Color Designations

Full Board March 23, 2006



Objectives

- Build awareness of transit options
- Increase ridership
- Improve customer wayfinding



Purpose

- Need to print materials for Expo project
- Show extent of fixed guideway system
 - -Harbor busway 13K+ / day
 - El Monte busway 33K+ / day
- 2 Metro Red Lines confuse customers

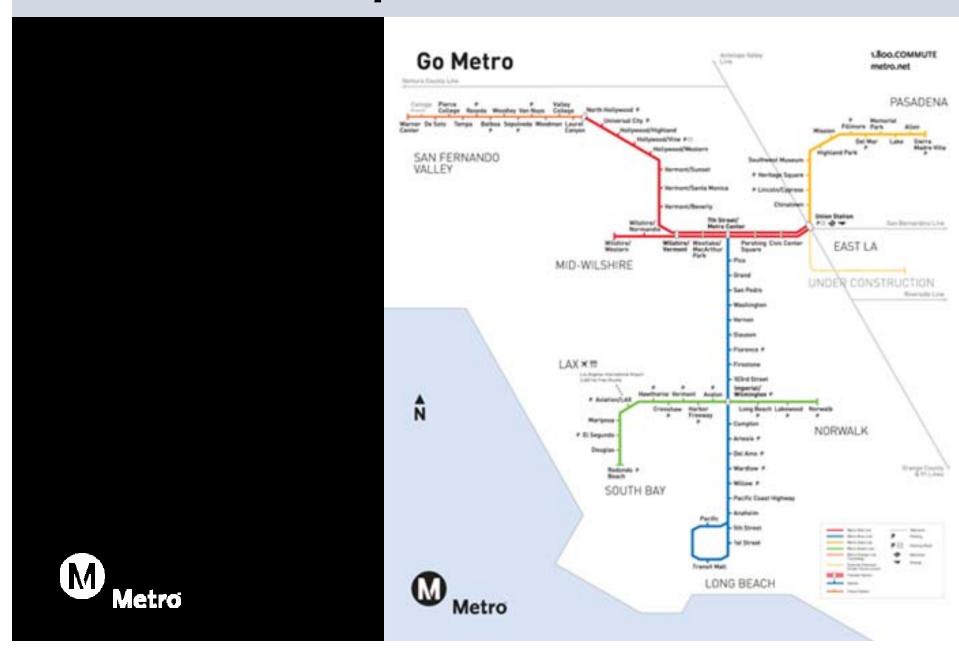


Criteria

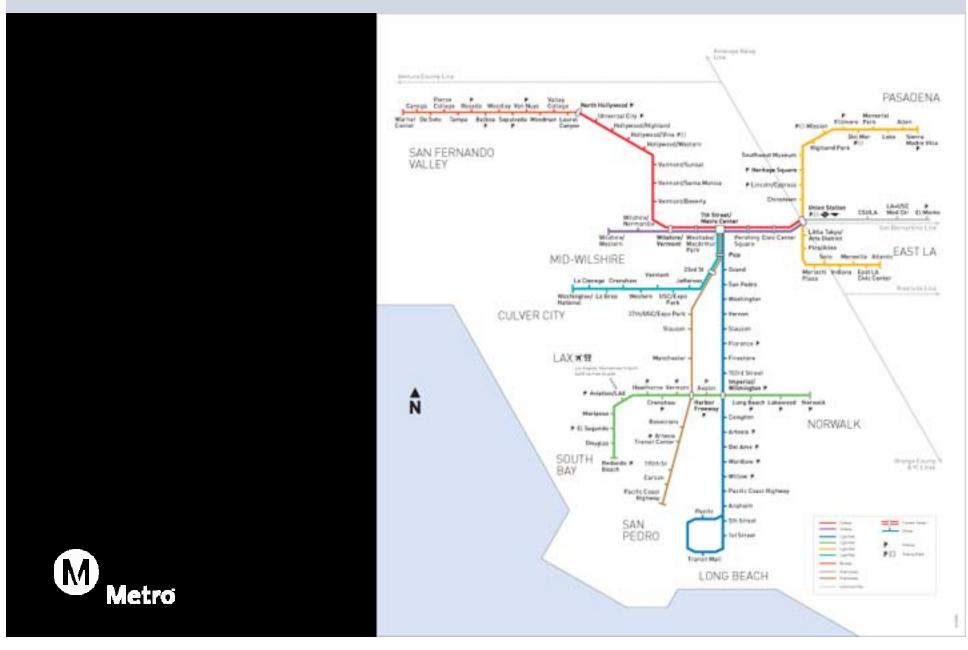
- Bright, legible
- Address broad range of operational requirements (visual and audible)
- Short, preferably <2 syllables
- Easy to print and produce
- Consider connotations/associations



