



J-Walk

THE JURONG LAKE DISTRICT 2nd STOREY PEDESTRIAN NETWORK
WAYFINDING SIGNAGE GUIDELINES

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WAYFINDING SIGNAGE GUIDELINES ACROSS THE JURONG LAKE DISTRICT 2nd STOREY PEDESTRIAN NETWORK

1. Introduction

The Jurong Lake District

Centrally located in the western part of Singapore and occupying a total area of 360ha, Jurong Lake District will be the largest commercial centre outside the city centre. The District is intended to cater to the diverse needs of businesses and to create job opportunities closer to where people live. Set amidst lush greenery and a huge water body, Jurong Lake District will be developed into a sustainable development area. It will have two unique and complementary precincts: Jurong Gateway and Lakeside.

The 70 ha Jurong Gateway precinct will offer an excellent mix of office, retail and other complementary uses. When developed in 10 to 15 years' time, Jurong Gateway is expected to provide about 500,000 sqm of office space and 250,000 sqm for retail, F&B and entertainment uses. At least 1,000 new homes will be developed near Jurong East MRT station, providing more opportunities for people to live and work in the same area. In addition, a hotel cluster has also been planned at the fringe of Jurong Gateway (adjacent to Jurong Country Club) to serve business travelers and visitors to the District.

Lakeside will be developed into a vibrant leisure destination for local residents and tourists. It will have 220ha of land around Jurong Lake for development and 70ha of water body for holding water-based recreation activities and events. When developed in 10 to 15 years' time, residents and visitors can look forward to exciting family-friendly attractions, more greenery, an extensive network of cycling paths, improved promenades around Jurong Lake and a new Destination Park.

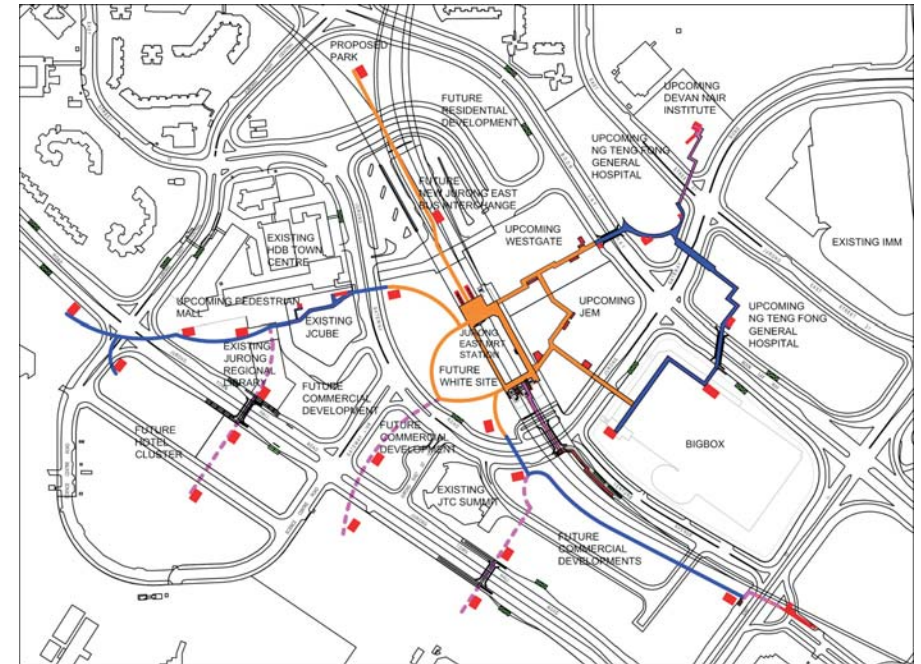
Jurong Gateway and Lakeside will be seamlessly integrated. Pedestrians can walk conveniently in all-weather comfort from Jurong East MRT station to most developments and public facilities in Jurong Gateway and Lakeside through an extensive network of landscaped malls and elevated pedestrian walkways.

The Elevated Pedestrian Network - 'J-Walk'

J-Walk, the elevated pedestrian network in Jurong Lake District is planned to provide seamless and all-weather pedestrian connectivity between Jurong East MRT station and the developments in the precinct. A comprehensive network of key connections is identified, consisting of elevated public walkways that pass through developments and connect them to one another. The schematic plan of J-Walk is shown in Appendix 2.

Upon completion, J-Walk will connect the Jurong East MRT Station to several key developments in Jurong Gateway and Lakeside. This include public institutions (Ng Teng Fong General Hospital, Devan Nair Institute), retail and commercial centres (IMM, J-Cube, JEM, Westgate), landmark sites (Jurong Town Hall, Science Centre), hotel and residential sites. J-Walk will add more route choices for pedestrians and also enable a more pleasant and comfortable walking experience through the district.

The Jurong Lake District and J-Walk Masterplan



2. Introduction To Signage

Wayfinding

When fully developed, the J-Walk will be a complex network of pedestrian connectivities. It is important that wayfinding signage within every building and linkway assist users to navigate the network with confidence. It also has an impact on how visitors perceive each building, i.e. they will feel more comfortable in a building that has comprehensive signage to guide them around J-Walk. Planning an effective signage system can help ensure that your visitors will not leave your building with a negative image.

The developer and building management shall provide and maintain a comprehensive wayfinding signage system fit for the above purpose. These guidelines will form a basis to expand the signage into a complete system.

Wayfinding information shall facilitate navigation of the following:

- From building to building;
- To major public facilities e.g. hospital, libraries, community centre, etc.;
- To public transit facilities, i.e. MRT station, Bus Interchange;
- Way out of the network.

Signage Application

The signage system for the 'Jurong Lake District 2nd Storey Pedestrian Network' shall be designed to meet the following criteria:

- Best practice in all aspects of signage design & application;
- Comprehensive information throughout all buildings and connectivities;
- Message legibility in terms of suitable typeface, lettering-height, other graphic design elements such as colour and contrast; comprehensible graphics;
- Best practice placement protocol for each sign type ensuring convenience and visibility to pedestrians;
- Protection zone around signage to avoid the potential loss in visibility and prominence due to visual clutter around the immediate environment.
- All signs must be brightly illuminated by way of internal back-lighting or ambient lighting.

Signage Categories

There are 5 categories of signage:

- Identification signs
- Directional signs
- Information signs:
 - Layout plans & directory listings
 - Guide Map of the J-Walk



Identification Sign



Directional Sign



Information Sign



J-Walk Guide Map

Sign Categories

3. J-Walk Branding

Jurong Lake District 2nd Storey Pedestrian Network - 'J-Walk'

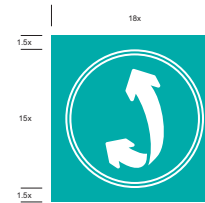
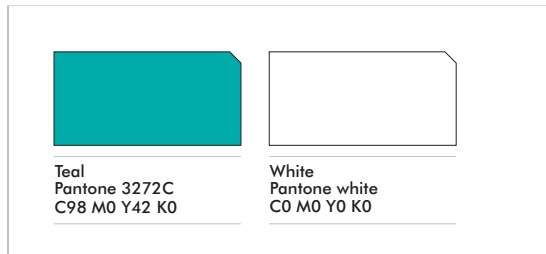
This is the basic form of the J-Walk branding. The proportions, colours and the exact letter-form, size and spacing of the lettering in the symbol shall not be changed. The symbol in its entirety shall only be reproduced from the master copy as set out in these design guidelines.

