

EXECUTIVE SUMMARY
Committee Action
Item 5b
New CAT Logo Design

Objective:

To discuss the design of a new CAT logo design.

Considerations:

Collier County Public Transit & Neighborhood Enhancement (PTNE) Division has developed options for a new logo design for the CAT system as a rebranding initiative for the system. Three proposed designs are being shown to all CAT employees for voting for their favorites; CAT believes that branding will be instrumental as we mature as a transit system. With a refreshed design CAT hopes to attract ridership as well as choice riders by creating an appealing look that will be used on the website, social media and all printed materials. The new designs have been created to modernize the logo while keeping the systems theme colors and cat in mind.

Recommendation:

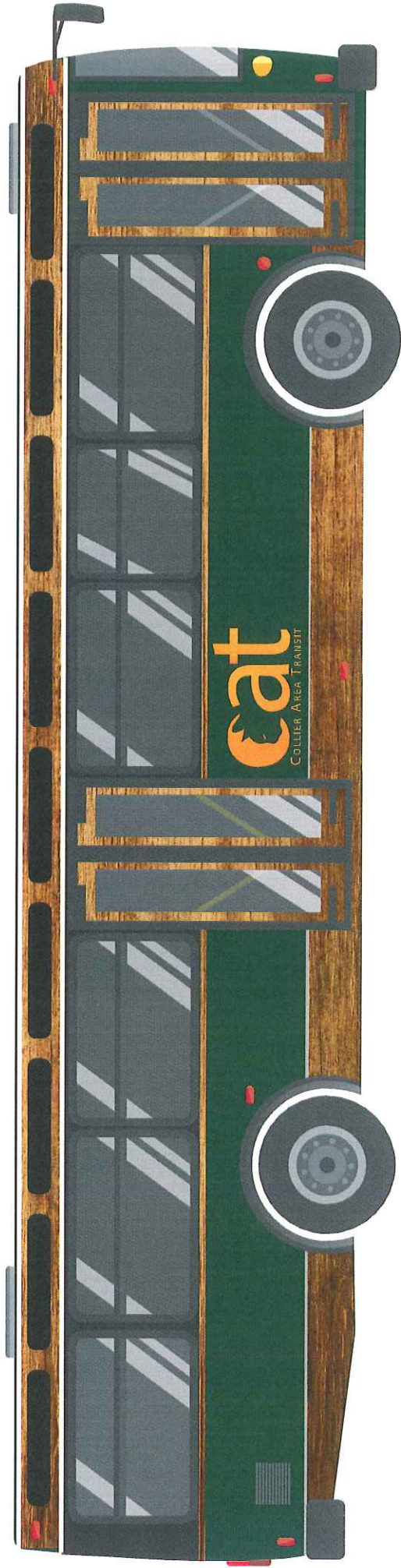
That the PTAC provide input and recommendation on the new CAT logo designs for implementation on the system.

Attachments:

Designs

Prepared by: _____ **Date:** _____
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Approved by: _____ **Date:** 6-16-16
Michelle Arnold, PTNE Division Director






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