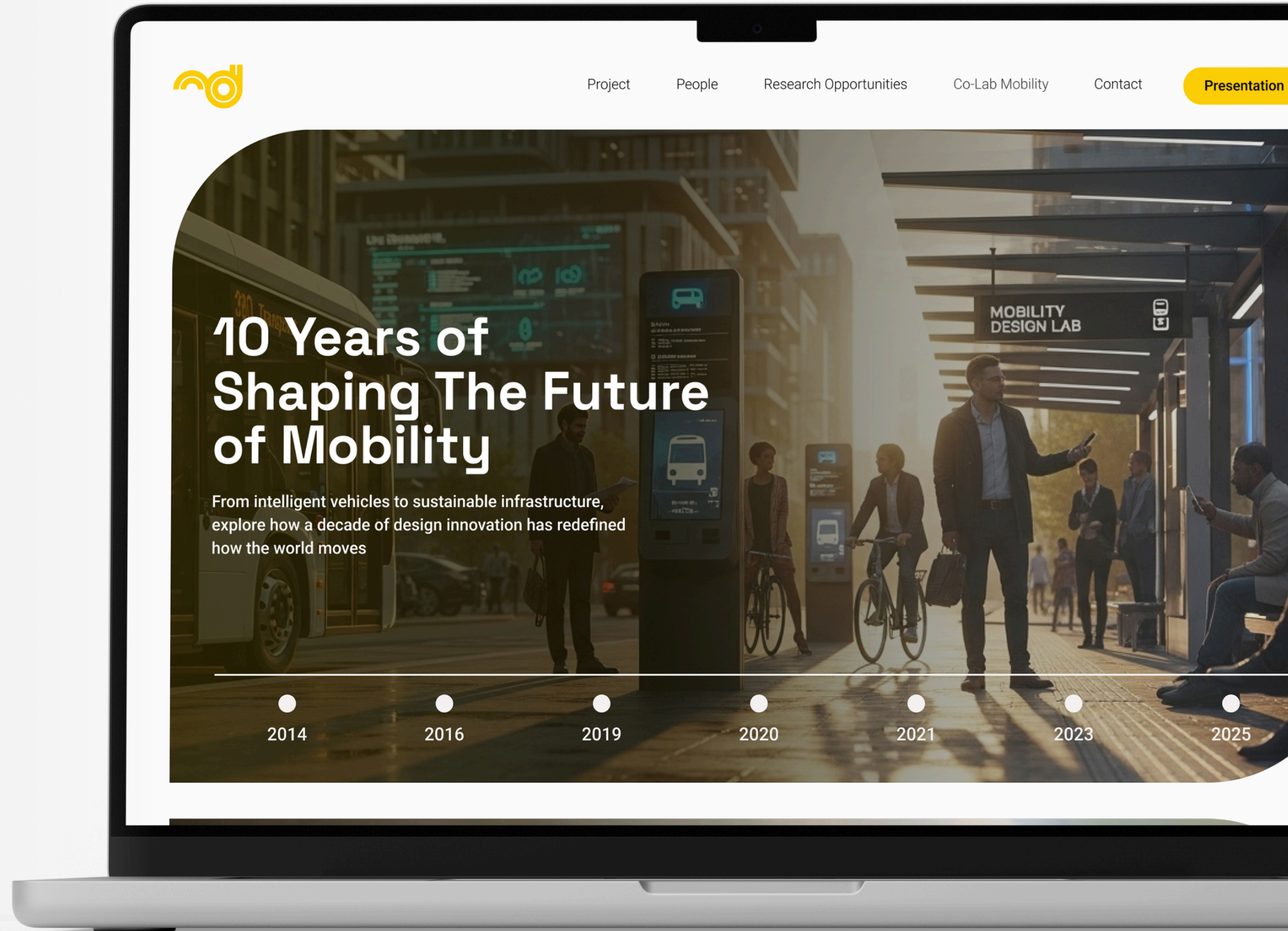


Reimagine the Mobility Design Lab Digital Experience

Presented by

Shavina | Maedeh | Nasim | Linh | Atikah

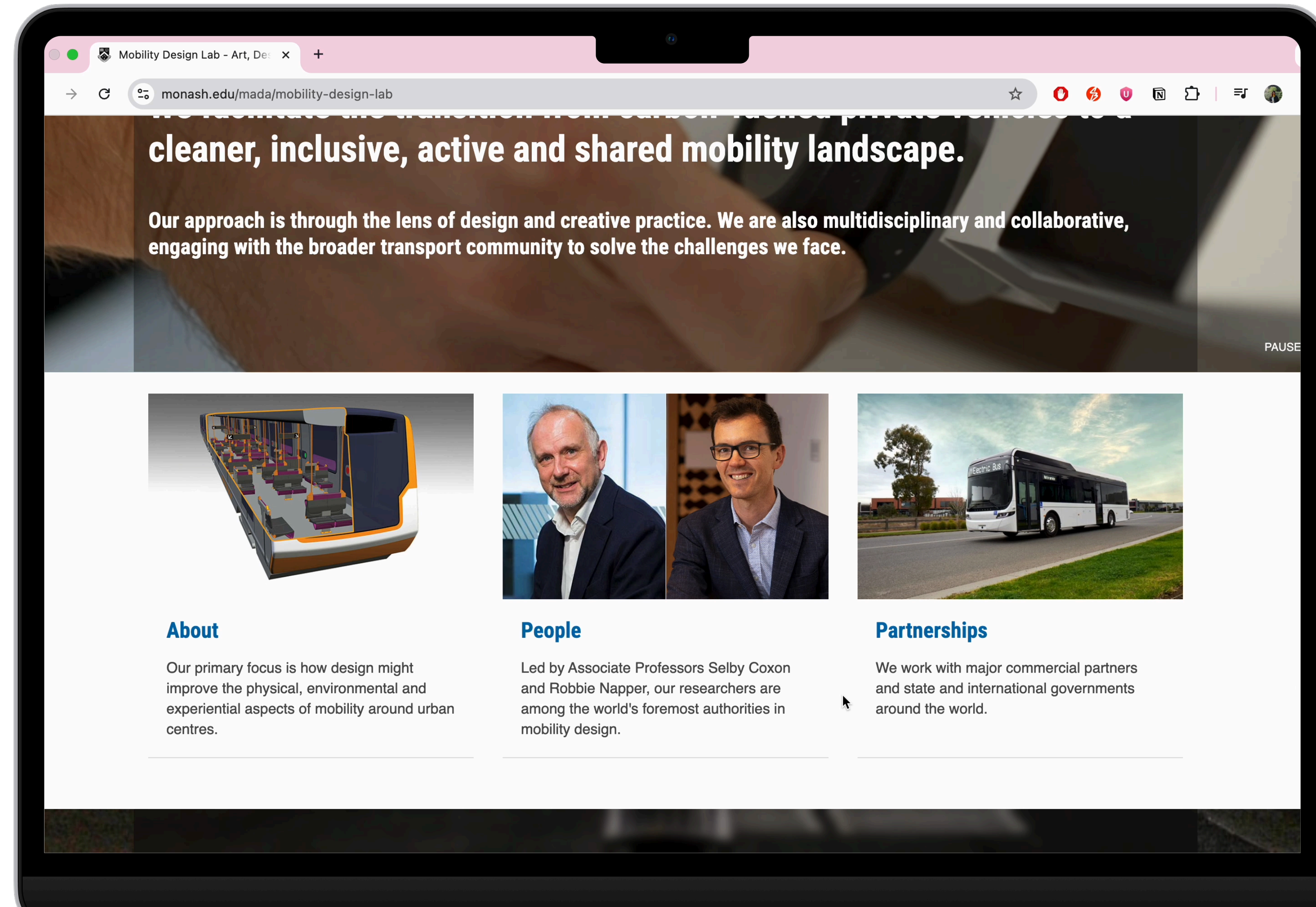


