

TROLLEY's new **ebus** image campaign for everyone!

Join free of charge and become part of TROLLEY's trolleybus image campaign! You will receive a free package consisting of posters, swing cards and other promotional material which you can then adapt to your local needs respecting the corporate identity of your city! Start promoting the trolleybus in your city!

ebus
the smart way

The campaign has been developed by the TROLLEY project, funded by the CENTRAL EUROPE Programme with means of the European Regional Development Funds (ERDF).

The brand

The two-tone design of the brand dramatizes the two worlds in which TROLLEY moves with its argument: ecology and economy. The green colour stands for all advantages in the field of environment and sustainability. The black colour stands for the sober world of numbers.

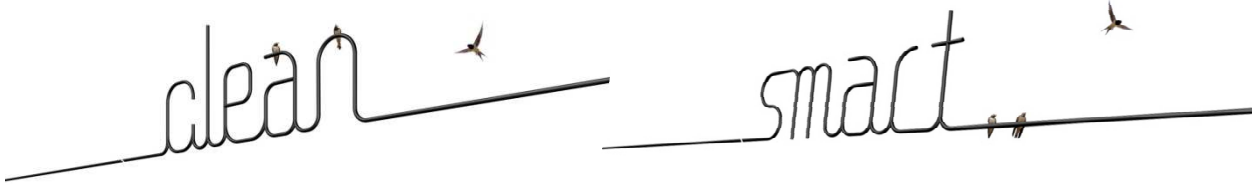
The line that extends the logo **ebus** upwards represent the distinguishing feature between the fossil bus and the **ebus**: the pantograph is designed in the most abstract way to give no system a preferential treatment.

ebus
the smart way

Exemplary campaign elements

The modern **ebus** takes up the innovation part of trolleybuses visualising speed, comfort, reliability, and cleanliness at the same time. The birds symbolise freedom of choice and pick up the idea of clean and environmental friendliness.

The symbiosis of technical progress and environment continues as the birds sit on the stylised trolleybus wires, which take up the main messages of the campaign: smart, clean and green.



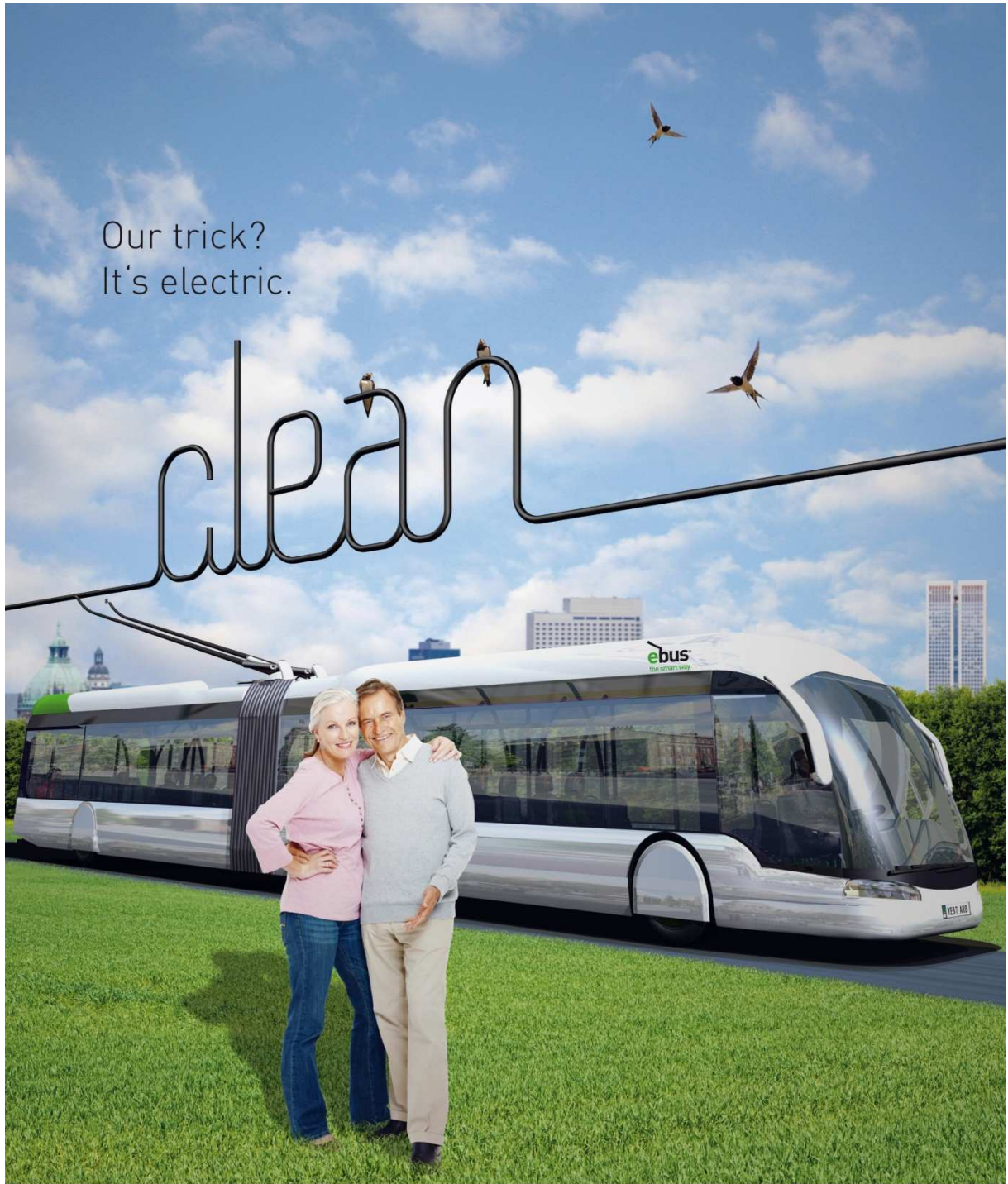
Success stories and real persons make the vision of the stakeholder groups living and address different benefits. Celebrity testimonials act as ambassador as they actively tell the success stories to key decision makers.



