



By ED SCANNELL

(Jan. 9, 2004) What's in a name? A lot when it reflects a new way of doing business.

MTA is building on the identity of its already well-known services such as Metro Bus, Metro Rapid, Metro Rail, Metro Freeway Service Patrol and Metro Commute Services by establishing "Metro" as the official brand name for all of the agency's services.

You'll also see a new look, a revised "M" logo that emphasizes the word "Metro." Its universal use clearly puts all of MTA's programs and services under one umbrella.

"We're not changing the corporate name, Los Angeles County Metropolitan Transportation Authority," said CEO Roger Snoble. "At the same time, however, we feel it's important to have an easily identifiable name for all of the products, programs and services the agency provides."

'Metro covers everything'

"'Metro' covers everything from running buses and trains to paying for the construction of carpool lanes and bike paths, as well as promoting ridesharing and other commute services," Snoble said. "No matter how you get around LA County, we want you to know that 'Metro' is at your service."

MTA staff designed the new "Metro" logo. The logo is a legal trademark, which is key to preventing its unauthorized use.

From the transit user's perspective, the new "Metro" logo will help make travel easier by highlighting the integration of operations and uniformity of fares on the Metro Bus and Rail System.

Consistent use of the logo on Metro buses and trains and the agency's website, letterhead and signage will heighten public awareness not only of MTA's services, but also of its responsibilities.

[Back to MTA Report](#)