

Stáisiún Uí Chonghaile, Baile Átha Cliath 1, D01 V6V6

Connolly Station, Dublin 1, D01 V6V6

T 01 703 4293 E info@irishrail.ie W www.irishrail.ie

5th December 2023

██████████
Email: ██████████

Re: FOI request IE_FOI_743

Dear ██████████

I refer to your request dated 30th November 2023 made under the Freedom of Information Act 2014, which was received by my office on that date, for records held by Iarnród Éireann.

Request:

- Copy of current brand guidelines and branding material relation to: branding and visual identity station signage guidelines fonts used for station signage (in .ttf/otf format) and Iarnród Éireann road signage used on fingerposts.

I, Joy Murray, have now made a final decision to pare grant your request on 1st December 2023.

You have sought access to the records as listed above and I consider this an appropriate form of access in this case. Accordingly, a copy of the records is now attached including a copy of the schedule to these records.

Rights of appeal

In the event that you are not happy with this decision you can make an appeal in relation to this matter, you can do so by writing to the FOI Unit, Corporate Communications, Iarnród Éireann Irish Rail, Connolly Station, Amiens St, Dublin 1 or by e-mail to foi@irishrail.ie. You should make your appeal within 4 weeks (20 working days) from the date of this notification, where a day is defined as a working day excluding, the weekend and public holidays, however, the making of a late appeal may be permitted in appropriate circumstances.

The appeal will involve a complete reconsideration of the matter by a more senior member of the staff of this body.

Should you have any questions or concerns regarding the above, please contact the FOI Office on ██████████

Yours sincerely,

PP 

Joy Murray, Decision Maker, B&F, Iarnród Éireann

Freedom of Information Request:
 Schedule of Records for **IE_FOI_743** : Summary for Decision Making

Record No.	Date of Record	Brief Description	No. of Pages	Decision: Grant/Part Grant/Refuse	Section of Act if applicable	Record Edited/Identify Deletions
1	01-Mar-23	Guidelines Wayfinding PP-TEMPLATE-Rev005 March2023 1720	84	Grant	~	~

Signed: Sue Stanley
 Data Protection & Freedom of Information Officer

Guidelines

Iarnród Éireann Irish Rail
Design Guidelines & Specifications

Section 1

Intro.

Wayfinding Design Guidelines

The Wayfinding Design Guidelines and Specifications provide design and positioning rules for the planning of passenger signing for Iarnród Éireann/Irish Rail's Managed Stations and Fleet. The Guidelines cover all public facing signs that provide directional and identification information to station users.

This document does not provide detailed principles for commercial advertising or retail signing.

The public facing signs covered by the Guidelines fulfil an essential role in a station user's experience and are the only common expression of the Iarnród Éireann/Irish Rail brand across all managed stations. It is therefore essential that they are implemented and maintained in a consistent fashion, in full compliance with this document.

The Guidelines are to be applied when planning signing for a new station, or when refurbishing a discrete station area.

The Design Guidelines have been developed with the assistance of key members of the Iarnród Éireann/Irish Rail team and in consultation with station managers, and an external advisor for accessibility needs. Their practical concerns based on experience have been taken into account in the guidance.

All designs and layouts are in accordance with the Official Languages Act, 2003 (as amended).

What is wayfinding ?

‘Wayfinding’ is a term used to describe how people find their way around an environment. It is a spatial problem solving process in which orienting decisions are made. These decisions are influenced by a number of factors including the information available, personal knowledge, ability and environmental factors.

Information to aid wayfinding can be provided across a range of media including signs, printed material, public announcements and station /customer interface; as well as through the physical design of station environments and the materials, finishes, lighting and public art within them.

Signs play a key role in a wayfinding system and this document refers primarily to the medium of signing in Iarnród Éireann/Irish Rail stations. A signing system comprises directional and locational signs. For it to be successful, the terminology, design and fixing of these signs must be consistent. Signing to meet fire and safety regulations is also necessary to warn of dangers and to inform people of emergency procedures. These signs are known as statutory signs and it is essential that an appropriate sign is used in each instance.

The philosophy underlying signing at Iarnród Éireann/Irish Rail stations is that of clarity, consistency, and coherence in order to guide people through the stations in a consistent, convenient and safe manner.

Station Zones

Wayfinding needs are different at various stages of a journey. The guidelines are expressed in relation to three zones to aid understanding of the varied situations faced by passengers and other station users, and the signs required to support navigation in these zones:

Exterior Zone
Station approach and its external environs;

- Entry:
- Station Identification
 - Exterior Facilities
 - Entrance Identification

- Exit:
- Exterior Facilities
 - Interchanges
 - Wider Local Area

Concourse Zone
Area between accesses and platforms including the concourse, internal circulation and waiting areas;

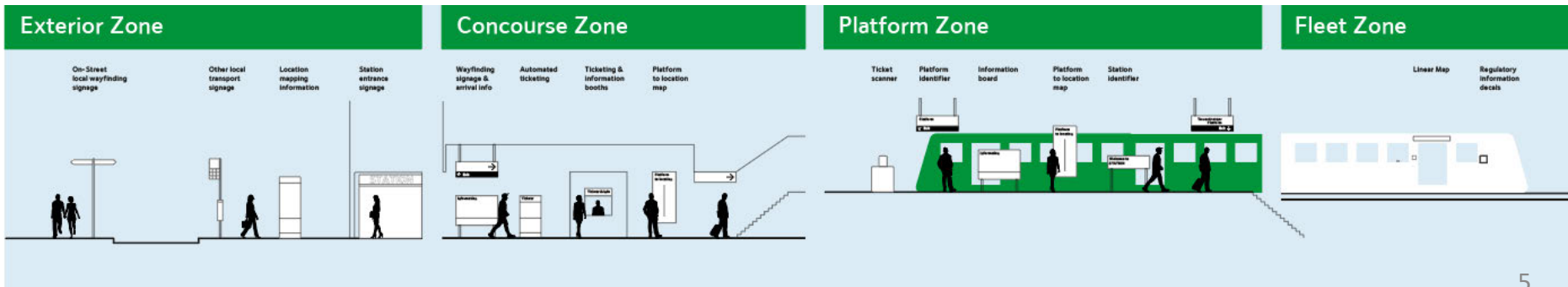
- Entry:
- Tickets and Information
 - Directions to Platforms & Facilities
 - Directions to other modes

- Exit:
- Exit
 - Interchanges
 - Exterior Facilities
 - Local Area

Platform & Fleet Zones
Covering all platforms and connections between them such as corridors, footbridges and underpasses. Onboard fleet and its regulatory identifiers and information.

- Entry:
- Platform Identification
 - Wagon/Car/Train/Section Identification
 - Facilities
 - Regulatory identifiers

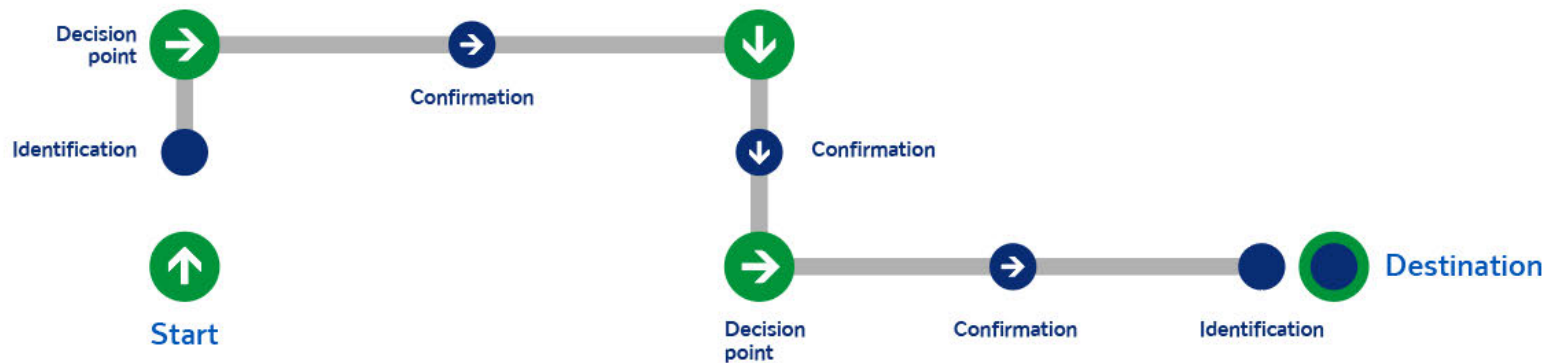
- Exit:
- Station Identification
 - Exit/Interchanges
 - Facilities
 - Platform-to-Platform Interchange



Section 2

Principles

A structured number of decisions leading to the destination



Wayfinding principles

1.

Assume everyone is a first-time visitor.

2.

Simplify the navigational choices.

3.

Establish clear sight lines to aid navigation.

4.

Locate signs at decision points.

5.

Create structured paths that are easy to understand.

6.

Provide the user with a map if area is large and complex.

7.

Design for the broadest audience possible.

8.

Create a universal visual language that will be understood by all.

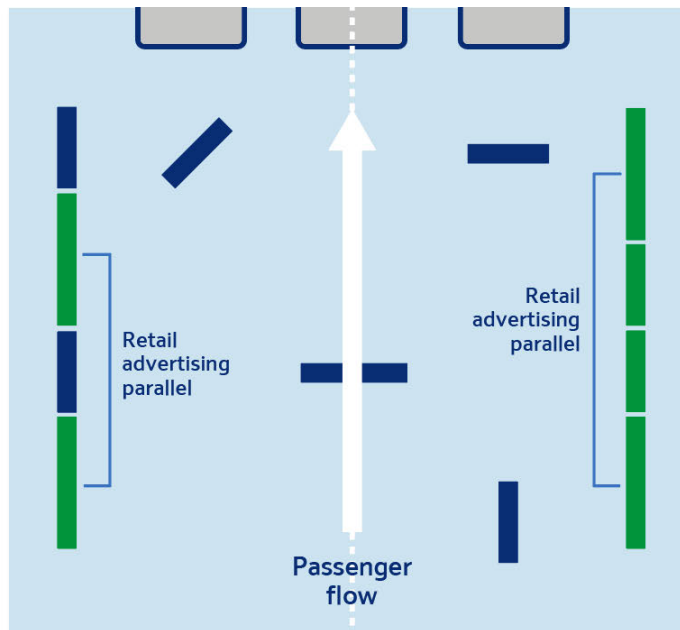
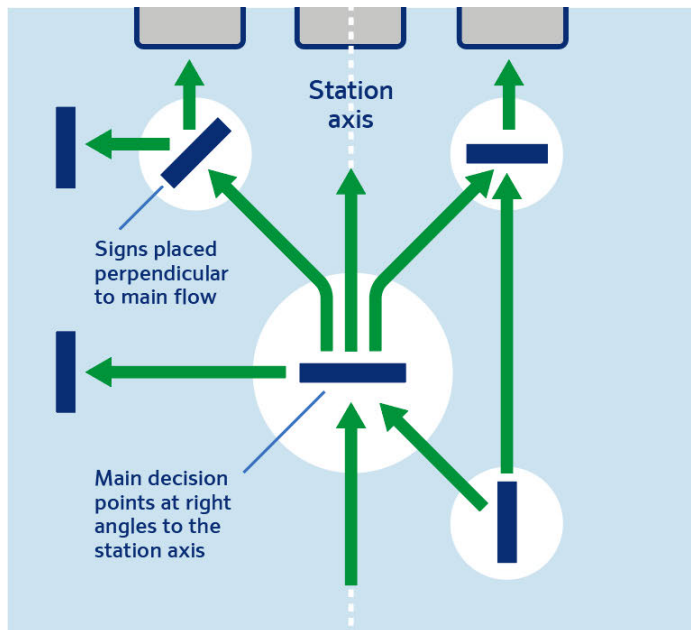
Wayfinding strategies

It is essential that signs are positioned where people need them most. These locations are generally decision points, where information on a sign influences directional choice.

Principal decision point signs, should be positioned at right angles to the station axis. This ensures the correct relationship to platforms and facilities.

Directional signs must always be positioned perpendicular to the main passenger flow, facing the direction from which they are meant to be read.

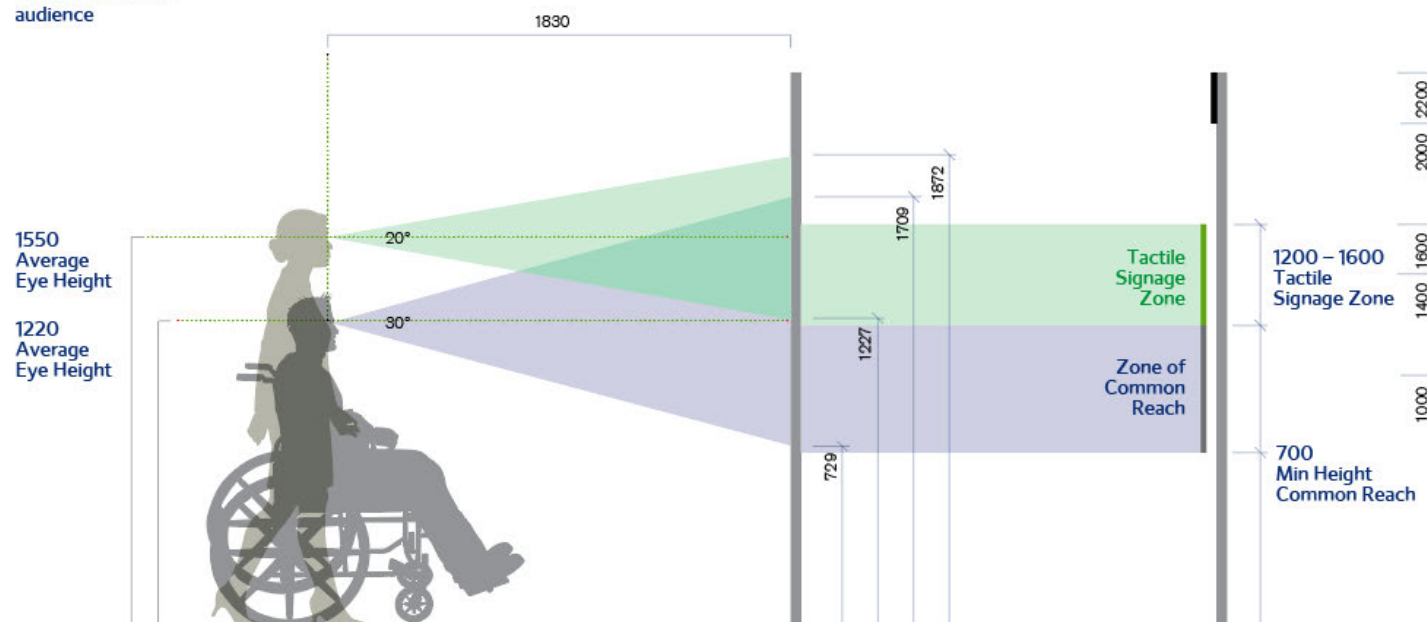
Wayfinding signage must always take visual priority. Placement of advertising, for example, should be placed parallel to passenger flow.



