



Niagara Transit Commission Board Brand Direction Presentation

July 16, 2024

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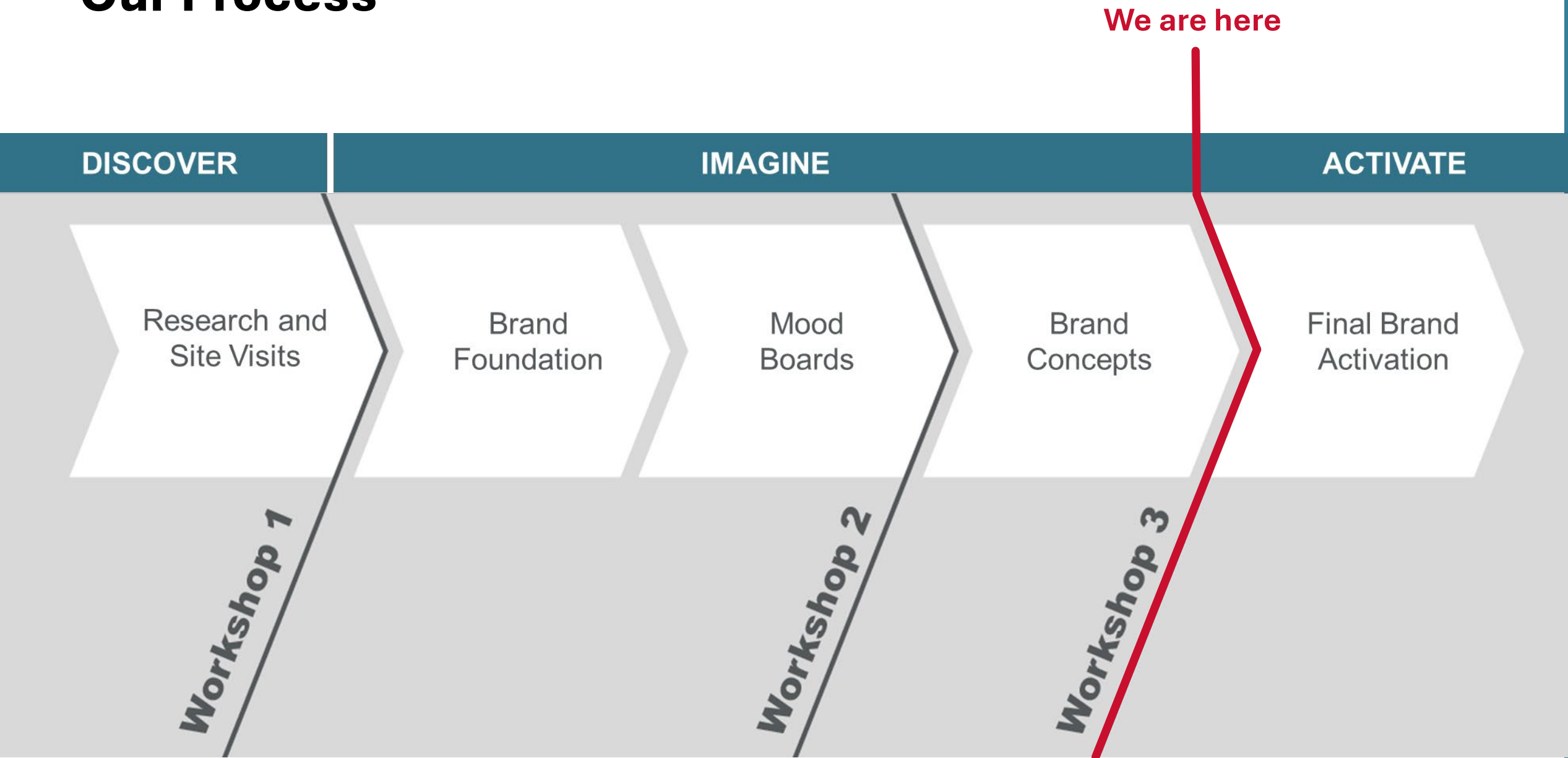


Agenda

- 1 Welcome
- 2 Engagement To Date
- 3 Final Brand Foundation
- 4 Visual Brand Concept

