applied

Regional Mapping
& Wayfinding

# Transit Stop Signage Design Guide

February 12, 2026
Version 1.0

**Metropolitan Transportation Commission | Applied Information Group**

# Version Log

**Version 1.0**

**Transit Stop Signage Design Guide**
Published February 12, 2026

First release

# Contents


**1 System Introduction & Principles**

Introduction 4
How to use this guide 5
Types of facilities covered by this guide 6
System principles 7
Document definitions 8

**2 Regional Network Identity & Typology**

Regional Network Identity 9
Color 10
Typography 12
Iconography 13
Wayfinding typology overview 14
Stop Markers 15

**3 Stop Signage Implementation Tips**

Typical transit stop arrangement 17
Typical stop placement and orientation 18
Stop content 23
Route content 25
Route service type glossary 27

**4 Design Specifications**

Stop Bay Marker 28
Stop Flag overview 31
Stop Flag overview – maintenance 32
Stop Flag overview – sizes and layouts 33
Stop Flag overview – selecting size & layout 35
Stop Flag overview – size examples 36
Stop Flag overview – placement 37
Stop Flag component – header 38
Stop Flag component – Stop Name 39
Stop Flag component – route information 40
Stop Flag component – footers 48
Spotlight: shared stops 54
Supplementary information sign 55
Limited stop services fin / band 56
Stop QR Code Panel 57
Stop Tactile Panel 58
Stop Printed Information Panel 59
Further accessibility improvements 66
Sign specifications 67
Stop Flags – posts and mountings 68

**5 Additional Resources**

Frequently asked questions 69
Process of design refinement 70
Appendix A: Color contrast analysis 71
Appendix B: Sharing Stop IDs at transit centers and on-street stops 73
Appendix C: Assigning Bay Codes at transit centers 77
Appendix D: Shuttle services 82

# Introduction

The Regional Mapping and Wayfinding Project aims to make riding transit easier in the San Francisco Bay Area by creating wayfinding materials like maps, signs, and screens that are consistent and easy to recognize. The goal is for riders, whether traveling by bus, rail, ferry, or a combination, to see the same signs and communication systems across all nine Bay Area counties. This complex effort is led by MTC, in partnership with Bay Area transit riders, cities and counties, and over two dozen transit agencies.

The project team is creating design standards for wayfinding at all Bay Area transit stations and stops. This includes directional signs, maps, diagrams, and rider information. The Regional Wayfinding Standard will use a unified design language to help riders easily find and use transit. Rider feedback, stakeholder input, and agency collaboration ensure the guidelines are clear, inclusive, and flexible.

The project is guided by goals, which define what we want to achieve, and values, which set the criteria for making decisions to reach those goals:

**Project goals**

- Increase accessibility of transit for all
- Maintain/increase ridership by making transit more visible and easier to understand
- Increase operational efficiency with standard maps, signs, and other navigation materials for all agencies

**Project values**

- **Designing for all**
  Advance access to anyone who wants to use public transit standard maps, signs, and other navigation materials for all agencies
- **Interconnectedness**
  Support the harmonization and connectivity of the regional system
- **Design excellence**
  Create attractive signs and maps for welcoming transit environments
- **Operational viability**
  Affordable and practical for transit agencies to implement and maintain

This design guide focuses on signage for bus stops and on-street rail stops with similar designs to bus stops—the most common transit facilities in the region. It is the first step toward a complete wayfinding standard for all Bay Area transit types. Details on the transit facilities covered by this guide are included on page 6.



**This document builds on extensive input from transit riders and stakeholders, as well as lessons from the prototype installations at El Cerrito del Norte, Santa Rosa, and Powell Street in San Francisco.**

# How to use this guide

**Purpose**
This document offers practical guidance for installing and maintaining high-quality, consistent transit stop signs throughout the San Francisco Bay Area.

It represents the first release of the Regional Wayfinding Standard developed by the Regional Mapping and Wayfinding Project, supporting the long-term vision of a seamless rider experience across the region's interconnected, multimodal transit network.

**Who this guide is for**
This guide is for Bay Area transit operators responsible for installing or maintaining passenger-facing signs at transit stops.

The designs apply to new transit stops and when adding to or replacing signs at existing stops.

Details about the types of transit facilities covered by this guide are provided on page 6.

**How it should be used**
The document offers principles, guidelines, and specifications for transit stop signage, based on work to date. It should be used in the sequence provided.

The first part of the document gives an overview of the principles that underpin the regional transit wayfinding system, followed by a demonstration of the family of transit stop signs and how they are typically arranged.

The next part provides graphic specification and sign layout, and guidance on sign content.

The last part provides design intent drawings and sign product specifications.

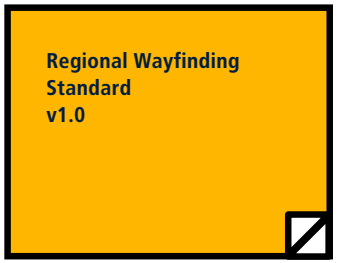
Sample transit stop sign designs included in this document are not final and are provided for illustration purposes only.

**Development status**
These guidelines reflect work to date to develop the new regional wayfinding system and will evolve through implementation and evaluation. As a living document, they will be updated as needed to stay comprehensive and useful in changing conditions.

**Relationship to other regional transit design guidance**
This document is the first release from the Regional Wayfinding Standard after prototypes at El Cerrito del Norte and Santa Rosa in 2024 and Powell Street in 2025. It is a concise set of guidelines focusing on helping operators implement regionally consistent transit stop signage.

Lessons learned from implementing these sign designs will be fed back into the full Regional Wayfinding Standard currently being developed.

An early version 0.9 of the Regional Wayfinding Standard was released to operators in 2023, in advance of prototype installations in 2024. Version 1.0 of the Regional Standard is planned for release in 2027.




Contains standards and guidance for the design of wayfinding signage and mapping, applicable to all types of transit facilities in the Bay Area.


Contains standards and guidance for the implementation of regional standard transit stop sign designs.

# Types of facilities covered by this guide

The Regional Mapping & Wayfinding project will provide wayfinding design guidance for all San Francisco Bay Area transit facilities, grouped into three levels of complexity.

This design guide focuses on Transit Stops, as defined in the table on the right.

| Facility Type | Transit Stops | Single Level Stations | Multi Level Stations |
|---|---|---|---|
| **Definition** | Bus, streetcar, or cable car stop with limited passenger information:<br>— Route sign ("flag"), posted on pole or canopy<br>— Small signs like a printed panel or QR code panel<br>— Sometimes, a map case on a shelter, kiosk, or nearby building | — One set of rail or BRT platforms, may include bus transfer center<br>— No vertical access except ramps<br>— No fare gates<br>— May have a raised platform for level boarding<br>— May have customer amenities: shelters, seating, ticket vending machines (TVM), Transit Information Displays (TIDs), wayfinding between platforms | — Vertical access includes stairs, escalators, or elevators<br>— All elevated or underground stations<br>— May or may not have raised platforms or fare gates |
| **Facility examples** | All bus stops (except Bus Rapid Transit aka BRT); most historic streetcar and cable car stops* | — City Center (AC Transit Tempo)<br>— Richmond Ferry Terminal<br>— Sunnyvale (Caltrain)<br>— Stonestown (SFMTA) | — El Cerrito del Norte (BART)<br>— San Bruno (Caltrain) |
| **Initial guidance provided by** | **This design guide**<br>Transit Stop Signage Design Guidelines Version 1.0 | Regional Wayfinding Standards (under development) | Regional Wayfinding Standards (under development) |

***SFMTA may choose a different approach for cable car stops due to the historic nature of the service, such as retaining existing signage. Existing cable car signs are not required to be replaced under the RMWP.**

# 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.

# Document definitions

**Bay Code**
An alphanumeric code identifying a stop at a transit center (This is referred to as "platform_code" in GTFS.)

**Occasional route**
A route that does not operate all day on a weekday from 7 a.m. to 6 p.m., at least every 121 minutes.

**Regional Mapping Data Services (RMDS)**
An MTC project developing a system to automate transit map production for the Regional Mapping and Wayfinding Project and Bay Area transit agencies.

**Regional Wayfinding Standard (aka "Regional Standard")**
A set of rules and design guidelines that make transit signs and maps consistent across all Bay Area agencies, creating a unified and easy-to-use system for riders. It is a living framework that evolves through the Pilot Projects and stakeholder feedback, with the full Version 1.0 planned for release in 2027.

**Stop Flag**
The sign at the top of a transit stop pole, with information about the routes that serve the stop.

**Stop ID**
The identification number used to identify stops in the 511 real-time information system. In most cases it has a one- or two-digit prefix representing the transit agency (This is referred to as "stop_code" in GTFS.)

**Stop Printed Information Panel**
A small display case, accepting a printed page roughly 9" by 28" or smaller, attached to a transit stop pole or nearby object. These often display scheduled departure times for the stop but may contain other information, either in addition to or in the place of departure times.

**Transit center**
An area where many transit routes converge. An on-street transit center has stops on city streets, while an off-street transit center has an area where stops are located on separate property. Transit centers may contain many bus or streetcar stops and one or more rail platforms, Bus Rapid Transit (BRT) platforms, or ferry docks.

**Transit center owner**
The agency that operates a transit center and is primarily responsible for its maintenance.

**Transit stop**
A location where a transit route stops, with limited passenger information: typically, a stop flag on a pole or canopy, with other small signs and possibly a map on a shelter or kiosk. Most transit stops are served by buses, although streetcars and cable cars also use transit stops.

# Regional Network Identity

The regional transit 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.

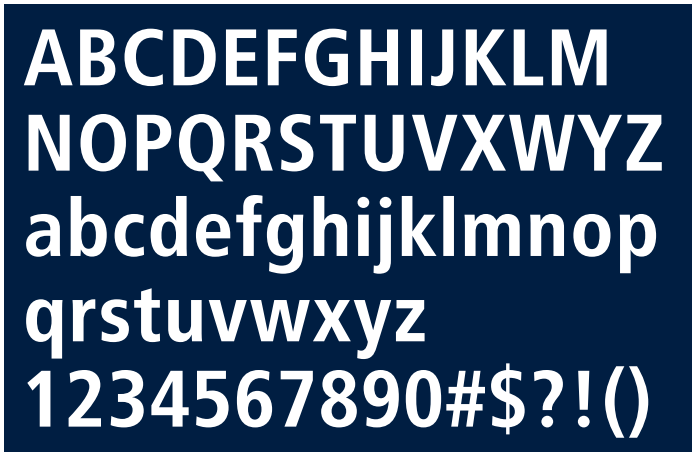
The key components of the Regional Network Identity are:

- Colors
- Iconography
- Typeface
- Information hierarchy

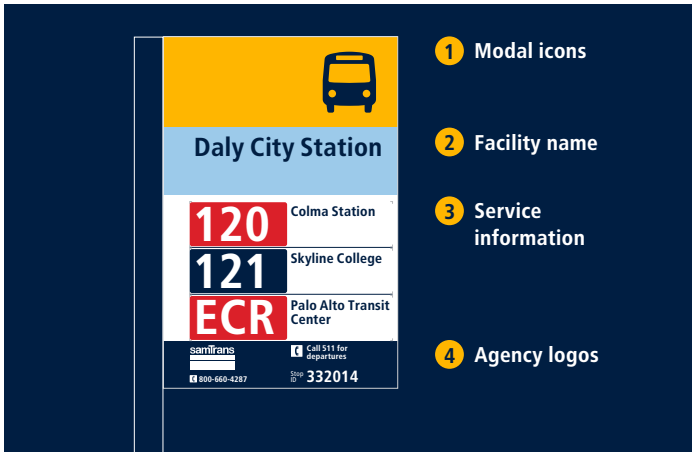
These components are present in all sign designs in the wider Regional Wayfinding Standard.

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




**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

| | 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.

# Color

## Service types

| | CMYK | Pantone | Vinyl | Matthews | HEX |
|---|---|---|---|---|---|
| **Frequency Dark Red** | C25 M100 Y95 K25* | Pantone 7622* | N/A | N/A | 981b22* |
| **Frequency Medium Red** | C0 M96 Y75 K0 | Pantone 1795 | N/A | N/A | d92d20 |
| **Dark Blue** | C100 M30 Y0 K87 | Pantone 282 | 3M 100-27 Insignia Blue | Matthews Paint MP00906 Azulado | 011e41 |
| **Frequency Medium Blue** | C100 M40 Y0 K0 | Pantone 285 | N/A | N/A | 026aa2 |

*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.

**ABCDEFGHIJKLMNOPQRSTUVXWYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890#$?!()**

**Transit Bold** Primary font

ABCDEFGHIJKLMNOPQRSTUVXWYZ
abcdefghijklmnopqrstuvwxyz
1234567890#$?!()

**Transit Regular** Secondary font

*ABCDEFGHIJKLMNOPQRSTUVXWYZ*
*abcdefghijklmnopqrstuvwxyz*
*1234567890#$?!()*

**Transit Regular Italic** Secondary font

# Iconography

**Transit stop signage icons**
Full set of icons and logos provided as part of separate repository

**Bus Stop**

**Rail Stop**

**Cable Car Stop**

**Historic Streetcar Stop**

**All Nighter**
for discussion as part of regional service types glossary

**Owl**
for discussion as part of regional service types glossary

**Airport service**

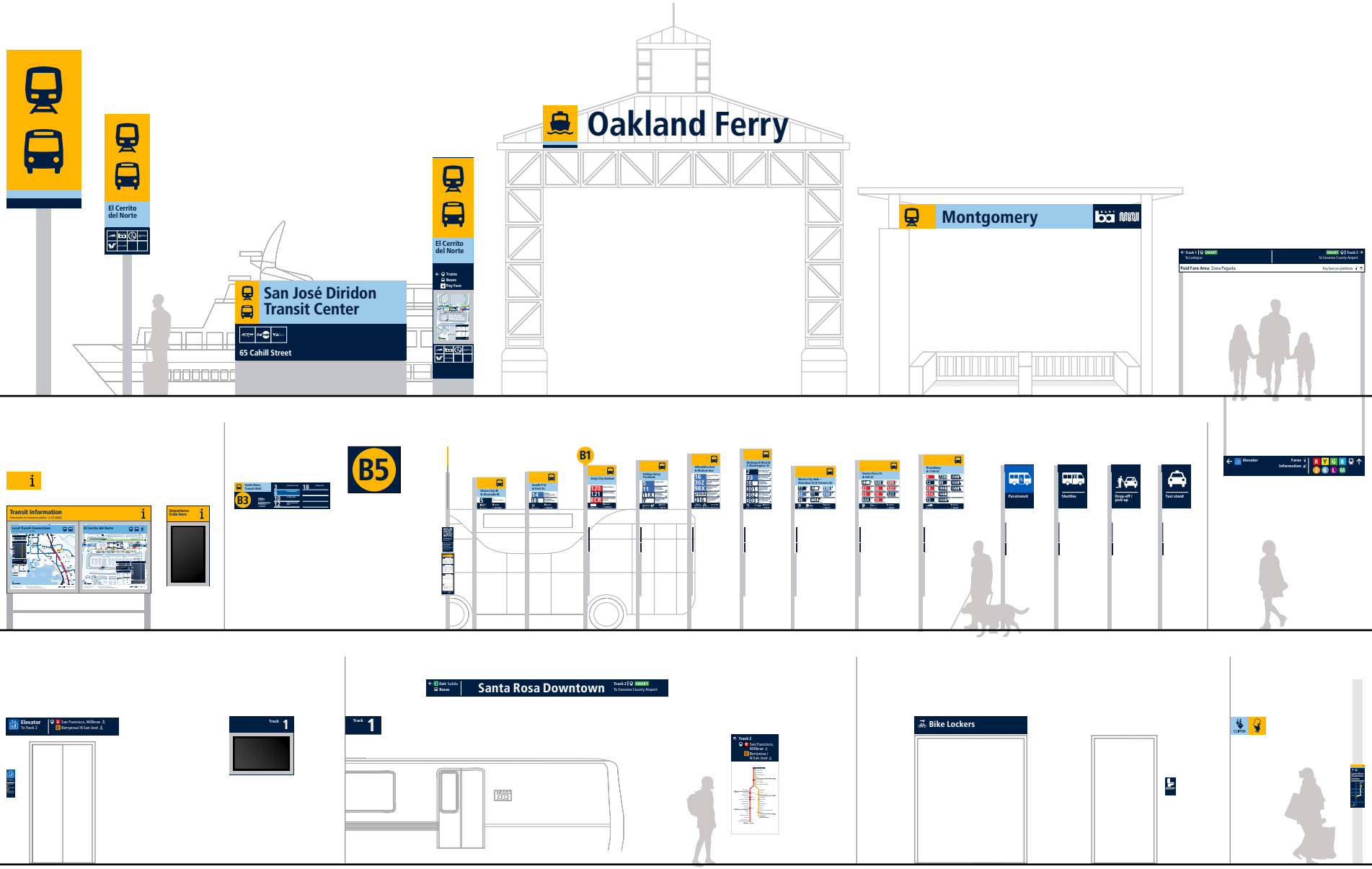
**Phone**

**Fares**

**Text information service**

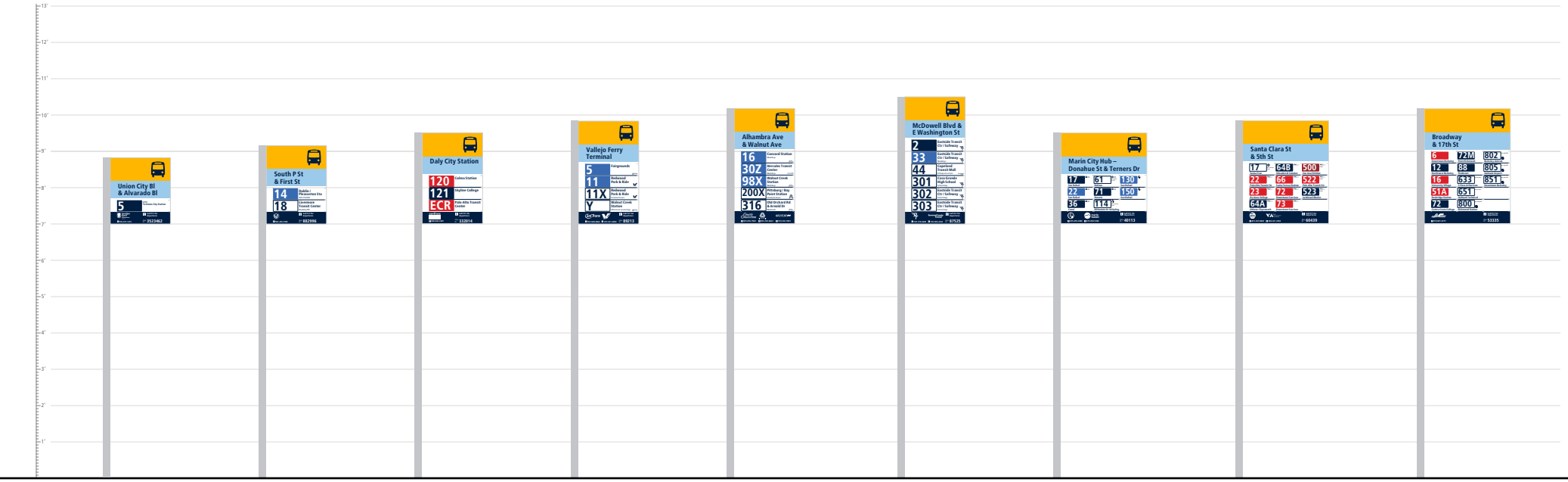
# Wayfinding typology overview

The Regional Standard includes different wayfinding types to help riders at various points in their trip. Transit stop signage is part of this connected family of signs.



# Stop Markers

A family of signs for transit stops can be combined in a number of ways dependent on the type of stop – whether on-street or at a transit center.




## SFLAG

**Stop Flag**

To indicate stop location and confirm the routes that operate from there.

Double sided. 0.08" aluminum or 3mm MaxMetal alloy. All flags have 0.25" rounded corners. Signs have engineer-grade retroreflectivity and anti-graffiti and UV resistant coatings.

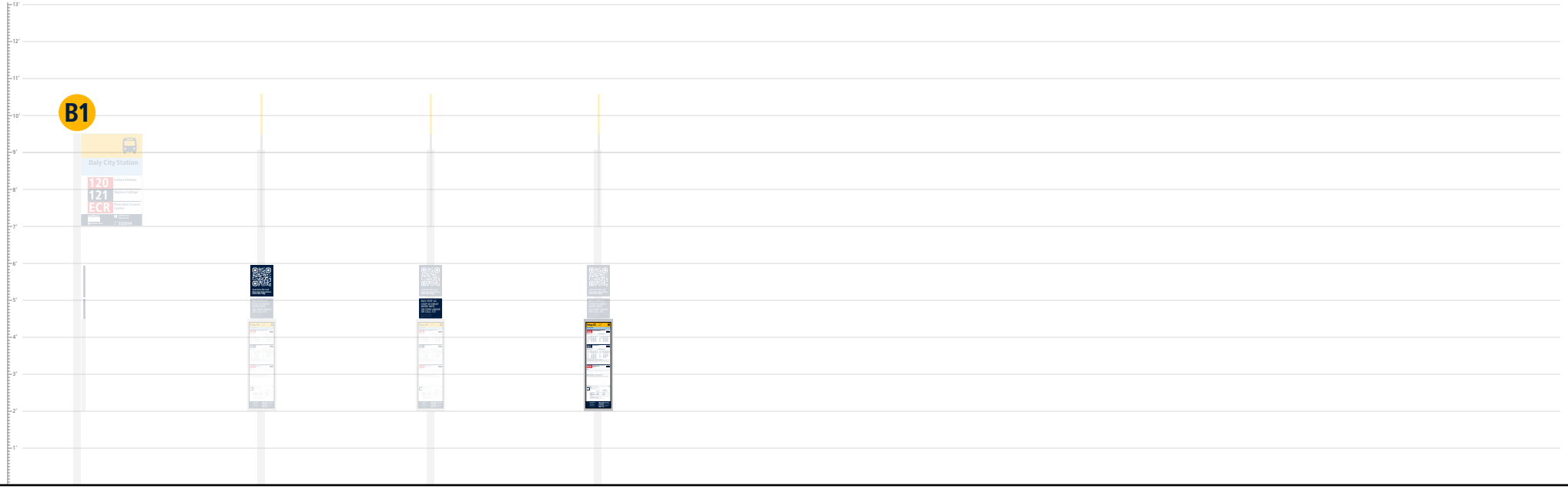
There are several sizes of Stop Flags: SFLAG22, SFLAG26, SFLAG30, SFLAG34, SFLAG38, SFLAG42, SFLAG30W, SFLAG34W, SFLAG38W

Each size of Stop Flag can have design variants:

— Single-height or double-height footer (Double height footers have "D")
— Full-size or Reduced-size route information (Reduced-size information have "R" or "W")

# Stop Markers

A family of signs for transit stops can be combined in a number of ways dependent on the type of stop – whether on-street or at a transit center.




**SBAYM**
**Stop Bay Marker**

To identify the alphanumeric bay code in a series of stops at a transit center.

Double sided.

**SQR**
**Stop QR Code**

To provide QR code link to information about that stop, including real-time departures or schedules.

Design currently under development.

**STACT**
**Stop Tactile Panel**

Tactile and Braille panel to communicate transit stop location and where further information can be accessed.

Design currently under development.

**SPANEL**
**Stop Printed Information Panel**

To show information for routes operating from the stop and can contain schedules, hours of operation, fares, agency-specific QR codes, and/or explanation of the frequency colors.

# Typical transit stop arrangement

**The sign types shown earlier are combined in different ways depending on the stop type.**

## Typical arrangements

This page shows common combinations of standard signs for a few stop types. Stop layouts and infrastructure vary across the region, so some flexibility may be needed.

To maintain a consistent regional system, the types of information, their design, and visual hierarchy should stay uniform. Standard sign sizes, lettering, and icons should not be reduced, but can be enlarged for better visibility.

Signs can be mounted in different ways than shown in standard designs, as long as the graphics remain clear and unobstructed. More information about poles and mounting is on page 68.

## Real-time information

A regional standard for real-time screens has not yet been set but may be considered in the future. For now, we encourage agencies to provide real-time information as a benefit to riders.

