Legible Cities

Auckland 2 July 2013

applied_
wayfinding information design

... a technique that uses sensory cues in the environment to help people understand where they are and how to get around

WEST END
Oxford Street
←HYDE PARK
PADDINGTON
Grosvenor
Marble Arch
SOHO →
FITZROVIA
Bond Street
Oxford Circus
MARYLEBONE
HYDE PARK
Radisson
EDWARDIAN

Challenges

Sustainable communities
Competetive business
Cultural diversity
Regeneration

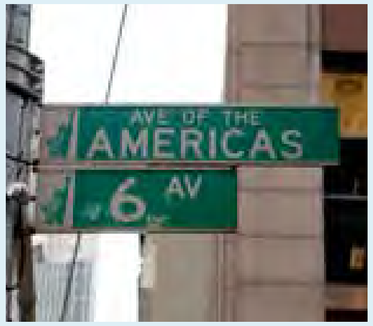
Brentwood
London

research

Lost in the Previous Week

9% of the 8.3m population of NYC, and over 12 million visitors per year have experienced being lost

The city's intersections often offer no clues to help the pedestrian discern uptown from downtown, or east from west.



Many streets in New York have multiple names as a result of historic and/or commemorative status. For example there are four ways to describe the Manhattan avenue that lies between 5th and 7th. Below Central Park it is Avenue of the Americas and 6th Avenue, above the park it is both Lenox Avenue and Malcolm X Boulevard.

STREET NAMING

Queens can particularly confound a pedestrian trying to find an address on 30th Road, as there also exists 30th Avenue and 30th Drive. Looking for 30th Street? That's in another neighborhood of Queens.

BREAKDOWN OF GRID STRUCTURE

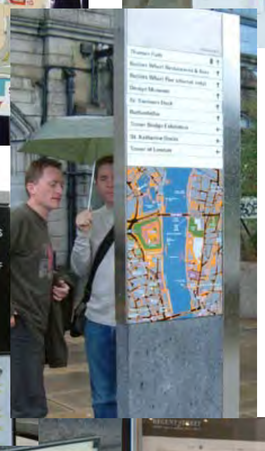
Many visitors and residents pride themselves on making quick sense of the street grid in Manhattan. However even the most seasoned New Yorkers find themselves bewildered when they come to the intersection of West 4th Street and West 11th Street in the West Village.

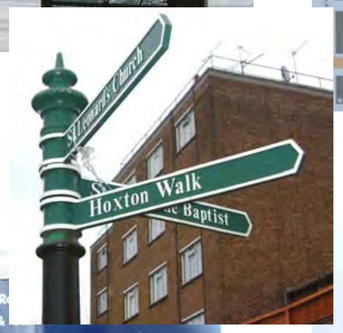
FLUSHING FREEDOM MILE
welcome
ברוכים הבאים
ยินดีต้อนรับ
ようこそ
خوش آمدید
bienvenidos
BAKERY
Orange trail
NORTHERN BLVD
ROOSEVELT AV
SANFORD AV
UNION ST
MAIN ST
PARSONS BLVD
COLLEGE POINT BLVD

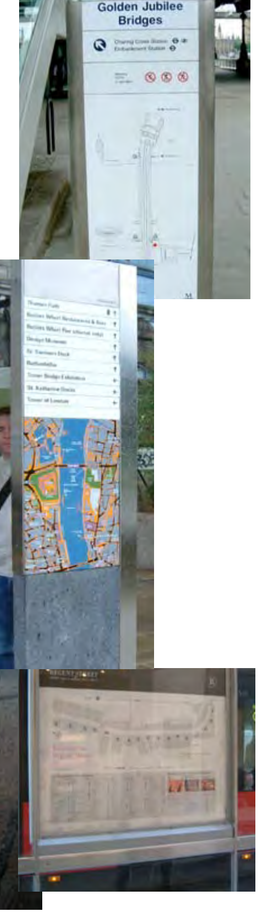
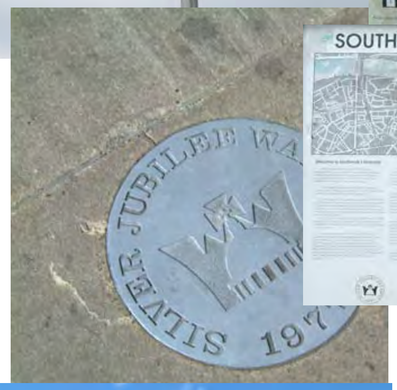
34th Street District
LIRR Entr

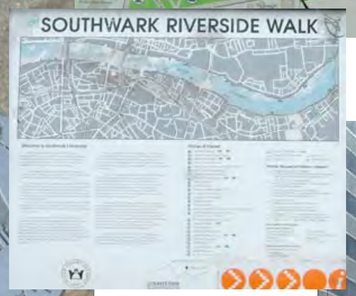
FULTON ST
VESEY ST
BARCLAY ST
PARK PLACE
MURRAY ST
WARREN ST
A C E N R
2 3
WEST ST
1 9 PATH
BROADWAY
JOHN ST
NASSAU ST
MAIDEN LANE
WILLIAM ST
WATER ST
A C J Z
2 3 4 5
WORLD TRADE CENTER SITE
WORLD FINANCIAL CENTER
BATTERY PARK CITY
TRINITY CHURCH
MUSEUM OF JEWISH HERITAGE
MUSEUM OF THE AMERICAN INDIAN
STATEN ISLAND FERRY
STATUE OF LIBERTY

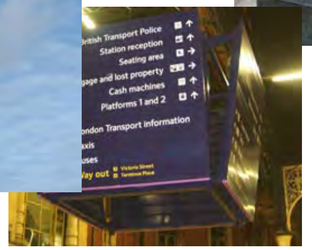
Londons problems









Holborn 6min
Museum 5min

Liverpool
Shoreditch Town Hall
¼m
¾m
¼m

CABINET WAR ROOMS
← 225 metres
Imperial War Museum

WC
All Hallows-
by-the-Tower
Mark Lane
24hr 210yds
Tower of London
Tower Bridge

Shopping

VPL583
Charring Cross Road
via King's Cross
HT 95
Charring Cross Road
Charring Cross Road
Charring Cross Road

P
Leicester Sq
Picadilly
Hyde Park
WASTE COLLECTION
RESIDENTIAL RECYCLING
EON
PANTON
STREET SW1

Next
Right Turn

Way
out
Foam/AFFF
Transport for London

NO
VICTORIA
Exit

SKATING
OR
CYCLING
NO

GREEN PLACE
GREENWICH PENINSULA BUSINESS CENTRE
WORK AND LEARN CENTRE
Greenwich Peninsula
Greenwich Peninsula

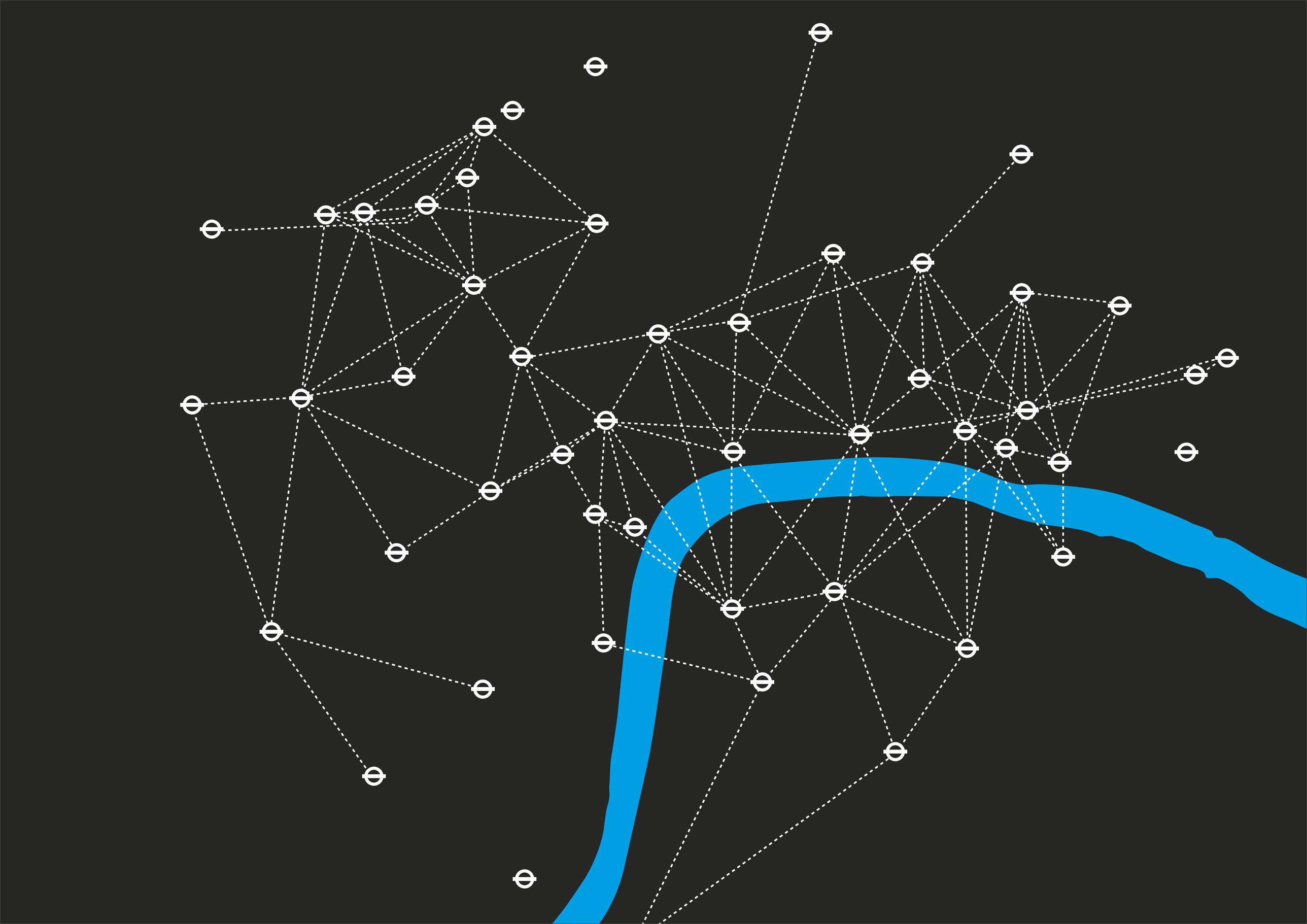
10m
11m

P
48 Hours
(2880 mins)
At All Times

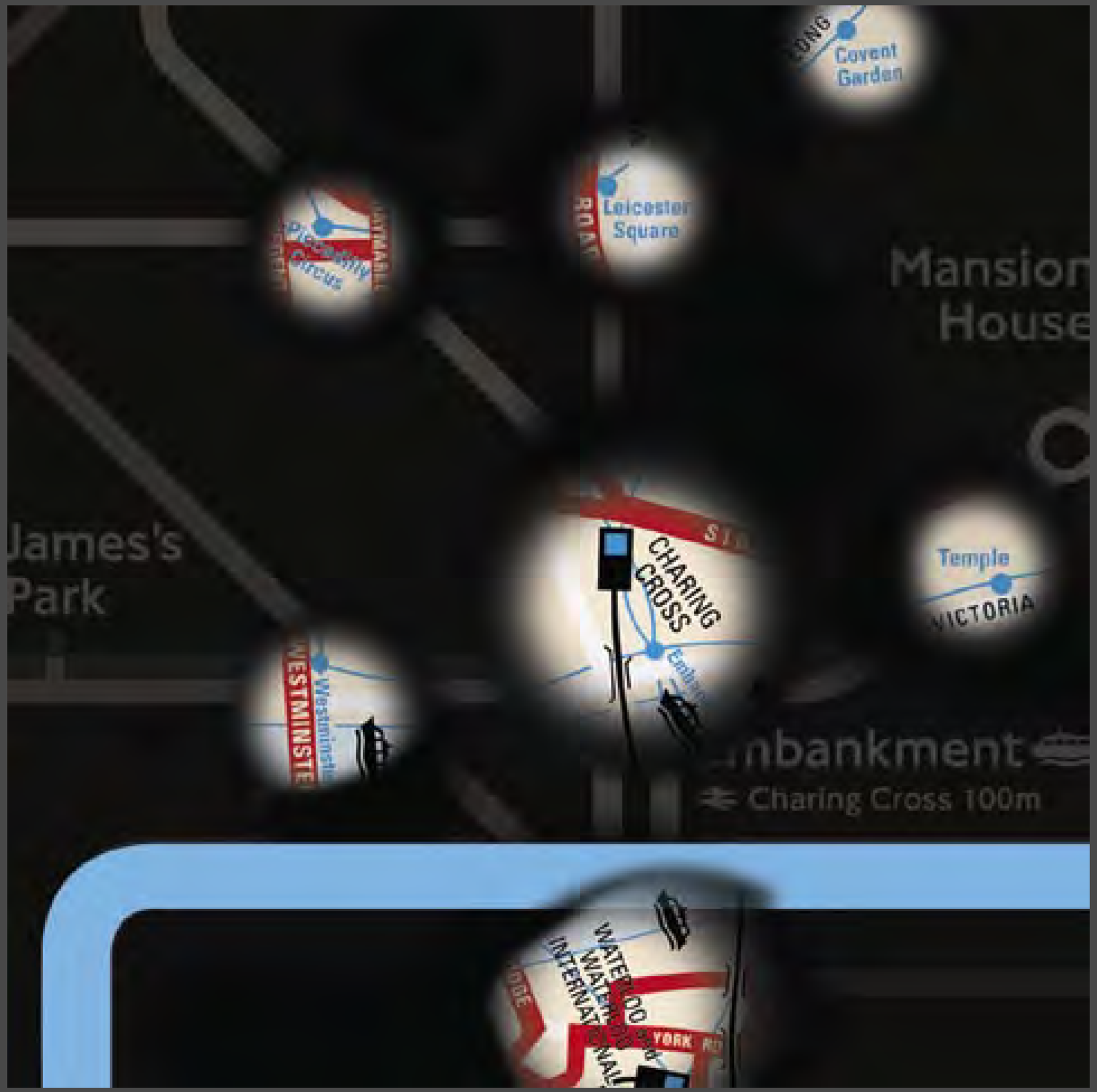
Parks Note Book
Pick up the kids after school
Pick up milk, on the way home
Pick up after the dogs
City of Langley
Bylaw #2515

