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## Chapter 4 – Branding, theming and signage

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# 4.1 Introduction

This chapter contains the branding, theming and signage considerations required for public transport infrastructure in the TransLink network.

Consistent infrastructure branding and theming, whether large or small, helps customers to instantly recognise, understand and link public transport.

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## 4.1.1 Purpose and objectives

This *Branding, Theming and Signage* chapter references the provision of clear and consistent principles and guidelines for infrastructure signage across the TransLink network.

It will ensure that a consistent and high standard of network infrastructure is planned and delivered to meet the needs and objectives of the TransLink passenger transport system and passenger expectation.

The objectives of this section are to:

- outline the preferred requirements for public transport infrastructure signage and branding
- ensure best practice infrastructure signage design is applied across the state
- detail requirements for compliance with relevant standards and regulations.

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## 4.1.2 Intended audience

This chapter is intended for use by professionals in the transport planning and delivery industry. This generally involves, but is not limited to, designers, planners, engineers, architects and other professionals involved in the planning, design and delivery of public transport infrastructure in Queensland.

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## 4.1.3 Application of this chapter

This chapter must be used in conjunction with other modal chapters identified in the *PTIM*. It should be referred to before starting planning for new public transport infrastructure or upgrades to existing facilities.

It is intended that site-specific conditions be taken into consideration in the design and development process. TransLink, in partnership with Local Government and in collaboration with relevant stakeholders and delivery partners, shall be consulted on the final design for new infrastructure and upgrade of existing facilities.

Contact TransLink for current TransLink infrastructure signage manuals for details on signage specifications.



For the purposes of this chapter:

**Branding** refers to the use of logos and brands within the respective public transport network areas within Queensland. The TransLink logo and brand is used wherever the brand is operating with the exception of regional rail stations (outside SEQ) and some long distance bus services.

Where applicable, the Queensland Coat of Arms will be incorporated.

**Theming** refers to the specific design language created through the use of the TransLink infrastructure colour palette and architectural design features and finishes.

**Signage** refers to the use of a consistent signage suite that has been developed to create seamless identification of public transport infrastructure for a range of different modal facilities, to improve overall network legibility and way-finding.

Visual cues (including contextual and functional cues) in the design of a location can be used to indicate that the facility is for high-quality public transport. Contextual cues can be associated with particular places (for example, the prominence of built form) that people identify with, while functional cues are associated with particular uses (for example, signage, way-finding, seating and so on).

There may be the option for some variations to infrastructure design, such as special themed or ‘signature’ facilities, however design principles described in the *PTIM* must be followed to ensure quality outcomes for facility design. It is a requirement that the components used are:

- high quality
- easy to use and maintain
- comply with applicable standards and guidelines
- approved by TransLink and relevant stakeholders.

## 4.2 Branding and theming

TransLink’s aim is to make the public transport network more connected for passengers by providing infrastructure that is easy to identify and understand. To promote a coherent and collective message, the look and feel of infrastructure should be consistent and distinctive as belonging to the TransLink network. TransLink can provide guidance on the appropriate use of design features and components.

Theming is projecting a consistent design language that is user-friendly, familiar and instils confidence in existing and potential passengers. Infrastructure theming assists customers to quickly identify certain facilities, and helps remove confusion when several brands and labels are used.

TransLink’s infrastructure is characterised by modern, high quality, open structures with a lightweight appearance and an approved colour palette. Using a standard selection of lightweight components and a specific colour palette can reduce ongoing maintenance and material costs, as well as generate savings with initial procurement costs.

The TransLink infrastructure colour palette incorporates the use of minimal key colours, with natural tones, to represent a ‘bush to beach’ theme that complements Queensland’s natural environment. The aim is to achieve simplicity within the overall facility environment, yet provide a common and sophisticated appearance that sits comfortably with the surrounding community. Figures 4.1 and 4.2 demonstrate how the ‘bush to beach’ theme translates to the TransLink infrastructure colour palette and architectural design features.

