

**Triangle Area Transit Partners
Regional Branding Project**





brand audit

The Problem-

Today we have five distinct systems, each with a different naming convention and style.

What do our brands look like today?

DATA

DURHAM AREA TRANSIT AUTHORITY



cat





Chapel Hill transit



triangletransit 





Our goal –

**To create a new brand that demonstrates connection
between the services but allows for local flavor and
identity**

**A new design and name should convey modern, progress, innovation,
connection, and consistency**

process

10
STAKEHOLDERS



10+ interviews
27 comparative cities
5 case studies
1000 quantitative surveys



1 RESULT

process

1 RESULT

2 strategy workshops
10+ board meetings
100+ people

**BRANDING
BUSES**

16 design concepts
6 concepts presented
3 selected by stakeholders

100+ naming conventions
6 names presented
2 names surveyed with riders
1 name selected

**4 DESIGN
TEAMS**

process

16 design concepts
6 concepts presented
3 selected by stakeholders

100+ naming conventions
6 names presented
2 names surveyed with riders
1 name selected

4 DESIGN
TEAMS

2+ years

2,000+
BUS HOURS

TODAY

We recommend a unified **rebranding**.

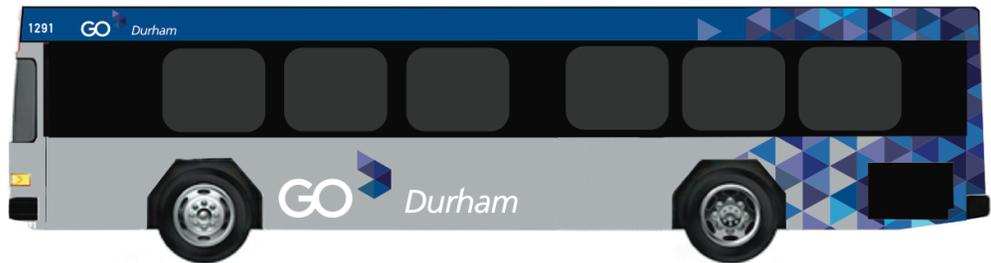
RIDER BENEFITS

- **Eliminate rider confusion**
- **Connect commuters to a wider network**
- **Increase choice riders**
- **Create a passenger-centric point of view**

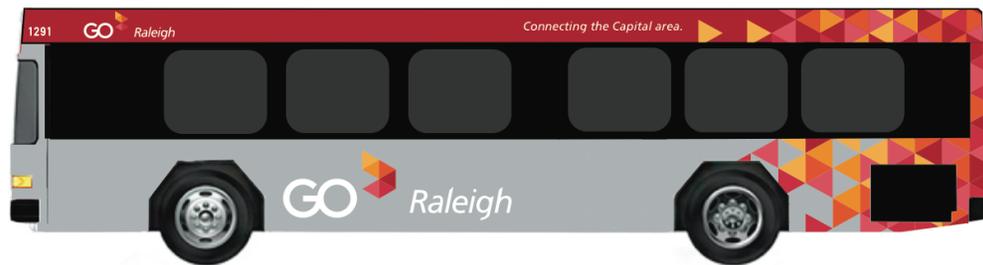
COMMUNITY BENEFITS

- **Increase public support and transit advocates**
 - **Align with the Triangle progressive reputation**
 - **Support economic development objectives**
 - **Strengthen external perception**
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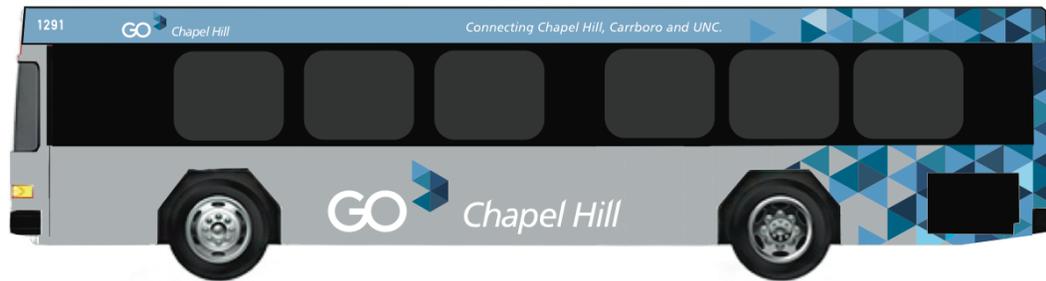
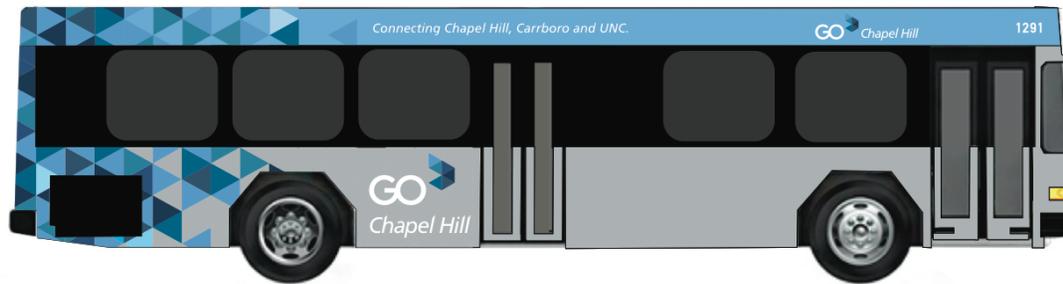




