

C WAYFINDING AND SIGNAGE

Overview

There is a hierarchy to GO communications, which provides direction for all GO signage, to ensure brand consistency and proper execution throughout the customer journey.

There are four defined “Zones” of Communication that a customer experiences.

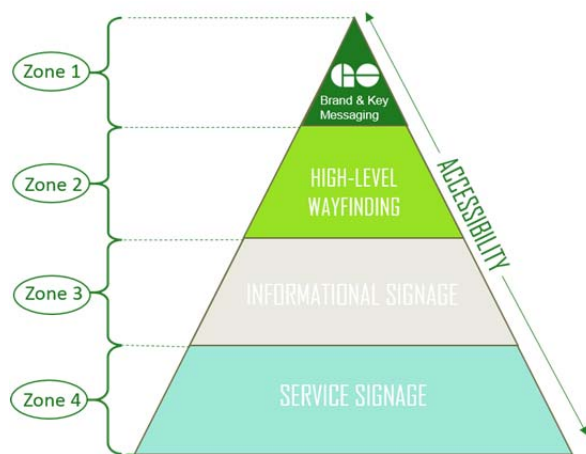


Figure C-1: Communication Hierarchy Zones

These types of communication occur within, and increase with frequency, as a customer progresses through GO Transit's fourteen Customer Journey Sections as illustrated and noted to the right.

Four Key High Level Principals Regarding Zone Communication Types:

Brand and Key Messaging

Locating Brand and Key Messaging takes precedent. The established GO Brand Guidelines must be adhered to so that consistency across the GO system is created and maintained. The consultant must implement the established Station ID and Signage Standards to provide consistency across the system.

High-Level Wayfinding

High-Level Wayfinding Signage must be clear, easy to comprehend from a distance, and in alignment with GO Brand Guidelines and established GO Static Signage Standards.

Informational Signage

Informational Signage must be grouped in central locations within station exterior and interiors, indicating an understanding of site specific customer paths of travel to ensure messages are communicated clear, consistent and consolidated manner so that over-signing and unnecessary visual clutter is avoided. Third-Party Advertising must be suitably located and if possible integrated within the overall consolidated signage group.

Service and Regulatory Signage

Reduce and consolidate Service and Regulatory Signage to eliminate repetition and reduce visual clutter. Place notices in the proper location, and for safety, doorways should be kept clear of unnecessary signage.

GO Customer Journey Sections

- | | |
|-----------------------|--|
| 1. Property Entrance | 8. Teamways |
| 2. Parking | 9. Train Platforms |
| 3. Station Exterior | 10. Bus Platforms |
| 4. Station Interior | 11. Train Exterior |
| 5. Service GO | 12. Train
Exterior Interior |
| 6. Information Boards | 13. Bus Exterior |
| 7. Tunnels / Bridges | 14. Bus Interior |

The **five criteria** informing the design and placement within the Customer Journey are:

Experience—GO customer experience shall be easy and efficient.

Consistency—In alignment with GO Brand Standards, Design Requirements Manual and Static Signage Catalogue.

Location—Placed in ideal location in Customer Journey to best serve customers

Scale— Signage is clear and legible

Quantity—Do not over sign, and seek potential efficiencies to achieve same message

The consultant must reference and implement established GO Static Signage Standards where applicable and adhere to the dimensional and technical information regarding their fabrication and installation located within the Design Requirements Manual and GO Static Signage Catalogue.

The GO Passenger Charter will be given a prominent location in Station Interior adjacent waiting areas and onboard vehicles to emphasize its importance. It may not be located on the exterior of station buildings.

Digital Signage is discouraged from being placed within tunnels and bridges to prevent congestion in customer paths of travel. For Digital Signage content please refer [to](#) the relevant Design Requirements Manual section.

Physical Information and Service Messages are prohibited from being placed on the glass partitions of Service GO Message Centres.

The supporting GO Communications Hierarchy Ideal State Renderings located in the Design Requirements Manual do not capture all site and station conditions. It is understood that signage design and placement may need to be adapted to suit specific site and station conditions to ensure wayfinding legibility and clear, consolidated information and service messaging.

In all instances regarding location, placement and housing, considerations of safety and accessibility should take precedent.

PROPERTY ENTRANCES: IDEAL STATE



Figure C-2: Property Entrances-Ideal State

PARKING: IDEAL STATE



Figure C-3: Parking-Ideal State

STATION INTERIOR: IDEAL STATE



Figure C-4: Station Interior-Ideal State

TRAIN PLATFORM: IDEAL STATE**Figure C-5: Train Platform-Ideal State****BUS PLATFORM: IDEAL STATE****Figure C-6: Bus Platform-Ideal State**

The GO overall wayfinding and signage program requirements and guidelines are the tools that we provide to our customers, which enable them to navigate easily throughout a GO site.

The key principles of the overall wayfinding and signage guidelines are:

- To provide a philosophical guide on “what” are our expectations for developing a comprehensive wayfinding and signage program including trailblazing during the design of a GO site, station, and facility
- To address typical signage, methodology, application, and placement and installation including signage that is temporary in nature

It is intended that all wayfinding and signage plans be developed with these basic principles, incorporate appropriate corporate colours and contrast, defined French Language treatment,

minimize the use of text, and increase the use of icons

C.1 Wayfinding

The Wayfinding Signage program shall be designed to aid the customer to navigate the site with ease while addressing the functionality in these spaces. Key services and amenities located within a site shall be identified within the wayfinding program. It shall be well thought out, easy to use, aid in self-orientation and to enable a seamless trip journey by creating an inclusive, excellent customer experience for all types of users.

Early application of wayfinding design, comprising of elements for Information, Confirmation, and Identification for planning the customer journey and an understanding of the needs of various user groups, provide the framework for an effective wayfinding system.

Considerations include at a minimum, the positioning of entrances and exits, the use of colour contrasting, pattern direction on floors or walls, tactile markings, the arrangement of architectural features such as walls or columns, acoustics, and lighting to help direct people to their intended destination.

A consistent appearance or theme shall be presented throughout the facility. Signage for entrances and directions shall be clear and kept at appropriate driver’s eye levels.

Coordinate with related disciplines, e.g., Architectural, Structural, Electrical, etc., for placement of signage requirements (i.e., locations).

Provide power, communication, feeder, and conduit to facilitate the installation of dynamic and/or back/top lit signage.

Directional signs shall always be located at decision points.

Where possible, signs shall be located perpendicular, not parallel, to the visitor’s line of sight and movement.

At facilities with multiple lots, where one or more parking areas may not all be connected to the accessible route, trailblazing is required at the local street level to provide direction to the proper lot.