
rainbow BRTS

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INTRODUCTION

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About the brand

Rainbow BRTS is a high-quality Bus Rapid Transit system in Pune and Pimpri Chinchwad, India, featuring dedicated bus lanes, modern stations with level boarding, and smart technology for fast, reliable, and comfortable public transport, aiming to reduce congestion and pollution by encouraging shifts from private vehicles. It offers a connected network with segregated corridors, real-time info, and special buses, making it a successful model for sustainable urban mobility in India.

Launch:

The "Rainbow" brand was officially launched and operated by PMPML (Pune Mahanagar Parivahan Mahamandal Limited) in late August 2015. It has Received national awards for its contribution to sustainable mobility.

What is PMPML?

PMPML is the overall public bus operator for Pune, while Rainbow BRTS (Bus Rapid Transit System) is a specific, modern, dedicated bus service within the larger PMPML network, using segregated lanes, smart technology (like automated doors, real-time info), and higher-capacity buses (including electric ones) for faster, more efficient travel, often supported by Smart City Mission funds. So, Rainbow BRTS isn't different from PMPML, it is a high-quality, technology-driven part of PMPML's service, designed under smart city initiatives of India.



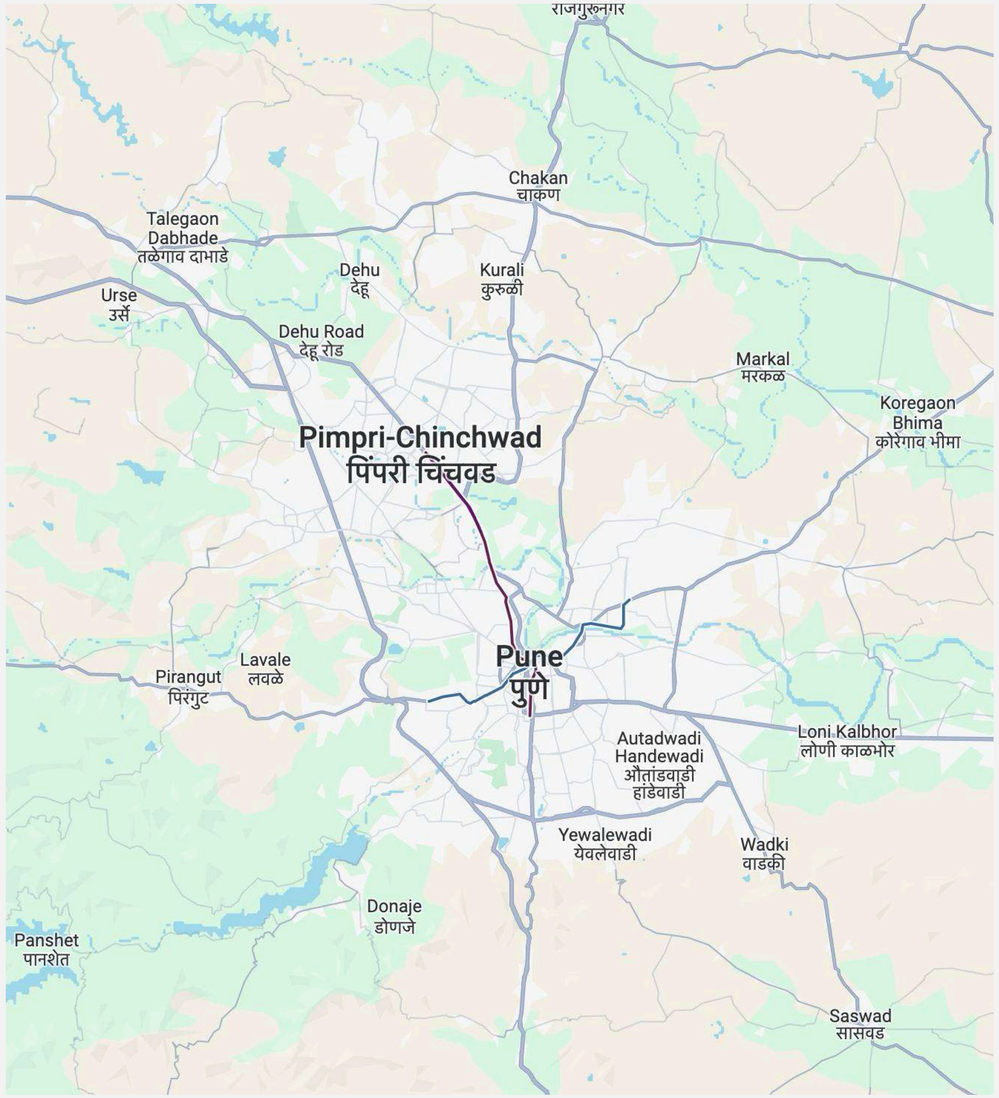
Rainbow BRTS / PMPML Bus



Rainbow BRTS / PMPML Bus Stop and Dedicated Lanes



Pune City



Pune city map and neighboring Cities where BRTS service is provided

Brand framework

A framework designed to bring purpose to every expression of the Rainbow BRTS brand.

Problem Statement

Pune's Rainbow BRTS doesn't have a specific, dedicated app. Commuters typically wait at the bus stops for the bus to arrive watching the digital board on the platforms.

However, creating a dedicated app for Rainbow BRTS can greatly enhance the user experience by providing tailored services, such as real-time tracking, route planning, and ticketing specifically for the Rainbow BRTS or PMPML.

Mission & Vision

Our mission is to recreate the brand and design a dedicated app which can help users locate nearby bus stops, check real-time bus arrival updates, and track buses on Rainbow BRTS and PMPML routes. The app will also include features like trip planning, digital ticketing, and accessibility options to ensure ease of use for all commuters. The goal is to simplify public transit through clean UI, smart navigation, and strong features that encourage more people to choose public transportation over private vehicles.

Our mission is to revolutionize urban transportation by providing a smart, efficient, and eco-friendly public transit system. We strive to make commuting seamless, accessible, and stress-free through real-time updates, digital ticketing, and optimized routes. Our goal is to enhance mobility, reduce congestion, and promote sustainability, ensuring a smooth and reliable journey for every passenger.

Goals & Objectives

- Enhance User Experience.
- Increase Accessibility.
- Reduce Waiting Time.
- Promote Digital Ticketing.
- Improve Communication.
- Optimise Bus Routes.
- Increase Ridership.
- Enhance Safety and Security.
- Collaborate with local Authorities.

Project Overview

Create a feature-rich mobile application to improve an Indian city's local bus transportation experience.

Use GPS technology to track buses' locations in real time.

By tracking buses on a map, users may cut down on wait times and efficiently plan their routes.

Show detailed bus route information, including schedules, stops, and fare information.

Inform users when busses are expected to arrive and depart from particular stations.

Use push alerts to receive updates and schedule modifications in real time.

Include a safe and easy-to-use mobile ticketing system.

Target Audience and Competitors

Target Audience

- **Regular Bus Users**
  Those who take public transportation to go to work, school, or other regular destinations on a daily basis.
- **Occasional Commuters**
  Those who utilize public transportation on occasion or for particular purposes, including conducting tasks or going to events.
- **Visitors and Tourists**
  Visitors to the city who might not be acquainted with the public transit system in the area.
- **Students**
  Described as college and school students who commute to educational institutions on public buses.
- **Senior Citizens**
  Described as senior citizens who utilize public busses to get around.
- **People with disabilities**
  People with mental or physical impairments who might need more assistance.
- **Environmentally Conscientious Citizens**
  Those who choose for public transportation due to their concern for the environment.
- **Local authorities and planners**
  Described as the individuals in charge of overseeing and enhancing public transportation systems.

Competitors

Bengaluru Metropolitan Transport Corporation

An all-inclusive app that includes metro, bus, and train timetables. It is a one-stop app for Mumbai residents using public transportation because it offers real-time updates on traffic and accidents.

One Delhi. One Ride.

This app makes it easier for users to traverse Delhi's bus and metro systems. It assists in locating the closest metro stations and offers predicted arrival times. Its exceptional integration with the city's transportation network facilitates the planning of multi-modal travel.

Mumbai - M Indicator

It strives to improve safety, especially for women, with features like the SOS button and in-bus cameras. By assisting users in making well-thought-out trip plans, the software lowers the unpredictability associated with bus travel.

Chalo

Chalo is a app that tracks buses live and provides mobile ticketing solutions for bus tickets and bus passes. So now, you never have to worry about your bus travel ever again.

Concept execution

Rainbow BRTS is built on the idea that movement is the true identity of a city.

The concept explores how public transportation can move beyond being purely functional and become a unifying urban system, one that connects people, places, and experiences seamlessly. Rainbow BRTS represents motion not as a straight line, but as a continuous flow, reflecting the everyday journeys of diverse commuters.

Inspired by the rhythm of city life, the brand uses fluid forms, layered color transitions, and clear systems to translate complexity into clarity. The “rainbow” is not symbolic decoration it is a visual expression of diversity in motion, representing multiple routes, users, and moments coming together within one connected network.

At its core, the concept focuses on:

- Flow over form
- System over standalone elements
- Clarity over clutter
- People over infrastructure

Mobile App Screen



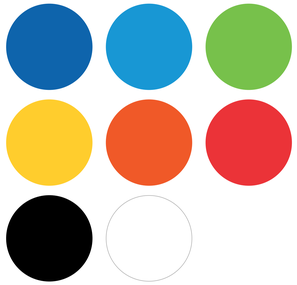
System elements

The system elements were inspired by the brand framework and brand characteristics. They are designed to enhance consistency while allowing flexibility across various mediums. System elements may be combined in various ways to create distinct expressions, from simple and elegant to bold and energetic. The spacious and structured approach to composition helps each application feel more open, inviting and inspiring, reflecting our brand personality and connecting all that we do.

Symbol



Color



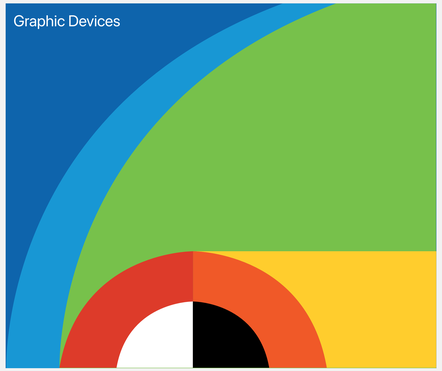
Logo System



Typography

abcdefghi
ABCDEFGHI
ABCDEFGHI

Graphic Devices



Photography



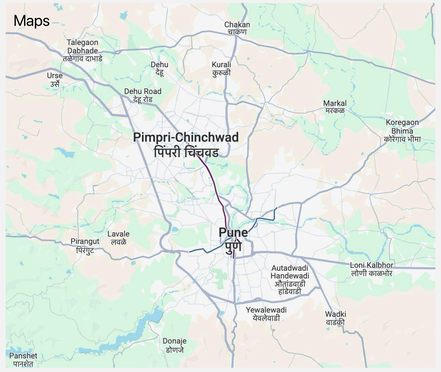
Illustrations



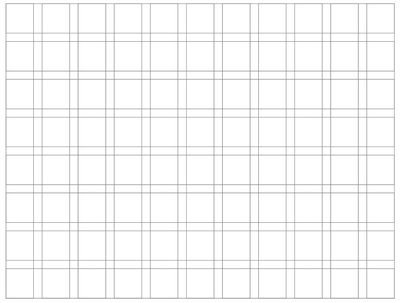
Pictogram



Maps



Grids



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BRAND FOUNDATION

Brand value
Mood board
Current branding

Brand value

Brand value is what a brand stands for and the meaning people associate with it beyond its logo, colors, or products. It reflects the principles, beliefs, and promises that guide how a brand behaves, communicates, and delivers experiences.

Brand value helps Rainbow BRTS move beyond being “just a bus system” and positions it as a people first, future ready urban mobility brand one that commuters can rely on every day.

Statement

Accessibility for All
The app promotes inclusive transit by making public transport easy to use for everyone, including students, elderly users, and people with disabilities.

Empowering Sustainable Travel
By encouraging bus usage, the app supports eco-friendly transportation, helping reduce traffic congestion and carbon emissions in Pune.

Trust Through Real-Time Reliability
With features like live tracking and trip planning, the app builds commuter trust in the public transit system by reducing uncertainty and wait times.

Smart Urban Living
It represents the future of smart cities combining technology and design to enhance urban mobility and quality of life.

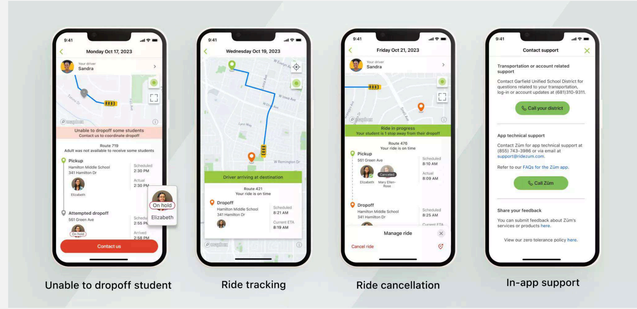
User-Centric Innovation
Designed with a deep understanding of local commuter needs, the app showcases human-centered design thinking that turns everyday pain points into seamless experiences.

Mood board

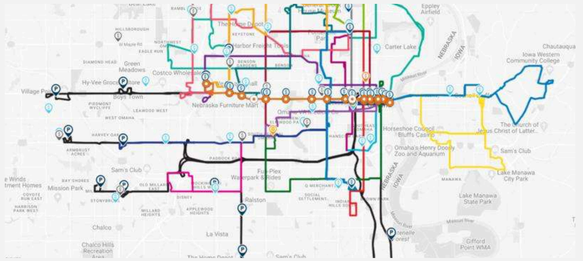
Visual tool used to define the look, feel, and emotional direction of a brand or project before final designs are created. It brings together colors, textures, typography styles, imagery, and visual references to communicate a unified aesthetic vision.







