



## STAFF REPORT

---

**DATE:** March 11, 2024  
**TO:** Sacramento Regional Transit Board of Directors  
**FROM:** Devra Selenis, VP, Communications and Partnerships  
**SUBJ:** BRANDING UPDATE

### RECOMMENDATION

No Recommendation - For Information Only.

Staff to provide a branding update.



EST.

1973

**SACRAMENTO**  
**REGIONAL TRANSIT**

Brand **Evolution**

MONDAY, MARCH 11

---

**BRANDS ARE  
EXPERIENTIAL**

**Why Branding is Important**



1973



2001



2006



2018



2023

# History of the SacRT Brand







**No Consistent Design Standard**



**In 2022** – Received more than 450 survey responses and 8 one-on-one interviews for a road map to modernized the SacRT logo.



**In April 2023** – Transitioned to the 50<sup>th</sup> Anniversary logo.



**January 2024 – February 2024:** Second internal and external survey on logo design. Received more than 400 survey responses about the new logo design.



**Spring/Summer 2024** – Launch new brand!

## Project Timeline

**Sacramento Regional Transit District — Brand Identity & Logo Survey**

Sacramento Regional Transit District (SacRT) would like your opinion regarding our current brand identity and logo, visual language, and overall public perception.

Our team is in the research phase of rebranding SacRT. Your input will have a direct effect on the outcome of the project.

Not all answers are required. We only ask that you share your opinion, and we would appreciate any other feedback you are willing to provide.

Thank you for helping us shape the future of transportation in Sacramento.

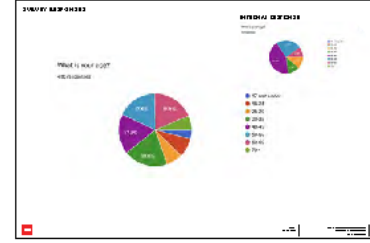
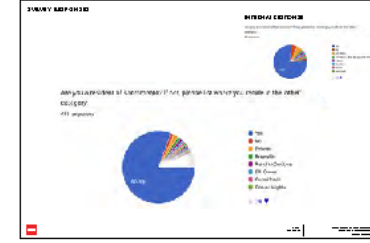
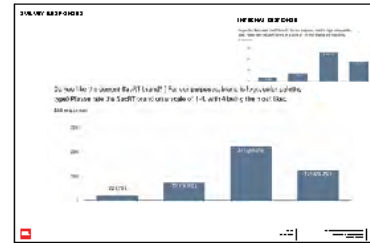
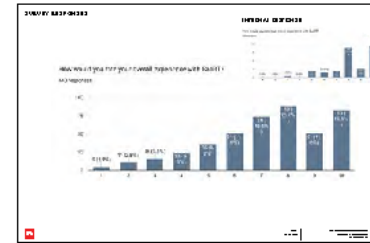
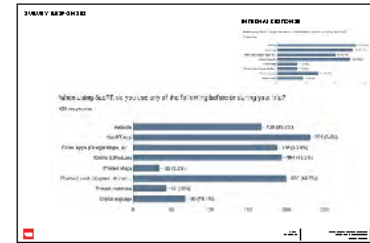
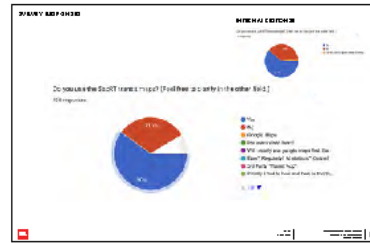
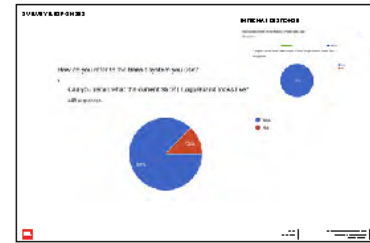
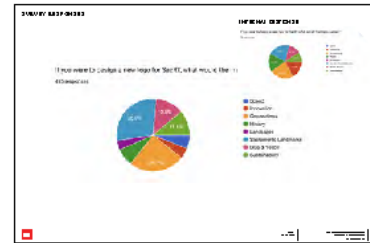
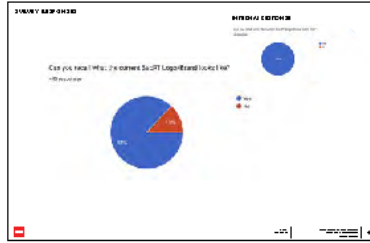
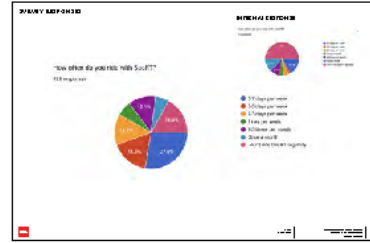
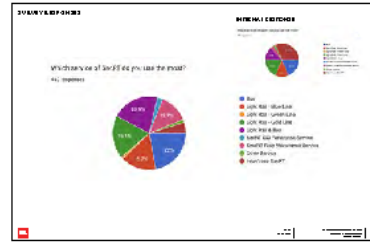
[selbertperkinseast@gmail.com](mailto:selbertperkinseast@gmail.com) (not shared) [Switch account](#)

