



Typical Signage Layout Grid, Clearance zone

### Figure C-7: GO Logo

Permitted colors = Pantone 364C or Black

- Any material variation to integrate with building massing to be approved by GO Transit
- The GO Logo shall be used sparingly, and not applied to every façade of a building
- The GO Logo and/or Station Name are typically not to be placed on bridges (pedestrian, rail, vehicular, etc.) or on elevator overrun shafts
- GO Logo and Station Name shall ideally be mounted on a solid background
- On parking structures, the GO logo should be  $\pm 10\%$  of the overall façade height. Size can vary to suit site context with GO approval.
- Recommended materials:
  - UV stabilized Polycarbonate
  - Flex face for larger, high mounted items (mounted at least 3m above grade)
  - Backlit signs to be illuminated with LED targeting white 6500 to 7,000K colour temperature
  - Illuminated sign may not be placed on a building or structure facing rail traffic