The TransLink infrastructure colour palette is to be used as the basis for all public transport infrastructure investments across Queensland. Consult TransLink for guidance on the specific application of the infrastructure colour palette (detailed in *Appendix 4-A*).

Infrastructure in South East Queensland has been developed using this colour palette. The adoption of this colour palette in regional Queensland will occur over time.



## 4.3 TransLink signage

TransLink has developed a clear and consistent signage suite to be applied to all public transport facilities within the TransLink network.

The TransLink signage suite will be applied to new and existing facilities in the TransLink network to provide a consistent look and feel, and further integrate public transport services for customers.

Signage must be included as part of the overall facility design. The signage, theming and colour palettes must complement each other to provide a sophisticated yet functional facility.

It is intended that the use of specialised professional signage design services be used within infrastructure design projects.

Contact TransLink for current TransLink infrastructure Signage Manuals.

### 4.3.1 Principles of signage

The principles outlined in Table 4.1 are considered important for effective signage of public transport infrastructure and services.



**Table 4.1:**  
Signage principles

Consideration	Guideline description
<b>Identify</b>	Major facility identification signs should: <ul style="list-style-type: none"> <li>• be visually distinctive</li> <li>• clearly display approved and consistent logos</li> <li>• display the facility name</li> <li>• display the symbol depicting modes of travel available from the facility.</li> </ul>
<b>Orientate</b>	Directional information should include: <ul style="list-style-type: none"> <li>• an information point explaining travel options</li> <li>• a locality map to help orientate the user</li> <li>• visible way-finding signage to platforms, ticketing, toilets, etc.</li> <li>• way-finding signage for the surrounding local area</li> <li>• the direction of travel for services using the facility.</li> </ul>
<b>Explain</b>	Provide highly-visible and clear information such as: <ul style="list-style-type: none"> <li>• timetables and route numbers</li> <li>• network maps showing all services using the stop/station</li> <li>• stop name and number, if applicable</li> <li>• locality map, if applicable</li> <li>• contact details for public transport network information</li> <li>• fare zone number where public transport is located, if applicable.</li> </ul>

## 4.3.2 Naming conventions

It is important that the naming of public transport infrastructure within the network follows naming convention strategies and guidelines. The link between stop and station identification signage and other forms of information media (such as TransLink’s Journey Planner information) aligns to create a consistent customer information experience and message. Contact TransLink for guidance and approval when naming public transport infrastructure.

## 4.3.3 TransLink’s signage strategy

The TransLink infrastructure signage strategy builds on the approved colour palette to complement the overall facility environment. It aims to firstly identify the facility within the surrounding environment and secondly to make it easier for passengers to navigate to public transport boarding points by using colour recognition as follows:

- Resene ‘Trinidad’ (bright orange), or approved equivalent, is used as the primary background colour for identifying and directing to public transport. This would cover the entire movement of catching a public transport service (from station or facility identification through to boarding the vehicle).
- Resene ‘Jon’ (warm grey), or approved equivalent, is the secondary background colour used for all other messages. This represents signage for other facility components (for example, ticketing, toilets, information, cycling amenities, kiss ‘n’ ride, park ‘n’ ride, and so on).

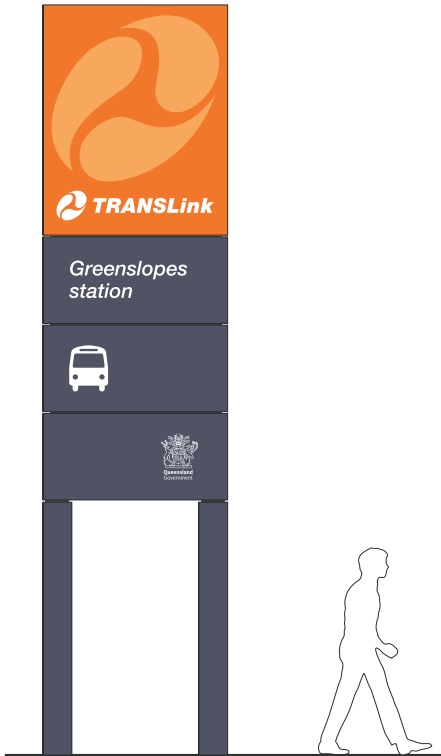
TransLink has developed a suite of infrastructure signage designs for use in its network.

