

OC Streetcar Vehicle Branding

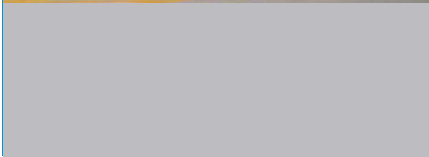


Consistency

While each execution presents its own opportunities and challenges, it is important that all transit branding is informed by the same graphic language for a unified OCTA brand.

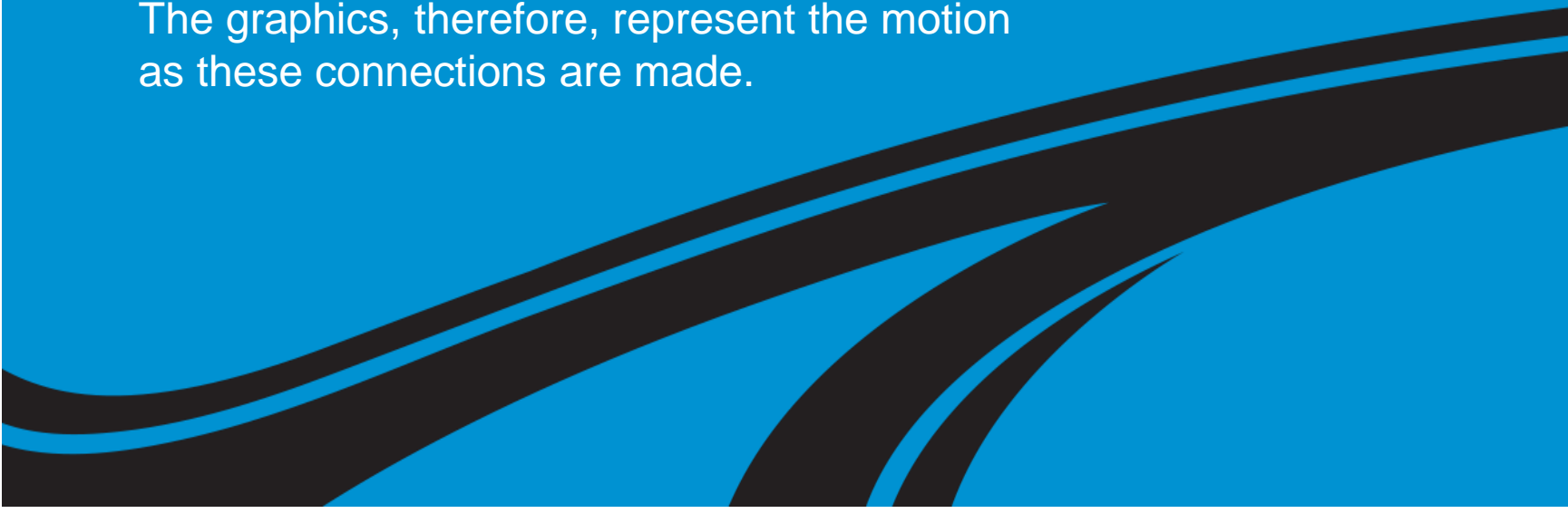
Color

Inspired by the environment around us, our palette is a reflection of the clear blue skies, shimmering ocean, golden light and pure energy that is Orange County

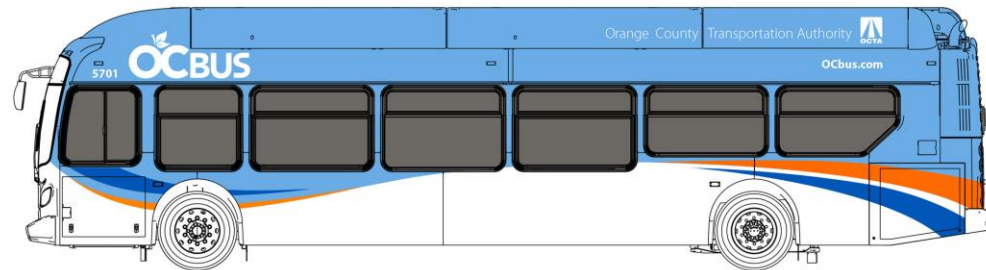


Graphics

OCTA is not simply a mode of transportation.
OCTA plays a vital role in Orange County's life.
Connecting people to work and school.
Connecting people to merchants.
Connecting people to places.
And ultimately, connecting people to people.
The graphics, therefore, represent the motion
as these connections are made.

