



**A Redesign of Philadelphia's  
Transportation Authority**

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The SEPTA name and all related services are intellectual property of the Southeastern Pennsylvania Transportation Authority and are used here only as a basis for the rebranding and wayfinding project.



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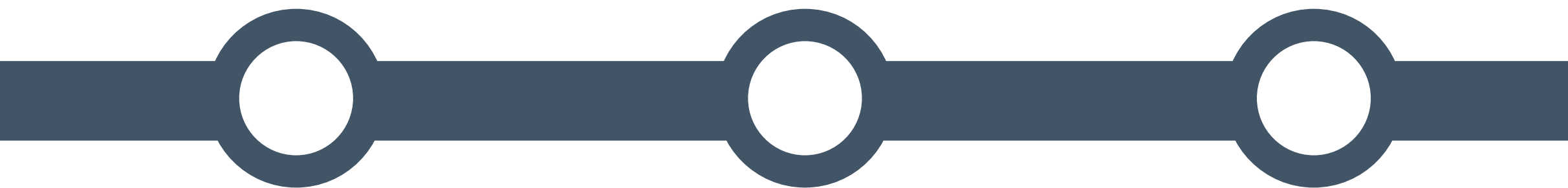
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# Statement of Purpose

With train, subway, elevated, trolley, high-speed, and bus routes serving the city and suburbs of Philadelphia, SEPTA, the Philadelphia area transportation authority, boasts one of the most comprehensive transit systems in the United States.

Unfortunately, their brand, signage, and information design show some difficulty maintaining a system so wide-spread.

Current signage, though relatively modern, differs across all three major Center City concourses, while signage and maps in the less-traveled stations further out from the city may not have been updated in decades.

Digital efforts from SEPTA have been welcome but late in coming, and often suffer from poor interfaces and buggy implementation.

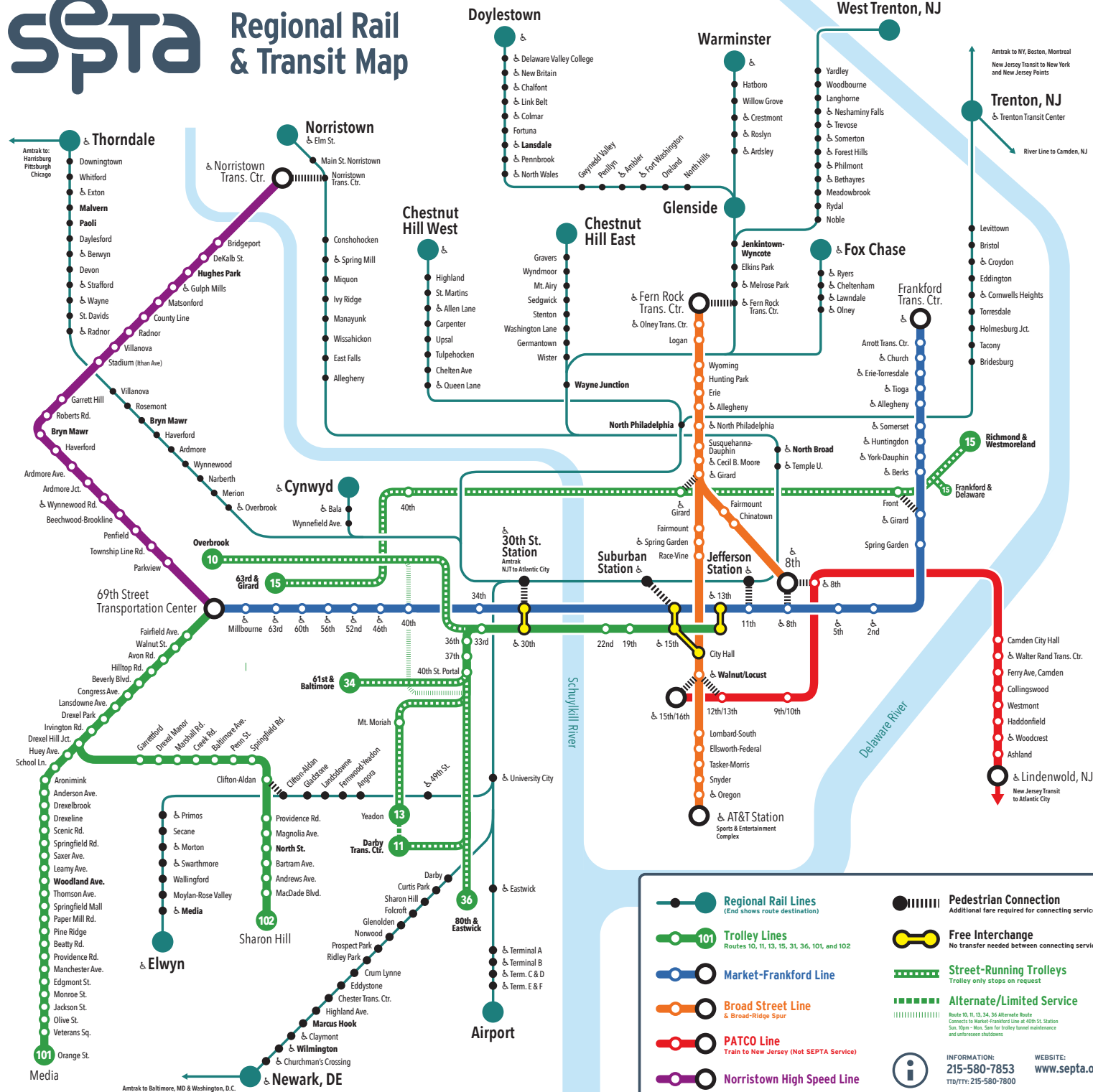
This project aims to present SEPTA in the positive light that it deserves by completely rebranding the organization.

A new logo, brand identity, comprehensive signage and wayfinding system, and digital information efforts all come together to paint the picture of a useful and modern transportation authority.

Great care was taken to make this rebranding a comfortable switch for Philadelphia natives who are used to the current system as well as to improve ease of transportation for the many tourists who visit the historic city each year.

The following pages lay out the guidelines for the ground-up reimagining of the SEPTA brand, as well as provide numerous real-world examples of the brand's usage.

# SEPTA Regional Rail & Transit Map



The SEPTA Regional Rail and Transit Map has been redesigned for clarity and space efficiency, and serves as the basis for all branding and wayfinding signage across the SEPTA system.

# Identity

The new SEPTA identity centers on the map of the extensive transit network. With one in every station, this map is the easiest element of SEPTA's system for Philadelphia locals and tourists alike to become familiar with.

The new identity extends color, shapes, and other visual language from the map to all other applications, from signage to vehicle liveries to web and mobile applications, making it easy to see at a glance which service is which.

# Color



SEPTA Grey  
C80 M64 Y47 K18



Rail Green  
C80 M26 Y47 K18



MFL Blue  
C84 M61 Y6 K0



BSL Orange  
C2 M69 Y100 K0



Trolley Green  
C79 M14 Y100 K2



NHSL Purple  
C45 M100 Y0 K11



Bus Red  
C25 M100 Y100 K0

SEPTA Grey is the primary brand color for SEPTA itself, however in all applications that are specific to any one service, that service's color will completely take over, eliminating any ambiguity about which line a station serves, which service a schedule pertains to, etc.

Anytime a service is mentioned in a standalone context, all text and iconography should be set in that service's color, or in white on a background of that service's color. See the signage section for examples of when and how to use color in wayfinding signage.



