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Coupeville, WA -- Island Transit Unveils Bold Rebranding Initiatives to Align with Maximized and Zero Emission Goals

Founded in 1987 Island Transit is launching a comprehensive rebranding initiative, marking a departure from its longstanding visual identity, and emphasizing its dedication to progress, innovation, and environmental sustainability.

Long associated with its original logo and branding, Island Transit recognized the need for a visual realignment to reflect its evolving mission, goals, and services under the Maximized and Zero Emission Initiatives. In collaboration with Brave New Day, a creative rebranding agency, the organization undertook an extensive rebranding project.

The rebrand project was a team effort, with a committee that included an employee representing each department in the agency, members of the public, a board member, and a rider who takes transit daily and relies on this service. Working collaboratively with the agency Brave New Day, Island Transit created and audited a survey that was distributed across Island County, seeking public input.

"As we embark on this transformative journey with our rebranding initiatives, we are not just changing our visual identity; we are redefining our commitment to progress, innovation, and environmental responsibility," said Todd Morrow, Island Transit Executive Director

The recently completed rebranding project signifies a crucial moment in Island Transit's history, emphasizing its commitment to improving services, minimizing environmental impact, and fostering a sustainable and equitable future for residents of Island County.

This modern transformation, initiated in December 2022, involved several key components:

1. **Comprehensive Brand Guidelines:** Island Transit has established a set of comprehensive brand guidelines to ensure consistency and coherence across all communications and visual elements.
2. **New Logo and Color Scheme:** A fresh, modern logo has been designed, reflecting the agency's commitment to progress. The color scheme resonates with the island's natural beauty while conveying a sense of innovation.
3. **Distinct Visual Identity:** The rebrand introduces a distinct visual identity that encapsulates Island Transit's mission, values, and commitment to sustainability.
4. **Vehicle Schematic Drawings:** Basic vehicle schematic drawings showcase the integration of the new branding across Island Transit's fleet, aligning with the Zero Emission Initiatives.

The mission of Island Transit is to provide safe, accessible, convenient, and friendly public transportation services that enhance our Island quality of life.

5. Engaging Social Media and Website Visuals: The rebrand extends to Island Transit's digital presence, featuring new visuals on social media platforms and the official website for a dynamic and engaging online experience.

6. Typography: A carefully selected typography adds a modern and cohesive touch to the rebrand, contributing to a unified and recognizable brand image.

7. Voice and Messaging Strategy: Island Transit has defined a compelling voice and messaging strategy that communicates its commitment to progress, environmental responsibility, and community well-being.

“This rebrand represents more than a new logo – it symbolizes our agency's evolution. It is a commitment to delivering improved services, minimizing our environmental impact, and fostering a sustainable and equitable future for the vibrant community we proudly serve in Island County.” said Morrow.

The agency looks forward to the continued support of the community as it enters this exciting new chapter, confident that the rebrand will not only elevate the Island Transit experience but also contribute to the collective well-being of the Island County community.

About Island Transit

Island Transit has been a cornerstone of public transportation in Island County since 1987. Committed to providing fare free, safe, convenient, accessible, friendly, and environmentally conscious transit services, Island Transit serves as a vital link in connecting communities while embracing innovation for a sustainable future. For more information, visit www.islandtransit.org.

About Brave New Day

Brave New Day is a creative agency specializing in transformative branding and design solutions. With a commitment to innovation and impact, Brave New Day collaborates with organizations to craft compelling narratives and visual identities that resonate with their mission and audience.

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