

**NORTH COUNTY CORRIDOR
EXPRESSWAY TRANSPORTATION AUTHORITY**

SUBJECT:

Approval of a North County Corridor Logo

STAFF RECOMMENDATIONS:

1. Approve a North County Corridor Logo

FISCAL IMPACT:

There is no fiscal impact associated with this item.

DISCUSSION:

The North County Corridor Transportation Authority was formed for the purpose of completing Project Approval and Environmental Documentation (PA/ED), developing a preferred alternative that will be used to establish a precise alignment for the North County Corridor.

Approval of a North County Corridor (NCC) logo will provide an identifying mark to be used on all NCC communications. This will ensure that all correspondence is readily identifiable while also increasing the visibility of the project. The proposed logo is provided in Exhibit "A"

NCC LOGOS

Elements of Logo:

- Inter-Regional Route
- Incorporating each of the local entities, StanCOG and CT?
- Multi-Modal
- Usability on letterhead, printed materials, website

NCC LOGOS

Option 1



Option 2



Option 3



Option 4



Option 5



NCC LOGOS

Option 6



Option 7

*North County
Corridor Project*



Option 8

NCC

North County Corridor Project

Option 9



NCC LOGOS

Option 10



Option 11

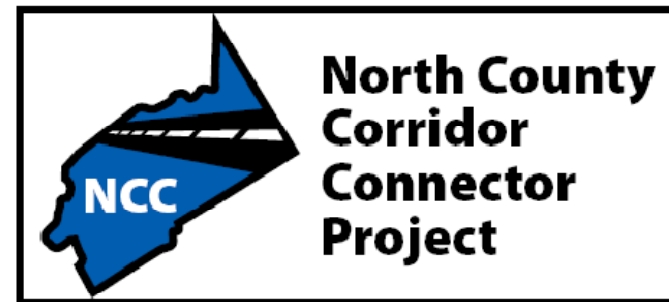


NCC LOGOS

Option 12



Option 13



PREFERRED NCC LOGO