The bottom half of the slide features a series of thick, flowing, wavy lines in black and blue, creating a sense of motion and connectivity. These lines sweep across the bottom of the frame, starting from the left and moving towards the right, with some lines curving upwards and others downwards, suggesting a dynamic, organic flow.

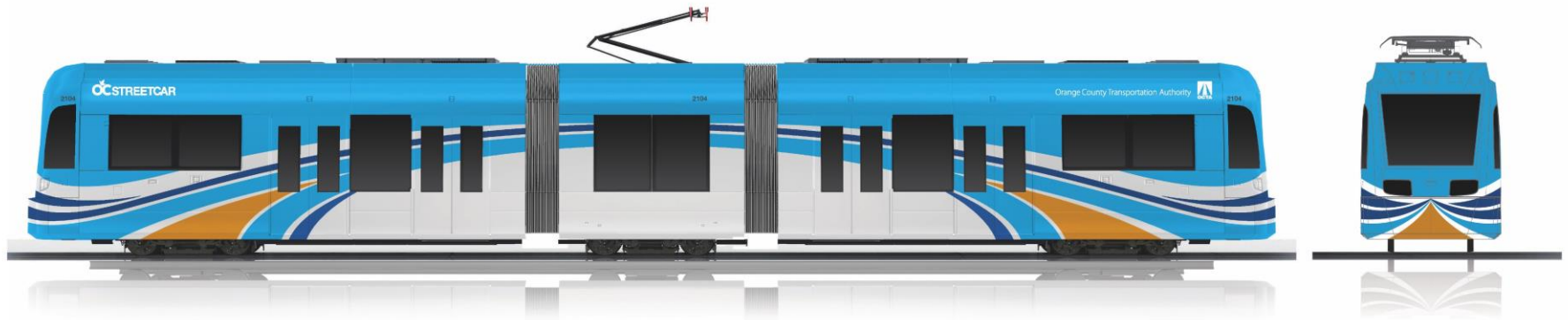
OC Bus – Existing Graphics



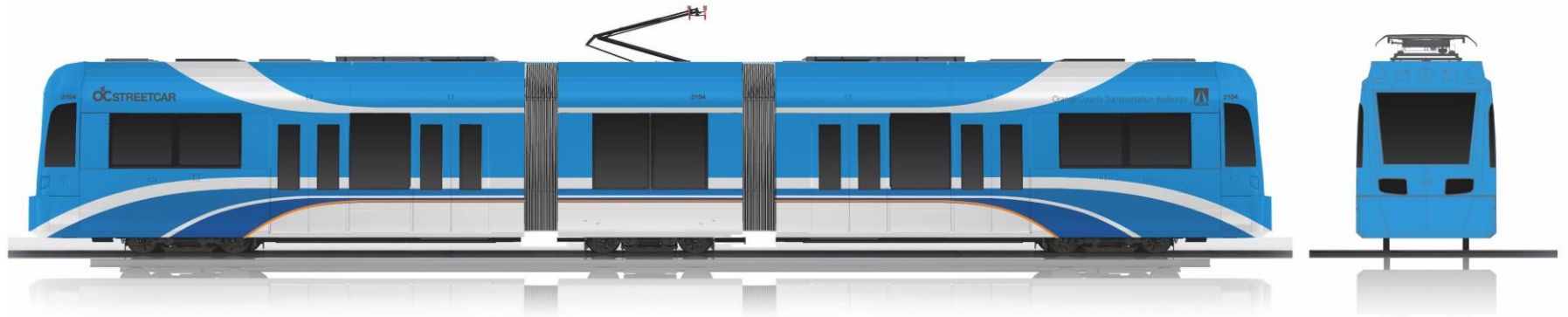
OC Bus and Bravo!



