

AS Western Student Shuttle
Design

The Shuttles

right side



left side (boarding side)



back



front



2 of the shuttles have a pre-existing green vinyl wrap that needs to be either removed or covered in the new design.

Black borders around the windows will either be covered or left clear in the new design.

New design could potentially:

- cover entire bus including the windows (full wrap)
- cover back of bus including windows leaving the front 3rd unchanged
- cover back of bus not including windows
- cover half the height of bus not including windows
- create banner of design along middle of shuttle

(examples of each on following pages)

Research



Design does not cover windows on these busses

Design is wrapped around the front of busses

Research



Design covers windows and also black border of windows

Need to know cost of material of vinyl wrap if design goes over the black border on windows

Research



More designs to consider



Design Color Experiment



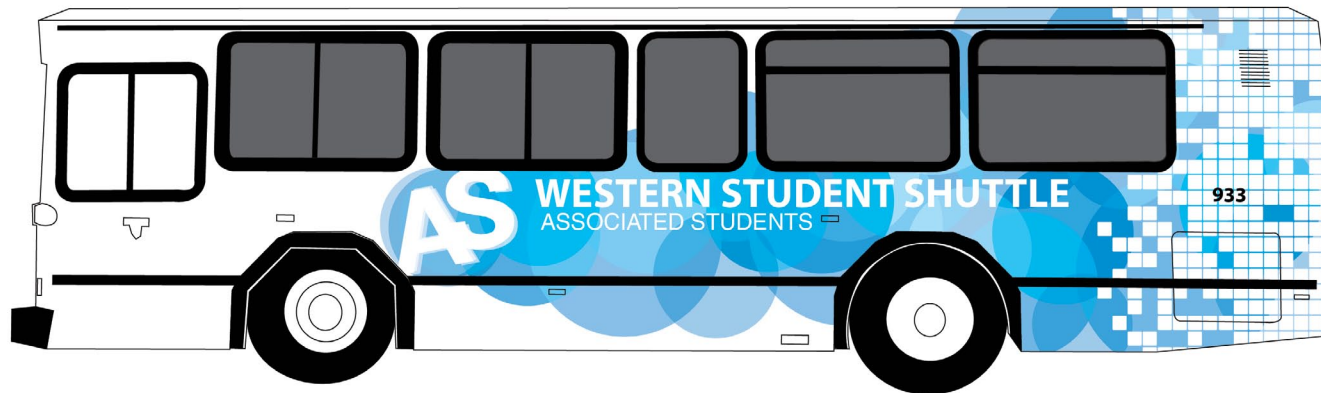
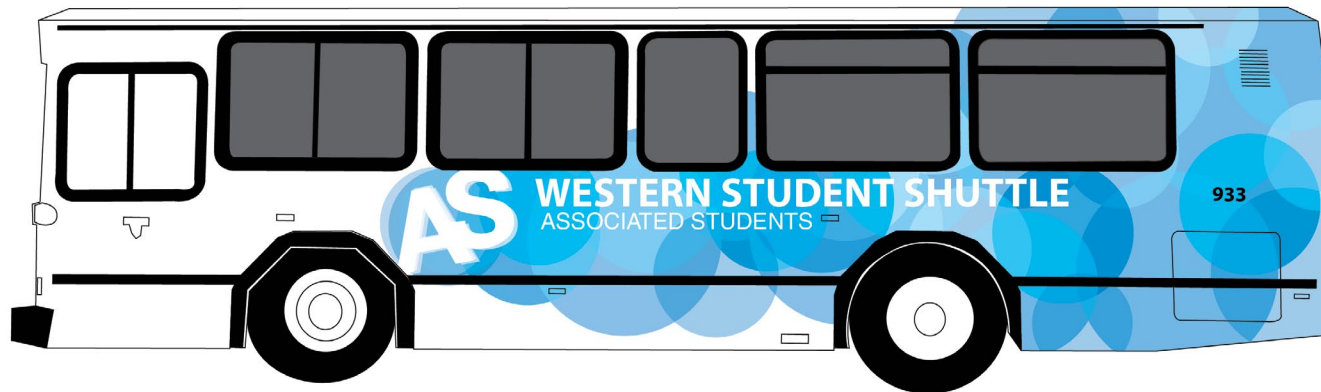
Colors very similar to WTA bus lines

WWU color (second to last) is too dark especially for night time when will be most visible

