



Transport Design Manual

Signage



20:18:42

Line	Destination	Platform	Time
1014	BRISBANE VIA NEWCASTLE	1	01
2017	PAPAKURA VIA PARRAMATTA	2	01
216	BRISBANE VIA PARRAMATTA	1	01
224	BRISBANE VIA NEWCASTLE	2	01
224	PAPAKURA VIA NEWCASTLE	2	01

REPORT on Time to moving along the platform and on Page 1 of 9

Lift Trains



Introduction



This section details the purpose of this document and who should use it.

It also explains the principled approach that underpins all parts of a project. These guiding principles are at the heart of the system and affect every part of it.

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1.0

Wayfinding systems play a vital role in cities. They help residents and visitors move through spaces confidently and easily. Consistent designs, colours and placement of signage contribute to a region's unique brand and pride of place.

The role of wayfinding systems in placemaking is subtle yet unambiguous, providing a clarity and cohesion that grows over time into shaping a recognisable sense of identity. This is Auckland.

This is a part of who we are.

Introduction

1.1 Purpose of this manual

This manual will enable the Auckland Council family to deliver a consistent suite of signage across the Auckland region.

A simpler wayfinding system with enhanced information will be more user friendly, contributing to Auckland being a more liveable city.

The aim is to help:

- Identify and connect places in and around the city
- Build people's confidence to walk, cycle or use public transport
- Reassure and encourage Aucklanders and visitors to explore the urban environment
- Reduce reliance on private cars, encouraging sustainable travel and healthier lifestyles
- Declutter the urban landscape
- Stimulate economic growth and promote social inclusion.

Signs play a key role in a wayfinding system and this document refers primarily to the medium of signage in the Auckland Transport (AT) network.

The guidelines in this manual include detailed specifications for the look and layout of:

- Pedestrian signs
- Cycling signs
- Public transport signage – bus, train and ferry
- Information signs for motorists, e.g. street name signs.

The new regional signage system is being designed for future integration of new technology (e.g. digital and audio), as it becomes more accessible.



This chapter provides guidance on signage that assists people with wayfinding in the Auckland region – on public transport, on foot, by bicycle or in cars.

The guidelines have been developed to bring clarity and consistency to the provision of information across these transport modes.

1.2 What is wayfinding?

Wayfinding is how people find their way around an environment – whether they are strangers to the place, or residents needing information on using public transport or unfamiliar facilities.

Wayfinding systems identify and connect places in and around the city. They build people's confidence to get out and explore the city on foot, by bicycle or by using public transport rather than relying on private cars – encouraging sustainable travel and healthier lifestyles. Navigating transport environments independently also reduces reliance on transport staff, allowing them to use their time more productively.

Wayfinding systems stimulate economic growth by drawing visitors to the city. They promote social inclusion by using formats that are accessible to people with impaired mobility or vision.

1.3 Who should use this manual

This manual is designed to be used by:

- Facilities managers
- Project managers – major and minor capital projects, and road maintenance
- Signage contractors
- General operational staff needing signs updated or installed
- Graphic designers – in-house or contractors
- The 21 local boards of Auckland Council.

The guidelines are not designed for use by businesses, and business or residents' associations, or individuals. Any of these groups should approach their local board in the first instance to discuss their proposals.

1.4 Background and scope

The Regional Signage Project was an integral component of Auckland Council amalgamation in 2010. Each of the legacy councils had its own set of design guidelines and many capital projects had also created their own designs. It was recognised that signage around the region was inconsistent and incomplete. Our customers experienced a cluttered landscape with confusing signs that no longer reflected Auckland's brand, growth and aspirations.

Like the Unitary Plan, which provides one set of rules for planning, the Regional Signage Project is an opportunity to bring the region together by introducing a multi-modal signage system that makes sense to everyone. The project showcases a significant and positive change resulting from amalgamation.

A decision was made at council and council-controlled organisation (CCO) chief executive level for AT to lead this project as the majority of signs are under its governance.

The strategy is for Auckland to be one of the first cities to implement a comprehensive, holistic wayfinding system that covers the four key modes of walking, cycling, vehicles and public transport.

This is in line with AT's mission: 'Working together to deliver safe, innovative and sustainable transport for a great city', and complement's Mayor Phil Goff's vision for Auckland 'of a modern city that is diverse, inclusive and dynamic'.

The goals were:

- Design a customer-centric connected city with a consistent look and feel
- Connect Auckland with a single wayfinding system brand
- Declutter the landscape
- Promote active travel and healthy lifestyles
- Support Auckland's regeneration, particularly in the city centre
- Demonstrate the benefits of cross-council agency initiatives with a strong customer focus
- Develop a mapping solution that allows a standard look and feel for all maps on all media.

Development of the new guidelines was informed by a study of best practice wayfinding systems in other major world cities, and local research to find out what users' needs are. Pilot projects enabled testing and modification, based on feedback.



1.5 Making signage accessible for everyone

The new Wayfinding system incorporates Universal Design principles. These principles ensure that all signage in Auckland will be accessible to the greatest possible extent by all people regardless of their age or ability. The principles simplify life for everyone: if the signage is easy for a person who is vision-impaired, it will be easy for all of us to read.

The principles go beyond making signage barrier-free to including aesthetics as a core consideration.

We followed a robust accessibility approach, as follows:

1. Engagement with the AT-facilitated regional accessibility group, the Public Transport Accessibility Group (PTAG), to review the proposed designs.
2. Review of designs by the New Zealand Blind Foundation.
3. Adjustments to designs, based on feedback.
4. Once trial signs were installed, an external journey tester was contracted to assess the pilot project.
5. All feedback was evaluated and 99% of it incorporated into the updated designs.

The key feedback we took on board was to increase font sizes and improve the legibility of maps. The consultation process throughout was a positive experience. The project team valued all the input from the disability advisory groups and this has resulted in best practice signage.

The guidelines cover wayfinding and directional signage for:

- Transport modes – walking and cycling signs and routes, public transport and motorists, e.g. street name signs
- Places where transport interacts – road corridors, parks, public transport facilities, cycleways etc.

Exceptions are:

- Place names, e.g. libraries, regional facility names
- Regional facilities
- Regional parks
- Commercial signage
- Special events
- Internal signage within the council and council controlled organisation (CCO) staff buildings.

The design elements in this manual are mandatory and must be followed whenever signage is being designed, manufactured or installed.

Each section of this manual has a business owner within the council group. No changes can be made to any aspects of the suite of signs given in this manual unless approved by the business owner. There is a defined process for requesting changes that can be found using this [link](#).

1.6 Document structure

1. Introduction
2. Public transport modes
 - Train station planning
 - Bus station planning
 - Ferry terminal planning
3. Active modes
 - Pedestrian route planning
 - Cycleway planning
4. Airport
5. Off-street parking
6. Traffic
7. Harbourmaster
8. Mana whenua interpretive signage
9. Materials and specifications
10. Policies
11. Governance



1.7

This section describes the principles that guide good signage. In all cases where decisions have to be made about elements or situations that are not explicitly covered in this chapter, decisions must be guided by these principles.

Principles

1.7.1 Specifics of a good wayfinding system

A good wayfinding system:

- Is recognisable and consistent
- Is backed by plentiful on-the-ground research
- Is functional, accessible, seamless and interesting to a wide and varied audience
- Breaks complexity down into a series of connected stages and well-defined routes that are easy to navigate
- Has good placement. Signs stand out and can be seen from any angle or distance
- Enables anyone to reach their destination easily and quickly, by providing the cues and information on:
 - Where they are (position and context)
 - What transport modes and routes they can use to reach their destination
 - When they have reached their destination
- Declutters the urban landscape. It is simple and concise, providing just the right amount of information
- Provides maps and directories in public places to give a bird's eye view of the environment, for people to study in advance of their journey.

Recognisable and consistent

Unless you are an accidental tourist who enjoys wandering, the experience of being lost in a city generally creates anxiety. Not knowing what navigation aids to look for, or if there are any, wastes time and is stressful.

It should be easy for people to spot the wayfinding signs that are relevant to their journey. These signs allow people to move through spaces easily and with confidence – avoiding ambiguity.

Having a cohesive sign family with consistent colour, design, size and placement, and an Auckland-specific visual language, all helps to make signage instantly recognisable. When used over time, this familiarity and reliability offers comfort – the feeling that someone has walked in your shoes and already predicted your needs.

Use solid research

Good signage systems adopt the viewpoint of the customer, considering where they will be coming from, where they may want to go, entry and exit points, key decision points along the way and what information they will need at those decision points. Again, this functional usability inspires confidence.

Be seamless

We all have the experience of being overwhelmed by too much information. When complex journeys are broken down into a series of stages, the mind can let go of its instructional map and just focus on one step at a time.

Signs must be placed to connect places, enabling a seamless transition from one transport mode, system or area to another.

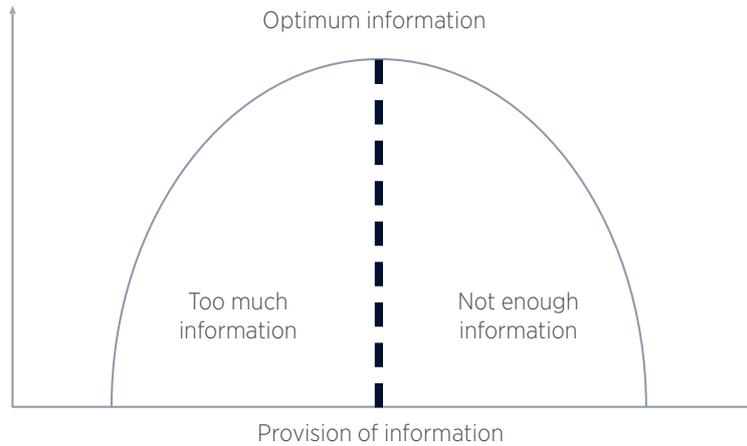


The seamless journey



Provide just the right amount of information...

...not too much to overwhelm and not too little to create confusion. The best wayfinding systems are simple, and use as little language as possible and limited navigation choices. Necessary information is brief, allowing people to find their destination while in a hurry or in the flow of traffic.



Present information clearly

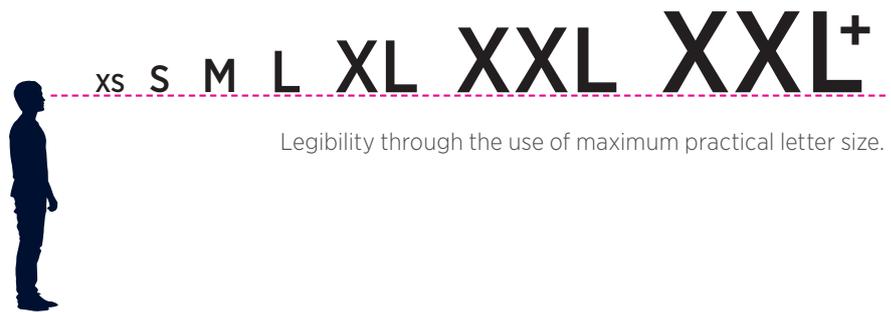
Signs must be placed in the best position to aid wayfinding, i.e. within the expected cone of vision for a person travelling on the route that the sign is intended for.

The information on signs must be logically and clearly structured. The design in these guidelines focuses on:

- Legibility**
 The format and layout of travel information has been designed to improve legibility, through the use of contrasting colours and the maximum practical letter and image size.
- Simplicity**
 The graphic templates have been developed to accommodate only important information.
- Use of graphics**
 Information is presented in graphic form wherever possible, as this is a universal language.



Legibility through the use of contrasting colours.



Legibility through the use of maximum practical letter size.



Use of icons, landmarks and illustrations for legible signage not based on textual language.



Simplicity through the use of important information and use of graphics in the form of icons.

Be inclusive

The wayfinding system must be as inclusive as possible by providing information in formats accessible to people with impaired mobility or vision.

When deciding on the appropriate size of signs and their content, bear in mind the distance from which the viewer will see the sign.

Be modular

A modular approach to signage allows for a multitude of applications. Modules allow similar signage to be used for different applications, and also make updates easy.

Be sustainable

Improving wayfinding in the Auckland region means installing a large number of signs, so it is important that these signs are sustainable. Materials used must be long-lasting and take into account environmental factors. Specifications for signs ensure manufacturers use the appropriate materials and processes for making signs.



Showing the bloom/blur test and large type for vision deficiencies.



Hierarchy of information showing the most important and immediate information most prominently. Providing the best and simplest way of transmitting the given information. The contents of the design displaying in as accessible a form as possible.



Clear and concise

Signs should be as clear as possible for as wide a variety of people as possible. Keep in mind that people using the signs may have English as a second language, be dyslexic, or have a visual impairment etc.

For this reason, signs should be written in plain English, avoiding jargon, legalese and pompous language. Signs work well when they can be read and understood in an instant. In practice this means using short, simple words and keeping messages as simple as possible. Keeping the number of words short also means that a larger font size can be used for better legibility.

For instance: incorrect ✘

vs: correct ✔

Notice To Customers

If there is a fire please use the nominated fire exit routes.

Use the fire alarm system (located at each exit) by breaking the glass and pressing the button.

Please do not use lifts, use stairways instead as this is safer.

By order, Auckland Transport.

In case of fire

Break glass to raise alarm

Walk don't run

Use stairs

For instance: incorrect ✘

vs: correct ✔

Access Lane

Reserved for the purpose of allowing power driven vessels and power driven vessels engaged in towing activities.

No swimming within access land while in use by power driven Vessels.

Access lane

Power driven vessels only

No swimming while lane in use

Consistent

Using consistent words and phrases across the signs helps avoid confusion. For instance, all train stations should be referred to as stations, not transport centres, hubs or interchanges.

See the list of standard words and phrases here [link](#).

Using consistent formatting also helps avoid confusion and gives a consistent appearance to the signs.

Style rules for text formatting:

Capitalisation

Only used for the first letter of proper nouns and the first word of a sign or sentence.

eg: Pick up & drop off ✓

vs Pick Up & Drop Off ✗

One exception to this is the Customer Service Centre ID sign. This has a capital letter for each word as it is the proper name of the centre.

Alignment

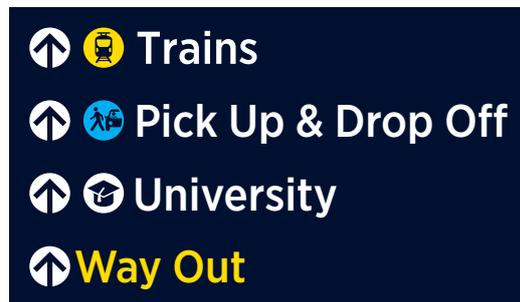
Left alignment should be used on all signs. The exceptions are ID signs such as the Platform ID, Station location ID, Customer Service Centres, tickets, and accessible door signs. These are all noted in the individual sign information within the graphic elements sections.

Spacing

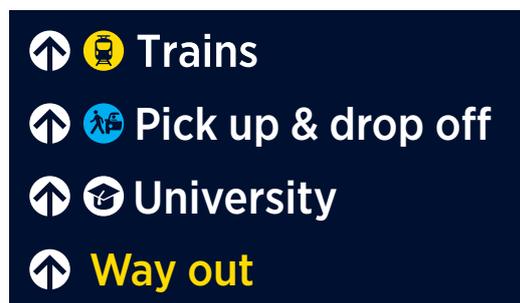
Specific rules of vertical line spacing also help to ensure the sign is as readable as possible.

More information on this can be found in the graphic application section.

Incorrect use of capital letters ✗



vs: correct ✓



One exception to the use of capital letters only on the first letter of each sentence or line, is the Customer Service Centre location ID sign as below.





Words and phrases

Use	Don't use	Note
Alcohol free	No drinking	
Bus Station		
Bus Stop		Manukau Bus station has bays, all other bus stops in the network are referred to as bus stop, or stop
Buses	Busses	
Buses replace trains	Rail replacement bus service	
CCTV Crime prevention cameras operation 24 hrs	CCTV cameras operating 24 hours	
Cty centre	"CBD, up town, mid town, downtown"	Instead of up, mid and down town use POIs such as Aotea Square, Britomart etc
Customer Service Centre	Ticket office	May be shortened to 'Tickets Information' on directional signs
Ferry terminal (or just 'Ferry')		Where space is limited 'Ferry' may be used on its own
Help	Assist	
Mall	Westfield Mall	No commercial names to be used
Mens toilet	"Male toilet, gents toilet"	
... only	Reserved for the use of ...	E.g. 'cardholders only' not 'reserved for the use of cardholders'
Pick up & drop off	Kiss n Ride	
Pier	"Wharf, gate, jetty, pontoon"	
Platform		
Please walk	Do not run	
Please walk your bike	Do not cycle	
Slow	"Slow down, go slow"	
Smoke free	No smoking	
Station	Train station	
Taxis	Cabs	
Waiting area	Waiting room	
Way out	Exit	"Exit" is reserved for fire exit signs"
Womens toilet	"Female toilet, ladies toilet"	



Public transport modes





This section introduces the core graphic elements of the public transport wayfinding standards. These elements, such as typeface and colour, are the most fundamental parts of the system.

They cannot be modified and must be used as directed.

In addition to the common elements, each specific family of signs, e.g. cycling, bus, has its own particular elements. These are described in the relevant sections later in the chapter.

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2.0

The AT Metro logo is the customer facing logo for public transport modes in Auckland. It will be used throughout the AT Metro network.

The grey half circles indicate the minimum clear space based on the AT roundel.

Padding = ½ width of AT roundel

Nothing should ever appear in this area. The clear space will increase or decrease in proportion to the logo size.

The operational logo should not be used smaller than 15mm high. In some situations the logo may need to be smaller than the minimum size. In this instance approval may be given on a case-by-case basis.

Graphic elements

2.1 AT Metro logo



Padding = ½ width of AT roundel



Generally the white mono AT Metro logo will be used because station signs will use a base colour of Ocean blue (C: 100 M: 65 Y: 22 K: 80).

Only the single colour version of the logo should be used on signage. This is to reduce visual clutter and maintain clarity on AT signs.



One colour logo on a white background.

Gotham Narrow

Our core typeface is Gotham Narrow. It's dynamic, clear and has a clean, crisp feel. All lettering within the sign system is carried out using this contemporary sans-serif typeface developed with legibility in mind.

Text should always appear in sentence case. Text all in upper case should be avoided, with the exception of the abbreviation AT, for Auckland Transport, in headlines, body copy and some cartography.

For sign use, specific rules of letter and word spacing have been developed to maximise legibility.

For wayfinding, Gotham Narrow medium is used. Other forms of Gotham Narrow such as book and bold may be used on specific signage; more detail on where this can be used is indicated in each relevant section.

Numbers

Numerals should use tabular lining in the open type settings. This produces numbers with a standard space between them. This helps when a passenger is comparing distances, prices, platform numbers, route numbers etc.

See graphic application section for further information.

2.2 Regional signage typeface

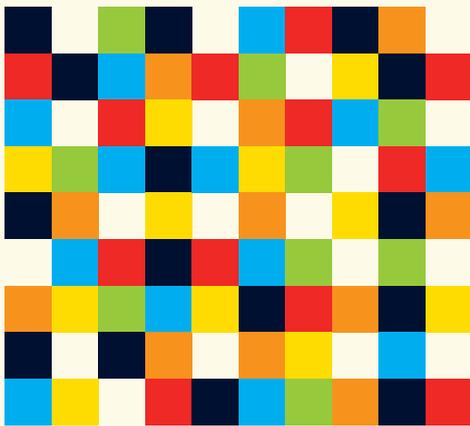
Gotham Narrow medium

Its clarity and legibility makes it a good choice for a range of wayfinding applications.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890\$&.,:;'()/-**



Tabular numerals



Our palette

The regional signage colour palette has been adjusted from Auckland Council's colours to improve legibility on signage.

Core colours

Ocean Blue (C: 100 M: 65 Y: 22 K: 80) and White maintain the link to the other CCOs and are the core colours used on signs.

Secondary colours

The secondary colours Green, Cyan, Yellow, Orange and Red have been added to produce a legible highlight when used on a background of Ocean Blue.

Yellow, Green and Cyan relate to specific transport modes:

Yellow: Public transport modes (bus, train and ferry)

Green: Active modes (walking and cycling)

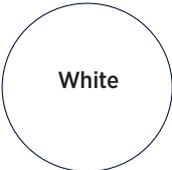
Cyan: Road modes (driving)

The two other colours are reserved for the following:

Red: Warnings

Orange: Attractions

2.3 Colour palette

 <p>Signage Ocean Blue</p>	   	 <p>PMS 539C</p>
 <p>White</p>	   	 <p>White</p>
 <p>Signage Active Green</p>	   	 <p>PMS 376C</p>
 <p>Signage Parking Blue</p>	   	 <p>PMS Cyan</p>
 <p>Signage Safety Yellow</p>	   	 <p>PMS 109C</p>
 <p>Signage Pohutukawa Flower Warnings</p>	   	 <p>PMS 485C</p>
 <p>Signage Commercial Orange</p>	   	 <p>PMS 144C</p>

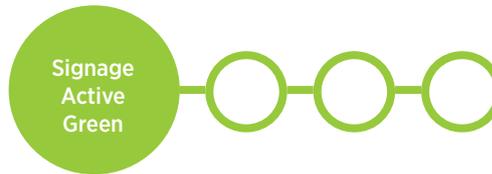
Train line colours

The line colour of travel routes contributes to the identity of the rail network. For simplicity some of the secondary colours have been attached to specific train lines.

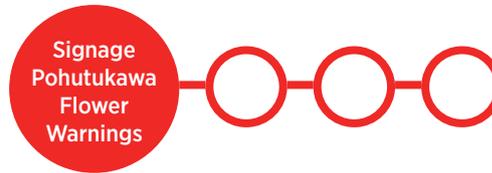
As this is sub-information specific to the rail network, it shouldn't create confusion with the top level of colour coding.

Future developments in the rail network may necessitate the adoption of additional colours, which will be incorporated into this manual as appropriate.

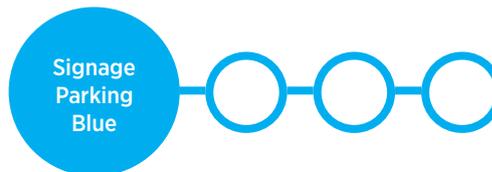
Western Line



Southern Line



Onehunga Line



Eastern Line





Arrows

Arrows are always used to indicate direction.

Public transport icons

The icons for public transport modes must always be used alongside the appropriate text. The interchange icons shown here are for use on signage; however, there is a simpler icon that is used on maps.

Active mode icons

Use these to indicate facilities specifically for pedestrians, cyclists or, on shared paths, for both.

Third party transport icons

Use these to indicate facilities for private vehicles, taxis etc.

Parking icons

Use these to indicate AT car parks, Park-and-ride and non-AT commercial car parks.

2.04 Icons

Key items and directions are supported on the signs by the use of internationally recognisable icons. This improves accessibility for speakers of other languages and reinforces key messages. Icons for items must appear next to the arrow icon so they can be understood without having to read the text. If a new icon is required, please submit a request to the Design Studio/regional signage project, as new icons and landmarks must only be created by these teams.





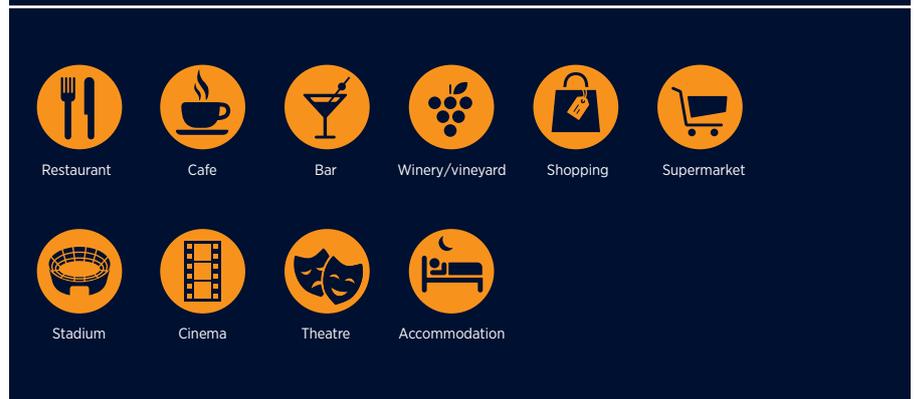
Service and facility icons

Use these to indicate a range of publicly accessible services and facilities.



Commercial icons

Commercial facilities/attractions are not used on station directional signs, but will be used on some maps in stations. Only use these to indicate a retail area rather than individual businesses.





In station and on bus and ferry icons

These are used on the interior of buses and trains – operators are given guidance on placement from the Design Studio. Some of these icons are also used on the station rules located at the entrances and in the station concourse.



Warning icons

Keep use to a minimum.

Using too many on one sign creates visual overload and results in all of them being ignored.



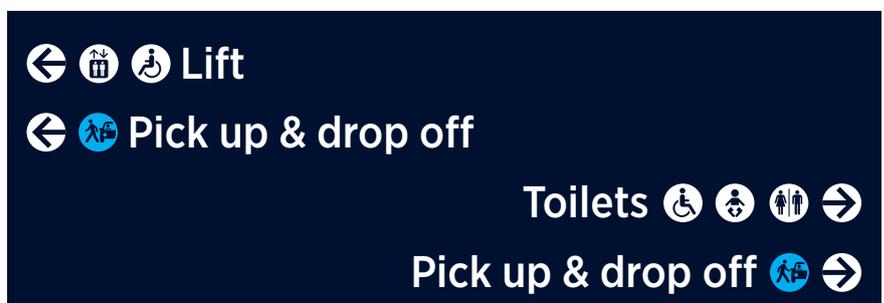


Direction of human icons

Where icons feature a side view of a person, the icon should be aligned so that the person is travelling in the direction of the arrow on the sign.



NOTE:
The human icons always face in the direction of the arrow.



When there is no directional arrow or the direction is straight ahead or down, the human icons will face to the right as here.



2.5

Cap height (Y) vs x height (x)

Across these guidelines font sizes are expressed in both lower case height (x) and capital height (Y).

The cap height of a typeface is measured by the distance from the baseline to the top of the capital letter.

The x height of a typeface is measured by the distance from the baseline to the top of the lower case letter.

Line spacing

Line spacing is based on the height of the lower-case letter 'x'.

One 'x' is the standard minimum between two lines of information. When information in more than one size of lettering is used, the larger 'x' height should be used to separate the two lines of differing size.

Secondary text in a message should be $\frac{2}{3}$ of the size of the primary text.

Graphic application

2.6 Typography and measurements



Text and icons

It is best practice to couple text with an icon (if there is an icon that matches in our suite). This creates a clear message that a viewer can understand, even if English is not their first language.

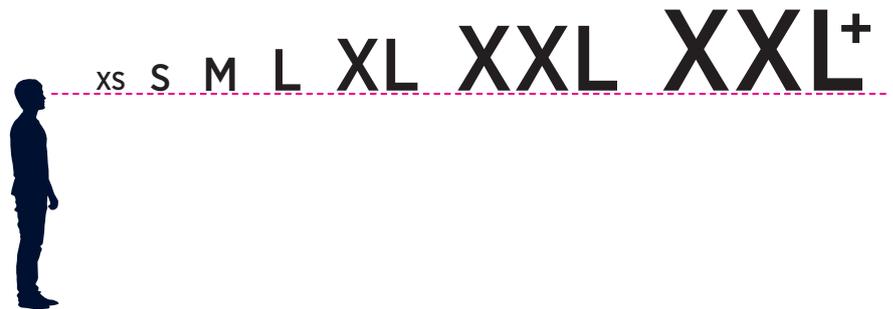
Icons are centred vertically on the capital letter of the text.

There are some guidelines to follow when using icons with text:

1. Text size is set by the viewing distance.
2. An icon's size is $1\frac{1}{4}$ of the capital letter height (Y)
3. The distance between an icon and text is $\frac{1}{3}$ of the width of an icon (i)
4. Minimum top and left margins are $\frac{1}{2}$ the width of an icon (i).

See also the arrangement for padding individual signs, at the end of this chapter.

1. Text size



2. Icon sizing: $1\frac{1}{4}$ of capital letter height (Y)



If (Y) = 8 then (i) = 10

3. Icon spacing: $\frac{1}{3}$ of icon width (i)



4. Minimum margin size: $\frac{1}{2}$ of icon width (i)



Vertical message spacing

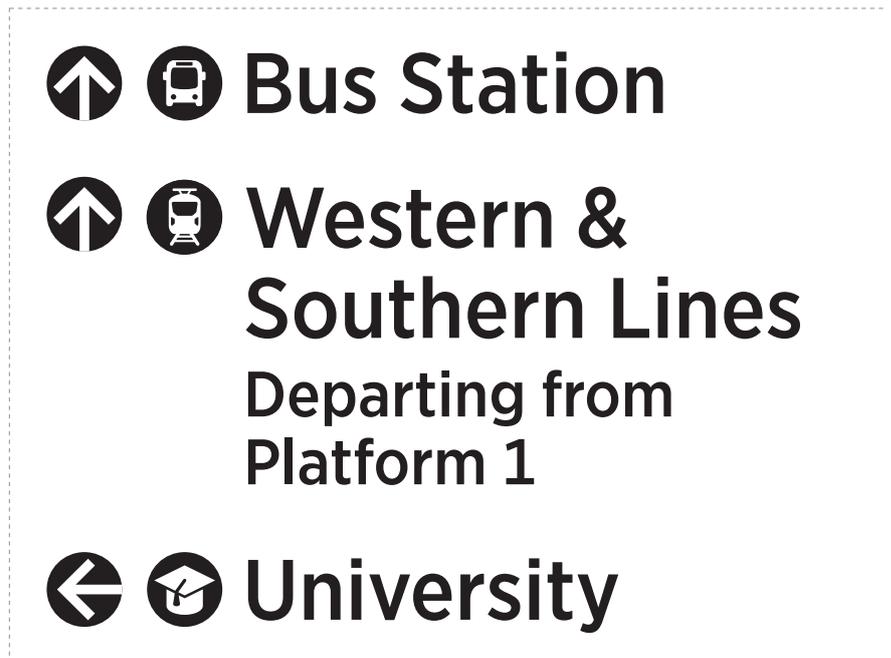
To separate messages vertically within one sign, use (i) or 1¼ capital letter height.

This distance is measured from the baseline of the previous line of text to the top of the capital letter (Y) of the next message.

The lower case height (x) will be used to separate lines within a message as explained previously in the line spacing section.



Sign edge

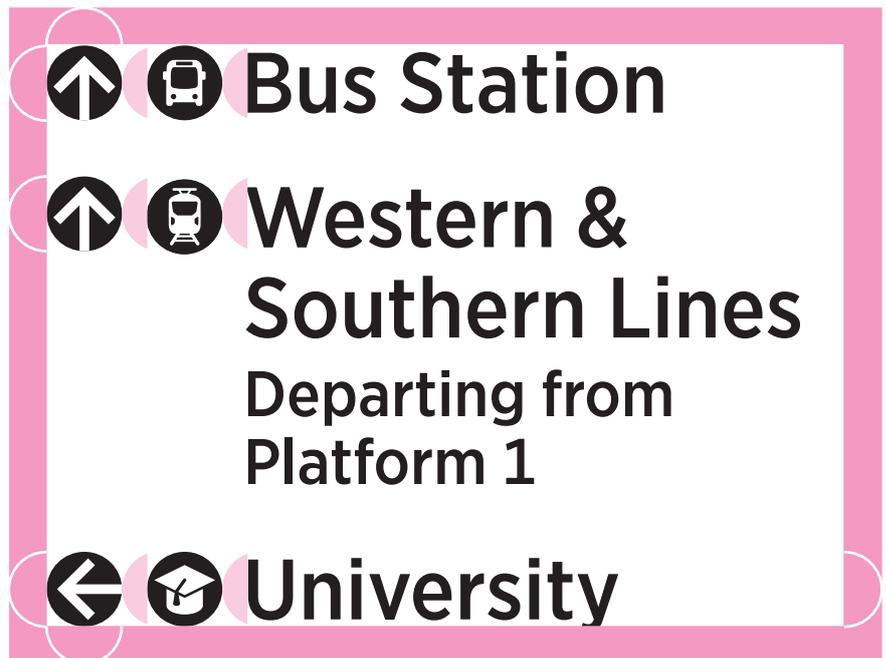


Panel padding

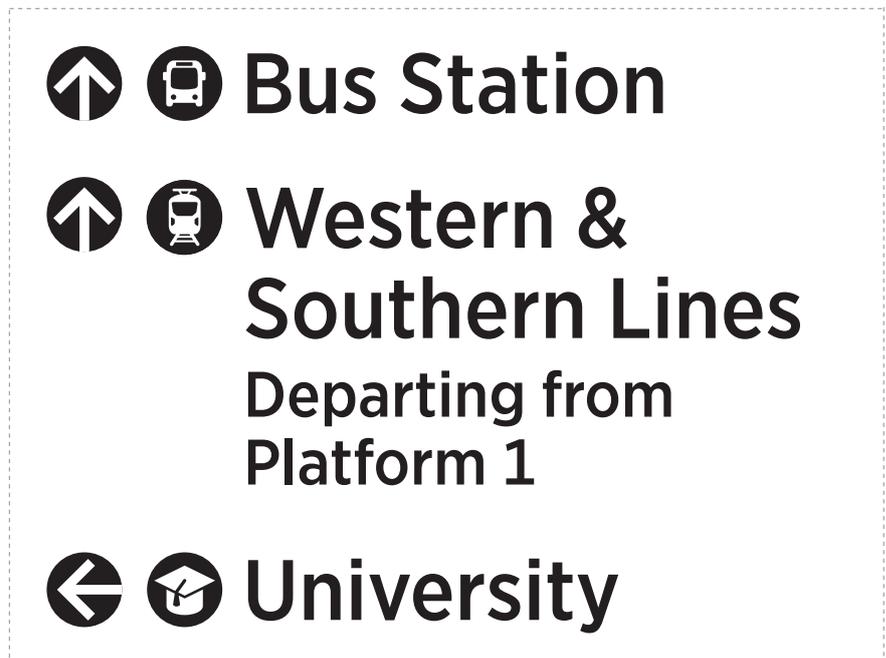
The minimum space from the top edge of the panel to the top of the first icon is $\frac{1}{2}$ the icon's width (i).

The space from the left side of the panel to the left edge of that icon should be the same.

A minimum distance of $\frac{1}{2}$ of the icon width should be left clear around all edges of the panel (the clear zone).

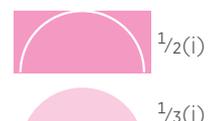


Minimum panel padding indicated below on all sides.



The above padding is a minimum guide only as some of the location signs require more padding on top, bottom, left and right margins. Go to the arrangement for directional and location signs later in this chapter for sign specific information on padding.

(i) Padding is taken from the icons



Information hierarchy

Be consistent when choosing content for signs.

There is only so much information that can be fitted onto a sign and that information must be large enough to be legible, so decisions need to be made about what to include and what to leave off.

Content on the signs must be consistent across the network; the list below shows the standard hierarchy of information for directional wayfinding:

1. Transport stations/interchanges
2. Way out
3. Platforms
4. Tickets
5. Toilets
6. Waiting areas
7. Station facilities
8. Other facilities
e.g: Shopping.

This means that if there is not enough space to include other facilities such as shopping, these should be left off the sign, whereas information such as trains and way out will almost always be included.

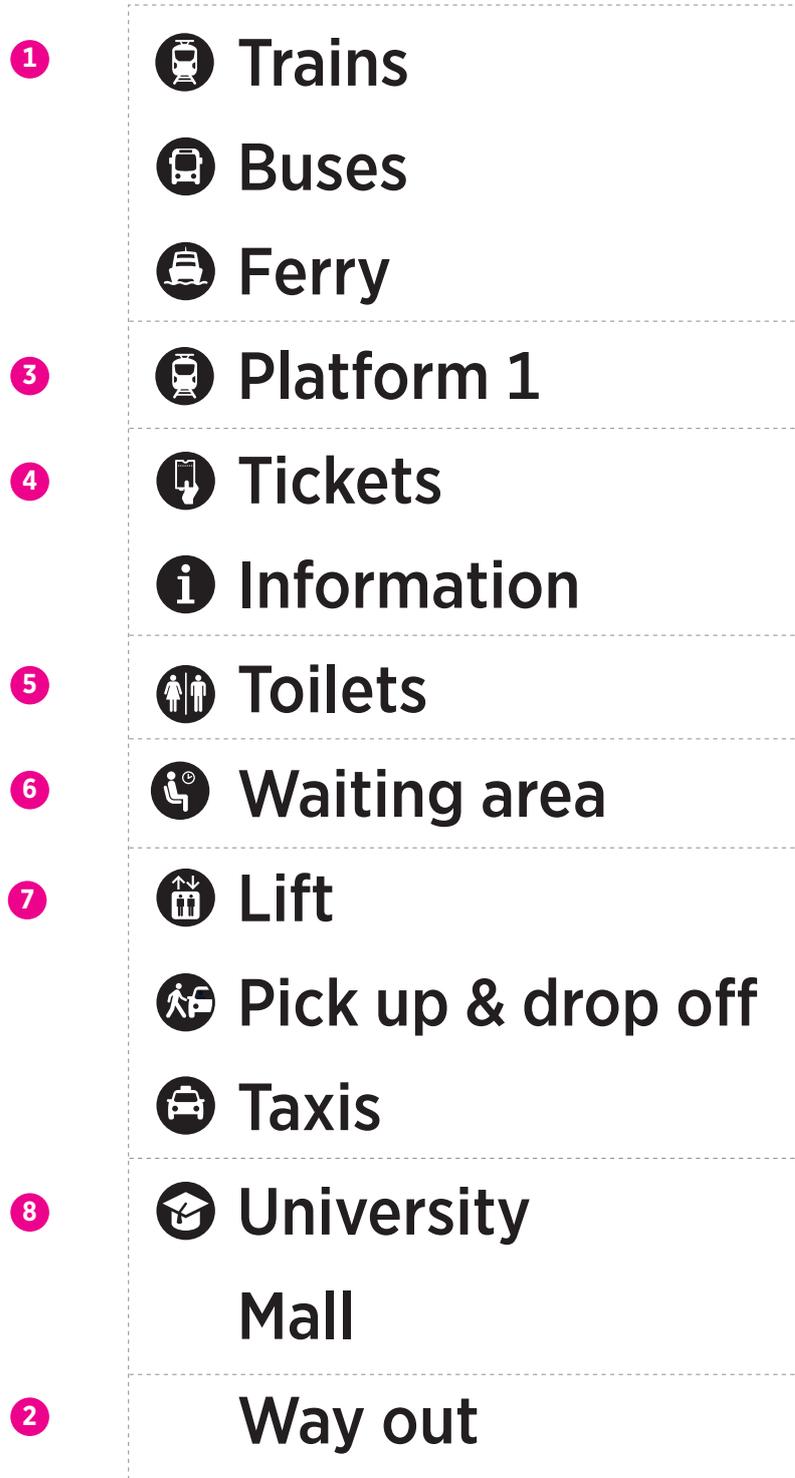
Use progressive disclosure – giving the visitor only enough information necessary to get to the next decision-making point.

For example, as visitors approach the station on the street, the wayfinding provides them only with information regarding the appropriate entry point. Then, once the visitors have entered, the signs provide information concerning ticket office locations and platforms etc.

Progressively disclosing information helps the end user by reducing the amount of information they have to deal with at any one time.

Fig. 1. Information hierarchy

Note: Way out is second in its importance but will always appear at the bottom of a sign link.



Once you have narrowed down the content of your sign you need to follow the rules on how to arrange the content.

Any other information is then shown in order of importance specific to individual stations.

Fig. 2. Sign sample

Content required for sign:

Trains, Toilets, Tickets, Lift, Taxis, University, Mall and Way out.

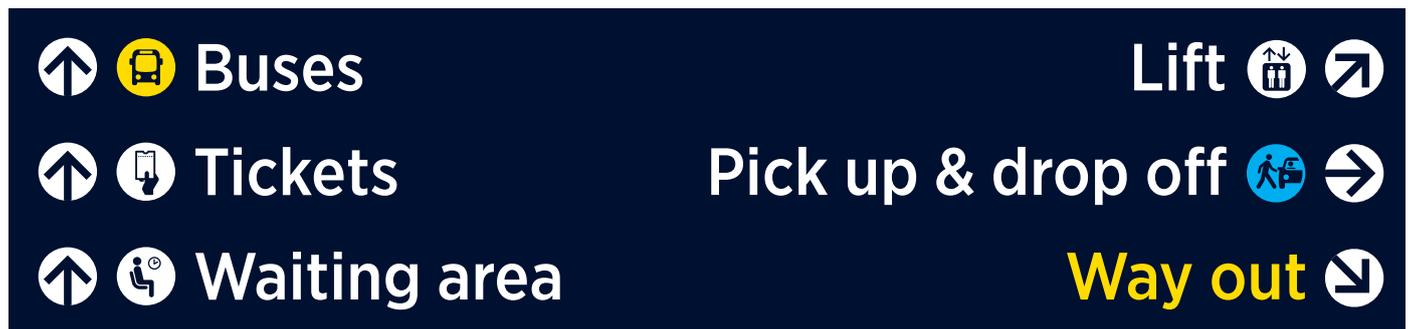


Sign can only accommodate six destinations, so items from level 8 (University and Mall) have been left off.

Fig. 3. Sign sample

Content required for sign:

Buses, Tickets, Pick up & drop off, Waiting room, Lift, Taxis, University, Way out.



Sign can only accommodate six destinations, so items from levels 7 and 8 (Taxis and University) have been left off.

Fig. 4. Sign sample

Content required for sign:

Shed 10, Ferry, Tickets, Pick up & drop off, Toilets, The Cloud, Taxis, Way out.



Sign can only accommodate four destinations, so items from levels 6, 7 and 8 (Pick up & drop off, Taxis, Shed 10, The Cloud) have been left off.

Directional hierarchy

When stacking destinations, the order is determined by the direction (except for the 'Way out' direction).

1. When destinations are listed they will be ordered by their direction. See Fig. 5.
2. When there are multiple destinations in the same direction the order will be determined according to their importance.

The most important destination will take the topmost position (of the destinations in the same direction). The hierarchy of importance is explained on the previous page (Information hierarchy). See Fig. 6 and Fig. 7.

Down arrows should not generally be used. The exception is when directing to something immediately below the sign or down stairs.

Fig. 5. Order by direction first.

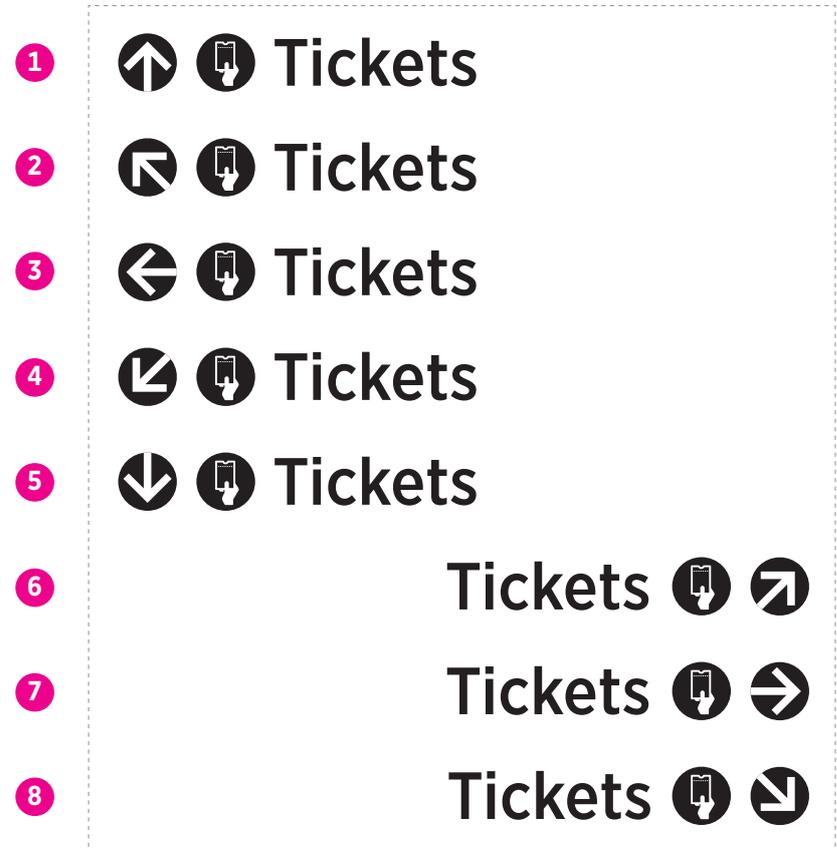


Fig. 6. Order by direction first, then destination second.



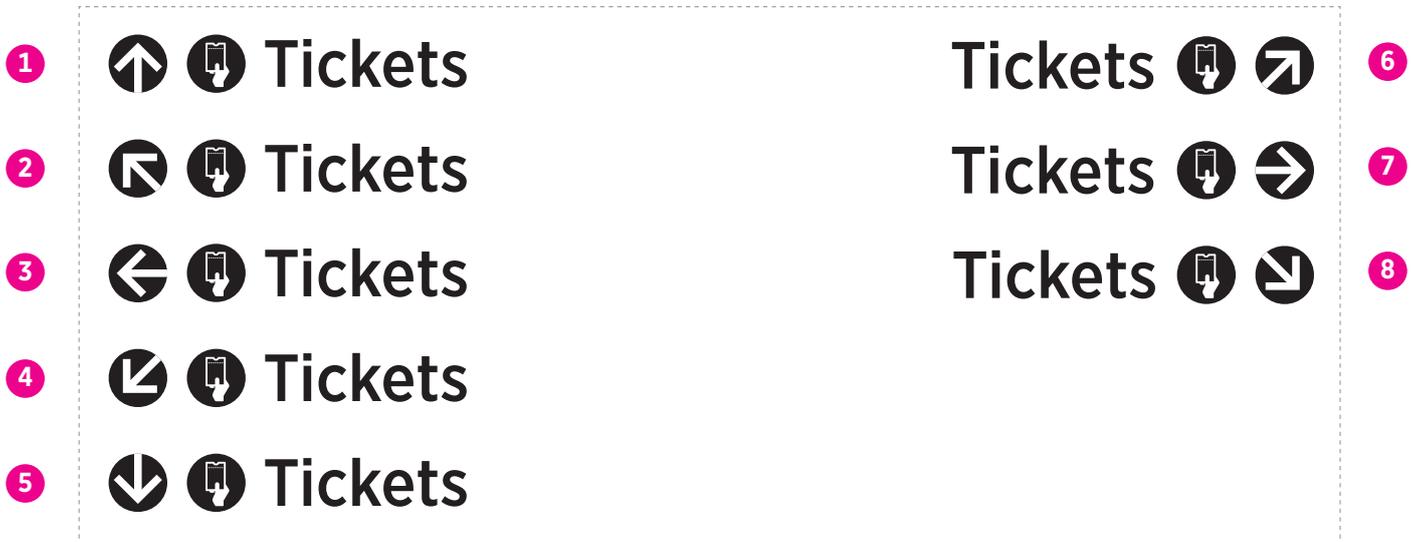
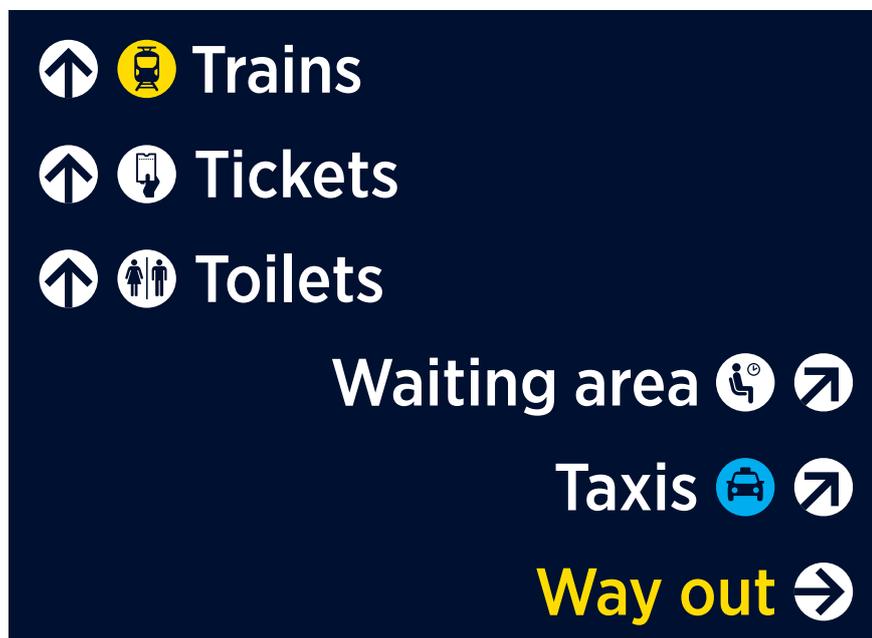
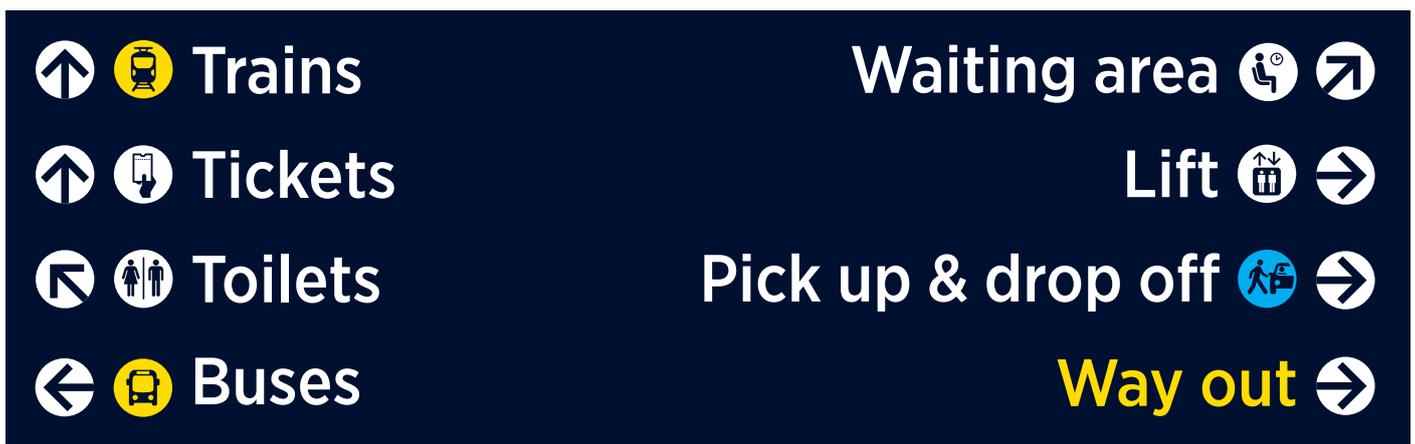


Fig. 7. Sign sample:
Direction is ordered first as per arrows 1-8 above, then the destinations appear in order of importance within that direction, as per information hierarchy.



Arrows

Arrows are used to indicate the direction of a destination.

Arrows are treated in the same way as icons and are 1¼ the size of the capital height of the largest destination type.

1. Arrows used to indicate the left, straight or down direction should be placed on the left-hand side of the first line of the message. (see Fig.1 and Fig. 3).
2. Arrows used to indicate the right should be placed at the right-hand side of the first line of the message (see Fig. 2).
3. Sign messages should be justified left or right depending on the direction indicated by the arrow. (see Fig. 1 and Fig. 2).
4. Arrows on station signs are repeated for each destination even if there are several destinations in the same direction (see Fig. 4).
5. Down arrows should not generally be used. The exception is when directing to something immediately below the sign or down stairs.
6. An arrow should only be included on the main message. Subsidiary messages such as those in a smaller lettering size will not be shown with an arrow. (see Fig. 3).

Fig. 1. Left justified directions

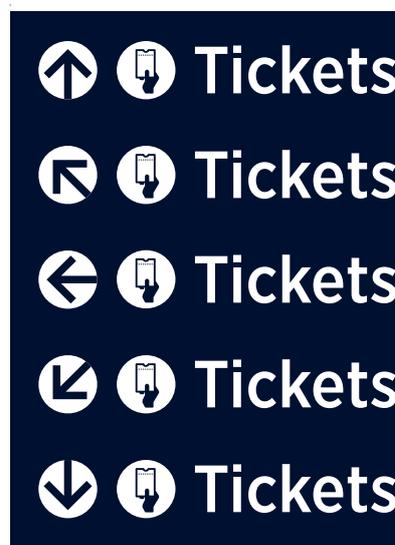


Fig. 2. Right justified directions

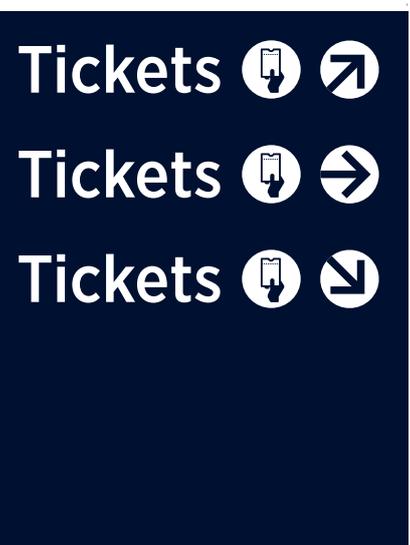
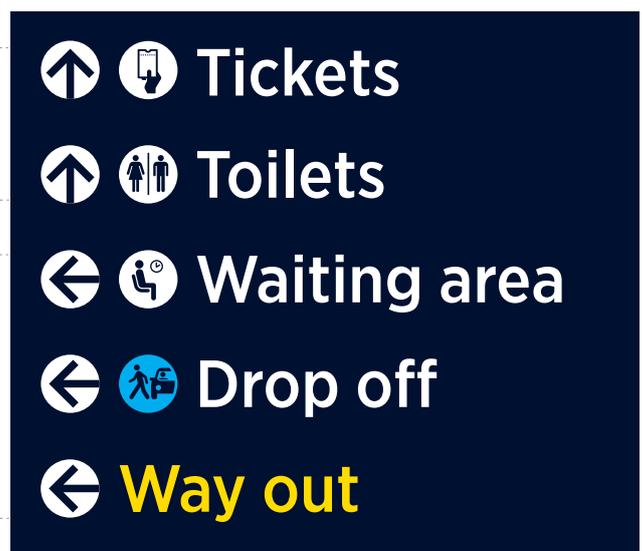


Fig. 3. Arrow for main message only.



Fig. 4. Arrows are repeated for each destination even if in the same direction.



Way out

The 'Way out' message differs from the rest of the directional signs, in that the lettering is Yellow and it is always placed at the bottom of the left or right block of directions.

This is the only time the text colour is not White and allows the Way out to be easily isolated from other messages. As passengers learn this format it will allow them to quickly vacate a station (without having to read through all the messages).

A glance to the bottom of a block of text will tell them the Way out. (see Fig.1).

When a street name is required with Way out, it appears in White and is at 58% of the Way out wording.



Fig. 1. Way out wording is positioned beside the arrow, is Yellow and always positioned at the bottom of the left or right block of directions.

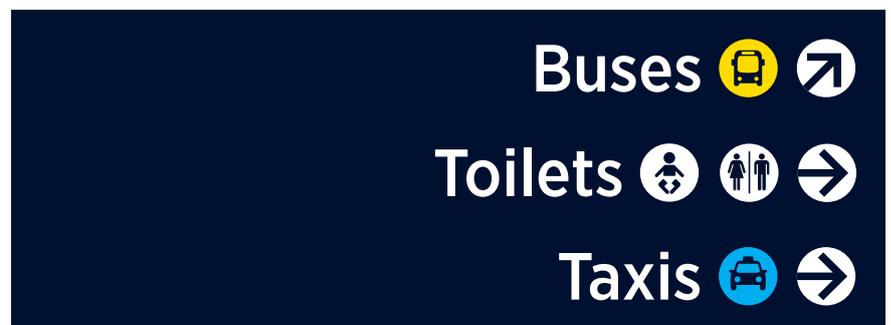
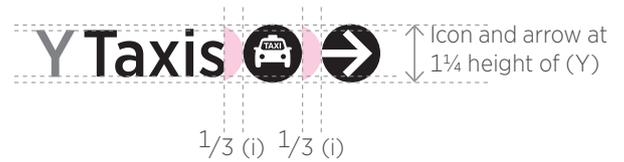
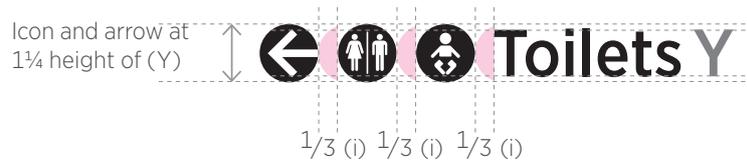


Icons and arrows

A suite of sign icons has been drawn for use with AT's wayfinding and signage.

Where icons are to be incorporated in directional signs, they must appear next to the arrow. This will speed up navigation for passengers if English is not their first language.

The distance between the icon and the arrow is $\frac{1}{3}$ of the width of an icon (i). The same space is inserted between the icon and its matching text. The height of the icon should be $1\frac{1}{4}$ times the capital height (Y), and centred on the capital height.