## Transit stops

All stops include a Stop Flag. Pending further development of these elements, stops may also include a Stop QR Code Panel and a Stop Tactile Panel.

**SFLAG** Stop Flag (all types)
**SQR** Stop QR Code*
**STACT** Stop Tactile Panel*

*Stop QR Code (SQR) and Stop Tactile Panel (STACT) designs are currently under development


Optionally, stops may also include a Printed Information Panel.

**SFLAG** Stop Flag (all types)
**SQR** Stop QR Code*
**STACT** Stop Tactile Panel*
**SPANEL** Stop Printed Information Panel

Guidance on which stops get a Printed Information Panel can be found on page 60.

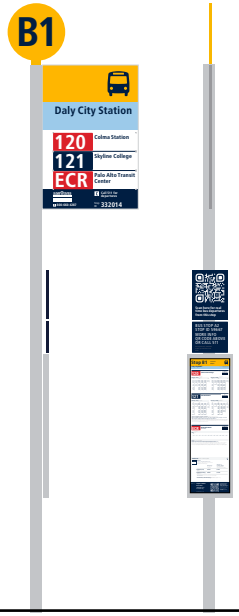
*Stop QR Code (SQR) and Stop Tactile Panel (STACT) designs are currently under development


## Stops at transit centers

Stops at transit centers have sign types consistent with other bus stops, but with the addition of a Stop Bay Marker on top of the pole.

**SBAYM** Stop Bay Marker
**SFLAG** Stop Flag (all types)
**SQR** Stop QR Code*
**STACT** Stop Tactile Panel*
**SPANEL** Stop Printed Information Panel

*Stop QR Code (SQR) and Stop Tactile Panel (STACT) designs are currently under development

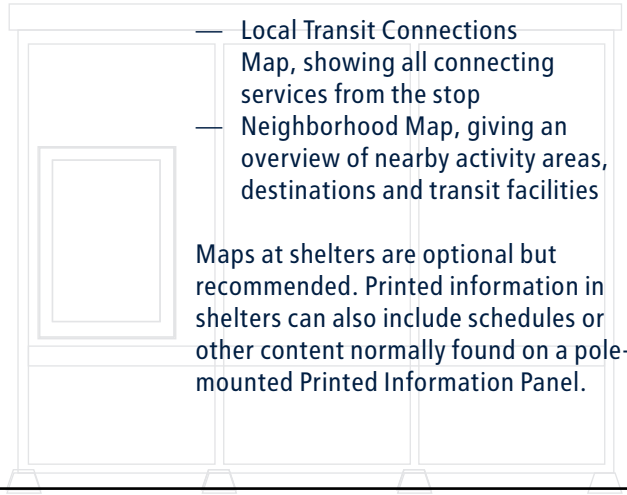



## Transit stop shelters

Shelter-mounted panels can be used for additional information, such as:

- Local Transit Connections Map, showing all connecting services from the stop
- Neighborhood Map, giving an overview of nearby activity areas, destinations and transit facilities

Maps at shelters are optional but recommended. Printed information in shelters can also include schedules or other content normally found on a pole-mounted Printed Information Panel.



# Typical stop placement and orientation

Stop Flags should show riders where to wait for the bus and be visible from a distance along the sidewalk. Information signs on the pole should be easy to read and placed to avoid collisions from road traffic.

Place all flags perpendicular to the curb. The only exception is narrow stop islands, where flags may be placed parallel to the curb if there isn't enough clearance for the flags to be perpendicular (for example, Market Street island stops in San Francisco).

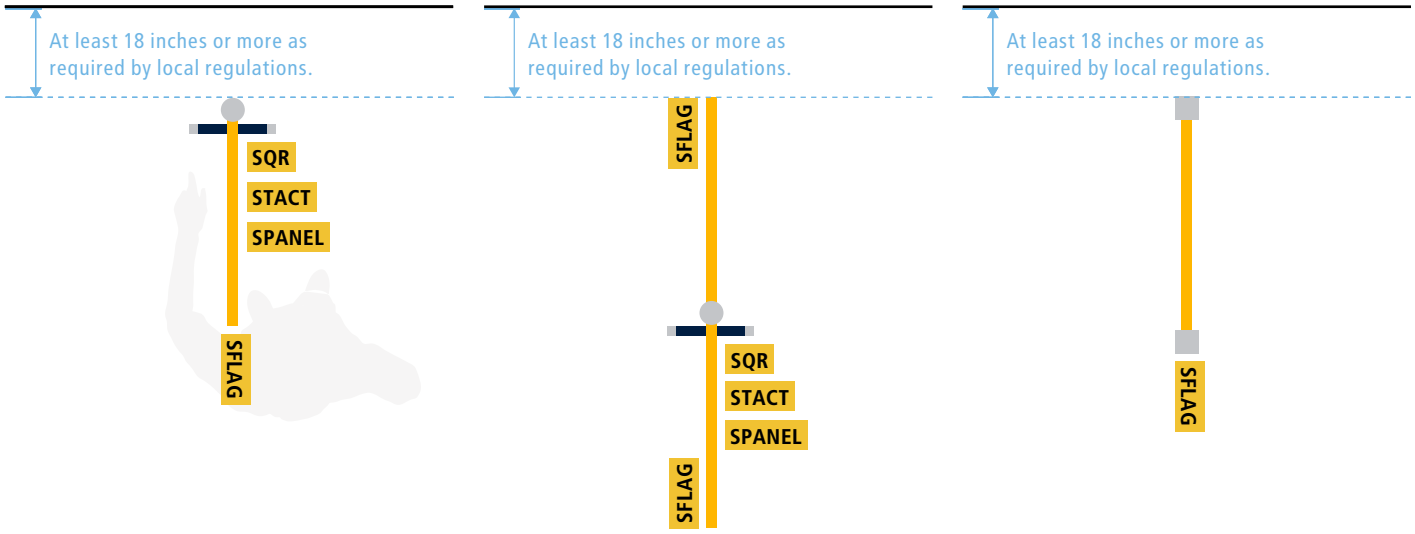
**All sign placement must follow regulations applicable to the jurisdiction in which the sign is placed.**

**Plan view**

PAVEMENT

**CURBLINE**

SIDEWALK




**Sign type key**

**SBAYM** Stop Bay Marker
**SFLAG** Stop Flag (all types)
**SQR** Stop QR Code*
**STACT** Stop Tactile Panel*
**SPANEL** Stop Printed Information Panel

*Stop QR Code (SQR) and Stop Tactile Panel (STACT) designs are currently under development

**Standard placement and orientation**
Stop Flag cantilevered toward the sidewalk. QR, Tactile, and/or Printed Information Panels should be mounted to face the sidewalk where riders wait.

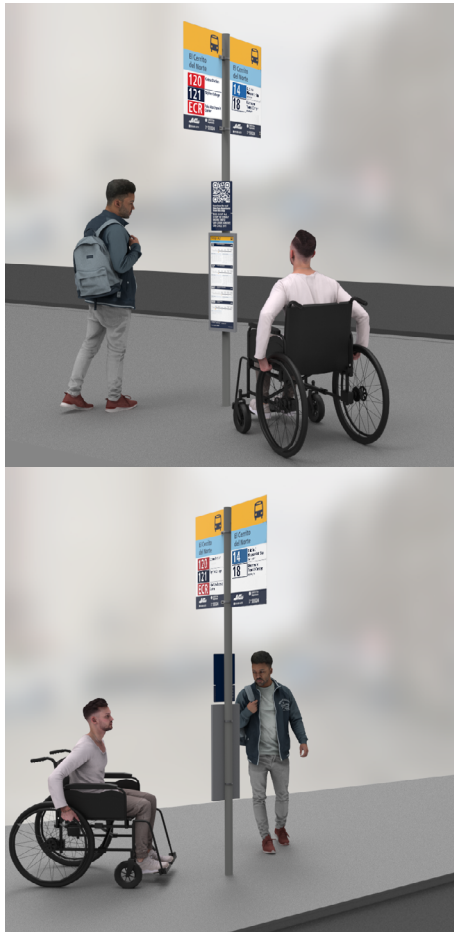
**Stops with two Stop Flags**
Stop Flags placed side-by-side, mounted from each side of the post. To avoid collisions between vehicles and signs, keep an 18" buffer from the curb; posts with curb-facing flags should be at least 3 feet from the curb.

**Monument Flag**
The Monument Flag type, in which the Stop Flag is suspended between two poles, is still under development.

# Typical stop placement and orientation



**Standard placement and orientation**
Stop Flag cantilevered toward the sidewalk. QR, Tactile, and/or Printed Information Panels should be mounted to face the sidewalk where riders wait.



**Stops with two Stop Flags**
Stop Flags placed side-by-side, mounted from each side of the post. To avoid collisions between vehicles and signs, keep an 18" buffer from the curb; posts with curb-facing flags should be at least 3 feet from the curb.

Render to be developed

Render to be developed

**Monument Flag**
The Monument Flag type, in which the Stop Flag is suspended between two poles, is still under development.

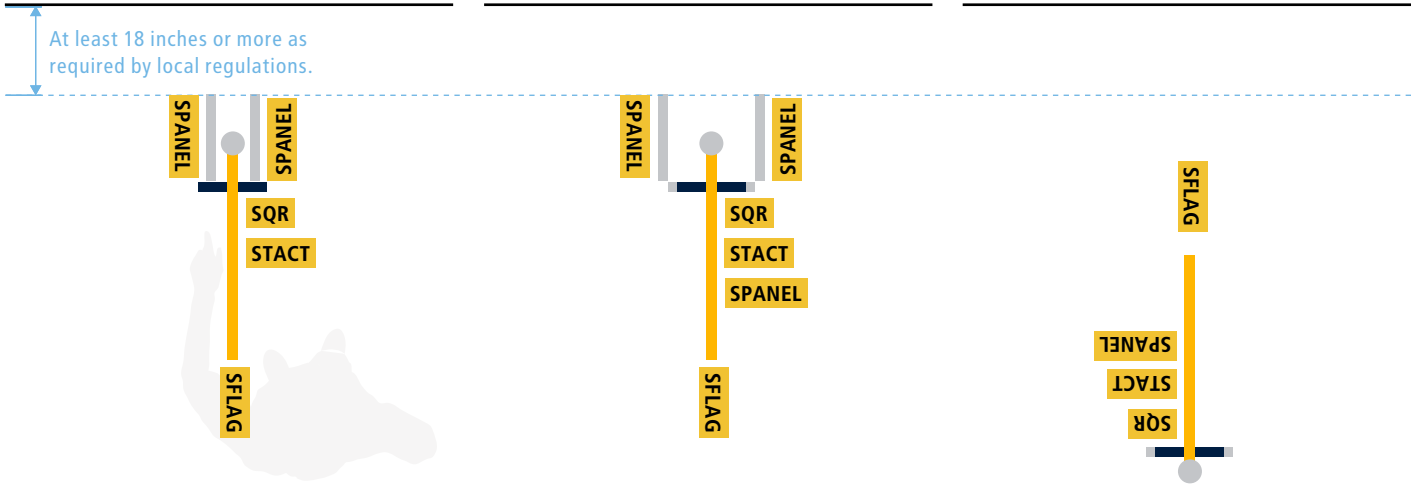
# Typical stop placement and orientation

PAVEMENT

**CURBLINE**

SIDEWALK

**Plan view**




**Sign type key**

**SBAYM** Stop Bay Marker

**SFLAG** Stop Flag (all types)

**SQR** Stop QR Code*

**STACT** Stop Tactile Panel*

**SPANEL** Stop Printed Information Panel

*Stop QR Code (SQR) and Stop Tactile Panel (STACT) designs are currently under development

**Stops with two Printed Information Panels**
Two panels are mounted on opposite sides of the pole, perpendicular to the curb. All other signage stays in standard orientation.

**Stops with three Printed Information Panels**
One panel faces the sidewalk; other two are mounted at 90° on the sides. All other signage stays in standard orientation. Brackets for three or more panels on a standard pole are commercially available.

**Stops located away from curbline**
When the stop pole is located away from the curbline, rotate all signage to face the sidewalk.

# Typical stop placement and orientation



**Stops with two Printed Information Panels**
Two panels are mounted on opposite sides of the pole, perpendicular to the curb. All other signage stays in standard orientation.

**Stops with three Printed Information Panels**
One panel faces the sidewalk; other two are mounted at 90° on the sides. All other signage stays in standard orientation. Brackets for three or more panels on a standard pole are commercially available.

**Stops located away from curbline**
When the stop pole is located away from the curbline, rotate all signage to face the sidewalk.

# Typical stop placement and orientation



**Stops at transit centers**
The Stop Bay Marker at the top of the pole should align parallel to the Stop Flag.

**Stops with no information panel**
Where there is no Printed Information Panel, QR and Tactile Panels should face the sidewalk, following standard orientation.

# Stop content

### Stop naming and coding

| Information element | What we're calling it in this guidance | Field name in GTFS (stops.txt) | Passenger facing terminology | Example |
|---|---|---|---|---|
| Designation of bay or stop location at transit center | Bay Code | platform_code | Stop | Stop B2 |
| Multi-digit number used for customer lookup of real time info at a stop | Stop ID | stop_code | Stop ID | Stop ID 52943 |
| Internal agency stop ID | *Not used* | stop_id | *Not used* | *Not used* |
| Name of stop location at transit center | Stop Name | stop_name | Stop name | El Cerrito del Norte Station, Stop B2 |

# Stop content

### 1 Bay Code

The use of alphanumeric codes for bus stops is proposed at bus terminals/ transit centers where bus services are distributed between two or more stops.

Bus stop codes are an easy to understand short-hand for referring to bus stop locations in mapping, signage and digital wayfinding tools.

Planning guidance for Bay Codes at transit centers is on page 77. Design guidance for Bay Marker signs is on page 28.

### 2 Stop Name

Stop Names at stops confirm the stop location and provide a clear reference for printed maps and digital tools.

Regional stop naming guidance is provided in Appendix 1 of 511's *Bay Area Regional Transit Data Standard-V1-4* (March 14, 2024).

MTC may update this guidance as we refine how stop names are used on signage in the Regional Mapping and Wayfinding Project.

### 3 Stop ID

Stop IDs are unique numerical stop codes used across many applications, from back-of-house inventories to 511's real-time departures service.

The Standard requires all agencies at a stop to share a single set of signs (one Stop Flag, one Printed Information Panel, etc.), which slightly changes Stop ID rules:

- Each stop has one Stop ID, even if multiple agencies serve it.
- Each Stop ID refers to one physical boarding location.
- A Stop ID should always refer to the same distinct physical location. If a stop moves, assign a new Stop ID unless one already exists for that location.

This introduces a single regional Stop ID set instead of separate agency sets. Agencies use prefix codes to assign new IDs, and any agency can use an existing Stop ID.

### 4 Operator information

Operator-specific details are included in the Stop Flag footer. Operators have flexibility within standard layouts. See page 36 onwards.

# Route content

**5 Route designations**
Route designations show which routes serve a stop. Examples: 14, 14R, 523, ECR, F, JR, etc.

- Generally, order routes alphanumerically. Routes starting with letters come after numbers. Note: agencies may use a different preferred order for any stops not shared with another agency.
- On grid signs, the reading order is by column, starting with the leftmost column.

Do not use superscript characters, except when BUS or OWL are used to indicate when a rail route is substituted by buses, and only if the agency elects to use this option.

**6 Route frequency**
On Stop Flags, route frequency is indicated by a colored rectangle behind the route code. Route code characters are in white on the colored rectangle background.

| | | |
|---|---|---|
| | **Very High Frequency**<br>1–10 minutes | Dark Red |
| | **High frequency**<br>1–15 minutes | Medium Red |
| | **Medium Frequency**<br>16–30 minutes | Dark Blue |
| | **Low Frequency**<br>31–120 minutes | Medium Blue |
| | **Occasional**<br>At least every 121 minutes | Dark Blue outline |

Street-running rail services use the same rectangle for frequency, but on maps and directional signs, use a circle in the line's assigned color.

Since frequency may vary throughout the day, frequency is based on the lowest weekday frequency from 7 a.m. to 6 p.m. The four frequency categories account for regional variations so most agencies can clearly distinguish between their highest- and lowest-frequency routes.

Routes that do not operate all day on a weekday from 7 a.m. to 6 p.m., at least every 121 minutes, are considered Occasional routes. These routes include but are not limited to school trippers, All Nighter/Owl, weekend-only, and commute-only routes. Occasional routes use a white rectangle with dark blue outline, and route code characters in dark blue.

Frequency should be identified consistently on all applications: Stop Flags, schedules, maps, and digital applications.

Color specifications can be found on page 11. Layout specification can be found on page 40.

# Route content

**7 Route destination** *Required*
Route destinations show the direction of travel from the stop.

If a route serves both directions at the same stop, list it twice – one for each destination (e.g., the eastbound and westbound routes both serve the same stop along a deviation loop or at a transit center).

Destinations are determined by each agency. When planning shared stops, agencies should coordinate to avoid conflicts and make adjustments if two destinations are too similar. Agencies are encouraged to work together to establish standard names for common destinations, such as major transit hubs, to ensure consistency across the region.

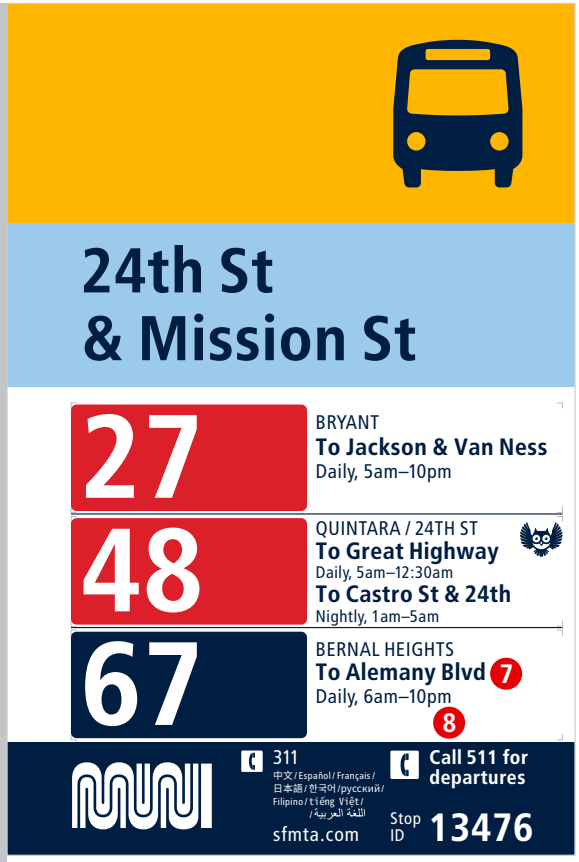
If a Route Name is used, add "To" before the destination to make it clear. For example, "To Jackson & Van Ness".

**8 Route additional information**
*Required for Occasional routes and routes that do not operate 7 days a week. Optional for all other routes, but strongly recommended for routes with no evening service. A regional consensus definition of 'evening hours' will be developed later.*

Additional route information can appear in smaller text next to the destination. Occasional routes must include service span (category or detailed). For all other routes, additional information is optional.

Additional information can include:
- **Route name**
  Examples: HAIGHT/NORIEGA, SAN BRUNO RAPID
- **Service span (category)**
  Examples: Weekdays, Weekends, Daily, School days, Late nights, Limited hours
- **Service span (detailed)**
  Use clear and precise information given the space available.
  Examples: Monday–Friday, Mon–Fri, M–F; 7am–8pm, 24 hours; M–F 7am–9am & 4pm–6pm.
- **Service type**
  Examples: Rapid, Express, Transbay, All Nighter, etc. (See glossary page 27, under development).

Layout specification is provided page 40 and page 43.



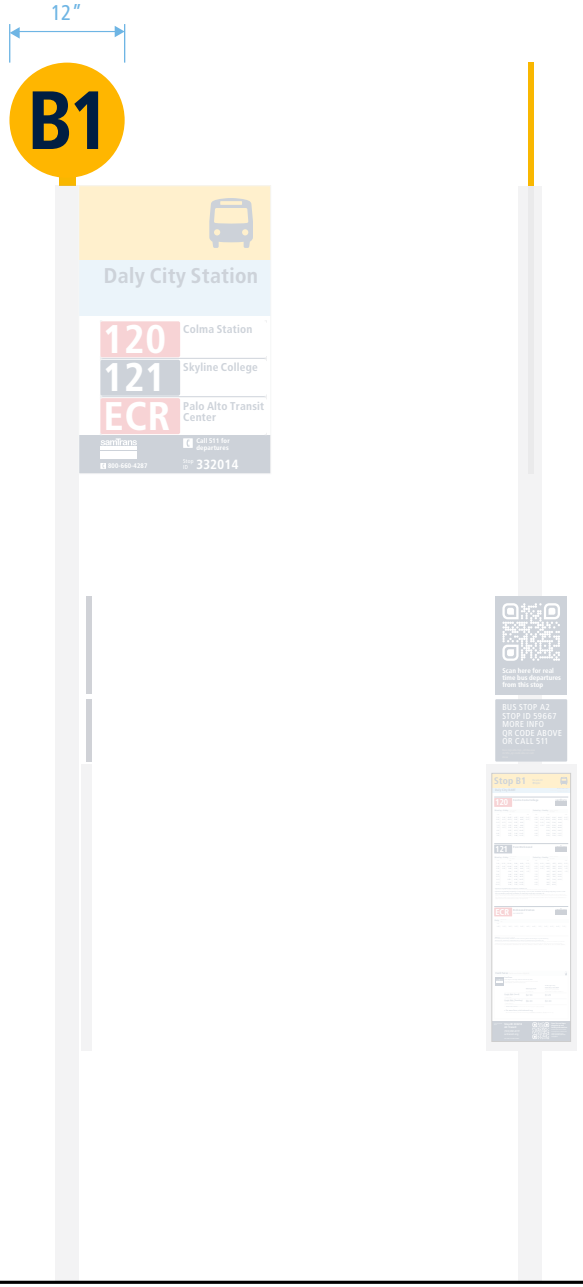
# Route service type glossary

**Regional consistency of the categorization and naming of service types is under review.**

A glossary of common service type names will be developed and included in the full regional Standard.

SBAYM

# Stop Bay Marker




**Purpose**
The Stop Bay Marker indicates the location of a transit stop at a transit center, where there are multiple stops located together.

**Location**
Transit stops at a transit center.

**Content**
— Alphanumeric Bay Code

Signs are double-sided. Markers within a rectangle have 0.25″ rounded corners. Signs have engineer-grade retroreflectivity and anti-graffiti coatings.

See Appendix C for Bay Marker content guidance

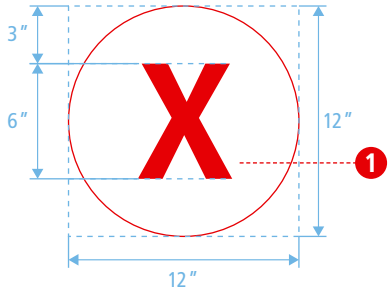
**Standard typesizes (cap height)**

| | |
|---|---|
| Stop code | 6″ |

SBAYM

# Stop Bay Marker

## Typical artwork layout




**1 Bay Code**

| | |
|---|---|
| Typeface: | Transit |
| Weight: | Bold |
| Size: | 6″ cap-height or 619 pt, or 50% of sign height where the circle is larger than 12″ height |
| Kerning: | Optical |
| Tracking: | 0 |
| Align: | Center |
| Color: | Dark Blue |

SBAYM

# Stop Bay Marker

**Flexible format**
The Bay Marker sign can be made larger to increase visibility from distance.

Always use a type size equal or greater than the standard type size, except for alphanumeric Bay Codes that are three characters. In this instance, reduce the size of the code to fit the circle.

Optionally, the sign can also be shown on a dark blue rectangle.



**Stop Bay Marker on dark blue rectangle – standard size**
12″ diameter yellow circle contained within 13 x 15″ rectangle. Multiple formats for flexibility in mounting to poles. 2″ margin to accommodate mounting on one edge.


**Stop Bay Marker on dark blue rectangle**
In the Santa Rosa Transit Mall prototype, the bay marker signs were implemented in a larger format 30″ diameter yellow circle centered within 32 x 36″ rectangle.

