Work package 'Long-term effects' | Deliverable 3.1 (v1)

Visual branding eHUBS

Bram Seeuws | Autodelen.net

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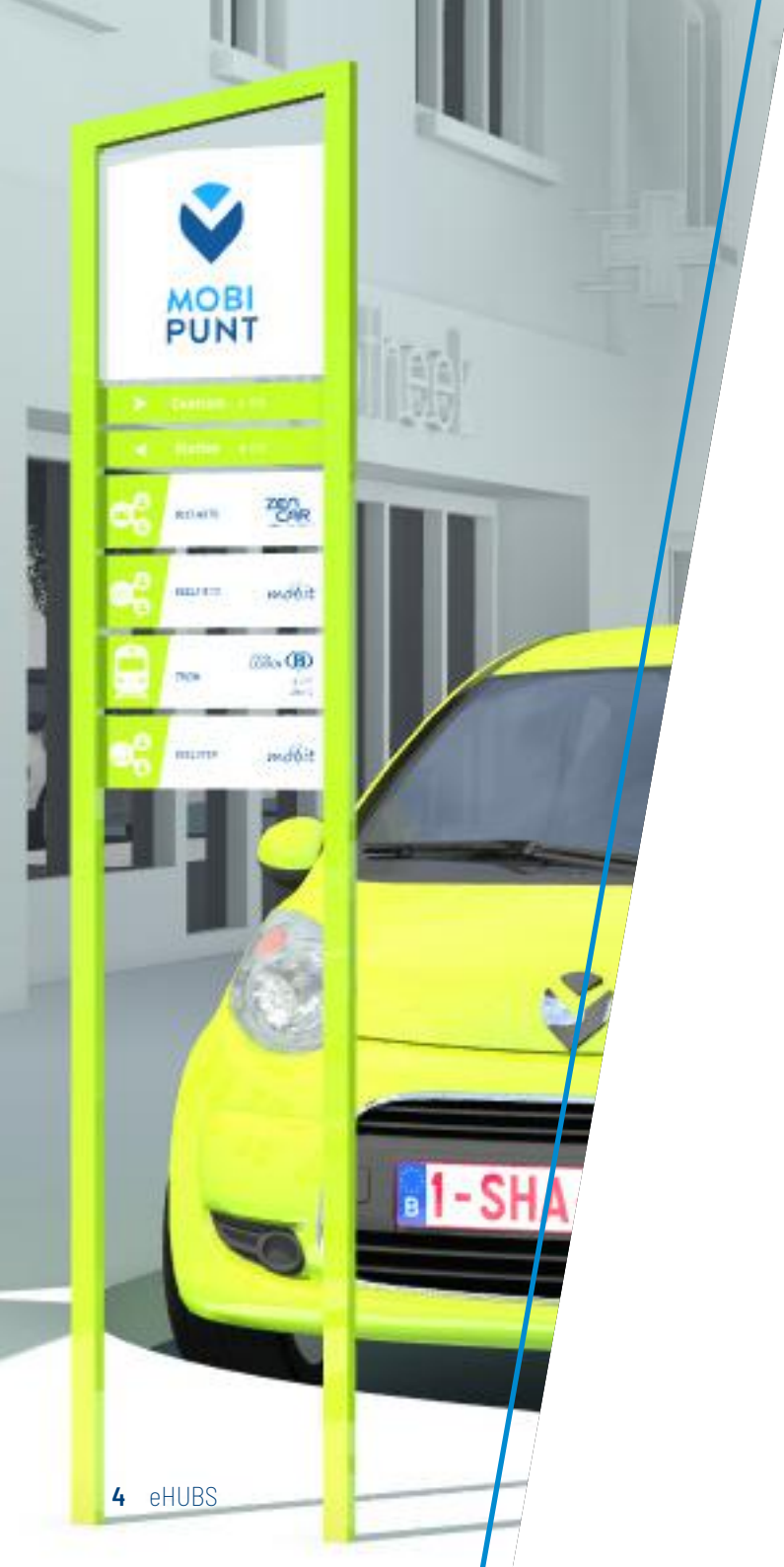
Interreg
North-West Europe
eHUBS
European Regional Development Fund

Content

Goals

eHUBS can become an important game changer for local mobility issues. A recognisable and uniform network of eHUBS offers the end-user sustainable mobility solutions on different locations. The larger the network becomes, the better the end-user will recognize the eHUB-network in a city, region or country and the higher the usage will be. The main ambition of this deliverable within the eHUB-project is to create a recognisable and visually accessible place that increases the usage and user-comfort. Designing branding-guidelines for eHUBS partner cities and other cities in the North-West Region can contribute to that.

