

Brand & Tagline Update

12 December 2025

Where We Started

Branding

Through employee and external stakeholders surveys we found out the following:

Logo

- Concerns: Bland, confusing “big J,” lacks mission expression
- Suggestions: Add motion/people elements

Colors

- Limited color palette, wanted more dynamic, playful palette.
- Maintain high contrast.

Tagline

- Not reflective of Jaunt’s services.
- Employee desire to see their commitment to service reflected stated upfront.
- Care as a core identity for Jaunt.

Brand Insight: Logo and name awareness is high, but clarity and dynamism need improvement; openness to refresh exists.



How We Got Here



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JAUNT

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JAUNT

Color Process

Using color psychology, we worked with the Communications Advisory Committee to create color palettes reflective of Jaunt's mission, values, and story.



Different colors have different connotations, so you need to pick something that is in line with the descriptive words you developed. Consider how the McDonald's logo would look in colors other than its classic red and yellow.

Logo Type

We also went into logo types and styles

Monogram / Lettermark

This format is letter-based and typically uses the brand initials.



Logotype / Wordmark

This format is a font-based logo that focuses on the brand name.



Pictorial Mark

This format is icon-based and includes literal or representative imagery to symbolize the brand.



Abstract Mark

This format is icon-based and uses abstract shapes and symbols that convey a specific idea or attribute.



Combination Mark

This format is both icon-based and font-based / letter-based, and combines a logotype / wordmark with a pictorial or abstract mark.



Emblem / Enclosure

This format features the name/font as part of a shape or pictorial element such as badges, seals, and crests.



Mascot

This format involves an illustrated character that represents your brand.



Complex Illustration

This format uses a custom, hand-drawn feel that depicts a character or scene.



Font Styles

We also went through fonts to show what each style evokes.

- Your Brand

Serif typefaces are often seen as authoritative, traditional, and respectable and evoke a feeling of sophistication, reliability, practicality, and formality.

- Your Brand

Thinner, sans serif typefaces and lowercase type feel more modern, minimalistic, clean, and universal.

- *Your Brand*

Script or handwritten typefaces can feel creative, both more artistic and elegant, or handmade, friendly and personal.

- **YOUR BRAND**

Sans serif typefaces are often seen as modern, clean, and stable, and putting the lettering in all caps can make people think about strength, clarity, and a future focus.

- **Your Brand**

Bold typefaces with heavy block slab serifs can be seen as bold, strong, modern, trendy, friendly, and solid. They also help to emphasize a point.

- Your Brand

Decorative or display typefaces fall into a variety of categories or defy categorization completely, but what they share in common is that they have a strong and unique visual character.

**Every Detail Was Created
with Intention**

Following an in-depth review of several color combinations, the committee aligned on three final options.

JAUNT

JAUNT

connecting
people to
each other



People. Service. Connection.

Primary Colors

Blue



Aqua



White



Secondary Colors

Purple



Magenta



Indigo



Accent Colors

Violet



Pink



Light Aqua



JAUNT

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Primary Colors

Blue



Aqua



White



Secondary Colors

Dark Green



Light Green



Indigo



Accent Colors

Yellow



Orange



Light Aqua



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Light Green



Indigo



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Magenta



Pink



Light Aqua



We then asked employees and stakeholders for their input one final time to determine Jaunt's new color palette.

JAUNT

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JAUNT



connecting
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each other



Primary Colors

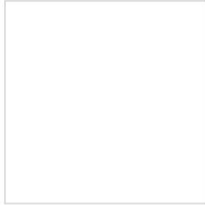
Blue



Aqua



White



Secondary Colors

Dark Green



Light Green



Indigo





JAUNT

RideJaunt.org

people.
service.
connection.



JAUNT

Primary Colors

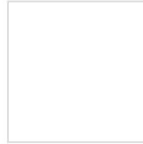
Blue



Aqua



White



Secondary Colors

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JAUNT



Small Towns but big connections

From Scottsville to Crozet to Charlottesville, Jaunt ties our communities together one ride at a time. Hop on and say hi to your neighbors.

JAUNT

Fuel for your day (minus the fuel!)

Meet Your Jaunt Driver



Say hi to Sam, one of our favorite Jaunt operators! When they're not navigating the streets, they're navigating what kind of playlist to play next (oldies? 90s? jazz?). What's your go-to road trip jam?

JAUNT

#overheard



Jaunt helps me stay independent. I can get where I need to go without worrying.



About Us

Jaunt is Central Virginia's friendly, reliable public transit service—connecting people to work, appointments,

JAUNT

Where to next?

All aboard! Whether you're heading to the grocery store, a friend's house, or just exploring Charlottesville — Jaunt's got you.



JAUNT

Driving the Region with Love

Happy Valentine's Day from
Your Community Ride



JAUNT

think pink



**When asked about the tagline,
everyone was split down the middle.
But, one thing was clear.
CARE is Jaunt's essential
differentiator...**



JAUNT

Regional Connections Powered by Care





Regional
Connections
Powered by
Care

JAUNT



Regional Connections Powered by Care

JAUNT

Thank You!



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