Accessibility

Design for the
broadest possible
audience

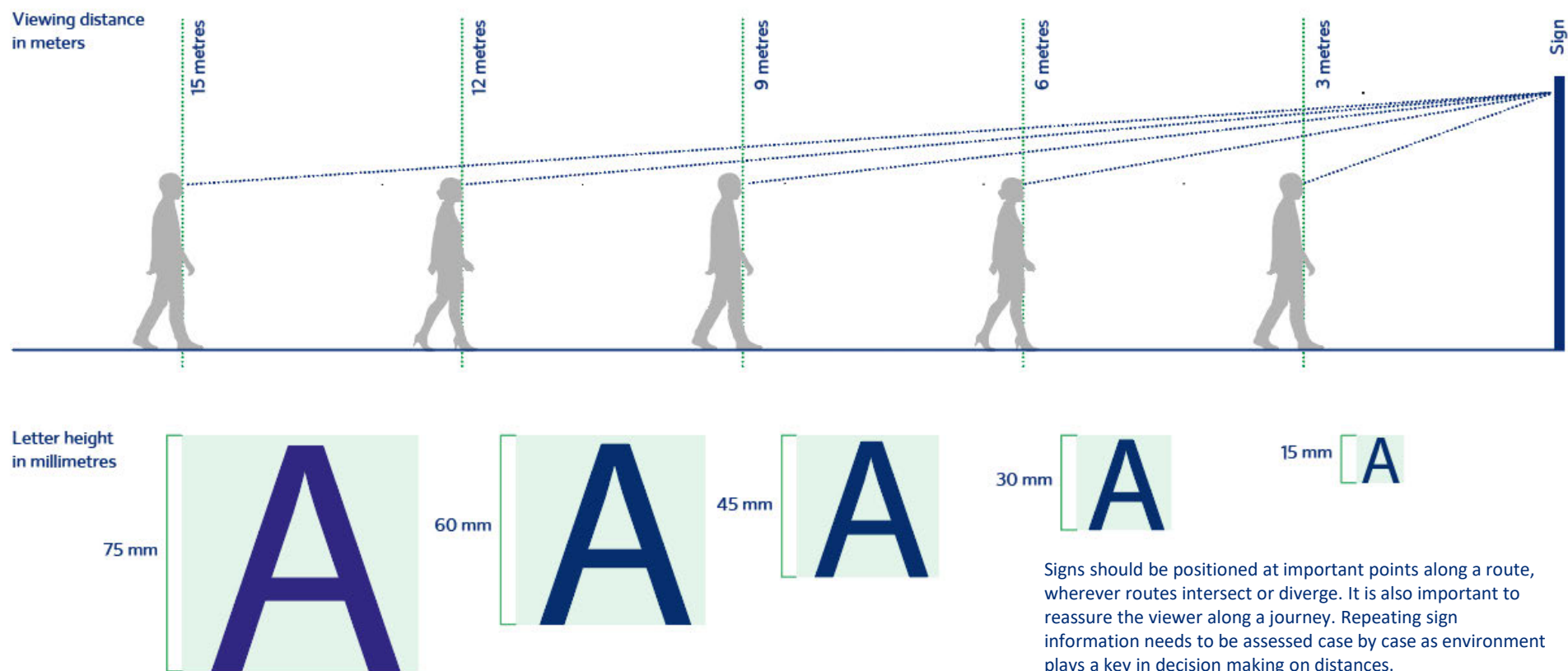
Zones Common View/reach



Where a sign can be temporarily obscured, e.g. in a crowd, the sign should be placed at a height of not less than 2000 mm above the ground plane of the finished floor.

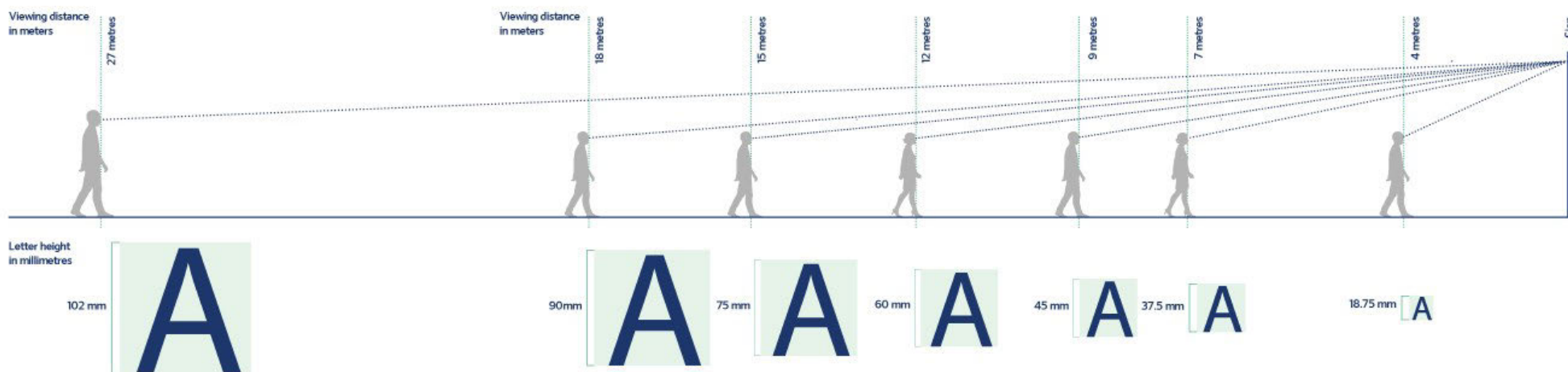
Signs should be placed within a zone at a height not less than 1400mm and not more than 1600mm above the plane of the finished floor. Where space in this zone is used up, the zone for placement of signs may be extended downward to not less than 1000 mm from the plane of the finished floor.

Viewing distances



The diagram above illustrates the recommended letter height relative to viewing distances for a person with average eye sight

Viewing distances



Signs should be positioned at important points along a route, wherever routes intersect or diverge. It is also important to reassure the viewer along a journey. Repeating sign information needs to be assessed case by case as environment plays a key in decision making on distances.

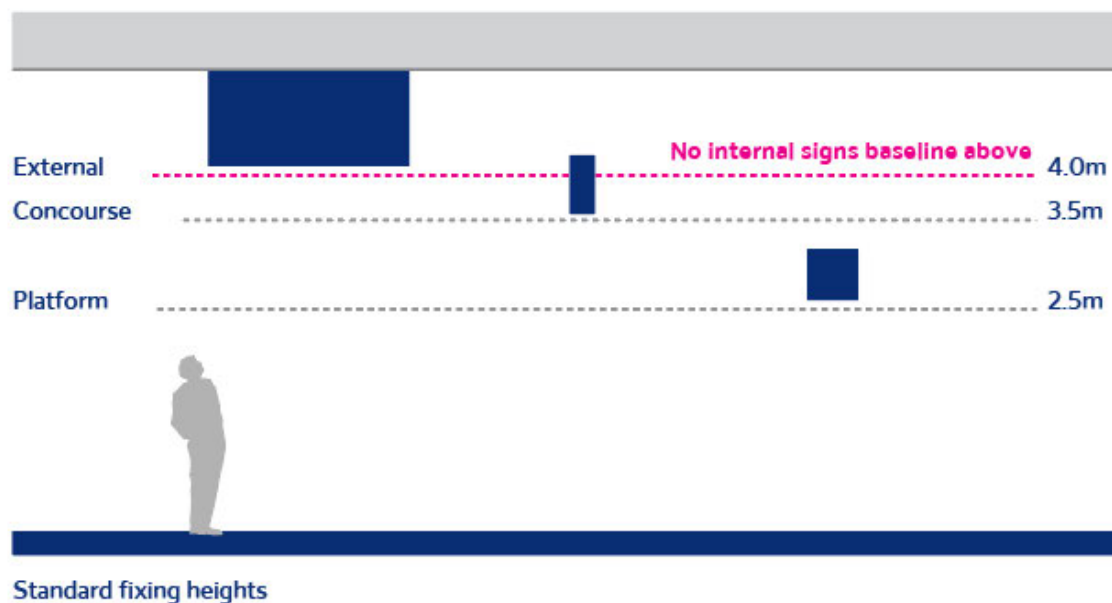
The diagram above illustrates the Standard letter height relative to viewing distances, as per the current catalogue of sign sizes - this date: (14th October 2022) .

Sign fixing height

Standard fixing heights have been established for suspended or bracketed signs, to ensure optimum visibility for the station user and allow for unimpeded operational activity within the station environment. Minimum clearances for these types of signs are:

- External signing and vehicle entrances: base of sign 4m.
- Concourse signing: base of sign 3.5m
- Platform signing: base of sign 2.5m






Wherever possible, signs should be installed with a common baseline height no higher than 4m. The fixing heights for other signs and notices will relate to architectural features such as facias, entrance canopies and doors.



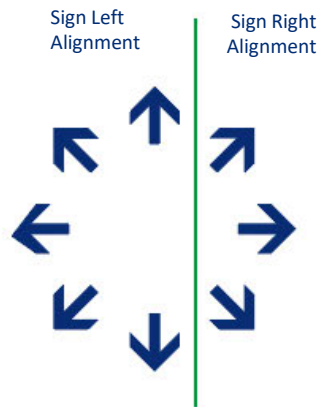
Directional Hierarchy

The use of arrows on signs must comply with the following principles.

Text alignment must be consistent with the direction of the destination of the arrow:

	To represent straight-ahead direction, or level change (up)
	For standard left / right directions
	To direct across a diagonal at area, or to represent level change (up)
	Only to represent level change (down)
	Used only to represent a level change (down)

Arrow placement principle



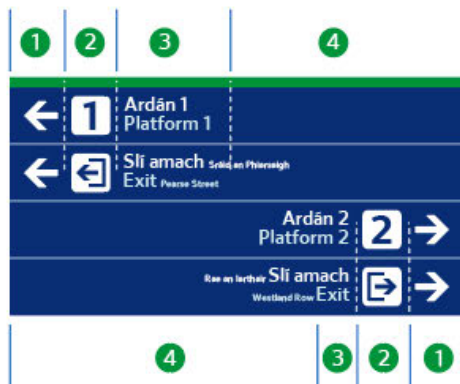
Sign information layout

When displaying information on our signs, the following text layout principles should be followed:

1. Arrow
2. Symbol
3. Legend
4. Secondary text (and icons)

The sequence applies equally when ranged left-to-right or right-to-left.

Secondary text must always be ranged to the same direction as other elements in the same line.



To maintain consistency, all signs are split into two text 'zones'; (range left / range right). Where possible text ranged to the left must appear at the top of the sign while text ranged to the right appears at the bottom.



Secondary text must never be used on its own.

Text ranged to the left must appear at the top.

Information hierarchy

The list below shows the standard hierarchy of information for all signs.

- 2 Platforms
- 3 Transport interchanges
- 4 Tickets
- 5 Toilets
- 6 Waiting lounges
- 7 Station facilities
- 8 Other facilities e.g. shopping
- 1 Exit

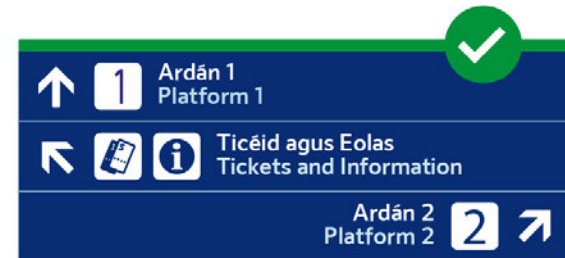
Exit information is treated as primary information, and therefore always appears at the bottom of the primary text 'zone'.

Sign pointing towards exits must always include the word 'Exit' and the relevant pictogram. They may also include secondary information according to the principal location they serve.

When placing the information in sequence to allow best use of space follow the following principle:

The primary destinations decision should come first in the sign and include arrow, icon and legend. Where the destination is secondary to that specific location (for example lounges or shopping) this information can be shortened to using just arrow and icons. There can be up to the maximum of 5 icons in this format.

Only one primary destination is permitted per line, but in exceptional circumstances space constraints may mean combining two facilities on one line. This should only be done for similar or associated facilities.



Accessibility

We generally direct passengers along accessible routes.

If a route includes barriers that require passengers with reduced mobility to take a detour, this alternative route should be clearly presented at the most appropriate decision point to allow a timely selection of the preferred alternative.

When applying secondary information there can be only 1 information element, text information (i.e. location) or icon.

In the case where accessibility information is needed, this should always be prioritised.

Accessible toilets must be clearly identified by adding the wheelchair icon next to the word 'Toilet'.



Via ramp



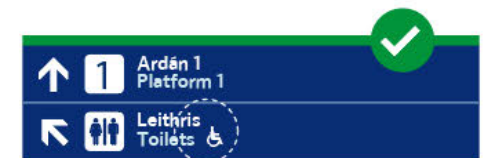
Via elevator



Where two icons can be confusing for accessible routes you can use the secondary position shown here.