\* Required

**Please confirm you live in the region by entering your zip code below. (This question helps eliminate automated responses or bots, and will not be used in the results)**

Your answer

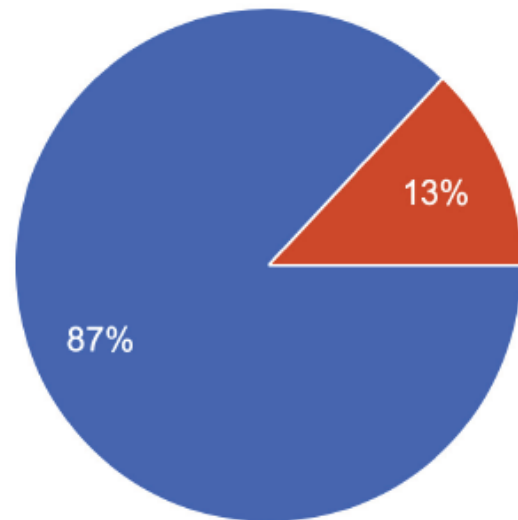
Next Clear form



# What we heard

Can you recall what the current SacRT Logo/Brand looks like?

440 responses



 **Yes: 87%**

 **No: 13%**

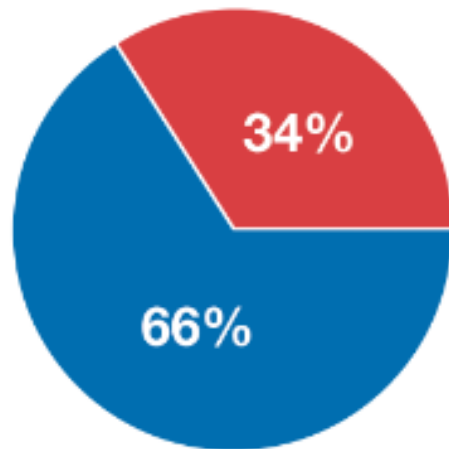
# Evolved Logos



## Evolution vs Revolution

# What we heard

## Evolution, Not Revolution



- Evolution
- Revolution

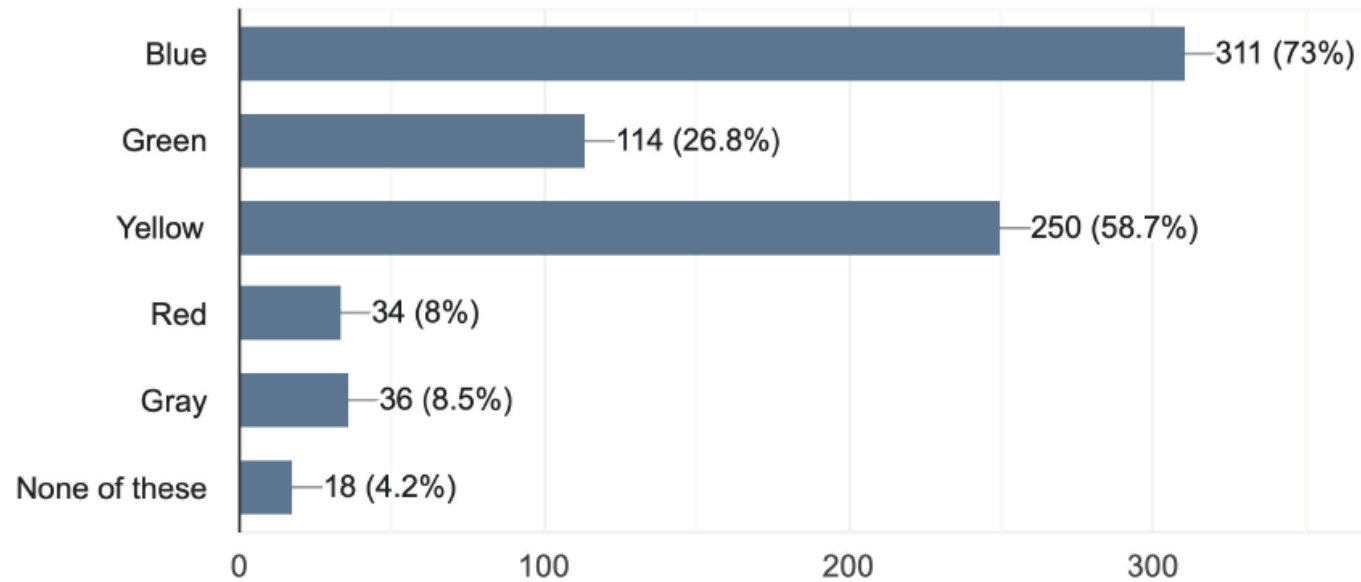
- Evolution instead of a revolution
- Determine clear brand identity and brand equity
- Refresh current logo to create a cohesive brand
- Applicable on various media and merchandise
- More contemporary
- Celebrate regional connectivity

- Evolution: 66%
- Revolution: 34%

# What we heard

Which colors best suit our new transit system logo?

