

Designing a Better Blade



Today's Blade

Doesn't stand out.



Today's Blade

Too cluttered.



cta bus stop

145 Wilson/Michigan Express
North to Lawrence/Damen
Weekdays, early morning thru mid-evening, except
PM rush trips end at Lake Shore/Grace – use 148 beyond
Weekends, morning thru early evening
No stops from Michigan/Delaware to Belmont/Sheridan

146 Inner Drive/Michigan Express
North to Berwyn Red Line Station (5300N)
Daily, early morning thru late evening
No stops from Michigan/Delaware to Belmont/Sheridan

147 Outer Drive Express
North to Howard Red Line Station
Monday-Saturday, early morning thru late evening
Sundays/holidays, morning thru early evening
No stops from Michigan/Delaware to Foster/Marine

148 Clarendon/Michigan Express
North to Wilson/Ravenswood
Weekdays, PM rush hours
No stops from Michigan/Delaware to Irving/Marine

151 Sheridan
North to Devon/Clark
Daily, early morning thru late evening
Overnight (owl) service to Foster/Sheridan

157 Streeterville
North to Northwestern Hospital & Lake Shore/Chestnut
Weekdays, AM thru PM rush hours

173 Streeterville
North to Belmont/Halsted
Daily, early thru late evening, September thru mid-June
Every 30 to 60 minutes. Limited stops

NORTHBOUND
www.transitchicago.com 836-7000

TP 4662 B

Visual Hierarchy

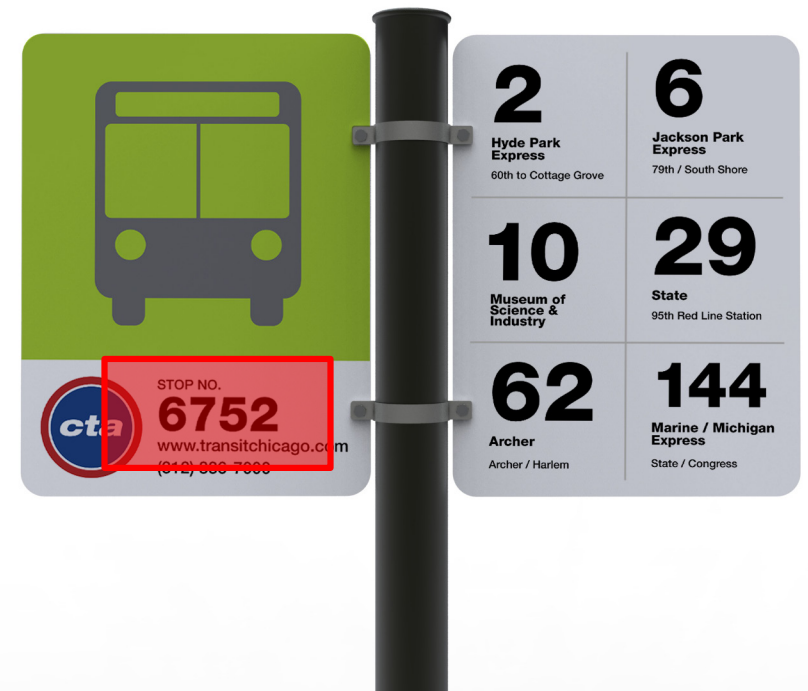
1. See the stop
2. See the routes
3. See the route names



Stop Number

When is the bus coming?

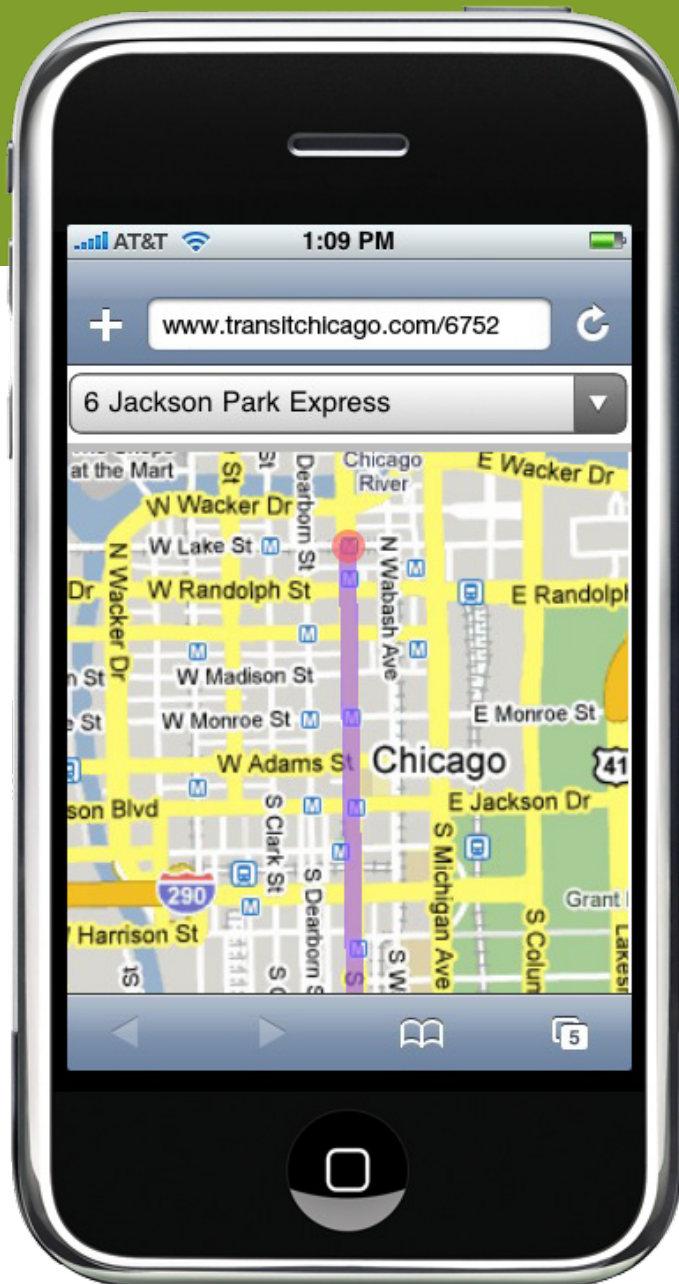
86% of US owns a cell phone.



Stop Number

Where is the bus going?

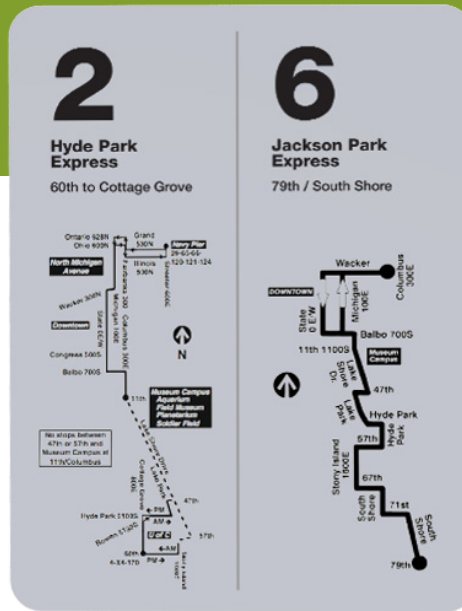
25% of cell phones are web-enabled.



2 Hyde Park Express 60th to Cottage Grove	6 Jackson Park Express 79th / South Shore
10 Museum of Science & Industry	29 State 95th Red Line Station
62 Archer Archer / Harlem	144 Marine / Michigan Express State / Congress

Modular Blades

Fits any stop.