No use of secondary text and secondary icon together. Choose one over the other.



Wheelchair icon

Accessibility

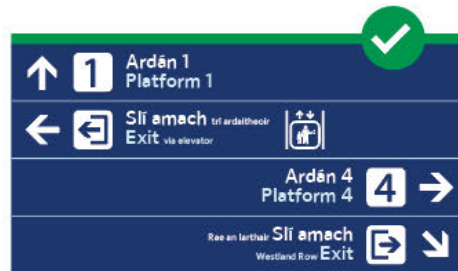
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Via ramp



Via elevator



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Wheelchair icon

Accessibility information

To aid in accessibility for the visually impaired we are to include braille translation where appropriate.

Following on from international standards the methodology to impliment braille is through these steps:

1. Include a visible and physical tab on the left side of the sign. This indicates that the sign or information decal has braille translation as well as indicating the start point for it.

2. Directly to the right of the tab start the braille translation in appropriate physical form. The braille translation doesn't need to be coloured, but it does need to be of right tactile raised size.



1. Indent tab

2. Braille translation



Follow the grid construction for the sign allowing a suitable space between information and braille translation.

This methodology applies to all relevant applications of braille on different formats.

Section 3

Elements

Typography

Our standard signing typeface is 'Brunel'. This is the only font allowed on the signs, and it must not be digitally altered in any way.

**ABCDEFGHI
JKLMOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
&*€!(-)?
ÁÉÍÓÚáéíóú
1234567890**

Brunel Positive Regular

**ABCDEFGHI
JKLMOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
&*€!(-)?
ÁÉÍÓÚáéíóú
1234567890**

Brunel Positive Bold

Typography

Across these guidelines font sizes are expressed in both Capital Height (CH) and Point Size (pt).

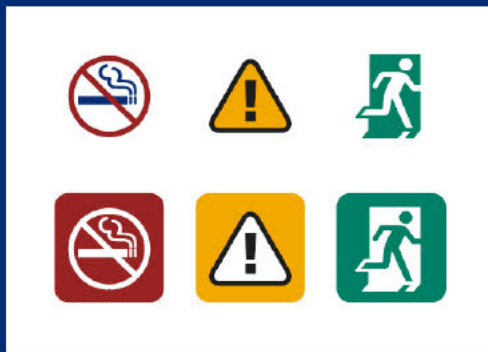
The type construction used in the grid layouts for the sign elements uses the x-height as a standard to allow for accurate measurement of type for the size of each sign.



Pictograms

Universal set of icons to be used in the wayfinding directional signage.

A number of these items can follow a alternate colour way system. This relates to mandatory and regulatory icons that are in their related defined colours.



Pictograms

Inverted Symbols should normally be used in a box, as shown on the previous page. There are three exceptions to this rule when symbols should not be boxed (inverted):

- When a symbol stands alone, on a sign without text, see g. A below.
- When a sign consists of only one text line and no arrow, see g. B below;
- When a symbol supports secondary text on a directional sign, see g. C below.

Symbols used alone can be a useful aid in locating facilities, as they can be displayed in a larger format than a sign with text would usually allow.



1a 2a 3a 4a 5a 6a 7a

1b 2b 3b 4b 5b 6b 7b



Fleet pictograms

A supplementary set of icons for use on fleet.

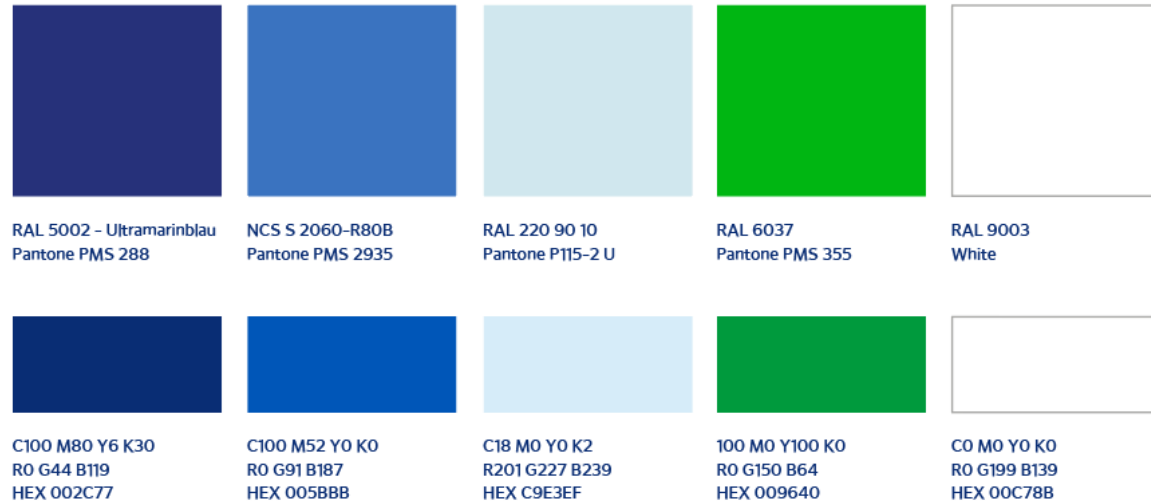


Primary Colours

The sign colours are defined in RAL and NCS standards for paint application. The intended finish for all signs contained in these guidelines is either stove enamelled or painted using polyester powder coating, with colours matching the appropriate code.

Approximate matches for Pantone Matching System (PMS) are provided as reference only. Die cut vinyl application or inkjet printing are not acceptable on permanent signs.

CMYK (Cyan, Magenta, Yellow and Black) and RGB (Red, Green and Blue) approximate matches are provided as reference for printed (CMYK) and digital (RGB) temporary signs only.







-  RAL 6037 - Colour band
-  RAL 5002 - Background
-  RAL 9003 - Icons and Irish text
-  RAL 220 90 10 - English text and divider line

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CMYK (Cyan, Magenta, Yellow and Black) and RGB (Red, Green and Blue) approximate matches are provided as reference for printed (CMYK) and digital (RGB) temporary signs only.


-  RAL 0000 - Colour band
-  RAL 5002 - Background
-  RAL 9003 - Icons and Irish text
-  RAL 220 90 10 - English text and divider line



				
RAL 5002—Background Pantone PMS 288	NCS S 2060-R80B Pantone PMS 2935	RAL 220 90 10 Pantone 115-2 U	RAL 220 90 10 Pantone PMS 7739	RAL 9003 White
				
C100 M80 Y6 K30 R0 G44 B119 HEX 002C77	C100 M52 Y0 K0 R0 G91 B187 HEX 002C77	C18 M0 Y0 K2 R0 G91 B187 HEX C9E3EF	C18 M15 Y100 K2 R44 G154 B66 HEX 309B42	C0 M0 Y0 K0 R255 G255 B255 HEX FFFFFFFF
				
Pantone PMS 137	Pantone 7680 C LUAS Logo	Pantone 485 C No smoking	Pantone 446 C Night Gate	
				
C0 M42 Y100 K0 R255 G165 B0 HEX 002C77	C82 M95 Y20 K7 R84 G50 B120 HEX 453278	C6 M97 Y100 K1 R225 G38 B28 HEX E1261C	C71 M57 Y61 K44 R61 G69 B67 HEX 3D4543	

Warning/Regulatory Colours

A second set of colours are added for use with mandatory and regulatory signs and decals.

				 <p>Doras eigeandála a oscailt Emergency door release</p> <p>1 Bris an ghloine Break glass</p> <p>2 Cas an lámh Turn handle</p> <p>3 Brúigh an doras Push door</p> <p>4 Steannheigh an doras ar oscailt Slide door open</p>
<p>RAL 1003 Pantone PMS 137</p>	<p>RAL 2003 Pantone PMS 158</p>	<p>RAL 3001 Pantone PMS 484</p>	<p>RAL 6032 Pantone PMS 3288</p>	
				<p> RAL 6037 - Colour band</p> <p> RAL 5002 - Background</p> <p> RAL 9003 - Icons and Irish text</p> <p> RAL 220 90 10 - English text and divider line</p> <p> NCS S 2060-R80B – English text on white</p>
<p>C0 M46 Y100 K30 R255 G161 B0 HTML FFA100</p>	<p>C0 M65 Y95 K0 R227 G114 B34 HTML E37222</p>	<p>C8 M94 Y99 K34 R152 G50 B34 HTML 983222</p>	<p>C100 M3 Y72 K13 R0 G133 B102 HTML 008566</p>	

Colours and the Language

To distinguish between the Irish and English text in signage and information formats, there is a colour combination selected to allow for maximum contrast and legibility, with a noticeable difference between the languages to allow for ease of use.

There is a set of colours for reverse out of the Primary Dark Blue (Pantone 288) and another set chosen for out of white and light colours.



- RAL 0000 - Colour band
- RAL 5002 - Background
- RAL 9003 - Icons and Irish text
- RAL 220 90 10 - English text and divider line



- RAL 5002 Icons & Text
- RAL 9003 - Background
- NCS S 2060-R80B- English text on white

Standard sign construction

Each sign size is defined by font size. The X-Height (XH) is used to create the grid that forms the signs construction method (Fig. A).

There is a minimum clearance around the text which is the base measurement for the finished signs. A coloured strip sized relative to the font XH size, is located at the top of all signs.

The same measurement of XH is used to define all the elements of the signage. The direction arrows and the iconography are in grids defined by the XH of the text (Fig. B)

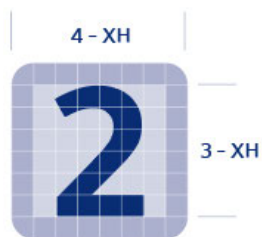
The line dividing the sign slats is defined as a measurement of 1/20 of the XH (Fig. C).



Fig. A

Top stripe band is 1 - XH

Main sign is 6 - XH per section of information



Icon box is 4 - XH
Icon inside to fit 3 - XH

Fig. B



Fig. C

Standard sign construction extras

Where there is secondary information text it appears $XH/2$ to the side of the main text and this text CH is $3/4 - XH$ (Fig. D).

IMPORTANT!

Secondary text is always to be read left to right even if the sign is aligned right (Fig d).



Fig. D

Secondary text is $3/4 - XH$ and placed $1/2 - XH$ to the main text

Where there is secondary icon, it appears $1 - XH$ to the side of the furthest main text and this icon is $2 - XH$ and centred in the vertical (Fig. E).



Fig. E

Secondary icon is $2 - XH$ and placed $1 - XH$ to the furthest main text

Standard sign sizes



Each sign size is defined by font size. The X-Height (XH) is used to create the grid that forms the signs construction method. The capital letters height (symbolised by CH) and the font size are expressed in points (symbolised by Aa).

There is a minimum clearance around the text which is the base measurement for the finished signs. A coloured strip sized relative to the font XH size, is located at the top of all signs.

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Standard sign sizes

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There is a minimum clearance around the text which is the base measurement for the finished signs. A coloured strip sized relative to the font XH size, is located at the top of all signs.

Height: 382mm Length: 1809mm	 <p>X Medium / 12m</p>	<p>XH - 44.1mm (CH - 60mm) Aa - 125 pt</p> <p>$XH/20 \text{ of } 44.1\text{mm} = 2.21\text{mm}$</p>
Height: 233mm Length: 1361.2	 <p>Medium / 9m</p>	<p>XH - 33.2mm (CH - 45mm) Aa - 198 pt</p> <p>$XH/20 \text{ of } 33.2\text{mm} = 1.66\text{mm}$</p>
Height: 196mm Length: 1148mm	 <p>Small / 7m</p>	<p>XH - 28mm (CH - 37.5mm) Aa - 168 pt</p> <p>$XH/20 \text{ of } 28\text{mm} = 1.4\text{mm}$</p>
Height: 98mm Length: 574.3mm	 <p>X Small / 3m</p>	<p>XH - 14mm (CH - 18.75mm) Aa - 83 pt</p> <p>$XH/20 \text{ of } 14\text{mm} = 0.7\text{mm}$</p>

Section 4

Signs

Sign Catalogue



External Totem S1.A



S1.A External Totem



External Directional S1.B



S1.B External Directional



External Interchange Totem S1.C



S1.C External Directional

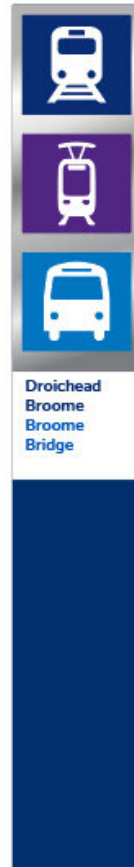
The colours for this sign need clarification from NTA on service colours. Currently the Bus service is blue and the Luas is Purple.

The colour breakdowns are as follows:

Bus Blue
100C 40M 0Y 0B

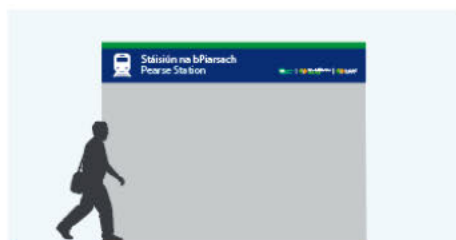


Luas Purple
85C 100M 0Y 0B



External Building ID

S2



S2 External Building ID



Signatory Station.
With DART Line

Note: This example is a Signatory Station.
Please refer to Page 41 of this document
For a Non Signatory station layout.

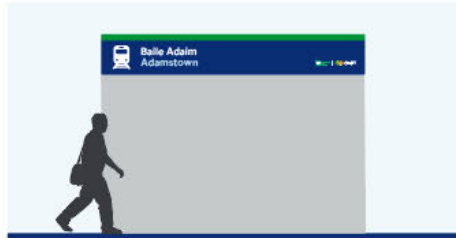
For more information on Signatory & Non
Signatory Stations, contact Building & Facilities at
Irish Rail.



Signatory Station.
With DART Line.

