AMTRAK®

SIGNAGE MANUAL

August 2018

Contents

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(continued)

"If you've seen one station, you've seen one station."

All Amtrak stations are different, and each station must be evaluated and signed individually.

In order to reinforce the Amtrak brand image it is important that the guidelines outlined in this manual be followed to maintain signage consistency. When it is necessary to replace an existing sign or install a new sign it is important that the personnel responsible consult the *Amtrak Signage Manual* and contact Amtrak Signage Brand Management.

The original manual was developed in 1995 with multi-departmental coordination within Amtrak and was designed by McCulley Design Group, LLC (environmental graphic design services). The McCulley Group, LLC subsequently revised the original manual in 2001 to incorporate many of the changes associated with the introduction of the new Amtrak brand that was unveiled in 2000.

Calori & Vanden-Eynden, Ltd. prepared subsequent revisions and this revision of the manual. The 2009 revision of the *Amtrak Signage Manual* had many updates and additions that brought the Amtrak signage system into the 21st Century.

The 2015 revision incorporated new Amtrak branded Sign Types and vehicular trailblazer signs. The revision also added an overview of the Department of Transportation Accessibility Standards (DOTAS) as published in 2004, amended in 2005, and adopted by the US Department of Transportation in 2006 requirements for signage. Similar standards were implemented by the US Department of Justice in 2010. To contribute to a greener planet, the paint specifications were updated to VOC compliant formulations with reduced organic volatile compounds (VOCs).

This 2018 revision further consolidates the many updates to the Amtrak brand, and clarifies signage standards and graphic content.

(continued)

Adherence to the *Amtrak Signage Manual* **not only maximizes the visibility of Amtrak stations, but also greatly increases the recognition of the Amtrak brand image and enhances the Amtrak market presence.**

The policies in this manual are required to detail the use of the Amtrak brand signature as applied to all Amtrak stations.

Every day employees, passengers, and the general public form impressions about Amtrak. How Amtrak communicates is a vital expression of its marketplace identity and must support the unique quality of its people, service and environment. Advertising, sales promotion collateral, architecture, interiors, displays, corporate identity, facility and transportation identification all contribute significantly to the perceived image of Amtrak.

All interior/exterior identification components and interior space must support and reinforce the brand image established for Amtrak and its passengers. Of major importance is to give the impression that the entire station is unified with understandable sequences of information.

Signage for Amtrak stations establishes a permanent display of the Amtrak corporate identification that extends beyond the simple and generic graphic communicative requirements of a train station. Signage design and the degree of consistency with which signs are fabricated and installed in the stations makes a collective statement to the public about the character of Amtrak and the level of service experienced.

The choice of signage materials is largely determined by the environmental conditions they are expected to resist and the performance requirements desired. Materials in this manual have been selected according to their ability to withstand extreme exposure to sun, cold, snow and high levels of humidity or rain.

The goal of the *Amtrak Signage Manual* is to convey a consistent corporate image of strength and reliability, reflecting a brand that puts the safety, comfort and enjoyment of every passenger first. Applied consistently, the signage will stand for Amtrak and its role in the travel marketplace. The use of a consistent graphic system enhances the passenger experience, providing both real and perceived reassurances at all phases of the station experience.

This manual is a corporate identity program created to establish an Amtrak system for national sign installation and placement guidelines. This system

as of date of publication will assist in the long-term strategy required to address conformance with the Americans with Disabilities Act (ADA). The ADA mandates that all public accommodations and public facilities be accessible to people with disabilities.

This manual is intended to be used as a whole so it is important for users to familiarize themselves with its organization and with its entire contents. For example, the Sign Type information provided in Chapters 4.0 through 8.0 is complemented and supported by information in the other chapters.

This manual is organized as follows:

- Chapters 1.0 through 3.0 of this manual contain important information on the building blocks of the Amtrak Signage System.

- Chapters 4.0 through 8.0 provide information about each Amtrak Sign Type, typically presented in four subject areas: Sign Overview, Mounting Options, Sign Size and Layout, and Design Intent Drawing.

- Chapter 9.0 outlines sign message hierarchy and contains diagrams illustrating typical locations of the various Amtrak sign types at various types of platforms and stations.

- Chapter 10.0 contains sign maintenance procedures.

- Chapter 11.0 contains information on sign fabrication and installation.

- Chapter 12.0 outlines the sign procurement process.

In order to control the product and brand quality of Amtrak signage, signs must be ordered through Amtrak Signage Brand Management, contact: AmtrakSignageBrandManagement@amtrak.com.

The Amtrak Station Program and Planning Guidelines is also available on the www.GreatAmericanStations. com site to assist in the planning, design, construction, rehabilitation and redevelopment of Amtrak-served stations and related facilities. The Guidelines establish design standards and criteria for stations, including platforms, parking and related facilities, and should be referred to as projects are planned and developed.

To avoid confusion and ambiguity, all messages in the Amtrak Graphic Signage System must be communicated with clarity and consistency in terminology, grammar, and style.

The guidelines listed in this chapter are to be followed closely when developing messages for Amtrak signs.

Grammar

- Messages, typically short phrases or single words used for spaces and services, should be brief. Avoid unnecessary words and punctuation.

- When sentences with a subject and verb are used, they should be constructed clearly and decisively. Redundancy must be avoided.

- A positive tone must accompany all messages. The use of "only" should be avoided in messages.

Style

- For single words and short phrases, a titling style, where all words begin with a capital letter except for articles, prepostions, and conjuctions is to be used consistently throughout the system.

- A sentence style, where the sentence begins with a capital letter, all subsequent words start with lower case, and ends with a period, is to be used consistently throughout the system.

- All ADA Raised Character indentification sign messages are to be all capital letters.

- All sign messages are to be displayed in non-italic characters.

- Letters and words shall be spaced horizontally according to guidelines established by the ADA for Visual Charactere and for Raised Characters.. Text shall not be tightly spaced or proportinally altered to fit on an improperly sized sign.

Punctuation

- Punctuation should be avoided where possible except when a sentence style is used.

- Hyphens are not to be used in unconventional ways; they should not be used in place of a comma, in place of the word "to" or in place of a dash. Coined words such as "Drop-off" and "Smoke-free" must appear hyphenated on all signs.

- The ampersand (&) is to be used in place of the word "and" only when connecting two words that belong together because of their function.

Abbreviations

- Abbreviations are generally to be avoided. Exceptions will be made in cases of common and widely understood words displayed with insufficient space. For a list of acceptable abbreviations refer to page 1.6.

- Abbreviations are to be used without punctuation.

The following definitions have been compiled to assist in the process of understanding and applying the Amtrak Signage Manual.

Accent Bar: An essential part of most Amtrak signs, it consists of a narrow horizontal stripe of color placed at the lower end of signs where applicable. The Accent Bar is always painted to match AMT Silver.

Accessibility: The combination of elements within a facility which allows access, circulation and full use of the area by persons with disabilities.

ADA: The Americans with Disabilities Act. Signed into law on July 26, 1990, the ADA is a comprehensive measure to protect the rights of people with disabilities.

AMT: Prefix used to identify Amtrak colors specified throughout the *Graphic Signage Standards Manual.*

Arrow Field: An essential part of all directional signs, it consists of a square area determined by the length of the arrow from base to point. The Arrow Field determines the placement of an arrow within the Module and is not reproduced on the actual sign.

Assistive Listening Systems: Products designed to improve the quality of sound delivered to a listener with hearing loss, but who can understand speech.

Brandmark: See *Travelmark.*

Caretaker Stations: Category 3 stations that are not staffed to provide a ticket office but include an interior waiting room with restrooms, that are staffed by an Amtrak caretaker or by another entity.

Custom Message: Messages not included in the Amtrak nomenclature that provide specific information about or direct passengers to areas unique to Amtrak facilities are referred to as "Custom Messages." Consistency in the use of grammar, style and punctuation must be used when compiling such messages.

Digital Printing: Digital printing refers to a CMYK process of printing graphics directly onto a variety of flexible and rigid substrates.

Direction Bar: Used on City Identifiers (A2 Sign Type), this horizontal message module is used to display a train's general path of travel. This module includes names of major origin/destination cities and reinforces the train's direction through the use of arrows.

DOTAS: Department of Transportation Accessibility Standards. The ADA standards for Transportation Facilities, adopted by the US DOT in 2006.

Electronic Signage: Computer or manually controlled variable message signs that dynamically display messages on electronic display devices such as LEDs or Flat Screen Monitors. See *PIDS*.

Flat Screen Monitor: Typically Liquid Crystal Display (LCD) screens; used in electronic display systems.

Grade 1 Braille: A letter-by-letter conversion of text into Braille cells. Also referred to as "simple Braille."

Grade 2 Braille: Specified by the ADA, this type of shorthand was developed in 1932 for books and contains approximately 200 abbreviations, making it quicker to read than Grade 1 Braille. Contractions are based on phonetics requiring expertise to translate and convert messages onto signs. This manual only specifies Grade 2 Braille.

Grid: A framework of intersecting, equally-spaced parallel and perpendicular lines applied to the Module, used as a guide for the placement of graphic components.

Large Stations: Category 1 stations that are staffed to provide ticketing, baggage and support services; have multiple tracks and platforms; and often include significant retail space and multi-modal services.

LCD: Liquid crystal display; used in electronic display systems, typically for Flat Screen Monitors.

LED: Light emitting diode; used in electronic display systems, typically in matrices.

Logo Curve: The combination of the white Amtrak logo and a curved Amtrak Blue field that creates a distinctive brand statement on certain Amtrak Sign Types.

Medium Stations: Category 2 stations that are staffed to provide ticket offices with minimal staff; may have multiple tracks and platforms; and provide limited amenities. Multi-modal service may be co-located at the facility or nearby.

Module: Based on the grid, the Module is the background structure applied to all Amtrak sign layouts.

Permanent Rooms: Rooms and spaces whose designation will not change. Signage for Permanent Rooms must comply with DOTAS/ADA sections 703.1, 703.2, 703.5, and with 703.6 where Pictograms identify Permanent Rooms.

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Pictogram: See *Symbols*.

PIDS: Passenger Information Display System. These electronic display and public address systems provide passengers with variable information relevant to train departure, arrival, station services and special notices. PIDS also serve the purpose of a visual paging system through free text entries. Also see *Visual Messaging Systems*.

Preview Bar: Message module used in directional signs to display, in pictorial form only, upcoming services and facilities explained later on additional signs that include text messages. The Preview Bar (painted white) incorporates the use of Amtrak designated Preview Bar Symbols.

Preview Bar Symbols: Commonly recognized Symbols (painted to match AMT Blue) used to communicate the locations of upcoming services without accompanying text.

Raised Character Messages: Messages displayed in capital letters of at least 5/8 inches in height—not to exceed 2 inches—and raised 1/32 inch minimum from the sign surface that can be read using the sense of touch. Raised Characters are used in combination with Grade 2 Braille to comply with DOTAS/ADA regulations for Tactile lettering, and can also serve as Visual Characters in some situations.

SAD: Department of Justice Standards for Accessible Design. The ADA standards adopted by the US DOJ in 2010.

Shelter Stations: Category 4 stations that are not staffed, and include only a shelter and/or platform canopy to protect passengers from the weather.

Signage: An organized system of signs.

Static Signage: Signs that are manufactured with solid and stable materials, intended to be mounted and remain stationary throughout their life expectancy. Messages on static signs do not vary and are not displayed electronically.

Station Name: City name (no state abbreviation) plus the word "Station", e.g., Dearborn Station

Symbol Module: Circular field in which symbols are contained. Used to support text messages in signs.

Symbols: A pictorial representation of an object or activity. Also referred to as pictograms or icons.

Tactile Characters: Characters intended to be read by the sense of touch, including Raised Characters and their accompanying Grade 2 Braille equivalent.

Text Telephone: Equipment used to serve people with hearing and/or speech impairments. Text telephones employ interactive graphic communications by transmitting coded signals across a standard telephone network. Also referred to as TTY.

Travelmark: The Amtrak corporate signature or logo, consisting of the Amtrak Logotype and Travel Symbol in one of two fixed relationships: vertical (stacked) or horizontal.

Visual Messaging Systems: These PIDS signs are used on platforms and in stations to display station announcements with equivalent public address announcements so those with hearing impairments can be kept informed. The Amtrak Visual Messaging Systems display messages through the use of LEDs and flat screen monitors.

Visual Characters: Message characters in interior spaces intended to be read by the sense of sight. Visual Characters can also serve as Raised Characters if they comply with DOTAS/SAD 703.2 and 703.5.

VOC: Volatile Organic Compound. This manual specifies low VOC paint coatings to reduce environmental impact and/or to comply with governing environmental regulations.

Note that the word "Exit" is intentionally omitted for wayfinding use. The word "Exit" is only used on paths of egress as required by codes and regulations. Such signs are to be coordinated with the appropriate disciplines.

Name	Abbreviation
First	1st
Second	2nd
Third	3rd
Fourth	4th
Fifth	5th
Sixth	6th
Seventh	7th
Eighth	8th
Ninth	9th
Tenth	10th
Sunday	Sun
Monday	Mon
Tuesday	Tues
Wednesday	Wed
Thursday	Thurs
Friday	Fri
Saturday	Sat
Afternoon/Evening	pm
Morning	am
Weekend	Wknd
Maximum	Max
Minimum	Min
Express	Exp
Avenue	Ave
Boulevard	Blvd
Road	Rd
Street	St

	Proper Amtrak Nomenclature	Example
Platform Signs	Caution	
	"City Name, State Abbreviation"	Oakland, CA
	"Direction/Direction"	Los Angeles/Seattle
	Elevator	
	Escalator	
	Location "Alpha Designator"	Location C
	Luggage Carts	
	No Standing	
	Notice	
	Stair	
	To Station	
	Track "#"	Track 4
	Warning	
Interior Signs	Amtrak Express	
	Amtrak Police	
	Amtrak's Metropolitan Lounge	
	Arrivals/Departures	
	ATM	
	Authorized Personnel	
	Baggage Check-in	
	Baggage Claim	
	Baggage Storage	
	Buses	
	Customer Service	
	Elevator	
	Escalator	
	Family Restroom	
	Gate "Alpha Designator"	Gate B
	Information	
	Janitor's Closet	
	Lockers	
	Lost and Found	
	Other transportation systems within facility	Metra, Long Island Rail Road, etc.

(continued)

Proper Amtrak Nomenclature	Example

Interior Signs

Proper Amtrak Nomenclature	Example
Car Rental	Avis, Hertz, etc.
Luggage Carts	
Mechanical Room	
Men	
"Numerical Designator"	1, 2, 3, 4, etc.
Parcel Check	
Parking	
Parking Garage	
Please wait for next available agent.	
Private	
Quik-Trak	
Restaurant	
Restroom(s)	
Rideshare	
Room "#"	222
Shops	
Stair	
Station Manager	
Street or "Street Name"	
Taxis	
Telephones	
Text Telephones	
The nearest ["Service"] is located ["Location"].	The nearest text telephone is located across from Amtrak's Metropolitan Lounge
Ticket Window Hours: "00:00am - 00:00pm"	Ticket Window Hours: 6:00am - 11:00pm
Ticketed Passengers Beyond This Point	
Tickets	
Tickets & Baggage [Check-in] [Claim]	
Timetables	
To Trains	
Trains	
Vending	
Water Fountain	
Women	

Exterior Signs

These signs are to conform with applicable codes and regulations, and are to be coordinated with the appropriate disciplines.

Proper Amtrak Nomenclature	Example
Amtrak Thruway Bus	
Amtrak Welcomes You to "Station Name" Station Hours: "00:00am - 00:00pm Days of Week" "00:00am - 00:00pm Alternate Days of Week"	Amtrak Welcomes You to Chicago Union Station Station Hours: 4:00am - 11:30pm Mon - Fri 6:00am - 10:30pm Sat - Sun
Bicycle Parking	
Car Rental	Avis, Hertz, etc.
Drop-off	
Drop-off & Pick-up	
Emergency Parking Zone	
Employee Parking	
Loading Zone	
Long-term Parking	
Luggage Carts	
No Parking	
No Parking Between Signs	
No Standing	
Parking	
Parking by Permit	
Pet Relief Area	
Parking	
Pick-up	
Red Cap Phone	
Reserved Parking	
Rideshare	
Short-term Parking	
Standing "#" minutes max	Standing 10 minutes max
"Station Name"	Chicago Union Station, Orlando Station
Taxis Line Begins Here	
The nearest ["Service"] is located ["Location"].	The nearest accessible entrance is located on 7th Avenue.
Visitor Parking	

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Proper Amtrak Nomenclature	Example
Amtrak Personnel	
Area of Refuge	
Authorized Personnel	
Caution	
Do Not Enter	
Fire Extinguisher	
In the event of fire use stairs.	
No Smoking	
No Trespassing	
Notice	
Restricted Area	
Smoking Area	
Telephone(s)	
This is a smoke-free facility/	
Warning	

Regulatory Signs

These signs are to conform with applicable codes and regulations, and are to be coordinated with the appropriate disciplines.
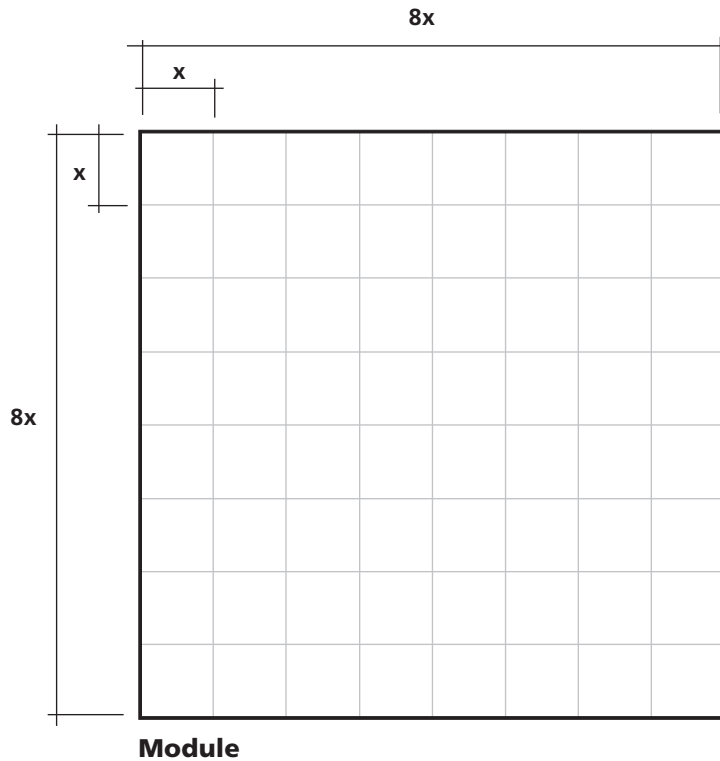
The module illustrated on this page is the background structure applied to all Amtrak sign layouts. The function of the module is to maintain a common relationship and unity among all signs.

The module consists of a grid subdivided into 64 equal units*, eight units* high and eight units* wide.

*x=length of one unit
*x=width of one unit

8x=length of one module
8x=width of one module

8x

x

x

8x

Module

To establish a relationship between arrow, symbol and text, the arrow is always contained within the arrow field. The arrow field is determined by the arrow's length from base to point. The height and width of the arrow module are five (5) units* of the module.

The diagram on this page illustrates the placement of the arrow field within the module. The arrow field is for arrow placement only and is not reproduced on the actual sign.

The directional arrow used in this manual was designed for maximum legibility under various viewing conditions. This arrow style has been adopted by the International Civil Aviation Organization (ICAO). It is recommended for use in international applications. For Amtrak arrows see page 2.11.

*x=length of one unit
*x=width of one unit

8x=length of one module
8x=width of one module

8x

x

x

8x

5x placement margin

6x symbol field

C̶L

C̶L
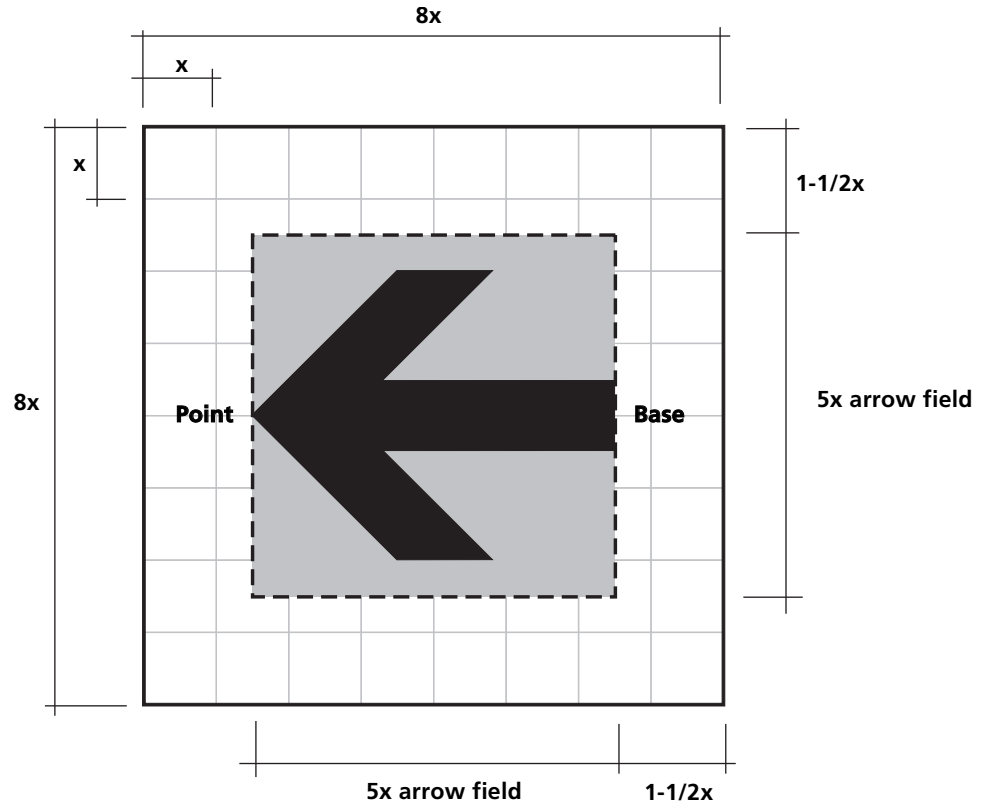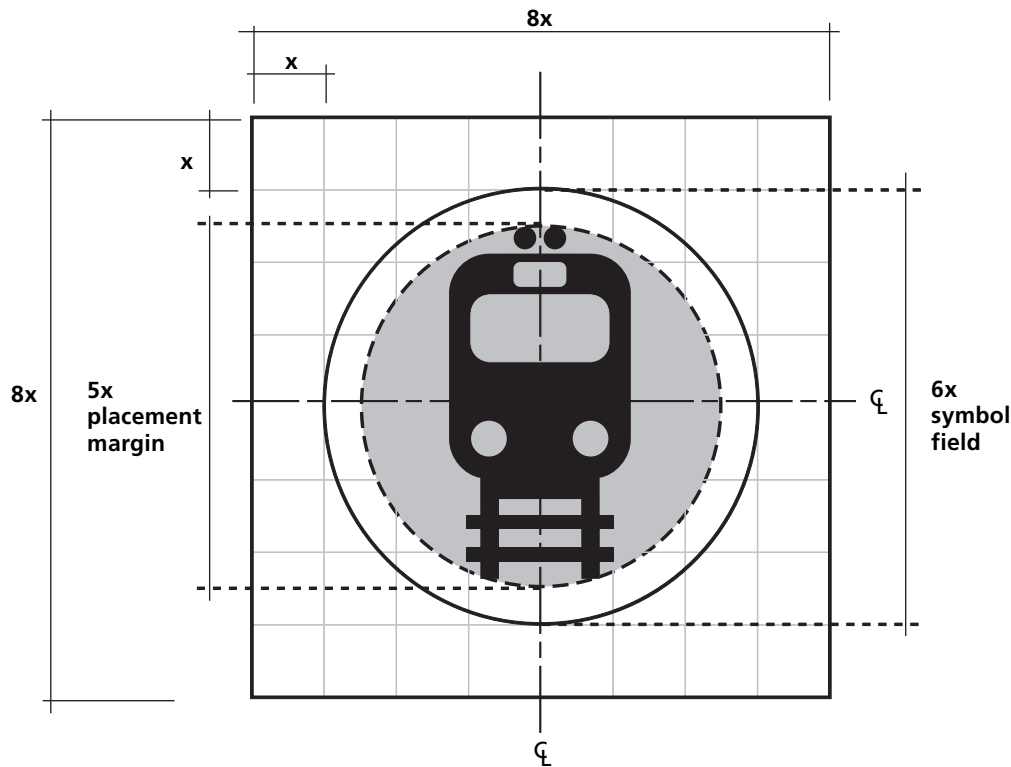
Symbols have been incorporated into the system as a supplementary communication tool.

Symbols used in this manual are based on the "System of Passenger/ Pedestrian Orientation Symbols" developed for the U.S. Department of Transportation by the American Institute of Graphic Arts and the Society of Environmental Graphic Design's symbols of accessibility.

In some cases, symbols have been modified to meet particular Amtrak needs. These new symbols are the exclusive property of Amtrak and the services they represent.

To continue the relationship between arrow, symbol and text, the symbol is always contained within a symbol field. The symbol field consists of a circle with a diameter equivalent to six (6) units* of the module.

The diagram on this page illustrates the placement of the symbol field within the module. The symbol is centered within the margin illustrated by the dotted line and is equivalent to five (5) units* of the module. For Amtrak symbols see pages 2.13-2.18.

*x=length of one unit
*x=width of one unit

8x=length of one module
8x=width of one module

The Frutiger 55 Roman typeface is the standard typeface for Amtrak sign text. It is easy to read and understand. Clear and recognizable, Frutiger 55 Roman meets DOTAS/SAD guidelines for both Raised and Visual Characters.

Frutiger is a sans serif type family designed in the humanistic style, making it compatible with both historical and contemporary station designs.

Frutiger 55 Roman is used on permanent and temporary signage for Amtrak facilities.

Frutiger 55 Roman is to be used on sign faces only when specified in the design intent drawings provided in this manual for each Sign Type.

The alphabet shown here is for reference only; it should not be used for reproduction or as final "artwork". No other Frutiger font (light, condensed, italic, etc.) should be substituted for Frutiger 55 Roman.

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

Frutiger 55 Roman (Frutiger 55) style

Character Spacing (Tracking)

Frutiger 55 Roman should never be letterspaced more tightly (negative) than "Track 0" or "Normal", and may require more open (positive) tracking to meet DOTAS/SAD character spacing guidelines for Raised Characters and for Visual Characters.

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

Frutiger 65 Bold (Frutiger 65) style

Character Spacing (Tracking)

Frutiger 65 Bold should never be letterspaced more tightly (negative) than "Track 0" or "Normal", and may require more open (positive) tracking to meet DOTAS/SAD character spacing guidelines for Raised Characters and for Visual Characters.

The Frutiger 65 Bold typeface is used on permanent and temporary signage for Amtrak facilities. Frutiger 65 Bold meets DOTAS/SAD guidelines for Visual Characters only and should not be used for Raised Characters.

Frutiger 65 Bold is to be used on sign faces only when specified in the design intent drawings provided in this manual for each Sign Type.

The alphabet shown here is for reference only; it should not be used for reproduction or as final "artwork". No other Frutiger font (light, condensed, italic, etc.) should be substituted for Frutiger 65 Bold.

Graphic Components

Text Module, Visual Characters

2.6

To continue the relationship between arrow, symbol and text, all text messages are placed on the module. Several factors must be considered in establishing the placement and size of text:

a. The size of the module

b. The length of the message

c. The specific Sign Type

One-line Message Signs

Text size refers to the size of **capital** letters (cap height) and is determined by the measure of four (4) units* within the module.

The text message hangs a distance of two (2) units* from the top of the module and is flushed left from a margin of one (1) unit* as illustrated here.

*x=length of one unit
*x=width of one unit

8x=length of one module
8x=width of one module

Comment

Use square capital letters such as E or I for cap height measurement, not round letters like C or O because round letters are designed to be larger than square letters for optical balance.

Text Module: One Line Message

(continued)

Two-line Message Signs

Text size refers to the size of **capital** letters (cap height) and is determined by the measure of two (2) units* within the module.

The text messages hang a distance of one (1) unit* from the top of the module and are flushed left from a margin of one (1) unit* as illustrated.

*x=length of one unit
*x=width of one unit

8x=length of one module
8x=width of one module

Three-line Message Signs

Text size refers to the size of **lower case** letters (x-height) and is determined by the measure of one (1) unit* within the module.

The messages hang a distance of one (1) unit* from the top of the module and are flushed left from a margin of one (1) unit* as illustrated.

*x=length of one unit
*x=width of one unit

8x=length of one module
8x=width of one module

Note that the cap height for Frutiger is 1.3686 times the x-height, for example the cap height for a 9/16" x-height is just over 3/4".

Text Module: Two Line Message

Text Module: Three Line Message

Signage identifying Permanent Rooms and Spaces, whose designation will not change, including platform city/state and curbside station entrance identifiers, must display Tactile Characters.

Raised Character messages must be all upper case letters with a capital letter height of at least 5/8", but not exceeding 2" and must be raised a minimum of 1/32" from the sign surface. The Frutiger 55 Roman typeface is used for all Raised Character messages within the Amtrak Graphic Signage System.

All Raised Character messages must be accompanied by their Grade 2 Braille equivalent. Braille words are to be capitalized per DOTAS/SAD 703.3.1. Considerable care must be taken to translate messages appropriately, and differentiate them from Grade 1 Braille. It is recommended that a Braille proofreader verify final artwork before sign fabrication.

Braille dots shall have a domed or rounded shape and shall comply with DOTAS/SAD Table and Figure 703.3.1 (see www.ada.gov.2010ADAstandards_index.htm).

*x=length of one unit
*x=width of one unit

**9x=length of one module
**9x=width of one module

Length of sign is variable

x

x   RAISED 1   3/8" min.

2x   RAISED 1   Raised Characters All Caps 5/8" min.

9x**   RAISED 2   Frutiger 55 Roman

2x   3/8" min.

Grade 2 Braille

x   3/8" min.

4'-0" min. (48") from floor

5'-0" min. (60") from floor

Raised Characters and Grade 2 Braille
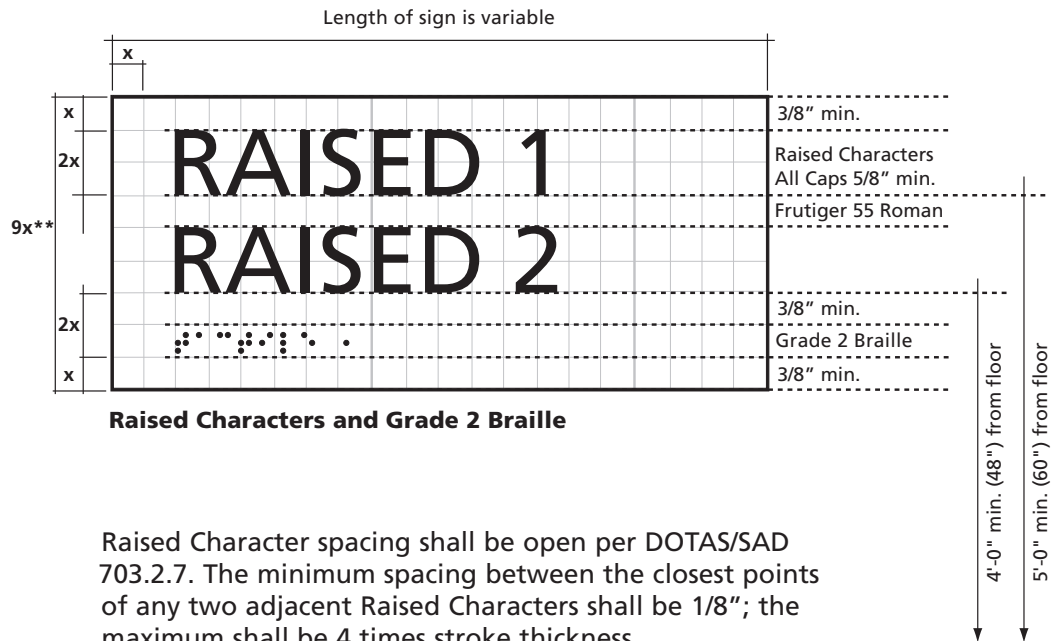
Raised Character spacing shall be open per DOTAS/SAD 703.2.7. The minimum spacing between the closest points of any two adjacent Raised Characters shall be 1/8"; the maximum shall be 4 times stroke thickness.

** 3" module height must be increased to 3 3/8" (9x) to conform to DOTAS/SAD Section 703.3.2. Other Amtrak module sizes do not require this height adjustment
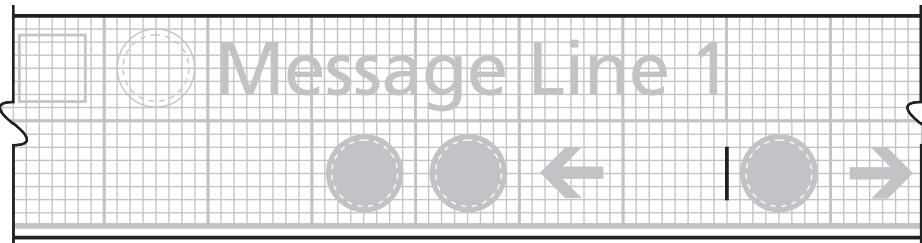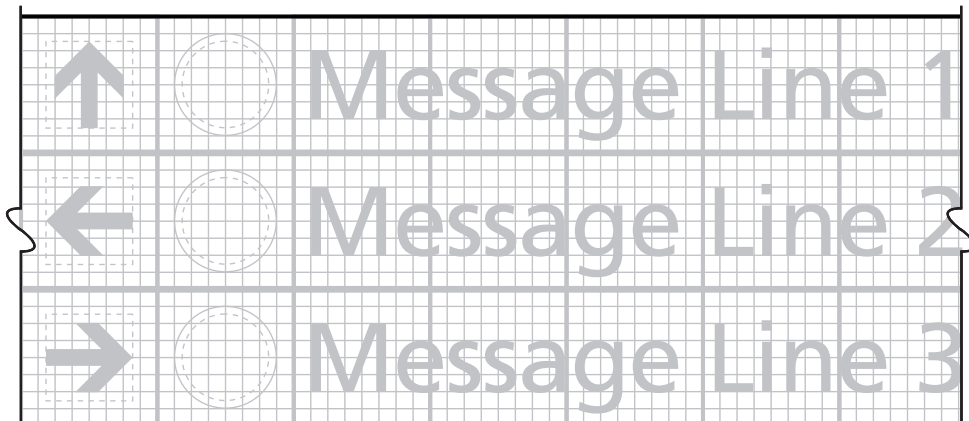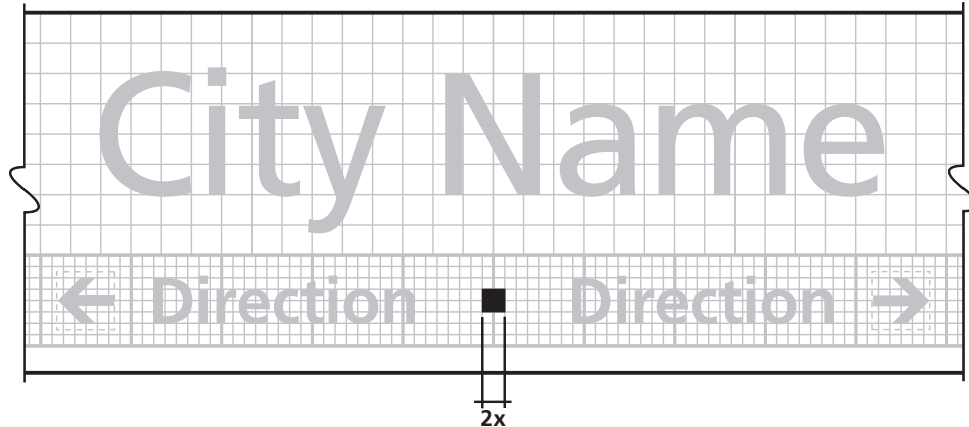
Divider Square

The divider square is a graphic component of A2 Sign Types (City Identifier with Direction Bar). It is used to separate opposing directions (indicated by the name of origin/destination cities) of the train at a given station stop. The size of the divider square is determined by the value of 2 units* (2x) of the given sign module.

Sign Module Divider Line

Divider lines are horizontal guides used on most Amtrak signs to differentiate between modules with changes in directional arrows.

The Sign Module Divider Line is always painted to contrast with the background color of the sign module it is positioned on, and is always 1/8" in thickness.

Preview Bar Divider Line

Divider lines used in Preview Bars are vertical guides used to separate Preview Symbols grouped by a common directional arrow. Preview Bar Divider lines are 1/4" thick, and are painted to match AMT Blue.

*x=length of one unit
*x=width of one unit

8x=length of one module
8x=width of one module

The following paint and color specifications have been provided to ensure consistency in color throughout the Amtrak Graphic Signage System.

Colors used for Amtrak signs have been specified to match Matthews Paint, which is specially formulated for the sign industry. For additional information on the Amtrak Paint System refer to page 11.1.

Vinyl material usage is discouraged unless specified on the design intent drawing for each Sign Type or for unique situations, such as overhead signs with changeable copy, subject to Amtrak Signage Brand Management approval.

Reference numbers for vinyl materials from various manufacturers have been included for closest color matching to paint colors.

The environmental regulations of some states require the use of Low Volatile Organic Compound (VOC) paints. To promote better air quality nationwide, Amtrak has adopted the use of low VOC paints for all its signage.

Satin AMT Blue*

Matthews Paint VOC#
SVOC1142SP

Avery® Ultimate Cast Opaque Film
Majestic Blue
UC 900-625-O

Arlon Calon® Series 2500 Translucent Vinyl Film
2051 Blue

* For other applications such as digital printing, use Pantone 302C for AMT Blue.

Satin Silver**

Matthews Paint VOC#
MP18073

3M™ Scotchcal™ Controltac™ Film
Light Silver Metallic
180C-220 (Opaque Vinyl)

** For other applications such as digital printing, use Pantone Premium Metallic Silver 10077C for Silver

Satin Scarlet Red***

Matthews Paint VOC#
SVOC1340SP

3M™ Scotchcal™ Controltac™ Film
Geranium 7725-63
(Opaque Vinyl)

3M™ Scotchcal™ Reflective Vinyl
Ruby Red 680-82

*** For other applications such as digital printing, use Pantone 485 for Scarlet Red.

Satin White

Matthews Paint VOC#
SV202SP

3M™ Scotchcal™ Electrocut™ Film
White 7725-10
(Opaque Vinyl)

3M™ Scotchcal™ Electrocut™ Film
Matte White 7725-20
(Opaque Matte Vinyl)

3M™ Scotchlite™ Reflective Vinyl
White 680-10

Satin Black

Matthews Paint VOC#
SV923SP

3M™ Scotchcal™ Electrocut™ Film
Black 7725-12
(Opaque Vinyl)

3M™ Scotchcal™ Electrocut™ Film
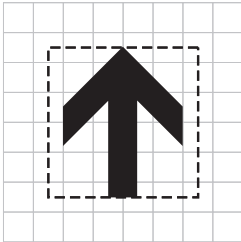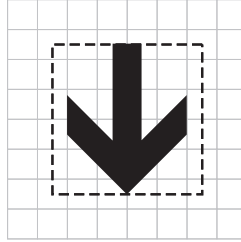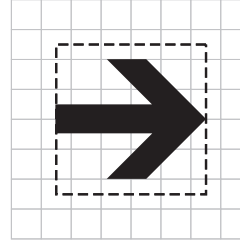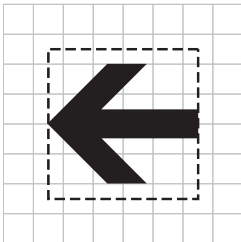Matte Black 7725-22
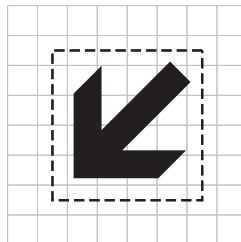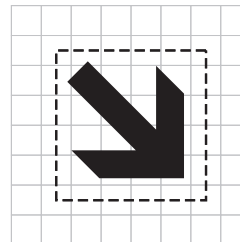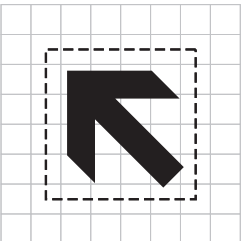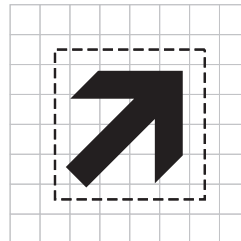(Opaque Matte Vinyl)

3M™ Scotchlite™ Reflective Vinyl
Black 680-85
(Reflects White)

Satin Clear Coat

Matthews Paint VOC#
281228

Comments

• Reflective vinyl films with prismatic or diamond-shaped patterns should not be used on Amtrak signs.

• Ultraviolet radiation tends to bleach the color from signs exposed to the sun.

The arrow must be used consistently throughout all sign applications. It provides information regarding direction.

The various positions for possible use of the arrow are illustrated on this page.

Note that the use of the "U-Turn" arrow is prohibited on Amtrak signage.

Up and/or Straight Ahead

Down

To the Right

To the Left

Down to the Left

Down to the Right

Up to the Left

Up to the Right

The Amtrak corporate brand is symbolic of the promise that Amtrak makes as an organization to its passengers, stakeholders, opinion leaders and employees. It is a manifestation of all of the different aspects that come together to create the "Amtrak Experience".

Signs that incorporate the use of the Amtrak Travelmark are to be displayed according to these standards. For authorized artwork and guidelines for the corporate brand contact BrandManagment@amtrak.com.

The brand identity signature features a Travelmark whose shape, convergent lines, and suggestion of movement capture the excitement of the travel experience, also reflecting the company's growing strength and reliability. The custom designed Amtrak lettering represents a corporation that puts safety, comfort and enjoyment of every passenger first. Applied consistently, the Amtrak brand signature will stand for the Amtrak role in the travel marketplace. The horizontal format (1a) is preferred for signage.

Amtrak is a registered service mark of the National Railroad Passenger Corporation. For permanent signage the ® symbol is omitted for the Travelmark except when used on a co-branded sign.

1a) Amtrak® Travelmark (Horizontal Format)

1b) Amtrak® Travelmark (Vertical Format)
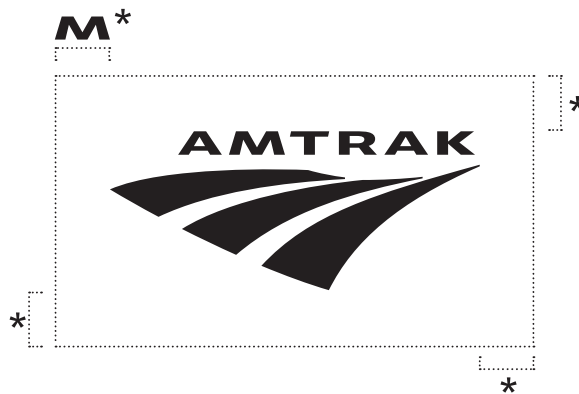
* Indicates Exclusion Zone, which is the width of Amtrak logo "M". The Exclusion Zone defines the minimum margins around the logo.

2) *Acela Express®*

3) Amtrak® Metropolitan Lounge®

4) Amtrak® Express Shipping

Amtrak Express

5) Amtrak® Thruway Bus

The Corporation owns other registered marks including Amtrak's Metropolitan Lounge®, *Auto Train®*, Amtrak® Express, Superliner®, Amfleet®, *Acela Express®*, etc. While these marks are accompanied with the ® designation in print applications, the ® is not included on signage.

These symbols refer to unique services provided by Amtrak. In some cases they incorporate the corporate name, logotype, symbol or corporate colors.

Symbols have been numbered to assist in the ordering process.

Graphic Components

Passenger Services Symbols

2.14

These symbols refer to services provided within stations available to Amtrak customers. They identify services such as the purchase of tickets and assist in passenger and baggage processing.

Symbols have been numbered to assist in the ordering process.

6) Tickets

7) Baggage Check-in

8) Tickets and Baggage Check-in

9) Waiting Area

10) Customer Services

11) Information

12) Baggage Claim

14) Baggage Storage

15) Lockers

16) Parcel Check

17) Luggage Carts

18) Buses

19) Taxis

20) Rideshare

21) Buses and Taxis

22) Trains

23) Car Rental

24) Passenger Drop-off

25) Passenger Pick-up

26) Passenger Drop-off and Pick-up

These symbols identify services available for the comfort of the general public. They appear on signs within station environments and refer to station services generally not specific to train travel.

*Public Services symbols displayed without accompanying text.

**Accessible restrooms shall be identified with the international symbol of accessibility when required. For additional information refer to Chapter 3.0.

Symbols have been numbered to assist in the ordering process.

27) Telephone(s)

28) Restaurant

29) Water Fountain

30) Lost & Found

31) Shops

32) ATM*

33) Vending

34) Restrooms or Unisex Restroom**

35) Women**

36) Men**

37) Family Restroom

38) Diaper Changing Facility

39) Nursing Facility

40) Escalator(s)

41) Escalator (Up)

42) Escalator (Down)
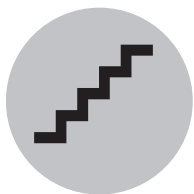
43) Stairs

44) Stairs (Up)
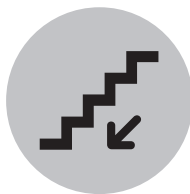
45) Stairs (Down)

46) Non-Accessible Elevator

These symbols appear on signs that are mandatory in station environments. Regulatory symbols display rules-of-order for conduct or prohibited activity as stated by local regulations, building owners or other authorities. They exist mainly to warn and protect people against danger. They are also used on signs informing people of procedures such as traffic control and exits. Regulatory symbols also provide information about procedures in the event of emergencies such as fire.

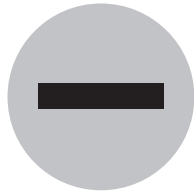**Symbols have been numbered to assist in the ordering process.**

47) Parking

48) No Parking

49) Bicycle Parking

50) Caution Notice

51) Do Not Enter

52) Exit

53) Smoking Area

54) Smoke-free Area

55) Fire Extinguisher

56) In the Event of Fire Use Stairs

57) No Skateboarding

58) No Rollerblading

59) No Bicycling

These symbols display services available to people with disabilities. They appear on signs that direct or identify special services within station environments.

Symbols have been numbered to assist in the ordering process.

60) Symbol of Accessibility

61) Text Telephone (TTY)

62) Adjustable Volume Telephone

63) Assistive Listening

64) Accessible Elevator(s)

The Preview Bar is a communication device used in directional signs to display in pictorial form only, the general direction of the services most frequently asked about.

Preview symbols are easily-recognized symbols (painted to match AMT Blue) used to direct towards upcoming services without accompanying text.

The Amtrak-selected Preview Bar symbols (easily-recognized symbols) to be used within the Preview Bar are shown here. It is recommended that Preview Bar symbols be kept to a maximum of three (3) within the Preview Bar.

In instances where other transportation carriers share facilities with Amtrak, the logo of the transportation agency may be included in Preview Bar.

*Symbols displayed without accompanying text when placed within the Preview Bar.

Symbols have been numbered to assist in the ordering process.

5) Amtrak Thruway Bus*

11) Information*

18) Buses*

19) Taxis*

21) Buses and Taxis*

22) Trains*

27) Telephone(s)*

34) Restroom(s)*

35) Women*

36) Men*

60) Symbol of Accessibility*

Co-branding Opportunities

In instances where other carriers share facilities and services with Amtrak, co-branding opportunities for intermodal connections are created.

In Amtrak owned or operated facilities the Amtrak brand should be more prominent than other carriers and should be at the top and/or the left of the sign layout.

In facilities owned or operated by others, the Amtrak logo should be in proportion to the logos of the other carriers and should be at the bottom or the right of the sign layout.

Co-branding at Amtrak Facility

Co-branding at Another Carrier's Facility

Co-branding at Another Carrier's Facility

The Americans with Disabilities Act

The Americans with Disabilities Act (ADA) was signed into law on July 26, 1990. This civil rights legislation provides equal access and opportunities to all Americans with disabilities.

The ADA's Title II regulations apply to state and local governments, the Title III regulations apply to public accommodations and commercial facilities, and the ADA design guidelines apply to the built environment. The original final rules and design guidelines were published in the Federal Register of July 26, 1991.

Revised rules and guidelines were published in the Federal Register on September 15, 2010. These revised standards were adopted by the US Department of Justice (DOJ), effective March 15, 2011 with conformance required starting on March 15, 2012.

The US Department of Transportation (DOT) adopted the revised rules and guidelines, effective November 29, 2006. The DOT Accessibility Standards (DOTAS) were based on updated guidelines issued by the US Access Board as published in the Federal Register July 23, 2004 and amended August 5, 2005, with the exception of minor DOT modifications. The revised DOJ and DOT standards regarding signage are the same, but were adopted earlier by the DOT. Both DOJ and DOT standards are available at www.access-board.gov.

The DOJ's 2010 ADA Standards for Accessible Design (SAD) update access requirements for a wide range of facilities in the public and private sectors covered by the law. Revisions have been made so that the guidelines continue to meet the needs of people with disabilities and keep pace with technological innovations. The standards also feature a new format and organization and have been extensively edited for greater clarity.

The ADA mandates that places of work and play be inclusive to all and that spaces be made accessible to all Americans with disabilities.

A graphic overview of the ADA requirements has been included in this chapter to illustrate the application of these requirements. It is important to remember that design and construction requirements are only a small part of the ADA.

Technical assistance concerning the 2010 ADA Standards for Accessible Design (SAD) is available at the DOJ's toll-free ADA Information Line at: 800-514-0301 (Voice) or 800-514-0383 (TTY). Publications and technical assistance materials can be viewed and downloaded at www.ada.gov/ta-pubs-pg2.htm.

The Americans with Disabilities Act (ADA)

ADA Highlights

3.2

The following pages highlight important points addressed by the current Department of Transportation Accessibility Standards (DOTAS) and the ADA Standards for Accessible Design (SAD) regarding signage. The current guidelines are available at www.ada.gov.

These highlights serve as a reference and explain how the Amtrak Graphic Signage System conforms with the current regulations. The actual ADA standards, as well as state and local codes, should always be consulted in addition to these highlights.

State and local codes, such as California Title 24, may have more stringent requirements than the minimum requirements of the ADA guidelines.

Sections of the new guidelines applicable to signage include:

- 216 (Signs-Scoping)
- 218 (Transportation Facilities-Scoping)
- 307 (Protruding Objects)
- 407 (Elevators)
- 502.6 (Parking Spaces-Identification)
- 703 (Signs)
- 810 (Transportation Facilities)
- The new standards include substantive changes to these sections, particularly 216 and 703.

Local Building Codes and ADA

Many state and local building codes, including Title 24—the California State Building Code—contain requirements pertaining to accessibility. In some cases, the accessibility requirements of these state and local codes may exceed those of the ADA. It is recommended that all state and local codes be consulted so signs conform with such codes as well as with the ADA. It is also recommended that state and local code enforcement officials be contracted for up to date information on coordination of the ADA with state and local codes.

Technical Requirements

The following requirements conform with the current Department of Transportation Accessibility Standards (DOTAS) as published in 2004, amended in 2005, and adopted by the US Department of Transportation in 2006. These standards were implemented by the US Department of Justice in 2010. The current standards make a notable distinction between Tactile (Raised Characters and Braille) and Visual Characters, as explained in DOTAS/SAD 703.1. Scoping section 216 also provides important information on the applicability of the technical requirements of DOTAS/SAD section 703.

Raised Character Requirements (DOTAS/SAD 703.2)

- Raised Character messages are required for Permanent Room Identifiers. These messages shall appear exclusively in upper case letters in Frutiger 55 Roman. Raised Characters shall be 1/32" minimum above their background.

- Frutiger 55 Roman complies with the character and stroke width parameters required for Raised Characters by DOTAS/SAD: The characters are sans serif, the character width of the uppercase "O" is within 55 percent minimum and 110 percent maximum of the height of the uppercase "I", and the stroke thickness of the uppercase "I" is within 15 percent maximum of the character height.

- Raised Characters shall not be italic, oblique, script, highly decorative, or of other unusual forms. Raised Character height measured vertically from the baseline of the character shall be 5/8" minimum and 2" maximum based on the height of the uppercase letter "I".

- Raised Character spacing shall be measured according to guidelines established in DOTAS/SAD 703.2.7. The minimum spacing between the closest points of any two adjacent Raised Characters shall be 1/8"; the maximum shall be 4 times stroke thickness.

- Spacing between the baselines of separate lines of Raised Characters within a message shall be 135 percent minimum and 170 percent maximum of the Raised Character height.

- Raised Characters should not have sharp or abrasive edges.

Braille Requirements (DOTAS/SAD 703.3)

- Raised Character messages shall be accompanied by Grade 2 Braille message equivalents. Braille dots shall have a domed or rounded shape and shall comply with DOTAS/SAD Table 703.3.1.

- For Braille dimensions and capitalization, refer to text of DOTAS/SAD section 703.3.1, and to Table 703.3.1 and Figure 703.3.1.

- Braille shall be positioned below the corresponding Raised Character text. If text is multi-lined, Braille shall be placed below the entire text. Braille shall be separated 3/8" minimum from any other Tactile Characters and 3/8" minimum from raised borders and decorative elements.

3.4

Height to Finish Floor or Ground From Baseline of Character	Horizontal Viewing Distance	Minimum Character Height
40 inches (1015 mm) to less than or equal to 70 inches (1780 mm)	less than 72 inches (1830 mm)	5/8 inch (16 mm)
	72 inches (1830 mm) and greater	5/8 inch (16 mm), plus 1/8 inch (3.2 mm) per foot (305 mm) of viewing distance above 72 inches (1830 mm)
Greater than 70 inches (1780 mm) to less than or equal to 120 inches (3050 mm)	less than 180 inches (4570 mm)	2 inches (51 mm)
	180 inches (4570 mm) and greater	2 inches (51 mm), plus 1/8 inch (3.2 mm) per foot (305 mm) of viewing distance above 180 inches (4570 mm)
Greater than 120 inches (3050 mm)	less than 21 feet (6400 mm)	3 inches (75 mm)
	21 feet (6400 mm) and greater	3 inches (75 mm), plus 1/8 inch (3.2 mm) per foot (305 mm) of viewing distance above 21 feet (6400 mm)

DOTAS/SAD Table 703.5.5 Visual Character Height

Visual Characters | Sizes
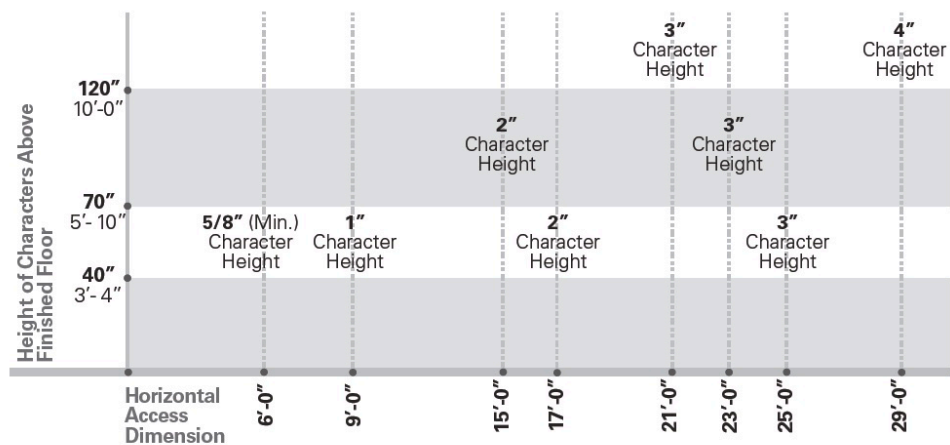
SEGD Interior Visual Character Size Chart Based on DOTAS/SAD Table 703.5.5 (Courtesy of SEGD.org)

Visual Character Requirements (DOTAS/SAD 703.5, per DOTAS/SAD scoping section 216.3, these requirements apply to interior signs)

- Frutiger 55 Roman and Frutiger 65 Bold typefaces shall be used on all Amtrak signs with Visual Characters. The selected typefaces conform with the character and stroke width parameters required for Visual Characters by DOTAS/SAD: The character width of the uppercase "O"s are within 55 percent minimum and 110 percent maximum of the height of the uppercase "I"s, and the stroke thickness of the uppercase "I"s are within 10 percent minimum and 30 percent maximum of the character height.

- Visual Characters shall be uppercase or lowercase or a combination of both. Visual Characters shall be conventional in form. Visual Characters shall not be italic, oblique, script, highly decorative, or of other unusual forms.

- Minimum required Visual Character height of primary interior directional, informational, and destination messages varies, based on mounting height and viewing distance, and shall conform with minimum character heights indicated in DOTAS/SAD Table 703.5.5 on page 3.4.

- Visual Character spacing between individual characters shall be 10 percent minimum and 35 percent maximum of character height.

- Spacing between the baselines of separate lines of Visual Characters within a message shall be 135 percent minimum and 170 percent maximum of the Visual Character height.

Pictograms or Symbols (DOTAS/SAD 703.6)

- Where Pictograms are provided as designations of permanent interior rooms and spaces (Permanent Room Identifiers), the Pictogram shall have a minimum field height of 6" and shall be accompanied by a Tactile (Raised Characters and Braille) text descriptor directly below the Pictogram field, but not within the Pictogram field.

- Per scoping section Advisory 216.2, Pictograms that are used to provide information about a room or space, such as "No Smoking" and the International Symbol of Accessibility, are not required to have text descriptors.

Comments

Characters can perform as both Raised Characters and Visual Characters provided they meet the more stringent requirements of each.

