

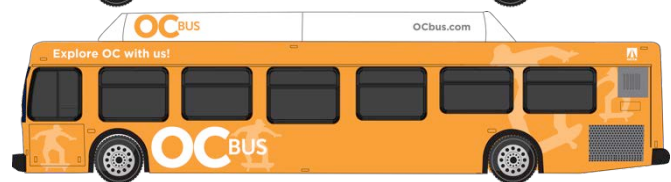
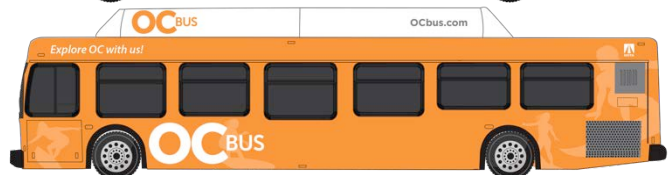
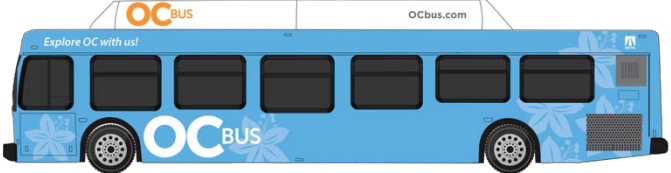
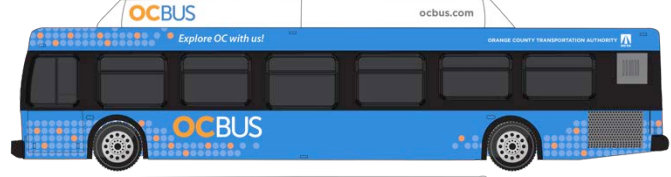
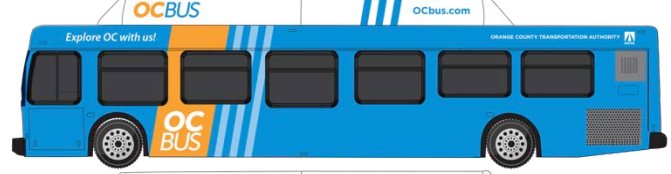
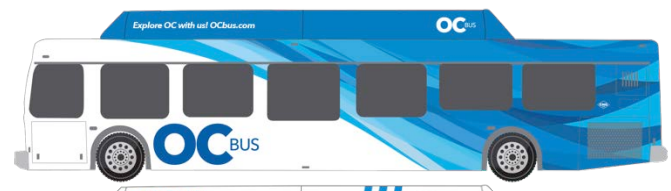
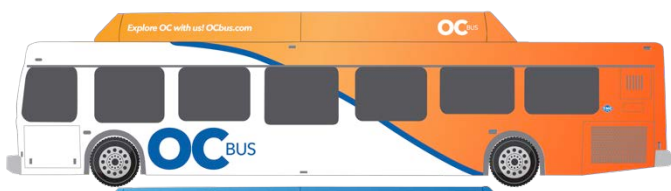
BUS BRANDING