Regional Rail



Market-Frankford



Broad Street Line



Trolley Lines



Norristown  
High-Speed Line



Buses

# Iconography

In addition to color, iconography brings an extra bit of contextual information to travelers, especially those not familiar with the full SEPTA system. The icons associated with each method of travel help visitors and commuters distinguish between subway, heavy and light rail, trolley, and bus stations.

Note the color consistency between the iconography, map elements, typography and the transit map.

Icons should be used whenever possible in conjunction with the name of the service. The icon and the name should be set in the appropriate color, or in white on a background of the appropriate color.

An icon should never take the place of the name of a route except in extremely space-constrained contexts where more information is readily available. See the signage section for the few circumstances when this is permitted.



## Map Elements

Map elements accompany every standalone mention of a transit route, instantly tying the route back to the map and making it even easier to cross-reference between signage and other collateral.

The “Destination” end of the map element (the larger shapes on the right side in the examples

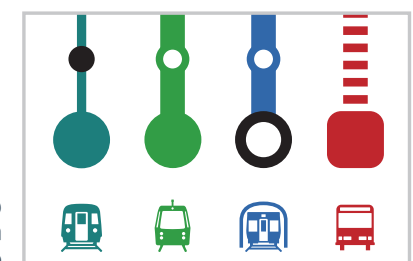
above) must always be closest to the name of the route. In most cases, the map element should be horizontal, either before the name of the route, running left, or after, running right.

If a vertical orientation is absolutely necessary (below, right) the map element should always run downward with a label or icon below.

Map elements in use on directional signage



Vertical map elements in a constrained space



SPTa

# The Logo

The new logo indicates connectedness and ties in with the map-centric identity. It's more friendly, less monolithic, and much more flexible than the logo it replaces.

In general application and any application that doesn't exclusively pertain to one service, the logo may be used only in or reversed out of SEPTA Grey. On applications that pertain to a single service, the logo should be set in that

service's color or in white on a background of that service's color.

For example, on signage for a station that serves only the Broad Street Line, the logo may be set in BSL Orange. However, for a station that serves both the Broad Street Line and Regional Rail, the logo must be set in SEPTA Grey with specific signage for each service in their respective colors.

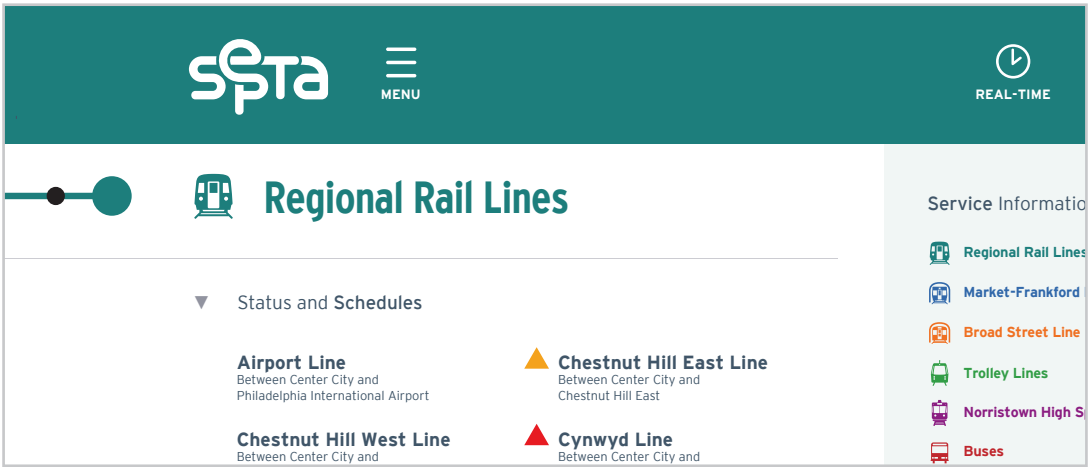
# Using the Logo



**DO:** Use the logo in a service's color on applications specific to one service.

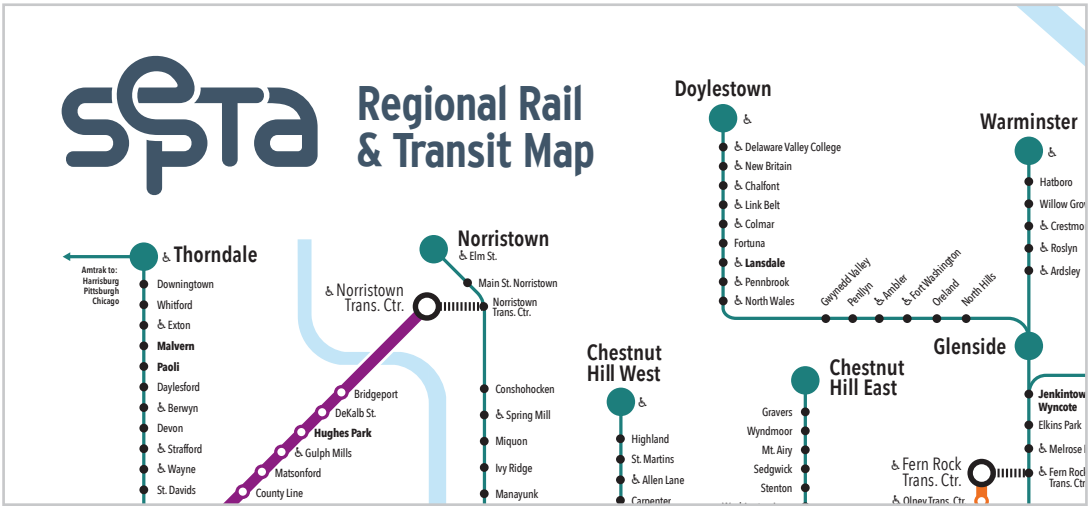
Above, the Spring Garden Station serves only the Broad Street Line, coded in BSL Orange.

At right, the Regional Rail page of the SEPTA website is branded in Rail Green.



**DO:** Use the logo in SEPTA Grey in non-service related contexts or multi-service applications.

At right, the SEPTA Regional Rail & Rail Transit service map is branded in SEPTA Grey as it displays multiple routes.





# Misusing the Logo



**DO NOT:** Use the logo in a specific service's color on general SEPTA applications or applications pertaining to multiple services.

At left, the Jefferson Station sign should NOT be coded in MFL Blue, as it serves Regional Rail in addition to the Market Frankford Line.

Below, the TransitPass should NOT be coded in Rail Green because it provides access to Regional Rail, Subway, Trolley, and Bus services.



# Typography

SEPTA's identity relies heavily on clear and readable type. The typeface used across all collateral is **Interstate** with two exceptions: **Helvetica Neue** is also used in digital contexts, for body copy and small type. **Avenir Next Condensed** is to be used for map labels.

Interstate has a large type family, but different weights should be used sparingly and consistently.

Use Interstate Bold Condensed on all signage for primary and secondary information.

Use Interstate Bold set in all caps for tertiary information such as platform direction or customer service information.

Use Interstate Regular or Interstate Light for body copy. Use the heavier weight (Regular) at smaller sizes.

## Interstate Bold Condensed

### INTERSTATE BOLD (ALL CAPS)

Interstate Light

Interstate Regular





# Signage

Consistent and clear signage stems from strict and consistent use of the identity elements outlined in the previous pages.

The signage system consists of modules that are combined for different applications. These modules will appear repeatedly where relevant, modified for space considerations, but following the same clear visual language so as to be completely recognizable in any context.

At left mockups show the various space constraints across the transit network and how recognizable signage can be created in different contexts by using familiar modules.

The following pages outline different types of signage, their modules, and their dimensions.







