

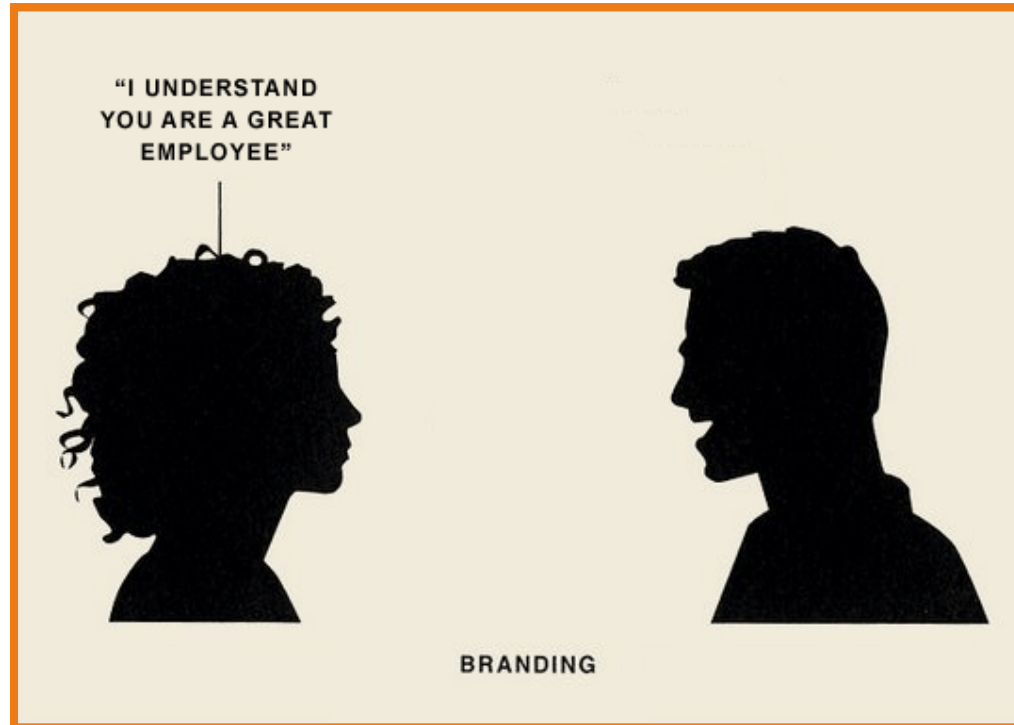
Bus Rapid Transit Branding

Board of Directors Meeting

November 26, 2007



Delusions of Brand-eur



Presentation Overview

- Explore Branding Approaches
- Present New Branding Concept



BRAVO!

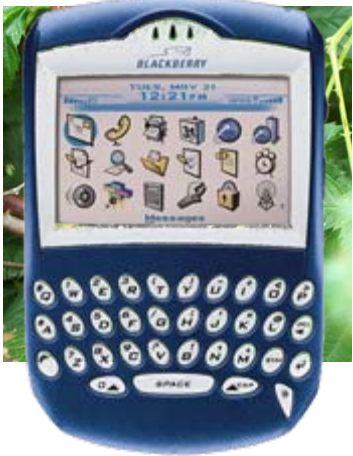
Two Approaches

- Traditional Branding
- Contemporary Branding



BRAVO!

What is Contemporary Branding?



BRAVO!

What would you say to a great performance?

BRAVO!

What would you say to faster bus service?

BRAVO!

What would you say to a modern bus fleet?

BRAVO!

What would you say to less stop, more go?

BRAVO!

BRAVO!

Less stop. More go.



