

ATL Logo and Brand Development

Task 1 HB 930 – Board Presentation

DECEMBER 14, 2018

HB 930

PROCESS
MILESTONES

LOGO

CONCEPTUAL
MOCKUPS

NEXT STEPS

AGENDA





[HB 930]

The legislative intent behind HB 930 is to create unified branding that will apply to and be used by all transit within the region. This is a time of change and growth for regional transit services and there is a strong need to market the “new” ATL network of meshed transit services and manage communications around the change that is underway.



Collaboration



PROCESS MILESTONES



Milestones

Brandscapes

Visual discovery process to capture desired brand attributes

Comm/Marketing Focus Group

10 participants from all fixed-transit agencies to discuss impact of branding and barriers

Transit Customer Surveys

500 survey respondents representing 13 counties, varying ethnicities and incomes

Creative Brief

Synthesized our learning into a creative blueprint

Board Presentation

Unpack rationale for recommended logo design

Executive Focus Groups and Surveys

Included 24 representatives from around the region

Commuter Sample Group

18 transit users that discussed ATL impact on ridership

Regional Leadership Interviews

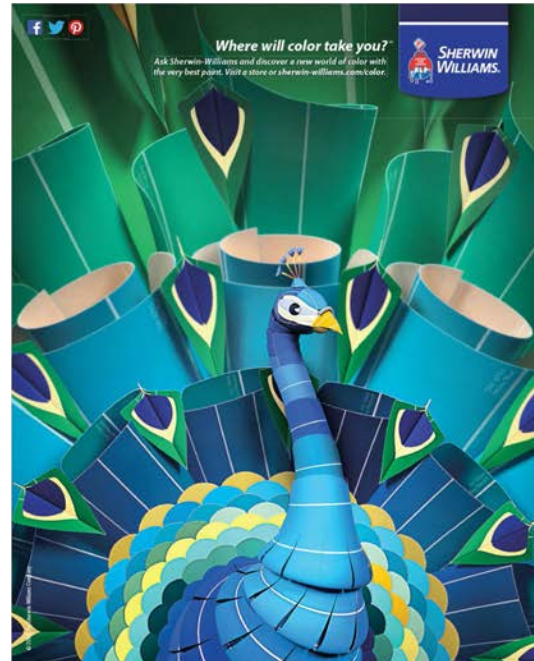
Senator Beach, Representative Tanner, and other regional leadership

ATL Staff Presentation

Review of conceptual creative designs to narrow our focus



Brandscape



SMART · OPTIMISTIC
HARMONIOUS · INNOVATIVE



LOGO RECOMMENDATION





ATL

Shapes in the form of A's
or arrows spiral around a
central axis symbolizing
the freedom of movement
provided to the region