Accessibility icons

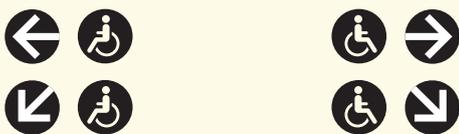
Signs for people with impaired mobility should be used to mark alternative routes within AT Metro stations. The signs should be used only at the point where the alternative route deviates from the usual route.

Signs for mobility-impaired customers will use a wheelchair icon. The wheelchair and lift icons may be combined with directional arrows as shown. They may also be combined with descriptive messages, for example 'Lift' or 'Ramp', within the immediate vicinity of alternative facilities – in order to aid recognition.

When combined with directional arrows, the icons should be adjusted to reflect the direction indicated.

When an accessible icon is used in conjunction with a toilet icon or a lift icon, the accessible icon always appears beside the wording while the icon relating to the wording always appears beside the arrow.

NOTE: The accessible symbol always faces in the direction of the arrow.



When there is no directional arrow or the direction is straight ahead or down the accessible symbol will face to the right as here.



Arrow icon Toilets icon Accessible icon Toilets wording



Arrow icon Lift icon Accessible icon Lift wording

Toilets wording Accessible icon Toilets icon Arrow icon



Lift wording Accessible icon Lift icon Arrow icon



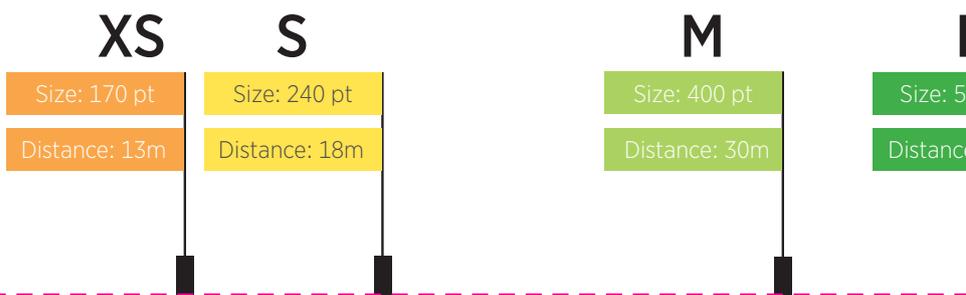
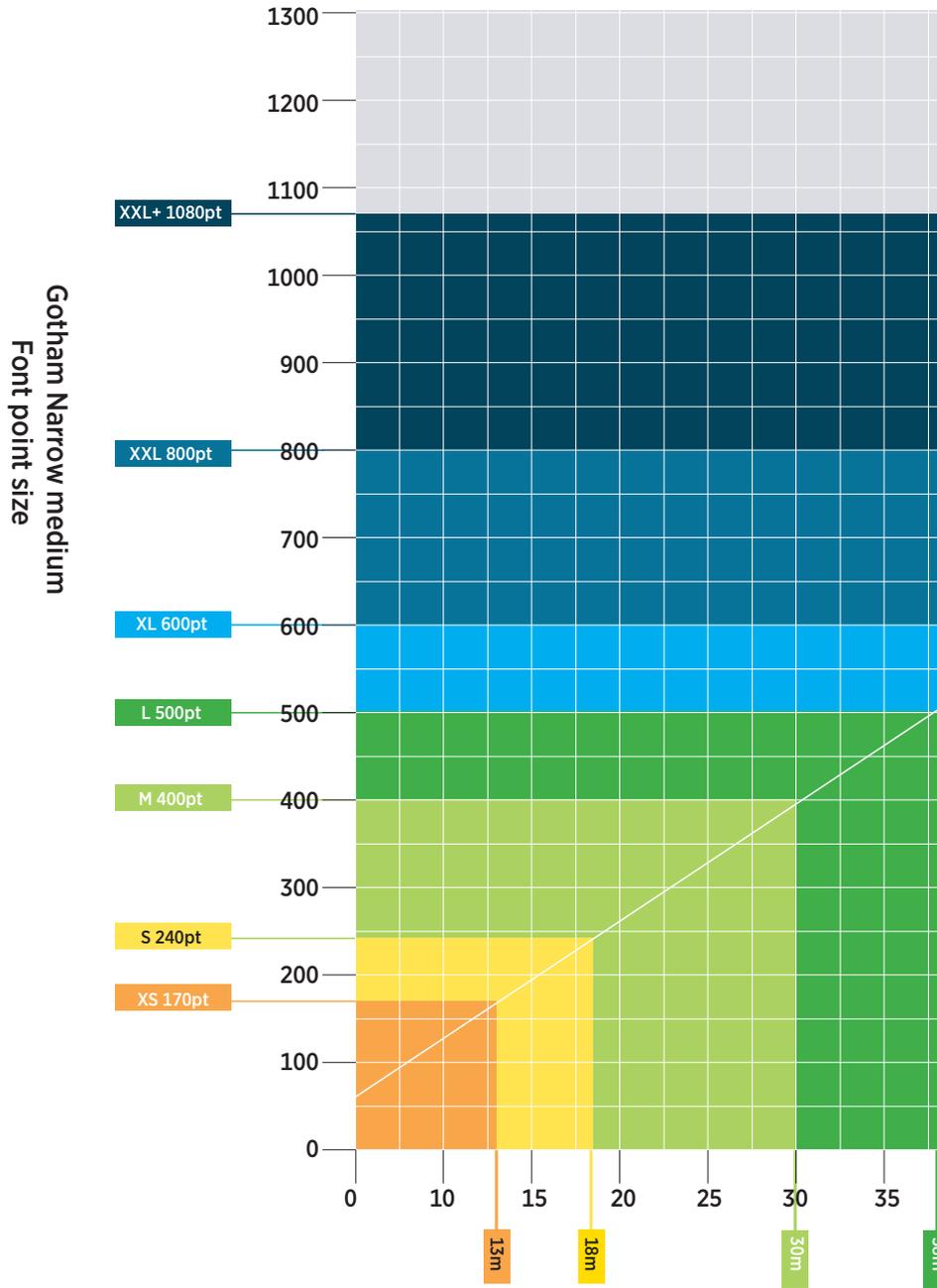


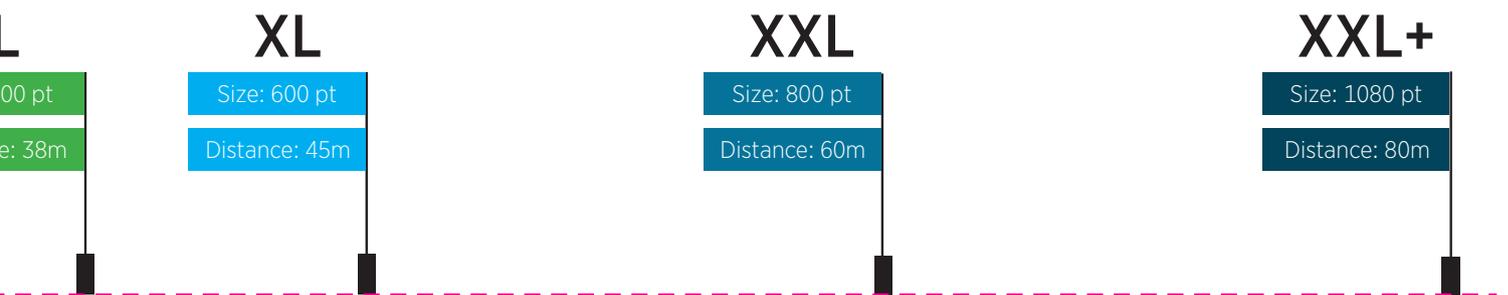
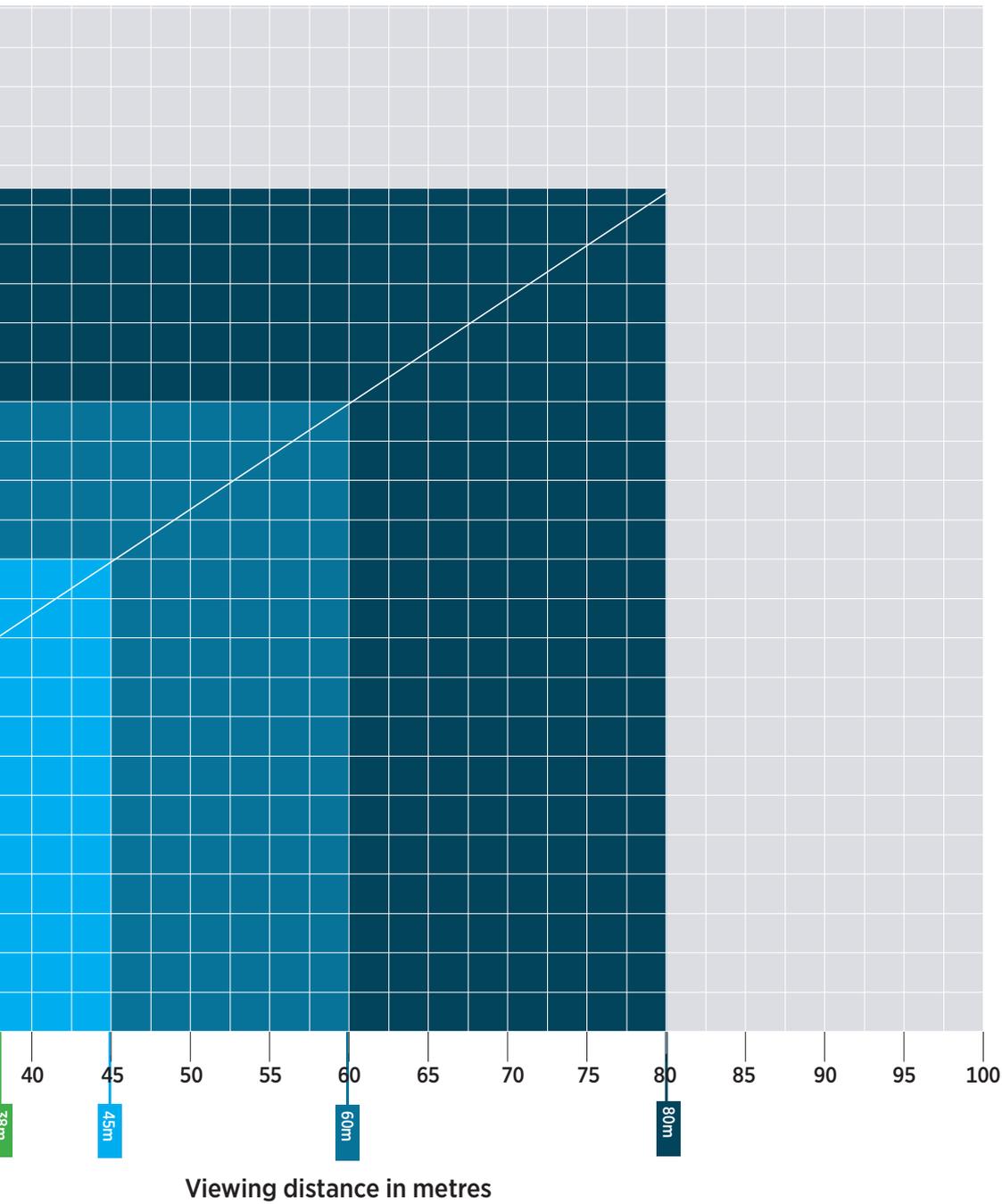
This chart shows the distance at which certain sizes of lettering can be read by a person with average eyesight. The chart should be used to determine the minimum letter size for any sign.

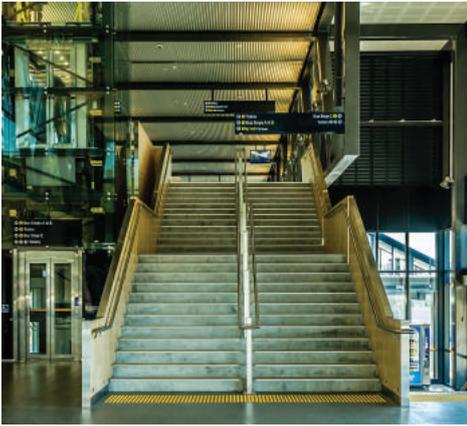
Other considerations, such as architectural features or visual continuity, may influence the final choice of letter size, but the optimum size will be used wherever possible.

As far as possible use the same standard font size for all signs with the same purpose, e.g. all directional signs should use viewing distance size M.

2.7 Viewing distance/font point size



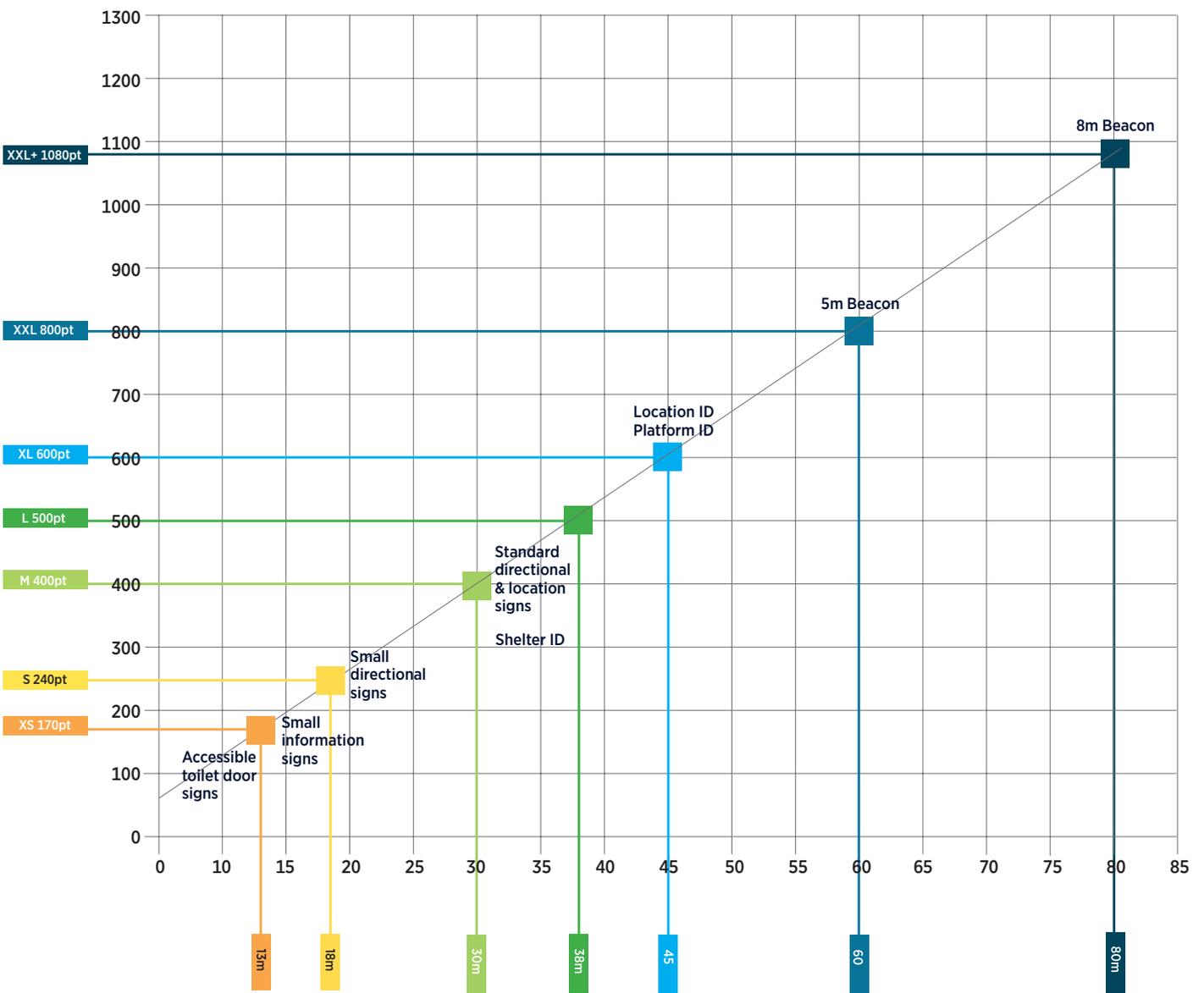




2.8 Typical sign point size measurements

This chart shows ideal sizes of fonts for specific signs in stations.

All signs are in a consistent size at the optimum viewing distances throughout, for uniformity, clarity and a clearer user experience.



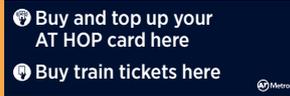
Typical sign examples

This page shows the font sizing for each typical sign type.

Accessible door signs – 144pt



Small informational signs under 170pt



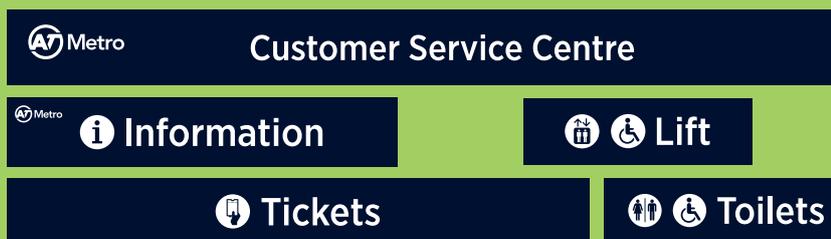
Small on wall directional signs 240pt (not suspended)



Standard directional signage – 400pt



Standard location signage – 400pt



Shelter ID – 400pt



Platform ID – 600pt



Location ID – 600pt



5m beacon 800pt



8m beacon 1080pt





2.9 Entering a ticket hall

Before the customer has purchased a ticket, there should be clear confirmation of the transport options available, followed by Station facilities and Way out etc. This will normally take the form of ceiling-mounted signage facing the customer on entry to the ticket hall.

Where ticket-buying facilities are not facing the customer on entry, overhead signage should provide directions to the ticket office and machines.

To maintain clarity, only primary directional signage and real-time information indicators should be ceiling-mounted within ticket halls.

No ceiling-mounted commercial signage may be displayed, unless approved by AT.

Ceiling



Ceiling





In general signs should be built to the correct size and shape for the intended messages. However, when re-skinning old signs, or due to the constraints of the site, optimal sign shapes and sizes may not be achievable.

On the following pages we describe two optimal layouts – 1A for signs that are horizontal/landscape and 1B for signs that are upright/portrait.

If neither of these layouts is possible, the first option may be to drop some messages from the sign, using the information hierarchy to help choose what to drop. If this does not help or cannot be done, then it is permissible to use option 2.

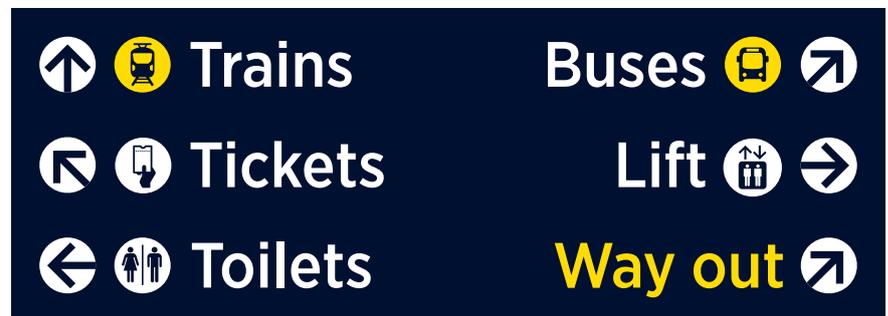
It is acceptable to use a mix of these options within one site.

2.10 Arrangement for typical directional signs

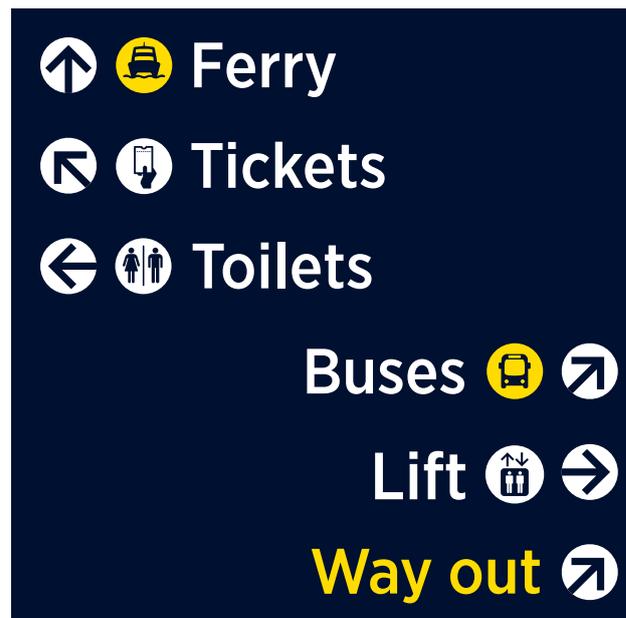
Consistency in the way that messages are laid out on signs is important because it:

1. Makes it easier for people to find the information they are looking for
2. Makes the signs clear
3. Contributes to the overall look and feel of the signage suite.

1A. Left and right directions occupying the same line



1B. Single lines for destination and direction



1 Arrangement option 1 - (ideal)

Left and right directions occupying the same line

If the available space requires landscape signage, directions and destinations can occupy the same line as shown in Fig. 1 and Fig. 2 below, but must have visual space in the centre of the sign between the left and right destinations.

If there is not enough space for this and no information can be left off the sign, then see option 2.

Text is aligned at the top line of the sign.

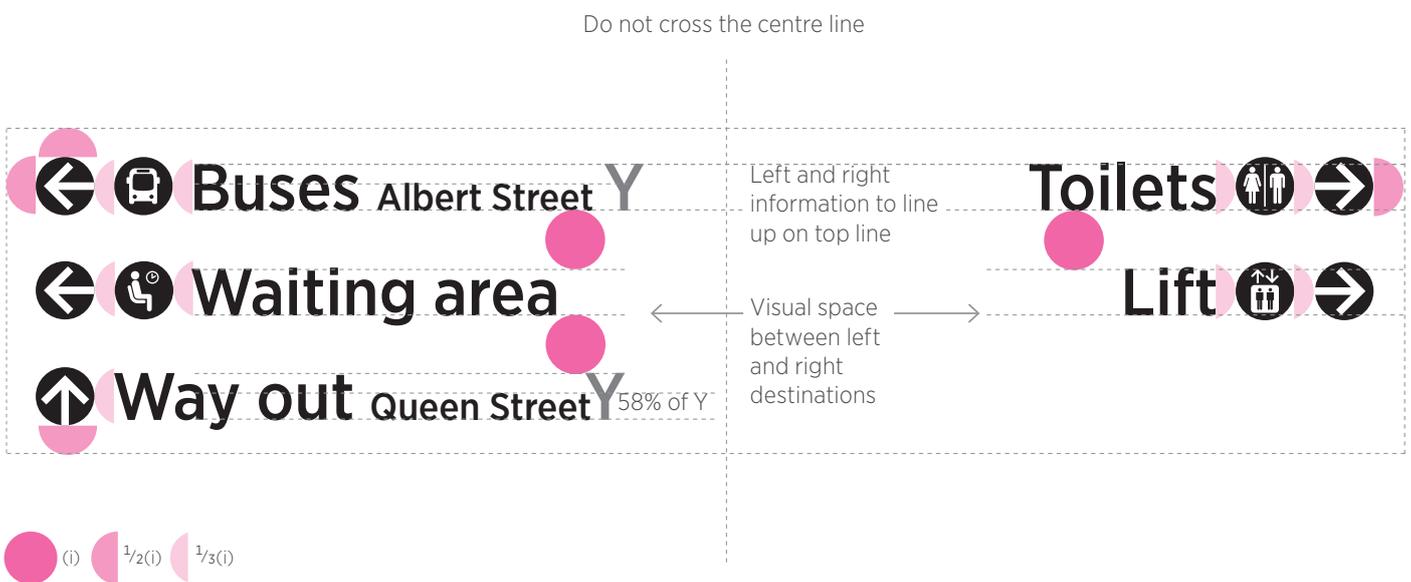
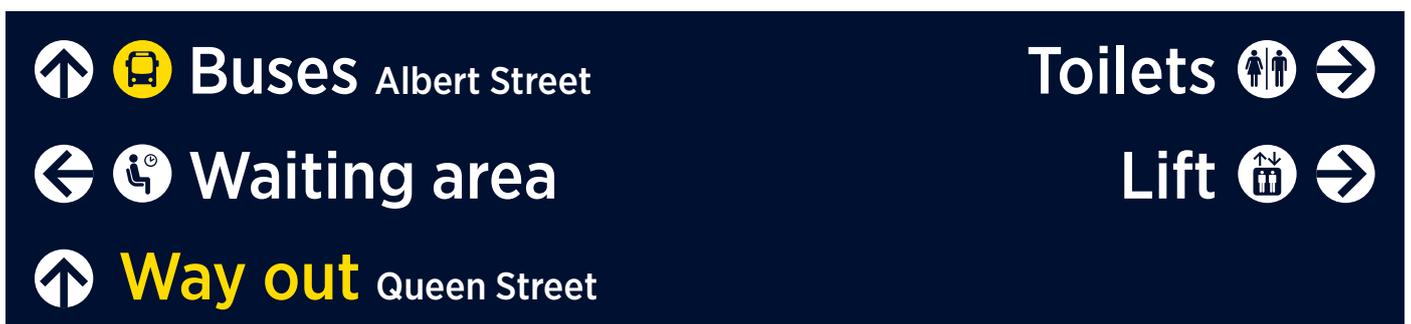


Fig. 1. One line signs with two destinations and only two directions.



Fig. 2. Multiple destinations and directions.



In rare cases due to limited space and important information that must go on the sign, more than one destination can be put on one line, but these must be separated with a vertical divider.

The vertical divider is at the height of the icon (i) and is 15% of the width of the 'i' or 'l'. See Fig 3.

In some cases it is better to centre the information within the width of the sign rather than having it justified left or right. This is only allowed when a sign is above a doorway or lift and has one destination, or it has two different directions for one destination as per Trains sign. See Fig. 4.

To ensure that the information and directional hierarchies are followed use the correct arrows <link> and Way out information <link> and the relevant icons <link>.

All standard directional signs should use viewing distance size M 400pt, which gives a viewing distance of 30m.

Vertical divider is at 15% of the width of the **i** or **l**

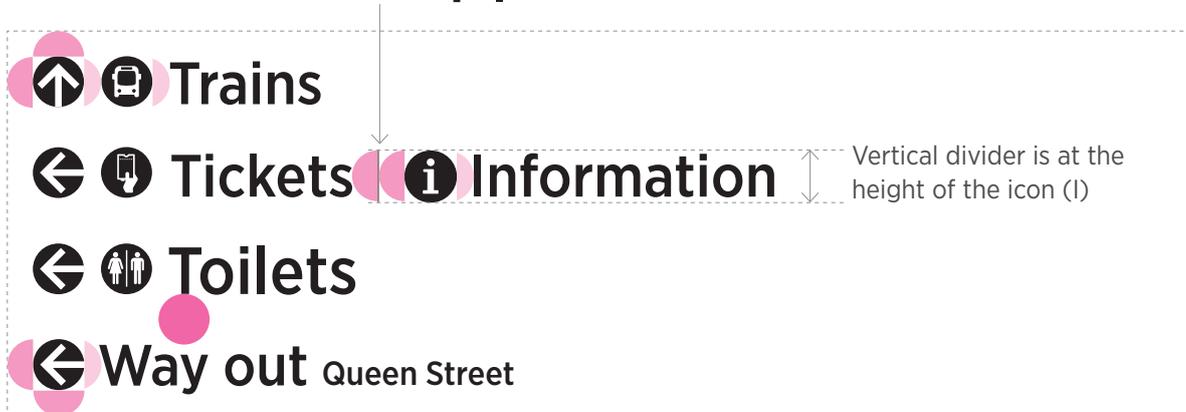


Fig. 3. A vertical dividing line is added between Tickets and Information due to limited space.

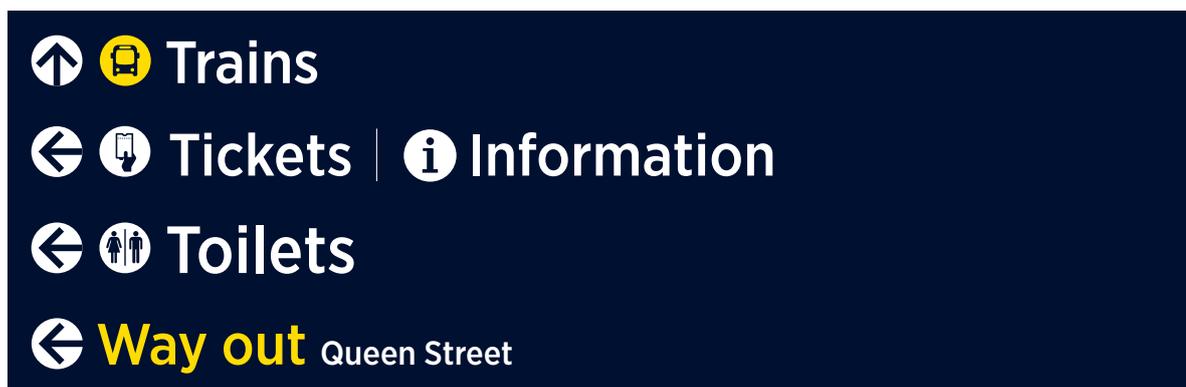


Fig. 4. Signs above a doorway or lift with one destination may be centred within the width of the sign.



2 Arrangement option 2 (limited space)
Single lines for destination and direction

Destination and direction placed on a single line with arrows on the left justified to the left (Fig. 1), and arrows to the right justified to the right (Fig. 2).

When there are multiple directions utilising both sides of the sign, ensure that there is visual space from the destination wording to the edge of the sign (Fig. 3).

Ensure that all information and directional hierarchy is followed.

Use the correct arrows and Way out information and the relevant icons.

Fig. 1. Single lines for each destination and direction in a portrait sign, justified left.

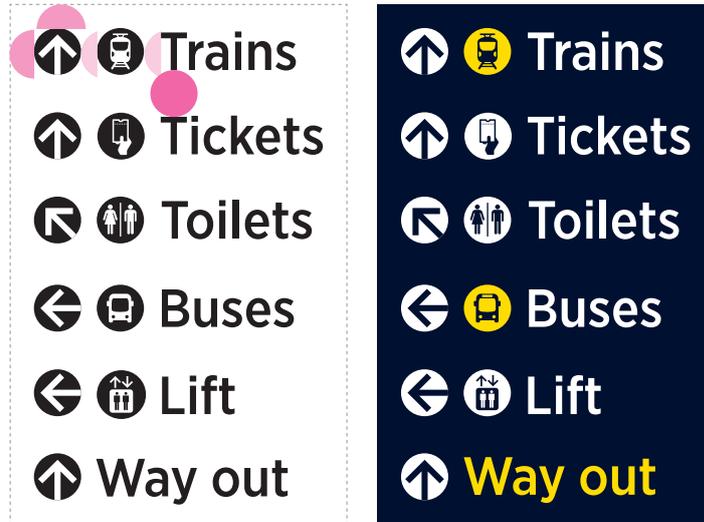
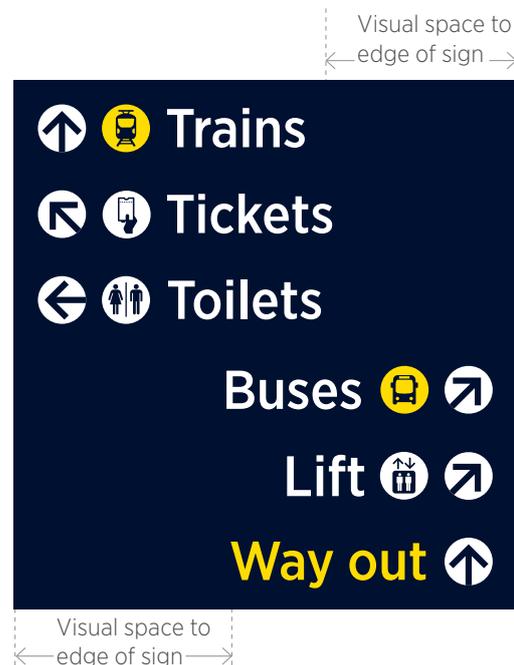


Fig. 2. Single lines for each destination and direction in a portrait sign, justified right.



Fig. 3. When multiple directions are utilising both sides of the sign, ensure there is visual space to the edges of the sign as indicated here.



3 Arrangement option 3 (limited space)
Multiple destinations occupying the same line

When there is not enough space available on a sign to lay out as per signage options 1 and 2, then horizontal and vertical dividing lines are required to provide a clear definition between destinations and directions as per option 3.

These lines should be 15% of the width of the 'i' or 'l'.



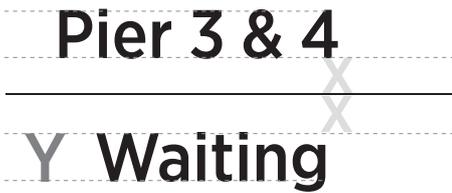
Visual space between left and right destinations



Arrangement option 3
Padding and measurements



Vertical and horizontal dividing lines at 15% width of **i** or **l**.
Vertical dividing lines at the same height as icon (i).
Horizontal dividing lines extend to full width of the text including icons.



x spacing between baseline of top line of text and the dividing line, and to the top of capital letter (Y) of the next line.



$\frac{1}{3}$ (l) between icons and icon and relevant destination.



$\frac{1}{2}$ (l) on either side of the dividing line between destinations.



Vertical dividing line is at the height of the icon (l) and is 15% of the width of the 'i' or 'l'.



Smaller text 'Albert Street' at 58% height of (Y).

Examples of multiple destinations occupying the same line (arrangement option 3).

Ensure that all information and directional hierarchy is followed.

Use the correct arrows and Way out information and the relevant icons.

All standard directional signs should use size viewing distance size M 400pt, which gives a viewing distance of 30m.

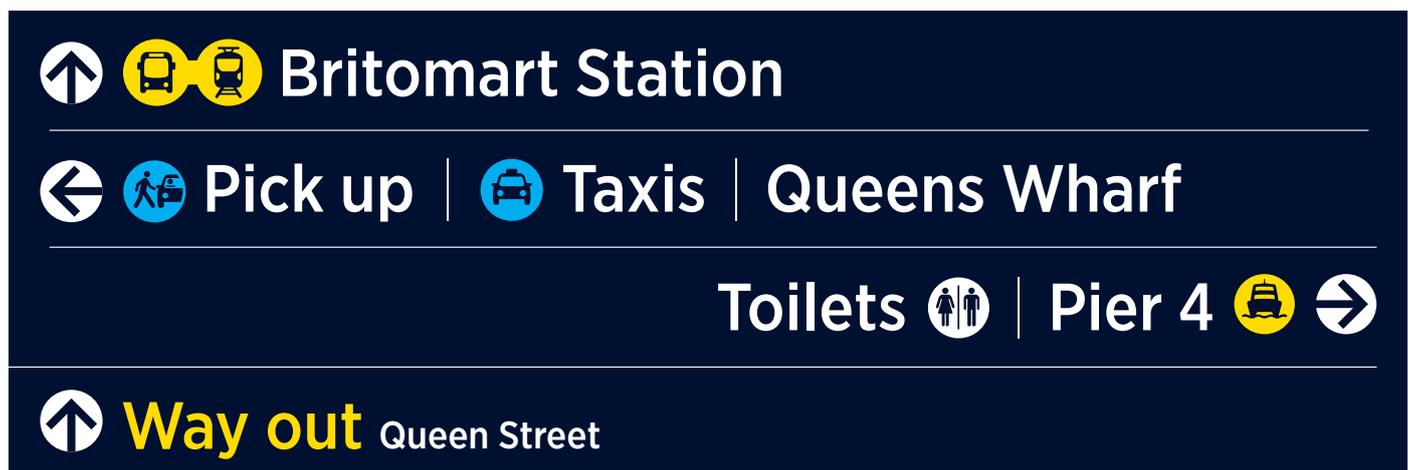
One line sign when there is very limited height with multiple destinations and only one direction.



One line sign with multiple destinations and only two directions.



Multiple line sign for multiple destinations and directions.





2.11 Typical sign measurements – directional signs

These pages outline some of the typical sign sizes for directional signs in relation to our vertical message spacing, panel padding and viewing distance sections.

This is a guide of the ideal depths for standard directional signage using viewing distance size M, which uses the suggested point size of 400pt, giving a viewing distance of 30m.

Point size	Additional information	No. of lines	Sign depth
	One destination each side, or one destination on its own. Width will be determined by the space available.	1	248mm
400pt	Up to two destinations each side. Width will be determined by the space available.	2	470mm
400pt	Up to three destinations each side. Width will be determined by the space available.	3	695mm
400pt	Up to four destinations each side. Width will be determined by the space available.	4	920mm

The width of the signs may vary depending on the available space within the station. If existing signs require a new design, or if there is a larger space to fill, additional padding can be added around the information evenly, ensuring that the integrity of the information remains consistent with the line spacing, icon spacing and vertical message spacing.

Sign example

Trains

Taxis

Trains

Taxis

Toilets

Mall

Trains

Taxis

Pick up & drop off

Mall

Way out

Trains

Taxis

Pick up & drop off

Mall

University

Way out

Point size	Additional information	No. of lines	Sign depth
400pt	One destination, one direction or one destination two directions. Width determined by the space available.	1	248mm
400pt	Two destinations, up to two directions. Width determined by the space available.	2	470mm
400pt	Three destinations, up to three directions. Width will be determined by the space available.	3	695mm
400pt	Four destinations, up to four directions. Width determined by the space available.	4	920mm

Sign example

←  Trains →

↑  Trains

↑  Buses

↑ Way out

←  Buses

Way out →

↑  Buses

←  Lift

↑ Way out

↑  Buses

←  Lift

Way out ↗

↑  Trains

↑  Tickets

↖  Toilets

↑ Way out

↑  Trains

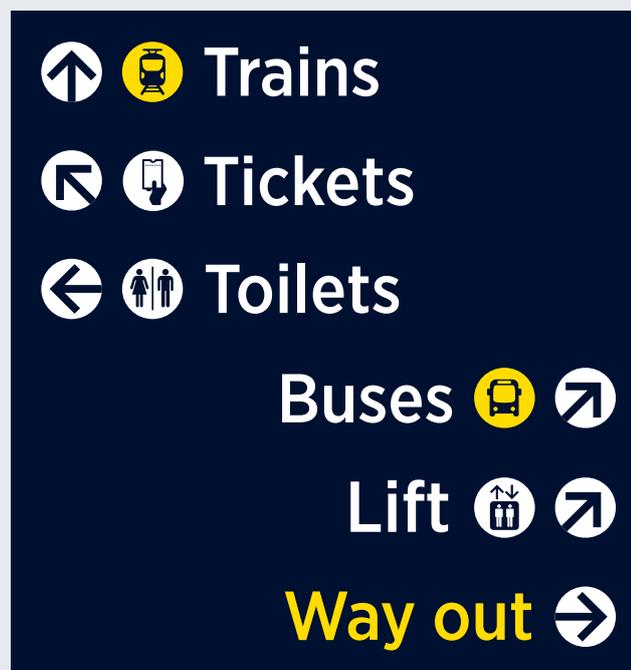
↑  Tickets

Toilets  →

Way out ↗

Point size	Additional information	No. of lines	Sign depth
400pt	<p>Five destinations, up to five directions. Width determined by the space available.</p>	5	1145mm
400pt	<p>Six destinations, up to six directions. Width determined by the space available.</p> <p>If any more destinations and directions are required, follow the instructions on line spacing, vertical message spacing and panel padding.</p>	6	1370mm

Sign example





Arrow:

A 50mm diameter

Icons:

B 50mm diameter

Destination:

C 160pt Gotham Narrow medium

Time numbers: (e.g. 12)

D 120pt Gotham Narrow medium

Time min:

E 90pt Gotham Narrow medium

Walking man:

F 31.2mm height = 105% height of Y (number), centred vertically on Y

2.11.1 Pedestrian blade (small) – directional

Small pedestrian blades (often referred to as finger pointers in other signage systems) are used at minor decision points in pedestrian wayfinding areas. These small blades are mounted on a green pole, with a green pedestrian icon in a roundel sitting on top of the pole. A maximum of four blades can be mounted in each of the four directions.

Ideally you would have a separate blade for the toilets that uses both the text and the icon like this:



But since you have only four blades in each direction, if the toilet is located within another Points of Interest (POI), such as the mall then you can combine these into one blade leaving the other three for directions to other POIs:



Icons that may be used on their own: toilets, accessible toilets, playground and information.

Note that while station ID signs contain just the name of the station/bus station or ferry terminal, all the directional signs do include the words station, bus station, or ferry.



Where space is an issue, apply the following guidelines:

1. Do not compress lettering to fit the blade (this reduces legibility) unless you have already abbreviated the generic word, e.g. Rd, Pl, Ave.
2. Use generic words in full, e.g. Road, Place, Avenue, unless space is restricted. It is then acceptable to use the short form. The exception is active mode signs. The dimensions of these signs are always small, so use the short form as a rule.
3. Use ampersands (&) only when space is limited, e.g. park & ride.



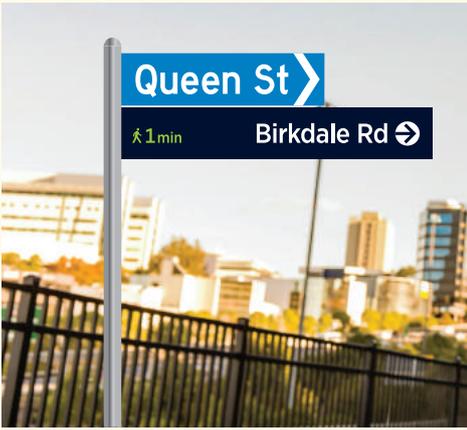
A B B B C D E F
 ← 🛍️ 🍴 ☕ Queen St 1 min 🚶

F D E C B B A
 🚶 1 min Silo Park 🛏️ 🚻 →

← 🚢 🚻 Ferry building 3 min 🚶

← 🚗 Stop A 4 min 🚶





Arrow:

A 94mm diameter

Destination:

B 300pt Gotham Narrow medium

Time numbers: (e.g. 12)

C 225pt Gotham Narrow medium

Time min:

D 168pt Gotham Narrow medium

Walking icon:

D 58.5mm height = 105% height of Y (number), centred vertically on Y

2.11.2 Pedestrian blade (large) – directional

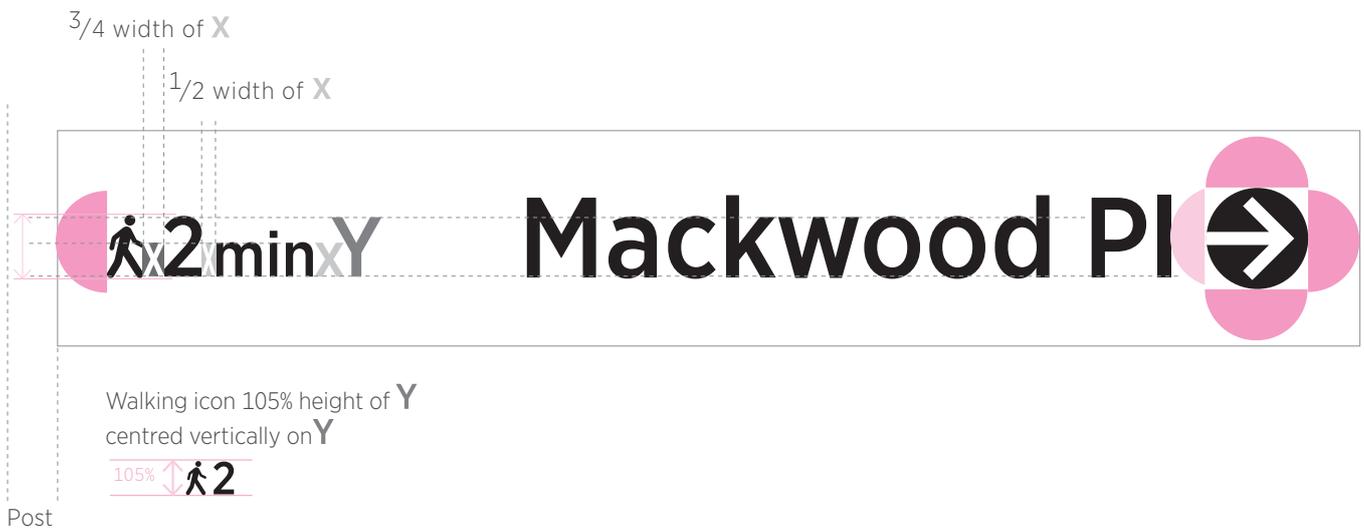
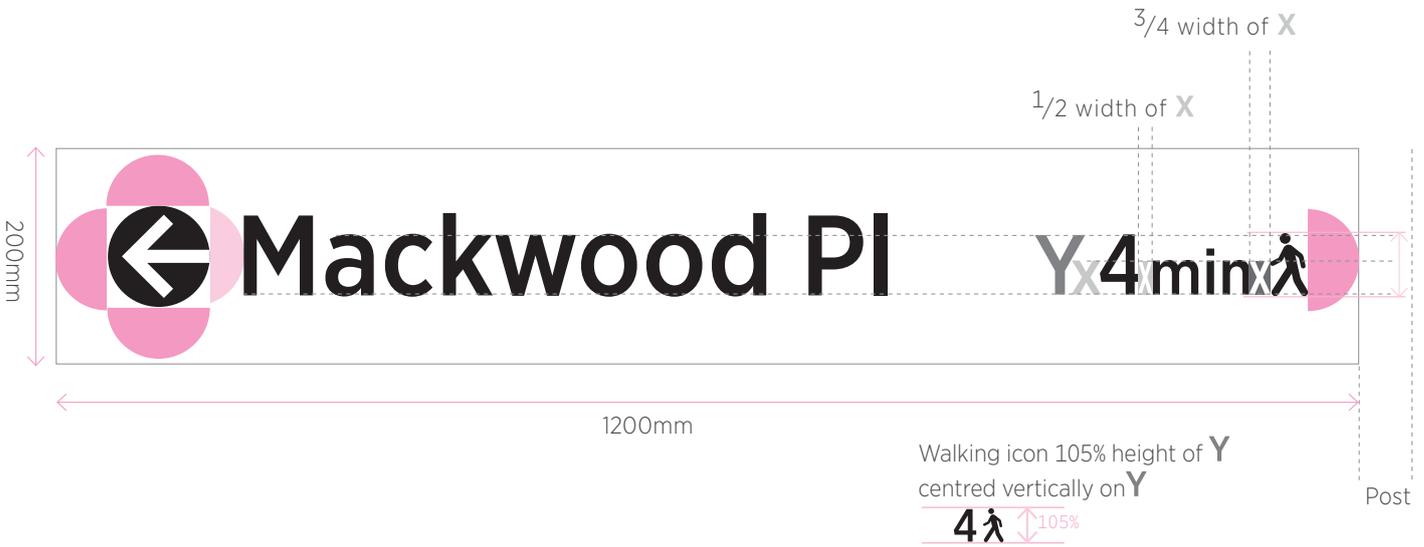
Pedestrian street blades can be mounted to street furniture such as lamp posts.





← Birkdale Rd 1 min

← Parnell Station





Chevron:

A 294mm depth

Icon (interchange):

B 294mm depth, 147mm width

Wording 2 lines:

C 400pt Gotham Narrow medium

Icon (large):

D 252mm diameter

Wording 1 line:

E 600pt Gotham Narrow medium

Used at key junctions from main roads to all stations (placed up to 500m from station).

These directional signs should be between viewing distance size M and viewing distance size L at 450pt, which gives a viewing distance of 34m.

Can be used to direct drivers (and by extension pedestrians) to: stations, bus stations, ferry terminals and AT car parks.

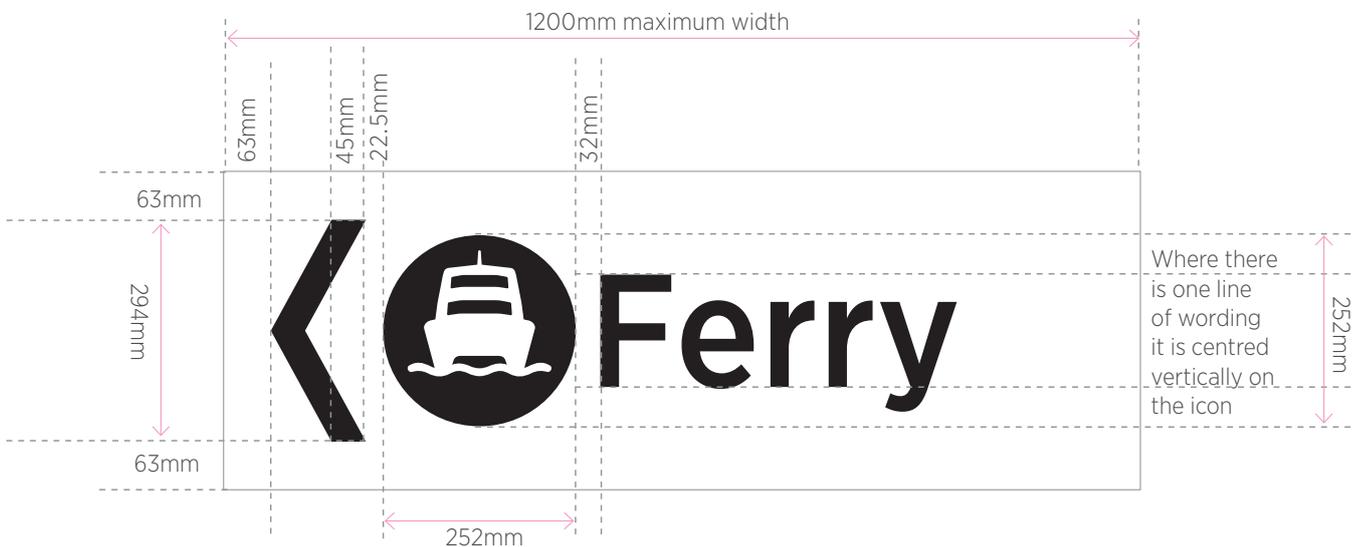
The name of the station, bus station or ferry terminal must be included. Ferry terminal signs use the name and 'ferry' e.g. Downtown ferry, Half Moon Bay ferry.

If the ferry that you are directing to is more than 3km from another ferry terminal, you can just use the term 'Ferry'.

These signs must be constructed using engineer grade retro-reflective material behind the vinyl graphics.

2.11.3 Driver direction blade - directional







PT icon:

A 290mm width

AT Metro logo:

B 290mm width

Station name:

C 800pt Gotham Narrow medium

Yellow flash:

D 145mm depth

Beacons are placed at a point where they can easily be seen from as far as possible along the nearest road/s for optimum visibility.

More than one may be required if there are multiple approaches to the station.

Five-metre beacons are used at standard stations.

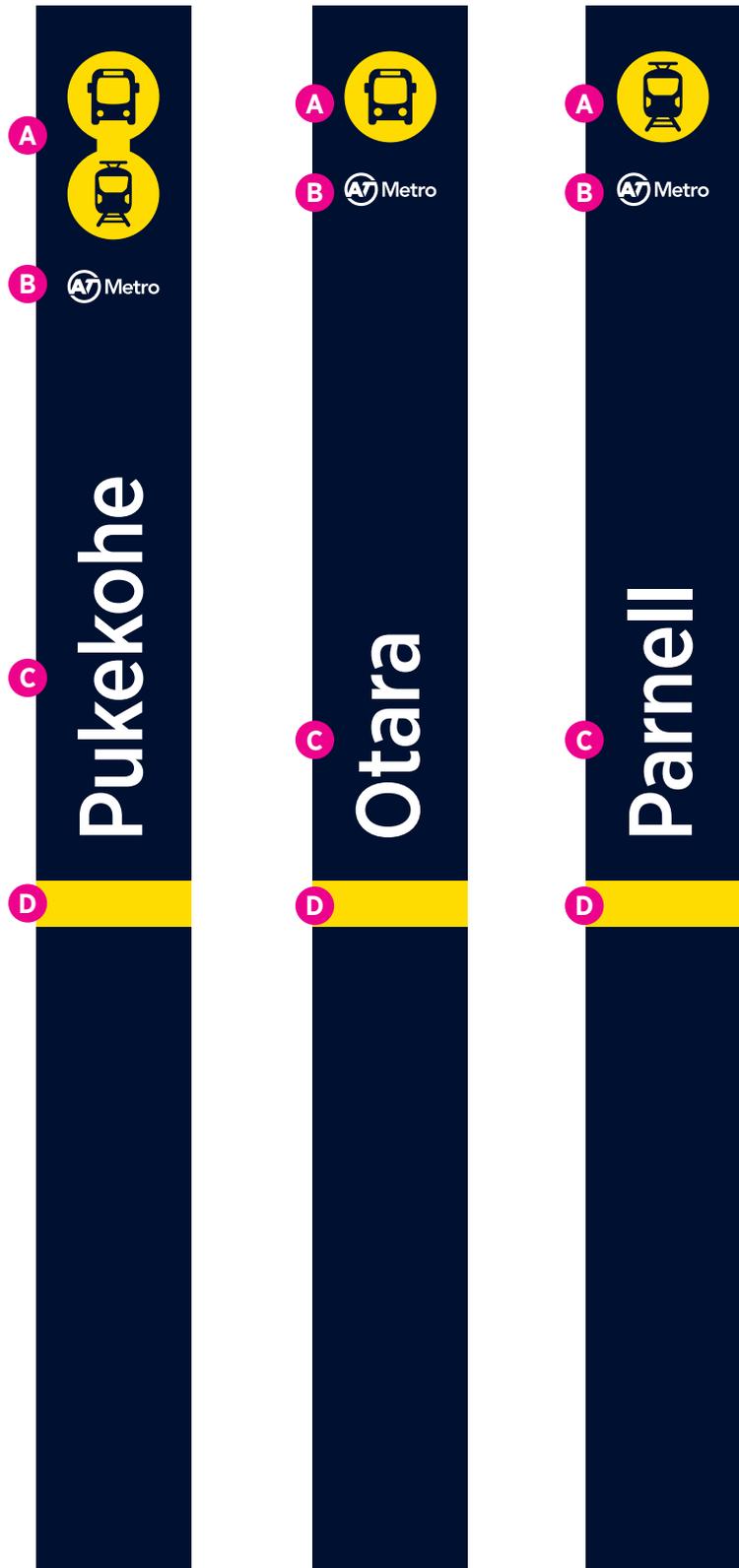
All standard five-metre beacons should use viewing distance size XXL 800pt which gives a viewing distance of 60m.

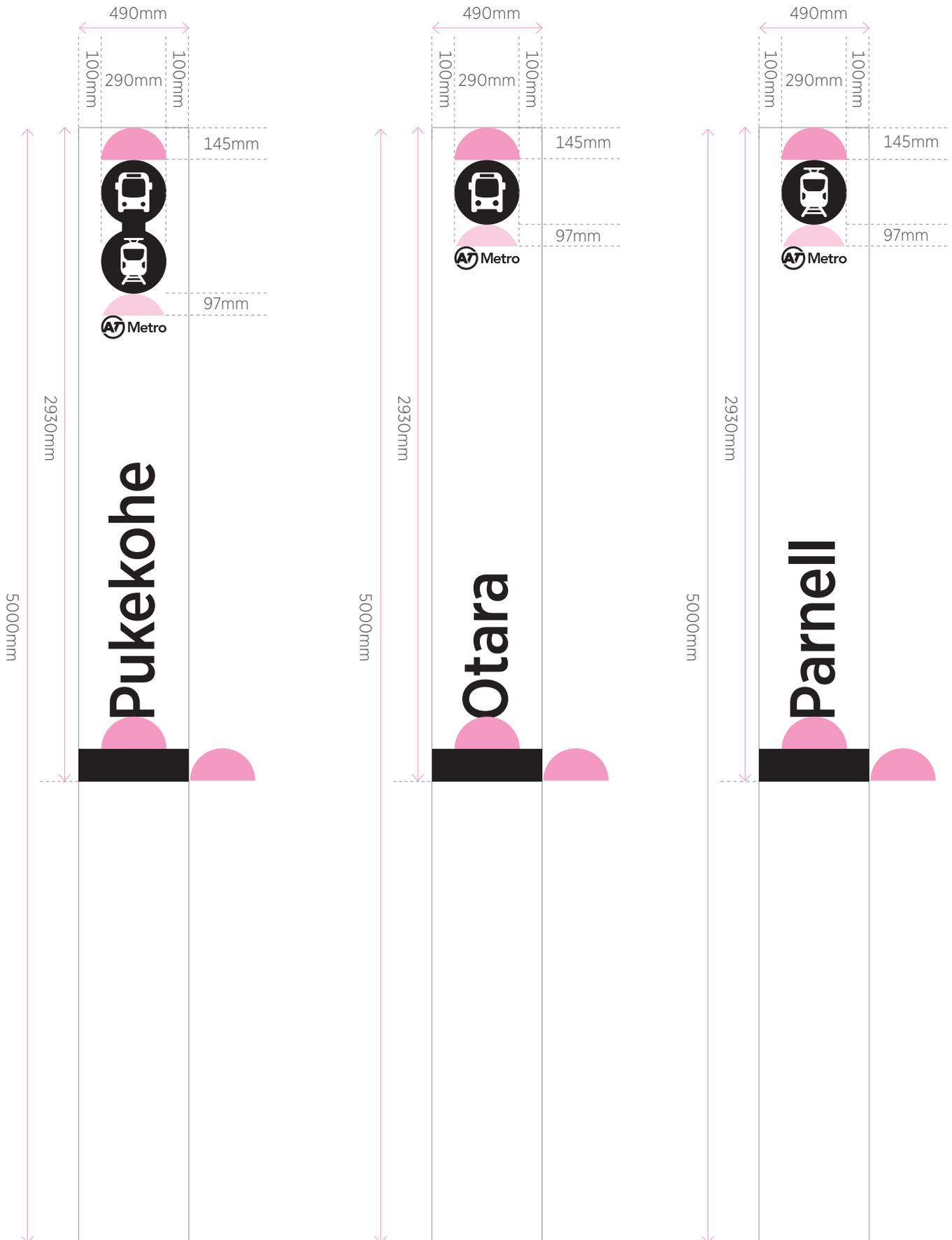
There is a maximum illumination within the beacon width of 290mm. The transport icon must sit within this area to ensure the entire icon is illuminated correctly.