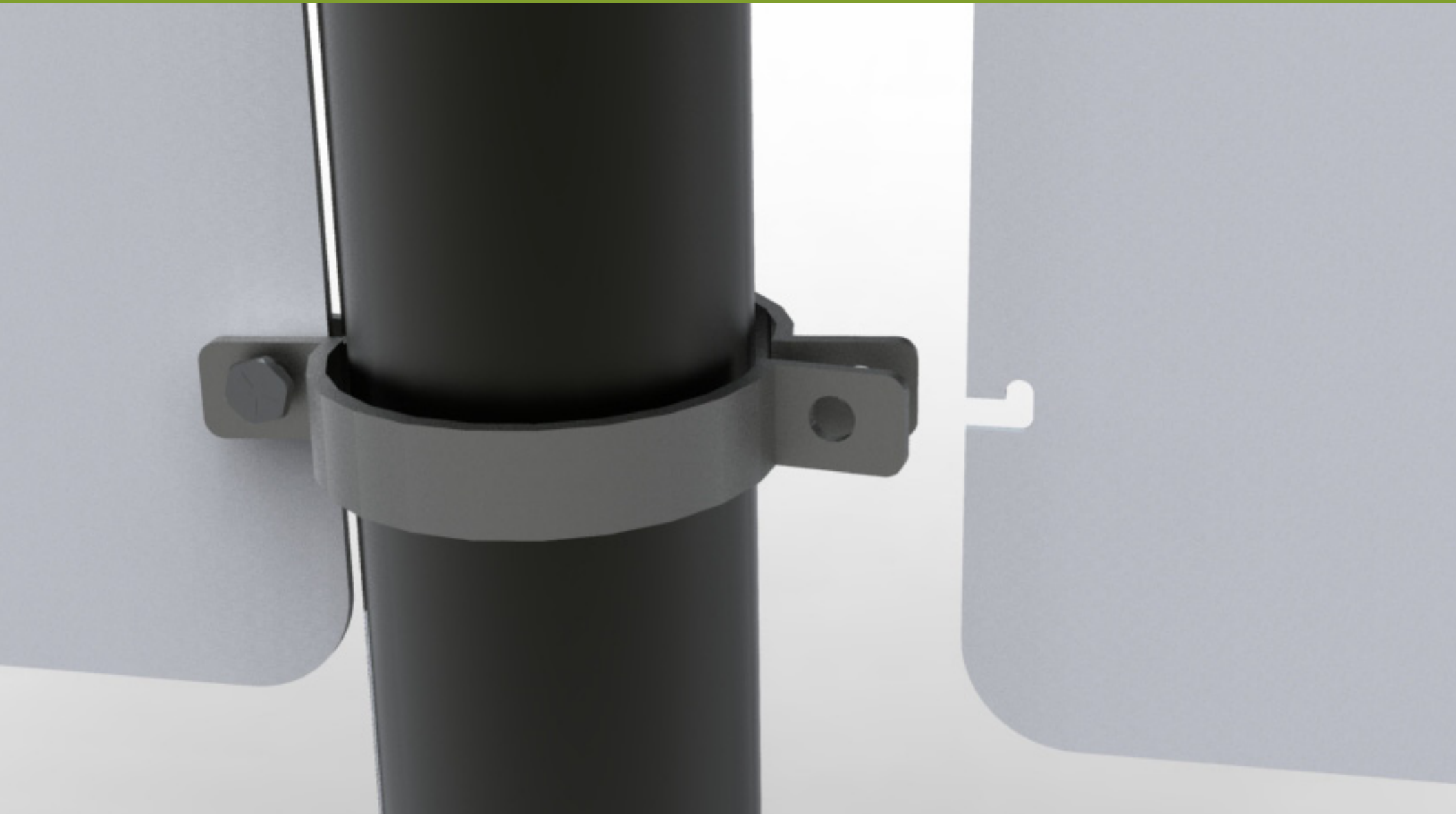
2 Hyde Park Express 60th to Cottage Grove	3 King Drive King Drive to 95th	4 Cottage Grove Cottage Grove to 95th
6 Jackson Park Express 79th / South Shore	10 Museum of Science & Industry	26 South Shore Express 106th / Buffalo
29 State 95th Red Line Station	36 Broadway Wells / Congress	62 Archer Archer / Harlem
124 Navy Pier Ogilvie and Union Station	146 Inner Drive / Michigan Express Museum Campus	144 Marine / Michigan Express State / Congress

STOP NO.
6752
www.transitchicago.com
(312) 836-7000

2 Hyde Park Express 60th to Cottage Grove	6 Jackson Park Express 79th / South Shore
10 Museum of Science & Industry	29 State 95th Red Line Station
62 Archer Archer / Harlem	144 Marine / Michigan Express State / Congress

Easy Installation

Minimal Parts. Quick-swap cutouts.





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6752
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(312) 836-7000

2

Hyde Park Express
60th to Cottage Grove

6

Jackson Park Express
79th / South Shore

10

Museum of
Science &
Industry

29

State
90th Red Line Station

62

Archer
Archer / Harlem

144

Marine / Michigan Express
State / Congress

E SOUTH WATER ST
305 S

TURN LEFT
ON
LEFT YELLOW
ONLY



Questions?