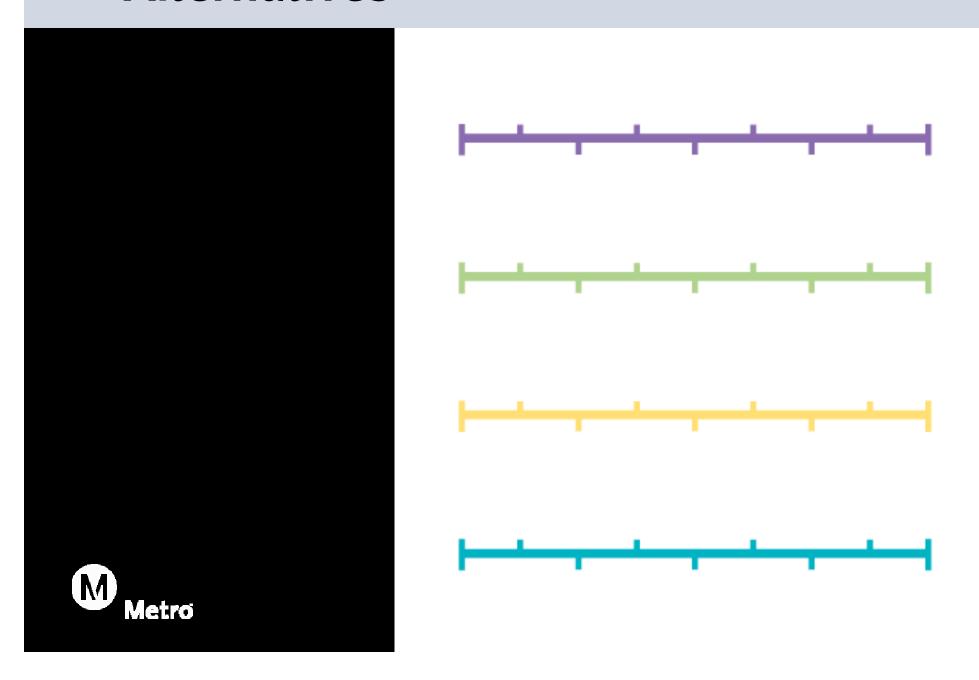
Current Map



Proposed Color Designations



Alternatives





EIR Phase Materials (example)





Two Red Lines



Recommendations

- A. Adopt color aqua to designate Metro rail Mid-City/Expo Project & refer to as Metro Aqua Line
- B. Adopt color silver to designate El Monte expressway
- C. Adopt color bronze to designate Harbor expressway
- D. Adopt color purple to designate Union Station Wilshire/Western line and potential extensions when/if such extensions are funded



Purpose

- A) Expo: New construction
- B) Harbor: Fixed guideway #####/day
- C) El Monte: Fixed guideway ###/day
- D) Red Line: duplicative name/color



Objectives

- Build awareness of transit options
 - Expo soon under construction
 - -Show extent of fixed guideway system
- Increase ridership
- Improve customer wayfinding
 - -2 Metro Red Lines cause confusion