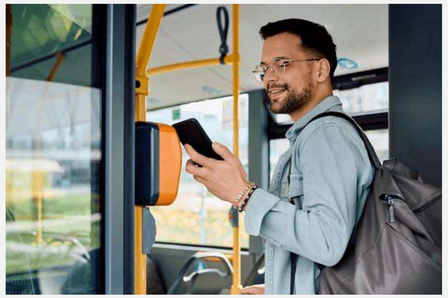












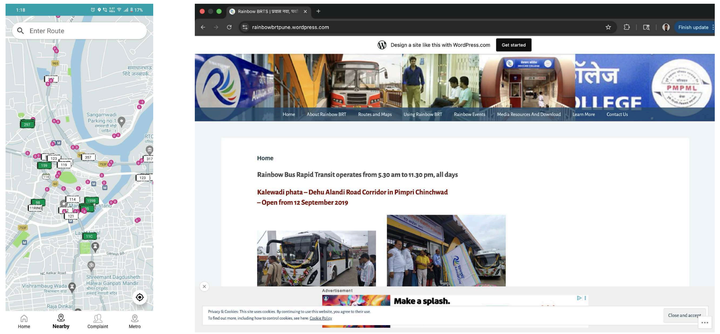


Current branding

Rainbow BRTS Logo (2015)

PMPML Logo (Established 2007)

Current App & Website



Current Bus



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RAINBOW BRTS SYMBOL & WORDMARK

14 Symbol (Full Color)
15 Wordmark (Full Color)
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Symbol (Full Color)

The Rainbow BRTS symbol is inspired by the peacock, India's national bird, chosen for its strong association with pride, elegance, and cultural identity.

Beyond its cultural significance, the peacock embodies qualities that closely align with the vision of an efficient public transportation system balance, rhythm, and controlled movement.

The form of the peacock is intentionally stylized to emphasize flow and direction. Its curved structure reflects continuous motion, mirroring the smooth progression of buses across the city.

The color palette used in the symbol is derived from the existing Rainbow BRTS logo, maintaining continuity with the current brand identity. These vibrant colors represent energy, connectivity, and the dynamic nature of the city.

By combining a culturally rooted symbol with a modern, fluid visual language, the Rainbow BRTS mark bridges tradition and innovation. The peacock becomes not just an emblem, but a representation of movement, structure, and progress—capturing the essence of a smarter, more connected urban transportation network.



Wordmark (Full Color)

The typography used in the Rainbow BRTS wordmark is set in English but carefully styled to draw subtle inspiration from the structure and flow of the Devanagari script. The BRTS stands for Bus Rapid Transit System.

This approach creates a visual connection to local language and culture while ensuring the wordmark remains readable and accessible to a wide audience.

The letterforms balance softness and structure reflecting the everyday rhythm of the city while maintaining a clean, contemporary appearance suitable for a modern public transportation system. This typographic treatment allows the brand to feel rooted in its local context without appearing traditional or dated.

The result is a wordmark that feels familiar to native commuters, yet clear and intuitive for users from different backgrounds.



Symbol and Wordmark Monochrome

The black and white logo may be applied to any solid colored background as long as visual integrity is maintained.

For more information on other monochrome versions of the symbol and wordmark, please refer to the symbol backgrounds and guidelines.

Symbol (White Background)



Wordmark (White Background)

rainbow BRTS

Symbol (Black Background)



Wordmark (Black Background)

rainbow BRTS

Construction & Minimum Size

Construction:

The top visuals illustrate how both the symbol and the wordmark are constructed using a precise grid and circular geometry. The peacock symbol follows a controlled geometric structure to maintain smooth curves and balanced proportions. Similarly, the typography is aligned to a grid system to ensure consistency between the symbol and the wordmark.

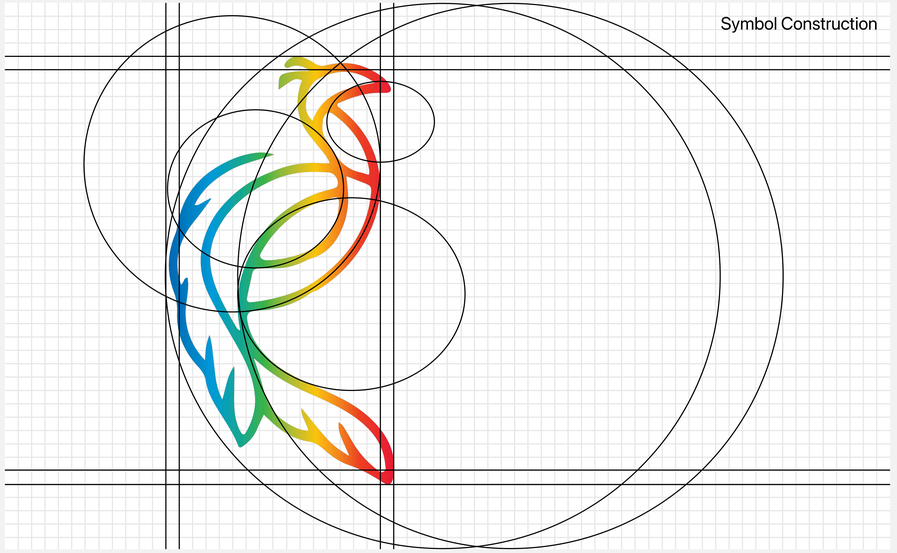
This approach reinforces that the Rainbow BRTS logo is built as a system, not as a free-form illustration.

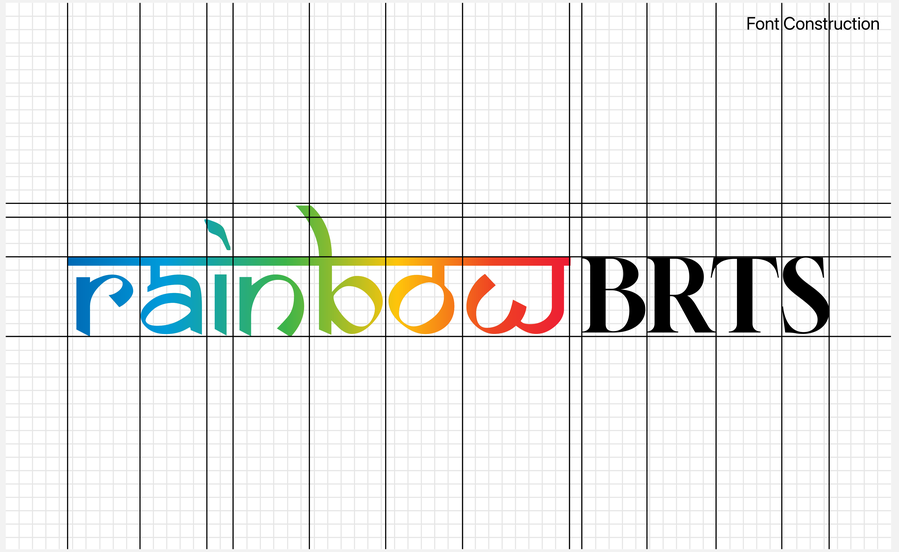
Symbol minimum size:

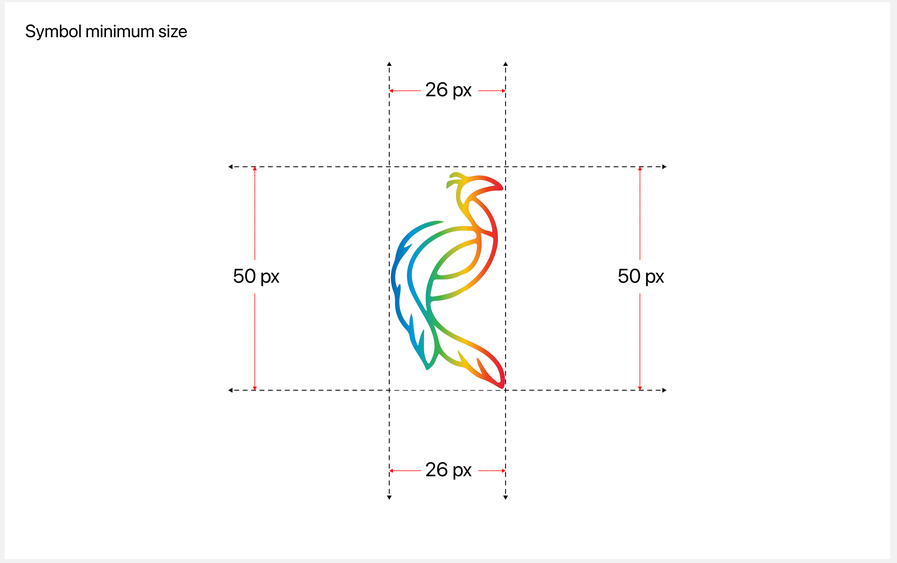
This section defines the smallest size at which the symbol alone can be used while remaining clear and recognizable. The minimum height of the symbol is 50 px, with controlled horizontal spacing of 26 px to maintain proportion and balance. Using the symbol below this size may result in loss of detail and reduced clarity.

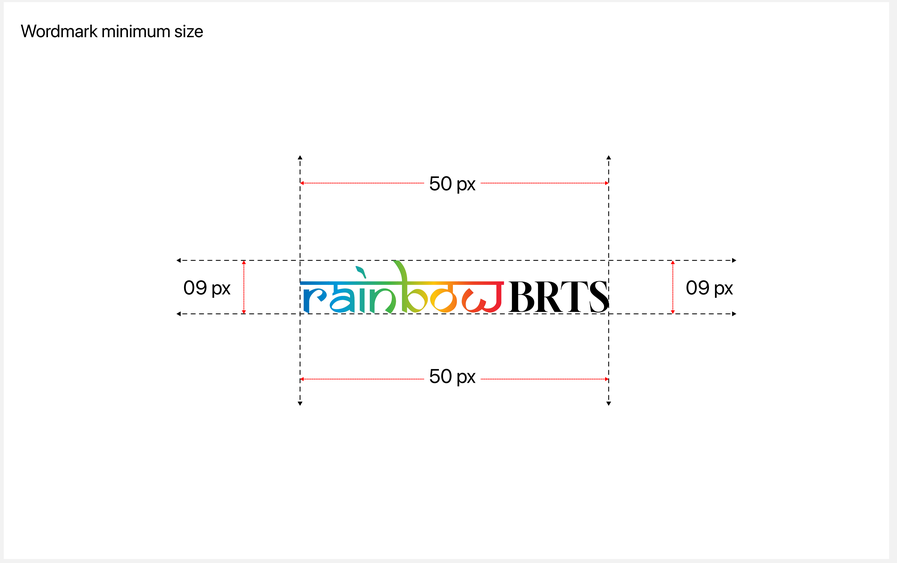
Wordmark minimum size:

This section specifies the minimum size for the symbol and typography used together. The combined logo should not be reduced below 50 px in height to preserve legibility of the wordmark. A minimum spacing of 7.93 px is maintained on either side to ensure readability and proper visual separation.



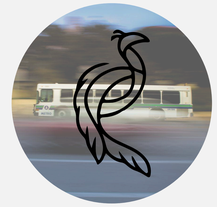
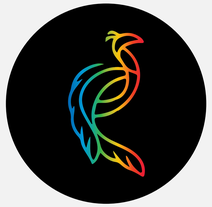
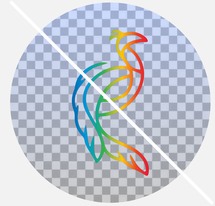
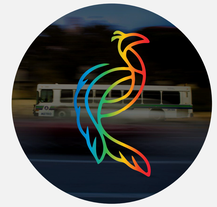






Background for Symbol

Full-color symbol may be applied to white backgrounds, black backgrounds and imagery only. Black or white symbol may be applied to any solid colored background, transparency and imagery.

Grey Scale	Black	Blue	Sky Blue	Green	Yellow	Orange	Red	Transparent or any color	Imagery
									
									
									

Background for Wordmark

Full-color wordmark may be applied to white backgrounds, black backgrounds and imagery only. Black or white Wordmark may be applied to any solid colored background, transparency and imagery.

Grey Scale	Black	Blue	Sky Blue	Green	Yellow	Orange	Red	Transparent or any color	Imagery
									
									
									
									

Guidance

The Symbol and font should never be altered in any manner, including modifying the official colors, or the order of the colors. Always use supplied artwork.

Do not apply unauthorized one or two color versions



Do not add any shadow



Do not rotate



Do not modify any colors



Do not recreate with objects, shapes, people or products



Do not place any elements over the top of the rings



Do not fill with imagery



Do not change or add your own gradient



Do not distort



Do not change any font



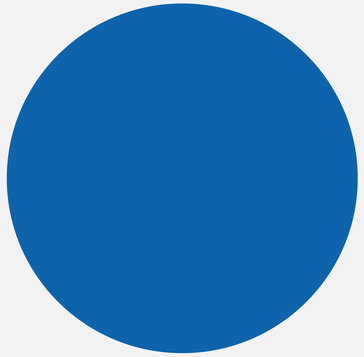
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COLORS

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Symbol & Wordmark Color

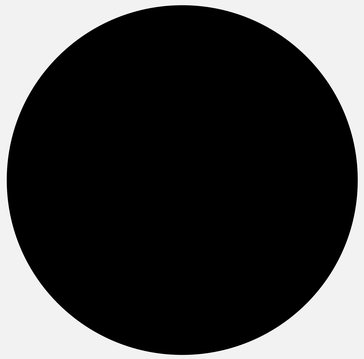
Our primary brand colours are blue, yellow, black, green, red and white. They form the foundation of everything Olympic. These colours are used to provide accessibility, simplicity and consistency throughout all brand communications.



