

# TAP Brand Guidelines

2017

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TAP is a tool for fare media and data collection. The TAP brand symbolizes speed, security, convenience and safety.

Using a TAP card gives riders the freedom to travel seamlessly throughout LA County across 24 transit systems. With TAP partner agencies, participating municipal transit systems gain better control and access to fare recovery information.

TAP is about freedom, movement, exploration, expansion, and possibility for riders and transit systems alike. TAP helps unite LA County through public transit.



TAP is a partnership with 24 transit systems throughout LA County. The value of TAP is in its far-reaching usefulness to the combined ridership of these transit systems.

In these pages are the guidelines for establishing a memorable and strong identity for TAP brand materials. These marketing pieces provide information applicable across the TAP network.

We are here to strengthen TAP's value to ridership across 24 transit systems and to empower TAP partner agencies by making available photography, logos, and standard copywriting for the purpose of tailoring messaging for their customized needs.

#### Transit systems on TAP:

- Antelope Valley Transit Authority (AVTA)
- Baldwin Park Transit
- Beach Cities Transit
- BurbankBus
- Carson Circuit
- City of Monterey Park Spirit Bus
- Compton Renaissance Transit Systems
- Culver CityBus
- Foothill Transit
- Glendale Beeline
- GTrans (Gardena)
- Huntington Park Transit Unlimited

- LA County Department of Public Works
- Long Beach Transit
- LADOT Transit
- Los Angeles World Airports (LAWA)
- Metro
- Montebello Bus Lines
- Norwalk Transit System
- Palos Verdes Peninsula Transit Authority
- Pasadena Transit
- Santa Clarita Transit
- Santa Monica Big Blue Bus
- Torrance Transit

#### Note:

Access Services offers TAP-enabled paratransit.

Metrolink tickets can be used as an EZ transit pass on select carriers.

TAP's brand personality is **concise**, **pragmatic**, and **relaxed**. TAP has a promise to deliver convenient fare media to users and needs to be helpful. At the same time, TAP aims to make getting around easier for its riders. TAP's tone should be chill and stress-free.

Depending on the medium, emphasis may shift to one characteristic over the others. For example, marketing headlines generally veer towards relaxed and welcoming. Email subject lines will be more concise and pragmatic.

*Marketing example:*

**Everything in LA County is just a TAP away.**

*Subject line example:*

**You've successfully transferred your remaining balance from your lost card.**

## Concise

Matter-of-fact, efficient, to-the-point. TAP steers clear of jargon and technical details that might stump the average rider.

## Pragmatic

Functional, useful, helpful. The perspective of the messages is based on how it helps the customer and how to get the most out of TAP.

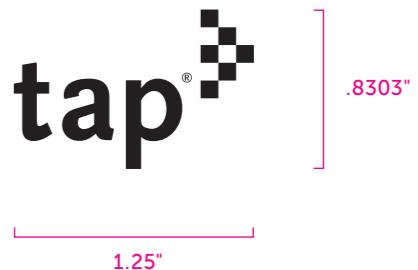
## Relaxed

This serves as a reminder that TAP ultimately helps people take the worry out of paying fares and riding transit. TAP's aspiration is to simplify the complexity.



### Size

The preferred size of the TAP logo (see below) should be used in print materials when it is being displayed alone, and for document sizes ranging from 8.5" x 3.5" (take-one) to 11" x 17" (tabloid). The logo should always be placed in the lower right corner of the page. (See Marketing materials, starting on p. 33)



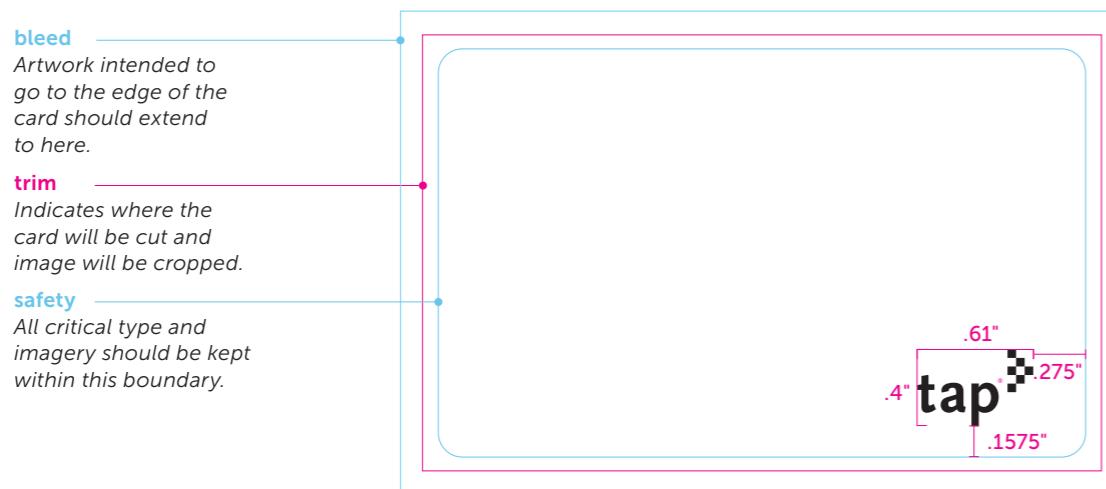
The smallest size for the TAP logo omits the registered symbol. Also, the symbol is omitted when printing on non-paper substrates, such as polyester or fleece.



## Placement on TAP cards

The preferred size of the TAP logo should be used as shown below on special-edition or commemorative TAP cards. The TAP logo is on the lower right-hand corner of the card, with the distances from the edge as shown.

Contact the TAP office for Adobe Illustrator template and instructions.

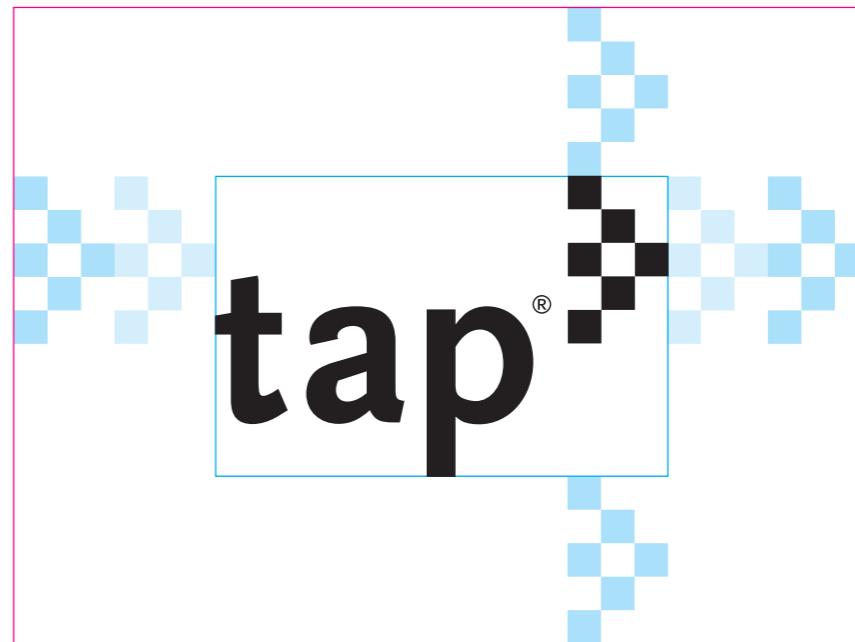


Registered Symbol?

## Clear space

A minimum clear space is required to ensure the prominence and clarity of the TAP logo.

The red box surrounding the logotype below illustrates the required minimum clear space. As shown, clear space is based on a unit, which is the chevron artwork used within the logo.



Clear space surrounding the logo is proportional to the size used. The chevron in the logo becomes the unit for measuring the clear space.

## Colors

The TAP logo may be used only in black or white (or knock-out). This will ensure visual consistency and compatibility when appearing alongside another logo.

- A black logo should be used on light backgrounds
- A white logo should be used on dark backgrounds

**Note:** Allow enough contrast between the background and the color of the TAP logo to ensure readability and compliance with the Americans with Disabilities Act (ADA).



## TAP blue

The TAP logo may be used in the colors listed below.

- When printing with spot colors, the versions of the "TAP blue" listed below may be used according to the type of paper being printed on.

Coated stock: **PMS 549C**

Matte Stock: **PMS 549M**

Uncoated stock: **PMS 550U**

- When printing with a 4-color process digital printer, the CMYK conversion of the "TAP blue" indicated below may be used.

**C=52 M=6 Y=0 K=25**



*The TAP logo may also appear in 100% cyan in signage and wayfinding only.*

## Contrast & readability

Correct logo usage requires contrast and readability. Separation from the background must be maintained. Examples of how the logo appears on appropriate backgrounds are shown below.

### YES

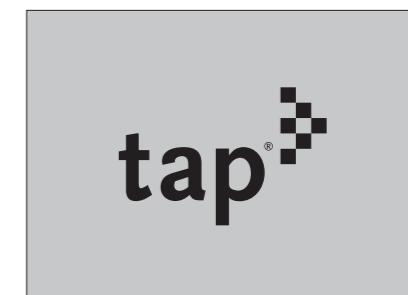
When working with a black & white application, the ideal display of the logo would be a black logo on a white background or a white logo on a black background.

