
**0.0.0 Graphic Standards
Update**

**0.1.0 Southeastern Pennsylvania
Transportation Authority**

**Graphics Update Project
May, 2016**

0.2.0 *The following pages detail a proposed graphics standard update for SEPTA. This proposal is not official in any capacity, and should be treated as design exploration.*

0.3.0 Index

1	Identity	Statement 1.1
		Logo 1.2
		Typography 1.3
		Grid 1.4
		Color 1.5
2	Print	Statement 2.1.0
		Map Development 2.1.1
		Map 2.1.2
		System Map 2.1.3
		Line Map 2.1.4
		Context 2.2.0
		Fare 2.3.0
		Ad Campaign 2.4.0
3	Interactive	Identity 3.1.0
		App Process 3.2.0
		App Design 3.3.1
		Information Disclaimer 3.3.2
		Flows & Screens 3.3.3

1.0.0 Identity

1.1.0 Opening Statement

The goal of this rebrand is not to propose what SEPTA could be with expanded lines, or with more buses, but to showcase the existing system with updated graphics, allowing for a more pleasant, and more efficient transfer of information. This rebrand aims to use create a more cohesive graphic identity, and to increase the effectiveness of the current information.

These pages detail a structured re-branding and update for the system and identity of the Southeastern Pennsylvania Transportation Authority.

1.1.1 Scope

The goal of this project was to attempt to organize the existing information provided by SEPTA in a more cohesive format. No changes were suggested that would require new information to be gathered, or would require the infrastructure to change.

There have been changes to the amount of information, in an attempt to get the right information to the traveller at the right time. It is about what information the user needs, and when they need it.

1.2.0 Logo Process

The logomark was to be simple and readable, applicable to a variety of different surfaces, and remaining consistent in this application. The mark was to reflect the city it served, strong and utilitarian.

Initial explorations looked at modular identities, an updated version of the current logo, abstractions of the Philadelphia street grid, and passing trains.

Logo
Exploration



1.2.1 The Septa Logo

The final mark unifies symbol and image. SEPTA is set in Conduit ITC Std, Bold Italic. A single line sits above the letters, creating a the sense of forward motion and referencing the idea that SEPTA is the sum of parts, individual lines working together as an effective system.

The mark is flexible, and scalable, readable large and small. The line adapts to identity colors for specific services.



SEPTA



SEPTA

1.3.0 **Typography**

For the primary typeface, Conduit ITC Std was chosen, for its distinct letter-forms, and its consistent legibility at all sizes. A variety of styles were employed, as detailed below.

As a supplementary typeface, GT Pressura Bold was chosen, for its similarities to Conduit, and aesthetic qualities. Pressura is used for collateral and advertisements.

Conduit
Bold Italic

Liberty Bell

Conduit
Bold

Ben Franklin

Conduit
Regular

Constitution Center

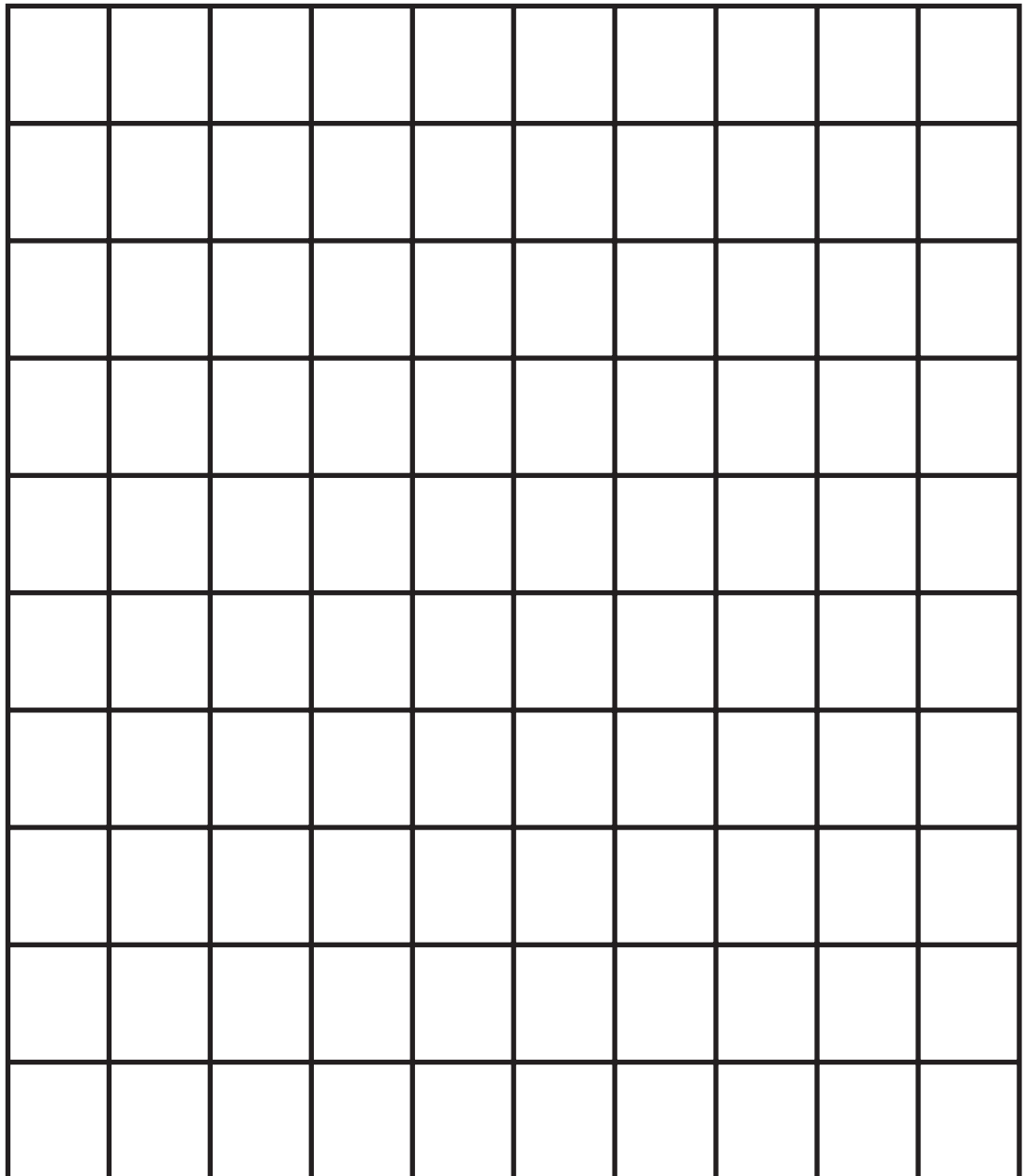
GT Pressura
Bold

Art Museum

1.4.0 The Grid

The SEPTA identity uses a responsive modular grid system, dividing each surface into a 10x10 grid. There are places that the grid has been broken, but has been done so intentionally, and to alleviate readability issues.


The grid covers the map, the tickets, the ads, the mobile app, and all graphics created for this rebranding project. The grid is pulled directly from the map. After initial drafts of the map a grid was established, and has used to structure all other graphic elements.





1.5.0 Color


The existing color system has been modified to create a more pleasing palette. Color is used sparingly, and primarily as navigational indicators, as each distinct transit service is assigned a color.


HEX &
RGB


 # f7 8c 1f
R 255
G 140
B 000


 # 33 33 33
R 51
G 51
B 51


 # 43 77 bc
R 000
G 128
B 255


 # 66 66 66
R 102
G 102
B 102

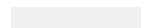
 # 49 b0 48
R 051
G 181
B 011

 # 99 99 99
R 152
G 152
B 152

 # ed 1e 26
R 255
G 000
B 021

 # cc cc cc
R 204
G 204
B 204

 # a7 26 8f
R 168
G 34
B 146

 # ef ef ef
R 240
G 240
B 240

1.5.1 Color Usage

The SEPTA logomark is designed to adapt to the color of the service in context. If the logo is being used on a Trolley, it will appear with a green line. If it appears on the Market-Frankford Line, the line becomes blue. This color coding is consistent through all navigational elements.

MFL



BSL



Trolley &
Bus



2.0.0 Print

2.1.0 Map Statement

Transit maps, since the Beck Tube map, have been pushed closer to diagram, and away from an accurate depiction of land. With smartphones, the need for geographic representation becomes unnecessary, and information can be abstracted to encourage readability, and decrease visual noise.

While the philosophy of the map has stayed consistent with the canon, the aesthetics have been shifted to create a map that feels unique to Philadelphia, favoring non-traditional choices in typeface, color, and symbols.