Photo credit: Noah Berger


**Three character code**
Not advised, but if necessary the cap-height can be reduced to 75% of standard size with text centered vertically within the circle.

SFLAG

# Stop Flag overview

**Purpose**
To indicate stop location, confirm the routes that operate from there and provide information about the operating agency.

**Location**
Placed at stops, typically perpendicular to curb. See page 18 for further guidance.

**Content**
— Stop Flag with Stop Name, routes serving the stop, and operating agency information

Signs are double-sided.

Each Stop Flag has four components, arranged vertically, each with its own specification:

— Header (golden yellow band with modal icon(s))
— Stop Name (sky blue band)
— Route information (white band(s))
— Footer (dark blue band(s))

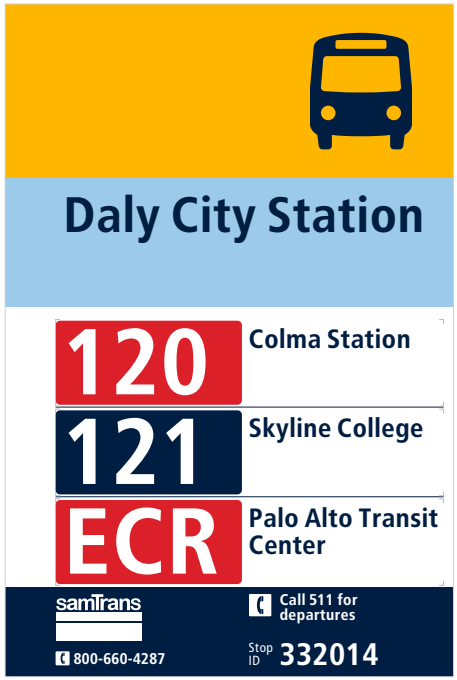
See subsequent pages for guidance on each of these components.

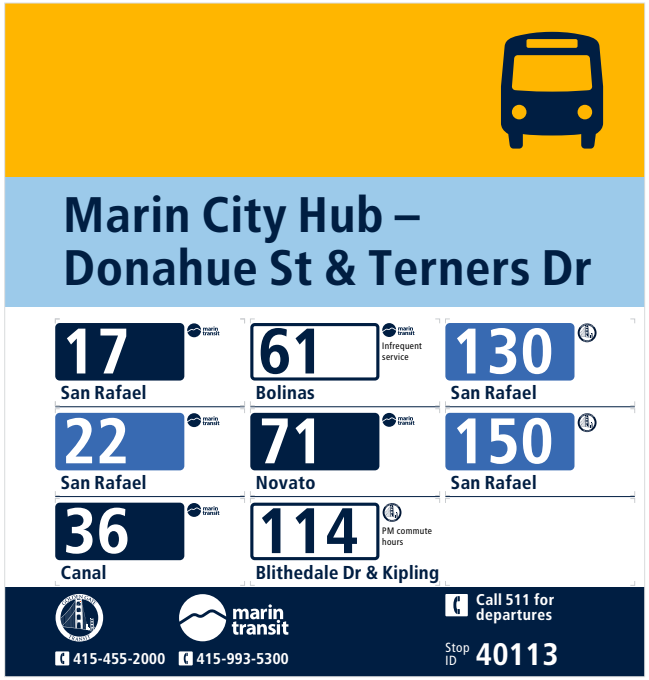
**Header**
See layout specification on page 38

**Stop Name**
See layout specification on page 39

**Route information**
See layout specification on page 40 onwards

**Footer**
See layout specification on page 48 onwards



SFLAG

# Stop Flag overview – maintenance

**New Stop Flags**
The Standard provides two options for creating new flags:

- **Complete artwork** is produced digitally and printed either directly on metal or on vinyl adhered to metal. These flags include engineer-grade retroreflectivity and anti-graffiti coatings.
- **Base artwork** without stop-specific details is printed to form a base flag. These can be prepared in advance. When a new flag is needed, decals with stop-specific information are added. Decals include engineer-grade retroreflectivity and anti-graffiti coatings.

The choice depends on the situation. Printing full artwork produces the most polished result, while using base flags with decals is faster, even if decals cannot be preprinted.

**Changes to Existing Stop Flags**
Installed flags are updated by applying new decals over existing information. Examples include:

- Adding a new route decal when a route number changes.
- Placing a new footer decal if another agency begins serving the stop.

**Route Order Changes**
Route number order may change over time due to service adjustments or decal replacements. Unless changes are significant, agencies are not expected to reprint entire flags even if the preferred route order is altered.

SFLAG

# Stop Flag overview – sizes and layouts

## Stop Flag sizes

Stop Flags come in multiple sizes for different types of stops.

- Regular width: 20”
- Wide width: 28.5”
- Height: Varies in 4” increments from 22” to 42”

*Note: Flag weight, wind resistance, and mounting methods will be tested during the Pilot Projects. Final recommendations will be included in the regional Standard.*

### Regular width: 20”

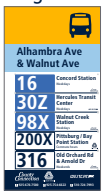
**SFLAG22**
Height: 22”


**SFLAG26**
Height: 26”

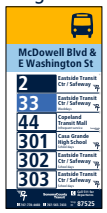

**SFLAG30**
Height: 30”


**SFLAG34**
Height: 34”


**SFLAG38**
Height: 38”

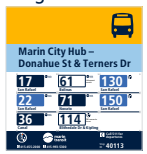



**SFLAG42**
Height: 42”

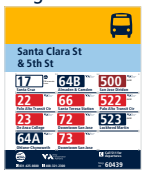



### Wide width: 28.5”

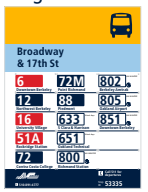
**SFLAG30W**
Height: 30”




**SFLAG34W**
Height: 34”




**SFLAG38W**
Height: 38”

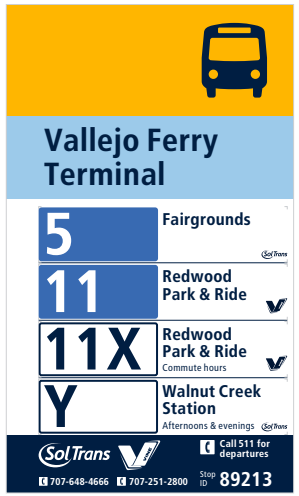



## Stop Flag layout options

Regular and wide flags support two layout styles for showing routes.

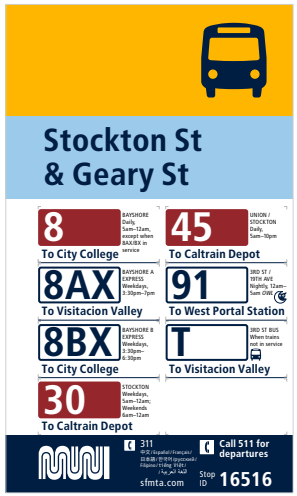
Depending on agency-specific information, flags may use a single- or double-height footer. See page 48.

### Full-size layout




- Uses the entire width for each route row.
- Displays route number, destination, and details like span or service type at maximum type sizes
- Best for stops with up to 6 routes

### Reduced-size layout




- Uses a grid-style format to fit more routes with smaller type sizes.
- A Printed Information Panel is required for full route information that cannot fit on the flag.
- Used for stops with 6 or more routes.

SFLAG

# Stop Flag overview – sizes and layouts

**Stop Flag family**
The full range of Stop Flag options is shown below.

| Stop Flag Height | Regular width 20" Full-size layout | Regular width 20" Reduced-size layout | Wide width 28.5" Reduced-size layout |
|---|---|---|---|
| **22"** | — SFLAG22 (1 route, *single footer or "SF"*) | n/a | n/a |
| **26"** | — SFLAG26 (2 routes, SF)<br>— SFLAG26D (1 route, *double footer or "DF"*) | n/a | n/a |
| **30"** | — SFLAG30 (3 routes, SF)<br>— SFLAG30D (2 routes, DF) | — SFLAG30R (5-6 routes, SF)<br>— SFLAG30RD (3-4 routes, DF) | — SFLAG30W (7-9 routes, SF)<br>— SFLAG30WD (4-6 routes, DF) |
| **34"** | — SFLAG34 (4 routes, SF)<br>— SFLAG34D (3 routes, DF) | — SFLAG34R (7-8 routes, SF)<br>— SFLAG34RD (5-6 routes, DF) | — SFLAG34W (10-12 routes, SF)<br>— SFLAG34WD (7-9 routes, DF) |
| **38"** | — SFLAG38 (5 routes, SF)<br>— SFLAG38D (4 routes, DF) | — SFLAG38R (9-10 routes, SF)<br>— SFLAG38RD (7-8 routes, DF) | — SFLAG38W (13-15 routes, SF)<br>— SFLAG38WD (10-12 routes, DF) |
| **42"** | — SFLAG42 (6 routes, SF)<br>— SFLAG42D (5 routes, DF) | — SFLAG42R (11-12 routes, SF)<br>— SFLAG42RD (9-10 routes, DF) | n/a |

**General guidance for selecting Stop Flags**
For most stops with up to 6 routes, we recommend these flags to maximize clarity for riders and flexibility for maintenance:

— SFLAG30 (3 routes, SF)
— SFLAG30D (2 routes, DF)
— SFLAG34 (4 routes, SF)
— SFLAG34D (3 routes, DF)
— SFLAG38 (5 routes, SF)
— SFLAG38D (4 routes, DF)
— SFLAG42 (6 routes, SF)
— SFLAG42D (5 routes, DF)

The preferred approach for stops with 6 or more routes is two Full-size Stop Flags mounted side by side. The Reduced-size layout should be used only when space or mounting constraints make two Full-size Stop Flags impractical.

Specific guidance for selecting a Stop Flag for a particular stop is on the next page.

**Future-proofing**
It is recommended to leave one route band empty on new flags for future additions without replacing the whole flag.

SFLAG

# Stop Flag overview – selecting size & layout

**Overview**
This section provides guidance for selecting layouts and determining Stop Flag sizes depending on how many routes serve a stop.

**Preferred Approach**
For stops with up to six routes, a Full-size layout is recommended.

For stops with six or more routes, the recommended solution is two full-size Stop Flags mounted side by side. This approach preserves larger type sizes and improves legibility for riders. Reduced-size layouts should be considered only when space constraints or mounting limitations make two full-size flags impractical.

## Stop Flag decision framework

### STEP 1
### Determine the number of routes at the stop

**Up to 5 routes**
Use Full-size layout (preferred for legibility):

- SFLAG30 (1-3 routes, SF)
- SFLAG30D (1-2 routes, DF)
- SFLAG34 (4 routes, SF)
- SFLAG34D (3 routes, DF)
- SFLAG38 (5 routes, SF)
- SFLAG38D (4 routes, DF)

*Printed Information Panel is optional.*

**Exactly 6 routes**
If a double-height footer is needed, use Reduced-size layout:

- SFLAG30RD (4 routes, DF) or SFLAG34RD (6 routes, DF)

*Printed Information Panel is required.*

If a single-height footer is used, agencies may choose:

- Full-size layout: SFLAG42 (6 routes, SF)
- Reduced-size layout: SFLAG30R (6 routes, SF)

*Printed Information Panel is required if Reduced-size layout is chosen.*

**More than 6 routes**
Proceed to step 2.

### STEP 2
### Assess available space for mounting

**If there is space to mount two Full-size Stop Flags side by side, this is the preferred solution:**

- Example: Two SFLAG42 flags (each accommodates 6 routes).
- Combined capacity: up to 12 routes with maximum type size.
- Consider using a Monument Flag approach instead (guidance still under development)

Printed Information Panel is optional.

**If space does not allow two Full-size flags, proceed to step 3.**

### STEP 3
### Select Reduced-size layout if needed

Use Reduced-size layout only when two Full-size flags cannot be installed. One or more Printed Information Panels are required whenever the Reduced-size layout is used.

**Regular width (20”) is preferred** until wide width flags can be verified for wind shear and pole compatibility:

- SFLAG34R (7-8 routes, single footer)
- SFLAG34RD (5-6 routes, double footer)
- SFLAG38R (9-10 routes, single footer)
- SFLAG38RD (7-8 routes, double footer)
- SFLAG42R (11-12 routes, single footer)
- SFLAG42RD (9-10 routes, double footer)

**Wide width (28.5”) may be used** only if site conditions allow and ideally after being verified for wind shear and pole compatibility:

- SFLAG30W (8-9 routes, single footer)
- SFLAG30WD (5-6 routes, double footer)
- SFLAG34W (11-12 routes, single footer)
- SFLAG34WD (7-9 routes, double footer)
- SFLAG38W (13-15 routes, single footer)
- SFLAG38WD (10-12 routes, double footer)

**For stops with more than 15 routes**, use two Reduced-size Stop Flags or a mixed configuration.

Printed Information Panel is required.

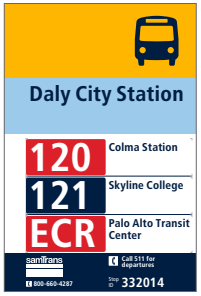
SFLAG

# Stop Flag overview – size examples

## Recommended flag sizes:

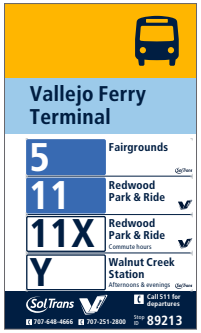
### SFLAG30

20”x 30”



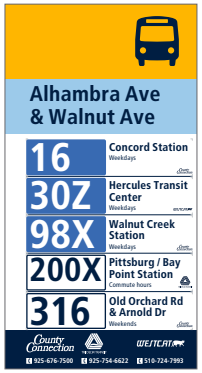

### SFLAG34

20”x 34”



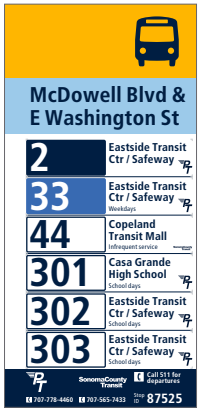

### SFLAG38

20”x 38”




### SFLAG42

20”x 42”



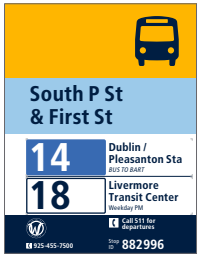

## Other flag sizes:

### SFLAG22

20”x 22”

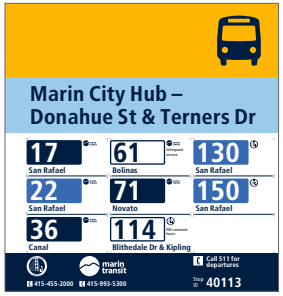

### SFLAG26

20”x 26”



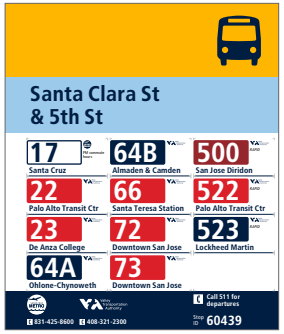

### SFLAG30W

28.5”x 30”



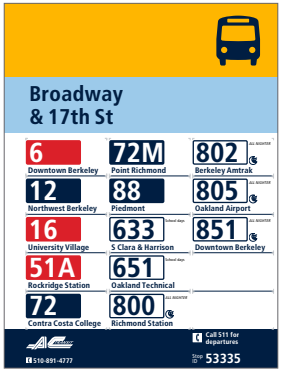

### SFLAG34W

28.5”x 34”



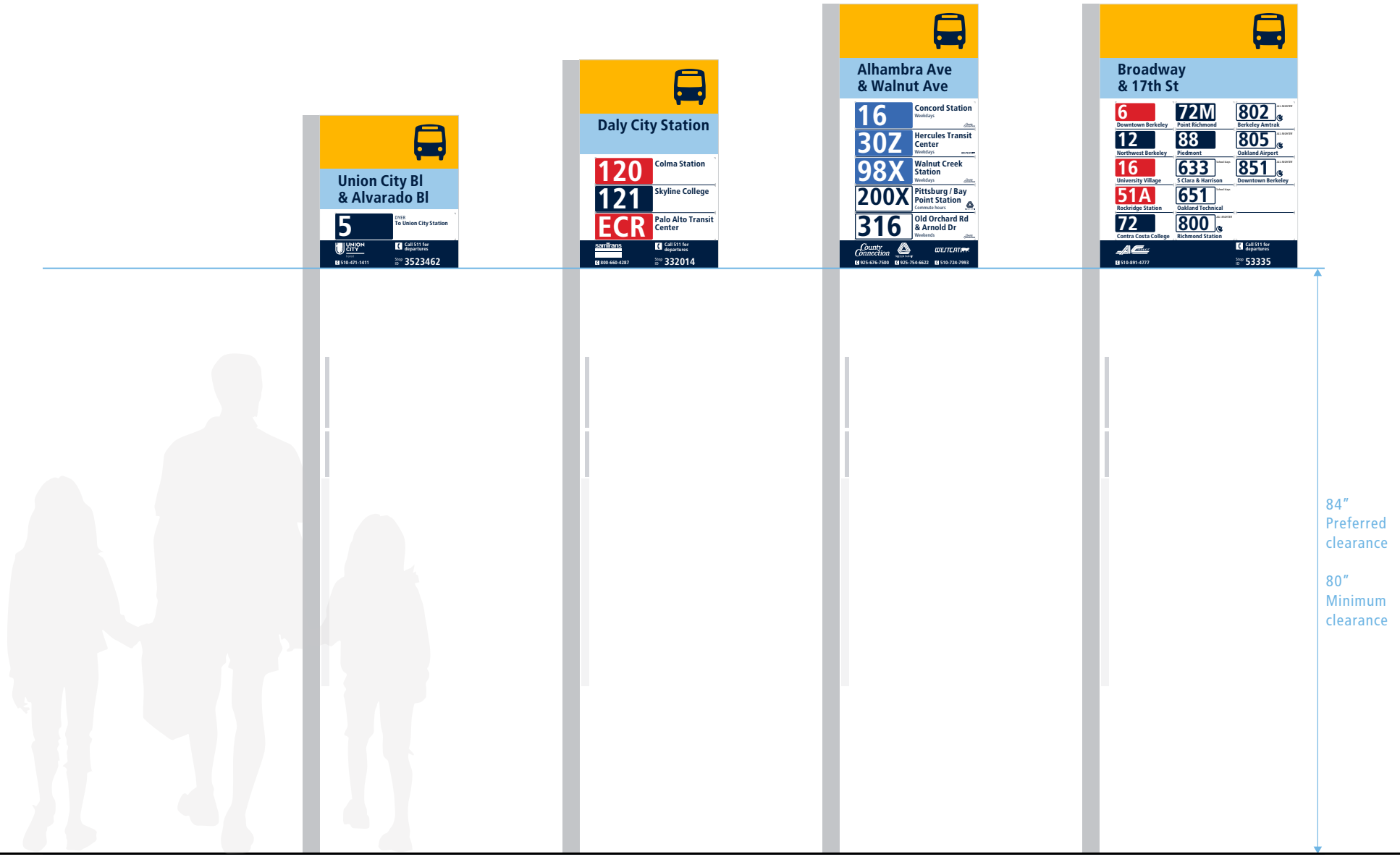

### SFLAG38W

28.5”x 38”



SFLAG

# Stop Flag overview – placement



SFLAG

# Stop Flag component – header

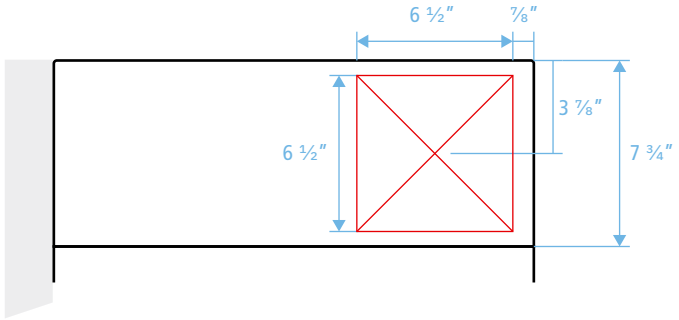
The header is a golden yellow band at the top of the flag. The first modal icon is aligned to the right of the band. If applicable, a second modal icon is placed to the left of the first modal icon.

Starting from the right, the order should be as follows:

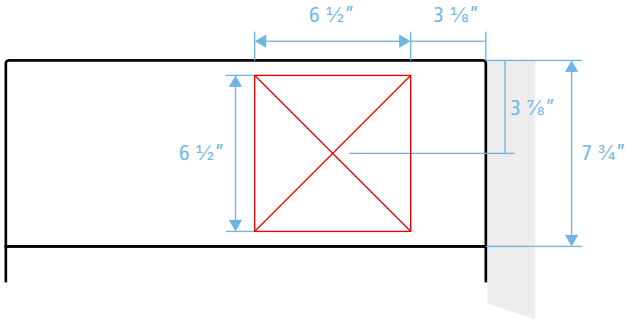
— Bus icon
— Rail icon (for light rail, e.g., Muni J)
— Streetcar icon (for historic streetcars, e.g., Muni F)
— Cable car icon

**One modal icon**
Aligned to right of band

**Side with pole to left**
Larger margin to left

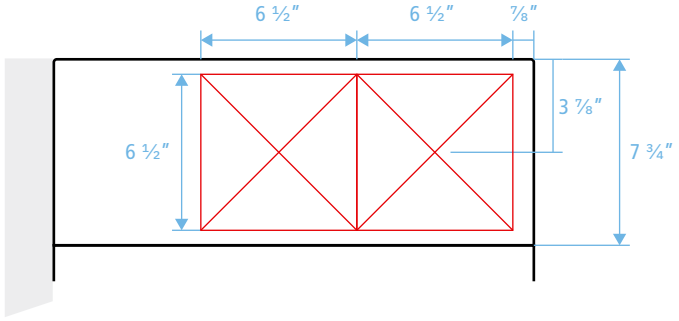



**Side with pole to right**
Larger margin to right

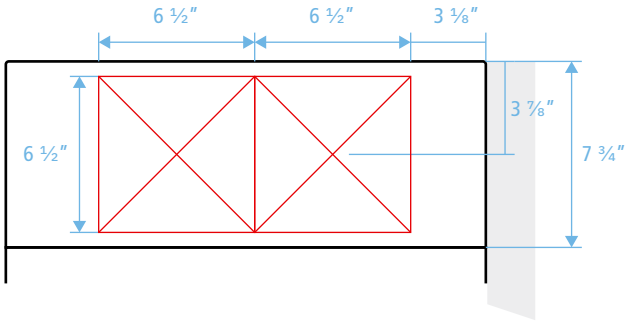



**Two modal icons**
Aligned to right of band

**Side with pole to left**
Larger margin to left




**Side with pole to right**
Larger margin to right



SFLAG

# Stop Flag component – Stop Name

The Stop Name is placed in a sky blue band between the golden yellow header band and the white route bands.

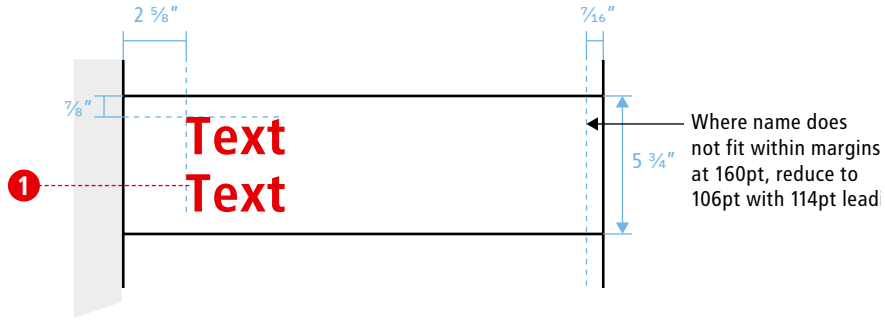
**1 Stop Name**

Typeface: Transit
Weight: Bold
Size: 160 pt (106pt for 3 line name)
Leading: 172 pt (114pt for 3 line name)
Kerning: Metrics
Tracking: 0
Align: Left
Color: Dark Blue

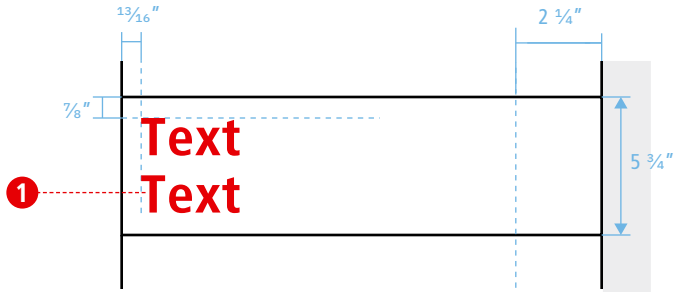
All agencies sharing a stop should agree on the Stop Name, based on the 511 Transit Stop Naming Guidelines in the Bay Area Regional Transit Data Guidelines.