The Design

The 'J' symbol with two arrows symbolises the connectivity between the buildings and facilities only within the Jurong Lake District area which is represented by the two circular lines. Sans-serif typeface is used for 'J-Walk' so as to avoid the decorative, eliminating non-essential elements to portray the appearance of efficiency and forwardness; defining the purpose of Jurong Lake District 2nd storey Pedestrian Network which brings convenience for pedestrians to move around from each buildings/facility.

Colour

The colour use for the logo is teal (greenish blue) and white.



3.1 J-Walk Logo Usage

The 'J-Walk' symbol is a unique trademark that shall not be misused for any other purpose. The symbol must only be reproduced from the master artwork. It must never be redrawn, reset, scanned or used in any other fashion than those specified within these design guidelines.

Ideal Application

The coloured J-Walk logo is the preferred logo to use. Ideally, the logo shall be placed on a teal square background-^① or with a teal logo on white background-^②.

① White on Teal Background



② Teal on White Background



Approved Alternate Application

In order to allow for more flexibility when a coloured background cannot be used, alternate examples of approved monochrome usage of logo-^②, ^③ are shown on below.

② Black on White Background



③ White on Black Background



Approved Alternate Application

Where the logo is used against other background colours, a high colour contrast must be achieved for good legibility. As an additional reference, please refer to the clause on "Colour Contrast" in the Code on Barrier-Free Accessibility in Buildings

③ Logo in Black against a mid-tone background



④ Logo in White against a dark background



⑤ Logo in the original Teal against a very light background



3.2 Lettering

Futura

All lettering within the sign system shall be carried out using Futura Medium.

Lettering is in upper case and lower case, with an initial capital letter at the start of logo messages and for logo captions.

Futura Medium BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

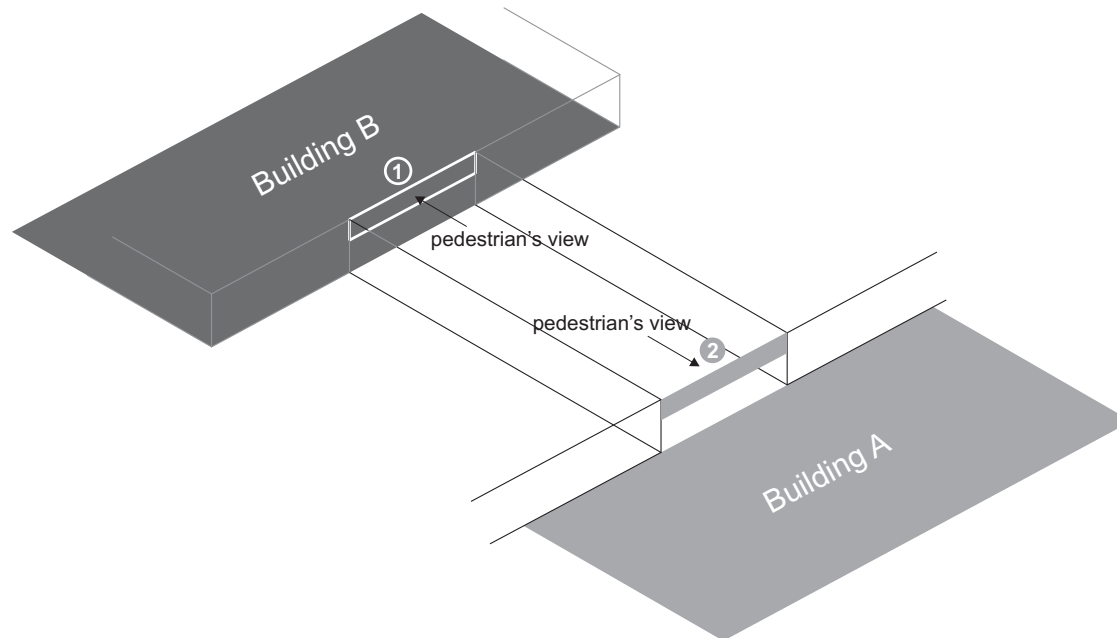
abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%&*.,:;'()/-

4. Identity Sign

Identifying Buildings/Facilities

- Within J-Walk, at every entrance into a building, a prominent identity sign of that building shall be placed. In absence of any other indications, the lettering should be positioned in the centre of the fascia.

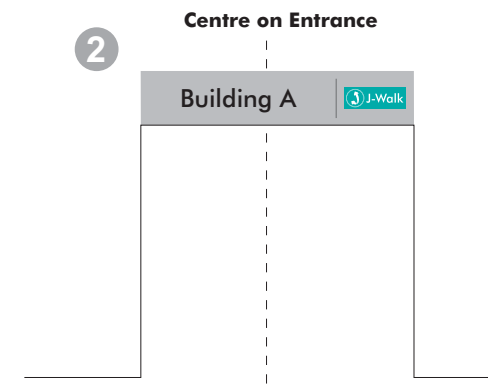
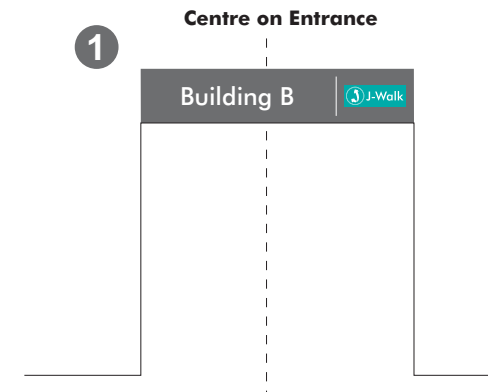


Placement of sign

The illustration demonstrates a typical arrangement for an Identity sign at an entrance of each facility type.

- ① Identity Sign to Building B ② Identity Sign to Building A

To have an identity sign at the entrance (adjoining linkway) bearing the signature/name of the building and to incorporate J-Walk Logo; to help pedestrians confirm their destination and reference point for their journey along the J-Walk network.

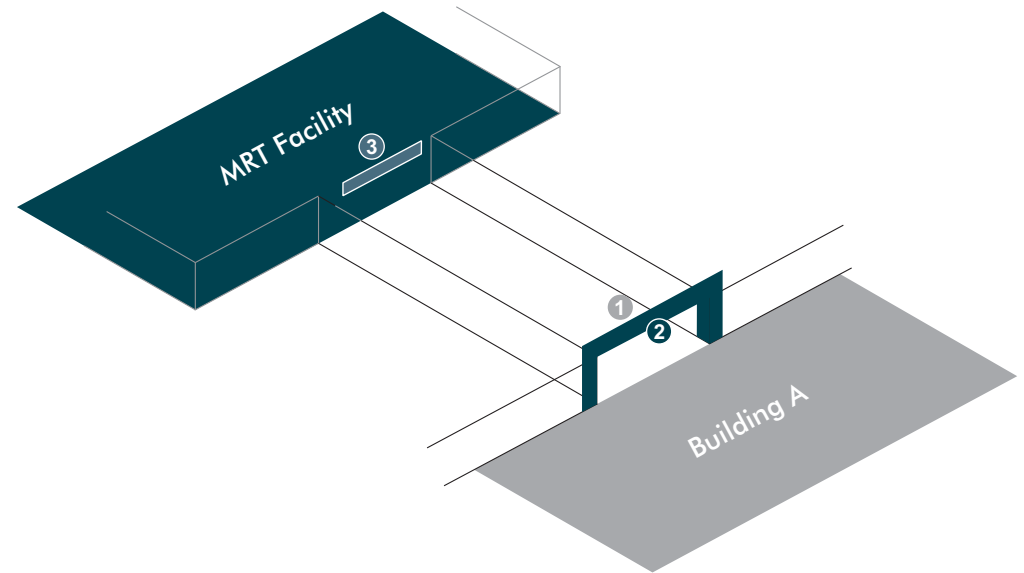


4.1 Identity Sign for public transport facilities

Building linked to MRT station
Identifying the public transport facilities

The MRT station and Bus Interchange are important facilities heavily used by the public. Identification of the public transport facilities is important. Buildings that are directly linked to the MRT station shall clearly mark the connection to the public transport facility- ②. On reverse, the sign-① facing the MRT station shall label the adjoining Building A and also to incorporate the J-Walk Logo.

