Design System
MTA



Styles come & go. Good design is a language, not a style.

Massimo Vignelli

Principles

1

DESIGN

DESIGN PRINCIPLES

RELATE

Have all products practice empathy and demonstrate a connection among riders. Identify and sympathize with scenarios.

ADAPT

All designs must be flexible and possess the ability to adjust to new sizes, color schemes, and content through evolution.

COLLECT

A design that leaves creative room for collective feedback and constructive criticism in order to further develop.

CONSOLIDATE

Combine all MTA resources into a more effective, unified, and cohesive platform for quick and easy access.

CALCULATE

Visually showcase computations and evaluations of schedules, routes, traffic, delays, and more as commuters travel.

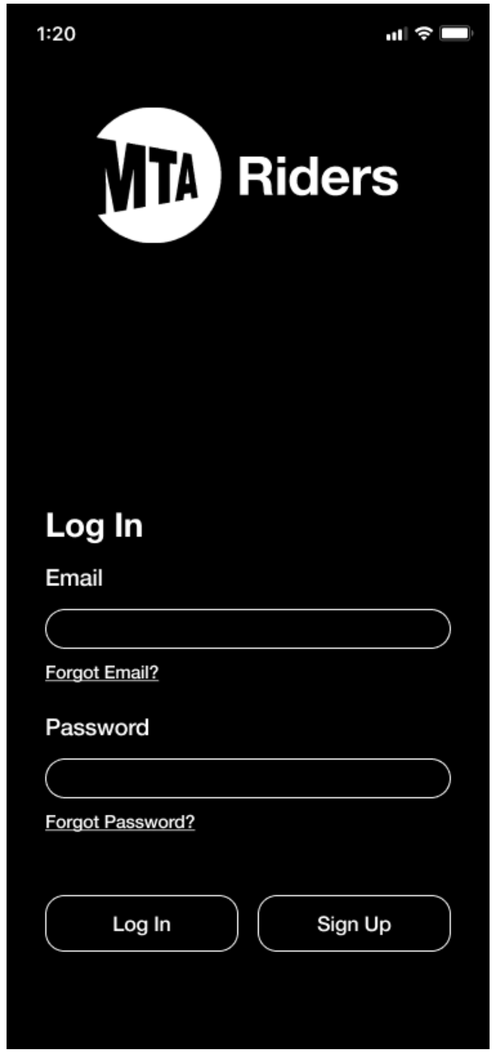
RENOVATE

Modernize the experience and process of receiving MTA information through a variety of fresh digital applications.

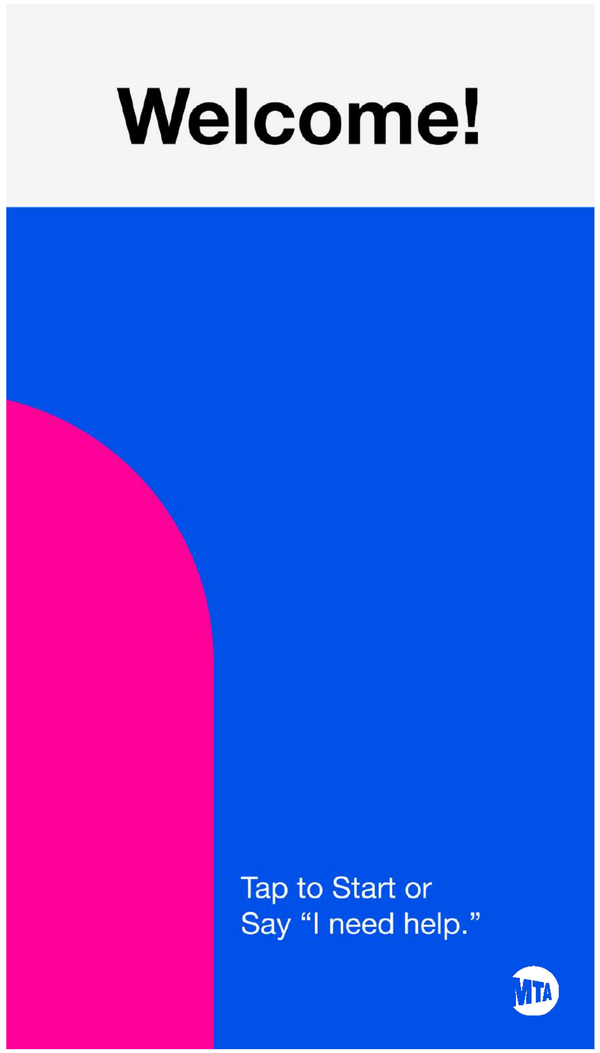
Branding

2

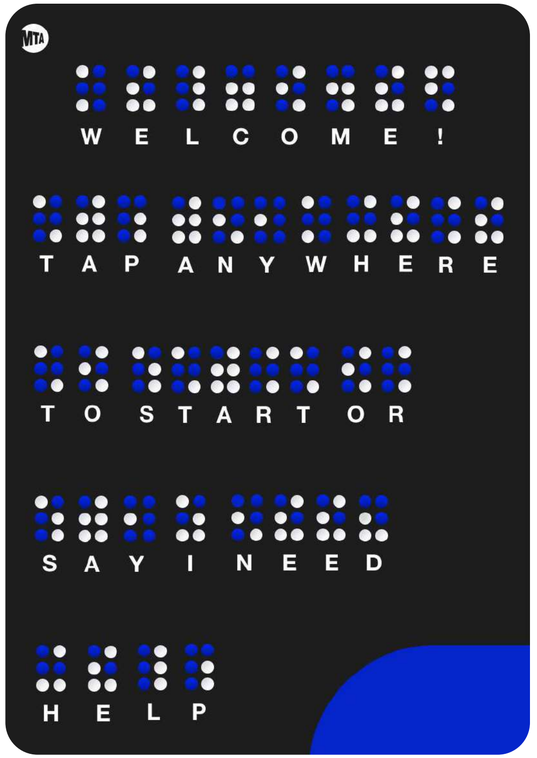
MOBILE



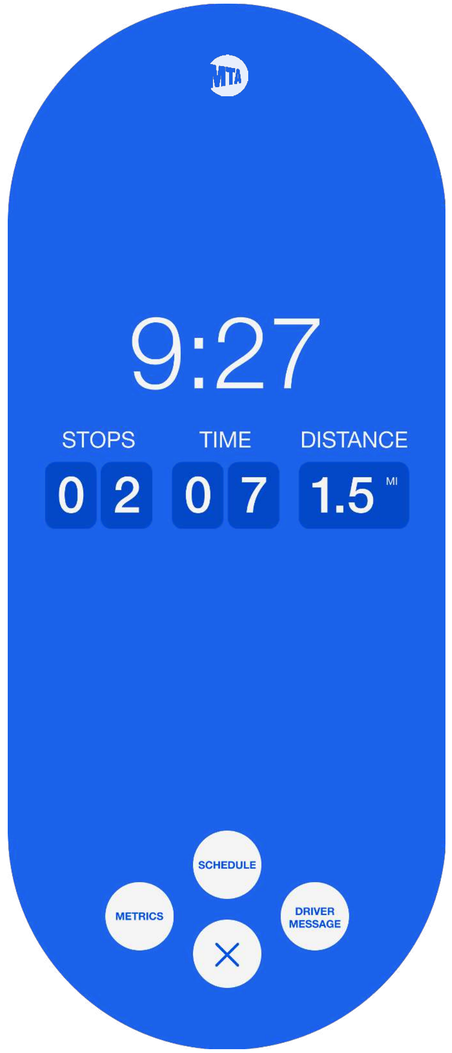
KIOSK



BRAILLE



DIGITAL BUS POLE



Typography

3

TYPOGRAPHY

Typeface

Helvetica Neue

Explanation Here . . .

A-Z REGULAR, 48

ABCDEFGHIJKLMNOÖPQRSTUVWXYZabcdefgh
ijklmnopqrstuvwxyåäæñöøé

A-Z MEDIUM, 48

ABCDEFGHIJKLMNOÖPQRSTUVWXYZabcdefg
hijklmnopqrstuvwxyåäæñöøé

A-Z SEMIBOLD, 48

ABCDEFGHIJKLMNOÖPQRSTUVWXYZabcdef
ghijklmnopqrstuvwxyåäæñöøé

DIGITS, REGULAR, 48

123456789

MATH, REGULAR, 48

+−×÷±=≠≈<>≤≥

SYMBOLS, REGULAR, 48

@#$%&*®©←↑→↓∞⌘

PUNCTUATION, REGULAR, 48

{}[]()!?.:;,“”~–—

TYPOGRAPHY

Type Scale

Kiosk & Bus Pole

DESKTOP STYLE	FONT SIZE	LINE HEIGHT	LETTER SPACING	WEIGHT
Display Large	96	80	-1%	Bold
Display Medium	72	70	-1%	Bold
Headline	64	64	-1%	Bold
Subhead Bold	55	55	-1%	Bold
Subhead Normal	55	55	-1%	Regular
Button 1	48	50	-1%	Bold
Body 1	48	50	-1%	Regular
Button 2	36	40	-1%	Bold
Body 2	24	30	-1%	Regular

DISPLAY

See Something

See Something

See Something

See Something

See Something

See Something

See Something

See Something

See Something

TYPOGRAPHY

Type Scale

Mobile

DESKTOP STYLE	FONT SIZE	LINE HEIGHT	LETTER SPACING	WEIGHT	DISPLAY
Display Large	48	80	-1%	Bold	See Something
Display Medium	30	70	-1%	Bold	See Something
Headline	26	64	-1%	Bold	See Something
Subhead Medium	24	55	-1%	Medium	See Something
Button 1	20	55	-1%	Medium	See Something
Subhead Normal	18	50	-1%	Medium	See Something
Body 1	18	50	-1%	Regular	See Something
Button 2	16	40	-1%	Medium	See Something
Body 2	14	30	-1%	Regular	See Something

TYPOGRAPHY

Text

Line Height & Space

KIOSK & BUS POLE

Wakefield - 241 St

24 pt

DEPARTURE

24 pt

If schedule information for your subway or bus is not available here yet, you can call Customer Service.

