

The art of
brand storytelling.

STUDIO SIX BRANDING





VS



**How to tell a better story,
one that is memorable &
gains the attention
of your community.**

STUDIO SIX BRANDING





Today we are looking at transit brands that are embracing storytelling



pushing boundaries and shifting perception

Design & Conquer

STUDIO SIX BRANDING





**John Sayles,
Passionate
Graphic Designer**

**Infectious passion for
environmental design
and making a lasting
impact on the world.**

Pushed the status quo: 2D to 3D

Designed in 3-D



Designed in 3-D

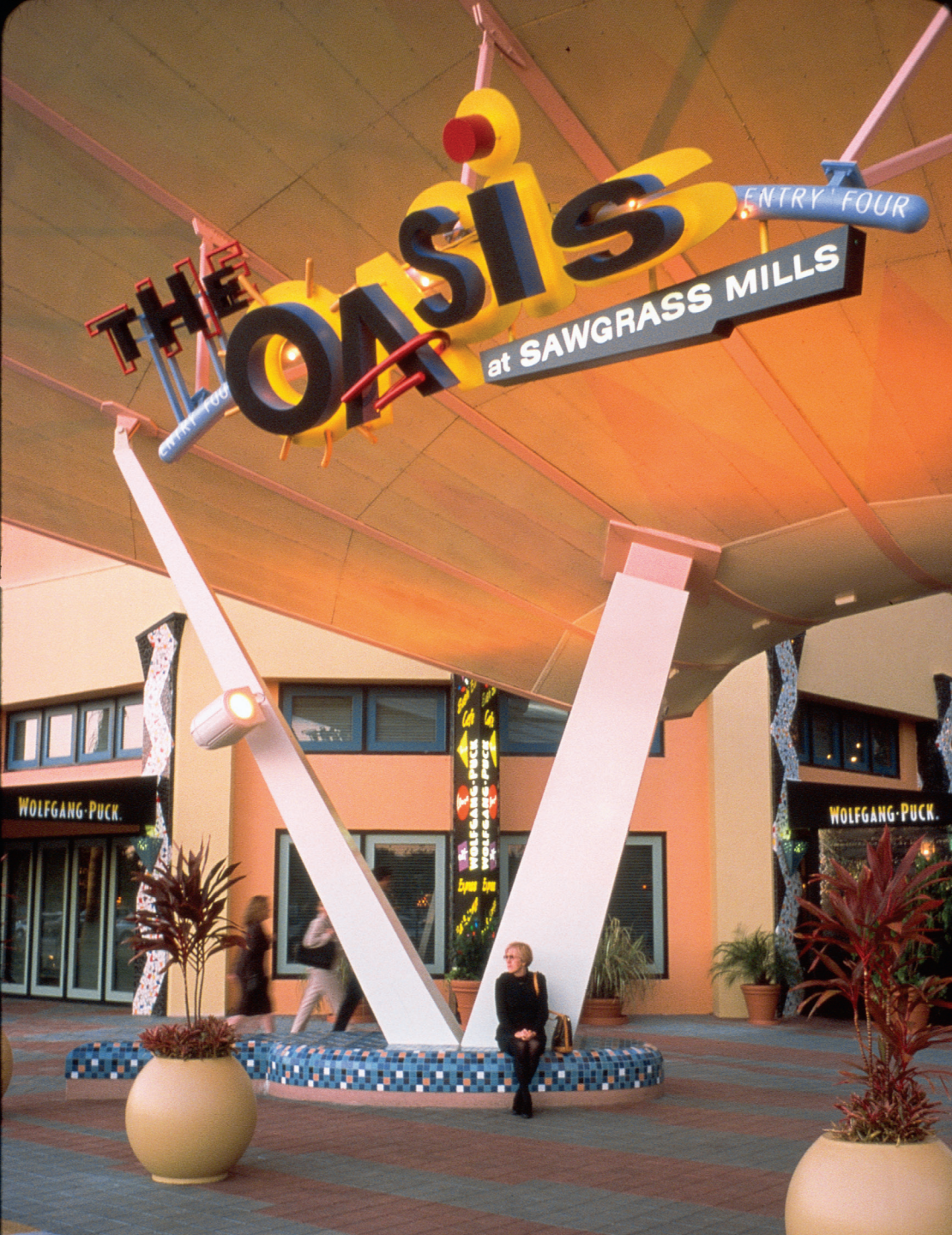


Designed in 3-D





The Oasis at Sawgrass Mills Ft. Lauderdale



Entertainment District Signage

**Integrating dimension
with a fun, playful personality**

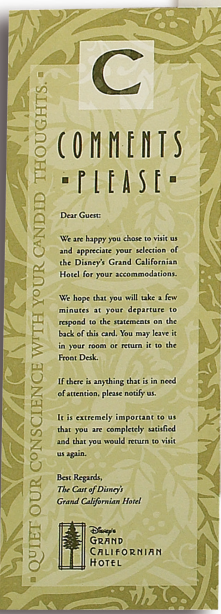




Goal was to push boundaries



**Designed the print collateral
for Disney's Grand Californian**



Disney's
GRAND CALIFORNIAN HOTEL
 1600 South Disneyland Drive
 Anaheim, CA 92803
 (714) 635-2300
 disneyland.com

READ & HEART HOLD. SHARE THE KNOWLEDGE THAT YAIRNS TO BE TOLD.

Printed on recycled paper.



1997: GO Boulder Transit



**Transit system designed by the community.
For the community. To enhance community.**

**Today, looking at case studies
and strategies that you can apply to energize
your systems and create an authentic
brand that will resonate with your community.**

The secrets...

VS



Discontinued in early 1980s



Branding tells a story

It's the difference between a product and an idea.

2 FOR \$1
Smart Sense® 1L sparkling water or sparkling fruit juice 17 oz. Assorted varieties. -CA CRV

25% OFF
SALE 12" Burpee premium hanging basket Reg. 19.99-29.99. All hanging baskets on sale. Assortment may vary by store. Basket style may vary by store.

\$9
Hanging basket plant stand Reg. 19.99. Hanging basket sold separately.