ORANGE COUNTY TRANSPORTATION AUTHORITY

BACKGROUND

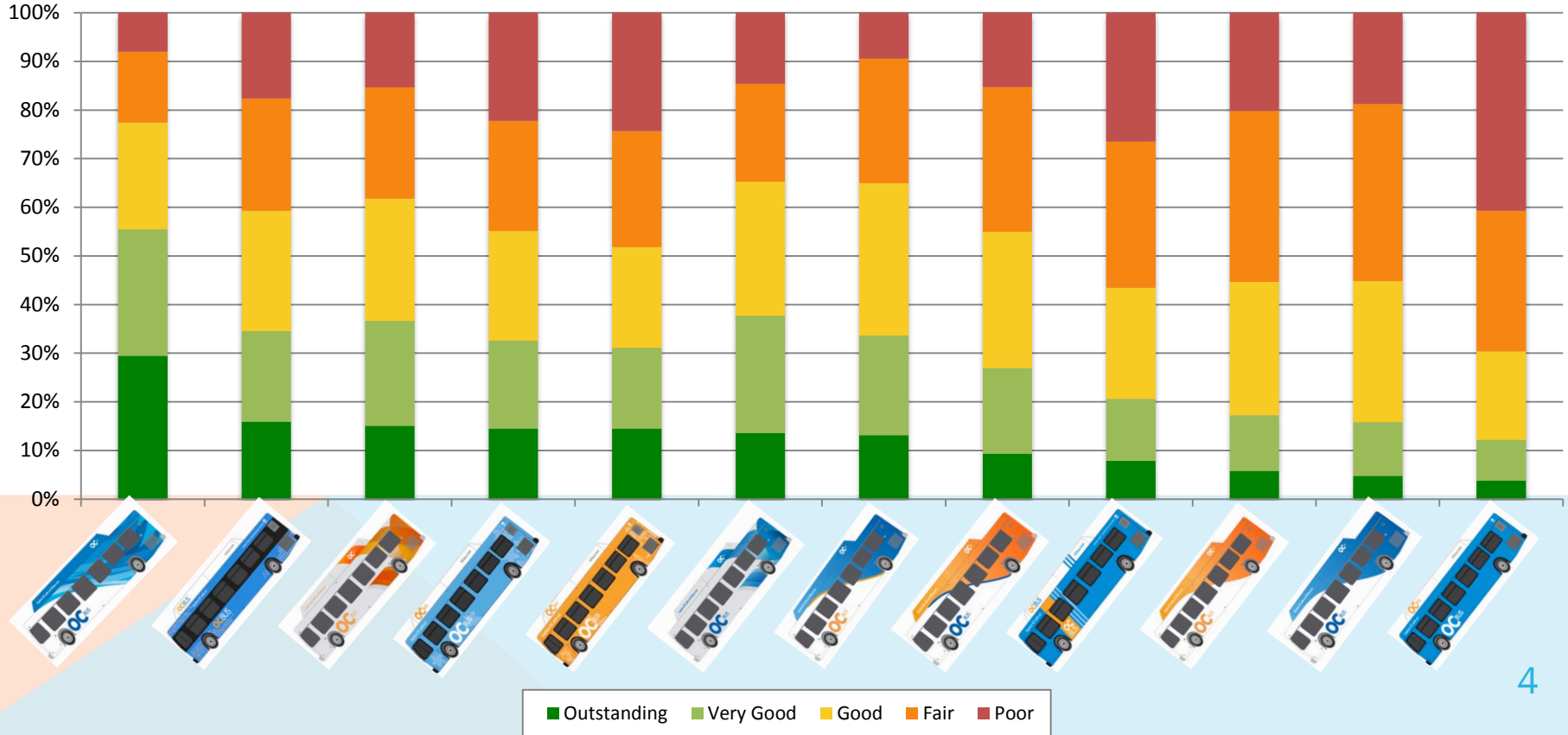
- Current branding 15 years old
- Replacing 400 buses
- Create positive perception and interest
- Initial 12 concepts reviewed by multiple audiences





DESIGN PREFERENCES SUMMARY

2,709 respondents



BRAND PERSONALITY

- Orange County is...
 - modern
 - inviting
 - clean
 - entrepreneurial
 - diverse
 - relaxed
 - sunny
 - innovative
 - green
 - friendly

