

# OC Streetcar Vehicle Branding



# Consistency

While each execution presents its own opportunities and challenges, it is important that all transit branding is informed by the same graphic language for a unified OCTA brand.

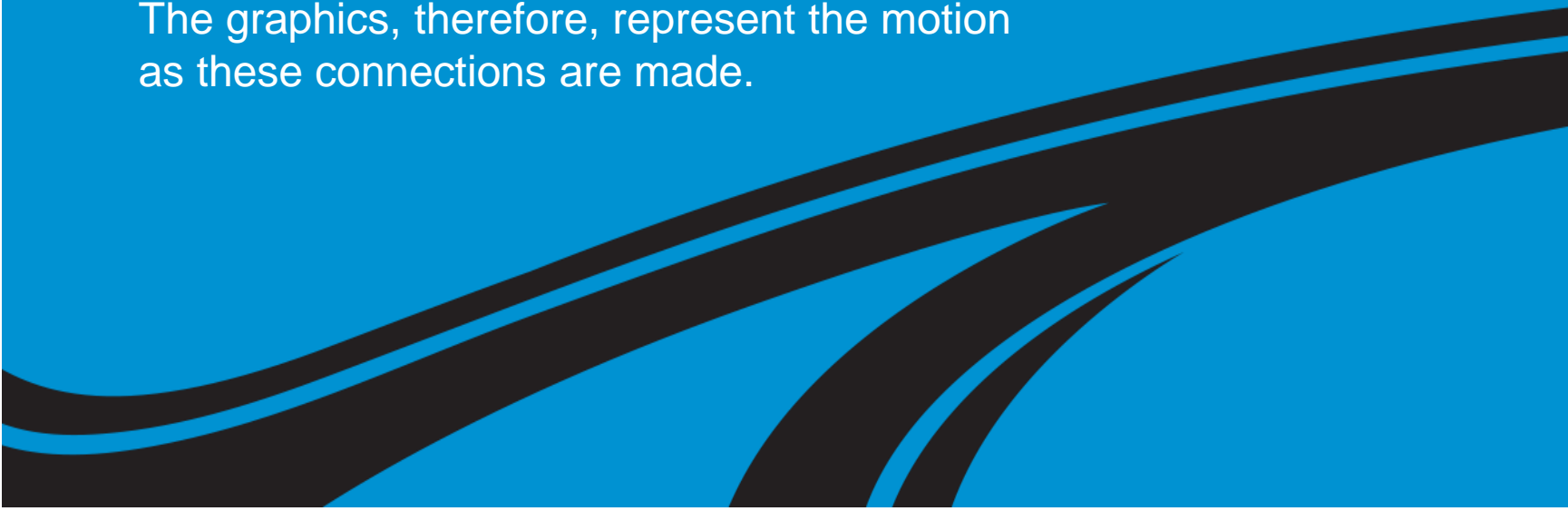
# Color

Inspired by the environment around us, our palette is a reflection of the clear blue skies, shimmering ocean, golden light and pure energy that is Orange County

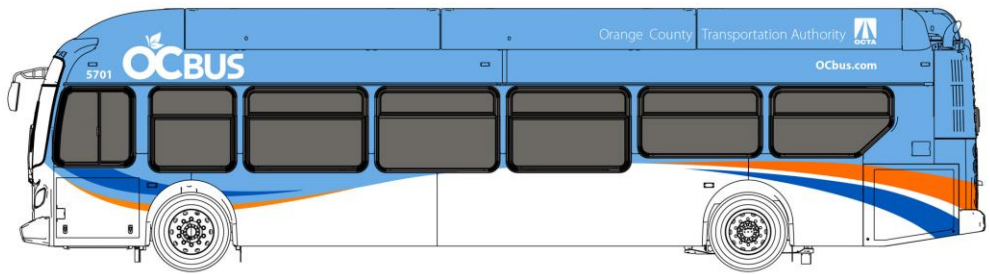


# Graphics

OCTA is not simply a mode of transportation.  
OCTA plays a vital role in Orange County's life.  
Connecting people to work and school.  
Connecting people to merchants.  
Connecting people to places.  
And ultimately, connecting people to people.  
The graphics, therefore, represent the motion  
as these connections are made.