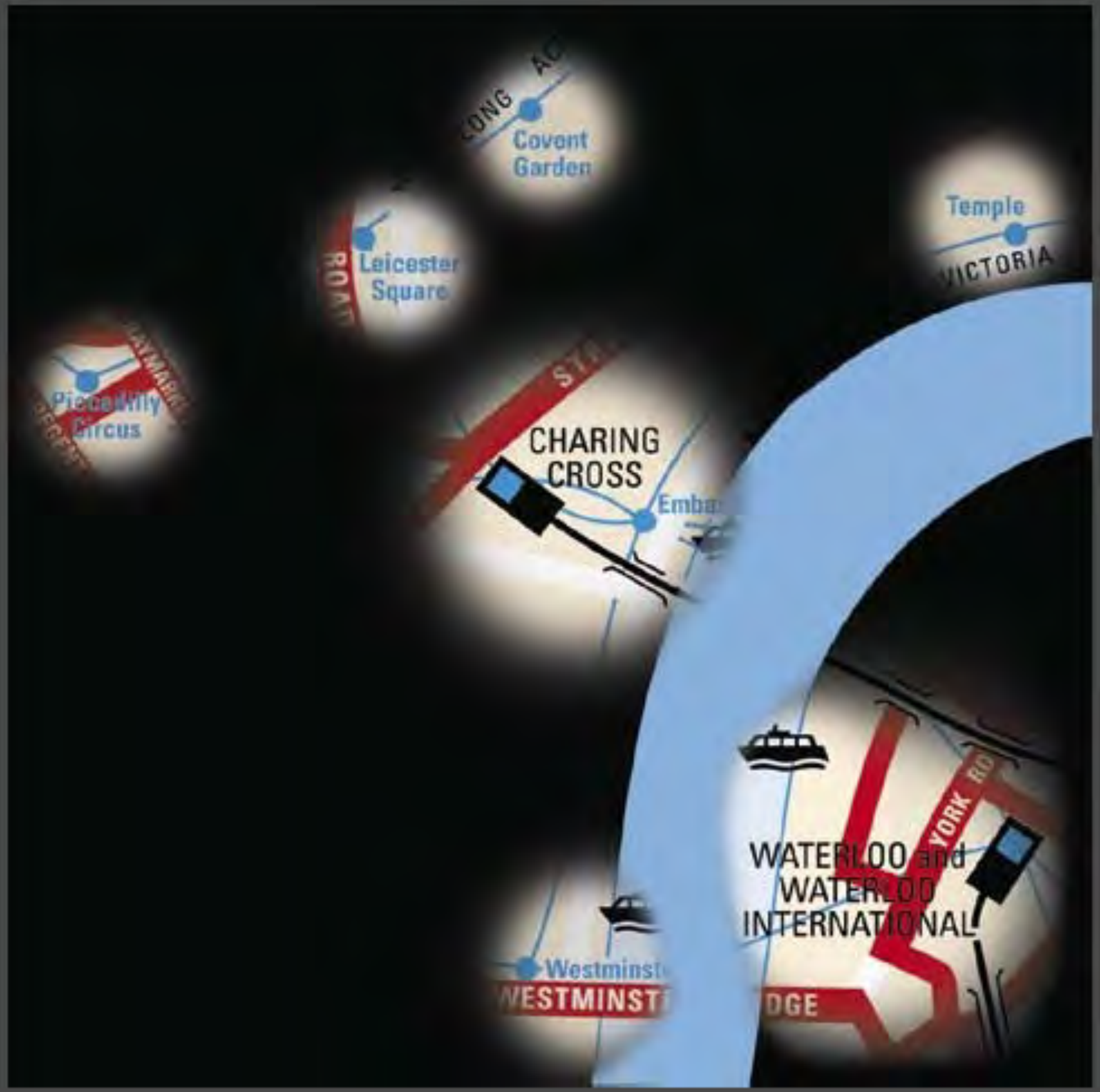
Attention Dog Guardians
Pick up after your dogs. Thank you
Attention Dogs
Grrrrr, bark, woof. Good dog..
City of Langley
Bylaw #2515

ark
Kilburn High Road
South Hampstead
St. John's Wood
Mornington Crescent
King's Cross St. Pancras
for St. Pancras International
Barnsbury
Vale
Paddington
Edgware Road
Baker Street
Great Portland Street
Euston
Angel
Old Street
(no weekend service)
Liverpool Street
ington
Edgware Road
Marylebone
Warren Street
Regent's Park
Euston Square
Euston 200m
Farringdon
Russell Square
Barbican
Bayswater
land
ark
Notting Hill Gate
Lancaster Gate
Bond Street
Oxford Circus
Goodge Street
Holborn
Chancery Lane
Moorgate
(no weekend service)
Queensway
Marble Arch
Tottenham Court Road
St. Paul's
Bank
Aldgate
Covent Garden
Leicester Square 340m
Cannon Street
High Street Kensington
Hyde Park Corner
Green Park
Piccadilly Circus
Leicester Square
Mansion House
Knightsbridge
Charing Cross
Monument
Tower Hill
Fenchurch Street 150m
Gloucester Road
Sloane Square
St. James's Park
Blackfriars
River Tham
Temple
London Bridge
Earl's Court
South Kensington
Victoria
Westminster
Embankment
Charing Cross 100m
Bermonds
Fulham Broadway
Waterloo
International rail services now depart from King's Cross St. Pancras
Pimlico
Southwark
Waterloo East
Borough
Exit only during
East London line
for major line ex
work to become
the London Ove



FOSTER'S
TDK
SANYO


Piccadilly Circus
Leicester Square
Covent Garden
Mansion House
James's Park
Westminster
CHARING CROSS
Temple
VICTORIA
nbankment
Charing Cross 100m
WATERLOO
YORK

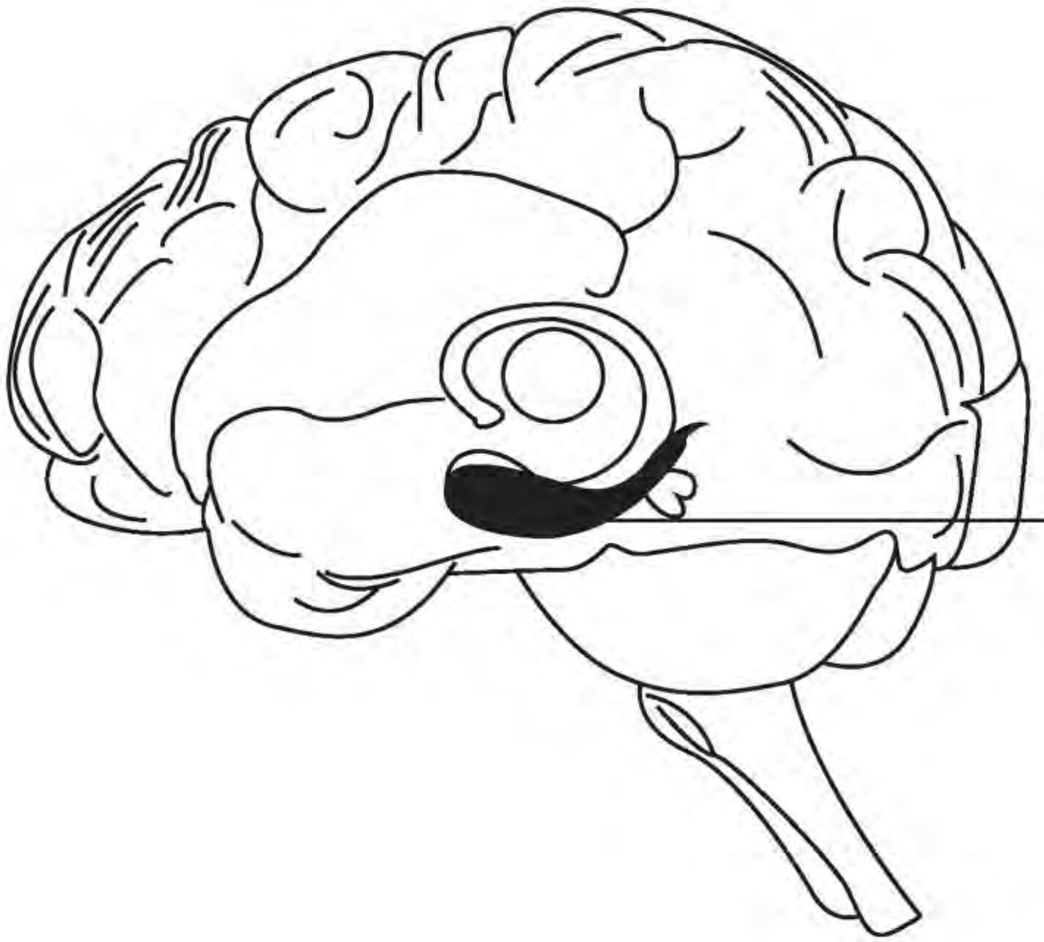

Covent Garden
Leicester Square
Piccadilly Circus
CHARING CROSS
Temple
VICTORIA
WATERLOO and WATERLOO INTERNATIONAL
YORK
Westminst
ESTMINST
DGE

LONG ACRE
Covent Garden
MONMOUTH
CROSS ROAD
Leicester Square
STRAND
Temple
VICTORIA
HAYMARKET
Piccadilly Circus
REGENT ST.
PALL MALL
CHARING CROSS
Embankment
WATERLOO BRIDGE
WHITEHALL
YORK RD
WATERLOO and WATERLOO INTERNATIONAL
Westminster
WESTMINSTER BRIDGE

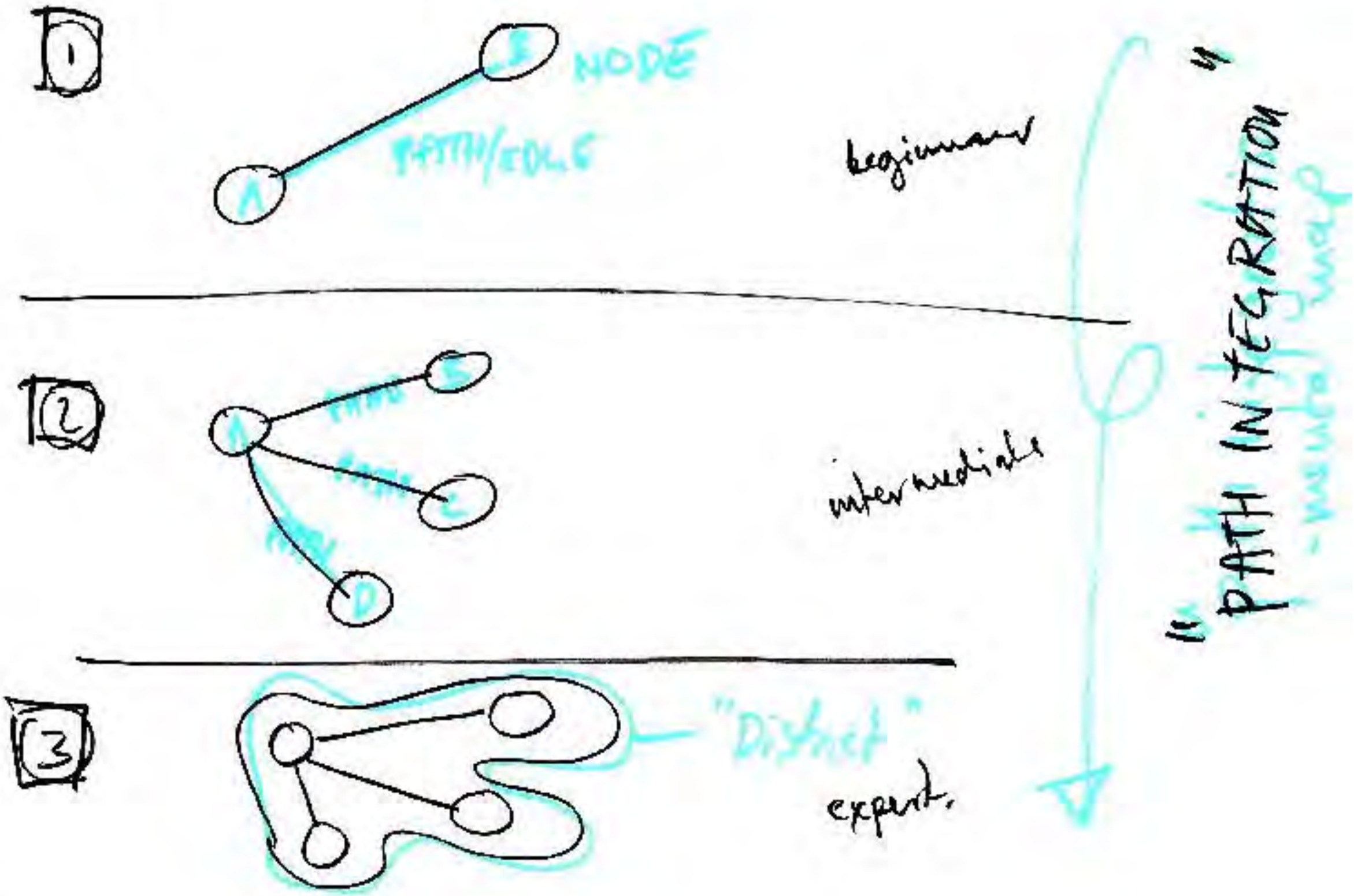
Jellicoe St
Victoria Park
Albert St
Queen St
High St
AND
Elliott Street carpark
Queen St
Lorne St

Jellicoe St
Eastern Viaduct
Carpark
Sofitel Auckland
Viaduct Harbour
Sturdee St
Fanshawe St
Victoria
Park
Hobson St
Albert St
Queen St
Wyndham St
High St
Fort St
Shortland St
Chancery St
Kitchener St
Bowen Ave
Elliott Street
carpark
Gore St

Mental Mapping



Hippocampus:
The area of the brain associated with mapping; where we might find 'place cells'.


