

Title

1970 New York City Transit Authority Graphics Standards Manual

Designed by Massimo Vignelli
and Bob Noorda, Unimark, 1970

Extras

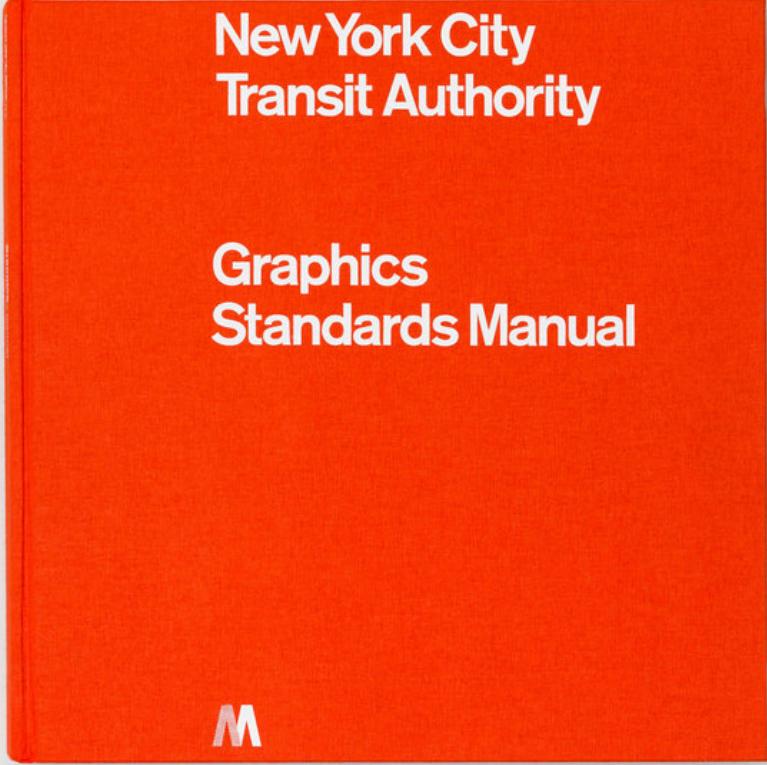
Watch the video by Harrison Boyce
featuring Michael Bierut



View the photos of the original

“Helvetica, once the hippest design choice in town, then ubiquitous, then tired, has come back into style.”

Read the essay by
Christopher Bonabos



New York City
Transit Authority

Graphics Standards Manual



[add to cart](#)

+

\$55.00

About

The NYCTA Graphics Standards Manual contains scans of Massimo Vignelli and Bob Noorda's (Unimark) modernist masterpiece.

The manual describes the design and construction for the iconic NYC subway signs that we still see and use today, but above all it's a beautiful and important piece of design history.

Specifications

356 pages

10 x 10"

25.4 × 25.4 cm

CMYK + 9 Pantone® spot colors

Stochastic screen

Case-bound

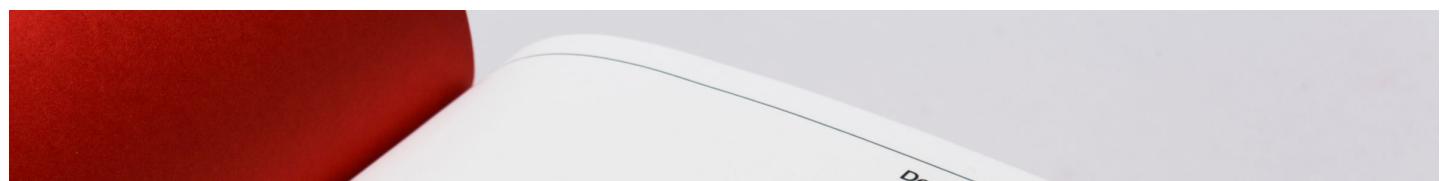
Silkscreened cover and spine

Italian cloth wrapped

Printed in Italy

International Orders

For orders outside of U.S., Canada, and Mexico, please visit our friends at [Counter Print.](#)



Dedicated to Bob Noorda,
Massimo Vignelli,
and the Unimark staff.

Type face

It is vital that all signs be read easily and
understood quickly. This demands the
convention use of a single type face
throughout the entire system.

