



next gen ORCA Marketing Overview

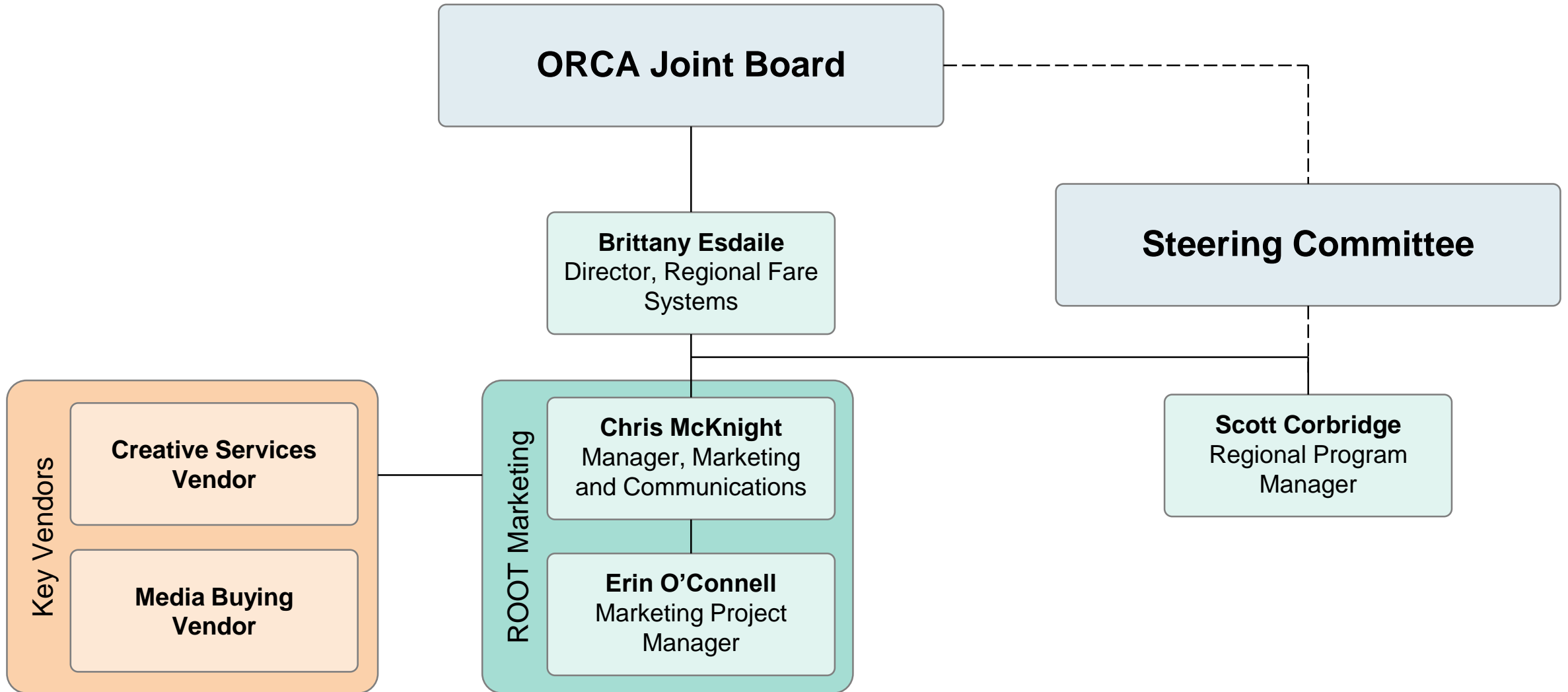
June 14, 2021

Agenda

