

FEBRUARY 11, 2026

# Name & Branding Presentation for the RTA of Central Oklahoma



WE ARE EXCITED TO SHARE WITH YOU

# TODAY'S AGENDA

ALL ABOARD THE RTA OF CENTRAL OKLAHOMA REBRAND JOURNEY



**REBRAND  
SCHEDULE**



**BRAND  
DEPARTURE**



**NEW BRAND  
ARRIVAL**



**THE JOURNEY  
AHEAD**



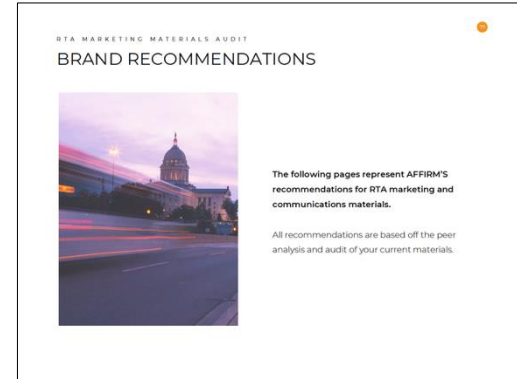
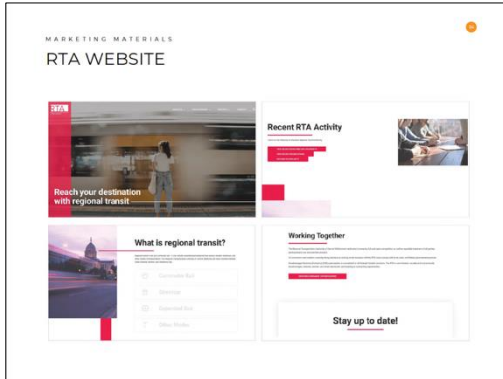
RTA OF CENTRAL OKLAHOMA

# REBRANDING SCHEDULE

RTA NAME & BRAND PRESENTATION

# RTA Rebranding Schedule

Like a transit schedule, this process began with review and research. In 2024 we completed an extensive Marketing & Communications Audit that investigated the existing RTA brand, researched similar transit authorities, and dove into perceptions of the RTA to set the course for the brand journey ahead.



# RTA Rebranding Schedule


**In the Audit, we asked one key question:**

Does the current name and identity help or hinder the future we're trying to build?

**KEY FINDINGS:**


**RTA Strengths:**


- Concise & transparent information shared with the public



**RTA Opportunities:**

- Consistent, cohesive messaging
- Expand education and engagement with the public about transit
- Improve public understanding of the meaning and purpose of a regional transit authority



 **Limited and fragmented public outreach underscored the need for a new name and brand strategy to clearly introduce the RTA and its vision to the region.**

RTA NAME & BRAND PRESENTATION

# RTA Rebranding Schedule

**With the background research done, stakeholder interviews conducted, and brand audit completed, it was clear:**  
The RTA needed a new introduction to share its vision to the public. Central Oklahoma is growing. Our transit system is evolving. Our brand needs to catch up.

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## THE NEW PLATFORM NEEDED TO

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DEFINE THE PURPOSE  
AND THE BRAND  
PROMISE OF THE RTA



UNIFY FRAGMENTED  
MESSAGING



IMPROVE PUBLIC UNDERSTANDING  
OF THE MEANING & PURPOSE OF  
A REGIONAL TRANSPORTATION  
AUTHORITY



RTA OF CENTRAL OKLAHOMA

# BRAND DEPARTURE



RTA NAME & BRAND PRESENTATION

# Departing: Regional Transportation Authority

The RTA Brand Profile established the route to a new name, identity, and brand strategy. It defined the purpose, personality and the promise we're making to our audience.