Original Map

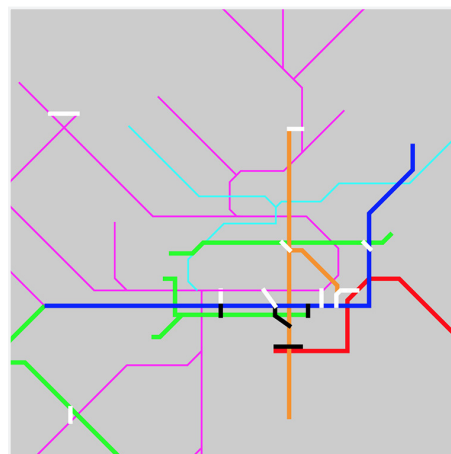
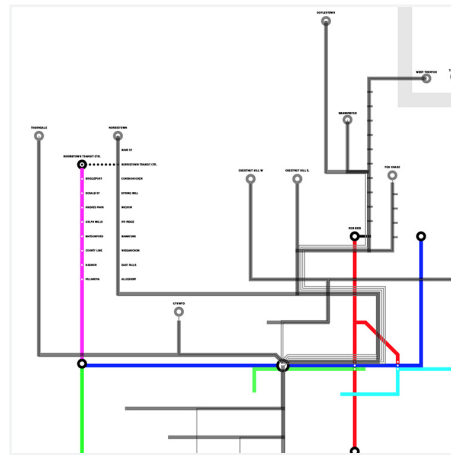
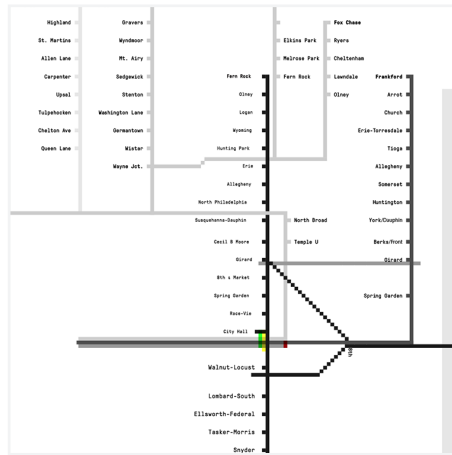


2.1.1 Map Development

As the map was constructed certain decisions had to be made stylistically and statistically. What data is to be conveyed? Who is using the map? What information is important, and when is that information important?

Style developed out of practical necessities. Colors were chosen for contrast and consistency with the existing code. All elements were simplified to create a more beautiful diagram.

Style Exploration



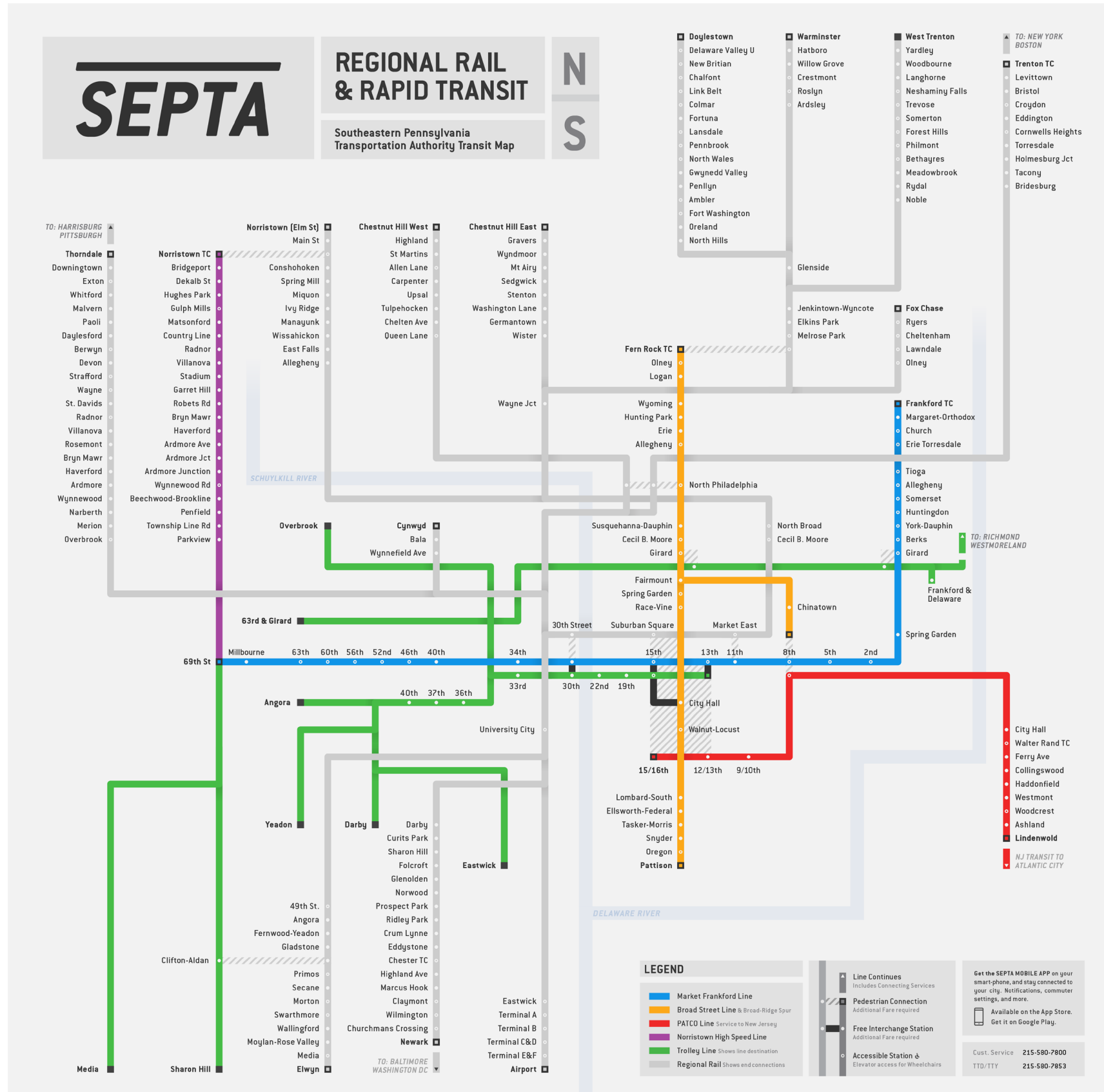
2.1.2 The Map

The transit map is the heart of the SEPTA rebrand. Decisions made while organizing the map were carried out through the rest of the brand. Certain geographic liberties were taken to ensure better layout and consistent organization of labels.

A large image of this map has been included on the next page.

