

# Accessible Station Maps



DF Rail Media

# Why do we think it's important that maps are accessible?

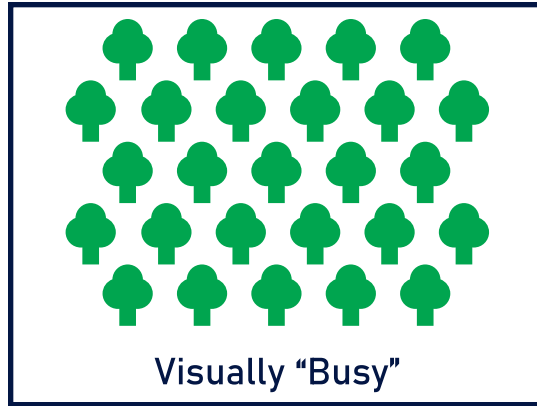
Well, we think that there are two reasons. Firstly, that the Equality Act 2010 requires all station operators to take reasonable steps to ensure that they do not discriminate against disabled people (UK Guidance on Accessible Rail Transport). That's the legal reason, but really, we think that the most important reason is the second.

Rail should be accessible to all people equally, and to help us meet that goal, maps should be a tool which can be used by anybody, easy to read and simple to understand.

We set ourselves the mission of creating maps which meet that brief. As uncluttered as possible and easy to use as we could design them. We've designed icons which limit the reliance on written information and attempted to prioritise contrast in design.

Interested in what we've created?

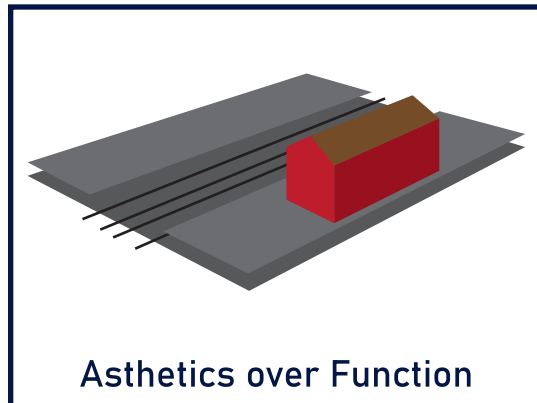
## Some of the problems with other maps



Too often, map makers will fill blank space with icons to denote green spaces or other features. While this is visually appealing, these patterns can detract from the visual simplicity of a map, and make the actual information hard to find. We believe that clear and minimal maps are the answer to this problem.



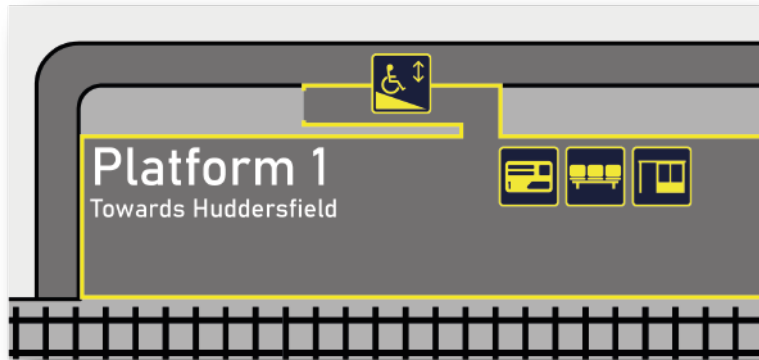
How many times have you looked at a map and thought, well where do I find that? Maps aren't just a depiction of the space, they're a tool for wayfinding. If you're missing the features your customers need, your map isn't doing the heavy lifting you need it to. We believe in building tools for functional wayfinding.



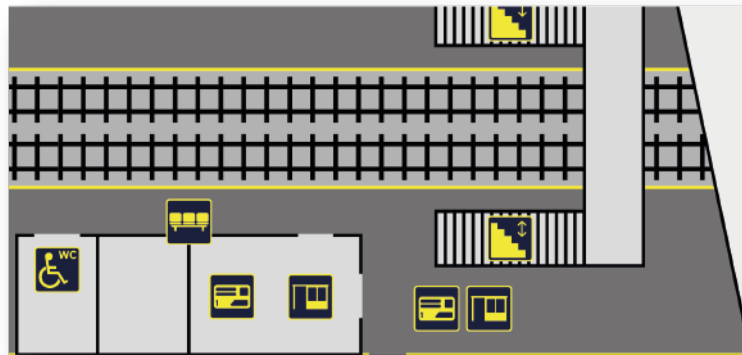
3D assets, beautiful gradients and intricate detail, all of these can make your maps look great. But we can't let looks overtake functionality. We believe it's possible to build attractive maps, with brand identity incorporated, but which are clear, bold and easy to use for all of your customers.