The Gap in The Engagement

MDL's website didn't reflect it's forward-thinking research

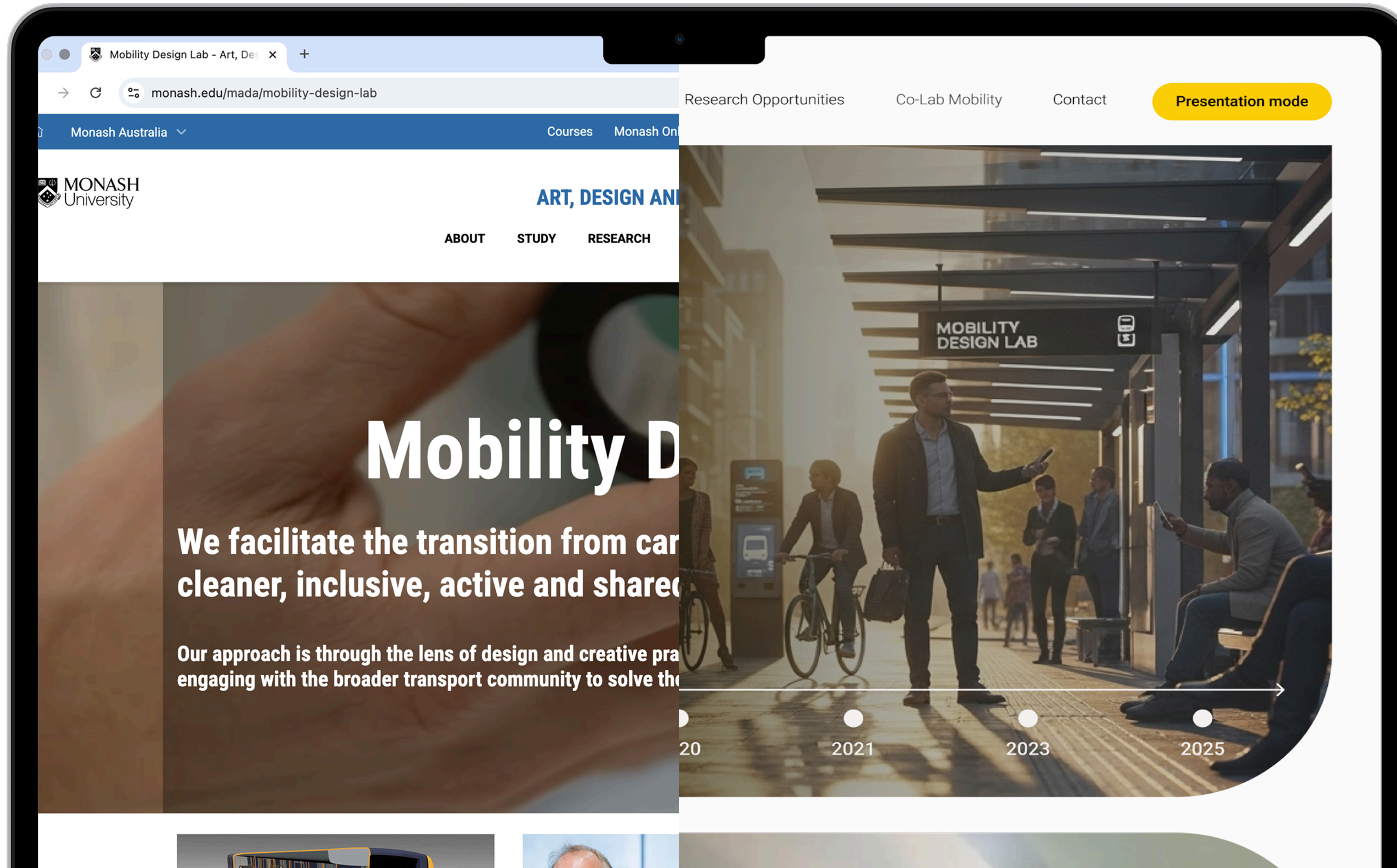
Hard to navigate, limited visibility of projects

