

Regional Mapping
& Wayfinding

Regional Network Identity Design Guide

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System principles

The 'North Star' for this collaborative effort is a set of core principles, agreed with stakeholders.

Principles help frame how customer facing information and the resulting system should perform. Whenever you are developing a project, whether physical or digital, the principles set out here will help sense check whether the proposed implementation is likely to support a seamless and customer focused transit experience.



People first

Transit services are complex and especially so for people who are unfamiliar with them or have particular needs. A people first approach encourages us to put ourselves in other people's shoes and recognize the barriers that information can overcome. These wayfinding standards aim to provide the consistency and detail necessary to give people confidence to use transit.



Seamless

Transit journeys are made of a series of stages or 'stepping stones'. Every change in design and operational approach creates a stress point for users. If information is available, joined up and consistent, the stress of transition is reduced.



Think like a region

Many customers do not easily understand brand, administrative or operational boundaries and are simply trying to get from A to B as easily as possible. Working together so that information is provided in a consolidated 'service first' rather than brand led way will create an improved experience.



Make it obvious

Many people are not aware of transit services or how to use them. Stations and stops should be more visible and promote transit services as an attractive way of getting around.



Help me to learn

Wayfinding information should not assume that users have prior knowledge of the overall system. Information should help newcomers understand the network.



Progressive disclosure

All journeys on the transit network can be described in stages and the delivery of information shall relate logically to these stages and prioritize what is most pertinent.

It is important to provide information in manageable amounts when wayfinding. Too much information can be difficult to understand; too little and decision making becomes impossible.



Speak the same language

The way that services and places are described across the network using terminology and codes should be consistent, predictable and helpful so travelers intuitively understand how to use transit, even in an area that is unfamiliar to them.



Be inclusive

Overall accessibility and communication should be well considered to form an inclusive and welcoming network. This may mean providing alternative forms of communication, such as braille or hearing loops, and at a basic level should provide communications in both pictorial and text options to work for users who do not have English as a language option.



Be predictable

Consistency = confidence. Where wayfinding systems are consistent, they are predictable and can be used without thinking – giving the user the confidence to travel more. Predictability can relate to all facets of wayfinding information, from sign placement to the layout of a poster.

Regional Network Identity

The Regional Network Identity brings together the transit operators of the Bay Area to aid recognition and awareness of the regional transit network.

The Regional Network Identity is a key component of the Regional Mapping & Wayfinding Project, which aims to harmonize transit signage, mapping and information across the Bay Area.

The key components of the Regional Network Identity are:

- Colors
- Iconography
- Typeface
- Information hierarchy

These components are present in all sign designs in the wider Regional Wayfinding Standard.



Color
A consistent use of three colors – golden yellow, sky blue, and dark blue – is core to recognition of the Regional Network Identity



Iconography
Modal icons provide identifiable and meaningful symbols for the network, in place of a singular logo.



Typeface
FF Transit is the recommended font for the Regional Wayfinding Standard. MTC will be procuring licenses for agency use in 2026.



Information hierarchy
A logical, repeatable structure is used across signs. This structure is another way of reinforcing brand identity through consistency of application, as well as creating intuitive layouts.

Color

Primary palette

These colors have been translated into potential Pantone, Hex value, RAL and vinyl specifications. The different color values should be sufficient to specify colors in different applications across signage and screens.

When used on signage, colors are most often displayed in horizontal bands in the following order: Golden Yellow (top), Sky Blue (middle), and Dark Blue (bottom).

	CMYK	Pantone	Vinyl	Matthews	HEX
Golden Yellow	C0 M30 Y100 K0	Pantone 7549	3M 100-25/5 Yellow	Matthews Paint MP04944 SCG Mower Yellow	fdb913
Sky Blue	C43 M3 Y0 K0*	Pantone 2905	TBD	Matthews Paint MP08975 Auckland Azure*	8dc6e8
Dark Blue	C100 M30 Y0 K87	Pantone 282	3M 100-27 Insignia Blue	Matthews Paint MP00906 Azulado	011e41

*Color may require print testing. Not tested as part of prototype projects.

Typography

The Transit typeface is based on the proportions and style of Frutiger, a typeface that is widely used in the Bay Area. Transit is a narrower, more space efficient version, specifically created to use in complex signage systems. Bold, Regular and Regular Italic fonts are used in standard bus stop sign designs.

