# Te tautuhinga hoahoa i ngā tohu a AT me te toro wāhi
# AT signage and wayfinding design code

Detailed technical specifications for the creation of wayfinding signs for AT

Version 2.0—06/11/24

# Te toro wāhi i AT
# Wayfinding at AT

Wayfinding is a process of supported navigation, achieved through the customer's interaction with signage, accompanying information, and the environment. Within Auckland Transport's (AT's) scope of responsibilities, wayfinding forms one of the primary interfaces between the organisation and its customers. Thus, it is an essential component of the customer's experience.

### Purpose of this Transport Design Manual

This manual is designed to provide guidance on a best practice and brand compliant approach to signage and wayfinding strategy and installation for AT, associated organisations, companies, and projects.

The strategies and guidance contained in this manual ensure a consistent experience for AT's customers across the network by providing a benchmark standard for both internal and external service providers.

### Context of this manual

Tāmaki Makaurau is experiencing a period of significant growth to its public transport network. Ongoing improvements to rail and bus networks, as well as upgrades to active mode infrastructure, have led to the necessity of producing comprehensive signage and wayfinding that adequately reflects the increased scale and level of complication that will be necessarily present in the network.

Additionally, this manual responds to Auckland Council's objective to improve the visibility of te reo Māori, enabling the language to be seen, heard, learnt, and spoken in the everyday lives of Aucklanders. This has been achieved through the development of a full bilingual sign system displaying both te reo Māori and English language content.

Together, these significant changes in how people experience the city have led to the requirement for reimagined signage and wayfinding standards that better address evolving customer needs.

### The *Design Guide* and *Design Code*

This Transport Design Manual is made of two parts: The *Design Code* (this document), includes the detailed technical specifications required for the creation of many wayfinding signs, as well as rules on how they are allocated in the environment.

The accompanying *Design Guide* provides a principle-led approach to wayfinding strategy for AT. Additionally, it offers a strategic basis for designers and project managers to work from where requirements fall outside the Design Code's standardised scope.

### Modularity

This manual utilises a modular structure that allows for mode-specific technical documentation to be introduced over time. This version includes guidance on public transport modes—bus, train and ferry. Future iterations will include additional modes: active (walking and cycling), vehicles (car parks, ride-share, taxi), temporary and mana whenua signs.

### Who should use this manual

This manual is designed to be used by:

- Project managers:
  Both internal at AT, and external for major and minor capital projects, road maintenance, Auckland Council.
- Signage contractors:
  Manufacturers, printers, installers responsible for the installation and maintenance of assets for AT.
- General operational staff:
  Staff at stations and facilities to correctly respond to day-to-day and temporary signage needs.
- Design professionals:
  Graphic designers, wayfinding designers, and artworkers involved in the planning and design of wayfinding.
- Local boards and other Auckland Council led organisations.

These guidelines are not designed for use by private businesses, residents or associations of either. Any further uses of this manual must be approved by AT.

# Te tīmata haere
# Getting started

Covering strategy and technical detail, this manual is made up of two parts. If it's your first time, jump into the *Design Guide* to begin. If you're returning, dive straight in below:

## AT signage and wayfinding design guide

A principle-led approach to wayfinding strategy for AT—opens in a new window

### 1. Introduction

The overarching principles and vision that underpin wayfinding outcomes for AT

### 2. Understanding our customers

Understanding and prioritising the needs of customers comes before anything else

### 3. Understanding our network

An introduction to the network, encompassing modes, services and connections

### 4. Wayfinding fundamentals

The underlying strategy that forms the backbone of wayfinding for our customers

### 5. Sign placement principles

Principles behind the allocation and physical installation of wayfinding components

### 6. Writing for wayfinding

Consistent and appropriate bilingual communication across customer journeys

### 7. Customer information

This chapter will be published at a later date.

### 8. Mapping

This chapter will be published at a later date.

### 9. Delivery principles

This chapter will be published at a later date.

## AT signage and wayfinding design code

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Detailed technical specifications for the creation of wayfinding signs for AT

### 10. Visual elements

Extending from AT's brand, wayfinding specific visual elements for signs and products

### 11. Public transport

Mode-specific technical detail of sign families in a public transport environment

### 12. Walking and cycling

This chapter will be published at a later date.

### 13. Mana whenua

This chapter will be published at a later date.

### 14. Vehicles and car parks

This chapter will be published at a later date.

### 15. Temporary and disruptions

This chapter will be published at a later date.

# Ngā ihirangi
# Contents



## Issue register

| Version | Date | Part | Chapter or section(s) issued | Change description |
|---|---|---|---|---|
| Version 2.0 | 06/11/24 | AT Signage and Wayfinding Design Guide | Introduction, Understanding our customers, Understanding our network, Wayfinding fundamentals, Sign placement principles, Writing for wayfinding | Revised strategy first release |
| Version 2.0 | 06/11/24 | AT Signage and Wayfinding Design Code | Public Transport | Revised sign system including bilingual and accessible signs |
| Version 1.0 | February 2019 | AT Signage and Wayfinding Design Guide | Introduction | First release |
| Version 1.0 | December 2018 | AT Signage and Wayfinding Design Guide | Public Transport, Walking, Cycling modes, Mana whenua interpretive signage | First release |

# E hou ana i te ritenga 2.0
# New in version 2.0

Updates to the AT signage and wayfinding design guide include the introduction of bilingual sign designs and a new response to universal design principles.

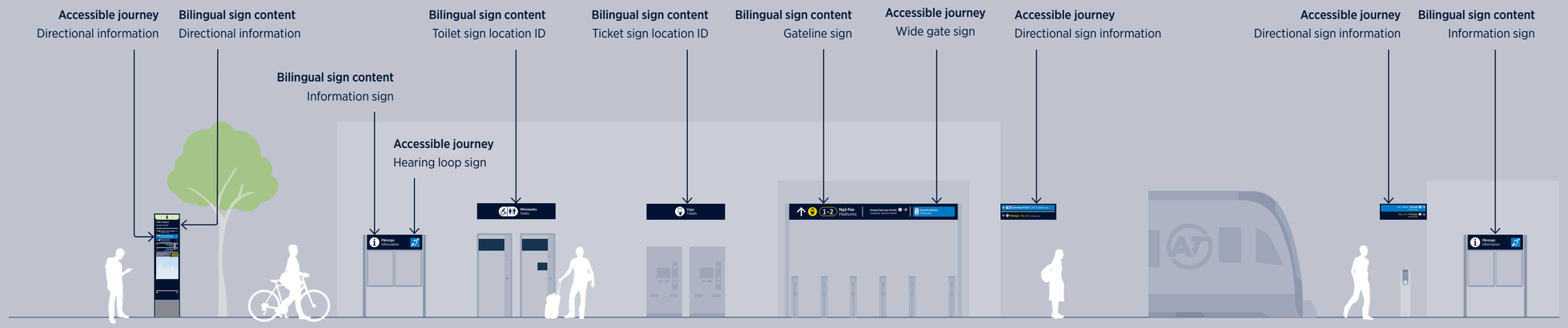
**Bilingual signs**

A bilingual sign system catering to te reo Māori and English language content was originally designed for the City Rail Link. Following a programme of testing for legibility, these designs have been rationalised for wider use on the network. For more on sign designs see *Chapter 11. Public transport.*

**Universally accessible journeys**

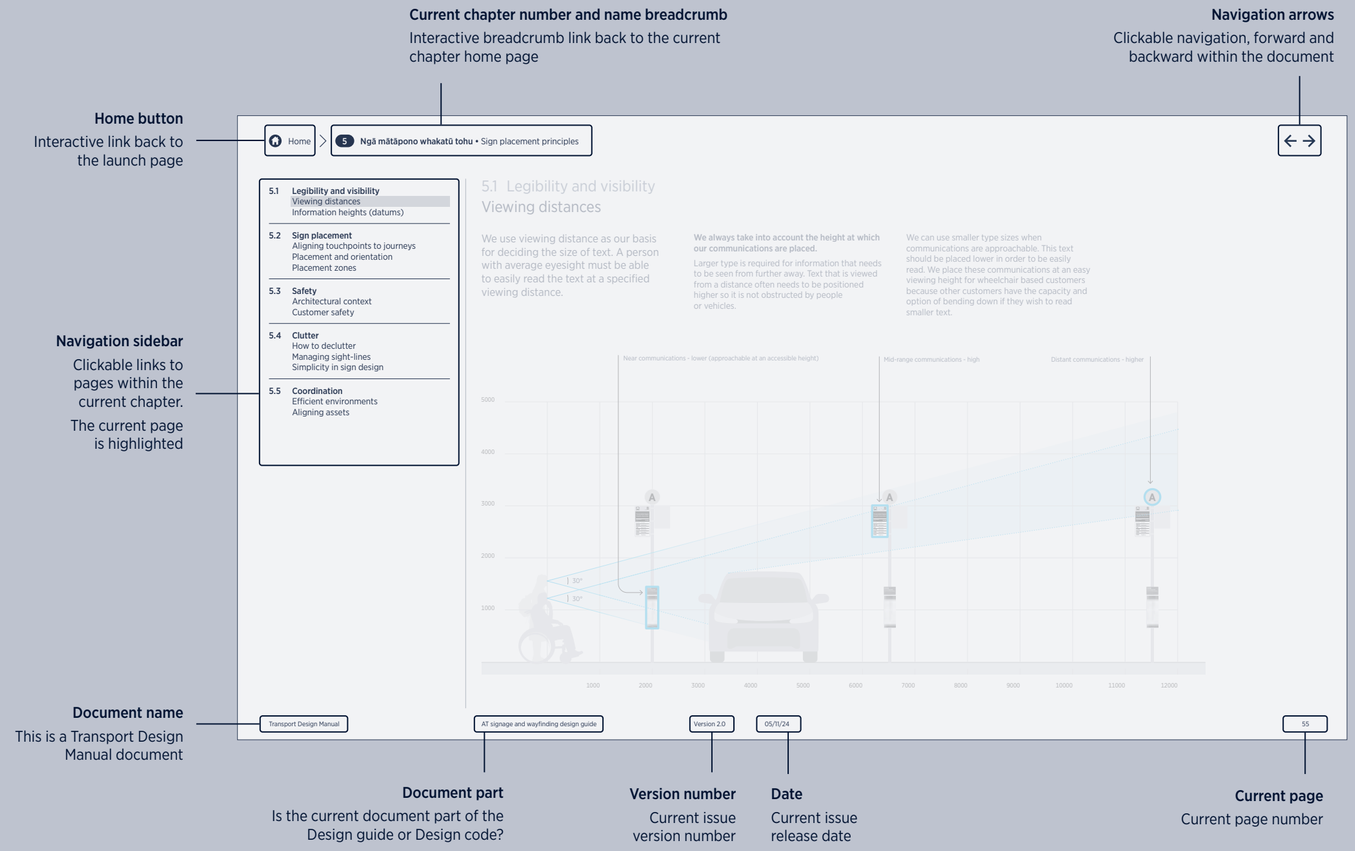
A new approach to elevating the profile of accessible journey features has been developed. This approach is led by a focus on addressing accessible features as the first stage of allocating wayfinding signs by default.

For an overview of the new approach to accessibility, see *Chapter 2. Understanding our customers*, for new sign designs, see *Chapter 11. Public transport.*



# Te pōkai i tēnei tuhinga
# Navigating this document

We've incorporated several interactive features to speed up navigation through this document. Active links on every page provide quick access to the launch, chapter, and section pages. Additionally, this document is bookmarked for search and navigation in Adobe Acrobat.



# 10

# Ngā āhuatanga ataata
# Visual elements



This chapter outlines AT's visual elements and how they are used to deliver wayfinding signs across the transport network.

The consistent application of typography, pictograms, arrows, and colours across the customer journey is central to an easy-to-understand transport network.

Elevating te ao Māori through graphic patterns connects wayfinding with a sense of place.

# 10.1 Overview

Consistent application of visual elements, such as type, pictograms, colours, and patterns, across all customer-facing information is essential to help our customers understand and navigate our public transport network.

This section provides guidance on the use of the various visual and graphic elements that make up AT's wayfinding system. Additionally, it provides high-level guidance on how these elements interact with each other and with assets across the wider AT brand.

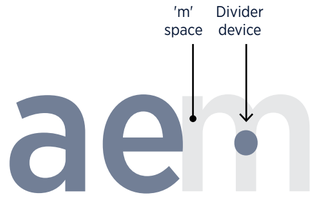
In addition to this overview, it is important to check relevant mode chapters in this document for specific guidance on how visual elements join together to create AT's wayfinding system.

**AT brand identity guidelines**

This section provides wayfinding-specific visual elements that build on AT's wider brand identity guidelines. For more detail on AT's brand identity, contact: creative@at.govt.nz or marketing@at.govt.nz

**Typeface**

AT has one wayfinding typeface: Gotham Narrow. It is a contemporary sans-serif typeface developed with legibility in mind.

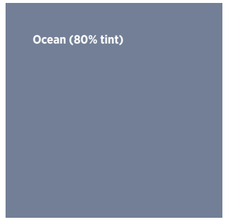



**Pictograms**

AT's wayfinding system is supported by the use of recognisable and distinctive symbols that have been designed to reflect the local city and environment.

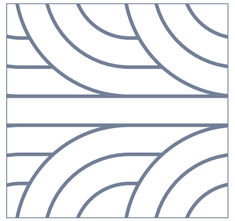
**Colours**

AT's colours cascade down from the Auckland Council brand. They provide a consistent touchpoint for customers across the network.



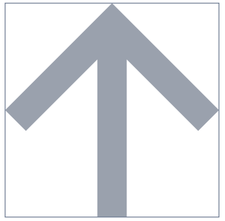

**Patterns**

The narrative visual elements of AT's taurapa draw on the rich symbolism of te ao Māori, including its atua, principles, and relationships with environment and people.



**Arrows**

AT uses a family of arrows that are designed to work alongside pictograms and other information on signs.



## 10.2 Typefaces

### Gotham Narrow

Our primary wayfinding typeface is Gotham Narrow. It is a highly legible sans-serif typeface that supports te reo Māori. We use Gotham Narrow on all static wayfinding signs.

Within a wayfinding context, we use two font weights. For all English language text, we use the Gotham Narrow Book font weight. For all text in te reo Māori, we use the Gotham Narrow Medium font weight.

ĀABCDĒEFGHĪIJ
KLMNŌOPQRST
ŪUVWXYZāabc
dēefghījklmnō
opqrstūuvwxyz

From A to Z,

# 10.2 Typefaces

## Static wayfinding

Originally inspired by a New York Port Authority Bus Terminal sign, the Gotham font family is both space efficient and easy to read from a distance. This makes it an ideal typeface for use across static, fixed, and printed wayfinding applications.

Gotham Narrow is legible at different display sizes and maintains clarity across larger signs that identify locations, as well as smaller applications, such as maps and customer information. It appears across the network such as on:

- wayfinding signs and other sign artwork
- network maps
- timetables

**Kerning**

Gotham Narrow is a robust and well-made font that has been designed for legibility. We use either metric or auto kerning when typesetting in Gotham Narrow. The kerning pairs built into the font already represent a good baseline from which to work from. We only use manual kerning when producing bespoke signage or supergraphics, where more space between letters may be needed.

**Gotham Narrow Ultra**

AT uses Gotham Narrow Ultra as part of its core brand identity and communications. While this font is useful in wider design contexts, it is not suitable for use in wayfinding. The combination of wide letter shapes and narrow negative spaces makes text comparatively harder to read when backlit and at distance on signs; and it is less accessible for low vision customers compared to our wayfinding type weights.

Āā

**Gotham Narrow Medium**

**ĀABCDĒEFGHĪIJKLMNŌOPQRSTŪUVWXYZāabcdēefghīijkl mnōopqrstūuvwxyz1234567890!@£$%^&*()_+<>;:|**

Gotham Narrow Book

ĀABCDĒEFGHĪIJKLMNŌOPQRSTŪUVWXYZāabcdēefghīijkl mnōopqrstūuvwxyz1234567890!@£$%^&*()_+<>;:|

## 10.2 Typefaces

# Digital wayfinding

Developed by Google, Open Sans is a sans-serif typeface that is easy to read at different display sizes and is optimised for legibility across web and mobile interfaces.

Open Sans is an open-source typeface that is widely supported online and freely available for download. This makes it ideal for online uses, such as web and mobile applications, but also across older digital displays where it may require local installation on devices. AT uses Open Sans on:

- the AT Mobile app
- AT Journey Planner (web)
- AT Live Departures (web)
- AT Timetables (web)
- passenger information display system (PIDS)
- E-paper passenger information display system (EPIDS)

Āā

**Open Sans Bold**

**ĀABCDĒEFGHĪIJKLMNŌOPQRSTŪUVWXYZāabcdēefghī ijklmnōopqrstūuvw yz1234567890!@£$%^&*()_+<>;:|**

**Open Sans Semi Bold**

ĀABCDĒEFGHĪIJKLMNŌOPQRSTŪVWXYZāabcdēefghī ijklmnōopqrstūuvwxyz1234567890!@£$%^&*()_+<>;:|

Open Sans Regular

ĀABCDĒEFGHĪIJKLMNŌOPQRSTŪUVWXYZāabcdēefghī ijklmnōopqrstūuvwxyz1234567890!@£$%^&*()_+<>;:|

## 10.2 Typefaces

# Reading distance

We use consistent measurements based on our typefaces to define how they are used on signs. Capital (or cap) height is a responsive measure based on a capital letter Y that increases or decreases in line with the font itself.

We calculate how far text on a sign can be read by an average customer using the cap (Y) height of text.

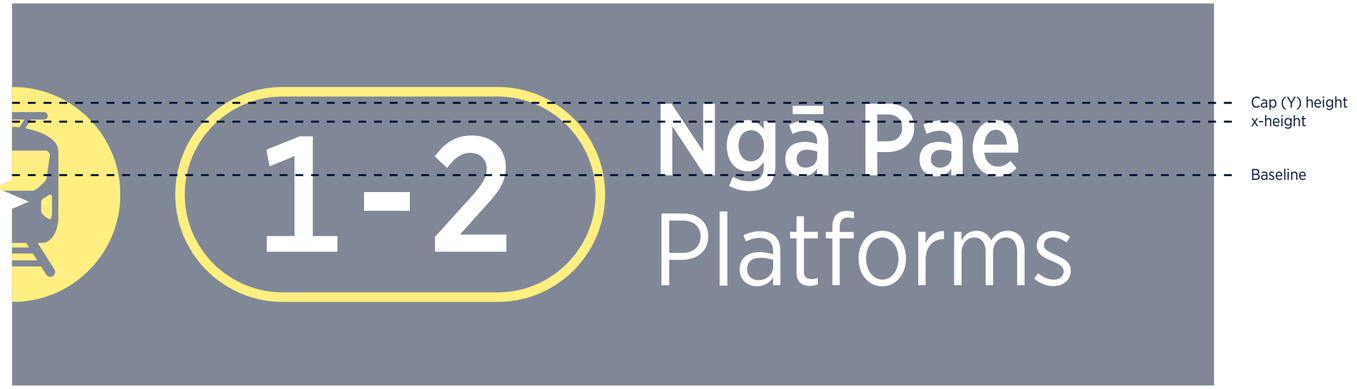
The table below provides high-level guidance on reading distances for Gotham Narrow using cap-height. See relevant mode chapters of the *Design Code* for sign-specific text heights.

**Gotham Narrow reading distances by cap-height:**

| Reading distance (m) | Measured cap-height | |
|---|---|---|
| **Font weight** | **Book** | **Medium** |
| 2.5m | 11.5mm | 7.5mm |
| 5m | 23mm | 15mm |
| 10m | 45mm | 30mm |
| 15m | 70mm | 45mm |
| 20m | 90mm | 60mm |
| 25m | 115mm | 75mm |
| 30m | 140mm | 90mm |
| 50m | 230mm | 150mm |

Additional considerations when designing for text on signs:

- Font sizes can be expressed in both lowercase height (x) and capital (cap) height (Y).
- The x height of a typeface is measured by the distance from the baseline to the top of the lowercase letter x.
- We do not use other letters to measure text size as they may be taller or shorter non-standardised heights.

# 10.3 Colour

We apply a consistent colour palette established for AT-wide use that is strongly aligned with AT's wider brand. There are subtle differences with how brand colours are utilised in wayfinding: while AT usually uses the vibrant Shore as a primary colour for communications, marketing, and web applications, for wayfinding our primary colour is a deep blue named Ocean.

The majority of signs in AT's wayfinding system are produced with an Ocean background. This provides a highly contrasting dark canvas on which to apply text and symbols.

There are specific considerations for colour use across different modes. In some cases variances from AT's colour palette. For these requirements, see designs in the appropriate mode section.

### Wayfinding-specific colours

We may use different colours or variations to brand colours in wayfinding. For example, for temporary and disruption signs, we use a variation of Disruption pink called *Temporary*. This colour offers greater contrast than standard pinks for the co-application of mode colours and white text. This colour may be unsuitable for non-wayfinding uses.

### AT brand colours outside wayfinding

For more further guidance on colour use outside wayfinding-specific applications, please contact: creative@at.govt.nz.

**White**

White
HEX #FFFFFF
CMYK 0, 0, 0, 0
RGB 255, 225, 225

**Safety**

PMS 109
HEX #FFDD00
CMYK 0, 10, 100, 0
RGB 255, 221, 0

**Temporary**

PMS Rubine Red C
HEX #e40571
CMYK 0, 100, 22, 3
RGB 228, 5, 113

**Ocean**

PMS 296
HEX #001930
CMYK 100, 65, 22, 80
RGB 0, 25, 48

**Bright Green**

PMS 375
HEX #95C11F
CMYK 50, 0, 100, 0
RGB 149, 193, 31

**Shore**

PMS 3005
HEX #0073BD
CMYK 100, 42, 0, 0
RGB 0, 115, 189

**Commercial**

PMS 151
HEX #F7941F
CMYK 0, 50, 97, 0
RGB 247, 148, 31

**Greeny Bluey**

PMS Green C
HEX #009985
CMYK 100, 0,58 ,0
RGB 0, 153, 133

**Disruption**

PMS Pink C
HEX #CA0076
CMYK 0, 100, 0, 0
RGB 202, 0, 118

**Cosmic**

PMS 7663
HEX #773581
CMYK 66, 91, 12, 0
RGB 119, 53, 129

**Shore Light**

PMS 2995
HEX #00A7E5
CMYK 85, 5, 0, 0
RGB 7, 167, 229

**Anther Red**

PMS 1795
HEX #DE0A2B
CMYK 4, 100, 83, 0
RGB 222, 10, 43

# 10.4 Arrows

Arrows play a central role in wayfinding. They provide our customers with instantly recognisable and widely understandable directional advice. AT has designed a suite of legible arrows that are suitable for use across wayfinding products.

### Straight and angled arrows

There are subtle differences in AT's arrow design depending on the direction they face. Arrows that sit on 45 degree angle increments are longer than arrows that sit on 90 degree increments.

Optical adjustments have been made to 45 degree arrows that elongate the tail of the arrow, in order to maintain visual balance when used alongside other assets, such as text or pictograms. For this reason, it is important to never just 'rotate' arrows on artwork, and always use the correct arrow artwork.

### Alignment

As a general rule, right pointing arrows are arranged on the right side of a sign, and all other arrows are arranged on the left of a sign.

This is not a universal rule. For additional guidance on how arrows relate to accompanying text, and where they sit on signs, see the relevant mode chapter.

### Codes

You will see a code alongside every arrow and symbol (e.g. A01). These codes can be used to schedule or annotate symbols for production.

### Codes

**A01 Up/Straight Ahead**
Directs forward or up.

**A02 Up Left**
Directs slightly to the left.

**A03 Left**
Directs a hard left turn.

**A04 Down Left**
Directs downwards to the left—for example, down an escalator.

**A05 Up Right**
Directs slightly to the right.

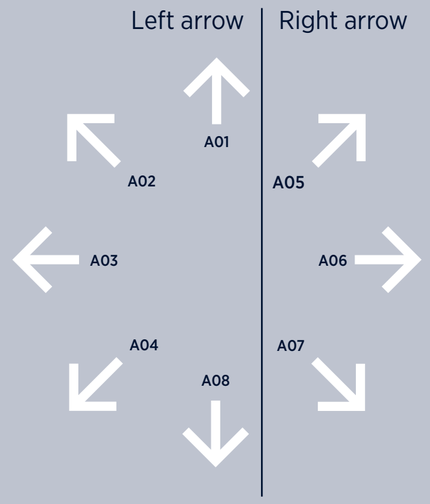
**A06 Right**
Directs a hard right turn.

**A07 Down Right**
Directs downwards to the right—for example, down an escalator.

**A08 Down**
Only used to direct down a stair or escalator.

### Alignment

Right arrows are on the right side of a sign, all other arrows go on the left.




**Using down arrows for paths on one level**

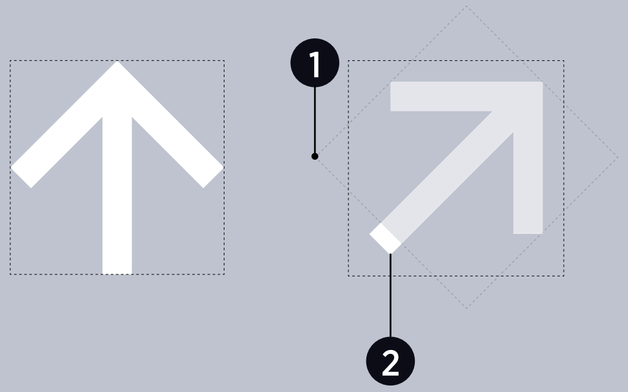
Down arrows can be used to highlight where to join long queues. See mode specific sign designs for more detail.

### 90 degree arrow

This arrow version takes up the full square width and height of the area it sits within.

### 45 degree arrow

This arrow has a longer tail than the straight version and does not stretch to the full area of its border.




**1: Straight arrow rotated**

Illustrating how a straight arrow rotated does not align or match the angled arrow.

**2: Tail extension**

The angled arrows tail extends further to balance its relationship with symbols and text messages.

**Arrow placement for production**

Don't just rotate arrows. Always ensure you're using the correct arrow symbol for the correct direction.

# 10.5 Pictograms

## Pictogram families

Pictograms are symbols that represent a place, concept, or object. We use them to provide context for written text and as a quick reference for our customers, particularly those who are not fluent in English.

The AT wayfinding system has a suite of approved pictograms grouped into six different families to provide context in differing circumstances across customer journeys. They are stored in an Adobe CC library that is maintained by AT's Creative team: creative@AT.govt.nz

### Codes

Pictograms utilise an efficient code system (e.g. P01). These codes can be used to schedule or annotate symbols for production. For more on pictogram codes, see the pictogram index later in this chapter.

### Modes

Mode pictograms are used to help customers identify stations, stops, and terminals in the built environment, on maps, and through AT's digital wayfinding tools.

Bus | Train | Ferry | Cycling

### Vehicles

This family contains symbols representing types of registered road vehicles. Also included here are facilities that relate to these types of vehicles.

Car share | Drop off | Moped | Parking AT

### Points of interest

These symbols have been designed to easily identify points of interest by type on signs, maps, and in digital wayfinding tools.

Park | Gallery | Library | Marae

### Regulatory

Symbols relating to regulations and statutes. These symbols reflect national or international standards and by intent, are contained within in squares as a point of consistency.

Fire hose | Defibrillator AED | Emergency exit | Hearing loop

### Amenities

Facility pictograms have been designed to identify types of amenities on and around AT's network.

Toilets | Tickets | Lockers | Shower

### Behavioural

Behavioural pictograms support safety and warning messages. These symbols are bound by a yellow keyline for safety and red for warning.


Danger overhead | Escalator hold child | Smoke free | No alcohol

# 10.5 Pictograms

## Making pictograms

We have developed a system of grids, measures, and rules that ensure pictograms are designed and applied consistently across the network, no matter who is doing the work.

Pictogram artwork is usually created in the colour *Ocean*, on a family colour background. We use white where colour contrast can not be achieved.

### Grids

We use a strict grid when designing pictograms and icons. The grid provides standard alignments of objects, as well as line weights and spaces, to ensure consistency across pictograms created at different times by different people.

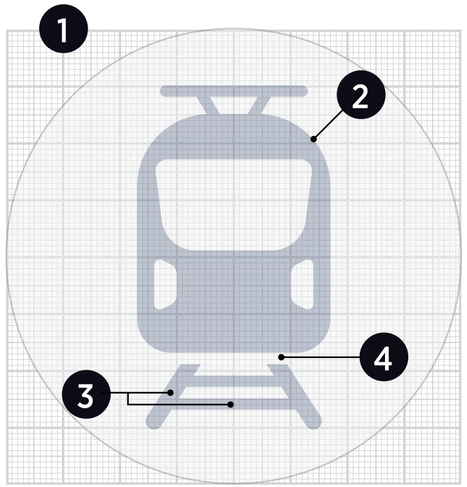
### Type alignment

Pictograms have been designed to align with the text they are helping to describe. This relationship is based on the cap-height of the message being two-thirds the size of the paired symbol roundel. Images represented in a pictogram align visually with the cap-height and baseline of accompanying text.

### Pictograms vs icons

Pictograms literally represent an object or place; icons symbolise an idea or principle and may not look like it at all. In most cases, we prefer to create and use pictograms as they connect and reinforce messages for unfamiliar customers and do not assume prior understanding of a concept.

### Anatomy of an AT symbol




**1. Grid**

Edges and points are locked to a grid. The smallest subdivision is 80% of the overall symbol. It is preferable to lock to a subdivision of 16.

**2. Corner Radii**

Radii are derived from Gotham Narrow Medium and rounded to match the 80x80mm grid.

Always lock to the grid. For new pictograms, use corner radii of 15mm, 8.75mm, 5mm, and 2.5mm.

**3. Stroke weight**

Locked to the grid, use 3.75mm and 2.5mm.

**4. Negative gaps**

Locked to the grid, use 2.5mm.

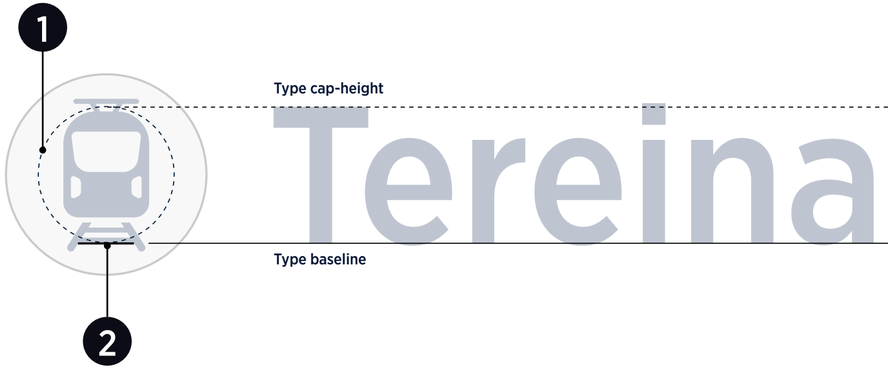
### Alignment with accompanying text

**1. Main body of symbol**

The bulk of the symbol will sit within the area between the baseline and cap-height of the paired message.

**2. Baseline alignment**

The bottom-most horizontal line of the symbol should align with message type's baseline.



# 10.5 Pictograms

## Modes

Mode pictograms help passengers identify different transport modes quickly or from a distance. While colour reinforces a transport mode, the pictograms themselves do not specifically rely on colour to communicate.

Public transport pictograms use *Safety* yellow. Active mode pictograms are in *Bright Green.*

In pictograms, the symbol itself tells much of the story. This makes them especially helpful for customers who have colour blindness or who do not speak English.

Mode pictograms are some of the most visible items on our network, and their use extends beyond wayfinding to digital, marketing, and communications applications.


Bus


Train


Ferry


Cycling


Walking


Shared path


Park


Gallery


Library

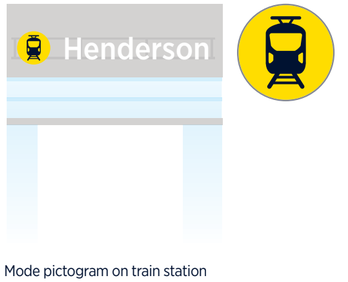

Marae


Restaurant


Shopping

**Mode pictograms in use**


AT Journey app showing modes



Mode pictogram on train station

Bus flag

Train station directional


Modal catchment sign on street lamp

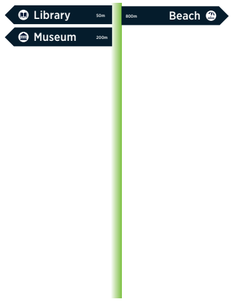
## Points of interest

Wayfinding pictograms include symbols that highlight points of interest. We use these to provide additional context to written guidance on signs. These pictograms provide a visible connection between signs and places across a customer journey.

General points of interest and facilities are shown in white. Commercial points of interest are shown in the AT colour *Commercial*.

**Point of interest pictograms in use**

Finger blades




Pedestrian map

Cycle hoop

# 10.5 Pictograms

## Regulatory

We use regulatory pictograms to inform our customers of important safety and accessibility features or facilities on their journey. These pictograms are often designed or owned by regulatory agencies, responsive to global norms, or defined by national or international standards.

These pictograms may be required in response to a specific legal need and will not always be included in a wayfinding scope. It is important that these pictograms align across customer journeys both inside and outside of AT environments. These symbols may even be applied to products prior to their purchase by AT.

Never alter or update regulatory pictograms without consulting appropriate standards or accessibility agencies and authorities.

Fire hose

Defibrillator AED

Emergency exit

First aid

Hearing loop

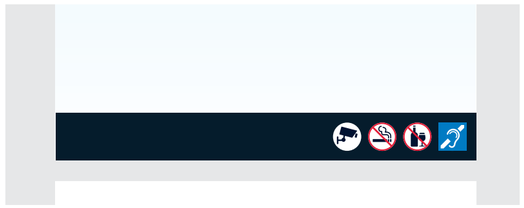
Visual impairment

**Regulatory pictograms in use**

Emergency exit sign against AT Ocean

Customer Service Centre ID Hearing loop


Bus shelter glass behavioural



## Behavioural

Behavioural pictograms are usually based on common precedent. However, they have been redesigned to align with AT's best practice. They reinforce meaning in important safety and warning messages.

As a rule, safety messages, where advice is being offered that is not legally binding, have a *Safety* yellow border. Warning messages, where there is immediate threat to welfare or legal consequences of actions, have a red border and also may have an *Anther Red* bar to signal prohibition.


Danger overhead wires

Escalator hold child

Smoke free

No alcohol

Door warning

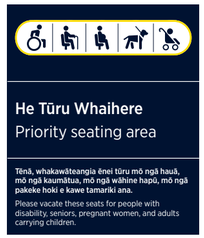
No prams

**Behavioural pictograms in use**

Please walk your bike on ferry


Medium caution


Priority seating



# 10.5 Pictograms

## Amenities

Amenity pictograms are used to support the identification of services, facilities, and locations that might be important for our customers on their journey. Many of these locations align with accessibility features or appear in clusters of facilities.

Amenity pictograms are always shown on a white background. When supporting accessible features, they will appear on a *Shore* coloured sign. See the relevant sign designs for specific guidance.

These pictograms may communicate complicated or unintuitive subjects. When this is the case, it is important that they utilise common references or international precedents to ensure the widest understanding possible.


Toilets


Tickets


Lockers


Shower


Waiting area


AT HOP Card

## Vehicles

We use this family of pictograms to support access to locations that cater to private vehicles and services. These may be AT facilities or shared private facilities, such as car share or paid parking.

These pictograms usually appear in the colour *Shore*.

For more information on the application of vehicle pictograms, see the relevant mode chapter.


Car share


Drop off


Moped

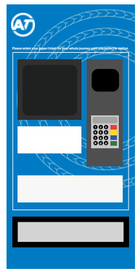

Parking AT


Park and ride


Tow truck

**Amenities pictograms in use**

AT Ticket Machine

Toilet Door ID


Accessible Audio Information


Accessible Lift Directional


Tag on / Tag off Hop machine

**Vehicles pictograms in use**

Car Park ID


Car Park Large ID

# 10.5 Pictograms

## Arrangements

We apply different treatments to pictograms depending on the context of their use. We can combine multiple pictograms into lozenges, and we flip some towards a direction of travel.

### Lozenges

Pictograms can be grouped within a lozenge to efficiently support complex messages or to describe a multi-use area. Lozenges are based on standard pictogram diameters, but extend to group several pictograms into a single object.

### Directionality

When supporting directional information, pictograms that indicate action or movement (such as walking) are designed to face the direction of intended travel. If no arrow is present, these pictograms always face right.

Directionality applies to both single and lozenge pictograms. For more detail on where active pictograms might flip towards a direction of travel, see sign designs in the relevant mode chapter.

**Horizontal lozenge application:**

1 Pictogram

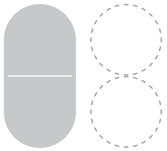
2 Pictograms

3 Pictograms

4 Pictograms

**Vertical lozenge application:**

2 Pictograms



Pictograms in lozenges are separated by a 1.25mm vertical or horizontal bar to provide clarity and separation to grouped symbols.

**Example lozenge combinations:**

**P001**
Bus

**P001 | P002.h**
Interchange Bus-Train

**P001 | P002 | P003.h**
Interchange Bus-Train-Ferry

**P301 | P312 | P316 | P623 | P307.h.b**
Priority Platform Seating

**Directionality**

When accompanied by an arrow, active pictograms face the direction of travel.

**Exceptions to the rule:**

Shared paths

**P101 P102.v**
Shared Path

We do not separate pictograms with a bar when we highlight paths where walking and cycling share the same space.

**Pictogram arrangement codes:**

| | |
|---|---|
| .v | Vertical lozenge |
| .h | Horizontal lozenge |
| .b | Bordered lozenge |
| .n | Negative arrow/pictogram |
| \| | Dividing bar |

Codes appear on allocation and schedule documentation alongside pictogram and arrow codes.

# 10.6 Pictogram index

## Arrows

| Pictogram | Name | Code |
|---|---|---|
| | Up white | A01 |
| | Up left white | A02 |
| | Left white | A03 |
| | Down left white | A04 |
| | Up right white | A05 |
| | Right white | A06 |
| | Down right white | A07 |
| | Down white | A08 |
| | Corner white | A09 |
| | Interchange white | A10 |

| Pictogram | Name | Code |
|---|---|---|
| | Up ocean | A01.n |
| | Up left ocean | A02.n |
| | Left ocean | A03.n |
| | Down left ocean | A04.n |
| | Up right ocean | A05.n |
| | Right ocean | A06.n |
| | Down right ocean | A07.n |
| | Down ocean | A08.n |
| | Corner ocean | A09.n |
| | Interchange ocean | A10.n |

## Modes

| Pictogram | Name | Code |
|---|---|---|
| | Bus | P001 |
| | Train | P002 |
| | Ferry | P003 |
| | Light rail | P004 |
| | Walking | P101 |
| | Cycling | P102 |
| | Shared path | P103 |
| P | Active parking | P120 |
| | Bus-train interchange | P001 \| P002.h |
| | Bus-ferry interchange | P001 \| P003.h |
| | Bus-bus interchange | P011.h |
| | Shared path | P101, P102.h |
| P | Cycle parking | P121.h |
| P | Scooter parking | P122.h |
| | Buses replace ferry | P023.h |
| | Buses replace trains | P021.h |
| | Bus-train-ferry interchange | P001 \| P002 \| P003.h |
| | Bus + train | P001 \| P002.v |

| Pictogram | Name | Code |
|---|---|---|
| | Bus + ferry | P001 \| P003.v |
| | Bus-bus interchange | P001 \| P003.v |
| | Shared path vertical | P101, P102.v |
| P | Cycle parking vertical | P121.v |
| P | Scooter parking vertical | P122.v |
| | Bus replaces ferry vertical | P023.v |
| | Bus replaces trains vertical | P021.v |
| A | Bus stop letter A | P001A |
| B | Bus stop letter B | P001B |
| C | Bus stop letter C | P001C |
| D | Bus stop letter D | P001D |

# 10.6 Pictogram index

## Points of interest

| Pictogram | Name | Code |
|---|---|---|
| | Customer Service Centre | P411 |
| | Council building | P412 |
| | Marae | P413 |
| | Community hall | P414 |
| | Town hall | P415 |
| | Library | P416 |
| | Town square | P417 |
| | Court | P418 |
| | Church | P419 |
| | Airport | P420 |
| | Bank | P421 |
| | Atm | P422 |
| | Phone | P423 |
| | Post office | P424 |
| | I-site | P425 |
| | Lockers | P426 |
| | Lockers | P427 |
| | Cemetery | P428 |
| | Park alternative | P440 |

| Pictogram | Name | Code |
|---|---|---|
| | Drinking water | P441 |
| | Park | P442 |
| | Playground | P443 |
| | Beach | P444 |
| | Swimming pool | P445 |
| | Skate park | P446 |
| | Golf | P447 |
| | Bmx | P448 |
| | Bike fix | P449 |
| | Recreation | P450 |
| | Racecourse | P451 |
| | Pā-maunga | P452 |
| | Art gallery | P453 |
| | Museum | P454 |
| | Zoo | P455 |
| | Swimming | P456 |
| | Fishing | P457 |
| | Bike Hub | P458 |
| | Bike Hub Active Colour | P458.c |

| Pictogram | Name | Code |
|---|---|---|
| | Waterfront | P459 |
| | Kindergarten | P481 |
| | School | P482 |
| | Tertiary education | P482 |
| | Police | P483 |
| | Fire station | P492 |
| | Hospital | P493 |
| | Marina | P697 |
| | Camera | P330 |
| | Beach playground | P444 \| P443.h |
| | Playground toilet | P443 \| P401.h |
| | Playground toilet | P443 \| P401.v |
| | Beach playground park | P444 \| P443 \| P442.h |
| | Playground toilet | P443 \| P401.h |
| | Playground toilet | P443 \| P401.v |
| | Airport | P501 |
| | Cafe | P502 |

| Pictogram | Name | Code |
|---|---|---|
| | Restaurant | P503 |
| | Fast food | P504 |
| | Bar | P505 |
| | Shopping | P506 |
| | Supermarket | P507 |
| | Accommodation | P508 |
| | Vineyard | P509 |
| | Events centre | P511 |
| | Concert venue | P512 |
| | Cinema | P513 |
| | Stadium | P514 |
| | Theatre | P515 |
| | Cafe restaurant | P502 \| P503.v |
| | Restaurant accommodation | P502 \| P503.v |
| | Shopping restaurant cafe | P506 \| P503 \| P502.h |
| | Bus to plane connection | P022 |
| | Bus to train connection | P023 |

# 10.6 Pictogram index



## Regulatory and behavioural

| Pictogram | Name | Code |
|---|---|---|
| | Accessible | P301 |
| | Accessible ramp down | P302 |
| | Accessible ramp up | P303 |
| | Lifts | P304 |
| | Escalator | P305 |
| | Stairs | P306 |
| | Accessible toilet | wP301 \| P401.h |
| | Accessible lift | P304 \| P301.h |
| | Accessible lift | P304 \| P301.v |
| | Accessible baby change toilet | P301 \| P401 \| P402.v |
| | Accessible toilet | P301 \| P401.v |
| | Child in pram | P307 |
| | Elderly | P308 |
| | Waiting area | P311 |
| | Elderly sitting | P312 |

| Pictogram | Name | Code |
|---|---|---|
| | Luggage | P313 |
| | Shower | P314 |
| | USB | P315 |
| | Pregnant sitting | P316 |
| | Coins | P321 |
| | Notes | P322 |
| | Cards | P323 |
| | Receipt | P324 |
| | Tickets | P325 |
| | Audio | P327 |
| | Listen | P328 |
| | AT Hop Card | P329 |
| | Unlocked | P331 |
| | Pet carrier | P332 |
| | Headphones | P333 |
| | Button | P326 |

| Pictogram | Name | Code |
|---|---|---|
| | Toilet | P401 |
| | Baby change | P402 |
| | Womens toilet | P403 |
| | Mens toilet | P404 |
| | Car | P201 |
| | Motorbike | P202 |
| | Moped | P203 |
| | Camper van | P204 |
| | Taxis | P205 |
| | Tow Truck | P206 |
| | Car share | P207 |
| | Parking AT | P221 |
| | Parking commercial | P222 |
| | Park and ride | P223 |
| | Accessible pickup | P225 |
| | Drop off | P226 |
| | Pick up | P224 |
| | Accessible van | P227 |

| Pictogram | Name | Code |
|---|---|---|
| | Accessible parking | P221, P301.h |
| | Motorcycle parking | P221, P202.h |
| | Safety point | P601 |
| | Fire hose | P602 |
| | Emergency assembly point | P603 |
| | Emergency exit | P604 |
| | No entry | P605 |
| | Aed defibrillator | P607 |
| | Fire extinguisher | P619 |
| | Hearing loop | P621 |
| | Hearing impaired | P622 |

# 10.6 Pictogram index

## Regulatory and behavioural



| Pictogram | Name | Code |
|---|---|---|
| | Beware | P606 |
| | Propeller | P608 |
| | Beware of current | P610 |
| | Cctv | P611 |
| | Keep it tidy | P612 |
| | Assistance dogs | P623 |
| | No parking | P637 |
| | Smoke free | P638 |
| | Door warning | P639 |
| | Pick up after dogs | P640 |
| | No alcohol | P641 |
| | No balloons | P642 |
| | No cycling | P643 |
| | No barefoot | P644 |
| | No diving | P645 |
| | No fishing | P646 |
| | No hot food | P647 |
| | No ladder access | P648 |
| | No jumping for ferry | P649 |

| Pictogram | Name | Code |
|---|---|---|
| | No swimming | P650 |
| | No jumping | P651 |
| | No pedestrians | P652 |
| | No prams | P654 |
| | No scooters | P656 |
| | No skateboarding | P657 |
| | No trolleys | P658 |
| | No valuables in car | P659 |
| | No running | P663 |
| | No boarding at traffic lights | P669 |
| | Press button to stop border | P670.b |
| | Danger overhead wires border | P671.b |
| | Assistance dogs border | P623.b |
| | Walk bike | P623 |
| | Walk bike border | P631.b |
| | Please walk | P633 |
| | Please walk border | P633.b |
| | Lids on drink border | P636.b |
| | Parent child empathy | P660 |

| Pictogram | Name | Code |
|---|---|---|
| | Hold child's hand | P661 |
| | Hold on | P662 |
| | Escalator hold bags | P663.b |
| | Escalator - hold child's hand | P664.b |
| | Stand behind the yellow line | P666.b |
| | Low ceiling border | P667.b |
| | Hold on border | P668.b |
| | Slippery surface | P115 |

# 10.7 Patterns

## Taurapa and momo moana

Taurapa are the stern of waka (canoes). Our taurapa was designed purposefully for us through a consultative process with mana whenua artist Graham Tipene (Ngāti Whātua, Ngāti Kahu, Ngāti Hine, Ngāti Haua, Ngāti Manu). It represents AT's journey towards a connected and thriving Tāmaki Makaurau.

Today's waka include the ferries, cars, buses, trains, bikes, scooters, and skateboards we use to transport ourselves around the flowing, networked pathways that AT is responsible for providing.

The full taurapa design should only be used by the AT board, the Chief Executive Officer, and the executive lead team as leaders of AT. Any exceptions must be approved by AT's Māori Outcomes team.

**Momo moana**

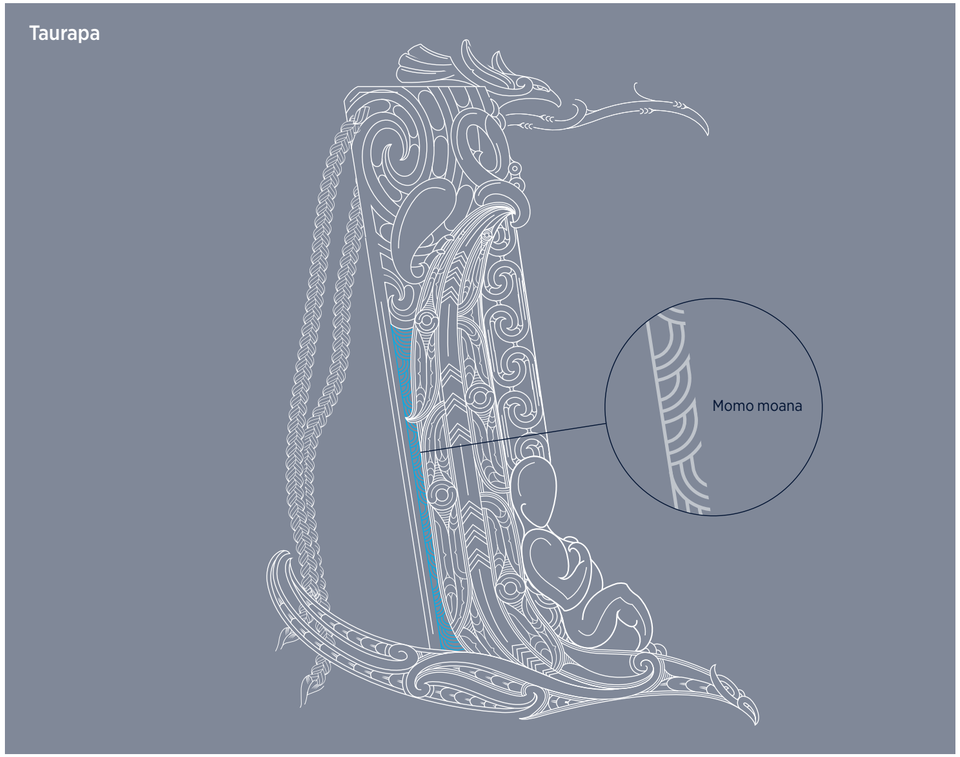
For wayfinding, we use a component part of our taurapa to reinforce connection across our product range. The momo moana pattern represents movement across our network.

The pattern is applied prominently in sign headers, alongside mode pictograms, and applied less prominently in select locations throughout sign families.

Momo moana can be applied vertically or horizontally across sign products and is typically applied over colour backgrounds as a lightened tint.

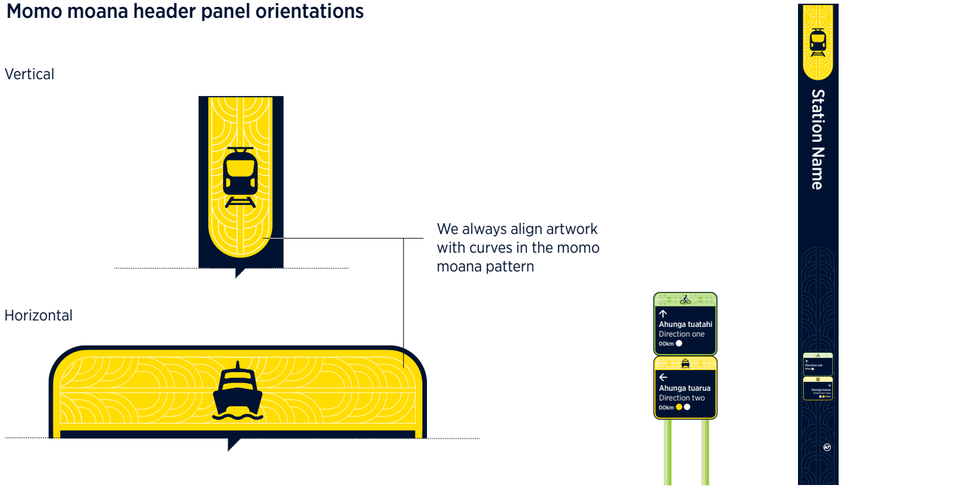
It is important that the placement of the momo moana pattern is considered as part of a wider product design, and the artwork is respected —we don't casually place it on signs without careful thought and consideration.

See the relevant mode chapter for specific guidance on pattern application.





**Momo moana header panel orientations**



# 10.8 AT logo

Our logo is an important part of the wayfinding system. It presents a facility or location as something we provide with pride. With this in mind, we apply our logo to select place-identifying signs and locations along our customer's journeys and use it to welcome people onto the network.

### AT logo

We use AT's logo to identify key welcoming locations across the network. Usually, this logo is applied as white on *Ocean* backgrounds.

### Auckland Council logo

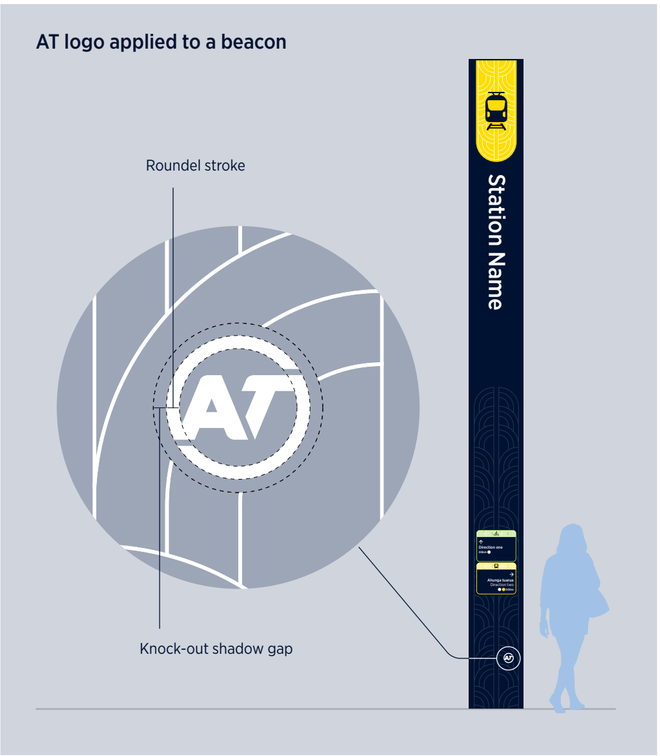
We usually apply Auckland Council's simplified pōhutukawa alongside AT's. Representing AT's parent organisation, the pōhutukawa provides additional gravitas.

### AT corporate logo

We use the AT corporate logo on behavioural and warning signs. The corporate logo provides formality where certain behaviours are expected and consequences may apply. This logo validates AT's civic authority.

There may be additional considerations when using AT's logos. For individual sign placement principles, see the relevant mode chapter.

For further information on AT's logo and best practice use not already covered in this document, contact: creative@at.govt.nz

# 11

# Te tūnuku tūmatanui
# Public transport



This chapter offers comprehensive guidance for the successful implementation of wayfinding in public transport, covering ferry, bus, and train environments.

It provides detailed insights into the organization of the public transport network, coupled with strategic guidance on meeting diverse customer needs and crafting an overarching wayfinding strategy tailored to these specific modes of transportation.

Serving as a practical toolkit, this chapter encourages the application of these insights and strategies to improve wayfinding practices, fostering a seamless and user-centric experience within the interconnected network.

# 11.1 The public transport network

## Introduction

In 2019, the public transport (PT) network was redesigned to improve frequency, connectivity, and simplicity. Previously, Auckland's public transport network employed a direct service model with infrequent and overlapping services. AT designed a connected PT network, making it easier to transfer between bus and train. Additionally AT removed overlapping routes, allowing it to run more vehicles on core routes.

The PT network has three different levels of service that are based on frequency. These terms are used internally by AT. It is useful for us to understand how they are defined when we are helping our customers find their way around the network.

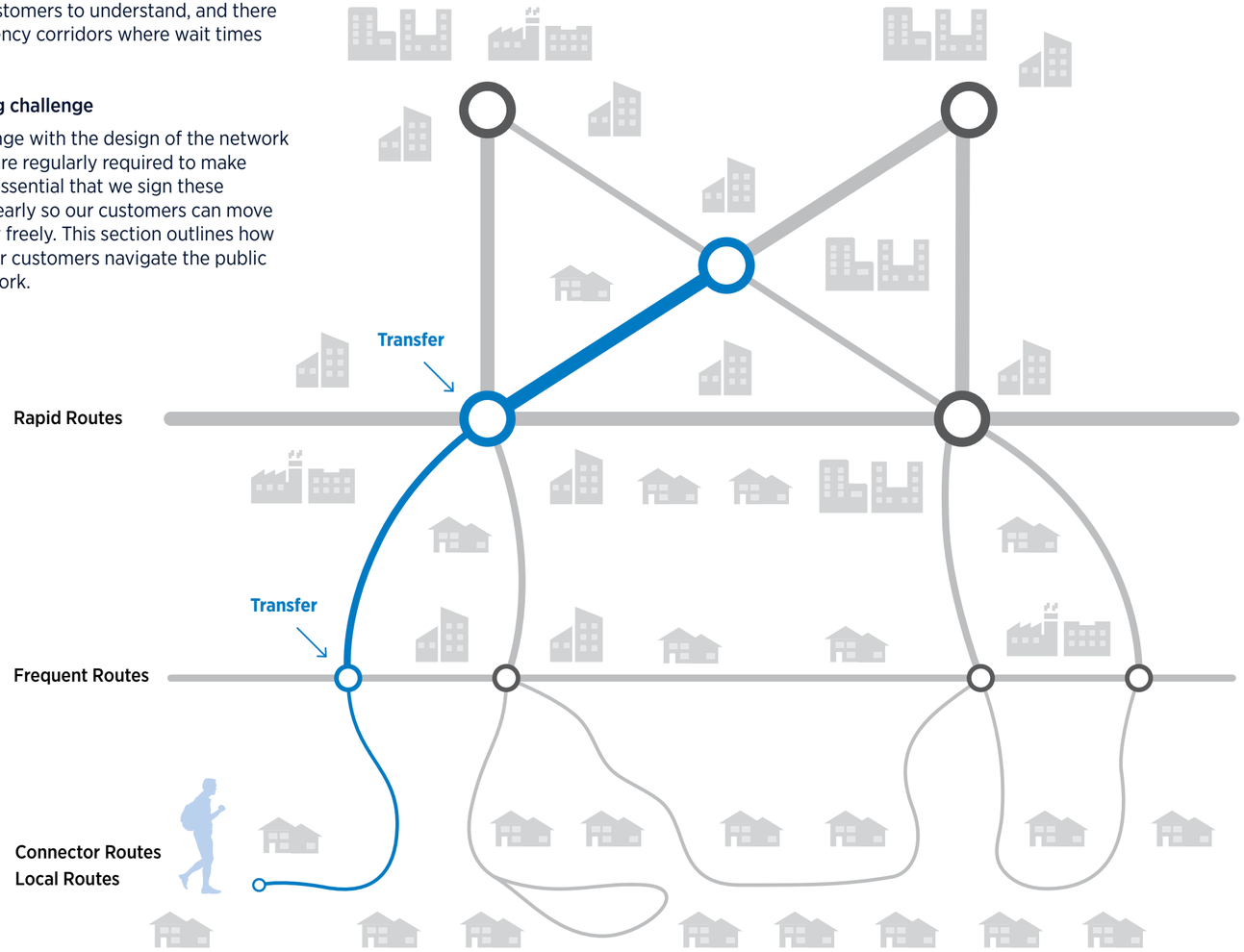
**Route type and level of service**

| | |
|---|---|
| **Rapid** | At least every 10 minutes (day) |
| **Frequent** | At least every 15 minutes (day) |
| **Connector** | At least every 30 minutes (day) |
| **Local** | At least every 60 minutes (day) |

The simple and efficient design of the network is easier for customers to understand, and there are high frequency corridors where wait times are low.

**The wayfinding challenge**

The key challenge with the design of the network is passengers are regularly required to make transfers. It is essential that we sign these connections clearly so our customers can move around the city freely. This section outlines how we can help our customers navigate the public transport network.



## 11.1 The public transport network

# Public transport modes

Currently, there are three modes of public transport that AT provides. Train lines make up the spine of the network and move high volumes of passengers along key corridors. Bus services make up the main body of the network. Most public transport journeys in Auckland are bus journeys. Ferries are the third mode. They help connect our more isolated customers to the network.

### Trains

Our customers prefer to use trains where they are available. To encourage more public transport journeys, we sign clear connections between our train stations and other modes of transport.

### Buses

AT provides a wide range of bus services. We have high frequency busway services, lower frequency rural buses, and everything in-between. Most Aucklanders' nearest PT service will be a bus. It is important to make sure the wayfinding and customer information at these points helps our customers access the rest of the network.

### Ferries

The nature of Auckland's landscape means that our ferries can be a very efficient way for our customers to avoid congestion. For our customers that live on islands, ferries may be the only way they can access the rest of the network. We clearly sign our ferry terminals and wharfs and how they connect to the rest of the network.