1 Welcome

Our Process



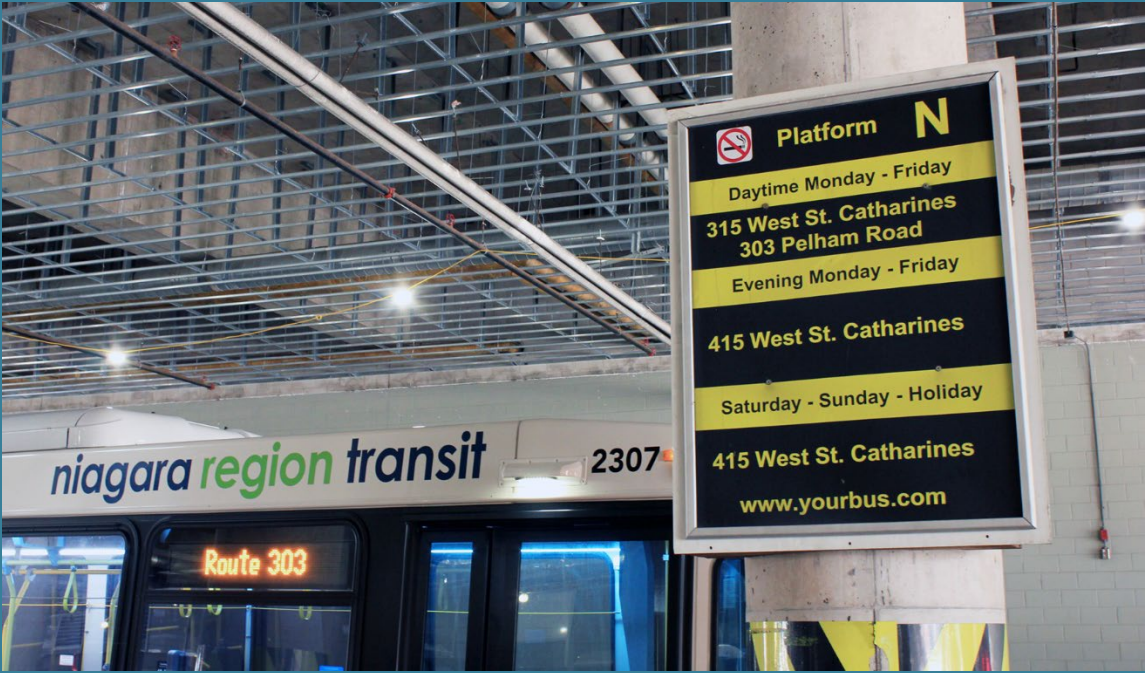
2 Engagement To Date

Engagement To Date

The project team has conducted thorough engagement throughout the branding process, including:

- Garage and office site visits in St. Catharines, Niagara Falls, and Welland
- Operator and staff pop-ups and digital surveys
- ATU Local 846 Executive workshop
- Public Advisory Committee workshop and digital survey
- Leadership workshop, including SWOT analysis
- Public survey responses
- NTC Board workshop
- Brand Foundations workshop w/ NTC leadership





Brand Deck Exercise

ATU and Leadership Workshops

Niagara Region Transit is:

- Dependable
- Professional
- Progressive
- Analytical
- Welcoming
- Respectful
- Approachable
- Trusted
- Best-in-Class

Bonus: NRT is “bougie”!

Niagara Region Transit is not:

- Complex
- Opinionated
- Subtle
- Small
- Ordinary
- Niche
- Mysterious
- Aggressive
- Basic
- Excessive
- Effortless
- Brash
- Industrial



“What comes to mind when you picture Niagara Region?”