48 pt

The MTA operates 24/7 and because repairs and improvements must be made, we sometimes have to reroute trains, buses, or traffic. The information provided below will explain the diversions and your travel alternatives.

BUS POLE

Wakefield - 241 St

16 pt

DEPARTURE

24 pt

If schedule information for your subway or bus is not available here yet, you can call Customer Service.

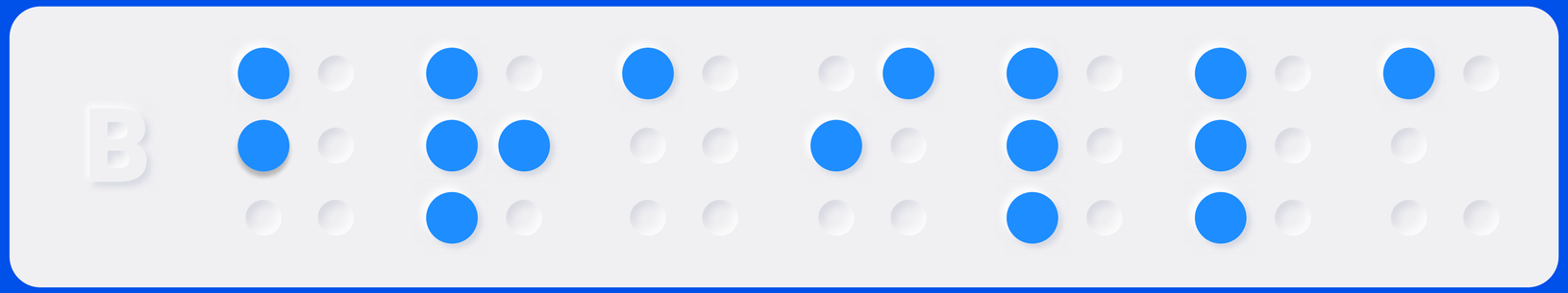
24 pt

The MTA operates 24/7 and because repairs and improvements must be made, we sometimes have to reroute trains, buses, or traffic. The information provided below will explain the diversions and your travel alternatives.

TYPOGRAPHY

Braille

Shadows





BACKGROUND
#F0F0F3

DROP SHADOW
-15px,-15px,10px
#FFFFFF

15px,15px,10px
#AEAEC0

BACKGROUND
#F0F0F3

INNER SHADOW
-15px,-15px,10px
#FFFFFF

15px,15px,10px
#AEAEC0

BACKGROUND
#F0F0F3

DROP SHADOW
-15px,-15px,10px
#FFFFFF

15px,15px,10px
#AEAEC0

BACKGROUND
#F0F0F3

DROP SHADOW
-15px,-15px,10px
#FFFFFF

15px,15px,10px
#AEAEC0

Color

4

COLOR

Primary Colors

Explain Colors here . . .

NEW BLUE
HEX #0050EA
CSS: rgba(0, 80, 234, 1)
HSL: 219, 100, 46, 100%
HSB: 219, 100, 92, 100%

OFF WHITE
HEX #F5F5F5
CSS: rgba(245, 245, 245, 1)
HSL: 0, 0, 96, 100%
HSB: 0, 0, 96, 100%

BLACK
HEX #000000
CSS: rgba(0, 0, 0, 1)
HSL: 0, 0, 0, 100%
HSB: 0, 0, 0, 100%

COLOR

Secondary Colors

ON TRACK
HEX #139240
CSS: rgba(19, 146, 64, 1)

URGENT
HEX #FF0000
CSS: rgba(255, 0, 0, 1)

LIGHT BLUE GRAY
HEX #FFD51F
CSS: rgba(255, 213, 31, 1)

OBSTACLE
HEX #FF6B00
CSS: rgba(255, 107, 0, 1)

COLOR

Tertiary Colors

MTA LIFESTYLE
HEX #FF0099
CSS: rgba(255, 0, 153, 1)

ASSISTANCE
HEX #8A05B9
CSS: rgba(138, 5, 185, 1)

DARK BLUE
HEX #0524C8
CSS: rgba(5, 36, 200, 1)

GRAY 1
HEX #3B3B3B
CSS: rgba(59, 59, 59, 1)

GRAY 2
HEX #969696
CSS: rgba(150, 150, 150, 1)

Iconography

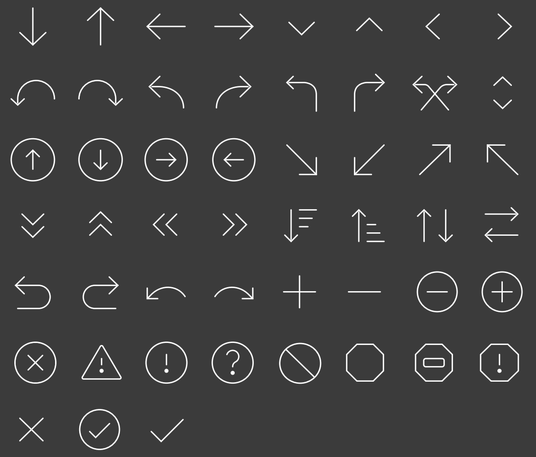
5

COMPONENT

Standard Icons

MTA

ARROWS & DIRECTIONS



ACCESSIBILTY



WEATHER



TRAIN LINES



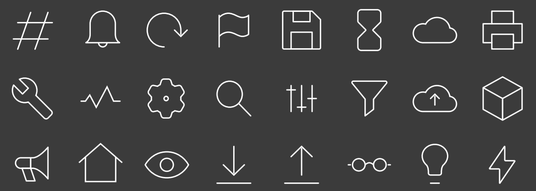
SECURITY & SUPPORT



STATISTICS



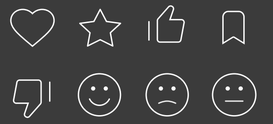
FUNCTIONS AND FEATURES



TIME



LIKE & BOOKMARK



LOCATION & TRANSPORT



PEOPLE



SHARE



The icon system is a derivative of “Ikonate“

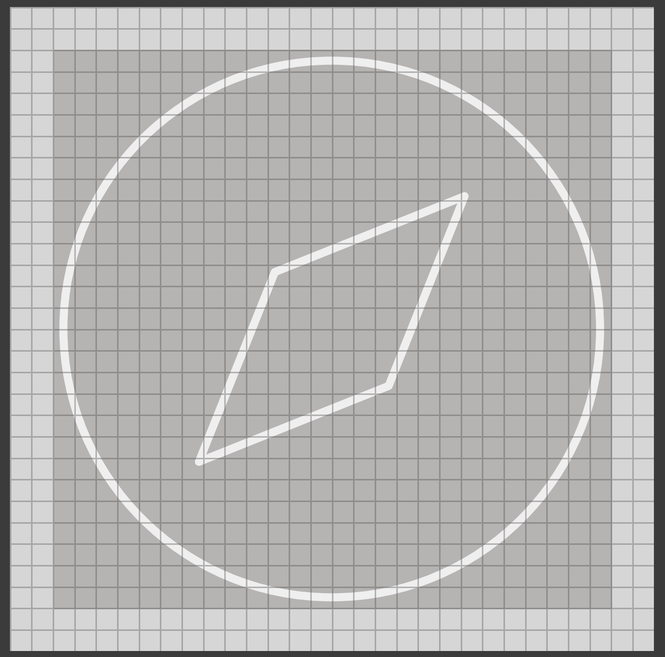
COMPONENT

Element Grid

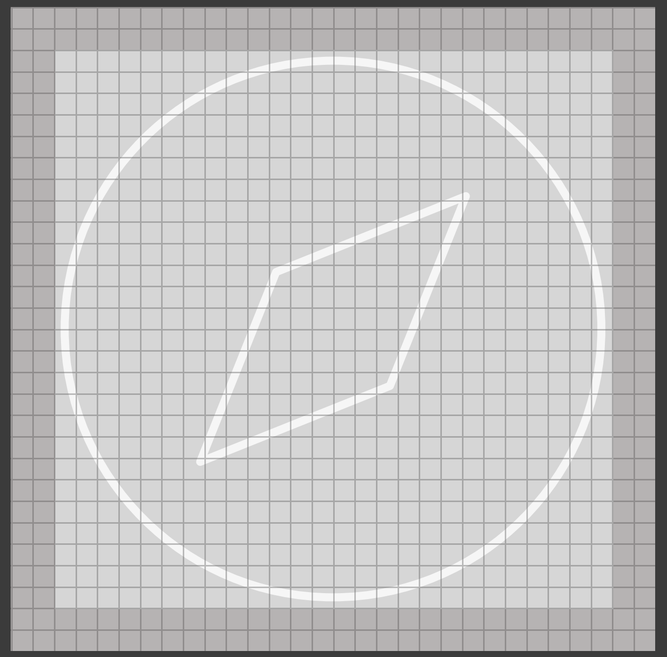
Size

System icons are displayed as 24 x 24. Icon content should remain inside of the live area.

LIVE AREA



PADDING



COMPONENT

Size

32 x 32

Display Large: 48 x 48
This size is best used for buttons and menus.

Display Standard: 40 x 40
This size is used for the majority of display interfaces.

Mobile Standard: 32 x 32
This size is used for the majority of mobile interfaces.