- Per California Title 24, men's restrooms shall be identified by an equilateral triangle 1/4" thick with edges 12" long and a vertex pointing upward. Women's restrooms shall be identified by a circle 1/4" thick and 12" in diameter. Unisex restrooms shall be identified by a 1/4" thick equilateral triangle superimposed over a 1/4" thick 12" diameter circle.

Finish and Contrast

- Visual Characters, Pictograms, and backgrounds shall have a non-glare finish.

- Visual Characters and Pictograms shall contrast with their field, with either a light figure on a dark field or a dark figure on a light field.

Sign Mounting

- In circulation paths, signs mounted within 27" from the floor to 80" from the floor shall not protrude more than 4" from the wall surface or 12" from freestanding posts or pylons.

- The lowest edge of freestanding signs spanning two (2) posts greater than 12" apart shall be 27" maximum or 20" minimum above the floor or ground.

- Large interior and exterior Visual Character signs projected or suspended overhead shall be mounted at a minimum clearance of 80" from floor to bottom of sign. Interior Visual Character sign mounting heights in this manual are based on DOTAS/SAD Table 703.5.5 on page 3.4.

- In interior environments, baselines of Visual Characters shall be 40" minimum above finish floor or ground surface. Refer to DOTAS/SAD Table 703.5.5 and SEGD chart on page 3.4 for guidelines on interior Visual Character character heights based on mounting height and viewing distance.

- For Permanent Room Identifiers and other Tactile Character signs, Tactile Characters shall be located 48" minimum above the finish floor or ground surface, measured from the baseline of the lowest Tactile Character, and 60" maximum above finish floor or ground surface, measured from the baseline of the highest Tactile Character. Note that Tactile Characters include both Raised Characters and their accompanying Grade 2 Braille. Tactile Character sign mounting heights in this manual are per DOTAS/SAD Section 703.4.1.

- Where a Permanent Room Identifier is provided at a door, the sign shall be located alongside the door at the latch side. Where a Permanent Room Identifier is provided at double doors with one active leaf, the sign shall be located on the inactive leaf.

- Where a Permanent Room Identifier is provided at double doors with two active leafs, the sign shall be located to the right of the right-hand door. Where there is no wall space at the latch side of a single door or at the right side of double doors, Permanent Room Identifiers shall be located on the nearest adjacent wall.

- Permanent Room Identifiers at doors shall be located so that a clear floor space of 18" minimum by 18", centered on the Tactile Characters, is provided beyond the arc of any door swing between the closed position and 45 degree open position. See page 3.9.

Public Services

- Text Telephones (TTY), Volume Control Telephones and Assistive Listening Systems shall be designated with a sign and shall be identified by the corresponding symbol. Directional signage indicating the location of available Text Telephones is required at banks of telephones where these services are not provided.

- If all entrances to a facility are not accessible, accessible entrances shall be identified with the International Symbol of Accessibility. Directional signs that indicate the nearest accessible entrance shall be provided at all non-accessible entrances. Similar guidelines apply to restroom facilities.

- Signs identifying accessible parking shall include the International Symbol of Accessibility and shall not be obscured by parked vehicles. Signs identifying van accessible spaces shall contain the designation "Van Accessible". See page 3.10 for accessible parking sign mounting heights.

- Permanent interior signs providing information about or direction to services and areas within a facility shall comply with DOTAS/SAD 703.5. Per the exceptions in scoping section 216.1, building directories, occupant names, company names and logos, building addresses, and signs considered temporary are exempt.

Diagram Reference Numbers:

Visual Character Requirements

1) Frutiger typeface with variable capital letter height and upper and lower case letters. Refer to DOTAS/SAD interior Visual Character table 703.5.5 on page 3.4.

**Raised Character and Braille Requirements**

2) Permanent Room Identifier with 1/32" Raised Characters in all upper case and Grade 2 Braille.

Pictograms or Symbol

3) Permanent Room Identifier with Pictogram in 6" high field and text descriptor with 1/32" Raised Characters in all uppercase and Grade 2 Braille below pictogram field.

4) California Title 24: Example of restroom identifier with 1/4" thick equilateral triangle (Men) superimposed over 1/4" thick 12" diameter circle (Women).

Finish and Contrast

5) Amtrak Signs painted to match AMT Blue, Silver and White provide the necessary contrast required for readability. Paint and clear coat finishes have been specified as satin or eggshell (non-glare).

← 🧳 Tickets & Baggage Check-in

↑ 🚆 Trains

① ⑤

⑦

8'-0" recommended

6'-8" min. (80") / 9'-0" max.
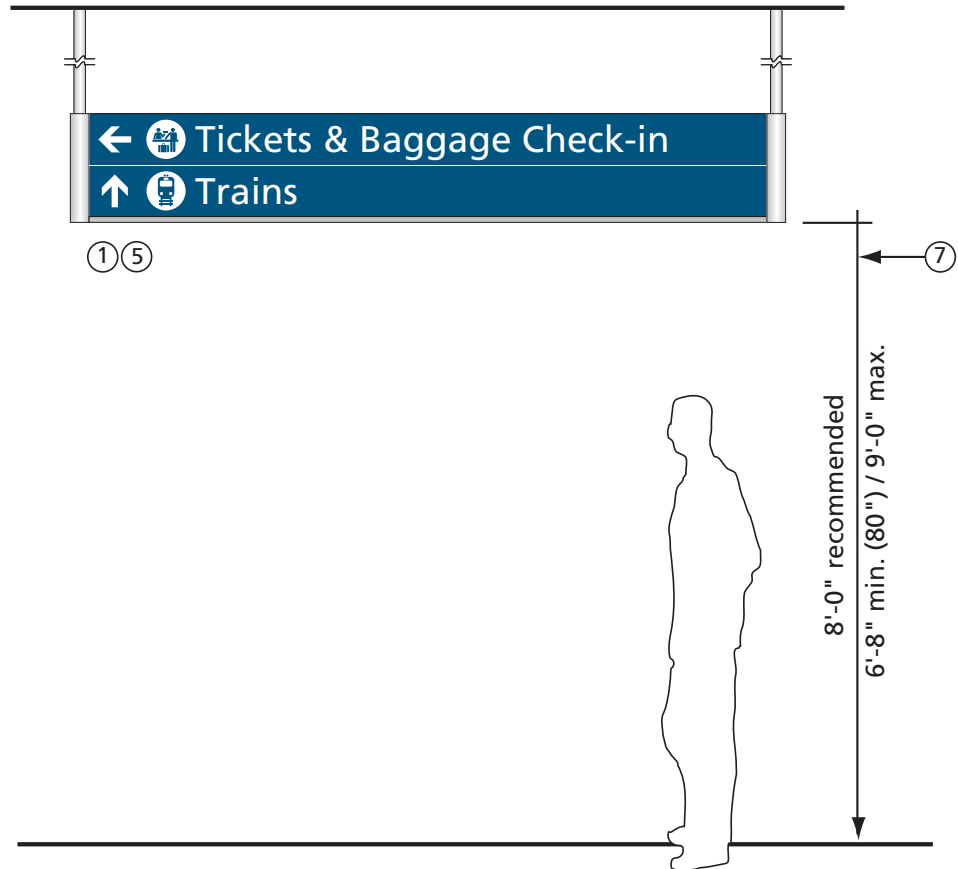
(continued)

Sign Mounting

6) Amtrak signs mounted between 27" and 80" above the floor shall not protrude more than 4" from walls or 12" from posts.

7) Projected or suspended signs are mounted 80" minimum above the floor.

8) Permanent Room Identifiers shall be located 48" minimum above the finish floor or ground surface, measured from the baseline of the lowest Tactile Character and 60" maximum above finish floor or ground surface, measured from baseline of the highest Tactile Character, and shall be placed at the latch side of door.

9) Permanent Room Identifiers shall be located so that a clear floor space of 18" minimum by 18" minimum, centered on Tactile Characters, is provided beyond the arc of any door swing between the closed position and the 45 degree open position.

Plan View
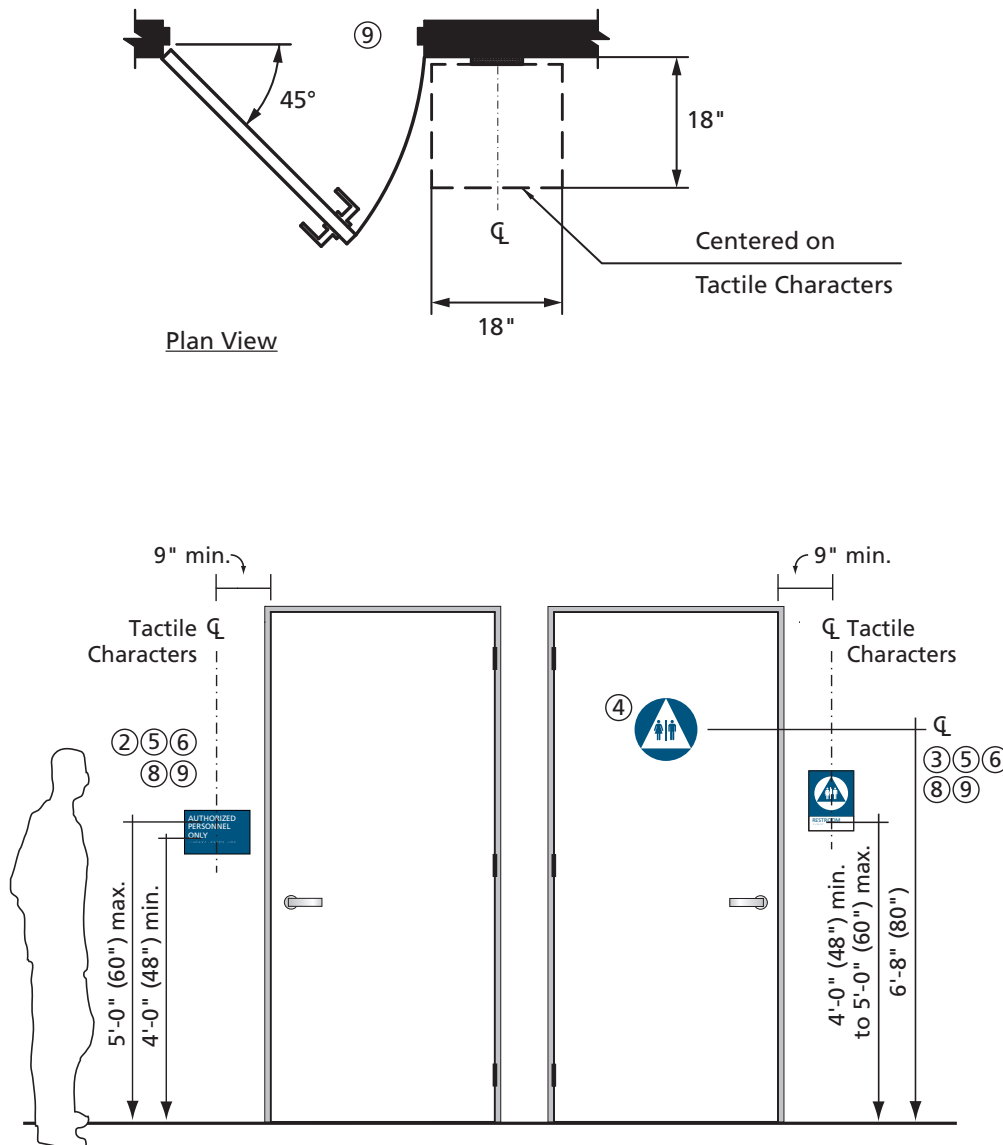
(continued)

Public Services

10) Text Telephones, Volume Control Telephones and Assistive Listening Systems are to be identified with signage including the corresponding symbols.

11) If all entrances to a facility are not accessible, accessible entrances shall be identified with the International Symbol of Accessibility. Directional signs that indicate the nearest accessible entrance shall be provided at all non-accessible entrances. Similar guidelines apply to restroom facilities.

⑩ **Text Telephone (TTY)**

⑩ **Adjustable Volume Telephone**

⑩ **Assistive Listening**

⑪ ⑫ **Symbol of Accessibility**

5'-0" minimum for visibility

⑤ ⑪

Sign Type B15a

(continued)
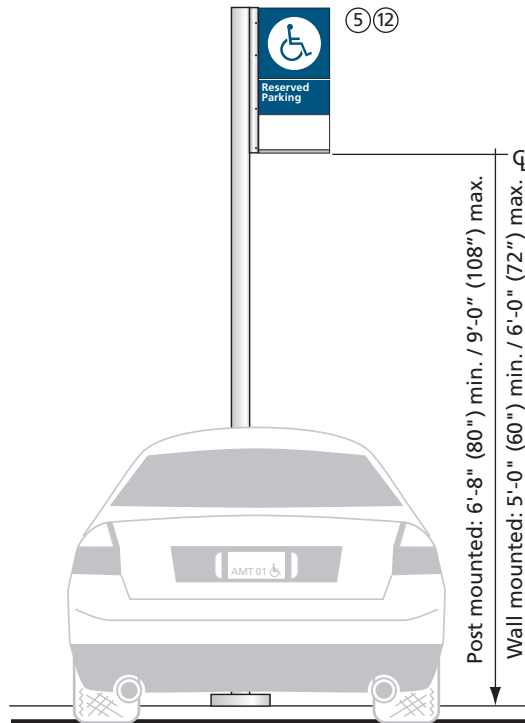
12) Accessible parking spaces shall be identified with the International Symbol of Accessibility. Local jurisdictions may mandate mounting height, use of verbiage and graphic style different from Amtrak standards for accessible parking signage.

Reserved Parking

⑤ ⑫

AMT 01

Post mounted: 6'-8" (80") min. / 9'-0" (108") max.

Wall mounted: 5'-0" (60") min. / 6'-0" (72") max.

(continued)

Barriers

13) When the bottom of the sign panel is mounted between 27" and 80" above the floor, a "cane detection rod" is used on post mounted signs within circulation paths for early detection and safety.

Signs for the Amtrak Signage System have been categorized into five groups.

"A" Sign Types represent Platform Signs.
"B" Sign Types represent Interior Signs.
"C" Sign Types represent Exterior Signs.
"D" Sign Types represent Regulatory Signs.
"E" Sign Types represent Electronic Signs.
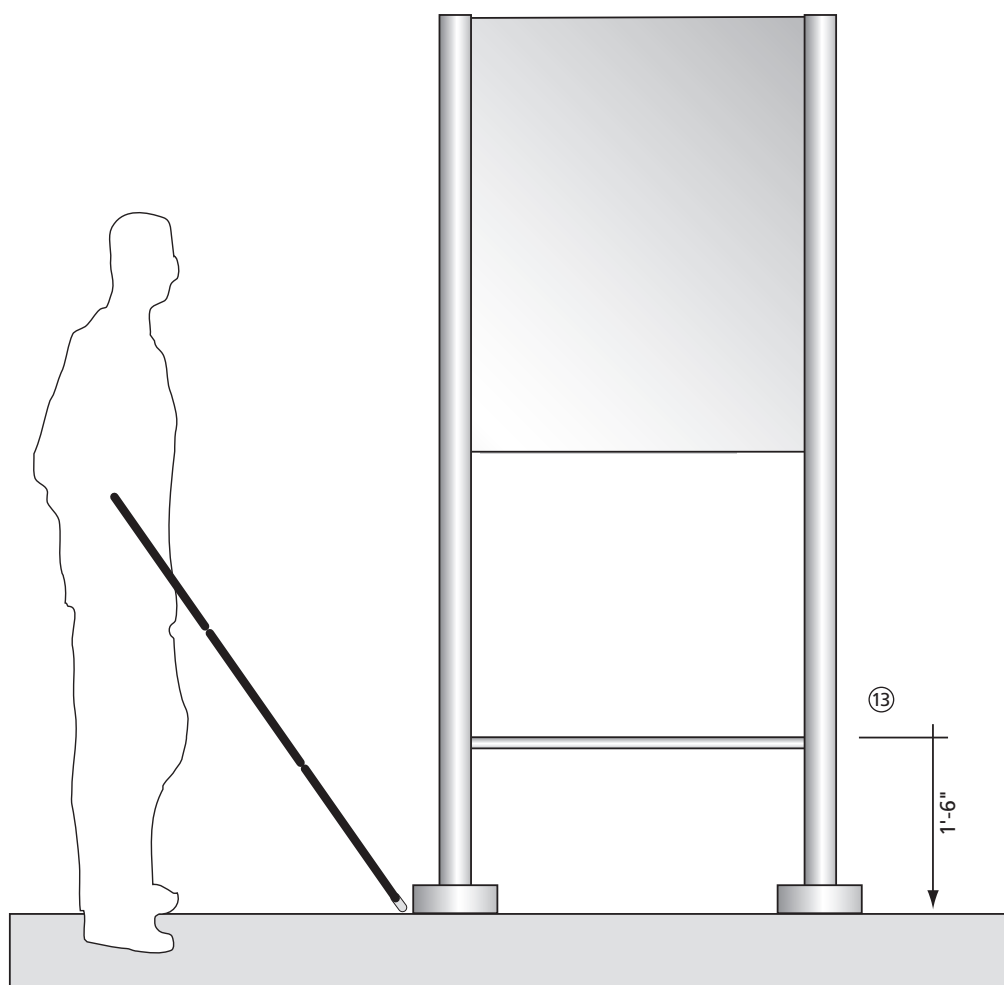
This chapter includes a comprehensive review of all static Platform Signage (**A Sign Types**) within the Amtrak Signage System. Platforms are open air, non climate-controlled exterior environments. For electronic signs found on platforms, refer to Chapter 8.0 Electronic Signage.

A sign overview, elevations of typical mounting options, sign size and layout and a design intent drawing is included for each Sign Type. Note that not every mounting option is shown. "**A**" refers to signs found on station platforms. Numeric codes (**1, 2, 3, etc.**), following the location prefix "**A**" help organize and codify all Sign Types within this category. Sign Types are listed first by their name and are followed by their identifying letter and number. For example: **Branded City/State Identifier, A1 Sign Type.**

For additional important information regarding Platform Signs, consult Chapters 1.0, 2.0, 3.0, 9.0, 10.0, and 11.0.

These signs are to conform with applicable codes and regulations, including the Department of Transportation Accessibility Standards (DOTAS), and are to be coordinated with the appropriate disciplines.

Platform Signage

**Branded City/State Identifier
A1a Sign Type**

4.2

Sign Overview

A1a Branded City/State Identifiers are used to establish an Amtrak brand presence at station platforms.

A1a Branded City/State Identifiers

A1a City/State Identifiers display the Amtrak logo in a branded Logo Curve field and are used at Category 3 and 4 terminating stations or stations with single side platforms to display the city name and two letter state designation of a station stop.

A1a Sign Type, Side A

A1a Sign Type, Side B (graphics optional, see page 4.5)

A1a Sign Type Typical High Level Platform

1'-6" *

7'-6" min. from top of rail (90")
Verify clearance dimensions on site

A1a Sign Type Typical Low Level Platform

7'-6" min. from top of rail (90")
Verify clearance dimensions on site

* A 1 1/4" diameter aluminum "cane detection rod" shall be placed 18" above top of platform in conditions where post and panel mounting occurs within circulation paths and clearance to bottom of sign panel is less than 6'-8" (80") above grade.

Mounting Options

The following Mounting Options provide guidelines for the placement of branded City/State Identifiers.

Mounting options

1) Post and panel (low profile)*

2) Wall mounted

3) Railing mounted

4) Post and panel (high profile)*

5) Suspended

Comments

• May be single or double-sided.

• Typically placed parallel to track.

• May be placed perpendicular to track at station end walls.

• Placed 85'+/- apart at the midpoint of Location Markers.

• Signs must be within sight lines of seated and standing passengers on both sides of rail car.

• Physical and operational conditions vary with each site.

• **Sign clearance dimensions to be used as a guideline only. Final mounting clearances are based on site conditions and are to be verified with Amtrak personnel before sign installation.**

Sign Size and Layout

Branded City/State Identifiers have a customized layout.

Graphic Components

Logo Curve
3'-0" x 1'-0" High

City/State Name
Text Size: 5" Cap Height

Comments

- Mounting grippers for suspended and post and panel signs only.

- For layouts and consultation on application of SAD/DOTAS technical requirements, contact Amtrak Signage Brand Management.

A1a Sign Type, Side A

A1a Sign Type, Side B (graphics optional, see page 4.5)
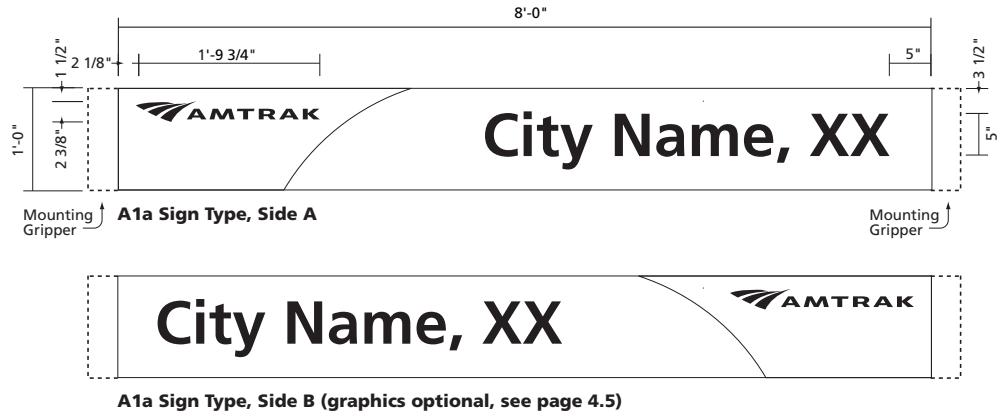
Finishes

1) Amtrak logo painted White*
2) Logo Curve painted AMT Blue*
3) Background field painted Silver*
4) Frutiger 65 Bold text painted AMT Blue*
5) 3 1/2" diameter round post painted Silver* (suspended similar)
6) 9 1/2" diameter round base cover painted Silver*
7) 1/4" thick aluminum panel for wall mounted sign, 1" deep aluminum panel box for other mounting option; entire sign clear coated*

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.
- AMT Blue
  Satin VOC# SVOC1142SP
- Silver
  Satin VOC# MP18073
- White
  Satin VOC# SV202SP
- Clear Coat
  VOC Satin Clear #281228

For fabrication and installation information refer to Chapter 11.0.

Comments

- A 10" diameter x 3" high concrete shoe is needed below post base covers in paved installations at stations with winter weather. Adjust overall sign height per ADA and heights on page 4.3.
- Paint all exposed edges of sign Silver.
- Paint back of sign AMT Blue if there are no graphics on back of sign.

City Name, XX
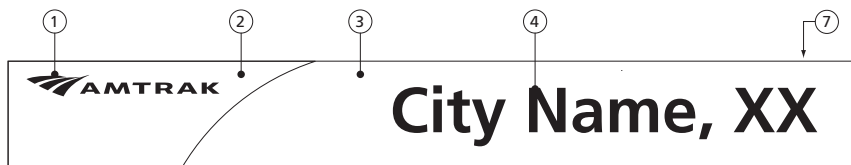
A1a Sign Type, Side A, Wall Mounted
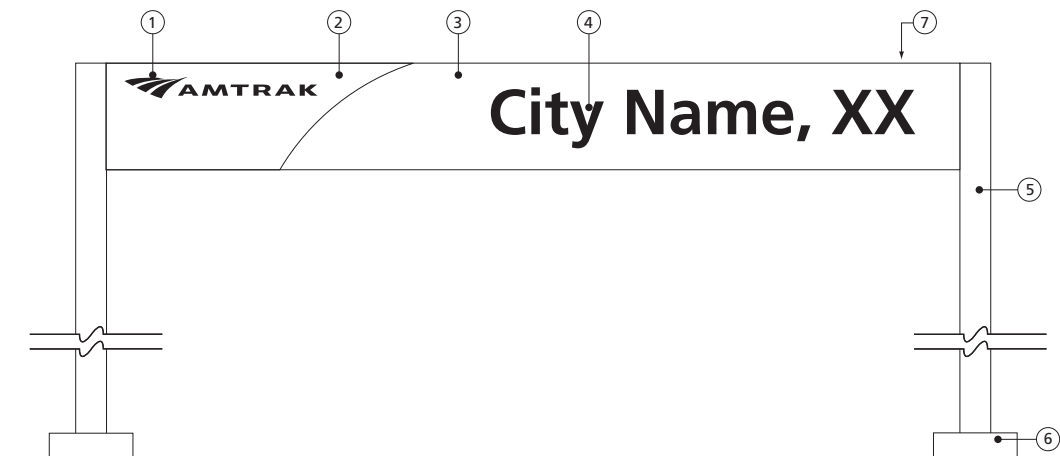
City Name, XX

A1a Sign Type, Side A, Post and Panel

Sign Overview

A1b Branded City/State and Station Identifiers are used to establish an Amtrak brand presence at station platforms and at curbside.

A1b Branded City/ State and Station Identifiers

A1b City/Station and Station Identifiers display the Amtrak logo in a branded Logo Curve field and are used at Category 3 and 4 terminating stations or stations with single side platforms fronting curbside parking lots. Side A, which faces the platform, displays the city name and two letter state designation of a station stop. Side B, which faces curbside, displays the city name and the word "Station".

A1b Sign Type, Side A (Facing Platform)

A1b Sign Type, Side B (Facing Curbside)

Platform Signage

**Branded City/
State and Station
Identifier
A1b Sign Type**

Mounting Options

The following Mounting Options provide guidelines for the placement of branded City/State and Station Identifiers.

Mounting options

1) Post and panel (low profile)*

2) Railing mounted

3) Post and panel (high profile)*

4) Suspended

Comments

- Double-sided only, with different messages facing platform and curbside.

- Placed parallel to track.

- Placed 85'+/- apart at the midpoint of Location Markers.

- Physical and operational conditions vary with each site.

- **Sign clearance dimensions to be used as a guideline only. Final mounting clearances are based on site conditions and to be verified with Amtrak personnel before sign installation.**

① ②

1'-6" *

7'-6" min. from top of rail (90")
Verify clearance dimensions on site

A1b Sign Type Typical High Level Platform

③* ④

7'-6" min. from top of rail (90")
Verify clearance dimensions on site

A1b Sign Type Typical Low Level Platform

* A 1 1/4" diameter aluminum "cane detection rod" shall be placed 18" above top of platform in conditions where post and panel mounting occurs within circulation paths and clearance to bottom of sign panel is less than 6'-8" (80") above grade.

Platform Signage
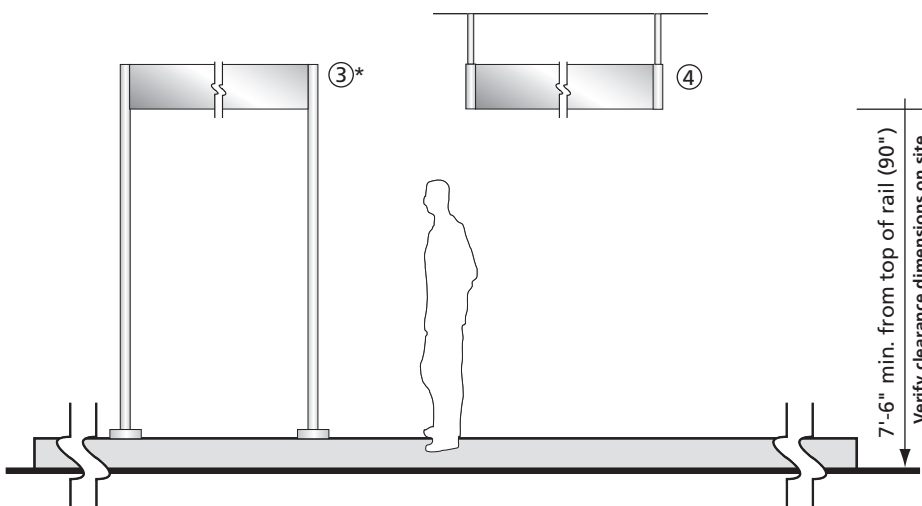
**Branded City/
State and Station
Identifier
A1b Sign Type**

4.8

Sign Size and Layout

Branded City/State and
Station Identifiers a have
customized layout.

Graphic Components

Logo Curve
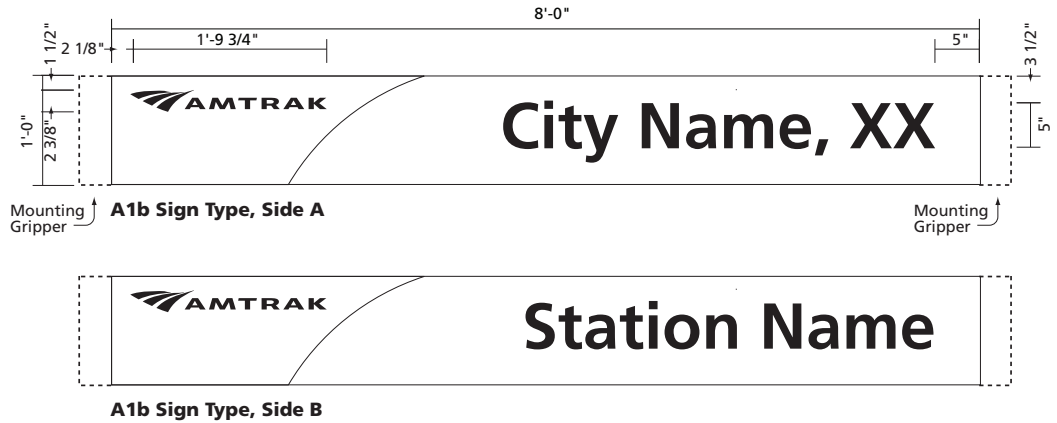3'-0" x 1'-0" High

City/State Name
(Side A)
Text Size: 5" Cap Height

Station Name
(Side B)
Text Size: 5" Cap Height

Comments

- Mounting grippers for
  suspended and post
  and panel signs only.

- For layouts and
  consultation on
  application of SAD/
  DOTAS technical
  requirements, contact
  Amtrak Signage Brand
  Management.

8'-0"

2 1/8"   1'-9 3/4"   5"   3 1/2"

1 1/2"

1'-0"   2 3/8"   5"

AMTRAK

City Name, XX

A1b Sign Type, Side A

Mounting
Gripper

Mounting
Gripper

AMTRAK

Station Name

A1b Sign Type, Side B

4.9

Platform Signage

**Branded City/
State and Station
Identifier
A1b Sign Type**

**Design Intent
Drawing**

Finishes

1) Amtrak logo painted White*
2) Logo Curve painted AMT Blue*
3) Background field painted Silver*
4) Frutiger 65 Bold text painted AMT Blue*
5) 3 1/2" diameter round post painted Silver* (suspended similar)
6) 9 1/2" diameter round base cover painted Silver*
7) 1" deep aluminum panel and entire sign clear coated*

*Paint

• Matthews Acrylic
Polyurethane Low
Volatile Organic
Compound (LVOC)
specifications provided.

• AMT Blue
Satin VOC# SVOC1142SP

• Silver
Satin VOC# MP18073

• White
Satin VOC# SV202SP

• Clear Coat
VOC Satin Clear
#281228

For fabrication and
installation information
refer to Chapter 11.0.

Comments

• A 10" diameter x 3"
high concrete shoe is
needed below post
base covers in paved
installations at stations
with winter weather.
Adjust overall sign
height per ADA and
heights on page 4.7.

• Paint all exposed edges
of sign Silver.

A1b Sign Type, Side A, Post and Panel

City Name, XX

A1b Sign Type, Side B

Station Name
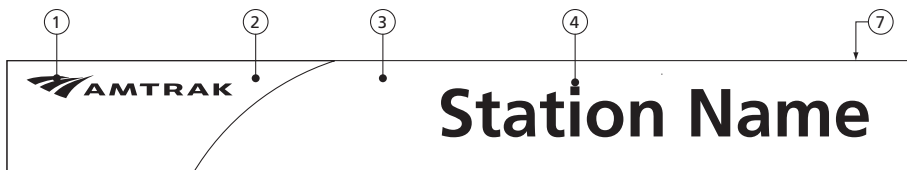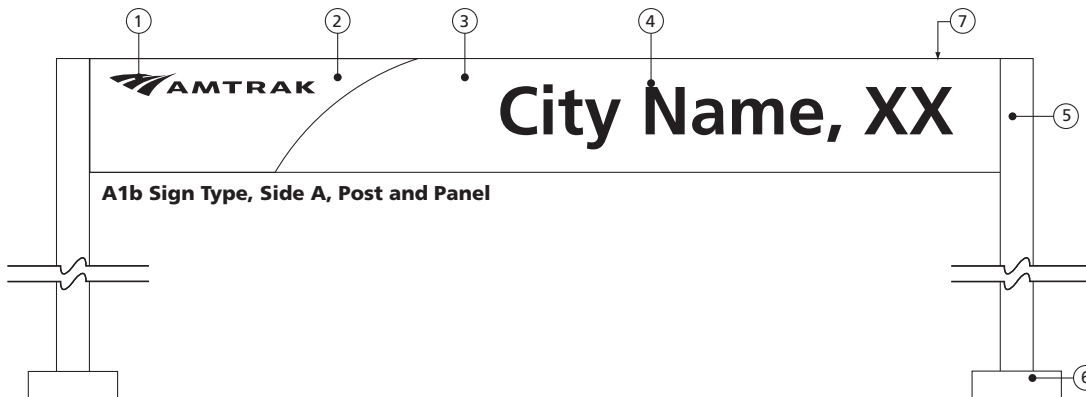
Platform Signage

Co-Branded City/ State Identifier A1c Sign Type

4.10

Sign Overview

A1c Co-Branded City/State Identifiers are used at station platforms where Amtrak is co-branded with another transportation carrier.

A1c Co-Branded City/ State Identifiers

A1c City/State Identifiers display the Amtrak logo to the left of the other transportation carrier's logo, along with the city names and two letter state designation of a station stop. A1c signs are typically used at medium (Category 2) intermodal stations.

Suisun-Fairfield, CA

A1c Sign Type

Platform Signage

Co-Branded City/ State Identifier A1c Sign Type

1'-6" *

7'-6" min. from top of rail (90")
Verify clearance dimensions on site

A1c Sign Type Typical High Level Platform

7'-6" min. from top of rail (90")
Verify clearance dimensions on site

A1c Sign Type Typical Low Level Platform

* A 1 1/4" diameter aluminum "cane detection rod" shall be placed 18" above top of platform in conditions where post and panel mounting occurs within circulation paths and clearance to bottom of sign panel is less than 6'-8" (80") above grade.

Mounting Options

The following Mounting Options provide guidelines for the placement of City/State Identifiers.

Mounting Options

1) Post and panel (low profile)*

2) Wall mounted

3) Railing mounted

4) Post and panel (high profile)*

5) Suspended

Comments

• May be single or double-sided.

• Typically placed parallel to track.

• May be placed perpendicular to track at station end walls.

• Placed 85'+/- apart at the midpoint of Location Markers.

• Physical and operational conditions vary with each site.

• **Sign clearance dimensions to be used as a guideline only. Final mounting clearances are based on site conditions and to be verified with Amtrak personnel before sign installation.**

Platform Signage

**Co-Branded City/
State Identifier
A1c Sign Type**

4.12

Sign Size and Layout

Graphic Components

9" Module
Unit Size: 1 1/8"
Text Size: 4 1/2" Cap Height
Divider Line between text and logo areas: 1/8" wide x 5 5/8"

Co-Branded Logo Area
Unit Size: 1'-2 5/8" wide x 5 5/8" high

Comments

• For additional information on the use of modules, arrows, symbols and text refer to Chapter 2.0.

• Size and configuration of Amtrak and other carrier within co-branded logo area varies. See page 2.19 on co-branding opportunities, and contact Amtrak Signage Brand Management.

• Mounting grippers for suspended and post and panel signs only.

• For layouts and consultation on application of SAD/ DOTAS technical requirements, contact Amtrak Signage Brand Management.

A1c Sign Type
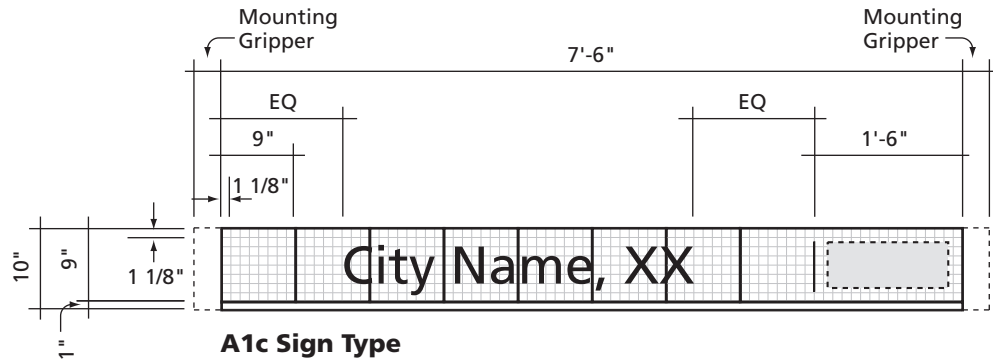
Finishes

1) Frutiger 55 Roman text painted White*

2) Accent bar painted AMT Blue*

3) Divider Line painted AMT Blue*

4) Amtrak and Carrier logos painted in AMT Blue and carrier colors

5) 3 1/2" diameter round post painted Silver* (suspended similar)

6) Background field painted Silver*

7) 9 1/2" diameter round base cover painted Silver*

8) 1/4" thick aluminum panel for wall mounted sign, 1" deep aluminum panel box for other mounting options; entire sign clear coated*

Alternate Finishes for Co-Branded Carrier Logos:

Digital printing on white vinyl for multiple color logos

*Paint

• Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

• AMT Blue
Satin VOC# SVOC1142SP

• Silver
Satin VOC# MP18073

• White
Satin VOC# SV202SP

• Clear Coat
VOC Satin Clear
#281228

For fabrication and installation information refer to Chapter 11.0.

Comments

• A 10" diameter x 3" high concrete shoe is needed below post base covers in paved installations at stations with winter weather. Adjust overall sign height per ADA and heights on page 4.11.

• Paint all exposed edges of sign Silver.

• Paint back of sign AMT Blue if there are no graphics on back of sign.
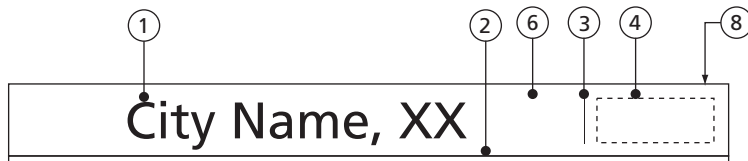
A1c Sign Type, Wall Mounted
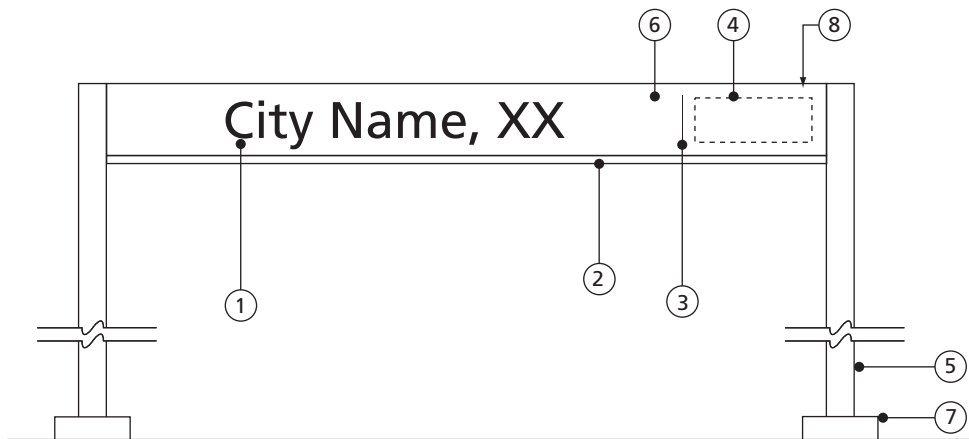
A1c Sign Type, Post and Panel

Platform Signage

**City/State Identifier
and Direction Bar
A1 and A2
Sign Types**

4.14

Sign Overview

A1 City/State Identifiers are used at stations where Amtrak has a significant brand presence, particularly in large or heavily-trafficked Category 1 and 2 stations with multiple carriers.

A2 Direction Bars indicate train directions.

A1 City/State Identifiers

A1 City/State Identifiers are to display the city name and two letter state designation of a station stop.

A2 Direction Bar

These optional signs are used at medium and large Category 1 and 2 through stations with center platforms to indicate the direction in which a train is travelling by including the names of train origination and final destination cities.

The purpose of the Direction Bar is to provide supportive geographic orientation and guidance for passengers on platforms when deciding which train to board.

Named destinations on Direction Bars must be reviewed with Amtrak Signage Brand Management.

San Diego, CA

A1 Sign Type

← Washington, DC ▪ New York →

A2 Sign Type

4.15

Platform Signage

**City/State Identifier
and Direction Bar
A1 and A2
Sign Types**

A1 Sign Type Typical High Level Platform with optional A2 Sign Type

A1 Sign Type Typical Low Level Platform with optional A2 Sign Type

Mounting Options

The following Mounting Options provide guidelines for the placement of City/State Identifiers and optional Direction Bars.

Mounting Options

1) Post and panel (low profile)*
2) Wall mounted
3) Railing mounted
4) Post and panel (high profile)*
5) Suspended

Comments

- May be single or double-sided.
- Typically placed parallel to track.
- A1 only may be placed perpendicular to track at station end walls.
- Placed 85'+/- apart at the midpoint of Location Markers.
- Physical and operational conditions vary with each site.
- **Sign clearance dimensions to be used as a guideline only. Final mounting clearances are based on site conditions and to be verified with Amtrak personnel before sign installation.**

* A 1 1/4" diameter aluminum "cane detection rod" shall be placed 18" above top of platform in conditions where post and panel mounting occurs within circulation paths and clearance to bottom of sign panel is less than 6'-8" (80") above grade.
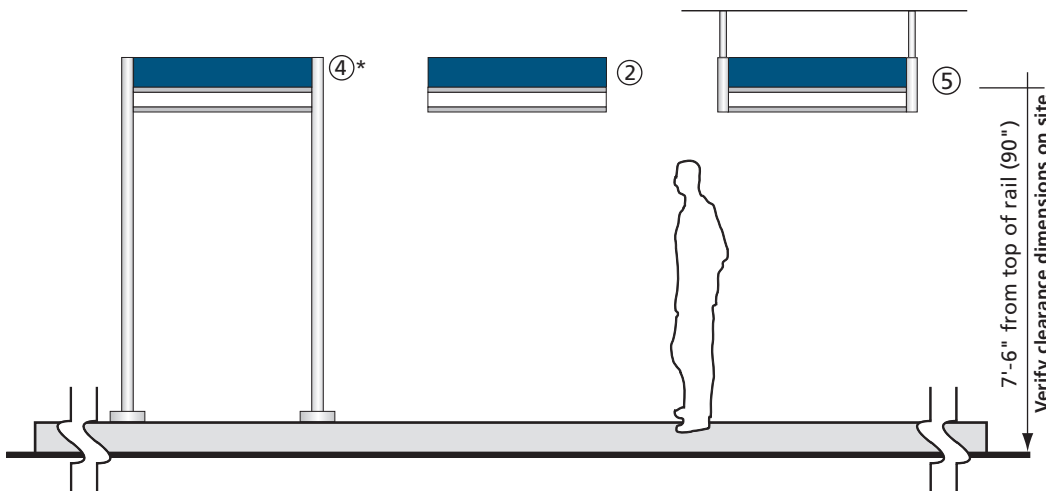
Platform Signage

City/State Identifier and Direction Bar A1 and A2 Sign Types

4.16

Sign Size and Layout

Graphic Components

9" Module
Unit Size: 1 1/8"
Text Size: 4 1/2" Cap Height

4.5" Module
Unit Size: 9/16 "
Support Text Size: 2" Cap Height
Divider Square: 1"
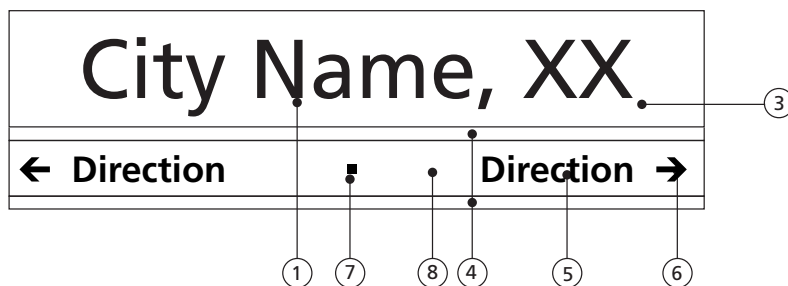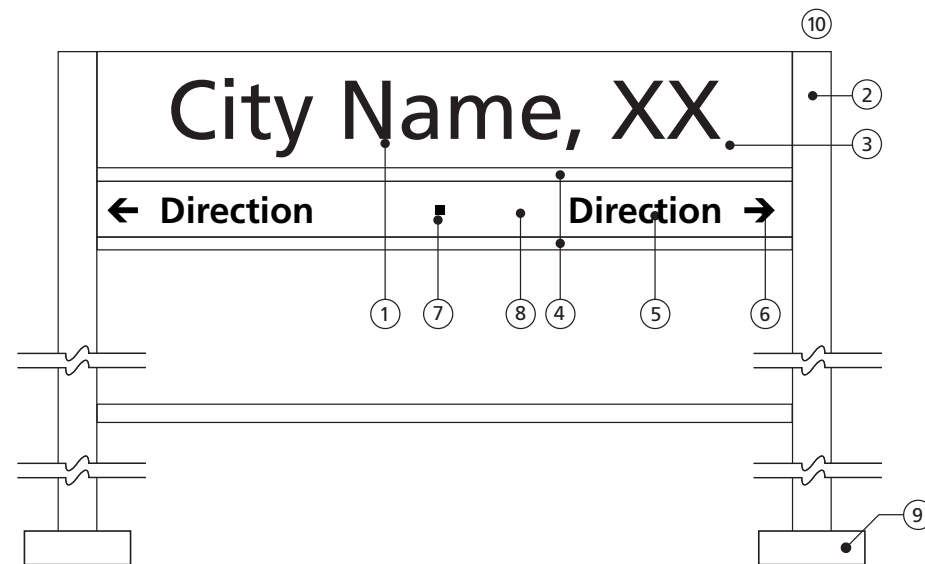(placed at center of space between directional text)

Comments

• For additional information on the use of modules, arrows, symbols and text refer to Chapter 2.0.

• Mounting grippers for suspended and post and panel signs only.

• Consult with Amtrak Signage Brand Management for application of DOTAS/ SAD technical requirements.

A1 Sign Type

A2 Sign Type

4.17 **Platform Signage**

**City/State Identifier
and Direction Bar
A1 and A2
Sign Types**

**Design Intent
Drawing**
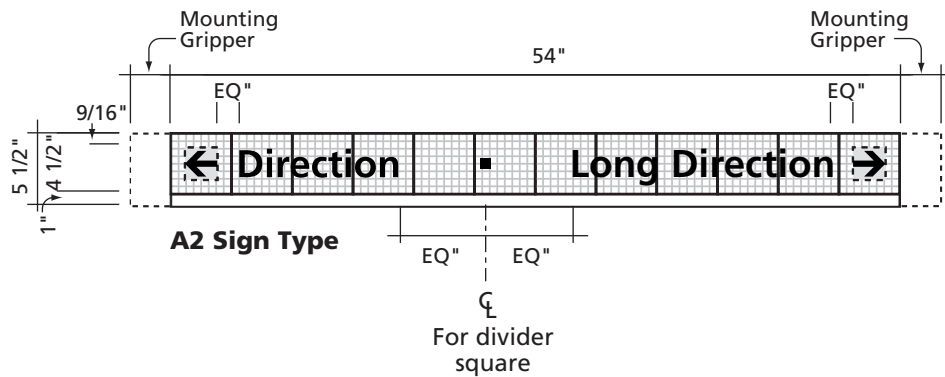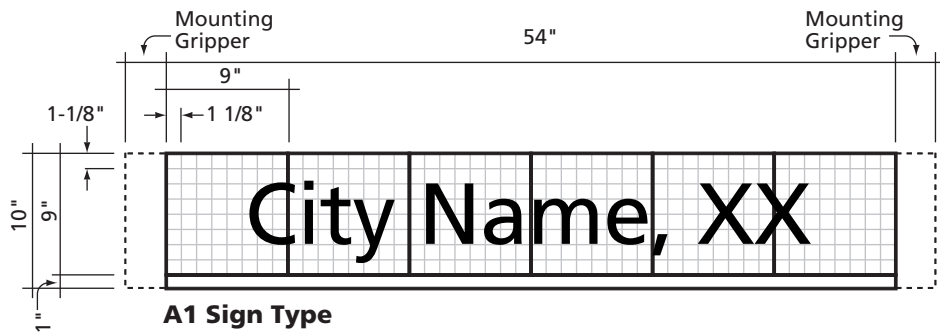
Finishes

1) Frutiger 55 Roman text painted White*

2) 3 1/2" diameter round post painted Silver* (suspended similar)

3) Background field painted AMT Blue*

4) Accent bar painted Silver*

5) Frutiger 65 Bold text painted AMT Blue* (for A2 Sign Type)

6) Arrow painted AMT Blue* (for A2 Sign Type)

7) Divider square painted AMT Blue* (for A2 Sign Type)

8) Direction band painted White* (for A2 Sign Type)

9) 9 1/2" diameter round base painted Silver*

10) 1/4" thick aluminum panel for wall mounted sign, 1" deep aluminum panel box for other mounting options; entire sign clear coated*

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear
  #281228

For fabrication and installation information refer to Chapter 11.0.

Comments

- A 10" diameter x 3" high concrete shoe is needed below post base covers in paved installations at stations with winter weather. Adjust overall sign height per ADA and heights on page 4.15.

- Paint all exposed edges of sign Silver.

- Paint back of sign AMT Blue if there are no graphics on back of sign.

City Name, XX.
← Direction   Direction →

A1 Sign Type with optional A2 Sign Type, Wall Mounted

City Name, XX.
← Direction   Direction →

A1 Sign Type with optional A2 Sign Type, Post and Panel

Platform Signage

Boarding Location Marker and Track Identifier A3, A4, A5, and A6 Sign Types

4.18

Sign Overview

Boarding Location Markers and Track Identifiers are signs used on platforms to designate passenger boarding locations alphabetically supported by track number identification.

The application and use of each Sign Type shown here is determined by existing platform conditions.

A3 **Track Identifier**

A4 **Boarding Location Marker**

A5 **Boarding Location Marker and Track Identifier**

A6 **Boarding Location Marker and Track Identifier with Arrow**

Boarding Location Markers are alpha-based and are sequenced upwards from west or south to east or north.

A3 Sign Type

A4 Sign Type

A5 Sign Type

Track 3

Track 30

A6 Sign Type*

* Arrow aligns left or right to correspond to track location.

4.19 | **Platform Signage**

Boarding Location Marker and Track Identifier A3, A4, A5, and A6 Sign Types

Mounting Options

The following Mounting Options provide guidelines for the placement of Boarding Location Markers and Track Identifier signs.

Comments

- May be single or double-sided; typically double-sided.

- Sign face placed perpendicular to track.

- Verify length of standard car in train consist to be utilized. If unknown, place signs 85' +/- apart from engineer's stop.

- Unattached sign edge(s) to point towards track(s).

- **Sign clearance dimensions to be used as a guideline only. Final mounting clearances are based on site conditions and to be verified with Amtrak personnel before sign installation.**

- * Where a post does not exist, provide a 3 1/2" round aluminum post with welded mounting bracket. Post shall be painted aluminum extending 3" above the top of the sign. When mounting signs to an existing post, use a tensioned metal strap system.

A3 & A4 Sign Types
Flag Mounted to Wall

Existing wall

7'-0" min. to center line of track

8'-0" from top of platform (96")
6'-8" (80") min. / 9'-0" max. (108")

A5 & A6 Sign Types
Flag Mounted to Post (Can be single or double flagged)

Post*

7'-0" min. to center line of track

8'-0" from top of platform (96")
6'-8" (80") min. / 9'-0" max. (108")

Platform Signage

Boarding Location Marker and Track Identifier A3, A4, A5, and A6 Sign Types

4.20

Sign Size and Layout

Graphic Components

12" Module
Unit Size: 1 1/2"
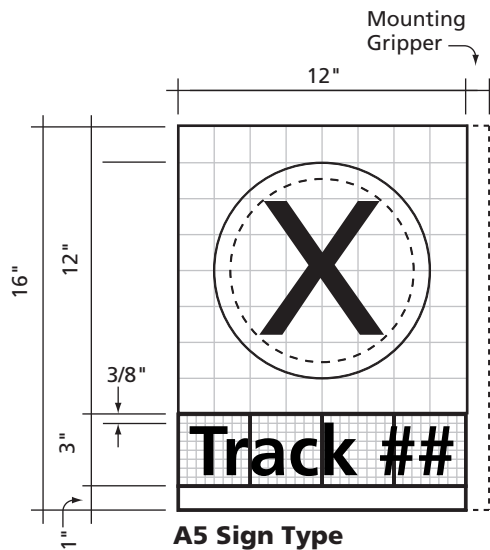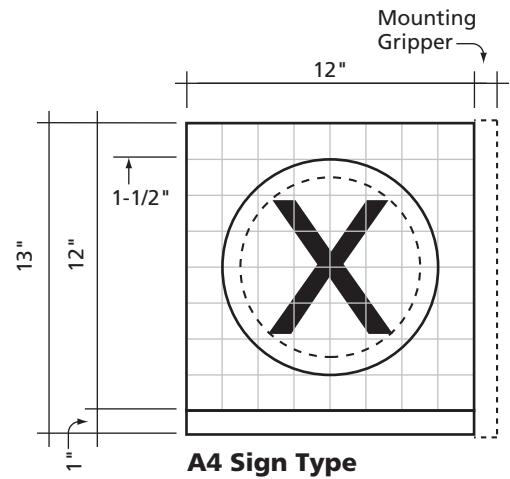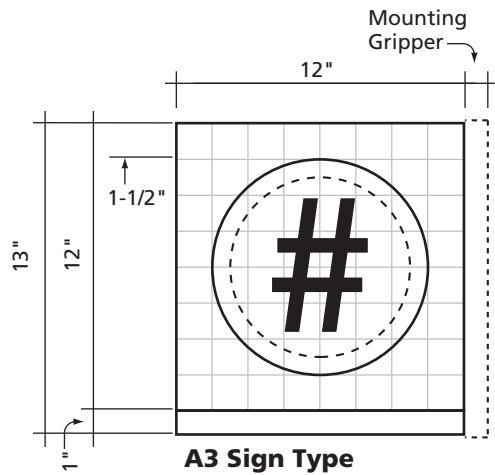Symbol Field: 9"

3" Module
Unit Size: 3/8"
Support Text Size: 2" Cap Height
Divider Line: 1/8"

Comment

• For additional information on the use of modules, arrows, symbols and text refer to Chapter 2.0.

Mounting Gripper

12"
13" 12" 1-1/2"
1"

A3 Sign Type

Mounting Gripper

12"
13" 12" 1-1/2"
1"

A4 Sign Type

Mounting Gripper

12"
16" 12"
3/8"
3"
1"

Track ##

A5 Sign Type

Mounting Gripper

12"
19" 12" 1 1/2"
3"
3" 3/8"
1"

Track ##

A6 Sign Type*
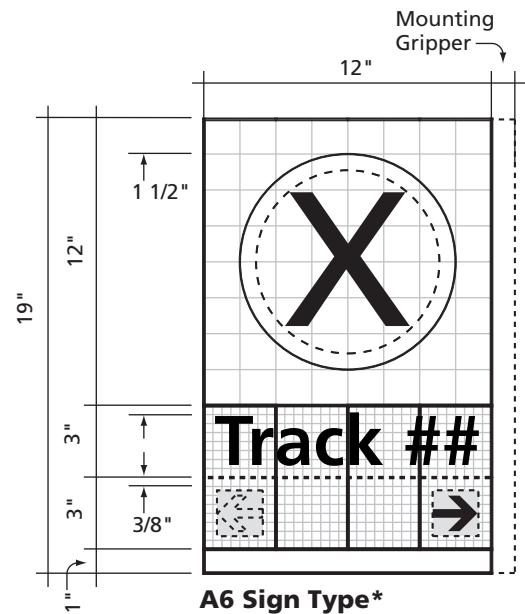
* Arrow aligns left or right to correspond to track location.

Finishes

1) Top field and Frutiger 55 Roman alpha or numeric designator painted AMT Blue*

2) Symbol field applied reflective vinyl. Color: White**

3) Track field painted White*

4) Frutiger 65 Bold text painted AMT Blue*

5) Divider line painted AMT Blue*

6) Arrow painted AMT Blue*

7) 3 1/2" Diameter round post painted Silver* (post mounted signs only)

8) 9 1/2" Diameter round base painted Silver* (post mounted signs only)

9) Direction field painted White*

10) Accent bar painted Silver*

11) Gripper extension on mounting side only

12) 1/4" thick aluminum sign panel and entire sign clear coated before vinyl application*

Alternate Finishes

* Matthews White Satin VOC# SV202SP paint for reflective White vinyl

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear coat
  VOC Satin Clear #281228

**Vinyl

- Scotchlite Reflective Vinyl White #680-10

For fabrication and installation information refer to Chapter 11.0.

Comments

- A 10" diameter x 3" high concrete shoe is needed below post base covers in paved installations at stations with winter weather. Adjust overall sign height per ADA and heights on page 4.19.

- Paint all exposed edges of sign Silver.

