

CapMetro Brand Refresh

Strategy and Concept Review | 25 Oct 2021

Why are we doing this now?

The Agency and the region are changing. We are at a pivotal moment as Austin becomes a true metropolis.

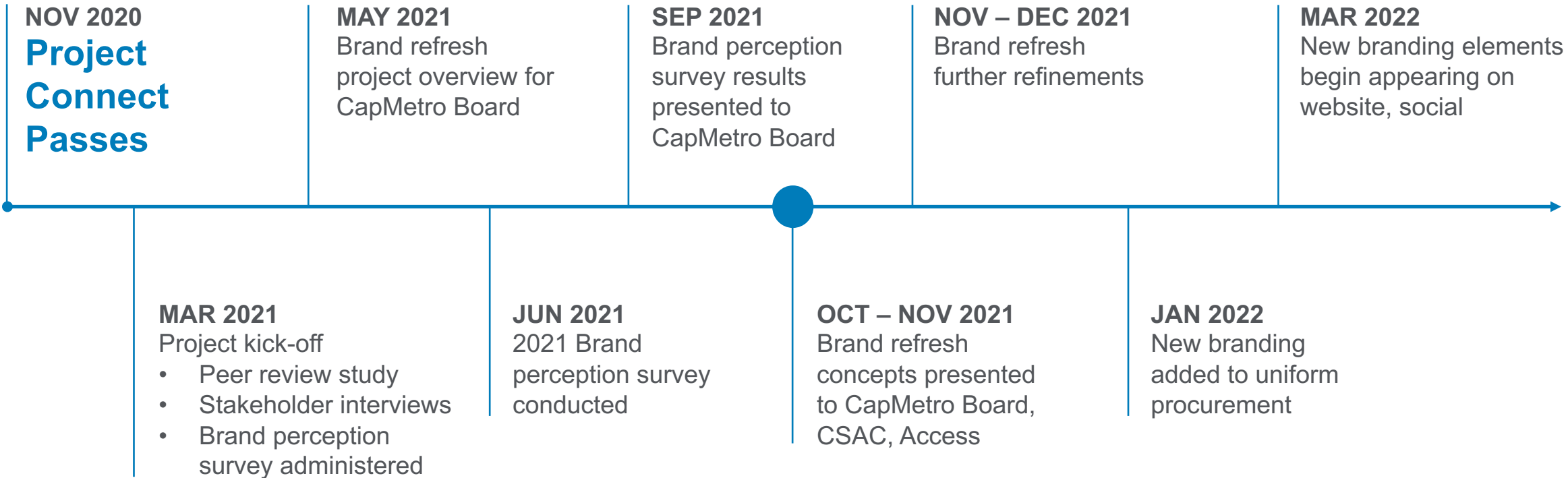
As our organization evolves and new services and infrastructure are developed, so too should our brand.

The current brand identity does not reflect the dynamism of the Agency or the region.

New items like vehicles, stations, and uniforms are being procured soon, so now is an opportune time to apply a brand refresh.

It's the perfect time to pivot toward the future.

Brand Refresh Timeline



Spring 2021 Brand Refresh Research

CapMetro should be seen as:

Essential and relevant to our customers and community

Innovative

Inclusive

Accessible

Major player

Dynamic and adaptable

Exciting

Future-facing

Peer Audit

Some leverage Metro overtly; mostly wordmarks with logos or single graphic devices.



LA Metro (LA)



RTD (Denver)



Valley Metro (Phoenix)



DART (Dallas)



MARTA (Atlanta)



Tri Met (Portland)

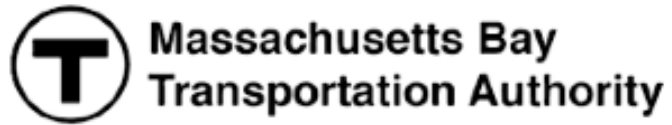
Peer Organization Audit

Marta: simple wordmark + ownable color palette + simple graphic device that scales up and down with need. Net: audience readily associates elements of the system; flexibility is key.



Peer Organization Audit

The T: Shorthand symbol acts as unifier where formal name doesn't work.
Net: audience readily associates elements of the system.



Commercial Organization Audit

jetBlue: conjugate wordmark + limited color palette + pattern variance + voice.

Net: audience readily associates elements of the system; flexibility is key

jetBlue



Brand Design Criteria

Flexible design vocabulary for longevity as CapMetro evolves

Timeless wordmark as foundation; evolved from current

Reserve icons and symbols for wayfinding to improve accessibility and inclusivity

Strong base brand color palette with opportunity for accents

Ownable graphic forms

Expansive pattern palette to provide flexibility + community relevance

Communicate the energy and vitality of CapMetro and the community

System needs to scale from facilities, wayfinding and fleet to uniform and pixels

Part of an ecosystem:





CapMetro

Wordmark

Own your name; retain legacy batwing M; modernize typeface: precise, reliable, friendly.

