



BIKEWAY BRANDING PLAN

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MAY 2023 | FINAL PROJECT REVIEW



Scope of Work

Brand Strategy

Develop a brand strategy for the Bikeway that defines target audiences, distinct advantages, and end benefits. Address the brand architecture between the Bikeways and Breezeways and how destinations, street names, community names impact the system.

Brand Identity

Create a visual narrative that will be the symbolic representation of the Bikeway system as represented by the Bikeways and Breezeways.

Wayfinding Framework

Analyze the study area to determine types of signage and other placemaking elements that would be appropriate to include in the kit-of-parts for both the Bikeways and Breezeways.

Kit of Parts Design

Develop a sign type/element kit of parts for both the Bikeway and Breezeway facilities.

Standards and Guidelines

Documentation of the direction and rules for use of all the elements of the brand as well as guidance on the purpose, design and construction of elements of the Kit of Parts.

Why Branding?

Experience is how you define the products/services of a Place. Brand is the tool that defines how you market, communicate and engage with the users of your products and services.

Branding can help your organization present the Bikeway as:

- Safe, direct, comfortable and irresistible!
- Legible. Communication about the Bikeway system and how to use the system is understandable from the perspective of multiple audiences.
- Communicate different experiences and opportunities to encourage different uses: urban transportation to everyday things like work, school, library, shopping; health and wellbeing; tourism experiences.

Branding Goals

The Montgomery County Bikeways Brand:

- Elevates the narrative of bicycle infrastructure as something that invites all riders, from all backgrounds, to feel secure and welcome
- Creates immediate recognition and understanding of the type of experience a user can expect from the bicycle facilities
- Builds awareness of bicycling as a competitive (and irresistible) transportation choice
- Encourages casual recreational users to consider a healthier, sustainable, and budget friendly transportation option for everyday use
- Helps bikeway system stewards clearly communicate the benefits of use as well as ease of use

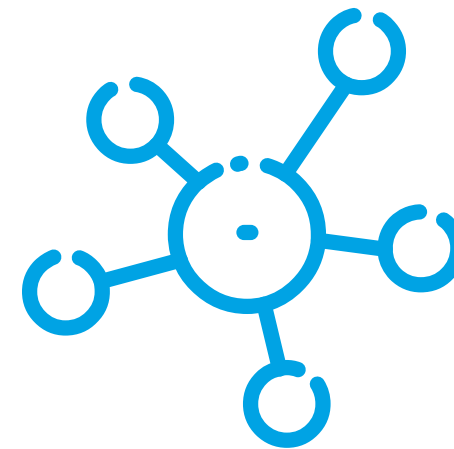
Brand Strategy

VISION FOR THE BIKEWAY SYSTEM



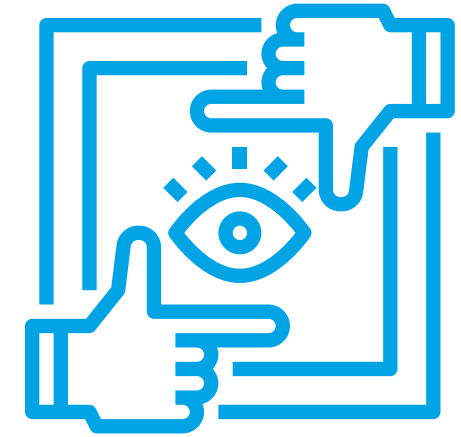
Equitable!

- The Bikeway system is for and is being used by ALL people, for multiple purposes (both everyday needs and lifestyle).
- People have helped create and define the system within their own communities for the uses they need.
- Communities feel complete and more accessible.



Connective!

- Neighborhoods become more connected.
- Connections between destinations become clear.
- People FEEL more connected to their community.



New perspectives!

- Discover and explore new routes with confidence.
- People understand how this can enhance their quality of life and become a part of their day to day experience.
- 15 minute living.

Brand Strategy

TARGET AUDIENCES

Everyday Users: “We bike because we have to.”

Recreational Users: “We bike for exercise and relaxation — but only on the weekends.”

Brand Strategy

DISTINCT ADVANTAGES

- **Skip the Traffic**

The Montgomery County Bikeway System is extensive enough to get you where you need to go. The network of Breezeways and local Neighborhood Greenways offers hundreds of routes that lead to every corner of the county, and beyond.

- **Safety First**

Biking can seem a bit scary, but the Montgomery County Bikeway System makes the experience safe and easy. Hundreds of miles of protected bike paths and lanes offer riders peace-of-mind, and when you do have to venture into the streets, route markings and prompts to drivers let vehicle traffic know who's the boss.