1
NODE
PATH/EDGE
A
B
beginner
2
A
B
C
D
intermediate
3
"Distinct"
expert.
"PATH INTEGRATION"
-mental map

Seven Dials

Urban Outfitters

Neil's Yard

Freuds

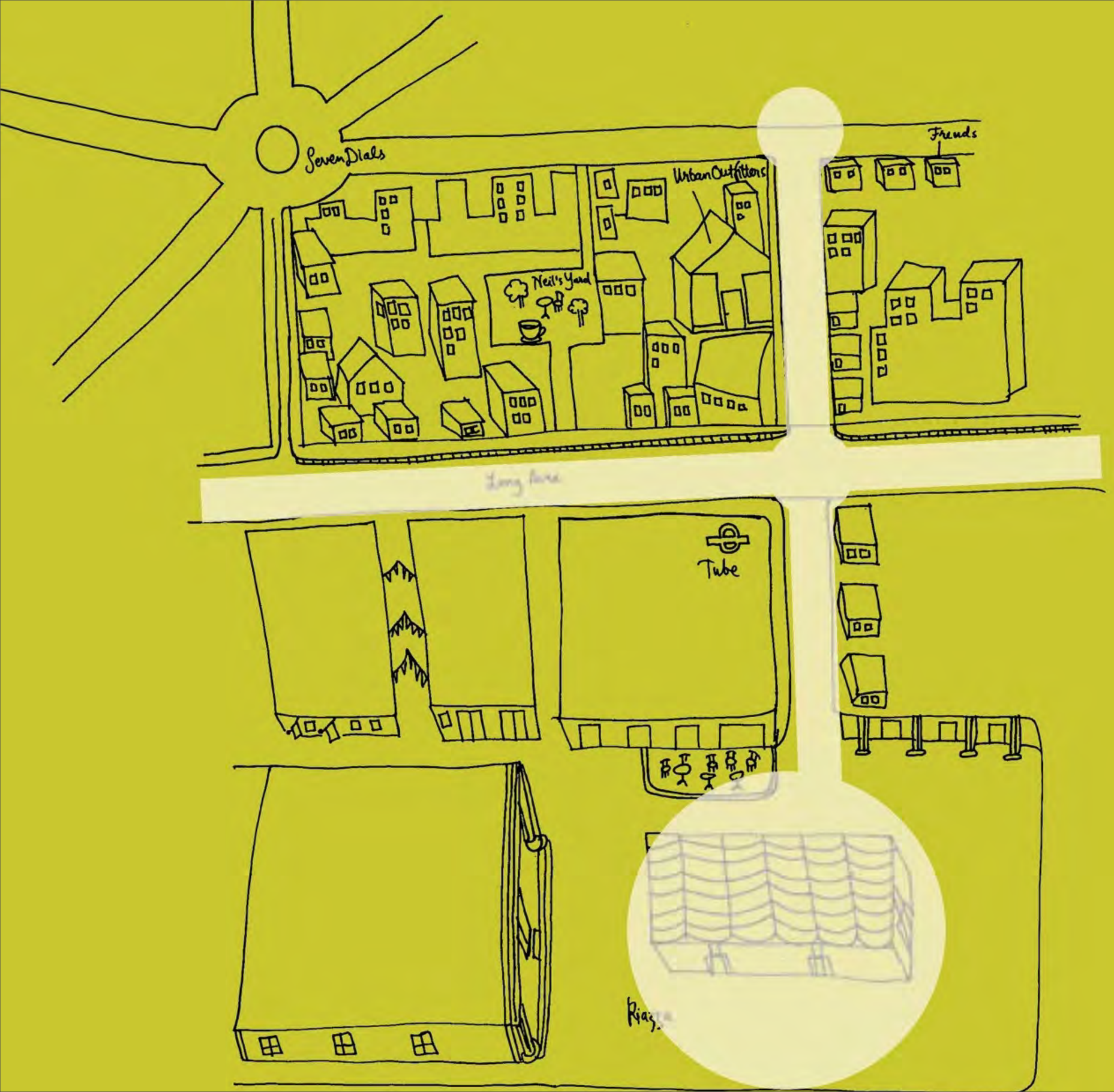
Holborn

Leicester Square

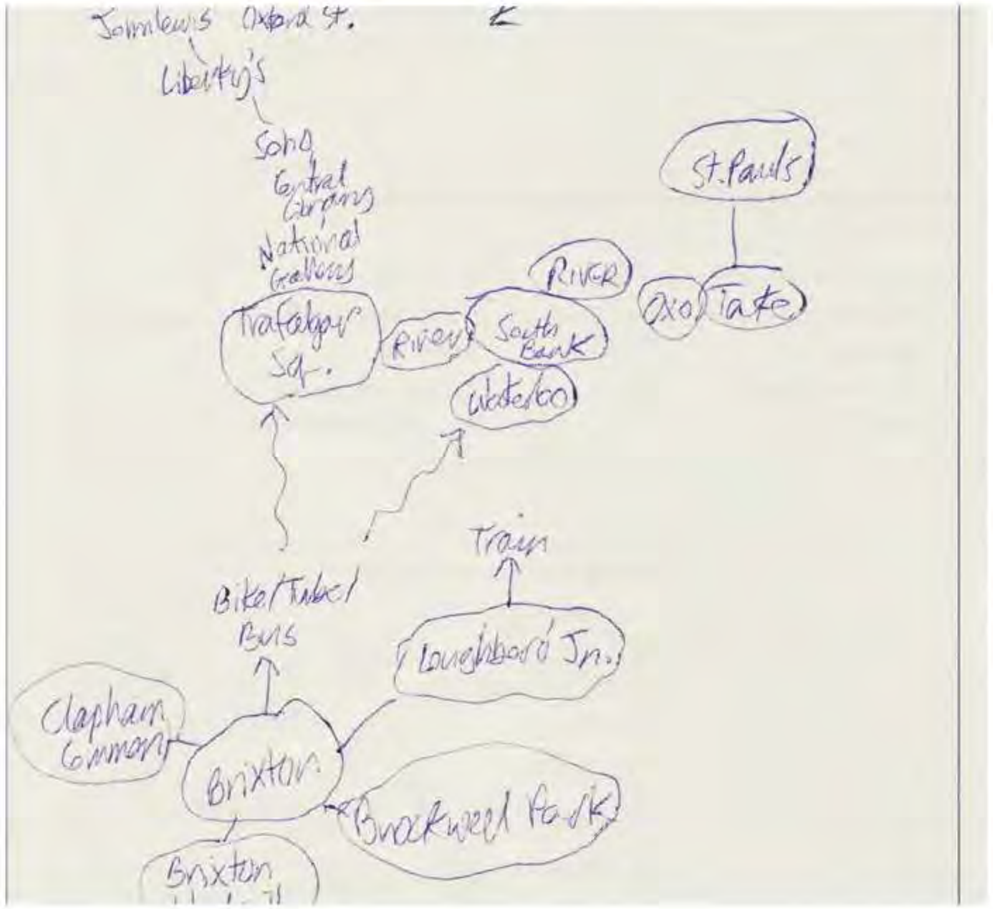
Long Acre

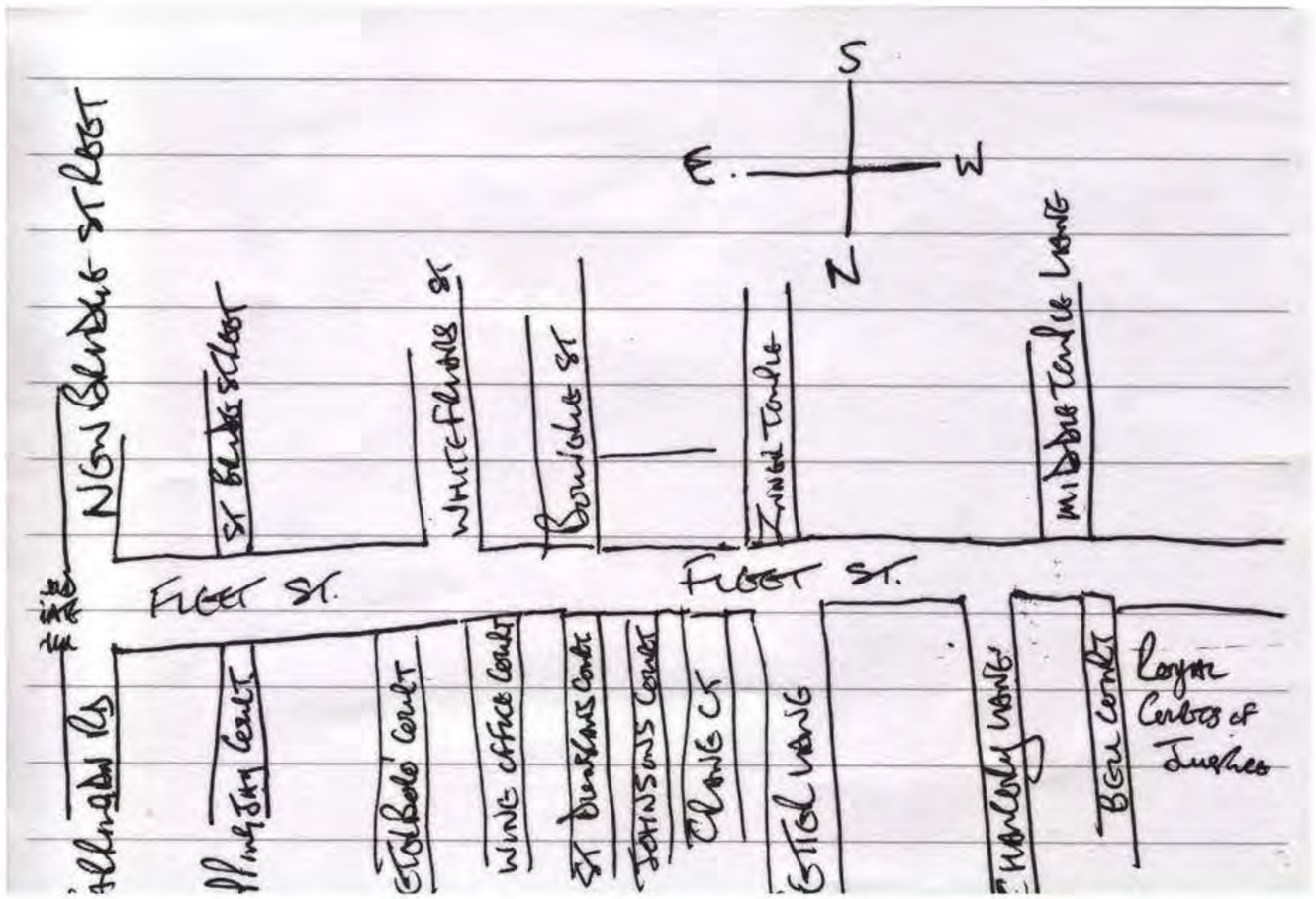
Tube

Piazza

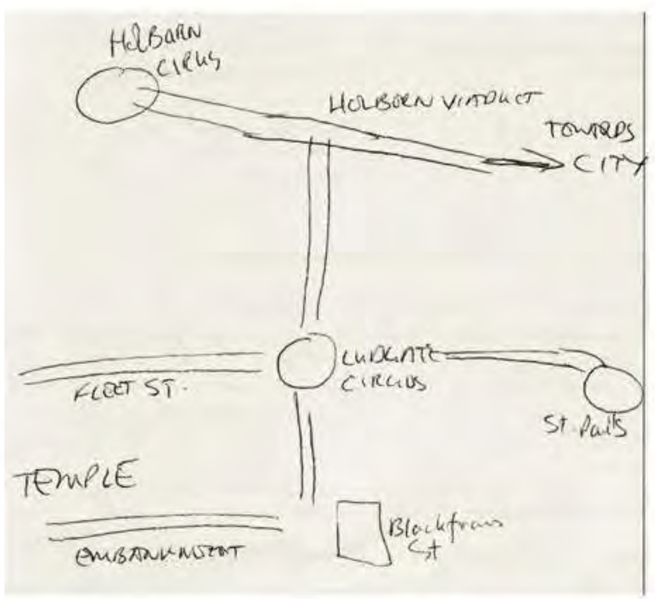

Seven Dials
Urban Outfitters
Neil's Yard
Freuds
Long Acre
Tube
Holborn

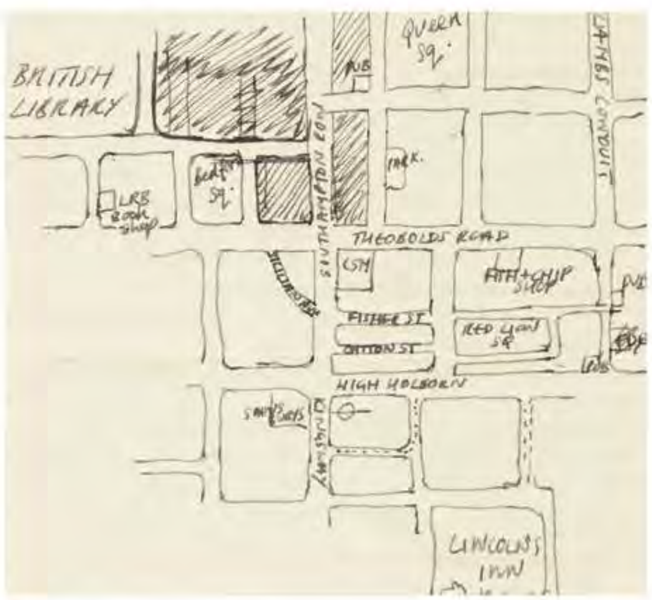
Mental maps


Jomlewis Oxford St.
Liberty's
Soho
Central Gorgons
National Gallery
Trafalgar Sq.
River
South Bank
Waterloo
River
Oxo
Tate
St. Pauls
Train
Bike/Tube/Bus
Loughborough Jn.
Clapham Common
Brixton
Brockwell Park
Brixton


S
E
W
N
NEW BRIDGE STREET
ST BRIDGE STREET
WHITEFRIARS ST
BOUVERIE ST
INNER TEMPLE
MIDDLE TEMPLE LANE
FLEET ST.
FLEET ST.
Allingham Rd
Pinkjay Court
Wine Office Court
ST Dunstans Court
JOHNSONS Court
Clane Ct
Hanbury Lane
Bell Court
Royal Courts of Justice

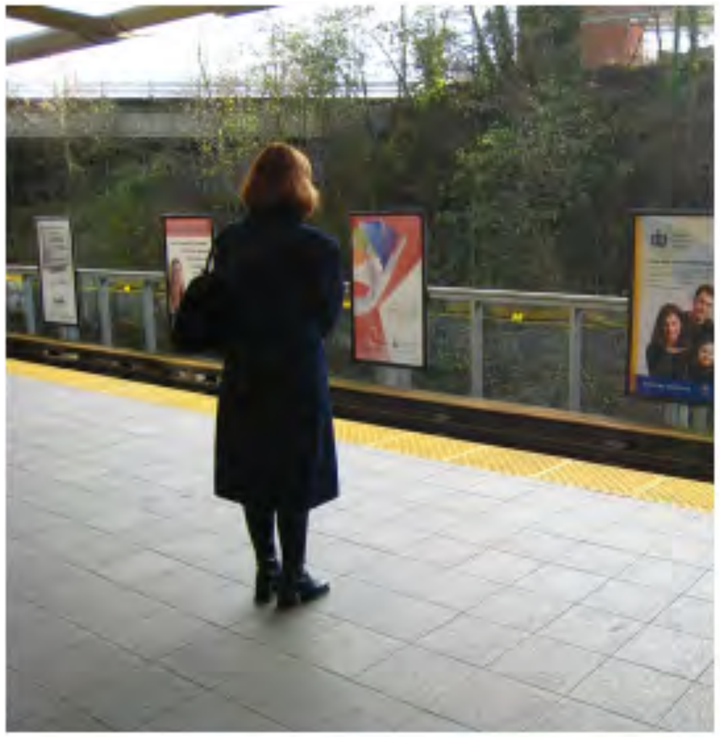
LEICESTER SQ
RECENT'S STREET
PARK
OXFORD STREET
to OXFORD


HOLBORN CIRCUS
HOLBORN VIADUCT
TOWARDS CITY
LUDGATE CIRCUS
FLEET ST.
ST. Pauls
TEMPLE
EMBANKMENT
Blackfriars St


BRITISH LIBRARY
QUEEN SQ.
PUB
PARK
LRB Book Shop
THEOBOLDS ROAD
FISHER ST
OATTON ST
RED LION SQ
HIGH HOLBORN
LINCOLNS INN

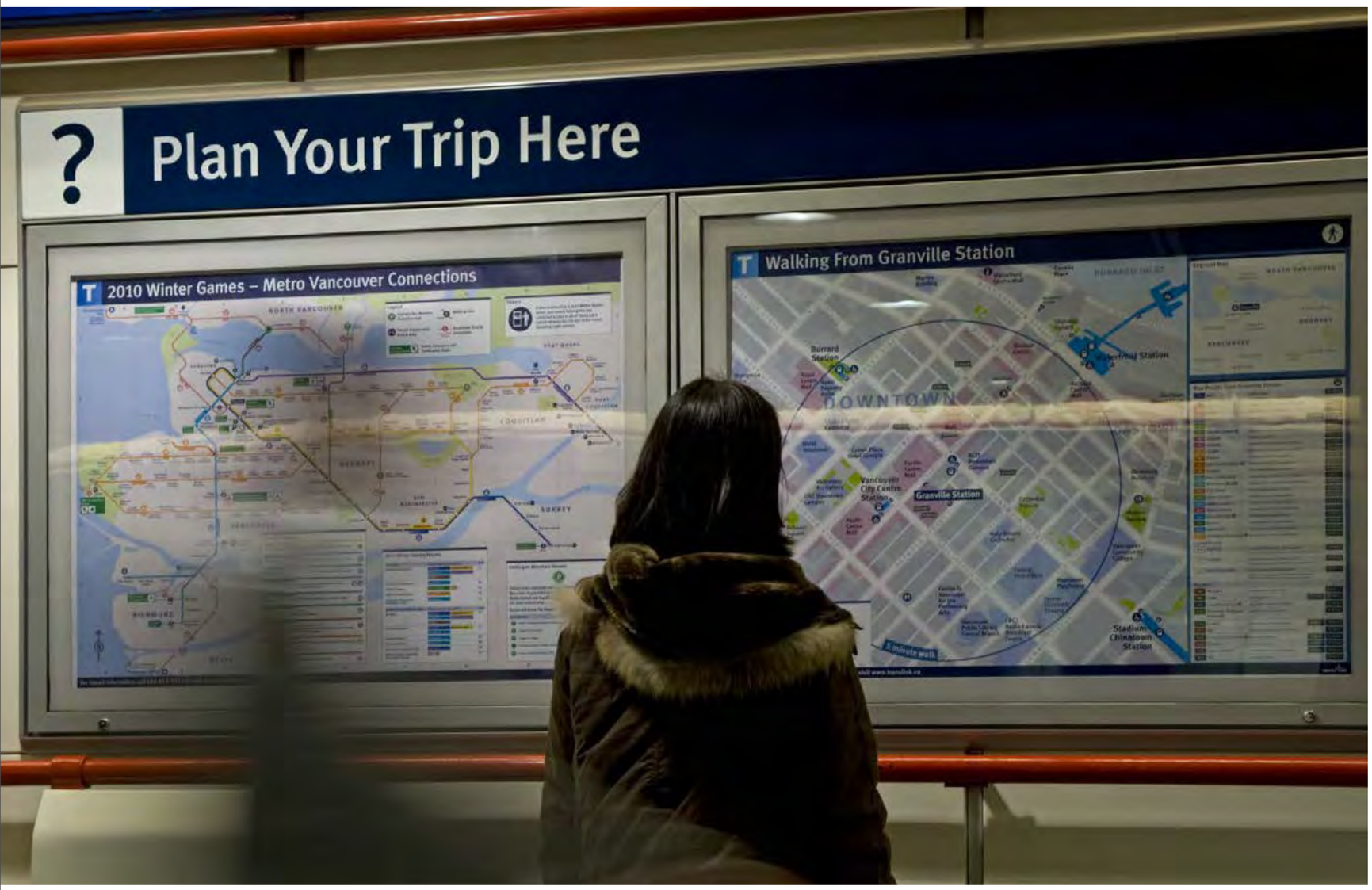
Aoccdrnig to a rscheearch at an Elingsh uinervtisy, it deosn't mttaer in waht oredr the ltteers in a wrod are, the olny iprmoetnt tihng is taht frist and lsat ltteer is at the rghit pclae.

