

Nevada
County

connects

Key Research Findings

3fold audited Nevada County Transit's communications materials, communication channels of competitors (Alexandria DASH and El Dorado Transit), interviewed stakeholders, spoke with business owners and residents, and spent a day riding Gold Country Stage. The research conducted produced the following key points that informed our branding:

- Residents often did not connect Gold Country Stage or Lift with the County.
- Outreach materials like the service map are confusing and hard to navigate.
- Nevada County residents are generally interested in being stewards of the environment and would choose to take public transportation if given the opportunity/the opportunity were clearly communicated to them.
- The County needs creative support in the way of templated social media, e-newsletter content, and other digital communication channel content and graphics to help tell the story of Nevada County Transit's services and benefits.

The Design and Color Palette

In approaching this redesign we realized that a main objective was to focus on clarity. Clarity of the transit line's mission, its materials, and most definitely, its map. That goal will also help us to reshape the community's perception of the service. People in this community want greater clarity and ease of use.

This clarity is perfectly embodied in the custom type used and the icons that make up the "O"s in both marks. The line is as easy as the sleek lines of the type and the clear destination markers of those "O"s.

The blue-green exemplifies the calm, serene nature of Nevada County.

The red demands attention and draws the viewers eye to areas we want to emphasize.

#15A69C

#F23E41

The Design and Color Palette

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Our goal with the “connects” logo mark was to tap into riders’ sense of adventure. For that reason, the end of the “S” pushes off infinitely, giving a sense of an open-ended road with limitless possibilities. This is a concept that will be elevated in print and environmental materials, as well as on the fleet.

Nevada County connects

(Formerly Gold Country Stage)

Nevada County is a unique pocket of California where people enjoy living in inviting, locally-invested communities with access to the state's beautiful wilderness at every turn. Nevada County's transit system serves to connect those people to each other, their workplaces, their errands, and their next adventure. With that in mind, renaming the outdated Gold Country Stage to Nevada County Connects simply makes sense. Additionally, the possibilities for marketing with this new name are endless, for example:

- Nevada County Connects you to locally-crafted goods.
- Nevada County Connects you to your neighborhood brewery.
- Nevada County Connects you to endless adventures.

Nevada County Now

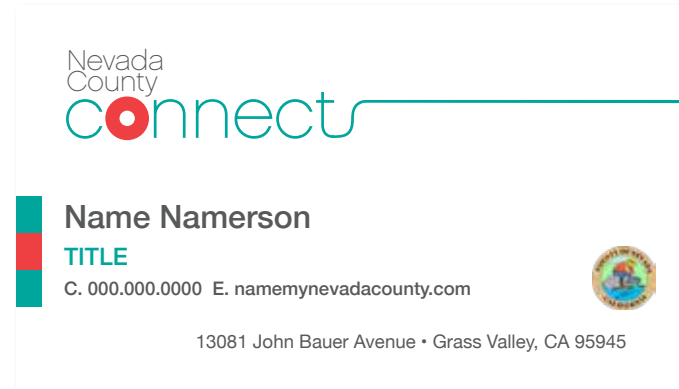
(Formerly Gold Country Lift)

For the “Now” mark we wanted to make it more deliberate and staccato. Now is more about an immediate destination. Now.

In keeping with the renaming of Nevada County Transit’s services, the name of the Gold Country Lift on-demand service will be changed to Nevada County Now. The word “now” lets residents know that the service can be called at a moment’s notice, whenever they need it.



Business Cards



Bus Stop Posters

Nevada
County

connects

you

to locally-crafted
goods.



Nevada
County

connects

you

to your neighborhood
brewery.



Nevada
County

connects

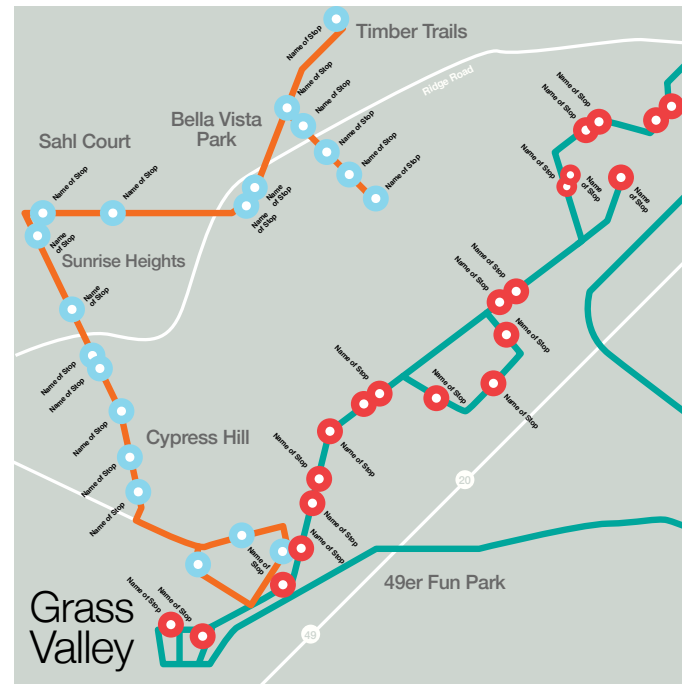
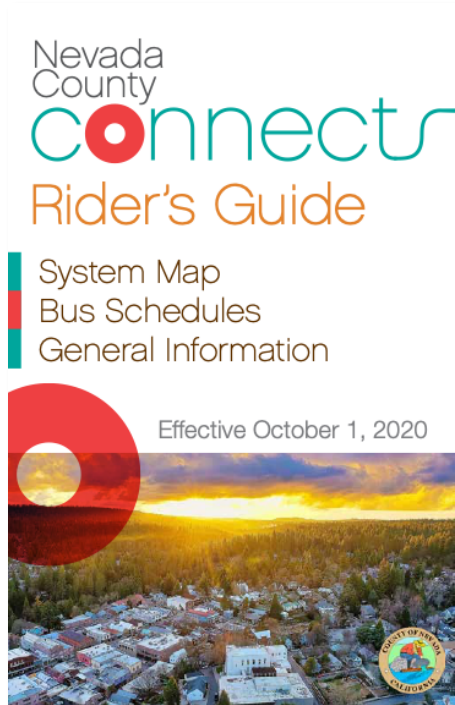
you













to endless
adventures.



The Map Style

The logo itself is designed to reflect the simplified, clarified version of the map we have in mind. A concern we heard from residents and stakeholders was making the map clearer and easier to read. With that in mind, we took a page from subway and light rail maps in cities like New York and San Diego, and transit systems like BART. We focus the map more on relative location, distance, and direction rather than a strict adherence to the contours of the routes and topography. As a result, the map will be much easier for riders to digest. We will also create simple color codes for each route so overlapping routes and stops near one another can stand out clearly from other routes.



- Route 1  
- Route 2  
- Route 3  
- Route 4  
- Route 5  
- Route 6  
- Route 7 