## Regular width

**Side with pole to left**
Larger margin to left

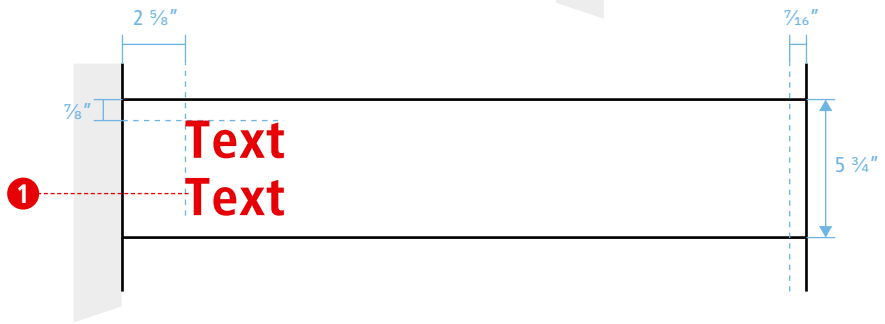



**Side with pole to right**
Larger margin to right

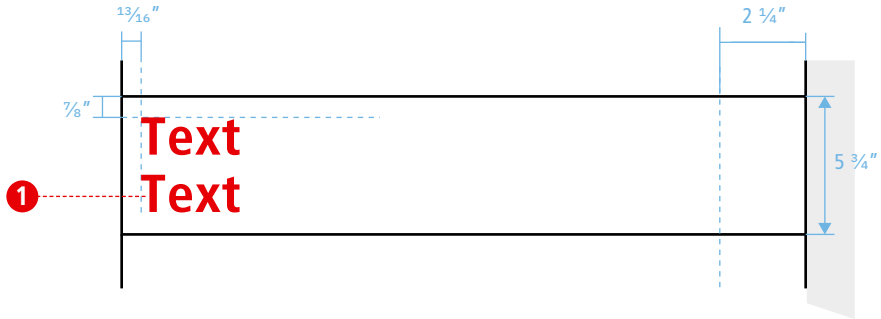



## Wide width

**Side with pole to left**
Larger margin to left



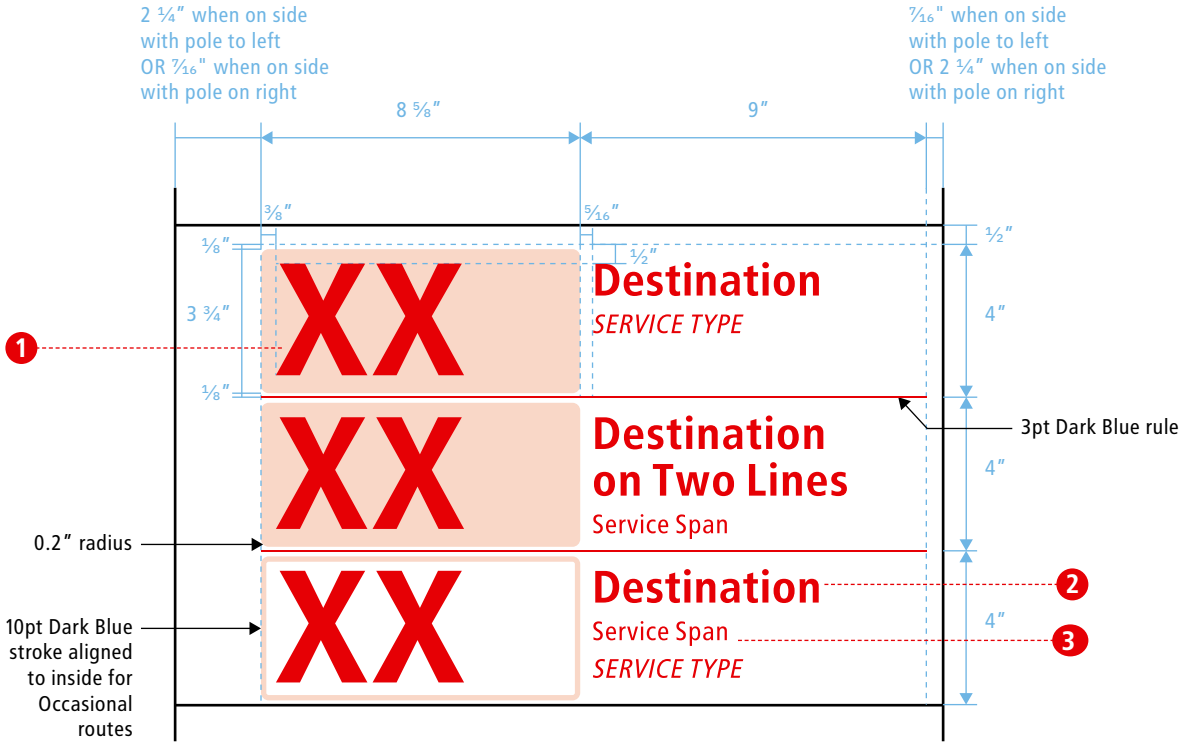

**Side with pole to right**
Larger margin to right



SFLAG

# Stop Flag component – route information

### Full-size with large text




**1 Route designation**

| | |
|---|---|
| Typeface: | Transit |
| Weight: | Bold |
| Size: | 300 pt (230pt for 4 character codes) |
| Kerning: | Metrics |
| Tracking: | 0 |
| Align: | Left |
| Order: | Alphanumeric, numbers first |
| Color: | White (Dark Blue for Occassional routes) |

**2 Route destination**

| | |
|---|---|
| Typeface: | Transit |
| Weight: | Bold |
| Case: | Sentence |
| Size: | 85 pt |
| Leading: | 87.5 pt |
| Kerning: | Metrics |
| Tracking: | 0 |
| Align: | Left |
| Color: | Dark Blue |

**3 Route additional information**

Service span or service type can be added below the route destination. Further information can be found on page 26.

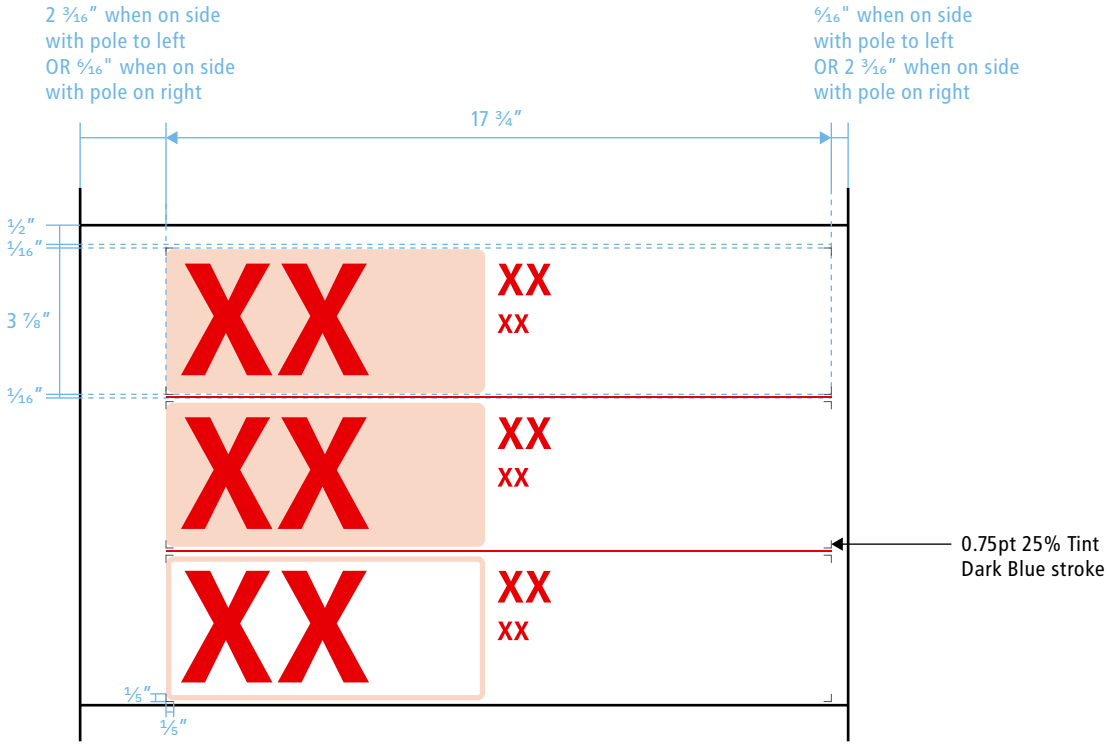
| *Service span* | | *Service type* | |
|---|---|---|---|
| Typeface: | Transit | Typeface: | Transit |
| Weight: | Regular | Weight: | Italic |
| Case: | Sentence | Case: | All caps |
| Size: | 50 pt | Size: | 50 pt |
| Leading: | 70.5 pt | Leading: | 70.5 pt |
| Kerning: | Metrics | Kerning: | Metrics |
| Tracking: | 0 | Tracking: | 0 |
| Align: | Left | Align: | Left |
| Color: | Dark Blue | Color: | Dark Blue |

SFLAG

# Stop Flag component – route information

**Full-size with large text**
Corner guides

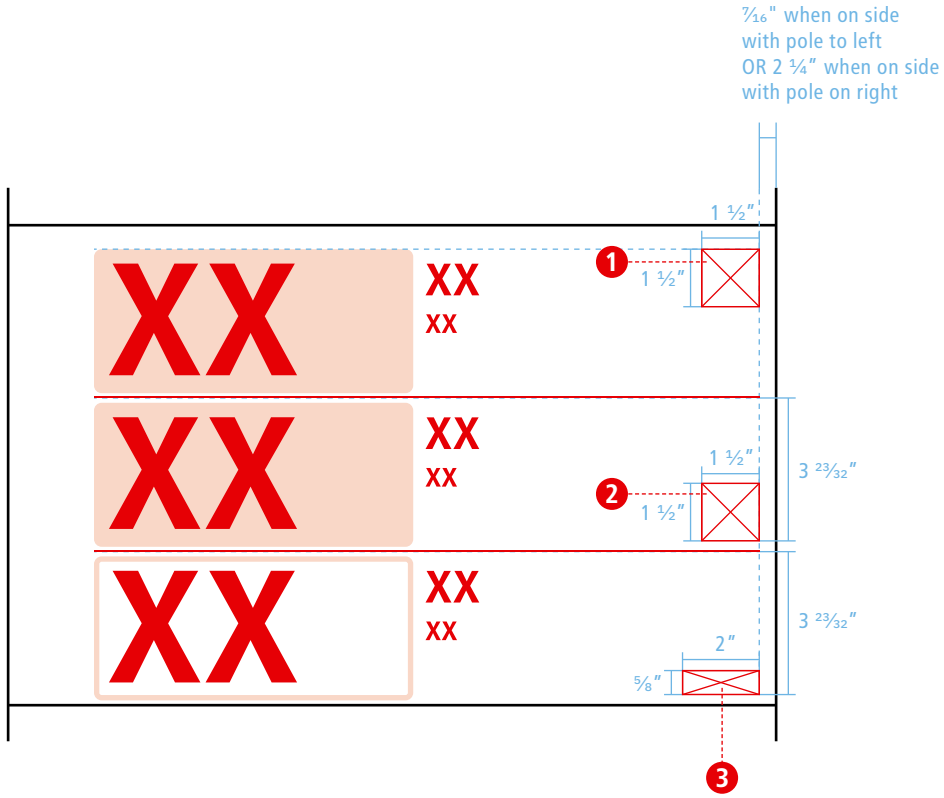
Corner guides shall be added for each route row to guide placement of replacement decals.



SFLAG

# Stop Flag component – route information

**Full-size with large text**
Adding service and operator logos




**1 Service logo**
Service logos, such as Owl / All Nighter or Airport services, can be included in the top right corner of the route row.
Width: 1 1/2" maximum
Height: 1 1/2" maximum

Service logos should be Dark Blue on a white background

**2 Portrait or square format operator logos**
At stops shared between more than one operator, operator logos can be included in the bottom right corner of the route row.

Where the operator logo height is greater or equal to its width it should be made as large as possible within a 1 1/2" square.
Width: 1 1/2" maximum
Height: 1 1/2" maximum

**3 Landscape format operator logos**
At stops shared between more than one operator, operator logos can be included in the bottom right corner of the route row.

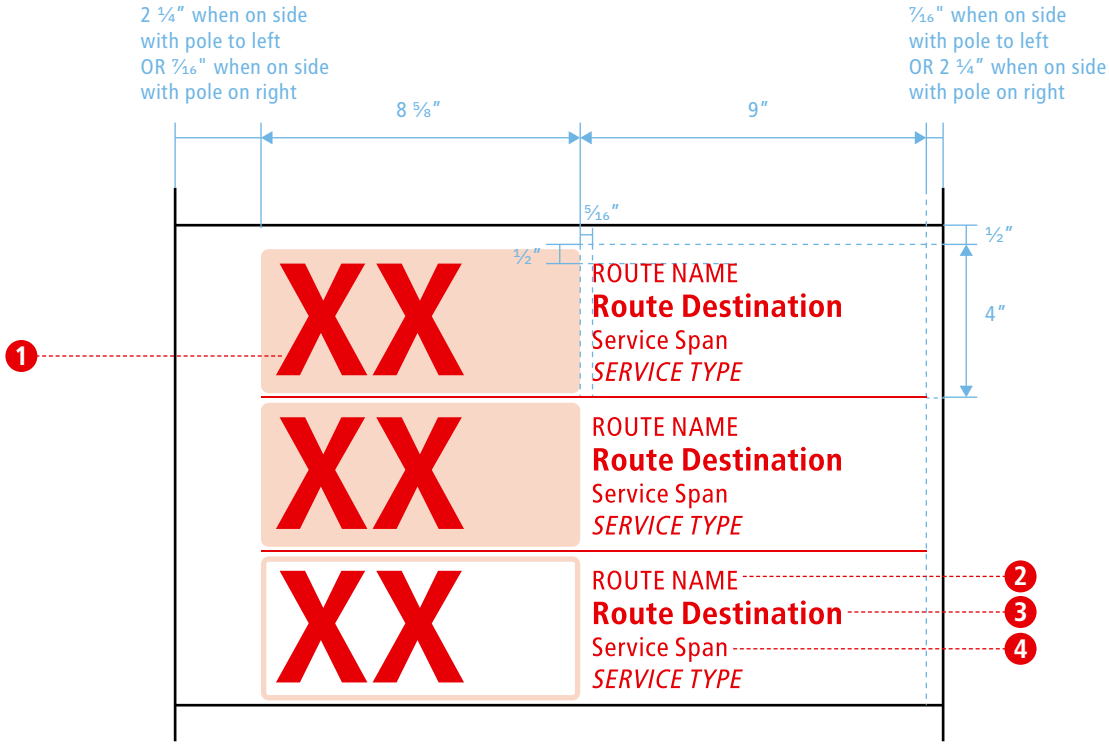
Where the operator logo width is greater than its height, it should be made as large as possible within the area shown.
Width: 2" maximum
Height: 5/8" maximum

Operator logos should be Dark Blue on a white background

SFLAG

# Stop Flag component – route information

### Full-size with small text




**1 Route designation**
Consistent with layout on page 40.

**2 Route name**

| | |
|---|---|
| Typeface: | Transit |
| Weight: | Regular |
| Case: | All caps |
| Size: | 50 pt |
| Leading: | 60 pt |
| Kerning: | Metrics |
| Tracking: | 0 |
| Align: | Left |
| Color: | Dark Blue |

**3 Route destination**

| | |
|---|---|
| Typeface: | Transit |
| Weight: | Bold |
| Case: | Sentence |
| Size: | 60 pt |
| Leading: | 65 pt |
| Kerning: | Metrics |
| Tracking: | 5 |
| Align: | Left |
| Color: | Dark Blue |

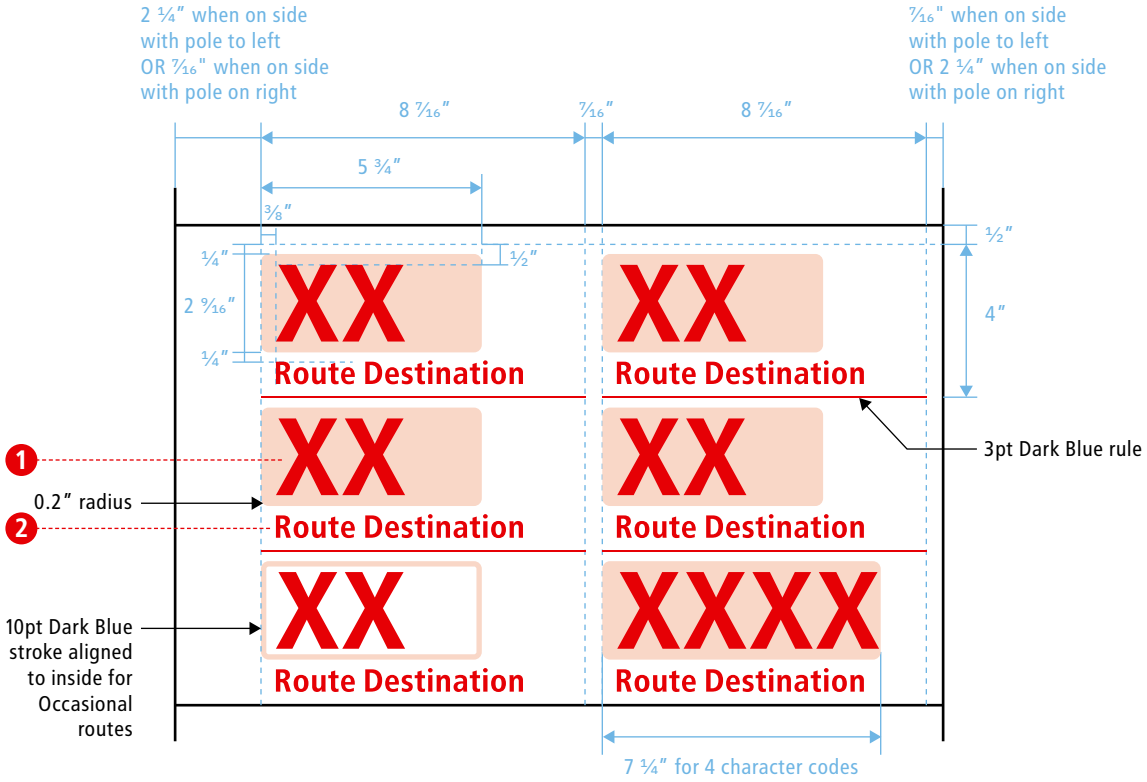
**4 Route additional information**
Service span and/or type can be added in the order shown. Further information on page 26.

| *Service span* | | *Service type* | |
|---|---|---|---|
| Typeface: | Transit | Typeface: | Transit |
| Weight: | Regular | Weight: | Italic |
| Case: | Sentence | Case: | All caps |
| Size: | 50 pt | Size: | 50 pt |
| Leading: | 60 pt | Leading: | 60 pt |
| Kerning: | Metrics | Kerning: | Metrics |
| Tracking: | 0 | Tracking: | 0 |
| Align: | Left | Align: | Left |
| Color: | Dark Blue | Color: | Dark Blue |

SFLAG

# Stop Flag component – route information

## Reduced-size




**1 Route designation**

| | |
|---|---|
| Typeface: | Transit |
| Weight: | Bold |
| Size: | 2" cap-height or 206 pt |
| Kerning: | Metrics |
| Tracking: | 0 |
| Align: | Left |
| Color: | White (Dark Blue for Occassional routes) |

**2 Route destination**

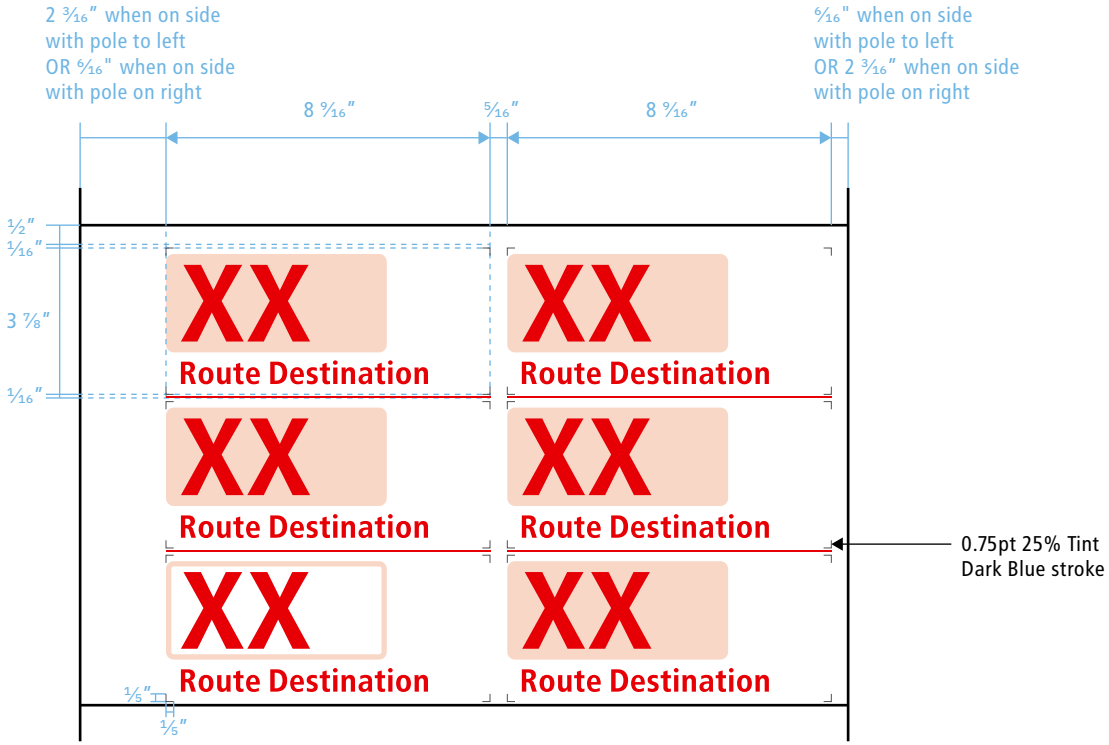
| | |
|---|---|
| Typeface: | Transit |
| Weight: | Bold |
| Case: | Sentence |
| Size: | 60 pt |
| Kerning: | Metrics |
| Tracking: | 0 |
| Align: | Left |
| Color: | Dark Blue |

SFLAG

# Stop Flag component – route information

**Reduced-size**
Corner guides

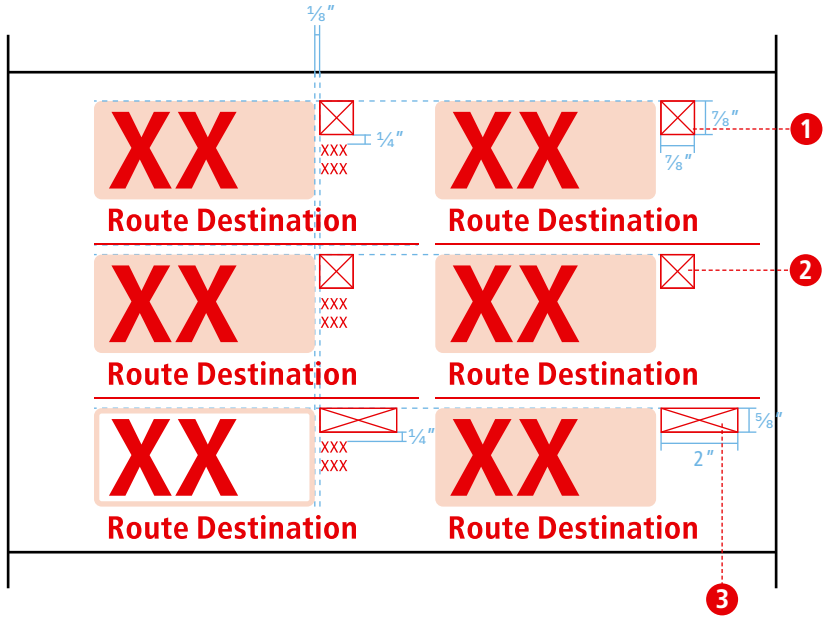
Corner guides shall be added for each route half row to guide placement of replacement decals.