External Building ID

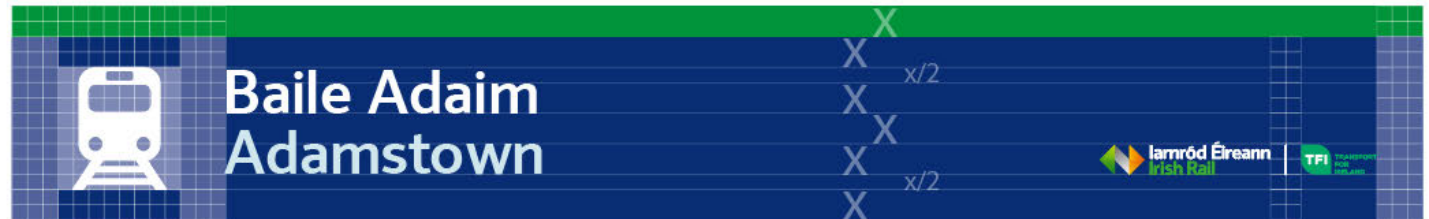
S2



S2 External Building ID

Note: This example is a non Signatory Station.
Please refer to Page 40 of this document to
see an example of a Signatory station.

For more information on Signatory & Non
Signatory Stations, contact Building & Facilities at
Irish Rail.



Non Signatory Station.
No DART Line



Non Signatory Station.
No DART Line.

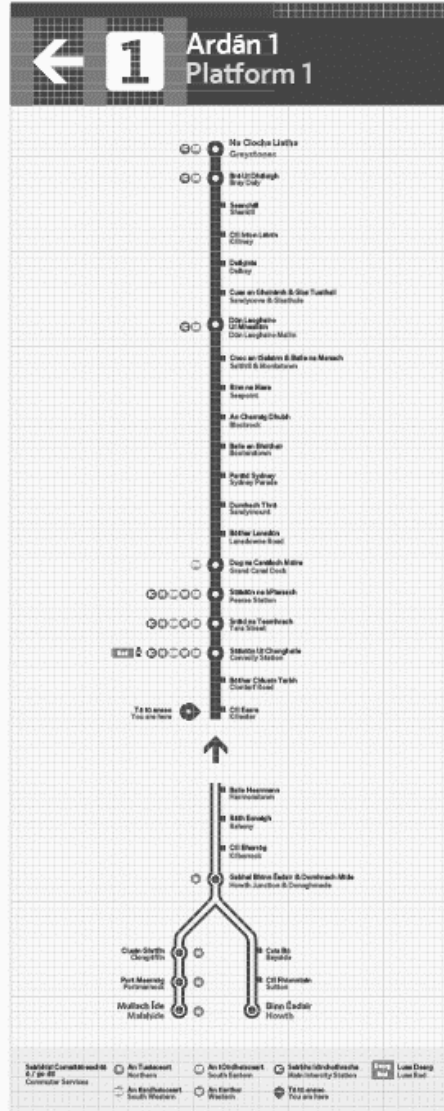
Orientation Sign S3.A



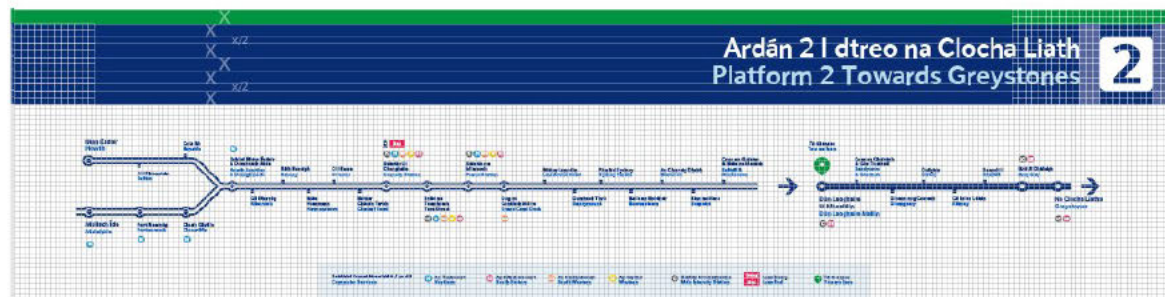
S3.A Orientation Sign

IMPORTANT!

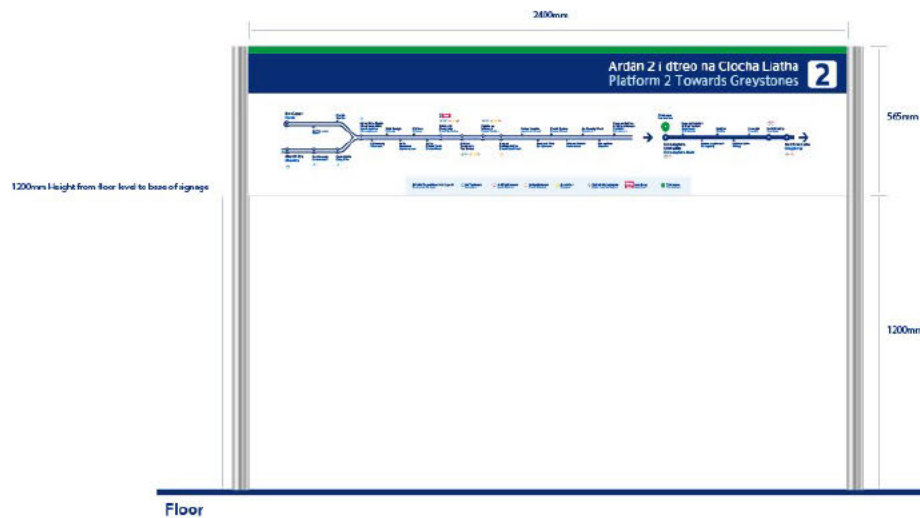
The Route Map example indicated on this page is currently in review (*January 2023*). Please consult with the Building & Facilities Office in Kent Station Cork for the Latest guidance.



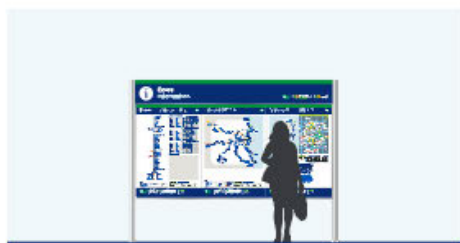
Orientation Sign S3.A



S3.A Orientation Sign



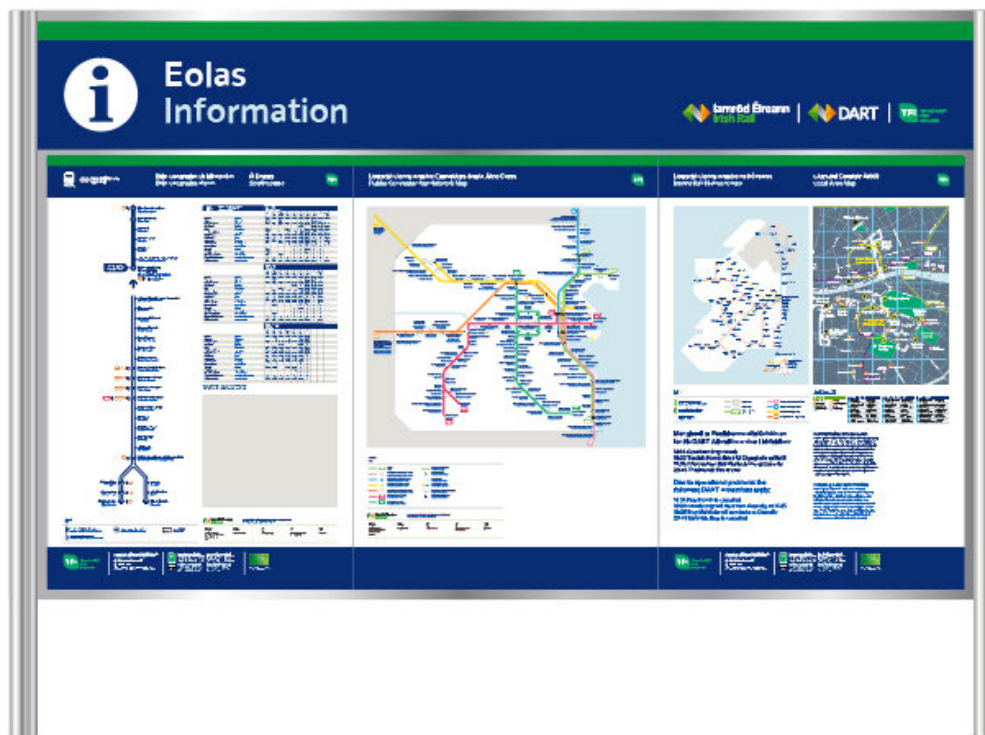
Information Point S3.B



S3.B Information Sign

An information point unit will be located in the most strategically visible location for passengers entering and leaving the station environment. It should house key information about the station, its services and its locality.

The posters within this unit should follow the print information layouts in the following chapter of these guidelines.



Digital S3.C



S3.C Digital

@ % Brightness

Blue	13 cd/m ²
White	197 cd/m ²
Light Blue	cd/m ²
Black	0 cd/m ²
Grey	108 cd/m ²
Yellow	134 cd/m ²

Character Height d = 17mm
Viewing Distance 4.25m

Scrolling Each Word displayed for min of 2 secs
Speed not to exceed 6 characters per sec

Imeachtaí Departures		13:52	
Am Time	Ceann Scribe Destination	Ardán Platform	Stádas Status
14:05	Corcaigh Cork	2	In am On time
14:20	Port Laoise Portlaoise	1	In am On time
14:45	Cathair na Mart Westport	2	In am On time
15:10	Port Láirge Waterford	3	In am On time
15:25	Port Laoise Portlaoise	4	In am On time
15:30	Luimneach Limerick	7	In am On time
15:35	Gaillimh Galway	7	In am On time
16:00	Corcaigh Cork	7	In am On time
16:20	Port Laoise Portlaoise	7	In am On time
16:25	Luimneach Limerick	7	In am On time
16:30	Gaillimh Galway	7	In am On time
16:40	Port Láirge Waterford	7	In am On time
17:00	Corcaigh Cork	7	In am On time
17:05	Trá Lí Tralee	7	In am On time

Fan le do thoil Please wait

Imeachtaí Departures		13:52	
Am Time	Ceann Scribe Destination	Ardán Platform	Stádas Status
14:05	Corcaigh Cork	2	In am On time
14:20	Port Laoise Portlaoise	1	In am On time
14:45	Cathair na Mart Westport	2	In am On time
15:10	Port Láirge Waterford	3	In am On time
15:25	Port Laoise Portlaoise	4	In am On time
15:30	Luimneach Limerick	7	In am On time
15:35	Gaillimh Galway	7	In am On time
16:00	Corcaigh Cork	7	In am On time
16:20	Port Laoise Portlaoise	7	In am On time
16:25	Luimneach Limerick	7	In am On time
16:30	Gaillimh Galway	7	In am On time
16:40	Port Láirge Waterford	7	In am On time
17:00	Corcaigh Cork	7	In am On time
17:05	Trá Lí Tralee	7	In am On time

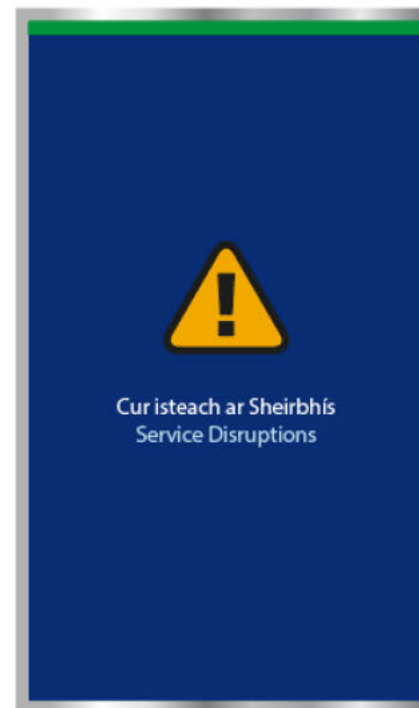
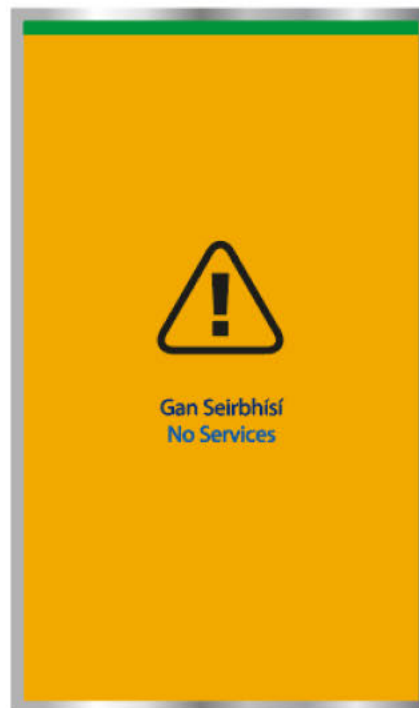
Fan le do thoil Please wait

Digital

S3.C



S3.C Digital



Imeachtaí Departures			13:52
Am Time	Ceann Scríbe Destination	Ardán Platform	Stádas Status
14:05	Corcaigh Cork	2	In am On time
14:20	Port Laoise Portlaoise	1	In am On time
14:45	Cathair na Mart Westport	2	In am On time
15:10	Port Láirge Waterford	3	In am On time
15:25	Port Laoise Portlaoise	4	In am On time
15:30	Luimneach Limerick	7	In am On time
15:35	Gallimh Galway	7	In am On time
16:00	Corcaigh Cork	7	In am On time
16:20	Port Laoise Portlaoise	7	In am On time
16:25	Luimneach Limerick	7	In am On time
16:30	Gallimh Galway	7	In am On time
16:40	Port Láirge Waterford	7	In am On time
17:00	Corcaigh Cork	7	In am On time
17:05	Trá Lí Tralee	7	In am On time

