



***Change is coming***



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Our transit system has grown



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The old brand doesn't reflect our services

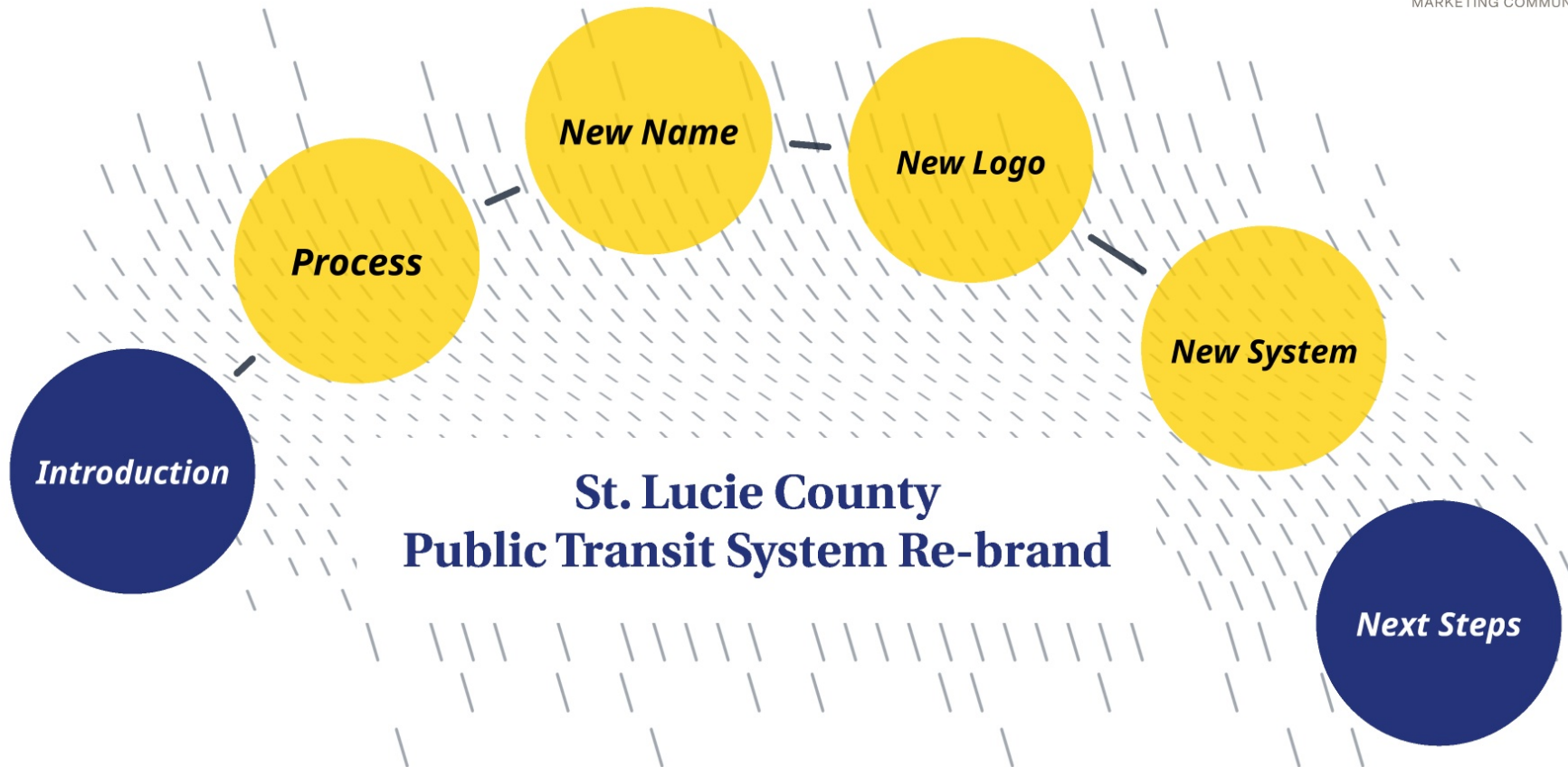


## ***Change is coming***

Our transit system has grown

The old brand doesn't reflect our services

It's an opportunity to further connect our communities





# ***Our Process***

How did we arrive at our solution?

***Public  
Involvement***

***Stakeholder  
Involvement***

***Industry  
Experts***

# ***Public Involvement***

- *Requests for name suggestions*
- *Polled on the naming shortlist*





# ***Our Process***

How did we arrive at our solution?