AODA compliance

✓ Design best-practices

Niagara Region

	Text	#FFFFFF	#00446A	#95C93D	#00A79E	#76777A	#393938	#9D2577
Background								
White	Text		Text	Text	Text	Text	Text	Text
		AAA 10	DNP 1.9	DNP 2.9	AA18 4.4	AAA 11.5	AAA 7	
NTC Blue	Text		Text	Text	Text	Text	Text	Text
#00446A		AAA 10	AA 5.2	AA18 3.4	DNP 2.3	DNP 1.1	DNP 1.4	
NTC Green	Text	Text		Text	Text	Text	Text	Text
#95C93D		DNP 1.9	AA 5.2	DNP 1.5	DNP 2.2	AA 5.8	AA18 3.6	
NTC Teal	Text	Text	Text		Text	Text	Text	Text
#00A79E		DNP 2.9	AA18 3.4	DNP 1.5	DNP 1.5	AA18 3.8	DNP 2.3	
NTC Light Grey	Text	Text	Text	Text		Text	Text	Text
#76777A		AA18 4.4	DNP 2.3	DNP 2.2	DNP 1.5	DNP 2.5	DNP 1.5	
NTC Dark Grey	Text	Text	Text	Text	Text		Text	Text
#393938		AAA 11.5	DNP 1.1	AA 5.8	AA18 3.8	DNP 2.5	DNP 1.6	
NTC Violet	Text	Text	Text	Text	Text	Text		
#9D2577		AAA 7	DNP 1.4	AA18 3.6	DNP 2.3	DNP 1.5	DNP 1.6	

AAA Pass, AAA (7+)

AA18 Pass, Large Text Only (3+)

AA Pass, AA (4,5+)

DNP Does Not Pass

About WCAG 2.0 contrast

✓ In-house document remediation processing

PAC Test Report

PDF/UA

FOUNDATION

DOCUMENT

Title

Niagara Transit Commission Branding and Mar...oposal

Filename

NTC_2023-RFP-217_HDR_submission_Jan12_PDFUA.pdf

Language

en-US

Tags

8836

Pages

55

Size

99 MB

RESULT

✓

The PDF/UA requirements checked by PAC are fulfilled.

Date/Time

2024-01-12 11:32

Standard

PDF/UA-1

CHECKPOINT	PASSED	WARNED	FAILED
Basic Requirements			
PDF Syntax	9977	0	0
Fonts	56	0	0
Content	130705	0	0
Embedded Files	0	0	0
Natural Language	59830	0	0
Logical Structure			
Structure Elements	251	0	0
Structure Tree	3835	0	0
Role Mapping	3950	0	0
Alternative Descriptions	7672	0	0
Metadata and Settings			
Metadata	3	0	0
Document Settings	4	0	0

ABOUT PAC

Version: 24.0.1

OS: Windows

✓ Wayfinding principles

13"

24"

4"

Gives about 100' of visibility

1 3/4"

ROUTE:

Savannah HWY / Wesley Dr

30

3/4"

DIRECTION:

Outbound To Citadel Mall

INFORMATION:

Fare information here. To schedule a trip please visit [ridecarta.com](#)

For assistance please call: (843) 724-7420

24"

carta

791

30

ADA Compliance section 307 - Pr protruding Objects

3 Final Brand Foundation, Personality, and Expression

Name — Evolution

Niagara Transit

Tone of Voice

01 Helpful and Clear

Our messages are easy to understand for all. We use plain language, avoid jargon and advocate for our customers. This focus on clarity and the customer journey is about building connections and simplifying complex concepts.

02 Optimistic by Nature

Each day is a new adventure. And we share that excitement with our customers and employees by infusing our language with hope and positivity. It's part of our push to always be better and allow our riders to discover new adventures.

03 Grounded and Relatable

We may have big aspirations, but our day-to-day is rooted in achievable wins that keep our service reliable. We don't just work here — we call this place home. We're part of the community, and our language should reflect that feeling.

Brand Personality

- Down-to-earth.
- Humble.
- Friendly.
- Honest.

Stories to Tell

01 Discover

Adventure,
Community,
Exploration

This is about discovering everything the Niagara region has to offer and how NTC can make it happen. This is where we talk about the cool regions we connect and what makes them special.

02 Connect

Freedom, Need,
Purpose, Convenience

This is about connecting people to places they need and want to go. This is about schools, jobs, hospitals, etc.

03 Express

Pride, Passion,
Customer Service

This is about all the good things the NTC is doing. This is about what drives our organization and what makes us special. It's about how we are doing our best to serve this region and how we are striving for better.

04 Inform

Direct, Simple,
Informative

This is about informing employees of what is happening day to day. This is also about informing the customer of things like traffic, delays and any other information someone needs for service.