Mobile Small: 16 x 16
This size is best used when space is limited.

48 X 48



40 X 40



32 X 32



24 X 24



16 X 16



Components

6

COMPONENT

Buttons

Variants

	Primary Buttons	Secondary Buttons	Icon Buttons	Monetary Buttons	Text Buttons
	NO ICON (FALSE)	NO ICON (FALSE)	WITH ICON (TRUE)	NO ICON (FALSE)	WITH ICON (TRUE)
DEFAULT					
PRESSED					
DEFAULT					
PRESSED					

COMPONENT

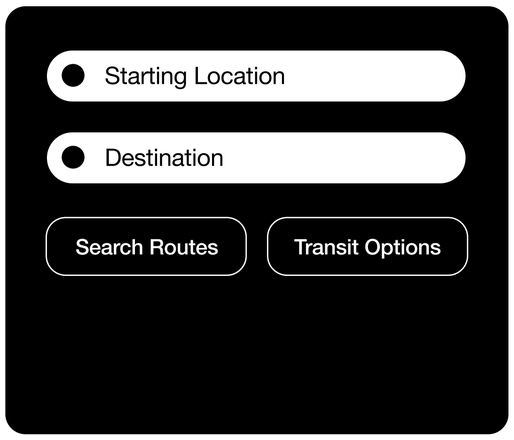
Cards

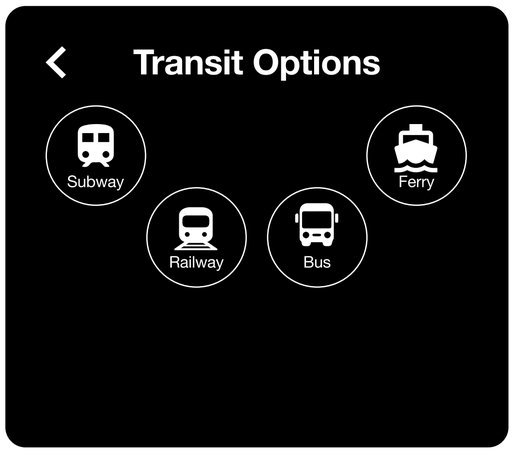
Mobile Module

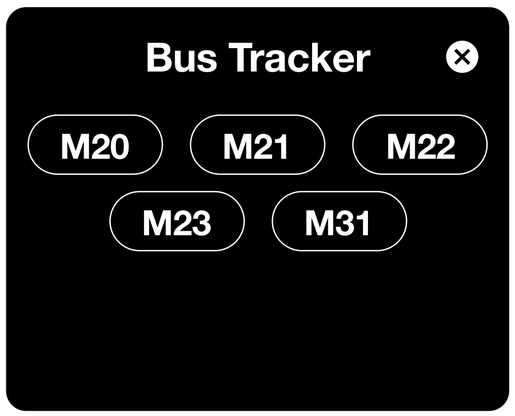
TRIP BOOKMARKS



MAP CARDS



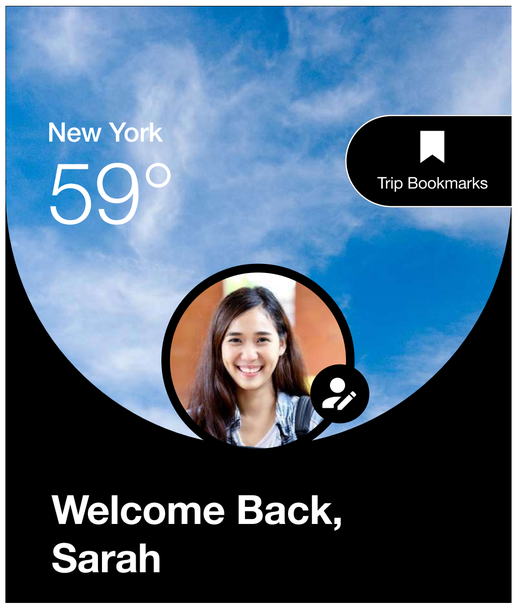




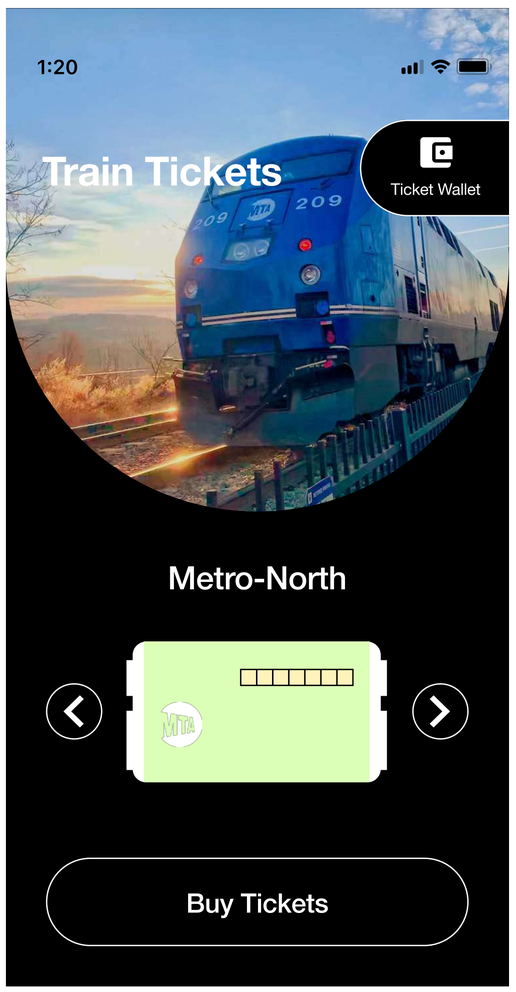
PROFILE CARDS



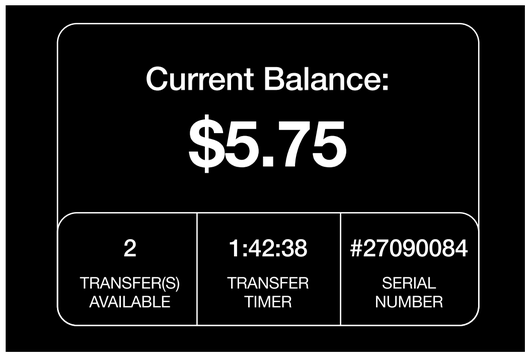




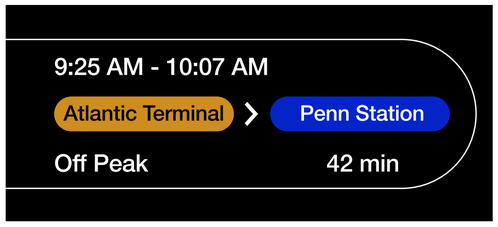
TICKETS



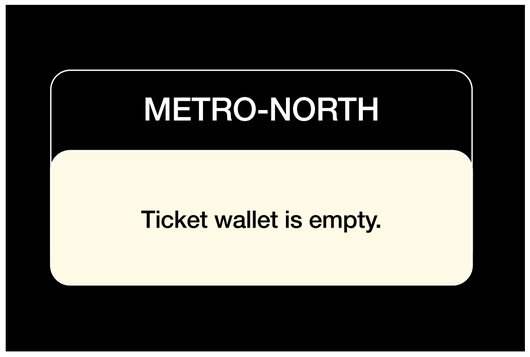
CURRENT BALANCE



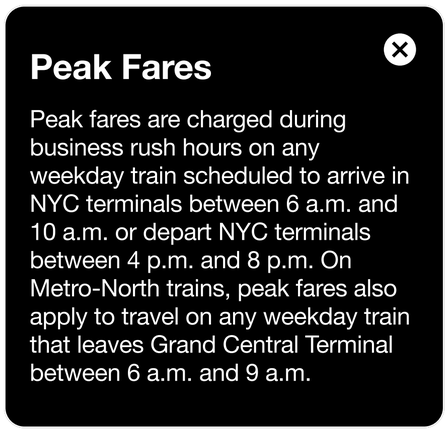
LIRR TIMETABLE



TICKET WALLET



PEAK FARE CARD



OFF-PEAK FARE CARD



COMPONENT

Cards

Kiosk Module

ANNOUNCEMENTS

F
Coney Island
Delays

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A C **Inwood**

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NAVIGATION

Broadway – Lafayette St/Bleecker St

Broadway Junction

Select a Line

1 2 3 4 5 6 A C E G 7
B D F M J Z N Q R W
L S

TRANSFERRING

SUBWAY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea com modo consequat. Duis aute

MENU

FAQ / ASSISTANCE

Maximum amound on Metrocard?

Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet, consectetur adipiscing elit

I’m having trouble using my card.