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Experts***

# ***Stakeholder Involvement***

- *County and City Officials*
- *Community Organizations*
- *Other Stakeholders*



# ***Our Process***

How did we arrive at our solution?

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# ***Industry Experts***

- *Experience with transit systems*
- *Award-winning branding solutions*
- *Excel at public engagement and system rollout*



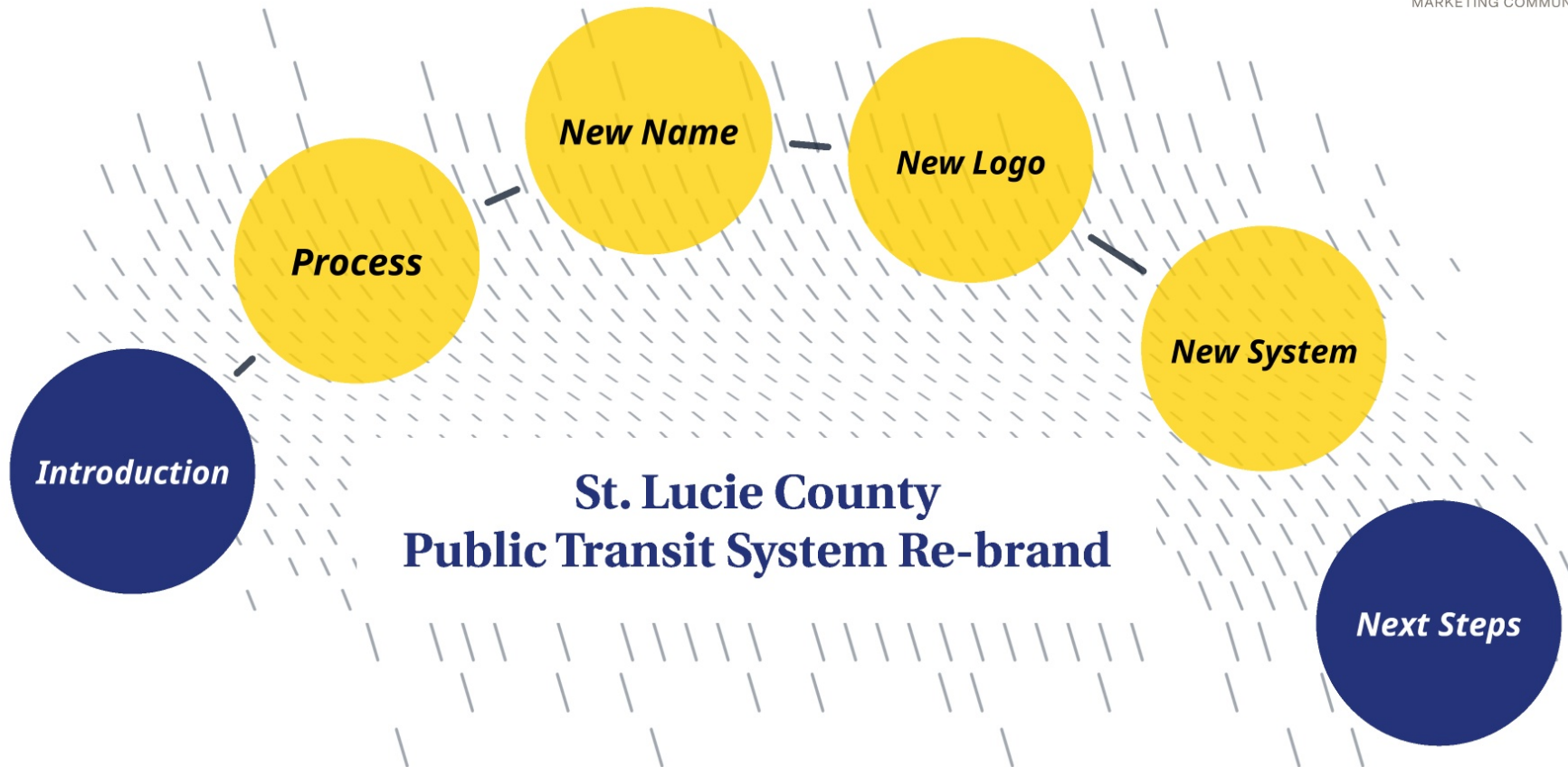
# ***Our Process***

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## ***ART - Area Regional Transit***