Light blue is more appealing and attractive for the bus design

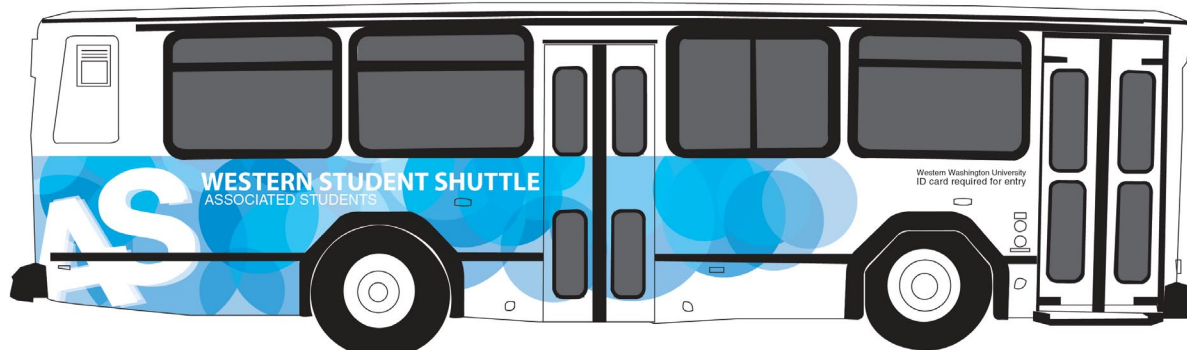
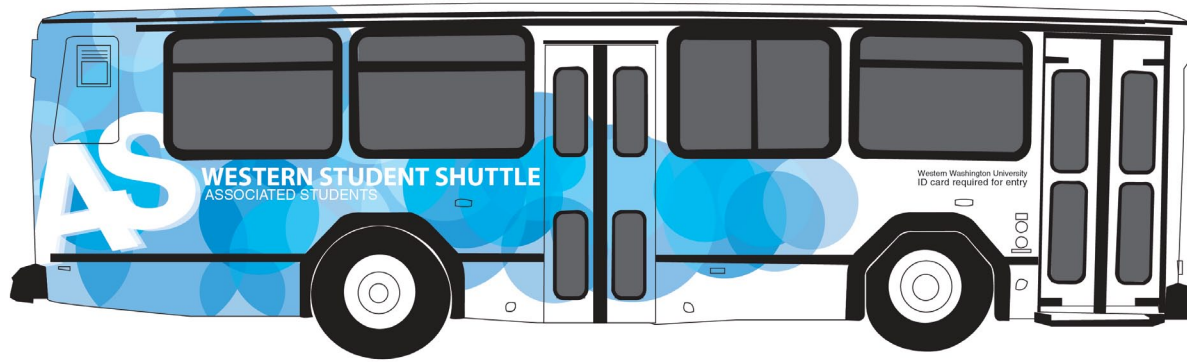
AS logo color