HEX #0E64AC
RGB 14, 100, 172
CMYK 87, 64, 4, 0
HSB 215°, 71%, 66%



HEX #FFCD2D
RGB 255, 205, 45
CMYK 3, 17, 79, 0
HSB 45°, 67%, 97%



HEX #000000
RGB 0, 0, 0
CMYK 75, 68, 67, 90
HSB 0°, 0%, 0%



HEX #1897D4
RGB 24, 151, 212
CMYK 69, 30, 0, 0
HSB 206°, 65%, 81%



HEX #F15A29
RGB 241, 90, 41
CMYK 8, 74, 85, 1
HSB 15°, 74%, 87%

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
HSB 0°, 0%, 100%



HEX #77C14C
RGB 119, 193, 76
CMYK 52, 3, 84, 0
HSB 95°, 51%, 75%



HEX #EC3339
RGB 236, 51, 57
CMYK 9, 89, 78, 1
HSB 1°, 70%, 85%

Extended Colors

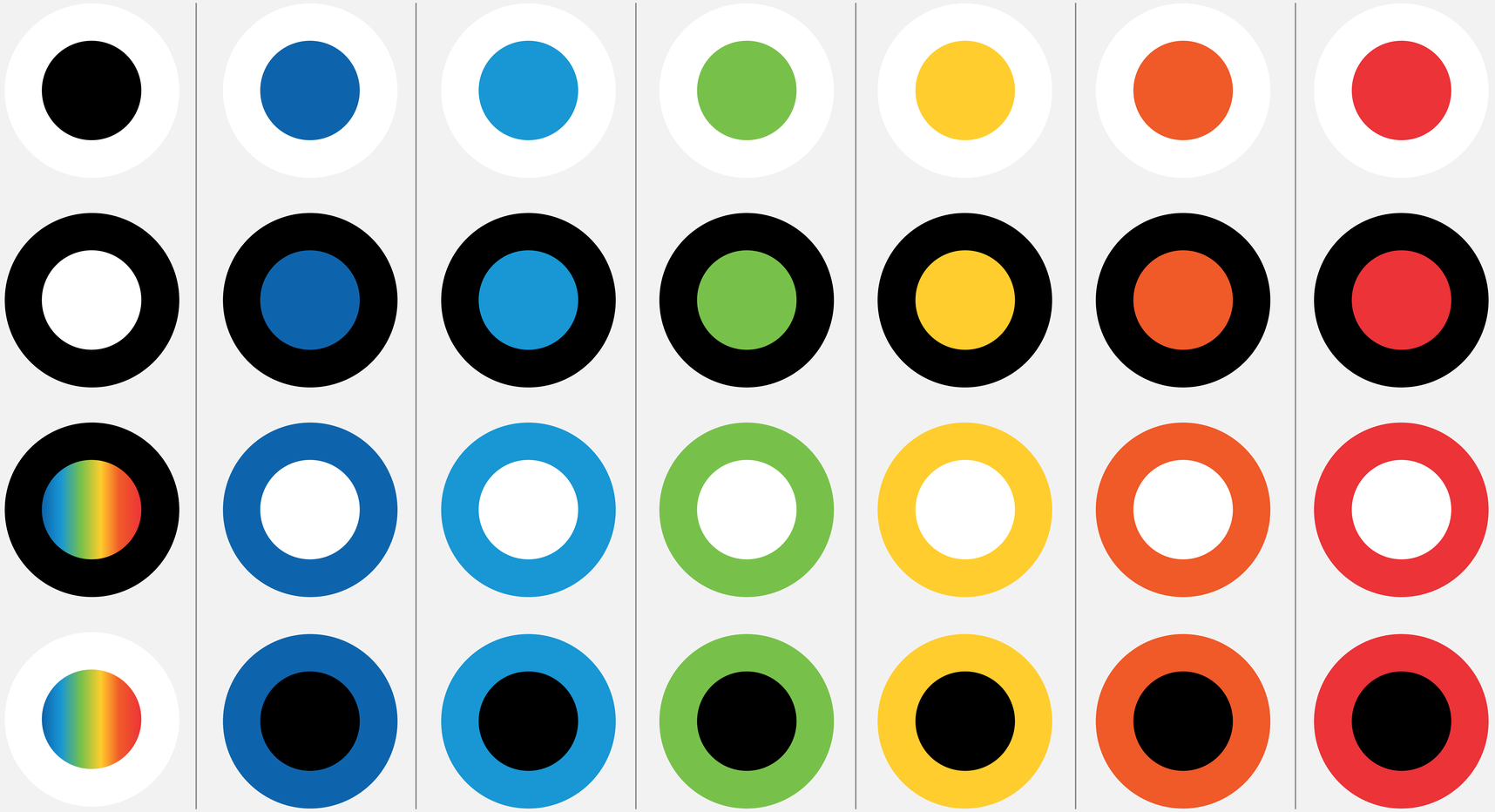
The extended colors are designed only for digital interfaces, infographics, illustrations and product designs where tone-on-tone pairings improve the communication or user experience; for example, on hover states or disabled buttons.

These colors may be used in support of Rainbow BRTS colors only, and should not be used prominently in application. This helps maintain the meaning and impact of the Rainbow BRTS. Outside of illustrations, extended colors may be applied only with similar tones. For example, on an infographic, mobile app and website.

HEX #0C79FE	HEX #4C9EFF	HEX #85BDFF	HEX #B3D6FF	HEX #C9E2FF	
HEX #F57416	HEX #FF994F	HEX #FFB37B	HEX #FFCDA9	HEX #FFE0C9	HEX #FFF3EA
HEX #5AC466	HEX #82D88C	HEX #A3E1AA	HEX #D2F7D6		
HEX #F5BE41	HEX #F7D586	HEX #FFEDC4			
HEX #C32A77	HEX #D15191	HEX #F395C5	HEX #FFC7E3	HEX #FFE6F3	
HEX #0C154E	HEX #4A538F	HEX #95A0E8	HEX #D3D9FF		
HEX #000000	HEX #333333	HEX #5D5D5D	HEX #848484	HEX #CBCBCB	HEX #E4E4E4

Combining Colors

These pairings provide a general guide for combining colors across all Rainbow BRTS. Any color may appear on white and black.



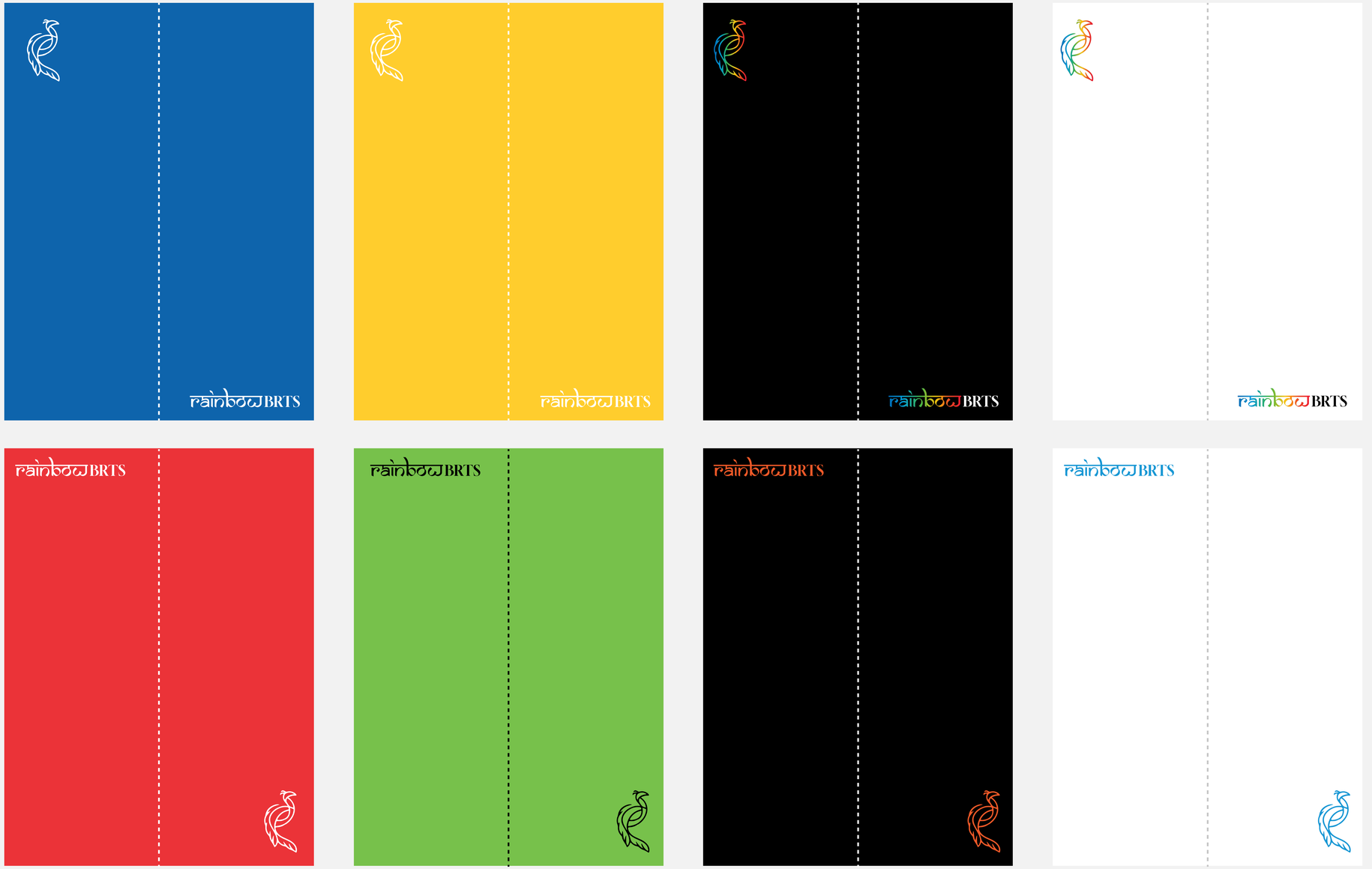
Guidance

Solid color Use color boldly in application to create space and impact, with big hits of white and big hits of color.

Select colors that align with the tone or theme of the communication. For example, white feels more elegant and red more energetic. When in doubt, use white and a neutral backdrop for content.

Avoid a series that features only part of the Olympic color palette, for example Olympic blue and red exclusively. For digital interfaces, apply color consistently, distinctively and intentionally, to accent specific elements such as buttons, text highlights or media tags.

Use color to indicate interactivity with hover and focus states. Avoid gradients or effects in most circumstances. Rainbow BRTS colors are most powerful when pure. In digital, use black or white gradients only when overplayed on images.



5

LOGO SYSTEMS

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Logo Size Guide & Isolation

This section defines the minimum size and required isolation area for the Rainbow BRTS logo across different configurations. The red highlighted area represents the mandatory isolation (clear space) around the logo. No text, graphics, or edges should enter this space, ensuring the logo remains clear and visually distinct in all applications.

The logo is designed to work in multiple formats, including symbol with wordmark, symbol-only, wordmark only and different background shapes. Across all versions, a consistent minimum size is maintained to preserve legibility, while proportional spacing around the logo ensures balance and recognition.

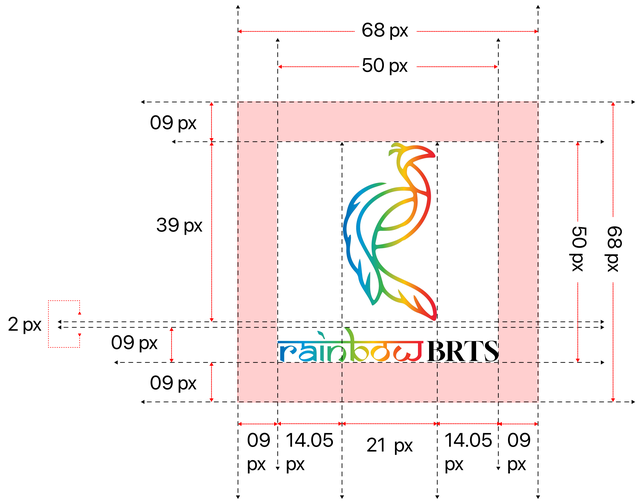
These guidelines help maintain consistency, clarity, and brand integrity across both digital and physical touchpoints.

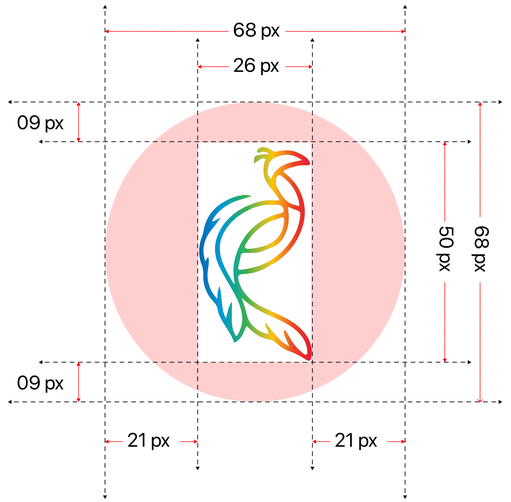
Minimum Sizes:

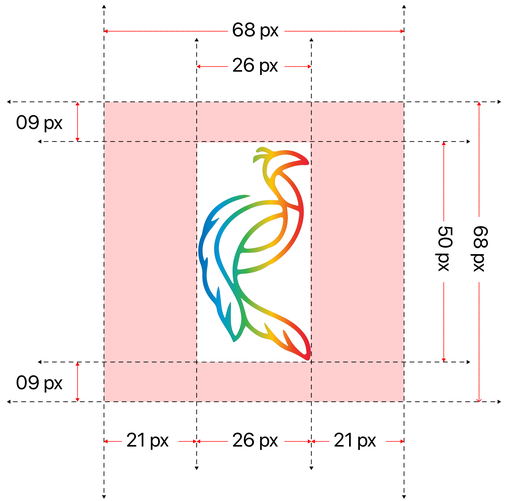
Symbol and Wordmark: **50px X 50px**

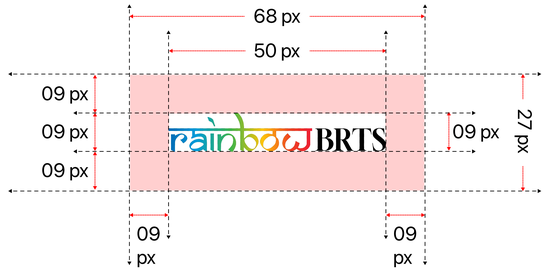
Symbol: **26px X 50px**

Wordmark: **50px X 09px**









Logo Expansion

Size Guide / Scaling Ratio (Square or Circle Logo)

Element	Pixels	Ratio to Logo Size
Logo Size	50 px	1
Padding	09 px	0.18
Total Width/ht	50 + 9 x 2 = 68 px	1.36

General Scalable Ratio:

If your logo is scaled to 1x (50px):

Total width / height = **1.36x**
Padding around = **0.18x on all four sides**

Size Guide / Scaling Ratio (Rectangle Wordmark)

