

Category: Traffic and Public Transport

Project: Marconi Express Branding and Wayfinding

What was the challenge?

'Marconi Express' is a high-frequency shuttle service connecting Bologna Central rail station with Bologna Marconi Airport. The main infrastructure is a driverless suspended monorail.

The main users are expected to be international travellers going to and from the airport to Bologna and to the wider region through a new high speed rail hub. The terminal stations are integrated within the airport and in the rail station terminal. Branding and signage had to be distinctive, recognisable and immediate.

What was the solution?

The visual identity, delivered with support of the local studio 'Kitchen', reflects the system's distinctive architectural design to communicate a contemporary and sustainable service. The result is a very individual graphical language - carried through all user touchpoints, and a wayfinding system based exclusively on pictograms. Particular care was put into creating a clear and logic structure for the information to be provided, achieved by defining an information hierarchy of messages targeted to inbound and outbound passengers - allowing for streamlined directional information.

What was the effect?

The wayfinding system extends the visual identity through the use pictograms, and a product family consistent with the architectural language and the environment. Extensive use of environmental graphics avoids physical clutter, ensures clear sightlines and makes navigation to/from and within station environments simple and intuitive.

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Pictograms

Designed to emphasise the very individual character of the service. They are the primary means of wayfinding provision - making the information immediately understandable beyond any language or cultural barrier.



Wayfinding

A coordinated family of signing structures that blend seamlessly with station environments, integrating information elements with other functions. The environmental graphics are used to reinforce directional information: 'active' infrastructure (lift shafts, escalators, opening doors) are highlighted through the use of the lime green colour, while supergraphics provide destination signifiers.

