

Western Road Usage Charge Consortium Brand Platform & Naming Recommendations

The Brand Platform

This Brand Platform includes a Positioning Statement, Brand Value, Brand Personality, Brand Tone and Naming Recommendations. Once approved, it will provide a foundation for all of *Western Road Usage Charge Consortium's* communications in partnerships with the Creative Brief. Brands make or break projects, be it government or private companies. The individual components create a first and lasting impression with stakeholders, one that should be positive and memorable.

Western Road Usage Charge Consortium Current Visual



Positioning Statement

This Brand Platform represents the foundational values of *the Western Road Usage Charge Consortium* and its commitment to exploring the most equitable and innovative solutions for funding roads. Current focus is the support of Road Use Charge as a sustainable and universal model to fund road infrastructure without relying on an out-of-date gas tax.

Long term, the *Western Road Usage Charge Consortium* brand could channel the equity and success (once achieved) with Road Use Charge and position itself a group that is ready to focus on the next transportation issues that need a solution. Your group, and thereby brand, could continue to grow and secure its position within transportation well past Road Usage Charge.

Brand Value:

The Brand Value defines the long-term value for *Western Road Usage Charge Consortium's*, defining its value within transportation, government, and among the citizens they serve.

“Western Road Usage Charge Consortium brings together leaders from state transportation organizations to share best practices, ideas and information on funding the future of roads. This group defines and dives into potential big picture road infrastructure funding solutions to determine their benefits, barriers and validity.

Currently this group acts as a go-to source for anyone who has any interest in Road Usage Charge. Whether you want to watch the story unfold, or are considering implementation of a Road Usage Charge in your state, *Western Road Usage Charge Consortium* is **the** place you find a clear, factual, non-biased picture of how the Road Usage Charge has worked and is working in other states. We also provide real-time case studies, best practices, and the most up-to-date information on Road Usage Charge available anywhere.

Western Road Usage Charge Consortium is your one stop shop for all that is Road Usage Charge. “

Brand Personality:

The Brand Personality describes the characteristics that should be reflected in the presentation of the *Western Road Usage Charge Consortium's* brand both editorially and visually.

Western Road Usage Charge Consortium's personality is:

Aspiring
Confident
Supportive
Methodical
Optimistic
Resourceful
Adaptable
Cooperative
Inspirational
Sustainable

Brand Tone:

This is your brand's voice. How *Western Road Usage Charge Consortium's* will speak to its various key stakeholders. The tone of the copy, color palette, photos, other design elements, and typography work together to create the overall brand.

The following adjectives and phrases describe *Western Road Usage Charge Consortium's* communication personality.

Western Road Usage Charge Consortium's tone is:

Approachable
Respectful
Reputable
Transparent
Innovative
Inclusive
Purposeful

5 Key Qualities:

1. Innovative
2. Open-Minded
3. Equitable
4. Productive
5. Communicative

Naming:

The challenge of naming this brand is understanding the lifestyle of the brand. When RUC has been adopted, when you have as many states as you are going to have, or if you determine RUC is not a viable solution, has the usefulness of these great minds and this great team run its course? OR is your mission to solve the next transportation issue that has come to the surface? We will look at three different naming scenarios for consideration:

Option One:

Tighten up the current name. Make it shorter, more concise, yet still could be descriptive to the immediate goal of RUC.

Western Versions:

- Partnership for Western RUC (Partnership 4 Western Roads)
- Western RUC Partners
- RUC West
- Western Road Charge Group
- Partnership for Western Roads

Universal Versions

- Road Usage Partners
- Partners for Road Use Charge
- Partnership for Roads

Benefits:

- Shorter, more concise and easier to say
- Explains exactly what you are doing (RUC)
- Explains who is doing it (groups/partners/West)

Disadvantages:

- Limited to Western (not National)
- Limited to RUC only
- Demonstrates a vested interest in RUC (when there needs to be no bias)

Option Two:

Keep your current name but replace the word “Consortium”. The word consortium gives the group a very governmental and legalistic feel, one that does not resonate with everyday stakeholders.

You could also consider **excluding** the word “Charge” from the brand. This still demonstrates that your brand is about Road Usage and excludes a word which could be conveyed as negative - “Charge”.

Alternatives to consortium:

- Western Road Usage **Charge** Association (WRUCA)
- Western Road Usage **Charge** Alliance (WRUCA)
- Western Road Usage **Charge** Coalition (WRUCC)
- Western Road Usage **Charge** Partnership (WRUCP)
- Western Road Usage **Charge** Society (WRUCS)
- Western Road Usage **Charge** Partners (WRUCP)
- Western Road Usage **Charge** Collaboration (WRUCC)
- Western Road Usage **Charge** Group (WRUCG)

Benefits:

- Explains exactly what you are doing (RUC)
- Explains exactly who is doing it (groups/partners in the West)

Disadvantages:

- Very long to say and to write
- Very “governmenty”
- Demonstrates a vested interest in RUC versus a funding solution (when there needs to be no bias)

Option Three:

Create a name that channels the equity and success (once achieved) with Road Use Charge and position itself as a group that is ready to focus on the next transportation issues that need a solution. Your group and thereby brand, could continue to grow and secure its position within transportation well past Road Usage Charge.

With this broader name the incorporation of a Tagline will add distinction and further definition to your brands mission.

Ideas that deliver “big picture – experts and problem solvers”

- Nextway
- NextDot
- WesDot
- InnoRoad
- Driving Change
- Western Road Partnership
- Western Road Solutions

Benefits:

- Gives the “Think Tank” a life outside of RUC
- Doesn’t include the words “charge” or “tax,” which can leave people feeling on edge.
- When RUC is a part of your name, it can make it look as if you have a preference for the process. It would be an easy assumption that you are “for” RUC.
- If you exempt “west” in the name it feels more inclusive

Disadvantages:

- If you include “West” in it, it looks more silo’ d

Tagline:

The tagline can convey the current vision of the brand and its benefits. It could also serve to deliver the focus of your current mission. PRR’s recommendation would be to incorporate a tagline if you choose a name from “Option Three”, because the names in “Option One and Two” are very long and a tagline would be too much.

General Tag Lines:

Funding:

- Road Funding Solutions.
- Funding Future Roads.
- United in Funding Roads
- Road Funding Innovations.
- Funding Solutions. Better Roads.
- Partnership for Road Funding.
- Best Practice for Road Funding.
- Funding Roads, New Ways. (Delivering implies funding)
- Road Funding Exploration.
- Exploring Future Road Funding.
- Funding Roads for the Future.
- The Future of Road Funding.