

Signage Reference Manual for Covered Linkway

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Date of Print

Signage Reference Manual

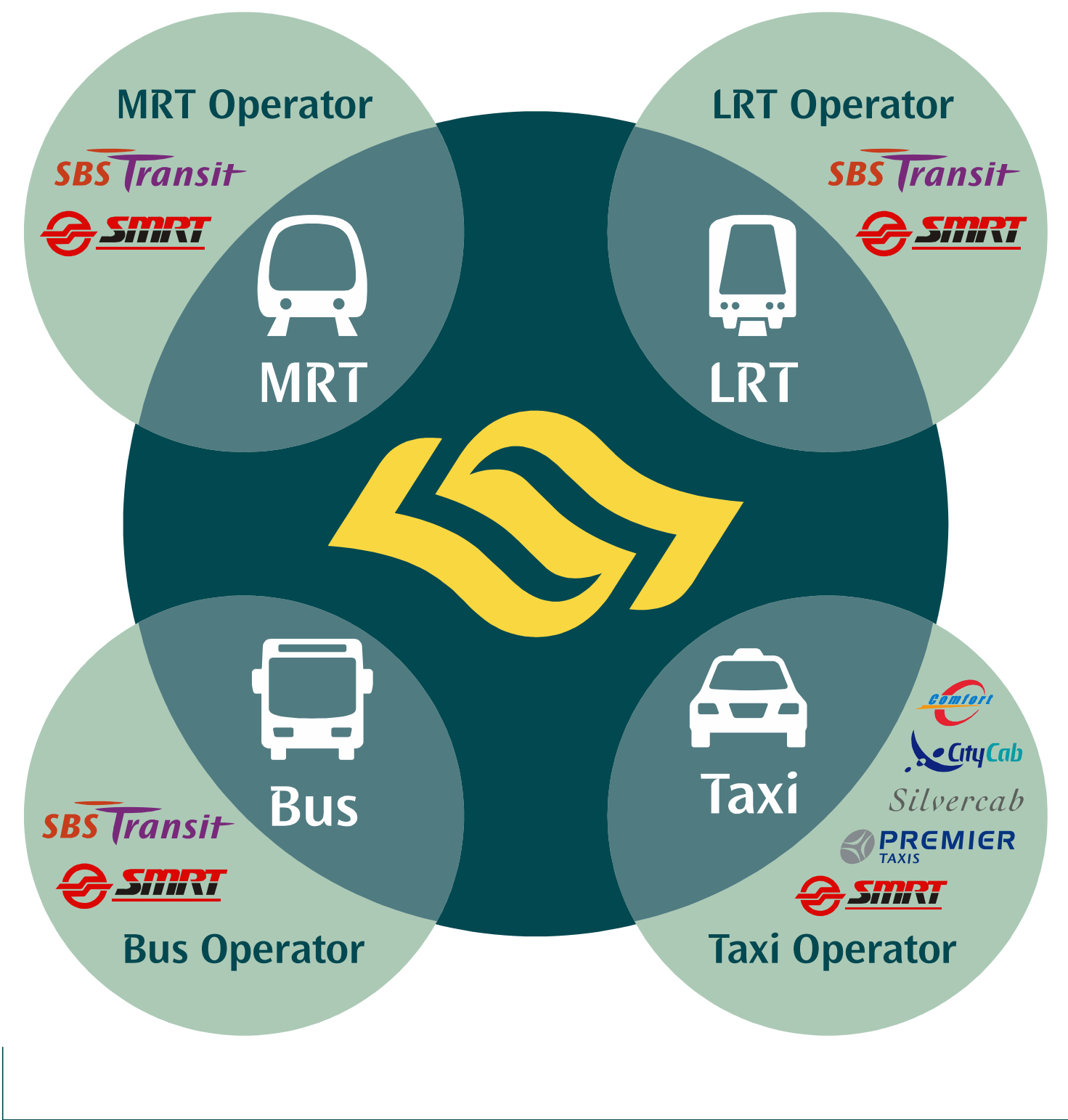
Covered Linkway Signs



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Singapore Transport Systemwide Catergory



