

STUDIO DIO SIX

BRANDING.COM

STUDIO**SIX**

CASTA COVID CAMPAIGNS & SIGNAGE

INCLUDES:

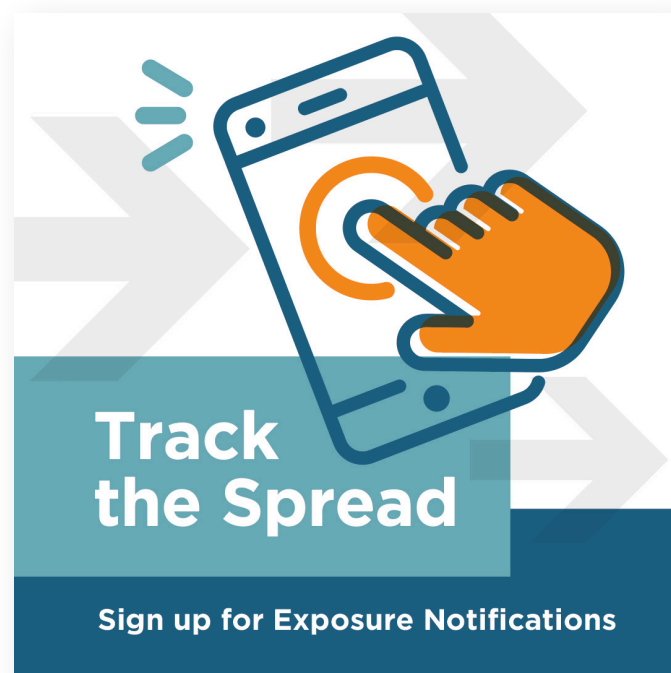
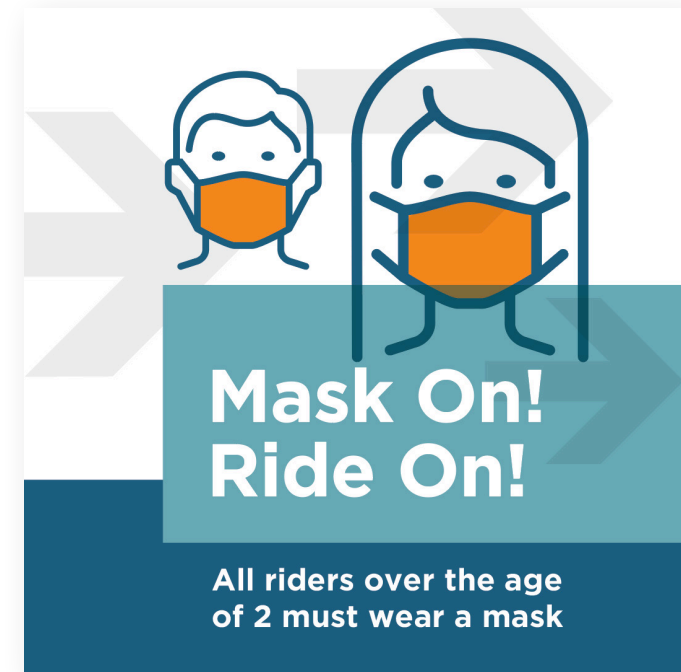
- Signage & Posters
- Social Media Posts
- Social Media Videos

Designing a better transit experience

STUDIO SIX

{STOP BY} 1114 Neon Forest Circle, #6 Longmont, CO 80504
{CHECK OUT OUR SITE} TransitBranding.com
{CALL} 303.652.6230

Social Media | Icon Version



These social media ads are sized for Facebook and Instagram at 1080 x 1080.
We have provided sample content on the next two pages.
Please customize the text content for your system.

Social Media | Post Sample Content



Share the love by standing 6 feet from other riders! Physical separation of 6 feet reduces the exposure of respiratory droplets and reduces particle counts to near baseline levels. Simple, effective and oh so easy! (Link to the COVID page on your website.)