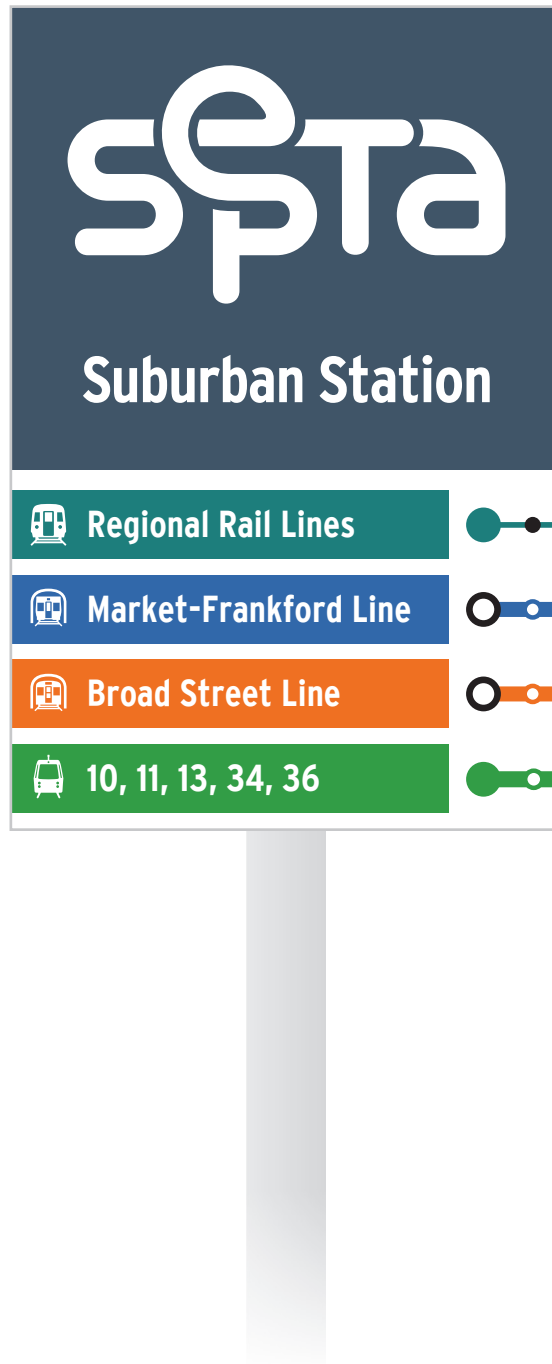
## Platform Signage



Platform signage informs rail transit riders of the passing station, as well as informing waiting riders which direction and termini the platform serves, and which other transit services connect at this station.

Platform signs consist of three main modules, left to right: the map element, the service icon/station name, and the connecting services. A rail system map should be mounted within viewing distance of platform signage.

On the right side of the sign, note the vertical orientation of the connecting services' map elements. They are presented with no name due to space constraints. More detailed signage must be within viewing distance.



# Station Entrance Signage

Station signage may take many forms depending on the available space and architecture of the station itself, but should follow general guidelines to remain recognizable across the SEPTA transit system.

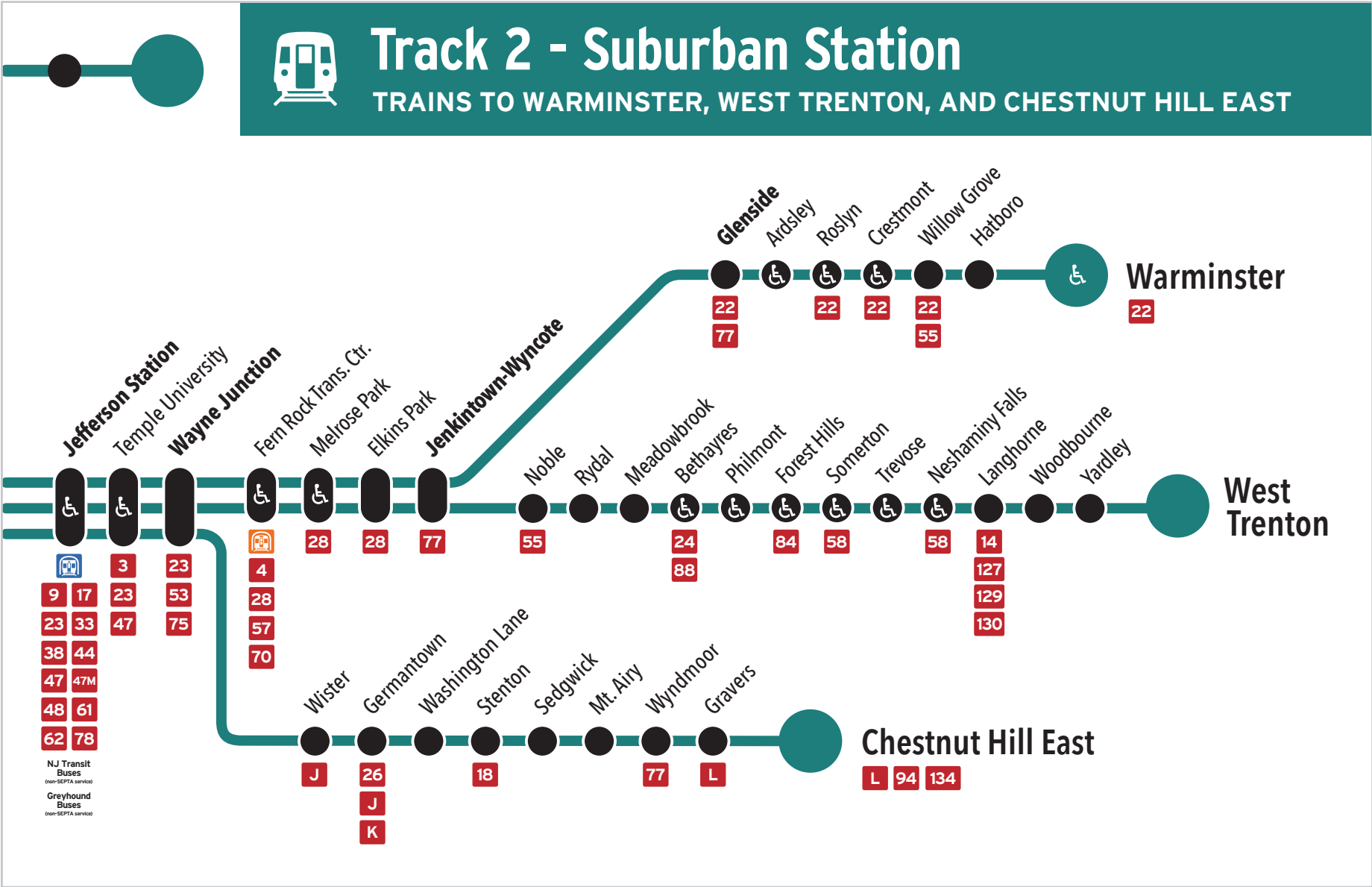
Regional Rail stations all feature the “lollipop” station entrance sign (left) on a tall pole visible from main streets. The “lollipop” sign features a large SEPTA logo as a marker to riders approaching the station by car, bus, or on foot. Below that, the station name and associated services are listed. Note that the logo is placed on SEPTA Grey as there are multiple services connecting at this station.

Other stations, shelters, and subway entrances on the system may have less standardized signage areas and opportunities, but they must follow a similar layout including all the modules if the available space is vertical in nature.

If the available signage space is horizontal in nature, such as at subway entrances, on bus shelters, or at many Center City Regional Rail concourse entrances, they should follow the example below, with the SEPTA logo, station name, and those service(s) that the entrance leads to. Note that the logo below is knocked out of BSL Orange as this is exclusively a Broad Street Line Station.

