



CI-0601

**TAB 6: WAYFINDING AND SIGNAGE**  
Static Signage

**GO LOGO AND STATIONS NAME GUIDELINES (STRUCTURES)**

Location	Application	Purpose	Image	Placement Criteria
<b>At Entrances (i.e. pylon/totem)</b>	<b>Station name</b> (illuminated) + GO logo (illuminated)	<i>beacon to station and confirmation of arrival</i>		UNDER DEVELOPMENT
<b>On Station Building Façade</b>	<b>Station name + GO logo</b>  (illumination of both station name and logo made on case by case basis)	<ul style="list-style-type: none"> <li>•identity</li> <li>•sense of respect,</li> <li>•differentiate from surrounding buildings</li> </ul>		<ul style="list-style-type: none"> <li>o Title case for letters: Capital first letter, lower case on balance for each word.</li> <li>o Keep GO logo and name positioned together, with Station name first. Station name is 2/3 height of GO Logo.</li> <li>o Align station name and logo at bottom</li> <li>o Vertical placement on the building facade is contextual to the roof line and architecture</li> <li>o Flat plane applications preferable (no substantial curved surfaces)</li> <li>o Text should be +/-15% overall façade height (guideline only). Size can vary to suit site context with GO approval.</li> <li>o Logos and Letters permitted to be integrated into the building veneer or</li> </ul> <p>Materials and methods used in surface mounted applications to prohibit vandalism.</p>
<b>On Parking Structures</b>	<b>GO logo only</b>  (illumination of the logo made on case by case basis)	<i>Station name only in cases where there is no other beacon/identifier. In this case, both station name and logo likely to be illuminated.</i>		<ul style="list-style-type: none"> <li>o Provide a clear space area around the GO Logo as per section 2.2.3 of the Static Signage Catalogue.</li> <li>o Vertical placement on the building facade is contextual to the roof line and architecture</li> <li>o Flat plane applications preferable (no substantial curved surfaces)</li> <li>o Text should be +/-15% overall façade height (guideline online). Size can vary to suit site context with GO approval.</li> </ul>



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<p><b>On Other Structures</b> (i.e. utility buildings)</p>	<p><b>GO logo only</b> (non-illuminated)</p>	<p><i>GO logo only in cases where there is no other beacon/identifier</i></p>	<p>No image available</p>	<ul style="list-style-type: none"> <li>○ Provide a clear space area around the GO Logo as per section 2.2.3 of the Static Signage Catalogue.</li> <li>○ Vertical placement on the building facade is contextual to the roof line and architecture</li> <li>○ Flat plane applications preferable (no substantial curved surfaces)</li> <li>○ Text should be +/-15% overall façade height (guideline online). Size can vary to suit site context with GO approval.</li> </ul>
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**Additional guidelines for GO Logo and Station Name application:**

- > The GO Logo should be five individual elements with a negative space. The negative space should be open, showing the background material making the “T”. Two shapes for the GO logo are not permitted.
- > The GO Logo should be used sparingly, and not applied to every façade of a building. Location and frequency of signs to be considered in the overall context of the site. Initial proposal to be provided by Consultant, however, final application (location and size) to be reviewed and approved by GO Signage staff.
- > The GO Logo and/or Station Name are typically not to be placed on bridges (pedestrian, rail, vehicular, etc.) or on elevator overrun shafts.
- > Proportions, dimensions, and location of the GO Logo must be meticulously analyzed and determined early in the design of a structure.
- > GO Logo and Station Name should ideally be mounted on a solid background. This is to ensure a clear visible distinction and colour contrast of the sign elements with the background.
- > Mounting of signs over glazed/open areas on the façade is not recommended. If mounting over glazing is unavoidable, then a solid background to go behind the GO Logo should be included in the design of the structure.
- > For GO Logo/font sizing and corporate colours, refer to the Static Signage Catalogue.
- > Kerning for Station Name lettering to be directed by GO signage staff on a case by case basis.
- > Sign face materials vary to suit site conditions for ease of access and to limit vandalism. Recommended materials as follows:
  - UV stabilized Polycarbonate for easily accessed signs and locations prone to vandalism.
  - Flex face for larger, high mounted items (mounted at least 3m above grade).
- > Illuminated sign components (ballast, transformers etc) to be remotely and easily accessible for repair/maintenance purposes.



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- > Backlit signs to be illuminated with LED targeting white 6500 to 7,000K colour temperature while ensuring an evenly distributed lighting across the surface of the material.
- > Illuminated sign may not be placed on a building or structure facing rail traffic that could be mistaken for rail signals as directed by GO Rail Operations.