ORANGE COUNTY Logos



The O.C. TV Show Logo



New Orange County Logo



BUS SERVICE

- Safe
- Reliable
- Clean
- Green
- Courteous operators



BRAND NAME

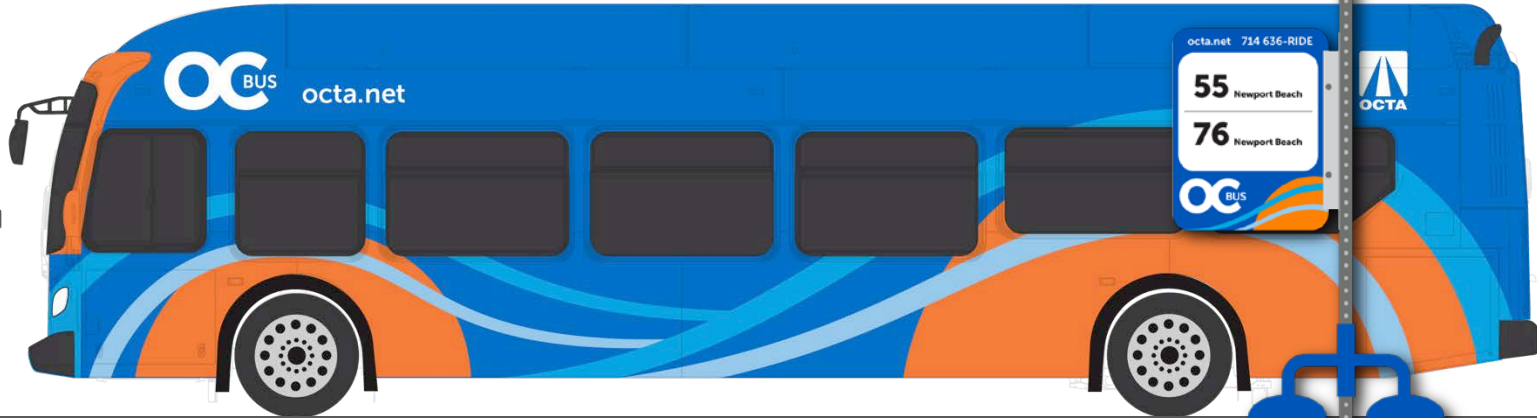


- Embodies Orange County's personality
- Descriptive and memorable
- Facilitates community ownership / pride
- "OC" creates brand prefix or umbrella
 - OC Bus
 - OC ACCESS
 - OC Streetcar
 - OC Train

REFINED DESIGNS

For OC Bus and OC ACCESS

- 4 new concepts
- Incorporate customer feedback
- Reflect the unique character of Orange County
- Reinforce brand values