Mission, Vision, and Purpose

Mission (What)

Providing safe, reliable, and sustainable transit service in Niagara.

Vision (How)

Working together towards a more connected region.

Purpose (Why)

We believe in helping every person in Niagara experience independence, freedom, and a sense of discovery.

Brand Position



Brand Narrative

Niagara, we're going your way.

There's nowhere quite like Niagara. The cultural and natural majesty of our region is awe-inspiring, whether you live or study here or are just visiting.

Giving people freedom, independence, and a way to discover is critical to the growth and prosperity of our communities — both in the past and looking toward the future. That's why the transit organizations that have faithfully served our community are now united to make Niagara even more connected than ever before. We're stronger together and will continue to do whatever it takes to build a safe, reliable, and sustainable transit service for the people who count on us.

Whether you're headed down the street or across the region, we'll be right by your side.

4 Visual Identity Direction



Primary Logo



Logotype

Niagara
Transit

Icons



Horizontal Logo



Roobert

**AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWw
XxYyZz0123456789
!@#\$%^&* _+=“”,.**

Niagara, We're going your way.
Niagara, We're going your way.
Niagara, We're going your way.
Niagara, We're going your way.
Niagara, We're going your way.
Niagara, We're going your way.

0123
AaGg
NnRr

Control Upright

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz0123456789

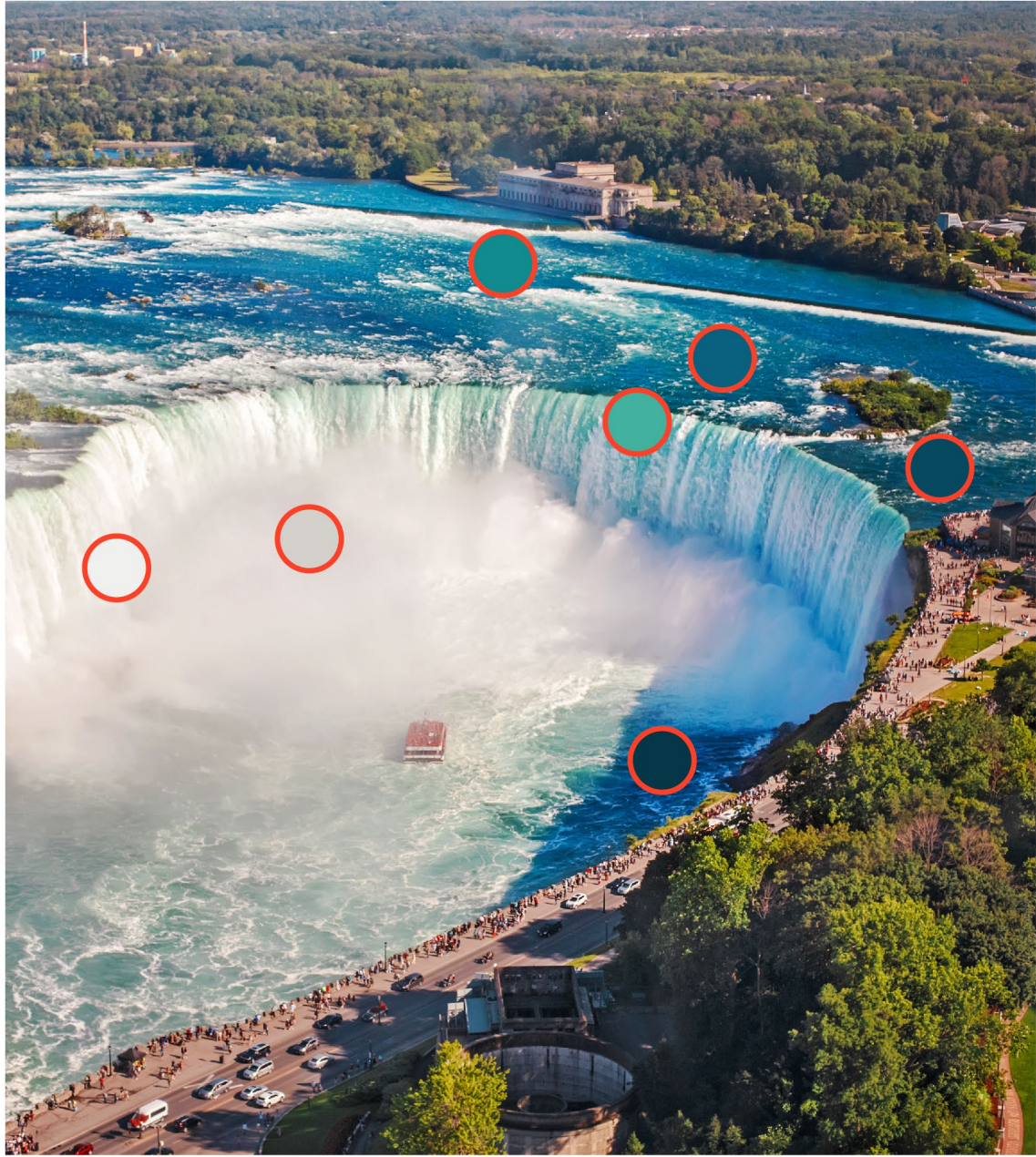
We're going
your way.

