

clean, quiet and smooth,
catch a **Cloud** and fly into town!

Coming to a station near you,
a whole new way of travelling
that's as fresh as a daisy.

We want to give you
an irresistible travel experience
that's frequent, convenient and fast
as well as comfortable and environmentally sound.



That's why the Cloud glider has a daisy on the side,
it produces no emissions,
it's as quiet as a mouse and
there's a party going on inside.

We thought you might like
refreshments, infotainment and wi-fi on board,
as well as progress reports, preferential road use and reliability.

Quite simply, it's electric.
Not just hybrid-electric, but 100% electric;
powered by the sun and the wind, where the clouds come from!

Cloud rationale

Urban congestion and street level air pollution result from unrestrained transport growth that's evolved because of the status associated with car ownership. Public transport has historically been provided to assist those unable to travel in any other way and then allowed to wither as demand falls because car ownership has become widespread.

The quality of the urban environment has suffered as a result. But in a change of roles, public transport could be seen as a positive way to reduce congestion and pollution, together with other provisions and controls, such as cycle ways and congestion charging. But the perception of public transport by those who shun it is of low quality travel that's inconvenient or uncomfortable or both.

The target audience for this concept campaign is those who either use a car or aspire to use one in preference to public transport for regular commuter or casual trips into the urban centre. It specifically advocates the trolleybus as a special sort of environmentally sound vehicle that has zero emissions and is quiet and smooth.

The look of the campaign aims to promote quality and to appeal to an environmental conscience. Peak oil and the climate crisis are part of the appeal but making the city a pleasurable and efficient place through the use of high quality trolleybuses is the main message.

To engender the idea of a coherent transport system, rather than just new vehicles, all elements, traction poles, stations, etc. are co-ordinated within a white and blue gradation colour scheme and by strongly branding with a single symbolic word, 'Cloud'.

The branding language is intended to become part of the vernacular of the client base, so 'catching a Cloud' would become understood locally. The overall impression is intended to be 'fresh'. A vehicle would be Cloud glider with a daisy (or other spring flower) emblem on the side. This would be the only graphic on the vehicles and no advertising or other graphics would be permitted. As an alternative to the car, the trolleybuses constitute a high quality mode that is 'above' usual public transport. By employing easily accessed electronic methods of feed back about service provision, punctuality and reliability, passengers are more likely to have feelings of involvement, participation or even ownership. Maintaining vehicles to be clean and polished will create an image of quality that is more likely to engender belief that the system is punctual and reliable and thus a genuine alternative to the car.

Route branding would have the word 'Way' added to the destination name to suggest a specific path. The maximum use of reserved roadway is an important part of the system concept and route branding would reinforce this. All reserved roadways would have a blue surface. Client perceptions of the Cloud system having investment commitment and road use priority are important for increasing passenger use. Routes would be numbered, and prefaced by the word Cloud, so catching a Cloud 5 on Three Hills Way would have specific meaning. Further route identification could use alternative spring flower emblems as a subtlety to be discovered and referred to by passengers.

Stations (rather than stops), also with flower emblems, would show real-time predictions of trolleybus arrival and current journey times. Traffic conditions and weather forecasts would be shown together with avoided CO₂, NO_x and SO_x emissions as well as the energy consumed by the system. Wi-fi, refreshments and TV news and music would be available at larger stations that would include temperature controlled closed areas. With similar enhancements onboard the 'gliders', this integrated system aims to make public travel as pleasurable as possible.



Cloud features

Blue/white or white/blue gradient theme
Real time signage and ticket sales

Slope to raised station platform

Daisy wild spring flower emblem

Minimum visual intrusion of overhead 800VDC supercap traction at junctions

Solar powered street lighting
Maximum 50mm gap at platform/vehicle threshold

100% low floor shopping trolley space disabled access

Kassel kerb guidance

Frequent 100% zero emission trolleybus 'glider'

Large real-time arrival prediction

News and features TV, Wifi music, web connection
Interactive touch screen network map

Dedicated blue surfaced roadway



Cloud

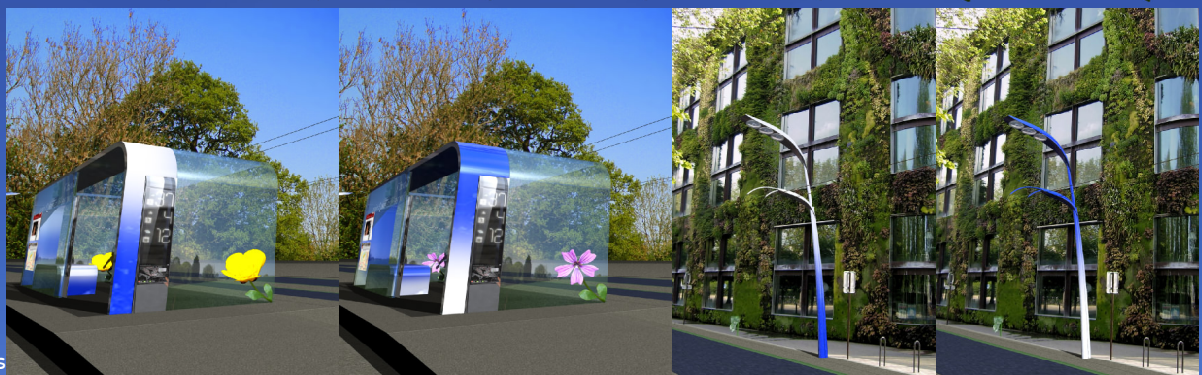
lexicon



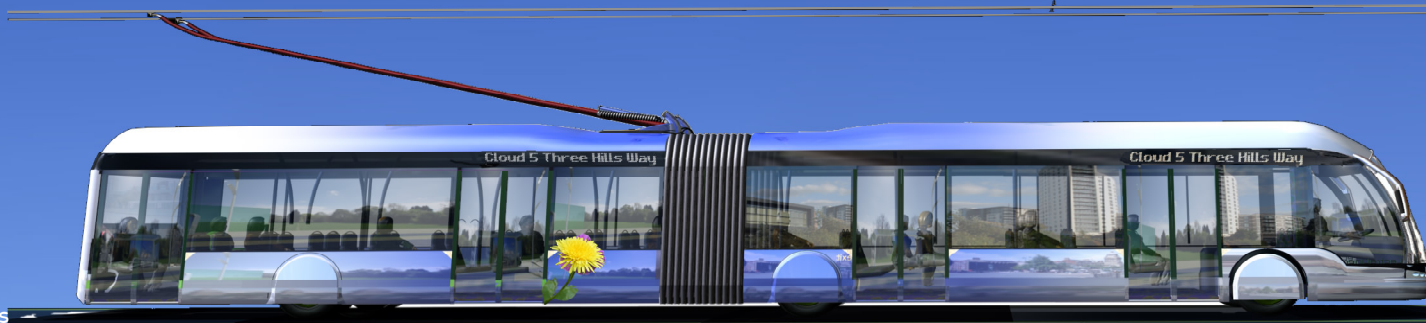
Cloud glider logo



Route or 'Way' symbols



Street furniture variations



Trolleybus livery variations