Design Moving Forward W/ Light Blue



experiment with design

Design Wrap Options

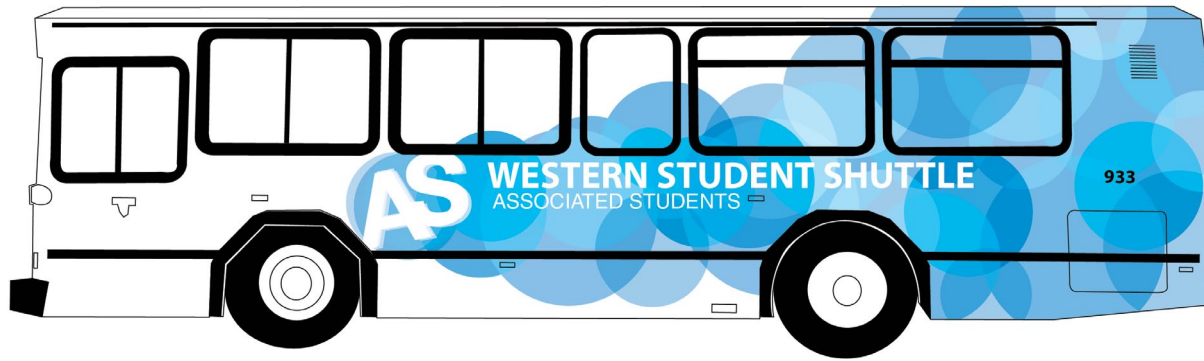


3 vinyl wrap options

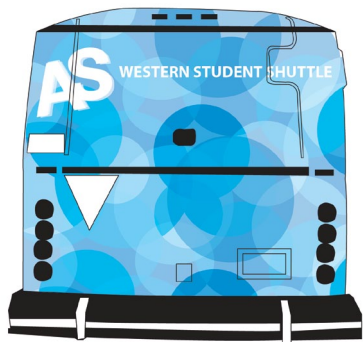
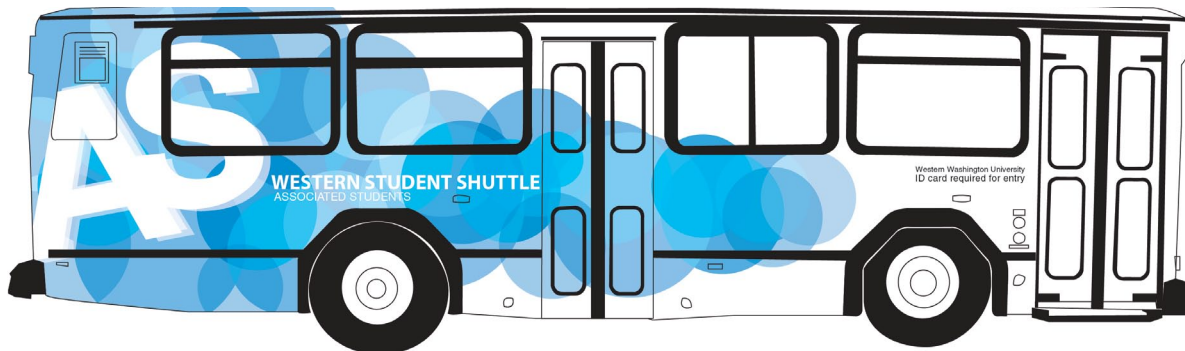
each explored more on following pages

No vinyl on windows

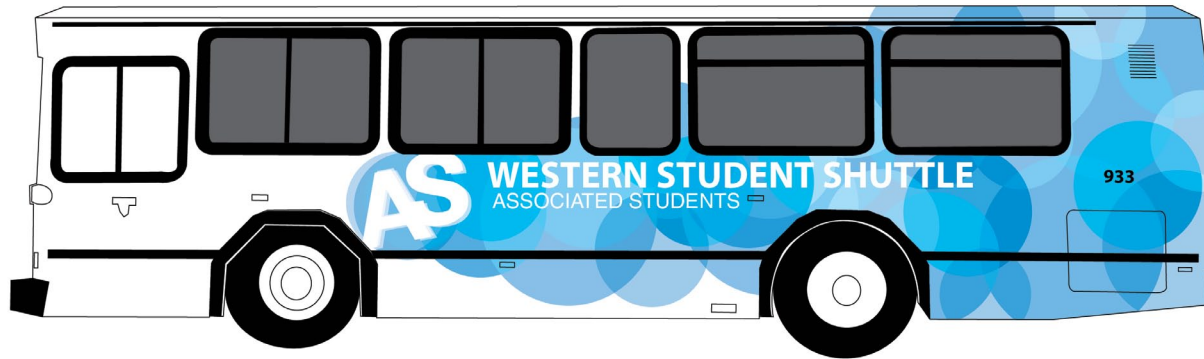
Design Moving Forward W/ Light Blue On Windows



vinyl on windows

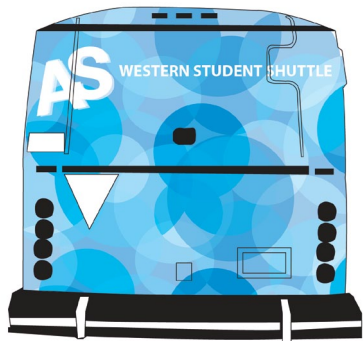
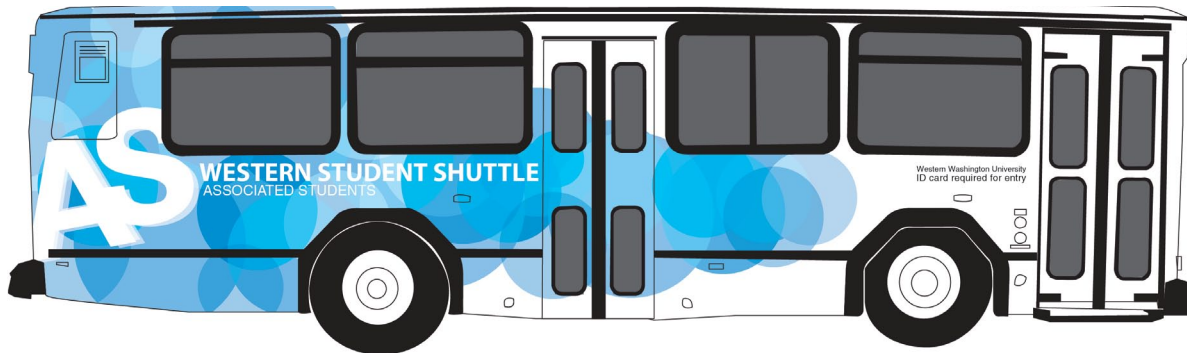