Concept A

KING
30"H X 144"W



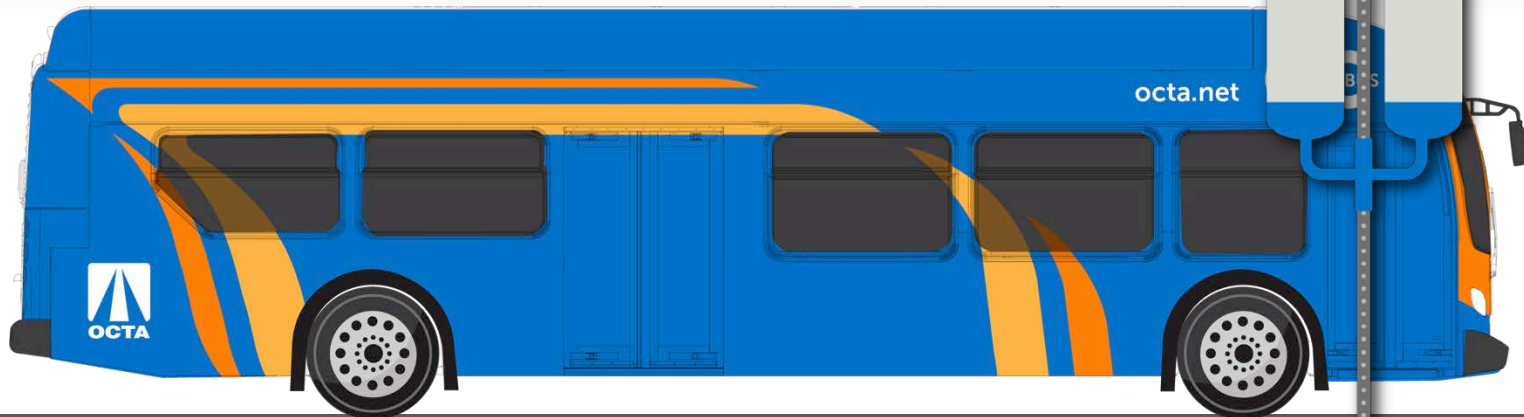
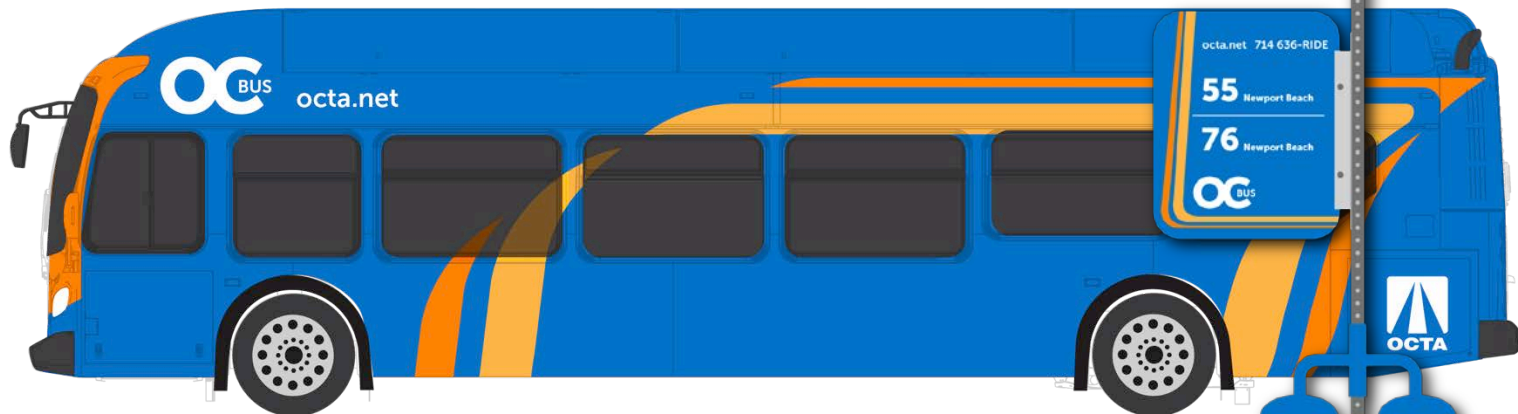
KONG
36"H X 226"W