DIRECTIONS

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit

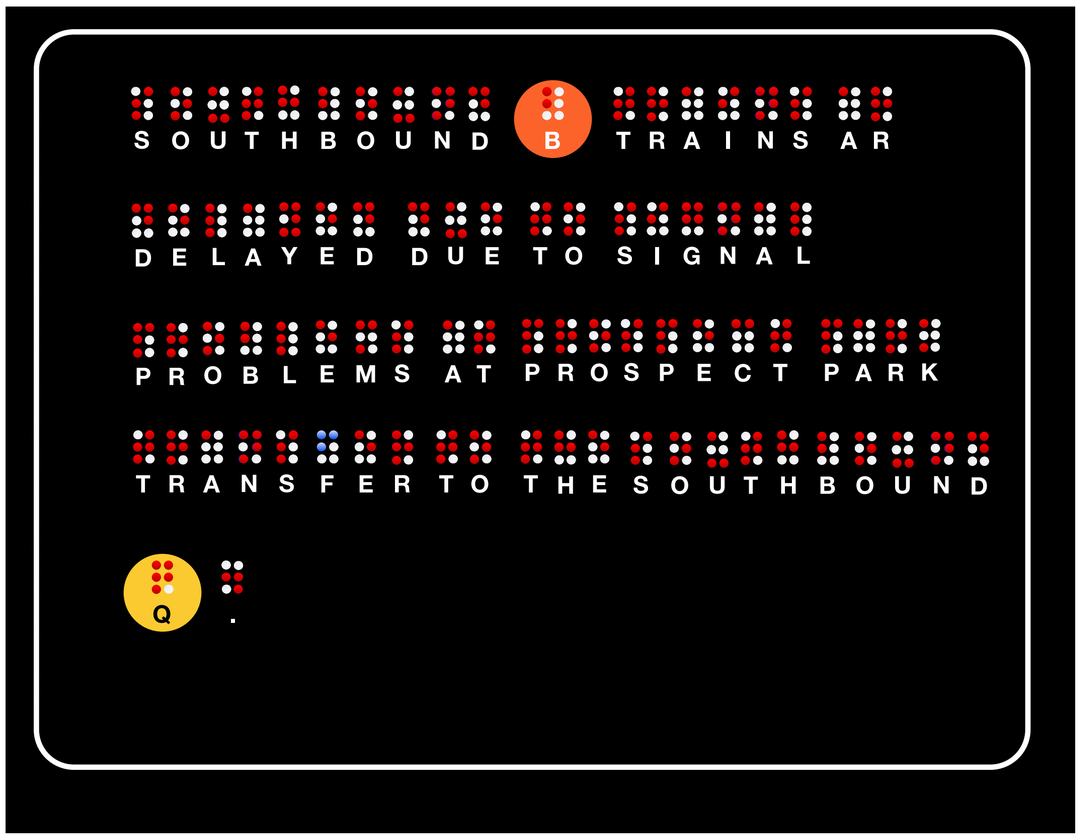
Lorem ipsum dolor sit amet, consectetur adipiscing elit

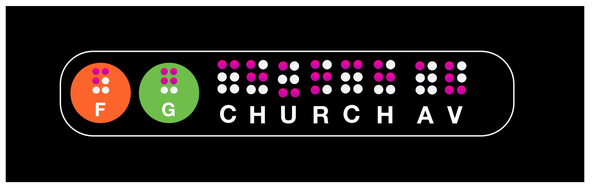
COMPONENT

Cards

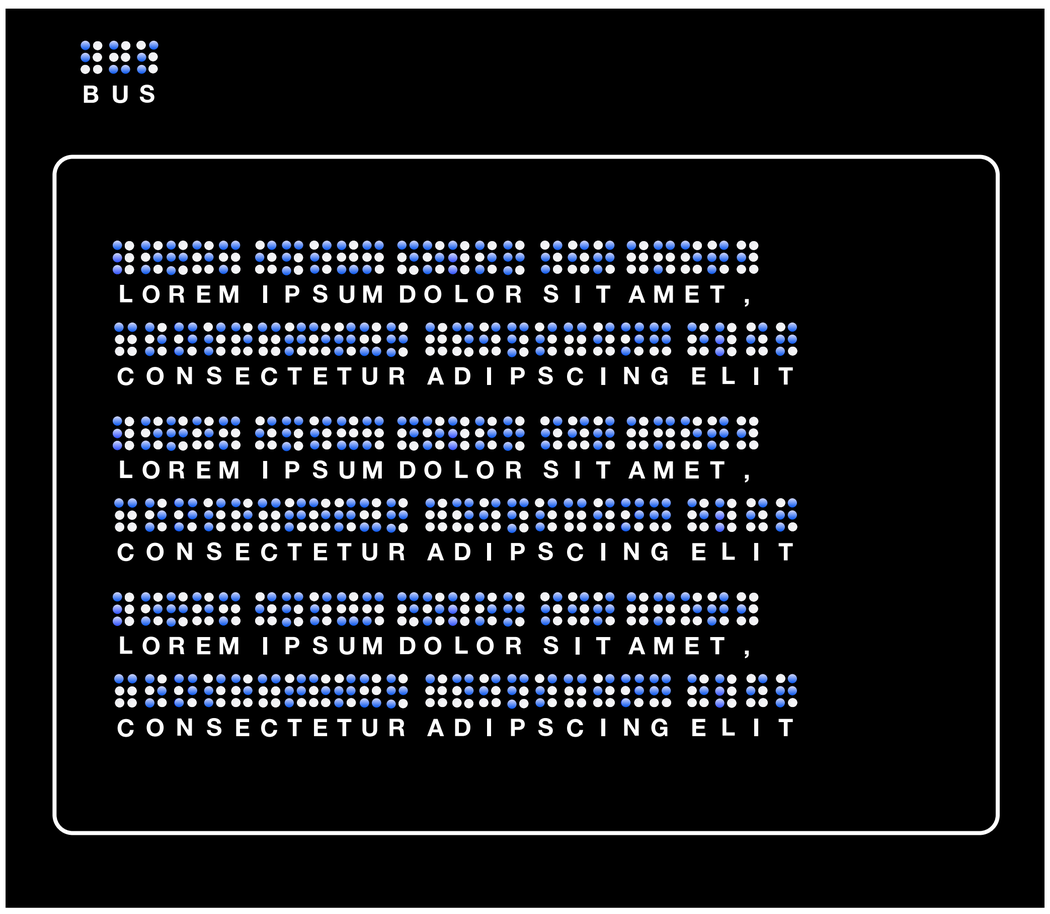
Braille Module

LATEST UPDATES

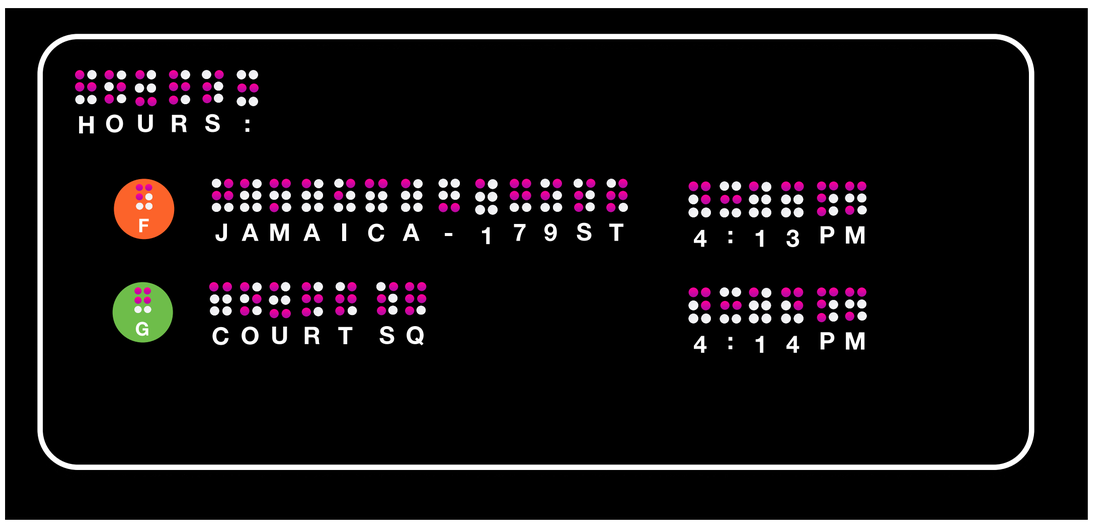




TRANSFERRING



DIRECTIONS



COMPONENT

Cards

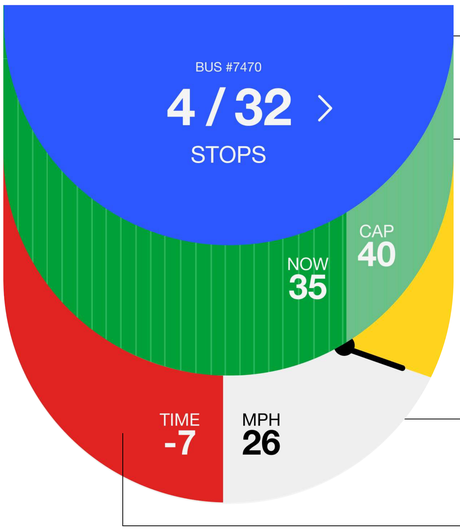
Bus Pole Module

NEWS CARDS

DISTRIBUTOR
Lorem ipsum dolor sit amet consect adipiscing elitsed do eiusmod tempor incididunt
TIME STAMP

DISTRIBUTOR
Lorem ipsum dolor sit amet consect adipisci elitsed do eiust
TIME STAMP

BUS METRICS



BUS STOPS
View the amount of stops reached by buses in route.

BUS CAPACITY
COVID-19 Safety Initiative
Avoid Overcrowding Spaces

MPH
Speed & Traffic Indicator

ON TRACK TIMER
Indicate amount of time on or off schedule.

