



LISBON METRO: 40% MARKET SHARE

To equal the best in Europe

Metropolitano de Lisboa is the Portuguese capital's underground railway. With an environment that was austere and basic, it was a system tolerated rather than loved. By the 1990s the demand for efficient and modern transport in the rapidly expanding city of 2.8 million far exceeded the capacity of the Metro's network. Wolff Olins' goals were to change perceptions of the Metro, to increase awareness and to improve the customer experience.

Beyond signage

Wolff Olins worked to create a simpler experience for the traveller. We developed a family of standard elements common to all stations, so that the Metro identity was expressed throughout the system. We also developed a clear and consistent customer information system. This involved designing new maps, new signage, and creating a unique typeface and pictograms which sharpened the Metro's individuality. We also designed posters and literature and developed a communications programme that explained the central idea for the Metro and its values.

18% increase in market share

Lisbon hosted Expo '98 and the Metro was able to successfully handle the 12 million visitors trying to find their way around the city. The Metro has expanded following the rebrand from having only one line and 25 stations in 1994, to four lines and 46 stations in 2007 with further expansion still in progress. The Lisbon Metro now enjoys a greater market share of public transport, rising from 26% in 1994 to over 44% in 2007.

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