426 responses



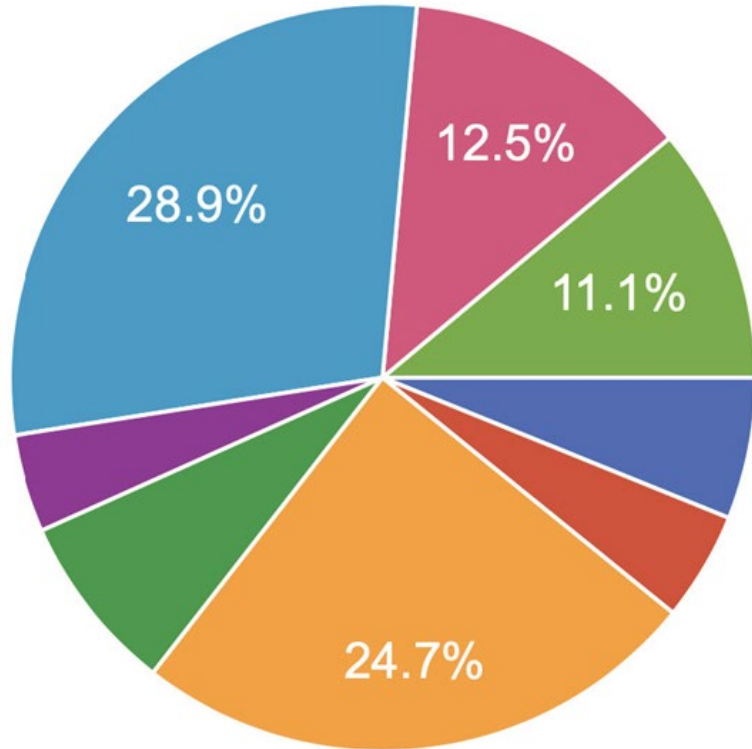
**Blue: 73%**

**Yellow/Gold: 58.7%**

**Green: 26.8%**



# What we heard



- Speed
- Innovation
- Connections
- History
- Landscape
- Sacramento Landmarks
- Blue & Yellow
- Sustainability

**Landmarks: 28.9%**  
**Connections: 24.7%**  
**Blue & Gold: 26.8%**



“With every new program there’s a new logo.”

**“Have one consistent name (SacRT vs SmaRT, GO).”**

“Refresh to create a cohesive, clean system.”

**“Evolution instead of a revolution.”**

“Blue, Gold and white are recognizable.”

“They don’t like the way things are, but they do not like change.”

“Umbrella name SacRT (Keep)!”

**“Current logo feels very 80s—or 90s.”**

# Building Consensus

The art of aligning:

- what you want people to think about your product with ...
- what people actually think about your product



**Your brand is more than a logo.  
It's how others perceive you.**

---

## Why Branding is Important

**Your Feedback**

Please review this information and help us to evaluate the new SacRT brand by answering the following questions:

**1. Are you a resident of Sacramento County?**

Yes

No

**2. In comparison to SacRT's current logo, do you feel the new evolutionary logo is an improvement?**

Old (Original)		 Sacramento Regional Transit
New (Evolution)		