With a strong branding we contribute to the so-called *sense of place*. People identify the branding of the eHUBS with a qualitative public area where sustainable mobility modes can be found. A good example is the metro-icon used in cities like Brussels. Users automatically identify the icon with a metro station. We want to achieve the same with the eHUBS branding.

Lastly, the goal of this deliverable is not only to make the branding visible at the hub itself, but also make the connection with the digital world. By doing this, the end-user can identify the icons on the smartphone and at the hub (see figure 2, page 6).

Other examples

During the last decade, cities and regions developed different types of branding which can be an inspiration for this deliverable. The oldest example was the City of Bremen. Since 2005, they developed so-called Möbil. punkte. The hub is clearly visible via a 3-meter high totem. It is a landmark being identified by more than 80% of the inhabitants. It contributed to raising awareness of the inhabitants. The name was adopted by certain other German cities such as Nürnberg. The branding however is different. Other German cities like Hamburg used another name for the same concept (Switchh-points).

Flanders is using the name 'Mobipunt' and developed a branding strategy. Mobipunt is a name and brand that is also used in certain areas in The Netherlands.

eHUBS branding

For the branding of the eHUBS, we can use icons and logo's that have been developed in the context of preceding initiatives. We defined a general logo and wordmark that indicate the eHUBS and a icon catalog for brandign and wayfinding purposes. Within the consortium we decided that partner cities will use the same set of icons and can use the general logo.

Fig. 2: The current mobihub kiosk interface ▶

Logo

If applicable with the local communication guidelines, both partner and replication cities can use the Mobihub-logo which is developed by the Flemish project partners Autodelen.net and Taxistop. The logo can be combined with names below, but cities are free to choose the name for their eHUB. However, we strongly advise to align with national strategies and running examples.

The logo for Mobihubs is carefully fabricated with the communication and branding strategy towards end-users in mind. The image is a pointer, known from various digital mapping applications. Within the pointer we see the "M" from mobility – mobiliteit – mobilité – mobilität. The pointer makes the connection between the physical location of the eHUB and the digital world. The colours, blue, light blue and green stand for reliability, innovation and the environment respectively.
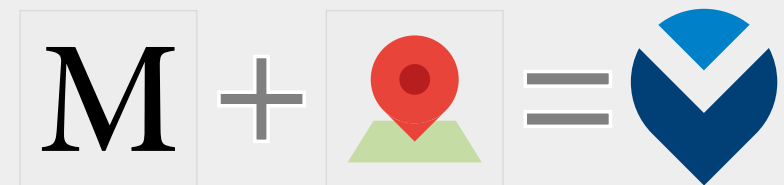

Fig. 3: Anatomy of the Mobihub logo and language variants

Icons available in

PDF **SVG**
EPS **PNG**

Icon catalog

Partner cities will use the same set of icons for the eHUBS. The icons for the eHUBS are based on the car sharing icons which was developed in The Netherlands. It is inspired by the sharing logo on social media and can easily be adapted to new shared mobility modes at the eHUBS.

Partner and replication cities will be provided with all digital and can apply the icons in the local situation (change colours, mode,…).

