

EasyJet 360* Rebrand

Idea concept development

A large, dark blue, diagonal shape that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

What are we rebranding?

1. Colour Scheme (darker, more business like)
2. Typography
3. Logo
4. Branding template (current orange fractal)
5. Adding a new Business sector (current holiday)
6. Video or Motion graphics?
7.

Shot List

Airport Images -

Rebranding Ideas



Typography



1 EasyJet

2 **EasyJet**

3 EasyJet

4 EasyJet

5 **EasyJet**

6 EasyJet

7 *EasyJet*

8 *EasyJet*

9 EasyJet

10 EASYJET

11 EasyJet

Logo



Logo



easyJet

worldwide by
easyJet

easyJet holidays

easyJet Plus

Are you a frequent flyer? Save time and money on your business travel with an easyJet Plus membership.

[Find out more >](#)

Why fly with us for business?

Business network

We fly to more primary airports on the top 100 European routes than any other carrier, getting you to where and when you need to be.

[Find out more >](#)

FLEXI fares

Our FLEXI fares give you convenience, simplicity and save you time when you're travelling for business.

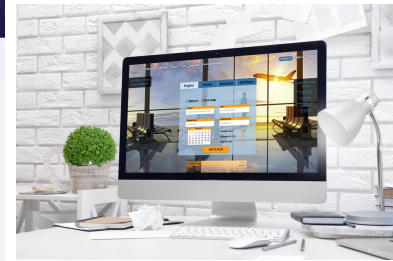
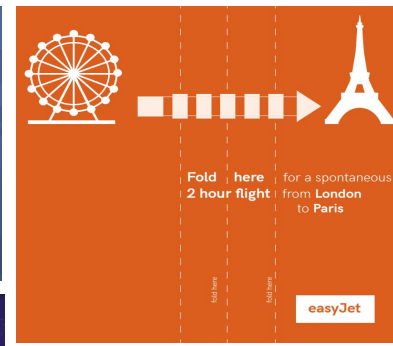
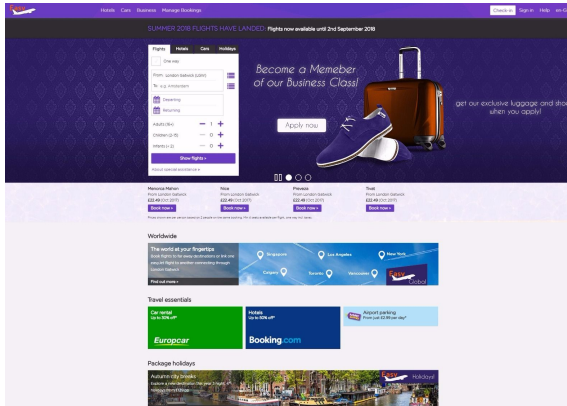
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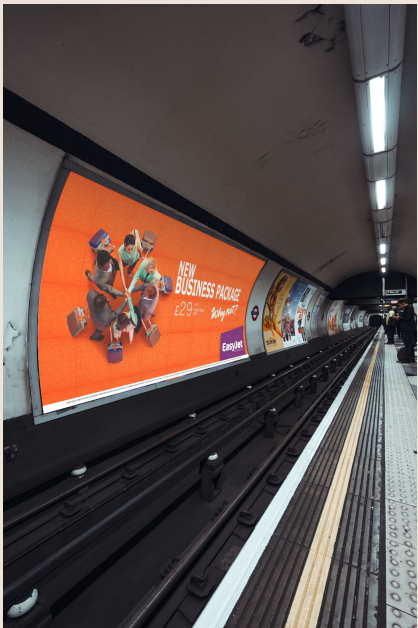
easyJet Plus

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Branding tests





EasyJet

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Sketches