

# Dialogue conference

Design and signage program  
for Oslo og Akershus

Ruter #

09:00 Introduction (Linda Thorsen)

09:15 Ruters signage program (in Norwegian) (Bo Graaner)

09:45 Digital signage (Håvard Tunheim)

10:00 Break

10:15 Dynamic purchasing in Norway (in Norwegian) (Benny R.-Johansen)

10:45 Q & A session

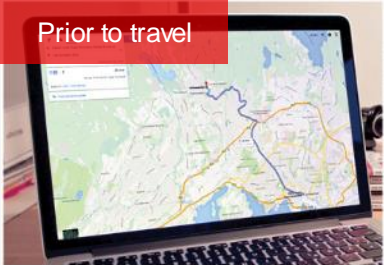
11:15 Summary

11:30 Closing

Our clients  
should be  
able to live  
their lives –  
without  
interference



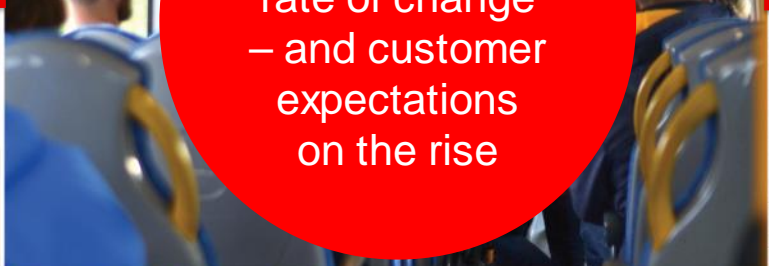
Prior to travel



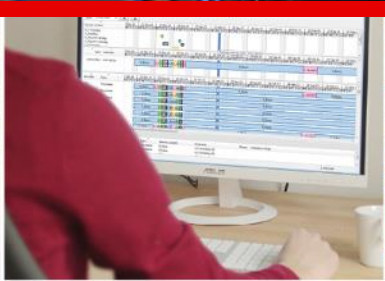
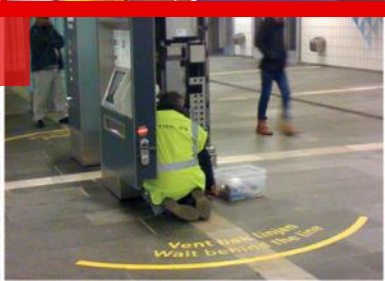
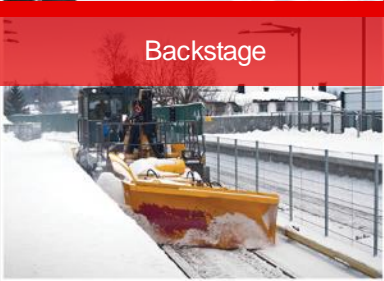
During the journey