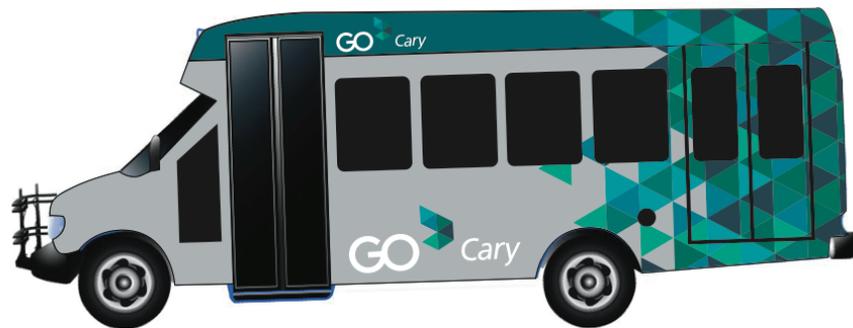
Currently: DATA
Rebranded Name: Go Durham



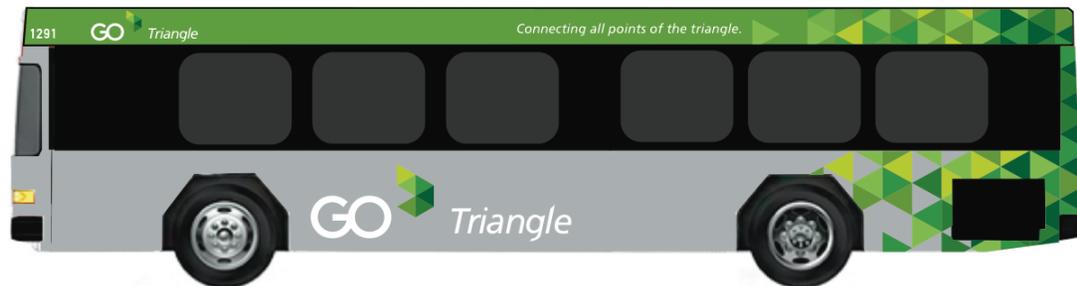
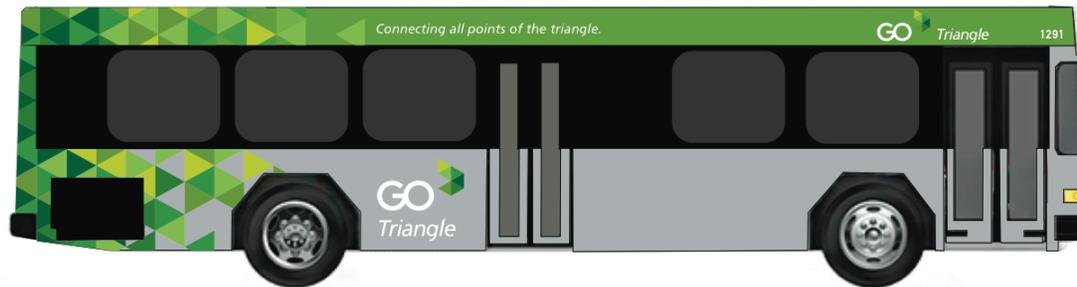
Currently: CAT
Rebranded Name: Go Raleigh



Currently: Chapel Hill Transit
Rebranded Name: Go Chapel Hill



Currently: CTRAN
Rebranded Name: Go Cary



Currently: TTA Bus
Rebranded Name: Go Triangle

Working together we can improve our image by providing our customers with a greater sense of connection and service, while maintaining our unique, local identity

Action Plan

Objectives:

- ▶ Create clear, consistent identity to avoid confusion and protect our brand.
- ▶ Incremental approach applying items as needed to contain cost.
- ▶ Provide extensive information to all employees early.
- ▶ Educate riders:
 - Why did we rebrand?
 - Do my rates change?
 - Do my routes change?
 - What changes should I expect?

Action Plan

Roll Out

pre launch :: alert riders, build excitement, educate staff

- ▶ **Audit all internal and external communications, signage, identity**
- ▶ **Update uniforms and identity materials.**
- ▶ **Update website with a temporary re-skin new colors and logo**
- ▶ **Educate and train staff on brand and awareness to riders**
- ▶ **Paint as many buses as possible**
- ▶ **Prepare for media event**
- ▶ **PR phase I preparing public for what's to come**

Action Plan

Roll Out

launch :: alert riders, generate excitement

- ▶ **Turn over any updated materials slowly replacing old with new**
- ▶ **Replace uniforms**
- ▶ **Use new identity materials such as business cards, letterhead, email signatures**
- ▶ **Launch website re-skin while the site is being rebuilt**
- ▶ **Use any new painted buses**
- ▶ **Media event revealing new buses**
- ▶ **PR phase II awareness to riders and community**

Questions?