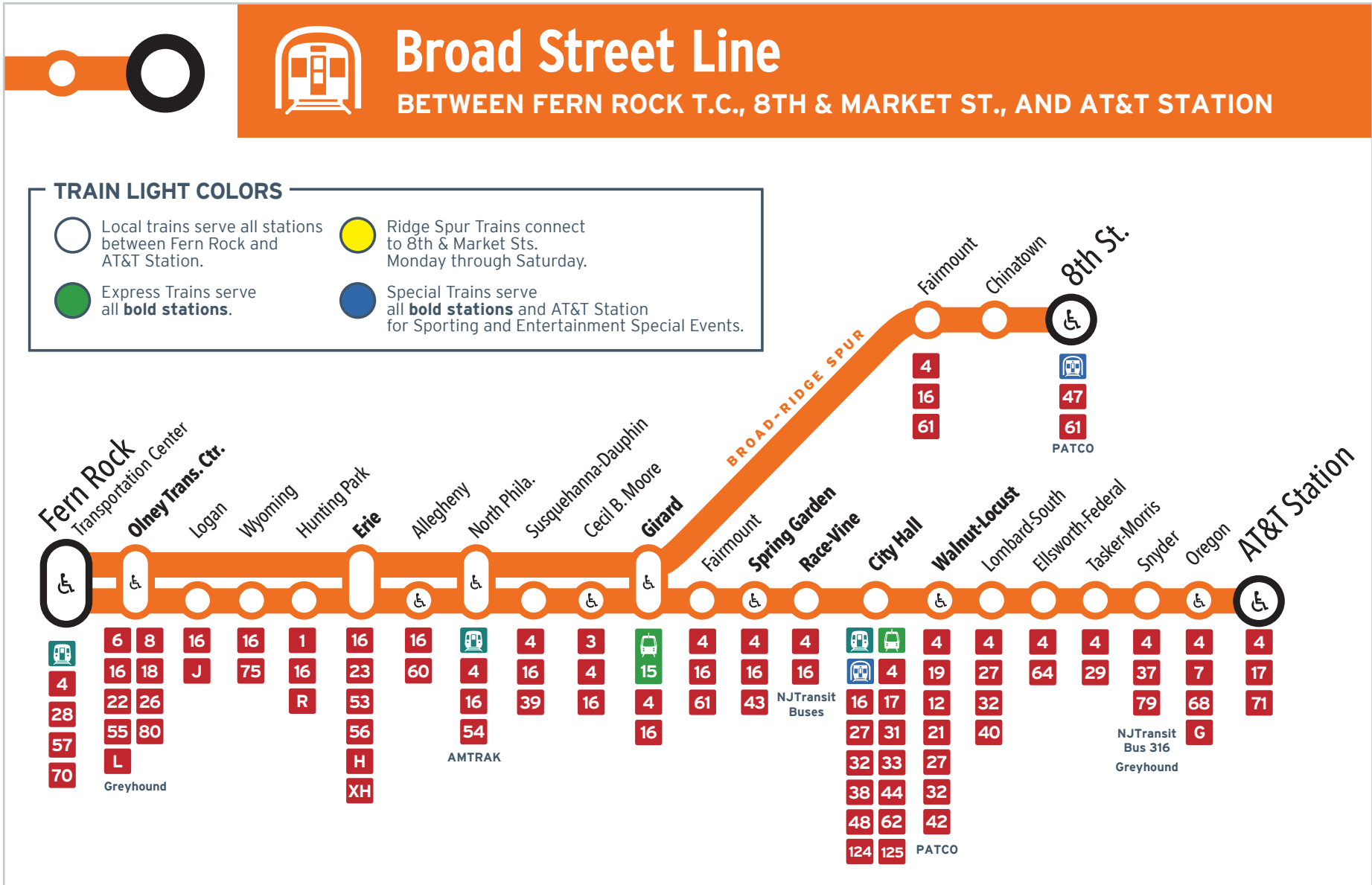


# Track-Level Route Maps



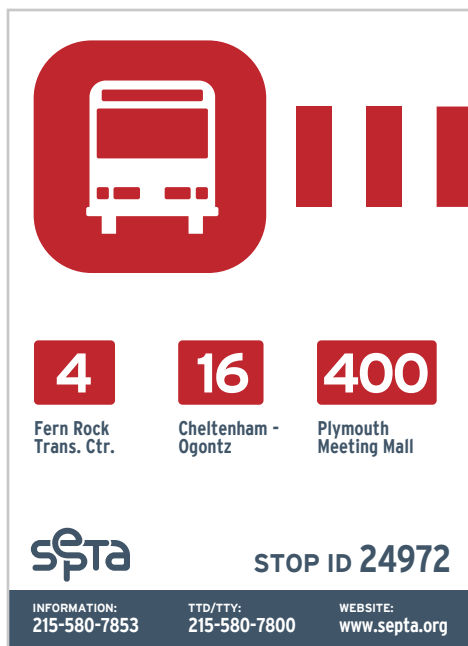
Track-level route maps appear on the platform and detail only the routes that serve that platform. They provide greater information about connecting services along the journey.

On Regional Rail transportation hubs, only the portion of the line served by the platform should be detailed. Here, we see only the northbound halves of the routes served on



Track 2 of Suburban Station, since southbound routes board at another platform. At suburban Regional Rail stations and subway stations, the signs may show the complete route between

Center City and the terminus (Rail), or both termini (Subway). Here, the Broad Street Line Route Map shows all stations and connections on the full line and can appear at all stations.