Minimal opportunities for collaboration



A Chance to **Redefine** Research Engagement

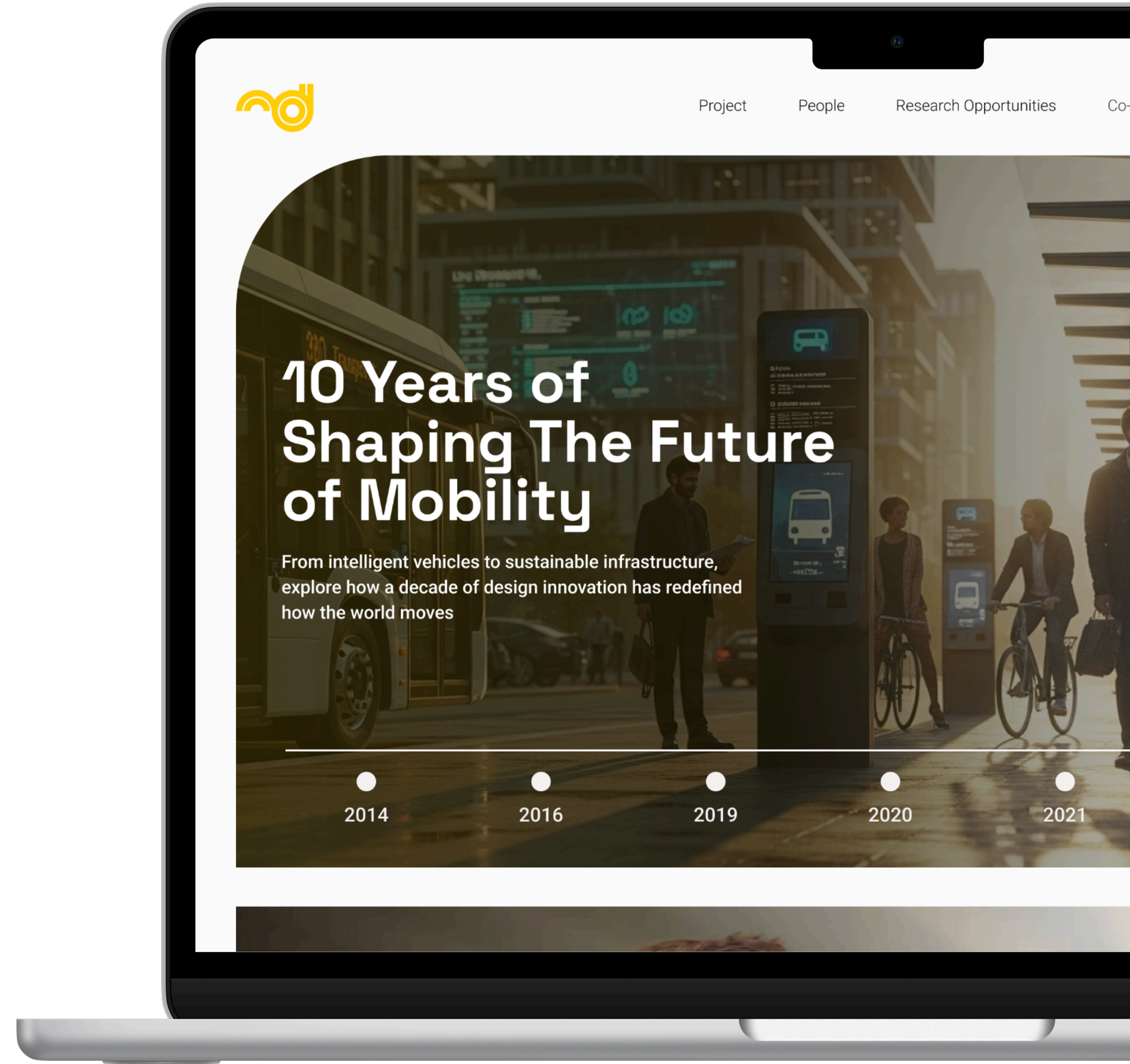
Before



After

Solution Overview

A Dynamic, Human-Centered Platform



EXPLORE. CONNECT. CO-CREATE



[Project](#)

[People](#)

[Research Opportunities](#)

[Co-Lab Mobility](#)

[Contact](#)

[Presentation mode](#)

10 Years of Shaping The Future of Mobility

From intelligent vehicles to sustainable infrastructure, explore how a decade of design innovation has redefined how the world moves

