

EastLink

Time better spent

With a total project value of AU\$3.8 billion EastLink was Australia's largest privately owned toll road project. As the 2008 opening approached the brand needed to move from construction to operational mode. FutureBrand was appointed in 2007 to evolve brand strategy and identity for the corporate and motorway brands, ConnectEast and EastLink, and to develop a new name and identity for the competitive electronic tolling brand Breeze.

EastLink connects Melbourne's eastern mountains to its southern bay and peninsula, by-passing at least 45 traffic lights along its 39km route and interconnecting with other freeways and tollways to free up vehicle flow through this increasingly congested urban corridor. The time and stress saving benefits of EastLink are conveyed in the tag line 'time better spent'.

From a brand identity viewpoint the concept of 'free flow' links all three brands in the portfolio: the quality time experience of EastLink traffic flow, the effortless experience of Breeze customer service, and the steady ConnectEast flow of shareholder growth and dividends.

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 new EastLink brand exists on line, in communications and building signage, via retail stores and will soon appear throughout the road experience in 2008.

Office: Melbourne | Date: 2007

* applications utilise imagery from Getty images



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