Note: the icon catalog is under active development. New icons are added frequently. We aim to comply with international standards that are also adopted by several (national) railway associations in Europe, such as B-rail.
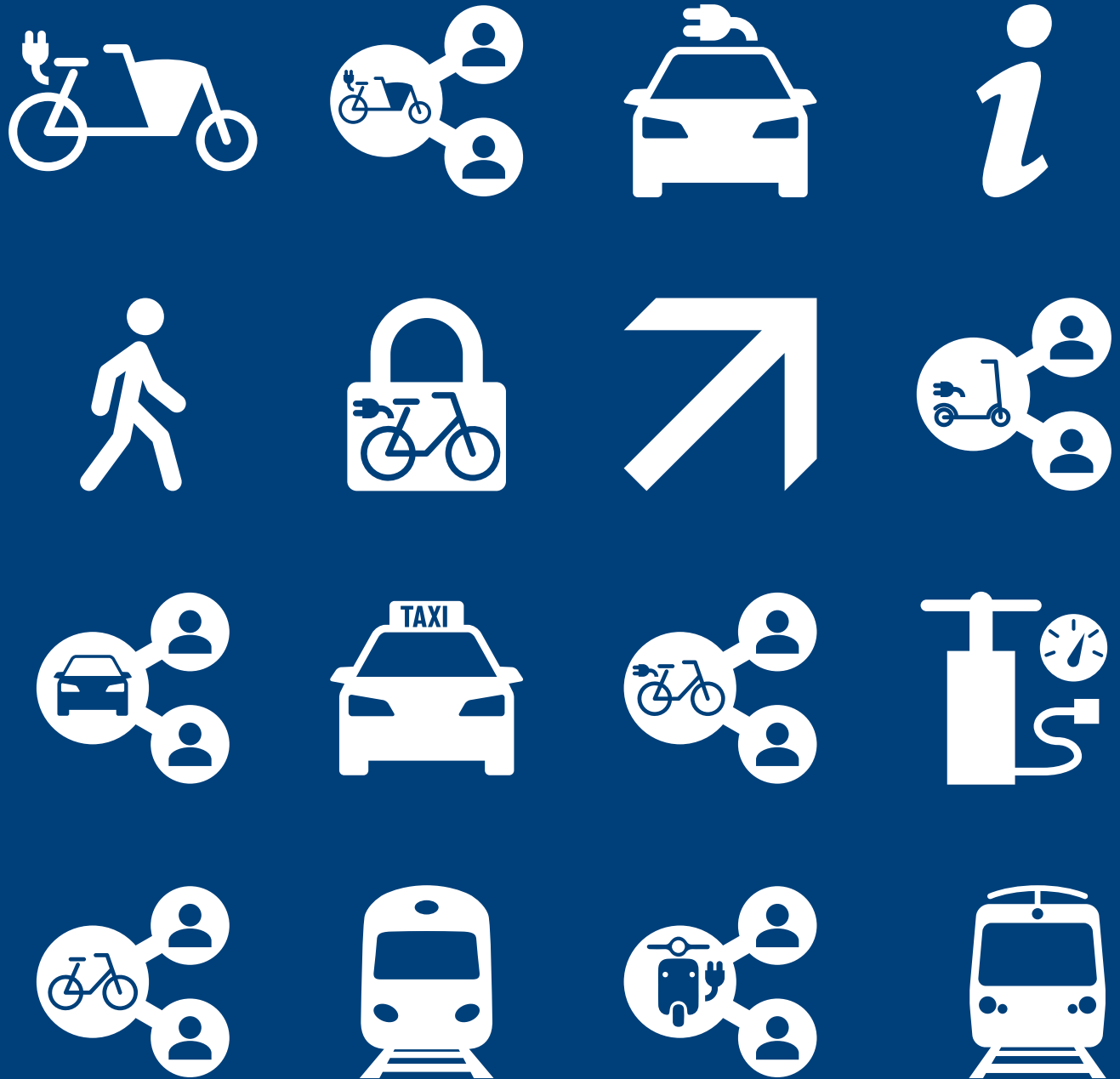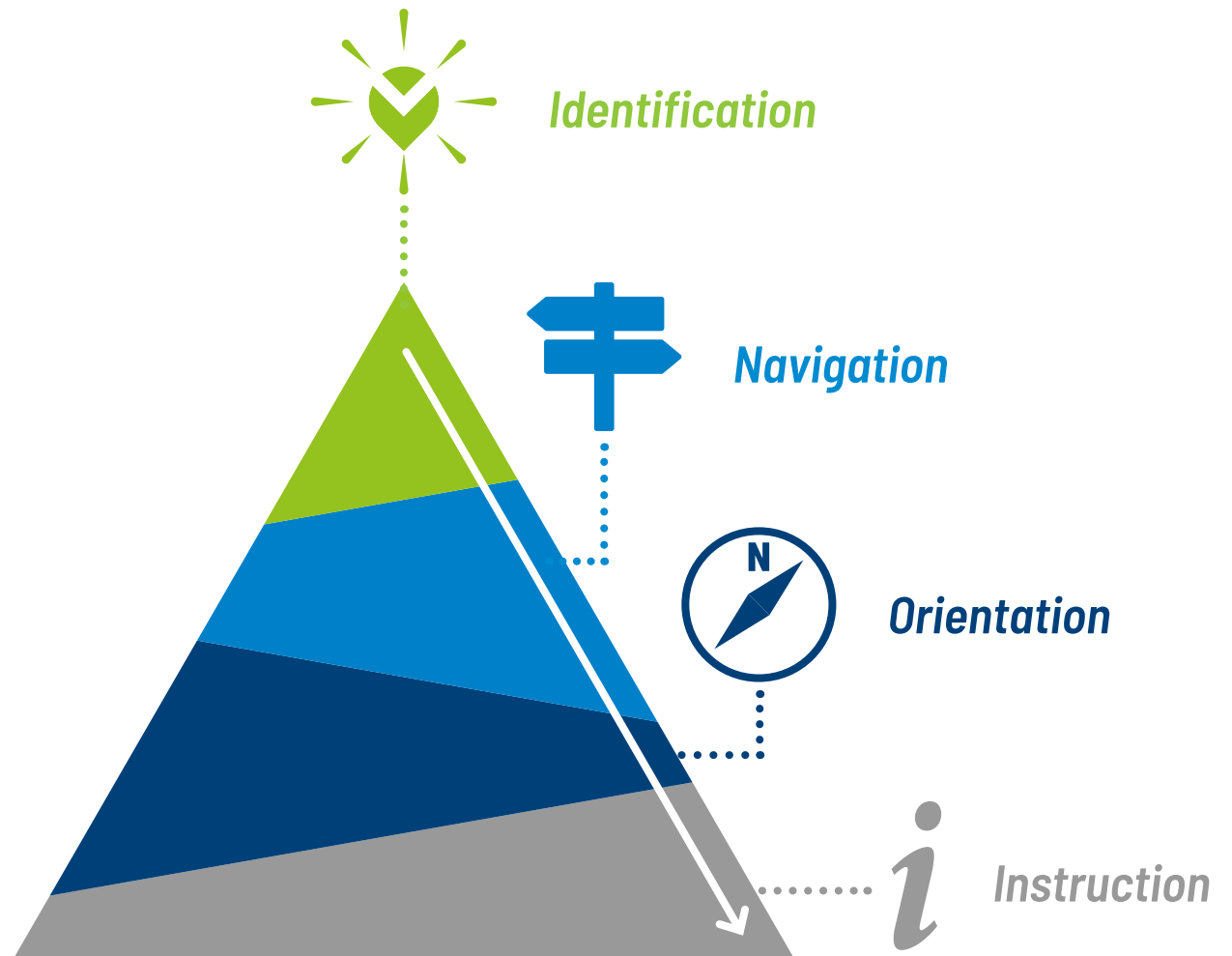