The wordmark for CapMetro is displayed in a bold, blue, sans-serif typeface. The letters are closely spaced, and the 'M' features a distinctive batwing shape, which is a legacy element of the brand. The overall design is clean and modern, reflecting the goal of modernizing the typeface while retaining the legacy 'M'.

Color Palette

Ownable and limited; CapMetro bus blue + punchy electric blue + white
Reserve other colors such as yellow and red for use in wayfinding and service or route IDs



Symbol

Use batwing M as universal symbol to help users connect the dots of our system.



Parking



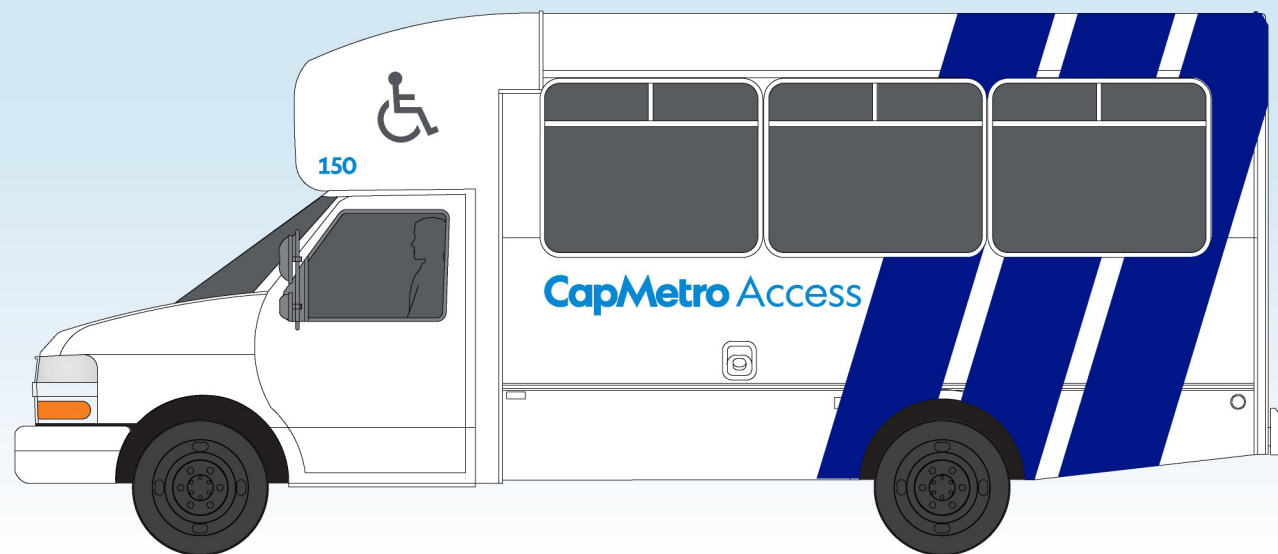
Hospital



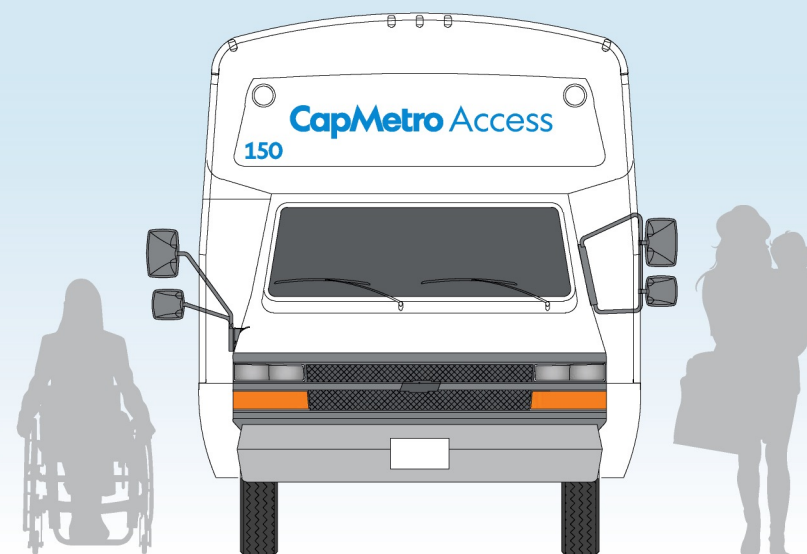
