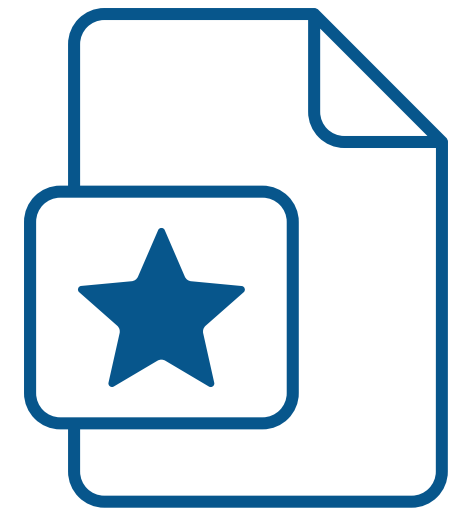


Marketing and Branding Recommendations

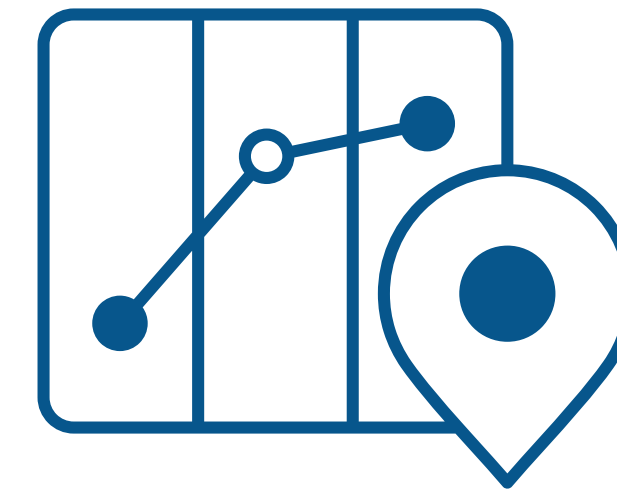
System Branding



Example recommendations include:

- ◆ Use the acronym GMTS to align with the system name
- ◆ Create and utilize a consistent brand across all marketing materials

Maps and Schedules



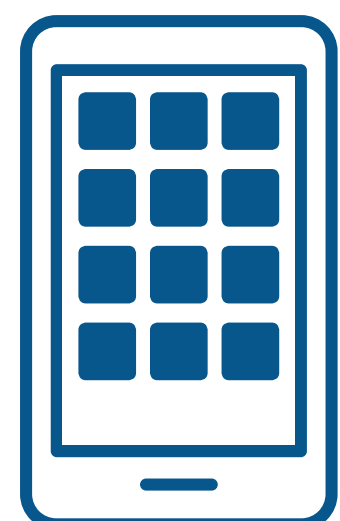
Example recommendations include:

- ◆ Create a systemwide map
- ◆ Ensure that naming, numbering, and colors of routes are consistent across materials

Communication

and Feedback Channels

New Media and Technologies



Example recommendations include:

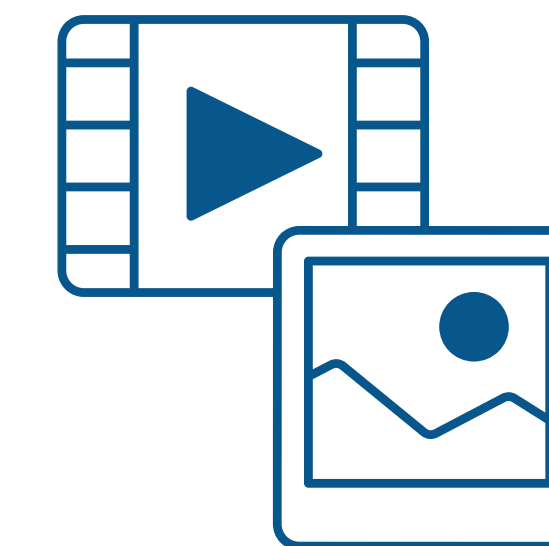
- ◆ Create a trip planning tool
- ◆ Develop a Greater Mankato Transit System application



Example recommendations include:

- ◆ Provide materials in multiple languages
- ◆ Create a generalized email address for customer service and add a comment form to the transit website
- ◆ Maintain or delete social media accounts

Online Materials



Example recommendations include:

- ◆ Create a standalone Greater Mankato Transit System website
- ◆ Ensure that maps and schedules online print easily
- ◆ Share "How to Ride" videos and resources on website

