

To: Marketing, Planning, & Legislative Committee

Date: April 24, 2013

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

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## **SUBJECT: County Connection Brand Update**

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### **Summary of Issues:**

The Board has taken actions to strengthen the brand deciding that the agency will be referred to from now on in marketing materials and communications as County Connection. Using County Connection (not The County Connection) will reduce confusion with CCTA that arose when the agency used CCCTA. Implementing the change has begun and progress on the next steps is described below.

### Short Term Tasks Complete:

- Logo revisions are complete.
- Public document templates are revised.
- Website home page banner and content pages are revised.
- Domain name(s) secured: countyconnection.com will be the primary URL promoted. We will keep cccta.org, and have recently secured thecountyconnection.org, and thecountyconnection.net.
- System Maps are reprinted with revised logo and web address
- 20 of the 38 individual bus schedules are being printed with the new logo and web address.

### Next Steps Requiring Discussion

In the next month staff will be reprinting stationery and business cards and estimates are being obtained to revise the building signage. If the Committee is considering a change to the color scheme it would be good to make that decision for implementation on the stationary and signage.

Marketing staff used a professional graphics designer to suggest options for revising colors and brightening the existing ones. Because the brand on the buses is the most visible to the community and because changing the fleet and the length of time a bus is in service making this change is a major commitment. The graphic designer cautioned that colors go in and out of fashion quickly. Earth tones are considered timeless and are often chosen because they can be brightened, dimmed and “accessorized” without requiring complete retooling.

Marketing staff will bring to the meeting some different color options used in a bus layout. Graphics have been moved to the top of the bus in layout to show how this may improve brand visibility in the case of a large advertising bus wrap.

### **Staff Recommendation:**

Review and discuss the color and graphic changes.