

Company: Designgruppe Flath & Frank / DE

Project: MVG, Münchner Verkehrsgesellschaft mbH



Commissioned by the MVG (Munich Transport Company), the Designgruppe developed a new signage and way-finding system for the 90 existing underground stations in Munich. On one hand, the project was about harmonising various signage styles while on the other, it had to make the transportation related information stand out, since the non-traffic related use of underground stations is of increasing importance.

The development of the concept – in partnership with perception psychologists – had the objectives of:

- easy recognition of information
- optimised legibility
- consistent orientation.

The graphic system, the structuring of content, the allocation of information – all these measures were to improve the usability of public transportation – also in terms of barrier-free design. The new design systematics will be extended further, bringing clarity to other MVG information media, for example dynamic on-board information displays, area maps and bus stop signs. In the long term, a consistent concept for information design is a cost efficient investment. A reliable and familiar information design makes finding your way around easier for the customer and can help improve the company's reputation.

The Designgruppe Flath & Frank is widely experienced with over 30 years of planning and designing way-finding systems as well as user interfaces and corporate designs. Our clients are public and private institutions from various fields.

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The visual basics are kept simple – both to reduce planning efforts and to make reading information easier.

Guiding symbol
Dark grey area: traffic information / connecting lines
Light grey area: area / pedestrian passage information / services

