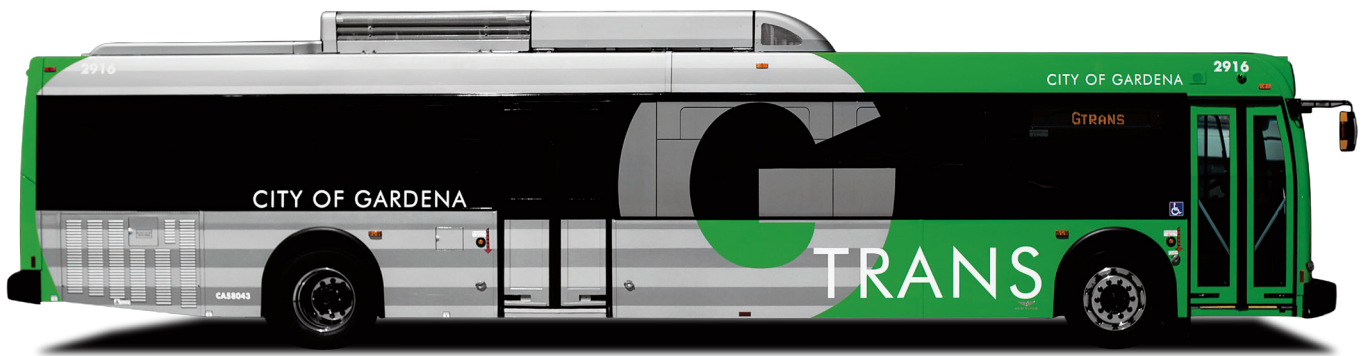


It All Starts with GTrans - Rebrand

FROM:



TO:



GTrans / It All Starts with GTrans / Rebrand

Objective: GMBL is well respected by its patrons, but is not as well known within its community. GMBL believes that this was, in part, due to the fleet's outdated design.

It All Starts with GTrans - Rebrand

CITY OF
GARDENA



OPTIONAL STRIPED LOGO



BLACK AND WHITE



REVERSED CONTRAST OPTION

It All Starts with GTrans - Rebrand



GTrans / It All Starts with GTrans / Rebrand

With its 75th anniversary approaching; GMBL felt this was the perfect time to reevaluate its brand.

It All Starts with GTrans - Print Ads

GOOD TIMES WITH GRANDKIDS
AT THE BIG GAME

It all starts with GTrans

CITY OF GARDENA
G
TRANS

GTrans goes to your favorite events, from right around the corner to all the way downtown.
#startswithGTrans RideGTrans.com

GNARLY G-TURNS. GINGERSNAPS
AND GODZILLA FLIPS.

It all starts with GTrans

CITY OF GARDENA
G
TRANS

Grab a ride from GTrans to Rowley Park, Johnson Park and other great skate spots.
#startswithGTrans RideGTrans.com

It All Starts with GTrans - Student Ads



GETTING GENIUS GRADES

It all starts with GTrans

GTrans buses make getting to El Camino College easy – so you have more time to keep studying hard.
#startswithGTrans RideGTrans.com



GETTING GLITZY, GLAMOROUS
AND OH SO GORGEOUS

It all starts with GTrans

Go after-school shopping with GTrans, from El Camino College to the South Bay Galleria, Compton Towne Center and more.
#startswithGTrans RideGTrans.com



It All Starts with GTrans - Spanish Ads



GIRANDO CON GRACIA Y
GOZANDOLA GRUESO.

Todo empieza con **GTrans**

Viaja con GTrans a el parque Rowley, o a el parque Johnson,
y a otros buenísimos lugares para patinar.
#empiezaconGTrans RideGTrans.com

CITY OF GARDENA
G
TRANS

This advertisement features a skateboarder in mid-air above a concrete ledge. In the background, a green and white GTrans bus is visible. The text is written in a stylized, hand-drawn font. The bus has the GTrans logo and the words 'CITY OF GARDENA' and 'TRANS' on its side.