Land Transport Authority

System-wide Identity and the Signage System

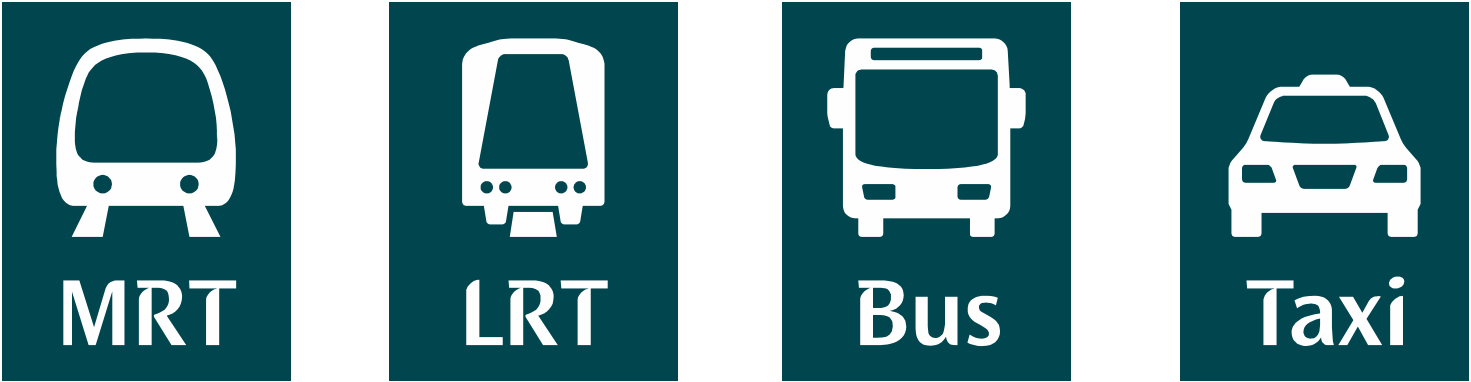
Branding and identity is of utmost importance for any entity. In this instance, the identity helps to brand Singapore’s Public Transport network. The identity of the system and its constituent parts needs clear definition, so that it can be applied confidently and consistently throughout the system. This is also due to the wide ranging and inclusive nature of the transport system in Singapore and to the LTA’s own objectives.

The System-wide Identity constitutes an umbrella brand and a set of common identity elements. It consists of many elements: including marks like the Public Transport Symbol and Mode Identities; and graphical components like colours, typefaces, and signage.

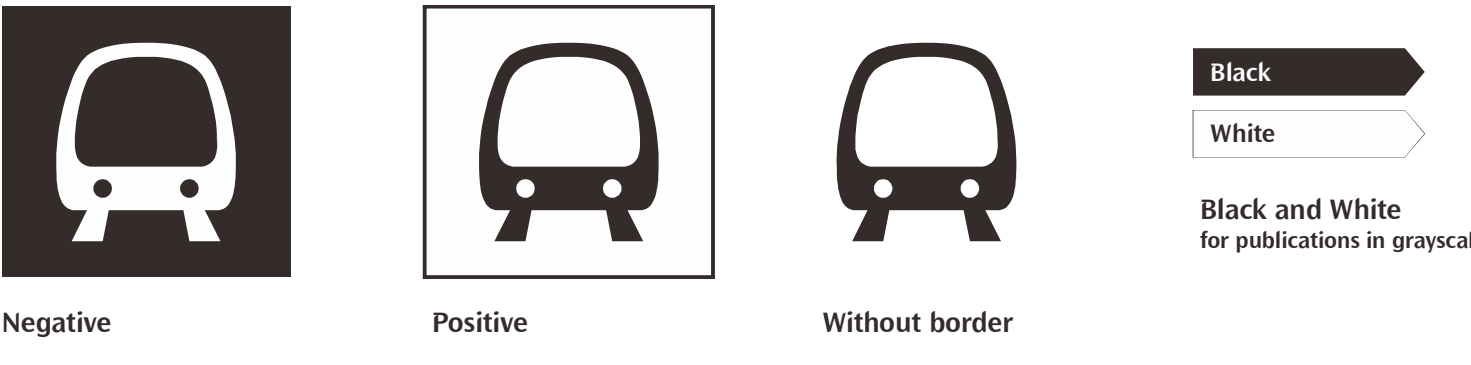
The System-wide Identity embraces the complete transport networks, whilst at the same time it enables individual operating companies express their own identities. Looking clear, consistent and cohesive, the brand and the identity system express real value to the commuter, both in terms of convenience and efficiency.