Before the completion of the development, Land Transport Authority and the train operator shall be contacted for coordination of signage provisions and updates on the MRT side of the link-bridge.- ③

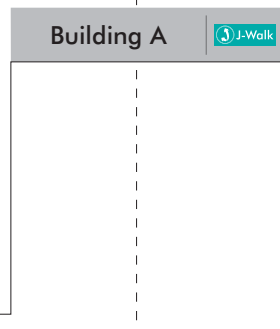


③



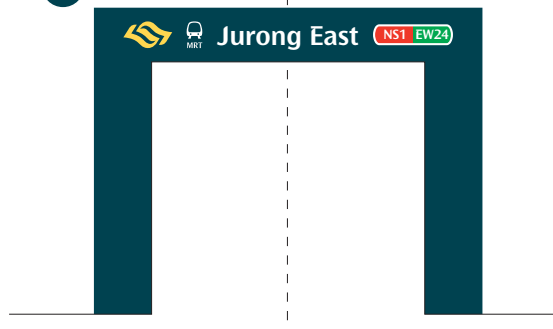
①

Centre on Entrance



②

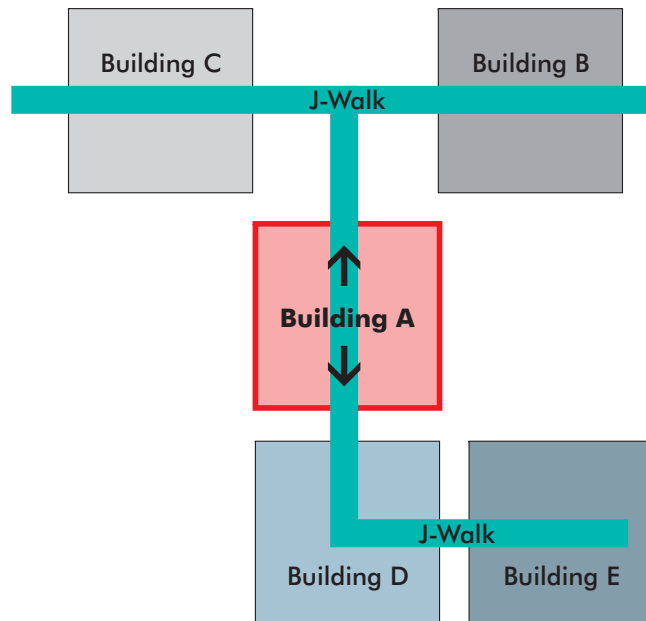
Centre on Entrance



5. Directional Sign

Directional signs provide directions to facilities and buildings linked to J-Walk

- Overhead, wall-mounted and floor-mounted signage should be used to provide directional information suitable for the circulation sequence.
- Directional messages for J-Walk may be integrated with the building's directional signage system
- The directional signage must include the following:
 - The next 2 buildings ahead
 - Vertical circulation for pedestrians who disembark from J-Walk, e.g. lifts, escalator and staircases
 - Graphically, the identity mark of J-Walk shall be incorporated into the direction signage.

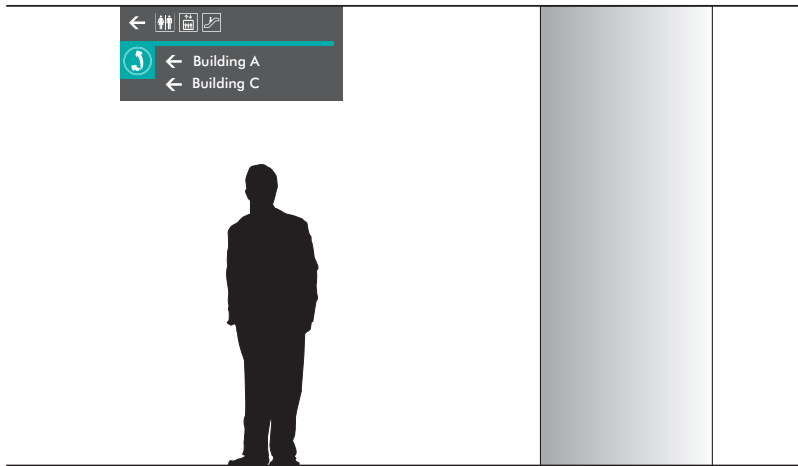


Building A shall sign the next 2 buildings along J-Walk, i.e. buildings B & C in one direction, and buildings D & E in the other direction.

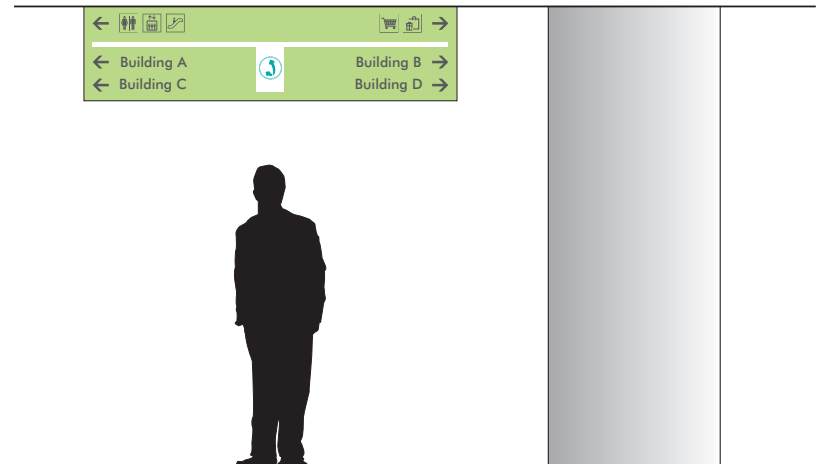
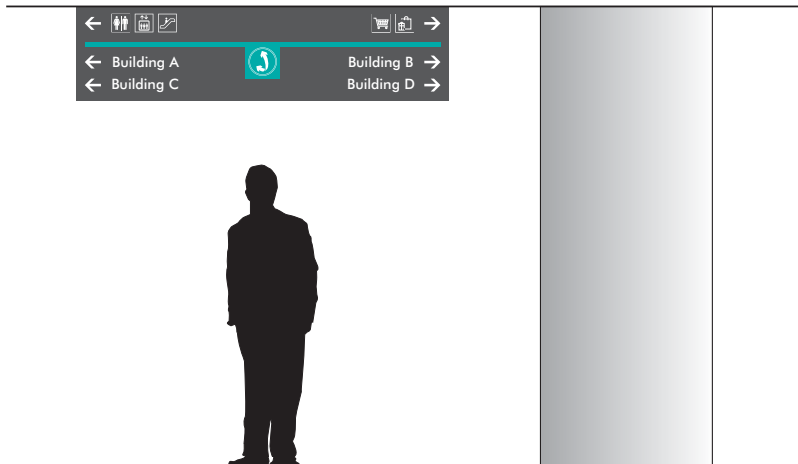
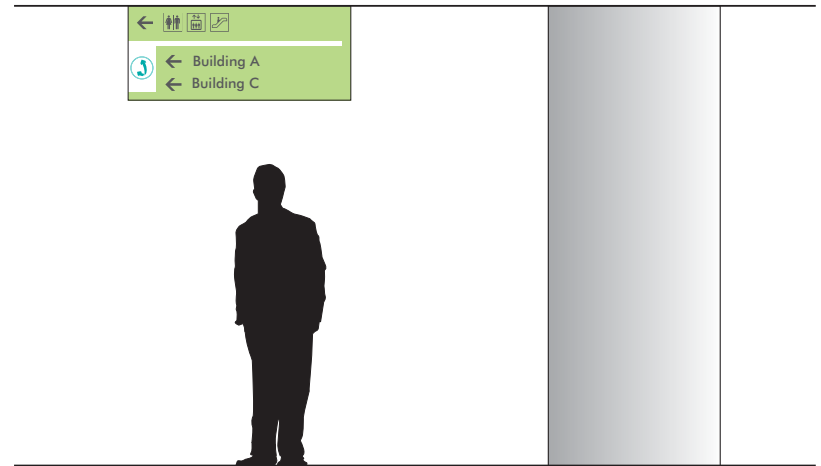
5.1 Branding on Directional Signs