**Survey Results = Revitalized Brand Options**



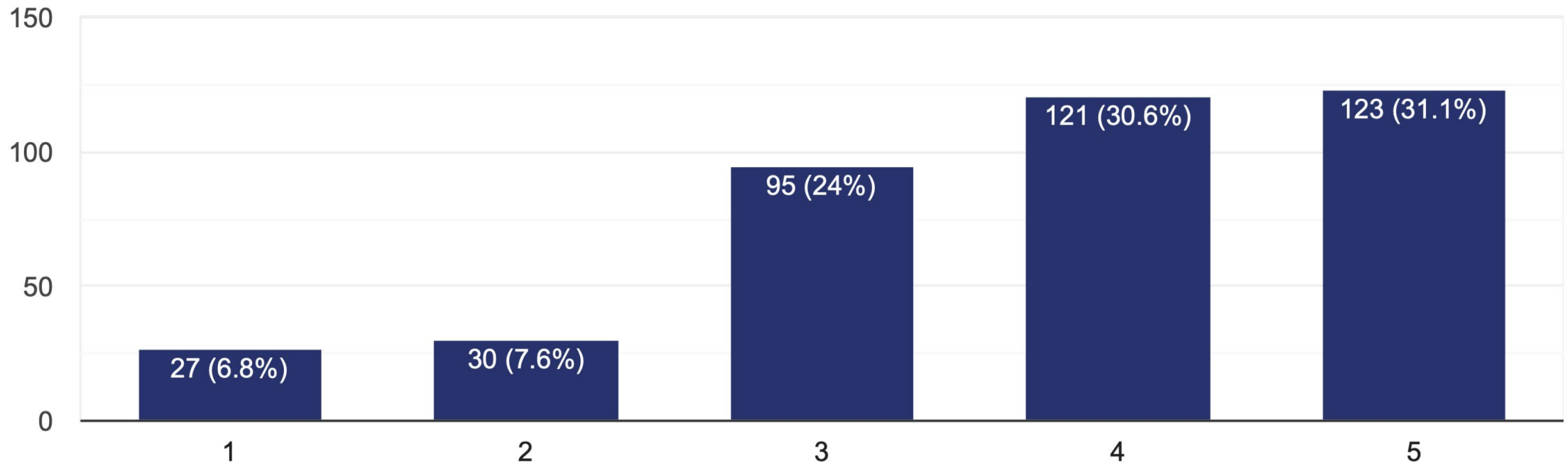
So whether you see...

---

# Revitalizing Our Brand

## 5. After sharing SacRT's journey, does the evolved brand celebrate the Sacramento region (trees, rivers, movement and roads)?

