



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND



# RAIL INFRASTRUCTURES AND SERVICES:

## CONNECTING EUROPE FOR CITIES AND PEOPLE

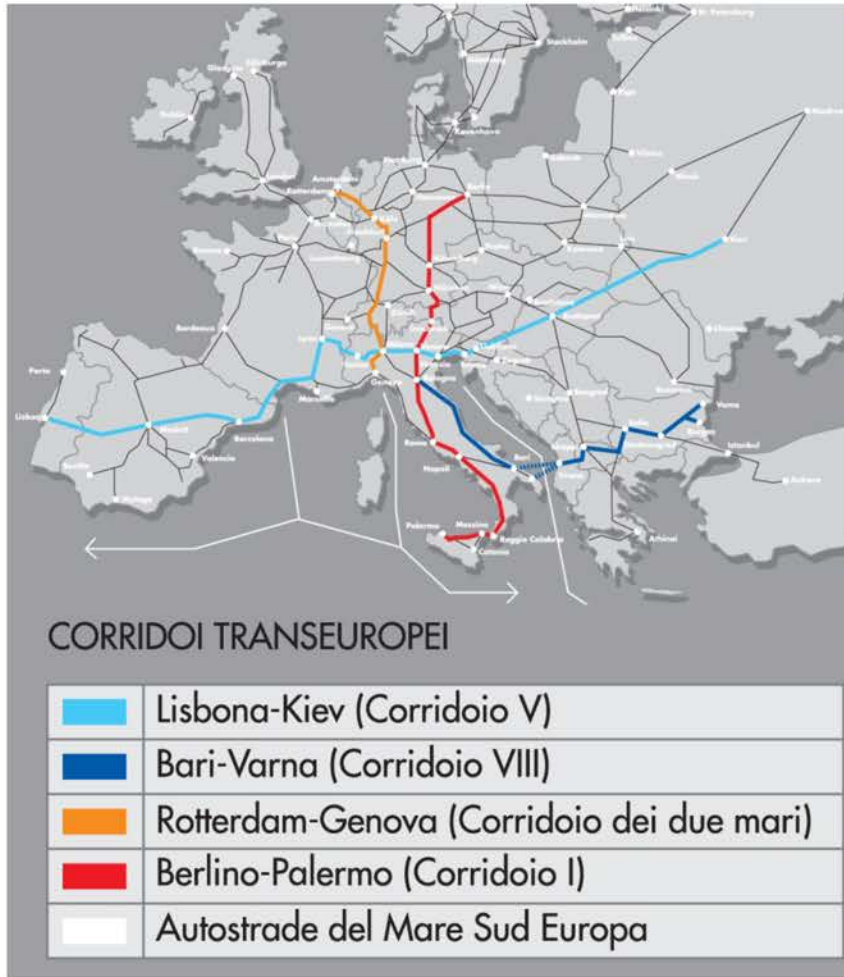


Alessandro Delpiano, Province of Bologna

*[insert here  
your logo]*

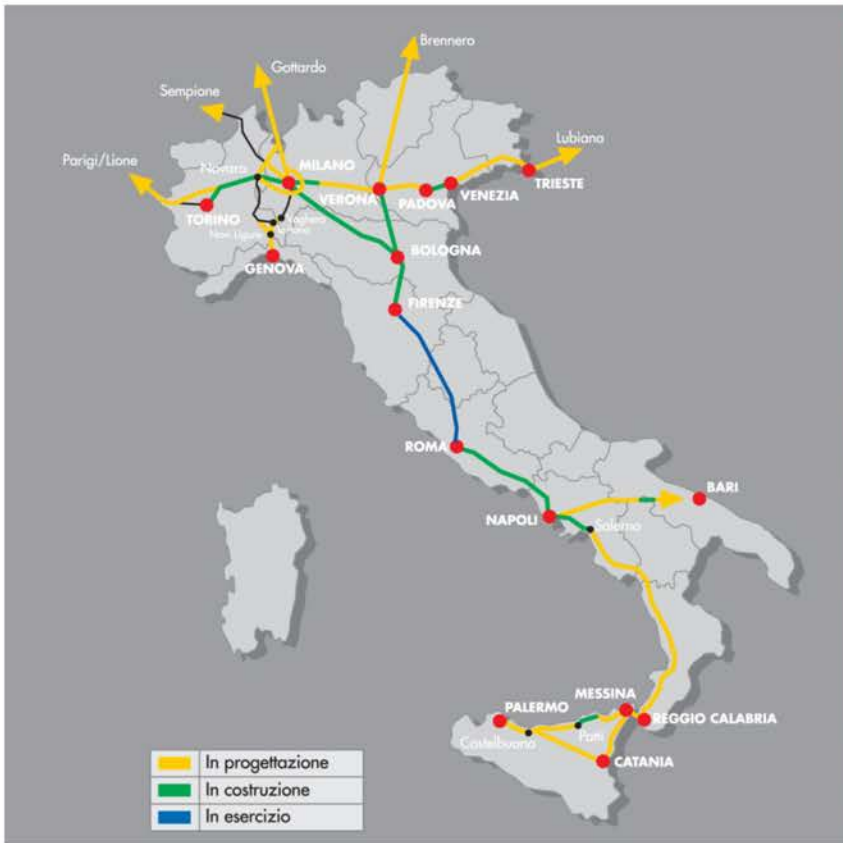
*Bologna, October 15<sup>th</sup>, 2014*

