

17.10.2024

# Visual identity for mobility hubs

OSL02

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# # OSL02 mission

Introduction

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## Expand Ruter's visual identity to include new and shared mobility services

- Increase visibility of sustainable modes of transport to accelerate user adoption.
- Build on Ruter's ambition to offer mobility solutions rather than just public transport.
- Lead customers into the Ruter app for a single platform for all travels
- Consistent visual identity connects the physical and digital experience
- The deliverable is a visual concept for the mobility hub



# # Essential for the concept

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**Flexible system:** Mobility hubs must be designed to be easily moved and adaptable in terms of services offered.

**Sender:** It must be clear that Ruter is the sender and that all services can be purchased through the Ruter app.

**Type of transport first:** focus is on the transport modes, not the mobility hub itself. mobility hub will not have its own icon but will be linked to Ruter as the sender.

**Neutral icons:** By being supplier-neutral, we can highlight the service rather than individual brands.

**Existing design:** Should fit into Ruters visual universe and established rules

**Name:** Create a name for the concept that makes it easy for users to understand and simpler to refer to both internally and externally.



# # Services to consider

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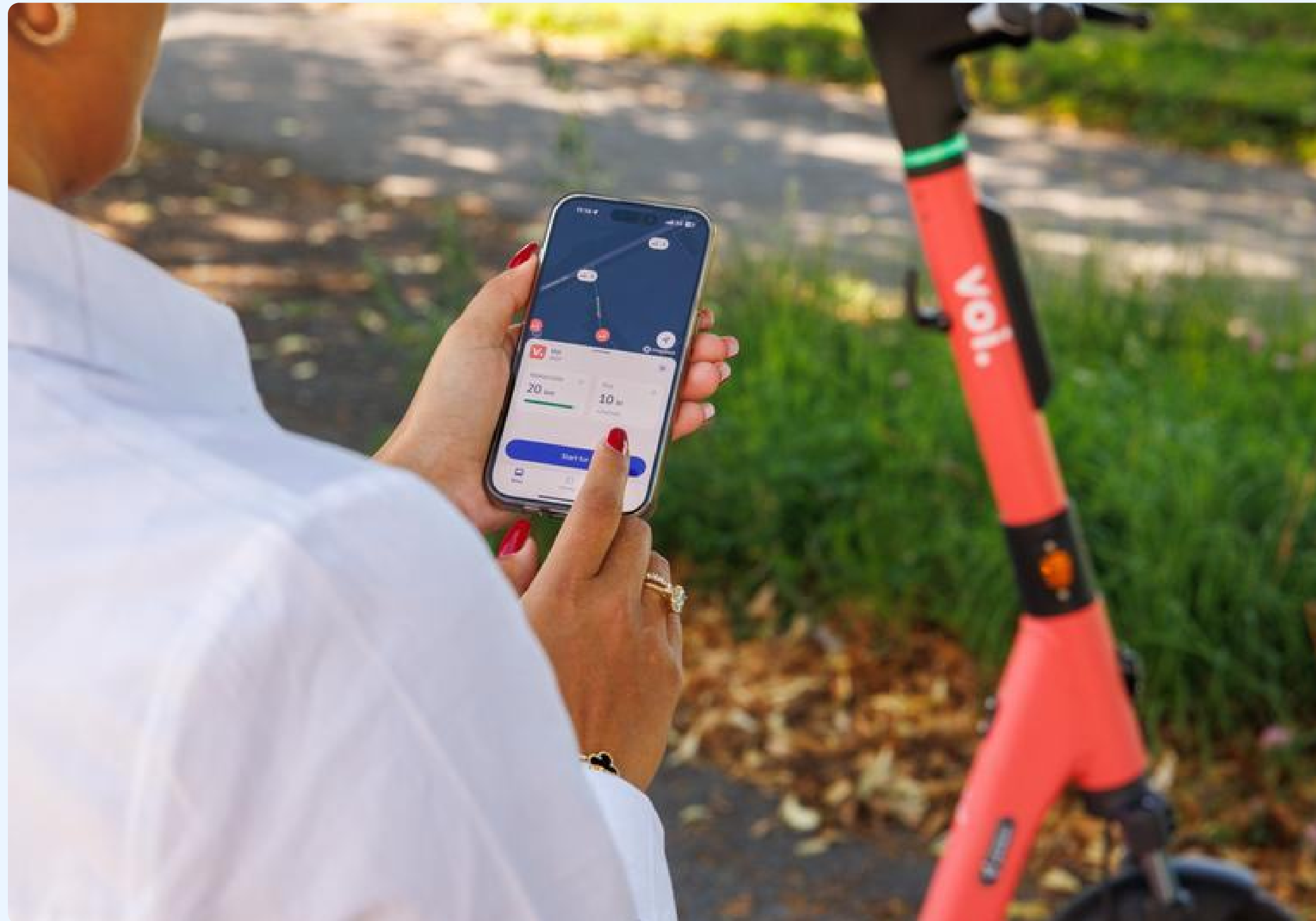
- Public transport
- Ruter's existing services
- E-scooters
- City bikes
- Bicycle locker
- Car sharing
- (Bike parking)
- Should be expandable with more services