2.1.3

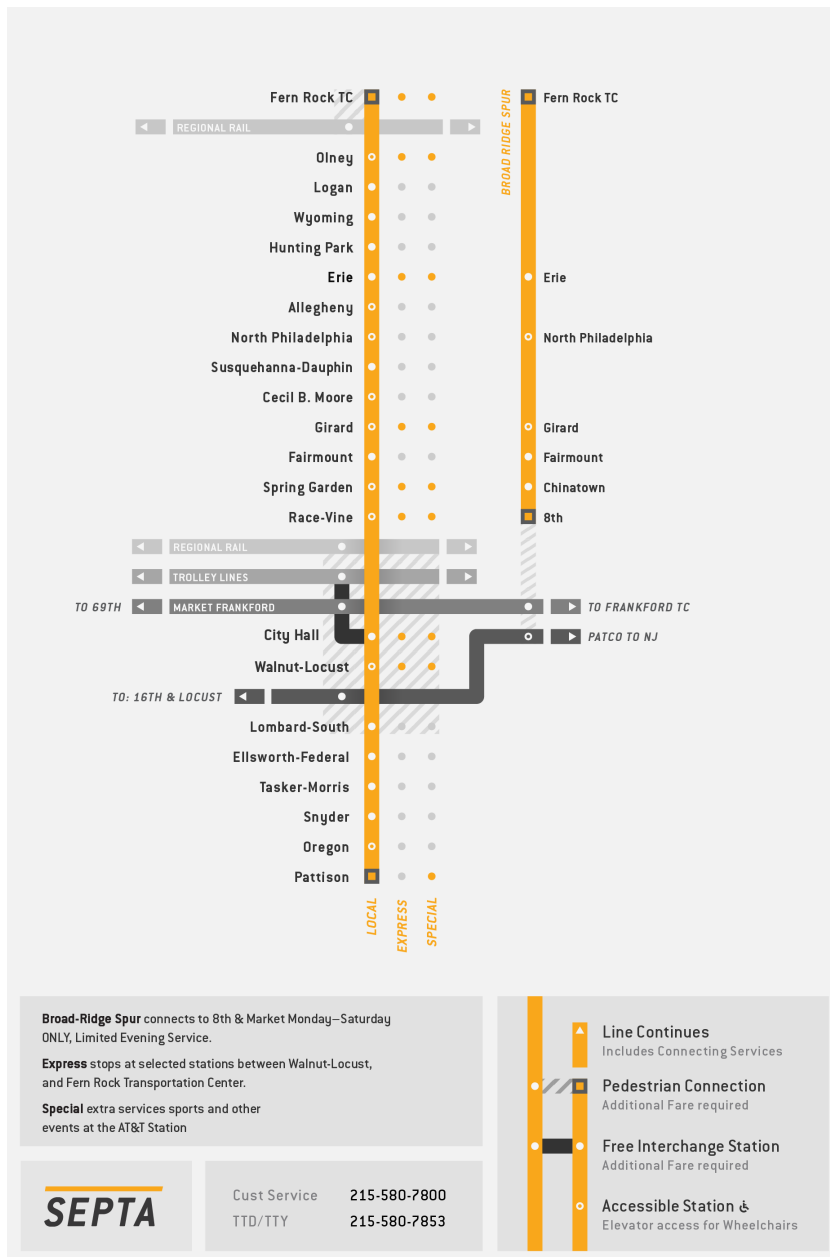
System Map



2.1.4 Line Map

In addition to the System Map, a line map, detailing the Broad Street Line, was created. This map shows a detailed view of the BSL, information about each specific station, transfers, and connecting services.

Line Map

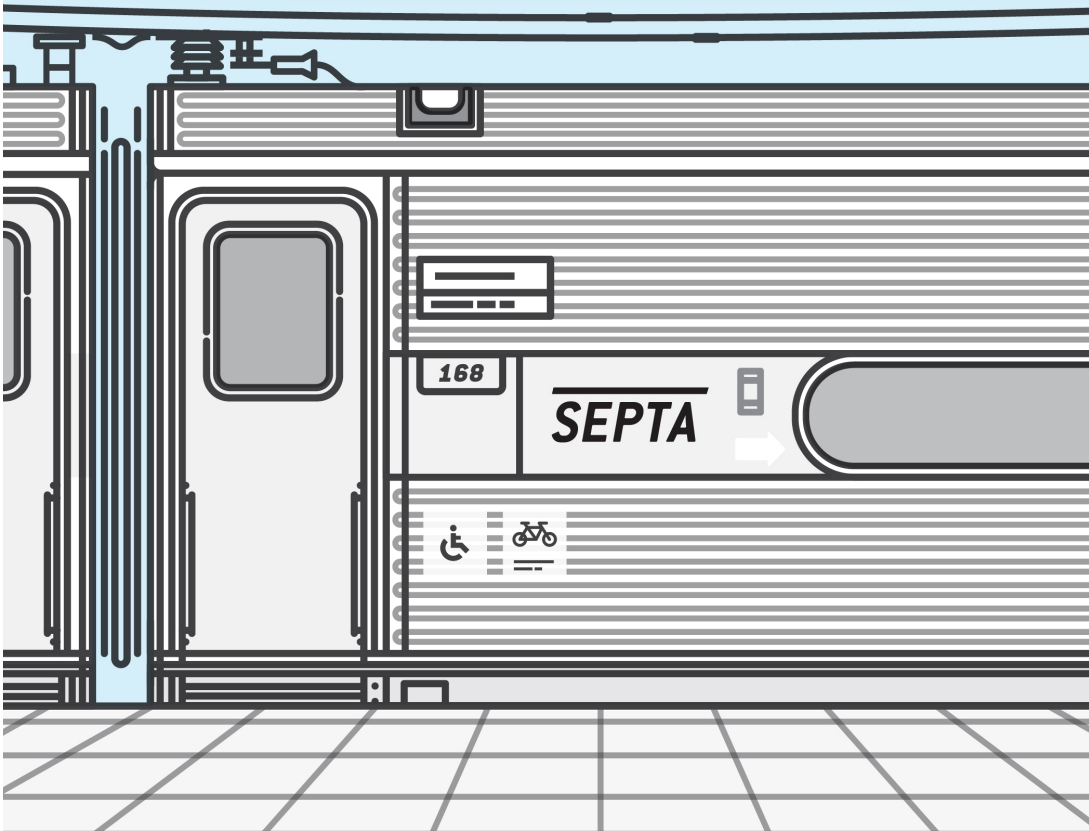


2.2.0 Context

The following pages show examples of the updated graphics in realistic settings. These renderings are designed to give context to isolated designs.