- Paint back of sign AMT Blue if there are no graphics on back of sign.
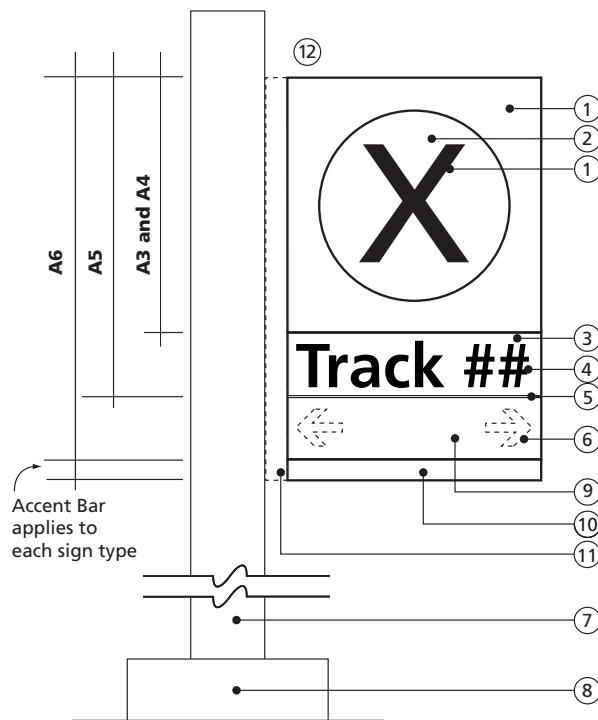
A3, A4, A5, A5a, and A6 Sign Types

Sign Overview

Boarding Location Markers and Track Identifiers are signs used on platforms to designate passenger boarding locations alphabetically supported by track number identification.

The application and use of each Sign Type shown here is determined by existing platform conditions.

A7 Boarding Location Marker and Track Identifiers with Arrows (suspended only)

A7a Boarding Location Marker and Track Identifier with Arrow (suspended only)

Boarding Location Markers are alpha-based and are sequenced upwards from west or south to east or north.

Alternatively, A7a Track Identifier information can be replaced with message text for one direction.

Location B

← Track 10   ■   Track 11 →

A7 Sign Type*

Location B

← Track 10   Track 10 →

A7a Sign Type*

Location B

← To Station   ■   Track 11 →

A7a Sign Type*, Alternate Message

*A7 Sign Type to be used singly when canopies on center platforms have two support columns. A7a Sign Type to be used in tandem when canopies have one central support column on center platforms, or singly for side platform canopies. Arrow and track number align left or right to correspond to track location.
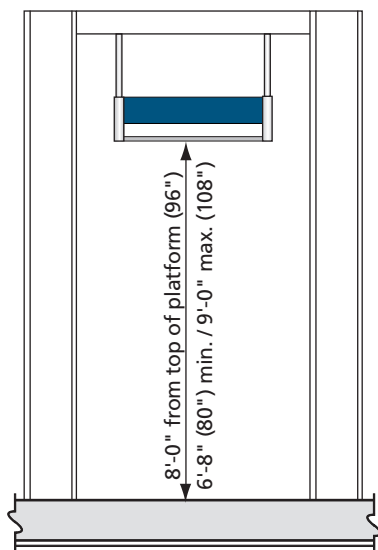
A7 Sign Type
Suspended Only (Center platform canopy with 2 support columns)

8'-0" from top of platform (96")
6'-8" (80") min. / 9'-0" max. (108")
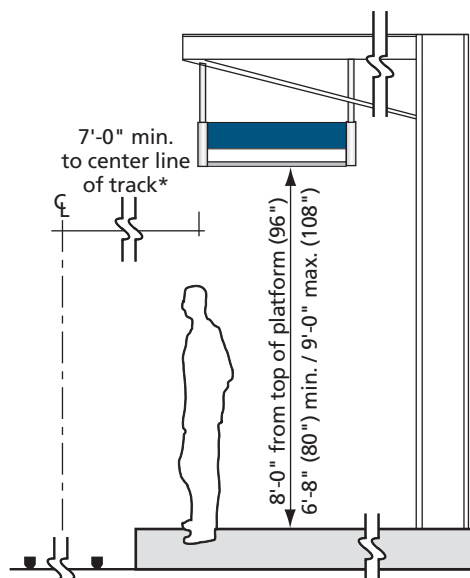
A7a Sign Type
Suspended Only (Center platform canopy with 1 support column or side platform canopy)

7'-0" min. to center line of track*

8'-0" from top of platform (96")
6'-8" (80") min. / 9'-0" max. (108")

Mounting Options

The following Mounting Options provide guidelines for the placement of Boarding Location Markers and Track Identifier signs.

Comments

• May be single or double-sided; typically double-sided.

• Placed perpendicular to track.

• Verify length of standard car in train consist to be utilized. If unknown, place signs 85' +/- apart from engineer's stop.

• Signs are mounted perpendicular to platform and face track-side.

• **Sign clearance dimensions to be used as a guideline only. Final mounting clearances are based on site conditions and to be verified with Amtrak personnel before sign installation.**

Graphic Components

9" Module
Unit Size: 1 1/8"
Symbol Field: 6 3/4"
Text Size: 4 1/2" Cap Height

4 1/2" Module
Unit Size: 9/16"
Arrow Field: 2 13/16"
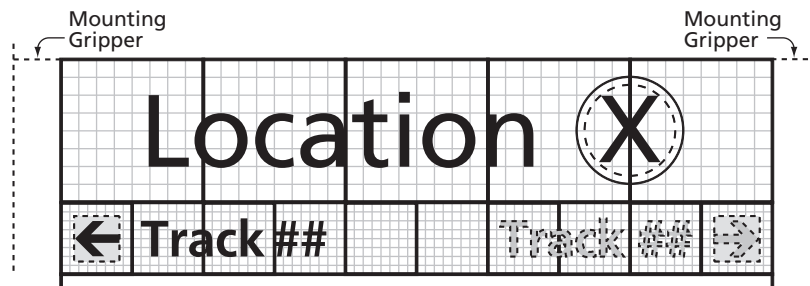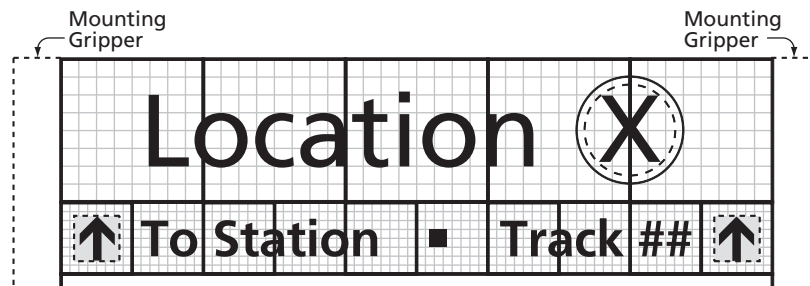Text Size: 2 1/4" Cap Height
Divider Square: 1 1/8"

Comments

• For additional information on the use of modules, arrows, symbols and text refer to Chapter 2.0.

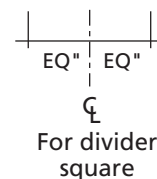• Layout for A7a Sign Type to include only one direction with no divider square.
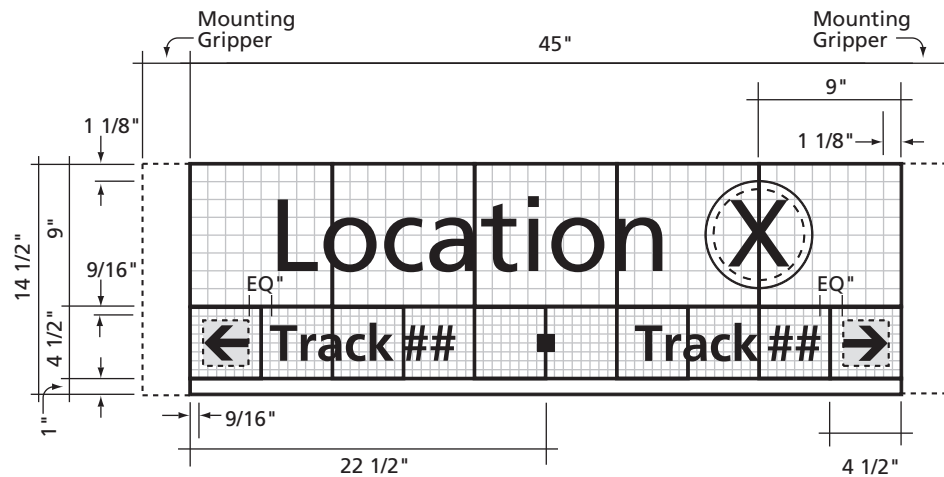
A7 Sign Type*

Location X
← Track ## ▪ Track ## →

A7a Sign Type*

Location X
← Track ## Track ## →

A7a Sign Type*, Alternate Message

Location X
↑ To Station ▪ Track ## ↑

For divider square

* Arrow and track number align left or right to correspond to track location.

Finishes

1) Frutiger 55 Roman text applied reflective vinyl. Color: White**

2) Divider square painted AMT Blue*

3) Direction band painted White*

4) Frutiger 65 Bold text painted AMT Blue*

5) Sign panel accent bar painted Silver*

6) Arrow painted AMT Blue*

7) 2" Diameter round support rod painted Silver*

8) 3 1/4" Diameter round sign post painted Silver*

9) Background field and Frutiger 55 Roman numeric designator painted AMT Blue*

10) Symbol field applied reflective vinyl. Color: White**

11) 1/4" thick aluminum sign panel and entire sign clear coated before vinyl application*

Alternate Finishes

* Matthews White Satin VOC# SV202SP paint for reflective White vinyl
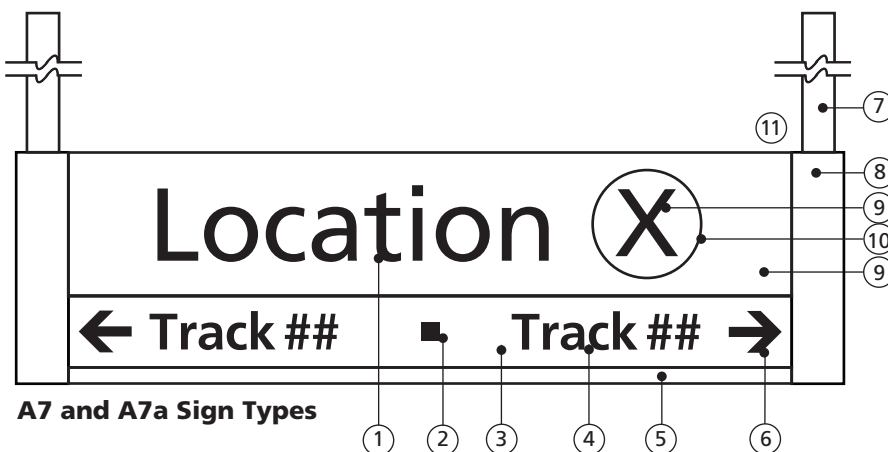
*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear coat
  VOC Satin Clear #281228P

**Vinyl

- Scotchlite Reflective Vinyl White #680-10

Comments

- A 10" diameter x 3" high concrete shoe is needed below post base covers in paved installations at stations with winter weather. Adjust overall sign height per ADA and heights on page 4.23.

- Paint all exposed edges of sign Silver.

- Paint back of sign AMT Blue if there are no graphics on back of sign.

A7 and A7a Sign Types

Platform Signage

**Bumper Block
Track Identifier
A8 Sign Type**

Sign Overview

Bumper Block Track
Identifiers designate
track numbers in stations
with terminating
tracks. Bumper Block
Track Identifiers are
larger than other Track
Identifier signs.

The application and
use of A8 (at Bumper
Block) shown here is
determined by existing
platform conditions.

Track

3

A8 Sign Type

**Bumper Block
Track Identifier
A8 Sign Type**

**A8 Sign Type
Mounted at Bumper Block**

3'-0"

3" min. recommended

Mounting Option

The following Mounting Options provide guidelines for the placement of Bumper Block Track Identifier signs.

Comments

- Single-sided only.

- Placed perpendicular to track on bumper block.

- A gap of 3" minimum from bottom of sign to grade is recommended. Verify field conditions for mounting height.
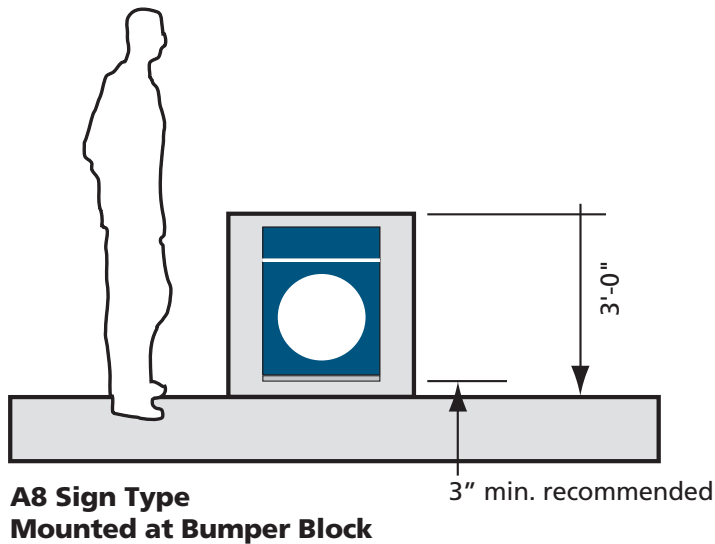
Platform Signage

**Track Identifier
A8 Sign Type**

4.28

Sign Size and Layout

Graphic Components

24" Module
Unit Size: 3"
Symbol Field: 18"

6" Module
Unit Size: 3/4"
Text Size: 3" Cap Height

A8 Sign Type

**Design Intent
Drawing**
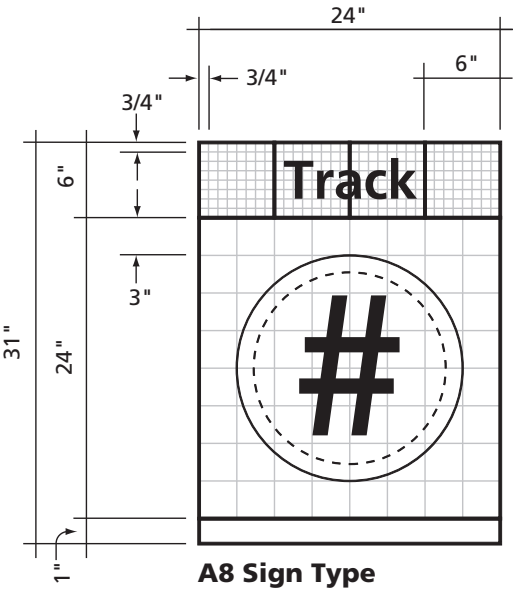
Finishes

1) Track field and Frutiger 55 Roman numeric designator painted AMT Blue*

2) Frutiger 65 Bold text applied reflective vinyl. Color: White**

3) Divider line painted Silver*

4) Symbol field applied reflective vinyl. Color: White**

5) Accent bar painted Silver*

6) 1/4" thick aluminum for sign panel and entire sign clear coated before vinyl application*

Alternate Finishes

* Matthews White Satin VOC# SV202SP paint for reflective White vinyl

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear coat
  VOC Satin Clear
  #281228

**Vinyl

- Scotchlite Reflective Vinyl White #680-10

For fabrication and installation information refer to Chapter 11.0.

Comments

- For additional information on the use of modules, arrows, symbols and text refer to Chapter 2.0.

- Paint all exposed edges of sign Silver.
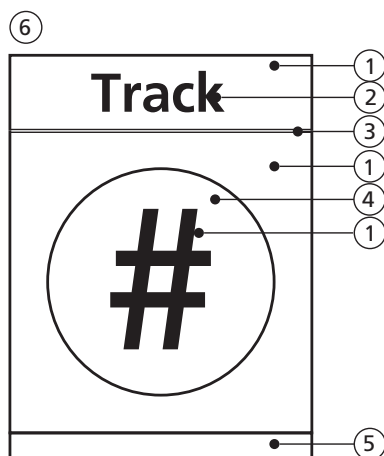
- Paint back of sign AMT Blue.

A8 Sign Type

Sign Overview

These signs are used for directional information on platforms. They may vary in length to accommodate short and long messages.

A9 Sign Type

These signs have stacked graphic elements to reduce panel width and contain a maximum of one (1) directional message.

A10 Sign Type

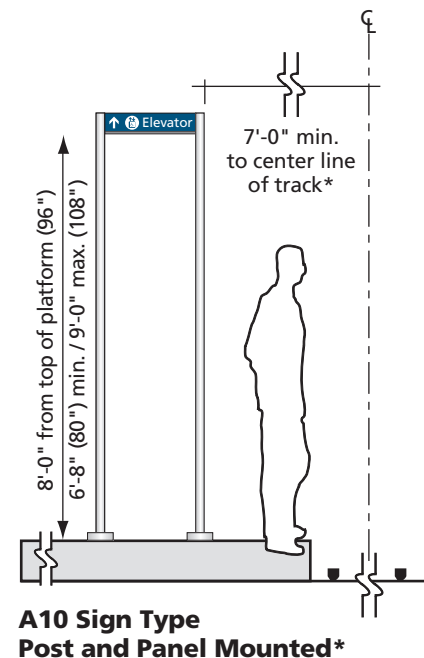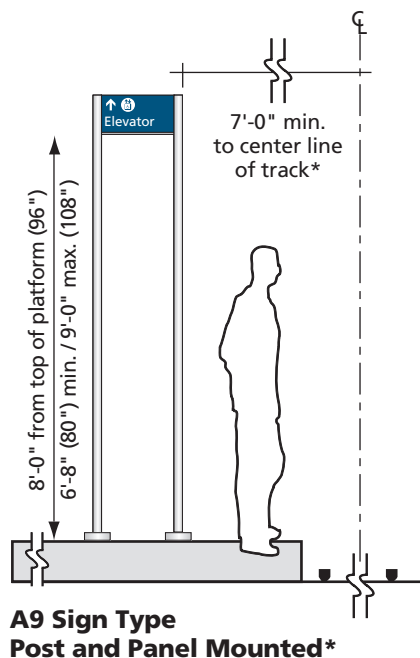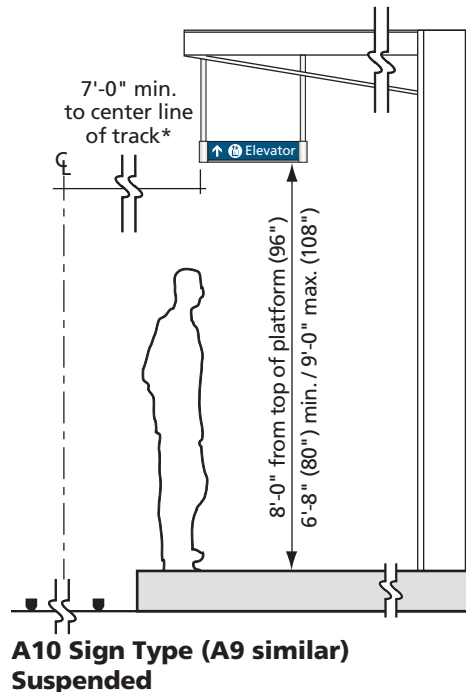These signs have side by side graphic elements and contain a maximum of one (1) directional message.
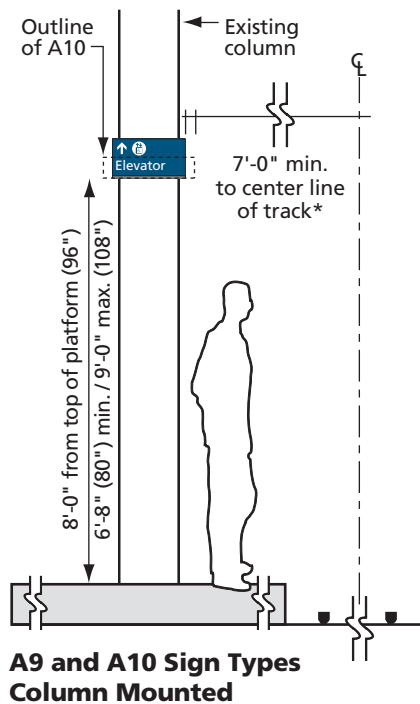

A9 Sign Type

A10 Sign Type

Platform Signage

Mounting Options

The following Mounting Options provide guidelines for the placement of Directional Signs.

Comments

• May be single or double-sided.

• Placed perpendicular to passenger direction of movement.

• **Sign clearance dimensions to be used as a guideline only. Final mounting clearances are based on site conditions and to be verified with Amtrak personnel before sign installation.**

**A9 and A10 Sign Types
Column Mounted**

**A10 Sign Type (A9 similar)
Suspended**

**A9 Sign Type
Post and Panel Mounted***

**A10 Sign Type
Post and Panel Mounted***

* A 1 1/4" diameter aluminum "cane detection rod" shall be placed 18" above top of platform in conditions where post and panel mounting occurs within circulation paths and clearance to bottom of sign panel is less than 6'-8" (80") above grade.

Sign Size and Layout

Graphic Components
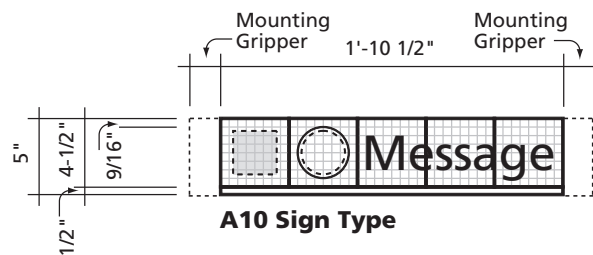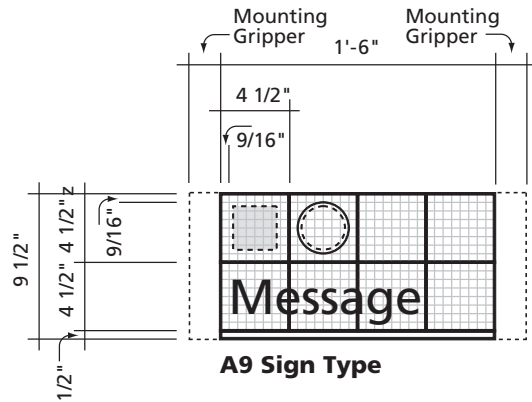
4 1/2" Module
Unit Size: 9/16"
Arrow Field: 2 13/16"
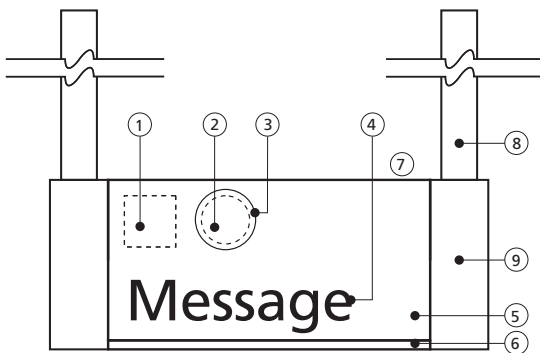Symbol Field: 3 3/8"
Text Size: 2 1/4" Cap
Height

Comments

• Mounting grippers for suspended and post and panel signs only.

• For additional information on the use of modules, arrows, symbols and text refer to Chapter 2.0.

Mounting Gripper   Mounting Gripper
1'-6"
4 1/2"
9/16"

9 1/2"   4 1/2"   9/16"
4 1/2"
1/2"

Message

A9 Sign Type

Mounting Gripper   Mounting Gripper
1'-10 1/2"

5"   4-1/2"   9/16"
1/2"

Message

A10 Sign Type

4.33 **Platform Signage**
**Directional
A9 and A10
Sign Types**

**Design Intent
Drawing**

Finishes

1) Arrow painted White*

2) Symbol painted AMT Blue*

3) Symbol field painted White*

4) Frutiger 55 Roman text painted White*

5) Background field painted AMT Blue*

6) Accent Bar painted Silver*

7) Aluminum sign panel 1/4" thick and entire sign clear coated*

8) 2" Diameter round support rod painted Silver* (suspended signs only)

9) 3 1/4" Diameter round sign post painted Silver* (suspended signs only)

10) 3 1/2" Diameter round posts painted Silver* (post and panel signs only)

11) 9 1/2" Diameter round base painted Silver* (post and panel signs only)
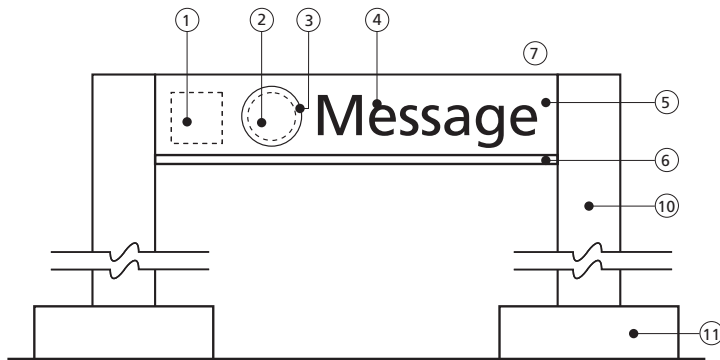
* **Paint**

• Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

• AMT Blue
Satin VOC# SVOC1142SP

• Silver
Satin VOC# MP18073

• White
Satin VOC# SV202SP

• Clear Coat
VOC Satin Clear #281228

For fabrication and installation information refer to Chapter 11.0.

Comments

• A 10" diameter x 3" high concrete shoe is needed below post base covers in paved installations at stations with winter weather. Adjust overall sign height per ADA and heights on page 4.31.

• Paint all exposed edges of sign Silver.

• Paint back of sign AMT Blue if there are no graphics on back of sign.

A9 Sign Type, Suspended

A10 Sign Type, Post and Panel

4.34

Sign Overview

The freestanding A11 Sign Type is used to display changeable information on platforms at unstaffed stations or stations with limited activity. These branded signs identify the station and contain a display case which permits Amtrak employees to update information quickly and easily.

The A11 Sign Type has two distinct sides. Side A contains the display case with three (3) key-locked, tempered glass panels that swing up for access to a continuous tack surface for posting changeable information. Side A also displays permanent information including the Logo Curve, the station name and two letter state designation and Amtrak contact information. Side B has no display case but has the same permanent information as Side A plus a thank you message.

Only certain kinds of changeable information shall be displayed in Sign Type A11. Contact Amtrak Signage Brand Management for approved contents and display formats.

Use of A11 Station Information Display Case requires review by Amtrak Signage Brand Management.

A11 Sign Type, Side A (shown without display case contents)
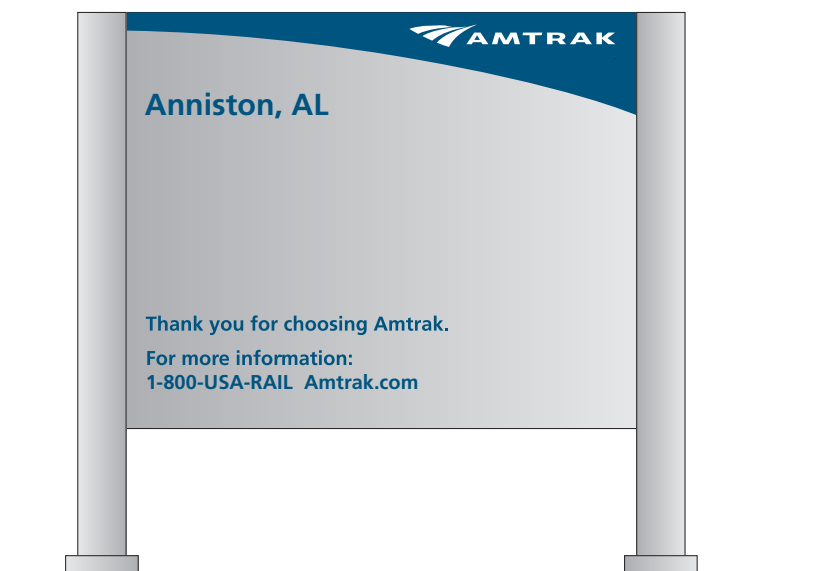
A11 Sign Type, Side B

A11 Sign Type, Plan View

HOPE, AR

A12 Sign Type

Sign Overview

These signs are used at a central location on the platform to identify the city and state name of a station stop to the visually impaired.

Raised Character messages must be written in capital letters, raised 1/32" and be accompanied by a Grade 2 Braille message equivalent directly below the Raised Characters.

The ADA counterpart to the A1 City Identifiers, A12 signs display the city name and two letter state designation of a station stop; they do not display the word "Station".

A12 signs, which are located at platforms, are often confused with C20 signs, which display the city name only with the word "Station" and are located at curbside station entrances. At Amtrak stops with only a platform and no station building, the A12 sign is to be used, not the C20.
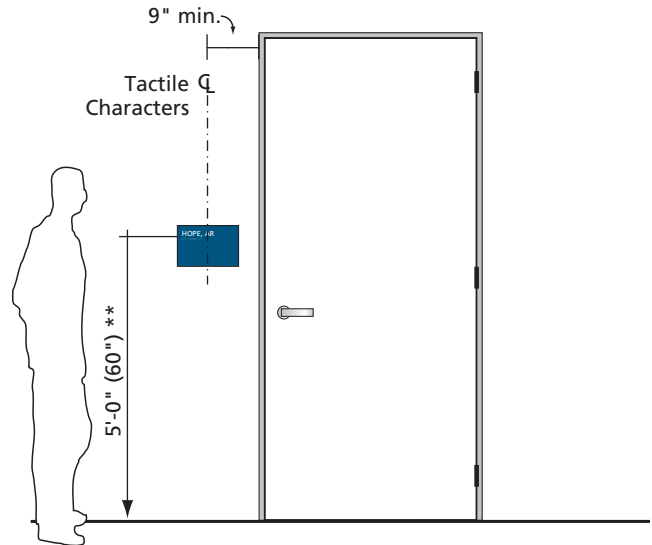
Mounting Options

The following Mounting Options provide guidelines for the placement of ADA City/State Identifiers.

A12 signs must be mounted as shown for access to Raised Characters and Grade 2 Braille messages on the sign surface.
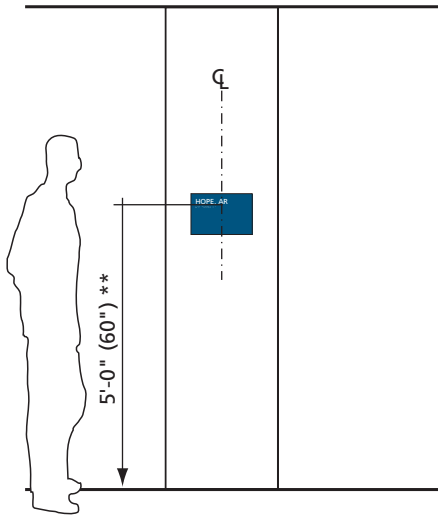
Comments

• City/State Identifiers shall be located so that a clear floor space of 18" minimum by 18" minimum, centered on Tactile Characters, is provided beyond the arc of any door swing between the closed position and the 45 degree open position, see Chapter 3.0.

• One (1) sign minimum per platform preferably located at station entries. If multiple entries per platform, one (1) sign per entry from platform.

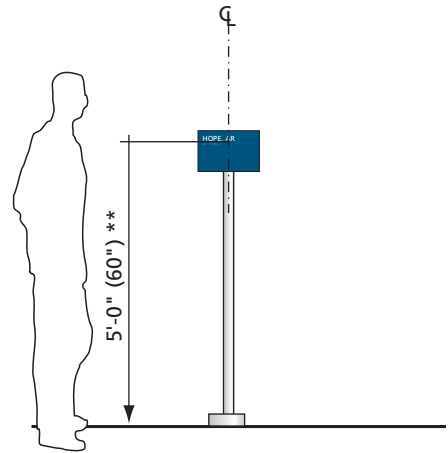• For ADA mounting guidelines for Raised Character signs refer to Chapter 3.0.

* Sign should be mounted to freestanding post only when wall mounting is prohibited such as on the walls of historical stations. Post should be located as close to building as possible. Sign should also be post mounted at Amtrak stops with no existing structure on which to attach signs.

9" min.

Tactile Characters

HOPE, AR

5'-0" (60") **

A12 Sign Type Mounted to Wall by Door

HOPE, AR

5'-0" (60") **

A12 Sign Type Mounted to Column

HOPE, AR

5'-0" (60") **

**A12 Sign Type Mounted to
Freestanding Post***

When installing multiple tactile/Braille signs in proximity to each other, mount all signs at same height within ADA mounting guidelines.

** Field exceptions to mounting height must be in compliance with DOTAS/SAD 703.4.

4.37 Platform Signage

ADA City/State Identifier
A12 Sign Type

A12 Sign Type

Sign Size and Layout

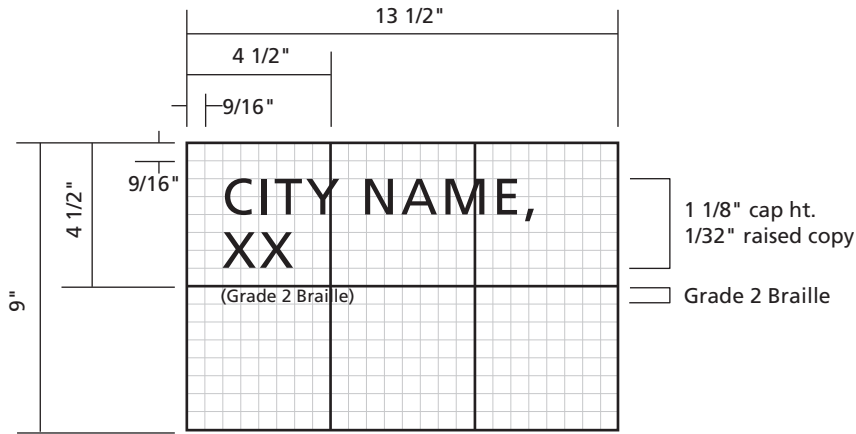### Graphic Components

4 1/2" Module
Unit Size: 9/16"
Text Size: 1 1/8" All Caps
Grade 2 Braille

Comment

Minimum spacing between all Raised Character pairs shall be 1/8". Refer to Chapter 3.0 for Raised Character guidelines.

Platform Signage

4.38

**ADA City/State
Identifier
A12 Sign Type**

Design Intent Drawing

* Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear
  #281228

For fabrication and installation information refer to Chapter 11.0.

Comments

- Alternate zinc panel to be used for post mounted signs and high exposure locations.

- A 6 1/2" diameter x 2" high concrete shoe is needed below post base covers in paved installations at stations with winter weather. Adjust overall sign height per ADA and heights on page 4.36.

Finishes

1) 1/4" thick exterior grade photo polymer panel with Raised Characters and Braille, background field, edges, and back painted AMT Blue*

2) Frutiger 55 Roman 1/32" Raised Characters, painted White*

3) Grade 2 Braille painted AMT Blue*

4) Entire sign clear coated*

5) 2" diameter round post painted Silver* (post mounted signs only)

6) 6 1/2" diameter round base painted Silver* (post mounted signs only)

7) 3/16" corner radius (post mounted signs only)

8) Post mounting to anchor full height of sign back

Alternate Finishes

1/8" thick etched zinc panel with Raised Characters and Braille

CITY NAME, XX

(Grade 2 Braille)
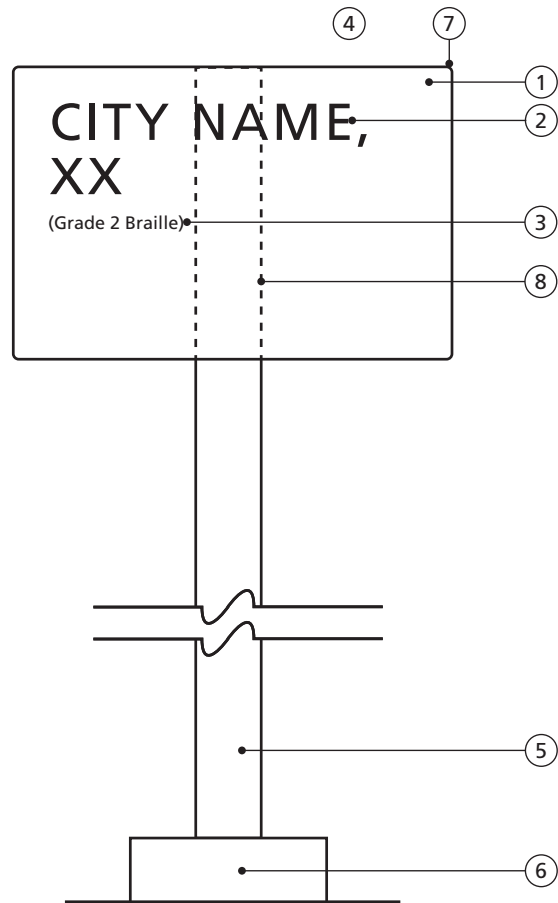
A12 Sign Type

Sign Overview

The wall mounted Sign Type A15 is used to display changeable information on platforms at unstaffed stations or stations with limited activity. These signs are a display case which permits Amtrak employees to update information quickly and easily.

The A15 Sign Type is a metal cabinet with an interior tack surface for posting changeable information.

Only certain kinds of changeable information shall be displayed in Sign Type A15. Contact Amtrak Signage Brand Management for approved contents and display formats.
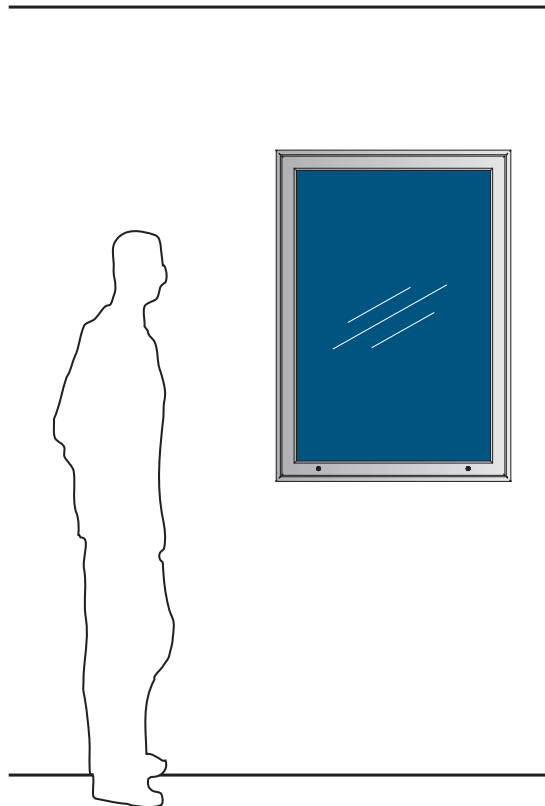
A15 Sign Type (shown without display case contents)

A15 Sign Type, Plan View

Platform Signage

**Station Information
Wall Mounted
Display Case
A15 Sign Type**
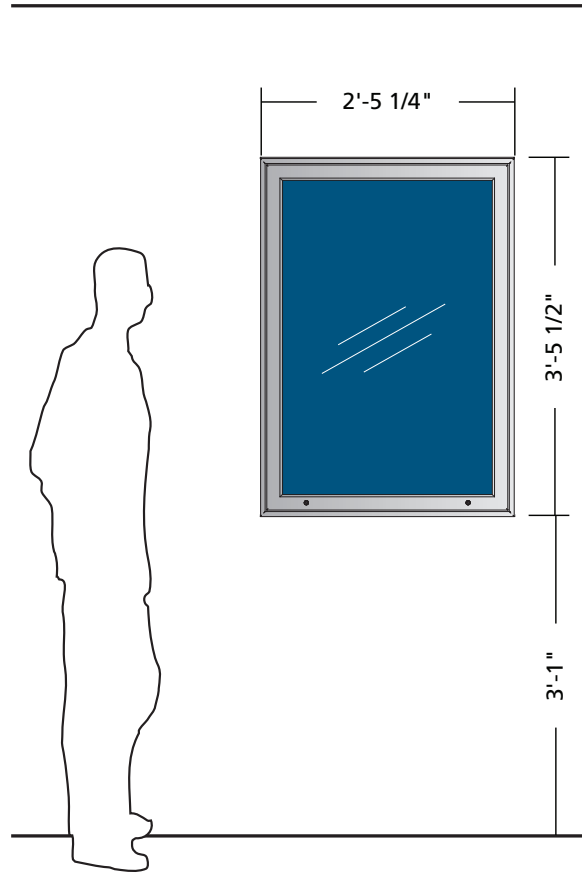
4.40

**Mounting Option &
Sign Size**

The following Mounting
Option provides a
guideline for the
placement of Station
Information Display Case.

Comments

- Sign placement is
  coordinated by Amtrak
  management.
- One sign per unstaffed
  station.

Graphic Components

- This Sign Type has no
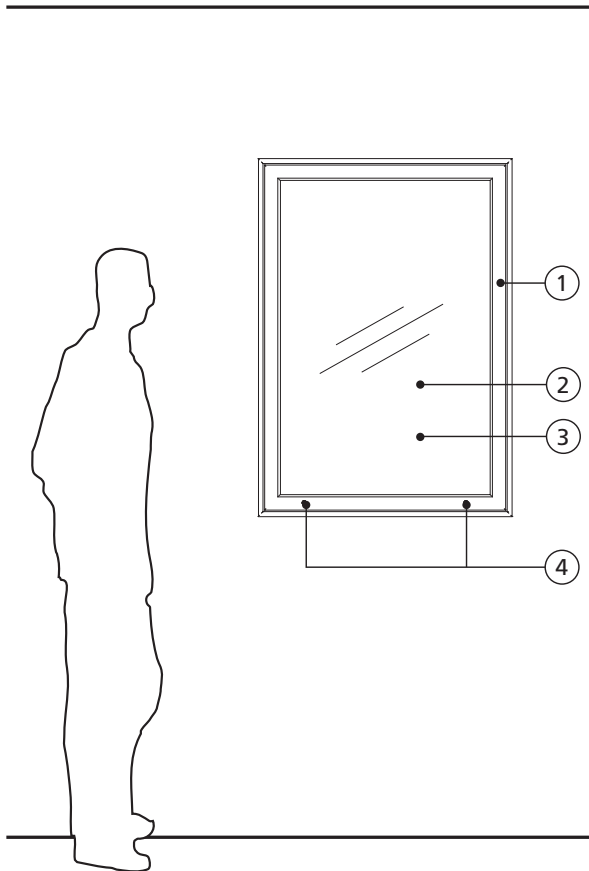 permanent graphic
  components.

2'-5 1/4"

3'-5 1/2"

3'-1"

A15 Sign Type

Design Intent Drawing

Materials
- Frame: Clear anodized aluminum, square corners.
- Door: Tempered glass

Comment

For additional information on Sign Type A15 contact Amtrak Signage Brand Management.

A15 Sign Type

Finishes
1) WSM Top Display Case model TN, custom sized for a 24" x 36" display window, overall size 745 x 1052 x 60 mm (2'-5" x 3'-5 1/2" x 2 1/2"). Top hinged lockable, tamper-proof, weather-proof cabinet. Allow 4 to 6 weeks for delivery.

2) Tack surface

3) Changeable information (approved contents and display format from Amtrak Signage Brand Management)

4) Key Locks

Signs for the Amtrak Signage System have been categorized into five groups.

"A" Sign Types represent Platform Signs.
"B" Sign Types represent Interior Signs.
"C" Sign Types represent Exterior Signs.
"D" Sign Types represent Regulatory Signs.
"E" Sign Types represent Electronic Signs.

This chapter includes a comprehensive review of all static Interior Signage (**B Sign Types**) within the Amtrak Signage System. For electronic signs found in station interiors, refer to Chapter 8.0 Electronic Signage.

A sign overview, elevations of typical mounting options, sign size and layout and a design intent drawing is included for each Sign Type. Note that not every mounting option is shown. "**B**" refers to signs found in station interiors. Numeric codes (**1, 2, 3, etc.**), following the location prefix "**B**" help organize and codify all Sign Types within this category. Sign Types are listed first by their name and are followed by their identifying letter and number. For example: **Overhead Directional, B1 Sign Type.**

For additional important information regarding Interior Signs, consult Chapters 1.0, 2.0, 3.0, 9.0, 10.0, and 11.0.

These signs are to conform with applicable codes and regulations, including the Department of Transportation Accessibility Standards (DOTAS), and are to be coordinated with the appropriate disciplines.

Sign Overview

These signs are used as a primary source for directional information. They may vary in length to accommodate short and long messages.

B1 Sign Type

These signs contain a maximum of one (1) directional message.

B2 Sign Type

These signs contain a maximum of two (2) directional messages.

B3 Sign Type

These signs contain a maximum of three (3) directional messages.

Comments

• Information for Overhead Directionals should be based on station specific wayfinding needs.

• When establishing the order of multiple messages, services located straight ahead should be listed first followed by services located to the right and then to the left. The use of diagonal arrows should logically follow the established pattern.

• For proper nomenclature refer to Chapter 1.0.

← 🚶 Tickets & Baggage Check-in

B1 Sign Type

↑ 🚈 Trains
← 🚶 Tickets & Baggage Check-in

B2 Sign Type

↑ 🚈 Trains
🚶 Waiting Area
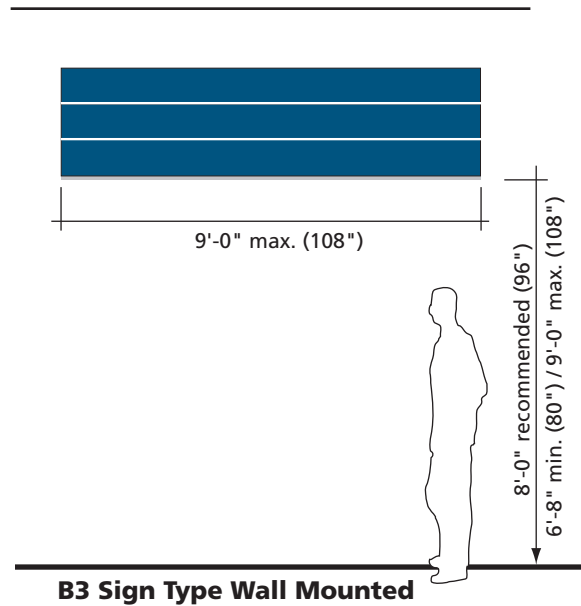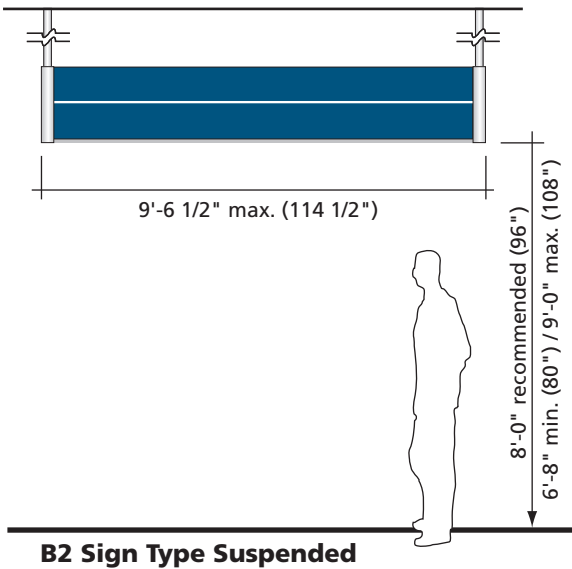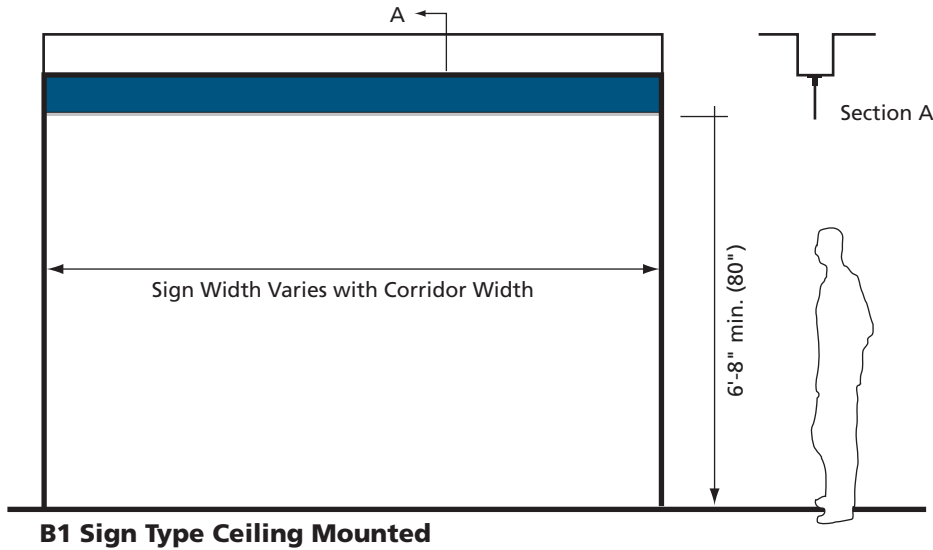← 🚶 Tickets & Baggage Check-in

B3 Sign Type

Mounting Options

The following Mounting Options provide guidelines for the typical placement of Overhead Directional signs.

B1, B2 and B3 Sign Types can be placed in any of the three mounting conditions illustrated on this page.

Comment
Ceiling heights and mounting conditions may vary.

A →

Section A

Sign Width Varies with Corridor Width

6'-8" min. (80")

B1 Sign Type Ceiling Mounted

9'-6 1/2" max. (114 1/2")

8'-0" recommended (96")
6'-8" min. (80") / 9'-0" max. (108")

B2 Sign Type Suspended

9'-0" max. (108")

8'-0" recommended (96")
6'-8" min. (80") / 9'-0" max. (108")

B3 Sign Type Wall Mounted

Sign Size and Layout

Graphic Components

**Sign Length 9'-0"
9" Module**
Unit Size: 1 1/8"
Arrow Field: 5 5/8"
Symbol Field: 6 3/4"
Text Size: 4 1/2" Cap
Height
Divider Line: 1/8"

Comments

- Mounting grippers for suspended and ceiling mounted signs only.

- For additional information on the use of the modules, arrows, symbols and text refer to Chapter 2.0.

- The sign layouts shown here represent typical Overhead Directionals based on a 9" module. For smaller signs a 6" module may be used and for larger Overhead Directionals a 12" module may be used.

- **Sign Length 6'-0"
  6" Module**
  Unit size: 3/4"
  Arrow Field: 3 3/4"
  Symbol Field: 4 1/2"
  Text size: 3" Cap Height
  Divider Line: 1/8"
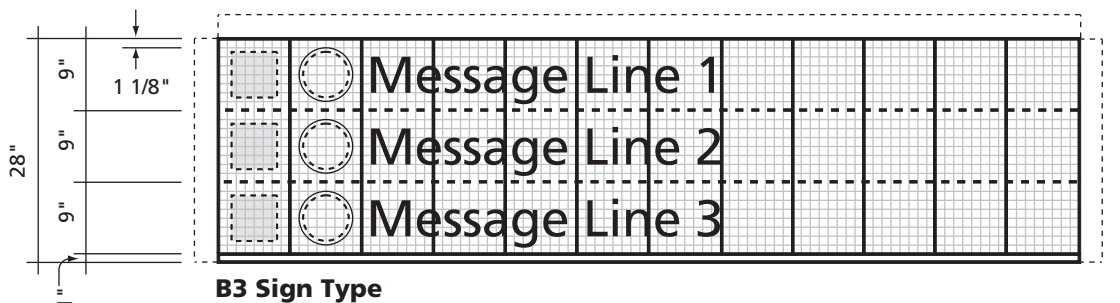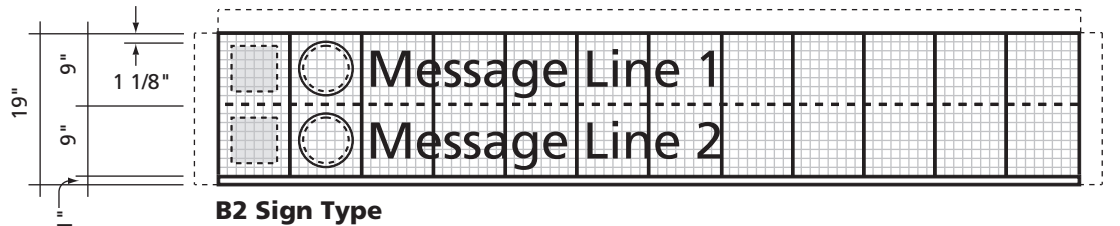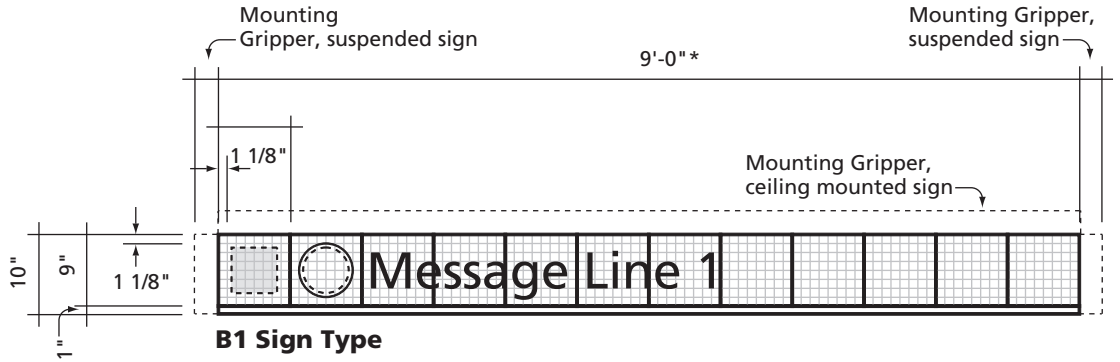
- **Sign Length 12'-0"
  12" Module**
  Unit size: 1 1/2"
  Arrow Field: 7 1/2"
  Symbol Field: 9"
  Text size: 6" Cap Height
  Divider Line: 1/8"

Mounting Gripper, suspended sign

Mounting Gripper, suspended sign

9'-0" *

1 1/8"

Mounting Gripper, ceiling mounted sign

Message Line 1

B1 Sign Type

Message Line 1
Message Line 2

B2 Sign Type

Message Line 1
Message Line 2
Message Line 3

B3 Sign Type

*If ceiling mounted, sign width varies with architectural conditions.

5.5 | **Interior Signage**
**Overhead Directional
B1, B2 and B3
Sign Types**

**Design Intent
Drawing**

Finishes

1) Arrow silkscreened White

2) Symbol silkscreened AMT Blue

3) Symbol field silkscreened White

4) Frutiger 55 Roman text silkscreened White

5) Divider lines silkscreened White
(A divider line is used only when there is a change in direction)

6) Accent bar painted Silver*

7) 2" diameter round support rod painted Silver*

8) 3 1/4" diameter round sign post painted Silver*

9) Message band painted AMT Blue*

10) 1 3/16" deep aluminum panel box for ceiling mounted signs, 1/4" thick aluminum for other mounting options and entire sign clear coated*

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.
- AMT Blue
  Satin VOC# SVOC1142SP
- Silver
  Satin VOC# MP18073
- White
  Satin VOC# SV202SP
- Clear Coat
  VOC Satin Clear #281228

For fabrication and installation information refer to Chapter 11.0.

Comment

- Paint all exposed edges of sign Silver.
- Paint back of sign AMT Blue if there are no graphics on back of sign.
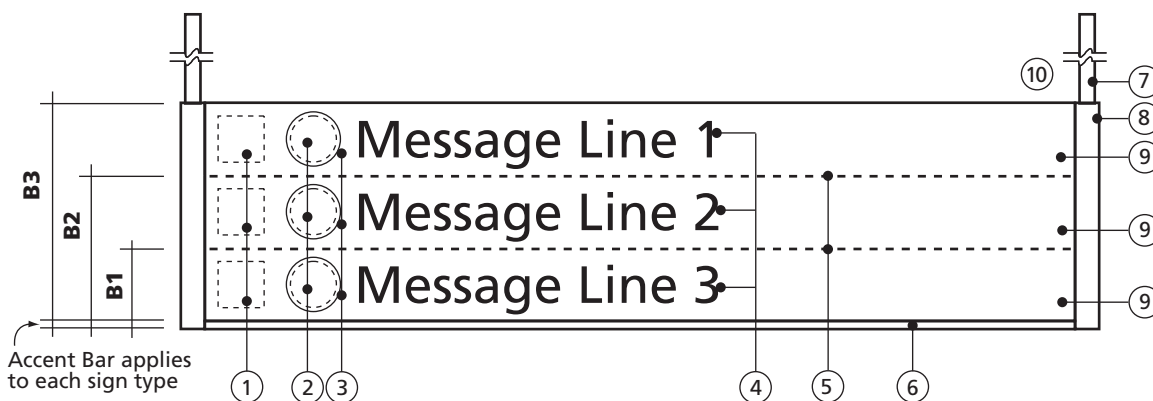
B1, B2 and B3 Sign Types, Suspended

Sign Overview

These signs are used as a primary source for directional information. They may vary in length to accommodate short and long messages and incorporate the Preview Bar which can display a maximum of five (5) Preview Messages.

B4 Sign Type
These signs contain the maximum allowance of one (1) primary directional message and five (5) Preview Bar Messages.

B5 Sign Type
These signs contain the maximum allowance of two (2) primary messages and five (5) Preview Bar Messages.

B6 Sign Type
These signs contain the maximum allowance of three (3) primary messages and five (5) Preview Bar Messages.

Comments

- Information for these signs should be based on station specific wayfinding needs.

- When establishing the order of multiple messages, services located straight ahead should be listed first followed by services located to the right and then to the left. The use of diagonal arrows should logically follow the established pattern.

- For proper nomenclature refer to Chapter 1.0.