Brand Strategy

DISTINCT ADVANTAGES

- **Enjoy Your Journey**

Everything flashes by in an instant in your car, but a journey by bike allows you to really take in everything Montgomery County has to offer. You'll get a better appreciation for our rolling topography, picturesque scenery, natural wonders, and of course our diverse (and fun) urban centers.

- **This Is For You**

For those who rely on bikes to manage the needs of everyday life, the Bikeways System has your back. We want to ensure that you have safe routes to school, work and everything in between. Our system is built with you in mind so that we have confidence to navigate life with comfort and ease.

Brand Strategy

POSITIONING STATEMENT

The Montgomery County Bikeway System is an extensive network of well-planned, safe, and comfortable bike facilities that create an equitable transportation experience. This network connects people to jobs, schools, shopping, dining, and recreation opportunities while elevating the personal and economic health of our residents and communities.

Brand Identity

ROUTE CLASSIFICATION LOGOS



Standard routes are identified as “Bikeways”, in dark green

MONTGOMERY COUNTY
BIKEWAYS

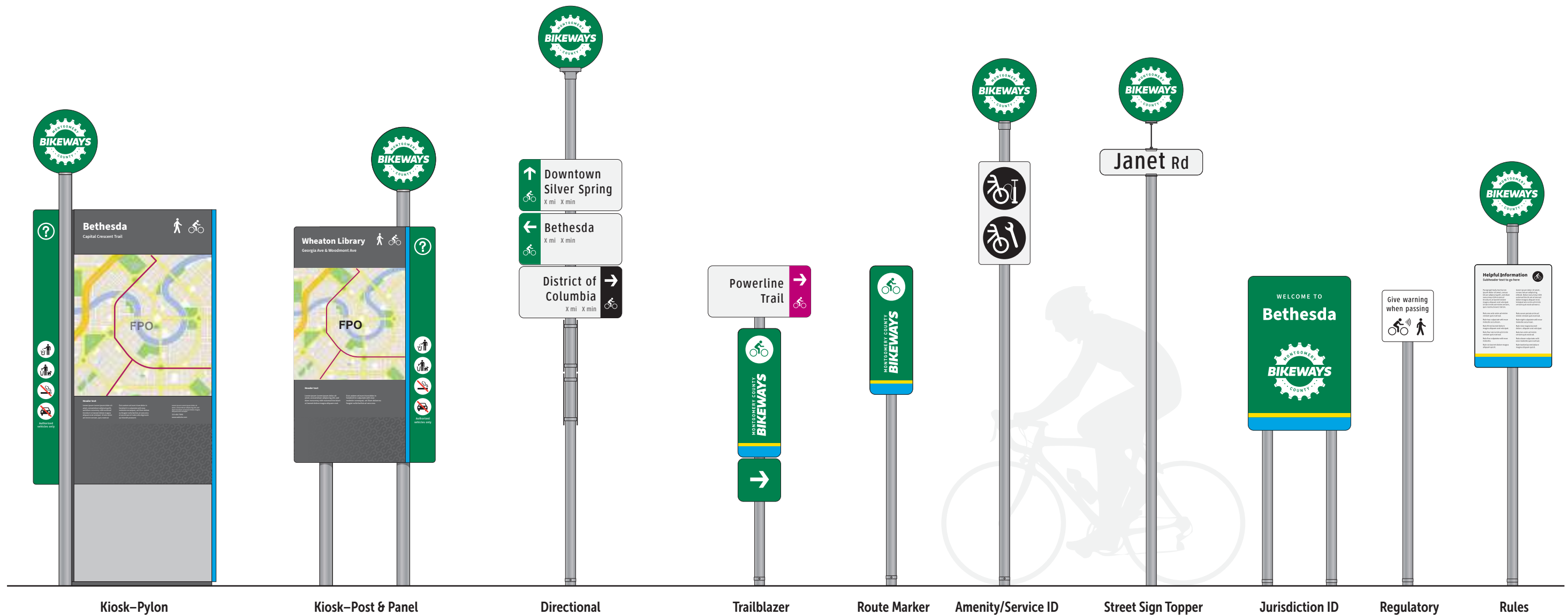


Breezeways are identified using a specialized version of the logo in cranberry.