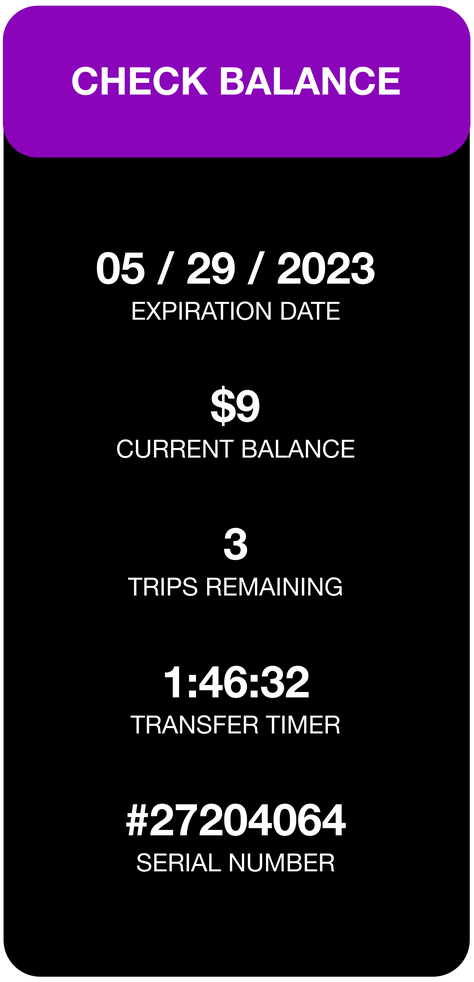
DRIVER NAME
BUS #0000

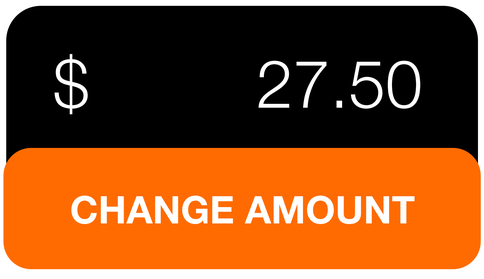
STOP NAME
00 MIN AWAY

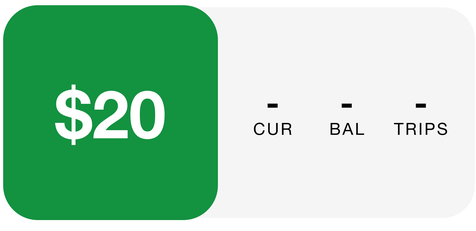
ROUTE OPTION



METROCARD VENDING









COMPONENT

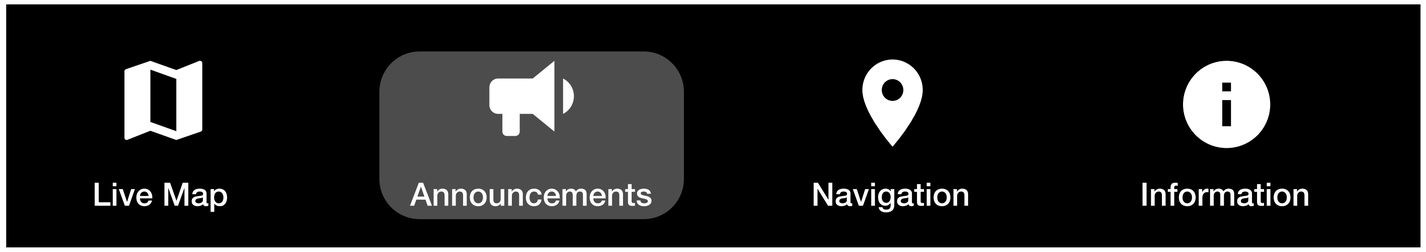
Navigation

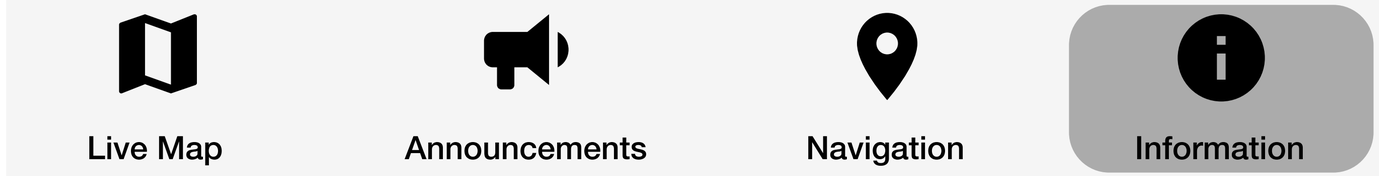
Product Menus

MOBILE/NAV

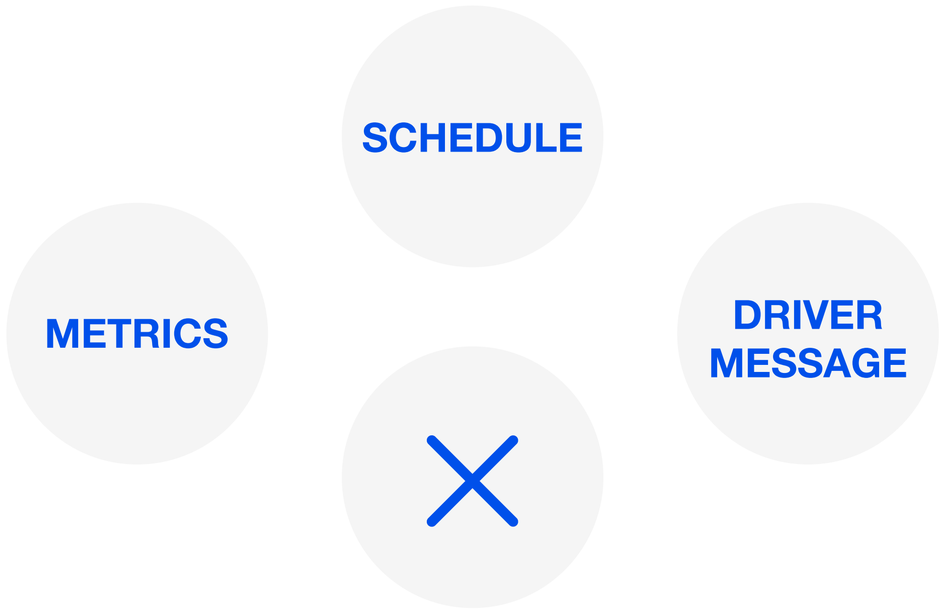


KIOSK/NAV





BUS HUB/NAV



Specifications

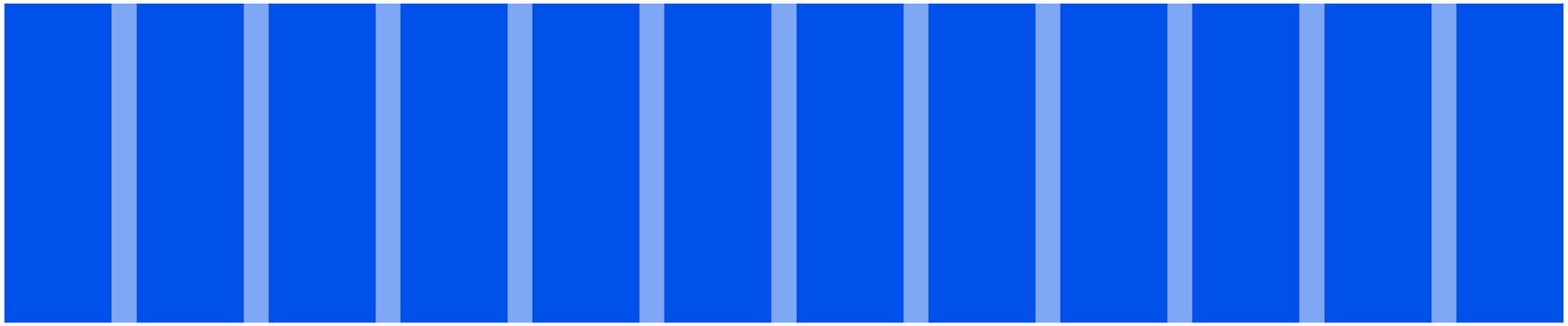
7

SPECIFICATIONS

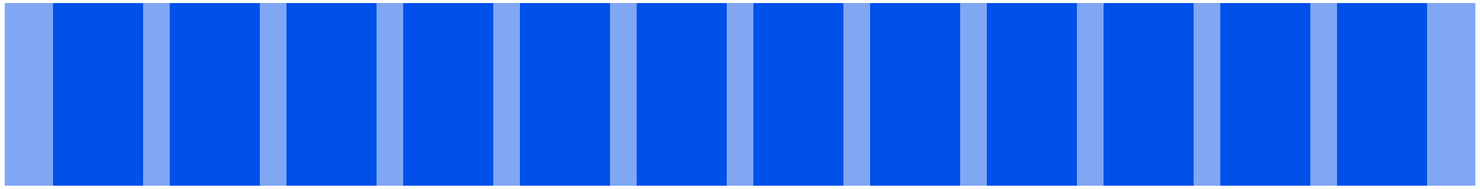
Layout Grid

Bus Hub
Kiosk
Braille Kiosk
Mobile

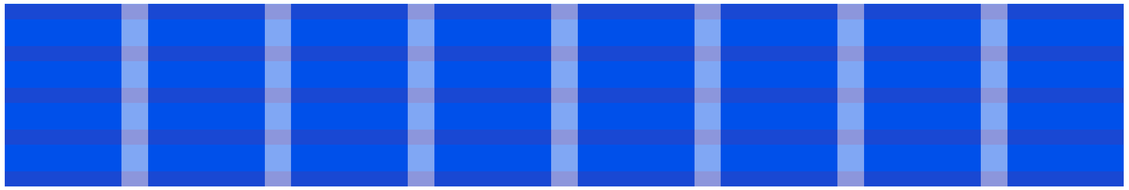
BUS HUB | 12 COLUMNS, 0 MARGINS, 20 GUTTER