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## THE NEW RTA BRAND VALUES INCLUDE

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**DRIVING  
OPPORTUNITY &  
INNOVATION**



**ACCESSIBILITY  
FOR ALL**



**SAFETY**



**STEWARDSHIP**



**INSPIRING  
ENTHUSIASM**

RTA NAME & BRAND PRESENTATION


## The Brand Promise

*The RTA of Central Oklahoma was established to provide **economic opportunity and connectivity** through the development of safe, reliable, and future-forward public transit options in Central Oklahoma. RTA rallies around **a bold vision of the future** that brings prosperity, opportunity, and modernity to all in the region. RTA, and the member cities it represents, come together to provide a historic, unified vision of the future in which **freedom of movement and opportunity** will increase the quality of life for years to come.*


# Naming & Logo Design Process

RTA BRAND RECOMMENDATIONS

## LOGO DESIGN EXPLORATION




**BIG, BOLD & NEW**  
 We recommend that RTA chooses to push their new logo direction into the realm of big, bold and new. We feel that this logo direction will better represent the fun, flavor, beauty and variety that Central Oklahoma, and by extension the RTA, has to offer. The future is exciting, and the logo should reflect this. This could happen with a typeface, color, design and concept. The new logo could also possibly build off the current Central Oklahoma transit brand colors.



### KEY CONSIDERATIONS:

1. Represent visually meaningful and decisive themes that inspire a **strong visual story**.
2. Communicate **personality and values** as positioned by the Brand Profile.
3. Design logos that are **BOLD, unique**, and explore different themes, layouts, lockups & type treatments.
4. Develop a distinct brand representative of **ALL Central Oklahoma**

 We developed multiple name and logo options until we found the one option that best fit the promise of the RTA and reflected the vibrancy of its member cities



RTA OF CENTRAL OKLAHOMA

# NEW BRAND ARRIVAL





ONE TRANSIT NAME & BRAND PRESENTATION

# Introducing the New Logo & Tagline



# What the New Logo Represents

**THREE PATHS, ONE VISION:**

The three dynamic lines symbolize the member cities working together to build a cohesive transit system and a stronger region.

**MOVEMENT & PROGRESS:**

Angled shapes suggest transit modes and vehicle forms, evoking motion and forward momentum.



**COLOR REPRESENTATION:**

Each path features a distinct color, representing the diversity of the region within a connected, integrated system.

**BOLD & READABLE:**

Strong, clean typography emphasizes "ONE," reinforcing unity and a seamless rider experience.

ONE TRANSIT NAME & BRAND PRESENTATION

## Why the Name ONE Transit

Inspired by the first letter of the member cities and signals  
a greater collective commitment.



**ONE** = unity across cities

**ONE** = one system, one future

**ONE** = simple, strong

**ONE** = future-proof language

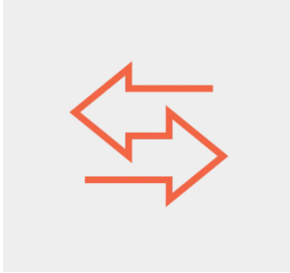
ONE TRANSIT NAME & BRAND PRESENTATION

# How ONE Transit Will Transform the Region

ONE Transit will transform the region by connecting communities, expanding opportunities, and moving people and the economy forward through stronger regional connections.



**DRIVING  
OPPORTUNITY &  
INNOVATION**



**INCREASING  
TRAVEL OPTIONS**



**ATTRACTING  
YOUNG  
PROFESSIONALS**



**BUILDING A  
STRONGER  
CENTRAL  
OKLAHOMA**



**CREATING  
ACCESS AND  
INCLUSION  
FOR ALL**

ONE TRANSIT NAME & BRAND PRESENTATION

# Bringing the Brand to Life



ONE TRANSIT NAME & BRAND PRESENTATION

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ONE TRANSIT NAME & BRAND PRESENTATION

# Bringing the Brand to Life



**MOVING CENTRAL  
OKLAHOMA FORWARD.**


Linking our region.  
Empowering our future.

