

YEREVAN



THE NEW FACE OF PUBLIC TRANSPORT.

CURRENTLY, YEREVAN'S TRANSPORT BRAND IS FRAGMENTED. EACH BUS IMPORTER BRINGS VARIOUS COLOURS AND ATTACHES COMMERCIAL ADVERTISING.

THERE IS NO CONSISTENT BRAND FOR YEREVAN'S CITY BUS SERVICES. THIS MAKES IT HARD FOR TOURISTS, AND IT DOESN'T LOOK TOO GREAT EITHER :(



**A SIMPLE, FRIENDLY AND ACCESSIBLE FACE FOR
URBAN TRANSPORT IN YEREVAN**

**INTEGRATED WITH CURRENT METRO TRANSPORT
BRANDING - THE BRAND WILL RAISE THE PROFILE
OF PUBLIC TRANSPORTATION AND ADD A NEW,
PROFESSIONAL EDGE TO ITS OPERATION.**

HELLO, CITYBUS!



HELLO, CITYBUS!



CITY BUS & METRO





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