


[Home](#)
[CEO Hotline](#)
[Viewpoint](#)
[Classified Ads](#)
[Archives](#)
[Metro.net](#) (web)

Resources

[Safety](#)
[Pressroom](#) (web)

[CEO Hotline](#)
[Metro Projects](#)
[Facts at a Glance](#)
(web)

[Archives](#)
[Events Calendar](#)
[Research Center/
Library](#)
[Metro Cafe](#) (pdf)

[Metro Classifieds](#)
[Retirement
Round-up](#)

Metro Info

[Strategic Plan](#) (pdf)

[Org Chart](#) (pdf)

[Policies](#)
[Training](#)
[Help Desk](#)
[Intranet Policy](#)

Need e-Help?

Call the Help Desk
at 2-4357

[E-Mail Webmaster](#)

Redesigned Metro Logo Leads the Way for Agency's New 'Voice'

By BILL HEARD, Editor
(Feb. 3, 2004) Can MTA,
an agency with
responsibilities that range
from providing bus and
rail service to regional
transportation planning,
learn to "speak with one
voice"?

That was the challenge
facing the

Communications Department, early last year, when it set out to
redesign the agency's logo, its letterheads, bus exteriors, Internet web
site, ads and brochures – everything right down to the lowly interoffice
memo.

"This is a huge undertaking for this agency," Chief Communications
Officer Matt Raymond told a group gathered in the Board Room last
week for a presentation on the designs.

"The crux of this whole initiative is to get everyone on one page," he
added. "We need to speak with one voice and communicate in a
friendly, customer-oriented, positive manner."

Two important elements of the initiative are the new logo and use of
the term "Metro" in all external communications to describe the
agency's myriad services and service-related functions.

The project, which really got rolling in early 2003, included interviews
with employees and members of the public to gauge attitudes and gain
ideas for a design direction.

No clear perception

In focus groups, some participants didn't know the scope of Metro's
transportation responsibilities, said Creative Director Michael Lejeune.
"We found that our image, especially as expressed through the logo,
didn't present a clear perception of the agency."

Based on this research and a survey of the myriad administrative forms,
project logos, promotional flyers, signs, maps and other materials the
agency was using, the Design Studio focused on a new look that would
give the agency a consistent "voice."

They settled on, and received Board approval of, a new logo created by
the Design Studio that features a stylized M accompanied by the word,
"Metro." They developed designs that would give all brochures a



Metro™

Metro Logo Rules:

No alterations to the logo.

No additions to the logo.

No use of department or program names with the logo.

[Click here](#) for examples of logo colors and presentations.

characteristic appearance and selected certain typefaces for use in printed materials.

The agency also established strict rules for use of the new logo aimed at achieving and maintaining the consistency of the Metro image. The rules prohibit alterations or additions to the logo. They also bar the addition of a department or program name to the logo.

"The public needs to gain greater recognition of Metro as one agency," Lejeune explained. That's one reason department and program names should not be used with, or added to, the new logo.

Link to new forms

Electronic versions of the new logo and standards for its use are available on the Intranet by clicking the Forms On-Line link on the Intranet home page at <http://intranet1/forms/default.htm>. Links to many of the redesigned forms also may be found at Forms On-Line.

The "Metro Business Tools" section has templates that can be downloaded for ordering the re-designed business cards, new letterheads, individual notepads and event flyer forms. Also available is the new Metro Style Guide with guidelines for use of the word, "Metro," the logo and other elements of the design "voice."

"We want to use the new logo as an anchor of the voice for this agency," said Raymond. "We need to focus on making everything consistent, clean, clear and concise."

At the same time, the communications chief recognizes that things can't change overnight.

"There is going to be a progression toward achieving a consistent voice and look," he said. "It will take time and there will be some confusion, but it will be very rewarding over time and, as a lot of these things come to life, we're going to build a lot of synergy."