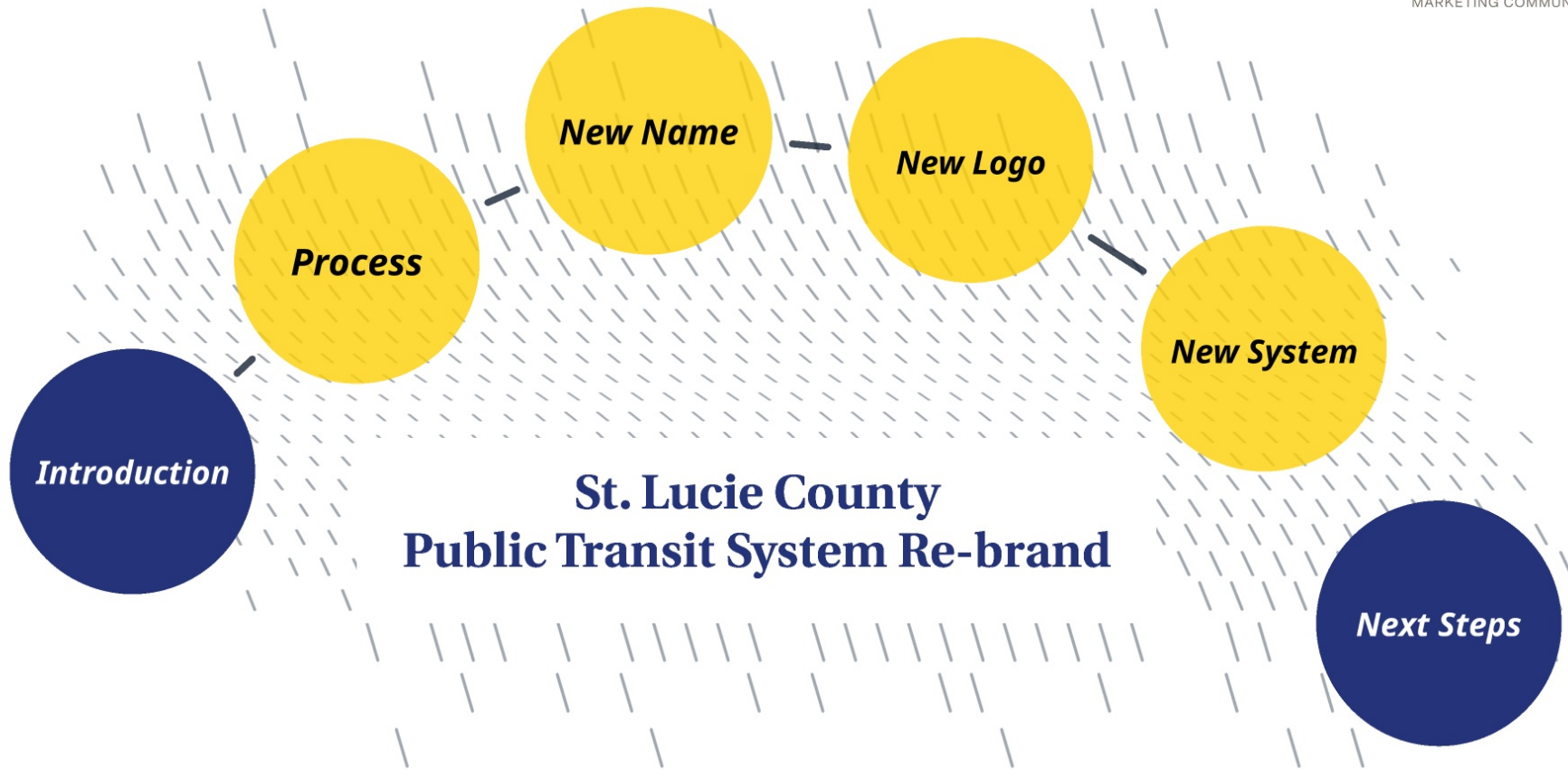
*Short and simple - easily read*

*Transit-Appropriate*

*Ties in to the artistic history of the region*

*Exciting potential for execution*

*Stakeholder agreement and buy-in*







## ***Requirements for a mark***

- Clear and bold
- Legible
- Fun and unique





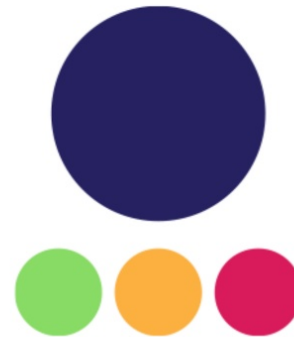


Palette contains three paint daubs to represent the three services within the system.