2014

2016

2019

2020

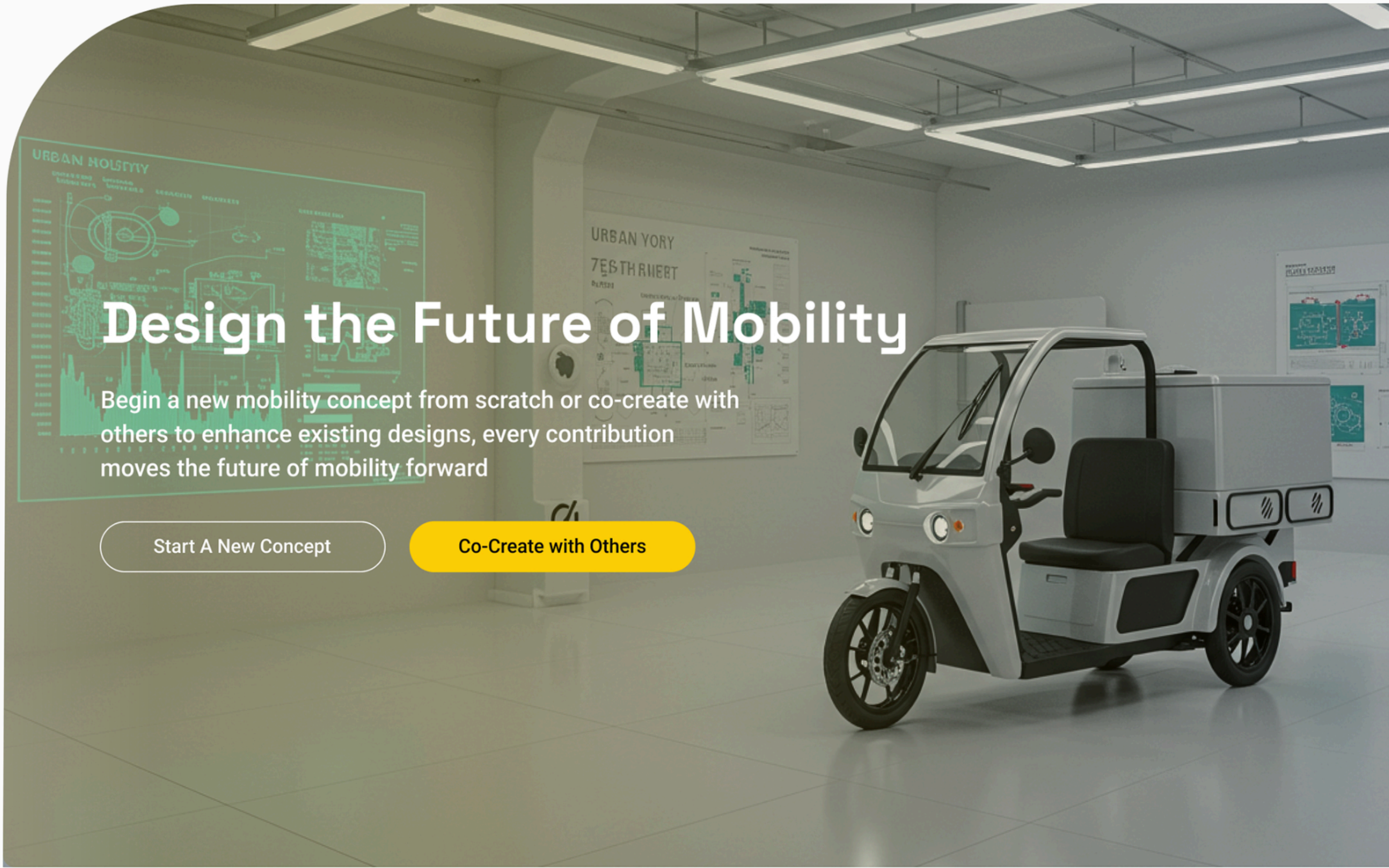
2021

2023

2025

Introducing a New Concept

Co-Lab Mobility



Design the Future of Mobility

Begin a new mobility concept from scratch or co-create with others to enhance existing designs, every contribution moves the future of mobility forward

- Start A New Concept
- Co-Create with Others

[Project](#)[People](#)[Research Opportunities](#)[Co-Lab Mobility](#)[Contact](#)[Presentation mode](#)

Design the Future of Mobility

Begin a new mobility concept from scratch or co-create with others to enhance existing designs, every contribution moves the future of mobility forward

[Start A New Concept](#)[Co-Create with Others](#)

Introducing

Co-Create

by Co-Lab Mobility

Co-Lab Mobility / **Co-Create with Others**

Future Mobility Concept

A curated showcase of innovations shaping future urban mobility

Autonomous Pod Network

This project explores a future-focused vision for urban mobility through modular, elevated autonomous pods designed to reduce congestion and promote efficient, sustainable transit.