The rset can be a toatl mses and you can sitll raed it wouthit a porbelm. Tihs is bcuseae we do not raed ervey lteter by it slef but the wrod as a wlohe.



NOW OPEN
PHARMAMART
DRUG & CONVENIENCE STORE
(located in the Sky Train level)
the Bay
Skytrain

Stadium–Chinatown Station
體育館／華埠（唐人街）
SkyTrain


Plan Your Trip Here
2010 Winter Games – Metro Vancouver Connections
Walking From Granville Station
DOWNTOWN
Burrard Station
Granville Station
Vancouver City Centre Station
Stadium-Chinatown Station
2 minute walk

Platform 2
Stadium–Chinatown
VCC–Clark
Main Street–Science World
Commercial–Broadway
Renfrew
Rupert
Nanaimo
29th Avenue
Joyce–Collingwood
Patterson
Metrotown
Royal Oak
Edmonds
22nd Street
New Westminster
Columbia
Gilmore
Brentwood Town Centre
Holdom
Sperling–Burnaby Lake
Lake City Way
Production Way–University
Lougheed Town Centre
Braid
Sapperton
Scott Road
Gateway
Surrey Central
King George
Expo Line
Millennium Line

BURRARD INLET

SeaBus

Sea Planes

HeliJet

Burrard

DOWNTOWN

250

257

Waterfront

You are here

West Coast Express

Homer–Hastings

Main–Hastings

Nanaimo–Hastings

Cassiar–Hastings

Gilmore–Hastings

Abbott–Hastings

135

Commercial–Hastings

Renfrew–Hastings

Kootenay Loop

Madison–Hastings

Granville

Vancouver City Centre

3 min

Canada Line

Stadium–Chinatown

Pacific Central Station

Long distance bus and rail

3 min

Millennium Line

Expo Line

Yaletown–Roundhouse

Main Street–Science World

ENGLISH BAY

FALSE CREEK

Brentwood Town Centre

Rupert

Gilmore

Millennium Line

Renfrew

Foley–Great Northern Way

Commercial–Broadway

Alma–4th Avenue

Vine–4th Avenue

Fir–4th Avenue

Ash–6th Avenue

Columbia–2nd Avenue

Main–2nd Avenue

84

MacDonald–4th Avenue

Burrard–4th Avenue

Alder–6th Avenue

Olympic Village

Ontario–2nd Avenue

Prince Edward–Great Northern Way

VCC–Clark

BURNABY

Sasamat–10th Avenue

MacDonald–Broadway

Broadway–Granville

Broadway–City Hall

Fraser–Broadway

Nanaimo

99 B-Line

Alma–Broadway

Arbutus–Broadway

Willow–Broadway

99 B-Line

Main–Broadway

Clark–Broadway

29th Avenue

King Edward

Joyce–Collingwood

Carnarvon–41st Avenue

Granville–41st Avenue

Oakridge–41st Avenue

Fraser–41st Avenue

Victoria–41st Avenue

Joyce–Kingsway

Patterson

43

Dunbar–41st Avenue

West Boulevard–41st Avenue

Oak–41st Avenue

Main–41st Avenue

Knight–41st Avenue

43

Clarendon–41st Avenue

CENTRAL PARK

Metrotown

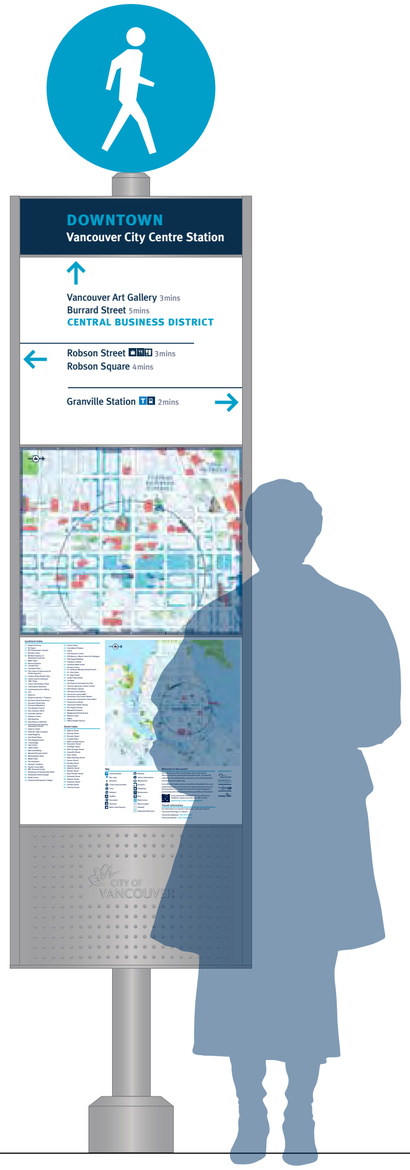
Royal Oak

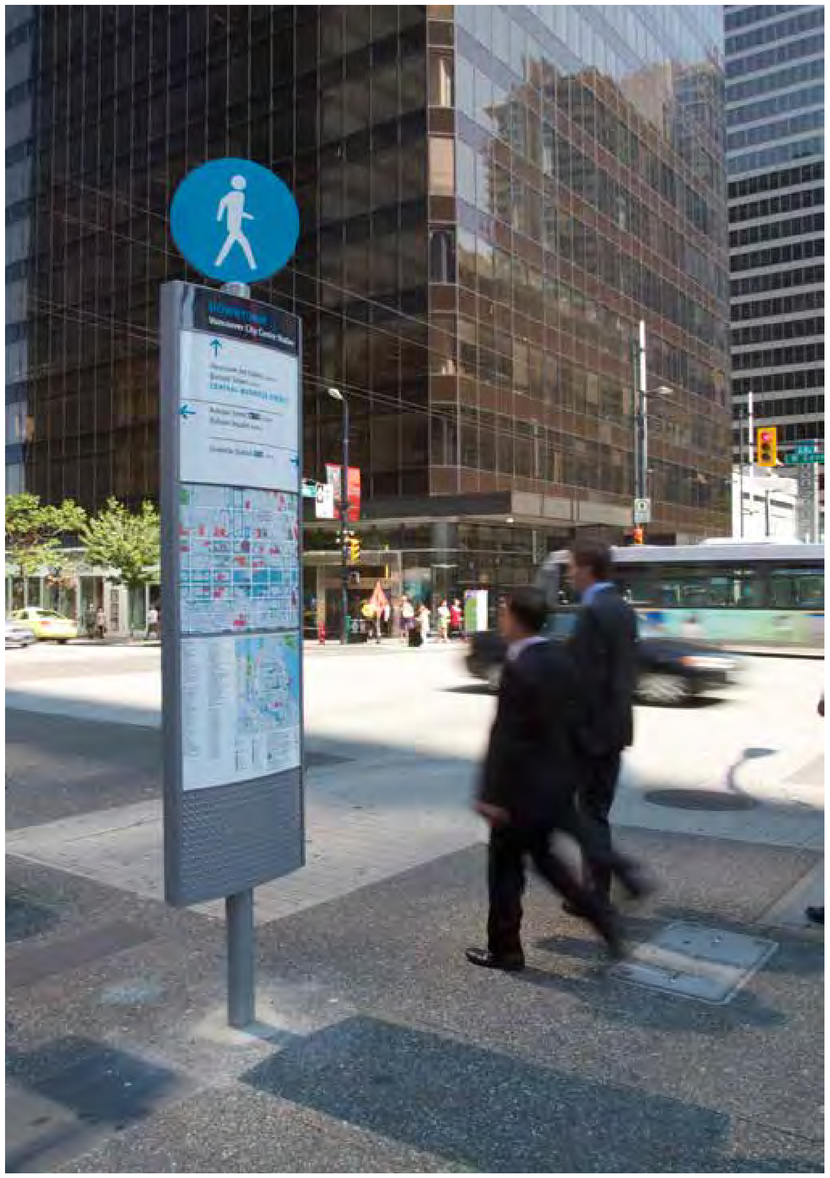
VANCOUVER

Canada Line

Langara–49th Avenue

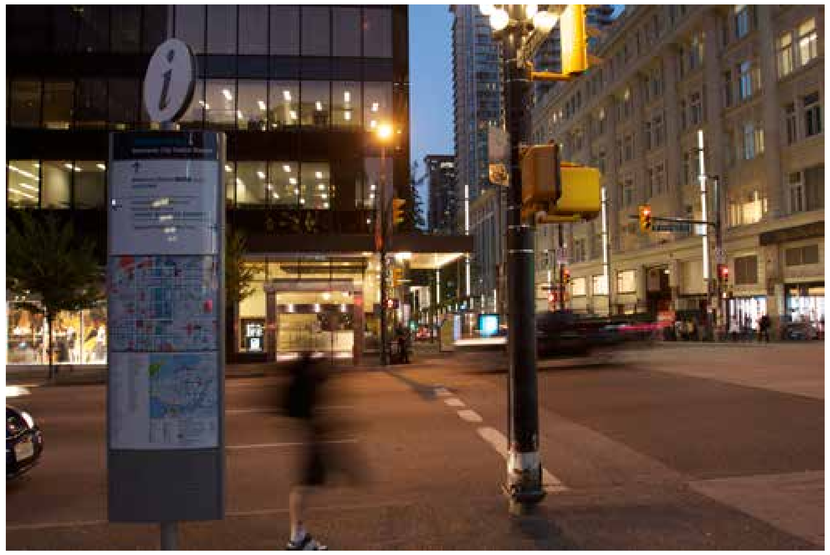
City sign


DOWNTOWN
Vancouver City Centre Station
Vancouver Art Gallery 3mins
Burrard Street 5mins
CENTRAL BUSINESS DISTRICT
Robson Street 3mins
Robson Square 4mins
Granville Station 2mins
CITY OF VANCOUVER



DOWNTOWN
Vancouver City Centre Station
Vancouver Art Gallery
Burrard Street
CENTRAL BUSINESS DISTRICT
Robson Street
Robson Square
Granville Station

DOWNTOWN
Vancouver City Centre Station
Vancouver Art Gallery
Burrard Street 5mins
CENTRAL BUSINESS DISTRICT
Robson Street

