

**EXPO2005 GUIDELINES
FOR
OFFICIAL PARTICIPANTS**

GL 4-10

**Guidelines for Use of Uniform Signage within the Site
of the 2005 World Exposition, Aichi, Japan**

(August 2004)



Japan Association for the 2005 World Exposition

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1. General rules

(1) Purpose

These Guidelines set forth the standards regarding the design of signage to be installed at the site of the 2005 World Exposition, Aichi, Japan (hereinafter referred to as “the Exhibition”) and in surrounding Exhibition-related areas, so as to create a venue environment that is comfortable and easy to understand for visitors, while ensuring a harmonious landscape within the site.

(2) Scope

These Guidelines shall apply to the entire field of design of signage to be installed by the Japan Association for the 2005 World Exposition (hereinafter referred to as “the Association”) in and outside the Exhibition site, and shall be referred to by official participants when they decide the languages and pictograms used for signage to be installed in and outside their pavilions.

These Guidelines shall also apply correspondingly to signage to be installed in Exhibition-related areas in the vicinity of the Exhibition site, with exception of signs to be installed in parking areas and on service and open roads in accordance with the ordinance concerning road signs, demarcation lines and road markings.

2. Categorization of signage

Signs used for the Exhibition shall be categorized as follows:

(1) Name signage

Signs attached to facilities to indicate the name of the facility and to denote the location of the facility

(2) Directional signage

Signs installed along visitor traffic routes to indicate directions to facilities

(3) Informational signage

Maps and other signs showing the locations of facilities and their relative positions

(4) Regulatory signage

Signs needed to regulate visitor behavior through prohibition, mandatory instruction, warning etc.

(5) Other signage

Signs for the handicapped, signs for staff, temporary signs etc.

3. Languages used

The Exhibition is expected to receive visitors from various countries. It is therefore necessary to design informational and directional systems that will help visitors from as many countries as possible enjoy the Exhibition comfortably, not only in terms of interpreters, attendants and brochures, but also in light of facilities such as signs, direction boards and name signage. To these ends, languages used for signage shall be as follows:

(1) Languages used

- 1) Signs relating to information desks shall be written in six languages: Japanese, English, Chinese, Korean, French and Spanish. These languages shall be arranged in the following order:

(* Signs relating to information desks include name signage of information desks, descriptions of information desks in map legends, and directional signage of information desks, to be installed either by the Association or by the official participants.)

1st : Japanese

2nd : English

3rd : Chinese (Simplified characters)

4th : Korean

5th : French

6th : Spanish

- 2) Major signs related to facilities used by general visitors (main facilities, such as the Common Loop, Gates, Global Commons and Zones, transport facilities, service facilities etc.) shall be principally written at least in Japanese and English, preferably in four languages by adding Chinese and Korean. In such case, these languages shall be arranged in the following order:

1st : Japanese

2nd : English

3rd : Chinese (Simplified characters)

4th : Korean

- (2) Details of name signage of pavilions of official participants shall be in accordance with GL 4-10-1 "Guidelines on Pavilion Name Signs."

4. Fonts

Fonts to be used for signage are given below:

These fonts were selected not only on the basis of functional considerations, such as visibility and comprehensibility, but also of whether the font is suited to the atmosphere of the Exhibition. With natural forms reminiscent of brush-written characters, the Japanese-language font conveys the feel of Japan and high quality. For English, French, Spanish languages and Arabic numerals, the Association selected a font that is traditional, but that goes comfortably with the Japanese font when the languages are used together on signs. For Chinese and Korean languages, fonts similar to the Japanese font were selected.

