

Transport Branding

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Vision for a single transport brand for the West of England area



Current situation

- We have a range of differing brands for the various transport partners and operators in the region
- Includes: hire bikes, e-scooters, demand responsive transport, buses, trains, park & ride, and Travelwest information service and ticketing

Problem to be addressed

- The different operator branding and visual identities makes the network disjointed and hard to navigate
- Steps being taken to join up the transport networks using ticketing/MaaS etc require a mechanism (brand) to do this effectively

Proposed solution

- By creating one consistent, coherent transport brand, we will simplify user experience and make it easier to navigate the network. In turn, this will increase engagement and uptake of public transport.

Commitments under current programmes



City Region Sustainable Transport Settlement:

- “A single transport brand for the West of England that will cover all Transport Operations and local transport services across the region promoting local identity, loyalty and accountability.”

Bus Service Improvement Plan:

- “Our ambition is that local bus services will form an integral part of a single, comprehensive public transport network under a common brand that will be easily identifiable. Buses will be heavily promoted and marketed to residents and visitors.”
- As part of the Enhanced Partnership there was a commitment that by October 2023, branding is finalised and early roll-out of branding on new and upgraded infrastructure will begin.
- Enhanced Partnership operator requirement was that by 31st March 2025, all buses (other than those exempt) must be readily identifiable as part of the branded local public transport network.

Benefits from consolidated brand

Benefit	From
Increased use of public transport	Improved ability to navigate the transport network.
Improved user experience	Simple, clear and consistent branding.
Improved interconnections between transport modes	Future Transport Zone programme and micro mobility initiatives .
Greener transport network	Modal shift leading to greater use of public transport over private cars.
Improved public perception of the wider transport network in the West of England	Increased visibility and awareness of public transport across the region and realisation of the huge investment and developments to improve the network.
Improved loyalty, confidence and trust	Users having a better understanding the public transport network available to them.
Demonstration that we are future facing	Communicating a clear vision to become a sustainable transport network and aiming to help meet the region's net zero target.

What has happened to date?

- Competition for WEST logo design (February 2022)
- Stakeholder meetings with Unitary Authorities
- Branding consultant, Chaos developed designs further
- Presentation and workshop from Chaos with representatives from across the Unitary Authorities
- Chaos stood down from work (September 2022)
- Local branding agency McCann appointed to continue work (Nov 2022)
- WESTlink launch, work on travel brand paused

Logo competition evolvemement

1. Public competition short list

WEST
West of England Sustainable Transport

Metro **WEST**
Citylines **WEST**
WEST Bus
WEST Bikes

2. Initial brand refinement

Stacked
 West of England Sustainable Transport

Horizontal
 West of England Sustainable Transport

 West of England Sustainable Transport

3. Proposed brand with sub brands

WEST

WEST link

WEST scoot

WEST bike

Proposed brand- WEST

- West of England Sustainable Transport (WEST).
- Strong and bold, the brandmark when seen by itself is an acronym.
- The lettering is contemporary and vibrant.
- Suggests movement and is subtly tree/leaf like. Reflecting sustainability and our netzero aims.
- The arrow points west and can be used on its own to point to information in communications.
- Works well for sub-branding.

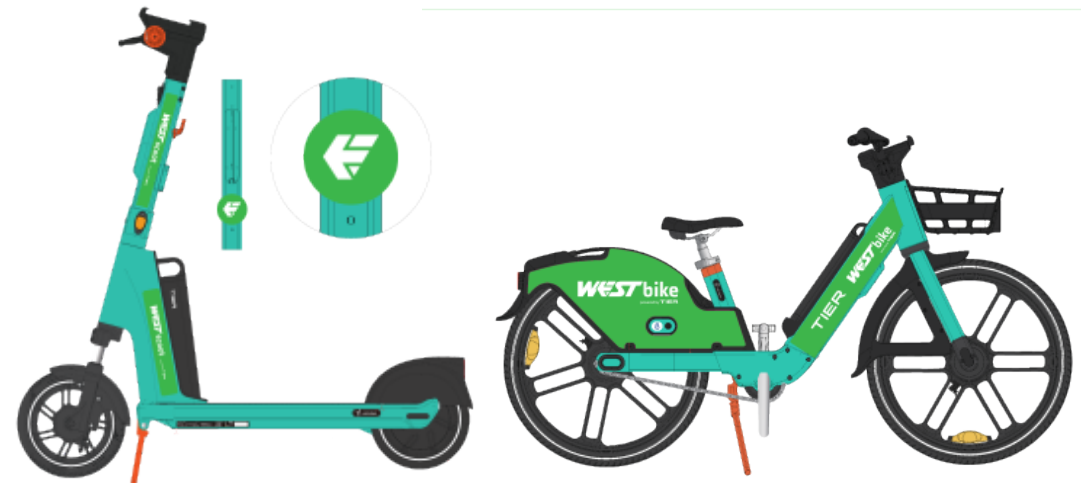
The brandmark consists of the word "WEST" in a bold, green, sans-serif font. The letter 'E' is stylized with a white arrow pointing to the left, and the letter 'T' has a white triangle at its base, pointing downwards.The sub-branding "WEST link" features the word "WEST" in the same green, stylized font as the brandmark, followed by the word "link" in a lowercase, green, sans-serif font.