- Specifically, the System-wide Identity:
- Uniquely brands Singapore’s transport system;
 - Establishes a visual and physical link across the different transport modes, ensuring greater connectivity and integration across the network;
 - Builds a common sense of ownership in the wider public transport system;
 - Enables instant identification of the public transport services, ensuring greater access to the transport network;
 - Communicates a set of characteristics which create a sense of place and reflect the broader Singaporean identity;
 - Allows it to be independent of the identity of all other stakeholders;
 - Operators who have their own distinct identities sit outside of the framework, but will have to work with it;
 - The LTA is the overall creator and regulator of the transport system has its own unique corporate identity and separate from the transport identity;
 - Allows changes in stakeholders, regulator and operators without affecting the main identity of the transport system;
 - Facilities the promotion of the transport system professionally.

Transport Mode Identity



Variations in Representation



Transport Mode Identity

The Transport mode logo is used to identify each of the four main modes of transport which form the integrated public transport system.

The design of the four modes of transport pictograms are based on international design standards, with subtle modifications to create a unique and consistent ‘family’ of pictograms. They were further modified in 2013:

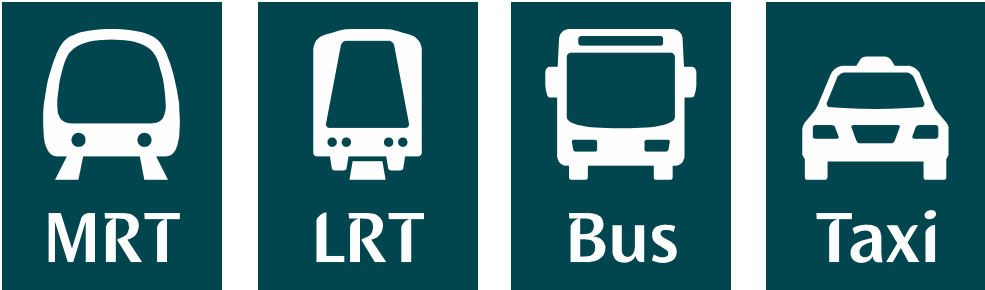
- They are now more visually distinct from one another
- The previous standard mode identity colours were removed, so as to give way for more emphasis on route/line colours.

The appropriate transport mode logos appears when the sign or information relates to a particular mode of transport.

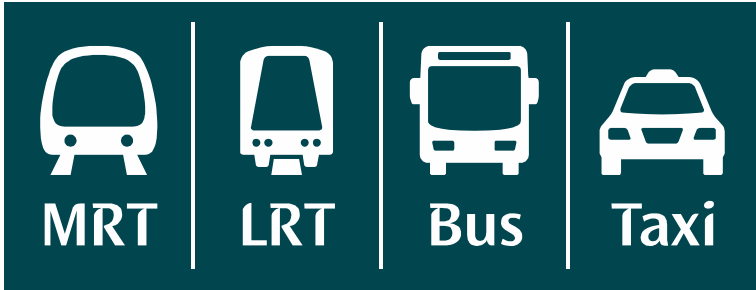
The logos are valuable and legal trademarks and must be protected against misuse. The symbol may only be reproduced from the master artwork. It must not be re-drawn, reset, scanned or used in any other fashion than those specified within these Design Guidelines.

The illustrations on this page show examples of allowed versions/variations.

