

STUDIO
SIX

BRANDING.COM

Proposal for
**2018 CASTA
Spring Training
Conference**
May 15-18

Presented by
Studio Six

A branding agency based
in Colorado specializing in
transit & city marketing



STUDIO SIX

Principal Contacts:

Traci Jones

Principal
Creative Director
traci@studiosixbranding.com

Andrea Robbins

Marketing Strategist
andrea@studiosixbranding.com

Studio Six

1114 Neon Forest Circle #6
Longmont, CO 80504
303.652.6230

[StudioSixBranding.com](https://www.studiosixbranding.com)

For Studio Six

Winter Park Transit Story:

<https://www.dexigner.com/news/29704>

Proposed CASTA Presentation by Studio Six

Banish the Bland! The Secrets to Successful Transit Branding

Municipalities around the world are challenged with one of the biggest marketing dilemmas to date... how to effectively sell public transportation services and convert drivers to riders. How can transit departments develop solutions to ease congestion, pollution and frustration in the car-centric society in which we live?

The Challenge

Studies have shown that there are (3) major barriers to increasing transit ridership:

- The system doesn't meet the rider's needs
- There is a negative perception and stigma associated with mass transit
- There is a knowledge gap regarding the service

The Studio Six presentation will focus on how to overcome two of these three major challenges, solving negative perceptions and knowledge gap issues. We will discuss techniques for ensuring transit is attracting new riders and creating a raving tribe of choice riders. We will discuss how to build a transit brand that creates excitement, buzz and pride for local communities. Through our unique approach honed over the last 20 years, we will share strategies for elevating the perception of transit and reshaping the expectations of municipal branding.

This topic is important and timely because rural to mid-size transit agencies typically do not have the luxury of having dedicated marketing and outreach staff and are often challenged by ridership issues. Budgets are stretched and focused on optimizing service but not *selling* the service. In this conversation we will discuss the secrets to effective marketing and branding designed to win the hearts and minds of new riders.

Hello

About Studio Six

Specializing in branding for transit departments and municipalities, Studio Six is a boutique agency developing successful campaigns for cities and organizations from the east to the west coast. We have helped our clients increase ridership, shape perception, build awareness, create stronger brands and modernize communication tools. Our transit experience began over 20 years ago when we were part of the team that developed the first branded transit system in the nation, the GO Boulder system. Since this time, we have transformed the transit experience with innovation and a modern design aesthetic.

Yes, We've Done That.

From top to bottom. Inside and out. You name it and we have mapped it, signed it, designed it, posted it, managed it, promoted it and yes, celebrated it. We are an awarding winning agency and have been published by Inc. Magazine, Dexigner Online Design Magazine, Princeton Press, Art Directors Club of Denver, Logo Lounge, Corporate Identity USA and AIGA:

Inc.



DEXIGNER

Studio Six Capabilities

Strategy & Messaging

- Branding Strategy
- Marketing Strategy
- Naming
- Messaging
- Brand Positioning

Creative Campaigns

- Logo Design
- Print Collateral
- Map Design
- Websites
- Online Advertising
- Email Campaigns
- Graphic Standards
- Custom Photography
- Video

Branded Spaces

- Branded Interiors
- Signage & Wayfinding
- Design Intent Drawings
- 3-D Renderings
- Branded Events

Large Format

- Tradeshow Graphics
- Branded Vehicles
- Outdoor Advertising



Who



“We have a little love affair with words and images, neither seems to mind.”

TRACI JONES *Principal, Creative Director, Studio Six*

Branding Specialist

Traci is our off-the-charts talented creative mind and strategic branding expert with a talent for writing and solving any puzzle she is delivered. Having worked for some of the most prestigious design firms in the nation, Traci brings with her 20 years of unmatched experience. Focused on helping organizations tell their story, she guides our clients in developing a vision for their brand and leads the creative team to create solutions that are on point, unexpected and results driven. The hallmark of Studio Six is listening to our clients, analyzing the research and delivering uniquely designed creative solutions.

Relevant Experience

Driven by a passion for visual communication, Traci's professional career has included highly regarded creative agencies, highlighted by her experience at Communication Arts (currently Stantec) and as the Senior Designer at The Creative Alliance. It was at Communication Arts where she teamed with the City of Boulder to develop the branding for GO Boulder's transit system in 1997. Since that time, she has developed a following of municipal clients and has designed a diverse range of civic branding campaigns ranging from transit to economic development.