Fan le do thoil Please wait

Digital S3.C



S3.C Digital



@ 65% Brightness

@ 15% Brightness

Blue	54 cd/m ²	17.6 cd/m ²
White	616 cd/m ²	167 cd/m ²
Light Blue	615 cd/m ²	cd/m ²
Green	134 cd/m ²	170 cd/m ²

Character Height d = 32mm
Viewing Distance 8m

Scrolling Each Word displayed for min of 2 secs
Speed not to exceed 6 characters per sec

@ 30 % Brightness

Blue	60 cd/m ²
White	1300 cd/m ²
Light Blue	730 cd/m ²

Character Height d = 60mm
Viewing Distance 15m

Scrolling Each Word displayed for min of 2 secs
Speed not to exceed 6 characters per sec

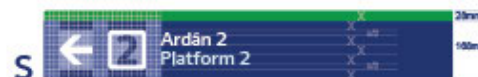
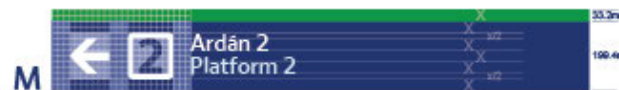
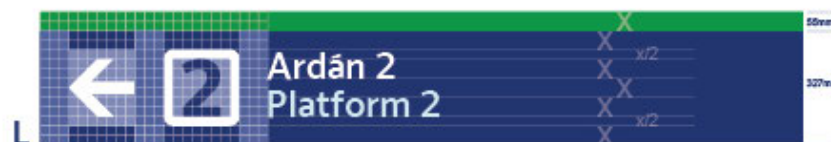
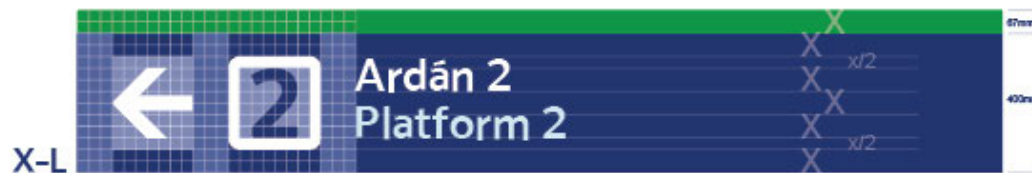
Directional Sign

S4 - Sizes



S4 Directional Sign

Size	View Distance Meters	Typeface Size			Sign Measurements	
		XH mm	CH mm	pt	Sign Ht mm	Stripe Ht mm
XX-Large	27m	102	138	624	716	102
X-large	18m	67	90	398	467	56
Large	15m	55	75	327	382	55
X-Medium	12m	44.1	60	125	382	44.1
Medium	9m	33.2	45	198	232.6	33.2
Small	7m	28	37.5	168	196	28
X-Small	3,5m	14	18.75	83	97.3	14



Directional Sign S4 - Modular

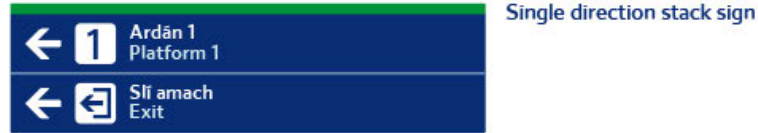


S4 Directional Sign

The directional signs are constructed in modular format allowing for a flexible use of signing depending on location space and height.



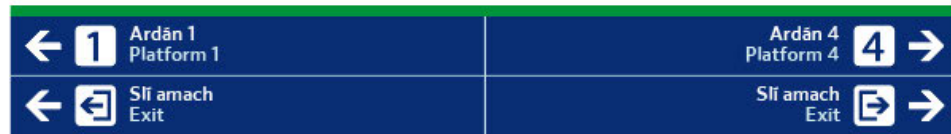
Single sign



Single direction stack sign



Dual direction stack sign



Dual direction linear sign

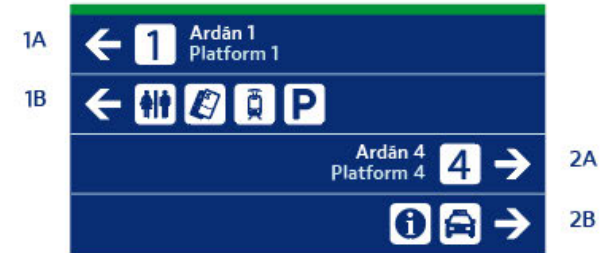


Dual direction linear sign central component

Directional Sign S4 - Information



S4 Directional Sign



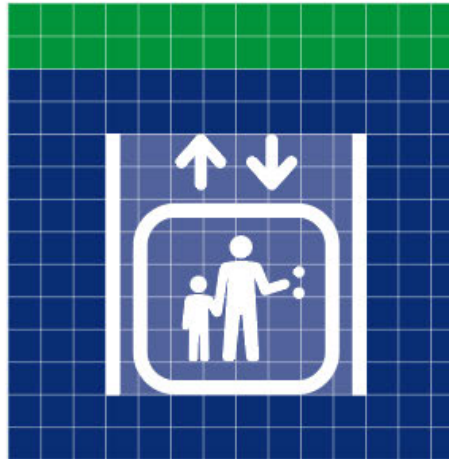
When sequencing information lead with the left first (1) and follow with right side second (2).

Lift Identifier

S5.A



S5.A Lift Identifier



Lift Information S5.B



S5.B Lift Information

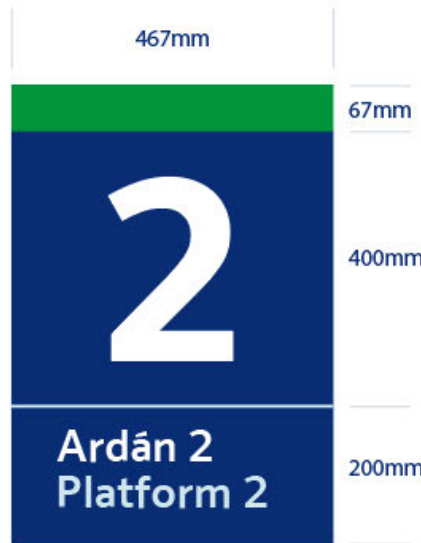
Two versions of a lift information sign are shown side-by-side. The sign on the left has a grid background, while the one on the right has a solid dark blue background. Both signs are 210mm high and 142mm wide. Each sign features a green header with a lift icon and the text 'Chun an t-ardaitheoir a úsáid' and 'To use lift'. Below the header are four numbered steps, each with an icon and text in both Irish and English:

- 1** Brúigh ar an gcnaipe don ghléas idirchumarsáide
Press intercom button
- 2** Labhair leis an oibritheoir
Speak to operator
- 3** Brúigh ar an gcnaipe don ardaitheoir
Press lift button
- 4** Téigh isteach san ardaitheoir
Enter the lift

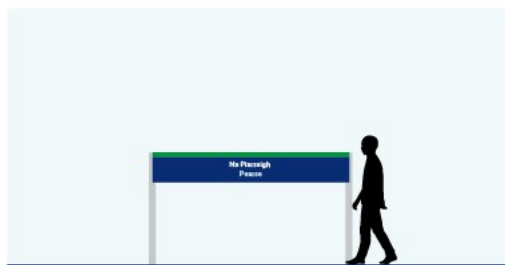
Platform ID S6



S6 Platform ID



Location ID S7

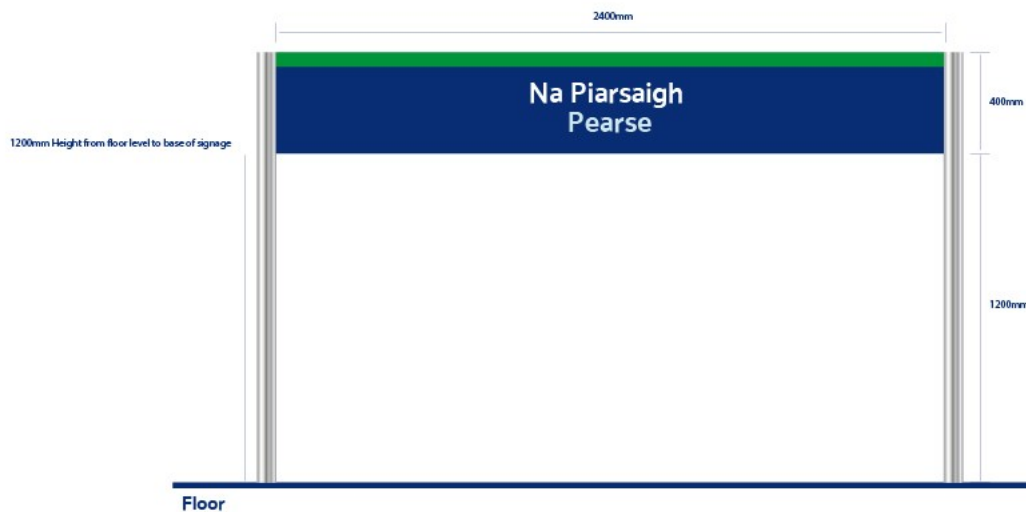


S7 Floor Location ID

Signatory Stations Free Standing

NOTE: 1.2 Meter Clearance from Floor to base of Sign.

For more information on Signatory & Non Signatory Stations, contact Building & Facilities at Irish Rail.



Location ID

S7

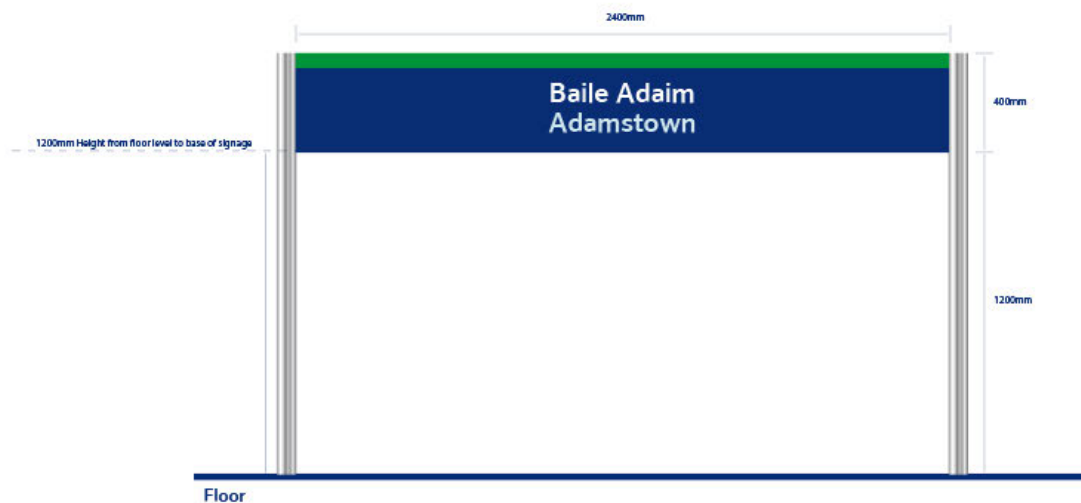


S7 Floor Location ID

Non Signatory Stations Free Standing

NOTE: 1.2 Meter Clearance from Floor to base of Sign.

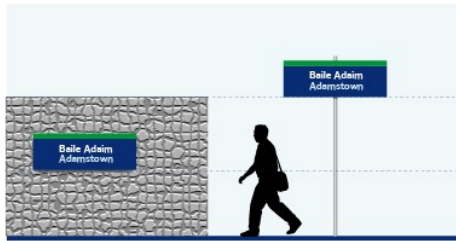
For more information on Signatory & Non Signatory Stations, contact Building & Facilities at Irish Rail.



Location ID

Non Signatory Stations

S7



S7 Location ID - Fixed to wall, fence or Pole

Non Signatory Stations Fixed To Wall, Fence or Pole

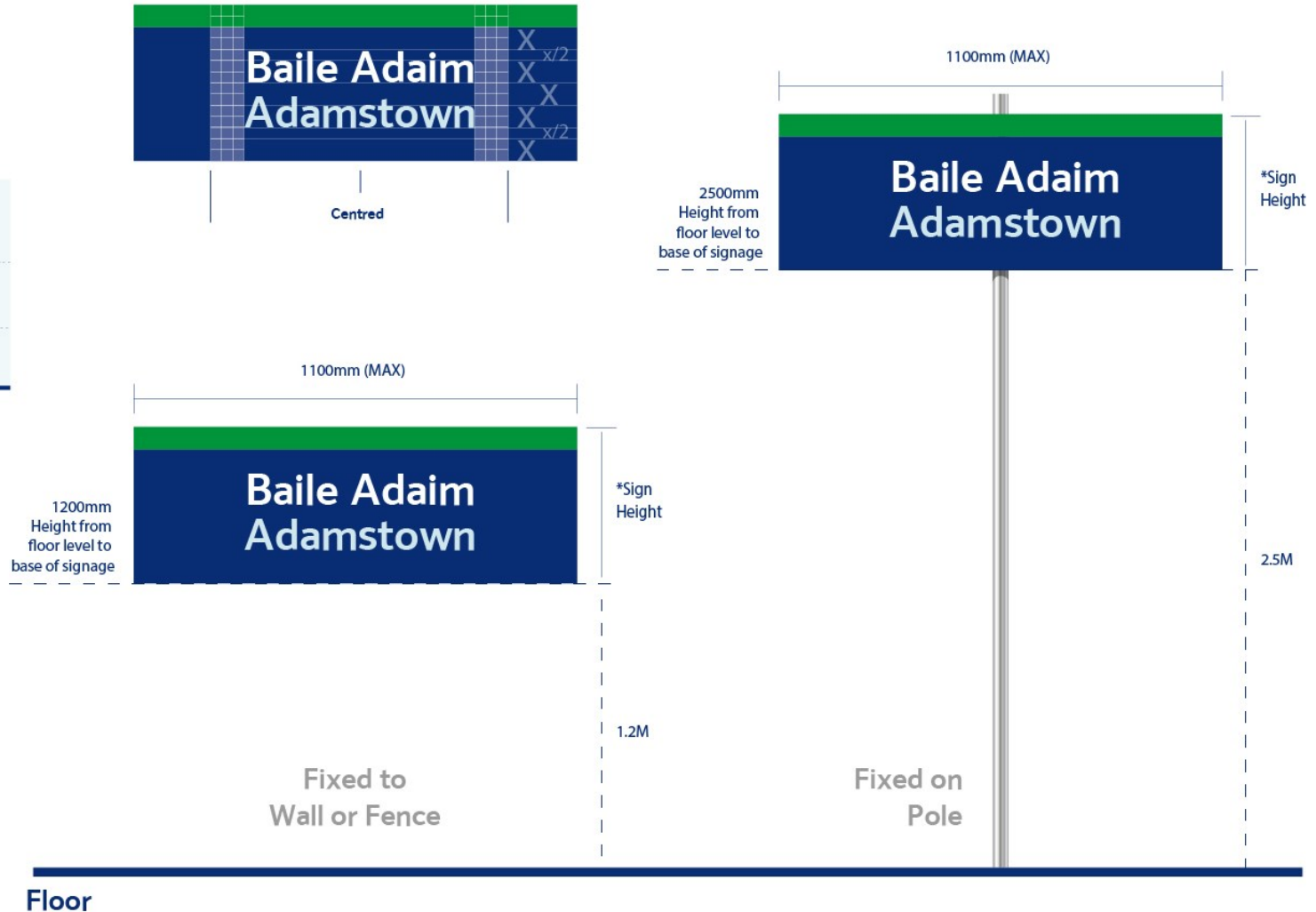
Important:

Station Names may vary. The *Height of the sign may be increased to accommodate the extra text on multiple lines.