MEMBERS GET \$2 IN POINTS*
when you buy these items. Points valid for 90 days.

\$11.99
Tide 92-100 oz. liquid detergent (48-64 loads), Tide PurClean 75 oz. or Tide Pods 32-42 ct.

MOTHER'S DAY SUNDAY, MAY 14
Offers valid thru Saturday, May 13.

This week's HOT DEALS
Offers valid thru Saturday, May 6.

3 for \$10
Smart Sense 35 value pack water. Assorted varieties. -CA CRV

COMPARE & SAVE \$6
Smart Sense 1000-sheet 12 ct. or Scott 1000-sheet 8 ct.

\$6.99
SALE Basic Editions women's Mother's Day tees Reg. 9.99.

more @ **KMART.com** | **kmart** | A SHOP YOUR WAY PARTNER | cool stuff ON OUR APP



\$10 Billion, May 2017
Since 2000, KMART sales have dropped 72%
Old school retailer

\$70 Billion, May 2017

*See page 2 for member details. By accepting Shop Your Way® member benefits and offers, you agree to the Shop Your Way terms and conditions, available at www.shopyourway.com/terms. Prices effective Sunday, April 30 thru Saturday, May 13, 2017, unless otherwise specified. SuperCenter prices are effective starting at 8 a.m. Sunday, April 30 thru midnight Saturday, May 13, 2017.

VS



Branding tells a story

It's the difference between buying a product and an experience.



Nike sells empowerment through athletic pursuit.



Innovators are shifting the status quo



ART

Asheville Redefines Transit

ART: Strategic brand development

Asheville, NC

- Perched in the Blue Ridge Mountains
- Known for lush rolling hills



Vibrant Art Community

Biltmore attracted craftsmen & artisans from around the world in the late 1800s

Still home to generations of artisans with a lively arts community





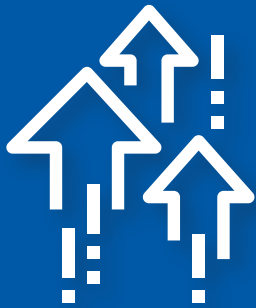
Green Vibe

Recycling is a moral imperative
Focus on sustainability



ART

Asheville Redefines Transit



Within one month
4,000 new trips

How did we tell the story?