Transport Mode Variations



Transport Modes with Text



Combines Transport Modes

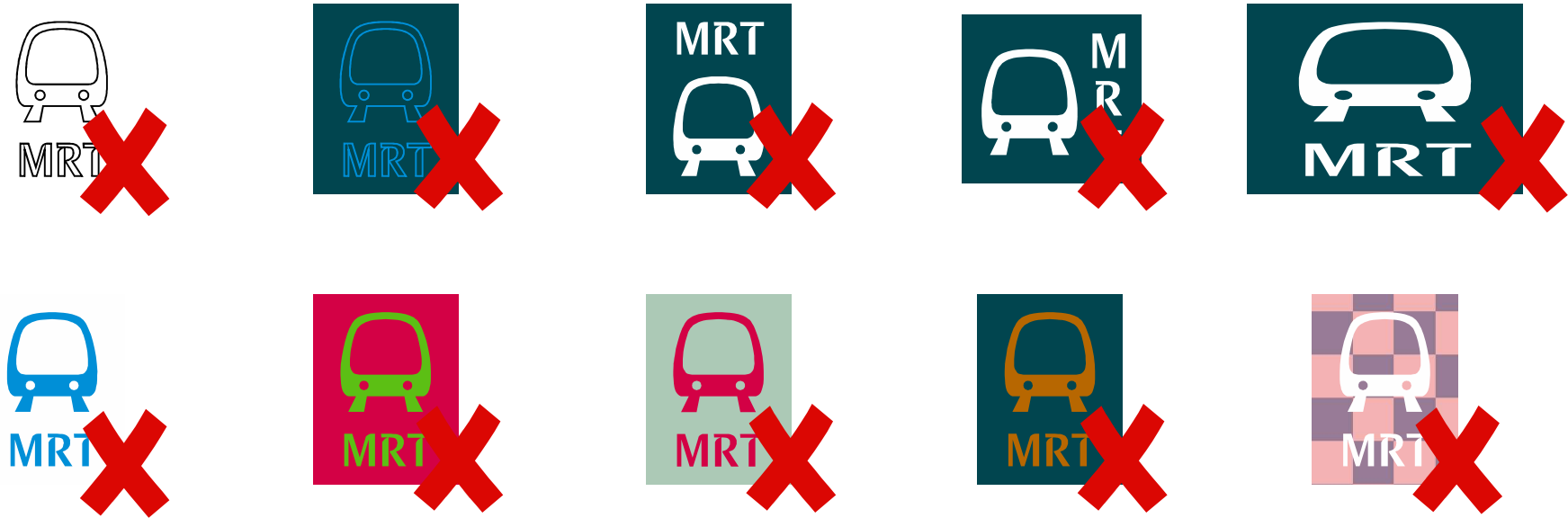


Transport Modes without Text



Transport Mode Variations enclosed in geometric shapes/borders

Incorrect Representations



Transport Mode Identity

The illustrations on this page show examples of allowed versions/variations.

Incorrect Representation

The illustrations on this page also shows variation examples which are incorrect representation of the Transport Mode Symbol.

MRT Line Colour

 East West Line

PMS 355C

C95 M0 Y98 K0

RAL 6024

R0 G150 B69

 Circle Line

PMS 1375C

C0 M45 Y95 K0

RAL 2000

R250 G158 B13

* Black against the coloured background; especially for colours that may have poor contrast with white

 Future Line

PMS 3135C

C100 M1 Y20 K3

RAL 5021

R0 G153 B171

 Future Line

PMS 122C

C0 M14 Y80 K0

RAL 1023

R252 G214 B71

* Black against the coloured background; especially for colours that may have poor contrast with white

LRT Line Colour

 Bukit Panjang LRT

PMS 5625C

C41 M13 Y34 K39

RAL 7033

R112 G130 B112

 North South Line

PMS 485C

C0 M93 Y95 K0

RAL 3020

R212 G46 B18

 Downtown Line

PMS 2935C

C100 M52 Y0 K0

RAL 5005

R0 G94 B196

 Future Line

PMS 224C

C4 M71 Y0 K0

RAL 4010

R242 G102 B181

 North East Line

PMS 2592C

C61 M88 Y0 K0

RAL 4008

R153 G0 B171

 Thomson Line

PMS 731C

C12 M63 Y100 K61

RAL 8012

R120 G64 B8

 Future Line

PMS 368C

C0 M45 Y95 K0

RAL 6018

R250 G158 B13

Colour Specification

PMS

An abbreviation of Pantone Matching System. This system is used to specify spot colours (e.g individually mixed colours) for reproduction. The letter ‘C’ after the specification indicates a colour’s appearance on coated paper stock. The letter ‘U’ after the specification indicates a colour’s appearance on uncoated paper stock.