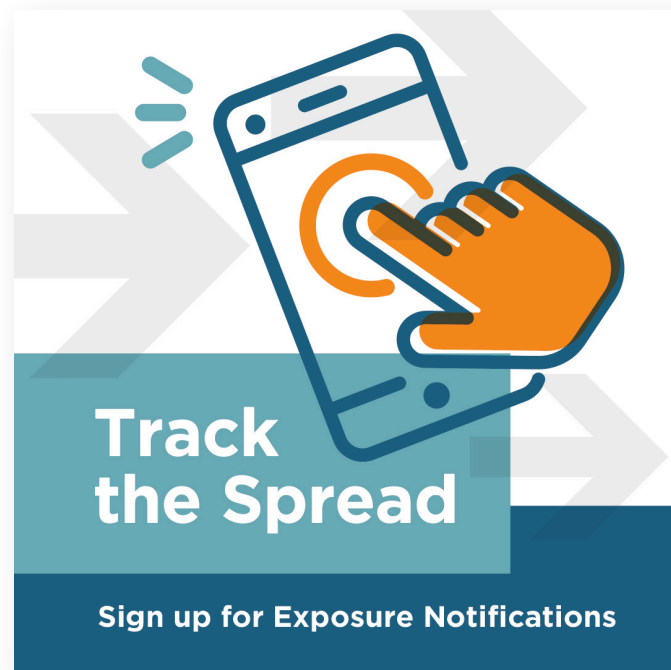
We are dedicated to keeping you safe with fewer riders! Currently (system name) is required by the State of Colorado to limit bus capacity to fewer riders with 50% seated capacity. This may (list impacts to your riders). Please be patient. Your safety is our utmost priority. For more information (website).



The number one way to stay healthy while riding transit is for everyone over the age of 2 to wear a mask. Masks are required on all Colorado transit systems in the state. Let's work together to prevent the spread. (COVID page on your site.)

This is sample social media post content. Please modify as appropriate for your system. We also encourage the use of hashtags to accompany each post.

Social Media | Post Sample Content



One of the key tools to fight COVID-19 is right in your pocket. CO Exposure Notifications is a free and voluntary service that will notify users of possible exposure to the virus. Help us slow the spread. No personal data is shared and everything is completely anonymous. For more information: <https://covid19.colorado.gov/Exposure-notifications>

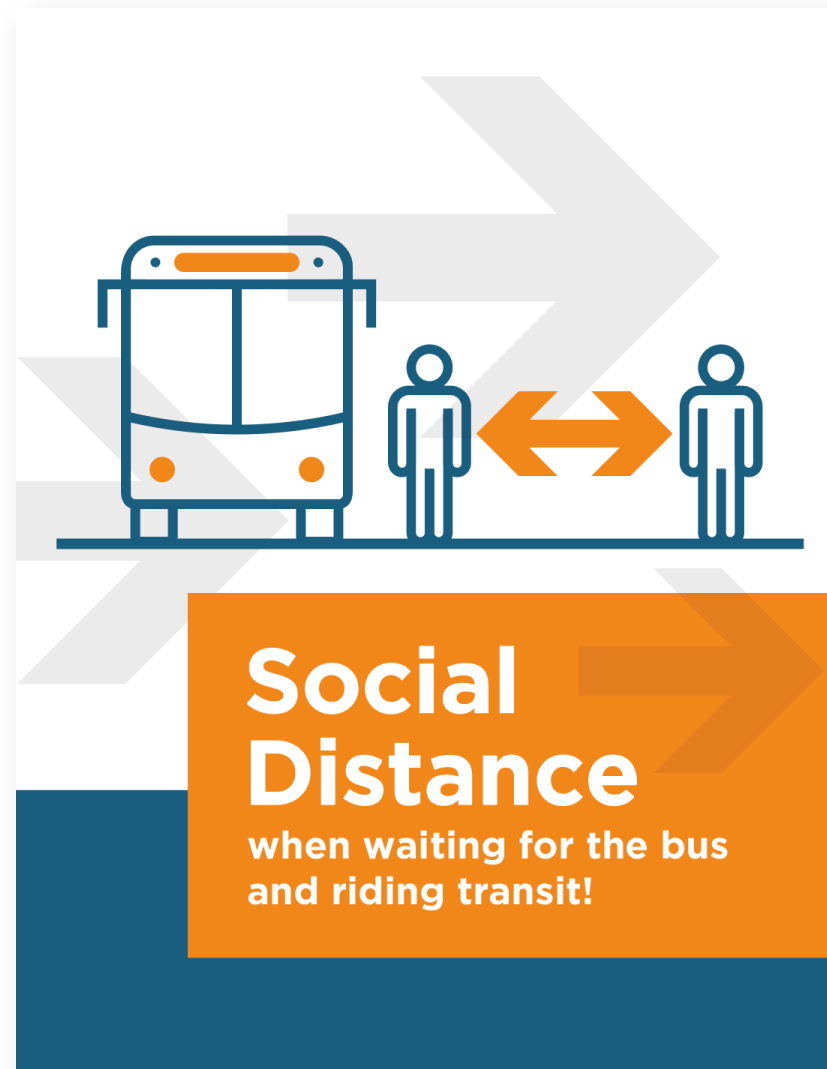


Here at (system name), we are disinfecting to the highest possible safety standards. Our top priority is keeping riders and drivers safe with a clean interior environment inside our vehicles. For more information: (Link to the COVID page on your website.)