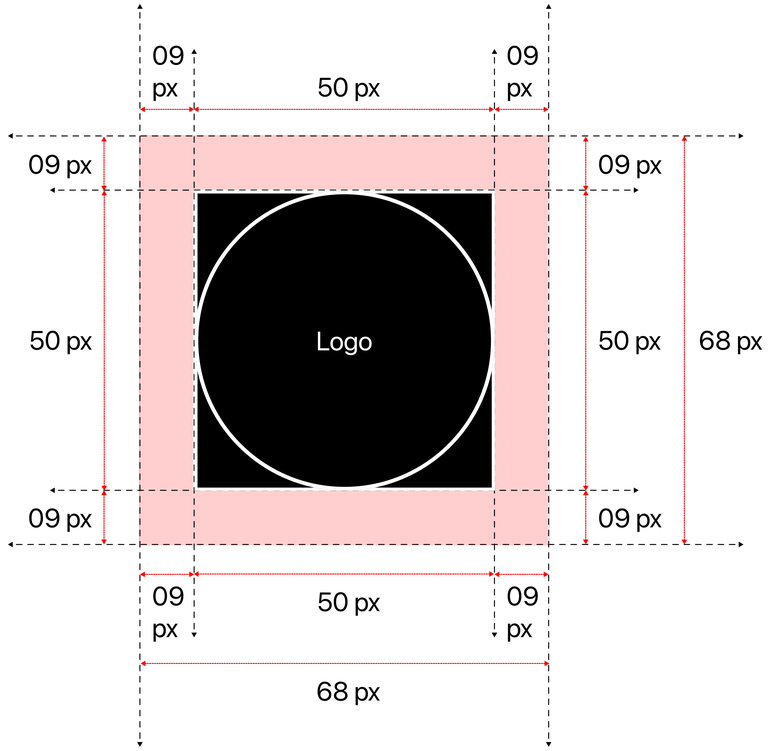
Element	Pixels	Ratio to Logo Size
Wordmark Width	50 px	1
Wordmark Height	27 px	0.54
Padding	09 px	0.18
Total Width	50 + 9 x 2 = 68 px	1.36
Total Height	27 + 9 x 2 = 68 px	0.90

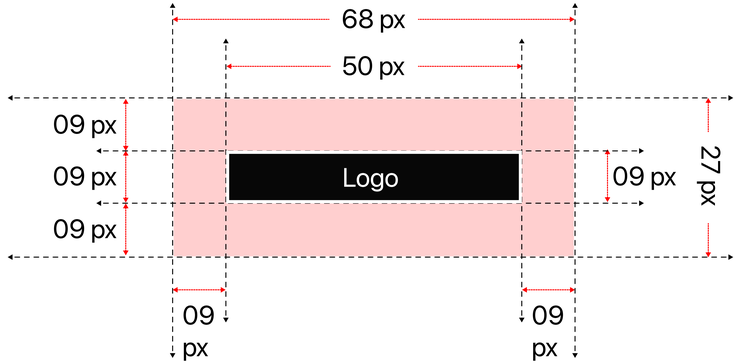
General Scalable Ratio:

If your logo is scaled to 1x (50px width):

Total Width height = **1.36x**
Total Height = **0.90x**
Padding around = **0.18x on all four sides**

When resizing the rectangular Rainbow BRTS logo, the symbol, wordmark, and isolation area must be scaled together proportionally to preserve readability and visual balance.





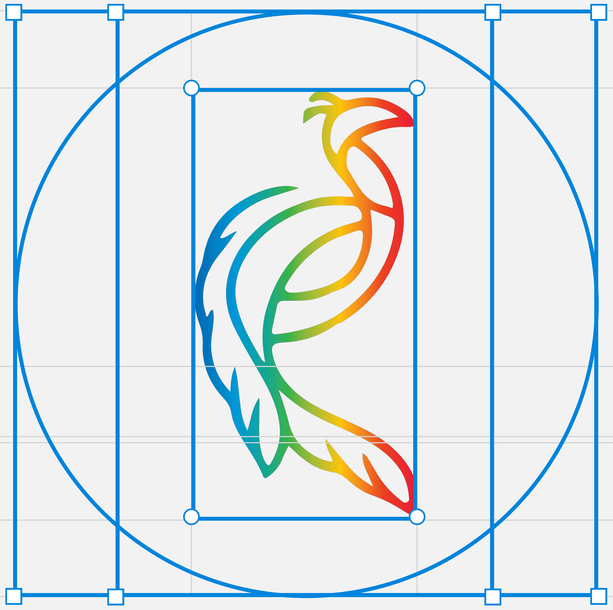
Entities 1 - Primary Lockups

The Rainbow BRTS logo system is designed with flexible lockups to ensure clarity and consistency across different platforms and use cases.
Each lockup follows a fixed core size and a mandatory isolation (padding) area to maintain visual balance and legibility.

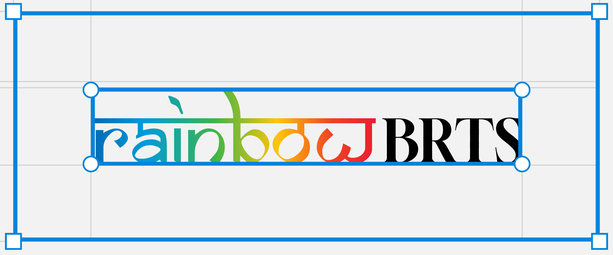
Symbol & Wordmark
Height x Width = 50 x 50 px
Size with Padding = 68 x 68 px
Padding = 09 x 09 px



Symbol (Square & Circle)
Height x Width = 50 x 26 px
Size with Padding = 68 x 68 px
Padding = 09 x 21 px



Wordmark
Height x Width = 09 x 50 px
Size with Padding = 27 x 68 px
Padding = 09 x 09 px



Entities 2 - Final Lockups

This page presents the finalized logo lockups for Rainbow BRTS, showing the approved ways the identity can be used across different applications. The lockups are organized to demonstrate hierarchy, flexibility, and clarity while maintaining a consistent visual language.

The primary lockup combines the peacock symbol with the Rainbow BRTS wordmark and should be used in most brand communications where space allows. The symbol-only version is intended for compact or icon-based applications such as app icons, wayfinding elements, and social media profiles. The wordmark-only version is used in horizontal or text-led layouts where the symbol may not be required.

Both square and circular formats are shown to reflect common digital and physical use cases. All lockups follow the defined size, spacing, and isolation rules, ensuring legibility and visual balance across platforms. No modifications to proportions, colors, or alignment should be made outside these approved versions.











Colorways

This page defines the approved color variations for the Rainbow BRTS logo to ensure flexibility across different backgrounds and use cases while maintaining brand consistency.

The primary colorway uses the full rainbow gradient and should be applied wherever color reproduction is possible. This version represents the brand's energy, movement, and vibrancy and is the preferred option for most applications.

Single-color versions of both the symbol and wordmark are provided for situations that require simplicity, clarity, or technical limitations. These include solid blue, green, yellow, orange, red, grey, white, and black variations. Each colorway is designed to retain legibility and recognizability without altering the logo's form.

The logo is shown on light and dark backgrounds to demonstrate correct contrast usage. On dark backgrounds, lighter or brighter logo variants should be used, while darker variants are recommended for light backgrounds. No unapproved colors, gradients, or effects should be applied outside these defined colorways.







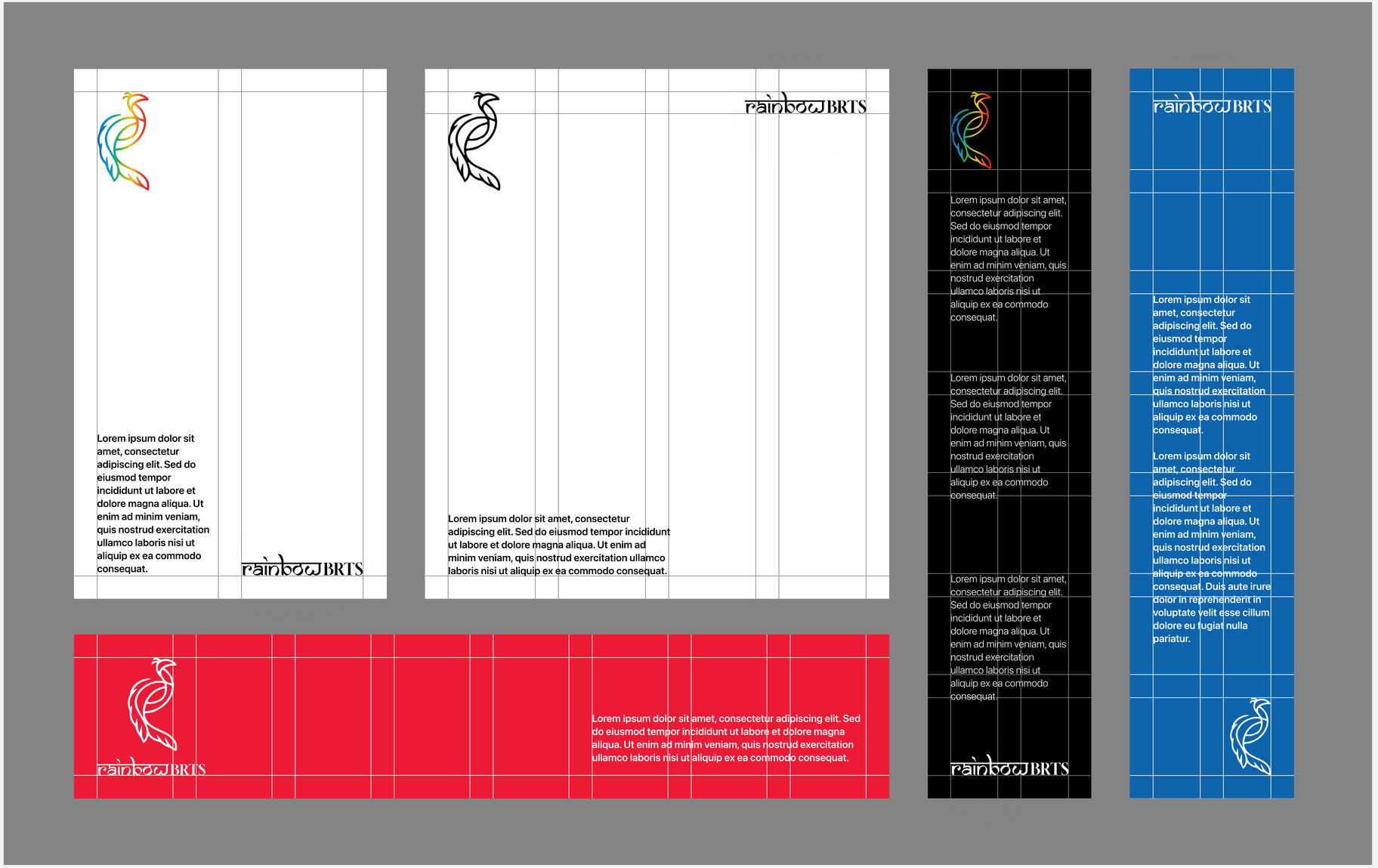


Flexibility 1

Grid-Based Applications & Brand Usage

This page demonstrates the grid-based layout system used across Rainbow BRTS brand communications. The grid ensures consistency, alignment, and visual balance across different formats and background colors.

The layouts shown include portrait, landscape, and vertical formats, designed to adapt across print, digital screens, banners, posters, and in-app surfaces. Each layout follows the same underlying grid structure, allowing the logo (symbol and wordmark) to be positioned consistently regardless of format or orientation.



Flexibility 2

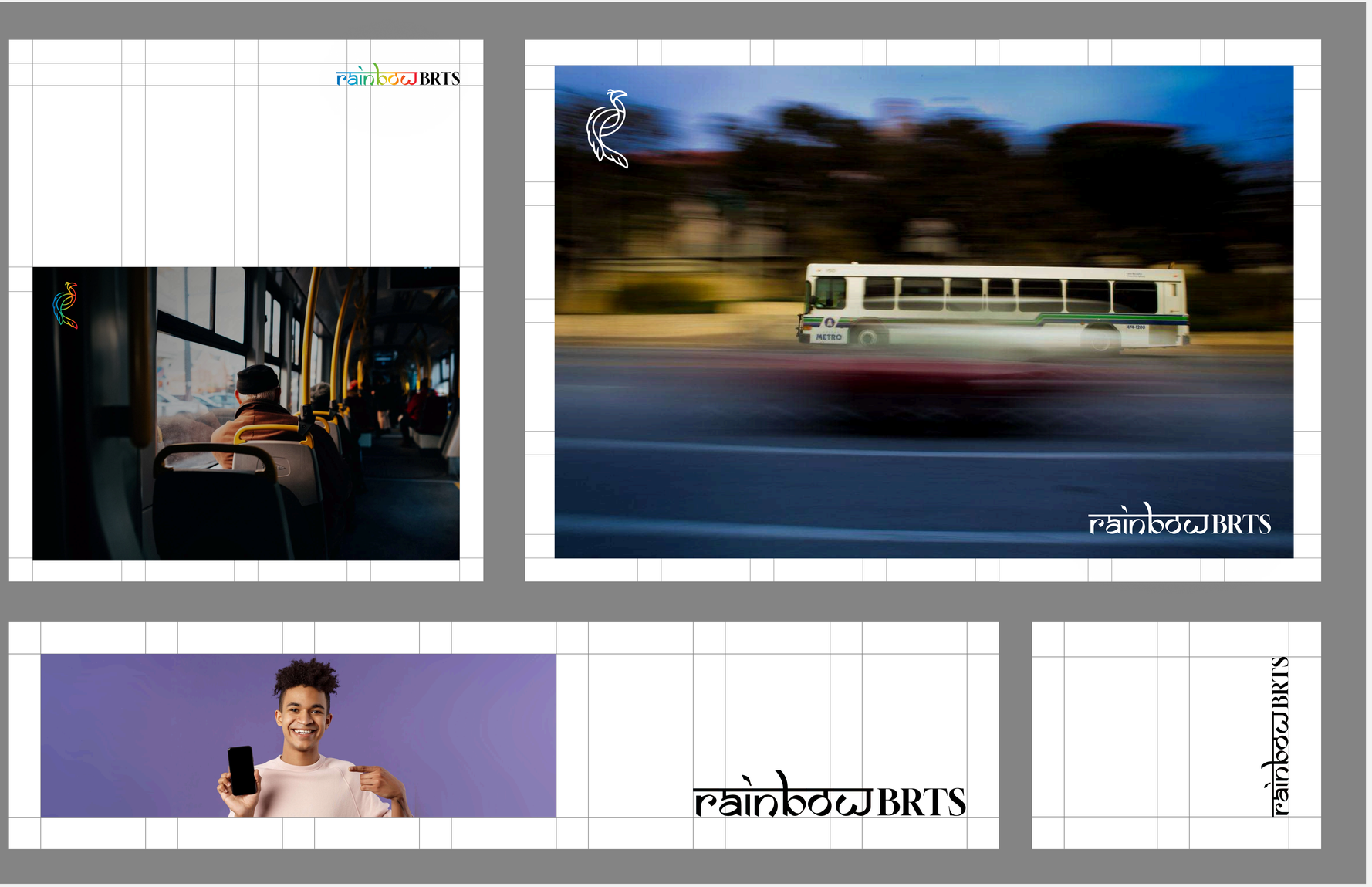
Grid-Based Applications & Brand Usage

This page demonstrates how the Rainbow BRTS identity is applied across real-world visual layouts using a consistent grid system. The grid acts as the foundation for all compositions, ensuring alignment, balance, and hierarchy regardless of format or content type.