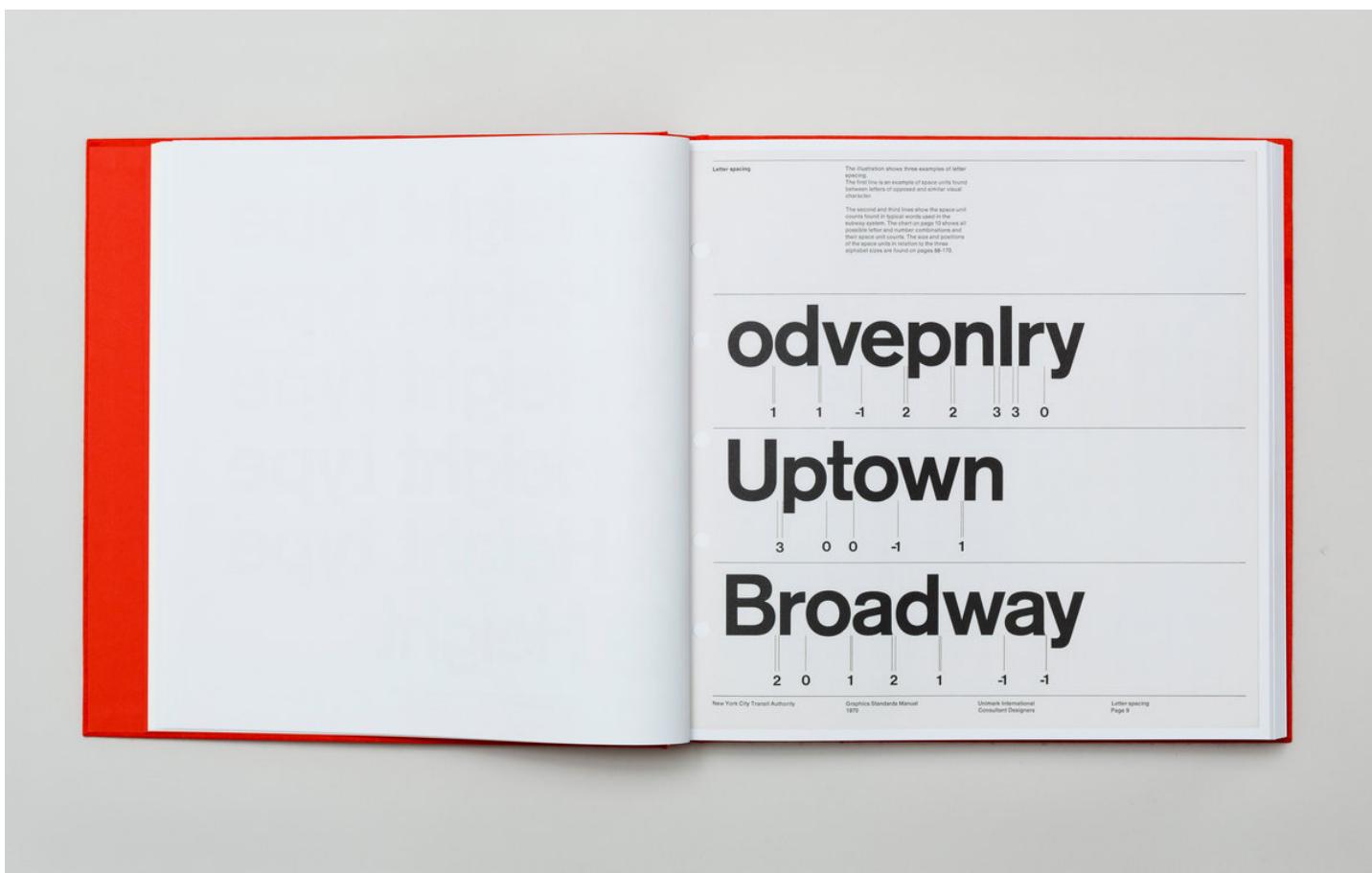
Tables showing the alphabet follow below;
*Note: X height has been used as a point of
reference and represents the height of upper
case X in the Standard Medium alphabet.

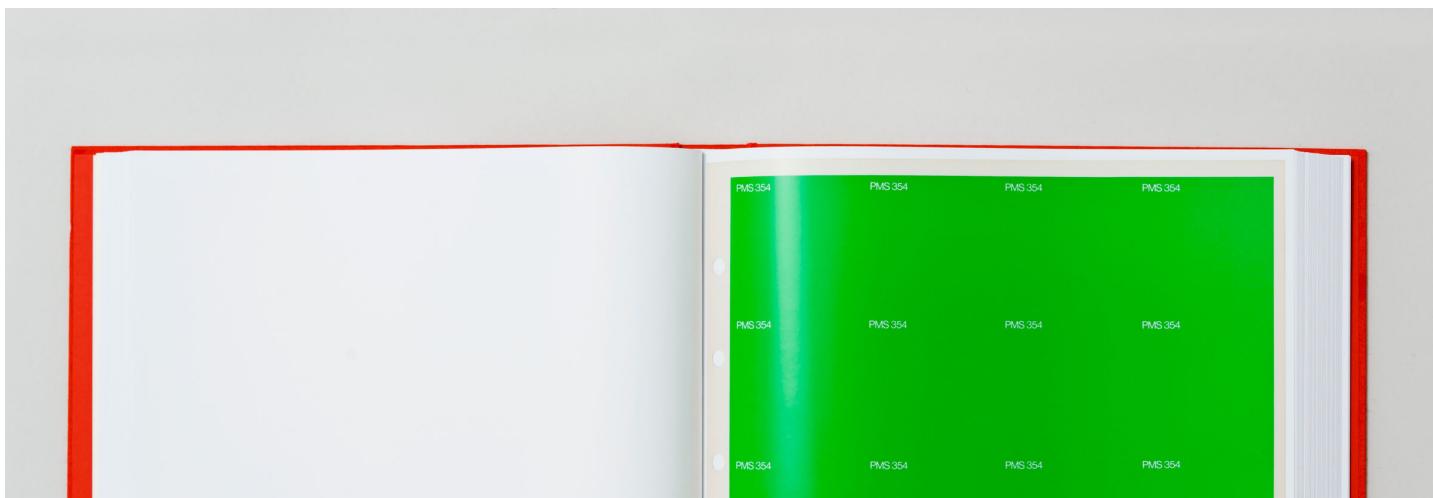
Research has shown that the most appropriate
type face for wayfinding is a regular sans serif.
Of the various weights of sans serif available,
Standard Medium is recommended for the
easiest legibility from any angle, whether the
passenger is walking or driving at 60 mph.

