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The TMA Group Launches New Logo, New Website!

Franklin, TN (March 1, 2011) – Building on 23 successful years of providing customized environmentally friendly, multimodal transportation solutions for employers and communities, The TMA Group, today announced the launch of its new logo and website - a comprehensive presentation of services and overall vision for transportation in Middle Tennessee.

“The re-branding process of TMA began with a vision set by TMA’s Board of Directors. The Board sought the development of a brand to communicate TMA’s commitment to excellence throughout its services which provide a variety of accessible, affordable, reliable, and interconnected transportation choices throughout our region,” said Debbie Henry, Executive Director of The TMA Group. “An ever-present transportation solution in Middle Tennessee, our new logo and website establish a brand that will be easily recognized, and remembered.”

The TMA Group engaged the services of JLB, LLC to re-envision its corporate identity. Starting with the logo, JLB recast The TMA Group's branding, including all corporate communications and materials. The new logo is a color-coded swirl that embodies the energy and dynamic services supported by The TMA Group. Each band of the swirl represents one of The TMA Group's services. Likewise, each color is branded with that particular service's color scheme.

Additionally, JLB worked closely with staff of The TMA Group to re-design and engineer its flagship website. Visitors to the website will benefit from added interactive features, components and informational tools; the web address is: www.tmagroup.org

The TMA Group, located in Franklin, Tennessee operates and manages: the regional commuter vanpool program through nine Middle Tennessee counties; Franklin’s public transit service on behalf of the Franklin Transit Authority; and the Clean Air Partnership programs of Williamson and Rutherford County. JLB, LLC is a communications firm that specializes in branding, graphic design, web design and development, email marketing, copywriting, and social networking. They can be found on the Web, jlbworks.com, or by email, info@jlbworks.com.

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