# Bologna in the European Transport & Mobility network

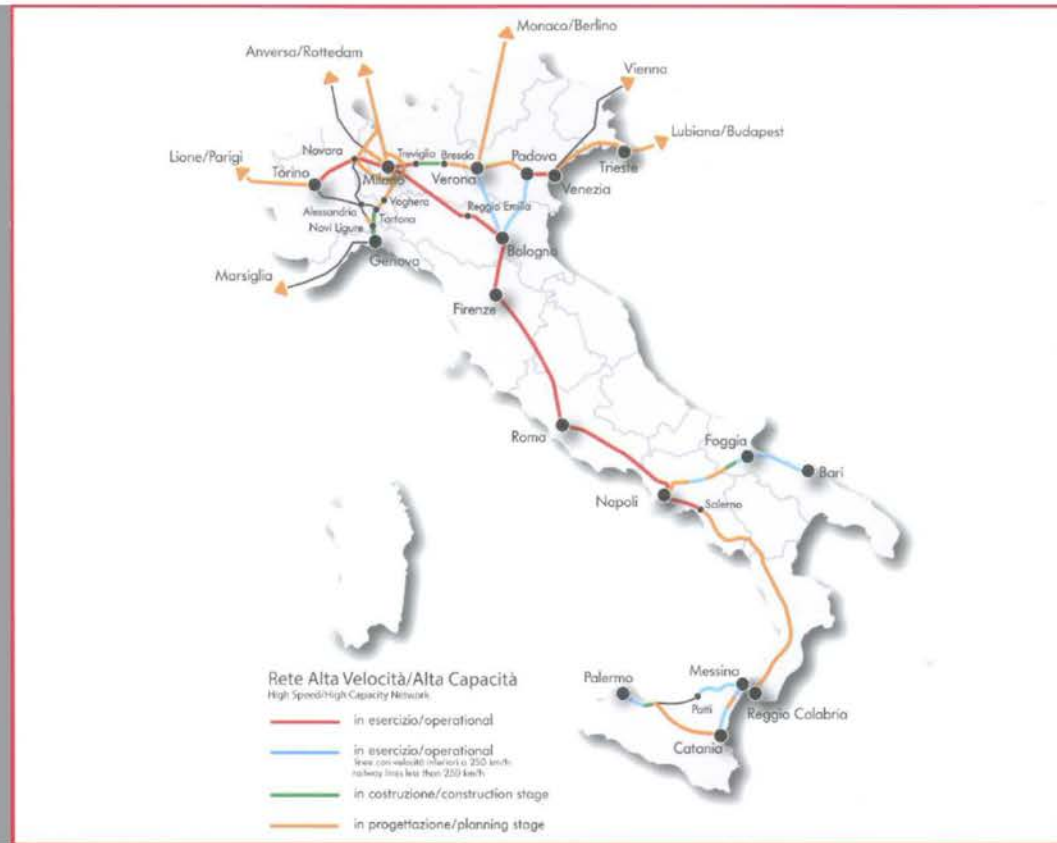


# Bologna in the Italian Railway network

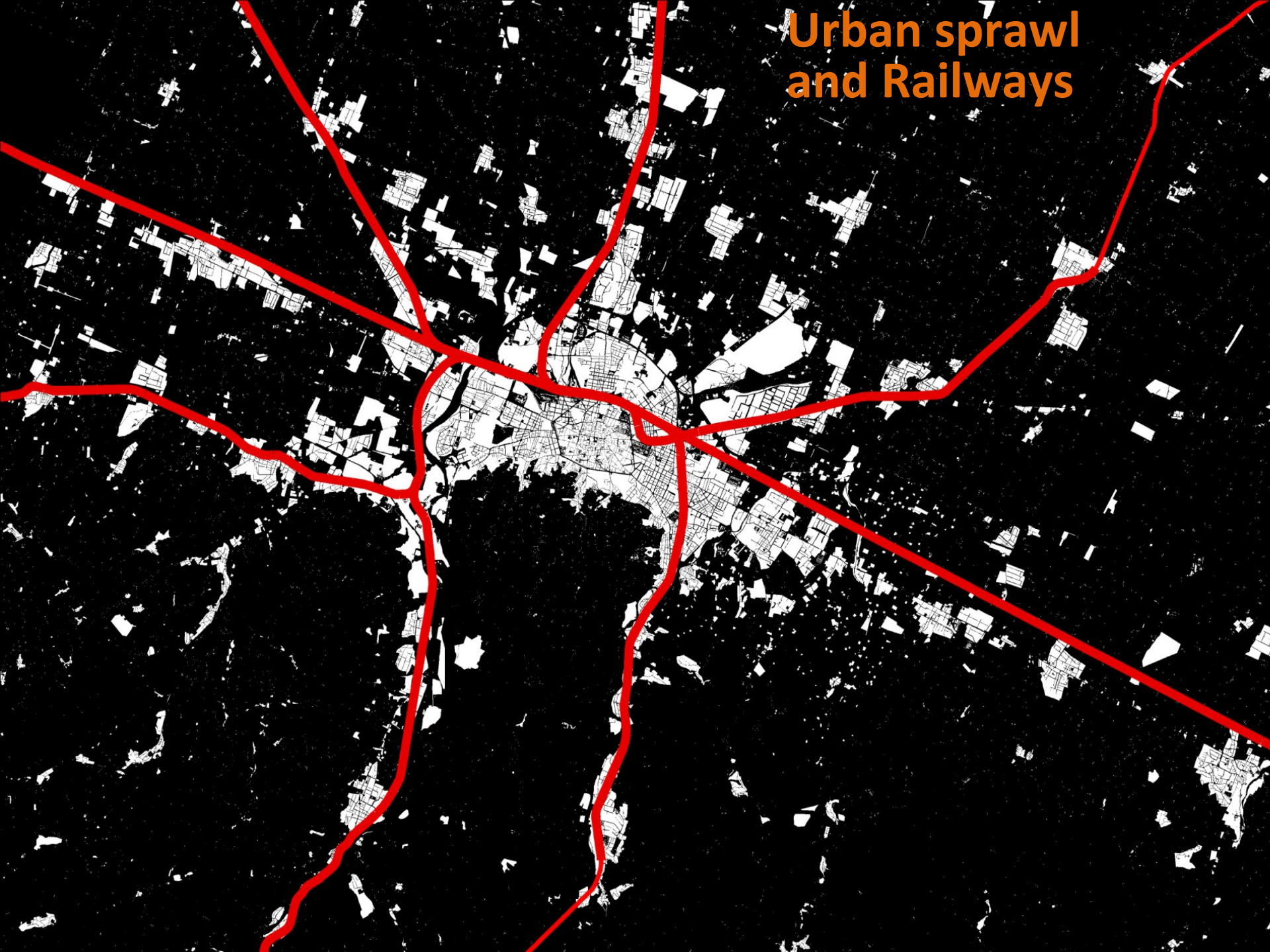
## HS PROJECT YESTERDAY



## HS PROJECT TODAY



# Urban sprawl and Railways



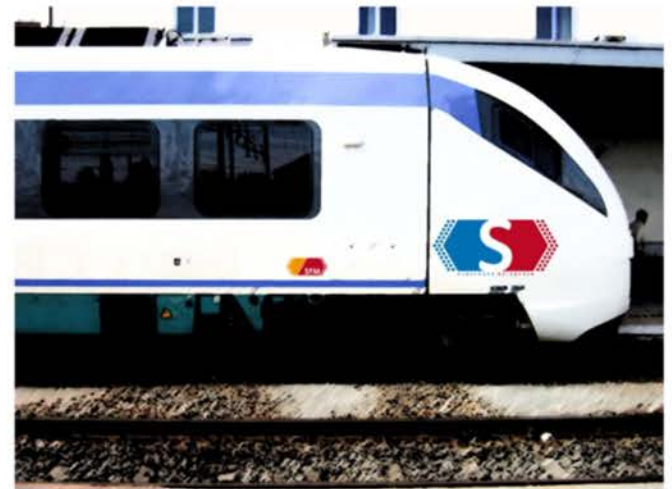


# Corporate Visual Identity

## FOR A COORDINATED IMAGE

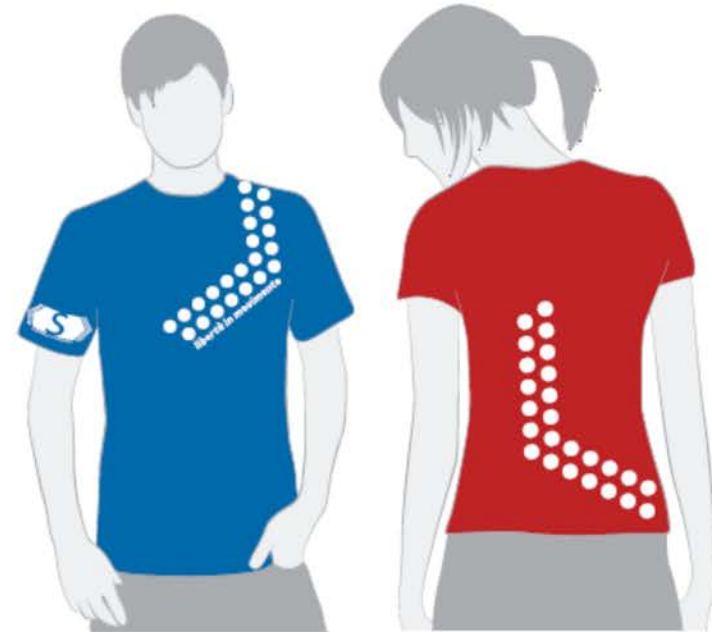
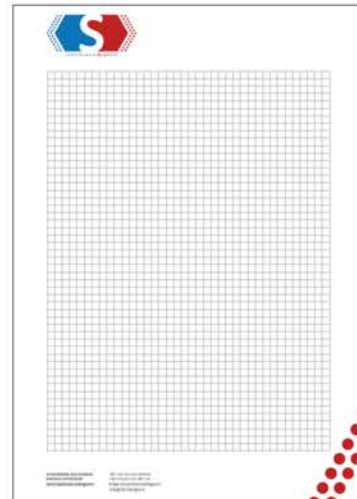


The banner on the flag to improve visibility



Logo on the trains for a better identification

# Corporate Visual Identity







# Corporate Communication Plan: Activities-Products

Temporary Exhibition

Training Activity

European Mobility week

Round table

Station Opening

Social Network



Rail Infrastructures and Services: Connecting Europe for Cities and People

Bologna, October 15th, 2014

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# Communication activities – Target Reached

Means	Intermediate	Final	Citizen reached
POSTERS	1.200	200	300.000
LEAFLET	40.000	20.000	200.000
TIMETABLE BOOK OF SFM		100.000	350.000
CARDS	20.000		65.000
WEB BANNER	2	2	500.000
WEB SITE	1	1	80.000
SOCIAL NETWORK	1	1	20.000
NEWSPAPERS	4		1.500.000
CINEMA	1		500
RADIO	500	170	2.000.000
VIDEO	1	1	1.000
EXHIBITION AT URBAN CENTER	1		400
EUROPEAN MOBILITY WEEK	1	1	10.000
TRAINING ACTIVITIES	<b>ABOUT 5.000<sup>1</sup>000 CONTACTS</b>		600