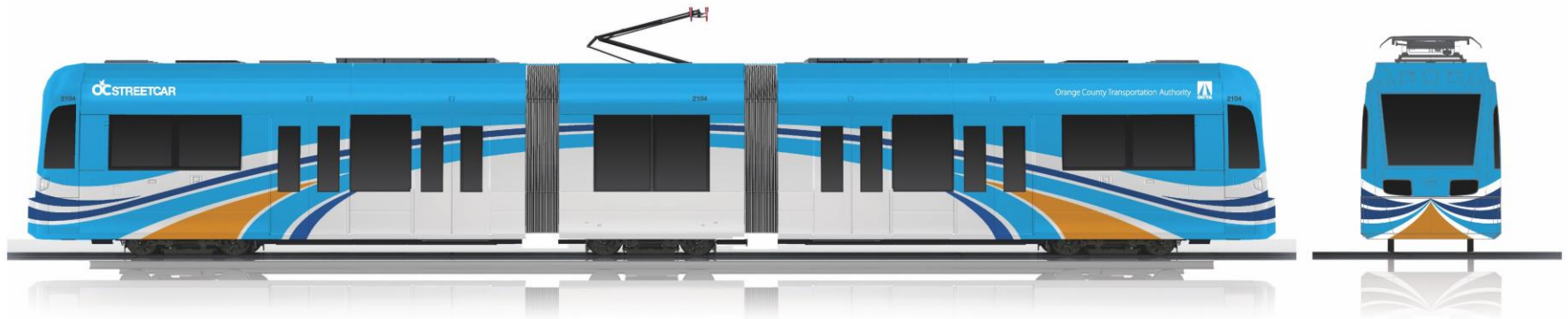
# OC Bus – Existing Graphics



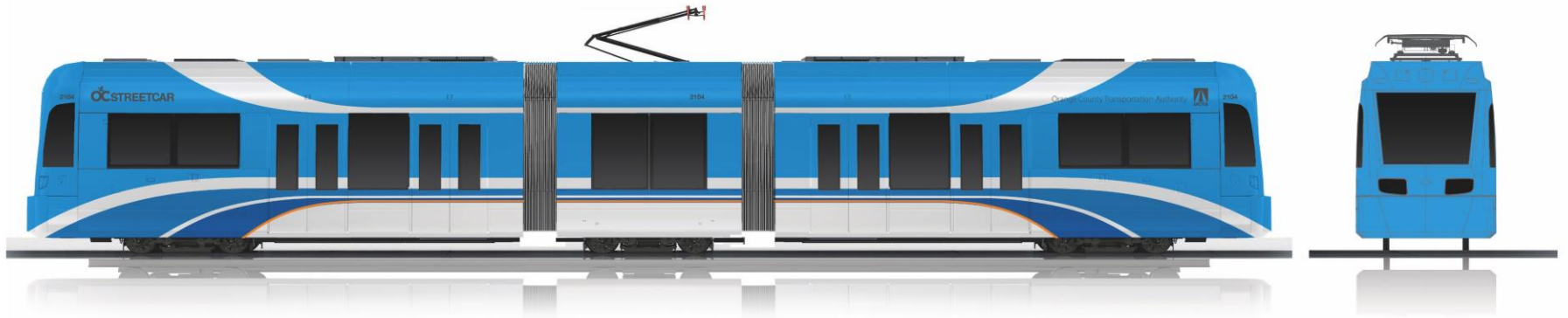
# OC Bus and Bravo!