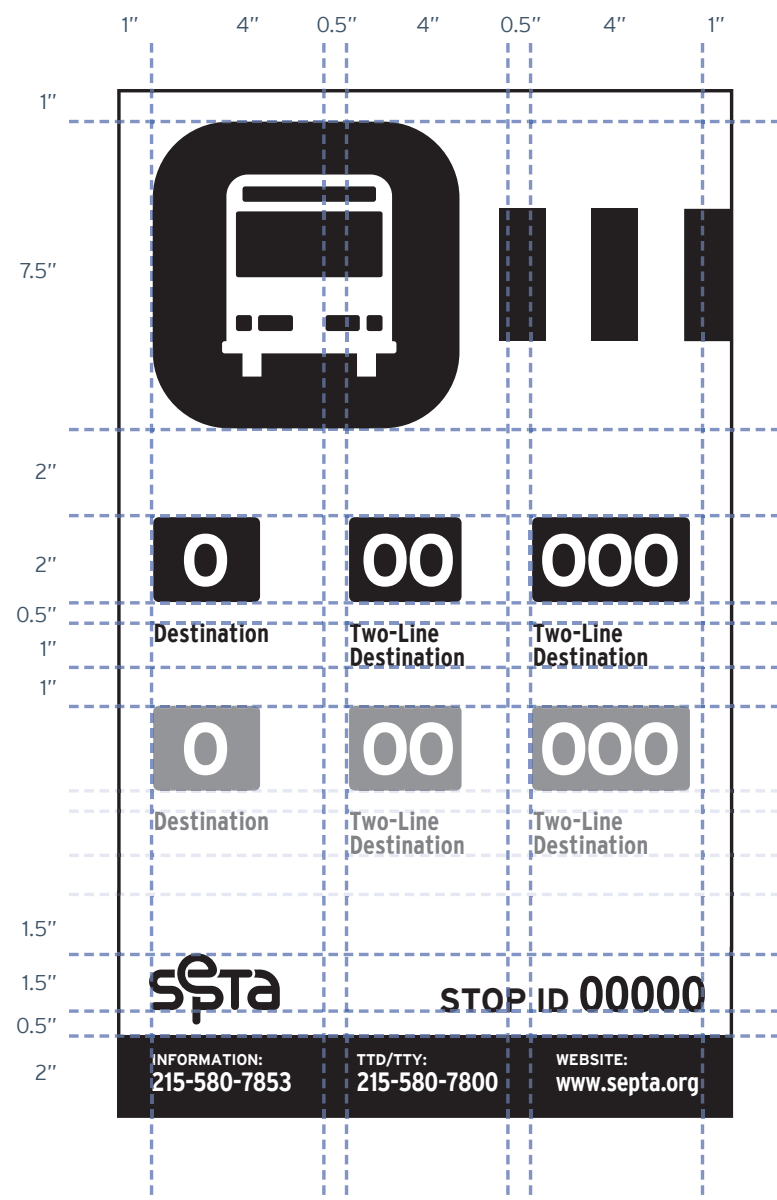


# Stop Markers

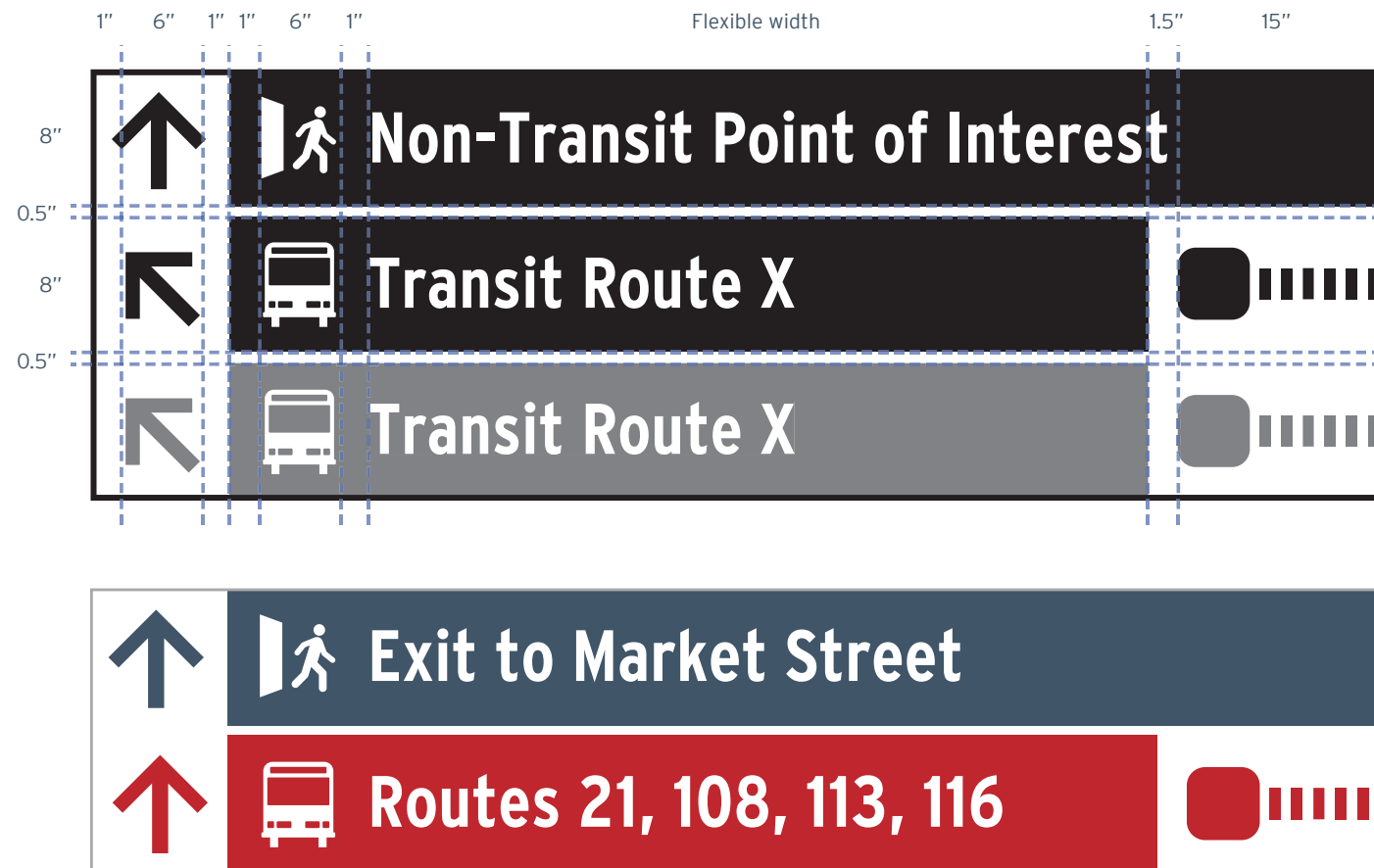
Stop markers signal to riders the location of a pick-up and drop-off location for buses and street-running trolleys. The signs inform riders of the stop from a distance, and contain information about the routes and destinations for riders waiting at the stop.

Stop markers consist of three modules: the combined map element/icon module, printed large to attract rider attention; the repeatable route/destination modules, and the informational module at the bottom.

Stop markers are 15" across and variable heights depending on the amount of routes served by the stop. When designing new signage, follow all measurements prescribed in the diagram.



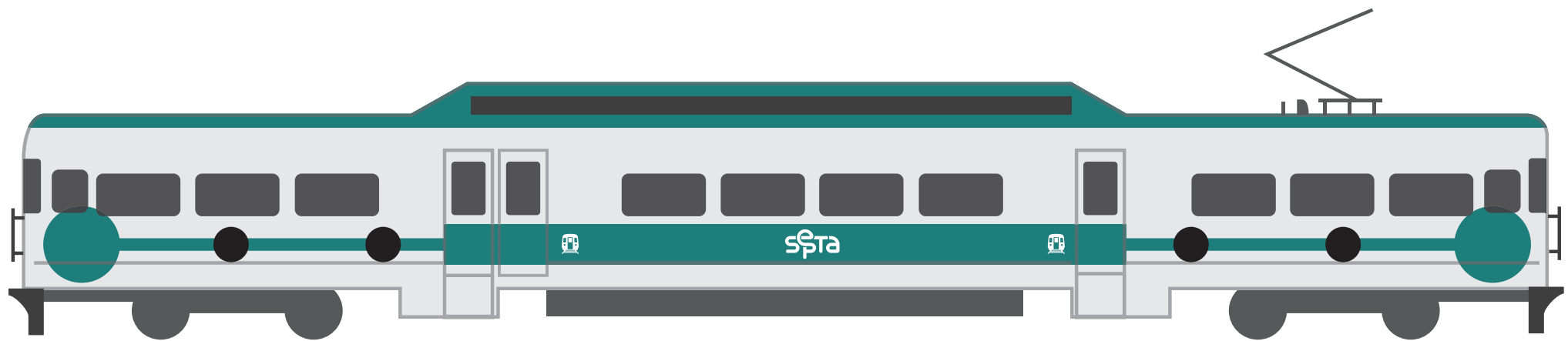




## Directional Signage

Directional signage is hung or mounted above walkways in stations, pointing riders to exits and connections to transit services. Because available area can be variable, height and width of the sign are not prescribed, but proportions must be maintained between modules.

Directional signage always contains two modules: an arrow module indicating the direction of the associated exit or service, and the icon/name module of the exit or service. All items indicating a transit service must also include a third module, the map element.



Livery for the Silverliner V Regional Rail cars features large map elements and prominent use of Rail Green.

