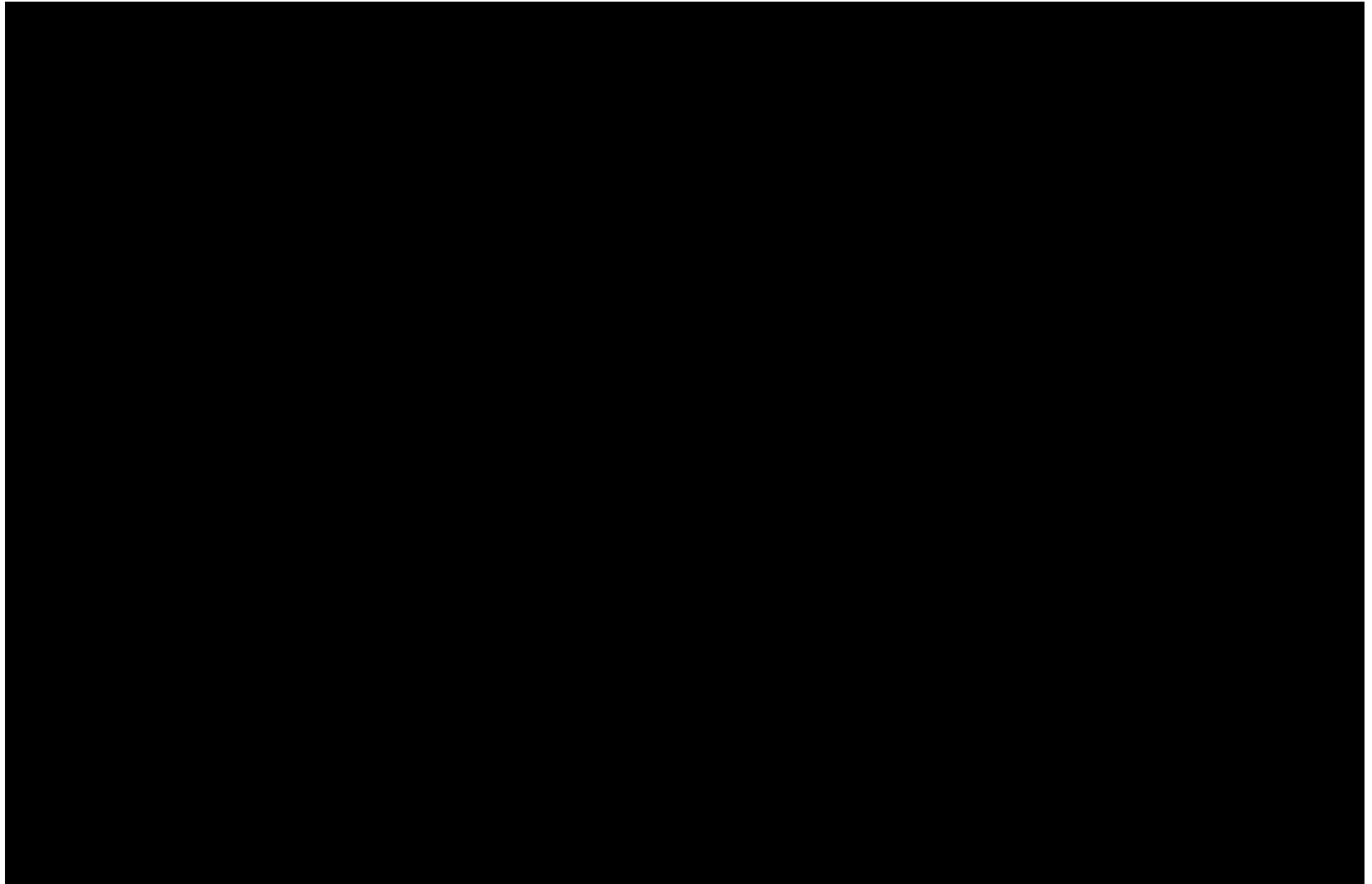


THE POWER OF BRANDING

Nevin Grinnell
Vice President/CMO
June 20, 2017



INTRODUCTION TO THE DART BRAND

Our Branding Starts With Our Logo and Tagline...



let's go.