# # Visual concept: Ruter's Cubes

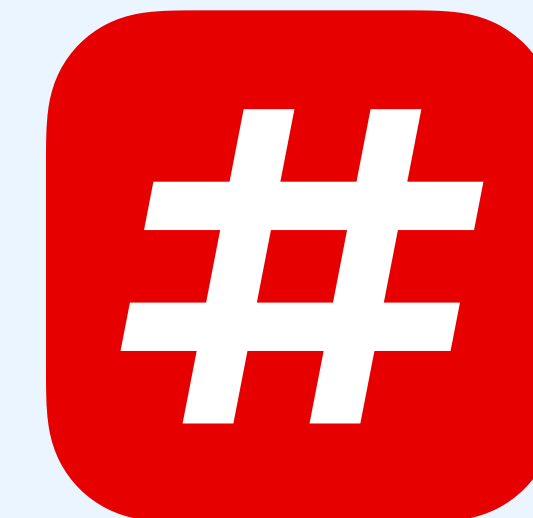
Concept

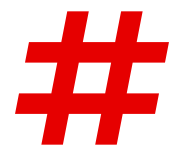
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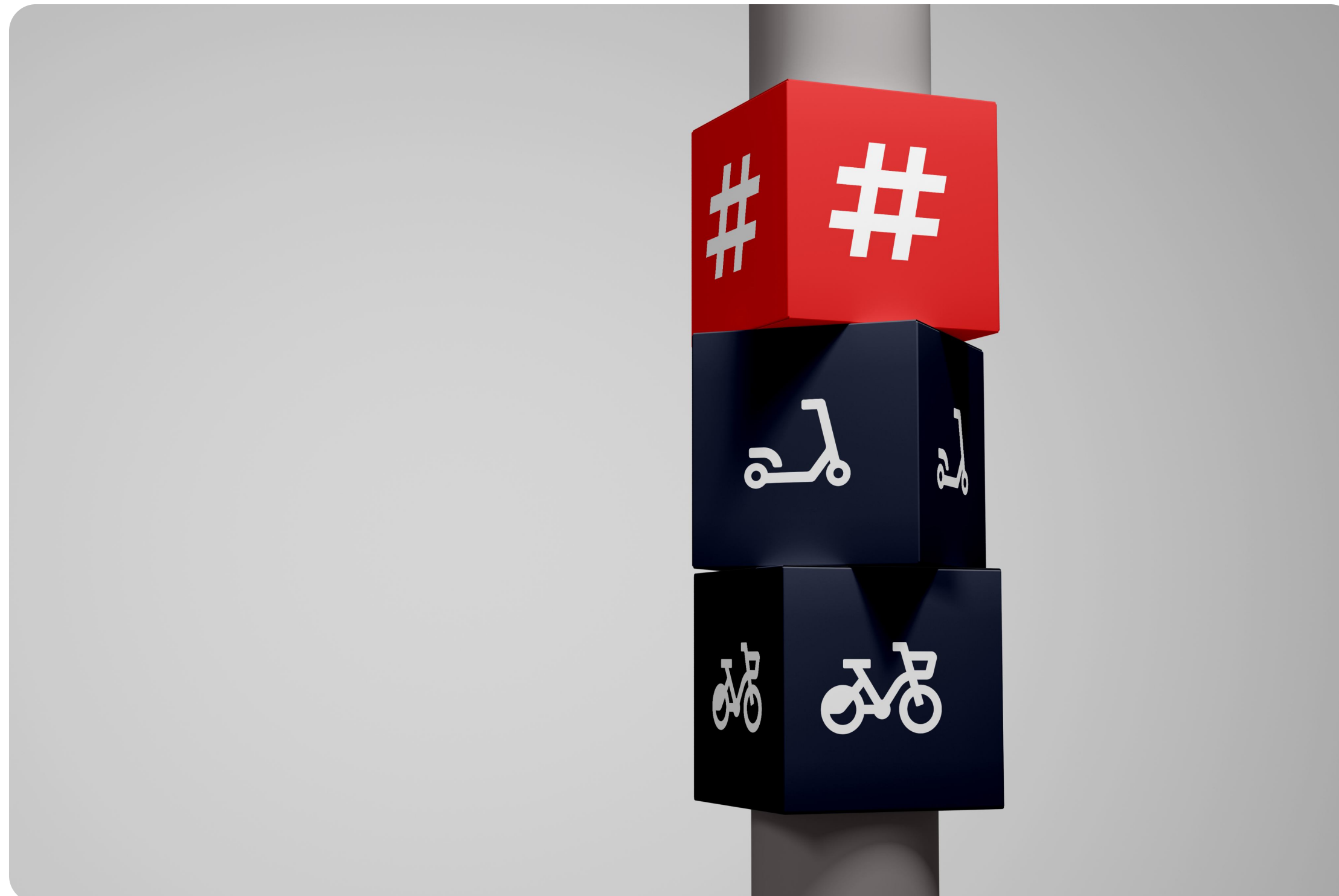