REGULAR KIOSK | 12 COLUMNS, 36 MARGINS, 20 GUTTER



BRAILLE KIOSK | 8 COLUMNS, 5 ROWS, 0 MARGINS, 20 GUTTER



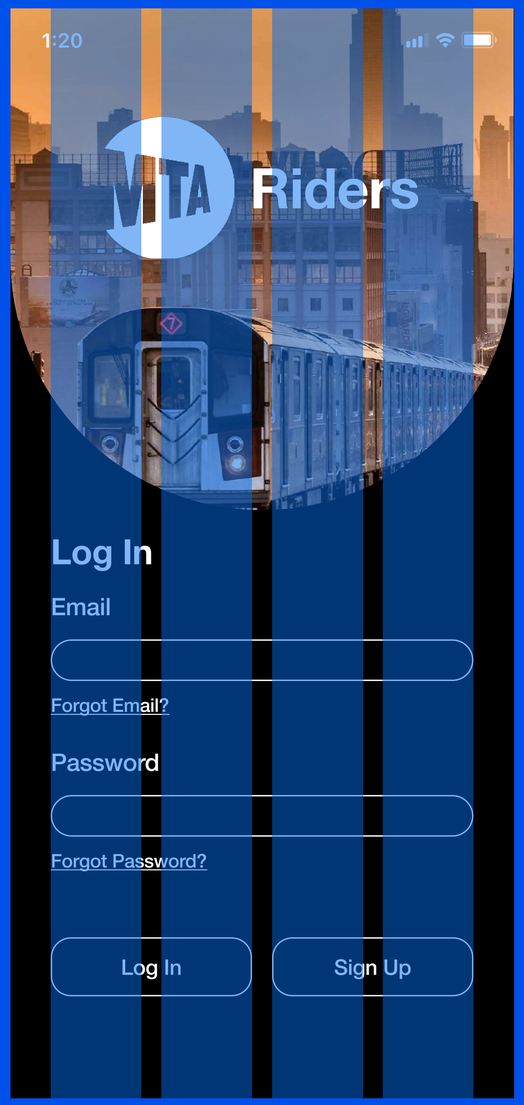
MOBILE APP | 4 COLUMNS, 30 MARGINS, 15 GUTTER

