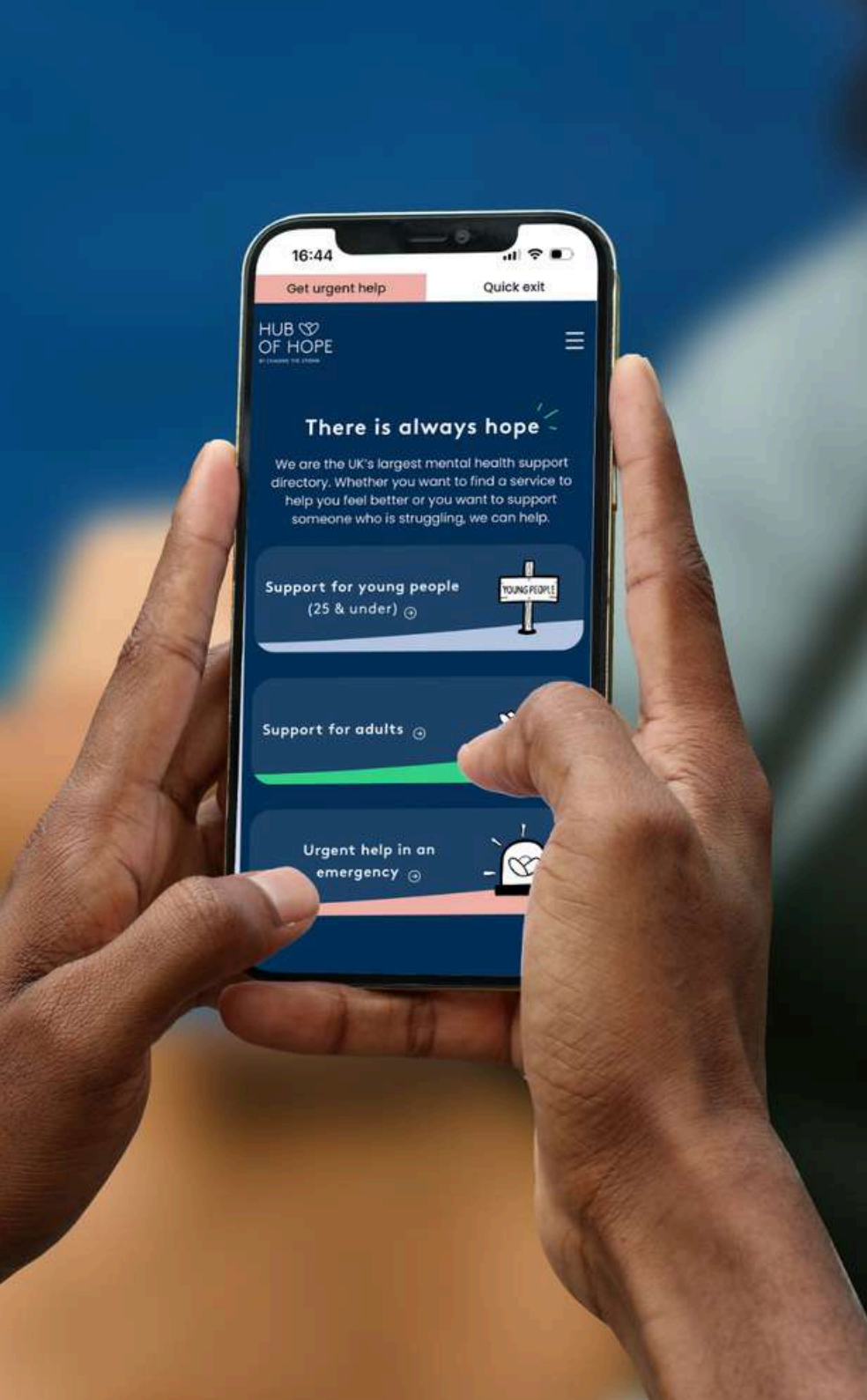




Hub of Hope signage guidance: Network Rail

HUB  OF HOPE
BY CHASING THE STIGMA





Overview

Chasing the Stigma have designed printed, digital, and social media assets which can be downloaded from the [Network Rail campaigns page](#).

These are ready to use in any of your billboards, ticket machines, escalators, platforms, toilets, and staff workspaces.

The QR codes used in these designs can be tracked to monitor how many people are scanning them to access the Hub of Hope directly from signposting on the rail network.

It is recommended that Train Operators are in full support when placing signage in stations and can advise staff and cleaning contractors of their legitimacy to avoid removal.