*Note: Reversed logo must be used for backgrounds greater than 40% black.*



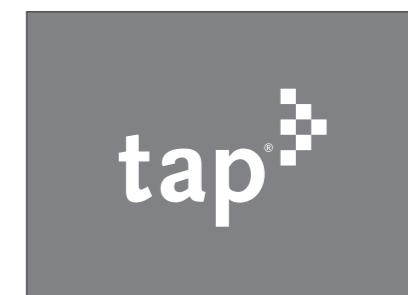
### YES

Sometimes a colored background is appropriate or necessary. If so, choose a background that allows sufficient contrast (less than 40% black or equivalent) and use a positive logo.



### YES

If the contrast is greater than 40% black (or equivalent), the signature must be reversed to white as shown in this sample.



### YES

When the logo must be placed over an image or photograph, choose placement and color of the logo with consideration for the best contrast and readability.



### Incorrect usages

Use the approved digital artwork for all applications of the signature. Do not alter the color, proportions or alignment of any of the elements in the logotype in any way.

**DO NOT**  
change the colors within the logotype.



**DO NOT**  
use a drop shadow, blur or treat with the logotype.



**DO NOT**  
re-draw the signature, or substitute with other typefaces.



**DO NOT**  
reposition signature elements.



### Incorrect usages to avoid

The examples on this page demonstrate additional typical errors that should be avoided when using the signature.

**DO NOT**  
distort, extrude or display the signature as a three-dimensional object.



**DO NOT**  
use the logotype on a background that inhibits legibility.



**DO NOT**  
add type elements to the signature in violation of clear space rules.



**DO NOT**  
distort the size or proportion of the signature elements.



**Cobranding**

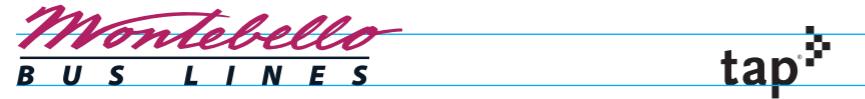
Shown below are logos of all TAP partners. An example of each logo's size and placement in relation to the TAP logo has been provided.

access

tap<sup>®</sup>tap<sup>®</sup>tap<sup>®</sup>tap<sup>®</sup>

burbankbus→

tap<sup>®</sup>tap<sup>®</sup>tap<sup>®</sup>tap<sup>®</sup>tap<sup>®</sup>tap<sup>®</sup>tap<sup>®</sup>tap<sup>®</sup>tap<sup>®</sup>



Typefaces:

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;/[]\+=\_-)(\*&^%\$#@!

Museo Slab

# Az

Museo Slab 700

# Az

Museo Slab 500

# Az

Museo Slab 300

# Az

Museo Slab 100

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;/[]\+=\_-)(\*&^%\$#@!

Museo Sans

# Az

Museo Sans 700

# Az

Museo Sans 500

# Az

Museo Sans 300

# Az

Museo Sans 100

# Don't forget to tap.

Museo Slab 700

## It's required.

Museo Slab 300

Tapping your card each time you board ensures that you are riding with the correct fare.

Museo Sans 500

*Toque su tarjeta al sello de TAP para asegurar que está viajando con la tarifa correcta.*

Museo Sans 500 Italic

To find out more, visit [taptogo.net](http://taptogo.net).

Museo Sans 500 and 500 Italic

This copy is  
28 points while  
the word TAP  
is 27.5 points.

Whenever possible, "TAP" should be reduced down .5 points from the rest of the copy's text size to maintain visual consistency with the body of text.

**Justification:**

Word-spacing:	90% min	100% desired	133% max
Letter-spacing:	1% min	2% desired	3% max

**Body text:**

Use Museo Sans 300 and Museo Sans 500.

**Bilingual texts:**

If English and a second language occur together, the second *is the matching face in italic*.

**URLs:**

URLs are italicized. Please visit [taptogo.net](http://taptogo.net).

**Fine print:**

Use Museo Sans 100.

In cases where Museo Sans or Museo Slab is unavailable, Arial may be substituted instead.

**PRIMARY PALETTE**

PMS 2925  
CMYK 85/24/0/0  
RGB 0/150/214

PMS 144  
CMYK 0/48/100/0  
RGB 248/151/29

PMS 376  
CMYK 50/0/100/0  
RGB 141/198/63

PMS 7433  
CMYK 30/100/42/5  
RGB 173/33/96

**SIGNAGE PALETTE**

Process Cyan  
CMYK 100/0/0/0

*This color is reserved for station environments only and may not be used for marketing materials.*

**Color palette**

The Primary Palette for TAP materials is shown below, along with acceptable blend formulas. These colors and blends may be used on any TAP-branded materials and in any combination.

The colors provided in the Secondary Palette are used sparingly for highlight colors or blending.

When a file is being printed with specific spot colors, the appropriate PMS color swatches need to be used within the document. When printed 4-color process (digital or offset), the CMYK values must be used. When a file is prepared for on-screen only, all colors must be converted to the provided RGB values.

PMS 3258  
CMYK 60/0/30/0  
RGB 91/196/191

**SECONDARY PALETTE**

PMS 7671  
CMYK 80/85/15/3  
RGB 248/151/29

PMS 297  
CMYK 52/5/3/0  
RGB 110/196/233

PMS 389  
CMYK 55/3/100/0  
RGB 129/189/65

PMS 116  
CMYK 55/3/100/0  
RGB 129/189/65

**"TAP" versus "tap"**

The word "TAP" should be displayed in all uppercase letters when used as a brand name and proper noun in written copy. When used as a verb, use "tap" in lowercase.

**Examples:****> Used as the brand:**

All fares purchased at TAP vending machines will need to be loaded on TAP cards.

**> Used as the verb:**

Please make sure you tap your card before boarding.

**> Used as both verb and proper noun:**

Tap your card on the TAP target.

**Writing style guide****Focus on verbs.**

Statements can be worded as an imperative.

**Example:**

**Don't:** If you don't register your card for Balance Protection, you will not recover your balance if your card is lost.

**Do:** Register your card at [taptogo.net](http://taptogo.net) and get free Balance Protection.

**Use everyday words.**

Avoid using jargon and technical terms.

**Example:**

**Don't:** Look for any of the four kinds of validators: mobile, turnstile, rail station, and farebox.

**Do:** Touch the TAP card on the TAP target as you board.

**Keep language simple and direct.****Example:**

**Don't:** When you're riding, you have to have your TAP card with you. Reuse it for future rides.

**Do:** Keep it. Reuse it.

**Choose the positive way of something over the negative.****Example:**

**Don't:** If you don't tap, you will be penalized with a fine.

**Do:** Have your TAP card ready to prove valid fare payment for your ride.

**Don't use a serial comma.****Example:**

**Don't:** Turnstiles, fareboxes, and validators.

**Do:** Turnstiles, fareboxes and validators.

Minimize use of exclamation to once per designed piece.

No emoticons.

Thin spaces before and after em dashes.

**A/B TAP:** Annual Transit Access Pass (A-TAP) and Business Transit Access Pass (B-TAP) are employer annual pass programs designed to encourage public transit use in the workplace. Employers and employees may qualify for commuter benefits, which will significantly reduce the cost of the employee pass and act as a business tax benefit for the employer. The cost per pass varies depending on which program a company opts for, number of employees and business location.

SPANISH: *A/B TAP*

**Autoload:** An automated program where Stored Value, a transit pass and/or a stored-ride ticket is automatically reloaded to a customer's TAP card. Set up by phone, the customer specifies an account from which to deduct funds used to pay for specified fare products.

SPANISH: *Carga automática*

**Balance Protection:** A program of registering TAP cards on *taptogo.net* that provides for transfer of value from a TAP card that has been reported lost, stolen or damaged to a replacement TAP card or to a second registered TAP card.

SPANISH: *Protección de saldo*

**Boarding:** Entering a transit vehicle to embark on a journey.

SPANISH: *Abordar*

**Card Fees:** Charge applied for each individually purchased TAP card.

SPANISH: *Tarifa de tarjeta*

**Deboarding:** Exiting a transit vehicle to make a transfer to another transit vehicle or to arrive at a desired destination.

SPANISH: *Desembarque*

**EZ transit pass:** A calendar-based monthly pass good for local travel on 24 different transit systems throughout LA County. Up to 11 zones can be purchased on an EZ transit pass.

SPANISH: *Pase de tránsito EZ*

**Hotlisted:** The list of cards that are blocked from further use, typically as a result of a registered card being reported lost or stolen.

SPANISH: *Lista caliente*

**Inter-Agency Transfer:** Transferring from one agency bus to another. For example, from Metro to Foothill Transit.

SPANISH: *Transbordo interagencia*

**Local Transfer:** Transferring within a single transit system. For example, from Pasadena Transit to Pasadena Transit.

SPANISH: *Transbordo local*

**Passenger Display Screen:** TAP validators/turnstiles have an integrated display screen where customers can verify which fare product was validated, the pass expiration date and Stored Value balances.

SPANISH: *Pantalla de validador*

**Reduced Fare:** The Reduced Fare TAP card program enables eligible individuals to apply for a special TAP card to purchase discounted agency passes available only on TAP. Many TAP participating systems offer reduced fares for seniors, persons with disabilities, college/vocational students and K-12 students.