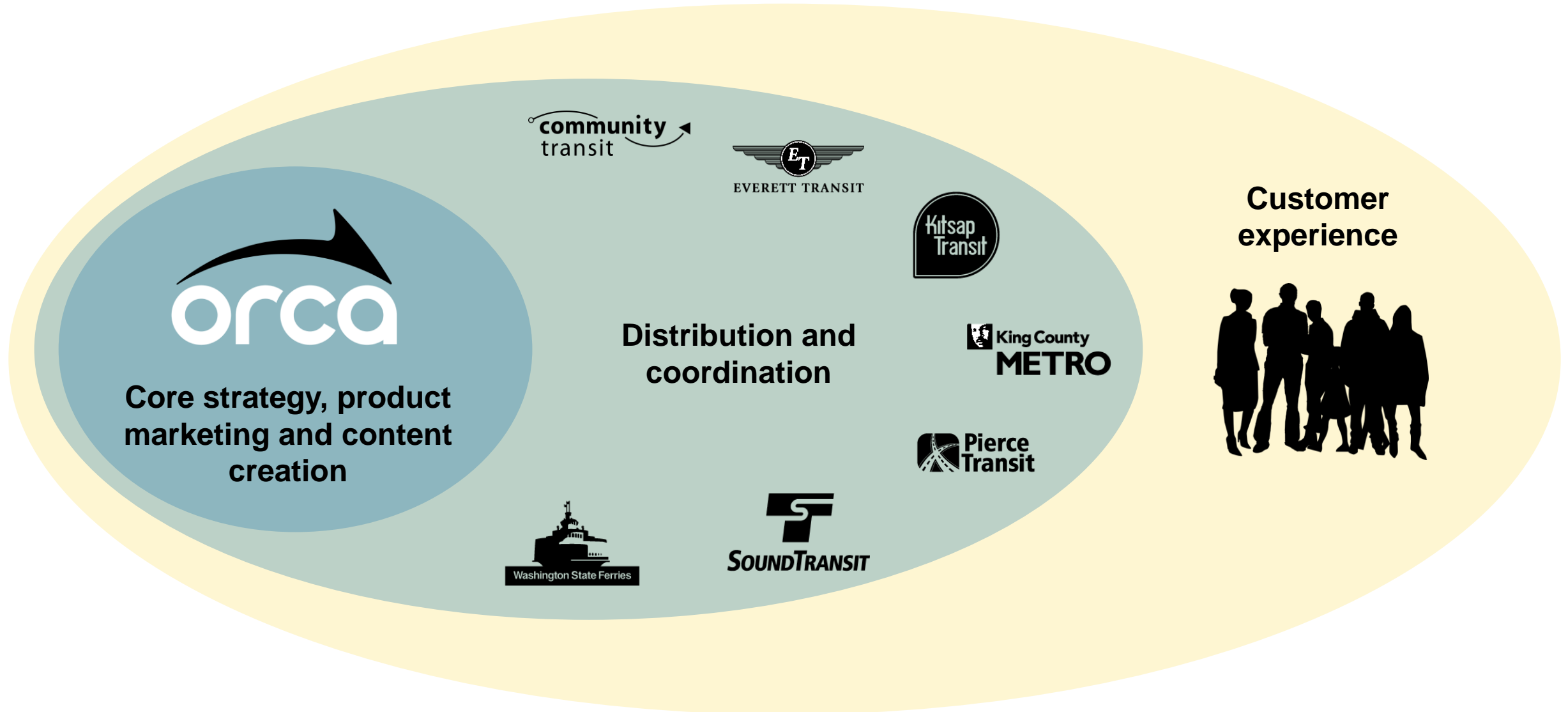


- Team
- Business model
- Services
- Bandwidth
- Collaboration
- Launch campaign update

