Use of colour and way-finding.

One major visual factor in getting people cycling more often is the ability to know where one is cycling, how far places are away and where a route goes. Wayfinding is extremely important as it enables cyclists to make decisions about where they want to ride on routes that are safer. Good wayfinding signage provides a clear indication of where you are in the network and where you can safely access if you continue along the same route. On the ground colour not only defines a route it can also delineate where motorists can expect to see cyclists. By naming routes, one can then trace out pathways that either head towards the CBD or in a Northerly or Southerly Direction.

Perhaps the most famous example of good wayfinding into the city has been the Cycling Superhighways of London where either continuous blue markings or Sharrow type marking has been used to good effect:
The way-finding totem signs also read like a railway/bus map and let you know where within the network you are. The maps come with stylized and actual maps, highlighting intersections and points of interest/importance along the way.

The networks provide continuous directions so that you never lose your way. The use of colour blue is iconic too. Other famous usage of colour includes the Netherlands use of red and the pink bridge of Auckland.