# OC Streetcar Branding Concept A1

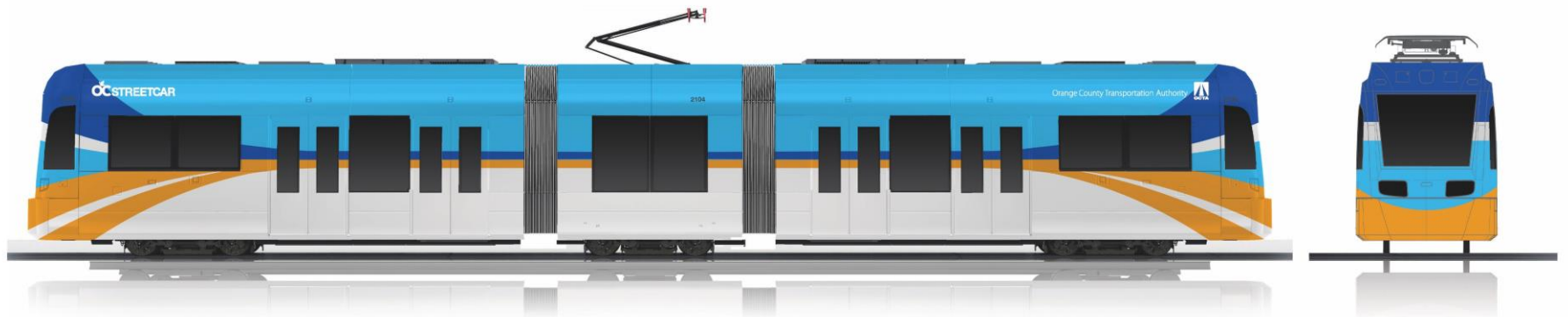


# OC Streetcar Branding Concept A2

