



## Metro Transit Branding Update

### Logo/Bus Exteriors/Other Metro Items

Marketing staff are requesting approval to move ahead with a proposed branding update. This branding update involves a freshened-up logo and graphics designed in a way that builds on Metro's current look.

#### **Goal**

Metro's branding has not been updated since the 1990's. Our goal is to bring our brand up to where we think it should be for 2018 and continually make small tweaks in subsequent years to ensure it is current, fresh and in-style moving forward.

#### **Roll Out**

Staff propose a cost-neutral roll out with the new logo and branding only being applied to items as they're being produced. The gradual roll out would start this summer with a newly redesigned website and newly printed Ride Guides and System Maps this fall.

Staff propose bus designs to go into effect with the new bus build in 2019 and electric bus purchase in 2020.

The new logo would be added to additional Metro items as they come up for replacement such as bus shelter parts, employee uniforms, office supplies, etc.

#### **Summary**

A brand refresh was first suggested in the Final Report of the City of Madison Long-Range Metro Transit Planning Ad Hoc Committee in 2008. This was also a recommendation to Metro's marketing unit in a draft of the Wisconsin Department of Transportation's 2017 Transit System Management Performance Review.

Staff agree with these recommendations and would like to move forward with the proposed new look.

We feel this new, modern look demonstrates Metro's efforts to move forward in creating a next-generation transit system with the implementation of new projects and technology such as all-electric vehicles, new modes of fare collection and a proposed new bus rapid transit system.