Fig. 4: Several examples from de Mobihub icon catalog (under active development)

A layered branding strategy

For eHUBS, we can define four layers of branding[1], covering all visual aspects of the hubs. Each one of these layers interacts with the end user in a slightly different way, but always giving the same *sense of place*: "I am at an eHUB".

The layered pyramid on the right shows a summary of this method of *spatial* branding. Starting at the top when encountering a Hub, the user will interact with the following layers beneath before arriving at the desired destination. In the following paragraphs we will explore these layers a little more.

Identification

Navigation

Orientation

Instruction

Fig. 5: Layered Mobihub branding / information design

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1   Method derived from Gibson, D. (2009). *The wayfinding handbook*: Information design for public places. New York: Princeton Architectural Press.

Identification

The first level is the identification of the eHUBS. The end-user must recognize the hub from a distance. Therefore, all existing (e)HUBS today have an analog or digital totem. The totem acts as a landmark in public space. End-users can associate the totem and the precence of shared mobility modes. We advise that the landmark is at least 2,5 meter high, especially for level 1 and 2 of the hubs. From smaller hubs, signs with a maximum height of 2 meters can be sufficient.

Navigation

Especially at level 1 hubs, a smooth navigation to all (shared) mobility modes in a multimodal trip is a challenge. In order to change modes easily, we advise to support navigation in the seen branding as the entire hub. To achieve this, we can use three types of signage that helps the user navigate *whitin* the hub:

- Floor prints: these floor prints indicate one mode and show the direction the end-user has to walk to go to the preferred mode

- Supportive signalisation: smaller panels can be used on different locations of the modes.

- A clear 'floor plan' showing a map of the entire hub and where the different modes can be found.

