

Color Designations

Full Board

March 23, 2006



Metro

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**

Proposed Color Designations



Alternatives





Metro

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