TRANSBAY TRANSIT CENTER

SIGNAGE/WAYFINDING GRAPHICS

November 10, 2009

Transbay Transit Center

WRNS STUDIO LLP

CONTENTS

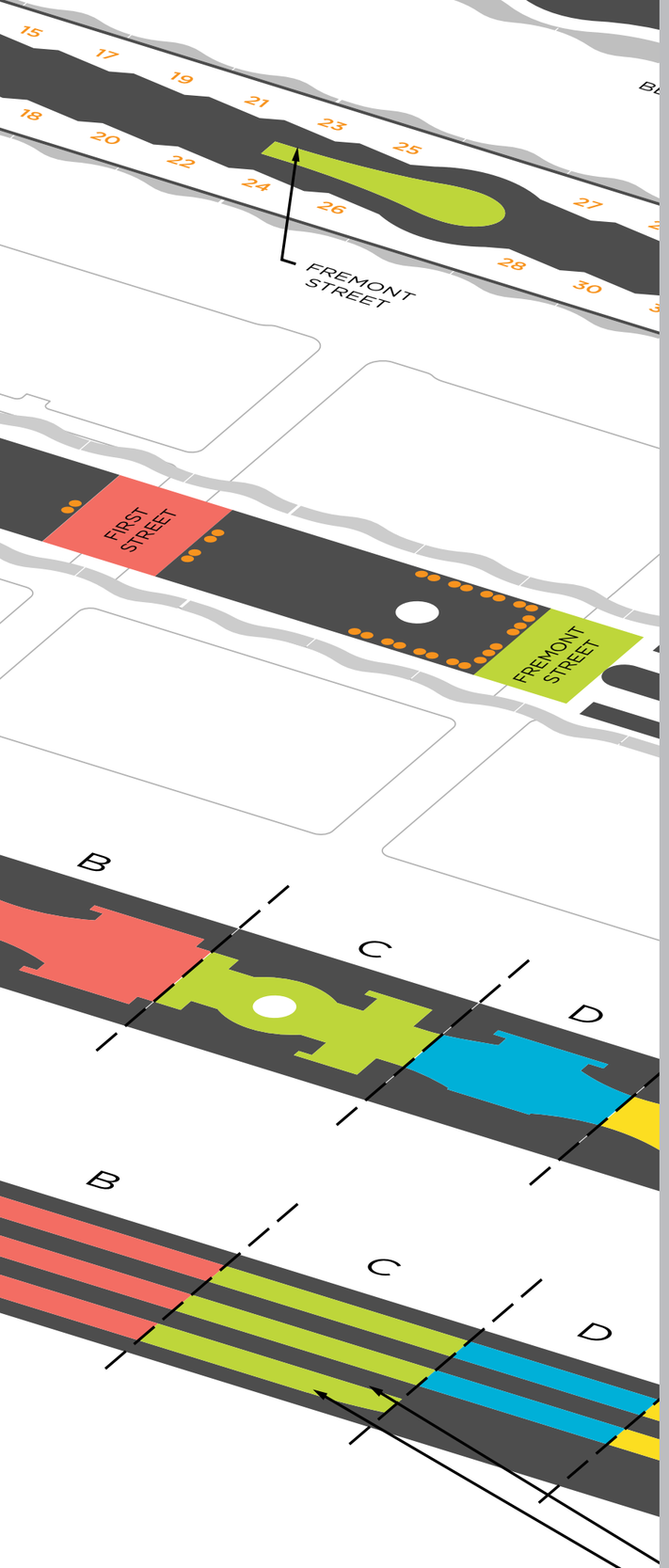
01 **Concepts**

02 **Sign Types**

03 **Scenarios**

04 **Information/Interface**

05 **iContent**


15
17
19
21
23
25
27
18
20
22
24
26
28
30
FREMONT
STREET
FIRST
STREET
FREMONT
STREET
B
C
D
B
C
D

01 **CONCEPTS**

Strategies 01 : Progressive Disclosure

Progressive disclosure is the technique of exposing complex information in a logical sequence as needed to users.

It's a wayfinding design technique that maintains a user's attention by reducing clutter, confusion, and cognitive workload.

Strategies 02 : Icon Based Message

“Icon-based” wayfinding system usable by all people, to the greatest extent possible, without the need for extra verbal explanations.

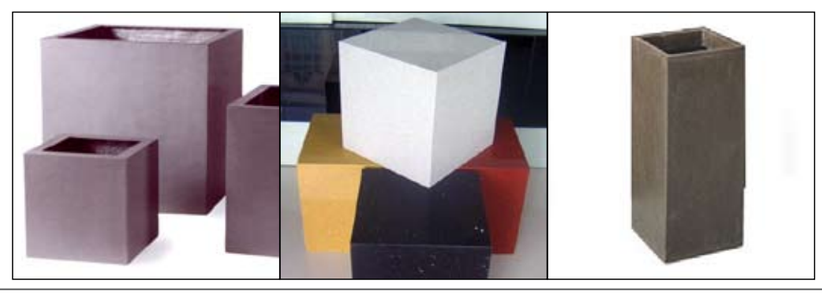
Look & Feel

ETHEREAL / SOLID

TOP

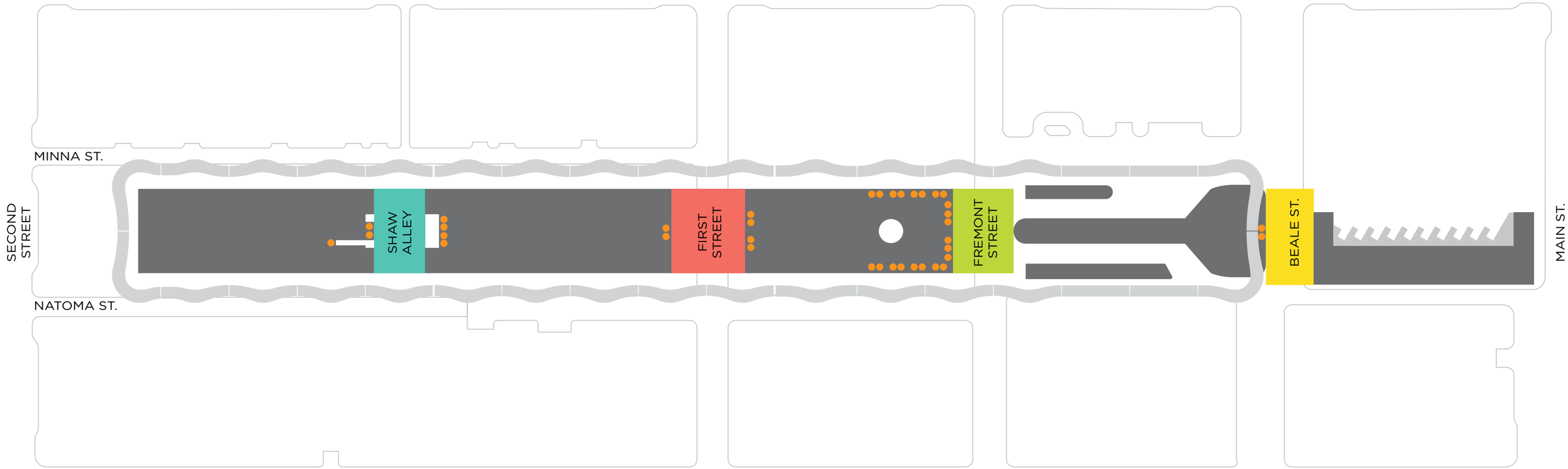
- Mostly Static
- Internally Illuminated

BOTTOM



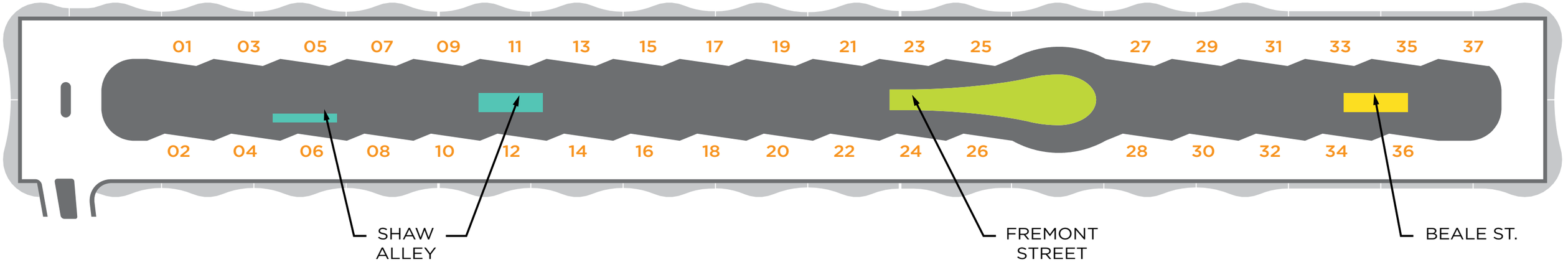
- Floor Mounted
- Data / Power Supply
- Servicing Access

Ground Floor



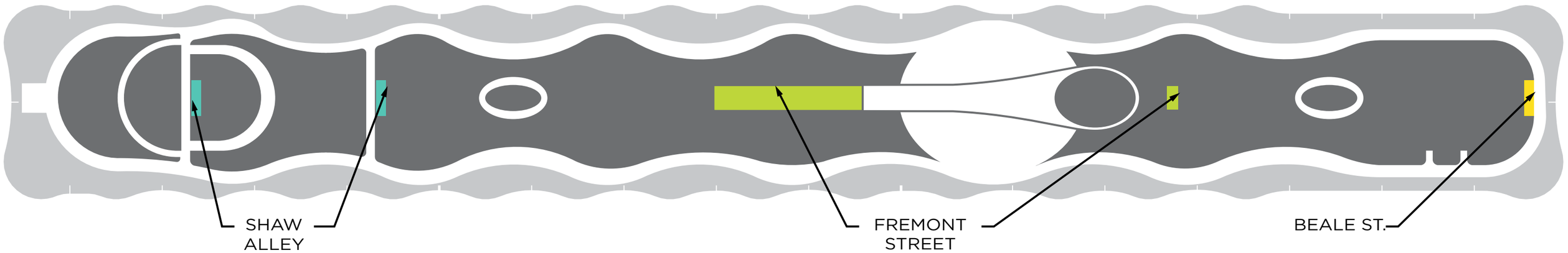
CITY GRID

3 Bus Deck



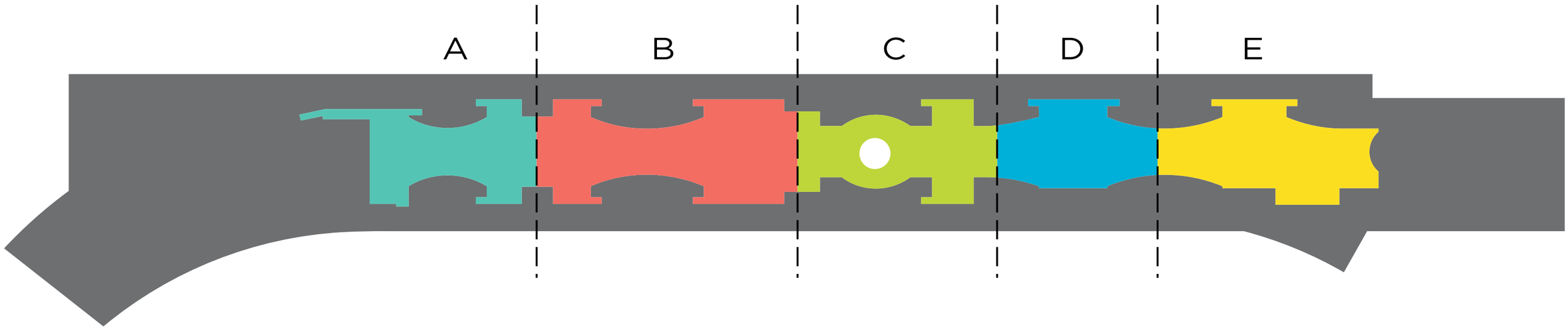
GATES

4 Roof Garden

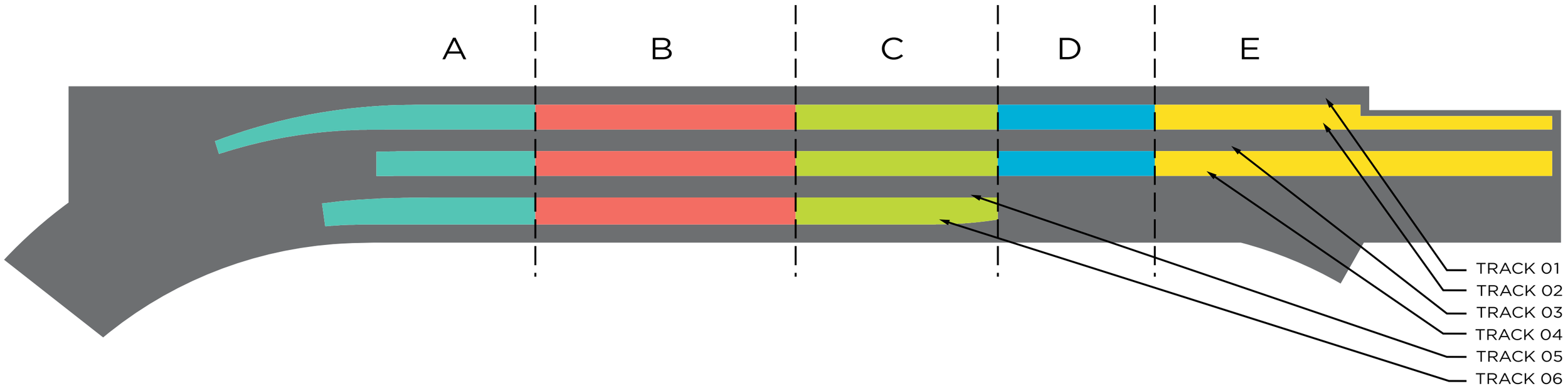


NARRATIVE

B1 Lower Concourse



BOARDING ZONES



TRACKS / ZONES

02 **SIGN TYPES**

SIGN TYPE FAMILIES

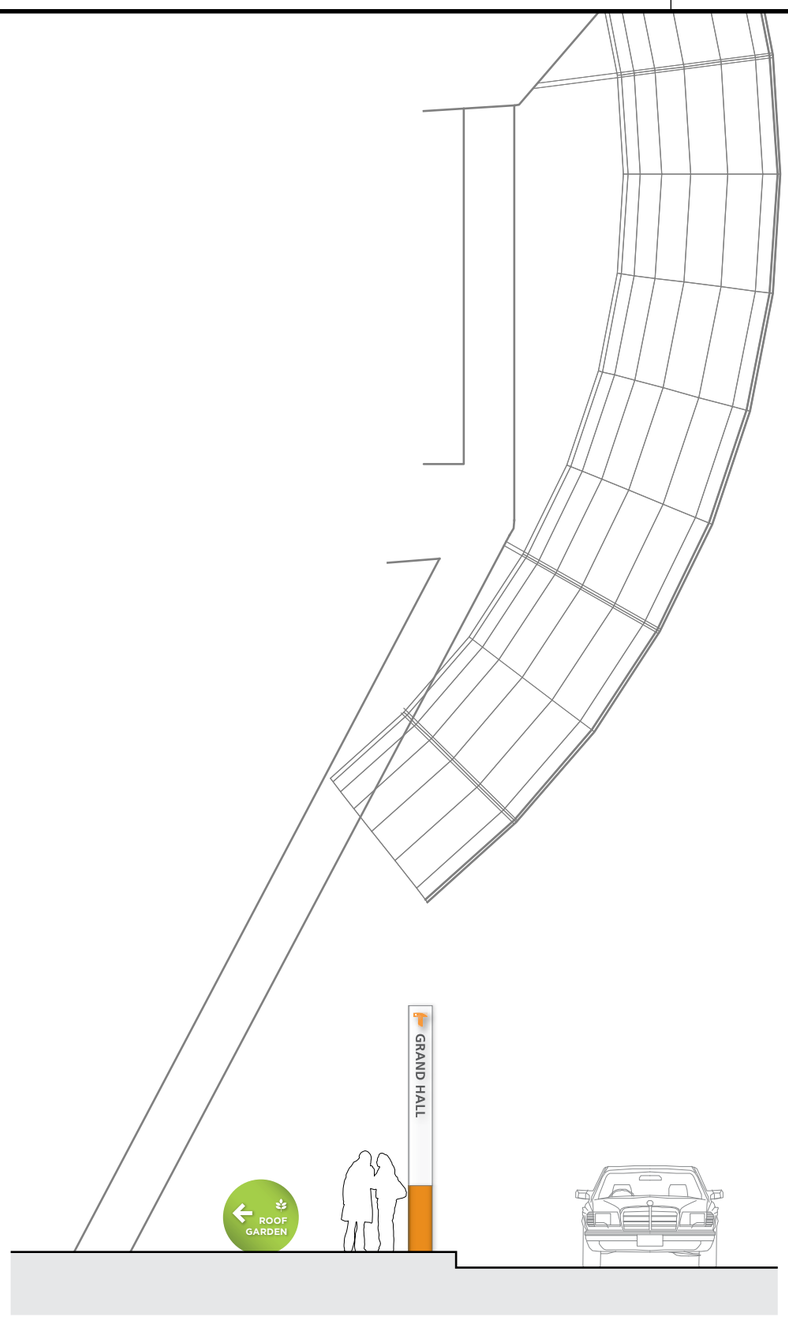
- A) **TRANSIT / WAYFINDING**
  - A-1 **ID / ORIENTATION**
    - GIANT PYLON
    - DESTINATION ID
  - A-2 **ENROUTE**
    - PYLON
    - BLADE SIGN
  - A-3 **INFORMATION**
    - **XL** MESSAGE BOARD
    - **L** MESSAGE BOARD
    - **M** MESSAGE BOARD
    - **S** DIRECTORY / KIOSK
  - A-4 **EMBARK / DISEMBARK**
    - BUS STOP
    - ESCALATOR SIGN
    - STATION ID
    - PLATFORM ID
  - A-5 **TRAFFIC SIGN**
- B) **ROOF GARDEN**
  - ARRIVAL ID
  - PYLON
  - INTERPRETIVE GRAPHICS
- C) **RETAIL SIGNAGE STANDARD**

A-1

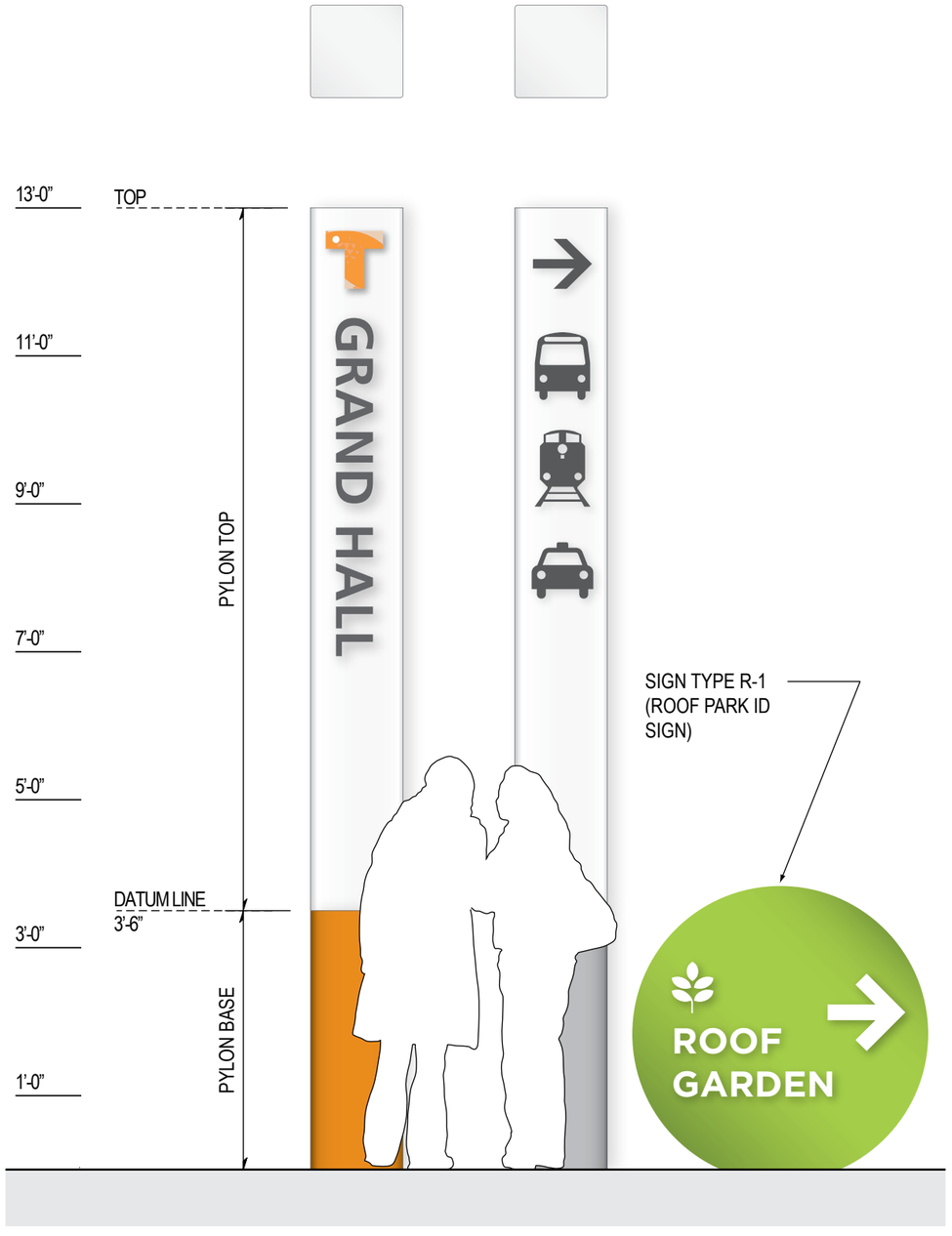
ID / ORIENTATION

TRANSIT WAYFINDING > ID ORIENTATION >

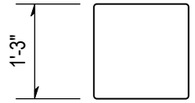
GIANT PYLON



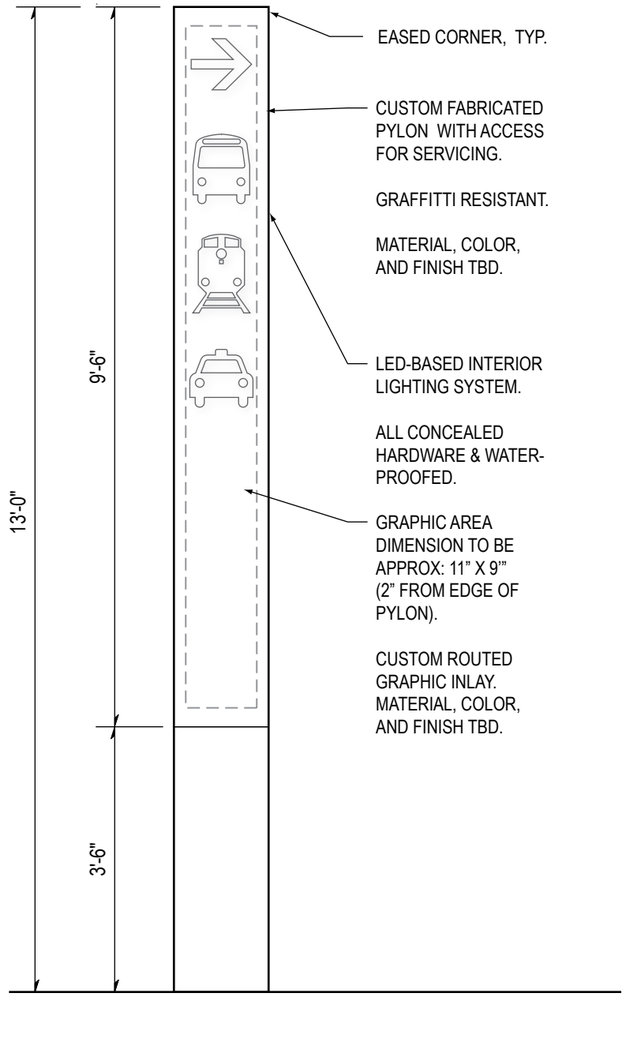
ELEVATION : GIANT PYLON (PS-1) & ROOF PARK ID (R-1)
SCALE : 1/8" = 1'-0"



SKETCH : GIANT PYLON (PS-1) & ROOF PARK ID (R-1)
SCALE : 1/2" = 1'-0"



PLAN: GIANT PYLON (PS-1)
SCALE : 1/2" = 1'-0"



FRONT ELEVATION : GIANT PYLON (PS-1)
SCALE : 1/2" = 1'-0"

MAIN STREET SOUTH
MAIN STREE
AIN STREET
MAIN STREET NORTH

DESTINATION ID

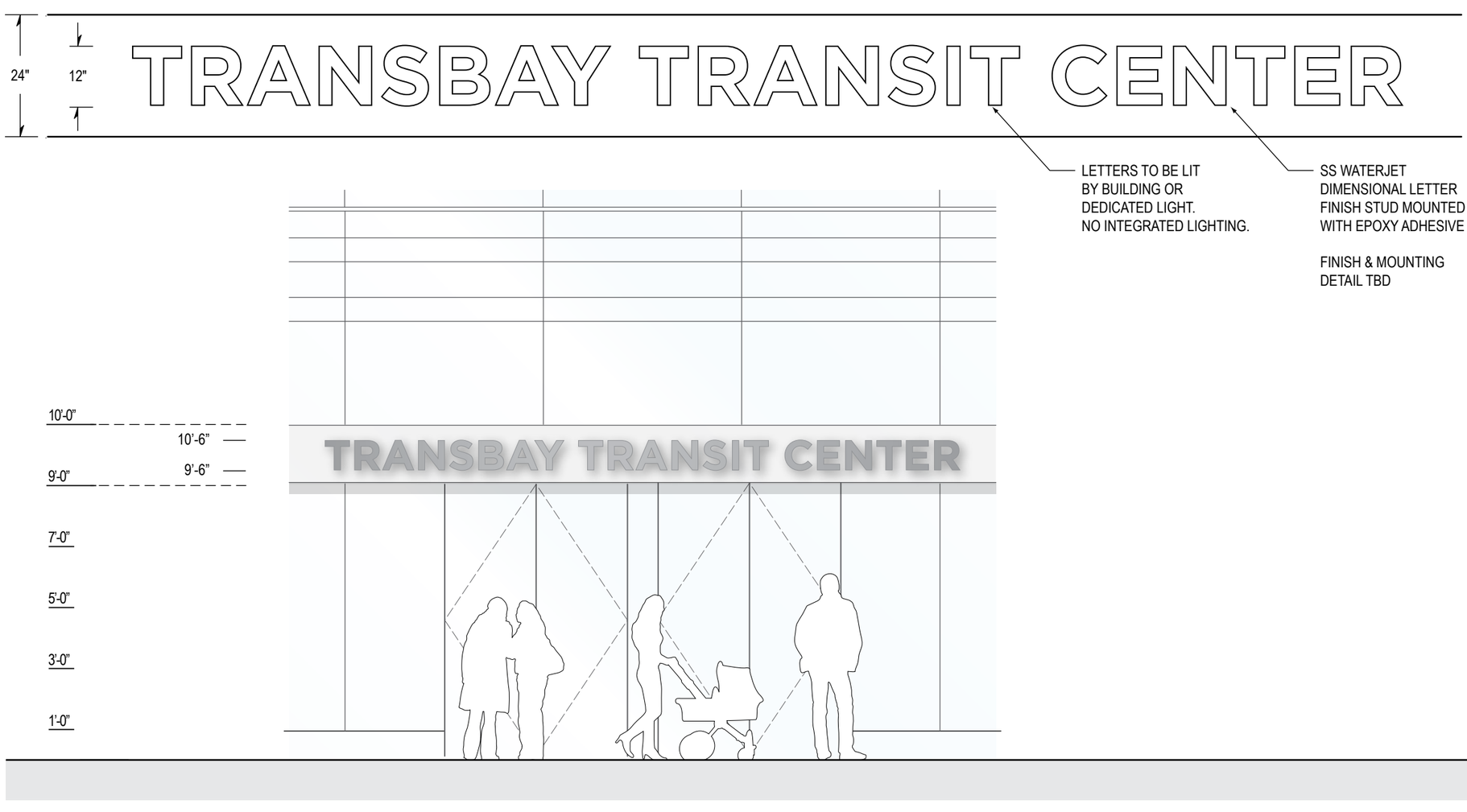
TRANSBAY TRANSIT CENTER
GOTHAM BOLD

TRANSBAY TRANSIT CENTER
FRUTIGER BOLD

TRANSBAY TRANSIT CENTER
HELVETICA BOLD

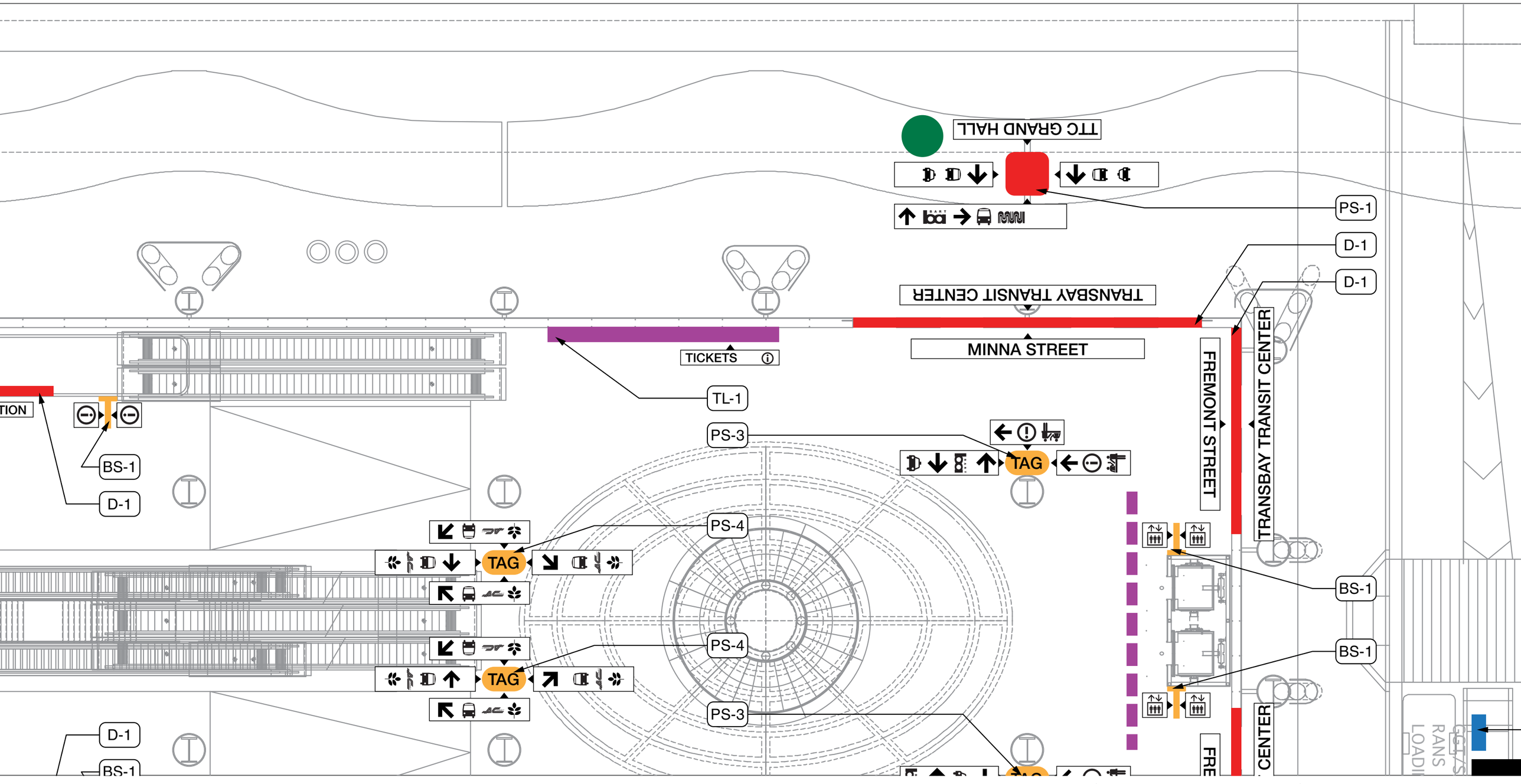
TRANSBAY TRANSIT CENTER
TIMES NEW ROMAN BOLD

FRONT ELEVATION: DESTINATION ID (D-1)
SCALE : 1/2" = 1'-0"



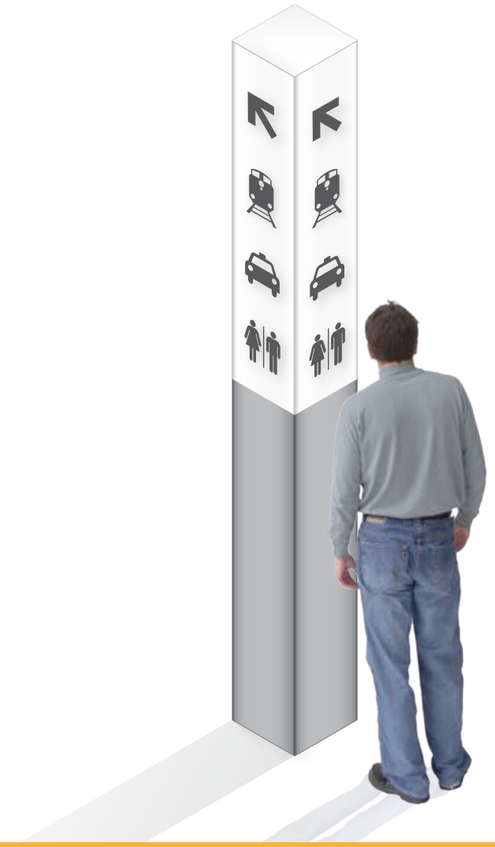
GRAND HALL WEST
GRAND HALL WEST
GRAND HALL WEST
ROOF GARDEN
GRAND HALL EAST
ROOF GARDEN