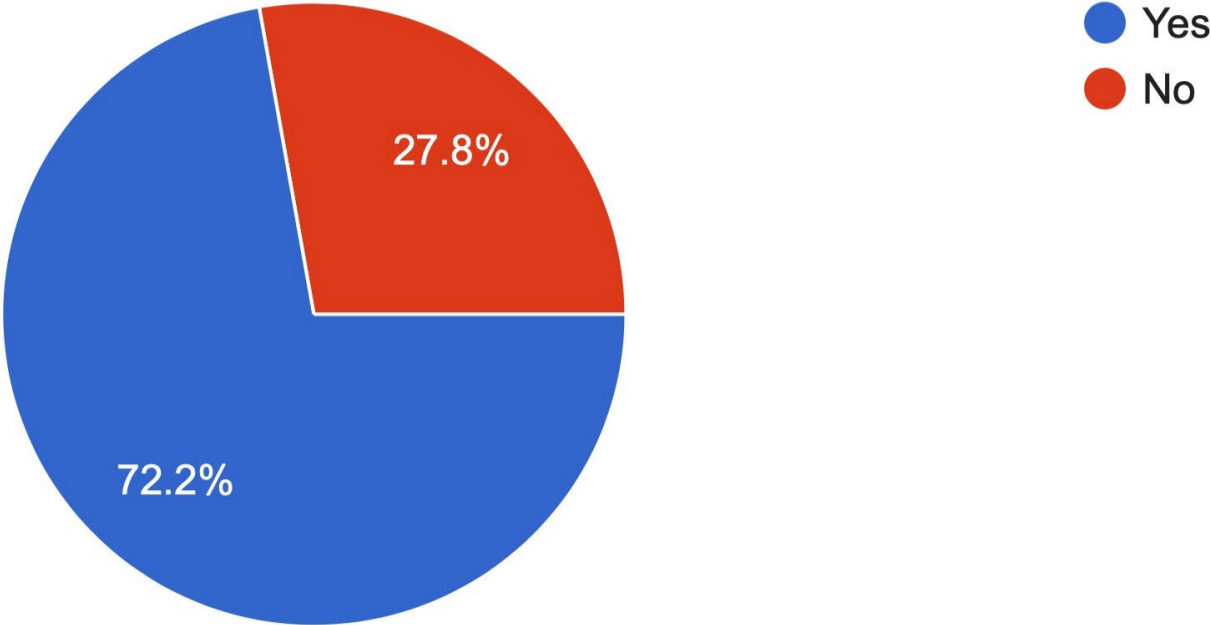
396 responses



# Survey Results – Revitalized Brand Options

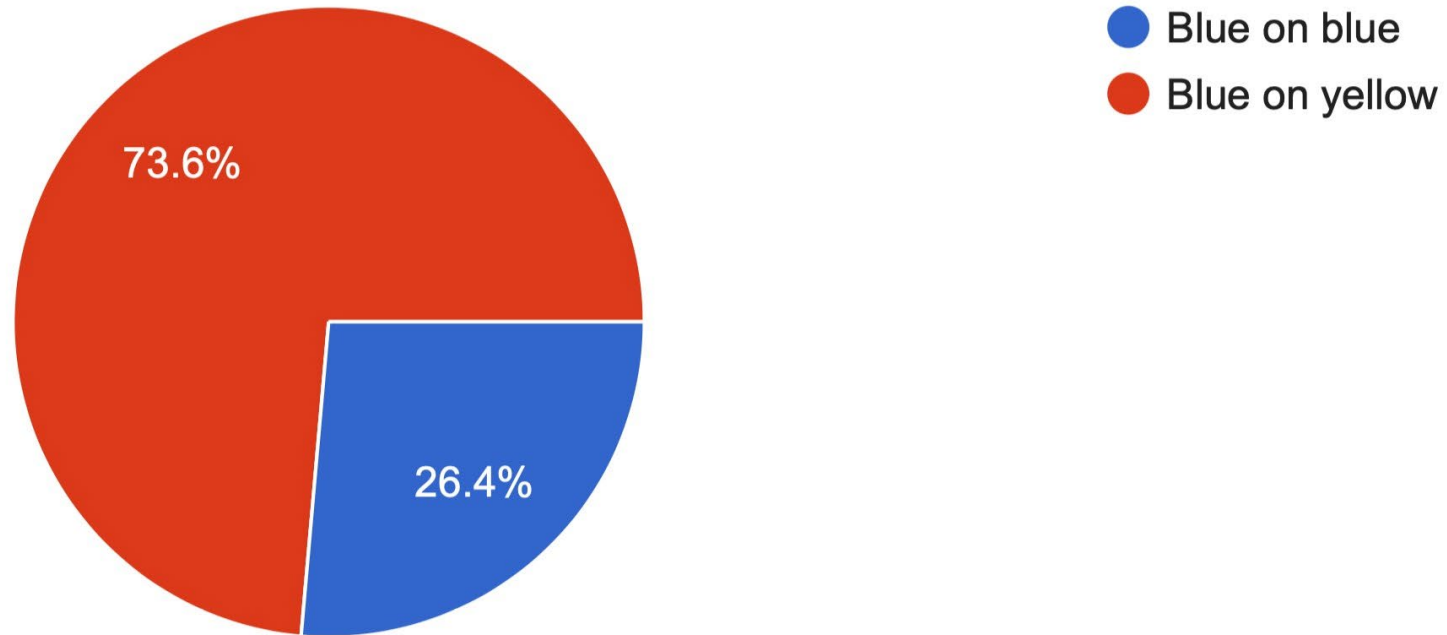
## 2. In comparison to SacRT's current logo, do you feel the new evolutionary logo is an improvement?

