



Redi-Wheels New Bus Graphics

San Mateo Board of Directors
Sept. 12, 2012

644

sanTrans

735

CALTI

San Mateo

The slide features a blue background with a red and white horizontal stripe. The samTrans logo is in the top left. The title 'Redi-Wheels New Bus Graphics' is in large yellow font. Meeting information is in the bottom right. A bus image is in the background.

Current Look



272

sanTrans

SAN MATEO COUNTY TRANSIT DISTRICT

PROTECH

CA54849

The slide has a blue header with the title 'Current Look' in yellow. The samTrans logo is in the top right. A photograph of a white bus is centered. The bus has red and blue stripes and various text labels.

Vehicle Graphic Goal



- Modernize the look
- Provide “movement”
- Make it part of the SamTrans brand
- Have it be easily recognizable



Vehicle Graphic Design



Vehicle Graphic Design



Vehicle Graphic Design



Vehicle Graphic Design