MONTGOMERY COUNTY
BREEZEWAY

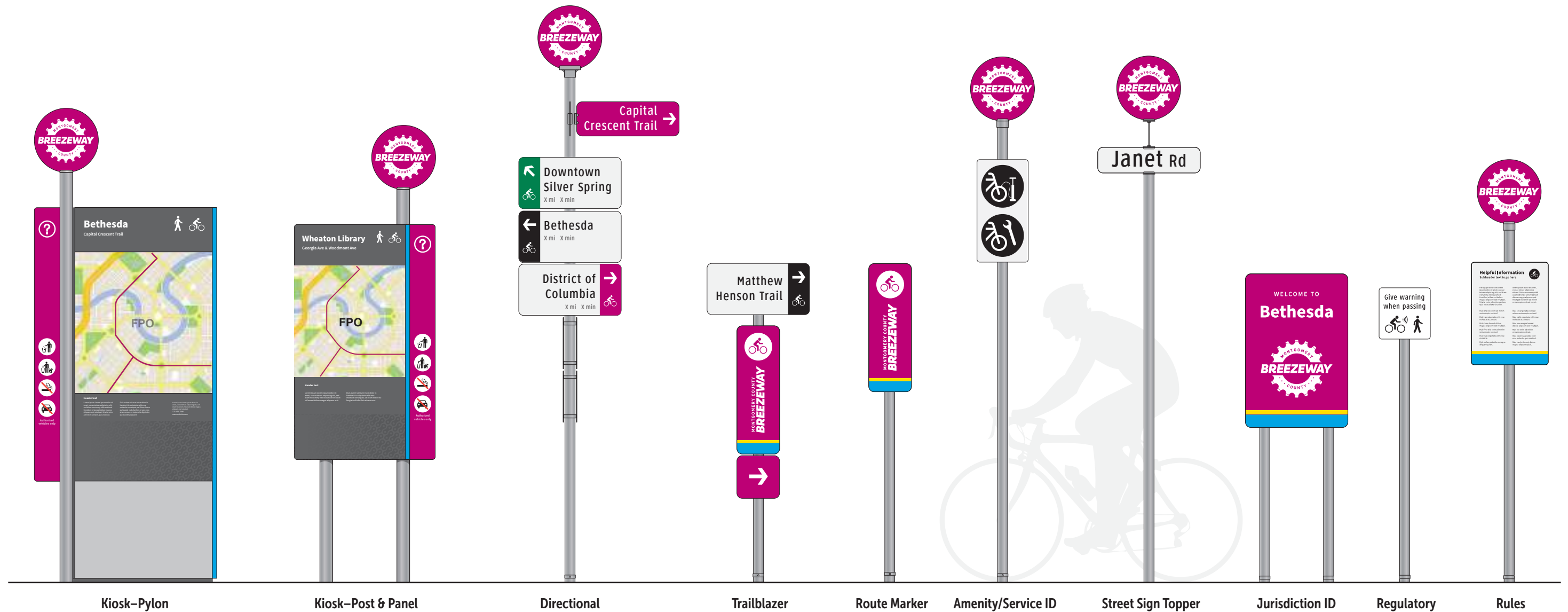
BIKEWAY BRANDING PLAN

Kit of Parts - Bikeway



BIKEWAY BRANDING PLAN

Kit of Parts - Breezeway



Implementation Recommendations

The measure of a successful brand can only happen once it is put to use.

These short and long-term recommendations are based on what we've come to learn about your organization, the communities you serve, your challenges, and your opportunities — prioritized to help you reach the overarching goals established for the Montgomery County Bikeways brand.