## Vehicles and Rolling Stock

SEPTA vehicles are the endpoint of a passenger's search. The new liveries for all SEPTA vehicles correspond to the rest of the branding, making it easy for a rider to match the vehicle they wish to board to the signage or map that directed them.

All liveries follow the same format, with a prominent stripe of the route color along the top, and a strip between the windows and the wheels showing a large map element at either end with SEPTA branding and route iconography near the vehicle entrance points.



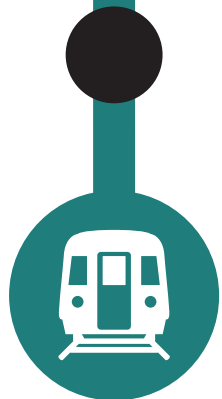
SEPTA City Bus



Market-Frankford Line subway cars



Broad Street Line subway cars



# Glenside Combined

## REGIONAL RAIL SCHEDULE Between Center City Philadelphia and Glenside

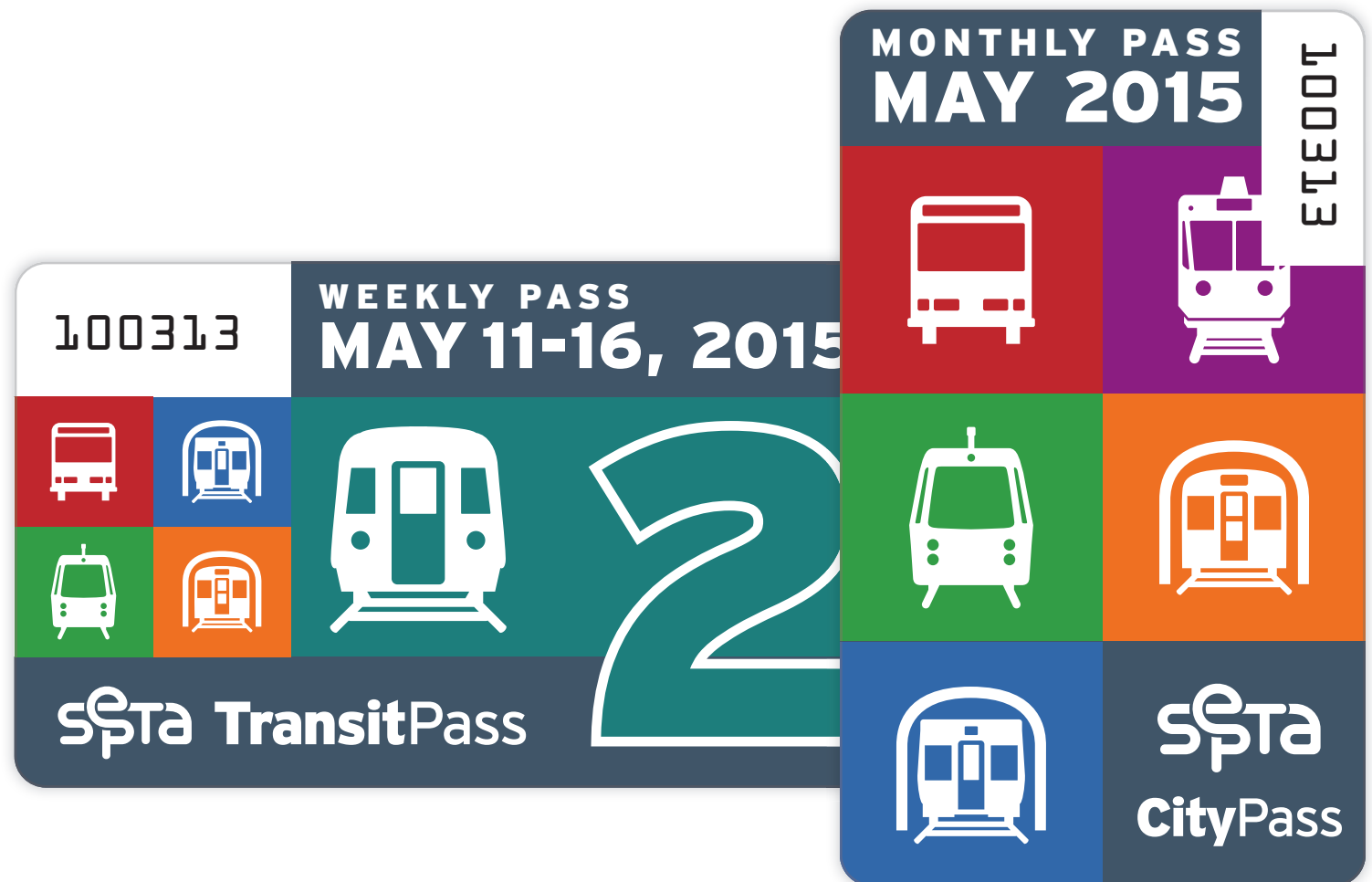
University City  
30th St. Station  
Suburban Station  
Jefferson Station  
Temple University  
North Broad  
Wayne Junction  
Fern Rock Trans. Ctr.  
Melrose Park  
Elkins Park  
Jenkintown/Wyncote  
Glenside

INFORMATION:  
**215-580-7853**  
TTD/TTY: 215-580-7800  
[www.septa.org](http://www.septa.org)