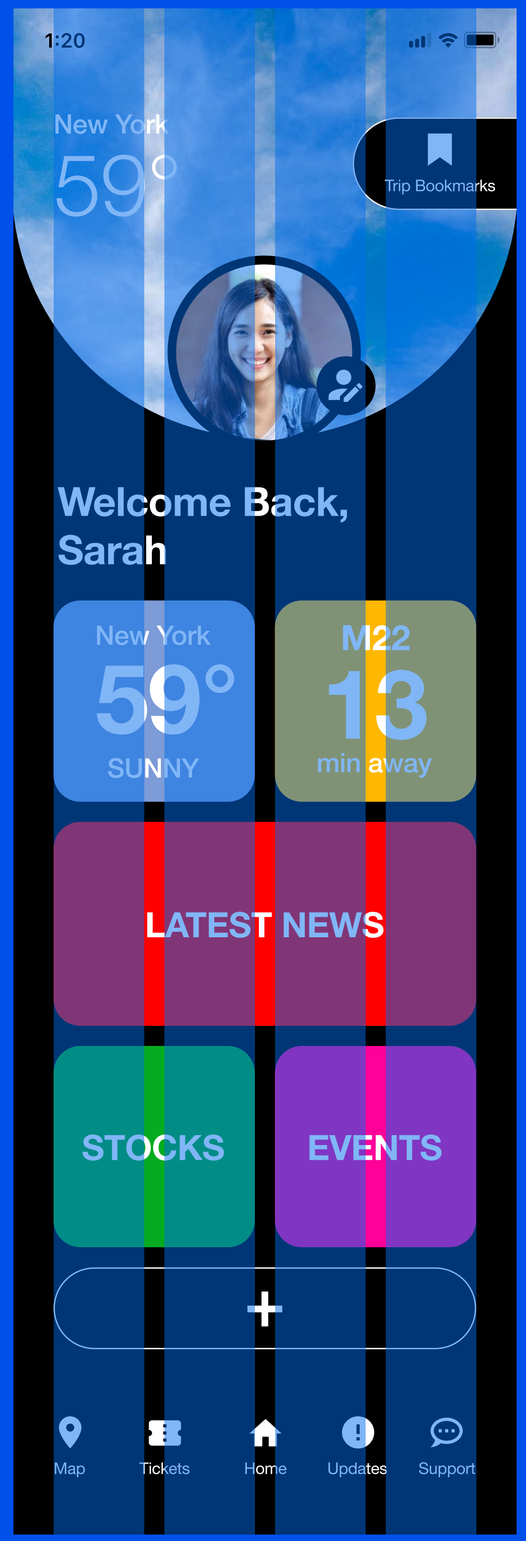


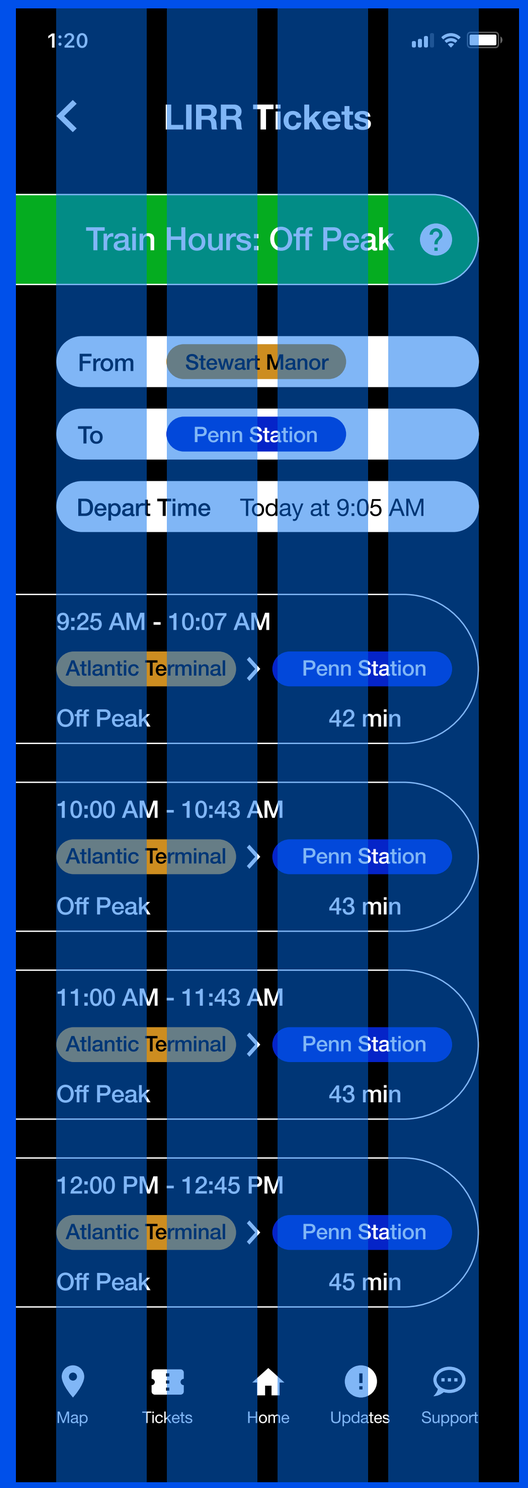
SPECIFICATIONS

Layout Grid

App



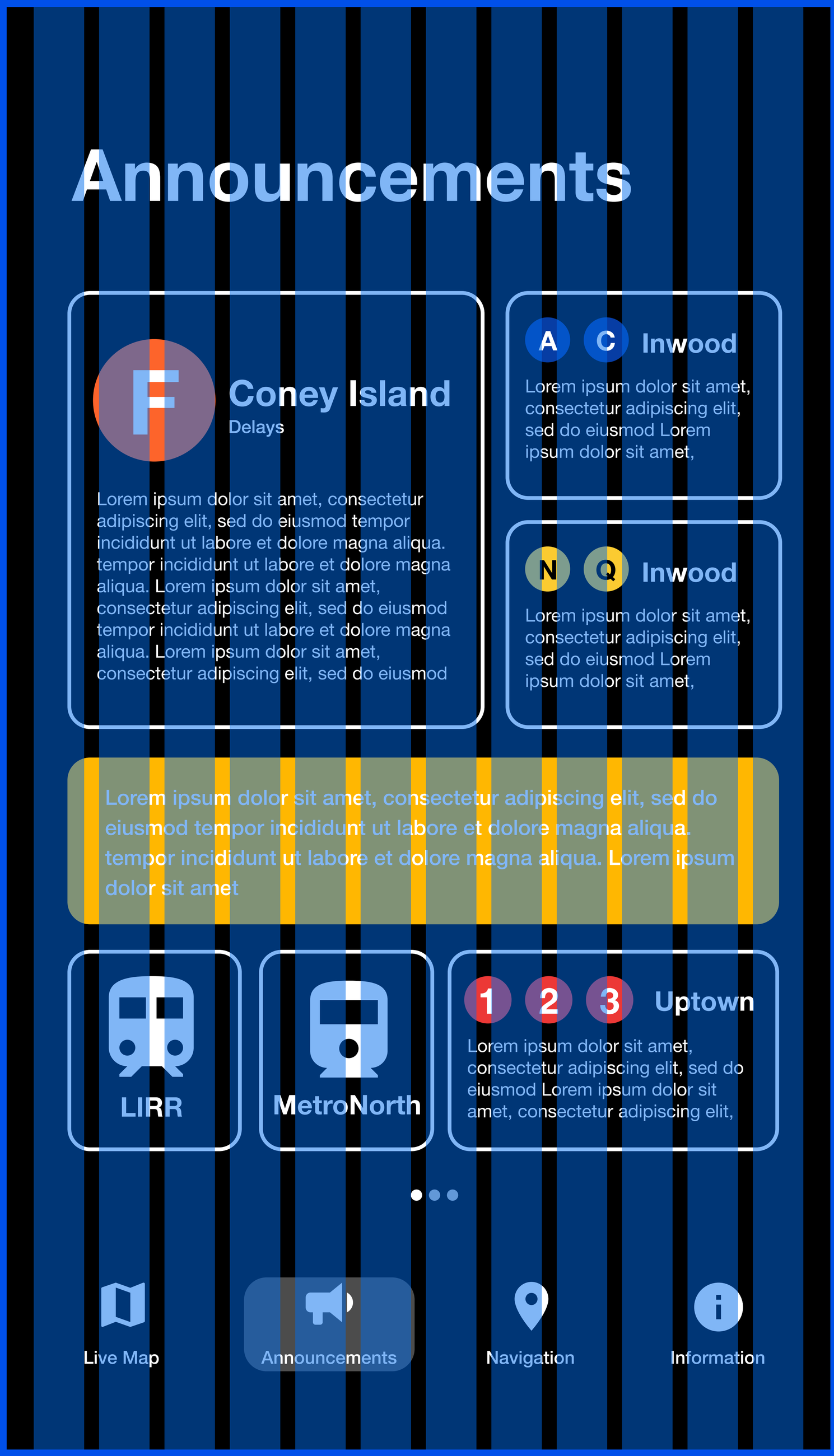




SPECIFICATIONS

Layout Grid

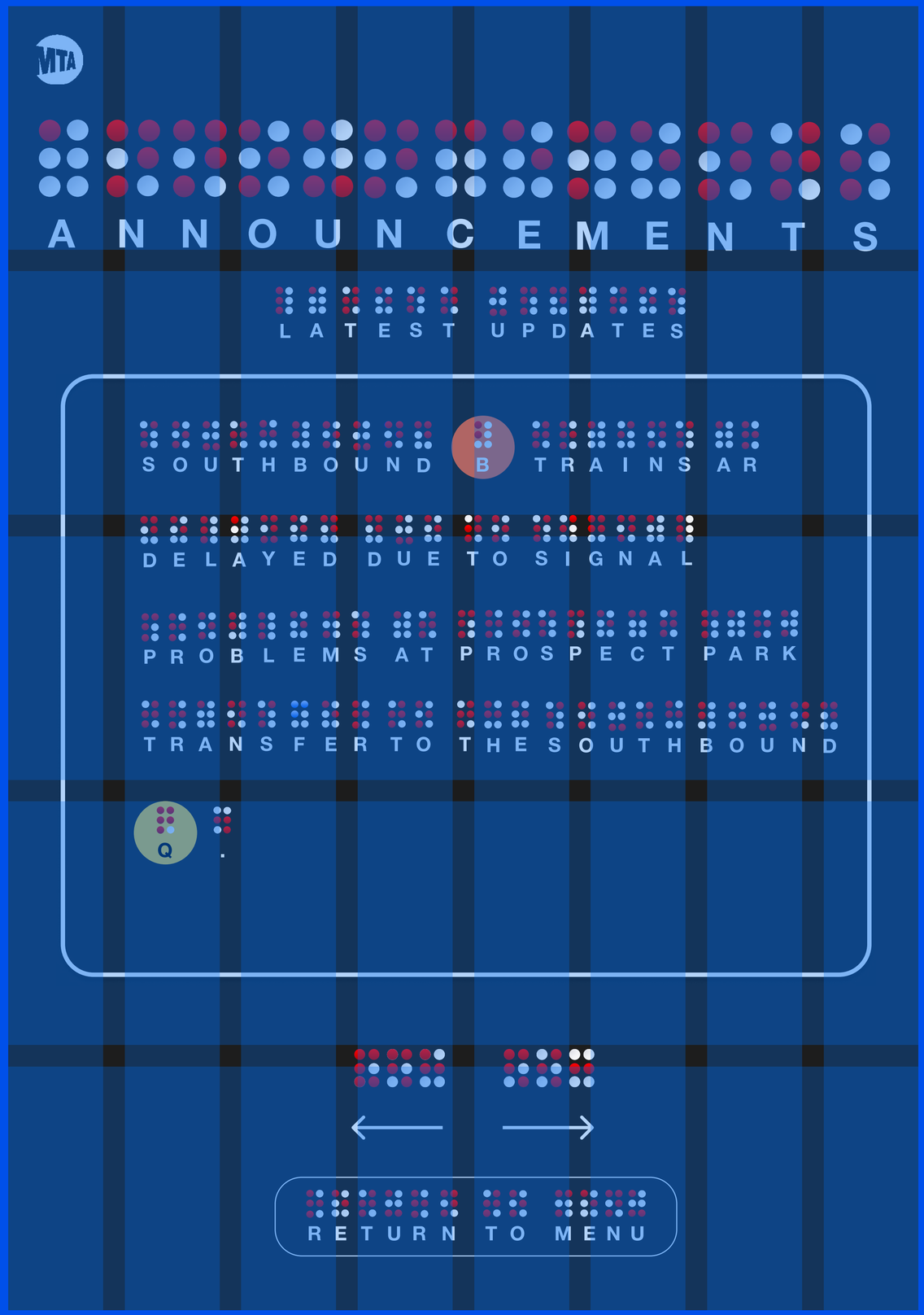
Kiosk



SPECIFICATIONS

Layout Grid

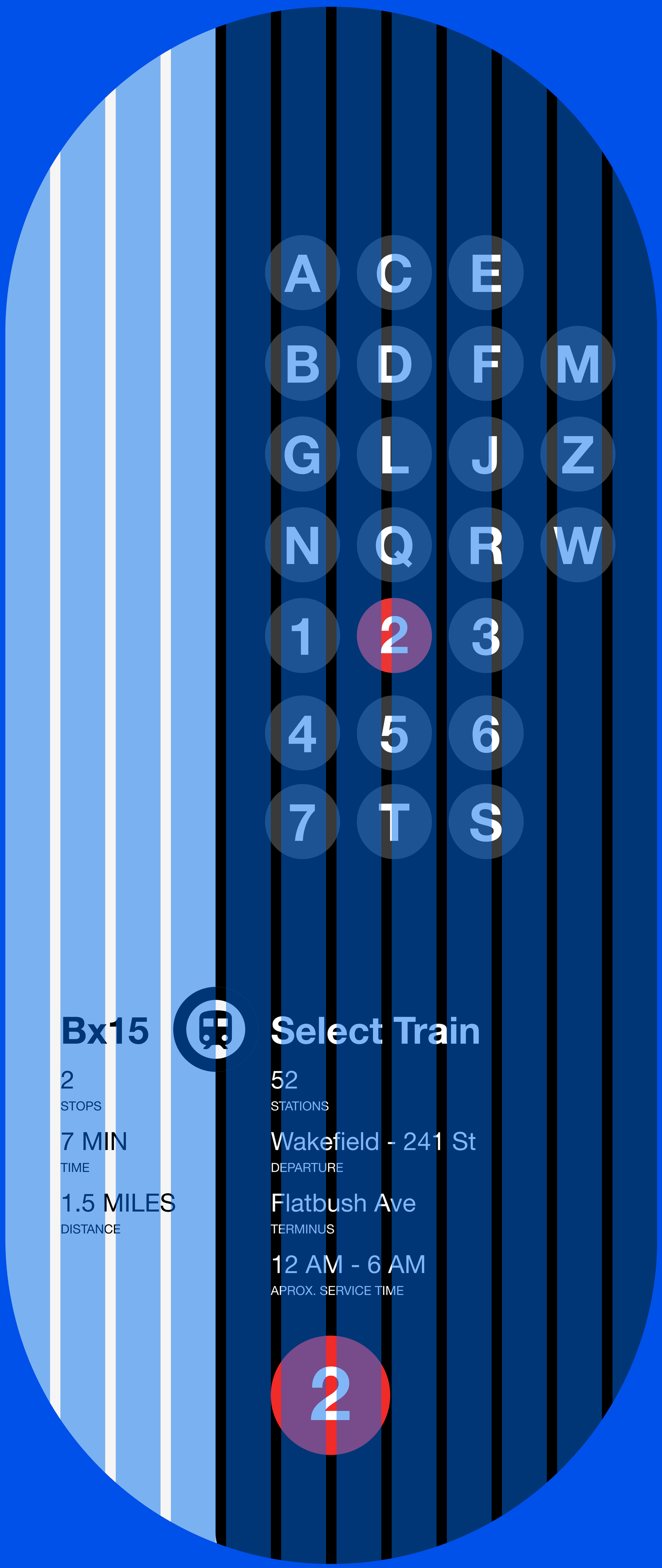
Braille Kiosk



SPECIFICATIONS