← ⬚ Tickets & Baggage Check-in

B4 Sign Type

↑ ⬚ Trains
← ⬚ Tickets & Baggage Check-in

B5 Sign Type

↑ ⬚ Trains
⬚ Waiting Area
← ⬚ Tickets & Baggage Check-in

B6 Sign Type

A ←

Section A

Sign Width Varies with Corridor Width

6'-8" min. (80")

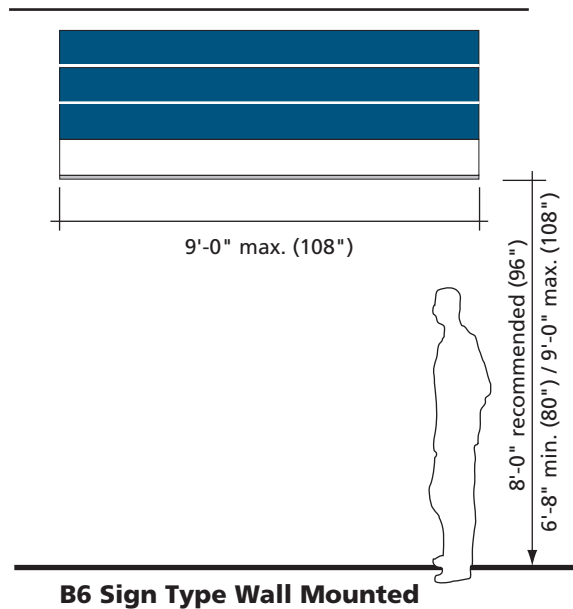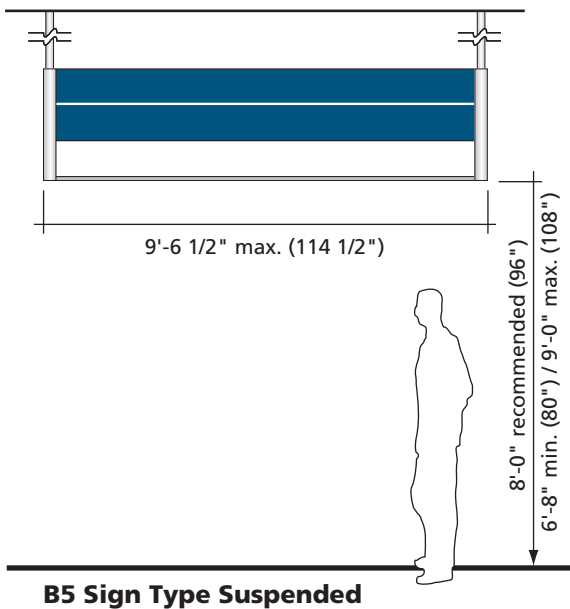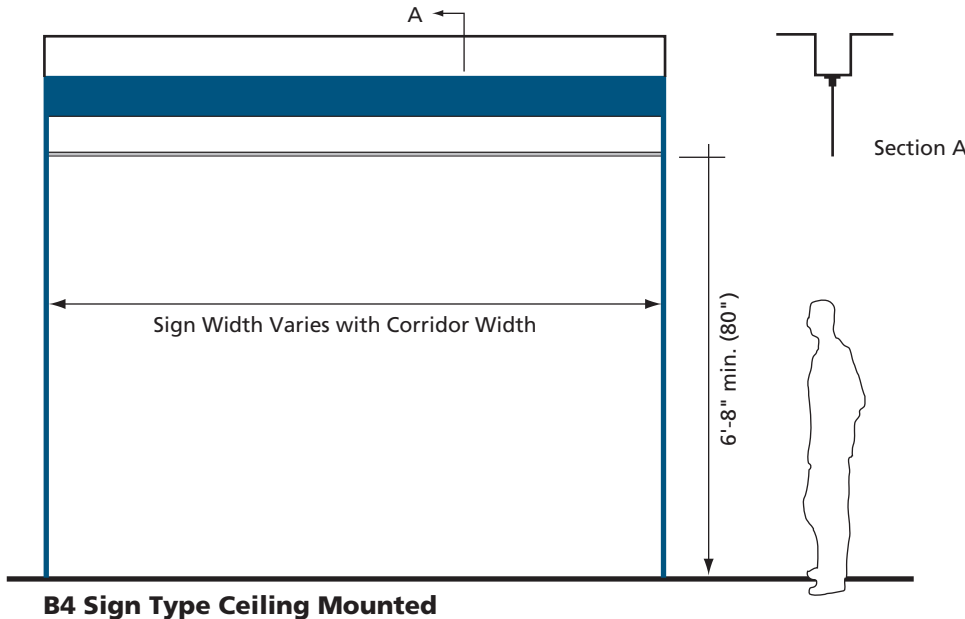**B4 Sign Type Ceiling Mounted**

Mounting Options

The following Mounting Options provide guidelines for the placement of Overhead Directional signs that incorporate the use of a Preview Bar.

B4, B5 and B6 Sign Types can be placed in any of the three mounting conditions illustrated on this page.

Comment
Ceiling heights and mounting conditions may vary.

9'-6 1/2" max. (114 1/2")

8'-0" recommended (96")
6'-8" min. (80") / 9'-0" max. (108")

B5 Sign Type Suspended

9'-0" max. (108")

8'-0" recommended (96")
6'-8" min. (80") / 9'-0" max. (108")

B6 Sign Type Wall Mounted

Sign Size and Layout

Graphic Components

**Sign Length 9'-0"
9" Module**
Unit Size: 1 1/8"
Arrow Field: 5 5/8"
Symbol Field: 6 3/4"
Text Size: 4 1/2" Cap Height
Divider Line: 1/8"
Preview Bar Divider
Line: 1/4" x 4 1/2"

Comments

• Mounting grippers for suspended and ceiling mounted signs only.

• For additional information on the use of the modules, arrows, symbols and text refer to Chapter 2.0.

• The sign layouts shown here represent typical Overhead Directionals that incorporate the use of a Preview Bar. Sizes are based on a 9" module. For smaller signs, a 6" module may be used. For larger Overhead Directionals a 12" module may be used.

• **Sign Length 6'-0"
  6" Module**
  Unit size: 3/4"
  Arrow Field: 3 3/4"
  Symbol Field: 4 1/2"
  Text size: 3" Cap Height
  Divider Line: 1/8"
  Preview Bar Divider Line: 1/4" x 3"

• **Sign Length 12'-0"
  12" Module**
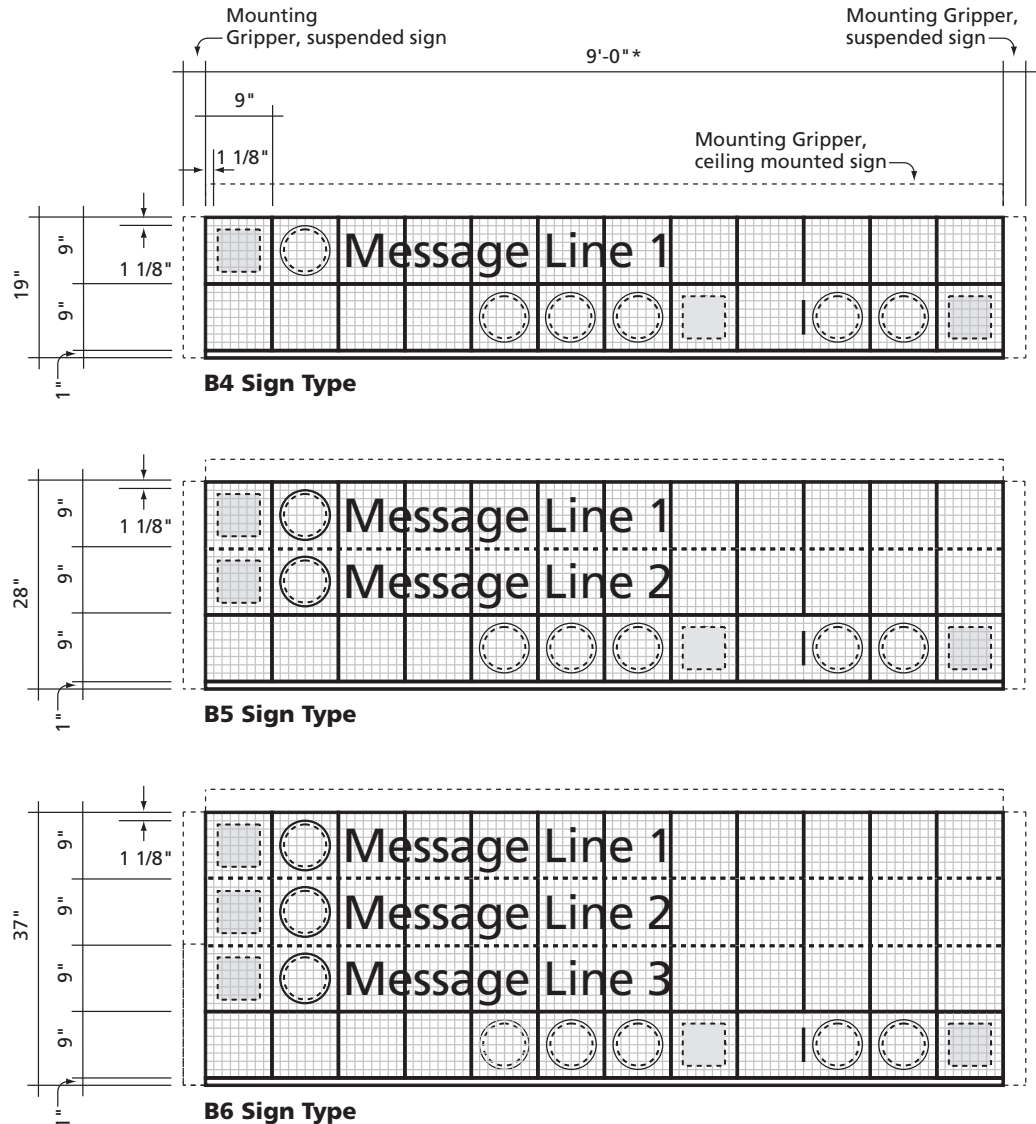 Unit size: 1 1/2"
  Arrow Field: 7 1/2"
  Symbol Field: 9"
  Text size: 6" Cap Height
  Divider Line: 1/8"
  Preview Bar Divider Line: 1/4" x 6"

Mounting Gripper, suspended sign

Mounting Gripper, suspended sign

9'-0" *

9"

1 1/8"

Mounting Gripper, ceiling mounted sign

Message Line 1

B4 Sign Type

Message Line 1
Message Line 2

B5 Sign Type

Message Line 1
Message Line 2
Message Line 3

B6 Sign Type

*If ceiling mounted, sign width varies with architectural conditions.

5.9

Interior Signage

**Overhead Directional
B4, B5 and B6
Sign Types**

**Design Intent
Drawing**

Finishes

1) Arrow silkscreened White

2) Symbol painted AMT Blue*

3) Symbol field silkscreened White

4) Frutiger 55 Roman text silkscreened White

5) Divider lines silkscreened White
   (A divider line is used only when there is a change in direction)

6) 2" diameter round support rod painted Silver*

7) 3 1/4" diameter round sign post painted Silver*

8) Message band painted AMT Blue*

9) Preview bar painted White*

10) Accent bar painted Silver*

11) Arrow silkscreened AMT Blue

12) Preview symbol field silkscreened AMT Blue

13) Preview symbol silkscreened White

14) Preview Bar Divider Line silkscreened AMT Blue

15) 1 3/16" deep aluminum panel box for ceiling mounted signs, 1/4" thick aluminum for other mounting options and entire sign clear coated*

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear #281228

For fabrication and installation information refer to Chapter 11.0.

Comment

- Paint all exposed edges of sign Silver.

- Paint back of sign AMT Blue if there are no graphics on back of sign.

Accent Bar applies to each sign type
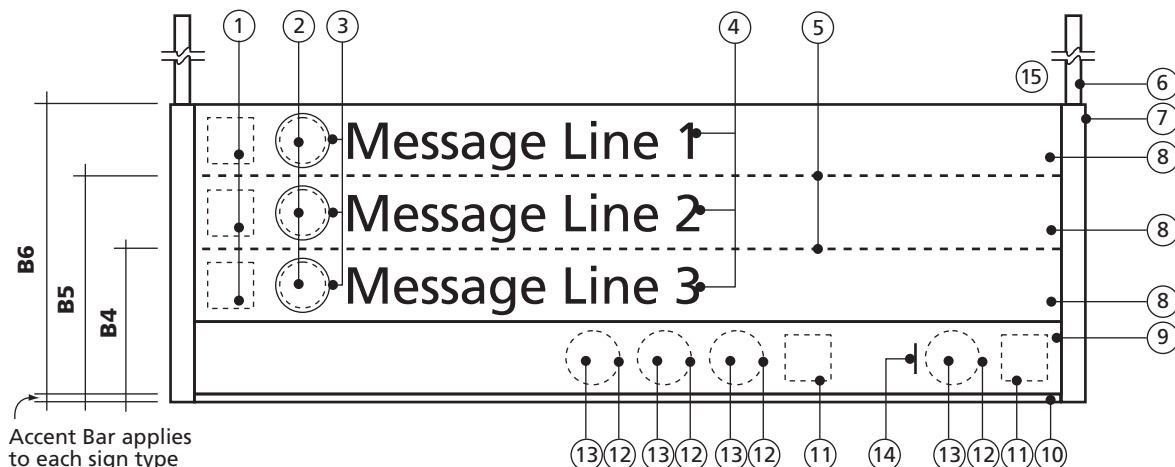
B4, B5 and B6 Sign Types, Suspended

Sign Overview

These signs are intended to be integrated with the architecture of station interiors and are used to identify Public and Customer Services locations. Overhead Sign Bands may vary in length according to the architectural conditions and length of messages.

Sign Bands are limited to a maximum of one (1) message.

Sign Bands indicate services by displaying text messages accompanied by corresponding symbols.

Comments

Messages may include:

• Baggage Check-in

• Baggage Storage

• Customer Services

• Information

• Parcel Check

• Parking

• Street or (Street Name)

• Tickets

• Ticketed Passengers Beyond this Point

• Amtrak Welcomes You to "City Name"

• "Custom Message"

• For the definition of Custom Message and proper nomenclature refer to Chapter 1.0.

• Amtrak® Express is to be displayed using its specified symbol logotype found on page 2.13.
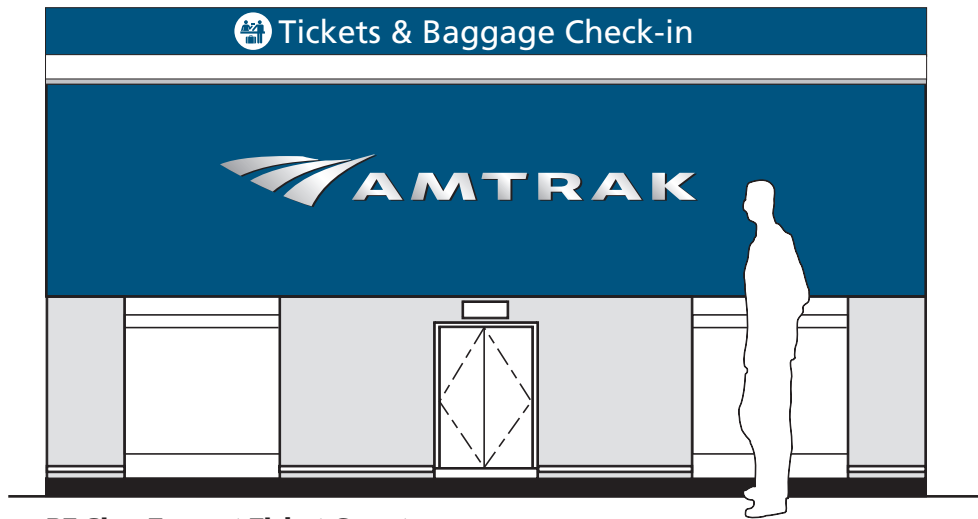

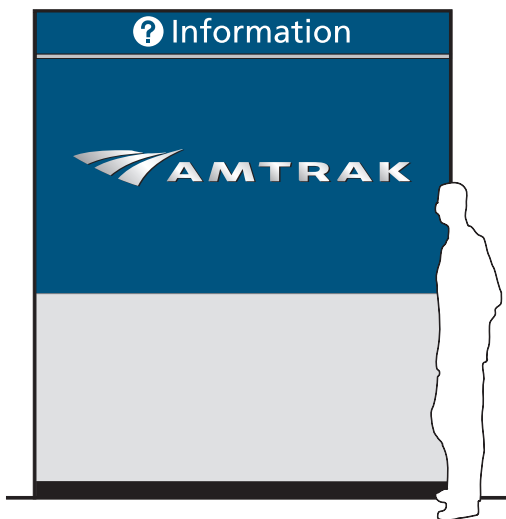**B7 Sign Type**

B7 Sign Type

Mounting Options

The following Mounting Options illustrate only two typical scenarios for the mounting and placement of Sign Bands. Both illustrate wall mounted conditions.

Comments

- Ceiling heights and mounting conditions may vary from station to station allowing additional Mounting Options.

- Sign Type B7 is shown here in combination with Sign Type B25.

B7 Sign Type at Ticket Counter

B7 Sign Type at Service Counter

Sign Size and Layout

Graphic Components

**Sign Length: Varies
9" Module**
Unit Size: 1 1/8"
Symbol Field: 6 3/4"
Text Size: 4 1/2" Cap Height

Comments

• For additional information on the use of the modules, arrows, symbols and text refer to Chapter 2.0.

• The sign layout illustrated here represents a typical Sign Band based on a 9" module. For a smaller Sign Band a 6" module may be used and for a larger Sign Band a 12" module may be used.

• **6" Module**
Unit size: 3/4"
Symbol Field: 4 1/2"
Text size: 3" Cap Height

• **12" Module**
Unit size: 1 1/2"
Symbol Field: 9"
Text size: 6" Cap Height
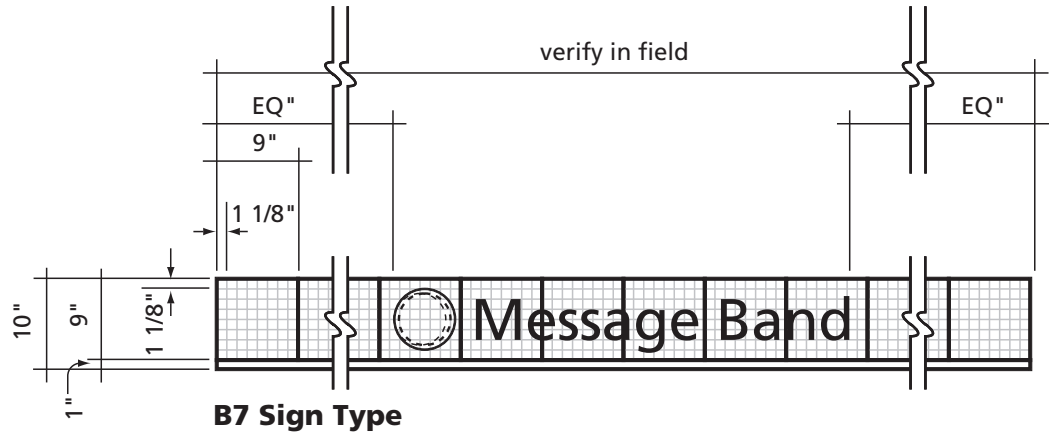
B7 Sign Type

**Design Intent
Drawing**

Finishes

1) Message band painted AMT Blue*

2) Symbol field silkscreened White

3) Symbol silkscreened AMT Blue

4) Frutiger 55 Roman text silkscreened White

5) Accent bar painted Silver*

6) 1/4" thick aluminum panel and entire sign clear coated*
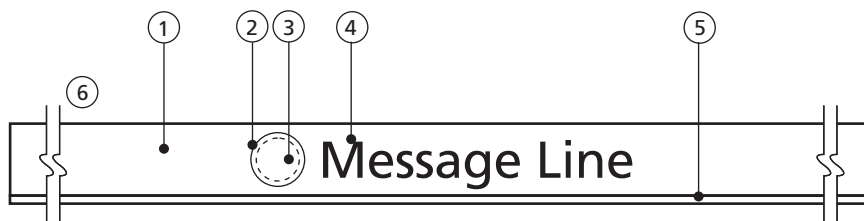
*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear #281228

For fabrication and installation information refer to Chapter 11.0.

Comment

- Paint all exposed edges of sign Silver.

- Paint back of sign AMT Blue if there are no graphics on back of sign.

Message Line

B7 Sign Type

Sign Overview

Similar to B1, B2 and B3 Sign Types, these signs are used as a primary source for directional information. They are smaller in size and may vary in length to accommodate short and long messages.

B8 Sign Type

These signs contain a maximum of one (1) directional message.

B9 Sign Type

These signs contain a maximum of two (2) directional messages.

B10 Sign Type

These signs contain a maximum of three (3) directional messages.

Comments

• Signs shown on this page include examples of messages used on Wall Directionals. Information for these signs should be based on station specific wayfinding needs.

• When establishing the order of multiple messages, services located straight ahead should be listed first followed by services located to the right and then to the left. The use of diagonal arrows should logically follow the established pattern.

• For proper nomenclature refer to Chapter 1.0.

↑ 👤 Baggage Check-in

B8 Sign Type

← 👤 Tickets &
Baggage Check-in

B9 Sign Type

↑ 🚆 Trains
← 👤 Tickets &
Baggage Check-in

B10 Sign Type

Mounting Option

The following Mounting Option provides typical guidelines for the placement of Wall Directional signs.

B9, B10 and B11 Sign Types may be placed following the mounting condition illustrated on this page.

Comments

- Ceiling heights and mounting conditions may vary.

- Wall Directional signs may also be mounted on columns. If column mounted at less than 6'-8" (80") above finished floor, sign edges shall not project more than 12" from each side of the column edges.
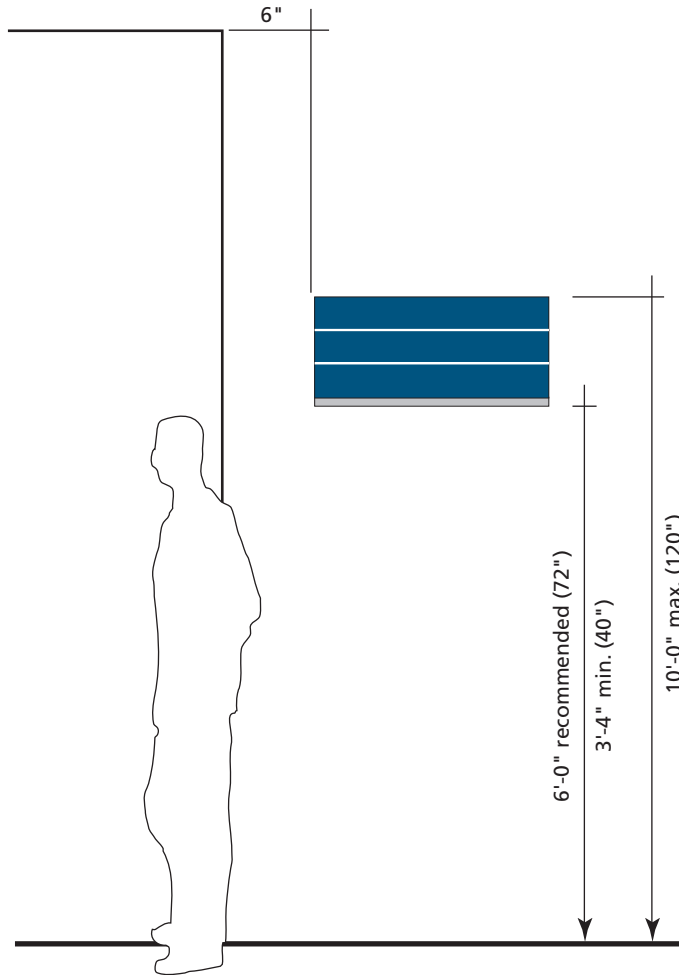
6 "

6'-0" recommended (72")

3'-4" min. (40")

10'-0" max. (120")

B10 Sign Type Wall Mounted
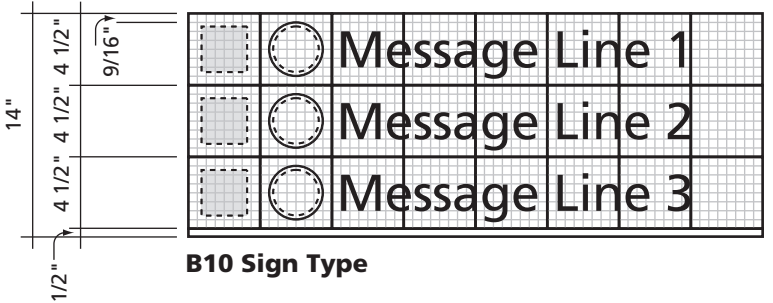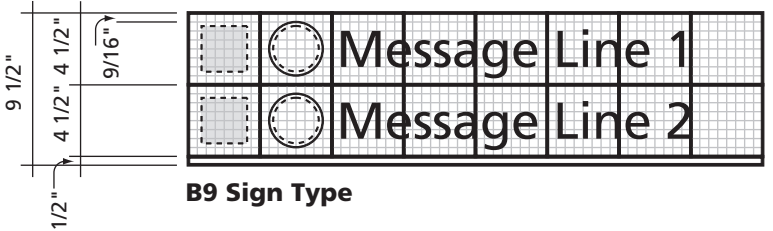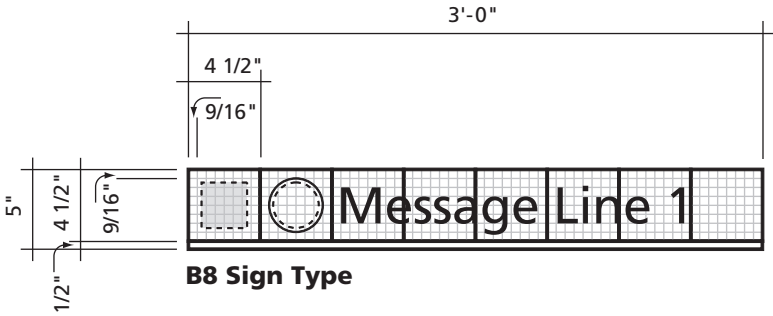
Sign Size and Layout

Graphic Components

**Sign Length: 3'-0"
4 1/2" Module**
Unit Size: 9/16"
Arrow Field: 2 13/16"
Symbol Field: 3 3/8"
Text Size: 2 1/4" Cap
Height
Divider Line: 1/8"

Comment

For additional
information on the use
of modules, arrows,
symbols and text refer to
Chapter 2.0.

B8 Sign Type

B9 Sign Type

B10 Sign Type

5.17

Interior Signage

**Wall Directional
B8, B9 and
B10 Sign Types**

**Design Intent
Drawing**

Finishes

1) Arrow silkscreened White

2) Symbol painted AMT Blue*

3) Symbol field silkscreened White

4) Frutiger 55 Roman text silkscreened White

5) Message band painted AMT Blue*

6) Divider lines silkscreened White
   (A divider line is used only when there is a change in direction)

7) Accent bar painted Silver*

8) 1/4" thick aluminum panel for 3'-0" sign, 1/8" thick aluminum panel for 2'-0"
   sign and entire sign clear coated*
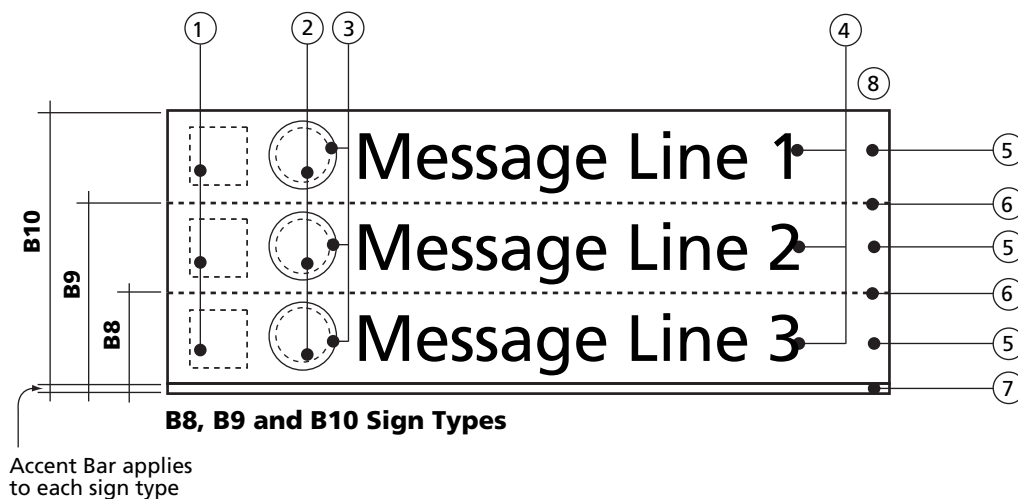
*Paint

- Matthews Acrylic
  Polyurethane Low
  Volatile Organic
  Compound (LVOC)
  specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear
  #281228

For fabrication and
installation information
refer to Chapter 11.0.

Comment

- Paint all exposed edges
  of sign Silver.

- Paint back of sign AMT
  Blue if there are no
  graphics on back of
  sign.

B8, B9 and B10 Sign Types

Accent Bar applies
to each sign type

Message Line 1
Message Line 2
Message Line 3

Sign Overview

Similar to B4, B5 and B6
Sign Types, these signs
incorporate the use of
the Preview Bar and are
also used as a source for
directional information.
They are smaller in size and
may vary in length
to accommodate short and
long messages.

B11 Sign Type
These signs contain the
maximum allowance of
one (1) primary directional
message and five (5)
Preview Bar Messages.

B12 Sign Type
These signs contain the
maximum allowance of
two (2) primary messages
and five (5) Preview Bar
Messages.

B13 Sign Type
These signs contain the
maximum allowance
of three (3) primary
messages and five (5)
Preview Bar Messages.

Comments

- Information for Wall
  Directionals should be
  based on station specific
  wayfinding needs.

- When establishing
  the order of multiple
  messages, services located
  straight ahead should be
  listed first followed by
  services located to the
  right and then to the
  left. The use of diagonal
  arrows should logically
  follow the established
  pattern.

- For proper nomenclature
  refer to Chapter 1.0.

↑ 🛄 Baggage Check-in

B11 Sign Type

← 🛄 Tickets and
Baggage Check-in

B12 Sign Type

↑ 🚆 Trains
← 🛄 Tickets and
Baggage Check-in

B13 Sign Type

Mounting Option

The following Mounting Option provides a guideline for the typical placement of Wall Directionals that include the use of a Preview Bar.

B11, B12 and B13 Sign Types may be placed following the mounting condition illustrated on this page.

Comments

- Ceiling heights and mounting conditions may vary.

- Wall Directional signs may also be mounted on columns. If column mounted at less than 6'-8" (80") above finished floor, signs shall not project more than 12" from column edges.

6"

6'-0" recommended (72")

3'-4" min. (40")

10'-0" max. (120")
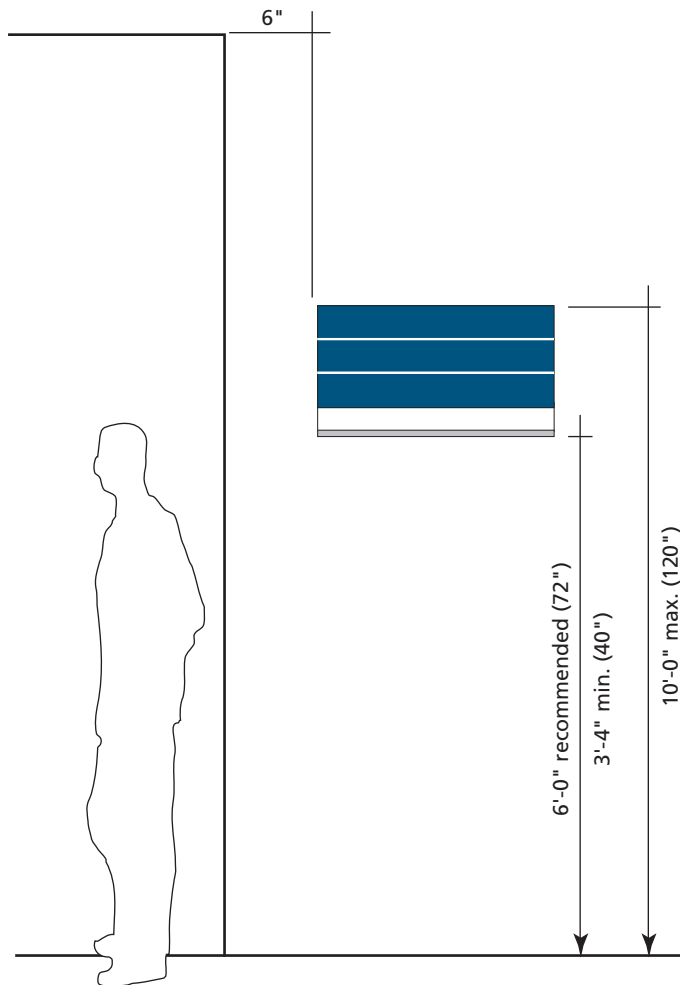
B13 Sign Type Wall Mounted
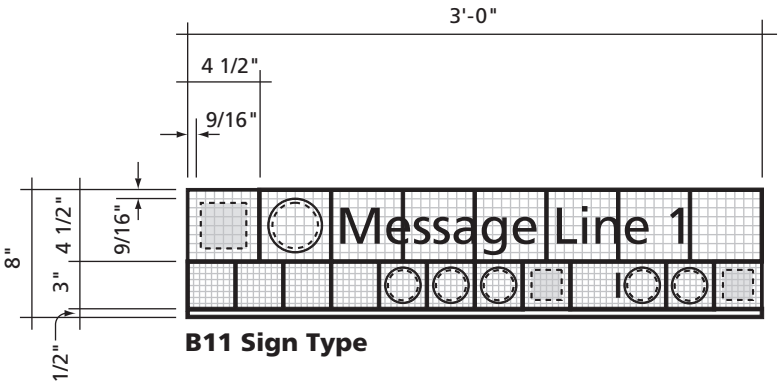
Sign Size and Layout

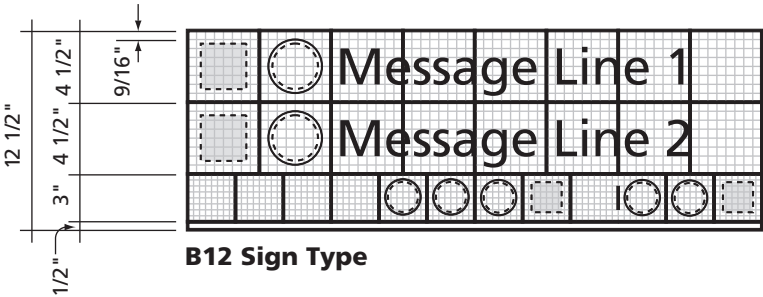**Graphic Components**

**Sign Length: 3'-0"
4 1/2" Module**
Unit Size: 9/16"
Arrow Field: 2 13/16"
Symbol Field: 3 3/8"
Text Size: 2 1/4" Cap
Height
Divider Line: 1/8"
Preview Bar Divider
Line: 1/4" x 1 1/2"

Comment
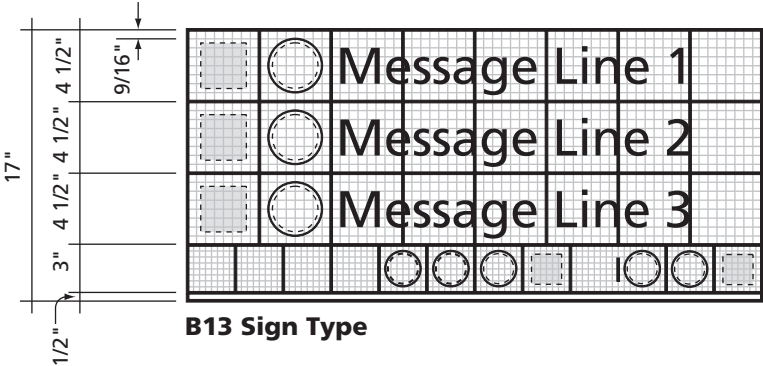
For additional information on the use of modules, arrows, symbols and text refer to Chapter 2.0.

B11 Sign Type

B12 Sign Type

B13 Sign Type

Message Line 1

Message Line 1
Message Line 2

Message Line 1
Message Line 2
Message Line 3

5.21

Interior Signage

**Wall Directional
B11, B12 and B13
Sign Types**

**Design Intent
Drawing**

Finishes

1) Arrow silkscreened White
2) Symbol silkscreened AMT Blue
3) Symbol field silkscreened White
4) Frutiger 55 Roman text silkscreened White
5) Message band painted AMT Blue*
6) Divider lines silkscreened White
   (A divider line is used only when there is a change in direction)
7) Arrow silkscreened AMT Blue
8) Symbol field silkscreened AMT Blue
9) Symbol painted White*
10) Preview Bar Divider Line silkscreened AMT Blue
11) Accent bar painted Silver*
12) Preview bar painted White*
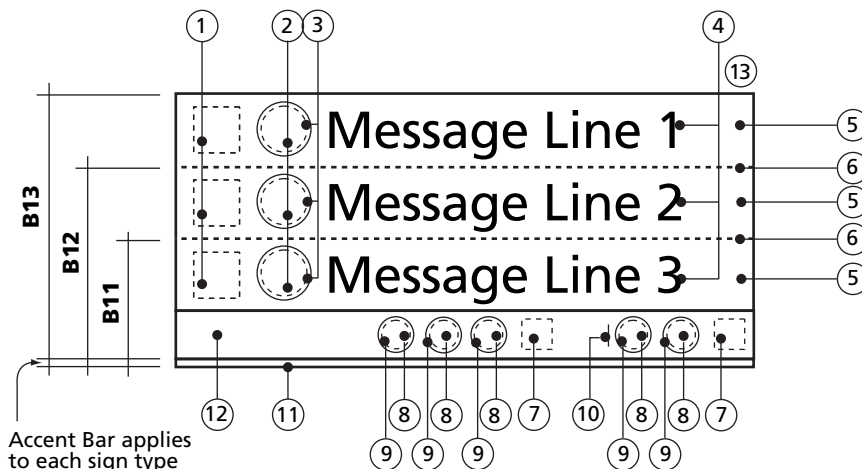13) 1/4" thick aluminum panel for 3'-0" sign, 1/8" thick aluminum panel for 2'-0" sign and entire sign clear coated*

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.
- AMT Blue
  Satin VOC# SVOC1142SP
- Silver
  Satin VOC# MP18073
- White
  Satin VOC# SV202SP
- Clear Coat
  VOC Satin Clear #281228

For fabrication and installation information refer to Chapter 11.0.

Comment

- Paint all exposed edges of sign Silver.
- Paint back of sign AMT Blue if there are no graphics on back of sign.

Accent Bar applies to each sign type

B11, B12 and B13 Sign Types

Sign Overview

These signs are used within stations to identify Public and Customer Services locations within station interiors.

**B14 Sign Type
Service Identifier**

These signs display symbols only.

**B15 Sign Type
Service Identifier**

These signs display symbols supported with text messages.

**B15a Sign Type
Directional**

These signs display symbols supported with directional arrows. They are used to direct customers to available accessible services.

**B16 Sign Type
Service Identifier**

These signs display symbols supported by additional text. They are used to direct customers to available accessible services.

Comments

• Service Identifiers may include Custom Messages. For the definition of Custom Message and proper nomenclature refer to Chapter 1.0.

• For a complete list of available Public and Customer Services Symbols refer to Chapter 2.0.

B14 Sign Type

Luggage Carts

B15 Sign Type

B15a Sign Type

The nearest accessible entrance is located on 7th Avenue.

B16 Sign Type
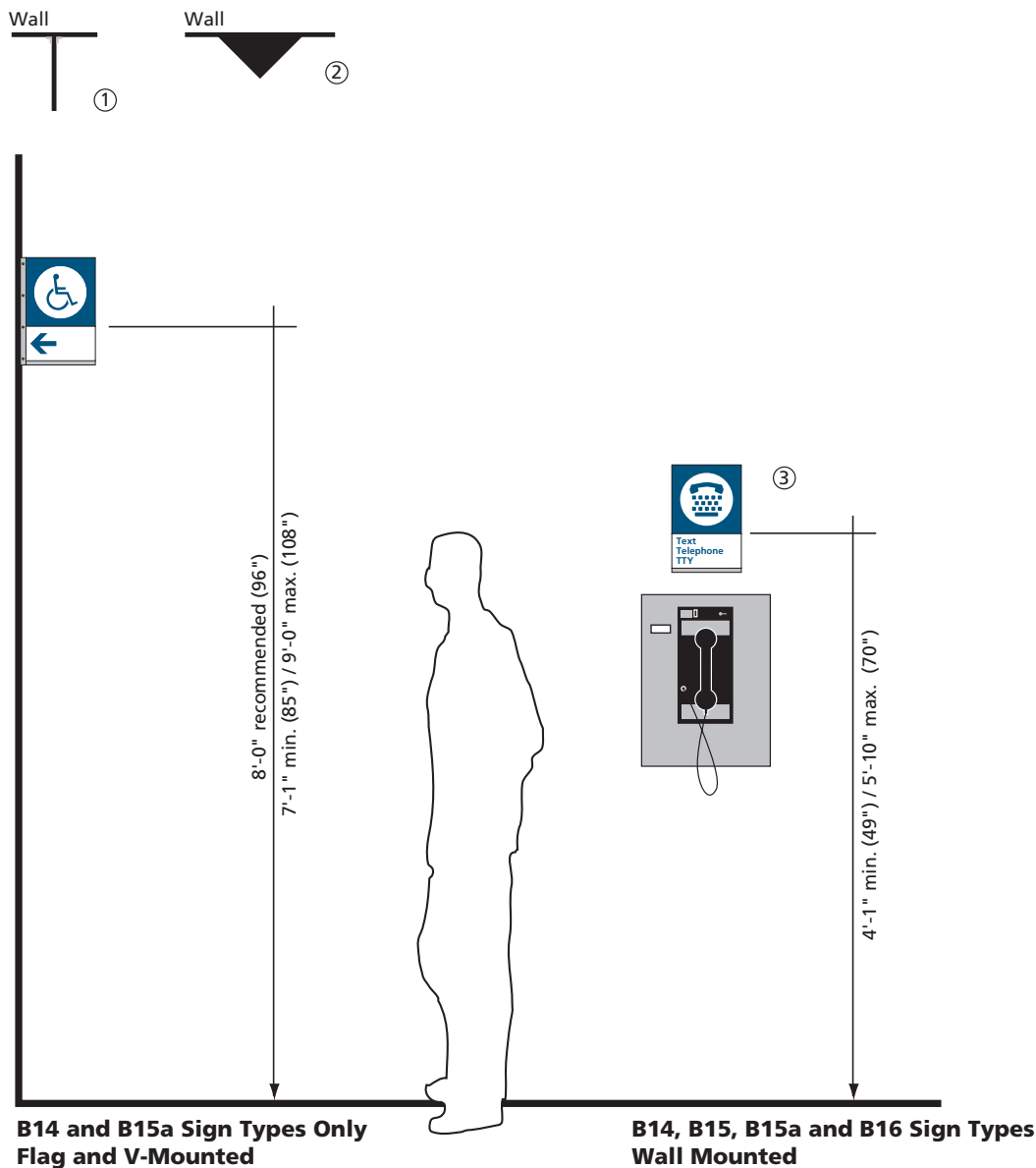
Mounting Options

The following Mounting Options provide guidelines for the placement of Service Identifiers.

Mounting Options

1) Flag mounted (B14 and B15a only)

2) V-mounted (B14 and B15a only)

3) Wall mounted

Comment

- Ceiling heights and mounting conditions may vary.
- B15 and B16 Sign Types shall only be wall mounted.
- Refer to DOTAS/SAD Table 703.5.5 on page 3.4 for guidelines on interior Visual Character mounting and character heights.

B14 and B15a Flag and V-Mounted Plan View

Wall

Wall

①

②

8'-0" recommended (96")

7'-1" min. (85") / 9'-0" max. (108")

③

Text
Telephone
TTY

4'-1" min. (49") / 5'-10" max. (70")

**B14 and B15a Sign Types Only
Flag and V-Mounted**

**B14, B15, B15a and B16 Sign Types
Wall Mounted**

Sign Size and Layout
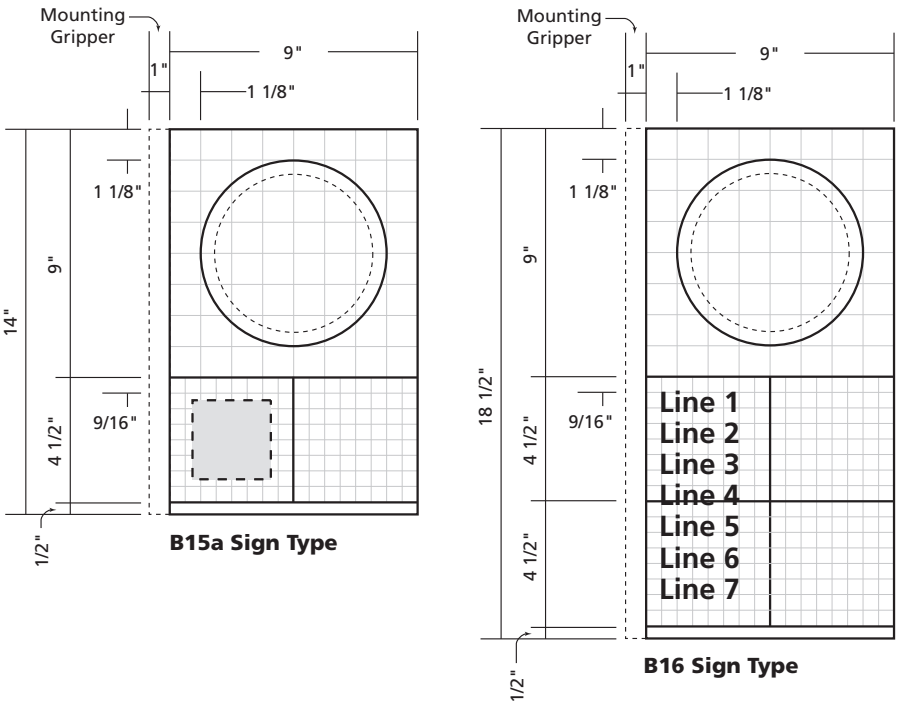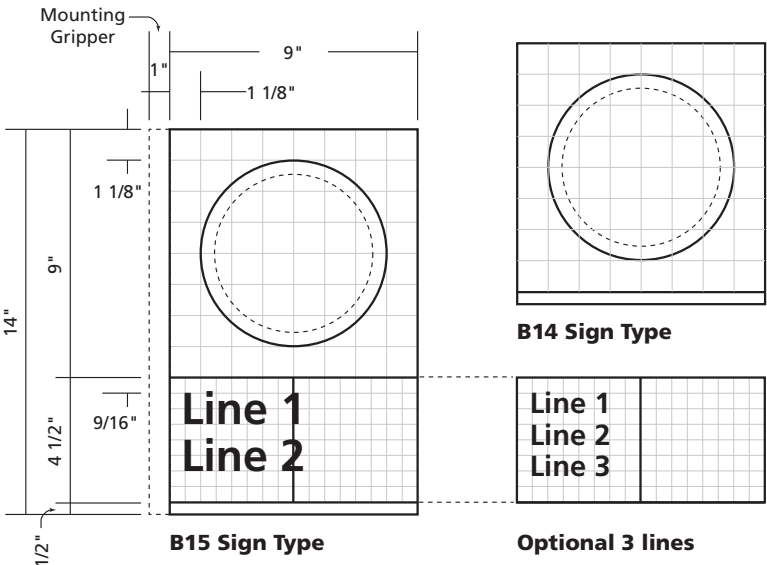
Graphic Components

9" Module
Unit Size: 1 1/8"
Symbol Field: 6 3/4"

4-1/2" Module
Unit Size: 9/16"
Arrow Field: 2 13/16"
(B15a only)
Support Text Size: 1 1/8"
Cap Height for two lines
Support Text Size: Cap
Height just over 3/4"
(9/16" x-height) for three
lines

Comments

For additional
information on the use
of modules, arrows,
symbols and text refer to
Chapter 2.0, specifically
page 2.7.

Mounting Gripper

9"

1"

1 1/8"

1 1/8"

14"

9"

4 1/2"

9/16"

1/2"

**Line 1
Line 2**

B15 Sign Type

B14 Sign Type

**Line 1
Line 2
Line 3**

Optional 3 lines

Mounting Gripper

9"

1"

1 1/8"

1 1/8"

14"

9"

4 1/2"

9/16"

1/2"

B15a Sign Type

Mounting Gripper

9"

1"

1 1/8"

1 1/8"

18 1/2"

9"

4 1/2"

9/16"

4 1/2"

1/2"

**Line 1
Line 2
Line 3
Line 4
Line 5
Line 6
Line 7**

B16 Sign Type

5.25

Interior Signage

**Service Identifier
B14, B15 and B16
Sign Types**

**Design Intent
Drawing**

Finishes

1) Background field painted AMT Blue

2) Symbol field silkscreened White

3) Symbol or arrow silkscreened AMT Blue

4) Frutiger 65 Bold text silkscreened AMT Blue

5) Background field painted White*

6) Accent bar painted Silver*

7) Gripper extension on mounting side only for flag mounted conditions

8) 1/8"thick aluminum panel for wall mounted sign, 1/4" thick aluminum panel for flag mounted signs and entire sign clear coated*
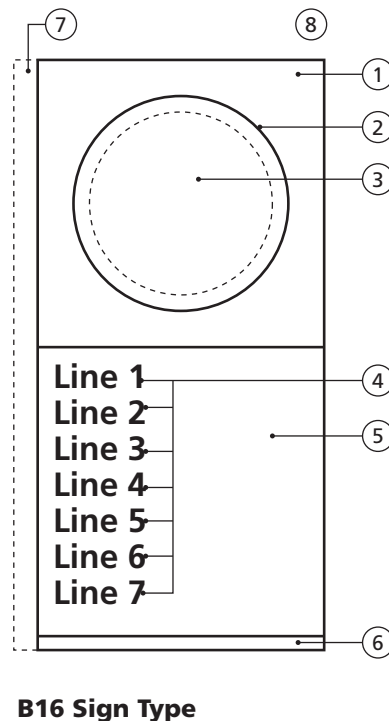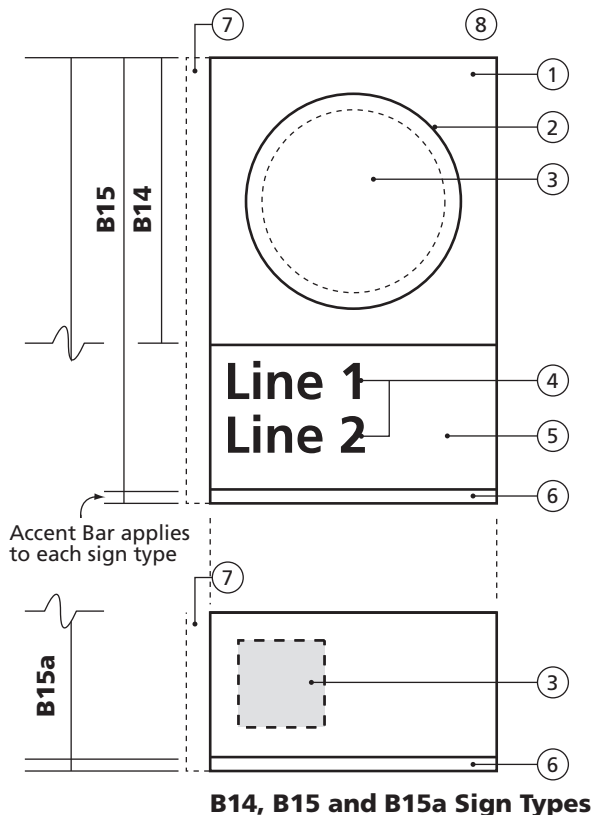
*Paint

• Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

• AMT Blue
Satin VOC# SVOC1142SP

• Silver
Satin VOC# MP18073

• White
Satin VOC# SV202SP

• Clear Coat
VOC Satin Clear #281228

For fabrication and installation information refer to Chapter 11.0.

Comment

• Paint all exposed edges of sign Silver.

• Paint back of sign AMT Blue if there are no graphics on back of sign.

B14, B15 and B15a Sign Types

B16 Sign Type

Accent Bar applies to each sign type

Sign Overview

These signs are used within stations to identify a restroom facility or location.

B17 Sign Type

These wall mounted signs identify restroom facilities as well as other permanent interior facilities identified with a symbol and raised tactile/Braille characters. In conformance with ADA these signs are required to display messages through the use of Raised Characters and Grade 2 Braille equivalent messages. They also display corresponding symbols within geometric shapes.

B18 Sign Type

These door mounted signs identify restroom facilities.

In conformance with California Title 24, Women's restrooms are identified by a circle raised from the door, Men's restrooms by a raised equilateral triangle and Family restrooms by a raised triangle on top of a raised circle. B18 Sign Types also display corresponding symbols within these geometric shapes.

"Restroom" is the preferred term for Family restrooms. However, "Family Restroom" on two lines can be used as an alternate. For proper nomenclature refer to Chapter 1.0.

WOMEN
(Grade 2 Braille)

B17 Sign Type

B18 Sign Type

MEN
(Grade 2 Braille)

B17 Sign Type

B18 Sign Type

RESTROOM
(Grade 2 Braille)

B17 Sign Type

B18 Sign Type

FAMILY
RESTROOM
(Grade 2 Braille)

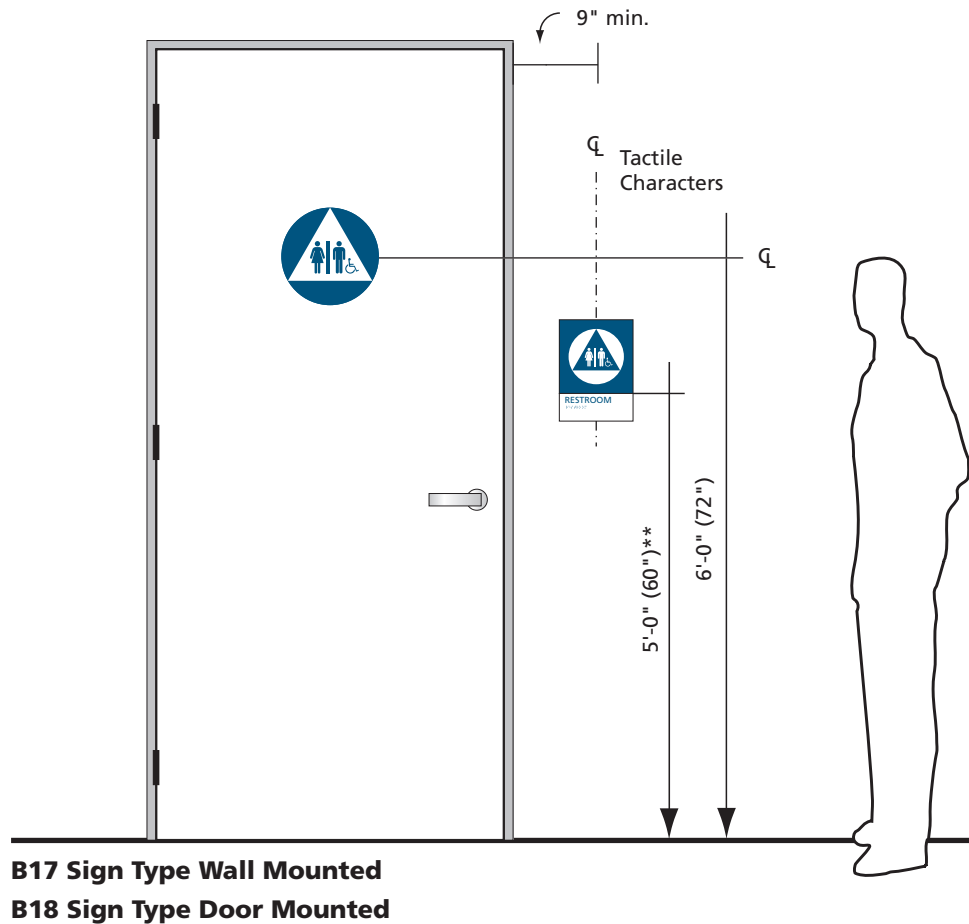**B17 Sign Type**

B18 Sign Type

Mounting Option

The following Mounting Option provides a guideline for the placement of Restroom Identifiers.

Restroom identifiers require the installation of both B17 Sign Type (wall mounted) and B18 Sign Type (door mounted) signs.

B17 signs must be mounted as shown for access to Raised Characters and Grade 2 Braille massages on the sign surface.

Comments

- B17 Sign Types shall be located so that a clear floor space of 18" minimum by 18" minimum, centered on Tactile Characters, is provided beyond the arc of any door swing between the closed position and the 45 degree open position, see Chapter 3.0.

- For ADA mounting guidelines for Tactile Character signs refer to Chapter 3.0.

9" min.