by Sarah Chen • 2023 | 234 1200

Redesign This Concept

Community Contribution



Future Mobility Concept

A curated showcase of innovations shaping future urban mobility

Autonomous Pod Network

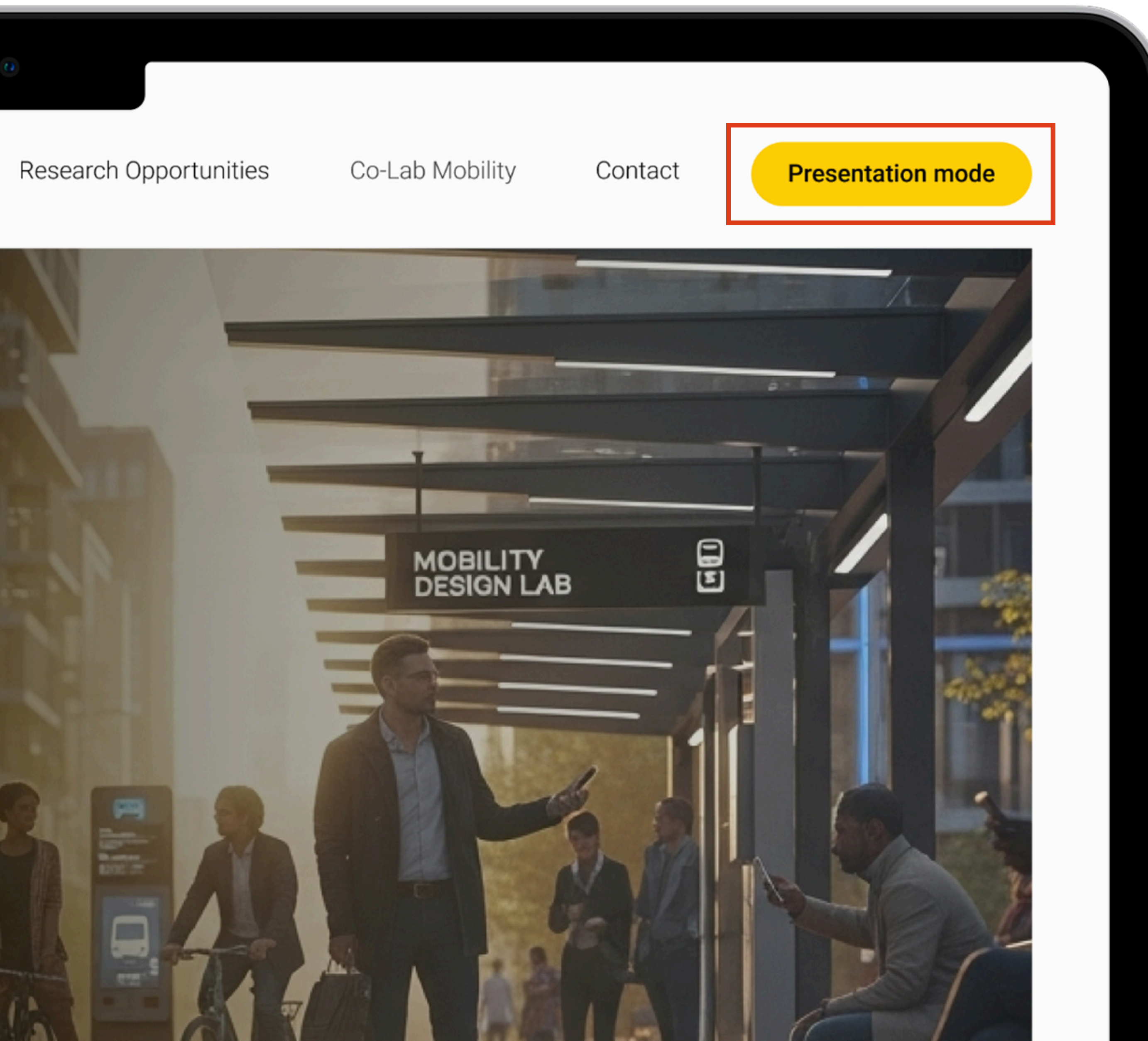
This project explores a future-focused vision for urban mobility through modular, elevated autonomous pods designed to reduce congestion and promote efficient, sustainable transit.

by Sarah Chen • 2023 | 📌 234 👁 1200

Redesign This Concept

Community Contribution



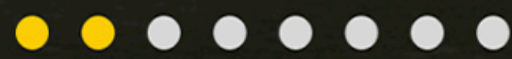


Introducing a New Concept

Presentation Mode

Vista - Light Rail

A distinctive yet brand-consistent visual language for Volgren's next-generation battery-electric buses.



Clear Space and Minimum Size

Everyone needs to understand the values of our logo. To preserve clarity, legibility and readability, we require minimum clear space around the logo.

Clear space area is defined by the cap height of the letters, which mark as x.

Clear space must be applied in all directions.

Do not reduce the logo smaller than the indicated sizes.



Minimum size

For screens



60 px

For prints



24 mm

Our Colour

Towards sustainable, bright future

This colour amplifies our vision to advance the future of mobility using a sustainability lens, which considers decarbonisation and the transition from personal cars to shared, active and micro transport modes.

Primary Colour

Teal

Pantone: 322 C
HEX: #007377
RGB: (0, 115, 119)
CMYK: 100%, 3%, 0%, 53%



1

BRAND GUIDELINES



Our Logo



The Mobility Design Lab mark weaves the initials m, d, and l into one continuous path that echoes roads, tracks, and transit loops. The circular hub suggests wheels and connection points, while the nested curves hint at iteration, prototyping, and systems within systems. The bold lines feel engineered and dependable, the left-aligned wordmark keeps it clear and practical, and the teal palette signals technology, trust, and sustainability. Together it expresses human-centred mobility research that links people, vehicles, and cities in a coherent network.

Mobility Design Lab Brand Guidelines 2025

1

Logo

Careful use of the logo maintains brand integrity. Consistent application identifies us, keeps the message clear, and avoids confusion across channels.

