

RESEARCH SUMMARY

Title	Cycle Superhighways brand communications development
Objective	Testing of options for naming and branding the Cycle Superhighways, to understand which will make them most recognisable, distinguishable and convey the right impression of them to potential users
Date	July 2009
Methodology	9 x 1 ½ hr mini-group discussions with a range of prospective users, covering regular and occasional cyclists, as well as those definitely considering taking up cycling

Key findings

- There is a clear need for the branding and naming of the Cycle Superhighways to play a functional role first and foremost – all potential users feel they need to be immediately clear and discernible, as well as appearing serious in order to keep drivers out and increase their feeling of safety while using them. People have learned the language of road signs, understand them and can recognise them at a glance, therefore consistency with other road-side signage will be crucial too.
 - For Cycling Considerers and Occasional Cyclists there is also an emotional role for the branding; it needs to indicate that TfL is looking out for cyclists and that there is a critical mass of cyclists on the street.
 - Regarding the branding: of the tested branding routes, the 'Tintin' image was the one preferred, although the scarf was not universally recognised as such. However, the existing the DfT cycle logo, although not officially tested, was very well-liked, combining functionality with familiarity.
 - The continuous blue lane acts as a strong branding device in its own right; it is a serious signal to other road users that Cycle Superhighways are for cyclists, as well as highlighting continuity, navigation and TfL investment.
 - The fuchsia on logo/signage also creates a positive visual identity; makes them stand out, adding emotional engagement and excitement.
 - Regarding the naming; the Area associations route (i.e. Olympic) provides most emotional resonance, making Cycle Superhighways feel inclusive and friendly, but it also provides a functional navigational benefit. This emotionality will be especially important to help balance the more functional role of the branding (e.g. especially if using the DfT logo)
 - The Coding route (i.e. CSH1) is also felt to play a naming role; acting as the simplest reference point, fitting with other road signage and aiding navigation
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Job number: 09020