Visual brand

Verbal brand

Experiential brand

BEFORE



AFTER



Treated transit as a product

Infused a modern personality

Reflected both the organization and its community



TRAILS & RIDES IN WINTER PARK

Mountain Bike Capital, USA™



A previously faceless system



Worked with the community
to identify the WP brand story





Visible in every season

Telling the Winter Park visual brand story





Miller Road, Southbound

2018 SPRING, SUMMER, FALL SCHEDULE
April 24-Resort Opening

WINTER PARK	WINTER PARK	WINTER PARK	WINTER PARK	WINTER PARK
Miller Road Southbound	Headwaters Park Southbound	Copper Creek Square	Winter Park Play Service	Winter Park Apartments
TO WINTER PARK RESORT				
7:54	7:55	7:56	7:56	7:56
8:35	8:35	8:36	8:36	8:36
9:14	9:35	9:36	9:36	9:50
9:54	10:35	10:36	10:36	10:50
10:34	11:35	11:36	11:36	11:50
11:14	12:35	12:36	12:36	12:50
11:54	13:35	13:36	13:36	13:50
12:34	2:35	2:36	2:36	2:50
3:14	3:35	3:36	3:36	3:50
3:54	4:05	4:06	4:06	4:20
4:34	4:35	4:36	4:36	4:50
5:04	5:05	5:06	5:06	5:20
5:34	5:35	5:36	5:36	5:50
6:04	6:05	6:06	6:06	6:20
6:34	6:35	6:36	6:36	6:50
7:04	7:05	7:06	7:06	7:20
7:34	7:35	7:36	7:36	7:50
8:04	8:05	8:06	8:06	8:20
8:34	8:35	8:36	8:36	8:50
9:04	9:05	9:06	9:06	9:20
9:34	9:35	9:36	9:36	9:50
10:04	10:05	10:06	10:06	10:20
10:34	10:35	10:36	10:36	10:50
11:04	11:05	11:06	11:06	11:20
11:34	11:35	11:36	11:36	11:50
12:04	12:05	12:06	12:06	12:20
12:34	12:35	12:36	12:36	12:50
1:14	1:35	1:36	1:36	1:50
2:14	2:35	2:36	2:36	2:50

Build face = PM All times are approximate.
* April 24 - September 4: Call for service 12am - 2am: 970.726.4163
= Times are operated June 14 - Sept 3, Thurs through Sunday only



Ride Free

- Fraser/Winter Park Black Line**
- Call-N-Ride Stops:**
To request a pick-up at designated Call-N-Ride stops or for ADA Paratransit, call 970.726.4163

WHERE'S MY BUS?

- TO FIND THE BUS IN REAL TIME:**
1. Download the **RIDEHOP** app
 2. Ride Code: lift
 3. Find your bus in real time

All buses are ADA accessible. The Lift transit service is owned by the Town of Winter Park.

The Winter Park brand creation story

The Lift Fun Facts

What's the meaning behind those colorful triangles?

Our modern transit brand represents the four seasons of our breathtaking mountain backdrop. We are so much more than just winter! Winter Park is filled with dynamic summer-time activities ranging from mountain biking, fishing, hiking, to concerts and events on the new stage! Experience Winter Park in every season!

An award-winning service

Winter Park's Lift Transit Service is an award-winning transit system.

The Lift is a FREE system with frequent and convenient service. Every detail has been considered—from the routes to easy-to-use maps and signage, to real-time bus tracking with the RideHop app. We are here to take you to your destination with ease! Enjoy the ride!



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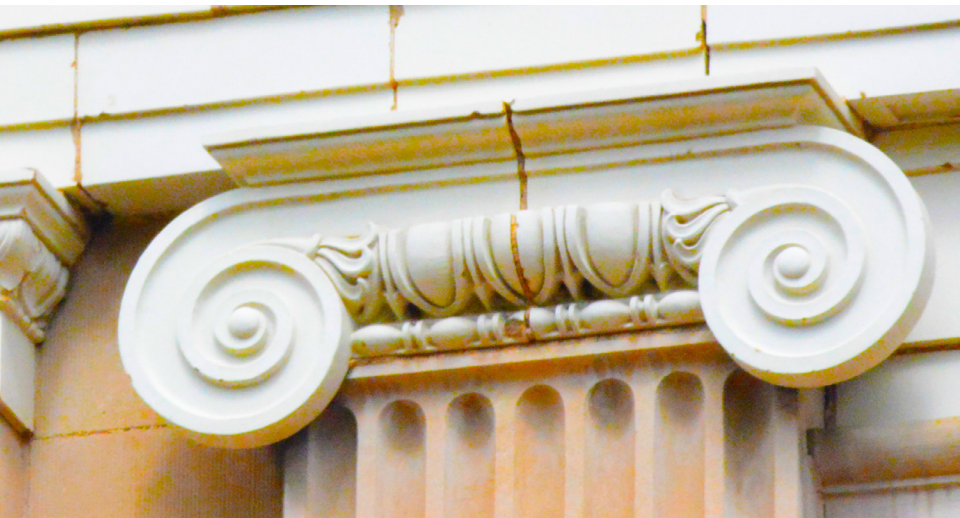
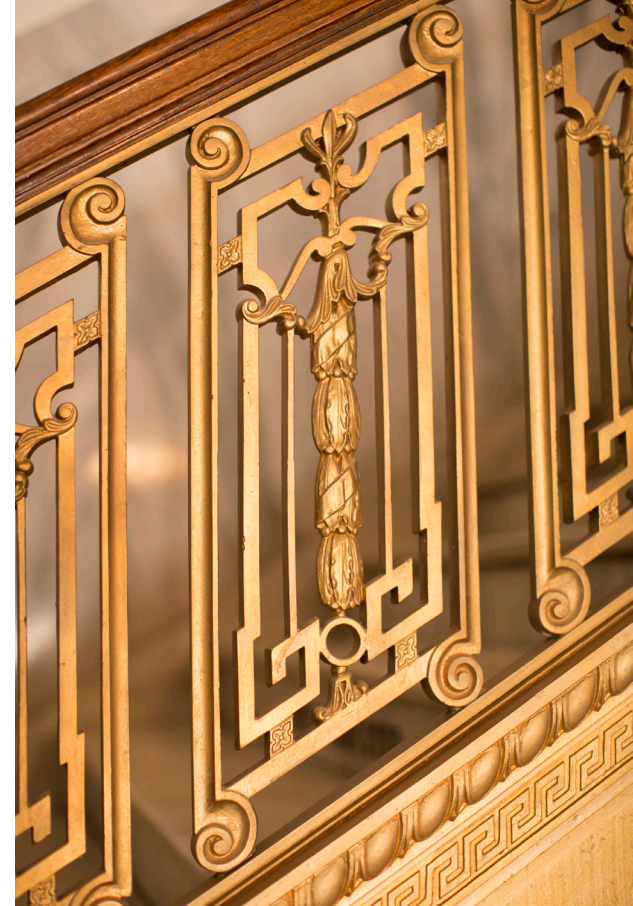