Below are the few examples of how the branding can be used on directional signs.

Logo on coloured background directional sign

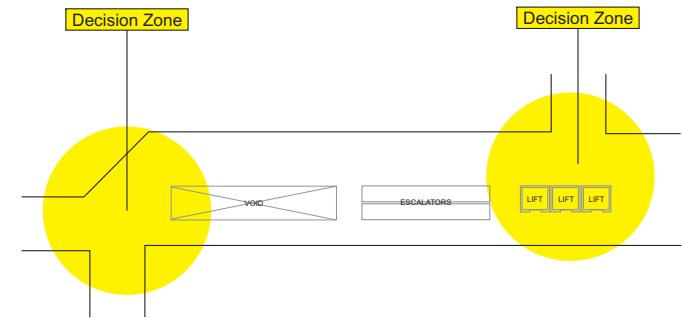
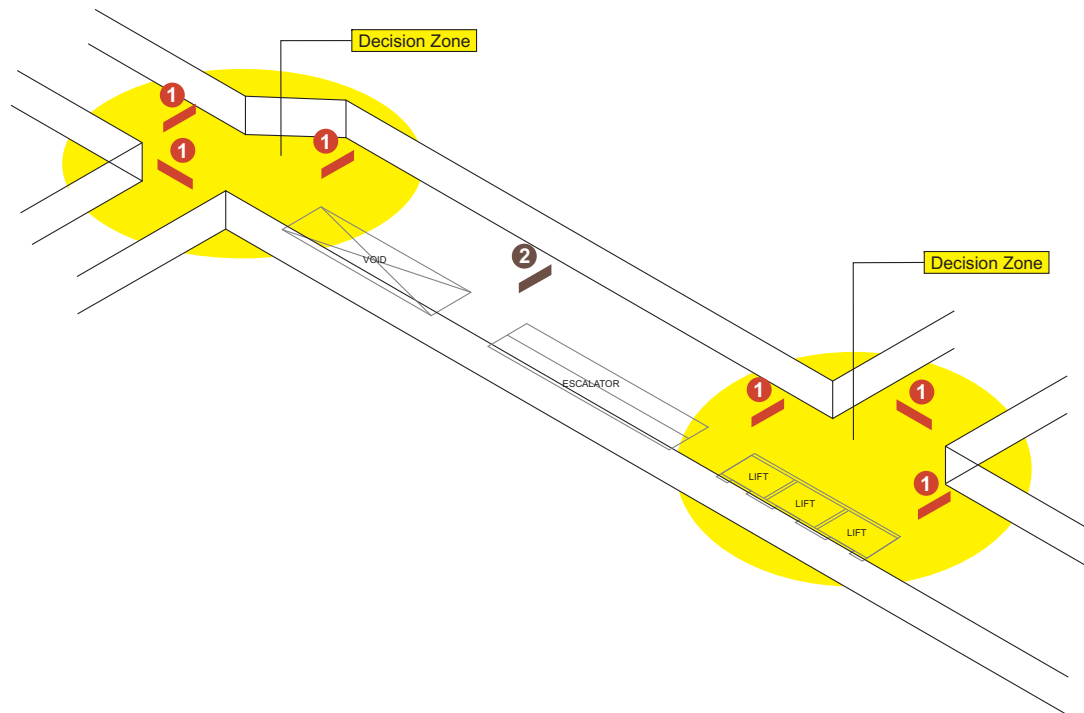


Logo on coloured background directional sign



5.2 Directional Sign Placement

- Directional signs shall be provided at every junction where pedestrians have to make wayfinding-decisions.
- Along long passageways (in-between junctions), additional directional signs shall be provided to provide a sense of assurance
- Sequential directional signs must continue at/around spaces that have no clear junctions/passageways.



① Sign at Decision Zone

To have directional signs at decision points especially at junctions, escalators, staircases, lifts, etc.

② Sign for Reassurance

To have a repetitive directional sign where there is a long passageway to provide reassurance to pedestrians.

6. Information Sign

This refers to building's information directories that show the following:

- Layout plan of the floor
- Directory listings of the amenities and commercial areas
- Vertical circulation, such as staircases, escalators and lifts

These are typically located at strategic parts of the building for the patrons' ease of navigation.

Useful information to pedestrians and the building's patrons must be clearly indicated on these signs: how to get to the J-Walk level, how to navigate through the J-Walk level, how to move from the 2nd storey (J-Walk) the building to street level.

The building's information signs at the J-Walk level:

- The J-Walk must be clearly shown
- The names of adjoining buildings must be indicated at the linkages

For the building's information signs at other levels, access to J-Walk must be indicated i.e. the level.



6.1 J-Walk Guide Map

J-Walk Guide Map

- This is a specific information sign for the J-Walk.
- It complements all the other signs by the building developer/management.
- The map helps pedestrians plan their route and also to check on their current location in relation to their destination.

Maintenance

- It shall be the responsibility of the building management to maintain the sign.
- Maintenance and upkeep: Cleaned, secured, illuminated, any damage to be rectified as soon as possible, protected from visual clutter around the sign.