Dark blue is used as a black substitute, or neutral color, from which paint daubs can contrast.

Alternate layout

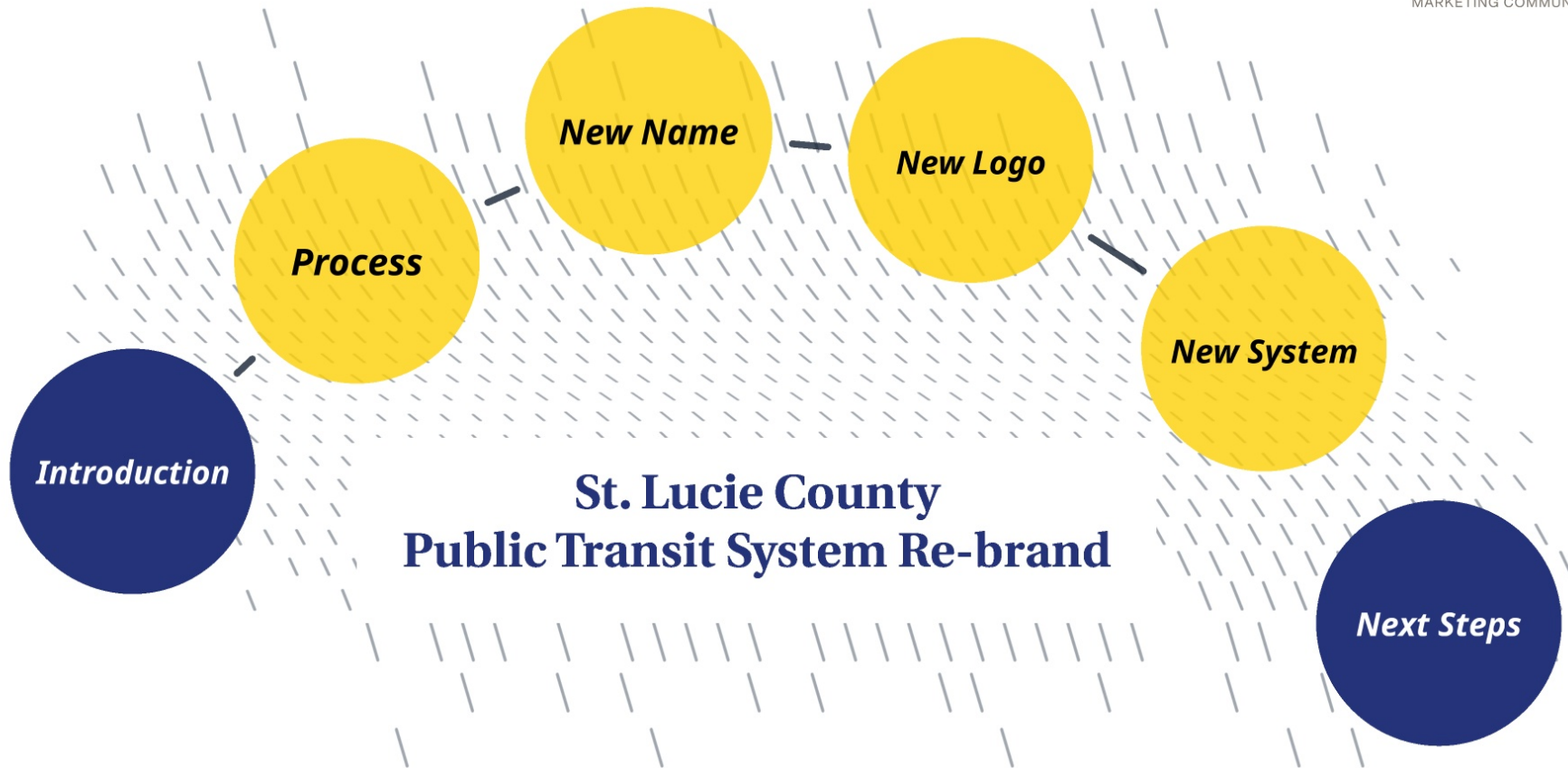


Service colors  
allow for more  
visual fun without  
turning everything  
into a rainbow.