Tactile Characters

5'-0" (60")**

6'-0" (72")

B17 Sign Type Wall Mounted
B18 Sign Type Door Mounted

** Field exceptions to mounting height must be in compliance with DOTAS/SAD 703.4.

Sign Size and Layout

Graphic Components

9" Module
Unit size: 1 1/8"
Symbol Field: 6 3/4"

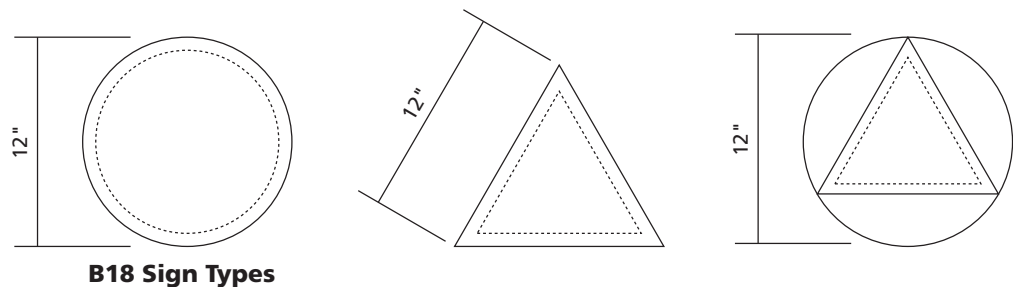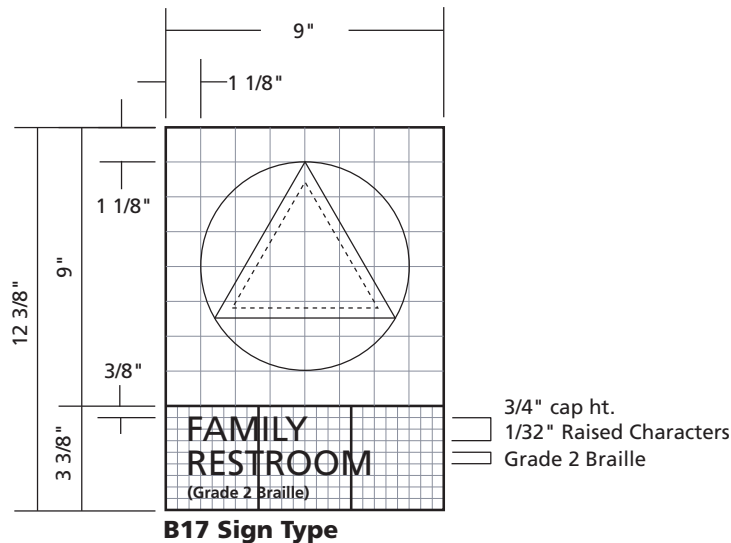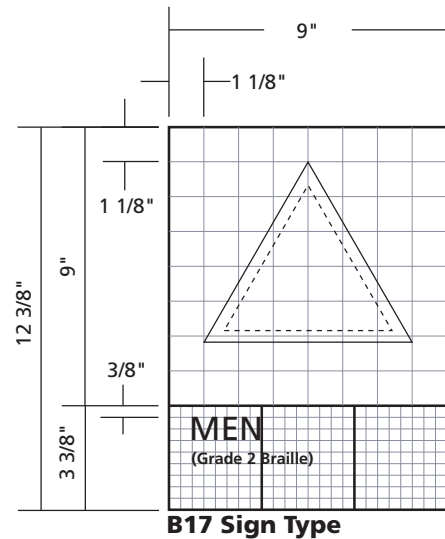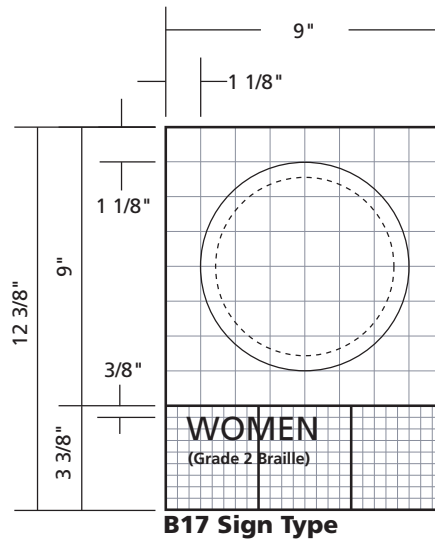**3" Module (Nominal*)**
Unit size: 3/8"
Text size: 3/4" All Caps
Grade 2 Braille

*Module height increased to 3 3/8" to comply with Section 703.3.2 of the current ADA. Braille shall be separated 3/8" minimum from Raised Characters and from bottom of sign.

Comments

- Minimum spacing between all Raised Character pairs shall be 1/8". Refer to Chapter 3.0.0 for Raised Character guidelines.

- For additional information on the use of modules, arrows, symbols and text refer to Chapter 2.0

- Accessible restrooms shall be identified with the international symbol of accessibility when required. For additional information refer to Chapter 3.0.

- Symbols for other permanent facilities, such as stairs, can be used with corresponding raised tactile/Braille characters. Place symbols in the circular field shown for the B17 Women Sign. Refer to Chapter 3.0.

WOMEN
(Grade 2 Braille)

B17 Sign Type

MEN
(Grade 2 Braille)

B17 Sign Type

FAMILY
RESTROOM
(Grade 2 Braille)

3/4" cap ht.
1/32" Raised Characters
Grade 2 Braille

B17 Sign Type

B18 Sign Types

5.29

Interior Signage

**Restroom Identifier
B17 and B18
Sign Types**

**Design Intent
Drawing**

Finishes

1) 1/4" thick Exterior grade photo polymer panel with raised symbol field and raised tactile and Braille letters, background field painted AMT Blue*

2) Symbol field raised 1/32" painted White* with symbol silkscreened to match AMT Blue

3) Message field painted White*

4) Frutiger 55 Roman raised 1/32" characters, painted AMT Blue*

5) Grade 2 Braille painted White*

6) Symbol field 1/4" acrylic painted to match AMT Blue* or White*

7) Symbol silkscreened White or AMT Blue

8) Symbol silkscreened AMT Blue or White

9) Symbol Field raised 1/4" acrylic painted White* or AMT Blue*
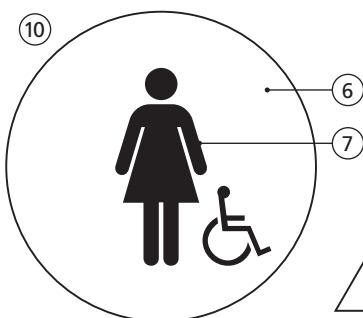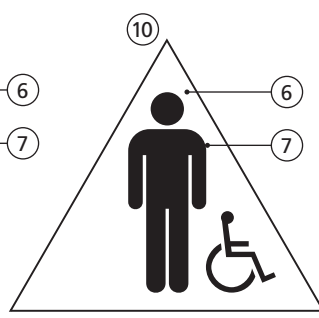
10) Entire sign panel clear coated*
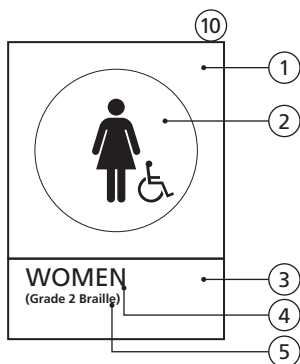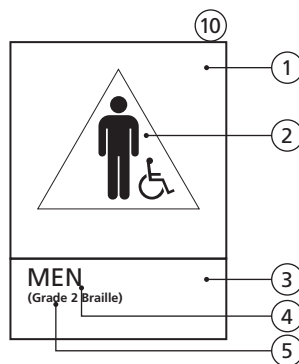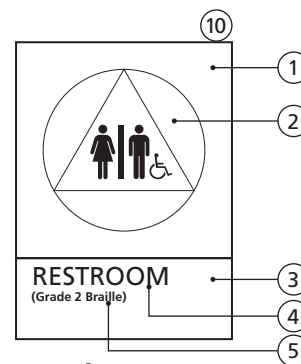
*Paint

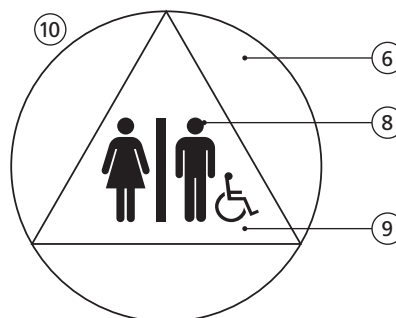- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear #281228

For fabrication and installation information refer to Chapter 11.0.

Comment

B18 Sign Types must contrast with existing doors. Dark doors may require White* symbol fields with AMT Blue* symbols.

"Restroom" is the preferred term for Family restrooms. However, "Family Restroom" on two lines can be used as an alternate. For proper nomenclature refer to Chapter 1.0.

B17 Sign Type

B17 Sign Type

B17 Sign Type

B18 Sign Type

B18 Sign Type

B18 Sign Type

Interior Signage

**Permanent
Room Identifier
B19, B20 and B21
Sign Types**

5.30

Sign Overview

These signs are used within stations to identify rooms designated as interior permanent and must conform with ADA requirements for Tactile Characters.

Raised Character messages must be written in capital letters, raised 1/32" and be accompanied by a Grade 2 Braille message equivalent directly below the Raised Characters.

Messages may include:

- AUTHORIZED PERSONNEL
- STATION MANAGER
- JANITOR'S CLOSET
- MECHANICAL ROOM
- ROOM "##"
- AREA OF REFUGE
- EXIT
- EXIT STAIR #
- CUSTOM MESSAGE

For the definition of Custom Message and proper nomenclature refer to Chapter 1.0.

ROOM 222

B19 Sign Type

EXIT

B19a Sign Type*

STATION MANAGER

B20 Sign Type

AUTHORIZED PERSONNEL

B21 Sign Type

* B19a used where required by DOTAS 216.4 Means of Egress at Exit Doors.

Mounting Option

The following Mounting Option provides a guideline for the placement of Permanent Room Identifiers.

B19, B20 and B21 signs must all be mounted as shown for access to Raised Characters and Grade 2 Braille messages on the sign surface.

Comments

- Permanent Room Identifiers shall be wall mounted.

- Permanent Room Identifiers shall be located so that a clear floor space of 18" minimum by 18" minimum, centered on Tactile Characters, is provided beyond the arc of any door swing between the closed position and the 45 degree open position, see Chapter 3.0.

- For ADA mounting guidelines for Raised Character signs refer to Chapter 3.0.

9" min.

Tactile Characters

5'-0" (60")**

B21 Sign Type Wall Mounted
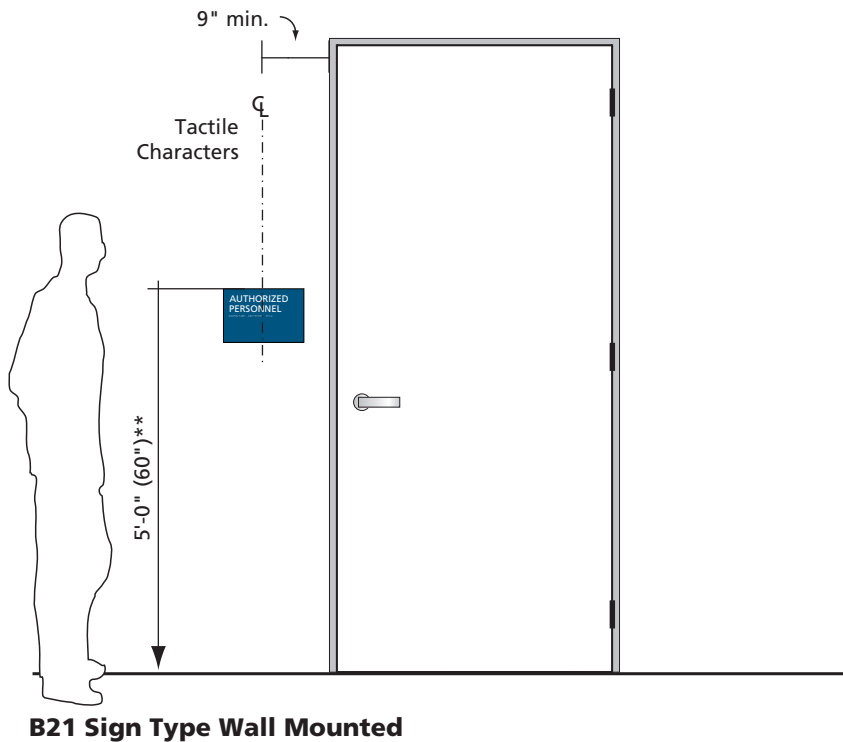
When installing multiple tactile/Braille signs in proximity to each other, mount all signs at same height within ADA mounting guidelines.

** Field exceptions to mounting height must be in compliance with DOTAS/SAD 703.4.

Interior Signage

Permanent
Room Identifier
B19, B20 and B21
Sign Types

5.32

Sign Size and Layout

Graphic Components

4 1/2" Module
Unit size: 9/16"
Text size: 1 1/8" All Caps
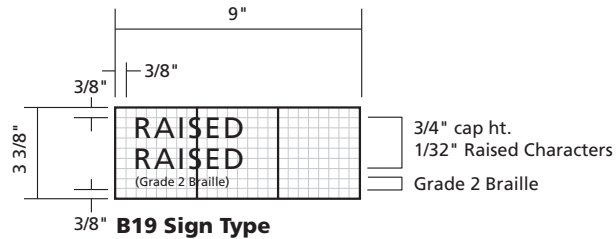Grade 2 Braille

3" Module (Nominal*)
Unit size: 3/8"
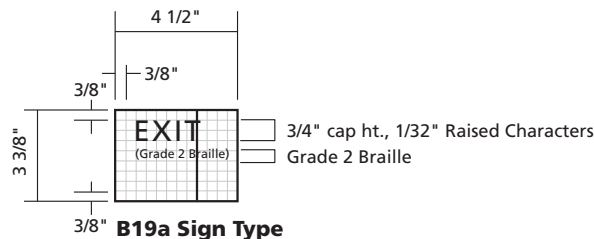Text size: 3/4" All Caps
Grade 2 Braille

*Module height increased to 3 3/8" to comply with Section 703.3.2 of the current ADA. Braille shall be separated 3/8" minimum from Tactile Characters and from bottom of sign.

Comment

Minimum spacing between all Raised Character pairs shall be 1/8". Refer to Chapter 3.0 for Raised Character guidelines.

B19 Sign Type

RAISED
RAISED
(Grade 2 Braille)

9"
3/8"
3/8"
3 3/8"
3/8"
3/4" cap ht.
1/32" Raised Characters
Grade 2 Braille

B19a Sign Type

EXIT
(Grade 2 Braille)

4 1/2"
3/8"
3/8"
3 3/8"
3/8"
3/4" cap ht., 1/32" Raised Characters
Grade 2 Braille

B20 Sign Type

RAISED
MESSAGE
HERE
(Grade 2 Braille)

9"
4 1/2"
9/16"
4 1/2"
9"
1 1/8"
1 1/8" cap ht.
1/32" Raised Characters
Grade 2 Braille

B21 Sign Type

RAISED
MESSAGE
HERE
(Grade 2 Braille)

13 1/2"
4 1/2"
9/16"
4 1/2"
9/16"
9"
1 1/8" cap ht.
1/32" Raised Characters
Grade 2 Braille

Finishes

1) 1/4" thick Exterior grade photo polymer panel with raised tactile and Braille letters, background field painted AMT Blue*

2) Frutiger 55 Roman 1/32" raised characters, painted White*

3) Grade 2 Braille painted AMT Blue*

4) Entire sign panel clear coated*

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue Satin VOC# SVOC1142SP

- Silver Satin VOC# MP18073

- White Satin VOC# SV202SP

- Clear Coat VOC Satin Clear #281228

For fabrication and installation information refer to Chapter 11.0.

B19 Sign Type

B19a Sign Type
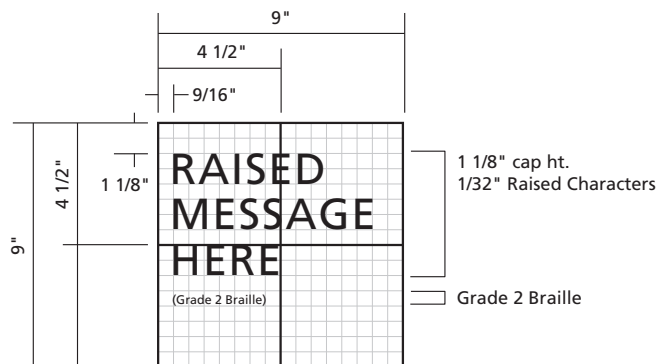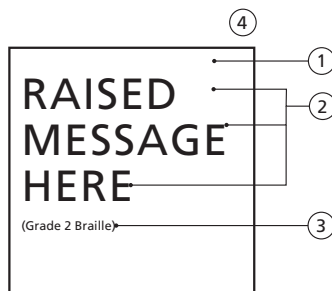
B20 Sign Type

B21 Sign Type

Interior Signage

**Freestanding Custom
Message Inserts and
Sign Housings
B22a and B22b
Sign Types**

5.34
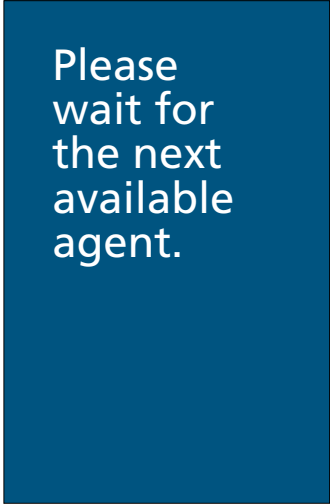
Sign Overview

These signs are used to display information or changes in procedure that may vary from station to station.

Custom Message Inserts have been designed to fit standard off-the-shelf Freestanding Sign Housing Products. The housings may also display notices and posters furnished by Amtrak.

B22 Sign Type inserts contain sign messages referred to as Custom Messages. Custom Messages should be kept simple and must follow proper Amtrak signage usage and style.

For the definition of Custom Message and proper nomenclature refer to Chapter 1.0.

Please
wait for
the next
available
agent.

B22a Sign Type Insert (11x17)

Acela
Express
Ticketing

B22b Sign Type Insert (22x28)

**Freestanding Custom
Message Inserts and
Sign Housings
B22a and B22b
Sign Types**

Mounting Options

The following Mounting Options provide a guideline for the use of Freestanding Custom Message Inserts (B22 Sign Type) in recommended Freestanding Sign Housings.

For specifications and ordering Freestanding Sign Housing products contact Amtrak Signage Brand Management.

B22a

B22b

Interior Signage

5.36
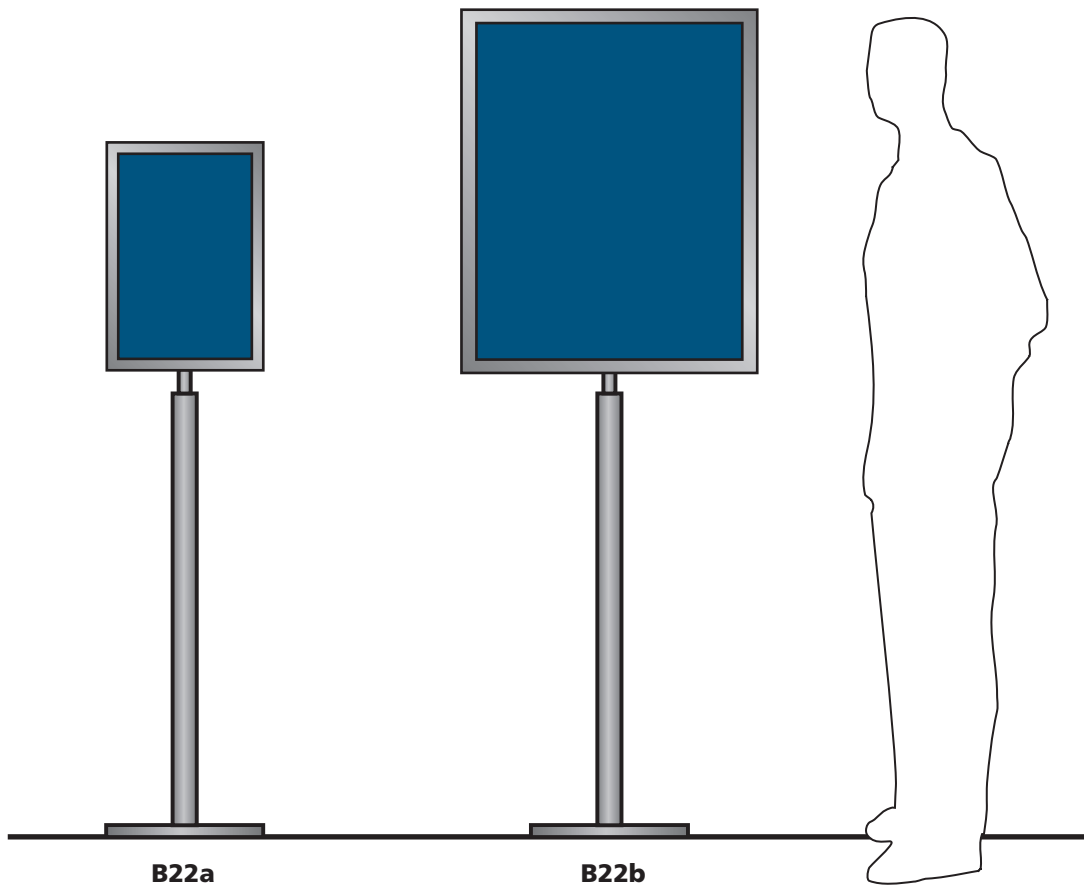
Freestanding Custom Message Inserts and Sign Housings B22a and B22b Sign Types

Sign Size and Layout

Graphic Components

B22a Sign Type Insert (11x17)
3" Module
Unit Size: 3/8"
Text Size: Cap Height just over 1" (3/4" x-height of lower case letters)

Line 1
Line 2
Line 3
Line 4
Line 5
Line 6
Line 7
Line 8
Line 9

B22a Sign Type Insert (11x17)

Interior Signage

**Freestanding Custom
Message Inserts and
Sign Housings
B22a and B22b
Sign Types**

Sign Size and Layout

Graphic Components

**B22b Sign Type Insert
(22x28)
6" Module**
Unit Size: 3/4"
Text Size: Cap height just
over 2" (1 1/2" x-height
of lower case letters)

22"

2" 18" 2"

6"

3/4"

2"

3/4"

6"

28"

24"

2"

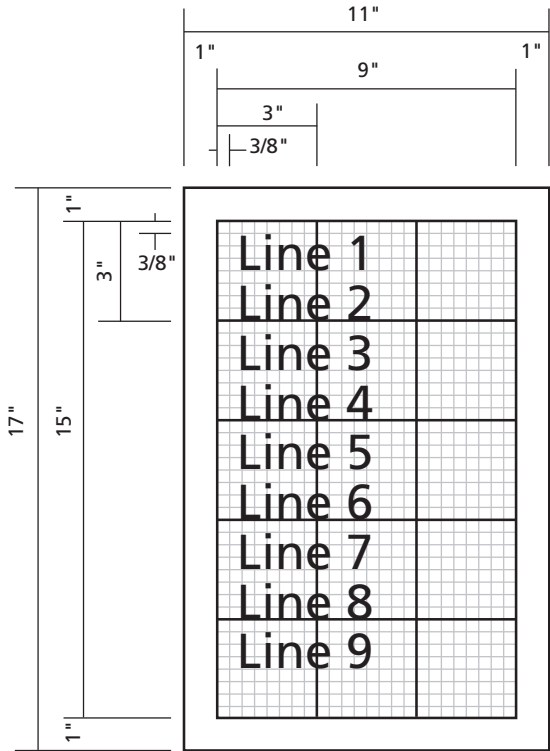Line 1
Line 2
Line 3
Line 4
Line 5
Line 6
Line 7

B22b Sign Type Insert (22x28)

Interior Signage

**Freestanding Custom
Message Inserts and
Sign Housings
B22a and B22b
Sign Types**

**Design Intent
Drawing**
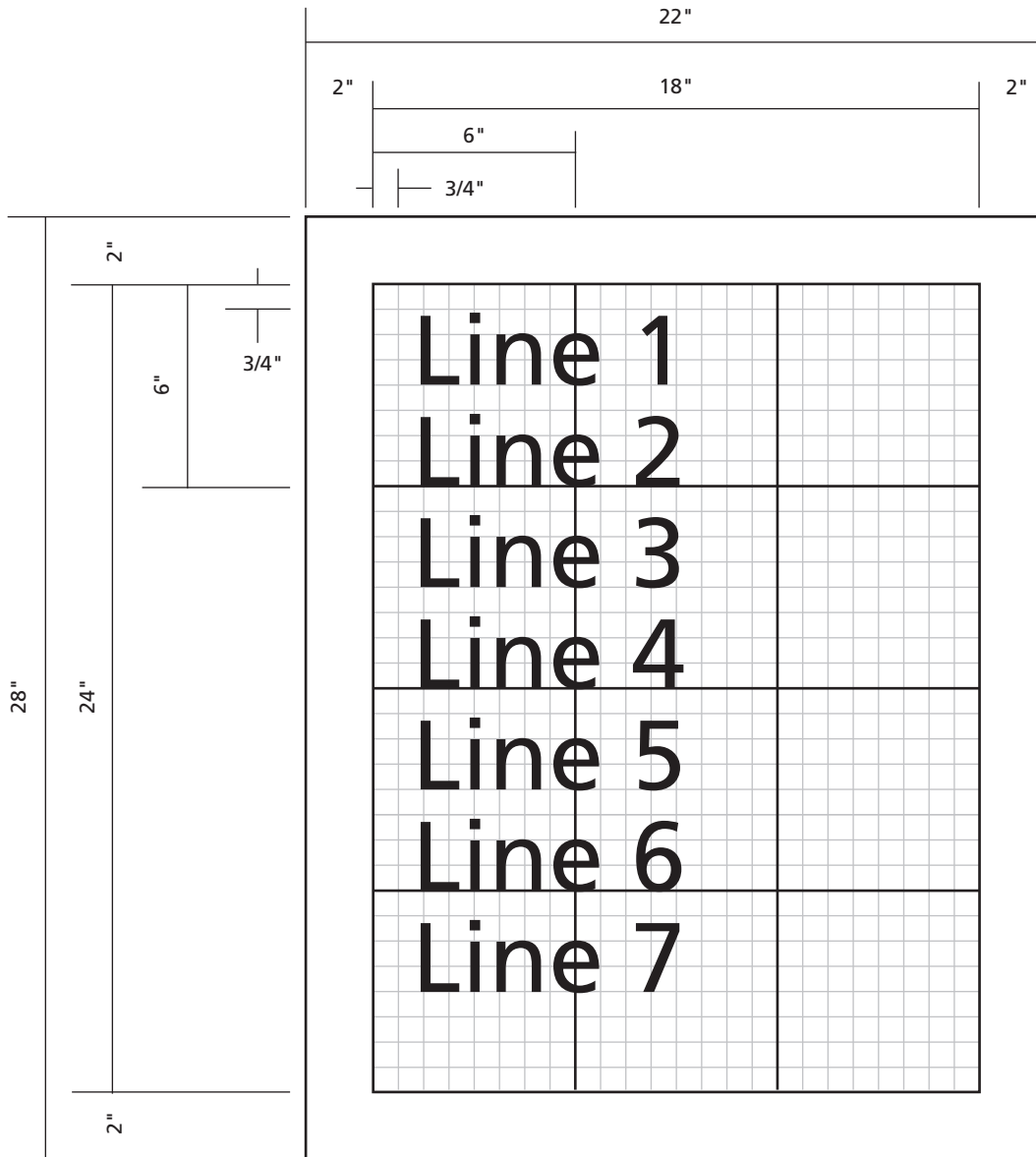
5.38

***For paint and color
specifications please refer
to page 2.10.**

**For specifications and
ordering Freestanding
Sign Housing products
contact Amtrak
Signage Brand
Management.**

Finishes

1)   1/16" thick Sintra, background field painted AMT White*

2)   Background field painted AMT Blue*

3)   Frutiger 55 Roman text silkscreened color White

Alternate Finishes:

Digital printing on white Sintra to match Amtrak Blue* with Pantone 302C.

Line 1
Line 2
Line 3
Line 4
Line 5
Line 6
Line 7
Line 8
Line 9

B22a Sign Type Insert (11x17)

Line 1
Line 2
Line 3
Line 4
Line 5
Line 6
Line 7

B22b Sign Type Insert (22x28)

**Wall Mounted
Custom Message
Inserts and Sign
Housings
B23a, B23b and B23c
Sign Types**

Sign Overview

These signs are used to display information or changes in procedure that may vary from station to station.

Custom Message Inserts have been designed to fit standard off-the-shelf Wall Mounted Sign Housing products. The housings may also display notices and posters furnished by Amtrak.

B23 Sign Type inserts contain messages referred to as Custom Messages. Custom Messages should be kept simple and must follow proper Amtrak signage usage and style.

For the definition of Custom Message and proper nomenclature refer to Chapter 1.0.

Please
wait for
the next
available
agent.

B23a Sign Type Insert (11x17)

Acela
Express
Ticketing

B23b Sign Type Insert (22x28)

Thank You
for Riding
Amtrak

B23c Sign Type Insert (24x36)

Interior Signage

Wall Mounted Custom Message Inserts and Sign Housings B23a, B23b and B23c Sign Types

Mounting Options

5.40

The following Mounting Options provide a guideline for the use of Wall Mounted Custom Message Inserts (B23 Sign Types) with their corresponding Wall Mounted Sign Housings.

For specifications and ordering Wall Mounted Sign Housing products contact Amtrak Signage Brand Management.

B23a   B23b   B23c

3'-4" min. (40")

5'-0" recommended (60")

ÇL
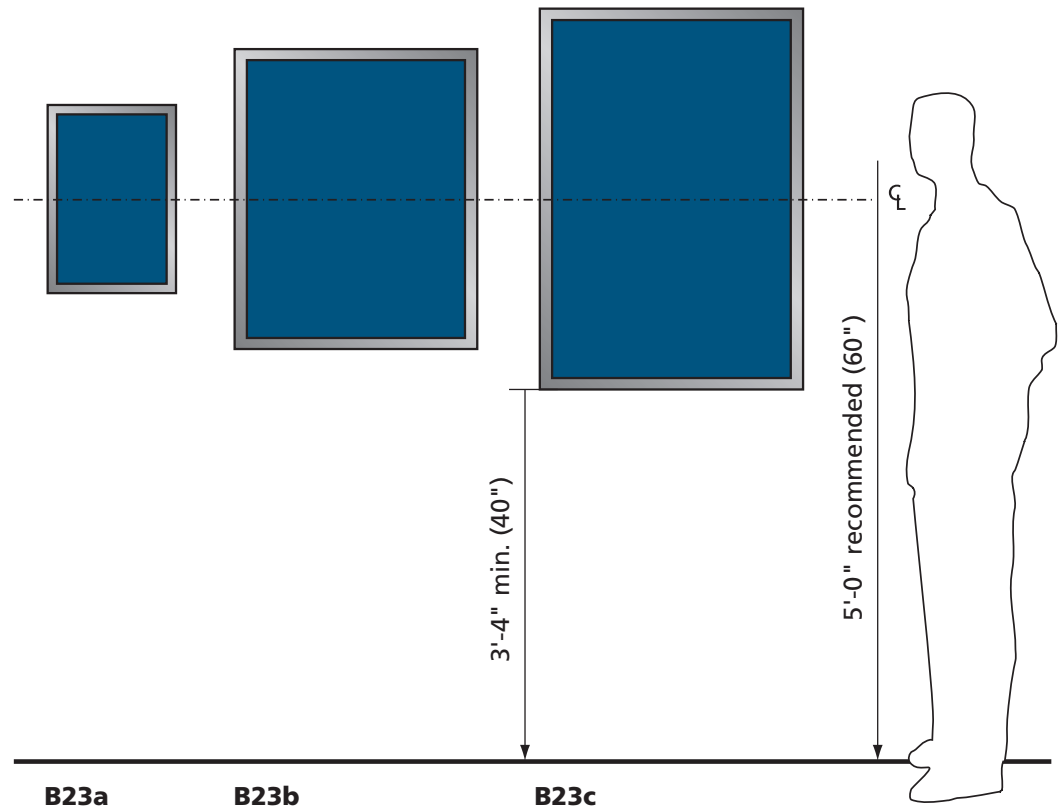
Graphic Components

B23a Sign Type Insert (11x17)
3" Module
Unit Size: 3/8"
Text Size: Cap height just over 2" (1 1/2" x-height of lower case letters)

Line 1
Line 2
Line 3
Line 4
Line 5
Line 6
Line 7
Line 8
Line 9

B23a Sign Type Insert (11x17)

Interior Signage

5.42

**Wall Mounted
Custom Message
Inserts and Sign
Housings
B23a, B23b and B23c
Sign Types**

Sign Size and Layout

Graphic Components

**B23b Sign Type Insert
(22x28)
6" Module**
Unit Size: 3/4"
Text Size: Cap height just
over 2" (1 1/2" x-height
of lower case letters)

22"

2"   18"   2"

6"

3/4"

2"

6"

3/4"

28"

24"

2"

Line 1
Line 2
Line 3
Line 4
Line 5
Line 6
Line 7

B23b Sign Type Insert (22x28)

5.43

Interior Signage

Wall Mounted Custom Message Inserts and Sign Housings B23a, B23b and B23c Sign Types
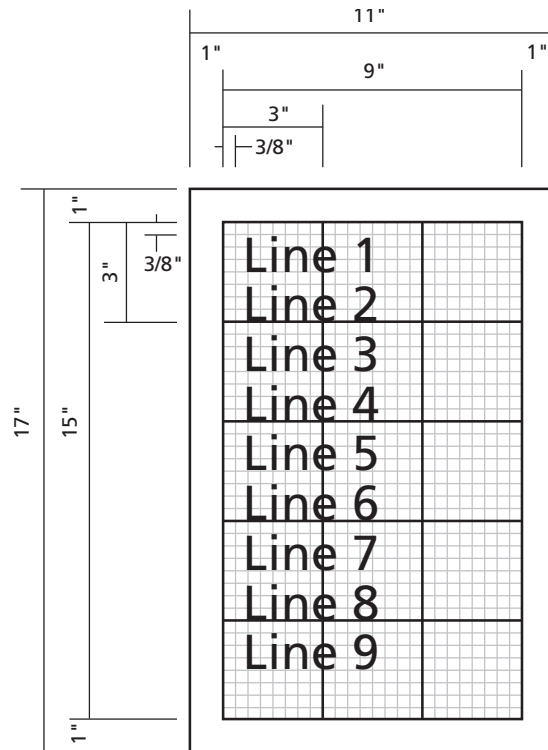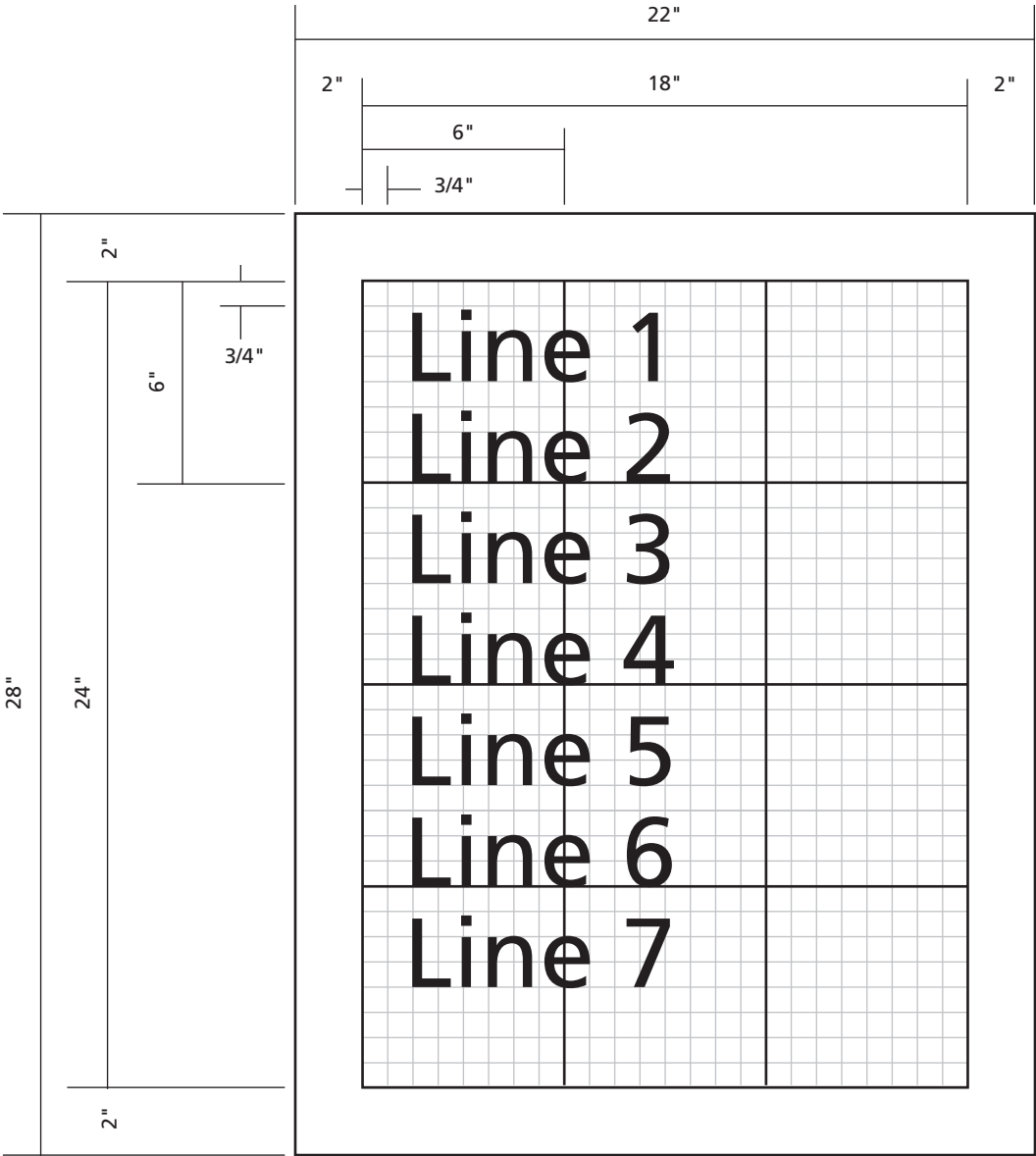
Sign Size and Layout

Graphic Components

B23c Sign Type Insert (24x36)
6" Module
Unit Size: 3/4"
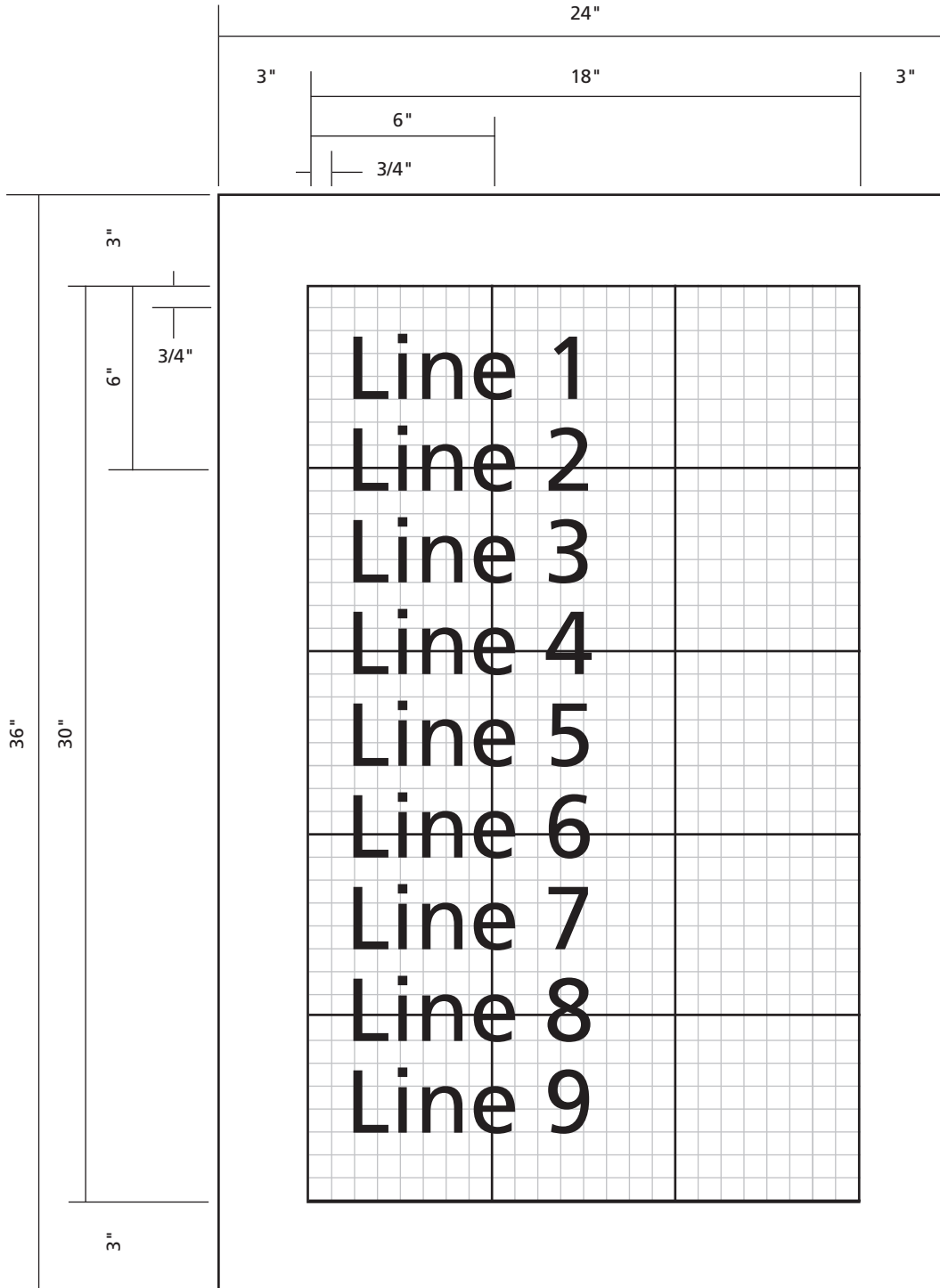Text Size: Cap height just over 2" (1 1/2" x-height of lower case letters)

24"

3" 18" 3"

6"

3/4"

3"

3/4"

6"

36"

30"

3"

Line 1
Line 2
Line 3
Line 4
Line 5
Line 6
Line 7
Line 8
Line 9

B23c Sign Type Insert (24x36)

*For paint and color specifications please refer to page 2.10.

For specifications and ordering Wall Mounted Sign Housing products contact Amtrak Signage Brand Management.

Finishes

1) 1/16" thick Sintra, background field painted AMT White*

3) Background field painted AMT Blue*

4) Frutiger 55 Roman text silkscreened color White

Alternate Finishes:

Digital printing on white Sintra to match Amtrak Blue* with Pantone 302C.

Line 1
Line 2
Line 3
Line 4
Line 5
Line 6
Line 7
Line 8
Line 9

B23a Sign Type Insert (11x17)

Line 1
Line 2
Line 3
Line 4
Line 5
Line 6
Line 7

B23b Sign Type Insert (22x28)

Line 1
Line 2
Line 3
Line 4
Line 5
Line 6
Line 7
Line 8
Line 9

B23c Sign Type Insert (24x36)

AMTRAK

Amtrak Welcomes You to
Station Name

Station Hours:
00:00am - 00:00pm Daily (or Day - Day)
00:00am - 00:00pm Alternate Day - Day

5/8 "
1 1/8 "
3/4 "
1/2 "
3/4 "
1 "
3/4 "
1/2 "
3/4 "
1/2 "
3/4 "

B24 Sign Type, Branded

℄

Amtrak Welcomes You to
Station Name

Station Hours:
00:00am - 00:00pm Daily (or Day - Day)
00:00am - 00:00pm Alternate Day - Day

3/4 "
1/2 "
3/4 "
1 "
3/4 "
1/2 "
3/4 "
1/2 "
3/4 "

B24 Sign Type

℄
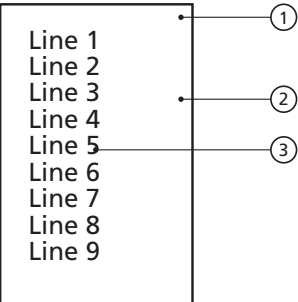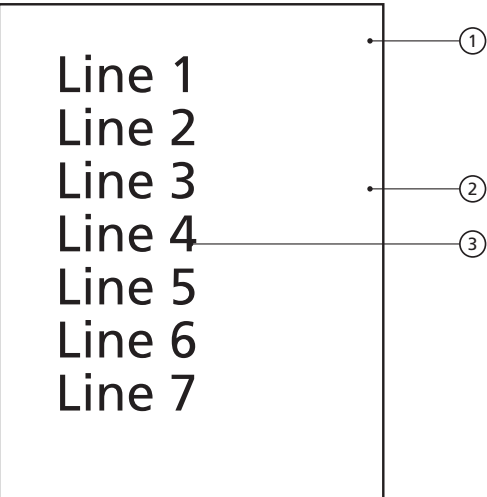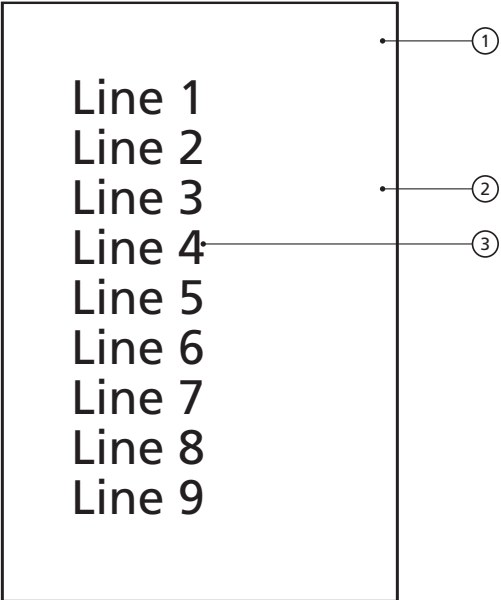
Sign Overview

These signs display station hours of operation and provide a friendly greeting to Amtrak guests at station entrances.

Sample layouts included on this page indicate the size and layout (line spacing) recommended for applied vinyl lettering.

Use of the branded version is preferred to convey the Amtrak brand presence at station entrances.

Comments

- Station hours of operation may vary from
  station to station.

- Station hours at a given station may vary with days of the week.

- "Station Name" is the City name (no state abbreviation) plus the word "Station", e.g., Dearborn Station.
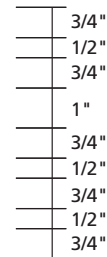
Mounting Option

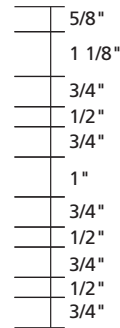The following Mounting Option provides guidelines for the place-ment of vinyl lettering at station entrances. Where glass doors do not exist, station hours should be placed on an adjacent window in close proximity.

Comments

• 3/4" Frutiger 55 Roman text in 3M™ Scotchcal™ ElectroCut™ Opaque Vinyl, Matte White 7725-20.

• Cut vinyl applied to the exterior side of the glass.

• Baseline for the first line of copy should start 5'-0" (60") above finished floor.

• Width of text should not exceed 2'-8" (32").

• Example copy shown here illustrates how hours vary from station to station, and with days of the week at a given station.

For additional informa-tion on application of vinyl lettering refer to page 11.2.

AMTRAK

Amtrak Welcomes You to
Atlanta Station

Station Hours:
7:00am - 9:00pm Daily

5'-0" (60")
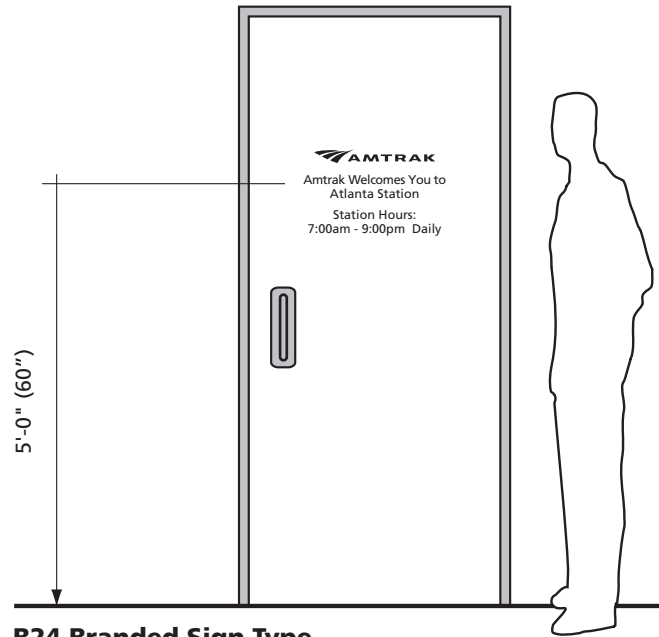
**B24 Branded Sign Type
Single Glass Entrance Door**

AMTRAK

Amtrak Welcomes You to
Lancaster Station

Station Hours:
5:00am - 11:59pm Mon - Fri
6:30am - 10:30pm Sat - Sun

AMTRAK

Amtrak Welcomes You to
Lancaster Station

Station Hours:
5:00am - 11:59pm Mon - Fri
6:30am - 10:30pm Sat - Sun

5'-0" (60")
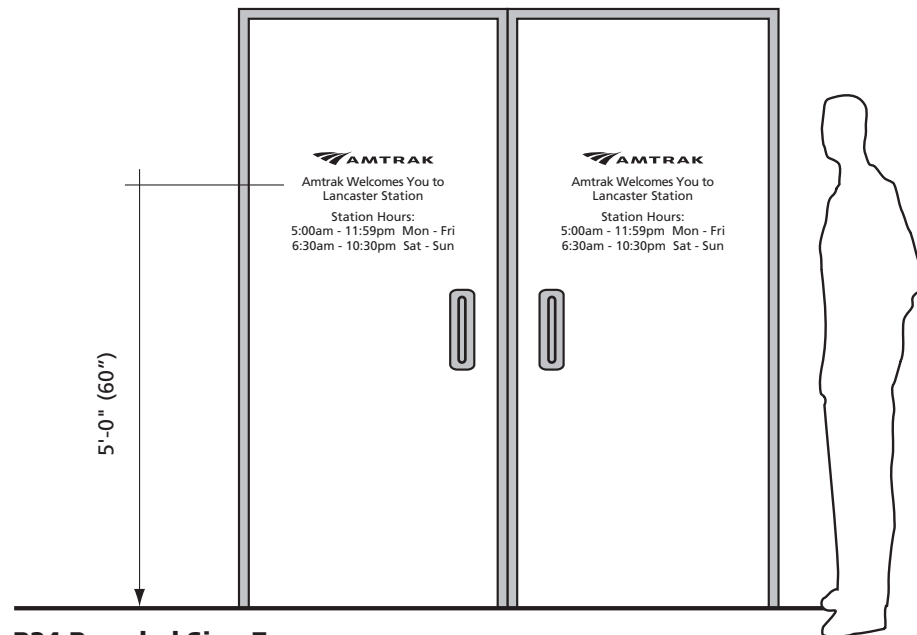
**B24 Branded Sign Type
Double Glass Entrance Doors**

Sign Overview

The Amtrak Travelmark consists of individually cut, satin finished aluminum elements of the Amtrak logo mounted on the back walls of ticket counters.

Depending on the back wall size and configuration, the Travelmark may be a horizontal (B25) or (B26) vertical configuration of the Amtrak logo.

When the Travelmark is used, it is recommended to paint the back wall to match AMT Blue* before Travelmark installation.

Comment

* For paint and color specifications please refer to page 2.10. Also see page 11.1 for painting on plaster, gypsum board and cork.

Use of the Travelmark requires review by Amtrak Signage Brand Management.
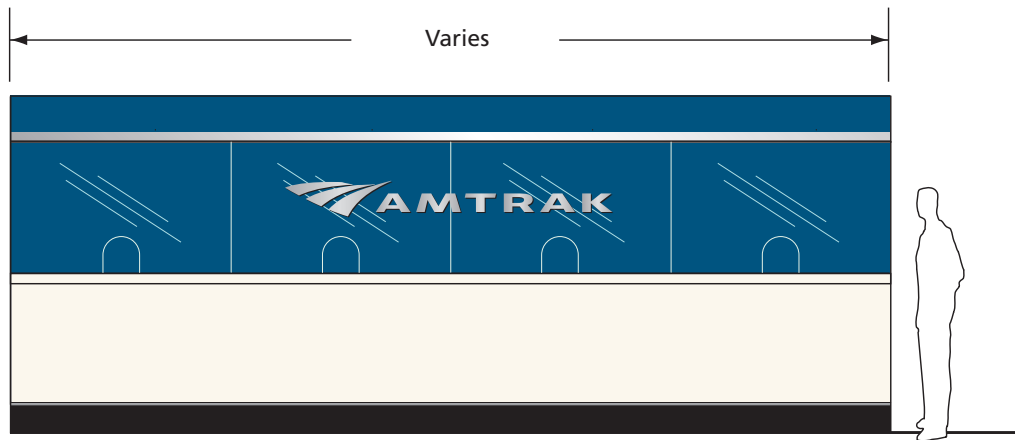
B25 Travelmark Sign Type, Horizontal Orientation, at Multiple Window Ticket Counter
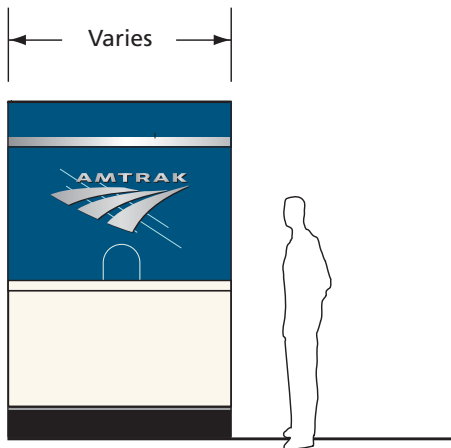
B26 Travelmark Sign Type, Vertical Orientation, at Single Window Ticket Counter

Sign Overview

Individually-cut Letters are used mainly in Historic Stations to provide directional information or identify available public or customer services.

Frutiger 65 Bold letters are to be used in all conditions. The material is typically satin finished aluminum either surface- or pin-mounted. Satin finished brass may be used in certain Historical Stations.

Careful assessment of mounting conditions is required to protect the existing architectural value of station interiors.

Use of individually-cut letters requires review by Amtrak Signage Brand Management.

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

Frutiger 65 Bold

To Street

B27 Sign Type

Mounting Options

The following Mounting Options provide guidelines for typical placement of individually-cut letters.

For fabrication and installation information refer to Chapter 11.0.

Comment

- Refer to DOTAS/SAD Table 703.5.5 on page 3.4 to determine minimum interior individually-cut letter heights based on mounting height and viewing distance.

Use of individually-cut letters requires review by Amtrak Signage Brand Management.

To Trains

Varies

B27 Sign Type (Station Interior)

Emeryville

Varies

B27 Sign Type (Station Interior)
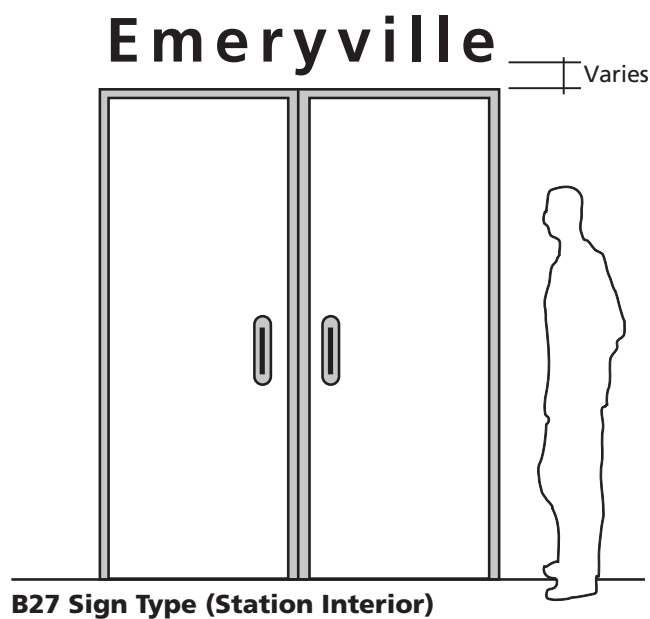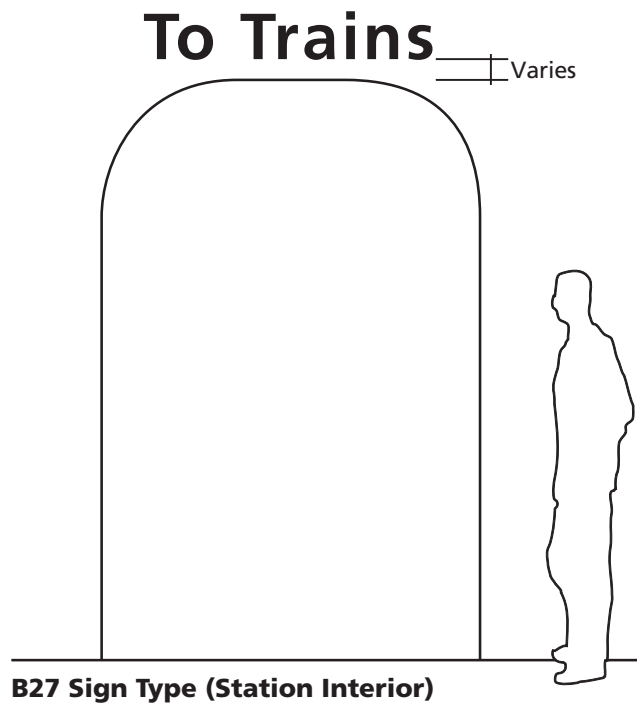
Sign Overview

Cut vinyl letters are used to provide information of a secondary nature, such as operating hours.

Cut vinyl letters are self-adhesive and are applied directly to interior surfaces, most typically to glass but to opaque surfaces as well.

The Frutiger 55 Roman typeface is to be used for all cut vinyl letters. Color and size are to be determined by viewing conditions. Cut vinyl letters are not to be used for exterior applications, except station hours (B24 Sign Type).

Comment

For proper nomenclature refer to Chapter 1.0.

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

Frutiger 55 Roman

Amtrak Customer Service Hours:
7:30am - 5:30pm Daily

B28 Sign Type

Window Hours:
8:00am - 8:00pm Daily

3'-4" min. (40") / 5'-6" max. (66")

Window Hours:
8:00am - 8:00pm

B28 Sign Type Applied to Glass

Mounting Option

The following Mounting Option provides a guideline for the typical placement of cut vinyl letters.

Comments

• Mounting heights vary with letter size, configuration of installation site and viewing distance. Refer to DOTAS/SAD Table 703.5.5 on page 3.4.

• Cut vinyl letters should be mounted close to edges of mounting surfaces to visually "anchor" the letters to the surface.

• White letters should be used on dark backgrounds and letters to match AMT Blue should be used on light backgrounds. The lightness or darkness of spaces beyond glass surfaces should be considered for glass mounted letters.

For additional information on application of vinyl lettering refer to page 11.2.

**Design Intent
Drawing and Sign
Size and Layout**

Graphic Components

6" Module
Unit Size: 3/4"
Text Size: 1 1/2" Cap
Height

Recommended for closer
viewing distances and
lower mounting heights.