Layout Grid

Bus Hub



Device Mock Ups

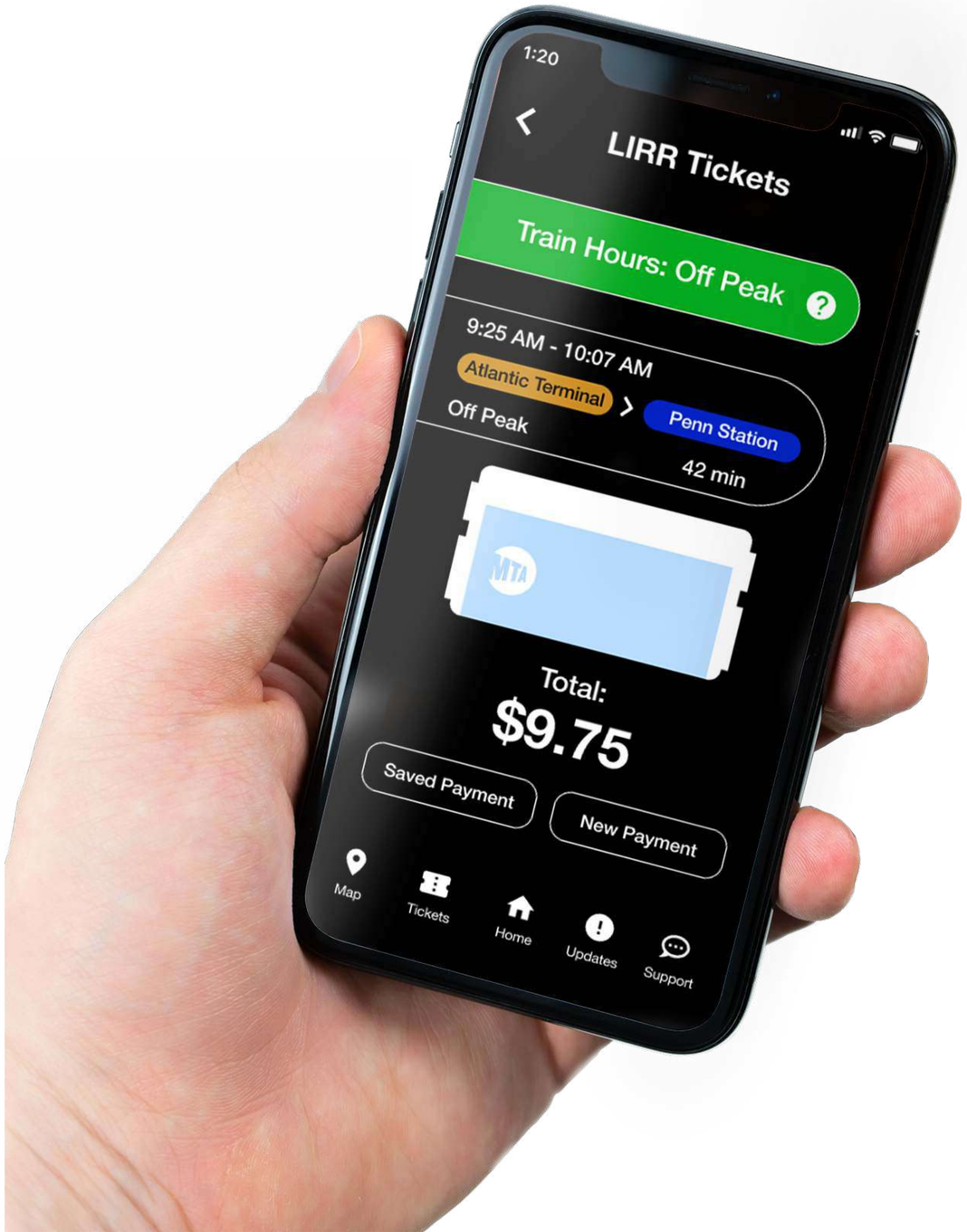
8

SPECIFICATIONS

Device Mockup

App

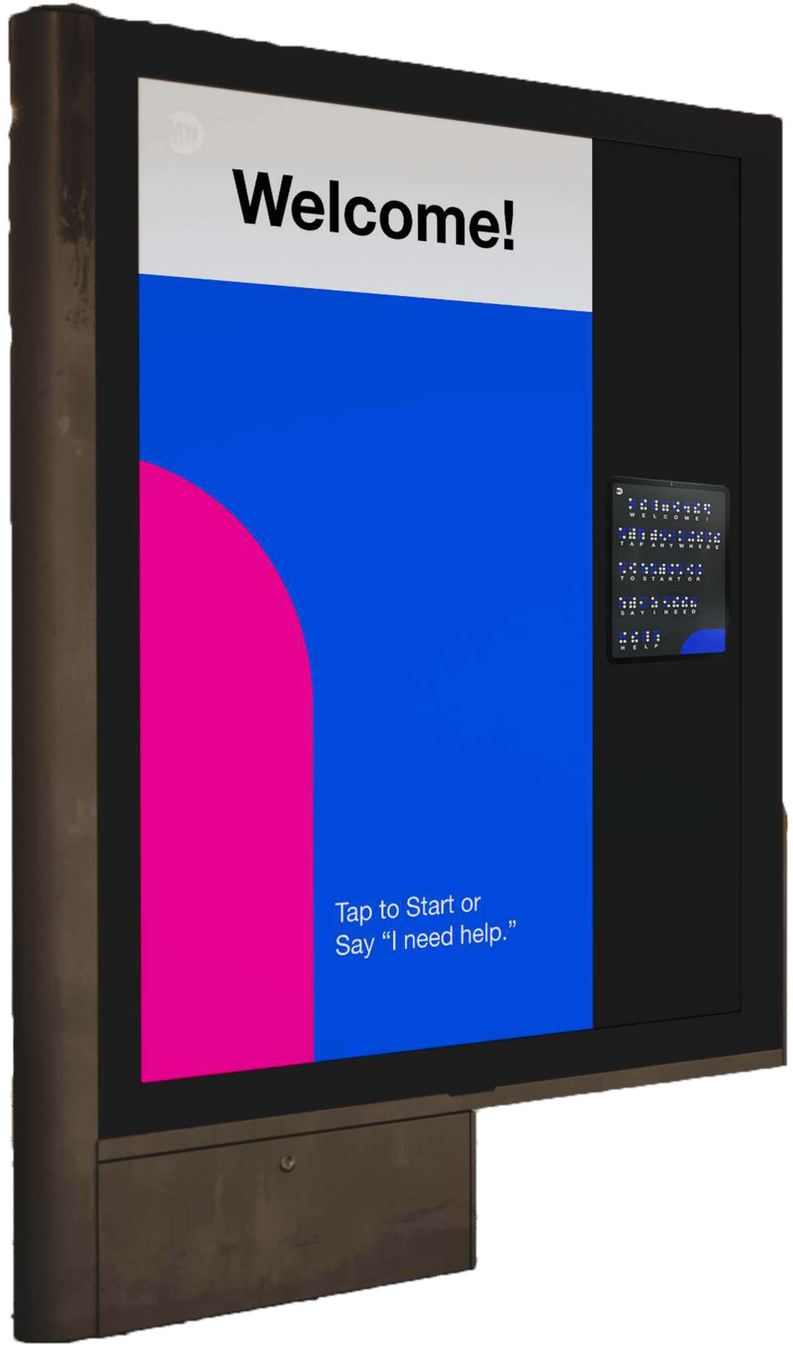




SPECIFICATIONS

Device Mockup

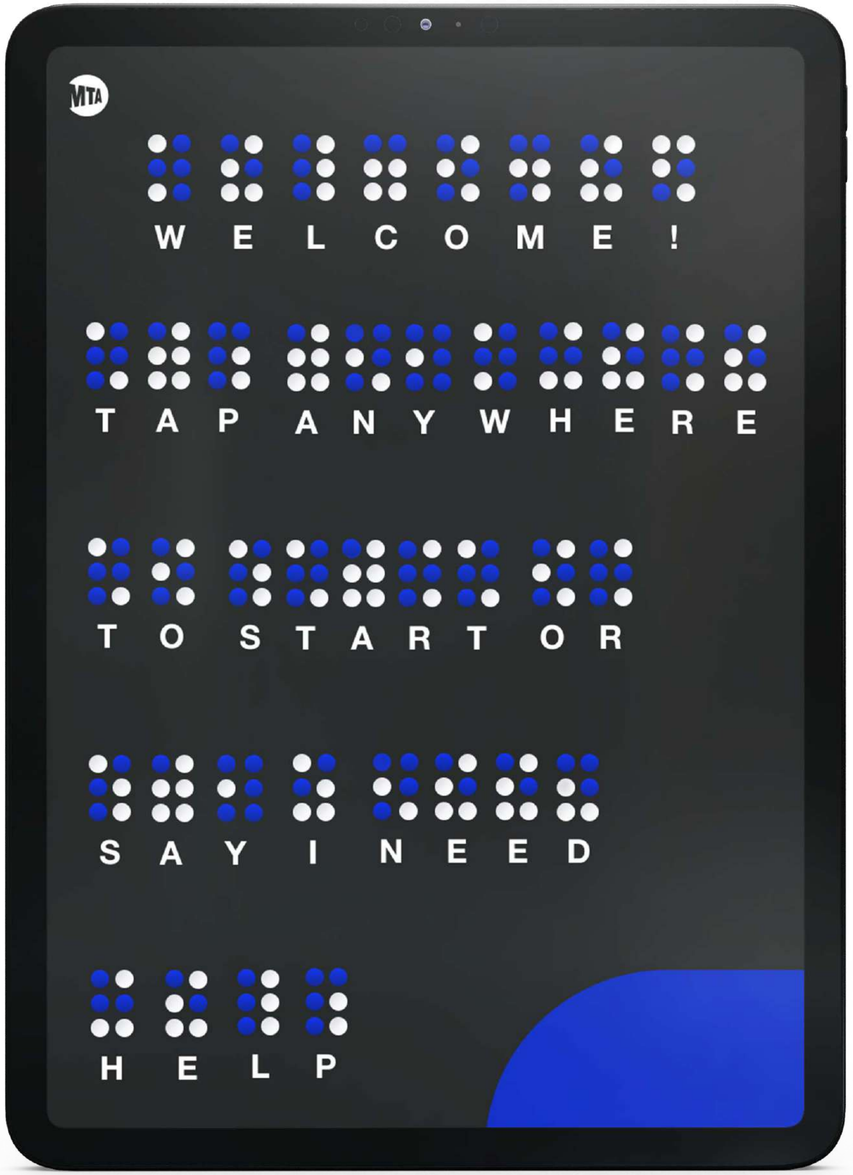
Kiosk



SPECIFICATIONS

Device Mockup

Braille Kiosk



SPECIFICATIONS

Device Mockup

Bus Hub



Thank You