GIANT PYLON


TTC GRAND HALL
PS-1
D-1
D-1
TRANSBAY TRANSIT CENTER
MINNA STREET
FREMONT STREET
TRANSBAY TRANSIT CENTER
TICKETS
TL-1
PS-3
TAG
BS-1
D-1
PS-4
TAG
PS-4
TAG
PS-3
BS-1
BS-1
D-1
BS-1

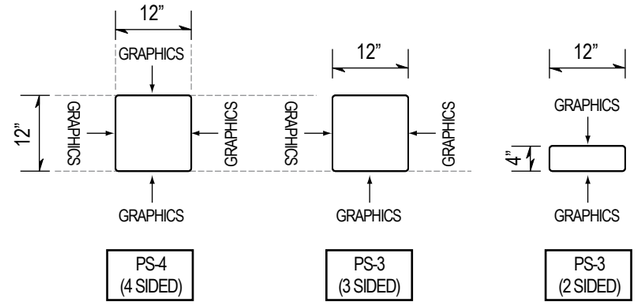
A-2

EN ROUTE

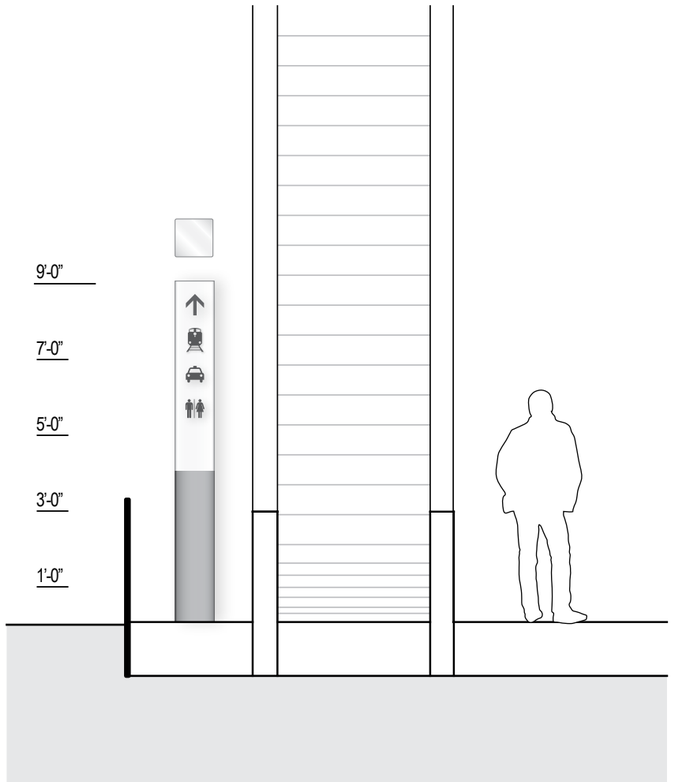


PYLON

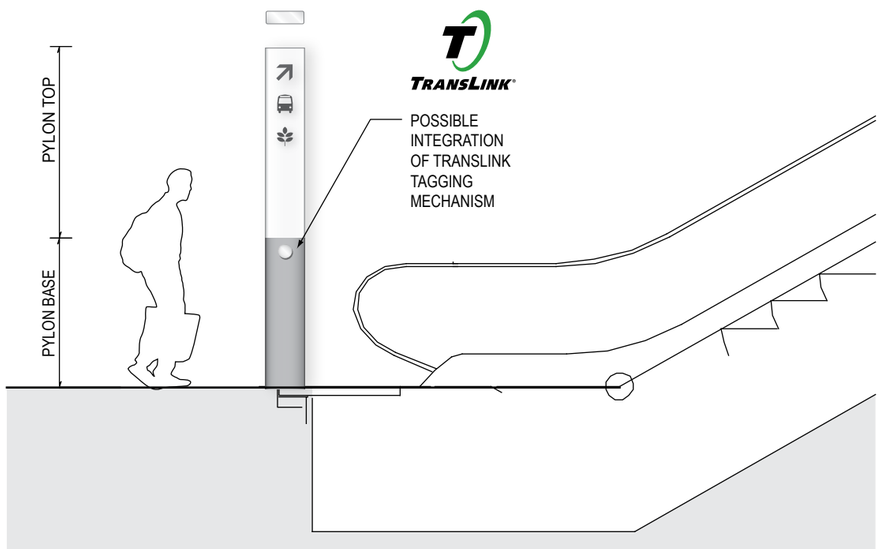
AXONOMETRIC VIEW: PYLON (PS2, PS3, PS4)
SCALE : NTS



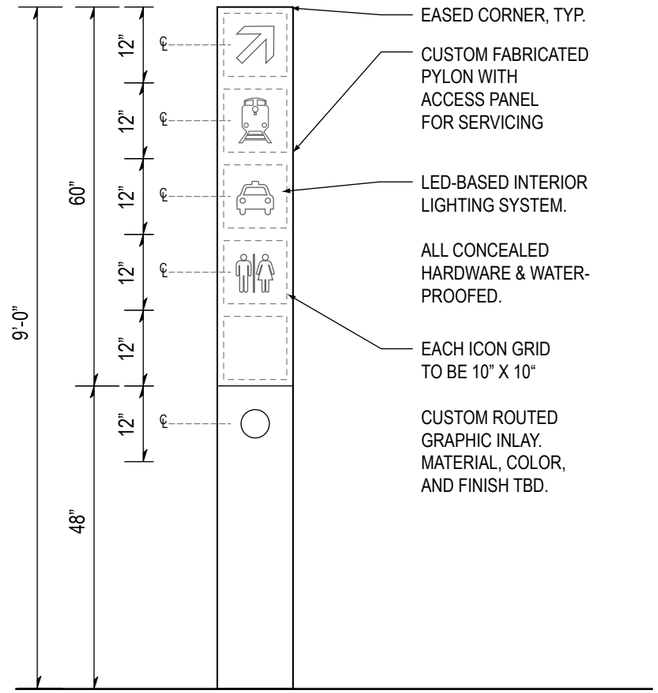
PLAN : PYLON (PS2, PS3, PS4)
SCALE : 1/2” = 1’-0”



SKETCH : PYLON (PS2, PS3, PS4)
SCALE : 1/4” = 1’-0”

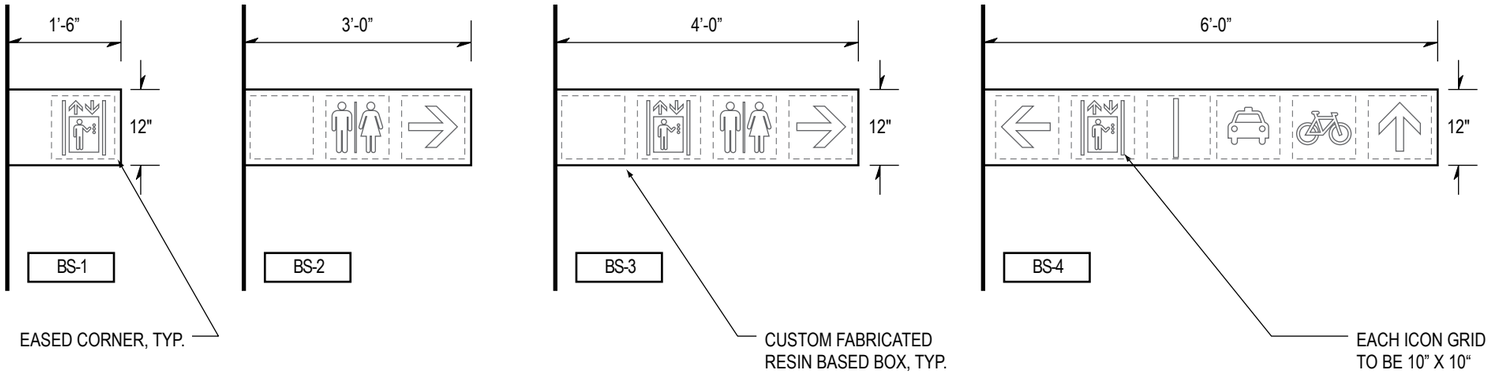


SKETCH : PYLON (PS2, PS3, PS4)
SCALE : 1/4” = 1’-0”

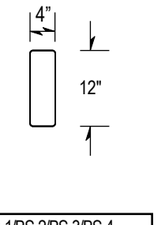


FRONT ELEVATION : PYLON (PS2, PS3, PS4)
SCALE : 1/2” = 1’-0”

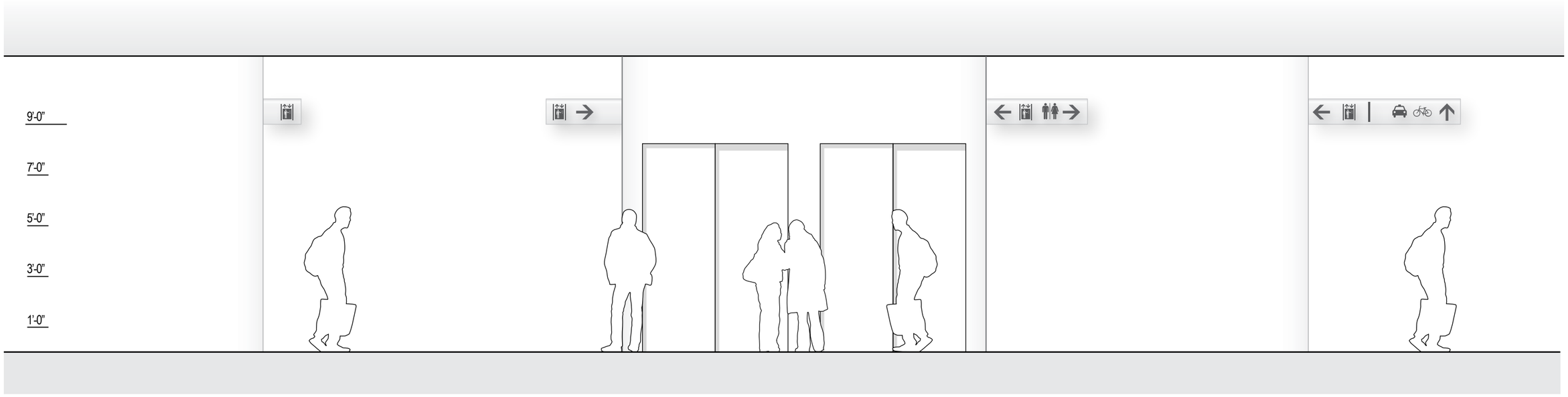
STATIC BLADE (BS-1/BS-2/BS-3/BS-4)



FRONT ELEVATION : STATIC BLADE (BS-1/BS-2/BS-3/BS-4)
SCALE : 1/2" = 1'-0"



SIDE ELEVATION : STATIC BLADE (BS-1/BS-2/BS-3/BS-4)
SCALE : 1/2" = 1'-0"



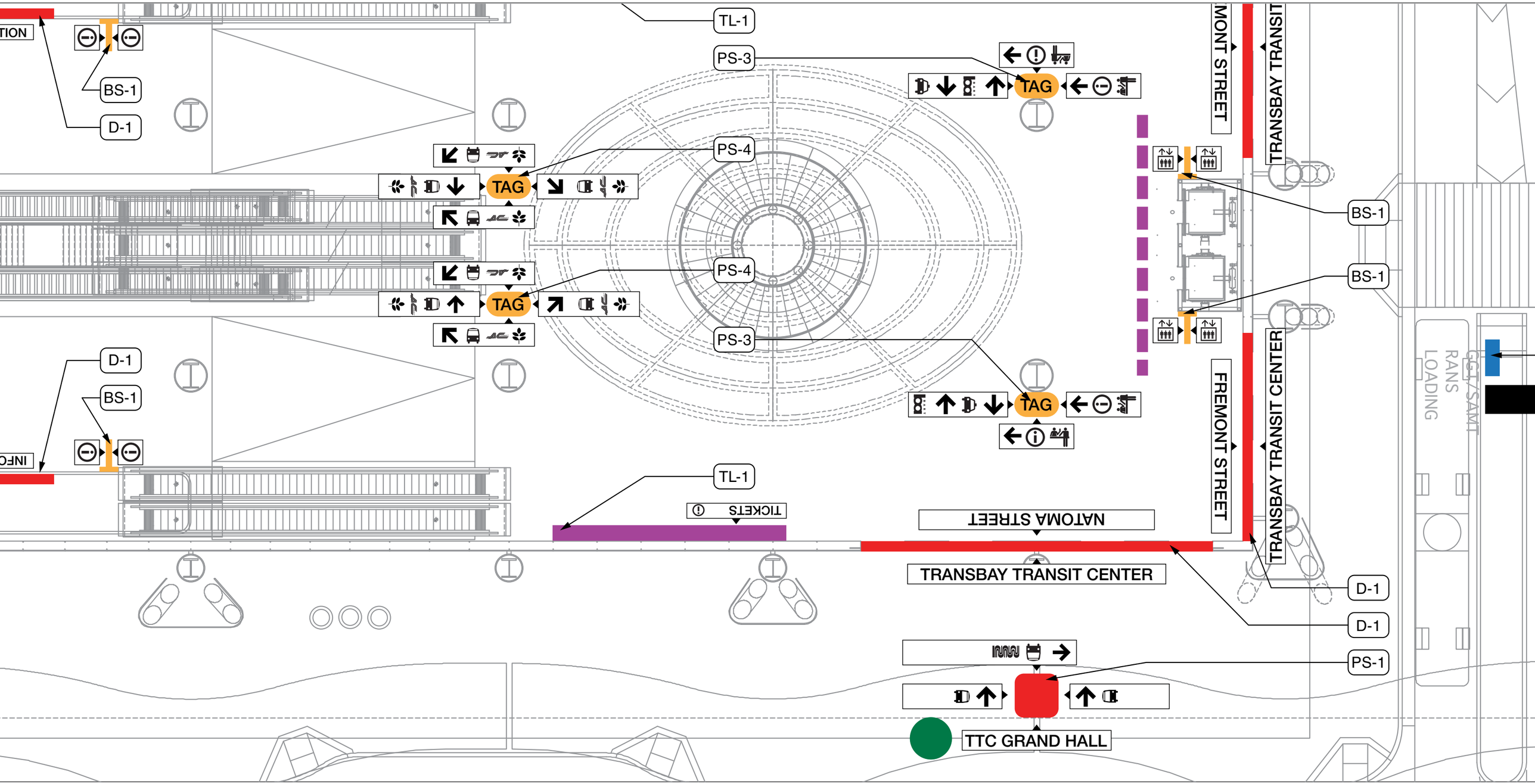
SKETCH : STATIC BLADE (BS-1/BS-2/BS-3/BS-4/BS-5)
SCALE : 1/4" = 1'-0"

TRANSIT WAYFINDING > EN ROUTE >

STATIC BLADE (BS-1/BS-2/BS-3/BS-4)

TRANSIT WAYFINDING > EN ROUTE >

PYLON

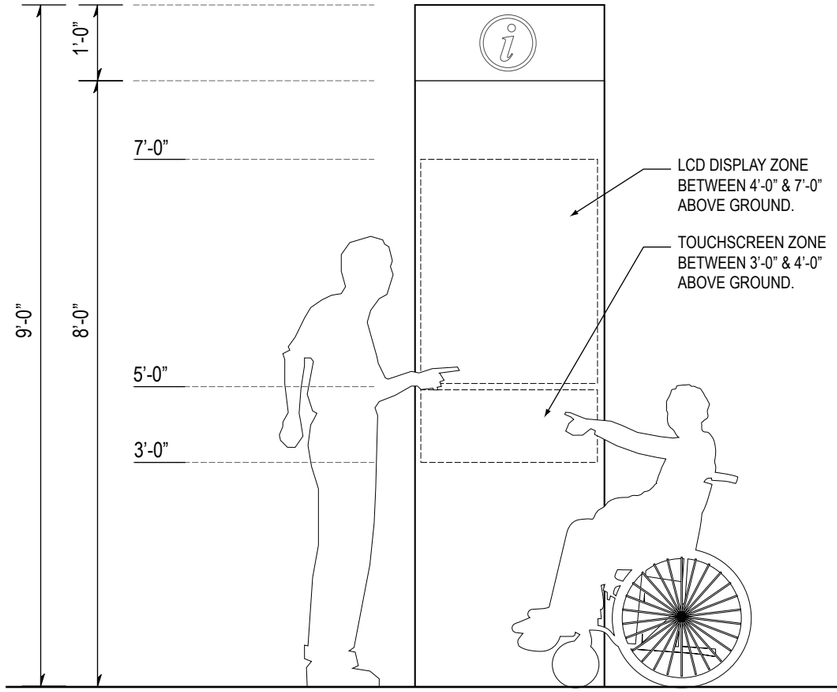


A-3

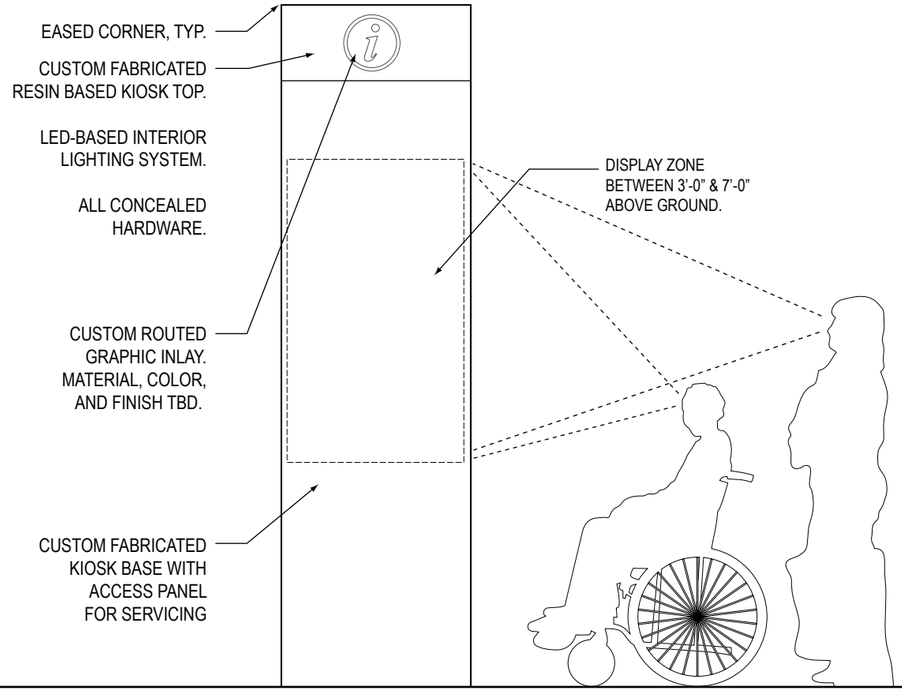
INFORMATION

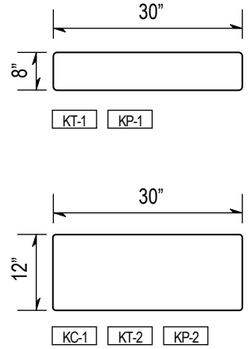
TRANSIT WAYFINDING > INFORMATION >

INFORMATION KIOSK (KT-1/ KT-2/ KC-1/ KP-1/ KP-2)

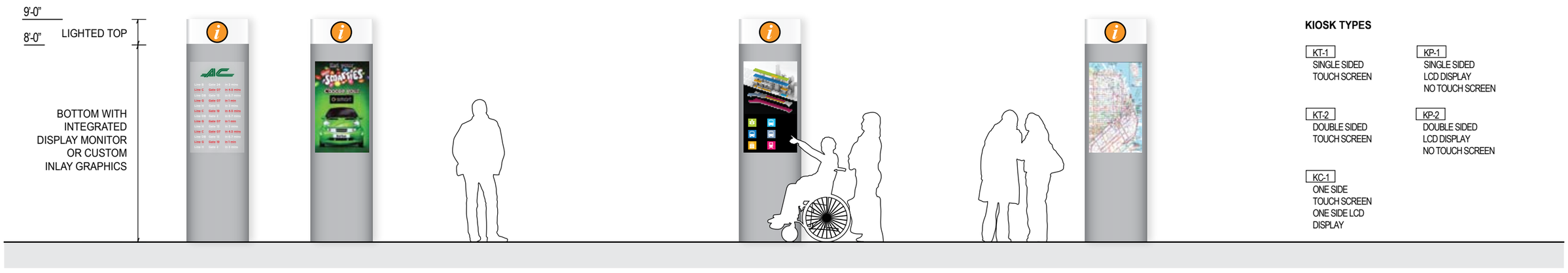


FRONT ELEVATION : INFORMATION KIOSK (KT-1/ KT-2/ KC-1/ KP-1/ KP-2)
SCALE : 1/2" = 1'-0"





PLAN : INFORMATION KIOSK (KT-1/ KT-2/ KC-1/ KP-1/ KP-2)
SCALE : 1/2" = 1'-0"



SKETCH: INFORMATION KIOSK (KT-1/ KT-2/ KC-1/ KP-1/ KP-2)
SCALE : 1/4" = 1'-0"

KIOSK TYPES

KT-1
SINGLE SIDED
TOUCH SCREEN

KP-1
SINGLE SIDED
LCD DISPLAY
NO TOUCH SCREEN

KT-2
DOUBLE SIDED
TOUCH SCREEN

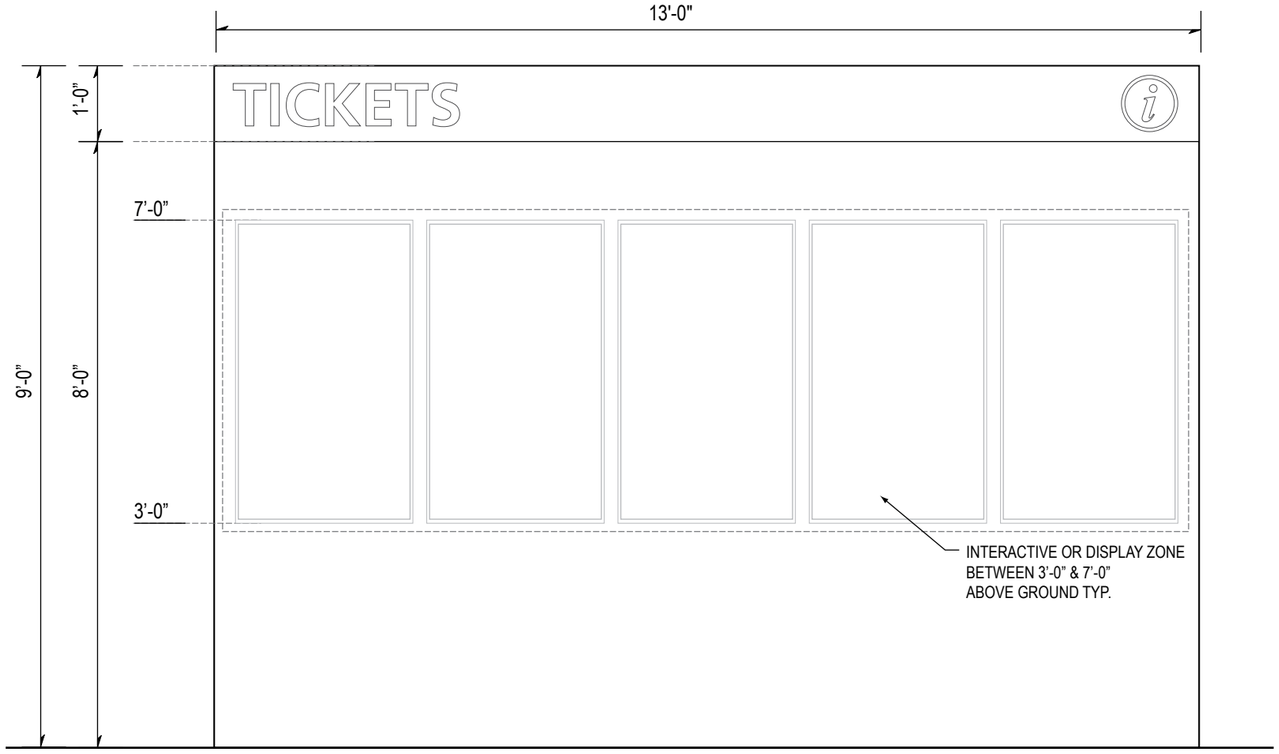
KP-2
DOUBLE SIDED
LCD DISPLAY
NO TOUCH SCREEN

KC-1
ONE SIDE
TOUCH SCREEN
ONE SIDE LCD
DISPLAY

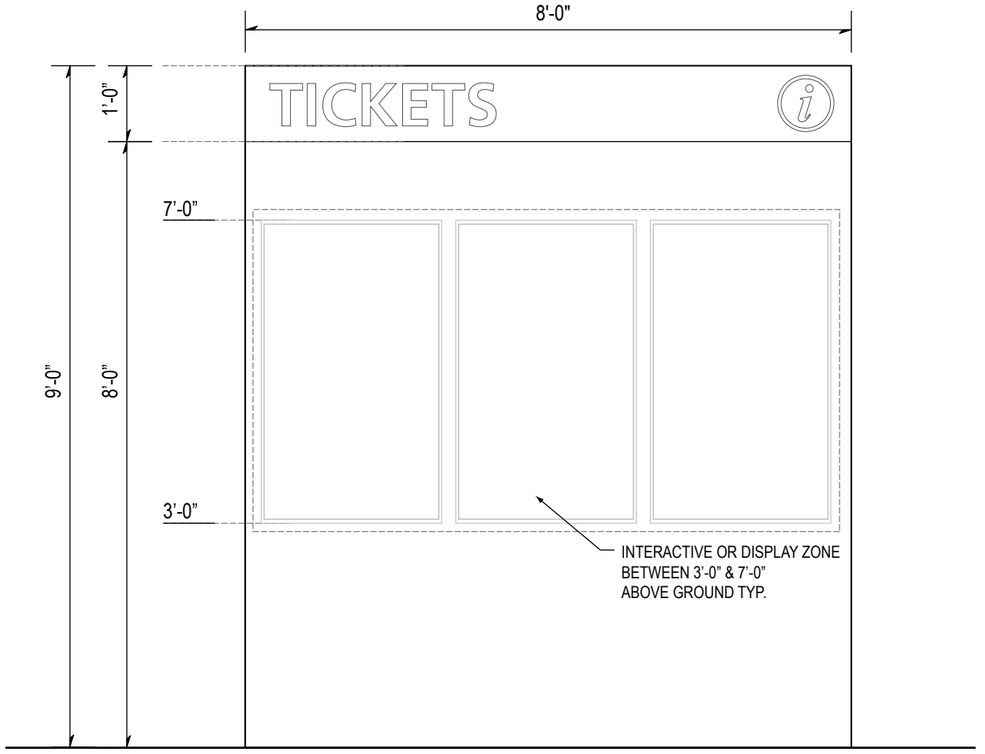
1
Sun
2 FEB
2009
PM
12 36 32

TRANSIT WAYFINDING > INFORMATION >

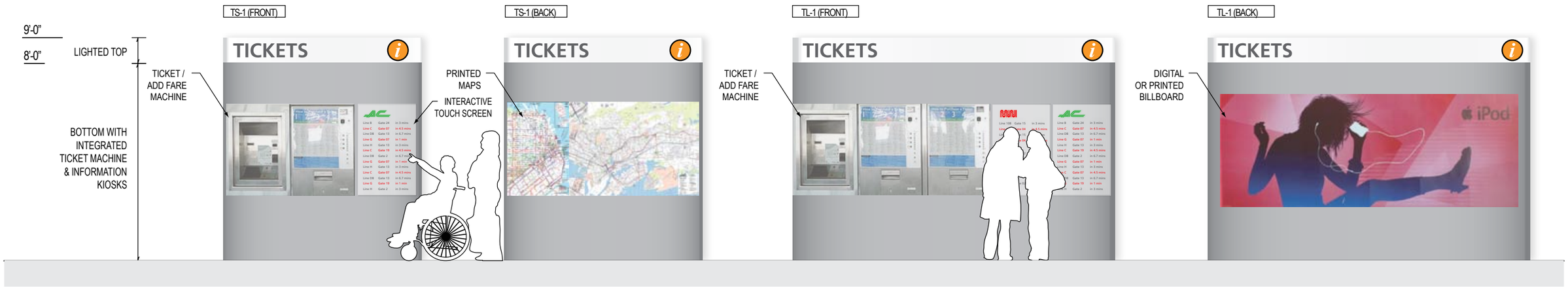
TICKETS / INFORMATION KIOSK (TL-1 / TS-1)



FRONT ELEVATION : LARGE TICKET / INFORMATION KIOSK (TL-1)
SCALE : 1/2" = 1'-0"



FRONT ELEVATION : SMALL TICKET / INFORMATION KIOSK (TS-1)
SCALE : 1/2" = 1'-0"



SKETCH: TICKET / INFORMATION KIOSK (TL-1/ TS-1)
SCALE : 1/4" = 1'-0"

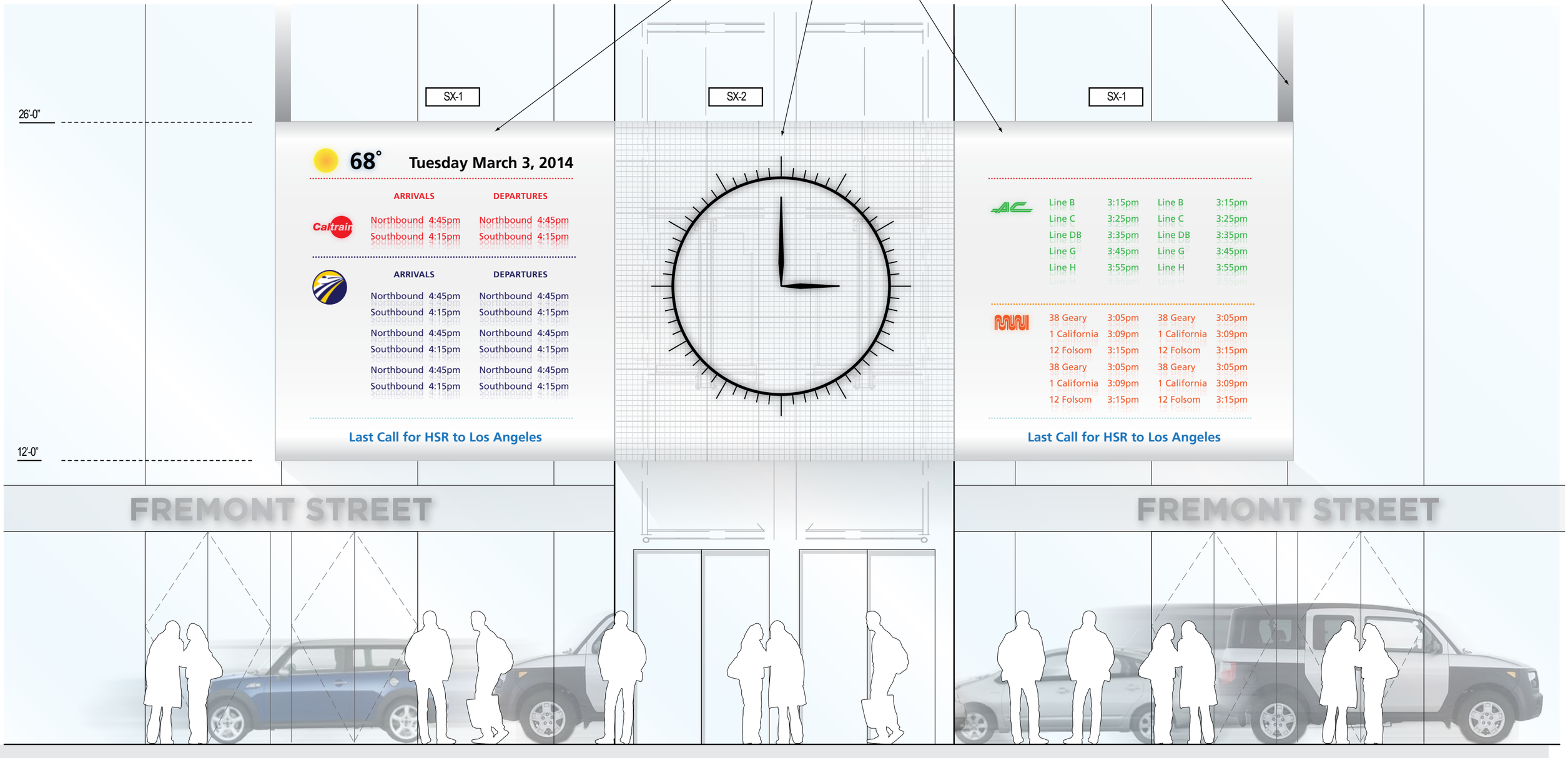
EXTRA LARGE SCHEDULE BOARD (SX-1/SX-2)

LARGE LED DISPLAY RESOLUTION TBD

LEFT & RIGHT PANELS (SX-1)TO HAVE HIGHER RESOLUTION FOR DISPLAYING TEXT-BASED TRANSIT INFORMATION.

CENTER PANEL (SX-2) CAN POSSIBLY HAVE LOWER RESOLUTIONFOR DISPLAYING OTHER INFORMATION SUCH AS TIME & LIVE VIDEO.