Refer to DOTAS/SAD
Table 703.5.5 on page 3.4
to determine minimum
interior individually-cut
letter heights based on
mounting height and
viewing distance.

9" Module
Unit Size: 1 1/8"
Text Size: 2 1/4" Cap
Height

12" Module
Unit Size: 1 1/2"
Text Size: 3" Cap Height

Comments

• Maintain module text
sizes indicated for
single or multiple lined
messages.

• For additional
information on the use
of modules and text
refer to Chapter 2.0.

***Alternate finish for
letters on light
backgrounds only.**

varies

3/4"

3/4"

6"

Line 1
Line 2

B28 Sign Type
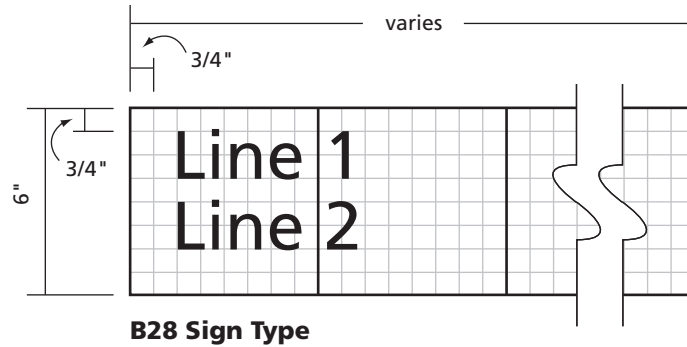
Finishes

1) Frutiger 55 Roman text in 3M™ Scotchcal™ ElectroCut™ Opaque
    Vinyl, White 7725-10

Alternate Finishes

• Avery Ultimate Cast Opaque Vinyl, Majestic Blue UC 900-625-O*

Line 1   ①
Line 2

B28 Sign Type

**Hours of
Operation**

Ticket Office

5:30am to
9:30pm Daily

B29 Sign Type
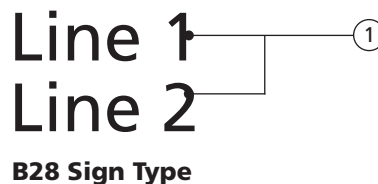
Sign Overview

This sign is used for messages that may change, such as operation hours, which are printed on an 8 1/2" x 11" paper insert that slides into the sign frame. The sign frame has a header with permanent graphics and a clear window for viewing the changeable paper insert.

Comment

For proper nomenclature refer to Chapter 1.0.

Interior Signage

**Changeable Message
Insert Sign
B29 Sign Type**

5.54
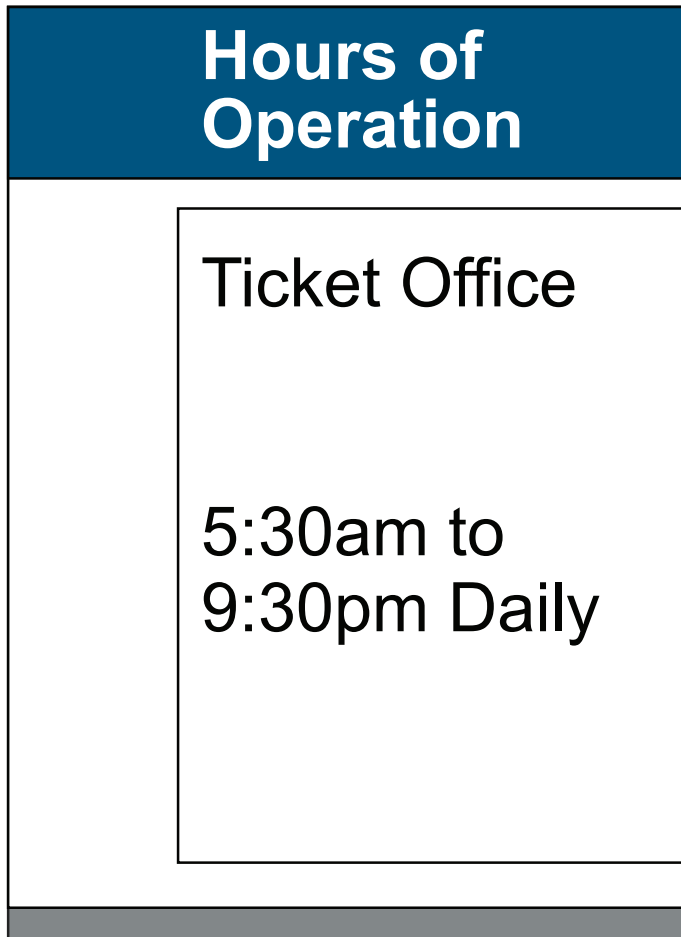
Mounting Option

The following Mounting
Option provides a
guideline for typical
placement of Changeable
Message Insert Signs.

5'-10" (70")

B29 Sign Type

**Changeable Message
Insert Sign
B29 Sign Type**

**Design Intent
Drawing and Sign
Size and Layout**

**Line 1
Line 2**

B29 Sign Type

Graphic Components

Sign Frame Text size: 3/4" Cap Height

This sign has a custom layout for header and insert graphics.

For ordering paper inserts contact Amtrak Signage Brand Management.

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear #281228

For fabrication and installation information refer to Chapter 11.0.

Note: Paper insert text to be minimum 72 points with single line spacing. Arial typeface recommended.
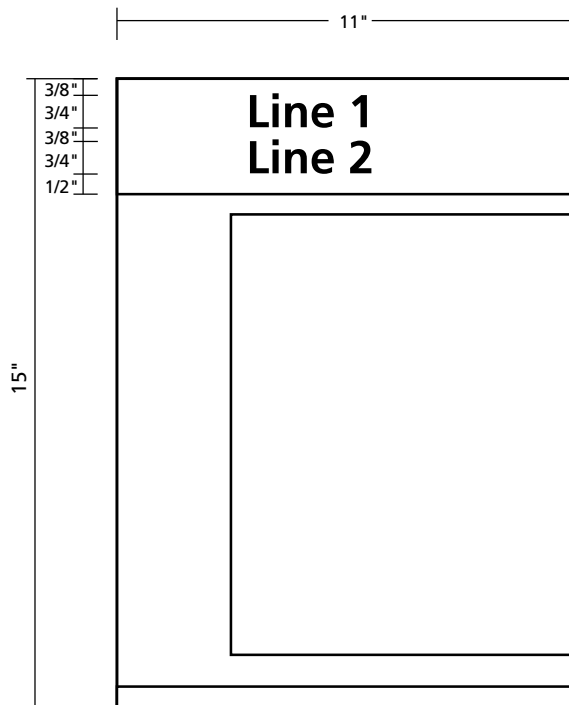
Finishes

1) Non-glare clear acrylic sign frame

2) Frutiger 65 Bold text painted White* on second surface

3) Header field painted AMT Blue* on second surface

4) Insert field painted White* on second surface

5) Unpainted clear insert window

6) Accent bar painted Silver* on second surface

**Line 1
Line 2**
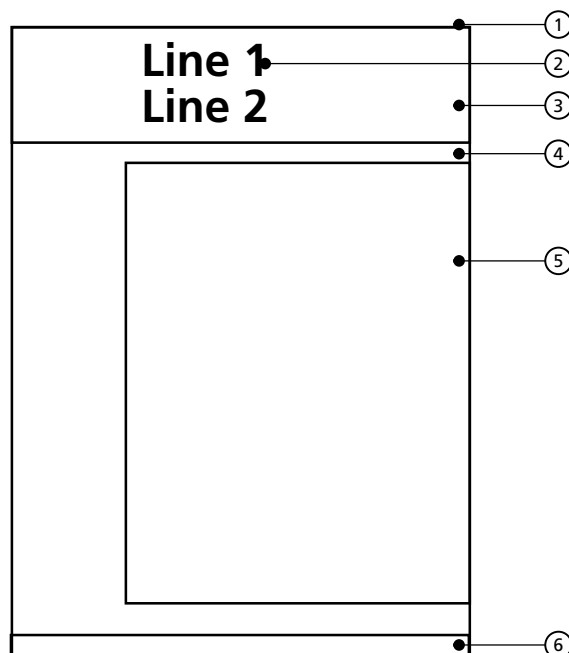
B29 Sign Type

This page is intentionally left blank.

5.57

Interior Signage

**Amtrak Police
Identification Signs
B31 and B32
Sign Types**

B31 Sign Type

B32 Sign Type

Sign Overview

These signs are used to identify Amtrak Police presence in a station.

The site of Amtrak Police at each station varies. Whether it is a podium, desk, or office, use the sign type best suited for the site. One or both of these two signs are required.

B31 Sign Type

These wall mounted or suspended signs identify Amtrak police presence in a station.

B32 Sign Type

These podium or window mounted signs identify Amtrak police presence in a station.

Interior Signage

**Amtrak Police
Identification Signs
B31 and B32
Sign Types**

5.58

Mounting Options

The following Mounting
Options provide
guidelines for the
placement
of the Amtrak Police
Identification Signs.

Mounting Options:

1) Transom mounted

2) Desk mounted

Comment

Mounting conditions
may vary.

B31 Sign Type, Transom Mounted
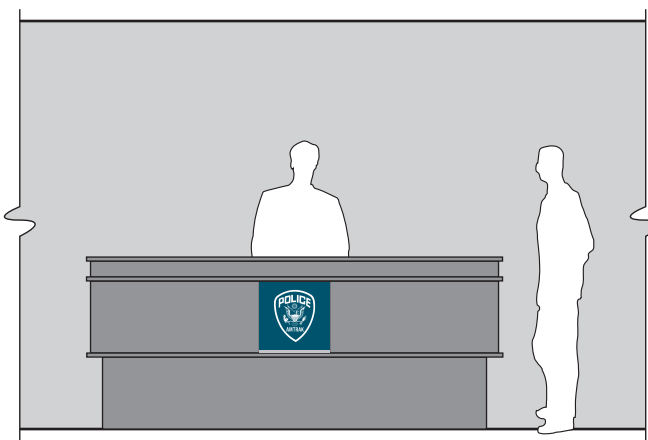
B32 Sign Type, Desk Mounted

5.59

Interior Signage

**Amtrak Police
Identification Signs
B31 and B32
Sign Types**

Sign Size and Layout

Graphic Components

**Sign Length 5'-3"
9" Module**
Unit Size: 1 1/8"
Symbol Field: 6 3/4"
Text Size: 4 1/2" Cap
Height
Divider Line: 1/8"

Comments

• For additional
information on the use
of the modules, arrows,
symbols and text refer
to Chapter 2.0.

• The B31 sign layout
shown here represents
a typical Amtrak Police
Identification Sign
based on a 9" module.
Size of sign can vary,
depending on site
specific conditions and
ADA interior character
size/mounting height
requirements. Refer to
Chapter 3.0.
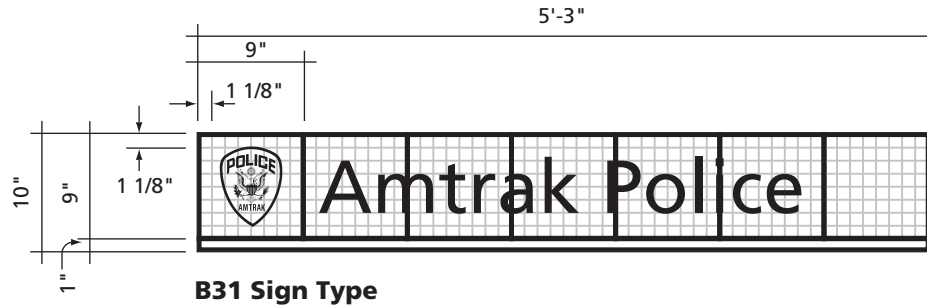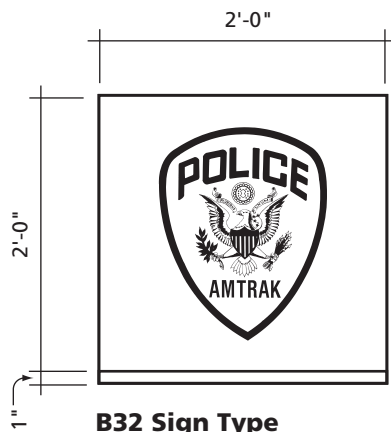
5'-3"

9"

1 1/8"

10"

9"

1 1/8"

1"

Amtrak Police

B31 Sign Type

2'-0"

2'-0"

1"

B32 Sign Type

5.60

**Design Intent
Drawing**

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear
  #281228

For fabrication and installation information refer to Chapter 11.0.

Comment

- Paint all exposed edges of sign Silver.

- Paint back of sign AMT Blue if there are no graphics on back of sign.

Finishes

1) Background painted AMT Blue*

2) Police shield silkscreened White

3) Frutiger 55 Roman text silkscreened White

4) Accent bar painted Silver*

5) 1/8" thick aluminum panel and entire sign clear coated*

B31 Sign Type

B32 Sign Type

Signs for the Amtrak Graphics Signage System have been categorized into five groups.

"A" Sign Types represent Platform Signs.
"B" Sign Types represent Interior Signs.
"C" Sign Types represent Exterior Signs.
"D" Sign Types represent Regulatory Signs.
"E" Sign Types represent Electronic Signs.
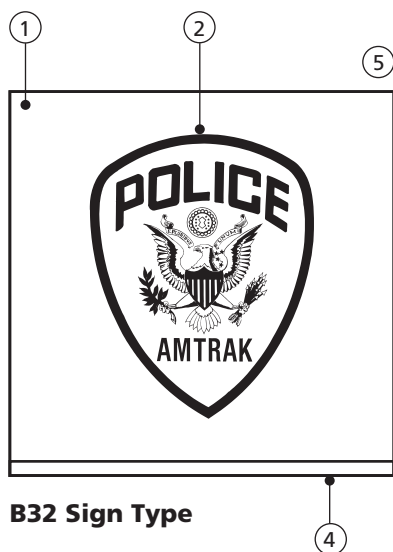
This chapter includes a comprehensive review of all static Exterior Signage (**C Sign Types**) within the Amtrak Graphics Signage System.

A sign overview, elevations of typical mounting options, sign size and layout and a design intent drawing is included for each Sign Type. Note that not every mounting option is shown. **"C"** refers to signs found on the *non-platform curb side or street side of station exteriors.* Numeric codes (**1, 2, 3, etc.**), following the location prefix "**C**" help organize and codify all Sign Types within this category. Sign Types are listed first by their name and are followed by their identifying letter and number. For example: **Curb Identifier, C1 Sign Type**.

For additional important information regarding Exterior Signs, consult Chapters 1.0, 2.0, 3.0, 9.0, 10.0, and 11.0. Note that the DOTAS/SAD Scoping section 216 provides important information on the applicability of the section 703 Technical Requirements.

These signs are to conform with applicable codes and regulations, including the Department of Transportation Accessibility Standards (DOTAS), and are to be coordinated with the appropriate disciplines.

Sign Overview

These signs display symbols at station exteriors to identify services and provide curbside information for pedestrian and vehicular traffic. Signs vary in height to accommodate various support messages.

C1 Sign Type

Support text may include:

- Drop-off & Pick-up (used with ISA symbol)
- Employee Parking (used with Parking symbol)
- No Standing
- Visitor Parking (used with Parking symbol)

C2 Sign Type Curb Identifier with Additional Field

Support text for top field (*) and additional field (+) include:

* Drop-off
+ Driver Must Remain in Car

* Pick-up
+ Driver Must Remain in Car

* Drop-off & Pick-up
+ Driver Must Remain in Car

* Standing
+ "#" Minute Limit

* Taxis
+ Queue Here

For proper nomenclature refer to Chapter 1.0.

C1 Sign Type
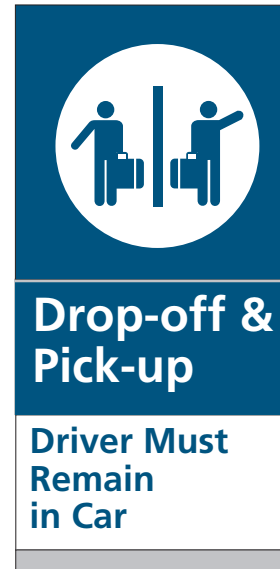
C2 Sign Type

Comment

Local jurisdictions may mandate mounting height, use of verbiage and graphic style different from Amtrak standards for accessible parking identification signage.

Mounting Options

The following Mounting Options provide guidelines for the placement of Curb Identifiers.

Mounting Options

1) Sign face placed parallel to curb

2) Unattached sign edge placed perpendicular to curb. Sign face to point towards curb.

C1 and C2 Sign Types may be placed in either of the two mounting options illustrated on this page.

* When mounting signs to an existing post, use a tensioned metal strap system.

** Where a post does not exist, provide a 3 1/2" round aluminum post with welded mounting bracket. Post shall be painted aluminum extending 3" above the top of the sign.

Station

Post

1'-0" min. (12") / 4'-0" max. (48")
(verify in field)

Curb Edge
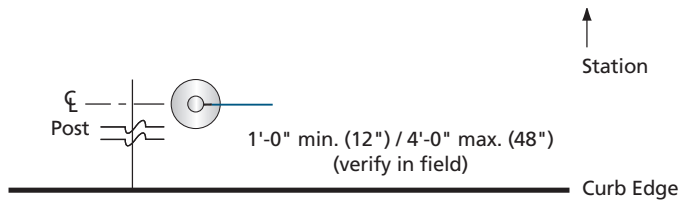
C1 and C2 Sign Types, Sign Face Parallel to Curb

Mounting*

9'-0" recommended (108")
7'-10" min. (94") / 10'-0" max. (120")

①

Curb Edge
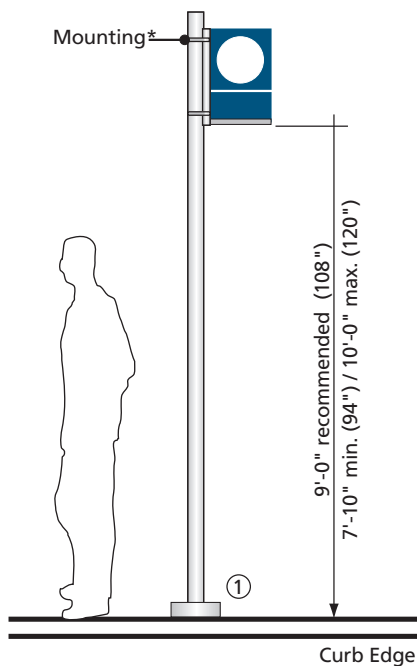
C1 Sign Type, Parallel to Curb

Post**

1'-0" min. (12") / 4'-0" max. (4
(verify in field)

9'-0" recommended (108")
7'-10" (94") min. / 10'-0" max. (120")

②

Station   Curb
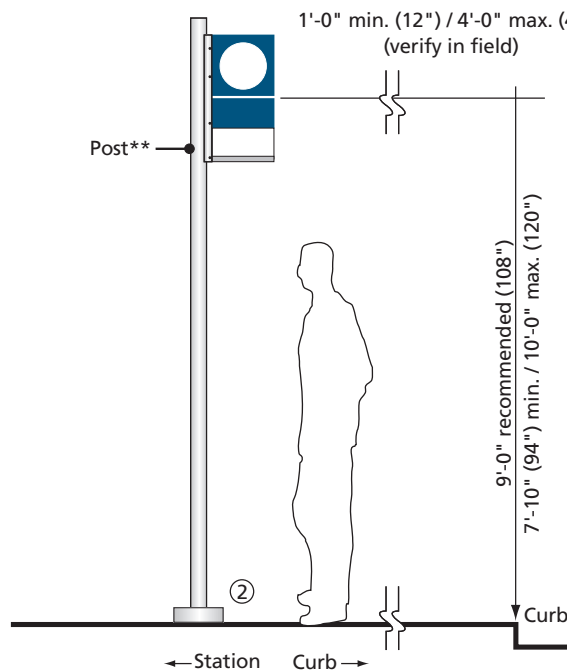
Curb

C2 Sign Type, Perpendicular to Curb

Sign Size and Layout

Graphic Components

12" Module
Unit Size: 1 1/2"
Symbol Field: 9"

6" Module
Unit Size: 3/4"
Support Text Size: 1 1/2"
Cap Height for two lines
Optional Support Text
Size: Cap height just over
1" (3/4" x-height) for
three lines
Divider Line: 1/8"

Comment

For additional
information on the use
of the modules, arrows,
symbols and text refer to
Chapter 2.0.

C1 Sign Type

C2 Sign Type

Optional 3 lines
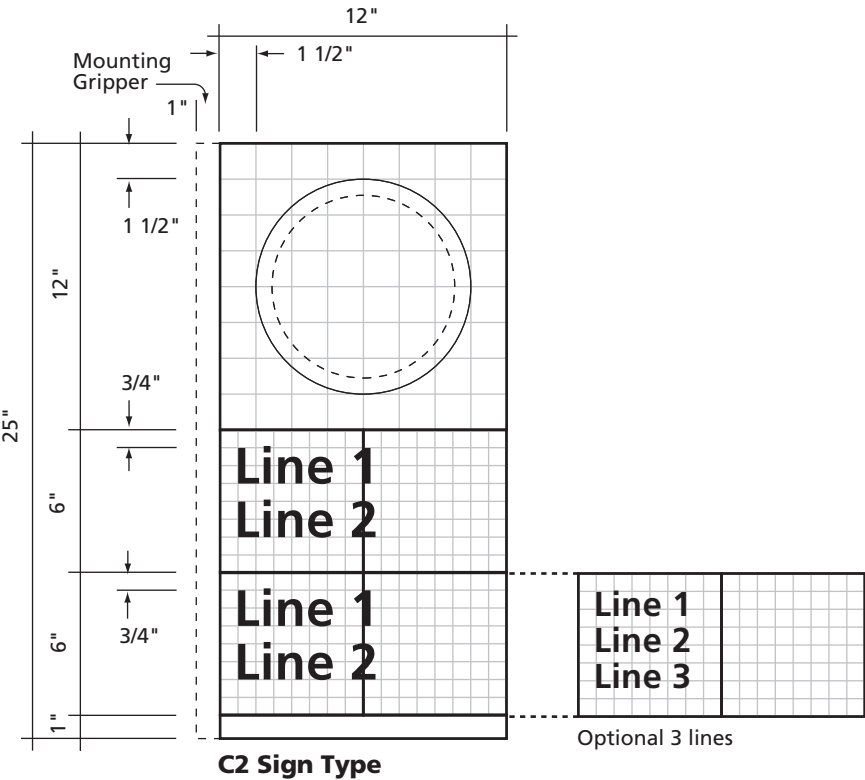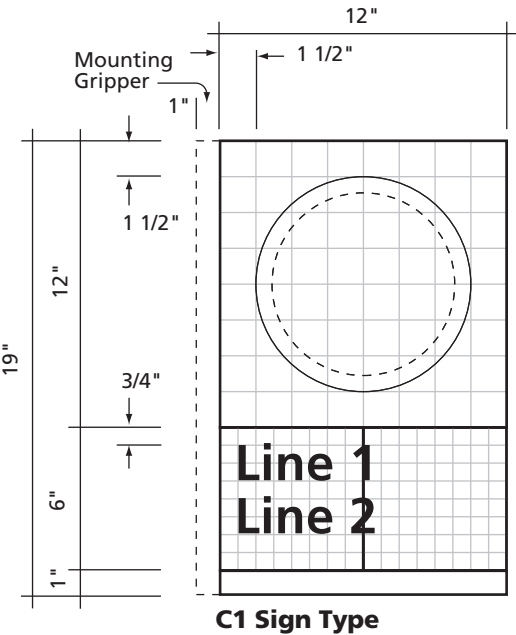
**Design Intent
Drawing**

Finishes

1) Background field painted AMT Blue*

2) Symbol field applied reflective White vinyl**

3) Symbol painted AMT Blue*

4) Divider line painted Silver*

5) Frutiger 65 Bold text applied reflective White vinyl**

6) Additional field painted White*

7) Frutiger 65 Bold text painted AMT Blue*

8) Accent Bar painted Silver*

9) 1" gripper extension on mounting side only

10) 3 1/2" diameter round post painted Silver*

11) 9 1/2" diameter round base painted Silver*

12) 1/4" thick aluminum panel for post mounted signs and entire sign clear coated before vinyl application*

Alternate Finishes

* Matthews White Satin VOC# SV202SP paint for reflective White vinyl

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear #281228

**Vinyl

- 3M Scotchlite Reflective Vinyl White #680-10

For fabrication and installation information refer to Chapter 11.0.

Comments

- A 10" diameter x 3" high concrete shoe is needed below post base covers in paved installations at stations with winter weather. Adjust overall sign height per ADA and heights on page 6.3.

- Paint all exposed edges of sign Silver.

- Paint back of sign AMT Blue if there are no graphics on back of sign.

Line 1
Line 2

Line 1
Line 2

Line 1
Line 2
Line 3

Optional 3 lines

C1 and C2 Sign Types

Sign Overview

These signs are used at station exterior sites as a primary source for vehicular directional information. Vehicular Directionals are limited to a maximum of three messages as shown in C5 Sign Type.

C3 Sign Type
One (1) directional message

C4 Sign Type
Two (2) directional messages

C5 Sign Type
Three (3) directional messages

C6 and C6a Sign Types (Flag mounted only)
One (1) symbol paired with directional arrow and optional support message.

Comments

• The illustrations on this page are examples of directional messages. Information for these signs should be based on specific wayfinding needs.

• When establishing the order in which the messages appear, services straight ahead should be listed first followed by services located to the right and then to the left. The use of diagonal arrows should logically follow the established pattern.

• For proper nomenclature refer to Chapter 1.0.
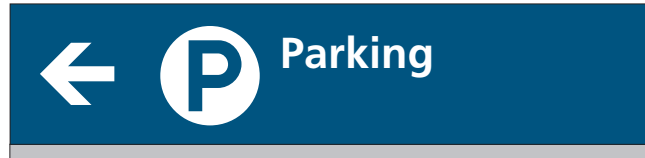
C3 Sign Type

C4 Sign Type
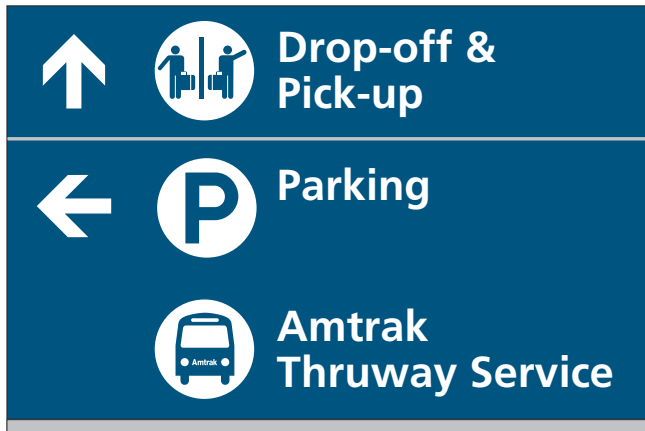
C5 Sign Type

C6 Sign Type

C6a Sign Type

Exterior Signage

Vehicular Directional C3, C4, C5, C6, and C6a Sign Types

Mounting Options

The following Mounting Options provide guidelines for the placement of Vehicular Directionals.

* A 1 1/4" diameter aluminum "cane detection rod" shall be placed 18" above grade in conditions where post and panel mounting occurs within circulation paths and clearance to bottom of sign panel is less than 6'-8" (80") above grade.

** Where a post does not exist for Sign Types C6 and C6a, provide a 3 1/2" round aluminum post with welded mounting bracket. Post shall be painted aluminum extending 3" above the top of the sign. When mounting Sign Types C6 and C6a to an existing post, use a tensioned metal strap system.

1'-0" min. (12") / 4'-0" max. (48")
(verify in field)

Line 1
Line 2

Line 1
Line 2

Line 1
Line 2

4'-0" (48")
(verify in field)

1'-6" *

Curb Edge

**C5 Sign Type Post and Panel
(C3 and C4 Sign Types Included)**

Post**

1'-0" min. (12") / 4'-0" max. (48")
(verify in field)

9'-0" recommended (108")
7'-10" (94") min. / 10'-0" max. (120")

Curb Edge

**C6 and C6a Sign Types
Flag Mounted to Post (Can be single or double flagged)**

Sign Size and Layout

Graphic Components

9" Module
Unit Size: 1 1/8"
Arrow Field: 5 5/8"
Symbol Field: 6 3/4"
Text Size: 2 1/4" Cap
Height for two lines
Divider Line: 1/8"

Comments

- For additional
  information on the use
  of the modules, arrows,
  symbols and text refer
  to Chapter 2.0.

- The sign layouts shown
  here represent typical
  Vehicular Directionals
  based on a 9" module.
  For larger Vehicular
  Directionals a 12"
  module may be used.

- **12" Module**
  Unit Size: 1 1/2"
  Arrow Field: 7 1/2"
  Symbol Field: 9"
  Text Size: 3" Cap Height
  for two lines
  Divider Line: 1/8"

C3 Sign Type

C4 Sign Type

C5 Sign Type

**Design Intent
Drawing**

Finishes

1) Arrow applied reflective White vinyl**

2) Symbol painted AMT Blue*

3) Symbol field applied reflective White vinyl**

4) Frutiger 65 Bold text applied reflective White vinyl**

5) Divider lines painted Silver*
(Divider lines are used only when there is a change in direction)

6) Background field painted AMT Blue*

7) 3 1/2" diameter round post painted Silver*

8) 9 1/2" diameter round base painted Silver*

9) Accent bar painted Silver*

10) 1" deep aluminum panel box and entire sign panel clear coated before vinyl application*

Alternate Finishes:

* Matthews White Satin VOC# SV202SP paint for reflective White vinyl

C3, C4 and C5 Sign Types

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
Satin VOC# SVOC1142SP

- Silver
Satin VOC# MP18073

- White
Satin VOC# SV202SP

- Clear Coat
VOC Satin Clear #281228

**Vinyl

- 3M Scotchlite Reflective Vinyl White #680-10

For fabrication and installation information refer to Chapter 11.0.

Comments

- A 10" diameter x 3" high concrete shoe is needed below post base covers in paved installations at stations with winter weather. Adjust overall sign height per ADA and heights on page 6.7.

- Paint all exposed edges of sign Silver.

- Paint back of sign AMT Blue if there are no graphics on back of sign.

Sign Size and Layout

Graphic Components

12" Module
Unit size: 1 1/2"
Symbol Field: 9"
Text Size: 3"Cap Height
for two lines

6" Module
Unit size: 3/4"
Arrow Field: 3 3/4"
Text Size: 1 1/2" Cap
Height for two lines
Divider Line: 1/8"

Comment

For additional
information on the use
of the modules, arrows,
symbols and text refer to
Chapter 2.0.

C6 Sign Type

C6a Sign Type
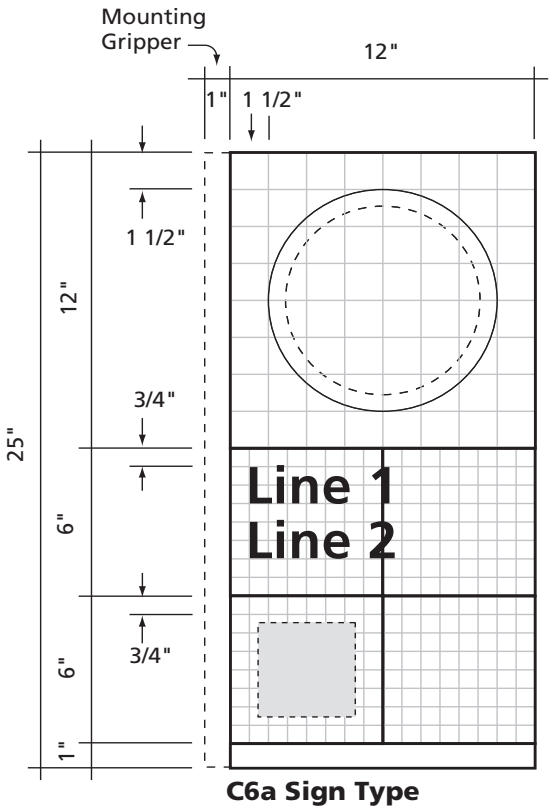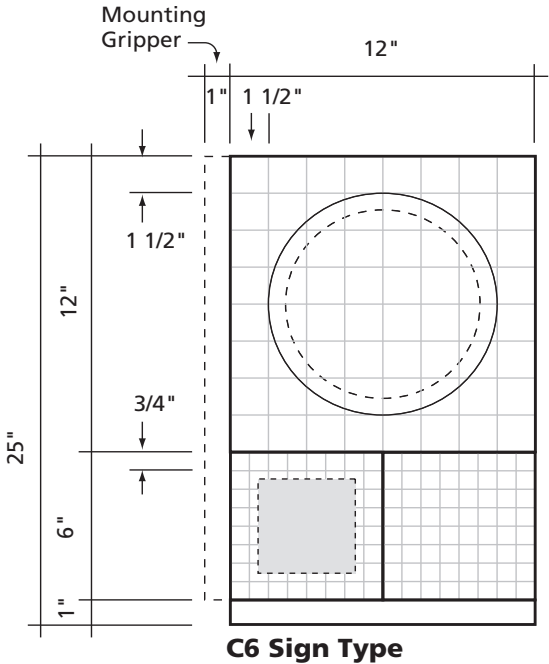
**Design Intent
Drawing**

Finishes

1) Background field painted AMT Blue*

2) Symbol field applied reflective White vinyl**

3) Symbol painted AMT Blue*

4) Divider line painted Silver* (C6a only)

5) Frutiger 65 Bold text applied reflective White vinyl**

6) Direction field painted White*

7) Arrow painted AMT Blue*

8) Accent Bar painted Silver*

9) 1" gripper extension on mounting side only

10) 3 1/2" diameter round post painted Silver*

11) 9 1/2" diameter round base painted Silver*

12) 1/4" thick aluminum panel and entire sign panel clear coated before vinyl application*

Alternate Finishes:

* Matthews White Satin VOC# SV202SP paint for reflective White vinyl

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear #281228

**Vinyl

- 3M Scotchlite Reflective Vinyl White #680-10

For fabrication and installation information refer to Chapter 11.0.

Comments

- A 10" diameter x 3" high concrete shoe is needed below post base covers in paved installations at stations with winter weather. Adjust overall sign height per ADA and heights on page 6.7.

- Paint all exposed edges of sign Silver.

- Paint back of sign AMT Blue if there are no graphics on back of sign.

**Line 1
Line 2**

C6 Sign Type

C6 and C6a Sign Types

Sign Overview and Mounting Options

These branded signs display the Logo Curve and are used for curbside site identification at C Category 2, 3, and 4 stations. Both Sign Types can display optional Amtrak contact information, which is required at unstaffed stations.

C7 Sign Type

This sign has a vertical format and is smaller than the C8 Sign Type.

C8 Sign Type

This sign has a horizontal format and is larger than the C7 Sign Type. The logotypes of other transportation carriers can be displayed on C8 Sign Types at intermodal facilities. See page 2.19 on co-branding opportunities.

Comments

- Curbside site identification nomenclature consists of the city name and the word "Station". The two letter state designator is not used for curbside station identification.

- Both Sign Types are ground mounted.

- Sign use and placement is coordinated by Amtrak Signage Brand Management.

C7 Sign Type, Side A   C7 Sign Type, Side B

C8 Sign Type, Side A   C8 Sign Type, Side B
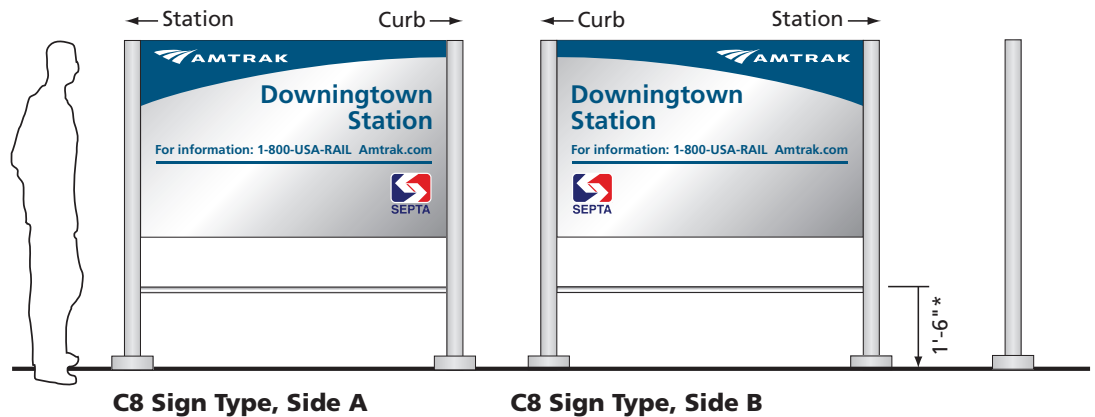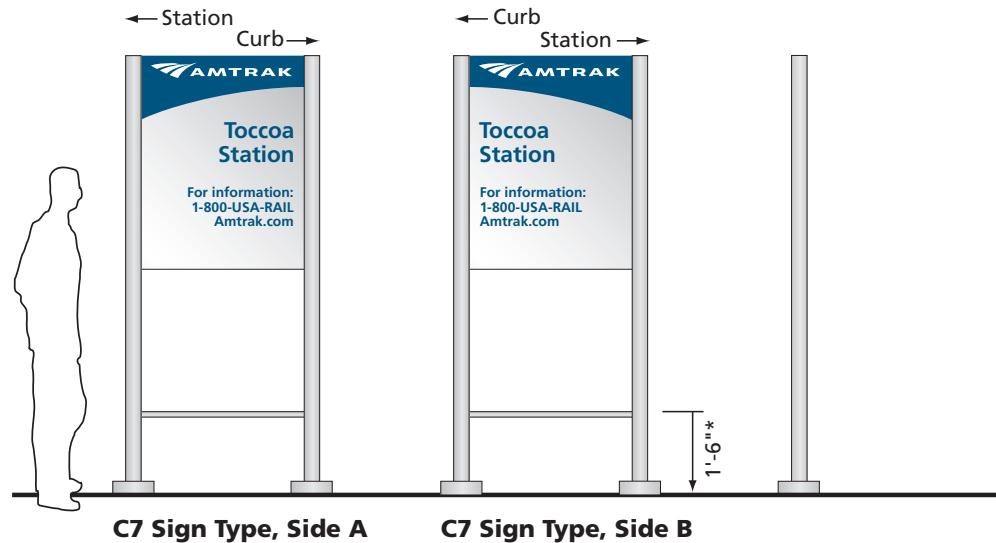
* A 1 1/4" diameter aluminum "cane detection rod" shall be placed 18" above grade in conditions where post and panel mounting occurs within circulation paths and clearance to bottom of sign panel is less than 6'-8" (80") above grade.

6.13

Exterior Signage

**Freestanding Post
and Panel Site
Identification Signs
C7 and C8 Sign Types**

Sign Size and Layout

The Freestanding
Post and Panel Site
Identification Signs have
customized layouts.

**Graphic Components,
C7 Sign Type**

Logo Curve
3'-0" Wide x
1'-2 3/16" High

Station Name
3 1/4" Cap Height

**Amtrak Contact
Information
(Optional)***
2 1/8" Cap Height

**Graphic Components,
C8 Sign Type**

Logo Curve
5'-7" Wide x
1'-2 11/16" High

Station Name
3 7/8" Cap Height

**Amtrak Contact
Information
(Optional)***
2" Cap Height

**Divider Rule
(Optional)****
5'-0" Wide x 9/16" High

**Optional Carrier Logo
Area:**
5'-0" Wide x 9" High

Comments

* Optional Contact
  Information is required
  at unstaffed stations.

** Optional Divider Rule
  is used only with
  logo display of other
  carrier(s).

C7 Sign Type, Sides A and B

C8 Sign Type, Sides A and B
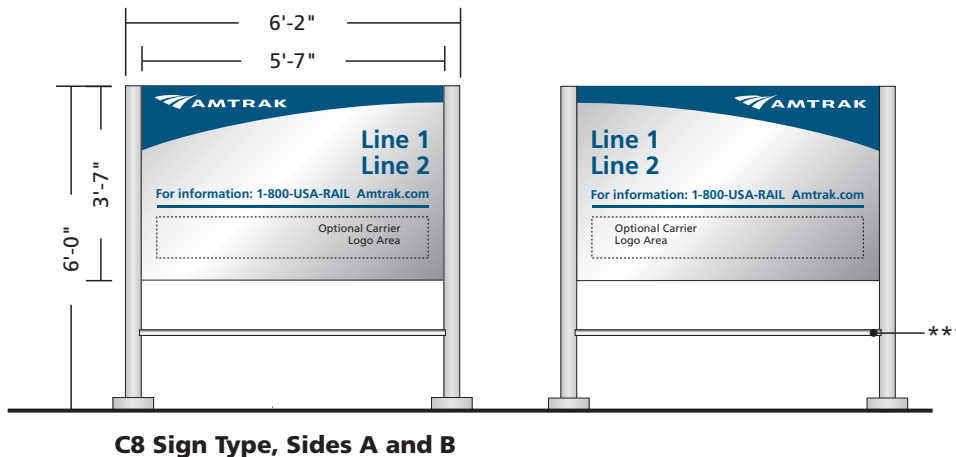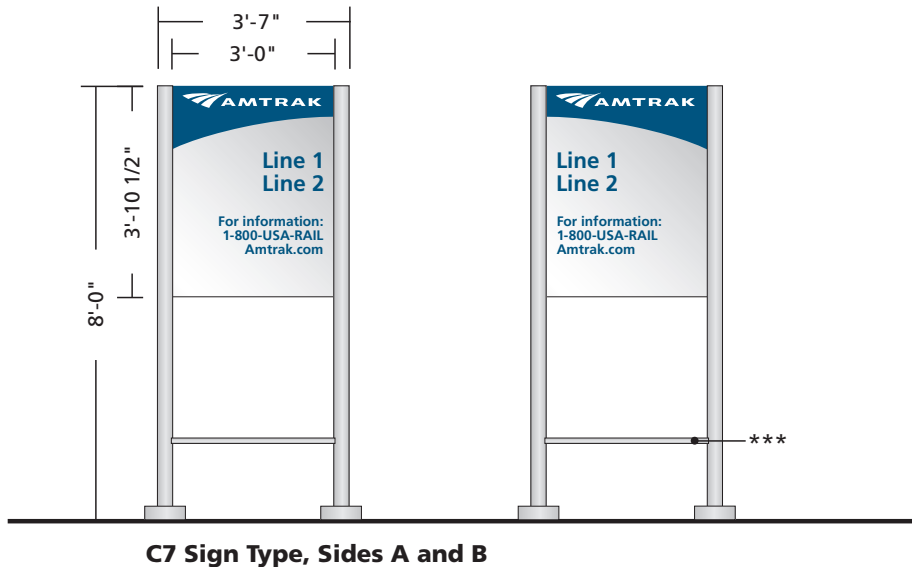
*** A 1 1/4" diameter aluminum "cane detection rod" shall be placed 18"
above grade in conditions where post and panel mounting occurs within
circulation paths and clearance to bottom of sign panel is less than 6'-8"
(80") above grade.

Exterior Signage

**Freestanding Post
and Panel Site
Identification Signs
C7 and C8 Sign Types**

6.14

Design Intent Drawings

* Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear
  #281228

For additional information on Sign Type C7 and C8 contact Amtrak Signage Brand Management.

Comments

- A 10" diameter x 3" high concrete shoe is needed below post base covers in paved installations at stations with winter weather. Adjust overall sign height per ADA and heights on page 6.3.

- Paint all exposed edges of sign Silver.

- Sign Type C7 and C8 are typically located in a landscaped area.

Finishes

1) Logo Curve Field painted AMT Blue*

2) Amtrak logo painted White*

3) Posts, panels, and bases painted Silver*

4) Frutiger 65 Bold station name text painted AMT Blue*

5) Optional Frutiger 65 Bold Contact Information text and optional Divider Rule painted AMT Blue*

6) 1/4" thick aluminum panel and entire sign clear coated*

7) C8 Sign Type only: Optional carrier logo(s) painted in carrier colors
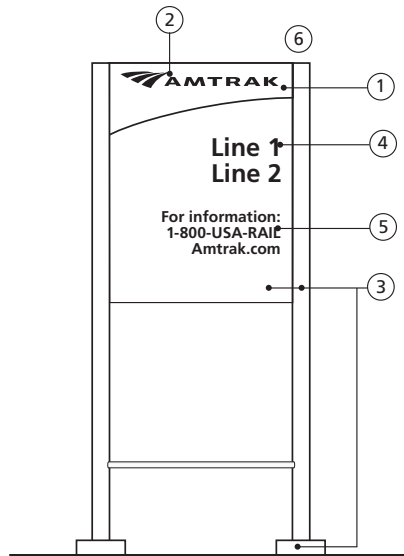
C7 Sign Type
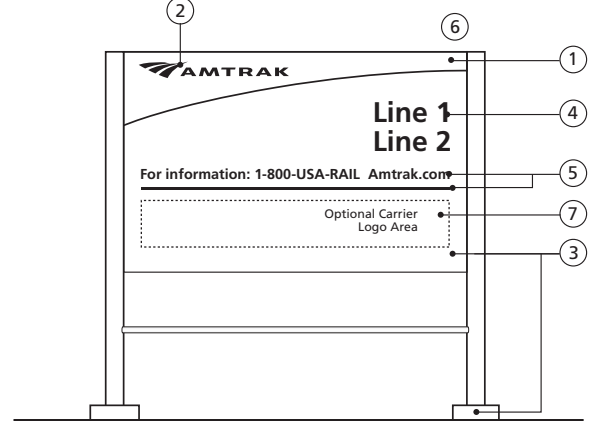
C8 Sign Type

Freestanding Vertical Site Identification Pylons C9 and C10 Sign Types

Sign Overview and Mounting Options

C9 Sign Type, Side A   **Side B**   **Side C**   **Side D**

C10 Sign Type, Side A   **Side B**   **Side C**   **Side D**

These branded signs display the Logo Curve and are used for curbside site identification at large and medium stations where use of tall pylons is appropriate. Both Sign Types feature the same design except for their illumination techniques.

C9 Sign Type
This sign is internally illuminated, which is preferred.

C10 Sign Type
This sign is externally illuminated as an option where conditions do not permit internal sign illumination.

Comments

- Curbside site identification nomenclature consists of the city name and the word "Station". The two letter state designator is not used for curbside station identification.

- The logotypes of other transportation carriers can be displayed on these signs at intermodal facilities. See page 2.19 on co-branding opportunities.

- Both Sign Types are ground mounted.

- Sign use and placement is coordinated by Amtrak management.

**Freestanding Vertical
Site Identification
Pylons
C9 and C10 Sign
Types**

Sign Size and Layout

The Freestanding Vertical
Site Identification Pylons
have a customized layout.

Graphic Components

Logo Curve
6'-0" Wide x
2'-4 3/8" High

Station Name
6 7/16" Cap Height

**Divider Rule
(Optional)***
5'-1" Wide x 7/8" High

**Optional Carrier Logo
Area:**
5'-0" Wide x 1'-7" High

Comments

- The sign size shown on
  this page is preferred
  but can be adjusted
  proportionally to
  conform with site and
  viewing conditions, and
  with local ordinances.

- Logo Curve Field
  extends across sides C
  and D; field is different
  height on each side.

* Optional Divider Rule
  is used only with
  logo display of other
  carrier(s).

C9 and C10 Sign Types, Sides A – D
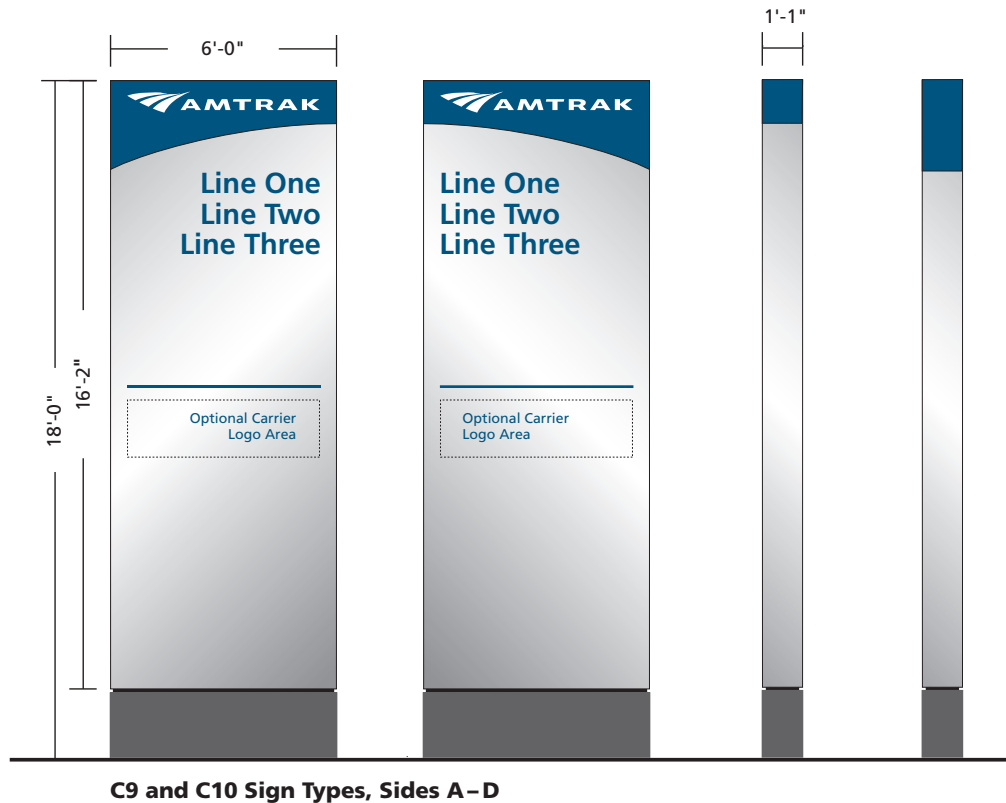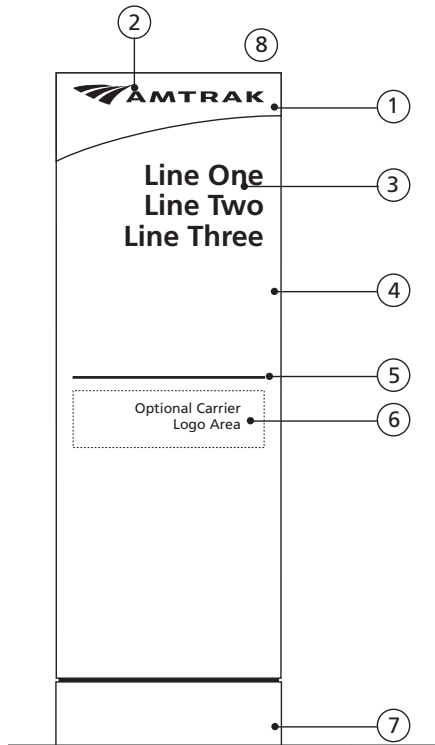
C9 Sign Type, Side A

C9 Finishes

1) Logo Curve Field painted AMT Blue* on sides A-D

2) Amtrak logo internally illuminated translucent white acrylic, flush fit

3) Frutiger 65 Bold station name text internally illuminated clear acrylic push-through with translucent AMT Blue vinyl faces**

4) Sign box painted Silver*

5) Optional Divider Rule painted AMT Blue*

6) Optional carrier logo(s) painted in carrier colors

7) Base cladded to match site materials (granite, colored concrete, etc.)

8) All painted surfaces of sign box clear coated*

C10 Sign Type, Side A

C10 Finishes

1) Logo Curve Field painted AMT Blue* on sides A-D

2) Amtrak logo painted White*

3) Frutiger 65 Bold station name text painted AMT Blue*

4) Sign box painted Silver*

5) Optional Divider Rule painted AMT Blue*

6) Optional carrier logo(s) painted in carrier colors

7) Base cladded to match site materials (granite, colored concrete, etc.)

8) Entire sign box clear coated*

* Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
 VOC Satin Clear #281228

** Vinyl

- Arlon Calon Series 2500 Translucent Vinyl #2051 Blue

For additional information on Sign Type C9 and C10 contact Amtrak Signage Brand Management.

Exterior Signage

Freestanding Horizontal Site Identification Monuments C11 and C12 Sign Types

Sign Overview and Mounting Options

These branded signs display the Logo Curve and are used for curbside site identification at large and medium stations where use of low-lying monuments is appropriate. Both Sign Types can display optional Amtrak contact information, which is required at unstaffed stations. Both Sign Types feature the same design except for their illumination techniques.
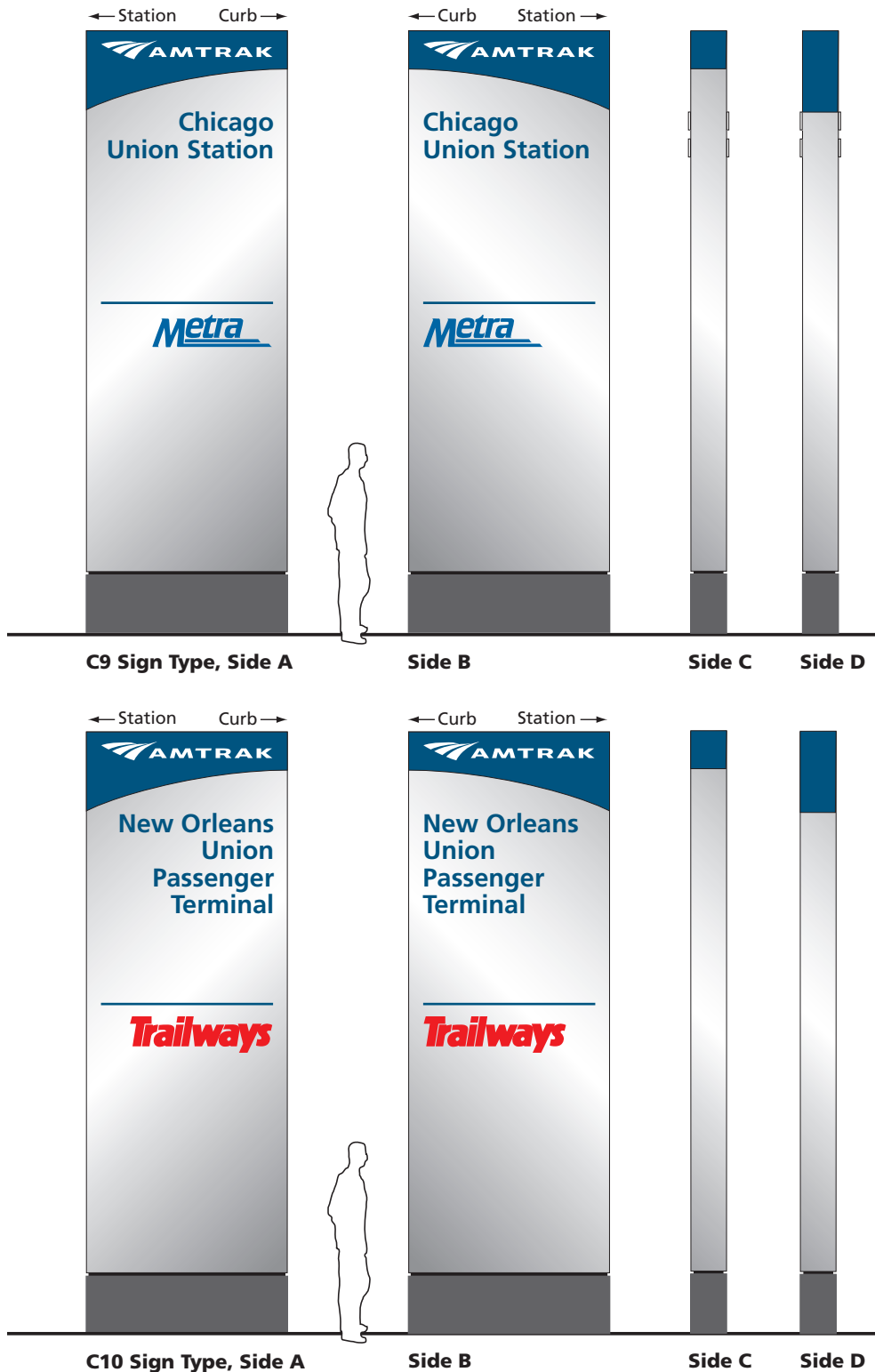
C11 Sign Type

This sign is internally illuminated, which is preferred.

C12 Sign Type

This sign is externally illuminated as an option where conditions do not permit internal sign illumination.

Comments

- Curbside site identification nomenclature consists of the city name and the word "Station". The two letter state designator is not used for curbside station identification.

- The logotypes of other transportation carriers can be displayed on these signs at intermodal facilities. See page 2.19 on co-branding opportunities.

- Both Sign Types are ground mounted.

- Sign use and placement is coordinated by Amtrak Signage Brand Management.

←Station   Curb→

AMTRAK
Los Angeles Union Station
Ⓜ

C11 Sign Type, Side A

←Curb   Station→

AMTRAK
Los Angeles Union Station
Ⓜ

Side B

Side C   **Side D**

←Station   Curb→

AMTRAK
San Antonio Station
For information: 1-800-USA-RAIL Amtrak.com

C12 Sign Type, Side A

←Curb   Station→

AMTRAK
San Antonio Station
For information: 1-800-USA-RAIL Amtrak.com

Side B

Side C   **Side D**

C11 and C12 Sign Types, Sides A–D

The Freestanding Horizontal Site Identification Monuments have a customized layout.

Graphic Components

Logo Curve
9'-4" Wide x 2'-0" High

Station Name
6 3/8" Cap Height

Amtrak Contact Information (Optional)*
3 5/16" Cap Height

Divider Rule (Optional)**
8'-5" Wide x 9/16" High

Optional Carrier Logo Area:
8'-5" Wide x 1'-3" High

Comments

- The sign size shown on this page is preferred but can be adjusted proportionally to conform with site and viewing conditions, and with local ordinances.

- Logo Curve Field extends across sides C and D; field is different height on each side.