**Organisations involved with the public transport network**

NZTA Waka Kotahi
Auckland Council

Funding partners

KiwiRail
Kāinga Ora

Network partners

**Public transport modes, corridors and passenger environments**




| Mode | Train | Bus | Ferry | Light Rail (future mode) |
|---|---|---|---|---|
| Corridors | Railways | Busway<br>Roads<br>Streets | Sea lane<br>Sea-way | |
| Environments | Trains<br>Stations | Buses<br>Bus Stations<br>Bus Stops | Ferries<br>Terminals<br>Wharfs | |

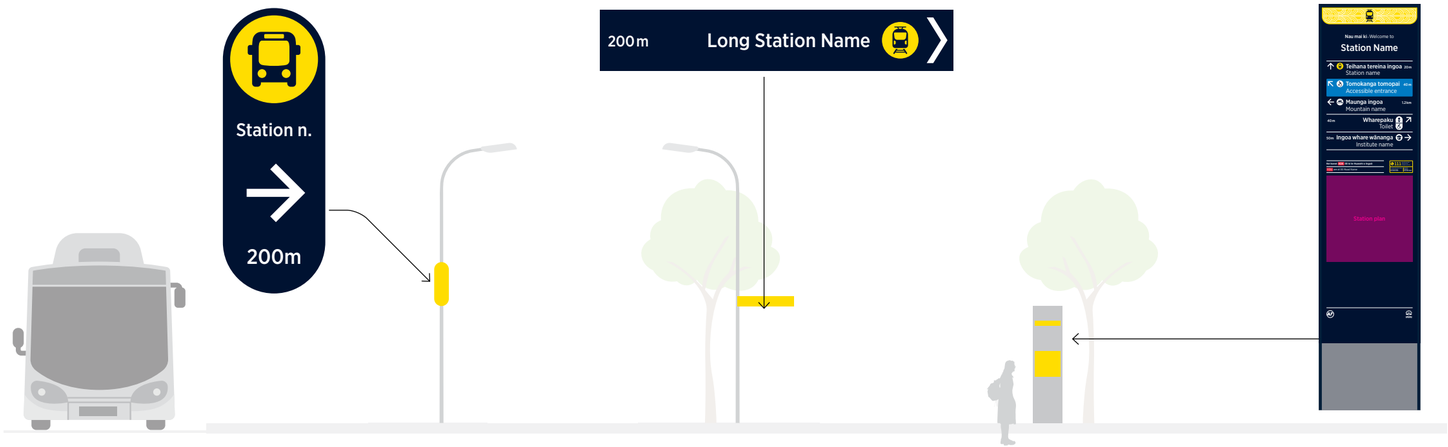
## 11.1 The public transport network

# Multi-modal journeys

Testing has shown that customers find it stressful making transfers between PT modes. Successful wayfinding can mitigate this discomfort.

Customers often favour their preferred mode of transport. We facilitate easy connections by making sure we do not overwhelm passengers with information. Instead, we progressively disclose information about other modes in a timely and contextually relevant manner. Providing details about connecting services only when needed prevents information overload. This helps our customers access the city without worrying about whether they are using a bus, train, or ferry.

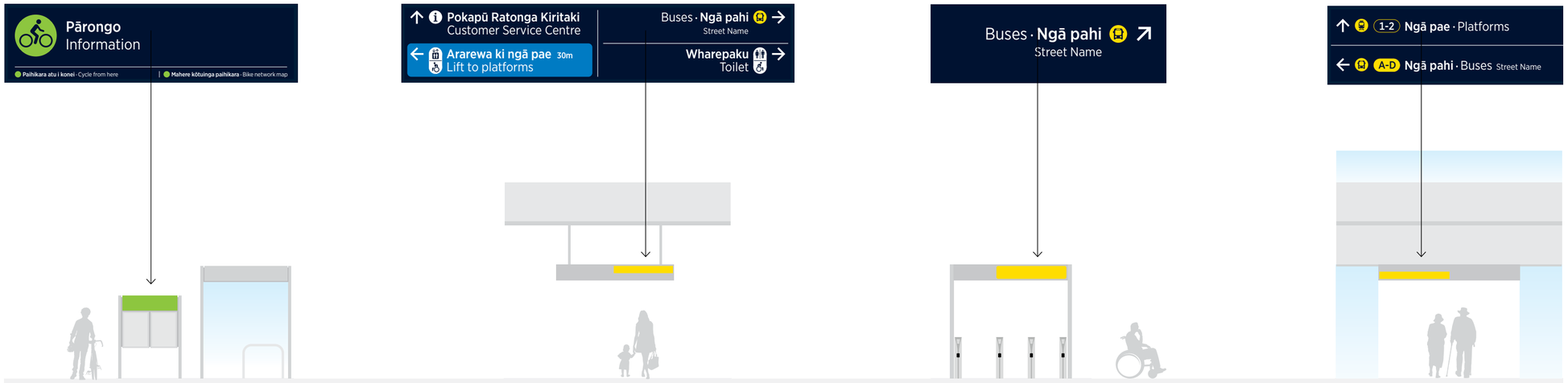
Outlined here are the ways we highlight connections to other modes on our wayfinding signs.




Directing to public transport

Directing to public transport

Local area maps show local stops, train stations, and ferry connections




Active start/end of journey facilities encourage hybrid journeys.

Where practicable, directional information within stations will connect multi-modal customers.

Where practicable, gateline directional information within stations will connect multi-modal customers.

Where practicable, directional information within stations will connect multi-modal customers.

## 11.1 The public transport network

# Transport nodes overview

In order to provide our customers with the right information at the right time, we need to understand the different types of environments that make up the PT network. Outlined here are the main types of stations, stops, terminals, and wharves that we need to sign.

### Why classify our transport hubs?

Most of the environments on our PT network fit into these types. When we are faced with producing a wayfinding strategy for a transport hub, we first class the environment into one of these types. This helps us for these reasons:

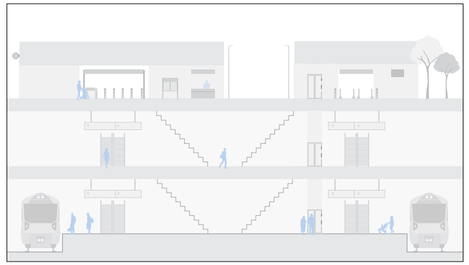
- We can reuse wayfinding strategies that have worked for the same types of transport hubs elsewhere.
- We can place information consistently where customers expect it.
- We can define the resources that should be committed to our project—see *Wayfinding delivery principles in the Design Guide.*

**Wayfinding transport hub types**

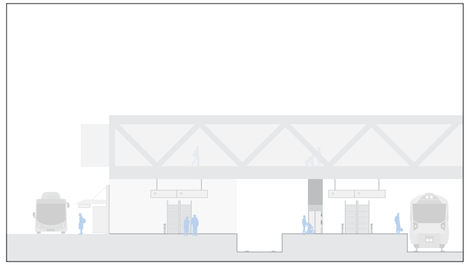
These classifications relate to the physical nature of our transport environments. They are relevant to wayfinding and customer information. For transport infrastructure types please see the relevant TDM code.

### Train station types

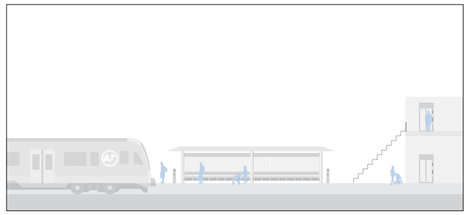
Major underground station



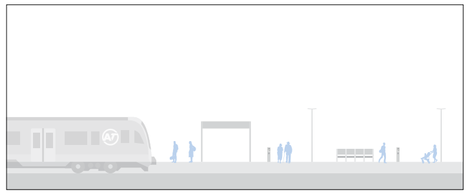
Large interchange station



Medium station



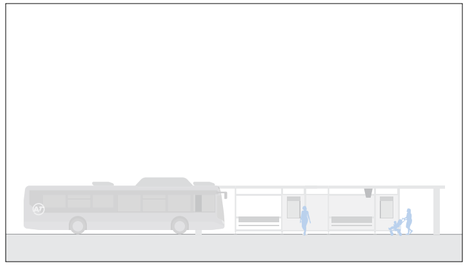
Small station



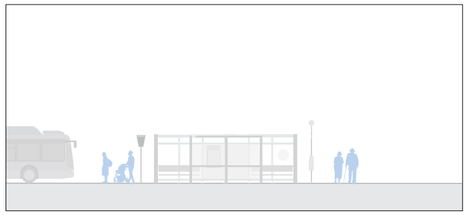
### Bus station and stop types

Major bus station

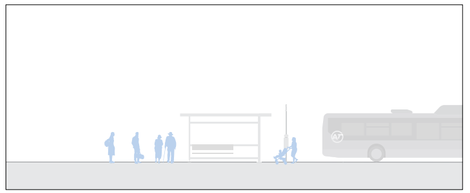
Large bus interchange



Bus stop cluster

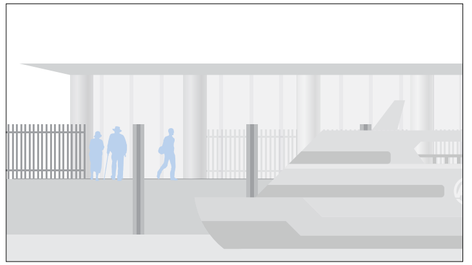


Small bus stop



### Ferry terminal and wharf types

Major ferry terminal

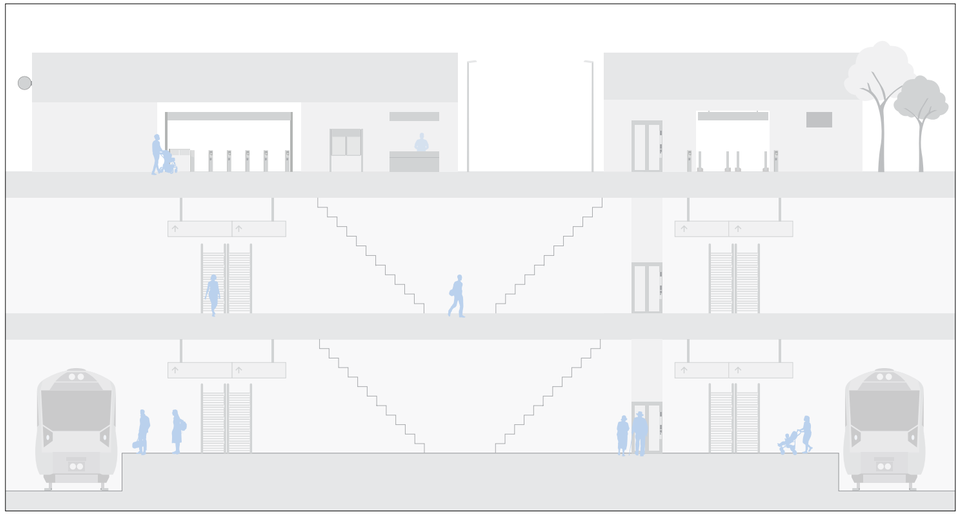


Ferry terminal

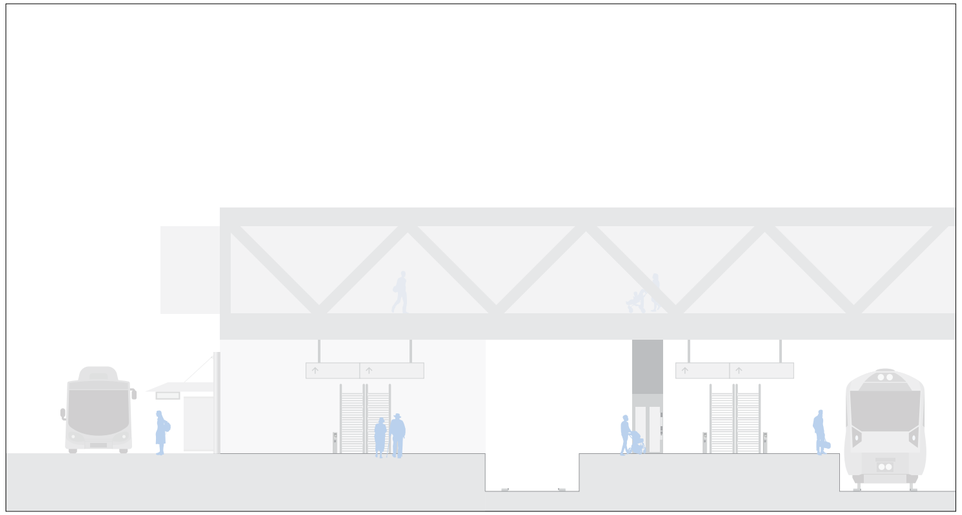
## 11.1 The public transport network

# Train station types

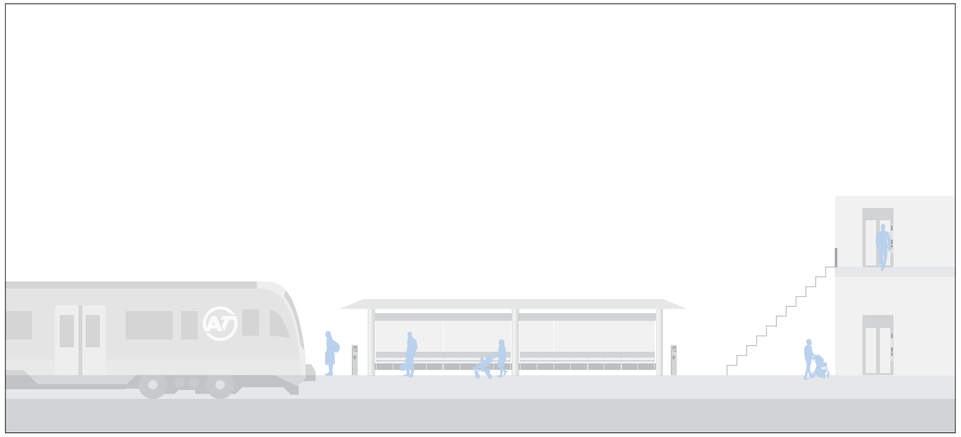
**Major underground station (gated)**
Example: Waitematā



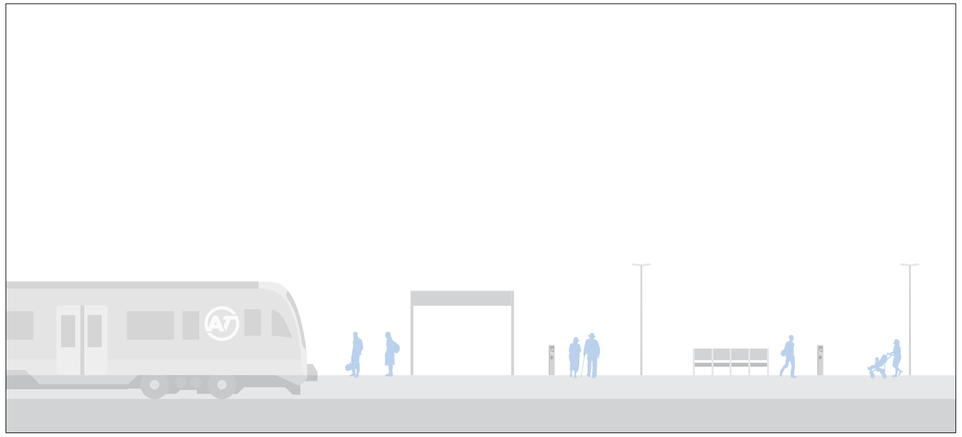
**Large interchange station (gated)**
Example: Ōtāhuhu



**Medium station (gated and ungated)**
Example: Mount Albert



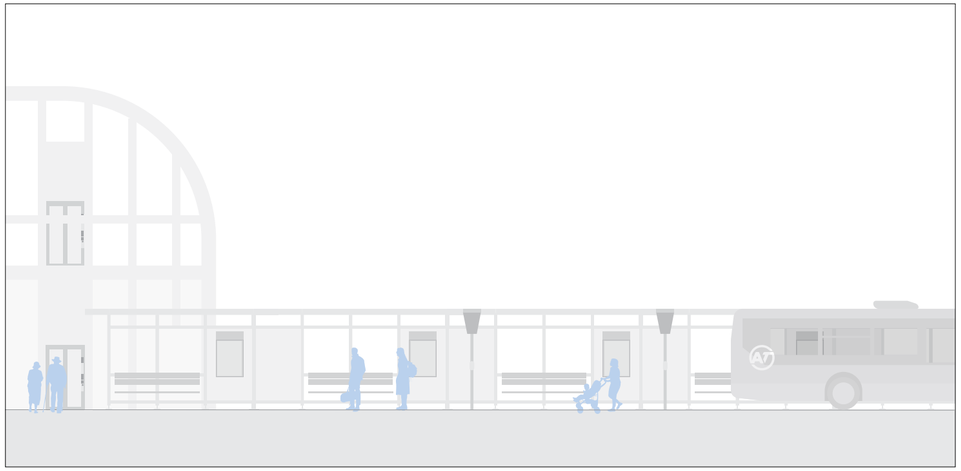
**Small station (ungated)**
Example: Avondale



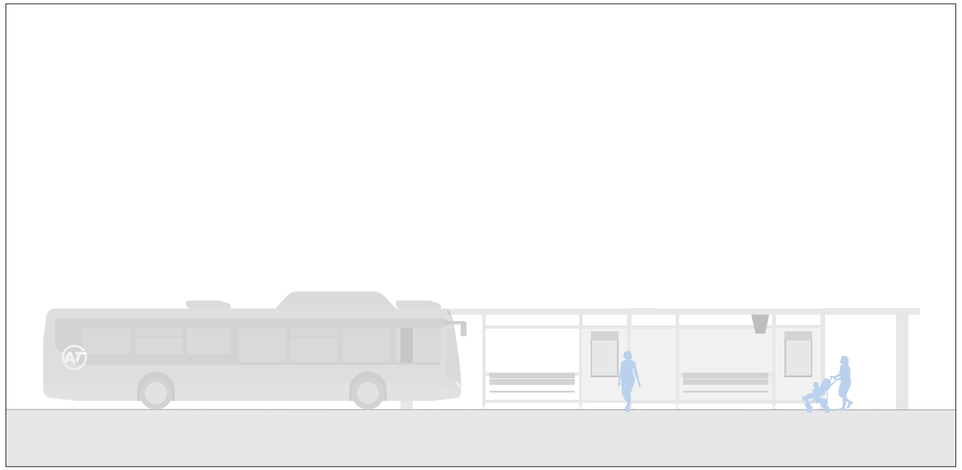
## 11.1 The public transport network

# Bus station and stop types

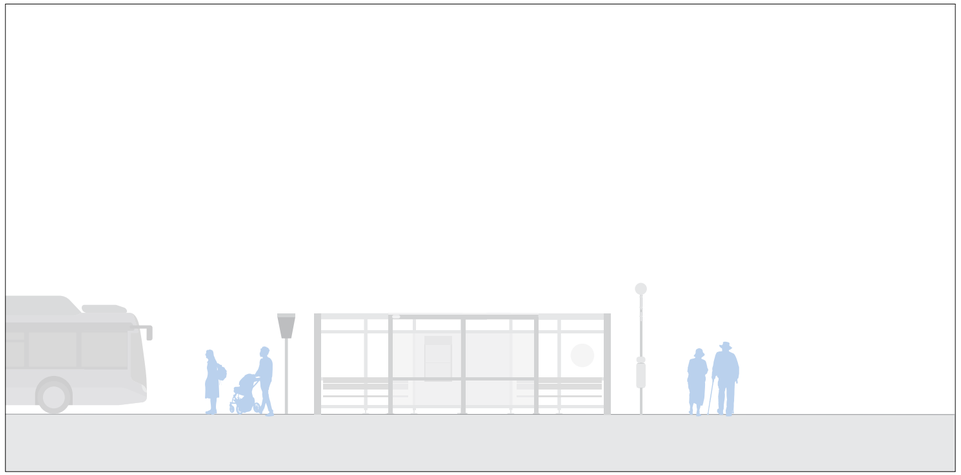
**Major bus station with park and ride**
Example: Constellation



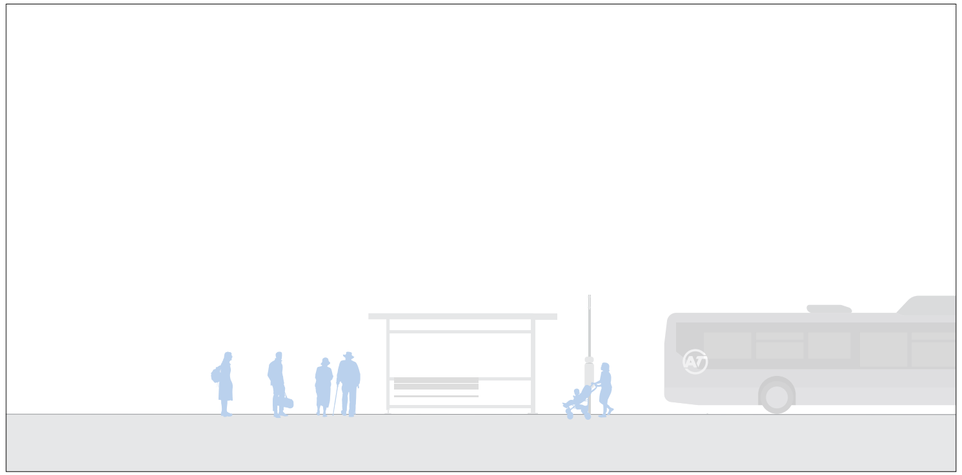
**Large bus interchange**
Example: Wellesley Street bus interchange



**Bus stop cluster**
Example: Onehunga



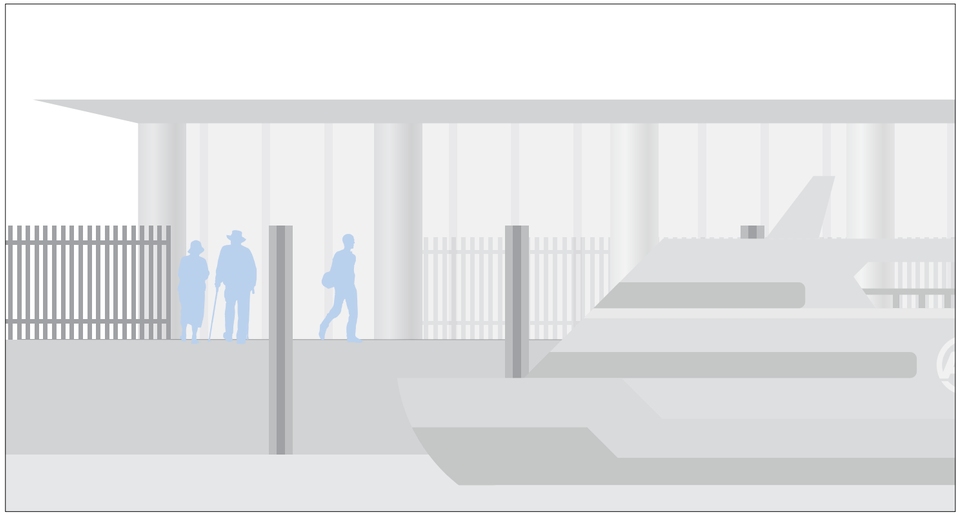
**Small bus stop**
Example: Ficino School



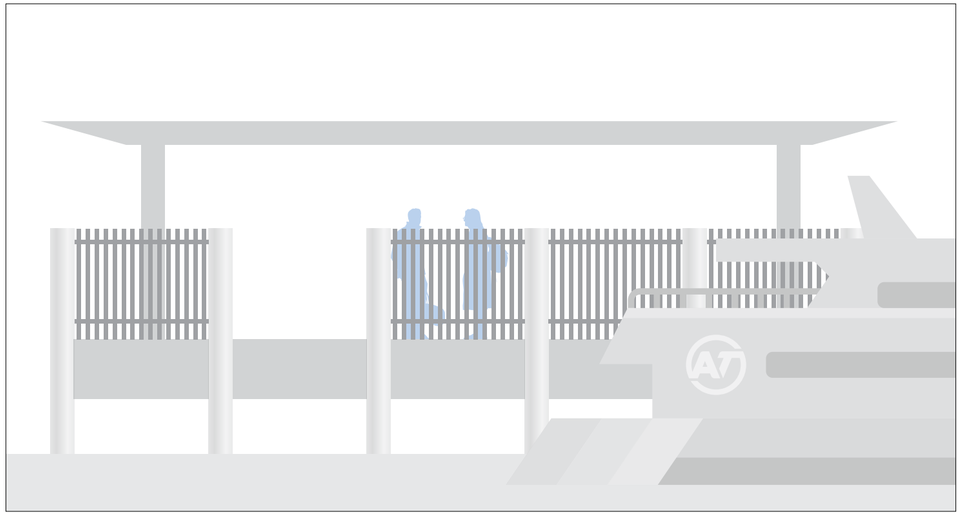
## 11.1 The public transport network

# Ferry terminal and wharf types

**Major ferry terminal**
Examples: Downtown, Devonport, Birkenhead, Matiatia



**Ferry terminal**
Examples: Hobsonville, Half Moon Bay



## 11.2 Customer considerations

# Understanding our customers

We develop personas directly informed by interviews and customer testing. This way we can be confident we understand real-world issues our customers face when they use our services.

When creating a persona, we include aspects and needs across a wide range of customers. This helps us map a broad range of questions along a customer journey. Therefore, we ensure we are not missing any information that our customers require. Please see *Understanding our customers* in the *Design Guide* for an overview of how we develop and use personas.

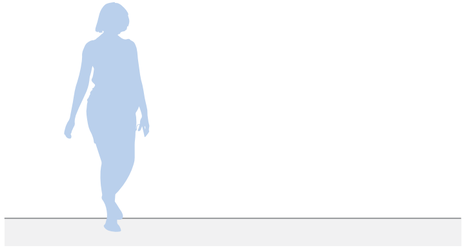
### Familiar and unfamiliar

It is useful to interview and test customers that are entirely new to using our network or have only used a part of it. Often customers' needs are lower if they are familiar with their journey. Wayfinding may not be as necessary for a repeat commuter. However, the same customer, when undertaking a new journey, will experience an increase in need for clear wayfinding. We have developed personas that are regular PT customers, but we will gain more useful insights when we map a journey that is unfamiliar to them.

### Example personas

These personas have been developed to understand public transport journeys around Auckland. They have been sourced from different projects. The consistent theme across the projects was improving how customers experience our PT network.

If you have a difficult customer problem or environment you may need to develop your own personas using a human-centred design process. Please contact *the Human Centred Design team* within AT to ensure you are using a robust process.



**Aysha** is a shift worker at Starship Hospital. She is a frequent PT user that commutes using the bus and e-scooter for both her day and night shifts.

- Nurse at Starship Hospital
- 26 years old
- Lives in Kumēu
- Rides an e-scooter
- Frequent PT user

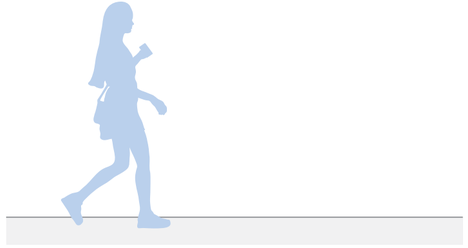


**Valerie**, reliant on vision and hearing aids, commutes between her home on Remuera Road and her practice in Newmarket using the newly opened CRL train connection.

- Consultant speech and language therapist
- 64 years old
- Lives in Mount Eden and works in Newmarket
- Has a visual and a minor hearing impairment
- Regular PT user

**Matty** is a student at AUT who cycles and ferries from his home in Narrow Neck to his classes in the city centre.

- 19 years old
- Lives with his parents in Narrow Neck
- Studies at AUT
- Regular PT user



**Jessica**, a 16-year-old high school student, lives in Warkworth and is trying multiple bus connections to get into the city to go shopping.

- High school student
- 16 years old
- Lives with her parents in Warkworth
- New to PT user

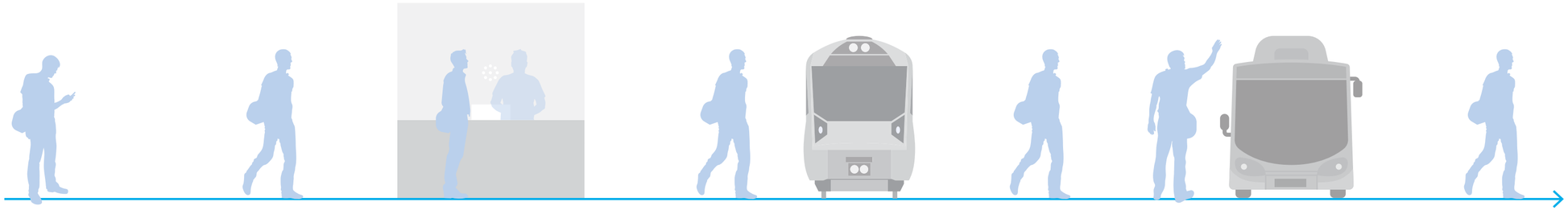
## 11.2 Customer considerations

# Journey maps

In order to understand what our customers need along their journey, we plot a journey map for one of our personas. This helps us understand each stage of their journey and the environments they need to navigate.

Because our personas have been developed from interviews and customer testing, we can be confident that we are mapping real world experiences and issues our customers face on our PT network.

This simple map shows the different journey stages within a connected journey.



**Stage 1**
Pre-planning

**Stage 2**
Arrival at train station

**Stage 3**
Ticketing

**Stage 4**
Getting to platform

**Stage 5**
Boarding and alighting the train

**Stage 6**
Arrival at station and transfer to bus connection

**Stage 7**
Boarding and alighting the bus

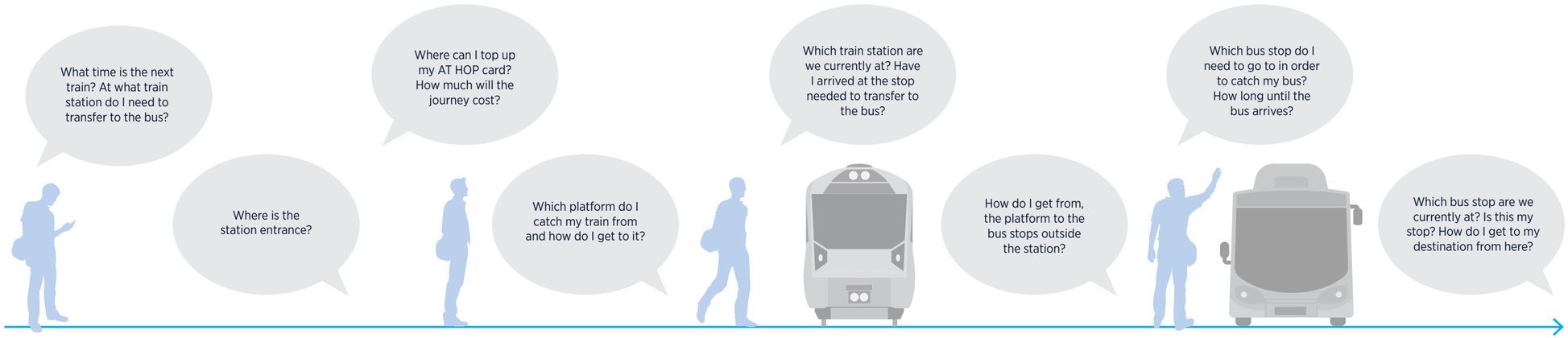
**Stage 8**
Arrival at destination

## 11.2 Customer considerations

# Customer needs

**Putting yourself in the customer's shoes**

After we have established/outlined the simple stages of the journey, we can pinpoint specific questions and needs that the customer may have. Then we can list their information requirements against each need.




| Stage 1 | Stage 2 | Stage 3 | Stage 4 | Stage 5 | Stage 6 | Stage 7 | Stage 8 |
|---|---|---|---|---|---|---|---|
| Pre-planning | Arrival at train station | Ticketing | Getting to platform | Boarding and alighting the train | Arrival at station and transfer to bus connection | Boarding and alighting the bus | Arrival at destination |
| **Information needs:** | | | | | | | |
| – Clear and memorable connections<br>– Accurate service updates | – Confirmation of station name<br>– Entrance and pathways are clearly highlighted | – Clear ticket kiosk identification<br>– Accurate service information | – Directions to platform<br>– Accurate platform information<br>– Platform identification | – Station name identification<br>– Real-time journey updates on train | – Directions from platform to bus stop interchange | – Accurate bus stop information and service updates<br>– Bus stop identification | – Bus stop identification<br>– Real-time journey updates on bus<br>– Local area mapping and directions |

## 11.2 Customer considerations

# Customer touchpoints

**Information requirements and sign types**

The information requirements will help us develop a glossary of messages. Please see the *Wayfinding fundementals* section in *the Design Guide* for more information.

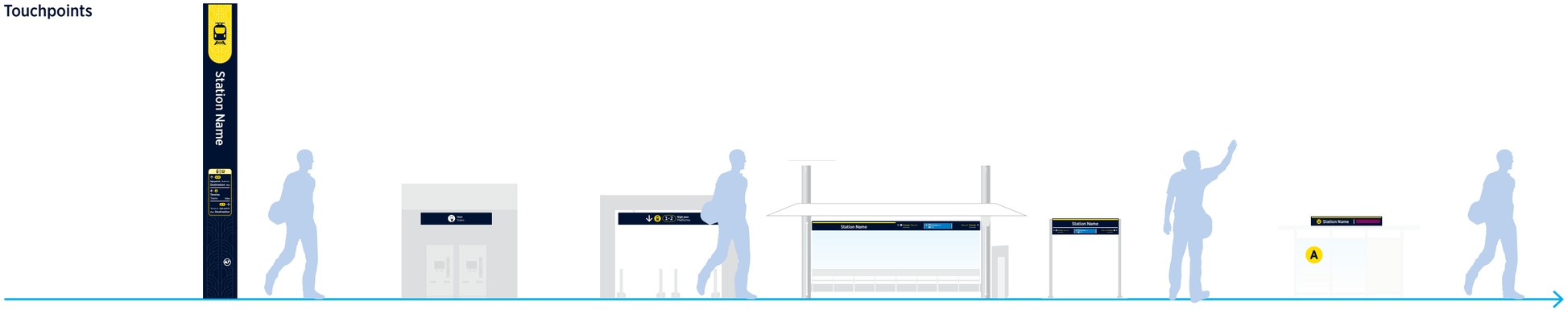
After we have developed a glossary of messages, we can select the correct touchpoint to convey the messages our customers require. There are three things that will help us select a touchpoint:

1. Journey stage
2. Message details (type, number, importance)
3. Current zone within the transport hub

**Wayfinding notes about touchpoints and messages**

For wayfinding within our transport hubs, the touchpoints will usually be sign types. Messages will usually be about directions, identification, and safety.

**Touchpoints**




| Stage 1 | Stage 2 | Stage 3 | Stage 4 | Stage 5 | Stage 6 | Stage 7 | Stage 8 |
|---|---|---|---|---|---|---|---|
| Pre-planning | Arrival at train station | Ticketing | Getting to platform | Boarding and alighting the train | Arrival at station and transfer to bus connection | Boarding and alighting the bus | Arrival at destination |
| **Sign Types:** | | | | | | | |
| – Not applicable. Information is accessed online or AT service via phone. | – Beacon<br>– Plinth<br>– Transport mode identification<br>– Threshold signage<br>– Entrance identification | – Ticket identification<br>– Customer service identification<br>– Information identification | – Station directional<br>– Gateline signage<br>– Lift directional<br>– Platform identification | – Station identification<br>– Platform identification | – Station directional | – Bus stop identification | – Bus stop identification<br>– Mapping<br>– Directional signage |

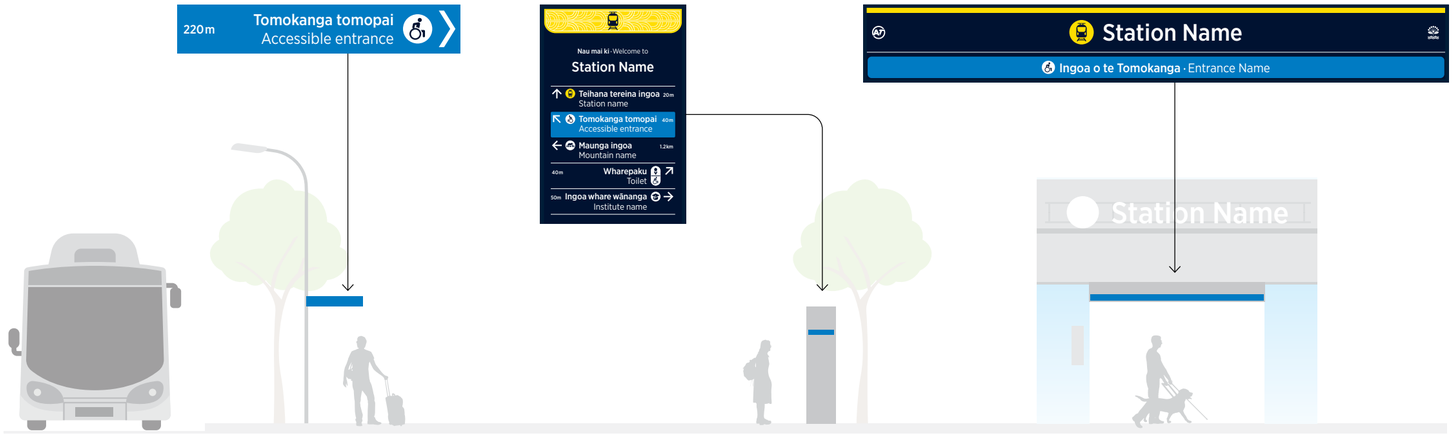
## 11.2 Customer considerations

# Accessible pathways

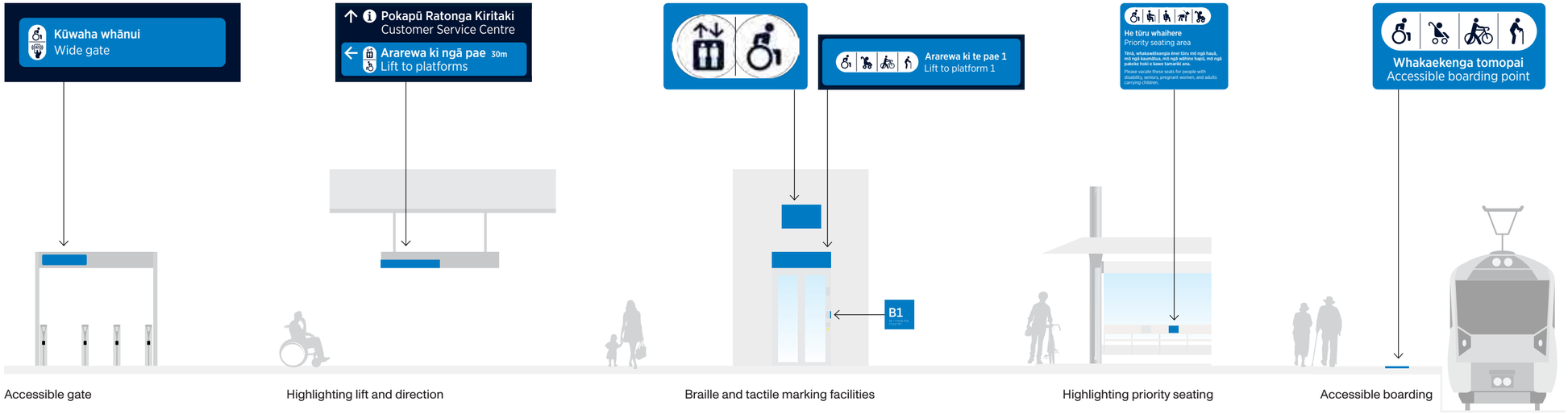
Accessible pathways should be identified throughout the public transport environment and precinct.

An accessible path is highlighted with the international colour for accessibility, blue, and an accessible pictogram. Sign types used on an accessible pathway are demonstrated here.

A departing passenger journey is shown as an example.




Directing to accessible entrance | Directing to accessible entrance | Accessible entrance




Accessible gate | Highlighting lift and direction | Braille and tactile marking facilities | Highlighting priority seating | Accessible boarding

## 11.2 Customer considerations

# Supporting universal access

Here we look at the practical aspects of supporting universal access with accessible pathways. A checklist has been developed to ensure we sign accessible pathways clearly. More detail can be found in the *Delivery principles section of the Design Guide*

**Check list for signing accessible pathways**

- ☐ During a site visit to your transport hub, develop journey maps for arriving and departing passengers. Make sure to do this for both abled passengers and passengers that require universal access.
- ☐ Mark on the maps where abled passengers and passengers requiring universal access have needs.
- ☐ Mark on the maps where accessible paths are different from abled passenger paths.
- ☐ Allocate signs (relevant to the transport hub zone) that will fill the customer need. Refer to *Sign placement principles* in *the Design Guide* to place the sign near the need you have mapped. If it is a wayfinding need, we often refer to these points as decision points.
- ☐ Make sure to populate our sign with directions that support universal access. Highlight these directions with shore blue base boxes, across our sign types.

See *A universally accessible journey* in *the Design Guide* about plotting accessible journeys and decision points.





**Notes for departing passenger journeys**

- We mark universally accessible paths from the precinct to our transport hub's accessible entrances. Beacons, blades, and plinths all have options for highlighting these routes with blue.
- We mark accessible entrances with a blue bottom panel on our threshold signs.
- If an entrance to our transport hub is not accessible, our threshold sign will have a blue directional panel to the nearest accessible entrance.
- For our gated transport hubs, we mark our wide gates with blue.
- Where there are escalators or stairs, we mark the universal route to the lift in blue.
- We mark our lifts in blue as they are accessible.
- Our braille/tactile lift level sign is blue.
- We mark our telecoils with the universal symbol for hearing loops (in blue).
- We highlight priority seating in blue.
- We mark our accessible audio service information buttons with a blue accessible braille/tactile sign.
- We mark the accessible boarding points to our vehicles with a blue mat.

**Notes for arriving passenger journeys**

- We mark accessible routes out of our transport hubs from the point the passenger leaves our vehicle.
- On a platform/bay/pier, we direct to the universal path out in blue. If the accessible path out is the same as the way out, we will still stack it after the pirmary way out information.
- Where there are stairs, escalators, or otherwise inaccessible way out, we make sure to mark the shortest universal alternative.
- We mark our lifts in blue as they are accessible.
- Our braille/tactile lift level sign is blue.
- For our gated transport hubs, we mark our wide gates with blue.
- For our gated stations, we only mark directions to accessible exits when there are in-accessible exits.
- At accessible exits our threshold signs often will need 'Way out' (with supporting street information) and directions to other modes. At this point, there is no accessible choice to be made.
- We think about how our passengers continue on into the precinct.

## 11.3 Wayfinding standards

# Zone planning

We use zone planning to consistently place information. Customers have a sequence of questions that are repeated every time they depart or arrive at one of our transport hubs. By consistently positioning our touchpoints, we increase our passengers' confidence to make new journeys.

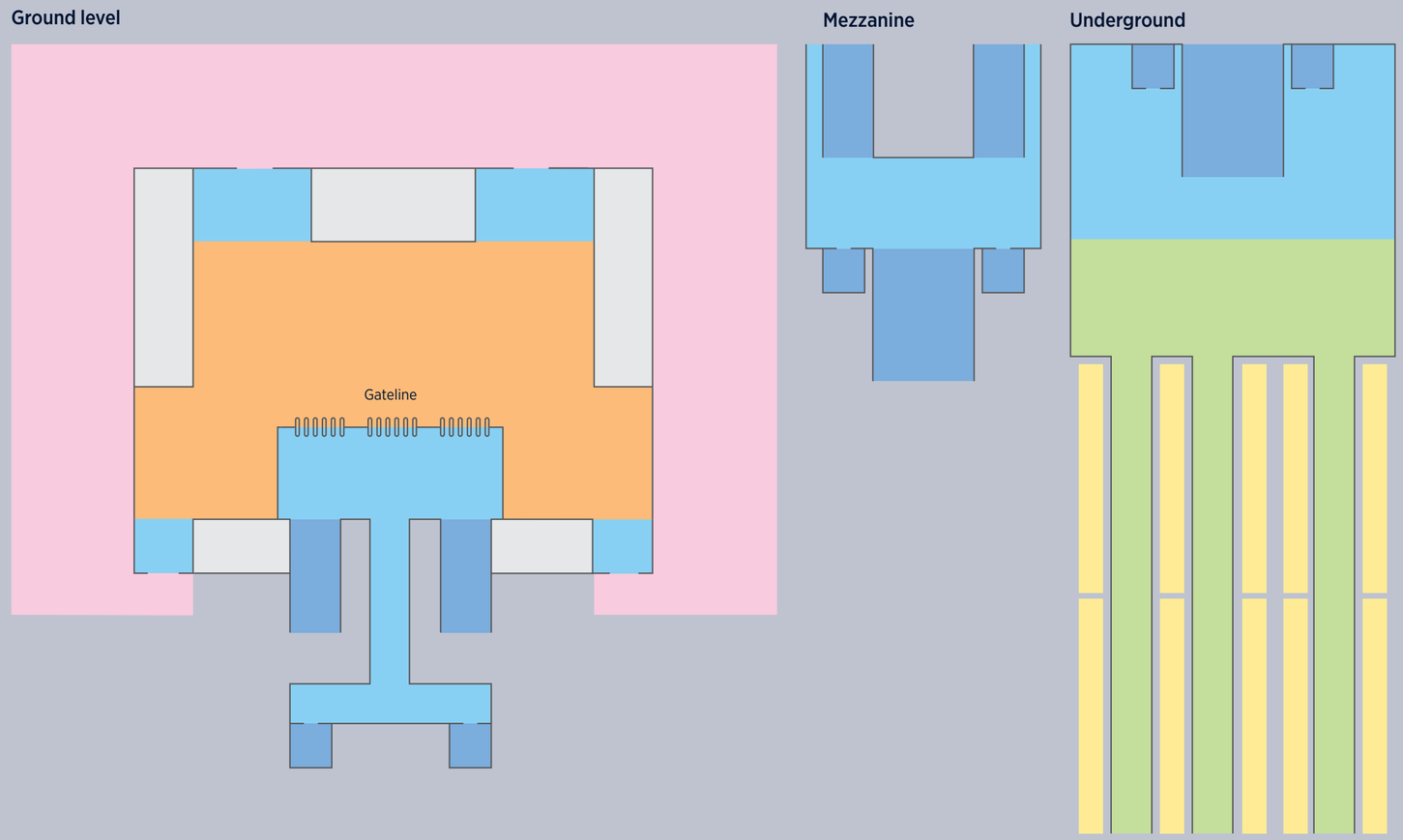
Zones help us progressively disclose the information passengers need. Our journey mapping excercises provide us with a repeated sequence of questions to answer. We can use that information to define transport hub zones.

These high level zones are consistent internationally. If we use them to locate our touchpoints, visitors can use their intuition to get the information they need, even when they are unfamiliar with our public transport network.

Zone key

- Approach (exterior)
- Circulation
- Vertical transport
- Ticket zone
- Platform
- Vehicle

Major underground station

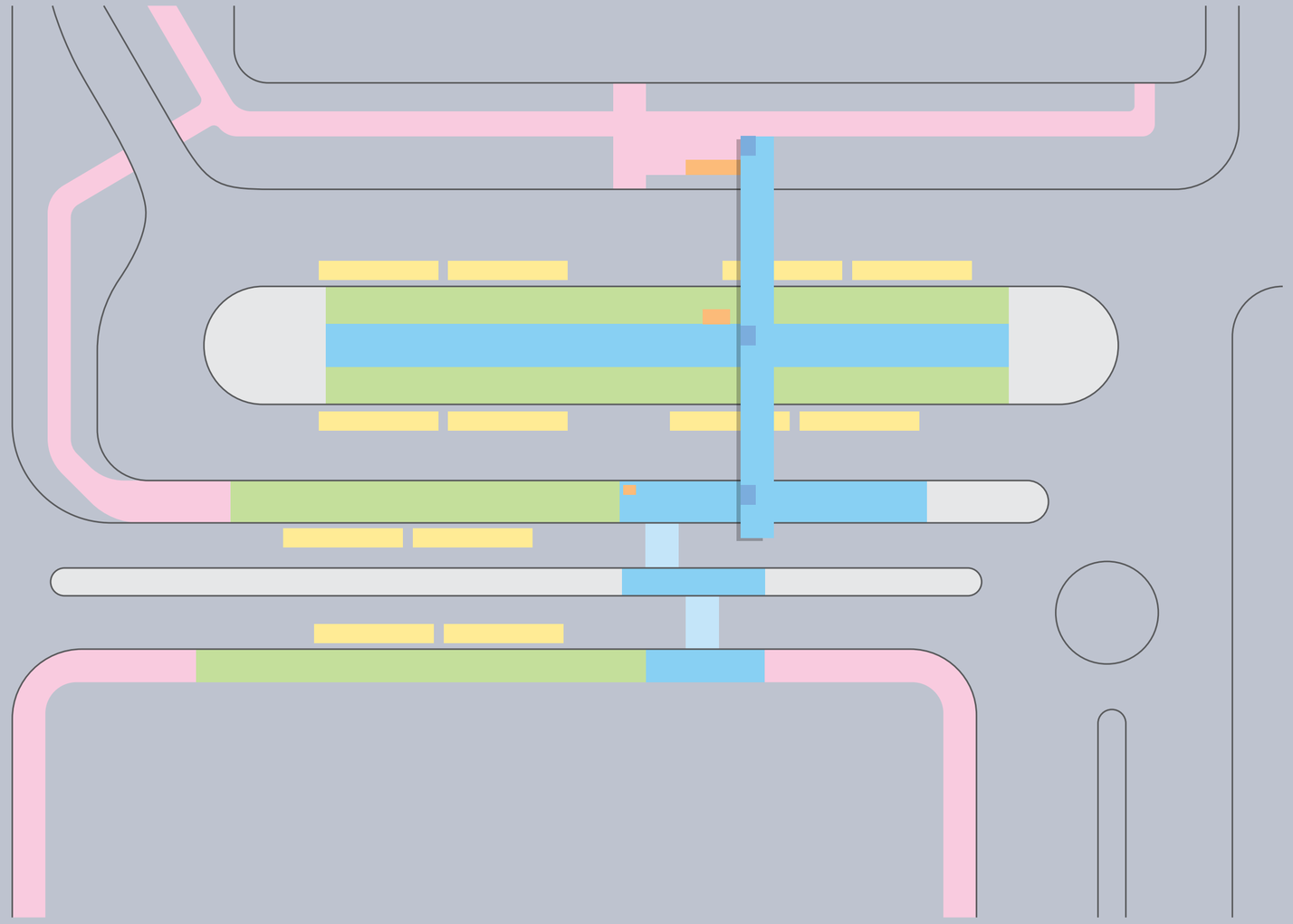


## 11.3 Wayfinding standards

# Zone planning

Bus stations and hubs present different challenges to gated stations. It is important for us to sign ticketing and tag on/off assets clearly. It may be necessary to direct passengers to ticket machines when their location is not intuitive for an unfamiliar passenger.

Major bus station



Zone key

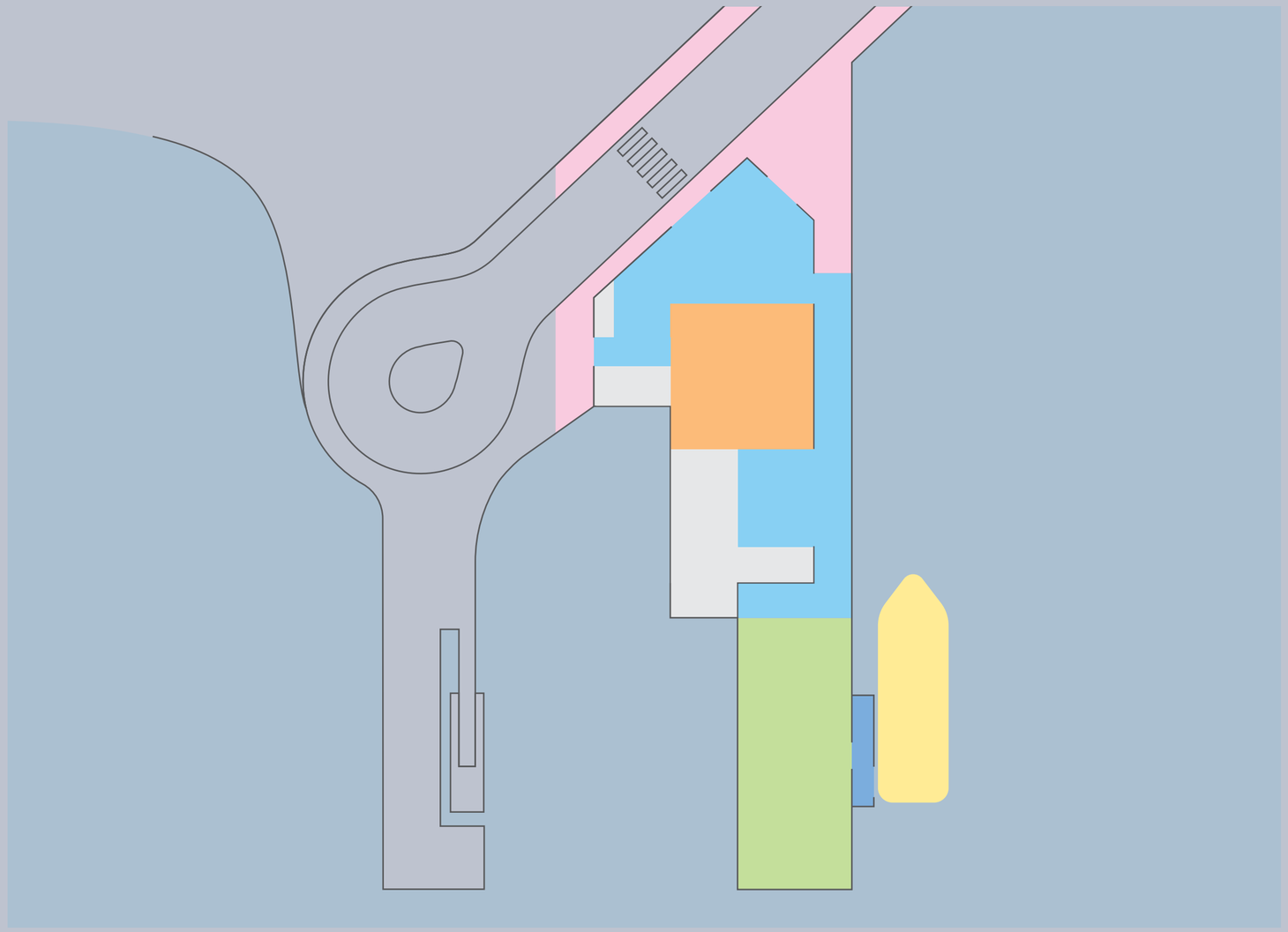
- Approach
- Circulation
- Vertical transport
- Ticket zone
- Bus stops
- Vehicle

## 11.3 Wayfinding standards

# Zone planning

A high proportion of our ferry terminals have been adapted to existing wharves. This means there is variation in the positioning of ticket zones. They will need to be clearly identified. At some terminals it may be necessary to direct to ticket zones.

Major ferry terminal



Zone key

- Approach
- Circulation
- Vertical transport
- Ticket zone
- Pier
- Vehicle

## 11.3 Wayfinding standards

# Sign placement

Given the variety of information required for passengers to effectively navigate our public transport environments, a series of standard conventions is needed to help passengers quickly locate the information they require.

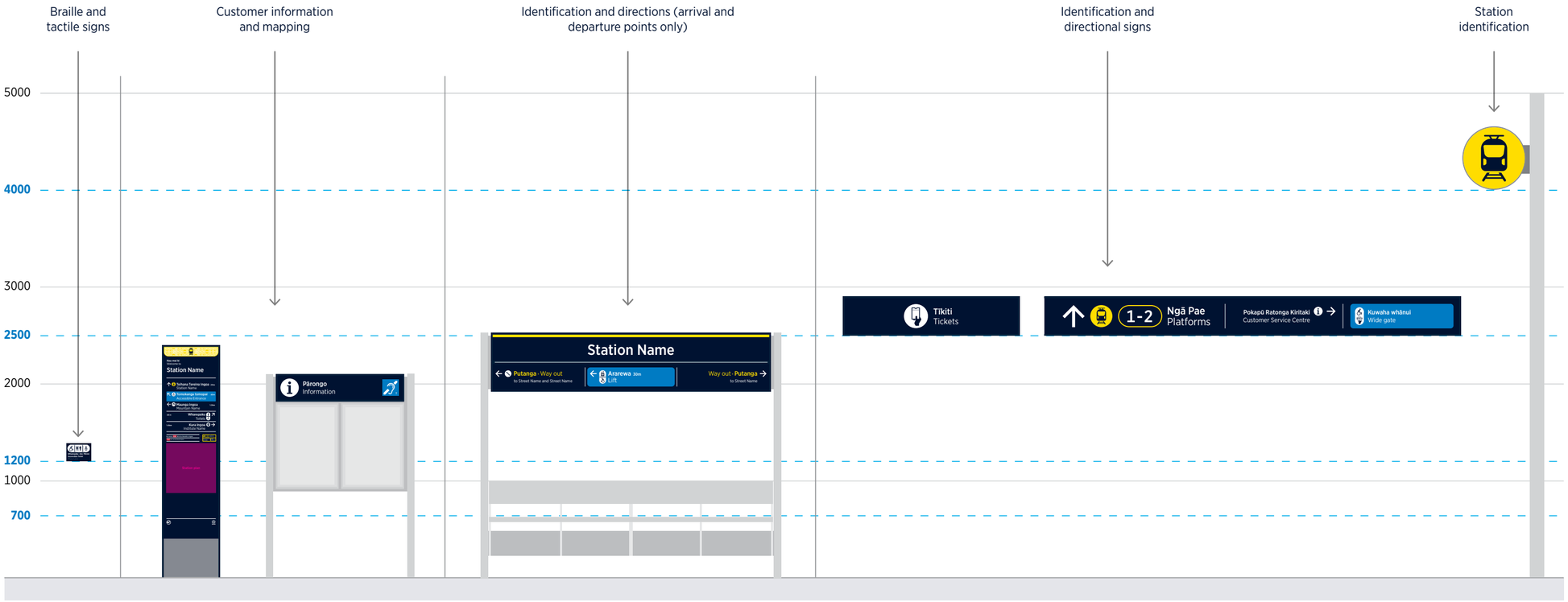
This has been achieved by providing consistency in the following areas:

- Datums and positioning of signs
- Text heights and reading distances
- Graphic layouts of signs
- Use of colour and pictograms
- Terminology and content hierarchy

### Signage datums

The positioning of signs follows a consistent pattern so customers can easily identify, recognise, understand, and make decisions. The consistent application of different information types at appropriate locations within our transport hubs creates a reliable system that gives customers the confidence to navigate our transport hubs efficiently.

Common baseline heights (datums) optimises the visibility of our signs. This consistency requires a low level of customer knowledge or learning. They subconciously know where to look, which improves the overall efficiency of passenger flows within our transport hubs.



# 11.3 Wayfinding standards

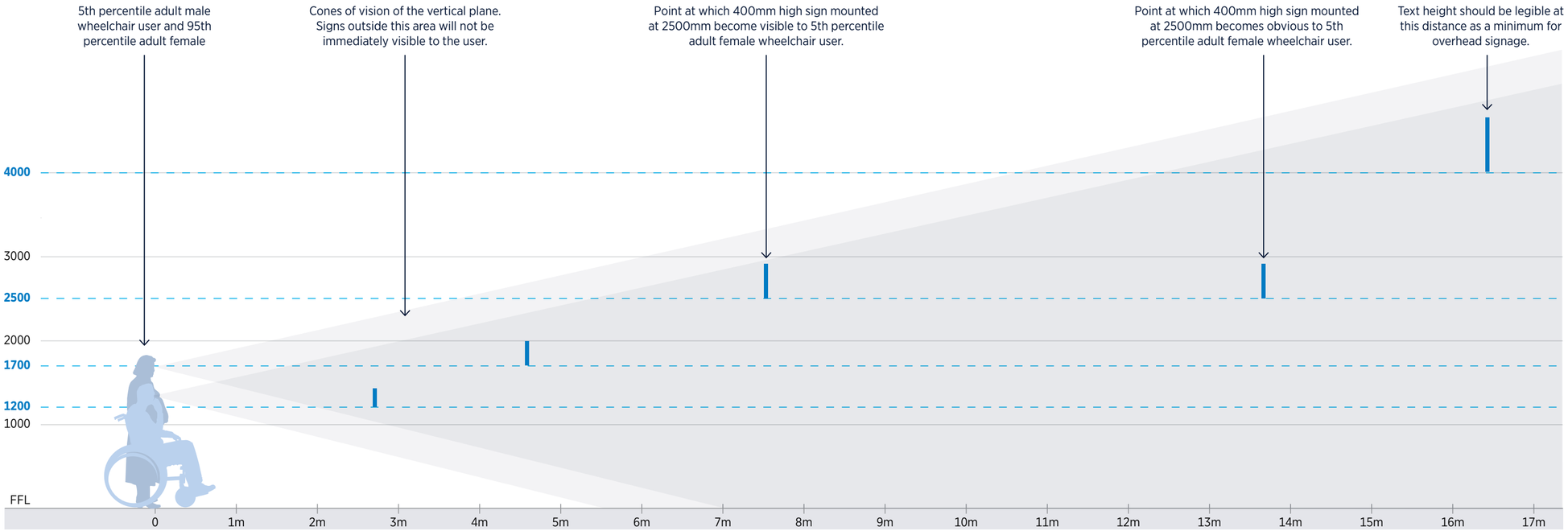
## Sign placement

### Cone of vision and legibility

Signs are placed facing passengers so that the information is readily available and easy to locate. For example, directional information is placed parallel to the platform and orientated toward passengers as they exit the train.