The Pantone ‘coated’ colour specification will be used as the main reference for all colour matching.

Print Specifications

CMYK

Initials representing the four colours - Cyan, Magenta, Yellow, and Black (Kohl) - used in the four-colour printing process. Different combinations and proportions of these four colours are used to achieve matches to the spot colours.

Screen Specifications

RGB

An abbreviation of Red-Green-Blue, indicating the primary colours of light. For reproduction on screens and other electronic systems, combinations of these three colours are used to match the each respective colours.

Paint Specifications

RAL / NCS

Paint and coating vendors generally refer to the RAL system, but other systems may be used.

NCS is an abbreviation of Natural Colour System. This provides a wide range of colour specifications applicable to paints and other materials. There are colour-matches in this system for all the Singapore Transport System colours specified in these guidelines.

Please do not use these systems without first obtaining the approval of LTA for Corporate design of Singapore Transport.

Colour Matching

Swatch colour matching shall be carried out using the actual finished material under similar conditions as the intended usage of the media, e.g. the intended backlit film shall be reviewed on an internally-illuminated box against the backing of the specified translucent media/substrate.

Typography: Linespacing

LTA Identity Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &.,:;'!()?/-

Linespacing principles



Linespacing principles



Ocean Sans Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &.,:;'!()?/-

Linespacing principles



Linespacing principles



Linespacing Principles

Specific rules of letter and word spacing have been developed to maximise legibility.

Line spacing is based on the height of the lower-case letter ‘x’ of each typeface. One ‘x’ is the standard minimum space height between two lines of information. When more than one size lettering is used in an information, the larger ‘x’ letter height should be used to separate the two lines of differing size.



Covered Linkway Surface Mounted Sign

Directional Sign

Directional signs are located along covered linkways primarily to nudge pedestrians in the direction of the MRT station and/Bus Interchange.

Material and Construction

Sign is non-illuminated.

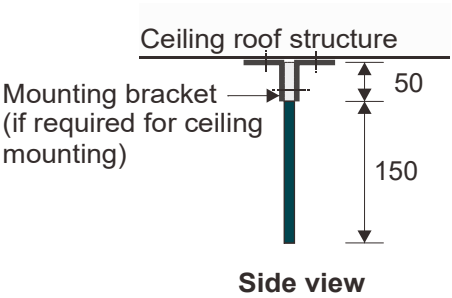
Sign-face Panel:

- (UV)-resistant digitally-printed graphics on vinyl with matt overlamine against a backing of 900mmX150mmX2mm natural anodised aluminium; mounted on the ceiling structure of the covered linkway roof.

Mounting/Fixing

- Surface-mounted:
 - Fixing on smooth structure surface: Industrial very-high-bond acrylic foam-based double-sided adhesive tape or stainless steel pivots, whichever is suitable for the roof structure.
- Ceiling-mounted
 - Fixing with aluminium bracket on roof or ceiling structure with stainless steel pivots.