The logo, the claim, and the stylised trolleybus wires are the basis for the **ebus** messages. Posters and advertorials convey these messages to a wider audience. The background on the posters can be personalised by integrating monuments, buildings, symbols and famous sights of a city.

Posters

Poster 1: Our trick? It's electric.



Ecological, economical, electrical, the ebus is simply smart urban mobility. Today's clean, green cutting-edge technology that enhances quality of life for Europe's cities of tomorrow. The ebus, with no noise, no pollution and maximum convenience and safety is the future of European public transport. www.ebus.eu



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Poster 2: No noise? Sounds great!



Ecological, economical, electrical, the **e-bus** is simply smart urban mobility. Today's clean, green cutting-edge technology that enhances quality of life for Europe's cities of tomorrow. The **e-bus**, with no noise, no pollution and maximum convenience and safety is the future of European public transport. www.ebus.eu



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Poster 3: 0% pollution. 100% innovation.



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Example for an Advertisement on the Back of an ebus



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TROLET is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF



EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND



Example for a Partition Wall



Obus: sauber, leise und innovativ!
Elektro- Mobilität hat Zukunft!



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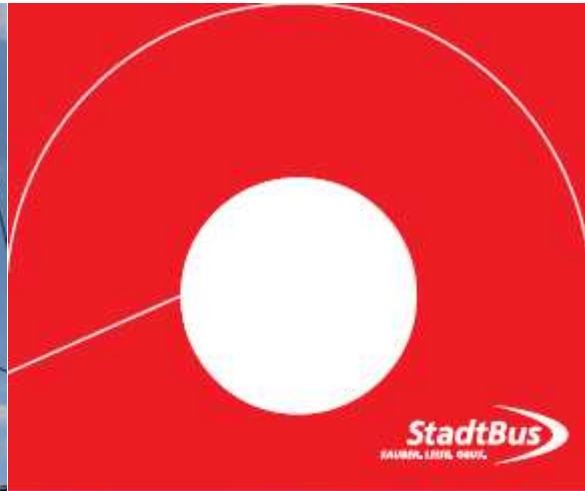
EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND



Salzburg AG



“Swing card” for Trolleybus Handle (front and back)



Internationaler Tag des Obus Samstag, 17.09.2011

Seit über 70 Jahren ist der Obus das Verkehrsmittel **Nr. 1** in der Stadt Salzburg.



140.000 Fahrgäste nutzen täglich dieses umweltfreundliche und fortschrittliche Verkehrsmittel. Feiern Sie mit uns den 2. Internationalen Tag des Obus beim **Autofreien Tag in Maxglan** und machen Sie mit beim Gewinnspiel:

Karte mitnehmen - ausfüllen - am Trolley-Stand in Maxglan abgeben - gewinnen!

Interessante Preise warten auf Sie!

Name: _____
 Straße: _____
 PLZ/Ort: _____

Mein Obus in meiner Stadt Machen Sie mit beim internationalen Fotowettbewerb

Wir suchen Interessante, lustige, spannende Bilder aus Ihrem Alltag mit dem StadtBus.

Einsendeschluss: 15.10.2011
 hochladen auf: www.meln.salzburg.com/obus

Eine internationale Jury kürt die Siegerfotos – die Preisverleihung findet am 7.12.2011 statt. Die prämierten Fotos werden veröffentlicht und im Verlagshaus der Salzburger Nachrichten ausgestellt.

Teilnahmebedingungen:
 Jede/r kann mitmachen und bis zu 3 Fotos einsenden (max. 1 MB pro Foto). Die Rechte an den Siegerfotos müssen an die Salzburg AG übertragen werden.

Mit freundlicher Unterstützung von:



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Poster Adaptation from Salzburg

Vorbild für Europa.
Vorbild für die Zukunft.



Elektro-Mobilität hat Zukunft! Sie ist sauber, leise und innovativ. Der Obus garantiert umweltfreundlichen Verkehr und verbessert unsere Lebensqualität in der Stadt. International ist der ebus das moderne Verkehrskonzept von morgen – für den Fahrgast von heute: ökonomisch, ökologisch und elektrisch. www.ebus.eu



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Example for Poster at a Future Bus Shelter in Salzburg



Interested?

If you are interested in joining the free campaign and receiving all open files, contact Mag. Johann Kogler who will provide you all files:

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The **ebus** campaign is part of the EU's TROLLEY project and is therefore free of charge.