It is important that the visibility of signage is unobstructed by other objects and signs. We allow clearance zones/distances between signage and other components. This ensures signs are visible to our passengers and do not obstruct other components—like CCTV.

| Reading distance (m) | Measured cap-height | |
|---|---|---|
| **Font weight** | **Book** | **Medium** |
| 2.5m | 11.5mm | 7.5mm |
| 5m | 23mm | 15mm |
| 10m | 45mm | 30mm |
| 15m | 70mm | 45mm |
| 20m | 90mm | 60mm |
| 25m | 115mm | 75mm |
| 30m | 140mm | 90mm |
| 50m | 230mm | 150mm |

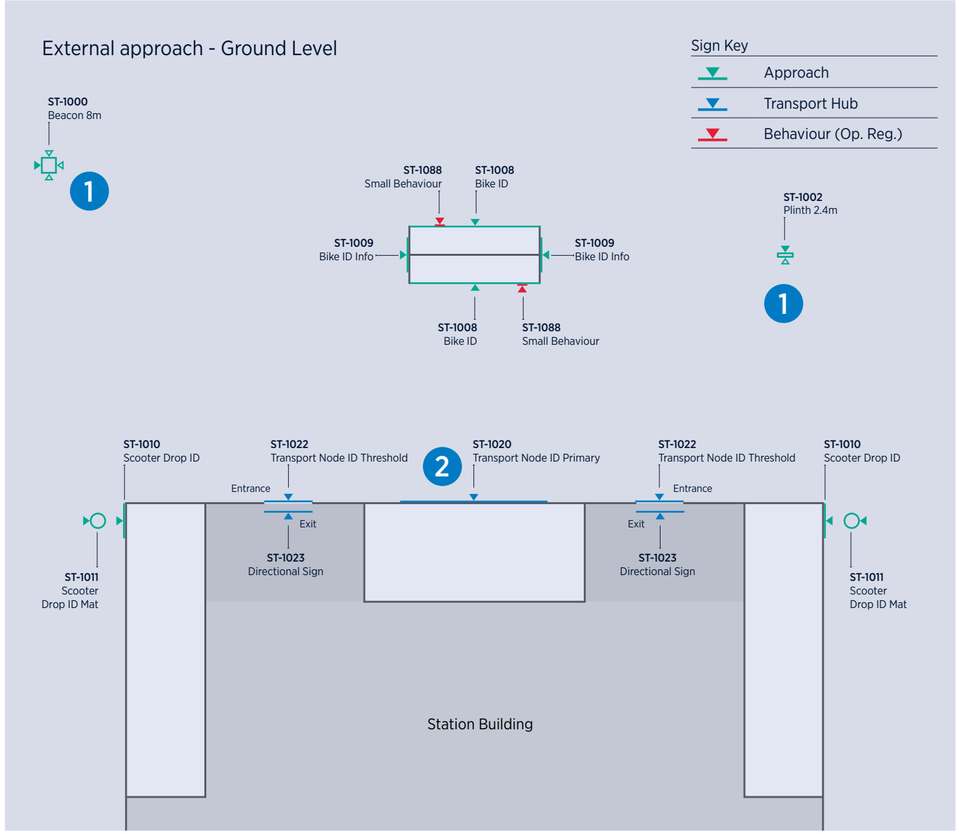


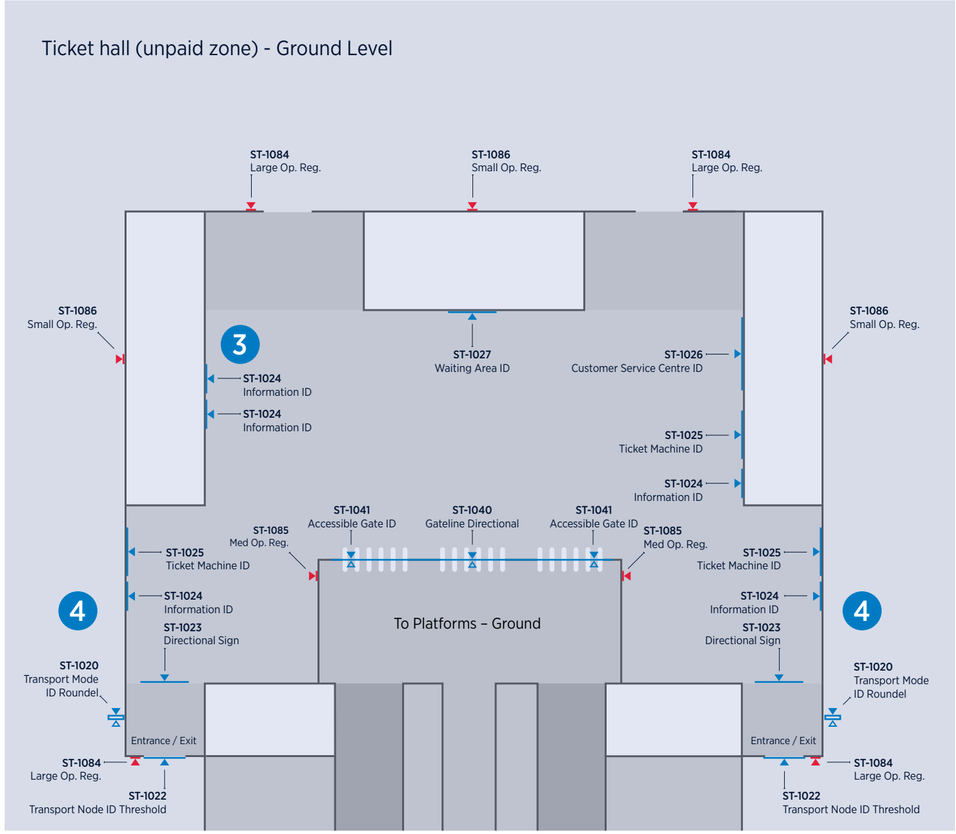
# 11.3 Wayfinding standards

## Sign placement

### Gated station example 1 of 3: typical sign locations

1. The sides of Beacon and Plinths that face the station display information about onward journeys. Sides facing out from the station hold information about the services and facilities within the station.
2. Monumental station name high on the facade of the station. The sign should be visible from a distance. Symmetrical placement on the fascia with the main entrance is ideal.
3. Information about connecting modes is visible from the gateline.
4. Hidden entrances are marked with projecting mode id roundels.



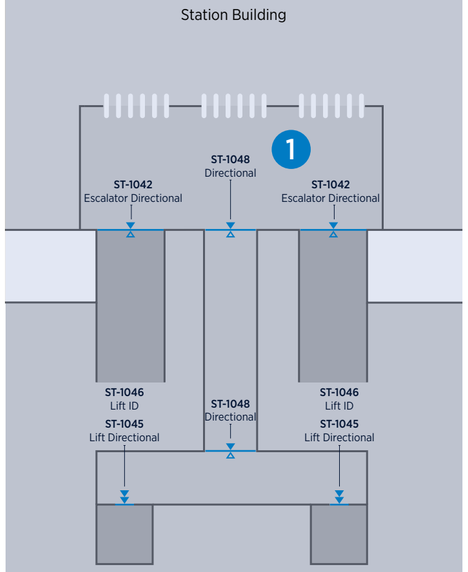
# 11.3 Wayfinding standards

## Sign placement

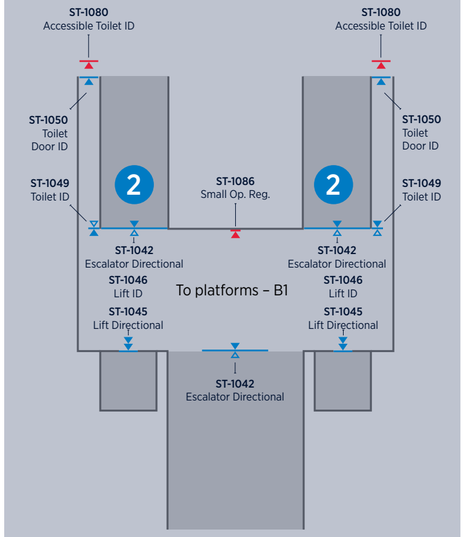
### Gated station example 2 of 3: typical sign locations

1. High passenger flow areas should primarily contain directional information. Limit behavioural, operational, and regulatory sign types.
2. Hidden facilities like toilets will need clear directional signs and projecting identification signs.
3. Dwell areas out of the main passenger flows may need small operational and regulatory signs to remind passengers to behave appropriately.

Circulation and vertical transport (paid zone) Ground Level

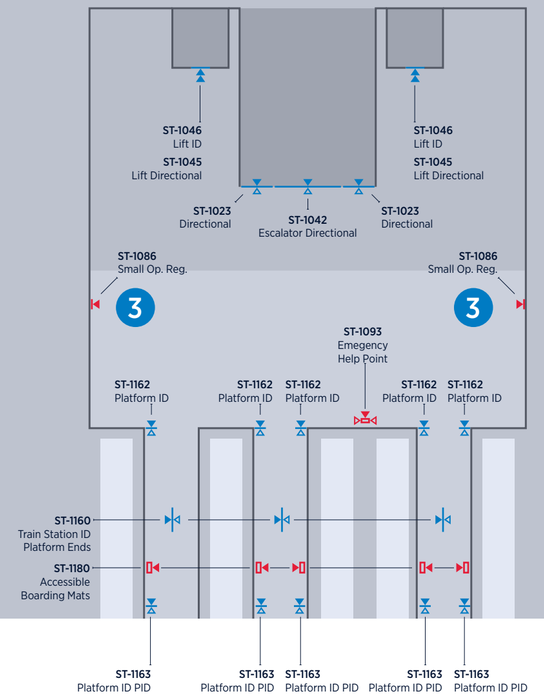



Circulation and vertical transport (paid zone) Mezzanine




Platform (paid zone B2) Underground

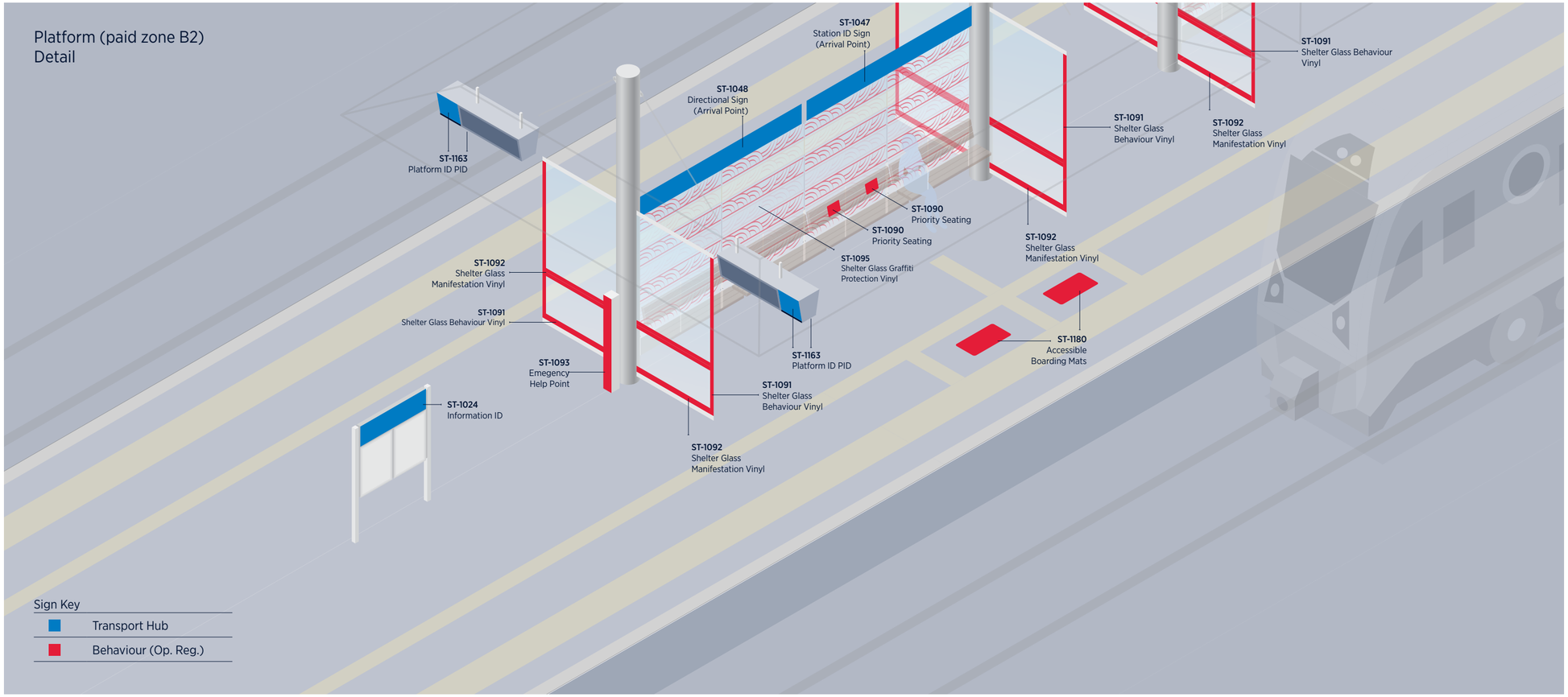
Sign Key
- Approach
- Transport Hub
- Behaviour (Op. Reg.)



# 11.3 Wayfinding standards

## Sign placement

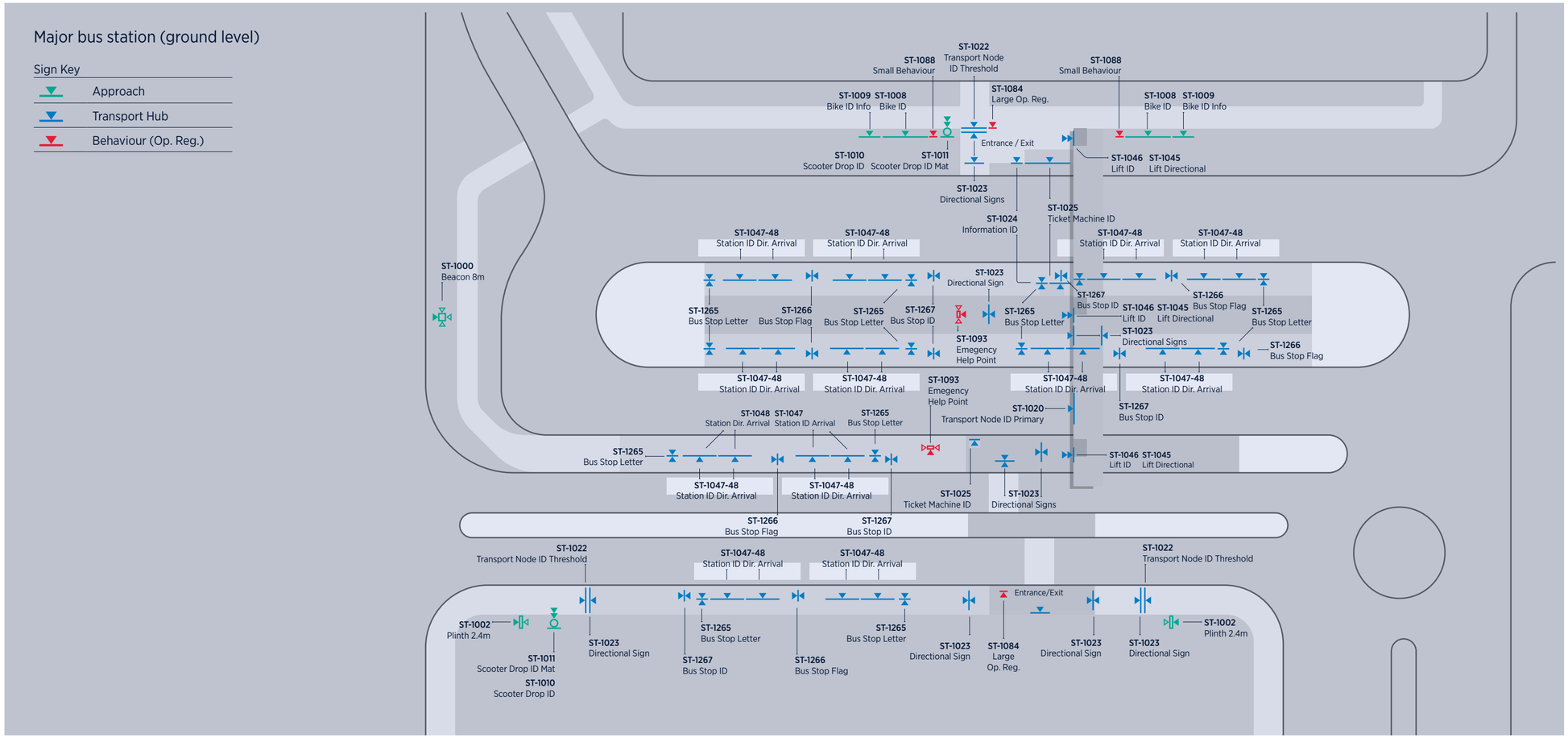
### Gated station example 3 of 3: typical sign locations



# 11.3 Wayfinding standards

## Sign placement

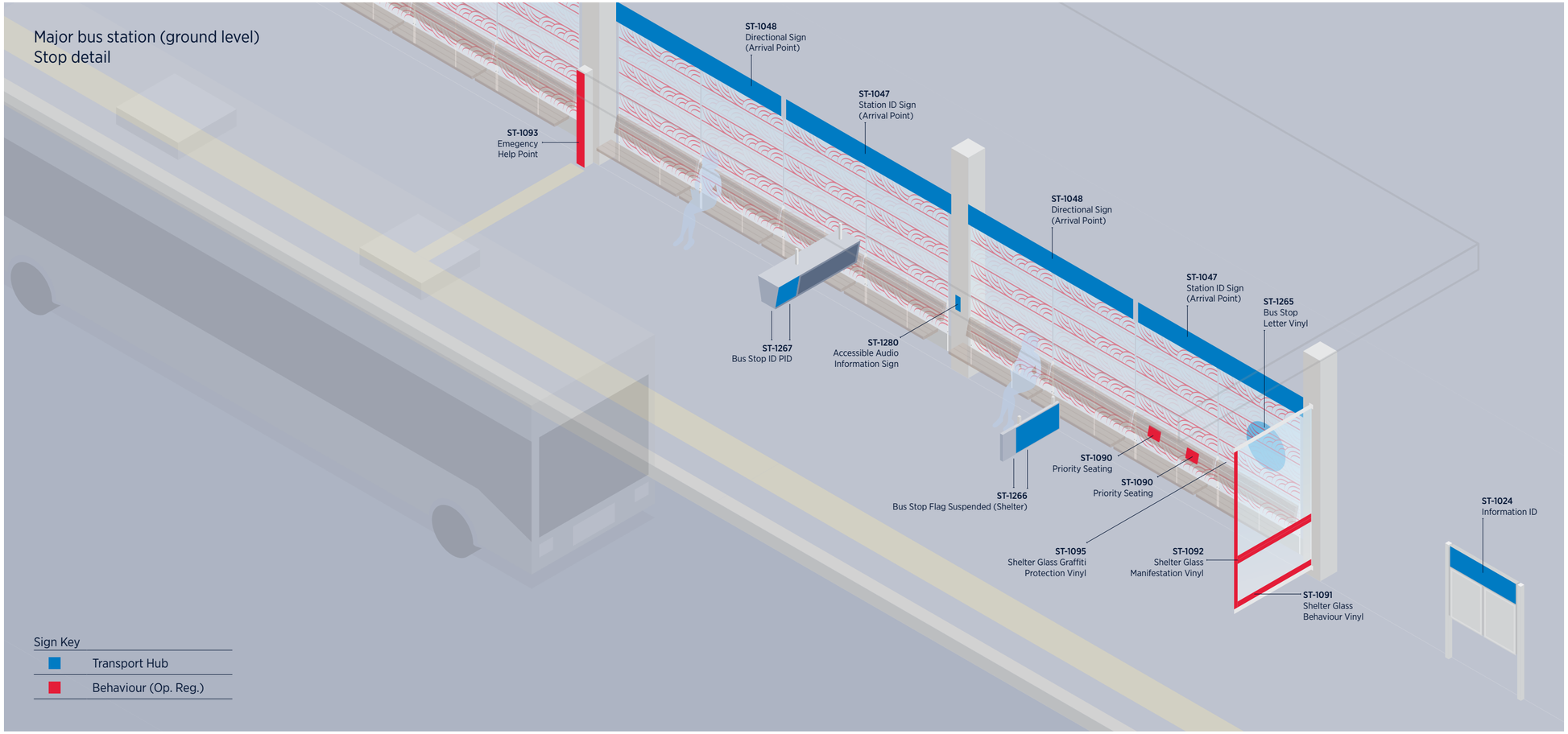
### Ungated bus station example 1 of 2: typical sign locations



# 11.3 Wayfinding standards

## Sign placement

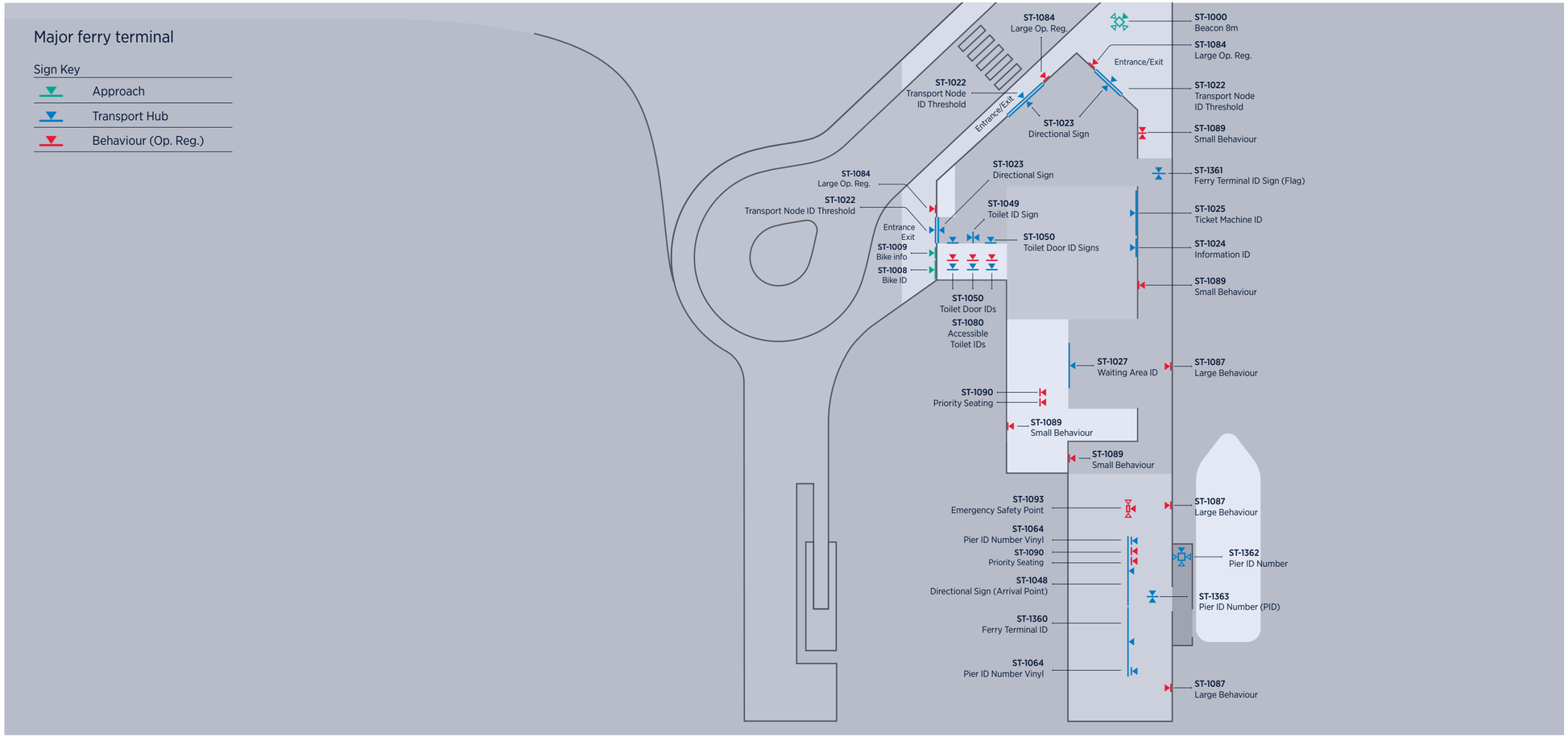
### Ungated bus station example 2 of 2: typical sign locations



# 11.3 Wayfinding standards

## Sign placement

### Ungated ferry example: typical sign locations



## 11.3 Wayfinding standards

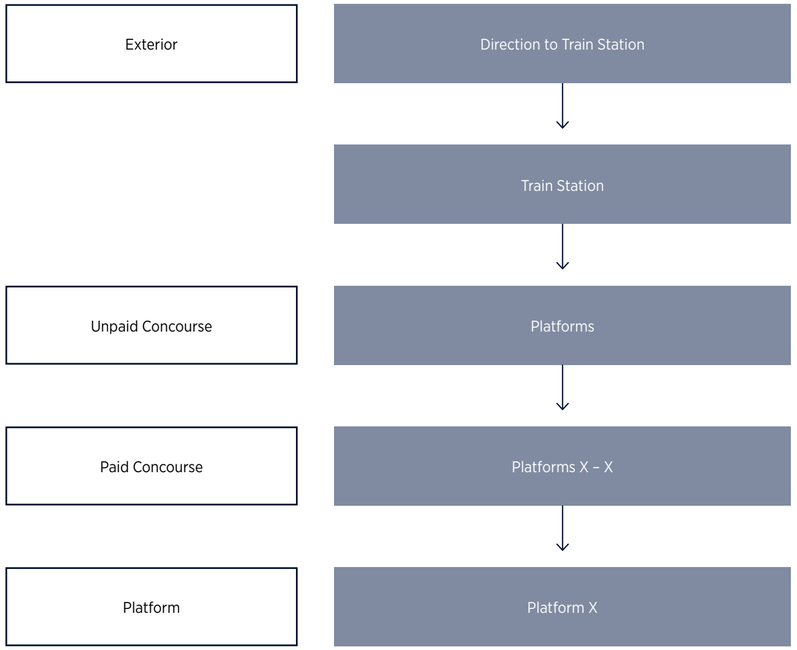
# Progressive disclosure

We use progressive disclosure to make sure we are avoiding overwhelming passengers with information. In this diagram, we examine when we can efficiently supply messages about connections to a different mode of transport.

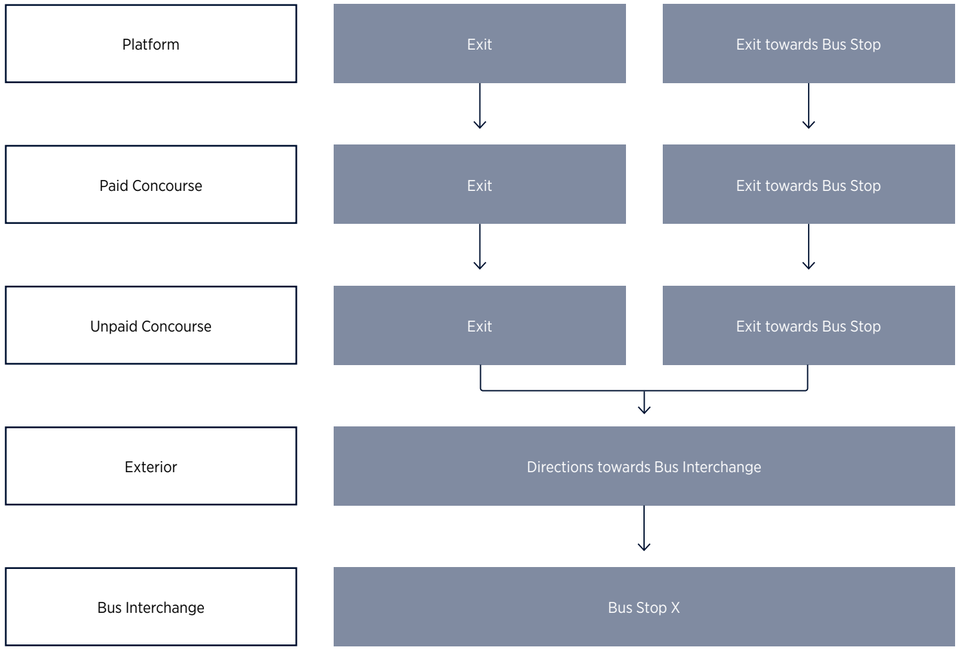
**Progressively disclosing mode connections needs sense checking**

It may be important to show a direction to another mode if it makes a customers journey more efficient. For instance, it may be necessary to show a bus direction on a train plaform. We do not want our customers to find they have taken an exit that is a long way from the bus stop they need.

**Bus to train progressive disclosure journey example**




**Train to bus progressive disclosure journey example**



# 11.4 Sign graphics

## Graphic rules

### Type and symbol relationships

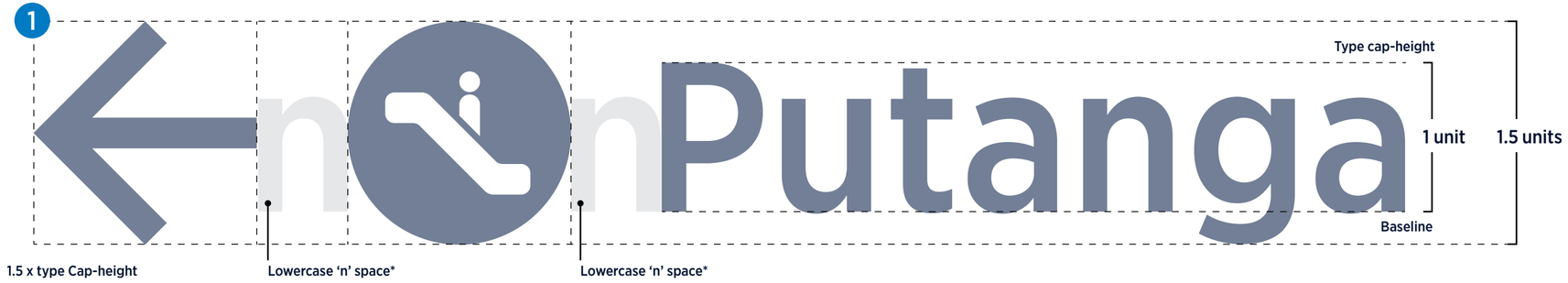
There are two relationship options used to manage type and symbol sizes on AT signs. They both use this ratio: **1.0 : 1.5**

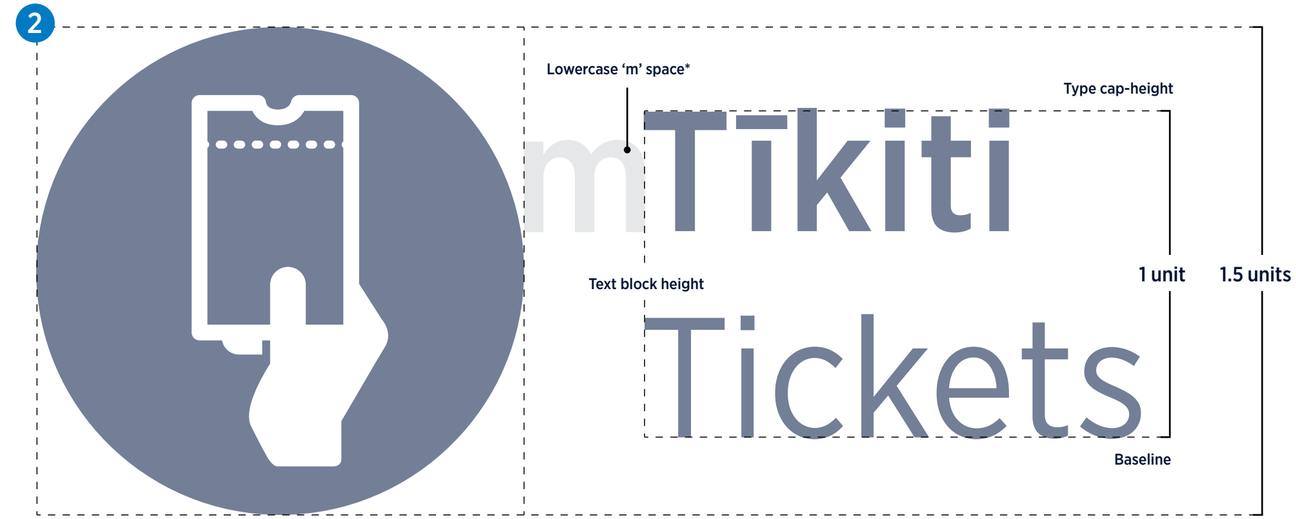
### 1. Normal symbol relationship

The symbol is always 1.5 times the cap-height of the accompanying text. If a lozenge is used, measure from the narrowest part of the symbol.

### 2. Large symbol relationship

Where a larger symbol is required, the symbol is always 1.5 times the cap-height of two lines of text.




*'n' and 'm' spaces are rounded to a 2.5mm grid.

# 11.4 Sign graphics

## Graphic standards

### Bilingual message layouts

There are two layout systems for directional signs: stacked and single line. The figures on this page illustrate how the two layouts are used to display messages in te reo Māori and English. Te reo Māori messages will be set in medium weight and English will be set in book weight.

**Layout selection will depend on:**

- Sign type
- Sign real estate available
- Message complexity
- Number of messages

**Avoid mixing the layout systems**

It is preferable to keep to one variation on the same sign. However, complex messages can require a bilingual single line with monolingual supporting information below. In these cases only street or destination names are un-translated.

**Limit the number of messages**

Be efficient with sign content: use progressive disclosure to ensure you are not overwhelming people with unnecessary messages.

**Layout preference order**

**1. Stacked layout**

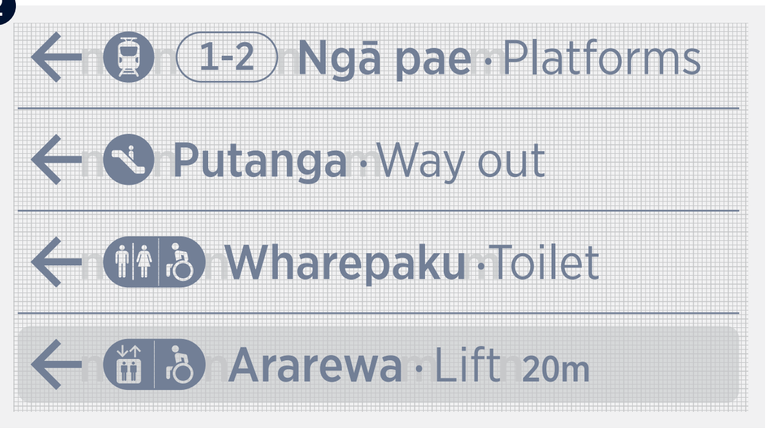
**This is our preference for bilingual messages.** Testing has shown it is easier for passengers to isolate the language they require with this graphic layout. This system takes precedence where space allows.

**2. Single line layout**

It is more difficult for people to distinguish languages when placed side-by-side. This should only be done where space is limited.

1


2



# 11.4 Sign graphics

## Graphic standards

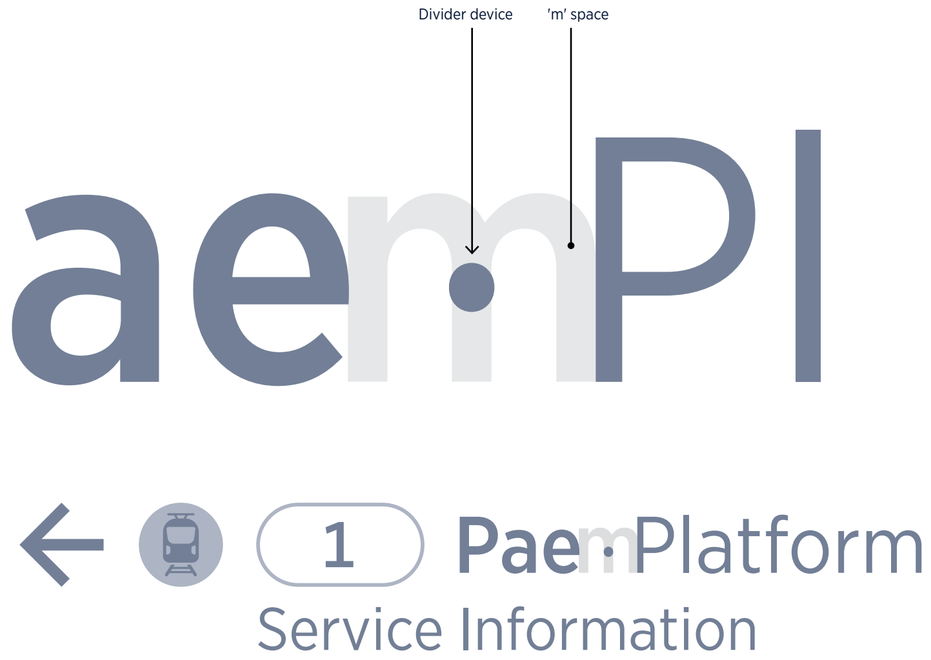
### Single line divider device

**Single line divider**

The single line layout uses a divider device to separate languages. The divider device aids our viewers in isolating the language they require.

**Divider device specification**

- Gotham Narrow Medium bullet at 50% of the message type size.
- An 'm' space is used to separate languages when side-by-side. The bullet is centred on the 'm'.
- The m space is rounded to match a 1.25mm grid so it can be easily snapped to the baseline of the text which will have a cap-height that matches the grid.




### Human figures in pictograms

**Orienting pictograms to message arrows**

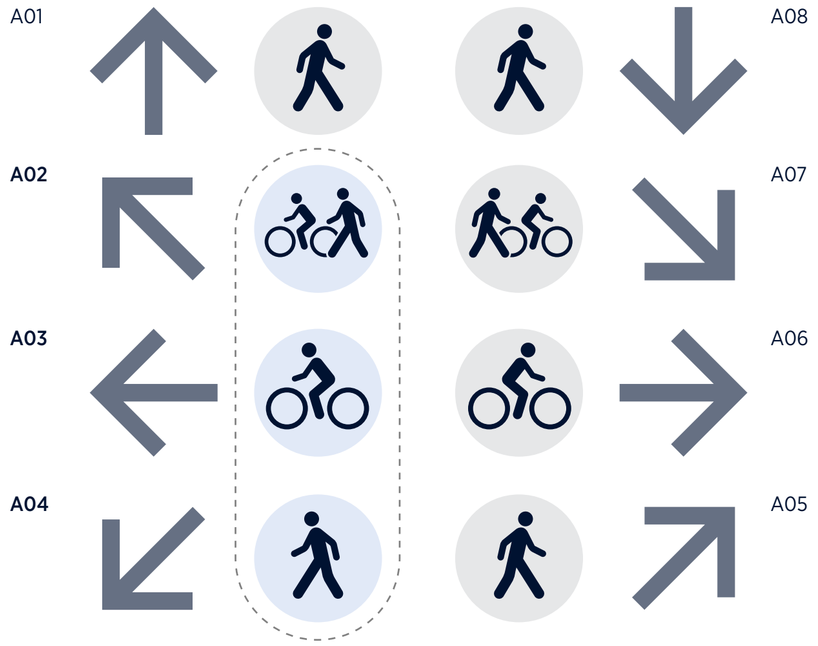
When pictograms illustrate the side view of a person, we orient the figure so they:

- Face left for left-leaning arrows
- Face right for right-leaning arrows

When the arrow is straight up or down, we leave the symbol in its default state.

In practical terms, we only need to flip pictograms containing figures for these arrows:

- **A02** Up left
- **A03** Left
- **A04** Down left




Horizontally flipped pictograms

# 11.4 Sign graphics

## Graphic standards

### Placing and ordering directional content

**1. Arrow placement**

Arrows are placed near the edge of a sign in the direction they are pointing.

**2. Message justification**

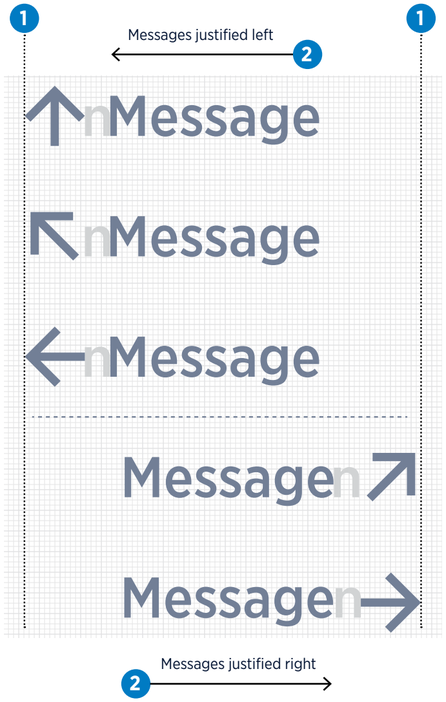
Messages with left or right arrows are justified towards the arrow.

**3. Downward pointing arrows**

Arrows that point downwards are primarily used to direct customers:

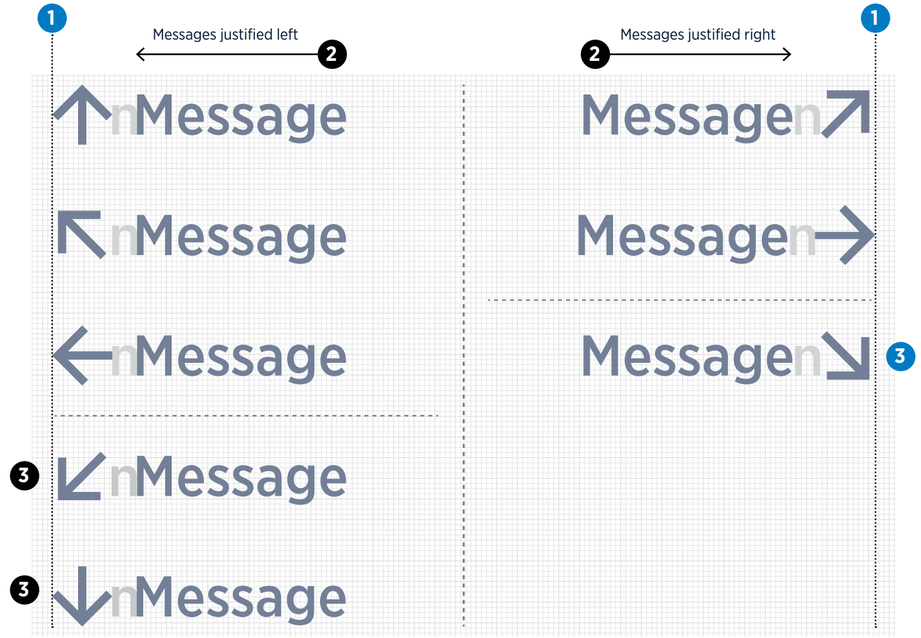
- Down stairways
- Down ramps
- Down sloped paths

**Narrow sign arrow order**

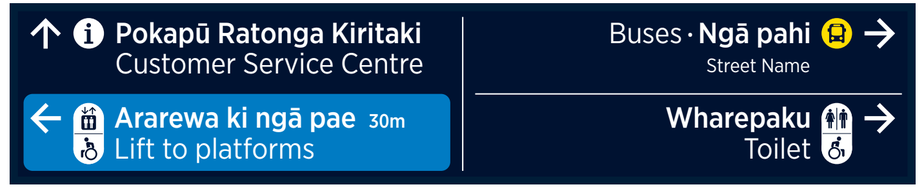



Narrow sign example


**Wide sign arrow order**




Wide sign example



# 11.4 Sign graphics

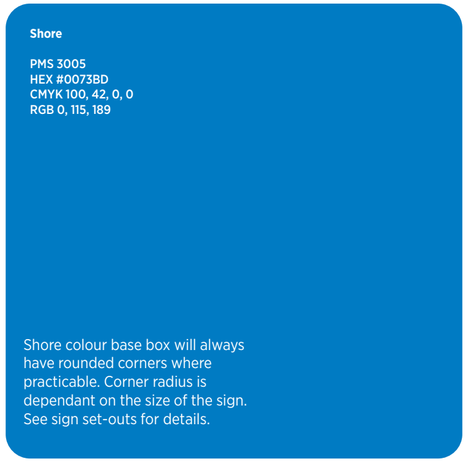
## Graphic system

### Accessible pathways

The graphic system for accessible pathways repeats consistent components so customers can visually ‘follow the path’. Outlined here are the key graphic devices we use to mark accessible pathways.

- Shore colour base box
- Accessible pictograms
- Pictograms that support universal journeys
- Distances in metres (m) should be included when it affects a customer journey

**Shore base box**




**Accessible pictograms**

**Pictograms supporting universal access**

Sign example: **ST-1044 Lift Directional Sign**

# 11.4 Sign graphics

## Graphic system

### Multimodal connections

The graphic system for multimodal connections uses consistent lock-ups. The primary colour for all public transport modes is safety yellow. Passengers can quickly identify yellow pictograms as relating to public transport. We also have graphics that support connections to other forms of transport like cycling and taxis.

#### Taxis and accessible concessions

It is important to highlight taxis and other rideshare services. For an accessible concession holder, taxis are classed as a public transport mode. We make sure taxi messages are elevated in our message hierachy. This ensures they are included on our signs as a multimodal connection.

**Public transport colours**

**Ocean**

PMS 296
HEX #001930
CMYK 100, 65, 22, 80
RGB 0, 25, 48

**Safety**

PMS 109
HEX #FFDD00
CMYK 0, 10, 100, 0
RGB 255, 221, 0

**Public transport pictograms**

**Pictograms supporting multimodal journeys**

**Platform, pier, and stop graphics**


Sign example

# 11.4 Sign graphics

## Graphic system

### Behavioural, operational, and regulatory signs

There are two main types of signs we use to convey behavioural, operational, and regulatory messages. Both types come in large, small, and regular sizes. These signs need to be modular and flexible, because the content varies in size and complexity


**ST-1084**

This sign type is primarily used to display rules and safety information about a transport hub. The peferred position is facing the passenger flow at the left of the transport hub entrances.

**ST-1084**

This sign type can be used for specific transport information. It can be positioned where messages are relevant to a passenger's journey. Avoid overallocating this type of sign. Passengers should not be able to see two signs containing the same message at the same time. Avoid allocating in close proximity to other signs.

**ST-1084**

This sign type can be used for most messaging. It can be positioned where messages are relevant to the passengers journey. Avoid overallocating this type of sign. Passengers should not be able to see two signs containing the same message at the same time. Avoid allocating in close proximity to other signs.

**ST-1084-86 Op. Reg. signs**

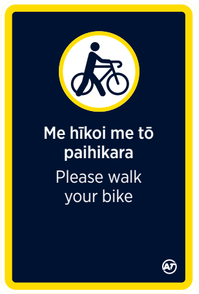
These signs contain small-sized text and should be allocated in areas where passengers can approach the and they can contain multiple messages. They have a single lock-up file that contains messages that are often repeated.

**ST-1087-89 Behaviour panel signs**

This sign type is designed to be seen from a distance and should be used when passengers require a large, clear message are designed to hold a succinct message and are most useful in conveying caution messages regarding potential hazards. They can also be utilised for safety and parking information.


**ST-1087**

This sign type can be seen from a distance. The pictogram is large and can warn a customer without them needing to read the whole message. It should be allocated where a particular passenger behaviour is required.




**ST-1088**

This sign type is useful for medium viewing distances. It should be allocated where a particular passenger behaviour is required.


**ST-1089**

This sign type is useful for shorter viewing distances. They should be allocated when the pictogram can convey the message and text is playing a supporting role i.e. CCTV messages.

# 11.4 Sign graphics

## Graphic system

### ST-1084-86 sign modules

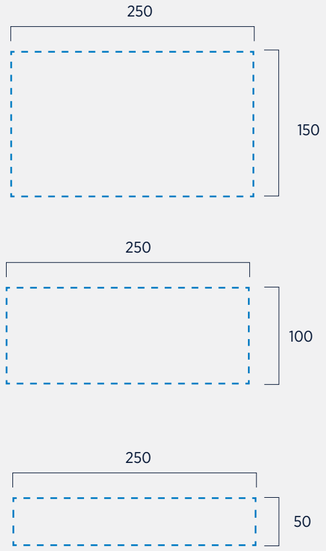
Repeated sign modules have been designed for these sign types. The relevant modules can be added to the three sign sizes as required.

The modular system includes three base modules:

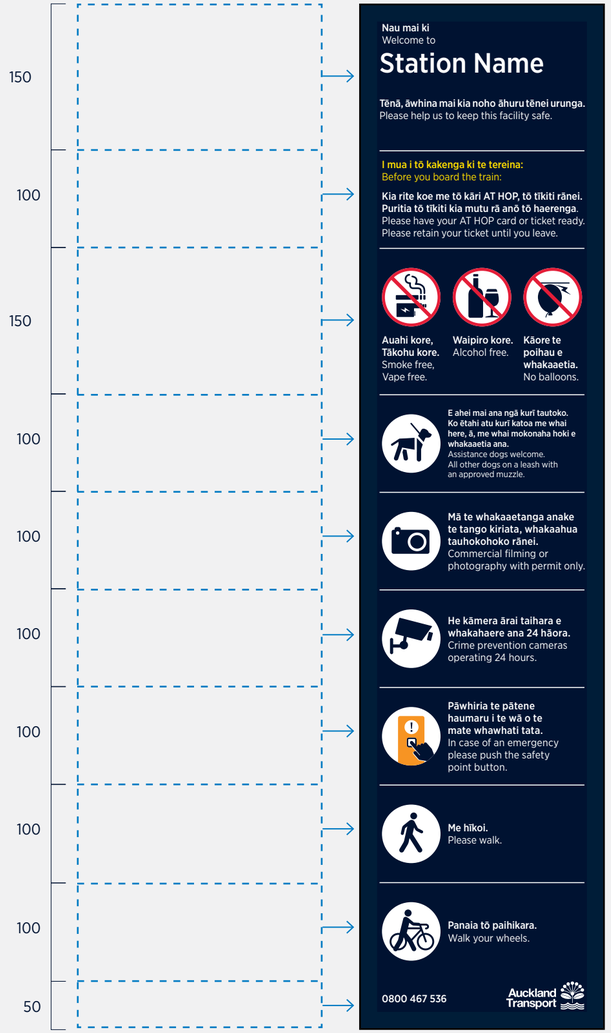
- w250 x h150
- w250 x h100
- w250 x h50

Can be utilised on their own or built up into a larger size in width (maximum 500mm) and height (maximum 1250mm).

Base modules




Large behavioural, regulatory, and statutory example



## 11.4 Sign graphics

# Graphic lock-ups

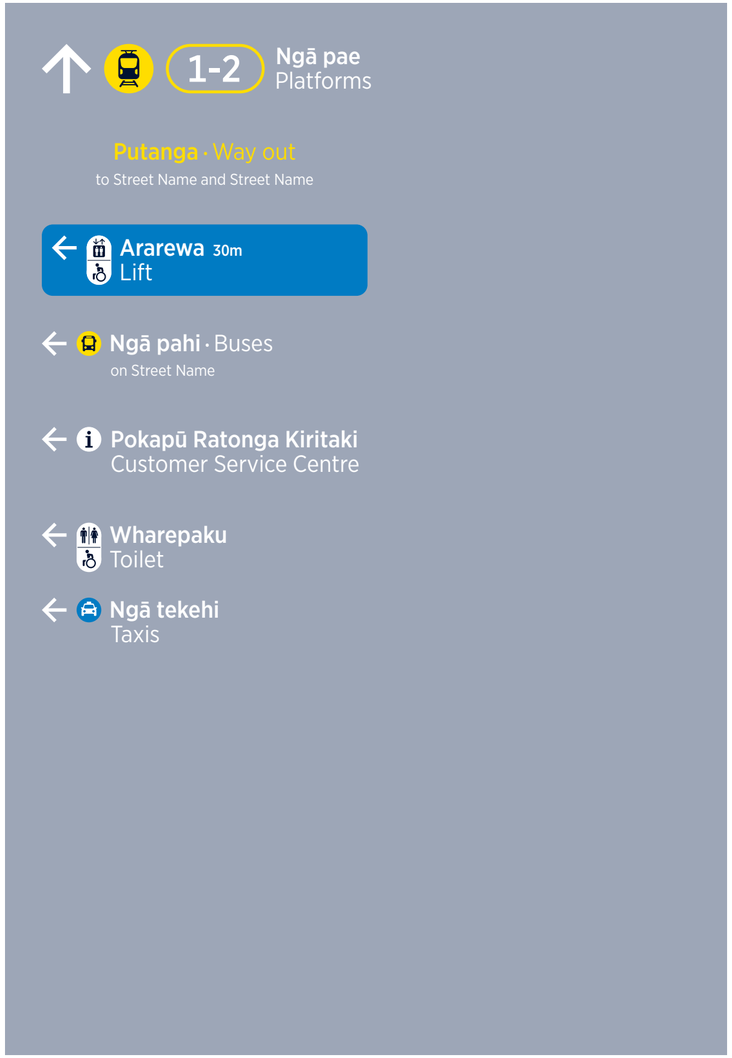
Graphic lock-ups are a quick way to layout signs that have repeated parts. Please use the standard content hierarchy when possible. However, they are adaptable objects that can be adjusted to suit the transport environment you are signing.

Directional lock-ups have left and right justified versions. There are other variables that you will need to adjust depending on the messages you have to convey to passengers. These are common adjustments you may need to make:

- Arrow direction
- Pictogram selection
- Platform and pier numbers, bus stop letters
- Street names

**400 high sign lock-up examples**


**300 high sign lock-up examples**



# 11.4 Sign graphics

## Graphic lock-ups

### 400 high sign lock-ups

These sign lock-ups use type at 75mm and 45mm cap-heights. They also contain large platform numbers, pier numbers, and bus stop letters.

These are for use at large tranport hubs.

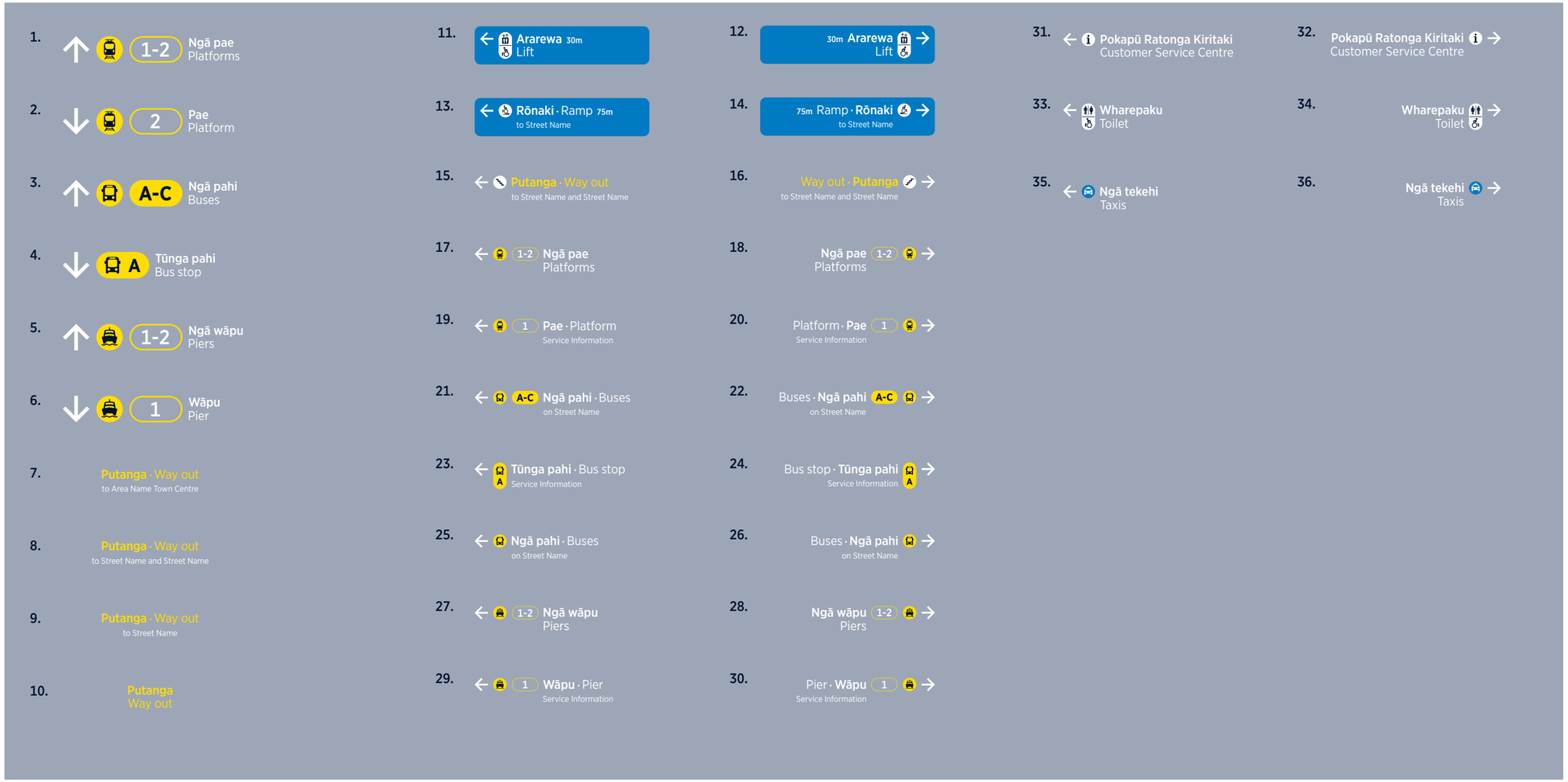
Please note: Some of the graphic rules have been adjusted slightly so the baseline of messages aligns when they are stacked horizontally.

# 11.4 Sign graphics

## Graphic lock-ups

### 300 high sign lock-ups

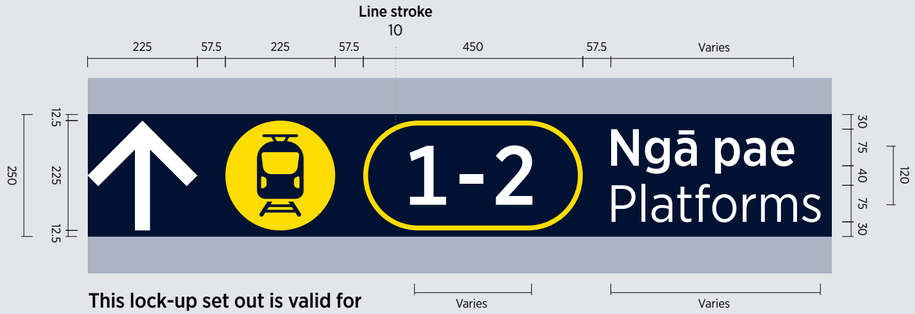
These sign lock-ups use type at 45mm and 30mm cap-height text. These are typical lock-ups and can be used on a range of directional signs.



# 11.4 Sign graphics

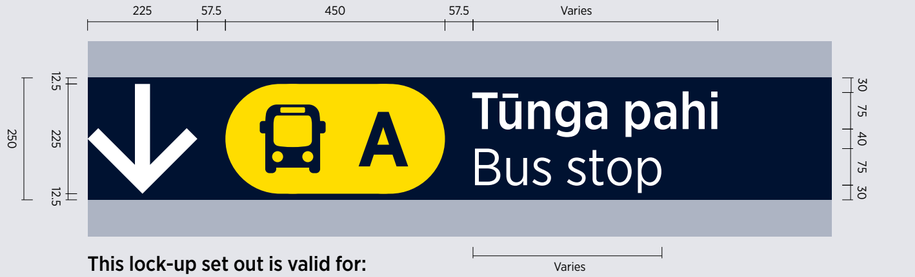
## 400 lock-up details

These lock-up set-outs are referred to in the sign types sections. Left-justified versions are detailed. Please apply the same dimensions for right-justified versions. Where lock-ups share the same spacing, only one example is provided.