- * Optional Contact Information is required at unstaffed stations.

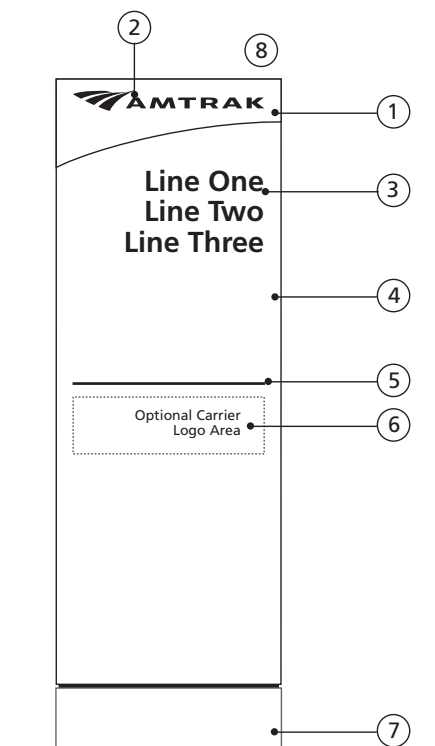- ** Optional Divider Rule is used only with logo display of other carrier(s).

* Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear #281228

** Vinyl

- Arlon Calon Series 2500 Translucent Vinyl #2051 Blue

For additional information on Sign Type C11 and C12 contact Amtrak Signage Brand Management.

C11 Sign Type, Side A

C12 Sign Type, Side A
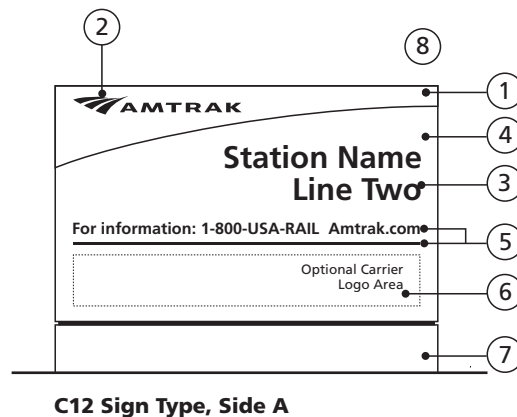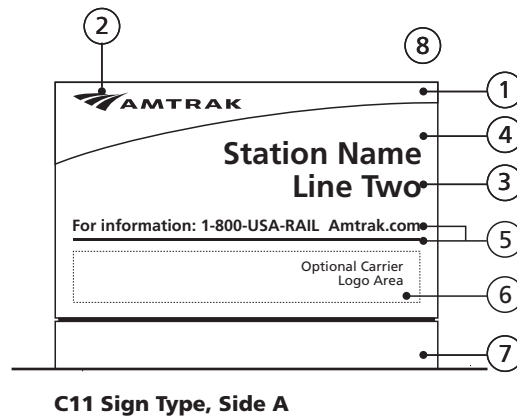
C12 Finishes

1) Logo Curve Field painted AMT Blue* on sides A-D

2) Amtrak Logo internally illuminated translucent white acrylic, flush fit

3) Frutiger 65 Bold station name text internally illuminated clear acrylic push-through with translucent AMT Blue vinyl faces**

4) Sign box painted Silver*

5) Optional Contact Information text and Divider Rule painted AMT Blue*

6) Optional carrier logo(s) painted in carrier colors

7) Base cladded to match site materials (granite, colored concrete, etc.)

8) All painted surfaces of sign box clear coated*

C11 Finishes

1) Logo Curve Field painted AMT Blue* on sides A-D

2) Amtrak logo painted White*

3) Frutiger 65 Bold station name text painted AMT Blue*

4) Sign box painted Silver*

5) Optional Contact Information text and Divider Rule painted AMT Blue*

6) Optional carrier logo(s) painted in carrier colors

7) Base cladded to match site materials (granite, colored concrete, etc.)

8) Entire sign box clear coated*

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blank.**

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C15 Sign Type (Kit #1)

C16 Sign Type (Kit #2)

Sign Overview

Trailblazer signs are used to guide drivers on public thoroughfares to Amtrak stations. Amtrak Trailblazer signs are stocked in five (5) kits available from Amtrak Signage Brand Management. They are also available on the Great American Stations website (www. GreatAmericanStations. com). Each kit contains sign panels in the following assortments along with mounting hardware. All sign panels reflect light from car headlights to enhance night visibility.

C15 Sign Type (Kit #1)

This kit consists of one (1) large Trailblazer and one (1) large arrow panel, both with white graphics on green fields. This kit should be used in jurisdictions that require green fields for roadway trailblazers.

C16 Sign Type (Kit #2)

This kit consists of one (1) large Trailblazer and one (1) large arrow panel, both with AMT Blue graphics on white fields. This kit is preferred and should be used in jurisdictions that permit display of trailblazers in Amtrak's brand colors.

Sign Overview (continued)

C17 Sign Type (Kit #3)

This kit consists of one (1) large Trailblazer with the text "Auto Train" and one (1) large arrow panel, both with white graphics on green fields. This kit should only be used in jurisdictions with *Auto Train* stops.
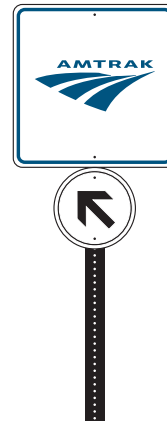
C18 Sign Type (Kit #4)

This kit consists of one (1) small logo Trailblazer and one (1) small arrow panel, both with AMT Blue graphics on white fields. This kit should be used in jurisdictions that permit display of trailblazers in Amtrak's brand colors, and only when conditions require smaller trailblazers.

C19 Sign Type (Kit #5)

This kit consists of one (1) small logo Trailblazer and one (1) large arrow panel, both with AMT Blue graphics on white fields, plus one (1) symbol panel displaying the Federal Highway Administration (FHWA) train station symbol in white on a green field. This kit should be used in jurisdictions that require use of the FHWA station symbol.

C17 Sign Type (Kit #3)

C18 Sign Type (Kit #4)

C19 Sign Type (Kit #5)

Mounting Option

The following Mounting Option provides a guideline for the placement of Trailblazers.

Comments

- Trailblazers are for placement on public roadways only.

- Trailblazer location, placement and mounting height is the purview of local transportation officials.

- Trailblazers are mounted to existing or new sign posts supplied by local transportation officials.

- All Trailblazer panels are pre-drilled with mounting holes spaced for easy attachment to standard perforated metal sign posts. The circular arrow panels are pre-drilled with holes spaced so the arrow can be rotated in 45 degree increments corresponding to the direction to the station at a given sign location.

- All Trailblazer kits contain the proper quantity of tamper-proof mounting hardware to attach each panel in the kit to perforated metal sign posts.
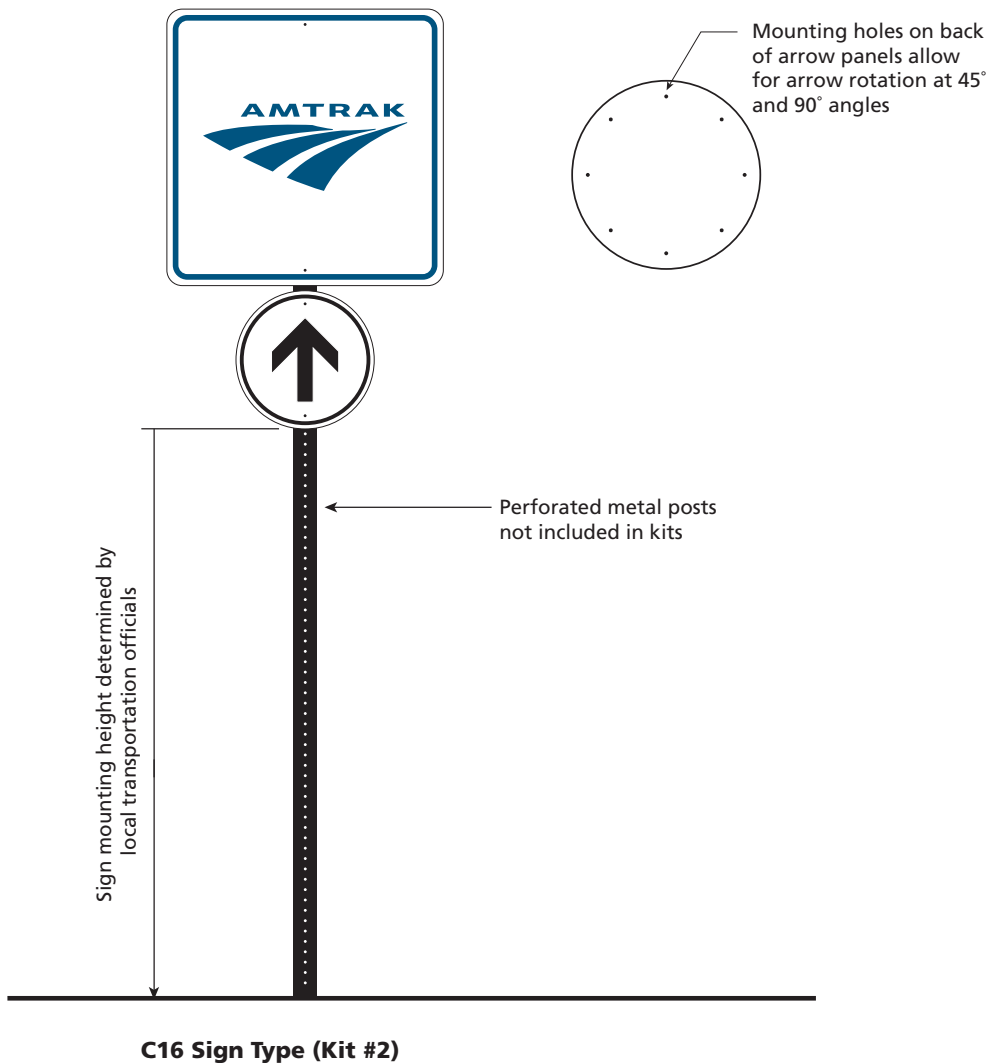
AMTRAK

Mounting holes on back of arrow panels allow for arrow rotation at 45° and 90° angles

Perforated metal posts not included in kits

Sign mounting height determined by local transportation officials

C16 Sign Type (Kit #2)

Sign Size and Layout

The sizes of all panels in each kit are shown on this page.

The Trailblazer signs have customized layouts.

Comment

Various positions for arrow panel mounting are shown on this page.
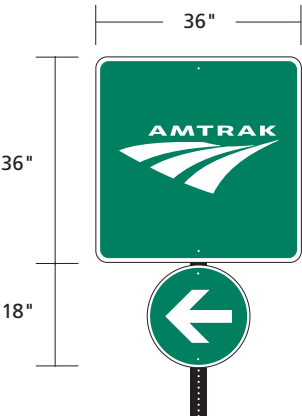
**C15 Sign Type (Kit #1)
with arrow panel in
Hard Left position**
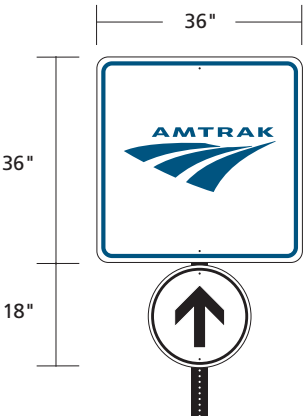
**C16 Sign Type (Kit #2)
with arrow panel in
Straight Ahead position**
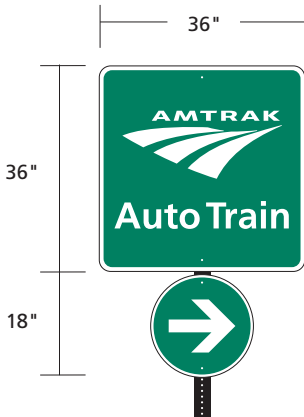
**C17 Sign Type (Kit #3)
with arrow panel in
Hard Right position**
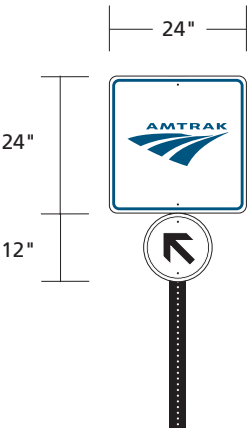
**C18 Sign Type (Kit #4)
with arrow panel in
Diagonal Left position**
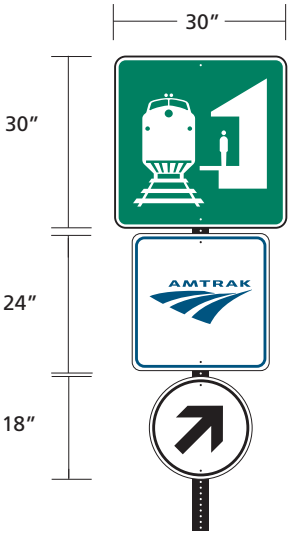
**C19 Sign Type (Kit #5)
with arrow panel in
Diagonal Right position**

LANCASTER STATION

C20 Sign Type

Sign Overview

These signs are used at the station entry from curbside to identify the station to the visually impaired.

Raised Character messages must be written in capital letters, raised 1/32" and be accompanied by a Grade 2 Braille message equivalent directly below the Raised Characters.

The C20 Station Entrance Identifier signs display the city name and the word "Station"; they do not display a two letter state designation.

C20 signs, which are located at curbside station entrances, are often confused with A12 signs, which are located at platforms and display the city name and two letter state designation. At Amtrak stops with only a platform and no station building, the A12 sign is to be used, not the C20.

Exterior Signage

ADA Station Entrance Identifier C20 Sign Type

Mounting Options

The following Mounting Options provide guidelines for the placement of ADA Station Entrance Identifiers.

C20 signs must be mounted as shown for access to Raised Characters and Grade 2 Braille on the sign surface.

Comments

• Station Entrance Identifiers shall be located so that a clear floor space of 18" minimum by 18" minimum, centered on Tactile Characters, is provided beyond the arc of any door swing between the closed position and the 45 degree open position, see Chapter 3.0.

• One (1) sign minimum per curbside entrance zone, which may have multiple entry doors. If multiple entrance zones, one (1) sign minimum per zone.

• For ADA mounting guidelines for Raised Character signs refer to Chapter 3.0.

* Sign should be mounted to freestanding post only when wall mounting is prohibited such as on the walls of historical stations. Post should be located as close to building as possible.

9" min.

Tactile Characters

C20 Sign Type Mounted to Wall by Door

5'-0" 60"

C20 Sign Type Mounted to Column

5'-0" (60")

C20 Sign Type Mounted to Freestanding Post*

When installing multiple tactile/Braille signs in proximity to each other, mount all signs at same height within ADA mounting guidelines.

** Field exceptions to mounting height must be in compliance with DOTAS/SAD 703.4.

Sign Size and Layout

Graphic Components

4 1/2" Module
Unit Size: 9/16"
Text size: 1 1/8" All Caps
Grade 2 Braille

Comment

Minimum spacing between all Raised Character pairs shall be 1/8". Refer to Chapter 3.0 for Raised Character guidelines.

13 1/2"

4 1/2"

9/16"

4 1/2"

9/16"

9"

CITY NAME
STATION

(Grade 2 Braille)

1 1/8" cap ht.
1/32" Raised Characters

Grade 2 Braille

C20 Sign Type

**Design Intent
Drawing**

* Paint

• Matthews Acrylic
Polyurethane Low
Volatile Organic
Compound (LVOC)
specifications provided.

• AMT Blue
Satin VOC# SVOC1142SP

• Silver
Satin VOC# MP18073

• White
Satin VOC# SV202SP

• Clear Coat
VOC Satin Clear
#281228

For fabrication and
installation information
refer to Chapter 11.0.

Comments

• Alternate zinc panel
to be used for post
mounted signs
and high exposure
locations.

• A 6 1/2" diameter x
2" high concrete shoe
is needed below post
base covers in paved
installations at stations
with winter weather.
Adjust overall sign
height per ADA and
heights on page 6.28.

Finishes

1) 1/4" thick exterior grade photo polymer panel with Raised Characters and
Braille, background field, edges, and back painted AMT Blue*

2) Frutiger 55 Roman 1/32" Raised Characters, painted White*

3) Grade 2 Braille painted AMT Blue*

4) Entire sign clear coated*

5) 2" diameter round post painted Silver* (post mounted signs only)

6) 6 1/2" diameter round base painted Silver* (post mounted signs only)

7) 3/16" corner radius (post mounted signs only)

8) Post mounting to anchor full height of sign back

Alternate Finishes

1/8" thick etched zinc panel with Raised Characters and Braille
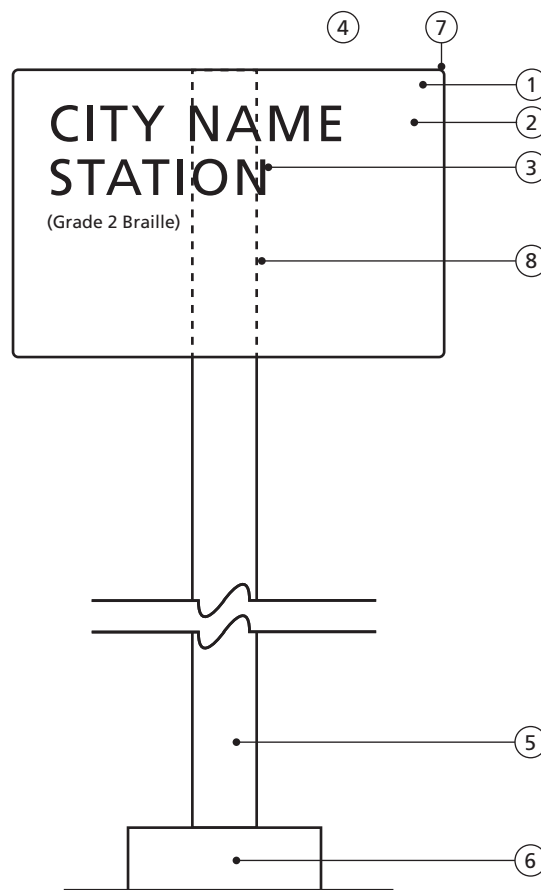
C20 Sign Type

**Building
Identification Sign
C21 Brandmark
Sign Type**

Sign Overview

The exterior building mounted Amtrak Brandmark identifies a station building as providing Amtrak service. It consists of individually cut or fabricated elements of the Amtrak logo, which may be internally or externally illuminated.

Depending on architectural conditions at various stations, the C21 Brandmark sign may display the Amtrak logo in a horizontal or vertical orientation and the logo may be white, Amtrak Blue, satin finished aluminum, or stainless steel. Size varies with architectural and viewing conditions, and with local ordinances.

The C21 Brandmark sign type is typically used in conjunction with the C22 Individual Station Name letters sign type. Depending on a station's overall site configuration and sightlines, the building mounted C21 and C22 signs may or may not be paired with freestanding site identification sign types C9, C10, C11, or C12.

Use of the building identification sign type C21 and C22 requires review by Amtrak Signage Brand Management.

**C21 Sign Type (Brandmark), Horizontal Orientation,
roof-mounted, with C22 Sign Type (Individual Station Name Letters),
wall mounted**

**C21 Sign Type (Brandmark), Horizontal Orientation,
with C22 Sign Type (Individual Station Name Letters), both
sign types wall mounted**

Exterior Signage

**Building
Identification Sign
C22 Individual Station
Name Letters
Sign Type**

6.32

Sign Overview

Individual Station Name Letters identify the name of an Amtrak station building. Frutiger 65 Bold letters are to be used, typically cut aluminum either surface or pin-mounted to exterior wall surfaces.

Depending on architectural conditions at various stations, the C22 Individual Letters may be painted white or Amtrak Blue, satin finished aluminum, or stainless steel. Size varies with architectural and viewing conditions, and with local ordinances.

The C22 Individual Station Name Letters are typically used in conjunction with the C21 Brandmark sign type. Depending on a station's overall site configuration and sightlines, the building mounted C21 and C22 signs may or may not be paired with freestanding site identification sign types C9, C10, C11, or C12.

Use of the building identification sign type C21 and C22 requires review by Amtrak Signage Brand Management.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Frutiger 65 Bold

**C22 Sign Type (Individual Station Name Letters),
wall mounted, with C21 Sign Type (Brandmark), Horizontal Orientation,
roof-mounted**

**C22 Sign Type (Individual Station Name Letters), with
C21 Sign Type (Brandmark), Horizontal Orientation,
both sign types wall mounted**

Signs for the Amtrak Graphics Signage System have been categorized into five groups.

"A" Sign Types represent Platform Signs
"B" Sign Types represent Interior Signs
"C" Sign Types represent Exterior Signs
"D" Sign Types represent Regulatory Signs
"E" Sign Types represent Electronic Signs

This chapter includes a comprehensive review of all static Regulatory and Security Signage (**D Sign Types**) within the Amtrak Graphics Signage System.

A sign overview, elevations of typical mounting options, sign size and layout and a design intent drawing is included for each Sign Type. Note that not every mounting option is shown. **"D"** refers to signs found on station platforms, in station interiors or at a station exterior. Numeric codes (**1, 2, 3, etc.**), following the location prefix **"D"** help organize and codify all Sign Types within this category. Sign Types are listed first by their name and are followed by their identifying letter and number. For example: **Regulatory, D1 Sign Type**.

For additional important information regarding Regulatory and Security Signs, consult Chapters 1.0, 2.0, 3.0, 9.0, 10.0, and 11.0.

These signs are to conform with applicable codes and regulations, including the Department of Transportation Accessibility Standards (DOTAS), and are to be coordinated with the appropriate disciplines.

Sign Overview

These signs are used in station interiors and exteriors to display regulatory messages.

D1 Sign Type

These signs display regulatory symbols only.

D2 Sign Type

These signs display regulatory symbols with accompanying support message text.

Comments

Regulatory messages may include:

- Authorized Personnel
- Do Not Enter
- Fire Extinguisher*
- In the Event of Fire Use Stairs
- No Smoking*
- No Trespassing
- Smoking Area*
- This Is a Smoke-free Facility
- Custom Message
- For the definition of Custom Message and proper nomenclature refer to Chapter 2.0.
- * Messages for D1 Sign Types displayed only by the corresponding symbol without text.

D1 Sign Type

In the Event of Fire Use Stairs

D2 Sign Type

Mounting Options

The following Mounting Options provide guidelines for the placement of regulatory signs.

Mounting Options

1) Wall mounted

2) Flag mounted (exterior only)

Comments

- Refer to state and local building codes for compliance.

- Local jurisdictions may mandate use of verbiage, graphic style and mounting requirements different from Amtrak standards for regulatory signage.

**D1 and D2 Flag Mounted
Plan View
(Exterior Only)**
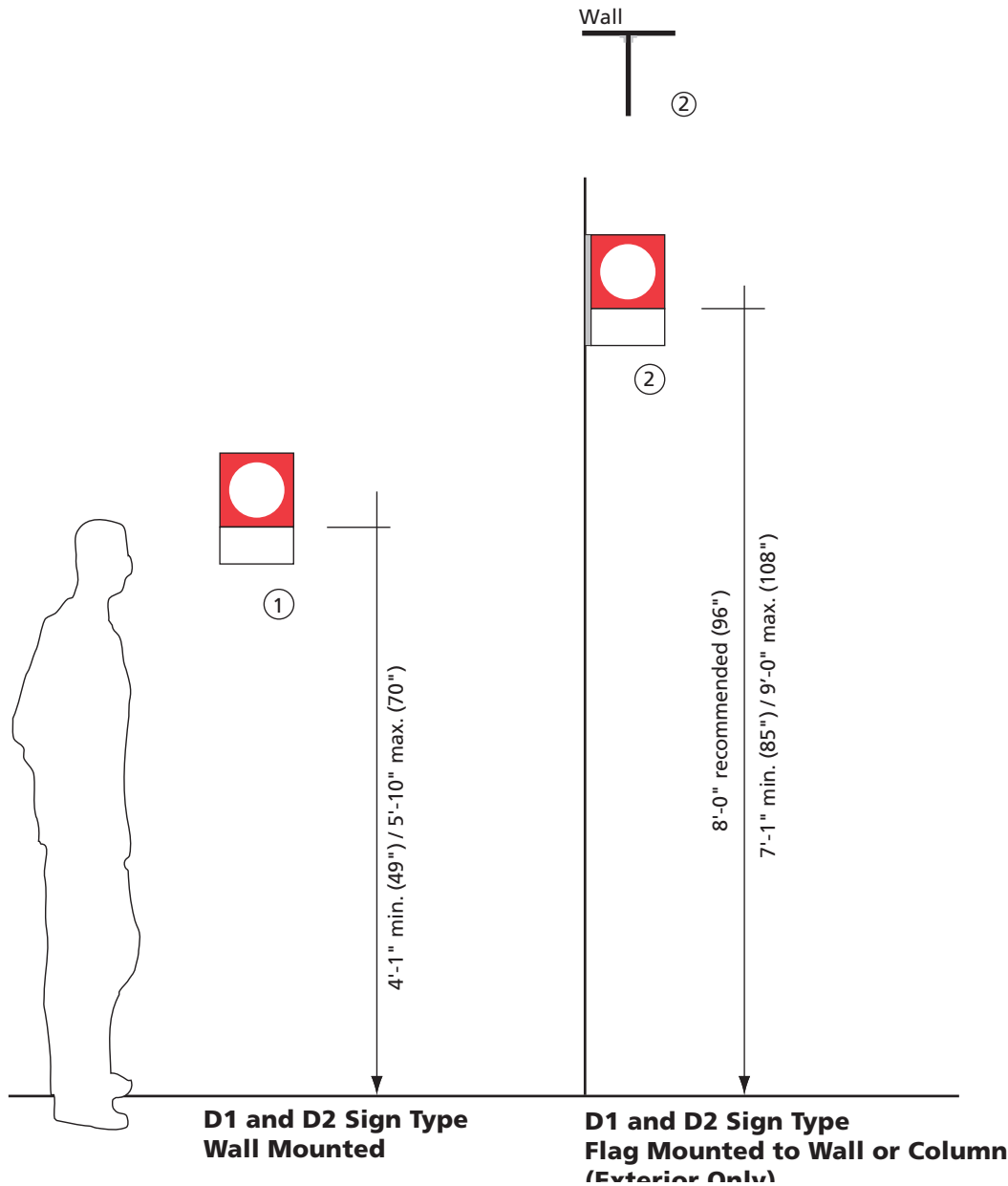
Wall

②

②

4'-1" min. (49") / 5'-10" max. (70")

①

8'-0" recommended (96")

7'-1" min. (85") / 9'-0" max. (108")

**D1 and D2 Sign Type
Wall Mounted**

**D1 and D2 Sign Type
Flag Mounted to Wall or Column
(Exterior Only)**

**Regulatory
Signage**

7.4
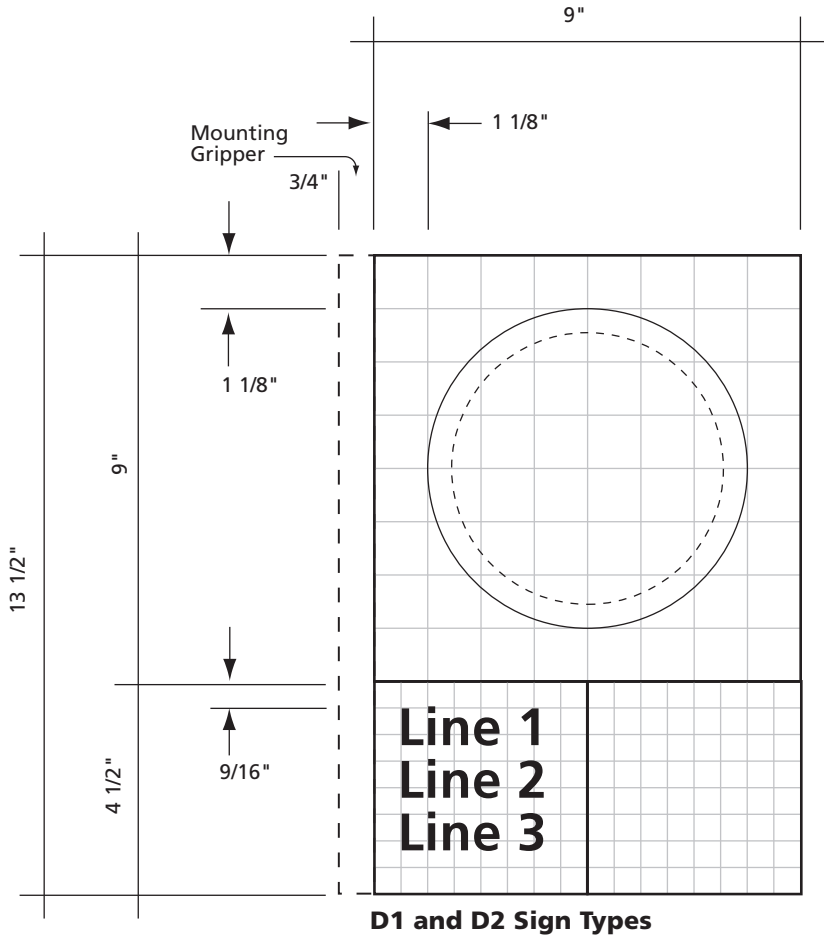
**Regulatory Signs
D1 and D2
Sign Types**

Sign Size and Layout

Graphic Components

9" Module
Unit size: 1 1/8"
Symbol Field: 6 3/4"

4 1/2" Module
Unit Size: 9/16"
Support Text Size: Cap
Height just over 3/4"
(9/16" x-height) for three
lines

Comments

• Mounting gripper for
  flag mounted signs
  only.

• For additional
  information on the
  use of modules, arrows,
  symbols and text
  refer to Chapter 2.0,
  specifically page 2.7.

Line 1
Line 2
Line 3

D1 and D2 Sign Types

Finishes

1) Background field painted Scarlet Red*

2) Symbol field painted White*

3) Symbol painted AMT Blue*

4) Message field painted White*

5) Frutiger 65 Bold text painted AMT Blue*

6) 3/4" gripper extension on mounting side only for flag mounted conditions (exterior only)

7) 1/8" thick aluminum panel for wall mounted signs, 1/4" thick aluminum panel for flag mounted sign and entire sign clear coated*

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Scarlet Red
  Satin VOC# SVOC1340SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear
  #281228

For fabrication and installation information refer to Chapter 11.0.

Comments

- Paint all exposed edges of sign Silver.

- Paint back of sign AMT Blue if there are no graphics on back of sign.

D1 and D2 Sign Types

Line 1
Line 2
Line 3
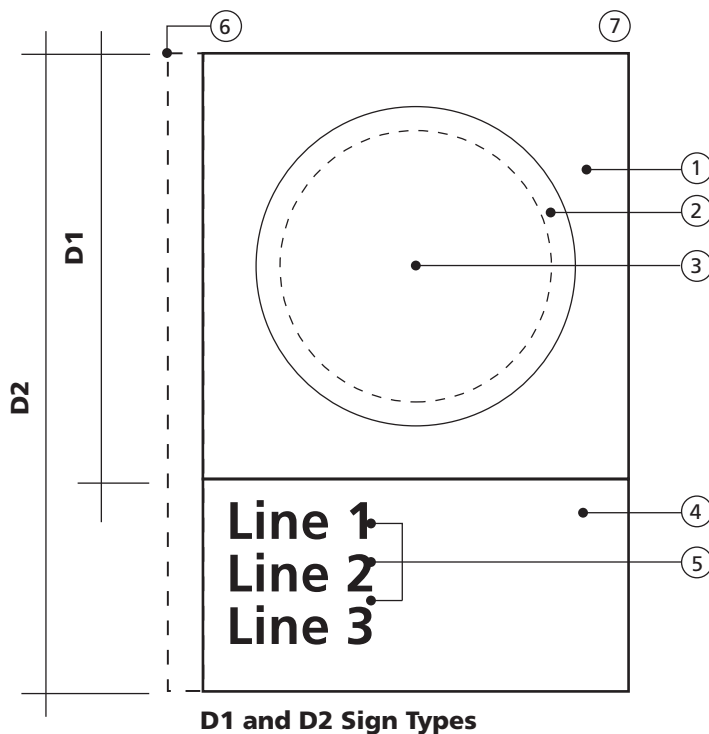
Sign Overview

These signs are used in station interiors, on platforms and exteriors to display station and platform safety information.

These sign examples represent some of the support messages found on Safety signs. Custom Messages found on these signs should be based on specific safety wayfinding needs.

Comment

For the definition of Custom Message and proper nomenclature refer to Chapter 1.0.

Restricted Area

Amtrak Personnel Only

Danger

Do Not Cross Tracks

Caution

No Strollers or Large Luggage. Use Elevator.

Custom Message

Custom Message Here

D3 Sign Types

Mounting Options

The following Mounting Options provide guidelines for the placement of Safety Signs.

Mounting Options

1) Wall mounted

2) Center post mounted

3) Flag mounted (exterior only)
   If sign face is placed perpendicular to curb, unattached sign edge is to point towards curb (see page 6.3).

Comments

- Refer to state and local codes for compliance.

- * Where a post does not exist, provide a 3 1/2" round aluminum post with welded mounting bracket. Post shall be painted aluminum extending 3" above the top of the sign. When mounting signs to an existing post, use a tensioned metal strap system.

- **3/16" corner radius on sign panel for center post mounted signs.
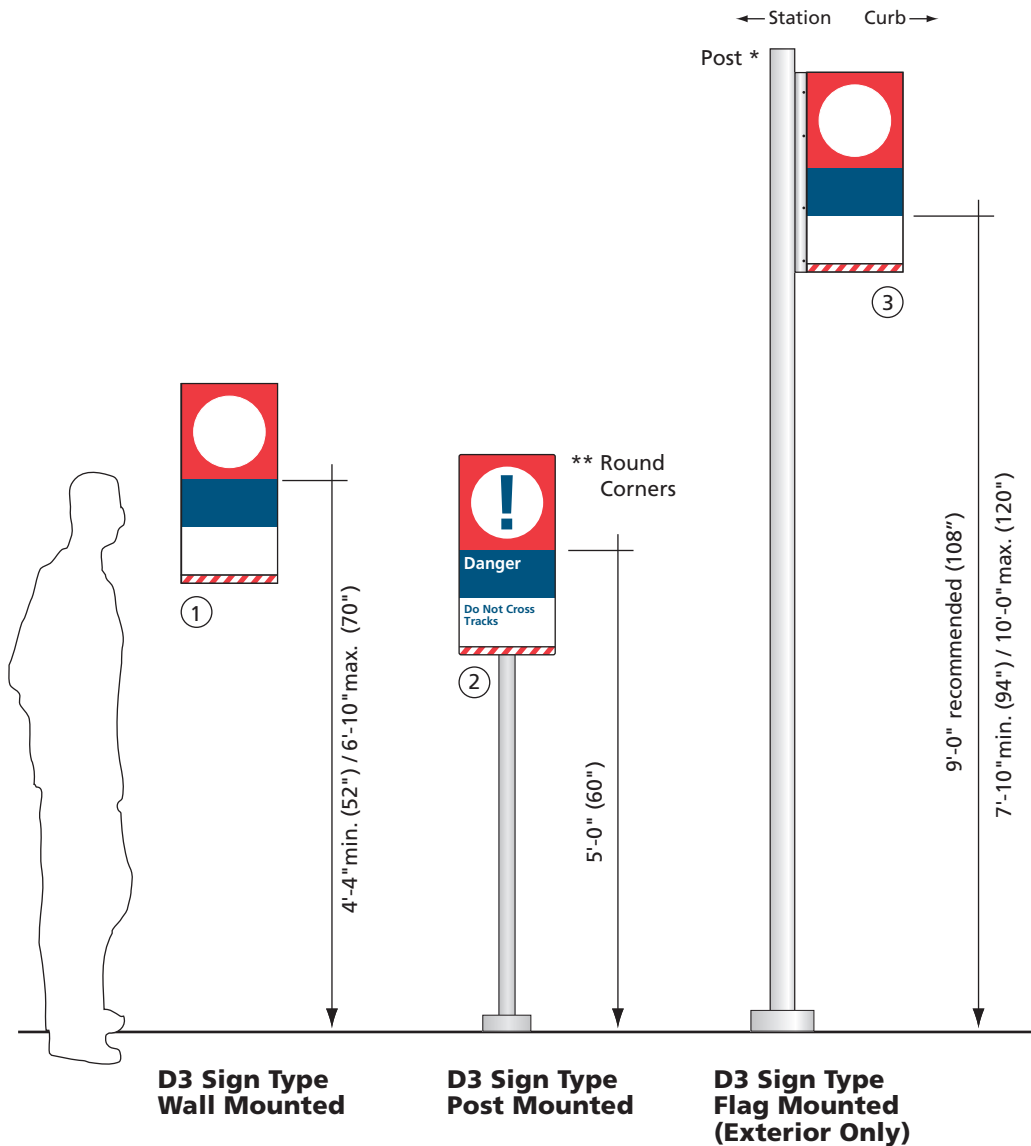
← Station   Curb →

Post *

③

Danger

Do Not Cross Tracks

** Round Corners

①

②

4'-4" min. (52") / 6'-10" max. (70")

5'-0" (60")

9'-0" recommended (108")

7'-10" min. (94") / 10'-0" max. (120")

**D3 Sign Type
Wall Mounted**

**D3 Sign Type
Post Mounted**

**D3 Sign Type
Flag Mounted
(Exterior Only)**

Sign Size and Layout

Graphic Components

12" Module
Unit size: 1 1/2"
Symbol Field: 9"

6" Module
Unit Size: 3/4"
Support Text Size: 1 1/2"
Cap Height for two lines
Support Text Size: Cap
Height just over 3/4"
(9/16" x-height) for three
lines

Comments

• Mounting gripper for
flag mounted signs
only.

• For additional
information on the
use of modules, arrows,
symbols and text
refer to Chapter 2.0,
specifically page 2.7.

Mounting
Gripper

12"

1"

1 1/2"

1 1/2"

12"

25"

6"

Line 1
Line 2

6"

3/4"

Line 4
Line 5
Line 6

1"

D3 Sign Type

Design Intent Drawing

Finishes

1) Background field painted Scarlet Red*

2) Symbol field painted White*

3) Symbol painted AMT Blue*

4) Background field painted AMT Blue*

5) Frutiger 65 Bold text painted White*

6) Background field painted White*

7) Frutiger 65 Bold text painted AMT Blue*

8) Safety bar stripespainted Scarlet Red*

9) Safety bar reflective White vinyl**

10) 1" gripper extension on mounting side only for flag mounted conditions (exterior only)

11) 3 1/2" diameter round post painted Silver* (exterior post mounted signs only)

12) 9 1/2" diameter round base painted Silver* (exterior post mounted signs only)

13) 1/8" thick aluminum panel for wall mounted signs, 1/4" thick aluminum panel for flag mounted sign and entire sign clear coated before vinyl application*

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Scarlet Red
  Satin VOC# SVOC1340SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear #281228

**Vinyl

- 3M Scotchlite Reflective Vinyl White #680-10 to match White

For fabrication and installation information refer to Chapter 11.0.

Comments

- For exterior post and flag mounted signs, a 10" diameter x 3" high concrete shoe is needed below post base covers in paved installations at stations with winter weather. Adjust overall sign height per ADA and heights on page 7.7.

- Paint all exposed edges of sign Silver.

- Paint back of sign AMT Blue if there are no graphics on back of sign.

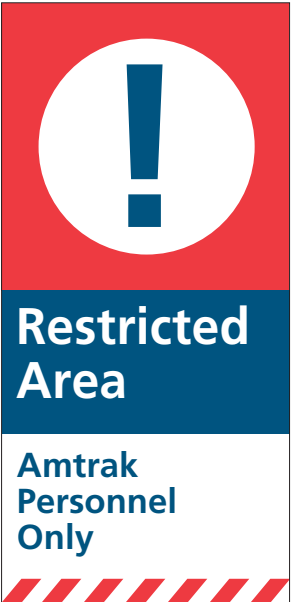- 3/16" corner radius on sign panel for center post mounted signs.

D3 Sign Type

Line 1
Line 2

Line 4
Line 5
Line 6
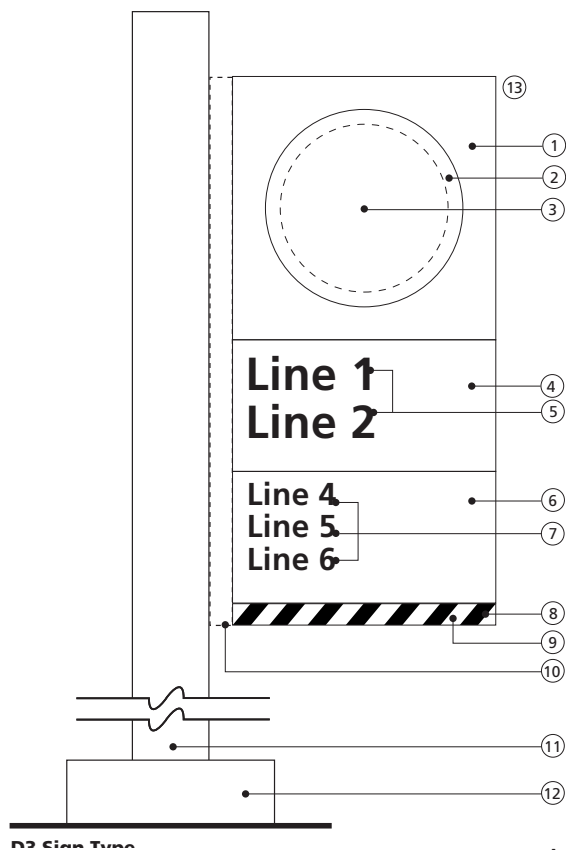
Regulatory Signage

Platform End Restrictive Sign D4 Sign Type

Sign Overview

These signs are used at platform ends to warn passengers not to proceed beyond that point.

These signs always display the restrictive message of AUTHORIZED PERSONNEL in Raised Characters and Grade 2 Braille.

D4 Sign Type

D4 Sign Type
At End of Typical High or Low Level Platform, Railing Mounted

5'-0" (60")
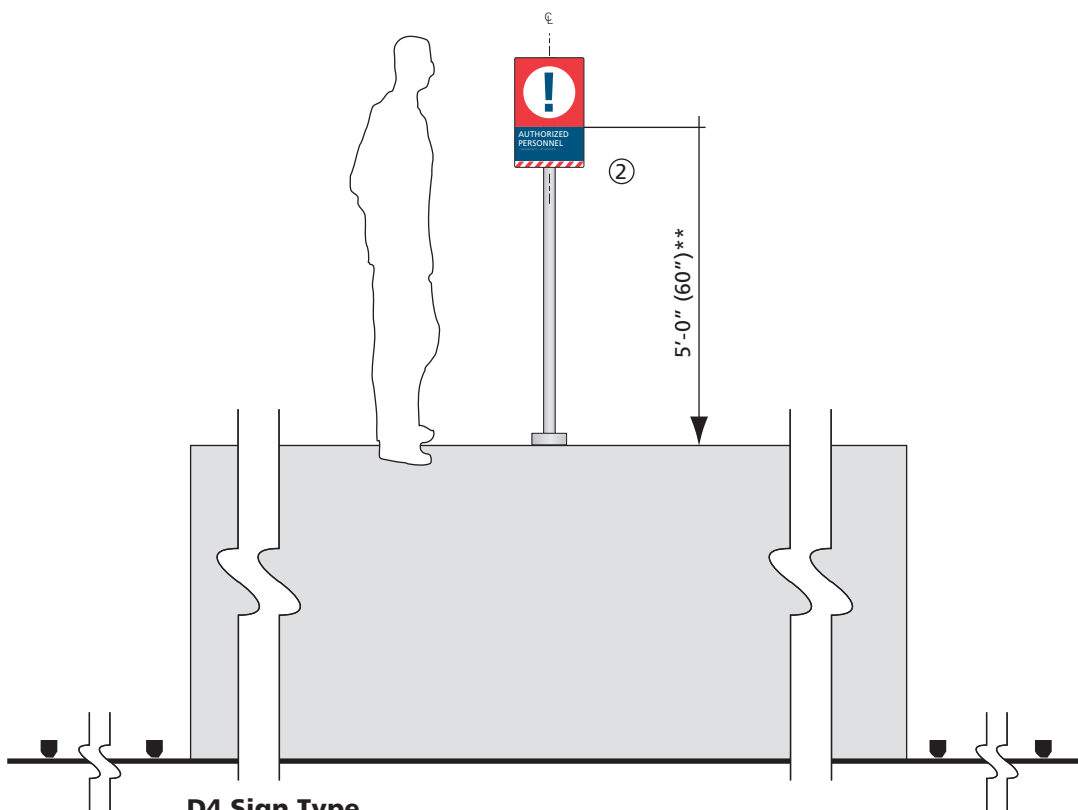
D4 Sign Type
At End of Typical High or Low Level Platform, Post Mounted

5'-0" (60")**

Mounting Option

The following Mounting Option provides a guideline for the placement of Restrictive signs. On side platforms, only one sign is required at either end. On island platforms, either one or two signs are to be placed at each end, depending on the passenger access.

D4 signs must be mounted as shown for access to Raised Characters and Grade 2 Braille messages on the sign surface.

Mounting Options

1) Railing mounted
2) Post mounted

Comments

- For ADA mounting guidelines for Tactile Character signs refer to Chapter 3.0.

- **Field exceptions to mounting height must be in compliance with DOTAS/SAD 703.4.

Sign Size and Layout

Graphic Components

12" Module
Unit size: 1 1/2"
Symbol Field: 9"

6" Module
Unit Size: 3/4"
Text Size: 1" All Caps
Grade 2 Braille

Comments

- Minimum spacing between all Raised Character pairs shall be 1/8". Refer to Chapter 3.0 for Raised Character guidelines.

- For additional information on the use of modules, arrows, symbols and text refer to Chapter 2.0.

D4 Sign Type

LINE 1
LINE 2
(Grade 2 Braille)
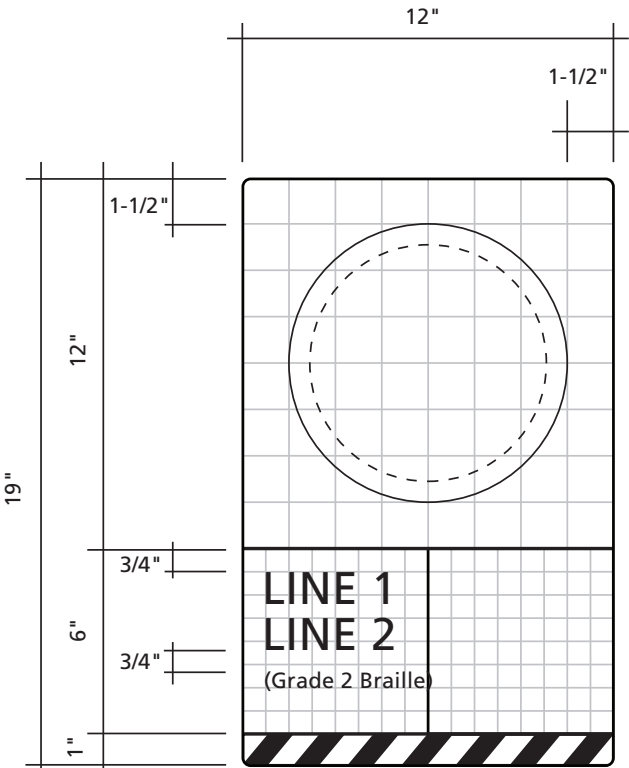
Finishes

1) 1/4" thick exterior grade photo polymer panel with raised tactile and Braille letters, background field painted Scarlet Red*

2) Symbol field reflective White vinyl**

3) Symbol painted AMT Blue*

4) Message field painted AMT Blue*

5) Frutiger 55 Roman 1/32" raised characters, painted White*

6) Grade 2 Braille painted AMT Blue*

7) Safety bar stripes painted Scarlet Red*

8) Safety bar reflective White vinyl**

9) 2" diameter round post painted Silver* (post mounted signs only)

10) 6 1/2" Diameter round base painted Silver* (post mounted signs only)

11) 3/16" corner radius

12) Entire sign panel clear coated before vinyl application*

13) Post mounting to anchor full height of sign back

Alternate Finishes

* Matthews White Satin VOC# SV202SP paint for reflective White vinyl symbol field.

1/8" thick etched zinc panel with Raised Characters and Grade 2 Braille

Design Intent Drawing

*Paint

• Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

• AMT Blue
Satin VOC# SVOC1142SP

• Scarlet Red
Satin VOC# SVOC1340SP

• Silver
Satin VOC# MP18073

• White
Satin VOC# SV202SP

• Clear Coat
VOC Satin Clear #281228

**Vinyl

• 3M Scotchlite Reflective Vinyl White #680-10 to match White

For fabrication and installation information refer to Chapter 11.0.

Comments

• A 6 1/2" diameter x 2" high concrete shoe is needed below post base covers in paved installations at stations with winter weather. Adjust overall sign height per ADA and heights on page 4.36.

• Paint all exposed edges of sign Silver.

• Paint back of sign AMT Blue if there are no graphics on back of sign.

• 3/16" corner radius on sign panel for center post mounted signs.

D4 Sign Type

Sign Overview

This sign type is used in station interiors and on platforms in medium and large stations to advise passengers on protecting their safety in stations and on trains.

For custom messaging, contact Amtrak Signage Brand Management.

Safety Tips

In the Station:

Always use uniformed Amtrak employees for assistance.

Never leave property unattended.

On the Train:

Always keep valuables with you.

Never place belongings under seat.

**Amtrak Police Department
1-800-331-0008**

D5 Sign Type

Mounting Options

The following Mounting Options provide guidelines for the placement of Safety Tips signs.

Mounting Options

1) Wall mounted
2) Column mounted

Comments

- Placed on platforms.

- One (1) sign placed in proximity to each active platform stair, escalator, and elevator landing.

- If sign occurs in interior conditions, refer to DOTAS/SAD Table 703.5.5 on page 3.4 for guidelines on Visual Character mounting and character heights.

① 5'-10" (70")

D5 Sign Type
Typical Platform Wall Mounted

② 5'-10" (70")
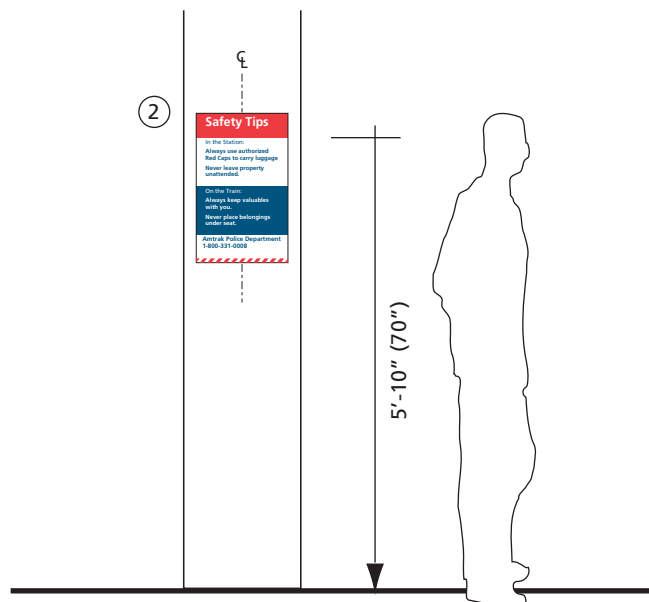
D5 Sign Type
Typical Platform Column Mounted

Sign Size and Layout

The Safety Tips Sign has a customized layout.

Graphic Components

Header
2" Cap Height

Explanatory Text
1" Cap Height

21"

5 1/2"

Safety Tips

In the Station:

Always use uniformed Amtrak employees for assistance.

Never leave property unattended.

11"

On the Train:

Always keep valuables with you.

Never place belongings under seat.

11"

**Amtrak Police Department
1-800-331-0008**

5 1/2"

1"

34"

D5 Sign Type

Design Intent Drawing
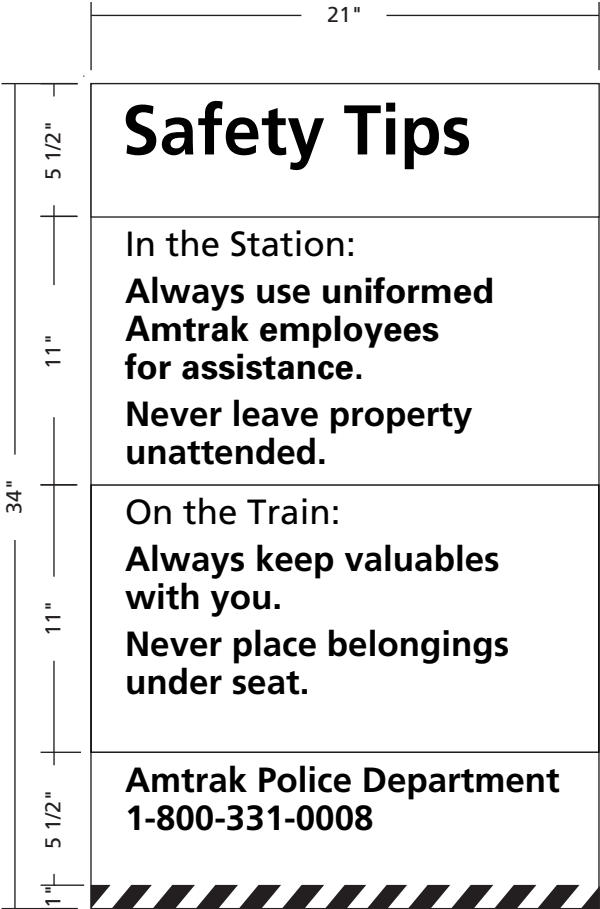
Finishes

1) Background field painted Scarlet Red*

2) Frutiger 65 reflective White vinyl text**

3) Background field reflective White vinyl**

4) Frutiger 55 and 65 text painted AMT Blue*

5) Background field painted AMT Blue*

6) Frutiger 55 and 65reflective White vinyl text**

7) Safety bar stripespainted Scarlet Red*

8) Safety bar reflective White vinyl**

9) 1/8" thick aluminum panel for all mounting options and entire sign clear coat before vinyl application*

Alternate Finishes

* Matthews White Satin VOC# SV202SP paint for reflective White vinyl text & background fields.

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Scarlet Red
  Satin VOC# SVOC1340SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear #281228

**Vinyl

- 3M Scotchlite Reflective Vinyl White #680-10 to match White

For fabrication and installation information refer to Chapter 11.0.

Safety Tips

In the Station:

Always use uniformed Amtrak employees for assistance.

Never leave property unattended.

On the Train:

Always keep valuables with you.

Never place belongings under seat.

Amtrak Police Department
1-800-331-0008

D5 Sign Type

Regulatory Signage

Security Warning Sign D6 Sign Type

7.18

Sign Overview

This Sign Type is used for security enforcement in highly restricted, non public areas—typically beyond platform ends in large stations—to warn people of the legal consequences of entering the restricted area.

For custom messaging, contact Amtrak Signage Brand Management.

Warning

By Order of the Police

**Danger - Keep Off
Private Property
No Trespassing**

CCTV Cameras In Area
The Police will detain and prosecute persons found on this property without the railroad's permission.

**Amtrak Police Department
1-800-331-0008**

D6 Sign Type

D6 Sign Type
Typical Platform Wall Mounted

5'-10" (70")

Warning

By Order of the Police
Danger - Keep Off
Private Property
No Trespassing

CCTV Cameras In Area
The Police will detain
and prosecute persons
found on this property
without the railroad's
permission.

Amtrak Police Department
1-800-331-0008

D6 Sign Type
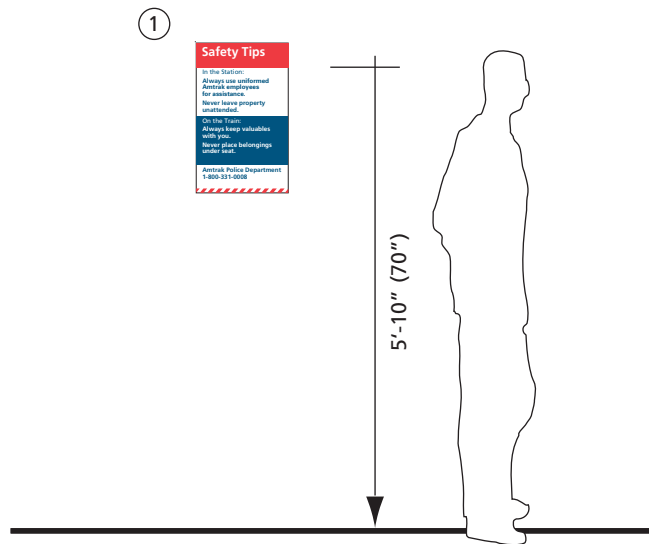**Typical Platform Column Mounted**

Mounting Options

The following Mounting Options provide guidelines for the placement of Warning signs.

Mounting Options
1) Wall mounted
2) Column mounted

Comment

• Sign use and placement is coordinated by Amtrak management.

• If sign occurs in interior conditions, refer to DOTAS/SAD Table 703.5.5 on page 3.4 for guidelines on Visual Character mounting and character heights.