STRUCTURAL FRAME DETAIL TBD



SKETCH : EXTRA LARGE SCHEDULE BOARD (SX-1/SX-2)
SCALE : 1/4" = 1'-0"

TRANSIT WAYFINDING > INFORMATION >

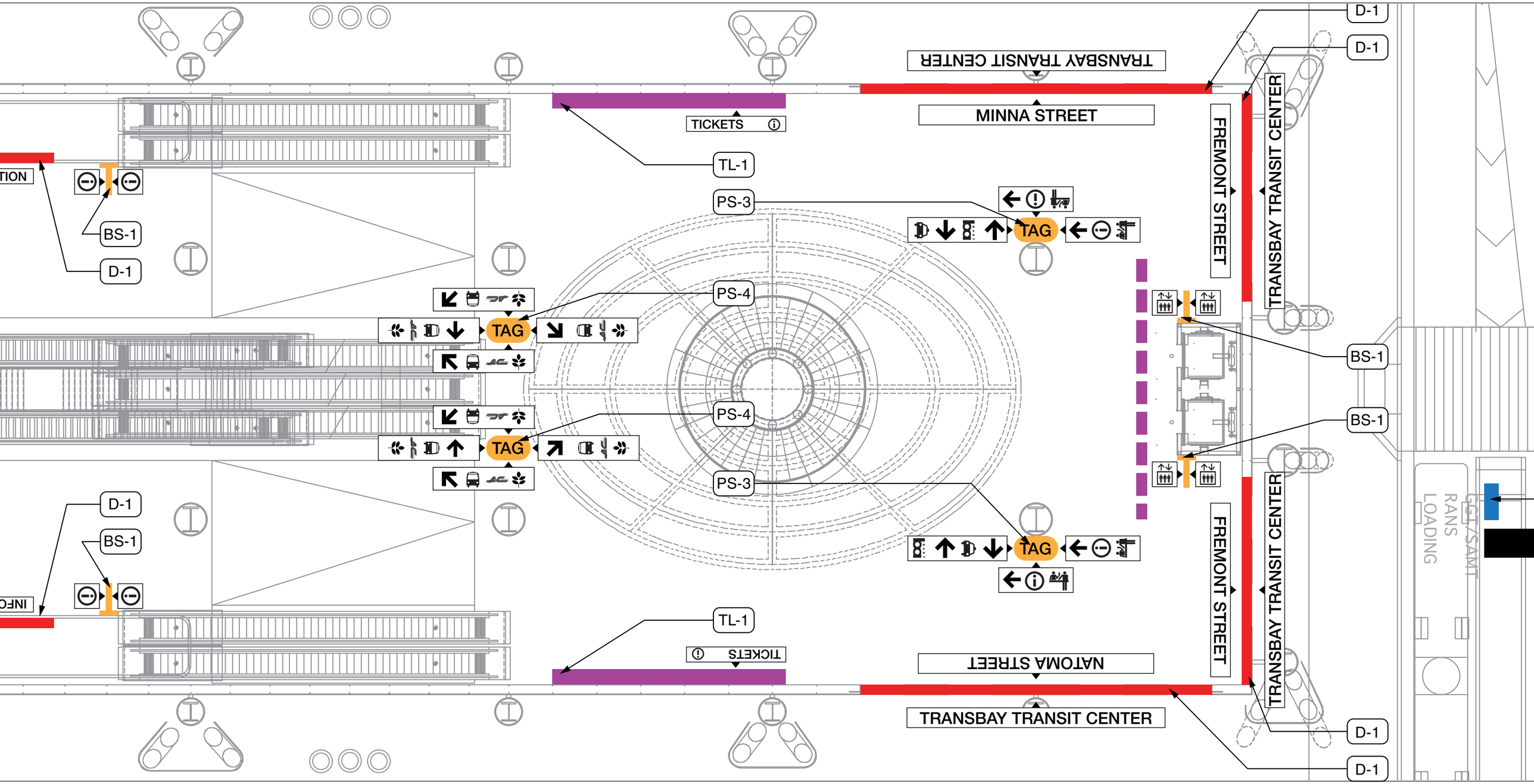
INFORMATION KIOSK (KT-1/ KT-2/ KC-1/ KP-1/ KP-2)

TRANSIT WAYFINDING > INFORMATION >

TICKETS / INFORMATION KIOSK (TL-1 / TS-1)

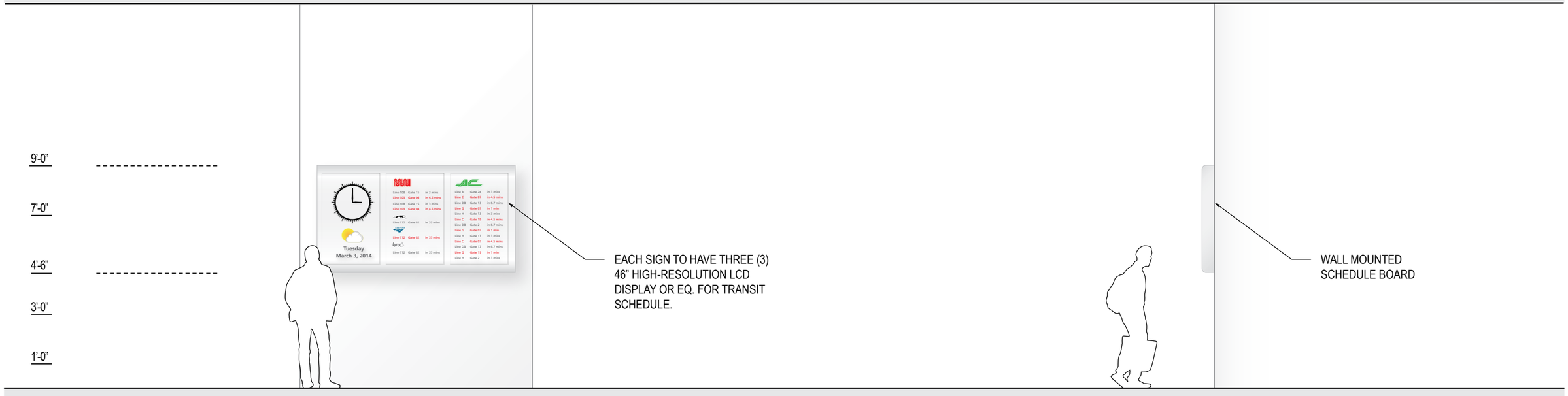
TRANSIT WAYFINDING > INFORMATION >

EXTRA LARGE SCHEDULE BOARD (SX-1/SX-2)



TRANSIT WAYFINDING > INFORMATION >

MEDIUM SCHEDULE BOARD (SM-1)



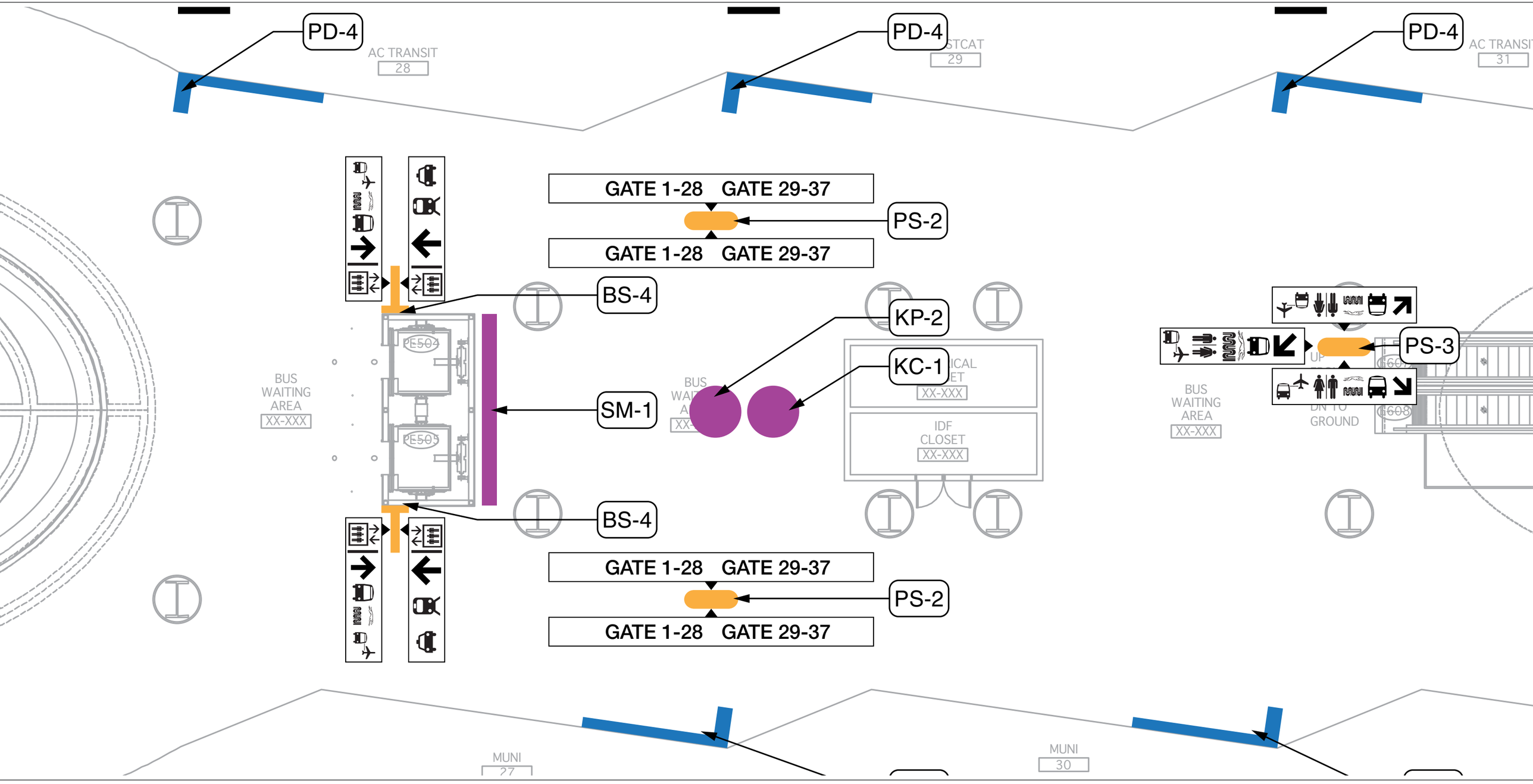
SKETCH : MEDIUM SCHEDULE BOARD (SM-1)
SCALE : 1/4" = 1'-0"

TRANSIT WAYFINDING > INFORMATION >

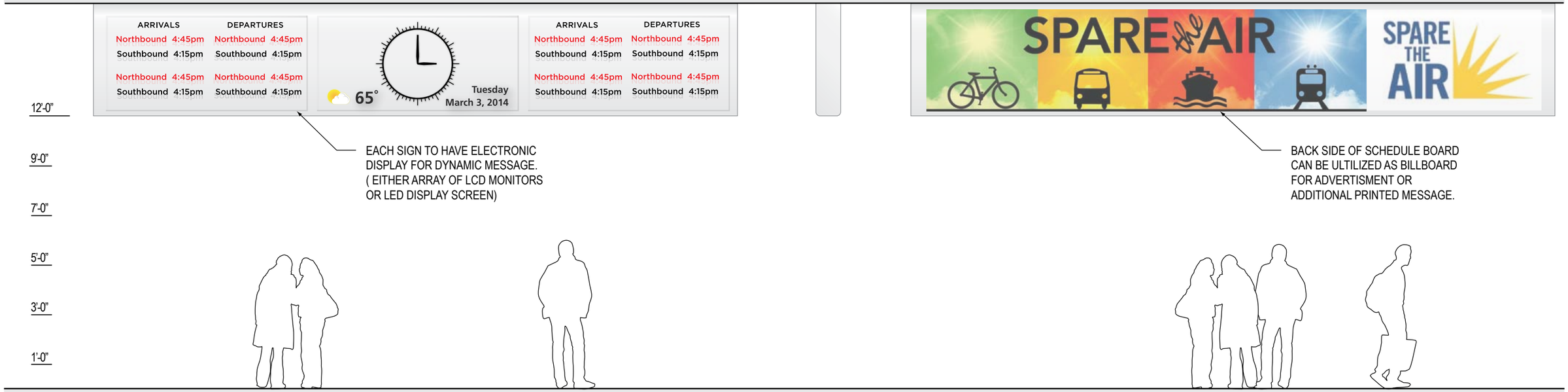
INFORMATION KIOSK (KT-1/ KT-2/ KC-1/ KP-1/ KP-2)

TRANSIT WAYFINDING > INFORMATION >

MEDIUM SCHEDULE BOARD (SM-1)



LARGE SCHEDULE BOARD (SL-1)



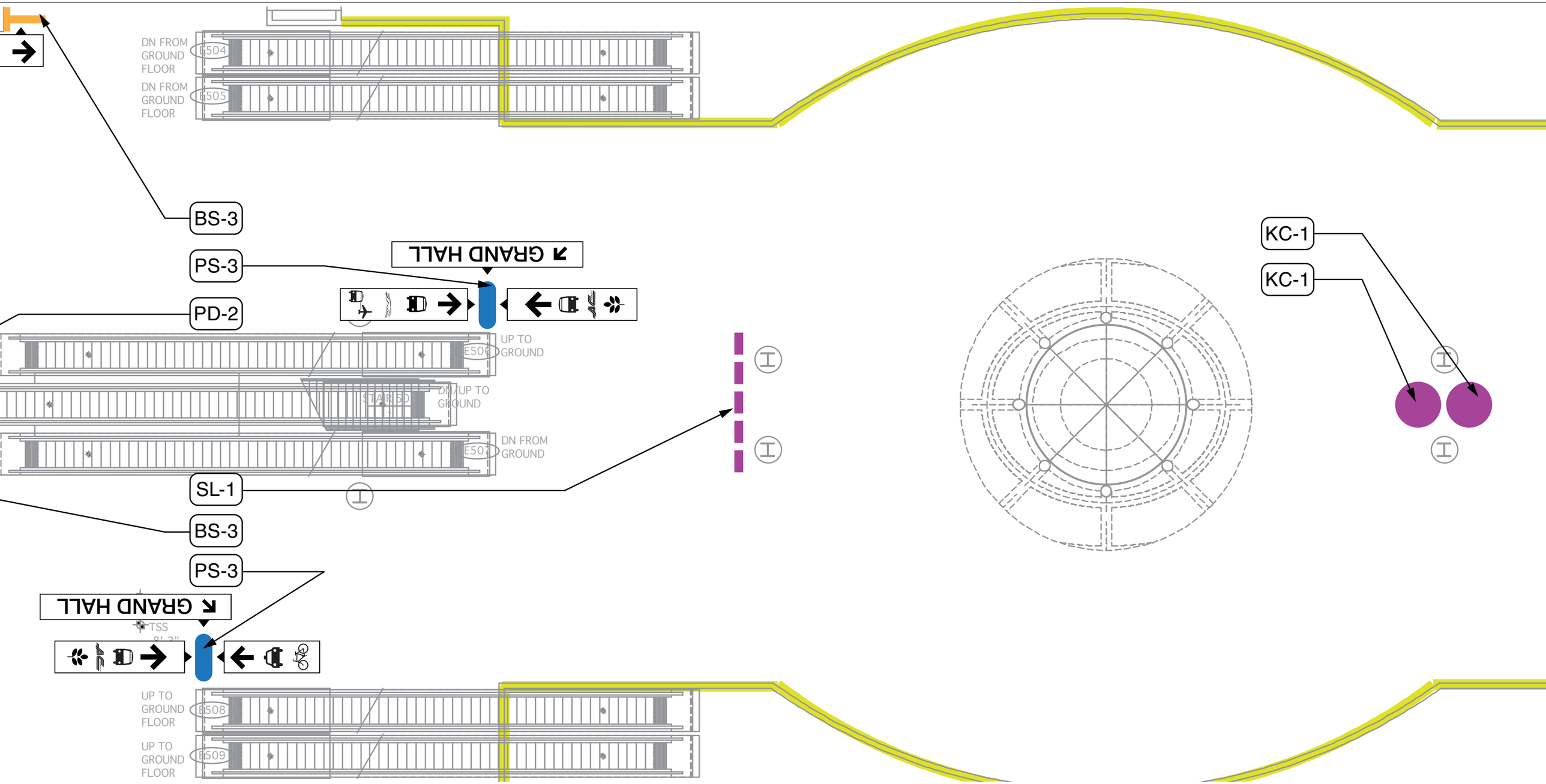
SKETCH : LARGE SCHEDULE BOARD (SL-1)
SCALE : 1/4" = 1'-0"

TRANSIT WAYFINDING > INFORMATION >

INFORMATION KIOSK (KT-1/ KT-2/ KC-1/ KP-1/ KP-2)

TRANSIT WAYFINDING > INFORMATION >

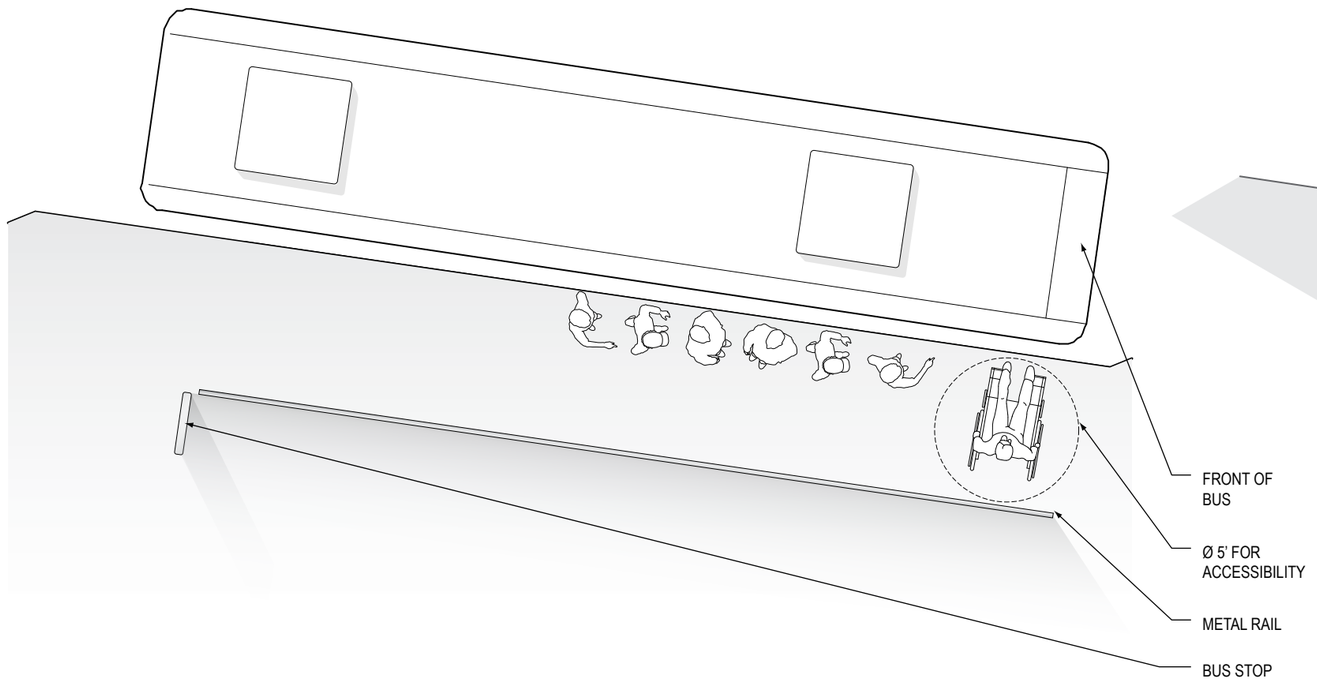
LARGE SCHEDULE BOARD (SL-1)



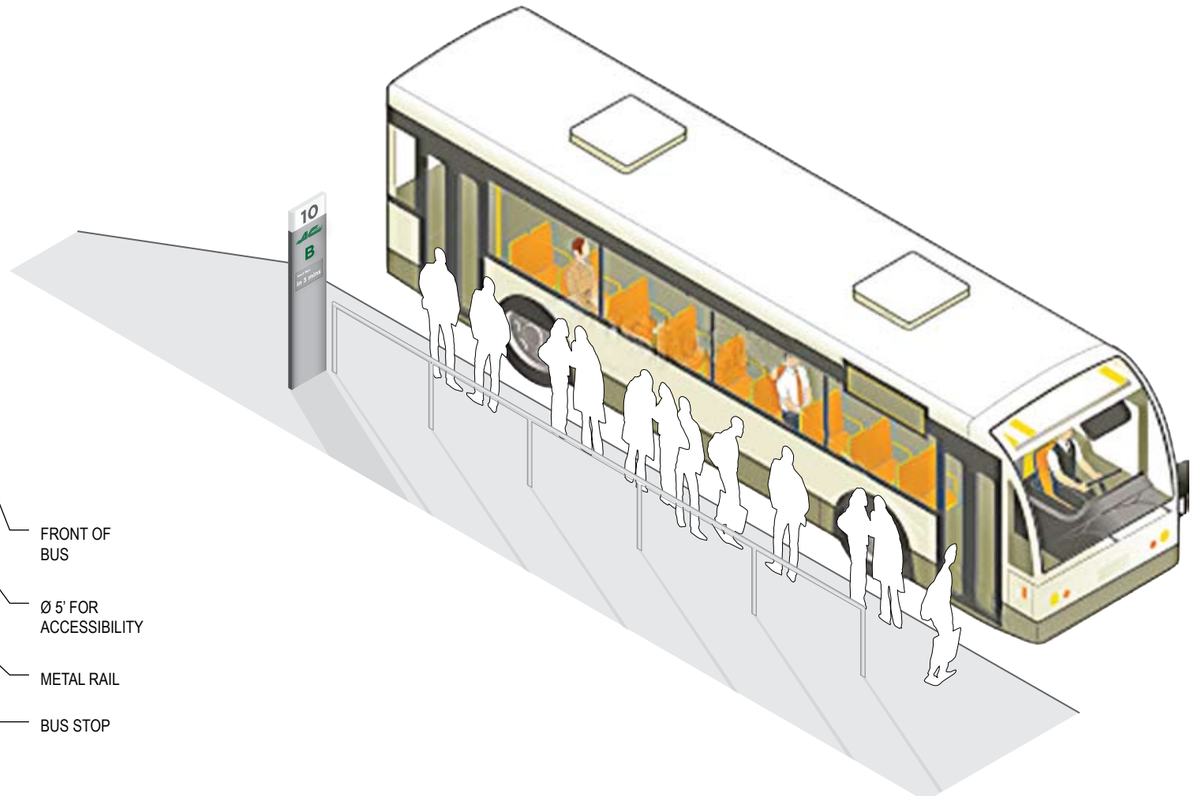
A-4

EMBARK / DISEMBARK

BUS STOP (PD-4/ PD-5/ PD-6)

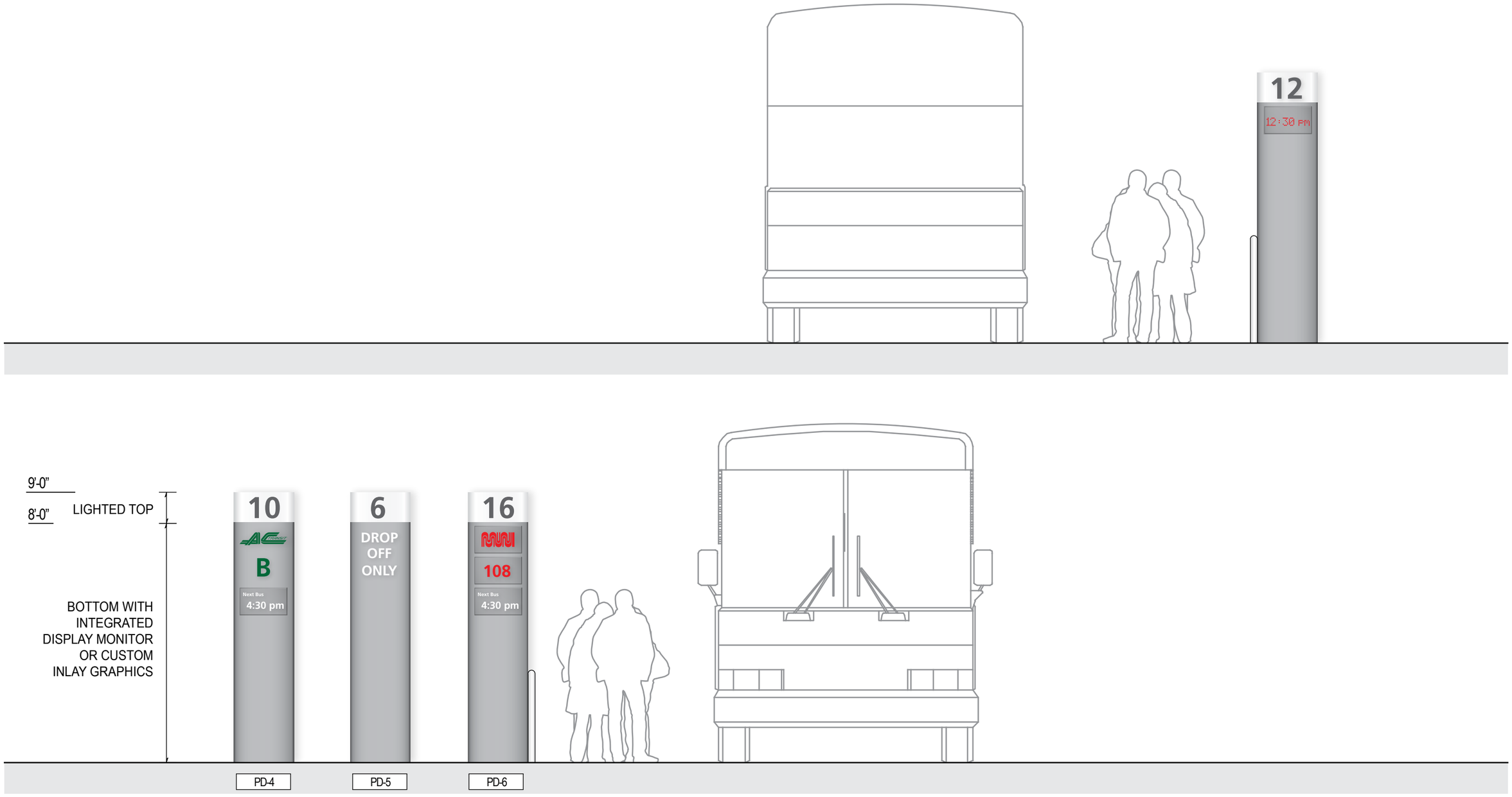


PLAN DIAGRAM
SCALE : NTS



AXONOMETRIC DIAGRAM
SCALE : NTS

BUS STOP (PD-4/ PD-5/ PD-6)



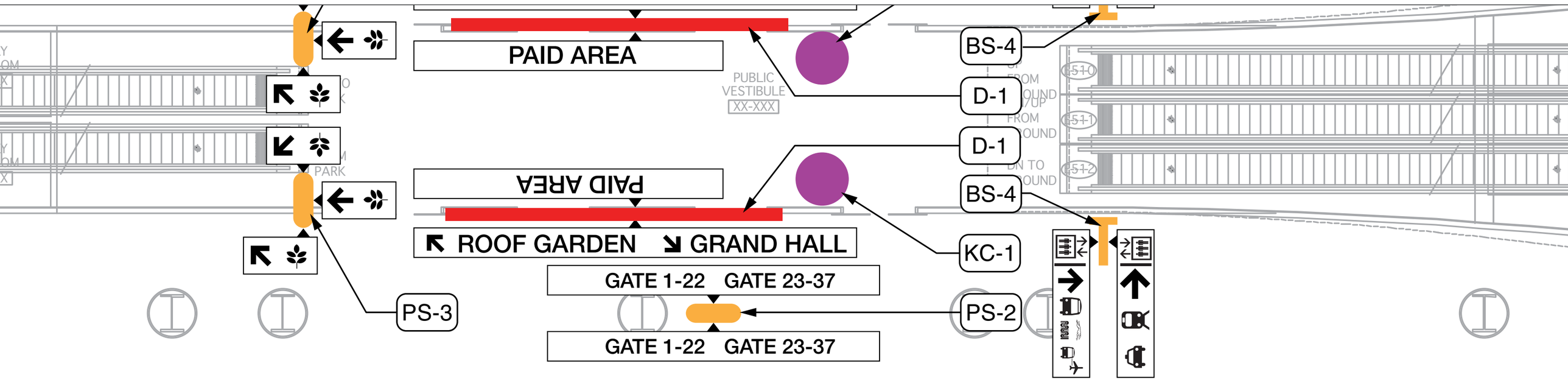
SKETCH: BUS STOP (PD-4 / PD-5 / PD-6)
SCALE : 1/4" = 1'-0"

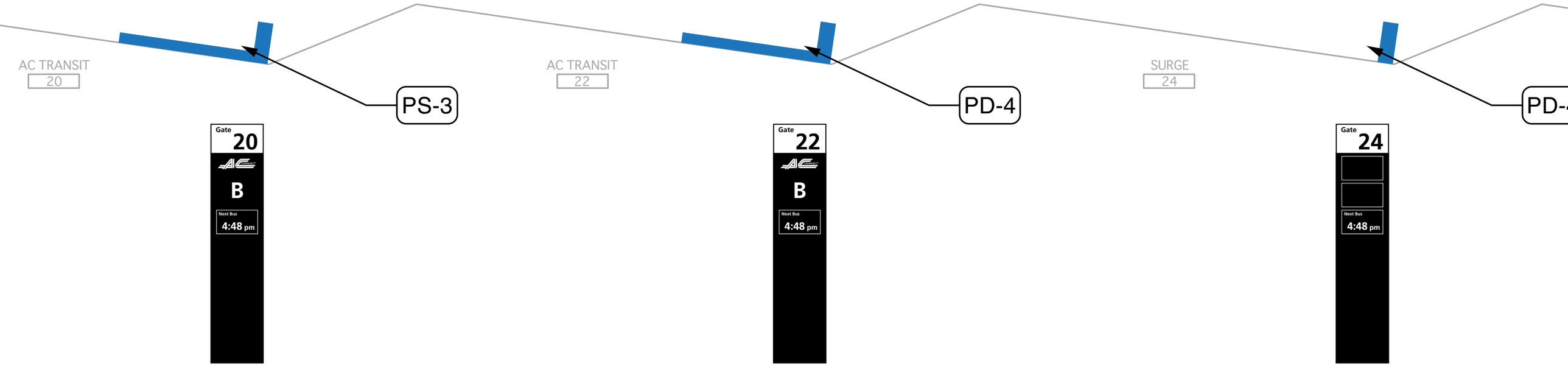
November 10, 2009

Transbay Transit Center

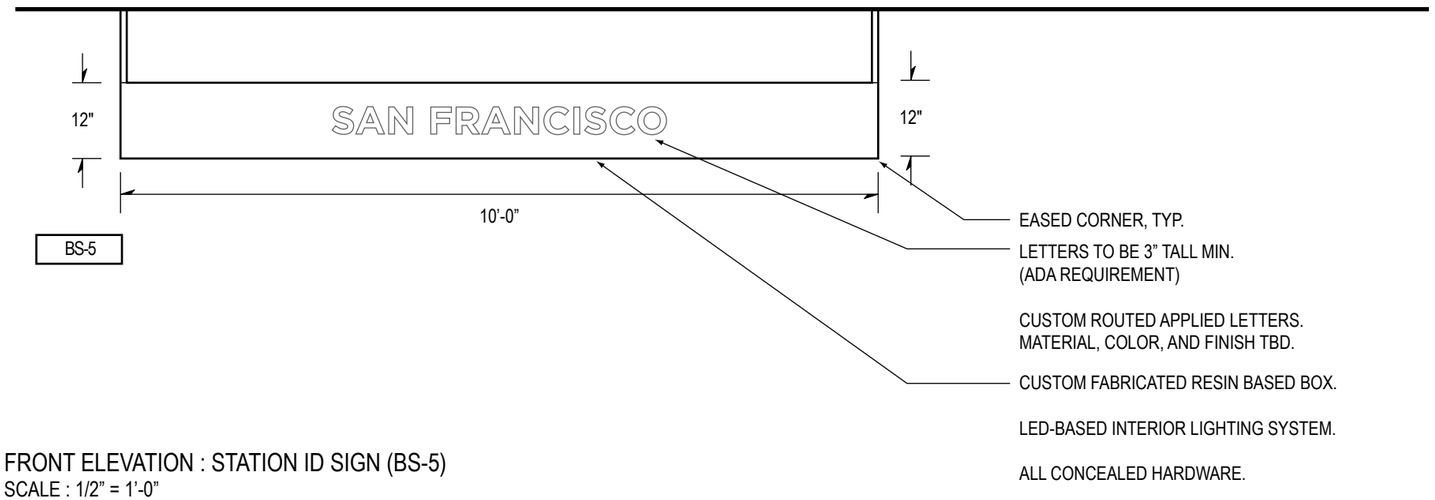
WRNS STUDIO LLP

BUS STOP (PD-4/ PD-5/ PD-6)

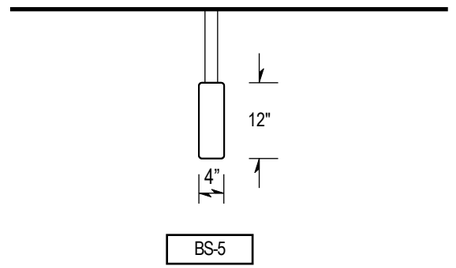




STATION ID SIGN (BS-5)