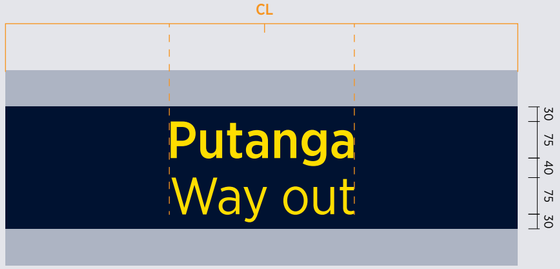



**This lock-up set out is valid for**
#1, #2, #3, #5, #6


**This lock-up set out is valid for**
#7, #8, #9




**This lock-up set out is valid for:**
#4




**This lock-up set out is valid for:**
#10

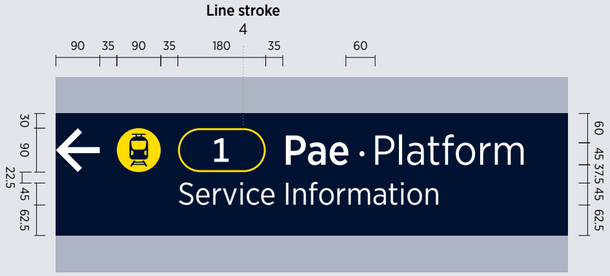
Scale 1:10

# 11.4 Sign graphics

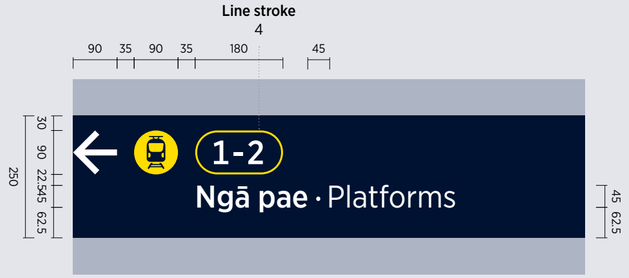
## 400 lock-up details continued


**This lock-up set out is valid for**
#11, #12, #13, #14

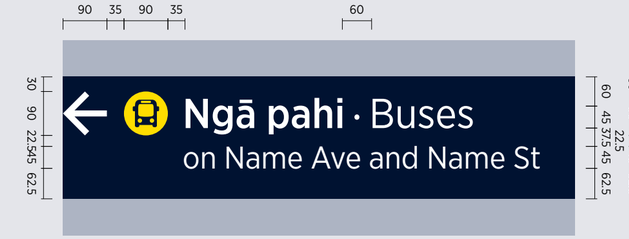

**This lock-up set out is valid for**
#15, #16




**This lock-up set out is valid for**
#19, #20, #29, #30




**This lock-up set out is valid for:**
#17, #18, #27, #28



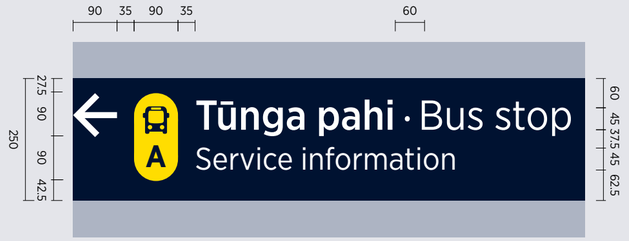

**This lock-up set out is valid for:**
#21, #22


**This lock-up set out is valid for:**
#23, #24

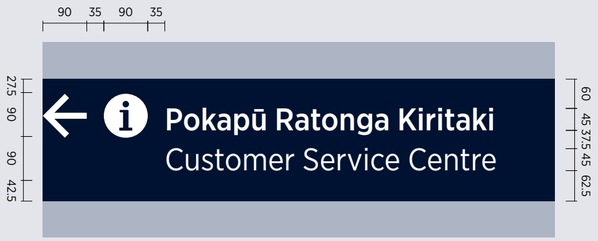
Scale 1:10

# 11.4 Sign graphics

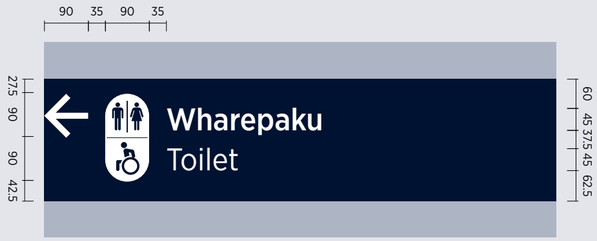
## 400 Lock-up details continued



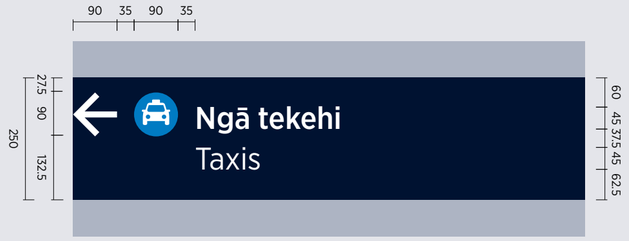

**This lock-up set out is valid for:**
#25, #26



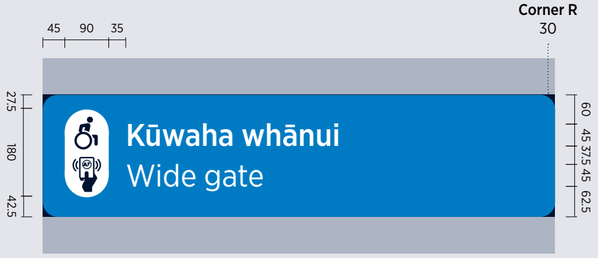

**This lock-up set out is valid for:**
#31, #32



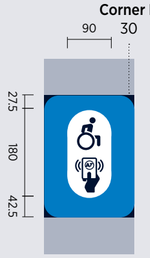

**This lock-up set out is valid for:**
#33, #34



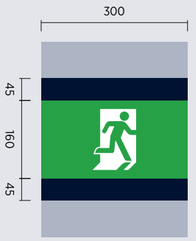

**This lock-up set out is valid for:**
#35, #36



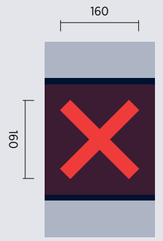

**This lock-up set out is valid for:**
#37




**Valid for:**
#38




**Valid for:**
#39

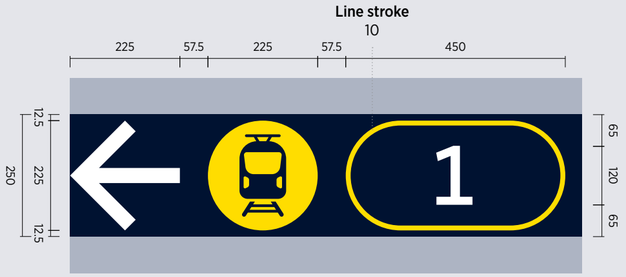



**Valid for:**
#40

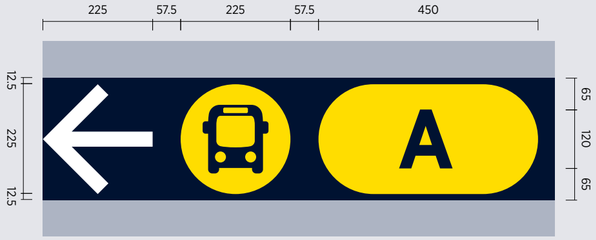
Scale 1:10

## 11.4 Sign graphics

# 400 Lock-up details continued




**This lock-up set out is valid for:**
#41, #42, #45, #46




**This lock-up set out is valid for:**
#43, #44

Scale 1:10

## 11.5 Sign types

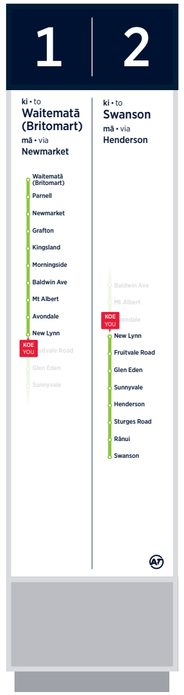
# Sign types overview

Most public transport sign types sit in the multimodal section. Sign content and messages can be easily adjusted to suit the mode you are signing.

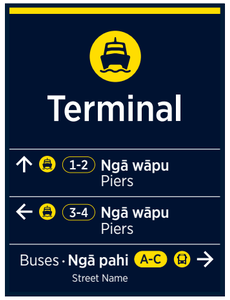
Smaller numbers of signs are mode specific and live in their corresponding sections. Often you will be signing a station that includes a train station and a bus interchange. It is advisable to start with the multimodal sign types first and then to add the bus-specific sign types as required.

Generic multimodal sign type used for different modes


Train specific sign type




Ferry specific sign type



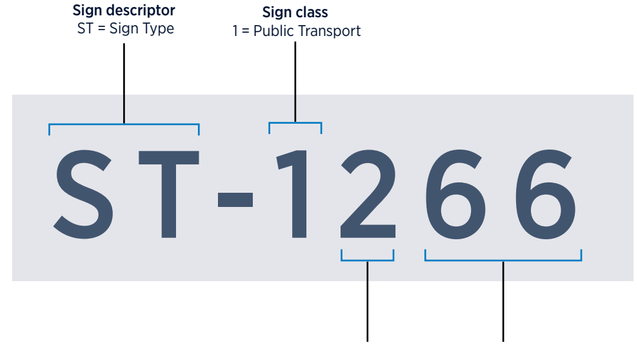

Bus specific sign type


# Sign type codes

Short sign codes become useful when we allocate signs on drawings and build sign schedules. Their compact nature ensures an uncluttered drawing.

Often transport engineers will use ‘S’ as shorthand when they annotate sign positions on a drawing. This is widely used for road signs. In order to differientiate wayfinding signs from road signs, we use ‘ST’, which is short for ‘Sign Type’. The other information contained in the four digit code is described below.

We have grouped our multimodal signs into ranges in the ‘tens’ position. They are loosely ordered as they would be first encountered by a departing passenger. This means when you are allocating signs for a project, it is best to start allocating from the ‘approach’ to the transport hub and work your way to the departure point (usually the platform, stop, or pier). The ‘unpaid’ and ‘paid’ grouping is a rough guide, and those signs can be used throughout a transport hub—keep this in mind when you are signing ungated transport hubs.




*These signs can be used throughout the transport hub. Range is only to help with gated stations.

### Reading this sign code

Reading this code on an engineering drawing, we can understand this information about the sign:

1. ST = Wayfinding Sign
2. 1000 = Public Transport Sign
3. 1200 = Bus Sign
4. 1260 = Sign is only for bus use
5. 1266 = Roughly descibes location

# Multi-modal sign types (ST-1000+)

## Overview

# Approach (1000-0019)
# ST-1000 Beacon 8m

**Purpose**

To identify a public transport hub from afar

**Typical location**

- In the precinct near a transport hub

**Sign faces**

- x4

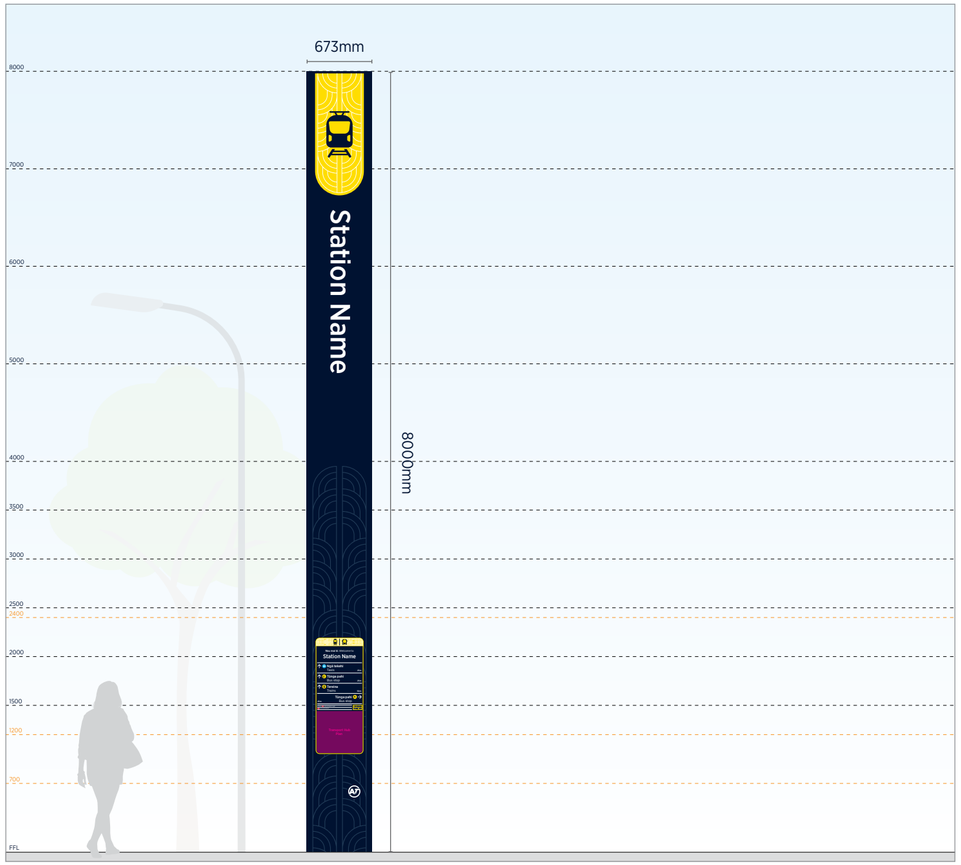
**Graphic Set-out**

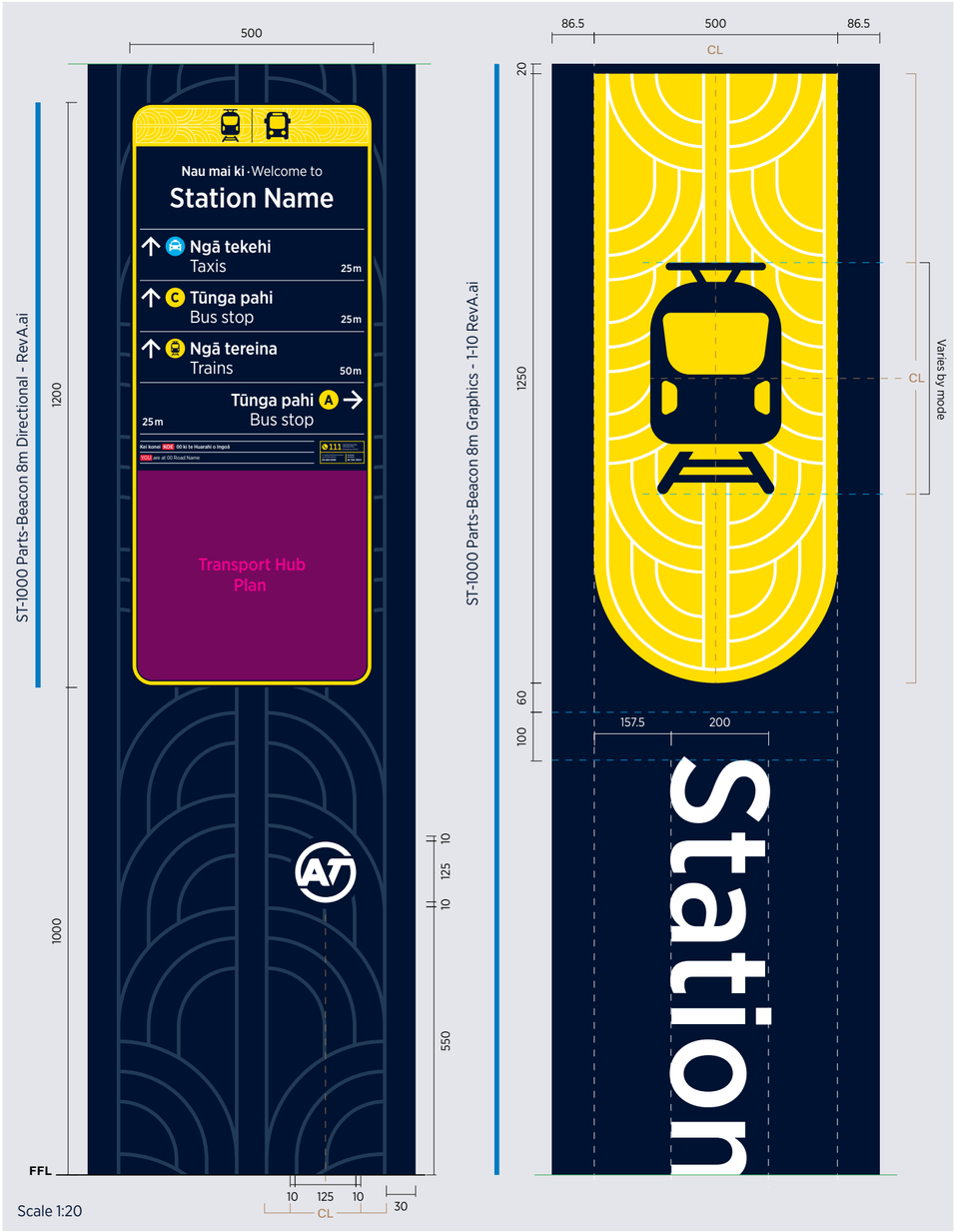
**Primary message**

- 200mm cap-height

**Arrow/pictogram**

- 350-410mm high

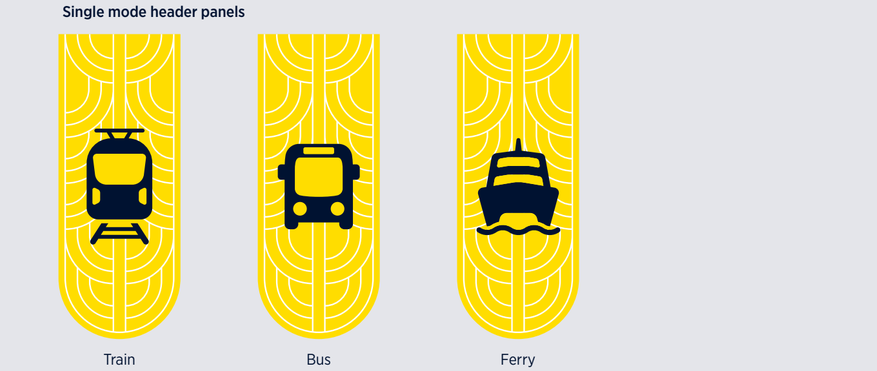


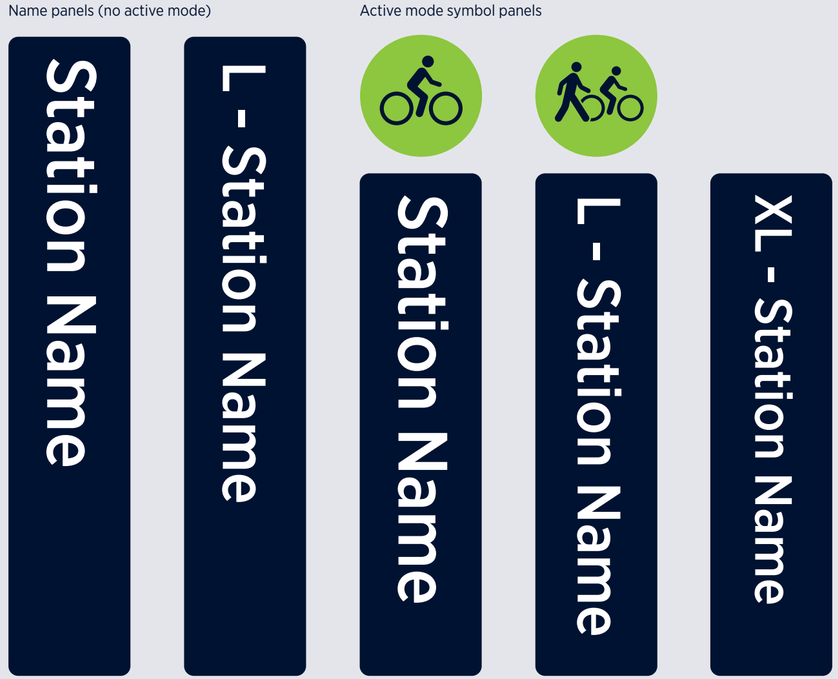



# ST-1000 Beacon 8m Graphics

**Modular graphics** ST-1000 Parts-Beacon 8m Graphics - 1-10 RevA

- Populate your beacon with the graphic modules applicable to your transport environment
- Adjust the default content to match your transport environment



# ST-1000 Beacon 8m Directional

**Modular graphics** ST-1000 Parts-Beacon 8m Directional - RevB.ai

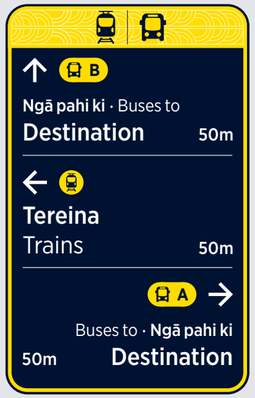
- Populate your beacon with the directional graphics applicable to your transport environment
- Adjust the default content to match your transport environment and message glossary

1. The beacons side that faces a departing passenger is used to convey information about the transport hub.
2. The beacon side that faces an arriving passenger leaving the station will convery information about the surrounding precinct

**1**
Pedestrian content for passenger approaching the transport hub

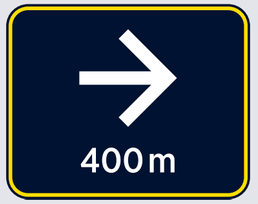

**2**
Pedestrian content for passenger leaving the transport hub


Larger message content relating to the transport hub (seen from afar)




Larger message content relating to adjacent active mode facilities (seen at speed or from afar)


Large direction message. This should be the only panel on a side so it relates to the transport hub mode symbol and name at the top of the beacon (seen at speed or from afar)




### Placing panel signs on adjacent sides of a beacon

It is recommended to avoid placing similar panel signs on sides that are adjacent to one another. When viewing a beacon, two sides are visible most of the time. If we populate panels that are at right angles to each other, it is likely we will overwhelm our customers with messaging.

### The large direction message panel can be placed on an adjacent side

The large directional message can work in this case because it is a simple message that can be seen from afar. If you are placing signs on adjacent sides, ensure you use a consistent height (datum) for the top of all panel signs. If 1200mm high panels are used, hang the top at 2200mm above FFL.

Large directional message panels should also be hung from this height so pedestrians and cyclists don't obscure them as they pass by.

# ST-1000 Beacon 8m Examples

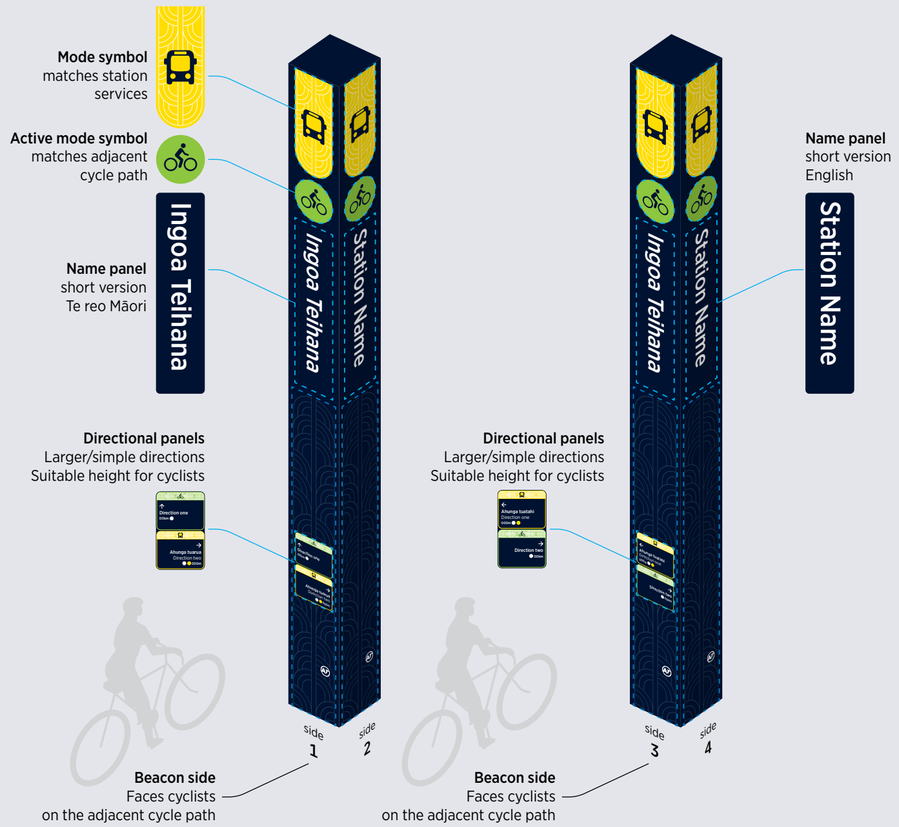
These examples illustrate how different graphic modules can be applied to match the public and active transport infrastructure present.

The left hand illustration shows how the relevant graphic modules can be added when signing for a multimodal (Train/Bus) interchange.

The right hand illustration shows how to apply graphics when a cycle path is present. It also shows how to sign for a dual named station.

**Train/Bus interchange** (single station name)
No major cycle path present


**Bus Station (**dual station names)
Major cycle path adjacent to sign



# ST-1001 Beacon 5m

**Purpose**

To identify a public transport hub from afar

**Typical location**

– In the precinct near a transport hub

**Sign faces**

– x4

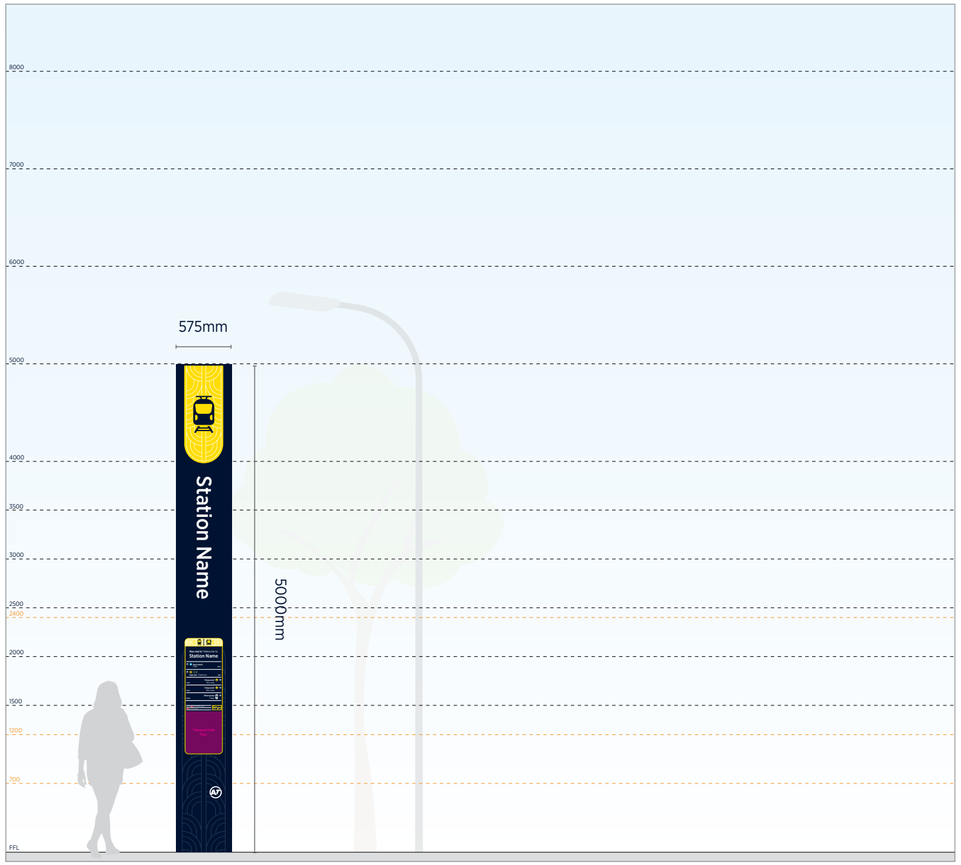
**Graphic Set-out**

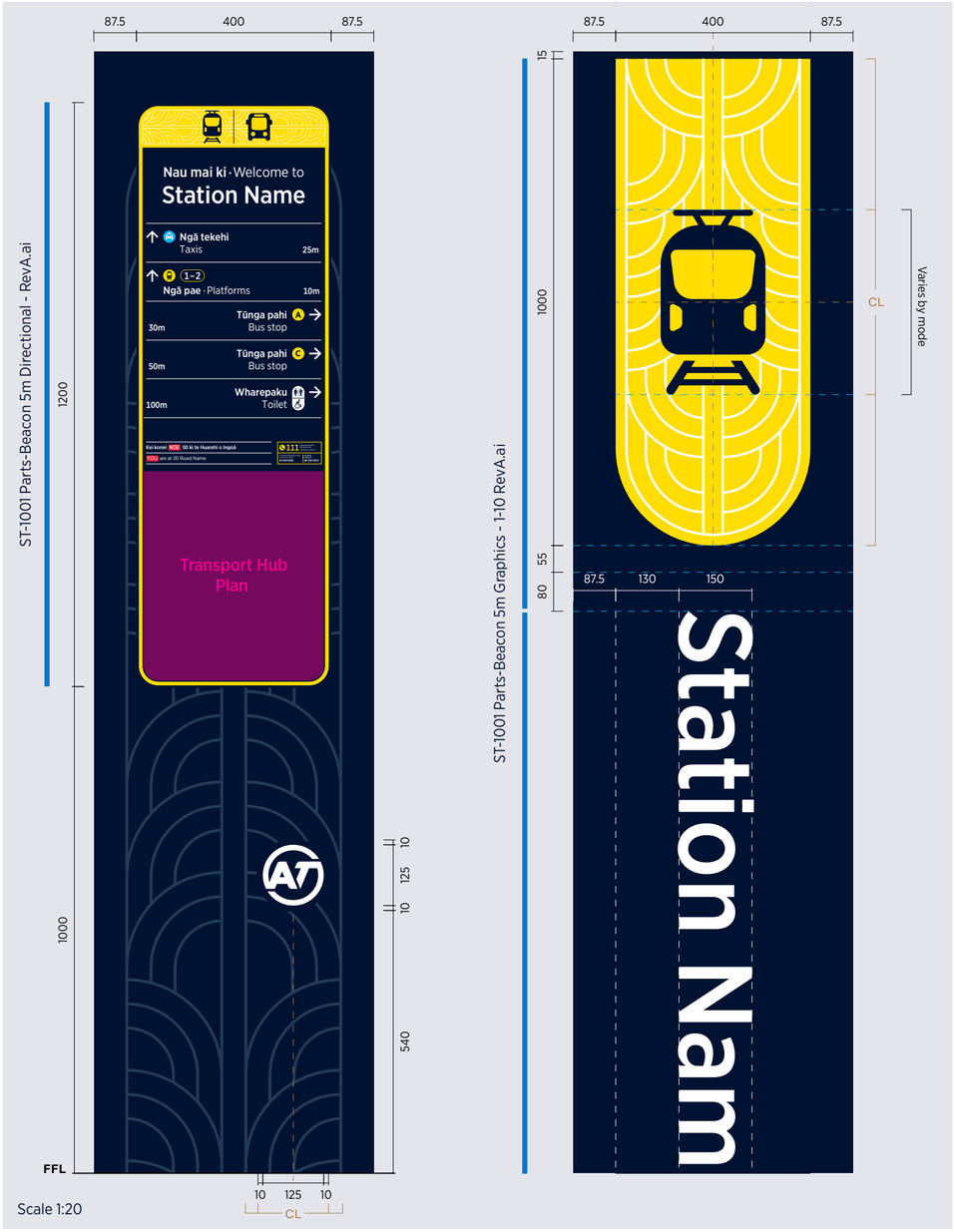
**Primary message**

– 150mm cap-height

**Arrow/pictogram**

– 270-300mm high



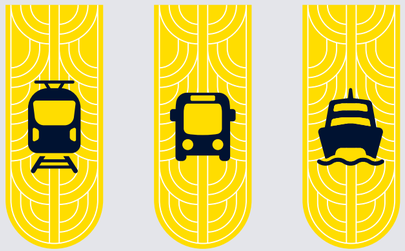



# ST-1001 Beacon 5m Graphics

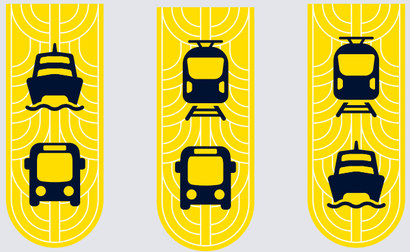
**Modular graphics** ST-1001 Parts-Beacon 5m Graphics - 1-10 RevA.ai

1. Populate your beacon with the graphic modules applicable to your transport environment
2. Adjust the default content to match your transport environment

Single mode header panels



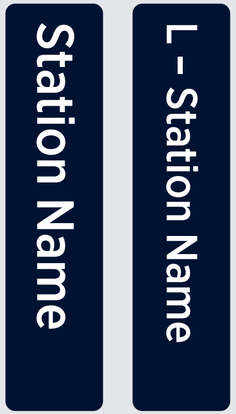
Multimodal header panels



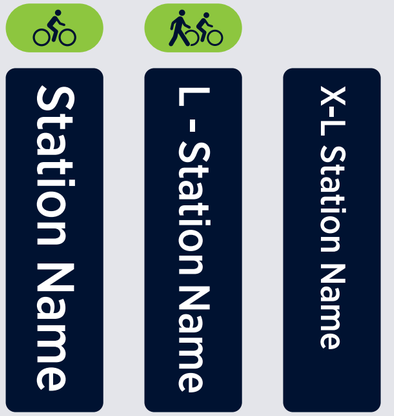
Bus transfer header panel

Scale 1:20

Name panels (no active mode)




Active mode symbol panels




Short name panels when active mode symbol is present

# ST-1001 Beacon 5m Directional

**Modular graphics** ST-1001 Parts-Beacon 5m Directional - RevB.ai

- Populate your beacon with the directional graphics applicable to your transport environment
- Adjust the default content to match your transport environment and message glossary

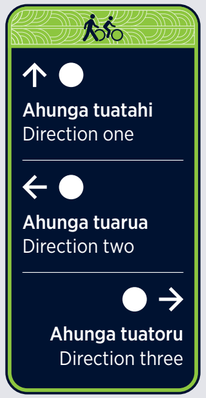
1. The beacons side that faces a departing passenger is used to convey information about the transport hub.
2. The beacon side that faces an arriving passenger leaving the station will convery information about the surrounding precinct

**1**
Pedestrian content for passenger approaching the transport hub


**2**
Pedestrian content for passenger leaving the transport hub


Larger message content relating to the transport hub (seen from afar)


Larger message content relating to adjacent active mode facilities (seen at speed or from afar)




Large direction message. This should be the only panel on a side so it relates to the transport hub mode symbol and name at the top of the beacon (seen at speed or from afar)


### Placing panel signs on adjacent sides of a beacon

It is recommended to avoid placing similar panel signs on sides that are adjacent to one another. When viewing a beacon, two sides are visible most of the time. If we populate panels that are at right angles to each other, it is likely we will overwhelm our customers with messaging.

### The large direction message panel can be placed on an adjacent side

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Large directional message panels should also be hung from this height so pedestrians and cyclists don't obscure them as they pass by.

Scale 1:20

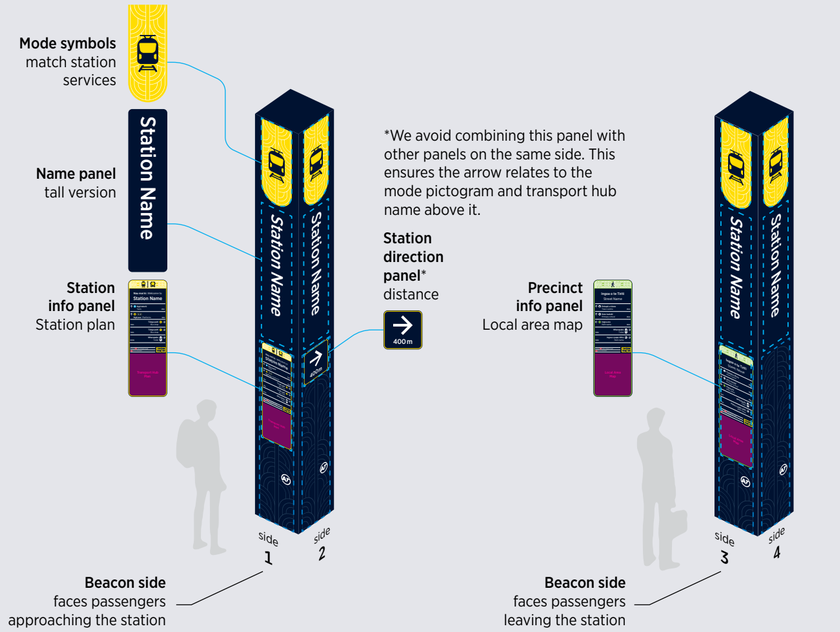
# ST-1001 Beacon 5m Examples

These examples illustrate how different graphic modules can be applied to match the public and active transport infrastructure present.

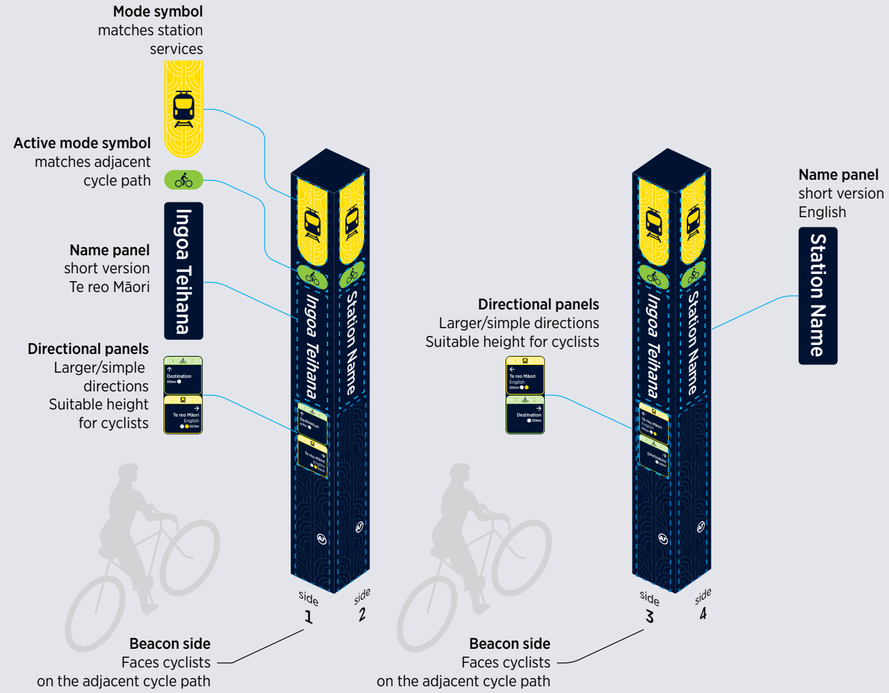
The left hand illustration shows how the relevant graphic modules can be added when signing for a multimodal (Train/Bus) interchange.

The right hand illustration shows how to apply graphics when a cycle path is present. It also shows how to sign for a dual named station.

**Train/Bus interchange** (single station name)
No major cycle path present




**Bus Station (**dual station names)
Major cycle path adjacent to sign



# ST-1002 Plinth 2.4m

### Purpose

To help connect journeys between the precinct and the transport hub. To navigate to the transport hubs accessible entrances.

### Typical location

- In the precinct near a transport hub

### Sign faces

- x2

### Graphic Set-out

### Primary message

- 35mm cap-height

### Secondary message

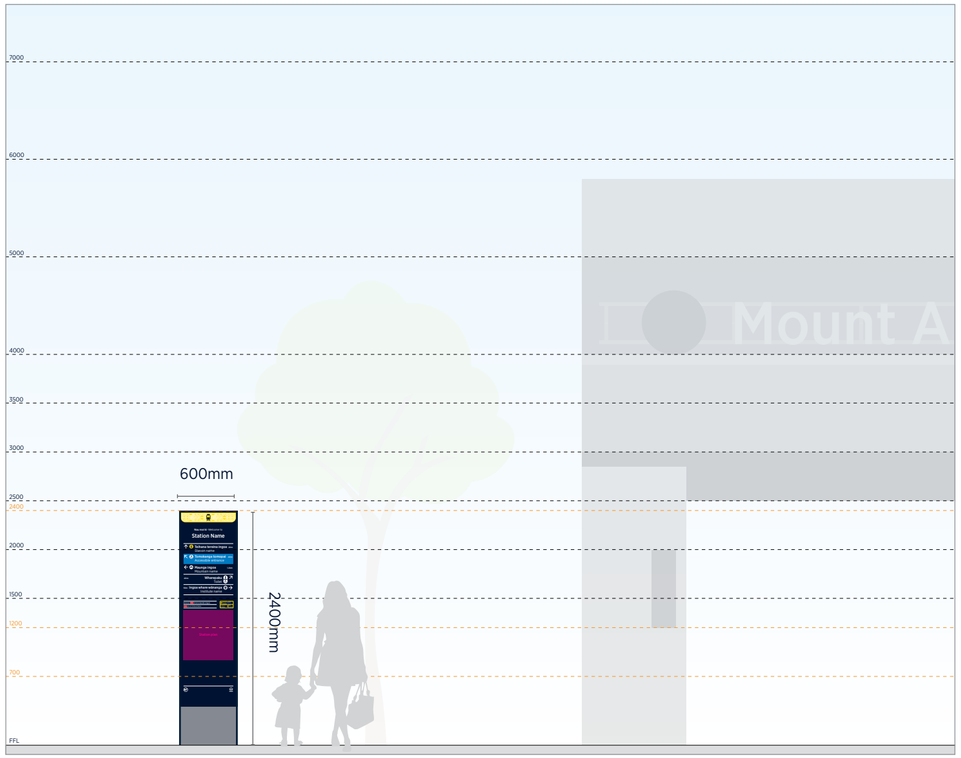
- 25mm cap-height

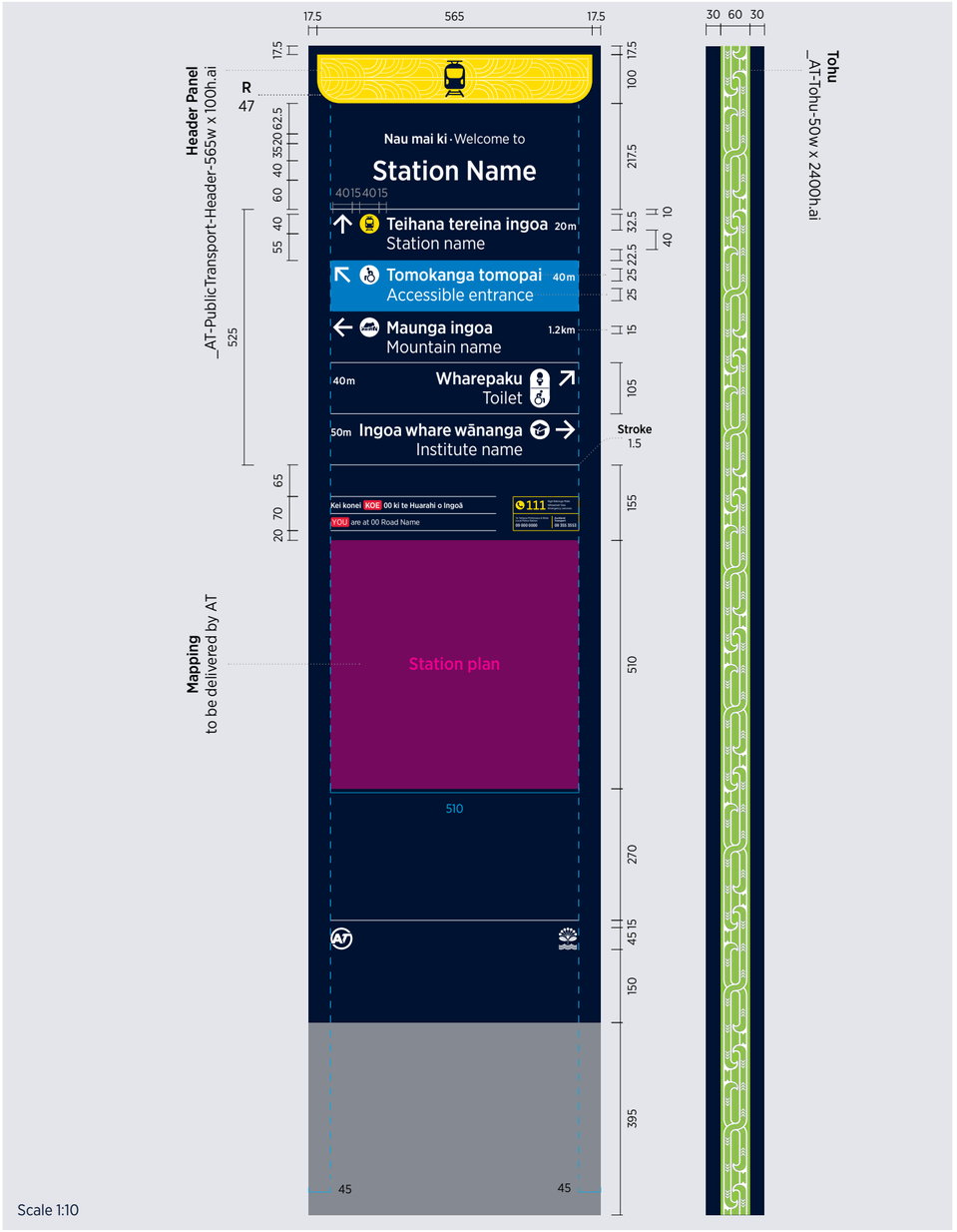
### Primary Arrow/pictogram

- 75mm high

### Secondary Arrow/pictogram

- w40 x h40mm



# ST-1003 Plinth 2.0m

### Purpose

To help connect journeys between the precinct and the transport hub. To navigate to the transport hubs accessible entrances.

### Typical location

– In the precinct near a transport hub

### Sign faces

– x2

### Graphic Set-out

### Primary message

– 30mm cap-height

### Secondary message

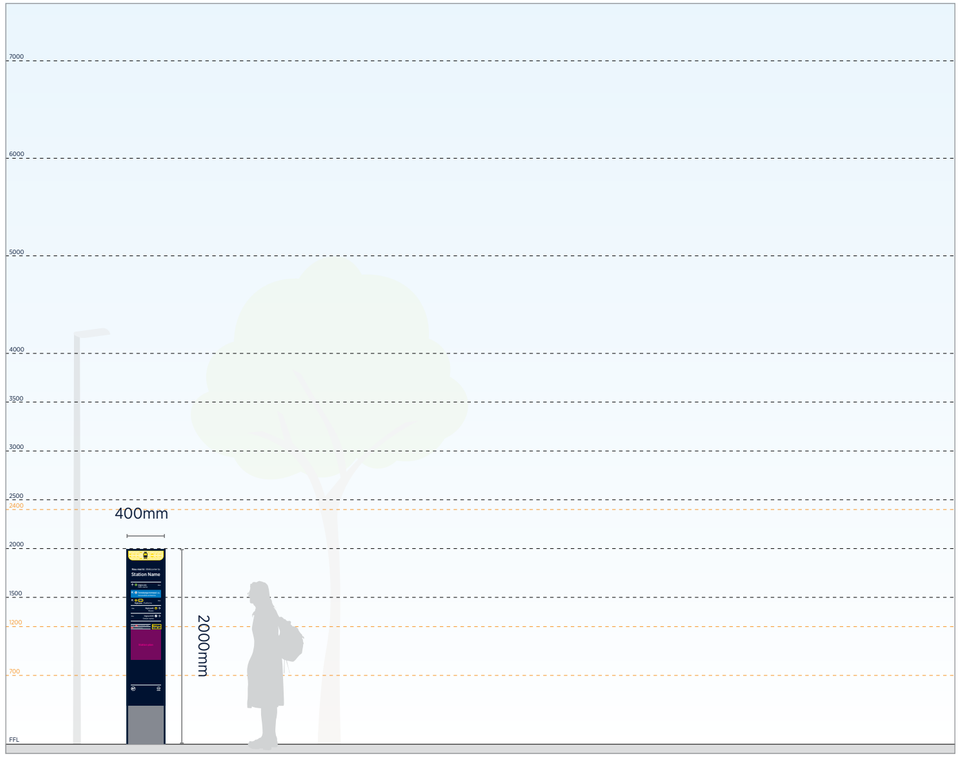
– 15mm cap-height

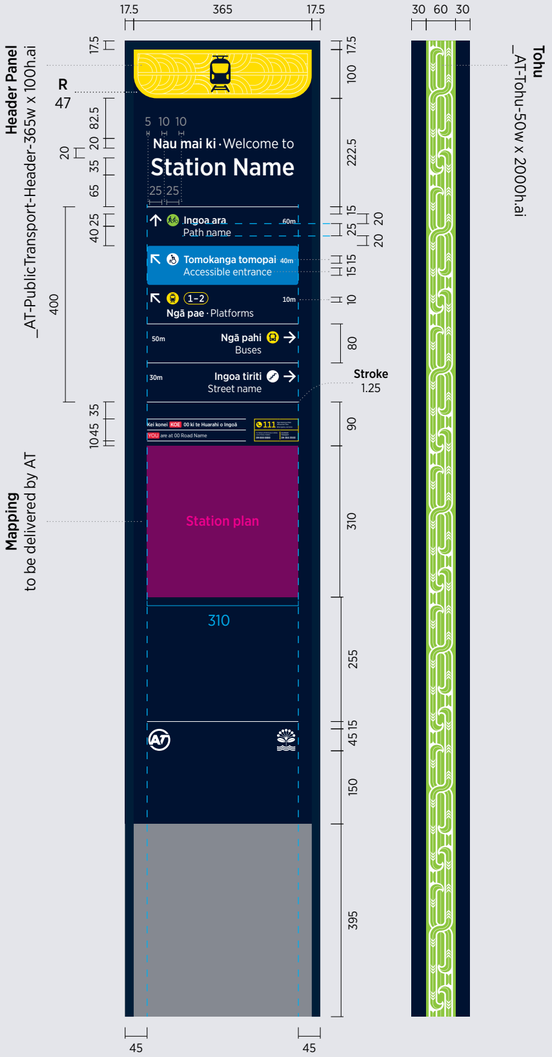
### Primary Arrow/pictogram

– 75mm high

### Secondary Arrow/pictogram

– w25 x h25mm




Scale 1:10

# ST-1004 Catchment Blade

**Purpose**

To direct pedestrians and cyclists towards a transport facility from the surrounding precinct. They can also serve as confirmation signs for drivers.

**Typical location**

- Wider precinct around a facility
- Away from existing road signs
- On existing light poles along quieter streets

**Sign faces**

- x2

**Graphic Set-out**

**Primary message**

- 40mm cap-height

**Secondary message**

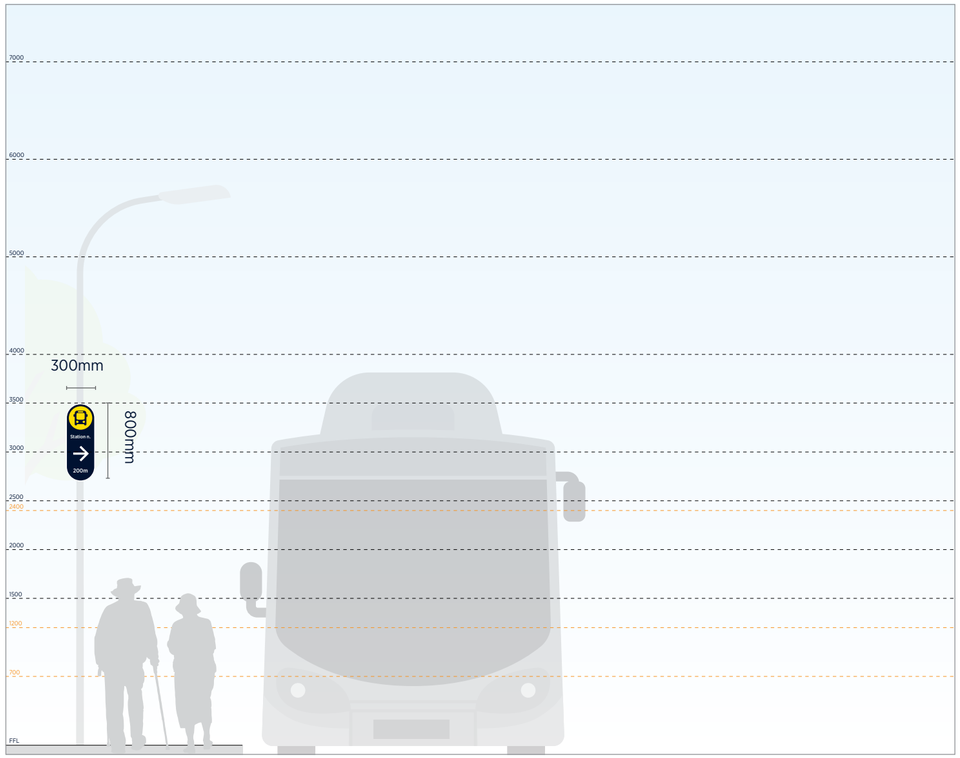
- 35mm cap-height

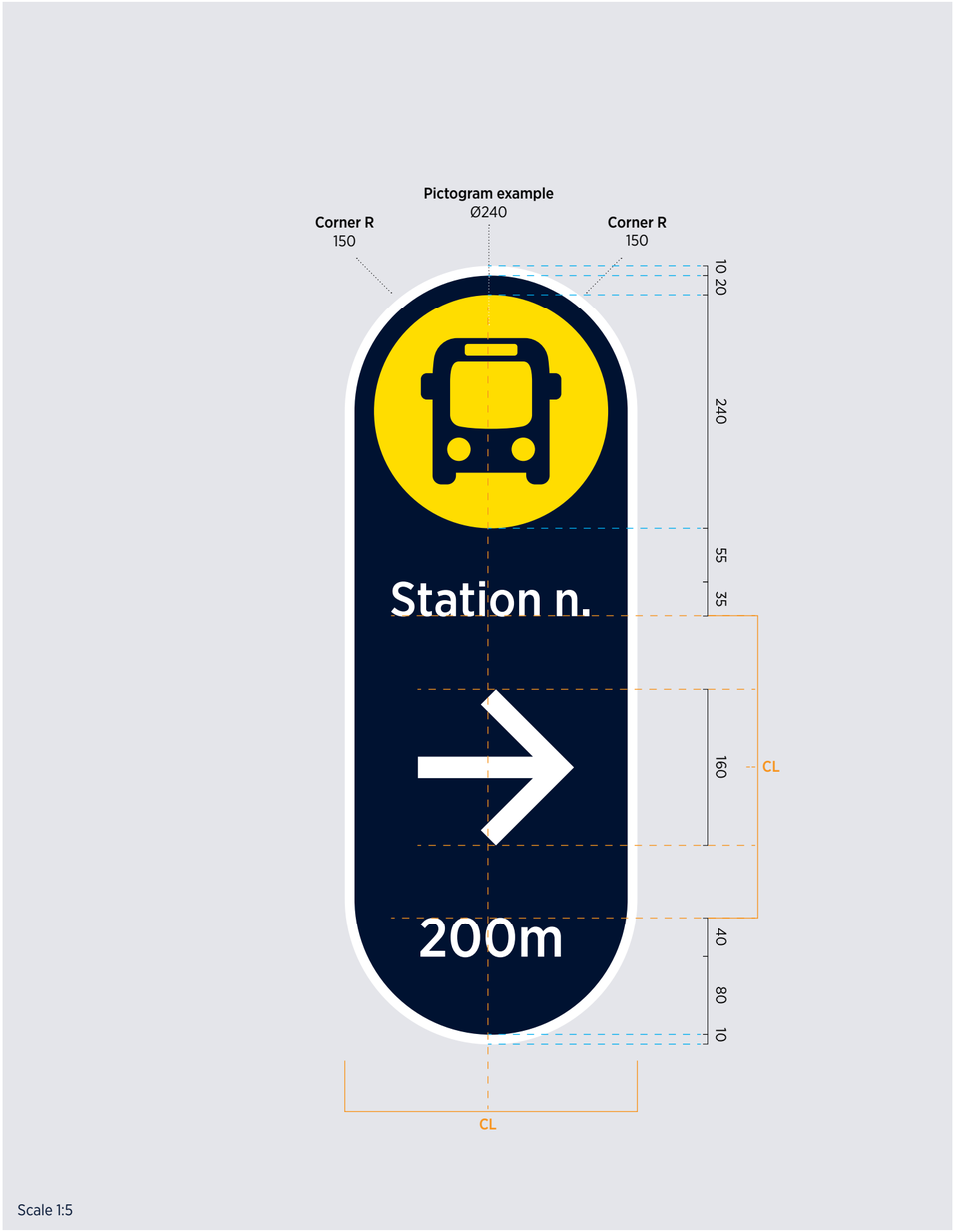
**Primary pictogram**

- w240 x h240mm

**Primary arrow**

- w160 x h160mm




Scale 1:5

# ST-1005 Pedestrian Blade

**Purpose**

For directions around a transport facility

**Typical location**

- Wider precinct around a transport hub

**Sign faces**

- x2

**Graphic Set-out**

**Primary message**

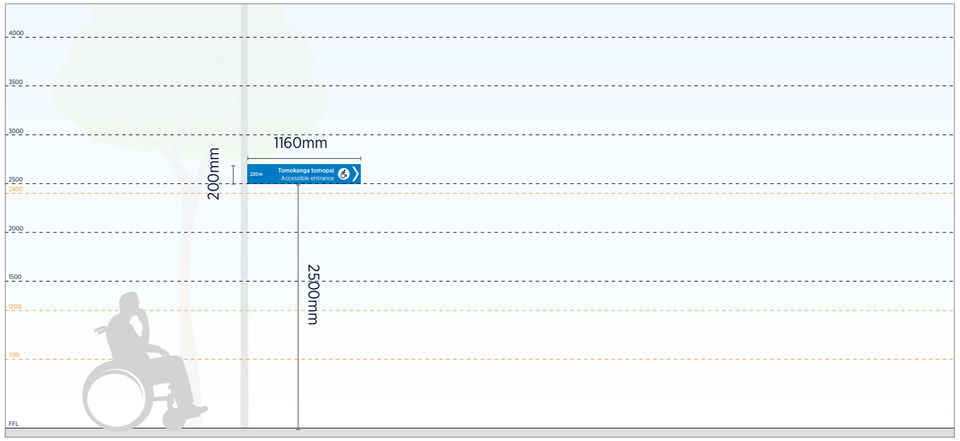
- 45mm cap-height

**Primary Pictogram**

- w120 x h120mm

**Primary Chevron**

- w67.5 x h150mm





Scale 1:5

# ST-1006 Driver Direction Blade

### Purpose

To direct drivers towards a public transport hub. As a secondary function, they can also guide pedestrians and cyclists around the precinct.

### Typical location

- Wider precinct around a transport hub
- Main access roads leading to the transport hub
- On existing or new poles

Their size makes them effective when there are other large road signs within the viewing corridor.