Samples of indicative directional messages

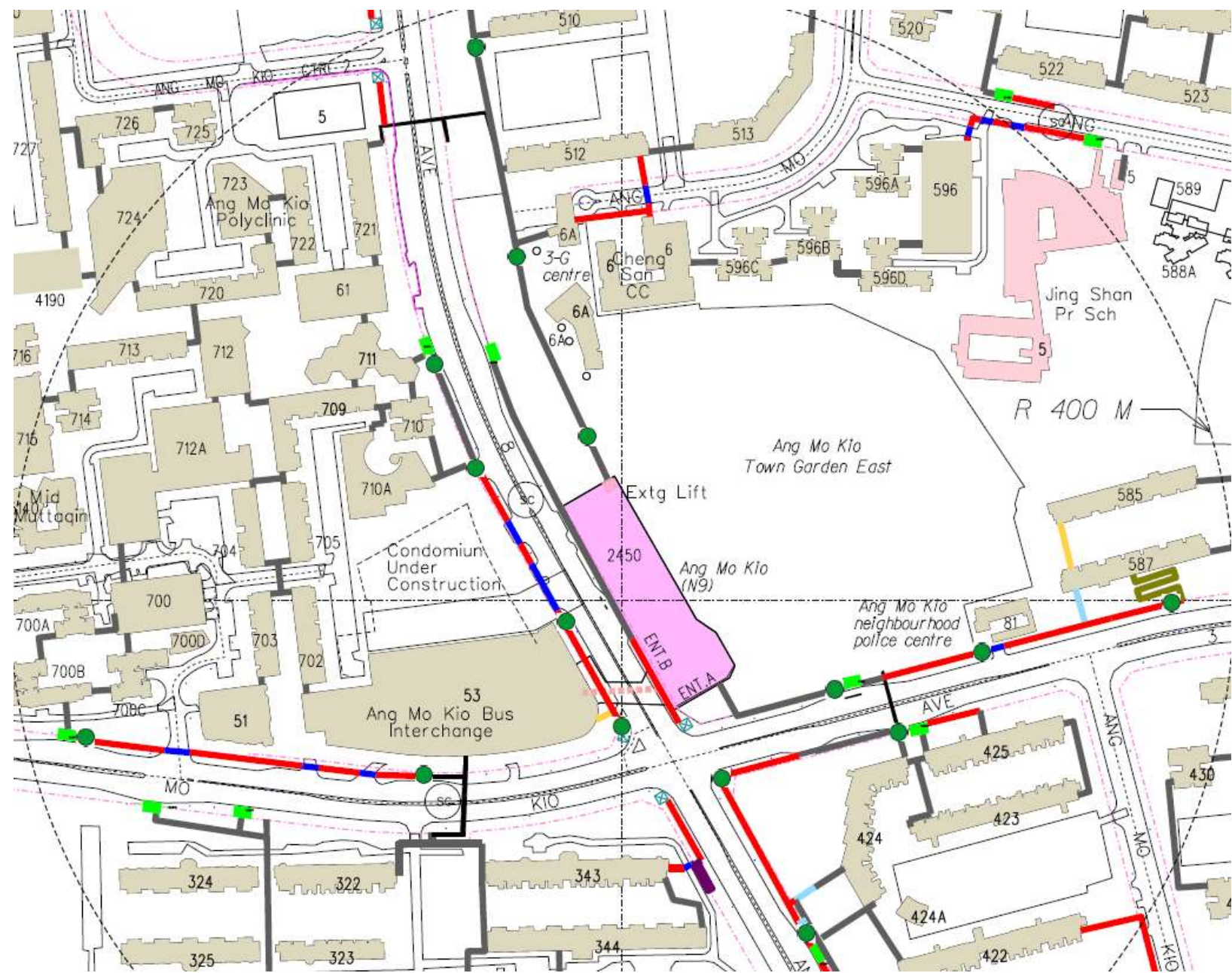


Directional Messages

Standard Convention
See indicative messages in the illustrations

- Graphics
- Graphic convention and components to follow the new format as illustrated
 - Always use master artwork for arrows and pictograms.
 - Always layout using the master grid for setting-out.

