

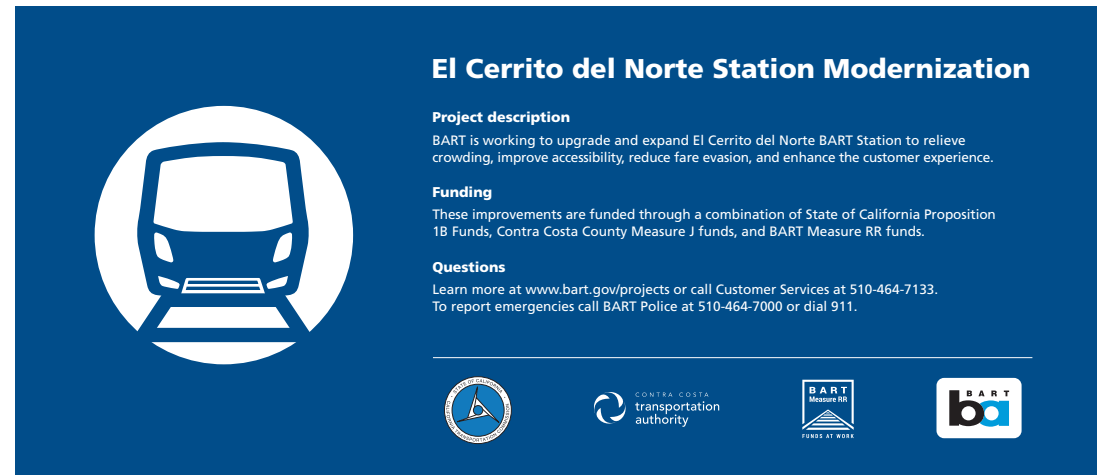
Project Identification Sign

The project identification sign is for use in projects that have requirements from funding sources for logo placement/source credit. Typically, these are capital improvement projects that rely on outside funding sources such as local measures, state measures, or federal funding. The funding source should be identified with the appropriate logo, etc. as required by them. The BART logo should be at the top of the hierarchy.

In addition, some contracts may require identification of the developer, contractor, architect, etc. This information and appropriate logos, etc. should be sourced and provided by the contractor. Fabrication and installation of a project identification sign or project information sign (or both) will be required in the construction contract.

Artwork will be provided by BART Communications Department.

Placement of the sign(s) will depend on the work location. It can be a standalone sign mounted on appropriate supports, or attached to a wall, fence, or other structure. Material will be determined by the location of the sign, but typically will consist of PVC plastic where a rigid material is required or vinyl (either with or without adhesive or grommets). When requesting artwork, the request should include mounting location. Size will be determined by the location.



Example of project identification sign

Project Information Sign

The project information sign tells passengers and neighbors what is being constructed, and should describe benefits to them and give an expected completion date. Ideally, it will include artwork that shows the expected outcome. The art should take up 2/3 of the sign.

Fabrication and installation of a project identification sign or project information sign (or both) will be required in the construction contract.

Sign design will be provided by the BART Communications Department. Project renderings to use on the sign will be provided by the project manager.

Placement of the sign will depend on the work location. It can be a standalone sign mounted on appropriate supports, or attached to a wall, fence, or other structure. Material will be determined by the location of the sign, but typically will consist of PVC plastic where a rigid material is required or vinyl (either with or without adhesive or grommets). When requesting artwork, the request should include mounting location and the Communications Department will specify the appropriate material and size.



Example of project information sign

Access/Temporary Wayfinding Signs

Temporary sidewalk closures, relocated parking areas, relocated pick-up and drop-off areas, and other detours or changes to station access may occur due to construction. To help passengers find their way, the contract requires that signs are provided.

Copy will be provided by BART Communications in consultation with the Project Engineer and/or Contractor. It will include directional arrows and a brief description of the desired action.

Signs will typically be 24" w x 36" h to fit on standard A-frames. The Communications Department will provide artwork and the contractor will be responsible for production and placement of the signs. Signs should be printed on Coroplast corrugated plastic.

In cases where a banner is more appropriate, the Communications Department will modify the artwork accordingly. Standard banners are 120" w x 36" h, and are printed on outdoor-rated matte vinyl with grommets for hanging.



Examples of access/temporary wayfinding A-frame signs



Example of access/temporary wayfinding banner

Measure RR Logo Standards

The Measure RR logo should be included on signage for projects that use Measure RR funds. The Measure RR logo will be supplied by the BART Communications Department. Use the correct colors, and don't alter the logo in any way.

Measure RR Logo Color



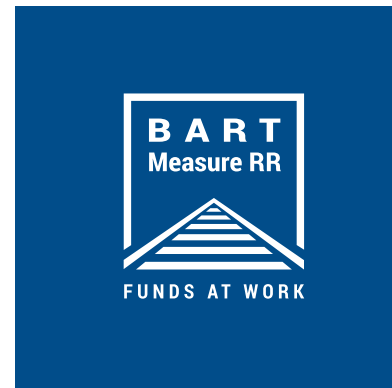
CMYK: 100.70.10.15

PMS: 301

Measure RR Logo on a Background



Measure RR blue logo on a white background



Measure RR white logo on a color background