SPANISH: *Tarifa reducida*

**Rider Class:** TAP cards will be initialized with one rider class. The rider class can determine which (if any) discounted fares a cardholder is eligible to receive on each participant's services.

SPANISH: *Clase de pasajero*

**Rolling vs. Calendar Passes:** Rolling passes are valid for consecutive days from the first tap (ex. 7-Day or 30-Day Passes). Calendar Passes are monthly passes and are only valid on the first of the month through the last day of the month.

SPANISH: *Pase consecutivo vs. pase mensual*

**Stored Value:** Cash value loaded onto a TAP card, used to pay for transit rides. When a rider taps a TAP target or validator, the correct fare amount will be deducted from the Stored Value loaded on the card.

SPANISH: *Valor almacenado*

**TAP:** The noun that refers to the program of paying for fare with products purchased and loaded onto a TAP card.

SPANISH: *TAP*

**Tap:** Touching a TAP card against a TAP target on a TVM, validator or farebox CPOS.

SPANISH: *toque*

**TAP card:** A smart card, which is a credit card-sized card that has a microprocessor, memory, and an input/output interface.

SPANISH: *Tarjeta TAP*

**TAP Target:** The circular graphic on TVMs and validators which TAP users hold their TAP cards against in order to load or validate fare.

SPANISH: *Sello de TAP*

**TAP-participating Transit System:** A transit agency that has agreed to adopt and abide by the TAP Regional Operating Rules, and who have purchased installed TAP equipment or software in order to accept TAP cards as a valid means of payment.

SPANISH: *Sistemas de transporte TAP participantes*

**TAP Regional Service Center:** Call center established for customer inquiries and questions regarding TAP cards, fares and customer service concerns.

SPANISH: *Centro de servicio regional de TAP*

**TAP Vendors:** A third-party vendor where a customer can purchase and add fare to a TAP card. Fare purchased at TAP vendors is available for immediate use.

SPANISH: *Vendedores de TAP*

**Transit Stored Rides:** Single rides available for purchase in bulk and pass format (ex. 10-Ride Pass).

SPANISH: *Viaje de tránsito almacenado*

**U-Pass:** A sticker containing the TAP smartchip and is affixed to a Student ID. It works like a TAP card. The U-Pass is administered and managed by participating higher education schools.

SPANISH: ?

**Upcharge Fees:** Passes that are valid only on local routes may be used on express routes for the base fare; however, a surcharge will be applied for the difference.

SPANISH: *Tarifas de recargo*

## Devices

### Bus Mobile Validator:



A machine near the bus entrance where riders tap their TAP cards to demonstrate valid fare. It attaches to the surface of the interior of the bus near where passengers board.

SPANISH: *Validador móvil*



### Compact Point of Sale Device (CPOS):

Countertop sales device that loads regional products on TAP cards. The CPOS communicates daily with the TAP system, records sales and receives updated fare information. It is not connected to the vendor or customer service agent's cash drawer or credit card machine.

SPANISH: *Terminal punto de venta*

**Driver Control Unit (DCU):** Select TAP validators are equipped with a device that allows operators to verify which fare product was validated. The device also has the ability to load fare products such as passes, Stored Value and transfers.

SPANISH: *Unidad de control de operador*



### Farebox Validator:

A TAP target that is integrated into/onto the farebox, where riders can also pay with cash.

SPANISH: *Máquina para pasajes*

**Light Validator:** A machine near the bus entrance, controlled by a Driver Control Unit, where riders tap their TAP cards to validate fare.

SPANISH: *Validador ligero*

**Mobile Phone Validator (MPV):** Fare enforcement device that allows authorized personnel to verify if a patron boarded with valid fare media.

SPANISH: *Validador de teléfono móvil*



### Stand-Alone Validator (SAV):

Waist-tall freestanding machines located near the entrances and exits of Metro Rail and Metro Orange Line stations.

SPANISH: *Validador autónomo*



### Turnstile:

These are gates located in rail stations which release to permit passage only when the rider taps a TAP card with valid fare against the TAP target. Some are true turnstiles, while others are paddles.

SPANISH: *Torniquete*



### TAP Vending Machine (TVM):

Automated machines located at Metro Rail and Metro Orange Line stations where users can purchase TAP cards, Stored Value, Transfers and Metro Passes. TVMs also display the current balance on any TAP card, as well as its expiration date (Metro fare products and Stored Value only).

SPANISH: *Máquina vendedora de TAP*

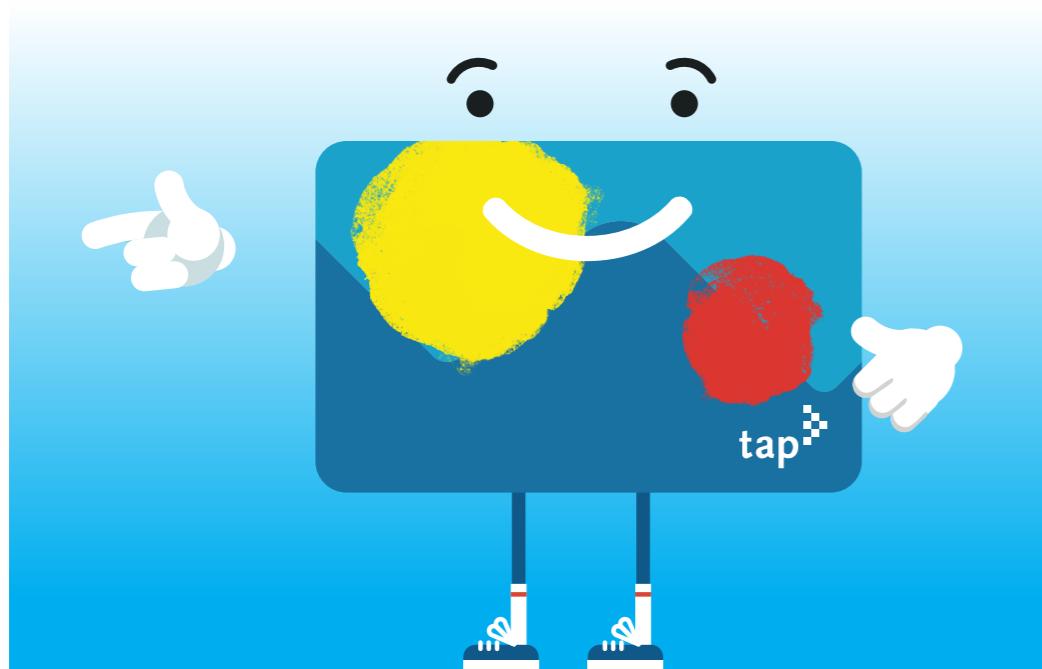
### Validator:

Any type of TAP device that registers valid fare when riders tap their TAP cards on it before boarding.

SPANISH: *Validador*

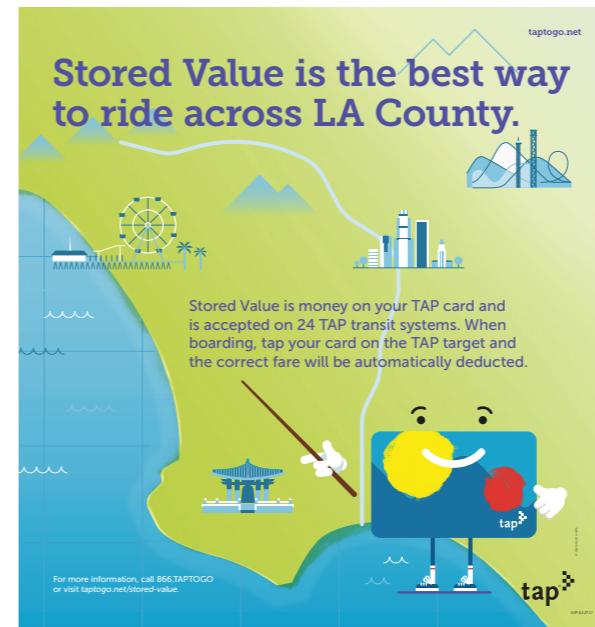
**Tappy**

A regular TAP card with limbs and eyes, Tappy appears in educational regional campaigns to explain rider tips. He appears in TAP animations on the TAP website and for social media.

**About Tappy**

Tappy is the ambassador of TAP. Born and raised in LA, he travels across LA County on the region's 24 transit agencies that gladly welcome him aboard. Tappy believes that public transit is the future in LA. He'll sit next to you on the bus, but he won't take your seat. He is a bit OCD. To help you pay your

fare, he must contact the target on the validator. His favorite color is PMS 549, a precise shade of blue. He has large hands and he will hold on tight to your cash — up to \$300 at one time! It's his secret (and free) Balance Protection power. Thousands of people ride with Tappy every day. Will you be one of them?



Tappy always appears in a narrative context, relevant to the campaign.

