

**FRPR**

**FRONT RANGE  
PASSENGER RAIL**

BRAND  
GUIDE

**2024**



**RIDETHEFRONTRANGE.COM**

PRIMARY LOGOS

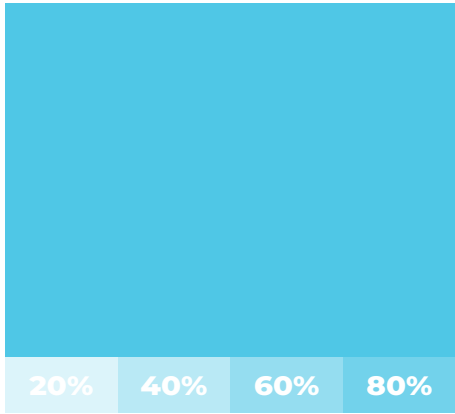


VARIANT LOGOS



# COLOR PALETTE

## SKY

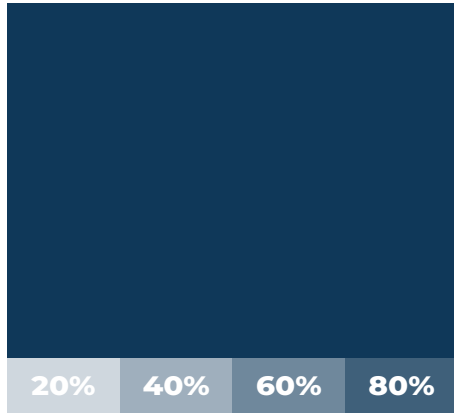


**RGB**  
79 / 199 / 229

**CMYK**  
59 / 0 / 7 / 0

**HEX#**  
4FC7E5

## NAVY

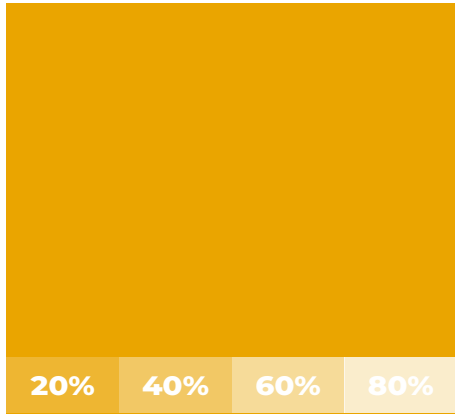


**RGB**  
15 / 56 / 89

**CMYK**  
99 / 78 / 40 / 32

**HEX#**  
0F3859

## GOLD

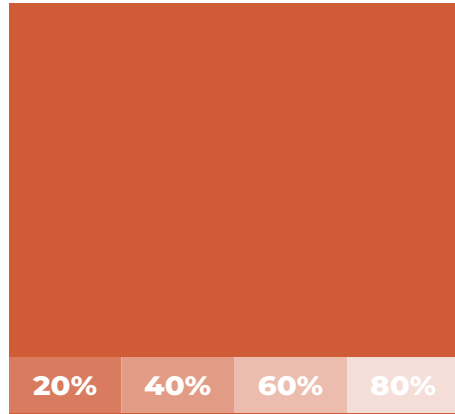


**RGB**  
234 / 165 / 0

**CMYK**  
7 / 37 / 100 / 0

**HEX#**  
EAA500

## ADOBE

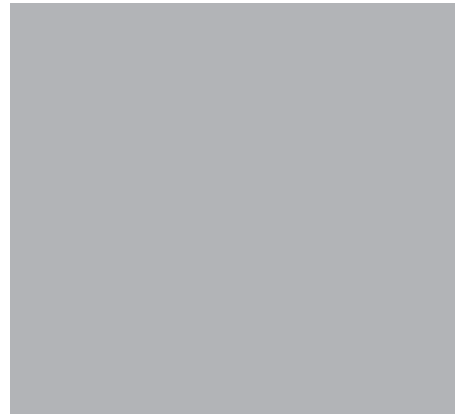


**RGB**  
208 / 92 / 55

**CMYK**  
13 / 76 / 89 / 2

**HEX#**  
D05C37

## STONE

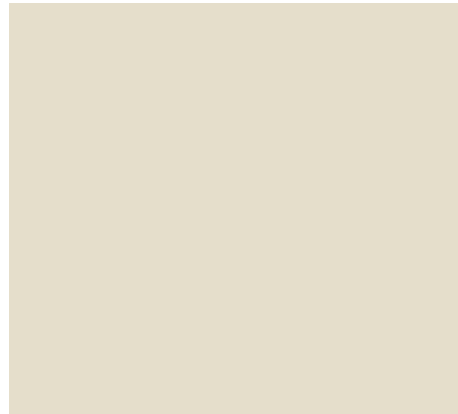


**RGB**  
178 / 180 / 183

**CMYK**  
31 / 24 / 23 / 0

**HEX#**  
B2B4B7

## SAND



**RGB**  
229 / 222 / 203

**CMYK**  
10 / 9 / 20 / 0

**HEX#**  
E5DECB

TYPOGRAPHY

# Montserrat

[fonts.google.com/specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

## STYLES

Thin

*Thin Italic*

Extra Light

*Extra Light Italic*

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

SemiBold

*SemiBold Italic*

**Bold**

***Bold Italic***

**ExtraBold**

***Extra Bold Italic***

**Black**

***Black Italic***

## GLYPH

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - = \_ + [ ] { } \ | ; ' : " , . / < > ? ~

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - = \_ + [ ]

{ } \ | ; ' : " , . / < > ? ~

# GET ON BOARD

## tone

- Connection
- Opportunity
- Adventure
- Safe
- Reliable
- Climate-Conscious

## icons



## PHOTOS



## GOALS

- Reliable Travel
- Connected Communities
- Economic Vitality
- Sustainable Growth

 [RIDETHEFRONTRANGE.COM](https://RIDETHEFRONTRANGE.COM)

 [INFO@FRPRDISTRICT.COM](mailto:INFO@FRPRDISTRICT.COM)

 [RIDETHEFRONTRANGE.COM](https://RIDETHEFRONTRANGE.COM)

 [INFO@FRPRDISTRICT.COM](mailto:INFO@FRPRDISTRICT.COM)

 [RIDETHEFRONTRANGE.COM](https://RIDETHEFRONTRANGE.COM)

 [INFO@FRPRDISTRICT.COM](mailto:INFO@FRPRDISTRICT.COM)