## Weekday Northbound Trains to Center City

FARE ZONE	STATION NAME	AM																				
		6400	6322	6512	402	514	326	404	516	328	4520	330	5408	3524	7534	338	412	540	4346	3542	416	544
C	🚶 University City	–	–	–	5:27	–	6:12	6:27	–	6:44	7:00	7:13	–	7:33	–	8:09	8:27	–	8:57	9:06	9:27	–
C	🚶 30th St. Station	4:59	5:25	5:25	5:30	6:02	6:15	6:30	6:33	6:47	7:03	7:16	7:33	7:36	7:57	8:12	8:30	8:45	9:00	9:09	9:30	9:45
C	🚶 Suburban Station	5:04	5:30	5:30	5:35	6:07	6:20	6:35	6:38	6:52	7:08	7:21	7:38	7:41	8:02	8:17	8:35	8:50	9:05	9:14	9:35	9:50
C	🚶 Jefferson Station	5:09	5:35	5:35	5:40	6:12	6:25	6:40	6:43	6:57	7:13	7:26	7:43	7:46	8:07	8:22	8:40	8:55	9:10	9:19	9:40	9:55
C	🚶 Temple University	5:13	5:39	5:39	5:44	6:16	6:29	6:44	6:47	7:01	7:18	7:30	7:47	7:51	8:11	8:26	8:44	8:59	9:14	9:23	9:44	9:59
1	🚶 North Broad	–	–	5:41	–	6:18	–	–	6:49	–	–	–	–	7:53	–	–	–	9:01	–	–	–	10:01
1	Wayne Junction	5:20	5:44	5:46	5:50	6:24	6:37	6:51	6:54	7:06	7:25	7:37	7:53	7:59	8:18	–	8:50	9:07	9:21	9:30	9:50	10:07
1	🚶 Fern Rock T.C.	5:24	5:47	5:50	5:53	6:28	6:41	6:55	6:59	7:10	7:30	7:41	7:56	8:02	8:21	8:37	8:53	9:11	9:25	9:34	9:53	10:11
2	🚶 Melrose Park	5:27	–	–	5:55	6:31	–	6:58	–	–	7:33	–	7:58	8:05	8:24	–	8:55	–	9:28	–	9:55	–
2	Elkins Park	5:29	5:50	–	5:57	–	6:45	–	–	7:13	7:36	7:45	8:00	–	–	8:40	8:57	–	9:30	–	9:57	–
3	Jenkintown	5:31	5:53	5:56	6:00	6:35	6:48	7:01	7:05	7:15	7:40	7:47	8:03	8:10	8:28	8:44	9:00	9:17	9:33	9:40	9:59	10:17
3	Glenside	5:33	–	5:59	6:03	6:38	–	7:04	7:08	–	7:43	–	8:05	8:13	8:31	–	9:03	9:20	–	9:43	10:03	10:20
Train Continues to		WAR	WTR	LAN	–	DOY	WTR	WAR	LAN	WTR	DOY	WTR	WAR	WAR	LAN	DOY	WTR	WAR	LNK	WTR	DOY	WTR
FARE ZONE	STATION NAME	AM																				
		552	4352	554	428	556	4354	558	432	560	4356	562	436	564	6358	438	6566	5368	440	568	6370	442
C	🚶 University City	–	11:57	–	12:27	–	12:57	–	1:27	–	1:57	–	2:27	–	–	2:57	–	–	3:27	–	–	3:57
C	🚶 30th St. Station	11:40	12:00P	12:15	12:30	12:45	1:00	1:15	1:30	1:49	2:00	2:12	2:30	2:42	2:52	3:00	3:13	3:22	3:30	3:45	3:50	4:00
C	🚶 Suburban Station	11:45	12:05	12:20	12:35	12:50	1:05	1:20	1:35	1:54	2:05	2:17	2:35	2:47	2:57	3:05	3:18	3:27	3:35	3:50	3:55	4:05
C	🚶 Jefferson Station	11:50	12:10	12:25	12:40	12:55	1:10	1:25	1:40	1:59	2:10	2:22	2:40	2:52	3:02	3:10	3:23	3:32	3:40	3:55	4:00	4:10
C	🚶 Temple University	11:54	12:14	12:29	12:44	12:59	1:14	1:29	1:44	2:03	2:14	2:26	2:44	2:56	3:06	3:14	3:27	3:36	3:44	3:59	4:04	4:14
1	🚶 North Broad	11:56	–	–	–	1:01	–	–	–	2:05	–	–	–	2:58	–	–	–	–	–	4:01	–	–
1	Wayne Junction	12:02P	12:21	12:36	12:50	1:07	1:21	1:36	1:50	2:11	2:21	2:33	2:50	3:04	–	3:21	3:34	3:43	3:51	4:07	4:11	4:21
1	🚶 Fern Rock T.C.	12:06	12:25	12:40	12:53	1:11	1:25	1:40	1:53	2:15	2:25	2:37	2:53	3:08	3:16	3:25	3:38	3:46	3:55	4:11	4:15	4:25
2	🚶 Melrose Park	–	12:28	–	12:55	–	1:28	–	1:55	–	2:28	–	2:55	–	–	3:27	–	–	3:57	–	–	4:28
2	Elkins Park	–	12:30	–	12:57	–	1:30	–	1:57	–	2:30	–	2:57	–	–	3:30	–	–	4:00	–	–	4:30
3	Jenkintown	12:12	12:33	12:46	12:59	1:17	1:33	1:46	1:59	2:21	2:33	2:43	2:59	3:14	3:22	3:33	3:44	3:53	4:02	4:17	4:21	4:33
3	Glenside	12:15	–	12:49	1:03	1:20	–	1:49	2:03	2:24	–	2:46	3:03	3:17	–	3:36	3:47	–	4:06	4:20	–	4:36
Train Continues to		WAR	LNK	WTR	DOY	WAR	LNK	WTR	DOY	WAR	LNK	WTR	DOY	WAR	LNK	–	DOY	WTR	WAR	LNK	WTR	WAR
FARE ZONE	STATION NAME	EVENING FARES APPLY																				
		380	6448	384	580	450	2450	582	386	584	454	388	586	588	7390	458	392	592	462	394	594	466
C	🚶 University City	5:16	–	5:41	–	5:57	6:08	–	6:20	–	6:57	7:09	–	–	–	7:57	8:38	–	8:57	9:38	–	9:57
C	🚶 30th St. Station	5:20	5:28	5:44	5:46	6:00	6:11	6:17	6:23	6:45	7:00	7:12	7:15	7:45	7:56	8:00	8:41	8:45	9:00	9:41	9:45	10:00
C	🚶 Suburban Station	5:25	5:33	5:49	5:51	6:05	6:16	6:22	6:28	6:50	7:05	7:17	7:20	7:50	8:01	8:05	8:46	8:50	9:05	9:46	9:50	10:05
C	🚶 Jefferson Station	5:30	5:38	5:54	5:56	6:10	6:21	6:27	6:33	6:55	7:10	7:22	7:25	7:55	8:06	8:10	8:51	8:55	9:10	9:51	9:55	10:10
C	🚶 Temple University	5:34	5:42	5:58	6:00	6:14	6:26	6:31	6:37	6:59	7:14	7:26	7:29	7:59	8:10	8:14	8:55	8:59	9:14	9:55	9:59	10:14
1	🚶 North Broad	–	–	–	6:02	–	–	–	–	–	–	–	7:31	–	–	–	–	–	–	–	10:01	–
1	Wayne Junction	–	–	–	6:08	6:21	–	6:37	–	7:06	7:21	–	7:36	8:05	–	8:20	–	9:05	9:20	–	10:06	10:20
1	🚶 Fern Rock T.C.	5:45	–	6:07	6:12	6:25	–	6:41	6:46	7:10	7:24	7:35	7:40	8:09	8:19	8:23	9:04	9:09	9:23	10:04	10:10	10:23
2	🚶 Melrose Park	5:49	–	–	6:15	6:28	–	6:45	–	7:13	7:27	–	7:43	–	–	8:25	–	9:12	9:25	–	–	10:25
2	Elkins Park	5:51	–	6:11	–	6:31	–	–	6:50	–	7:29	–	7:46	–	–	8:27	9:08	–	9:27	10:08	–	10:27
3	Jenkintown	5:54	5:58	6:15	6:19	6:34	6:41	6:49	6:54	7:17	7:32	7:42	7:49	8:15	8:26	8:29	9:12	9:16	9:29	10:11	10:16	10:29
3	Glenside	–	6:02	–	6:22	6:37	6:45	6:52	–	7:20	7:35	–	7:52	8:18	–	8:33	–	9:19	9:33	–	10:19	10:33
Train Continues to		WTR	WAR	WTR	LAN	–	WAR	LAN	WTR	DOY	WAR	WTR	LAN	DOY	WTR	WAR	WTR	DOY	WAR	WTR	DOY	WAR

