

**Joint Board Special Meeting
February 14, 2019**

Action: Approve ORCA Brand Refresh

Purpose: To refresh the current ORCA brand for the next generation ORCA system.

Background: Sound Transit developed brand options with a subcommittee of the Regional Marketing Committee. The Committee then unanimously selected the proposed logo and brand elements. The selected option was then presented to the ORCA Steering Committee who recommends the refreshed brand to the Joint Board.

The refreshed brand elements will be provided to INIT for preliminary design work.

Recommendation: The Regional Marketing Committee and ORCA Steering Committee recommend approval of the refreshed ORCA brand.



ORCA BRAND REFRESH

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Goals:

- Position ORCA next generation as the easiest way to pay for your transit trip AND differentiate it from the original ORCA card/experience
- Define the customer benefits: the brand promise for next generation ORCA
- Define the ORCA next generation brand personality to help develop voice/tone and updated visual style
- Allow easier marketing to more effectively reach target customers who might not have opted to use the original ORCA card

Evaluation criteria

The updated ORCA brand must:

- Relate to the existing ORCA brand, transit in general and our region
- Make the ORCA brand identifiable, distinguishing it from other transit providers and ticketing options
- The ORCA next generation brand needs to be appealing, accessible/inclusive and establish ORCA as the preferred transit payment option

Also, as brand is extended, marketing strategies and materials should be more equitable and address a broader population than the current ORCA user-base such as those with limited English proficiency and customers without access to a bank account.

Audiences

- Transit riders who haven't yet adopted ORCA (possible sub groups: infrequent riders, riders who currently ride one mode/one agency but are more likely to transfer in 2021 and beyond, limited and non-English speakers, etc.)
- Existing ORCA users
- Potential business accounts

Launch marketing/communications plan will delve more into HOW to reach these audiences and with what messaging, brand development just needs to keep them in mind.

ORCA brand platform

Positioned against the hassles of paying.

The thinking behind this direction is one of ease. ORCA, in general, makes paying for your fare a lot easier – you don't need exact change, purchasing a ticket, etc. And now, next generation ORCA makes things even more flexible & quicker with its mobile features.

- **PROMISE:** ORCA makes getting there easy.
- **POSITION:** ORCA is simple. Connect by bus, train and ferry without the hassle of cash or having to worry about transfers. Just tap and go.
- **PERSONALITY:** Friendly. Practical. Honest/trustworthy.

Current
Logo



New
Logo



**Color
Options**



**Brand
Elements**



The Card



The App



Next steps

- Provide brand elements to the vendor for design work including image/illustration style
- Continue to develop brand elements in partnership with Regional Marketing Committee and, as needed, with vendor
- Develop Launch campaign