



Metro Identity Presentation

Creating a family of services, projects and programs

Board Item 42, July 2003

Presented to All Committees

Presented by Matt Raymond and Maya Emsden



Strategic Goals

Goal 1 Create a “safety” conscious culture throughout MTA and its customers and business partners

Goal 2 Improve transit systems

Goal 3 Attract, develop & retain employees

Goal 4 Create a positive image of MTA

Goal 5 Deliver quality capital projects on time and within budget

Goal 6 Provide leadership for the region’s mobility agenda through responsive planning and resource allocation

Goal 7 Improve the efficiency & effectiveness of the agency



Findings

- Public confusion
- Lack of consistency
- Departments/programs create separate identities/look
- Costly duplication
- Current 'M symbol' is not proprietary
- 'M symbol' generally recognized

Successful Examples of a Strong Image

FedEx[®]
Corporation

FedEx[®]
Express

FedEx[®]
Ground

FedEx[®]
Freight

FedEx[®]
Services

Service Success – FedEx



Successful Examples of a Strong Image

FedEx[®]
Corporation



Transport for London

FedEx[®]
Express



FedEx[®]
Ground



Bus

FedEx[®]
Freight



River

FedEx[®]
Services

MTA – Separate Unrelated Services, Competitive



Metro Bus

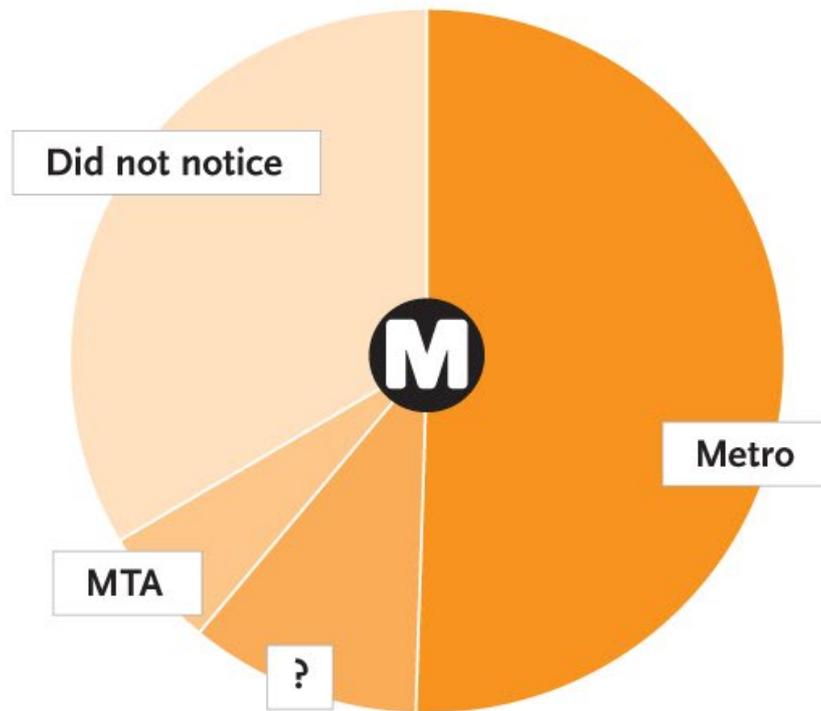
Metro Rail



MTA – Separate Identities Create Confusion



How Are We Recognized?