# Corporate design



fronte



lato



# Corporate design

FRONT

BACK

SIDE

## Stazione Bologna Mazzini ORARIO DEI TRENI S1 B

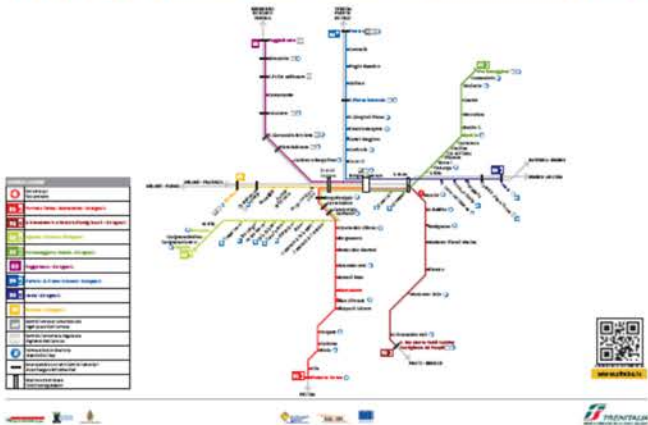
Bologna Centrale → S. Benedetto Val di Sambro - C. P. → PRATO

Linea	Stazione	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
1	Bologna Centrale																								
2	S. Benedetto Val di Sambro																								
3	C. P.																								
4	PRATO																								

PRATO → S. Benedetto Val di Sambro - C. P. → Bologna Centrale

Linea	Stazione	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
1	PRATO																								
2	S. Benedetto Val di Sambro																								
3	C. P.																								
4	Bologna Centrale																								

## Stazione Bologna Mazzini SCHEMA RETE S1 B



## Stazione Bologna Mazzini TITOLI DI VIAGGIO E TARIFFE S1 B

### parte la mobilità

- > semplice
- > sicura
- > sostenibile

**MI Nuovo - Card dei trasporti pubblici dell'Emilia-Romagna**

Linea	Linea	Linea	Linea
Linea Bologna - Prato	Linea Bologna - Prato	Linea Bologna - Prato	Linea Bologna - Prato
Linea Bologna - Prato	Linea Bologna - Prato	Linea Bologna - Prato	Linea Bologna - Prato
Linea Bologna - Prato	Linea Bologna - Prato	Linea Bologna - Prato	Linea Bologna - Prato

**Linea Bologna - Prato**

Stazione	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
Bologna Centrale																									
S. Benedetto Val di Sambro																									
C. P.																									
PRATO																									