### Sign faces

- x2

### Graphic Set-out

**Primary message**
- 90mm cap-height

**Secondary message**
- 75mm cap-height

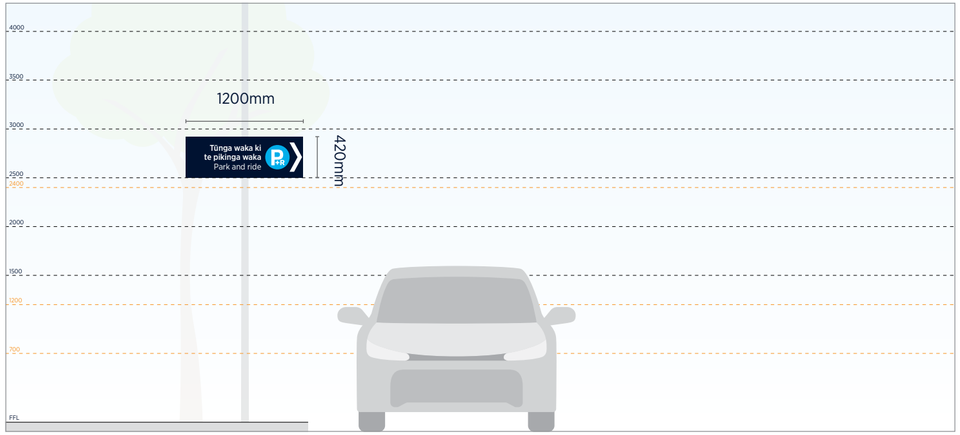
**Primary pictogram**
- w250 x h250mm
- w150 x h300mm

**Arrow**
- w127.5 x h300mm

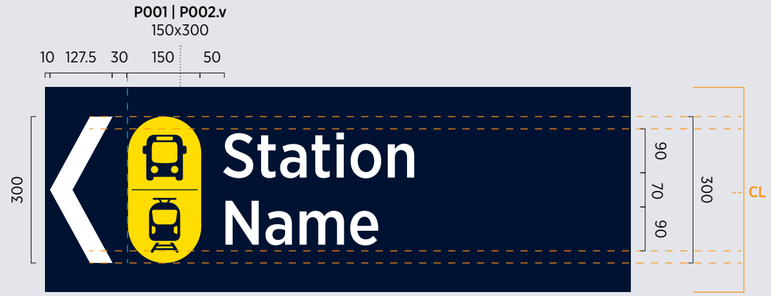
### Sign variations

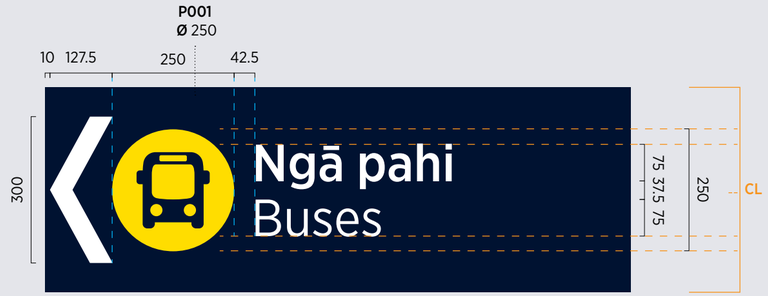
Park and ride example


Pick up drop off example


Scale 1:10




Scale 1:10

# ST-1007 Bike Parking ID Blade

**Purpose**

To identify small bike parking facilities

**Typical location**

– Near precinct around a transport hub

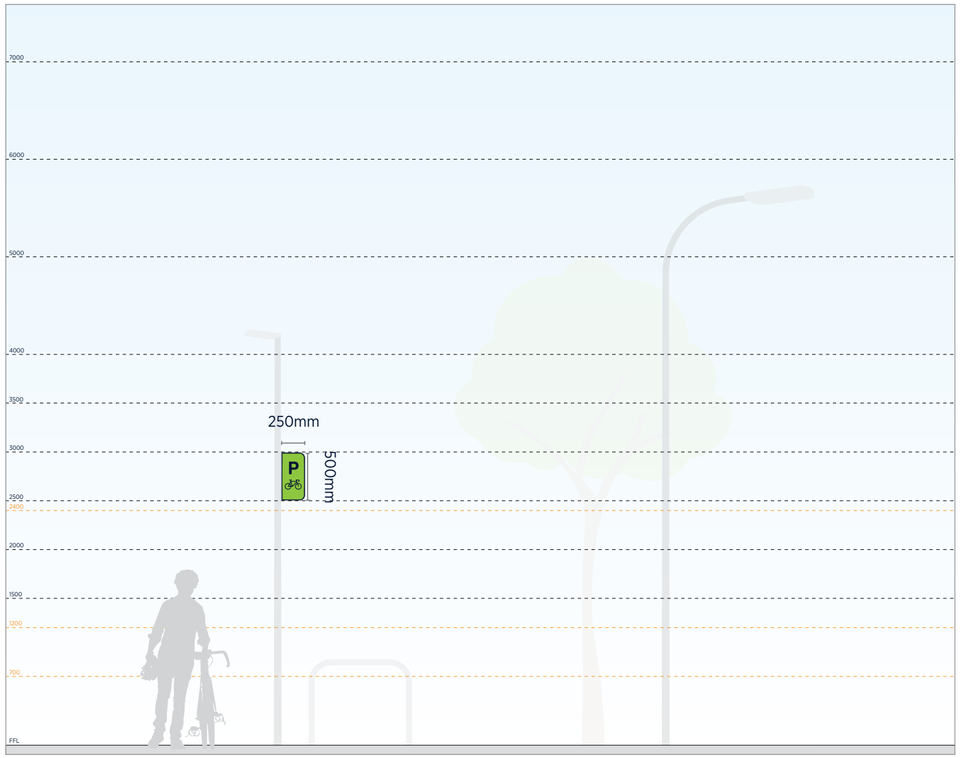
**Sign faces**

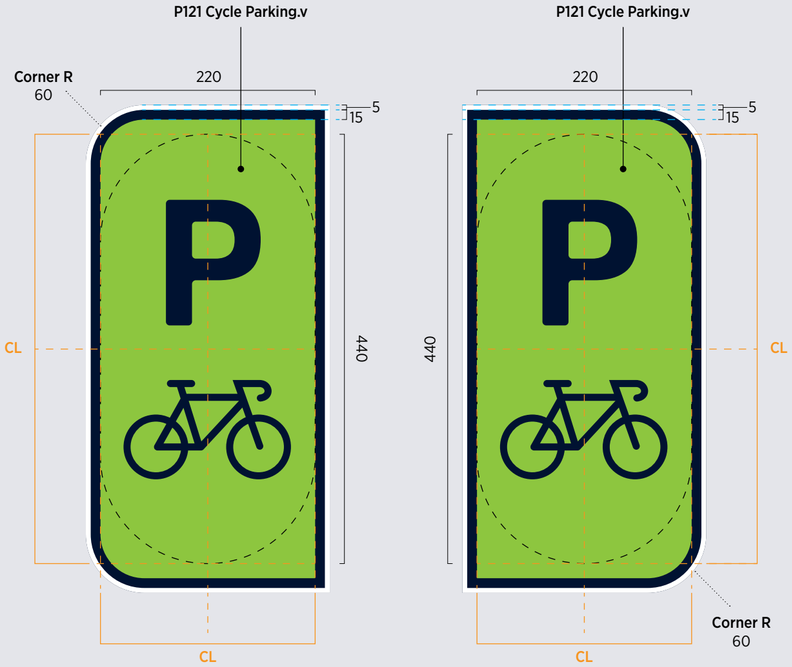
– x2

**Graphic Set-out**

**Primary pictogram**

– w220 x h440mm




Scale 1:5

# ST-1008 Bike Parking ID Sign

**Purpose**

To identify bike parking facilities near a transport hub

**Typical location**

– Near precinct around a transport hub

**Sign faces**

– x1

**Graphic Set-out**

**Primary message**

– 60mm cap-height

**Primary Arrow/pictogram**

– w490 x h245mm



Scale 1:10

# ST-1009 Bike Parking info ID Sign

**Purpose**

To plan connecting journeys to and from the transport hub

**Typical location**

– Near precinct around a transport hub

**Sign faces**

– x2

**Graphic Set-out**

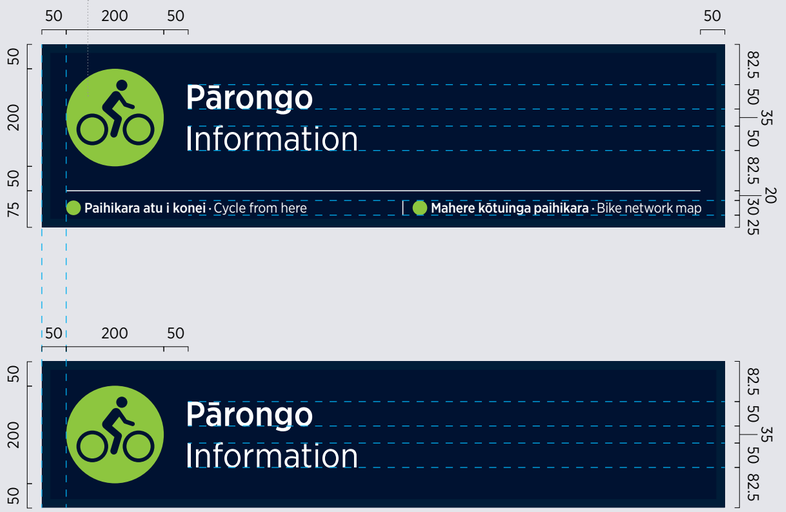
**Primary message**

– 50mm cap-height

**Primary Arrow/pictogram**

– w200 x h200mm


P102-Cycling







Legacy artwork for reference only


Scale 1:10

# ST-1010 Scooter Drop ID Sign

**Purpose**

To identify where to leave ride share scooters

**Typical location**

- Near precinct around a transport hub

**Sign faces**

- x1

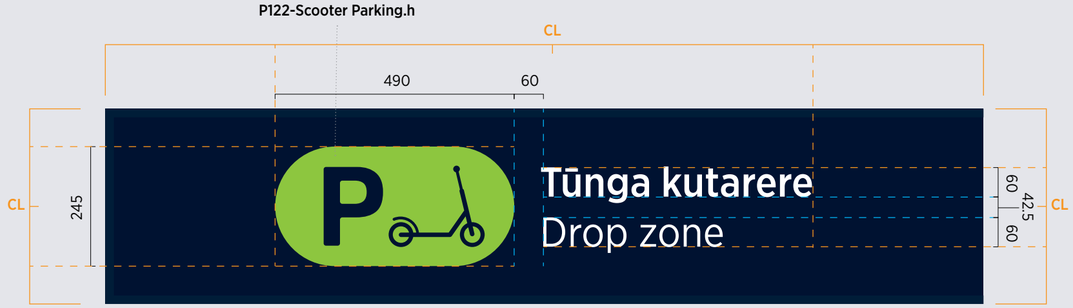
**Graphic Set-out**

**Primary message**

- 60mm cap-height

**Primary Arrow/pictogram**

- w490 x h245mm


Scale 1:5

# ST-1011 Scooter Drop ID Mat

**Purpose**

To identify where to leave ride share scooters

**Typical location**

– Near precinct around a transport hub

**Sign faces**

– x1

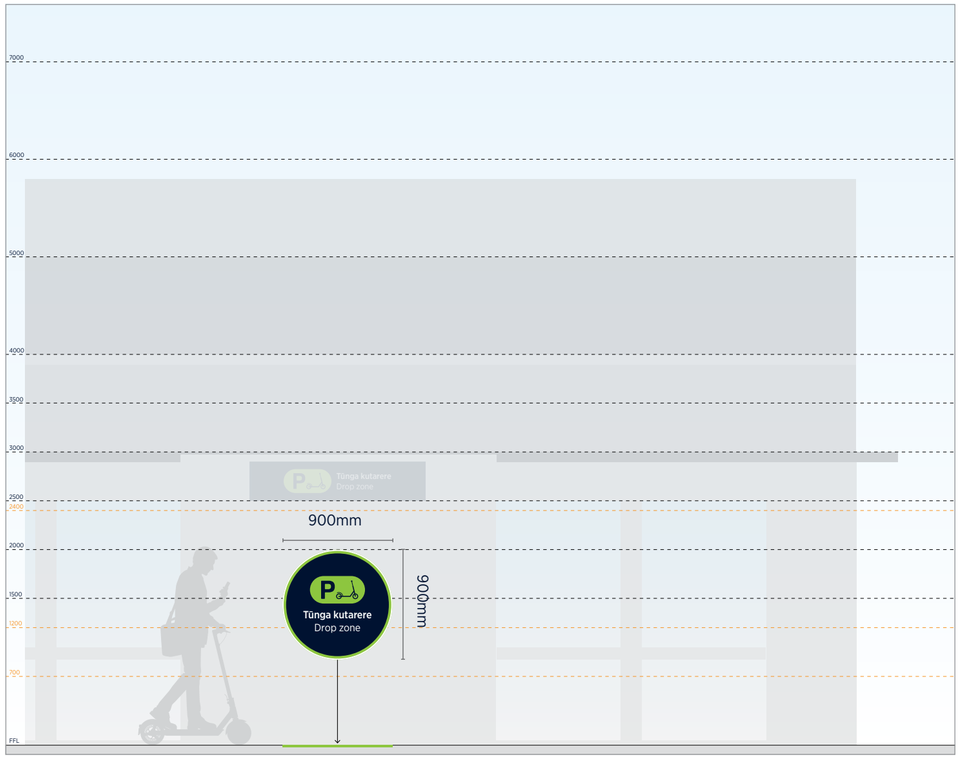
**Graphic Set-out**

**Primary message**

– 60mm cap-height

**Primary Arrow/pictogram**

– w450 x h225mm





Scale 1:5

# Transport Hub (1020-0039)

## ST-1020 Transport Node ID Sign Primary

### Purpose

To identify which public transport hub you have arrived at or are departing from.

To identify primary transport hub entrances.

### Typical location

- Transport hub building exterior where there is clear view from afar.

### Sign faces

- x1

### Graphic Set-out

### Primary message

- 440mm cap-height

### Arrow/pictogram

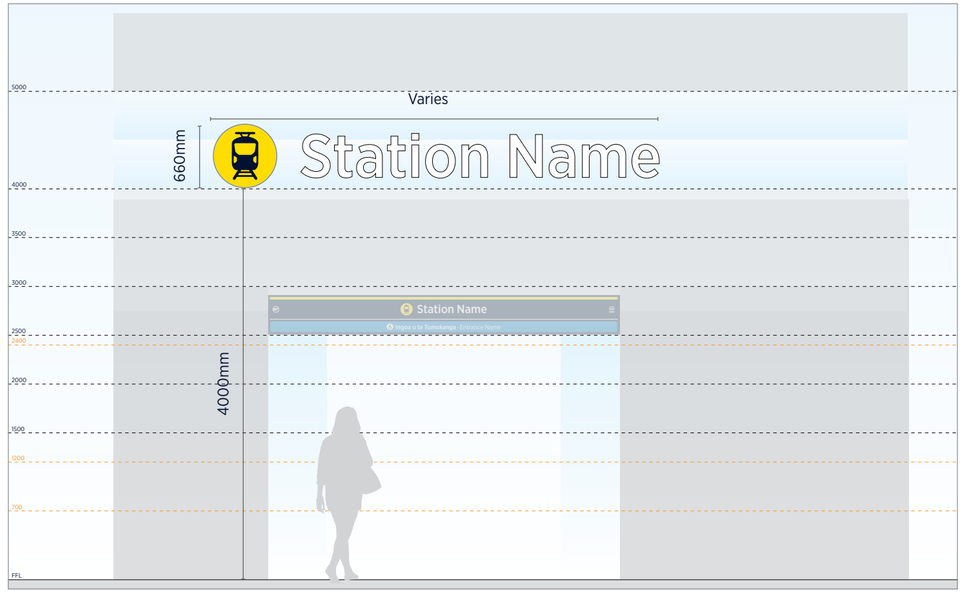
- 660mm wide x 660mm high

### Kerning

- Manually adjusted

### Typesetting

- Each facility name letter must individually typeset





Scale 1:20

# ST-1021 Transport Mode ID Roundel

### Purpose

To identify which public transport hub you have arrived at or are departing from.

To identify primary transport hub entrances.

### Typical location

- Transport hub building exterior where there is clear view from afar.

### Sign faces

- x2

### Graphic Set-out

### Primary message

- 440mm cap-height

### Arrow/pictogram

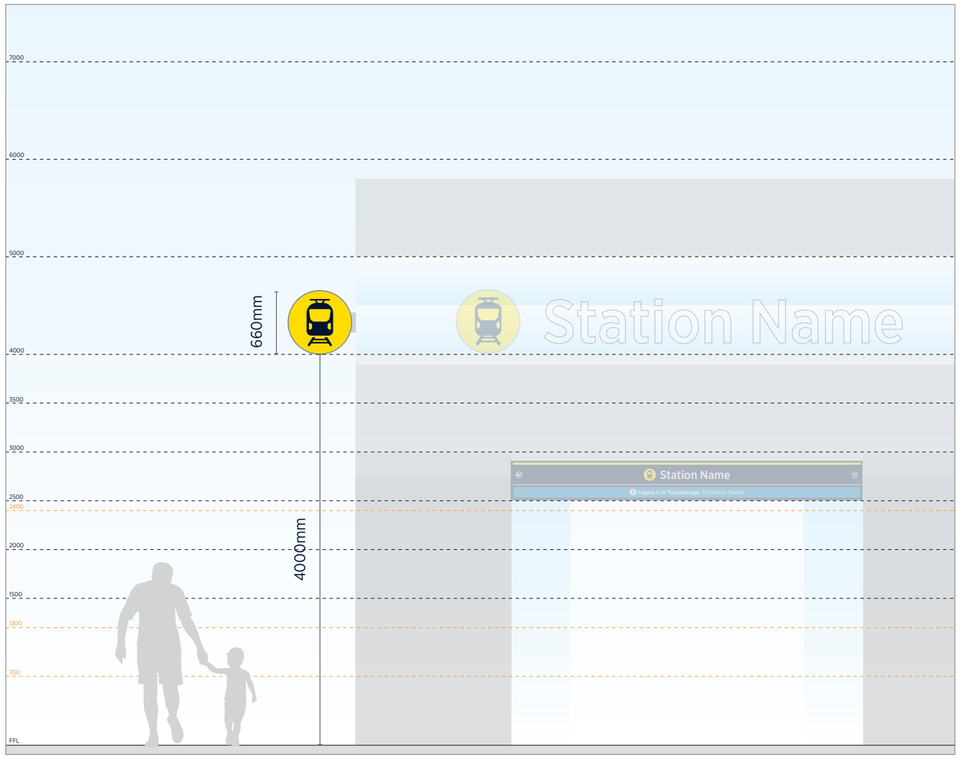
- 660mm wide x 660mm high

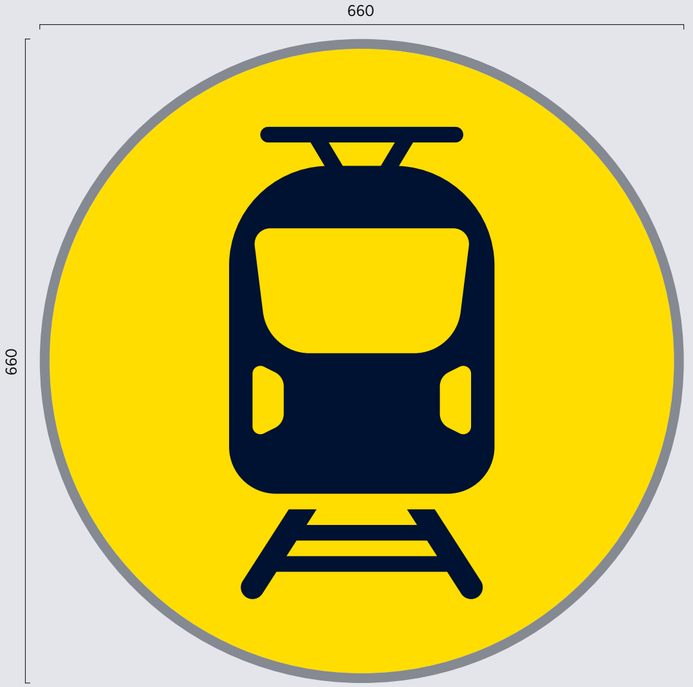
### Kerning

- Manually adjusted

### Typesetting

- Each facility name must individually typeset




Scale 1:5

# ST-1022 Transport Node ID Threshold Sign

## Accessible entrance

### Purpose

To identify which public transport facility you have arrived at or are departing from.

For pedestrian use.

### Typical location

- Transport hub entrance thresholds

### Sign faces

- x1

### Graphic Set-out

### Primary message

- 85mm cap-height

### Secondary message

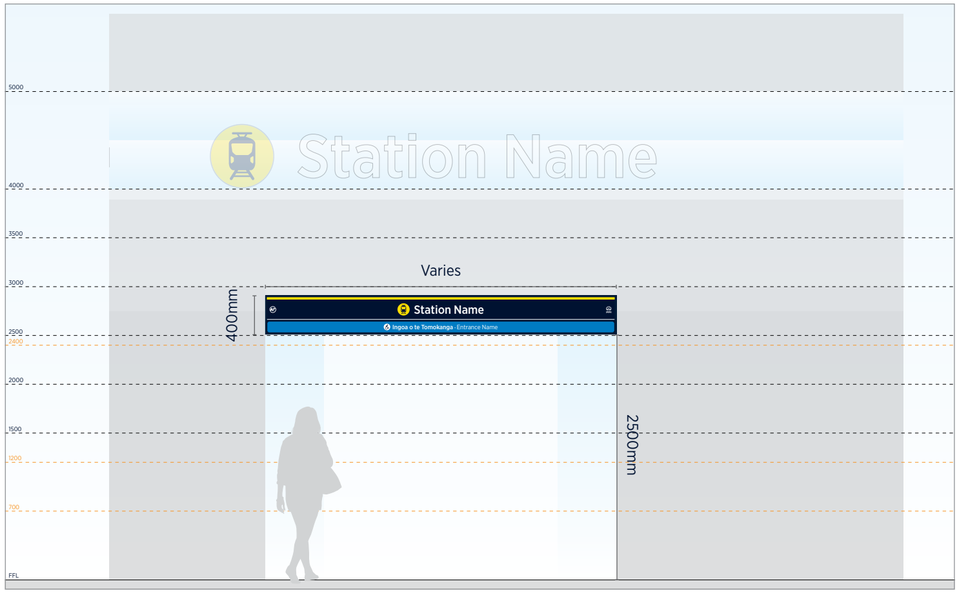
- 45mm cap-height

### Arrow/pictogram

- 125mm wide x 125mm high
- 67.5mm wide x 67.5mm high

### Typesetting

- Each facility name must be individually typeset.




Accessible entrance example


Scale 1:10

# ST-1022 Transport Node ID Threshold Sign
## Other entrance

### Purpose

To identify which public transport facility you have arrived at or are departing from.

For pedestrian use.

### Typical location

– Transport hub entrance thresholds

### Sign faces

– x1

**If an entrance isn't universally accessible sign to the accessible alternative**

To support universal journeys we will always help our customers to find our transport hubs accessible entrances.

### Graphic Set-out

### Primary message

– 85mm cap-height

### Secondary message

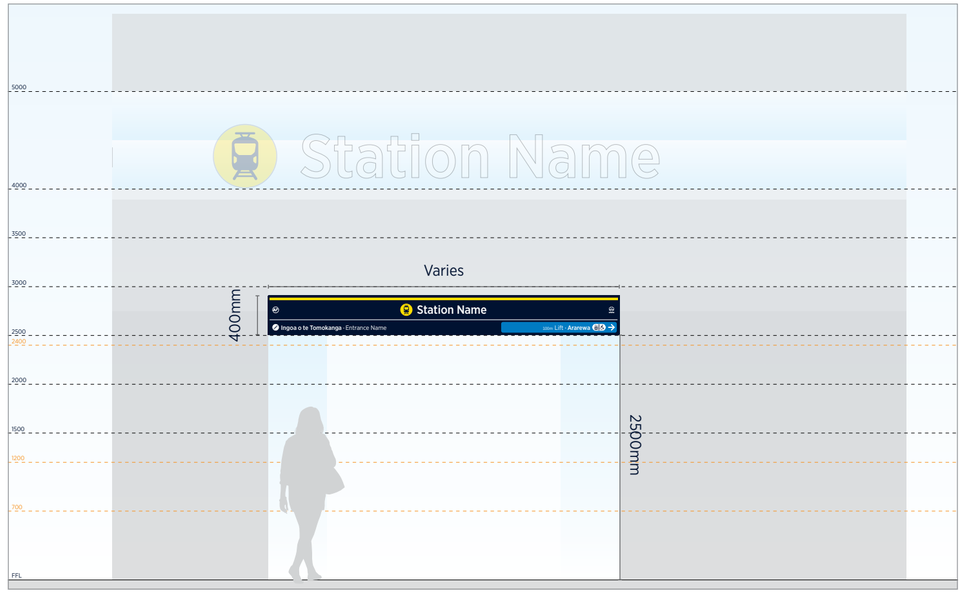
– 45mm cap-height

### Arrow/pictogram

– 125mm wide x 125mm high
– 67.5mm wide x 67.5mm high

### Typesetting

– Each facility name must be individually typeset.




Entrance example with steps


Alternative direction to nearest accessible entrance

Scale 1:10

# ST-1023 Directional Sign

### Purpose

To direct customers to destinations in and around our transport hubs.

For pedestrian use.

### Typical location

- At decision points throughout the transport hub or transport node.

### Sign faces

- x1

### Graphic Set-out

### Primary message

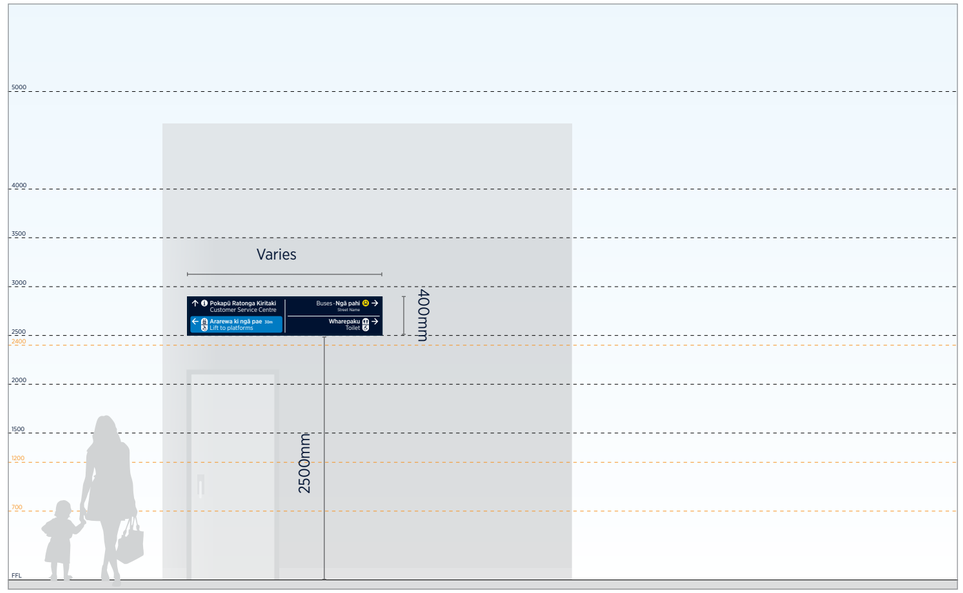
- 45mm cap-height

### Secondary message

- 30mm cap-height

### Arrow/pictogram

- 67.5mm wide x 67.5mm high

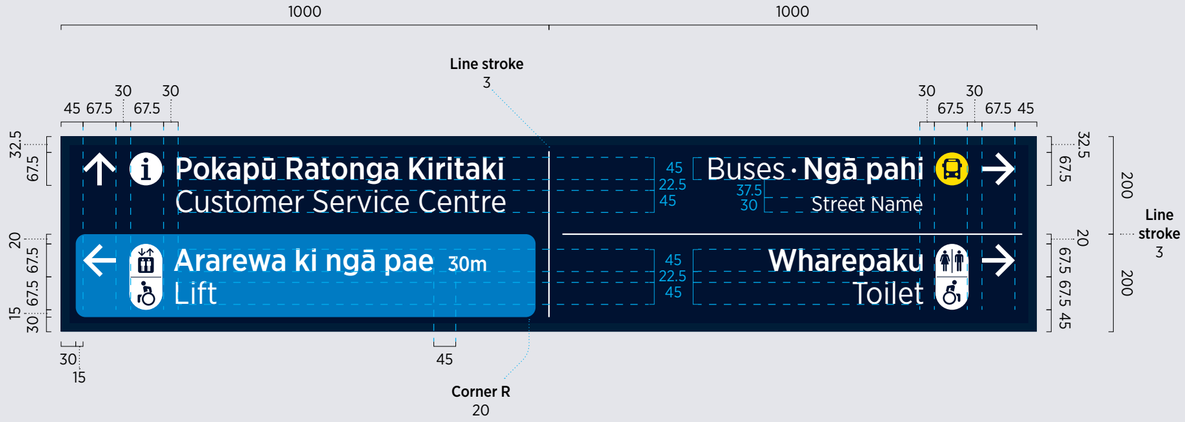



**Please see sign file for directional sign variants**

This is an example of a 400mm high directional sign. The sign file contains a number of variations with stacked and single line lock-ups.

**You can use 300 and 400 lock-up files as starting points**

Please use the lock-up files if there is content that doesn't fit neatly into any of the sign file examples. Directions and content set-out here are for visual reference only. Signs should be populated according to a content schedule.




Scale 1:10

# ST-1023 Directional Sign Examples

Single line variations


Stacked variations


Large PT direction variations


Variations with space for transport service information


Scale 1:20

# ST-1024 Information ID Sign

### Purpose

To identify where customers can source information from afar.

Information sections vary to suit specific locations throughout a facility environment.

- Station Map + Local Area Map
- Network Map
- Tickets + Fares

### Sign faces

- x2

### Typical location

- Unpaid concourse near gateline, PIDS, and tickets
- Pre-platform in close proximity to PIDS
- On platform, stop or pier
- Paid concourse near gateline

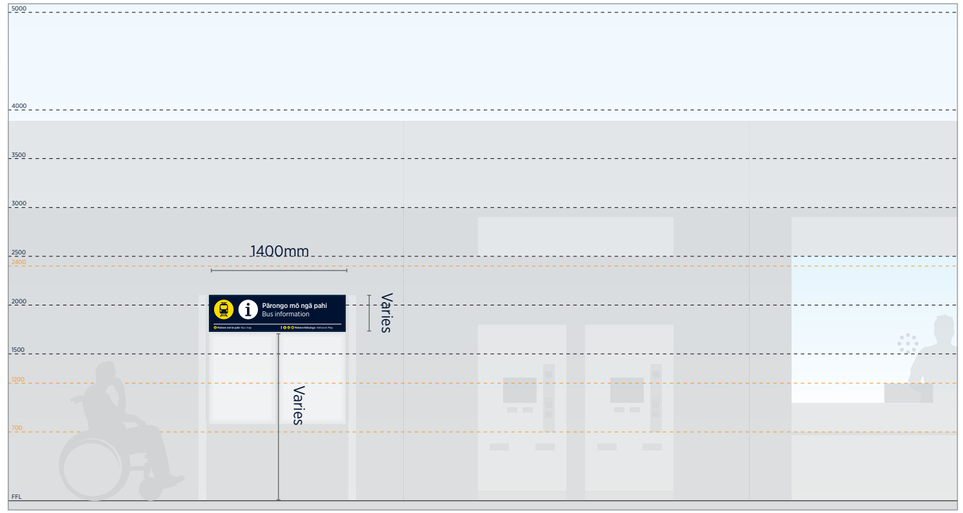
### Graphic Set-out

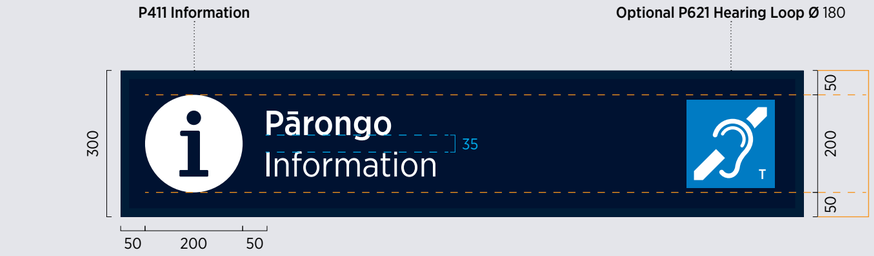
### Primary message

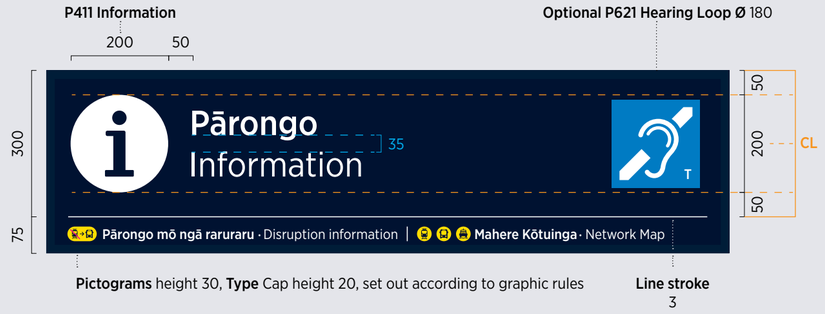
- 50mm cap-height

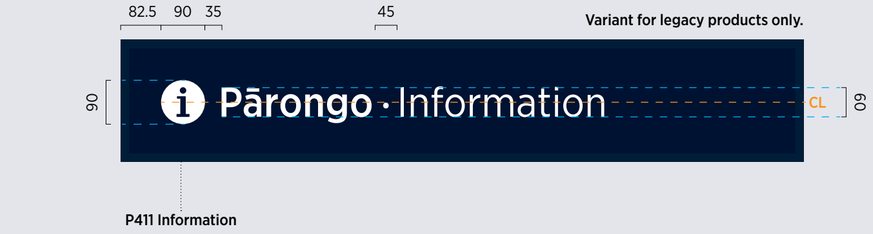
### Arrow/pictogram

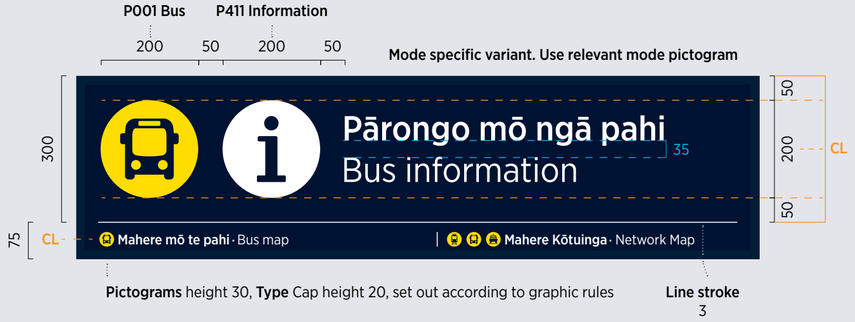
- 200mm wide x 200mm high




Scale 1:10

# ST-1025 Ticket Machine ID Sign

**Purpose**

To identify where a Ticket machine is from afar.

For pedestrian use.

**Typical location**

- Wall mounted above ticket vending machines

**Sign faces**

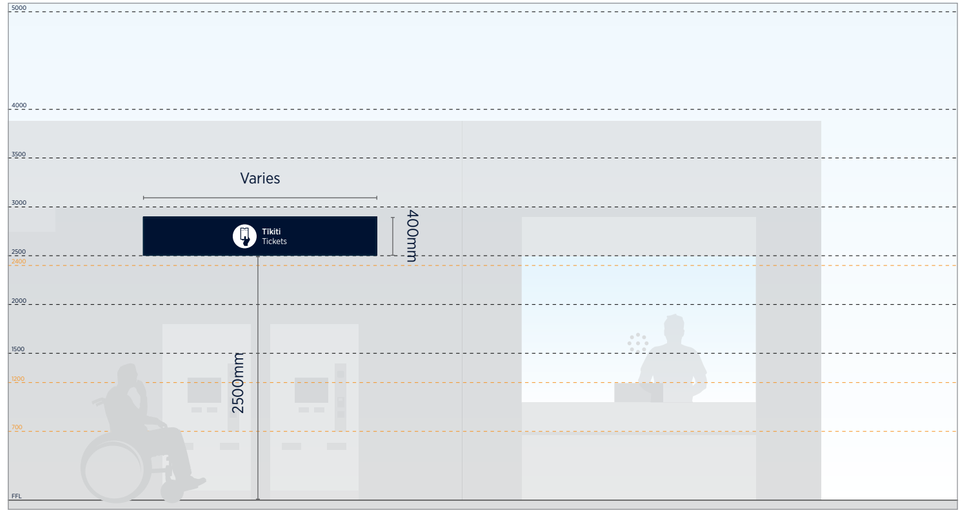
- x1

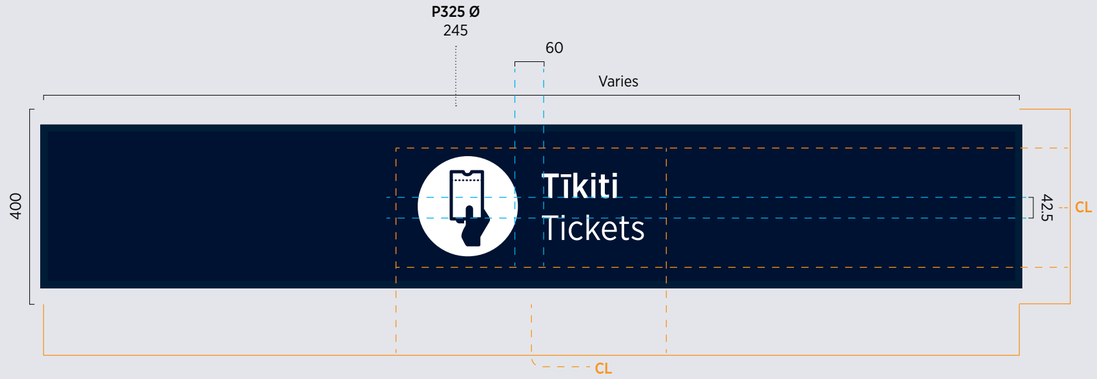
**Primary message**

- 60mm cap-height

**Arrow/pictogram**

- 245mm wide x 245mm high




Scale 1:10

# ST-1026 Customer Service Centre ID Sign

**Purpose**

To identify where a Customer Service Centre is from afar.

For pedestrian use.

**Typical location**

- Wall mounted above a Customer Service Centres windows

**Sign faces**

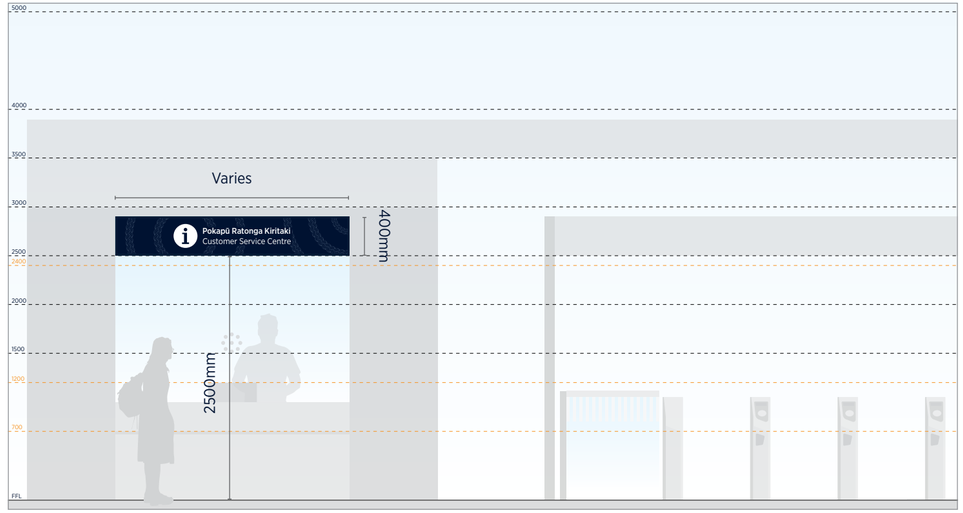
- x1

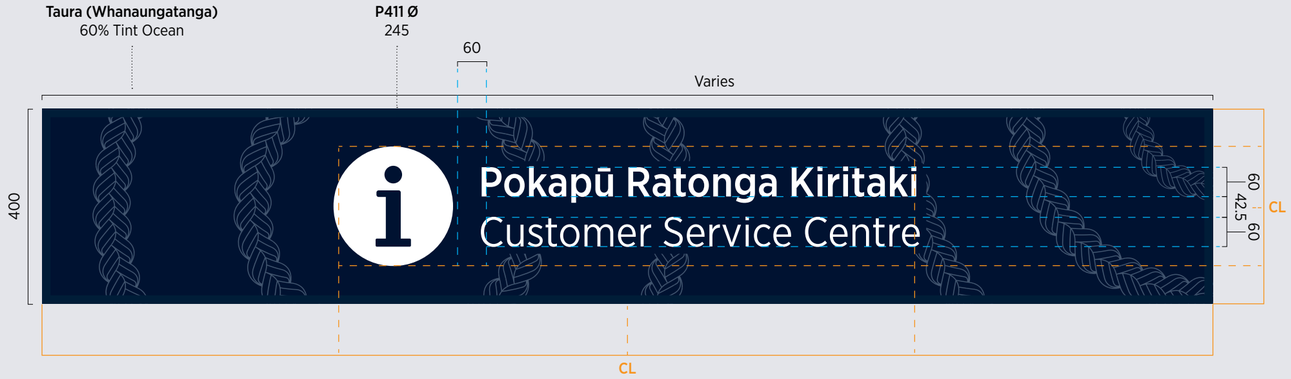
**Primary message**

- 60mm cap-height

**Arrow/pictogram**

- 245mm wide x 245mm high




Scale 1:10

# ST-1027 Waiting Area ID Sign

**Purpose**

To identify where a waiting area is from afar.

For pedestrian use.

**Typical location**

- Wall mounted above a Waiting area within an transport hub

**Sign faces**

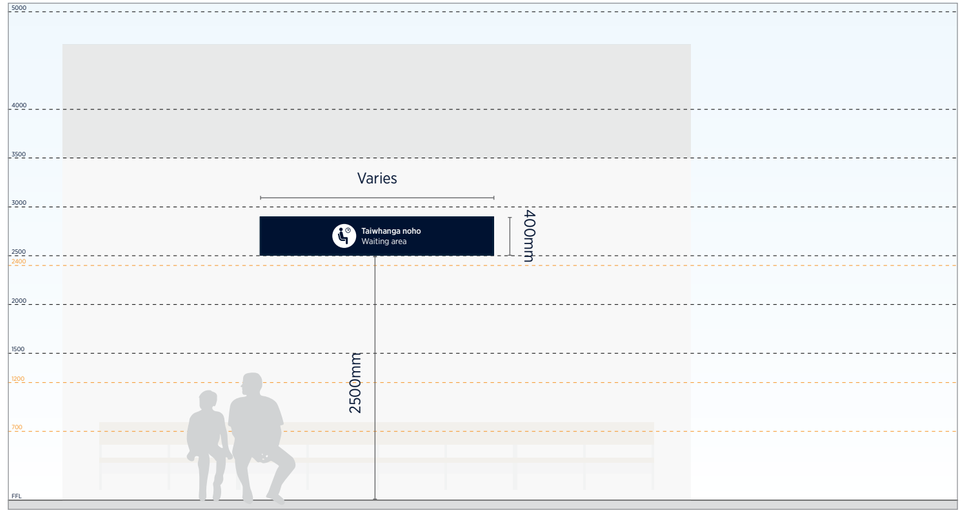
- x1

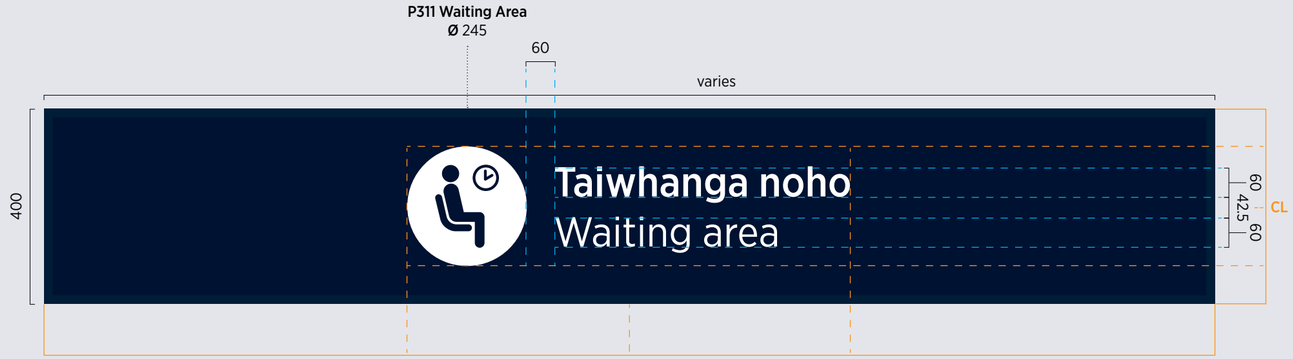
**Primary message**

- 60mm cap-height

**Arrow/pictogram**

- 245mm wide x 245mm high




Scale 1:10

# Transport Hub (1040-59)

## ST-1040 Gateline Directional Sign

### Purpose

To help customers navigate between the paid and unpaid zones.

### Typical location

- Above a gateline

### Sign faces

- x2

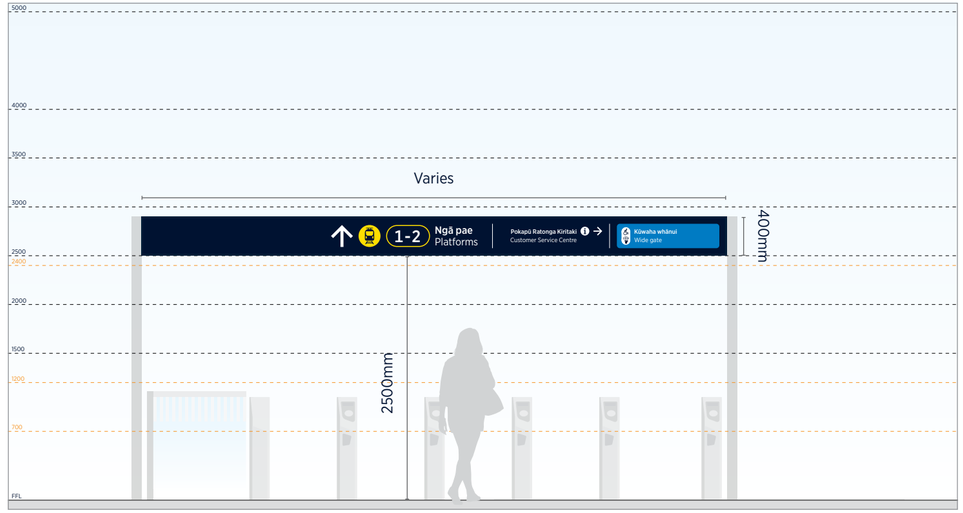
### Graphic Set-out

### Primary message

- 60mm cap-height

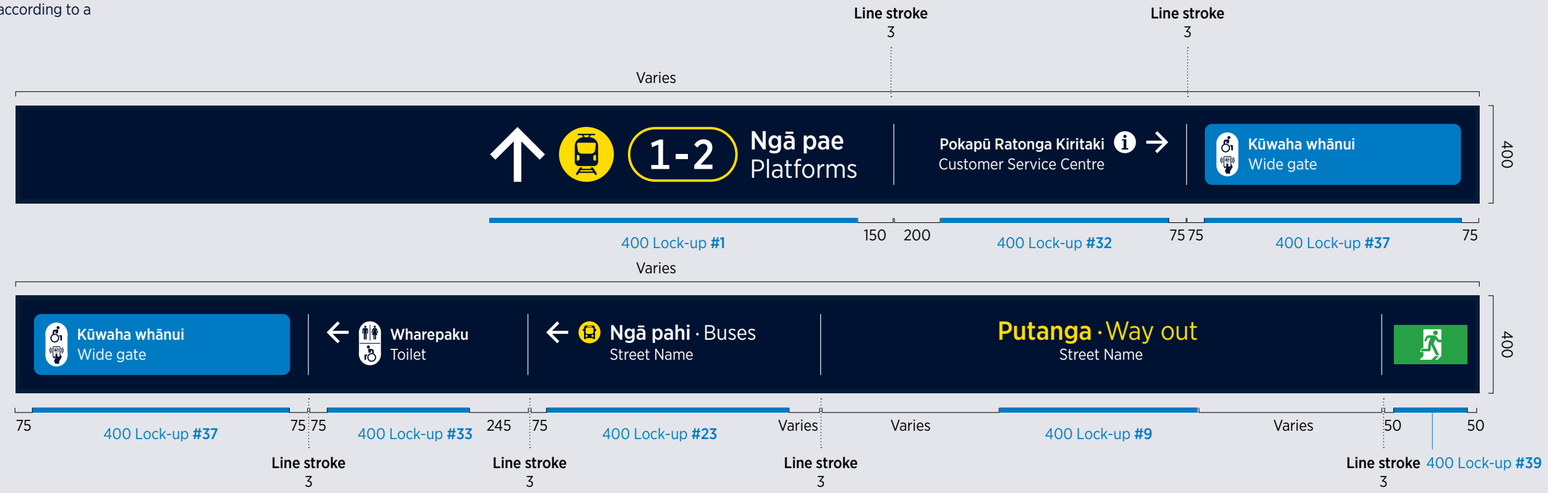
### Arrow/pictogram

- 245mm wide x 245mm high
- Varies (use kit of parts)




**Use the 400 lock-up file as a starting point**

This is an example of a directional sign. Directions and content set-out in the lock-ups are for visual reference only. Signs should be populated according to a content schedule.




Scale 1:20

# ST-1041 Accessible Gate ID Sign

**Purpose**

To identify the accessible gate.

**Typical location**

- Above the accessible wide gate in a facility gateline
- Applied when an accessible gate is separated from a gateline

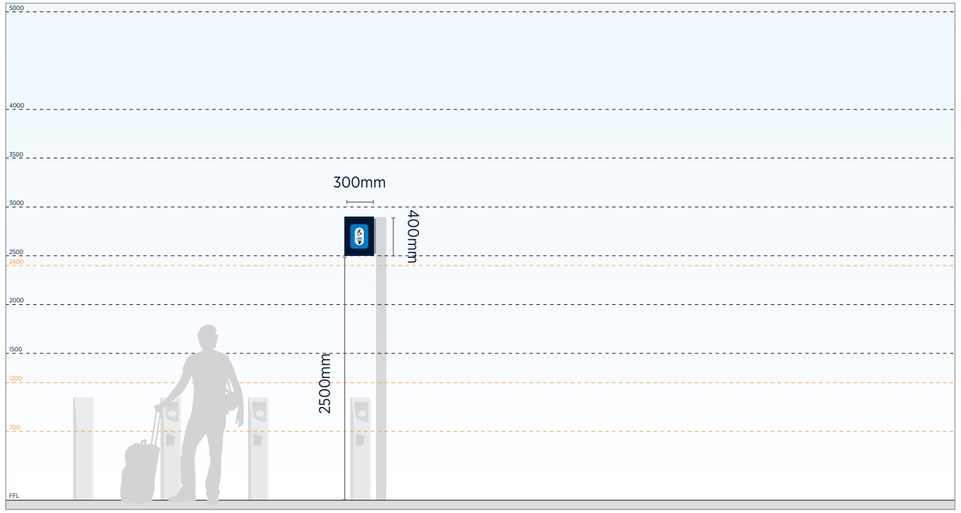
**Sign faces**

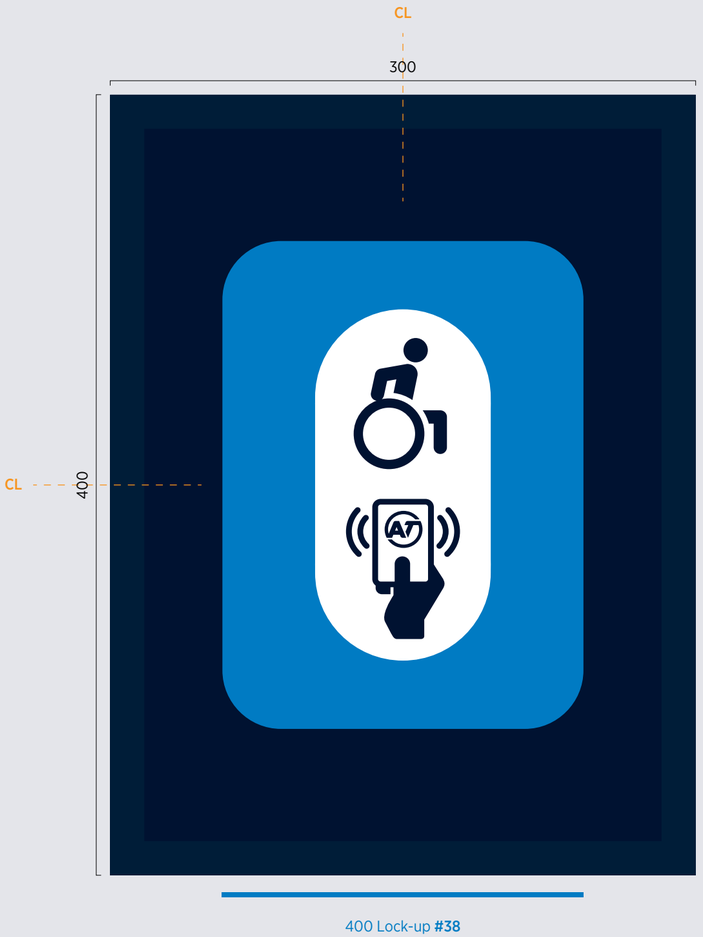
- x2

**Graphic Set-out**

**Arrow/pictogram**

- 90mm wide x 180mm high




400 Lock-up **#38**

Scale 1:5

# ST-1042 Escalator Directional Sign

**Purpose**

To help customers navigate around a facility.

**Typical location**

- At escalator and stair landings throughout the facility

**Sign faces**

- x2

**Graphic Set-out**

**Primary message**

- 75mm cap-height

**Secondary message**

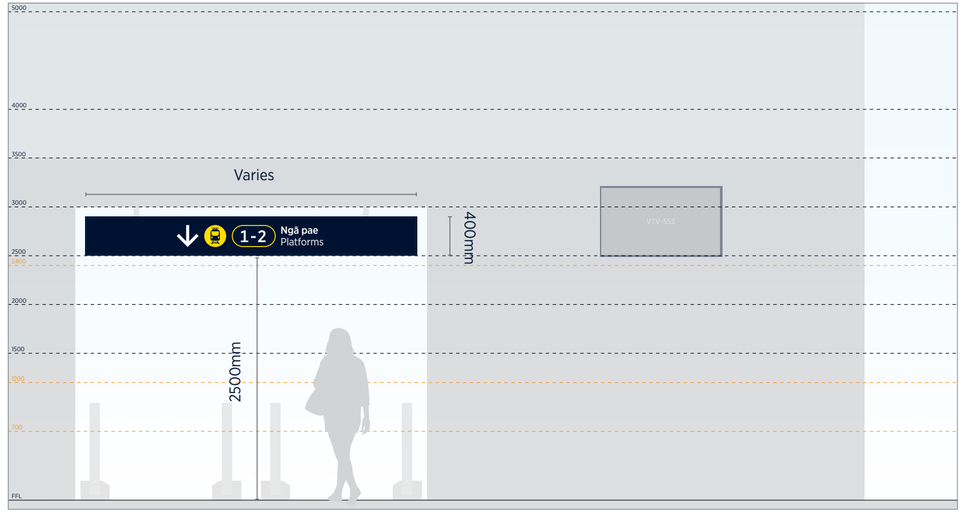
- 60mm cap-height

**Tertiary message**

- 45mm cap-height

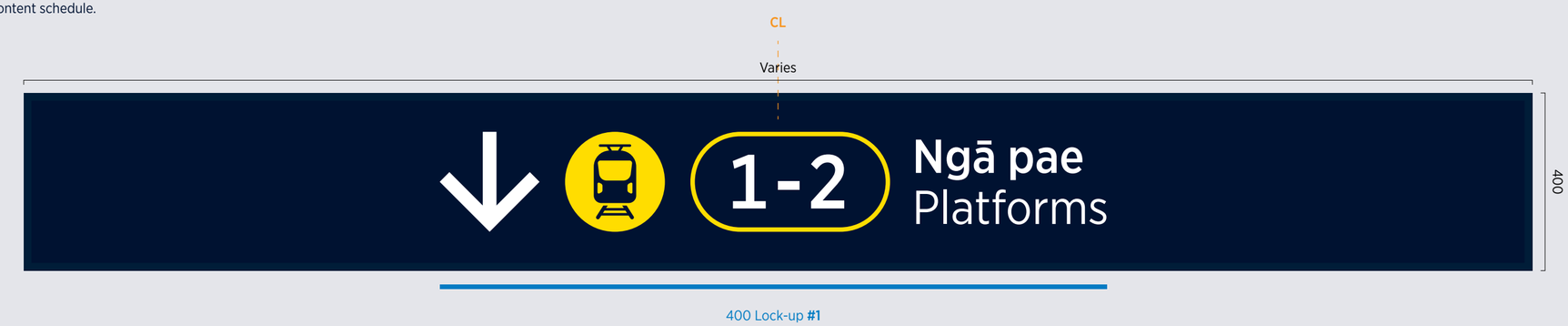
**Arrow/pictogram**

- Varies (use kit of parts)




**Use the 400 lock-up file as a starting point**

This is an example of an escalator or stairway directional sign. Directions and content set-out in the lock-ups are for visual reference only. Signs should be populated according to a content schedule.




Scale 1:10

# ST-1043 Dynamic Escalator Directional Sign

### Purpose

To help customers navigate around a facility.

To identify escalator direction where it may change.

### Typical location

- At escalator landings throughout a station where escalators may be one-way during peak service times.

### Sign faces

- x2

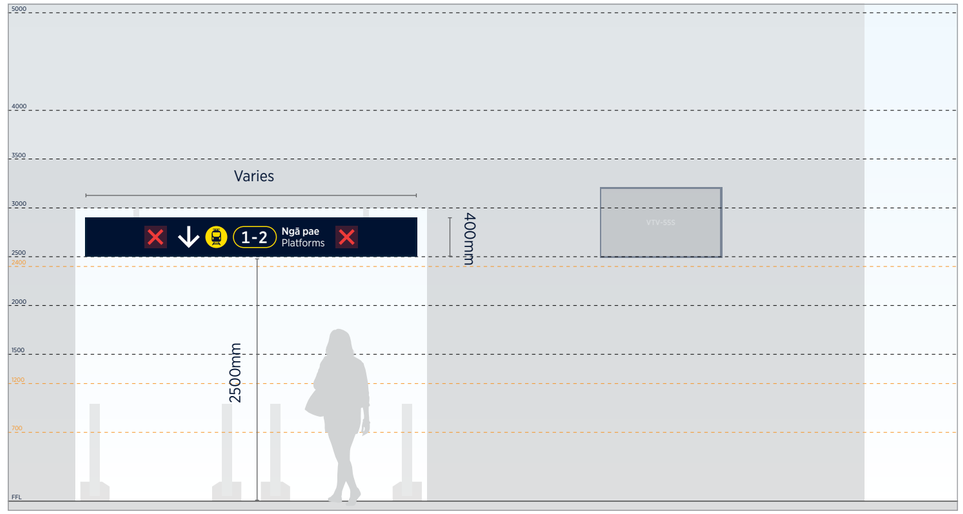
### Graphic Set-out

### Primary message

- 75mm cap-height

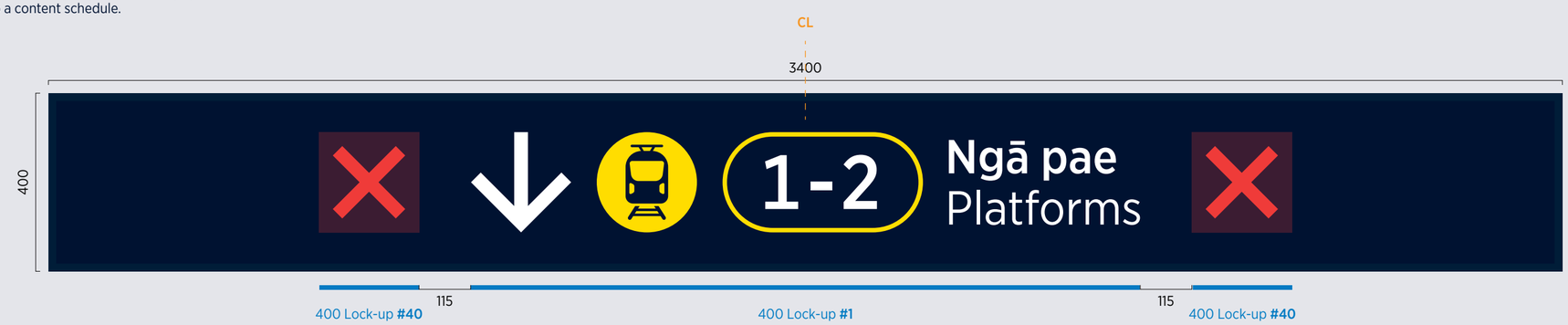
### Arrow/pictogram

- 225mm or 450mm wide x 225mm high




**Use the 400 lock-up file as a starting point**

This is an example of an escalator or stairway directional sign. Directions and content set-out in the lock-ups are for visual reference only. Signs should be populated according to a content schedule.