## ***Requirements for a mark***

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# ***Brand Execution***

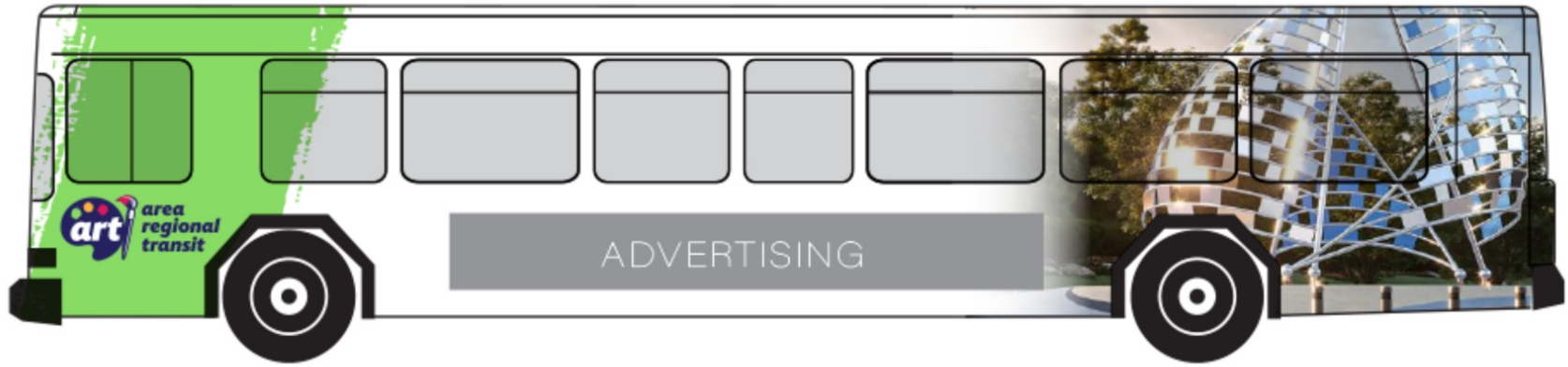
How will this be deployed?

***Buses***

***Signage***

***And More***









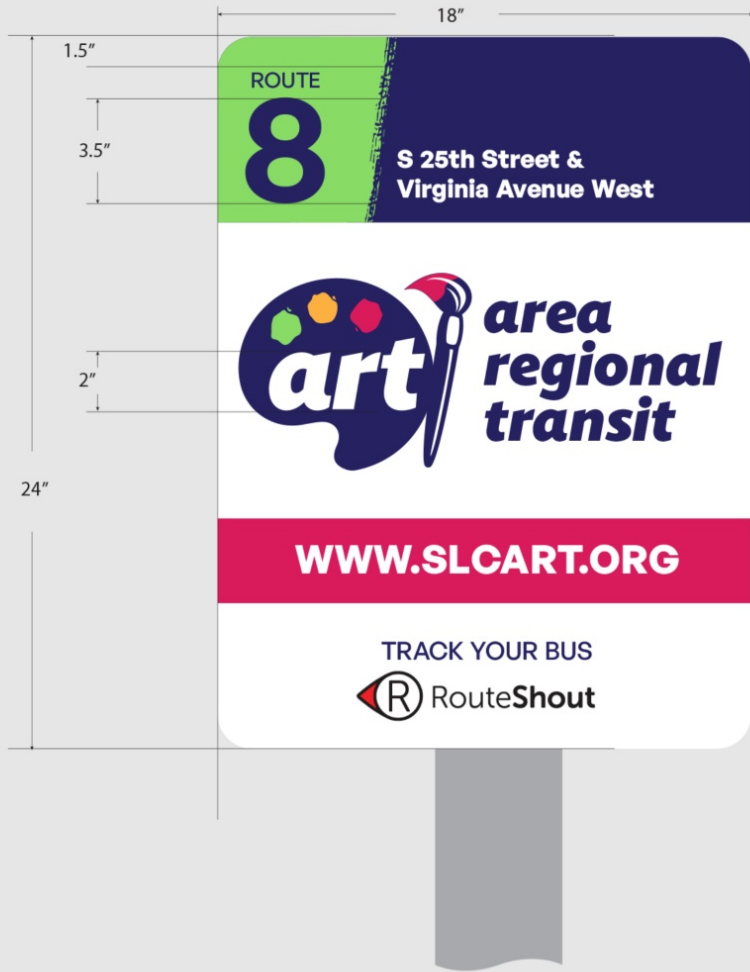
# ***Brand Execution***

How will this be deployed?