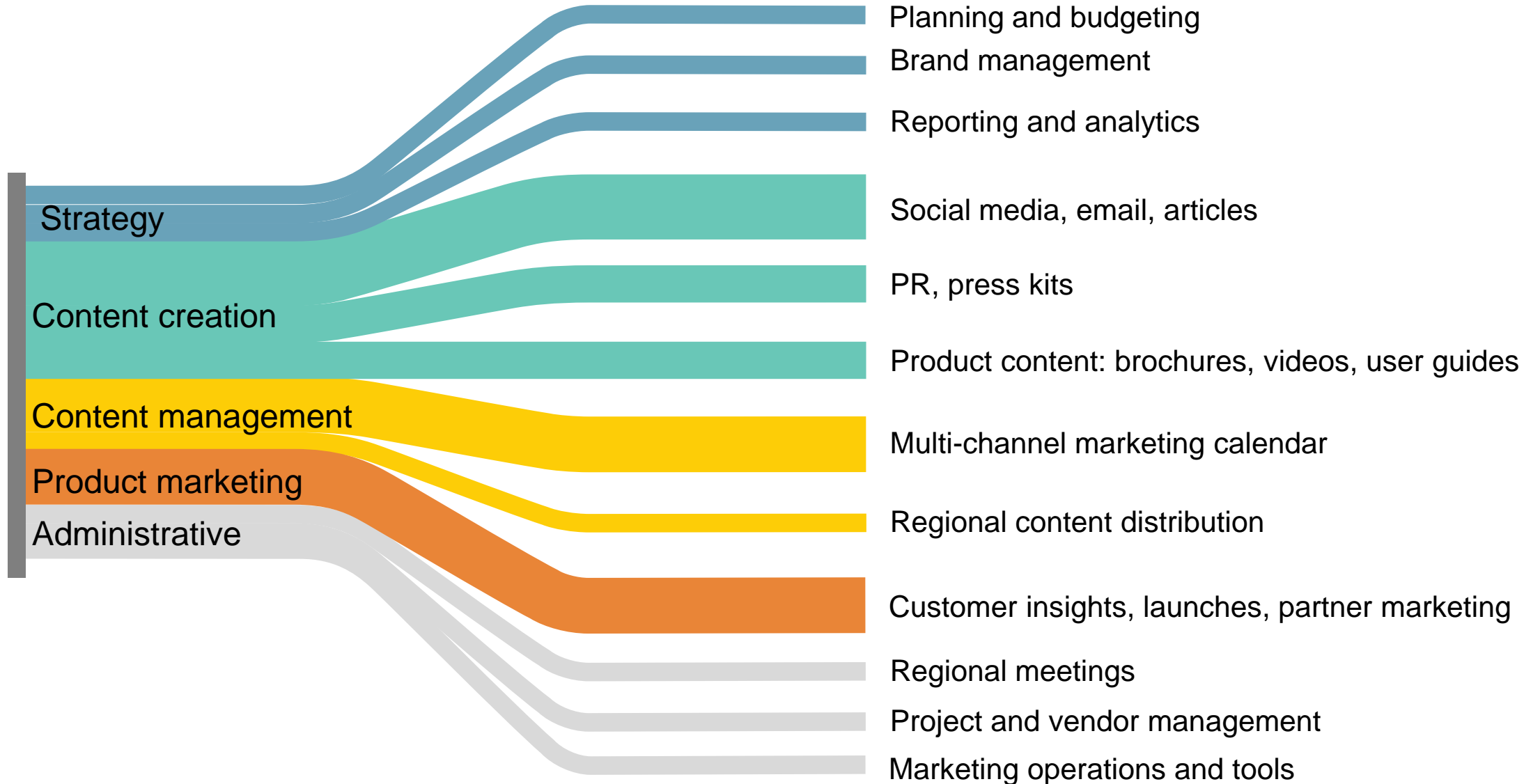
Our team



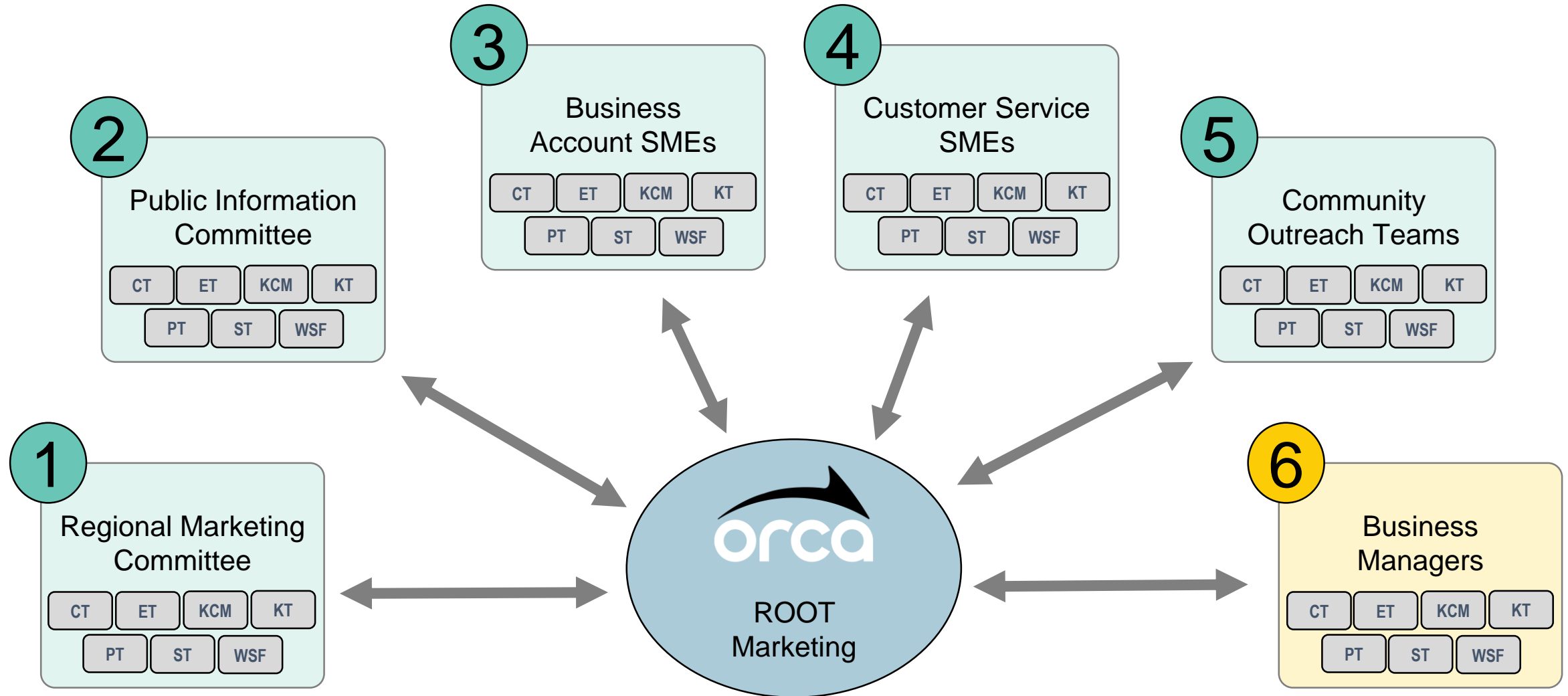
Our business model



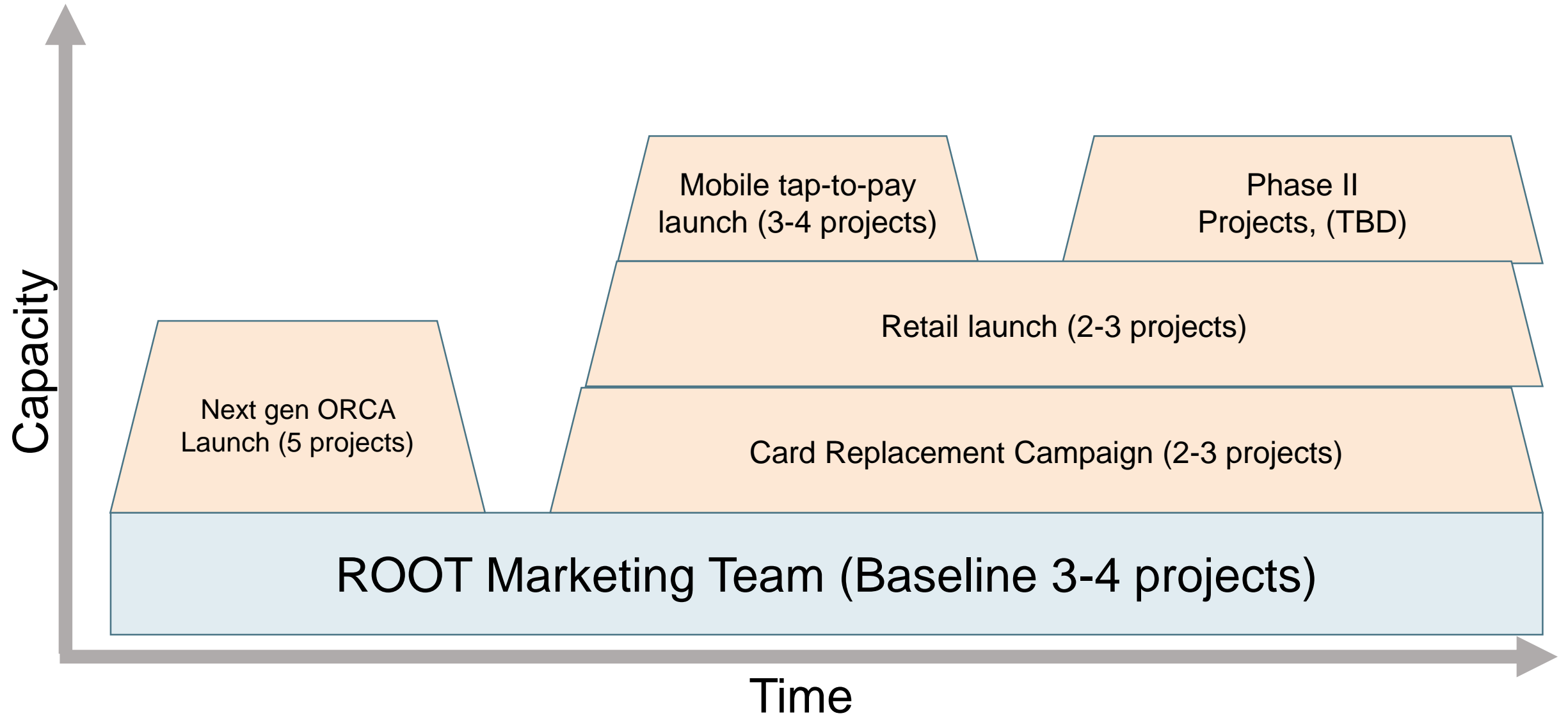
How we spend our time



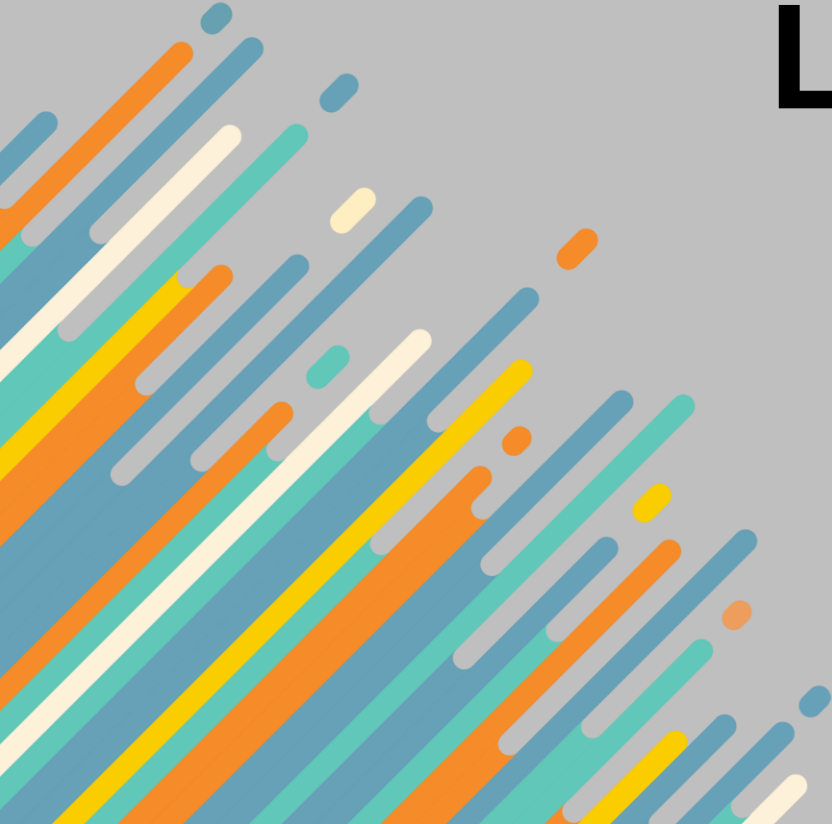
How we collaborate



Flexibility and scalability







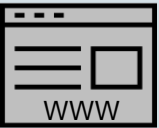







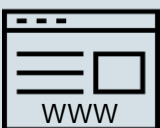










Launch update