Connect the logo to real life

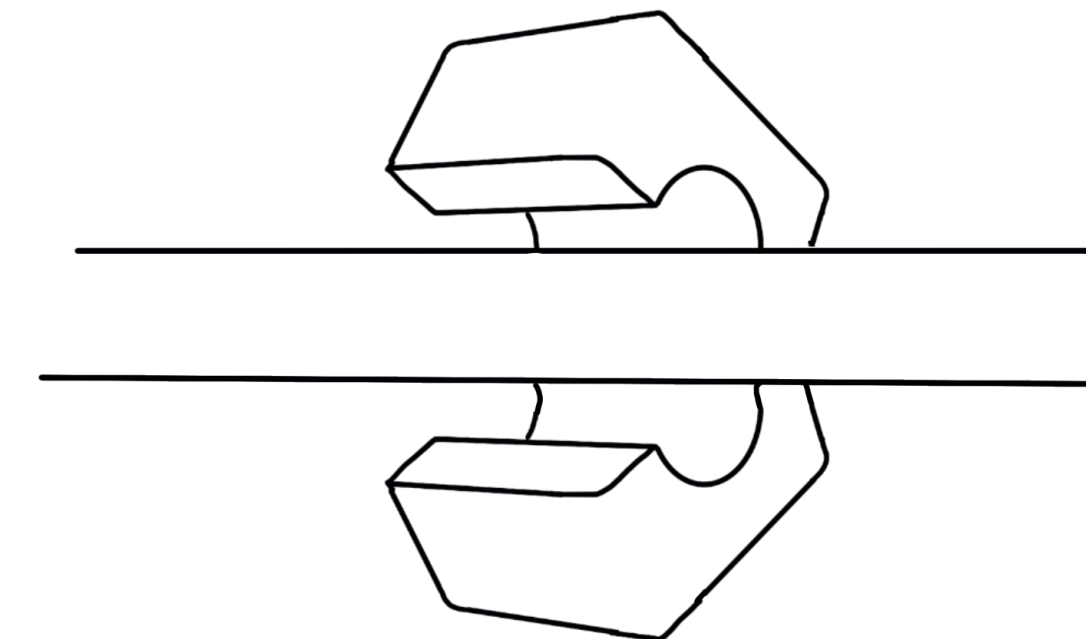


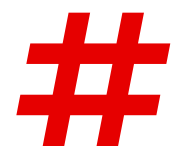


## Functionality



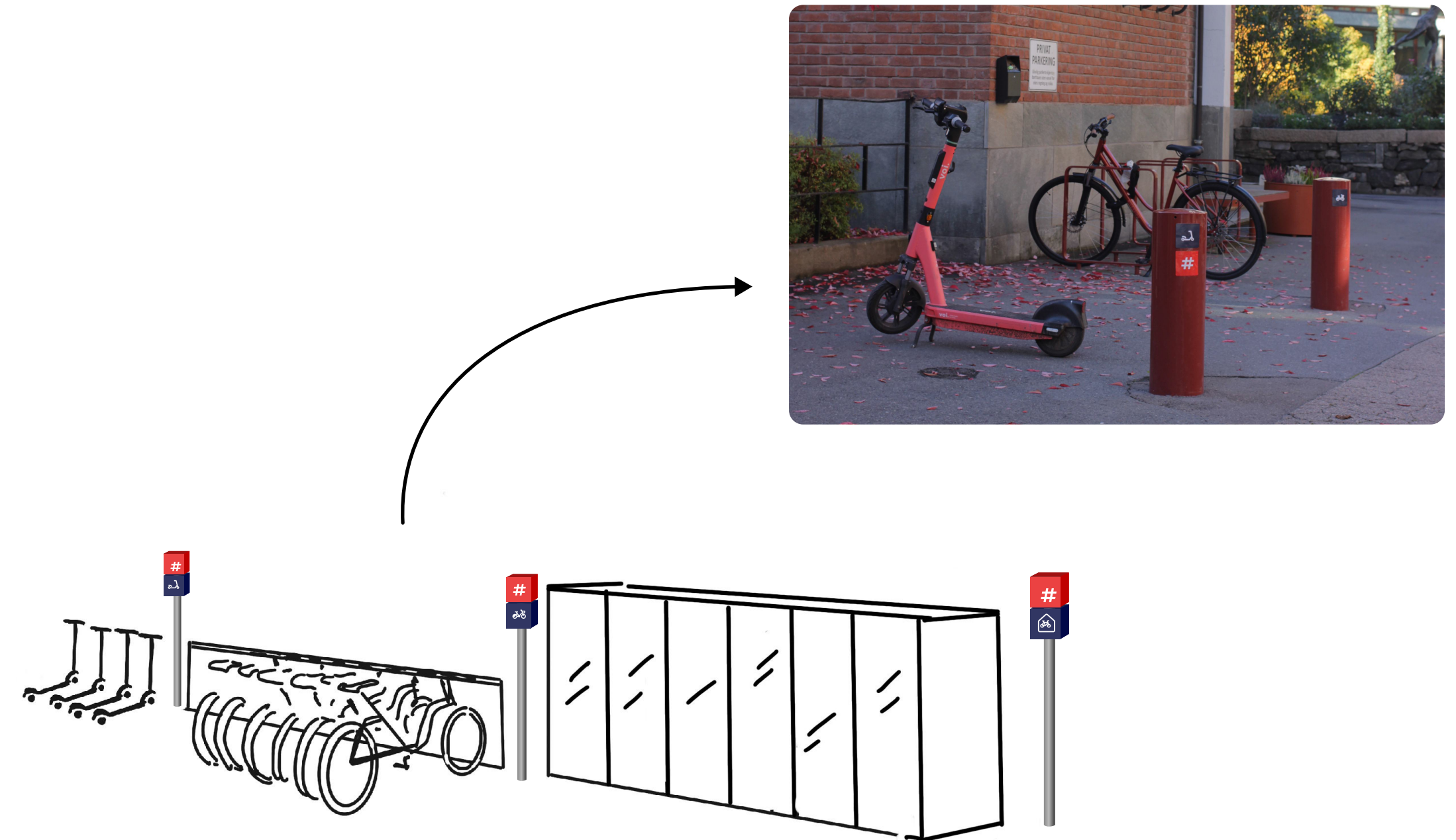