ACCESS



Concept A



Concept B

KING
30"H X 144"W



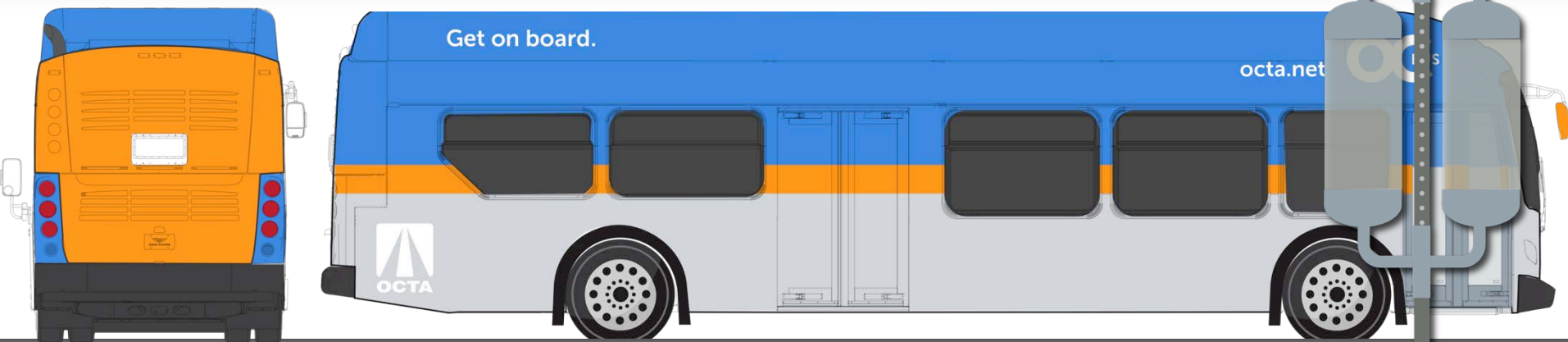
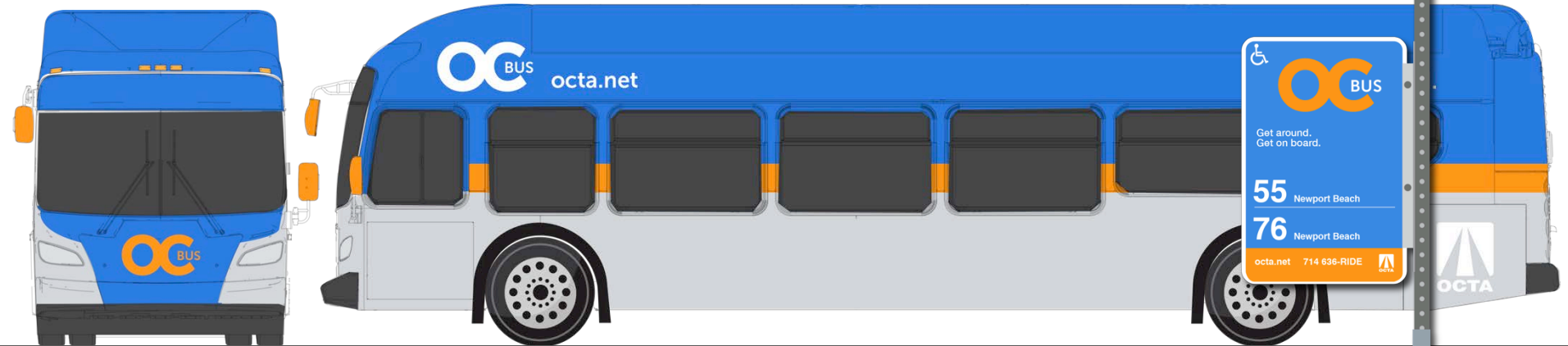
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ACCESS