- (1) Japanese
Ryobi Imagix Now MB

美しく綴る日本語フォント

- (2) English, French, Spanish and Arabic numerals
Adobe Rotis Semi Serif 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&!?,.,:;(){}@

- (3) Chinese
Apple Hei

相关网站分类

- (4) Korean
Apple Gothic

웹페이지 검색

5. Pictograms

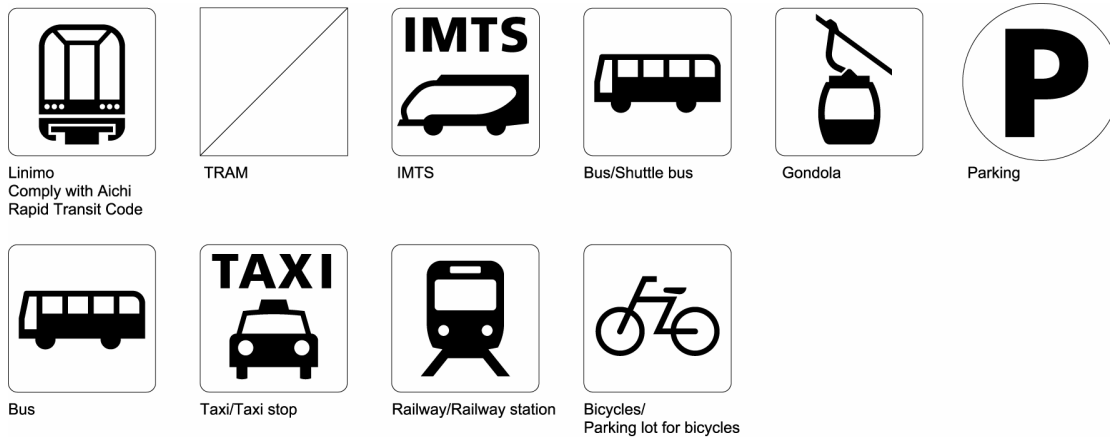
Pictograms to be used are given below:

Most of these pictograms were selected from the public information symbols (JIS Z8210: established on March 20, 2002) specified by the Japan Industrial Standards (JIS). For graphical symbols not specified by JIS, or special symbols specific to the Exhibition, new pictograms were created.

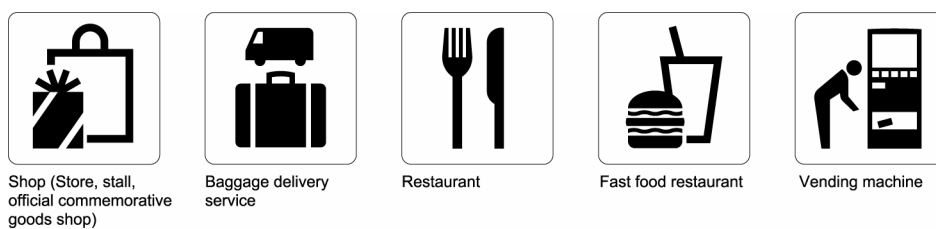
(1) Public facilities



(2) Transport facilities



(3) Service facilities (commercial facilities)



*Pictogram of TRAM will be drawn up upon finalization of body shape design.

