

# Regional Mapping & Wayfinding Project

*Whether residents are traveling by bus, train, or ferry, they use signs to navigate the journey. This project will simplify transit travel with unified signage and maps regionwide.*

## Consistent Colors & Symbols

*The Bay Area's natural beauty serves as inspiration for the colors of all new signs and maps across the regional network. Simple symbols for bus, train, and ferry help riders quickly find public transit.*



## Project Highlight: Unified Bus Stop Design

*New bus stop signs can be used by all transit agencies. Features include...*

### The same common elements



Gold header & bus icon

Bus stop name

Route numbers & destinations

Transit agency info & Stop ID

### Colors that mean how often buses come (frequency)

**Dark red**  
0-10 min frequency

**Dark blue**  
16-30 min frequency

**Medium red**  
11-15 min frequency

**Medium blue**  
31+ min frequency

**White with blue outline**  
Occasional routes

### All agencies serving a stop use one sign