SFLAG

# Stop Flag component – route information

**Reduced-size**
Adding service and operator logos




**Guidance on information hierarchy**
At shared stops where additional route information is elected to be shown, agency logos are highest priority, followed by service type, route name, and span (in that order). If span cannot be accommodated for Occasional Routes or routes that do not operate 7 days a week, than a Printed Information Panel is required.

At single agency stops where additional route information is elected to be shown, icons like Owl, All Nighter, and Bus substitution are lowest priority under service type, route name, and span (and therefore can be placed at the right edge of the route information if space constraints require).

**1 Service logo**
Service logos, such as Owl / All Nighter or Airport services, can be included in the top right corner of the route row.
Width: 7/8" maximum
Height: 7/8" maximum

Service logos should be Dark Blue on a white background

**2 Portrait or square format operator logos**
At stops shared between more than one operator, operator logos can be included in the top right corner of the route row.

Where the operator logo height is greater or equal to its width it should be made as large as possible within a 7/8" square.
Width: 7/8" maximum
Height: 7/8" maximum

**3 Landscape format operator logos**
At stops shared between more than one operator, operator logos can be included in the top right corner of the route row.

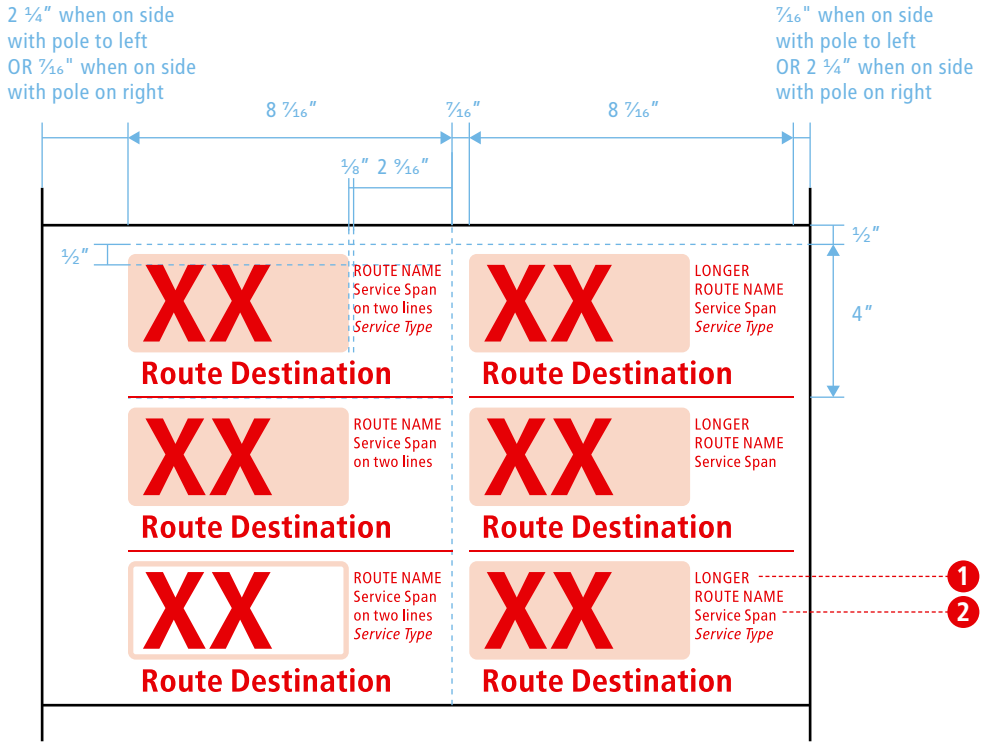
Where the operator logo width is greater than its height, it should be made as large as possible within the area shown.
Width: 2" maximum
Height: 5/8" maximum

Operator logos should be Dark Blue on a white background

SFLAG

# Stop Flag component – route information

**Reduced-size with route additional information**




**1 Route Name**

| | |
|---|---|
| Typeface: | Transit |
| Weight: | Regular |
| Case: | All caps |
| Size: | 30 pt |
| Leading: | 35 pt |
| Kerning: | Metrics |
| Tracking: | 5 |
| Align: | Left |
| Color: | Dark Blue |

Route name may be substituted for the Route destination in some cases. Where this is the case, the Route name would be shown at 60pt and the Route destination at 30pt, however their type weight and case would be retained.

**2 Service span/type**

In the small text layout route service span and/or service type can be added below the route name.

| *Service span* | | *Service type* | |
|---|---|---|---|
| Typeface: | Transit | Typeface: | Transit |
| Weight: | Regular | Weight: | Italic |
| Case: | Sentence | Case: | All caps |
| Size: | 30 pt | Size: | 30 pt |
| Leading: | 35 pt | Leading: | 35 pt |
| Kerning: | Metrics | Kerning: | Metrics |
| Tracking: | 0 | Tracking: | 0 |
| Align: | Left | Align: | Left |
| Color: | Dark Blue | Color: | Dark Blue |

Further information on service spans and service types can be found on page 26.

SFLAG

# Stop Flag component – footers

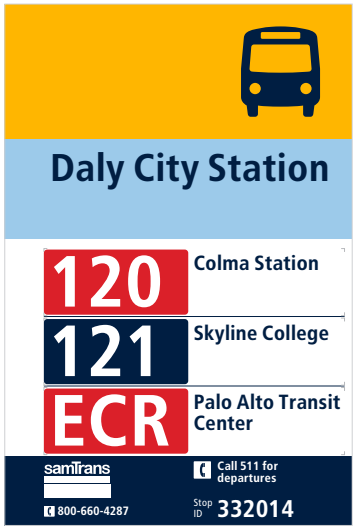
The Stop Flag footer contains agency-specific information and is designed to flexibly fit different content types.

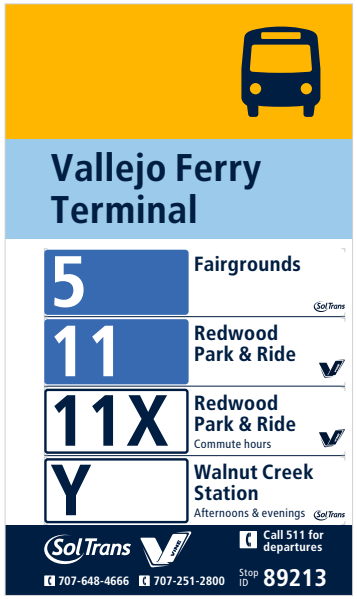
- Each Stop Flag has a single Stop ID.
- 511 real-time departures information is required, using standard language.
- QR codes are NOT allowed in the footer.

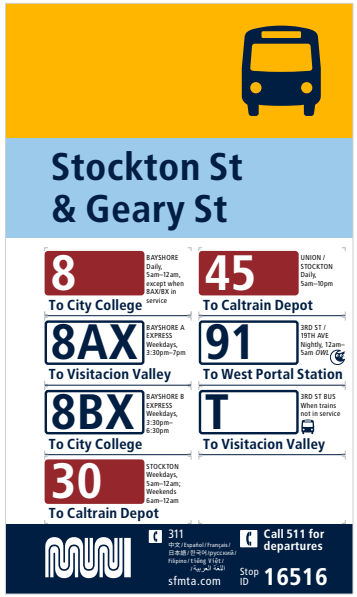
All agencies sharing a stop must agree on footer content and the single Stop ID.

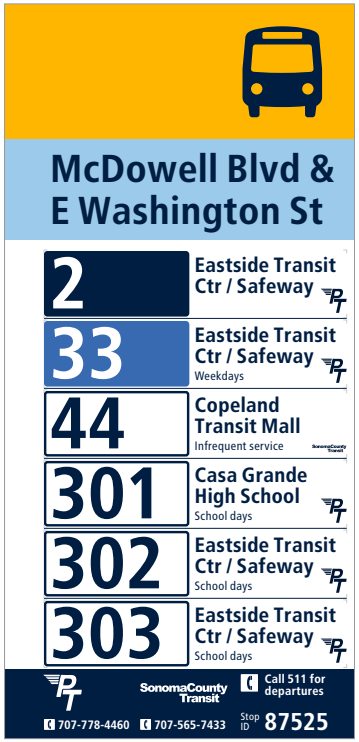
Optional footer content (if space allows):

- Agency phone number or website
- Real-time information provider (if different from 511), e.g., Transit app & logo
- Larger agency logo
- Other customer service information, (e.g., texting service)
- Regulatory information
- 311 language translations (SFMTA)
- Stop accessibility information (SFMTA)

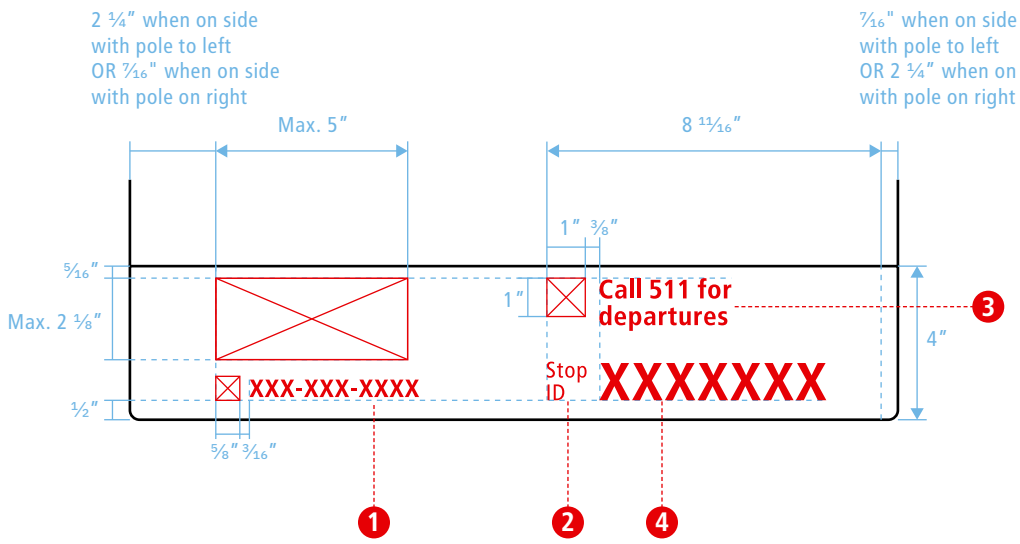



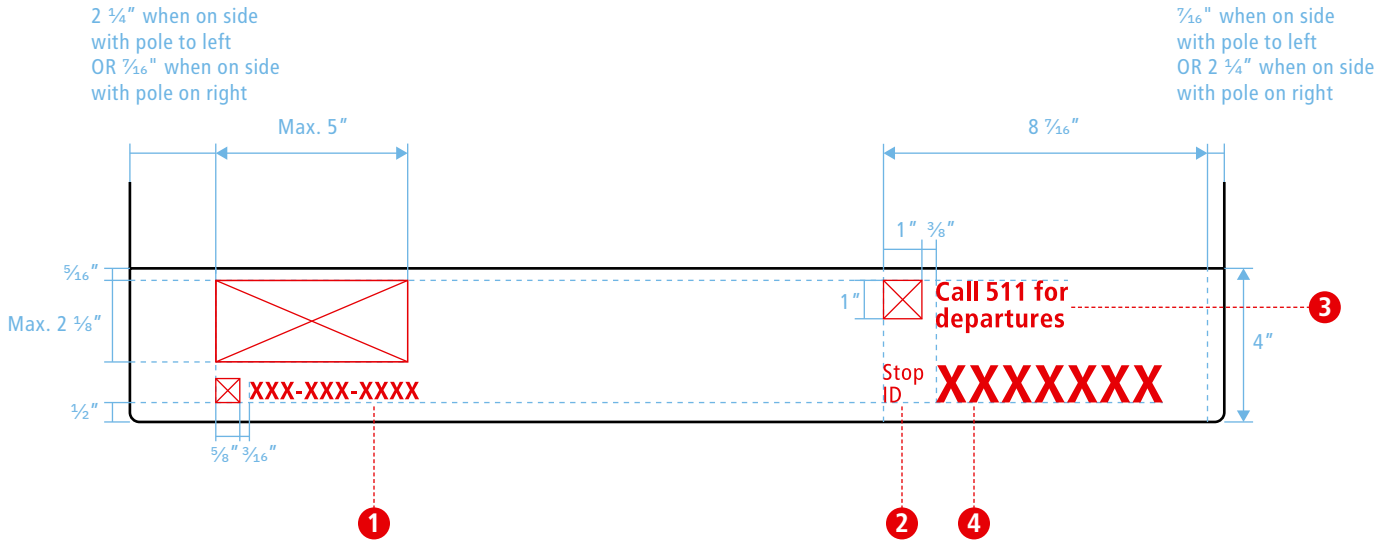
SFLAG

# Stop Flag footer – single footer

## Regular width




## Wide width




**1 Agency Phone Number or Website**
Typeface: Transit
Weight: Bold
Size: 50 pt
Kerning: Metrics
Tracking: 10
Align: Left
Color: White
Phone icon used to left of phone number.
No icon to be used for agency website.

**2 'Stop ID'**
Typeface: Transit
Weight: Regular
Size: 42.5 pt
Leading: Set solid, 42.5 pt
Kerning: Metrics
Tracking: 0
Align: Left
Color: White

**3 'Call 511 for departures'**
Typeface: Transit
Weight: Bold
Size: 50 pt
Leading: Set solid, 50 pt
Kerning: Metrics
Tracking: 10
Align: Left
Color: White

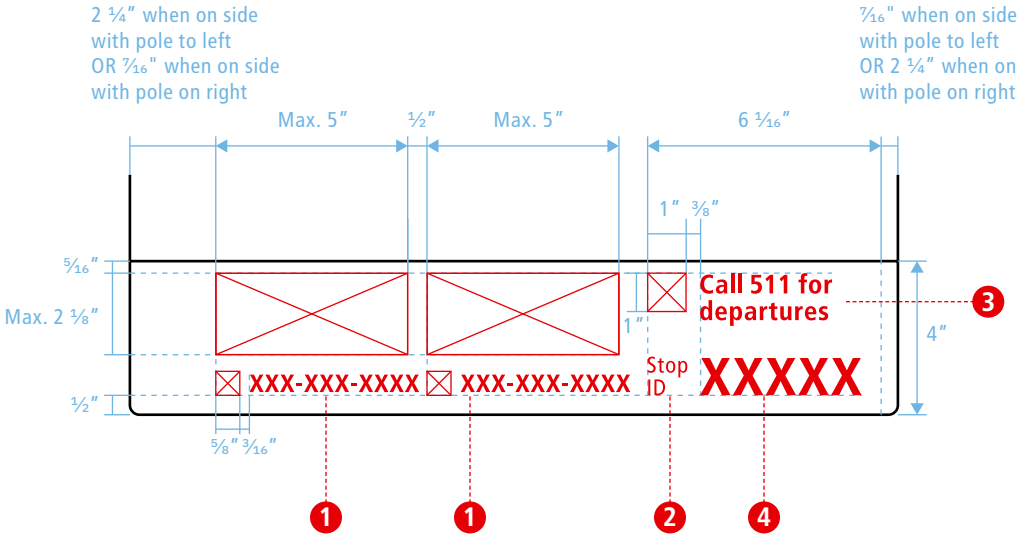
**4 Bus Stop ID**
Typeface: Transit
Weight: Bold
Size: 100 pt
Kerning: Metrics
Tracking: 10
Align: Left
Color: White

SFLAG

# Stop Flag footer – single footer

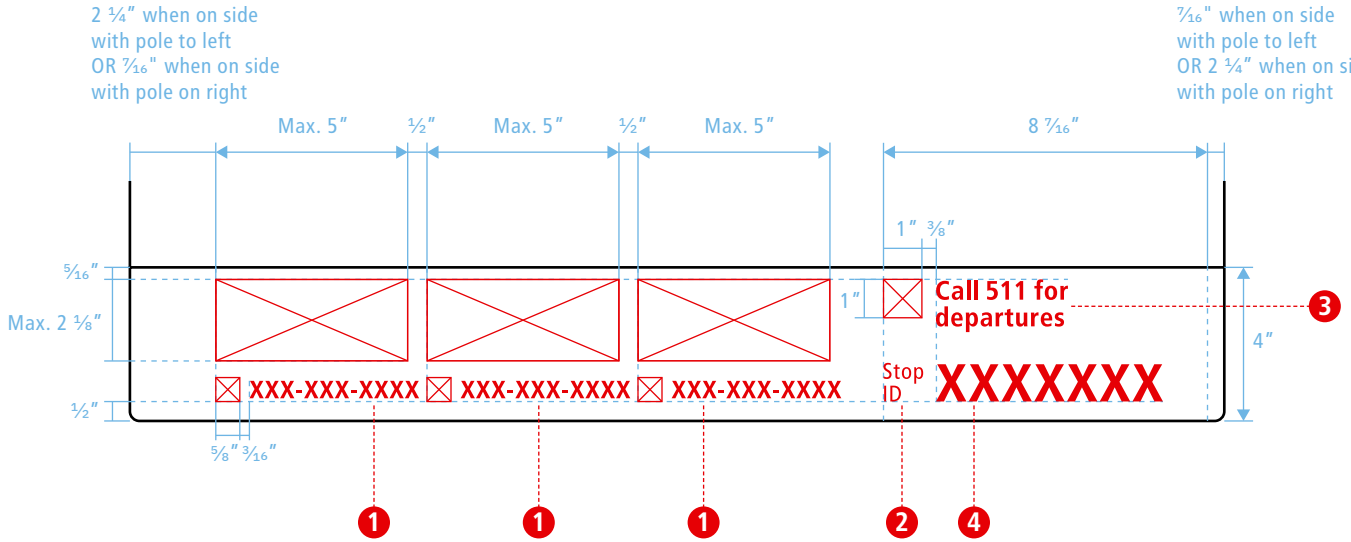
### Regular width

Two agency logos




### Wide width

Two or more agency logos




Where the bus flag is shared by more than one agency, logos should be laid out as shown.

The ordering of the logos is to be agreed between agencies sharing the stop.

**1 Agency Phone Number or Website**
Consistent with layout on page 49.

**2 'Stop ID'**
Consistent with layout on page 49.

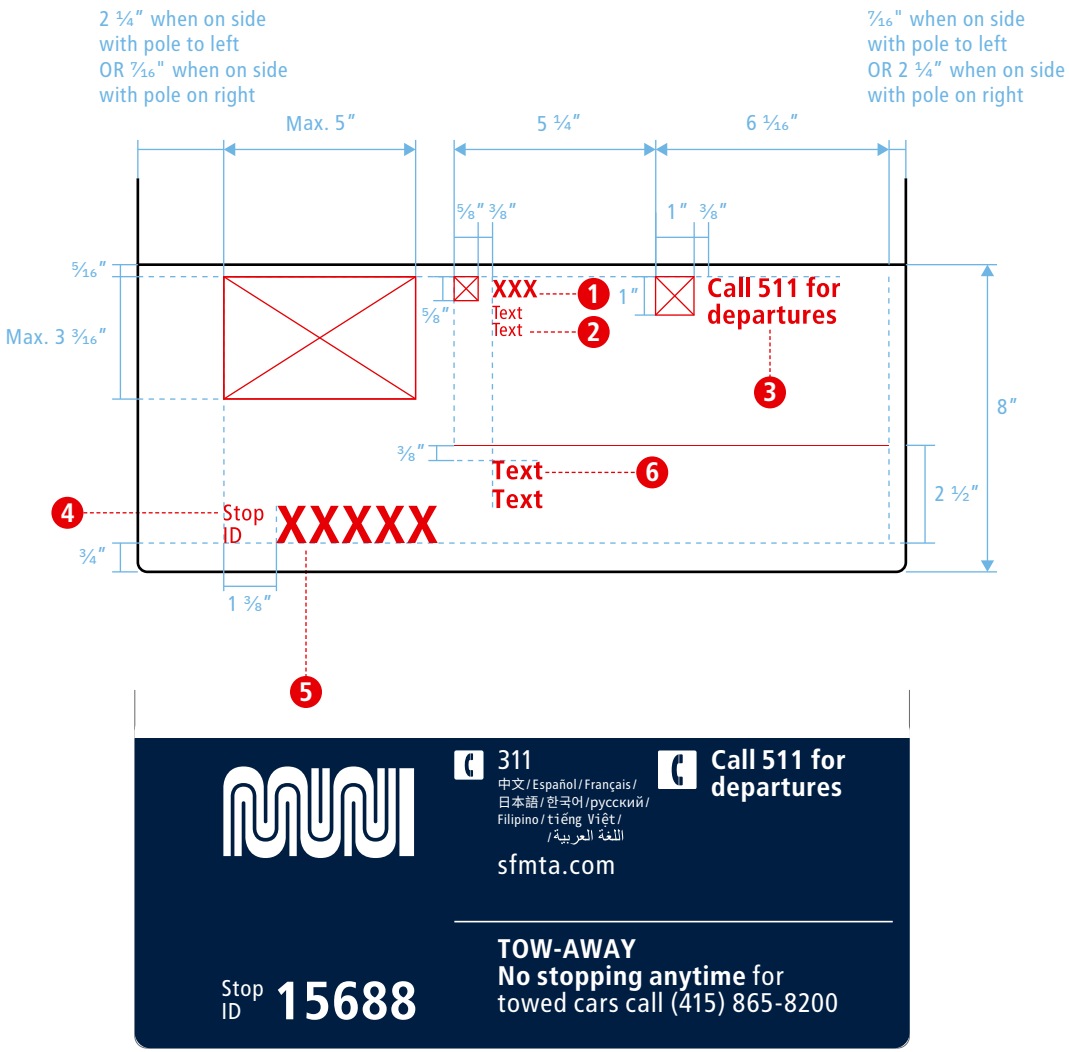
**3 'Call 511 for departures'**
Consistent with layout on page 49.

**4 Stop ID**
Consistent with layout on page 49.

SFLAG

# Stop Flag footer – double footer

**Further information**
**alternative layout**




The footer can be extended to double height to fit further information.