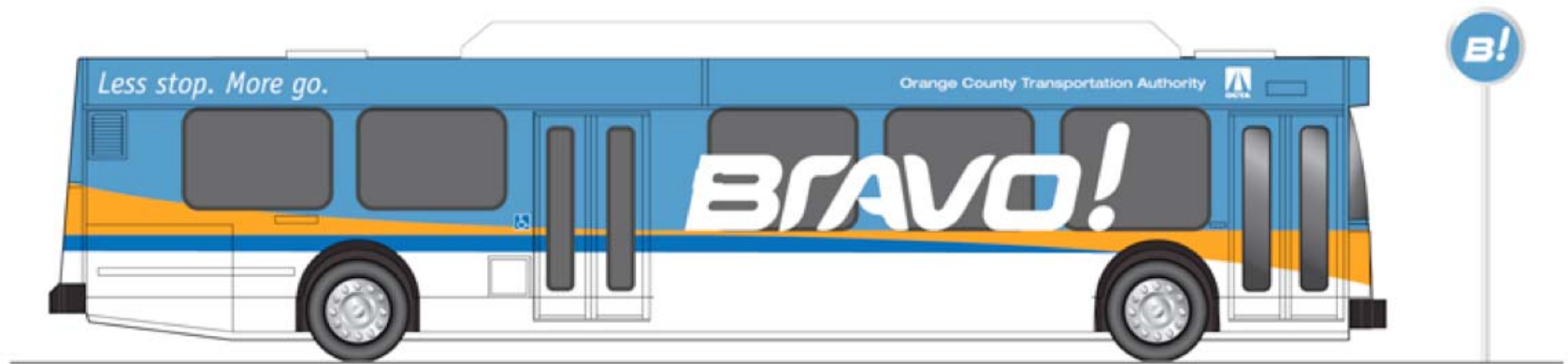
A great performance begins...
Act 2

Realtime passenger information

Signal synchronization

Unique branding on fleet and stops

BRAVO!



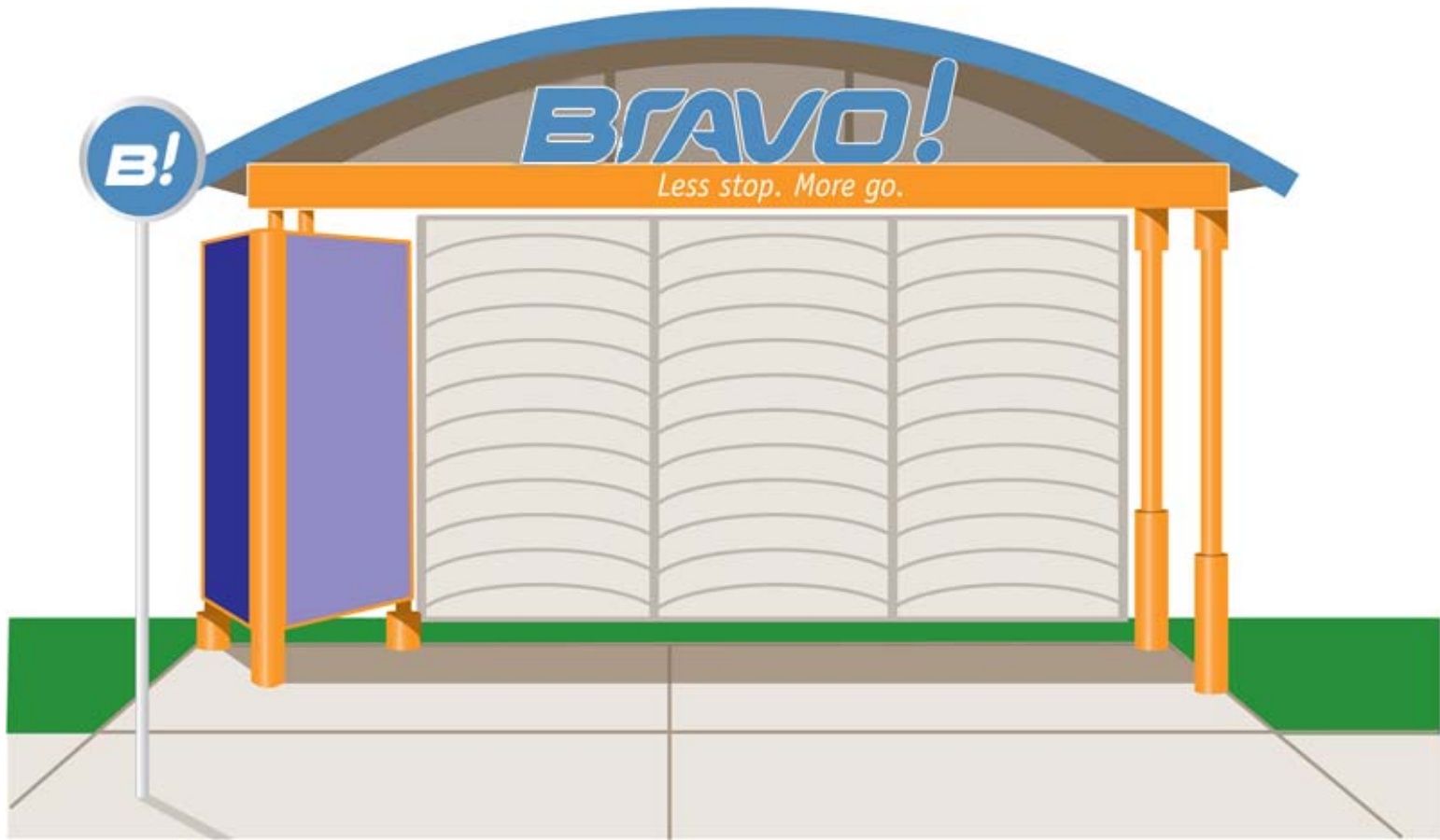
BRAVO!