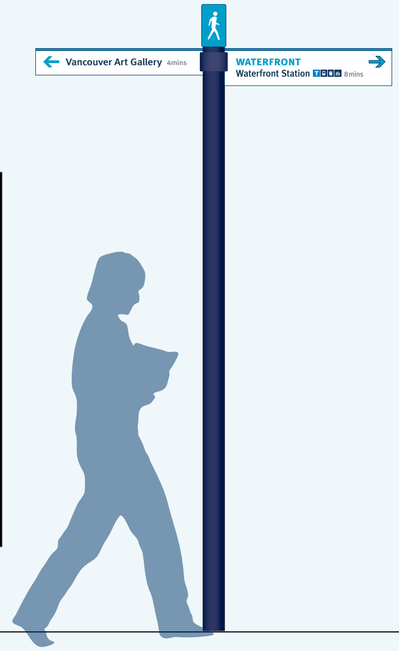


Arrival signs

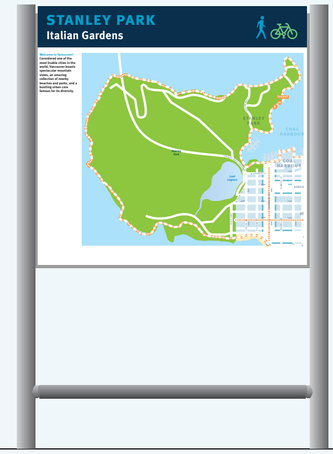
City signs
pedestrian

City signs
cycle hire

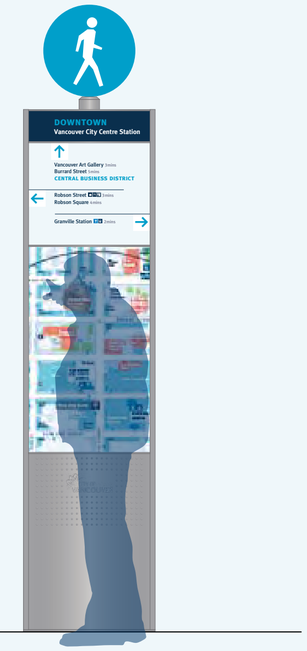
Poster cases



Finger blades



Park maps



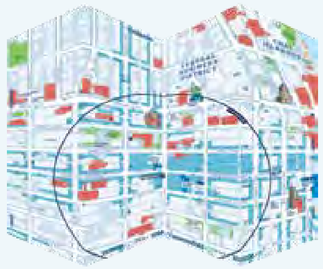
Digital signs
interactive map

Website
interactive map

Tablet app
cross-platform

Cell app
cross-platform

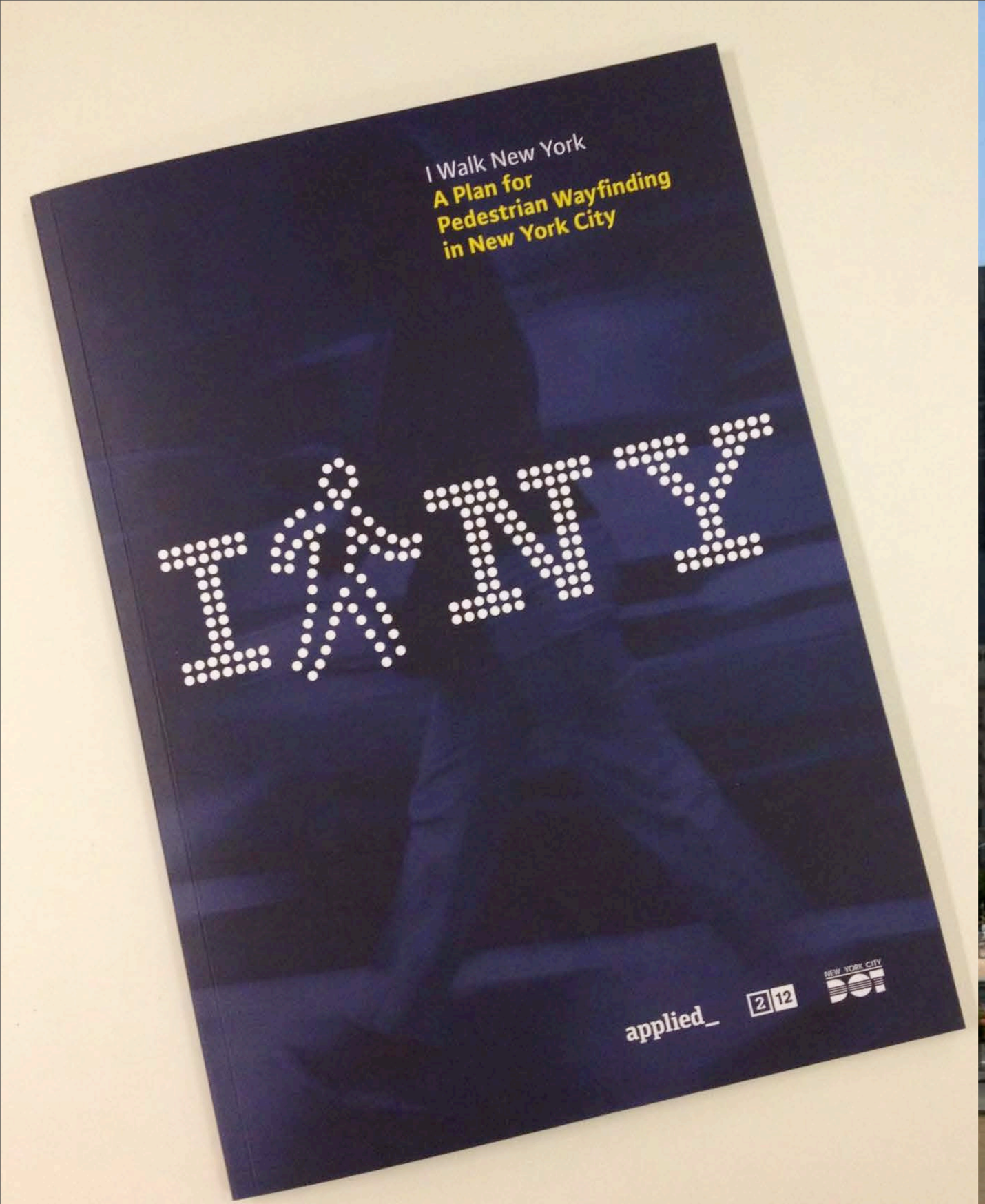
Printed maps
tear off



Printed maps
folded

Thematic maps

3rd party maps
digital & printed applications


I Walk New York
A Plan for
Pedestrian Wayfinding
in New York City
applied_
2 12
NEW YORK CITY
DOT

King's Road
Brighton Seafront

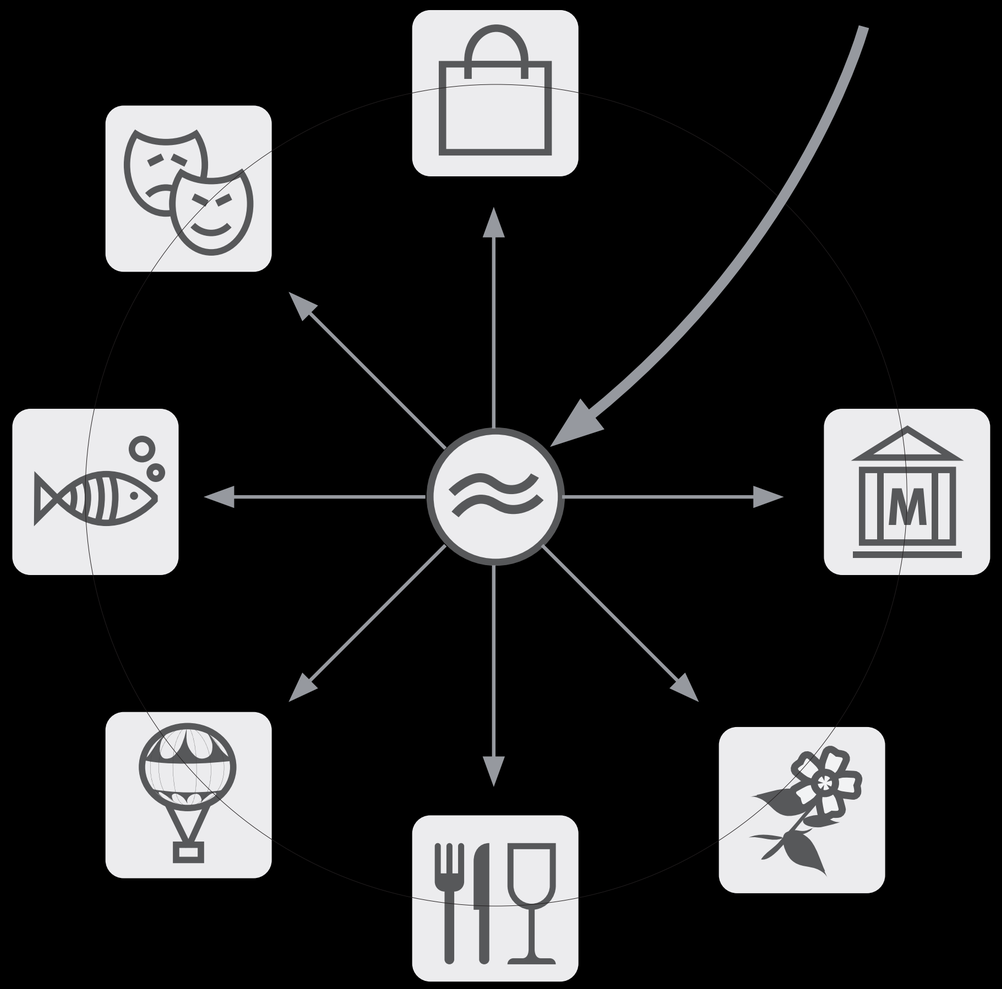
Brighton Station
North Lanes

Brighton Square

NORTH LAINE
CULTURAL QUARTER
THE

Brighton Pier

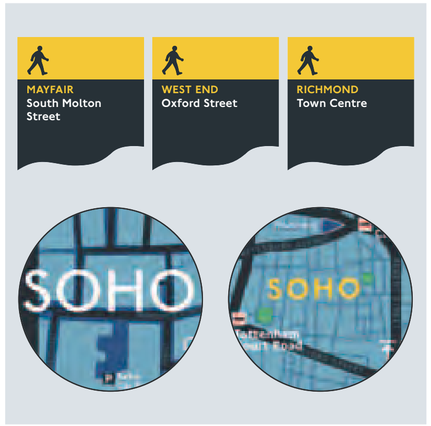
H
A&E
LEEDS GENERAL INFIRMARY (LGI)
CLIVERLEY STREET
Civic Hall
Portland Crescent
O2 Academy
WOODHOUSE LANE (A660)
Shopmobility
Merrion Centre
MERRION CENTRE
Merrion Hotel
WADE LANE
LOVELL PARK
NORTH STREET
Leeds College of Building
About 10min walk
MILLENNIUM SQUARE
Leeds City Museum
Carriageworks (The Electric Press)
Nuffield Health Hospital
CIVIC QUARTER
Belgrave Street
Trafalgar Street
MERRION ST
Cathedral
Leeds Art Gallery
Leeds Town Hall
LAW COURTS
Leeds Central Library
Henry Moore Institute
Radisson Blu Hotel
The Light
THE LIGHT
St John's
ST JOHN'S CENTRE
VICAR LANE
NEW BRIGGATE
Leeds Grand Theatre & Opera House
Templar Street
YORK ROAD (A6
THE HEADROW
Travelodge
Edward Street
EASTGATE
THE CORE
The Core
THE ARCADES
VICTORIA QUARTER
GREEK ST
PARK ROW
Pinnacle
The Markets
POLICE
West Yorkshire Playhouse
ST PETER'S ST (A61)
BOND ST
COMMERCIAL ST
ALBION STREET
SHOPPING
VICAR LANE
LEEDS CITY KIRKGATE MARKETS
BUS & COACH STATION
Residence 6
CITY SQUARE
TRINITY LEEDS
BRIGGATE
KIRKGATE
The Markets (Multi-storey)
YORK STREET
Park Plaza Hotel
The Queens Hotel
Interchange
CORN EXCHANGE
Crown Street
Penny Pocket Park
BOAR LANE
Leeds Visitor Centre
Discovery Inn
Boar Lane
Leeds Marriott
NEW STATION STREET
THE CALLS
KIRKGATE
HIGH CT
Leeds Minster
LEEDS STATION
Dark Arches
Criterion Place
Travelodge
Cosmopolitan Hotel
Roomzzz City
42 The Calls
THE CALLS
Centenary Bridge
You are here
Leeds Bridge



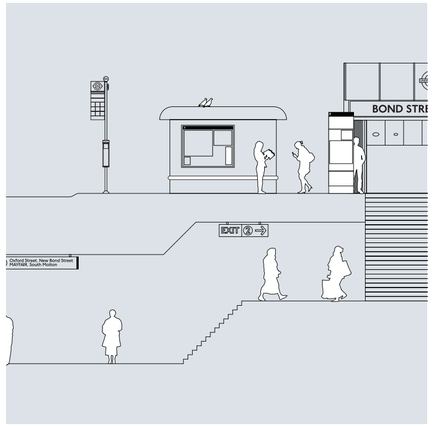
New West End Company
City of Westminster
Mayor of London
Transport for London

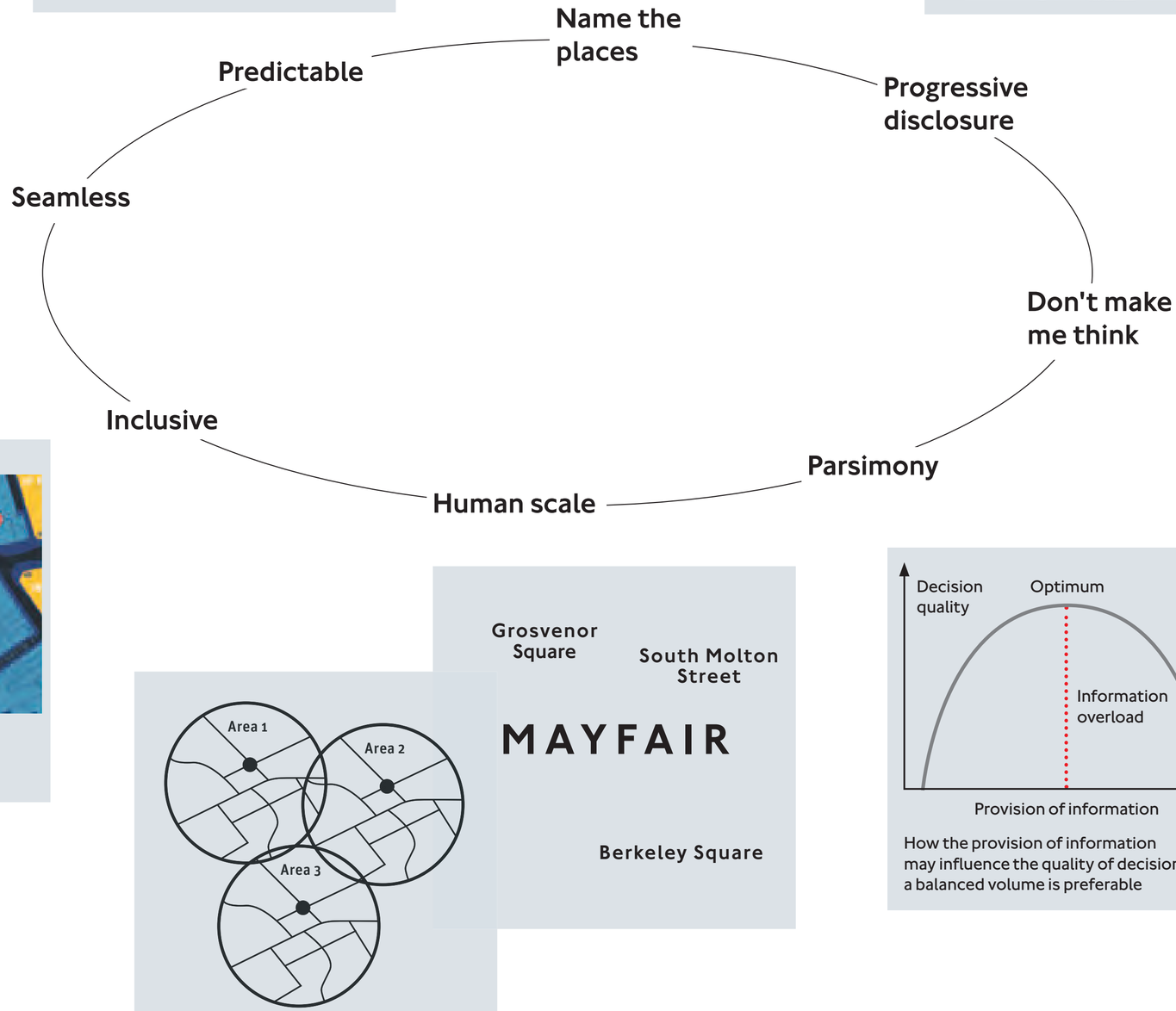
What is Legible London?
Design principles

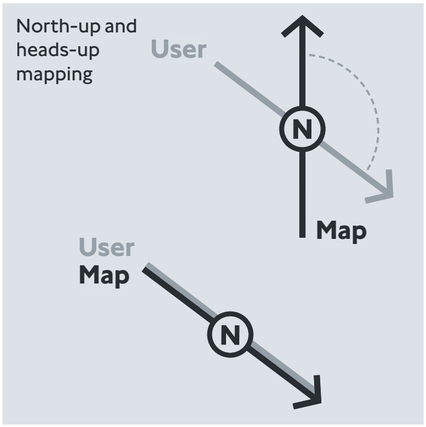
Legible London is based on a set of design principles derived from wayfinding best-practice. These principles have guided the development of solutions.