The examples include editorial-style layouts, photographic compositions, motion-inspired visuals, and promotional formats. The logo is placed deliberately within the grid either anchored to corners, aligned to grid intersections, or positioned along baselines to maintain visibility without overpowering the content.

Photography is treated as a supporting element, while the brand mark remains subtle yet recognizable. Motion blur imagery emphasizes speed and transit, aligning with the BRTS concept, while lifestyle imagery highlights user interaction and accessibility. Vertical, horizontal, and modular layouts show how the system adapts seamlessly across posters, digital screens, banners, and in-app interfaces.

All applications shown respect the defined logo size, isolation space, and contrast rules, ensuring the brand remains consistent, flexible, and scalable across platforms.



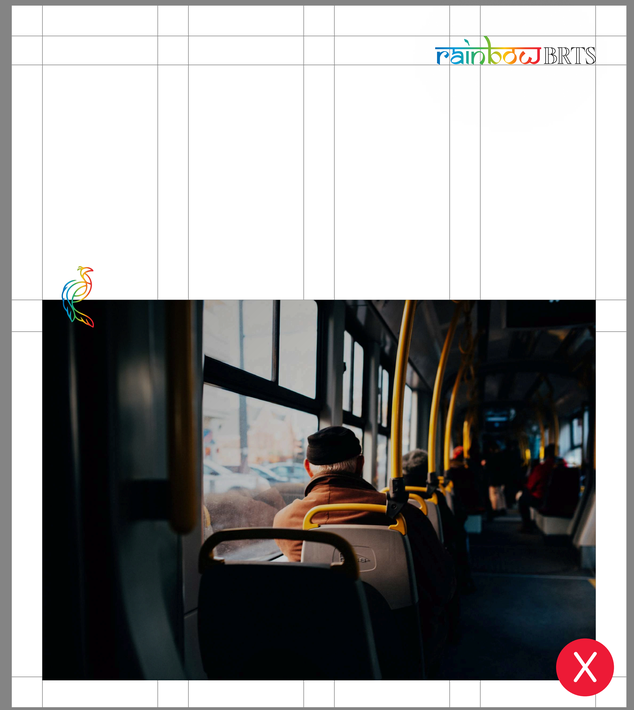
Guidance

This page highlights incorrect logo usage to clarify how the Rainbow BRTS identity should not be applied. The examples marked with a cross indicate violations of the grid, alignment, spacing, or hierarchy rules.

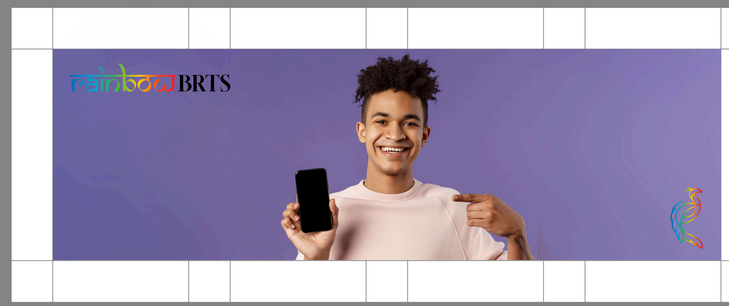
The logo should never be placed arbitrarily within a layout. It must always align to the defined grid system and respect the minimum isolation area. Placing the logo too close to edges, overlapping imagery, or positioning it without clear alignment reduces legibility and weakens brand consistency.

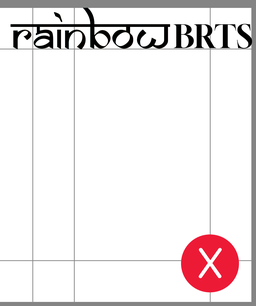
The logo should not be distorted, rotated, cropped, or scaled disproportionately. Vertical placement of the wordmark, random corner positioning, or placing the logo over visually noisy areas is not permitted. Backgrounds must provide sufficient contrast to ensure clarity at all times.

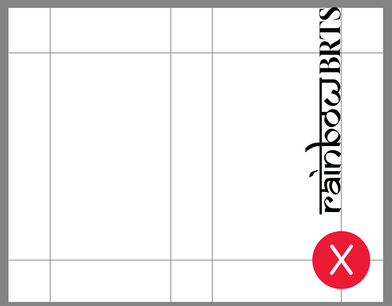
Following these guidelines ensures the Rainbow BRTS brand remains consistent, legible, and recognizable across all applications.











6

TYPOGRAPHY & FONT SYSTEMS

36 Rainbow BRTS Wordmark 1
37 Rainbow BRTS Wordmark 2
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39 San Serif Regular (Weights)
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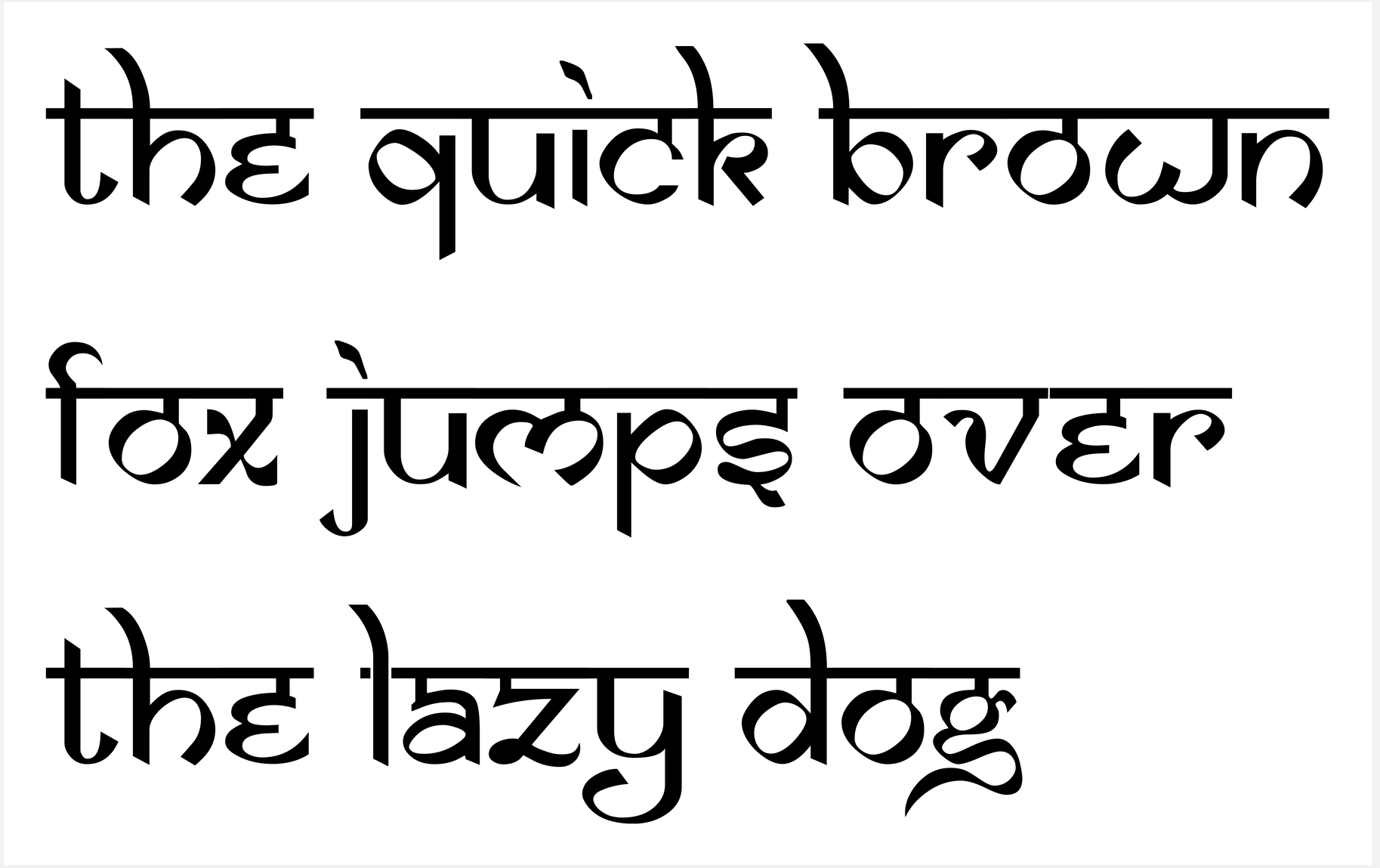
Rainbow BRTS Wordmark 1

Font Used:
Samarkan Regular

The Rainbow BRTS typography system is designed to reflect local culture, clarity, and modern usability. The primary typeface is set in English but is styled to visually echo Devanagari script, most notably through the horizontal headline stroke and curved letterforms. This creates a strong cultural connection to Pune and India while remaining readable and accessible to a broad audience.

The font balances traditional influence with contemporary structure, making it suitable for both digital interfaces and physical signage. Rounded terminals and fluid curves complement the motion of the peacock symbol, reinforcing the idea of movement and flow within the transit system. The consistent stroke weight ensures legibility at various sizes, from headlines and wayfinding to app interfaces and brand communications.

This typography system should be used consistently across all Rainbow BRTS applications. Letterforms should not be stretched, distorted, or modified, and spacing should always follow the defined layout and grid rules to maintain visual harmony and brand recognition.



Rainbow BRTS Wordmark 2

Font Used:
Glook

The primary typeface used for Rainbow BRTS is Gloock, a modern serif font chosen for its strong character, elegance, and clarity. Gloock features high contrast between thick and thin strokes, giving the typography a confident and distinctive presence across both digital and print applications.

The font performs well in both lowercase and uppercase, making it suitable for headlines, signage, and key brand statements. Its sharp serifs and refined curves add a sense of structure and authority, while still feeling contemporary and readable. The numeral set and special characters are clear and balanced, ensuring consistency across interfaces, wayfinding systems, and informational content.

Gloock should be used consistently and should not be distorted, stretched, or modified. Proper spacing, alignment, and scale must be maintained to preserve legibility and uphold the Rainbow BRTS visual identity.

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

the quick brown fox jumps over the lazy dog

1234567890

!@#$%^&*()-_+={}[]\:”;’<>?,./

San Serif Regular

Font Used:
San Francisco Pro

San Francisco is used as the secondary typeface for the Rainbow BRTS identity. It is a highly legible, modern sans-serif designed for digital interfaces and information-heavy content. Its clean structure and neutral tone make it ideal for body text, UI elements, labels, navigation, and system-level communication.

The font family supports a wide range of weights:
Thin, Light, Regular, Medium, Semi Bold, Bold, and Heavy, allowing clear typographic hierarchy across different use cases. Lighter weights are recommended for secondary information and large-scale layouts, while heavier weights should be used for emphasis, headings, and important calls to action.

San Francisco performs consistently across screen sizes and resolutions, ensuring readability in mobile apps, digital displays, and web interfaces. It should always be used with proper spacing and alignment, without distortion or stylistic modification, to maintain clarity and consistency throughout the Rainbow BRTS system.

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

the quick brown fox jumps over the lazy dog

1234567890

!@#$%^&*()-_+={}|[]\:"";'<>?,./

San Serif Regular (Weights)

Light - Lowercase

the quick
brown fox
jumps over
the lazy dog

Regular - Lowercase

the quick
brown fox
jumps over
the lazy dog

Medium - Lowercase

the quick
brown fox
jumps over
the lazy dog

Semi Bold - Lowercase

the quick
brown fox
jumps over
the lazy dog

Bold - Lowercase

the quick
brown fox
jumps over
the lazy dog

Heavy- Lowercase

the quick
brown fox
jumps over
the lazy dog

Light - Uppercase

THE QUICK
BROWN FOX
JUMPS OVER
THE LAZY DOG

Regular - Uppercase

THE QUICK
BROWN FOX
JUMPS OVER
THE LAZY DOG

Medium - Uppercase

THE QUICK
BROWN FOX
JUMPS OVER
THE LAZY DOG

Semi Bold - Uppercase

THE QUICK
BROWN FOX
JUMPS OVER
THE LAZY DOG

Bold - Uppercase

THE QUICK
BROWN FOX
JUMPS OVER
THE LAZY DOG

Heavy- Uppercase

THE QUICK
BROWN FOX
JUMPS OVER
THE LAZY DOG

Light - Numbers and Special Characters

1234567890

!@#$%^&*()-
_+={}[]\:";'<>?,./

Regular - Numbers and Special Characters

1234567890

!@#$%^&*()-
_+={}[]\:";'<>?,./

Medium - Numbers and Special Characters

1234567890

!@#$%^&*()-
_+={}[]\:";'<>?,./

Semi Bold - Numbers and Special Characters

1234567890

!@#$%^&*()-
_+={}[]\:";'<>?,./

Bold - Numbers and Special Characters

1234567890

!@#$%^&*()-
_+={}[]\:";'<>?,./

Heavy - Numbers and Special Characters

1234567890

!@#$%^&*()-
_+={}[]\:";'<>?,./

San Serif - Compressed

Font Used:
San Francisco Pro - Compressed

San Francisco Pro Compressed is used as the tertiary typeface for the Rainbow BRTS identity. This condensed sans-serif typeface is designed to deliver maximum clarity in space-constrained layouts, making it ideal for headings, signage, dashboards, presentations, and information-dense content.

Its narrow letterforms allow more information to be displayed without sacrificing legibility, which is especially important for transit systems where clarity and efficiency are critical. The compressed structure maintains consistent stroke weight and clean geometry, ensuring readability across digital screens, wayfinding systems, and printed materials.

