



Y O R K
R E G I O N
T R A N S I T

YRT



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R E G I O N
T R A N S I T

From a utility to customer-focused,
modern + innovative transportation option

One innovative transit system with
two types of service

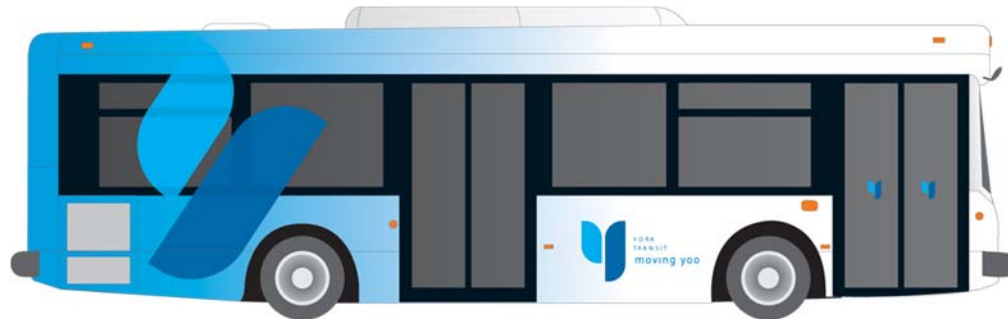


Y O R K
R E G I O N
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CONCEPT 1

YORK, TRULY CONNECTED.

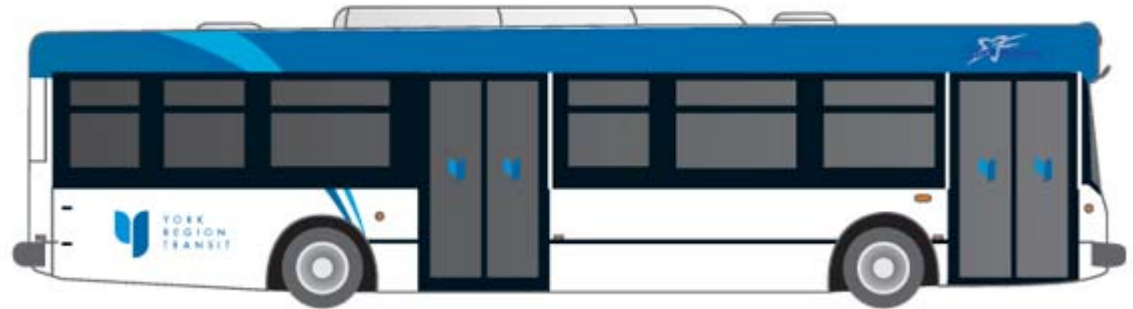
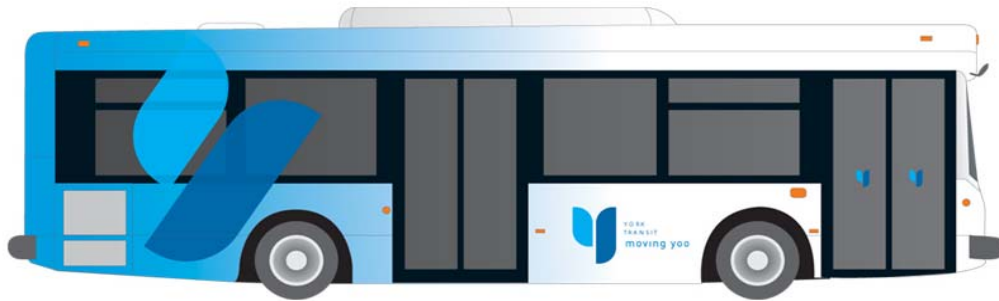
NEW AND EXISTING BUSES – NEW IDENTITY AND LOGO



CONCEPT 2

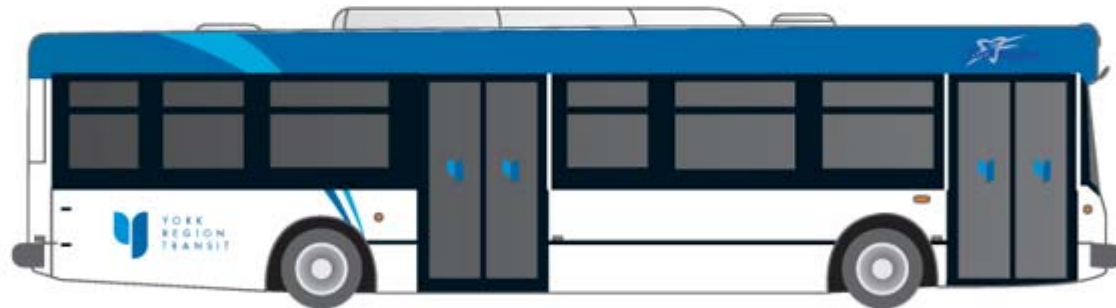
NEW BUSES – NEW IDENTITY

EXISTING BUSES – CHANGE GOLD TO BLUE +
NEW LOGO



CONCEPT 3

NEW AND EXISTING BUSES - CHANGE GOLD TO
BLUE + NEW LOGO



Over 325 YRT & 85 Viva rolling billboards will communicate innovation, pride and the new customer-focus of YRT