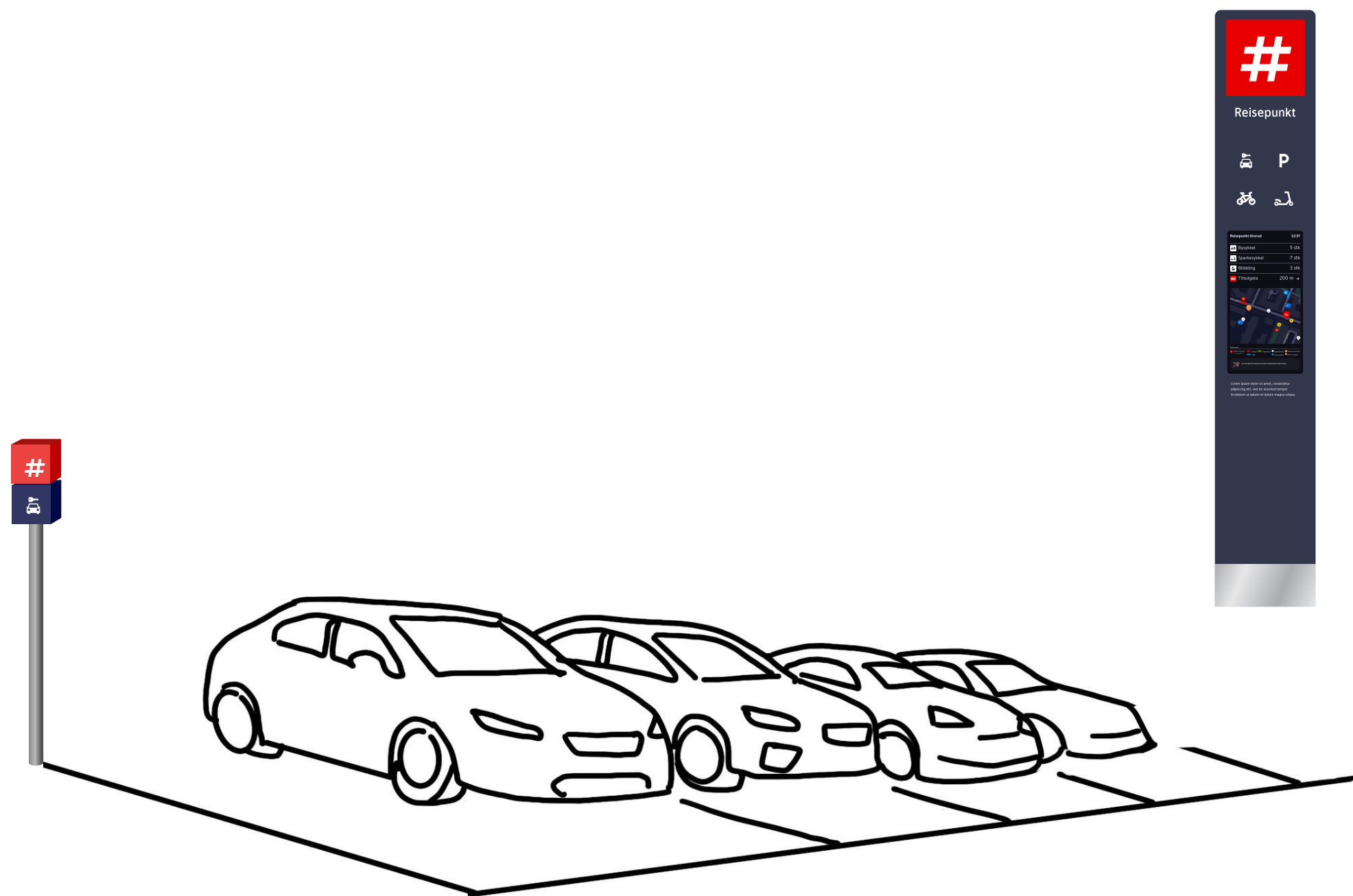
- Use of existing infrastructure (learning from MOVE21)
- Visible from multiple angles.
- Horizontal and vertical display
- Icons for intuitive, international information