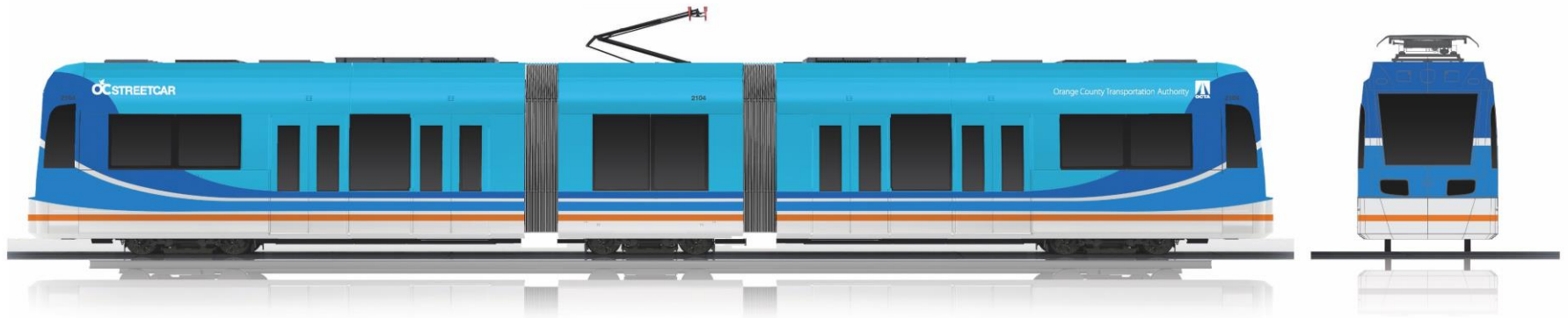




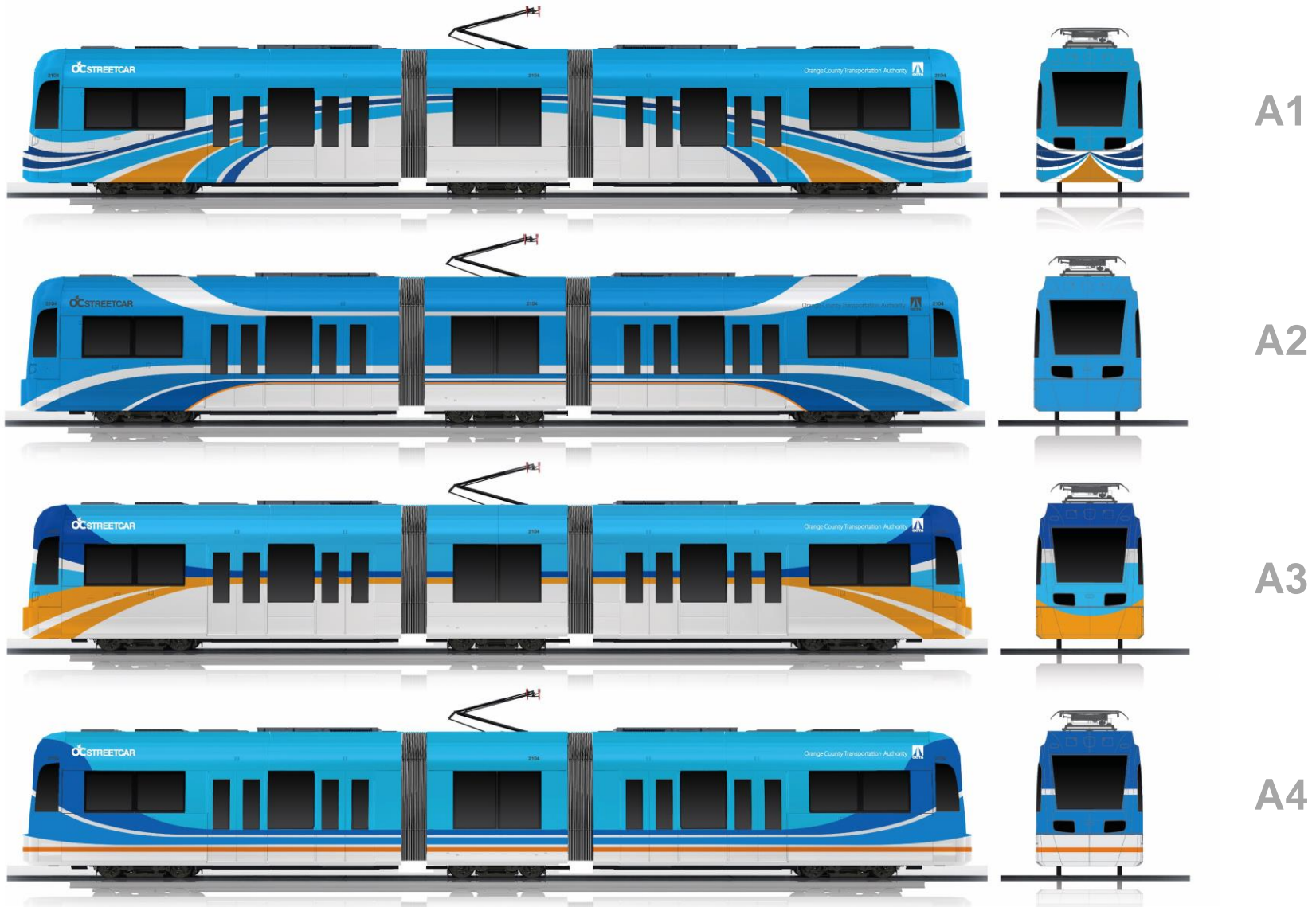
# OC Streetcar Branding Concept A3



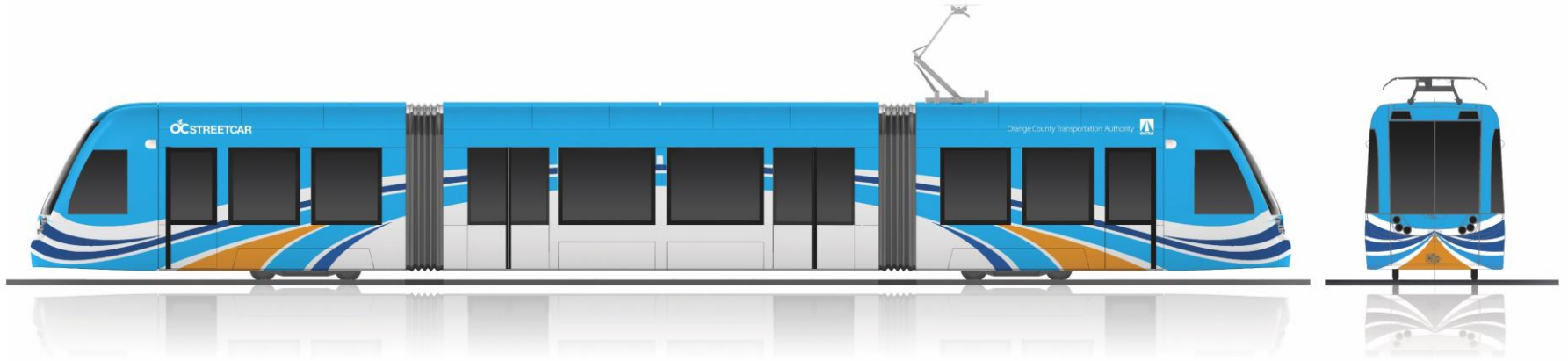