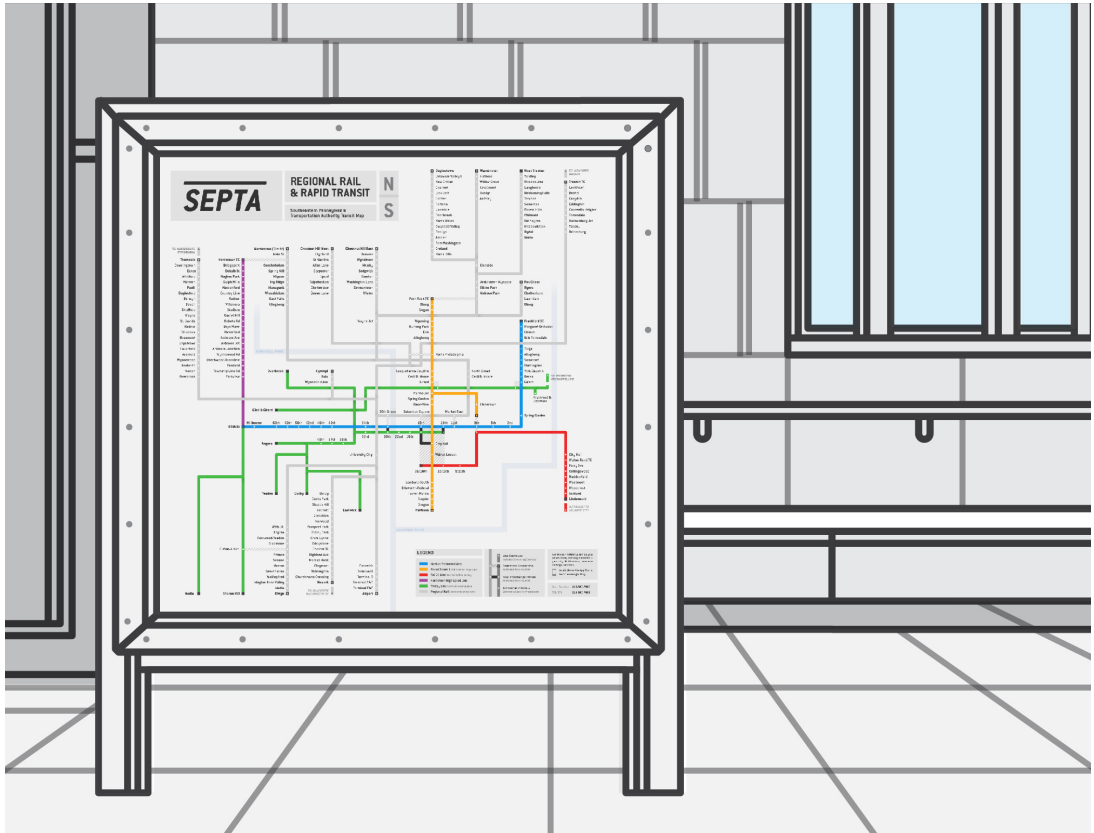
2.2.1 Regional Rail Car

Logo



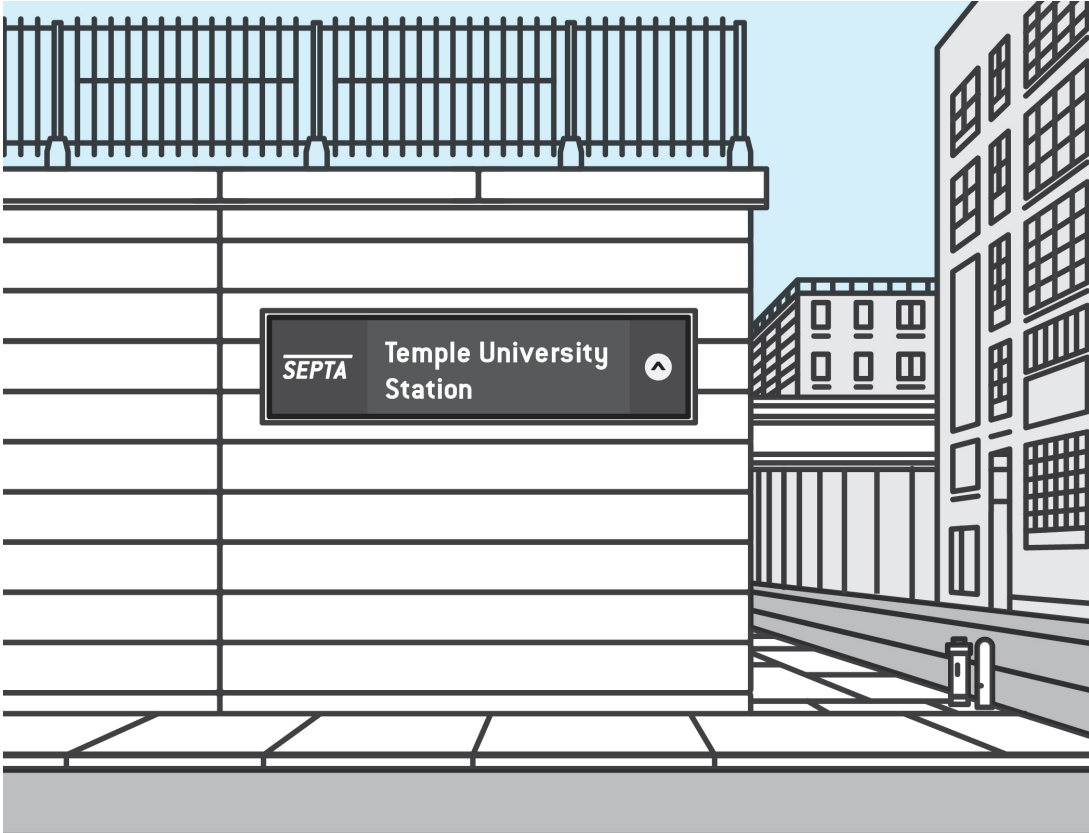
2.2.2 Map Sign

System Map



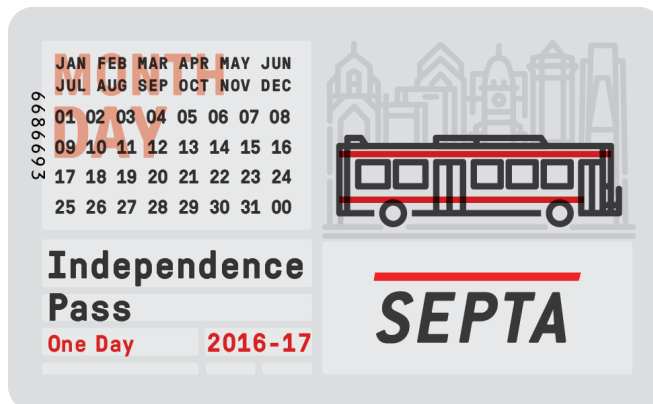
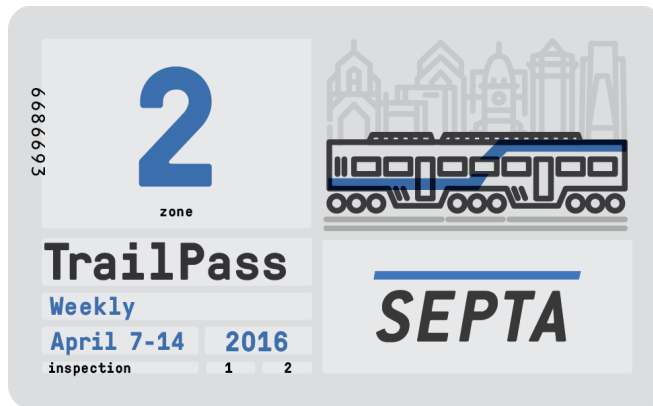
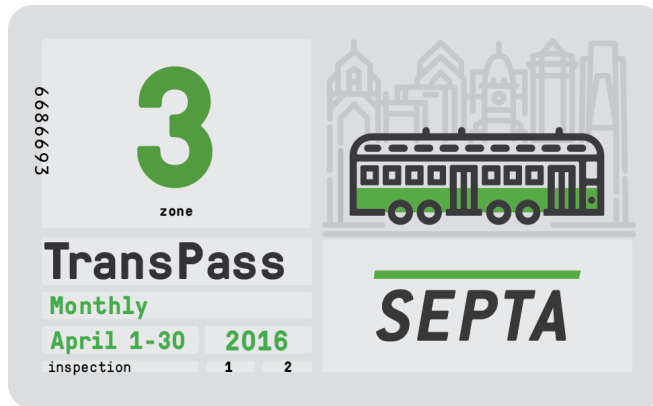
2.2.3 Wayfinding

Station
Signage



2.3.0 Passes

As part of the rebrand, a new system was created for Rail Passes. This organization allows for easier scanning by the conductor, and for all passes to be printed on the same base form. The tickets feature images of SEPTA vehicles and the Philadelphia skyline.



2.3.1 Transfer

A newsprint transfer was also created in accordance with the new system. Consistency in typography and placement increase readability for the traveler and the booth attendant.

MFL
Transfer

7PM		TO		3AM	
06				00	
05				40	
04				20	
03				00	
02				00	
01 ^{PM}				40	
12 ^{AM}				20	
11				00	
10				00	
9				40	
8				20	
7				00	
3AM		TO		7AM	
BLUE LINE					
TRAIN	*	34	*	BER	*
69	*	31/30	*	Y-D	*
ML	*	15/16	*	HUN	*
63	*	13	*	SOM	*
60	*	11	*	ALL	*
56	*	8	*	TIO	*
52	*	5	*	ERIE	* SCH
46	*	2	*	CH	* *
40	*	S-G	*	M-D	* EMG
S-S	*	GIR	*	B-P	* *

2.4.0 Ad Campaign

An poster ad campaign has been created to promote the scope of the tranist system, and the idea that people use public transportation to navigate the city. SEPTA can connect people to the city around them, to all of the different neighborhoods and venues around the city.

2.4.1

*From
Malvern*

*to
Mondrian*

With 140 routes, 280 stations, and over 2,000 vehicles, SEPTA gets Philly where they need to go. Use SEPTA to connect with the city around you.

SEPTA

2.4.2

*From
Center City*

*to
Centerfield*

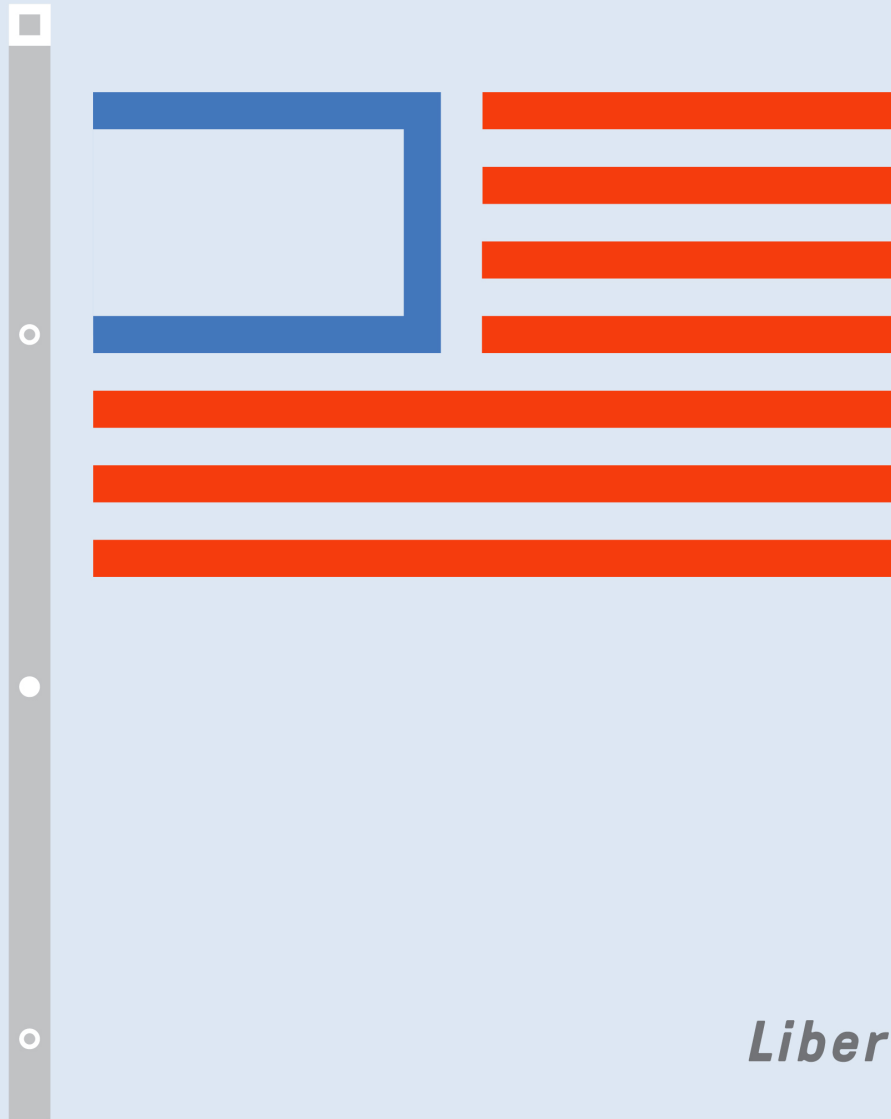
With 140 routes, 280 stations, and over 2,000 vehicles, SEPTA gets Philly where they need to go. Use SEPTA to connect with the city around you.