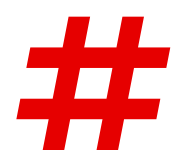




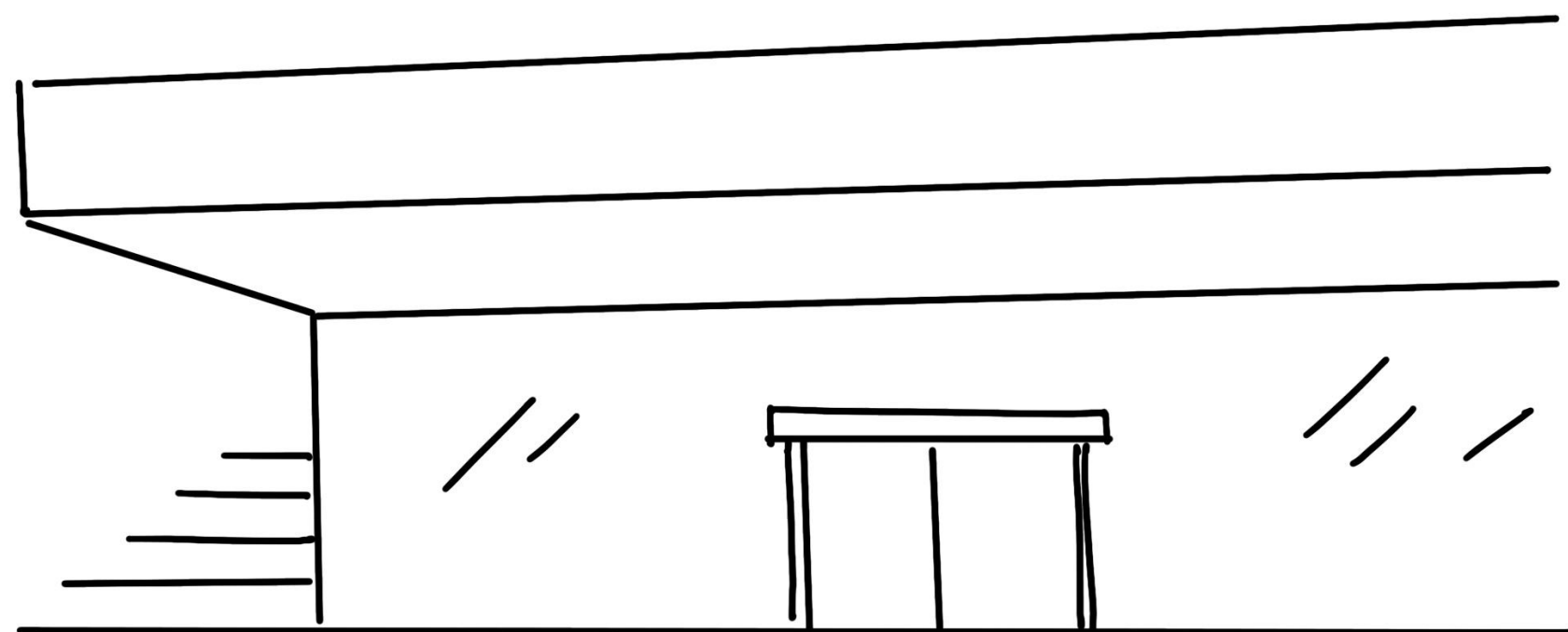
# Mobility hub

- Housing association
- Pendulum point





# Wayfinding

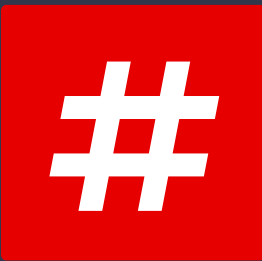


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Digital screen







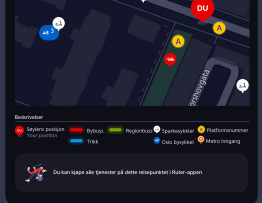
Reisepunkt

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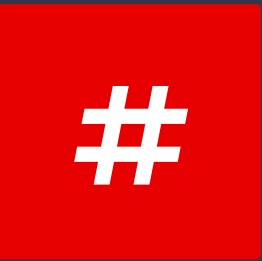
Reisepunkt Grorud 12:37

-  Bysykkel 5 stk
-  Sparkesykkel 7 stk
-  Blideling 3 stk
-  Tittutgata 200 m →





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Analog

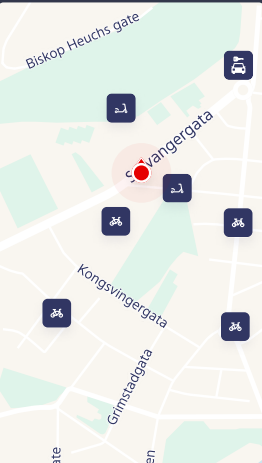


Reisepunkt

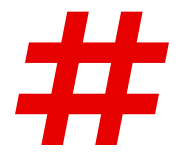
 200 m →

 50 m ↑

 100 m ←



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Concept

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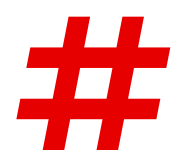
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## Call to action



- from physical to digital
- relevant surfaces and formats
- consistency





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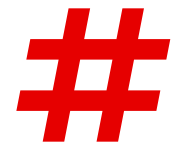
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## Mobility hub/ city bike

- Placed on existing signs and lamp posts, or new ones can be created.