## Stazione Bologna Mazzini MAPPA INTORNO S1 B



# Corporate Design in Mazzini Station: First pilot

INFORMATIVE BOARD

BANNER



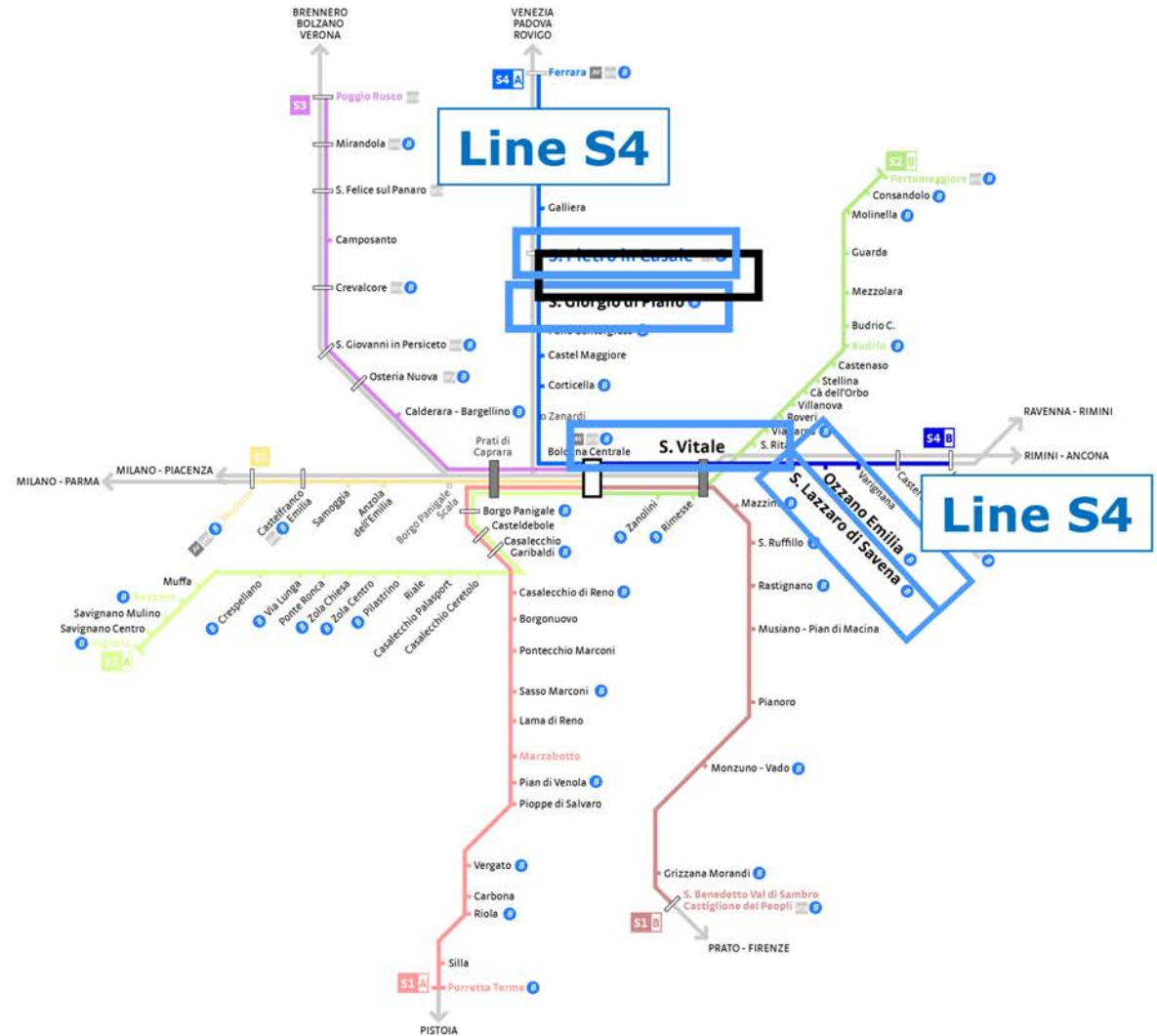
# Corporate Design Line S4: Second pilot

**Realization:**

**11 informative board**

**10 banner**

- San Pietro in Casale
- San Giorgio di Piano
- Bologna San Vitale
- San Lazzaro di Savena
- Ozzano dell'Emilia



# Corporate Design Line S4: S. Pietro in Casale station



# Corporate Design Line S4: S. Giorgio di Piano station





# Corporate Design Line S4 Bologna: S. Vitale station



# Corporate Design Line S4: S. Lazzaro di Savena station



# Corporate Design Line S4: Ozzano dell'Emilia



# Mazzini Unveiling - 8 June 2013



Rail Infrastructures and Services: Connecting Europe for Cities and People

Bologna, October 15<sup>th</sup>, 2014

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# Mazzini Unveiling - 8 June 2013



Rail Infrastructures and Services: Connecting Europe for Cities and People

Bologna, October 15<sup>th</sup>, 2014

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# Mazzini Unveiling - 8 June 2013



# San Vitale Unveiling - 14 September 2014

## Bologna S. Vitale

Semplice, Sicuro, Sostenibile



Rail Infrastructures and Services: Connecting Europe for Cities and People

Bologna, October 15<sup>th</sup>, 2014

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# San Vitale Unveiling - 14 September 2014



Rail Infrastructures and Services: Connecting Europe for Cities and People

Bologna, October 15<sup>th</sup>, 2014

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# San Vitale Unveiling - 14 September 2014



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Bologna, October 15<sup>th</sup>, 2014

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DEVELOPMENT FUND



*[insert here  
your logo]*

# RAIL INFRASTRUCTURES AND SERVICES:

## CONNECTING EUROPE FOR CITIES AND PEOPLE

Alessandro Delpiano, Province of Bologna  
[alessandro.delpiano@provincia.bo.it](mailto:alessandro.delpiano@provincia.bo.it)  
0039 051 659 8018

*Bologna, October 15<sup>th</sup>, 2014*