

To: Marketing, Planning, & Legislative Committee

Date: May 28, 2013

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: County Connection Brand Options

Summary of Issues:

At the May Committee meeting staff reported on the progress made in revising and replacing the revised logo on most of the internal and public materials.

Staff also presented several images of buses using different color schemes with the logo placement both in the current position, and also placed at the top of the bus to maximize brand visibility when large format ads are placed on the buses.

Committee members agreed that placement at the top provided better visibility when large format advertising is on the bus. The field of design schemes was narrowed, and staff was asked to bring more color combinations to the June meeting. Staff was also asked to provide font options for the County Connection logo.

Staff Recommendation:

Review and discuss the color and graphic changes.

Financial Implication:

To be determined.

County Connection



PMS 131 PMS 174

Current Branding





PMS 143 PMS 1807

Color Shifts
Colors used in
Direct Mail Piece



PMS 143 PMS 626



PMS 1807 PMS 7494



PMS 143 PMS 626





County Connection

Neuropol

County Connection

County Connection

County
Connection

Magneto

County Connection

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Fruitger

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Papyrus

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Viner Hand ITC

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MV Boli

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Apply Chancery

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Bradley Hand

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Lucida Bright

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Calligraphy*

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