The specific size type to be used will vary
according to the three basic sign categories.*
1. For General Information Signs, X height 9"
signs the largest type face; X height 9"
2. For Destination Signs, X height 7 1/2"
3. For Information Signs, X height 7 1/8"

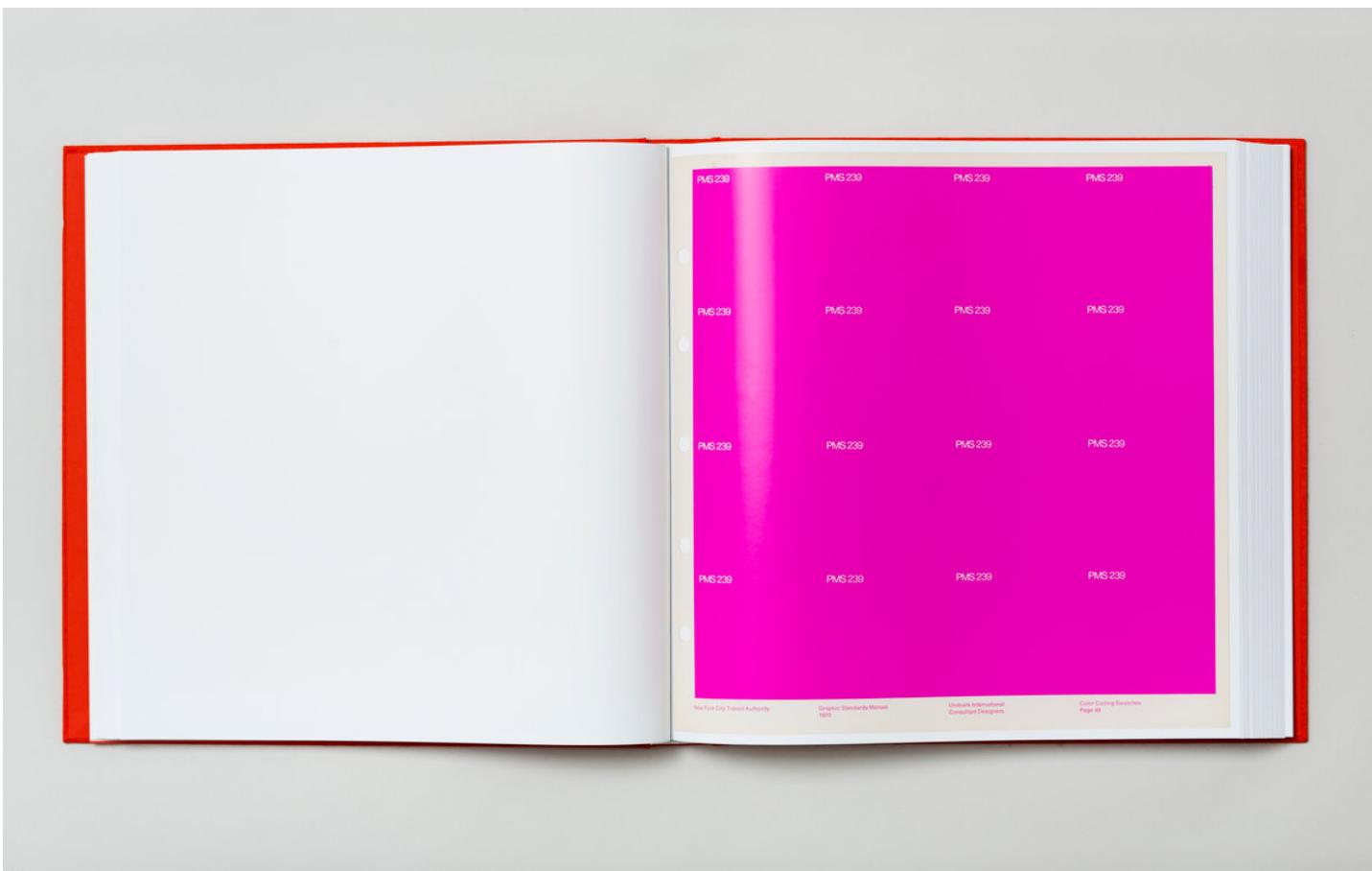
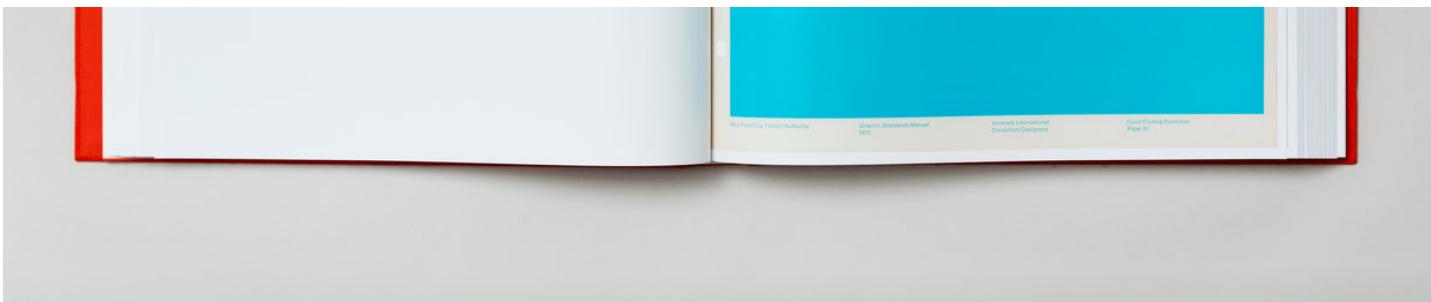
**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**
**a b c d e f g h i j k l m n
o p q r s t u v w x y z () & ? !**
1 2 3 4 5 6 7 8 9 0 . , ; - ' /