The following figures provide examples of signs to be used within TransLink’s network facilities and regional infrastructure.





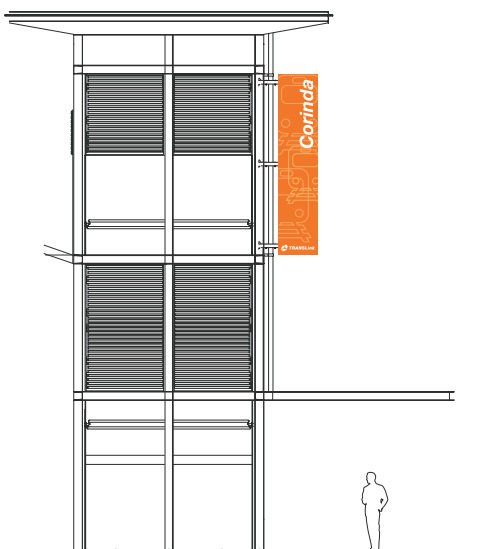
### 4.3.3.1 Station/park ‘n’ ride signage (TransLink)



**Figure 4.3 –**  
Major station identification sign (8 or 9 metres high)



**Figure 4.4 –**  
Major station identification sign (8 or 9 metres high)



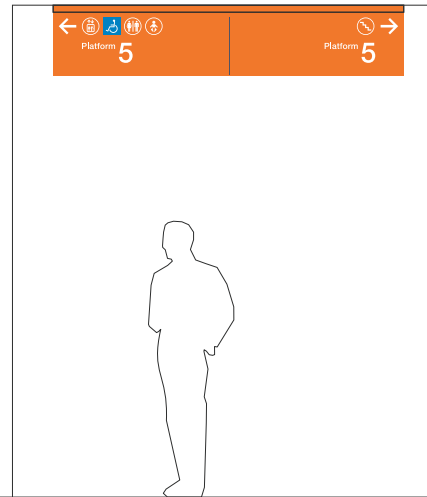
**Figure 4.5 –**  
Secondary/supporting station identification sign  
(facility mounted)



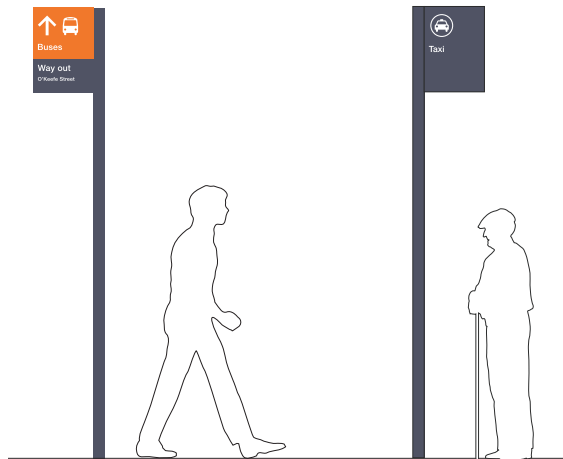
**Figure 4.6 –**  
Secondary/supporting station identification sign  
(post mounted)



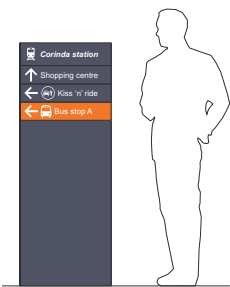
**Figure 4.7 –**  
Secondary/supporting station identification sign  
(roof/awning mounted)



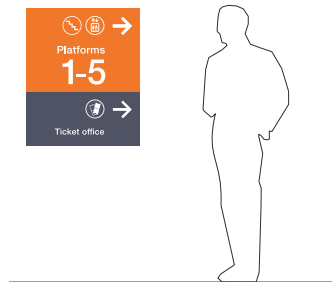
**Figure 4.8 –**  
Directional sign (ceiling mounted)



