

## FAQs: Cherriots Brand Refresh

### **The Cherriots brand is a promise**

The Cherriots brand represents the promise we make to our customers, our community, and ourselves — an overarching vision of everything we deliver, and the unique way we deliver it.

Ultimately, the Cherriots brand revitalization will translate into improved customer and employee loyalty, enhanced awareness of the value we bring to the community, and increased use of regional transportation options.

**What is our brand?** Our brand is our most important asset. It is our reputation – it can't be sold or bought. Simply put, it's what people say about us when we are not in the room.

**What are the elements of a brand?** A brand is the sum of all of the touch-points that come into contact with current or potential customers. These touch-points include the logo, stationery, marketing materials, website, vehicles, mission and values, and even how employees communicate and engage customers.

**Why are we doing a brand refresh?** While we have a firmly established brand, it is outdated and in need of a refresh. The goal is not to eliminate or diminish the brand value that has been developed over the years, but to update it so that it stays relevant.

**What problem are we trying to solve?** The brand does not reflect our evolution or help tell our story. Cherriots is a complex organization with multiple identities that hinder our ability to communicate the impact of the district as a whole. For example, fixed-route buses, regional, shopper service, paratransit, and rideshare look distinctly different. There is a low level of awareness that these services are all connected to the transit district. The brand revitalization and the new logo create a stronger connection between our name and visual identity.

**Has our customer profile changed?** We want to retain existing riders but be more relevant to engage and attract families, millennials, teens, and employers. Through our brand refresh effort we hope to tell our story more broadly so that people know about the resources, support and services we bring to the community.

**Why should anyone care about our brand?** A strong brand retains current employees and attracts high quality professionals – people who are increasingly more selective and want to join an organization with a reputation that makes them proud. One of our strategic priorities is to be an employer of choice.

**Is our vision changing?** Our vision remains the same – making a positive difference by enhancing community livability through innovative, sustainable regional transportation options. What is changing is how we talk about ourselves so that people better understand the benefits of engaging and using Cherriots.

**Is the name of our organization changing?** Our legal name remains Salem Area Mass Transit District. But moving forward, we will be Cherriots because that is how people most commonly refer to and know us. This honors our history, preserves current relationships with riders and the community, and positions us to open new doors and embrace our future.

**Who was involved in the naming process?** We formed a naming convention team with representation from across the district – planning, operations, including a supervisor and operator – maintenance, travel training, human resources, customer service, safety, marketing and communication.

**Why Cherriots and not Salem-Keizer Transit?** Some of the most distinctive and admired brands are single name powerhouses – think Amazon, Google, Netflix, Nike, and Apple – that use strong, simple images that connect and resonate with their customers. Cherriots is the umbrella name for our district.

**How did we arrive at this new look for our brand?** This was an inclusive process that involved district employees, Board of Directors, stakeholders, and community members. A professional marketing strategist conducted extensive research using surveys, focus groups, and community meetings.

**Will the website change?** Yes, we will introduce the new Cherriots.org in the summer of 2018.

**Why a new logo?** We need something that is more dynamic and reflects who we are today. The revitalized Cherriots logo honors our heritage but reflects the vibrancy of our organization. The design conveys a sense of trust, movement, and community through a classic but modern look. It is not a case of “out with the old, in with the new,” but rather a hybrid. We will still be Cherriots, but a modern Cherriots.

**Why are we not using the italic-like script logo?** Using italics and cursive script was a trend a generation ago, but now it’s as outdated as Gothic script. The most admired and distinctive brands incorporate contemporary, clean, and streamlined fonts into their logos. For example, Google went through a recent refresh of its brand. You still recognize it as Google but it has a more streamlined, contemporary, and sophisticated look.

**Why the simplified logo?** Because consumers are surrounded by the “noise” of advertising

at every turn today, logos can sometimes stand out when they're "quieter" and simpler.

**What font will we be using?** The primary font for all signage, stationery, marketing, and communication is Open Sans. It is a clean, readable, versatile sans serif type face that gives a feeling of precision and formality. Consistent use of typography in all Cherriots communication helps to build a cohesive brand presence.

**Will we still use the red, black and white color scheme?** We are moving away from that palette. Board members and stakeholders did not like that the red, black, and white color scheme that made Cherriots look rustic and that these colors were associated with a service that is under-used, under-appreciated, and under-funded.

**What colors will we use?** We have a new palette with 12 shades. One of the primary colors we will be using is a shade of blue called River. The color blue is not only appealing and versatile but blue is associated with honesty, trust, and loyalty; reliability and responsibility; and safety and sustainability.

**Will all our services have new logos?** No, we want to streamline our identity and avoid the clutter of too many brand names. A transit agency should have consistent branding across the board – logos, uniform typefaces, color schemes, layout, print materials, and other design elements.

**Has there been a change in the competitive landscape that is impacting our growth potential?** Our brand is the public face of Cherriots. When it fails to reflect the level of growth and innovation we have achieved, our customers may assume that we have fallen behind the times. Market research confirms that when people become aware of the breadth and diversity of services, the positive perception of the transit district will grow.

**Will this solution work and still be relevant in 5, 10 and 15 years?** A brand is more than just a color, logo or graphic; it is the essence of the company. Ideally, it will be around for years, so we need a brand that will grow and evolve, while remaining true to its essence. The Shell Corporation is a great example. Because of its ongoing revitalization of the Shell image, it has kept the company relevant for decades.

**Should I change Salem-Keizer Transit to Cherriots in existing documents?** We have been replacing Salem-Keizer Transit with Cherriots, as appropriate. Going forward we will be eliminating Salem- Keizer Transit and using Cherriots.

**Will we be changing the exteriors of current vehicles?** We will be looking at the useful life schedules for existing vehicles and will determine which ones will incorporate the new colors and logo.

**Will we be getting new vehicles?** Yes. As we acquire new vehicles, we will incorporate the

new color scheme and logo.

**Will we be getting new uniforms?** Yes. The Transit Operators will be the first group to receive new uniforms, followed by Customer Service and Reception.

**What does success look like?** When done right, a new brand can inject fresh energy and give an organization opportunities to have new conversations, communicate new value, and reach broader audiences than before. We want to be “living” our brand by fostering a culture that delivers on the brand promise: an exceptional transportation experience.