

Branding Ideas

Branding Ideas that CT Providers can adopt to celebrate #CTWeek23

We've put together some ideas about how community transport operators could use branded assets and products to celebrate #CTWeek23 and raise the profile of your work.

Banners and Flags: Design and display large banners or flags featuring the logo of your organisation and the [#CTWeek logo](#). These can be placed at your premises or at key locations in the community.

Posters and Flyers: Add some promotional text to this poster [template](#) to promote your activities for the week while also showcasing your CT's services. These can be distributed throughout the community, displayed at local businesses, or shared digitally on social media.

Vehicle Wraps and Decals: Adorn your vehicles with temporary vehicle wraps or decals showcasing your logo, the CT Week logo, and a celebratory message or the theme – *Bridging Gaps, Connecting Communities*. This helps increase awareness as the vehicles travel around the community.

Branded Clothing: Create custom t-shirts, polo shirts, or hats with the community transport operator's logo or slogan and the hashtag #CTWeek. These can be worn by staff, volunteers, and supporters during the week and after.

Social Media Campaign: Launch a social media campaign to share stories, photos, and videos highlighting the impact of community transport services. Encourage followers to use hashtags #CTWeek23 #BridgingGaps #ConnectingCommunities when posting their own content, and don't forget to tag CTA so we can help boost your message!



Press Releases and Media Coverage: Use our template to draft [press releases](#) announcing Community Transport Week and send them to local media outlets. Coordinate with newspapers, radio stations, or TV stations to cover the event or feature interviews with staff, volunteers, or passengers.

**These branded assets and products can help CT operators create a cohesive and engaging celebration during CTWeek while promoting their services and raising awareness in the community.*