Artwork & Updating

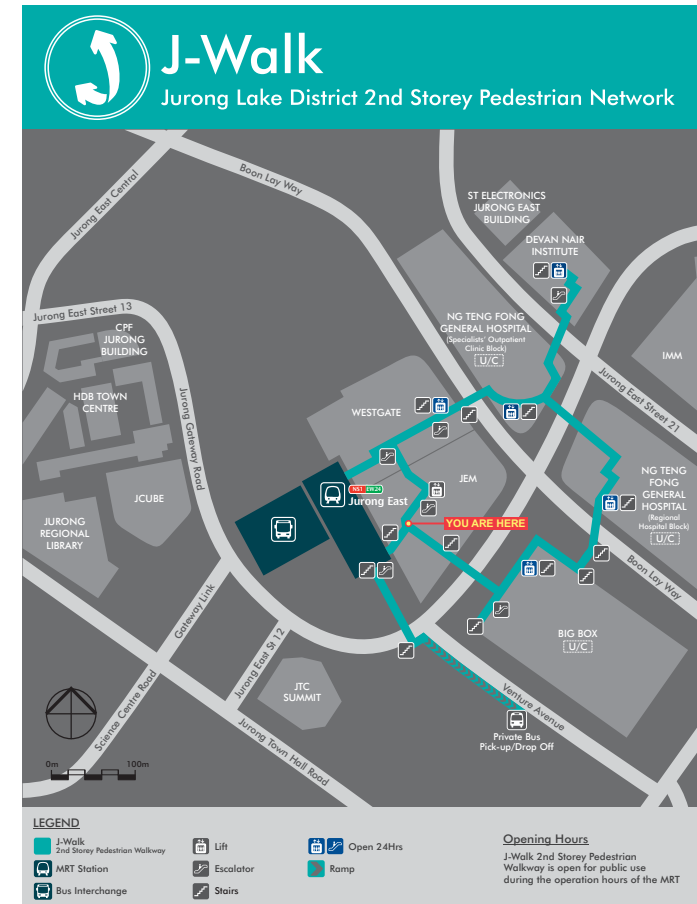
- It shall be the responsibility of the developer/building management to input their development onto the master artwork issued by the authority.
- The sign (map) shall be updated by the building management when directed by the authority. Updates are expected when new developments linked to the J-Walk are completed.
- Map editing shall be based on the master template in vector graphics format (Adobe Illustrator or Coreldraw).
- The updated copy shall be submitted to the authority in editable softcopy which will be used as a master template for future updates.

The Sign-box

The guide map shall be printed on a poster and mounted into a framed sign box/panel.

Operating Hours

The opening hours of J-Walk shall match that of the MRT station.
The information shall be obtained from the train operator.



6.2 Specifications

The sign-box

- Metal-framed sign-box (stainless steel or powder-coated aluminium) with a front openable panel with clear tempered glass.
- From the front of the signbox, the view area of the tempered glass shall be 600mm by 800mm. This shall coincide with the view size (or graphics area) of the poster.
- The internal surface shall be rigid, flat and smooth to receive the poster.
- Internally, stainless steel clips shall be installed for securing the poster. These clips shall be out of sight from the view area. Securing the poster with stickers and tape is not advised.
- Ensure that the design, construction and dimensioning of the sign-box provides a snug fit for the poster. When mounted, the poster shall be completely flat and secured; it shall not slide out of position, it shall not be warped, folded or crumpled.
- The signbox shall be insect-infestation-proof.
- The installation of the sign-box can be floor-mounted or wall-mounted. They shall be placed at locations that are completely sheltered.
- Refer to separate page for mounting height.

Illumination

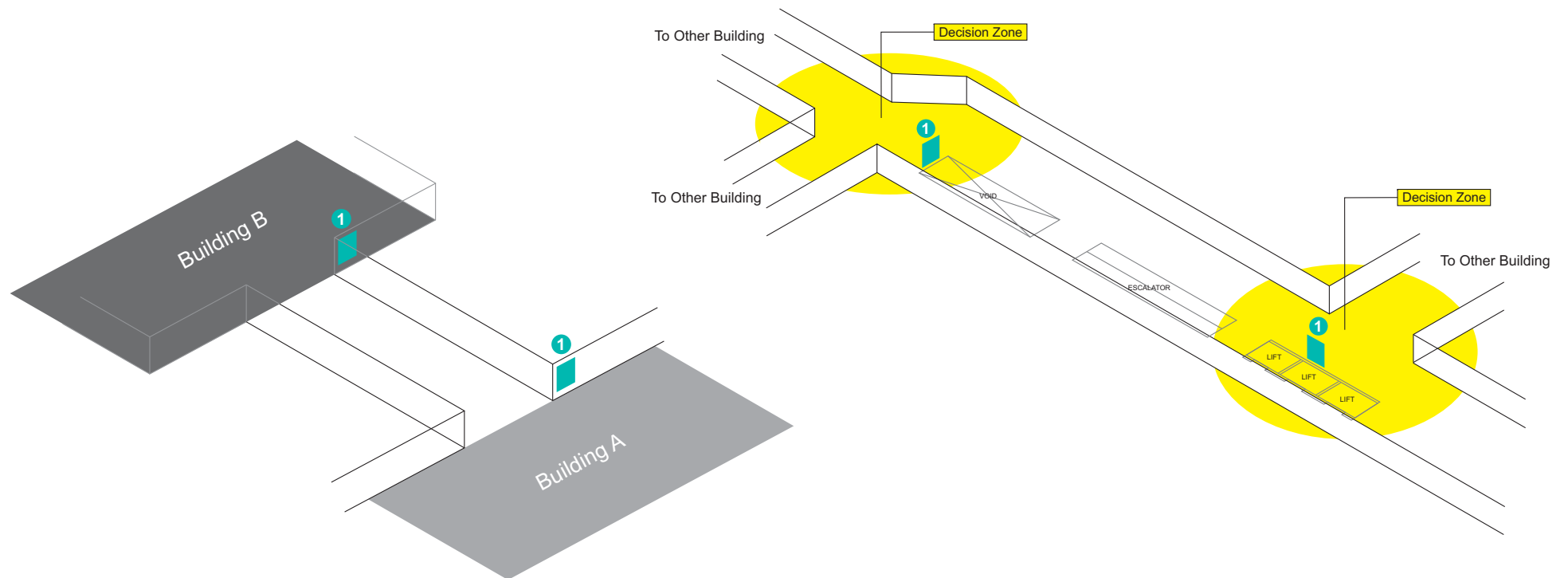
- The sign can be internally illuminated (backlit) or externally illuminated.
- If dependent on ambient lighting, the lighting shall be 200-400lux falling on the face of the sign; even distribution of lighting; no dark shadows or pocket/s of hot-spots.
- If internally backlit, the lighting shall be 400-500 candela/square metre (this reference is based on a blank white media).

The poster-print

- If externally illuminated: High-resolution digitally-printed graphics on an opaque vinyl sticker with compatible matt overlaminate; against a backing of 0.25mm thick transparent polycarbonate. All components of the poster-print shall be UV-resistant.
- If internally illuminated (backlit): High-resolution digitally-printed graphics on a backlit media (translucent polyester or vinyl) with compatible matt overlaminate; against a backing of 0.25mm thick transparent polycarbonate. All components of the poster-print shall be UV-resistant.
- The view size of the poster shall be 600mm by 800mm. The overall material size may be larger depending on the design/construction of the interior of the sign-box.
- The view area (the graphics area) of the poster shall be clear of encumbrances, such as fixing components.



