

contact us:
6354 central avenue, indianapolis 46220
317.714.7672
www.thesosagroup.com



street-wise business communication design

ReBranding on the Way to Work IndyGo

In 1996, the Indianapolis Office of Mobility management chose a new name based on customer input for Metro, its mass transit service—IndyGo. The system was undergoing a route change (which, incidentally, it never implemented) and thought the timing was right. They hired the EvansGroup to explore the possibilities of visualizing the name. Carlos Sosa, design director in 1996, led the creative direction and designed the currently used identity.



The client was expecting resistance to the name change from both the public and the Metro staff, so the redesign needed to be as much of an evolution as possible. Deciding to retain, but slightly modify the colors of Metro (royal blue and kelly green), Sosa chose a deeper shade of blue (closer to indigo blue) and a contrasting bright, flourescent apple green. The colors were applied to the buses with a bold diagonal stripe to give the fleet a more progressive, cosmopolitan feel.