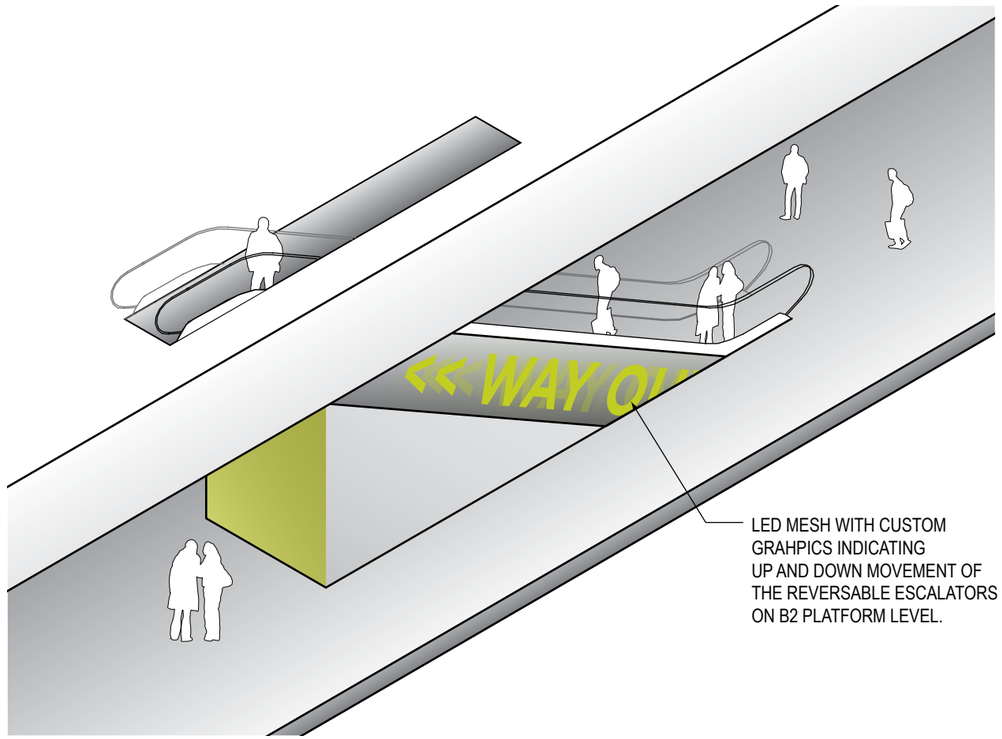
FRONT ELEVATION : STATION ID SIGN (BS-5)
SCALE : 1/2" = 1'-0"



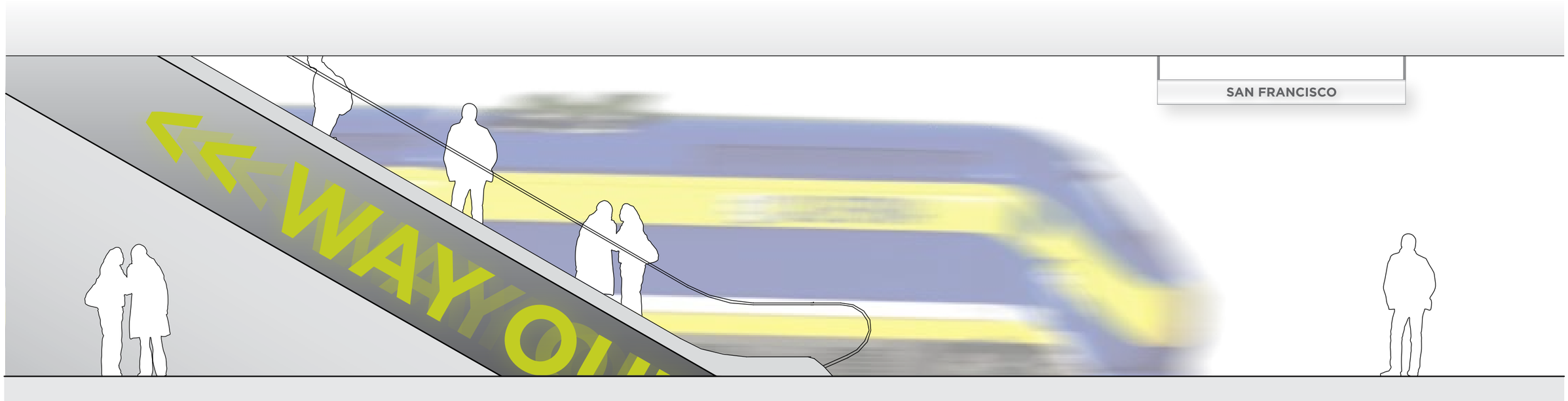
SIDE ELEVATION : STATION ID SIGN (BS-5)
SCALE : 1/2" = 1'-0"

SKETCH : STATION ID SIGN (BS-5)
SCALE : 1/4" = 1'-0"

ESCALATOR SIGN (SE-1)

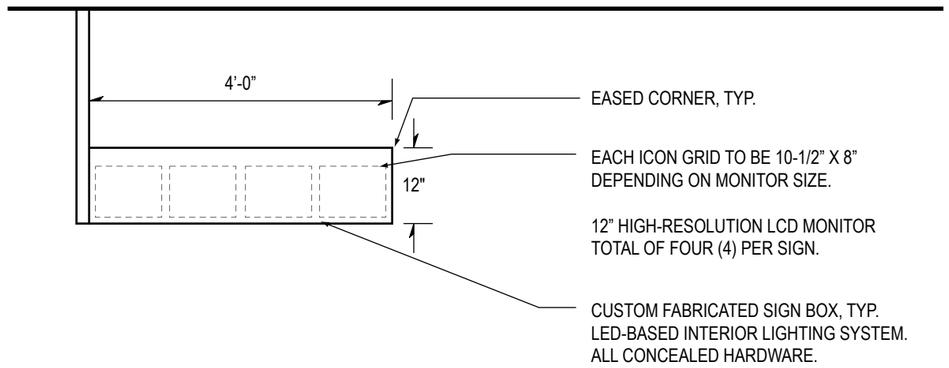


AXONOMETRIC SKETCH: ESCALATOR SIGN (SE-1)
SCALE : NTS

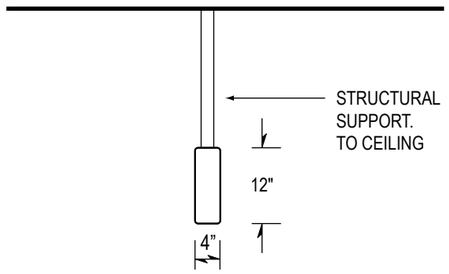


SKETCH : ESCALATOR SIGN (SE-1)
SCALE : 1/4" = 1'-0"

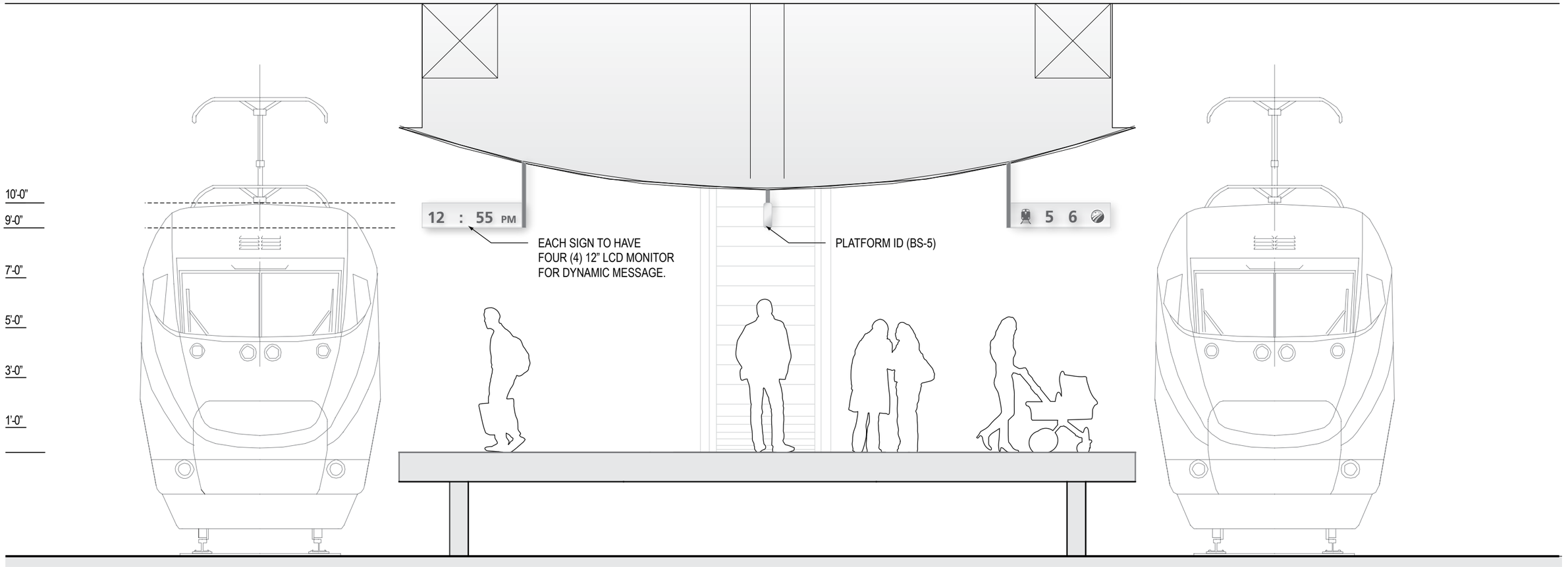
PLATFORM ID (BD-4)



FRONT ELEVATION : PLATFORM ID (BD-4)
SCALE : 1/2" = 1'-0"



SIDE ELEVATION : STATION ID SIGN (BS-5)
SCALE : 1/2" = 1'-0"



SKETCH : STATION ID SIGN (BS-5)
SCALE : 1/4" = 1'-0"

TRANSIT WAYFINDING > EMBARK / DISEMBARK >

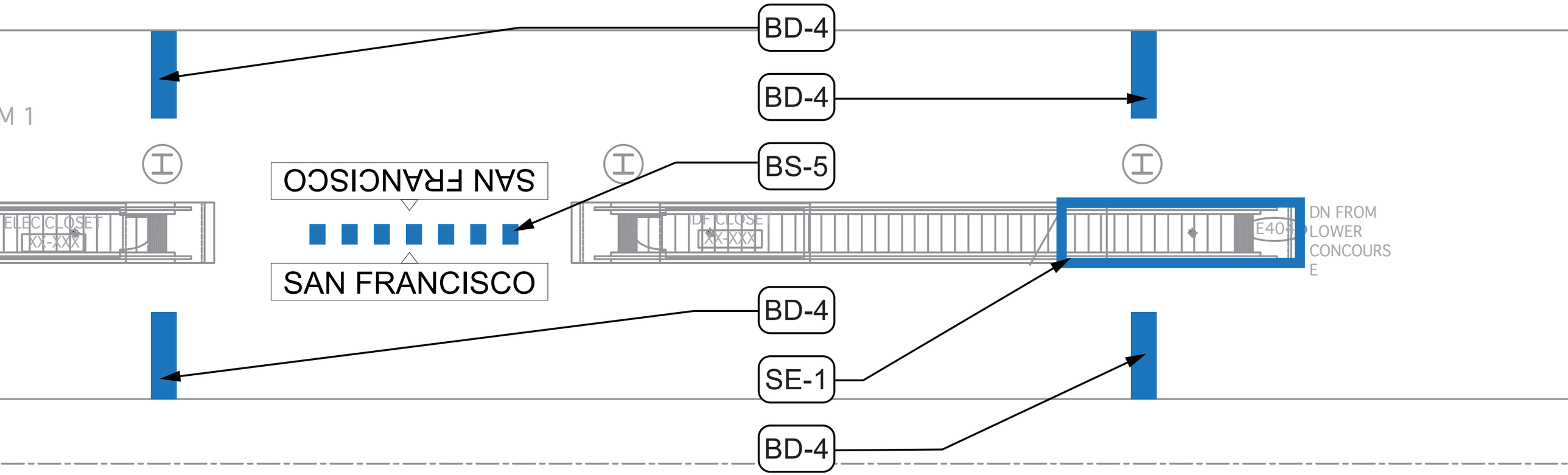
PLATFORM ID (BD-4)

TRANSIT WAYFINDING > EMBARK / DISEMBARK >

ESCALATOR SIGN (SE-1)

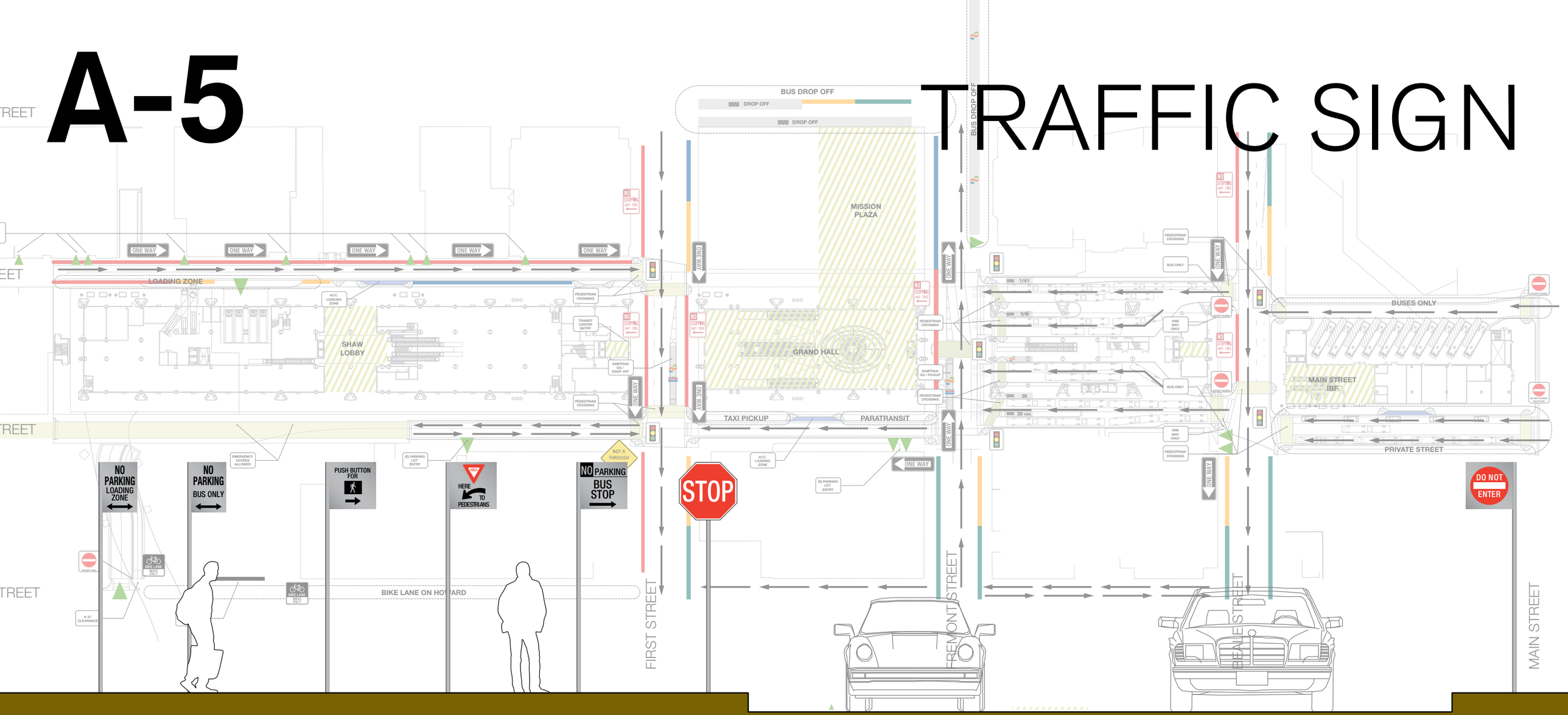
TRANSIT WAYFINDING > EMBARK / DISEMBARK >

STATION ID SIGN (BS-5)

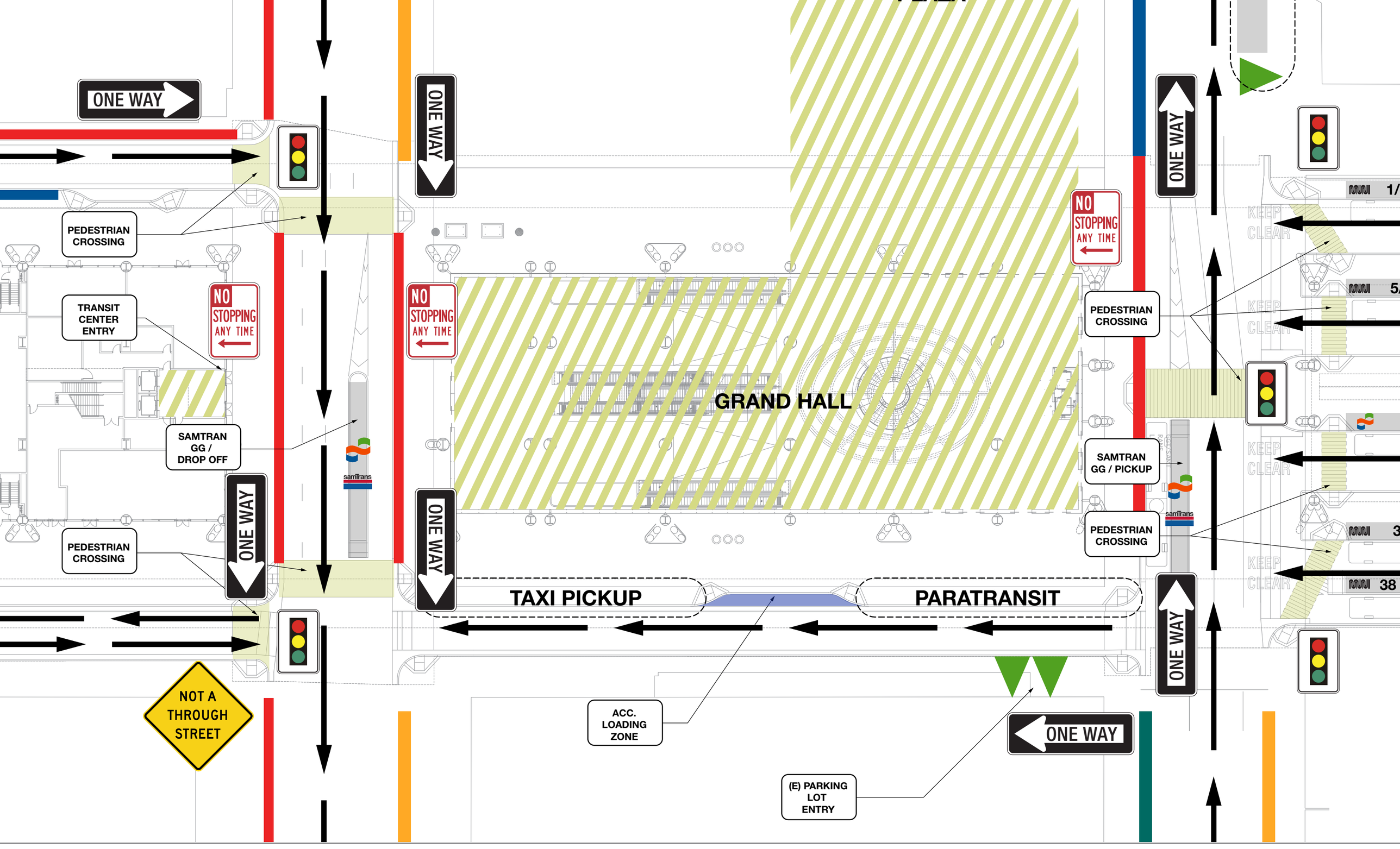


A-5

TRAFFIC SIGN



TRAFFIC SIGNS	■ NOT SHOWN

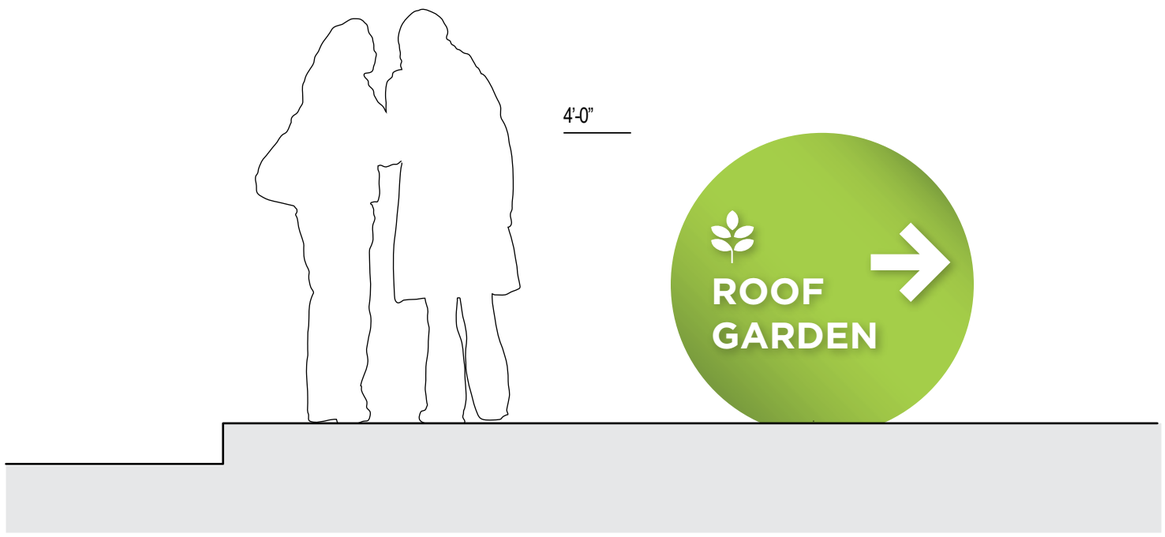

ONE WAY
PEDESTRIAN CROSSING
TRANSIT CENTER ENTRY
NO STOPPING ANY TIME
SAMTRAN GG / DROP OFF
samTrans
ONE WAY
NO STOPPING ANY TIME
GRAND HALL
ONE WAY
PEDESTRIAN CROSSING
NOT A THROUGH STREET
ONE WAY
TAXI PICKUP
PARATRANSIT
ACC. LOADING ZONE
(E) PARKING LOT ENTRY
ONE WAY
NO STOPPING ANY TIME
PEDESTRIAN CROSSING
SAMTRAN GG / PICKUP
samTrans
PEDESTRIAN CROSSING
ONE WAY
KEEP CLEAR
KEEP CLEAR
KEEP CLEAR
KEEP CLEAR

B

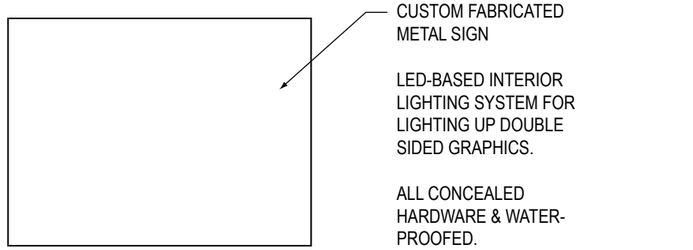
ROOF GARDEN

ROOF GARDEN DIRECTIONAL ID (R-1)

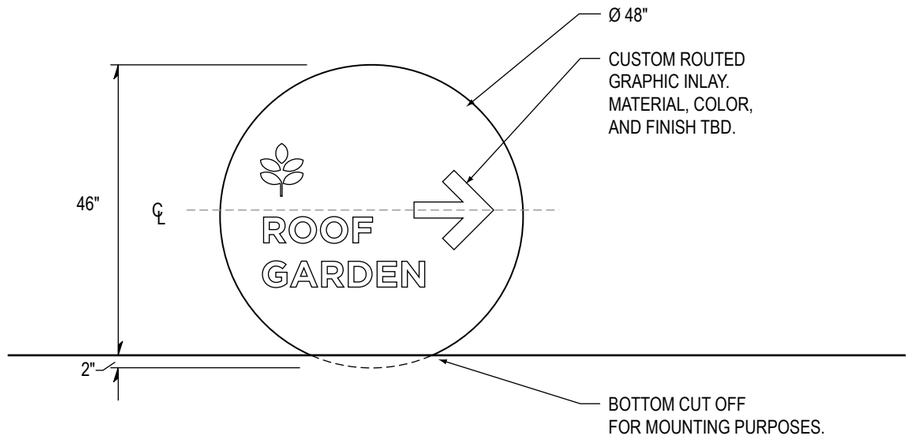
AXONOMETRIC VIEW: ROOF GARDEN DIRECTIONAL ID (R-1)
SCALE : NTS



SKETCH : ROOF GARDEN DIRECTIONAL ID (R-1)
SCALE : 1/2" = 1'-0"

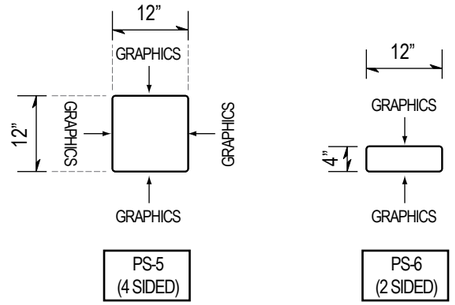


PLAN : ROOF GARDEN DIRECTIONAL ID (R-1)
SCALE : 1/2" = 1'-0"

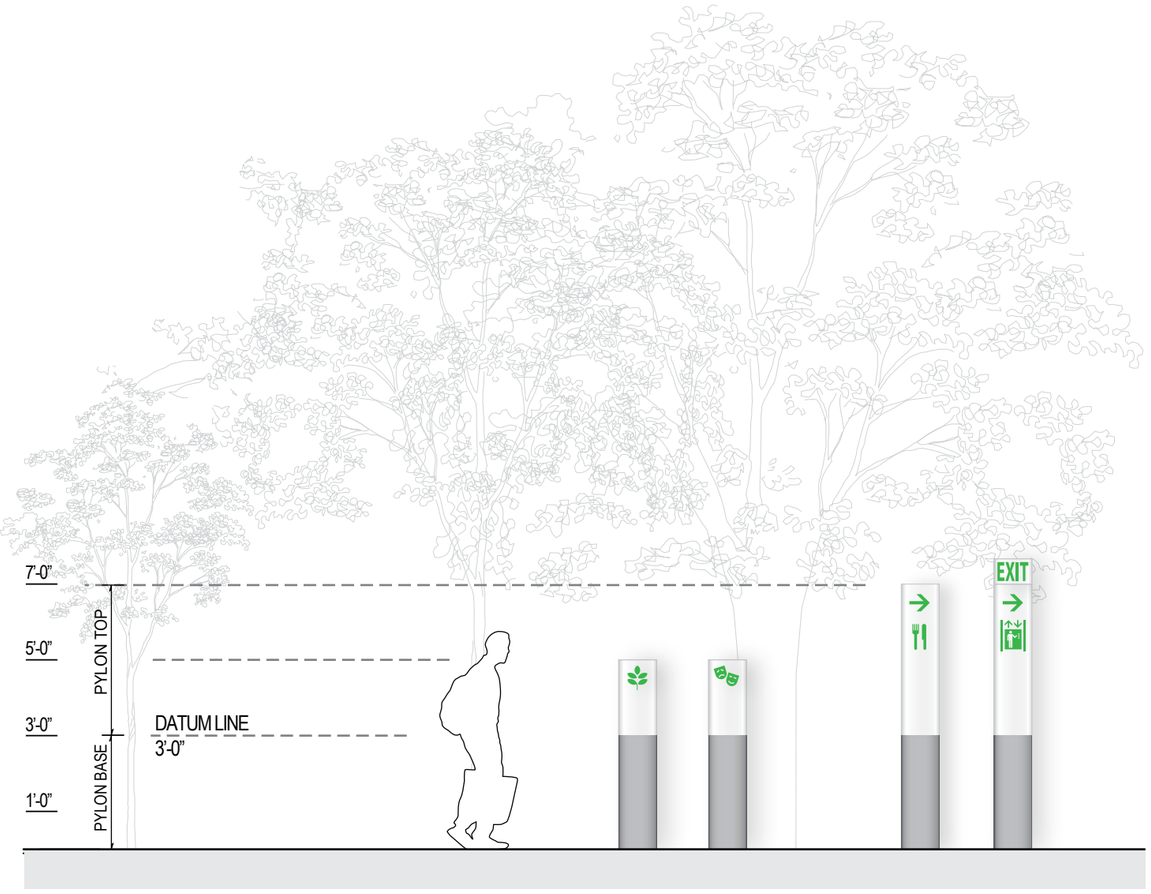


FRONT ELEVATION : ROOF GARDEN DIRECTIONAL ID (R-1)
SCALE : 1/2" = 1'-0"

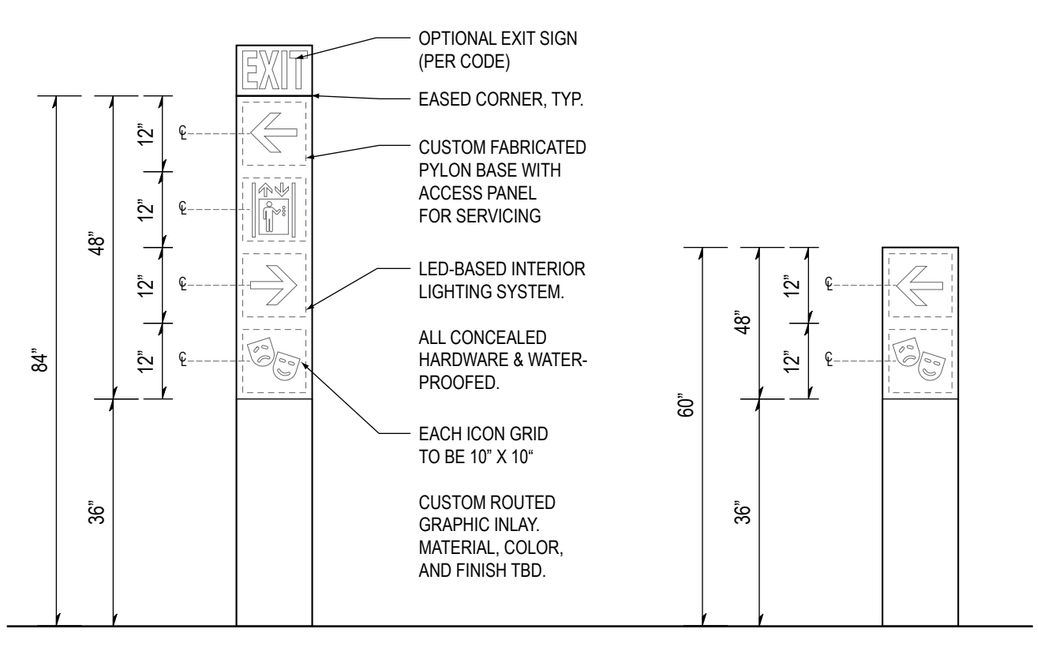
ROOF GARDEN
EN ROUTE PYLON (PS-5/PS-6)



PLAN : ROOF GARDEN EN ROUTE PYLON (PS-5/PS-6)
SCALE : 1/2” = 1’-0”

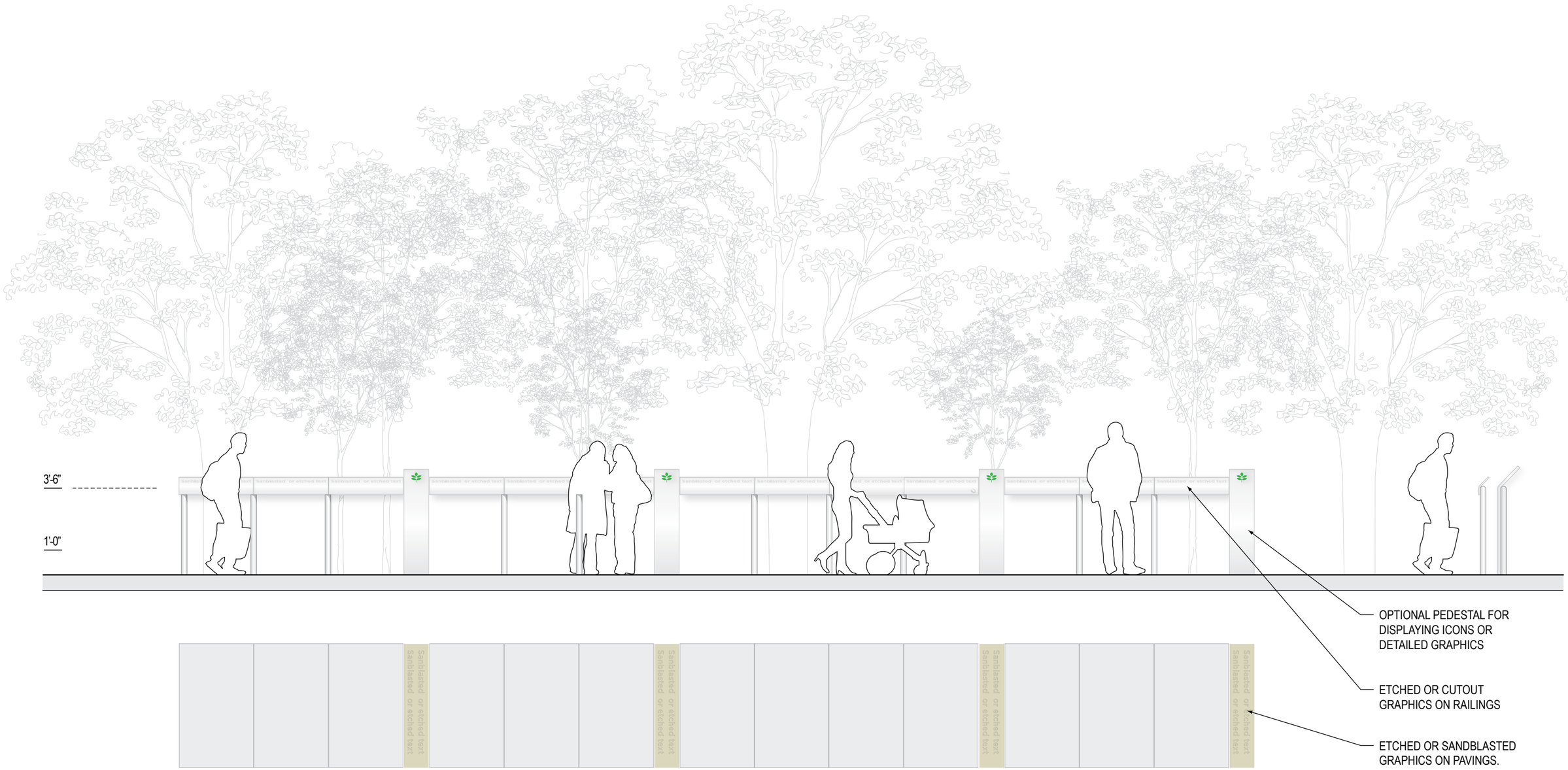


SKETCH : ROOF GARDEN EN ROUTE PYLON (PS-5/PS-6)
SCALE : 1/4” = 1’-0”