Scale 1:10

# ST-1044 Lift Directional Sign

### Purpose

To direct customers to destinations in and around a transport facility. Usually used in combination with ST-1045.

For pedestrian use.

### Typical location

- At elevator thresholds throughout the facility building

### Sign faces

- x1

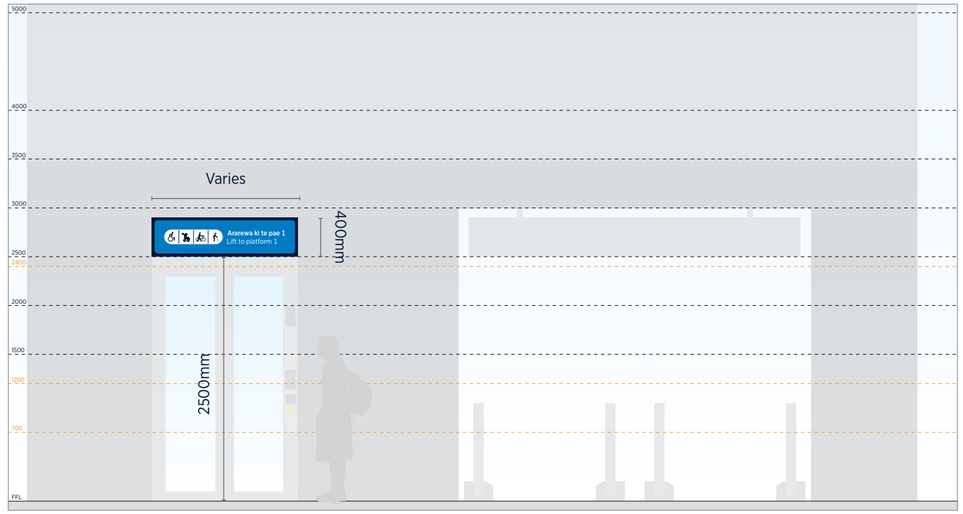
### Graphic Set-out

### Primary message

- 50mm cap-height

### Arrow/pictogram

- 300mm wide x 75mm high





Scale 1:10

# ST-1045 Lift ID Sign

**Purpose**

To identify where a lift is from afar. Usually used in combination with ST-1044

**Typical location**

- Above lift doors, or when lift doors are not within sight lines
- On the side of a lift shaft in sight of pedestrian flows.

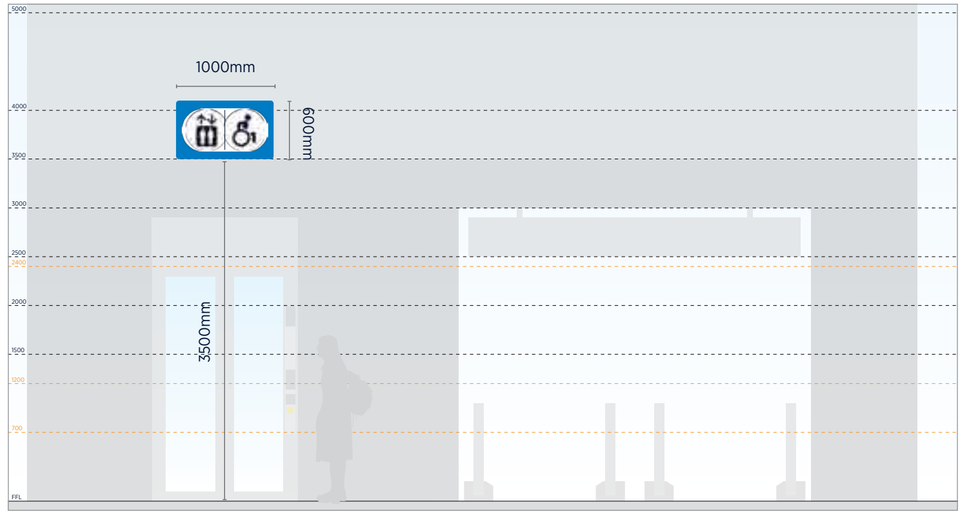
**Sign faces**

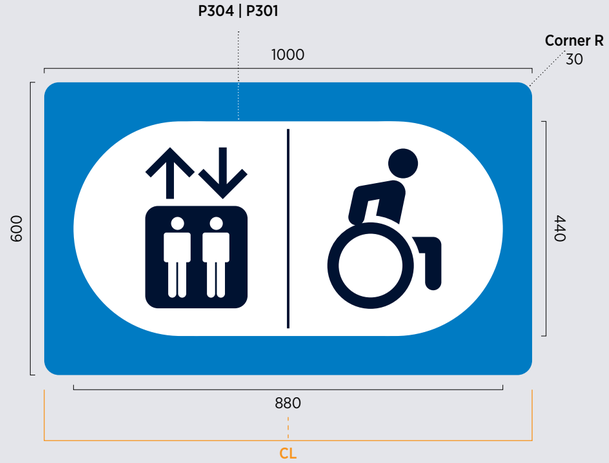
- x1

**Graphic Set-out**

**Arrow/pictogram**

- 880mm wide x 440mm high




Scale 1:10

# ST-1046 EDNE Sign

**Purpose**

To warn passengers not to enter the station during an emergency

For pedestrian use.

**Typical location**

– Above transport hub entrances

**Sign faces**

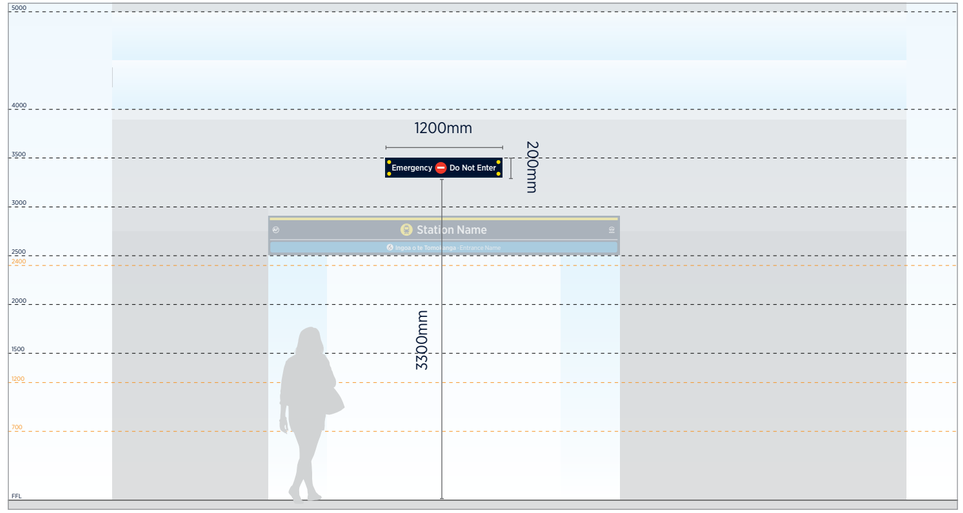
– x1

**Primary message**

– 60mm cap-height

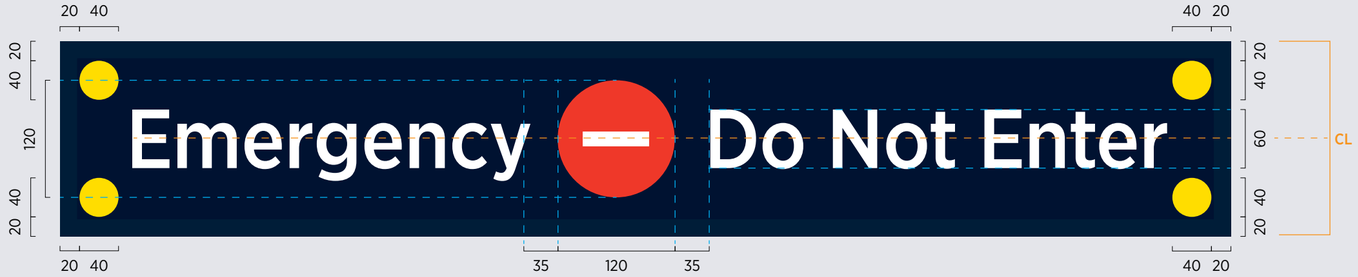
**Arrow/pictogram**

– 100mm wide x 245mm high




**This sign type is under development.**

Please contact one of AT's Wayfinding Project Managers if this sign is required for your project.




Scale 1:10

# ST-1047 Station ID Sign (Arrival Point)

**Purpose**

To identify the current transport hub the passenger is arriving at

**Typical location**

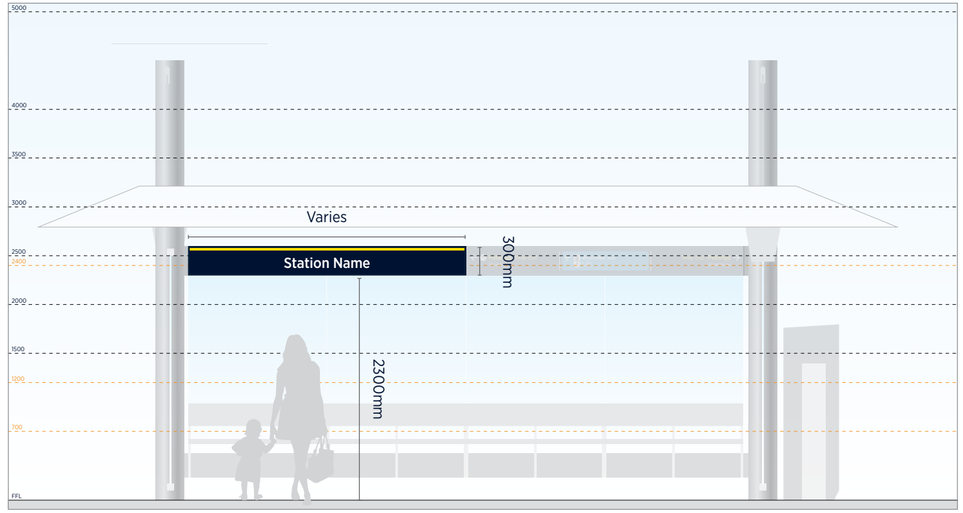
- Regular intervals at transport hub arrival points

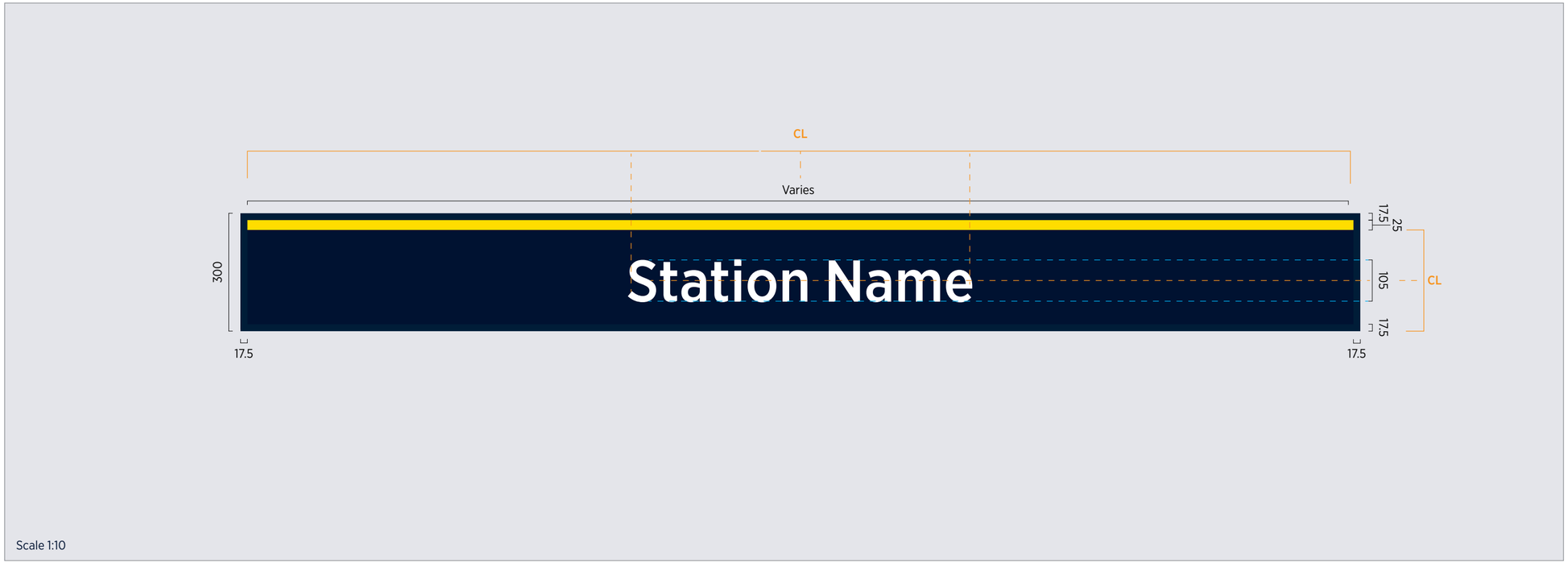
**Sign faces**

- x1

**Primary message**

- 105mm cap-height



# ST-1048 Directional Sign (Arrival Point)

### Purpose

To help customers navigate from their arrival point

### Typical location

- At transport hub arrival points near where passengers exit the vehicle
- Co-located with seating on platforms

### Sign faces

- x1

### Graphic Set-out

### Primary message

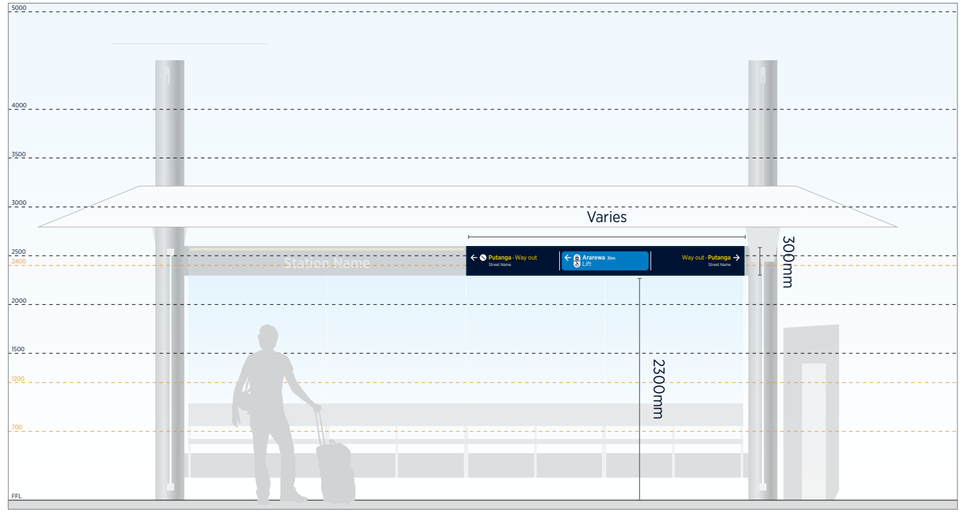
- 45mm cap-height

### Secondary message

- 30mm cap-height

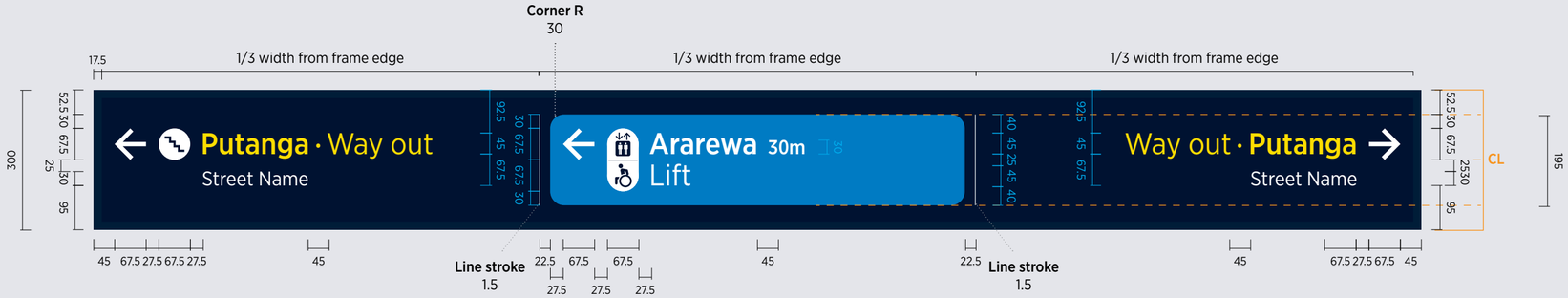
### Arrow/pictogram

- 67.5mm wide x 67.5mm high




### Use the 300 lock-up file as a starting point

This is an example of a directional sign. Directions and content set-out in the lock-ups are for visual reference only. Signs should be populated according to a content schedule.




Scale 1:10

# ST-1049 Toilet ID Sign

### Purpose

To identify where toilets, drinking fountains, etc. are located.

### Typical location

- Located above or at the threshold of facilities and amenities

### Sign faces

- Suspended x1
- Projecting x2

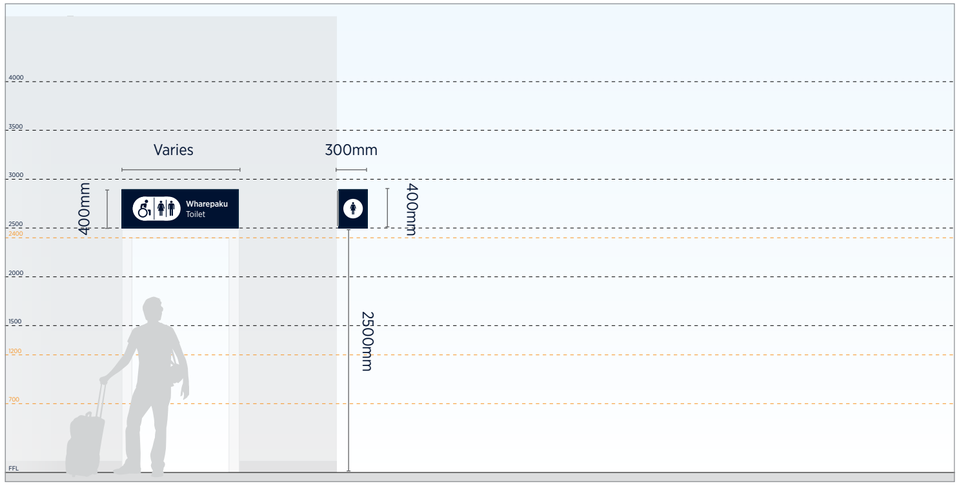
### Graphic Set-out

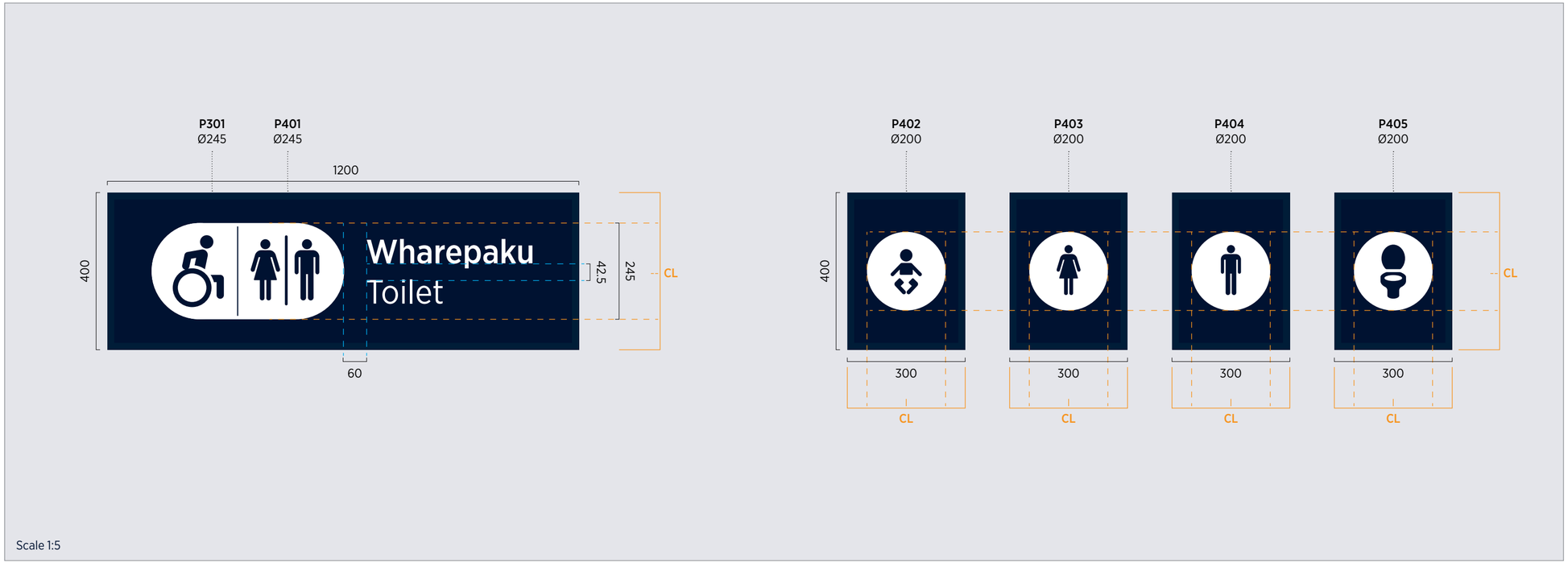
### Primary message

- 60mm cap-height

### Arrow/pictogram

- 490mm or 245mm wide x 245mm high




Scale 1:5

# ST-1050 Toilet Door ID Sign

**Purpose**

To identify a toilet or public facility.

**Typical location**

– On the door of individual public toilet doors

**Sign faces**

– x1

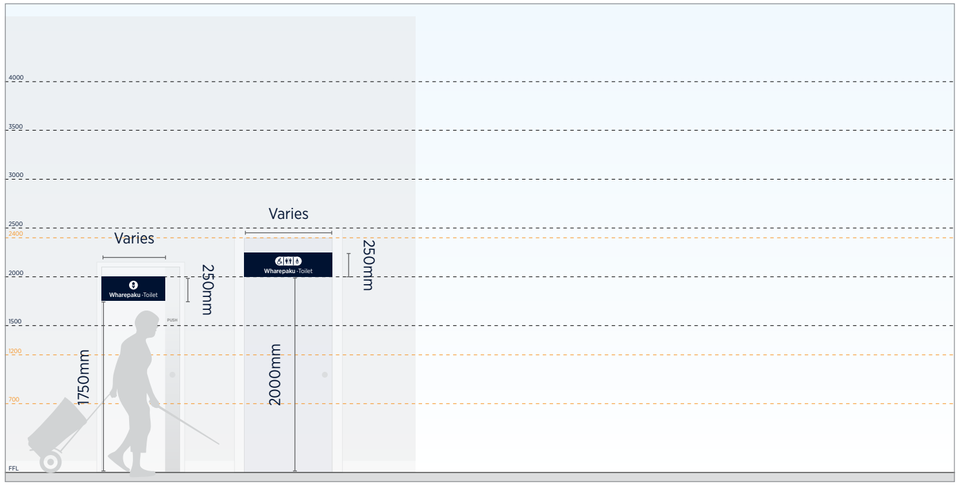
**Graphic Set-out**

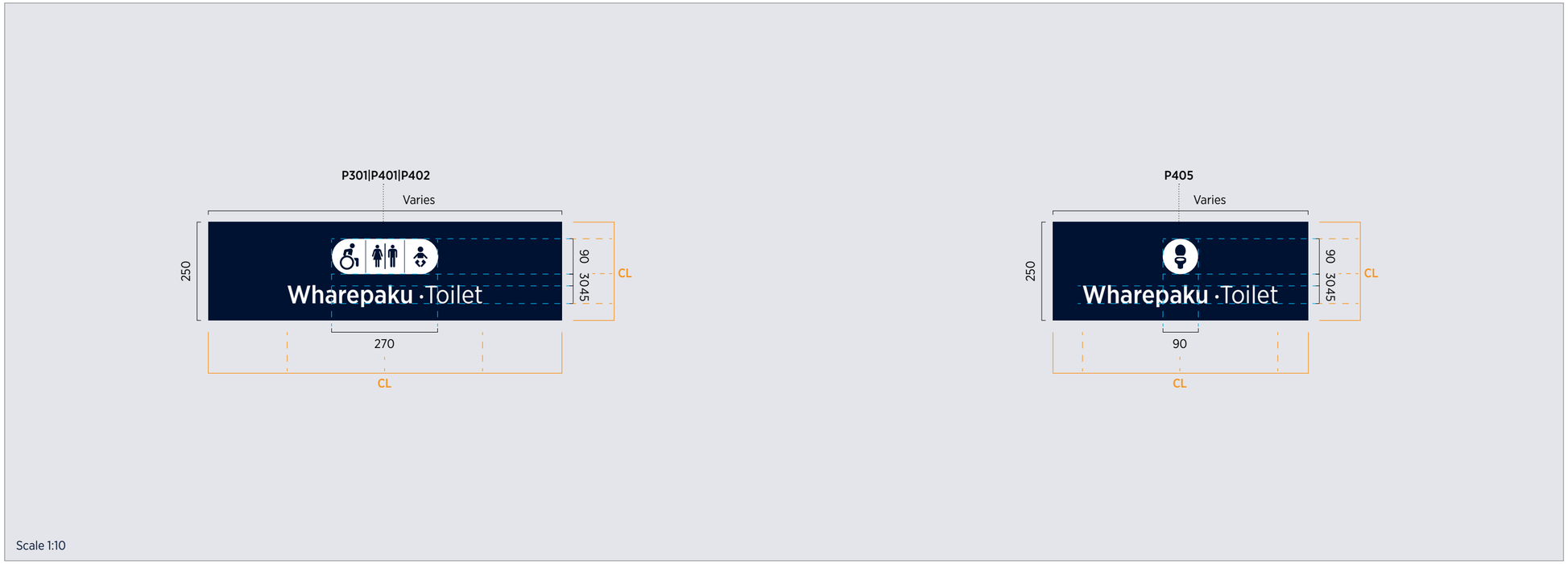
**Primary message**

– 45mm cap-height

**Arrow/pictogram**

– 270mm or 90mm wide x 90mm high



# Behavioural Op/Reg (1080-0099)
# ST-1080 Accessible Toilet ID Sign

### Purpose
To identify an accessible toilet in a public transport hub

### Typical location
- On the accessible toilet door at an accessible height
- 1200mm to bottom of sign from FFL

### Sign faces
- x1

### Graphic Set-out

### Primary message
- 20mm cap-height

### Braille and tactile
- 7.5mm cap-height
- Braille and raised tactile letters to be produced in English language and te reo Māori, and must meet Blind Low Vision NZ specifications

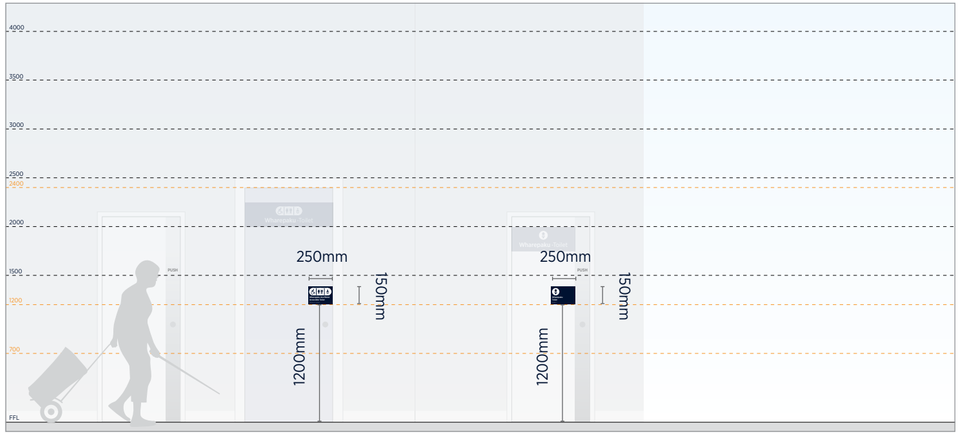
### Arrow/pictogram
- 225mm wide x 75mm high

### Sign variations

All gender example


Female example


Male example



***Raised text and braille indicative only** See:
**Accessible Signage Guidelines** (Blind Low Vision NZ)
for production guidance

Scale 1:2

# ST-1081 Accessible Level ID Sign

### Design reference

Blind Low Vision NZ Accessible Signage Guidelines (Third Edition - December 2018)

Blind Low Vision NZ Clearing our Way Guide (August-2021)

### Purpose

To identify the level you are on at lifts with braille and tactile letters.

### Typical location

- Threshold of Front of House (FOH) lifts on each level

### Sign faces

- x1

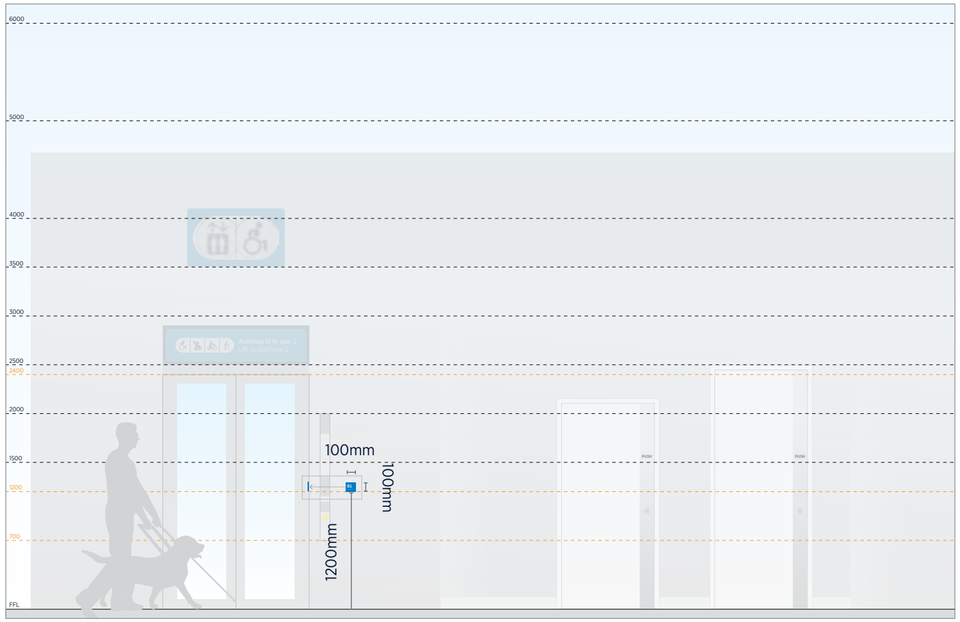
### Graphic Set-out

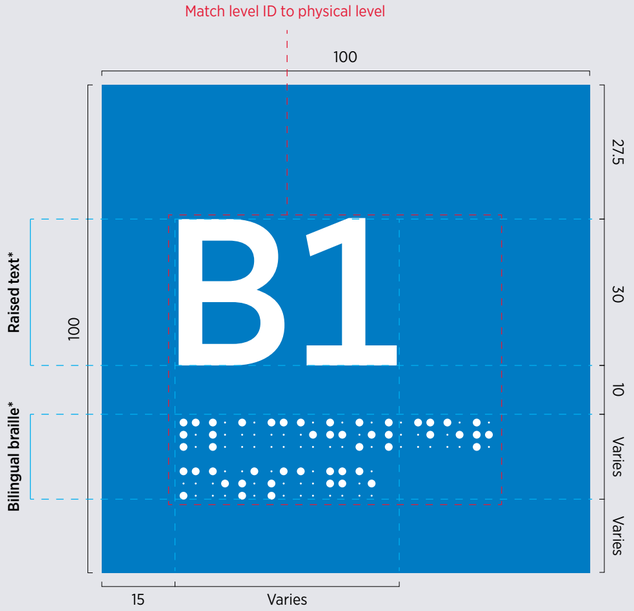
#### Tactile level number

- 30mm cap-height

### Braille and tactile

- Braille and raised tactile letters to be produced in English language and te reo Māori, and must meet Blind Low Vision NZ specifications




***Raised text and braille indicative only** See: **Accessible Signage Guidelines** (Blind Low Vision NZ) for production guidance

Scale 1:1

# ST-1082 Building Level ID Sign

**Purpose**

To identify what level you are on

**Typical location**

- Stairwell landings

**Sign faces**

- x1

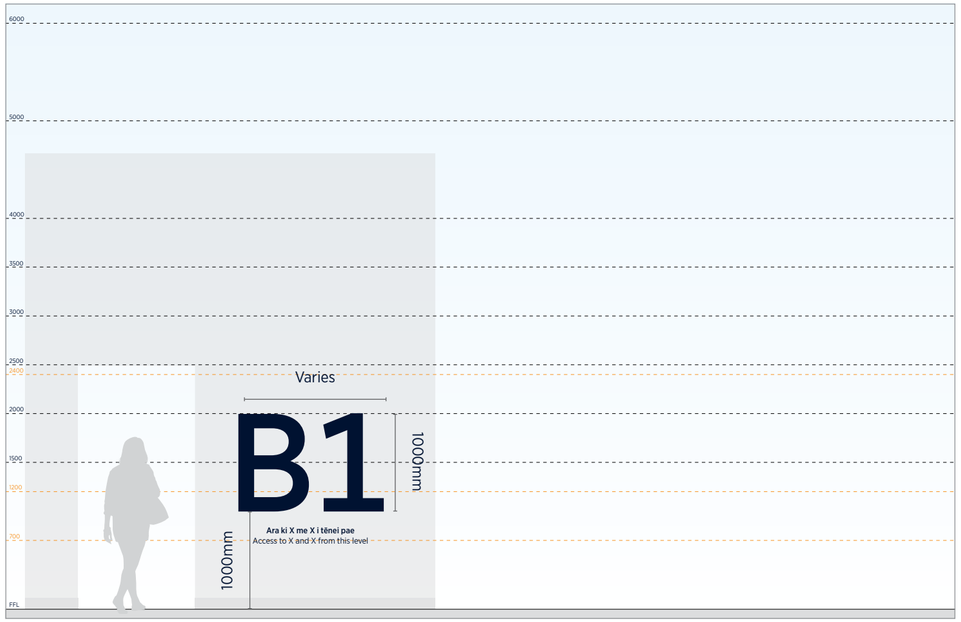
**Graphic Set-out**

**Primary message**

- 1000mm cap-height

**Secondary message**

- 60mm cap-height




# ST-1083 Accessible Refuge Area

### Design reference

Blind Low Vision NZ Accessible Signage Guidelines (Third Edition - December 2018)

Blind Low Vision NZ Clearing our Way Guide (August-2021)

### Purpose

To identify accessible refuge area

### Typical location

- Accessible refuge area

### Sign faces

- x1

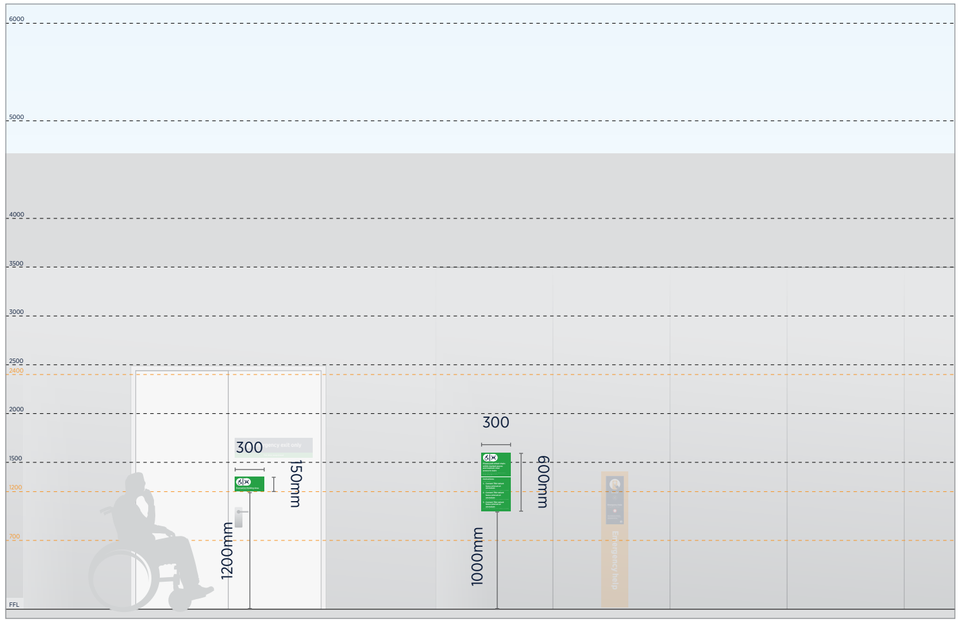
### Graphic Set-out

#### Tactile text

- 15mm cap-height

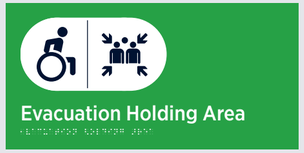
### Braille and tactile

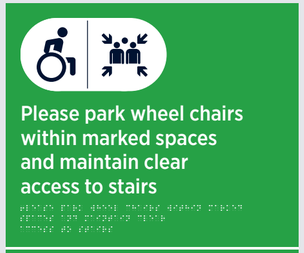
- Braille and raised tactile letters to be produced in English language and te reo Māori, and must meet Blind Low Vision NZ specifications

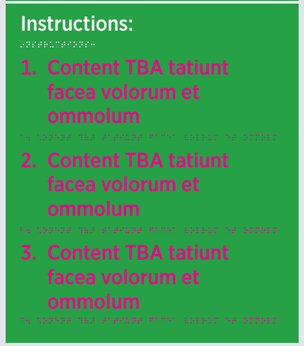



**This sign type is under development.**

Please contact one of AT's Wayfinding Project Managers if this sign is required for your project.



# ST-1084 Large Op. Reg. Sign

## Purpose

To communicate multiple operational and regulatory messages in front of house areas

## Typical location

- Unpaid concourse near station entrances
- On platform

## Sign faces

- x1

## Sign modules file

ST-1084-86 Op Reg Sign Sign Modules - RevA.ai

## Graphic Set-out

## Primary message

- 20mm cap-height

## Secondary message

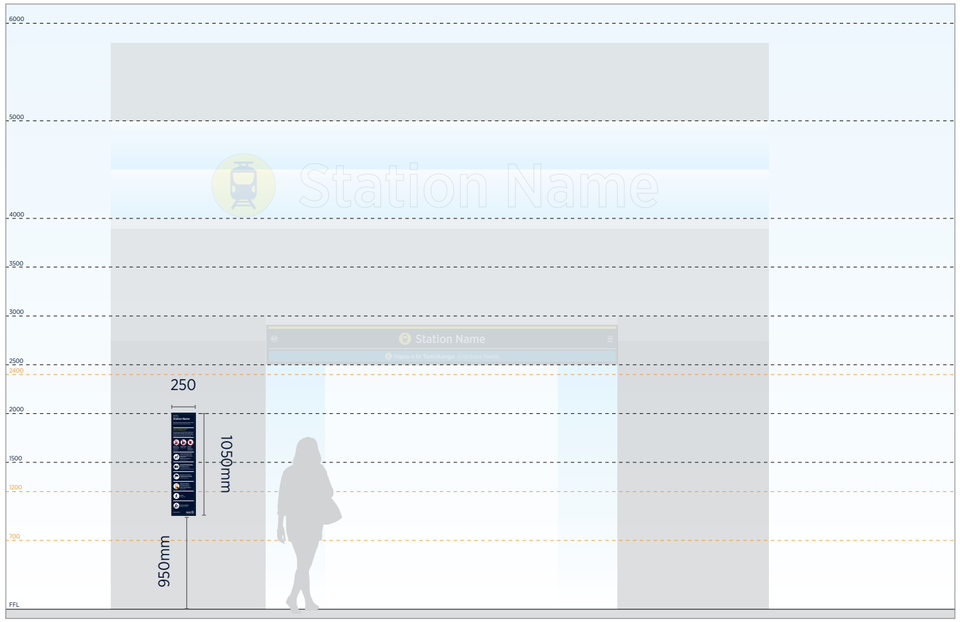
- 7.5mm cap-height

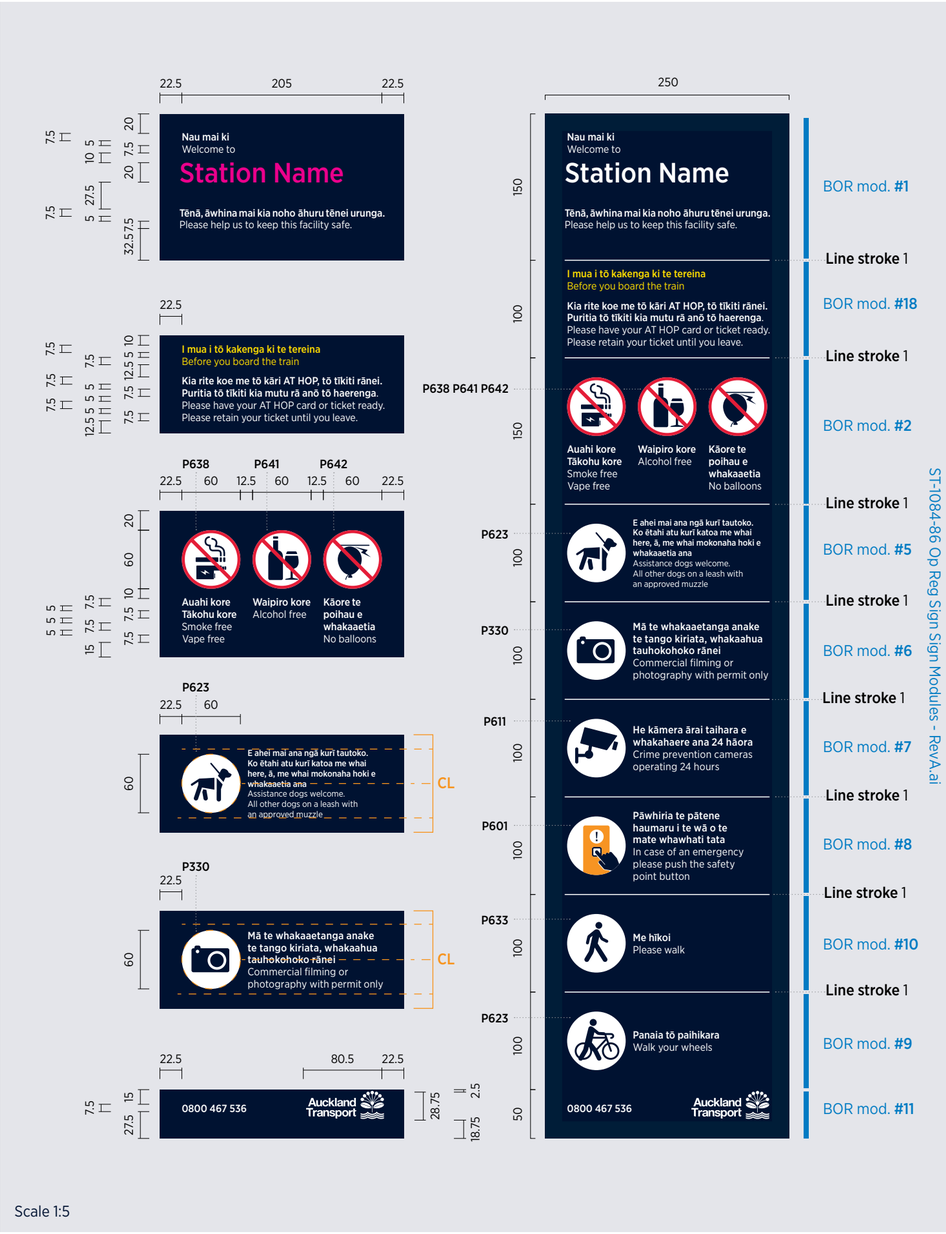
## Arrow/pictogram

- 60mm wide x 60mm high

## Attribution version

- AT Corporate Logo




Scale 1:5

# ST-1085 Medium Op. Reg. Sign

## Purpose

To communicate multiple operational and regulatory messages within the transport hub

## Typical location

– Within the transport hub

## Sign faces

– x1

## Sign modules file

ST-1084-86 Op Reg Sign Sign Modules - RevA.ai

## Graphic Set-out

### Primary message

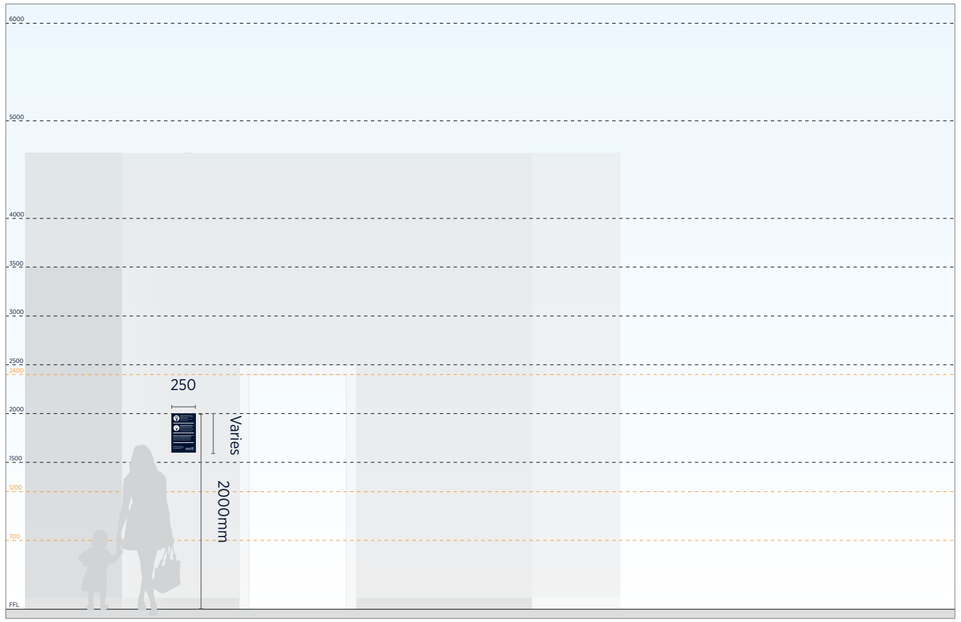
– 7.5mm cap-height

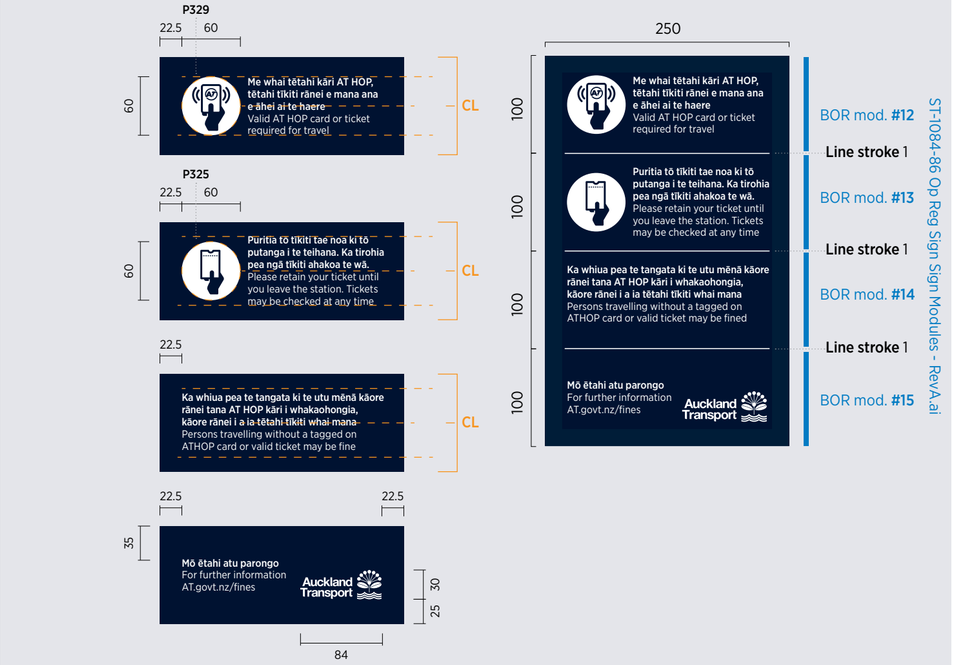
### Arrow/pictogram

– 60mm wide x 60mm high

### Attribution version

– AT corporate logo




Scale 1:5

# ST-1086 Small Op. Reg. Sign

### Purpose

To communicate single operational and regulatory messages within the transport hub

### Typical location

– Within the transport hub

### Sign faces

– x1

### Sign modules file

ST-1084-86 Op Reg Sign Sign Modules - RevA.ai

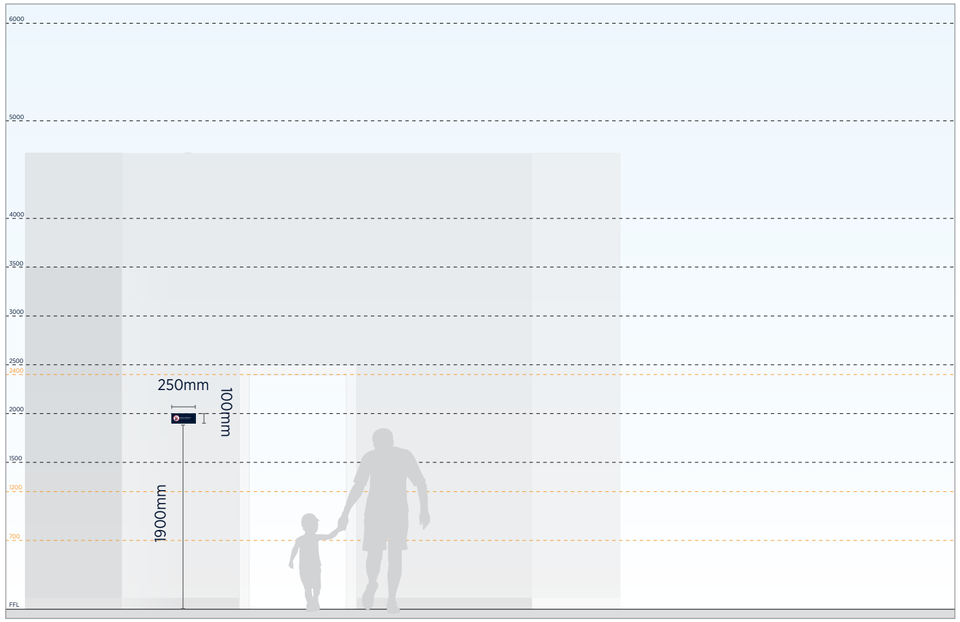
### Graphic Set-out

### Primary message

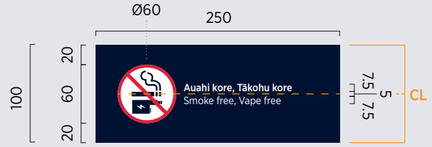
– 7.5mm cap-height

### Arrow/pictogram

– 60mm wide x 60mm high




Example: P638




Scale 1:5

# ST-1087 Large Behaviour Panel Sign

### Purpose

To convey safety, caution and other behavioural messages.

### Typical location

- Where a single specific safety or caution message is required in and around the transport hub

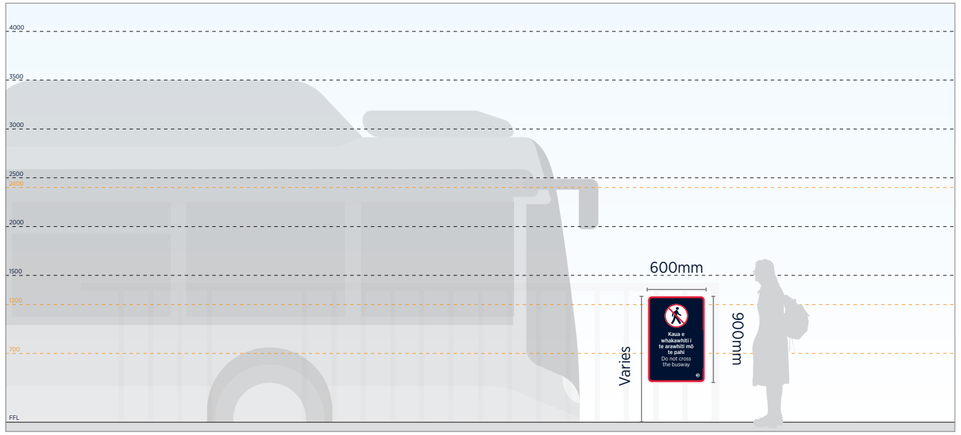
### Sign faces

- x1-2

### Sign variations

Safety example


Generic example


### Graphic Set-out

### Primary message

- 40mm cap-height

### Arrow/pictogram

- 240mm wide x 240mm high


Scale 1:5

# ST-1088 Medium Behaviour Panel Sign

### Purpose

To convey safety, caution and other behavioural messages.

### Typical location

- Where a single specific safety or caution message is required in and around the transport hub

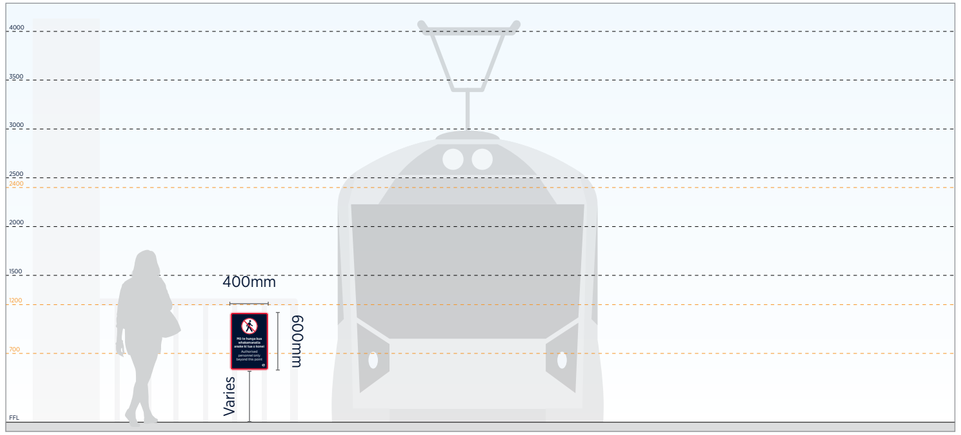
### Sign faces

- x1-2

### Sign variations

Safety example


Generic example


### Graphic Set-out

### Primary message

- 50mm cap-height

### Arrow/pictogram

- 165mm wide x 165mm high


Scale 1:5

# ST-1089 Small Behaviour Panel Sign

### Purpose

To convey safety, caution and other behavioural messages.

### Typical location

- Where a single specific safety or caution message is required in and around the transport hub

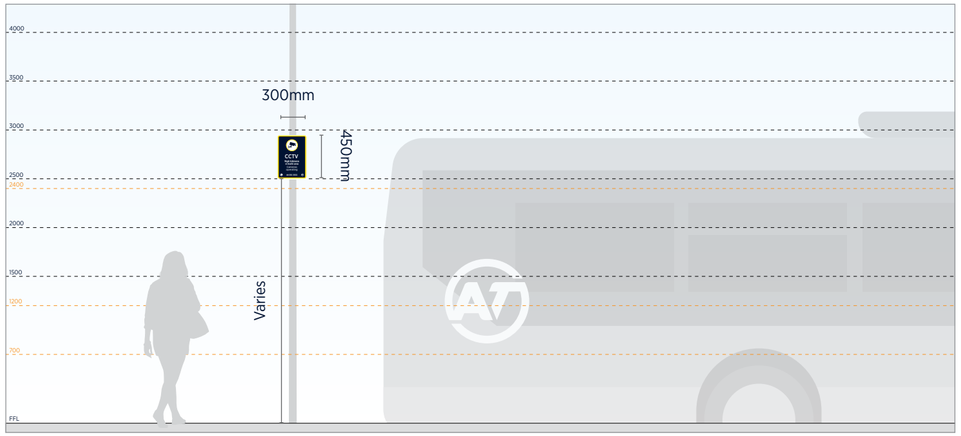
### Sign faces

- x1-2

### Sign variations

Caution example


Generic example


### Graphic Set-out

**Primary message**

- 30mm cap-height

**Arrow/pictogram**

- 120mm wide x 120mm high


Scale 1:5

# ST-1090 Priority Seating Sign (Generic)

**Purpose**

To identify priority seating

**Typical location**

– Seating cluster on Platform, Stop or Pier

**Sign faces**

– x1

**Graphic Set-out**

**Primary message**

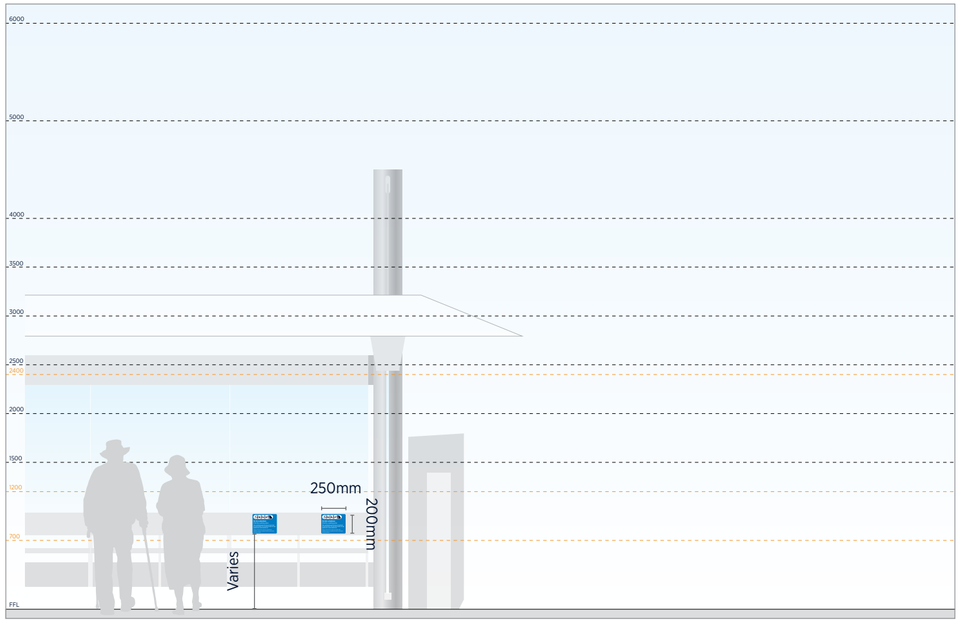
– 12.5mm cap-height

**Secondary message**

– 7.5mm cap-height

**Arrow/pictogram**

– 200mm wide x 40mm high





Scale 1:2

# ST-1091 Shelter Glass Behaviour Vinyl

### Purpose

To communicate safety and behavioural messages.