# OC Streetcar Branding Concept A4



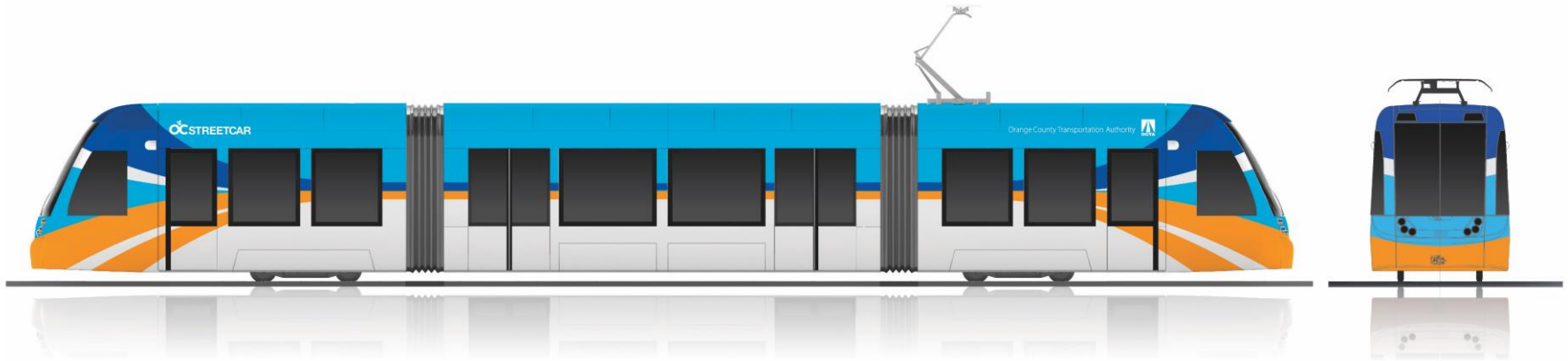
# OC Streetcar Branding Concepts (A)