FRONT ELEVATION : ROOF GARDEN EN ROUTE PYLON (PS-5/PS-6)
SCALE : 1/2” = 1’-0”

ROOF GARDEN
INTERPRETIVE GRAPHIS (R-2)



SKETCH : ROOF GARDEN INTERPRETIVE GRAPHICS (R-2)
SCALE : 1/4" = 1'-0"

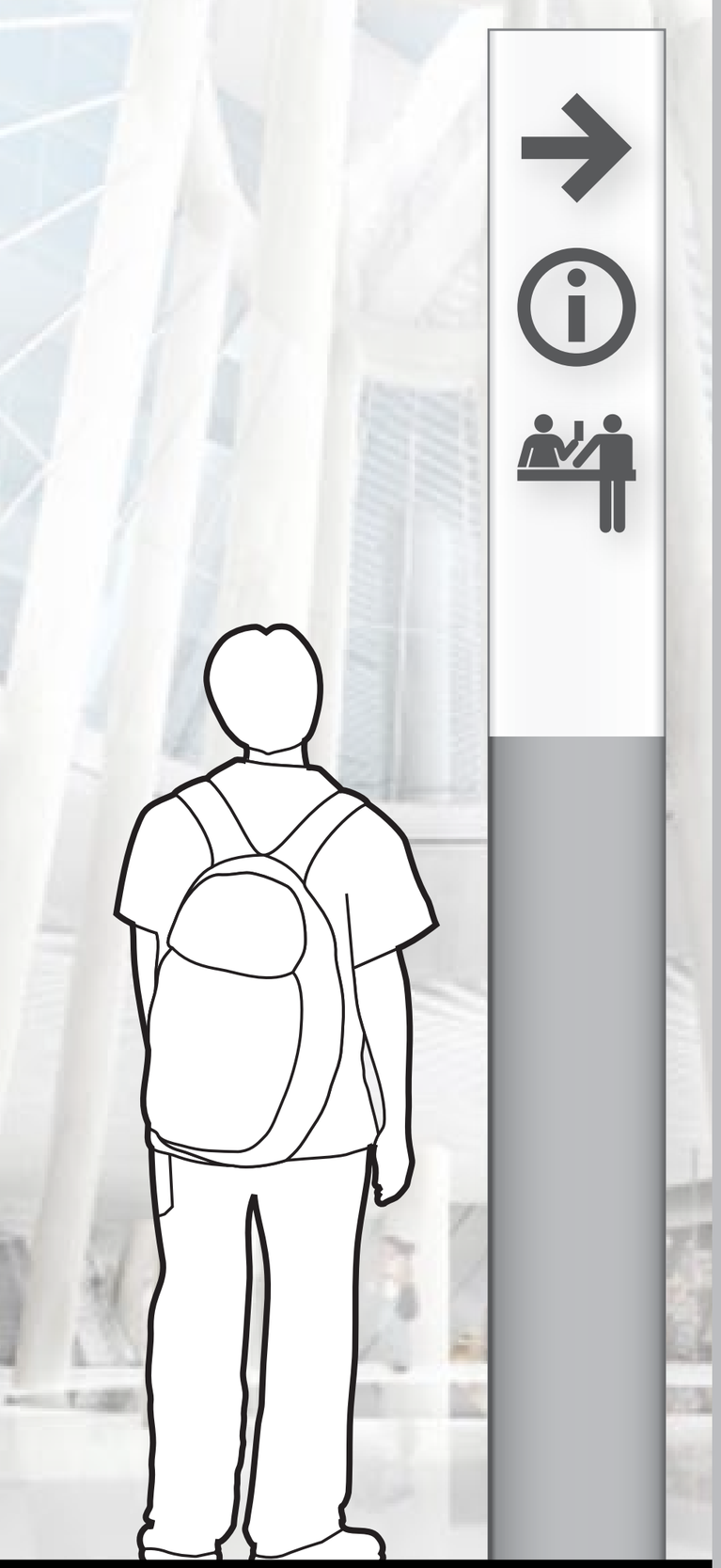
C

RETAIL SIGN

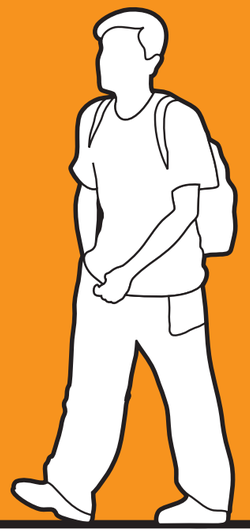
RETAIL SIGNAGE STANDARD>

STORE ID & BLADE SIGN

Peet's Coffee & Tea
Peet's Coffee & Tea
Peet's Coffee



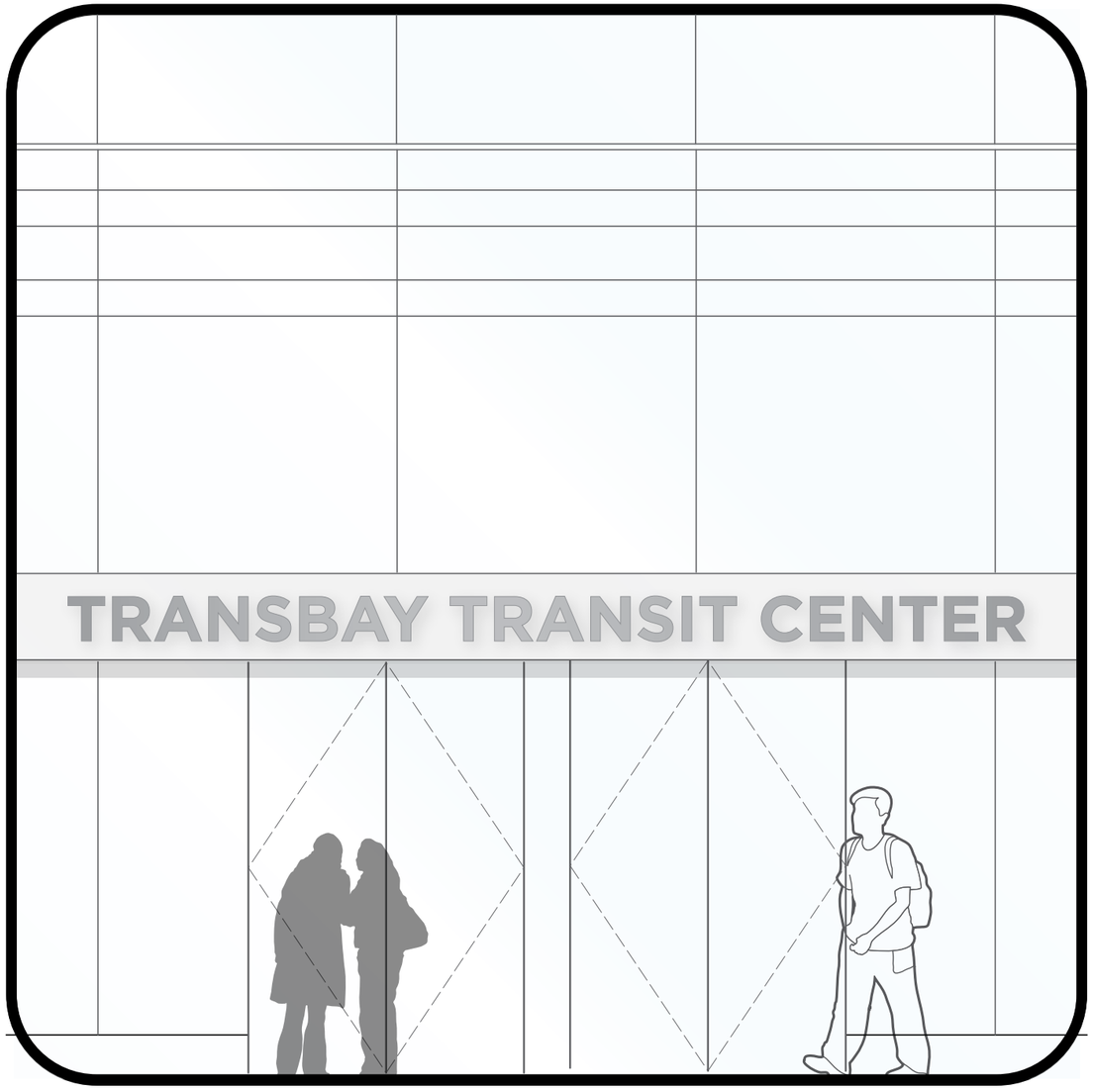
03 SCENARIO



01 Grand Hall to Bus Deck

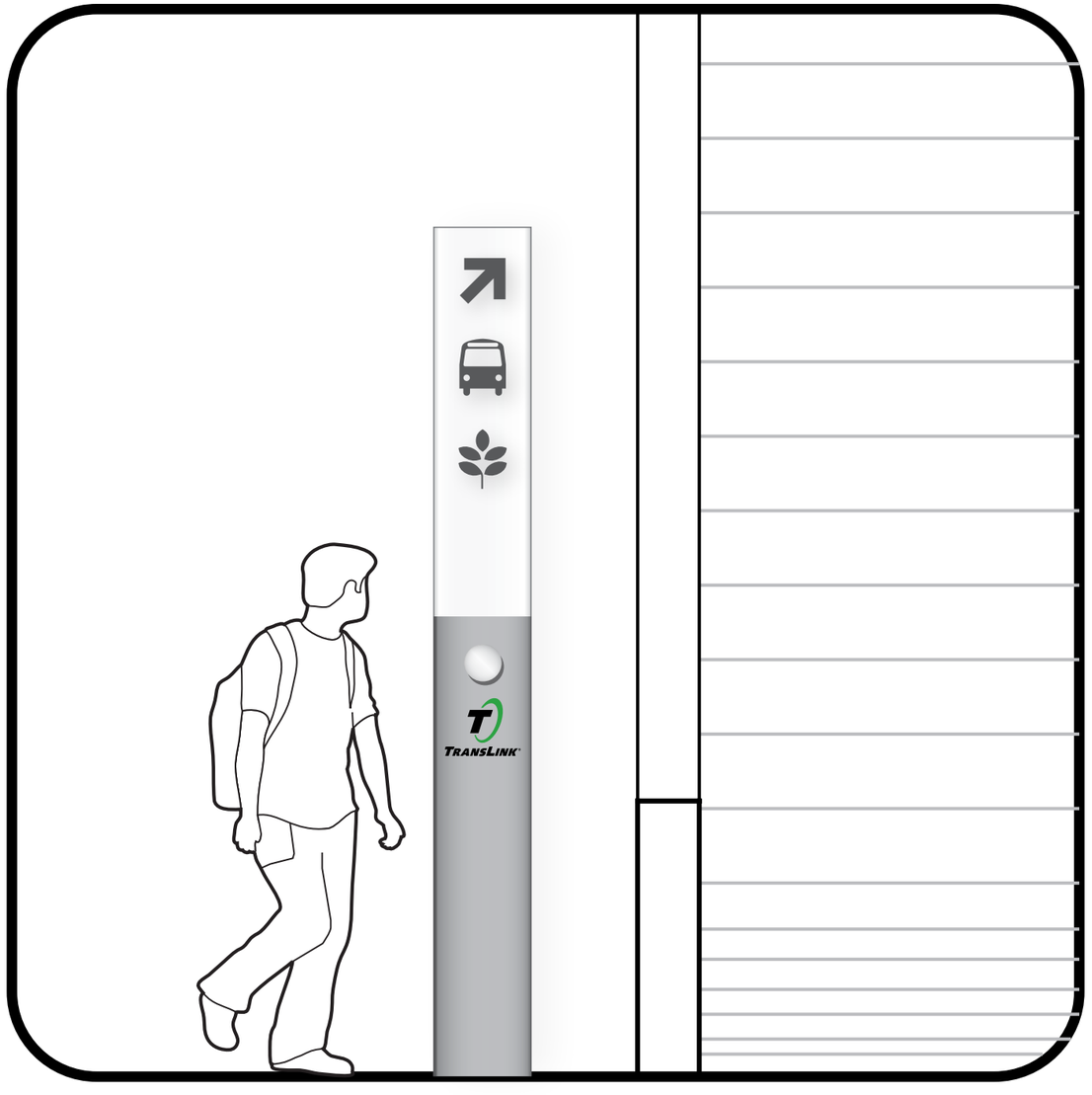
01 Grand Hall to Bus Deck

01 Grand Hall to Bus Deck

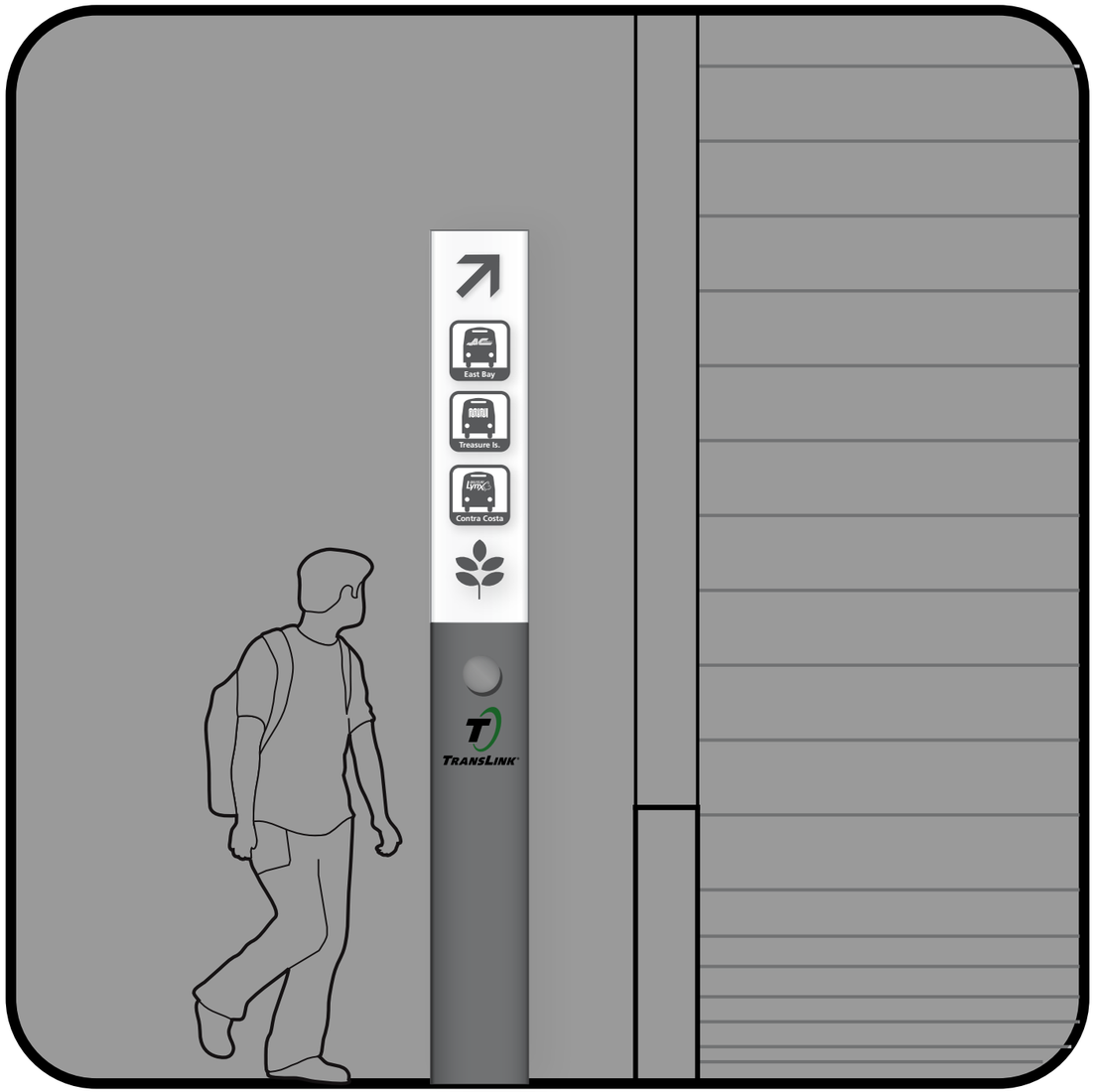


01 Grand Hall to Bus Deck

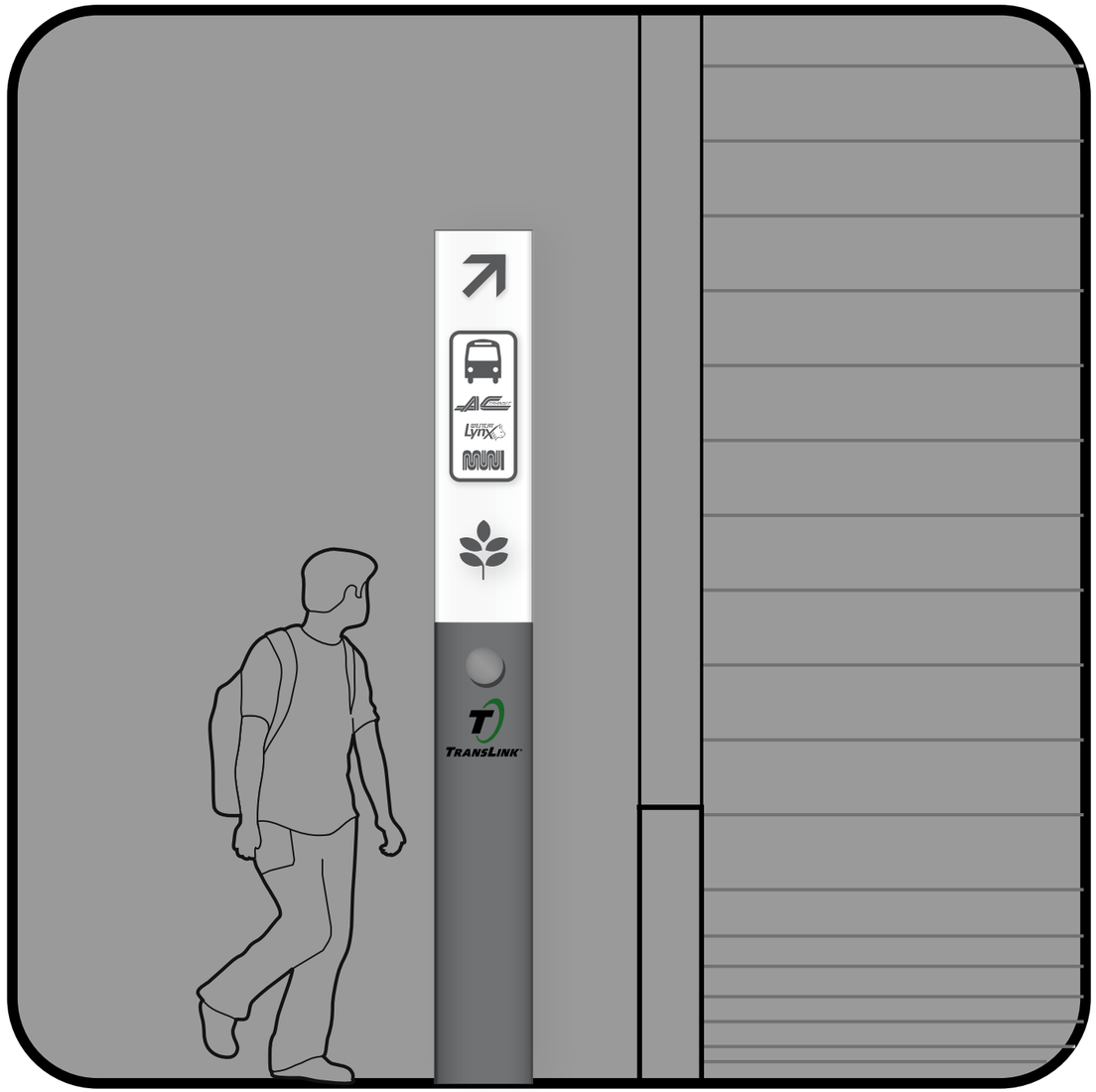
01 Grand Hall to Bus Deck



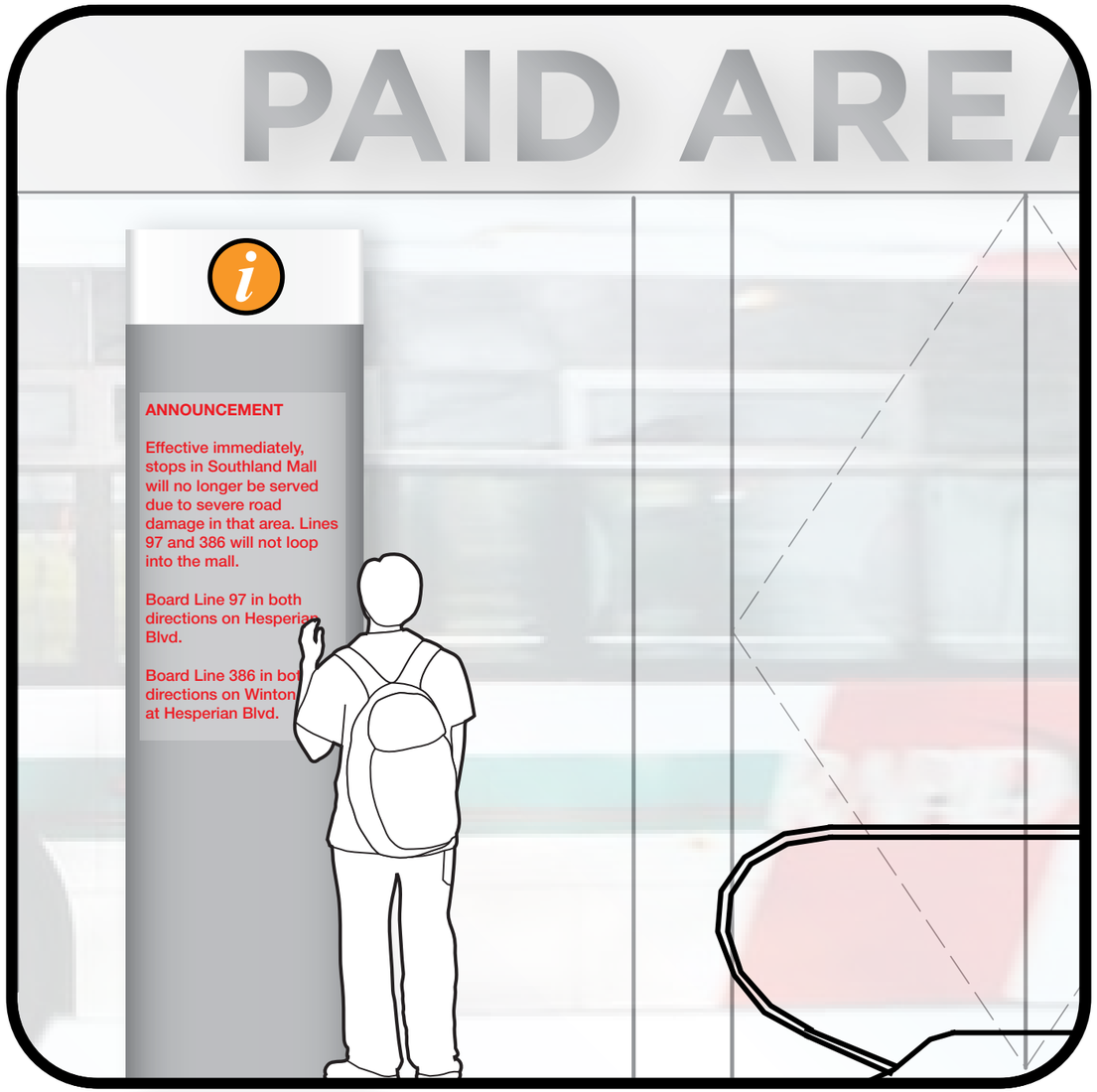
01 Grand Hall to Bus Deck

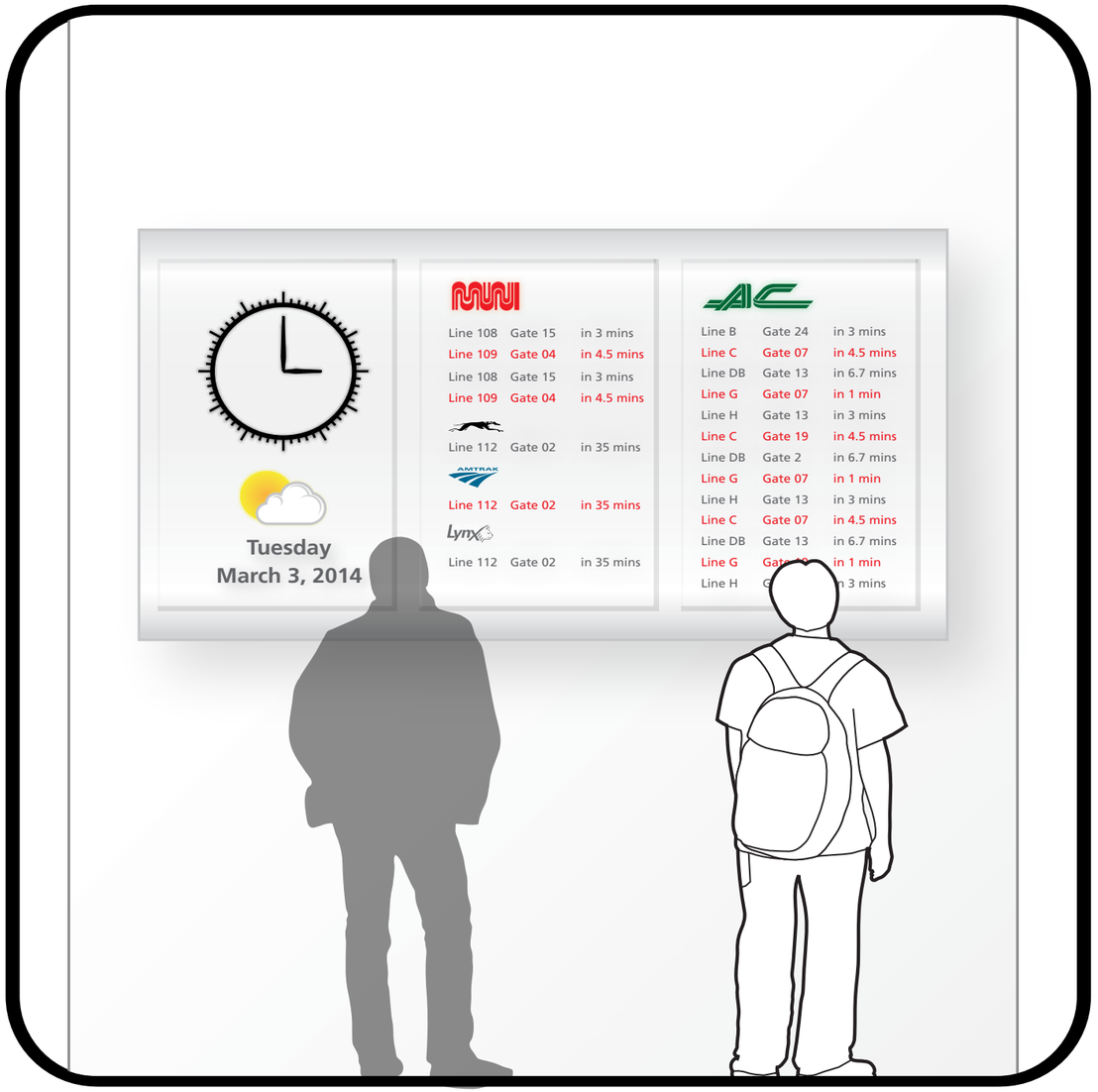


01 Grand Hall to Bus Deck



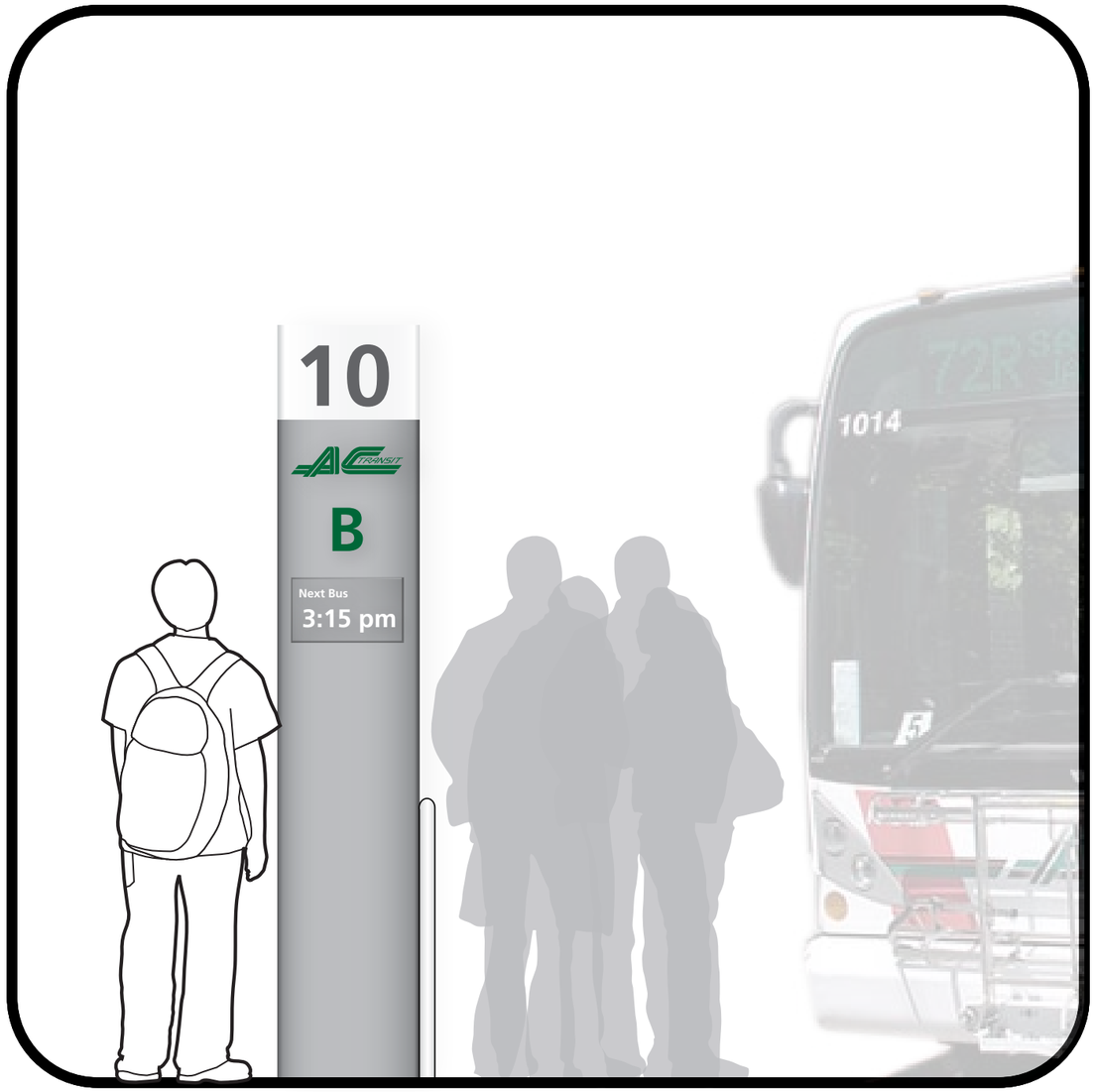
01 Grand Hall to Bus Deck



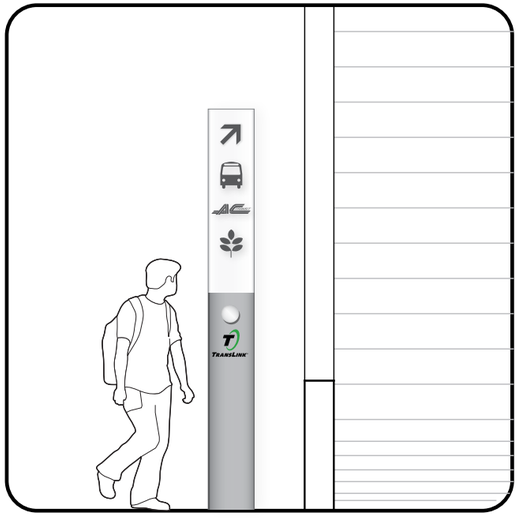


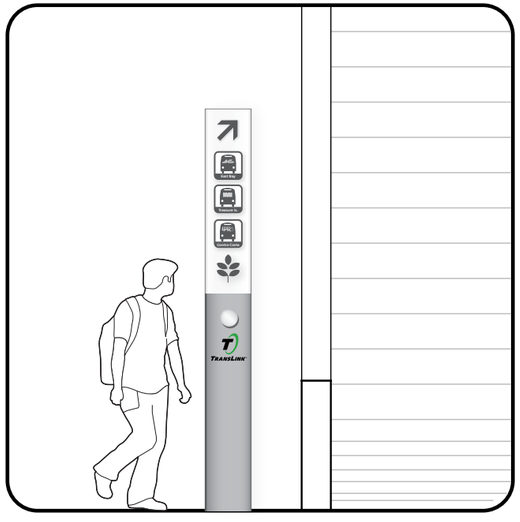
01 Grand Hall to Bus Deck

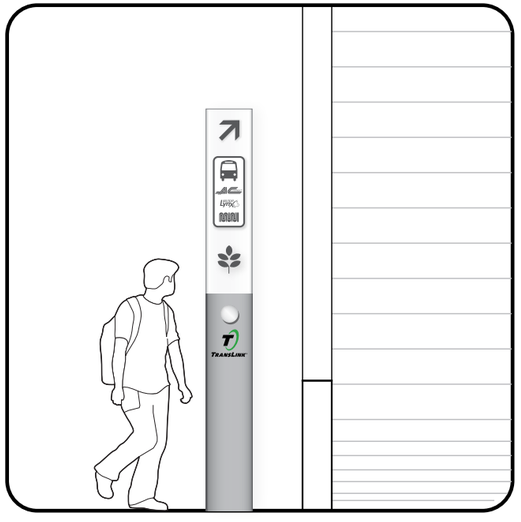
01 Grand Hall to Bus Deck

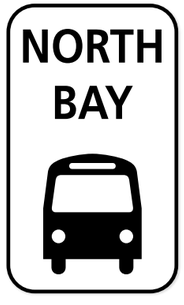


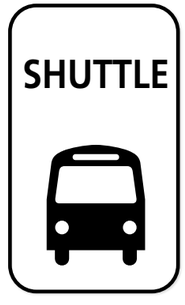
Icon + Logo Options









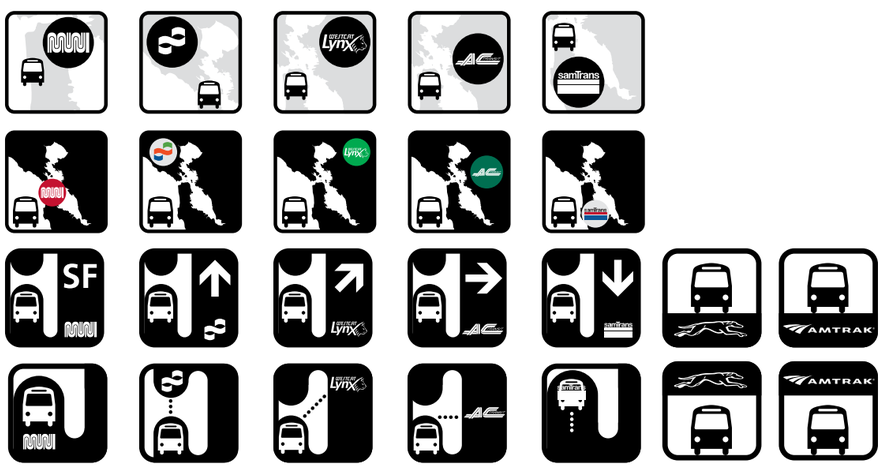