What customers will experience



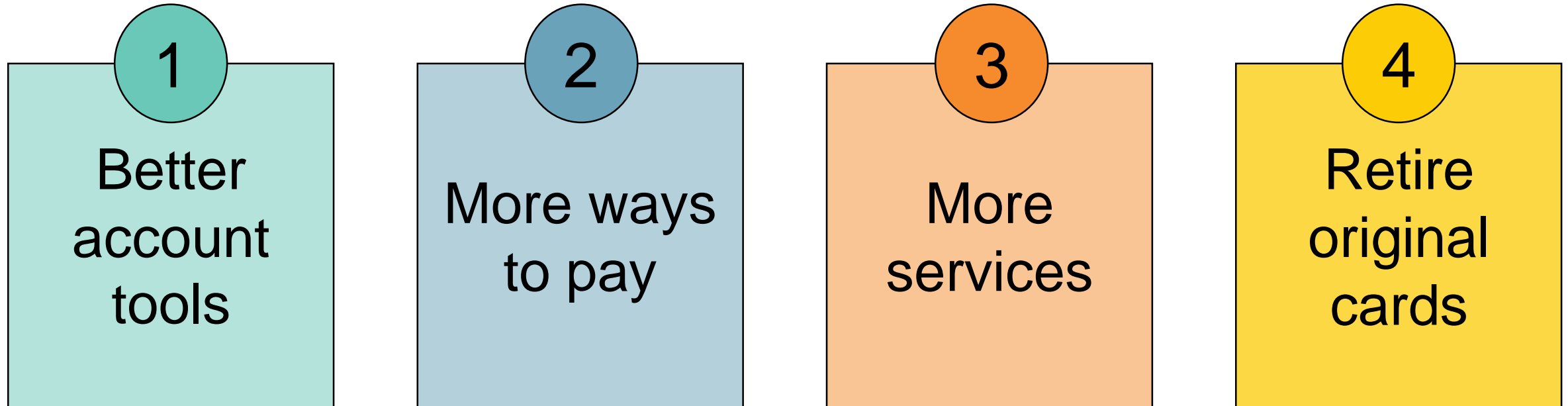
Current ORCA		New website and mobile app	More payment options	Retire current card
Today		Early 2022	Late 2022	2023+
PAYMENT METHOD			  (Tap to pay)	  (Tap to pay)
	 WWW  SHOP  (Vending)	 WWW   SHOP  (Vending)	  WWW   (Vending)  2X SHOP	  WWW   (Vending)  SHOP

 Legacy
  next gen

What customers need to know



- The next gen ORCA program will be delivered in phases that build on each other and offer increasing benefits to customers:



How we're saying it



Brand Tagline

How the Puget Sound gets
around

Product Use cases

Get One to Go
(Card)

Be Transit Ready
(Mobile App)

Features Use cases

Reduced Fare
Programs

Equity and
Accessibility

Retail Network

Business
Programs

Partners

What it looks like



What it looks like



Brand colors

The ORCA brand colors have been purposefully selected to represent the natural colors of an orca as well as the vibe of the Puget Sound. The primary colors used for the logo are Black and Seafoam Green (PMS 570).

The secondary colors are featured in the graphic elements that visually support the logo and complete the overall ORCA brand experience.