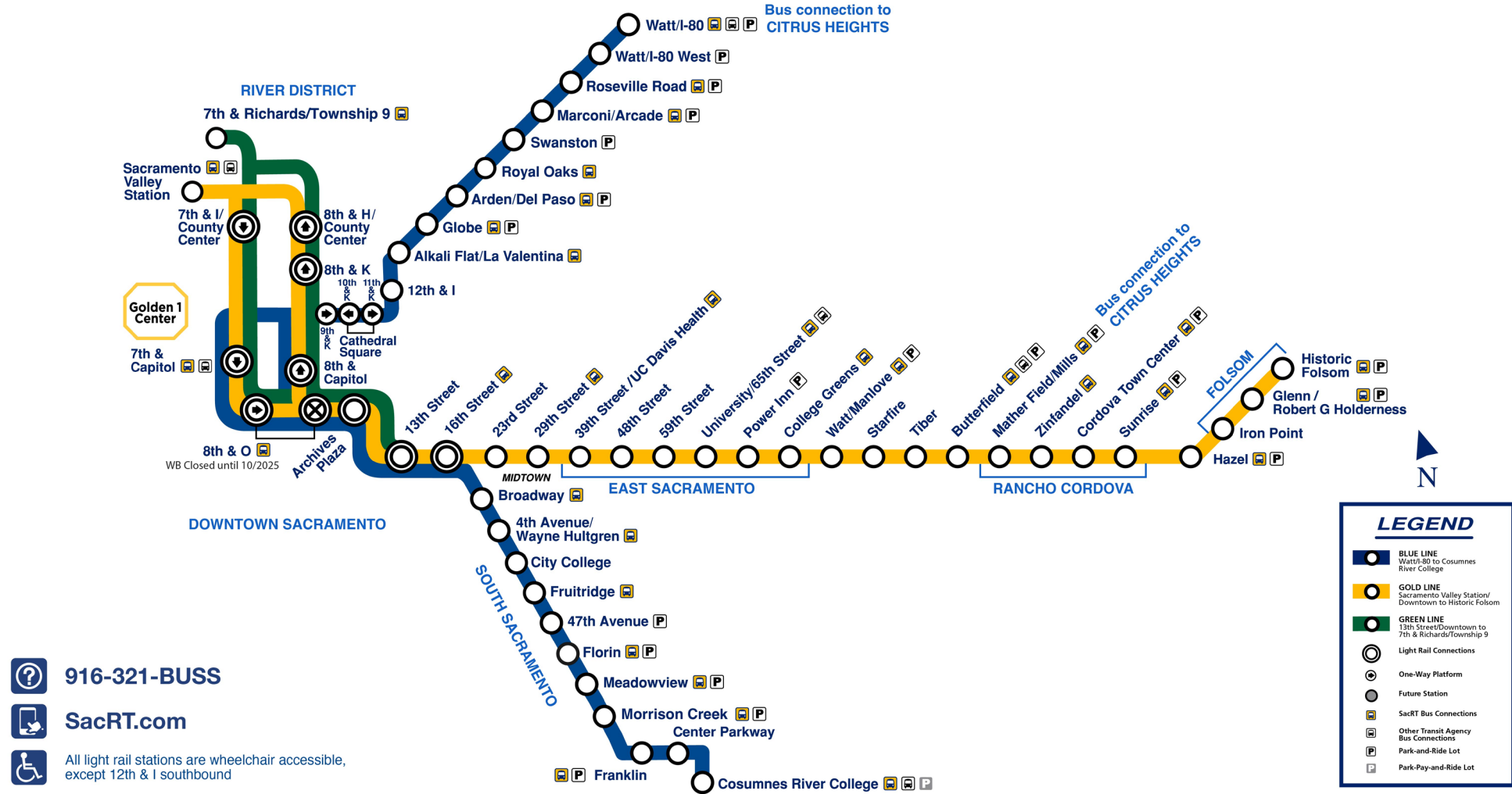
392 responses



#### 4. Which color combination do you prefer more as the primary color palette?


394 responses





 916-321-BUSS

 SacRT.com

 All light rail stations are wheelchair accessible, except 12th & I southbound



## Transit Agencies Using Color

- BART: Red, Orange, Yellow, Green, Blue
- Santa Clara VTA: Blue, Orange, Green
- MTS (San Diego): Orange, Green, Blue
- Trimet (Portland): Blue, Green, Orange, Red, Yellow
- DART (Dallas): Orange, Green, Blue, Red
- MARTA - Colors (Gold, Red, Green, Blue)
- UTA (Utah) - Colors (Blue, Red, Green)
- Metro Rail (Houston) - Colors (Red, Green, Purple)
- DC Metro – Colors (Red, Orange, Blue, Silver, Yellow, Green)



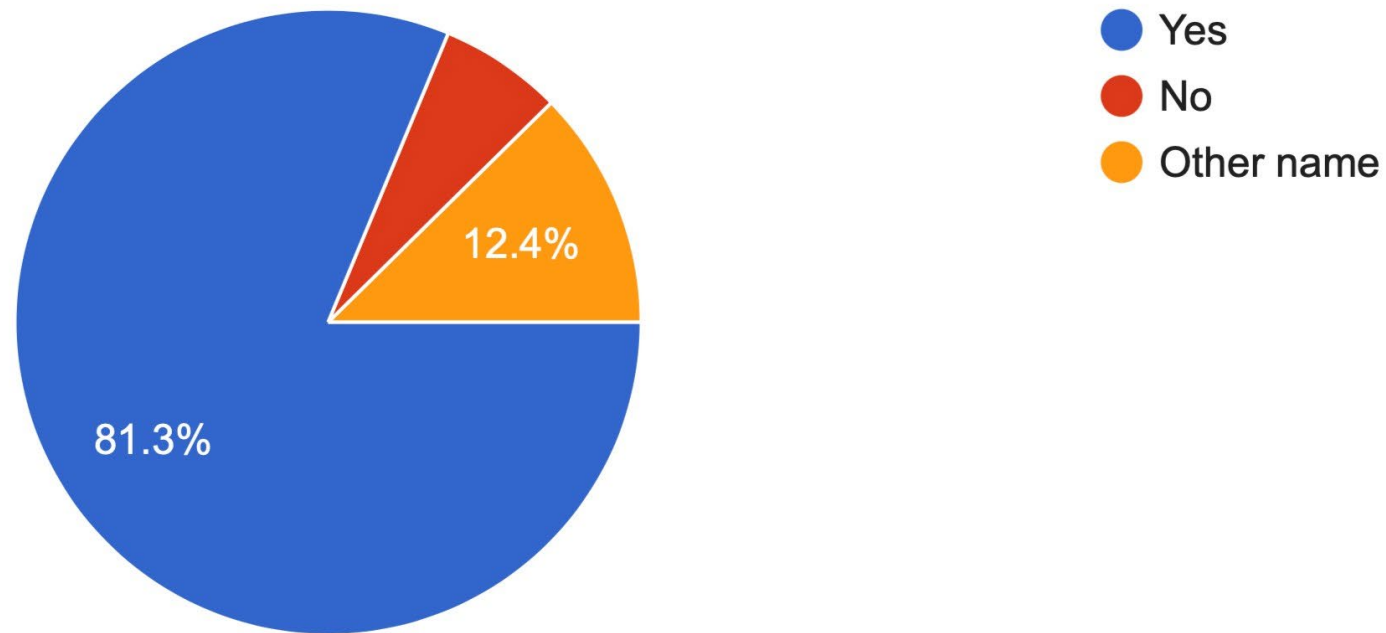
## Transit Agencies Using Letters & Numbers