Icon + Logo Options

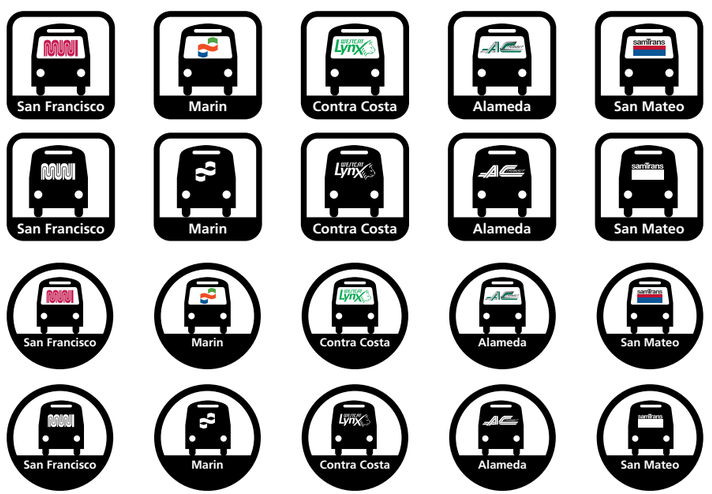
OPTION 1

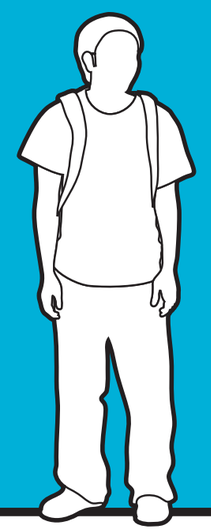
OPTION 2

OPTION 3



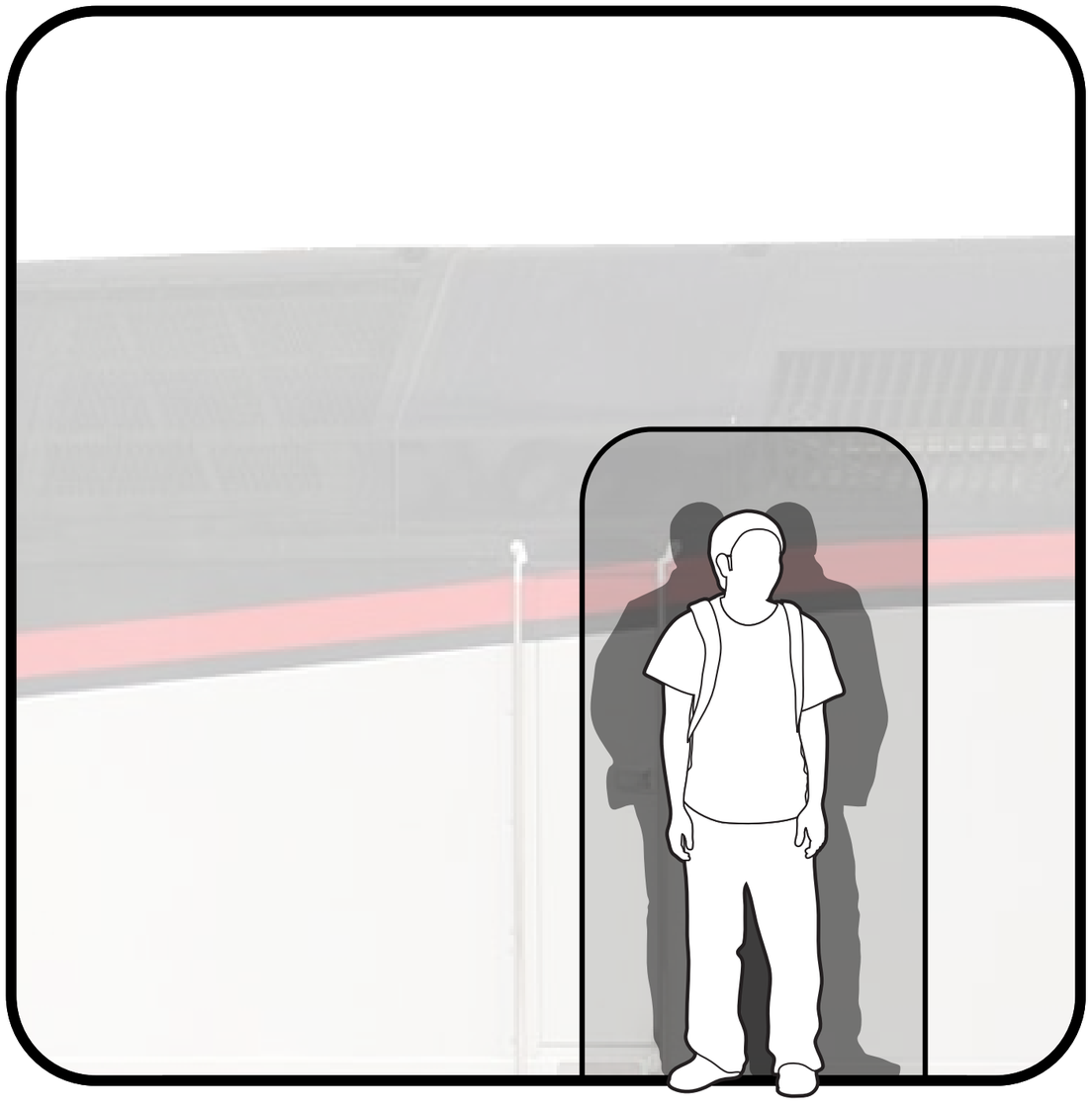
OPTION 4



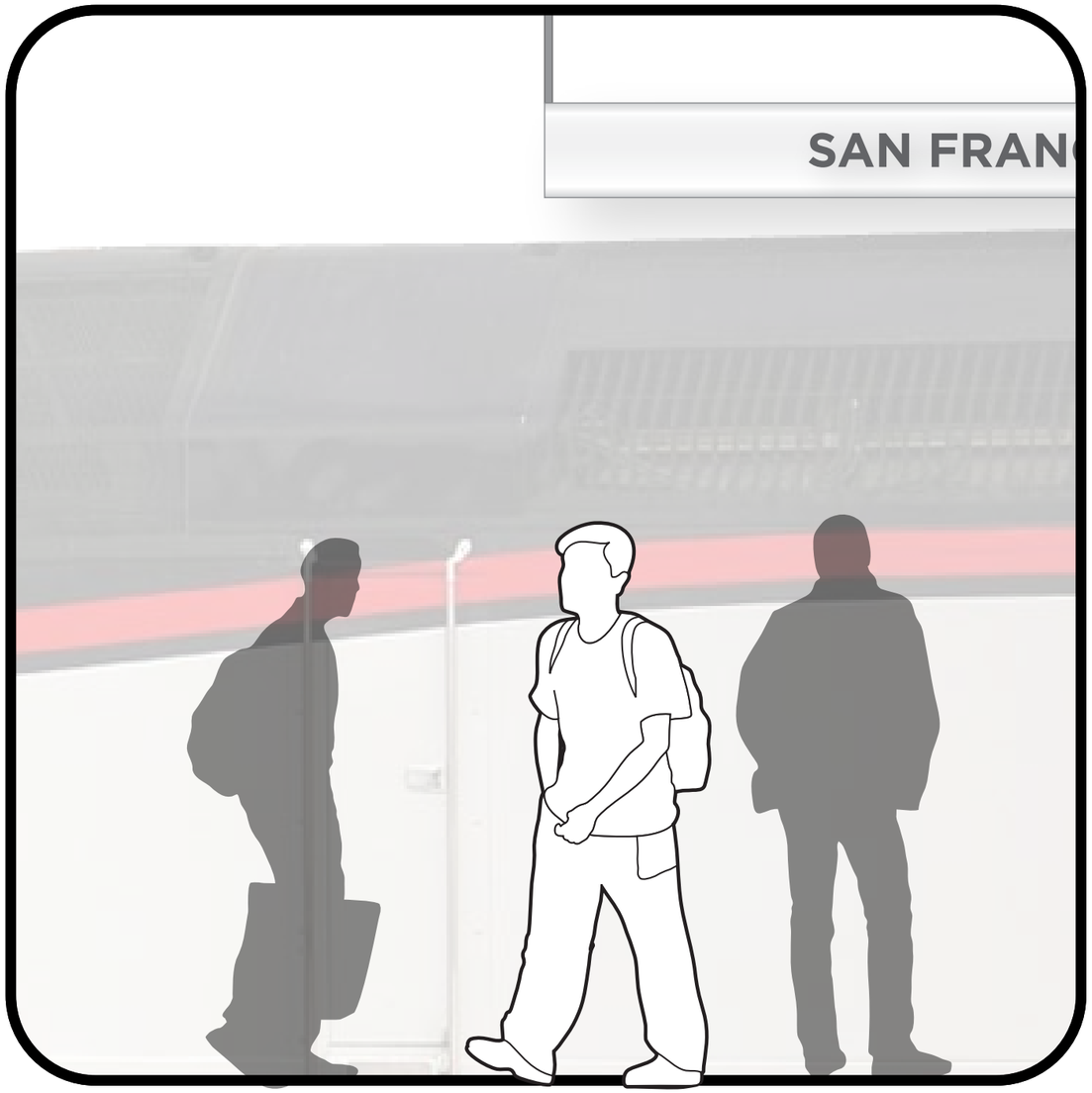


02 Train Platform to Taxi

02 Train Platform to Taxi

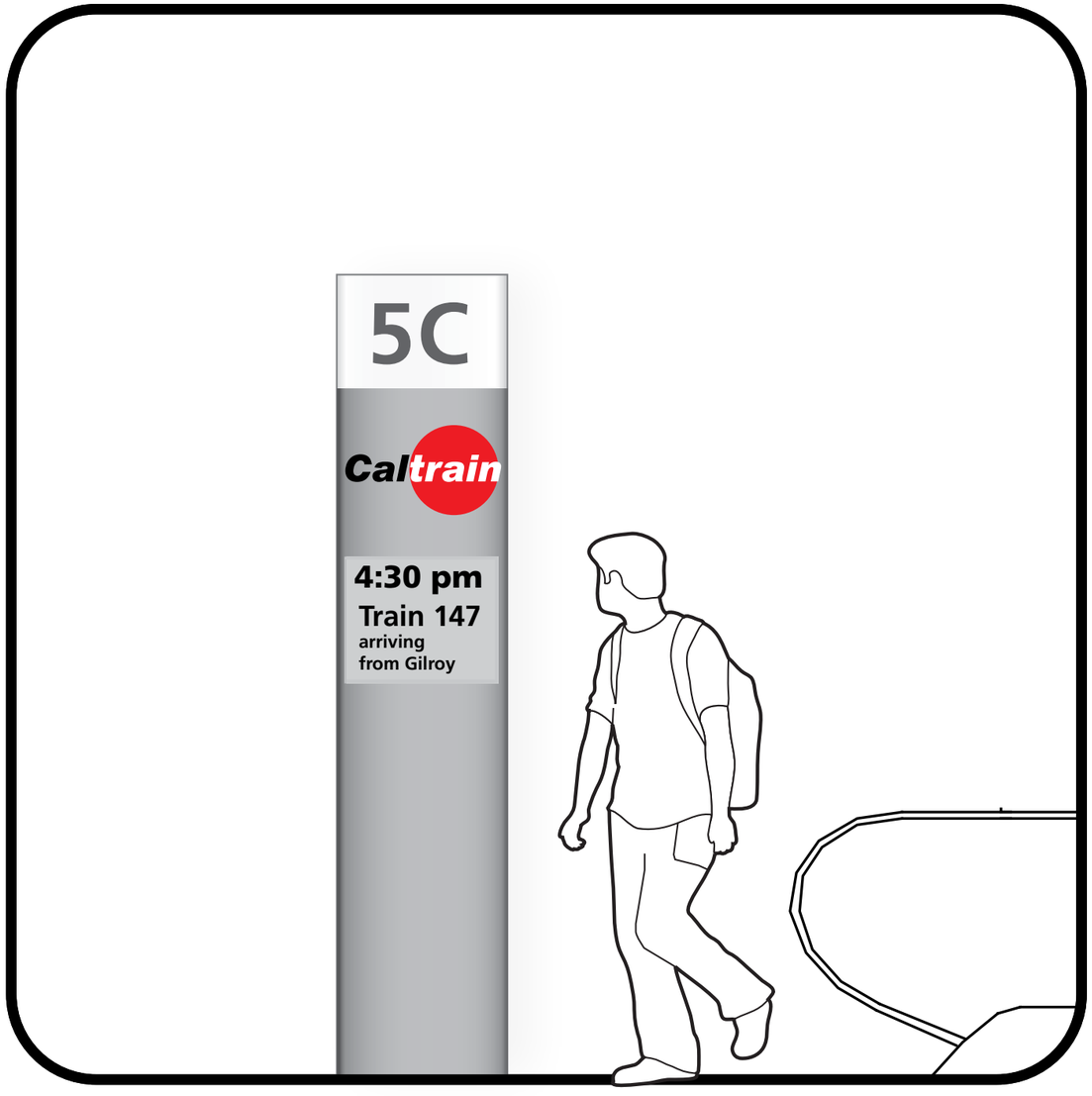


02 Train Platform to Taxi



02 Train Platform to Taxi

02 Train Platform to Taxi



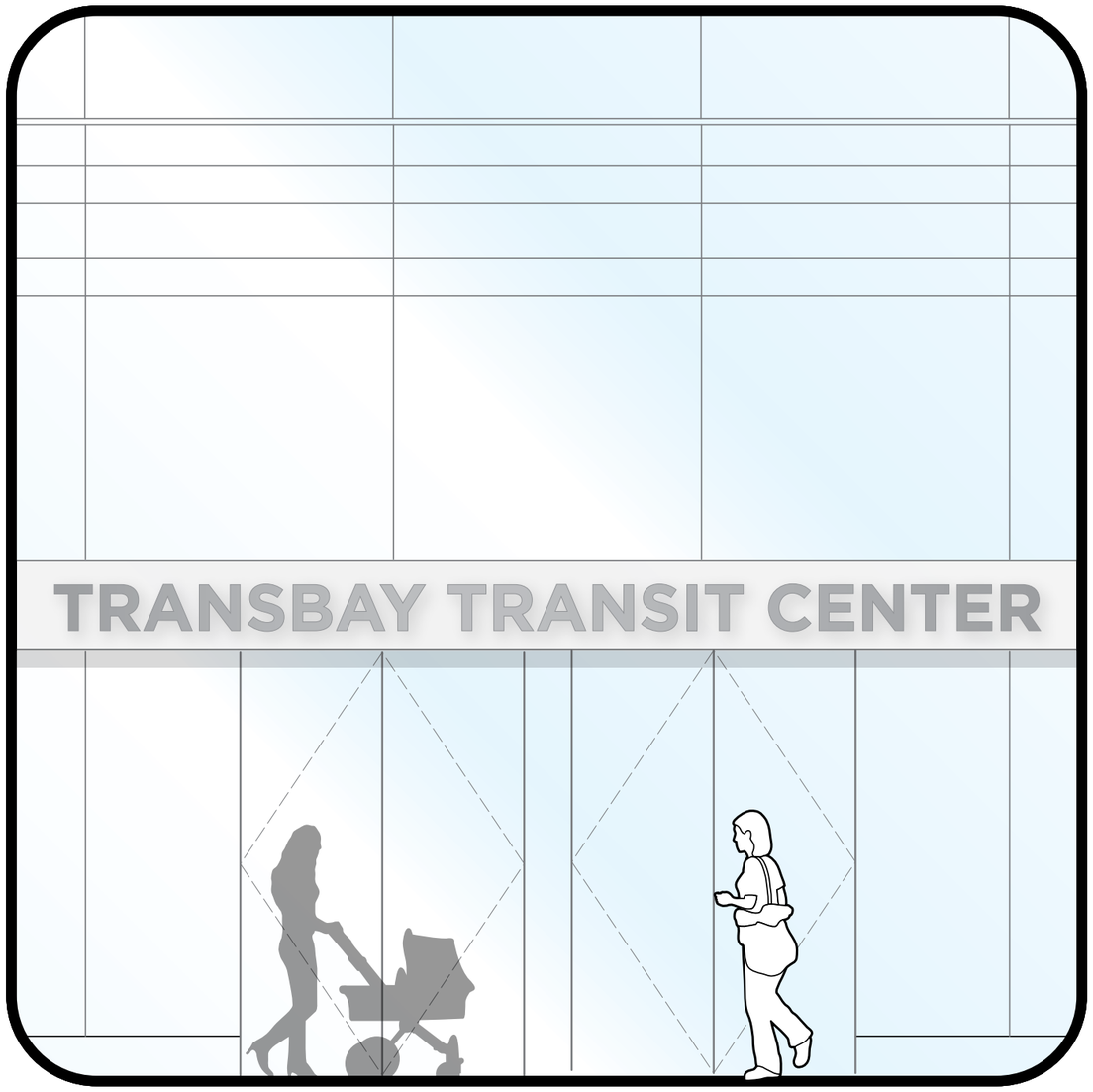
02 Train Platform to Taxi

02 Train Platform to Taxi

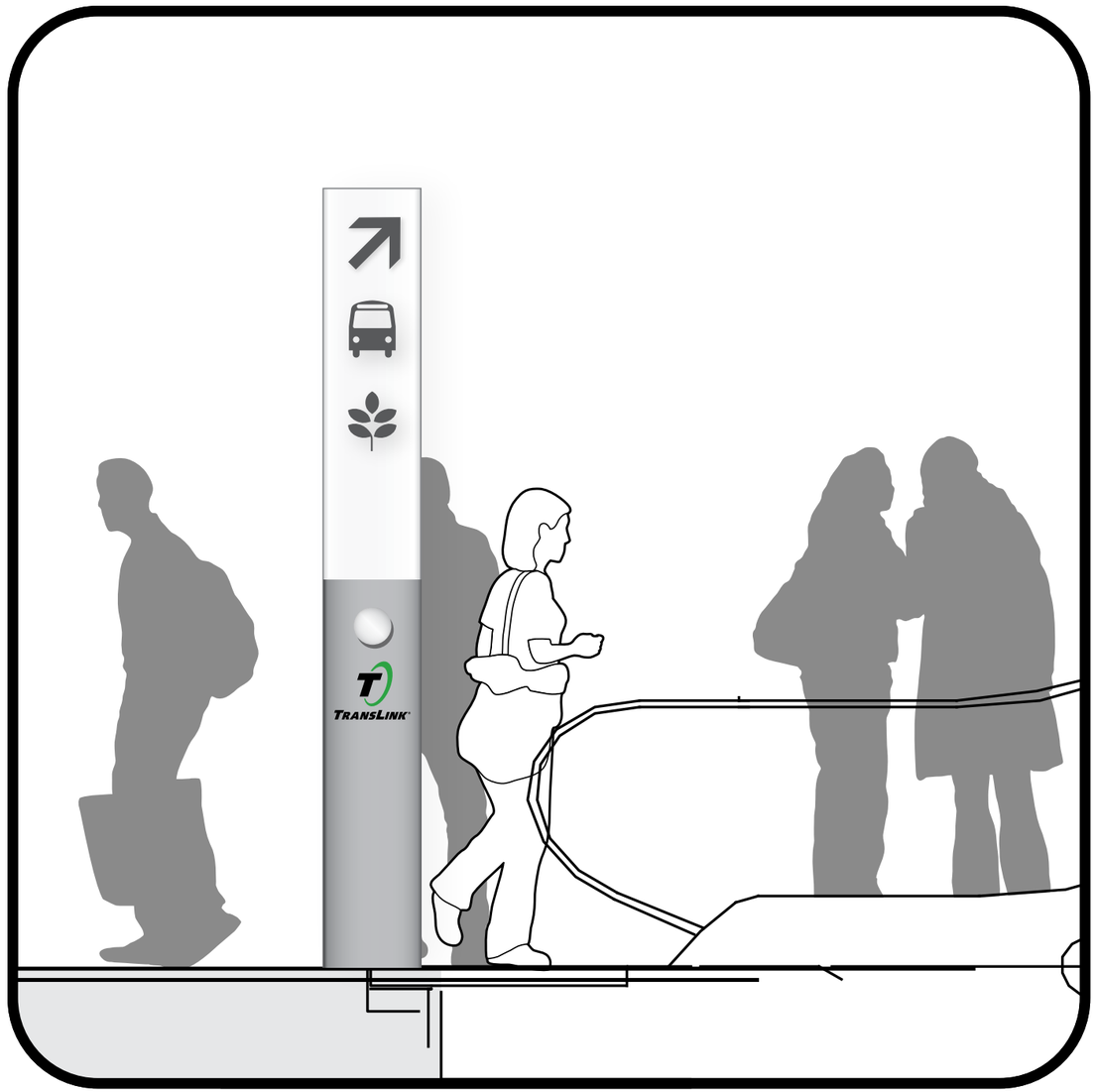
03 Grand Hall to Roof Garden

03 Grand Hall to Roof Garden

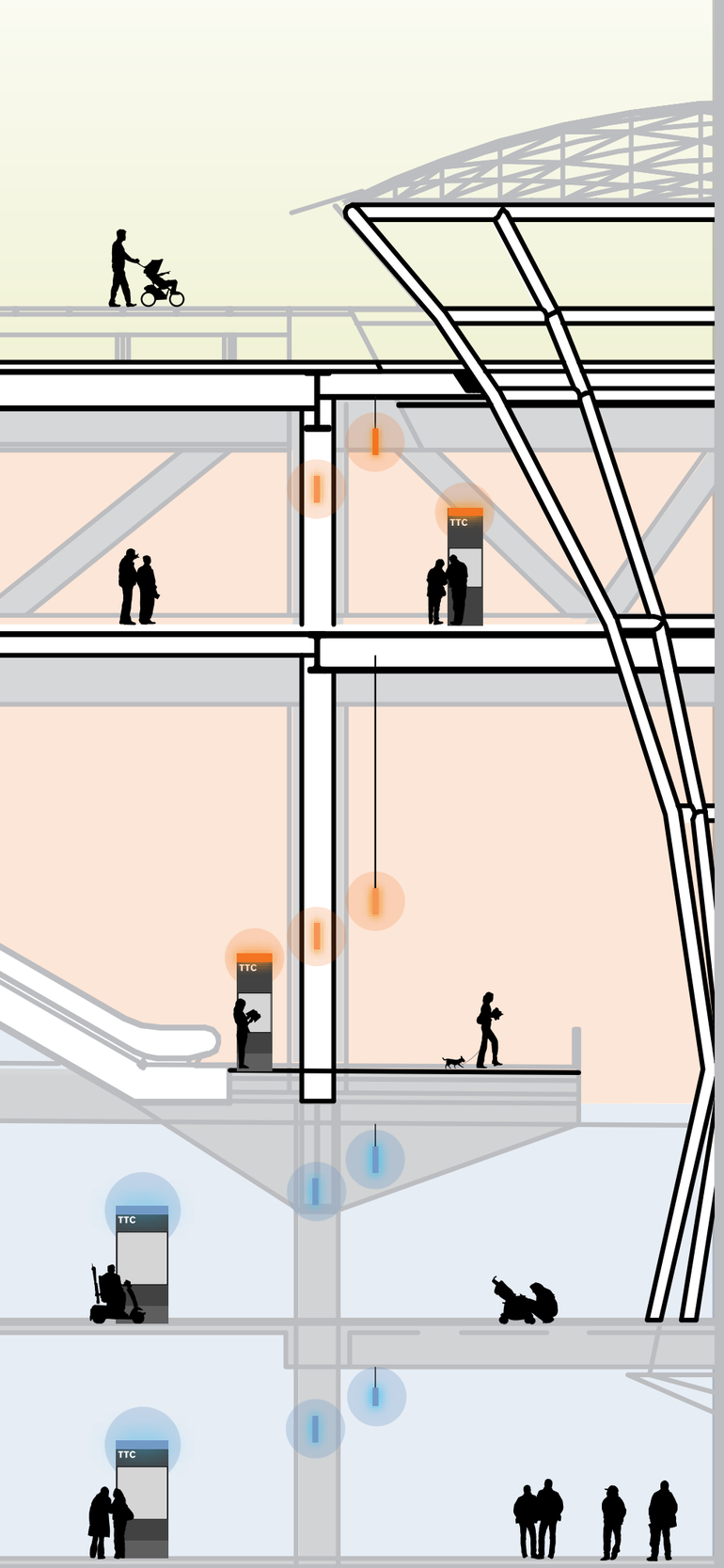
03 Grand Hall to Roof Garden



03 Grand Hall to Roof Garden

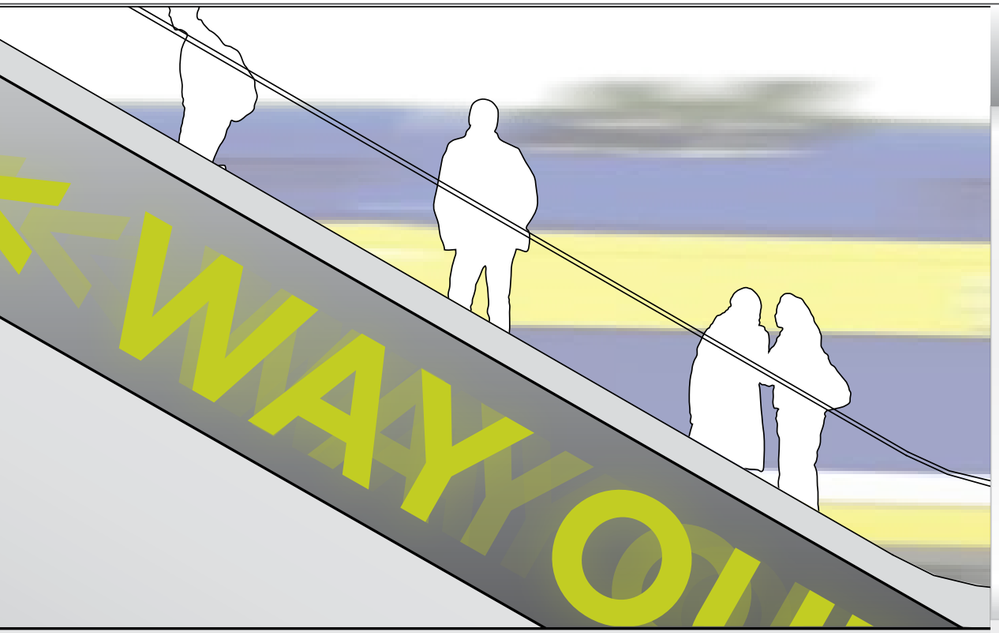


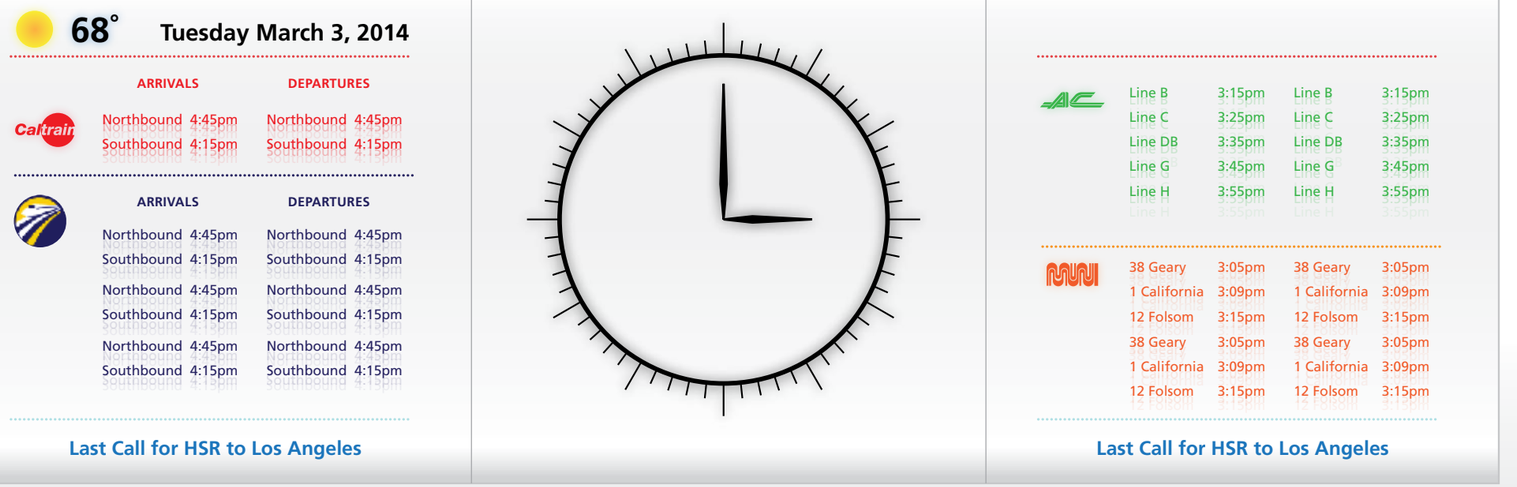
03 Grand Hall to Roof Garden

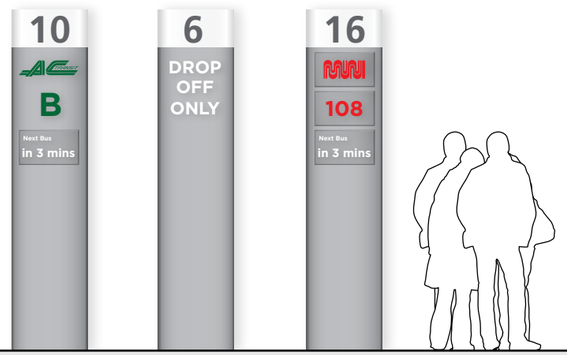


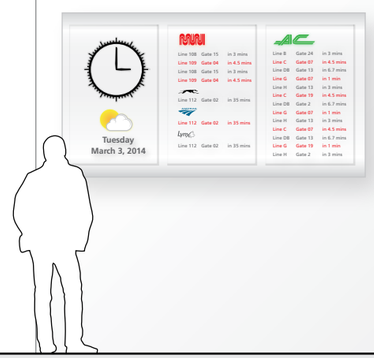
04 INFORMATION / INTERFACE

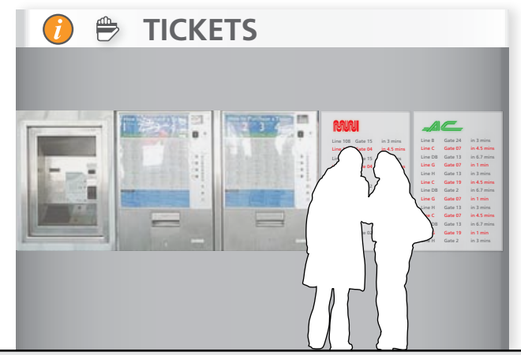
Information Signage



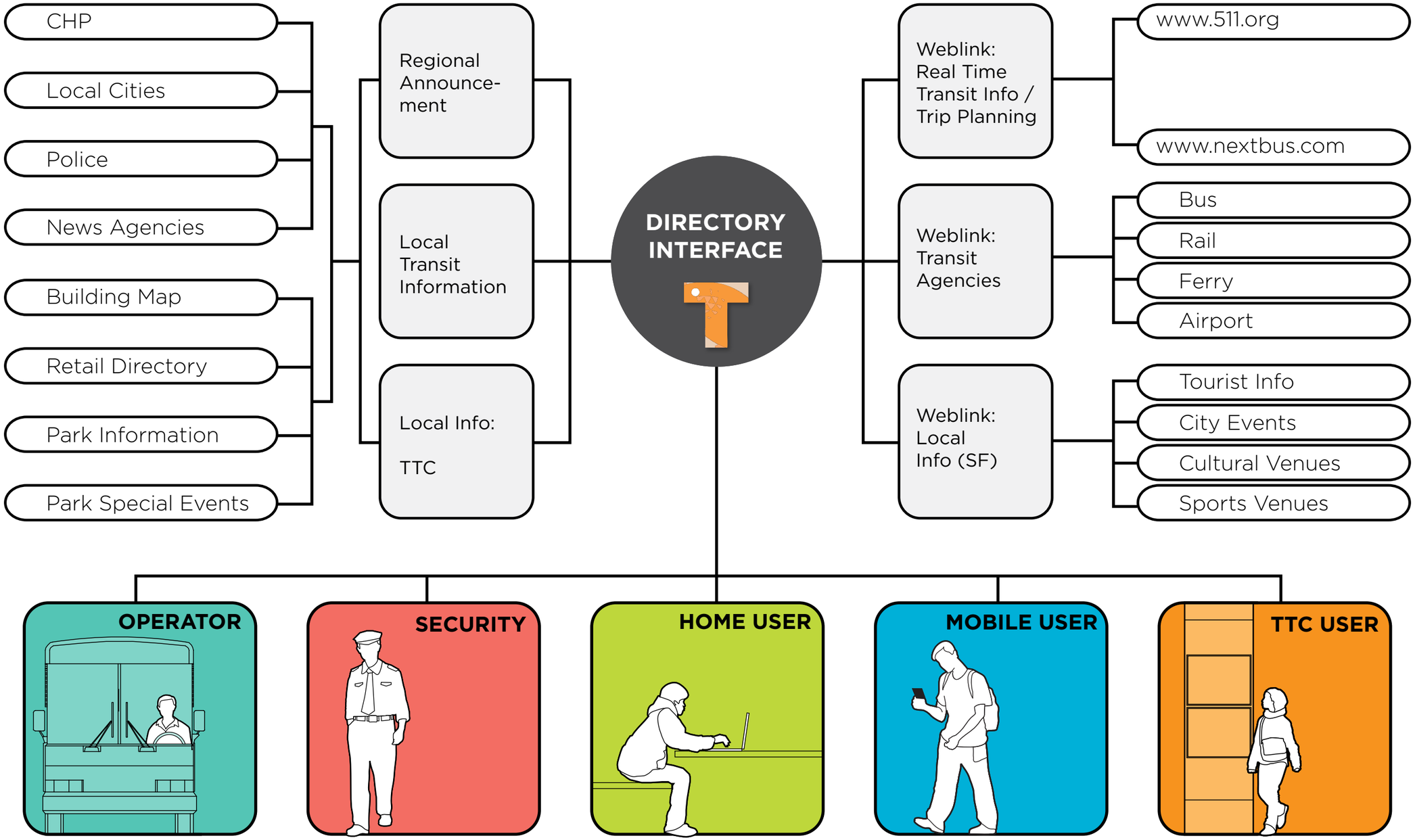








Interface Diagram



05 i CONTENT

Elevator

BART Ticket

Ticket Vending

Ticket Agent

Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Frutiger 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Frutiger 75 Black