DART Brand Positioning

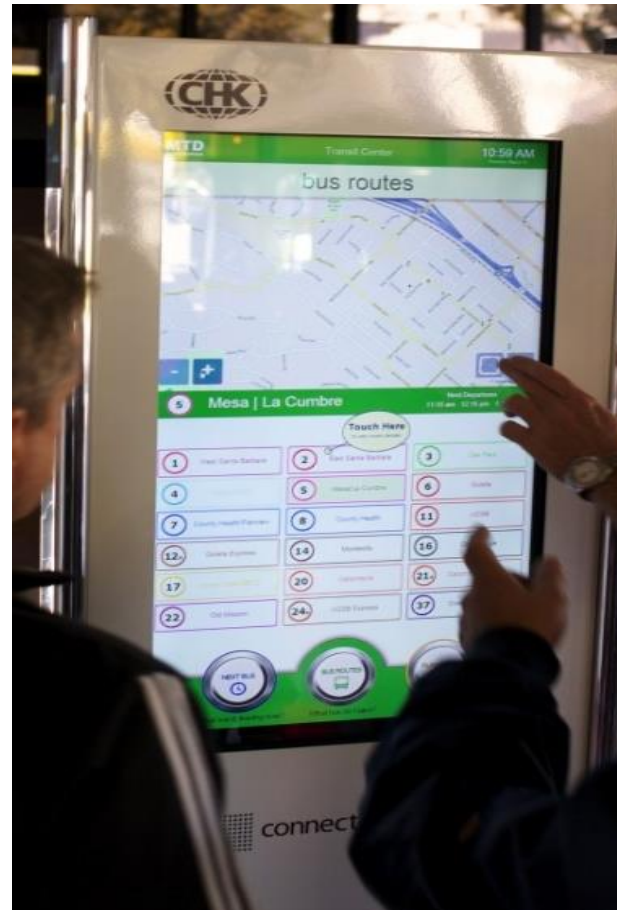
FORWARD-THINKING
PEOPLE TRUST DART
TO EMPOWER THEIR SENSE
OF DISCOVERY BECAUSE DART
IS UNIQUELY INTERCONNECTED
WITH OUR COMMUNITY.

Abbreviated version:

***DART EMPOWERS
DISCOVERY.***

DART Empowers Discovery Through TECHNOLOGY

Interactive Map



Location based mapping on board

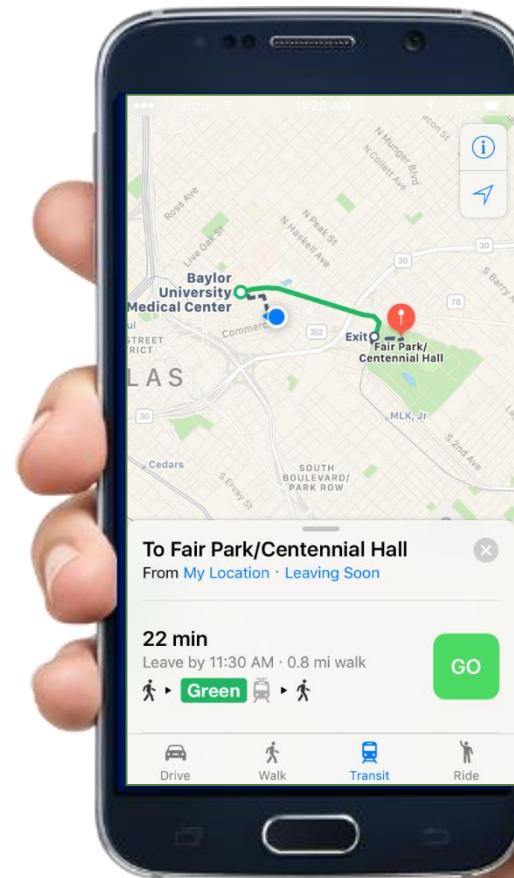


Intelligent Bus Stop



DART Empowers Discovery Through TECHNOLOGY

Transit Google Maps



DART Empowers Discovery Through CONVENIENCE

Example: DART GoPass Tap

- Replaces cash
- Reloadable
- Easy to buy

GoPass TAP[®]



