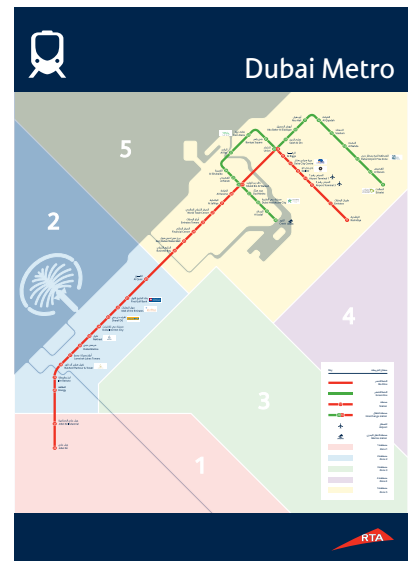


**Company:** Transport Design Consultancy



**Project:** Dubai Metro

Dubai Metro which opened in September 2009 is the first railway in the United Arab Emirates and likely to be the largest fully automated Metro system in the world when services are fully operational. The wayfinding challenge for Transport Design Consultancy (TDC) was to establish a system that would be easily understood by a local population not generally used to travelling on public transport and navigating large stations and interchanges. The design of the signing system including applied graphics was based on the primary needs to identify and inform; accessibility criteria; information hierarchy at different stages of the passenger journey; and the visibility and placement of signs within decorative station interiors. Together the application of these principles has resulted in a unified system capable of being consistently rolled out across Dubai Metro as new lines come into operation and new stations opened. Key to the clarity and striking appearance of the signage system is the use of a new dual-language font, which TDC commissioned from specialist typographers Dalton Maag. The new font is a bespoke Arabic typeface that includes a complementary Latin version for English text. Both Latin and Arabic characters were designed concurrently to ensure their kinship. The Arabic text needed to appear modern and forward looking, while maintaining a sobriety in script traditionally routed in calligraphy. TDC's subsequent designs for pictograms and arrows are clearly defined for barrier-free access and match the style and weight of the font.



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