ATL



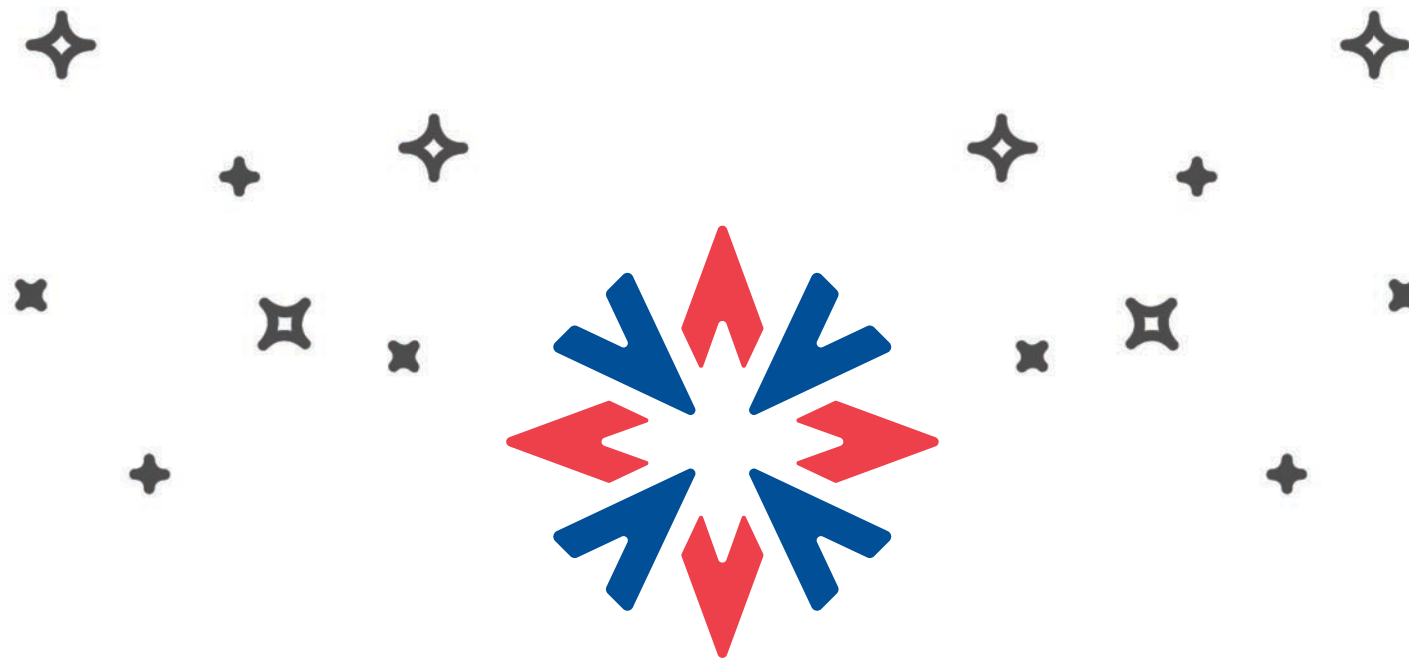


These arrows point both
inwards and away from
the center, creating
pulse-like movement



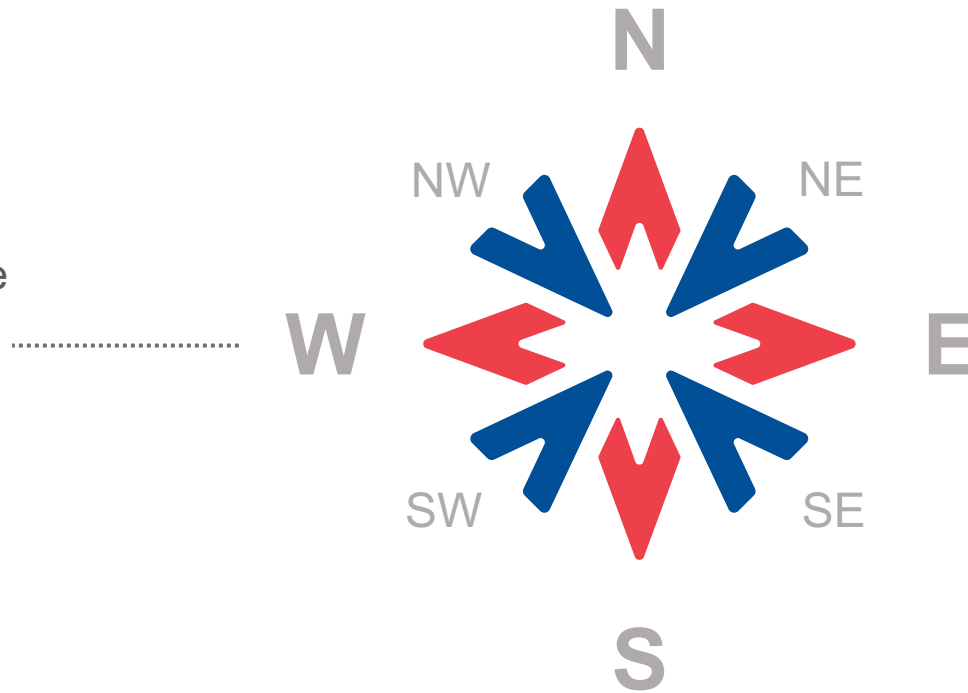
ATL

ATL



The shape is also reminiscent
of a star and stars have
provided guidance to travelers
for thousands of years

The design is also reflective
of a compass providing
clarity and guidance to
public transit users





The distinctive A without a crossbar points upward and symbolizes optimism and forward momentum





The mark and three letters can also be used independently of one another once the brand is further established