We can all work together to slow the spread! If you are not feeling well, please stay home. If you think, or know, that you've been exposed and have symptoms please get tested immediately. Keep Colorado (or city/town name) safe while traveling! (Link to the COVID page on your.)

Signage | Icon Version | Option One



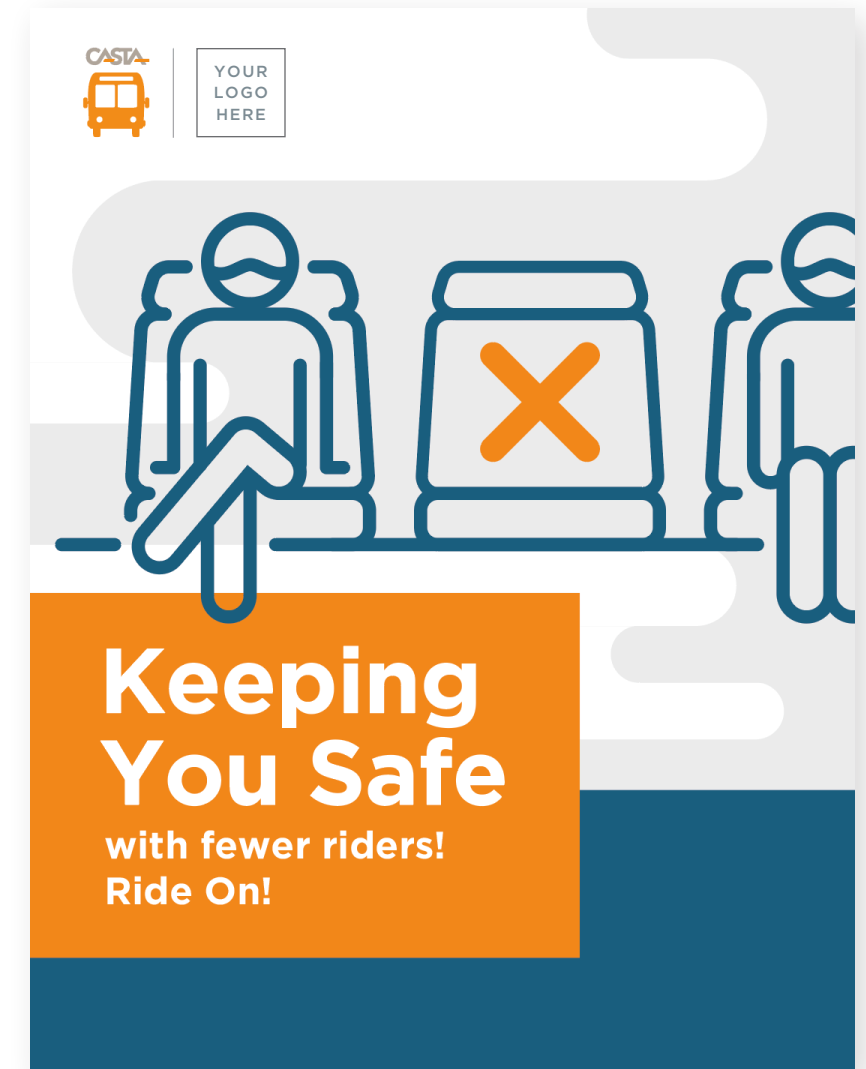
Social Distance

when waiting for the bus
and riding transit!



Mask On! Ride On!

