

STATE OF COLORADO

DEPARTMENT OF TRANSPORTATION



DATE: March 10, 2014

TO: Transportation Commission

FROM: Amy Ford, Communications Director
Mark Imhoff, Director, Division of Transit & Rail

SUBJECT: Interregional Express Bus Brand

Purpose

The purpose of this memo is to brief the Commission on the process undertaken to develop the Interregional Express Bus brand, and to unveil the brand at the Workshop on Wednesday, March 19.

Action Requested

No action requested; information only.

Executive Summary

The Interregional Express Bus brand will be unveiled at the March 19 TC Workshop.

Background

The success of the Interregional Express Bus Service will be contingent on the number of riders. As such, a successful brand is critical to drive the marketing and to attract users to a service that is fast, reliable and worth their time. After a thorough peer review, we engaged with Amelie Company, our local advertising and branding agency, to begin development of the IX brand. The branding effort is broken into three phases. Phase I included naming, logo development, color palette development, and a trademark search.

Details

A brand will help us communicate the:

- What: Interregional Express Bus Service as a new service of CDOT
- How: how to use the Interregional Express Bus Service once it launches.

Phase II of the brand development will include the communications plan, along with environmental design, collateral development, signage and interior design. Phase III will include advertising campaign development, to prepare to rollout the service to the public.

Key Benefits

A brand is not only a collection of words, colors, fonts and attributes. It is not simply a logo, or a tagline, or an advertisement. A brand is a promise. You know what you will get from a well-branded product or service. And a cohesive brand is critical to define the attributes,

“Taking Care To Get You There”

personality and promise of your product or service. Without a unique and memorable brand, a service such as the Interregional Express Bus will likely struggle to succeed in the way a strongly-branded bus service would.

Next Steps

We are introducing the concept of the Phase I of the brand: name, logo, color palette and initial design development, in order to continue with Phase II and Phase III of the brand so we may have the brand, communications plan and advertising campaign developed in order to launch the Interregional Express Bus Service.