Mobility Design Lab Brand Guidelines 2025

Logo Variations



Logo in primary colour

Prioritise using our primary colour logo on white or light colour background



Logo in white

Use our white version on primary colour background



Logo in white

Use our white version on black colour background



Logo in black

Use our white version on light colour background

Mobility Design Lab Brand Guidelines 2025

1

Typeface

Primary typeface: Roboto

Roboto represents blabalsldks

We use this typeface for the body text

Mobility Design Lab Brand Guidelines 2025

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

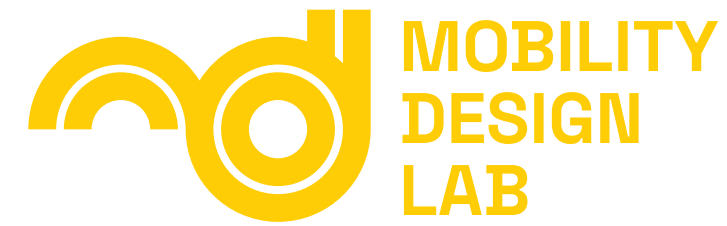
1234567890

Mobility Design Lab Brand Guidelines 2025

About Us



Mobility Design Lab Brand Guidelines 2025



This isn't just a website. It's an open invitation to **explore, **collaborate**, and **shape** the future of mobility design together.**

