

To: Marketing Planning and Legislative Committee

Date: March 28, 2014

From: Anne Muzzini, Director of Planning & Marketing

Reviewed by:

Subject: Paint for New Buses

Background:

Gillig is in the process of building the next order of buses – 7 (30 foot) buses. It is an opportunity to update our paint scheme in terms of using the top of the bus and brightening the colors. In previous MP&L meetings there was consensus that this was the right direction.

Use of Top

Current bus styling provides an opportunity to put our logo and lettering on the top which avoids it being covered up by advertising. If done as part of the bus build, this new top will be painted, not a decal. The advertising bid documents specifically prohibit ads from covering part of the bus. This is the proposed graphic for the top of the bus:



We'd also like to retrofit the existing buses with a decal that can be inexpensively placed on the top. It would look like this:



Brightening Colors

In recent print material we've been brightening our color scheme. Memos, letterhead, business cards, & promotional materials shifted the traditional County Connection colors to be brighter. The buses however still retain the old colors. Marketing staff would like to carry the brighter look to the buses by changing the red. We request that the Committee confirm the direction given last year by the members of the MP&L. Here is the difference:

*County
Connection*



Current Branding



PMS464