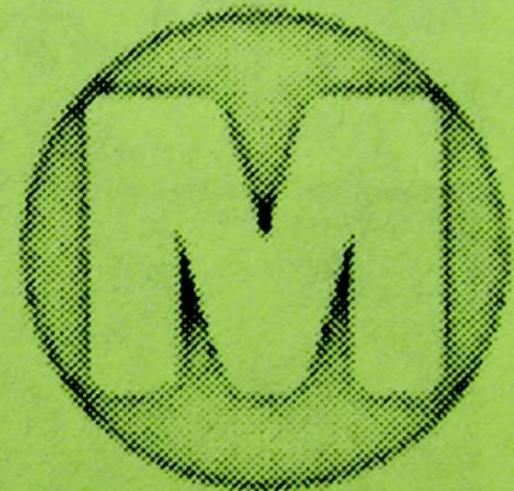
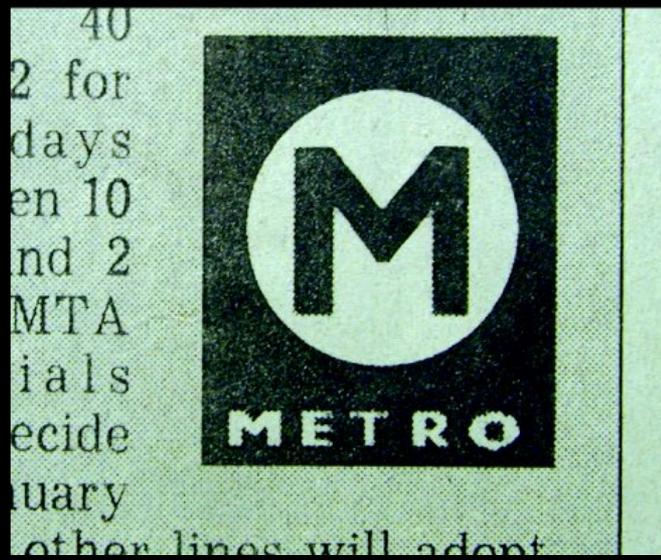
MTA – Symbol Distorted



YEAR
FEDER

LOS ANGELES

MTA – Symbol Distorted, Low-Quality and Not Maintained



URING ON 2001 - 2002 CONFORMANCE
ONS WITH THE LOS ANGELES COUNT

MTA – Symbol Distorted, Low-Quality, Not Maintained and...



MTA Symbol – Signage Examples



Non-sanctioned Metro Logo use



METROCOLOR Permanent Color Rinse is designed for salon clients who want fashionable, vibrant color and are not looking to cover gray.

METROCOLOR's exclusive Express™

- pure tone color impact
- amazing results even on dark hair
- adjustable vibrancy
- even deposition, from roots to ends
- shocking shine and feel-great hair

All in just 20 minutes

Word Mark
Goods and
Services
Mark
Drawing Code
Sign Search

260102261121
number 78237454
April 14, 2003
REGISTERED AS ITU
(SICANT) METRO MORTGAGE INC. C
MARK

M METRO
IC 036. US 100 101 102. G &
services. FIRST USE: 19890601.1

LETTER

Current 'M Symbol' – Problems



- Not proprietary
- Ubiquitous Helvetica letterform
- Technical problems
 - Reproduces poorly at small scale
 - Reproduction problems in various media
 - Inflexible
- Lack of reference



Logo Recognition – Details Make the Difference



Company Names Hide Behind the Logo



Washington Metropolitan Area Transit Authority



Mars Incorporated



McDonalds Corporation



WorldCom Incorporated



Exxon Mobil Corporation



Los Angeles County Metropolitan
Transportation Authority

M Logo Sketches





'M Symbol' Update – Increased Size of 'Metro'



MetroTM



'M Symbol' Update – Proprietary 'M'





'M Symbol' Update – Benefits

- Builds on public recognition of current symbol
- Proprietary letterform
- Bolder footprint
- Reproducible at any size without compromise
- Conveys dimension, movement, multi-modality

Target has a Serious Identity with a Fun Personality



Phased Implementation of New Identity

Ride Free!