SEPTA

The graphic features a green background with a large white circle in the center. A thick red line starts at the top, curves around the circle, and ends at the bottom. Small white circles are placed along the red line to represent stations. The text 'From Center City' is in the top left, 'to Centerfield' is in the bottom right, and the SEPTA logo is in the bottom right corner of the white footer area.

2.4.3

*From
Lansdale*



*to
Liberty*

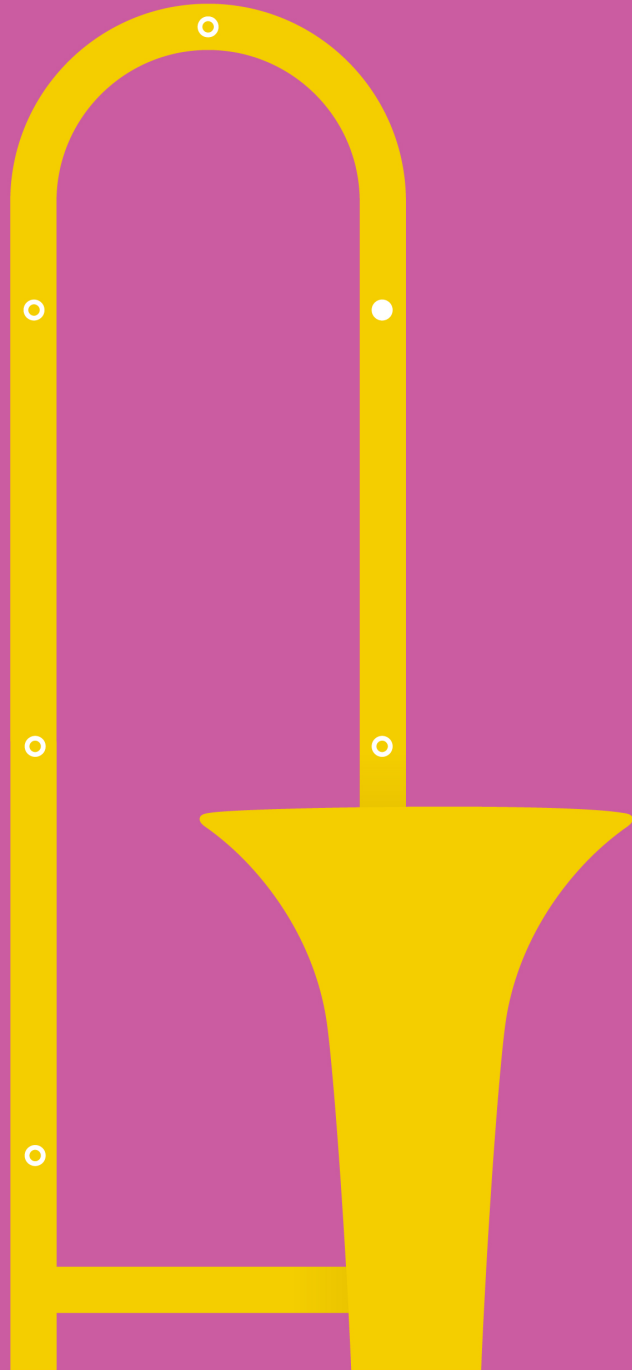
With 140 routes, 280 stations, and over 2,000 vehicles, SEPTA gets Philly where they need to go. Use SEPTA to connect with the city around you.



2.4.4

*From
El Train*

*to
Coltrane*

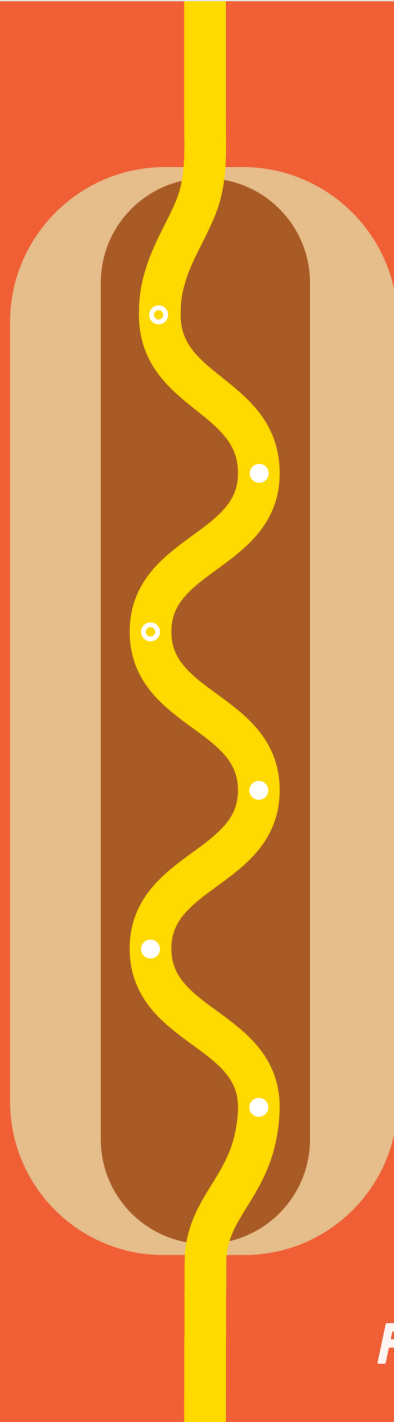


With 140 routes, 280 stations, and over 2,000 vehicles, SEPTA gets Philly where they need to go. Use SEPTA to connect with the city around you.

SEPTA

2.4.5

*From
Frankford*



*to
Frankfurter*

With 140 routes, 280 stations, and over 2,000 vehicles, SEPTA gets Philly where they need to go. Use SEPTA to connect with the city around you.