2.11.4 Beacon (5m) - ID

Beacons enable customers to identify the station from a distance. Aimed at pedestrians, cyclists and drivers, these beacons guide the way to the station.

Beacons show just the name of the station, bus station or ferry terminal, e.g. 'Parnell' not 'Parnell station'. The mode/s are indicated by the icons.







PT Icon:

A 400mm width

AT Metro logo:

B 400mm width

Station name:

C 1080pt Gotham Narrow medium

Yellow flash:

D 200mm depth

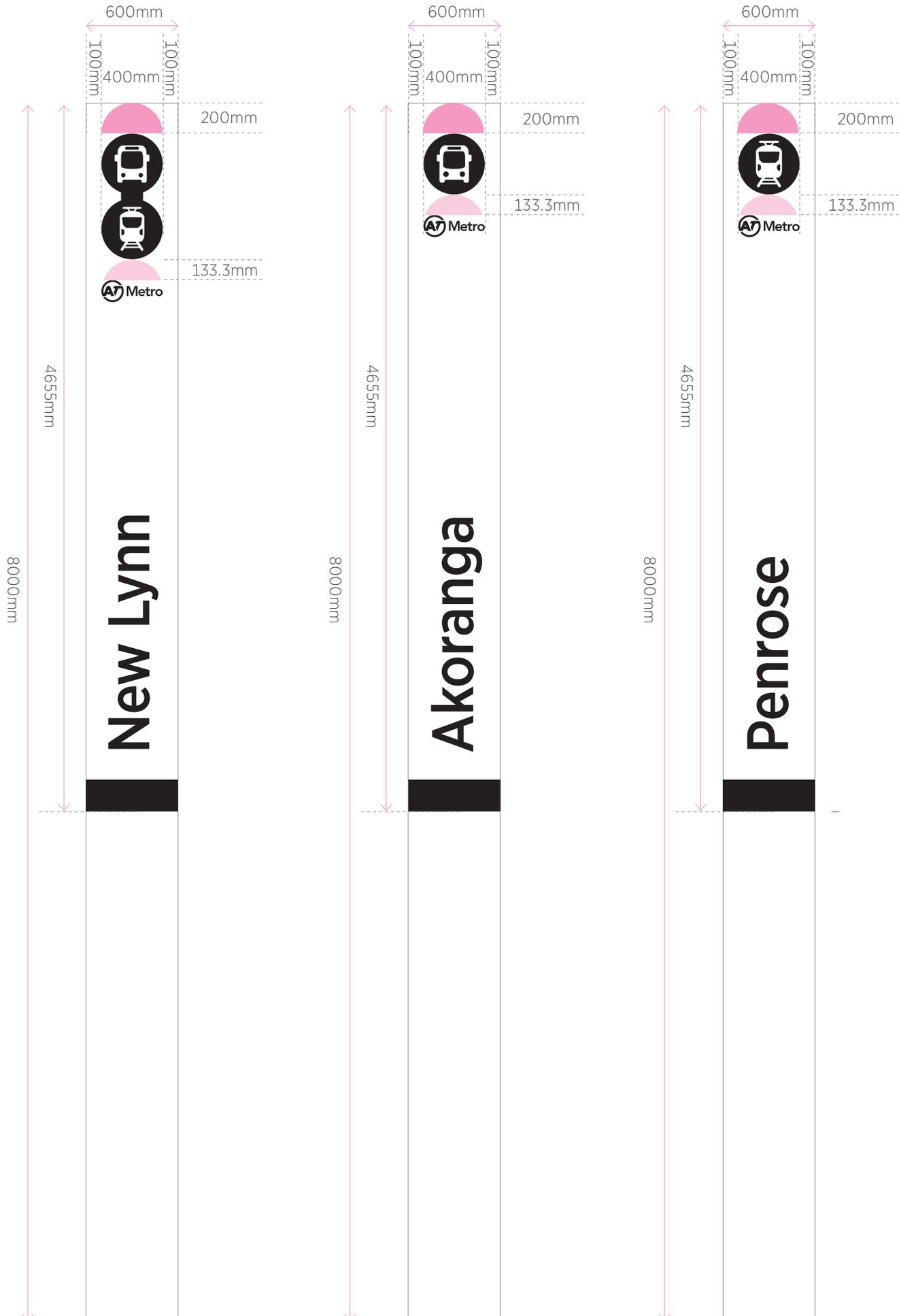
Eight-metre beacons are used at interchanges, major train stations and all bus stations.

All standard eight-metre beacons should use viewing distance size XXL+ 1080pt, which gives a viewing distance of 80m.

There is a maximum illumination area within the beacon width of 400mm. The transport icon must sit within this area to ensure the entire icon is illuminated correctly.

2.11.5 Beacon (8m) - ID







AT roundel:

A 138mm diameter

Metro:

B 62mm on height of M

Yellow flash:

C 46mm depth

PT icon:

D 186mm height

Station name:

E 600pt Gotham Narrow medium

2.11.6 Station location – ID

Location IDs are used over doorways and at entrances to stations.

Signs should be fitted, spanning the entire width of the allocated space to enable customers to see the station name clearly from a distance.

On location IDs a yellow flash is added and the AT Metro logo appears in the top left corner. Station name and icon are to be centred within the width of the sign.

All standard location ID signs should use viewing distance size XL 600pt, which gives a viewing distance of 45m.

Station location IDs show just the name of the station, bus station or ferry terminal, e.g. 'Parnell' not 'Parnell station'. The mode/s are indicated by the icons.





Width will vary depending on available space in station/terminal and the location of the sign.



Note: the PT icon and station name are centred within the width of the sign and centred vertically within the depth of the Ocean Blue panel.





AT roundel:

A 138mm diameter

Metro:

B 62mm on height of M

Yellow flash:

C 46mm depth

Station name:

D 600pt Gotham Narrow medium

Arrow (left and right):

E 57.5mm diameter

Previous and next station names:

F 185pt Gotham Narrow medium



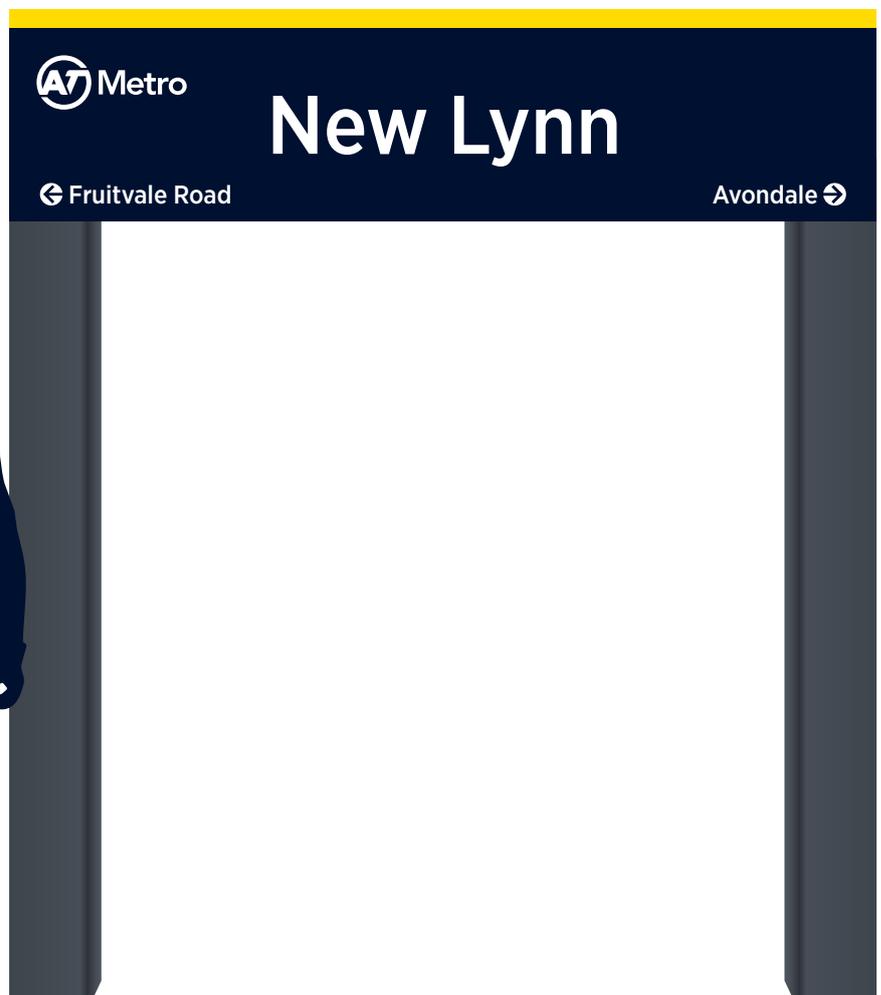
2.11.7 Station platform location – ID

Platform location IDs are used on platforms and track-side walls to enable customers to see the station name clearly from all locations on the train and must be fitted at the correct frequency and height.

On station platform IDs a yellow flash is added and the AT Metro logo appears in the top left corner. Station platform ID information is to be centred within the width and height of the sign.

All standard station platform ID signs should use viewing distance size XL 600pt, which gives a viewing distance of 45m. Previous and next station names are in 185pt.

Station platform location IDs show the name of the station, bus station or ferry terminal, e.g. 'Parnell' not 'Parnell station'. They also show next and previous stations – it is important that these are updated if new stations are built or old ones closed. Make sure contractors install these signs on the correct platform (side platforms) or side of platform (island platforms).

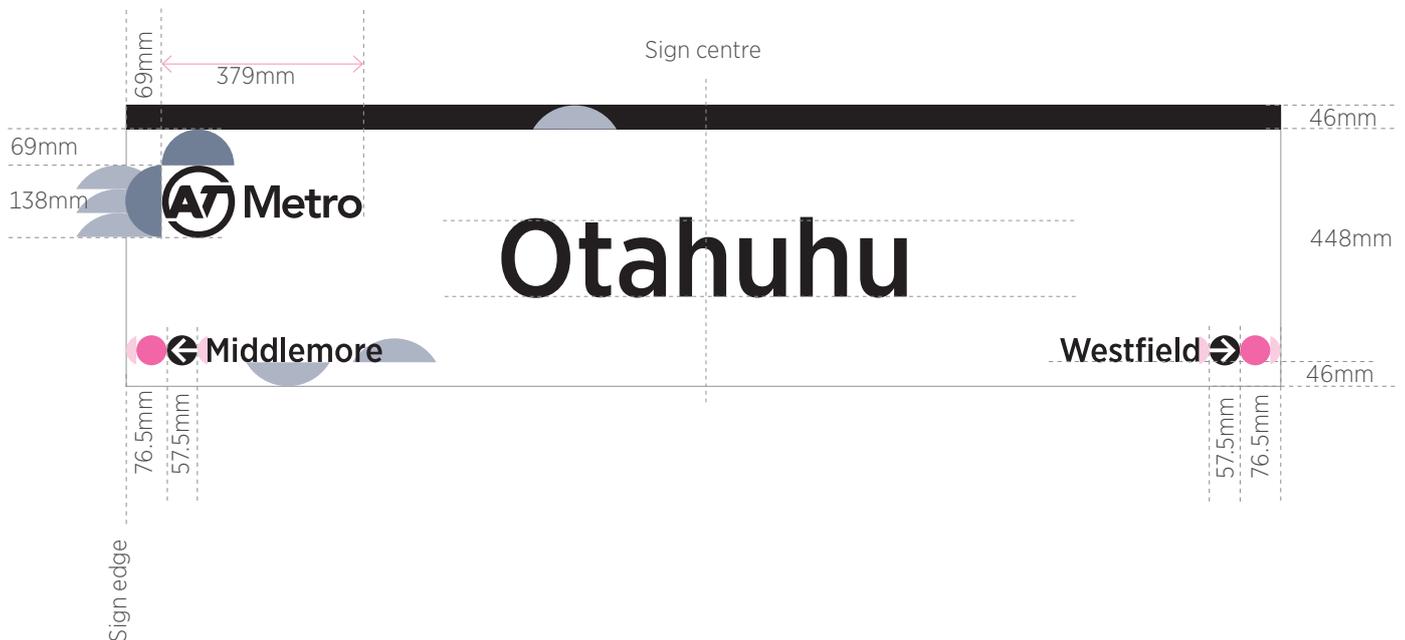




2200mm



540mm



-  1/3 AT roundel = height of yellow flash = **Middlemore Westfield**
-  Arrow roundel
-  1/3 arrow roundel
-  1/2 AT roundel



AT roundel:

A 93mm diameter

Metro:

B 41.5mm on height of M

Yellow flash:

C 31mm depth

PT icon:

D 124mm height

Station name:

E 400pt Gotham Narrow medium

2.11.8 Shelter location - ID

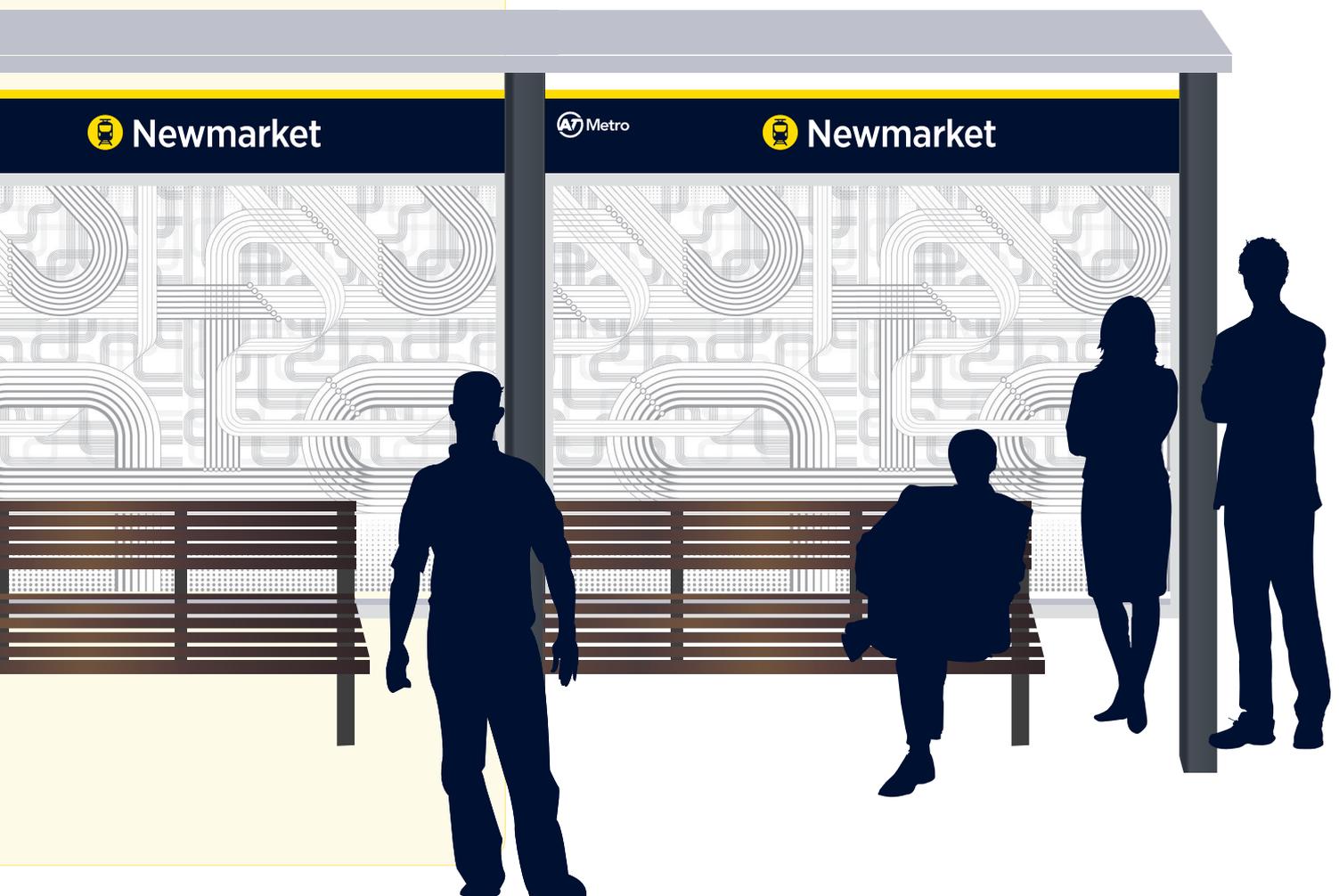
Shelter IDs help arriving passengers identify the station name. The IDs are used at the top of platform shelters.

Signs should be repeated to span the entire width of the allocated space to enable customers to see the station name clearly from a distance.

On shelter IDs a yellow flash is added and the AT Metro logo appears in the top left corner. Station name and icon are to be centred within the width of the sign.

All standard shelter ID signs should use size viewing distance M 400pt, which gives a viewing distance of 30m.

Shelter location IDs show just the name of the station, bus station or ferry terminal, e.g. 'Parnell' not 'Parnell station'. The mode/s are indicated by the icons.





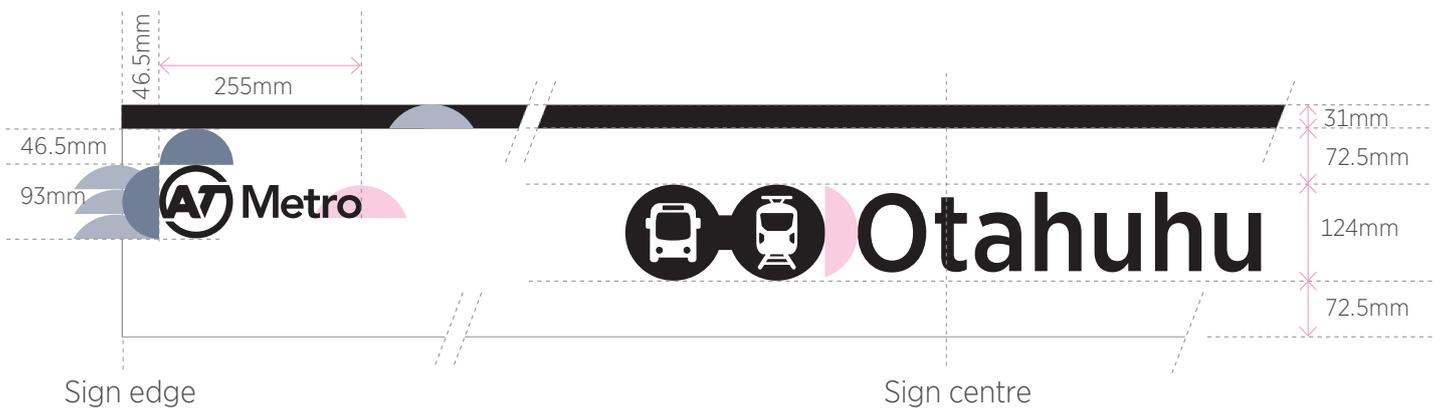
2845mm



Note: the PT icon and station name are centred within the width of the sign and centred vertically within the depth of the Ocean Blue Panel.



2845mm



 1/3 icon = height of M on **Metro**

 1/3 AT roundel = height of yellow flash = 1/4 icon

 1/2 AT roundel



AT roundel:

A 93mm diameter

Metro:

B 56mm on height of M

Customer Service Centre:

C 400pt Gotham Narrow medium

2.11.9 Customer Service Centre – ID

Over the Customer Service Centre, signage should be fitted, spanning the entire width and containing the words ‘Customer Service Centre’ as illustrated. The only other element which may appear on these signs is the AT Metro logo, in the top left hand corner of the sign.

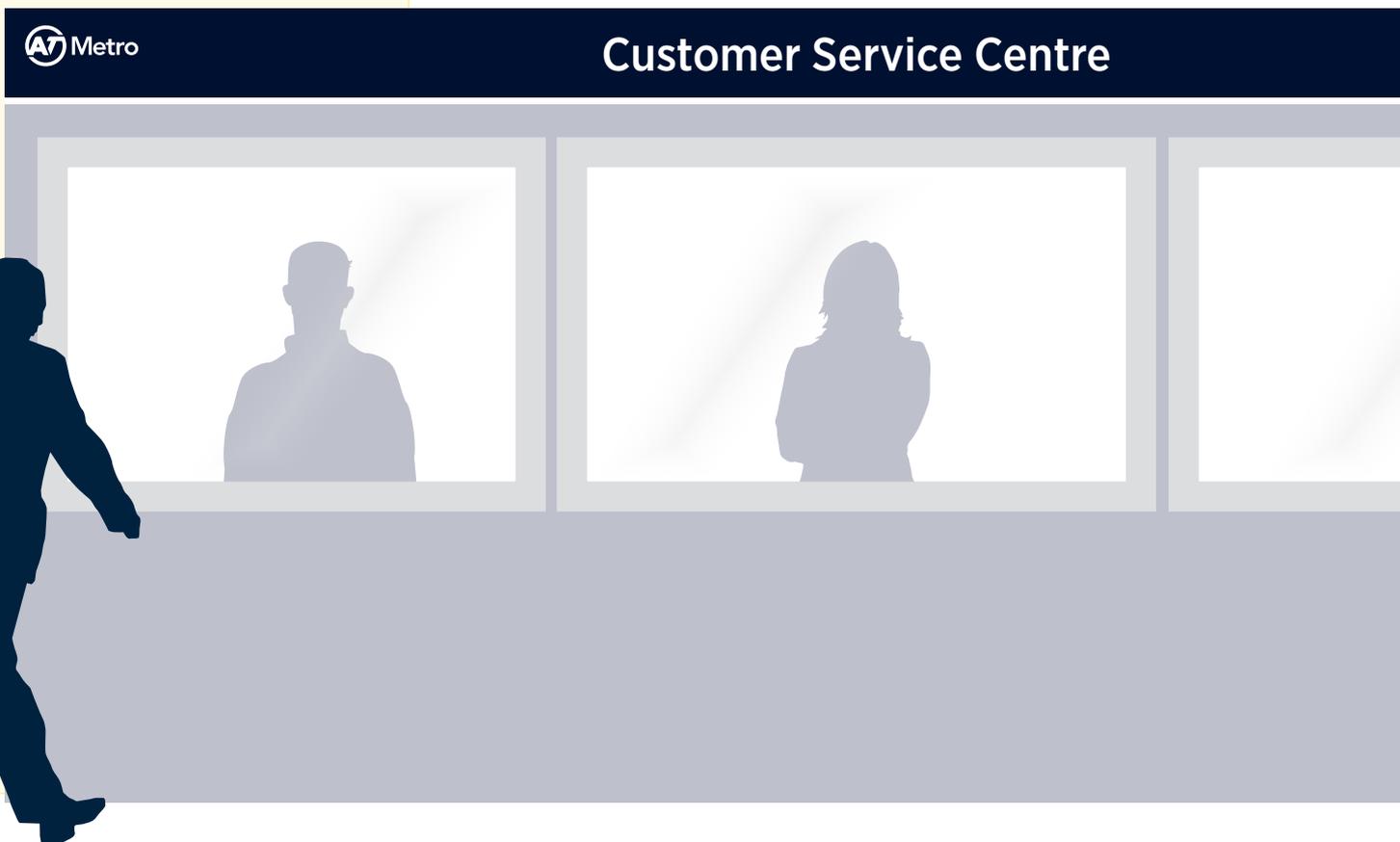
If the sign has a very long span, another AT Metro logo may be added in the top right hand corner to balance the sign, as illustrated below, using the same panel padding as the logo on the left. Information is to be centred within the width and height of the sign.

All standard Customer Service Centre signs should use viewing distance size M 400pt, which gives a viewing distance of 30m.

When the Customer Service Centre sign spans a wider area, the AT Metro logo is repeated on the right hand side as per Fig. 1.

Sizing is worked out on the minimum size of 300mm depth. If the sign is bigger than this, the wording is centred within the height and width of the sign using the same measurements indicated here for the AT Metro logo and point size of the wording.

Fig. 1. Large width sign



A **B** **C**

Customer Service Centre

Small width sign:

Sign centre



Width will vary depending on available space in station/terminal and the location of the sign.

Large width sign:

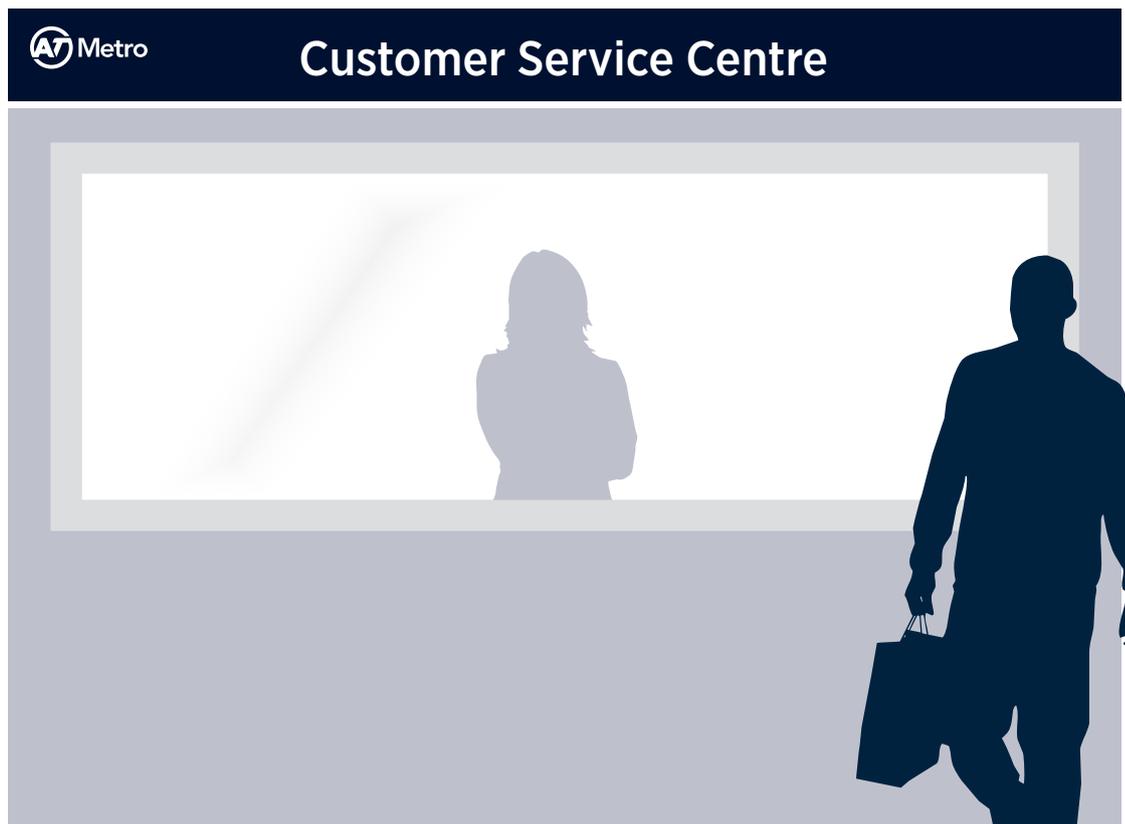
Sign centre



AT roundel = 1/4 of capital letter height (Y)

1/2 AT roundel

Fig. 2. Small width sign





Ticket icon:

A 124mm diameter

Tickets:

B 400pt Gotham Narrow medium

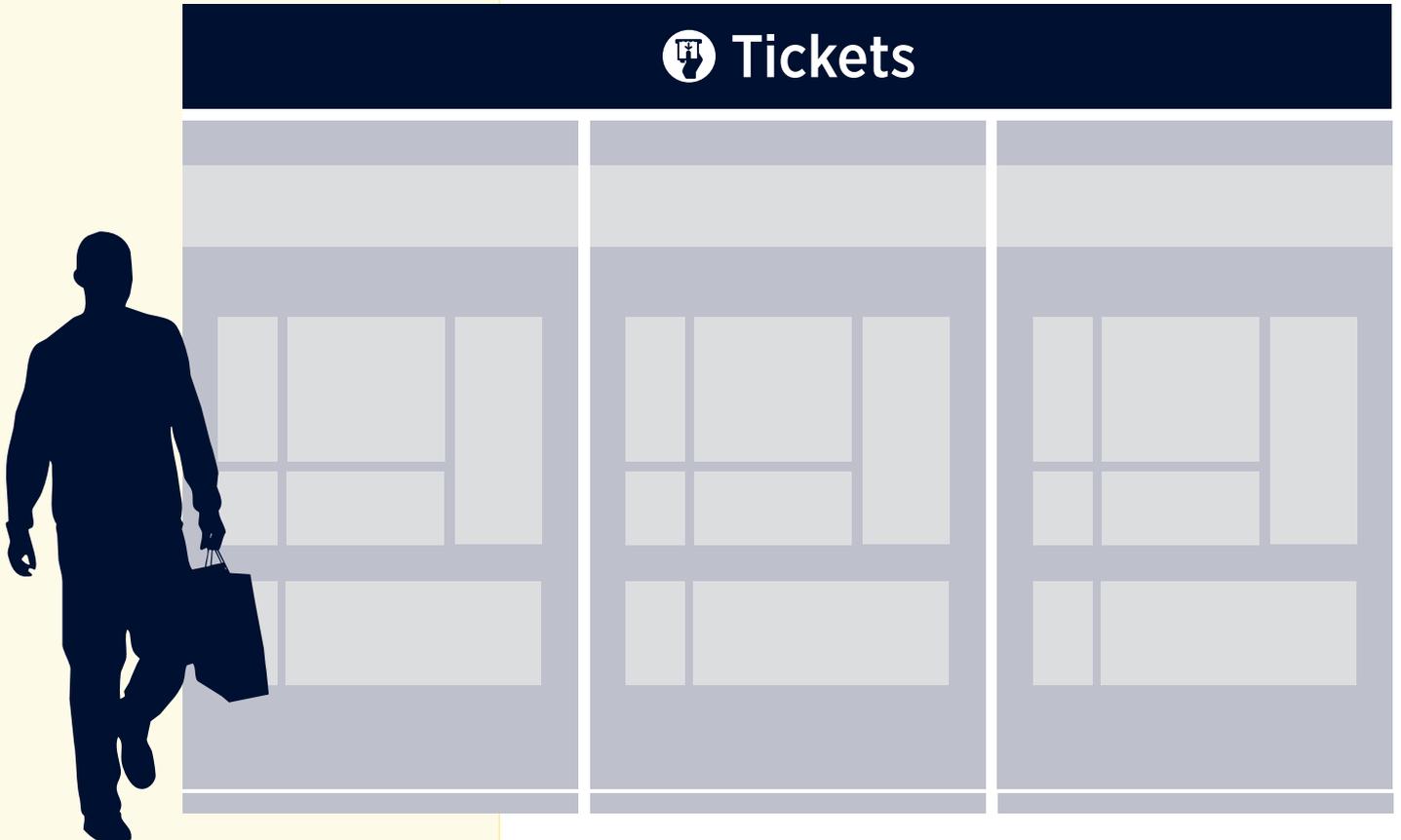
2.11.10 Tickets – ID

Over each bank of ticket machines, signage should be fitted, spanning the entire width and containing the word 'Tickets' as illustrated below. The only other elements which may appear on these signs are the ticket icon, or directions to additional ticket and change-giving facilities.

Information is to be centred within the width of the panel.

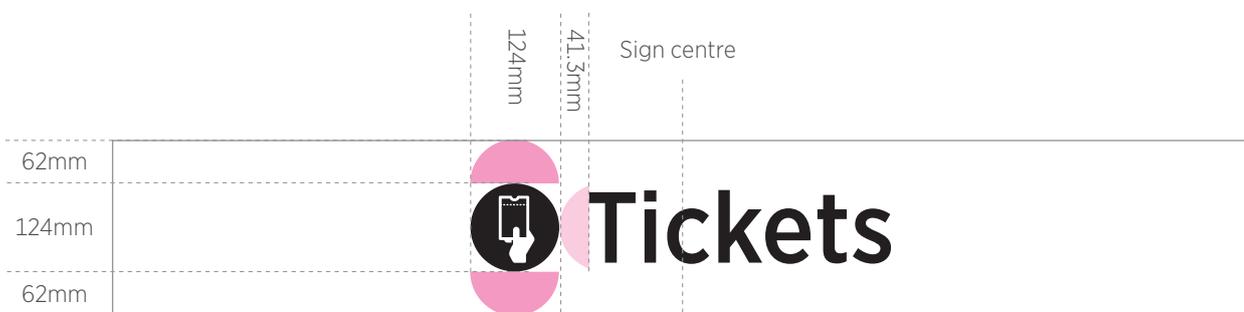
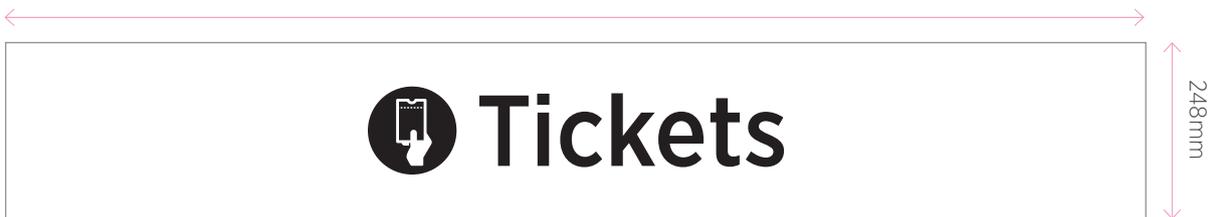
As far as possible use the same standard font size for all signs with the same purpose within a station.

All standard Tickets signs should use viewing distance size M 400pt, which gives a viewing distance of 30m.





Width will vary depending on available space in station/terminal and the location of the sign.



Information is to be centred within the width of the panel.

When the Tickets sign spans a larger area, the wording is centred within the height and width of the sign using the same measurements indicated here for the Tickets icon and the point size of the wording.





Toilet icon:

A 124mm diameter

Baby change icon:

B 124mm diameter

Accessible icon:

C 124mm diameter

Toilets:

D 400pt Gotham Narrow medium

2.11.11 Toilets – ID

Standard toilet signs are usually positioned above toilet doors or on walls and are designed to be viewed from 30m away.

The toilet icon (and any other icons required) sit to the left of the wording. Separate toilets are to be named Mens toilet and Womens toilet with the correct icons added where needed, eg. accessible, baby change etc.

Any other icons such as the baby change or accessible icons sit to the right of the toilet icon as below.



The toilet lozenge (above) is used when space is limited.

All standard toilet location signs within a station should be the same size.

All standard toilet signs should use viewing distance size M 400pt, which gives a viewing distance of 30m.



If a combination of the above signs is required within a station, ensure that the signs remain the same size as each other and the wording and icons are centred within the width of the sign.





Sizes shown are the minimum sign sizes based on the wording being 400pt (M).





Wording (Toilet/Staff only etc):

A 144pt (max)

Braille:

B To adhere to NZBF guidelines

Icons:

C 124mm diameter

Toilet door signs and lift button signs and some other accessible signs may need to contain raised icons, raised text and braille to aid the visually impaired.

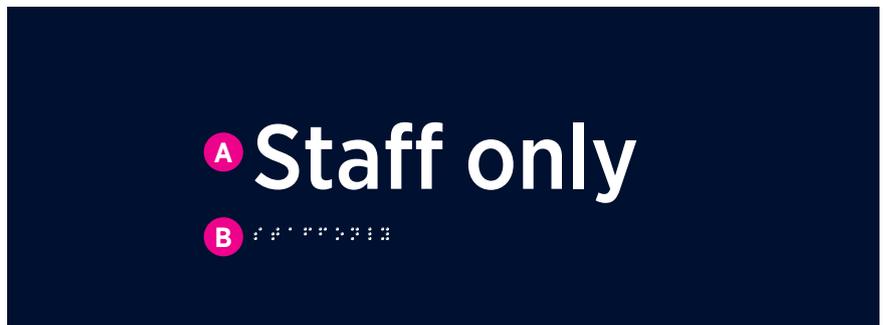
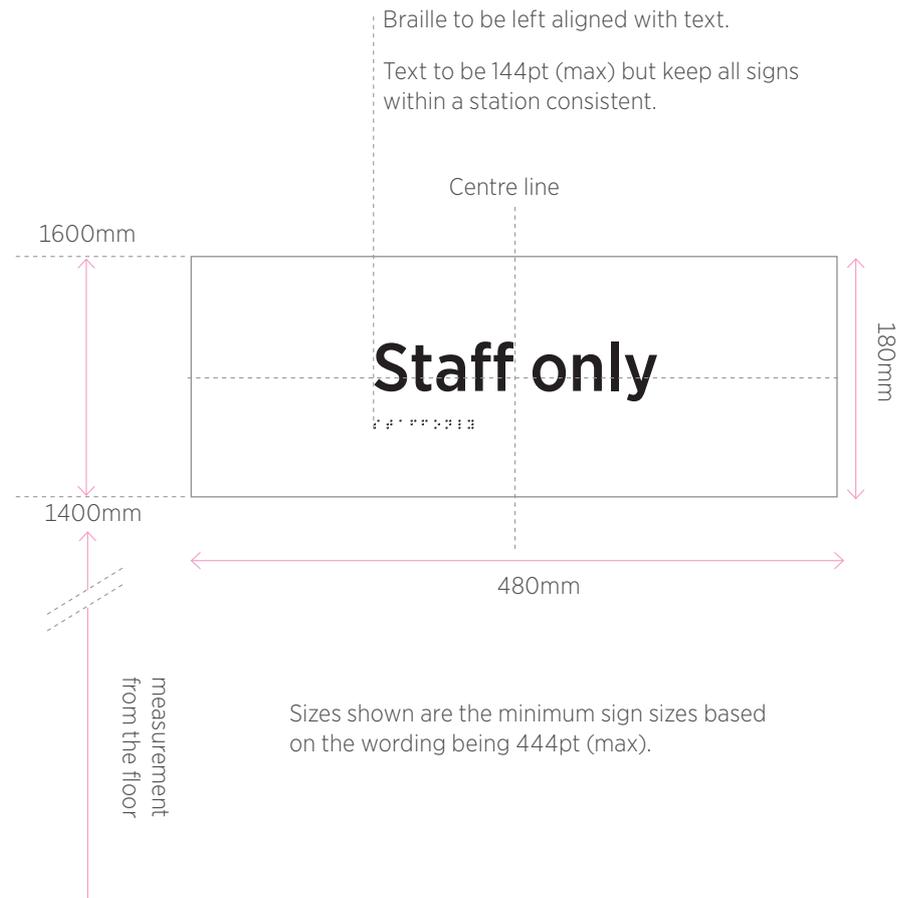
These signs will need to adhere to the New Zealand Blind Foundation accessible signage guidelines. www.blindfoundation.org.nz/signage

The following pages outline some of the specifications from these guidelines.

2.11.12 Accessible door signs – ID

All signs on doors are to be at a consistent height from the floor, between 1400mm and 1600mm.

When there are no icons, centre the main text within the width and height of the sign.



When using braille and raised icons to aid the visually impaired, the wording is set to the left and the icons are set to the right. The toilet icon will always appear beside the wording. Any other icons such as the baby change or accessible icons sit to the right of the toilet icon as below.



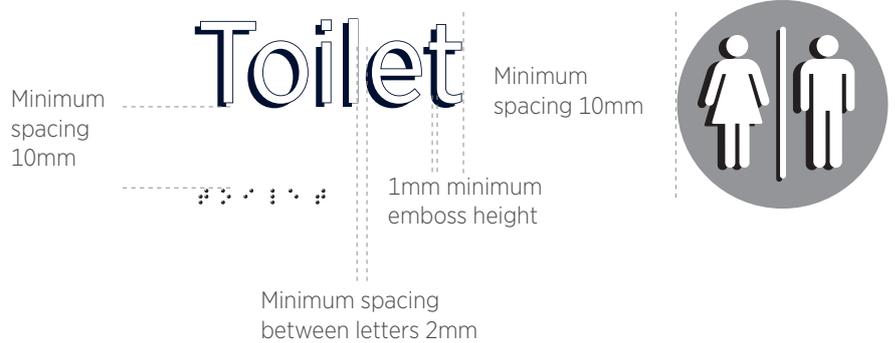
Braille must be left aligned with the text, which is to be a maximum of 144pt, and all signs should be of a consistent size and look.

Note when the toilets are unisex use the wording 'Toilet' and the unisex icon. The accessible icon may also be added.

Separate toilets are to be named Mens toilet and Womens toilet with the correct icons added where needed, e.g. accessible, baby change etc. (see below examples).



Examples of toilet signage for the visually impaired.



Other icons can be added (baby change and accessible if appropriate) but must follow spacing guidelines.





Wording:

A 400pt Gotham Narrow medium

Small wording:

B 232pt Gotham Narrow medium

Icons:

C 124mm diameter

2.11.13 Lift location – ID

Lifts usually form part of the accessible routes through a station, so their location must be clearly signed. Lift ID signs are used to make the lift visible from a distance and are usually projecting signs, or suspended signs that are placed at a right angle to the pedestrian flow.

Since a lift works as a door to another part of the site, the signage above the lift door will be a directional sign, showing where the lift can take you. This information must be clear as customers may assume a lift will go to all levels, which is not always the case.

Each lift also requires a sign to the side of the door and one inside that shows the levels it serves.

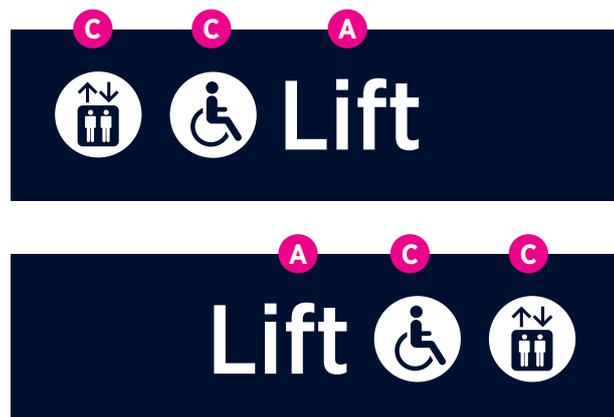
Single-sided sign mounted on wall above lift:



Single-sided sign mounted on wall above lift:



Double-sided light box mounted perpendicular to the wall:



All lift signs within a station should be the same size and should use viewing distance size M 400pt, which gives a viewing distance of 30m.

The accessible icon always sits beside the wording, see below.

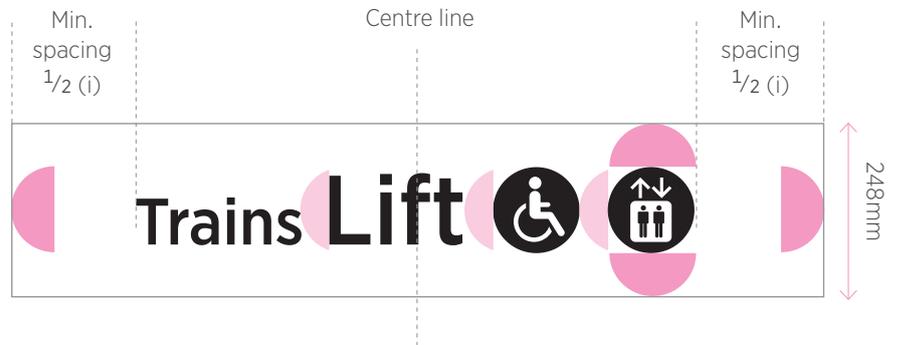
Lift

Lift Accessible Lift
wording icon icon

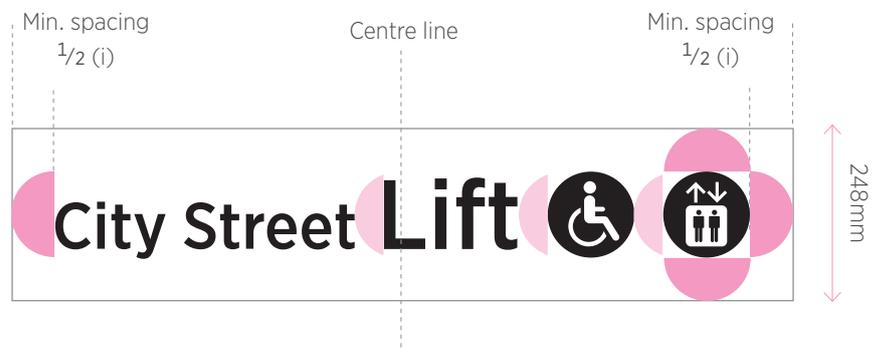
Lift

Lift Accessible Lift
icon icon wording

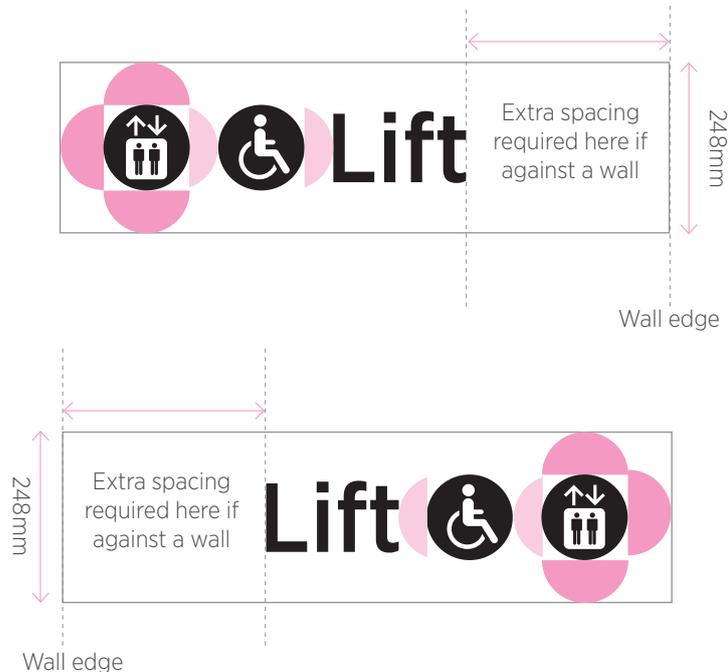
Single-sided sign mounted on wall above lift:



Single-sided sign mounted on wall above lift:



Double-sided light box mounted perpendicular to the wall:



2.11.14 Gateway landscape – orientation

Gateway signs give an extra level of wayfinding information for customers entering or exiting the site. These signs provide a way for customers to orient themselves in the new environment. The header section includes the pedestrian icon and name of the location. The directional section provides key local Points of Interest (POI). The key/mapping section contains a map and directory.

Gateway signs should be placed outside main entrances to major stations. They should be placed at right angles to the direction of pedestrian flow. However, thought must be given to Crime Prevention Through Environmental Design (CPTED) principles. These signs should not block sightlines for CCTV etc.

Use the hierarchy of POIs to choose which ones to include on the top section and on the map. The map is 'heads up', e.g. north is not necessarily at the top – it is made to reflect the orientation of the sign in the site.

The graphic design must be created by the Design Studio – when briefing this in it will be crucial to include the precise location and orientation of the sign.

One-sided, wall-mounted option: where there is no suitable space to install a plinth gateway sign it may be possible to mount a single sided version to a wall. These are not as effective as it is not usually possible to have them facing in the correct direction for heads up mapping.

This also applies to the gateway plinth.

Header:

A 200pt Gotham Narrow medium
239pt leading

B Roundel: 130mm diameter

C 133pt Gotham Narrow medium

Directional:

D 75pt Gotham Narrow medium
92pt leading

E 50pt Gotham Narrow medium
92pt leading

F 2pt Stroke weight

Key:

G YOU: 44pt Gotham Narrow bold
are at XX: 45pt Gotham
Narrow light
Street: 44pt Gotham Narrow bold

H Street finder/ Location finder:
Headings:
24pt Gotham Narrow bold
Text: 16pt Gotham Narrow medium
20pt leading

I Legend: 12pt Gotham Narrow medium
24pt leading

Mapping:

J AT Design Studio will provide
map section.

AT lock-up:

K Roundel = 35.5mm diameter
AT.govt.nz = 45pt Avenir medium



(i) Padding is taken from the walking icon in header section.

 **1/3 (a)**
(a) Spacing between icons is taken from the arrow icon in the directional section



2.11.15 Gateway plinth – orientation

The gateway plinth sign works in the same way as the landscape gateway.

Header:

A 200pt Gotham Narrow medium
239pt leading

B Roundel: 130mm diameter

C 133pt Gotham Narrow medium

Directional:

D 75pt Gotham Narrow medium
92pt leading

E 50pt Gotham Narrow medium
92pt leading

F 2pt Stroke weight

Mapping:

G AT Design Studio will provide
map section

Key:

H YOU: 44pt Gotham Narrow bold
are at XX: 45pt Gotham Narrow light
Street: 44pt Gotham Narrow bold

I Headings:
24pt Gotham Narrow bold
Text: 16pt Gotham Narrow medium
20pt leading

J 12pt Gotham Narrow medium
24pt leading

AT lock-up:

K Roundel = 35.5mm diameter
AT.govt.nz = 45pt Avenir medium

A Viaduct Harbour

B

C Princes Wharf

D Toilets 2 min

E The Domain 3 min

F Auckland Hospital 4 min

E Auckland Museum 5 min

E 2 min University of Auckland

5 min Newmarket

2 min Park

3 min Toilets

E 4 min Auckland Hospital

5 min Museum

6 min AUT

7 min Parnell

G

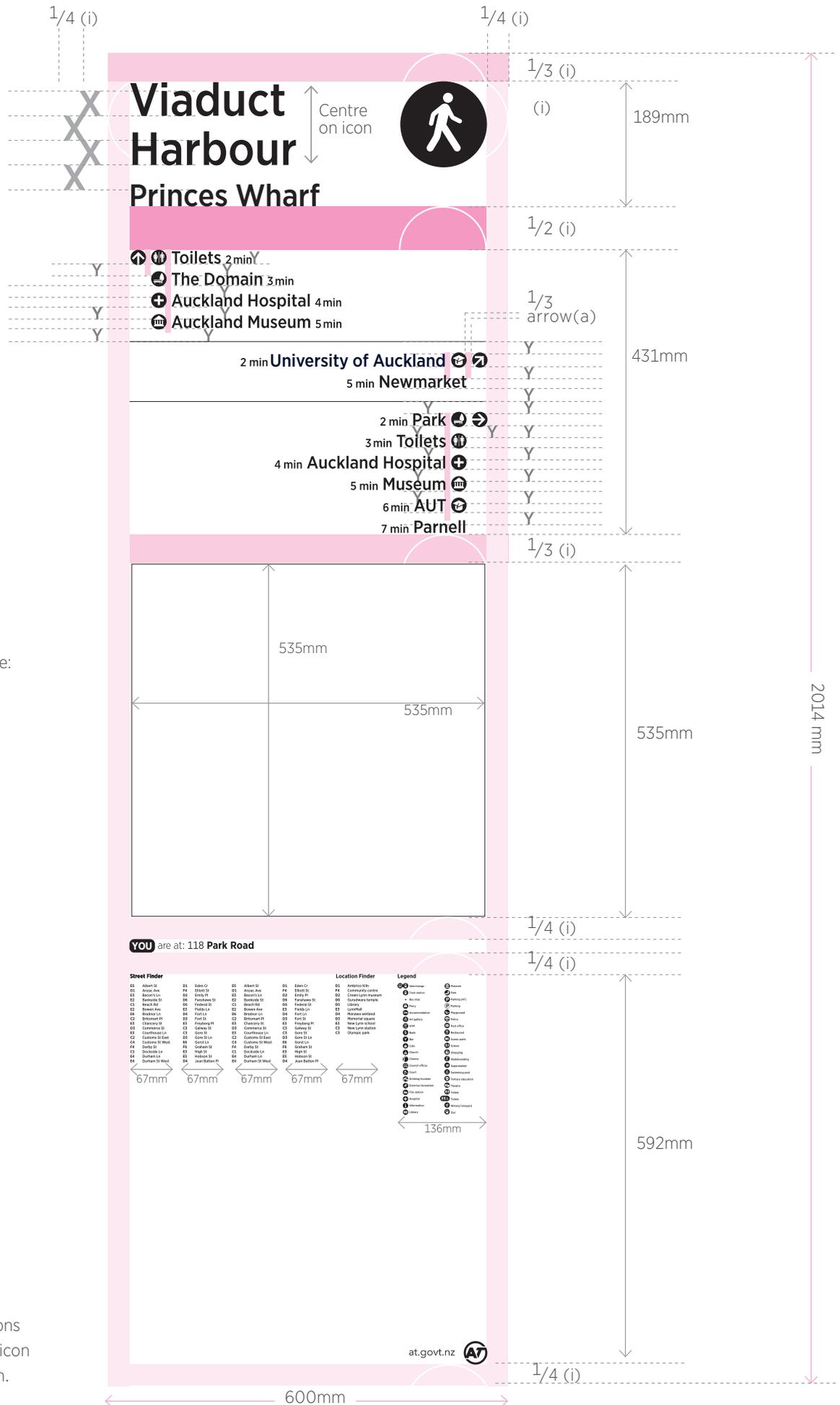
H YOU are at: 118 Park Road

I

Street Finder				Location Finder				Legend	
01	Albion St	01	Albion St	01	Albion St	01	Albion St		Toilets
02	Albion St	02	Albion St	02	Albion St	02	Albion St		The Domain
03	Albion St	03	Albion St	03	Albion St	03	Albion St		Auckland Hospital
04	Albion St	04	Albion St	04	Albion St	04	Albion St		Auckland Museum
05	Albion St	05	Albion St	05	Albion St	05	Albion St		University of Auckland
06	Albion St	06	Albion St	06	Albion St	06	Albion St		Park
07	Albion St	07	Albion St	07	Albion St	07	Albion St		Toilets
08	Albion St	08	Albion St	08	Albion St	08	Albion St		The Domain
09	Albion St	09	Albion St	09	Albion St	09	Albion St		Auckland Hospital
10	Albion St	10	Albion St	10	Albion St	10	Albion St		Auckland Museum
11	Albion St	11	Albion St	11	Albion St	11	Albion St		University of Auckland
12	Albion St	12	Albion St	12	Albion St	12	Albion St		Park
13	Albion St	13	Albion St	13	Albion St	13	Albion St		Toilets
14	Albion St	14	Albion St	14	Albion St	14	Albion St		The Domain
15	Albion St	15	Albion St	15	Albion St	15	Albion St		Auckland Hospital
16	Albion St	16	Albion St	16	Albion St	16	Albion St		Auckland Museum
17	Albion St	17	Albion St	17	Albion St	17	Albion St		University of Auckland
18	Albion St	18	Albion St	18	Albion St	18	Albion St		Park
19	Albion St	19	Albion St	19	Albion St	19	Albion St		Toilets
20	Albion St	20	Albion St	20	Albion St	20	Albion St		The Domain
21	Albion St	21	Albion St	21	Albion St	21	Albion St		Auckland Hospital
22	Albion St	22	Albion St	22	Albion St	22	Albion St		Auckland Museum
23	Albion St	23	Albion St	23	Albion St	23	Albion St		University of Auckland
24	Albion St	24	Albion St	24	Albion St	24	Albion St		Park
25	Albion St	25	Albion St	25	Albion St	25	Albion St		Toilets
26	Albion St	26	Albion St	26	Albion St	26	Albion St		The Domain
27	Albion St	27	Albion St	27	Albion St	27	Albion St		Auckland Hospital
28	Albion St	28	Albion St	28	Albion St	28	Albion St		Auckland Museum
29	Albion St	29	Albion St	29	Albion St	29	Albion St		University of Auckland
30	Albion St	30	Albion St	30	Albion St	30	Albion St		Park
31	Albion St	31	Albion St	31	Albion St	31	Albion St		Toilets
32	Albion St	32	Albion St	32	Albion St	32	Albion St		The Domain
33	Albion St	33	Albion St	33	Albion St	33	Albion St		Auckland Hospital
34	Albion St	34	Albion St	34	Albion St	34	Albion St		Auckland Museum
35	Albion St	35	Albion St	35	Albion St	35	Albion St		University of Auckland
36	Albion St	36	Albion St	36	Albion St	36	Albion St		Park
37	Albion St	37	Albion St	37	Albion St	37	Albion St		Toilets
38	Albion St	38	Albion St	38	Albion St	38	Albion St		The Domain
39	Albion St	39	Albion St	39	Albion St	39	Albion St		Auckland Hospital
40	Albion St	40	Albion St	40	Albion St	40	Albion St		Auckland Museum
41	Albion St	41	Albion St	41	Albion St	41	Albion St		University of Auckland
42	Albion St	42	Albion St	42	Albion St	42	Albion St		Park
43	Albion St	43	Albion St	43	Albion St	43	Albion St		Toilets
44	Albion St	44	Albion St	44	Albion St	44	Albion St		The Domain
45	Albion St	45	Albion St	45	Albion St	45	Albion St		Auckland Hospital
46	Albion St	46	Albion St	46	Albion St	46	Albion St		Auckland Museum
47	Albion St	47	Albion St	47	Albion St	47	Albion St		University of Auckland
48	Albion St	48	Albion St	48	Albion St	48	Albion St		Park
49	Albion St	49	Albion St	49	Albion St	49	Albion St		Toilets
50	Albion St	50	Albion St	50	Albion St	50	Albion St		The Domain

J

Legend	
	Toilets
	The Domain
	Auckland Hospital
	Auckland Museum
	University of Auckland
	Park
	Toilets
	The Domain
	Auckland Hospital
	Auckland Museum
	University of Auckland
	Park
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	University of Auckland
	Park
	Toilets
	The Domain
	Auckland Hospital
	Auckland Museum
	University of Auckland



Total size:
600mm x 2384mm

Size excluding baseplate:
600mm x 2014mm

(i) Padding is taken from the walking icon in header section.