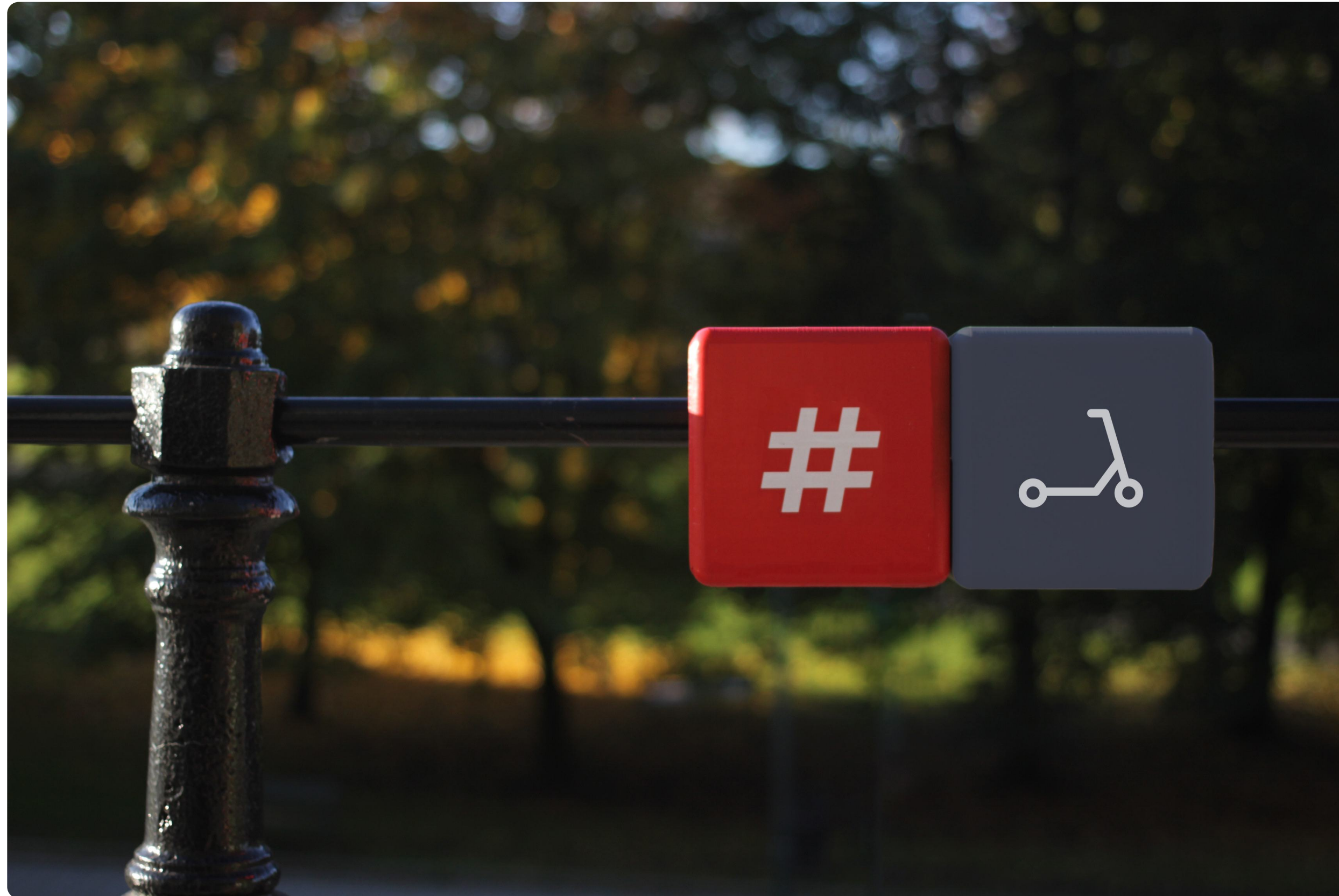
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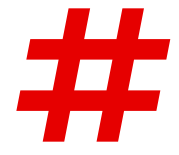
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## Mobility hub/ e-scooter

- Can also be placed horizontally on fences.