Guidance

Hub of Hope signage should not be installed in close proximity to other materials to avoid sensory overload.

Hub of Hope signage is designed to highlight available support to those who are not currently in crisis. As such, these should not be placed at platform ends, and should instead be installed at locations where they are visible to the casual observer.

High footfall locations that are ideal for posters and digital screens:

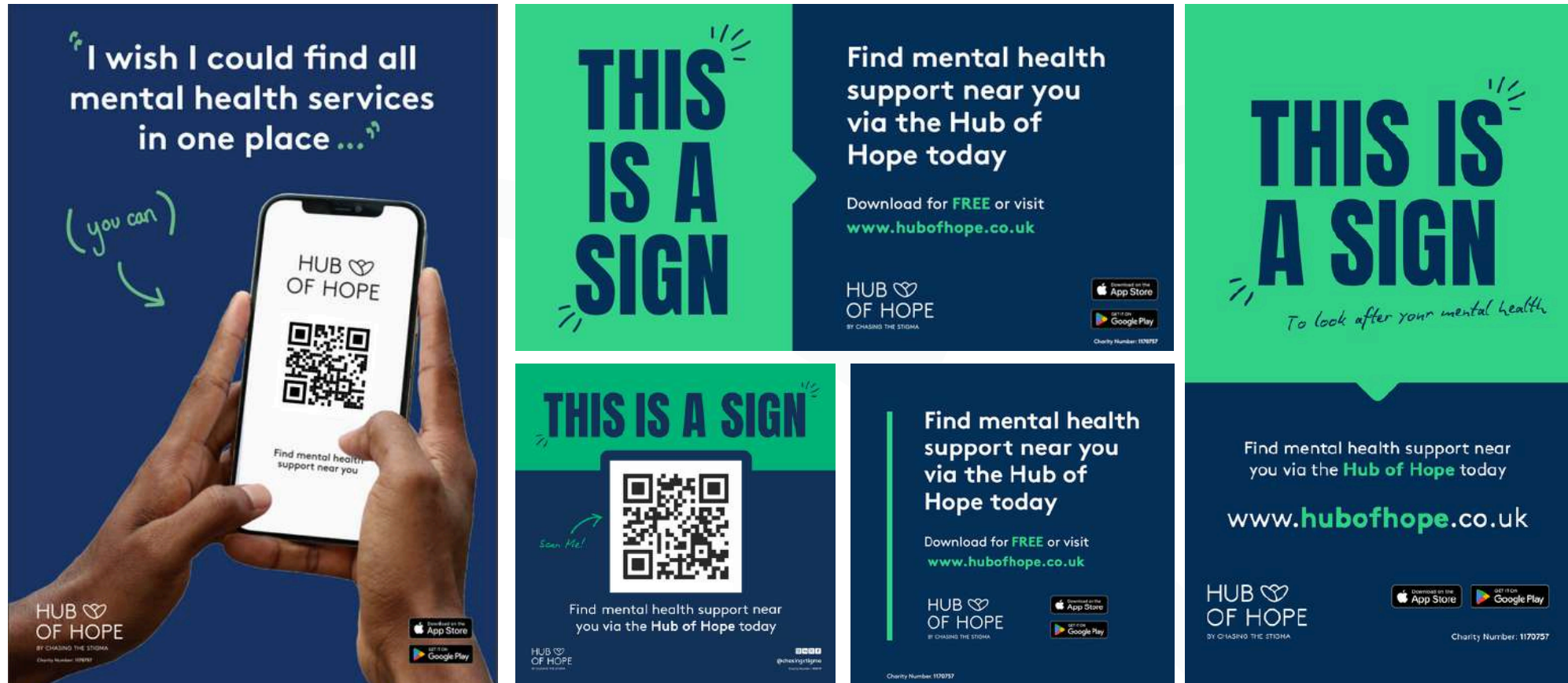
- 📌 ***Station entrances***
- 📌 ***Ticket offices***
- 📌 ***Waiting rooms/shelters***
- 📌 ***Routes to platforms***

Posters have been produced onto Foamex and Vinyl and used across the North West and Central region.

