



CI-0601

TAB 6: WAYFINDING AND SIGNAGE

Static Signage

DESIGN REQUIREMENTS

INTRODUCTION

Static Signage design requirements have been developed based on criteria and rules related to conveying messages through the use of universally recognized pictograms; development of standard font, sizes, and colours, contrast, reducing overall sign text, and compliance with corporate branding.

These requirements have been compiled in the Static Signage Catalogue (Appendix).

This Catalogue is to be used as a guide in developing the static signage component of the way finding program at GO rail line stations (excluding Union Station) and facilities.

It includes a detailed listing of:

- > The product family;
- > Electronic drawing files; and
- > Methodology for design and implementation.

The Static Signage Catalogue does not include electronic signage.

TYPEFACE

GO Polaris has been approved as the signage typeface of choice, for usage throughout the GO system (excluding Union Station), as outlined in catalogue.

COLOUR

Consistent colours and information layouts should be applied to all stations so that users can familiarize themselves with the design and can more easily recognize the signs as belonging to the same transit system during their travels.

ATTAINMENT OF MAXIMUM LEGIBILITY

Factors which affect legibility are: typeface, type size, contrast between text and background, sign location, and illumination and/or finish glare, as well as a number of words and symbols along with travel speeds.

If any of these elements are not properly addressed, the overall effectiveness of the sign system may be reduced.

Many of these elements are identified in the signage catalogue and above-reference standards; others include: