



# **SAFETY STANDARDS**

## **DECAL SOLUTION**

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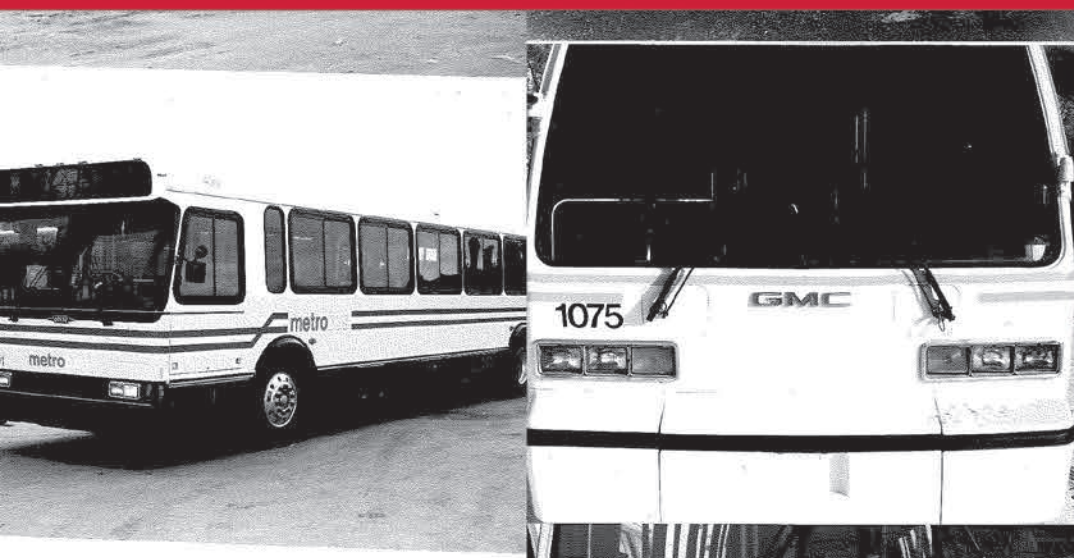
*Making safety the priority*

**SeifertTransitGraphics**  
A division of Seifert Graphics Inc

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## ROOTED IN TRANSIT



The journey began in 1990, when Seifert Graphics Inc. was formed to serve Orion Bus Industries in central New York. Through this partnership, a large decal drawing archive was formed as Orion built vehicles for new customers from around the world.

**WATCH  
YOUR  
STEP**

Watch Your Step

**WATCH YOUR STEP/ WELCOME ABOARD**  
**PISE CON CUIDADO/BIENVENIDO A BORDO**

WATCH  
YOUR  
STEP

**WATCH YOUR STEP**  
*Welcome Aboard*

PLEASE WATCH YOUR **STEP**

Watch your step  
**Kneeling Bus**

**Watch Your  
Step**

**WATCH YOUR HEAD**

**STEPPING INTO A**  
**STANDARD** 

The idea of a standard decal package was born from inventory. At one time, there were over forty different "Watch Your Step" decals sitting on the shelves.

Whether it be design, color or size, each one of our customers had a different requirement for their "Watch Your Step." Research revealed what was missing from every one of these designs: **SAFETY.**





## SAFETY FIRST

Safety begins by alerting passengers, operators and maintainers to potential hazards. Designing for hazards starts with the American National Standards Institute's (ANSI) design standard for safety labels.

The ANSI standard defines specific requirements for each element on a safety label. Using this standard, each transit decal in our archive was redesigned for regulation and safety.

### ANSI DECAL DEVELOPMENT WORKSHEET

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SUBJECT Watch Your Step

ACCOUNT Huge

DECAL SIZE

Overall dimensions are determined by the letter size, which is relative to viewing distance.

Space Constraints - W X H

DECAL TYPE & COLOR (choose 1)

- ☐ Danger - The hazardous situation WILL cause serious injury or death.  
☐ Warning - The hazardous situation COULD cause serious injury or death.  
☒ Caution - The hazardous situation WILL cause minor or moderate injury.  
☐ Notice - The information does not reference a hazardous situation.  
☐ Safety Instructions - The information is an instruction or a procedure.

SYMBOL DEVELOPMENT  
Safety symbols should be readily understood and should effectively communicate the message.



- ☐ ADA Compliant  
Decal follows all ADA guidelines.
- ☒ Safety Red  
☒ Safety Orange  
☒ Safety Yellow  
☒ Safety Blue  
☒ Safety Green
- ☐ Black ☐ White  
☐ Black ☐ White  
☐ Black ☐ White  
☐ Black ☐ White

STG # STG63001 DATE 2/14/16

VEHICLE All major models



## SYMBOLS

Three distinct principles are used to convey intended safety symbol meaning: consistency of visual design, legibility, and comprehensibility.



### Human Figure

The basic human figure is based on a grid system composed of uniform squares, or units.



### International Symbols

AIGA accepted and regulated international symbols always used as the best option

## SIGNAL WORDS

Signal words are classified according to the relative seriousness of the hazardous situation.

**⚠ DANGER** The hazardous situation **WILL** cause serious injury or death

**⚠ WARNING** The hazardous situation **COULD** cause serious injury or death

**⚠ CAUTION** The hazardous situation **COULD** cause minor or moderate injury

**SAFETY** The information is an instruction or a procedure

**NOTICE** The information does not reference a hazardous situation

## WHITE BORDER

The white border contrasts most surfaces.

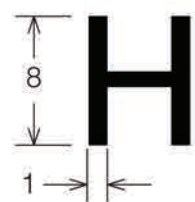


## FONT

Consistent with legibility regulations and suggested requirements. One font is used on all decals (Univers).

## CORNER RADIUS

To achieve prolonged life by preventing vandals from picking sharp 90° corners.



## FONT STROKE

The font stroke to width ratio is consistent with the legibility regulations and suggested requirements.

## WORD MESSAGE PANEL

Size is determined by viewing distance. To reduce that amount of words, it's written in a headline style and in an active voice. Avoiding prepositional phrases.

## SAFETY COLORS

Only ANSI safety colors are used on safety standard decals. Colors are classified according to the hazardous situation, as listed above.

 **Safety Red**

 **Safety Green**

 **Safety Orange**

 **Safety Blue**

 **Safety Yellow**

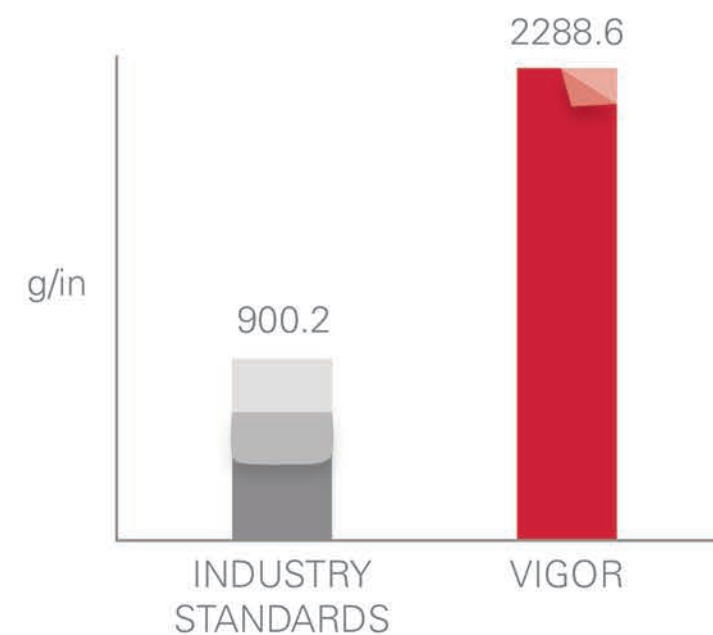
 **Safety Black**



## STICKING WITH IT

Commonly used decal adhesives have proven difficult to adhere on vehicle interior surfaces. The Vigor adhesive is designed to stick to all stubborn surfaces commonly found on the inside of vehicles. All Safety Standard decals are manufactured with Vigor adhesive.

ADHESION PULL TEST







## REFLECTING **SAFETY**

Reflective decals are designed for increased visibility and legibility in dark or low light conditions. Safety Reflective offers a significantly wider viewing angle compared to industry standard reflective. This material, which is used on all reflective Safety Standard decals, is intended to assist first responders and other drivers.



Industry Standard

Safety Reflective



## GLOSS



STG53012

## MATTE



STG53052

# SAFE FINISH



Depending on the location, the finish of a decal matters. Interior decals in the Safety Standards package utilize a matte finish to meet ADA requirements for legibility. The exterior decals, whether opaque or reflective, have a gloss finish so they can be easily cleaned.

A VIGOROUS MATERIAL FOR STUBBORN SURFACES



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## QUALITY ASSURANCE



Regardless of warranties, many materials look and feel the same. Up until now confirming the material makeup of decal was a challenging, time consuming process. The Safety Standard decals include a straightforward quality assurance program. Simply flip the decal over, see the Safety Standard logo imprinted on the back and be assured that it's covered by a 5-year unconditional replacement warranty.







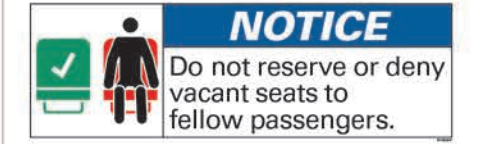
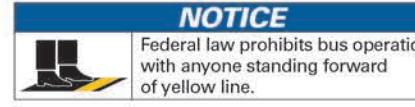
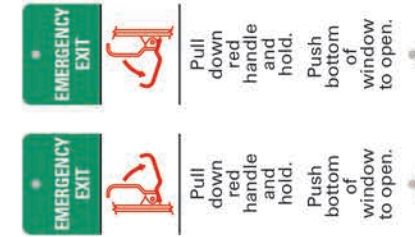
## SAFETY ESSENTIALS

There are only a select few decals that are federally regulated to be on a transit vehicle. Beyond those regulated decals, there is no reference for what safety decals should be included on a vehicle. The Safety Standards Essentials List contains the regulated decals and the minimum safety decal requirements for the transit industry.



# INTERIOR DECALS

STG#	DESCRIPTION	LOCATION	SIZE	QTY
STG17168	EMERGENCY EXIT INSTRUCTIONS (LEFT FACING)	LEFT HANDLE EMER EXIT WINDOWS	1.5" x 6"	4
STG17570	EMERGENCY EXIT INSTRUCTIONS (RIGHT FACING)	RIGHT HANDLE EMER EXIT WINDOWS	1.5" x 6"	4
STG17561	EMERGENCY EXIT	ON ALL EMERGENCY EXIT WINDOWS	5.375" x 0.5"	8
STG53001	CAUTION WATCH YOUR STEP (SAFETY STANDARD)	ALL RISERS	12" x 3"	2
STG53002	NOTICE STAND FORWARD OF YELLOW LINE (SAFETY STANDARD)	DRIVER DESTINATION PANEL	17" x 4"	1
STG53003	NOTICE PRIORITY SEATING (SAFETY STANDARD)	ON FIRST/SECOND WINDOW	17.5" x 5"	2
STG53004	WHEELCHAIR SEATING AREA (SAFETY STANDARD)	ON FIRST/SECOND WINDOW	17.5" x 5"	2
STG53006	DO NOT TALK TO OPERATOR (SAFETY STANDARD)	DRIVER DESTINATION PANEL	10" x 2.5"	1
STG53007	SECURITY CAMERA (SAFETY STANDARD)	ITS BOX & REAR PANEL	6.5" x 4"	2
STG53008	STAND CLEAR OF DOORS (SAFETY STANDARD)	REAR PASSENGER DOORS	10" x 2.5"	2
STG53011	CAUTION STAY SEATED/HOLD WHILE IN MOTION (SAFETY STANDARD)	ITS BOX & REAR PANEL	11" x 4.5"	2
STG53012	DO NOT CROSS IN FRONT OF BUS (SAFETY STANDARD)	NEAR FRONT PASSENGER DOOR	7.5" x 3"	1
STG53013	FIRE EQUIPMENT W/ ICON (SAFETY STANDARD)	NEAR FIRE EQUIPMENT	8" x 2.25"	1
STG53015	NOT A SEAT (SAFETY STANDARD)	ON WHEEL TUBS	4.675" x 1.5"	1
STG53016	ASSAULTING A BUS OPERATOR (SAFETY STANDARD)	DRIVER DESTINATION & REAR PANEL	11.25" x 3.75"	1
STG53017	DO NOT RESERVE SEATS (SAFETY STANDARD)	ON SIDE DESTINATION SIGN	11.25" x 3.75"	1
STG53020	FASTEN SEATBELT (SAFETY STANDARD)	DRIVER AREA	4.25" x 1.5"	1
STG53021	BUS HEIGHT	DRIVER AREA	11.25" x 3"	1
STG53042v	PULL CORD TO SIGNAL STOP (SAFETY STANDARD)	BELOW BRACKETS	0.75" x 2.625"	12
STG53043	EXIT DOOR (SAFETY STANDARD)	REAR PASSENGER DOORS	11.75" x 2"	1
STG53049v	WAIT FOR LIGHT (SAFETY STANDARD)	REAR PASSENGER DOORS	5" x 1.75"	1
STG53093	NO SMOKING OR VAPING	DRIVER DESTINATION & REAR PANEL	8.5" x 3.25"	2
STG53094	NO SMOKING OR VAPING/EATING/DRINKING	DRIVER DESTINATION & REAR PANEL	15.75" x 3.5"	2



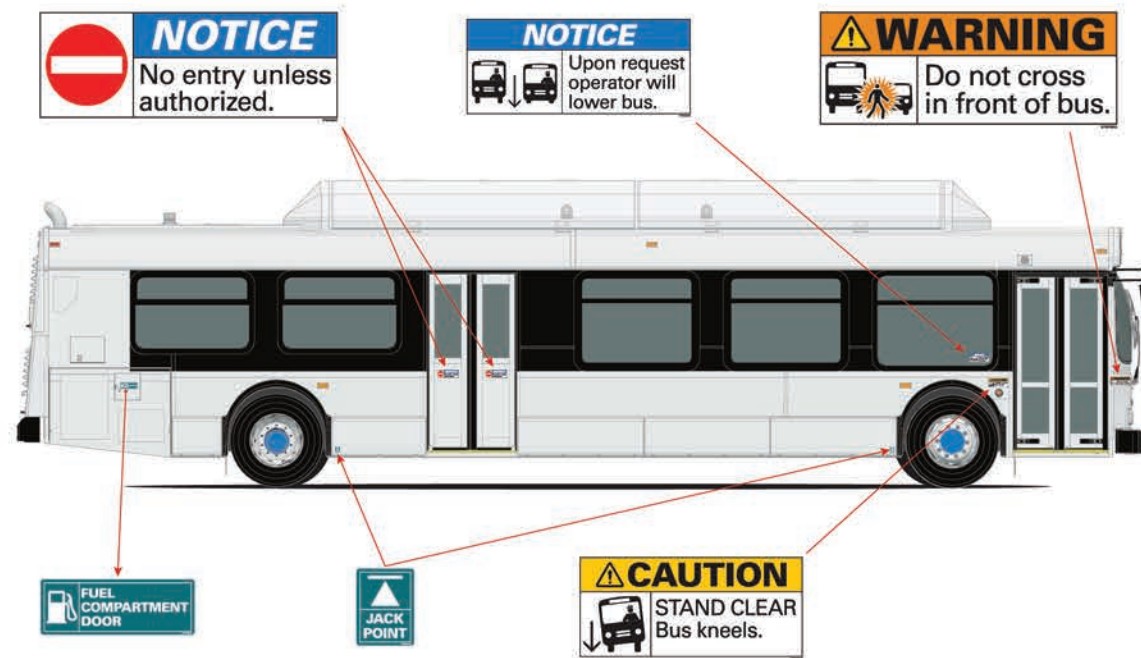


EXTERIOR DECALS

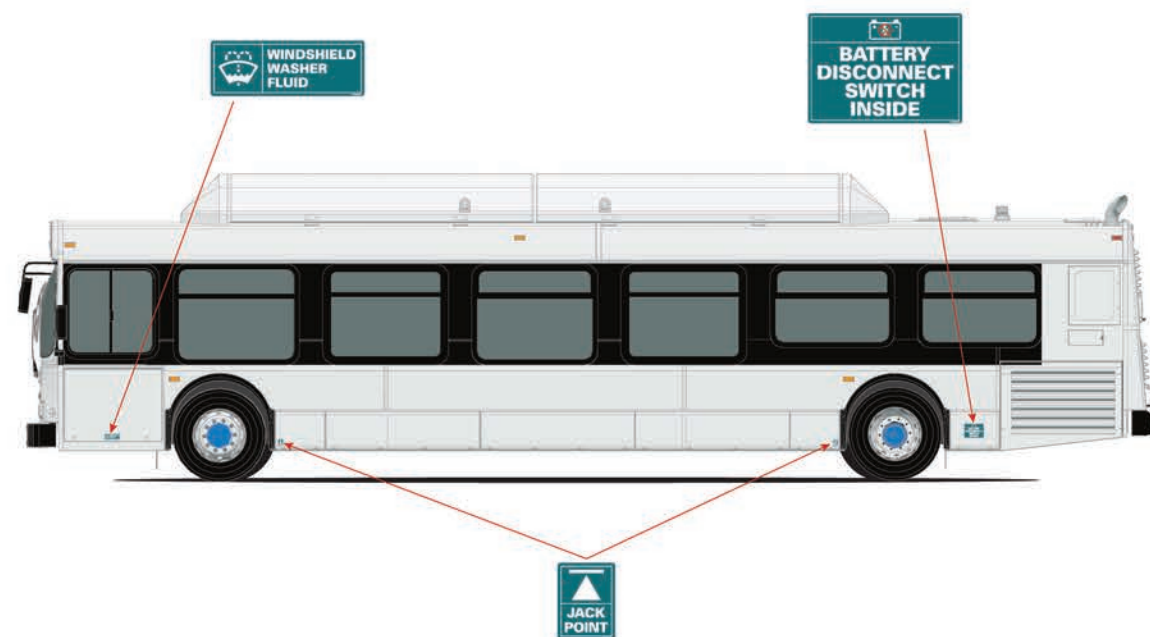
STG#	DESCRIPTION	LOCATION	SIZE	QTY
STG10146	AMBER REFLECTOR	FRONT CORNERS	4.435" x 1.64"	4
STG10147	RED REFLECTOR	REAR CORNERS	4.435" x 1.64"	4
STG13945	ADA HANDICAP LOGO	FRONT CORNER & REAR	6" x 6"	2
STG53026	OPERATOR WILL LOWER BUS (SAFETY STANDARD)	NEAR FRONT PASSENGER DOOR	8.5" x 3.75"	1
STG53027	NO ENTRY (SAFETY STANDARD)	REAR PASSENGER DOORS	8" x 3"	2
STG53028	BATTERY DISCONNECT SWITCH INSIDE	BATTERY DOOR	7" x 5"	1
STG53029	WIDE TURNS AND FREQUENT STOPS (SAFETY STANDARD)	REAR	19.75" x 7"	1
STG53031	STOPS AT ALL RAILWAY CROSSINGS	REAR	19.75" x 7"	1
STG53033	FUEL COMPARTMENT DOOR	FUEL DOOR	6.25" x 2.25"	1
STG53034	WINDSHIELD WASHER FLUID	WASHER FLUID FILLER POINT	6.25" x 2.25"	1
STG53035	JACK POINT	ABOVE EACH JACK POINT	2.25" x 3"	4
STG53044	DO NOT TURN IN FRONT OF STOPPED BUS	REAR	18" x 6"	1
STG53045	STAND CLEAR BUS KNEELS (SAFETY STANDARD)	NEAR FRONT PASSENGER DOOR	7.5" x 3.5"	1
STG53047	HIGH VOLTAGE (SAFETY STANDARD)	WHERE APPLICABLE	4.5" x 1.5"	2
STG53052	DO NOT CROSS IN FRONT OF BUS (SAFETY STANDARD)	FRONT CS CORNER	7.5" x 3"	1

## CURBSIDE EXTERIOR



## ROADSIDE EXTERIOR



## POSITIONED FOR **SAFETY**



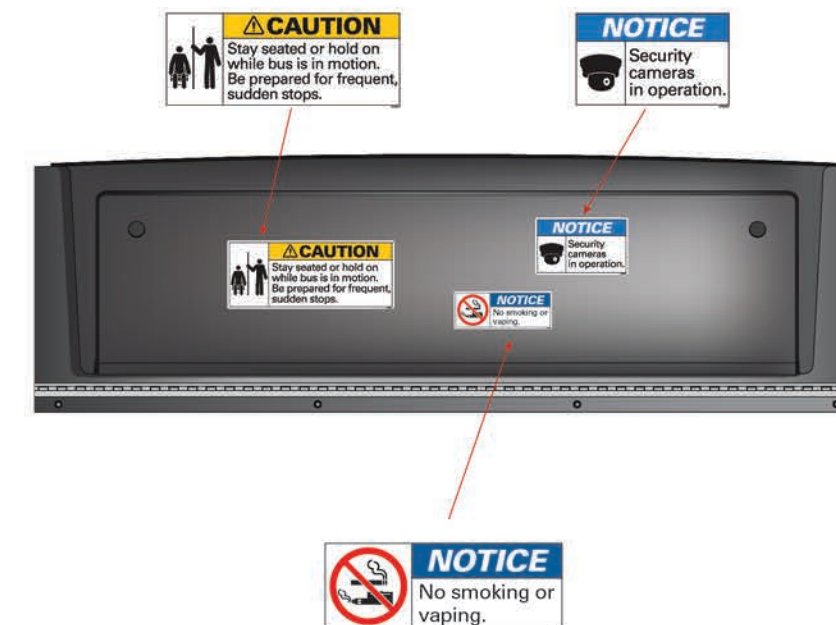
Safety Standard decals are designed for specific and ideal locations on a transit vehicle. To maintain safety all decals (including authority specific ones), should be assigned a location and defined in a standard list.



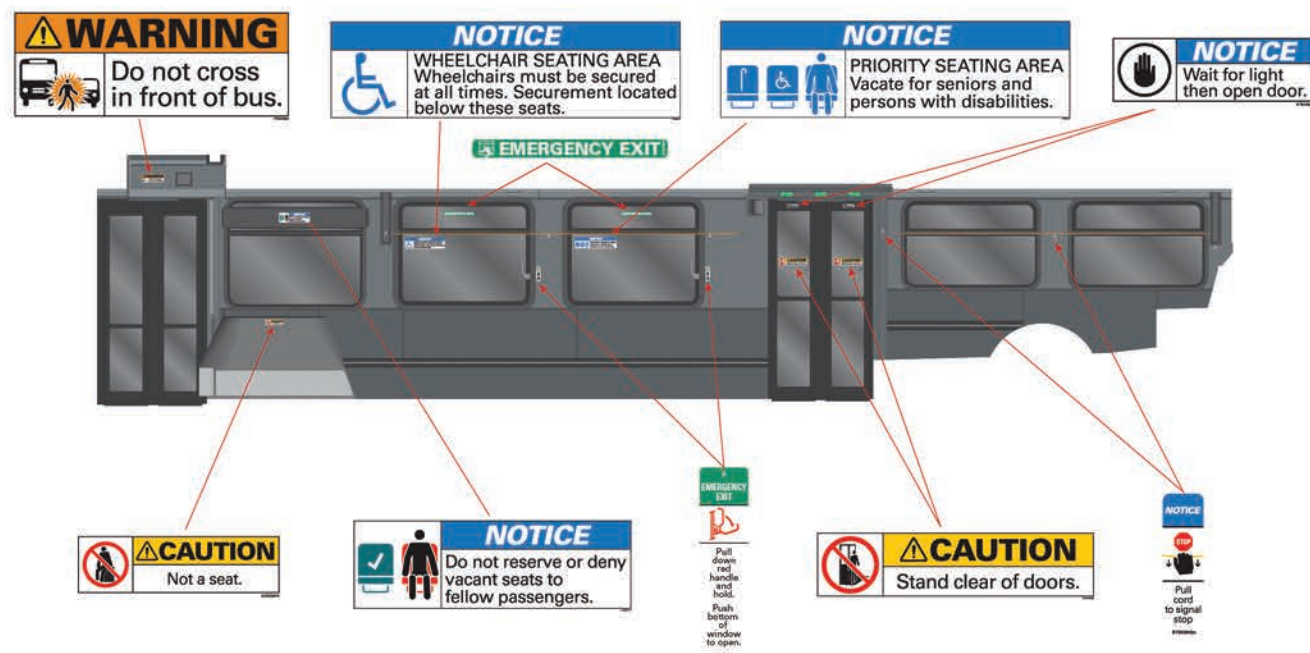
## REAR RISER AREA



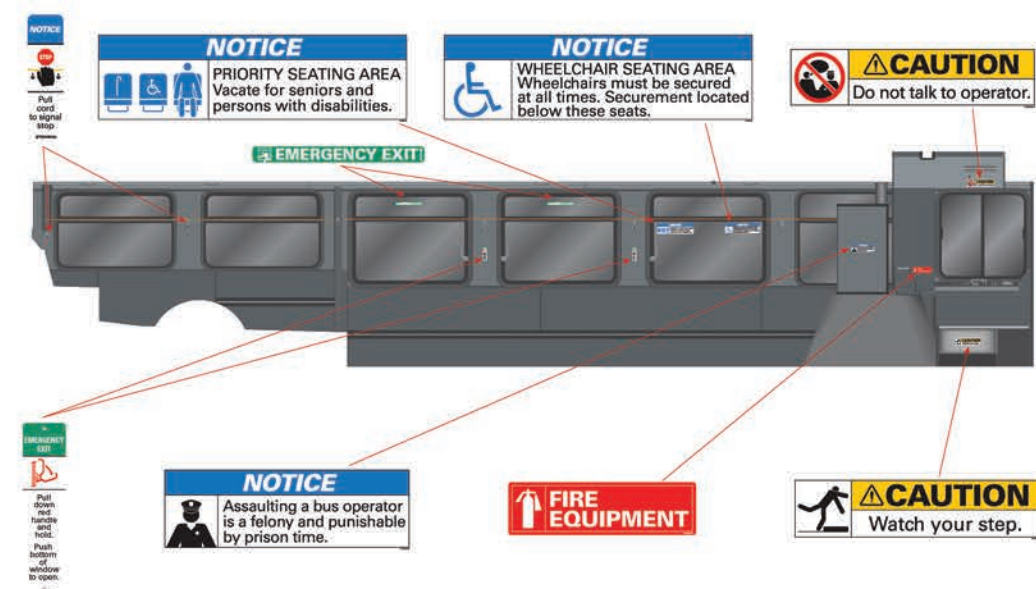
## REAR PANEL



## CURBSIDE INTERIOR



## ROADSIDE INTERIOR







## GOING STANDARD

A successful standards program begins with a standard list of required decals for every vehicle. The next step is inputting that information into a vehicle build request for quote (RFQ). Minimally, the information should include the standard list of decals, locations, material information and warranties.





### Nassau Inter-County Express

*"Having everything in stock was important to us. Seifert's Safety decals are turned around immediately. Visually the decals are perfect for our customers. Using the Safety system makes our lives easier here."*



### The Bee-Line in Westchester County

*"Visually getting on our buses today is an awesome experience, this wouldn't be possible without Seifert's Safety decal package. Our customers now can easily understand the rules on riding the buses."*



### Massachusetts Bay Transportation Authority

*"The consistent look from the outside to the inside is what drove us to the Seifert Safety Standards. When passengers see the bus pull up and then get on board to see the same look is what we were very interested in. Every decal is designed with a purpose which makes it easy to comprehend. Using the Safety decal list makes sure the consistent look is maintained."*



### Niagara Frontier Transportation Authority

*"Having the symbols for each decal to portray what we need our customers to see quickly was a must. The decals prior were a mess. Our customers now get the message quickly and effectively. Seifert's standards make something forgot about until it's too late easy."*



### Regional Transit Service

*"We pride ourself in being a Safety centered Authority. Using Seifert's Safety decal package just made sense to us. All buses are uniform now. Without Seifert's Safety decals, I don't think our buses would look as good as they do today."*



### Capital District Transportation Authority

*"We want our vehicles looking the best as possible for our customers. Using a consistent message on each type of vehicle was what we wanted to achieve. Today, using Seifert's Safety Decals, our vehicles look visually satisfying while also utilizing safety."*