1/3 (a)

(a) Spacing between icons is taken from the arrow icon in the directional section.



Heading:

A 98pt Gotham Narrow medium

Sub heading:

B 80pt Gotham Narrow medium

Before you board:

C 55pt Gotham Narrow medium

Sub text:

D 30pt Gotham Narrow medium

Icons:

E 70mm diameter

Icon description:

F 29pt Gotham Narrow medium

Dividing line:

G 3pt rule

CCTV/Emergency text:

H 42pt Gotham Narrow medium

CCTV/Emergency icons:

I 57.5mm depth

2.11.16 Station rules – behavioural

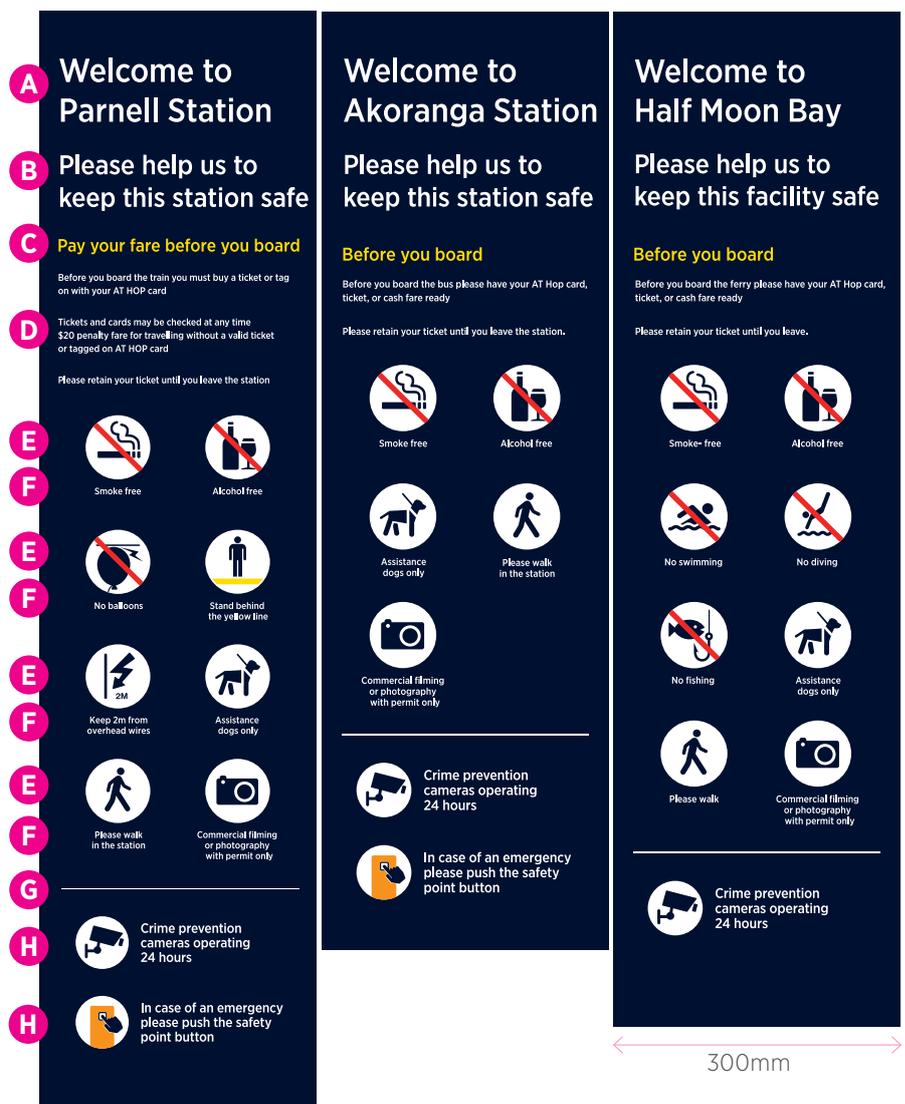
The station rules sign welcomes the passenger to the station and shows the expected behaviour.

Where ‘do not’ messages are required, these are to be kept to the absolute minimum. Research suggests that this approach is more effective and makes customers feel safer than using signs with lots of negative messages.

These are usually done as vinyl decals on to glass entrance doors, but can also be installed as panels on to walls near the entrance.

The design for these will be created by AT’s Design Studio.

Any changes to the content of these signs (apart from the name of the site) must be agreed by the signage team and AT Metro Group Manager Marketing and Engagement.



Depth varies depending on the information required on the sign.

Maximum depth to be 1200mm.



100mm x 100mm:

Smoke free icon:

A 67mm diameter

A5:

Smoke free icon:

B 99mm diameter

Smoke free heading:

C 75pt Gotham Narrow medium

AT Metro logo:

D 36mm wide

2.11.17 Smoke free – behavioural

Smoke free signs should be visible within all sites, including outside areas. While care should be taken to install these in every area that the public uses, they should not be placed in such a way that they visually dominate the space. For instance, do not place these in the centre of windows or doors, use only the minimum number needed and do not increase the size of the signs.





2.11.18 Please walk your bike – behavioural

Icon:

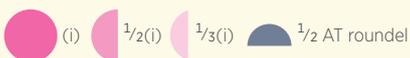
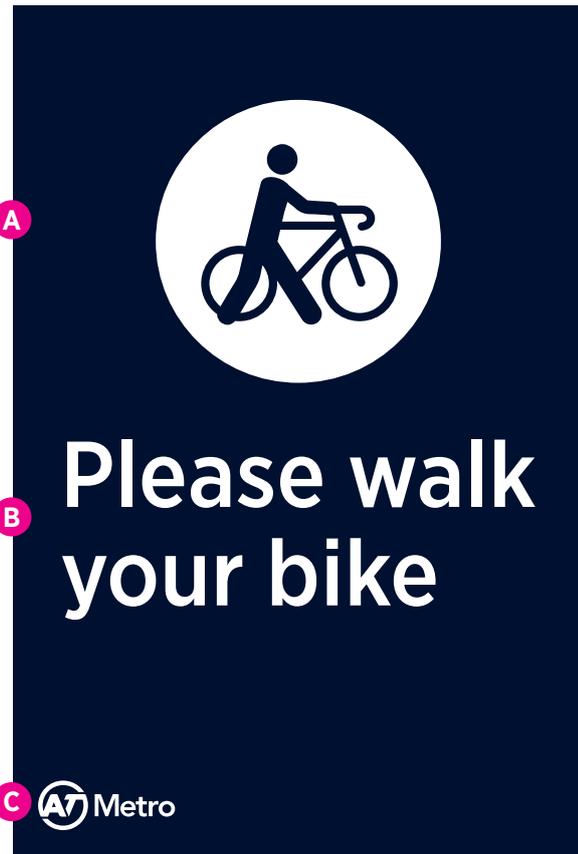
A 300mm diameter

Heading:

B 280pt Gotham Narrow medium

AT Metro logo:

C 144mm wide





2.11.19 CCTV/Damage report – behavioural

These signs are installed on platforms with the CCTV sign on one side and the damage report sign on the other. There should be at least two of these double-sided signs on each platform.

CCTV Icon:

A 200mm diameter

CCTV heading:

B 266pt Gotham Narrow medium

Sub heading:

C 80pt Gotham Narrow medium

Damage heading:

D 198pt Gotham Narrow medium

Sub text:

E 96pt Gotham Narrow medium

Phone text:

F 76pt Gotham Narrow medium

Front:



Back:





CCTV icon:

A 148.5mm diameter

CCTV heading:

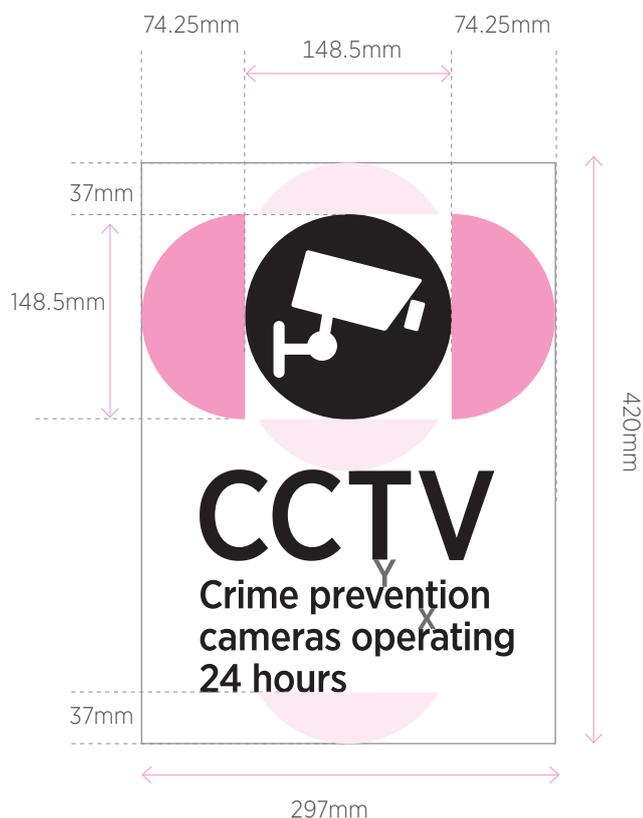
B 260pt Gotham Narrow medium

Sub text:

C 82pt Gotham Narrow medium

2.11.20 CCTV (portrait) – behavioural

These signs should be used wherever there is a CCTV sign (unless covered by the CCTV/Damage report sign). While care should be taken to install these in every area that has a CCTV, the signs should not be placed in such a way that they visually dominate the space. For instance, do not place these in the centre of windows or doors, use only the minimum number needed and do not increase the size of the signs.





CCTV icon:

E 92mm diameter

CCTV heading:

F 295pt Gotham Narrow medium

Sub text:

G 93pt Gotham Narrow medium

2.11.21 CCTV (landscape) – behavioural





2.11.22 Caution – behavioural

Red flash:

A 52mm deep

Heading:

B 450pt Gotham Narrow medium

Icons:

C 110mm diameter

Text:

D 180pt Gotham Narrow medium

AT Metro logo:

E 144mm wide





2.11.23 Do not cross – behavioural

Red flash:

A 52mm deep

Icon:

B 300mm diameter

Heading:

C 280pt Gotham Narrow medium

Sub heading:

D 180pt Gotham Narrow medium

AT Metro logo:

E 144mm wide



(i) 1/2(i) 1/2 AT roundel



2.11.24 Authorised personnel only – behavioural

Red flash:

A 52mm deep

Icon:

B 218mm diameter

Heading:

C 280pt Gotham Narrow medium

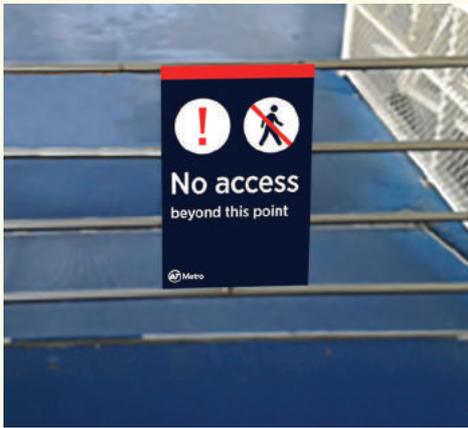
Sub heading:

D 180pt Gotham Narrow medium

AT Metro logo:

E 144mm wide





2.11.25 No access – behavioural

Red flash:

A 52mm deep

Icon:

B 218mm diameter

Heading:

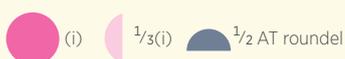
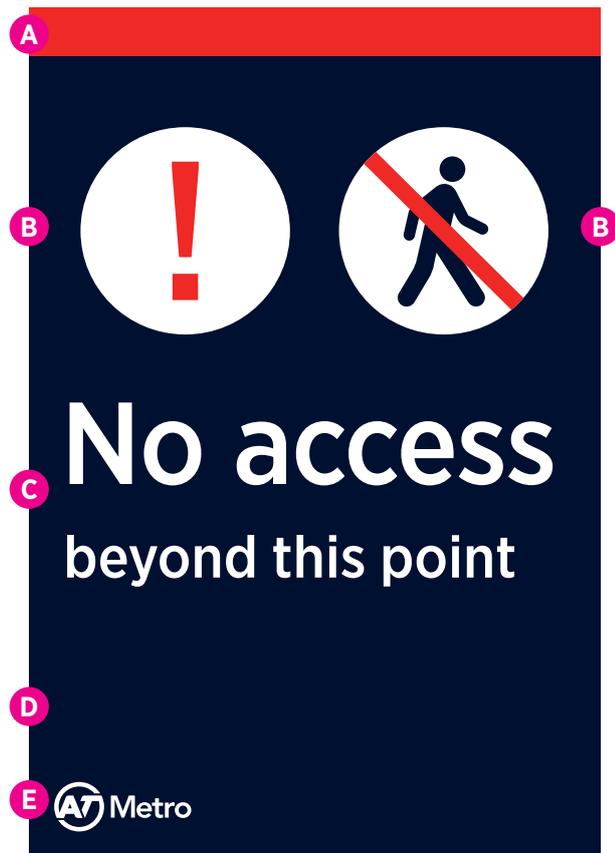
C 280pt Gotham Narrow medium

Sub heading:

D 180pt Gotham Narrow medium

AT Metro logo:

E 144mm wide





22.11.26

Double information sign: AT roundel:

A 62mm diameter

Metro:

B 27.7mm on height of M

Information icon:

C 124mm diameter

Information:

D 400pt Gotham Narrow medium

22.11.27

Single information sign: AT roundel:

E 37mm diameter

Metro:

F 16.5mm on height of M

Information icon:

G 74mm diameter

Information:

H 240pt Gotham Narrow medium

22.11.26 Information (double) – information

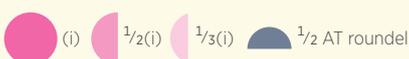
22.11.27 Information (single) – information

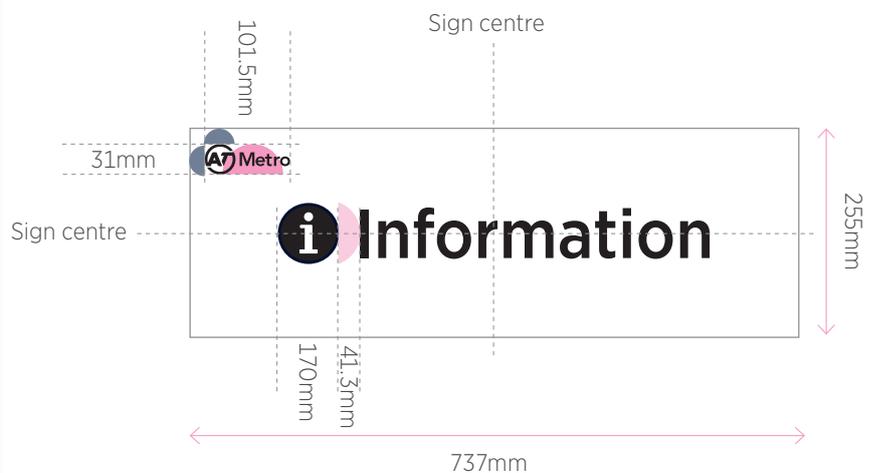
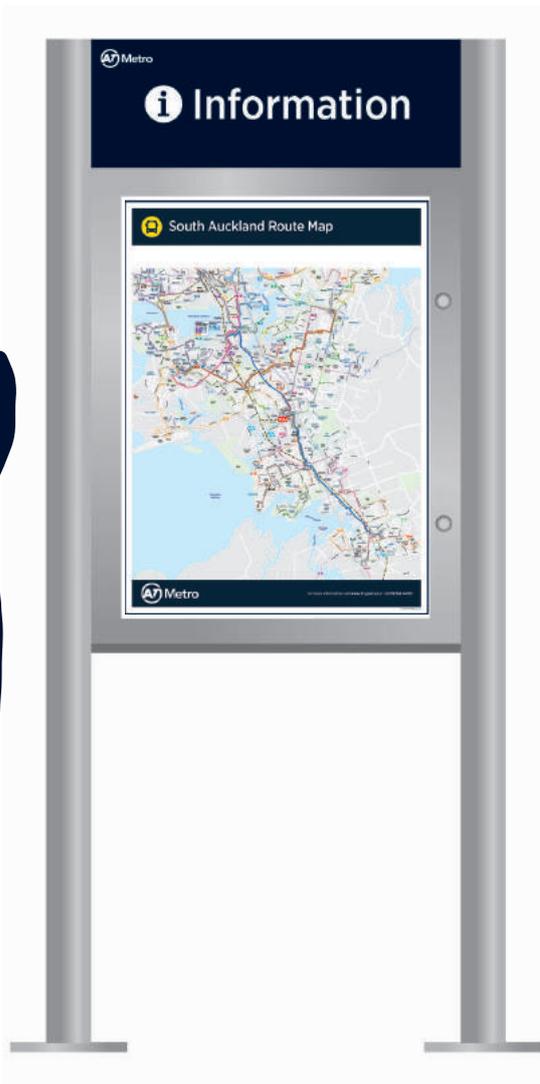
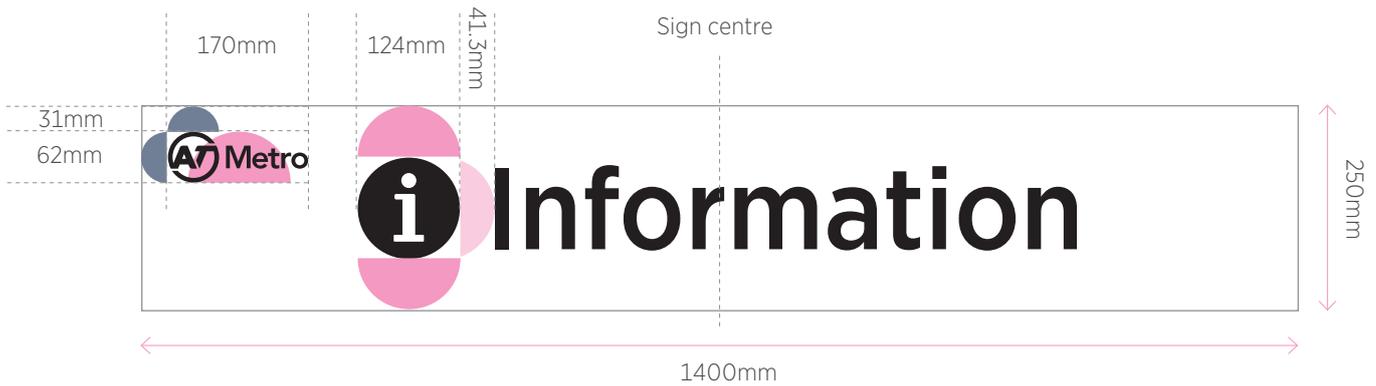
On entering a station, customers need a range of pre-travel information that is accessible and logically laid out. Information units provide space in A1 frames for this customer information. AT Metro has determined the number of A1 frames required for different types of stations, bus stations and ferry terminals. Please contact the AT Metro Customer Information team to ensure you plan for the correct number of information units.

Information units should be clearly visible on entry to the ticket hall, and must be positioned so as not to obscure primary directional signage.

All double information signs should use viewing distance size M 400pt, which gives a viewing distance of 30m.

All single information signs should use viewing distance size S 240pt, which gives a viewing distance of 18m.







AT's Design Studio will provide these designs.

2.11.28 Rail marker route schematic – information

These signs serve both as a location ID for the platform and as customer information on the destinations available from the platform.

The signs form part of the vinyl designs that are installed on the glass panels of the shelters. They are sited on the panels facing the entrance/s to the platform.

1

Inbound

Britomart (City centre)



2

Outbound

Papakura | Manukau





2.11.29 Accessible audio information point – information

Yellow flash:

A 12mm depth

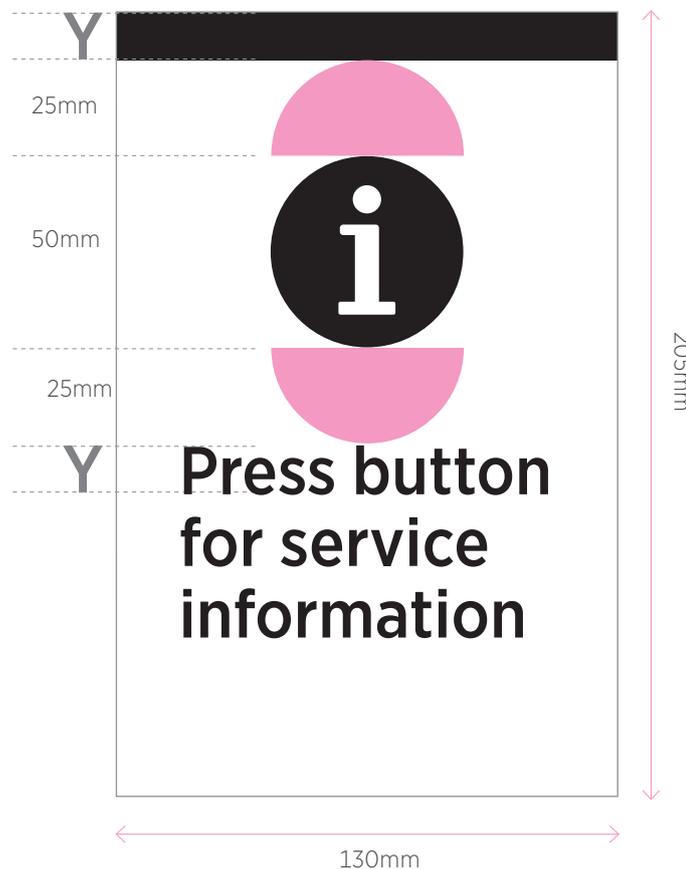
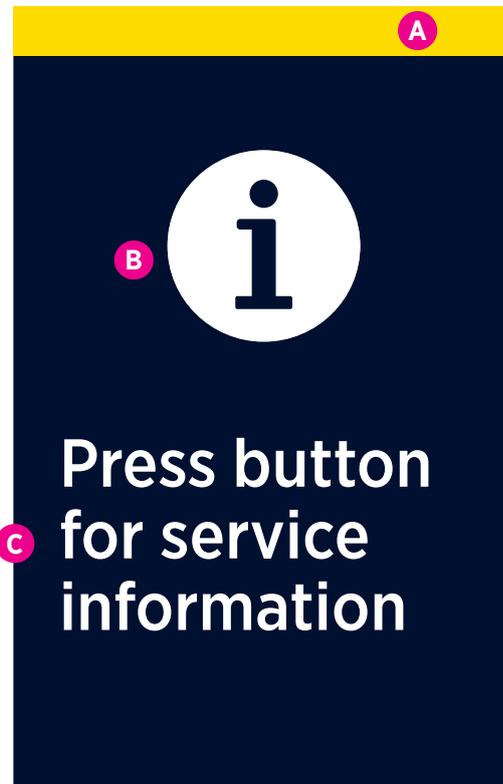
Information icon:

B 50mm diameter

Wording:

C 50pt Gotham Narrow medium

These signs are placed above the accessible information button connected to all passenger information displays (PIDs). The button triggers an audio version of the information showing on the PID.





2.12 Sign measurements

These pages outline some of the typical sign sizes for standard signs in relation to our vertical message spacing, panel padding and viewing distance sections.

This is a guide to the ideal sizes, (specifically depths) for standard signage using point sizes as suggested in the viewing distance/font point size/viewing distance chart [<link>](#).

The width or depth of the signs may vary depending on available space within the station. If the signs are re-skins of existing signs, additional padding can be added around the information evenly, ensuring that the integrity of the information remains consistent with the line spacing [<link>](#), icon sizing [<link>](#), and vertical message spacing [<link>](#).

Point size	Additional information	Sign name	Sign size
▲ DIRECTIONAL			
160pt	Viewing distance: 12m	Pedestrian blade (small)	880mm x 100mm
▲ DIRECTIONAL			
300pt	Viewing distance: 22m	Pedestrian blade (large)	1200mm x 200mm
▲ DIRECTIONAL			
450pt	Viewing distance: 34m	Driver direction	1200mm (max) x 420mm

Sign example



● ID

Sign name:
Eight-metre beacon

Point size: 1080pt

Sign Size: 600mm x 8000mm

Viewing distance: 80m



Pukekohe

Sign name:
Five-metre beacon

Point size:
800pt

Sign size:
490mm x 5000mm

Viewing distance:
60m

New Lynn

Point size	Additional information	Sign name	Sign size
● ID 600pt	Viewing distance: 45m Width determined by space available	Station location ID	Minimum depth 420mm
● ID 600pt	Viewing distance: 45m Width determined by space available	Platform ID	2200mm x 540mm
● ID 400pt	Viewing distance: 30m Width determined by space available	Shelter ID	2845mm x 300mm
● ID 400pt	Viewing distance: 30m Width determined by space available	Customer Service Centre	Minimum depth 248mm
● ID 400pt	Viewing distance: 30m Width determined by space available	Tickets	Minimum depth 248mm



Sign example



Point size	Additional information	Sign name	Sign size	Sign example
<p>● ID</p> <p>400pt</p>	<p>Width minimum determined by number of icons required. Viewing distance: 30m</p>	<p>Toilet location</p>	<p>Depth 248mm</p>	
<p>● ID</p> <p>144pt</p>	<p>Specific NZFB guidelines to be followed</p>	<p>Accessible toilet signs</p>	<p>480mm x 180mm</p>	
<p>● ID</p> <p>144pt</p>	<p>Specific NZFB guidelines to be followed</p>	<p>Accessible door signs</p>	<p>480mm x 180mm</p>	
<p>● ID</p> <p>400pt</p>	<p>Width determined by information required and sign type Viewing distance: 30m</p>	<p>Lift location</p>	<p>Minimum depth 248mm</p>	

Viaduct Harbour Princes Wharf



Toilets 2 min
 The Domain 3 min
 Auckland Hospital 4 min
 Auckland Museum 5 min

2 min University of Auckland
 5 min Newmarket

2 min Park
 3 min Toilets
 4 min Auckland Hospital
 5 min Museum
 6 min AUT
 7 min Parnell



YOU are at: 118 Park Road

Street Finder

Location Finder

Legend

at.govt.nz

Point size	Additional information	Sign name	Sign size
ORIENTATION			
12pt-200pt	To be viewed at 0m	Gateway plinth (size excludes kickplate)	600mm x 2014mm

Viaduct Harbour Princes Wharf



Toilets 2 min
 The Domain 4 min
 Auckland Hospital 5 min

Toilets 2 min
 Park 3 min
 The Domain 4 min

2 min Green Park
 3 min Toilets
 6 min University of Auckland



YOU are at: 118 Park Road

Street Finder

Location Finder

Legend

at.govt.nz

Point size	Additional information	Sign name	Sign Size
ORIENTATION			
12pt-200pt	To be viewed at 0m	Gateway landscape	1250mm x 915mm

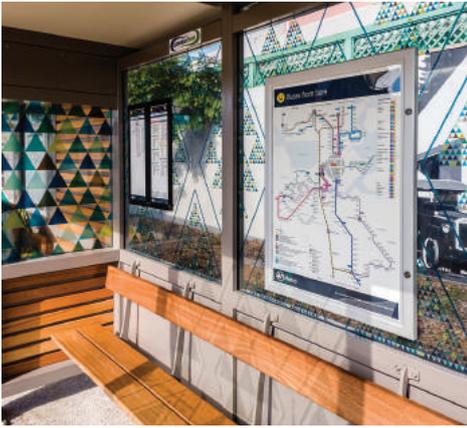
Point size	Additional information	Sign name	Sign size	Sign example
BEHAVIOURAL				
30pt-98pt	Designed to be viewed at 0m. Depth will be determined by space	Welcome/ Station rules	Width 300mm Max depth: 1200mm	
BEHAVIOURAL				
N/A	(Positioned on windows)	Smoke free (small)	100mm x 100mm	
BEHAVIOURAL				
80pt		Smoke free (A5)	148mm x 210mm	

Point size	Additional information	Sign name	Sign size	Sign example
BEHAVIOURAL				
280pt	Use this for any danger related signs that require a strong message Viewing distance: 22m	Please walk your bike	600mm x 900mm	
BEHAVIOURAL				
76pt-266pt	Double sided Viewing distance: 18m	CCTV/ Damage report	300mm x 500mm	
BEHAVIOURAL				
63pt-250pt	Viewing distance: 18m	CCTV	297mm x 420mm (landscape and portrait)	

Point size	Additional information	Sign name	Sign size	Sign example
BEHAVIOURAL				
180pt-280pt	Use this for any danger related signs that require a strong message Viewing distance: 15m-22m	Do not cross busway	600mm x 900mm	
BEHAVIOURAL				
180pt-280pt	Use this for any danger related signs that require a strong message Viewing distance: 15m-32m	Caution	600mm x 900mm	
BEHAVIOURAL				
180pt-280pt	Use this for any danger related signs that require a strong message Viewing distance: 15m-22m	No access Authorised personnel	600mm x 900mm 600mm x 900mm	



Point size	Additional information	Sign name	Sign size	Sign example
INFORMATION				
240pt	Viewing distance: 18m	Information (single)	737mm x 255mm	
INFORMATION				
400pt	Viewing distance: 30m	Information (double)	1400mm x 250mm	
INFORMATION				
50pt	Viewing distance: at 0m	Audio information point	130mm x 205mm	
INFORMATION				
48pt-107pt	Designed to be viewed at 0m AT's Design Studio will provide these designs.	Rail marker route schematic	Width 430mm Depth determined by the number of stations	



2.13 Customer information – bus

As part of the new bus network in each area of Auckland, AT is installing new, extended customer information and signage at each stop.

The amount and type of customer information and signage depends on the category of stop. Each stop in the New Network will be categorised according to how it is used by the customer (this differs from the asset type category used for the shelters).



Standard stop

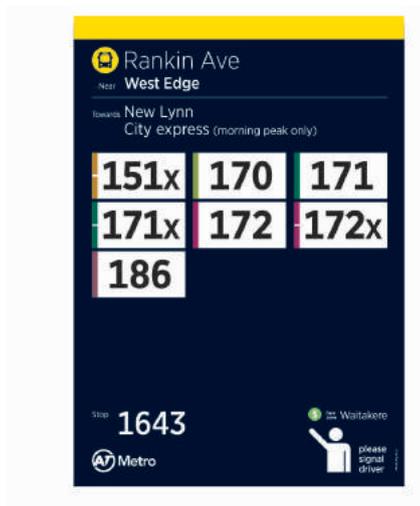


Major interchange



Bus customer information and signage is complex to produce and must be created by AT's Design Studio. The following gives an outline of what is needed, for high-level guidance only.

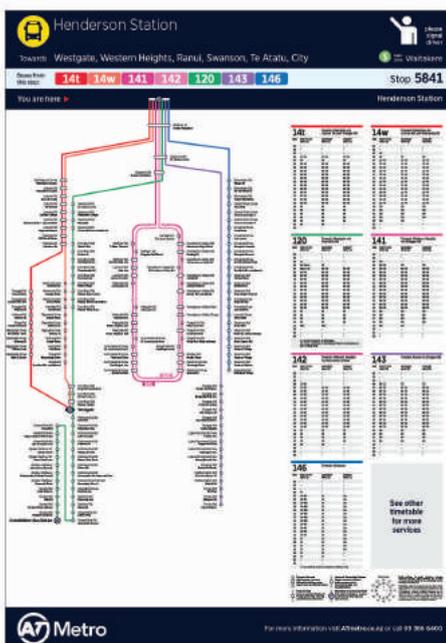
Please ensure you are working with AT Metro's Service Information and New Network teams before installing any signage at bus stops.



Bus flag sign



Local area map (A3 minimum size)



Timetable (A1)



Timetable (Case)



Fare zone map (A1)



Fare zone (Case)



RD5 (NZTA sign)



Cluster indicator

The RD5 (mandatory sign) and the cluster indicators will not be provided by the Design Studio.



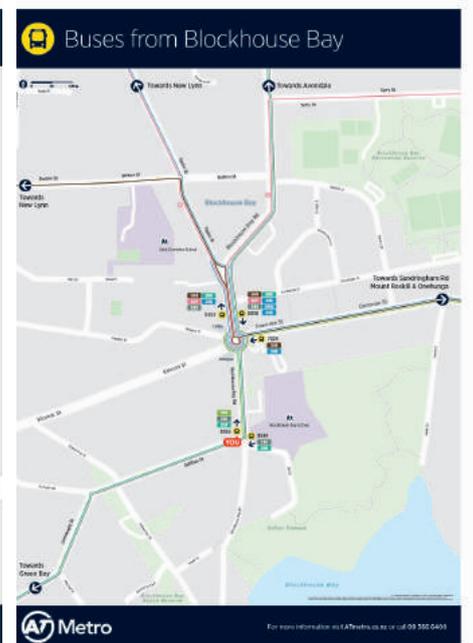
Spider map (A1)



Geographic route map (A1)



Station map (A1)



Neighbourhood interchange plan (A1)

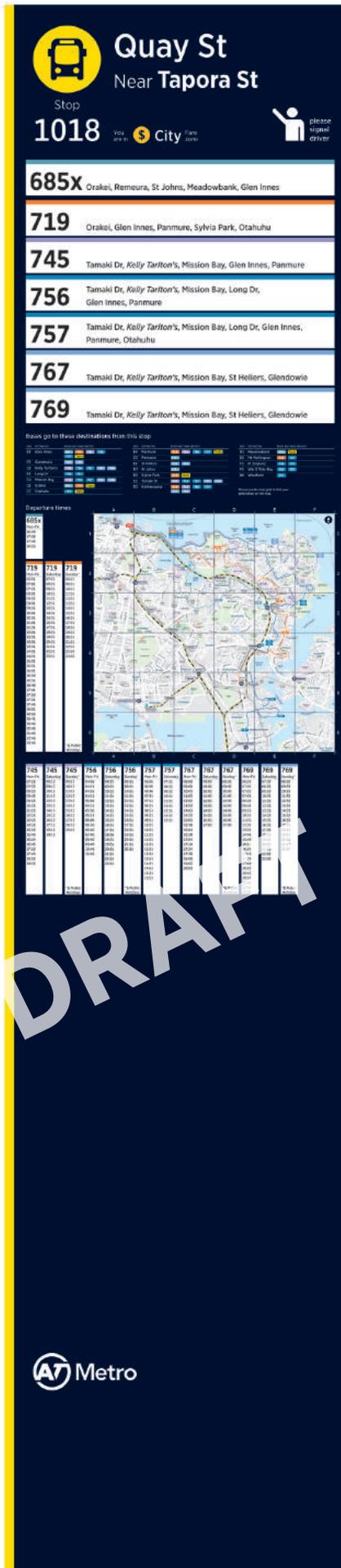


City centre bus stops

Due to the lack of shelters in the city centre, this stand-alone sign is currently being developed for bus stops.

Bus customer information and signage is complex to produce and must be created by AT's Design Studio.

Please ensure you are working with AT Metro's Service Information and New Network teams before installing any signage at bus stops.





2.14 Customer use categories – bus stop

On the following pages specify the customer information requirements for each category.

<p>Customer info asset</p>	<p>A Major interchange Staffed bus station or cluster of stops near staffed train station</p>	<p>B Intermediate interchange Unstaffed bus station or bus stop cluster by an unstaffed train station</p>	<p>C Neighbourhood interchange A cluster of stops that doesn't qualify as an intermediate or major interchange, but where customers will need to change between frequent routes</p>
RD5 (NZTA sign)	M	M	M
Bus flag sign	R	R	R
Timetable/s (includes stop info, AT contact details, links to website and apps etc)	R	R	R
Fare zone map	R	R	R
Local area map	R	R	O



M = Mandatory

R = Required by AT

O = Optional case by case



D

**Major
stop**

Landmark stop
eg. Hospital,
University etc

E

**Standard
stop**

**Physical
asset/s**

M

M

Pole

R

R

Pole
(can be on same pole as RP5)

R

R

Timetable case/A1

O

O

Timetable case/A1

O

Can be in frame or vinyl onto glass.
Size – Case by case, at least A3

<p>Customer info asset</p>	<p>A Major interchange</p> <p>Staffed bus station or cluster of stops near staffed train station</p>	<p>B Intermediate interchange</p> <p>Unstaffed bus station or bus stop cluster by an unstaffed train station</p>	<p>C Neighbourhood interchange</p> <p>A cluster of stops that doesn't qualify as an intermediate or major interchange, but where customers will need to change between frequent routes</p>
Spider map	R	O	
Geographic route map	R	R	R
Station map	R	O	
Neighbourhood Interchange Plan (NIP)			R
Cluster indicator	R ¹	R if four or more stops within the interchange	R if four or more stops within the interchange
Network map (not available until all new network areas in place)			



R = Required by AT ■

O = Optional Case by case ■

D Major stop Landmark stop eg. Hospital, University etc	E Standard stop	Physical asset/s
O		A1 frame
O		A1 frame
		A1 frame
		Roundel
		A0 frame/directly on to wall

*Need to agree what constitutes a landmark: All train stations, town centres, campuses, hospitals, etc.
¹Manukau bus station is an exception due to the large number of bays; these are numbered rather than lettered



Active modes





Every journey has an active component of either walking or cycling, and these are more than just a good way to get around the neighbourhood. We encourage walking and cycling as they have proven benefits to health, happiness, the environment and the economy. With an increased programme of investment in walking and cycling initiatives, it is important that signage along these routes encourages and supports more active journeys.

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3.0

The AT logo is the customer facing logo for active modes in Auckland. It will be used throughout the cycle and pedestrian networks.

The grey shapes indicate the minimum clear space based on the AT roundel.

Padding = ½ width of AT roundel

Nothing should ever appear in this area. The clear space will increase or decrease in proportion to the logo size.

The operational logo should not be used smaller than 15mm high.

In some situations the logo may need to be smaller than the minimum size. In this instance approval may be given on a case-by-case basis.

Graphic elements

3.1 AT logo lock-up



Padding = ½ width of AT roundel

When used on active (cycle and pedestrian) signage, the AT logo appears as a lock-up with the AT website address as above. The baseline of the web address lines up with the bottom horizontal line of the A (see above).



Generally the white mono AT Metro logo will be used because signs will use a base colour of Ocean Blue (C: 100 M: 65 Y: 22 K: 80).

Only the single colour version of the logo should be used on signage. This is to reduce visual clutter and maintain clarity on AT signs.



When used on the green flash, apply the mono version of the logo in Ocean Blue (C: 100 M: 65 Y: 22 K: 80) as above.



Gotham Narrow

Our core typeface is Gotham Narrow. It's dynamic, clear and has a clean, crisp feel. All lettering within the sign system is carried out using this contemporary sans-serif typeface developed with legibility in mind.

Text should always appear in sentence case. Avoid wording in full upper case, with the exception of the abbreviation AT, for Auckland Transport, in headlines, body copy and some cartography.

For sign use, specific rules of letter and word spacing have been developed to maximise legibility.

For active signage the main type face used is Gotham Narrow medium. Other forms of Gotham Narrow such as light, book and bold may be used on some pedestrian signage and maps. More detail on where this can be used is specified in each relevant section.

Numbers

Numerals should use Tabular lining in the open type settings. This produces numbers with a standard space between them. This helps when a passenger is comparing distances, prices, platform numbers, route numbers etc.

3.2 Regional signage typeface

Gotham Narrow medium

Its clarity and legibility makes it a good choice for a range of wayfinding applications.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890\$&.,:;'()/-**

Gotham Narrow light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890\$&.,:;'()/-

Gotham Narrow book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890\$&.,:;'()/-

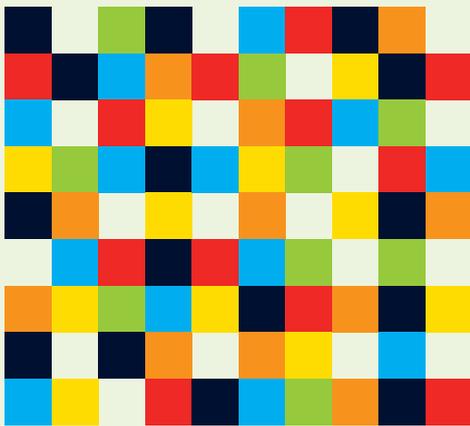
Gotham Narrow bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890\$&.,:;'()/-**

10



Tabular numerals



Our palette

The regional signage colour palette has been adjusted from Auckland Council's colours to improve legibility on signage.

Core colours

Ocean Blue (C: 100 M: 65 Y: 22 K: 80) and White maintain the link to the other CCOs and are the core colours used on signs.

Secondary colours

The secondary colours Green, Cyan, Yellow, Orange and Red have been added to produce a legible highlight when used on a background of Ocean Blue.

Yellow, Green and Cyan relate to specific transport modes:

Yellow: Public transport modes (bus, train and ferry)

Green: Active modes (walking and cycling)

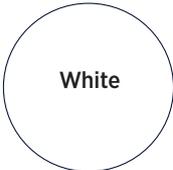
Cyan: Road modes (driving)

The two other colours are reserved for the following:

Red: Warnings

Orange: Attractions

3.3 Colour palette

 <p>Signage Ocean Blue</p>		 <p>PMS 539C</p>
 <p>White</p>		 <p>White</p>
 <p>Signage Active Green</p>		 <p>PMS 376C</p>
 <p>Signage Parking Blue</p>		 <p>PMS Cyan</p>
 <p>Signage Safety Yellow</p>		 <p>PMS 109C</p>
 <p>Signage Pohutukawa Flower Warnings</p>		 <p>PMS 485C</p>
 <p>Signage Commercial Orange</p>		 <p>PMS 144C</p>



Arrows

Arrows are always used to indicate direction.

Public transport icons

The icons for public transport modes must always be used alongside the appropriate text. The interchange icons shown here are for use on signage; however, there is a simpler icon that is used on maps.

Active mode icons

Used to indicate facilities specifically for pedestrians, cyclists or, on shared paths, for both.

Third-party transport icons

Use these to indicate facilities for private vehicles, taxis etc.

Parking icons

Use these to indicate AT car parks, park-and-ride and non-AT commercial carparks.

3.4 Icons

Key items and directions are supported on the signs by the use of internationally recognisable icons. This improves accessibility for speakers of other languages and reinforces key messages. Icons for items must appear next to the arrow icon so they can be understood without having to read the text. If a new icon is required, a request must be made to the Design Studio/regional signage project. New icons and landmarks must only be created by these teams.





Service and facility icons

Used to indicate a range of publicly accessible services and facilities.



Commercial icons

Commercial facilities/attractions – not used on station directional signs, but will be used on some maps in stations. Only used to indicate a retail area rather than individual businesses.





Direction of human icons

Where icons feature a side view of a person, the icon should be aligned so that the person is travelling in the direction of the arrow on the sign.



NOTE:
The human icons always face in the direction of the arrow.



When there is no directional arrow or the direction is straight ahead or down, the human icons will face to the right as here.





POI usage

Used on some maps and on large explorer signs, these illustrations highlight key landmarks in the region.

Landmark illustrations can be used in two ways: White on the Ocean Blue background or when used on maps, the landmark illustrations appear in shapes as here, with pointers directed to the relevant destination.

The background is slightly transparent to allow the image underneath to show through. This shape appears in 60% White.

POI colour palette

Ocean 100 65 22 80

White 0 0 0 0

Landmark Coral 0 70 50 0



3.6

Cap height (Y) vs x height (x)

Across these guidelines font sizes are expressed in both lower case height (x) and capital height (Y).

The cap height of a typeface is measured by the distance from the baseline to the top of the capital letter.

The x height of a typeface is measured by the distance from the baseline to the top of the lower case letter.

Line spacing

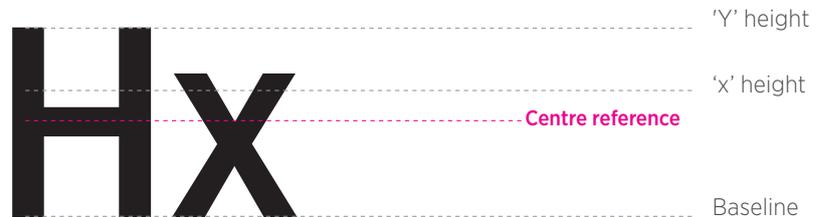
Line spacing is based on the height of the lower-case letter 'x'.

One 'x' is the standard minimum between two lines of information. When information in more than one size of lettering is used, the larger 'x' height should be used to separate the two lines of differing size.

Secondary text in a message should be $\frac{2}{3}$ of the size of the primary text.

Graphic application

3.7 Typography and measurements





Text and icons

It is best practice to couple text with an icon (if there is a icon that matches in our suite). This creates a clear message that a viewer can understand, even if English is not their first language.

Icons are centred vertically on the capital letter of the text.

There are some guidelines to follow when using icons with text:

1. Text size is set by the viewing distance.
2. An icon's size is $1\frac{1}{4}$ of the capital letter height (Y).
3. The distance between an icon and text is $\frac{1}{3}$ of the width of an icon (i).
4. Minimum top and left margins are $\frac{1}{2}$ the width of an icon (i).

See 3.9 Arrangement for pedestrian signs and 3.11 Arrangement for cycleway signs for information on padding specific signs.

1. Text size



2. Icon sizing: $1\frac{1}{4}$ of capital letter height (Y)



If (Y) = 8 then (i) = 10

3. Icon spacing: $\frac{1}{3}$ of icon width (i)



4. Minimum margin size: $\frac{1}{2}$ of icon width (i)

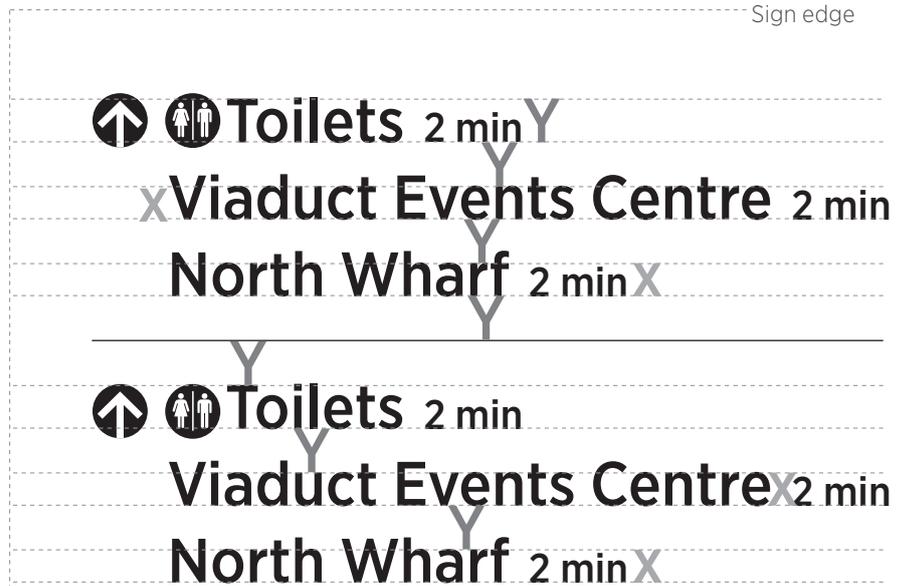


Vertical message spacing

To separate messages vertically within one sign, use (Y) or the capital letter height.

This distance is measured from the baseline of the previous line of text to the top of the lower case letter (x) of the next message.

The lower case height (x) will be used to separate lines within a message as explained previously in the line spacing section.



↑ Toilets 2 min
Viaduct Events Centre 2 min
North Wharf 2 min

↑ Toilets 2 min
Viaduct Events Centre 2 min
North Wharf 2 min



Panel padding

The minimum space from the top edge of the panel to the top of the first icon is $\frac{1}{2}$ the icon's width (i).

The space from the left side of the panel to the left edge of that icon should be the same.

A minimum distance of $\frac{1}{2}$ of the icon width should be left clear around all edges of the panel (the clear zone).

Minimum panel padding indicated on all sides.

Example of part of a pedestrian blade: $\frac{1}{2}$ (i) padding on all sides.



Example of a cycle street blade: $\frac{1}{2}$ (i) padding on all sides.



(i) Padding is taken from the arrow icon.  $\frac{1}{2}(i)$

The above padding is a minimum guide only as some of the larger signs require more padding on top, bottom, left and right margins. See the pedestrian and cycleway arrangement sections in this chapter for sign specific information on padding.



Panel padding on the infohubs is based on the large walking icon on the right hand side of the sign instead of the directional icons within the text. This gives more visual padding on all sides.

(i) Padding is taken from the walking icon in header section.  $\frac{1}{2}(i)$
 $\frac{1}{3}(i)$
 $\frac{1}{4}(i)$

Information hierarchy

Choosing content for signs

There is only so much information that can fit onto a sign and that information must be large enough to be legible, so decisions need to be made about what to include and what to leave off. What is on the signs must be consistent across the network; the list below shows the standard hierarchy of information for directional wayfinding:

1. Transport stations/Interchanges
2. Toilets
3. Landmarks (POI)
4. Recreation/scenic areas
5. Other facilities
e.g. Police, post office, shopping
6. Suburbs.

This means that if there is not enough space to include other information such as suburbs, these should be left off the sign, whereas information such as stations, toilets or landmarks will almost always be included. See Fig. 1 and Fig. 2.

All other information will be placed in alphabetical order when in the same direction, and the same time and distance. See Fig. 3.

Fig. 1. Choosing information in order of importance to the local area.



Fig. 2. Order information in order of importance.

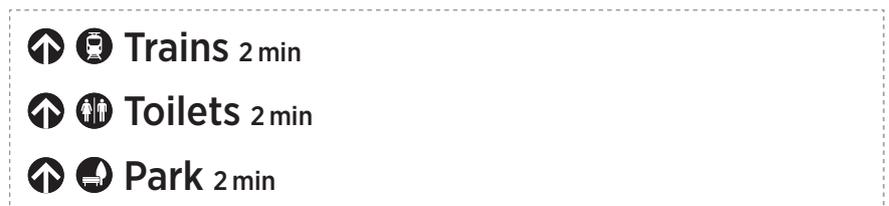
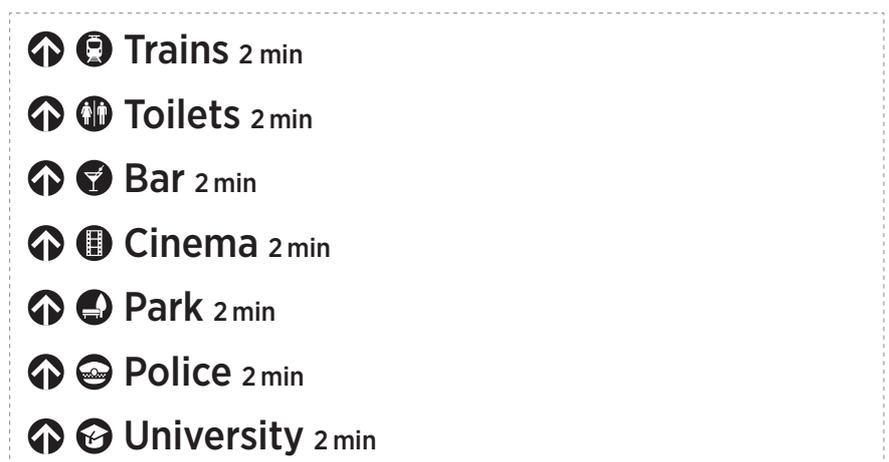


Fig. 3. After stations and toilets, all other information will be placed in alphabetical order (when in the same direction and the same time/distance).





Apply the progressive disclosure rule, giving the rider/pedestrian only enough information necessary to get to the next decision-making point. For example, as the rider/pedestrian approaches a sign on the street, the wayfinding provides them only with information to get to the next sign or route change.

For pedestrian signs:

Once you have narrowed down the content you need to order it depending upon the time measured to get to the next decision point. See Fig. 4.

When using time, ensure that it is always written as 'min' for minutes, whether it is 1 minute (1 min) or 15 minutes (15 min). See Fig. 4.

For cycle signs:

Once you have narrowed down the content you need to order it depending on the distance measured to get to the next decision point. See Fig. 5.

When using distance ensure that it is always written as 'm' for metres or 'km' for kilometres. See Fig. 5.

For shared signs:

For shared signs, once you have narrowed down the content you need to order it depending on the distance (cycling) and time (walking) measured to get to the next decision point. See Fig. 6.

Once you have all of this information you will need to follow the rules on how to arrange the content according to the direction.

Fig. 4. Sign samples: Pedestrian
Order information in order of time.

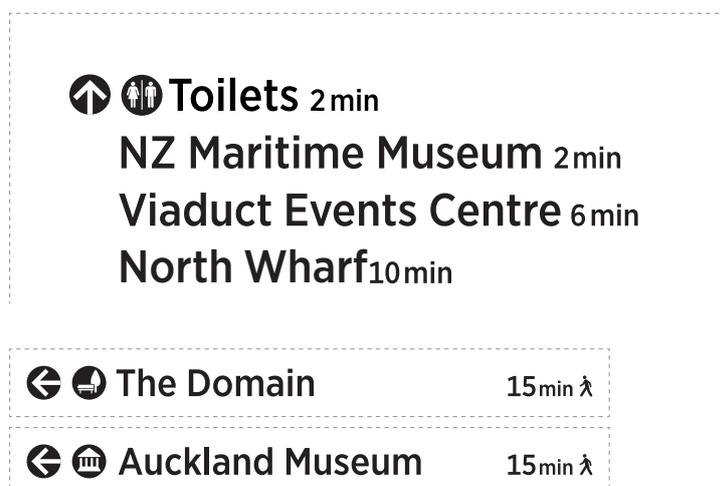


Fig. 5. Sign samples: Cycling
Order information in order of distance.

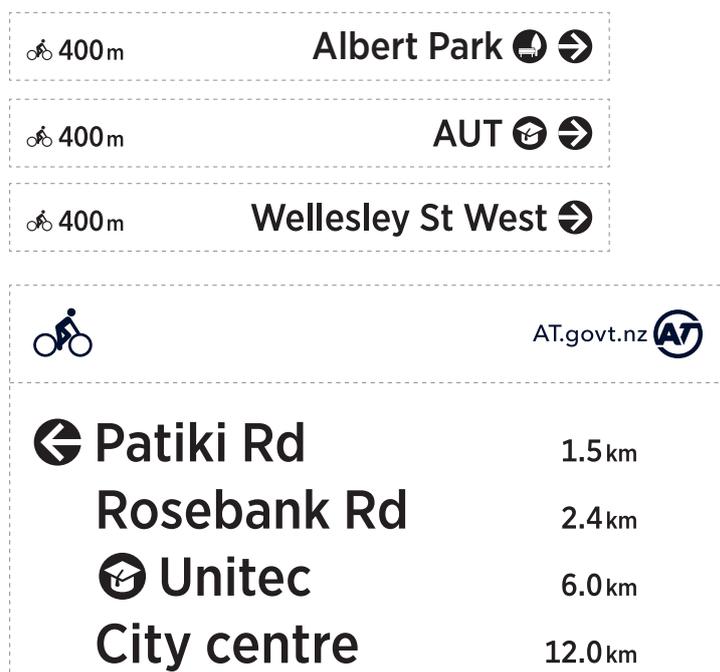
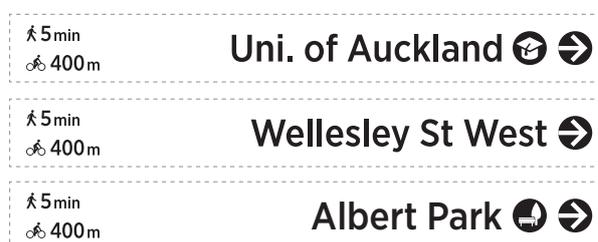


Fig. 6. Sign samples: Shared Path
Order information in order of time and distance.



Directional hierarchy

When stacking destinations the order is determined by the direction.
See Fig. 1.

When destinations are listed they will be ordered by their direction.
When there are multiple destinations in the same direction the order will be determined by the hierarchy of importance, which is explained on the previous page.

↙ ↘ Arrows should not generally be used. The exception is when directing the pedestrian down stairs.

⬇ Down arrows will not be used.

Fig. 1. Walking: Information is in order of direction first, then time.

