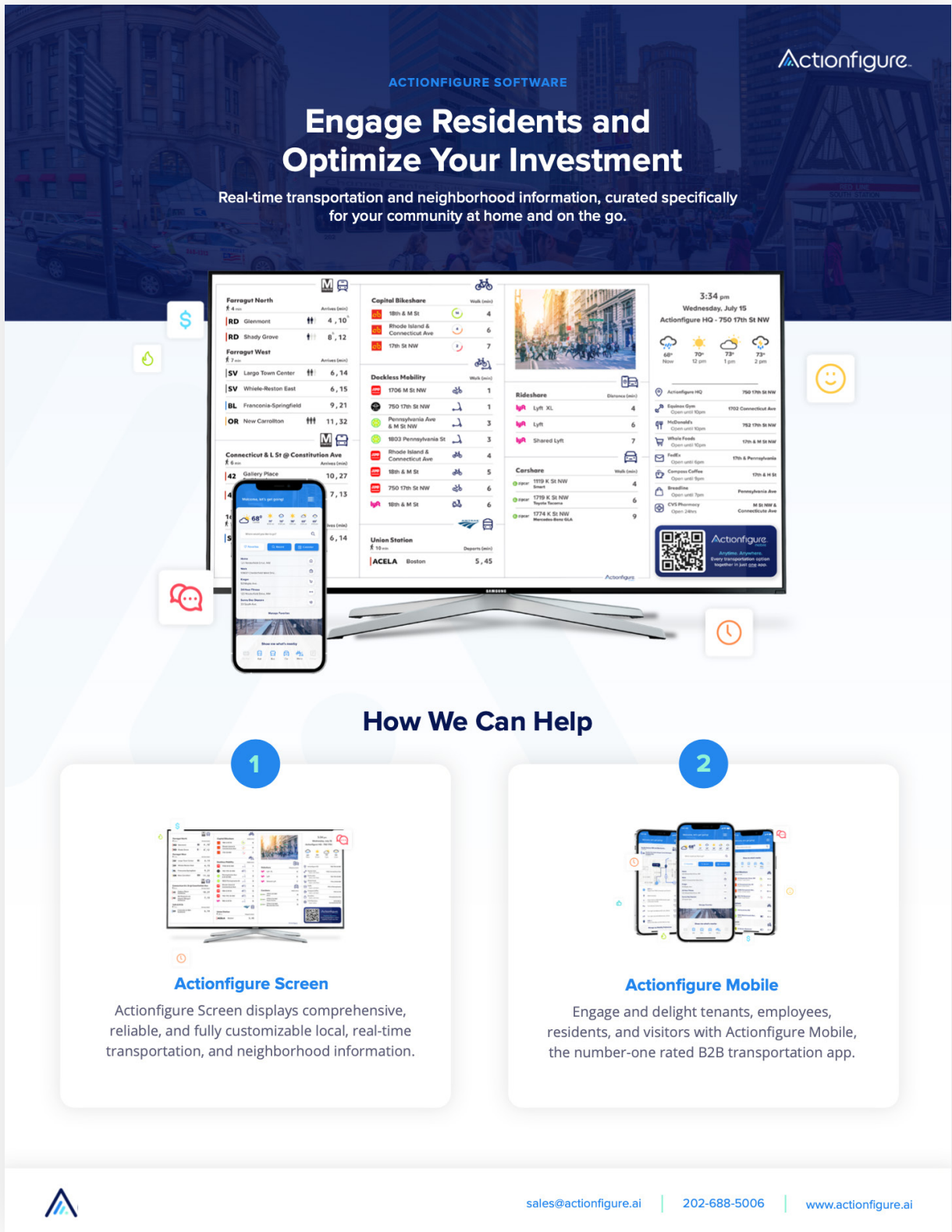
Business Cards

One-Pagers

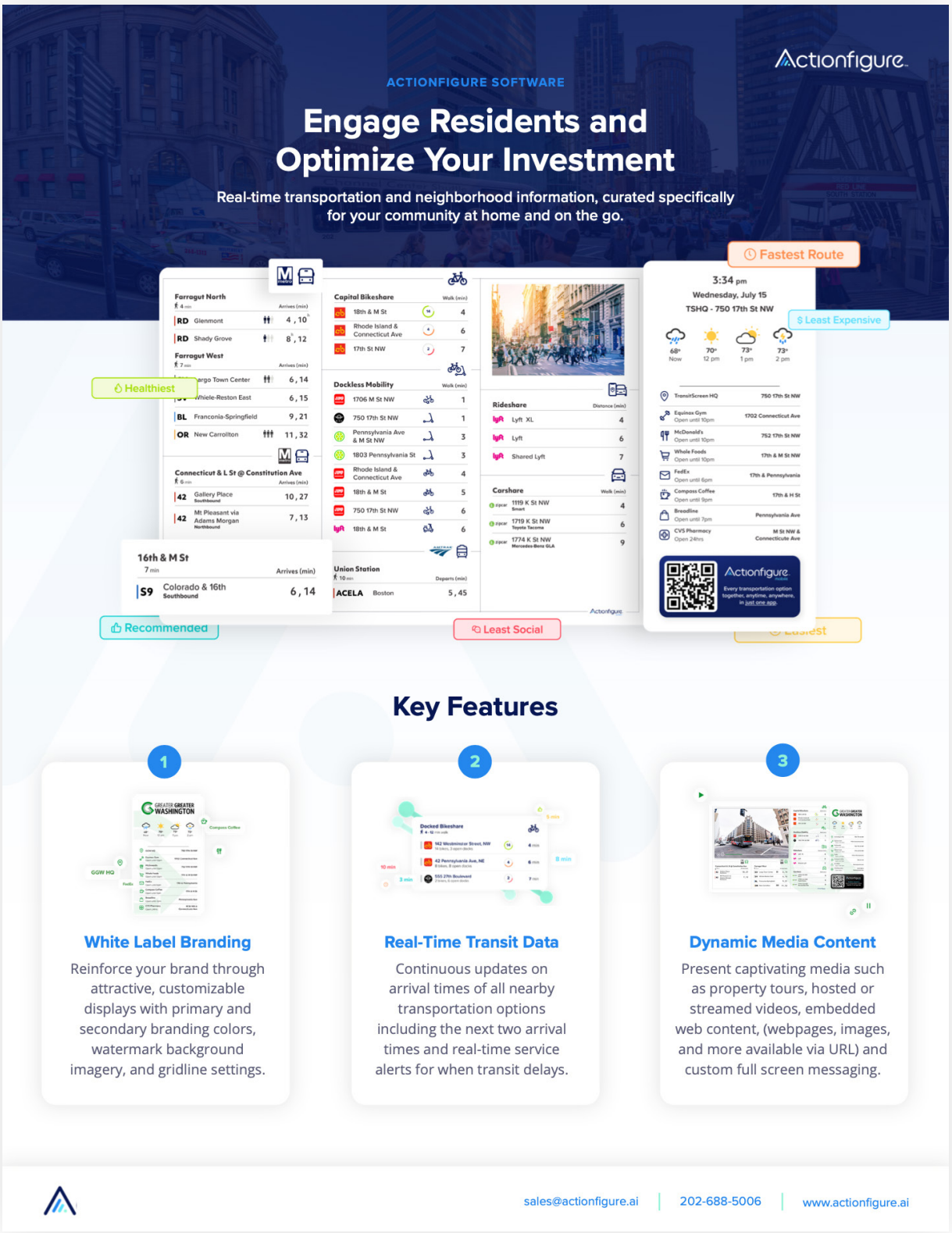
# Vertical Flyers

Our products are offered to a majority of audiences that we refer to as verticals. Each vertical requires slightly different forms of content and marketing strategies to be considered effective. The vertical flyers are similar to individual product flyers, but can include information about bundled deals and industry specific keywords and written content.

InDesign templates can be found [here](#).



Vertical Layout 1



Vertical Layout 2



# Applications

09



Promotional Items

Stationery

Advertisements

Email Signature

Promotional Items

Promotional items, or “swag,” change with the seasons, trends, and company events. This page shows examples of what our promotional items could look like, but doesn’t act as strict guidelines. Promotional items are a chance for us to showcase our brand to our networks and peers outside of the company. It’s important to keep our brand voice and tone consistent with other products and documents when thinking about the design for these products. Additionally, we prioritize quality over quantity and try to match our brand colors as closely as possible when printing. Please remember to use Pantone colors when sending print ready files to printers.