Branding examples applied to assets

WESTlink - in service



Micro mobility service: scooters, bikes and cargo bike - mock ups



Scope of new branding application

Category	Proposed elements to have new branding applied	
Public media	<ul style="list-style-type: none"> • Travelwest information website [<i>website to remain but branding to evolve for consistency</i>] • Travel cards • Route maps • Mobile app 	<ul style="list-style-type: none"> • Social media • Newsletter • Media campaign
Roadshow assets	<ul style="list-style-type: none"> • Gazebos • Flags • Trike • Maps 	<ul style="list-style-type: none"> • Leaflets • Uniforms and branded clothing • Cycling related items
Revising ticketing	<ul style="list-style-type: none"> • Physical ticket branding for paper and season passes 	<ul style="list-style-type: none"> • Mobility app
Buses	<ul style="list-style-type: none"> • Bus branding and potentially new livery • Bus shelters • Bus stop signs • Bus timetables 	<ul style="list-style-type: none"> • Realtime passenger information signs • Travel cards • Tap-on tap-off ticketing
Park & ride	<ul style="list-style-type: none"> • Buses • Signage 	<ul style="list-style-type: none"> • Shelters • Timetables
Train stations	<ul style="list-style-type: none"> • Running-in boards • Welcome posters 	<ul style="list-style-type: none"> • Onward travel posters
Cycling [TBC]	<ul style="list-style-type: none"> • Cycle hangers • Cycle route wayfinding 	
Future Transport Zones infrastructure and information	<ul style="list-style-type: none"> • Mobility hubs • E-scooters • E- hire bikes 	<ul style="list-style-type: none"> • Cargo bikes • Real-time travel information • Wayfinding
Electric vehicle charge points [TBC]	<ul style="list-style-type: none"> • Charge points / charging lampposts planned (256-no) 	

Budget

- Funding for branding is allocated from a number of existing programmes
- Allocations will be apportioned based on the elements requiring branding and shared where common needs are identified

Fund	Allocation
BSIP	£2.5million allocated for branding over three years
CRSTS	£1.6million for branding allocated over five years
Future Transport Zones	Branding included within main development budget but potential to share some branding development costs
Active Travel Fund	£1million for deployment of cycle hangers which will include updated branding
Green Recovery Fund	For installation of electric vehicle charge points

Decisions required

To be reviewed for decision	Decision required	Decision
<p>WEST branding WEST branding has already been introduced as part of WESTlink.</p> <p>Confirmation of the WEST branding and proposed sub branding is required. (Micromobility service (scooters, e-bikes and cargo bikes) are due for release this autumn with WEST branding)</p>	<p>Confirmation on use of WEST branding - including proposed logo, font, sub brands</p>	<p>Approved at directors meeting 31st August 2023</p>
<p>WEST transport branding scope To apply new branding to all transport types identified in these slides and attached PID.</p>	<p>Confirmation in principle for scope for proposed branding - final details TBC</p>	

Timeframes for approval

- 31 August 2023 - Directors approval to use WEST as the transport brand with sub-branding agreed
- 13 September - CEO review and approval
- 6 October [TBC] - Committee review

Next steps

- Formal agreement of branding
 - Reviewed at Directors meeting 31st August
 - Raised for final approval at CEO meeting 13th September
- Rollout programme for implementation
- Finalise costs
- Review and approval for final plans
- Return to Heads of Comms with proposed Marketing and Comms campaign for review