



OSL_02 Consistent visual identity for PT and mobility hubs

Description of the measure and main outcomes expected

Ruter has recently launched a new visual identity which is used in their official communication, branding material and digital user interface. This visual identity (applied to screens at stops and inside vehicles, apps and websites, interior and exterior of vehicles, directions to and from stations, landmarks and signs, timetables, maps and marketing) ensures consistent communication across channels and a better user experience. With this measure, the aim is to expand Ruter's visual identity to also include mobility hubs and belonging (new) services such as bike lockers, car sharing etc. In doing so, we will increase the visibility and uniformity of mobility services and build on Ruter's ambitions to provide mobility rather than public transportation only.

At city level, this measure will follow a holistic approach, across modes of travel and across suppliers/competitors, to improve the user experience when travelling in the city and the surrounding areas. By doing so, the aim is to simplify life without a car.

The visual identity should make mobility points visible and ensure visual consistency across services and points by using a consistent design manual. This creates recognition from the physical surfaces to the digital interface and ensures that Ruter owns the design of the points, in line with the company's overall visual profile. Furthermore, Ruter's position is utilized to promote collaboration and sustainability, while also ensuring universal design.

Services that can be included in the concept:

Shared mobility: includes car-sharing, self-driving cars, taxi/kiss & ride, carpooling, on-demand transport, and possibly trailers.

Micromobility: includes city bikes, electric scooters, and cargo bikes.

Other services: covers parcel lockers, bike hotels, bike parking, warming cabinets, and parking spaces.

Preparation of the measure

Step 1: Data collection. Mapping of existing data and insight, gaps in insight and gathering new data

We have mapped and collected data/insight from similar projects in Norway and abroad. We identified what has worked, what hasn't, and why. Several workshops have been held throughout the process.

Through the mapping, we discovered that a visual representation would be relevant for various stakeholders, including the Agency for Urban Environment (BYM), homeowner associations, companies and commercial buildings, as well as Bane NOR. It will also be useful for Ruter employees working on sales and support for mobility, Sporveien, Viken County, and the industry in general for inspiration.

Step 2: Analysis of user and operator needs related to visual identity.

A successful visual identity will make it easy for people to use the profile to find services, while also making the mobility points and services feel like an integrated part of Ruter's offerings. It will strengthen Ruter's reputation by showcasing Ruter as a mobility provider, not just a public transport provider. Visually presenting the concept will also make it easier to discuss and understand what a mobility point is, creating demand for it among both customers and stakeholders. The identity must be adaptable over

time and enduring. It should accelerate user adoption and nudge towards sustainable solutions while being practically feasible.

A visual identity that illustrates how a mobility point should look will also prevent those creating them from having to start from scratch each time, and establish a system for the various points and services that both customers and stakeholders will recognize and actively use. Furthermore, the identity should include visual examples of different types of points, serving as a simple, easy-to-understand guide. Accessibility for all users is crucial.

Throughout the process, it has become clear that it is vital for Ruter to be seen as the sender and that the collection of services should not be perceived as a new brand.

Step 3: Ideation workshop and development of 2-3 concepts / visual directions. Feedback on sketches and low level MVP. Choosing and merging concepts into one final visual direction.

Our goal is to ensure a holistic and well-thought-out branding strategy that appeals to our users and strengthens the service's position in the market. To do so, we have outlined various directions for visual design to explore whether a new name, logo/symbol, and colour scheme would be most useful.

Name: In the process of developing a visual identity, we also explored naming options (Fig 34). We considered whether a name was necessary to create a common language when communicating the service. The name "Mobilitetpunkt" (mobility point) is a long and less communicative name, and through workshops, we explored other potential names. The selected names were tested with various users from the target audience in order to gather insights into users' preferences and associations with the proposed names. In particular, feedback was collected from 12 different individuals from the target group.

The feedback received played a crucial role in the decision-making process regarding which name we will move forward with. The selected names are used as a basis for further visualization work. This involves developing graphic elements and visual concepts that align with the name and support the service's brand identity.



Fig 34. Name workshop.

Icon: We drafted several icons, tested them in workshops, and refined them further. The workshops conducted were focused on developing a new icon or symbol for our service. In this process, we engaged various internal creative resources to ensure that the new icon/symbol clearly reflects the core values and objectives of the service in a visually appealing manner.

The learning from this process is that it is crucial that the icon is not perceived as a new brand. If an icon is to be used, it must support the concept and make communication clearer.

Sketches: Through design sketches, we explore how the visual identity for this service can be integrated into existing elements like columns and signs. These will be used to communicate the project and test it with potential users. The top design sketches resulting from the icon workshop are presented below:

Points meet at an intersection (Fig 35):