Regulatory Signage

Security Warning Sign D6 Sign Type

7.20
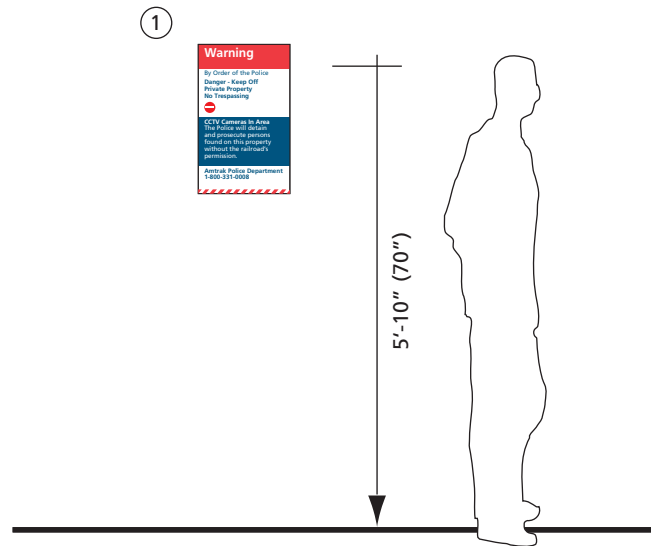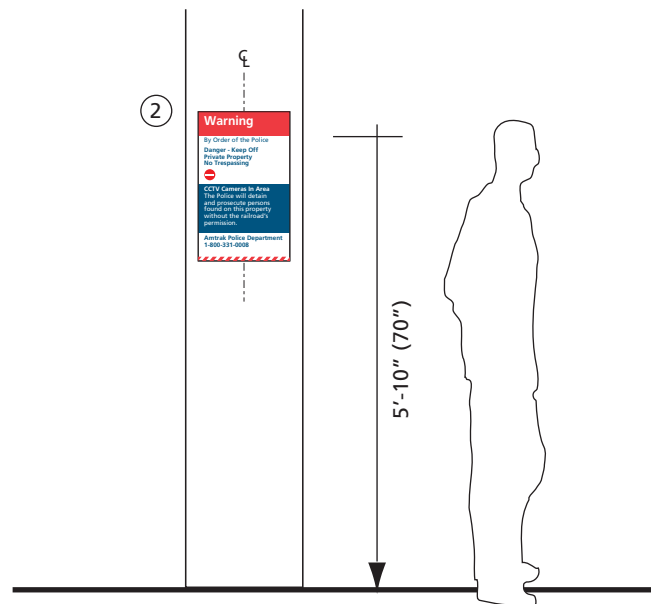
Sign Size and Layout

The Security Warning Sign has a customized layout.

Graphic Components

Header:
2" Cap Height

Explanatory Text:
1" Cap Height

Do Not Enter Symbol:
3" diameter

21"

5 1/2" — 11" — 11" — 5 1/2" — 1"

34"

Warning

By Order of the Police

**Danger - Keep Off
Private Property
No Trespassing**

CCTV Cameras In Area
The Police will detain
and prosecute persons
found on this property
without the railroad's
permission.

**Amtrak Police Department
1-800-331-0008**
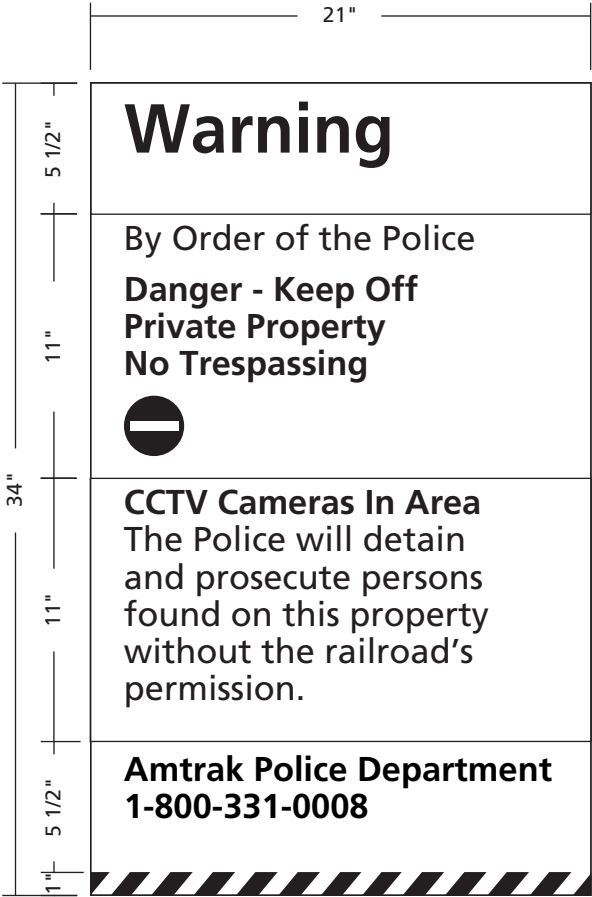
D6 Sign Type

Finishes

1) Background field painted Scarlet Red*

2) Frutiger 65 reflective White vinyl text**

3) Background field reflective White vinyl**

4) Symbol painted AMT Scarlet Red*.

5) Frutiger 55 and 65 text painted AMT Blue*

6) Background field painted AMT Blue*

7) Frutiger 55 and 65 reflective White vinyl text**

8) Safety bar stripes painted Scarlet Red*

9) Safety bar reflective White vinyl**

10) 1/8" thick aluminum panel for all mounting options and entire sign clear coated before vinyl application*

Alternate Finishes

* Matthews White Satin VOC# SV202SP paint for reflective White vinyl text & background fields.
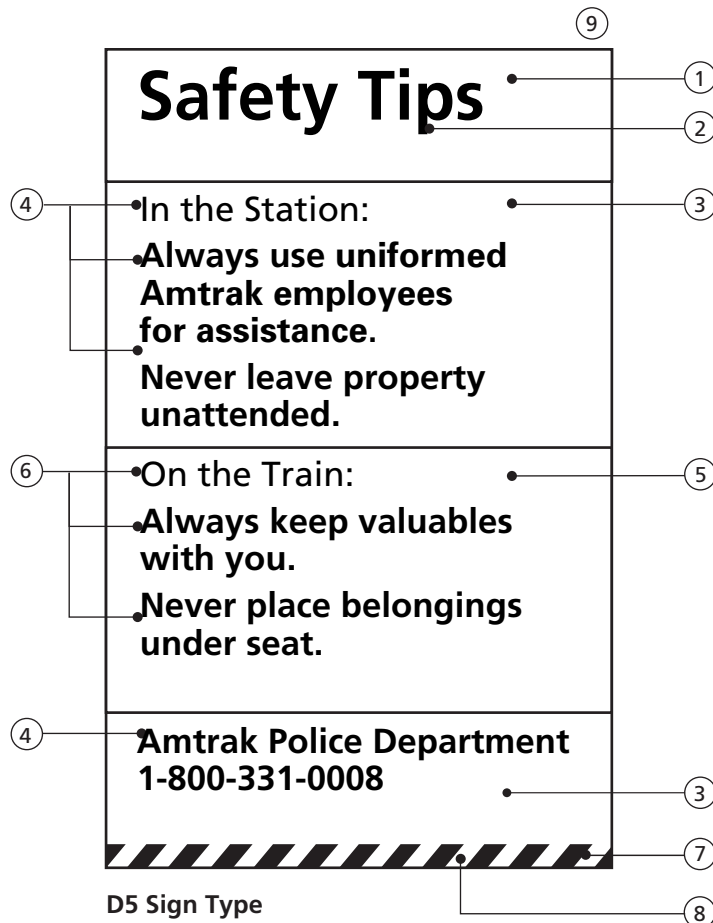
*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Scarlet Red
  Satin VOC# SVOC1340SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear #281228

**Vinyl

- 3M Scotchlite Reflective Vinyl White #680-10 to match White

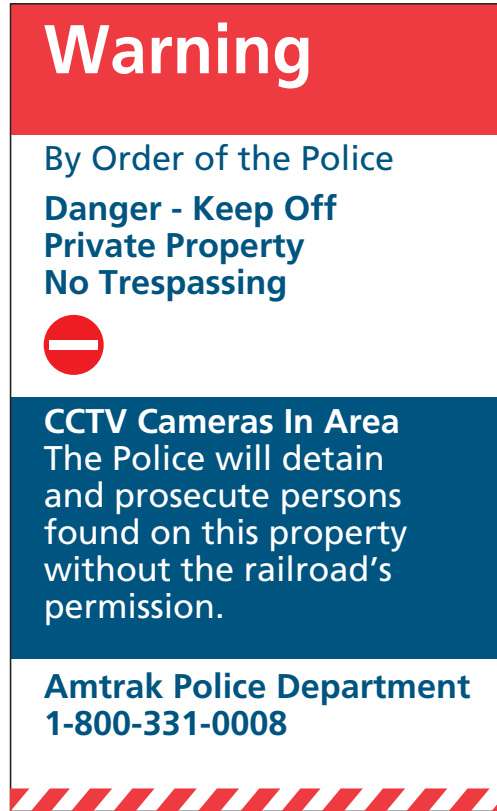For fabrication and installation information refer to Chapter 11.0.

Warning

By Order of the Police

Danger - Keep Off Private Property No Trespassing

CCTV Cameras In Area
The Police will detain and prosecute persons found on this property without the railroad's permission.

Amtrak Police Department 1-800-331-0008

D6 Sign Type

Sign Overview

This sign is used on center island platforms to designate an area where mobility impaired persons can wait for assistance in event of an emergency.

AREA OF REFUGE

In the event of an emergency, please wait here for assistance.

D7 Sign Type

Mounting Option

The following Mounting Option provides a guideline for the placement of the Area of Refuge Sign.

D7 signs must be mounted as shown for access to Raised Characters and Grade 2 Braille messages on the sign surface.

Mounting Option

1) Post mounted

Comments

- Refer to state and local codes for conformance.

- For ADA mounting guidelines for Tactile Character signs refer to Chapter 3.0.

D7 Sign Type

5'-0" (60")**

① AREA OF REFUGE
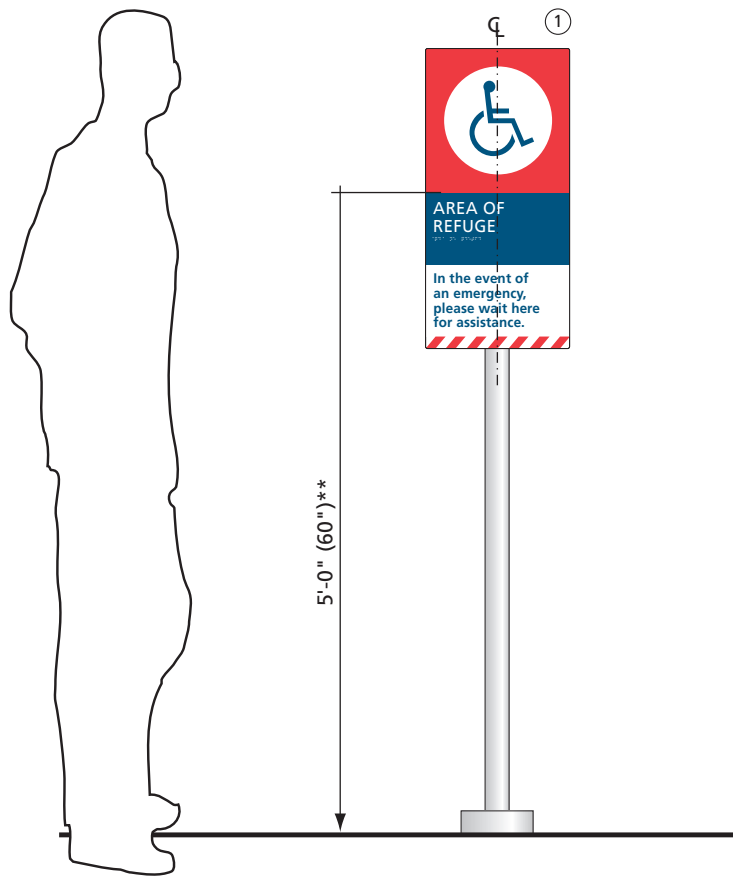
In the event of an emergency, please wait here for assistance.

** Field exceptions to mounting height must be in compliance with DOTAS/SAD 703.4.

Sign Size and Layout

Graphic Components

12" Module
Unit size: 1 1/2"
Symbol Field: 9"

6" Module
Unit Size: 3/4"
Support Text Size: 1" Cap
Height for three lines
Support Text Size:
3/4" Cap Height (5/8"
x-height) for four lines

Comments

• Minimum spacing
  between all Raised
  Character pairs shall be
  1/8". Refer to Chapter
  3.0 for Raised Character
  guidelines.

• For additional
  information on the use
  of modules, arrows,
  symbols and text
  refer to Chapter 2.0,
  specifically page 2.7.

**AREA OF
REFUGE**

**In the event of
an emergency,
please wait here
for assistance.**

D7 Sign Type

Finishes

1) 1/4" thick exterior grade photo polymer panel with raised tactile and Braille letters, background field painted Scarlet Red*

2) Symbol field reflective White vinyl**

3) Symbol painted AMT Blue*

4) Background field painted AMT Blue*

5) Frutiger 55 Roman 1/32" raised characters, painted White*
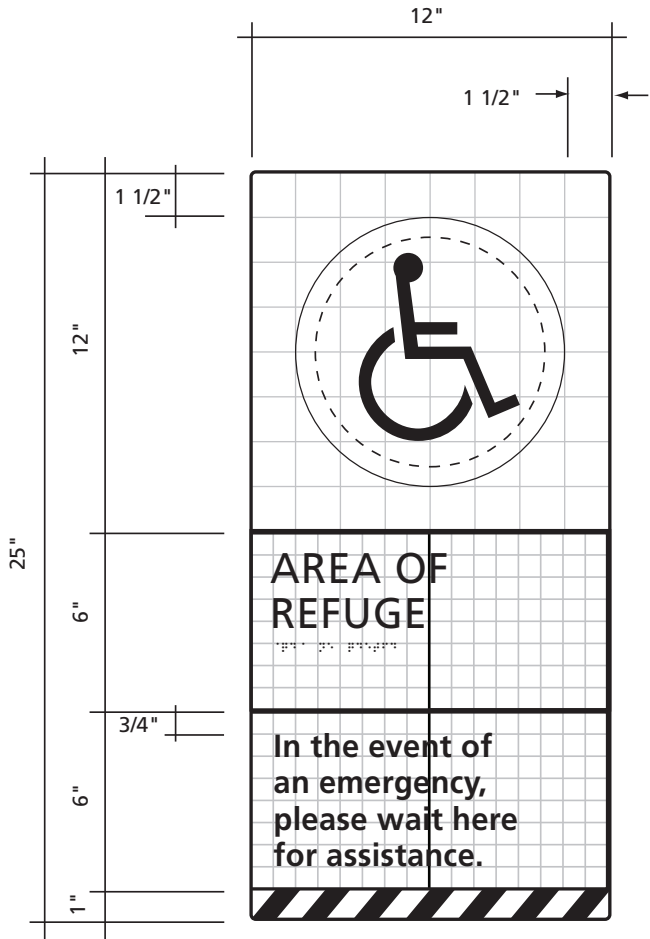
6) Grade 2 Braille painted AMT Blue*

7) Background field painted White*

8) Frutiger 65 Bold text painted AMT Blue*

9) Striped safety bar painted Scarlet Red*

10) Warning stripes reflective White vinyl**

11) Entire sign panel clear coated before vinyl application*

12) 3/16" corner radius

Alternate Finishes

* Matthews White Satin VOC# SV202SP paint for reflective White vinyl symbol field

1/8" thick etched zinc panel with Raised Characters and Grade 2 Braille

D7 Sign Type
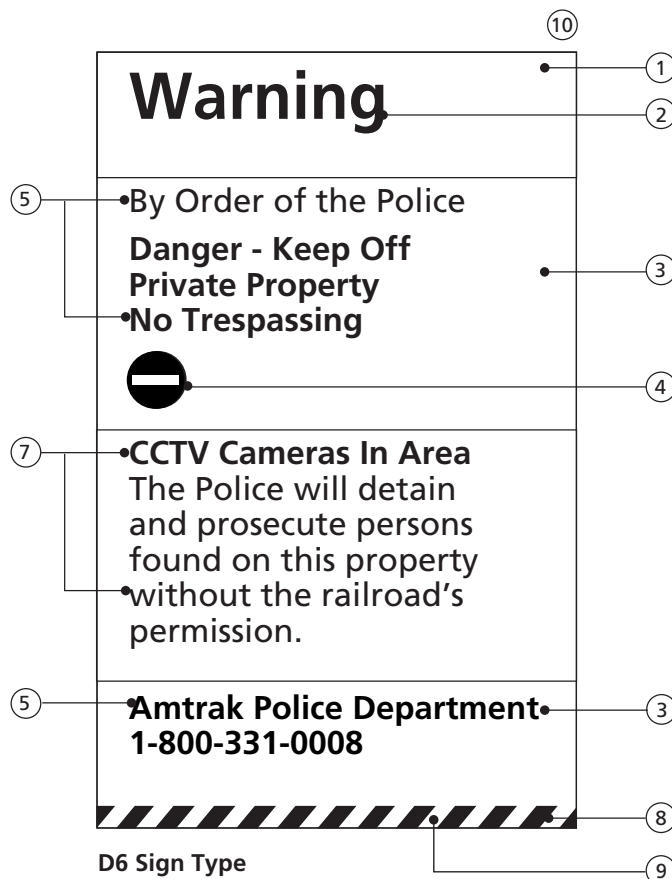
Design Intent Drawing

*Paint

- Matthews Acrylic Polyurethane Low Volatile Organic Compound (LVOC) specifications provided.

- AMT Blue
  Satin VOC# SVOC1142SP

- Scarlet Red
  Satin VOC# SVOC1340SP

- Silver
  Satin VOC# MP18073

- White
  Satin VOC# SV202SP

- Clear Coat
  VOC Satin Clear #281228

**Vinyl

- 3M Scotchlite Reflective Vinyl White #680-10 to match White

For fabrication and installation information refer to Chapter 11.0.

Comments

- For exterior post and flag mounted signs, a 10" diameter x 3" high concrete shoe is needed below post base covers in paved installations at stations with winter weather. Adjust overall sign height per ADA and heights on page 7.23.

- Paint all exposed edges of sign Silver.

- Paint back of sign AMT Blue if there are no graphics on back of sign.
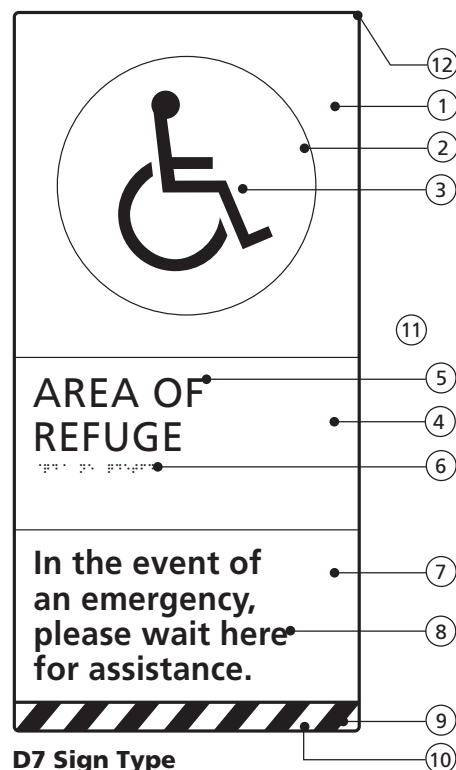
Signs for the Amtrak Graphics Signage System have been categorized into five groups.

"A" Sign Types represent Platform Signs
"B" Sign Types represent Interior Signs
"C" Sign Types represent Exterior Signs
"D" Sign Types represent Regulatory Signs
"E" Sign Types represent Electronic Signs

This chapter includes a graphic review of Electronic Signage within the Amtrak Graphics Signage System. Amtrak has updated most of its electronic Sign Types and is directing a national implementation of these new units. Since this is a nationally coordinated effort, the PIDS (Passenger Information Display Systems) Sign Types E1 through E9 cannot be ordered for individual stations. Contact SignageBrandManagement@Amtrak.com for information on PIDS.

Electronic sign systems require individual configurations. A sign overview, elevations of typical mounting options, sign size and layout, and a design intent drawing is included for each electronic Sign Type. Note that not every mounting option is shown. General specifications given in this chapter are based on available technology as of date of publication of this Manual and they are subject to change. Sign types are listed first by their name and are followed by their identifying letter and number. For example: **Visual Messaging System, E3 Sign Type.**

For additional important information regarding Electronic Signs, consult Chapters 1, 2, 3, 9, 10, and 11.

Electronic signage shall be closely coordinated with the Amtrak IT department's design standards, currently a separate design document. Contact Amtrak Signage Brand Management at AmtrakSignageBrand-Management.com for an Amtrak IT point of contact.

Sign messages and their locations constitute the Amtrak sign information content system. It is important to follow Amtrak nomenclature and usage and style guidelines in Chapter 1.0 to ensure consistent sign messaging throughout the Amtrak nationwide passenger facility network. Message hierarchy guidelines are in this chapter.

The locations where sign messages are posted are affected by a large number of factors, including operating clearances for locomotives and service carts, a wide range of DOTAS/SAD requirements (see Chapter 3.0), sight lines, obstructions, viewing distances, and required placement distances, such as for platform station identifiers and boarding locations.

Individual stations have unique needs, however. In order to insure smooth traffic flow throughout the facility, every station is at a minimum required to implement the following signage:

Street and Parking
- Station Identification
- Direction to Trains

Station
- Direction to Trains, Ground Transportation,
- Identification of Major Amenities, Tickets and Baggage, and Restrooms

Platforms and Tracks
- City, State Identification
- Direction to Station

The Amtrak approach to providing information requires a systematic display of different types of messages as passengers' needs vary throughout the different environments in the station.

Directional signing is of great importance. When used correctly, proper directional signing will assist in the rapid movement of vehicles, visitors, and customers. Success or failure of a station's design and its signing will be measured by the ease, speed, comfort and access to and from the various destinations within the station.

Comments

• The location plans in this chapter are diagrammatic and represent general arrangements for various platform and station building categories. Configurations of actual stations will vary and signs should be located and messaged according to each site's layout.

• The word "Exit" should be avoided for wayfinding signage due to potential confusion with building code emergency exit signage. Instead, direct detraining passengers from the platform to the station and from the station to the street and/or ground transportation.

To ensure functionality of the Amtrak Graphic Signage System, information must be presented in such a way as to allow for smooth traffic flow throughout the station facilities.

The placement of all signs must reflect the needs of the user. By presenting digestible amounts of messages far enough in advance of a decision point, passengers can prepare for what is ahead. The progression usually starts with broad general information and moves, as one approaches a decision point, towards more specific and detailed information. Within the Amtrak Signage System, messages should progress from general (Trains) to specific (Gate, then Track Number and Boarding Location). Note that the following are amentity needs, not messages.

The typical sequences of concern entraining are:
1. Approach/Parking/Passenger Drop-off
2. Tickets
3. Baggage Check-in
4. Restrooms
5. Trains

The typical sequences of concern detraining are:
1. Station
2. Restrooms
3. Baggage Claim
4. Ground Transportation
5. Street

Exterior Site Conditions
Passengers approaching a station will require immediate information directing them to Parking, Passenger Drop-off/Pick-up and the station entrance.

Interior Conditions
Once at the station entrance, these same passengers will require information leading to the interior of the station where they will then find information regarding public and passenger services. Once the Tickets/Baggage Check-in process is completed, the passenger requires guidance to the Waiting Area, Gate/Track locations as well as additional reinforcement of train information.

Platform Conditions
Once passengers have purchased tickets and checked in their baggage, they will require guidance to Track or Gate locations and finally Boarding Locations for proper boarding and seating.

Any structure or collection of structures deemed important to the history, architecture or culture of an area is considered a historic landmark. The Secretary of the Interior has established standards for the historic preservation of these properties. Guidelines for rehabilitating historic buildings have been established to ensure the preservation of qualities for which each property was listed.

Accessibility to historic buildings is required by the Americans with Disabilities Act as well as other state or local laws. Federal regulations have been developed to provide guidance on how to meet both accessibility and historic preservation requirements. Compliance with these requirements, in addition to local and state regulations is required when incorporating the Amtrak Graphic Signage Standards.

For additional information refer to *The Secretary of the Interior's Standards for Treatment of Historical Properties* (updated 2017), available at www.nps.gov/tps/standards/treatment-guidelines-2017.pdf.

Contact Amtrak Signage Brand Management at AmtrakSignageBrandManagement@amtrak.com regarding implementation of Amtrak Graphic Signage Standards at designated historical facilities.

A historic building is one that has received an official designation from local, state, or federal governmental entities.

Recommended Sign Location Layout

Stub-end platforms are approached from one end only. This diagram represents a typical sign location plan for a multiple platform site. It may be accessible at grade or by raised platforms.

Stations at the end of a line do not require signs with information regarding train's origin/destination. The city and state name alone will suffice.

Comments

- Columns, stairs, elevators and other structures along platform centerlines can obstruct sightlines of signs located perpendicular to the platform. In such cases, signs should be placed along both sides of platform for obstruction-free viewing.

- Electronic signage is not indicated on these sign location layouts. Contact Amtrak Signage Brand Management for more information.

Key to Sign Layout

A1a   Branded City Identifier

A7   Boarding Location Marker and Track Identifier (suspended)

A12   ADA City/State Identifier

D4   Restrictive Sign
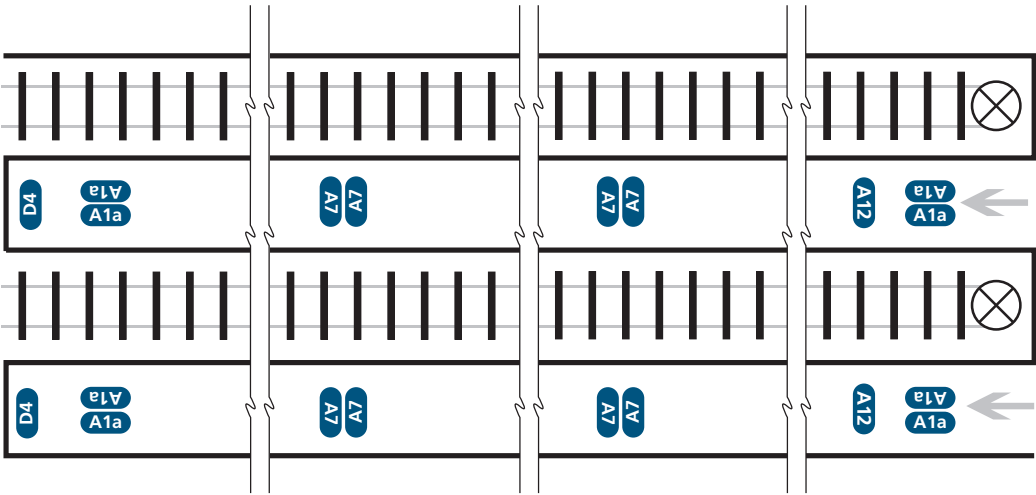
Access from Station (refer to typical station plans)

Recommended Sign Placement
Signs should be placed along active platform at intervals indicated below.

A1 or A1a	85'-0" minimum apart, consult with Amtrak Sign Brand Management
A7	85'- 0" apart minimum, consult with Amtrak Sign Brand Management
A12	Placed on platform in uniform location as approaching primary egress point(s) from platform, consult with Amtrak Sign Brand Management

Recommended Sign Location Layout

This diagram represents a typical sign location plan for a multiple platform site not accessible at grade.

Stations at the end of a line do not require signs with information regarding train's origin/destination. The city and state name alone will suffice.

Comments

- Columns, stairs, elevators and other structures along platform centerlines can obstruct sightlines of signs located perpendicular to the platform. In such cases, signs should be placed along both sides of platform for obstruction-free viewing.

- Electronic signage is not indicated on these sign location layouts. Contact Amtrak Signage Brand Management for more information.

Key to Sign Layout

- A1 City/State Identifier
- A2 Direction Bar
- A7 Boarding Location Marker and Track Identifier (suspended)
- A12 ADA City/State Identifier
- B7 Gate Identification (in overpass/underpass from station)
- D4 Restrictive Sign

Station
(refer to typical station plans)

|←Access not→|
at Grade

(shaded area indicates track overpass or underpass from station)

elevator

Recommended Sign Placement
Signs should be placed along active platform at intervals indicated below.

A1	85'-0" minimum apart, consult with Amtrak Sign Brand Management
A2	85'-0" minimum apart, consult with Amtrak Sign Brand Management
A7	85'-0" minimum apart, consult with Amtrak Sign Brand Management
A12	Placed on platform in uniform location as approaching primary egress point(s) from platform, consult with Amtrak Sign Brand Management

Typical Sign Location Diagrams

Multiple Through-track Platforms

9.6

Recommended Sign Location Layout

The diagram shown below illustrates a typical sign location plan for a multiple platform site with through-track traffic.

Access is at grade. Contact Amtrak Signage Brand Management for specific signage requirements for pedestrian crossings on active tracks.

Comments

- Columns, stairs, elevators and other structures along platform centerlines can obstruct sightlines of signs located perpendicular to the platform. In such cases, signs should be placed along both sides of platform for obstruction-free viewing.

- Electronic signage is not indicated on these sign location layouts. Contact Amtrak Signage Brand Management for more information.

Key to Sign Layout

A1   City/State Identifier
A2   Direction Bar
A6   Boarding Location Marker and Track Identifier with Arrow
A10   Passenger Information and Timetable Display
A12   ADA City/State Identifier
D4   Restrictive Sign

Station or Shelter
Track Crossing
Access at Grade
(refer to typical station plans)

Recommended Sign Placement
Signs should be placed along active platform at intervals indicated below.

A1	85'-0" minimum apart, consult with Amtrak Sign Brand Management
A2	85'-0" minimum apart, consult with Amtrak Sign Brand Management
A6	85'-0" minimum apart, consult with Amtrak Sign Brand Management
A12	Placed on platform in uniform location as approaching primary egress point(s) from platform, consult with Amtrak Sign Brand Management

Recommended Sign Location Layout

The diagram shown below illustrates a typical sign location plan for a single platform site with through–track traffic.
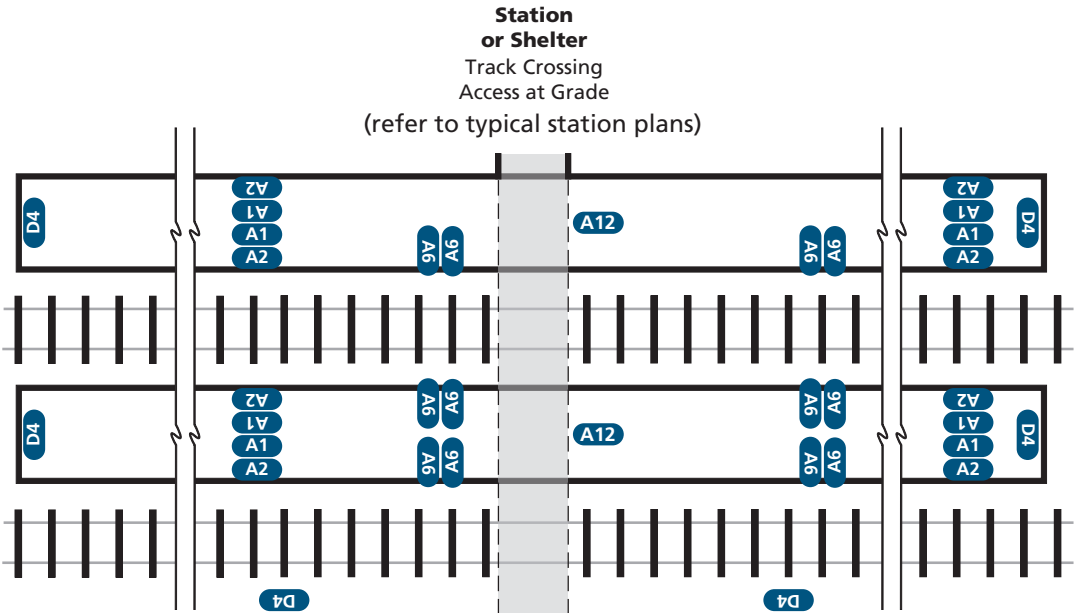
Access is at grade. Contact Amtrak Signage Brand Management for specific signage requirements for pedestrian crossings on active tracks.

Station or Shelter
(refer to typical station plans)

Recommended Sign Placement
Signs should be placed along active platform at intervals indicated below.

A1a or A1b	85'-0" minimum apart, consult with Amtrak Sign Brand Management
A4	85'-0" minimum apart, consult with Amtrak Sign Brand Management
A12	Placed on platform in uniform location as approaching primary egress point(s) from platform, consult with Amtrak Sign Brand Management

Comment

- Electronic signage is not indicated on these sign location layouts. Contact Amtrak Signage Brand Management for more information.

Key to Platform Layout

A1a   Branded City/State Identifier
OR

A1b   Branded City/State Identifier
(for platform areas facing curbside parking)

A4   Boarding Location Marker

A12   ADA City/State Identifier

D4   Restrictive Sign

*Single through-track platforms typically do not require signs with information regarding train's origin/destination.

Recommended Sign Location Layout

The illustrated station is shown for signage purposes only. Additional requirements that may impact the station design and layout can be found in the Amtrak Station Design Guidelines. Station is designed to efficiently handle moderate to heavy passenger loads.
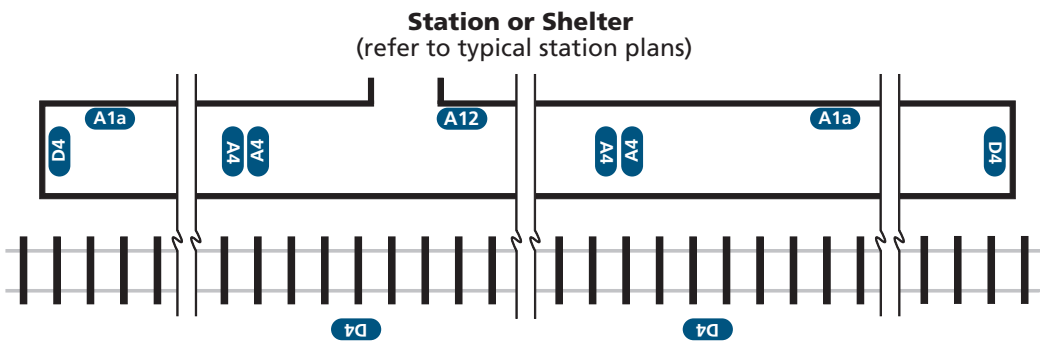
Comments

- Electronic signage is not indicated on these sign location layouts. Contact Amtrak Signage Brand Management for more information.

*Sign face placed perpendicular to curb. Unattached sign edge to point towards curb.

Key to Sign Layout

B1	To Trains
B2	Trains/Restrooms
B2	Taxis/Street/Parking
B7	Tickets & Baggage Check-in
B7	Passenger Services
B7	Amtrak Welcomes You to "City Name"
B14	Telephones
B15	Restrooms
B15	TTY
B17	Baggage Claim
B17	Men (on wall)
B17	Women (on wall)
B18	Men (on door)
B18	Women (on door)
B20	Mechanical Room
B21	Authorized Personnnel
B24	Branded Station Hours
B25	Horizontal Travelmark at Ticket Counter
B27	Station Identification
C1**	Reserved Parking
C2*	Amtrak Thruway Bus
C2*	Passenger Drop-off and Pick-up
C2*	Taxis
C4	Parking/Amtrak Thruway Bus
C9 - C12	Site Identification Monument (Sign Type, size and illumination to be determined)
C20	ADA Station Entrance Identifier
D2	Smoke-free Facility

**Signage to comply with all applicable codes.

NOTE:
All signage for Large Stations needs to be reviewed with the assistance of design professionals

Platform (refer to typical platform plans)

Recommended Sign Location Layout

The illustrated station is shown for signage location purposes only. Additional requirements that may impact station design and layout can be found in the Amtrak Station Manual. Station is designed to efficiently handle moderate passenger loads.

Key to Sign Layout

B2	Trains/Restrooms
B2	Taxis/Street/Parking
B7	Tickets & Baggage Check-in
B7	Baggage Claim
B7	Amtrak Welcomes You to "City Name"
B14	Telephones
B15	Restrooms
B15	TTY
B17	Men (on wall)
B17	Women (on wall)
B18	Men (on door)
B18	Women (on door)
B21	Authorized Personnel
B24	Branded Station Hours
B25	Horizontal Travelmark at Ticket Counter
B27	To Trains
C1**	Reserved Parking
C2*	Amtrak Thruway Bus
C2*	Passenger Drop-off and Pick-up
C2*	Taxis
C4	Parking/Amtrak Thruway Bus
C9 -	Site Identification
C12	Monument (Sign Type, size and illumination to be determined)
C20	ADA Station Entrance Identifier
D2	Smoke-free Facility

**Signage to comply with all applicable codes.

Comments

- Electronic signage is not indicated on these sign location layouts. Contact Amtrak Signage Brand Management for more information.

*Sign face placed perpendicular to curb. Unattached sign edge to point towards curb.

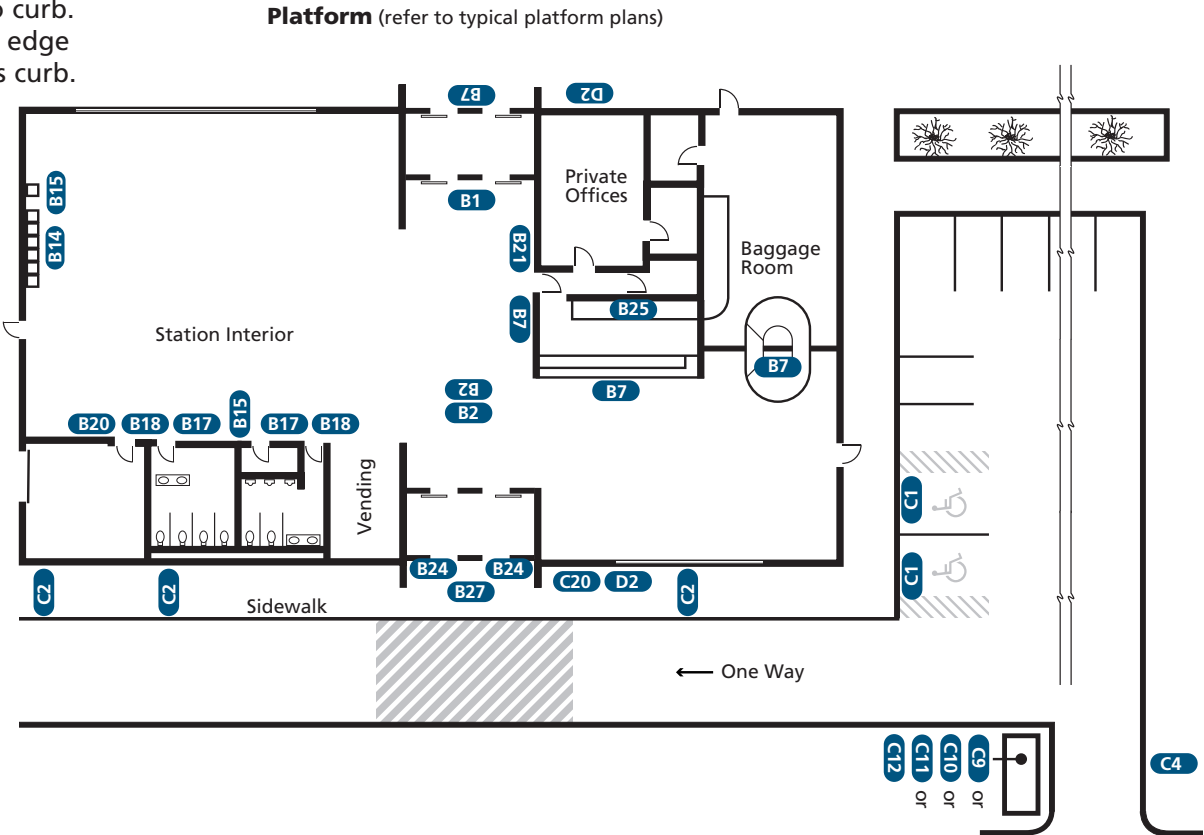**Platform** (refer to typical platform plans)

Baggage Room

Ticket Office

Waiting Area

Vending

Sidewalk

← One Way
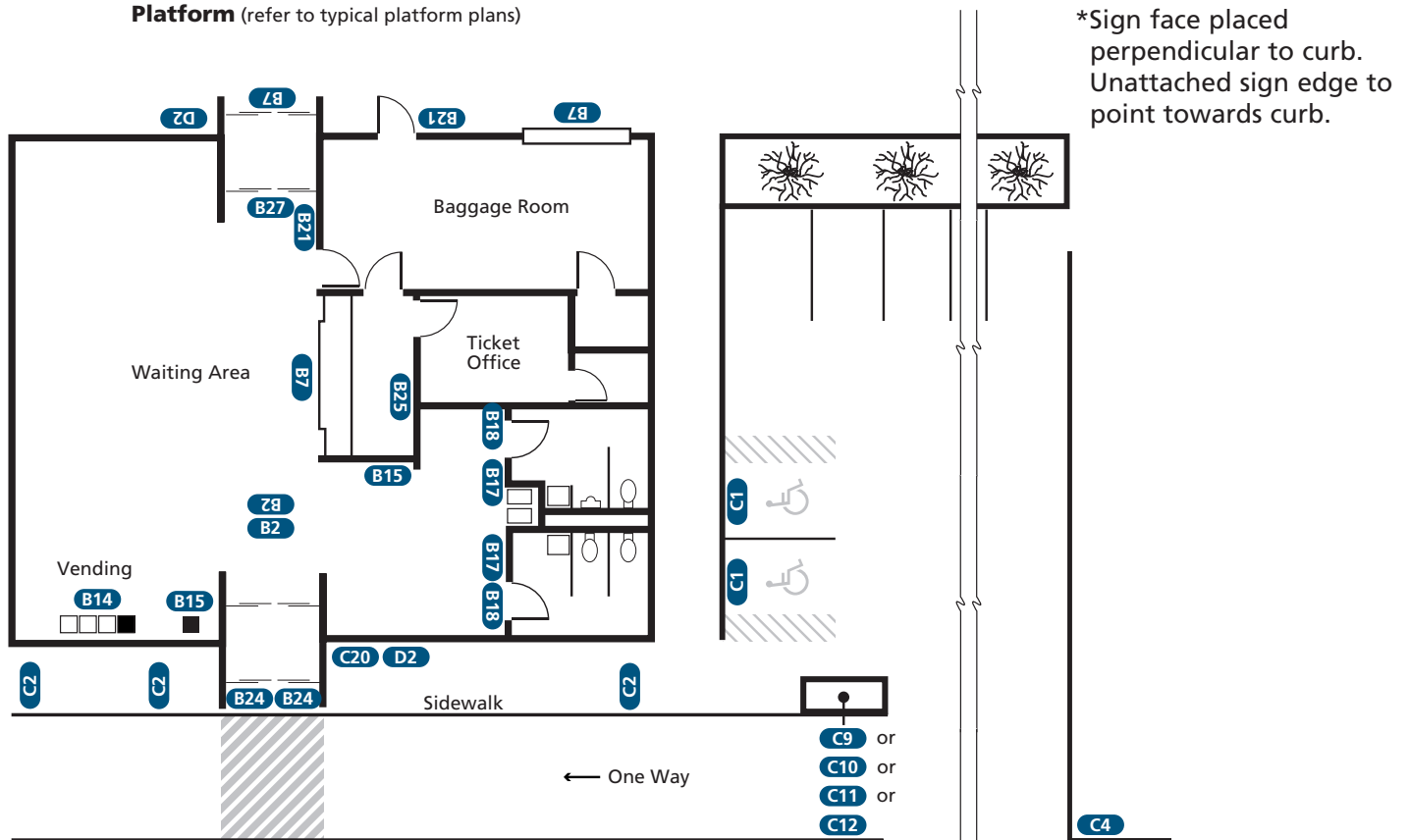
Recommended Sign Location Layout

The illustrated station is shown for signage location purposes only. Additional requirements that may impact station design and layout can be found in the Amtrak Station Manual. Station is designed to efficiently handle light passenger loads.

Comments

- Electronic signage is not indicated on these sign location layouts. Contact Amtrak Signage Brand Management for more information.

*Sign face placed perpendicular to curb. Unattached sign edge to point towards curb.

Key to Sign Layout

B1	Street/Parking/Trains
B14	Telephones
B15	TTY
B17	Men (on wall)
B17	Women (on wall)
B18	Men (on door)
B18	Women (on door)
B21	Authorized Personnel
B24	Branded Station Hours
B26	Vertical Travelmark on Wall
C1**	Reserved Parking

C2*	Amtrak Thruway Bus
C2*	Passenger Drop-off and Pick-up
C7 - C8	Site Identification Sign (Post and Panel)
C20	ADA Station Entrance Identifier
D2	Smoke-free Facility

**Signage to comply with all applicable codes.

Platform (refer to typical platform plans)

Recommended Sign Location Layout

A11 & **A12** Location in platform area to be determined for each station

Platform (refer to typical platform plans)
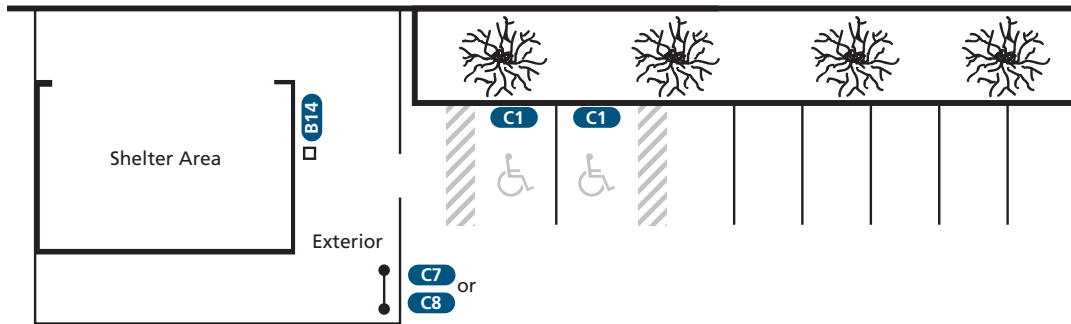
Shelter Area

B14

Exterior

C1   C1

C7 or
C8

The illustrated station is shown for signage location purposes only. Additional requirements that may impact station design and layout can be found in the Amtrak Station Manual. Station is designed to efficiently handle minimal passenger loads.
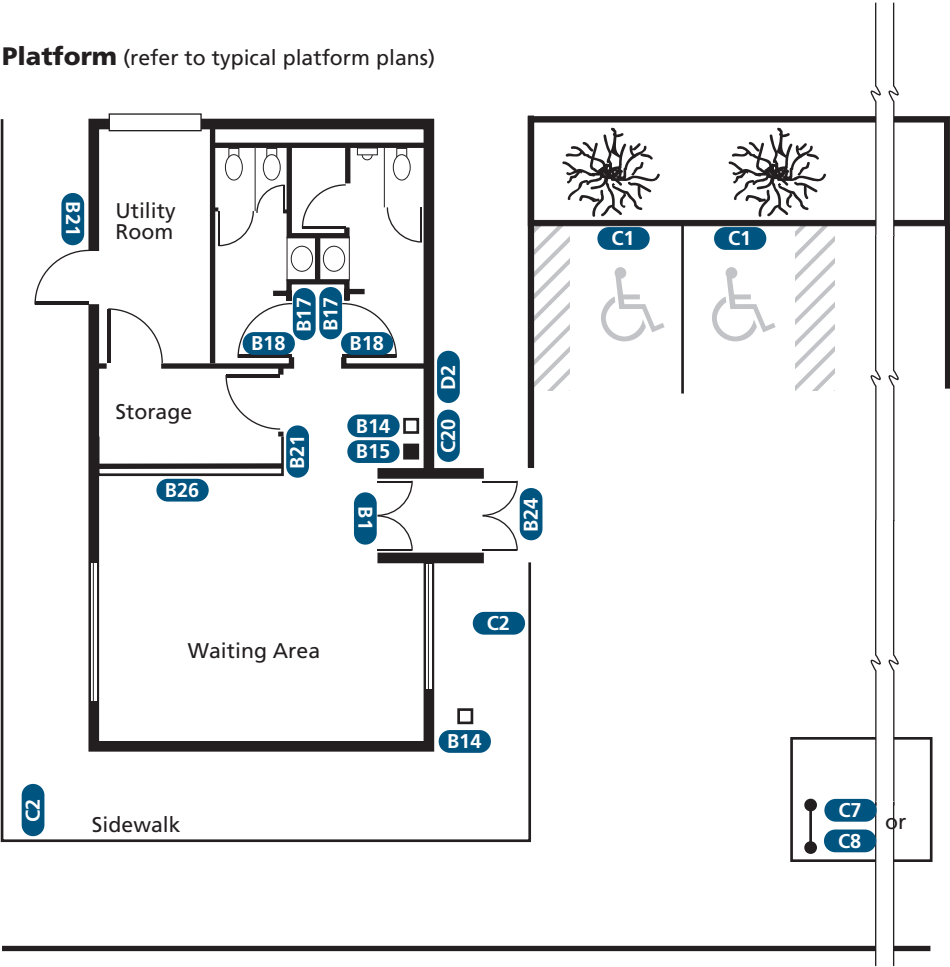
Comments

• Electronic signage is not indicated on these sign location layouts. Contact Amtrak Signage Brand Management for more information.

Key to Sign Layout

A11 Station Information Display Case

A12 ADA City/State Identifier

B14 Telephones

C1** Reserved Parking

C7 - Site Identification Sign
C8   (Post and Panel)

**Signage to comply with all applicable codes.

10.1

**Recommended
Maintenance of
Signs**

**Maintenance and
Parts Replacement**

- Screws and bolts must be tightened periodically. Check for missing screws, nuts and bolts. These tend to get lost during maintenance procedures.

- Damaged bolts and screws must be replaced immediately. Damaged signs that may present a hazard should be removed or replaced immediately (i.e., rusting that threatens the structural integrity of a sign unit, deterioration of electrical wiring or broken sign faces).

- Check sign boxes and anchor bolts for cracks. Suspended signs are in constant motion, putting stress on bolts and stop nuts.

- For the removal and installation of any sign, contact a sign installation professional or SignageBrandManagement@amtrak.com.

- For additional signs required at a station site, contact a sign installation professional or AmtrakSignageBrandManagement@amtrak.com.

- All signs must be checked after significant events including hurricanes, earthquakes and wind loads exceeding 60 mph.

- Remove graffiti and replace vandalized sign components, such as broken glass, promptly to prevent further vandalism. Contact AmtrakSignageBrandManagement@amtrak.com if information is needed on graffiti removal or replacement of vandalized sign parts.

**To ensure that
the Amtrak
Graphic Signage
System continues
to effectively
communicate a
positive brand
image, the following
guidelines for repair
and replacement must
be followed closely.**

Amtrak Signs should be properly and periodically cleaned to maintain their clarity and effectiveness.

The following guidelines must be followed when cleaning signs.

Painted Metal and Plastic Signs, Unpainted Aluminum and Stainless Steel Letters and Graphics

These surfaces are cleaned most easily using mild soaps, detergents or solvents applied to the surface with a soft cloth or sponge. For more stubborn stains, solvents such as rubbing alcohol, mineral spirits or Bestine may be used.

Do not use scouring pads or cleaners containing abrasives, which will scratch surfaces. If heavy duty cleaning is required, professional assistance should be requested.

Plastic and Vinyl Signs

Cleaning should be done with a soft cloth and window cleaner. Do not use cloths containing grit, abrasive particles or scouring compounds to clean plastic as they will scratch and damage the sign surface.

Brass Letters

Some older stations may have brass lettering that was part of the original station design. Extreme care must be taken when cleaning any brass surface. Cleaning should only be done utilizing a soft cotton cloth. The use of soaps, detergents or solvents is not recommended as they may cause scratches in the finish, requiring a new clear coat finish to deter the letters from pitting.

Internally Illuminated and Electronic Signage

Maintenance contracts with the signage supplier are strongly recommended. Frequency of cleaning varies with local conditions. Specific methods of cleaning must be coordinated with the supplier.

Supply voltage and grounding must be checked. Voltage drops can affect the life of lamps and ballasts.

Time clocks and energy management systems must be checked as they may be operating 24 hours a day, shortening lamp life and increasing your energy costs.

Granite and Concrete

These surfaces should be cleaned with a mild soap and a soft bristled brush for most cases. In the event that the surface has an embedded stain, a power sprayer and a mild soap may be utilized. However, this should be done only by an experienced professional.

Many factors influence the life and performance of coating systems. Recognizing the exposure conditions and specifying the proper coatings is the first step in obtaining satisfactory coating performance. Specifying adequate preparation and coatings, combined with on-the-job inspection during preparation and application, serve to assure the best possible coating performance.

Broadly defined problems which cause deterioration fall into one or more of the following categories. The station site should be examined to assess the presence of these either separately or in combination.

1. Heat
   Heat can cause coatings to discolor, blister and burn off.

2. Moisture
   This problem may include exposure to steam, humidity, condensation or actual immersion in water. Coatings shall repel moisture to protect the surface.

3. Impact
   Concrete will wear and can crack and chip. This material may require special coatings.

4. Abrasion
   All surfaces in high traffic areas are subject to damage from abrasion.

5. Atmospheric Corrosion
   Constant exposure to the elements—rain, cold, heat, temperature changes and the ultraviolet rays of the sun—may wear away a protective coating. For a coating to work effectively, it must be tough enough to resist the elements and be flexible enough to expand and contract with the surface to which it is applied.

6. Chemical Corrosion
   Acids and alkalies will attack and destroy ordinary protective coatings.

Sign Paint System Description

In general, the paint system used for Amtrak signs is a low VOC, ultraviolet inhibited aliphatic acrylic polyurethane applied over pretreatment coatings and primers, as appropriate for each sign substrate material. All signs are clear coated with low VOC satin clear coat unless indicated otherwise on design intent drawings.

Matthews Paint Company (MPC) manufactures the paint system used for most Amtrak sign applications, formulated around Matthews Acrylic Polyurethane (MAP) as the pigmented topcoat. MAP VOC-compliant paint and clear coat designations, and standard AMT colors, are included on page 2.10.

Volatile Organic Compound (VOC) Requirements

To promote a greener environment, the Amtrak paint system specifies paint coatings compliant with governing VOC-emission requirements. VOC-compliant coatings, although more expensive, are required to have equal performance properties to conventional coatings.

Cleaning, Pretreating and Painting

Clean, pretreat, paint and clear coat according to procedures recommended for each substrate in the VOC MAP Substrate Application Guide, available online at www.matthewspaint.com.

Touch-up after Installation

Perform after-installation touch-up with VOC-compliant coatings in accordance with paint manufacturer's recommendations.

Touch-up of Damage: Signs damaged before or during shipment are unacceptable. Only minor on-site damage may be touched-up, subject to Amtrak's acceptance.

Painting on Plaster, Gypsum Board and Cork

Do not use Matthews Acrylic Polyurethane (MAP) or any other polyurethane on these surfaces. Another type of paint system should be selected based upon history of successful use.

Amtrak Sign Paint System

MPC – Matthews Paint Company

MAP – Matthews Acrylic Polyurethane

MAP VOC-compliant paint and clear coat designations, and standard AMT colors, are included on page 2.10.

Comment

This paint system is for application over new, never-painted substrates. If painting over existing painted signs, this system will blister and peel. Therefore, another paint system should be selected where painting over existing paint is based upon a history of successful use. In general, painting over existing signs is discouraged.

Permanent Graphics

Permanent sign graphics are to be applied by frisket (mask) painting or by silkscreening. Both processes provide good durability and reproduction quality, and can be substituted for each other. Silkscreen inks must match Amtrak paint colors specified on page 2.10. All painted and silkscreened graphics must be applied before signs are clear coated.

Cut Vinyl Graphics

Cut Vinyl Graphics are for use on signs only where specified, as the primary or alternate finish in the design intent drawing for each Amtrak Sign Type.

Follow vinyl manufacturer's instructions for cleaning and preparation of specific surfaces to which the vinyl is to be applied, and for application of the vinyl. Apply clear coat before vinyl application.

Digital Printing

Exterior grade digital printing can be used, when approved, for small portions of sign surfaces. Proofs can be obtained to help ensure that digitally-printed colors match the Amtrak standard Pantone colors on page 2.10. Digital printing can also be used when other transportation carrier logos are displayed on Amtrak co-branded signage, upon approval by Amtrak Signage Brand Management. All digitally printed graphics are to be overlaminated with a clear non-glare film.

Sign Construction Drawings

Drawings and specifications for fabrication of Sign Types contained in this manual are the responsibility of design professionals working on Amtrak facilities. Amtrak may provide typical generic detail drawings for reference by the design professional when preparing construction documents upon request and with submission of plans for review. These drawings, which are not be used in lieu of obtaining shop drawings from selected sign fabricators, can be obtained by contacting SignageBrandManagement@amtrak.com.

Amtrak personnel seeking to obtain signs for their facilities should contact SignageBrandManagement@amtrak.com.

Primary Resource

Consider Amtrak Signage Brand Management as your resource for signage, branding and wayfinding for your station project. Please contact us at AmtrakSignageBrandManagement@amtrak.com.

Design Review

The Great American Stations website contains the Amtrak Station Program and Planning Guidelines and the Amtrak Signage Manual to assist with developing the scope of your project, available at GreatAmericanStations.com. As all station projects have their unique characteristics, the signage scope should be established in conjunction with Amtrak Signage Brand Management. Amtrak expects signage elements to be included in construction document submittals no later than the 60 percent submission, and preferably in the 30 percent submission. Provisions for electronic signage should be made during the early conceptual design stages.

Signage Fabricators

Amtrak Signage Brand Management may assist by providing a list of architectural signage fabricators experienced in meeting Amtrak standards. Amtrak may have recently-competed, active procurement contracts, which may be helpful in expediting the process.

Quality Control

Amtrak Signage Brand Management must provide review and acceptance of shop drawings prior to fabrication. This requirement is based on prior experience with fabricators making changes in materials, fonts, sizes, and other substitutions. To mitigate any delay in obtaining shop drawing approvals, Amtrak Signage Brand Management may designate its graphic designers to provide this service directly to you.

Trailblazer Highway Signage

To complete wayfinding for your station project, Amtrak offers trailblazer highway signage (see Chapter 6.0, pages 6.23 through 6.26) and "Community Signage" to cities at no charge. Delivery is generally to a Public Works yard or to a facility of the State Highway Department. Requests are to be submitted to AmtrakSignageBrandManagement@amtrak.com with point of contact, delivery address, and phone number.