- LA Metro: A-E, K
- Sound Transit (Seattle): Letters and Numbers (1 line and T line)
- Denver RTD: A-E, G, H
- MTA (New York): Letters and Numbers
- SEPTA (Pennsylvania): Names, Numbers and Colors

# Peer Agency Rail Line Naming

## 7. Do you like SacRT's current light rail lines distinguished by the color (blue, gold and green) or a different naming convention (not a color)?

283 responses





1973



2001



2006



2018



2023



2024

# History of the SacRT Brand





# Revitalizing Our Brand





# Design Language



February 21, 2024

I hope this letter finds you well. As we have discussed previously, I am writing to express my interest in collaborating with you on a project related to public transit management that I believe will benefit to both of our departments.

Given our respective experience and expertise, I believe that our collaboration could yield results that could enhance the efficiency and effectiveness of public transit management. Your previous work, in particular, has caught my attention, and I am impressed by the positive impact it has had on the community.

I propose that we develop a comprehensive plan for integrating new technologies in public transit. By pooling our resources and insights, we can explore new and innovative approaches to public transit and generate value for our respective organizations.

I understand that you are likely very busy, but I wanted to formally propose this collaboration. If interested, I would welcome the opportunity to schedule a meeting at your convenience to discuss this further.

Thank you for considering this proposal, and I look forward to hearing your thoughts.

Sincerely,

Josephine Doe  
Job Title Here

Letterhead



(front)



(back)