All riders over the age
of 2 must wear a mask



Keeping You Safe

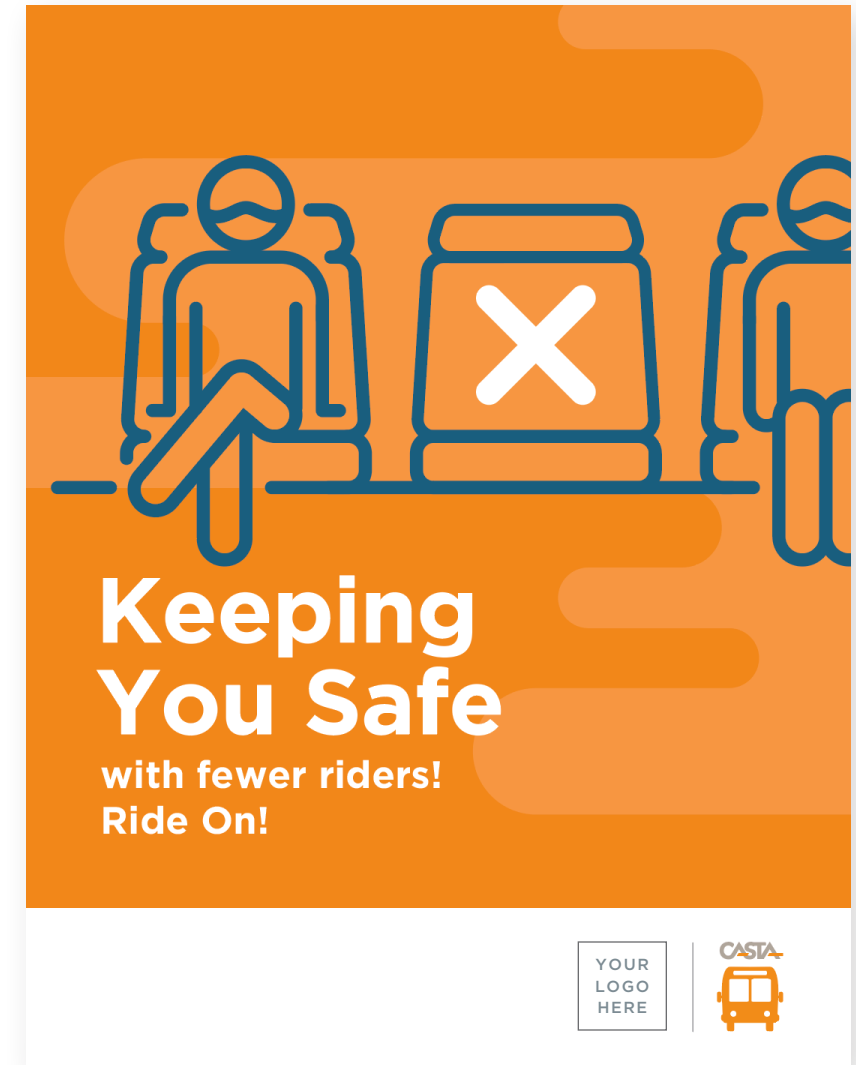
with fewer riders!
Ride On!

These are posters and signs that are sized to 8.5" x 11" and 11" x 17."
They are provided as pdfs with and without bleeds.

For internal printing, choose the file without bleeds. If you would like the graphics to bleed to the edge, please send the files to a digital printer and have the printer trim the file using the crop marks.

Additionally, if you would like to add your logo, we have created a version in Word for you to add your system logo next to the CASTA logo. Please find the Word documents in the same folder.

Signage | Icon Version | Option Two



These posters and signs are additional design options featuring the same safety information.

Poster | Icon Version



These posters and signs have been provided in 8.5" x 11" and 11" x 17" with and without bleeds. For internal printing, please use the file without bleeds.

For professional level printing, use the bleeds and have the printer crop to size. You can print this on any substrate from paper to a thicker sign substrate like Dibond.

Video | Icon Version



A social media video has been created for use in Facebook and Instagram featuring our top transit safety messages.

Movement and animated posts prove to be 6X more effective than static posts. Please incorporate this post into your social media calendar.