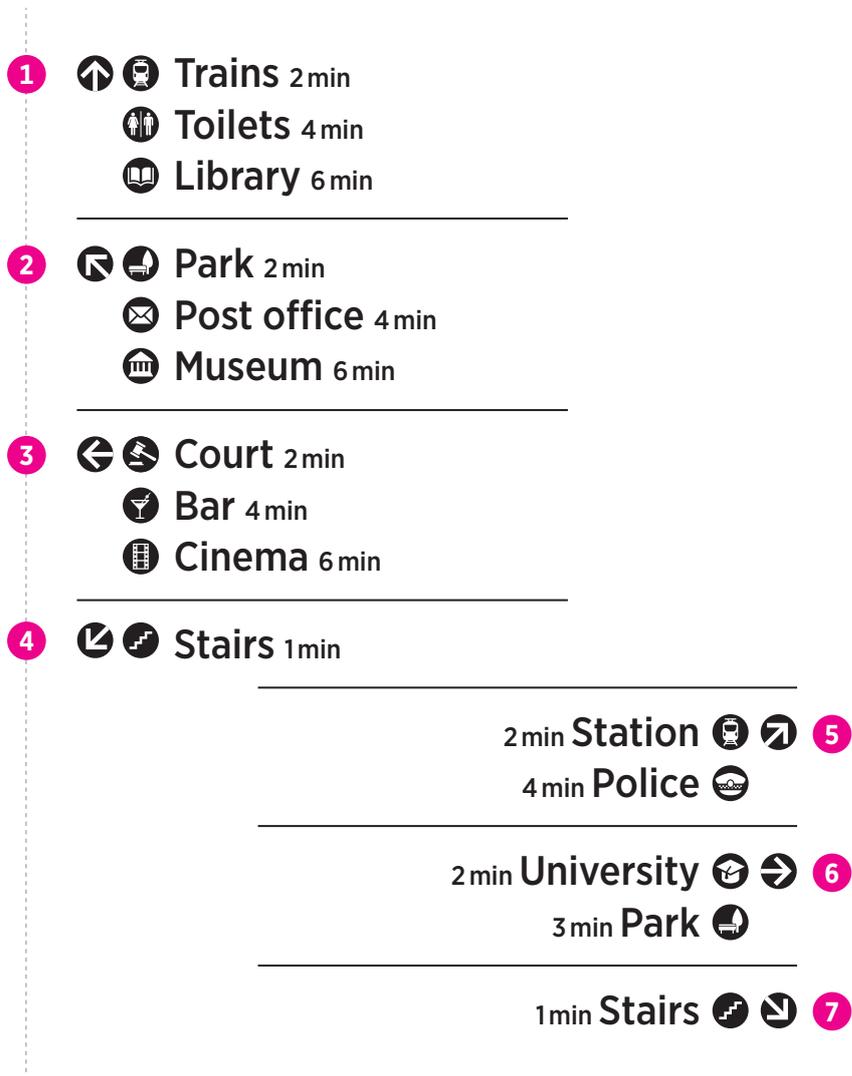
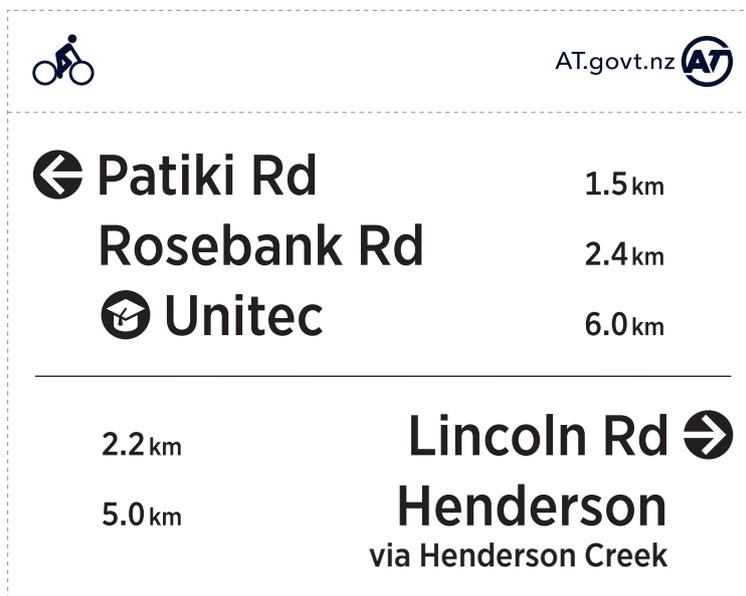


Fig. 2. Cycling: Information is in order of direction first, then distance.





Arrows

Arrows are used to indicate the direction of a destination.

Arrows are treated in the same way as icons and are 1¼ the size of the capital height of the largest destination type.

An arrow should only be included on the first direction to a destination – other destinations within this direction will not be shown with an arrow. See Fig. 5.

Arrows used to indicate the left, straight or down direction should be placed on the left-hand side of the first line of the message. See Fig. 3.

Arrows used to indicate the right should be placed at the right-hand side of the first line of the message. See Fig. 4.

Sign messages should be justified left or right depending on the direction indicated by the arrow.

On pedestrian, cycle and shared blades, each blade is treated as an individual sign, so each blade always has an arrow for the left and right directions. See Fig. 6.

↻ ↻ Arrows should not generally be used. The exception is when directing the pedestrian down stairs.

⬇ Down arrows will not be used.

Fig. 3.

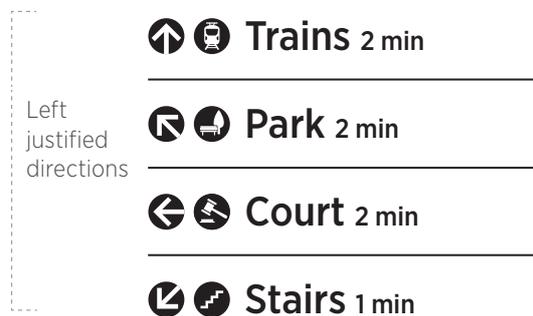


Fig. 4.

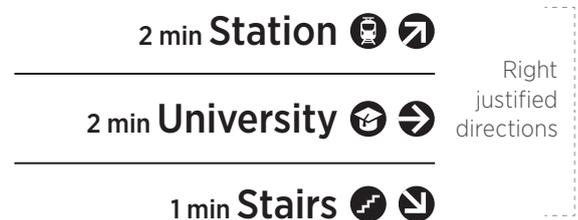


Fig. 5. One arrow used for destinations in the same direction.

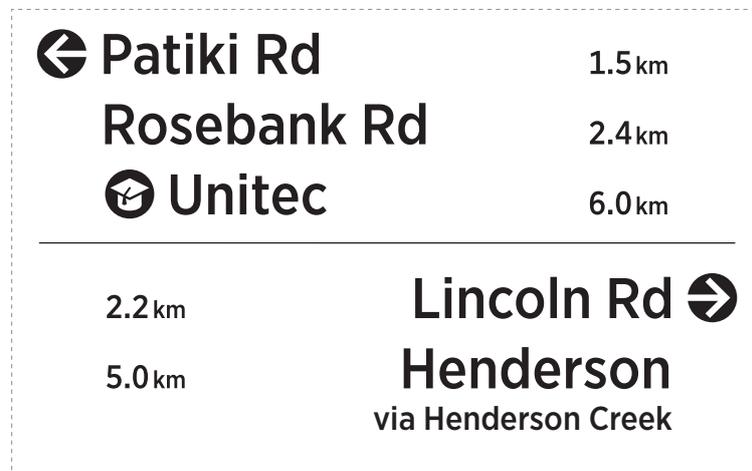
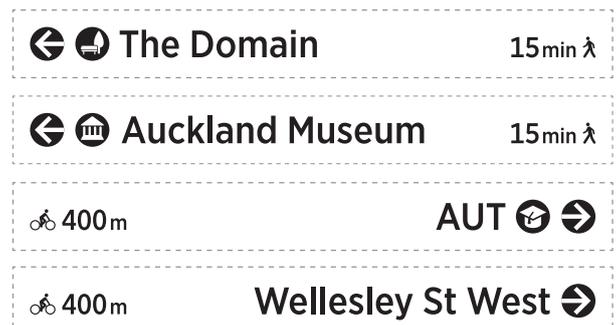


Fig. 6.

On pedestrian, cycle and shared blades, each blade is treated individually and therefore always has a directional arrow.



Icons and arrows

A suite of sign icons has been drawn for use with AT's wayfinding and signage.

Where icons are to be incorporated in directional signs, they must appear next to the arrow. This will speed up navigation for pedestrians and cyclists, even if English is not their first language.

The distance between the arrow and the icon is $\frac{1}{3}$ of the width of a icon (i). The same space is inserted between the icon and its matching text. The height of the icon should be $1\frac{1}{4}$ times the capital height (Y), and centred on the capital height.

Hierarchy of icons

Icons will be placed in alphabetical order with A-Z going from the wording towards the arrow on signs and blades.

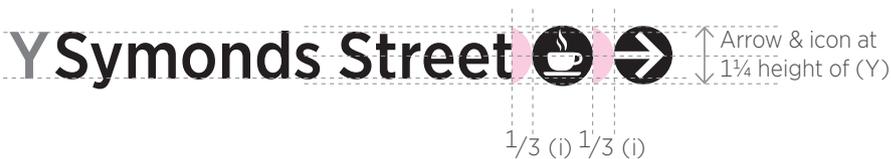
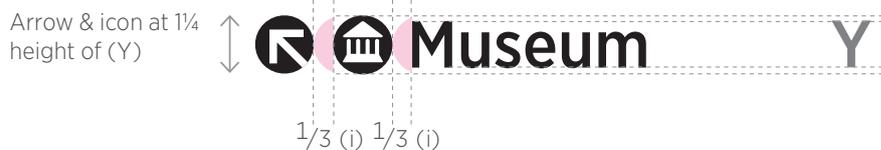
When there is a transport icon on a sign or pedestrian blade it will always appear closest to the arrow, then the toilet icon, then the other service facility and commercial icons will follow in alphabetical order.

eg: Left arrow icon

- Train icon
- Toilets icon (including accessible)
- Shopping icon
- School icon
- Recreation icon
- Library icon
- Cafe icon
- Bar icon

eg: Bar icon

- Cafe icon
- Library icon
- Recreation icon
- School icon
- Shopping icon
- Toilets icon (including accessible)
- Train icon
- Right arrow icon

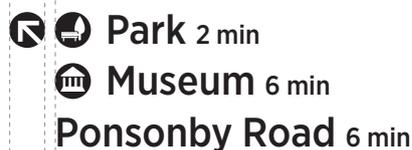


Icons are placed next to directional arrows so they can be quickly understood without having to read the text.

The icon of the second line of a destination always lines up with the icon on the first line, not the arrow. When a destination does not have a relevant icon, the wording is also aligned with the first line's icon.

Arrow sits on its own

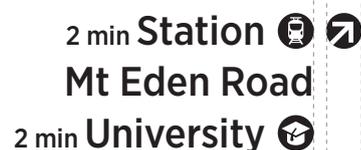
Left aligned on first icon



Icons and text are always aligned with the first icon.

Arrow sits on its own

Right aligned on first icon



Icons and text are always aligned with the first icon.

When there is more than one icon for a destination, the icon that relates to the destination is always beside the arrow.





Accessibility icons

Icons for people with impaired mobility should be used to mark accessible routes within the AT network. The icons should be used only at the point where the alternative route deviates from the usual route.

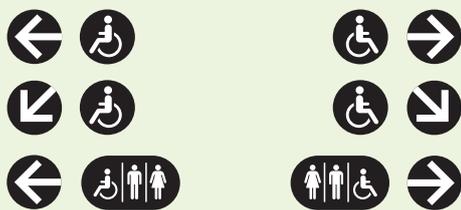
Signs for mobility-impaired customers will use a wheelchair icon. The wheelchair and toilet icons have also been combined in a lock-up to be used on signs when there is limited space. See Fig. 1.

They may also be combined with descriptive messages, for example Ramp, within the immediate vicinity of alternative facilities – in order to aid recognition.

When combined with directional arrows, the pictograms should be adjusted to reflect the direction indicated.

When an accessible icon is used with a toilets icon, lift icon or baby change icon, the accessible icon always appears beside the wording. The icon relating to the wording always appears beside the arrow.

NOTE: The accessible icon always faces in the direction of the arrow.



When there is no directional arrow or the direction is straight ahead or down, the accessible icon will face to the right as here.



Arrow icon Toilets icon Accessible icon Toilets wording



Fig. 1. Toilets/Accessible lock-up



When there is more than one icon for a destination, the toilets icon will always be beside the arrow. All other icons are in alphabetical order.



When directing to trains, ferries or buses, the public transport icon will appear beside the arrow, then the toilets icon, then all other icons are in alphabetical order.





1200mm

Viaduct Harbour
Princes Wharf

Toilets 2 min
NZ Maritime Museum 2 min
ANZ Viaduct Events Centre 6 min
North Wharf 10 min

Toilets 2 min
NZ Maritime Museum 2 min
ANZ Viaduct Events Centre 6 min

2 min Princes Wharf

Map of Viaduct Harbour area showing streets and landmarks.

Map of Viaduct Harbour area showing streets and landmarks.

Map of Viaduct Harbour area showing streets and landmarks.

3000mm

800mm

Viaduct Harbour
Princes Wharf

Toilets 2 min
NZ Maritime Museum 2 min
ANZ Viaduct Events Centre 6 min
North Wharf 10 min

Toilets 2 min
NZ Maritime Museum 2 min
ANZ Viaduct Events Centre 6 min

2 min Princes Wharf

Map of Viaduct Harbour area showing streets and landmarks.

Map of Viaduct Harbour area showing streets and landmarks.

Map of Viaduct Harbour area showing streets and landmarks.

2600mm

225mm



Birkdale Rd

1 min

600mm

Viaduct Harbour
Princes Wharf

Toilets 2 min
The Domain 3 min
Auckland Hospital 2 min
Auckland Museum 3 min

University of Auckland 2 min
Newmarket 5 min

Park 2 min
Toilets 3 min
Auckland Hospital 4 min
Museum 5 min
AUT 6 min
Parnell 7 min

Map of Auckland city center showing streets and landmarks.

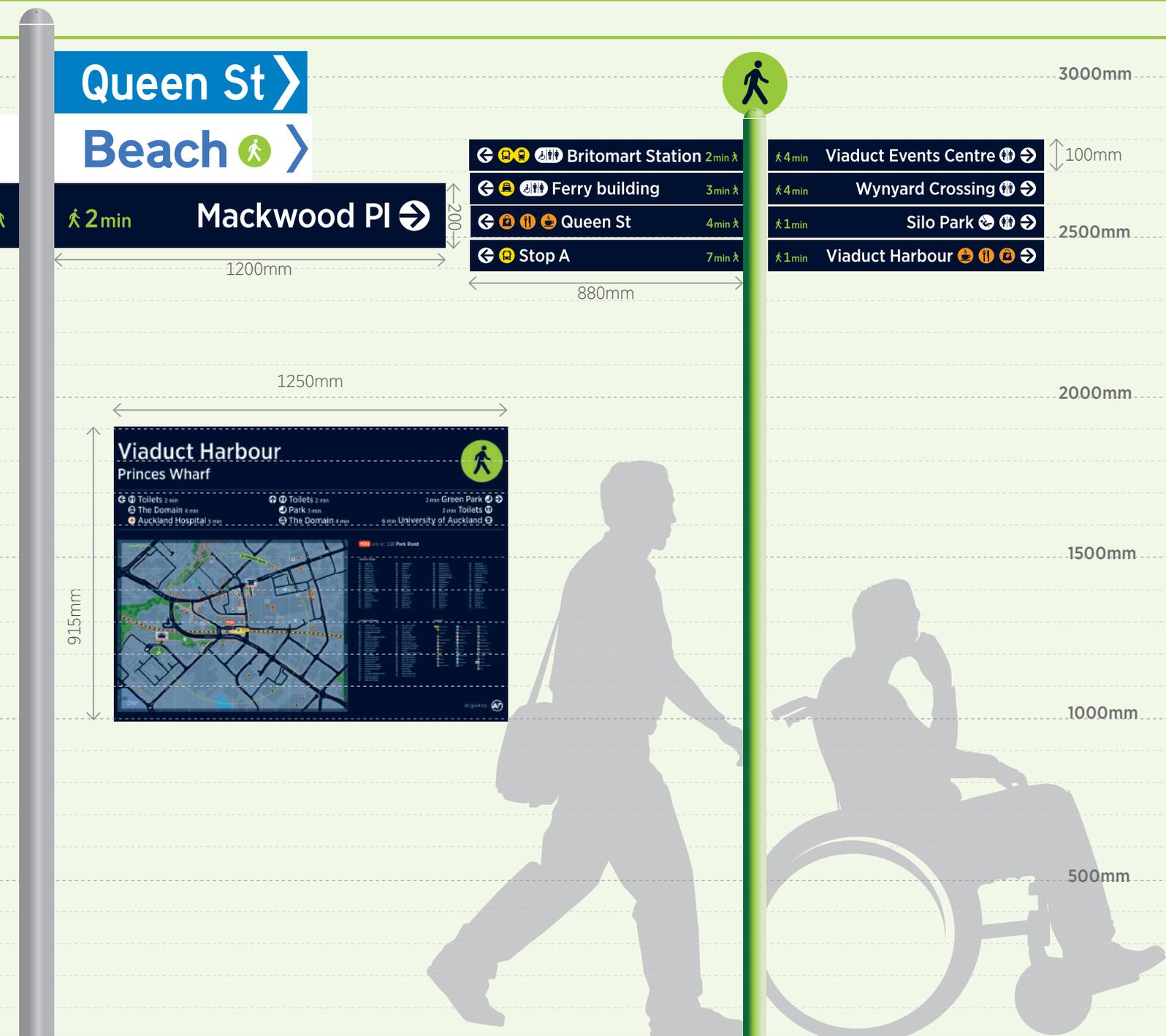
Map of Auckland city center showing streets and landmarks.

Map of Auckland city center showing streets and landmarks.

2384mm



3.9 Arrangement for pedestrian signs

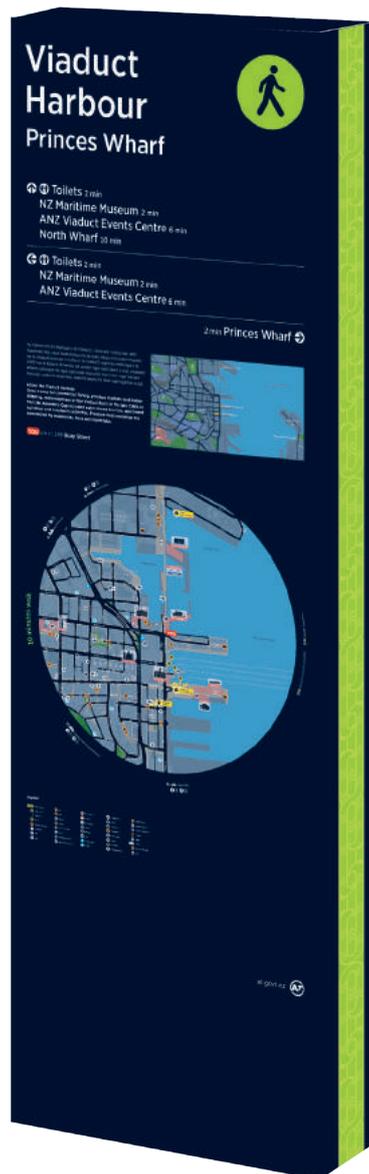
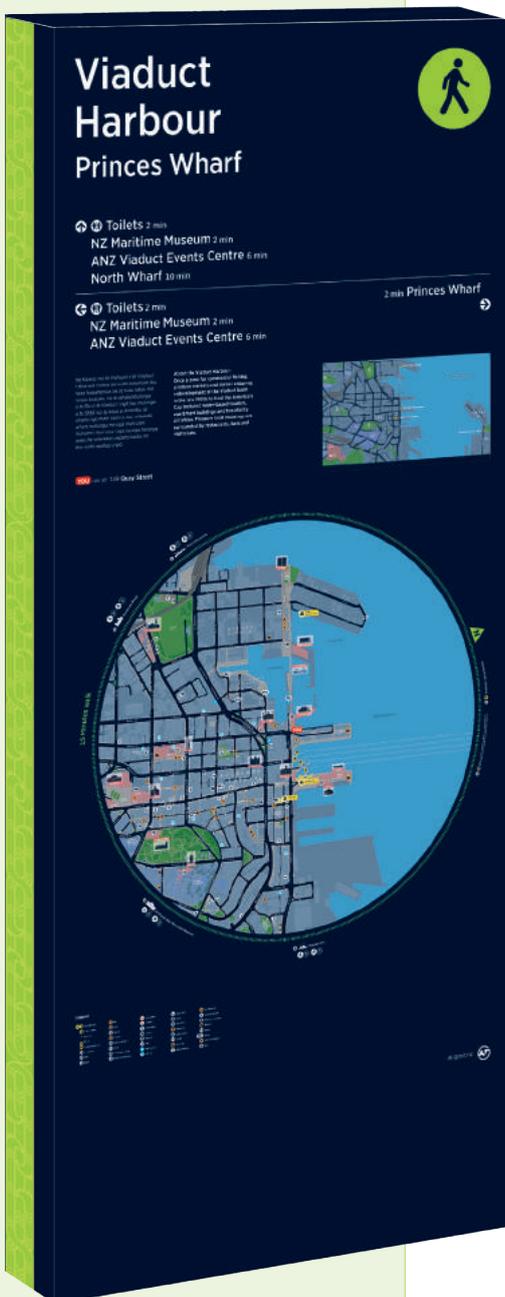


3.9.1 Large explorer and mini explorer

Used in high pedestrian areas with lots of space, such as plazas and squares, these signs provide a large map to help users explore the surrounding area.

These are the only signs within the wayfinding signage suite that include interpretive information. This section provides the opportunity to give some cultural and historical information about the specific site. Local stakeholders should be engaged around what to say here. The text about the local area should be in both te reo Māori and English, with te reo sitting to the left, or above the English. There is a strict word count limit of 85 in order to ensure consistency of layout and legibility of font size.

To encourage users to explore past the extent of the map, you can include 'off map pointers' to POI that sit further away. These pointers sit just outside the map border, in a place that indicates their direction. Also included is time to get there on foot and by bike along with a landmark illustration of the POI.





The top section gives directions to key POI that are nearby. The map shows all other appropriate POI in the area. Use the hierarchy of POIs to choose the POIs to include on the top section and on the map.

The map is 'heads up', e.g. specific to its orientation and where it is installed. The majority of users find this the easiest way to view the maps because what is up on the map is ahead of them. Compass directions are shown on the green map border.

The designs for these must be done by the Design Studio.

Contact the signage team for help in creating and installing these signs.

Mini explorer tohu:

A 77mm x 2600mm

Mini explorer panel:

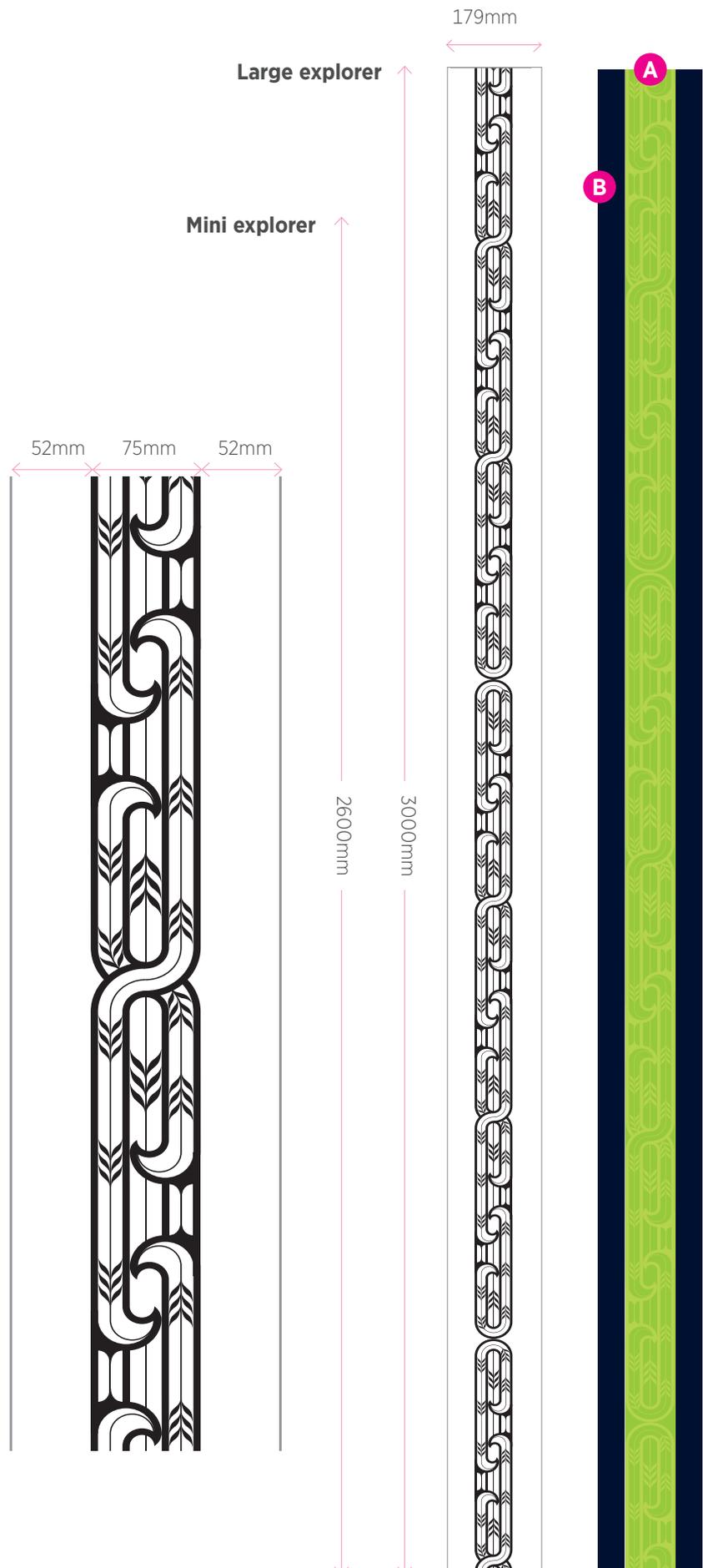
B 179mm x 2600mm

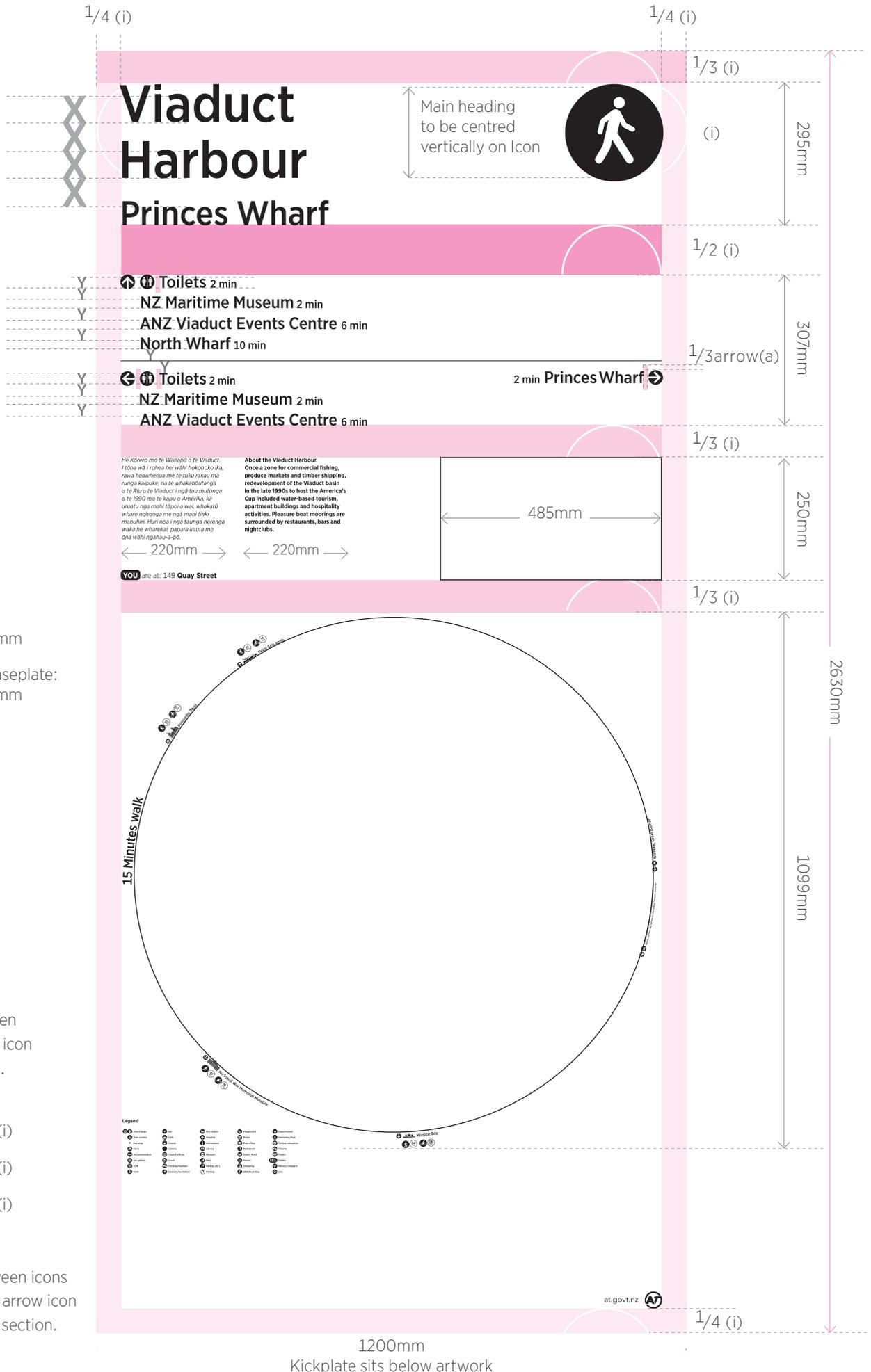
Large explorer tohu:

A 77mm x 3000mm

Large explorer panel:

B 179mm x 3000mm





Large Explorer

Total size:
1200mm x 3000mm

Size excluding baseplate:
1200mm x 2630mm

(i) Padding is taken from the walking icon in header section.



1/3 (a)

(a) Spacing between icons is taken from the arrow icon in the directional section.



3.9.3 Mini explorer

Header:

A 225pt Gotham Narrow medium
240pt leading

B Roundel: 170mm diameter

C 150pt Gotham Narrow medium

Directional:

D 95pt Gotham Narrow medium
118pt leading

D 63pt Gotham Narrow medium
118pt leading

F 3pt Stroke weight

Interpretive:

G 27pt Gotham Narrow medium
34pt leading

H 485mm x 250mm
AT Design Studio will provide
interpretive map.

I YOU: 44pt Gotham Narrow bold
are at XX: 44 pt Gotham
Narrow Light
Street: 44pt Gotham Narrow bold

Mapping:

J AT Design Studio will provide main
map section.

Key:

K 13pt Gotham Narrow medium

AT lock-up:

L Roundel = 35.5mm diameter
AT.govt.nz = 45pt Avenir book

A Viaduct Harbour
B 

C Princes Wharf

D  Toilets 2 min
D NZ Maritime Museum 2 min
E ANZ Viaduct Events Centre 6 min
E North Wharf 10 min

F  Toilets 2 min
D NZ Maritime Museum 2 min
E ANZ Viaduct Events Centre 6 min

E 2 min Princes Wharf  **D**

G *He Kōwhiri mā te Waiwharangi o te Viaduct. I tōna wā i rotohoā he wahi
hōwhirihoā ā, āpiti āhuarangi mā te tāku oārou mā runga āpitihoā,
mā te ahuaāhuarangi o te Awa o te Viaduct i ngā tau mōwhiri o te
1900 mā te Kōwhiri o Amerika. Kā uruāhu āpiti māhi āpiti āpiti,
whānau māhanga mā ngā māhi tāku māhanga. Māui nōa i ngā tau
hōwhiri māhi he ahuaāhu, pōpōra kāuta mā oia wāhi ngāhau āpiti.*

H 

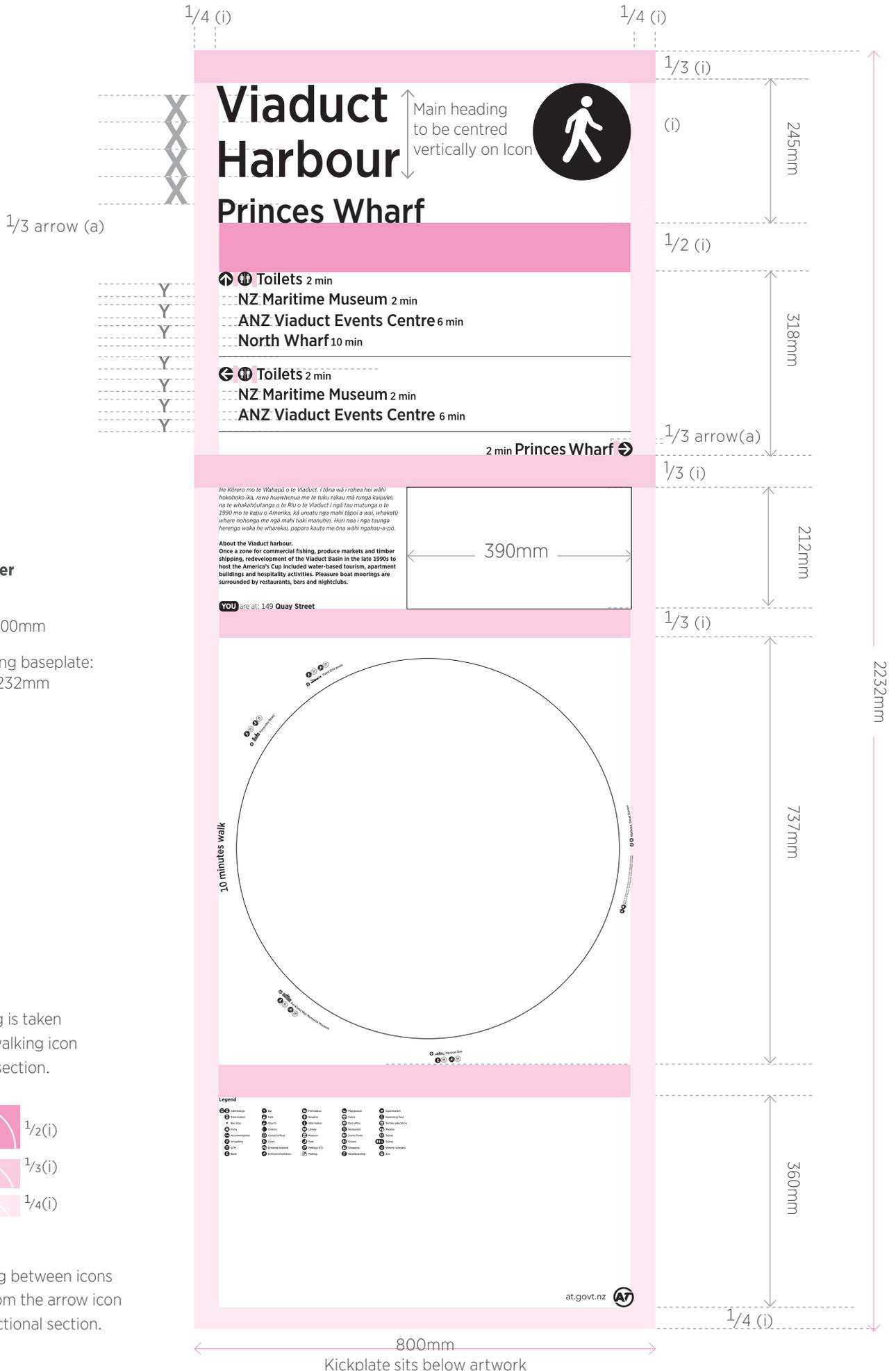
I **YOU** are at: 149 Quay Street

J 

K 

L AT lock-up

Kickplate



Mini Explorer

Total size:
800mm x 2600mm

Size excluding baseplate:
800mm x 2232mm

(i) Padding is taken from the walking icon in header section.



(a) Spacing between icons is taken from the arrow icon in the directional section.

Header:

A 200pt Gotham Narrow medium
239pt leading

B Roundel: 130mm diameter

C 133pt Gotham Narrow medium

Directional:

D 75pt Gotham Narrow medium
92pt leading

E 50pt Gotham Narrow medium
92pt leading

F 2pt Stroke weight

Key:

G YOU: 44pt Gotham Narrow bold
are at XX: 45pt Gotham
Narrow Light
Street: 44pt Gotham Narrow bold

K Street finder/Location finder:
Headings:
24pt Gotham Narrow bold
Text: 16pt Gotham Narrow medium
20pt leading

I Legend: 12pt Gotham Narrow
medium
24pt leading

Mapping:

J AT Design Studio will provide
map section.

AT lock-up:

K Roundel = 35.5mm diameter
AT.govt.nz = 45pt Avenir book

3.9.4 Gateway landscape

Gateway signs give an extra level of wayfinding information for people moving through the area. These signs provide a way for people to orient themselves in the new environment. The header section includes the pedestrian icon and name of the location. The directional section provides key local Points of Interest (POI). The key/mapping section contains a map and directory.

Gateway signs should be placed outside main entrances to major stations. They should be placed at right angles to the direction of pedestrian flow. However, thought must be given to Crime Prevention Through Environmental Design (CPTED) principles and these signs should not block sightlines for CCTV etc.

Use the hierarchy of POIs to choose which ones to include on the top section and on the map. The map is 'heads up', e.g. north is not necessarily at the top – it is made to reflect the orientation of the sign in the site.

The graphic design must be created by the Design Studio – when briefing this in it will be crucial to include the precise location and orientation of the sign.

One-sided, wall-mounted option: where there is no suitable space to install a plinth gateway sign it may be possible to mount a single-sided version to a wall. These are not as effective as it is not usually possible to have them facing in the correct direction for heads up mapping.

This also applies to the gateway plinth.



(i) Padding is taken from the walking icon in header section.



(a) Spacing between icons is taken from the arrow icon in the directional section.



Arrow:

A 50mm diameter

Icons

B 50mm diameter

Destination:

C 160pt Gotham Narrow medium

Time numbers: (e.g. 12)

D 120pt Gotham Narrow medium

Time min:

E 90pt Gotham Narrow medium

Walking man:

F 31.2mm height = 105% height of Y (number), centred vertically on Y

3.9.6 Pedestrian blade (small)

Small pedestrian blades (often referred to as finger pointers in other signage systems) are used at minor decision points in pedestrian wayfinding areas. These small blades are mounted on a green pole, with a green pedestrian icon in a roundel sitting on top of the pole. A maximum of four blades can be mounted in each of the four directions.

These signs include estimated walking time for pedestrians.





← 🛍️ 🍴 ☕ **Queen St** 4 min 🚶

← **Queens Wharf** 6 min 🚶

← 🚗 🚆 ♿ 🚻 **Britomart Station** 2 min 🚶

← 🚗 ♿ 🚻 **Ferry building** 3 min 🚶





Arrow:

A 50mm diameter

Icons:

B 50mm diameter

Destination:

C 160pt Gotham Narrow medium

Time numbers: (e.g. 12)

D 91pt Gotham Narrow medium

Time min:

D 69pt Gotham Narrow medium

Walking icon:

F 24mm height = 105% height of Y (number), centred vertically on Y

Distance numbers: (e.g. 12)

G 91pt Gotham Narrow medium

Distance metres:

H 69pt Gotham Narrow medium

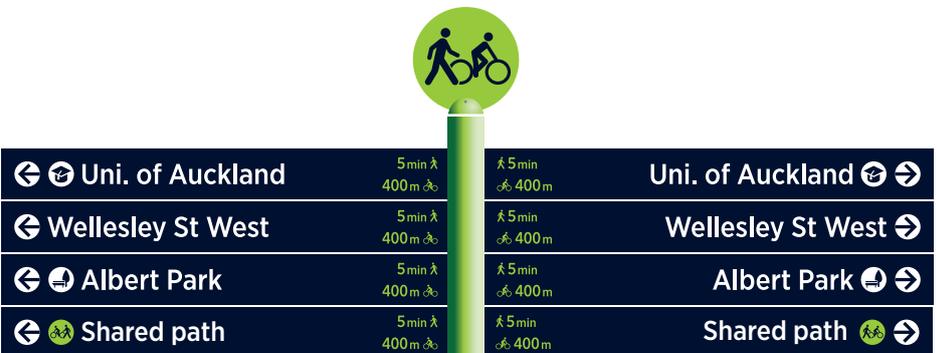
Cycling icon:

I 24mm height = 105% height of Y (number), centred vertically on Y

3.9.7 Shared path blade (small)

Small shared path blades (often referred to as finger pointers in other signage systems) are used at minor decision points in shared wayfinding areas. These small blades are mounted on a green pole, with a green shared path icon in a roundel sitting on top of the pole. A maximum of four blades can be mounted in each of the four directions.

These signs include estimated walking time for pedestrians and distance for cyclists.



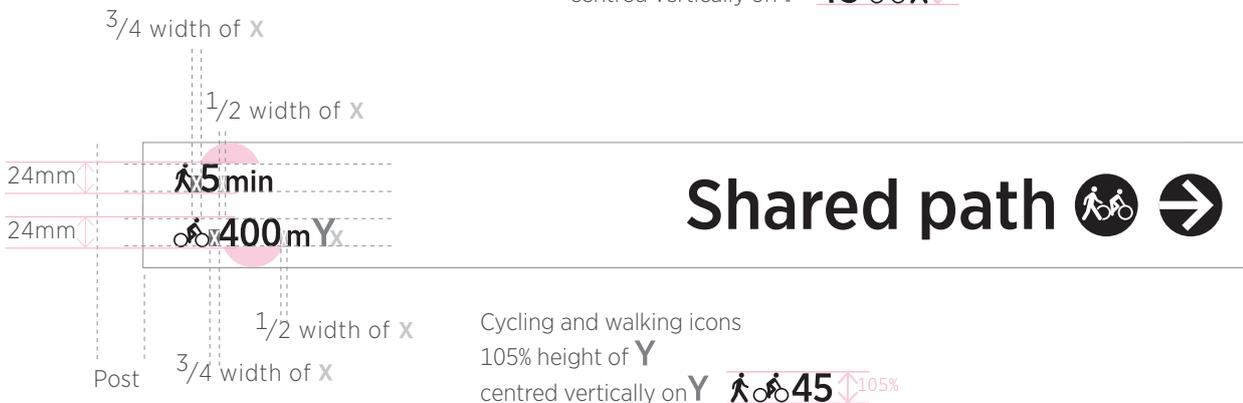
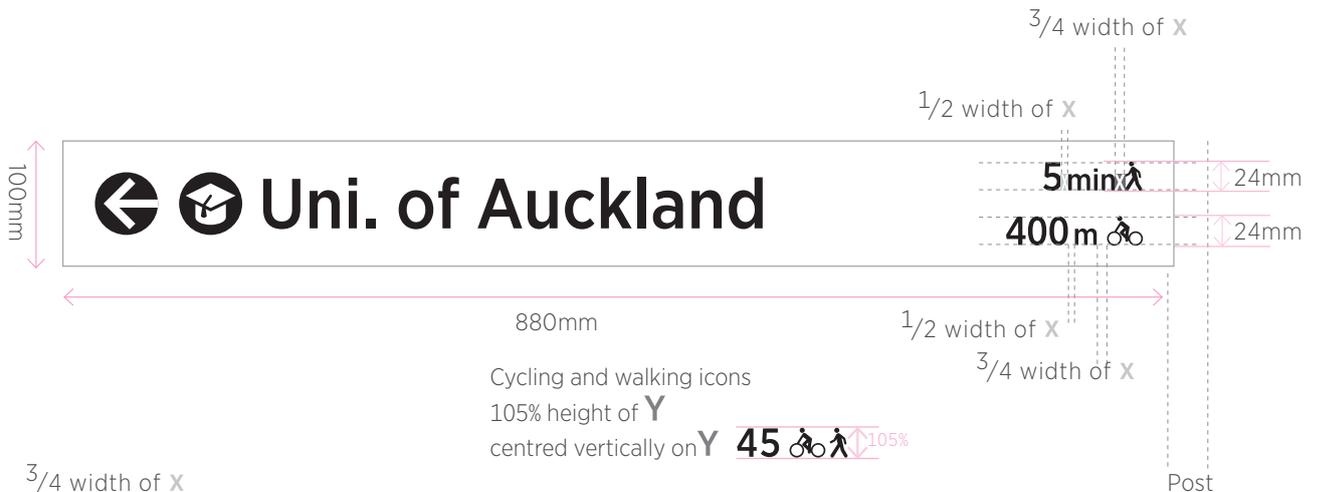


←  **Uni of Auckland** 5 min 
400 m 

← **Wellesley St West** 5 min 
400 m 

←  **Albert Park** 5 min 
400 m 

←  **Shared path** 5 min 
400 m 





3.9.8 Pedestrian roundel

Pedestrian icon:

A 205mm diameter

Ensure that the correct pedestrian icon is used from the AT icon suite.





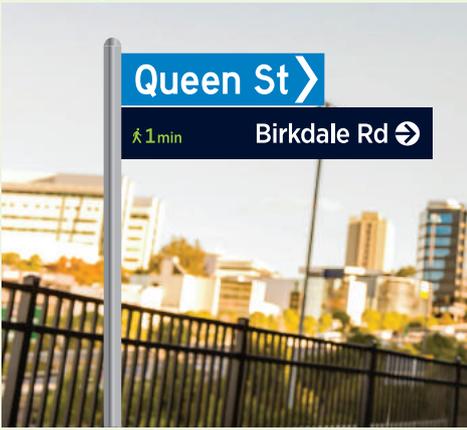
3.9.9 Shared path roundel

Shared path icon:

A 205mm diameter

Ensure that the correct shared path icon is used from the AT icon suite.





Arrow:

A 94mm diameter

Destination:

B 300pt Gotham Narrow medium

Time numbers: (e.g. 12)

C 225pt Gotham Narrow medium

Time min:

D 168pt Gotham Narrow medium

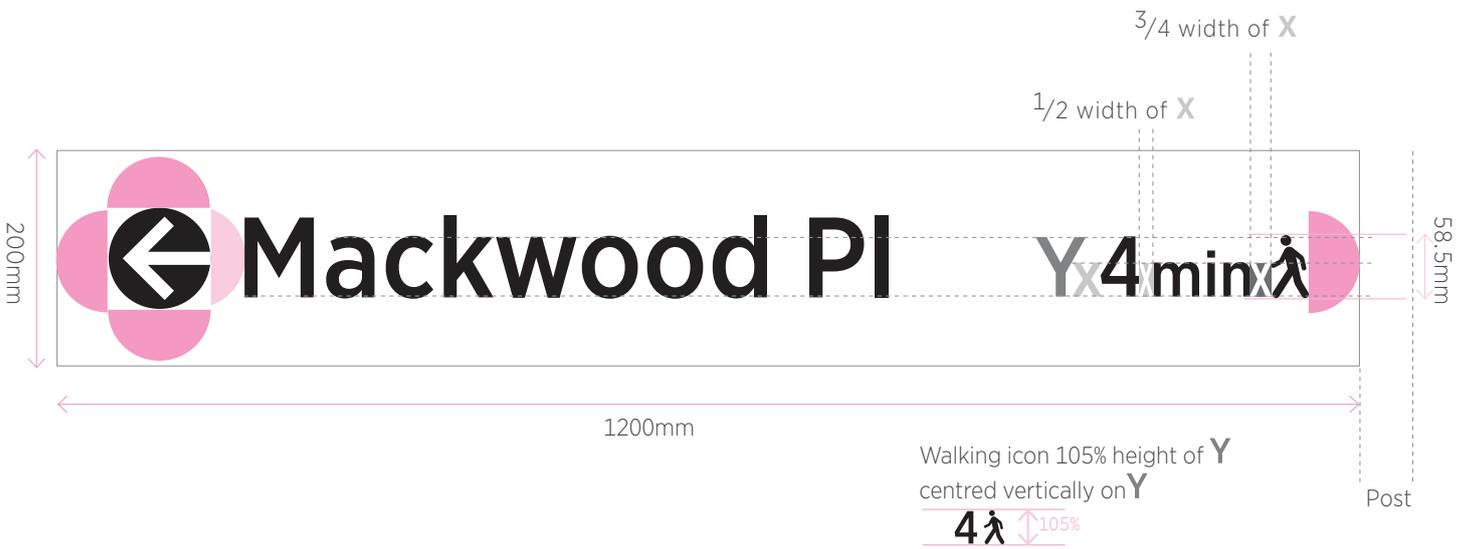
Walking icon:

E 58.5mm height = 105% height of Y (number), centred vertically on Y

3.9.10 Pedestrian blade (large)

These signs are used when you need only one or two blades at the site and there is already a suitable lamp post or street name sign pole to attach the blades to. If attaching to the same pole as a street name sign, you may only add these signs if there are currently less than three signs on the pole in that direction.







Arrow:

A 94mm diameter

Destination:

B 300pt Gotham Narrow medium

Time numbers: (e.g. 12)

C 182pt Gotham Narrow medium

Time min:

D 138pt Gotham Narrow medium

Walking icon:

E 48mm height = 105% height of Y (number), centred vertically on Y

Distance numbers: (e.g. 12)

F 182pt Gotham Narrow medium

Distance metres:

G 138pt Gotham Narrow medium

Cycling icon

H 248mm height = 105% height of Y (number), centred vertically on Y

3.9.11 Shared path blade (large)

These signs are used when you need only one or two blades on a shared path and there is already a suitable lamp post or street name sign pole to attach the blades to. If attaching to the same pole as a street name sign, you may only add these signs if there are currently less than three signs on the pole in that direction.

These signs include estimated walking time for pedestrians and distance for cyclists.





← Birkdale Rd 5 min 
400 m 

5 min 
400 m  Mackwood Pl →





Chevron:

A 75mm wide

Icons:

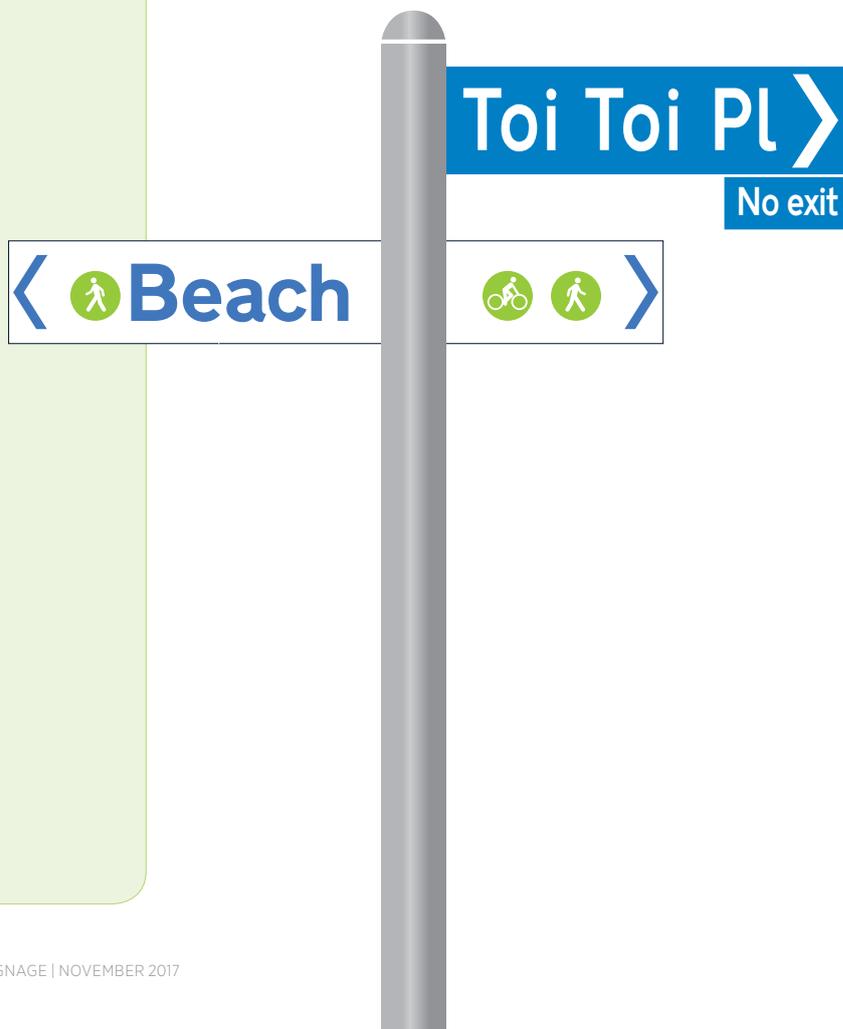
B 109mm diameter

Destination:

C 125mm height

3.9.12 General interest sign (GIS) blade

General interest signs (GIS) are approved advisory signs from the traffic signs suite [<link>](#). They should be used to alert pedestrians and cyclists to paths at the end of no exit streets. For this purpose three icons may be used: pedestrian icon, cycle icon, stairs icon. Along with the descriptor: 'Access', 'Beach', 'Reserve', or other type of facility that is directly reached by the path.







← AUT	400 m	↻ 50 m	Grafton Gully ↻ →
← Symonds St	700 m	↻ 400 m	Uni. of Auckland ↻ →
← Wellesley St East	900 m	↻ 1.2 km	Albert Park ↻ →

AT.govt.nz

Crossing

Stanley St

AT.govt.nz

Ring bell on approach

AT.govt.nz

Grafton Gully

Towards Beach Road and City centre

- 1.9 Beach Rd (for Beach Rd (A14) to City centre)
- 1.6 Allen Rd (for ASB Tennis Arena)
- 1.3 Grafton Rd (for University of Auckland and Auckland Domain)
- 1.2 Wellesley St East (for AUP, Albert Park)
- Upper Queen St

AT.govt.nz

- ↻ Patiki Rd 1.5 km
- Rosebank Rd 2.5 km
- ↻ Unitec 6.0 km
- City centre 12.0 km

- 2.2 km Lincoln Rd ↻
- Henderson via Henderson creek
- Royal Rd
- Henderson Rd



3.11 Arrangement for cycleway signs





3.11.1 Route marker

Header:

A 150pt Gotham Narrow medium

B Roundel: 122mm diameter

C 4pt stroke weight

D 60pt Gotham Narrow medium
92pt leading

E 72pt Gotham Narrow medium

Key:

F Headings: 24pt Gotham Narrow bold

G Text: 14pt Gotham Narrow book
17pt leading

H Key text: 12pt Gotham Narrow
medium

Mapping:

I AT Design Studio will provide
map section

J AT Design Studio will provide
map section

Directional:

K 1.9: 60pt Gotham Narrow medium
km: 36pt Gotham Narrow medium

L 75pt Gotham Narrow medium

M 48pt Gotham Narrow book

N 30pt Gotham Narrow book

AT Lock-up:

O Roundel = 30mm diameter
AT.govt.nz = 38pt Avenir Book

Header

A **Grafton Gully**

B

C **Towards**

D **Beach Road and City centre**

E

F Local Information

G Key

H

I

J

Map

K 1.9 km

L **Beach Rd**

M for Beach Rd (link to City centre)

K 1.6 km

L **Alten Rd**

M for ASB Tennis Arena

K 1.3 km

L **Grafton Rd**

M for University of Auckland and Auckland Domain

K 1.2 km

L **Wellesley St East**

M for AUT, Albert Park

N **Upper Queen St**

O

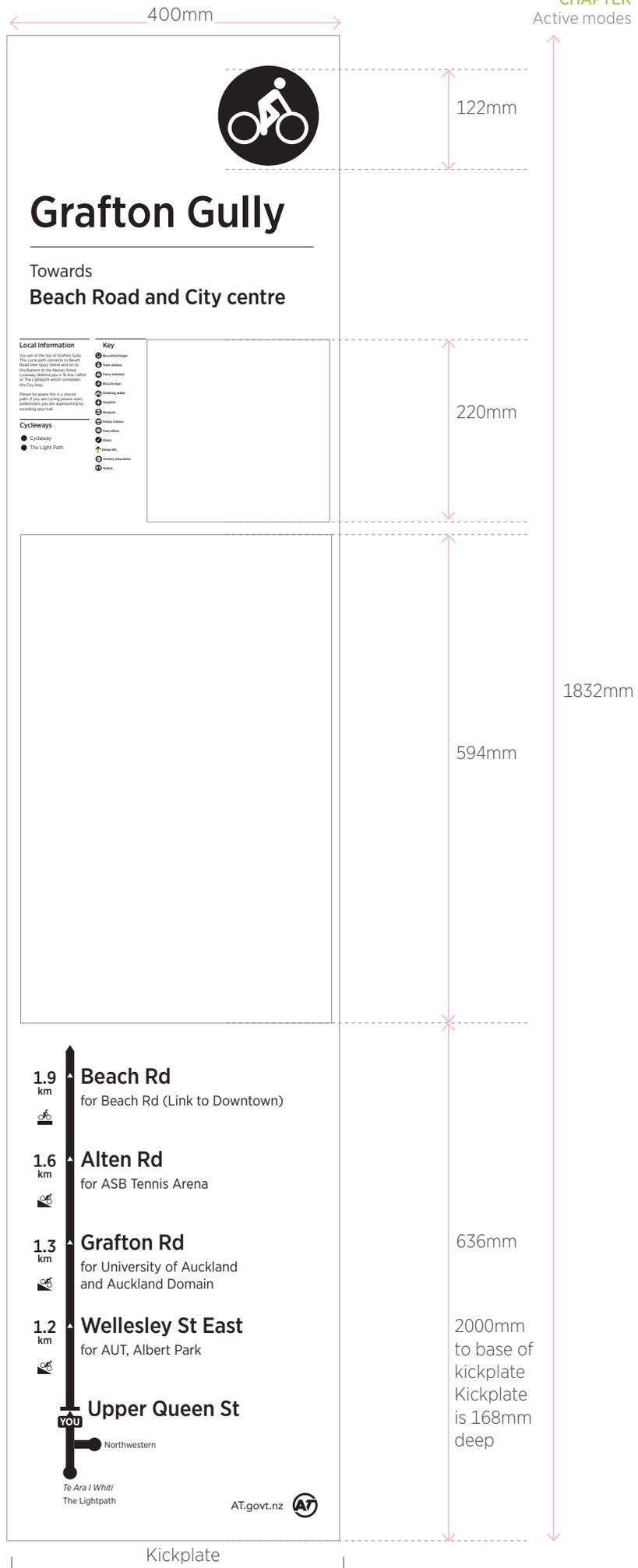
AT lock-up

Kickplate



Route markers can be used at key entry points to major cycleways. They provide extra information to cyclists on what they can access from the route, the steepness of the route and POIs such as drinking fountains.