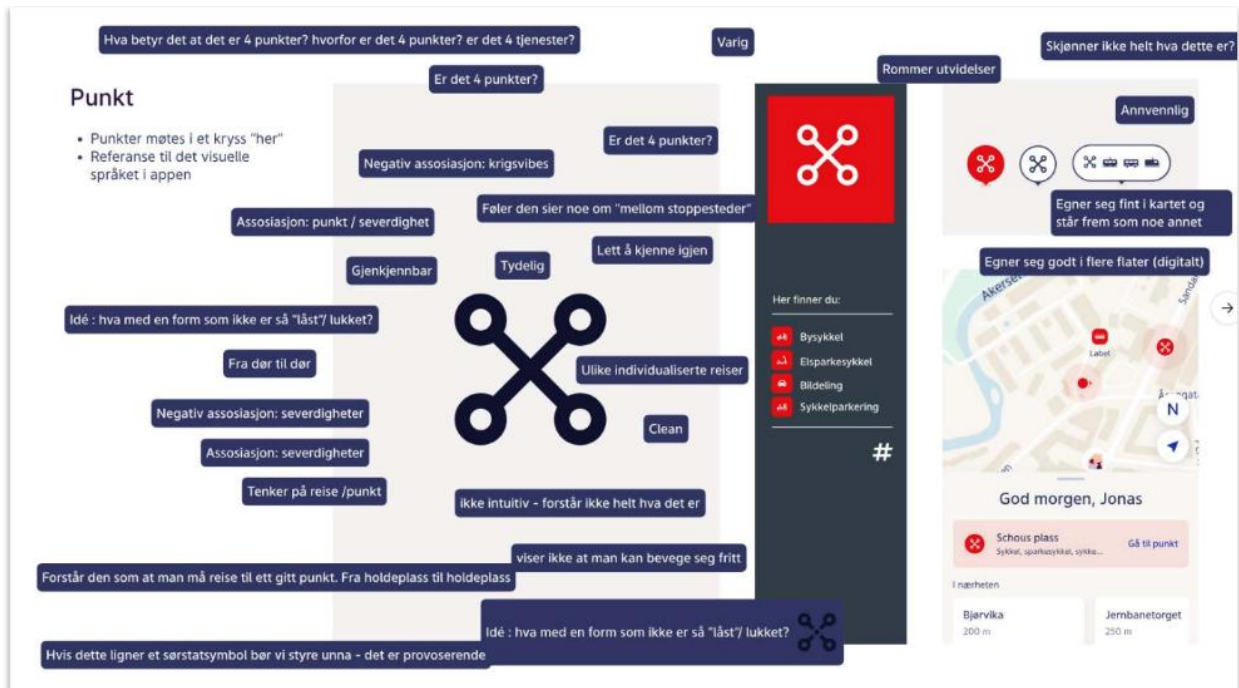


Fig 35. Sketches resulting from the icon workshop (I).

Point visualized via arrows/roads that meet (Fig 36):

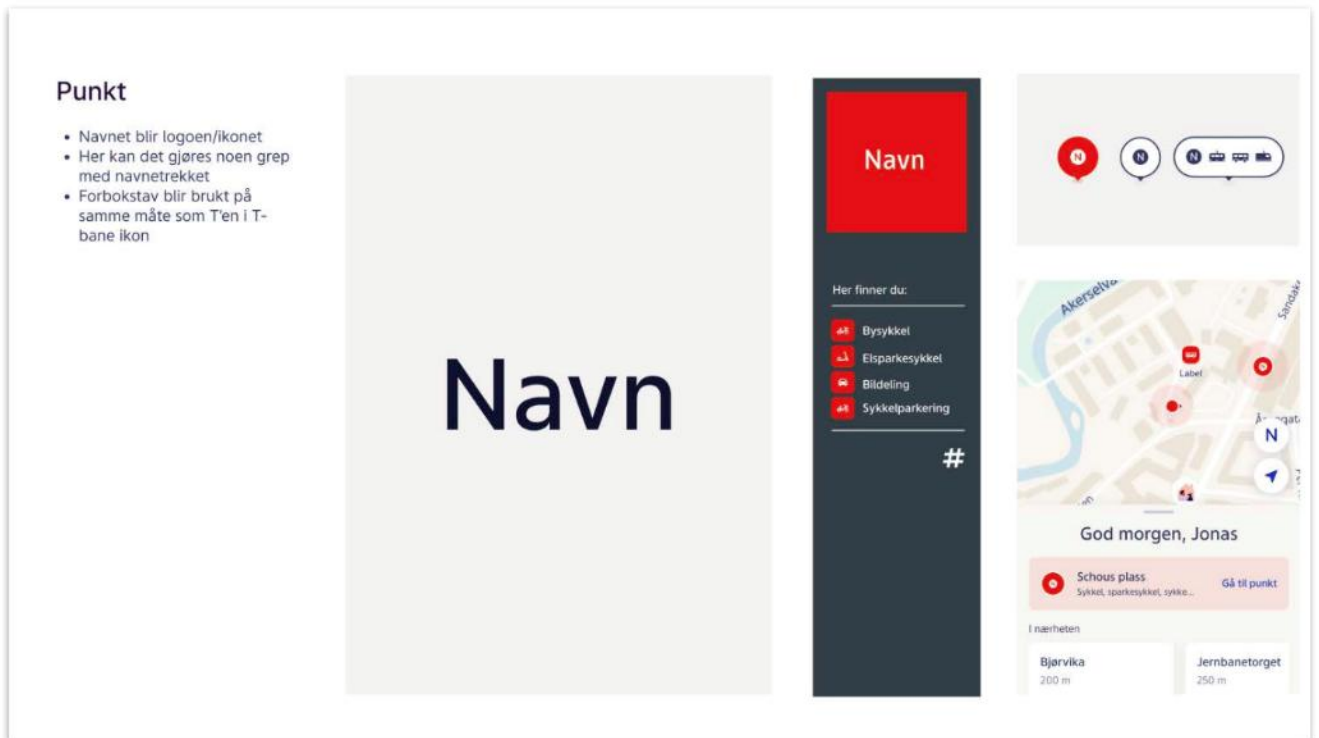


Fig 38. Sketches resulting from the icon workshop (IV).

Challenges & Mitigations

No challenges were identified, the measure preparation went according to the plan.

Next steps towards implementation

The next step will be to finalize a visual design for Ruter's mobility hubs (visual identity MVP) sufficient for testing with a potential target group, including external and internal stakeholders, as well as Ruter employees.