Clear, bold and intuitive iconography to highlight the location of key features around the station. The use of a standard format with high colour contrast means that these features can be easily located with little effort by passengers.



A clean design, featuring only key elements, and a limited range of colours, removes the risk of passengers being unable to find what they need in amongst the clutter that can sometimes be found on other maps.



Maps which accurately reflect the geography of the station are a far better tool for navigation. We aim to accurately portray distances and routes between features while keeping our maps simple and easy to navigate themselves.

What do our accessible station maps offer?

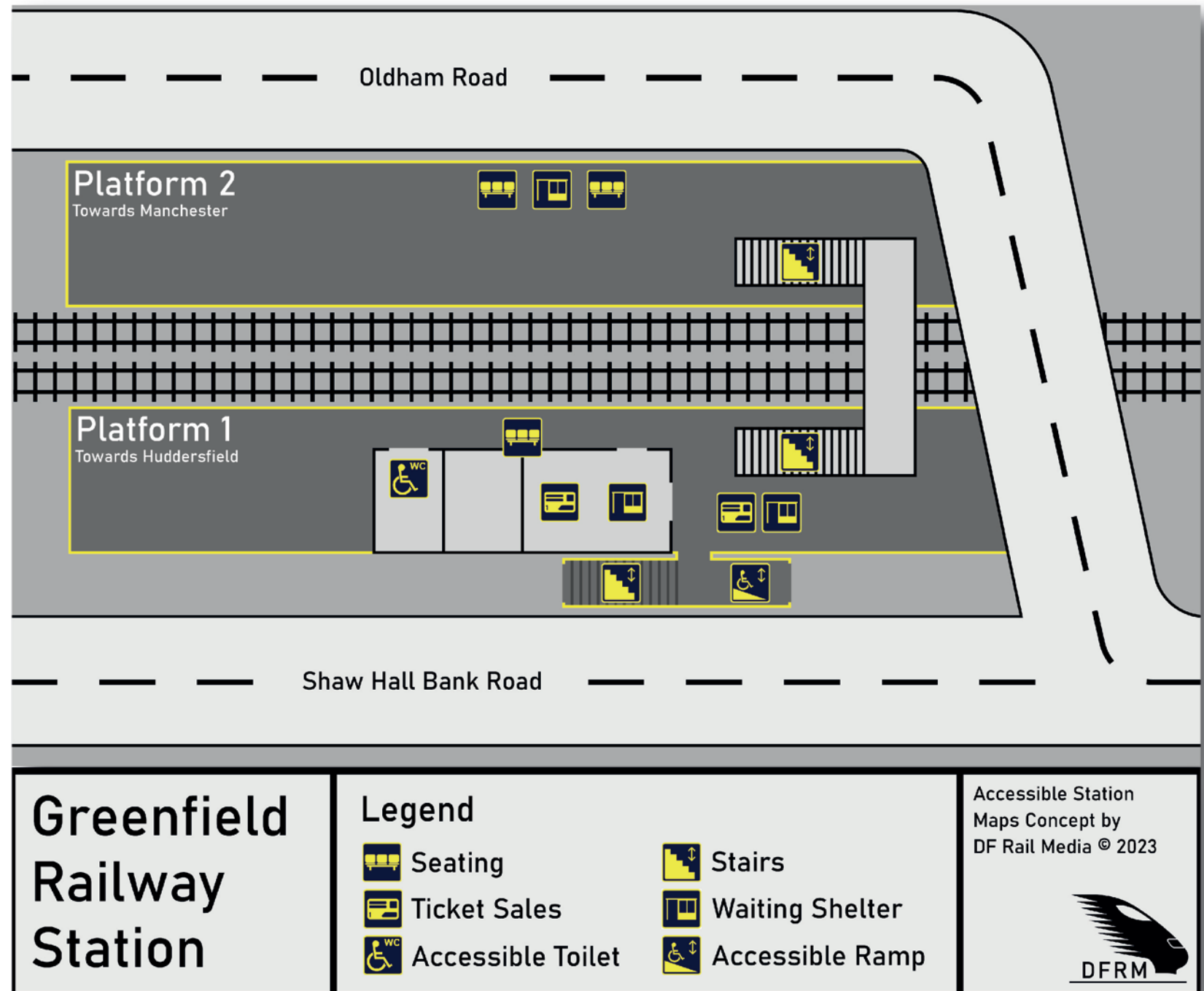