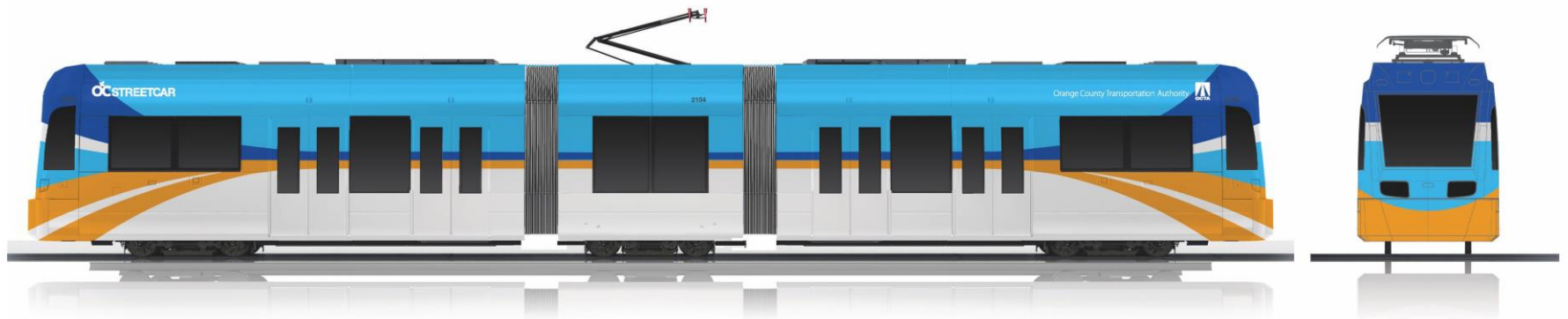
OC Streetcar Branding Concept A1



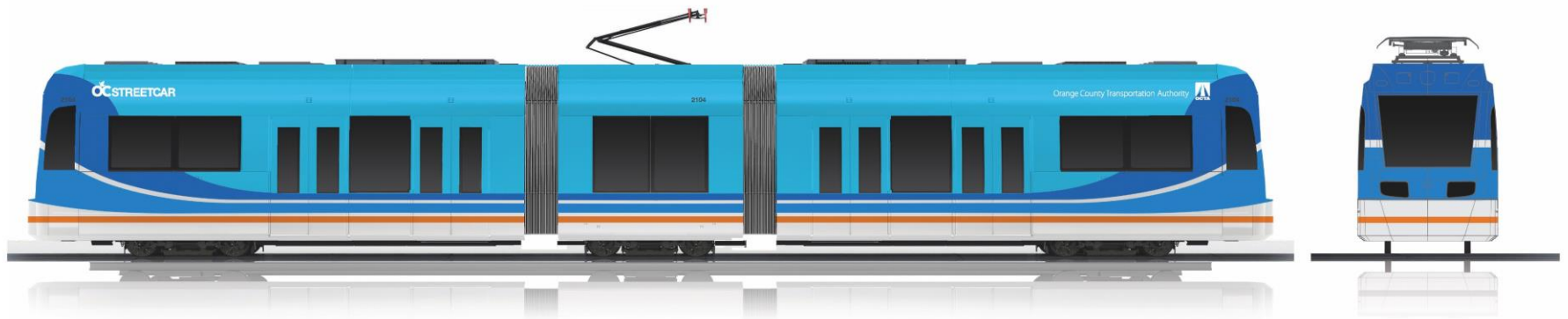