GOZANDO CON GANAS, GRACIA Y CLARO...
TODO EL GLAMOUR

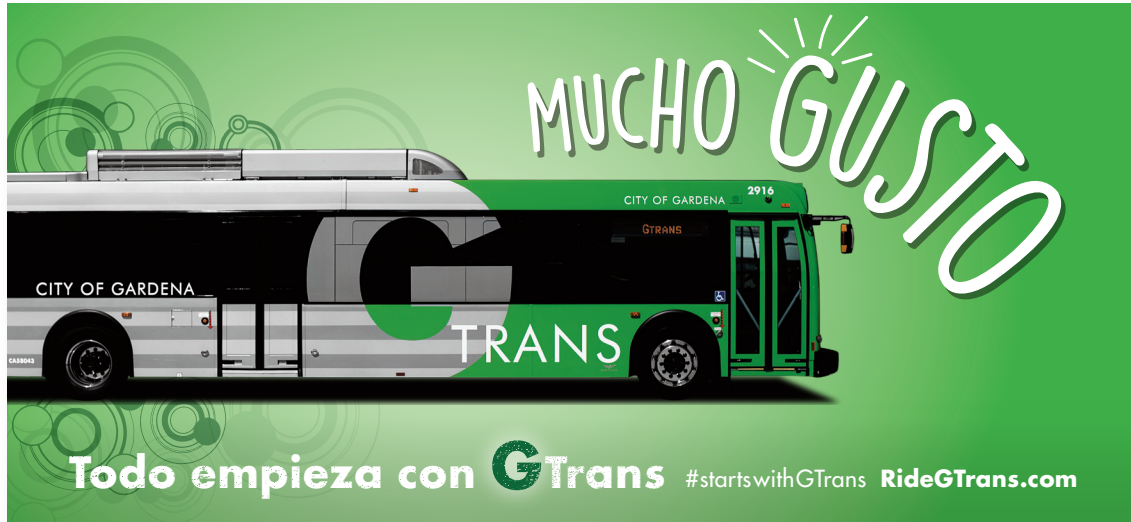
Todo empieza con **GTrans**

Vete de compras con GTrans a South Bay Galleria, a el centro Compton Towne Center y otros lugares más.
#empiezaconGTrans RideGTrans.com

CITY OF GARDENA
G
TRANS

This advertisement features a woman in a denim jacket and jeans walking towards the camera. In the background, a green and white GTrans bus is visible. The text is written in a stylized, hand-drawn font. The bus has the GTrans logo and the words 'CITY OF GARDENA' and 'TRANS' on its side.

It All Starts with GTrans - Billboards



A billboard featuring a side view of a City of Gardena GTrans bus (number 2916) against a green background with circular patterns. The bus has 'CITY OF GARDENA' and 'GTRANS' written on its side. The slogan 'MUCHO GUSTO' is written in large, white, stylized letters with radiating lines above the bus. Below the bus, the text reads: 'Todo empieza con GTrans #startswithGTrans RideGTrans.com'.



A billboard featuring a side view of a City of Gardena GTrans bus (number 2916) against a green background with circular patterns. The bus has 'CITY OF GARDENA' and 'GTRANS' written on its side. The slogan 'GET IN GEAR' is written in large, white, stylized letters with radiating lines above the bus. Below the bus, the text reads: 'It all starts with GTrans #startswithGTrans RideGTrans.com'.



A billboard featuring a front-three-quarter view of a City of Gardena GTrans bus (number 2916) against a green background with circular patterns. The bus has 'CITY OF GARDENA' and 'GTRANS' written on its side. The slogan 'GO GREEN' is written in large, white, stylized letters with radiating lines above the bus. Below the bus, the text reads: 'It all starts with GTrans #startswithGTrans RideGTrans.com'.

It All Starts with GTrans - Bus Shelters

GETTING GLITZY, GLAMOROUS
AND OH SO GORGEOUS

It all starts with GTrans

Go shopping with GTrans at the South Bay Galleria, Compton Towne Center and more.
#startswithGTrans RideGTrans.com

GNARLY G-TURNS, GINGERSNAPS
AND GODZILLA FLIPS.

