

Our portfolio & case studies



MANGOPEAR
CREATIVE

CLIENT
Gardbus your local operator

We worked with Gardbus, an independent bus company, who operated a fleet of modern & accessible buses in and around Ringwood, the New Forest and East Dorset.

THE BRIEF

We were initially tasked with crafting a suite of leaflets promoting Gardbus' local bus routes in Ringwood & beyond.

Before we could start though, we needed to develop a modern & distinctive brand ident for Gardbus. This was followed shortly by a brand new responsive website to highlight Gardbus' bus routes.



We worked with Mangopear creative from 2012 and we're extremely impressed with all of the work they produced for us – it was top quality!

Their insight and creativity have vastly improved our website & timetable leaflets: we were seeing passenger numbers increase month on month.

Simon Gard
 Owner, Gardbus

OUR APPROACH

Gardbus' playful typefaces & bold colour palette give the brand a dose of personality - making it stand out against the corporate competition - whilst the vibrant greens tie the brand in with its natural, rural surroundings of Dorset & the Forest.

The leaflets & website take the fun & professional image to the next level. With an attractive & easy-to-understand style, they helped passengers decipher the complex network, timetables & fares

whilst also highlighting the benefits of exploring the area by bus.

Getting times, fares & updates on the go was easy too thanks to Gardbus' fast, mobile-friendly website. Mobile signal is limited in the forest so a lightweight website is of the essence!



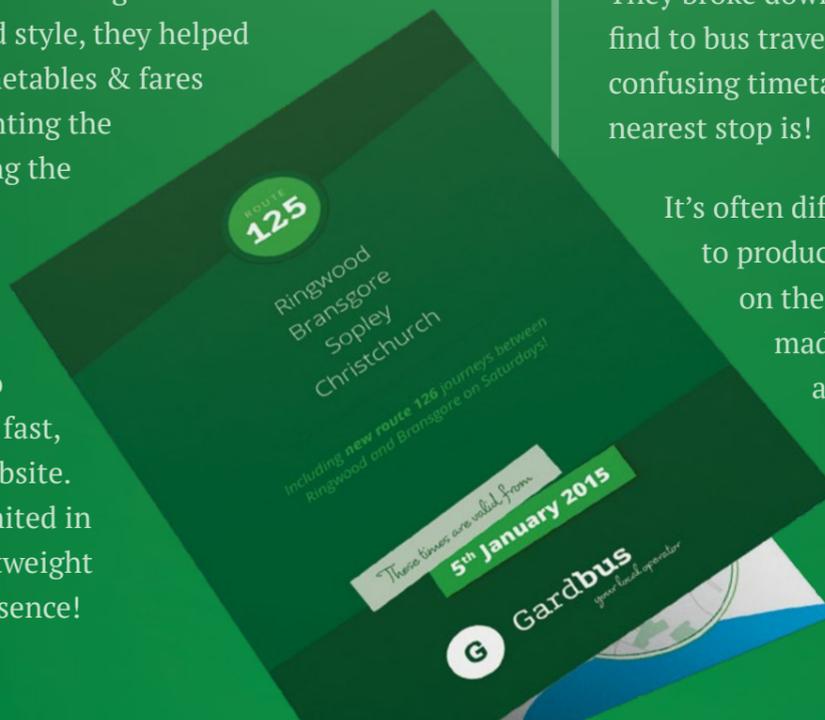
Gardbus
 ticket range

THE RESULT

We really love the work we did for Gardbus: it received plaudits from big names in the bus industry for its professional style & clarity.

Most importantly though, the passengers found the guides helped them explore the network with ease. They broke down many of the barriers people often find to bus travel: understanding the baffling fares, confusing timetables & working out where their nearest stop is!

It's often difficult for smaller operators to produce high quality literature on their small budgets, but we made it work for Gardbus and of that we're proud & extremely happy!





MANGOPEAR
CREATIVE

visit mangopear.co.uk

call **07415 388 501**

email say.hi@mangopear.co.uk

Keep it digital: think before you print.

Our portfolio doesn't need to be printed to be enjoyed to its fullest.
Be kinder to the environment and keep it digital.

This is the first 2020 edition.