San Francisco Pro Compressed should be used primarily for short-form text, titles, labels, and emphasis. It should not replace the primary or secondary typefaces for long paragraphs. The typeface must always be used without distortion, stretching, or modification, and should follow the established grid and spacing rules to maintain visual consistency across all Rainbow BRTS applications.

the quick brown fox jumps
over the lazy dog

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG

1234567890
!@#$%^&*()-_+={}|[]\:";'<>?,./

San Serif - Compressed (Weights)

Compressed Light - Lowercase

the quick brown
fox jumps over the
lazy dog

Compressed Regular - Lowercase

the quick brown
fox jumps over the
lazy dog

Compressed Medium - Lowercase

the quick brown
fox jumps over
the lazy dog

Compressed Semi Bold - Lowercase

the quick brown
fox jumps over
the lazy dog

Compressed Bold - Lowercase

the quick brown
fox jumps over
the lazy dog

Compressed Heavy- Lowercase

the quick brown
fox jumps over
the lazy dog

Compressed Light - Uppercase

THE QUICK
BROWN FOX
JUMPS OVER THE
LAZY DOG

Compressed Regular - Uppercase

THE QUICK
BROWN FOX
JUMPS OVER THE
LAZY DOG

Compressed Medium - Uppercase

THE QUICK
BROWN FOX
JUMPS OVER THE
LAZY DOG

Compressed Semi Bold - Uppercase

THE QUICK
BROWN FOX
JUMPS OVER THE
LAZY DOG

Compressed Bold - Uppercase

THE QUICK
BROWN FOX
JUMPS OVER THE
LAZY DOG

Compressed Heavy- Uppercase

THE QUICK
BROWN FOX
JUMPS OVER THE
LAZY DOG

Compressed Light -
Numbers and Special Characters

1234567890

!@#$%^&*()-_+={}
[]\:";'<>?,./

Compressed Regular -
Numbers and Special Characters

1234567890

!@#$%^&*()-_+={}
[]\:";'<>?,./

Compressed Medium -
Numbers and Special Characters

1234567890

!@#$%^&*()-_+={}
[]\:";'<>?,./

Compressed Semi Bold -
Numbers and Special Characters

1234567890

!@#$%^&*()-_+={}
[]\:";'<>?,./

Compressed Bold -
Numbers and Special Characters

1234567890

!@#$%^&*()-_+={}
[]\:";'<>?,./

Compressed Heavy -
Numbers and Special Characters

1234567890

!@#$%^&*()-_+={}
[]\:";'<>?,./

Tracking & Kerning

Tracking is the overall spacing between groups of letters, and kerning is the spacing between individual letter forms. The tracking of body text can usually be left as it was designed: 0 units of tracking. The larger the text, the tighter the tracking should be.

For optimal readability, up to 10 units of tracking can be added to very small text, such as captions. Kerning should always be left on the Metrics option, not Optical.

Th tracking is just right.
In this example, tracking is at 0 units on all texts

WHO WE ARE

About Rainbow BRTS

The concept explores how public transportation can move beyond being purely functional and become a unifying urban system, one that connects people, places, and experiences seamlessly. Rainbow BRTS represents motion not as a straight line, but as a continuous flow, reflecting the everyday journeys of diverse commuters.



The tracking is too tight.

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The tracking is too loose.

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Leading

Leading is the spacing between lines of type. Choosing the appropriate leading or line spacing is very important to the reading quality and efficiency of the typography. The larger the text, the tighter the leading should be.

The leading is just right.

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The leading is too tight

WHO WE ARE
About Rainbow BRTS

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The lading is too loose

WHO WE ARE

About Rainbow BRTS

The concept explores how public transportation can move beyond being purely functional and become a unifying urban system, one that connects people, places, and experiences seamlessly. Rainbow BRTS represents motion not as a straight line, but as a continuous flow, reflecting the everyday journeys of diverse commuters.



Paragraph Alignment

Paragraph alignment refers to how the left and right edges of a paragraph align on a page. Flush left creates strong alignment for the eye to follow, aiding readability and organization. It is our standard for most typography across the Rainbow BRTS brand because it is functional, modern, timeless and the most effective in information design and legibility.

Rags And Widows

A rag is the uneven side of a paragraph—most often on the right side when text is left-aligned, as shown here. Always look for opportunities to improve rags. A good rag is one where the lines move in and out in small increments. A bad rag creates distracting shapes of irregular white space in the margins where line breaks are varied and inconsistent.

A widow is a short line or single word at the end of a paragraph. Watch out for widows and adjust line lengths with a writer to solve awkward breaks which can affect reading quality. In cases where it is not possible to respect these rules, hyphenation can also be a good solution.

The tracking is just right.
In this example, tracking is at 0 units on all texts.

The concept explores how public transportation can move beyond being purely functional and become a unifying urban system, one that connects people, places, and experiences seamlessly. Rainbow BRTS represents motion not as a straight line, but as a continuous flow, reflecting the everyday journeys of diverse commuters.



The tracking is just right.
In this example, tracking is at 0 units on all texts.

The concept explores how public transportation can move beyond being purely functional and become a unifying urban system, one that connects people, places, and experiences seamlessly. Rainbow BRTS represents motion not as a straight line, but as a continuous flow, reflecting the everyday journeys of diverse commuters.



The tracking is just right.
In this example, tracking is at 0 units on all texts.

The concept explores how public transportation can move beyond being purely functional and become a unifying urban system, one that connects people, places, and experiences seamlessly. Rainbow BRTS represents motion not as a straight line, but as a continuous flow, reflecting the everyday journeys of diverse commuters.



The tracking is just right.
In this example, tracking is at 0 units on all texts.

The concept explores how public transportation can move beyond being purely functional and become a unifying urban system, one that connects people, places, and experiences seamlessly. Rainbow BRTS represents motion not as a straight line, but as a continuous flow, reflecting the everyday journeys of diverse commuters.



This is a good rag.

The concept explores how public transportation can move beyond being purely functional and become a unifying urban system, one that connects people, places, and experiences seamlessly. Rainbow BRTS represents motion not as a straight line, but as a continuous flow, reflecting the everyday journeys of diverse commuters.



This a bad rag.

The concept explores how public transportation can move beyond being purely functional and become a unifying urban system, one that connects people, places, and experiences seamlessly. Rainbow BRTS represents motion not as a straight line, but as a continuous flow, reflecting the everyday journeys of diverse commuters.



This paragraph is perfectly typeset

The concept explores how public transportation can move beyond being purely functional and become a unifying urban system, one that connects people, places, and experiences seamlessly. Rainbow BRTS represents motion not as a straight line, but as a continuous flow, reflecting the everyday journeys of diverse commuters.



Do not leave widows at the end of paragraphs.

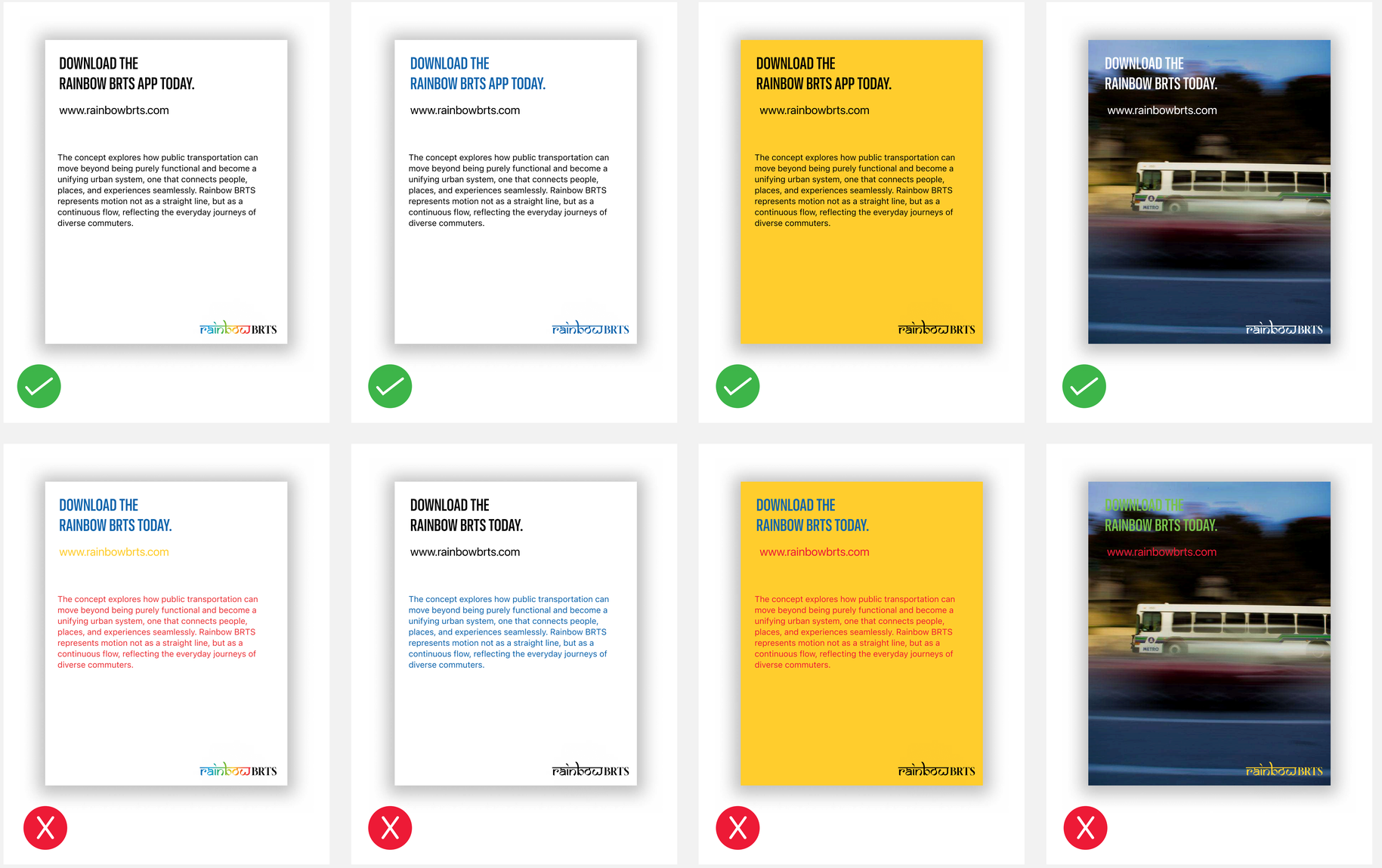
The concept explores how public transportation can move beyond being purely functional and become a unifying urban system, one that connects people, places, and experiences seamlessly. Rainbow BRTS represents motion not as a straight line, but as a continuous flow, reflecting the everyday journeys of diverse commuters.



Typography Colors

Most typography should be black or white. Headlines should appear in black or white in most cases, but may appear in an depending on the background. Body copy and other text should not use color.

Do not use color typography on photos. Color is used in digital typography to highlight interactivity for instance, applying blue to hyperlinks. To avoid confusion, color is not applied to other forms of typography for web and mobile.



Combining Typefaces

This layout presents four approved ways of combining typefaces for the Rainbow BRTS brand. Each style follows the same hierarchy (Section Title → Headline → Body Text) while using different font weights and contrasts to support varied communication needs.

Classic:
The Classic style uses bold section titles with a refined serif headline and clean body text. This combination feels formal, stable, and trustworthy. It is best suited for official documents, brand storytelling, reports, and long-form printed materials where clarity and tradition matter.

Standard:
The Standard style emphasizes balance and readability. Bold section titles are paired with clean headlines and body text. This is the most versatile option and should be used for everyday applications such as brochures, presentations, internal documents, and digital content.

Dynamic:
The Dynamic style adds visual energy through heavier headline weights and stronger contrast between text levels. This layout is designed to capture attention and works well for campaigns, posters, announcements, and promotional materials that require impact.

Flexible:
The Flexible style offers greater freedom by combining bold section titles with expressive headlines while maintaining readable body text. It is ideal for digital interfaces, signage, and layouts where space or format varies but hierarchy must remain clear.

Classic

SECTION TITLE

This is the Headline

This is the Kicker paragraph. It sets the tone of the article and briefly describes what you can expect from the rest of the page.

Subhead

Body text is the most common element of a document, forming it's main content. Therefore, how the body text looks will have the most noticeable effect on the appearance of a document. The only font that should be used for body copy is Olympic Sans Regular. Our Small Text size of 9 points is perfect for most body text.

This small size of text should be used for Image captions, folio, and running head

Standard

SECTION TITLE

This is the Headline

This is the Kicker paragraph. It sets the tone of the article and briefly describes what you can expect from the rest of the page.

Subhead

Body text is the most common element of a document, forming it's main content. Therefore, how the body text looks will have the most noticeable effect on the appearance of a document. The only font that should be used for body copy is Olympic Sans Regular. Our Small Text size of 9 points is perfect for most body text.

This small size of text should be used for Image captions, folio, and running head

Dynamic

SECTION TITLE

This is the Headline

This is the Kicker paragraph. It sets the tone of the article and briefly describes what you can expect from the rest of the page.

Subhead

Body text is the most common element of a document, forming it's main content. Therefore, how the body text looks will have the most noticeable effect on the appearance of a document. The only font that should be used for body copy is Olympic Sans Regular. Our Small Text size of 9 points is perfect for most body text.

This small size of text should be used for Image captions, folio, and running head

Flexible

SECTION TITLE

This is the Headline

This is the Kicker paragraph. It sets the tone of the article and briefly describes what you can expect from the rest of the page.

Subhead

Body text is the most common element of a document, forming it's main content. Therefore, how the body text looks will have the most noticeable effect on the appearance of a document. The only font that should be used for body copy is Olympic Sans Regular. Our Small Text size of 9 points is perfect for most body text.

This small size of text should be used for Image captions, folio, and running head

Combining Typefaces Example

This example demonstrates how the Rainbow BRTS type system works across different layouts and formats. Each composition follows a clear hierarchy using a section title, headline, and supporting body text, while allowing flexibility in image placement and scale. Serif and sans-serif typefaces are combined to create contrast, improve readability, and guide the viewer's attention naturally through the content.

Across all layouts, typography remains consistent and balanced, even as imagery, background color, and format change. This approach ensures visual cohesion while allowing designers to adapt the system for editorial layouts, digital banners, and promotional materials without losing brand clarity or structure.