All Route Markers will be provided by the AT Design Studio.





Arrow:

A 50mm diameter

Icons:

B 50mm diameter

Destination:

C 160pt Gotham Narrow medium

Time numbers: (e.g. 12)

D 120pt Gotham Narrow medium

Time min:

E 90pt Gotham Narrow medium

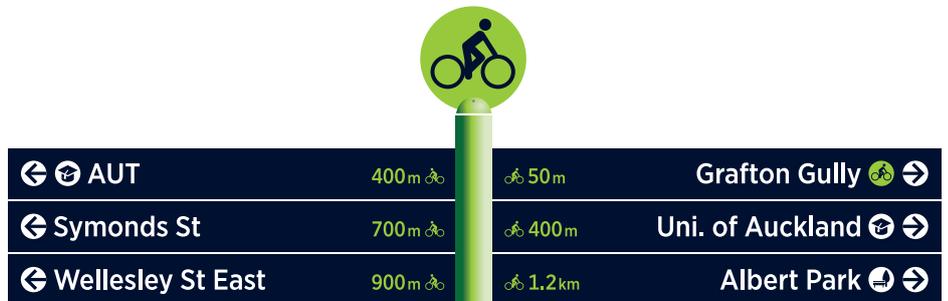
Cycling icon:

F 31.2mm height =105% height of Y (number), centred vertically on Y

3.11.2 Cycle blade (small)

Small cycle blades (often referred to as finger pointers in other signage systems) are used at minor decision points in cycle wayfinding areas. These small blades are mounted on a green pole, with a green cycle icon in a roundel sitting on top of the pole. A maximum of four blades can be mounted in each of the four directions.

These signs include distance for cyclists.



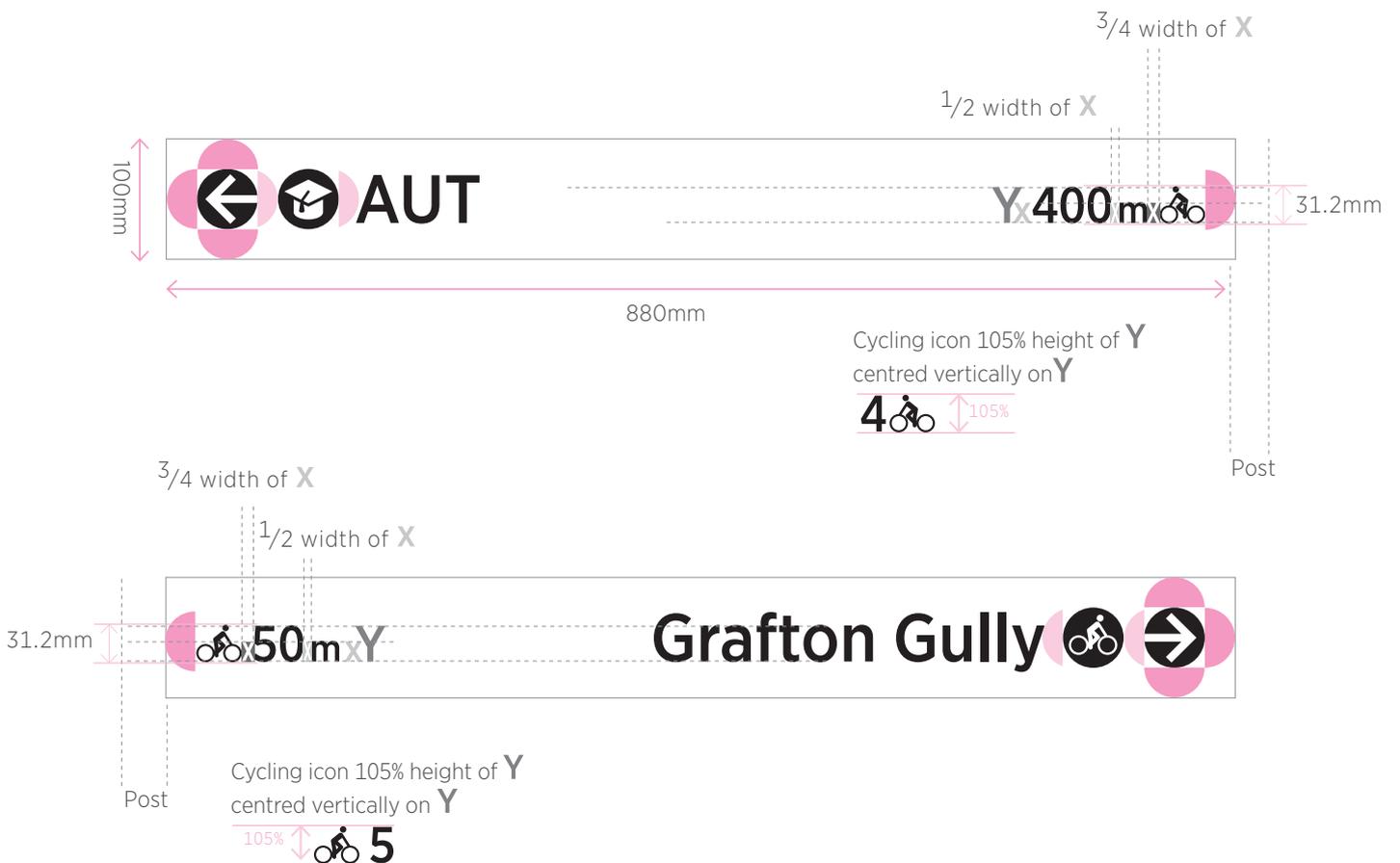


← 🎓 **AUT** 400 m 🚲

← **Symonds St** 700 m 🚲

← 🏡 **Albert Park** 900 m 🚲

← 🚲 **Grafton Gully** 1.2 km 🚲





Arrow:

A 50mm diameter

Icons:

B 50mm diameter

Destination:

C 160pt Gotham Narrow medium

Time numbers: (e.g. 12)

D 91pt Gotham Narrow medium

Time min:

D 69pt Gotham Narrow medium

Walking icon:

F 24mm height = 105% height of Y (number), centred vertically on Y

Distance numbers: (e.g. 12)

G 91pt Gotham Narrow medium

Distance metres:

H 69pt Gotham Narrow medium

Cycling icon:

I 24mm height = 105% height of Y (number), centred vertically on Y

3.11.3 Shared path blade (small)

Small shared path blades (often referred to as finger pointers in other signage systems) are used at minor decision points in shared wayfinding areas. These small blades are mounted on a green pole, with a green cycle icon in a roundel sitting on top of the pole. A maximum of four blades can be mounted in each of the four directions.

These signs include estimated walking time for pedestrians and distance for cyclists.



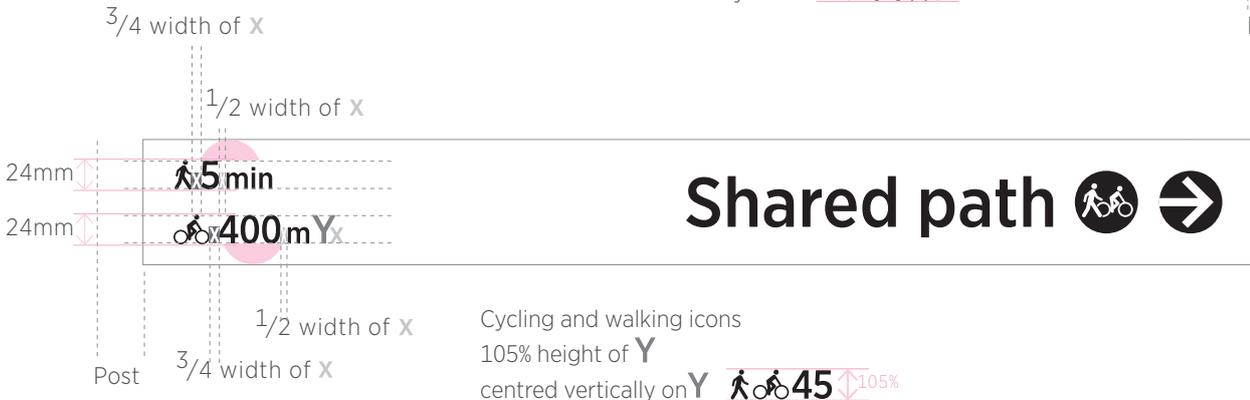
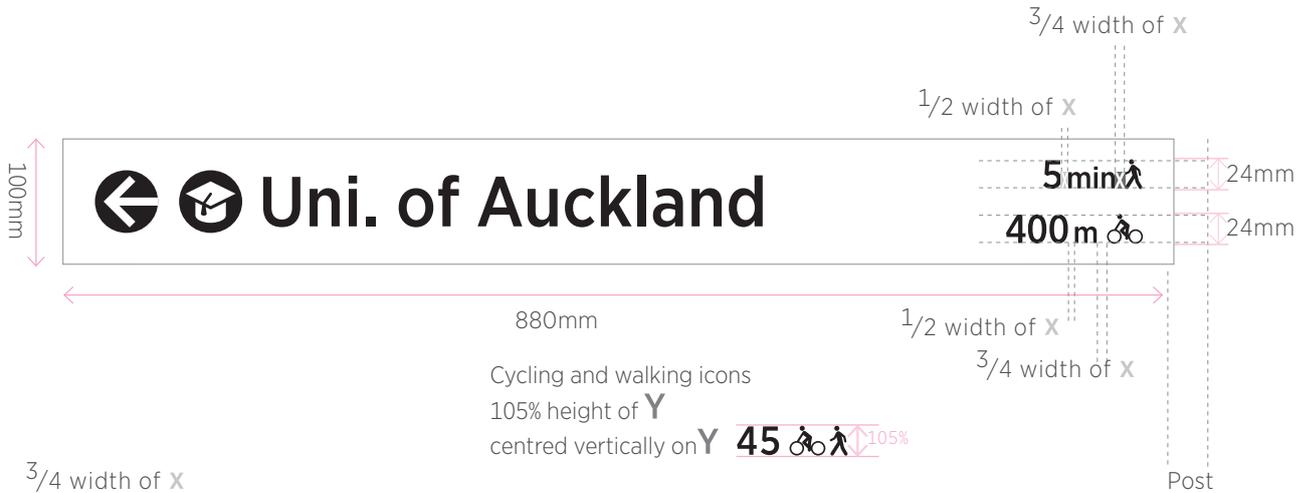


← Uni. of Auckland 5 min
400 m

← Wellesley St West 5 min
400 m

← Albert Park 5 min
400 m

← Shared path 5 min
400 m





3.11.4 Cycle roundel

Cycle icon:

A 205mm diameter

Ensure that the correct cycle icon is used from the AT icon suite.





3.11.5 Shared path roundel

Shared path icon:

A 205mm diameter

Ensure that the correct shared path icon is used from the AT icon suite.





Arrow:

A 94mm diameter

Destination:

B 300pt Gotham Narrow medium

Time numbers: (e.g. 12)

C 225pt Gotham Narrow medium

Time min:

D 168pt Gotham Narrow medium

Cycling icon:

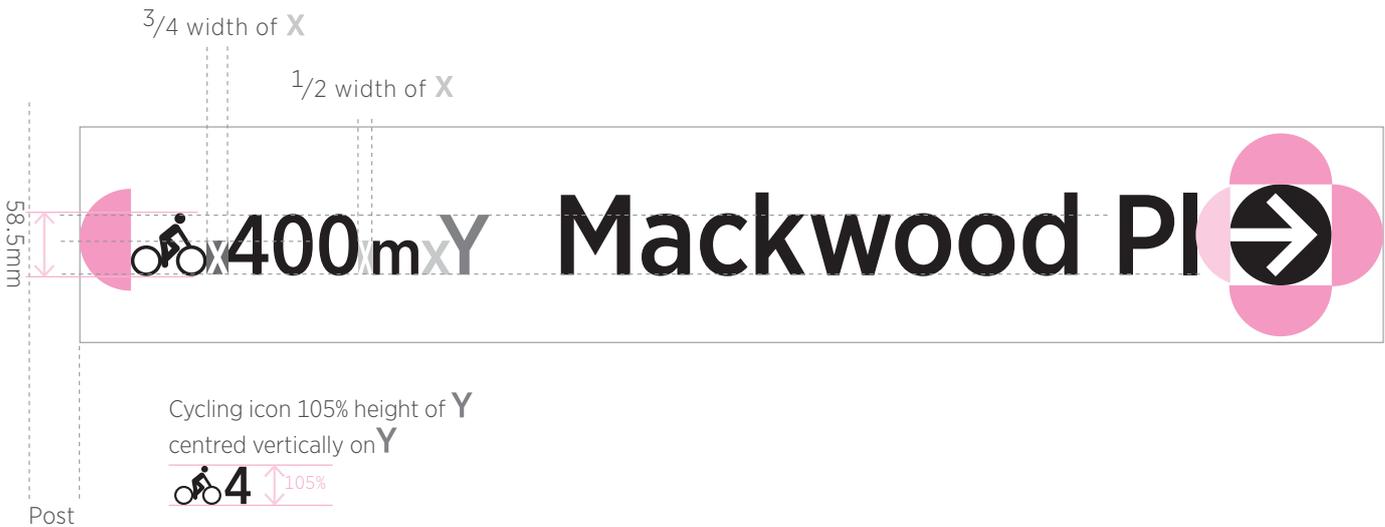
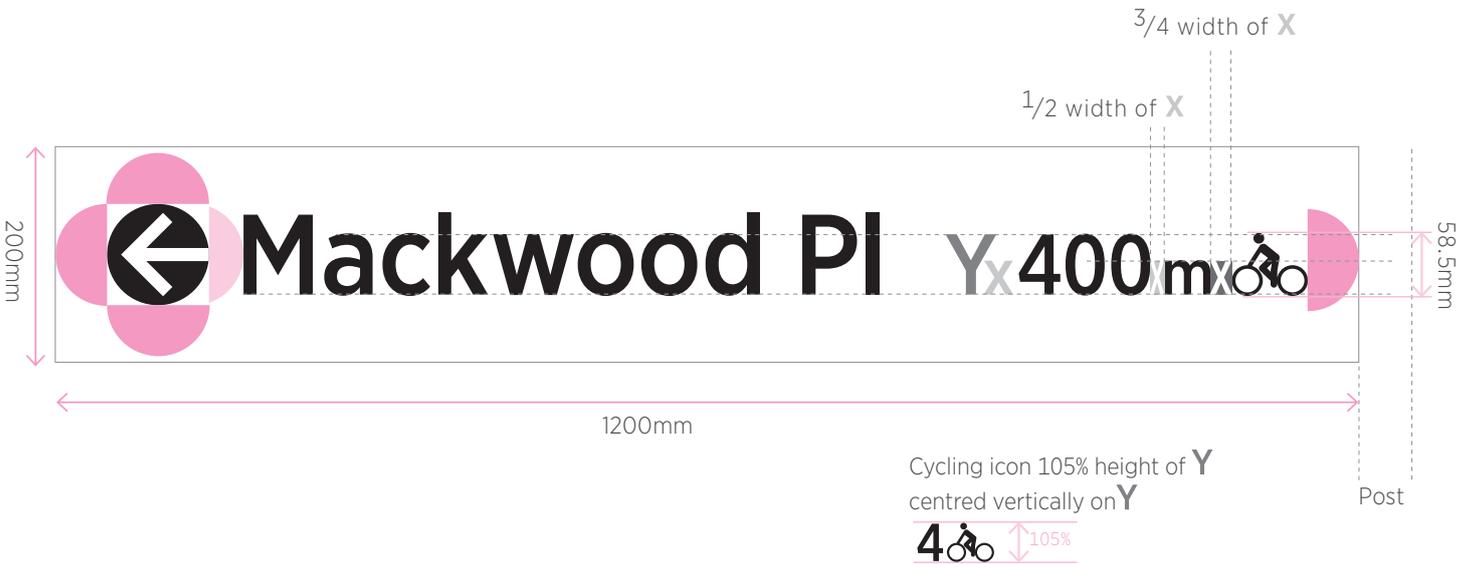
E 58.5mm height = 105% height of Y (number), centred vertically on Y

3.11.6 Cycle blade (large)

These signs are used when you need only one or two blades on a shared path and there is already a suitable lamp post or street name sign pole to attach the blades to. If attaching to the same pole as a street name sign, you may only add these signs if there are currently less than three signs on the pole in that direction.

These signs include distance for cyclists.







Arrow:

A 94mm diameter

Destination:

B 300pt Gotham Narrow medium

Time numbers: (e.g. 12)

C 182pt Gotham Narrow medium

Time min:

D 138pt Gotham Narrow medium

Walking icon:

E 48mm height =105% height of Y (number), centred vertically on Y

Distance numbers: (e.g. 12)

F 182pt Gotham Narrow medium

Distance metres:

G 138pt Gotham Narrow medium

Cycling icon:

H 248mm height =105% height of Y (number), centred vertically on Y

3.11.7 Shared path blade (large)

These signs are used when you need only one or two blades on a shared path and there is already a suitable lamp post or street name sign pole to attach the blades to. If attaching to the same pole as a street name sign, you may only add these signs if there are currently less than three signs on the pole in that direction.

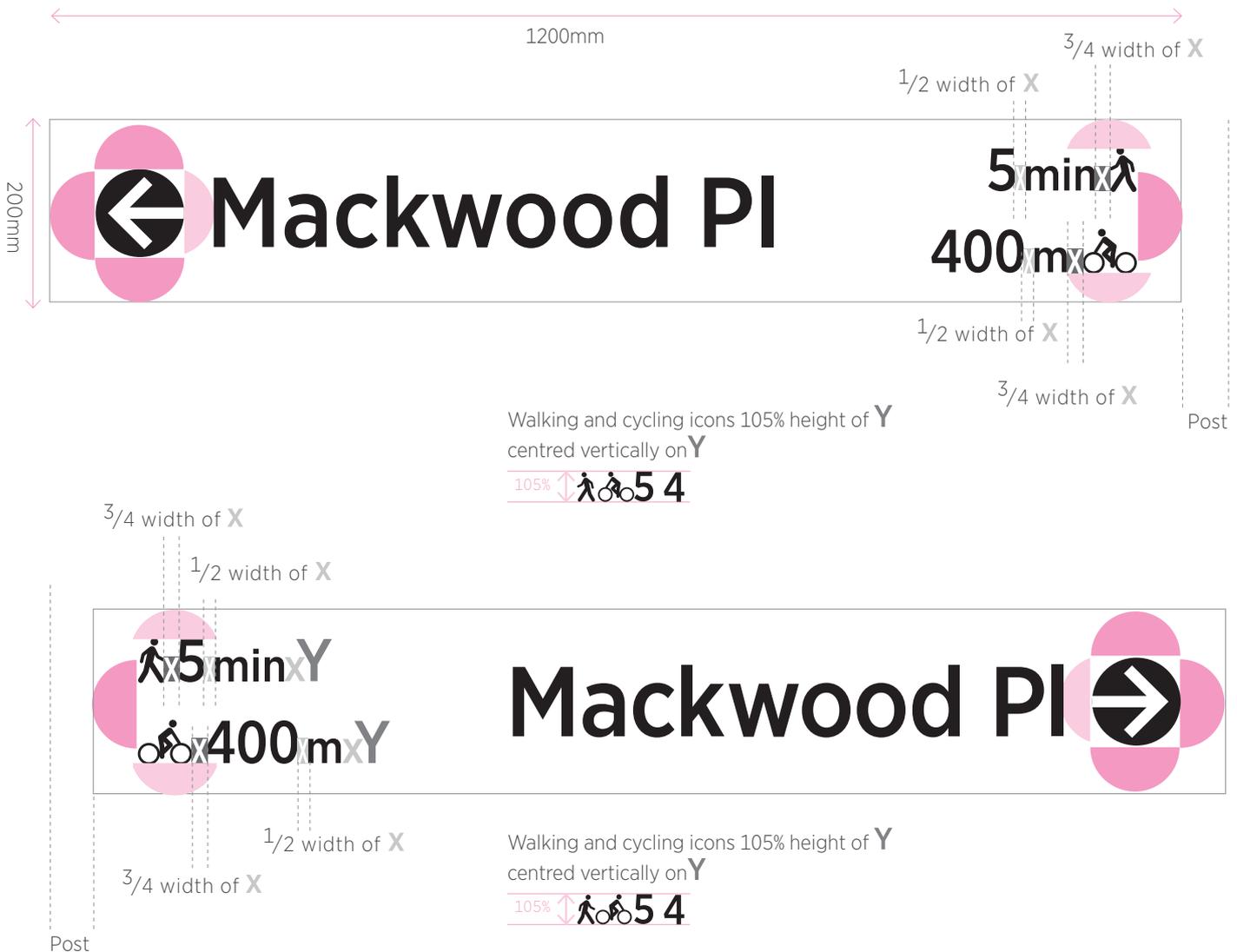
These signs include estimated walking time for pedestrians and distance for cyclists.





← **Birkdale Rd** 5 min 
400 m 

5 min 
400 m  **Mackwood Pl** →





Chevron:

A 75mm wide

Icons:

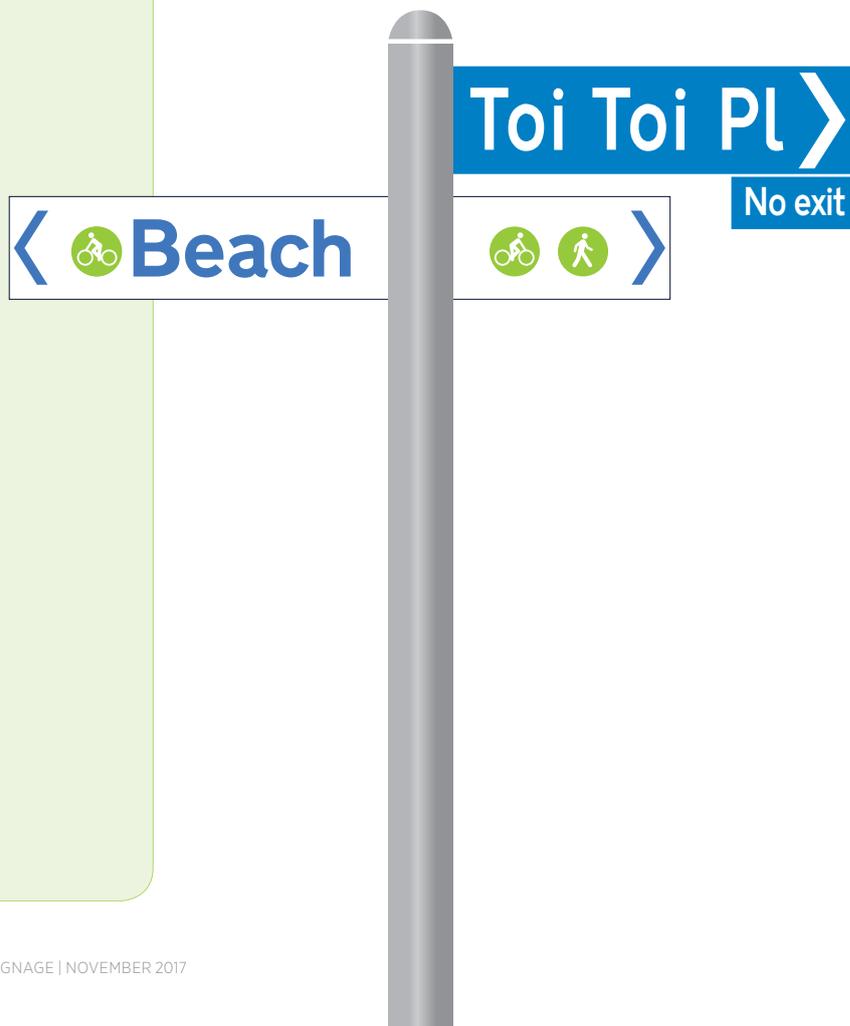
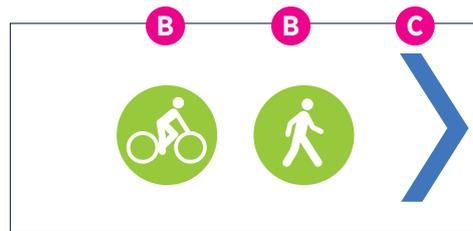
B 109mm diameter

Destination:

C 125mm height

3.11.8 General interest sign (GIS blade)

General interest signs (GIS) are approved advisory signs from the traffic signs suite [<link>](#). They should be used to alert pedestrians and cyclists to paths at the end of no exit streets. For this purpose three 'icons' may be used: pedestrian icon, cycle icon, stairs icon. Along with the descriptor: 'Access', 'Beach', 'Reserve', or other type of facility that is directly reached by the path.





Length will vary depending on information on sign
990mm (max)





3.11.9 Cycle crumb (landscape)

Cycle icon:

A 60mm diameter

Walking icon:

B 60mm diameter

3.11.10 Cycle crumb (portrait)

Cycle icon:

A 60mm diameter

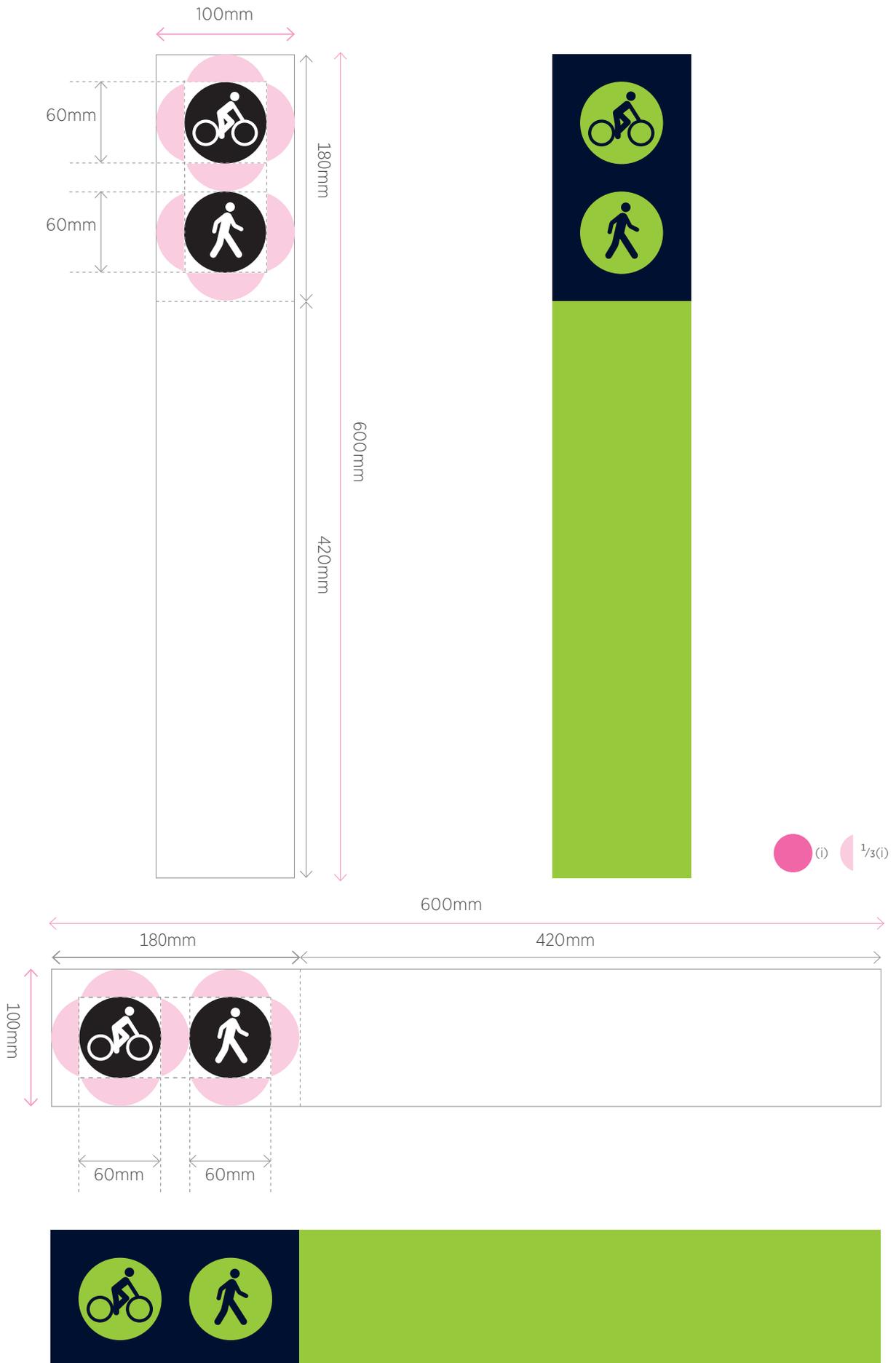
Walking icon:

B 60mm diameter

These signs are used to 'breadcrumb' a route. Breadcrumbing helps confirm to the user that they are still on the route or path.

These signs are made from reflective material that can be stuck to existing infrastructure such as poles and railings.





3.11.11 Advance direction

Cycle icon:

A 50mm diameter

AT lock-up:

B 67pt Avenir medium
At Roundel 50mm diameter

Icons:

C 49mm diameter

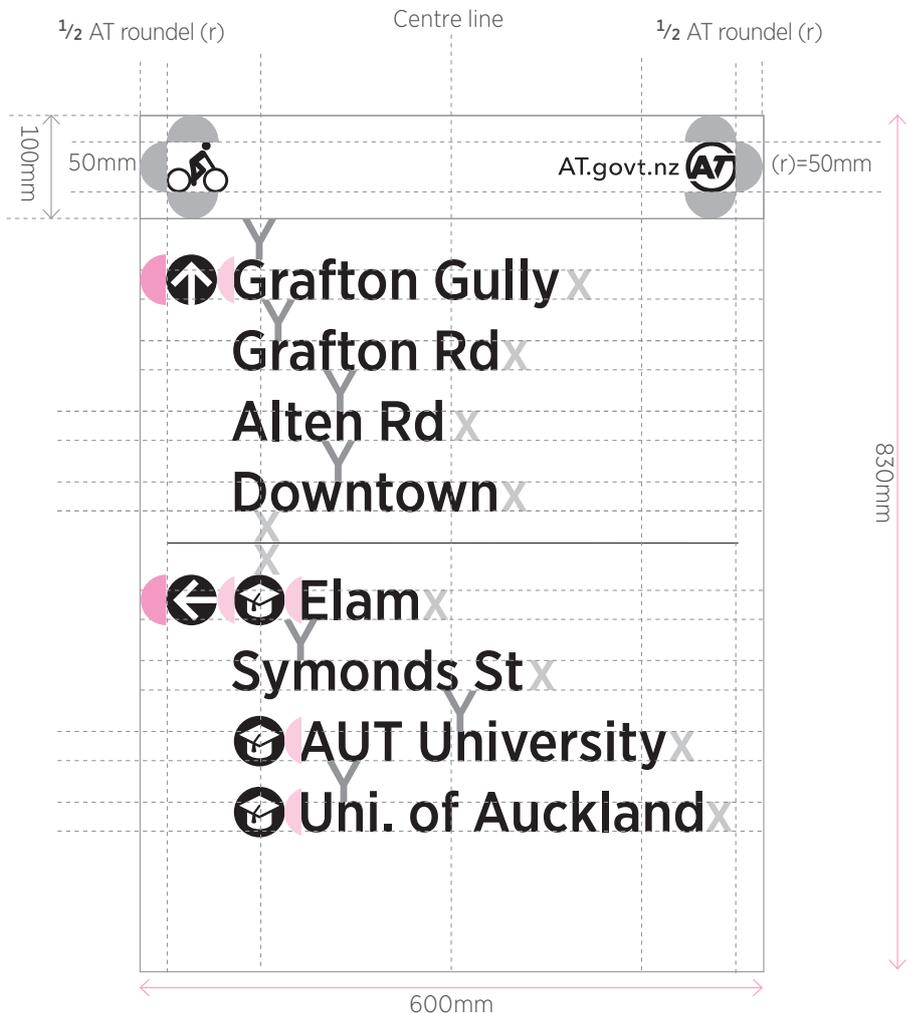
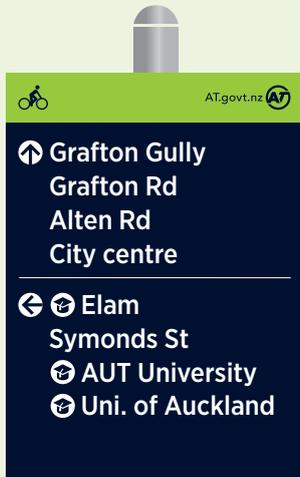
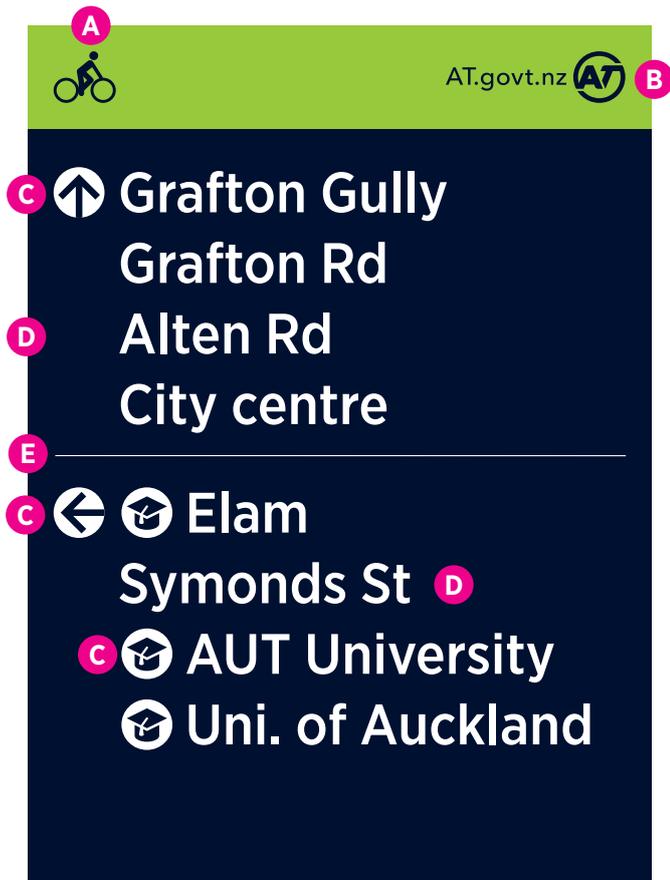
Destination:

D 156pt Gotham Narrow medium
194pt leading

Dividing line:

E 3pt Stroke Weight

Advance direction signs are placed ahead of a key decision point on a route (usually a junction). Distance is not included on these signs. A maximum of eight POIs are allowed on this sign.





3.11.12 Decision direction

Cycle icon:

A 50mm diameter

AT lock-up:

B 67pt Avenir medium
At Roundel 50mm diameter

Icons:

C 49mm diameter

Destination:

D 156pt Gotham Narrow medium
194pt leading

Dividing line:

E 3pt Stroke Weight

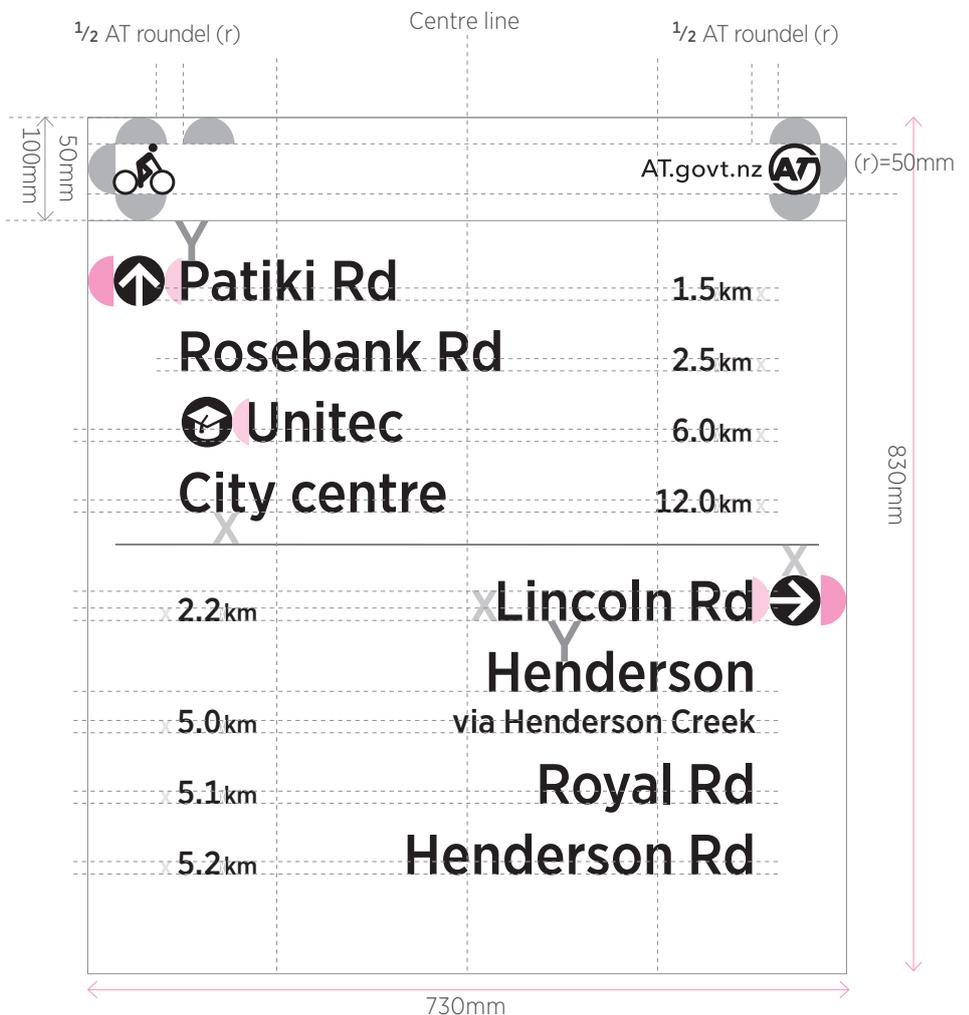
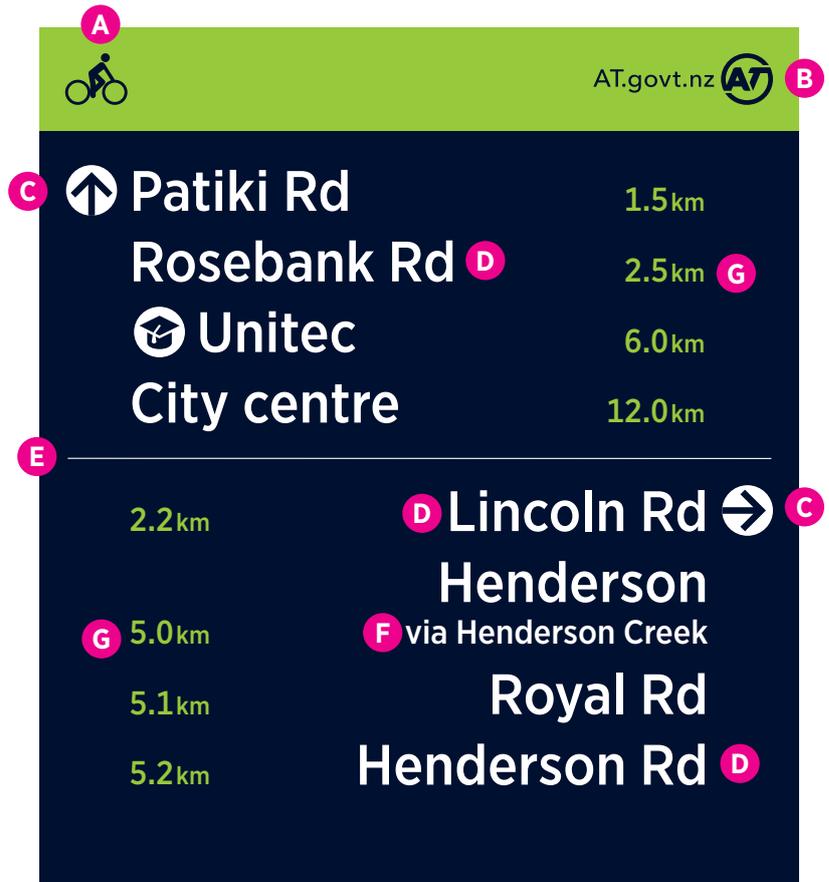
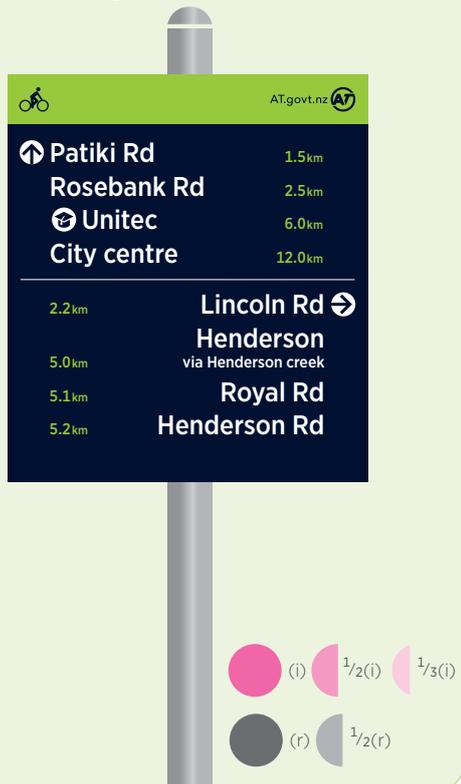
Sub destination:

F 92pt Gotham Narrow medium

Distance: (number/km)

G 91pt/69pt Gotham Narrow medium

Decision direction signs are placed at a key decision point on a route (usually a junction). Distance is included on these signs. A maximum of eight POIs are allowed on this sign.



3.11.13 Discover cycleway (temporary)

Cycleway name:

A 120pt Gotham Narrow medium

Arrow:

B 100mm diameter

Cycle Icon:

C 62mm high

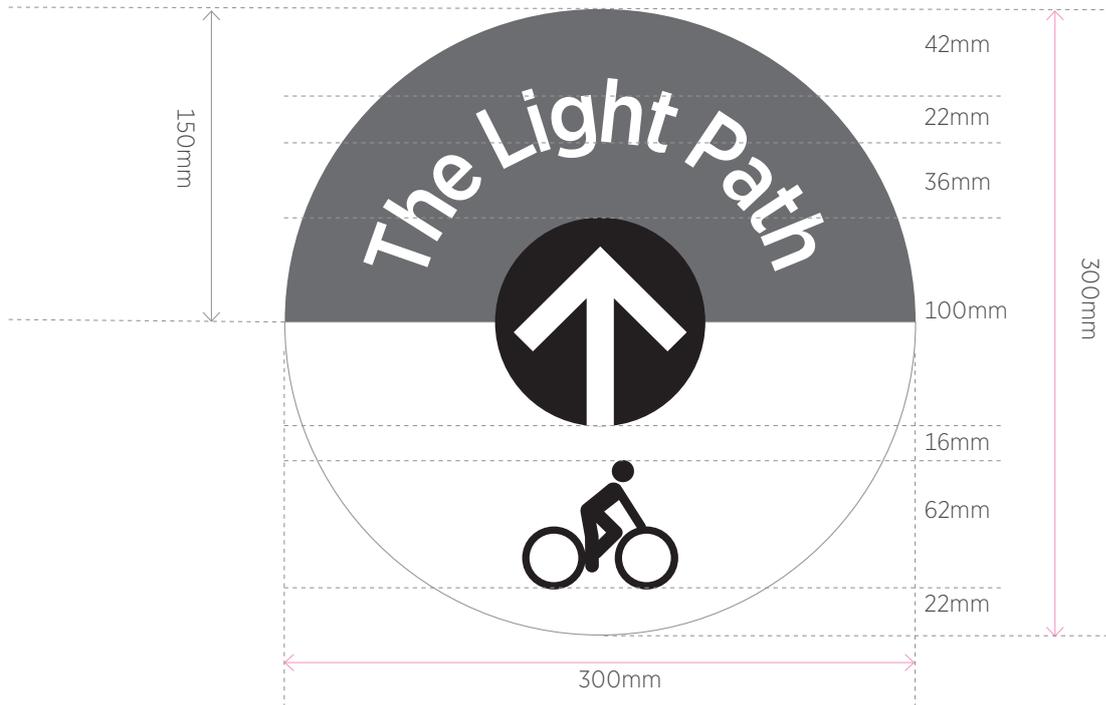
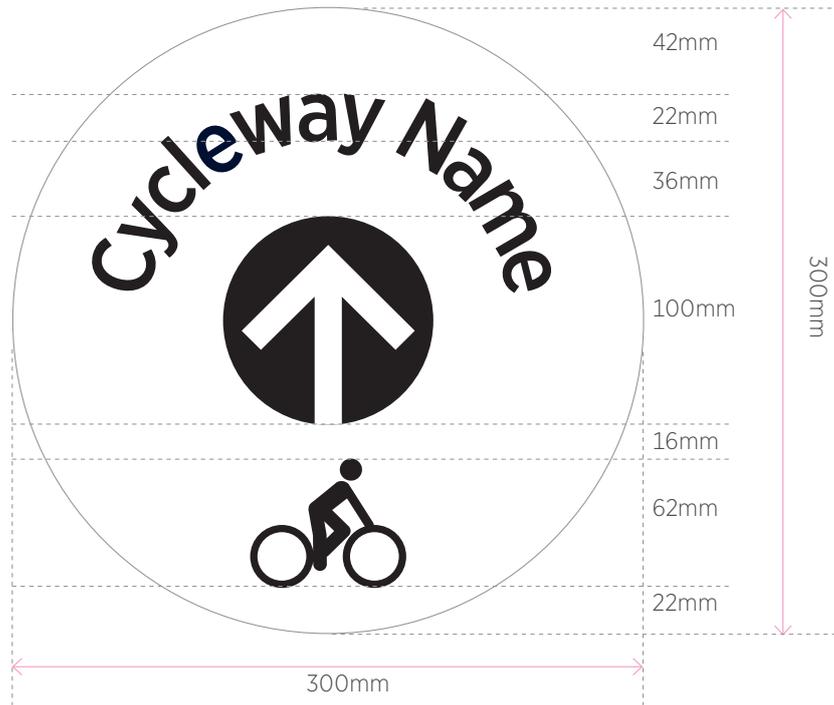
Cycleway specific colour:

D 150mm high, top half circle

These ground surface signs are usually printed and applied to the cycleway or road. As these signs do not last long they should be used only as temporary signs and a plan must be made to remove them within four months of their installation.

These signs are useful for highlighting new cycleways or shared paths.





Cycle icon:

A 50mm diameter

AT lock-up:

B 33.5pt Avenir medium
At Roundel 25mm diameter

Heading:

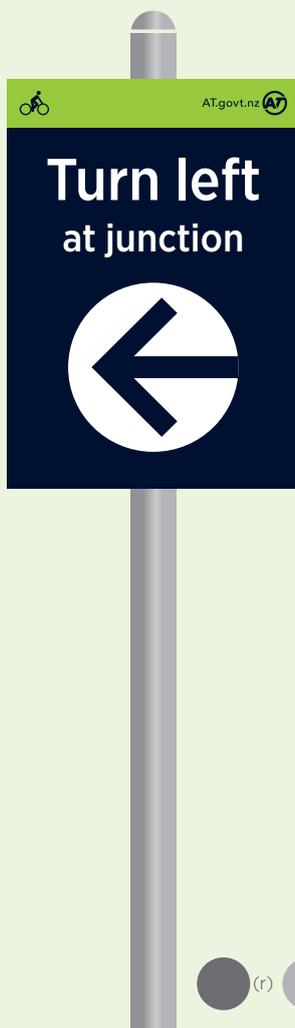
C 171pt Gotham Narrow medium

Sub Heading:

D 113pt Gotham Narrow medium

Arrow:

E 173mm width



3.11.14 Direction change

These simple signs are used to guide cyclists through a route and are particularly useful for paths that go through different environments, such as AKL Paths (Greenways). They are also useful where the path is not clear through the infrastructure. Note that there are parks versions of these signs for placement in parks.





3.11.15 Crossing

Cycle icon:

A 50mm diameter

AT lock-up:

B 67pt Avenir medium
AT roundel 50mm diameter

Heading:

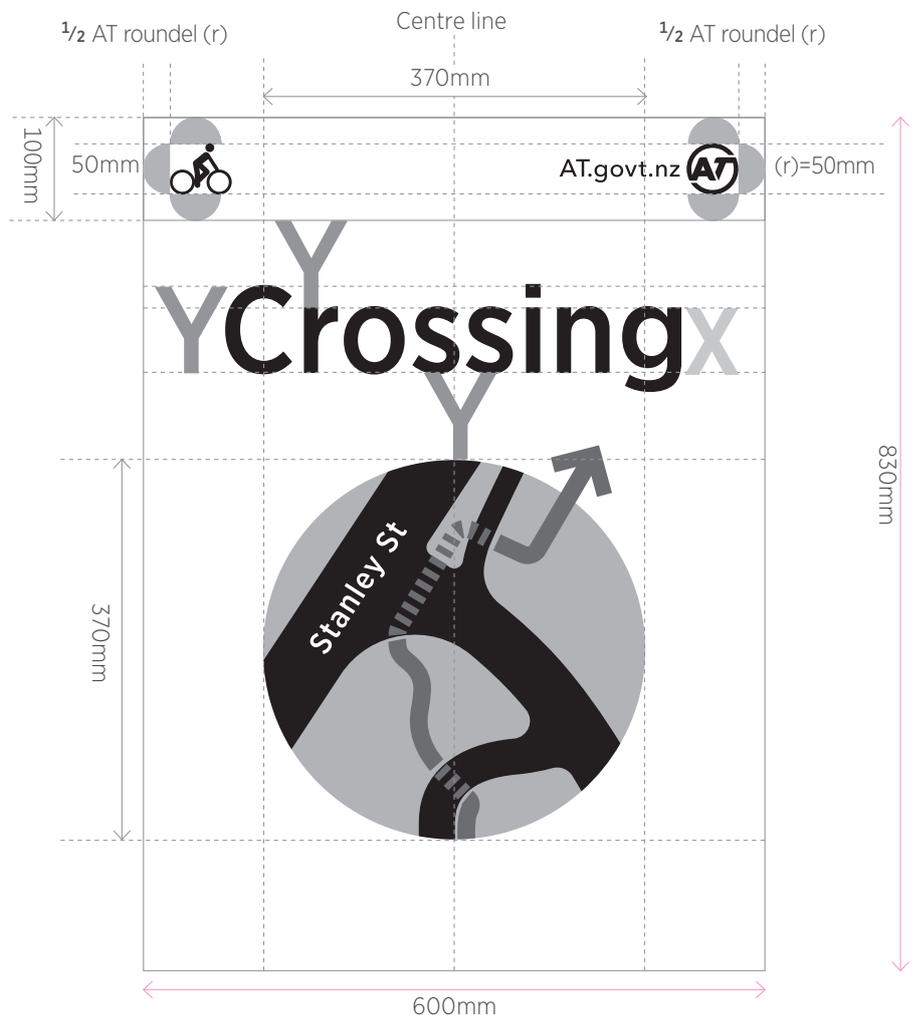
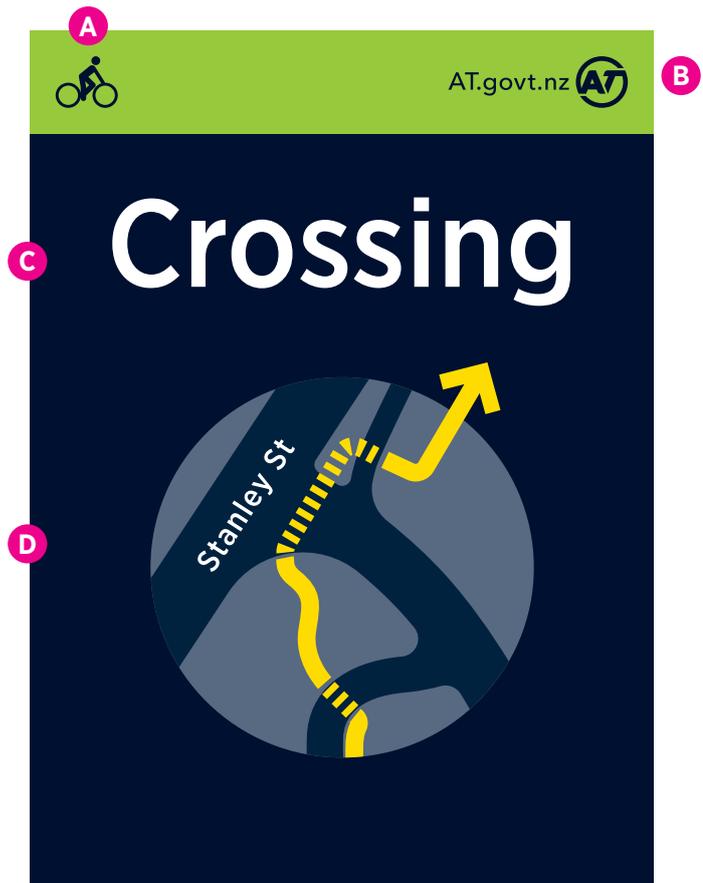
C 342pt Gotham Narrow medium

Illustration:

D 370mm width
Text: 86pt Gotham Narrow medium

These signs help a cyclist find the next section of the route, when that section is hard to see, or where the route is not obvious.

Only to be used for short links.





3.11.16 Ring bell on approach

Cycle icon:

A 50mm diameter

AT lock-up:

B 67pt Avenir medium
AT roundel 50mm diameter

Heading:

C 342pt Gotham Narrow medium

Sub heading:

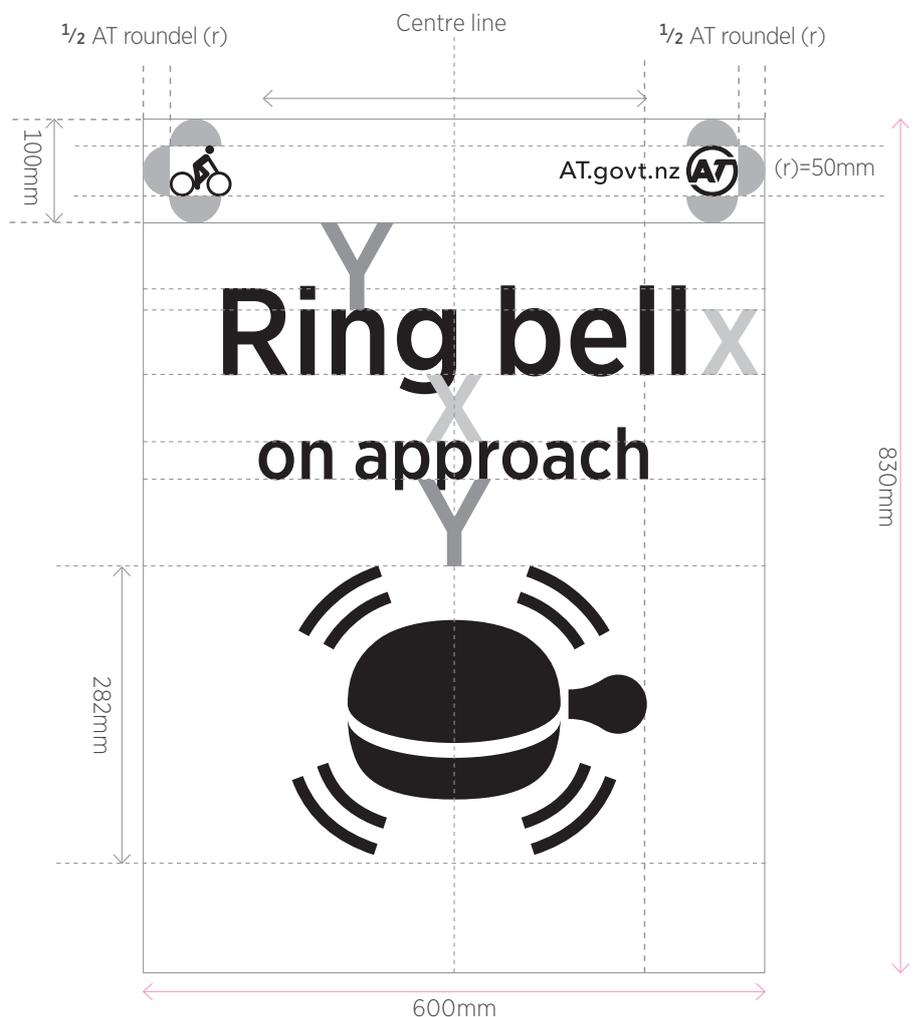
D 198pt Gotham Narrow medium

Illustration:

E 343mm width x 282mm deep

Used before blind corners and other places in a route where there is the potential for collisions.

