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**New Look, New Image for Bus Service**

Marin, CA – The Marin County Transit District, formed in 1964 and showing its age, has had a makeover. Now working under the more succinct title Marin Transit, the service is rolling out a new look on its buses this month.

"The goal of our rebranding is to establish a clear name and image for our county transit system," said Transit Planning Manager Amy Van Doren in a prepared statement. "We are confident that our new public name will elevate awareness of Marin Transit as a public service available to residents and visitors. Marin Transit provides a convenient and affordable alternative to a second or third family car and lifeline services for seniors, youth, and transit dependent residents of our County."

Van Doren took the time to field some questions about the district's new name, new look and new "green" image.

What prompted the desire to change the image?

Based on our market research and public outreach, we learned that the Marin County Transit District [MCTD] didn't have an image within our service area and awareness of our specific services was very low. We wanted to create a brand that unified our transit services and created a sense of pride throughout the community. Our goal was to make it easier for current - and potential - customers to identify the vehicles and service opportunities of our local transit system.

How long of a process was it?

Based on direction from our board of directors, we held a contest in fall 2006 to explore new brand names and logos for the local transit system. In January, the MCTD board directed staff to select a professional marketing and graphic design firm to assist with developing name and logo proposals. Working with the selected consultant, we presented preliminary logo concepts at the March board meeting. The board approved the name and logo for Marin Transit on May 21.

Who designed the new look?

From the logo contest we received a total of 22 entries. Utilizing elements of various designs, the final logo was refined and then implemented into various elements of our current marketing activities and programs.

What was the cost?

A number of elements compose the cost of the rebranding campaign. A coordinated effort to seamlessly introduce our new brand includes the Marin Transit website [marintransit.org], brochures, system maps and our community shuttle transit vehicles, which are being rebranded the first week of July.

How was the final decision made (and by whom)?

A series of concepts was brought to the board in March 2007. From this meeting, preferred concepts were chosen, and staff responded with a final recommendation for MCTD board approval at its May meeting. The MCTD board consists of the five county supervisors and two representatives from city councils in Mill Valley and San Rafael with an alternate from Sausalito.

What do you think the new image says about the agency and its riders?

We selected the green colors to reflect both the Marin landscape and public transit's environmentally friendly qualities. Increased public transit use will reduce greenhouse gas emissions that lead to global warming and will promote community development. The silhouette of Mount Tam is a significant element of the logo and is a feature that many associate with Marin County.

Marin Transit operates local bus service through a contract with Golden Gate Transit, as well as contracts with other operators for the West Marin Stagecoach, and three local Community Shuttles. For more information including routes and schedules, please call (415) 499-6099 or visit [www.marintransit.org](http://www.marintransit.org).

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