

WRTA Rebrand

Moving Forward with Heart



WRTA



Connections

Origin-Destination
Community-Community
Person-Person
Operator-Passenger



History

Heart of the Commonwealth



Design Intentionality

Two Hearts – Make a W
Texture – Helpful for VIPs
Contrast – High Visibility for Safety



WRTA



Reason

To create a sustainable design that is representative of the community that WRTA serves.



Method

Procured one of the best transit design firms

Engaged public through outreach:

376 completed surveys

Engaged internal operations



What we heard

Majority liked blue color

Majority liked heart symbol

Split between modern, timeless, & progressive design styles

Survey Feedback

"Just an overall recognizable color.. something for the future for the years to come."

"Include symbols of the city like a heart."



"It should be simple and should uphold its heritage and originality."

"Historical & patriotic."

Movement in a positive sense - optimism, forward looking. The idea of the WRTA buses moving people to their next opportunity or adventure.

Worcester being the "heart" of the commonwealth.

"Worcester as the Heart of New England both geographically & as the host for many ground breaking biomedical education, research and community routed wellness initiatives and organizations."

Logo

Design



WRTA

*Worcester Regional
Transit Authority*

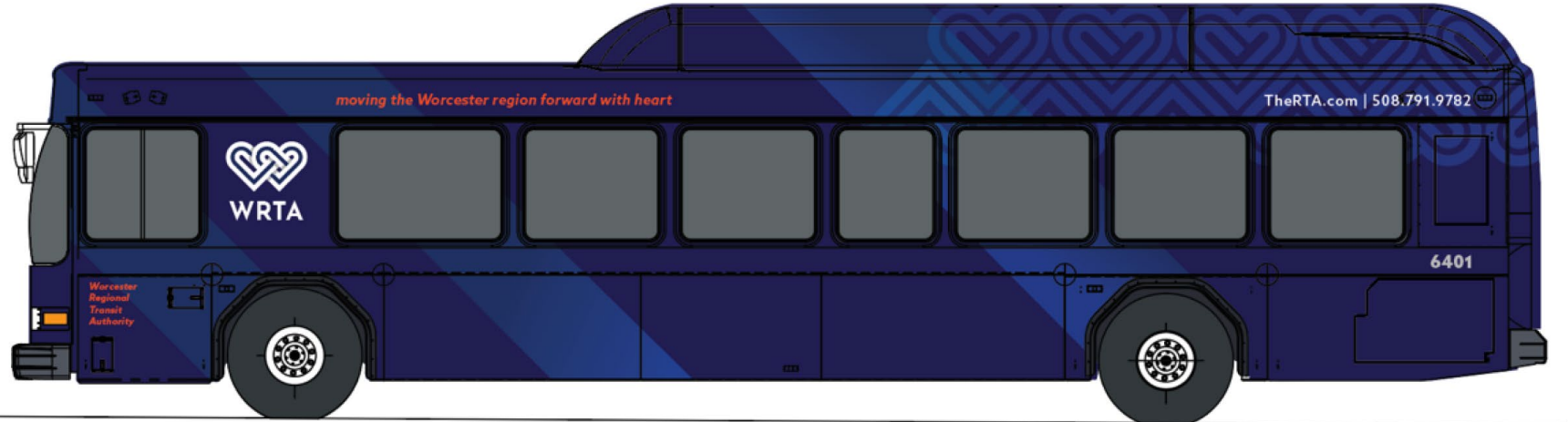


WRTA

*Worcester Regional
Transit Authority*

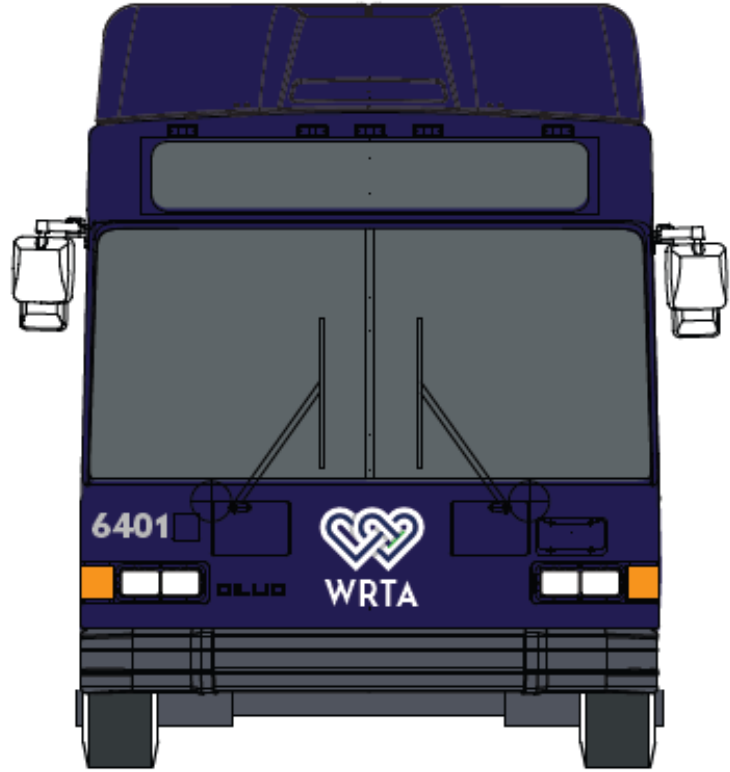
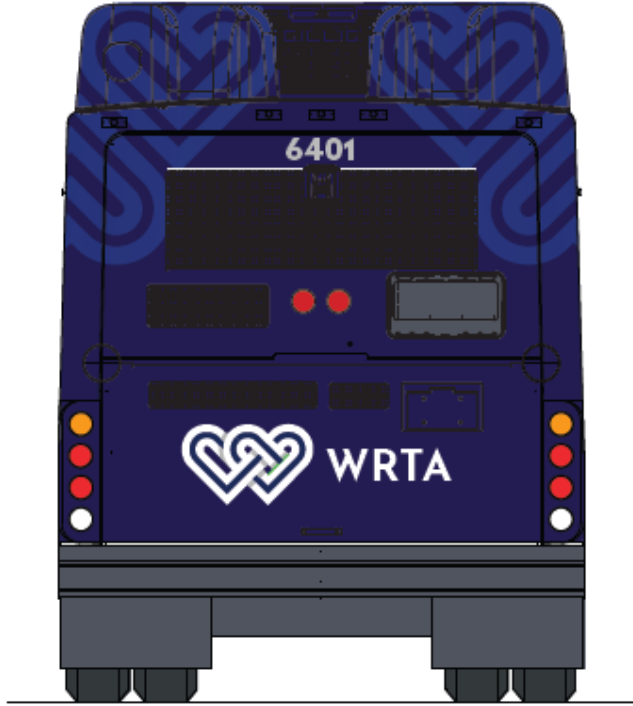
Vehicle

Design



Vehicle

Design



Vehicle

Design



Vehicle

Design



- Design element of hearts represent the people who are onboard
- Hearts reflects logo design
- Final design will standardize how contact information is displayed on exterior

