

# **BUS BRANDING CONCEPTS**

ORANGE COUNTY TRANSPORTATION AUTHORITY

# BACKGROUND

- Looking at different ways to improve bus system
- Exploring:
  - service design
  - expanded marketing to colleges, millennials
  - fare discounts using cap and trade funds

# REPLACING 41 PERCENT OF FLEET

Vehicle Type	Total Fleet	New Buses
32-Foot Buses	19	0
40-Foot Buses	501	212*
60-Foot Buses	36	16
Total	556	228

\* Includes 202 initial order plus 10 optional buses

# UNIQUE OPPORTUNITY TO REBRAND

- Buses are assets
- They are moving billboards
- Showcase OCTA
- Branding nearly 20 years old
- Less expensive to paint at factory
- Numerous concepts developed and vetted



# BRAND NAME



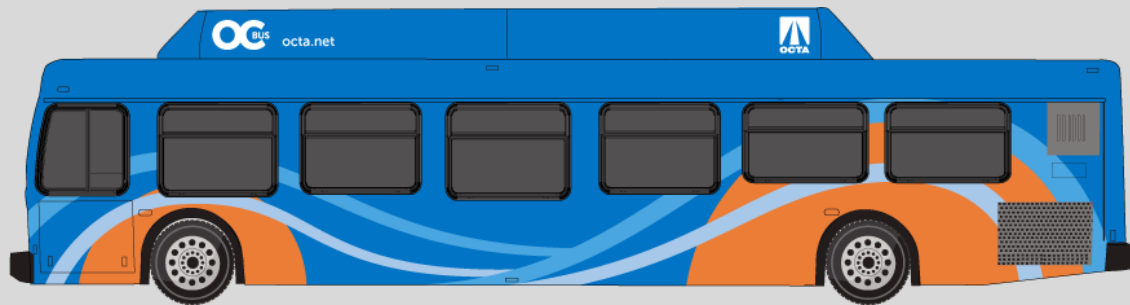
- Embodies Orange County’s personality
- Descriptive and memorable
- Facilitates community ownership / pride
- “OC” creates brand prefix or umbrella
  - OC Bus
  - OC ACCESS
  - OC Streetcar
  - OC Train

# WHAT WE HEARD

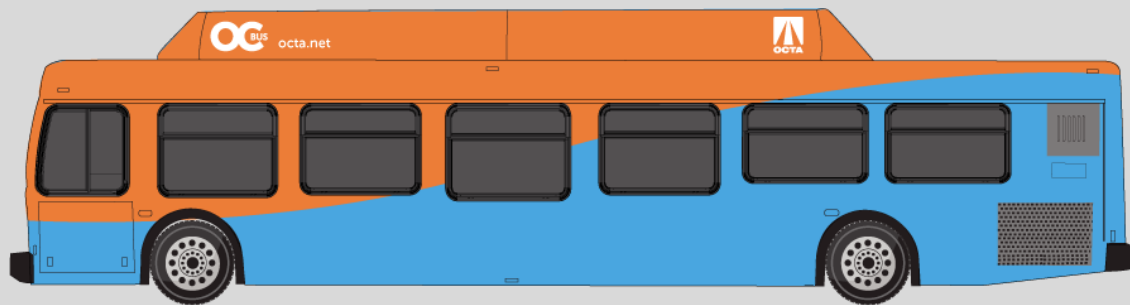


- Preference for orange and blue
- Front of bus needs to stand out
- Want color and movement
- Like waves, signifies ocean
- Like vibrant, modern look