App icon

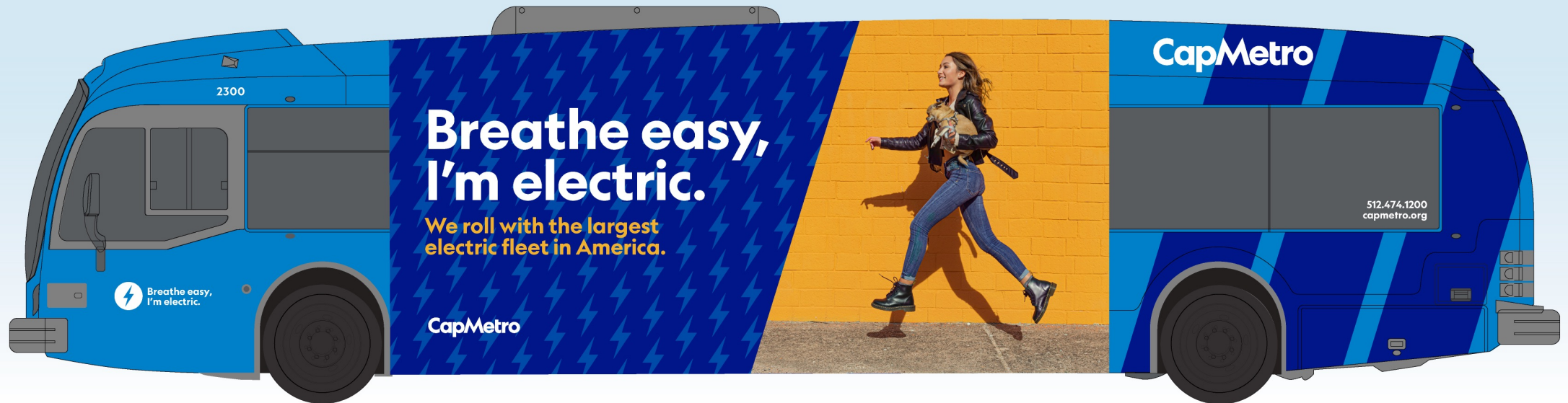


App load screen




CapMetro Access





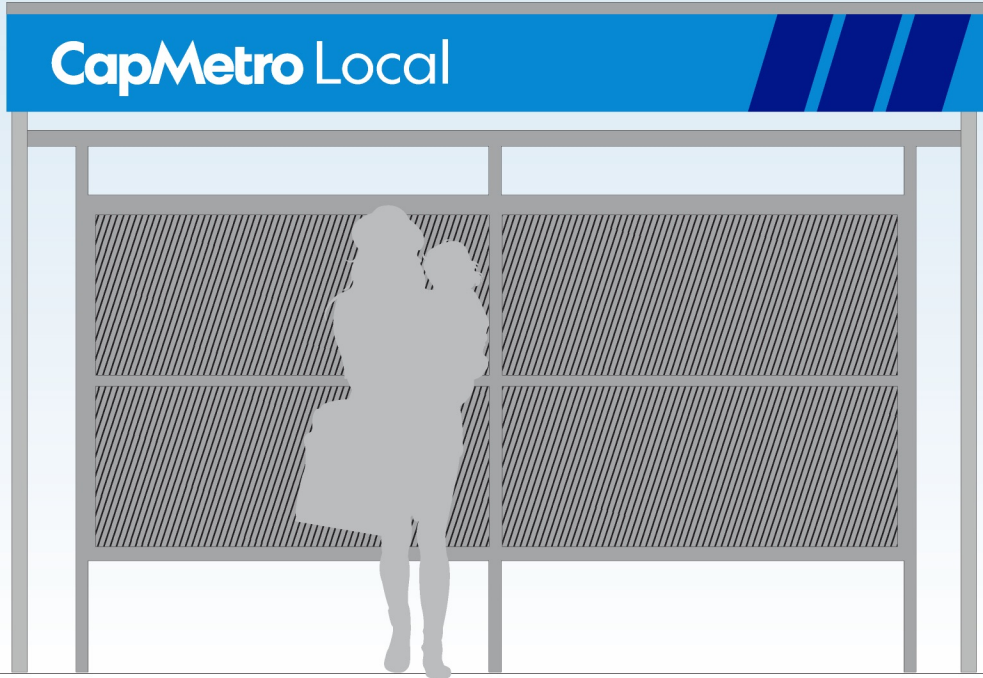
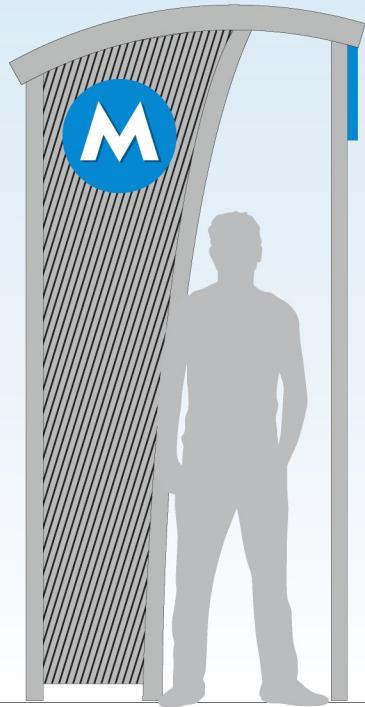
CapMetro Rapid Bus



CapMetro 

103	110	111
127	142	171
935	980	981
982	985	987
990		

SOLAR 1015



CapMetro Station

Strategic and Creative Next Steps

Meet with Access, DEI Council, and CSAC for input

Complete study of future use of color, symbols, and naming conventions through the system

Complete study of livery for all existing and known future vehicles

Complete study of signage applications for current and future use

Analyze and coordinate with Operations on timing of vehicle interoperability plan