# Small Station Example

For this example, we've looked at Greenfield Station in West Yorkshire.

The station consists of two platforms connected by an overbridge, with a small booking office structure on one side, and waiting shelters on both and a single access point.

For general features we've highlighted the locations of ticket purchasing locations, waiting areas and toilet facilities.

For accessibility features, we've shown the location of seating, ramped access and stairs. Given the direction of travel on the lines at this location, we've also chosen to additionally highlight direction of travel on each platform by key destination for this route.



# Large Station Example

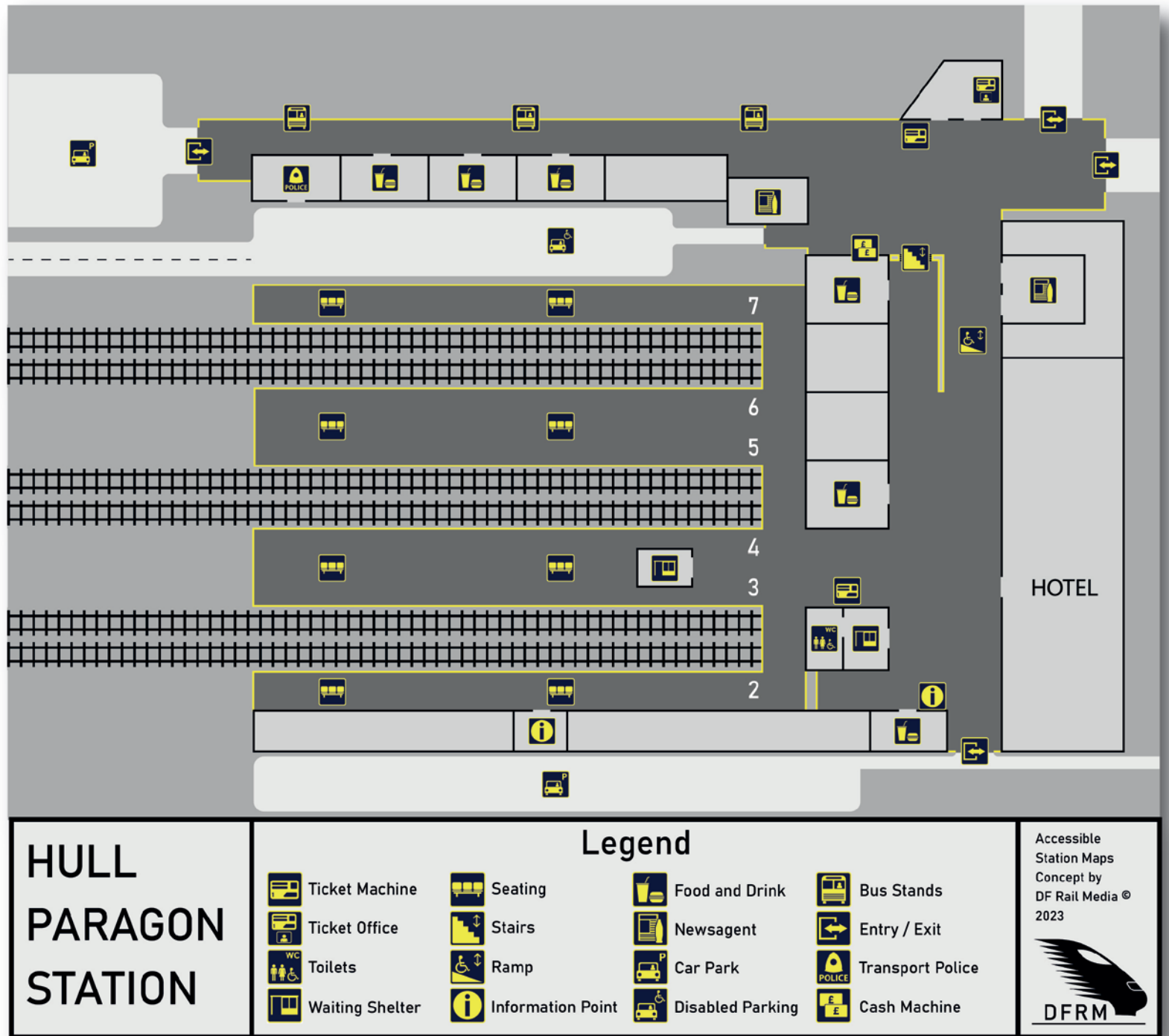
For a larger station, we tackled Hull Paragon Interchange in Kingston-upon-Hull.