Level 1	Country	UK
Level 2	Nation	England
Level 3	Region	SE England
Level 4	County	London
Level 5	Area	Westminster/ West End
Level 6	Village	Marylebone
Level 7	Neighbourhood	Marylebone Village
Level 8	Street	Marylebone High Street

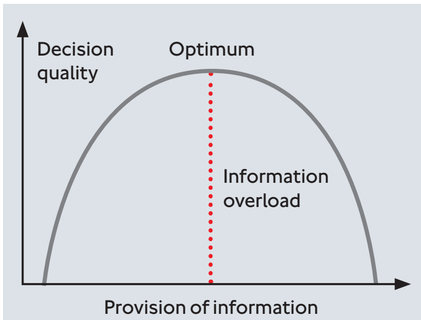




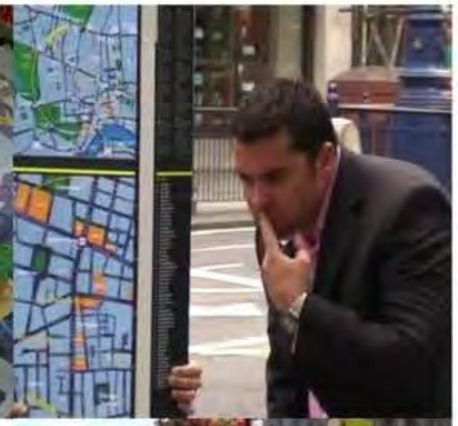


Deuteranope colour blindness

Normal vision



How the provision of information may influence the quality of decisions; a balanced volume is preferable

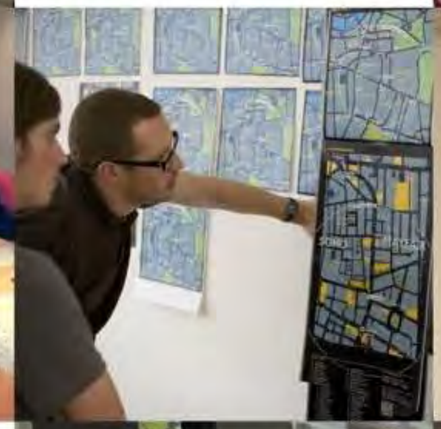


Listening

Exploring

Testing

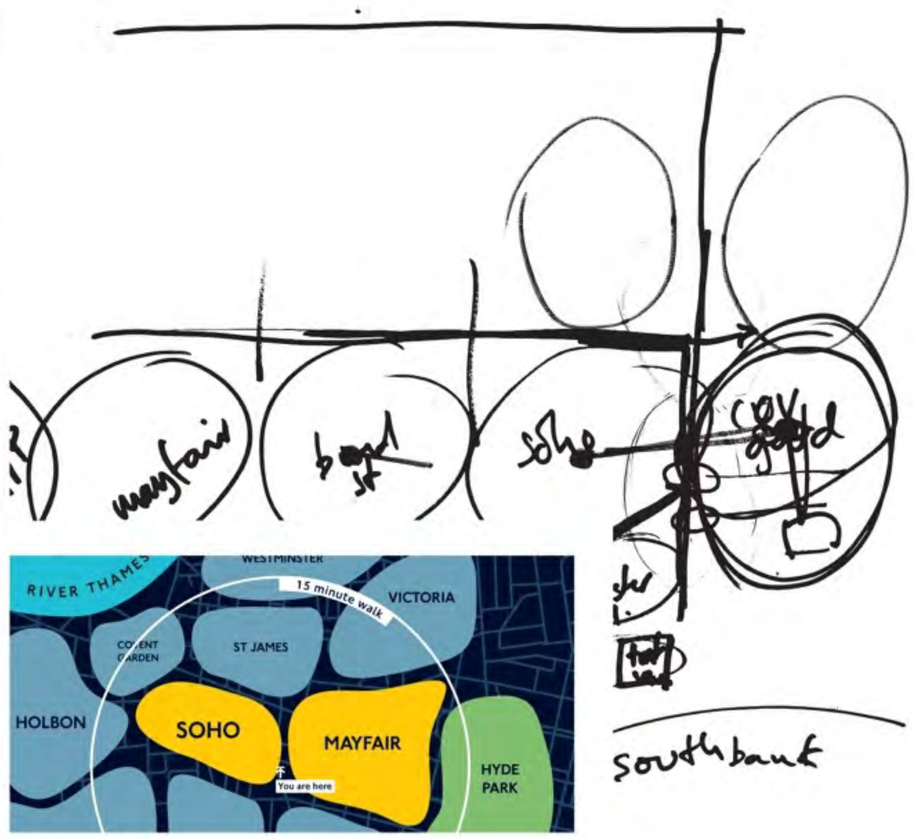
Options



Mixing media

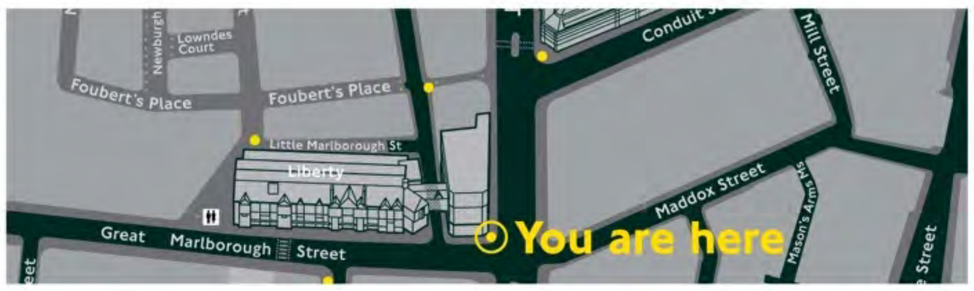
Evolving the design

3



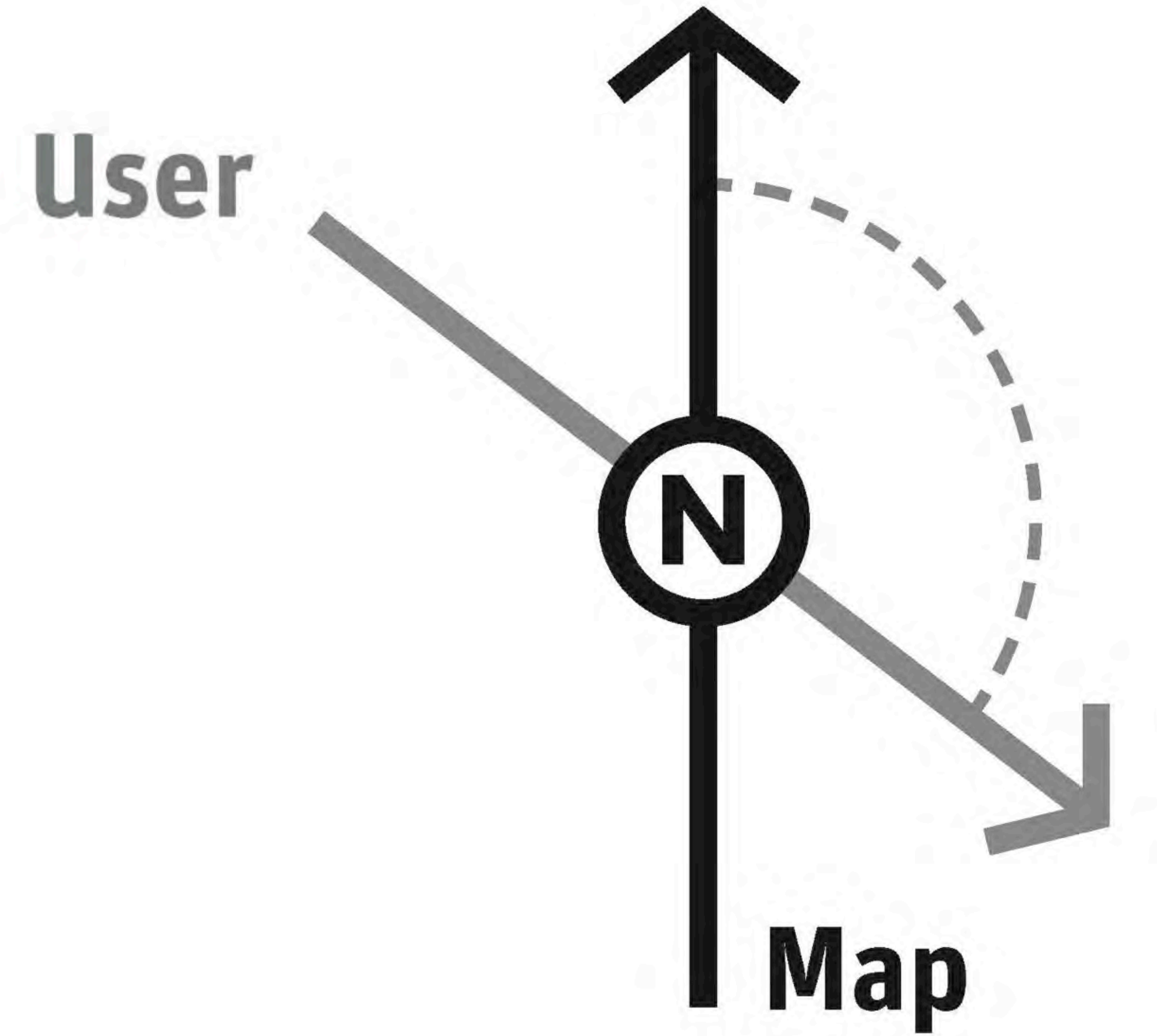
8

36

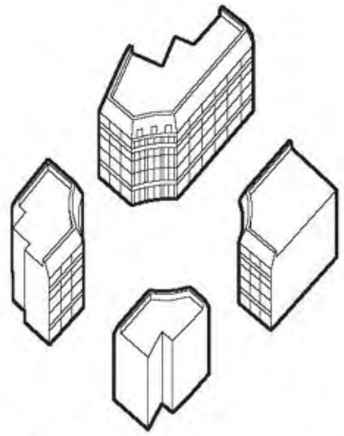


138

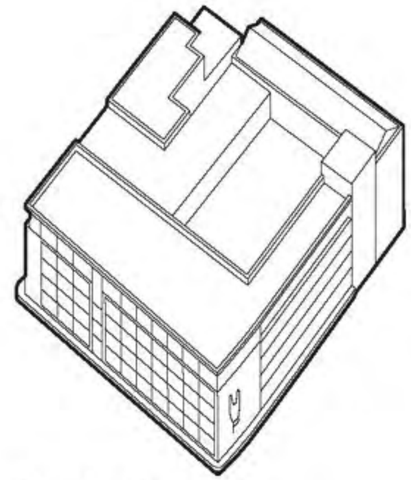
293


User
N
Map

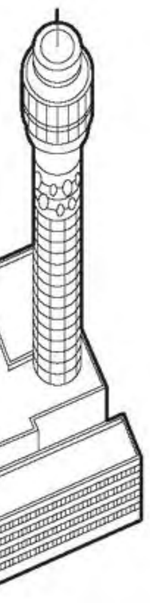
Mapping



Oxford Circus

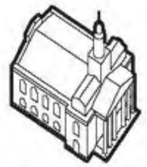


John Lewis

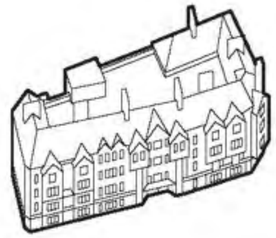


BT Tower

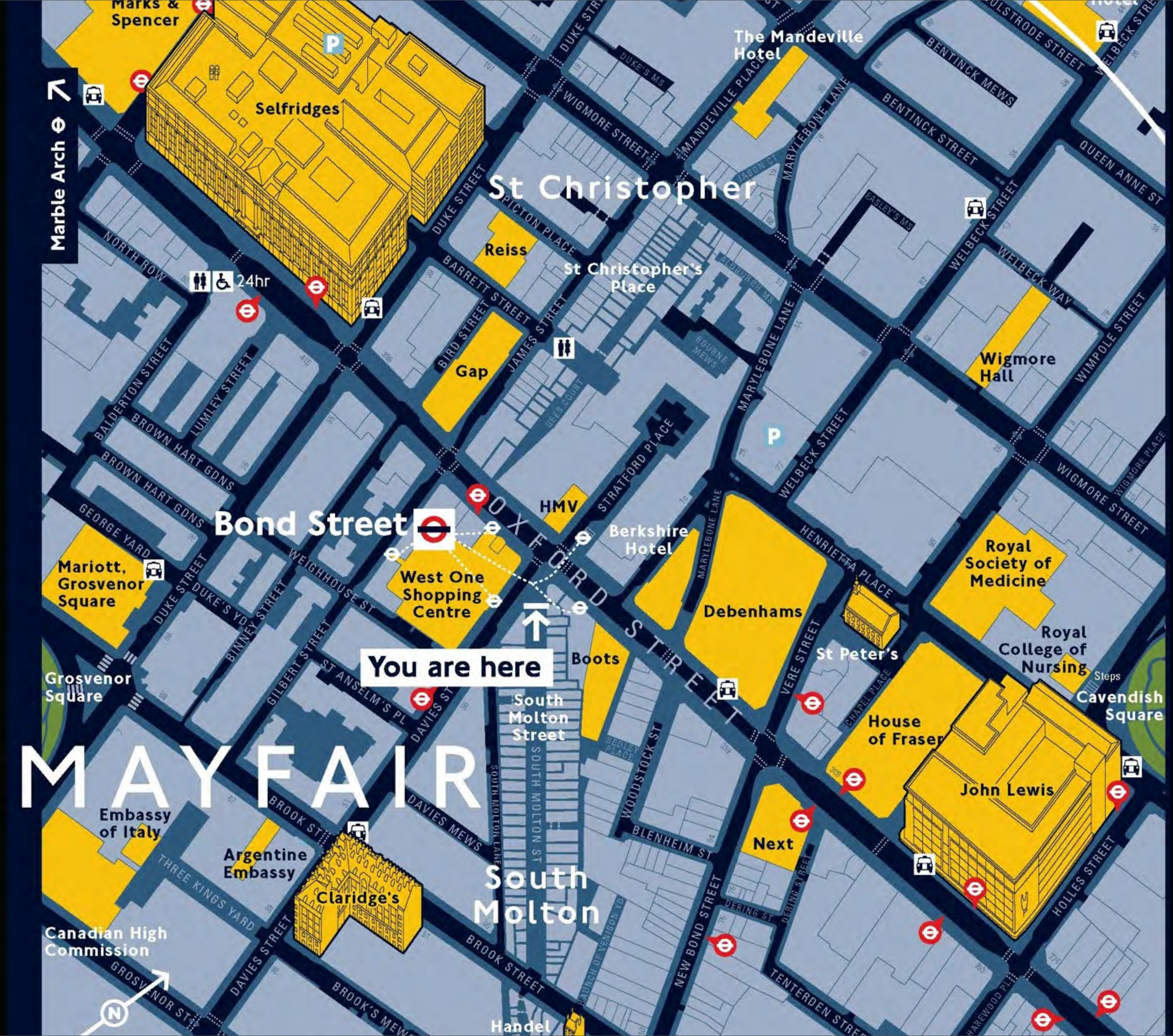
Hamley's



St Georges



Liberty



Marks & Spencer
Selfridges
Marble Arch
St Christopher
The Mandeville Hotel
Reiss
St Christopher's Place
Gap
24hr
Wigmore Hall
Bond Street
HMV
Berkshire Hotel
West One Shopping Centre
Mariott, Grosvenor Square
Debenhams
Royal Society of Medicine
Royal College of Nursing
Steps
Cavendish Square
St Peter's
You are here
Boots
Grosvenor Square
South Molton Street
House of Fraser
John Lewis
MAYFAIR
Embassy of Italy
Argentine Embassy
Claridge's
Next
South Molton
Canadian High Commission
Handel
OXFORD STREET
NORTH ROW
BALDERTON STREET
LUMLEY STREET
BROWN HART GDNS
GEORGE YARD
DUKE STREET
DUKE'S YD
BINNEY STREET
WEIGHHOUSE ST
GILBERT STREET
ST ANSELM'S PL
DAVIES ST
DUKE STREET
PICTON PLACE
BARRETT STREET
BIRD STREET
JAMES STREET
WIGMORE STREET
DUKE'S MS
MANDEVILLE PLACE
MARYLEBONE LANE
BENTINCK MEWS
BENTINCK STREET
BULSTRODE STREET
QUEEN ANNE ST
WELBECK STREET
WELBECK WAY
WIMPOLE STREET
WIGMORE PLACE
STRATFORD PLACE
HENRIETTA PLACE
VERE STREET
CHAPEL PLACE
WOODSTOCK ST
BLENHEIM ST
NEW BOND STREET
DERING ST
TENTERDEN STREET
HOLLES STREET
BROOK ST
DAVIES MEWS
THREE KINGS YARD
GROSVENOR ST
BROOK'S MEWS
SOUTH MOLTON ST
SOUTH MOLTON LANE
SEDLEY PLACE
BOURNE MEWS
GEES COURT

