

Summary of Regional Signage Standards for Transit Connectivity

Purpose

Regional standards for Transit Connectivity signage will ensure a consistent “look” and “feel” at 24 designated Bay Area transit hubs and serve as a resource for transit operators who seek to enhance connectivity at transit hubs that are not regionally designated.

The regional standards focus on wayfinding signs, in-station transit information displays, and real time signs and their respective design elements such as dimension, layout, fonts, icons, logos, and colors which are specified in the Technical Standards. The standards provide some flexibility for the uniqueness of each hub and the nature of individual transit operations. As the region applies these standards, there may be a need to establish regional designs for other sign types to enhance connectivity between operators. The style and design elements in the Technical Standards will serve as the starting point for their creation. These new sign types will be added to the standards, as needed.

Types of Signs

A. WAYFINDING KIOSK

The Wayfinding Kiosk is a free-standing, street-level sign. It features a pole-mounted, double-sided kiosk that contains a map with stop and route information to facilitate connections between transit operators.

Each side of the Wayfinding Kiosk will include the following:

1. Banner – The banner features the heading “Transit Information” reinforced by a white “i” in a large orange circle that is prominent enough to see from a good distance. The banner will also include the station/hub name, where practical. The background color will be a complementary teal. The banner is expected to be a permanent part of the kiosk.
2. Map and Key – The map and key will be a single standard-sized, printed insert for ease of replication in each setting and ease of replacement within the kiosk housing. Kiosks will be designed to allow this insert to be easily swapped out to update information. The map and key will be consistent with the Transit Stop Map that is part of the transit information displays (see below). The map will use icons and agency logos to convey information. The key will help users interpret the map. A message about how to access transit information via 511 and 511.org will appear at the bottom of the key.
3. Logo – The logo area of the kiosk will feature the 511 logo prominent enough to see from a good distance. The logo is expected to be a permanent part of the kiosk.

B. DIRECTIONAL SIGNAGE

Directional signs use icons, simple text and arrows to guide transit users between destinations or to hub entrances/exits.

1. **Transit Connections Sign** – Identifies the location of connecting transit services and printed transit information displays within the hub using logos and icons. Placed at major decision points within the transit hub.

Attachment 1

2. ***Exit Identification Sign*** – Identifies the direction to hub exits and includes an exit icon, the word ‘EXIT’, appropriate street names and a unique naming convention. Placed at all exits.
3. ***Transit Hub Entrance Identification Sign*** – Identifies hub entrance/exit with the station name and logos of major transit agencies serving the hub. Placed at major entrances.

C. TRANSIT INFORMATION DISPLAYS (TIDs)

TIDs will comprise up to four cases of printed transit information per installation. Fewer cases will be needed at smaller hubs with fewer operators and connecting routes. For ease of maintenance and a professional appearance, each case will contain a single printout of information (instead of multiple postings of different pieces of information). All maps and information will be created using the same software program to facilitate ongoing maintenance at the regional level.

Common features to all TID cases that reinforce a regional “look” and “feel” include:

- a. Case size, which will be standard for easy installation, replacement and maintenance;
- b. Banner, which will feature the heading “Transit Information” reinforced by a white “i” in a large orange circle and a complementary teal background;
- c. Hub/station name, which helps orient transit riders to their surroundings;
- d. Title, which identifies the type of information in each of the four cases;
- e. North orientation with a north arrow.
- f. Select regional design and icon elements and
- g. 511 logo and message.

The four TID cases are highlighted below:

1. ***Station Map Case*** – Details the layout of the transit hub.
2. ***Transit Stop Map Case*** – Details the locations of bus boarding areas in and around the hub for each transit operator serving the hub.
3. ***Transit Route Map Case*** – Details the routes of each transit operator that serve the hub.
4. ***Schedule/Fare Information Case*** — Features basic route, schedule and fare information for each transit operator serving the hub as well as special regional transit programs like 511 Transit/511 Real-Time Transit Information and TransLink[®].

D. REAL-TIME TRANSIT INFORMATION DISPLAYS

Real-time transit information displays are large video screens that provide real-time departure times for every route serving the hub (assuming the operator has real-time capabilities).