SEPTA

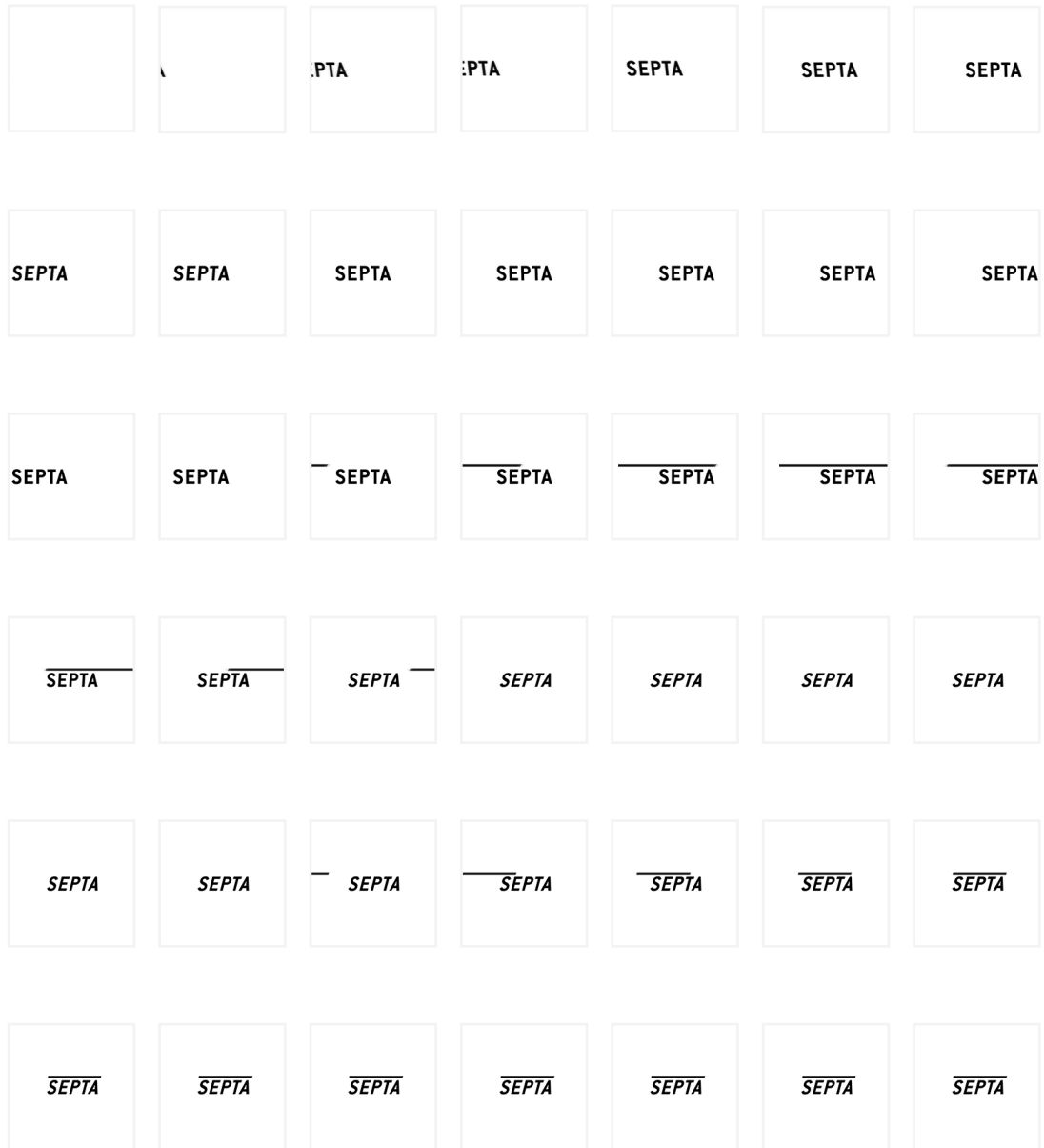
3.0.0 Interactive

An important part of the rebrand process is the consideration of smartphones and mobile devices in the navigation process. In this way, the core values of the rebrand have been transferred to motion and interactive.

The following section details the principles of interaction and motion for the SEPTA brand.

3.1.0 Identity Motion

Using motion graphics, the design decisions behind the logo can become clear to the viewer. SEPTA moves onto the screen, a line (train) passes the stationary SEPTA pushing it oblique. A second line slows to a rest above the wordmark. There is symbolism that refers specifically to the experience of taking the train embedded in the final logo.

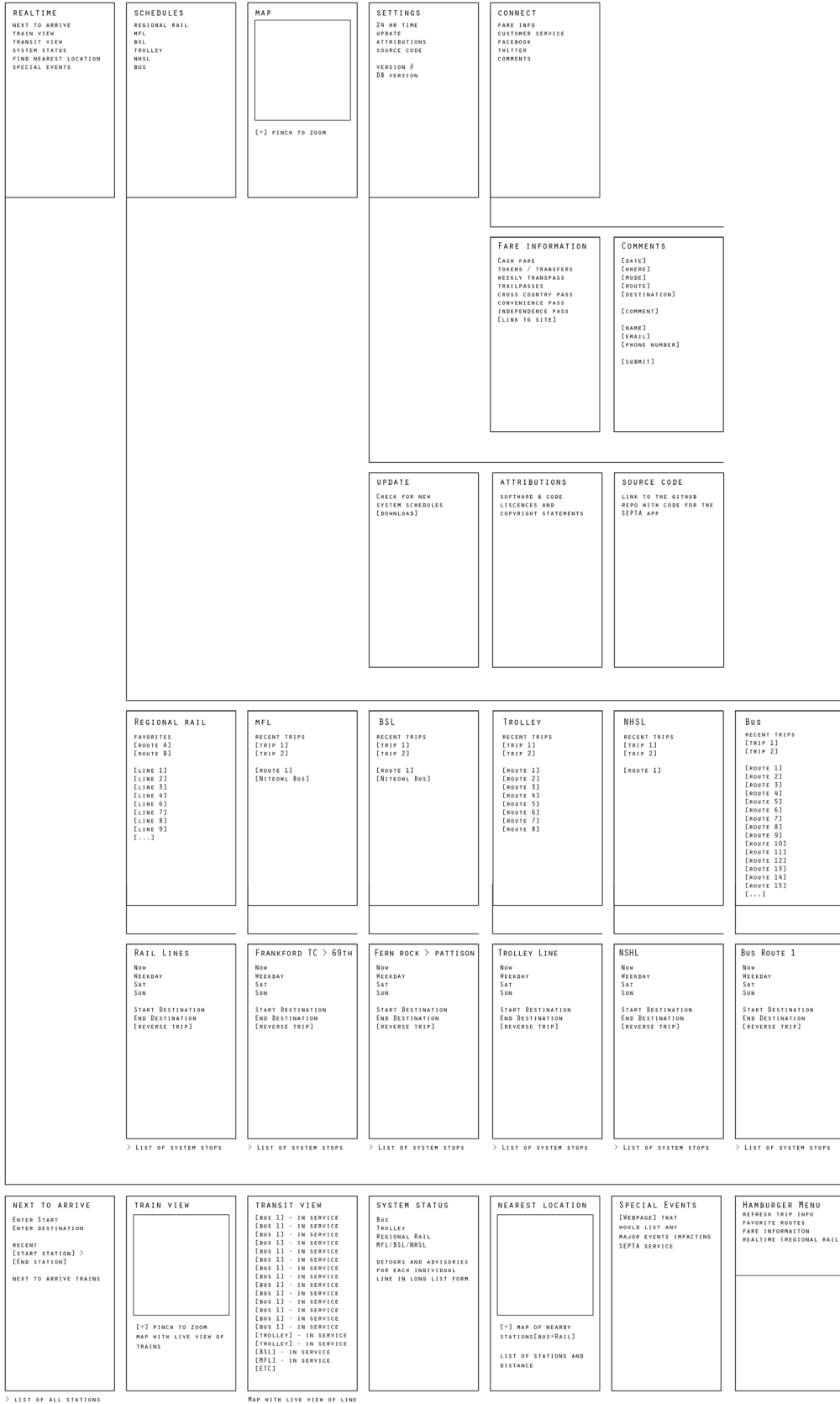


3.2.0 App Process

To determine what information is relevant to the user, a map of the current app was created, and research was conducted to find the disparity between what information was presented, and what information is easily accessible.

The following spread details the information map.

