

# Breeze

## Hassle-free tolling

In 2007 ConnectEast appointed FutureBrand to develop a new name and identity for its new tolling service brand, and to evolve brand strategy and identity for EastLink, a tollway linking Melbourne's eastern mountains to its southern bay and peninsula. Along its 39km corridor EastLink by-passes 45 traffic lights and connects to freeways and other tollways to save travel time and stress and so deliver on its brand promise of 'time better spent'.

Launching in direct competition with Transurban's long established E-Tag tolling system, branded CityLink in Melbourne and Roam elsewhere in Australia, ConnectEast needed a relaxed, friendly service brand to contrast with Transurban's engineered formality.

From an identity viewpoint the idea of 'free flow' connects all three brands in the portfolio. As a customer service brand the effortless flow of helpful Breeze information and customer service is underpinned by a mature helpful 'can-do' Melburnian attitude, all supporting the free flowing quality time experience of travel on the EastLink tollway.

An aerodynamic shape containing slipstream lines graphically represents 'free flow'. The inclusion of a car profile beneath the slipstream reflects the practical nature of EastLink and Breeze, while ConnectEast represents a more abstract view of flow that could equally be associated with rail or other forms of rapid transit. The palette of fresh greens and blues denotes free flowing access to wide open land, sea and sky.

The Breeze brand will be launched in 2008.

Office: Melbourne | Date: 2007

\* applications utilise imagery from Getty images



FutureBrand