**1 Agency Phone Number or Website**
Consistent with layout on page 49.

**2 Agency Information**
Typeface: Transit
Weight: Regular
Size: 25pt
Leading: 32.5 pt
Kerning: Metrics
Tracking: 10
Align: Left
Color: White

**3 'Call 511 for departures'**
Consistent with layout on page 49.

**4 'Stop ID'**
Consistent with layout on page 49.

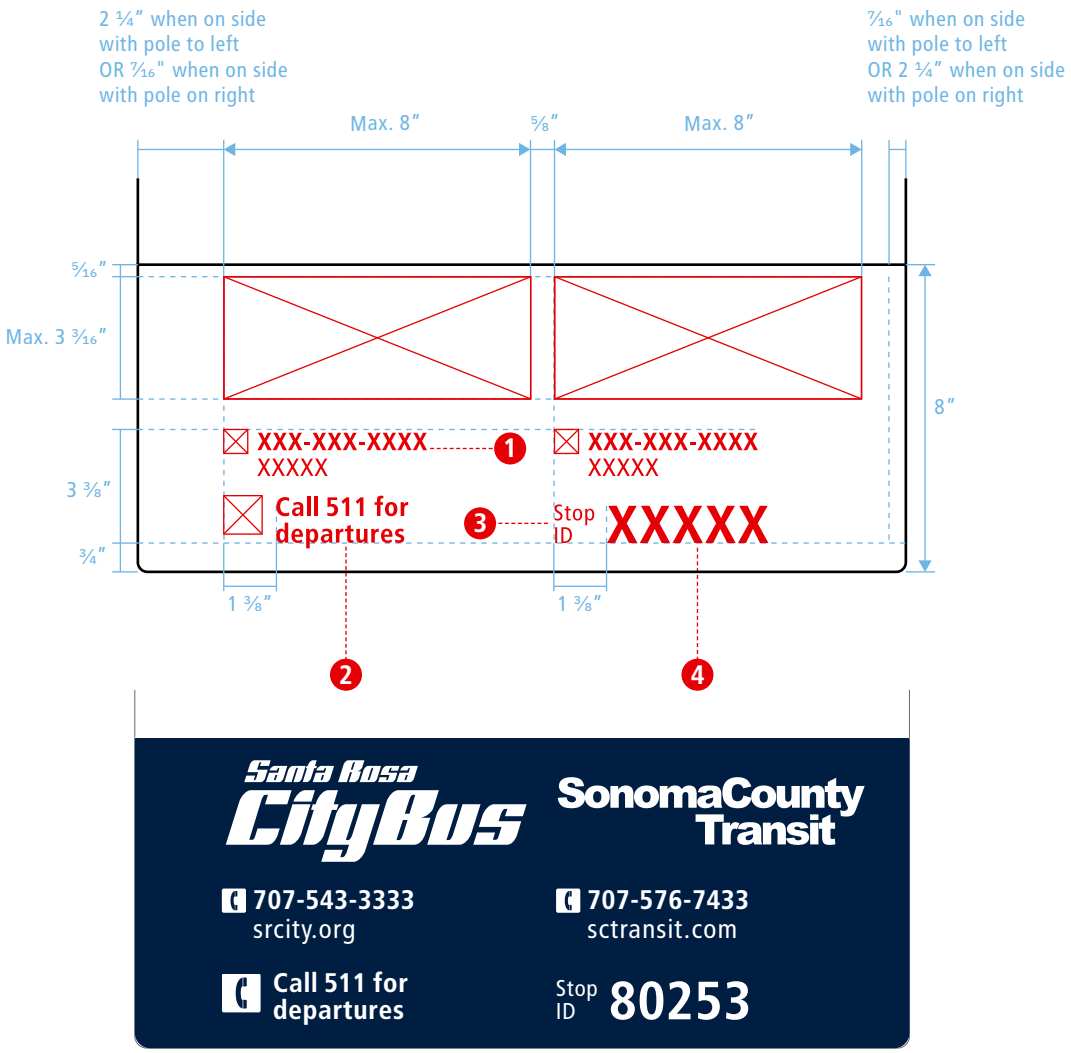
**5 Stop ID**
Consistent with layout on page 49.

**6 Additional Information**
Typeface: Transit
Weight: Bold/Regular
Size: 50 pt
Leading: Set solid, 50 pt
Kerning: Metrics
Tracking: 10
Align: Left
Color: White

SFLAG

# Stop Flag footer – double footer

**Two agency logos**
**alternative layout**




The footer can be extended to double height to fit further information.

**1 Agency Phone Number or Website**
Consistent with layout on page 49.

**2 'Call 511 for departures'**
Consistent with layout on page 49.

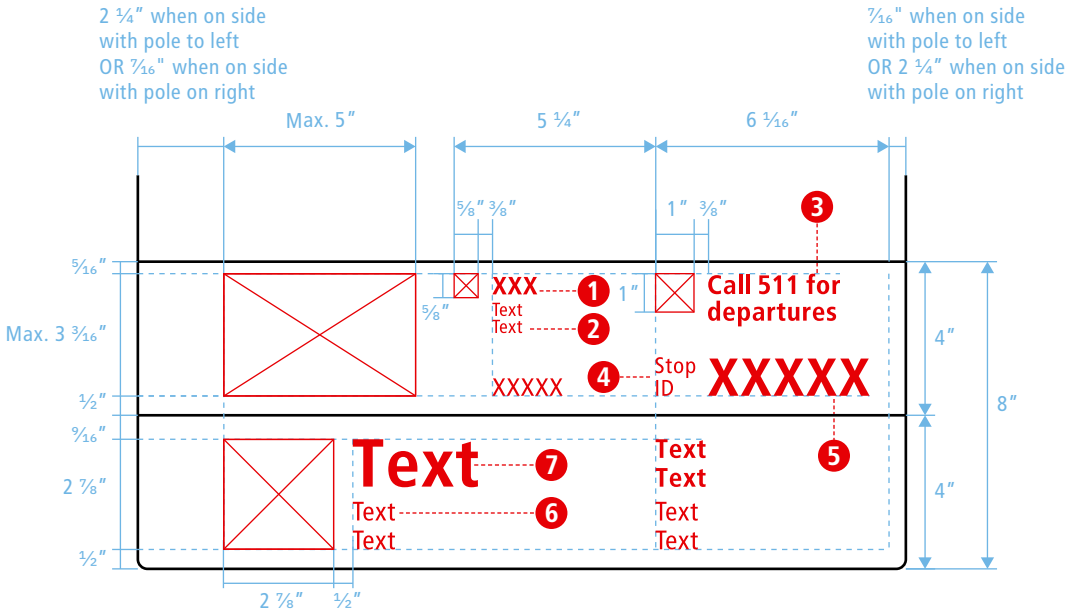
**3 'Stop ID'**
Consistent with layout on page 49.

**4 Stop ID**
Consistent with layout on page 49.

SFLAG

# Stop Flag footer – double footer

**Accessibility information alternative layout**





The footer can be extended to double height to fit further information.

**1 Agency Phone Number**
Consistent with layout on page 49.

**2 Agency Information**
Consistent with layout on page 49.

**3 'Call 511 for departures'**
Consistent with layout on page 49.

**4 'Stop ID'**
Consistent with layout on page 49.

**5 Bus Stop ID**
Consistent with layout on page 49.

**6 Additional Information**
Consistent with layout on page 49.
Color: Dark Blue

**7 'No access' or similar message**
Typeface: Transit
Weight: Bold
Size: 1" cap-height
Kerning: Metrics
Tracking: 0
Align: Left
Color: Dark Blue

# Spotlight: shared stops

Golden Gate Transit and Marin Transit use a unified stop design to show both agencies' routes at shared stop locations. While shared stops exist elsewhere the region, they are uncommon. Under the Regional Standard, this approach will expand across the Bay Area. All agencies serving the same stop will use one shared sign.

Shared Stop Flags follow the standard design with a few small differences:

— Agency logos are shown in the route information area. See page 42 for details.
— All agency logos are shown in the footer.

Agencies sharing stop signs must work together to determine:

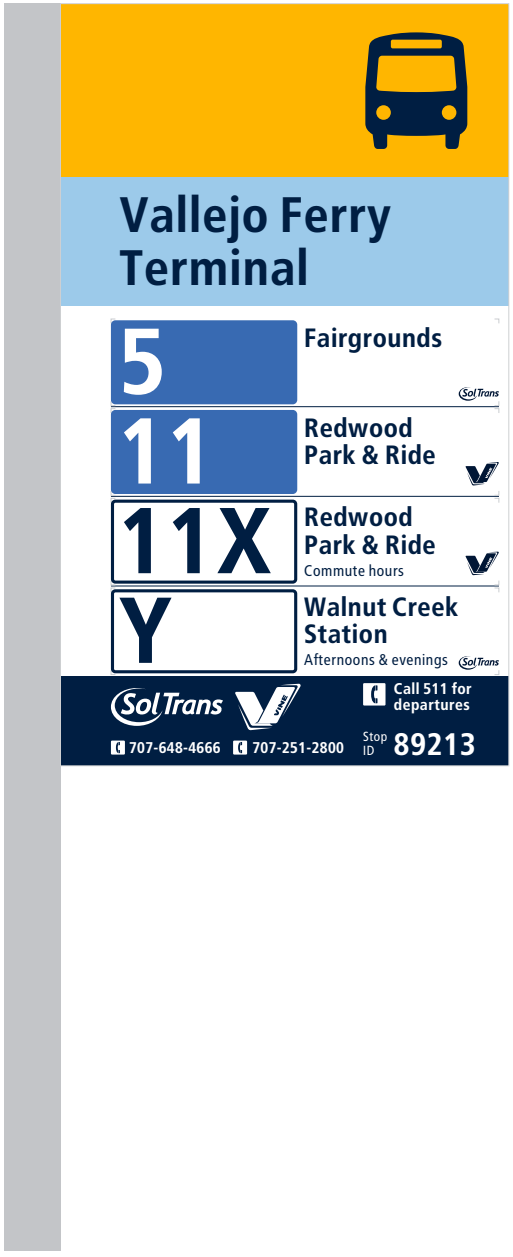
— A single Stop ID and Stop Name for the stop, following standard guidance for each.
— Which agency-specific details go in the footer.
— Whether any route destinations are too similar and make changes as necessary to avoid rider confusion.

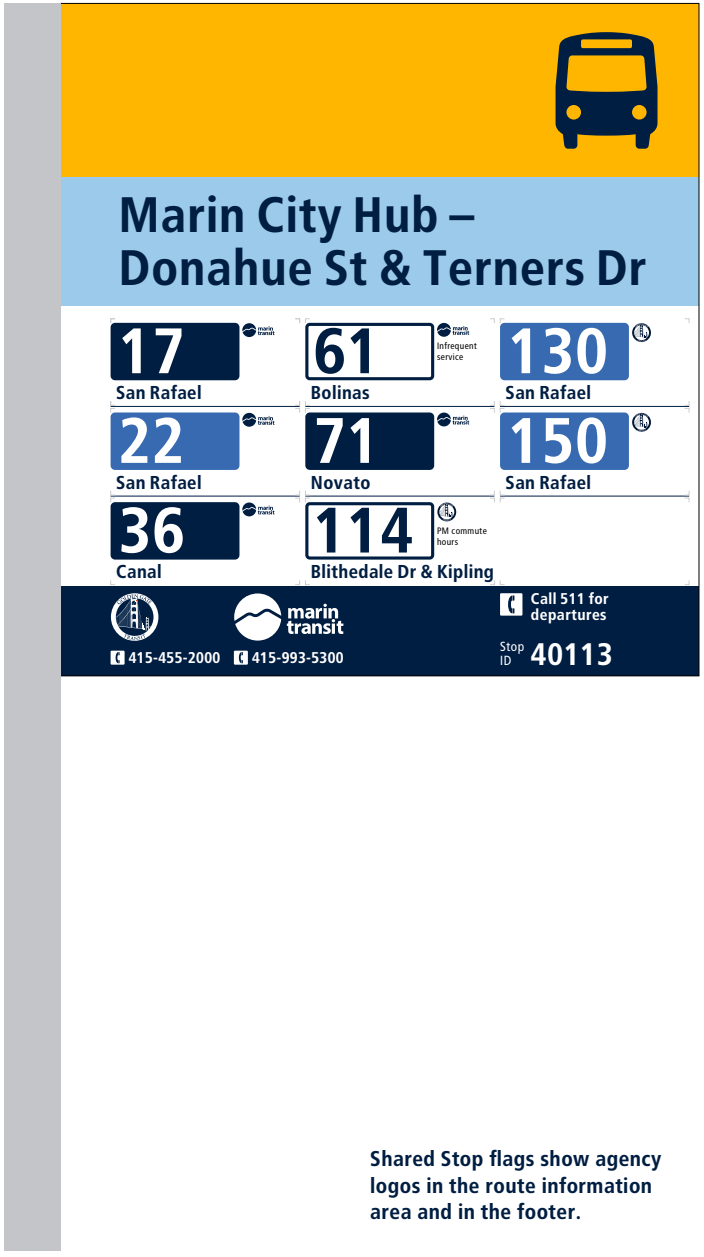
The "home agency" should lead these discussions, with MTC available to help as needed.

See page 24 and Appendix B on page 73 for Stop ID guidance.

See page 24 for Stop Name guidance.

See page 48 for footer details.




**Shared Stop flags show agency logos in the route information area and in the footer.**

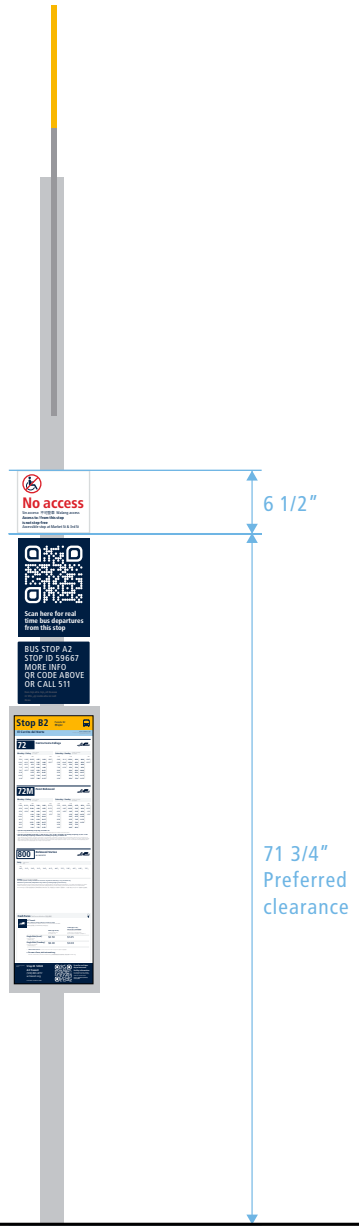
# Supplementary information sign

Agencies may choose to use an extra sign for agency-specific details. This is optional.

Possible content includes:

— Regulatory information
— Adopt-A-Stop (VTA)
— Stop accessibility information (SFMTA)



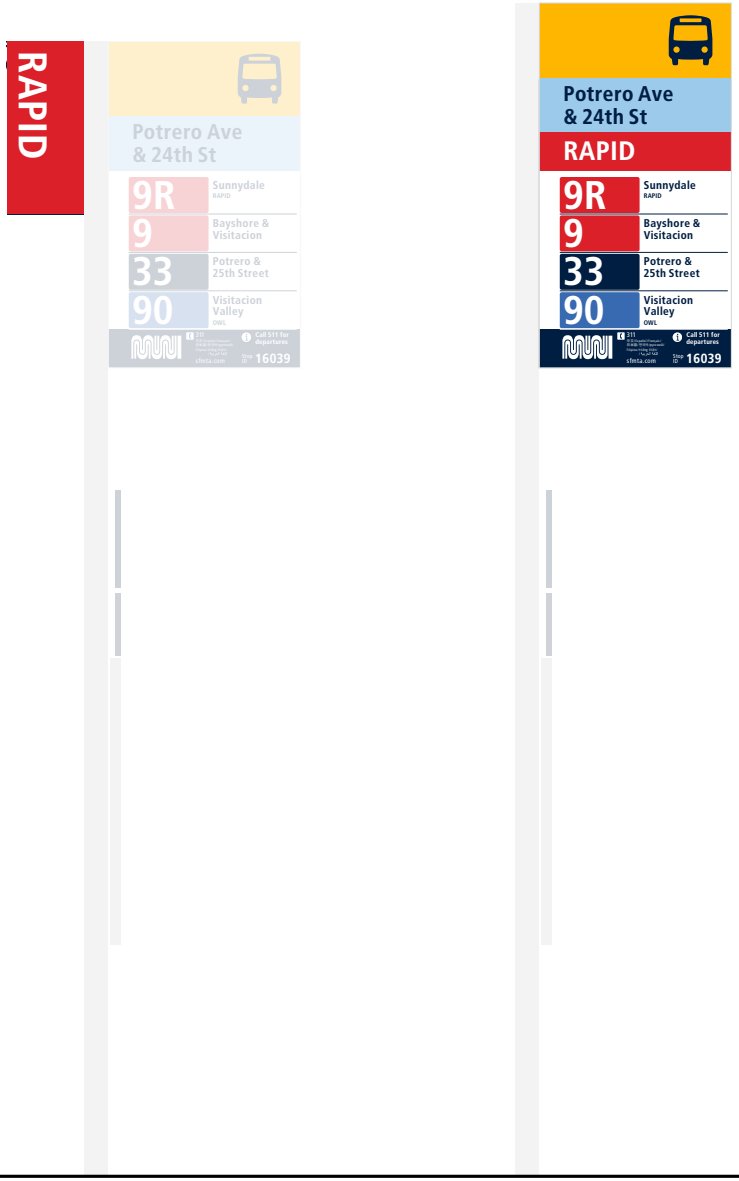




**Indicative design**
Recommended size for alignment with other standard signs proposed at transit stops: 7.5" width x 6.5" height

# Limited stop services fin / band

Designs for an additional sign or Stop Flag row (aka "band") to indicate a stop for skip-stop routes are still under development. Final recommendations will be included in the full Regional Standard.

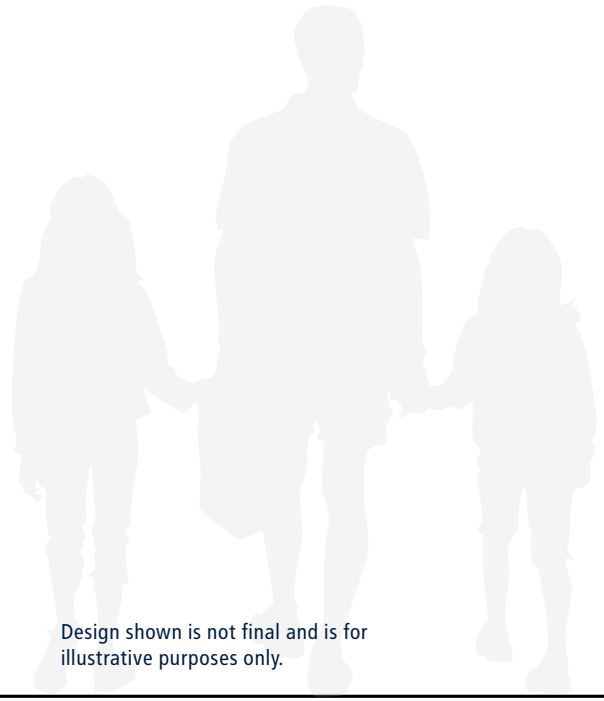



Design shown is not final and is for illustrative purposes only.

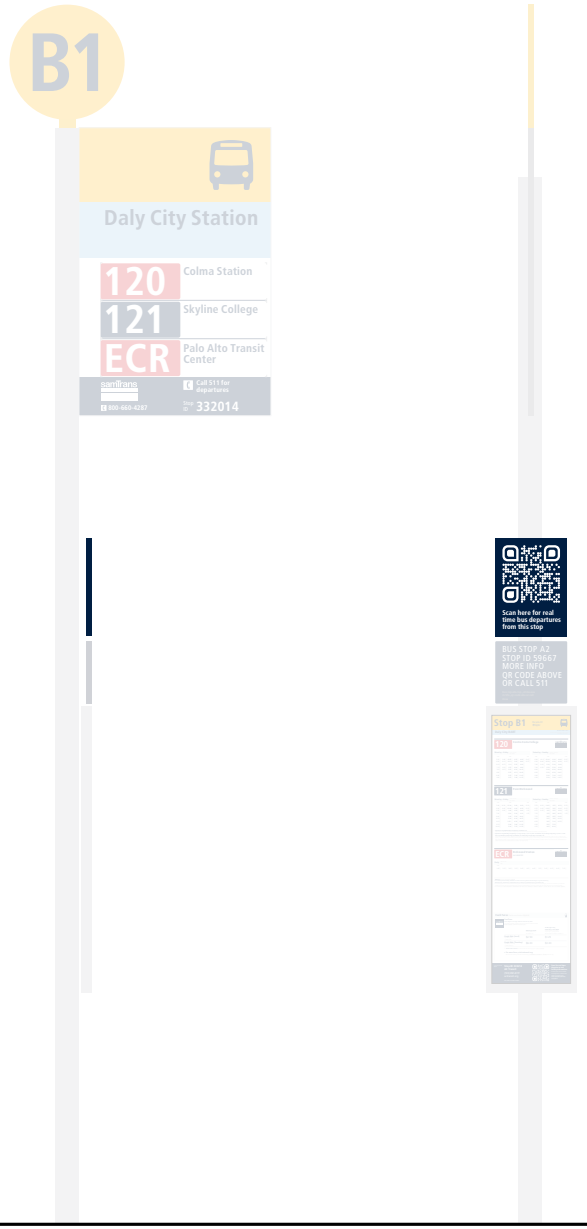
SQR

# Stop QR Code Panel

Designs are under development. Final recommendations will be included in the full Regional Standard.



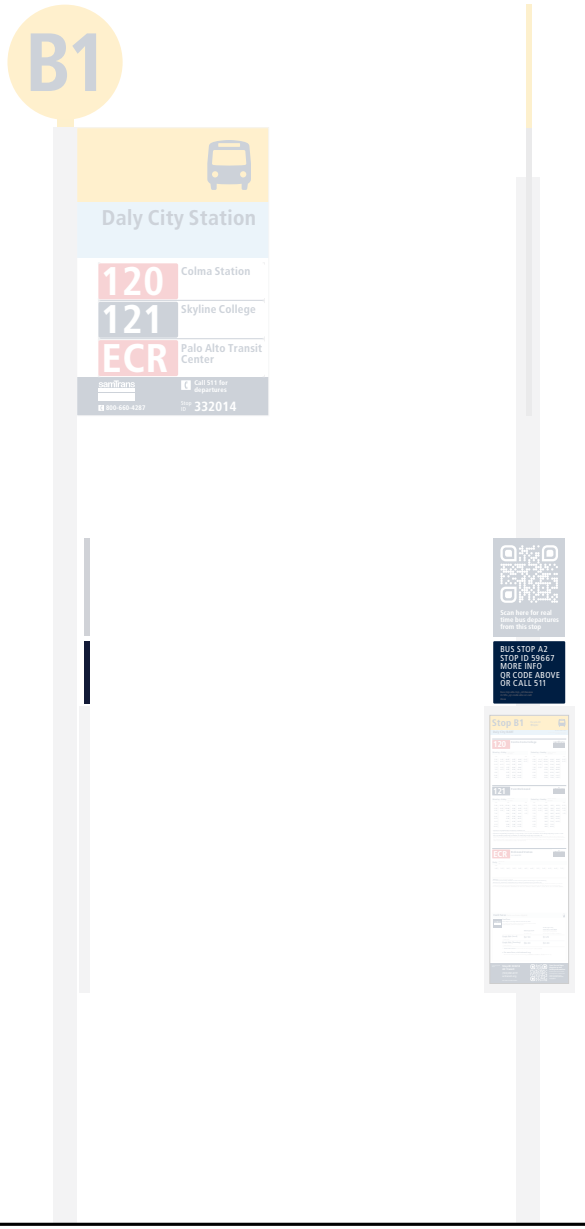
Design shown is not final and is for illustrative purposes only.



STACT

# Stop Tactile Panel

Designs are under development. Final recommendations will be included in the full Regional Standard.




Design shown is not final and is for illustrative purposes only.

SPANEL

# Stop Printed Information Panel

**Purpose**
To show information for buses operating from the stop. Could contain schedules, and information about hours of operation, fares, agency-specific QR codes, and explanation of the frequency colors.

