

VISUAL LOOK AND FEEL

LINK

SASKATOON TRANSIT BRT

July 4, 2024

GUIDING WORDS

CONNECTIVITY

FAST

RELIABLE

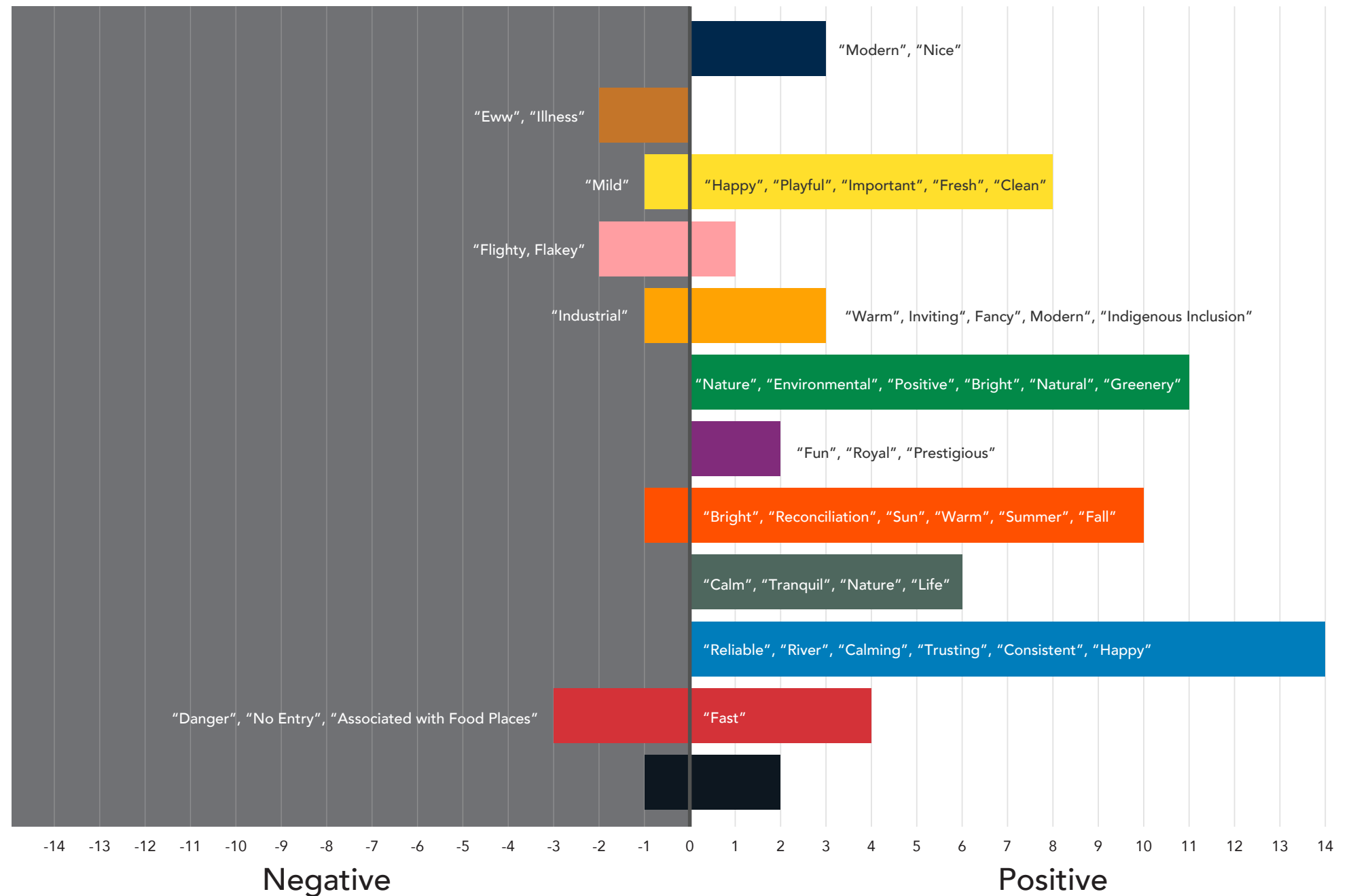
WELCOMING

EFFORTLESS

ACCESSIBLE

COLOUR-ASSOCIATION ACTIVITY RESULTS

The results of the Colour Association Workshop Activity revealed that colours featured prominently in both the Saskatoon Transit Master brand as well as other city branding for the City of Saskatoon were associated with positive ideas and qualities. The azure colour was chosen most often and participants felt it expressed many of the qualities found in the original positioning statement. Orange was also a colour with many strong associations with warmth and welcome, and it was noted that this colour has ties to reconciliation and indigenous identity which would be important to feature. Green had many associations to the sustainability aspect of transit use, as well as the natural settings of Saskatoon. Yellow, another popular colour, was associated with elements of cleanliness, warmth and freshness.



SASKATOON TRANSIT MASTER BRAND

MASTER LOGO



COLOUR PALETTE



PANTONE 7461C

C 78 **M** 14 **Y** 00 **K** 00
R 0 **G** 125 **B** 188
HEX# 007dbc



PANTONE 2767C

C 100 **M** 78 **Y** 00 **K** 54
R 19 **G** 40 **B** 75
HEX# 13284b



PANTONE 021C

C 00 **M** 73 **Y** 100 **K** 00
R 255 **G** 88 **B** 0