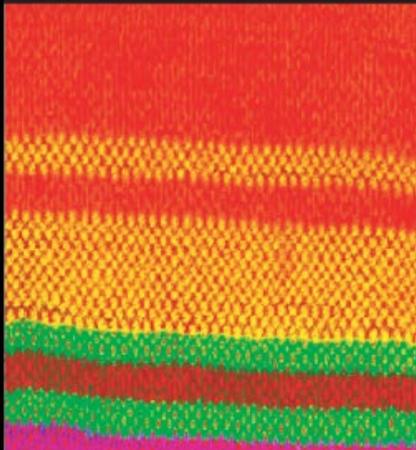


**Christmas Eve
New Year's Eve**

Metro Bus: 9pm – 5am
Metro Rail: 9pm – closing

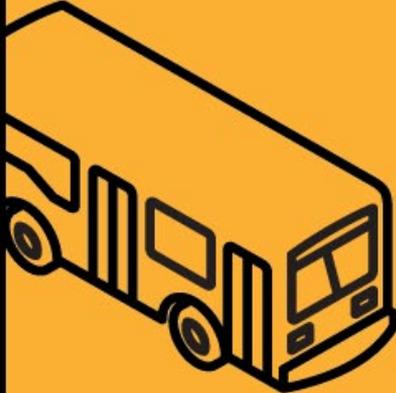


**Take Metro to
Fiesta Broadway
Sunday, April 27**



A Family Guide

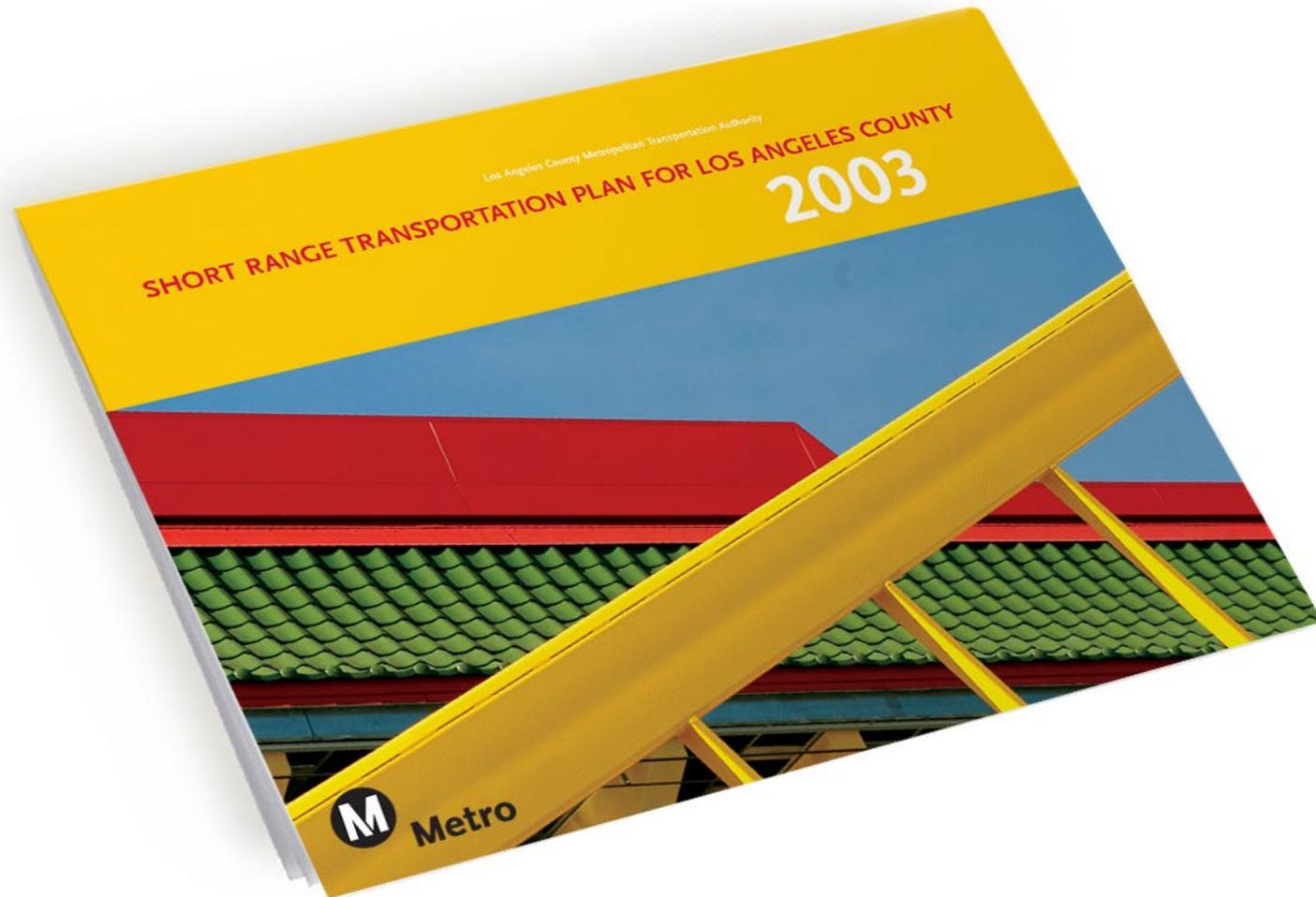
**Metro Bus
Safety Checklist**



**Explore Melrose
Metro Bus Line 10**



All Publications Updated with New Identity



New Campaigns Target Potential Riders

1.800.COMMUTE
gotmetro.net

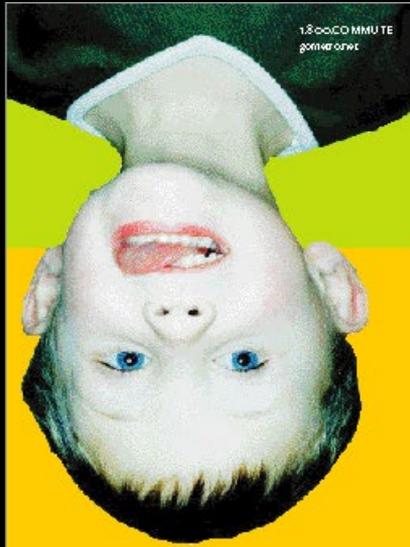
**Metro is up
to speed and
in style.**

Jerome Jackson, Age 26



M Metro

1.800.COMMUTE
gotmetro.net



**I get to school
with the Metro
and have time for
Ice cream.**

Robin Williams, Age 3

M Metro

1.800.COMMUTE
gotmetro.net

**I take Metro
to the Beach.**

Sharon Richardson, Age 60



M Metro

1.800.COMMUTE
gotmetro.net

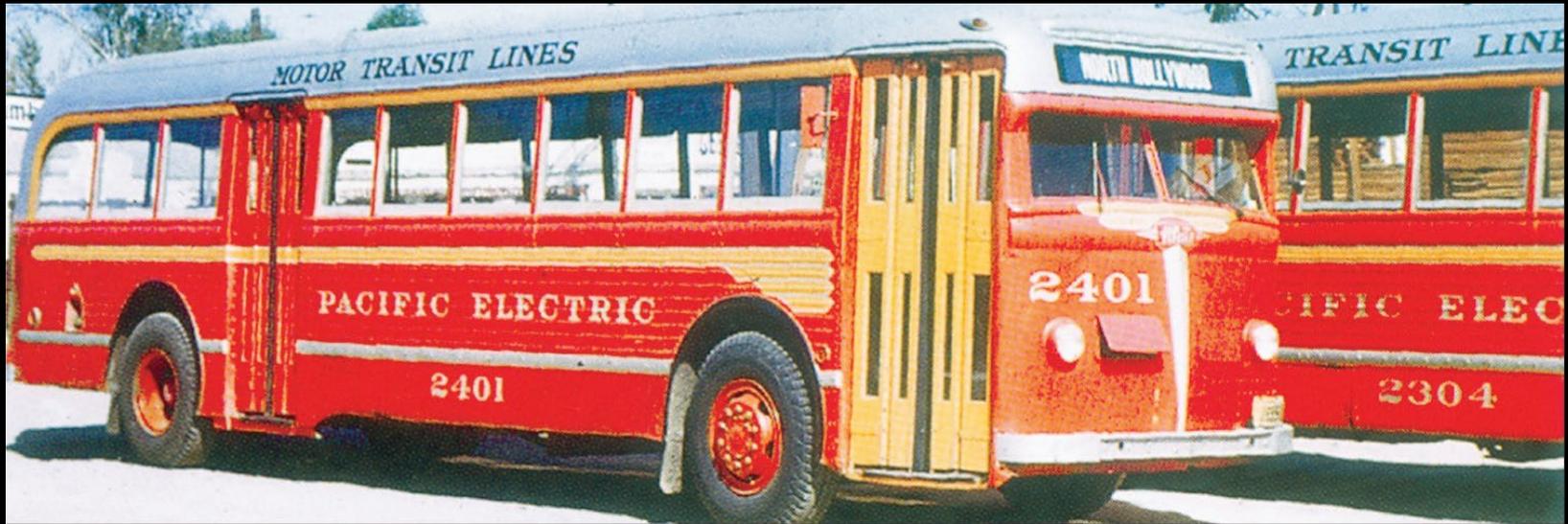
**Metro Express
to Downtown.**

New Routes from Santa Monica, Venice and Culver City

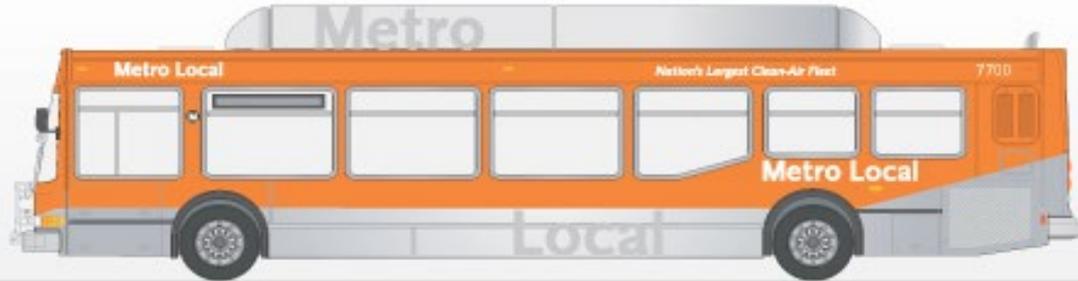


M Metro

Building on Traditions of Color and Consistent Scheme