Business Cards



Annual Report

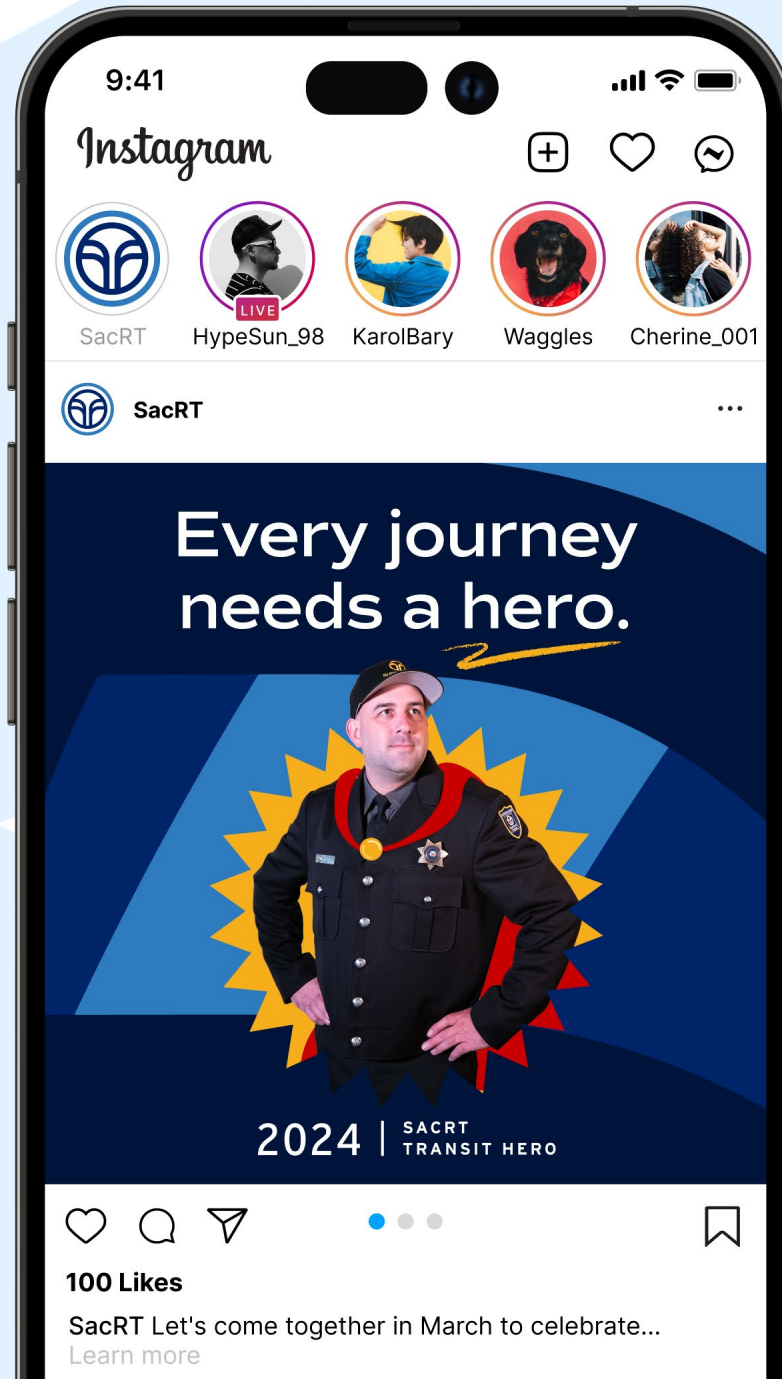
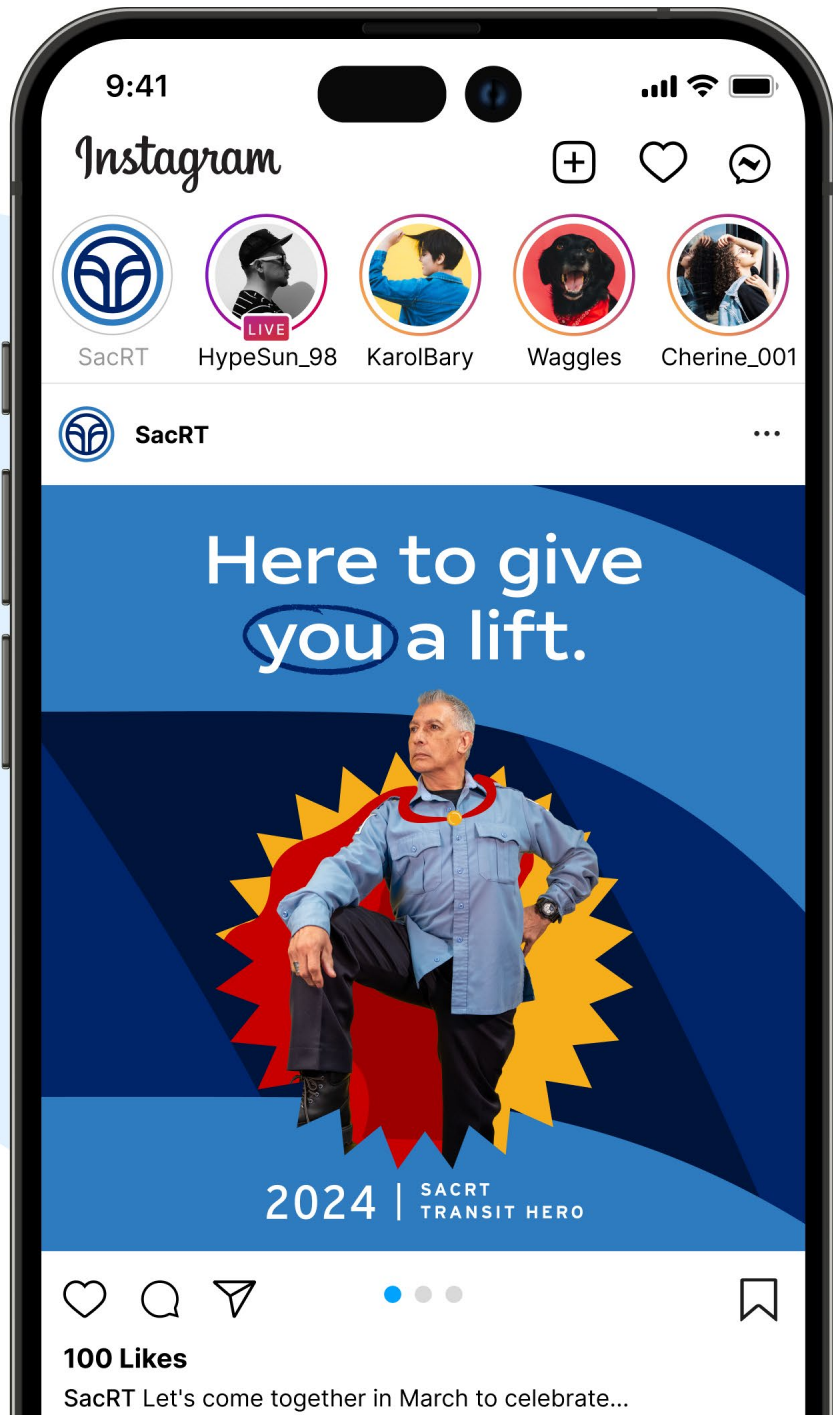
# Branding Applications







# Branding Applications







# Branding Applications

BRAND CAMP

by Tom Fishburne



# Why Branding is Important

MONDAY, MARCH 11

---

Thank  
you



**SACRAMENTO**  
REGIONAL TRANSIT