HEX# f05323

PRINT FONT

AVENIR NEXT REGULAR
ABCDJEFGHIJKLMN
abcdefghijklmn
1234567890

AVENIR NEXT MEDIUM
ABCDJEFGHIJKLMN
abcdefghijklmn
1234567890

AVENIR NEXT DEMI-BOLD
ABCDJEFGHIJKLMN
abcdefghijklmn
1234567890

AVENIR NEXT BOLD
ABCDJEFGHIJKLMN
abcdefghijklmn
1234567890

AVENIR NEXT HEAVY
ABCDJEFGHIJKLMN
abcdefghijklmn
1234567890

WEB FONT

UNIT PRO LIGHT
ABCDJEFGHIJKLMN
abcdefghijklmn
1234567890

UNIT PRO REGULAR
ABCDJEFGHIJKLMN
abcdefghijklmn
1234567890

UNIT PRO MEDIUM
ABCDJEFGHIJKLMN
abcdefghijklmn
1234567890

UNIT PRO BOLD
ABCDJEFGHIJKLMN
abcdefghijklmn
1234567890

UNIT PRO BLACK
ABCDJEFGHIJKLMN
abcdefghijklmn
1234567890

LINK BRAND

LINK LOGO



SECONDARY COLOUR PALETTE - TRANSIT COLOURS



Green
PMS 2306C



Gold
PMS 143C



Purple
PMS 7650C



Teal
PMS 2237C



Lilac
PMS 4122C

PRIMARY COLOUR PALETTE



PANTONE 7461C



PANTONE 2767C



PANTONE 021C

SECONDARY COLOUR PALETTE - MARKETING



60% 40% 20%
Green



60% 40% 20%
Gold



60% 40% 20%
Purple



60% 40% 20%
Blue



100% 60% 40% 20%
Charcoal (Pantone 432C)



60% 40% 20%
Lilac



60% 40% 20%
Teal



60% 40% 20%
Navy



60% 40% 20%
Orange



100% 60% 40% 20%
Grey (Pantone 2330C)

COLOUR BLIND TEST

SECONDARY COLOUR PALETTE - TRANSIT COLOURS



Green
PMS 2306C



Gold
PMS 143C



Purple
PMS 7650C



Teal
PMS 2237C



Lilac
PMS 4122C

COLOUR BLIND TEST (PROTANOPIA)