To be used sparingly.



3.11.17 Slow

Cycle icon:

A 50mm high

AT lock-up:

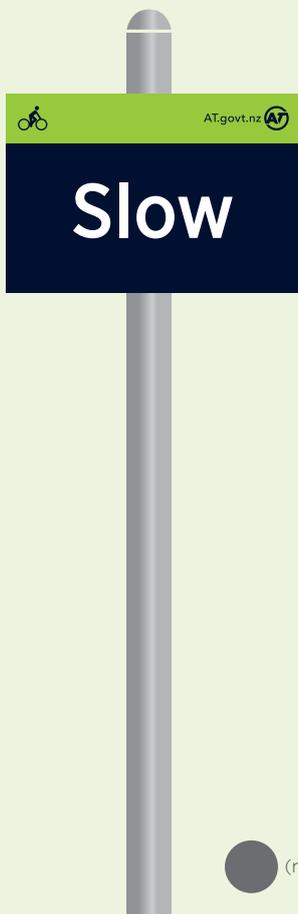
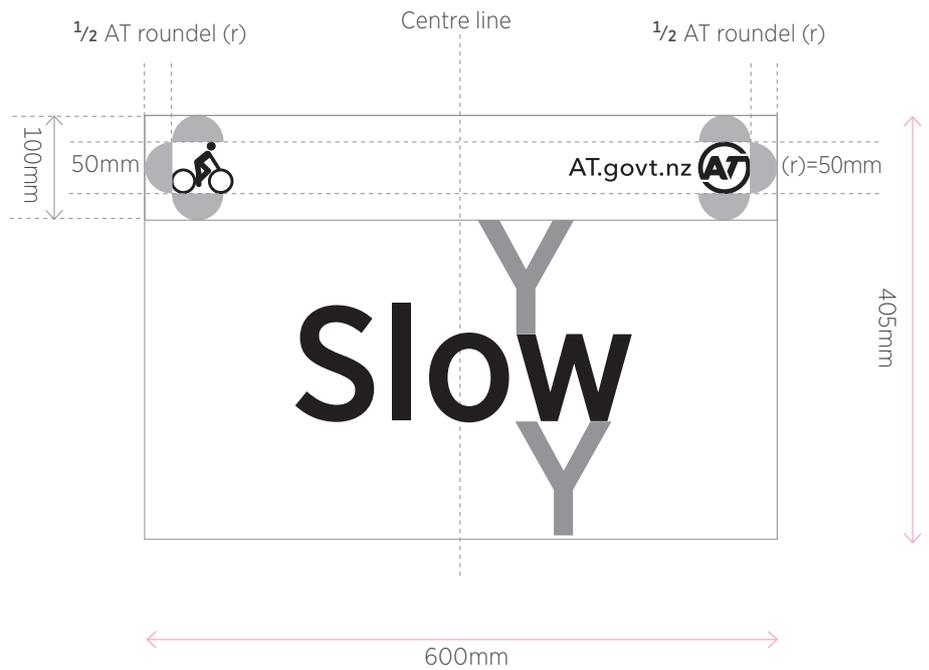
B 67pt Avenir medium
At Roundel 50mm diameter

Heading:

C 445pt Gotham Narrow medium

Used before blind corners, steep downhill sections and other places in a route where there is the potential for collisions.

To be used sparingly.





3.11.18 Chevrons

Cycle icon:

A 50mm high

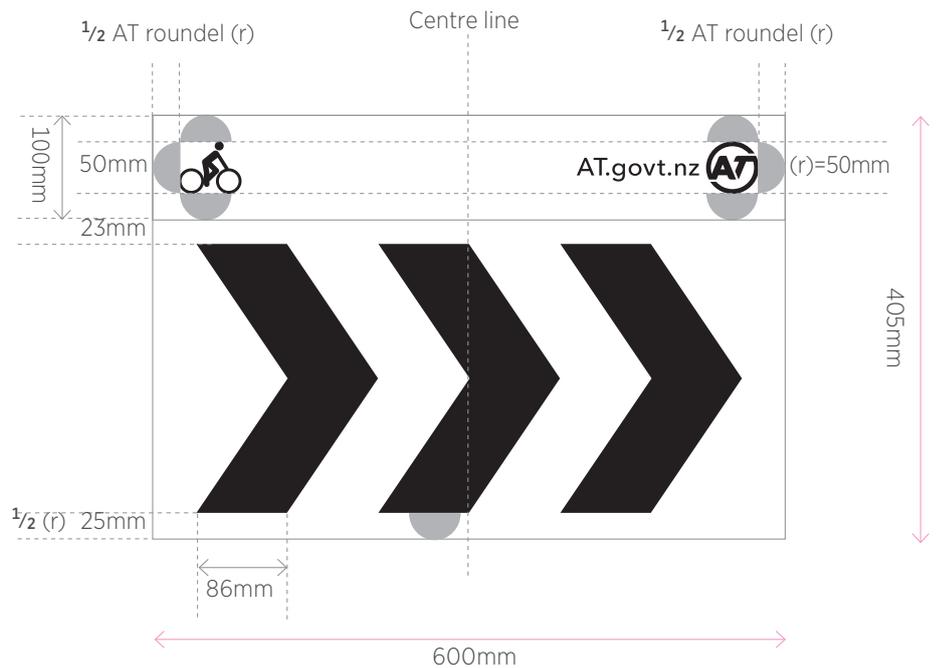
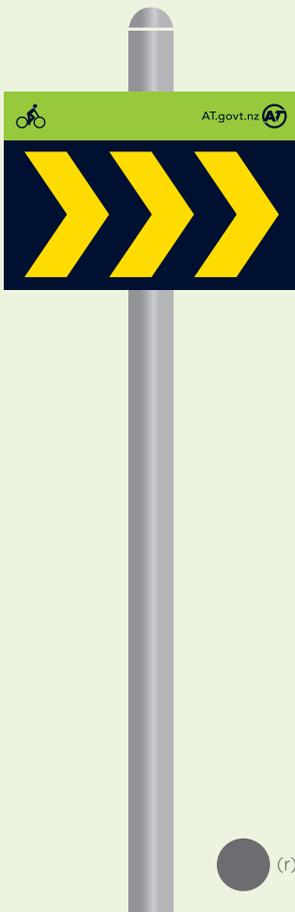
AT lock-up:

B 67pt Avenir medium
At Roundel 50mm diameter

Chevron:

C 257mm high x 517.5mm wide

May be placed at the actual location of the bend or curve to further mark the location of the curve and to assist in negotiating it.



3.11.19 Cyclists Give way to pedestrians

Cycle icon:

A 50mm diameter

AT lock-up:

B 67pt Avenir medium
AT roundel 50mm diameter

Heading:

D 342pt Gotham Narrow medium

Sub heading:

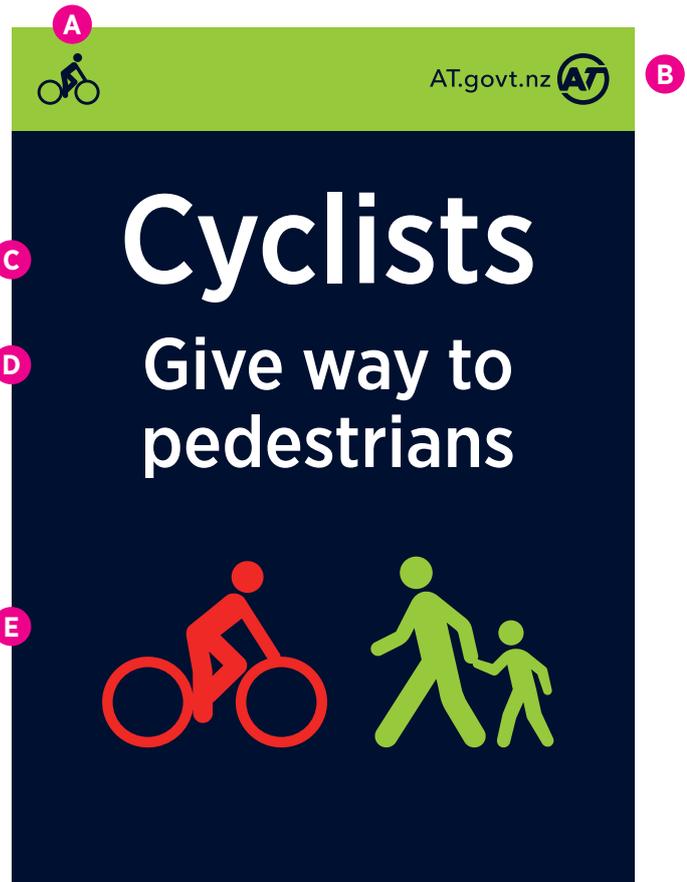
D 198pt Gotham Narrow medium

Illustration:

E 183mm width
Text: 86pt Gotham Narrow medium

Use ahead of areas where cyclist and pedestrian collisions could occur.

To be used sparingly.





3.11.20 Keep left (on surface)

Wording:

A XXmm high

Line:

B XXmm wide

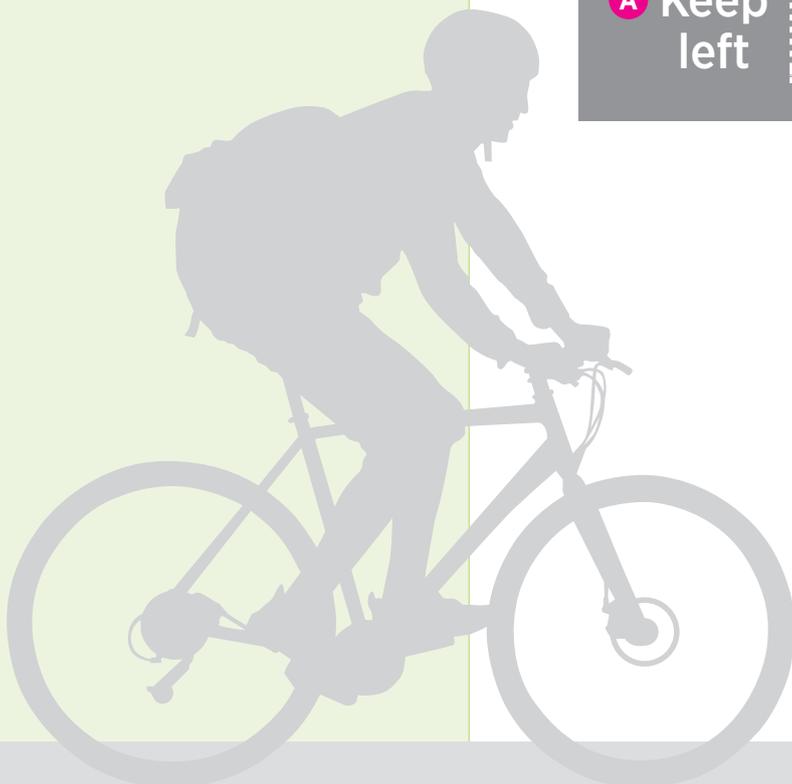
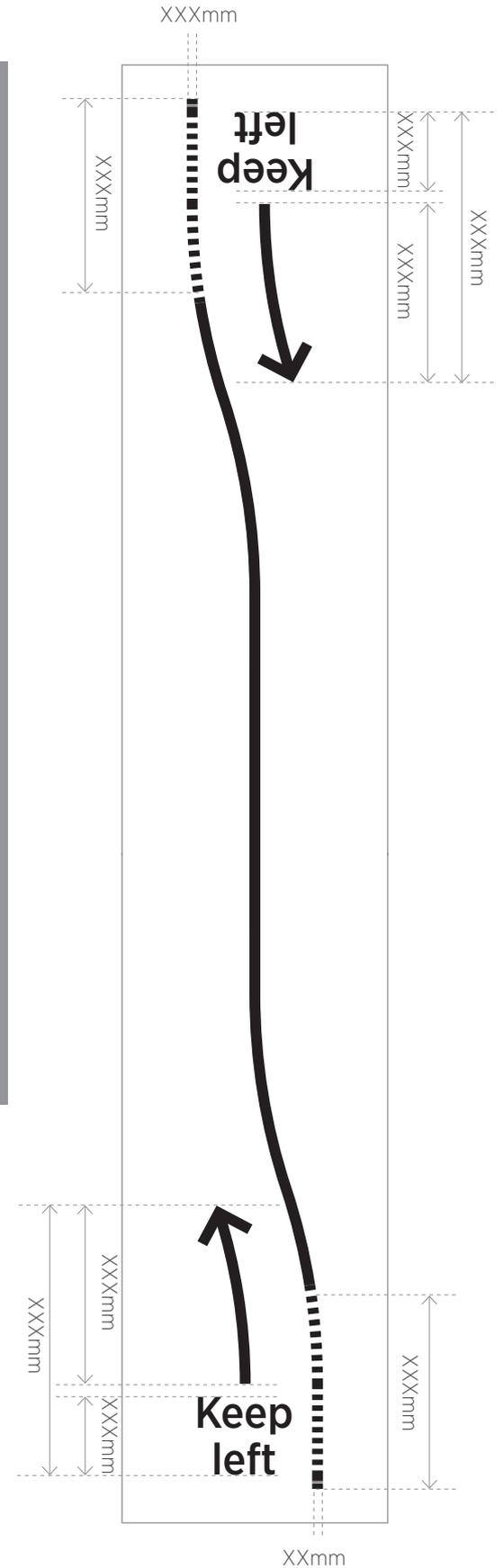
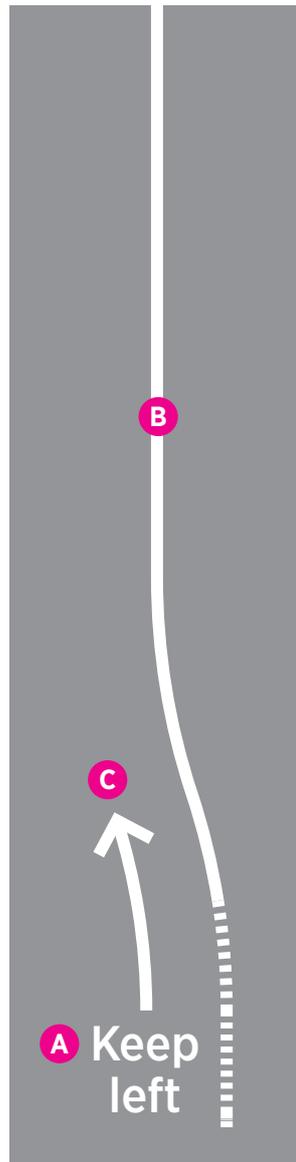
Arrow:

C XXmm wide, XX mm length

Used before blind corners and other places in a route where there is the potential for collisions.

To be used sparingly.

This marking is under trial.
Specifications will be provided once the trial is complete.





3.11.21 Bike Park

Cycle park icon:

A 50mm height

AT lock-up:

B 67pt Avenir medium
AT roundel 50mm diameter

Heading:

C 500pt Gotham Narrow medium

CCTV and no motorbikes icons:

D 94mm diameter

Sub text:

E 75pt Gotham Narrow medium

Byline:

F 40pt Gotham Narrow medium



$\frac{1}{2}$ AT roundel (r)
(r)=50mm





3.11.22 Bike parking

Cycle park icon:

A 218mm height

AT lock-up:

B 67pt Avenir medium
At roundel 50mm diameter

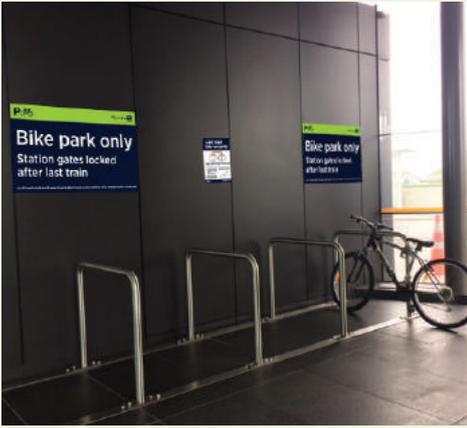
Heading:

C 400pt Gotham Narrow medium

Sub text:

D 225pt Gotham Narrow medium





3.11.23 Bike park only

Cycle park icon:

A 50mm height

AT lock-up:

B 67pt Avenir medium
At roundel 50mm diameter

Heading:

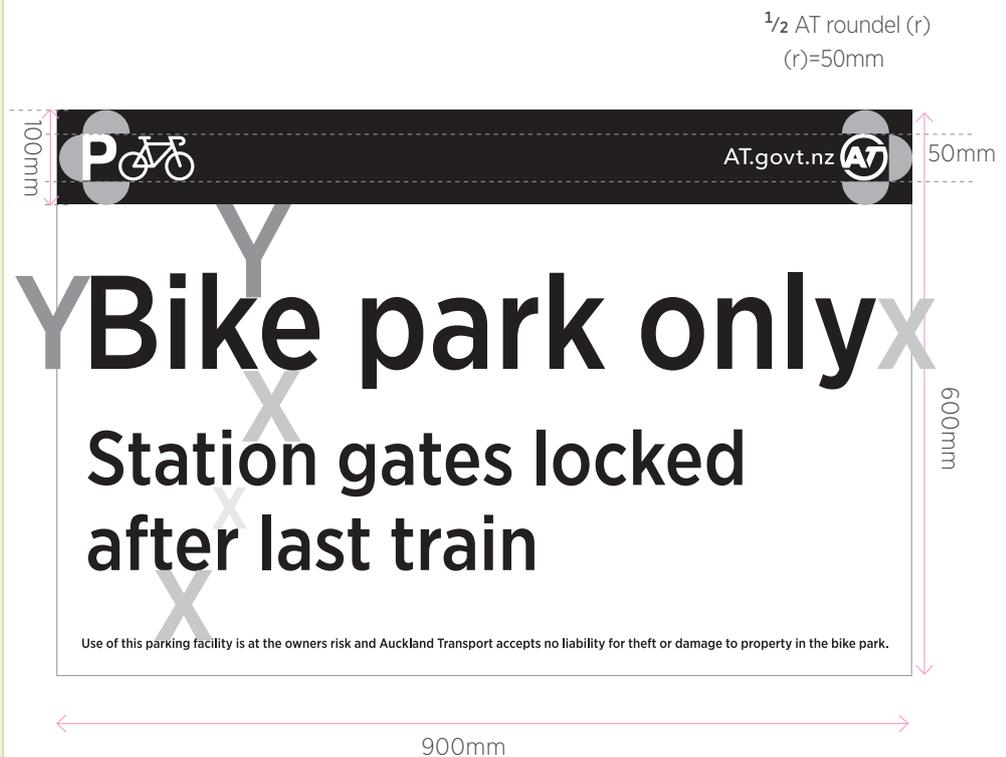
C 400pt Gotham Narrow medium

Sub text:

D 225pt Gotham Narrow medium

Byline:

E 40pt Gotham Narrow medium







Off-street parking

P Downtown Car Park

MAXIMUM CLEARANCE 1.0M

MAXIMUM CLEARANCE 1.0M

RESERVED
CARD
HOLDERS
LANE
←

CARD HOLDERS
LANE ONLY
NO CONCESSION
CARDS

Downtown car park	
Monday to Friday	Saturday, Sunday & Public Holiday
Day Rate \$12.00 (incl. GST)	Day Rate \$15.00 (incl. GST)
Evening Rate \$18.00 (incl. GST)	Evening Rate \$22.00 (incl. GST)
Operating Hours Monday to Friday 7:00am to 6:00pm	Operating Hours Saturday, Sunday & Public Holiday 7:00am to 6:00pm
Lost Ticket Fee \$12.00 (incl. GST)	Lost Ticket Fee \$12.00 (incl. GST)

This chapter applies to all signage for AT-owned and managed off-street parking.

Facilities included are:

- Car park buildings
- Open air car parks
- Park-and-ride facilities.

Commercial and on-street parking is not included.

By bringing off-street parking into the new of signage, customers experience a seamless journey, no matter what modes of transport they use and transfer between.

Two types of signage apply in off-street parking: regulatory and advisory. This section covers only advisory signs. To check which category of signage is required for your project, contact the Parking Compliance Manager.

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5.0

The AT Park logo is the customer facing logo in Auckland, to be used throughout AT car parks.

The grey half circles indicate the minimum clear space based on the AT roundel.

Padding = $\frac{1}{2}$ width of AT roundel.

Nothing should ever appear in this area. The clear space will increase or decrease in proportion to the logo size. The operational logo should not be used smaller than 15mm high. In some situations the logo may need to be smaller than the minimum size. In this instance approval may be given on a case-by-case basis.

Graphic elements

5.1 AT Park logo



Generally the White mono AT Park logo will be used because station signs will use a base colour of Ocean Blue (C: 100 M: 65 Y: 22 K: 80).

Only the single colour version of the logo should be used on signage. This is to reduce visual clutter and maintain clarity on AT signs.



One colour logo on a white background.

Gotham Narrow

Our core typeface is Gotham Narrow. It's dynamic, clear and has a clean, crisp feel. All lettering within the sign system is carried out using this contemporary sans-serif typeface developed with legibility in mind.

Text should always appear in sentence case – all upper case should be avoided, with the exception of the abbreviation AT, for AT, in headlines, body copy and some cartography.

For sign use, specific rules of letter and word spacing have been developed to maximise legibility.

For wayfinding Gotham Narrow medium is used. Other forms of Gotham Narrow such as book and bold may be used on specific signage, more detail on where this can be used is indicated in each relevant section.

Numbers

Numerals should use tabular lining in the open type settings. This produces numbers with a standard space between them. This helps when a passenger is comparing distances, prices, platform numbers, route numbers etc.

5.2 Regional signage typeface

Gotham Narrow medium

Its clarity and legibility makes it a good choice for a range of wayfinding applications.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890\$&.,:;'()/-**

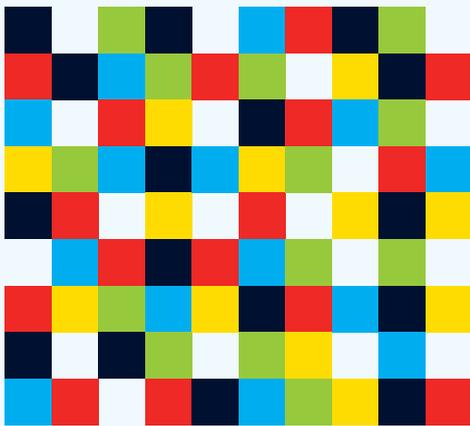
Gotham Narrow book

Its clarity and legibility makes it a good choice for a range of wayfinding applications.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890\$&.,:;'()/-**

10 **10**

Tabular numerals



Our palette

The regional signage colour palette has been adjusted from Auckland Council's colours to improve legibility on signage.

Core colours

Ocean Blue (C: 100 M: 65 Y: 22 K: 80) and White maintain the link to the other CCOs and are the core colours used on signs.

Secondary colours

The secondary colours: Green, Cyan, Yellow and Red have been added to produce a legible highlight when used on a background of Ocean Blue.

Yellow, Green and Cyan relate to specific transport modes:

Yellow: Public transport modes (bus, train and ferry)

Green: Active modes (walking and cycling)

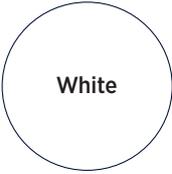
Cyan: Road modes (driving).

The two other colours are reserved for the following:

Red: Warnings

Orange: Attractions.

5.3 Colour palette

 <p>Signage Ocean Blue</p>	   	 <p>PMS 539C</p>
 <p>White</p>	   	 <p>White</p>
 <p>Signage Active Green</p>	   	 <p>PMS 376C</p>
 <p>Signage Parking Blue</p>	   	 <p>PMS Cyan</p>
 <p>Signage Safety Yellow</p>	   	 <p>PMS 109C</p>
 <p>Signage Pohutukawa Flower Warnings</p>	   	 <p>PMS 485C</p>



Arrows

Arrows are always used to indicate direction.

Active mode icons

Used to indicate facilities specifically for pedestrians, cyclists or, on shared paths, for both.

Third party transport icons

Use these to indicate facilities for private vehicles, taxis etc.

Parking icons

Use these to indicate AT car parks, park-and-ride and non-AT commercial car parks.

Service and facility icons

Used to indicate a range of publicly accessible services and facilities.

Warning icons

Keep use to a minimum. Using too many on one sign creates visual overload and results in all of them being ignored.

5.4 Icons

Key items and directions are supported on the signs by the use of internationally recognisable icons. This improves accessibility for speakers of other languages and reinforces key messages. Icons for items must appear next to the arrow icon so they can be understood without having to read the text. If a new icon is required, please submit a request to the Design Studio/regional signage project. New icons and landmarks must only be created by these teams.

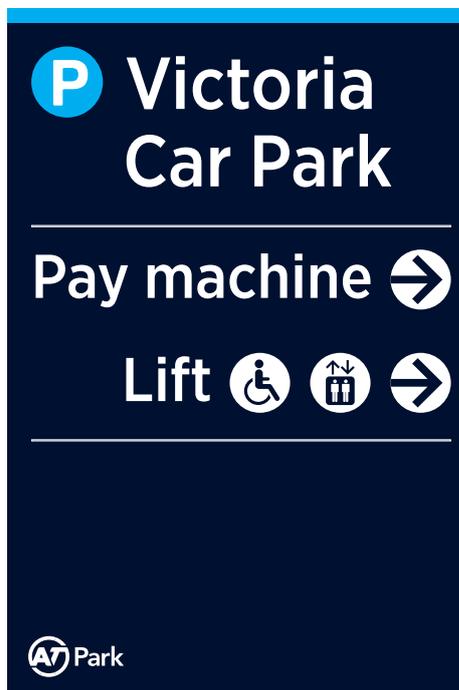


Direction of human icons

Where icons feature a side view of a person, the icon should be aligned so that the person is travelling in the direction of the arrow on the sign.



NOTE:
The human icons always face in the direction of the arrow.



When there is no directional arrow or the direction is straight ahead or down the human icons will face to the right as here.



5.5

Cap height (Y) vs x height (x)

Across these guidelines font sizes are expressed in both capital height (Y) and lower case height (x).

The cap height of a typeface is measured by the distance from the baseline to the top of the capital letter.

The x height of a typeface is measured by the distance from the baseline to the top of the lower case letter.

Line spacing

Line spacing is based on the height of the lower case letter 'x'.

One 'x' is the standard minimum between two lines of information. When information in more than one size of lettering is used, the larger 'x' height should be used to separate the two lines of differing size.

Secondary text in a message should be $\frac{2}{3}$ of the size of the primary text.

Graphic application

5.6 Typography and measurements



Line spacing principles

Rates

Monday - Thursday
Day rate

\$4.00 per hour, capped at \$24.00

Text and icons

It is best practice to couple text with an icon (if there is a icon that matches in our suite). This creates a clear message that a viewer can understand, even if English is not their first language.

Icons are centred vertically on the capital letter of the text.

There are some guidelines to follow when using icons with text:

1. Text size is set by the viewing distance
2. An icon's size is $1\frac{1}{4}$ of the capital letter height (Y)
3. The distance between an icon and text is $\frac{1}{4}$ of the width of an icon (i)
4. Minimum top and left margins are $\frac{1}{2}$ the width of an icon (i).

For padding on specific signs, see 5.7 signage examples.

1. Text size



2. Icon sizing: $1\frac{1}{4}$ of capital letter height (Y)



3. Icon spacing: $\frac{1}{3}$ of icon width (i)



4. Minimum margin size: $\frac{1}{2}$ of icon width (i)



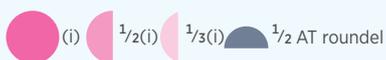
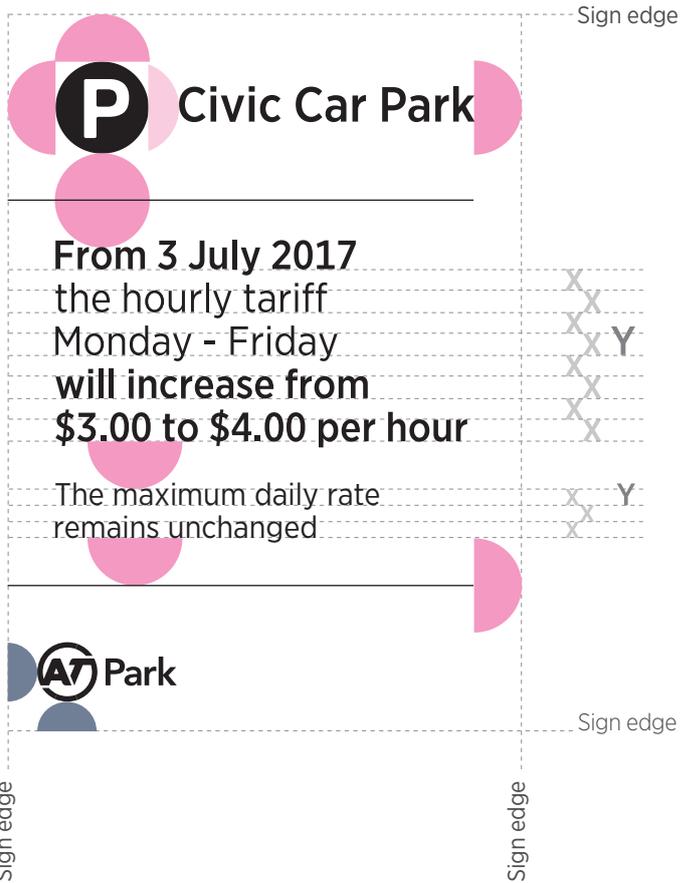
Vertical message spacing

To separate messages vertically within one sign, use (i) or 1¼ capital letter height.

This distance is measured from the baseline of the previous line of text to the top of the capital letter (Y) of the next message.

The lower case height (x) will be used to separate lines within a message as explained previously in the line spacing section.





Panel padding

The minimum space from the top edge of the panel to the top of the first icon is $\frac{1}{2}$ the icon's width (i).

The space from the left side of the panel to the left edge of that icon should be the same.

A minimum distance of $\frac{1}{2}$ of the icon width should be left clear around all edges of the panel (the clear zone).



Minimum panel padding indicated below on all sides



The above padding is a minimum guide only as some of the location signs require more padding on top, bottom, left and right margins. See signage examples.



Panel padding

The minimum space from the top edge of the panel to the top of the first icon is $\frac{1}{2}$ the icon's width (i).

The space from the left side of the panel to the left edge of that icon should be the same.

A minimum distance of $\frac{1}{2}$ of the icon width should be left clear around all edges of the panel (the clear zone).



Minimum panel padding indicated below on all sides.



The above padding is a minimum guide only as some of the location signs require more padding on top, bottom, left and right margins. See signage examples for sign specific information on padding.



Directional hierarchy

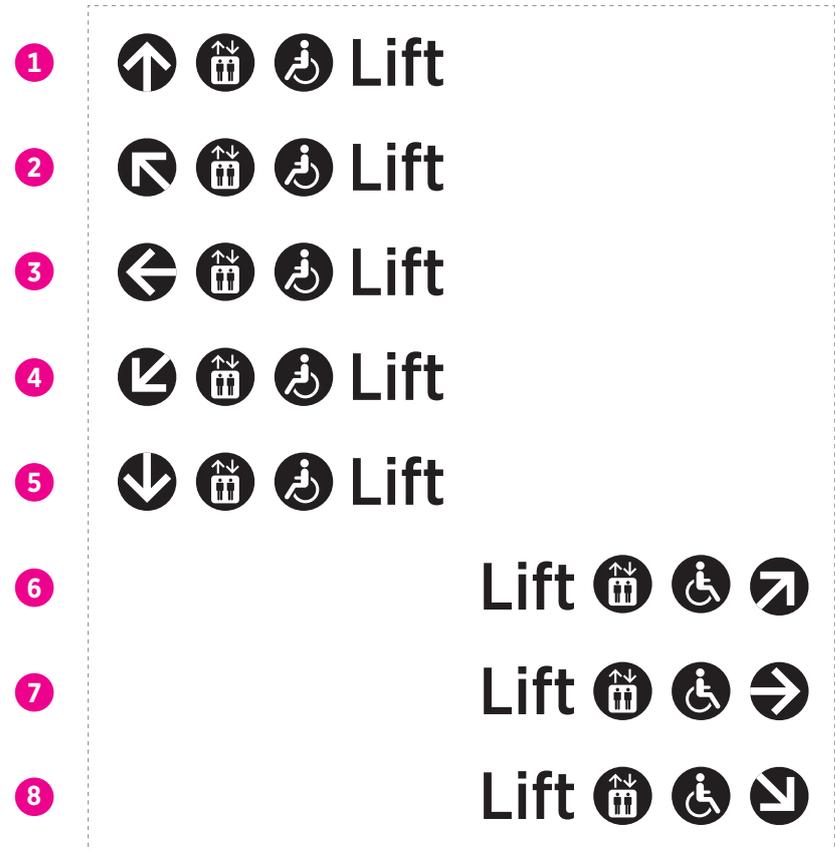
When stacking destinations, the order is determined by the direction (except for the 'way out' direction).

1. When destinations are listed they will be ordered by their direction. See Fig. 5.
2. When there are multiple destinations in the same direction the order will be determined according to their importance.
3. The most important destination will take the topmost position (of the destinations in the same direction).

Down arrows should not generally be used. The exception is when directing to something immediately below the sign or down stairs.

See Chapter 2, section 2.6 for information on arrows and way out information.

Fig. 5. Order by direction first.



Arrows

Arrows are used to indicate the direction of a destination.

Arrows are treated in the same way as icons and are $1\frac{1}{4}$ the size of the capital height of the largest destination type.

1. Arrows used to indicate the left, straight or down direction should be placed on the left-hand side of the first line of the message. See Fig. 1.
2. Arrows used to indicate the right should be placed at the right-hand side of the first line of the message. See Fig. 2.
3. Sign messages should be justified left or right depending on the direction indicated by the arrow. See Fig. 1 and Fig. 2.
4. Down arrows should not generally be used. The exception is when directing to something immediately below the sign or down stairs. See Fig. 1.
5. An arrow should only be included on the main message. Subsidiary messages such as those in a smaller lettering size will not be shown with an arrow. See Fig. 1 and Fig. 2.

Fig. 1. Left justified directions

Fig. 2. Right justified directions



Way out

The 'Way out' message differs from the rest of the directional signs, in that the lettering is Yellow and it is always placed at the bottom of the left or right block of directions.

This is the only time the text colour is not White and allows the way out to be easily isolated from other messages. As drivers learn this format it will allow them to quickly vacate a car park (without having to read through all the messages).

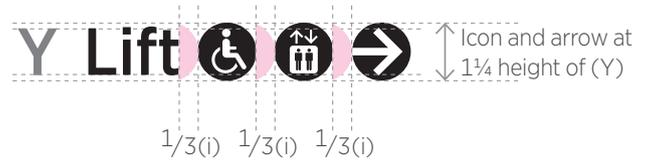
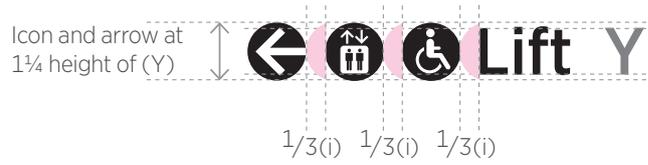


Icons and arrows

A suite of sign icons has been drawn for use with AT's wayfinding and signage.

Where icons are to be incorporated in directional signs, they must appear next to the arrow. This will speed up navigation for drivers if English is not their first language.

The distance between the icon and the arrow is $\frac{1}{3}$ of the width of an icon (i). The same space is inserted between the icon and its matching text. The height of the icon should be $1\frac{1}{4}$ times the capital height (Y), and centred on the capital height.



Accessibility icons

Signs for people with impaired mobility should be used to mark alternative routes within car parks. The signs should be used only at the point where the alternative route deviates from the usual route.

Signs for mobility-impaired customers will use a wheelchair icon. The wheelchair and lift icons may be combined with directional arrows as shown. They may also be combined with descriptive messages, for example 'Lift' or 'Ramp', within the immediate vicinity of alternative facilities in order to aid recognition.

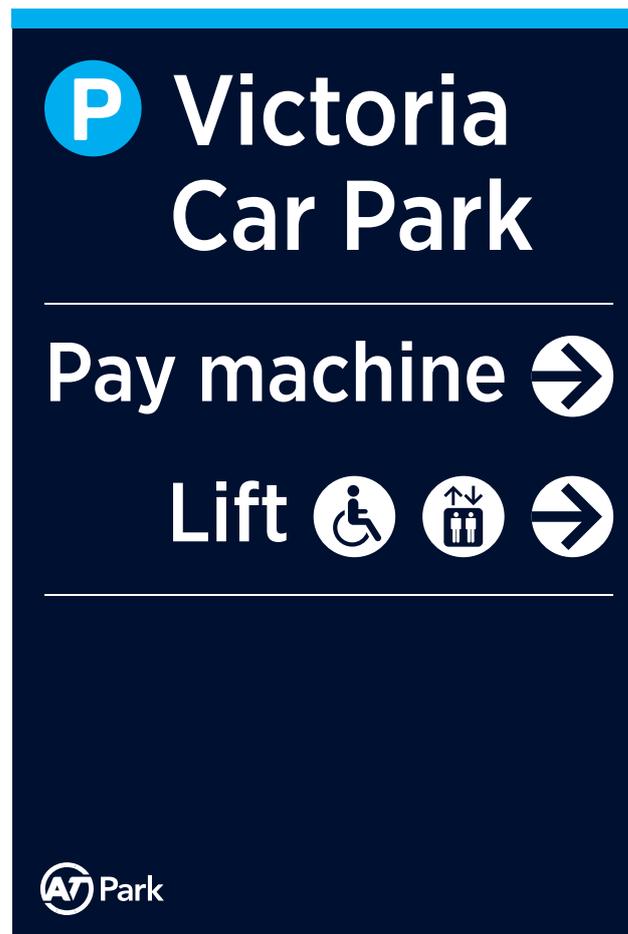
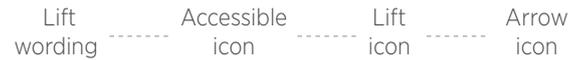
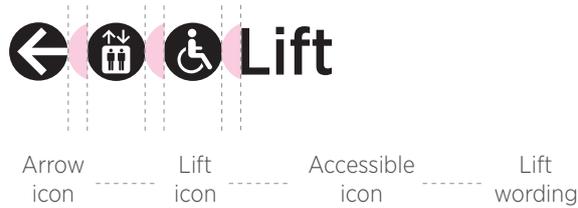
When combined with directional arrows, the icons should be adjusted to reflect the direction indicated.

When an accessible icon is used in conjunction with a toilet icon or a lift icon, the accessible icon always appears beside the wording, the icon relating to the wording always appears beside the arrow.

NOTE: The accessible symbol always faces in the direction of the arrow.



When there is no directional arrow or the direction is straight ahead or down the accessible symbol will face to the right as here.



5.7

5.7.1 600mm x 900mm – behavioural

Parking + icon:

A 260mm diameter

Motorcycle heading:

B 255pt Gotham Narrow medium

One per space text:

C 185pt Gotham Narrow medium

Sub text:

D 95pt Gotham Narrow medium

AT Park logo:

E 112mm wide

Signage examples

The signs in this section help customers to understand how they are permitted to use the car park. The signs relating to parking restrictions are advisory only. Depending on the context, you may need to use a regulatory sign instead. When planning car park signage, first check with the Parking Compliance Manager that an advisory sign is appropriate.





5.7.2 800mm x 600mm – behavioural

Main header text:

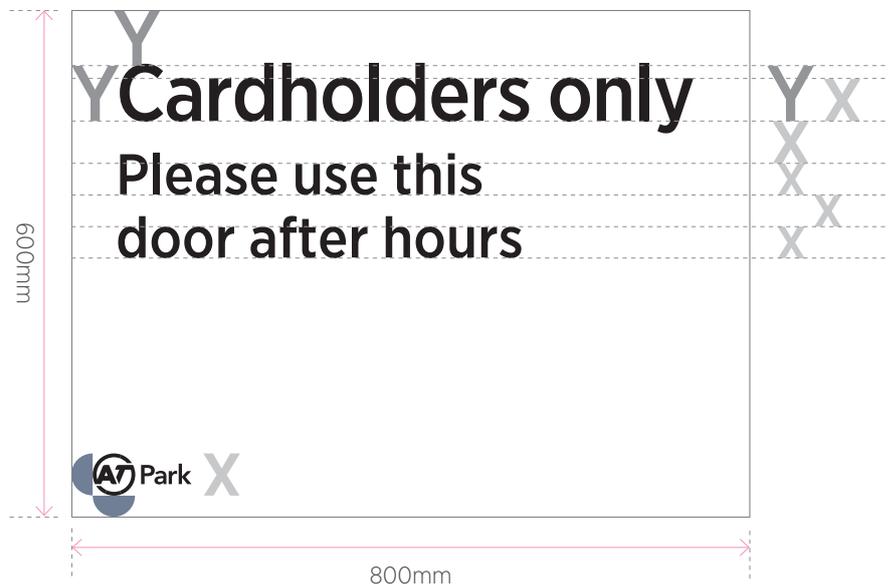
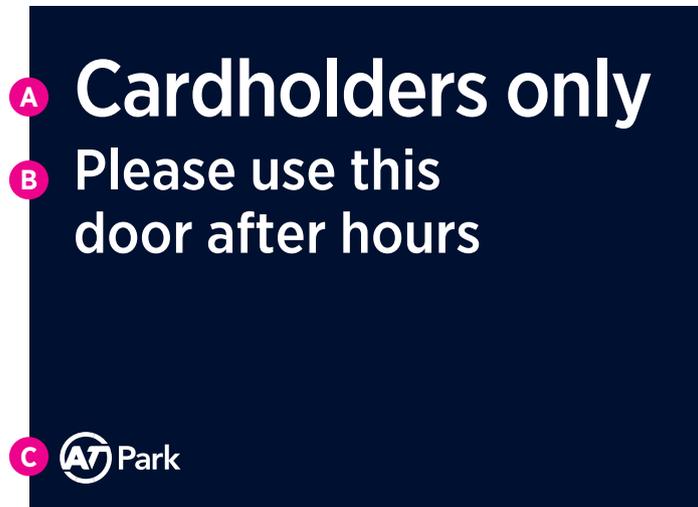
A 270pt Gotham Narrow medium

Secondary text:

B 200pt Gotham Narrow medium

AT Park logo:

C 144mm wide



Tow away area



Offending vehicles may be towed at owner's expense

5.7.3 Tow away area - behavioural

Tow away text:

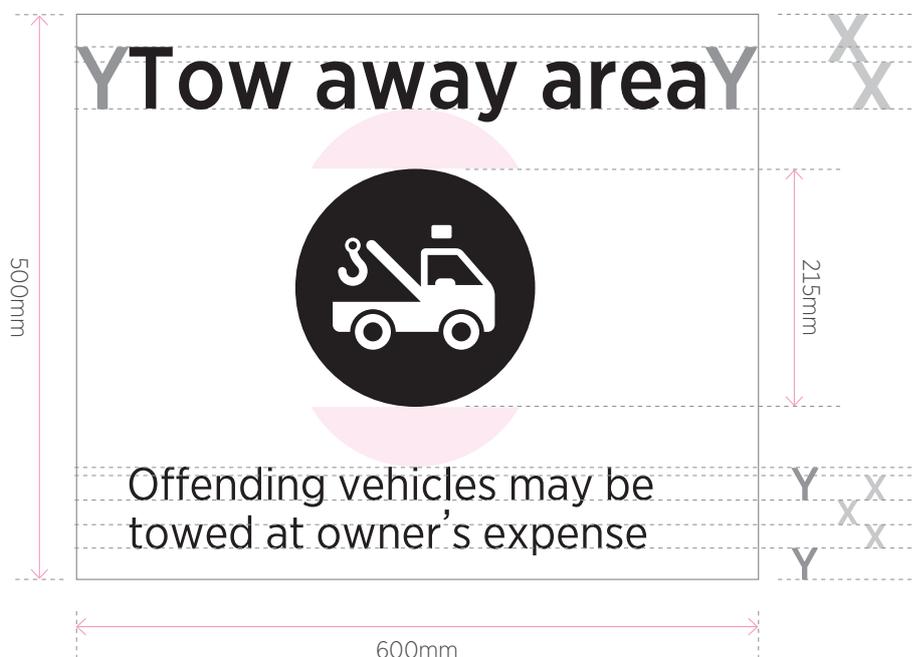
A 220pt Gotham Narrow medium

Vehicle icon:

B 215mm diameter

Offending vehicles text:

C 120pt Gotham Narrow book





5.7.4 Do not cross – behavioural

Red flash:

A 52mm deep

Icon:

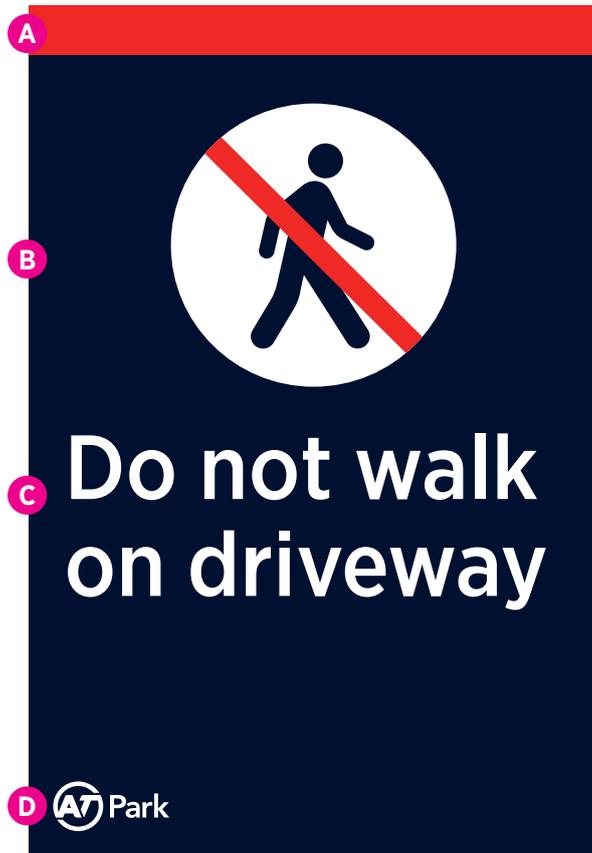
B 300mm diameter

Heading:

C 280pt Gotham Narrow medium

AT Park logo:

D 112mm wide





5.7.5 CCTV (portrait) – behavioural

CCTV icon:

A 148.5mm diameter

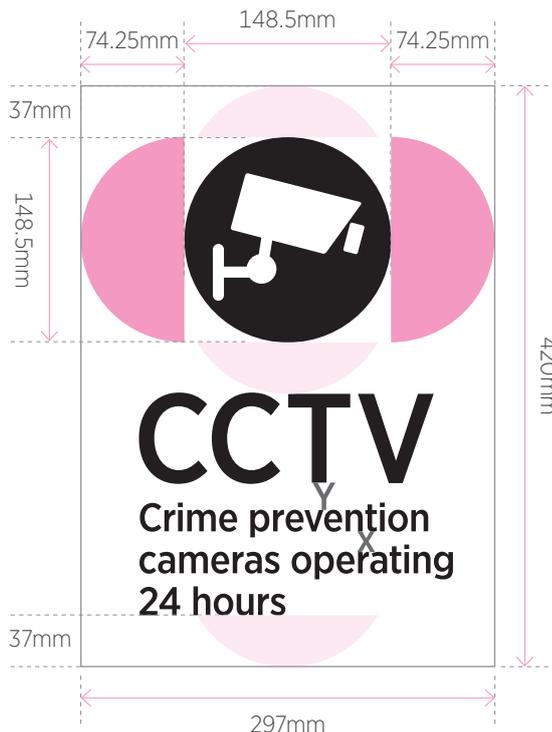
CCTV heading:

B 260pt Gotham Narrow medium

Sub text:

C 82pt Gotham Narrow medium

These signs should be used wherever there is a CCTV sign (unless covered by the CCTV/Damage report sign). While care should be taken to install these in every area that has a CCTV, the signs should not be placed in such a way that they visually dominate the space. For instance, do not place these in the centre of windows or doors, use only the minimum number needed and do not increase the size of the signs.





5.7.6 CCTV (landscape) – behavioural

CCTV icon:

E 92mm diameter

CCTV heading:

F 295pt Gotham Narrow medium

Sub text:

G 93pt Gotham Narrow medium





5.7.7 Reserved parking disc - behavioural

Pick-up truck icon:

A 90mm diameter

Tow away heading:

B 120pt Gotham Narrow medium

Reserved parking text:

C 230pt Gotham Narrow medium

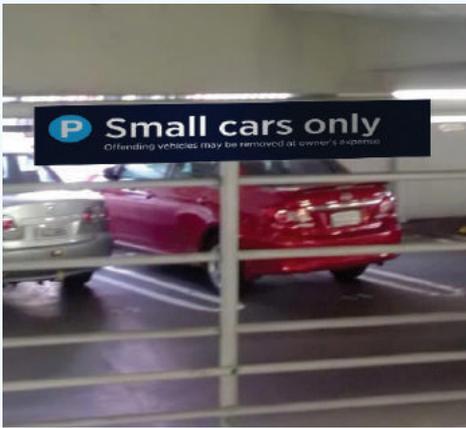
Hours text:

D 100pt Gotham Narrow medium

AT Park logo:

E 125mm wide





5.7.8 Cars only – behavioural

Parking icon:

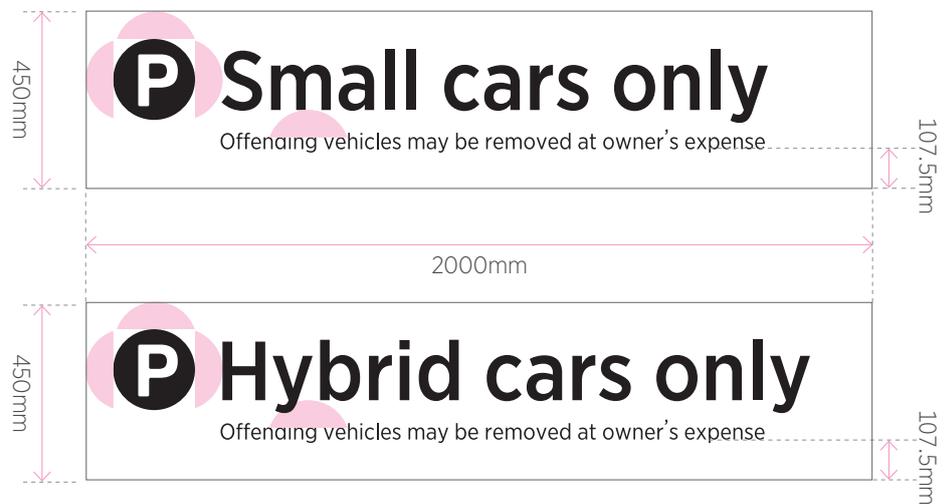
A 266mm diameter

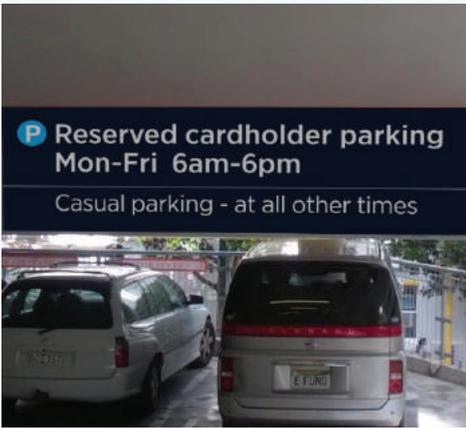
Main heading:

B 600pt Gotham Narrow medium

Secondary text:

C 165pt Gotham Narrow medium





5.7.9 Reserved cardholder parking - behavioural

Parking icon:

A 316mm diameter

Reserved cardholder text:

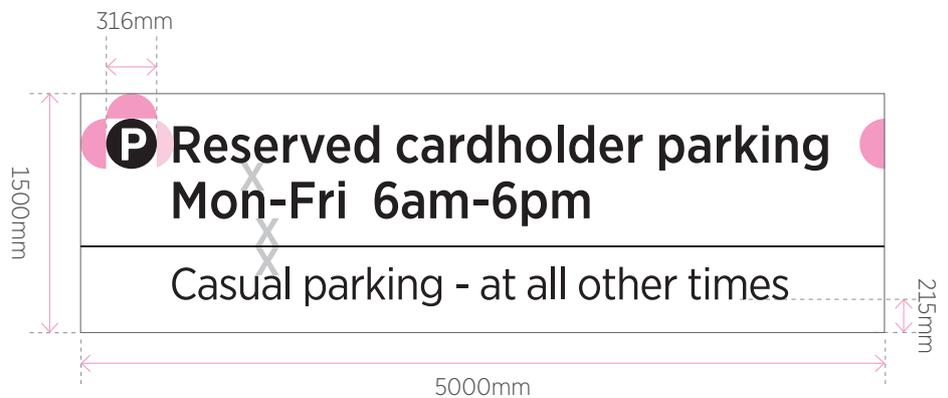
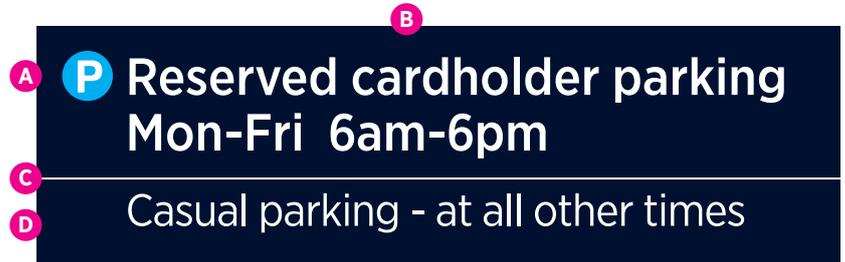
B 926pt Gotham Narrow medium

Line stroke:

C 18 point

Secondary text:

D 800pt Gotham Narrow book





5.7.10 Forgotten to pay – behavioural

Forgotten text/header:

A 1640pt Gotham Narrow medium

Line stroke:

B 14 point

Secondary text:

C 958pt Gotham Narrow book

Arrow icon:

D 300mm diameter





5.7.11 Automatic doors – behavioural

Automatic door text icon:

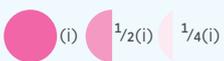
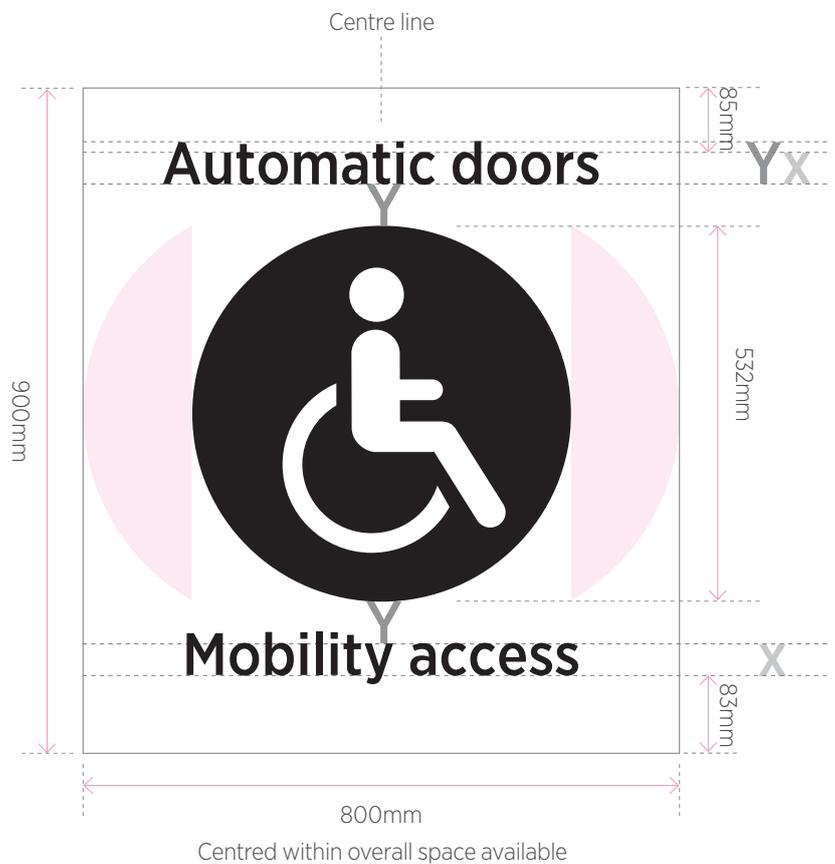
A 230pt Gotham Narrow medium

Mobility icon:

B 532mm diameter

Mobility access text:

C 230pt Gotham Narrow medium





5.7.12 Motorcycle entry - directional

Motorcycle icon:

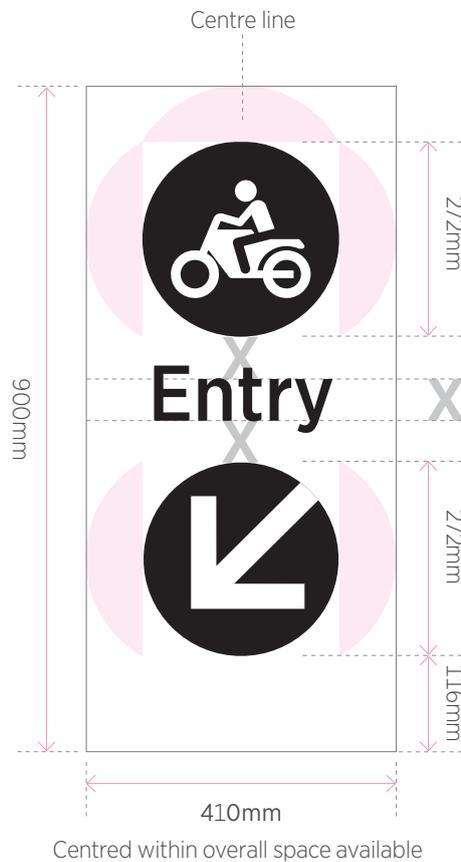
A 272mm diameter

Entry text:

B 300pt Gotham Narrow medium

Direction arrow icon:

C 272mm diameter





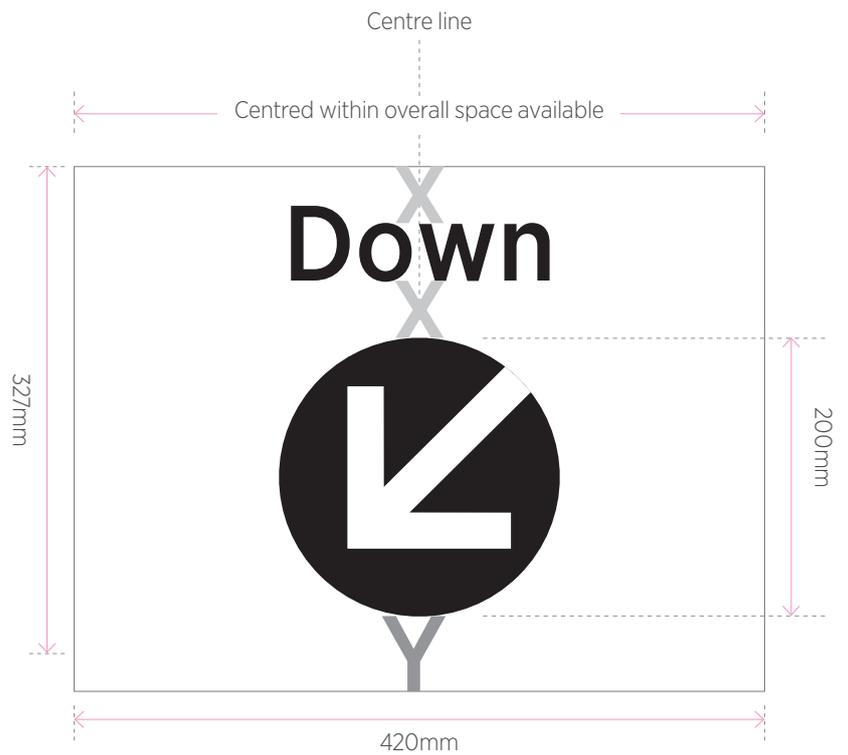
5.7.13 Down – directional

Direction text:

A 250pt Gotham Narrow medium

Direction icon:

B 200mm diameter





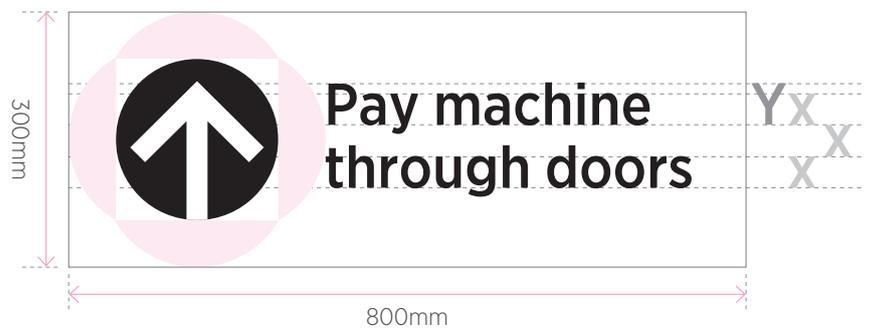
5.7.14 800mm x 300mm -
directional

Arrow icon:

A 200mm diameter

Message text:

B 200pt Gotham Narrow medium





5.7.15 Way out - directional

Direction arrow:

A 97mm diameter

Way out text:

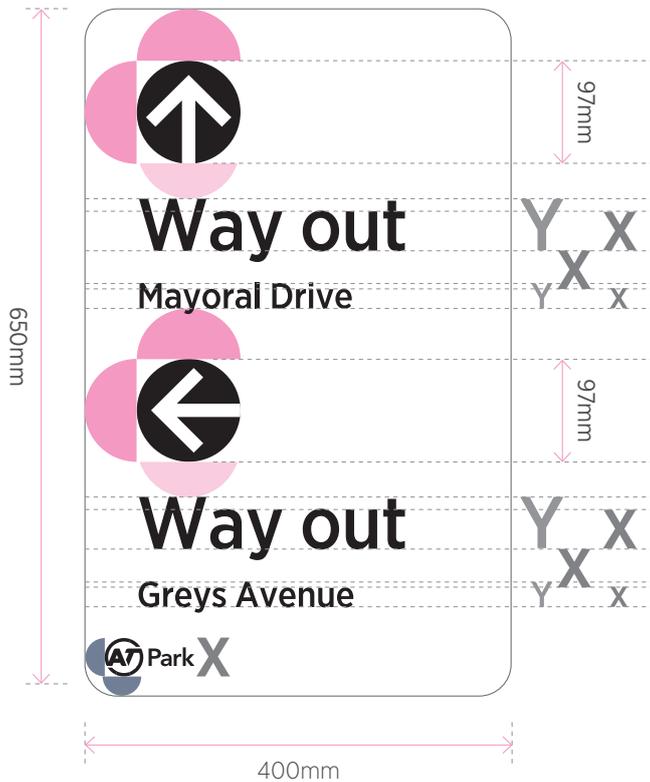
B 198pt Gotham Narrow medium

Street name text:

C 92pt Gotham Narrow medium

AT Park logo:

D 82mm wide





5.7.16 Entrance – ID/wayfinding

Blue flash:

A 30mm high

AT Park logo:

B 145mm wide

Parking icon:

C 145mm diameter

Car park name text:

D Gotham Narrow medium

Street name text:

E 58% of Car park name text
Gotham Narrow medium



Note: the Parking icon and station name are centred within the width of the sign and centred vertically within the depth of the Ocean Blue Panel.