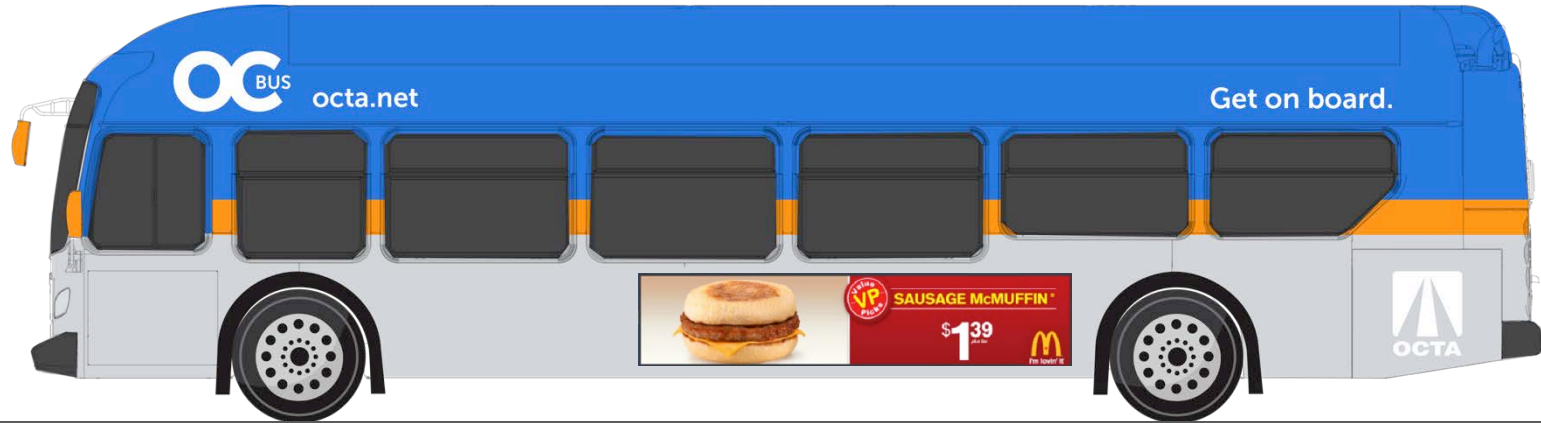


Concept B



Concept C

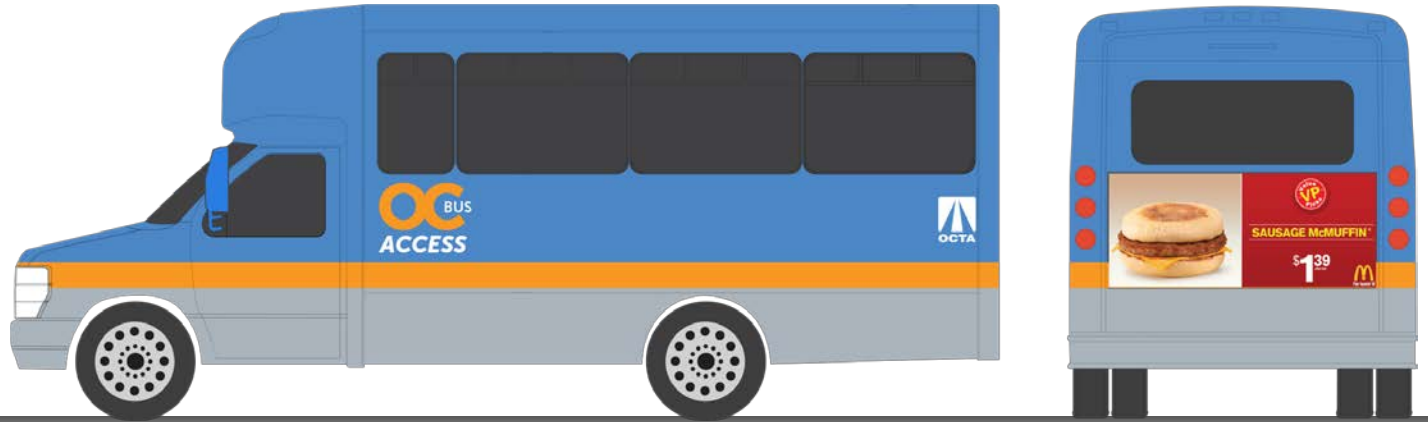
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