Service Family with Distinctive Color Palette



Prototypes Created to Test Paint Scheme



Service Family with Consistent Color Palette



Website Update

metro.net - Transit Services and Information

http://www.metro.net/

Apple .Mac Amazon eBay Yahoo! News

[Text Version of metro.net](#)

Metro.net

Los Angeles County Metropolitan Transportation Authority

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Where's your hot spot? Take Metro to the beach.

[MORE INFO](#)

METRO HEADLINES

- ['Metro Clean' helps 'Clean Up L.A.' Public Hearings on Countywide Changes Plan Seeks to Improve Region's Mobility](#)
- [Can I Borrow the Car? Flexcar Info](#)
- [Standard & Poor's Upgrades Bond Rating](#)

METRO SPOTLIGHT

- [Discover Gold. Metro Gold Line Now Open!](#)
- [Gold Line Reserved Parking Program](#)
- [Gold Line Stations and Locations](#)
- [Metro News - September Issue](#)
- [September Board Mtg Schedule/Agendas](#)

For route information and general service questions call 1-800-COMMUTE. For service related issues contact [Customer Relations](#). If you have other questions or comments regarding the operation/function of this site, [click here](#).

[Metro's Accessible Service](#) | [MTA Employee Access](#)

METRO TRIP PLANNER

From

To

Example: 101 Main St, 1st/Spring, or Union Station (Use a forward slash "/" between streets in intersection)

When

Leave by Arrive by

Hour : Minute AM PM

Fare Type

[PLAN TRIP](#)

[Help](#) | [Service Notes](#)
[System Map](#) | [Timetables](#)



Who Are We?

- M
- Metro
- MTA
- LACMTA
- Los Angeles MTA
- Los Angeles Metropolitan Transportation Authority
- Los Angeles County Metropolitan Transportation Authority
- PTSC

Popular Name Reflects Friendliness and Simplicity

Legal Name

Los Angeles County Metropolitan
Transportation Authority

Used For:

- Board Resolutions
- Finance Documents
- Contracts
- Checks
- Legal Documents
- Grant Applications

Popular Name

Metro

Used For:

- Brochures
- Advertising
- Business Cards/Stationery
- Facilities
- Forms
- Newsletters
- Press Releases
- Rolling Stock
- Schedules
- Uniforms

Successful Examples of a Strong Image

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Introducing Metro