



FREDERICK COUNTY GOVERNMENT

OFFICE OF THE COUNTY EXECUTIVE

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County Executive

News Release

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Transit Services of Frederick County Unveils Fresh New Look After Three Decades



FREDERICK, Md. – After 30 years with the same visual identity, Transit Services of Frederick County is excited to announce a complete rebrand, revealing a modern, eye-catching new logo.

Originally designed in 1992 when the city and county merged transportation services, the previous logo had become dated over the past three decades. Transit partnered with Postern, a local full-service marketing agency, to develop a look that better represents their commitment to innovation and customer service.

“The new Transit Services logo reflects the division’s growth and continued commitment to excellence,” said Frederick County Executive Jessica Fitzwater. “I am extremely proud of the Transit team as they consistently work to embrace thoughtful innovation that connects our community.”



Frederick County: Rich History, Bright Future

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The fresh, vibrant colors and sleek lettering of the new logo make a bold statement about Transit's focus on convenience, reliability, and staying ahead of the curve. This updated design will be featured on all Transit vehicles, uniforms, signage, printed materials, and digital platforms as part of a comprehensive rebranding initiative in the coming months.

"While the logo might be changing, the core goals of Transit Services remain at the heart of what we do: reliability, customer service, accessibility, and mobility," said Transit's Division Director, Roman Steichen. "Our dedicated team remains focused on providing the highest quality of public transit countywide, and we're excited to unveil a logo that represents our commitment to the future while honoring our long history."

Riders, residents, and community partners can expect the same convenient and reliable service, now with a more current brand image. The rebranding is a visible symbol of our commitment to offering forward-thinking transportation services now and into the future for Frederick County residents and visitors.

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