

## **Maha Mumbai Metro- Branding Vision and Style Guidelines**

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MMRDA is developing rail based mass transportation in Mumbai Metropolitan Region. MMRDA has prepared **Metro Master Plan Consisting of 337 Kms.** The construction work of Line 2 (now Yellow Line) and Line 7 (now Red Line) are on advance stages of completion. The civil works of all other metro corridors are also in progress. It is necessary to have uniformity and unique experience for Mumbaikars across all the metro lines undertaken by MMRDA. Thus, **a unique identity, Brand and setting standards for style guideline are envisaged.**

In order to prepare a brand design and style guidelines to be followed for all metro lines of MMRDA, limited tender bids were invited from agencies having National /International experiences in metro rail projects. After successful bidding process, LOI was issued to M/s SYSTRA MVA consulting (India) Pvt.ltd.

The scope is broadly divided into two phases and the study period is for 180 days:

### **PHASE-I Vision Document**

- Design Basis Report
- Preliminary Project Report

### **PHASE- II Brand Design & Style Guidelines**

- Brand Design & Style Guideline
- Standard document of specifications

The Branding Vision Document, unfolding the vision of the Government and its commitment to the citizens in overcoming the inevitable challenges of commuting in densely populated urbanised cities, was dedicated to the Mumbaikars by the August hands of **Hon. Prime Minister on 7.09.2019.**



The document provides the overview of the Metro Project of MMRDA, highlighting its **Vision, Mission, Values and Approach**. Taking the reader on a quick journey of the metro experience, the Document also highlights the passenger centric approach that is consistently and innovatively delivered through various touch points across the commute.



**Vision:** *“To connect places within MMR and provide people with most delightful commuting experience”*

**Mission:** *“To provide a seamless, safe, comfortable, faster and most modern mode of commute.”*

**Values:** *“Excellence, Equality, Inclusiveness, Agility, Accountability, Commuter Centricity”*

### **Signages: “Follow the Line”**

The Brand design, Style guideline focuses on setting standards for various customer facing touch points of the Metro system. These customer facing touch points create a unique experience of using the Maha Mumbai metro living up to its Vision, Mission and Values. These **touch points include the visual identity, brand applications, wayfinding signage across the system, interior spaces, furniture, art, travel card, Network map and how the system integrates with the multimodal transport system of Mumbai.**

Standards will establish the guidelines to be used by all the agencies designing and building the **metro stations, making trains** and creating the **fare system** of the Maha Mumbai Metro.

# महा मुंबई मेट्रो नेटवर्क आकृति

## Maha Mumbai Metro Network Diagram



**LEGEND**

Line 1	Sea/ Water Bodies	Waterways
Line 2A, 2B	Green Area	Bridge
Line 3	Mangrooves	Railway Lines
Line 4, 4A, 10, 11	Pictograms	Railway Interchange
Line 5, 12	Direct Interchange	Roads
Line 6	Interchange	
Line 7, 7A, 9	Interchange with railway station	
Line 8	Start/ End Station	
Line 13		
Line 14		
Monorail		



- This diagram is created for display of stations, routes and fare maps and made available through the metro for passengers to understand the operations of the network and how the lines are connected to existing Metro. Such a diagram is never a geographical representation of a network of lines showing interconnections within the lines and other transport modes.
- A passenger uses this diagram to plan his journey within the network by connecting the lines.
- A line color key is also included in the diagram to help a passenger estimate the fare.
- This diagram should always be represented as a reference design.
- Line 13 - We have established the alignment and inter-connections between the lines and monorail system.
- The way it looks at final and the actual design would be different to make it as convenient as possible for the passengers. The final design will be subject to the approval of the Government of Maharashtra.
- This is a master diagram. The one with city display on the station and issued to people would be the one for the lines as functional lines under construction.
- Future proposed lines are generally not shown in the diagram available in public domain as they are not connected to the existing network.

Draft 1 Diagram (issue 30 Jan 2020)

Design team in close coordination with the MMRDA team is working out of the wayfinding and information design system for the entire metro.

**Like beautiful ribbons, an elevated network twists and turns through the main streets of the city of Mumbai. The impressive ribbon-like structure forms the these lines of the new Metro.** When you want to find the nearest metro station, just look up and follow the 'line' on the viaduct! The multiple winding lines carry the new Mumbai metro trains. Get inside any one Metro station, and from there, a world of travel opportunities will open up before you.

The main idea proposed is a modern, contemporary and efficient interface for the transport network. The design system uses a simple and unique graphic based communication design to help commuters get the right information at the right place. The evolving design is proposed to create a kind of "ribbon" sign system. One could follow the paths with passenger information every time. This **signage** will be arranged mainly around the places of vertical circulation and junctions at intermediate spaces (e.g. concourse and platforms). Information points are provided in the same zone to follow signals, markers, entrance identification, information about security procedures, maps, etc. **It utilises the line colours, high contrast and information system which make the system reliable, predictable. A dark background signs would enhance the visibility of lines and information within the station environment.** The wayfinding of the metro has to ensure commuters are able to plan their journey across and beyond the network. The signing strategy focuses on identifying the station exists uniquely to have a reference with the important buildings, places in the vicinity. These stations are going to be tomorrows landmarks and the entry point to the various parts of the city.

**The Maha Mumbai Metro has decided unique colours for the identifying the various lines and follow the line becomes the key word.**

**The proposed design for the wayfinding signage is benchmarked with the best metros and transport systems in India and abroad.** The wayfinding signage is designed as a system to make it easy for people to travel across the metro lines and uses a theme – "**Follow the line**"

The Maha Mumbai metro is very unique and different from many other metros across India. It would be one of the largest network and with many elevated lines criss-crossing the city of Mumbai.



MMRDA has taken an initiative towards creating a seamless travel experience using an integrated ticketing system. The initiation of this is being done through the **design of a M-Cube Metro travel card** which represents an accessible, comfortable a reliable mode of transport across MMR region. The card resonates the need of the people to travel in speed and aspirations of a big city to be **green, fast and safe**. The card design reflects the **ethos and culture of the city**.

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