X Height type









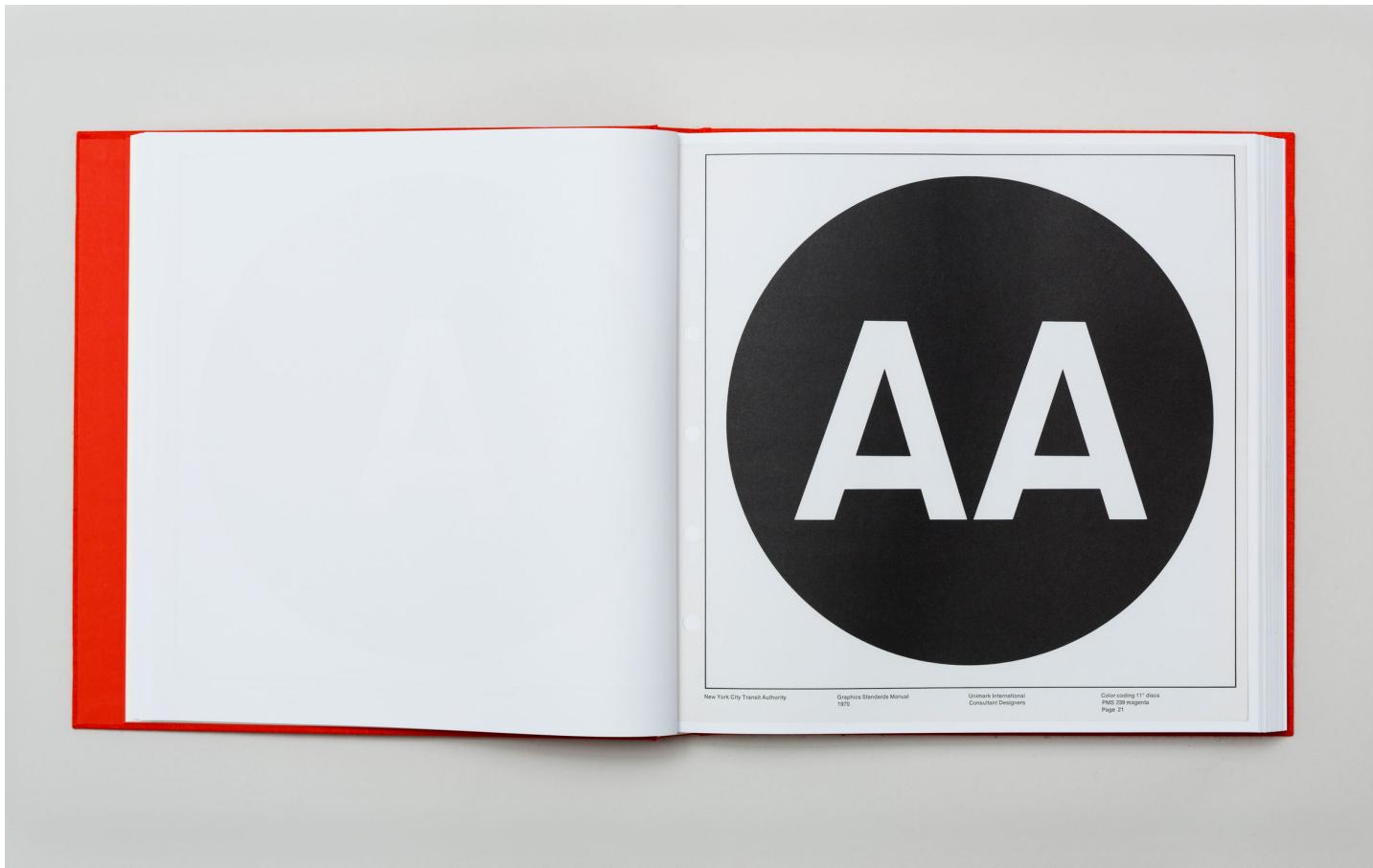
PMS 100 PMS 100 PMS 100 PMS 100

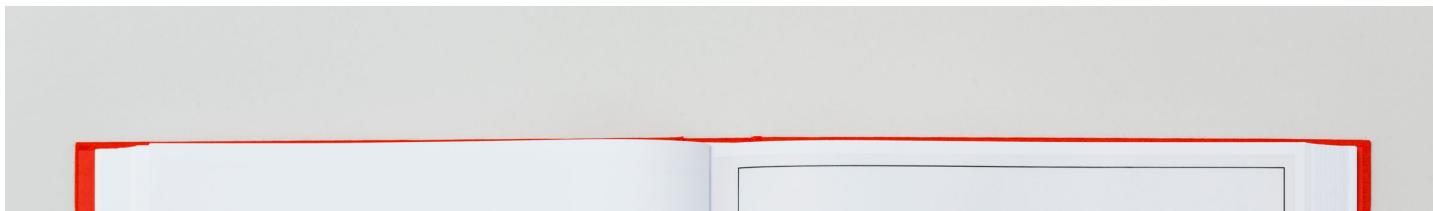
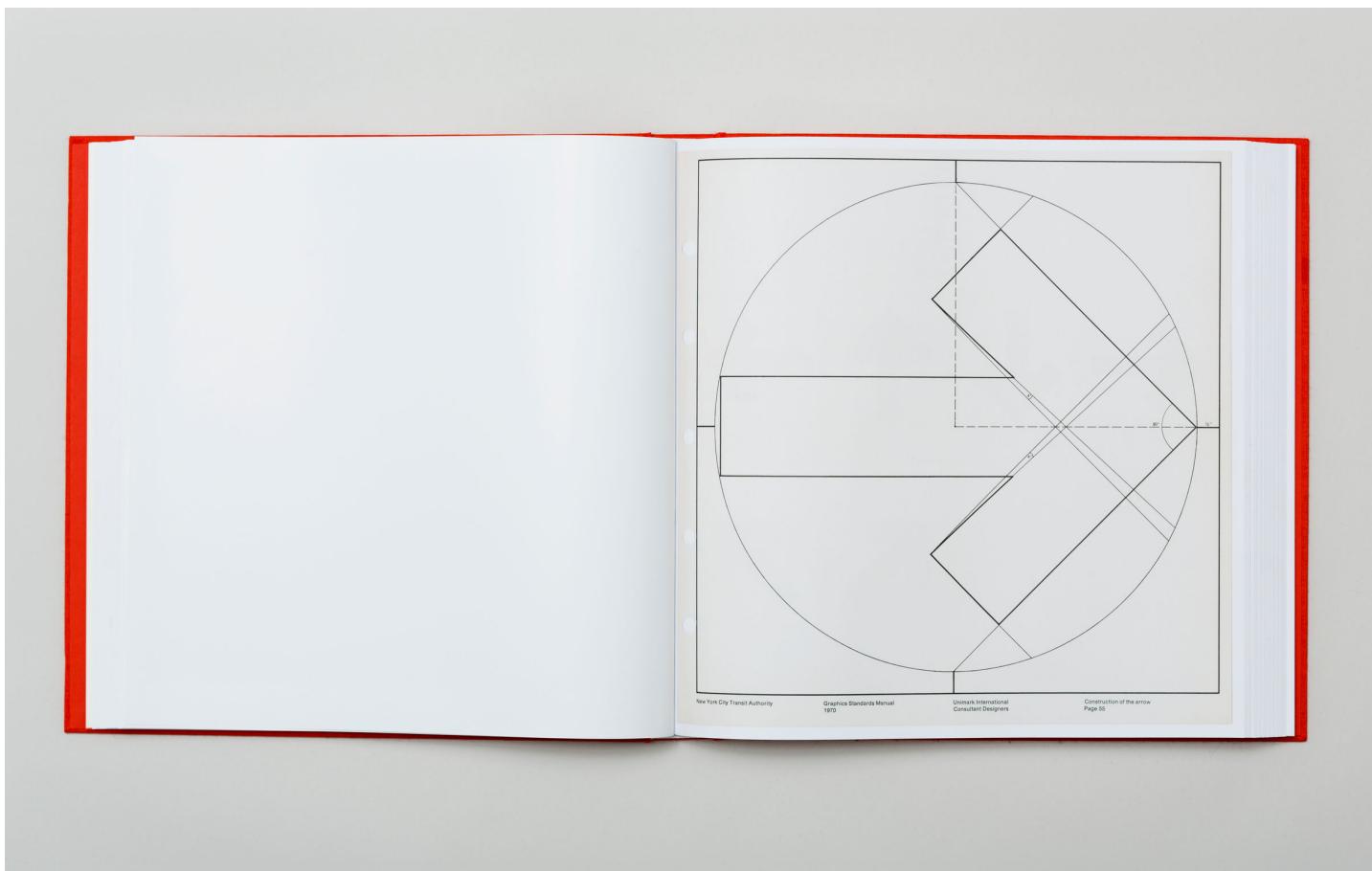