**Figure 4.9 –**  
Minor directional sign and station facility identification sign



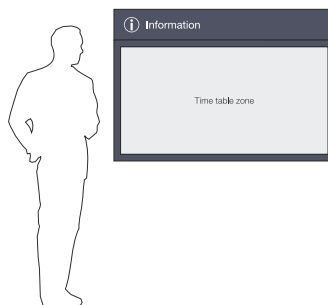
**Figure 4.10 –**  
Directional sign (free standing)



**Figure 4.11 –**  
Directional sign (wall mounted)



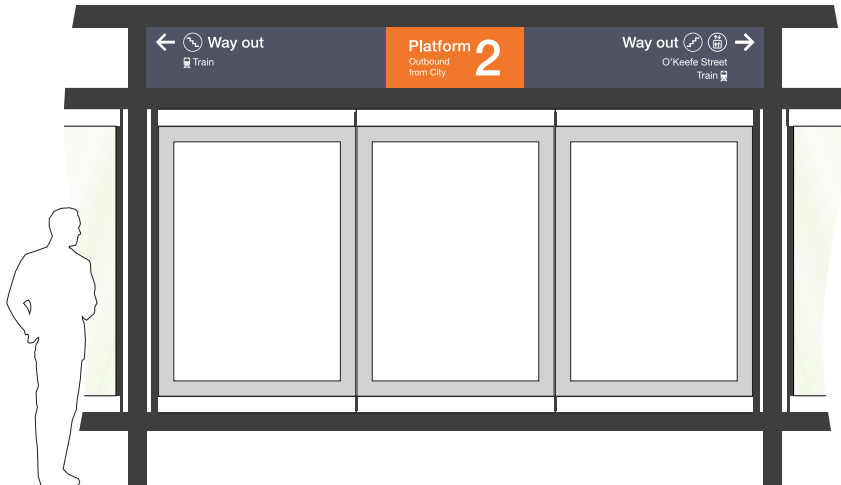
**Figure 4.12 –**  
Ticket office sign



**Figure 4.13 –**  
Information or timetable sign  
(wall mounted)



**Figure 4.14 –**  
Passenger sign with passenger  
information display



**Figure 4.15 –**  
Directional signs with information displays



**Figure 4.16 –**  
Platform and prohibition signs with information displays



**Figure 4.17 –**  
Platform sign (bus station)

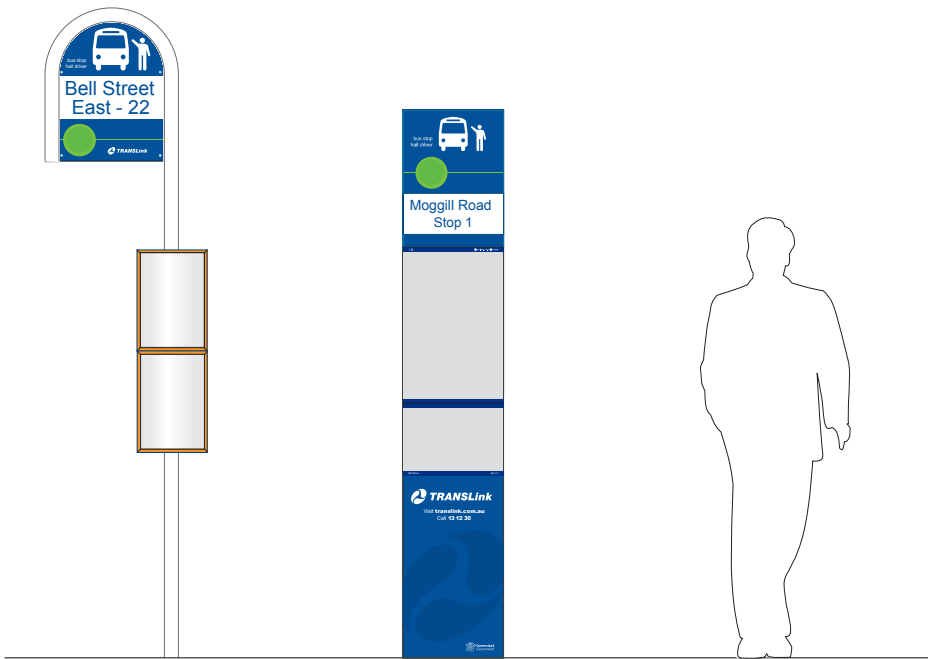


Figure 4.18 – Bus stop signs

### 4.3.3.2 External facility signage

For instances where local area or precinct way-finding signage is not used, or not acceptable, TransLink has developed a consistent signage suite that aligns with the internal public transport facility signs. These external signs may be located a reasonable distance away from the public transport facility environment at local precinct congregation areas or decision points.

Consultation with local agencies and stakeholders is required to achieve a clear, consistent and easily understood signage representation for the community. For TransLink’s external way-finding signage options refer to Figures 4.19 - 4.21.



Figure 4.19 – External directional and map sign



Figure 4.20 – External major directional sign

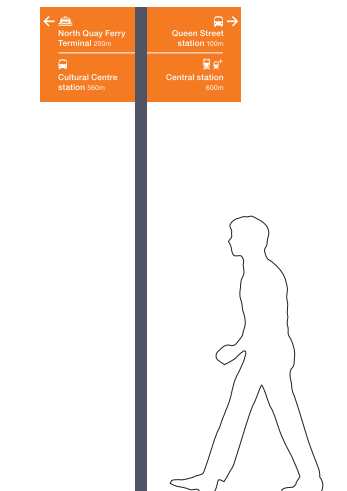


Figure 4.21 – External minor directional sign



# Appendix 4-A

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## Colour Palette

Table 4.2 outlines approved TransLink colours, materials and finishings recognised for theming and signage of TransLink infrastructure.

Table 4.2:

TransLink Infrastructure Colour Palette – March 2014

Colour sample	Generic colour name	Infrastructure signage			Printed material	Buildings and supporting facilities					Application and use	
		Vinyl products		Paint products		Ink products	Paint products	Powdercoat products	Tile / pavement products	Metal products		Glass products
		Propriety name and code**	Propriety name and code**	Propriety name and code**		Solid PMS # coated	Propriety name and code**	Propriety name and code**	Propriety name and code**	Propriety name and code**		Propriety name and code**
<b>Primary signage colours</b>												
Orange		–	Translucent Vinyl - Arlon Orange 44	To match Resene Trinidad™ 061-167-048	PMS 151 C	–	–	–	–	–	Background colour for infrastructure signage (public transport service message)	
Light Orange		Opaque Vinyl - Arlon Light Orange 97	Translucent Vinyl - Arlon Tangerine 84	–	PMS 1375 C	–	–	–	–	–	TransLink logo colour on primary infrastructure signage	
Dark Grey		Opaque Vinyl - Arlon Dark Grey 52 (prefer paint product used)	–	To match Resene Jon™ N38-007-359	PMS 439 C	Resene Jon™ N38-007-359	PPG - Jon Grey AG529-6851	–	–	–	Background colour for infrastructure signage and signage structures	
<b>Primary facility colours</b>												
Dark Grey (Bus Stations)		–	–	–	PMS 439 C	Resene Jon™ N38-007-359	PPG - Jon Grey AG529-6851	–	Bluescope Colorbond - Woodland Grey (bus)	–	Structural steelwork; TransLink bus stop shelters	
Dark Grey (Qld Rail Stations)		–	–	–	PMS Cool Gray 11c	Refer to Queensland Rail	–	–	–	–	Structural steelwork; posts; doors; window frames; roller shutters; painted down pipes (stainless steel if new)	
Aluminium		–	–	–	–	Clear Finish - Natural Anodised	PPG Anotec Silver Grey PE 521 / 6753 AN - (TBC)	–	–	–	Louvre profiles and products	
Stainless Steel		–	–	–	–	Natural	–	–	Stainless Steel	–	Downpipes; handrails; balustrades	
<b>Secondary facility colours</b>												
Light Grey (Qld Rail Stations)		–	–	–	PMS Cool Gray 3c	Refer to Queensland Rail	–	–	–	–	Supporting facilities; building walls; soffits	
Light Grey (Bus Stations)		–	–	–	–	Resene Stack™ N65-003-154	–	–	–	–	Supporting facilities; buildings (driver amenities, public toilets, retail kiosks, etc.)	
Mid - dark Grey (Bus Stations)		–	–	–	–	Resene Cod Grey™ N31-007-245	–	–	–	–	Supporting facilities; buildings (driver amenities, public toilets, retail kiosks, etc.)	
Light - Mid Grey (Bus Stations)		–	–	–	–	Resene Tuna™ N39-008-260	–	–	–	–	Supporting facilities; buildings (driver amenities, public toilets, retail kiosks, etc.)	