### Typical location

– On glass return at the ends of shelters

### Sign faces

– x2

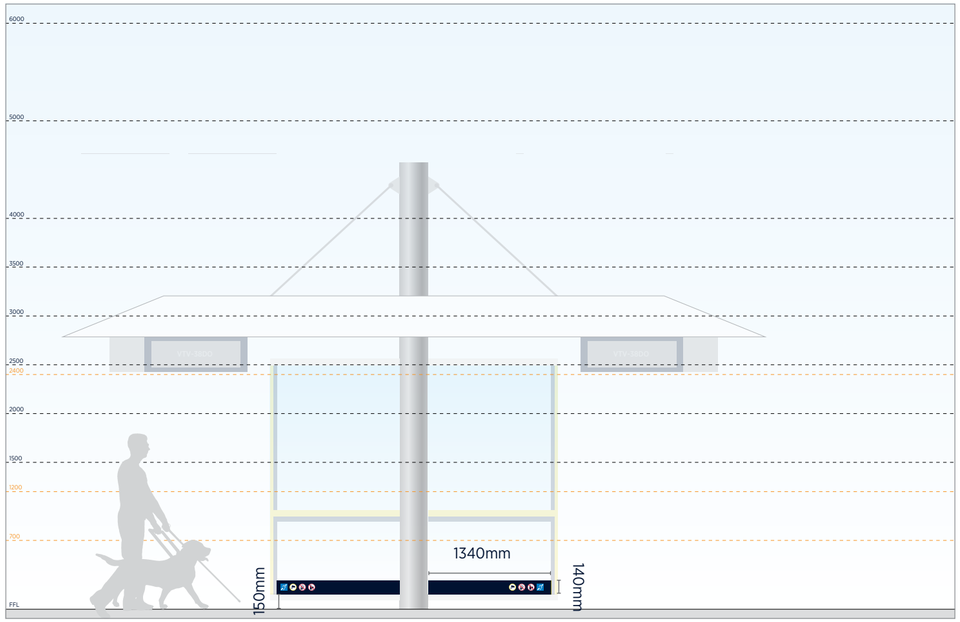
### Graphic Set-out

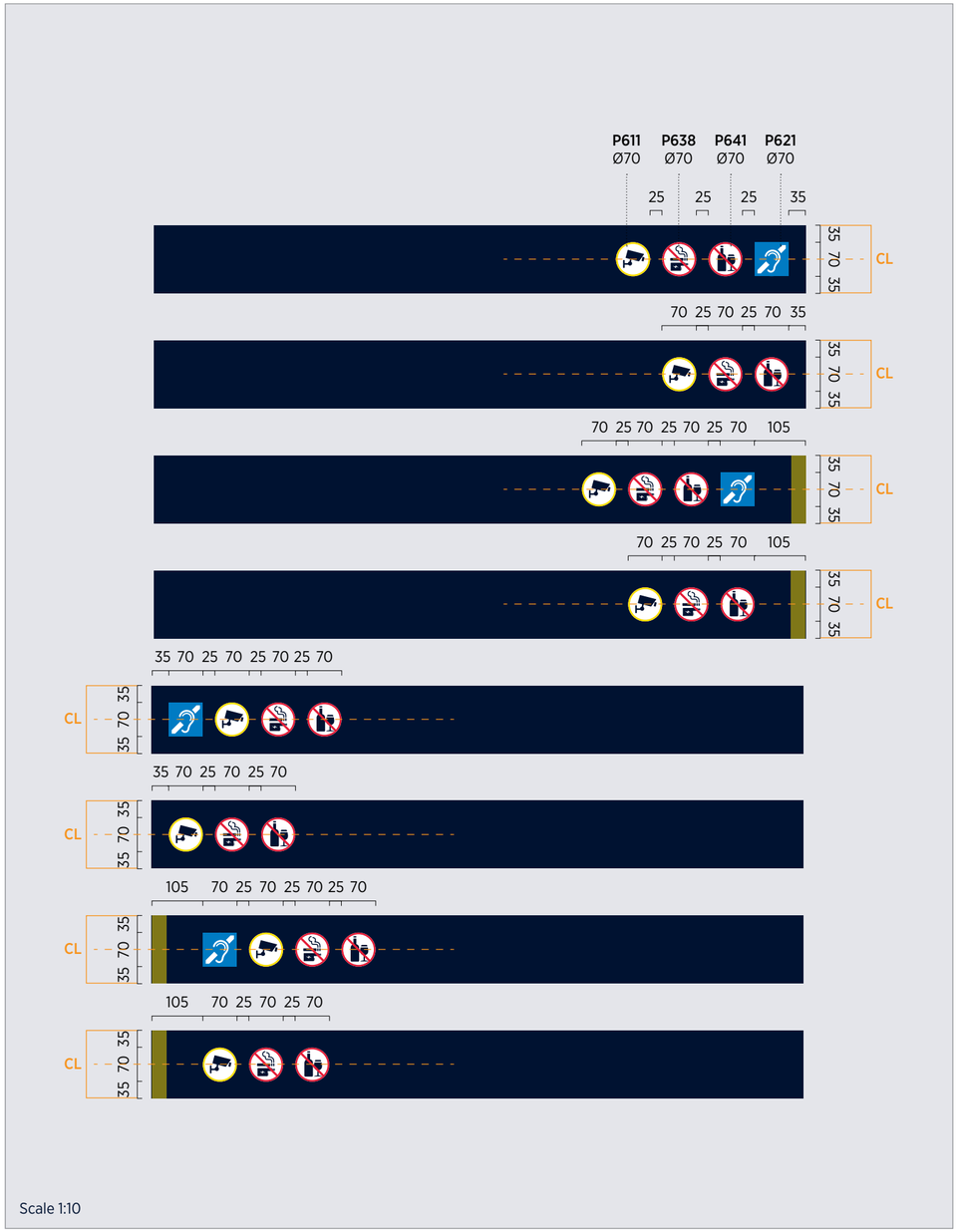
### Arrow/pictogram

– 70mm wide x 70mm high

### Notes

Pictogram group will be towards the front edge of the shelter.




Scale 1:10

# ST-1092 Shelter Glass Manifestation Vinyl

### Design reference

NZS-4223-3-2016

### Purpose

To communicate glass hazard to customers in a public transport facility.

### Typical location

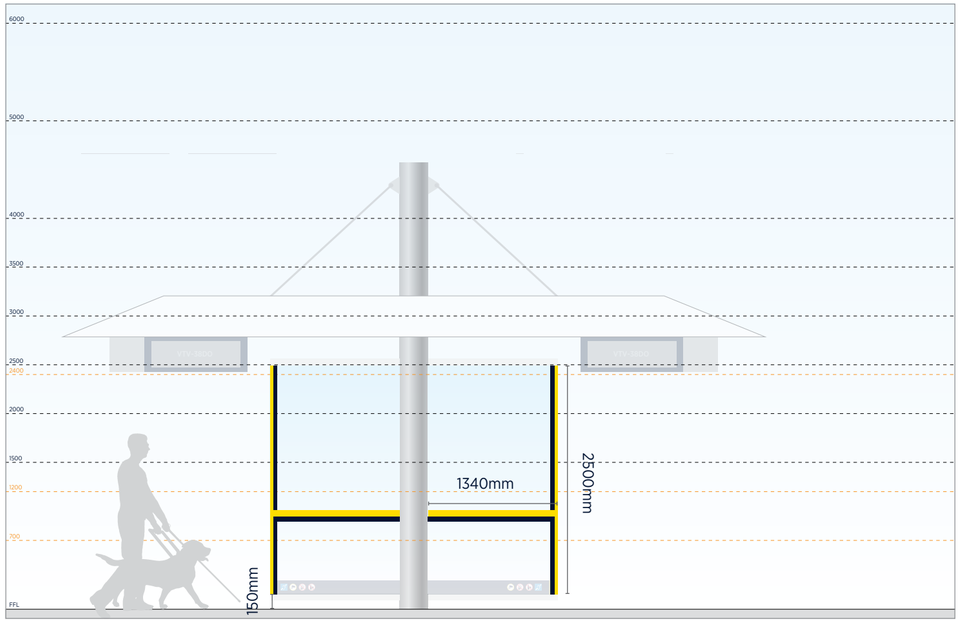
- On approachable low level glazing, that could be mistaken for doorway or opening
- On approachable unframed glazing edges
- Not required where there is a frame or transom bar, that will stop a passenger mistaking it for a doorway or opening

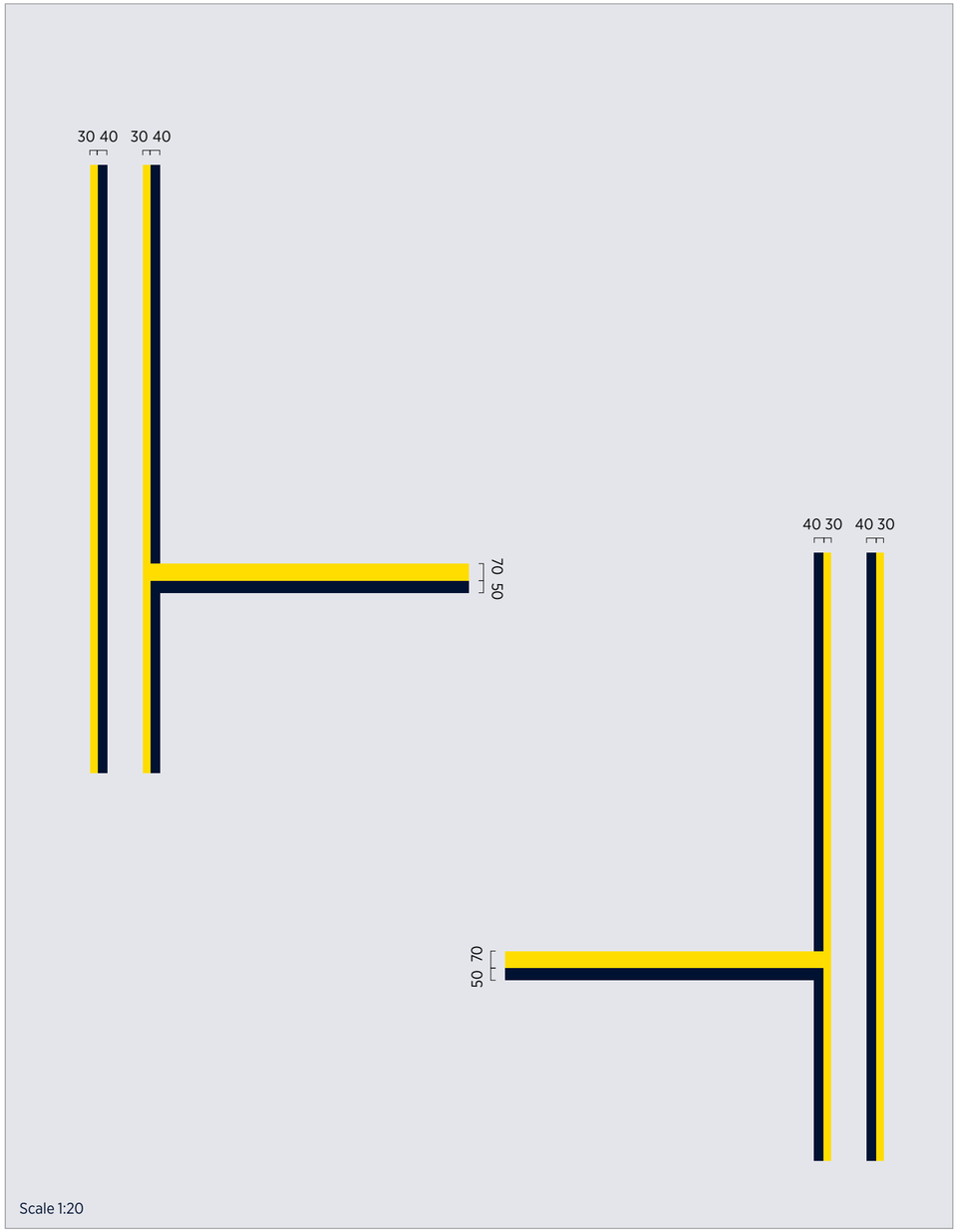
### Sign faces

- Visible from both sides of glass

### Graphic Set-out

- Horizontal band will be 900mm from FFL
- Safety yellow band will run along naked glass edge.



# ST-1093 Emergency Safety Point

## Tactile and braille

### Design reference

Blind Low Vision NZ Accessible Signage Guidelines (Third Edition - December 2018)

Blind Low Vision NZ Clearing our Way Guide (August-2021)

### Purpose

To identify the emergency help point

### Typical location

- Regulatory positions within a transport hub

### Sign faces

- x3

### Graphic Set-out

### Primary message

- 60mm cap-height

### Secondary message

- 40mm cap-height

### Primary Arrow/pictogram

- 110mm wide x 110mm high

### Secondary Arrow/pictogram

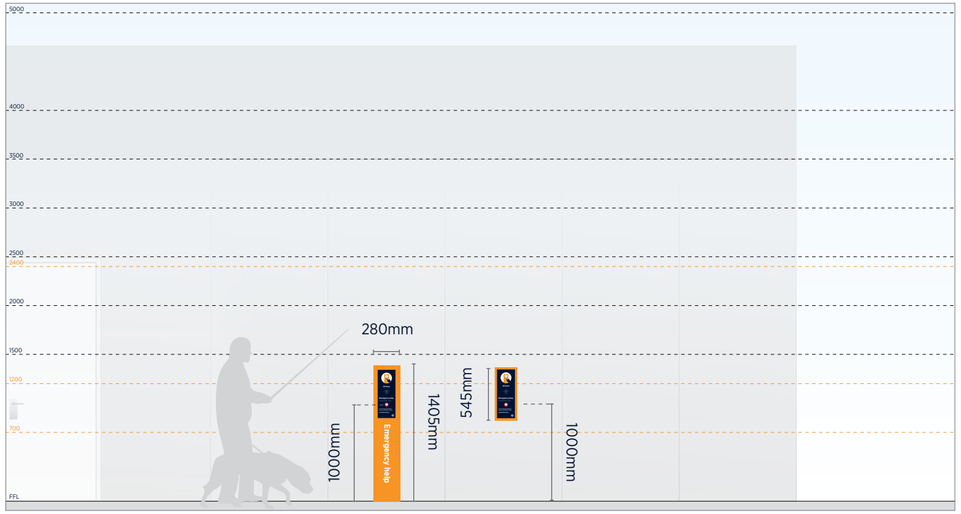
- 60mm wide x 60mm high

### Tactile text

- 15mm cap-height

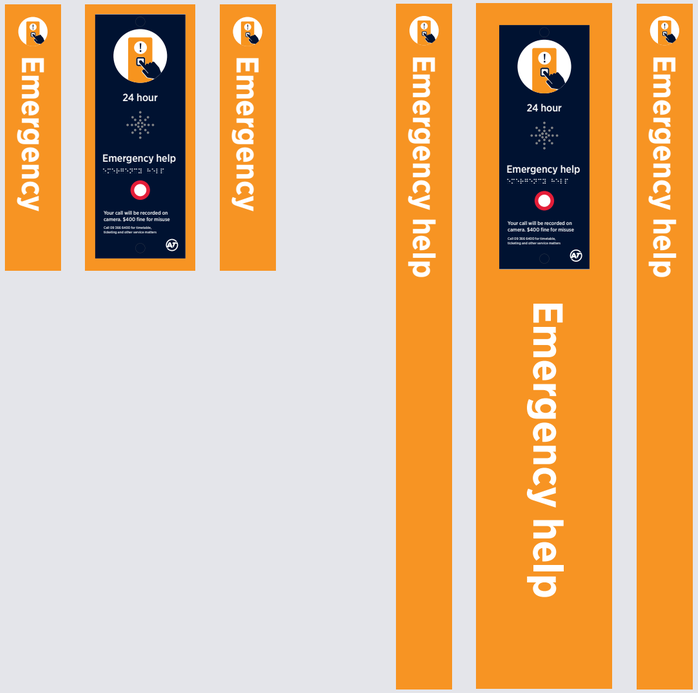
### Braille and tactile

- Braille and raised tactile letters to be produced in English language and te reo Māori, and must meet Blind Low Vision NZ specifications




**This sign type is under development.**

Please contact one of AT's Wayfinding Project Managers if this sign is required for your project.



# ST-1094 Door Access Sign

### Purpose

To identify if a door is accessible

### Typical location

- Fire doors

### Sign faces

- x1

### Graphic Set-out

### Primary message

- 40mm cap-height

### Secondary message

- 15mm cap-height

### Primary Arrow/pictogram

- 60mm wide x 60mm high

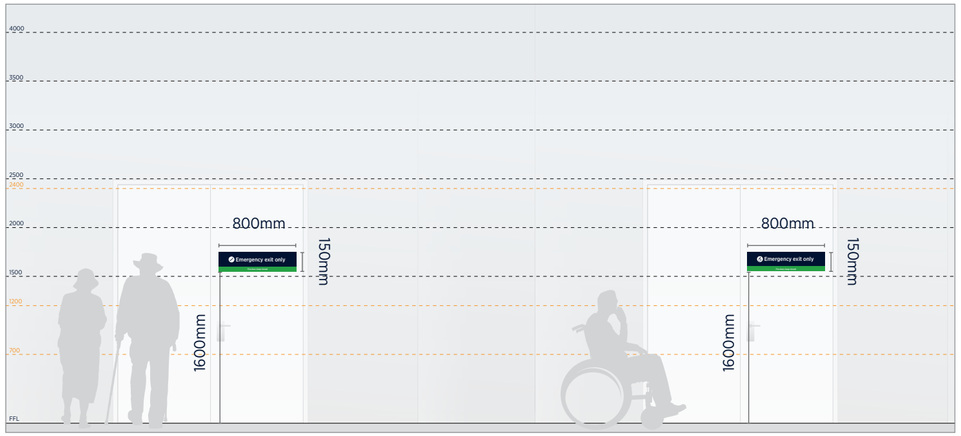
### Sign variations

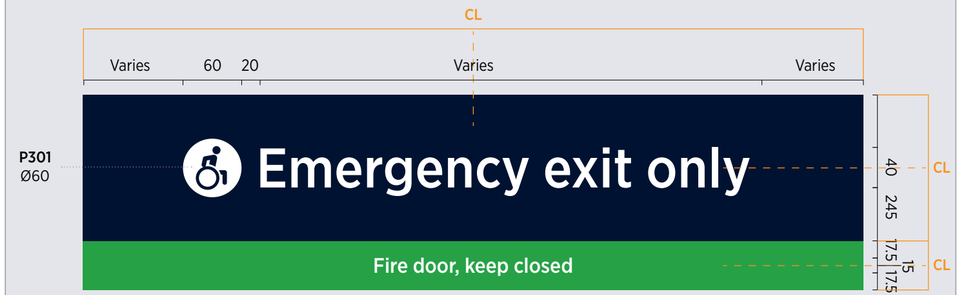
Stairs fire door 1


Stairs fire door 2


No entry


No exit


Scale 1:5

# ST-1095 Shelter Glass Graffiti Protection Vinyl

**Purpose**

To discourage vandalism

**Typical location**

- on rear glass panels of shelters
- not to be placed on returns where it obscures passenger sight lines of any vehicle type
- Consider Crime Prevention Through Environmental Design (CPTED) when you are allocating manifestations

**Sign faces**

- visible from both sides of glass

**Graphic Set-out**

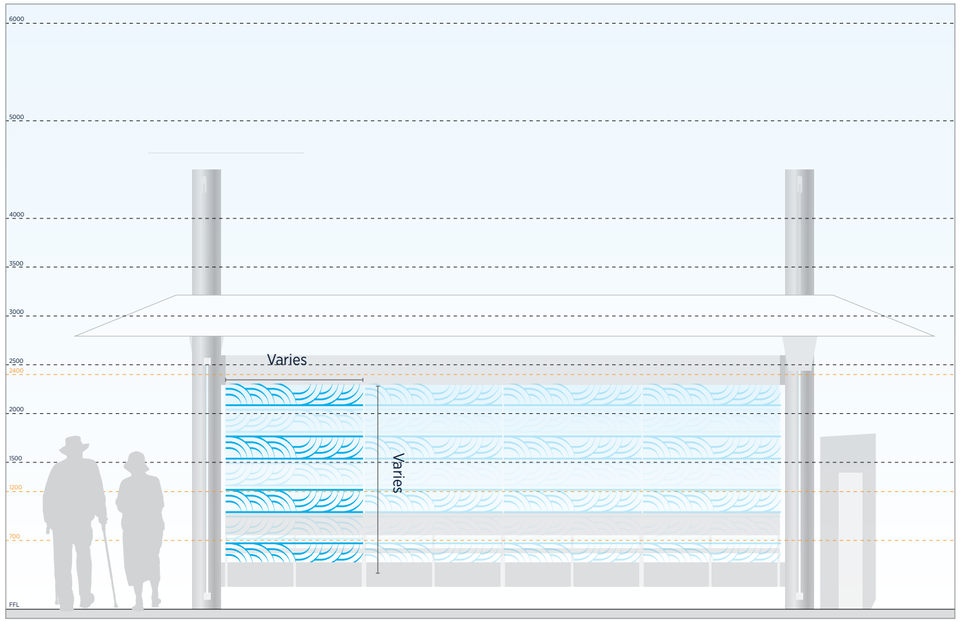
- Ringa hāpai pattern

**Colour**

- White (shown below in blue for visual purposes only)

**Transparency**

- Solid
- 15% Opacity





Scale 1:20

# ST-1096 Component ID Sign

**Purpose**

To identify the emergency assets

**Typical location**

- in clear view above emergency assets

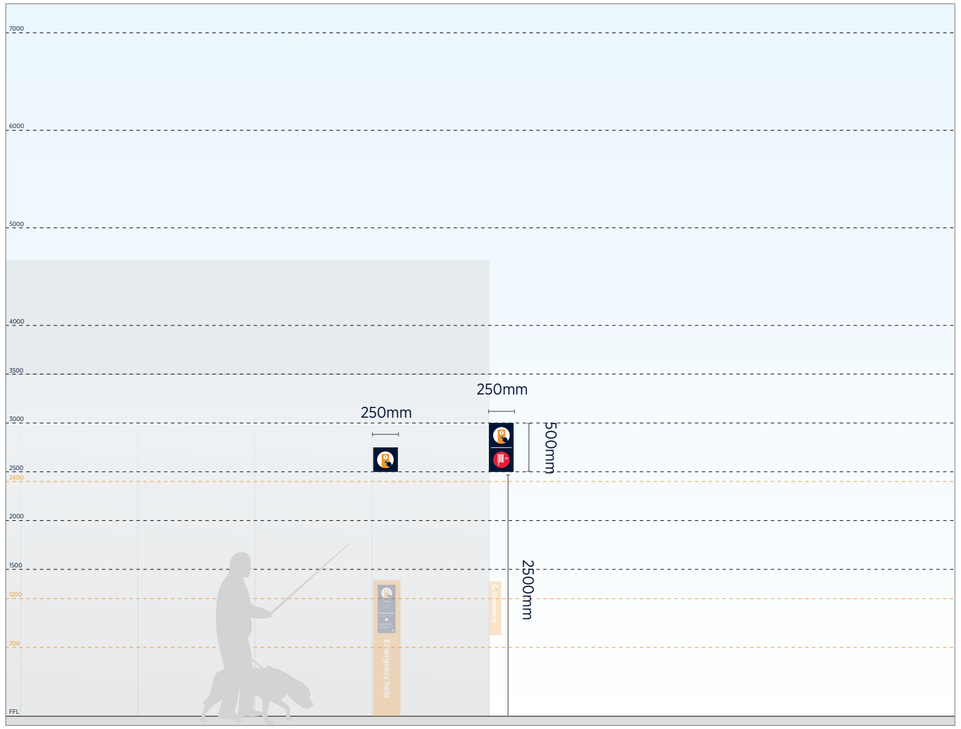
**Sign faces**

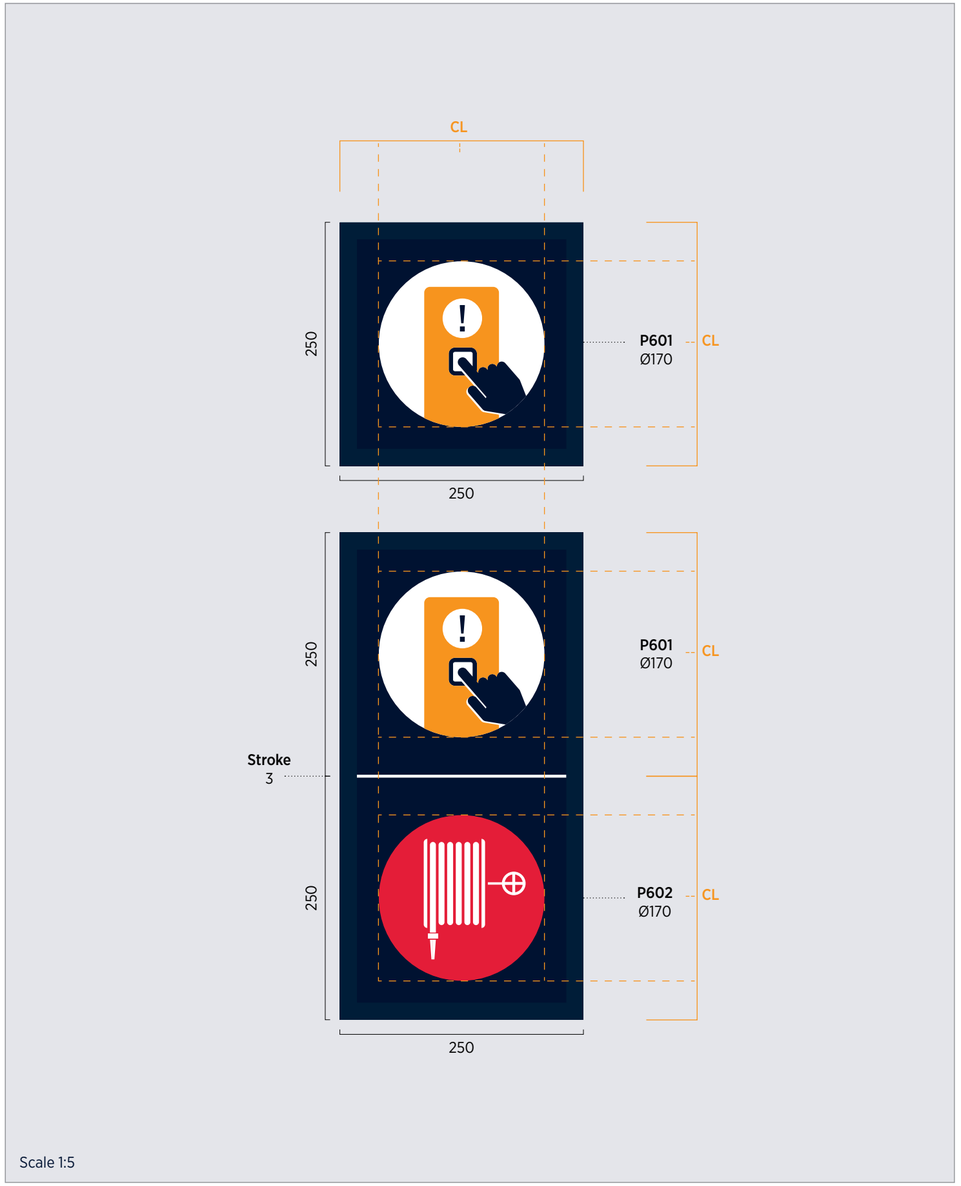
- Wall mounted x1
- Projecting x2

**Graphic Set-out**

**Primary Arrow/pictogram**

- 170mm wide x 170mm high




Scale 1:5

# Train specific sign types (ST-1100+)

## Overview

# Train (1160-79)

## ST-1160 Train Station ID Sign (Platform Ends)

### Purpose

To identify the current train station the passenger has arrived at. To help customers navigate from their arrival point.

### Typical location

- Towards the ends of train station platforms

### Sign faces

- x1 for side platforms
- x2 for island platforms

### Graphic Set-out

### Primary message

- 105mm cap-height

### Secondary messages

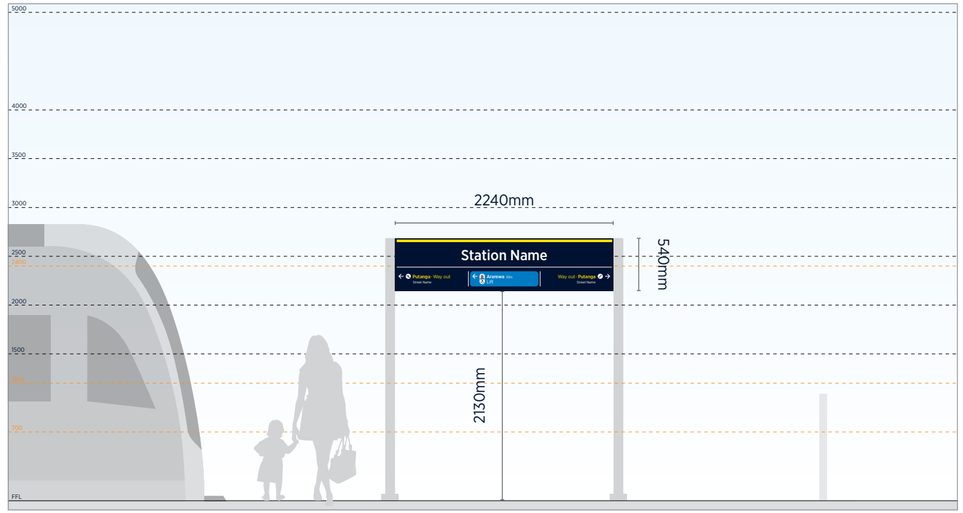
- 35mm cap-height

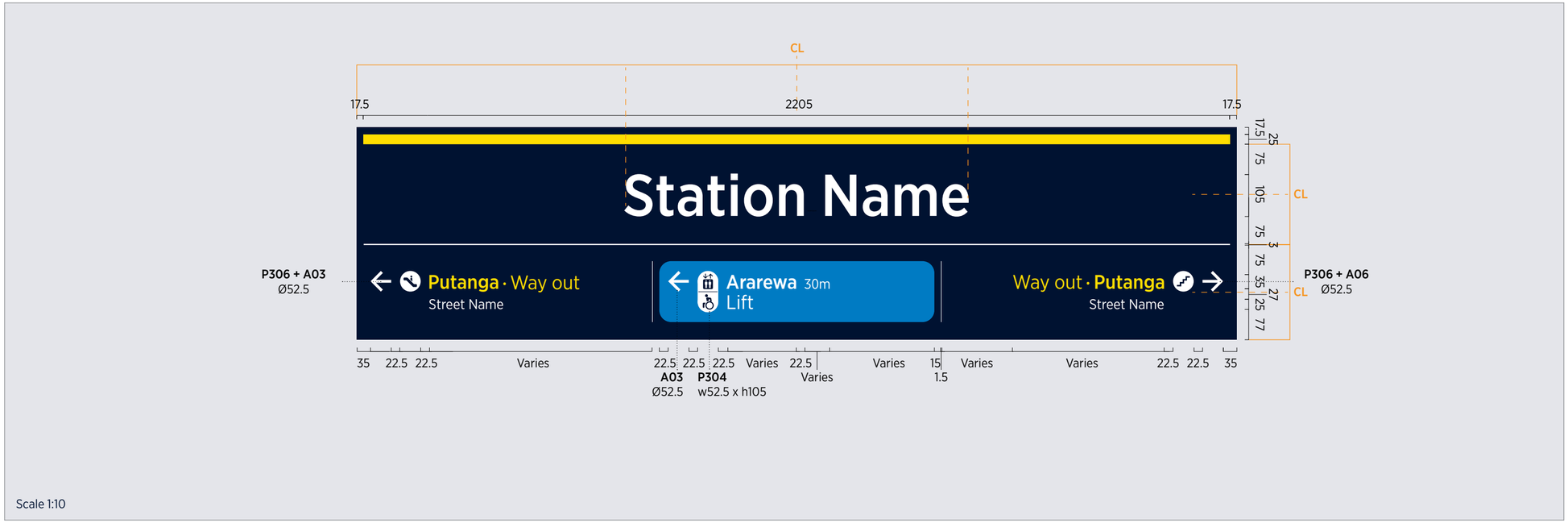
### Tertiary messages

- 25mm cap-height

### Arrow/pictogram

- 52.5mm wide x 52.5mm high




Scale 1:10

# ST-1161 Platform ID Information Plinth

### Purpose

To identify the current train station the passenger has arrived at. To help customers navigate from their arrival point.

### Typical location

- Towards the ends of train station platforms

### Sign faces

- x1 for side platforms
- x2 for island platforms

### Graphic Set-out

### Primary message

- 105mm cap-height

### Secondary messages

- 35mm cap-height

### Tertiary messages

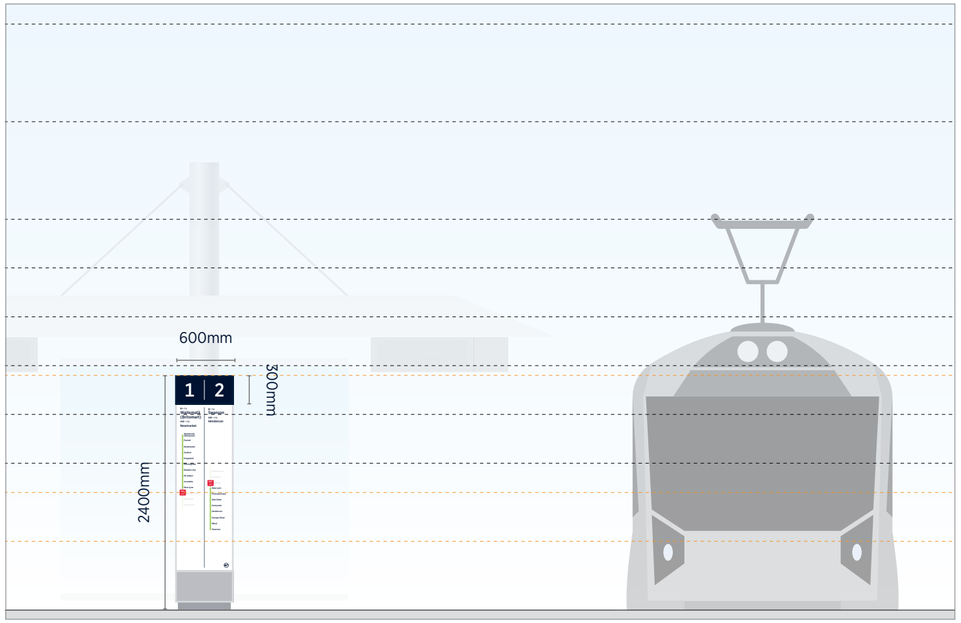
- 25mm cap-height

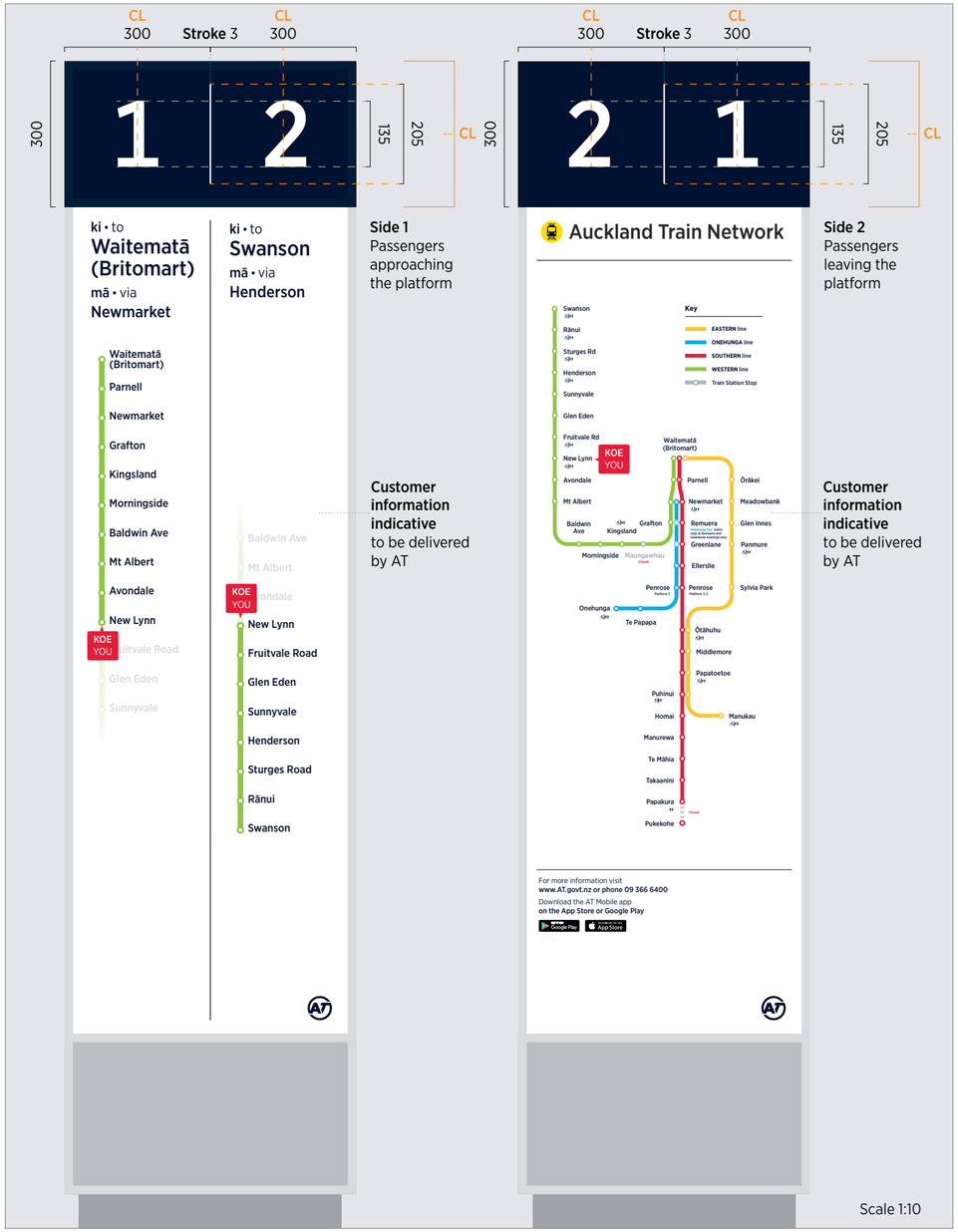
### Arrow/pictogram

- 52.5mm wide x 52.5mm high

**This sign type is under development.**

Please contact one of AT's Wayfinding Project Managers if this sign is required for your project.



# ST-1162 Platform ID Sign

**Purpose**

To identify which platform customers are at from afar.

**Typical location**

Within sight lines of vertical transport on platform

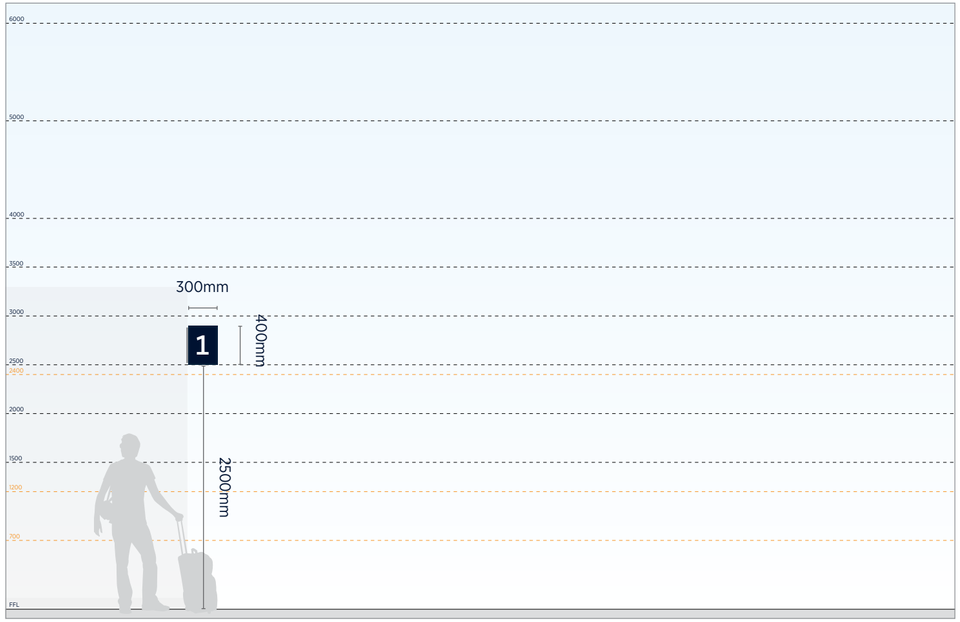
**Sign faces**

– x2

**Graphic Set-out**

**Primary message**

– 195mm cap-height





Scale 1:5

# ST-1163 Platform ID Sign (PID)

**Purpose**

To identify which platform customers are at from afar.

Integrated with 38” PIDS

**Typical location**

- Within sight lines of vertical transport on platform
- This sign will always be placed trackside, roadside, and pierside of the PIDS it accompanies

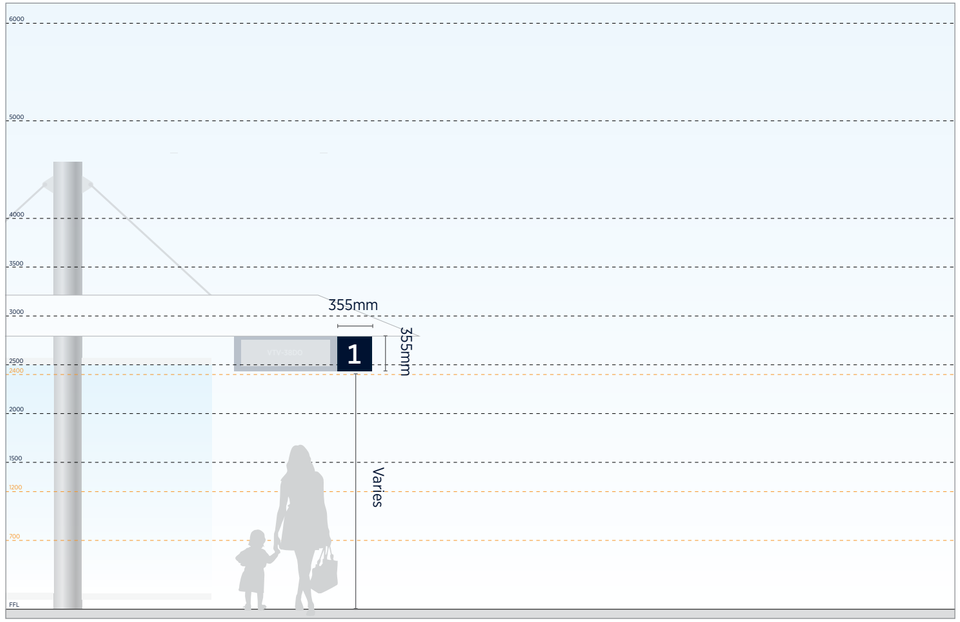
**Sign faces**

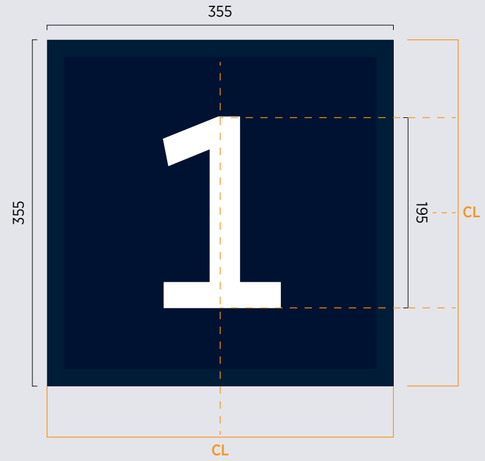
- x2

**Graphic Set-out**

**Primary message**

- 195mm cap-height




Scale 1:5

# ST-1180 Accessible Boarding ID Mat

### Purpose

To identify access to platform-level carriages.

### Typical location

- Aligned to the accessible boarding point for 3 and 6 carriage trains on platform

### Sign faces

- x1

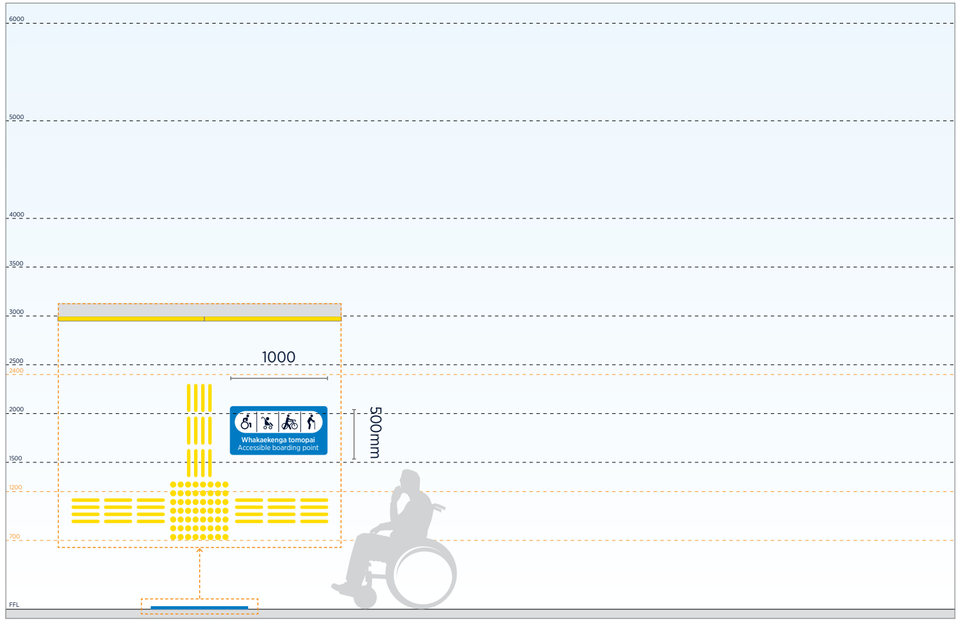
### Graphic Set-out

### Primary message

- 52.5mm cap-height

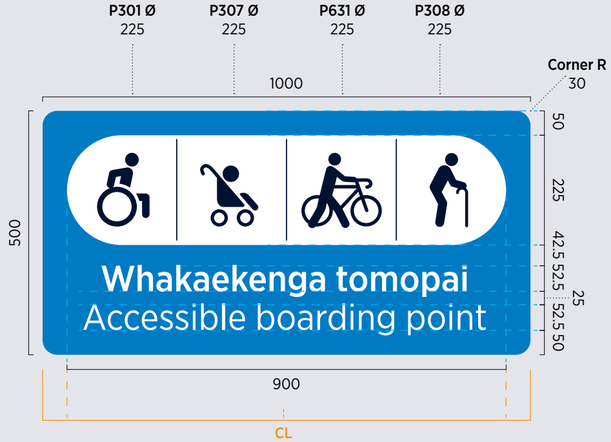
### Arrow/pictogram

- 900mm wide x 225mm high




**This sign type is under development.**

Please contact one of AT's Wayfinding Project Managers if this sign is required for your project.




Scale 1:10

# ST-1181 EMU Car Signs

### Purpose

For train drivers to identify where to stop along a platform. These stopping points allow the driver to align accessible doors with the accessible boarding markings on a platform.

### Typical location

- At the correct stopping position along the platform
- With slight rotation towards the approaching train driver
- As near to the drivers viewing height as possible

### Sign faces

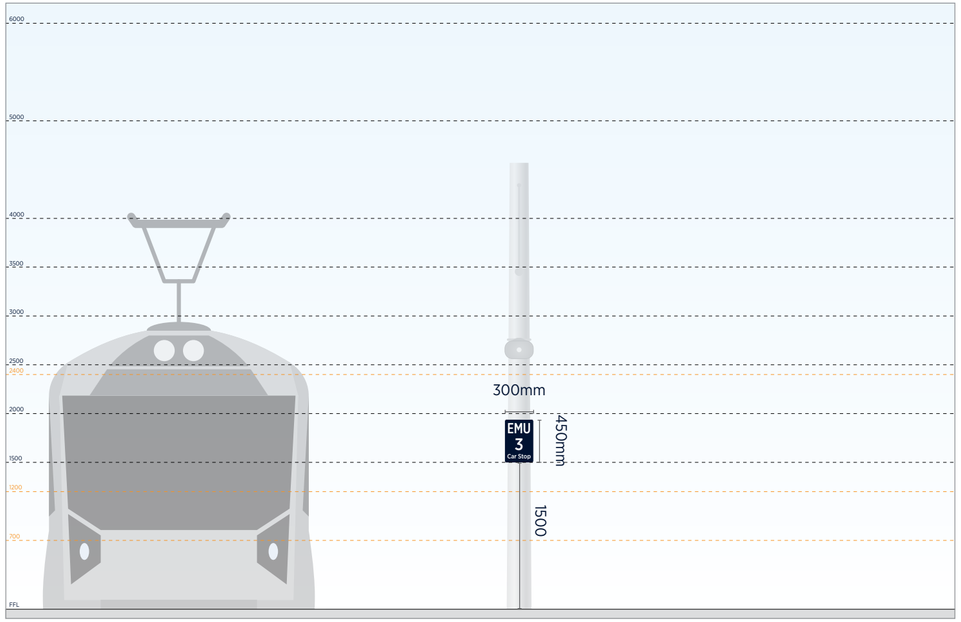
- x1

### Graphic Set-out

**Primary message**
- 120mm cap-height

**Secondary message**
- 105mm cap-height

**Tertiary message**
- 45mm cap-height




**This sign type is under development.**

Please contact one of AT's Wayfinding Project Managers if this sign is required for your project.


Scale: 1:5

Car Variations


Scale: 1:10

# ST-1182-85 Boarding Markings (Legacy)

## Purpose

To identify access to platform-level carriages.

## Typical location

- On the platform aligned with the accessible boarding points for a 3 carriage train
- Accessible markings will be aligned to the front accessible door at the centre carriage
- Cycle and pram markings will be aligned to the rear accessible door at the centre carriage
- These ground markings match the train livery signs for the centre carriage of a 3 carriage train

## Notes

We mark accessible boarding points for 3 carriage trains. There will be other platform-level carriages for 6 and 9 carriage trains. However we avoid marking those boarding points as they aren't always available to our passengers.

## Sign faces

- x2 per door

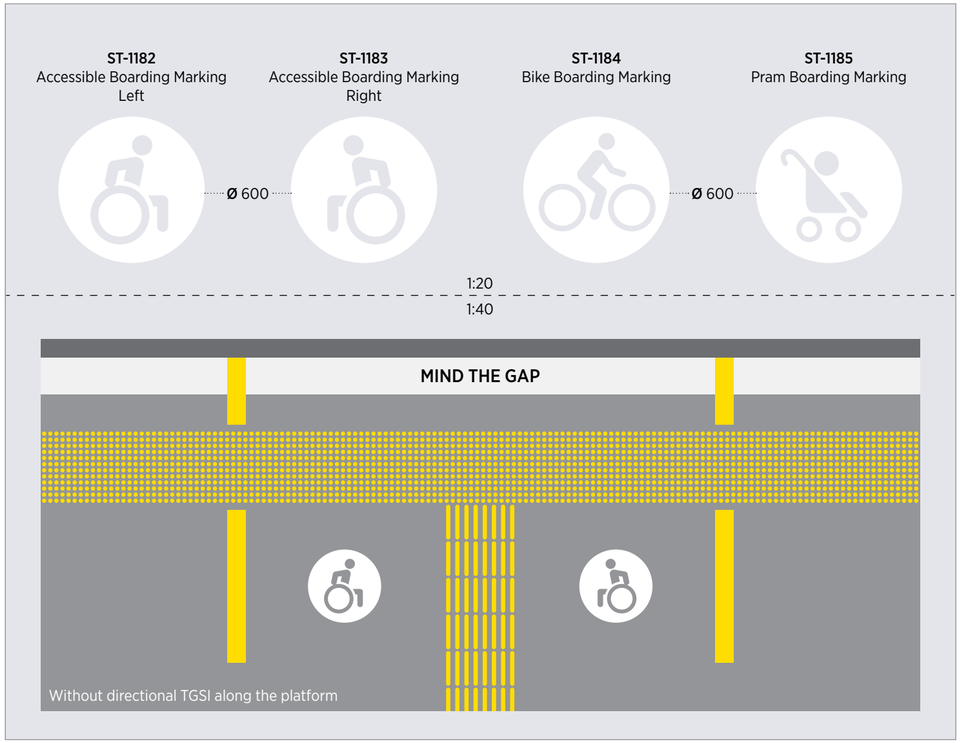
## Graphic Set-out

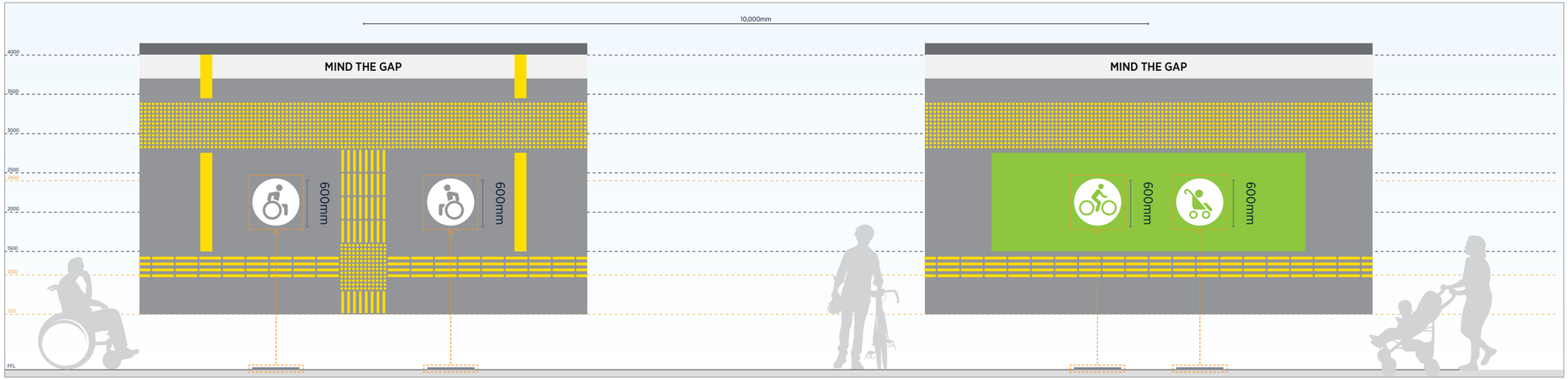
## Arrow/pictogram

- 600mm wide x 600mm high

**This sign type is under development.**

Please contact one of AT's Wayfinding Project Managers if this sign is required for your project.



# Bus specific sign types (ST-1200+)

## Overview

# Bus (1260-99)

## ST-1260 Bus Stop Flag

### Purpose

To identify a bus stop and the services that depart from it.

### Typical location

– On a bus flag post near a bus stop

### Sign faces

– x2

### Graphic Set-out

### Primary message

– 50mm cap-height

### Secondary message

– 20mm cap-height

### Arrow/pictogram

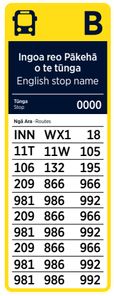
– 70mm high

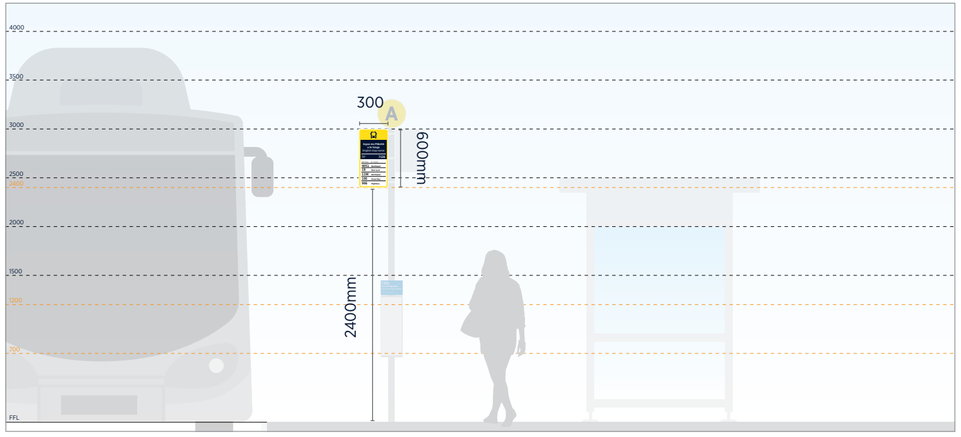
### Sign variations


No bus stop letter

Integrated bus stop letter
Use when ST-1262 - Bus Stop letter Sign can't be allocated.


These examples are for extreme cases when a lot of services are forced to use the same stop.


**This sign type is under development.**

Please contact one of AT's Wayfinding Project Managers if this sign is required for your project.


Scale 1:4

# ST-1261 Bus Stop ID (PID)

Scale 1:5

## Purpose

To identify which bus stop the PID is displaying service information for

## Typical location

- On a bus PID post near a bus stop
- Bus symbol and yellow block should be on the road-side end of the sign-face

## Sign faces

- x2

## Graphic Set-out

### Primary message

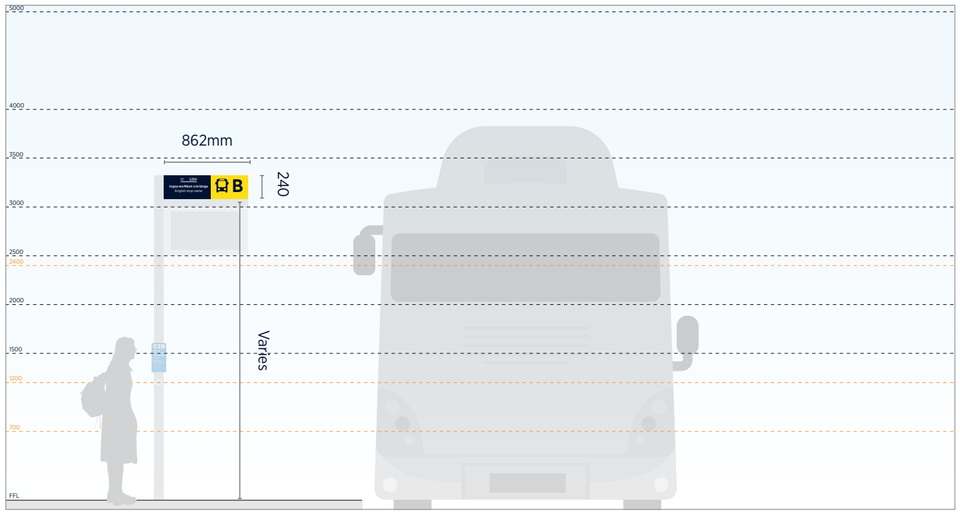
- 50mm cap-height

### Secondary message

- 20mm cap-height

### Arrow/pictogram

- 70mm high




# ST-1262 Bus Stop Letter Sign

### Purpose

To identify an individual bus stop in a cluster of stops

### Typical location

– On top of a bus stop flag post

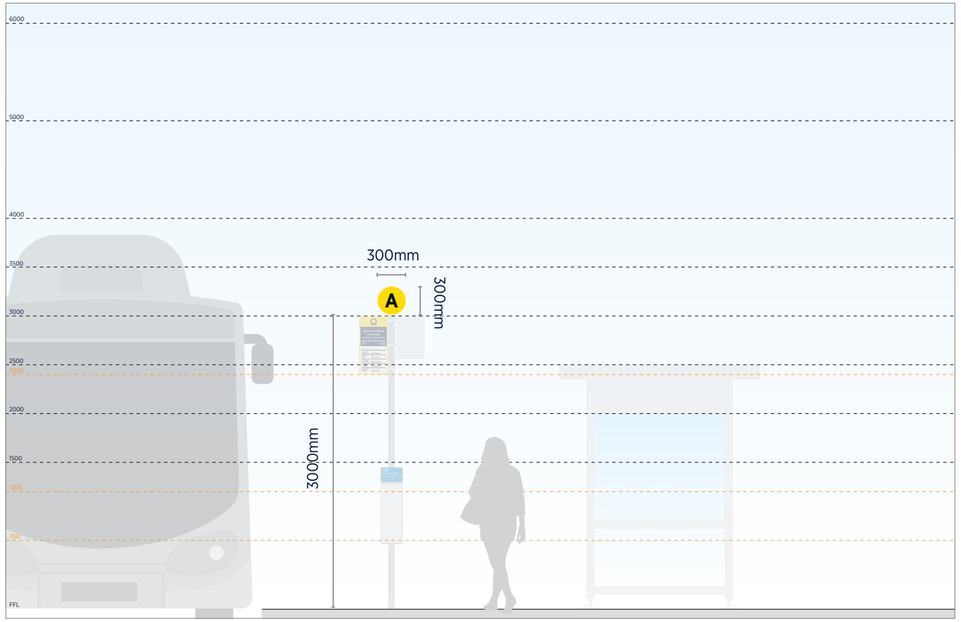
### Sign faces

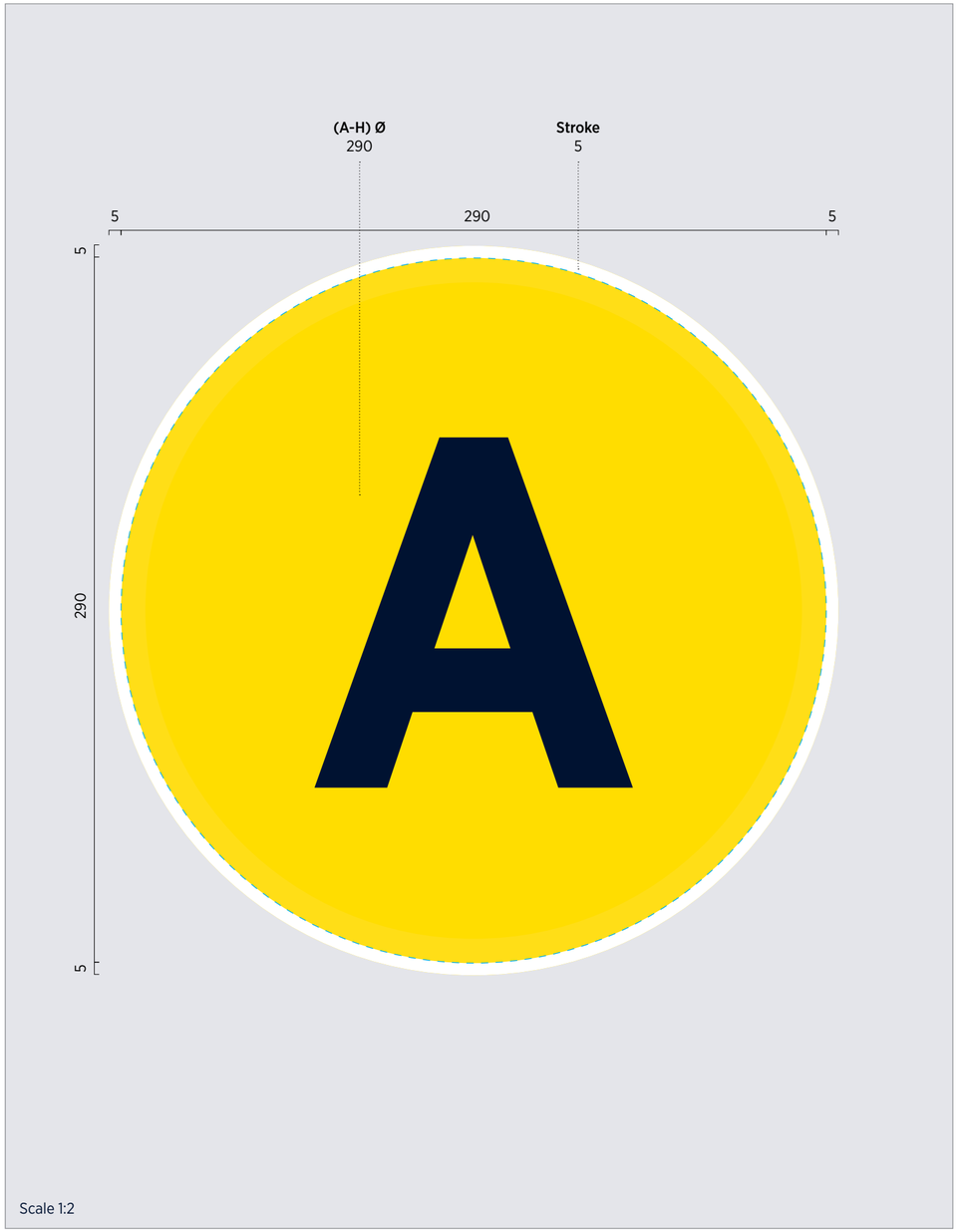
– x2

### Graphic Set-out

### Arrow/pictogram

– 300mm wide x 300mm high stop letter
– Select relevant letter from A-H



# ST-1263 Bus Stop ID Sign (Roof)

**Purpose**

To identify a bus stop.