The Trinidad brand creation story



Has one of the largest inventories of historic buildings per capita in the West.

THE HERITAGE OF TRINIDAD







HISTORIC DOWNTOWN
TRINIDAD



The City of
TRINIDAD
COLORADO

TRINIDAD TOURISM BRAND



AND

CO **LO** **RFUL**
ART **ISTIC**

the essence of the **TRINIDAD ECONOMIC DEVELOPMENT** logo



A VIBRANT COMMUNITY
IN THE MIDST
OF REVITALIZATION



QUENCH YOUR QUIRKY



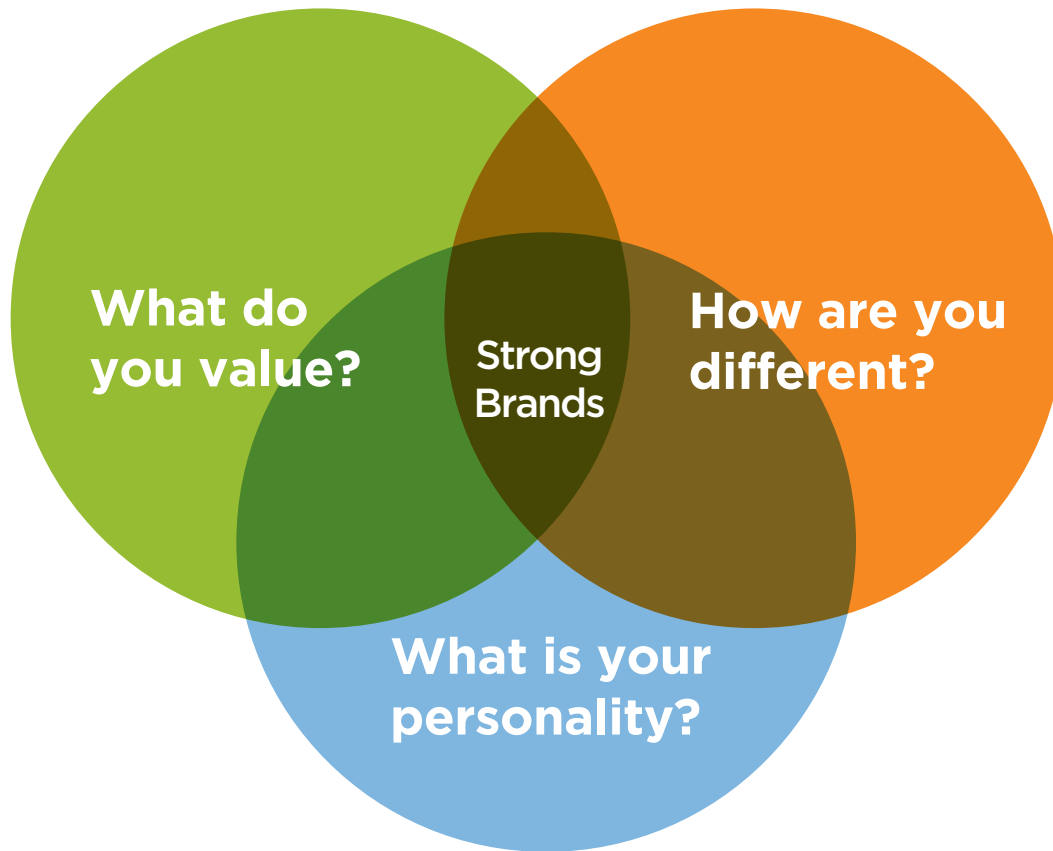
WHEN ORDINARY JUST WON'T DO, check out one of our many eateries in our historic downtown. Just five minutes off I-25 you will find the rich cultural blend of flavors, from delicious burgers to wood fired pizza, martini's.

