



# Arterial Bus Rapid Transit (ABRT) Branding Recommendations

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# Benefits of Branding Transitways







- Clearly differentiates transit service types and distinguishes from local or express buses.
- Communicate consistency for services that extend beyond one county/area and could be operated by multiple providers.
- Increases ease of use for customers.
- Creates loyal customers with consistent delivery of branded services.

# Previously Approved Regional Transitway Guidelines Branding Framework

- Position, brand, and identify LRT and Highway BRT (HBRT) service as one system.
- Unify the LRT and HBRT services brand using a distinct system name – METRO.
- Name LRT and HBRT lines using colors.
- Apply regional transit color scheme to the LRT and HBRT services.
- Delayed ABRT branding decisions to a later date.

# Arterial Bus Rapid Transit (ABRT) Branding Recommendations

1. Position, brand and identify arterial bus rapid transit (ABRT) as part of the existing METRO system of light rail transit (LRT), dedicated BRT (DBRT) and highway bus rapid transit (HBRT) services.
2. Name ABRT lines using a letter designation.
3. Apply the regional transit color scheme to ABRT vehicles, stations, and signage.

Service Type	Name	Logo
<p>Light Rail Train</p> <p>Highway Bus Rapid Transit, Arterial Bus Rapid Transit, Dedicated Bus Rapid Transit</p>	<p>METRO Light Rail</p> <p>METRO Bus Rapid Transit</p>	
<p>Local, Limited, Express Bus</p> <p>Commuter Rail</p>	<p>Metro Transit</p> <p>Metro Transit Northstar</p>	 
<p>Regional ADA</p>	<p>Metro Mobility</p>	
<p>Regional Dial-a-Ride</p>	<p>Transit Link</p>	
<p>Regional Vanpool</p>	<p>Metro Vanpool</p>	



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Future Rapid Transit Network