(4) Safety



(5) Warning



(6) Prohibition



General prohibition



No smoking



No open flame



No entry



No parking



No bicycles



No admittance/
No unauthorized entry



Do not rush



Do not touch



Do not throw rubbish



Not drinkable



Do not use mobile phones



Do not use
electronic devices



No photographs



No flash



No baby carriages



No swimming



No camping



No food or
drink allowed



No pets

(7) Mandatory



General mandatory



Quiet please



Please stand on left



Please stand on right



Line up in twos



Line up single file

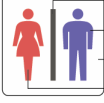


Line up in threes



Line up in fours

6. Colors

Category of pictograms	Reference colors/values
- Public facilities (excluding rest rooms and information desks) - Transport facilities - Service facilities  Sign-base Green White	Sign-base Green  PANTONE : 341C DIC : F-306
- Information desk  Sign-base Green White	* If pictogram figure and background color are reversed, such reverse design shall be used for all pictograms in the same category. There should be sufficient difference in brightness between the substitute colors to ensure clear contrast.
- Rest rooms  Toilet: gray Toilet: Blue White Toilet: Red	Toilet: Blue  PANTONE : 2735C DIC : F-209
- Men's room  Toilet: Blue White	Toilet: Red  PANTONE : 193C DIC : N-725
- Women's room  Toilet: Red White	Toilet: gray  PANTONE : 433C DIC : 541
- Safety (Evacuation)  JIS Green White	JIS Green  PANTONE : 335C DIC : F306
- Safety (Emergency, fire control)  JIS Red White	JIS Red  PANTONE : 186C DIC : F101
- Prohibition  JIS Red Black White	
- Warning  JIS Yellow Black	JIS Yellow  PANTONE : 123C DIC : F181
- Mandatory  JIS Blue White	JIS Blue  PANTONE : 2945C DIC : N-890

*Sept. 7, 2004

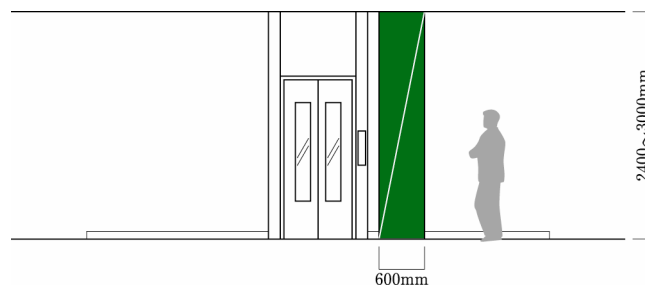
- "EXPO Green" was renamed "Sign-base Green."
- Toilet: Previously assigned colors (blue and red) have been changed.
- Toilet: The color has been changed to gray.

7. Examples of signage installation

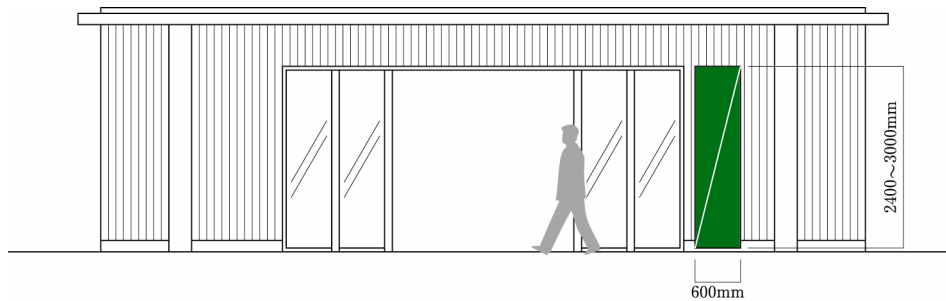
Signage shall be installed using the following examples for reference.
Signage position shall be determined at the planning stage in consultation with the Association.

Example installation positions

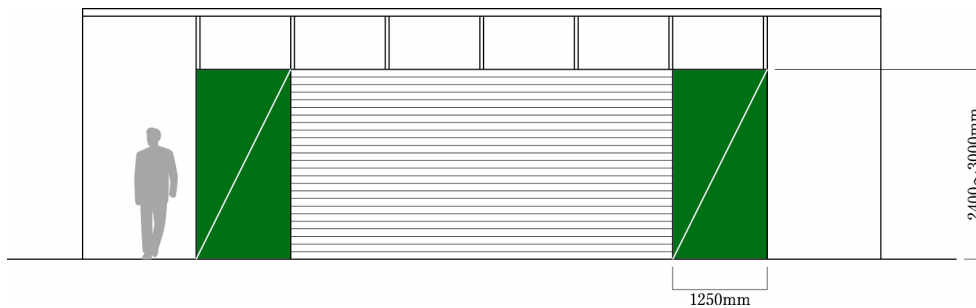
(Elevator)



(Building)



(Rest room)



8. Symbol marks, logotypes and mascot characters

The use of symbol marks, popular name design and other logos and mascot characters associated with the Exhibition shall accord with GL 2-1 “Guidelines for the Usage of Logos of EXPO 2005 Aichi” and the Design Manual.