**Typical location**

- Top mounted on the roof of a bus shelter

**Sign faces**

- x1-2 (depending on rear sides visibility)

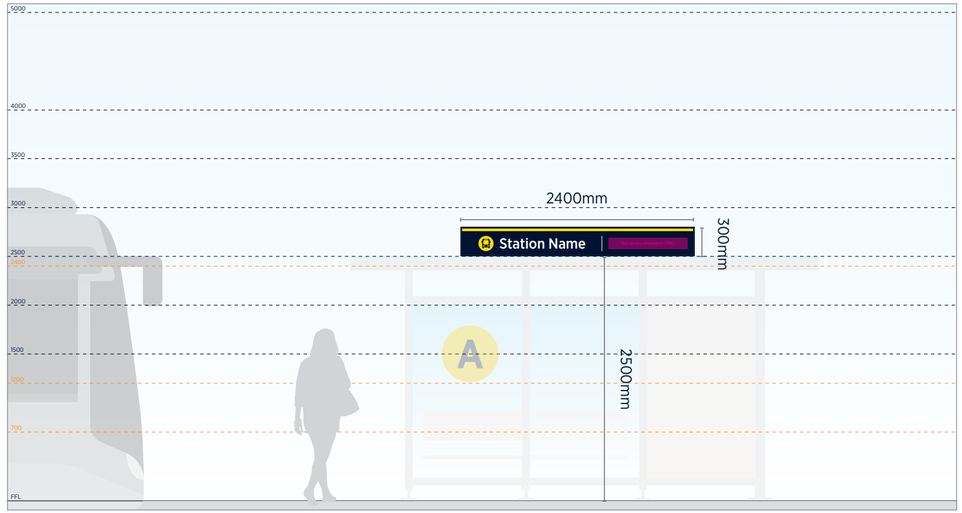
**Graphic Set-out**

**Primary message**

- 105mm cap-height

**Arrow/pictogram**

- 1550mm wide x 155mm high




**This sign type is under development.**

Please contact one of AT's Wayfinding Project Managers if this sign is required for your project.


Scale 1:10

# ST-1264 Bus Stop ID Sign (Shelter)

**Purpose**

So arriving passengers can identify a bus stop.

**Typical location**

- On the downstream end of the bus stop so arriving passenger can identify the stop as the bus approaches

**Sign faces**

- x1

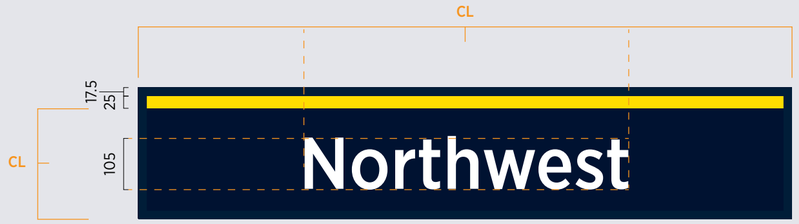
**Graphic Set-out**

**Primary message**

- 105mm cap-height


**This sign type is under development.**

Please contact one of AT's Wayfinding Project Managers if this sign is required for your project.




Scale 1:10

# ST-1265 Bus Stop Letter Vinyl

**Purpose**

To identify an individual bus stop in a cluster of stops

**Typical location**

- On the bus stop shelter glass

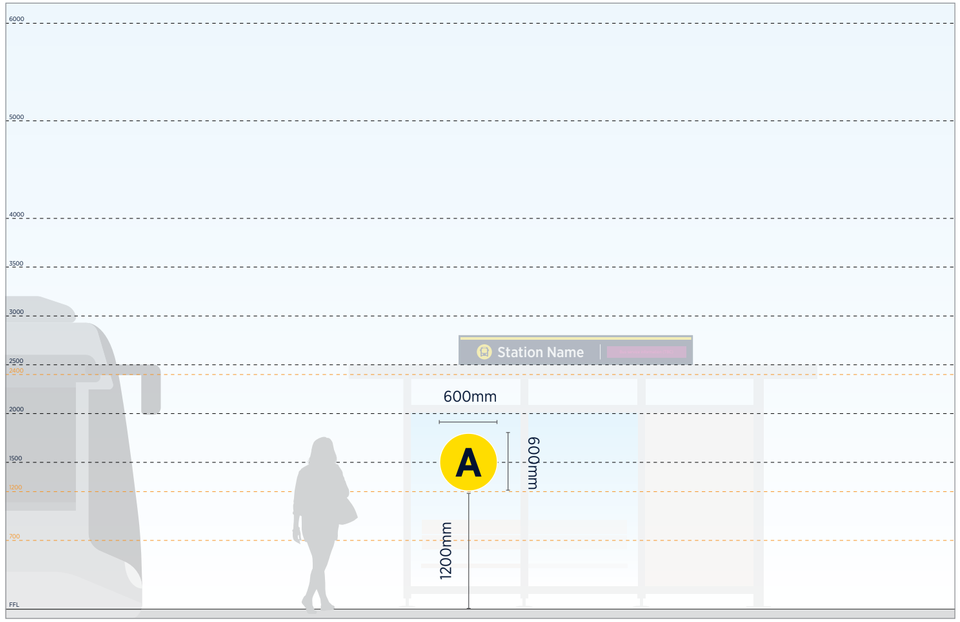
**Sign faces**

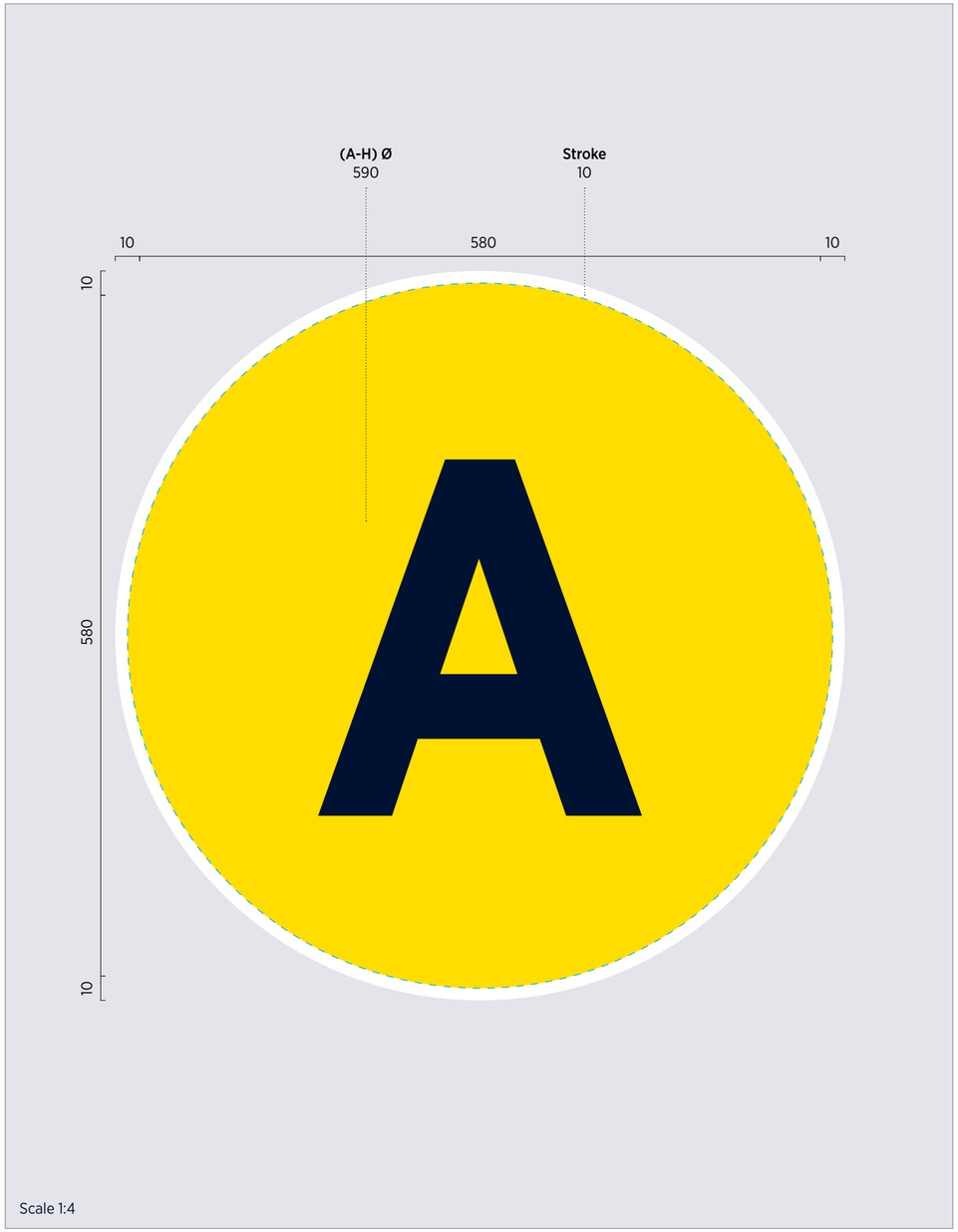
- x2

**Graphic Set-out**

**Arrow/pictogram**

- 590mm wide x 590mm high stop letter
- Select relevant letter from A-H



# ST-1266 Bus Stop Flag

## Purpose

To identify a bus stop and the services that depart from it.

## Typical location

- Suspended from a bus interchange shelter

## Sign faces

- x2

## Graphic Set-out

### Primary message (Stop letter)

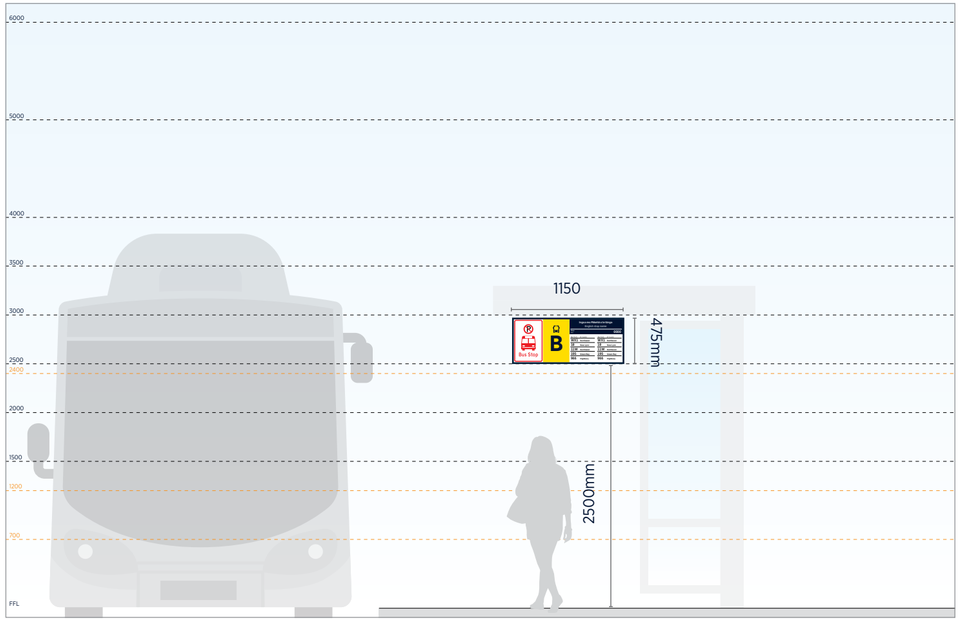
- 160mm cap-height
- Gotham Narrow Bold

### Secondary message

- 20mm cap-height

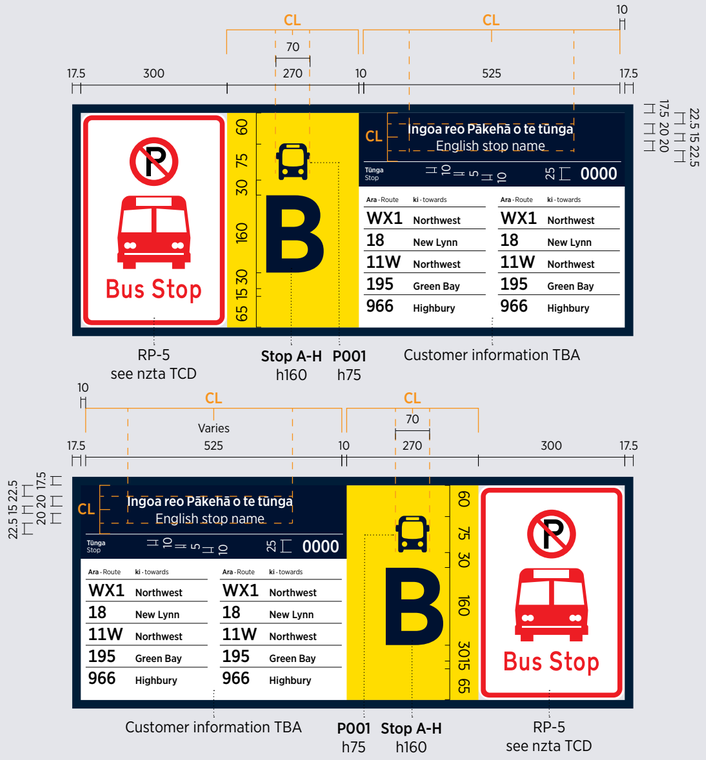
### Pictogram

- 75mm high




**This sign type is under development.**

Please contact one of AT's Wayfinding Project Managers if this sign is required for your project.




Scale 1:10

# ST-1266 Busway Stop Flag

## Purpose

To identify a busway stop and the services that depart from it.

## Typical location

- Suspended from a busway interchange shelter
- This version is for stops that don't require an integrated RP-5 parking sign

## Sign faces

- x2

## Graphic Set-out

### Primary message (Stop letter)

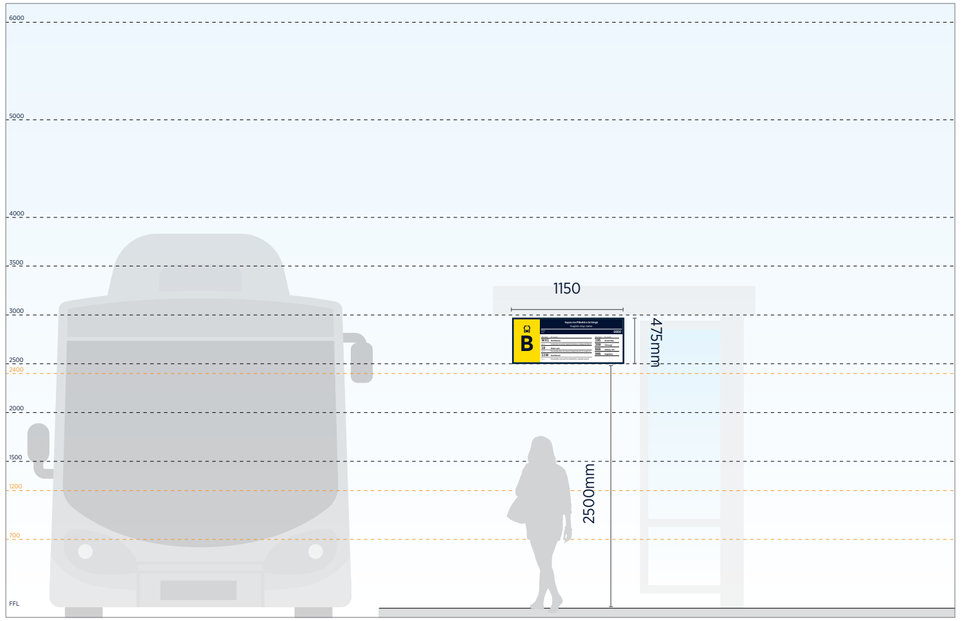
- 160mm cap-height
- Gotham Narrow Bold

### Secondary message

- 20mm cap-height

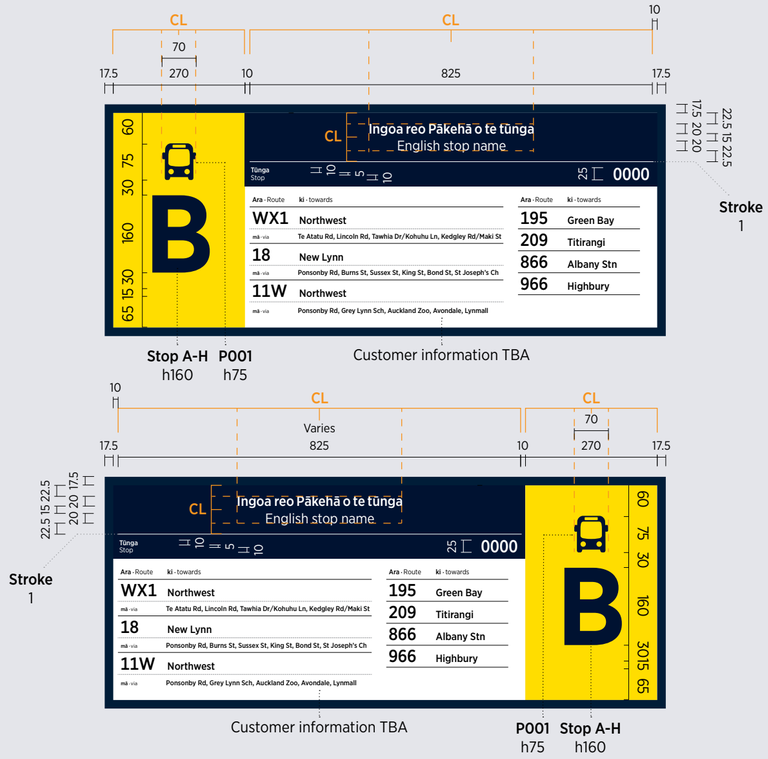
### Pictogram

- 75mm high




**This sign type is under development.**

Please contact one of AT's Wayfinding Project Managers if this sign is required for your project.




Scale 1:10

# ST-1267 Bus Stop ID (PID)

## Purpose

To identify which bus stop the PID is displaying service information for.

## Typical location

- Integrated with a PID suspended in transport hub bus shelter

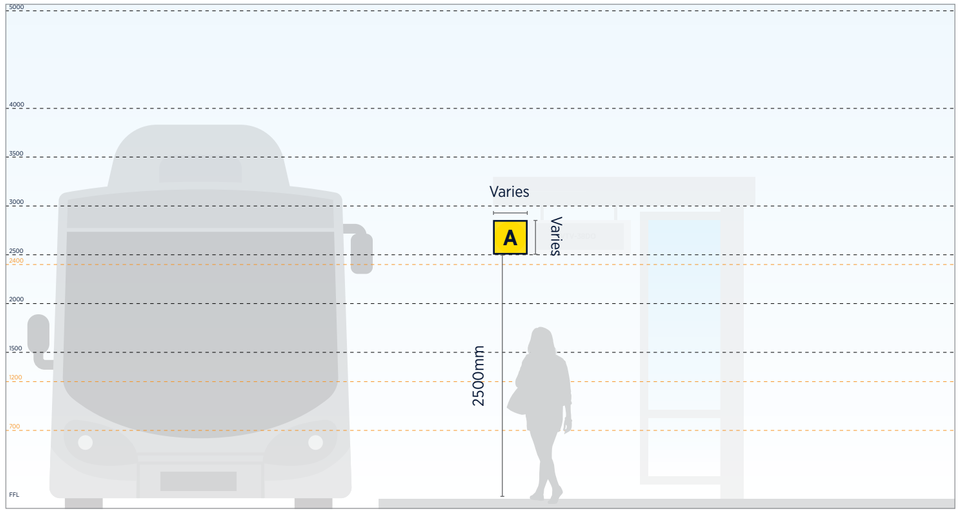
## Sign faces

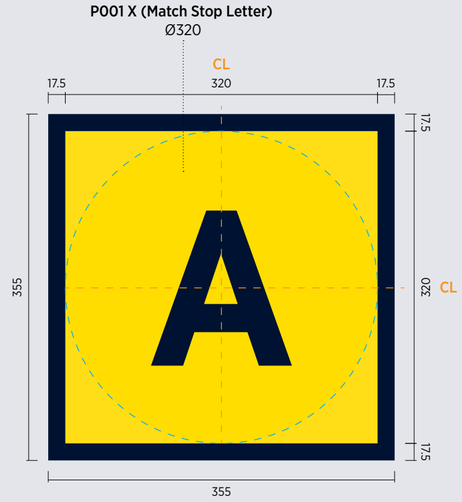
- x2

## Graphic Set-out

### Pictogram

- 320mm wide x 320mm high




Scale 1:5

# ST-1280 Accessible Audio Information Sign

### Design reference

Blind Low Vision NZ Accessible Signage Guidelines (Third Edition - December 2018)

Blind Low Vision NZ Clearing our Way Guide (August-2021)

### Purpose

To identify button for accessible audio information.

### Typical location

- Directly under a PID
- Within 50mm of Accessible Audio Button

### Sign faces

- x1

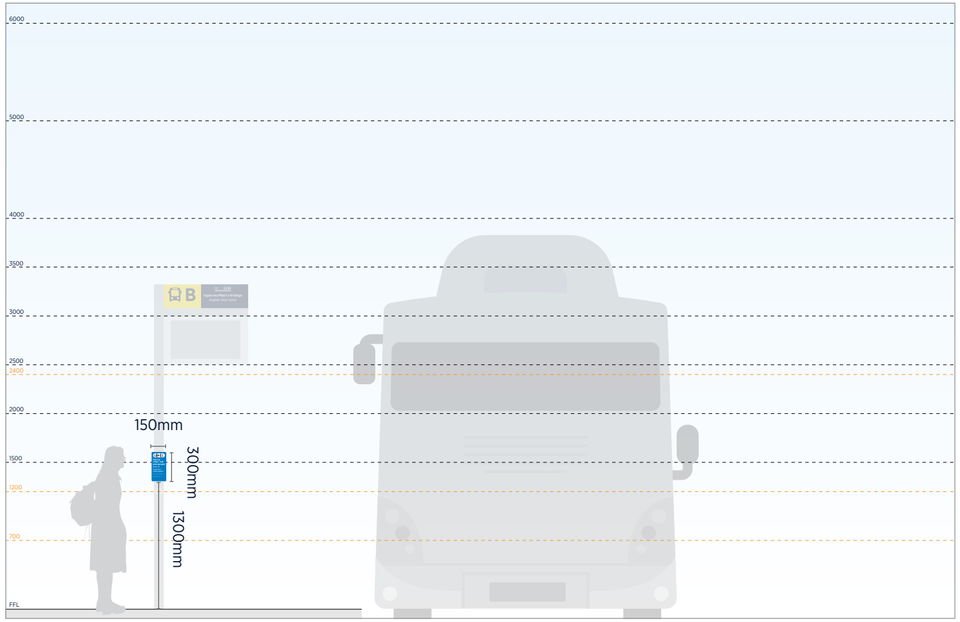
### Graphic Set-out

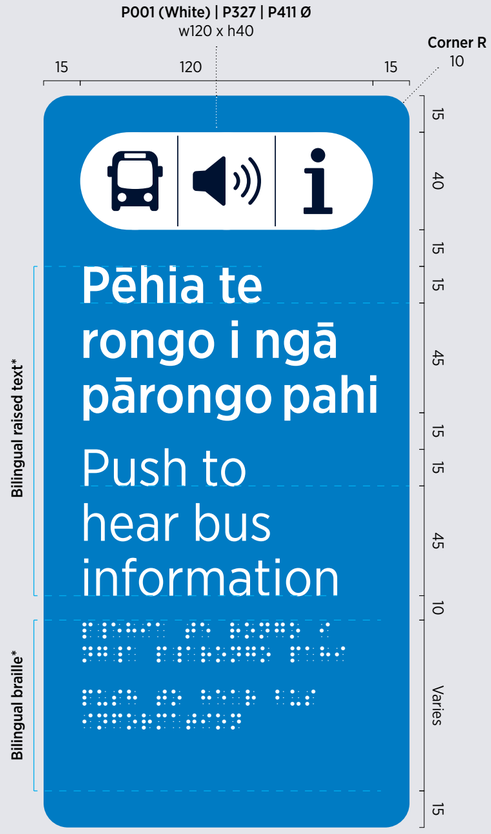
### Primary message

- 15mm cap-height

### Braille and Tactile

- Braille and raised tactile letters to be produced in English language and te reo Māori, and must meet Blind Low Vision NZ specifications




***Raised text and braille indicative only** See: **Accessible Signage Guidelines** (Blind Low Vision NZ) for production guidance

# ST-1281 Accessible Stop ID Sign

### Design reference

Blind Low Vision NZ Accessible Signage Guidelines (Third Edition - December 2018)

Blind Low Vision NZ Clearing our Way Guide (August-2021)

### Purpose

To identify the stop number of a bus stop.

### Typical location

- At an accessible height (1200mm to bottom of sign from Finished Floor Level (FFL)
- Attached to the bus stop flag post

### Sign faces

- x1

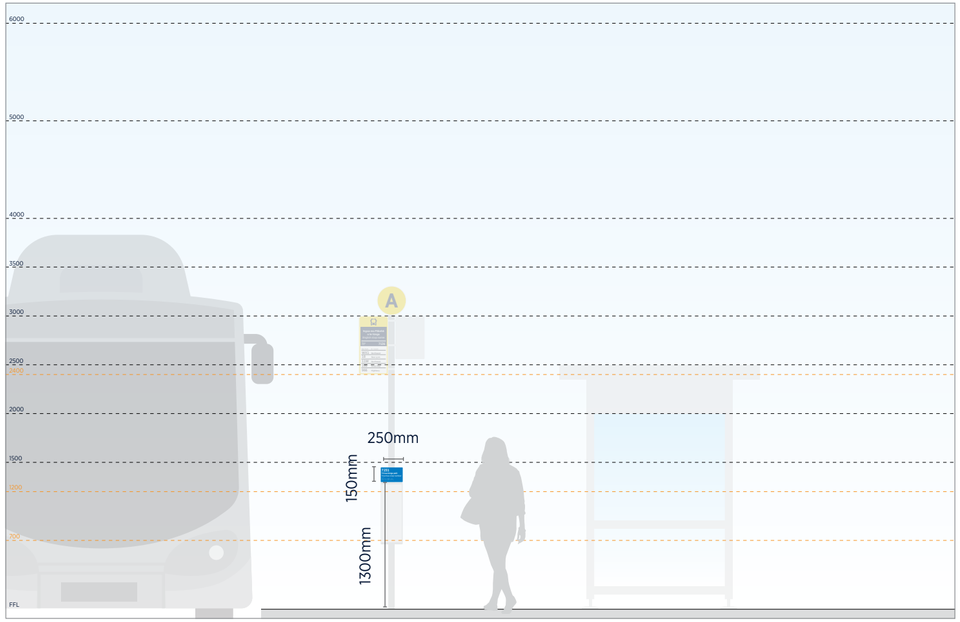
### Graphic Set-out

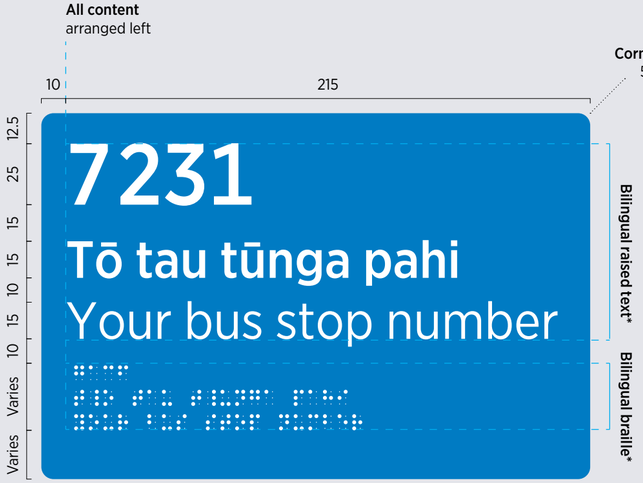
### Primary message

- 25mm cap-height

### Braille and Tactile

- Braille and raised tactile letters to be produced in English language and te reo Māori, and must meet Blind Low Vision NZ specifications




***Raised text and braille indicative only** See:
**Accessible Signage Guidelines** (Blind Low Vision NZ)
for production guidance

# ST-1291 Shelter Glass Behaviour Vinyl (Stop)

### Purpose

To communicate safety and behavioural messages.

### Typical location

– On glass return at the ends of shelters

### Sign faces

– x2

### Graphic Set-out

### Arrow/pictogram

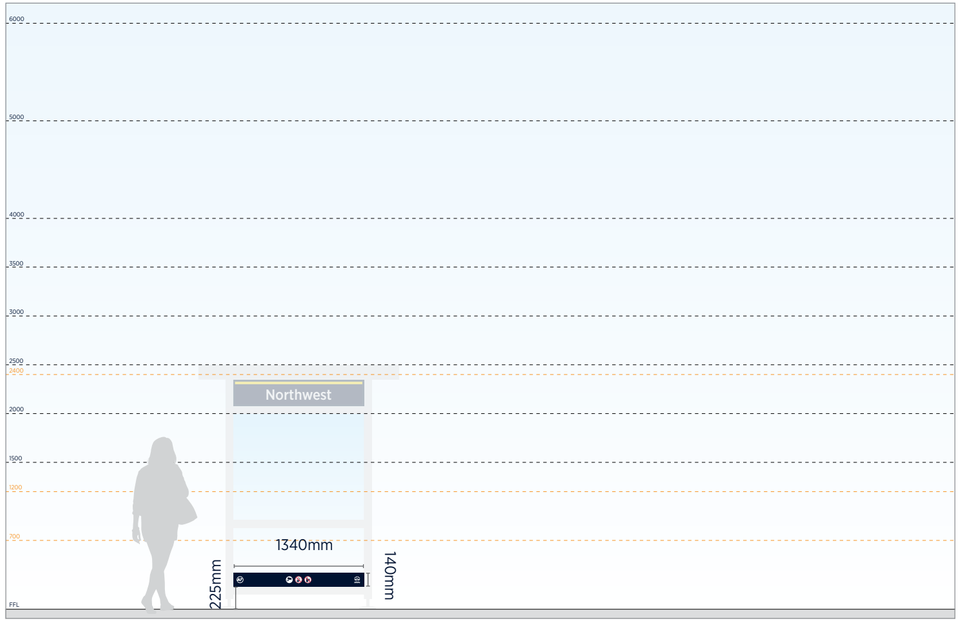
– 70mm wide x 70mm high

### Attribution Logos

– 70mm wide x 70mm high

### Note:

Please use hearing loop option where a telecoil is installed. Please use offset ends where combined with ST-1092 Shelter Glass Manifestation Vinyl.





Scale 1:10

# Ferry specific sign types (ST-1300+)

## Overview

# Ferry (1360-99)

## ST-1360 Ferry Terminal ID Sign (Pier)

### Purpose

To identify the ferry terminal and the other services at the terminal

### Typical location

– On the wharf where the ferry berths.

### Sign faces

– x1-2

### Graphic Set-out

### Primary message

– 105mm cap-height

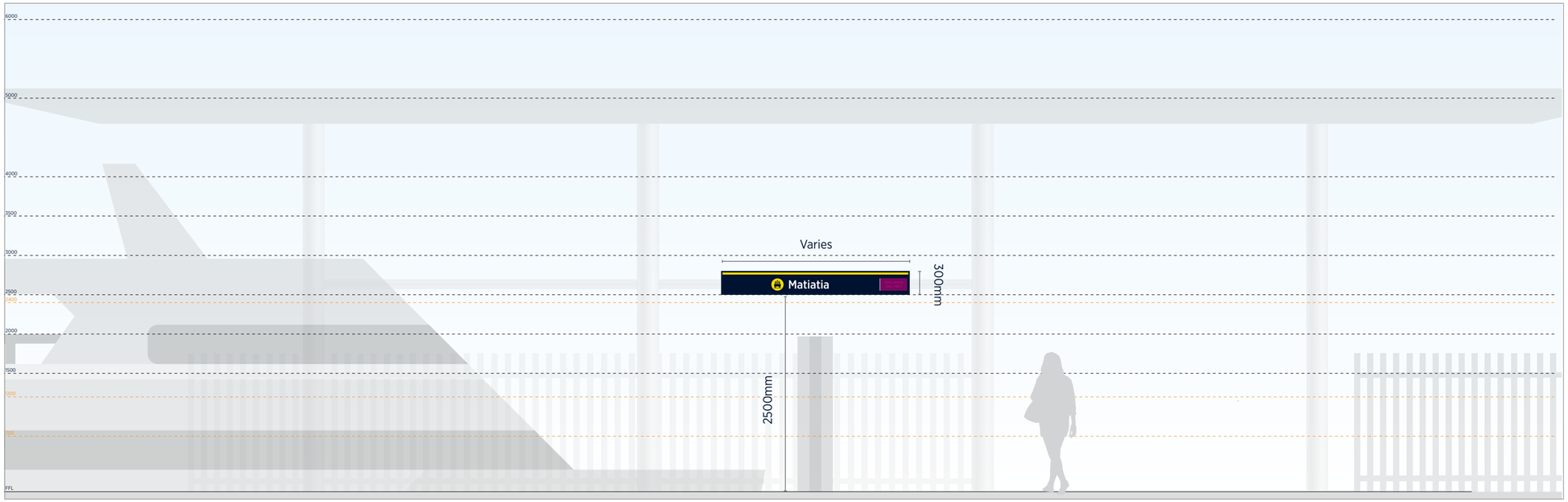
### Secondary message

– 95mm cap-height


**This sign type is under development.**

Please contact one of AT's Wayfinding Project Managers if this sign is required for your project.

Scale 1:20



# ST-1361 Ferry Terminal ID Sign (Flag)

### Purpose

To identify the wharf as part of the ferry terminal and to direct around the wharf.

### Typical location

- Post mounted projecting
- External wharfs and areas where the piers don't need to be accessed through a terminal building

### Sign faces

- x2

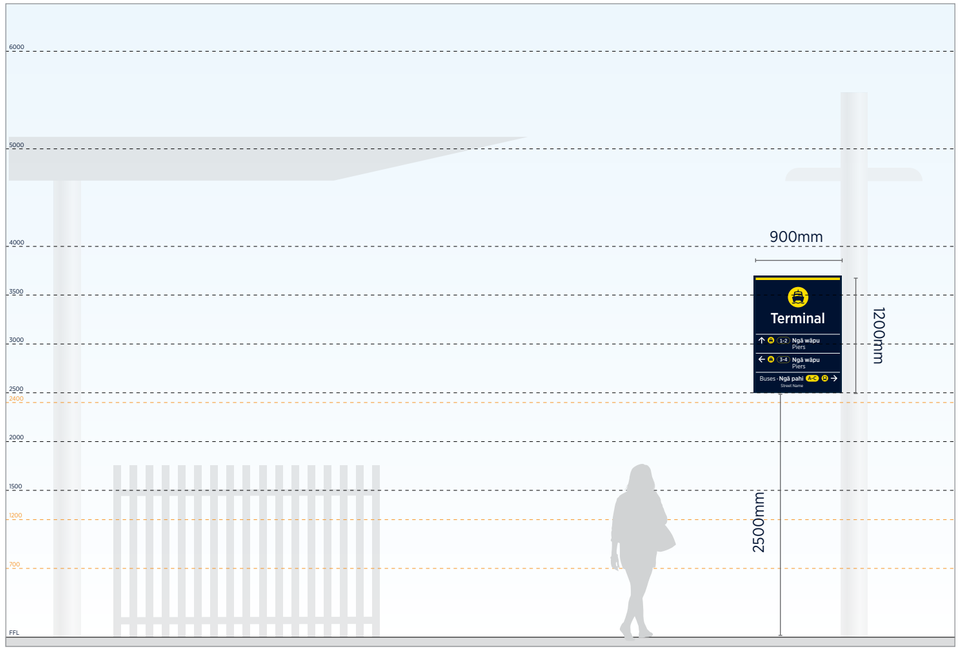
### Graphic Set-out

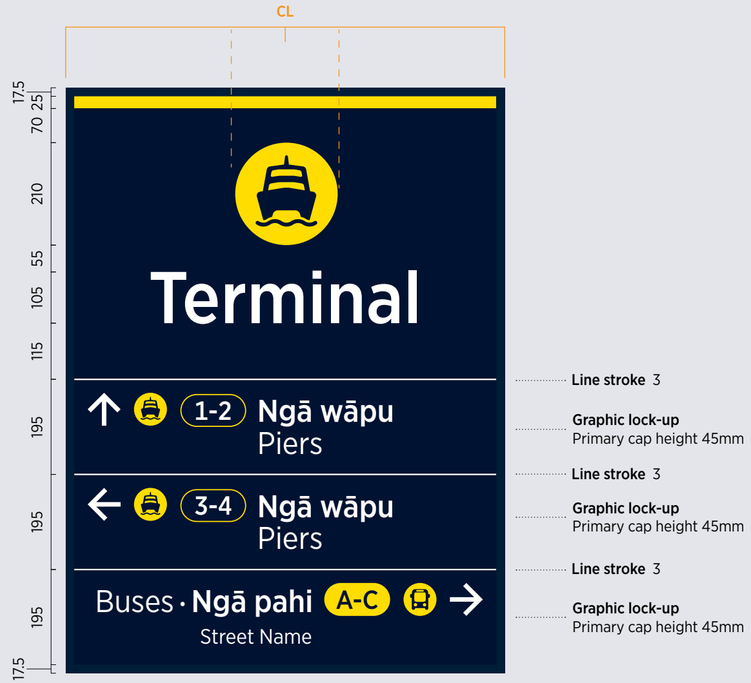
**Primary message**
- 105mm cap-height

**Secondary message**
- 45mm cap-height

**Primary pictogram**
- 210mm wide x 210mm high

**Secondary Arrow/pictogram**
- 67.5mm wide x 67.5mm high




Scale 1:10

# ST-1362 Pier ID Number Sign (Freestanding)

**Purpose**

To identify an individual pier

**Typical location**

- Piers within a large ferry terminal

**Sign faces**

- x4

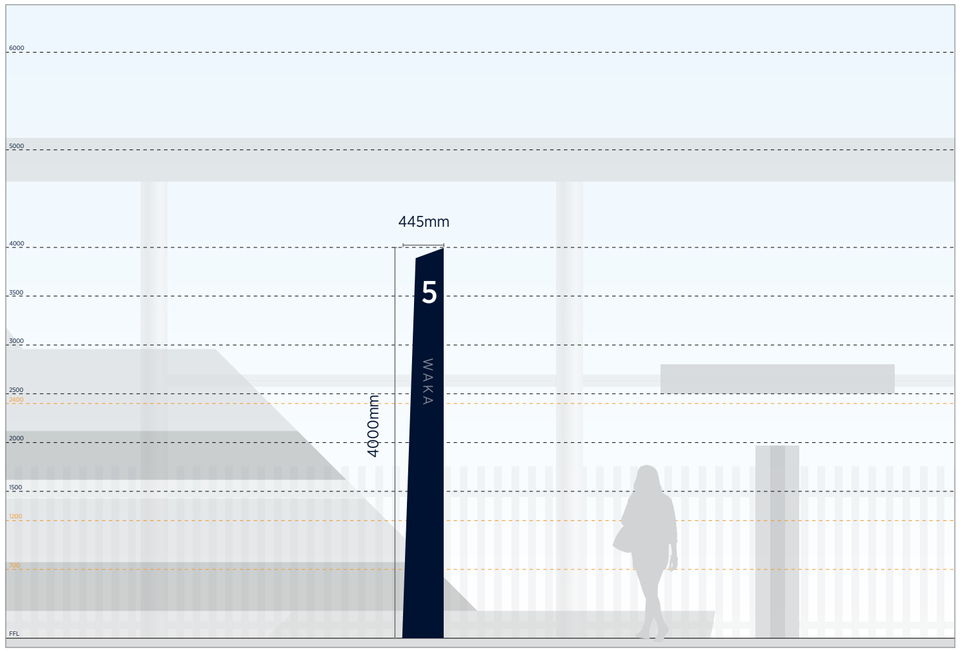
**Graphic Set-out**

**Primary message**

- 225mm cap-height

**Secondary message**

- 95mm cap-height





Scale 1:20

# ST-1363 Pier ID Number (PID)

### Purpose

To identify the pier the integrated PID is displaying ferry information about.

### Typical location

– Integrated with the Piers PID

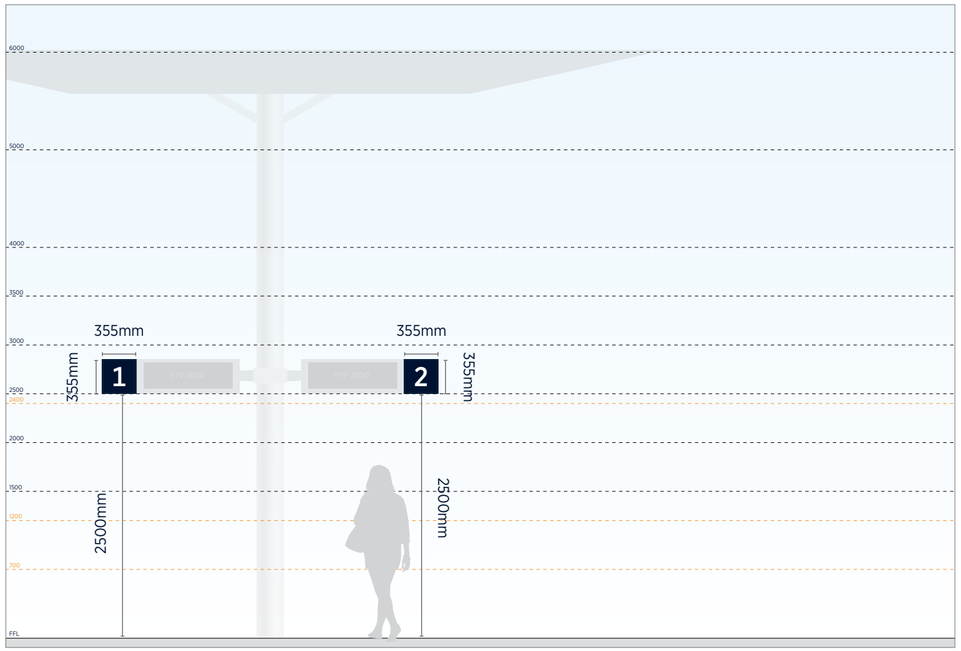
### Sign faces

– x2

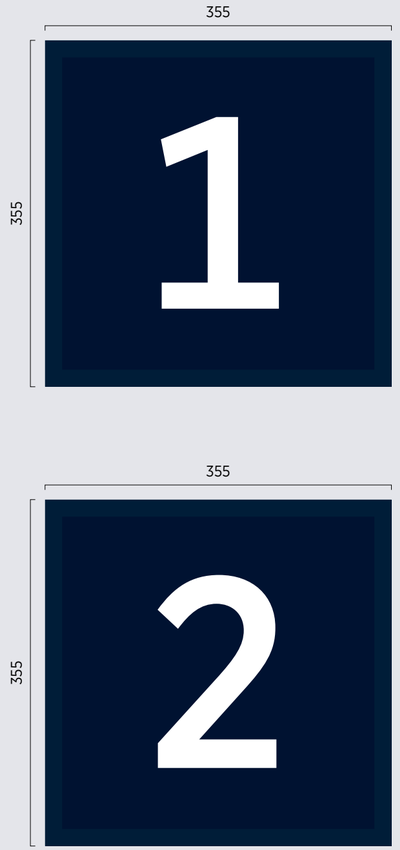
### Graphic Set-out

### Primary message

– 195-300mm cap-height (depending on the PID size)




**For PID**
VTV 38DO
see sign file to match other PIDs




Scale 1:5

# ST-1364 Pier ID Number Vinyl

**Purpose**

To identify the pier a passenger has arrived at

**Typical location**

– On glass shelter panels at small terminals that don't have other ways to identify the pier.

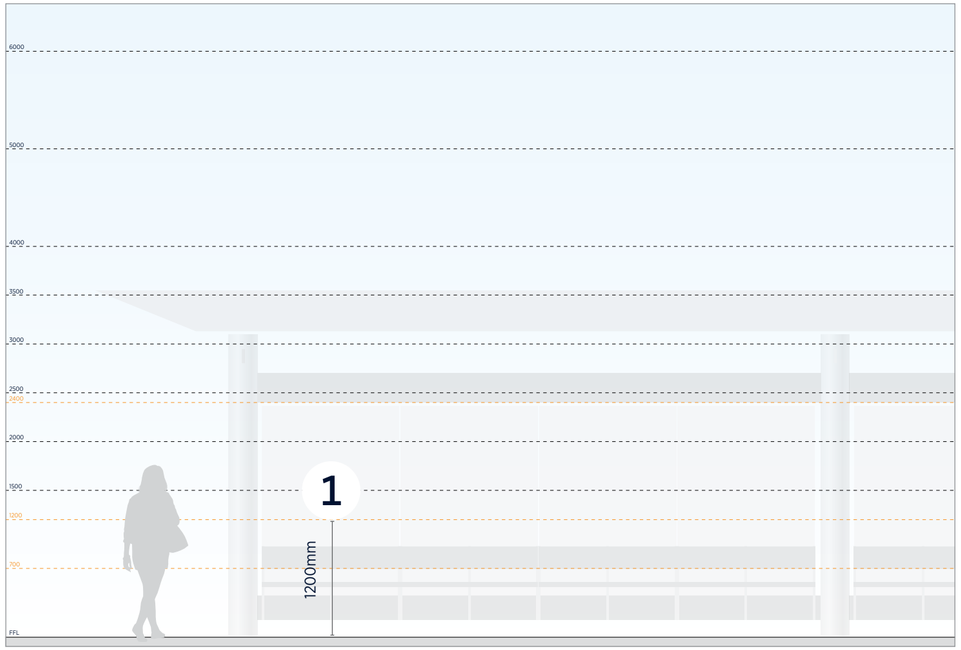
**Sign faces**

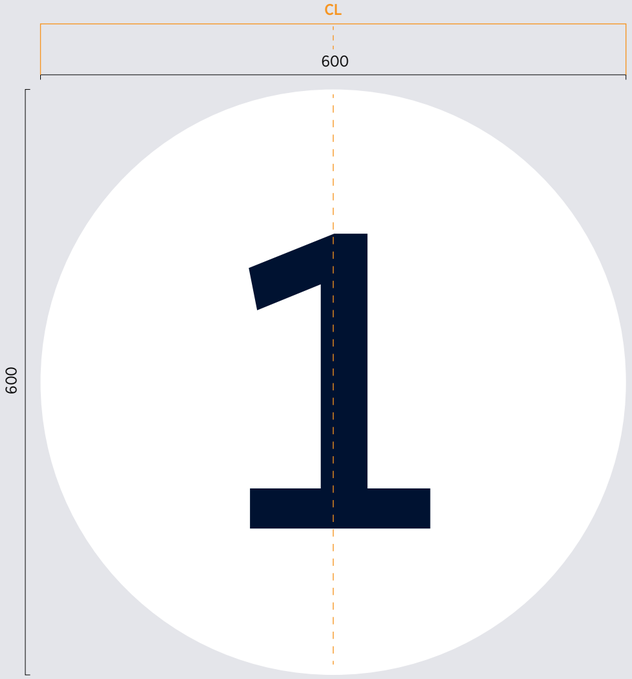
– x2

**Graphic Set-out**

**Primary message**

– 300mm cap-height




Scale 1:5

# ST-1365 Pier ID Number Range Vinyl

**Purpose**

To confirm which range of piers the passenger is approaching

**Typical location**

– On glazing within a large ferry terminal

**Sign faces**

– x1

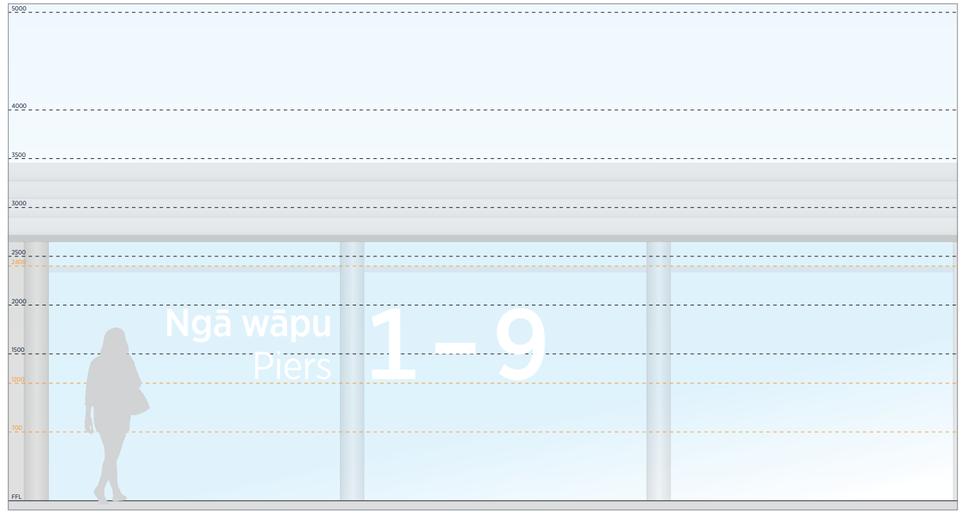
**Graphic Set-out**

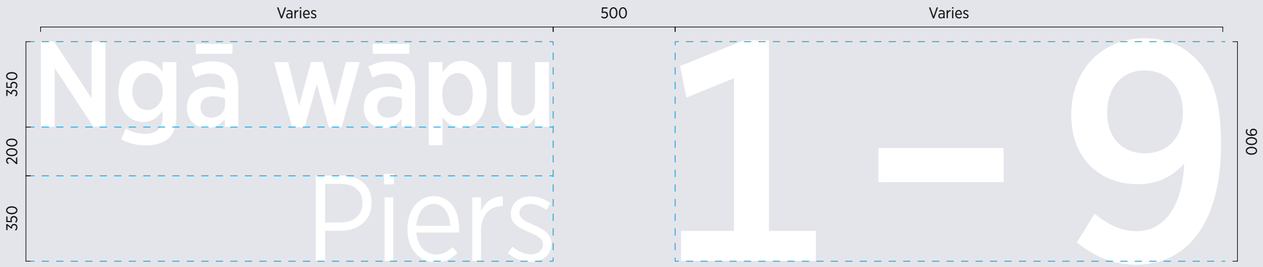
**Primary message**

– 900mm cap-height

**Secondary message**

– 350mm cap-height



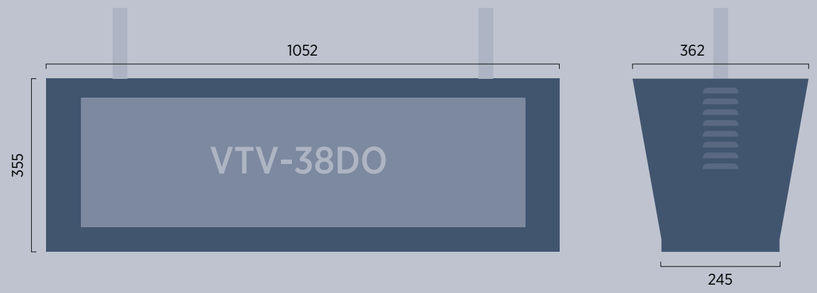

Scale 1:10

# Passenger info. display systems

## PIDS asset reference

Customer information and digital display of passenger information are covered in *Section 8. Customer information.* This asset reference is for space proofing and sight line reference.


| | |
|---|---|
| PID Size: | 1052mm L x 355mm H x 304mm D |
| Display: | 37.5” - Single Sided – Low Profile |
| Weight: | 50Kgs |
| Power Consumption: | 130 Watts |
| Network: | LAN (RJ45) Cat6 Ethernet or 4G Cellular |
| Brightness: | 3200 Nits |
| Resolution: | 1920 x 540 pixels |
| Standard Fixing: | 2 x M12 Threaded Rods (750mm Centers) - Flush Top Mount or Hanging |
| Purpose: | Bus, Train, Ferry Departures |
| Location: | Indoor or Outdoor |

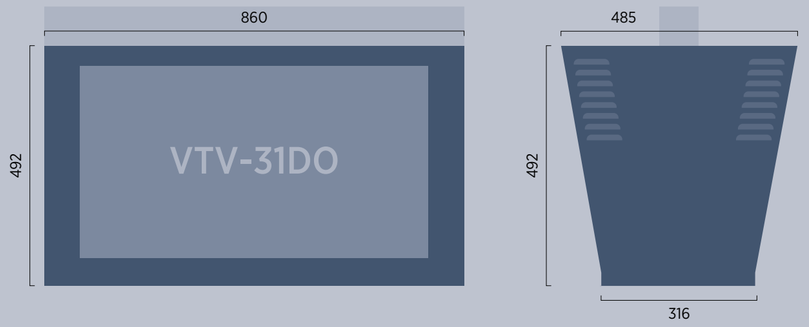



| | |
|---|---|
| PID Size: | 1052mm L x 355mm H x 362mm D |
| Display: | 37.5” - Double Sided – Low Profile (single or dual PC options) |
| Weight: | 80Kgs |
| Power Consumption: | 250 Watts |
| Network: | LAN (RJ45) Cat6 Ethernet or 4G Cellular |
| Standard Fixing: | 2 x M12 Threaded Rods (750mm Centers) – Flush Top Mount or Hanging |
| Brightness: | 3200 Nits |
| Resolution: | 1920 x 540 pixels |
| Purpose: | Bus, Train, Ferry Departures |
| Location: | Indoor or Outdoor |

Scale 1:10

# PIDS asset reference


| | |
|---|---|
| PID Size: | 860mm L x 321mm H x 492mm D |
| Display: | 31.5" - Single Sided |
| Weight: | 40Kgs |
| Power Consumption: | 170 Watts |
| Network: | 4G Cellular or LAN (RJ45) Cat6 Ethernet |
| Brightness: | 2800 Nits |
| Resolution: 1 | 920 x 1080 pixels |
| Standard Fixing: | 4 x M10 Bolts – Dual Side Fixings via CSLI supplied Post and Bracket |
| Purpose: | Bus, Train, Ferry Departures |
| Location: | Indoor or Outdoor |




| | |
|---|---|
| PID Size: | 1052mm L x 355mm H x 362mm D |
| Display: | 37.5" - Double Sided – Low Profile (single or dual PC options) |
| Weight: | 80Kgs |
| Power Consumption: | 250 Watts |
| Network: | LAN (RJ45) Cat6 Ethernet or 4G Cellular |
| Standard Fixing: | 2 x M12 Threaded Rods (750mm Centers) – Flush Top Mount or Hanging |
| Brightness: | 3200 Nits |
| Resolution: | 1920 x 540 pixels |
| Purpose: | Bus, Train, Ferry Departures |
| Location: | Indoor or Outdoor |

Scale 1:10

# PIDS asset reference


| | |
|---|---|
| PID Size: | 975mm L x 565mm H x 75mm D |
| Display: | 43" - Single Sided |
| Weight: | 35Kgs |
| Power Consumption: | 95 Watts |
| Network: | LAN (RJ45) Cat6 Ethernet or 4G Cellular |
| Brightness: | 800 Nits |
| Resolution: | 1920 x 1080 pixels |
| Standard Fixing: | Wall Fixed via supplied 10-degree angled Wall Bracket |
| Purpose: Bus, | Train, Ferry Departures, CSC Advertising |
| Location: | Indoor |


| | |
|---|---|
| PID Size: | 1255mm L x 725mm H x 75mm D |
| Display: | 55" - Single Sided |
| Weight: | 50Kgs |
| Power Consumption: | 120 Watts |
| Network: | LAN (RJ45) Cat6 Ethernet or 4G Cellular |
| Brightness: | 800 Nits |
| Resolution: | 1920 x 1080 pixels |
| Standard Fixing: | Wall Fixed via supplied 10-degree angled Wall Bracket |
| Purpose: Bus, | Train, Ferry Departures, CSC Advertising |
| Location: | Indoor |

Scale 1:10

# PIDS asset reference


| | |
|---|---|
| PID Size: | 1710mm L x 990mm H x 80mm D |
| Display: | 75" - Single Sided |
| Weight: | 90Kgs |
| Power Consumption: | 155 Watts |
| Network: | LAN (RJ45) Cat6 Ethernet or 4G Cellular |
| Brightness: | 800 Nits |
| Resolution: | 3160 x 2160 pixels |
| Standard Fixing: | Wall Fixed via supplied 10-degree angled Wall Bracket |
| Purpose: | Bus, Train, |

Scale 1:10

# PIDS asset reference


| | |
|---|---|
| PID Size: | 2248mm L x 545mm H x 195mm D |
| Display: | 68" - Double Sided |
| Weight: | 150Kgs |
| Power | Consumption: 160 Watts |
| Network: | LAN (RJ45) Cat6 Ethernet or 4G Cellular |
| Brightness: | 800 Nits |
| Resolution: | 3160 x 1080 pixels |
| Standard Fixing: | Ceiling Hung or Counterbalanced from screen side |
| Purpose: | Bus, Train, Ferry Departures |
| Location: | Indoor |

Scale 1:10

# 12

# Te hīkoi me te paihikara
# Walking and cycling

This chapter covers the detailed wayfinding strategies required to support the diverse needs of Auckland's active mode customers.

Included in this chapter will be a detailed cycle specific strategy as well as wider support for pedestrians, scooter riders, and other active navigators of the city.

This section will be delivered separately at a later date.

# 13

# Ngā tohu a ngā mana whenua
# Mana whenua signs

This chapter provides designs and guidance on wayfinding signs that support locations of mana whenua significance across Tāmaki Makaurau.

This section will be delivered separately at a later date.

# 14

# Ngā tūnga mō te waka me te motokā
# Vehicles and car parks

This chapter will provide signage and wayfinding strategy for the various vehicle modes that AT supports. This includes car parking, ride-share, taxis and private vehicle touch-points with the network.

This section will be delivered separately at a later date.

# 15

# Te toro wāhi mō te wā poto me ngā raruraru
# Temporary and disruptions wayfinding

This section will provide the necessary tools and information required to create temporary signs that respond effectively to both planned and unplanned alterations and disruptions to customer journeys.

This includes support for wayfinding signs as well as the additional customer information and mapping requirements that customers need to help understand changes to their environment.

This section will be delivered separately at a later date.