# Ballarat Coachlines and Airport Shuttlebus Logo/livery design brief

1. Your business

Give the designer an understanding of who you are, what your business does, where you are heading, and how your brand should be portrayed.

* What do you do? Operate bus services – 2 different local companies (Based in Ballarat)

1. Ballarat Coachlines; and
2. Airport Shuttlebus

The above names are the trading names of each entity. Airport Shuttlebus probably needs the Word ‘Ballarat’ somewhere on the signwriting to indicate it is a service from between Ballarat and the Airport. Also the two businesses are very closely linked and in fact share some vehicles so really need the word Ballarat somewhere on the bus. Same goes for maintaining the same Greens on the logo/Signwriting

* What are your products and services?
  1. Ballarat Coachlines - School and charter bus services
  2. Airport shuttlebus – shuttlebus services from Ballarat to Melbourne Airport
* How long you have been around?

1. Ballarat Coachlines - Since 1987

1. Airport Shuttlebus – Since 1990

* What is the size of the business?
  1. Ballarat Coachlines 16 employees – 12 buses
  2. Airport Shuttlebus – 19 employees– 7 buses
* What is your vision? - To have the best bus companies in Victoria, not the largest.
* How do you want to be perceived in the marketplace? - Professional, reliable, safe & good value
* Who are your ideal customers?

1. Ballarat Coachlines – schools, corporates, special interest groups

2. Airport Shuttlebus - Retirees, business, Families, Holiday makers – basically all passengers travelling to Airport

* Who are your top 3 competitors?

1. Ballarat Coachlines – Gold Bus (Local Company), Melbourne Based Bus companies

2. Airport Shuttlebus – Off Airport Car Parking Services, Long Term Car Parking at Melbourne Airport

2. Your logo/livery

Explain what drove the need for a new logo/livery, and describe what a successful logo/livery looks like to you.

* Why do you need a new logo/livery?

Existing one is now 12 years old and perhaps needs an update to modernise. The Airport Shuttlebuses do not stand out enough. The two services (Ballarat Coachlines and Airport Shuttlebus) need to be closely connected as they are run by the same people but operated as separate businesses for marketing/identity purposes – they both have separate offices as well. The two businesses share vehicles as required so need that close connection – vehicles don’t need to be the same but need close connection and based on the green colours.

* What do you like about your old logo/livery?

The colours and stripes on the Ballarat Coachlines Vehicles – we want to keep these as these colours and stripes have been our signature for 25 years. We also wish to maintain our white background. We would like to explore the idea of keeping the stripes but modernising the look of them. Airport Shuttlebus has 2 -3 large coaches and 4 to 5 smaller Vehicles. The smaller vehicles are much shorter and not as high so may look a bit strange with the stripes – perhaps somehow a modified version of the stripes for the smaller vehicles.

* What don’t you like about your old logo/livery?

The Airport Shuttle bus isn’t clearly recognised as for what the service is. It doesn’t stand out.

* Describe your ideal logo/livery.

Something that works across the two different services. Works for different sized buses and associated trailers. For the larger sized Buses (Ballarat Coachlines) this can make greater use of the back of the bus.

For smaller sized buses (Airport Shuttlebus) the back of the bus is not a priority as 99% of the time these buses carry a luggage trailer. It needs to continue the theme of the three green stripes, but for the smaller bus sizes be subltly different, but still linked.

* What don’t you want?

We have concerns about the use of vinyl wraps (Although this is not out of the question), as these tend to fade, peel away and look generally untidy after time. These vehicles are washed nearly every day of the year so whatever design needs to be durable. We are hesitant to utilise any of the windows. We don’t want a complicated design

3. Your customers

Provide details about who your customers are, so that the design, features and functionality can be tailored accordingly.

* Who will be using the websites?

Separate websites for each business.

* Public, trade, schools, anyone travelling to the Airport
* Age group - 30-75, plus families
* Language requirements - English
* Country/ localisation - Rural and regional Victoria, overseas/Interstate
* Male/ female - 40/60

B. Why are they using your Service?

* Convenience
* Peace of mind
* Lower cost than using their own vehicles
* Group travel and team bonding

4. Your design

Describe how your new logo/livery should look, the impression you want to give, and any brand and style guidelines that need to be met.

* Values to communicate with your design – e.g.
* Neutral design – Neither Masculine nor feminine
* Contemporary
* Professional
* Strong
* Our Existing Logos

Same Greens used for each Business. Idea with logo was Logo for Ballarat Coachlines was that Curved Line indicates travel over land whilst curved line pointing to sky on Airport Shuittlebus indicates travel in the Air

We like the uncluttered design and the use of plenty of white space on the vehicles. An uncomplicated design for Livery is desired.

Ballarat Coachlines



Airport Shuttlebus





Dimensions of coaches are 21.5 to 13 meters long by 2.4 meters wide and 4 metres high



Dimensions of mini bus is 7.7 meters long, 2.75 meters high and 2.07 meters wide

Airport Shuttlebus also have 2 x Coaches as per larger dimension eg 12.5 meters long.

Mini Buses have luggage trailer attached 90% of time, Larger coaches to not have a trailer

* Three other logos/livery we like & specifics about what you like

Up to you to design but we like Livery to be clean and simple. An elongated design would stand out better. By no means to we need to copy the below but these stand out very well:   
 (i) Skybus  
 (ii) Firefly  
 (iii) Bendigo Airport Service – This is the existing Livery of our 3rd business

Another simple and effective logo we have had designed for Our Services to The Pier in Melbourne for our Cruiseship Shuttlebus is also attached.





* Do you have existing brand colours, fonts, icons.

Colour Greens on stripes of Coaches

Dulux 2 Pack

Top – SpotLight Green 426 - 04614

Middle – Putting Green 426 - 13084

Bottom- Hawthorn Green 426 - 00036

See attached images of our current livery on our buses

5. Your timeline

Providing an indication of timeframes will help your designer manage your expectations of what is realistically achievable.

* When are you looking to get started? ASAP.

We have two new large coaches being built in Australia in late 2018 and will need to be painted during December 2018 so this is a hard deadline to at least get painting done on these vehicles.

6. Other

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