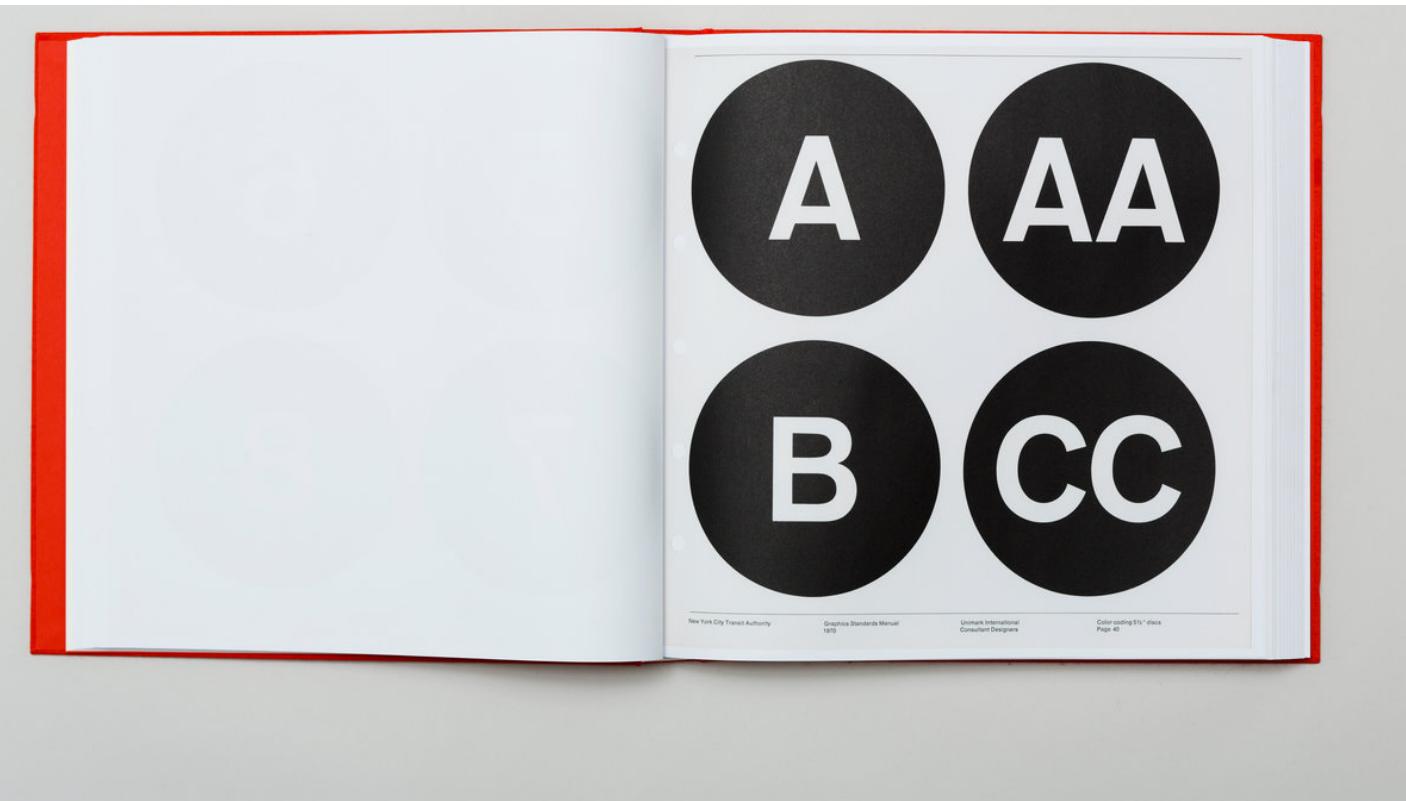
PMS 100 Graphic Standards Manual
1970 Lundmark International
Consultant Designers Color Coding Swatches
Page 49