Do not exceed 2 lines of text for both the Irish & English Station names.

The Width of the Sign may not exceed 1100mm.

For more information on Signatory & Non Signatory Stations, contact Building & Facilities at Irish Rail.

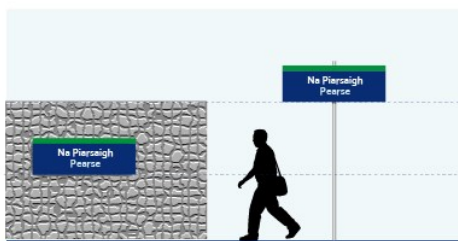


Floor

Location ID

Signatory Stations

S7



S7 Location ID - Fixed to wall, fence or Pole

Signatory Stations

Fixed To Wall, Fence or Pole

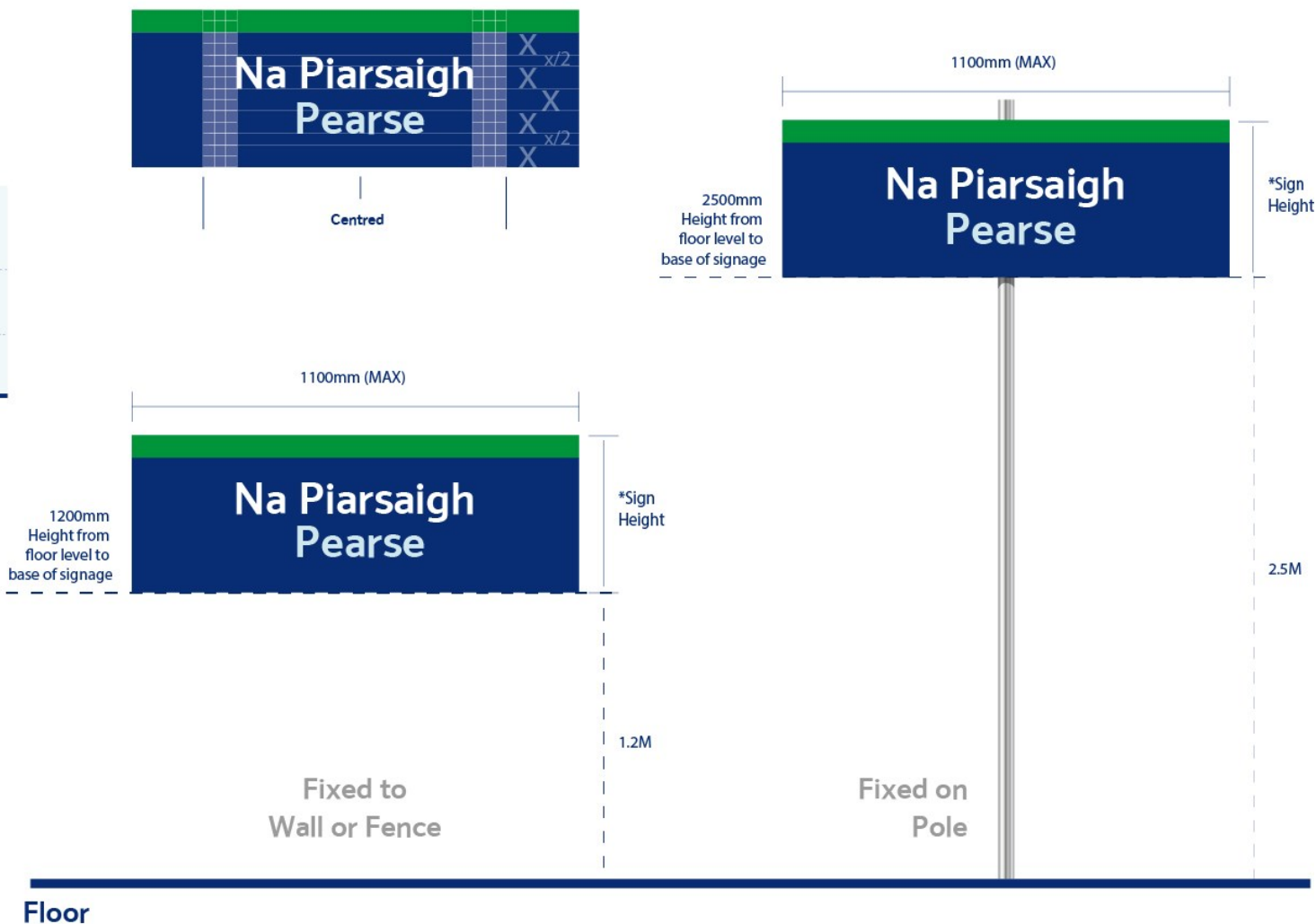
Important:

Station Names may vary. The *Height of the sign may be increased to accommodate the extra text on multiple lines.

Do not exceed 2 lines of text for both the Irish & English Station names.

The Width of the Sign may not exceed 1100mm.

For more information on Signatory & Non Signatory Stations, contact Building & Facilities at Irish Rail.



Floor

Company Room ID

S8



S8 Company Room ID

- Station Controller
- Electrical Room
- Service Lift
- Engineering

Amenity ID

S9



- S9** Amenity ID
- Toilets
 - Changing Rooms
 - Lounges
 - Car Parks
 - Cycle Parking

Directionality influences the use of these signs. The flow of traffic direction and approach to the amenity is the key decider.

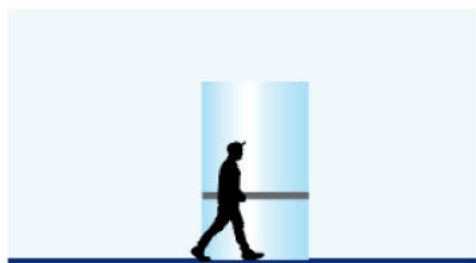


Approaching sign from perpendicular angle

Approaching sign from straight on



Safety Decal 01



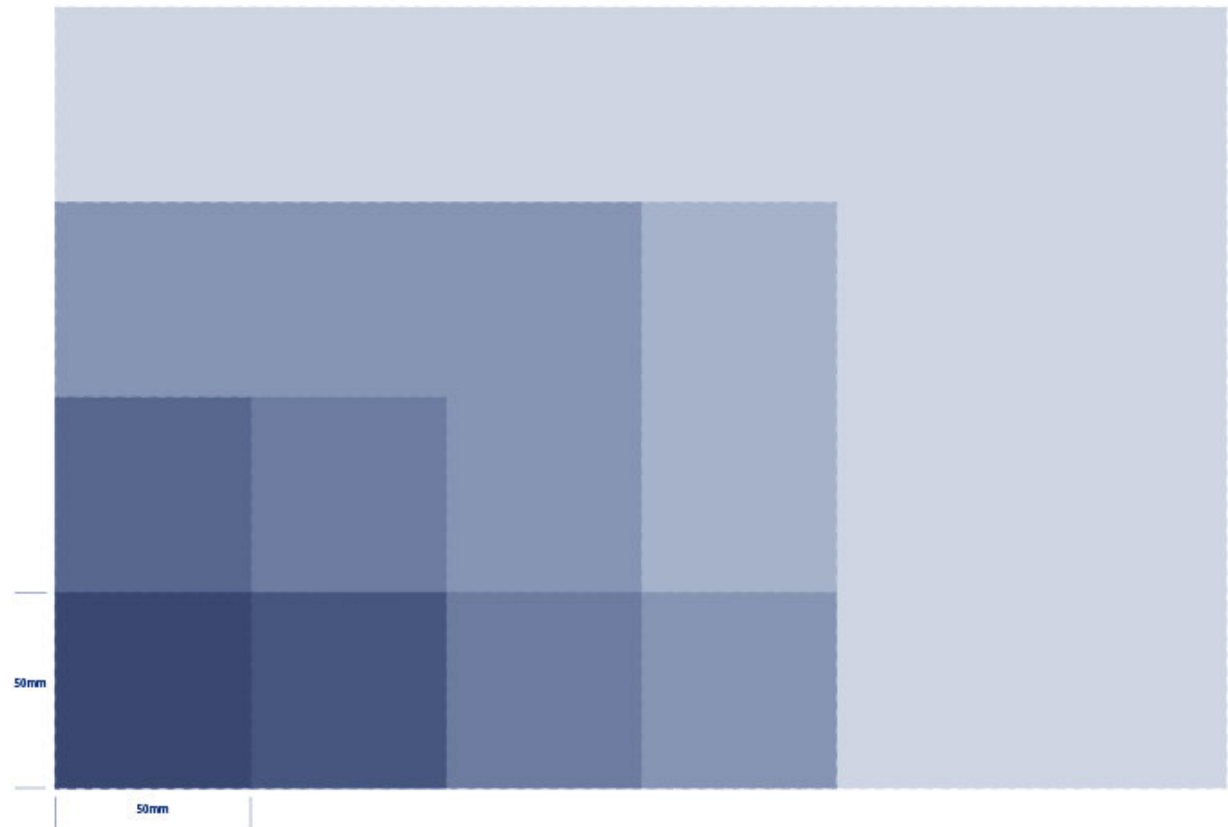
O1 Safety Decal



The addition of a high visibility strip on glass walls and doors has to adhere to these measurement rules. A solid line needed on moving doors, where a pattern approach can be used on static glass surfaces.

Operational, Regulatory and Fleet decals

There are a number of operational, regulatory and fleet decals that populate the wayfinding and information system. To regularise these different sizes have been constructed within a grid construct. Using 50mm as the base grid unit size.



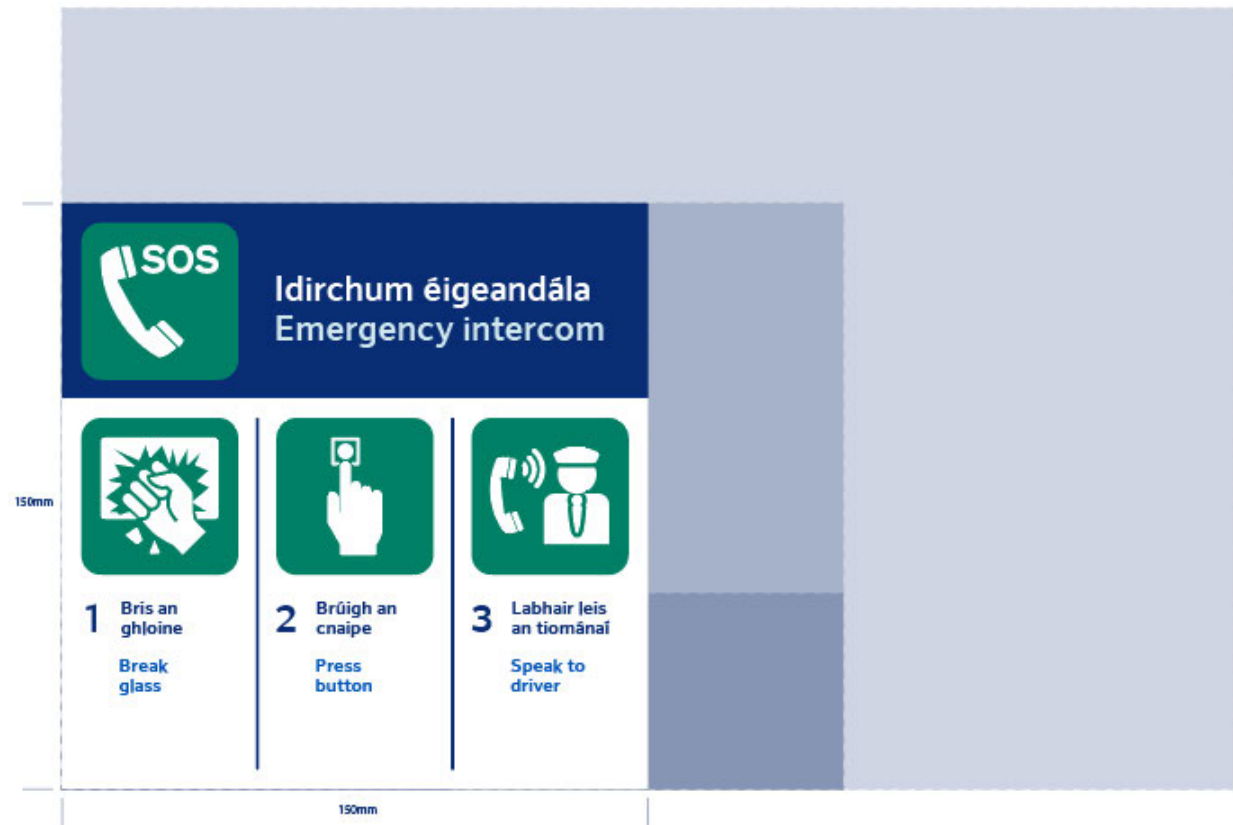
Operational, Regulatory and Fleet decals

Here is an example of the grid in application.