It all starts with GTrans

Grab a ride from GTrans to Rowley Park, Johnson Park and other great skate spots.
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GOOD TIMES WITH GRANDKIDS
AT THE BIG GAME

It all starts with GTrans

GTrans goes to your favorite events, from right around the corner to all the way downtown.
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It All Starts with GTrans - :30 TV Spot

<https://www.youtube.com/watch?v=G6IZ6ZMZRU>



It All Starts with GTrans - :30 Digital Radio Pandora Spot

●●○○○ AT&T LTE 4:15 PM 100%

< ODESZA Radio

FIND A GTRANS BUS TRIP NOW!

CITY OF GARDENA

It all starts with GTRANS

Your station will be right back... Why Ads?

0:02 ————— -0:29

⏮ ⏪ ⏸ ⏩ ⏭

It All Starts with GTrans - Digital Ads

728x90



300x50



320x50



300x250



It All Starts with GTrans - New Website

ridegtrans.com

Search [] Select Language []

ROUTES & SCHEDULES | FARES | NEWS & ALERTS | CONTACT US

Start Address [] End Address [] Depart at or Arrive by 05/21/2015 11:25 am

No Active Alerts

Photo Credit: Spahn Ranch
Photographer: Anthony Acosta

Line 1X Line 2 Line 3 Line 4 Line 5

WELCOME TO THE NEW GTRANS!

GTrans celebrates 75 years of service

Riders earn ExpressLanes toll credits

read more read more read more

MAR 1 2015

Increased safety on GTrans

GTrans has recently installed a safety video surveillance system on our entire fleet of buses! These interior and exterior cameras are designed to increase the safety of our passengers and operators, while also allowing GTrans to be better equipped to investigate accidents and incidents that happen in and around our vehicles.

Read more...

FEB 13 2015

Torrance Transit TAP cards are totally good here!

If you have one of Torrance Transit's new 75th Anniversary TAP cards, you probably noticed that it doesn't look like a typical TAP card.

Read more...

FEB 13 2015

Gardena's first all-electric buses hit the road

GTrans is adding two new buses to its fleet — without using even one additional drop of gas!

Read more...

FEB 13 2015

GTrans enjoys "An Afternoon in the Park" for Black History Month

The City of Gardena celebrated Black History Month by hosting a fun, free "An Afternoon in the Park" event — and everyone was invited!

Read more...

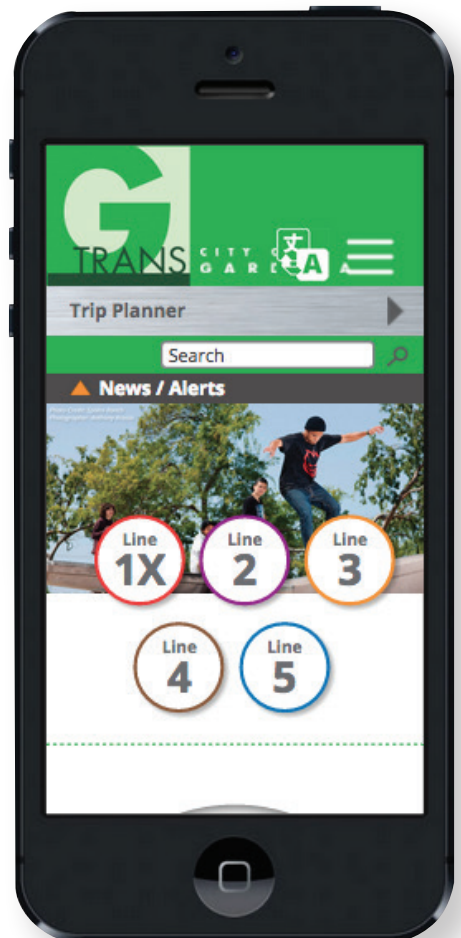
OUR PROMISE TO OUR CUSTOMERS

GTrans exists to move people by providing safe, reliable and outstanding public transportation to the communities we serve every day.