Transit & Signage Experience

Traci has branded transit systems and signage for the cities of Boulder, Winter Park, Asheville, North Carolina and Downey, CA. Her large scale (eight-story) signage work appears in Downey, CA and Castle Rock, CO. She was the team lead on the Winter Park Branding initiative and oversaw a team of design professionals, numerous outside vendors and fabricators and led community stakeholder sessions. The team embraced a fast-paced deadline to launch the system in a mere three months to meet the increased transit demand of ski season. This work won CASTA's **2017 Colorado Transit Resort Agency of the Year** for the Studio's work on the Winter Park transit system. Traci has an MFA in design and has taught at the University of Arizona and Front Range Community College. Her work has been published by Princeton Press, Inc. Magazine, Dexitner Online Magazine and Rockport Publishers and she has won numerous coveted design and branding awards.



“With creativity any complex challenge can be solved.”

ANDREA ROBBINS *Marketing Strategist, Project Manager*

Transit Marketing Specialist

Since 1989, Andrea has enjoyed a long career in transit beginning at GO Boulder, as one of its founding team members. She has developed, coordinated and implemented strategic programs, event marketing, the Employee Transportation Coordinator (ETC) network, outreach and public relations, launched seven transit services, the EcoPass bus pass program and developed TDM programs for developers. She has partnered on projects with local and regional agencies including school districts, counties, chambers, DRCOG and CDOT and worked closely with neighborhoods, residents and the public. Andrea created local, national and international awareness for GO Boulder and developed marketing programs contributing to the reduction of single occupancy vehicle use. Andrea was part of the team that developed the HOP, SKIP, JUMP, LEAP, BOUND and STAMPEDE that saw ridership increases of up to 300 percent. Prior to joining Studio Six she managed programs at 36 Commuting Solutions, assisting the businesses along US 36 discover their transportation options.

Winter Park Transit

Serving Local Residents & Tourists

Ready to leave behind the antiquated school buses that had provided resort-to-community transit service for more than two decades, the Town of Winter Park recognized an economic development opportunity. With tourism as the major industry, providing exceptional transit service for visitors and local residents was a key priority. Modernizing the system, and shaping the perception of Winter Park as an exciting destination would be enhanced by a well branded system.

Hired: 2016-Currently working with Winter Park
Michael Koch: Transit Manager, the Town of Winter Park,
970.509.9781 x210

At-A-Glance



8 Total Routes



2,984 Daily Trips in Peak Season
13,488 Annual Ridership



103% INCREASE
In May, ridership increased from 2,329 to 4,718 riders



20% INCREASE
Summer ridership from 2016-2017 increased due to more community information and improved signage solutions

Studio Six was hired to modernize the brand and develop all communication tools to promote the service. We worked closely with the community to understand priorities, aesthetic preferences and project goals. A new brand was developed that has been embraced by the community and is now seeing increased ridership.



Before



After



Studio Six designed the new Winter Park transit system and marketing materials. The scope included:

- Maps
- City-wide signage including five sign types
- System identity including logo & vehicle wrap
- All promotional materials

Asheville Transit

Transit Transformed. Ridership Increased.

With an aging fleet of buses, routes needing reconfiguration and a system that lacked a strong identity and brand, the Asheville Transit Department recognized a need for an entire system update. After being awarded a \$2.1 million federal grant, the department was poised to transform the system and redefine the perception of mass transit in their community. After an extensive RFP process, Studio Six and Urban Trans were hired to transform transit and increase ridership in Asheville.

Hired: 2011-Currently working with Asheville

Mariate Echeverry: Former Department Director, City of Asheville, Currently the Senior Transportation Planner at AECOM, 704.716.0734

Asheville Transit



19

Total Routes



5,939
2,155,808

Daily Trips

Annual Ridership



4,000
NEW TRIPS

Within one month after rebrand, over 4,000 new trips were measured.



20 MAPS

Studio Six completed 20 maps in 3 weeks.

Not any agency will tackle this type of deadline! Deadlines matter.

We transformed a typical bus into a transit system that now communicates Asheville's dedication to sustainability. With tight budget constraints, we developed a design that only required the vinyl wrap to be applied to the lower half of the bus reducing the cost by 50 percent.



Before



After