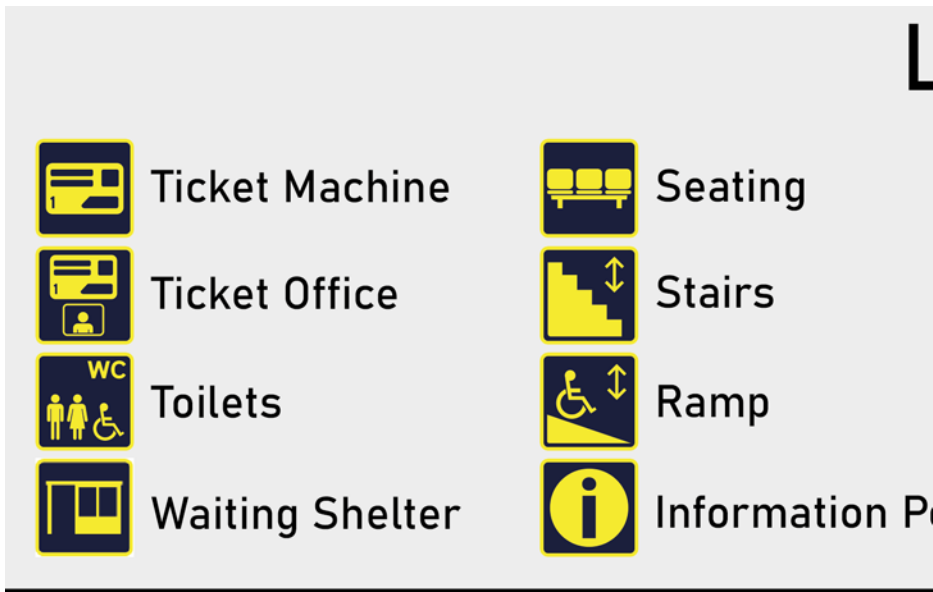
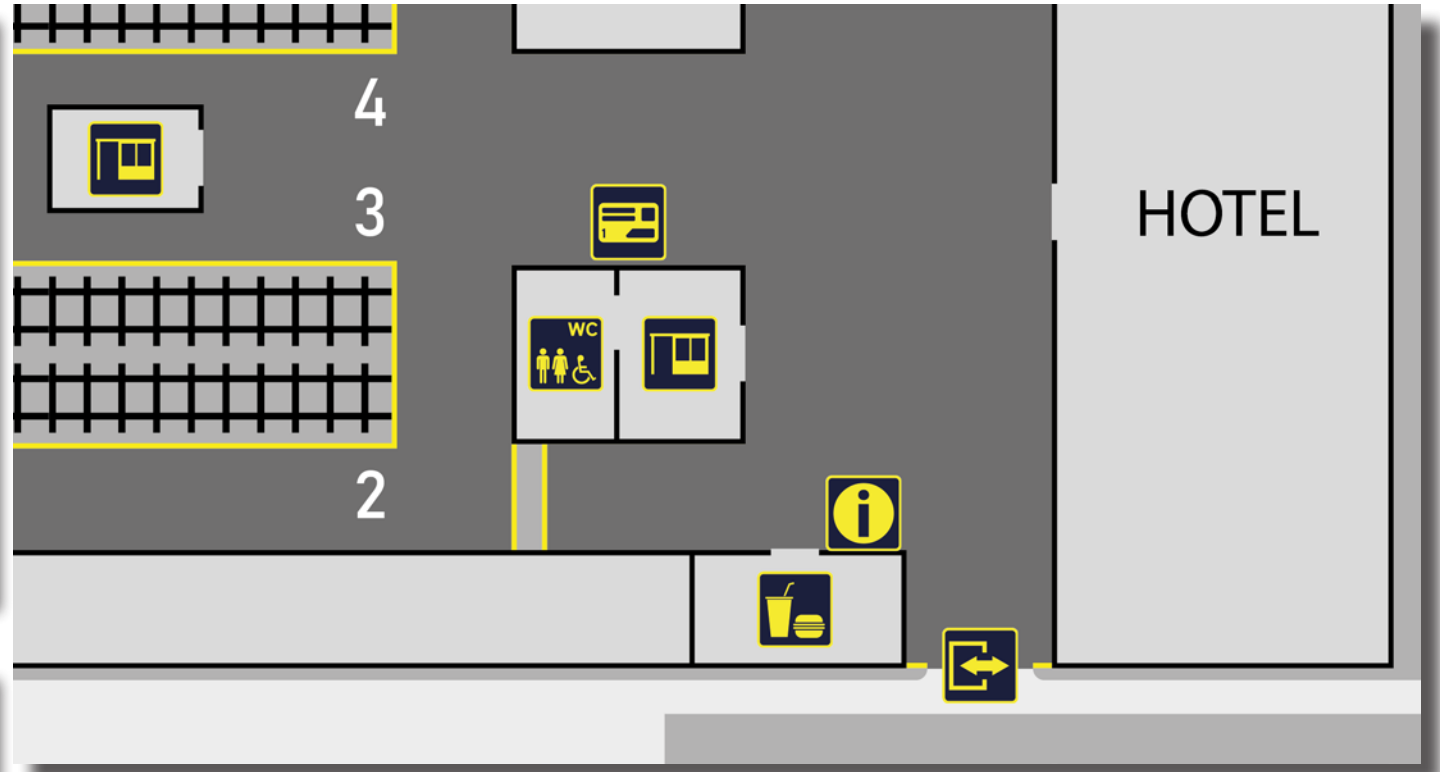
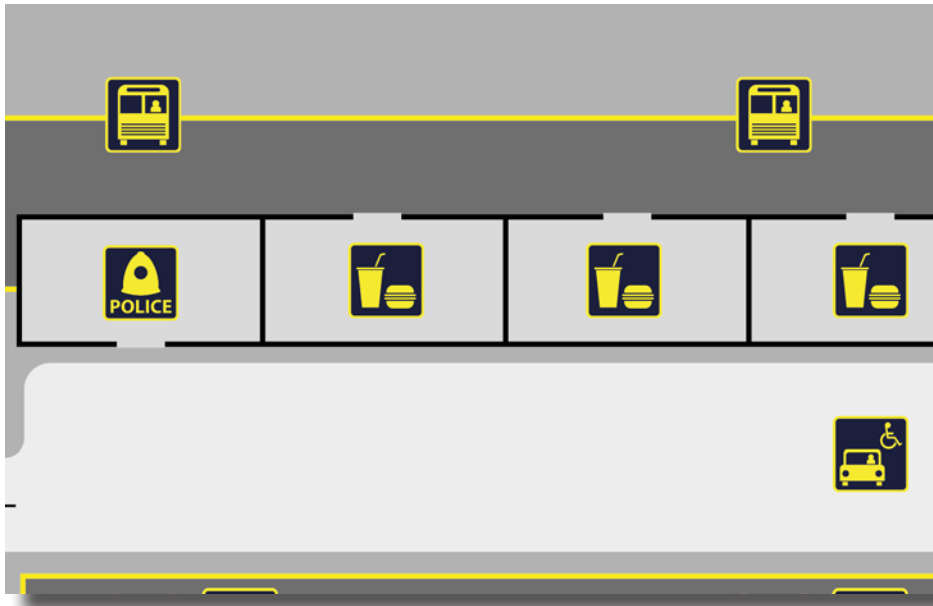
The station consists of six platforms on a single level, with many retail outlets and other station facilities. The station also includes an integrated bus station and British Transport Police station.