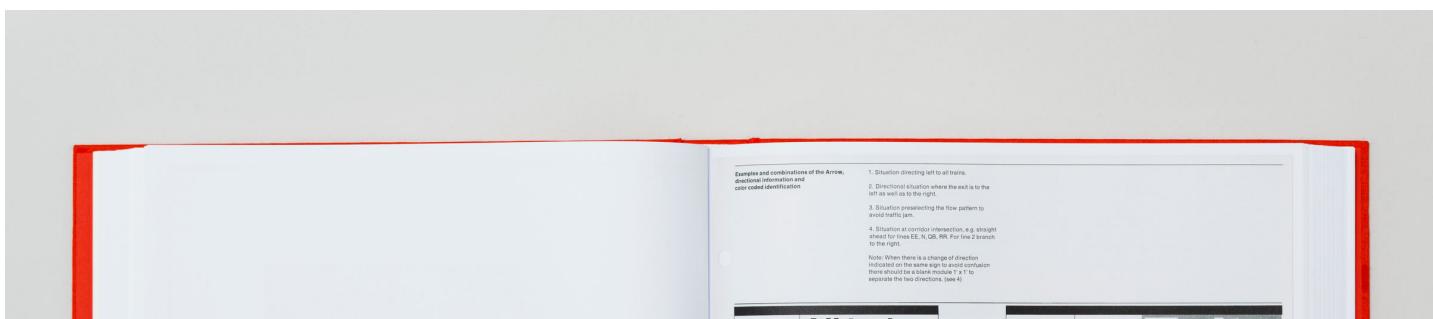
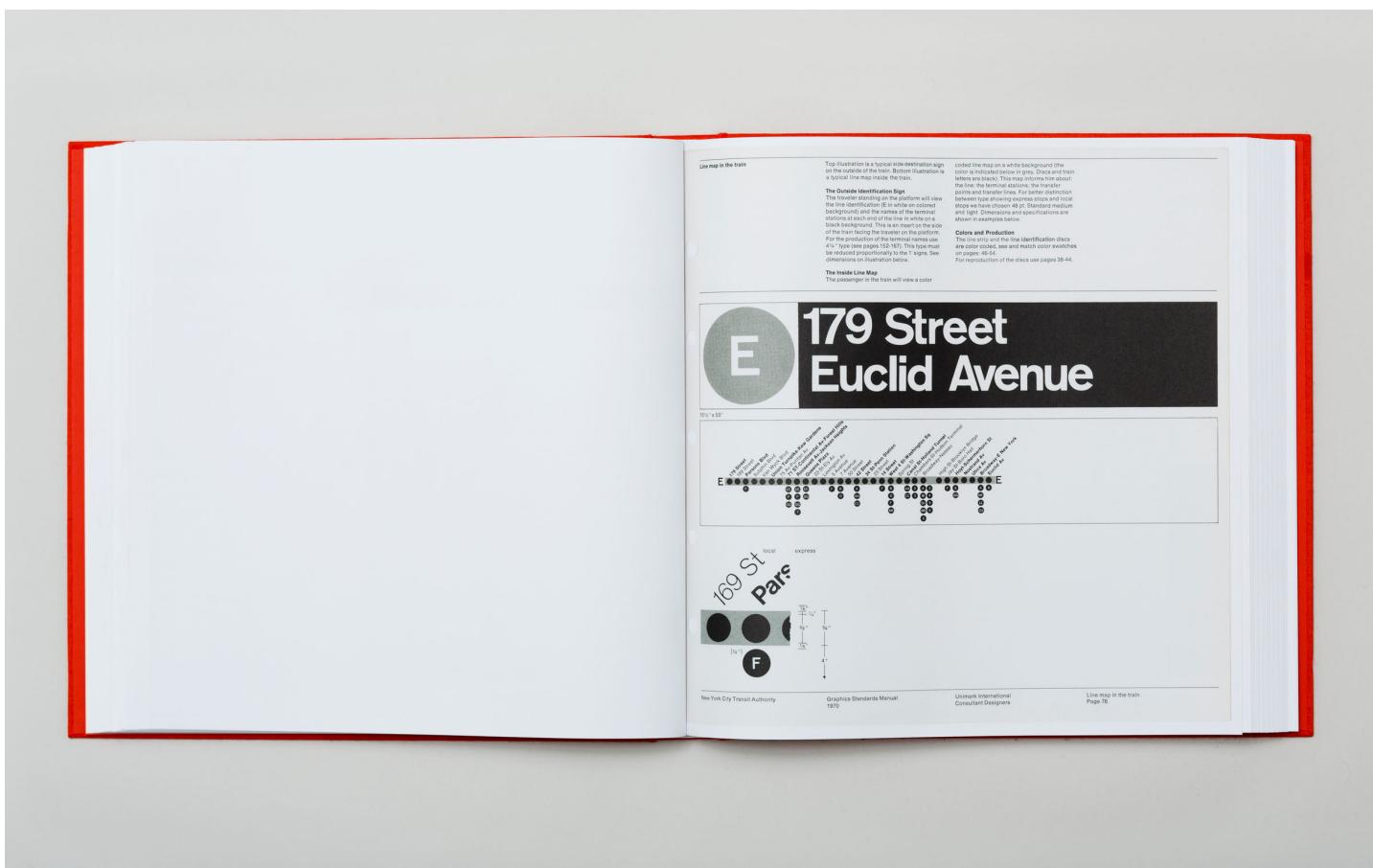
PMS 165 PMS 165 PMS 165 PMS 165

