



Transbranding Report

» » » for Public Transportation

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How to Give your Transit Brand ATTITUDE

by Belynda Johnson, M.S.

Highlights

- ATTITUDE is determined by how your brand is communicated.
- ATTITUDE requires the courage to be different.
- Color communicates ATTITUDE, whether intended or not.
- ATTITUDE is communicated by creativity with a purpose.
- ATTITUDE must be communicated in the same way over and over.
- Color, Creativity, and Consistency communicate your brand, but they do not create it.

ATTITUDE—it's what makes a brand unique and memorable. It's what gives a brand personality and character. Without ATTITUDE, a brand is just a name and a logo. ATTITUDE is—

- *Starbuck's socialable ambiance;*
- *Target's high style affordability;*
- *Southwest Airline's fun, egalitarian irreverence;*

Creating ATTITUDE requires you to have the courage to be different. A brand starts with values and is evident in the agency's mission and vision, but ATTITUDE is determined by how you're the brand is communicated both internally and externally. Three of important communication devices are the three C's: **Color, Creativity, and Consistency.**

COLOR

Color can convey your branding message both visually and psychologically. Every color,

shade, and tone projects a unique emotional impact. For example, blue is one of the most popular colors. Peaceful, tran-



quil blue causes the body to produce calming chemicals. Blue relaxes our nervous system. However, different shades of blue or blue combination with other colors can have differing effects:

- **Ultramarine** in combination with white conveys an impression of speed and is often used for express rains and airplanes. It suggests a progressive image.



- **Dark blue tones, such as midnight blue,** are known a winning colors. It provides a dignified atmosphere and when combined with dark gray colors it projects a sturdy and strong effect identified with reliability and safety.

- **Aqua blue** possess qualities that reflect a clean, clear, fresh image. It creates a feeling of serenity, especially when combined with clear warm colors such as turquoise.



What ever color or colors used should be used prodigally. For example, Victor Valley's turquoise and salmon buses certainly make a statement. Some people like them; some people hate them, but everybody notices them.

Continued on Page 2

Coming up

CalACT Spring Conference in Riverside April 5 - 8, 2005

Belynda Johnson, M.S., Managing Director for Majic Consulting Group, will moderate *It's a BRAND New World!*, a session on branding transit. Three transit agencies, which have recently undergone branding initiatives, RTC Reno NV, OCTA, and Paratransit, Inc., will tell how they did it.



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Majic Consulting Group specializes in marketing, planning, and branding to enhance the value of public transportation in local communities. Our firm shows transportation agencies how to

- 1. Boost ridership by providing creative planning and marketing benefits;*
- 2. Build awareness of public transportation options;*
- 3. Leverage operating and marketing efforts to get more bang for the buck;*
- 4. Enhance public image of public transportation.*

Our marketing services include

- Brand Development
- Marketing Plans
- Marketing Management
- Advertising
- Public Relations
- Market Research & Analysis
- Community Outreach

How to Give Your Transit Brand ATTITUDE (continued)

CREATIVITY

Public transportation is not dull, but it does have dull brands. Any brand, backed by enough courage and imagination can become a captivating brand, including transit and that requires creativity. Creativity requires thinking *outside the bus*.



Creative brand communication has unique, exciting, innovative images and an element of surprise. However, creativity must be directed to reach the target market with the branding message. Crea-

tivity without purpose wastes your marketing dollars.

CONSISTENCY

Consistency is the hallmark of effective branding. What ever you do, do it over and over and over. Never vary.

Being consistent means delivering your message in a way that becomes identifiable with your service. It communicates the brand message to riders, potential riders, and the public day after day, year after year, anywhere and everywhere!

Consistent delivery of the branding message at every contact with the public builds awareness and confidence in the service. Too many transit agencies and companies fail on the consistency prerequisite, even

the big ones you'd think would know how to handle this fundamental branding challenge.

Consistent communication can be creative, but it delivers the same message and appears with the same vocabulary, nomenclature, design elements, and graphics.

Color, Creativity, and Consistency can be used to communicate and build your transit brand. But remember, the graphic design, the logo, the look that surrounds the brand do not create it. If your brand possesses the most beautiful logo and is associated with a perfect identifying design, yet it has no clear audience focus, no value focus, and is not supported by the qualities of your service provides you will not succeed in building your brand.

Does your brand have **ATTITUDE?**

Majic Consulting Group can help your agency craft an effective branding message.