

69th Annual Advertising Club of CT Awards Show

Project Description: sPARK Parking

Parking revenue is an important part of the Bradley International Airport business model. In order to better compete for market share against recognizably branded competitors, the unbranded airport parking system needed a brand that would:

- Signal unity with the overall BDL brand
- Be as bold as competitors, but in a more youthful, sophisticated way
- Tie together many different parking options

Using a subset of the parent brand colors and look/feel, the new sPARK brand stands out immediately, inspiring not only parking, but affinity for the local-hero airport.

Transit Shuttle Bus Wrap / Entrance Sign



Transit Shuttle Bus Wrap



Transit Shuttle Bus Wrap

