









CITY **LINK**
A B I L E N E

Conceptual Branding, Signage, & Web Design



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Brandmark

CityLink's primary brandmark color is orange. However, the brandmark can also function in black also. The pictorial mark can exist with or without the text and can also change colors when used with specific routes.

Black & White Version:



Color Version:

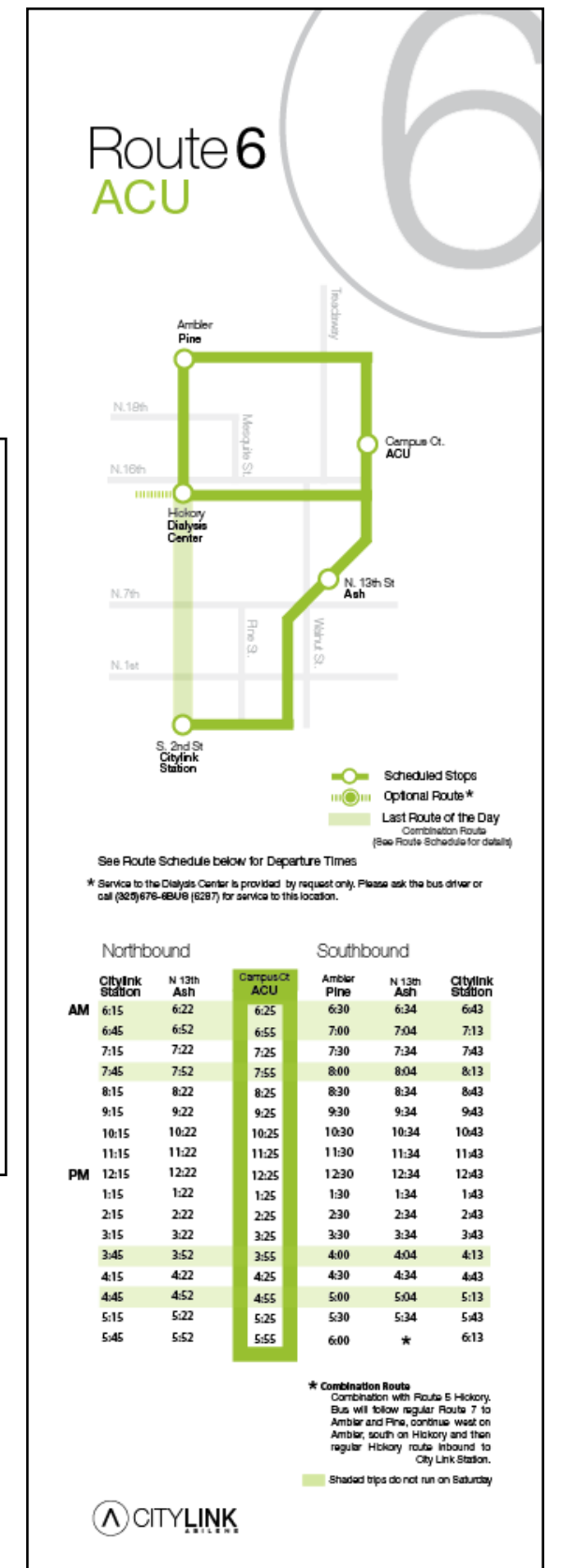
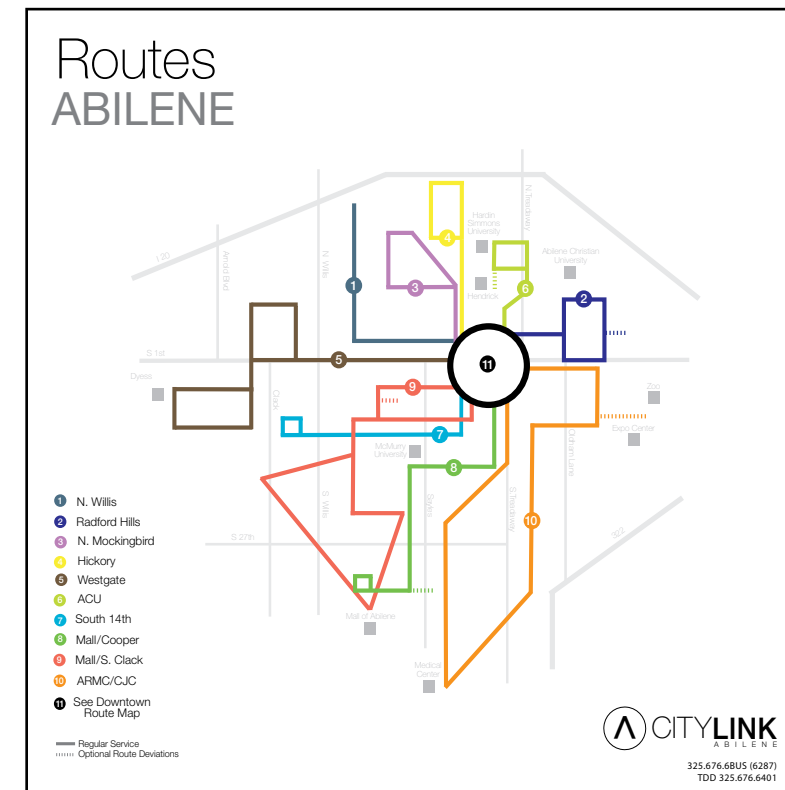