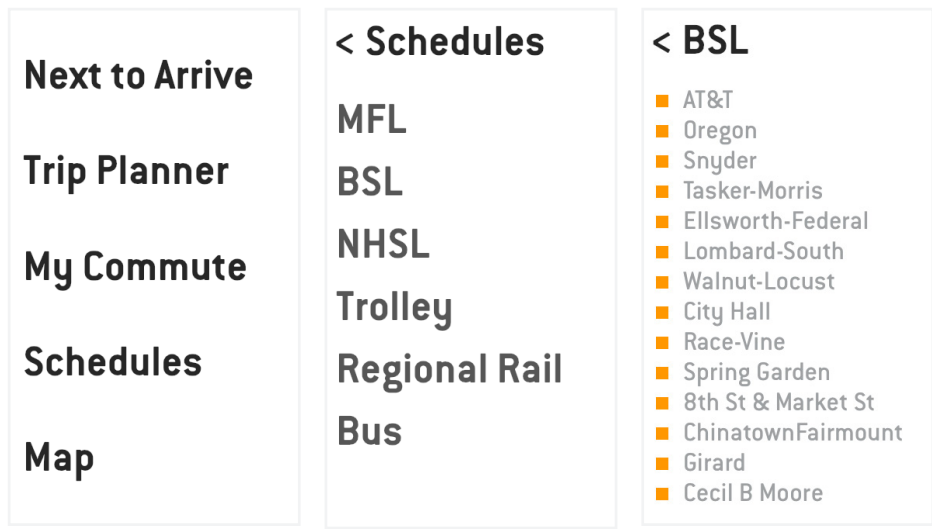
3.2.1



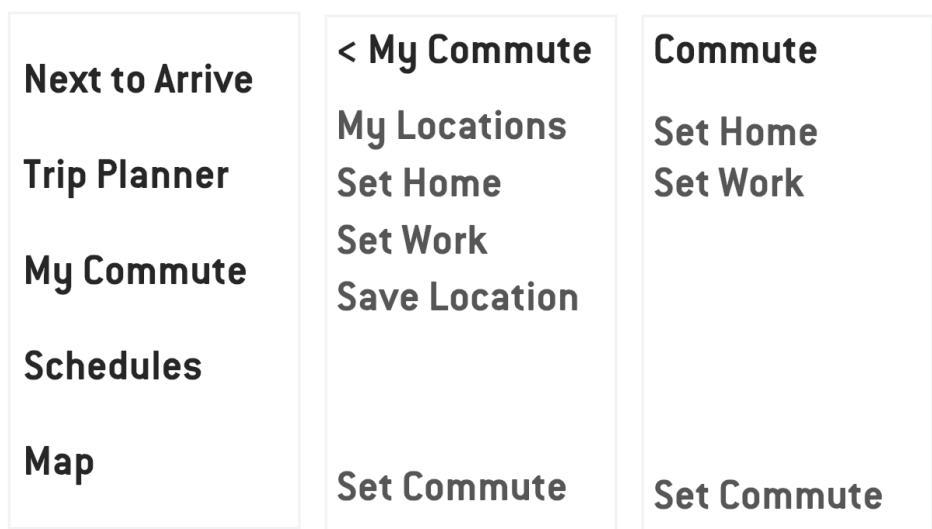
3.2.2 App Wireframe

The current SEPTA mobile app includes an overwhelming amount of information. The purpose of mobile app is allow quick access to relevant information. By focusing the information presented, a more streamlined experience can be created.

Schedule Flow



Commute Flow



3.2.3 App Wireframe cont.

Trip Planner

<p>Next to Arrive</p> <p>Trip Planner</p> <p>My Commute</p> <p>Schedules</p> <p>Map</p>	<p>< Trip Planner</p> <p>To</p> <p>From</p> <p>Depart</p> <p>Reverse Trip</p> <p>Depart Now</p>	<p>< My Trip</p> <p>My Location</p> <p>To South Street</p> <p>Route 1</p> <p>Route 2</p> <p>Route 3</p> <p>Fare Information</p> <p>Buy Fare on Septa Key</p>
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Schedule

<p>< Next to Arrive</p> <p>Search Stations</p>	<p>< Search</p> <p>Station 1</p> <p>Station 2</p> <p>Station 3</p> <p>Station 4</p> <p>Station 5</p> <p>Station 6</p> <p>Station 7</p> <p>Station 8</p>	<p>< Station 2</p> <p>NORTH TO FERN ROCK</p> <p>Arriving in 15 minutes 12:15</p> <p>Arriving in 25 minutes 12:25</p> <p>Arriving in 35 minutes 12:35</p> <p>SOUTH TO PATTISON</p> <p>Arriving in 15 minutes 12:15</p> <p>Arriving in 25 minutes 12:25</p> <p>Arriving in 35 minutes 12:35</p>
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3.3.1 App Design

The final design continues the information approach of the map, and pulls aesthetic qualities from print materials. The following pages display final screens for the SEPTA mobile app.

The app uses color as relating to the service selected. As depicted in the screens on the following pages, the app will change from grayscale to: green when there is trolley or bus information displayed, orange when the user is looking at the Broad Street Line, and so on.

As with the rest of the identity, motion is important to the app, and the left-to-right animation of elements is essential to give the impression of moving forward, and progress.

3.3.2 Information Disclaimer

There have been two changes to existing information within this app. The inclusion of the upcoming SEPTA Key, integrated with the app, allowing the rider to pay for their trip in-app.

Additionally, there is the suggested integration of Google Maps, or a similar direction/GPS API. This integration is essential to the addition of a Trip Planner, with the understanding that the app should function closer to a regional navigational map, than isolate the information to just SEPTA services.

This includes the addition of directions to stations, and directions to destinations from stations. The trip does not end at the station, and directions should not either.

3.3.3 Screens

First Time Use



On launching the app for the first time, the user can skip, or look through a preview of the new features.

Animated Logo >

Intro Message >

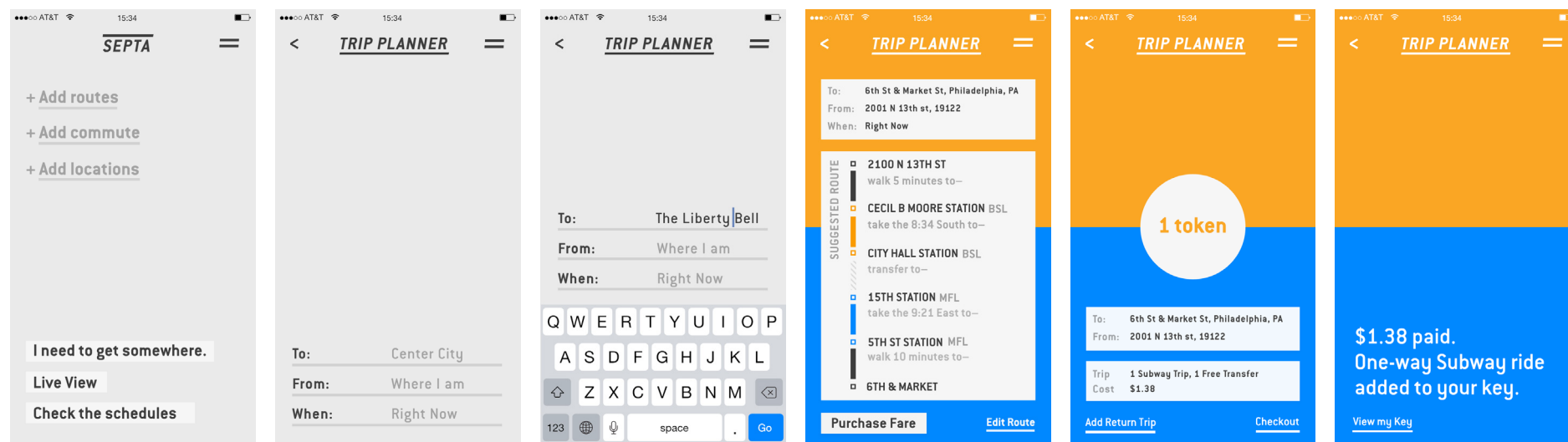
Feature Promo 1 >

Feature Promo 2 >

Feature Promo 3 >

Main Menu

Trip Planner



By integrating a Google Maps API, the app can give directions beyond station to station, allowing the whole travel experience to exist within the SEPTA App. Including the Key in app allows for a more unified user-experience.

