



Central Arkansas Transit Authority

# Brand Development


February 17, 2015

# Developing a New Brand

1. Brainstorming session with staff
  - Potential names, themes, and images
2. Designers created draft brand around names and themes

|                      |                    |
|----------------------|--------------------|
| <b>CATA</b>          | <b>Big Rock</b>    |
| <b>River Transit</b> | <b>Rock Region</b> |
3. Staff review helped to create a more targeted list
4. Refined list based on input from Coordinating Committee, CATA Board and broader staff comments

# Developing a New Brand

- 
- 5. Used input to focus on two names and four different design concepts using a selected set of color palettes**
  - 6. Conducted market research**
    - 12 Small Focus Groups
    - Riders/Non Riders
    - Ages 18 – 60 yrs
    - Little Rock and North Little Rock (85%) and Pulaski County (15%)
  - 7. Tested agency name, logo design and color palette**

# CATA

# Rock Region METRO



# AGENCY NAME

- Rock Region METRO 77%
- CATA 21%
- No preference 1%
- CATA seen as “government program for poor people.”
- Rock Region METRO seen as an amenity and attraction of the city
- Sample comments regarding Rock Region METRO:
  - “Source of civic pride even if I don’t ride.”
  - “Feels like a bigger city.”
  - “Would rather call it ‘the Metro’ than ‘the bus’.”
  - “Fun,” “new,” “cool”
  - “I live in Sherwood, but identify with the ‘region’.”

# NAME: CATA

- “Old”
- “Efficient, but boring”
- “Invisible”
- “Not going anywhere”
- “No excitement”
- “Stigma” of being for only lower income populations or those “whose car broke down”
- Participants are not always sure what the acronym CATA stands for

# PREFERRED DESIGN CONCEPT

—  23%

—  26%

—  20%

—  28%



No frills, simple, straightforward, spare, businesslike, cool colors



Fun, lively, colorful, busy, different, messy, “looks like MapQuest”



Confused with a variety of other corporate logos – Comedy Central, Comcast, etc.



Classy, modern, stylish, sophisticated, sleek, important, energized, updated.

- Connection made between green and blue as “Natural State” colors.
- Light green was perceived as very modern.



# Recommended New Brand

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- 8. Based on market research and Board support, new brand identified.