6.3 Information Sign Placement

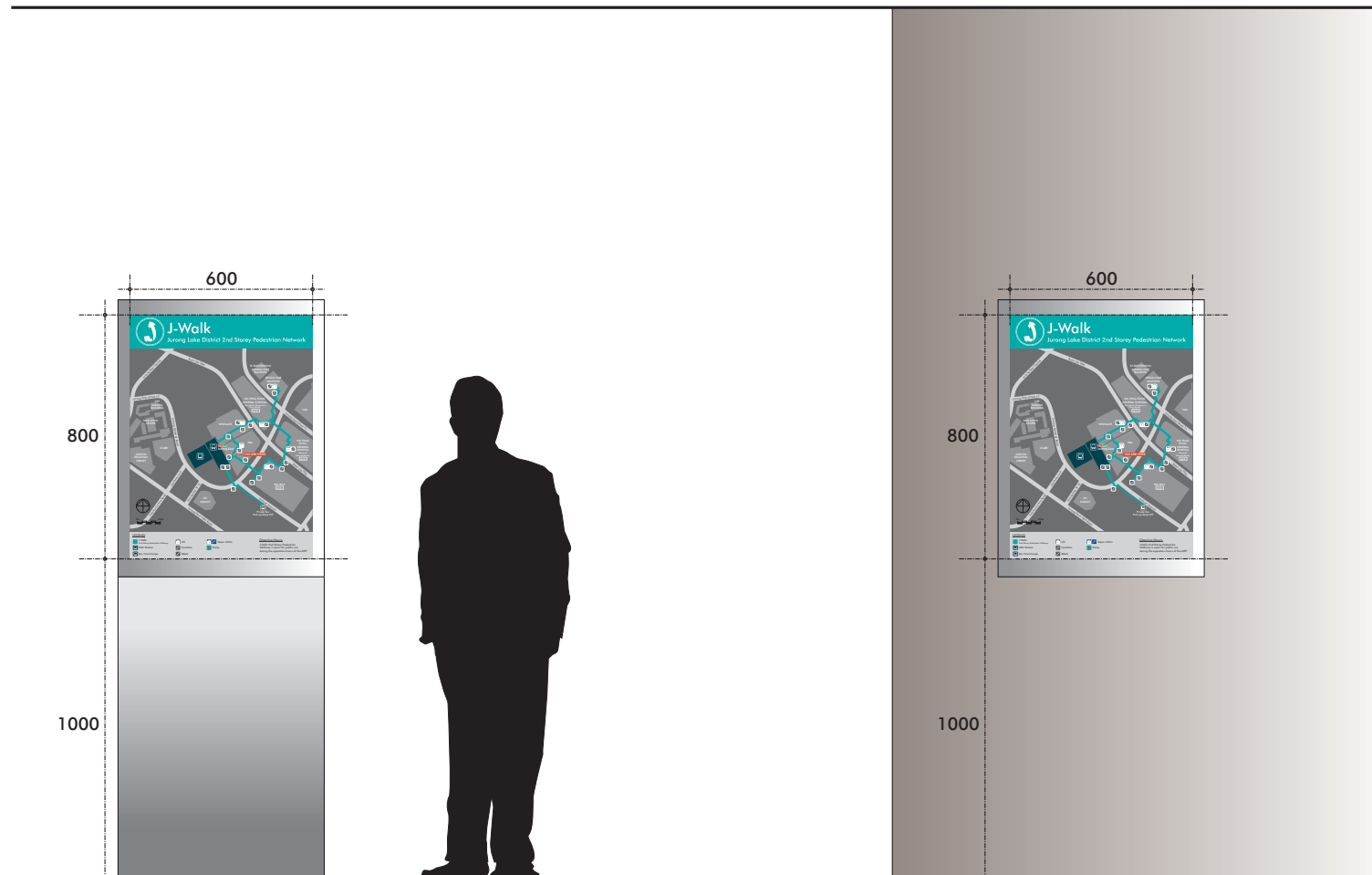


1 Guide Map

- To have a guide map placed around each entrance of a building along the J-Walk network, within easy reach.
- Placed within sheltered areas.
- Well illuminated.
- Protected from visual clutter.

6.4 Mounting Height

- The height of the sign shall also facilitate viewing by the wheelchair-bound
- The dimensions shown (600mm x 800mm) refer to the view size of the poster (see specifications of signbox).

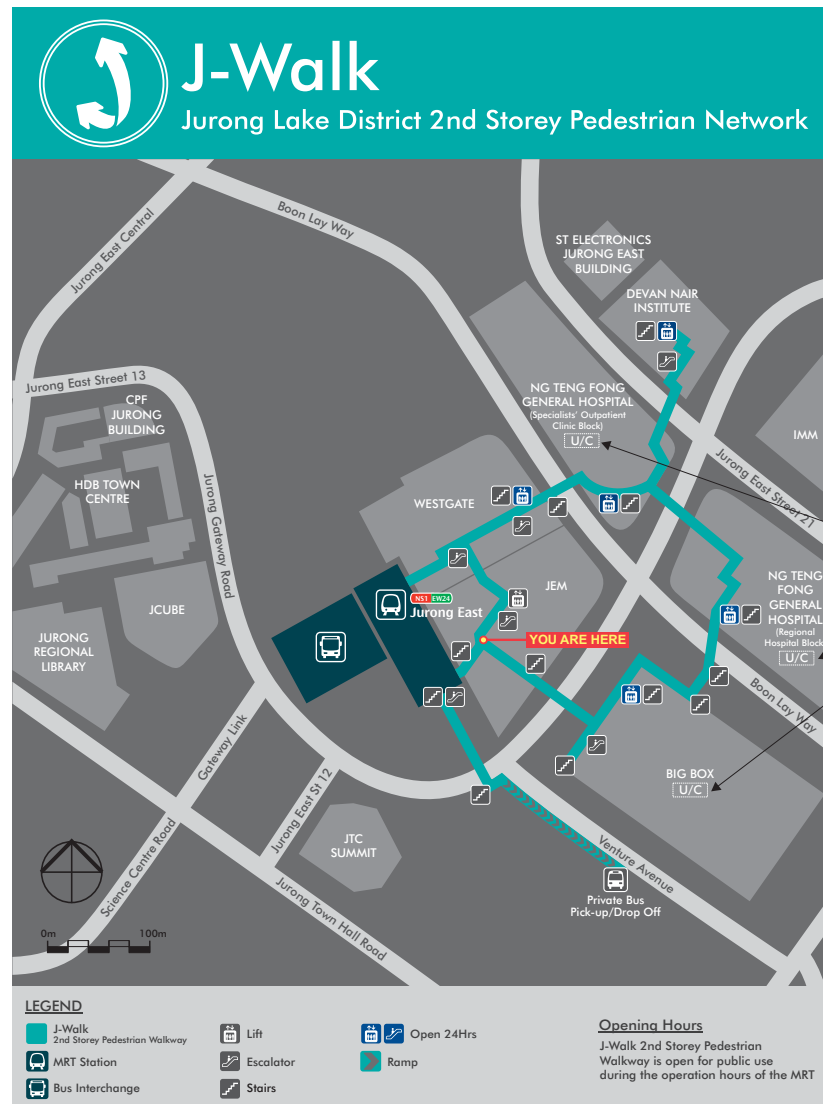


6.5 Graphic Elements

Map editing shall be based on the master template in vector graphics format (Adobe Illustrator or Coreldraw).