PMS 165 Graphic Standards Manual
1970 Lundmark International
Consultant Designers Color Coding Swatches
Page 47











New York City Transit Authority Graphics Standards Manual
1970 Unimark International
Consultant Designers

Examples and combinations of the Arrow, directional
information and color coded identification
Page 59



New York City Transit Authority Graphics Standards Manual
1970 Unimark International
Consultant Designers

Sign plate modulation
Page 51



Special conditions of station identification
signage

We have established that the 4 x 1 plate will be used for all identification signage. However, as there is considerable variation in the range of stations, it may be necessary to have them occasionally be modified.

Two other sizes of plate, 4 x 1 and 8 x 1, may be used for names which fit those dimensions. Examples follow below.

Avenue M

Times Square

Broadway Nassau

New York City Transit Authority Graphics Standards Manual
1970 Unimark International
Consultant Designers

Special conditions of station identification
signage—
Page 63

line identification module).
The sum height between the platform and the sign is 7'6", except for train information signs at platform edges in which case the maximum is determined by reference to vertical and horizontal dimensions on page 71. The ideal height is 6'7" and the minimum is 6'8". Where necessary.

Illustration B shows identification signs on the side facing the platform, preferable to the front of the sign when the width of the sign is greater than the width of the platform. It is important that the position of the sign is illuminated equally.



