

 adelink  salink

# Rebranding of Adelaide Metro

Unofficial proposal by Hikari Ginza



# Introduction

The current branding identity of Adelaide's public transport network has been used since 2000, coinciding with the phase-out of the TransAdelaide branding.

Adelaide Metro at its current form is seen as a tired and worn-out branding, making people connotate it with bad, infrequent services.

As major projects are being realised across the system to improve services, and with the potential introduction of regional rail, it is justified that a new branding is required, uplifting the image of Adelaide's public transport system.

Details mentioned in this proposal are all of my personal opinion and are NOT refined. None of this is intended for official use.



# Logo guidelines

## Adelink logo



Font used: Fira Sans Light

Brand description: Adelink provides public transport services in Adelaide. It is an intermodal system consisting a fleet of buses, trains and trams throughout the metropolitan area.

## Salink logo



Font used: Fira Sans Light

Brand description: Salink is an umbrella brand for all regional coach and bus services, consisting the current LinkSA and other operators such as local councils. The potential introduction of regional rail will also be branded as Salink.

# Typography guidelines

## Apercu – Corporate font

Apercu is the corporate font that ought to be used in all communications including notices and digital announcements. Apercu is to be used in sentence cased only.

Apercu Bold – Suitable for print headlines, brochure titles and signage.

Apercu Medium – Suitable for sub-headings to body copy.

Apercu Book and Apercu Light – Suitable for body copies.

The italic equivalents for the weights listed above should only be used to highlight or differentiate small areas of text, and should not be used for continuous passages for legibility reasons.

## Samples

### Apercu Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

### Apercu Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

### Apercu Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

### Apercu Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz



# Transit modes

Different transit modes will be differentiated by different colours, which is the current practise in Sydney and Melbourne. Buses, trains and trams will be designated with yellow, red and blue respectively. This arrangement will be introduced to signage and vehicle liveries progressively.

## Bus



**#FFD203**

Left: can be used in backgrounds of all colours

Right (alternative): should be used in light backgrounds

## Train



**#E4051E**

Can be used in backgrounds of all colours

## Tram



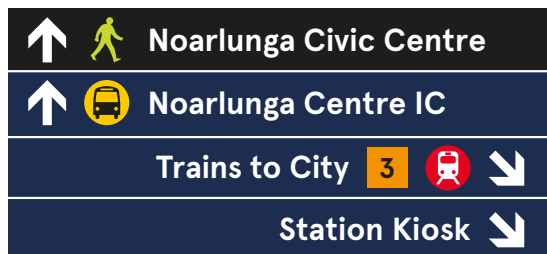
**#1C2D4F**

Left: should be used in light backgrounds

Right (alternative): should be used in dark backgrounds

# Signage guidelines

## Overhead signage



## Station signage



## Digital information

Adelaide Railway Station		16:31
Destination	Platform	Time
Flinders all stops	2	now
Osborne express	8	3 mins - 16:34
Seaford Limited express	1	6 mins - 16:37
Gawler Central express	6	7 mins - 16:38
Seaford express	1	10 mins - 16:41
Outer Harbor all stops	9	11 mins - 16:42

Platform 1 - Seaford		16:31
Seaford <b>Limited express</b>		6 mins - 16:37
----	Hallett Cove	Seaford
Oaklands	Hallett Cove Beach	
----	----	
Brighton	Noarlunga Centre	
----	Seaford Meadows	
Seaford express		10 mins - 16:41
Seaford omit Mile End only		16 mins - 16:45

Platform 1 - Seaford		16:31
Cars 1-3	Far train:	
	6 mins - 16:37 Seaford <b>Limited express</b>	
Cars 4-6	Near train:	
	10 mins - 16:41 Seaford <b>express</b>	

Next train	
to Seaford	6 min
<b>Limited express</b>	
<hr/>	
Seaford express	10 mins - 16:41
<hr/>	
Seaford omit Mile End only	16 mins - 16:45
<hr/>	
Seaford express	17 mins - 16:46

# Integration with wayfinding signage

The current wayfinding and cycling signage by the Adelaide City Council will be slightly modified to integrate with new Adeline signage. Local councils should follow the guidelines when developing wayfinding systems for their district. The new unified wayfinding signage could potentially be used in tourist districts such as: Glenelg, Port Adelaide, Norwood, Unley, Hahndorf.

Currie Street /  
Topham Mall  
Allianz Centre

↑

Hindley Street

2 min

→

Adelaide Casino

4 min

→

Adelaide Oval

10 min

↗

Peel St

1 min

↖

Sofitel Adelaide

2 min

→

TAFE Campus

3 min

→

Westpac House

2 min

→

King William Street

3 min

Insert map  
here

Legend

Pedestrian

Bicycle

Tram

Bus

Train

Information

Railway Station

Bus stop (with stop number)

Police Station

Information Centre

Walk  
Adelaide

Stop **U1**  
Grenfell Street  
Stop code: 13344

O-Bahn

J1

Glenelg via Airport

Harbour Town, Military Rd, Adelphi Tce

J2

Harbour Town via Airport

Burbridge Rd, Military Rd, West Beach Rd

G40

Flinders University

Limited stops, Goodwood Rd

M44

Marion Centre

Anzac Hwy, Marion Rd, Finniss St

West

163

West Beach

Sir Donald Bradman Dr, Burbridge Rd, Military Rd

J1X

Airport

Limited stops, Sir Donald Bradman Dr

Departures

07:54

G40

Flinders University

8 min

M44

Marion

9 min

J1

Glenelg

9 min

J1X

Airport

13 min

M44

Marion

24 min

G40

Flinders University

24 min

J1A

Airport

29 min

M44

Marion

39 min

G40

Flinders University

39 min

J1

Glenelg

47 min

J1X

Airport

50 min

SAFETY STARTS  
WITH YOU

Disruptions

Tonsley Station closing  
indefinitely after June 28.  
Please use Clovelly Park  
Station.

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Zone **B**  
Flinders Medical Centre  
Stop code: 15053

Suburban

101

Arndale Centre

Marion Rd, Holbrooks Rd, Woodville Rd

300

Suburban Circle

Via Marion Ctr, Glenelg, Harbour Town, Henley Beach

320

Aberfoyle Hub

Flagstaff Rd, Black Rd, Sunnymede Dr

600

601

Marion Centre

Sturt Rd

721R

Old Reynella

Main South Rd, Old South Rd

Inner South

200

Marion Centre

Miller St, Diagonal Rd

G10

Marion Centre

Sturt Rd

Outer South

719

Flinders University

University Dr

720H

Old Reynella

Marion Ctr, Brighton Rd, Ocean Blvd, Hallett Cove Int

721

Noarlunga Centre

Main South Rd, Old Reynella, Beach Rd

722

Noarlunga Centre

Main South Rd, Old Reynella, States Rd, Elizabeth Rd

723F

Colonnades Int

Main South Rd, Woodcroft Com Ctr, Noarlunga Ctr

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