Implementation Recommendations

8

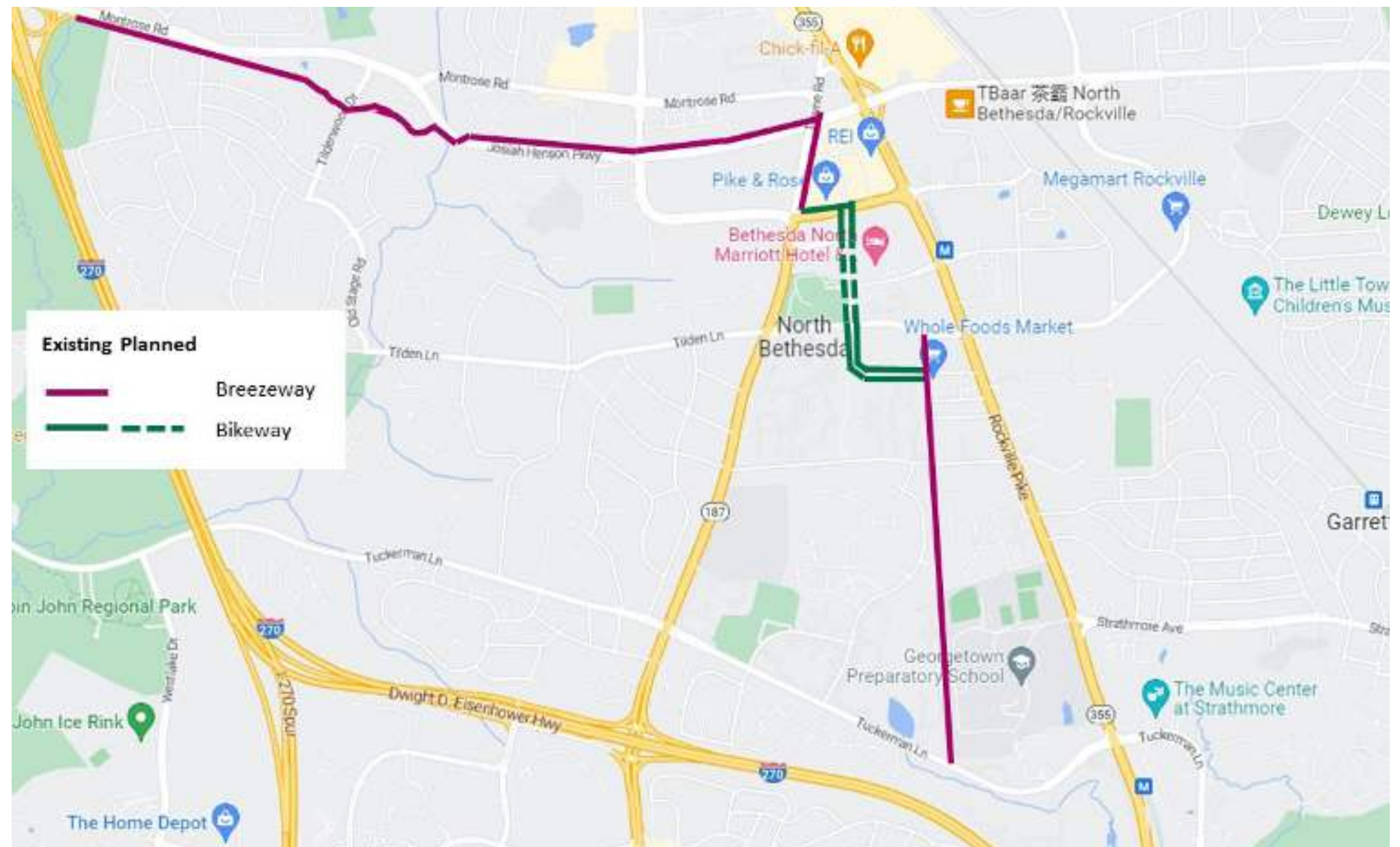
Sign System Pilot installation

We recommend identifying a section(s) of the Bikeway and install a pilot sign program to demonstrate proof of concept.

- Learn how to program the sign system.
- Test out naming conventions and nomenclature.
- Test out the usability of the system so that improvements can be considered.