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Connecting You to What Matters

[VIEW THE PLAN →](#)



**MOVING  
CENTRAL  
OKLAHOMA  
FORWARD.**


Linking our region.  
Empowering our future.

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OKLAHOMA FORWARD.**



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**MOVING CENTRAL  
OKLAHOMA FORWARD.**



[VIEW THE PLAN →](#)

ONE TRANSIT NAME & BRAND PRESENTATION

# Bringing the Brand to Life

**A CONNECTED FUTURE STARTS HERE.**

Planning safe, reliable transit for Central Oklahoma.

Connecting You to What Matters

GET ON BOARD →

**A CONNECTED FUTURE STARTS HERE.**

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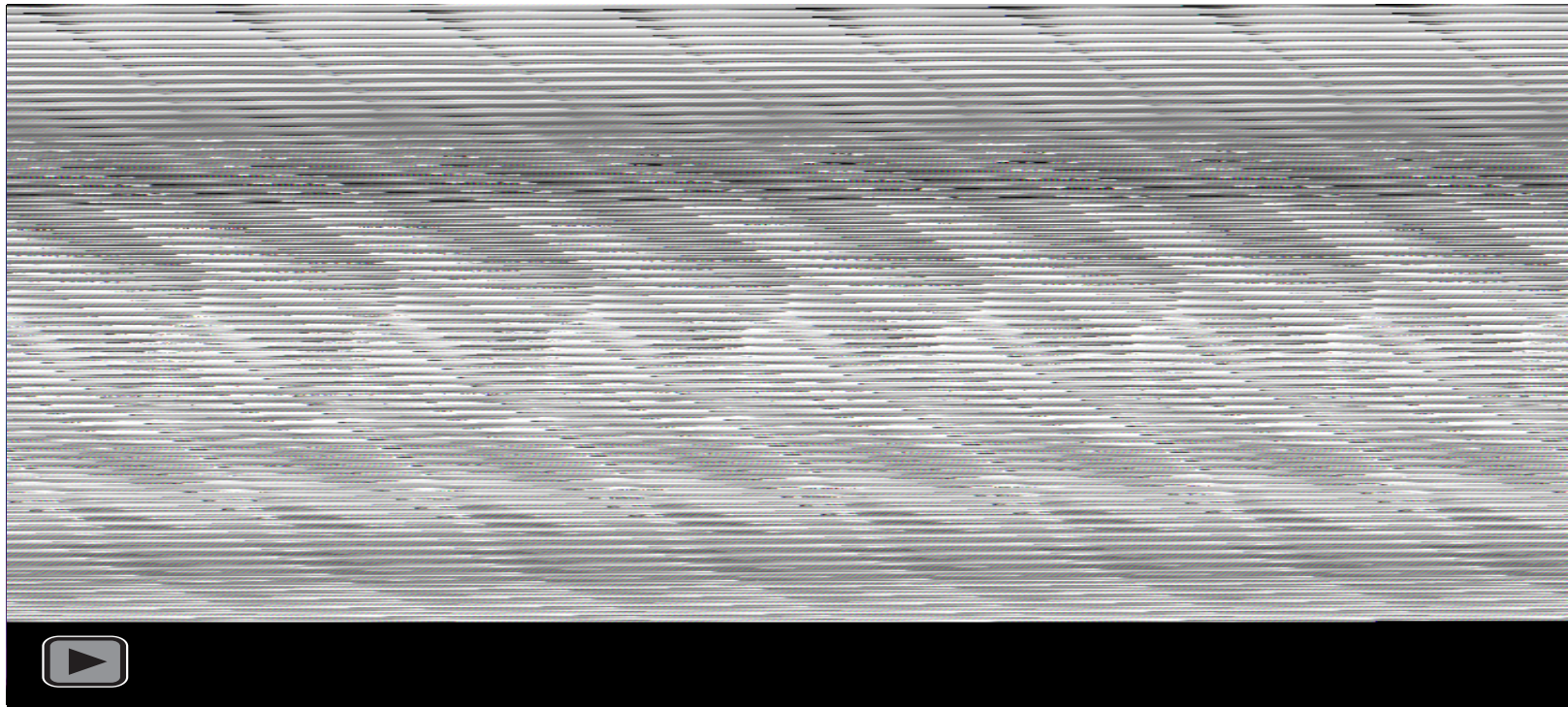
**A CONNECTED FUTURE STARTS HERE.**