ROUTES & SCHEDULES ABOUT US GETTING AROUND CONTACT US

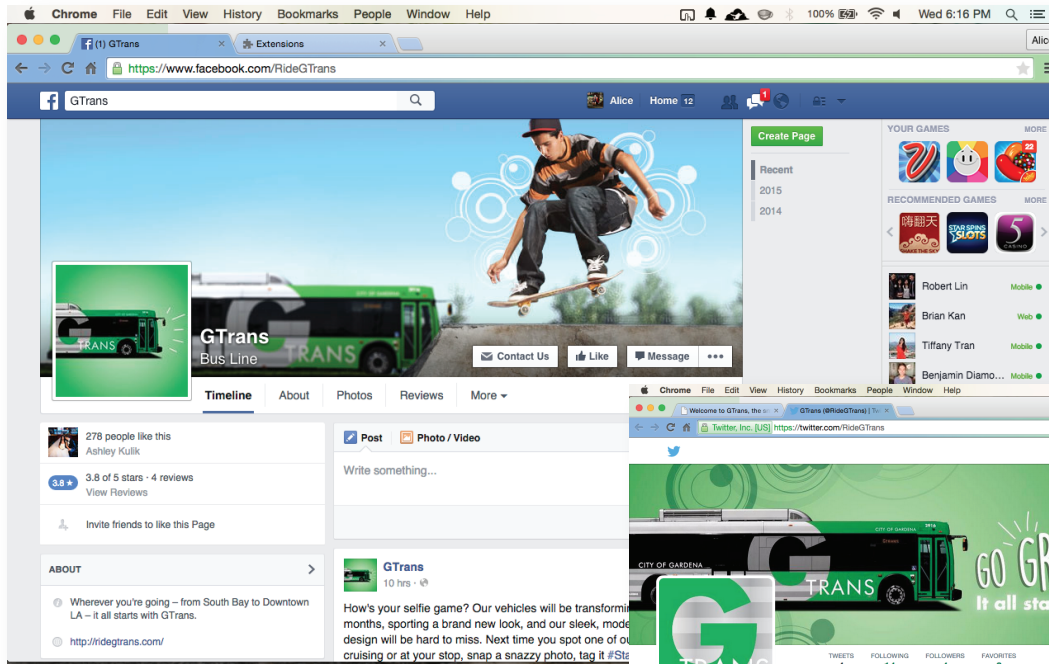
Line 1X Core Values Traffic (310) 965-8888
Line 2 For Your Safety Metro.net 13999 Western Avenue
Line 3 FAQ Regional Transportation Gardena, CA, 90249
Line 4 Documents & Videos Partners Procurements
Line 5 Developer Resources LAX Jobs
City of Gardena

Twitter Facebook Instagram YouTube



It All Starts with GTrans - Social Media

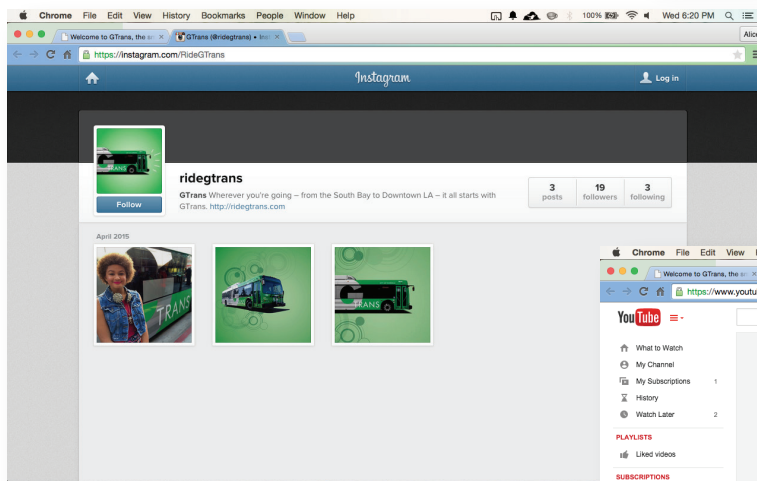
Facebook



Twitter



Instagram



Youtube

