



**ITEM # 19**

DATE: March 4, 2015

TO: Board of Directors

FROM: Cynthia Torres Duque, Communications and Marketing Manager *CTD*

SUBJECT: Review and File Report about Updated Logo and Graphic Designs for GCTD

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## **I. EXECUTIVE SUMMARY**

At the January 7<sup>th</sup> Board Meeting, the Board of Directors authorized the General Manager to move forward with one of the final two logo options presented and approve the final design. After that date, staff continued to gather input and incorporated the feedback received. A final logo was approved by the General Manager and subsequent rebranding work began, including but not limited to, finalizing the paint scheme for the new buses, developing a brand identity style guide, and redesigning marketing collateral. Included in this report are the final logos and new bus paint scheme.

## **II. BACKGROUND**

Gold Coast Transit District has undergone exciting growth over the last year, including the passage of Assembly Bill 664, launching the design on the new Administration and Operations Facility, and most recently, the purchase of up to 14 new buses and new ACCESS paratransit vehicles. The agency has additional plans for the future such as redesigning its website and bus stops, both for the purpose of better functionality and visual appeal. As part of this momentum, staff determined that it was an appropriate time to revitalize the agency's logo.

With that said, GCTD has been working with Deen Design to conceptualize and develop a new logo that evokes the agency's vision of a more modern, clean and efficient future. Staff reviewed several designs, gathered staff and community input, and narrowed down the options to two, which were presented to the Board of Directors at the January 7<sup>th</sup> meeting. Since then, additional feedback was received and incorporated. A final design was selected, presented and approved by the General Manager.

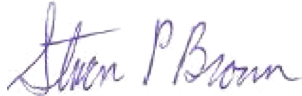
With the logo approved, staff worked with Oxnard-based Rubberneck Signs to develop a new bus design that was both practical and visually interesting. The final design selected and being presented today met both of these requirements.

### **III. SUMMARY & RECOMMENDED ACTION**

**It is recommended that the GCT Board of Directors receive and file this report.**

This report is for information only.

General Manager's Concurrence



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Steven P. Brown

*Attachment:*

- 1. Final GCT LOGO designs*
- 2. Final GCT bus paint scheme*