Orientation

It is important that all mobility and non-mobility functions are indicated on the ground plan and signalisation panels (f.e. city centre, local shops,...). The pedestrian is the starting point. All this information can be centralized at the totem/landmark and combined with the direction indicators at the hub.
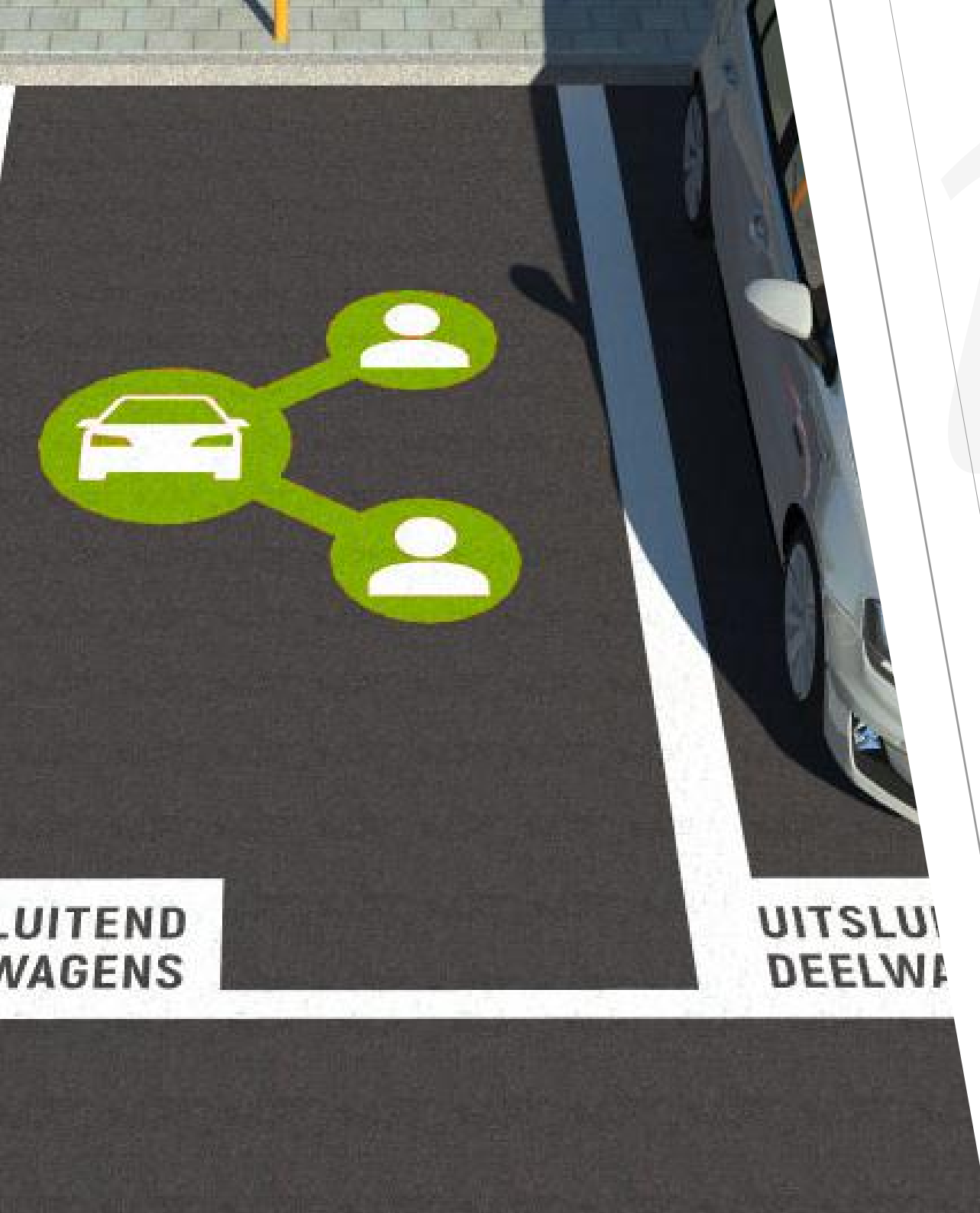
Instruction

The last level of signalisation includes all signage that have an instructive purpose towards end-users. We define panels with or without specific instruction. At a eHUB, there should me information available nearby on how to use the mode. This can be a panel or a small sign combined with the previously mentioned icons.

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