Frutiger Condensed is an acceptable alternative until licenses are procured and shared out by MTC.

Non-Latin alphabets

Versions of Noto Sans, available through Google Fonts, are used for all non-Latin alphabets:

Arabic	Noto Sans Arabic
Chinese (Simplified)	Noto Sans SC
Chinese (Traditional)	Noto Sans TC
Greek and Cyrillic	Noto Sans
Japanese	Noto Sans JP
Korean	Noto Sans KR
Thai	Noto Sans Thai
Vietnamese	Noto Sans*

*Until a version of Transit that supports all Vietnamese characters is available, Noto Sans should be used for Vietnamese.

Word spacing

The text between words should be set to 80% throughout. In both Adobe InDesign and Illustrator software, word spacing can be set by selecting Justification in the Paragraph menu. For Word Spacing, 80% should be entered for Minimum, Desired, and Maximum.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$?!()

Transit Bold Primary font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$?!()

Transit Regular Secondary font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$?!()

Transit Regular Italic Secondary font

Iconography

Transit modal icons Big three



Bus
All public buses,
including public shuttles



Train
All trains, including light rail (e.g.,
Muni Metro, VTA light rail), regional
rail (e.g., BART, Caltrain), and
commuter rail (e.g., ACE). Exceptions:
cable cars and historic streetcars



Ferry
All public ferries

Transit modal icons Historic rail

Note: Icons for Historic Streetcar
and Cable Car are only used
at applicable stops, stations,
and directional signage.



Cable Car



Historic Streetcar

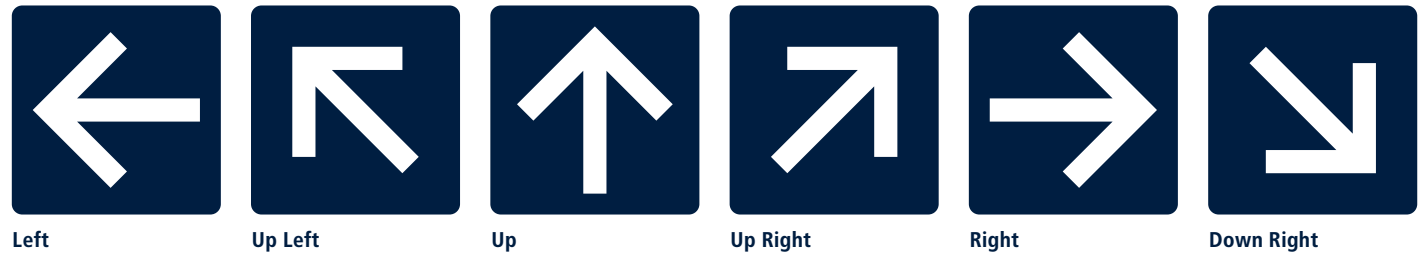
Additional symbols and guidance on
use of color, scale, and application
are forthcoming in future releases
of the Wayfinding Standard.

Public agencies may contact
rmwp@bayareametro.gov for access
to files referred to in this document.

Iconography

General wayfinding

*Icons noted with an asterisk may be flipped, showing a mirror image, so that the icon is oriented in relation to a corresponding directional arrow on signage.



Station circulation and amenities

*Icons noted with an asterisk may be flipped, showing a mirror image, so that the icon is oriented in relation to a corresponding directional arrow on signage.



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Iconography

Transportation icons

*Icons noted with an asterisk may be flipped, showing a mirror image, so that the icon is oriented in relation to a corresponding directional arrow on signage.



Paratransit



Pedestrian*



Cycling/Bike*



Bikeshare



Bike Parking



Bike Lockers



Car



Taxi



Pick-up/Drop-off



Wheelchair Accessible
Pick-up/Drop-off



Ride App Pick-up



Airport



OAK: Oakland San
Francisco Bay Airport



SFO: San Francisco
International Airport



SJC: San Jose Mineta
International Airport



STS: Charles M.
Schulz–Sonoma
County Airport

Regional transit service types

Additional symbols and guidance on use of color, scale, and application are forthcoming in future releases of the Wayfinding Standard.

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All Nighter
For discussion as part
of regional service
types glossary.



Owl
For discussion as part
of regional service
types glossary.

Iconography

Transit Agency operator logos

Note: This is an incomplete list. Logos for agencies outside the region and/or shuttle services within the region will be added to this guidance as applicable.



