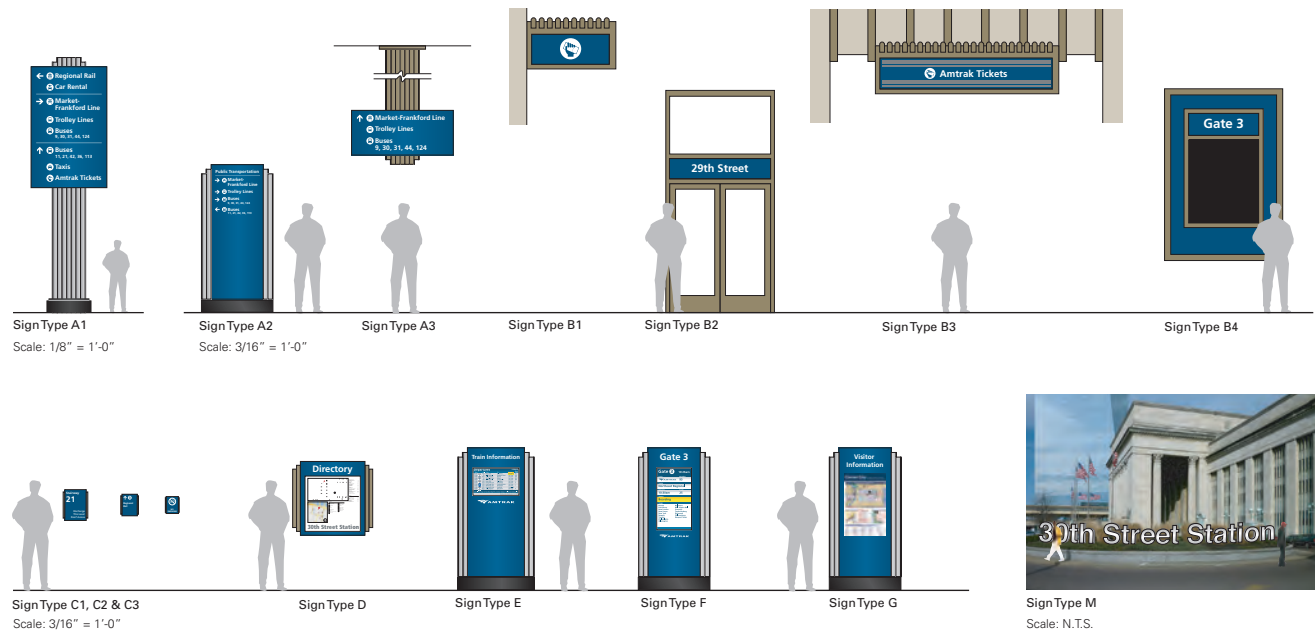
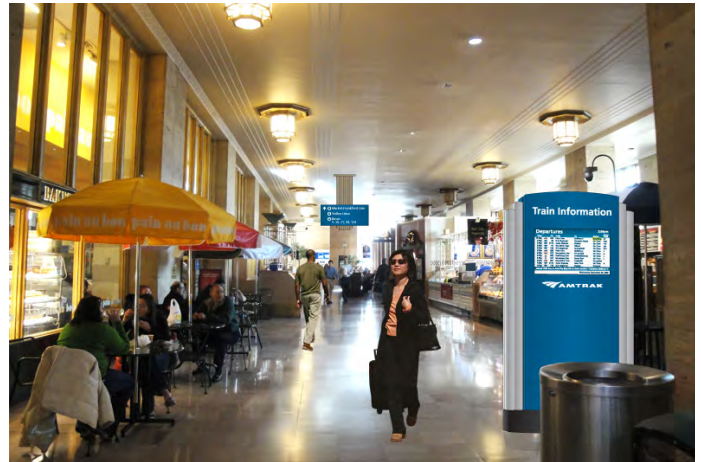
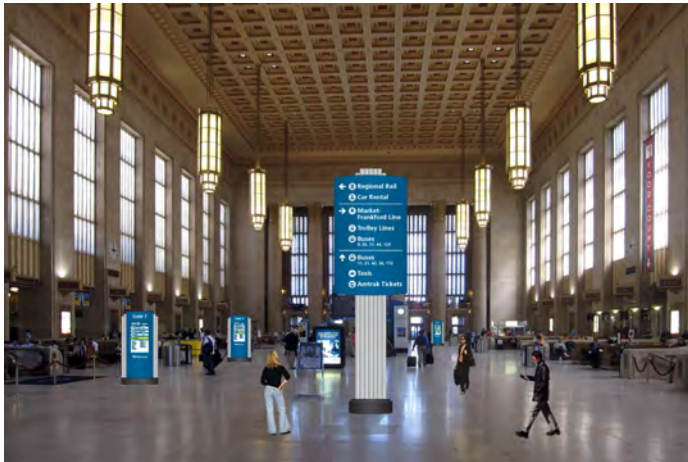


30TH STREET STATION SIGNAGE MASTER PLAN

PHILADELPHIA, PA



Following the adoption of the C&VE's Signage Master Plan for 30th Street Station, Philadelphia, C&VE designed a new station-wide system signs and graphics. The sign forms take their cue from the historical architecture of the landmark building. The typeface and colors are adopted from Amtrak standards. The symbols and icons are per SEPTA standards for their various rail services, i.e., subway, trolley, regional rail.

The system is comprised of free-standing directional pylons, dynamic gate identification kiosks, passenger information displays (PIDS), map kiosks, overhead wayfinding signs, and a series of wall plaques. In addition to the installation of new signs, the program includes the removal of hundreds of existing signs.

The illustrations on this page are from the Design Development documents prepared by C&VE.