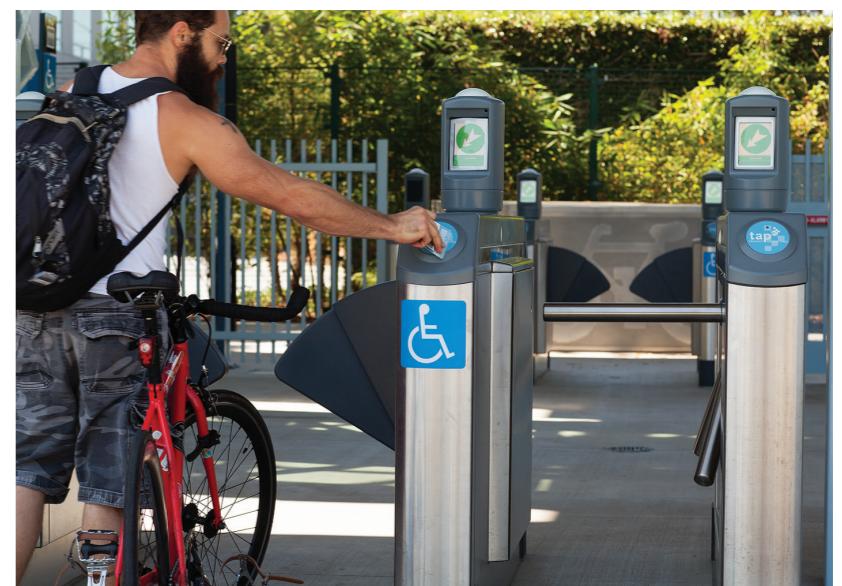
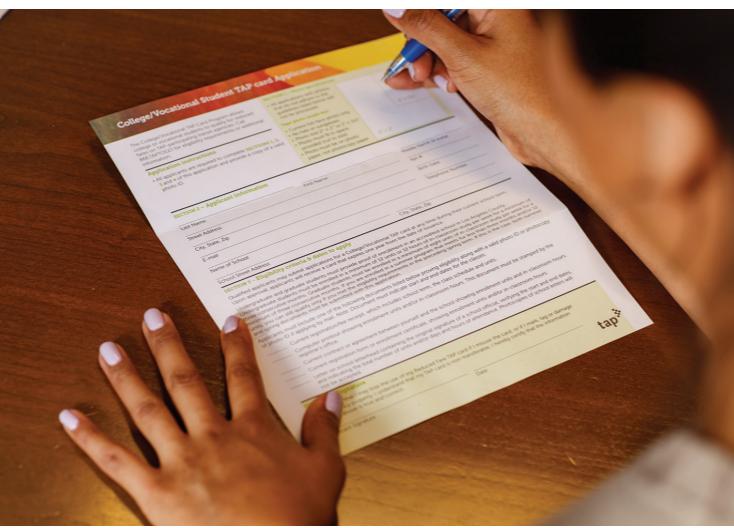
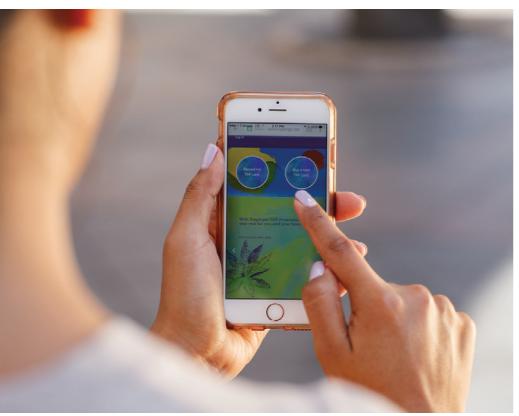
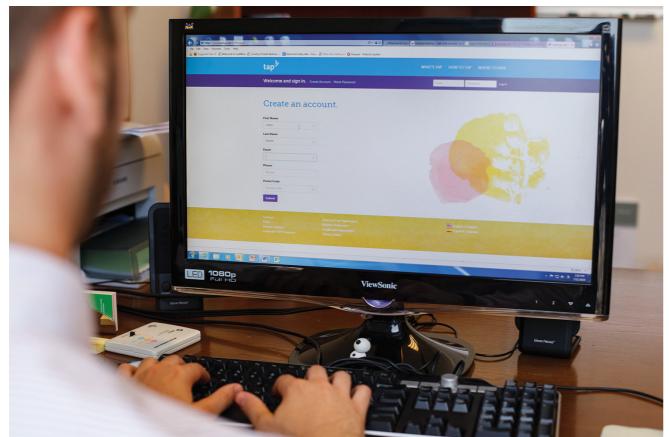
He is not cropped. No copy runs over him.



## General TAP photos

TAP offers photo images of TAP products and tools to participating transit systems for marketing materials. The images are available in various resolutions and file formats.

Keep in mind for Regular TAP card marketing materials, photos with cooler colors match better the TAP blue design color palette. For Reduced Fare TAP marketing materials, a warmer color palette in the photographs matches better the orange Reduced Fare color palette.



**TAP cards**

REGULAR FARE TAP CARD



REDUCED FARE TAP CARD

**Reduced Fare TAP card programs:**

- Senior
- People with disabilities
- K-12 student
- College/Voc student

## Commemorative TAP cards

TAP helps produce a variety of commemorative TAP cards representing special programs. When designing these, remember that *printing on plastic produces less crisp images than on paper or on screen.*



SUCCESSFUL DESIGNS



UNSUCCESSFUL DESIGN



- **The critical elements reside within the ample margins** from the edge of the card. (Left and right margins are .275". Bottom and top margins are .1575".)
- **Main tagline is easy to understand and succinct.** If the message is lengthier, it promotes a mission or aspiration, instead of selling a good or a service.
- **Bigger type is better.** Minimum type size in most fonts: 13 pt. Contrast boldly against background, for better legibility.
- **The imagery is bold and direct.** It does not rely on precise, heavily articulated details or complex gradients. Variation in color may occur during printing on plastic and small shifts in trimming may occur.
- **TAP logo is in the correct location.** Stick with the location provided in the template.
- **Background image does not interfere** with the legibility of the TAP logo.
- **The most suitable version of the TAP logo is used** (black or white) to optimize contrast against the background.

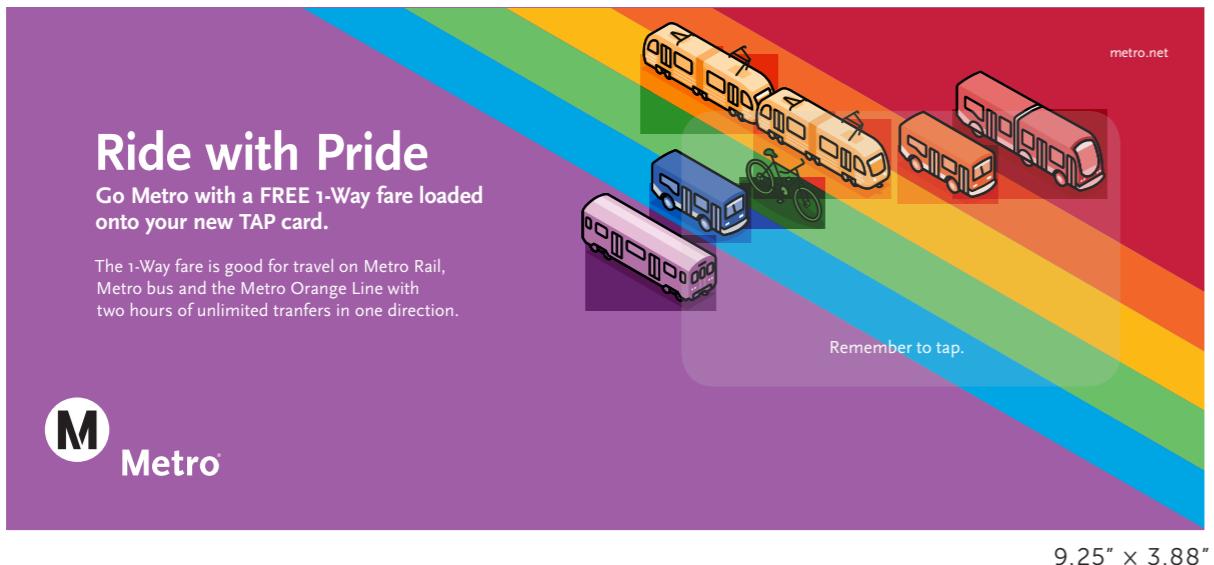


- Visual elements are too busy and small; they will either interfere with the legibility or defy the printer's ability to reproduce them on the card.
- Text is too small, too much, or blends into the background color.
- Too much like an ad or a hard sell.
- Critical elements too close to the edge of the card.
- TAP logo is lost in the background.
- TAP logo is not in the correct location.