Core data

Future development

Place naming

Land use

Arrival points

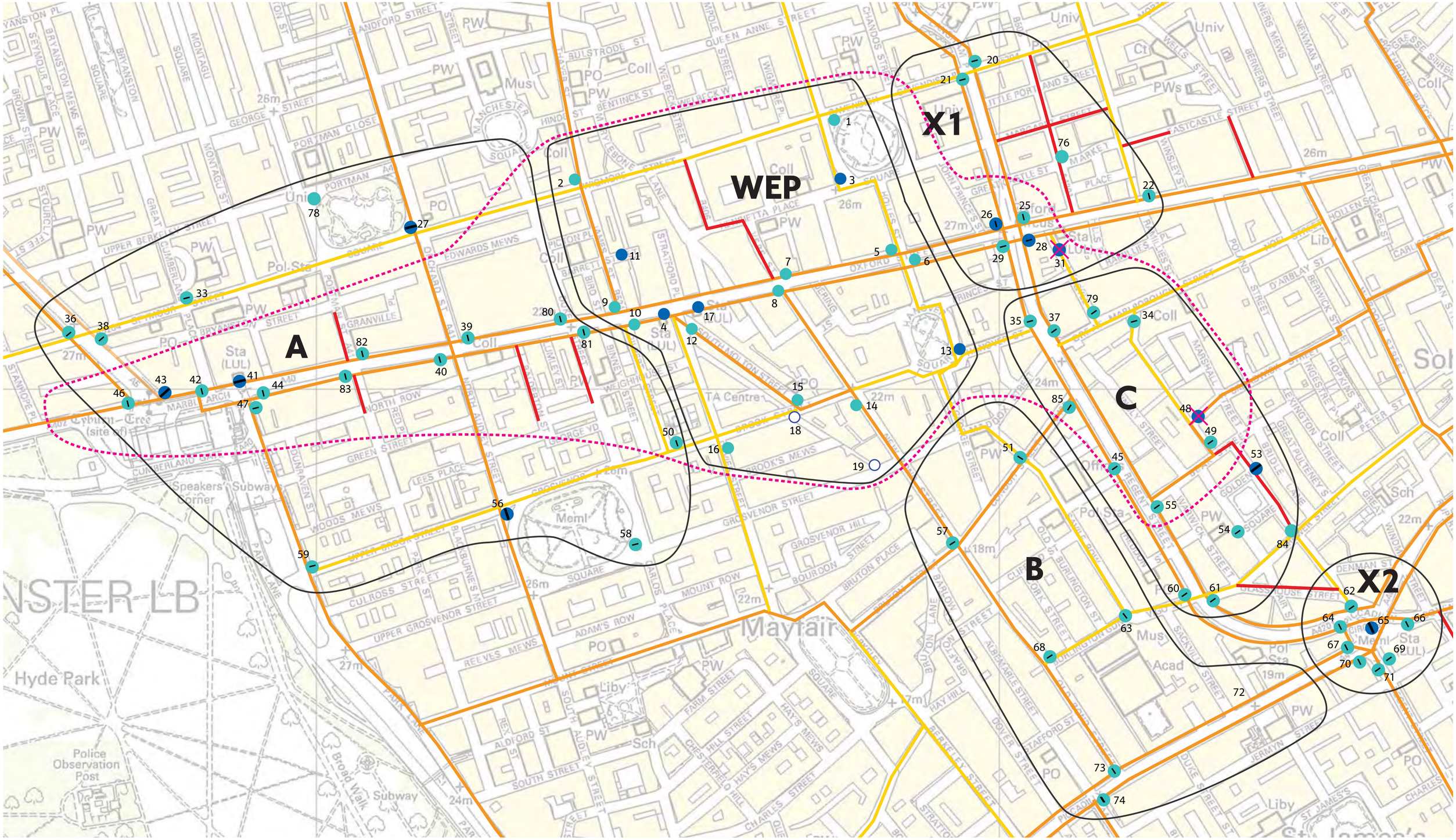
Pedestrian movement

Assets

Route hierarchy

Sign locations

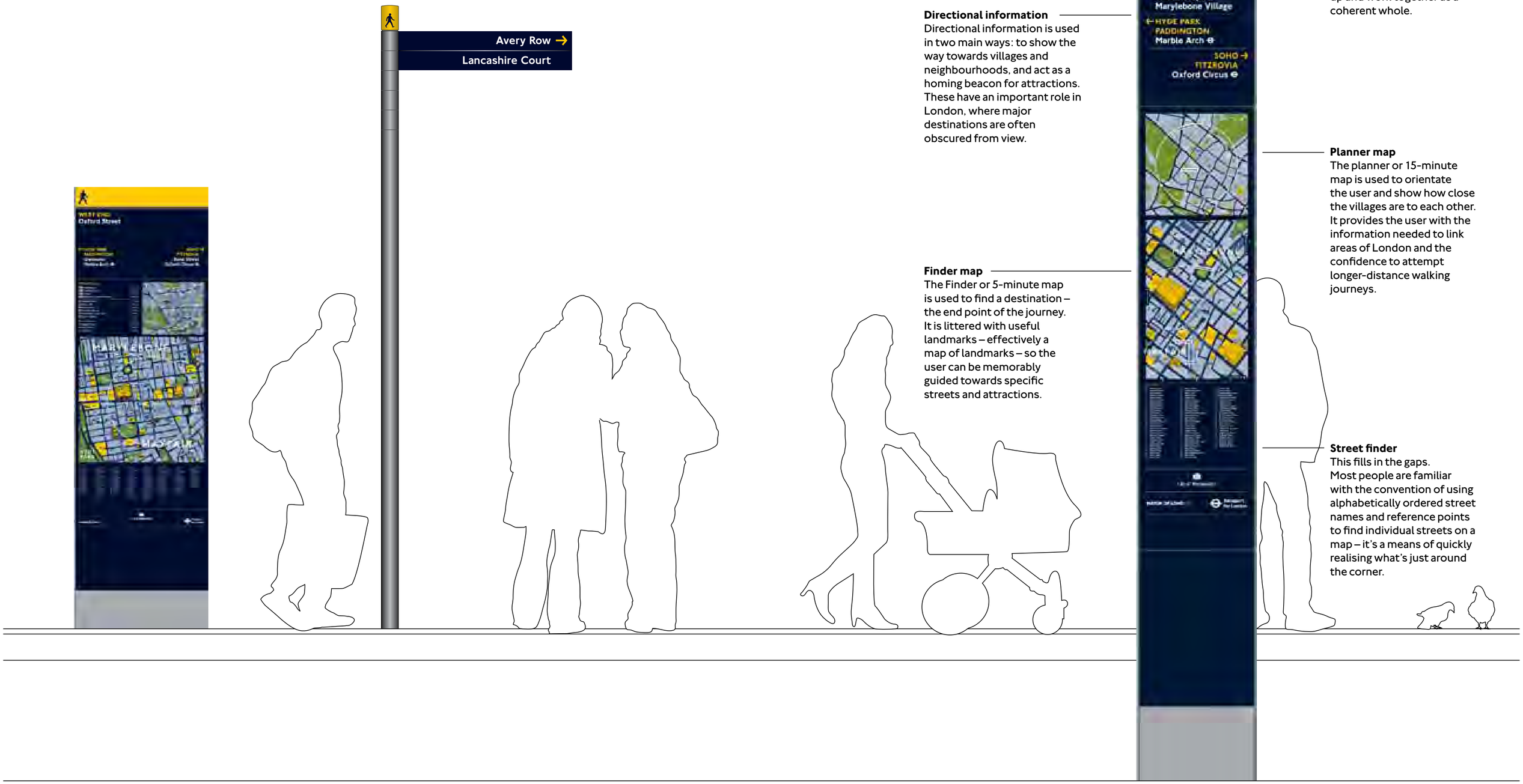
Placement



WEP
X1
X2
A
B
C
Mayfair
Hyde Park
Police Observation Post
Speakers' Corner
Subway
Broad Walk
Univ
Coll
Sta (LUL)
Pol Sta
Mus
Acad
Liby
Sch
Meml
Cyburn Tree (site of)

Prototype in the West End
A family of sign types for walkers

Because of the density of destinations in London, a map-based system is the most appropriate and practical solution. It does away for the need to use many, many 'fingerposts' and in this context can alert the user to over 400 destinations. The Legible London prototype uses two main types of sign, the 'monolith' and the 'minilith' – they act as both area identifiers and route supports, helping people to build their personal mental maps.



The 'walker'
All the signs are clearly identified by a yellow strip at the top and a 'walker' – the universal symbol for travelling by foot. They stand above head height so that they are clearly visible from a distance.

Directional information
Directional information is used in two main ways: to show the way towards villages and neighbourhoods, and act as a homing beacon for attractions. These have an important role in London, where major destinations are often obscured from view.

Finder map
The Finder or 5-minute map is used to find a destination – the end point of the journey. It is littered with useful landmarks – effectively a map of landmarks – so the user can be memorably guided towards specific streets and attractions.

Addressing
The typography, colour coding and naming conventions are consistent with those on the Legible London printed walking maps and other elements of the system, so that they link up and work together as a coherent whole.

Planner map
The planner or 15-minute map is used to orientate the user and show how close the villages are to each other. It provides the user with the information needed to link areas of London and the confidence to attempt longer-distance walking journeys.

Street finder
This fills in the gaps. Most people are familiar with the convention of using alphabetically ordered street names and reference points to find individual streets on a map – it's a means of quickly realising what's just around the corner.

Public
Transport
Information
Telephone:
020
7222
1234
Receive a free
mini-map on
your mobile:
Text WC1 8YD
to 60835
Plan your
journey at:
tfl.gov.uk
Transport
for London
You are here
Public
Transport
Information
Telephone:
020
7222
1234
Local Service
information

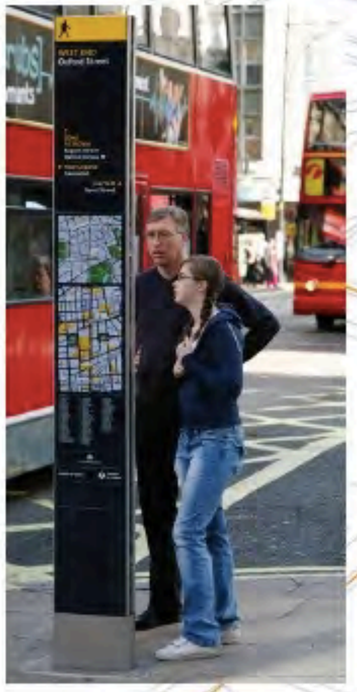
WEST END
Oxford Street
Bond Street
St Christopher
Bond Street
Marble Arch
MAYFAIR
Hanover
MARYLEBONE
Cavendish
WEST END
Oxford Street
FITZROVIA
SOHO
Regent Street
Oxford Circus
MARYLEBONE
Cavendish
MAYFAIR
Bond Street

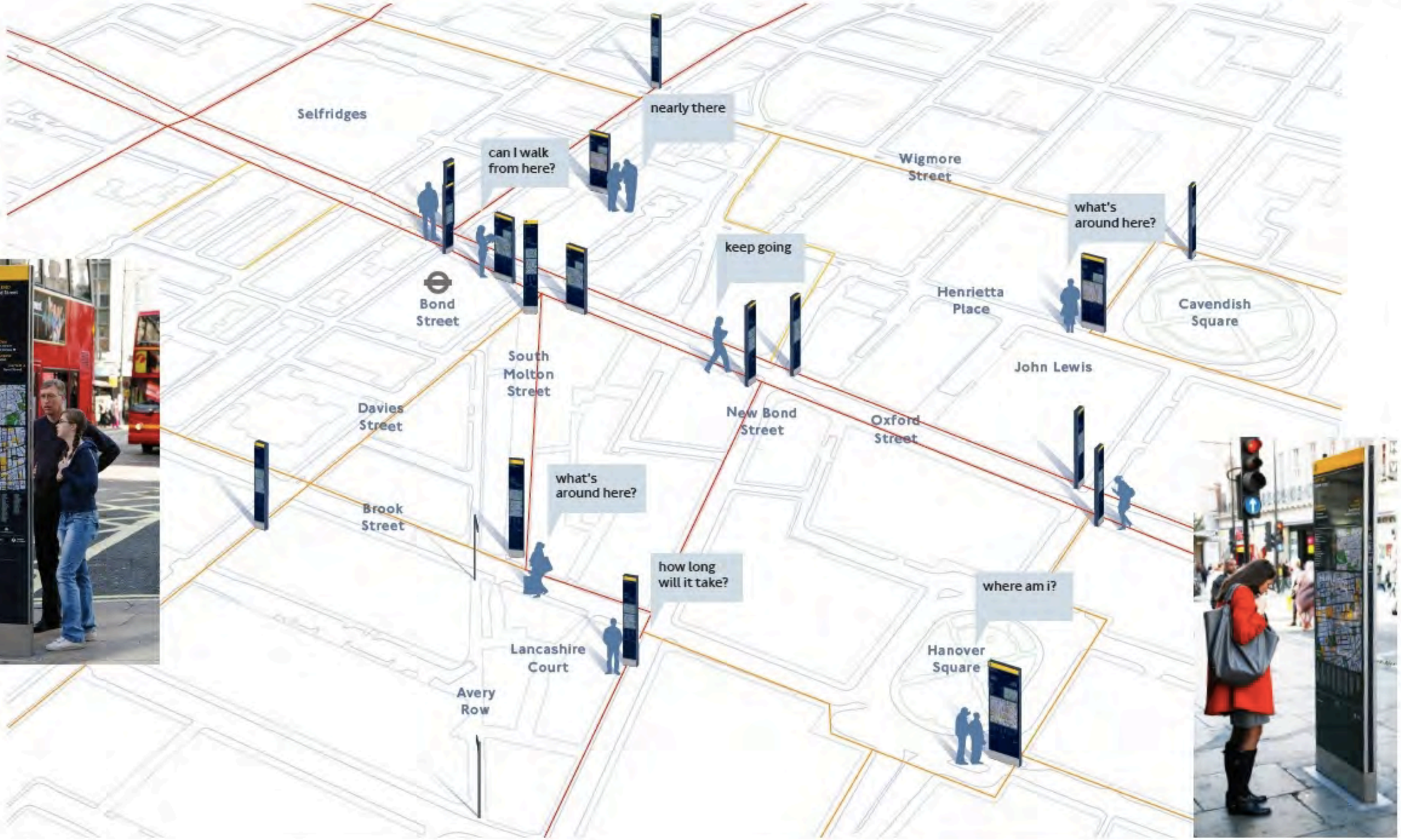
Planning strategy
Where they go and how they work together

A key to a successful system is to site information in effective and consistent locations. They need to connect and be predictable - ie where they are expected. How the system is delivered accross borough and landowner borders will be crucial.

