



REBRANDING SANTA PAULA BRANCH LINE

CREATING A NEW TOURIST TRAIN FOR THE LA AREA



OVERVIEW

We see the Santa Paula Branch Line passenger excursion as an opportunity to create a signature ‘Southern California scenic train’ that will serve the greater LA area and points beyond. An iconic destination that encompasses the promise of the Southern California lifestyle – relaxation, beauty, and quality.

Our branding efforts have led us in an inspirational direction. We performed studies in our target markets – both in-person (interrupt) and online – to gauge interest and sentiment on a wide range of names, incorporating everything from regional landmarks, to historic touchstones, to general signifiers of beauty. But the more abstract, inspiration-driven names performed best, and through follow-up studies we honed in on a truly universal name.

The logo design that followed incorporated the lessons learned through our initial study, to create a visual representation that both gives a nod to the past, and looks toward the future.

THE SUNBURST

A UNIVERSAL NAME

After testing more than 30 names over hundreds of people in the greater LA area (and some from points beyond), The Sunburst rose to the top.

Our most resonant name, and one we know has incredible branding potential moving forward. Sunburst has a strong evocative connection to citrus, without being on-the-nose. The burst of flavor, the colors of the sun, and the connection of sunshine to oranges – this is the essence of Southern California distilled down to an action-packed, vital name.

THE COLOR STORY



#EA6D1B

#F7A541

#FACA66

#FEE5AD

Sunshine and oranges and everything bright, this is our color story. From the new paint, to the web presence, to the logo, all aspects of The Sunburst will evoke radiance and happier days ahead.

THE PAINT



The repaint of the equipment will reflect the message of the new name, and the color story we are trying to tell. It will use sharper, Art Deco-inspired lines, in a nod to the great 1920s excursion trains. It will also reflect an actual Sunburst on the front, with an iconic three point burst pattern.

THE LOGO



The new logo also evokes the dream of sunshine and citrus – and goes a step further by integrating actual orchards into the art. The full 4/4 color version of the logo is vibrant and filled with our brand colors – but the clean line work ensures we can simplify it as needed for merchandise and other uses.

THE MONOTONE LOGO



Simple, clean, and impactful, the logo can easily be translated to various monotone or dual-tone formats for use in merchandise, simplified branding, or black and white print.