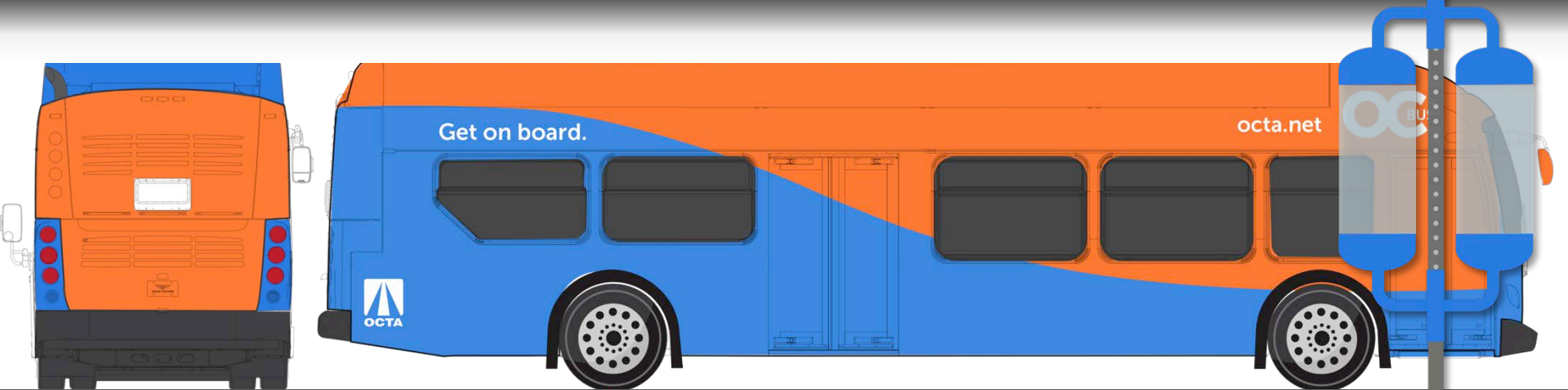
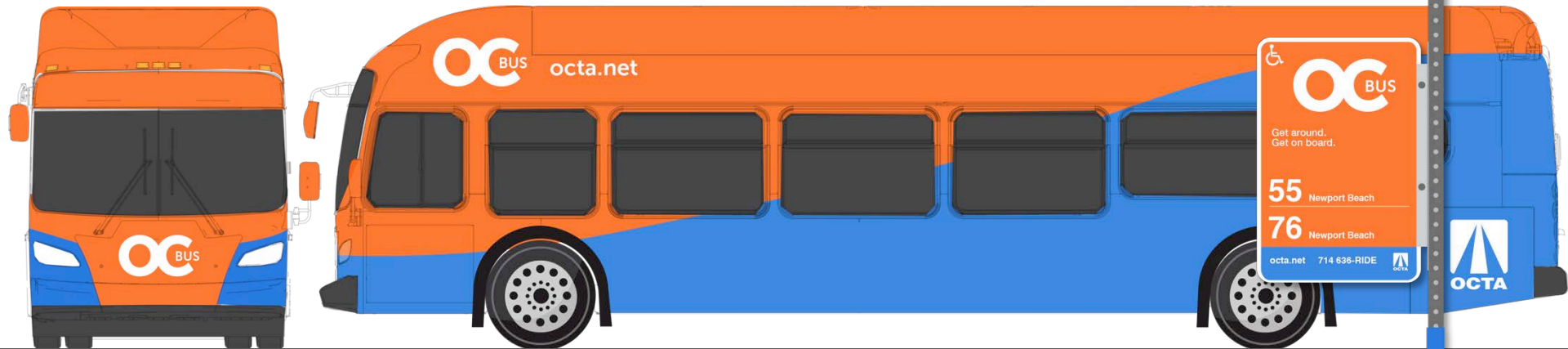
KONG
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ACCESS