Additional symbols and guidance on use of color, scale, and application are forthcoming in future releases of the Wayfinding Standard.

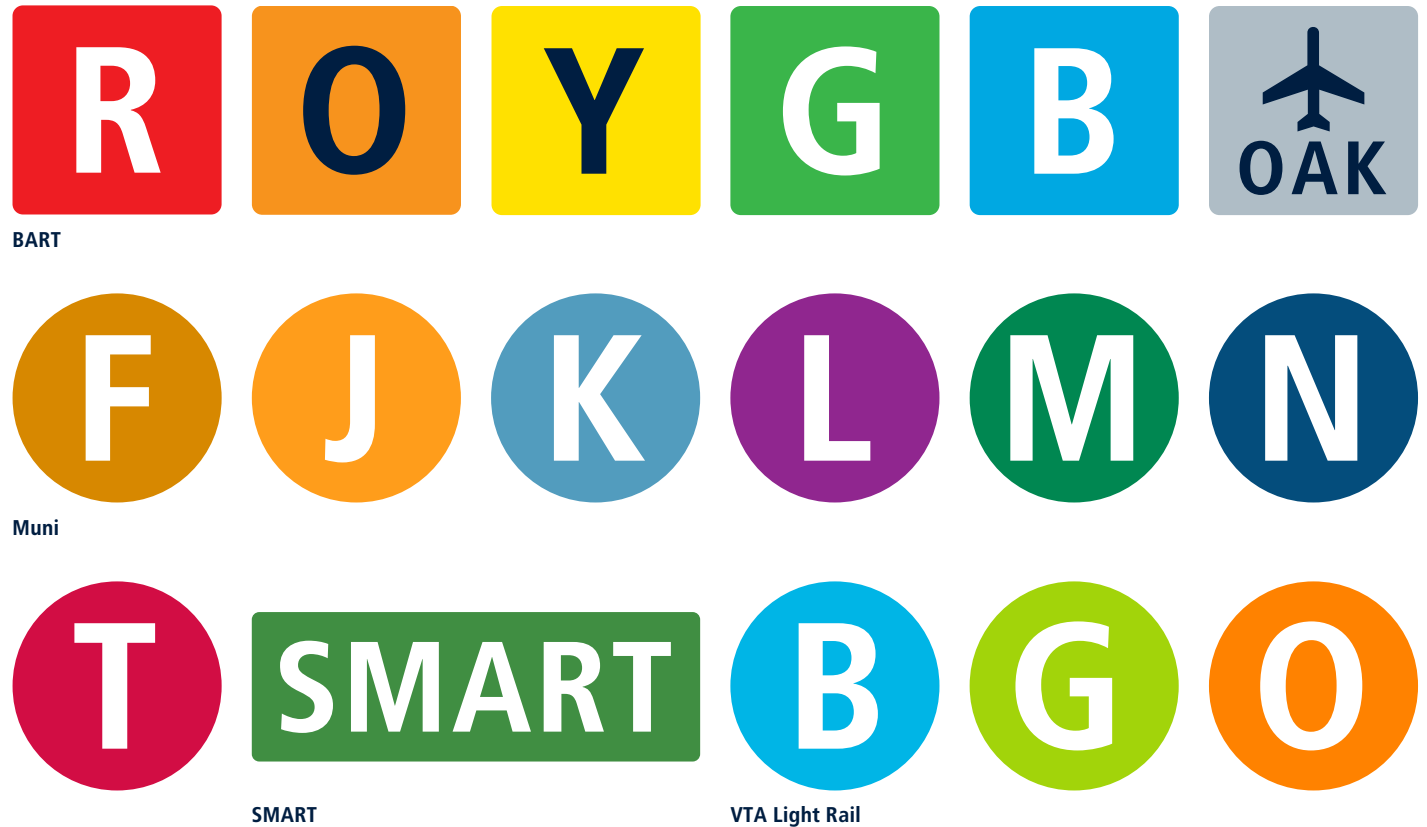
Public agencies may contact rmwp@bayareametro.gov for access to files referred to in this document.

Iconography

Line codes

Note: This is an incomplete list. Route names/colors for other Bay Area transit services will be added to this guidance as applicable.

Color specifications for each line code may be provided by the applicable agency.



