



Brand **Guidelines**

July 2026



Welcome to
**FasTrak® &
FasTrak Flex®**

FasTrak is California's electronic tolling system that allows drivers to pay tolls easily on every tolled bridge, express lane and road in the state. Having a FasTrak account is the easiest and preferred way to pay tolls, and accountholders are sometimes eligible for discounts.

Drivers with FasTrak accounts register their vehicle's license plate to their account and affix a transponder to the vehicle, so that when they pass through a tolling point, the toll is automatically collected from their account.

There are multiple agencies that operate tolled bridges, express lanes and roads in California. To learn more about FasTrak facilities in California, visit **FasTrak.org**.

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FasTrak Governance

FasTrak and other related trademarks and service marks are owned by San Joaquin Hills Transportation Corridor Agency and Foothill/Eastern Transportation Corridor Agency, collectively known as the Transportation Corridor Agencies (TCA), and registered with the U.S. Patent and Trademark office.

The FasTrak brand includes the FasTrak® and FasTrak Flex® trademarks and wordmarks. These marks are licensed and maintained by TCA for use on toll facilities throughout the state of California to indicate a facility is part of the state's unified, interoperable tolling system.

For questions regarding FasTrak brand guidelines, please email FasTrakTrademark@TheTollRoads.com.

Primary Stacked Logo



Primary Brand



Sub-brand



Brand Identity

FasTrak is the brand for electronic toll payment technology used on toll facilities in California. Drivers can open a FasTrak account, register their vehicle's license plate to their account and affix a FasTrak transponder to the vehicle, so that when they pass through a tolling point, the toll is automatically collected from their account.

FasTrak technology enables drivers to pay tolls automatically without stopping, reducing congestion and improving traffic flow across tolled bridges, express lanes and roads in California. At its core, FasTrak stands for convenience,

reliability and time savings—delivering a frictionless driving experience through a simple, cashless solution.

FasTrak Flex is a sub-brand created to meet the needs of a specific and evolving use case: toll facilities that offer discounted or free travel for eligible carpools. Unlike a standard FasTrak transponder, FasTrak Flex transponders can be set to indicate the number of occupants in a vehicle. The creation of the sub-brand helps clearly differentiate this enhanced functionality while preserving the core FasTrak brand. It communicates added value to a targeted audience without complicating the broader FasTrak brand.

**Pantone 248 c**

Hex: # a51890

CMYK Process:

40% - Cyan
100% - Magenta
0% - Yellow
0% - Black

RGB Electronic:

Red - 165
Green - 24
Blue - 144

**Pantone 321 c**

Hex: # 008c95

CMYK Process:

84% - Cyan
27% - Magenta
40% - Yellow
3% - Black

RGB Electronic:

Red - 0
Green - 140
Blue - 149

Brand Palette

The use of 4-color process for print or RGB for digital should be the priority color model. It is permissible to use 2-color application from the FasTrak color palette, PMS 248 C and PMS 321 C. 1-color application from the FasTrak Flex color palette in either PMS 248 C, PMS 321C or Black. Solid White (0% C; 0% M; 0% Y; 0% K) is also permissible for usage for the logo when used against a dark background. When the logo is used in any publication which is in grayscale format, only use: 100% Black/White.

NOTE: When choosing a dark background color, please keep in mind WCAG 2.1 AA minimum contrast requirements.

FasTrak Logo

Primary Stacked (preferred)

- ▶ The FasTrak with design, stacked, is the FT triangle design mark stacked above the FasTrak logotype in established configurations. to indicate electronic toll collection with a FasTrak transponder is accepted for payment.
- ▶ The FT logo (triangle) and FasTrak logotype should always be used together and never seperated.
- ▶ The image (lettering style and letter spacing) must never be changed.
- ▶ The stacked version of the logo is preferred and should be used whenever possible.



Secondary Horizontal



FasTrak Logo

Clear Space

- ▶ The FasTrak logo must have a clear space around it of at least the distance of the height of the letter “F” from the FasTrak mark.
- ▶ The clear space must not have any type or graphical elements that may diminish the importance of the logo or give the appearance of another symbol or logo.



FasTrak Logos Allowed



Brand Variations

Only the above variations are permissible, including reversed white on a dark background.



FasTrak Logos **Not Allowed**



Brand **Variations**

Alterations of the logo are **not allowed** in any way.

Only the variations on pg. 8 are permissible, including reversed white on a dark background.

FasTrak Flex Logo

Primary Stacked (preferred)

- ▶ The FasTrak Flex logo is required to have the FasTrak wordmark and FT triangle symbol.
- ▶ The FT logo (triangle) and FasTrak Flex logotype should always be used together and never separated.
- ▶ The image (lettering style and letter spacing) must never be changed.
- ▶ The stacked version of the logo is preferred and should be used whenever possible when a switchable transponder is required for toll discounts.



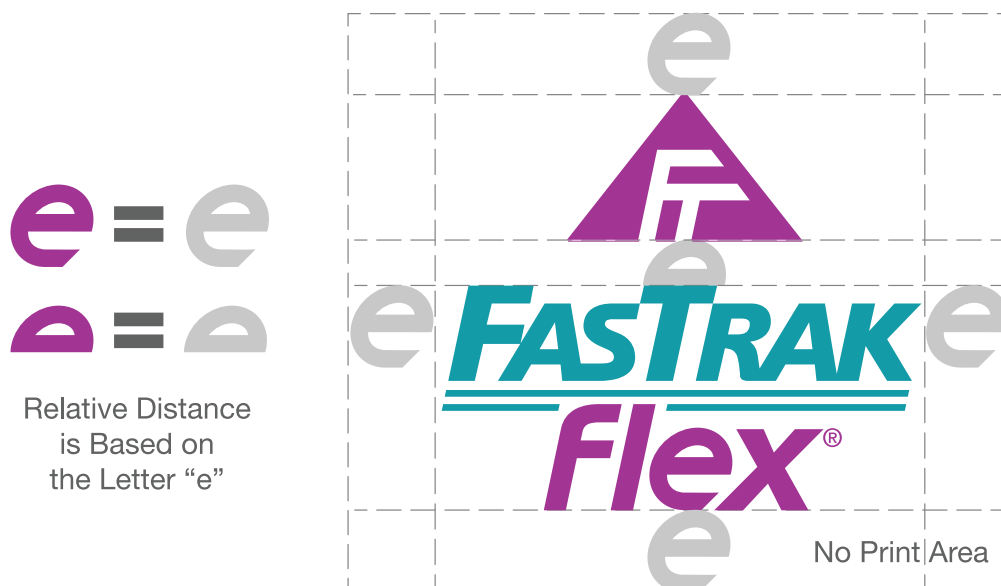
Secondary Horizontal



FasTrak Flex Logo

Clear Space

- ▶ The FasTrak Flex logo must have a clear space around it of at least the distance of the height of the letter “e” from the FasTrak Flex mark.
- ▶ The clear space must not have any type or graphical elements that may diminish the importance of the logo or give the appearance of another symbol or logo.



FasTrak Flex Logos Allowed



Brand Variations

Only the above variations are permissible, including reversed white on a dark background.



FasTrak Flex Logos **Not Allowed**



Brand **Variations**

Alterations of the logo are **not allowed** in any way.

Only the variations on pg. 12 are permissible, including reversed white on a dark background.



For questions regarding brand standards,
contact: FasTrak.org | FasTrakTrademark@TheTollRoads.com