

RESOLUTION NO. 1978-223

ADOPTING AND IMPLEMENTING A GREATER
CLEVELAND REGIONAL TRANSIT AUTHORITY
GRAPHICS STANDARDS MANUAL

WHEREAS, the Board of Trustees has authorized the General Manager to enter into a contract with Peter Muller-Munk Associates for the preparation of a Graphics Standards Manual by Resolution No. 1977-52, adopted February 8, 1977; and

WHEREAS, pursuant to the aforementioned contract Peter Muller-Munk Associates did prepare and submit to the Greater Cleveland Regional Transit Authority a Graphics Standards Manual, dated June 1, 1978; and

WHEREAS, the Graphics Standards Manual received pursuant to said contract meets with the approval of the Greater Cleveland Regional Transit Authority's Marketing and Communications Department; and

WHEREAS, the adoption and implementation of a RTA Graphics Standards Manual would greatly enhance RTA's identifiability and improve transit consciousness within the Authority's operating area by providing a planned, uniform, and consistent visual communications program;

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority;

Section 1. That the Graphics Standards Manual, for the Greater Cleveland Regional Transit Authority, dated June 1, 1978, be and it is hereby approved and adopted as the standard for the Greater Cleveland Regional Transit Authority's visual communication program.

Section 2. That all Greater Cleveland Regional Transit Authority graphic/user information aids and corporate communication forms conform whatever and whenever possible to the standards contained within the Graphics Standards Manual.

Section 3. That the Graphics Standards Manual for the Greater Cleveland Regional Transit Authority, dated June 18, 1978, be and it is hereby incorporated by reference and made a part of this resolution as if fully and expressly rewritten herein.

Section 4. That this resolution shall be effective immediately upon its adoption.

Adopted: August 1, 1978

Wm. B. ...
President

Attest: William C. ...
Secretary-Treasurer