Additional symbols and guidance on use of color, scale, and application are forthcoming in future releases of the Wayfinding Standard.

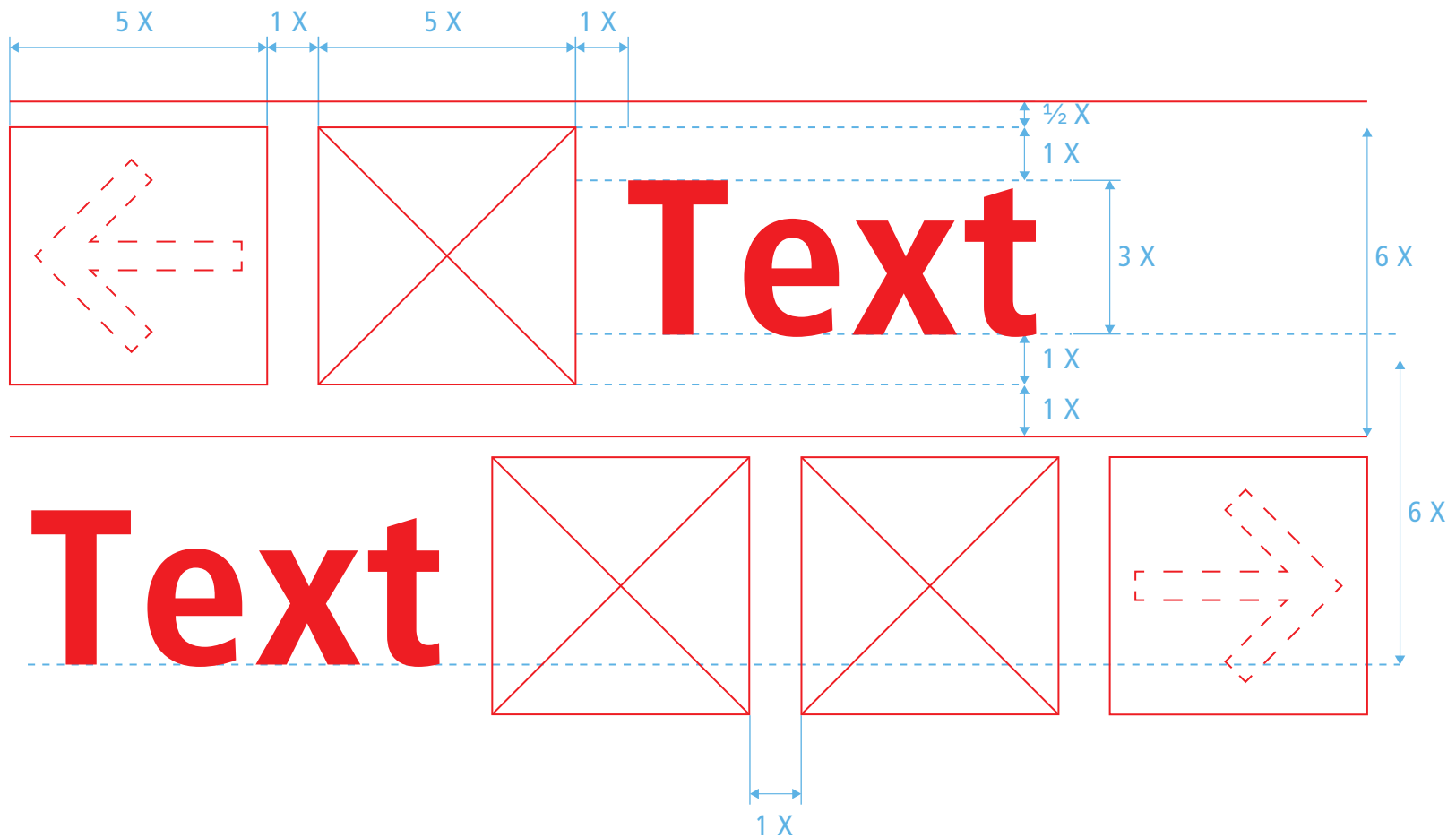
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Standard layouts: A modular system

Standard layout 1

This standard layout is used for directional elements across multiple signs.

The layout can be left or right aligned. The cap-height used is typically either 2 or 3 inches.



Standard layouts: A modular system

Standard layout 2

Multiple lines

Arrangements are scaled proportionally based on cap-height. A horizontal rule is not used between lines of text.