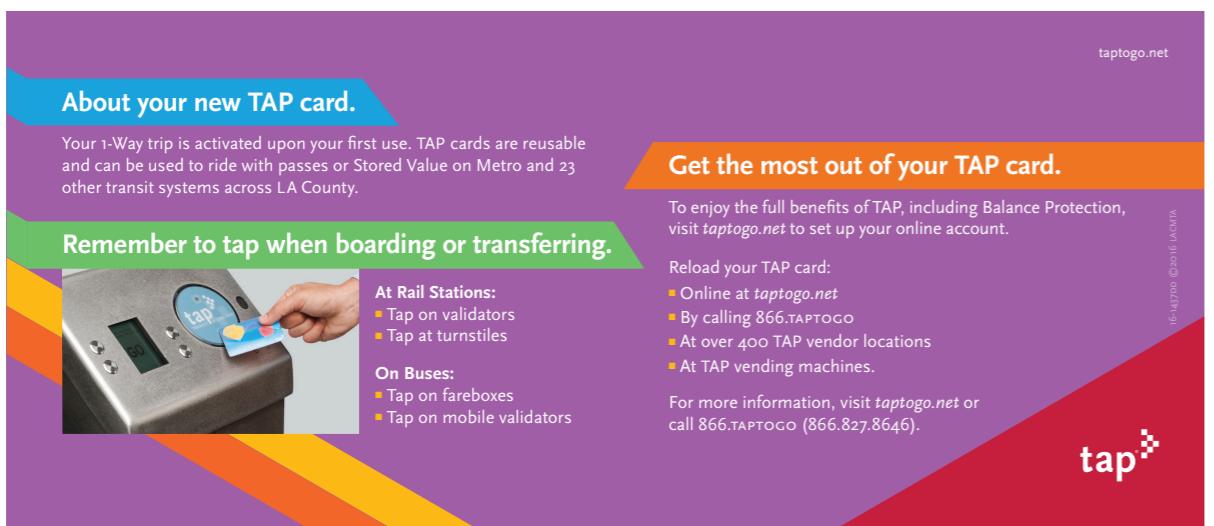
## Commemorative TAP card carriers

In cases where the commemorative TAP card is distributed by mail or manually, a cardholder can feature information on the campaign and information on how to use TAP to ride transit.

FRONT



BACK

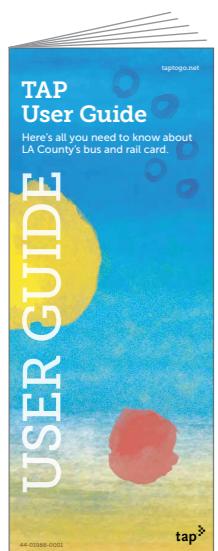


## Core TAP marketing materials



## External marketing materials

- Reduce Fare Application Take-Ones  
Folded dimensions: 3.5" x 8.5"

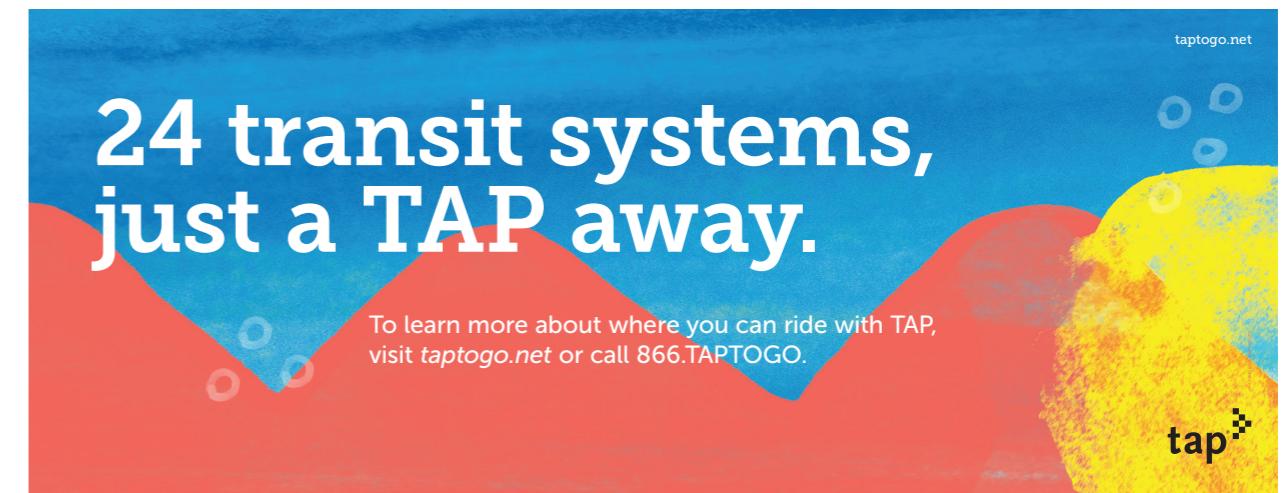


- TAP User Guide Booklet

## Core TAP Materials



- Car cards  
Dimensions: 28" x 11"  
or custom sizes upon request



## External marketing materials



**Rail Poster**  
Printed on 15pt cover  
Dimensions: 21" x 22.3125"



**Oversized Rail Poster**  
Dimensions: 34.25" x 28.50"

## Additional languages



**Chinese**

ARMENIAN																					
<b>K-12 աշակերտի TAP քարտի դիմում</b>																					
<p>K-12 TAP քարտի հրաման՝ K-12 դպրությանն աշակերտի համար հեշտացնելու և Metro ներգրաված ուղևարձի համար իրավական համարով: Քարտը ստուգում համար գնացնելու համար 866.827.8646 հեռախոսախառնով:</p> <p><b>Դիմումի դրամաբանմանը</b></p> <ul style="list-style-type: none"> <li>Բայց դիմումը պետք է լրացնել այս դիմումի բաժինների և Ա-Բ:</li> <li>9-12 դպրության աշակերտի TAP օճախ մեջ ընդունելու դրույթը և անդամական ինքն բառակազմություն ID-ի կամ դրամային ID-ի:</li> </ul> <p><b>Բաժին I – դիմումի վերաբերյալ տեղեկություններ</b></p> <table border="1"> <thead> <tr> <th>Ազգանուն</th> <th>Անուն</th> <th>Հայրանուն/Ազգանուն</th> </tr> </thead> <tbody> <tr> <td>Փոքր անուն</td> <td></td> <td>Բանկային #</td> </tr> <tr> <td>Բայցը   Նախարար   Փաստական ինքնուր</td> <td>Ուղարկող բանկին</td> <td>Հայրանուն/Ազգանուն</td> </tr> <tr> <td>Հայրաքանչական</td> <td></td> <td>Էլ. փոստ</td> </tr> <tr> <td>Փոքր անուն</td> <td></td> <td>Բայցը   Նախարար   Փաստական ինքնուր</td> </tr> </tbody></table> <p><b>Բաժին II – Իրավականացրելու համարմանը</b></p> <p>Սահմանադրության համապատասխան վերաբերյալ տեղեկություններ</p> <p><b>O 9-12 դպրության աշակերտի</b> Աշակերտ՝ 9-12 Տիկ դպրության համար ան պայման՝ այս մեջ ներկայացնելու և նույնականացնելու դրամային ID-ի կամ այլ մունքային համարով ID-ի մեջ ներկայացնելու:</p> <ul style="list-style-type: none"> <li>Խնդրում են ենթադրություն գործարակ՝ _____ (օրինակ՝ 9-րդ դպրության)</li> <li>Խնդրում են ենթադրություն տեղափոխվելու ամեն, որ մեր մեջ ներկայացնելու համար անհնարինակ վերջն ամիսն է՝ _____ (օրինակ՝ համար)</li> </ul> <p><b>O K-8 աշակերտի</b> K-8 աշակերտության պարագաներից չեն իրենց TAP քարտի հետ կցվողական լուսակերպություն ID:</p> <ul style="list-style-type: none"> <li>Խնդրում են ենթադրություն ընթացիկ գործարակ՝ _____ (օրինակ՝ 5-րդ դպրության)</li> <li>Խնդրում են ենթադրություն տեղափոխվելու ամեն, որ մեր մեջ ներկայացնելու վերջն ամիսն է՝ _____ (օրինակ՝ համար)</li> </ul> <p>Բայց K-8 և 9-12 աշակերտության պարագաները պետք է արձանագրված ինքն Los Angeles քարտայի շրջանակ համապատասխան տարրածակ, կուտար բարեկ կամ անու դրամուն:</p> <table border="1"> <tr> <td>Քարտի գործառնությունները հետապնդվում են:</td> </tr> <tr> <td>Համապատասխան պարագաների մասնակի գործառնությունները կատարվում են:</td> </tr> <tr> <td>Համապատասխան պարագաների գործառնությունները առաջարկվում են:</td> </tr> <tr> <td>Համապատասխան պարագաների գործառնությունները առաջարկվում են:</td> </tr> </table>			Ազգանուն	Անուն	Հայրանուն/Ազգանուն	Փոքր անուն		Բանկային #	Բայցը   Նախարար   Փաստական ինքնուր	Ուղարկող բանկին	Հայրանուն/Ազգանուն	Հայրաքանչական		Էլ. փոստ	Փոքր անուն		Բայցը   Նախարար   Փաստական ինքնուր	Քարտի գործառնությունները հետապնդվում են:	Համապատասխան պարագաների մասնակի գործառնությունները կատարվում են:	Համապատասխան պարագաների գործառնությունները առաջարկվում են:	Համապատասխան պարագաների գործառնությունները առաջարկվում են:
Ազգանուն	Անուն	Հայրանուն/Ազգանուն																			
Փոքր անուն		Բանկային #																			
Բայցը   Նախարար   Փաստական ինքնուր	Ուղարկող բանկին	Հայրանուն/Ազգանուն																			
Հայրաքանչական		Էլ. փոստ																			
Փոքր անուն		Բայցը   Նախարար   Փաստական ինքնուր																			
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**Armenian**