BRAVO!



BRAVO!

BRAVO!



BRAVO!

BRAVO!

www.octa.net >> 714-626-8100 (7432)



green

Brea to Irvine
via Bristol Street and Main Street

Bus Route Map
effective
September 10, 2008

BRAVO!
Less stop. More go.

 All buses are accessible to persons with disabilities.
Todos los autobuses son accesibles a las personas discapacitadas.

www.octa.net >> 714-626-8100 (7432)



blue

Santa Ana to Long Beach
via Seventeenth Street and Westminster Blvd.

Bus Route Map
effective
September 10, 2008

BRAVO!
Less stop. More go.

 All buses are accessible to persons with disabilities.
Todos los autobuses son accesibles a las personas discapacitadas.

www.octa.net >> 714-626-8100 (7432)



red

Fullerton to Costa Mesa
via Chapman Ave. and Harbor Blvd.

Bus Route Map
effective
September 10, 2008

BRAVO!
Less stop. More go.

 All buses are accessible to persons with disabilities.
Todos los autobuses son accesibles a las personas discapacitadas.



BRAVO!

OCTA - Overview
http://www.octa.net/bus_intro.aspx

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OCTA Measure M Bus Metrolink 91 Express Lanes Freeways & Streets Regional Initiatives Project Development

Bus Information

Home >> Bus >> Overview PRINT

- BUS
- Overview
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- Schedule & Maps
- Passes and Fares
- Trip Planner
- Rider Alerts
- Service Alerts & Highlights
- Safety, Security and Graffiti
- Outreach Programs
- Access Service
- Vehicle Donation Program
- Discounts and Destination Guide
- Bus Rapid Transit
- OC Express Bus

FEATURED LINK

Orange County, in the palm of your hand.
[Click to Plan Your Trip](#)

QUICK LINKS

BOARD INFORMATION

Bravo! Bus Service

Less stop. More go.

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[Bravo! Route Maps](#)
[Bravo! Schedules](#)
[How to Ride Bravo!](#)

Great performers. You and Bravo!

click to play

BRAVO!

Less stop. More go.



Recommendations

- Approve BRT branding
- Apply for registration of mark



BRAVO!