- Promotional Items
- Stationery**
- Advertisements
- Email Signature

# Stationery

Similar to the company promotional items, we want to pay attention to the print quality of stationery pieces when ordering from printers. Paper weight can vary depending on the product, but please only print stationery in coated paper, preferably with a matte finish. Use CMYK color values or Pantone colors when applicable.



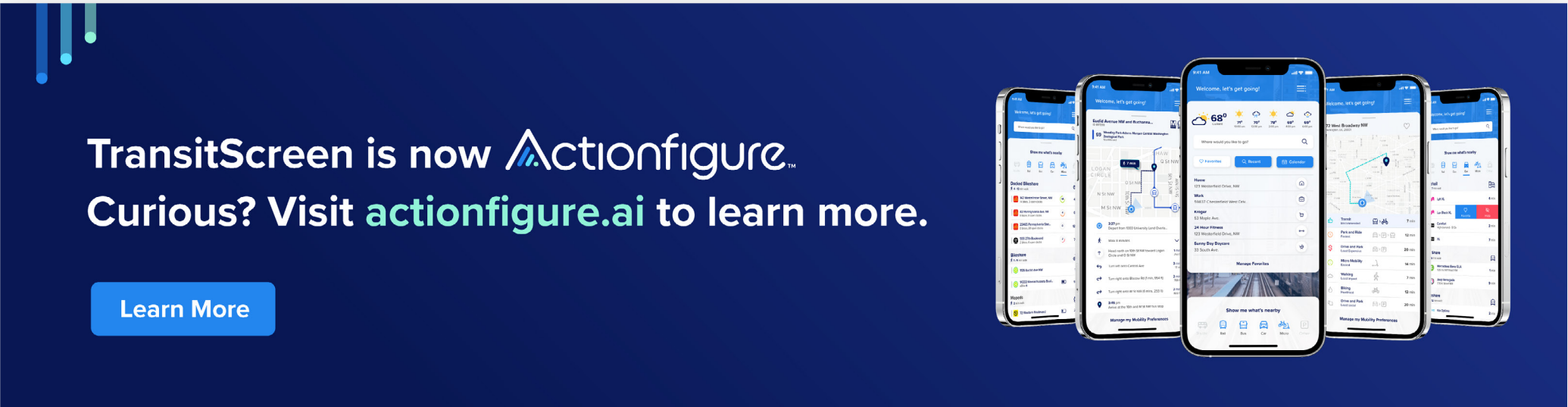
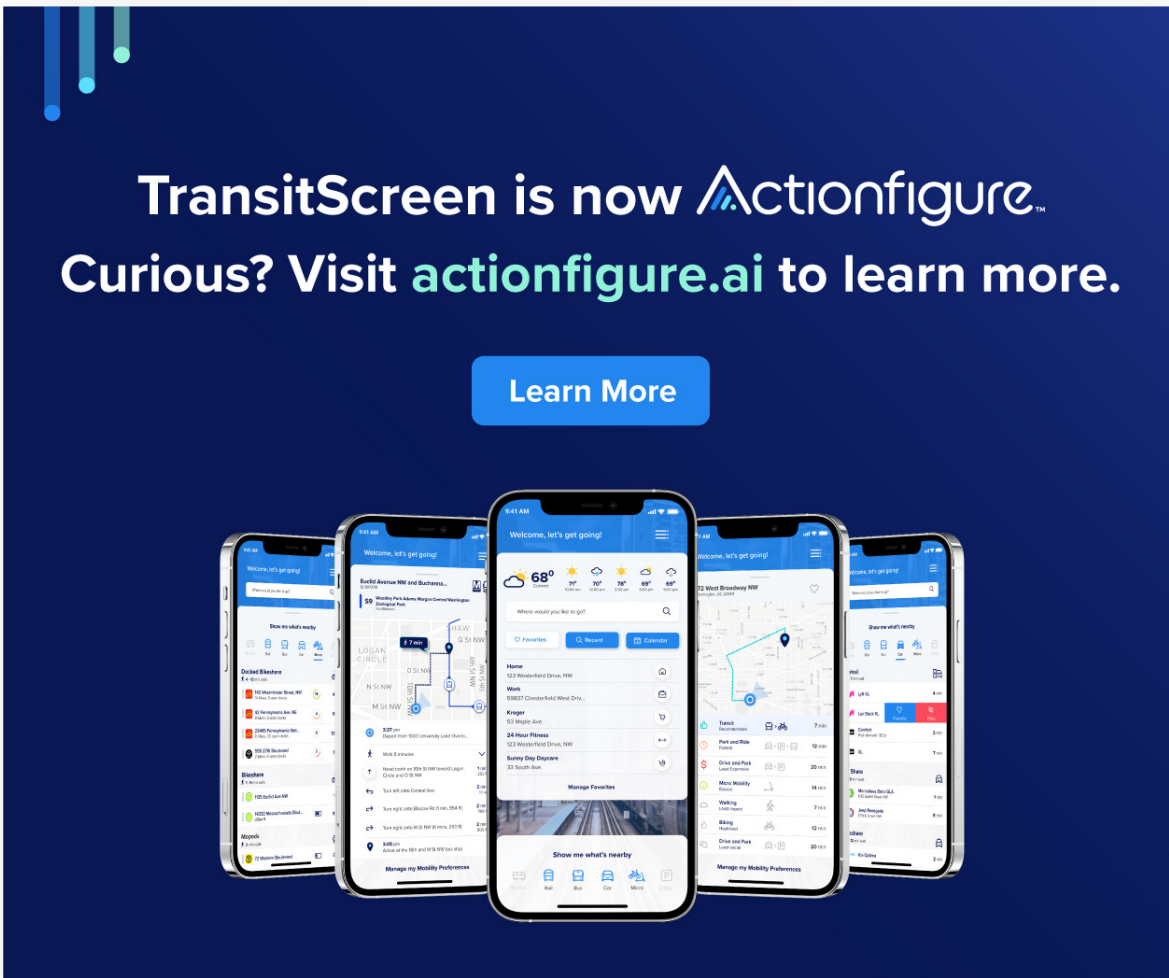
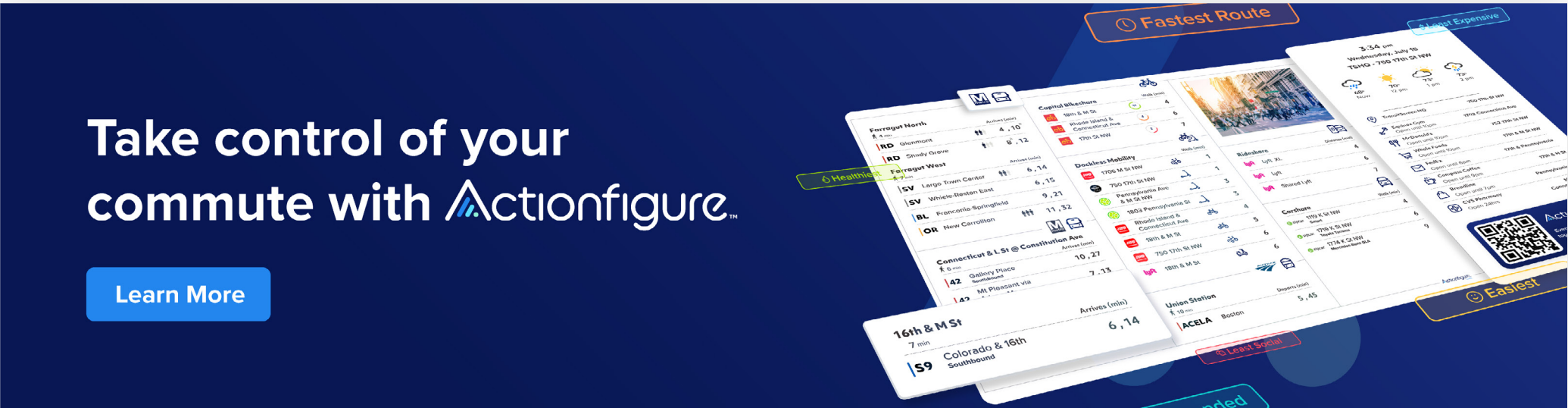
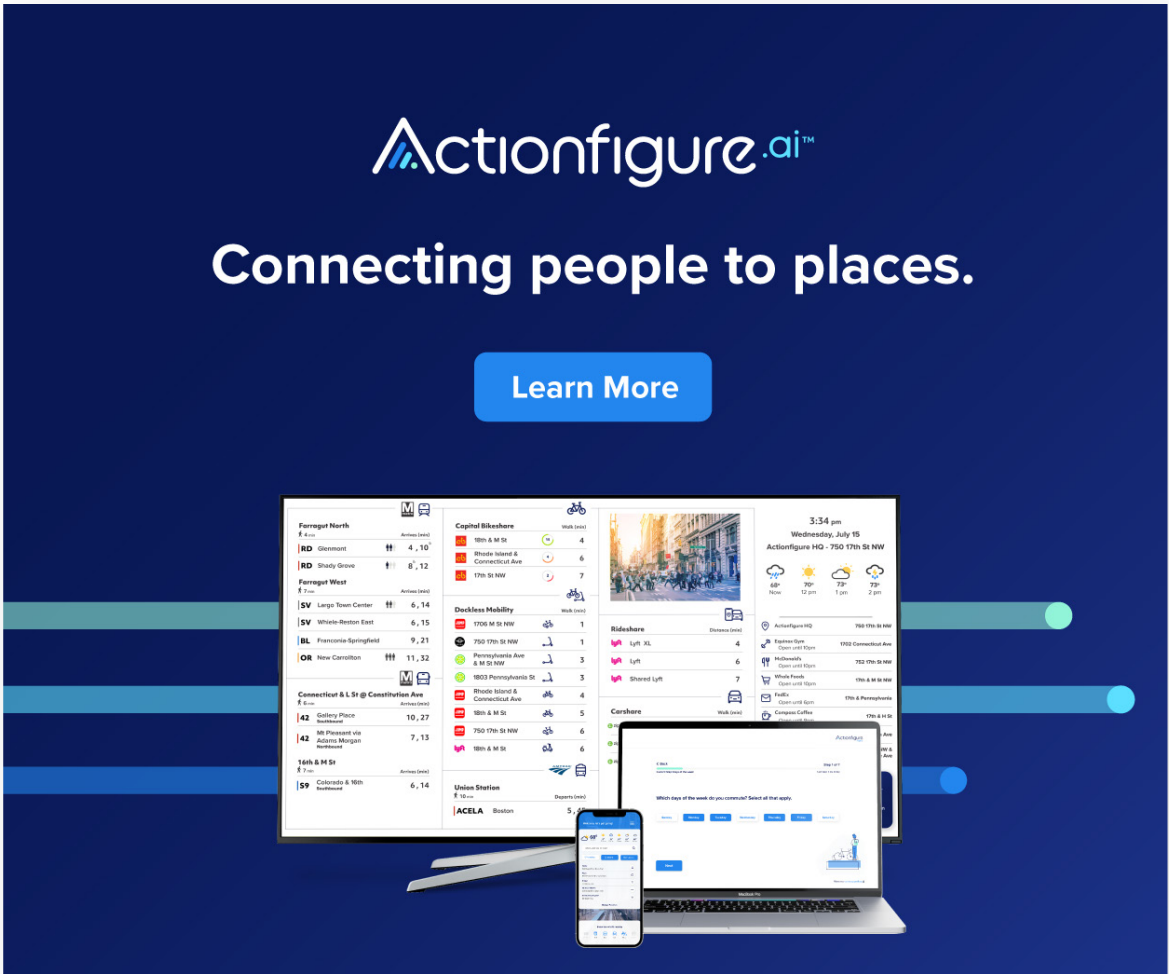


Promotional Items  
Stationery  
Advertisements  
Email Signature

Display Ads

Display ads are uploaded and managed through Terminus and need to follow the proper file sizing set by their standards. Ads can be designed in a square (300 px × 250 px) or a rectangle (970 px × 250 px) and should be exported at a standard screen resolution (72 ppi). The design of the ads can change depending on the content, but the Actionfigure™ logo should always be present. Font sizes should not be any smaller than 14 pts for the square ads and 26 pts for the rectangular ads.

Design files for display ads can be found [here](#).



- Promotional Items
- Stationery
- Advertisements
- Email Signature

# Email Signature

Email signatures are built on [WiseStamp](#) and are integrated into our email accounts. Similar to the business card layout, our email signature design is simple and only displays necessary information. Although we have social media accounts on multiple platforms, please only display LinkedIn and Twitter in email signatures. If you need to adjust your contact information in your email signature, please contact Operations for more details.

Logo Mark file in PNG or SVG



Font should be Proxima Nova or Arial

First Last Name

Position Title Goes Here

name@actionfigure.ai

123-456-7890

actionfigure.ai

in 

Show icons only (no shape or outline)



For any additional information please contact

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THANK YOU

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