

## Supplement 5

### Branding Recommendations



# Regina Transit Master Plan: Brand Recommendations

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## Overview of brand recommendations

This section of the Regina Transit Master Plan outlines recommendations for the Regina Transit branding as an integrated aspect of the plan implementation. The following considerations align with the City of Regina's master brand framework while reflecting the three strategic priorities for the Regina Transit Master Plan: customer experience, equity, and sustainability.

This topic is included within the Regina Transit Master Plan (RTMP) because branding and marketing impact the public's awareness, perception and experience of Regina Transit. As the transit service evolves and improves over the coming years, it is important to keep current riders and future riders aware of the changes. In addition to communicating specific messages through marketing, the larger shift in the transit experience (corresponding to the RTMP) can also be signalled by making updates to the visual presence of the brand.

For clarity, this transit master planning process itself does *not* include branding updates, but these strategic recommendations can inform future creative work to potentially be pursued as part of the RTMP implementation.



## Alignment with City of Regina branding

The City of Regina recently undertook a comprehensive update to its brand framework and brand guidelines. The objectives of that work included consolidating miscellaneous names and visual identities into one City of Regina “masterbrand” framework articulated with detailed guidelines which set the strategic foundation for City branding. Accordingly, Regina Transit must use the City’s logo, colours, fonts, and graphic devices. Fortunately, Regina Transit and the look of the bus fleet is already aligned with the City brand, and the buses are a strong visual reminder of the City’s services to the community. As a result, there is no gap to bridge, rather there is an opportunity to build upon what is already in place.

Within the constraints of the City brand, there are opportunities for Regina Transit to thoughtfully integrate some unique elements. For example:

- **Option A** – Regina Transit would only use the City of Regina logo, but unique graphic elements could be integrated into brand applications such as the look of the buses, or marketing materials.
- **Option B** – Regina Transit would use the City of Regina logo alongside an additional identifier such as a “Regina Transit” wordmark or bus symbol. (This could potentially be combined with the unique graphic elements described in Option A.)

These possibilities and others may be explored through a design process in the future, with the City engaging their agency of record. The recommendations provided here can form the basis of a creative brief. The creative process should include stakeholders from Regina Transit and the City of Regina's internal brand consultants.

For further direction and specifications, please refer to the City of Regina's brand guidelines.



## A unified brand with Paratransit service

Paratransit will benefit from sharing one brand with Regina Transit. Reinforcing the strategic priorities of equity and customer experience, it is recommended that there be no distinction between the brands of conventional transit and Paratransit service. It is all part of Regina Transit's integrated services, so there should be one cohesive look and feel. As described in **Supplement 4 (Paratransit and Demand Responsive Recommendations)**, Regina Transit should undertake a selection process to choose an alternate identifier for what is currently known as Paratransit. This name, like Main, Local, and School routes, should describe the type of service being provided and would not be a standalone brand.

However, it is still important to prioritize accessibility and make sure that riders who rely on Paratransit service can easily find and access the information they need and recognize the respective vehicles on the street. For example, buses offering Paratransit service could feature special livery graphics, an accessibility symbol or a subtle identifier using the new terminology

selected in the renaming process described above, but it should feel like part of the graphic system used on conventional buses to be clear that it is the same transit system.

Any design decisions should be made in consultation with riders and accessibility advocates from the community, while also following the City of Regina's brand guidelines and any applicable accessibility standards.

It is recommended that rider-oriented communications be streamlined, along with the online user experience. For example, a rider who wants to book Paratransit service via the website should begin at the same web page as a rider looking for information about a conventional bus route or On Demand services. Further, a customer should never be identified as either a "conventional" transit rider or a "Paratransit" rider; rather Regina Transit offers a range of services for all riders.

Similarly, other types of transit service – including On Demand transit, School Routes and potential Bus Rapid Transit – are also to be presented as part of a united Regina Transit brand.

## Practical considerations for brand planning

In the spirit of financial and environmental sustainability, any potential changes to brand-related elements must consider practical aspects for roll-out. For example, if updating the bus livery (paint and graphics on the bus exteriors), consider the scale of the bus fleet and that vehicles are replaced at different times over several years. The bus livery can evolve, but it should look relatively similar to what already exists in order to maintain recognition and to avoid causing confusion for riders. One option is to apply decal graphics to buses rather than completing a brand new paint job.

Of course, the Regina Transit identity has many touch-points beyond the buses themselves. Digital applications such as social media are low-cost and easy to update, but more resources are required for any printed or physical items such as wayfinding and staff uniforms. Any transit brand updates must also consider future changes to bus stop signage, bus shelters, route maps, ticket machines, fare media, and other items that may be impacted by changes to the transit system.

## Messaging integration

To ensure alignment between marketing and other efforts to improve transit, Regina Transit's messaging, tone of voice and visuals should work together to reinforce the three strategic priorities: customer experience, equity and sustainability. These themes should be woven into communications for current riders, potential riders, staff and other stakeholders.

For example, a social media post announcing a change in a bus route or schedule should underscore how this change is contributing to a better experience for riders, and it should

present this information in a positive tone. Here are three conceptual examples of announcements written in a way that reflects the strategic priorities.

**Sample Post #1 – Customer Experience**

*Regina is growing and changing, and so is Regina Transit. With enhanced rider amenities and more frequent service, we're creating a better experience for transit riders as we connect people and communities across our city.*

**Sample Post #2 – Equity**

*We've added rider announcements in three new languages to make it easier for anyone in Regina to have a safe and seamless journey across the city.*

**Sample Post #3 – Sustainability**

*By 20xx, all Regina Transit buses will be electric-powered. It's just one more way we're working towards becoming a 100% renewable city by 2050.*

The City's brand voice is accountable, respectful, collaborative, helpful, and optimistic. For further guidance, refer to the Brand Voice section of the City of Regina's brand guidelines.