81

Museum

of Natural History

New York City Transit Authority

Graphics Standards Manual

1979

Unimark International
Consultant Designers

Station Identification
Page 68

A

New York City Transit Authority

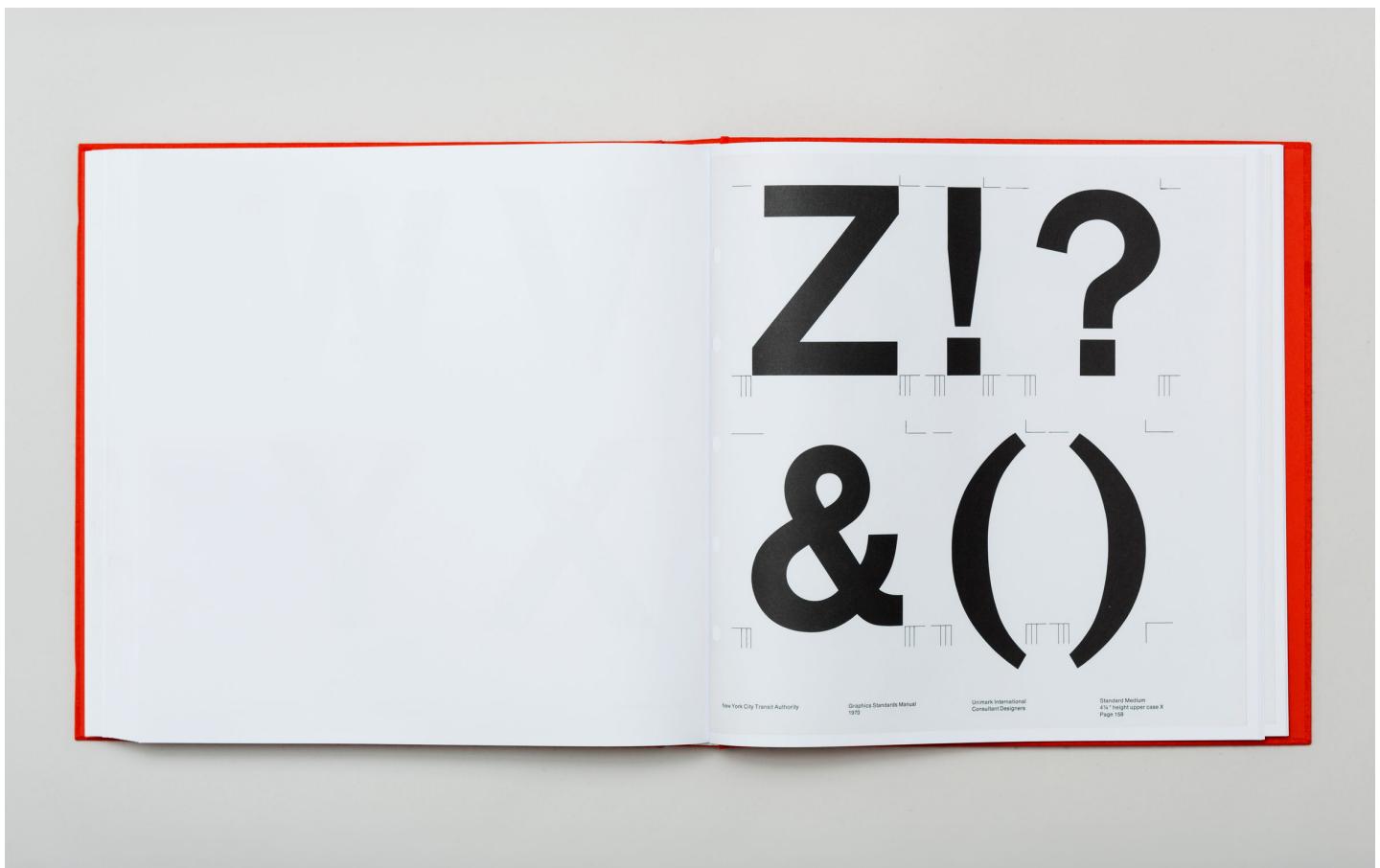
Graphics Standards Manual

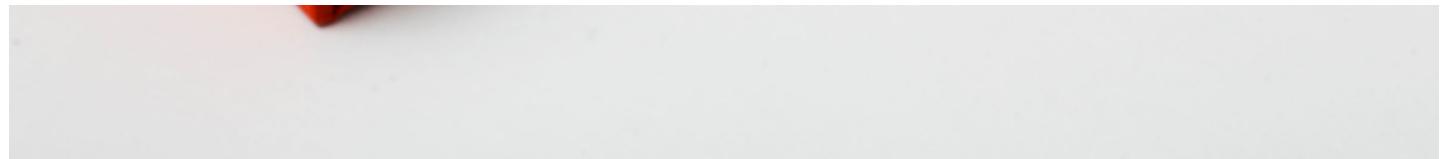
1979

Unimark International
Consultant Designers

Standard Medium
9" type, paper case X
Page 68

?





Notes

Copyright

1970 New York City Transit Authority Graphics Standards Manual

© New York City Transit Authority. Reproduced with permission.

Compact edition, first printing.

Published by Standards Manual, LLC

© New York City Transit Authority.

First published in 2014 as a full-size reissue by Standards Manual, LLC.

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without prior permission in writing from the Metropolitan Transportation Authority on behalf of the New York City Transit Authority.

All images of the *Graphics Standards Manual* contained in this publication have been scanned from the private collection of Massimo & Lella Vignelli, generously provided by their son, Luca Vignelli.

The original sheet size of the *Manual* measures 13×13" (330×330mm). This edition has been reduced by 26% to measure 10×10" (254×254mm)

About the type

NYCTA Standard Medium was designed by [Nick Sherman](#) in 2014 specifically for this book. Scanned samples of the *Graphics Standards Manual* contained in this publication were used as the basis of the redrawing. Letter spacing, kerning, and the quirks of Standard Medium were all retained and precisely match those specified in the *Manual*.

View a specimen of NYCTA Standard Medium [here](#).

Additional credits

Film score: [Edo Vanbreemen](#)

Book photography: [Brian Kelley](#)

Image scanning: Sonsoles Álvarez

← Previous



Next →



Navigate

visit
about

news
account

Email list

enter your email

join

Contact



Standards Manual
212 Franklin Street
Brooklyn, NY 11222

347 903 1322

contact@standardsmanual.com
standardsmanual.com

By

Jesse Reed
Hamish Smyth



[Shipping](#)
[Returns](#)
[FAQ](#)

©2021 Standards Manual, LLC