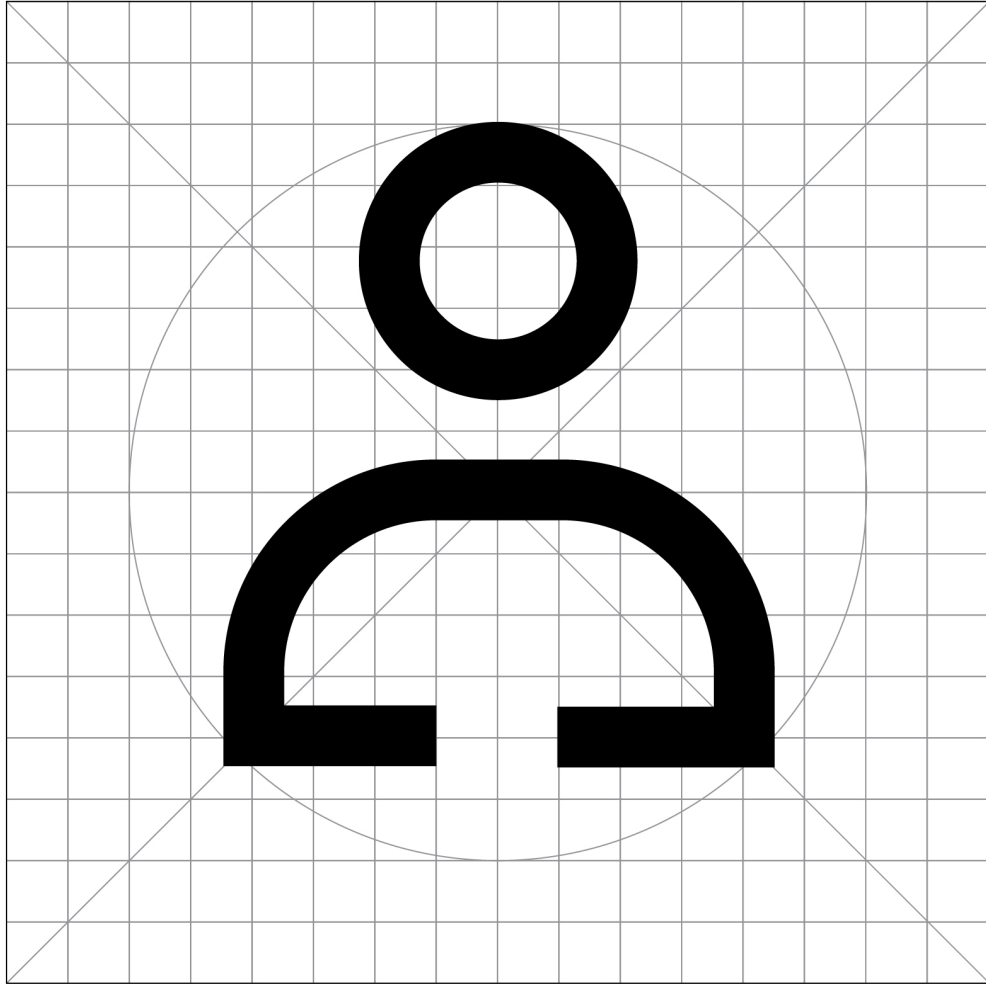


**STUDENT
FARE**

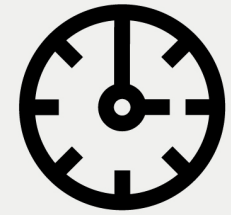
**CHILD
FARE**

**SENIOR
FARE**





Preliminary Icon Set



We're going
your way.