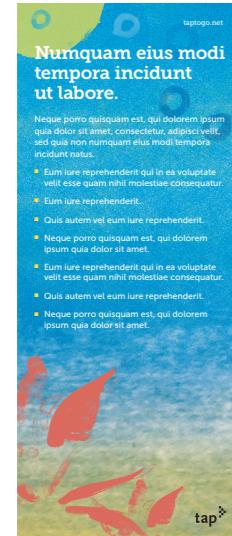
## 10 languages available:

Armenian  
Cambodian  
Chinese  
English  
Japanese  
Korean  
Russian  
Spanish  
Thai  
Vietnamese

## Muni TAP templates



- Car Card  
Dimensions: To fit the munis specs

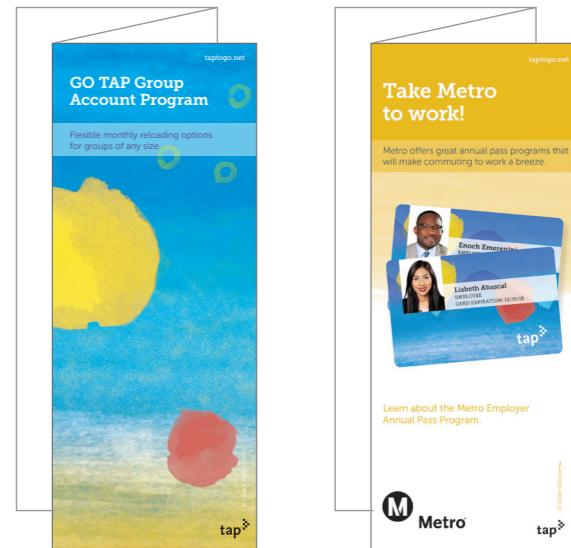


- Take-One  
Dimensions: 3.5" x 8.5"

Do we want to keep this? I doubt we'll ever use them. We've been making custom designs per campaign per each muni's specs, upon their request.

## Group TAP Programs

Organizations, from schools to offices, can enroll their members in a variety of TAP group programs.



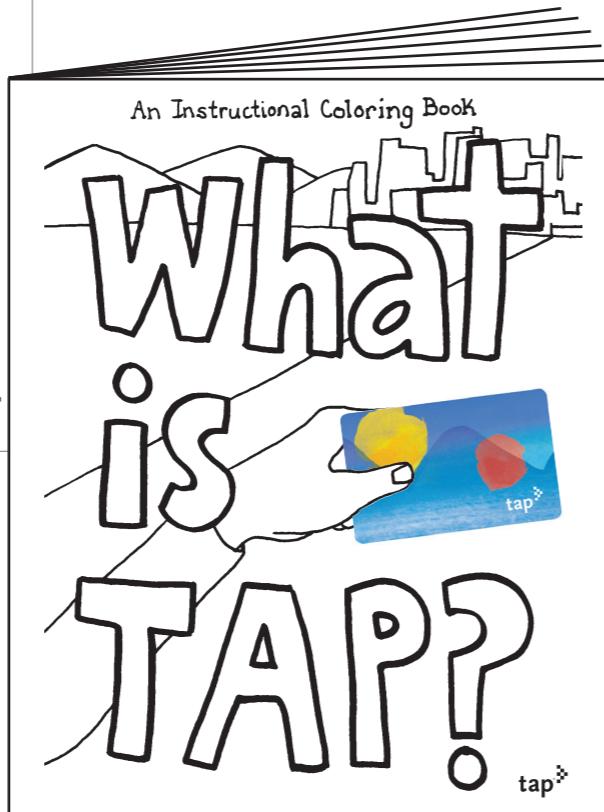
- TAP-enabled U-Pass sticker  
Dimensions: 1.75 x 1 in  
Full color, full bleed  
Sticker to place on college ID

## Special campaigns

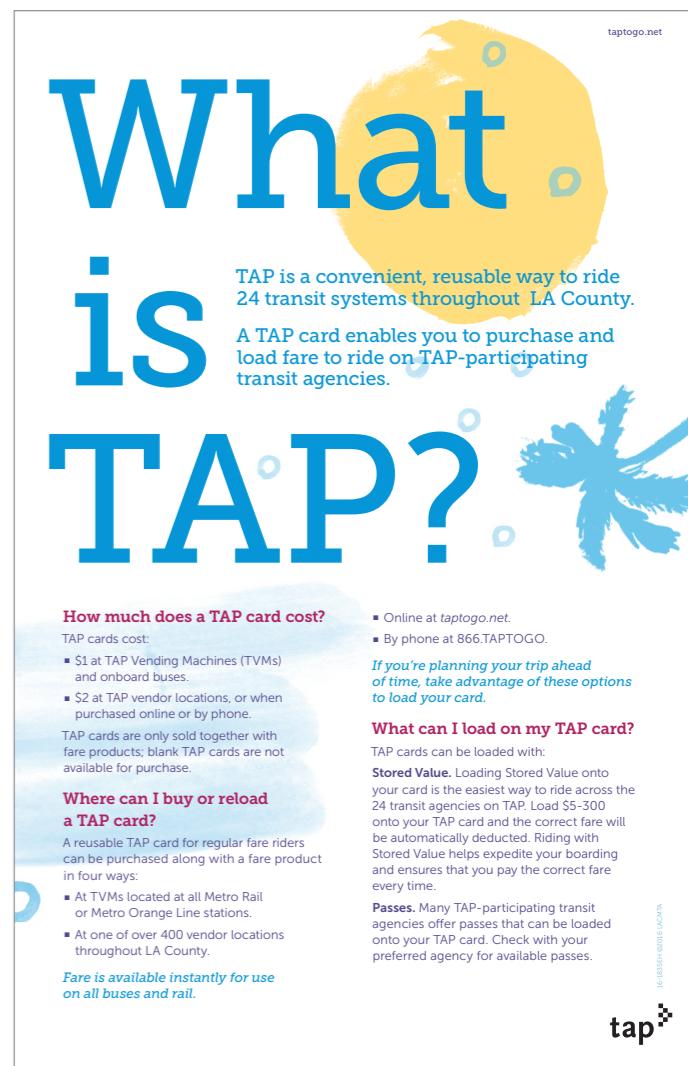
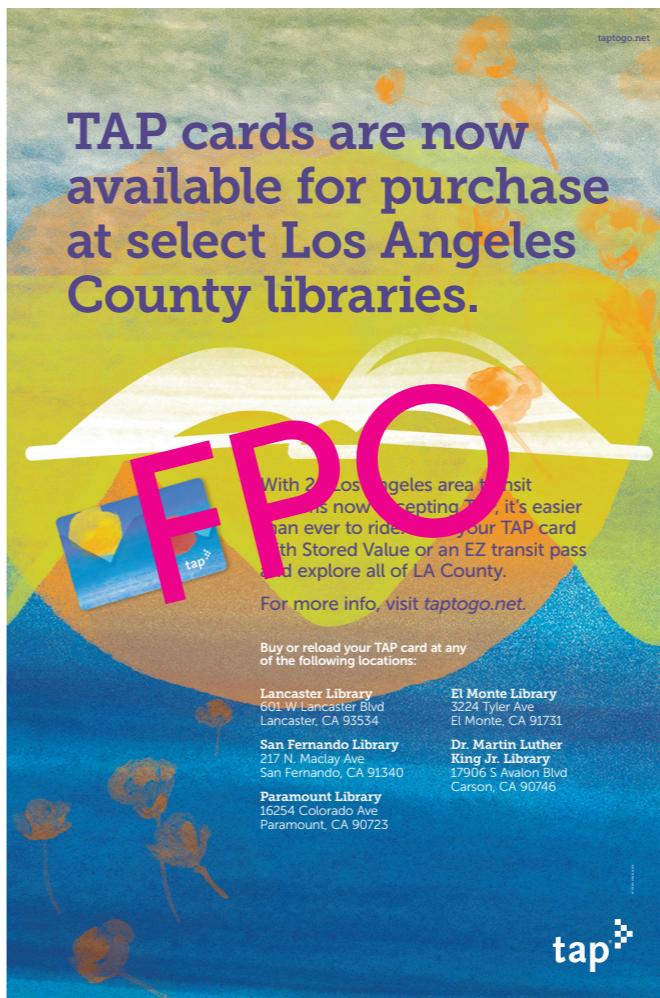


- Cardholder  
Dimensions: 9.5" x 11.25"

- Take-One  
Dimensions: 7.5" x 5.375"



## Special campaigns



**TAP vendor materials**

■ Vendor Poster  
Dimensions: 18" x 23"



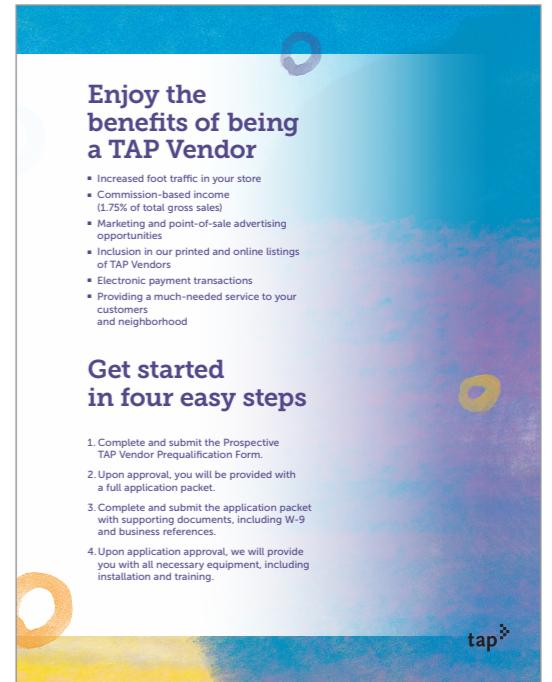
■ Vendor Window Decal  
Dimensions: 11" x 8.5"

**Marketing materials**

■ Vendor Flyer  
Dimensions: 8.5" x 11"

**Vendor outreach forms**

■ Vendor Outreach Folder  
Dimensions: 9" x 12"



**Get started in four easy steps**

1. Complete and submit the Prospective TAP Vendor Prequalification Form.
2. Upon approval, you will be provided with a full application packet.
3. Complete and submit the application packet with supporting documents, including W-9 and business references.
4. Upon application approval, we will provide you with all necessary equipment, including installation and training.