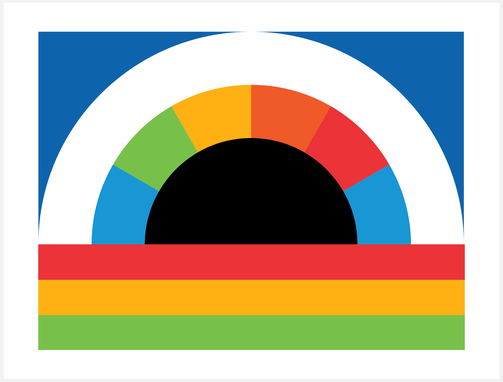
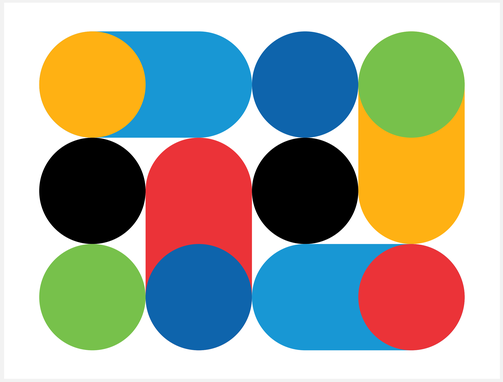
7

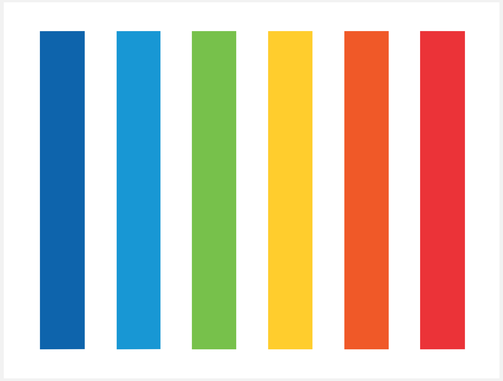
GRAPHIC DEVICES

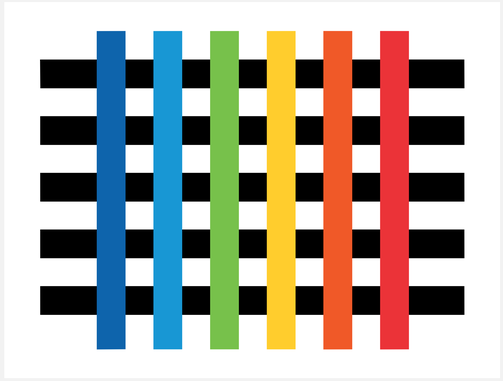
48 Graphic Patterns
49 Combining Graphics
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52 Rainbow BRTS Credit Card
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Graphic Patterns

These graphics are modular geometric patterns built using simple shapes (circles, arcs, rounded rectangles, lines, and grids) combined with a restricted flat color palette. The goal is to create a system that feels playful, structured, and scalable, rather than decorative or illustrative.

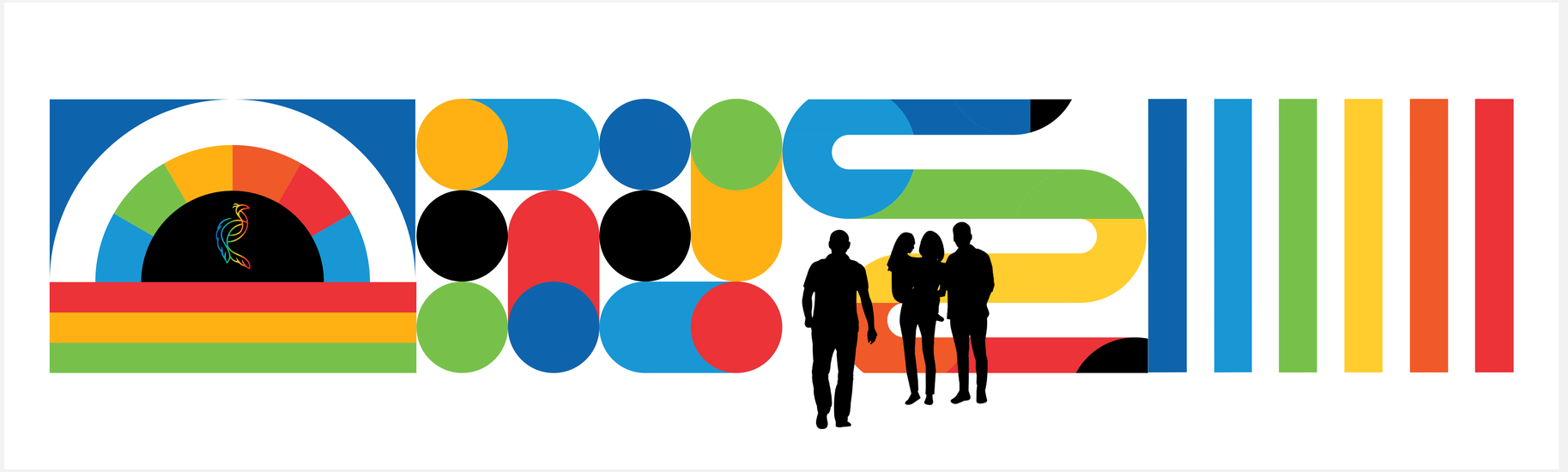


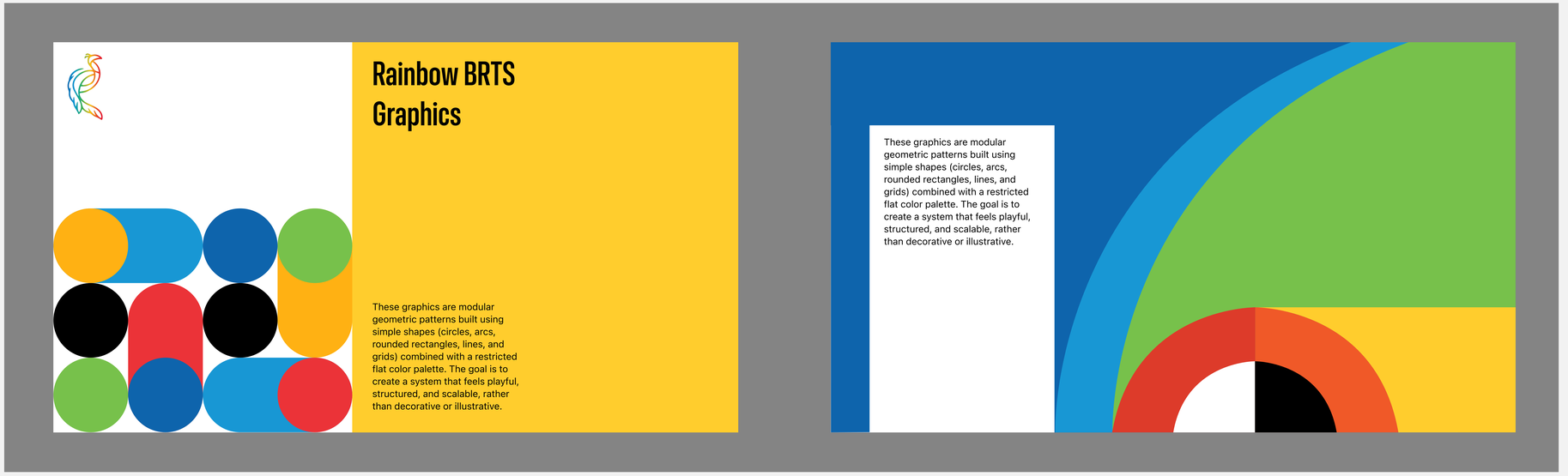

Combining Graphics

This system demonstrates how Rainbow BRTS graphic patterns can be combined with photography, typography, and layout elements to create cohesive, flexible compositions across digital and physical platforms. Geometric graphics should act as supporting visual layers, not standalone decoration. They can frame content, guide the eye, or create rhythm within a layout while allowing primary information such as people, transit imagery, and text to remain the focus.

When combining graphics:

- Use patterns as backgrounds, borders, or sectional dividers
- Maintain clear spacing between graphics and live content
- Ensure shapes do not overlap faces, key objects, or critical text
- Keep compositions balanced by pairing bold graphics with neutral space





Application

This section showcases how the Rainbow BRTS visual system translates consistently across real-world applications. The graphic language is applied to both physical and digital touchpoints, demonstrating flexibility while maintaining a strong, recognizable identity.

The paper bags use bold geometric arcs and the Rainbow color bands to create high visibility and instant brand recall in public spaces.

Coffee coasters apply the peacock mark in isolation, showing how the logo can function independently as a strong brand symbol without supporting text.

The catalog booklet demonstrates how the graphic system scales to editorial formats, balancing expressive visuals with structured layouts for information-heavy content.

Visiting cards present the system in its most compact form, using graphic patterns and clear hierarchy to communicate professionalism while staying visually distinctive. Across all applications, the same principles are maintained: flat colors, modular geometry, consistent spacing, and restrained typography.

Together, these applications prove that the Rainbow BRTS design system is not decorative but functional—capable of adapting to different materials, sizes, and use cases while remaining cohesive, accessible, and unmistakably recognizable as a public transit brand.



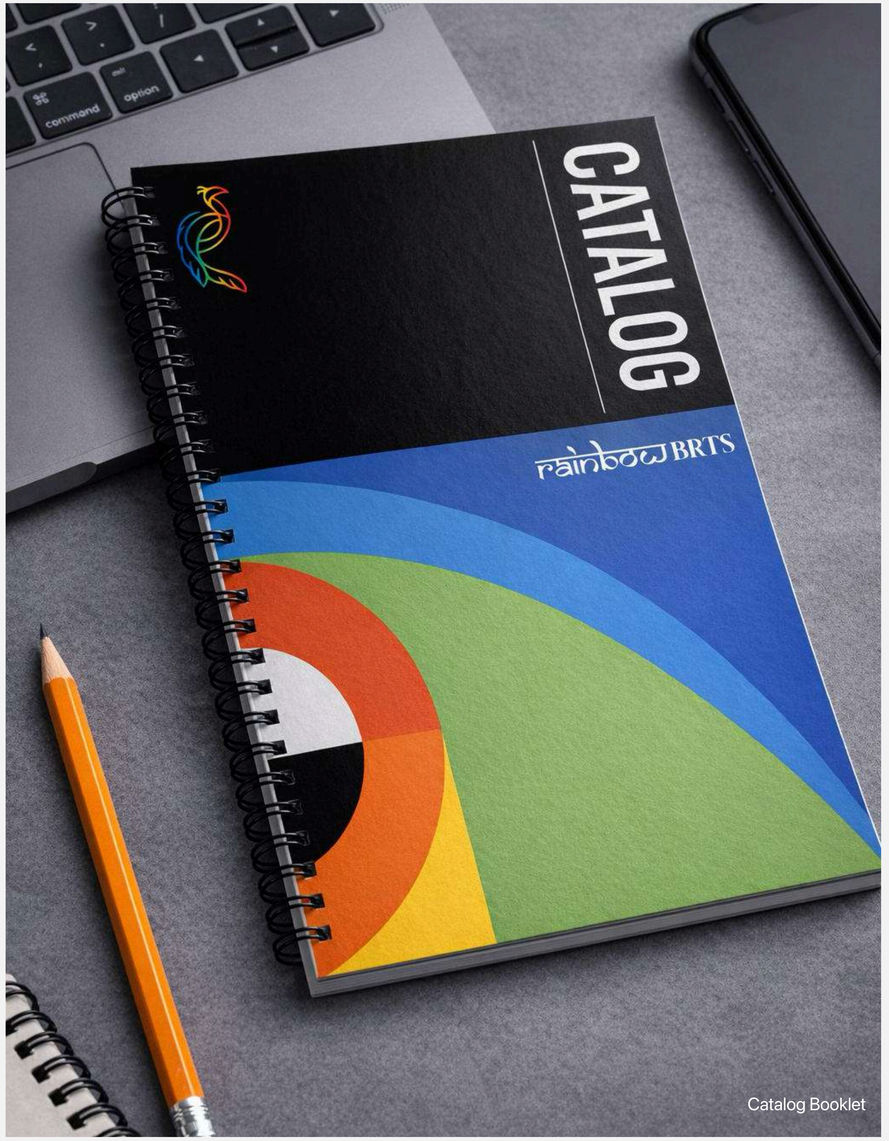
Rainbow Bags



Coffee Coasters



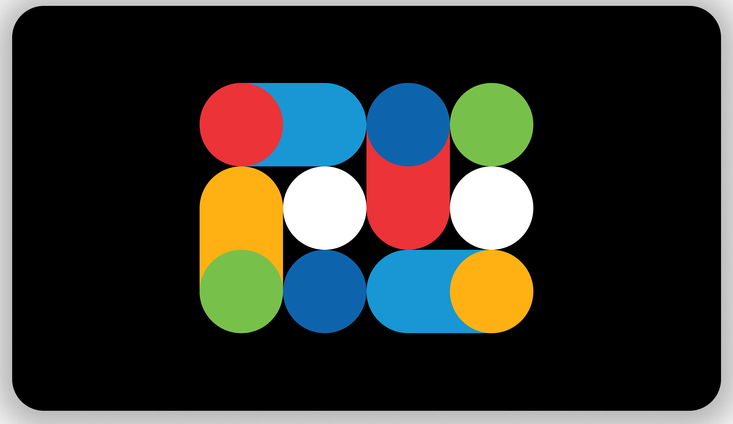
Visiting Cards Front & Back

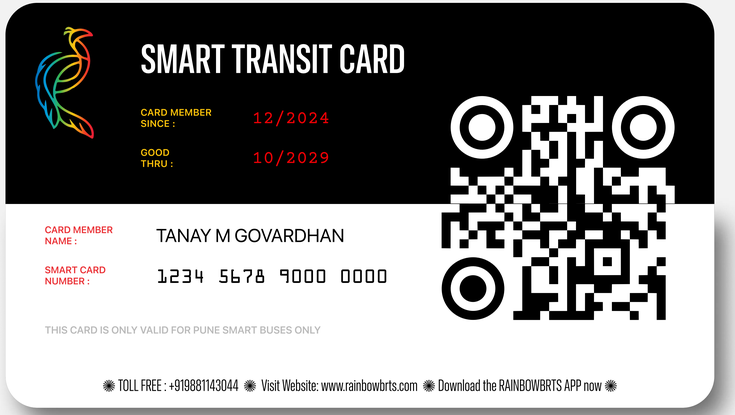


Catalog Booklet

Rainbow BRTS Smart Card

The Rainbow BRTS Smart Transit Card is for daily commuters who prefer a physical card. You tap or scan it inside the bus, and the fare is automatically deducted. You can recharge it conveniently via payment apps like PayTM, Google Pay, or directly through the Rainbow BRTS app, which you're designing. It's ideal for those who don't buy individual tickets each time but also may not rely on the app for daily ticket purchases.