GET ON BOARD

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ONE TRANSIT NAME & BRAND PRESENTATION

# Bringing the Brand to Life





ONE TRANSIT

# THE JOURNEY AHEAD

ONE TRANSIT NAME & BRAND PRESENTATION

# ONE Transit is Shaping the Future of the Region

ONE Transit is more than a name, it's the first step on Central Oklahoma's journey to developing a unified, modern transit system to serve a growing region.



**COMMUTER RAIL**



**LIGHT RAIL**



**EXPANDED BRT**



**OTHER MODES**

(Vanpools, Microtransit, Bike Share)

ONE TRANSIT NAME & BRAND PRESENTATION

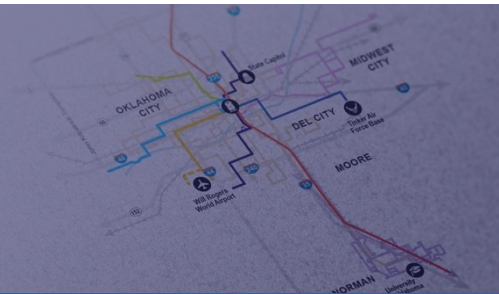
# A Clear Route Ahead

ONE Transit envisions a connected, modern and prosperous Central Oklahoma powered by safe, reliable, and future-forward transit.

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## ONE TRANSIT SIGNALS

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**ONE**  
REGIONAL TRANSIT  
SYSTEM



**ONE REGION.  
ONE VISION.  
ONE TRANSIT.**

**ONE**  
SHARED VISION FOR THE  
REGION



**ONE**  
TRANSIT  
Connecting You to What Matters

**ONE**  
CLEAR PUBLIC  
IDENTITY

ONE TRANSIT NAME & BRAND PRESENTATION

## Get Onboard with ONE Transit!

The ONE Transit brand is the first step, not the final destination.



**Engage the public consistently**



**Align messaging across member cities and partners**



**Build trust through transparency and education**

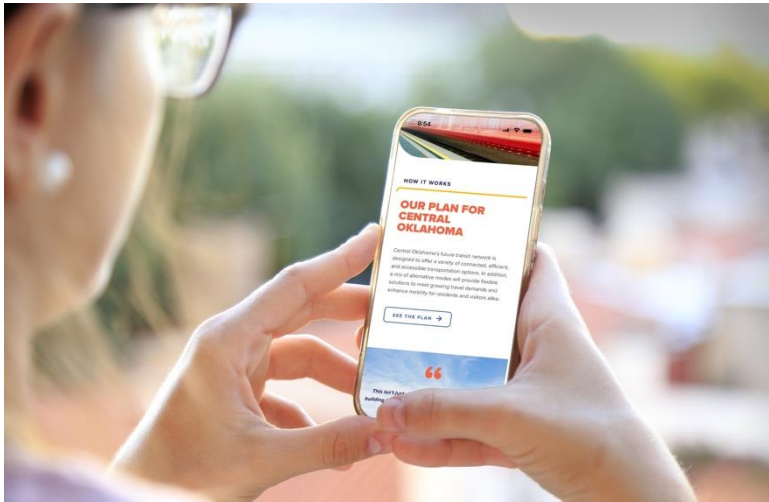


**Support future transit investments and initiatives**

ONE TRANSIT NAME & BRAND PRESENTATION

## The Next Stop

Public engagement and collaboration to bring awareness to the benefits of a connected transit system.





**Get on Board!**

[onetransit.org](https://onetransit.org)