Link to Prototype

Acknowledgment of **AI Assistance**

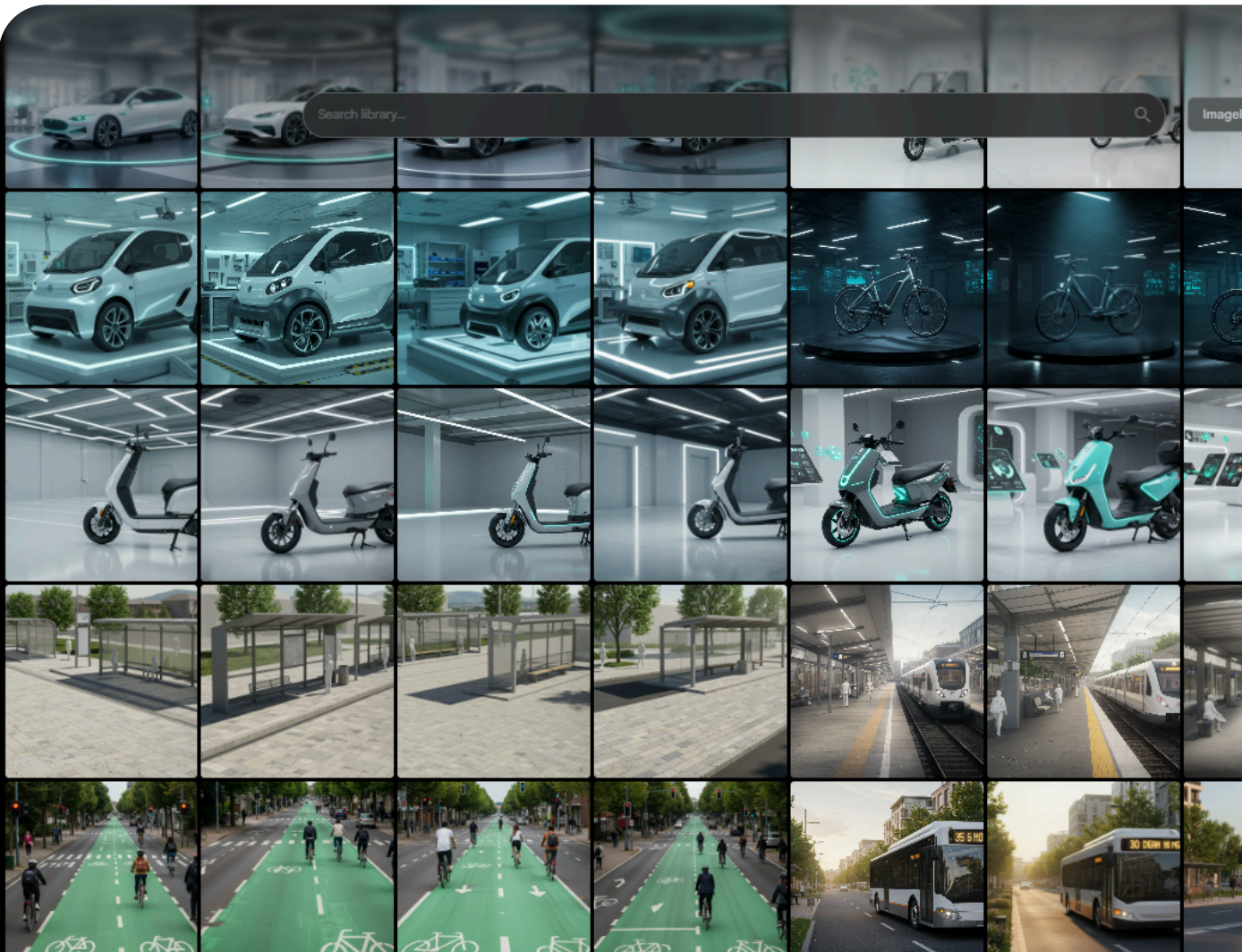
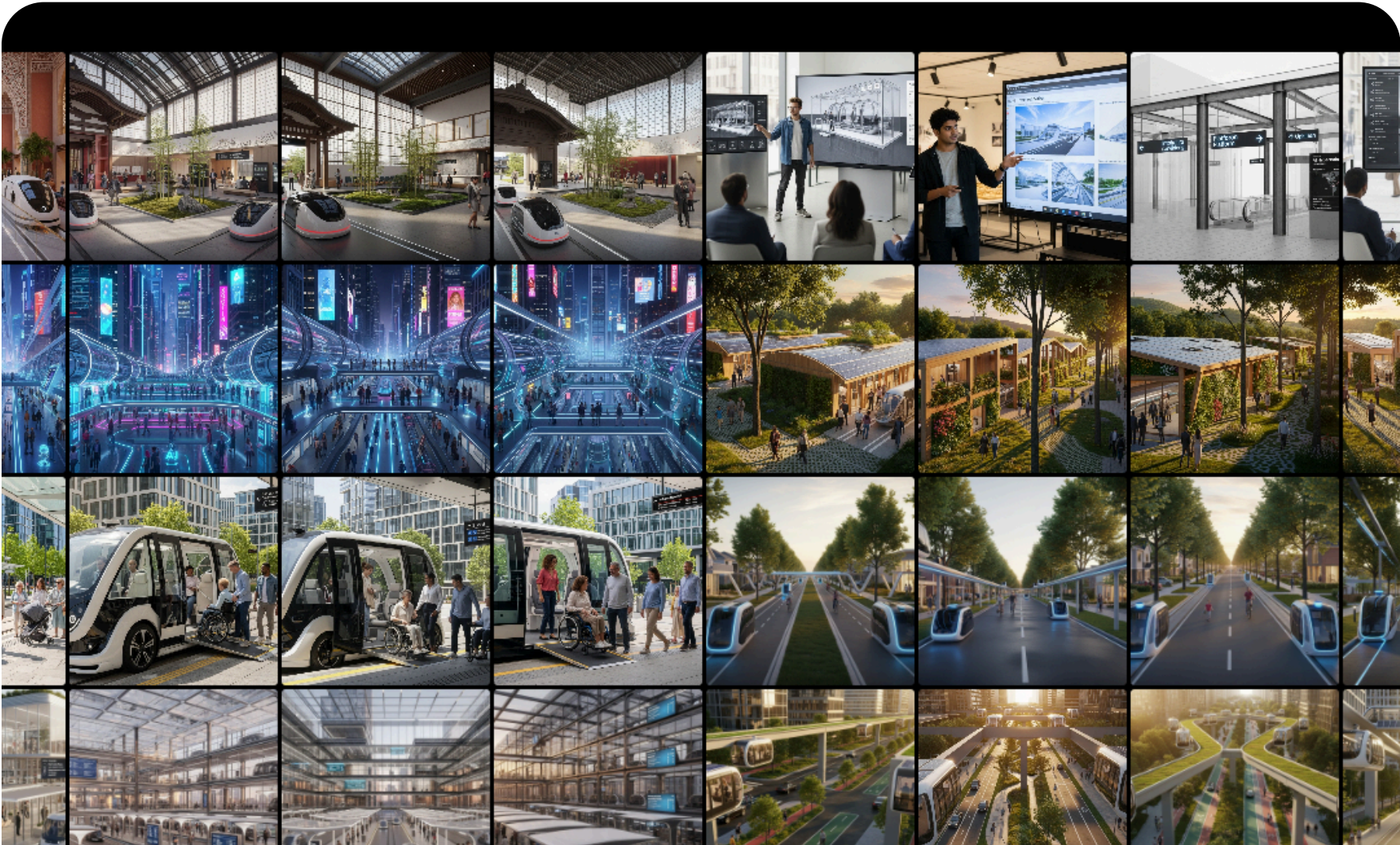
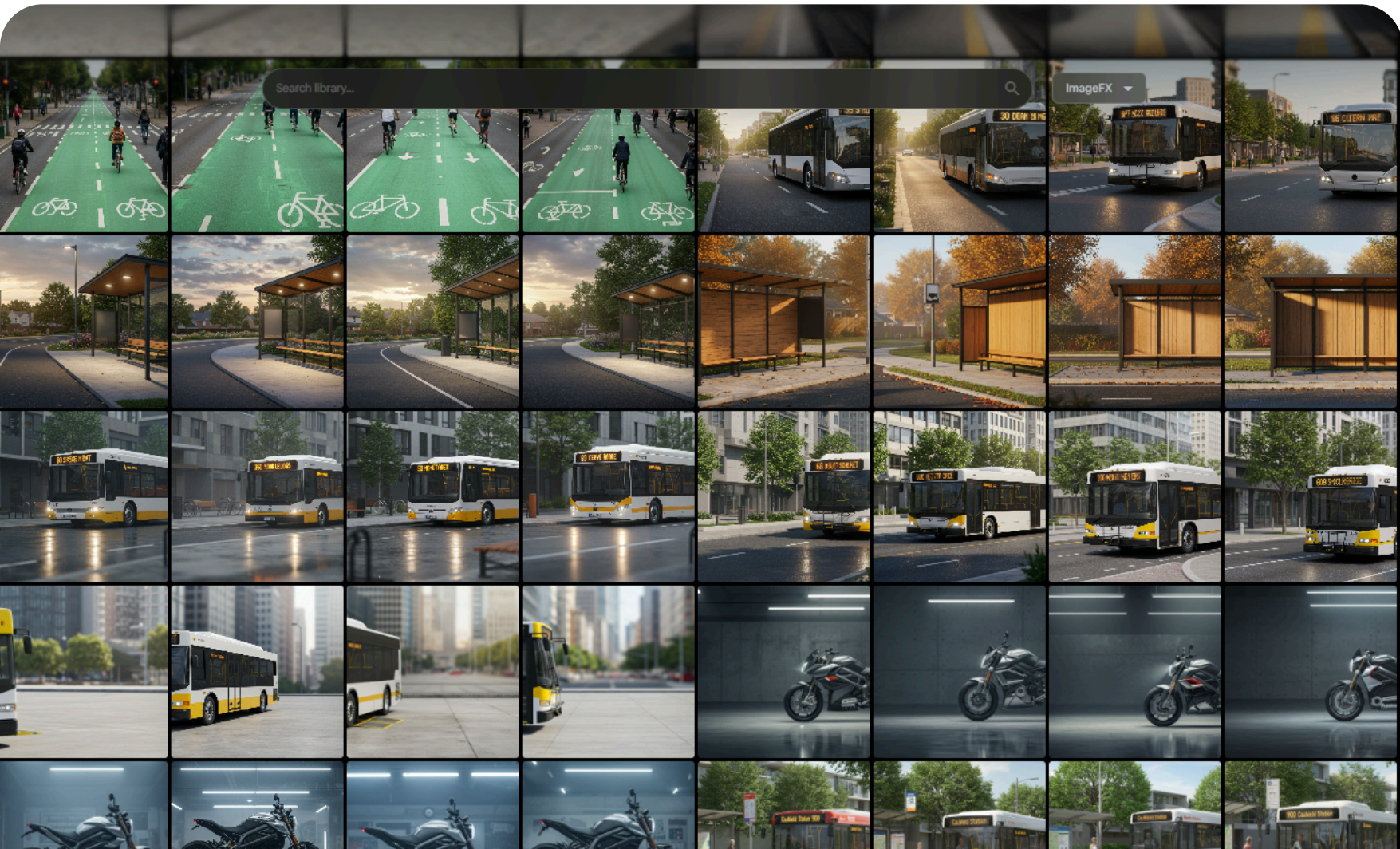
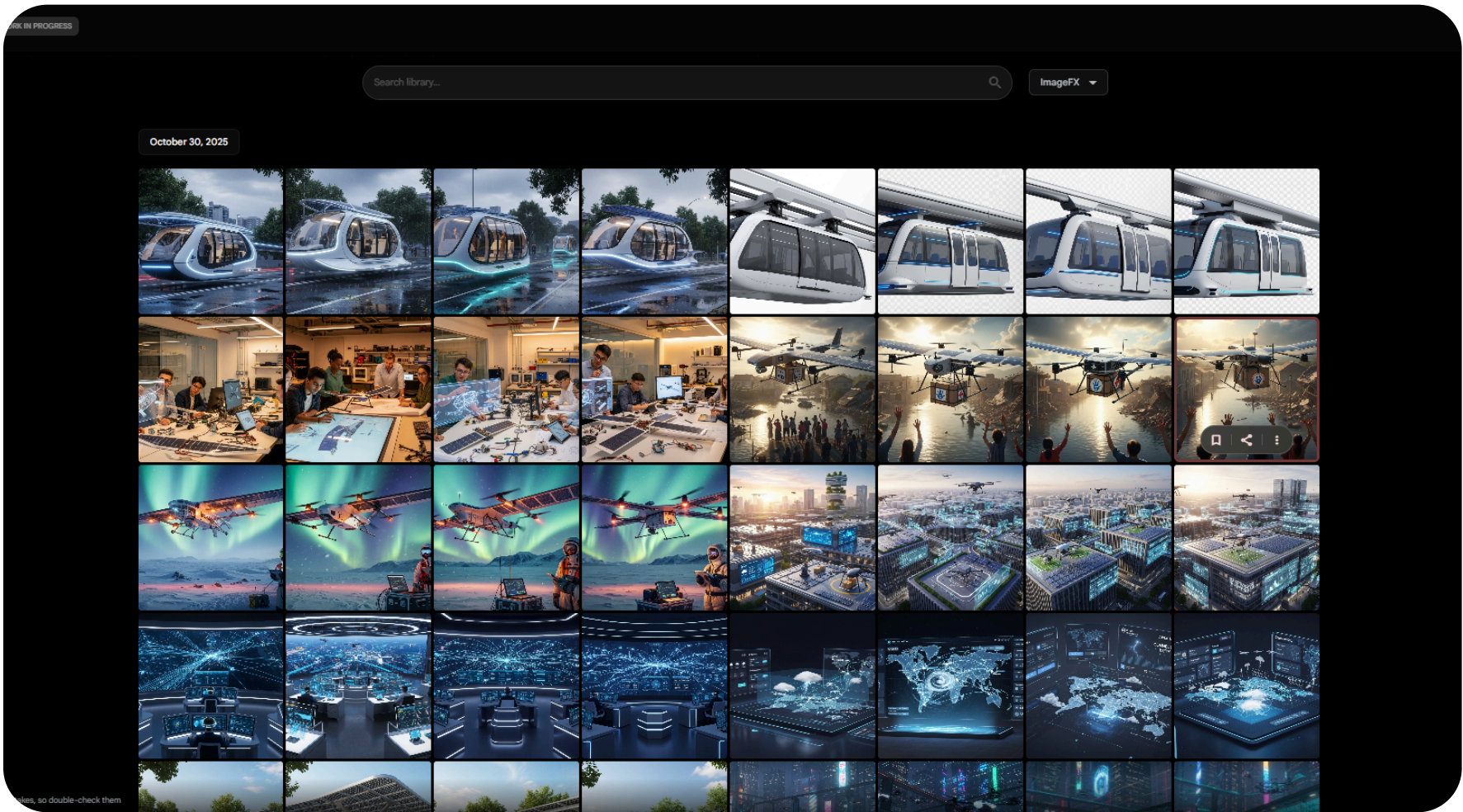
We would like to acknowledge the support of AI tools throughout the development of this project. **ChatGPT** was used to refine grammar, enhance sentence clarity, and improve the overall tone and structure of the app's written content, especially during onboarding, feature descriptions, and UI text. These refinements helped ensure the content was engaging, user-friendly, and aligned with best practices in UX writing.

Additionally, prompts were generated and refined with **ChatGPT** to assist ideation and interface storytelling. Visuals featuring AI-generated imagery were created using **ImageFX**, which helped convey conceptual ideas within the app design more effectively.

These tools contributed to a clearer, more polished, and cohesive user experience overall.

Acknowledgment of AI Assistance

The evidence of how we generated photos using ImageFX



Thank you!