Hub of Hope Stickers are smaller and are ideal for locations where people are stood or seated. Some examples of good locations are:

- 📌 ***Ticket machines***
- 📌 ***Waiting shelters and benches***
- 📌 ***Backs of toilet doors***
- 📌 ***Lifts***

Examples of resources on the campaigns page



A3 Foamex posters

Wigan Wallgate and Wigan North Western Stations

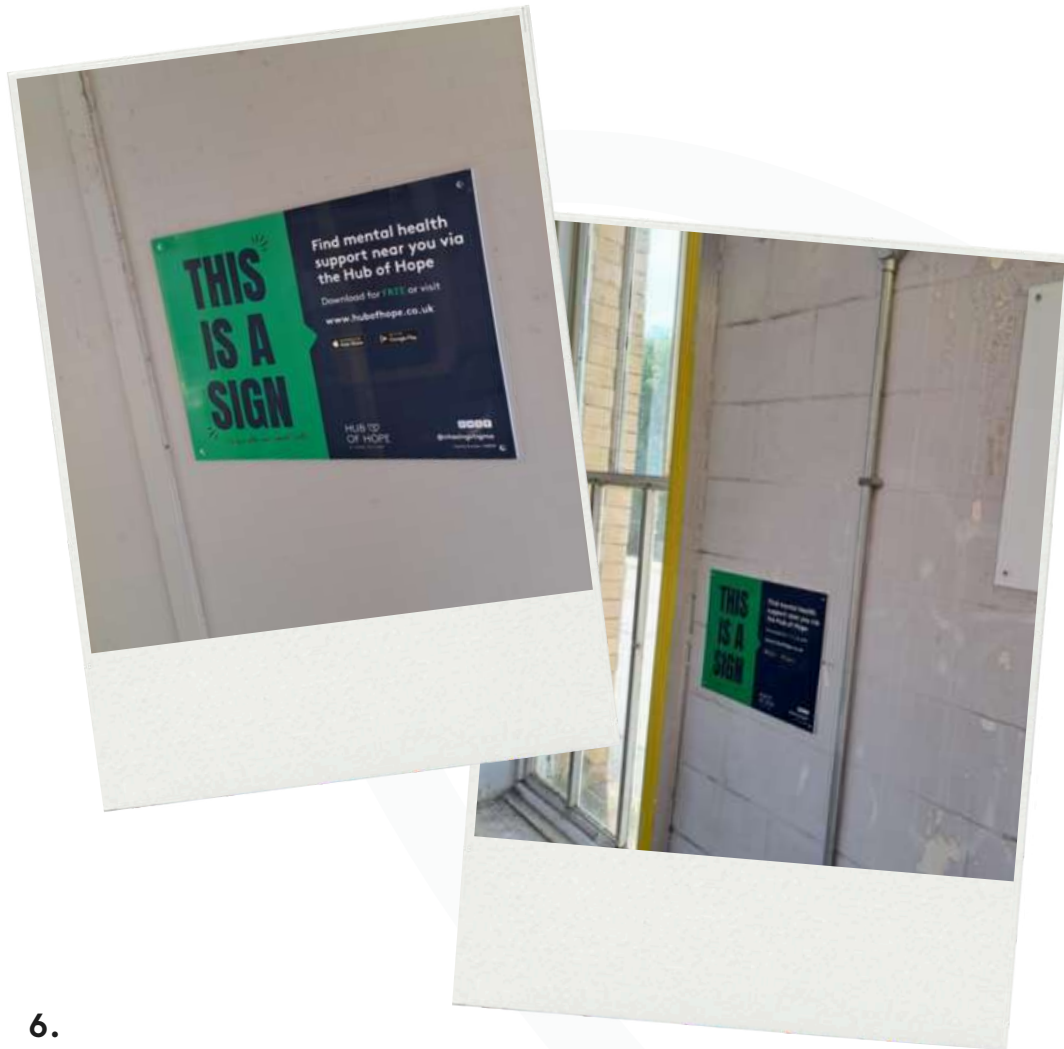


Adlington Station waiting shelter