■ Vendor Outreach Flyer  
Dimensions: 8.5" x 11", double-sided

**TAP Vendor Application**

Thank you for your interest in becoming a TAP vendor. Please complete the application below in its entirety. If your application is incomplete, it may not be accepted.

Name of Business: \_\_\_\_\_

Business Principal's Full Name: \_\_\_\_\_ Title: \_\_\_\_\_

Business Principal's Full Name: \_\_\_\_\_ Title: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Social Security or Tax ID #: \_\_\_\_\_

My business is a: \_\_\_\_\_ Corporation  
(check one) \_\_\_\_\_ Legal Partnership  
How long have you operated in the present business location? \_\_\_\_\_ Years \_\_\_\_\_ Months

How long have you operated in the previous business location? \_\_\_\_\_ Years \_\_\_\_\_ Months

\*Please use additional sheets to list addresses of multiple locations.

**Signature(s) of Applicant(s)**

I understand that Metro is relying on the information in this application in deciding to extend credit. I certify that this is a true statement of my financial condition as of the date of valuation. You may rely on it as being true and correct until I otherwise notify you in writing. I authorize Metro to obtain credit-related information to assist in giving proper consideration to this application.

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Date: \_\_\_\_\_

The completed application must have the following attachments:

- 1) Proof of Legal Ownership – Copy of business license
- 2) Sole Proprietorship – Copy of most recent Federal Income Tax Form 1040
- 3) Partnership – Copy of most recent Federal Income Tax Form 1065
- 4) Corporation – Closely held (non-traded) corporations, copy of most recent Federal Income Tax Form 1120. If a publicly traded corporation, then also a copy of Audited Financial Statements.

Return completed application and attachments to:

TAP  
Attn: Edith A. Goff-Youngblood  
Mail Stop: 99-04-03  
One Gateway Plaza  
Los Angeles, CA 90012-2932

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Los Angeles, CA 90012-2932

- **Vendor Outreach Forms**  
Dimensions: 8.5" x 11", double-sided

## TAP website

taptogo.net

**tap**

**Welcome and sign in. Not Registered? Or Forgot Password?**

**WHAT'S TAP HOW TO TAP WHERE TO RIDE**

**Email** **Password** **Log In**

**Reload my TAP card.**

**Buy a new TAP card.**

**TAP Tip**

**To make sure your TAP vendor sells the type of pass you want, call ahead of time.**

**Look up the vendor location closest to you.**

**Employer TAP Programs**

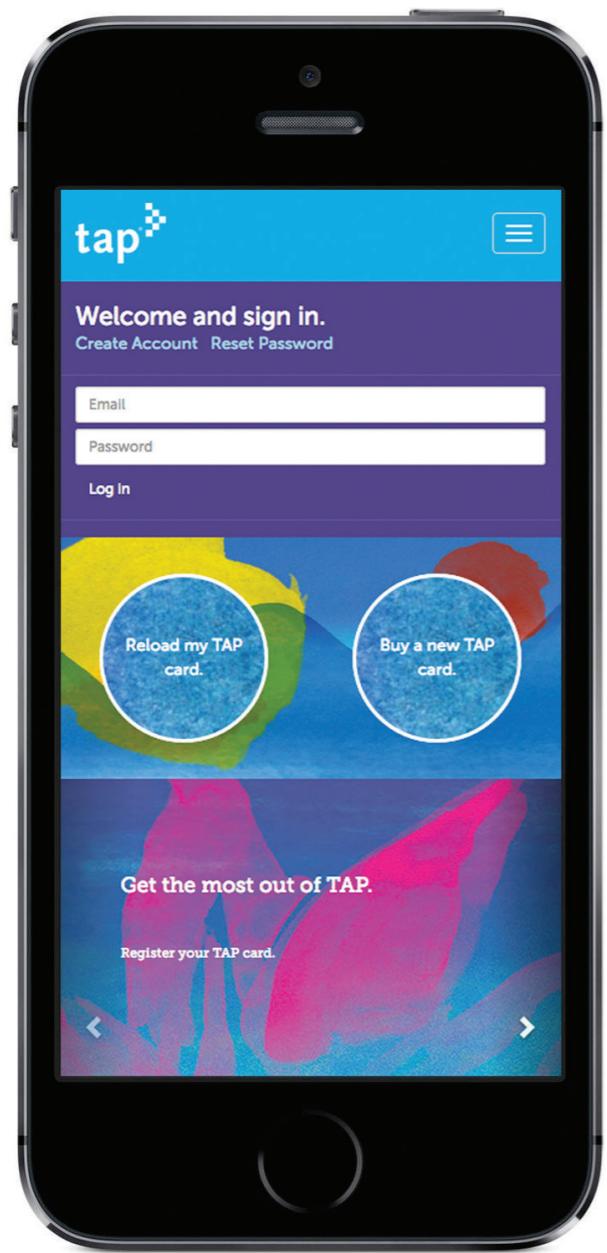
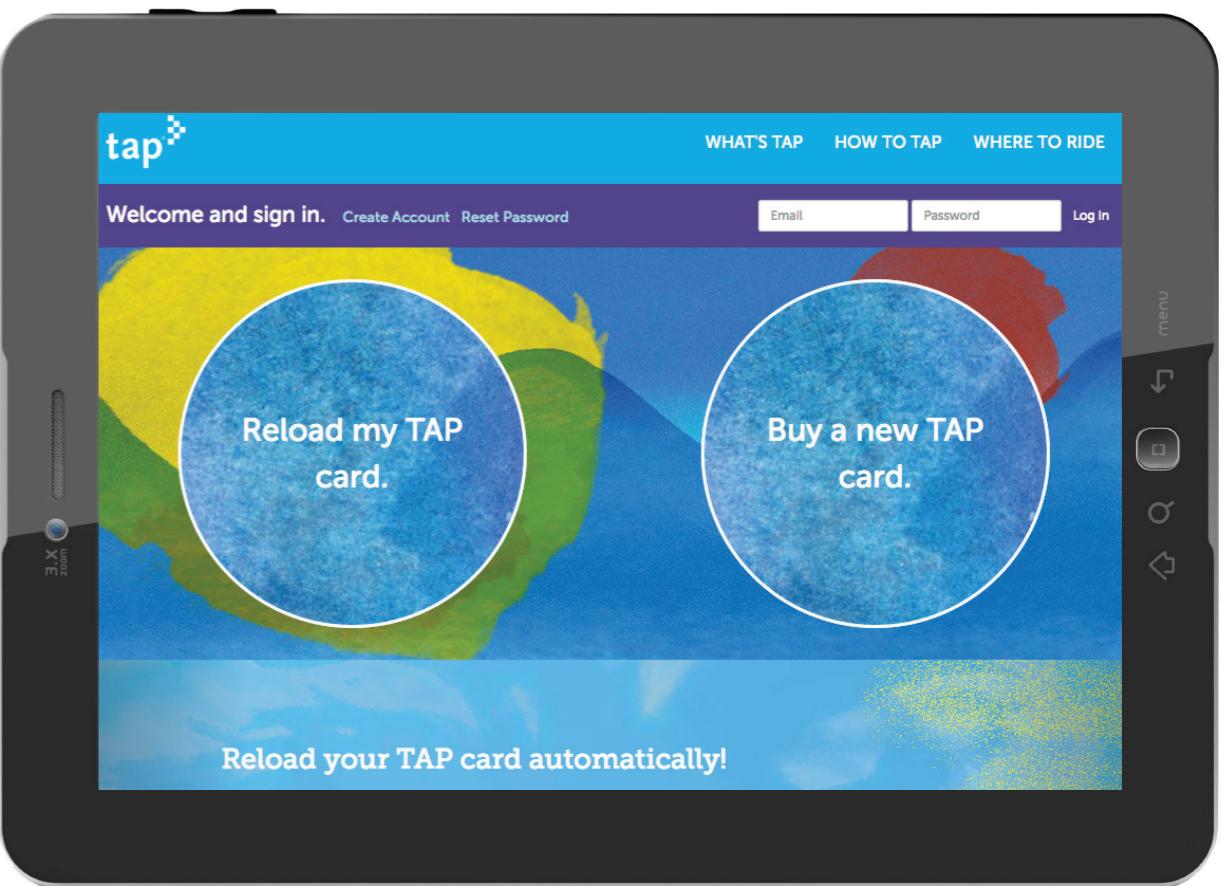
**TAP vendor locations**