Rainbow BRTS Credit Card

Rainbow BRTS SBI Credit Card is tied to the SBI bank. It's a standard credit card, but using it earns you points that can be converted into ride credits for the BRTS system. It's an integrated option for regular riders who also want a financial product with added benefits. Both solutions are designed to make transit seamless, whether you prefer an app, a card, or a mix of both.





Rainbow BRTS Smart Card





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MOBILE APP SYSTEMS

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Mobile App Icon

The Rainbow BRTS mobile app icon is designed as a simplified yet distinctive extension of the brand identity. It features the Rainbow BRTS bird symbol rendered in a continuous, flowing line that transitions smoothly through the brand's core color spectrum. This gradient treatment represents movement, connectivity, and inclusivity key values of the Rainbow BRTS transit system.

The icon sits on a solid black rounded-square background to ensure strong contrast and high visibility across light and dark device themes. The minimal form allows the icon to remain recognizable at small sizes while maintaining visual clarity on home screens, app drawers, and system notifications.

By avoiding text and relying solely on the brand mark, the app icon achieves instant recall and aligns with modern mobile UI standards, ensuring consistency across iOS and Android platforms while reinforcing Rainbow BRTS as a smart, future-ready transit experience.



Rainbow BRTS

Symbols

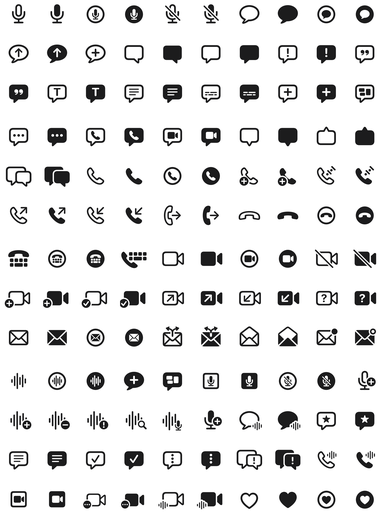
These symbols are designed specifically for user interface applications, including the Rainbow BRTS mobile app, website, and other digital platforms. The icon system supports clear navigation, quick recognition, and consistent interaction across all screens.

The icons are categorized into functional groups such as Communication, Weather, Connectivity, Transportation, Human, Time, Shapes, and Arrows, making them easy to apply across different UI components like menus, buttons, alerts, maps, and status indicators.

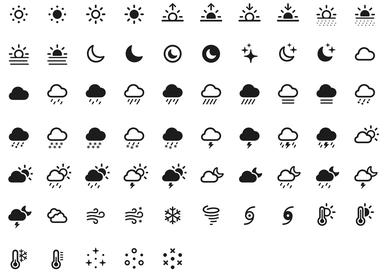
A minimal, monochrome style ensures high legibility on both light and dark backgrounds, while maintaining visual consistency across devices. The icons are scalable and optimized for small screen sizes, ensuring clarity on mobile, tablet, and desktop interfaces.

By using a unified icon system, Rainbow BRTS delivers a smooth, intuitive, and accessible digital experience for everyday commuters and first-time users alike.

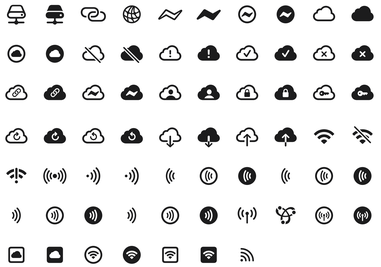
Communication



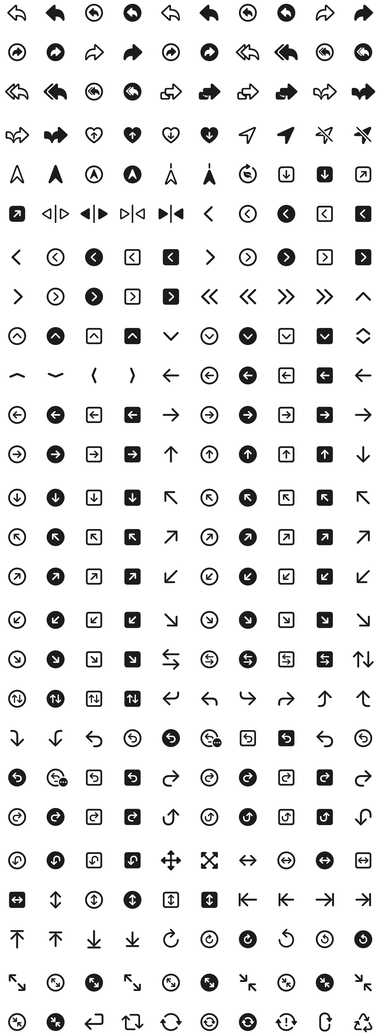
Weather



Connectivity



Arrows



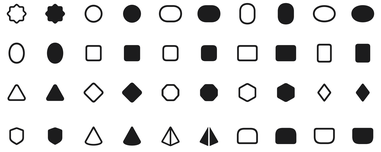
Transportation



Human



Shapes



Time



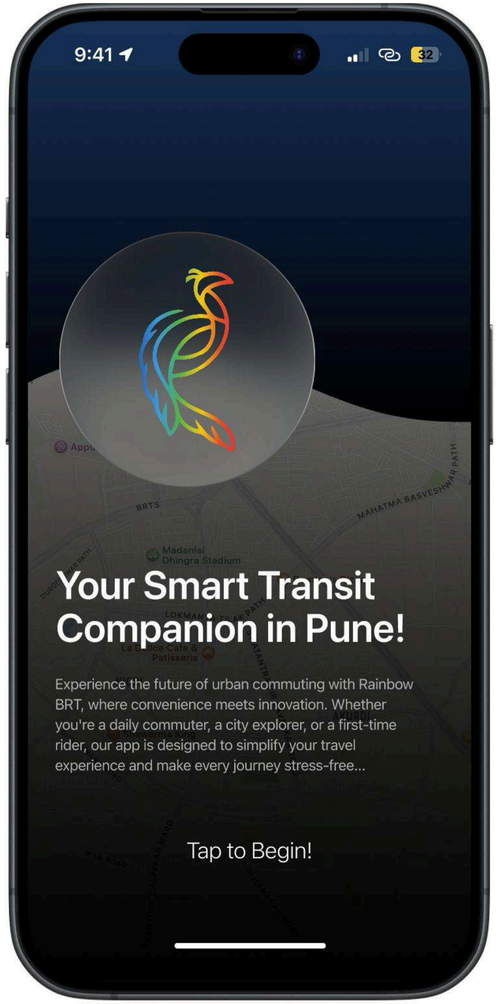
Mobile App & Social Media

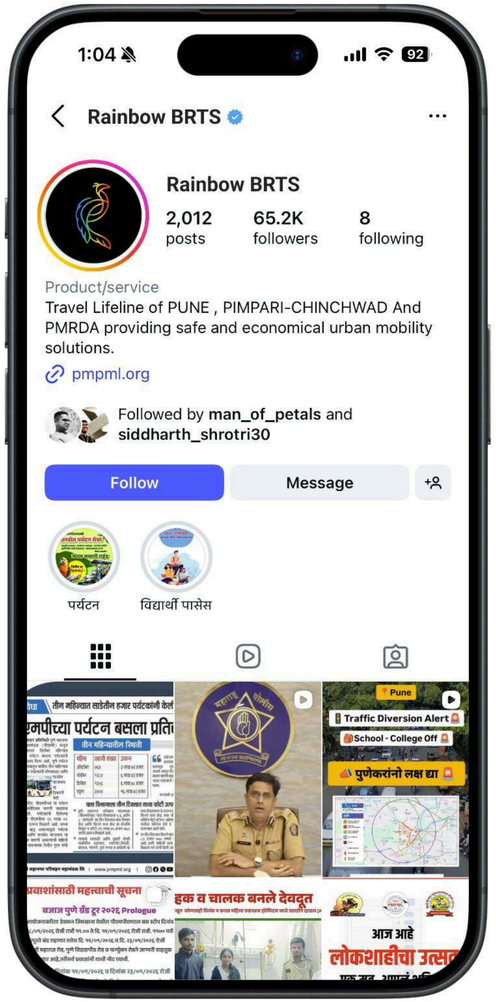
The Rainbow BRTS mobile app is designed as a smart transit companion that simplifies daily commuting through a clean, intuitive, and user-friendly interface. The app enables users to plan routes, purchase tickets, manage smart transit cards, check service updates, and access real-time information, making public transportation more accessible and efficient for all users.

The app interface follows the Rainbow BRTS visual language, using a dark base with vibrant accent colors derived from the brand palette. This ensures strong contrast, visual clarity, and consistency across screens while reinforcing brand recognition.

In parallel, social media platforms are used as an extension of the Rainbow BRTS digital ecosystem. Social media content focuses on service updates, traffic alerts, route changes, public announcements, and community engagement. Consistent use of the Rainbow BRTS logo, colors, iconography, and graphic patterns helps maintain a unified brand presence across both the mobile app and social channels.

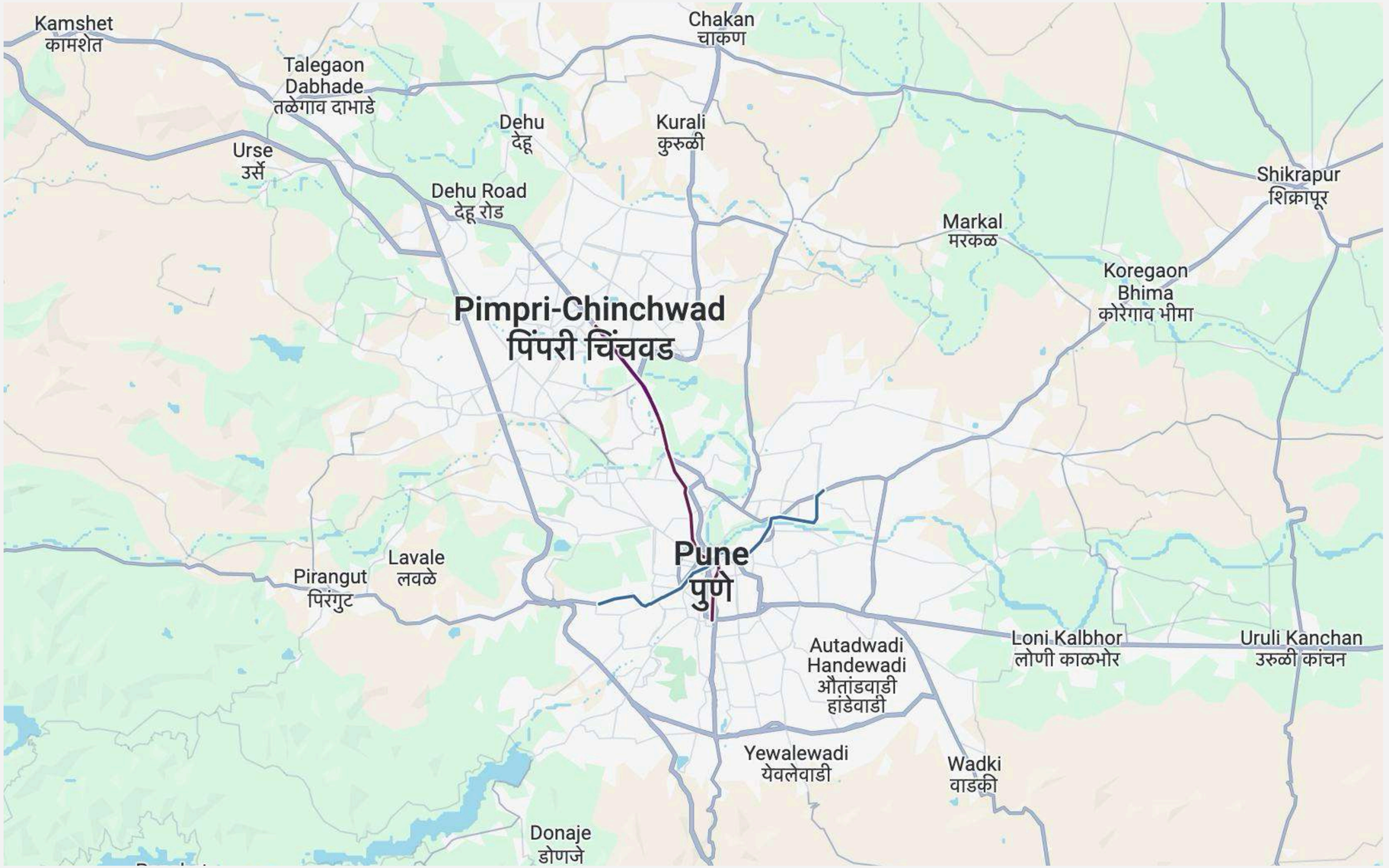
Together, the mobile app and social media strategy create a connected digital experience that keeps commuters informed, engaged, and confident while using the Rainbow BRTS system.





Maps

Rainbow BRTS uses Apple Maps as the primary mapping foundation for route visualization, navigation, and location-based services within the mobile application. Apple Maps is integrated to provide accurate, real-time geographic data while ensuring a familiar and reliable user experience.
The map interface displays BRTS corridors, stops, terminals, and interchange points across Pune and Pimpri-Chinchwad. Dedicated route lines clearly distinguish Rainbow BRTS services from regular road networks, helping users quickly understand coverage areas and travel directions.



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CONTACTS

Links

Links

Rainbow BRTS Brand Guide Link

https://www.tanaygovardhan.com/rainbow-brts-brand-guide

Rainbow BRTS UIUX Link

https://www.tanaygovardhan.com/rainbow-brts-uiux

My Portfolio

https://www.tanaygovardhan.com/

Contact Me

https://www.tanaygovardhan.com/about-me