

Client

Moto

Bringing a distinctive personality and a relaxing fresh face to motorway service areas

Moto Hospitality Ltd operates 45 motorway service areas across the UK, providing a place where travellers can rest and recharge.



moto

Moto Hospitality Limited

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A member of the forepoint group plc

Moto people are making

better

Client

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Project

Brand

Following the acquisition of the MSAs from Granada, Compass Group wanted to revitalise the brand and focus on making MSAs more relaxing, refreshing and altogether better.

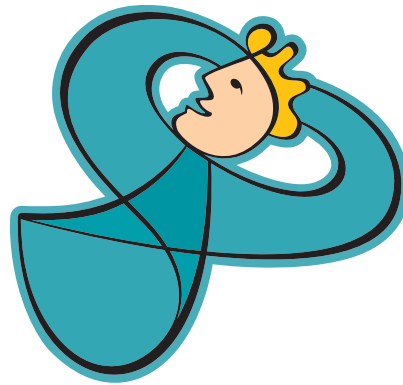
Following a full appraisal of existing MSA competitors and a comprehensive consultative design programme the brand was created. The distinctive and instantly recognisable brand identity fulfilled the brief to both convey the message to drivers to pull in, relax, refresh and revitalise themselves before their onward journey and to position Moto as market leader.

Project details:

- Name generation and registration advice
- Brand creation and development
- Comprehensive UK roll-out
- Extensive external fit-out and signage
- Liaison and compliance with motorway agency regulators
- Employee brand awareness programme

Also for this client:

- Flagship www.moto-way.com website
- Ongoing marketing support collateral



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