

## C.2 Signage

There are two main types of mediums for signage typically used at GO stations, terminals, facilities etc.:

- Static Signage
- Digital Signage

Static and digital signage within the GO system serves four (4) primary functions:

- Identify–Site and entrance
- Direct–Vehicular and pedestrian movements
- Inform–Maps etc.
- Regulate–Governing bodies

Detailed information on sign templates and design files are located in the GO Static Signage Standards.

Digital Signage uses digital media for display of information such as schedule/service information, GO Marketing, Third Party Advertising, and other customer service amenities.



Refer the Fixtures and Furnishings section of the DRM for details on Digital Signage.

Program signage that is designed to be read in close proximity at standard reading height, such as a washroom sign, shall also include braille.

Supergraphics shall be used as a secondary means of signage, where the space is ample and the destination and corresponding supergraphics can be seen from far away.

Signage design, placement and layout shall take into account the varying mobility and cognitive skills of potential customers.

## C.3 Placement and Installation

Safety clearances shall be observed at all times.

Support and mounting structure shall be designed as an integrated part of the architecture: recessed in walls, or part of a self-service kiosk organization.

Signage shall be strategically located and grouped with other Information/ advertising,

consistently placed where customers could have clear visibility and access to this information.

### Stations and Tunnels

Typically wall mounted or mounted on customized bracketing and hardware, or adhesive tapes/backing film

### Rail and Bus Platforms

Utilize structures and supports. Where a stand-alone support is required, appropriate post selection for type, size and installation method is paramount. Bus Bays and locations where multiple signs are installed on a single pole, must utilize a minimum standard of 2" x 2" galvanized square tube post. driven U-Channel posts are typical.

Parking lots and access lanes

Banding to light stands, where possible or driven U-Channel post and related brackets and hardware

Installation at GO facilities is typically accomplished through use of the following methods:

- Bolted to driver Post (U-Channel, PT 4" x 4" or 6" x 6" wooden post, galvanized solid and perforated 2" x 2" square steel and 3" round poles
- Banding and brackets
- Pressure-sensitive adhesive tapes and backing films
- Exclusive use of high quality non-staining fasteners (typically, stainless steel)
- Avoid plastic ZIP tabs fasteners except for temporary construction signs
- Avoid mounting signs on posts/poles that house CCTV Cameras
- Wall-mounted signs are facilitated by stainless steel screws in either drilled and tapped or anchor plugged holes, or with double-sided pressure sensitive adhesive tapes
- Fence-mounted signs use fence blocks or signs are mounted back-to-back with appropriate sized nut bolts and washers