**MULTI-AGENCY
EXCHANGE**

DART Empowers Discovery through NEW IDEAS

DART is exploring partnerships
with:

Toyota



DART Empowers Discovery through Customization



DART Empowers Discovery through Customization



DART Empowers Discovery through Customization



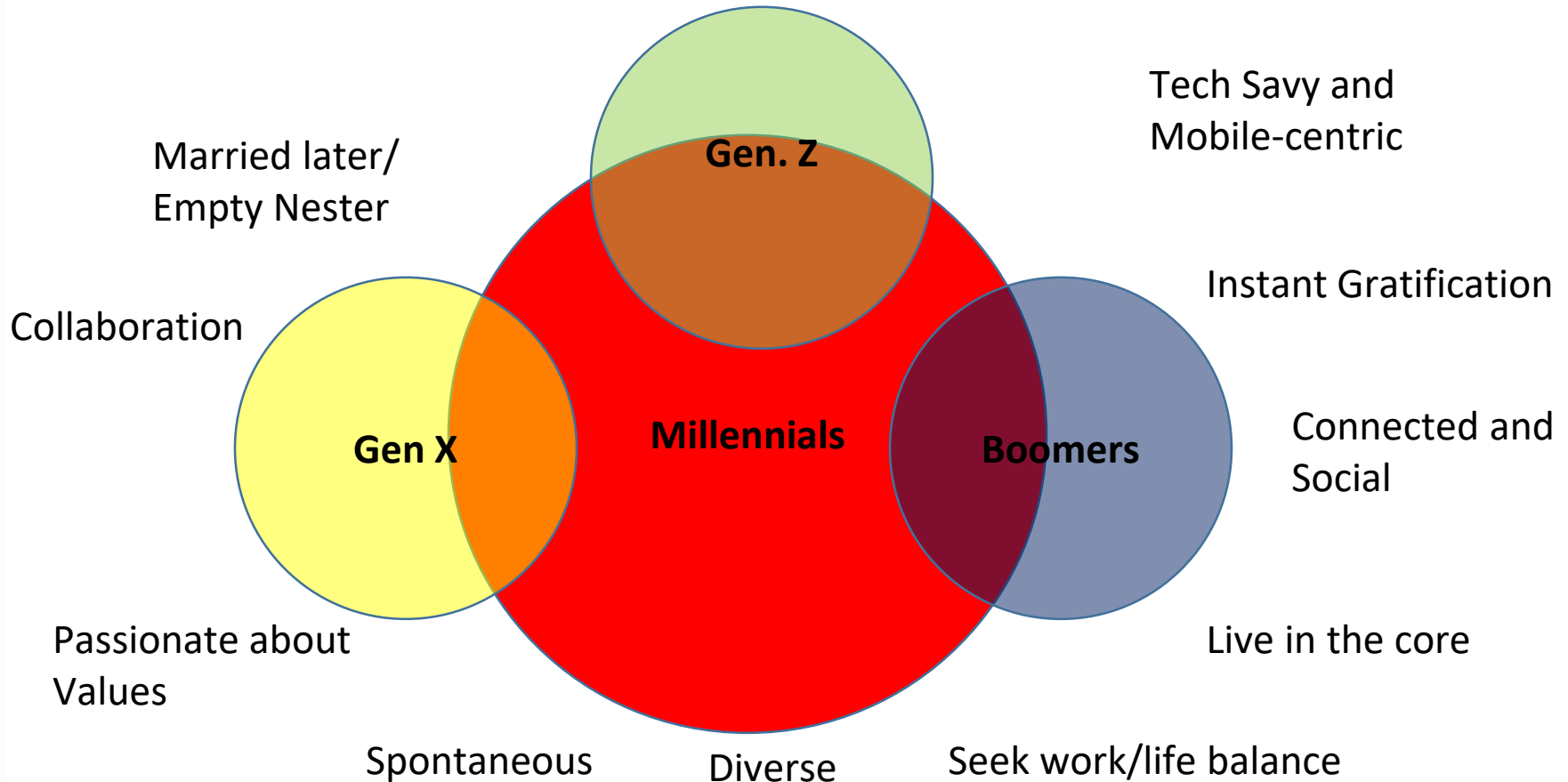
MULTI-AGI
EXCHANGE



Who's Our Audience



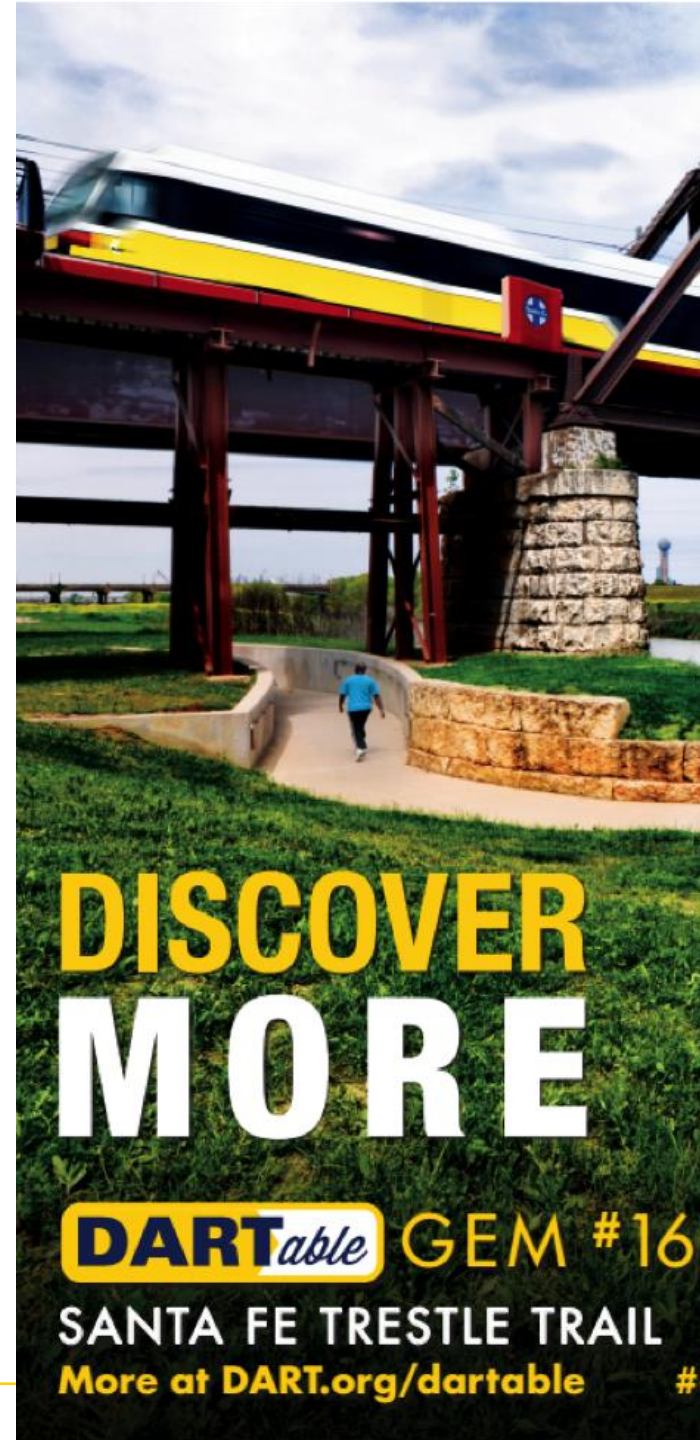
Mindset of a Millennial



Our Branding Campaign: DARTable

Highlights the places that people can discover through DART:

- Unique to North Texas
- Accessible by DART
- Evoke pride and “coolness” factor



DISCOVER MORE



DART*able* GEM #43

B.B. OWEN DISC GOLF COURSE

More at DART.org/dartable #dartable



let's go.



DARTable “Gems” Microsite

Discover where DART can take you

DARTable GEMS HOME EXPLORE CONVERSATION SUBMIT A GEM

All Catego... All Locatio...

Sports ★★★★★
B.B. Owen Park Disc Golf Course
Well-kept and wooded 18-hole course for fun and friendly

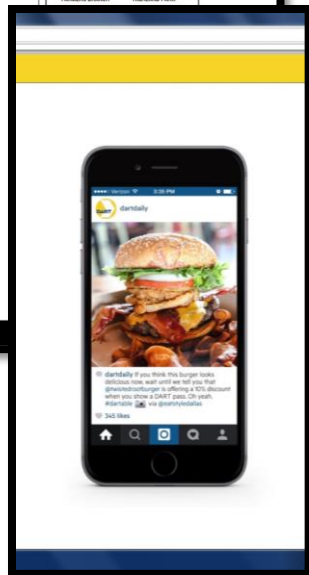
Shopping ★★★★★
Jimmy's Food Store
Authentic Italian market in the heart of Old East Dallas.

Dining ★★★★★
El Paraiso Restaurant & Taqueria

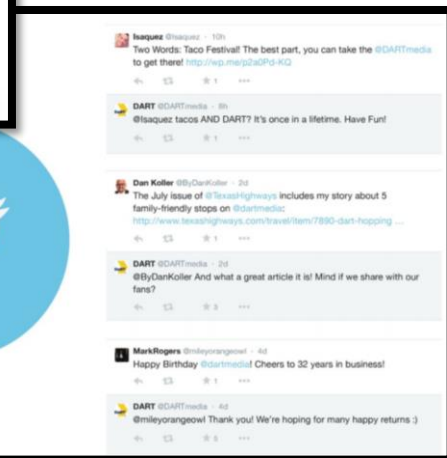
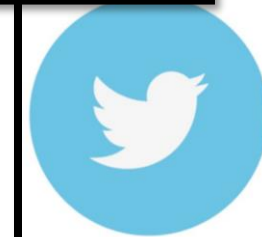
Culture ★★★★★
African American Museum Dallas