ATL

SMART | OPTIMISTIC | HARMONIOUS | INNOVATIVE





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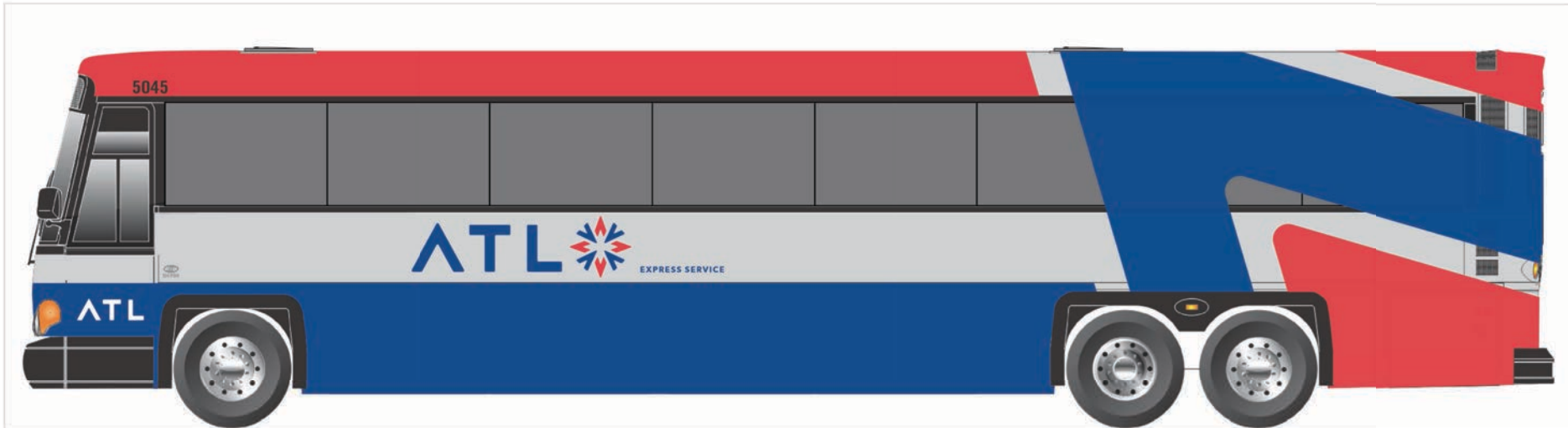
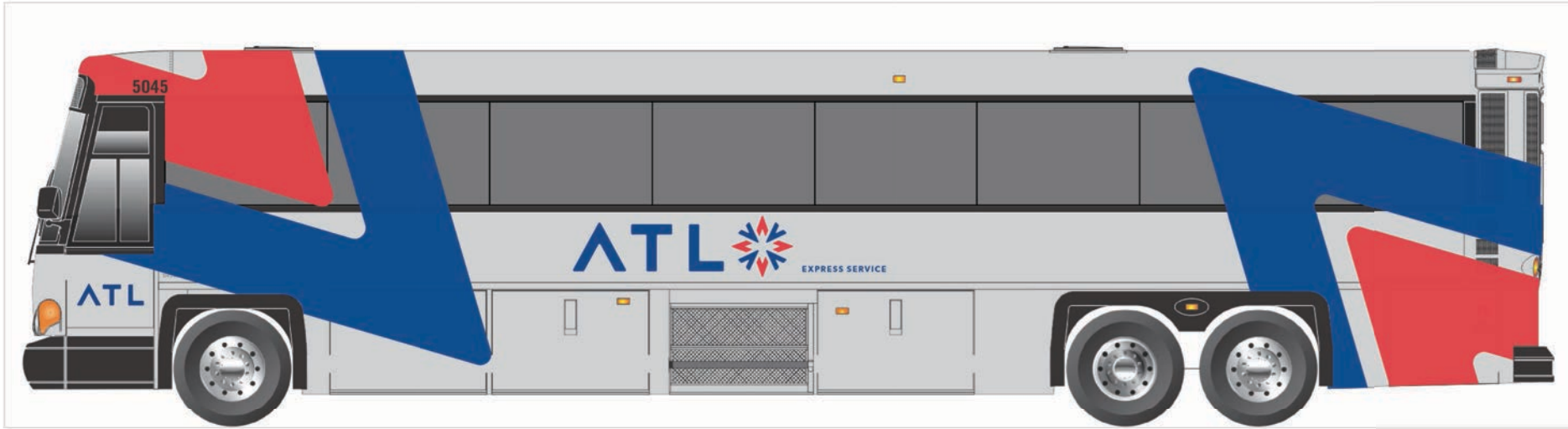
ATLANTA-REGION
TRANSIT LINK AUTHORITY

CONCEPTUAL MOCKUPS





Note: These are conceptual mockups meant only to show the new ATL logo in context and help our stakeholders visualize how it could be implemented.



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Next Steps

- **Board vote on ATL logo and brand adoption**
- **Development of Style Guide**
- **Collaborate with transit partners on regional branding**
- **Discussion around transit assets and cobranding**



Thank You

