

 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 case 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

↑		Noarlunga Civic Centre
↑		Noarlunga Centre IC
		Trains to City 3
		Station Kiosk

↑	Way Out	Elder Smith Dr
↑		2 Trains to City
↑		Bus interchange

←	Way Out		→
P	Hazel St		Railway Tce

Station signage

Noarlunga Centre

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
Cars 1-3	Far train:	6 mins - 16:37 Seaford Limited express
	Near train:	10 mins - 16:41 Seaford express
Cars 4-6		

Platform 1 - Seaford		16:31
Seaford Limited express		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

Next train	
to Seaford	6 min
Limited express	

Seaford express	10 mins - 16:41

Seaford omit Mile End only	16 mins - 16:45

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 Adelink 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

<p>↑ Hindley Street</p> <p>Adelaide Casino</p> <p>Adelaide Oval</p> <p>↗ Peel St</p> <p>↖ Softel Adelaide</p> <p>TAFE Campus</p> <p>→ Westpac House</p> <p>King William Street</p>	<p> 2 min</p> <p>4 min</p> <p>10 min</p> <p>1 min</p> <p>2 min</p> <p>3 min</p> <p>2 min</p> <p>3 min</p>
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Insert map here

Legend

Public Space	Railway Station
Accessible Toilet	Bus stop (with stop number)
Taxi Rank	Police Station
Train Stop	Information Centre

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, Finnis 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 STOPS WITH YOU

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

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