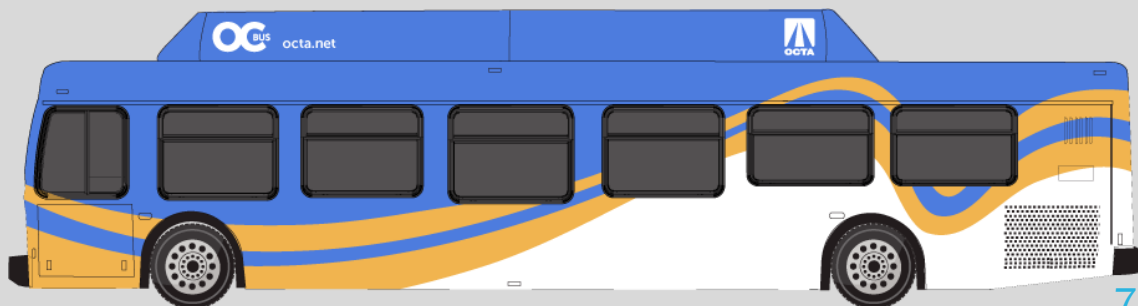
Concept A



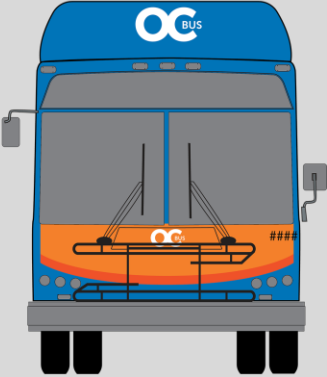
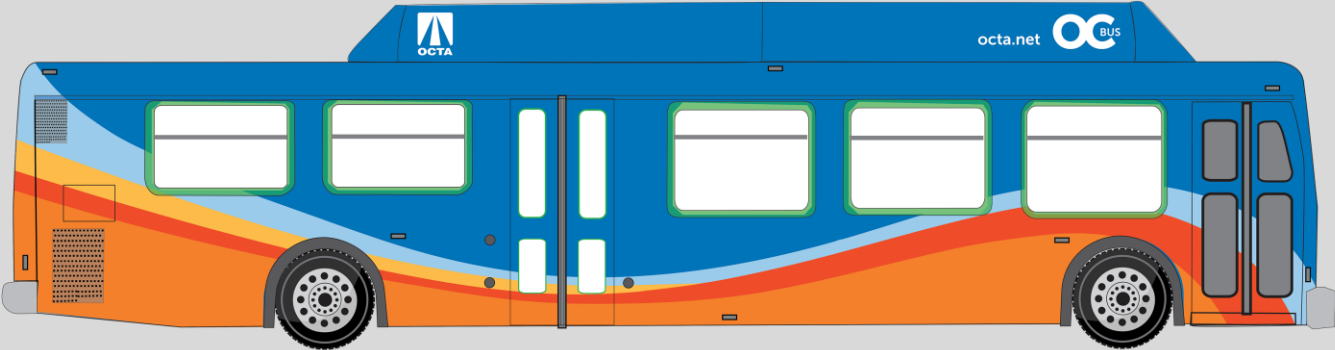
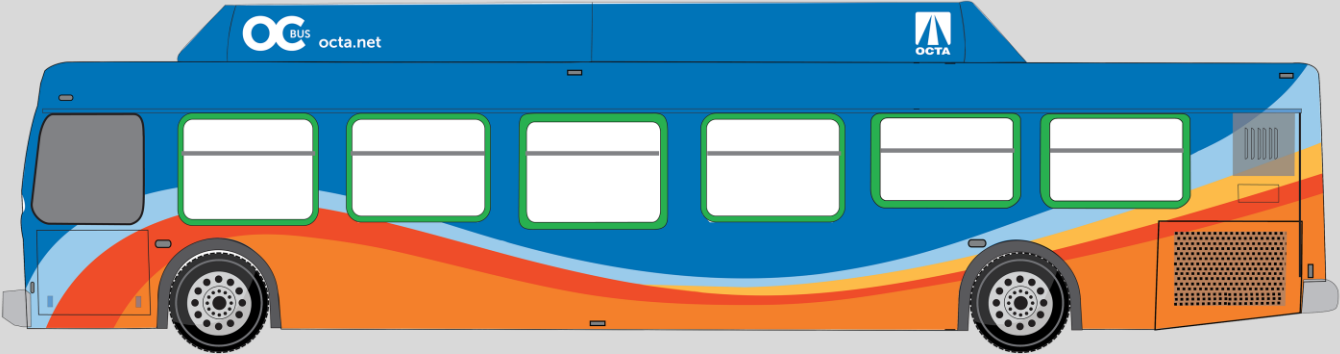
Concept B



Concept C



# Concept D





# RECOMMENDATIONS

Discuss new branding approach and, if approved:

- Rebrand with new bus purchases
  - Costs in financially-constrained Comprehensive Business Plan
  - Funds available in 60-foot agreement
- Return with 40-foot bus agreement amendment
- Phase in branding on existing fleet