**Balance Protection**

**Reduced Fares**

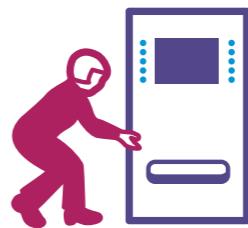
**Contact** **FAQs** **Vendor Support** **Employer TAP Programs** **Reduced Fare Application** **Balance Protection** **Cardholder Agreement** **Privacy Policy**

**English / English** **Español / Spanish**

**TAP website on mobile****TAP website on tablet**

**Fonts****H1****H2****H3****Icons**

Open a ticket



TVM



Balance Protection



Destination Discounts

TAP Vendor  
(In-Person)

Online action



TAP Vendor Location

Employer TAP  
ProgramReduced Fare  
Programs

Website or App



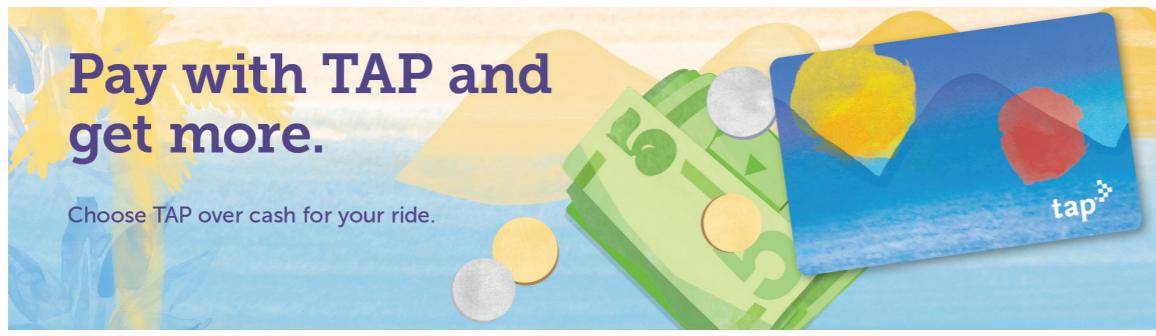
Phone call



Postal



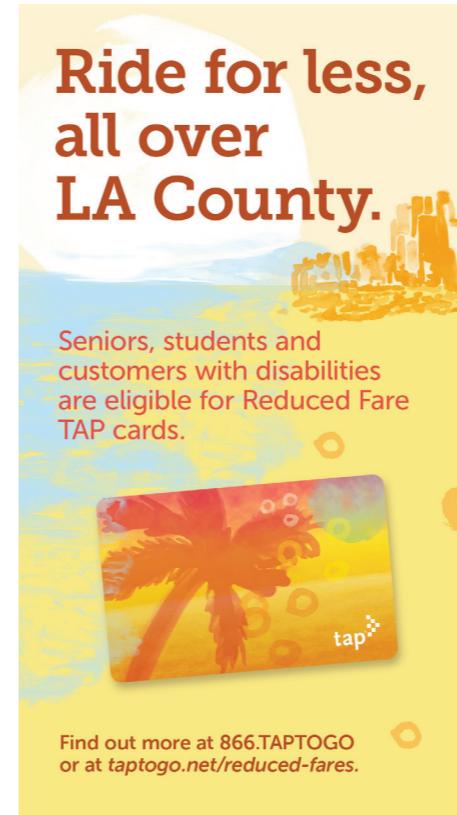
Email

**Sliders**

1972 x 544 px

**Buttons****TAP web ads for other sites**

Whether on munis' websites or major regional resources such as the *LA Times*, TAP promotes itself with web ads.

**Web ad**

Various sizes, customized for the websites to feature them.



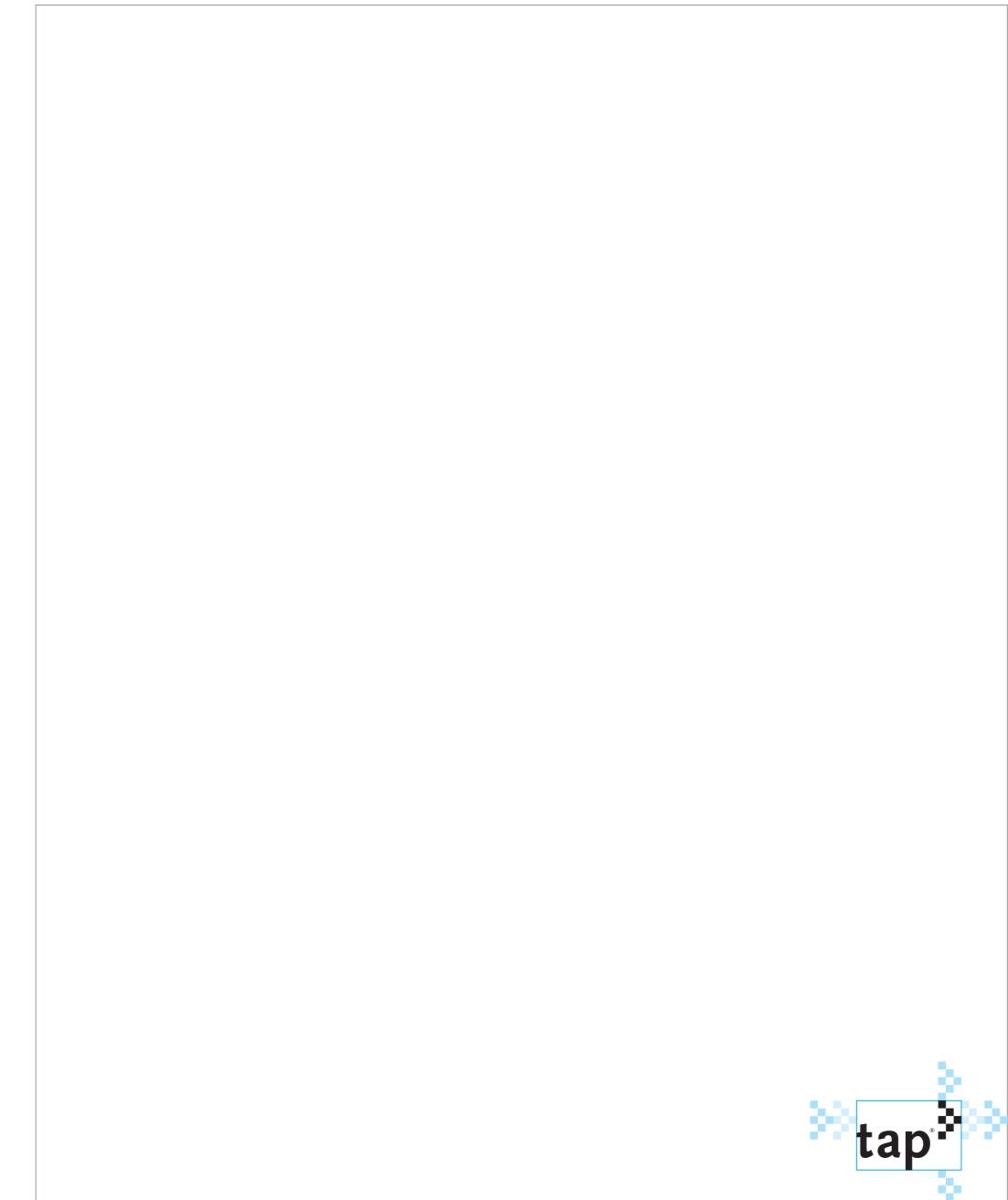
When a web ad appears on any website other than the TAP website, a logo or the TAP card must be showcased in the ad.

**Letterhead**

8.5" x 11" stationery



Positioning of the TAP logo on any standard, US letter-sized 8.5" x 11" sheet.



## Internal communications



**Slide 1 header**

Tation nisl blandit velit si delenit odio nulla  
Velit wisi euismod qui consectetur, elit vulputate  
Veniam minim ullamcorper autem esse  
Nisl nisl, dolor sit, praesent ad  
Aliquip feugiat, suscipit

Presentation Title, 01/01/20XX



**Slide 1 header**

Tation nisl blandit velit si delenit odio nulla  
Velit wisi euismod qui consectetur, elit vulputate  
Veniam minim ullamcorper autem esse  
Nisl nisl, dolor sit, praesent ad  
Aliquip feugiat, suscipit

Presentation Title, 01/01/20XX

- PowerPoint Templates  
Dimensions: 8.5" x 11" (landscape)

**Morale boost**

## Contacts

For TAP marketing:

**Natalie Glasman**  
**Montebello Bus Lines**  
**TOG Marketing Committee Chair**  
nglasman@cityofmontebello.com



**Kyle Holland**  
**TAP Office**  
hollandky@metro.net

