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Easy Street Unveils Its New Look

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Easy Street, the statewide commuter van service designed to help people get to and from their jobs in a convenient and economical way, is happy to announce its brand new design. The fresh, new look features elements intended to reflect the earth, wind and sky, in an effort to demonstrate how vanpooling is good for the environment. The new design concept, which is already receiving positive feedback from the public, was created with the notion of preserving the original basic elements that have supported the Easy Street brand image in terms of quality and reliability. In addition, fresher, innovative elements and colors were used to emphasize Easy Street's positive impact on the environment.

Effective immediately, the new look will be used as widely as possible – as decals on Easy Street vans and all promotional tools, such as advertisements and Web sites.

The decision to update the look was made in order to align Easy Street with the recent re-branding of The Rideshare Company, the company that operates Easy Street.

“The new look of Easy Street is fresh, contemporary and easy to read,” commented Jon Colman, CEO of The Rideshare Company. “It aligns perfectly with the new image of The Rideshare Company, and was superbly done.”

With an impressive history of providing commuter van service, Easy Street has established itself as the alternative solution for people who commute to and from their jobs. Given the ever changing economic climate, volatile gas prices and concern for the environment, Easy Street found it essential to acclimate itself to these latest trends, and hence developed a new look that will help to reconstruct the brand in such a way that fulfills the need of the new era.

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