Brand Campaign – Social Media

Tie-in with Key Influencers and Influential Media



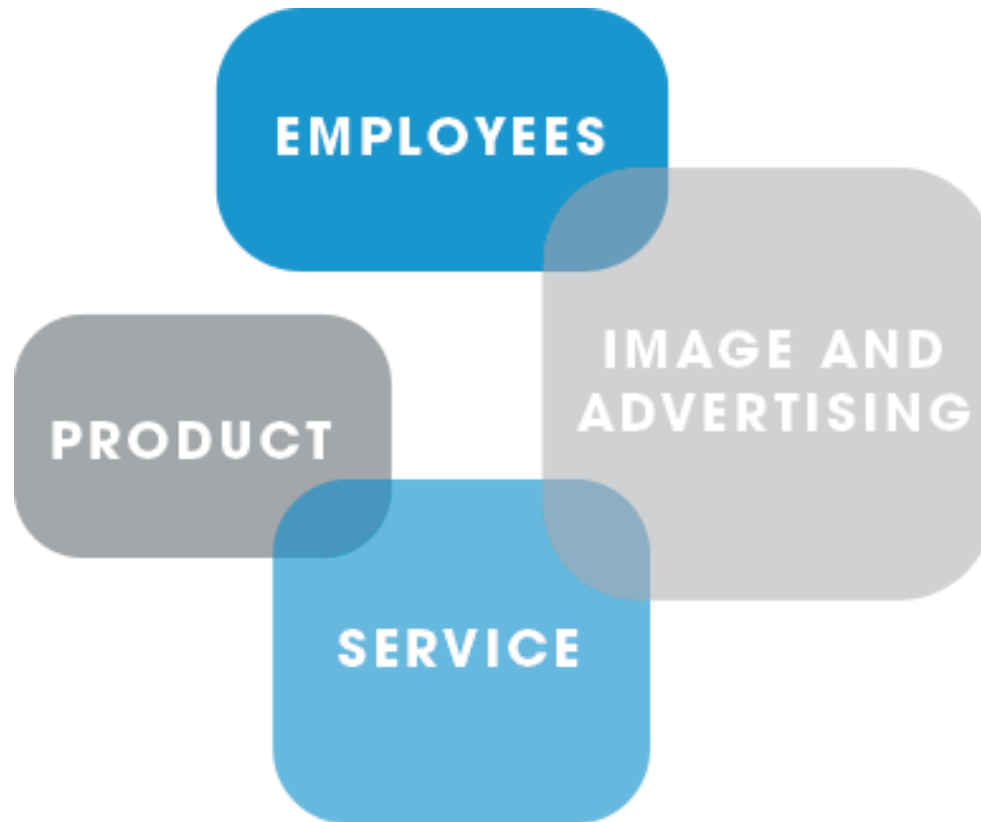
Leverage tastemakers to talk about DART



EXCHANGE

NCY

How Our Riders View the DART Brand



Virtually Everything We Do Builds Our Brand

- DART employees
- 5 Star customer service
- GoPass events & promotions
- Branded vehicles
- Continued expansion
- Rideshare options
- Smart bus stops & services
- Interactive maps
- Cashless payments
- Signage
- Brand campaign



DART

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DART

BRAND IDENTITY GUIDE

DALLAS AREA RAPID TRANSIT

DART



let's go.

BRAND AT A GLANCE



BRAND BELIEFS

A core company belief is that riding DART is about *discovery*. Whether it's discovering a better job, a better place to live, an educational opportunity, a sporting event, or a favorite new restaurant, DART takes its riders to destinations that *enhance their lifestyles*, and transforms their rides from mere transportation into *adventure*.

TONE

The tone of our voice should be flexible, changing according to the audience, context, and type of communication. We may be more formal when communicating with business leaders, and more casual with riders. But in all situations, our tone should be:

- Transparent, open and honest
- Sympathetic to our riders
- Proactive in solving problems
- Encouraging and inspiring riders to explore and discover

BRAND TRUTHS

DART's brand truths are the true and credible qualities of the brand. They are, essentially, the insights that support our brand.

- DART is uniquely interconnected with its community because it services an area of over 700 square miles! That's right—it spans all major citywide destinations.
- DART is a trusted guide. It empowers discovery for its riders, encouraging them to get out and explore, while getting them safely and efficiently to their destination.

BRAND PERSONALITY

If DART were a person, it would be a trusted tour guide. Key attributes of a successful tour guide are:

- Knowledgeable & Trustworthy
- Helpful & Encouraging
- Outgoing & Adventurous

BRAND POSITION

Forward-thinking people trust DART to empower their sense of discovery because DART is uniquely interconnected with our community.

Abbreviated Version:

DART EMPOWERS DISCOVERY.

VISUAL IDENTITY

This guide serves as a reference to our typical brand applications. For access to the full brand guide contact DART Marketing Creative Services at 214-749-2622 or creative@DART.org.

LOGO USAGE

Two-color logos are preferred. When two colors are not a viable option, the one-color DART logo can be used. The one-color logo can be reproduced in DART blue, or yellow, or reversed (of a darker color field). Always maintain proper clearspace and logos.



PRIMARY LOGOS



SECONDARY LOGOS



LET'S GO LOGO

DART "Let's Go" logo is used for communications and marketing materials sporting the new DART brand positioning.



COLOR PALETTE

<p>NAVY</p> <p>CMYK 100, 95, 5, 36 RGB 0, 22, 91 PANTONE 281 HEX 00205B</p>	<p>YELLOW</p> <p>CMYK 0, 14, 100, 0 RGB 255, 255, 0 PANTONE 116 HEX FFC000</p>
<p>WHITE</p> <p>CMYK 0, 0, 0, 0 RGB 255, 255, 255 PANTONE NA HEX FFFFFFFF</p>	<p>GREY</p> <p>CMYK 16, 11, 11, 27 RGB 160, 160, 170 PANTONE Cool Grey 6 C HEX 999999</p>
<p>ORANGE</p> <p>CMYK 0, 60, 100, 0 RGB 255, 120, 0 PANTONE 151 C HEX FF8C00</p>	<p>BLUE</p> <p>CMYK 36, 34, 1, 3 RGB 0, 125, 196 PANTONE 2461 C HEX 0070BA</p>

TYPOGRAPHY

Avant Garde
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz...!@#1234567890

Univers
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz...!@#1234567890

Adobe Garamond Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz...!@#1234567890





THANK YOU!