Name of location
Route and stop name

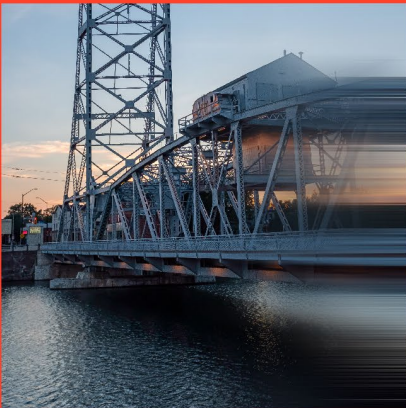


Niagara Transit



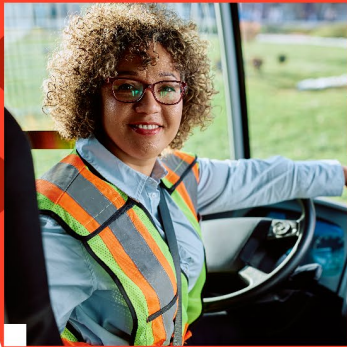
We're going
your way.

Get the App

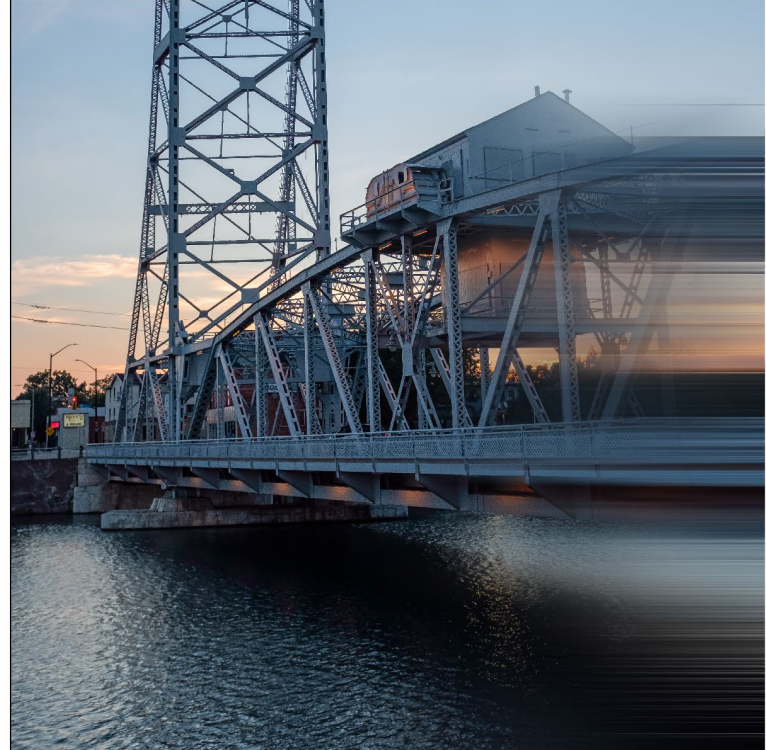


Niagara Falls	→	234
St. Catharines	→	068
Fort Erie	→	157
Niagara Falls	→	392

NiagaraTransit.com



We're going
your way.





We're going your way.

Whether you're a resident, student or welcome visitor, we're here to give you the freedom and independence to discover all that Niagara has to offer.

Wherever you're headed, new adventures await.

NiagaraTransit.com



Niagara Transit







THANK YOU

(ENGLISH)

MERCI

(FRENCH)

NAKURMĪK

(INUKTITUT)

MARSEE

(MICHIF)

NIÁ:WEN

(MOHAWK)

MIIGWETCH

(OJIBWE)

KINAHNASKOMIHTIN

(CREE)