Design Moving Forward W/ Light Blue off Windows

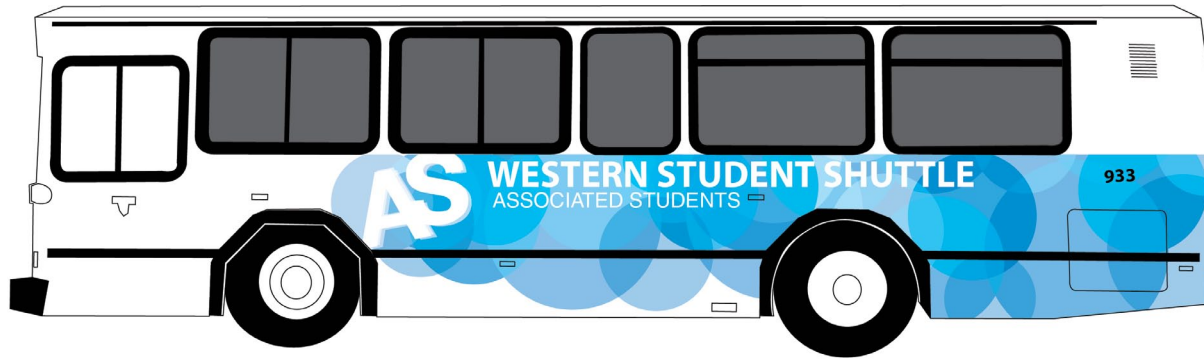


vinyl not on windows

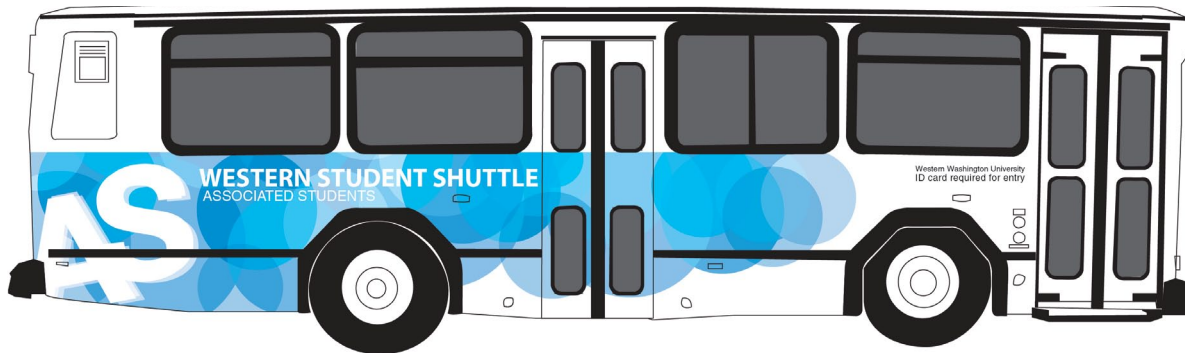
full wrap



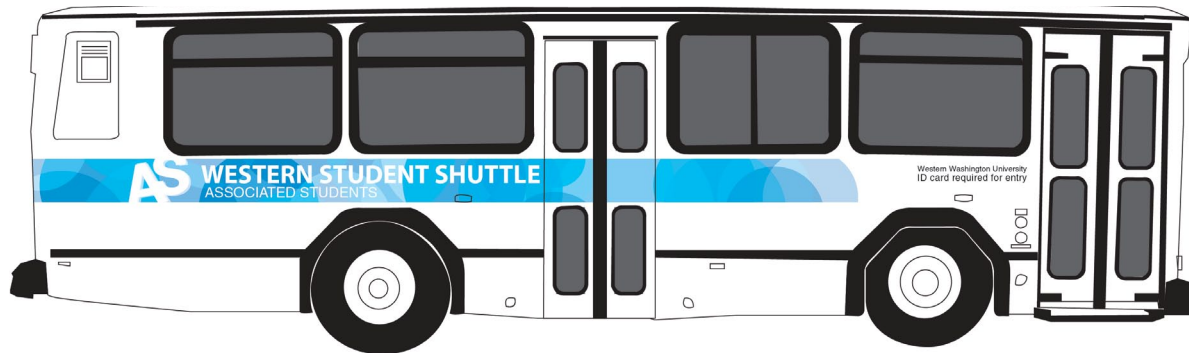
Design Moving Forward W/ Light Blue Half Wrap



vinyl half wrap



Design Moving Forward W/ Light Blue Banner



vinyl not on windows

banner wrap