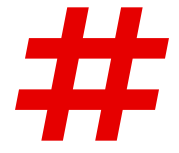




## Mobility hub/ car sharing

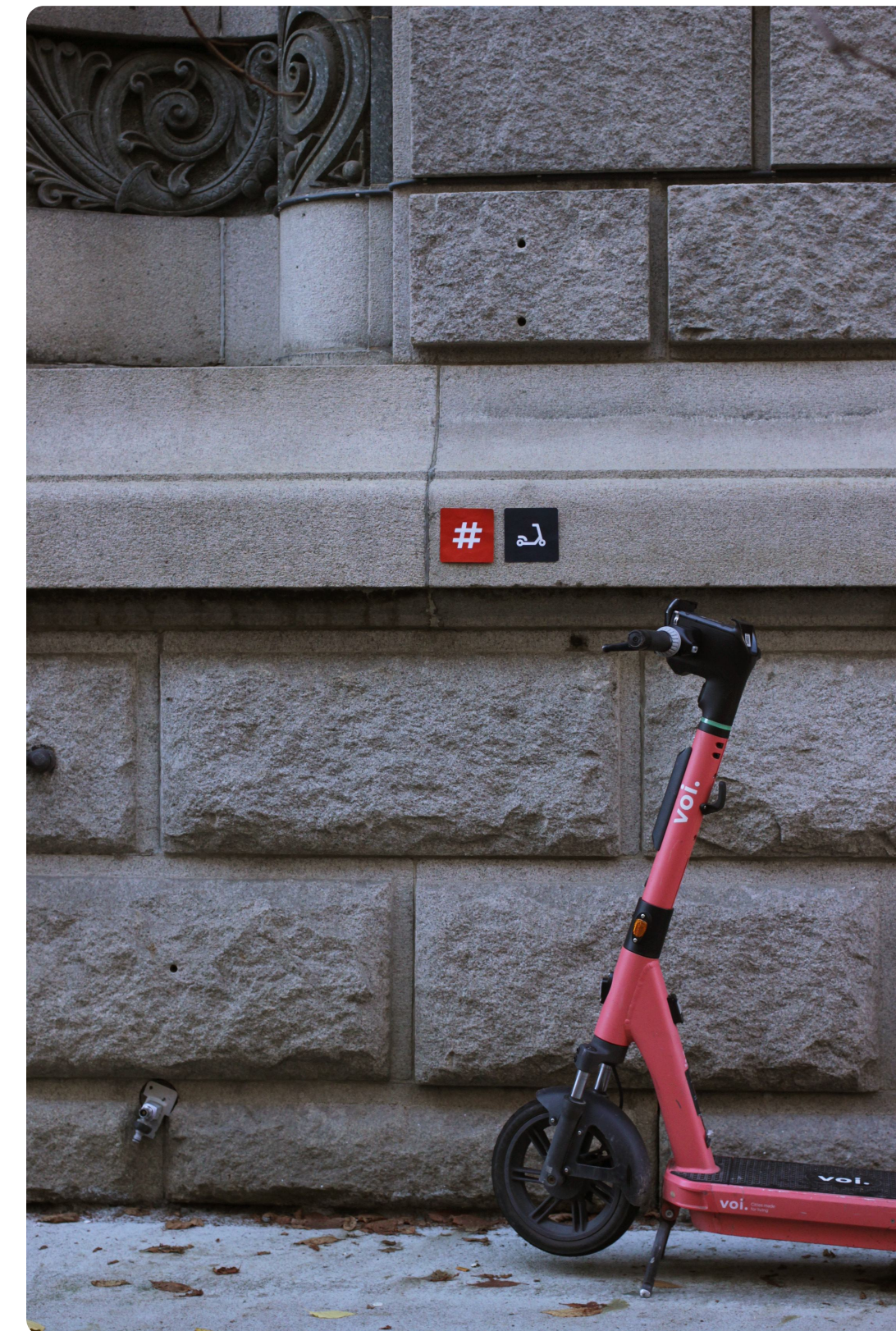
- Today, Oslo municipality's car-sharing service is written in text, while an icon would be more international and intuitive.

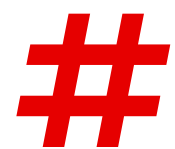




## Stickers

- In locations where it's difficult to use poles, stickers are placed on existing surfaces.

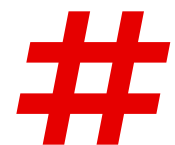




## Marking

- Marking areas with icons and clear branding will also contribute to a tidier city.