Rock Region  
**METRO**

# Rock Region | METRO



Rock Region  
**METRO**



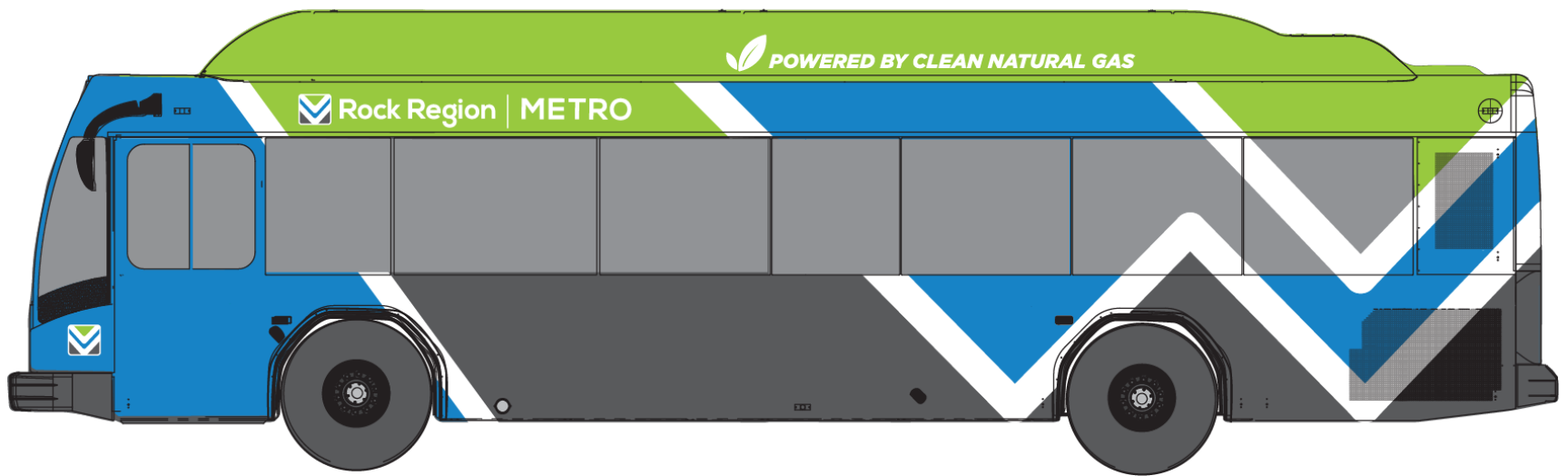
Rock Region  
**METRO**

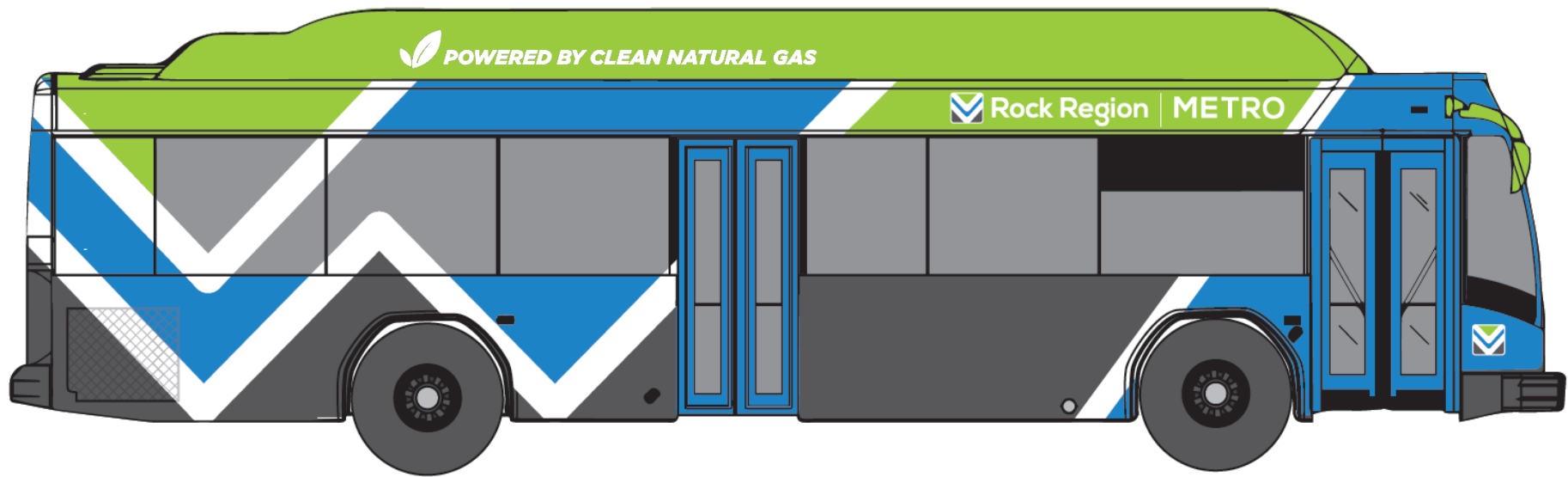
## Routes

6 8 12

501-375-1163  
rockregionmetro.org  
Stop ID 6498





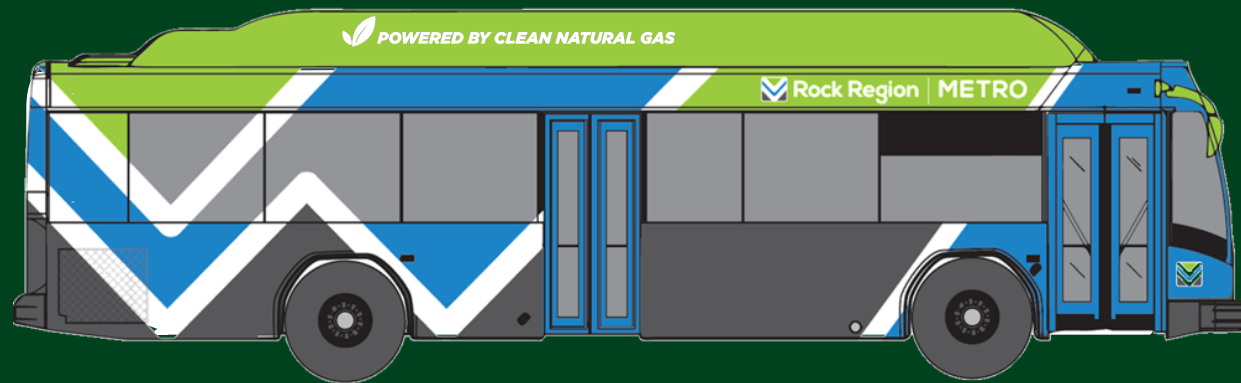








# Rock Region | METRO



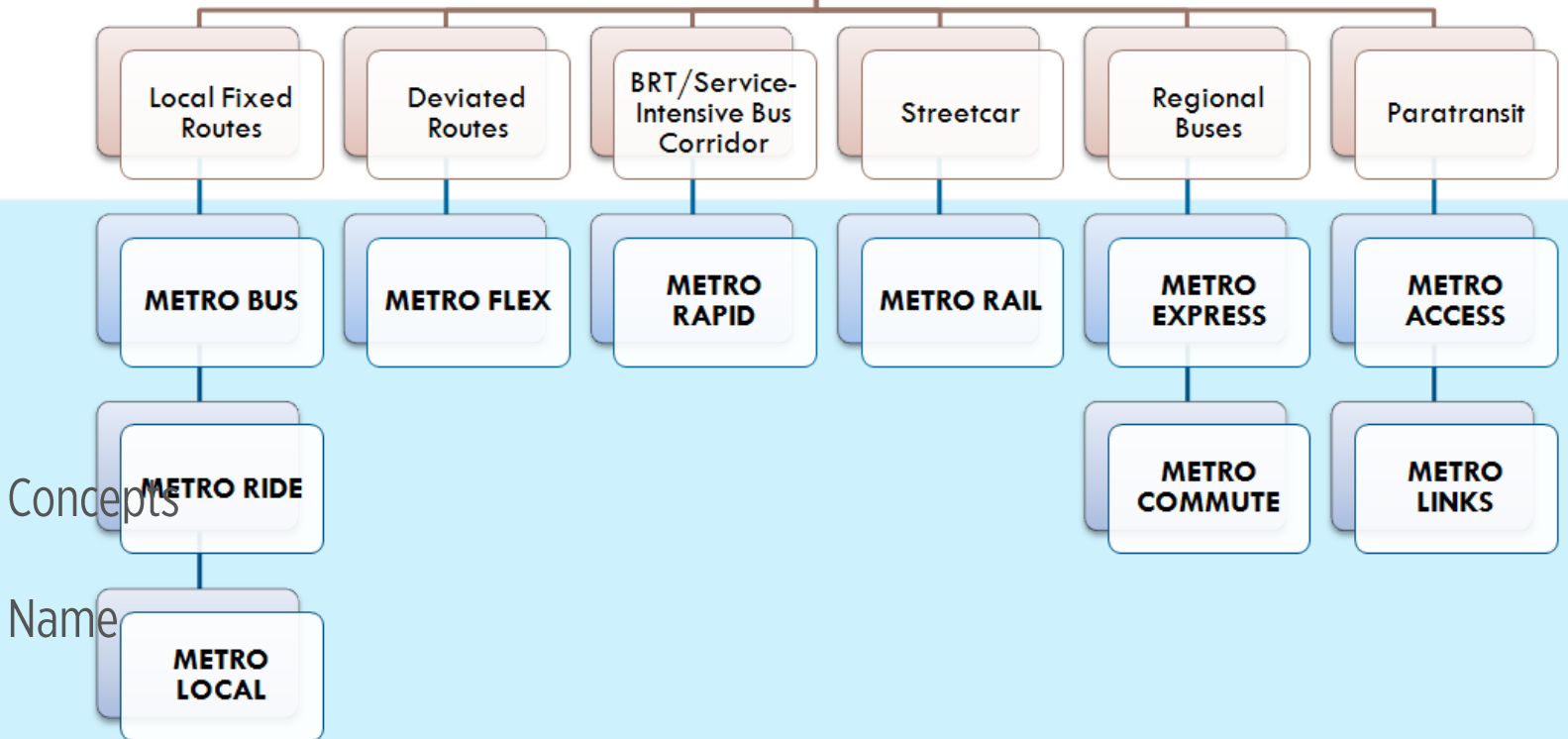
***POWERED BY CLEAN NATURAL GAS***

# Creating Service-Specific Brands


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- 9. Development of brands for the various services provided by Rock Region METRO



# Rock Region | METRO



# Brand Implementation Next Steps

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- 10.** Apply new brand to existing vehicles: large buses, Links vehicles, River Rail vehicles
  - 11.** Develop rebranding budget
  - 12.** Prepare style guide and marketing opportunities using new brand



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