Concept C

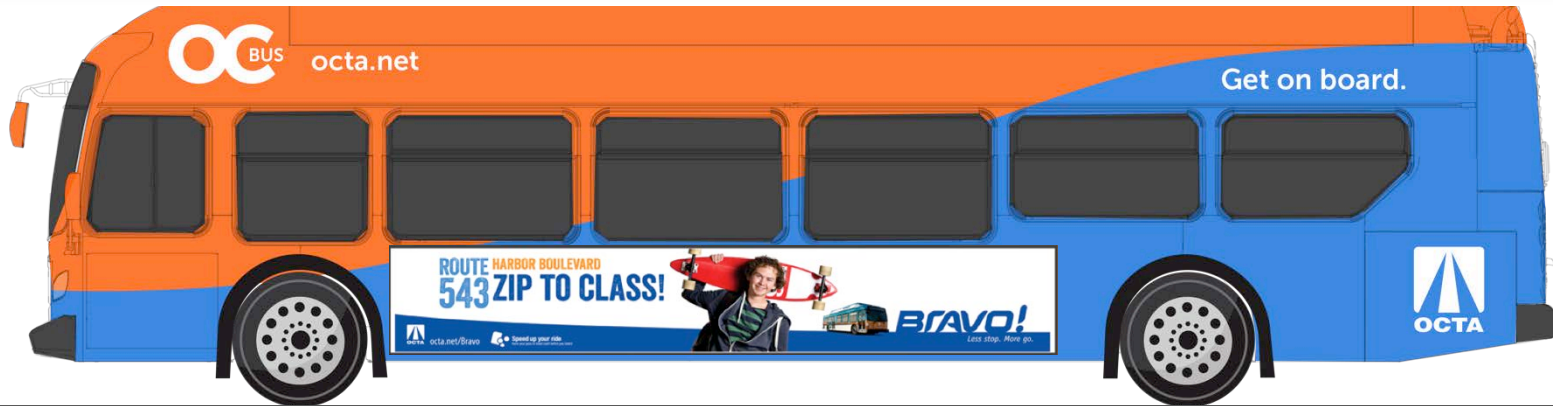


Concept D

KING
30"H X 144"W



KONG
36"H X 226"W



ACCESS

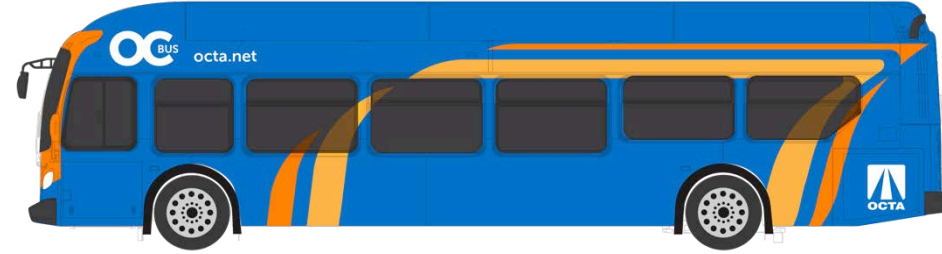


Concept D

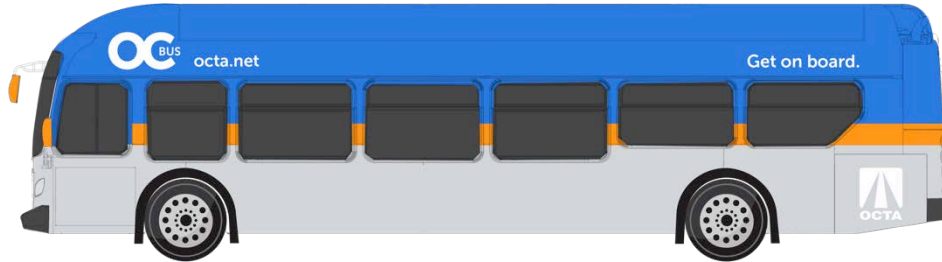
Concept A



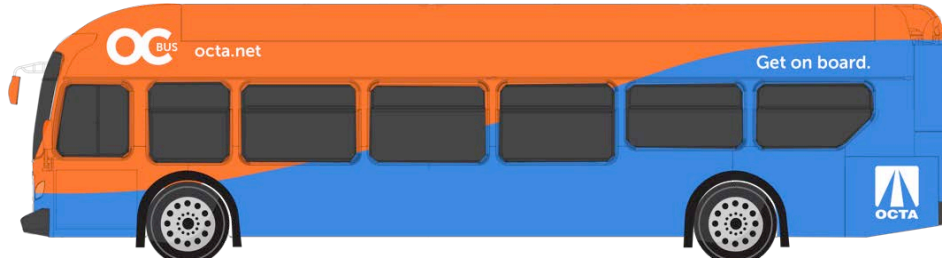
Concept B



Concept C



Concept D



Concept A



Concept B



Concept C



Concept D



NEXT STEPS

- Vet new concepts with Board, employees, customers, and public
- Return to Board in March with recommendation
- Provide design to manufacturer