Green



Gold



Purple



Teal



Lilac

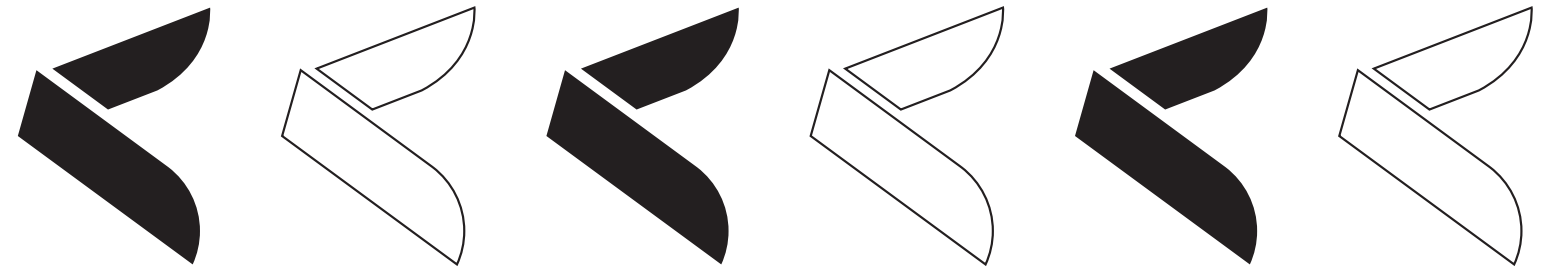
VISUAL ELEMENTS | PATTERN

VISUAL ELEMENTS | PATTERN

LINK LOGO



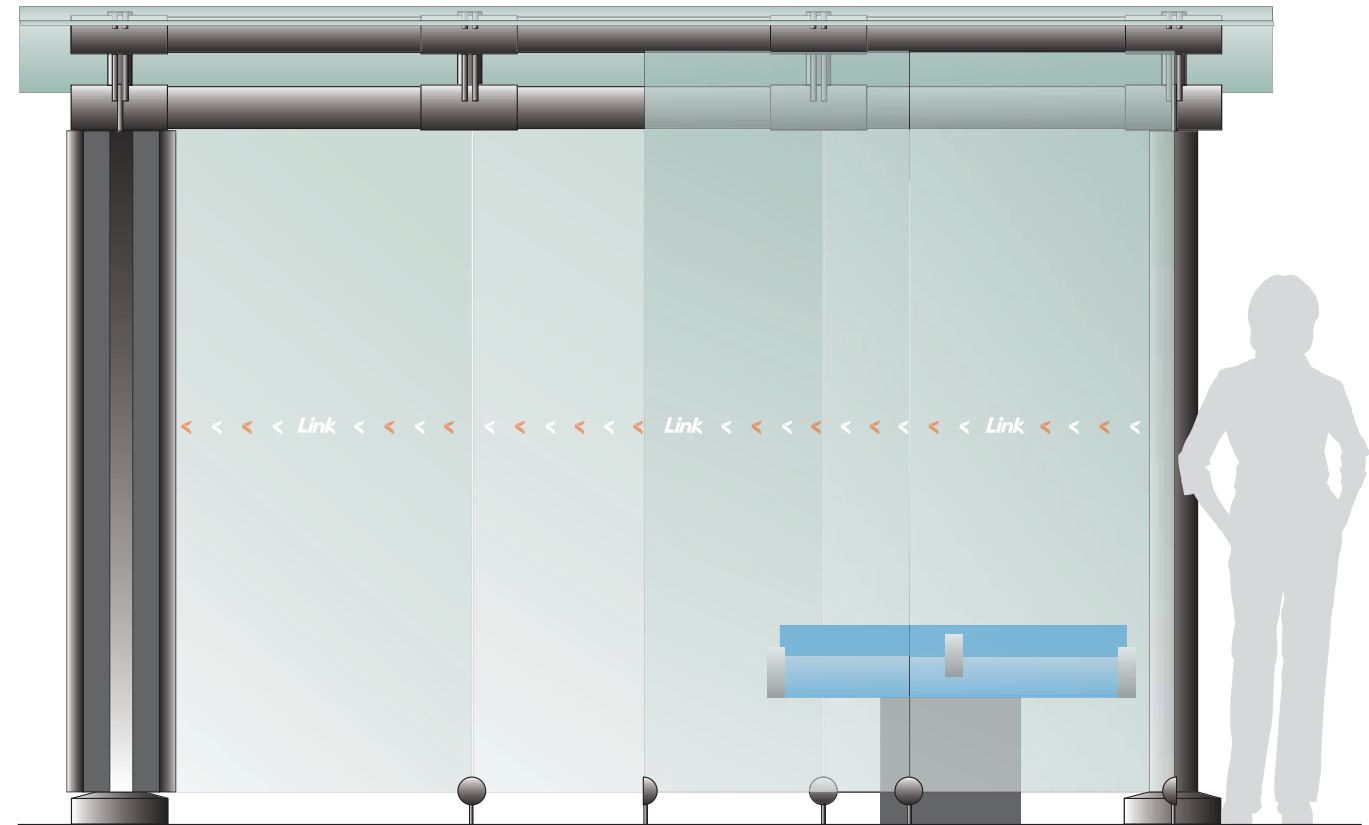
PATTERN



The results of the Pattern Associations activity highlighted that the most favorable and relevant patterns were those conveying movement, characterized by soft, curvilinear forms, speed, connectivity, and freedom. The repetition of these motifs, combined with rounded shapes, also conveyed concepts of organization and reliability, reflecting the essence of the new Link service, known for its dependability and predictability.

Each pattern iteration originates from the arm and leg of the “k,” creating a versatile graphic suitable for various applications, including glass manifestations on bus shelters, advertisements, and bus wraps. The manipulation of scale, rotation, and spacing offers flexibility in its implementation.

VISUAL ELEMENTS | GLASS MANIFESTATION



BUS SHELTER ELEVATION
1:25
NOTE: BUS SHELTER FOR PLACEHOLDER PURPOSES ONLY.



DETAIL

APPLICATIONS | BUS SHELTER AD

APPLICATIONS | BUS SHELTER AD CONCEPT 1

Bus shelter ads are an excellent way to generate awareness of the new brand and service due to their ability to capture the attention of a captive audience. Positioned strategically along busy streets and transit routes, these ads are seen by commuters waiting for their rides, providing ample exposure to the brand's message. With passengers often spending several minutes at these shelters, the ads offer a unique opportunity to convey key brand elements and generate awareness among a targeted audience.

These bus ads are crafted to exude playfulness and vibrancy, aiming to evoke a feeling of excitement and arrival for passengers while offering a delightful contrast to the surrounding environment.

This concept employs layered forms not only to introduce texture but also to help anchor essential information such as the logo and taglines.

Future Application:

Bus Shelter ads used for construction and brand launch. The content focus would be on what it is, equipment and technology installed.

Saskatoon Transit and Link logos to be featured together to build understanding of their relationship.



BUS SHELTER ADS



TYPICAL BUS SHELTER
1:25

APPLICATIONS | BUS SHELTER AD CONCEPT 1 MOCK UP



BUS SHELTER MOCKUP



APPLICATIONS | BUS SHELTER AD CONCEPT 2

The second concept uses the motif to dynamically crop photos and also provide a foundation for both the logo and taglines.

Future Application:
Bus shelter ads to focus on rider experience of Link.