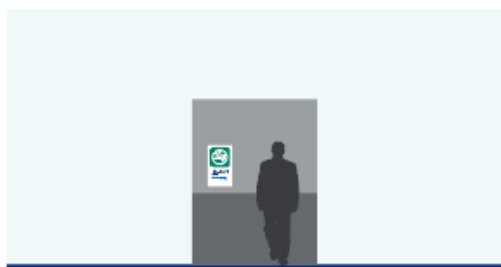
Operational, Regulatory and Fleet decals

Here is an example of the grid in application.



Operational

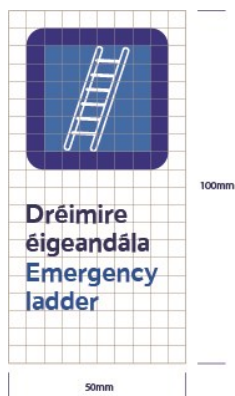
O2



O2

Operational

No Smoking
CCTV in Operation
Hours of Operation



Regulatory and Fleet

03

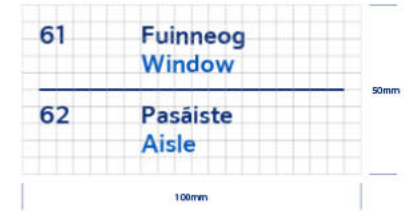


03 Regulatory and Fleet

- Fire Stairs
- FHR
- Fire Control
- Hazards

Non-emergency warning signs:
These signs are to be used to provide general behavioural information. They perform a supplementary function to the station wayfinding system.

There are three categories.:



Prohibition



General Warning



Fleet Signage

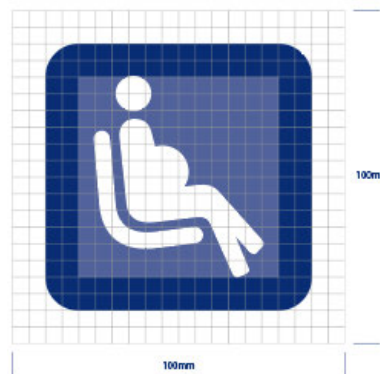
03



03 Fleet Signage

- Fire Stairs
- FHR
- Fire Control
- Hazards

Regulatory internal and PRM signs can be used in various sizes. To allow for PRM regulatory icons size (A) large format to be used. Size (B) with the standard size icons allow for more information and text, braille inclusion.



A



B

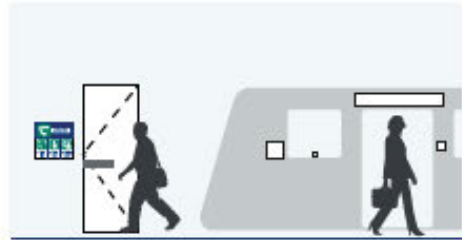


A






B





Fleet Signage 03



03 Regulatory and Fleet

Fire Stairs
FHR
Fire Control
Hazards

		
Ní m6r dult tic6ad ball a bheith agat chun talsteal ar gach ceann d6r seirbh6is. You must have a valid ticket to travel on any of our services.	Mura mbeidh tic6ad agat, gearrfar t6ille pion6is ort agus/n6 d6anfar t6 a ionch6iseamh 'sna c6irteanna. Failure to do so will result in a penalty fare and/or prosecution through the courts.	Bí ag s6il leis go mbeifear ag seiceall tic6ad. Expect to be checked.

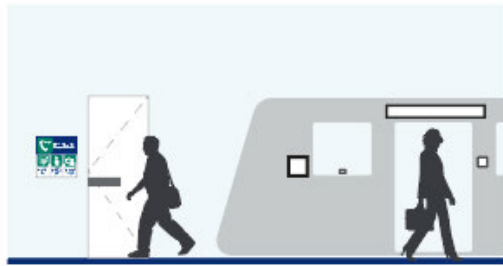
 Idirchum 6igeand6la Emergency Intercom		
		
1 Bris an ghloine Break glass	2 Br6igh an cn6ipe Press button	3 labhair leis an tsiar6n6al Speak to driver

		
Ní m6r dult tic6ad ball a bheith agat chun talsteal ar gach ceann d6r seirbh6is. You must have a valid ticket to travel on any of our services.	Mura mbeidh tic6ad agat, gearrfar t6ille pion6is ort agus/n6 d6anfar t6 a ionch6iseamh 'sna c6irteanna. Failure to do so will result in a penalty fare and/or prosecution through the courts.	Bí ag s6il leis go mbeifear ag seiceall tic6ad. Expect to be checked.

 Idirchum 6igeand6la Emergency Intercom		
		
1 Bris an ghloine Break glass	2 Br6igh an cn6ipe Press button	3 labhair leis an tsiar6n6al Speak to driver

Fleet Signage

03



03 Fleet Signage

- Fire Stairs
- FHR
- Fire Control
- Hazards

Regulatory internal and PRM signs can be used in various sizes. To allow for PRM regulatory icons size (A) large format to be used. Size (B) with the standard size icons allow for more information and text, braille inclusion.

Ní mór duit ticéad baili a bheith agat chun taisteal ar gach ceann dár seirbhísi. You must have a valid ticket to travel on any of our services.	Mura bhfuil ticéad agat, gearrfar tálle pionóis ort agus/nó déanfar tú a ionchúiseamh 'sna cúirteanna. Failure to do so will result in a penalty fare and/or prosecution through the courts.	Bí ag súil leis go mbeifear ag seiceáil ticéad. Expect to be checked.
150mm		

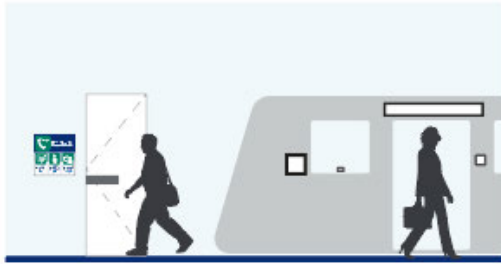
Idirchum éigeandála Emergency intercom		
1 Bris an ghloine Break glass	2 Brúigh an cnaipe Press button	3 Iobhair leis an tiománaí Speak to driver
150mm		

Ní mór duit ticéad baili a bheith agat chun taisteal ar gach ceann dár seirbhísi. You must have a valid ticket to travel on any of our services.	Mura bhfuil ticéad agat, gearrfar tálle pionóis ort agus/nó déanfar tú a ionchúiseamh 'sna cúirteanna. Failure to do so will result in a penalty fare and/or prosecution through the courts.	Bí ag súil leis go mbeifear ag seiceáil ticéad. Expect to be checked.

Idirchum éigeandála Emergency intercom		
1 Bris an ghloine Break glass	2 Brúigh an cnaipe Press button	3 Iobhair leis an tiománaí Speak to driver

Fleet Signage

03



03 Fleet Signage

- Fire Stairs
- FHR
- Fire Control
- Hazards

Regulatory internal and PRM signs can be used in various sizes. To allow for PRM regulatory icons size (A) large format to be used. Size (B) with the standard size icons allow for more information and text, braille inclusion.

Treoracha Sábháilteachta do Chustaiméirí
Customer Safety Instructions

I bhformhór na gcásanna éigeandála is é an rud is sábháilte ná FANAIGHT AR AN TRAEIN
In most emergency situations it is safest to REMAIN ON THE TRAIN

1

- Fan ar an traein
- Más gá:
- Téigh go dtí an chéad charr eile
- Remain on the train
- If necessary:
- Move to the next car

2

- Gleoigh ar chriú na treosach
- Lean a gcuide treosach
- Call the train crew
- Follow their instructions

3

Má bhíonn tú an traein a fhágáil:

- Fan go stopfaidh an traein
- Fág an traein tríd na príomhdhoirse

If you must leave the train:

- Wait for the stop
- Then exit the train by the main doors

4

Má níl leat an traein a fhágáil tríd na príomhdhoirse:

- Aistriú an fhúinneog éigeandála
- Úsáid an casúr atá ar fáil chun an fhúinneog a bhrioscadh
- Fág an traein tríd an bhfúinneog

If you can not leave by the main doors:

- Locate the emergency window
- Use the hammer provided to break the window
- Exit train through the window

300mm

Treoracha Sábháilteachta do Chustaiméirí
Customer Safety Instructions

I bhformhór na gcásanna éigeandála is é an rud is sábháilte ná FANAIGHT AR AN TRAEIN
In most emergency situations it is safest to REMAIN ON THE TRAIN

1

- Fan ar an traein
- Más gá:
- Téigh go dtí an chéad charr eile
- Remain on the train
- If necessary:
- Move to the next car

2

- Gleoigh ar chriú na treosach
- Lean a gcuide treosach
- Call the train crew
- Follow their instructions

3

Má bhíonn tú an traein a fhágáil:

- Fan go stopfaidh an traein
- Fág an traein tríd na príomhdhoirse

If you must leave the train:

- Wait for the stop
- Then exit the train by the main doors

4

Má níl leat an traein a fhágáil tríd na príomhdhoirse:

- Aistriú an fhúinneog éigeandála
- Úsáid an casúr atá ar fáil chun an fhúinneog a bhrioscadh
- Fág an traein tríd an bhfúinneog

If you can not leave by the main doors:

- Locate the emergency window
- Use the hammer provided to break the window
- Exit train through the window

Section 5

Info.

Posters Information



Eolas Information

Teideal don Teachtaireacht Speisialta suas le 50 litir

Title for Special Message up to 50 letters

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Iannród Éireann Irish Rail | **Eolas Information** | 1800 386 222 | www.irishrail.ie

TFI | **Transport for Ireland** | **www.transportforireland.ie**

Eolas Information

Teideal don Teachtaireacht Speisialta suas le 50 litir

Title for Special Message up to 50 letters

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Iannród Éireann Irish Rail | **Eolas Information** | 1800 386 222 | www.irishrail.ie

TFI | **Transport for Ireland** | **www.transportforireland.ie**

Information and other forms of notices in poster format should keep the information contained in as simple and clear layout as possible. No over embellishing the messaging, for example adding unnecessary boxes etc.

Irish text always first with English to follow.

Posters Information



The regulatory red colour can be used in the header banner when the notice is of more importance or urgency.

Obair Innealtóireachta
Engineering Works

Teideal don Teachtaireacht Speisialta suas le 50 litir

Title for Special Message up to 50 letters

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info@irishrail.ie 1800 368 222 www.irishrail.ie

Posters Information



Where there are multiple messages within the one notice simplify the message where possible and allow each language to conform to a paragraph of its own.

The Irish language column should always come first, reading left to right.

Fógra do Chustaiméirí
Customer Notice

Fógra Tábhachtach

Important Notice

Ní mór do phaisinéirí ticéad baili a cheannach sula dtéann siad ar bord traenach ón stáisiún seo.

Tá ticéid ar fáil ón oifig áirithinte agus / nó ón meaisín uathoibríthe díola ticéad ar an ardán.

Passengers must purchase a valid ticket before boarding a train from this station.

Tickets are available from the booking office and/or the automated ticket vending machine on the platform.

DÉANFAR IONCHÚISITHEOIRÍ TÁILLE A IONCHÚISEAMH
FARE EVADERS WILL BE PROSECUTED

Má theipeann ort ticéad baili a fháil d'fhéadfadh fineáil agus/nó ionchúiseamh cúirte a bheith mar thoradh ort.

Failure to have a valid ticket could lead to a fine and/or a court prosecution.

|
info@irishrail.ie
|
 850 346 222
 |
www.irishrail.ie

Transport for London
 DART
 Dublin Bus

Fógra do Chustaiméirí
Customer Notice

<p>Déanfar ionchúisitheoirí táille a ionchúiseamh</p> <p>Ní mór do phaisinéirí ticéad baili a cheannach sula dtéann siad ar bord traenach ón stáisiún seo.</p> <p>Tá ticéid ar fáil ón oifig áirithinte agus/nó ón meaisín uathoibríthe díola ticéad ar an ardán.</p> <p>Má theipeann ort ticéad baili a fháil d'fhéadfadh fineáil agus/nó ionchúiseamh cúirte a bheith mar thoradh ort.</p>	<p>Fare evaders will be prosecuted</p> <p>Passengers must purchase a valid ticket before boarding a train from this station.</p> <p>Tickets are available from the booking office and/or the automated ticket vending machine on the platform.</p> <p>Failure to have a valid ticket could lead to a fine and/or a court prosecution.</p>
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|
info@irishrail.ie
|
 850 346 222
 |
www.irishrail.ie

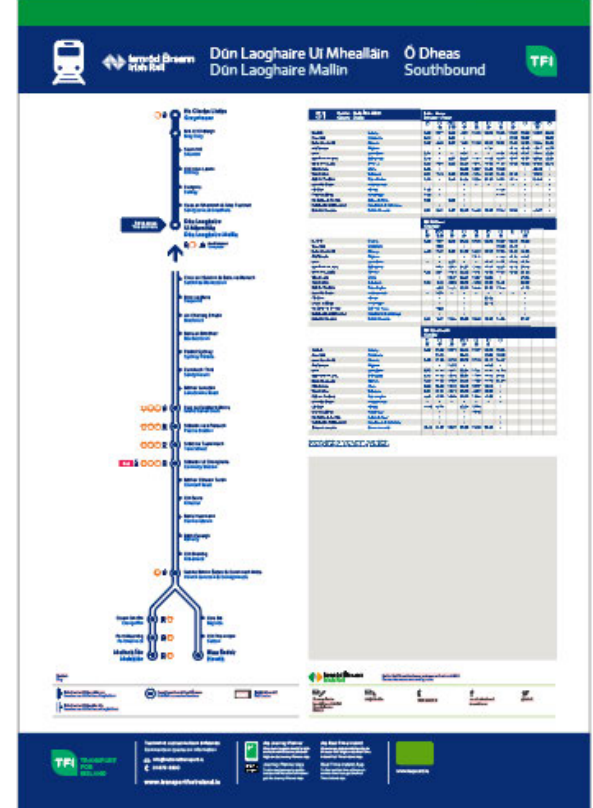
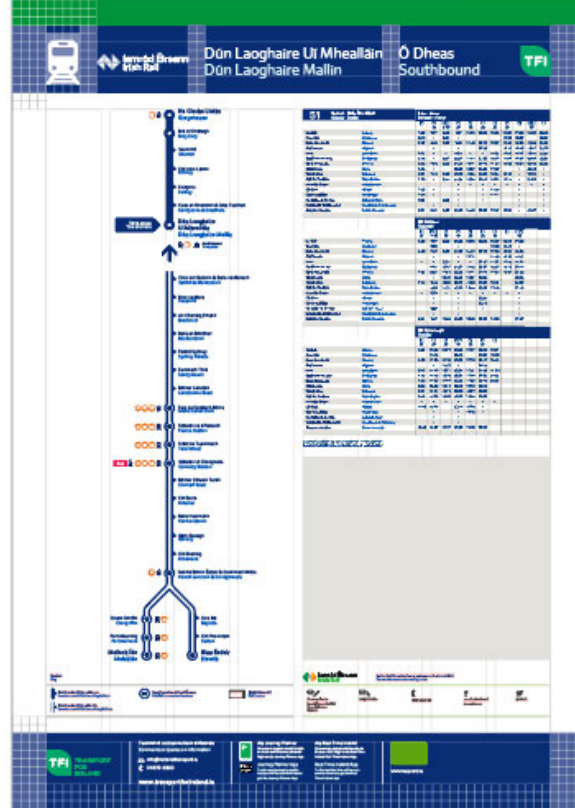
Transport for London
 DART
 Dublin Bus

Posters Information.