Video | Mountain Version

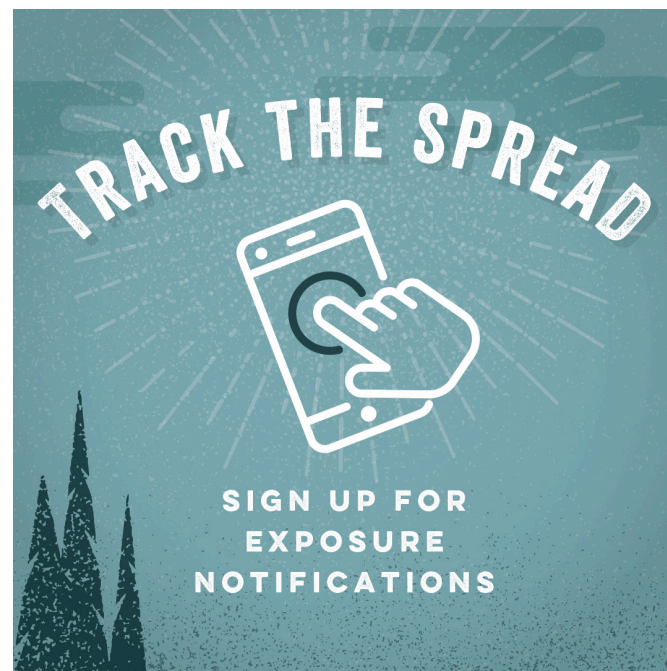
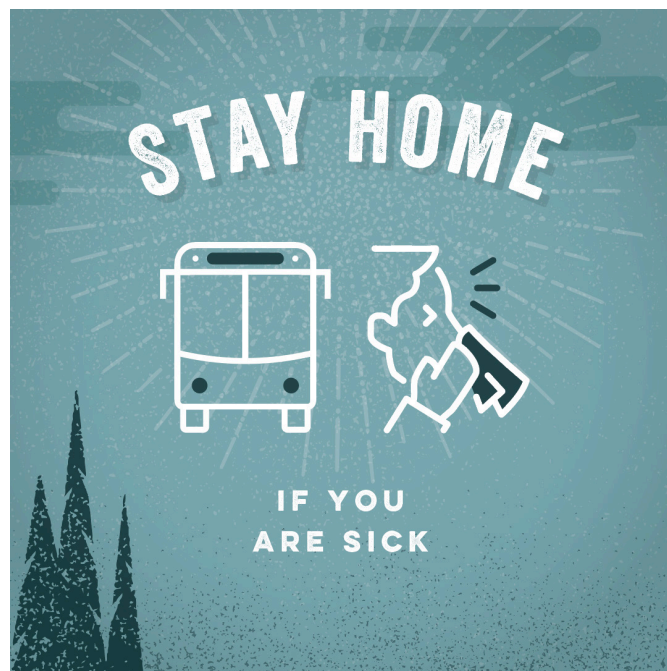


For those systems with mountains in your backyard, this campaign was created just for you! This social media video will increase awareness of our key transit safety messages. This is sized and designed for Facebook.

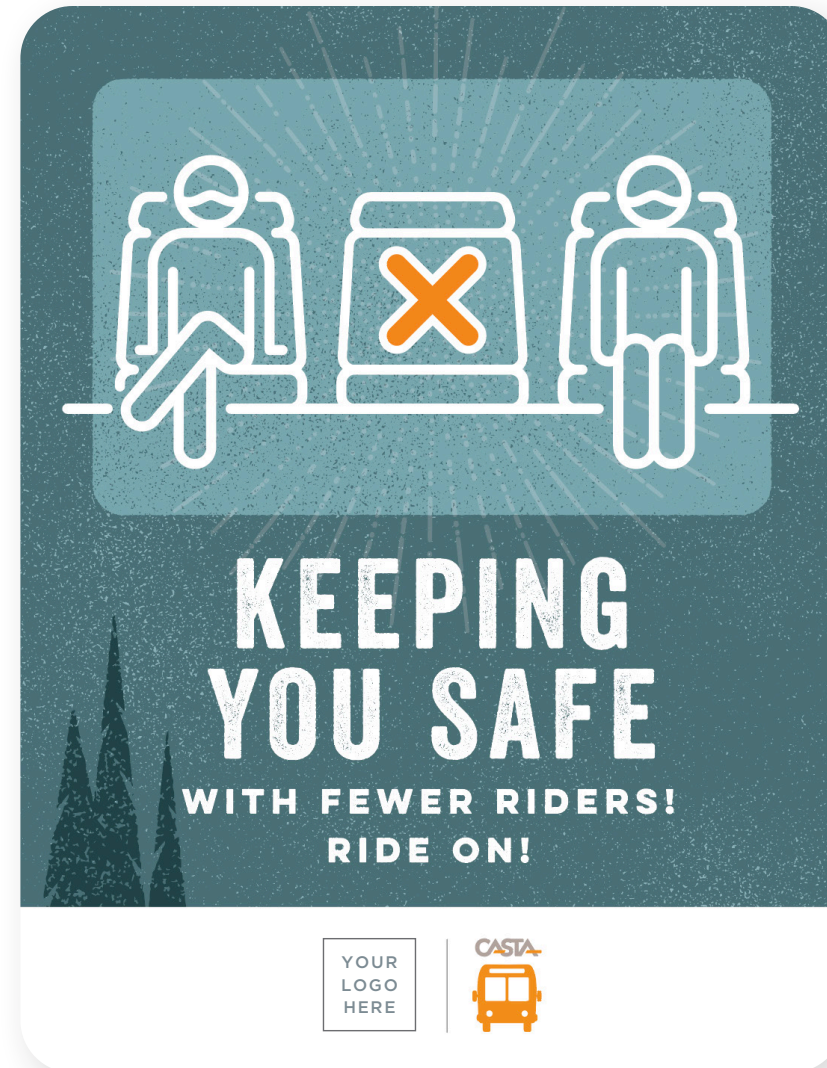
To access the video:

<https://vimeo.com/studiosix/download/489168713/6056778af0>

Social Media | Mountain Version

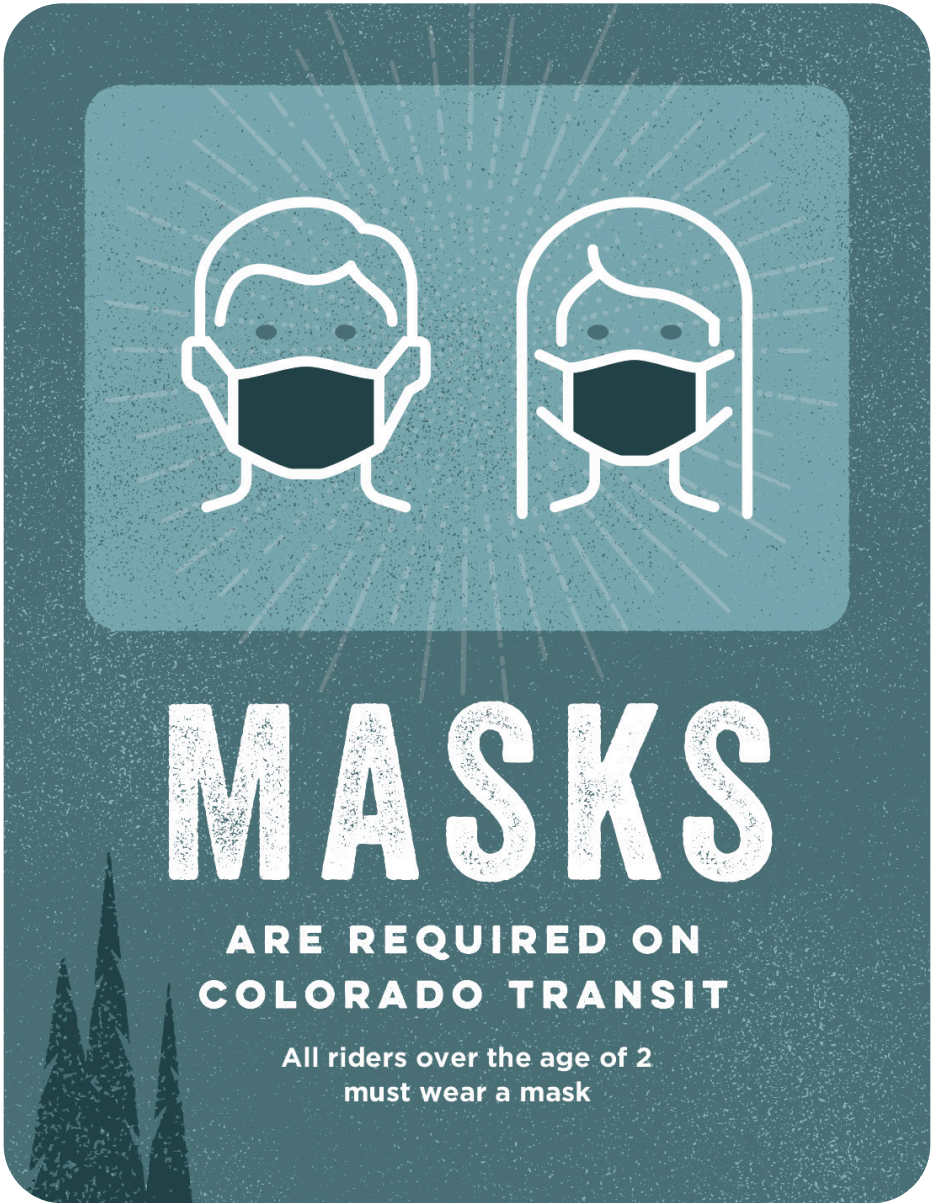


Signage | Mountain Version



EDITABLE TEXT VERSION

Signage | Mountain Version



This sign and poster version is ready to print. If you would like to add your system logo, please use the version on the page 11.

Poster | Mountain Version



This graphic features all of our safety messages and can be used as a poster or sign.