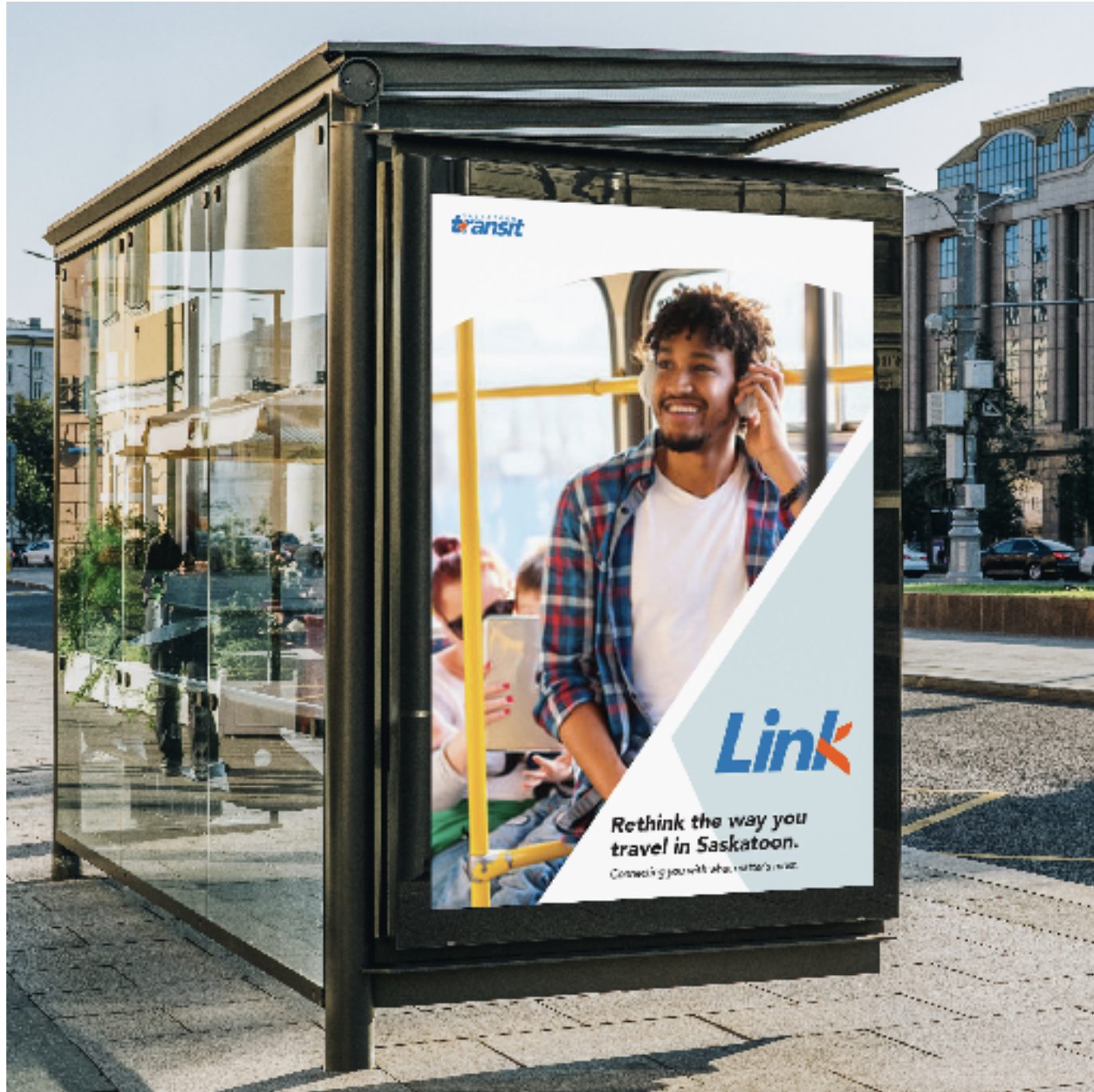
BUS SHELTER ADS



TYPICAL BUS SHELTER
1:25

BUS SHELTER FOR PLACEHOLDER PURPOSES ONLY

APPLICATIONS | BUS SHELTER AD CONCEPT 2 MOCK UP



BUS SHELTER MOCKUP