Off White (Bus Stations)		–	–	–	–	Resene Rice Cake™ G94-010-092	–	–	–	–	Station structures; buildings; ceiling soffits	
<b>Ancillary colour</b>												
Black		Opaque Vinyl - Arlon Black 03	–	–	–	Resene Nero™ N25-001-046	–	–	–	–	ITS including electronic PIDs and housings. Median, platform and precinct barrier fencing. Light poles (bus stations only). Supporting facilities doors and window frames.	
<b>Ancillary components and parts</b>												
Toughened /laminated safety glass		–	–	–	–	–	–	–	–	Viridian VFloat Green	Structural safety glass for roofing and walls	
<b>Platform surface finishes</b>												
Light Grey (Bus Stations)		–	–	–	–	–	–	Hanson 'Colorado' concrete	–	–	For concrete pavement on main platform and walkways. Honed concrete finish (sealed) with minimum R11 slip resistance	
Dark Grey (Bus Stations)		–	–	–	–	–	–	Hanson 'Racona' concrete	–	–	For concrete pavement under seats and bins. Honed concrete finish (sealed) with minimum R11 slip resistance	
Charcoal (Qld Rail Stations)		–	–	–	–	–	–	Refer to Queensland Rail	–	–	Pavement Colour	
Charcoal (Bus Stations)		–	–	–	–	–	–	Granito - TGSi Hazard / Directional Charcoal	–	–	Tactile Ground Surface Indicators (TGSi) to BCA and DDA requirements (for contrast with light pavement backgrounds)	
Yellow (mustard)		–	–	–	–	–	–	Granito - TGSi Hazard / Directional Canary Yellow	–	–	Tactile Ground Surface Indicators (TGSi) to BCA and DDA requirements (for contrast with dark pavement backgrounds)	
<b>Sheet metal roof cladding</b>												
Off White		–	–	–	PMS Cool Gray 1c	–	–	–	Bluescope Colorbond - Surfsmist	–	Sheet metal roofing and gutters	
Light Grey		–	–	–	PMS Cool Gray 7c	–	–	–	Bluescope Colorbond - Windspray	–	Sheet metal roofing and gutters	
<b>Other special colour selection options (requires formal approval by TransLink)</b>												
Dark Metallic Grey		–	–	–	–	–	PPG Metallic Façade PE 545 / 668	–	Bluescope Colorbond - Façade	–	Sheet metal roofing; wall colour finish	
Toughened /laminated safety glass		–	–	–	–	–	–	–	–	Clear	Structural safety glass for roofing and walls	

\*\* Or equivalent and equally approved

Note: Consult TransLink for colour matching approvals. This colour palette presented is the base standard for TransLink facilities, however other complimentary colour palettes may be introduced (in addition) following consultation and approval from TransLink and its Stakeholders. It is intended that the base colour palette be used with the option of complimentary colours, artwork and plantings to create a modern and sophisticated facility environment that can be easily maintained.