Next Steps

NORTH BETHESDA SIGNAGE & WAYFINDING PILOT PROJECT

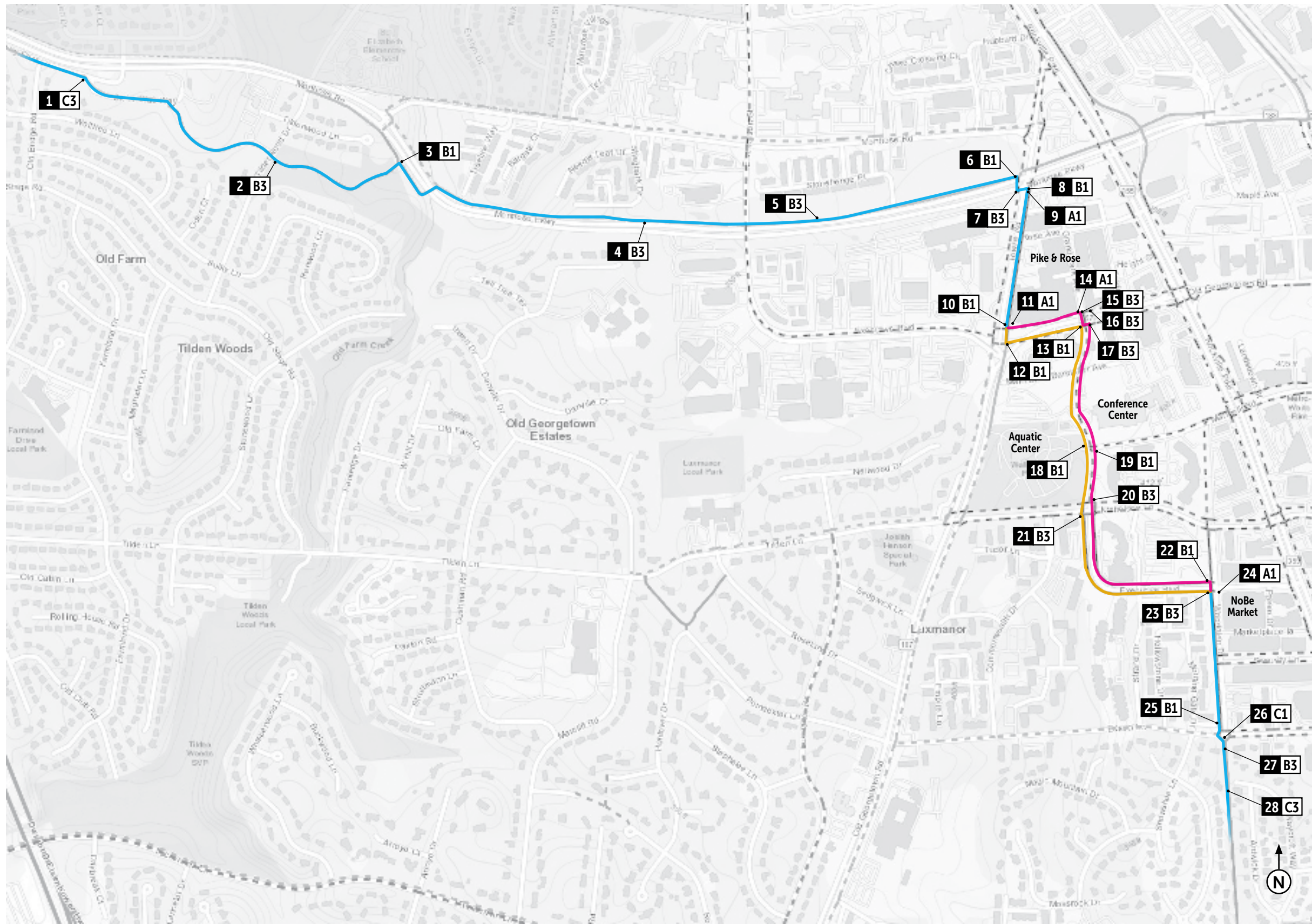




Montgomery County

Bikeways Pilot Program

MNCP1814 | OCTOBER 24, 2023



GENERAL NOTES

1. Sign contractor shall be responsible for design and engineering of supports, anchors and miscellaneous steel or metal required for installation.
2. The sign contractor's structural engineer shall be licensed in the State of Maryland and certify all connections and support details.
3. Isolate dissimilar materials as required.
4. Field dimensions shall be taken by the sign contractor prior to preparation of shop drawings and fabrication where possible. It is the responsibility of the sign contractor to site verify all sign locations for accuracy, fit, and potential obstacles. Sign contractor shall notify appropriate person(s) of any issues, discrepancies and potential obstacles per the contract with the Owner or specified communication process.
5. All sign locations need to be located and staked by sign contractor and approved prior to installation.
6. It is the responsibility of the sign contractor to contact verify locations of underground utilities prior to digging.
7. Sign contractor must obtain all permits and field inspection approvals necessary to complete work per City and County requirements.
8. Final masonry dimensions must appear on shop drawings for review and approval.
9. Sign contractor shall follow any additional guidelines and requirements presented in the Montgomery County Bikeways Wayfinding & Sign System Standards Manual.
10. Sign contractor shall follow any additional requirements per the contract with the Owner.

Sign Tag Key

Location Number **1 B1** Sign Type

Path Key

- Path Shared—Both Directions
- North/NorthWestbound
- South/Southeastbound

date 10.24.23

contact

project MNCP1814

phase Programming 60%

NOT FOR CONSTRUCTION

These drawings and notes are for the sole purpose of expressing visual design intent and are not intended for actual fabrication purposes. Sign Contractor accepts total responsibility for final material selection, fabrication and installation methods. Electronic files are not construction documents and cannot be relied upon as identical to construction documents because of changes or errors induced by translation, transmission, or alterations while under the control of others. Use of information contained in the electronic files is at the user's sole risk and without liability to Design Professional and its consultants. Refer to provided performance specifications for details on designer expectations of Fabricator and fabrication process. Copyright © Guide Studio, Inc. All rights reserved.

sheet



pm J. Wilhelm
design K. Fromet

Montgomery County
Bikeways Pilot Program

Overall Route
North Bethesda

1