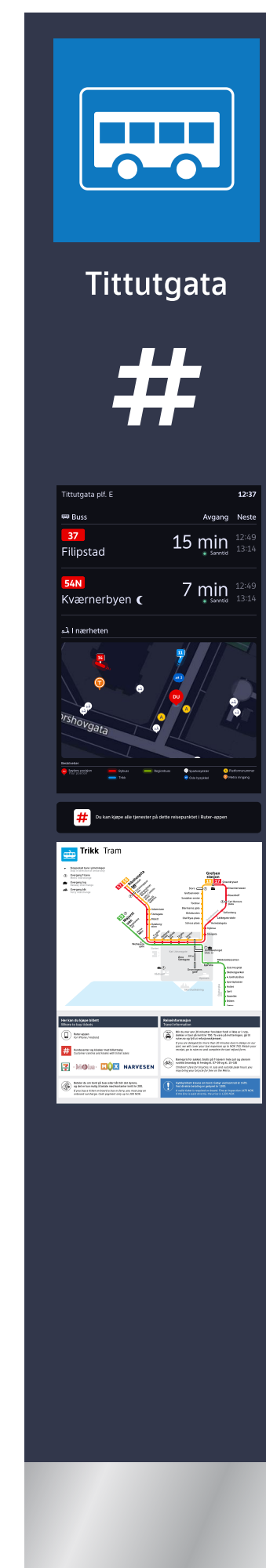
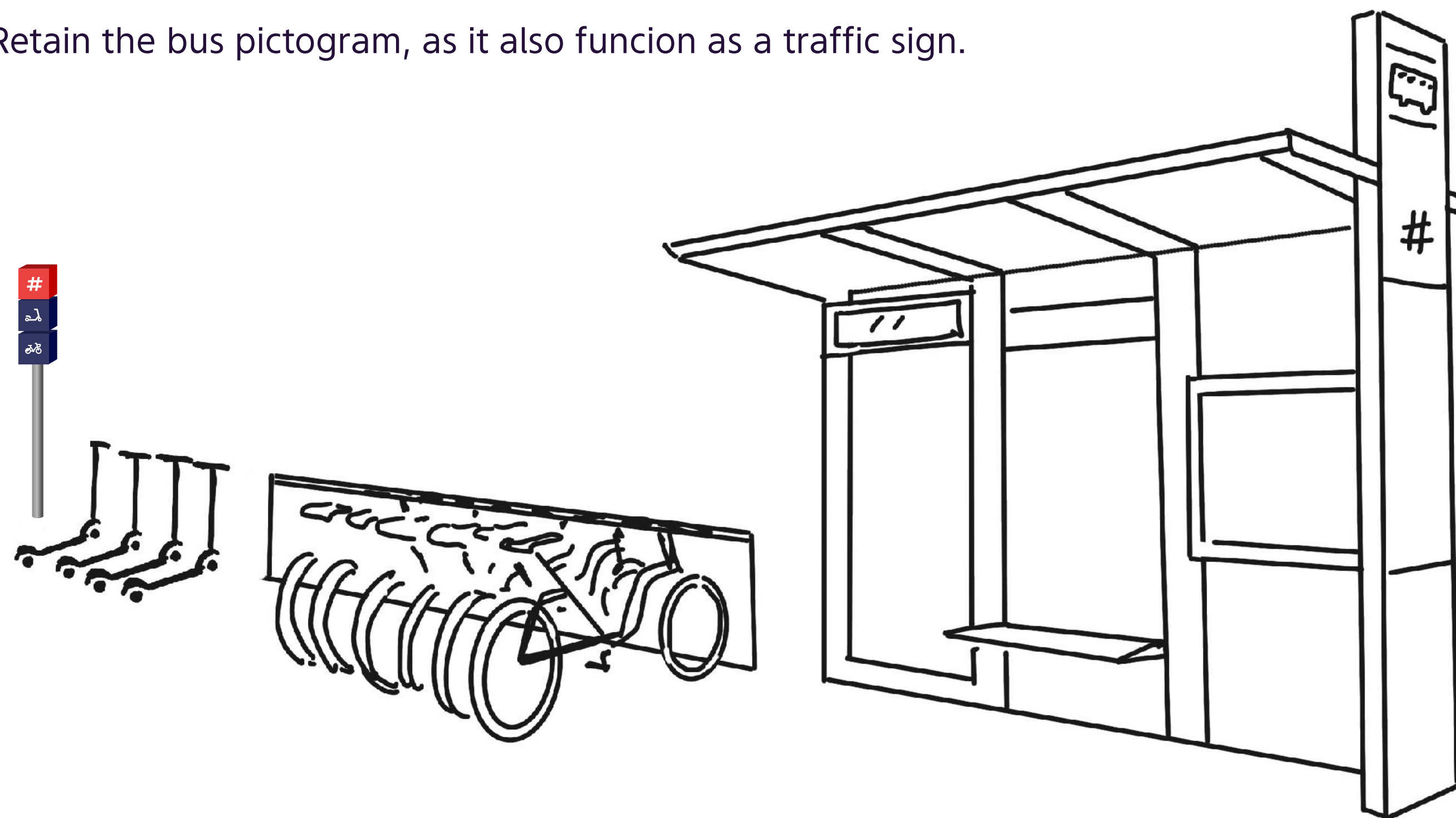
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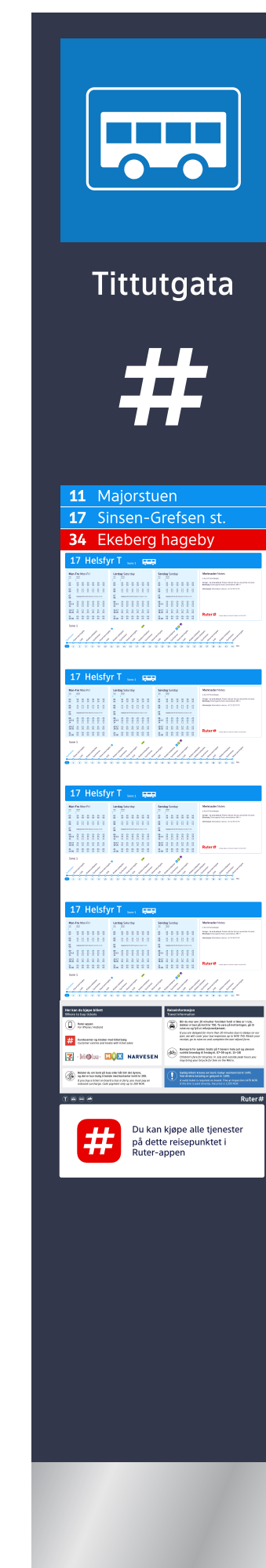
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## Bus stops

- Ruter's plans to introduce digital pillars.
- Retain the bus pictogram, as it also function as a traffic sign.



Front



Back

# # Next step

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- Stakeholder collaboration
- Pilot
- Prototyping and marking
- User testing
- Observation
- Interview
- Data traffic in app from the mobility hub