Considerations for mobility hub branding and signage

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CoMoUK
supporting shared transport

1. Introduction

Mobility hubs are widely applied in many European and North American cities and increasingly spreading in the UK. Hubs are an important new infrastructure tool to bring together shared transport with public transport and active travel in spaces designed to improve the public realm for all.

An important element of a successful mobility hub is strong branding and informative signage. This is especially true for networks of hubs which need a common identifier.

This document covers:

- Purpose of the signage
- Examples of hub branding
- Content of hub signage
- Examples of hub signage

2. Purpose of the signage

Branding	Totems house the overarching brand of the hubs, linking the network together and building recognition for the concept of the hub and what to expect from it.
Information	They provide a space for transport information on the services within and adjacent to the hub, how they work and how to access them. They can also provide information on non-transport amenities such as cycle routes, green spaces and places to visit.
Locating services	By standing tall above the mobility hub, they allow the hub to be seen from a distance and be easily located when they might otherwise be obscured by cars.
Placemaking	The signage / totem itself can provide an attractive addition to the streetscape with the right design.

3.   Examples of mobility hub branding

The branding for the hubs should be carried from the signage to other aspects of street infrastructure, road markings, through to digital and physical marketing.

Examples of brands are provided below. Some focus on explaining what the hub is, some adopt local transport branding and others use "made-up" words which might be catchy and attractive to a wide demographic.

Journey Hub – East Lothian

Local Travel Point – West Midlands

Bee Network – Greater Manchester

Jelbi - Berlin

Mobipunt – Belgium (original branding)

Hoppin – Belgium (replacing Mobipunt)

4. Content of signage

There will be some mandatory content for signage and some optional aspects. Here are some of the options to consider:

Transport modes (essential)	Those visiting the hub should be made aware of the presence of each mode at that hub, car clubs, bike share, e-scooters, e-cargo bikes etc. They will need to know how they work and how to sign up.
Wayfinding maps (essential)	It is important for the mobility hub to connect people to all transport options and infrastructure in the area. The signage should locate the nearest bus stops, train and tube stations, alterative pick-up points for micro-mobility. It can also highlight cycle infrastructure, including segregated routes on mains roads as well as quiet side roads.
Local places to visit (optional)	The signage can be used as an opportunity to promote local amenities, a sense of community and encourage more local journeys on foot, bike, wheelchair or scooter.
Community activities (optional)	The hub can help to foster a sense of community and place making by promoting community activities. Some of these may be directly related to the hub such as led rides or managing edible bed, others just be of interest and the hub acts as a local "noticeboard".
Community art (optional)	Some hubs include community artwork, either on a sign, totem, on the planters, seating or on the ground. Art can enhance the area, making it more attractive and encourage use of the hub. It can also encourage community support for the project.
Advertising (optional)	If there is need to generate income from the hub then advertising can be a useful addition. The most efficient way of doing this is through a digital panel and can be integrated with other content. There will be additional planning permission required for advertising.

Information format

The information could be provided in one of four forms:

- static printed text
- switchable posters in lockable frame
- dynamic digital screen
- link to a website through a QR code

5.   Examples of mobility hub signage

East Lothian: branded with focus on information through static map & image

CoMoUK pop up hubs: branded, with focus on information through QR code

Bremen: focus on branding

Vienna: focus on information with digital content

Bergen: two totems, one branded, one digital

Belgium: mix of branding and digital information

Solent: light touch pole and side panel with QR code and graphic

Consultancy Support

CoMoUK can provide site specific advice on the development of all aspects of hubs, including signage and branding.

We have supported a range of authorities and housing developers with their projects, including London Borough of Camden, East Lancashire County Council, West Yorkshire Combined Authority and Hadley Property Group.

For more information and support contact **info@como.org.uk**.