Main Menu >

Trip Planner >

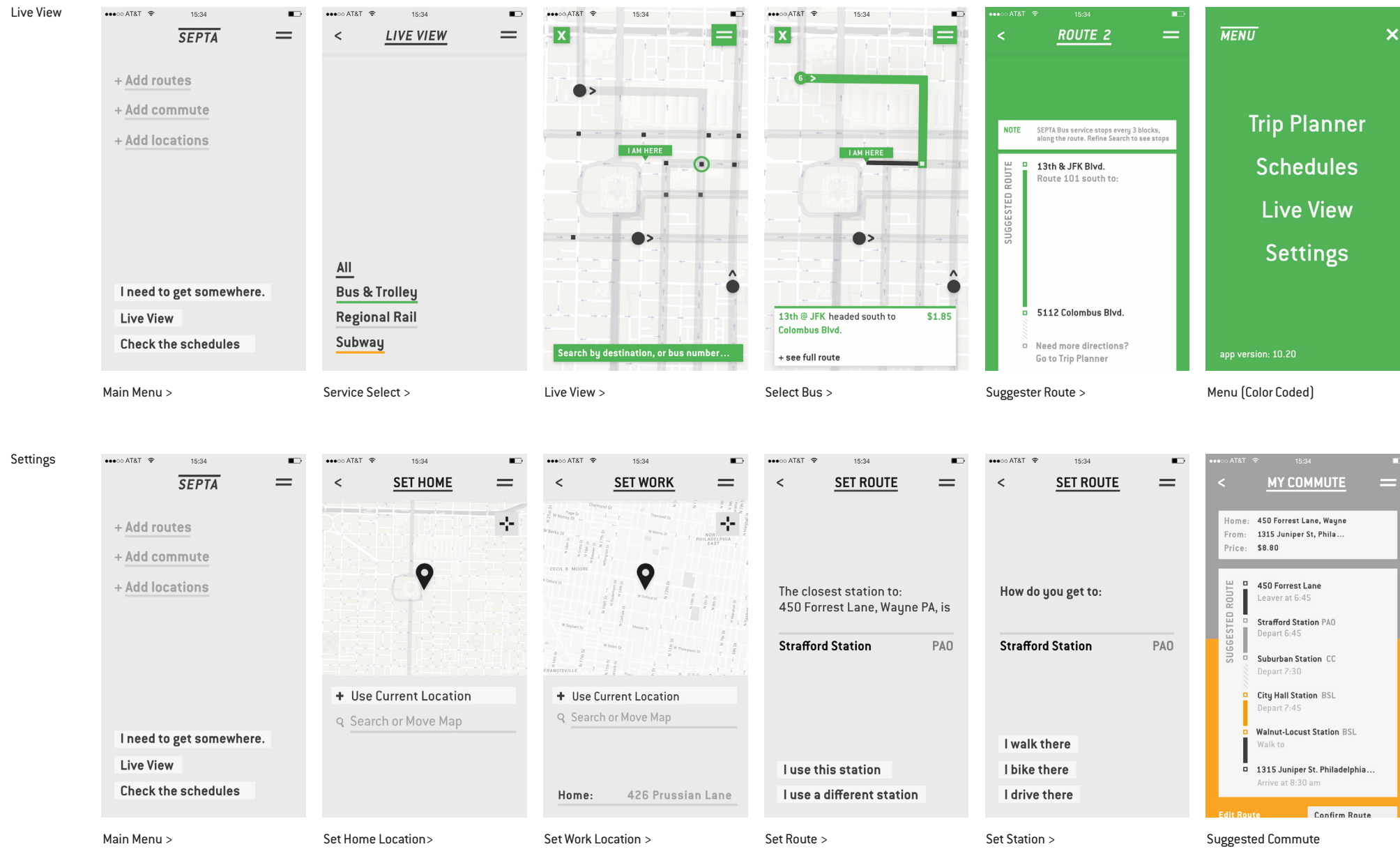
Trip Planner Search >

Suggested Route >

Purchase Fare >

Fare Confirmation

3.3.4 Screens cont.

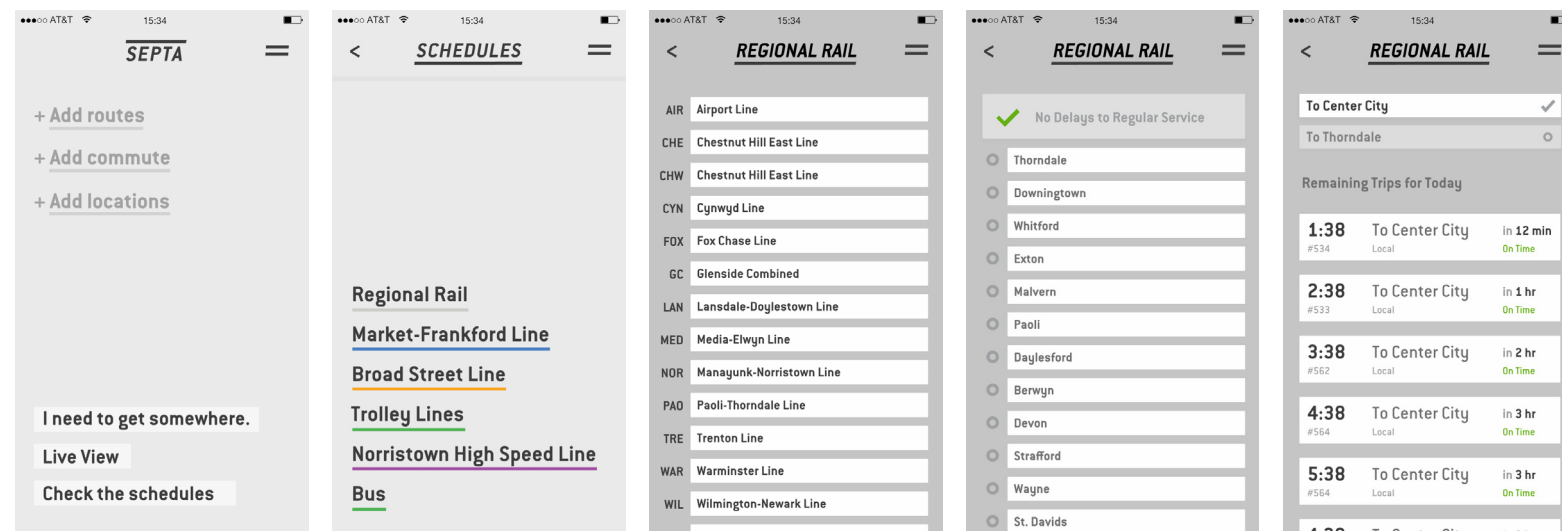


All SEPTA vehicles transmit GPS location data every three minutes. By formatting this data in an Uber-like format, the live-view becomes a useful navigational tool. This data is especially useful for the Bus system, where there are a variety of paths and destinations.

Daily commuters make up a large portion of SEPTA's rider population. This function allows a commuter to set a schedule, and receive notifications, or modified directions if their train is running late.

3.3.7 Screens cont.

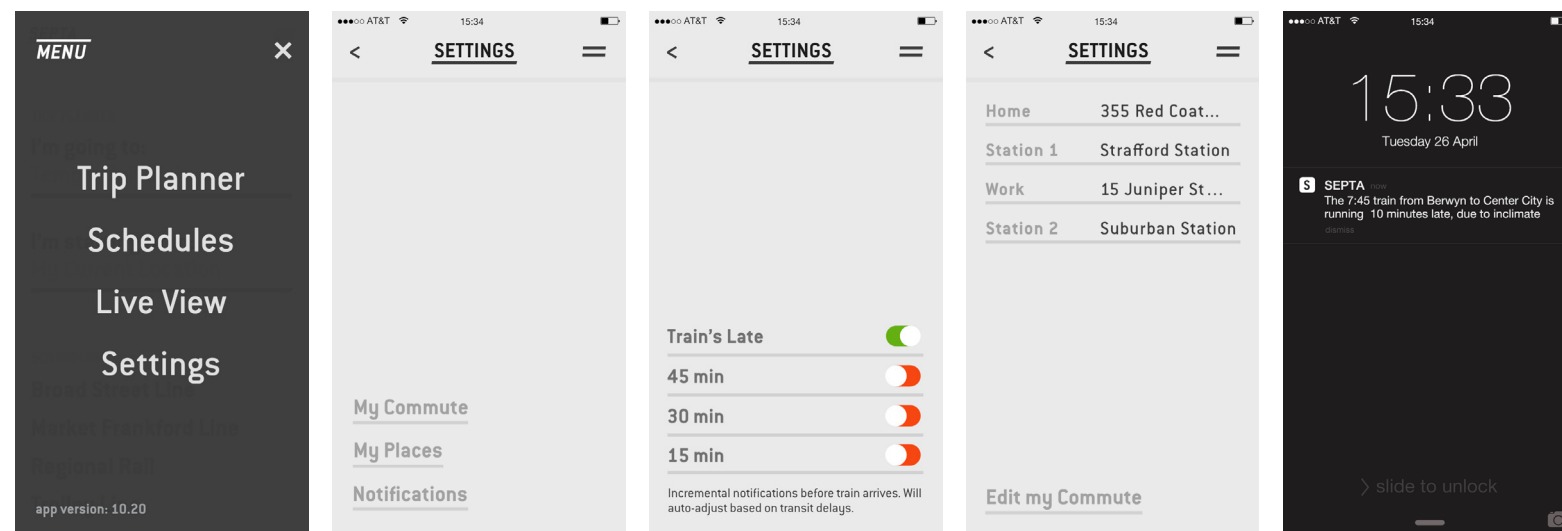
Schedules



The modified schedule flows streamlines finding a specific station, and seeing the next to arrive.

Home > Schedule Select > Select Rail Line > Select Station > Inbound Trains

Settings



Once a commute is set, a user can opt to get reminders when they need to leave for the train, or if their train is running late.

Menu> Settings > Set Notifications My Commute Home Screen Notifications