***Buses***

***Signage***

***And More***







18"









# ***Brand Execution***

How will this be deployed?

***Buses***

***Signage***

***And More***







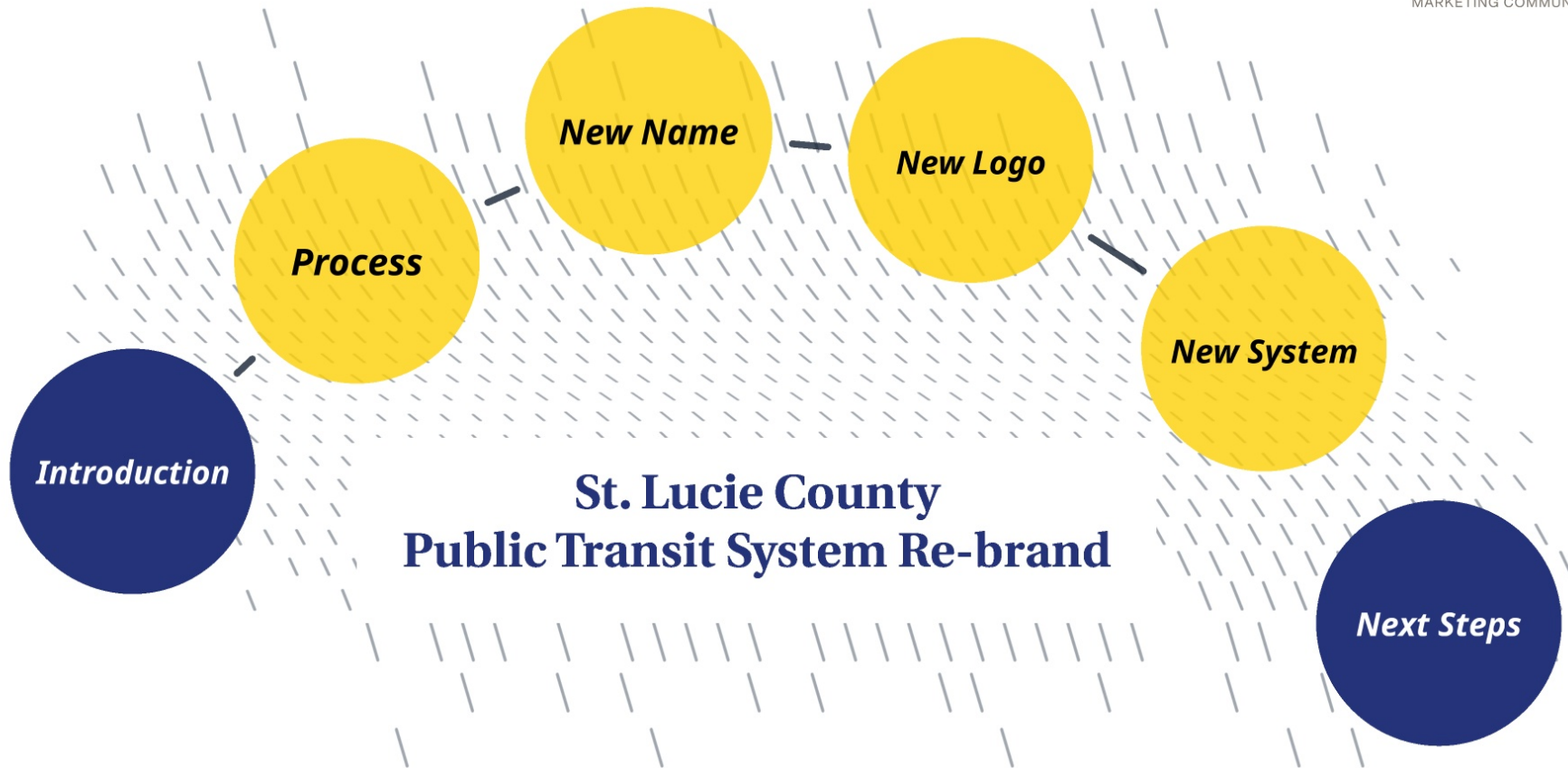
# ***Brand Execution***

How will this be deployed?

***Buses***

***Signage***

***And More***







## ***Implementation***

***ART will be coming to  
St Lucie county over  
the course of the next  
8 months.***