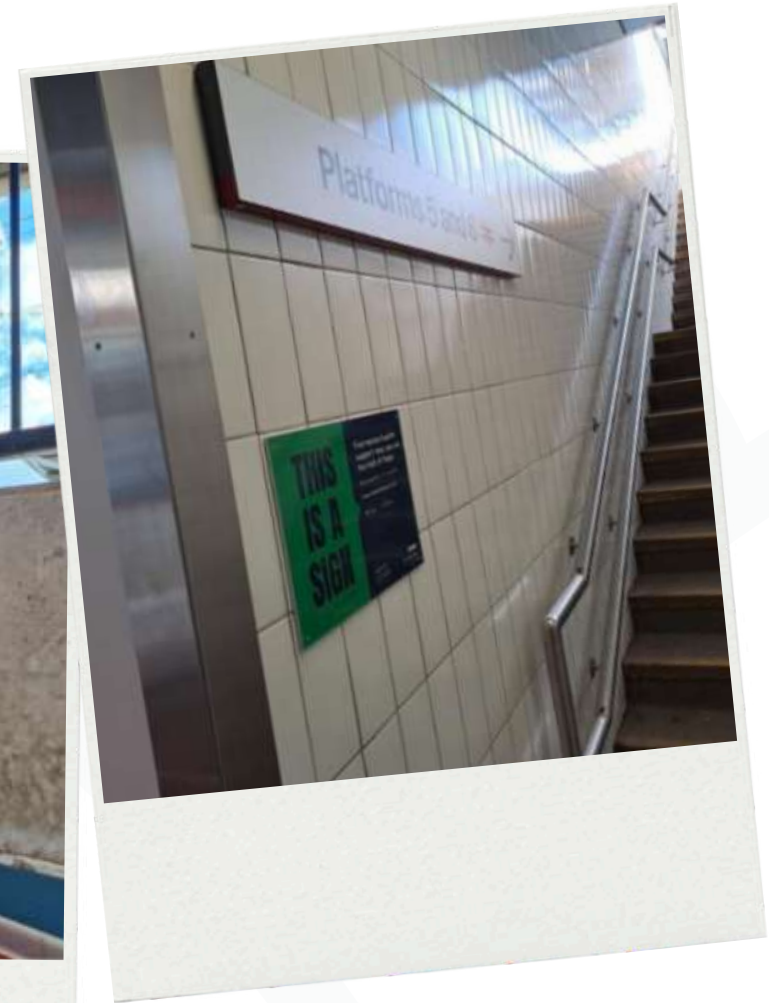
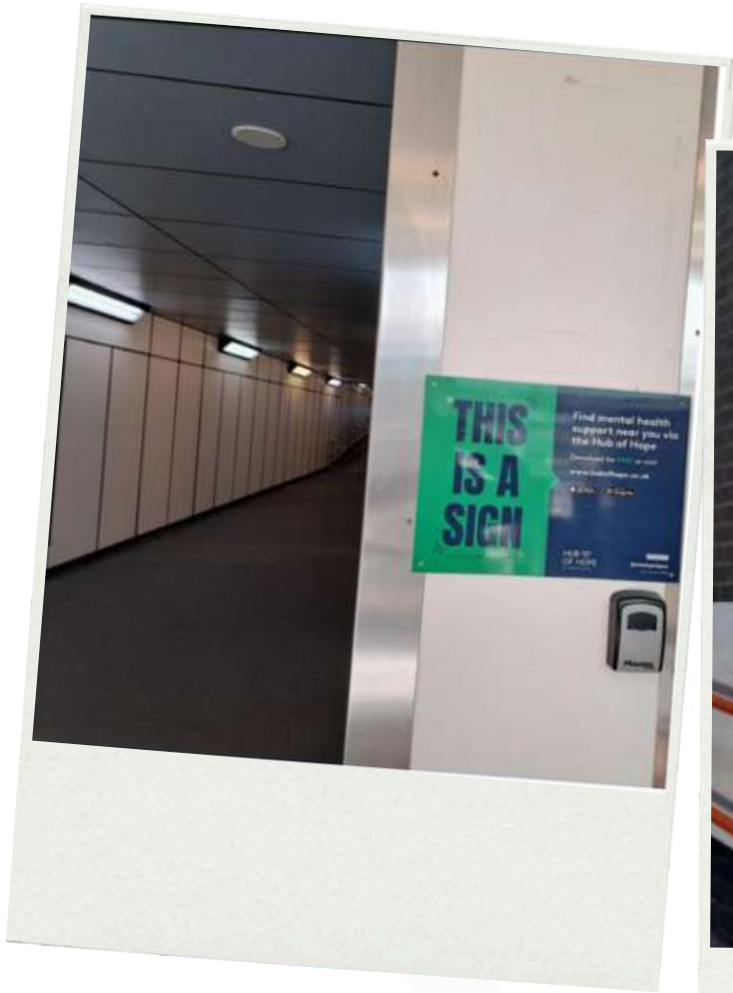
A3 Foamex posters

Edge Hill station and Mossley Hill Stations



A3 Foamex posters

Rugby station



Hub of Hope sticker on Ticket Machines



Here are the updated sticker designs for 2025. The QR codes are being monitored to see how many people scan them to access the Hub of Hope.





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