5.7.17 Entrance 2 - ID/wayfinding

Blue flash:

A 21.5mm high

AT Park logo:

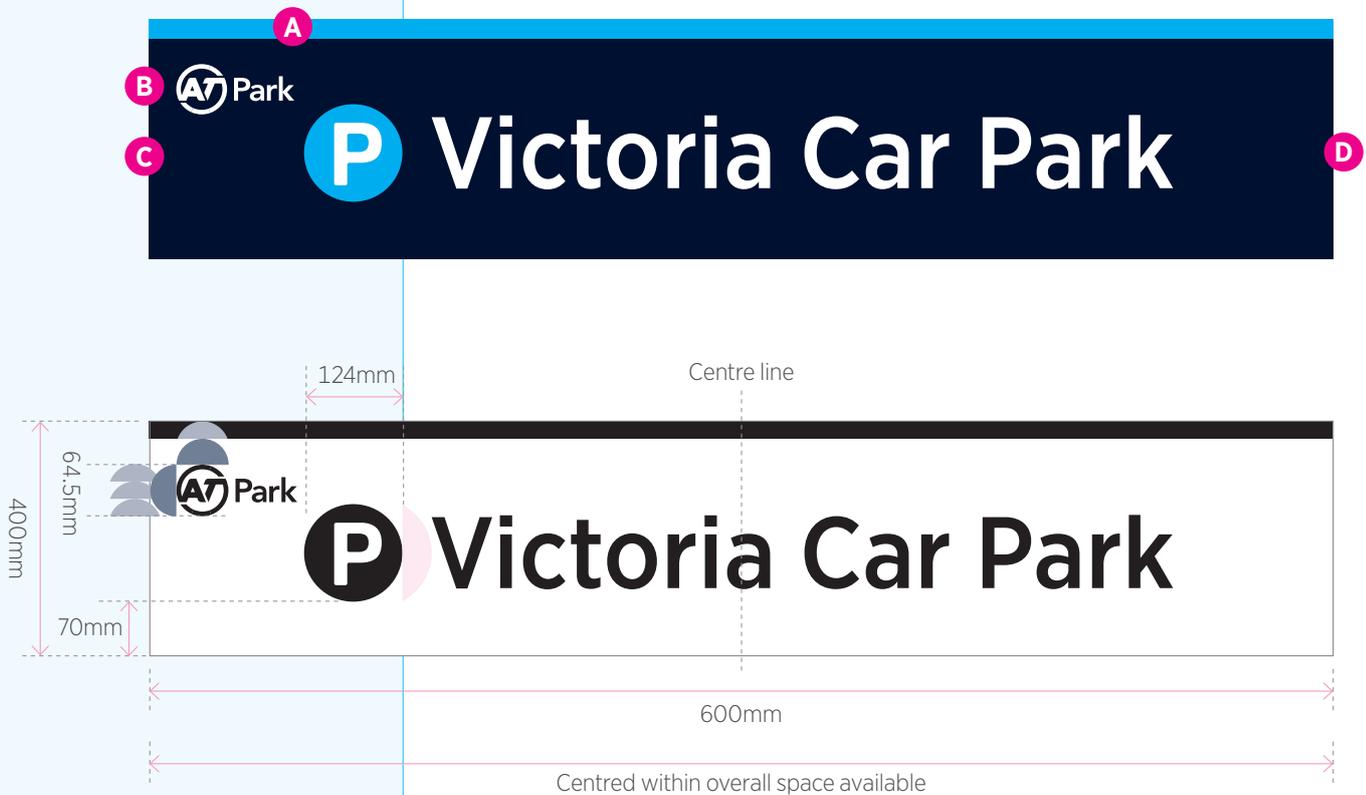
B 150mm wide

Parking icon:

C 125mm diameter

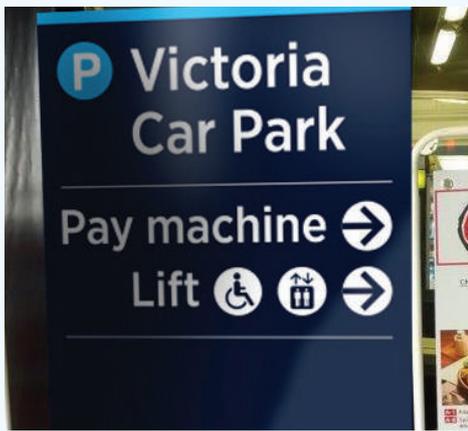
Car park name text:

D 400pt Gotham Narrow medium



(i) $\frac{1}{3}(i)$

$\frac{1}{2}$ AT roundel $\frac{1}{3}$ AT roundel



5.7.18 Facility directions – ID/wayfinding

Blue flash:

A 11mm high

Parking icon:

B 62mm diameter

Car park name text:

C 205pt Gotham Narrow medium

Line stroke:

D 3 point

Facilities text:

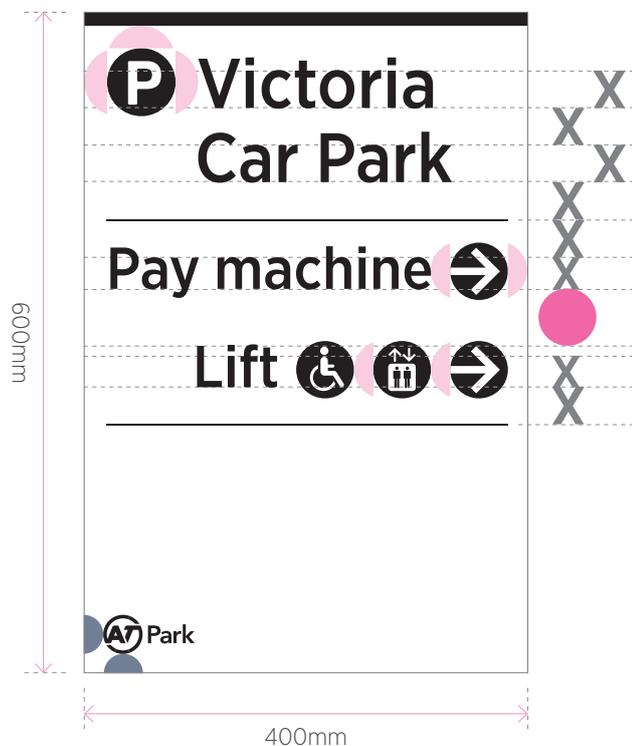
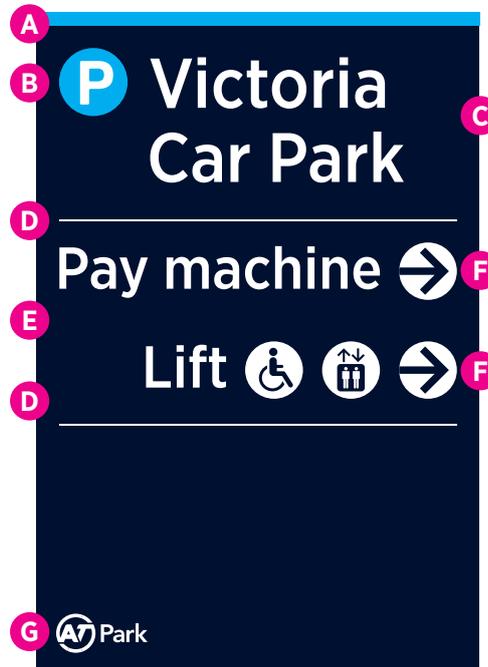
E 138pt Gotham Narrow book

Icons:

F 52mm diameter

AT Park logo:

G 83mm wide





5.7.19 Levels – ID/wayfinding

Level text:

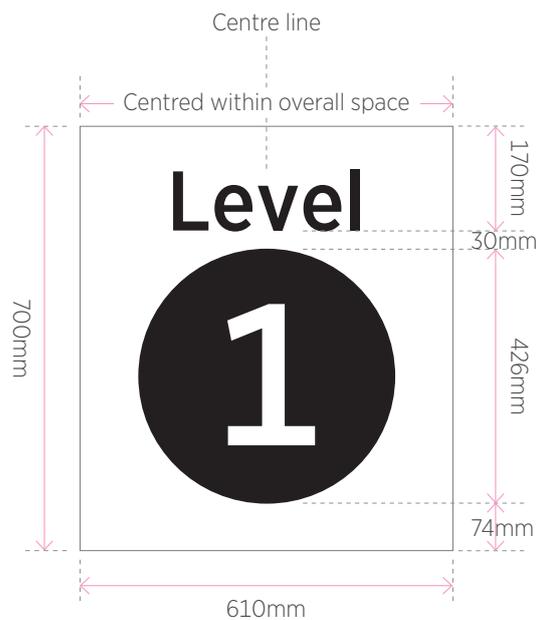
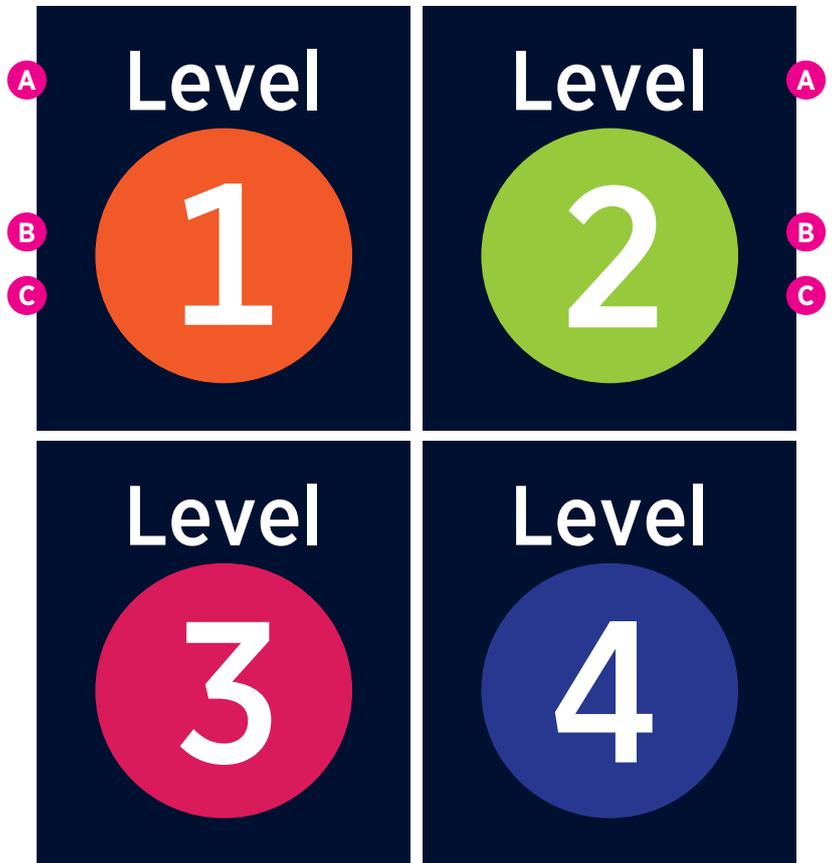
A 400pt Gotham Narrow medium

Numbers:

B 950pt Gotham Narrow medium

Coloured disc:

C 426mm diameter





5.7.20 Level banners – ID/wayfinding

Level text:

A 310pt Gotham Narrow medium

Numbers:

B 740pt Gotham Narrow medium

Coloured disc:

C 331mm diameter

Line stroke:

D 11 point

Pay machine text:

E 155pt Gotham Narrow medium

Stairs text:

F 220pt Gotham Narrow medium

Icon:

G 200mm diameter

Arrow icon:

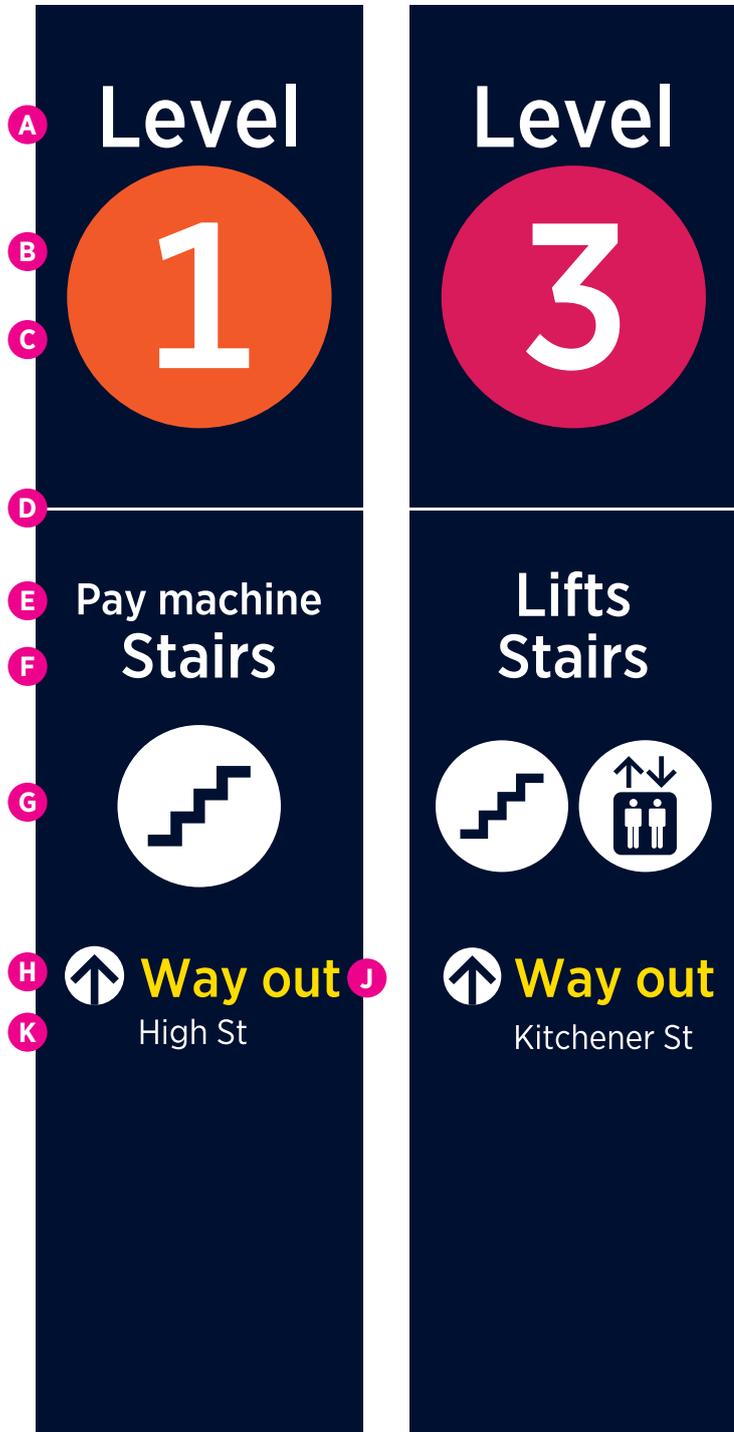
H 72mm diameter

Way out text:

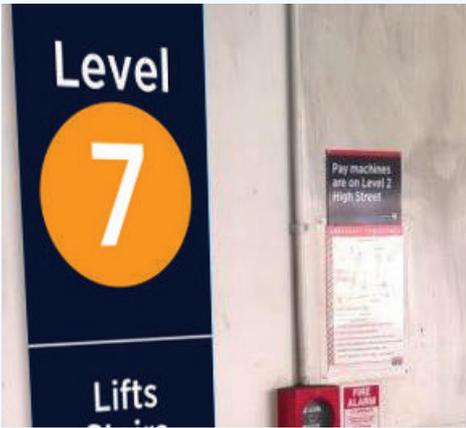
J 190pt Gotham Narrow medium

Street name text:

K 122pt Gotham Narrow book



See page 320 for instructions and measurements



5.7.20 Level banners cont. – ID/wayfinding

Level text:

A 310pt Gotham Narrow medium

Numbers:

B 740pt Gotham Narrow medium

Coloured disc:

C 331mm diameter

Line stroke:

D 11 point

Pay machine text:

E 155pt Gotham Narrow medium

Stairs text:

F 220pt Gotham Narrow medium

Icon:

G 200mm diameter

Arrow icon:

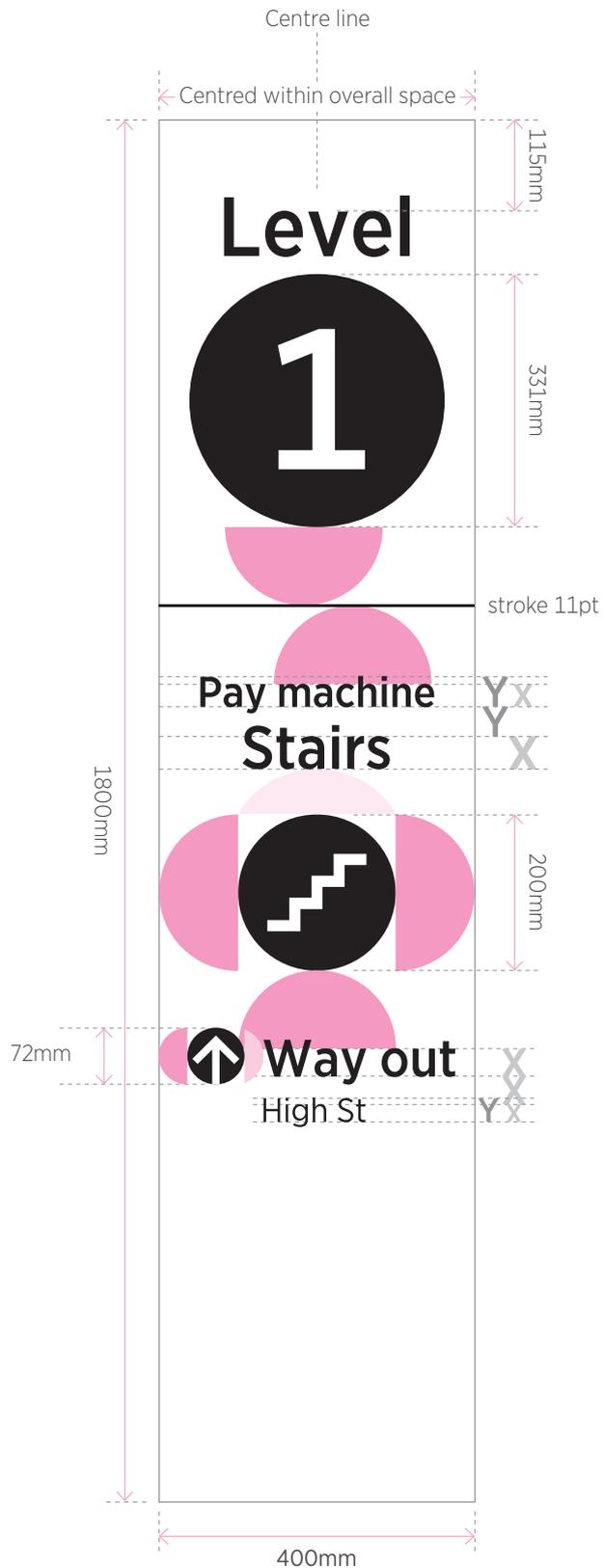
H 72mm diameter

Way out text:

J 190pt Gotham Narrow medium

Street name text:

K 122pt Gotham Narrow book





5.7.21 Bike parking - ID/wayfinding

Green Icon:

A 221mm wide

Bike parking heading:

B 400pt Gotham Narrow medium

AT Park Logo:

C 151mm wide





5.7.22 Tariff increase – information

Parking icon:

A 54mm diameter

Message text bold:

B 85pt Gotham Narrow medium

Line stroke:

C 3 point

Message text medium:

D 67pt Gotham Narrow medium

Message text light:

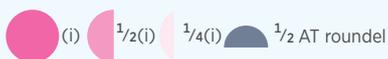
E 67pt Gotham Narrow book

Message text light:

F 52pt Gotham Narrow book

AT Park logo:

G 72mm wide





5.7.23 Prepay tickets – information

Prepay/header text:

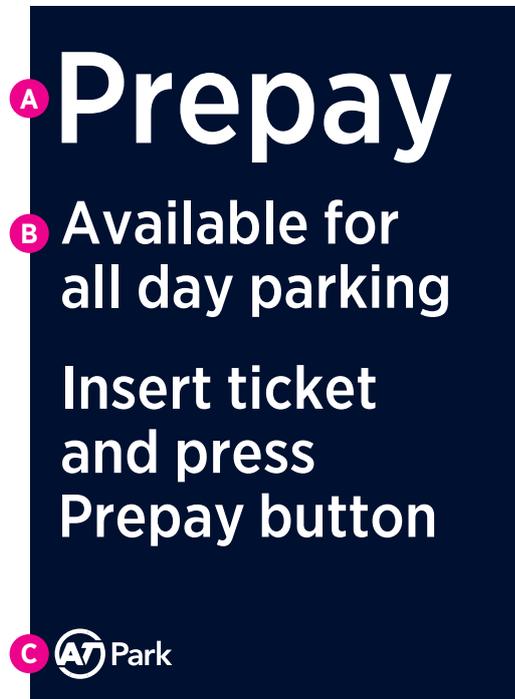
A 226pt Gotham Narrow medium

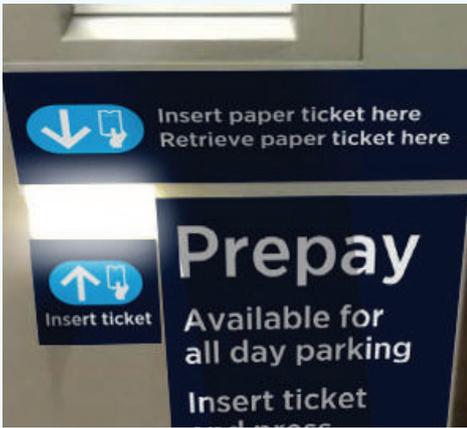
Secondary text:

B 105pt Gotham Narrow medium

AT Park logo:

C 72mm wide





5.7.24 Insert tickets – information

Double icon:

A 117mm wide

Insert ticket text:

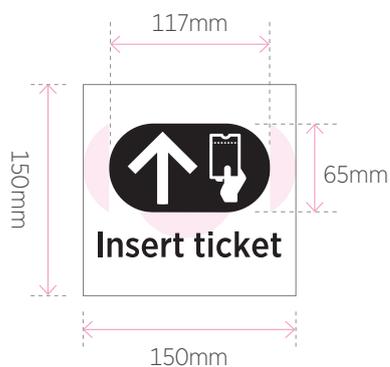
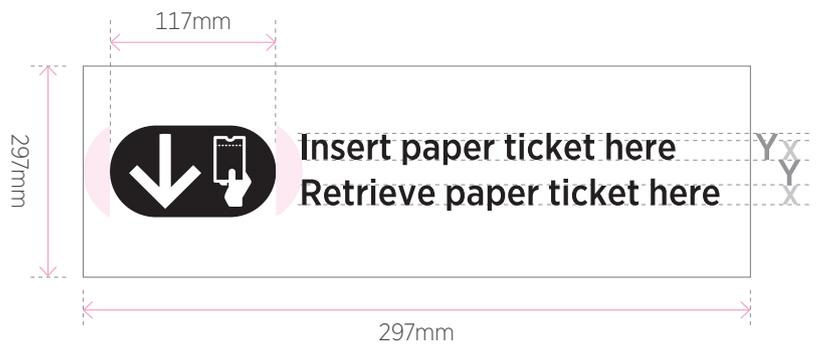
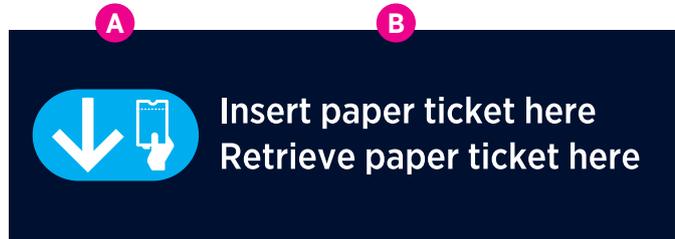
B 74pt Gotham Narrow medium

Double icon:

C 117mm wide

Insert ticket text:

D 74pt Gotham Narrow medium





5.7.25 A3 landscape - information

Parking icon:

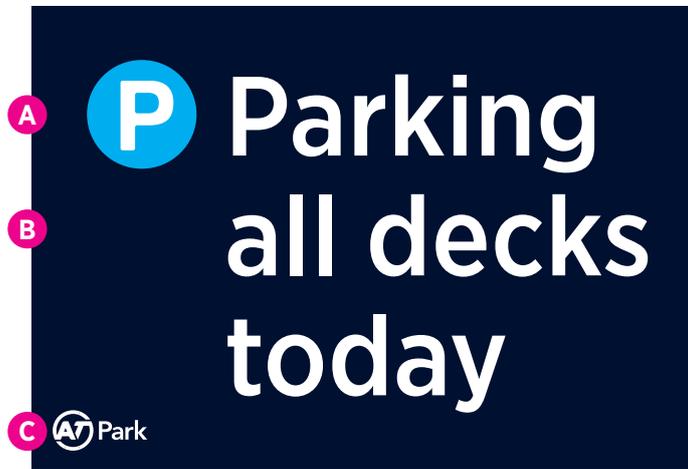
A 70mm diameter

Text:

B 188pt Gotham Narrow medium

AT Park logo:

C 70mm wide





5.7.26 Footpath sign – information

Main header text:

A 250pt Gotham Narrow medium

Small text:

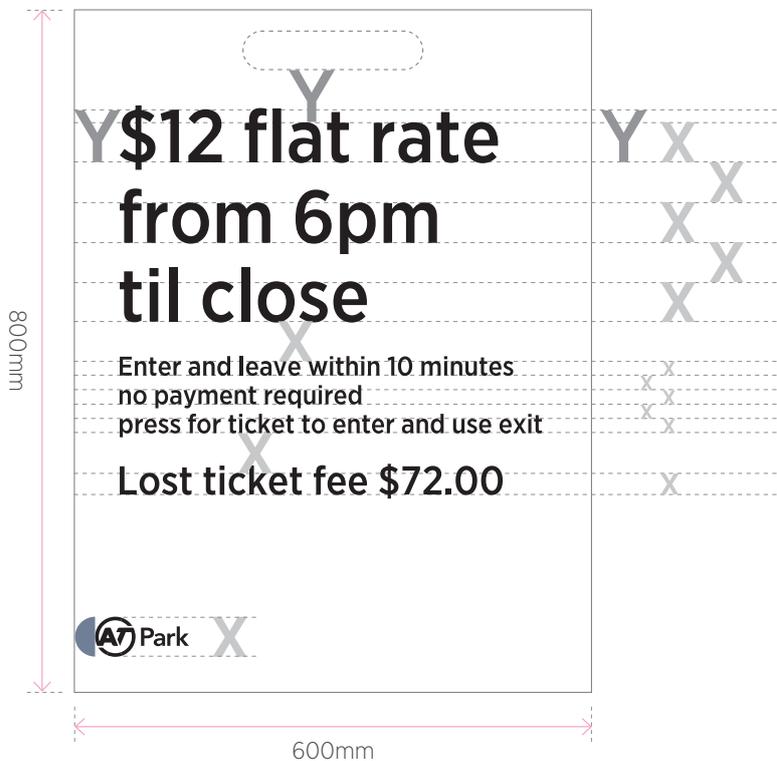
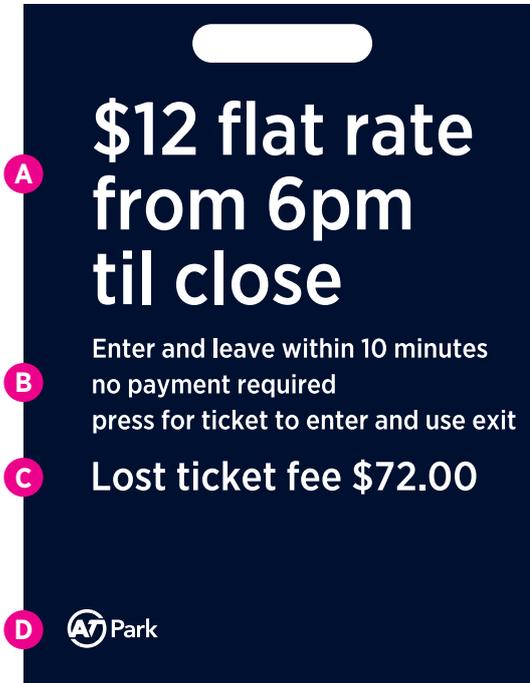
B 90pt Gotham Narrow medium

Lost ticket text:

C 135pt Gotham Narrow medium

AT Park logo:

D 106mm wide



 1/2 AT roundel



5.7.27 Card payments – information

Hold card here text:

- A 30pt Gotham Narrow medium

Arrow icon:

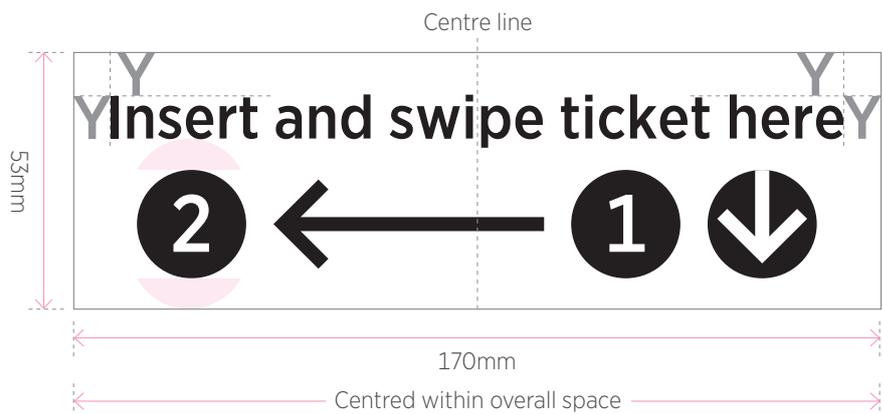
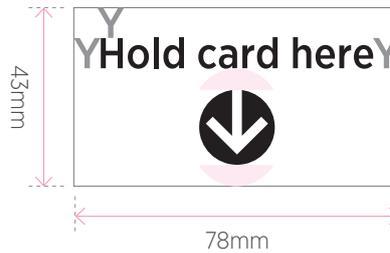
- B 19mm diameter

Swipe ticket text:

- C 37pt Gotham Narrow medium

Icons:

- D 11mm diameter





5.7.28 600mm x 900mm
with icon –
information

Main icon:

A 400mm diameter

Information text:

B 250pt Gotham Narrow medium

AT Park logo:

C 113mm wide





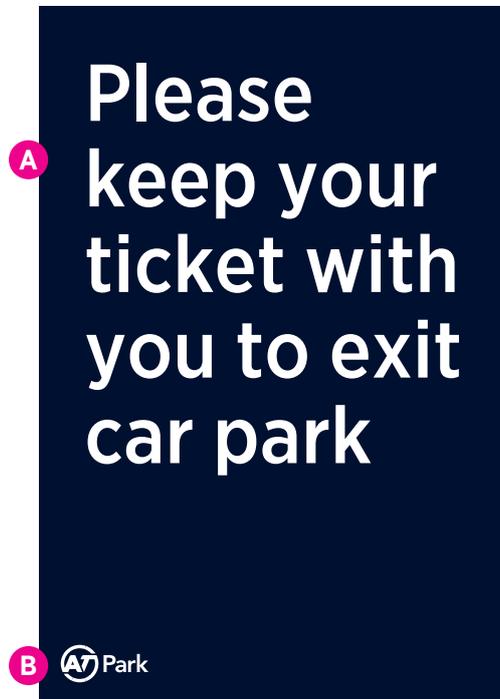
5.7.29 600mm x 900mm
text only –
information

Information text:

A 255pt Gotham Narrow medium

AT Park logo:

B 113mm wide





5.7.30 Hourly rates – information

Rates text:

A 200pt Gotham Narrow medium

Secondary heading text:

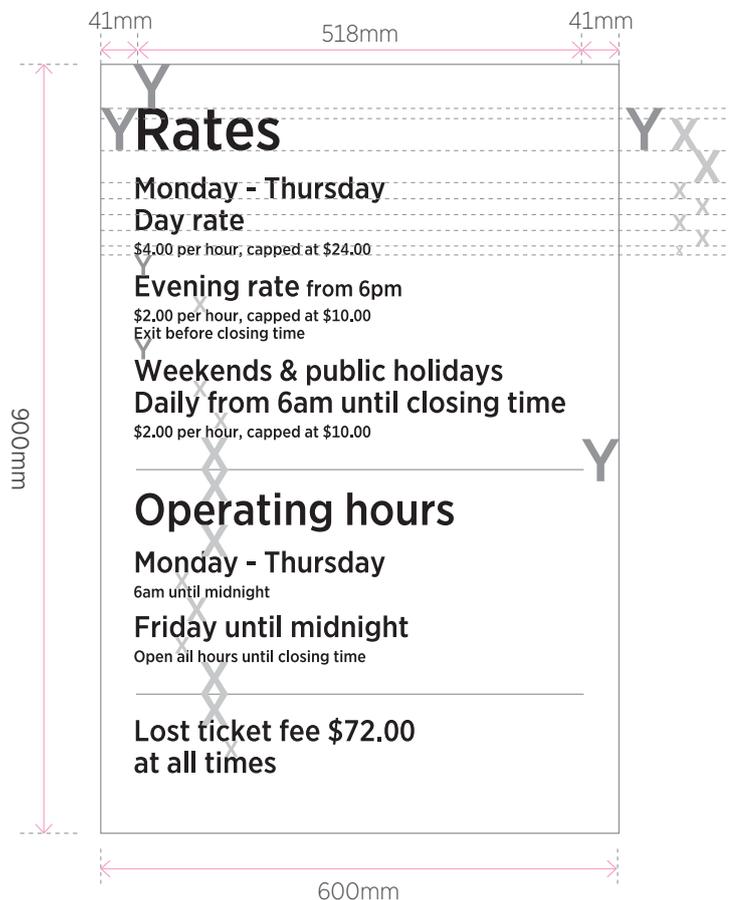
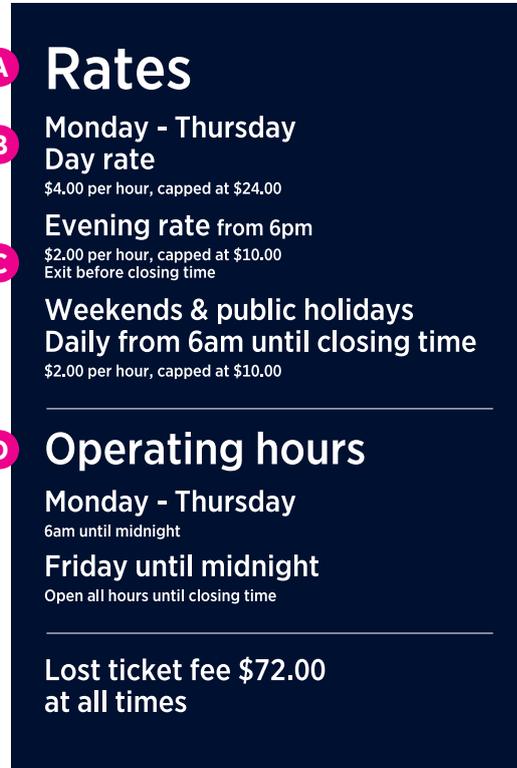
B 100pt Gotham Narrow medium

Prices text:

C 55pt Gotham Narrow medium

Operating hours text:

D 150pt Gotham Narrow medium





5.7.31 Temporary sign

Notice to customers text:

A 64pt Gotham Narrow medium

Primary heading:

B 105pt Gotham Narrow medium

Secondary text:

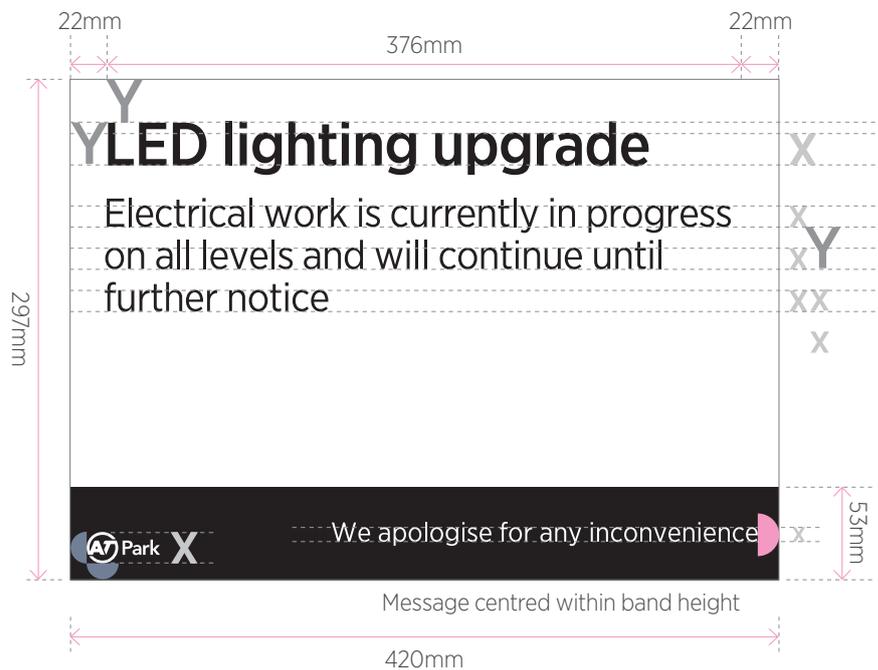
C 59pt Gotham Narrow book

AT Park logo:

D 60mm wide

We apologise text:

E 47pt Gotham Narrow medium



Mana whenua interpretive signage



This section is relevant for project managers and others who want to install Māori interpretive signage when engaging with mana whenua.

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8.0

Auckland Transport in collaboration with the mana whenua has developed a template for Māori interpretive signs.

These signs can be used to promote Māori history, culture and traditions.

For further information

Contact the Māori Engagement Team at Auckland Transport.

Purpose of the mana whenua signs

Features of the signs

The sign is:

- Freestanding
- On a concrete base (with anti-skate pins)
- 1.8m high and 1.0m wide
- Red Ochre in colour
- Single or double sided
- Content is in English or te reo Māori (or both)
- AT and/or Council/CCO logo
- Designed via a template.

One of the main features of the template is the Tohu design (logo or emblem), called the 'Unaunahi'.

The unaunahi (or fish scales) refers to an old pūrākau (local story) that belongs to the people of Tāmaki Makaurau (Auckland region).

When Māui and his brothers Māui-mau, Māui-roto and Māui-taha fished up Te Ika-a-Māui (the North Island), Māui told his brothers not to touch the fish until he returned with the tohunga Tama nui ki te Rangī so the appropriate incantations could be made over the fish as it was tapu (holy). His brothers couldn't wait, so they started cutting up the fish. As they were hacking at the lower section the scales fell off in chunks and floated on the surface of the ocean.

These scales became the islands of the Hauraki Gulf and a few islands off the west coast of Auckland known as Ngā Unaunahi o Te-Ika-a-Māui.

The unaunahi can also have multiple meanings depending on each tribal affiliation.

- The three crescents can represent the three aspects of a united tribe: whānau, hapū and iwi
- The design can represent the great canoe Ngā Toki Matawhaorua, which was commanded by Ngāpuhi ancestor Kupe. With this reference, the three crescents can represent the three taniwha that protected his canoe
- The design can also represent the three great waves that accompanied the waka (canoe) of Kupe on its migrational voyage to New Zealand.

8.1

The AT logo will be used on the iwi sign as a lock-up, often in conjunction with the Council/CCO logos.

The logos are used in conjunction with their relevant web address positioned underneath.

CCO logos are separated by a vertical line and are always positioned on the right hand side of the sign.

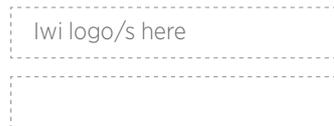
Where possible the relevant iwi logo/s and web address/es will be positioned on the left of the sign.

The logos should always appear in the same scale.

Graphic elements

AT/Council/CCO logos

Auckland Transport logo used on its own:

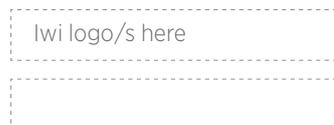


www.at.govt.nz

Auckland Transport and Auckland Council logos used together:



Proudly supported by:



www.at.govt.nz

www.aucklandcouncil.govt.nz

The relevant iwi logo/s always sit to the left under the 'Proudly sponsored by' heading as above.

Avenir

All lettering within the interpretive sign system is carried out using Avenir.

Text should always appear in sentence case. Text all in upper case should be avoided, with the exception of the abbreviation AT, for Auckland Transport, in headlines, body copy and some cartography.

Avenir Black is used for the main headings.

Avenir Black Oblique is used for the sub headings.

Avenir Roman is used for all of the body copy.

Interpretive signage typeface

Avenir Black

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890\$&.,:;'()/-**

Avenir Black Oblique

***Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890\$&.,:;'()/-***

Avenir Roman

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890\$&.,:;'()/-**

Avenir Light is used for the introduction paragraph and also the CCO and iwi web addresses within the logo lock-up.

Avenir Light

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1234567890\$&.,:;'()/-

Avenir Light Oblique is used for captions required under images or photographs.

Avenir Light Oblique

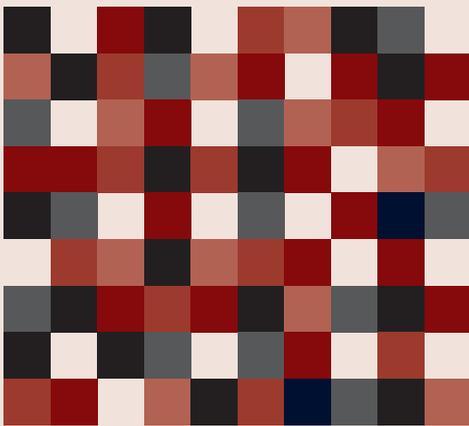
Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1234567890\$&.,:;'()/-



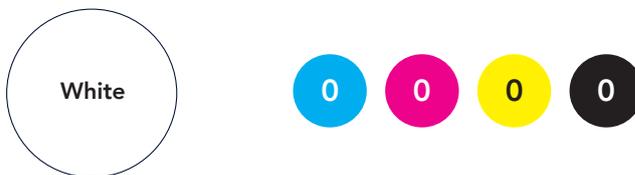
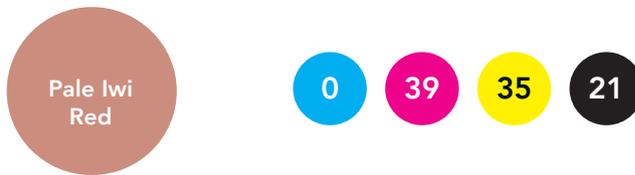
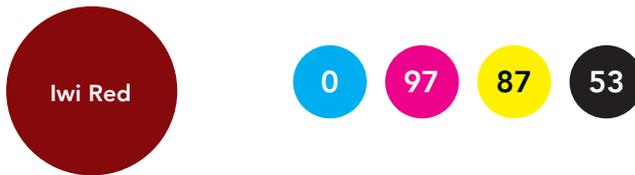
Core colours

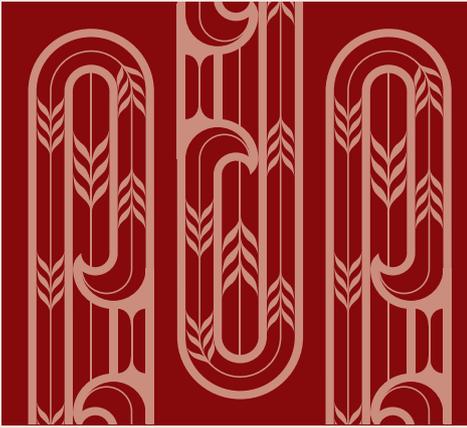
Background sign colour is always in Iwi Red (C: 0 M: 97 Y: 87 K: 53).

Tohu is always in Pale Iwi Red (C: 0 M: 39 Y: 35 K: 21).

All text and logos appear in White (C: 0 M: 0 Y: 0 K: 0).

Colour palette





The tohu always appears on the right hand side of the sign and must not change in size or scale.

See graphic application section for measurements.

Tohu - Unaunahi

He Take Tō Ngāti Paoa ki te Whenua Kura Nei

The Ngāti Paoa connection to this landscape.



Tohu



8.2

Graphic application

8.21 Interpretive sign

Heading

A 228pt Avenir Black
273pt leading

Sub heading

B 72pt Avenir Black Oblique
104pt leading

Tohu

C 107mm wide

Intro paragraph

D 42pt Gotham Narrow Medium
48pt leading

Main body copy:

E 36pt Avenir Roman
48pt leading

Captions:

F 18pt Avenir Light Oblique
30pt leading

Photo credit:

G 14pt Avenir Light Oblique
30pt leading

Images:

H Images should span 1 text column or across the full width of both columns

Dividing lines:

I 3pt rule

Proudly supported by:

J 24pt Avenir Book

Website addresses:

K 36pt Avenir Book

Logo lock-up:

L 45mm high (see measurements)

Code:

M 18pt Avenir Light

Te Rerenga-ora-iti

The leaping place of few survivors

Ko Maungakiekie te maunga
Ko Waitemātā te moana
Ko Māhuhu-ki-te-rangi te waka
Ko Ngāti Whātua te iwi
Ko Orākei te marae
Ko Tūperiri te tangata

E He mea whākaingoa tēnei matakārae e Ngāti Whātua i muri i tētahi pakanga ki a Ngāti Rauiti o Te Waiohū, maruatata ki te tau 1680. Karapōtia ana a Ngāti Rauiti e ōna hoariri, kātahi rātou ka rere i te pari. Ngūruuru ana ngā mea i mōrehu ai, nā whai anō te ringa mō tēnei wahi ko te Rerenga-ora-iti. Nō muri mai i te tau 1821 i te wā o ngā pakanga pū, i hinga ai i konei tētahi ope taua o Ngāpuhi i a Ngāti Whātua. I ērā wā, i takoto te matakārae nei i te huarahi o Princes puta tonu atu ki te huarahi o Quay heoi ka keria ake ōna papa hei wahi hou mō ngā kokoru tātā.

E I te tau 1840 i rāhiri ai te ūpoko ariki o Ngāti Whātua a Apihai Te Kāwau i a Kāwana Hopihana, me kore noa e tū mai tō Hopihana kāwanatanga hou ki te Waitemātā. He mana nui i heke iho ki a Apihai Te Kāwau i ona mātua i o Tarāhewāki (Ngāti Whātua) rāua ko Mōkorua (Te Waiohū), me te aha, ka tapaina ia 'he tangata rau.' Nā wai rā, i hau ai tana rongō ki ngā tōpito katoa o te rohe whānui nei.

E Nō Apihai Te Kāwau te ringa whero i tū ai te taone hou e kīia nei ko Auckland City. Ka mutu, i te 18 o Hepetema i te tau 1840 i hainatia ai tētahi kawenata i konei i te wahi i tuku ai a Te Kāwau i te poraka whenua e 3000 eka hei tōne hou. I tōi i a Te Kāwau rātou ko Te Reweti ko Te Horo taua kawenata te haina me te tūmanako ka puāwai he whanaungatanga e kītea ai ngā hua. Timata ai te rohenga o taua poraka mai te tīhi

H o Maungawhau, hāngai tonu atu ki Opooutiēka ki te uru, ā, ki Tauranua i te rāwhiti. Ko te pokapu o te tāone hou nei kei roto tonu i taua poraka whenua.



F



F **G**

J Proudly supported by:



L

K www.ngatiwhatuaorakei.com

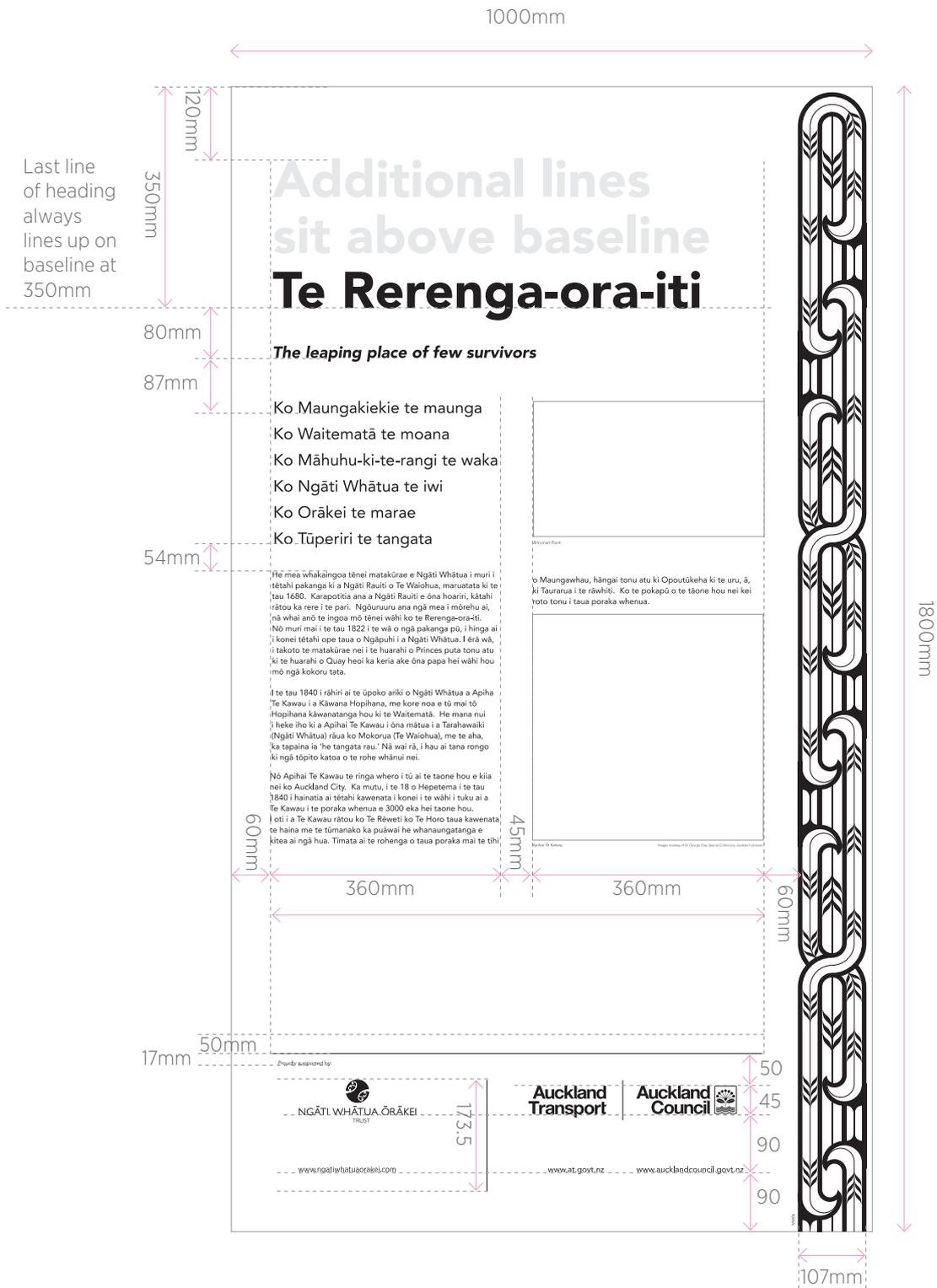
I



L

K www.at.govt.nz www.aucklandcouncil.govt.nz

M



8.3

Mana whenua design examples