Figure A



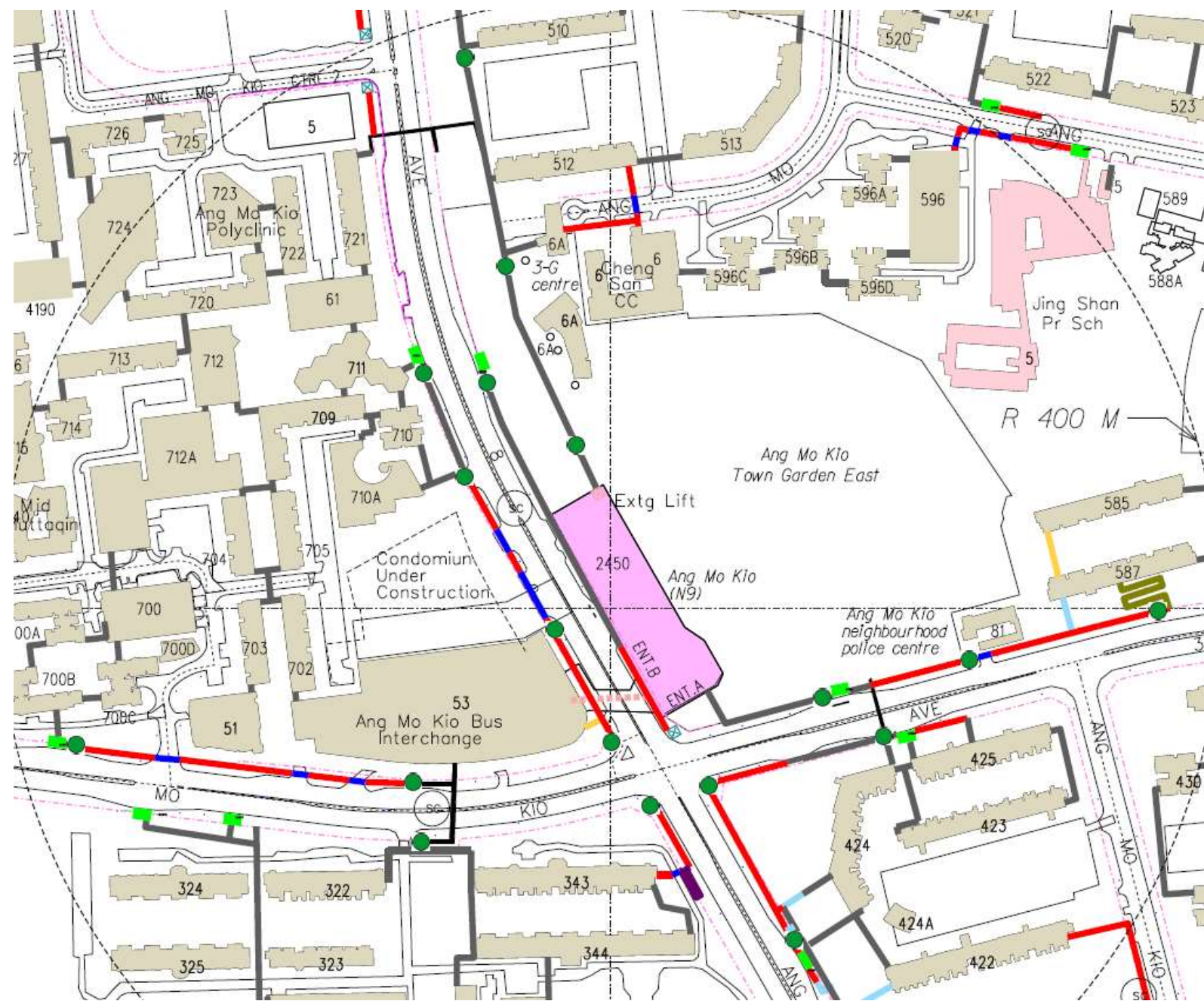
Legends on Drawings

- Directional Sign
- Existing Bus Shelter
- Incidental Shelter
- New Covered Linkway
- New High Covered Linkway
- New Covered Ramps
- New Temporary Covered Linkway

Directional Sign Location Approximate Distance

- Figure A:
- Approximately 150m to 200m apart, especially along a continual stretch linkway