OC Streetcar Branding Concept A2



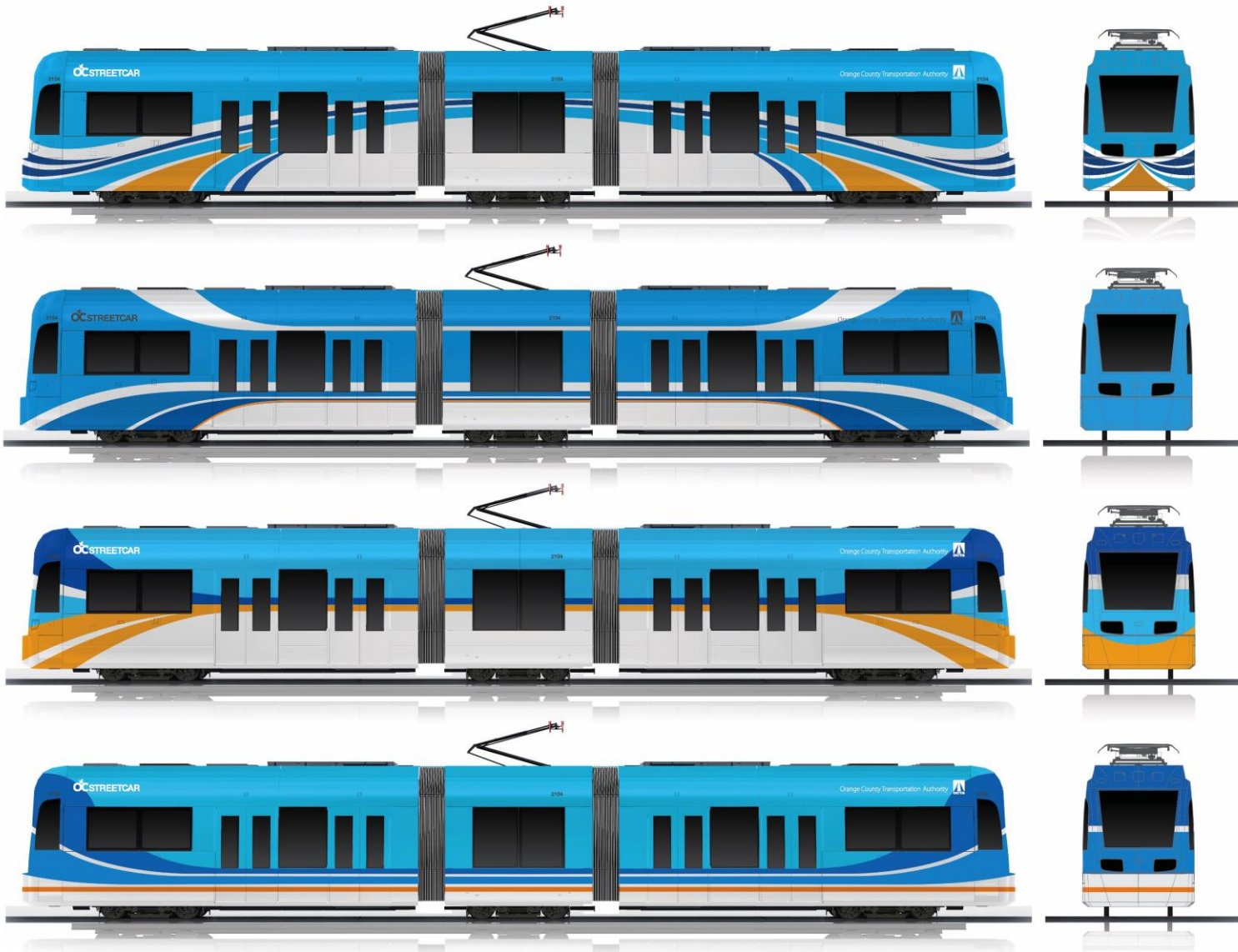
OC Streetcar Branding Concept A3



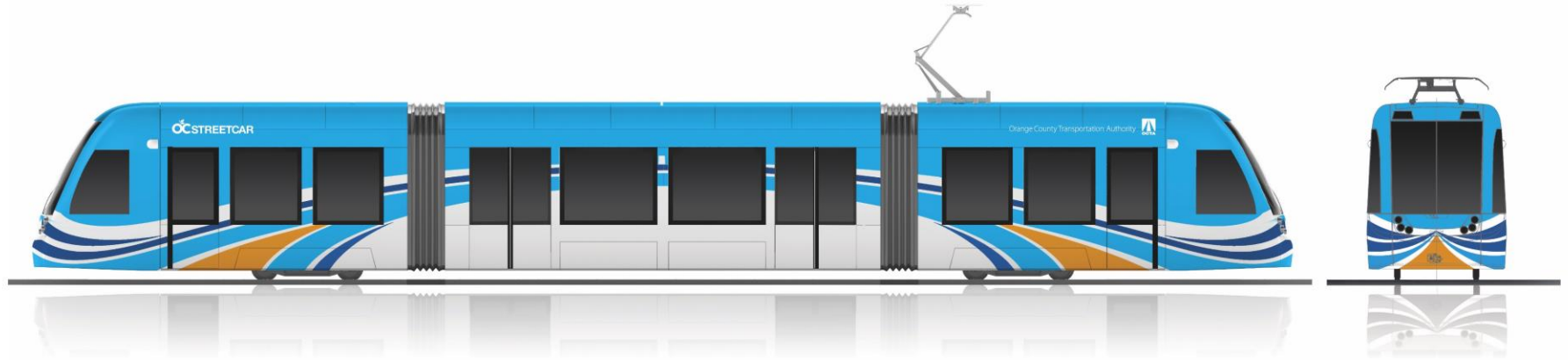
