


NightRider
Brand Strategy
Brand Identity
Signage
Livery
Customer Information



metlink 

Route To

958 Eltham

Bay 4



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NightRider is the Melbourne Metropolitan bus service that provides a safe, easy and inexpensive way to travel after midnight and on weekends. We were commissioned to upgrade the brand identity to encourage patronage.

The identity communicates the hours of operation from 12am to 6am instantly with the fluorescent orange colour adopted to provide maximum visibility at night.