Notification color

VENETIAN RED



RGB : 190.0.39
Web : #BE0027

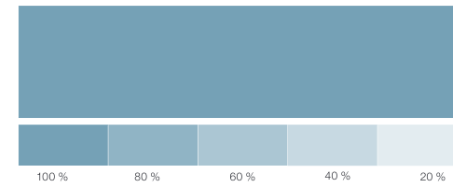
Primary colors

SEAFOAM GREEN



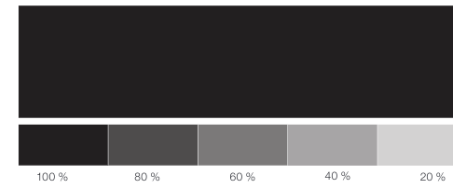
CMYK : 56.0.34.0 RGB : 105.199.184
Pantone : 570 Web : #69C7B8

MISTY BLUE



CMYK : 31.9.0.27 RGB : 105.162.185
Pantone : 549 Web : #69A2B9

ORCA BLACK



CMYK : 0.0.0.100 RGB : 35.31.32
Pantone : Black Web : #231F20

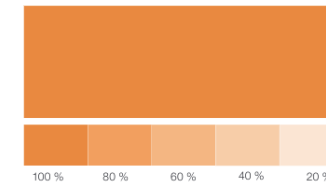
Secondary colors

PLATFORM YELLOW



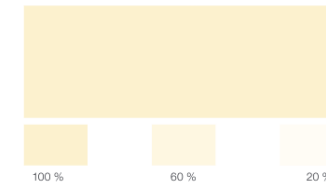
CMYK : 0.20.93.0 RGB : 255.205.0
Pantone : 116 Web : #FFCD00

SIGNAL ORANGE



CMYK : 0.54.87.0 RGB : 248.141.42
Pantone : 715 Web : #F88D2A

HEADLIGHT WHITE



CMYK : 1.5.27.0 RGB : 255.241.202
Pantone : 7499 U Web : #FFF1CA

What it looks like



ORCA | Brand Guidelines
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Illustration

The ORCA brand features a unique style of illustration. These should be used for two purposes:

1. to demonstrate how a product is used,
2. to represent various Puget Sound locations and landmarks. A variety of illustrations will be added to our library over time.



What it looks like

Regional Transit

Use regional imagery to provide context and a sense of place for local agencies. These images convey transport modalities available in specific locations featuring environmental and architectural details.



Retail marketing kit



More translations



Trasladándose en el Puget Sound.



The ORCA card is shown with the ORCA logo and a colorful, abstract design. It is surrounded by four circular icons representing different transit modes: a train, a bus, a ferry, and a trolley. The text "myORCA.com" is displayed below the card.

orca

Prepárese

- Recargue su tarjeta al instante.
- Toque el lector cuando aborde.
- ¡Y listo!

Para obtener más información visite myORCA.com



The background of the advertisement shows a stylized illustration of the Puget Sound area, including a city skyline with a prominent tower, a bridge, and a body of water with a ferry.

orca

准备乘搭公交车

- 即时充值
- 刷卡上车
- 一切就绪！



A hand is shown holding an ORCA card and tapping it on a transit reader. The reader displays a green checkmark and the text "Thank you".

