

# The “Colorado Transit” Logo

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## The Story Behind the Logo

**“Colorado Transit” is not an organization.** It is a marketing tool being managed by CASTA to represent the public transit industry and its operators and supporters.

The “Colorado Transit” logo was developed by CDOT in cooperation with CASTA and a steering committee made up of public and private transit operators. The design work was performed by Nobel-Erickson, Inc., a graphic design firm.

The logo, which includes the name “Colorado Transit” and the tag line “your Ride is Here,” is a “service mark” registered with the Colorado Secretary of State. The logo will serve as a marketing tool representing the transit industry in our state. The logo will be used to show greater commonality among Colorado’s transit agencies and as a common banner to identify transit operators and enhance their visibility, much like the United Way symbol identifies United Way agencies to the public. It is intended to supplement local agencies’ logos, NOT to replace them.

Public and private transit agencies, as well as others who support transit, will be encouraged to place the logo in transit vehicle windows, on bumper stickers, business cards, inside bus ads, web sites and brochures, or in any number of other locations. The logo will also be placed on statewide informational materials (e.g., the passenger service map). Those who wish to use the logo will be required to sign a formal agreement with CASTA as a means of verifying that they agree to use the logo in accordance with a graphics design manual. This will better ensure consistency in the logo’s appearance and prevent unauthorized uses of the logo.

Use of the logo does not represent membership in CASTA, nor does it connote that the use has earned a certain certification. Instead, it simply represents an organization that is engaged in provided passenger transportation services in the state.

CASTA and CDOT will be taking steps to better market the logo. Ultimately, though, local adoption and use of the logo will be the key ingredient to its success. Please join us by adopting and using the logo! ❖