Icons

Airport

Ferry

Bus

Trolley

Streetcar

Light Rail

BART

Train

Ground Transport

Taxi

Cars

Parking

No Parking

Pedestrians

No Pedestrians

Wheelchair Accessible

Exit

Ticket Agent

Ticket Vending

BART Ticket

Elevator

Station Agent

Escalator

Stairs

Men

Women

Restroom

Bike Parking

Bike Station

Bike Locker

Telephone

TTY Telephone

Amplified Telephone

Baggage

Airport

Ferry

Bus

Trolley

Streetcar

Light Rail

BART

Train

Ground Transport

Taxi

Cars

Parking

No Parking

Pedestrians

No Pedestrians

Wheelchair Accessible

Exit

Ticket Agent

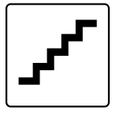
Ticket Vending

BART Ticket

Elevator

Station Agent

Escalator


Stairs

Men

Women

Restroom

Bike Parking

Bike Station

Bike Locker

Telephone

TTY Telephone

Amplified Telephone

Baggage

Arrow

Federal Highway

Interstate

Interstate

CA State Highway

Transit Information

You Are Here

Logos

AC TRANSIT
PMS 342

ACE
ALTAMONT COMMUTER EXPRESS
PMS 260 PMS 294

AMTRAK
PMS 302

ALAMEDA HARBOR BAY FERRY
CMYK CMYK

Alameda/Oakland Ferry
PMS 228 PMS 287

BART
PMS 000 Process Blue CMYK

Baylink
CMYK CMYK

BLUE & GOLD FLEET
PMS 109 PMS 287

Caltrain
PMS 186 CMYK

CAPITOL CORRIDOR
CMYK CMYK

RIO VISTA DELTA BREEZE
CMYK CMYK

DUMBARTON EXPRESS
CMYK

FAST
FAIRFIELD AND SUISUN TRANSIT
Substitue this artwork for DART routes
CMYK CMYK