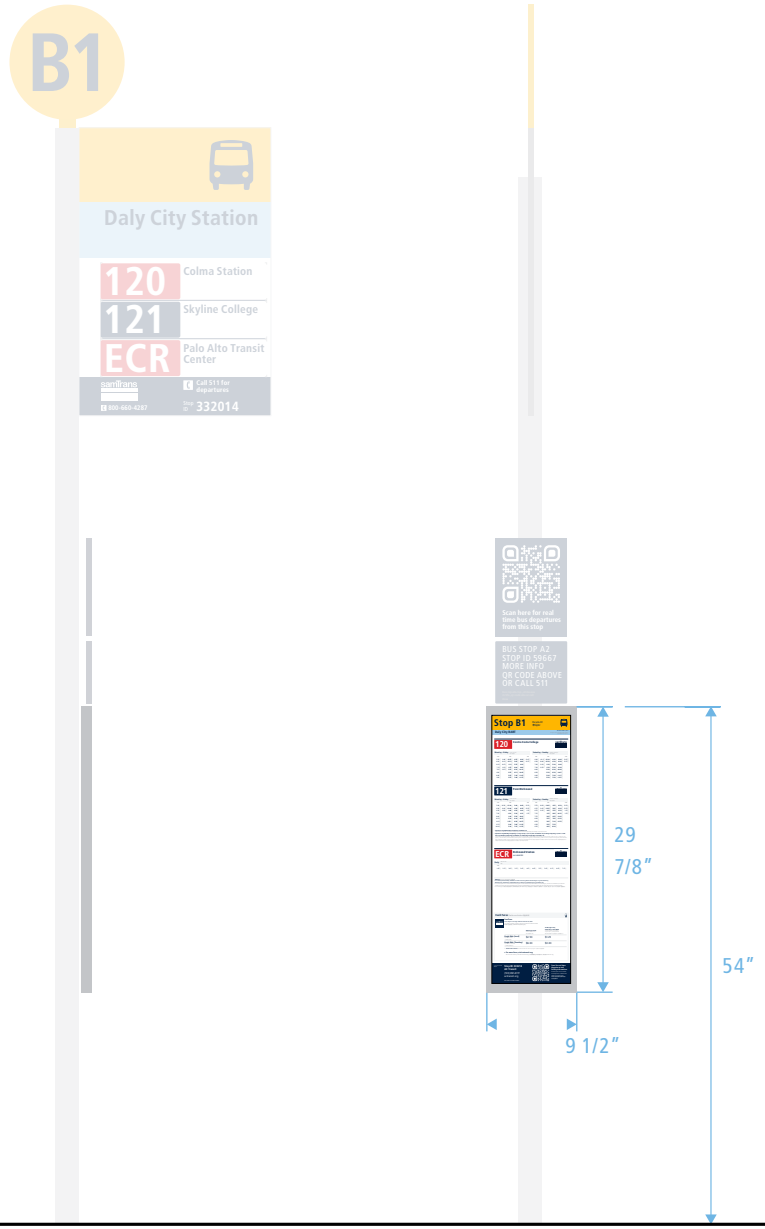
**Location**
See page 18 for further guidance

**Content**
— Bay Code (where applicable)
— Stop Name
— Stop ID
— Scheduling information for buses from this stop
— Fare information, where it can be accommodated

**Alternatives**
The range of sizes of bus printed information panels required across the region is under review. The dimensions provided here reflect those that have been prototyped.

Designs are subject to change and redesign as part of the automated artworking process.

Note: agencies with existing schedule holders can continue to use them. Standard designs can be modified to accommodate a variety of sizes and information types.



SPANEL

# Stop Printed Information Panel

**Which stops get a printed information panel**

Printed Information Panels are useful, especially for riders without internet access, but are costly to produce and maintain at scale. They should be installed where they provide the greatest customer benefit.

As noted above, a panel is required at any stop where full route information cannot fit on the flag, regardless of location.

Other stops that may benefit include:

- Transit centers, where visibility and customer expectations for detailed information are high
- High-ridership stops on low-frequency routes, where schedules are most useful—such as hospitals, libraries, or shopping areas
- Stops with more than three routes
- Stops served by multiple agencies
- Locations with potential for ridership growth
- Areas with low smartphone ownership (if known)
- Stops where service has significant schedule or routing variations
-

**Transit stop**


**Stops at transit centers and transit stops with optional Printed Information Panel**

SPANEL

# Stop Printed Information Panel

**When more than one Printed Information Panel is required**
At stops with more than three or four routes, additional panels may be needed to fit printed service information – unless a larger panel is provided on a kiosk or shelter.

**One panel**
Accommodates full schedules for about 3-4 routes

**Two panels**
Accommodates full schedules for about 6-8 routes

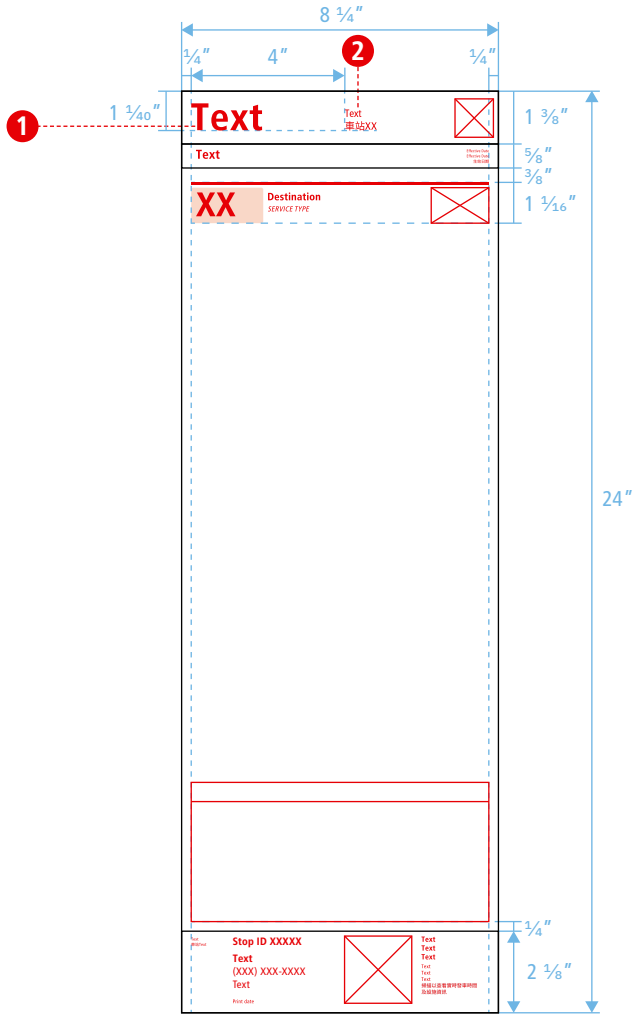
**Three panels**
Accommodates full schedules for about 9-12 routes

SPANEL

# Stop Printed Information Panel

**Typical artwork layout**
Designs are subject to change and redesign as part of the automated artworking process.

Note: agencies with existing schedule holders can continue to use them. Standard designs can be modified to accommodate a variety of sizes and information types.




**1 Bus Stop Code**
Typeface: Transit
Weight: Bold
Size: 72 pt
Leading: 86.4 pt
Kerning: Metrics
Tracking: 0
Align: Left
Color: Dark Blue

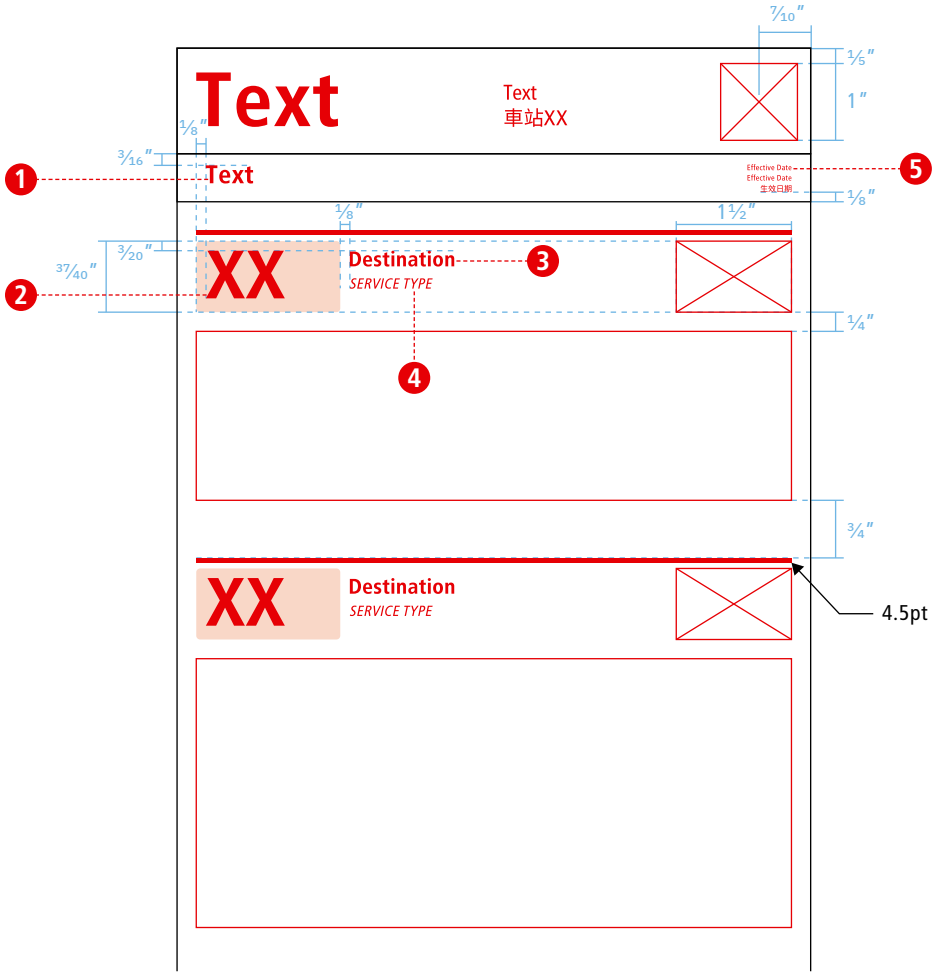
**2 Bus Stop Code Translations**
Typeface: Transit
Weight: Regular
Size: 20pt
Leading: 24pt
Kerning: Metrics
Tracking: 0
Align: Left
Color: Dark Blue

See next page for further detail.

SPANEL

# Stop Printed Information Panel

**Typical artwork layout**
Panel and schedule headers detail




**1 Stop Name**
Typeface: Transit
Weight: Bold
Size: 24 pt
Leading: 28.8 pt
Kerning: Metrics
Tracking: 0
Align: Left
Color: Dark Blue

**2 Route Code**
Typeface: Transit
Weight: Bold
Size: 64 pt
Leading: 76.8 pt
Kerning: Metrics
Tracking: - 20
Align: Left
Color: White (Dark Blue for Occassional routes)

**3 Route Destination**
Typeface: Transit
Weight: Bold
Size: 21 pt
Leading: 22 pt
Kerning: Metrics
Tracking: 0
Align: Left
Color: Dark Blue

**4 Route additional information**
Typeface: Transit
Weight: Bold / Regular
Size: 14 pt
Leading: 21 pt
Kerning: Metrics
Tracking: 0
Align: Left
Color: Dark Blue

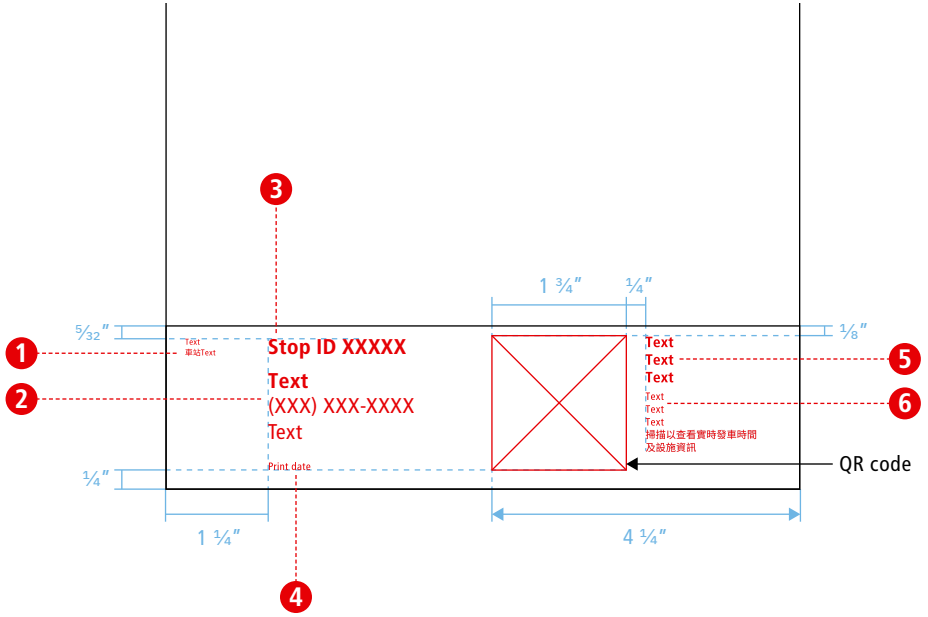
**5 Effective Date**
Typeface: Transit
Weight: Regular
Size: 8pt
Leading: 10 pt
Kerning: Metrics
Tracking: 0
Align: Right
Color: Dark Blue

See next page for further detail.

SPANEL

# Stop Printed Information Panel

**Typical artwork layout**
Footer detail




**1 Stop ID translations**
Typeface: Transit
Weight: Regular
Size: 8pt
Leading: 8pt
Kerning: Metrics
Tracking: 0
Align: Left
Color: White

**2 Operator Information**
Typeface: Transit
Weight: Bold / Regular
Size: 20pt
Leading: 24pt
Kerning: Metrics
Tracking: 0
Align: Left
Color: White

**3 Stop ID / Operator Name**
Typeface: Transit
Weight: Bold
Size: 20pt
Leading: 24pt
Kerning: Metrics
Tracking: 0
Align: Left
Color: White

**4 Print Date**
Typeface: Transit
Weight: Regular
Size: 10pt
Leading: 12pt
Kerning: Metrics
Tracking: 0
Align: Left
Color: White

**5 QR Code Call to Action**
Typeface: Transit
Weight: Bold
Size: 14 pt
Leading: 16.5pt
Kerning: Metrics
Tracking: 0
Align: Left
Color: White

**6 QR Code Call to Action translations**
Typeface: Transit
Weight: Regular
Size: 10 pt
Leading: 16.5pt
Kerning: Metrics
Tracking: 0
Align: Left
Color: White

QR code use on Stop Printed Information Panel to be discussed as part of development of Full Regional Standard.

SPANEL

# Stop Printed Information Panel

**Examples**
Sample artwork

QR code use on Stop Printed Information Panel to be discussed as part of development of Full Regional Standard.

# Further accessibility improvements

Designs are under development. Final recommendations will be included in the full Regional Standard.

# Sign specifications

The following pages include general specifications and design intent drawings that would form part of a package to instruct a sign fabricator.

# Stop Flags – posts and mountings

### Context
For the V1 Guidelines, there is no specific post type required. Flag weight, wind shear, and mounting methods will be evaluated during the Pilot Projects, and final recommendations will appear in the full Regional Standard.

### Posts for V1 Guidelines
Any post type is acceptable if it supports the sign's weight, size, orientation, clearances, and visibility from both sides. Square posts, round posts, streetlights (electroliers), and utility poles usually meet these requirements. However, U-channel posts do not—they allow only one orientation and block visibility on one side.

The Regional Standard encourages reusing existing posts whenever possible, whether standalone, streetlights (electroliers), or other types.

### Guidance for new installations
Bolting signs directly to square posts is recommended because it resists damage and misalignment better than bands or brackets. Agencies may use their preferred mounting method, as long as it uses the margin and does not cover sign content.

### Legal Size and Height Requirements
Stop Flags and other signs at stops must meet Americans with Disabilities Act Architectural Guidelines (ADAAG) for height and protrusion:

- Flags must not extend below 80 inches from the ground, and 84 inches is preferred for new poles.
- Lettering must be below 120 inches. The yellow header may exceed this since it has no text.
- Bay Code lettering meets requirements for signs above 120 inches.
- Printed Information Panels below 80 inches protrude less than the legal limit (ADAAG allows 12 inches; most signs will follow the stricter 4-inch guideline).

Signs too close to the curb line may cause interference with a vehicle's mirrors. Keep flags at least 18 inches from the curb. Printed Information Panels below 7 feet can be 13 inches from the curb.

### Post extensions
New Stop Flags are larger than many existing agency flags, so some posts may need extensions. However, most posts can be extended without replacement:

- Round posts often have screw threads for extensions.
- Square posts can use an interior square tube bolted to both the existing post and the extension.

### Brackets
Flags are two-sided and must be visible from both directions so riders coming from either direction can see the information. Do not mount them flat against a post.

While the standard flag has enough space to bolt directly to a square post without blocking the front or back, it does not allow for U-shaped brackets that hold the sign flat. Wing brackets, like those shown below, let the flag extend outward from the center of a pole or electrolier.

### Exceptions
If site conditions make compliance difficult, agencies should contact MTC staff for solutions.


**Directly bolted to square post**
RECOMMENDED for square posts


**Wing bracket on round post**
RECOMMENDED for round posts


**Wing bracket on square post**
ACCEPTABLE for square posts

# Frequently asked questions

**Where can I buy the Transit typeface?**
Agencies do not need to buy the Transit typeface. MTC is working on a license for all Bay Area transit operators.

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

**Can existing aluminum bus flag sign panels be re-used?**
Generally not, because they do not meet the standard Stop Flag sizes. Re-covering old aluminum panels with vinyl is not recommended as it saves little money and looks lower quality.

**Can existing schedule display cases be re-used?**
Yes, if they fit the standard layout and minimum type sizes. New installations should use standard Transit Stop Printed Information Panel products.

# Process of design refinement

These standards reflect current work on the regional wayfinding system and are accurate as of publication. They are a work in progress. As implementation begins, designs will be evaluated and refined to improve quality and ensure they remain comprehensive and flexible in changing conditions.

We welcome feedback from riders and operators—the system is designed for you.

Please email **rmwp@bayareametro.gov** with questions or comments.

# Appendix A: Color contrast analysis

An industry standard for quantifying color contrast is a Light Reflective Value (LRV) comparison.

ADA Standards do not specify a threshold, but values above 70% are typically considered good contrast.

All text and background color combinations on the stop flag designs offer strong color contrast in LRV comparison.

This comparison is a guide – the colors that are printed on the signs may not be exact to the Pantone colors specified and may be affected by local lighting conditions.

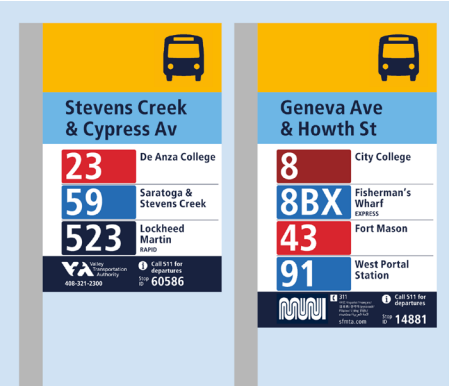
| Color Combination | LRV Text Contrast Against Background (approx. %) |
|---|---|
| **Dark Blue on Golden Yellow** | 98 |
| **Dark Blue on Sky Blue** | 97.5 |
| **Dark Blue on White** | 99 |
| **White on Dark Blue** | 99 |

| Color Combination | LRV Text Contrast Against Background (approx. %) |
|---|---|
| **White on 1–10 minutes frequency** | 90 |
| **White on 11–15 minutes frequency** | 82 |
| **White on 31+ minutes frequency** | 84 |

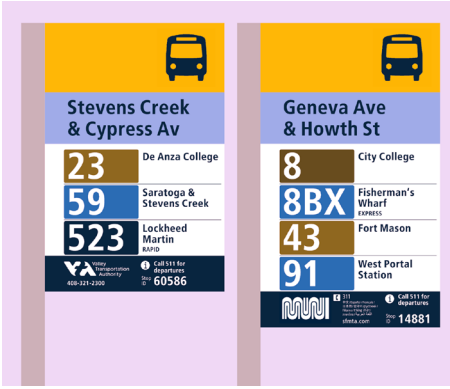
# Appendix A: Color contrast analysis

## Types of red/green color blindness

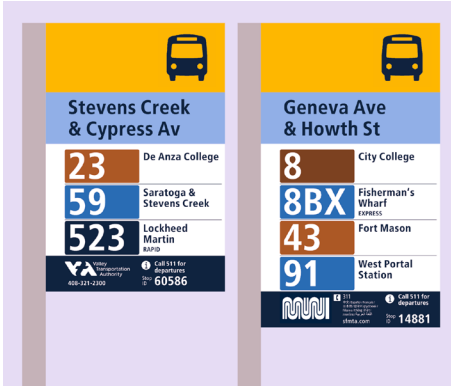
### Normal vision



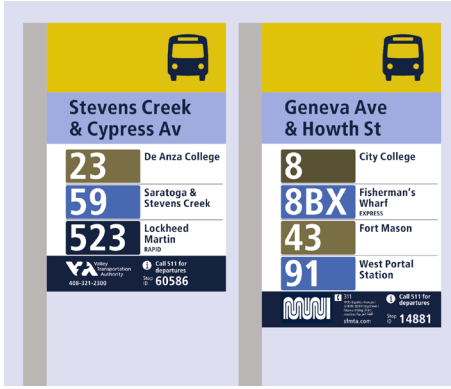

### Deuteranopia
Prevalance: approximately 1:65



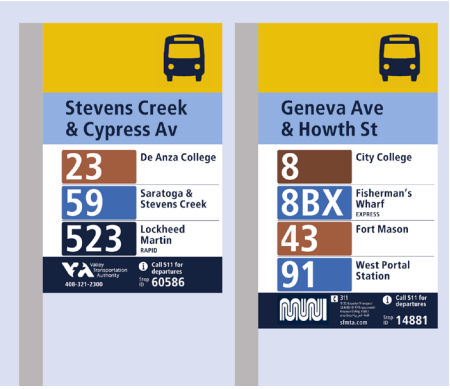

### Deuteranomaly
Prevalance: approx.1:20




### Protanopia
Prevalance: approx. 1:100

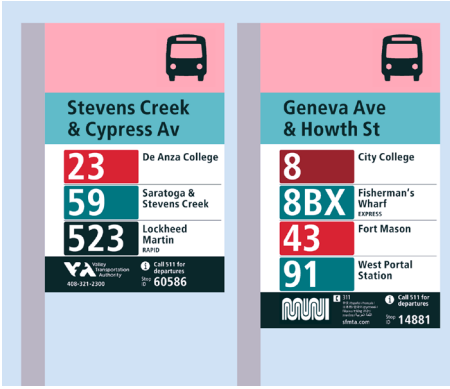



### Protanomaly
Prevalance: approx. 1:100

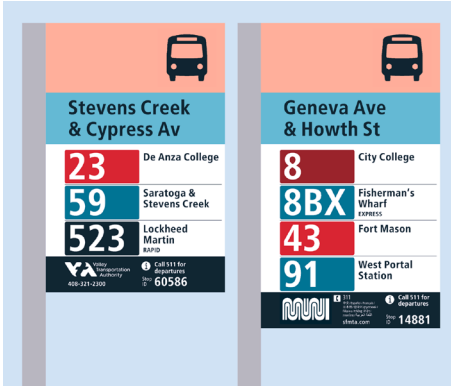



## Types of yellow/blue color blindness

### Tritanopia
Prevalance: approx. 1:12,500

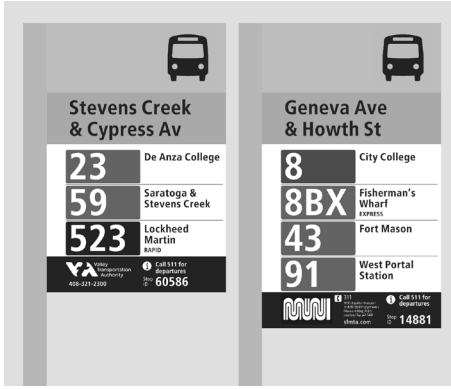



### Tritanomaly
Prevalance: approx. 1 in 30–50,000




## 'Total color blindness'

### Monochromacy
Prevalance: approx. 1 in 30–33,000



# Appendix B: Sharing Stop IDs at transit centers and on-street stops

## Overview

The Regional Standard introduces one transit Stop Flag for all agencies at a stop. This slightly changes Stop ID requirements. (For the purposes of this Appendix, "Stop ID" is understood to mean the number 511 uses for real-time departures information, which is defined in GTFS as the stop_code field.)