OC Streetcar Branding Concept A4



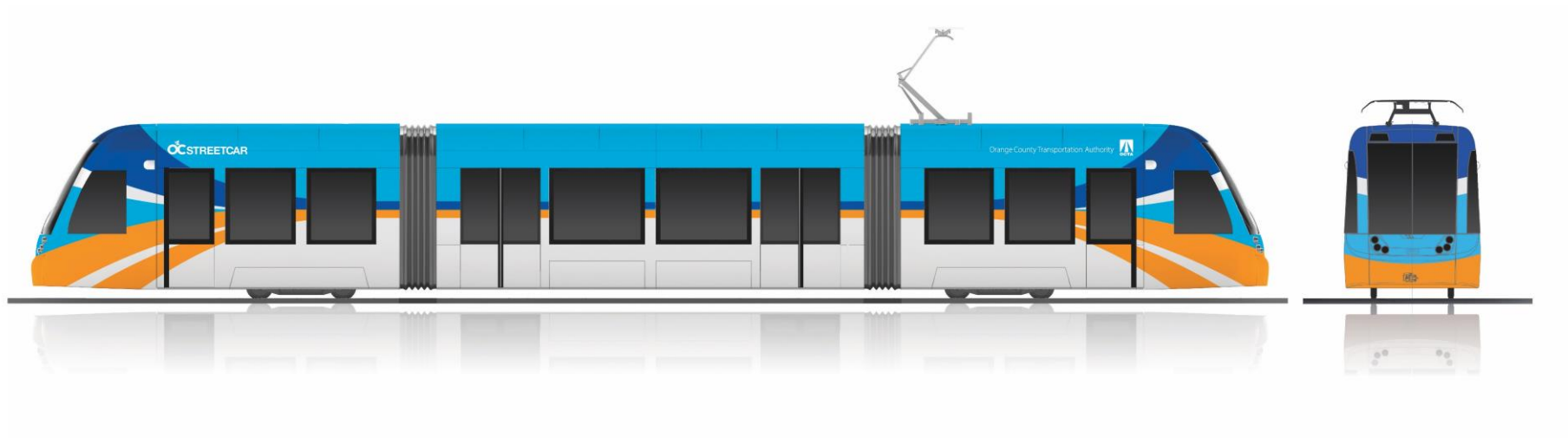
OC Streetcar Branding Concepts (A)