Vehicle

Design



Vehicle

Design



New slogan connecting brand to service

Vehicle

Design



Vehicle

Design



Logo on all sides of bus will be retroreflective white for safety

Vehicle

Design



Vehicle

Design



Forward lines provide the perception of movement

Next Steps

**Procurement of Vinyl
Wrapping Service**

Wrap for Branding

Wrap for Repairs

Vinyl Safety Stickers

On Call Needs

Next Steps

**Additional Marketing
Materials & Website**

Handouts/Flyers

Public Notices

Business Cards

Swag

Apparel

Next Steps

**Finalize Bus Stop
Design**

**In Coordination with
Bus Stop Study**

Next Steps

Launch Date
February 13th, 2026

New Buses



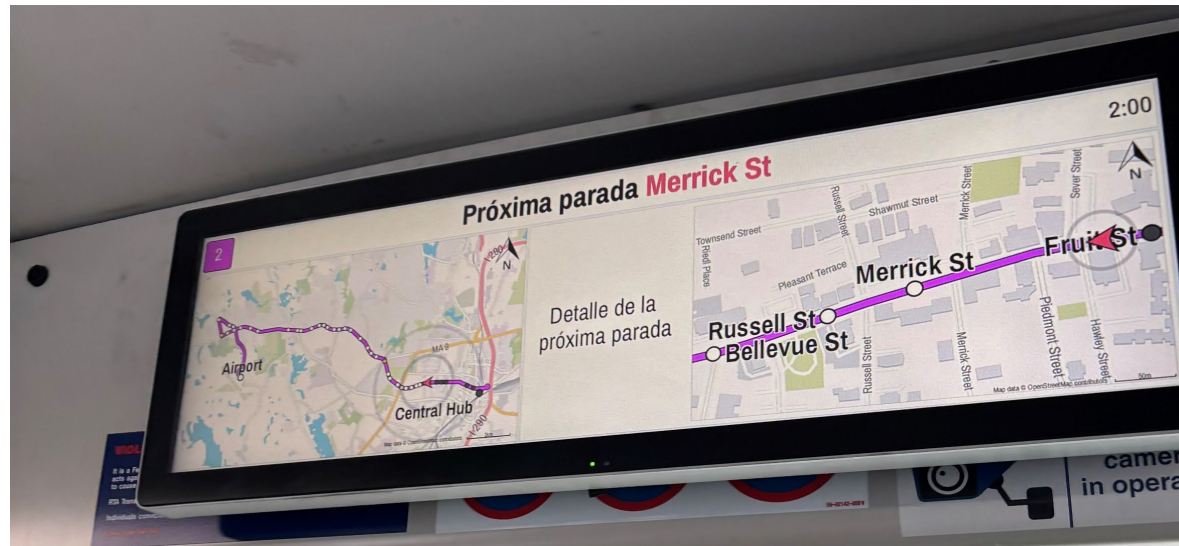
Questions

ITS Installation

Progress



Infotainment screens aboard buses

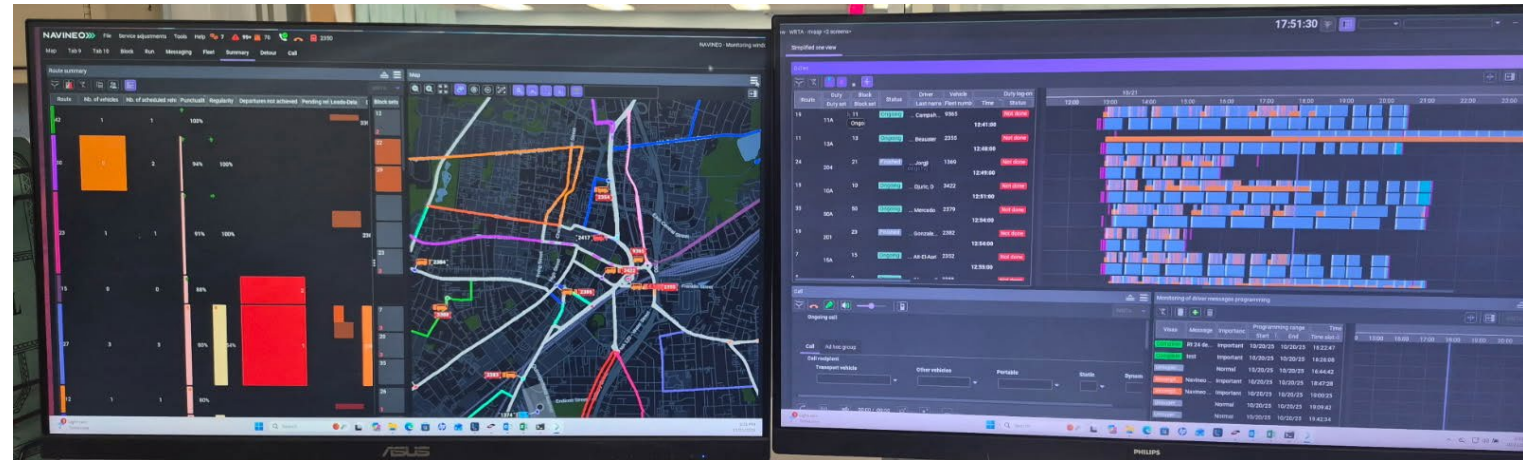


ITS Installation

Progress



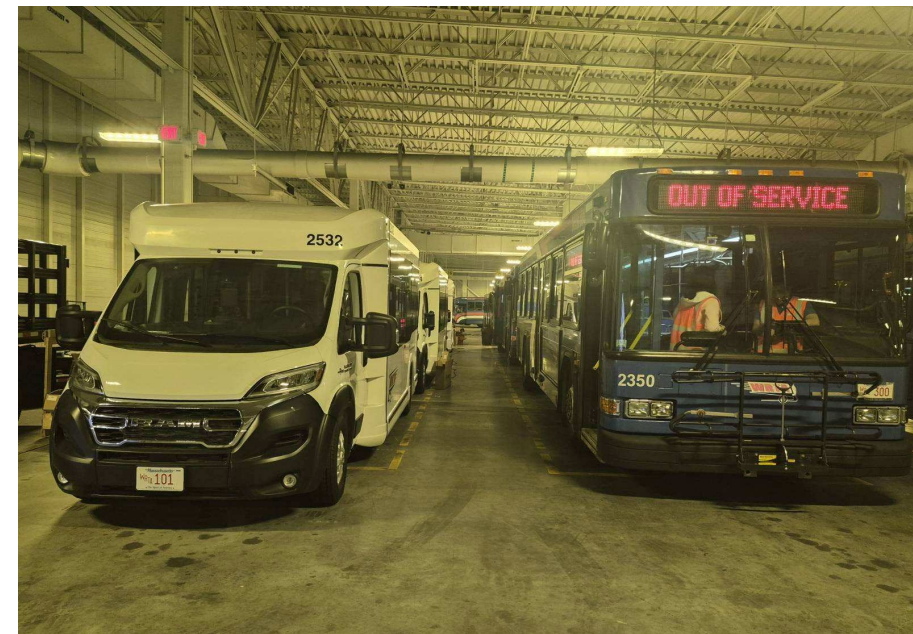
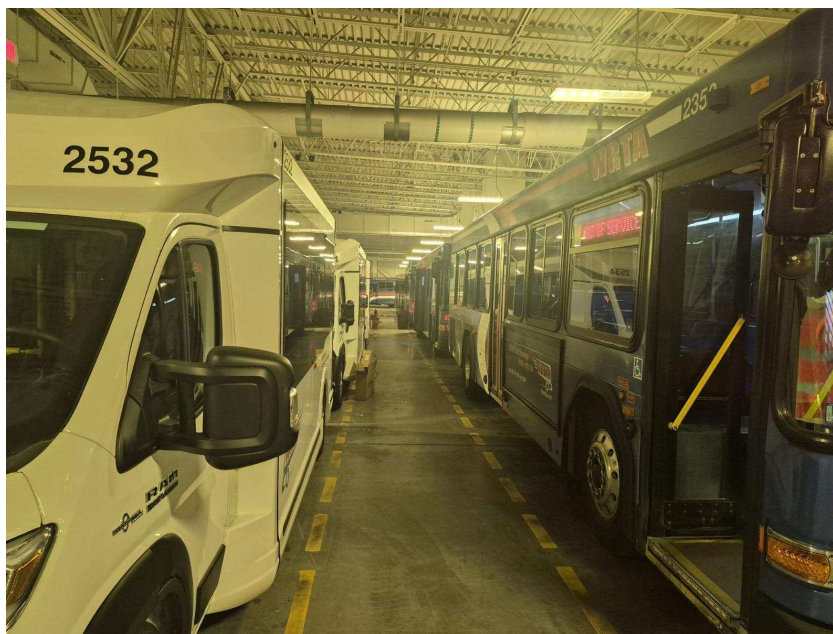
Mobile Data Terminal



Dispatch Monitoring Platform

ITS Installation

Progress



Installation Worksite