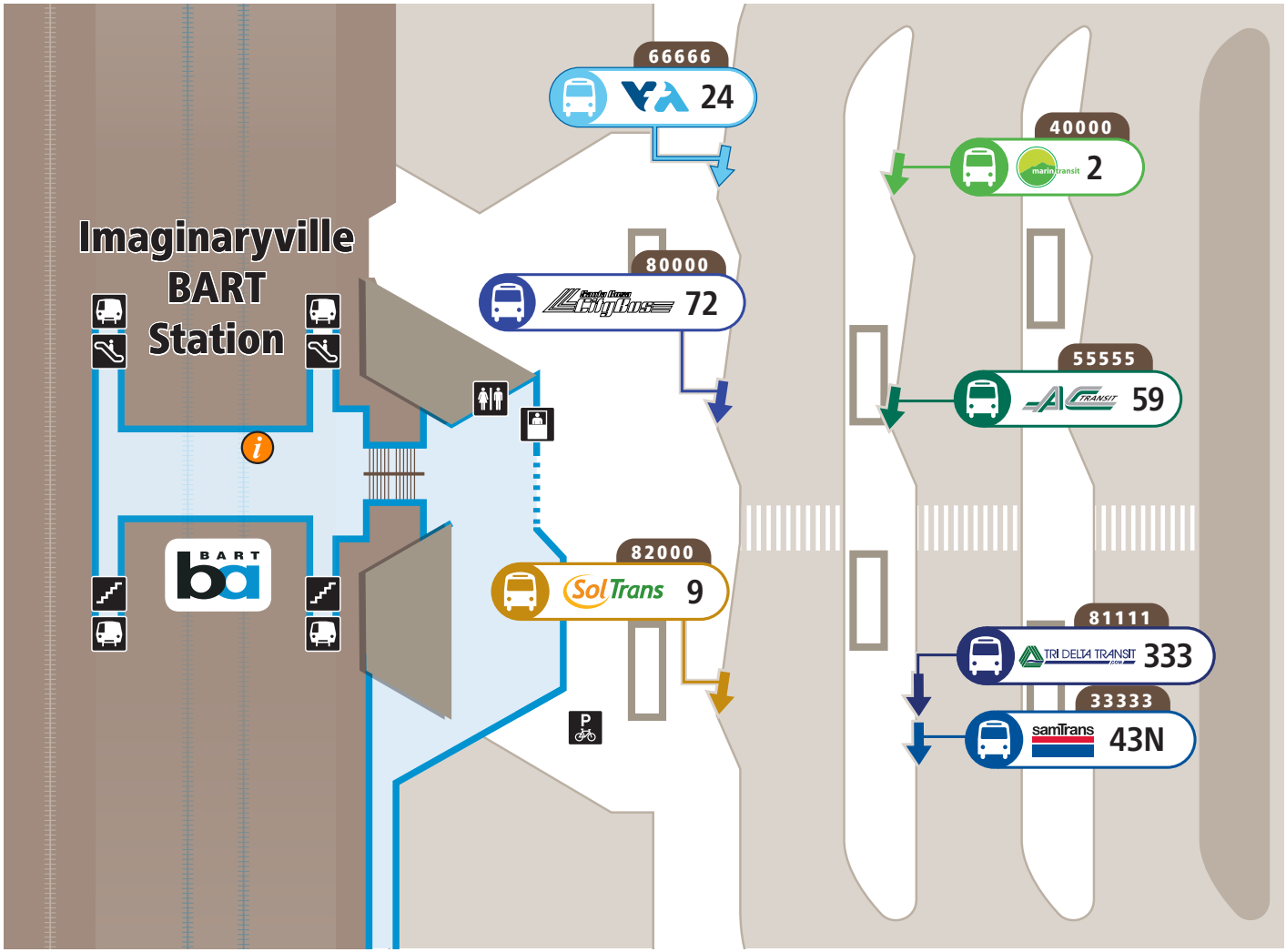
- Each stop must have one Stop ID, even if multiple agencies serve it.
- Each Stop ID applies to one physical boarding location.
- A Stop ID should always refer to the same location. If a stop moves, reuse its existing ID or assign a new one.

New concept: Instead of separate IDs for each agency, there is one regional set of IDs. Agencies use their prefix to assign new IDs, and any agency can use an existing Stop ID once established.

This appendix explains how agencies can coordinate shared Stop IDs at transit centers and on-street stops.

## How Stop IDs are assigned and used

- MTC assigns each agency a one- or two-digit prefix
- Agencies create Stop IDs using their prefix
- Any agency can use an existing Stop ID once assigned




**Sharing Stop IDs at Transit Centers**
Example: Imaginaryville BART Station has seven providers and six stops. Each provider assigns Stop IDs using its prefix.

Current map style is used for illustration purposes only and does not reflect new styles introduced as part of this project.

# Appendix B: Sharing Stop IDs at transit centers and on-street stops

**Option 1:**
Use the transit center owner's Stop IDs

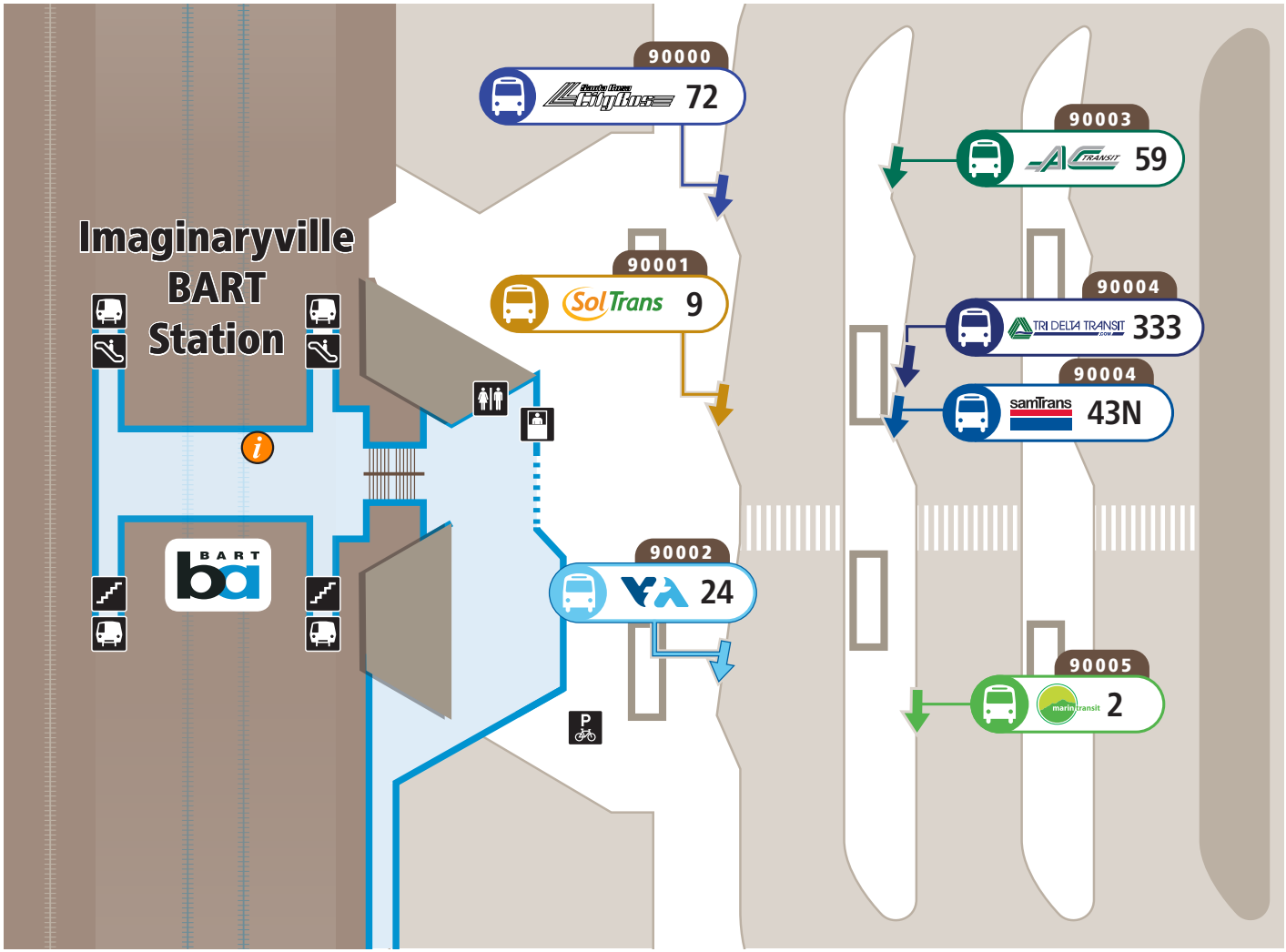
All stops use IDs assigned by the site owner (e.g., BART uses prefix "90").

How it works: When routes move to a different stop, operators use the Stop ID established by the site owner.

Advantages:
- Creates a consistent, organized system.
- Agencies have a clear process for assigning IDs.

Disadvantages:
- Initial disruption: all Stop IDs at the center must change when new signs are installed.

Notes: BART and most bus operators serving BART transit centers prefer this option because BART plans permanent signs referencing Stop IDs. Other agencies may choose differently.




Current map style is used for illustration purposes only and does not reflect new styles introduced as part of this project.

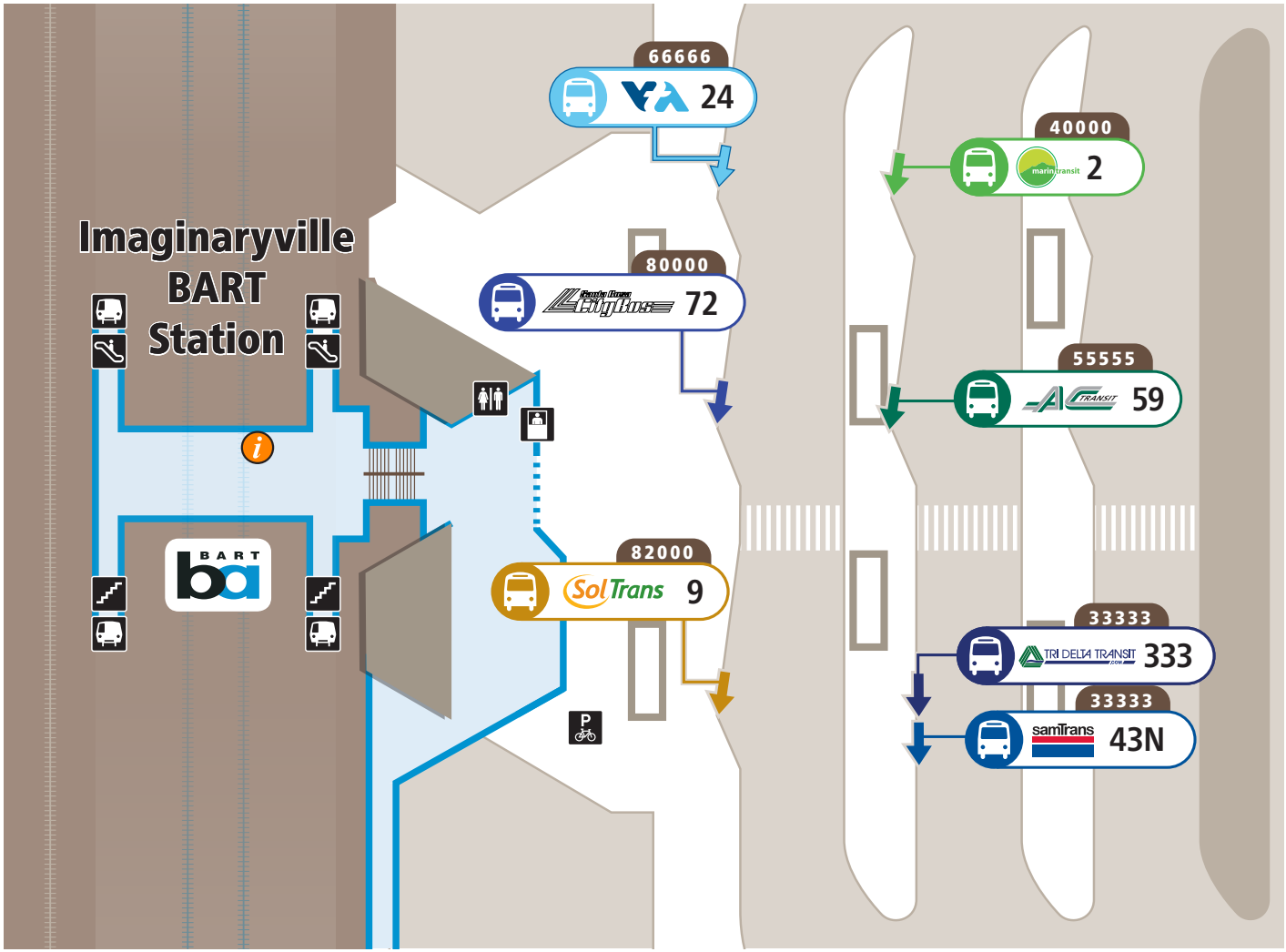
# Appendix B: Sharing Stop IDs at transit centers and on-street stops

**Option 2: Use existing Stop IDs**
Keep current IDs except where stops are shared. Example: Tri Delta adopts SamTrans' ID for a shared stop.

How it works: When routes move, the Stop ID for each physical location stays the same, even if the operator changes.

Advantages:
— Fewer changes overall, reducing staff time.

Disadvantages:
— IDs remain inconsistent and not in order.
— Requires coordination among agencies to avoid conflicts.




Current map style is used for illustration purposes only and does not reflect new styles introduced as part of this project.

# Appendix B: Sharing Stop IDs at transit centers and on-street stops

**Sharing Stop IDs at a curbside stop**
For regular on-street stops, we expect that agencies will keep existing Stop IDs at single agency stops and coordinate with other agencies at shared stops as required under the new Regional Standard.

**Coordination and next steps for sharing Stop IDs**
Signs can only display one Stop ID per shared stop, which means agencies must agree on a single Stop ID for each location. This represents a significant shift from current practice, where each agency often uses its own Stop ID.

MTC's role:
- MTC can help identify shared stops and facilitate discussions among agencies.
- MTC cannot assign or enforce Stop IDs; agencies must make final decisions collaboratively.

Agency coordination:
- Agencies have expressed a preference for "home agency" management of shared stops, including assignment of Stop IDs.
- Agencies can begin to prepare for future shared stop coordination by reviewing shared stops and identifying conflicts.
- Decisions should be documented to ensure consistency across GTFS data, signage, and passenger communications.

# Appendix C: Assigning Bay Codes at transit centers

## Glossary

| Information element | What we're calling it in this guidance | Field name in GTFS (stops.txt) | Passenger facing terminology | Example |
|---|---|---|---|---|
| Designation of bay or stop location at transit center | Bay Code | platform_code | Stop | Stop B2 |
| Multi-digit number used for customer lookup of real time info at a stop | Stop ID | stop_code | Stop ID | Stop ID 52943 |
| Internal agency stop ID | *Not used* | stop_id | *Not used* | *Not used* |
| Name of stop location at transit center | Stop Name | Stop_name | Stop name | El Cerrito del Norte Station, Stop B2 |

## Regional approach to Bay Codes

### When to use Bay Codes

A Bay Code designates a transit stop location at a transit center and may be used for transit bays or boarding areas. They are permanent and do not change when routes or uses shift.

Bay Codes are required at:

- Off-street transit centers with three or more stops
- On-street transit centers with two or more stops in the same direction on the same street

Bay Codes primarily support passenger navigation but also help operators, maintenance crews, planners, and emergency services. Assign Bay Codes to all bus stopping points, including layovers and shuttle areas, except flexible layover lanes away from boarding zones. Consider adding codes for other useful reference points, like maintenance parking.

### What should Bay Codes look like?

Use alphanumeric codes: a capital letter plus a number (e.g., A1). Letters mark the area or row; numbers mark the stop position.

- Even if there's only one stop, always use both letter and number to avoid confusion with transit route numbers. For example, at the El Cerrito del Norte prototype site, coded bays include A1, A2, B1 to B9, C1 to C8, D1 and D2.
- Areas/rows should use letters in alphabetical order—A, B, C, etc. Letters can vary if more appropriate for the site, but they must support regional wayfinding goals by being meaningful and intuitive for riders.
- Avoid overlap with other codes used at the site (e.g., if N, S, E, W are used for exits, don't use E for transit bays).

# Appendix C: Assigning Bay Codes at transit centers

**How should Bay Codes be arranged?**

- Letters should follow alphabetical order from the primary pedestrian approach. At transit centers with fixed-route transit, the main approach is usually the station exit. At locations without fixed-route transit, it may be a downtown business district or shopping center. If multiple pedestrian approaches exist, choose the most logical and stay consistent.
- Numbers start closest to the main pedestrian approach. Provide a number for every boarding spot, even if they are dynamically assigned—this helps riders, especially those who are blind or low vision, understand the transit center layout and find their bus more easily.
- Assign numbers to all current and potential stops, including paratransit, shuttles, layovers, and unused stops. Consider numbering for non-transit uses that may need instructions about where to stop (e.g., maintenance).
- Aim for no more than nine bays per row to keep signs simple, though some sites may need more.

See Walnut Creek Station example right, with the star marking the main pedestrian approach.


Current map style is used for illustration purposes only and does not reflect new styles introduced as part of this project.

**When should on-street stops be included?**

Many transit centers include both on-street and off-street stops that function as parts of the facility. When deciding whether to include an on-street stop, consider:

- Closest transfer point: It should be the nearest stop for riders transferring to another service. Generally, include only one stop per route in each direction.
- Proximity: The stop should be within a block or two, or about 500 ft from the transit center.
- Pedestrian access: There should be a clear, easy walking path between the center and the on-street stop.

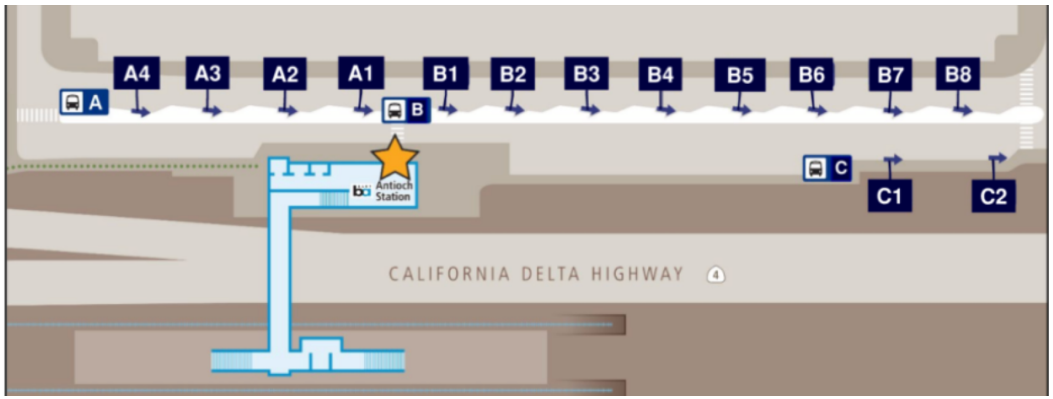
On-street transit centers, like Santa Rosa's Downtown Transit Mall or Oakland's Uptown Transit Center, can use bay coding as described in this guide.

# Appendix C: Assigning Bay Codes at transit centers

**Coding strategies for varied transit center designs**
Transit centers vary in design, which affects bay coding. Use these scenarios as guidance:


**Primary pedestrian approach meets the stop area in the middle of the row**
For centers with 9 or fewer stops in each row, start numbering from the left side of the row, relative to the main pedestrian approach (example: Fremont Station).

Current map style is used for illustration purposes only and does not reflect new styles introduced as part of this project.




**At transit centers with 10 or more stops in a row**
Consider dividing the row into smaller areas. Start numbering from the main pedestrian approach and continue alphanumerically in both directions, beginning on the left side (example: Antioch Station).

Current map style is used for illustration purposes only and does not reflect new styles introduced as part of this project.

# Appendix C: Assigning Bay Codes at transit centers

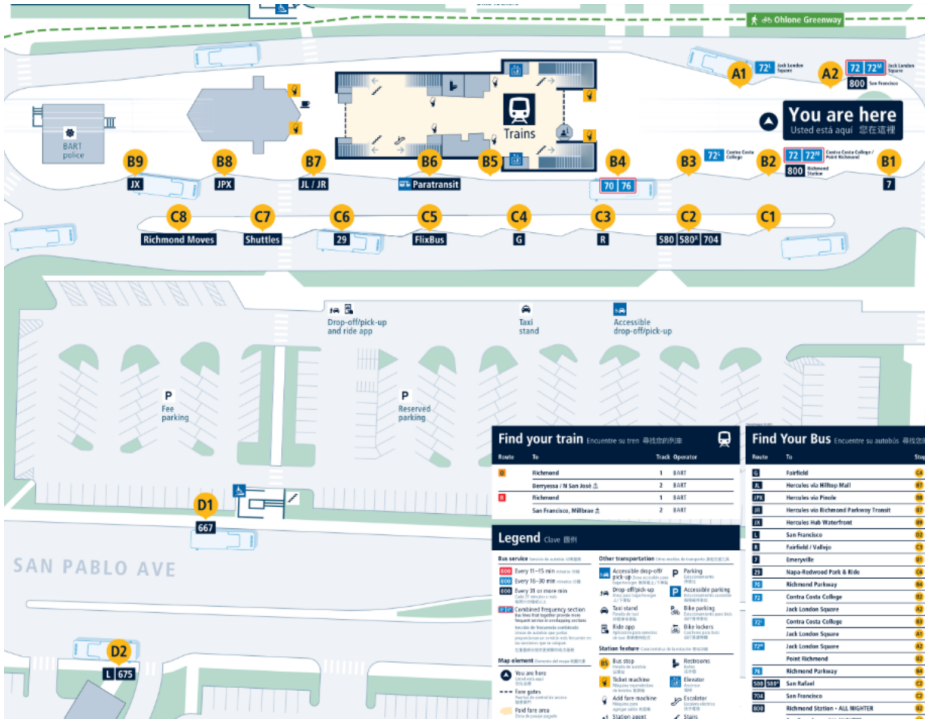

**At transit centers with stops on opposite sides of the station**

Bay Codes should reflect:

- Proximity to the main pedestrian approach
- Most-used areas
- Clear wayfinding using progressive disclosure principles (i.e., the right amount of information for each decision point)

Example: At Millbrae Station, Area A (West Plaza) is closest to El Camino Real and has the most connections. In the concourse, wayfinding first directs riders to Area A, then to Areas B and C (East Plaza). Once in each area, signs guide riders to individual stops or further Areas.

Current map style is used for illustration purposes only and does not reflect new styles introduced as part of this project.




**Stations with complex bay layouts**

For stations with more complex layouts, consider combining the previous strategies.

Example: El Cerrito Del Norte has bays on both sides of the station and on-street.

- Area A: Pedestrian approach is at one end of the row. A1 is closest to the station entrance; A2 is farther.
- Rows B and C: Two main approaches (north and south exits) meet bays in the middle. Number bays alphanumerically from left to right, based on the perspective of a pedestrian exiting from either side.
- Area D: Two on-street stops on San Pablo Avenue.

# Appendix C: Assigning Bay Codes at transit centers

**Key principles for bay coding**
Always consider the main pedestrian approach and how wayfinding will use progressive disclosure. When creating a bay coding plan, think about the simplest way to give directions in words.

**Using Bay Codes in communications**
Bay Codes must appear on signs at each bay and in maps of transit centers.

They are also **recommended** for:

- Real-time information (e.g., MTC eTIDs)
- GTFS stop_name field, until GTFS platform code field is more widely used: Use the following nomenclature: [Transit Center Name], Stop [Code] (e.g., El Cerrito Del Norte Station, Stop B2)
- GTFS platform_code field: in GTFS stops.txt files, this is the appropriate location for this code, though it is often not used by third party apps. In this field, it is recommended to only include the bay code itself, for example "B2"
- Websites providing transit facility information: Provide text descriptions for blind/ low-vision users and readable lists of routes by bay
- Signage for temporary or permanent relocations
- Private services: A "shuttle" sign with the Bay Code helps riders find their stop without listing services not available to the public

Agencies **may** also use bay codes for:

- Operator instructions (especially for new or extra-board operators)
- Planning, asset management, and maintenance
- Emergency services

**When to implement Bay Codes at transit centers?**
Bay codes should be added as soon as possible to improve passenger transfers. However, in many cases, it's most practical to implement them during major signage upgrades, capital improvement projects, or service changes.

For transit centers with **dynamic bay assignments**, agencies may first need to set up systems that tell passengers where to board for each arriving service before installing Bay Codes at every bay or boarding area.

# Appendix D: Shuttle services

The project intends to integrate shuttle services that are open to the public, but a specific policy is still under development.

Shuttle operators that are not open to the public are not considered part of the regional public transit network. At transit centers a generic "Shuttles" sign will be used in combination with a Bay Code and Bay Marker to indicate stop location to shuttle operators and users. At on-street stops private shuttles are expected to use their own signs.