

Gettin' Noticed!

When the County of Lebanon Transit Authority decided to run buses with different color schemes, it flew in the face of conventional wisdom. Several of the “ole timers” out there insisted that it was



imperative for an Authority to have the exact same appearance on all its vehicles in order to establish branding. Maybe so, but the multiple color scheme has worked well for COLT, and has led to an increase in positive comments from the public. “Hey, I just saw a bright green COLT bus going into the Mall”, or “what color is the next one going to be?” are just a couple examples of the positive feedback we have received. COLT has one design, with the 5 bright color schemes.



We intend to repeat the same 5 colors on future purchases, and the design used is sufficient to establish the level of branding needed

in our community; nobody mistakes a COLT bus for something else! We're “gettin' noticed”, and ridership is UP!

By Teri Giurintano