Route-Specific Color Examples:



Route Maps & Schedules

These are samples of some of the route signs and time schedules that would be placed in various CityLink bus stops.





Bus Stop Graphics

CityLink's bus stops would be color-coordinated to their individual route and would also have their route number clearly displayed on the outside.





Bus Graphics

Citylink's bus graphics consist of the landmark and the pictorial element in various bright colors. Their placement would remain the same for every bus, however their colors would change.



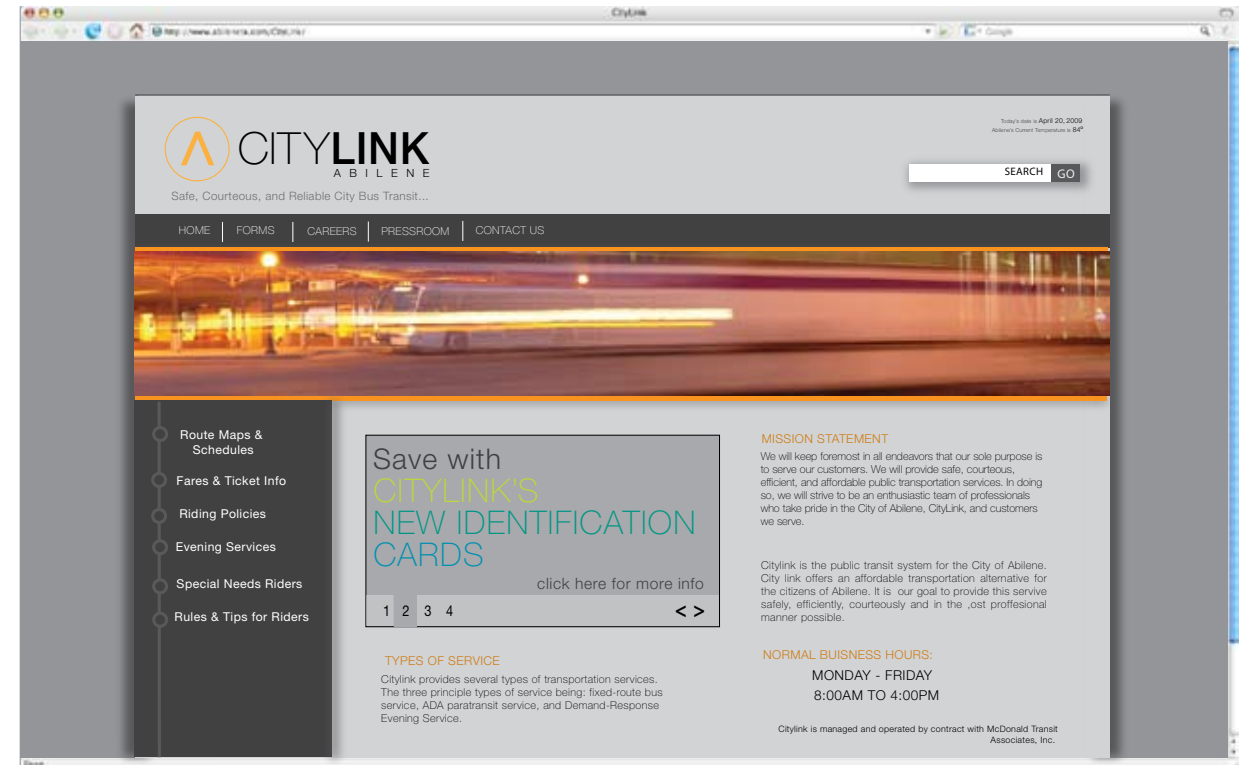


Uniforms

This is an example of a Citylink drivers required uniform.



Homepage:



Routes & Maps Page:



Web Design

These are examples of Citylink's Homepage and Routes & Maps page.



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