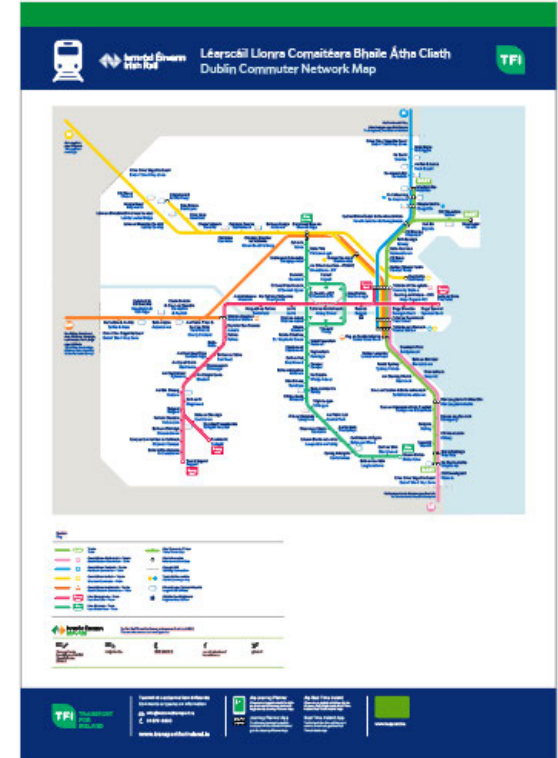
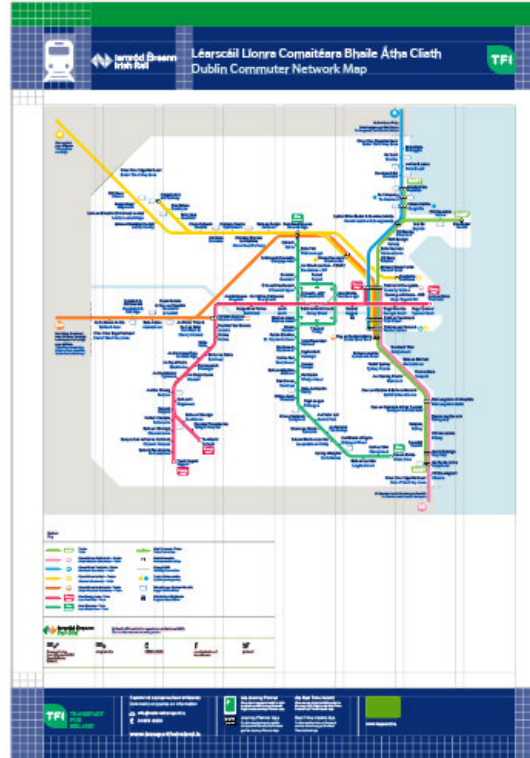


Posters

Travel Info.



Posters Commuter Map



Posters Mapping



Léarscáil Líonra Iarrnóid na hÉireann
Ireland Rail Network Map

Léarscáil Ceantair Áitiúil
Local Area Map

Líneanna	
●	Comharthaíocht
●	Comharthaíocht
●	Comharthaíocht
●	Comharthaíocht
●	Comharthaíocht
●	Comharthaíocht
●	Comharthaíocht

Ceantair	
●	Comharthaíocht
●	Comharthaíocht
●	Comharthaíocht
●	Comharthaíocht
●	Comharthaíocht
●	Comharthaíocht
●	Comharthaíocht

Mar gheall ar fhadhbanna oibríocháin an tar éis DART Athrúithe a chur i bhfeidhm

14:55 Cúlaithe Bray Howth
 16:20 Tiontú Hovh Bré ó Li Chonghale ag 16:45
 19:05 Crichtuair Bré Mhullach léig ag Connolly
 20:45 Tá Malahide Bré ar ceall

Due to operational problems the following DART Alterations apply:

14:55 Bray Howth is cancelled
 16:20 Howth Bray will start from Connolly at 16:45
 19:05 Bray Malahide will terminate at Connolly
 20:45 Malahide Bray is cancelled

Comharthaíocht Líonra

Comharthaíocht Ceantair

Comharthaíocht Líonra

Comharthaíocht Ceantair

Comharthaíocht Líonra

Comharthaíocht Ceantair

Comharthaíocht Líonra

Comharthaíocht Ceantair

Léarscáil Líonra Iarrnóid na hÉireann
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Léarscáil Ceantair Áitiúil
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Ceantair	
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●	Comharthaíocht
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Comharthaíocht Ceantair

Comharthaíocht Líonra

Comharthaíocht Ceantair

Comharthaíocht Líonra

Comharthaíocht Ceantair

Comharthaíocht Líonra


Comharthaíocht Ceantair

Information Sign





**Cosc ar Pháirceáil,
Clampáil i bhfeidhm**

**No parking
Clamping in operation**



**Páirceáil íoc agus taispeáin i
limistéir ainmnithe amháin.
Clampáil i bhfeidhm.**

**Pay and display parking in
designated areas only.
Clamping in operation.**



**Cuirfear clampáil ar
charranna atá páirceáilte
anseo gan údarú.**

**Cars parked here without
authorisation will be clamped.**

**Páirceáil
d'fhoireann CME
amháin**

**Parking for CME
staff only**



**Cosc ar Pháirceáil,
Clampáil i bhfeidhm**

**No parking
Clamping in operation**



**Páirceáil íoc agus taispeáin i
limistéir ainmnithe amháin.
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d'fhoireann CME
amháin**

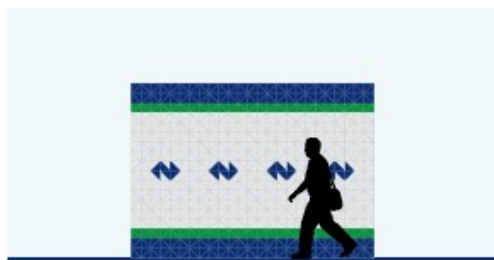
**Parking for CME
staff only**



Extra

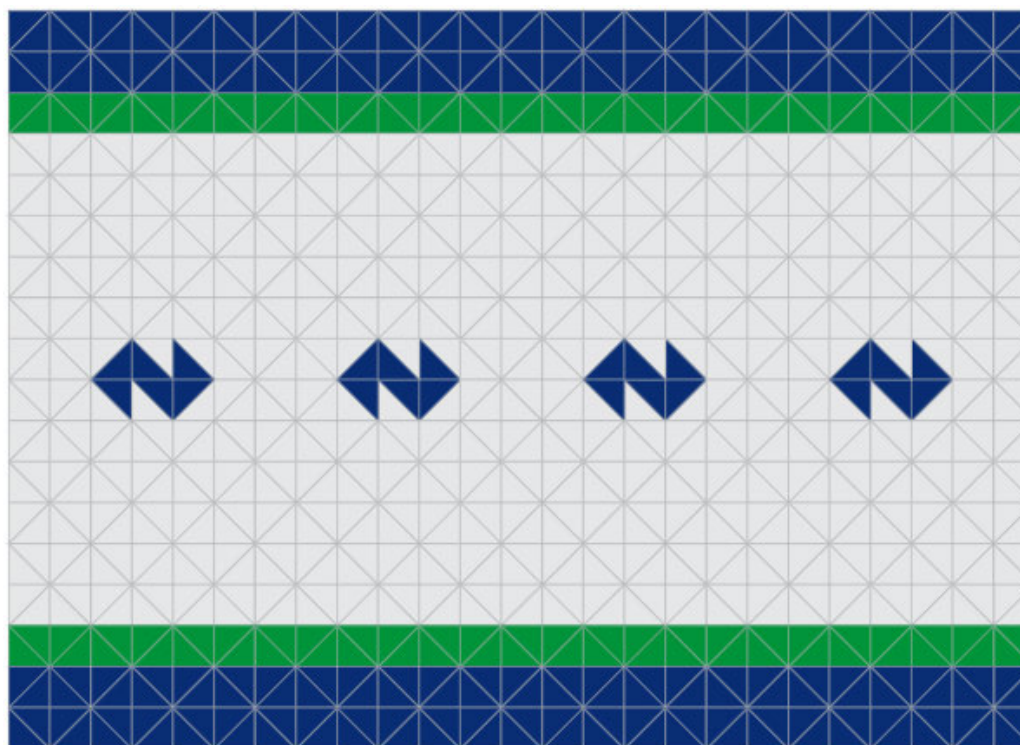
Station personalisation

Mural element



Iarnród Éireann Irish Rail stations are fulcrum points in the hearts of their communities. Where appropriate it would be an initiative to personalise each of the stations to their location creating a strong connection to the place and its community.

This can be expressed through artistic installations like murals or even dressage with planting.



Brand personalisation should be considered wherever appropriate. Subtle inclusions of brand application can be implemented in various forms. For example a ceramic tile could

be developed in a triangular shape to match the shapes within the logomark. These tiles could be used to create bespoke murals or even embellish the tiling in the toilets.

Other asset application



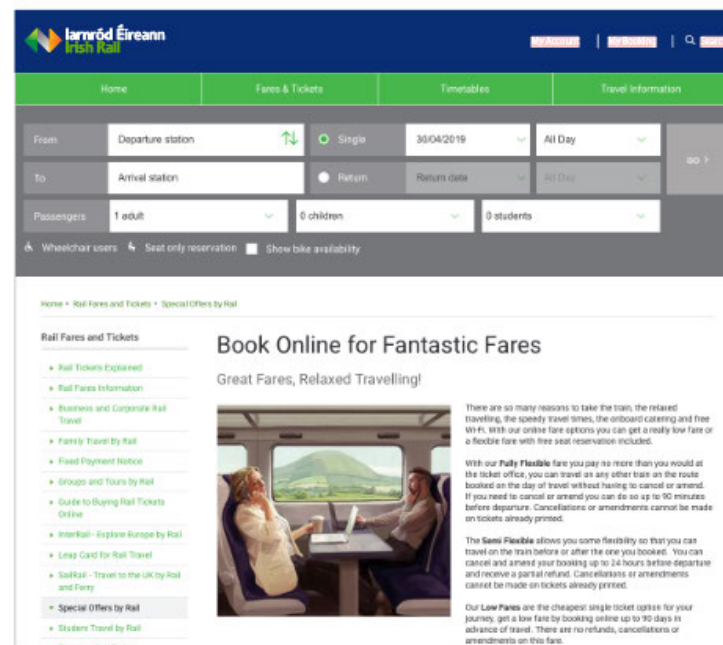
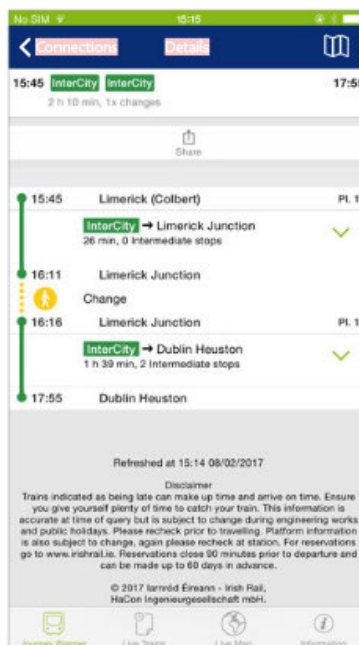
The construction templates grids can be used to infuse the design construct into other asset formats, including web, mobile and marketing materials. Basic grid construct shown here below.



Construction template with icon and text



Construction template with text



Manufacturing

Following with the current application of signage the manufacture of the main sign elements will be UV laminated Digital print bonded to Aluminium sign type. All signs are non-reflective.



UV laminated Digital print bonded to 2-3mm
Aluminium sign type. All signs are non-reflective.

Arrows, icons and text
[White - RAL 9003,
Light Blue - PANTONE PMS 115-2 U]

Green stripe
[Green -Pantone 7739]

Background
[RAL 5002]

Questions

If you have any questions about the use and application of these guidelines please do not hesitate to contact:

Queries regarding stations:
Manager Buildings and Facilities, Iarnród Éireann Irish Rail

Queries regarding fleet:
Technical Manager, CME Department,
Iarnród Éireann Irish Rail