GOLDEN GATE BRIDGE
HIGHWAY & TRANSPORTATION DISTRICT
PMS 173 PMS 294

METRO
CMYK CMYK

MST
MONTEREY-SALINAS TRANSIT
CMYK

muni
PMS 200

samTrans
PMS 186 PMS 287

Stanford
PMS 201 PMS 3298

WESTCAT LynX
PMS 362 PMS

VTA
PMS 201 PMS 302

METROPOLITAN TRANSPORTATION COMMISSION

ALL NIGHTER

511
Free Bay Area transit information
Dial 5-1-1 or visit 511.org

511

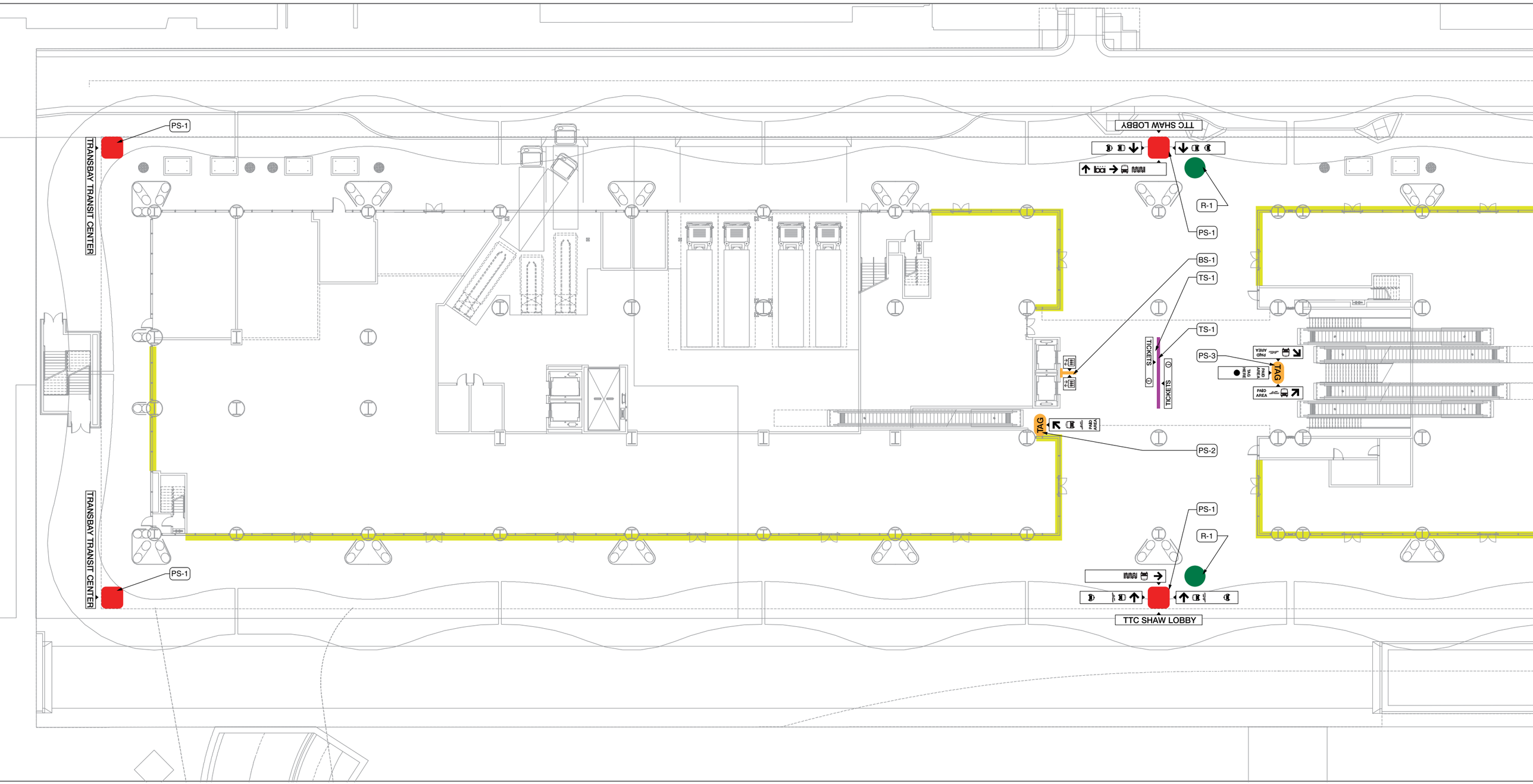
TRANSLINK

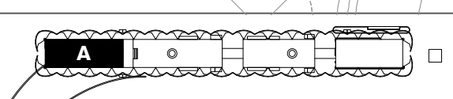
Appendix

SIGN LOCATIONS

SIGN LOCATION

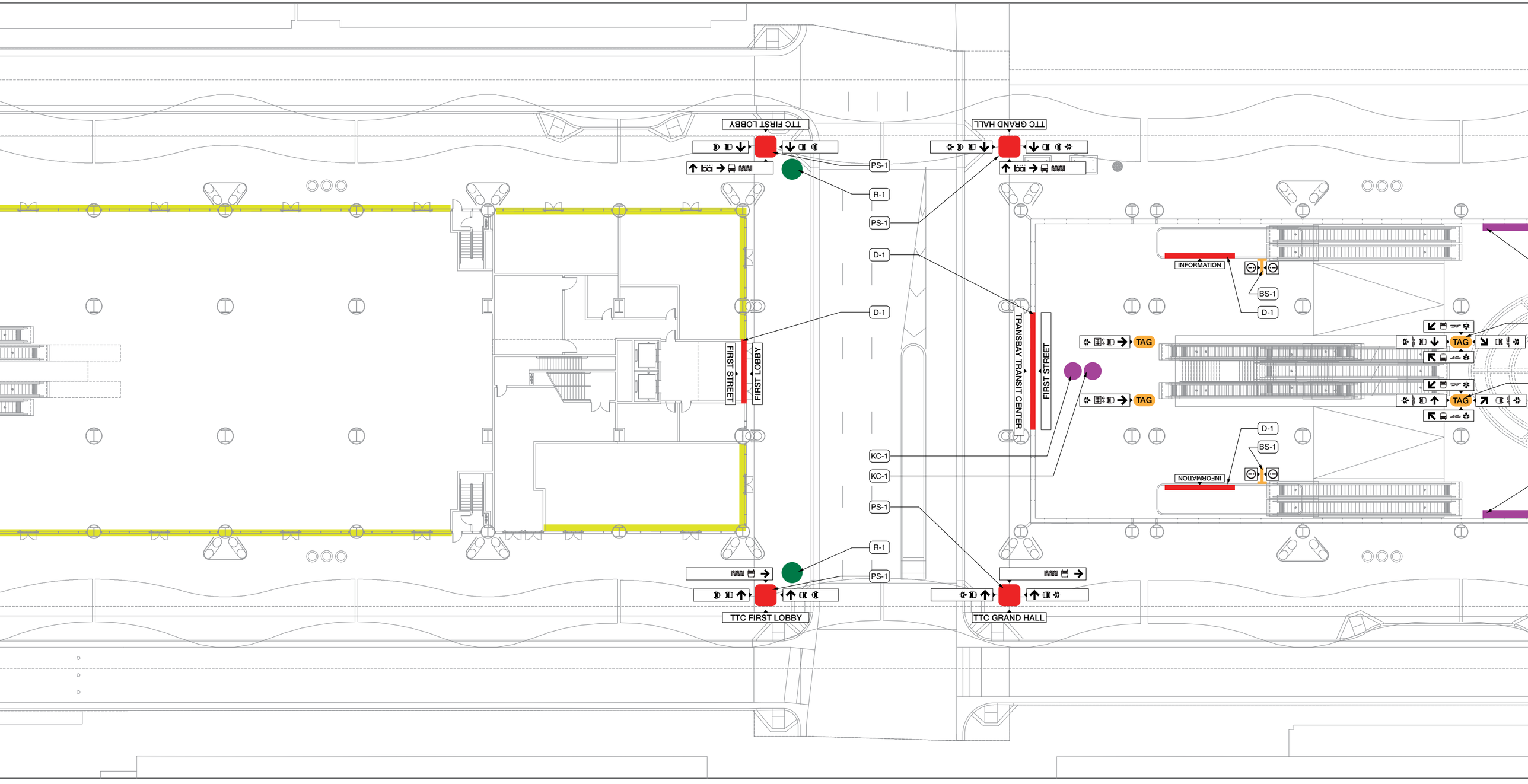
Ground Floor

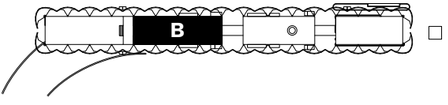




SIGN LOCATION

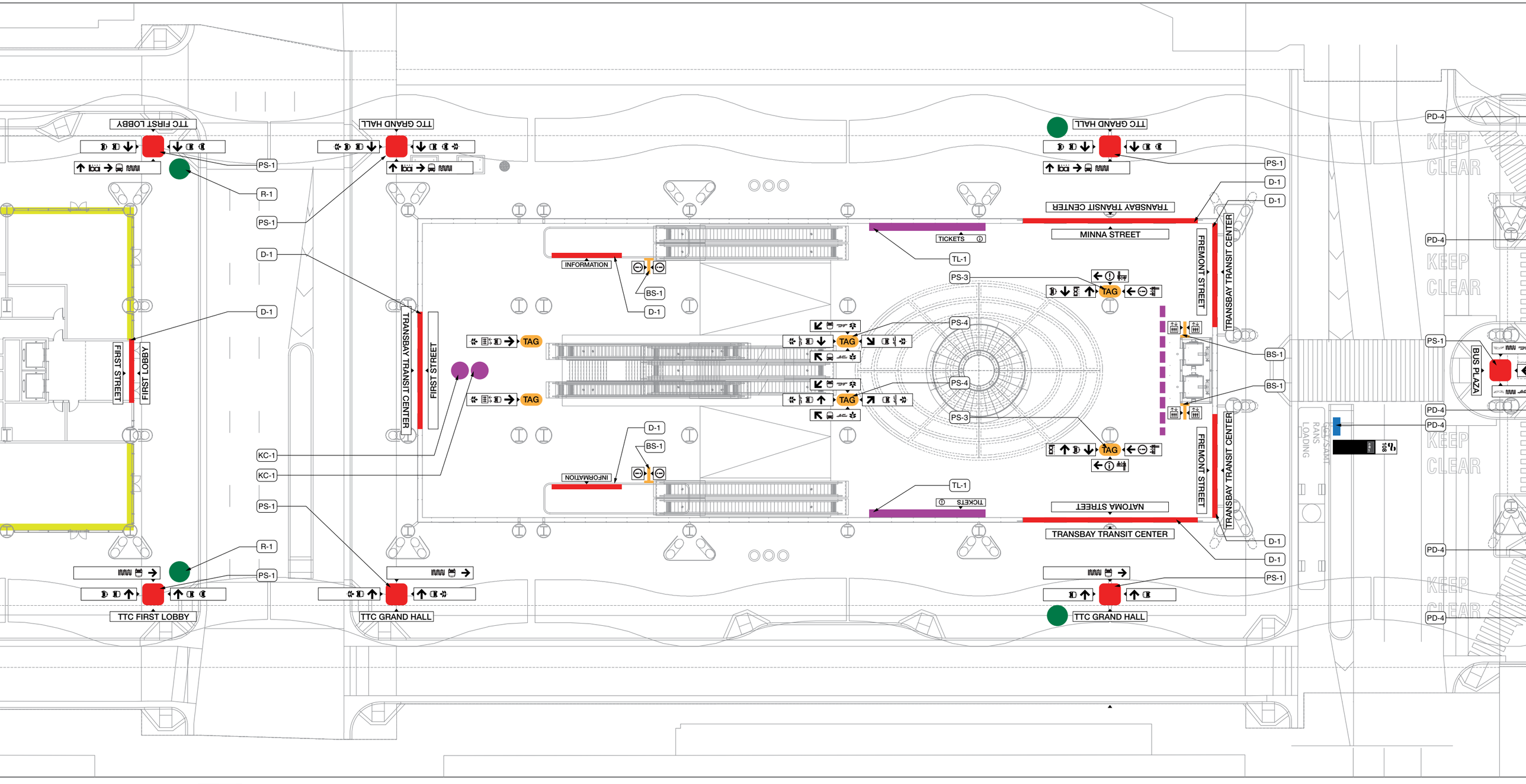
Ground Floor

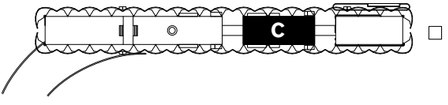




SIGN LOCATION

Ground Floor





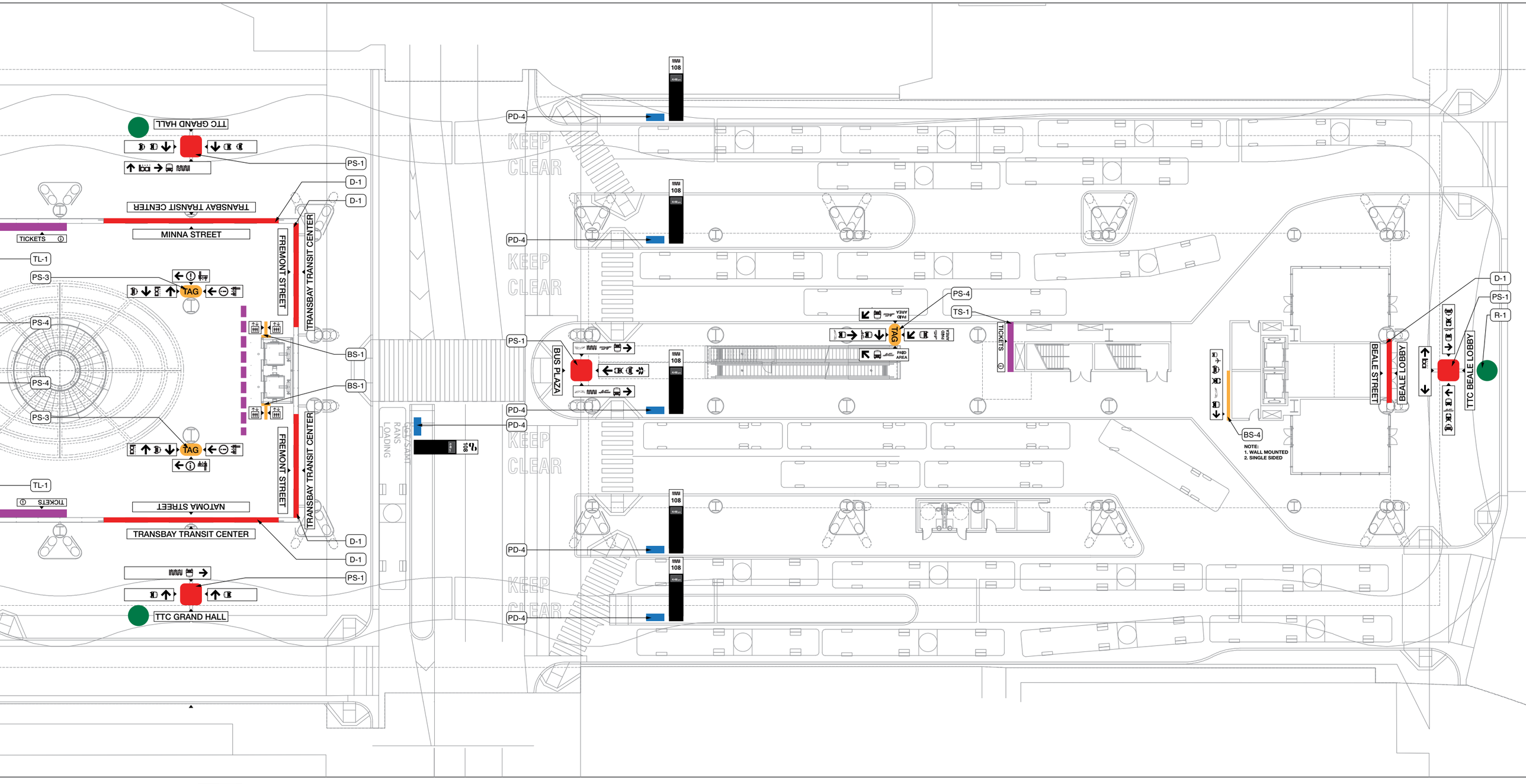
November 10, 2009

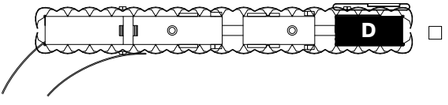
Transbay Transit Center

WRNS STUDIO LLP

SIGN LOCATION

Ground Floor





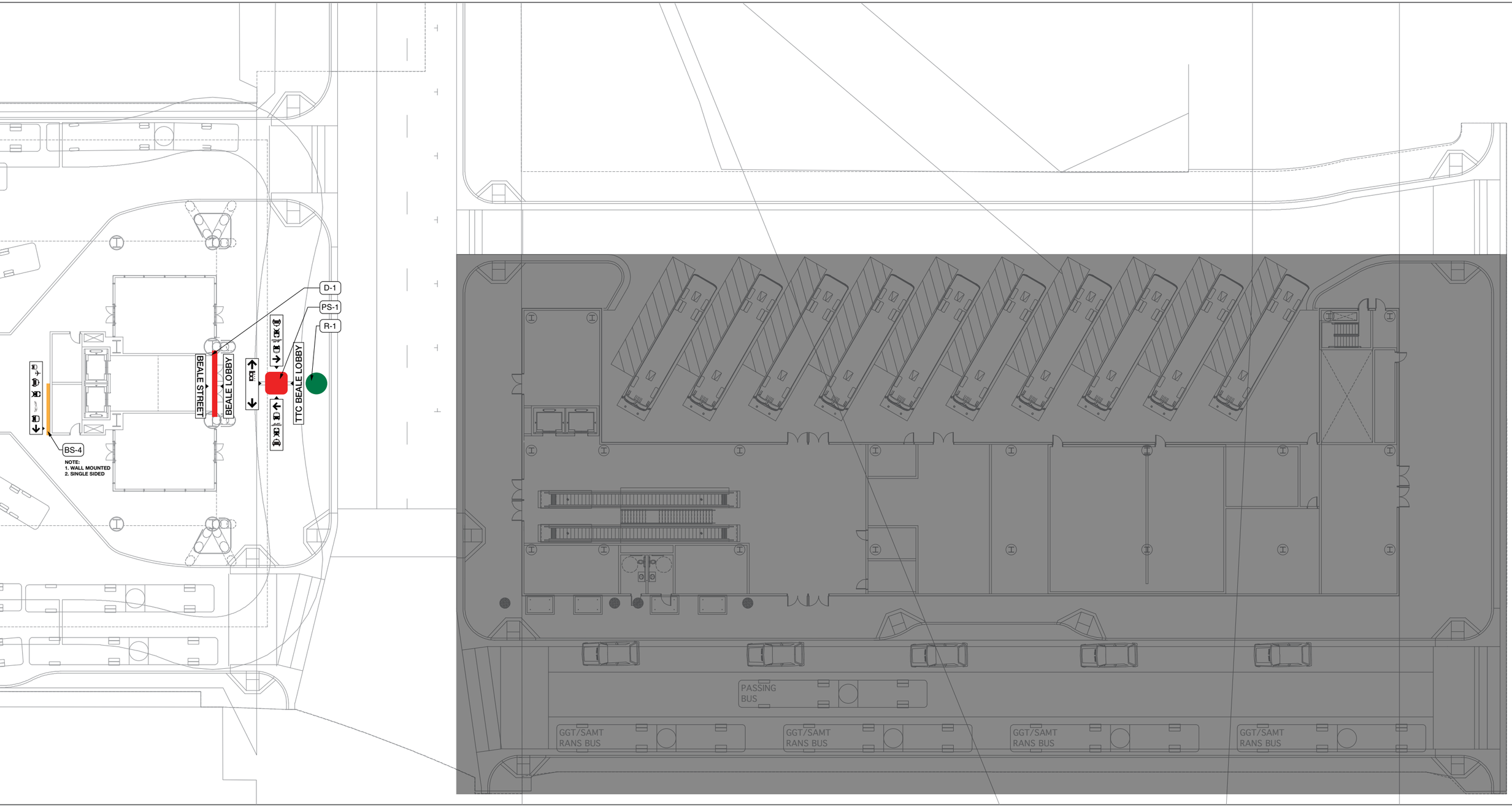
November 10, 2009

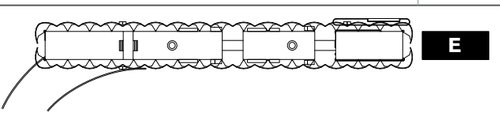
Transbay Transit Center

WRNS STUDIO LLP

SIGN LOCATION

Ground Floor

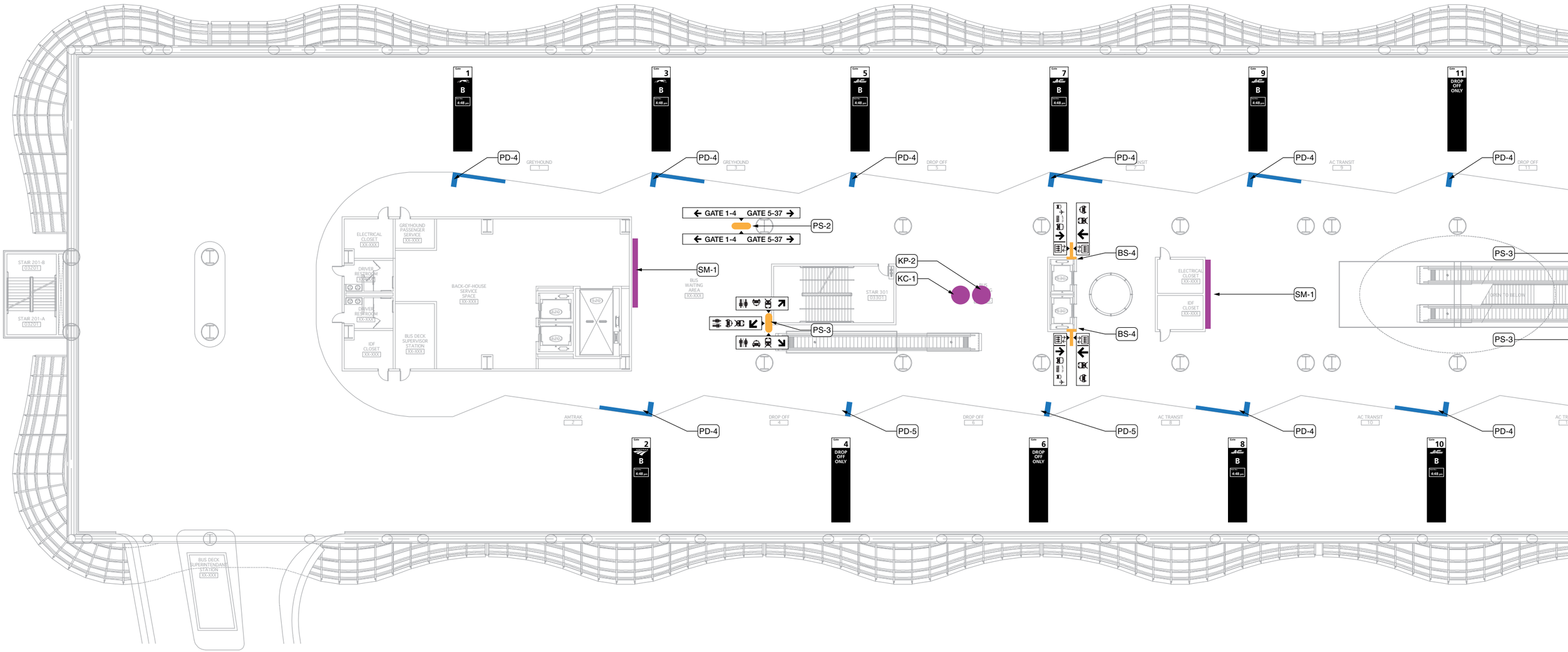




E

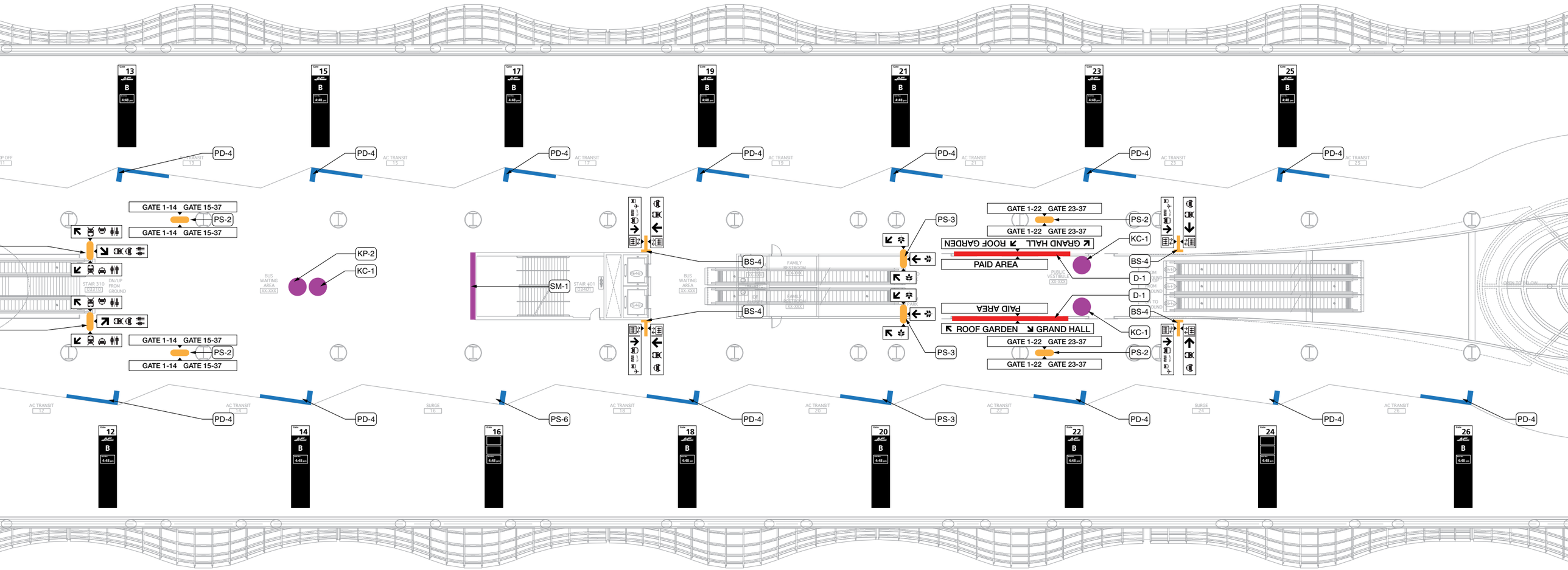
SIGN LOCATION

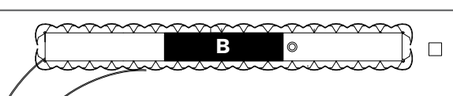
3 Bus Deck



SIGN LOCATION

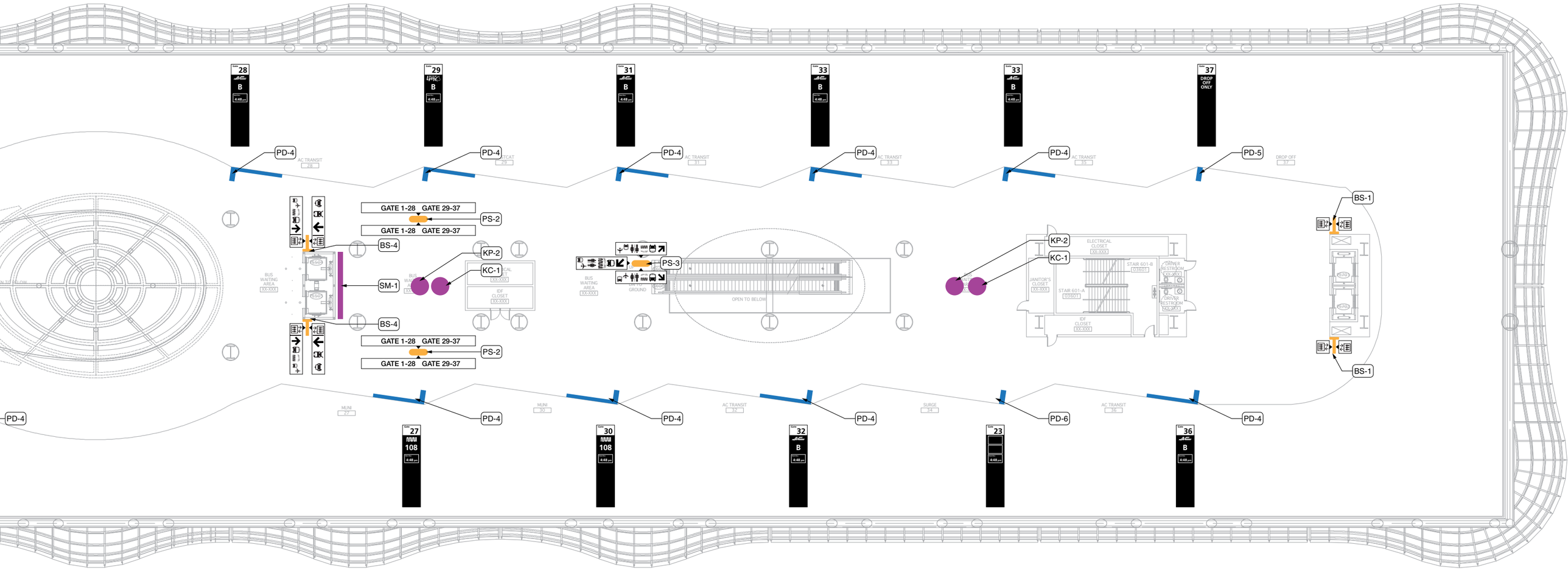
3 Bus Deck





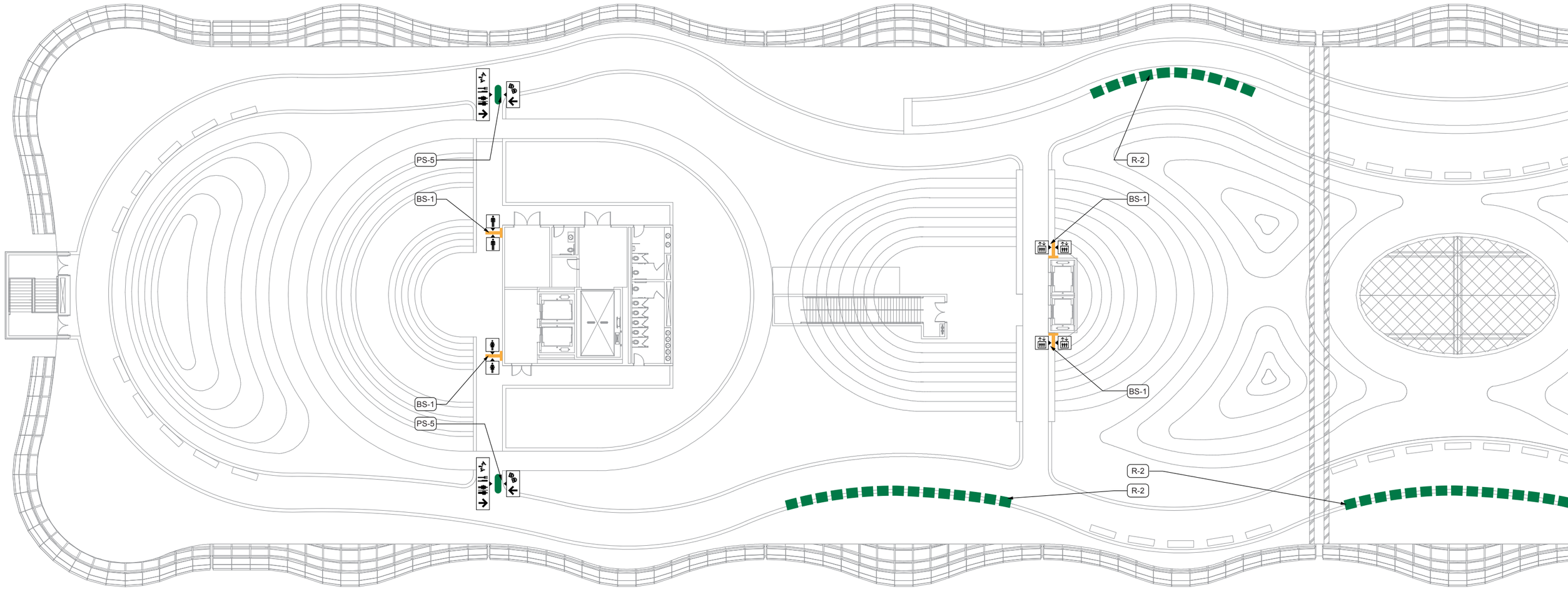
SIGN LOCATION

3 Bus Deck



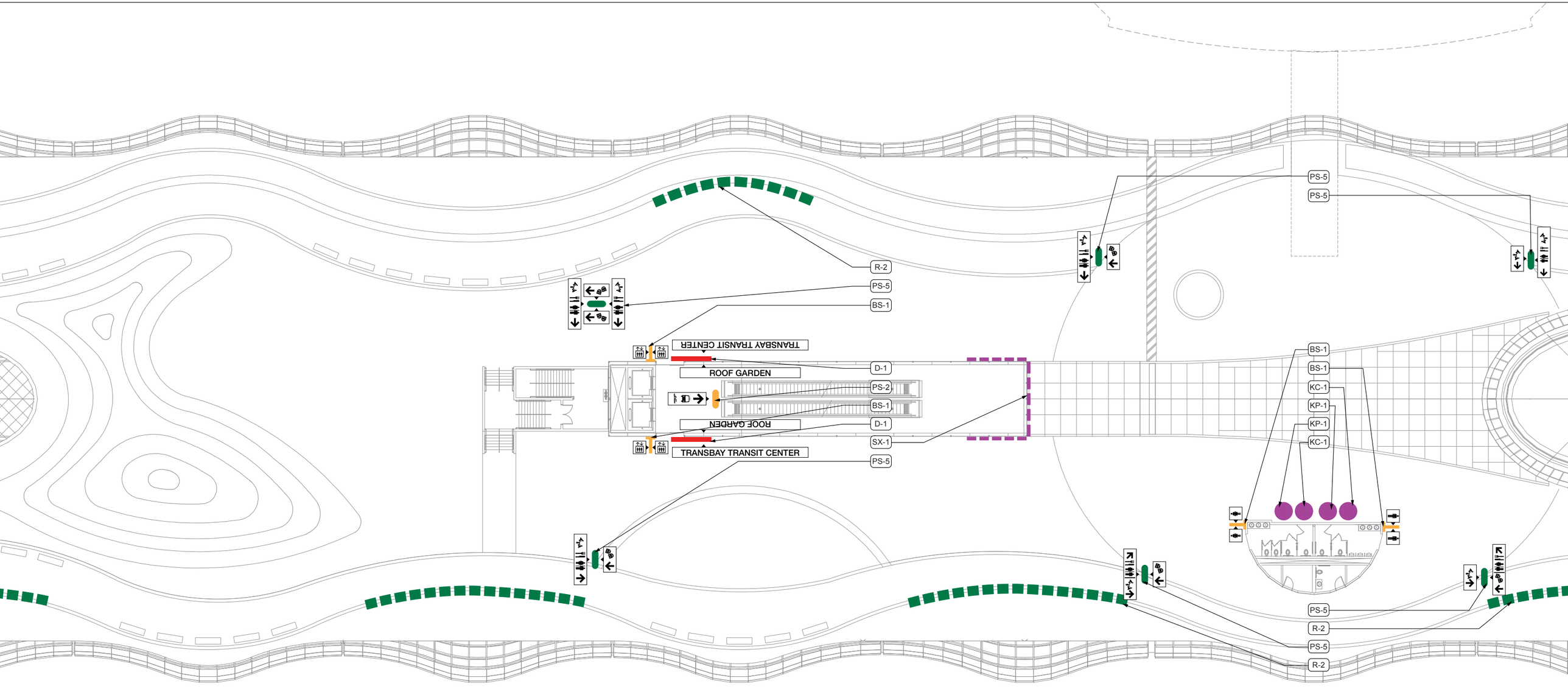
SIGN LOCATION

4 Roof Garden



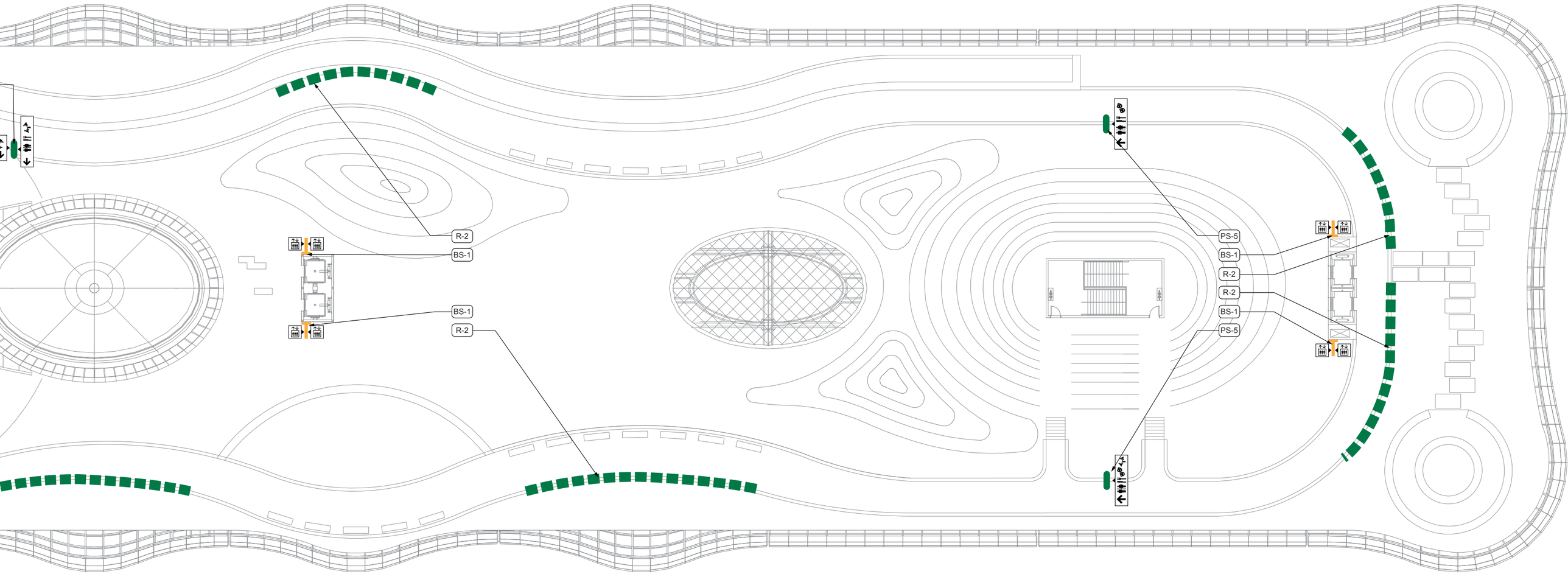
SIGN LOCATION

4 Roof Garden



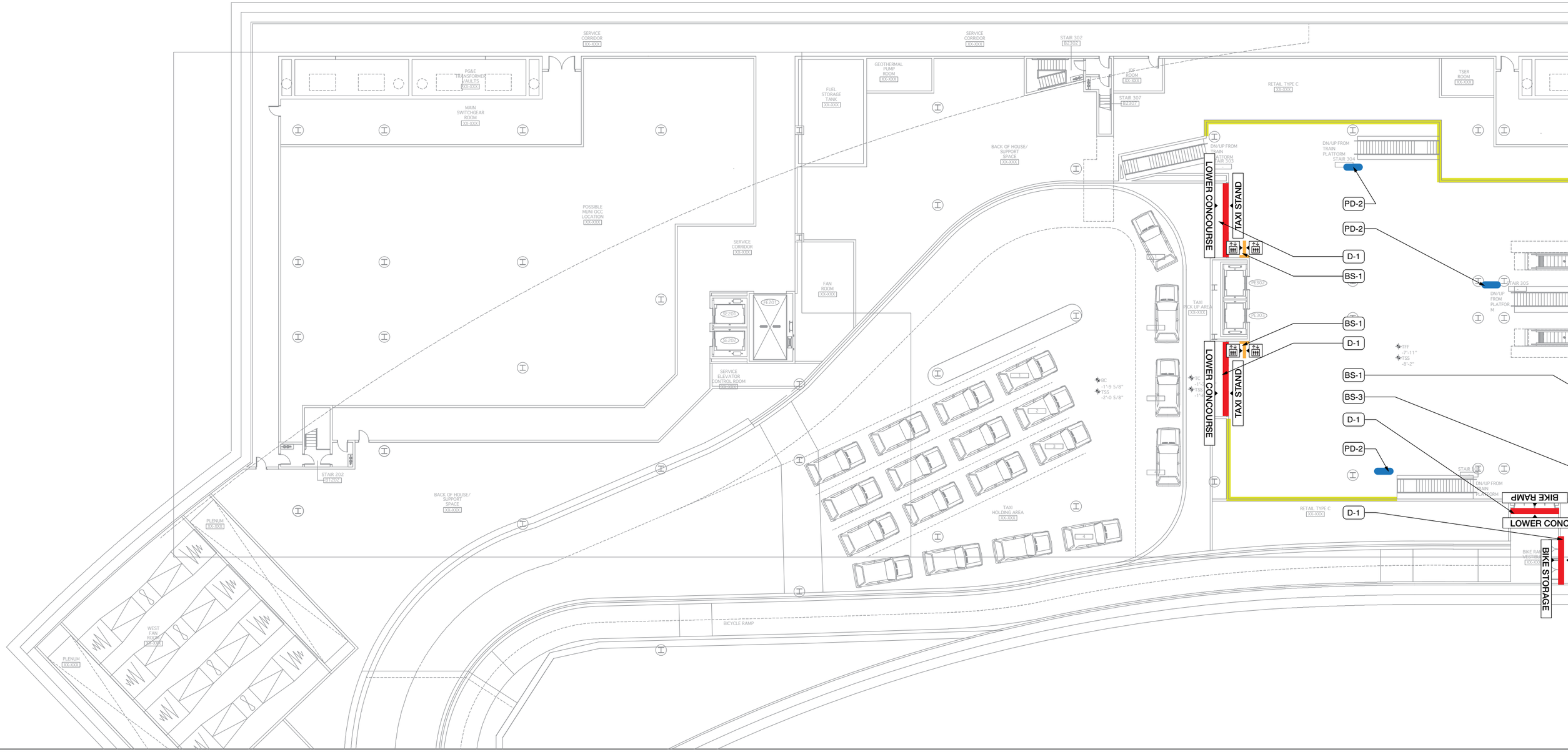
SIGN LOCATION

4 Roof Garden



SIGN LOCATION

B1 Lower Concourse



A

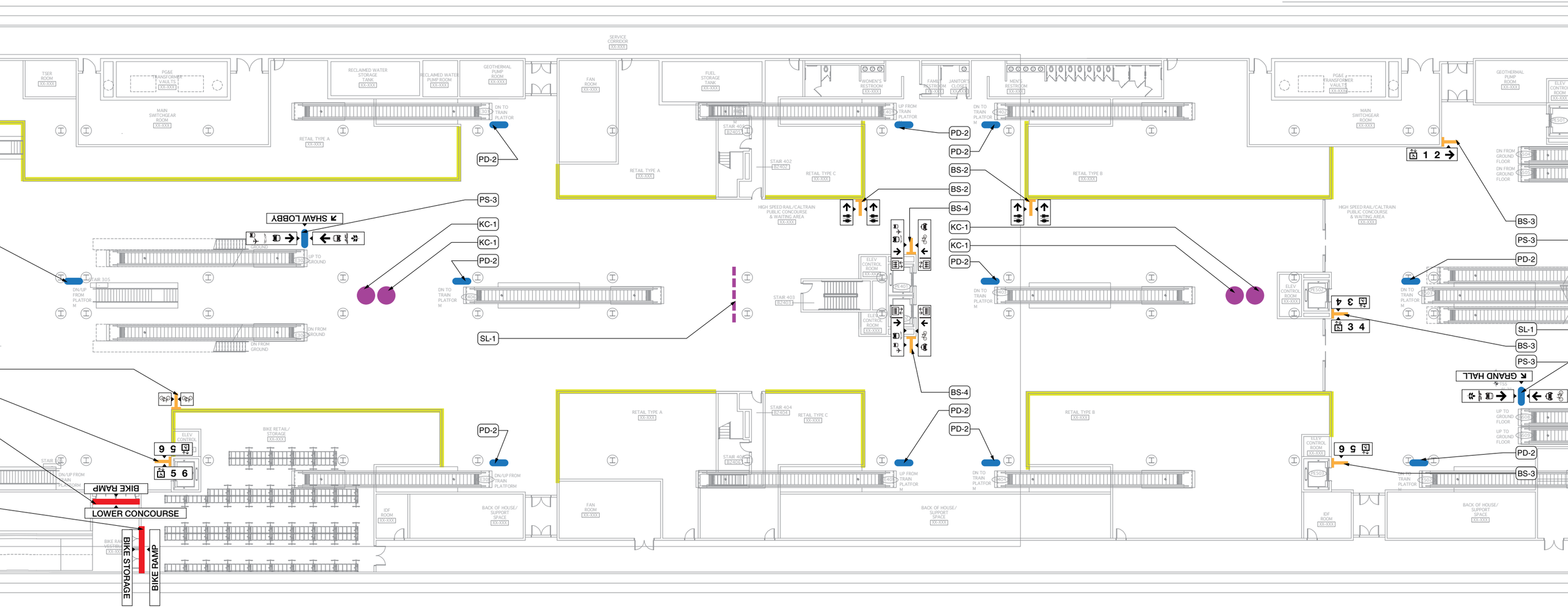
November 10, 2009

Transbay Transit Center

WRNS STUDIO LLP

SIGN LOCATION

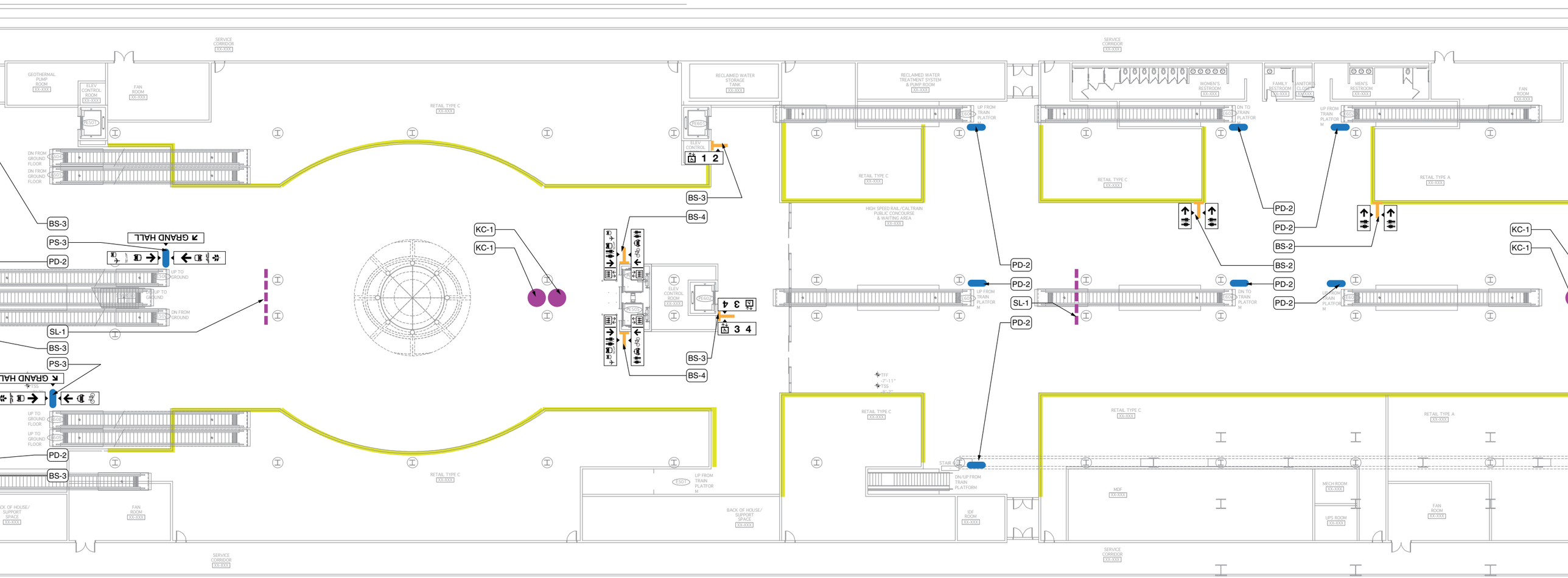
B1 Lower Concourse



B

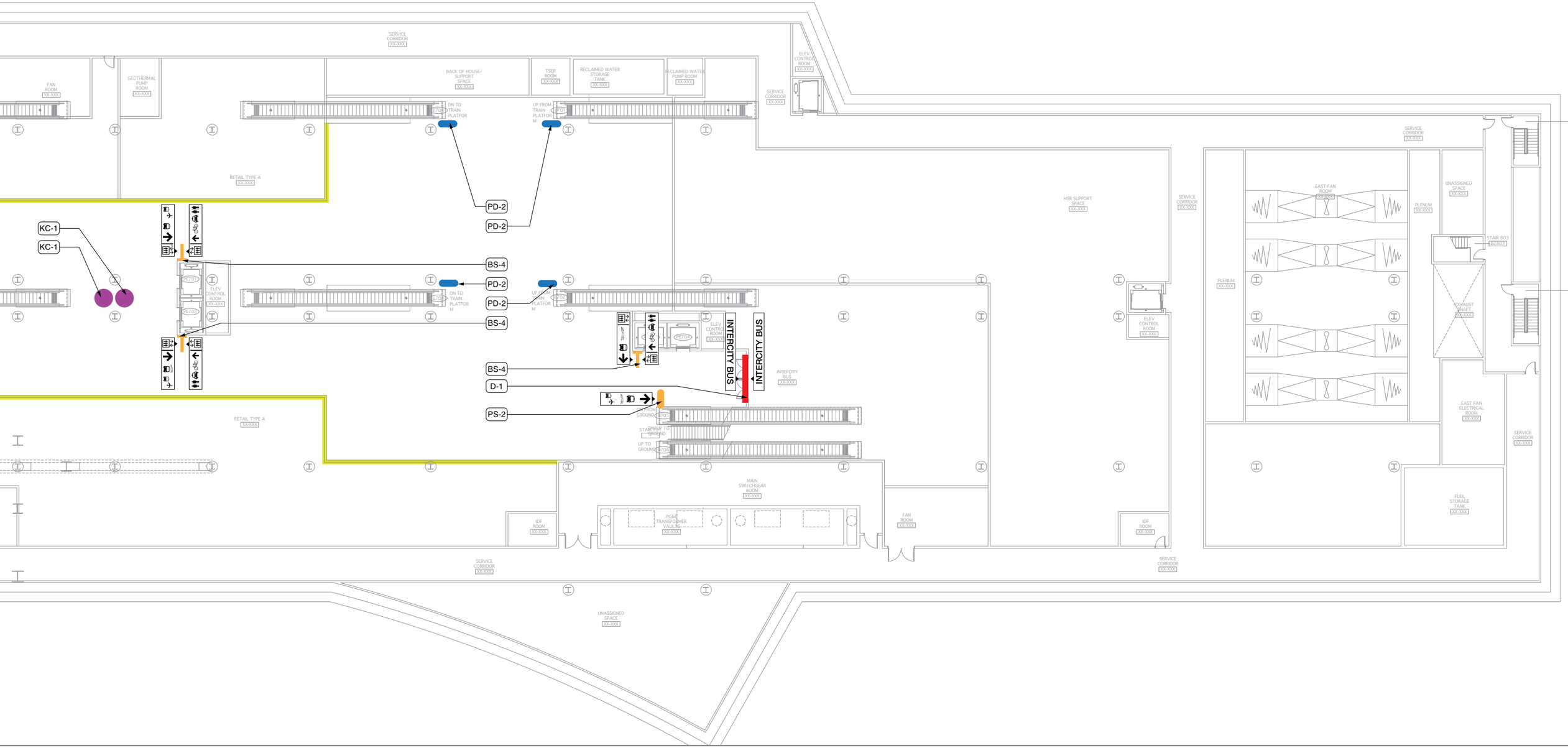
SIGN LOCATION

B1 Lower Concourse



SIGN LOCATION

B1 Lower Concourse



D

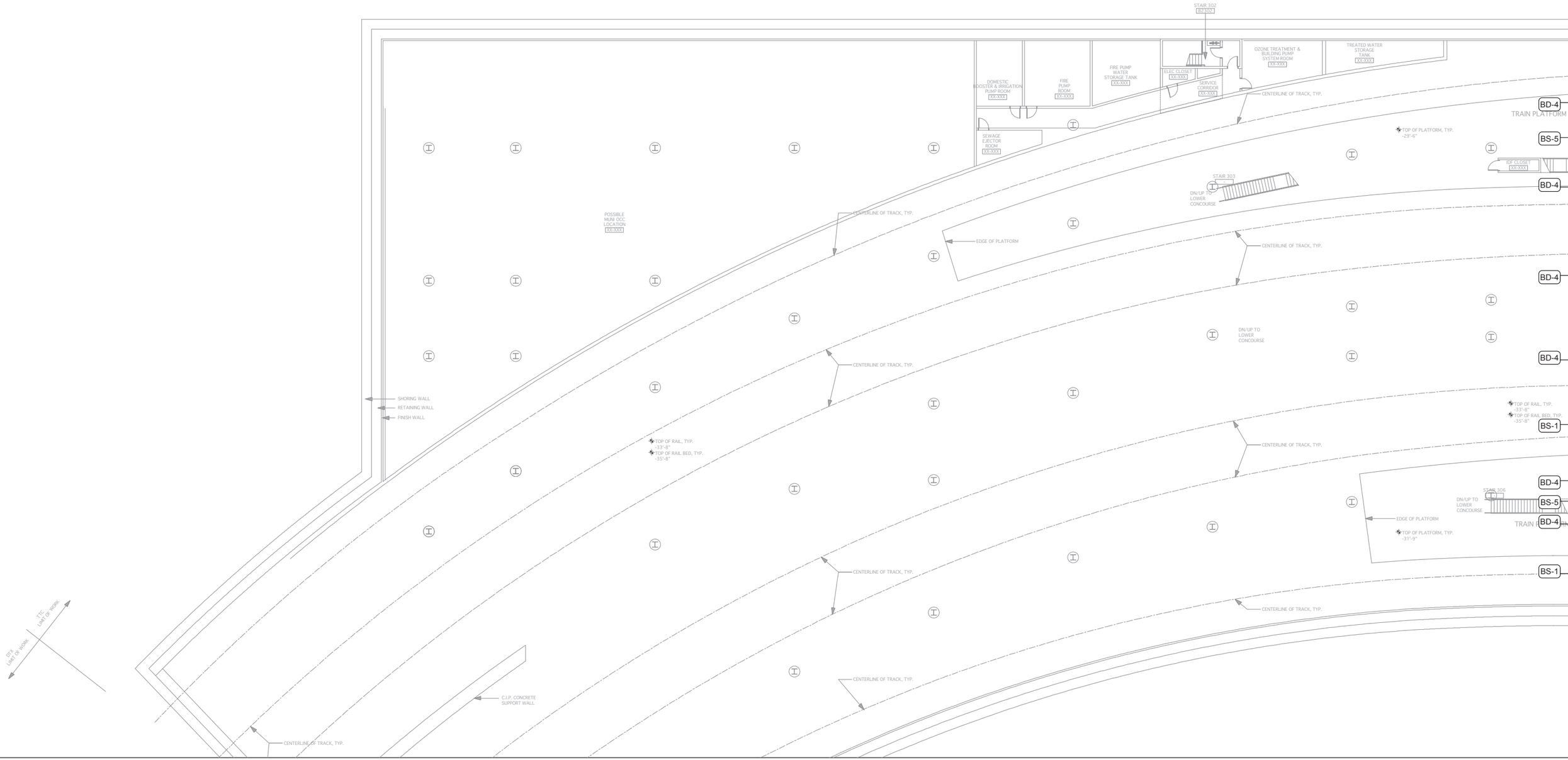
November 10, 2009

Transbay Transit Center

WRNS STUDIO LLP

SIGN LOCATION

B2 Platform

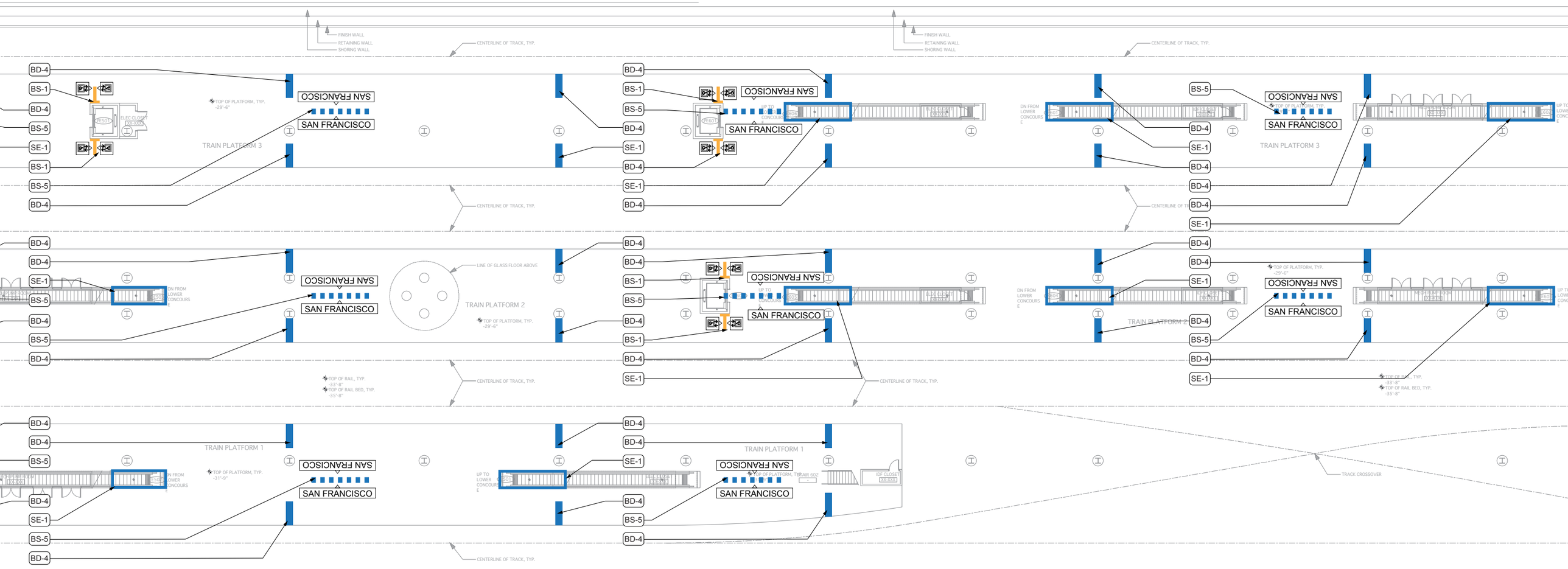


SIGN LOCATION

B2 Platform

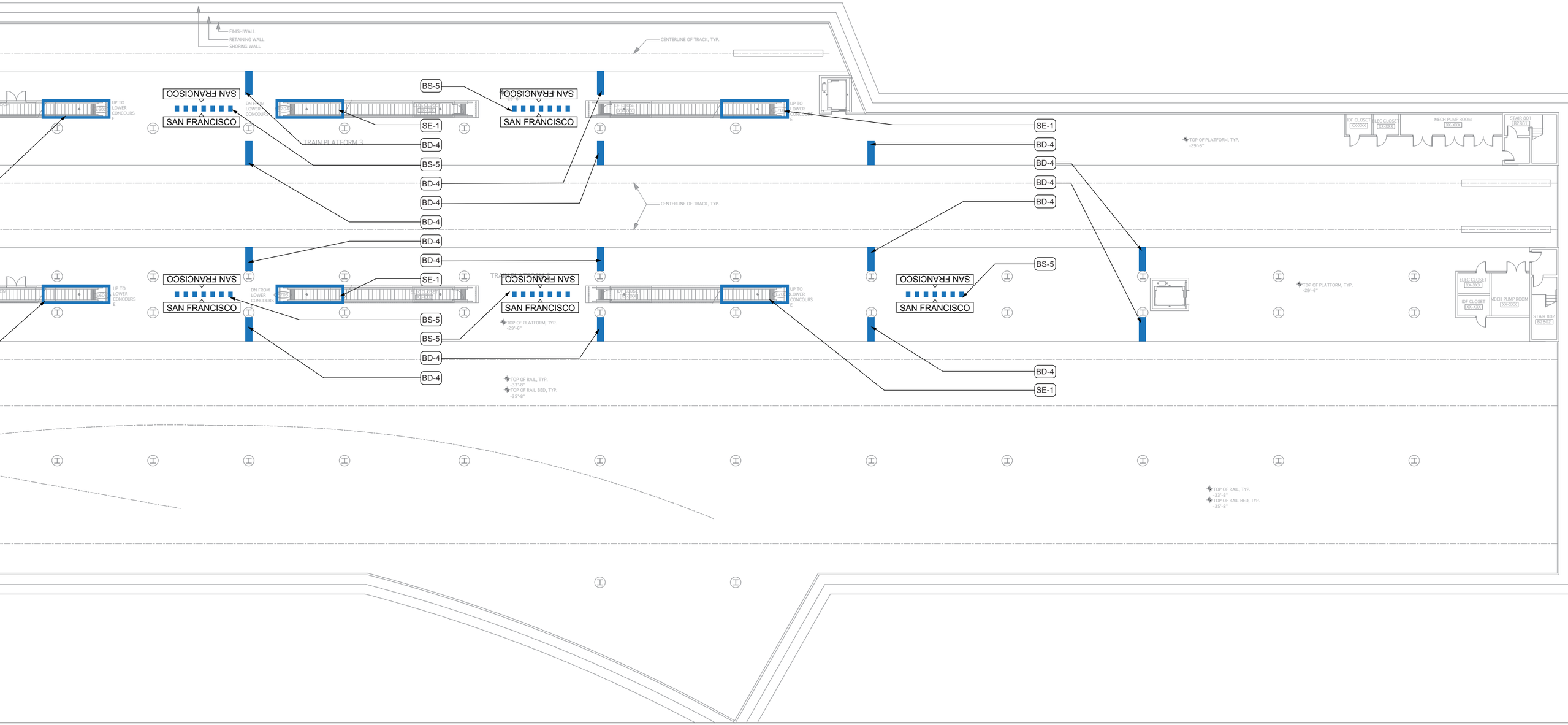
SIGN LOCATION

B2 Platform



SIGN LOCATION

B2 Platform



D

November 10, 2009

Transbay Transit Center

WRNS STUDIO LLP