Colour Reference

Black 100% Black C0 M0 Y0 K100	Blue Pantone 287C C100 M72 Y2 K12
80% Black 80% Black C0 M0 Y0 K80	Rainforest Green Pantone 316C C100 M15 Y26 K70
70% Black 70% Black C0 M0 Y0 K70	East West Line Green Pantone 355C C95 M0 Y98 K0
50% Black 50% Black C0 M0 Y0 K50	Teal Pantone 3272C C98 M0 Y42 K0
20% Black 20% Black C0 M0 Y0 K20	Red Pantone 185C C0 M92 Y76 K0
White White C0 M0 Y0 K0	North East Line Red Pantone 485C C0 M93 Y95 K0
	Yellow Pantone 101C C0 M0 Y70 K0



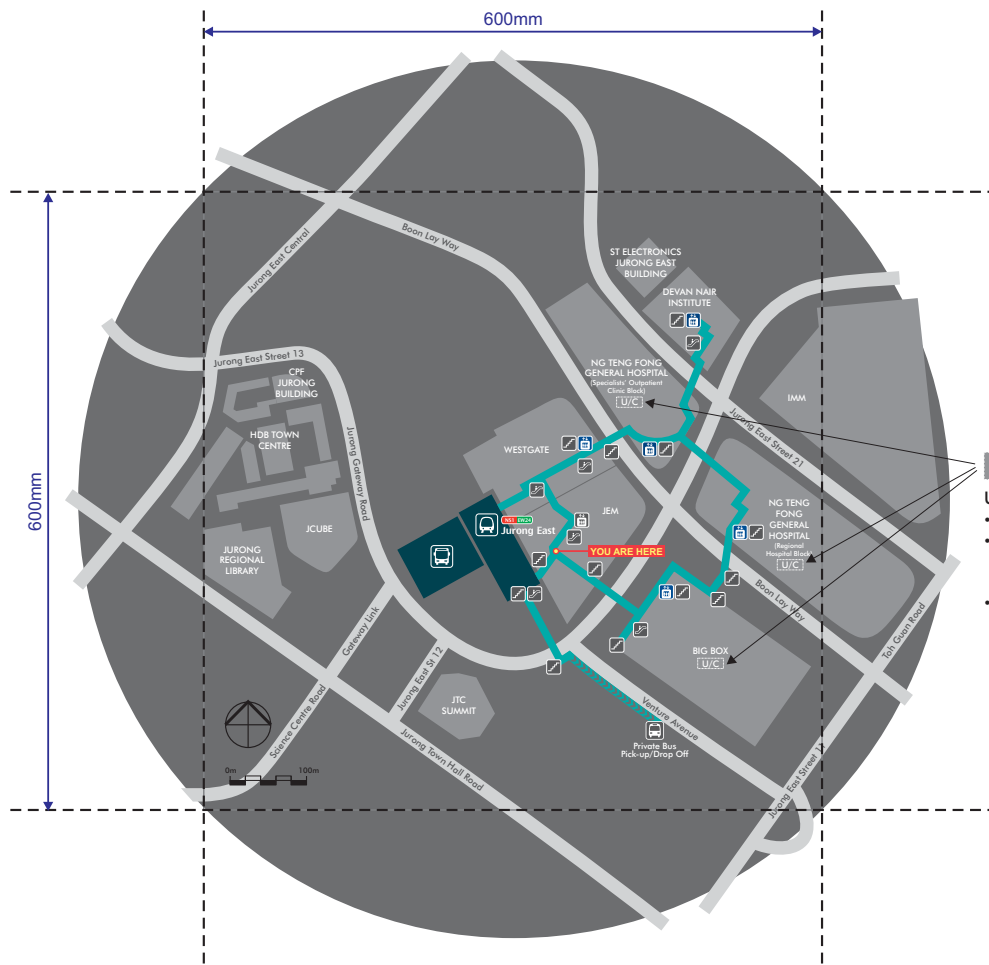
U/C

U/C Sticker

- 'u/c' - Under Construction
- Digitally printed sticker to indicate building that is under construction.
- To be unmasked when the building is operational.

6.6 Map Orientation & You-are-Here

The Guide Map is always orientated with respect to the viewer. The cardinal points on the map must be correctly orientated. A softcopy of the map (see below) shall be used to create the actual Guide Map orientated with respect to the viewer. The graphic designer shall rotate the map, adjust the annotations/labels/logos, crop the map to size and incorporate it onto the poster layout template. 'U/C' under-construction sticker shall be done separately.



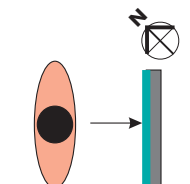
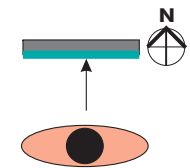
J-Walk Guide Map (Orientation Template)

----- Guide Map Crop Line Guide

U/C

U/C Sticker

- 'u/c' - Under Construction
- Digitally printed sticker to indicate building that is under construction.
- To be unmasked when the building is operational.



7. Miscellaneous

Lift

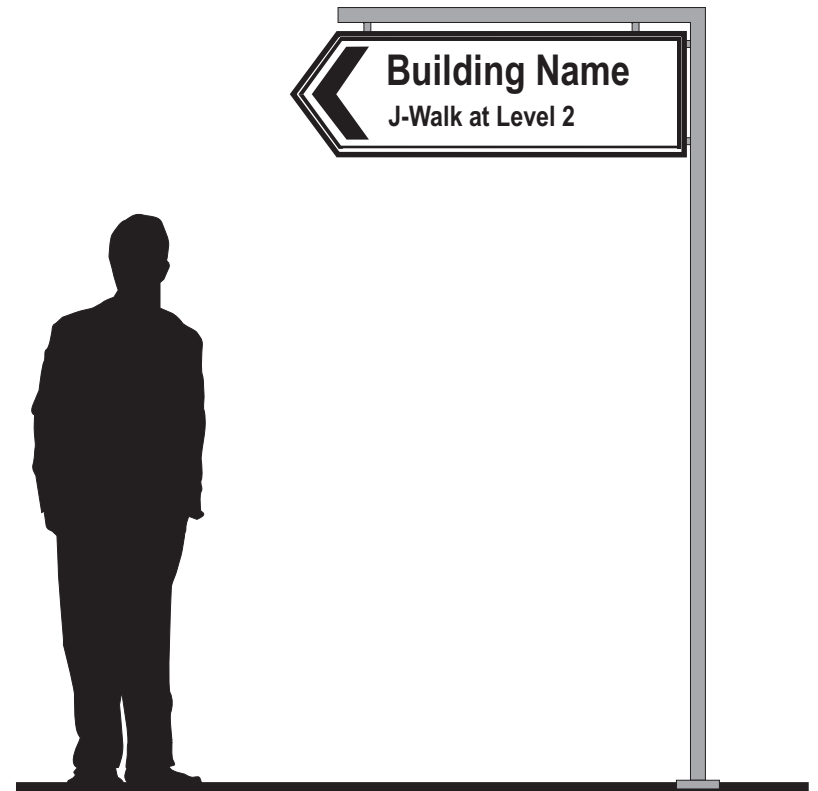
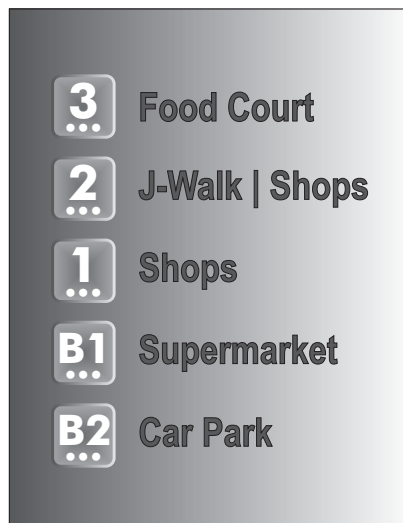
- Information on J-Walk accessibility shall be indicated on at/around the lift/lift-lobby with access to the J-Walk level.
- J-Walk shall be indicated against the lift button in the lift-car

Roadside

- Where buildings have requested for roadside signs, J-Walk shall also be indicated on the sign.
- To consult LTA's division in charge of roadside signs and comply with LTA standards.