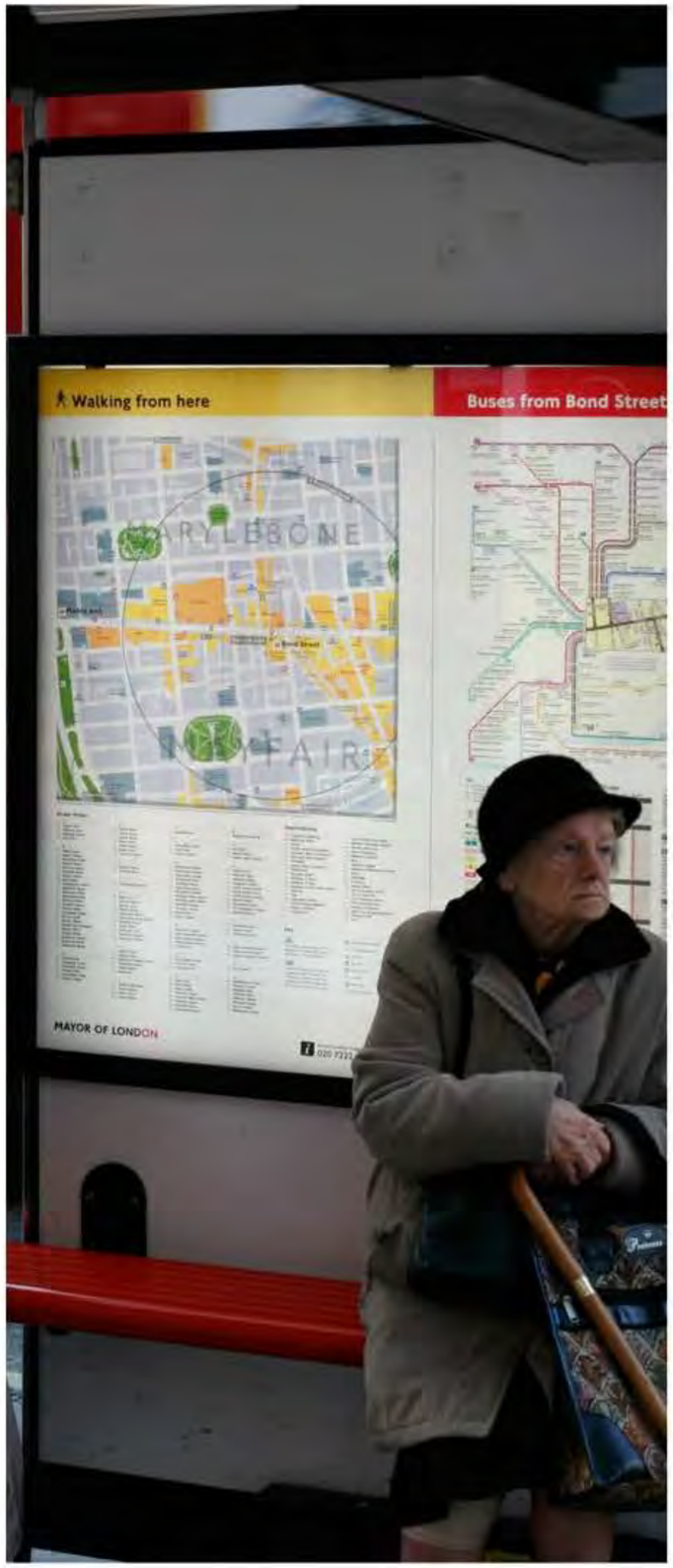
Human scale
The explanation on this page supports the principle of human scale.

For further detail, see 4.0 Design principles, IDS Version 1.1, March 2008.





Way out
Exit 2
Oxford Street
MARYLEBONE
Cavendish
St Christopher
Wallace Collection
Wigmore Hall
British Music Centre
Royal College of Nursing
Buses towards
Tottenham Court Road and Euston
Piccadilly Circus and Trafalgar Square
Stop
R Way out
Exit 2 MAYFAIR
Oxford Street
New Bond Street
West One
Shopping Centre
UK Runaways


Walking from here
Buses from Bond Street
MARYLEBONE
MAYFAIR
MAYOR OF LONDON

Results

1/3 decrease in people feeling lost
16% saving in journey times
2/3 increase in knowledge of names and offer
49% awareness of the system
62% said it encourages them to walk more

Euston

Warren Street

Oxford Circus

The City

Piccadilly Circus

Trafalgar Square

Strand

Somerset House

Cleveland Street

Goodge Street

University of London

Coram's Fields

Charlotte Street

Gower Street

Russell Square

Russell Square

Queen Square

FITZROVIA

Tottenham Court Road

Bedford Square

British Museum

BLOOMSBURY

Oxford Street

Tottenham Court Road

Bloomsbury Square

New Oxford Street

Southampton Row

Red Lion Square

Soho Square

St. Giles

High Holborn

Holborn

Shaftesbury Avenue

Neal Street

Old Compton Street

Cambridge Circus

Seven Dials

Kingsway

Lincoln's Inn Fields

Chinatown

Leicester Square

Long Acre

Covent Garden

COVENT GARDEN

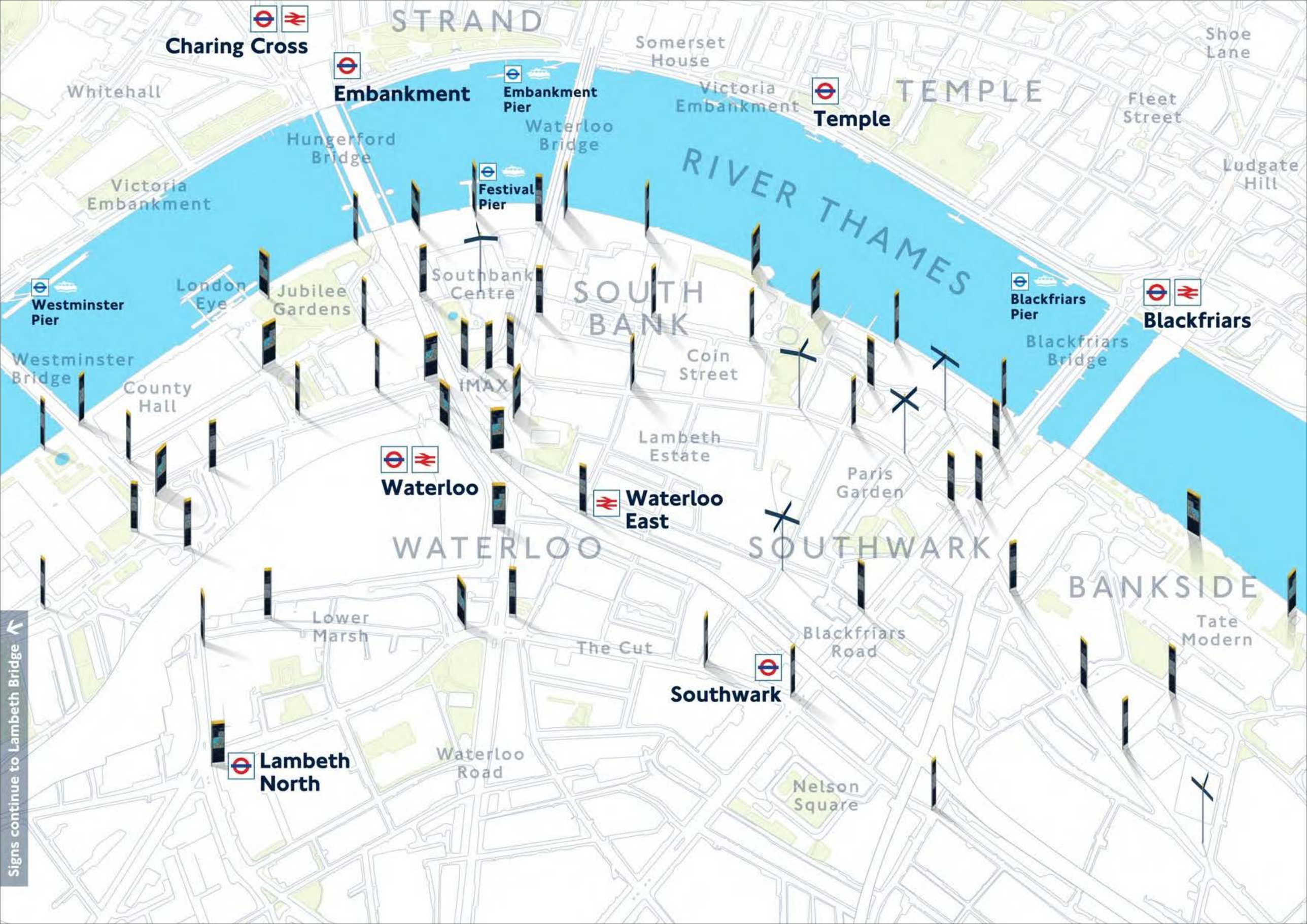
LSE

Aldwych

Charing Cross Road

St. Martin's Lane

Covent Garden Piazza


STRAND
Charing Cross
Whitehall
Embankment
Embankment Pier
Somerset House
Victoria Embankment
Temple
TEMPLE
Shoe Lane
Fleet Street
Ludgate Hill
Hungerford Bridge
Waterloo Bridge
Victoria Embankment
Festival Pier
RIVER THAMES
Westminster Pier
London Eye
Jubilee Gardens
Southbank Centre
SOUTH BANK
Blackfriars Pier
Blackfriars
Blackfriars Bridge
Westminster Bridge
County Hall
IMAX
Coin Street
Lambeth Estate
Paris Garden
Waterloo
Waterloo East
WATERLOO
SOUTHWARK
BANKSIDE
Lower Marsh
The Cut
Blackfriars Road
Tate Modern
Southwark
Lambeth North
Waterloo Road
Nelson Square
Signs continue to Lambeth Bridge

Sign elements – Map based signs

Walker

Directional information panel

TfL
Size 16mm (h)

National Rail
Size 15mm (h)

Arrow
Size 15mm (h)

Walking from here table

London Underground (monolith)
Size 10mm

London Underground (midilith)
Size 6.5mm

Docklands Light Railway (monolith)
Size 10mm

Docklands Light Railway (midilith)
Size 6.5mm

London Overground (monolith)
Size 10mm

London Overground (midilith)
Size 6.5mm

TfL Pier (monolith)
Size 10mm

TfL Pier (midilith)
Size 6.5mm

National Rail (monolith)
Size 10mm

National Rail (midilith)
Size 6.5mm

Key

London Underground
Size 10mm

Docklands Light Railway
Size 10mm

London Overground
Size 10mm

TfL Piers
Size 10mm

National Rail
Size 10mm

Stakeholder branding

TfL
Size 93.75mm (w)

Transport for London

Side panel

Walker
Size 30mm (h)

Telephone
Size 30mm (h)

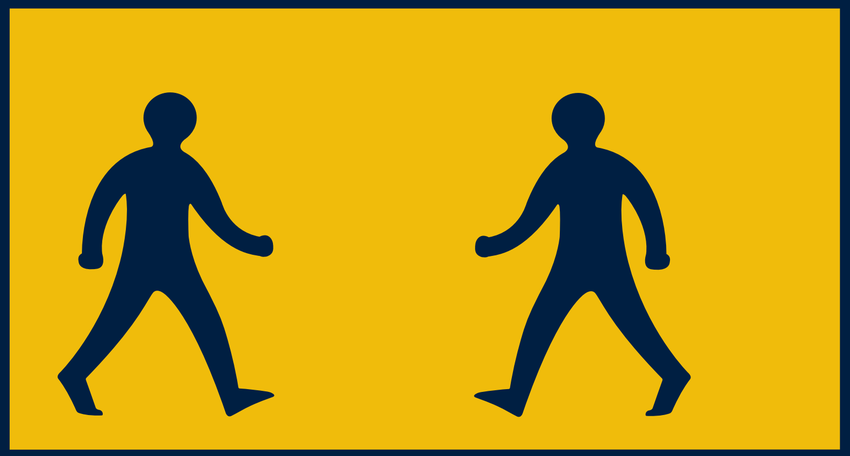
TfL
Size 7.5mm (h)

Transport for London

Sign elements – Directional signs

Finger posts and Headline Information Finger Posts

Walkers



Finger post arrow
Size 40mm (h)

TfL
Size 42mm (h)

National Rail
Size 40mm (h)

Headline finger post arrow
Size 40mm (h)

Map elements – Planner and Finder maps

Planner map

London Underground
Size 5.5mm

Docklands Light Railway
Size 5.5mm

London Overground
Size 5.5mm

TfL Pier
Size 5.5mm (h)

National Rail
Size 5.5mm

Bus station
Size 5.5mm

Finder map

Transport interchanges

London Underground
Size 10mm

Docklands Light Railway
Size 10mm

London Overground
Size 10mm

TfL piers
Size 10mm (h)

Non TfL Piers
Size 5mm (h)

Station
Size 10mm

Bus Station
Size 10mm

Parking

Car park
Size 6.5mm

Car park entrance
Size 4.3mm

Toilet facilities

Male/female toilets
Size 6.5mm

Disabled toilets
Size 6.5mm

Baby changing
Size 6.5mm

24 hour toilets
Size 6.5mm

24hr

Additional building icons

Building entrance point

Active frontage

Shops
Size 5mm

Gifts
Size 5mm

Fresh produce
Size 5mm

Clothes
Size 5mm

Shoes
Size 5mm

Cafés
Size 5mm

Restaurants
Size 5mm

Bars
Size 5mm

Lock up examples

You are here

Minilith (Central London)

You are here

You are here

Midilith and Monolith (Central London) and Minilith (Outer London) and Monolith (Outer London)

You are here

You are here

Off-map tabs

Neighbourhood name

Station name

Station name

North indicator

Minilith (Central London)

Leicester Square
Piccadilly Circus
SOHO
COVENT GARDEN
AIR FORCE

Leicester Square
Chinatown
Leicester Square
LONDON
WEST END

Royal Victoria
ExCeL London
Continuing your journey from Emirates Royal Docks
Transport for London
MAYOR OF LONDON

CANARY WHARF
Reuters Plaza
Jubilee Place
Heron Quays
One Canada Square
Cabot Place
Canary Wharf

AIR•LINE
Emirates
Greenwich
Peninsula
Information

CYCLE
SUPERHIGHWAY
CS2
City
FAST FOOD
HALAL

VIRGIN 3G
4:20 PM
Tottenham Court Road
2 min walk
Piccadilly
Liberty
Hamley's
FOUBERT'S PLACE
Cancel

CYCLE HIRE
Knightsbridge
Kensington Gore
KNIGHTSBRIDGE
Exhibition Road
SOUTH KENSINGTON
Museums
BARCLAYS
BARCLAYS
Cycle Hire only

Visa Customer Services & ATM

Pharmacy
Pharmacie

Information
Informations

Welcome to Orbit Circus

Get some food to go – from authentic Cornish pasties to adopted British dishes like curry – and relax in the 2012 Gardens while you admire the towering Orbit. At 115m, the Orbit is the tallest structure on the Olympic Park and Britain's tallest artwork.

If you're a pin badge fan, make sure you visit the Coca-Cola Official Pin Trading Centre.

You are here

Orbit Circus

Orbit

2012 Gardens

GREENWAY WALK

Explore the Olympic Park

The Olympic Park covers 2.5 square kilometres – roughly the size of 150 football pitches.

As well as world-class sport, it is hosting exciting events and attractions during the Games. From live music and mascot appearances, to official souvenir photography and interactive experiences presented by London 2012 Partners – there's something for everyone.

The Olympic Park is divided into four zones, each with its own unique atmosphere. Explore the map to find out more.

London 2012

Legible London

Parks

How?

Prepare the case
Communicate
Prototype
Create the system

Wembley
Wembley Stadium
Wembley Arena & Market
Wembley Park Station
Wembley Central Station
Wembley High Road
BAND SUN TAN STUDIO
ORBIT

Kia ora