Download on the **App Store** | **ANDROID APP ON Google play**

TTY: 711
888-988-6722 | myORCA.com

MUA VÀ NẠP THÊM TIỀN



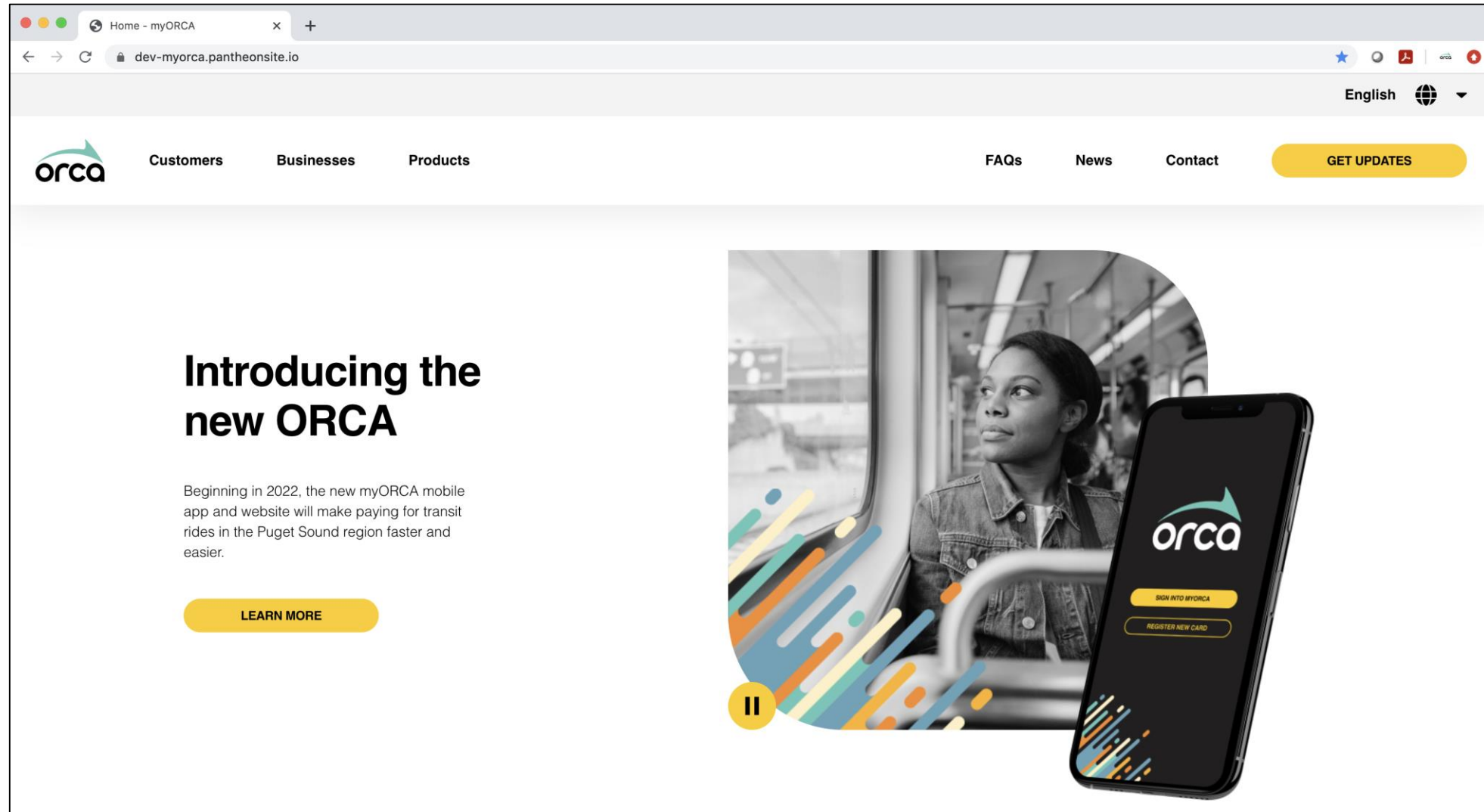
The ORCA card is shown with the ORCA logo and a colorful, abstract design.

MUA MỘT ĐỂ ĐI



Four circular icons representing different transit modes: a train, a ferry, a bus, and a trolley.

myORCA.com landing page



Community Engagement Report



12 Meetings to date **140+** Attendees **120+** Advocacy groups, local gov'ts and business organizations represented

Organizations Briefed (Partial List)	Upcoming in June/beyond
King County Mobility Coalition Transportation Access Coalition (TAC) Community Transportation Advisory Group (CTAG) Kitsap Housing & Homelessness Coalition Downtown on the Go Tacoma Pierce County Chamber Business Info Series WSF Ferry Advisory Committee – Executive Committee	Lakewood Chamber Citizens Accessibility Advisory Committee (CAAC) Downtown Seattle Association/Commute Seattle



As of 5/11/21

Thank you



Friendly. Practical. Trustworthy.