And ask for the *Quench Your Quirky* menu item. It will be a special Trinidad inspired dish or cocktail that you won't find anywhere else!



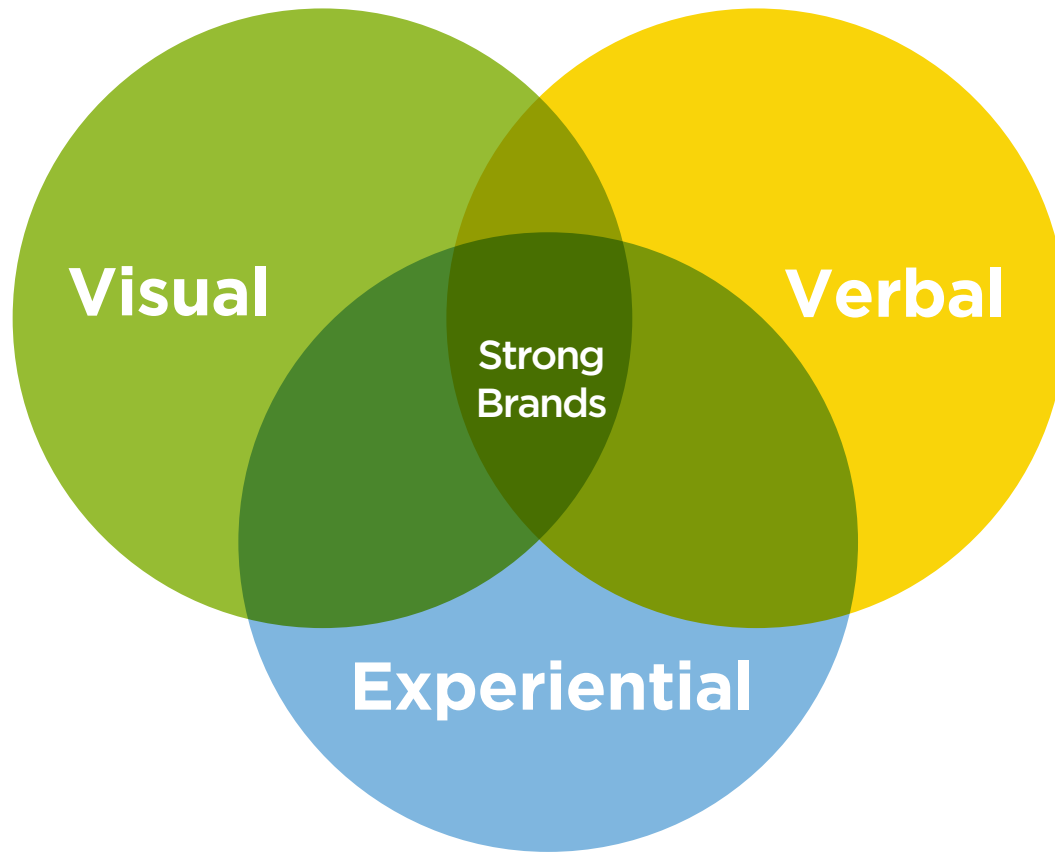
DiscoverTrinidad.org

WHAT IS YOUR AUTHENTIC STORY?



HOW DO YOU TELL THE STORY?

TELLING A STORY IN 3 UNIQUE WAYS



Company {does} (value) to
{help} (target customers)
with (problem).

**The (new) HOP frees riders
from the hassles of driving
and long bus rides.**

StudioSixBranding.com
303.652.6230



SIX

Welcome



Why do buses have to be grey?
Why does mass transit have to be so slow?
Why can't riding the

Studio Number
Musings from a
Design Junkie



STUDIO SIX