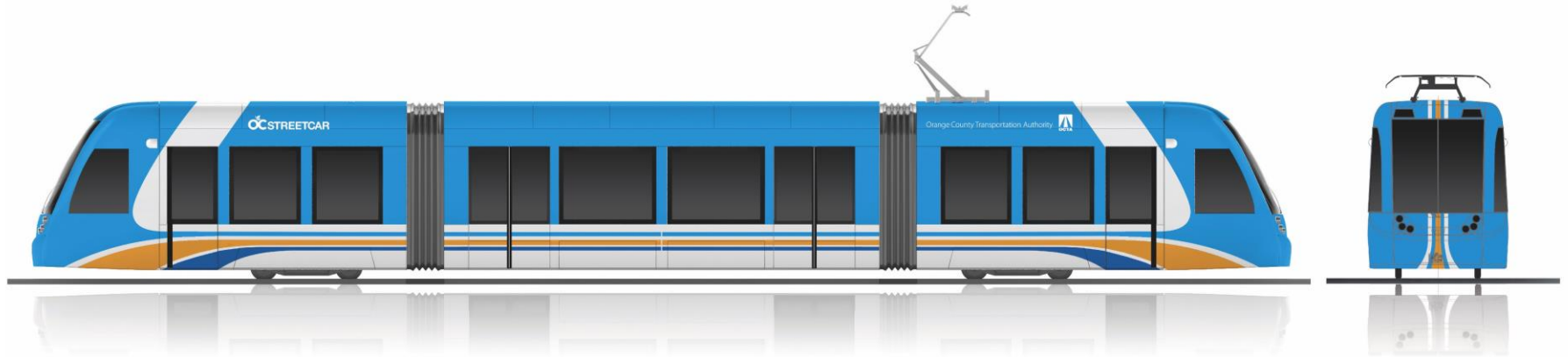
OC Streetcar Branding Concept B1



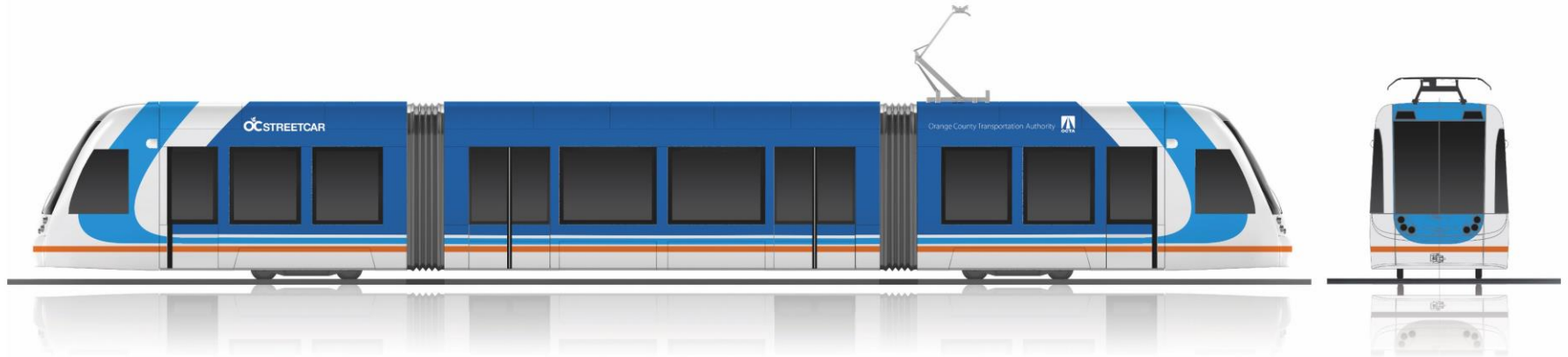
OC Streetcar Branding Concept B2



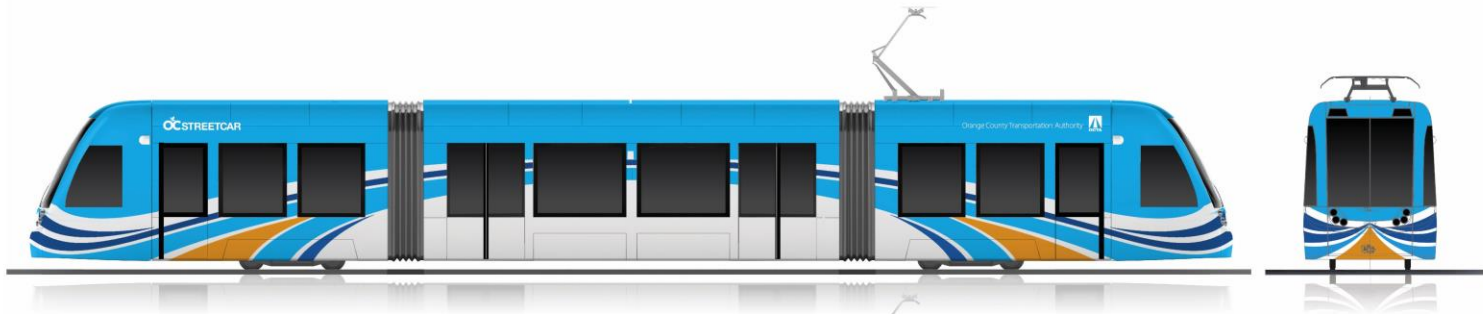
OC Streetcar Branding Concept B3



OC Streetcar Branding Concept B4



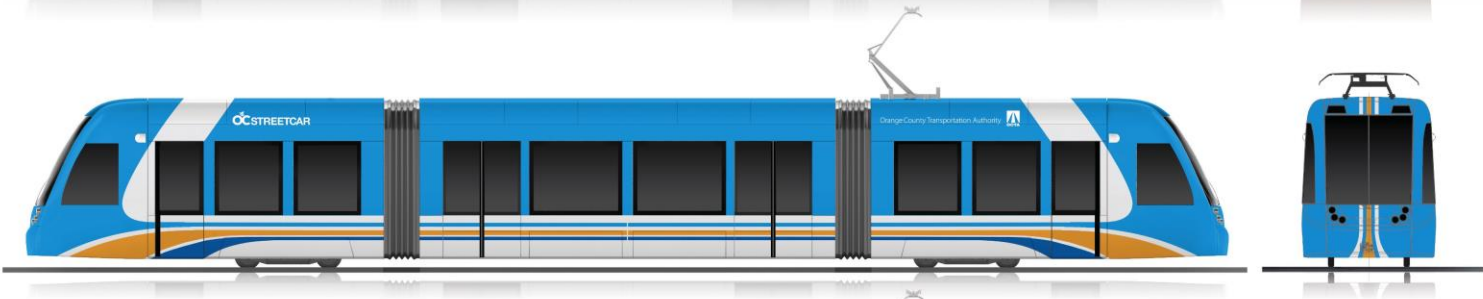
OC Streetcar Branding Concepts (B)



B1



B2



B3



B4