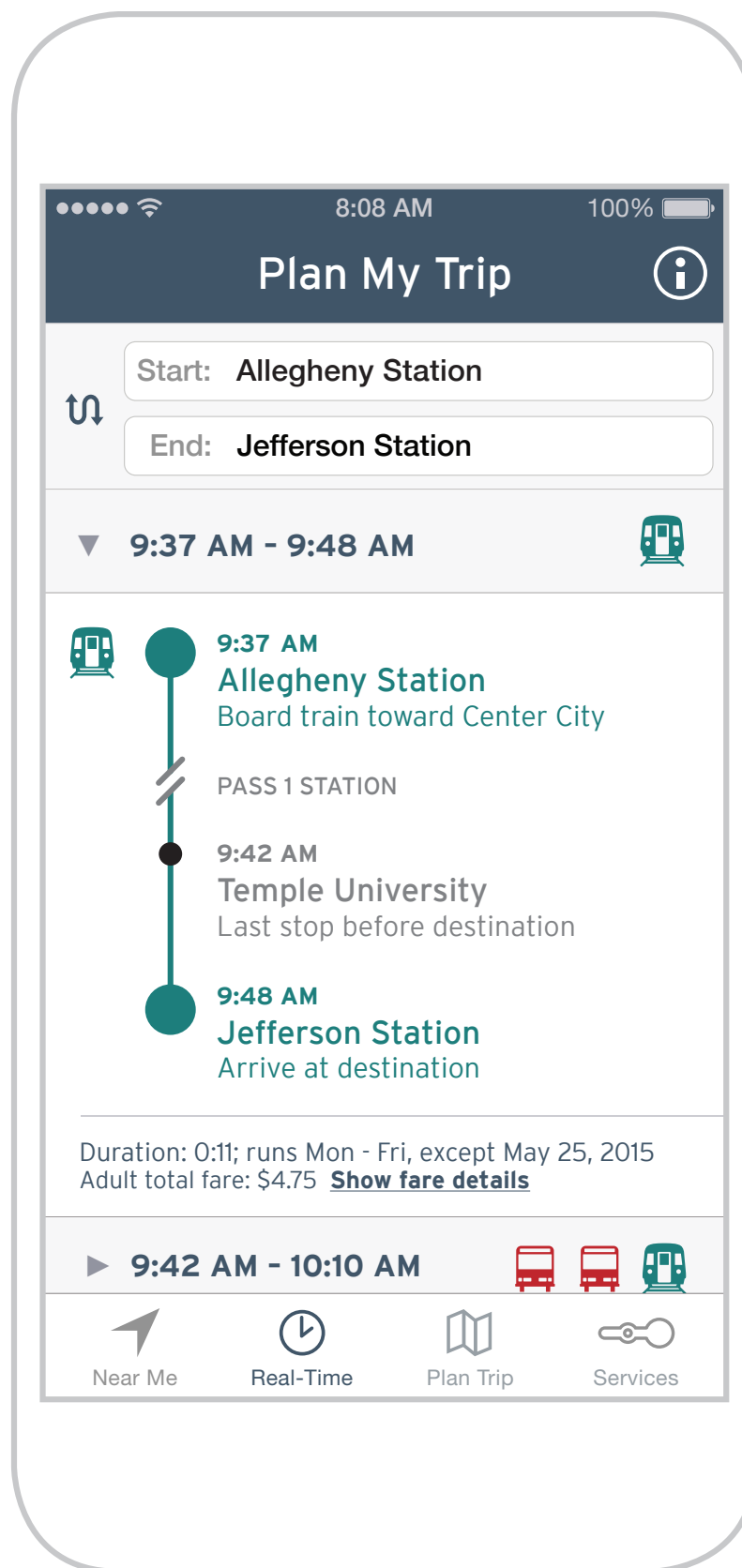


## Print Applications

Though digital wayfinding is the future, printed materials are still integral to many passengers' journeys. Schedules (left) keep a familiar layout with updated clearer typography and iconography, and a new design that makes them more identifiable for passengers and recognizable at a glance.

Passes (below) display the bright colors and bold iconography of all the services they grant access to. With distinct looks and orientations differentiating weekly, monthly, Rail and transit passes, the new TransitPass and CityPass are nicer-looking and more functional and efficient when it comes to validation by SEPTA staff.





## Website & App

Though the new identity and wayfinding system is designed to make all navigation easier regardless of owning a smartphone or computer, special attention has been paid to making the digital experience of SEPTA all the more helpful and intuitive.

With the majority of passengers now searching for information on-the-go via their phones, the redesigned website and mobile app use the power of location-based technology and near-ubiquitous internet connection to deliver clear, relevant, and helpful navigation assistance applicable to the user's exact location and destination.


# Before & After



Logo, Before




Redesigned Logo

**REGIONAL RAIL**

**GLENSIDE  
COMBINED**  
To/From Center City Philadelphia  
Effective April 5, 2015

- Glenside
- Jenkintown-Wyncote
- Elkins Park
- Melrose Park
- Fern Rock Transportation Center
- Wayne Junction
- North Broad
- Temple University
- Jefferson Station
- Suburban Station
- 30th Street Station
- University City

Customer Service: 215-580-7800  
TDD/TTY: 215-580-7853  
[www.septa.org](http://www.septa.org)

**Jefferson**  
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1-800-JEFF-NOW  
[Jefferson.edu](http://Jefferson.edu)

Schedule, Before

**Glenside  
Combined**

**REGIONAL RAIL SCHEDULE**  
Between Center City Philadelphia and Glenside



- University City
- 30th St. Station
- Suburban Station
- Jefferson Station
- Temple University
- North Broad
- Wayne Junction
- Fern Rock Trans. Ctr.
- Melrose Park
- Elkins Park
- Jenkintown/Wyncote
- Glenside

INFORMATION:  
**215-580-7853**  
TDD/TTY: 215-580-7800  
[www.septa.org](http://www.septa.org)



Redesigned Schedule





Website, Before

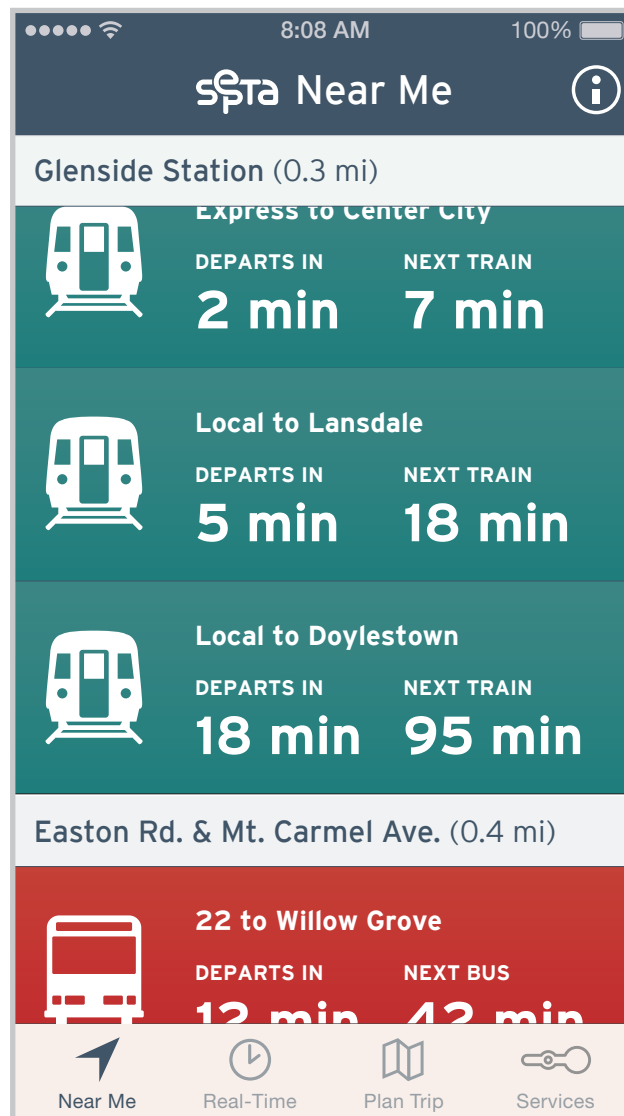


Redesigned Website



App, Before

Redesigned App





Bus Stop Marker, Before



Train Station Sign, Before



Redesigned Pass



Redesigned Bus Stop Marker



Redesigned Train Station Sign

This redesign of SEPTA was undertaken as an  
undergraduate thesis project and design exhibition  
by Adam Fisher-Cox in the Spring of 2015.

Contact: [hello@adamfishercox.com](mailto:hello@adamfishercox.com)  
Website: [www.adamfishercox.com](http://www.adamfishercox.com)