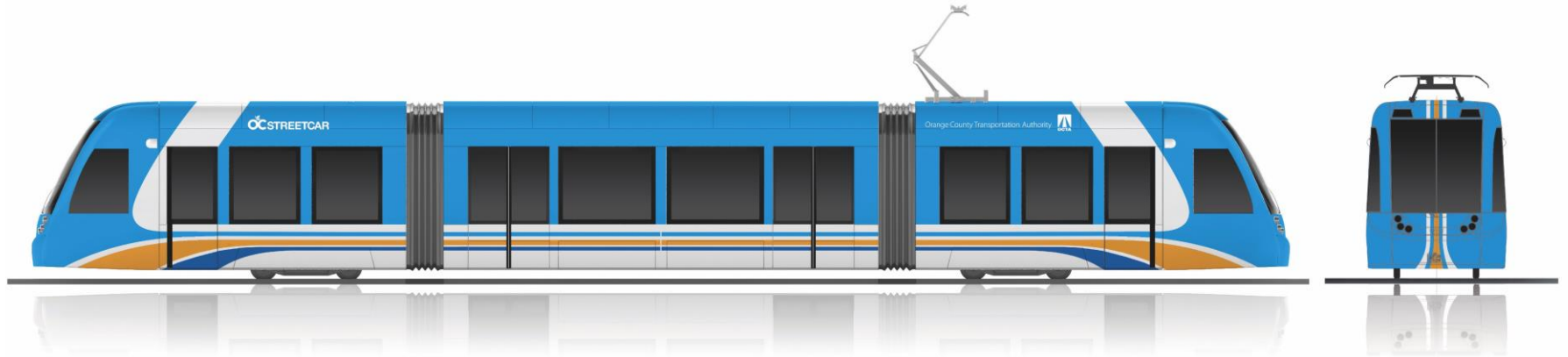
# OC Streetcar Branding Concept B1



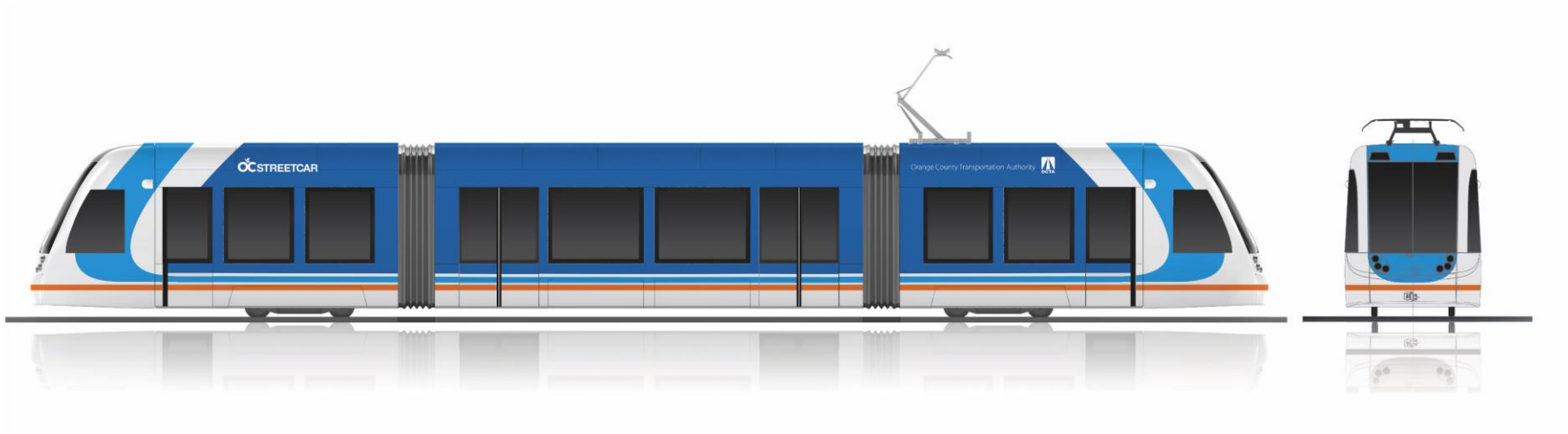
# OC Streetcar Branding Concept B2



# OC Streetcar Branding Concept B3



# OC Streetcar Branding Concept B4



# OC Streetcar Branding Concepts (B)