We've used seating icons to highlight areas where seating is located, instead of individual benches to keep the map clean.

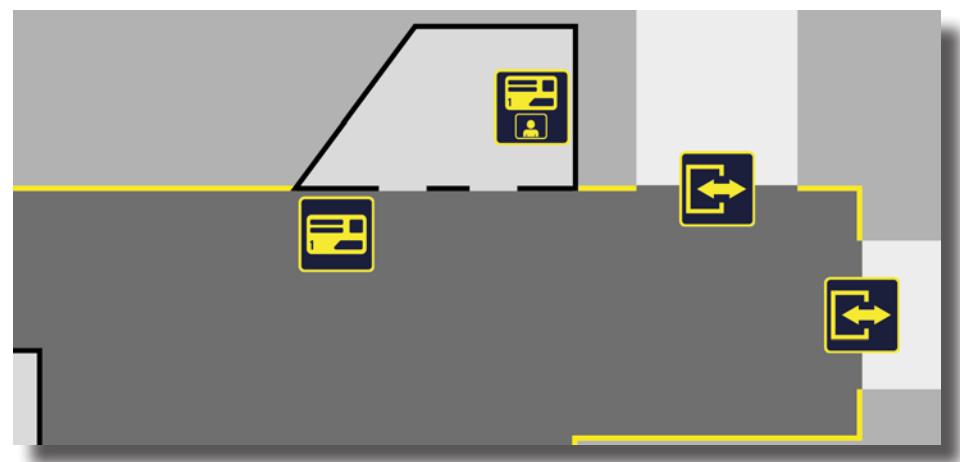
We also used icon variants to show where tickets are sold from a vending machine and from a clerk at a ticket office.

All of our maps are produced in vector formats, so images can be scaled as desired, from web to poster case with no quality loss.





Hull in detail

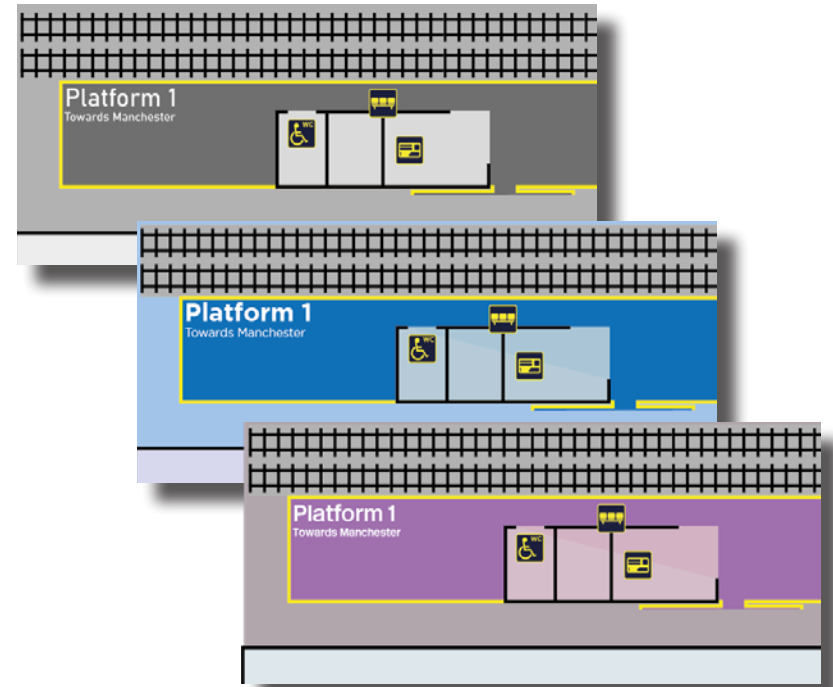


## Can our maps align to your brand?

We won't lie, we love the color scheme and aesthetic which we've chosen for our maps, but to let you in on a secret, we're really not precious about it.

If you want to work with us, we'll engage with you to align our maps with both your house style and your branding. Just like we're proud of what we've created, you are too, and anything new you introduce needs to mesh with your existing collateral and feel like it belongs. Logos, colour schemes and any additional features you require can all be incorporated.

Working with you we'll produce proofs to align with your own content, while ensuring that we don't lose the features and ease of use which we think makes our maps so appealing.



### Explore our station!



Seating



Ticket Sales



Accessible Toilet



Stairs



Waiting Shelter



Accessible Ramp





# Interested? Get in touch.

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