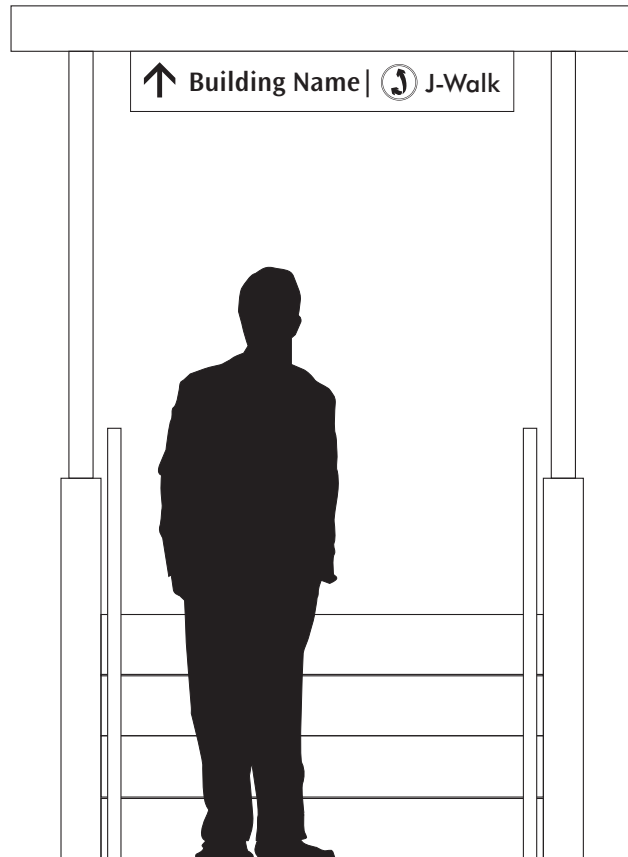


Lift Buttons:



Pedestrian Overhead Bridges (POB)

- The building being directly accessed, and J-Walk shall be indicated at all Pedestrian Overhead Bridges connected to J-Walk.



8. Major Public Transit Facilities

When representing the different modes of public transport, the signage system shall make use of standard public transit pictograms conforming to LTA's signage graphic standards.

Use of MRT/LRT/Bus/Taxi logos

Signage shall use the official logos for the various public transport modes. The softcopy can be obtained from the Land Transport Authority for use.

Buildings connecting directly to the MRT station & Bus Interchange (BI)

The MRT station and BI shall be clearly indicated on all the sign categories.

Public Transit Signage Guidelines

Where signage within public transit facilities are affected by a development, or when the development abutts the public transit facility, the developer/building management shall contact the Land Transport Authority for advice. LTA has separate detailed guidelines on the signage for public transit facilities.

Official public transport mode logos



MRT
station



Bus
Interchange



Taxi



Each logo can be graphically placed in a square or concentric circle

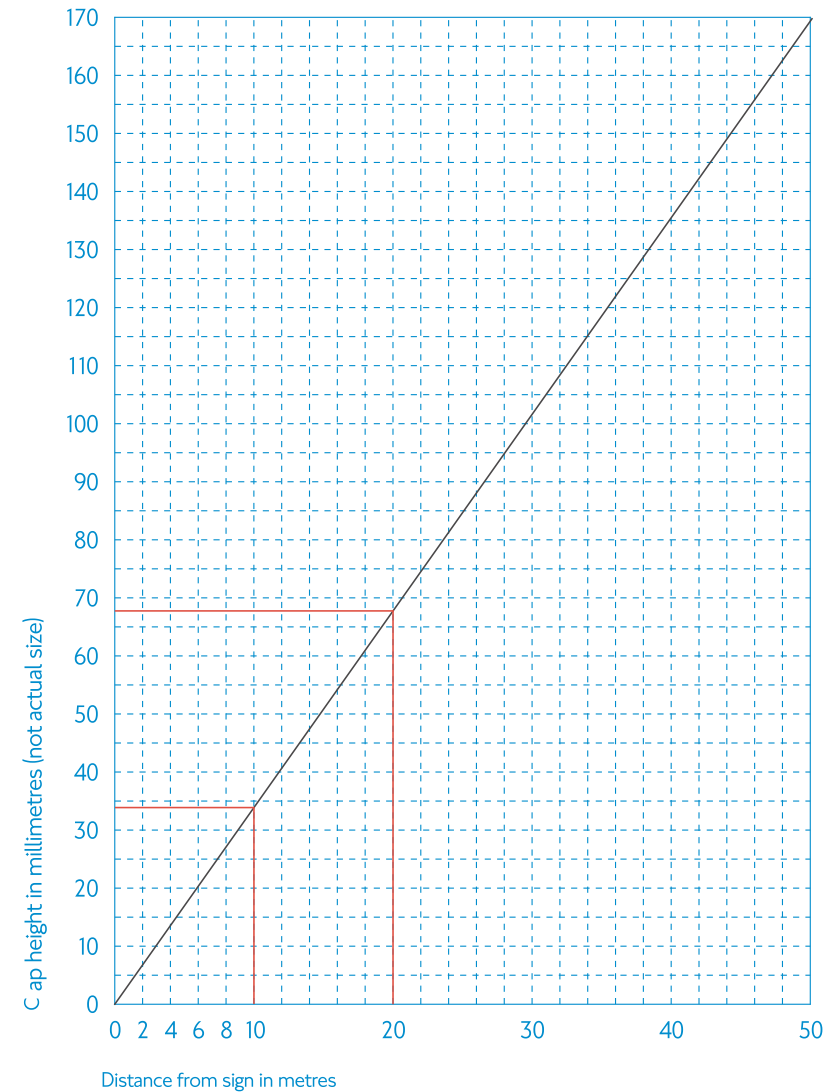


The logos should preferably be signed with corresponding labels

Type Size and Viewing Distances

This chart shows the distance at which certain sizes of lettering can be read by a person with average eyesight. The data obtained should be used to determine the minimum letter size for any sign.

Other considerations, such as architectural features or visual continuity, may influence the final choice of letter size, but the optimum size shall be used whenever possible.



Notes

- The signage layout and design shall be carried out in consultation with LTA/URA, with drawings submitted for review and approval.
- Upon completion of the signage installation, an audit of the installed signs at site may be carried out by the LTA/URA. Where there are apparent inconsistencies or erroneous information, or where signage is found to be deficient, or can be further improved, all which might have slipped through the design reviews or due to lack of information during the design review stage, further signage improvement works shall be carried out by the developer/building management.
- After the opening of the development, the developer/building-management shall monitor and document feedback from the public on wayfinding around J-Walk. Where signage can be further improved to address the feedback, the developer/building-management shall carry out further signage improvement works.
- Upon completion, the signage shall be well maintained by the developer/building-management at all times.