

Department of Planning, Transport and Infrastructure

The DPTI sought a unifying brand to form the basis of communication for its new integrated fares and transport system. The Connect & Go identity was developed to both visually and verbally communicate the ease and efficiency of the system. Consumer engagement proved so successful that the department applied it more widely – presenting it in press, merchandise, advertising, tram decals and the central information office itself – as well as using graphic elements to create an association across all communication platforms.

We then developed a suite of promotional messaging for the new MetroCard travel passes, echoing the 'connect and go' tone visually and on radio, and by using graphics to reflect the linear relationship of a person's travel throughout the day.



Metrocard introduction campaign.



Metrocard consumer education campaign.

Advertising, design, building meaningful brands.

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Metrocard ‘passes’ campaign



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Customer service centre design