Figure B



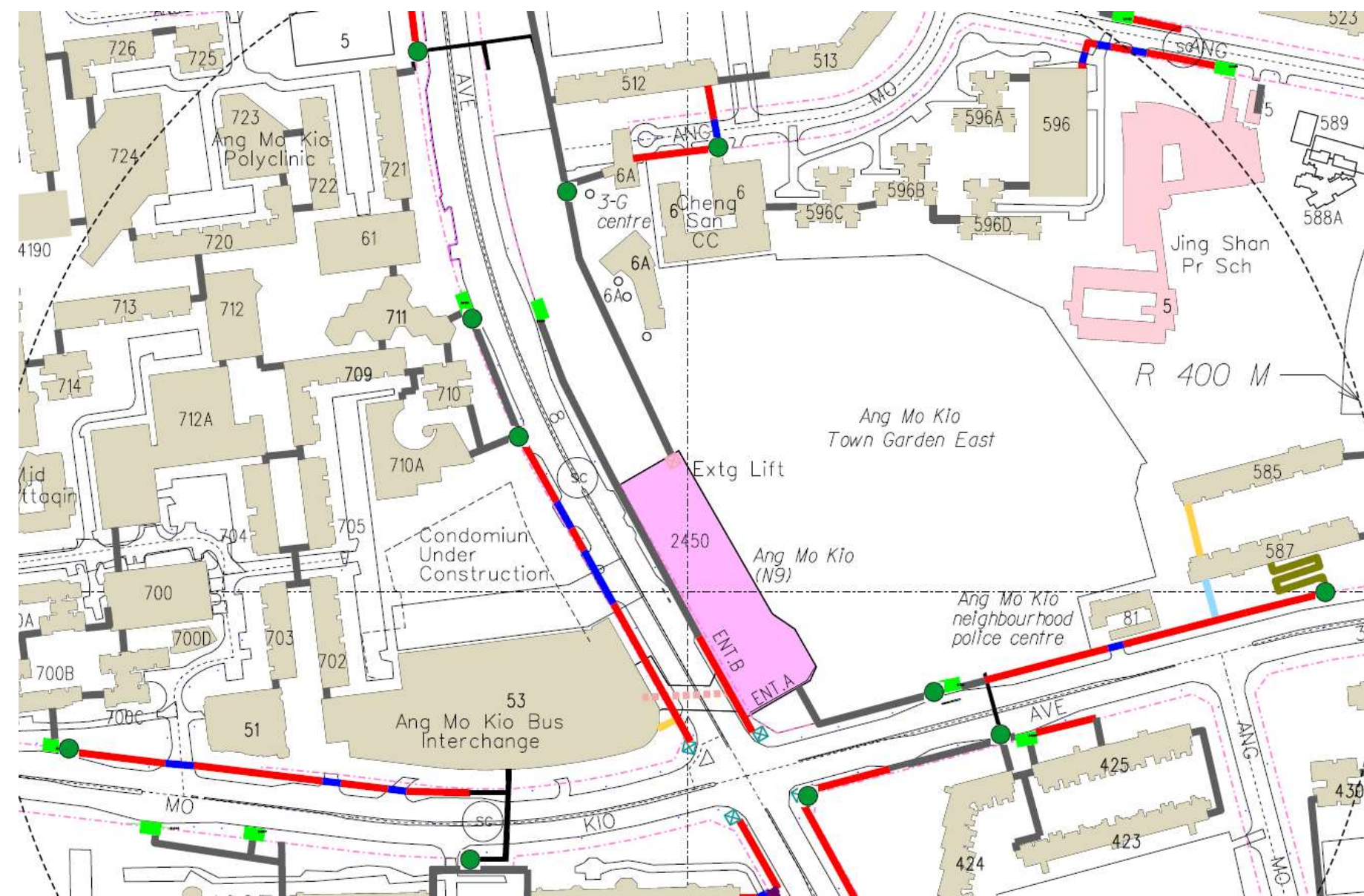
Legends on Drawings

- Directional Sign
- Existing Bus Shelter
- Incidental Shelter
- New Covered Linkway
- New High Covered Linkway
- New Covered Ramps
- New Temporary Covered Linkway

Directional Sign Location Approximate Distance

- Figure B:
- At the start of a direct primary route to a MRT station and/Bus Interchange

Figure C



Legends on Drawings

- Directional Sign
- Existing Bus Shelter
- Incidental Shelter
- New Covered Linkway
- New High Covered Linkway
- New Covered Ramps
- New Temporary Covered Linkway

Directional Sign Location Approximate Distance

- Figure C:
- At linkway junctions along a primary route to a MRT station and/Bus Interchange