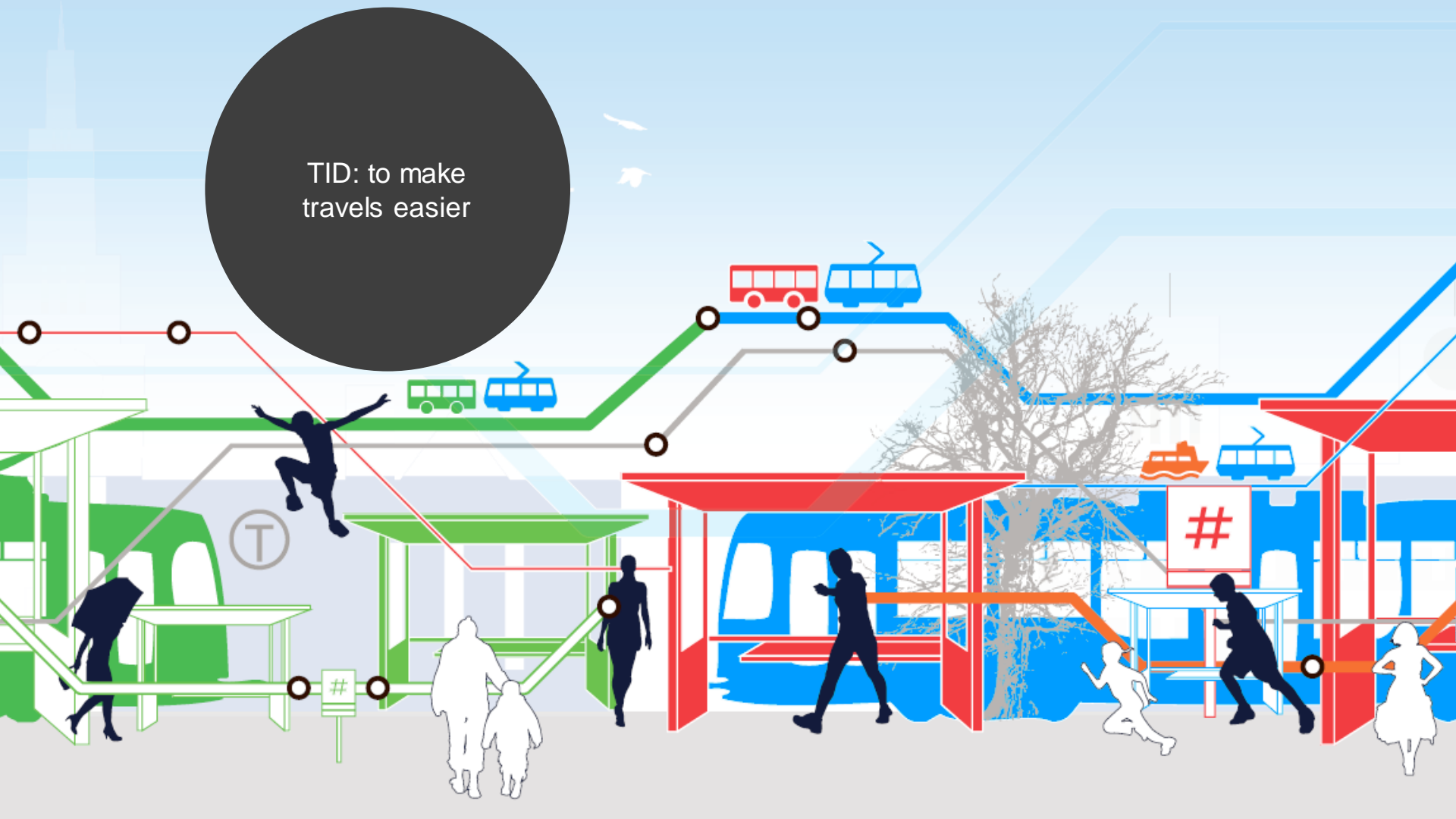
After the journey



Backstage



TID: to make  
travels easier



DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456

DIN Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456

DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456

DIN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456

T-BANE



CO M60 Y100 K0 R240 G120 B0 PANTONE 158 C / 158 U

BYBUSS



CO M100 Y100 K0 R230 G0 B0 PANTONE 485 C / 485 U

REGIONBUSS



CO 60 M0 Y100 K0 R235 G185 B20 PANTONE 376 C / 376 U



CO G190 B205 PANTONE 637 C / 637 U



CO G44 B136 PANTONE 2593 C / 2593 U

Unified and comprehensive:  
colors, symbols



- Barevegg / Pram
- Full tilgjengelighet / Full accessibility
- Tilgang til rampe / Ramped access
- Tilgjengelighet for blinde / Accessibility blindperson
- Synskemmet / Visually impaired
- Førerhund tillatt / Assistent dog permitted
- Lyddusj / Sound refreshment
- Teleslange / Inductive loop
- Prioriterte seter / Priority seats
- Prioriterte seter / Priority seats







①



②



③

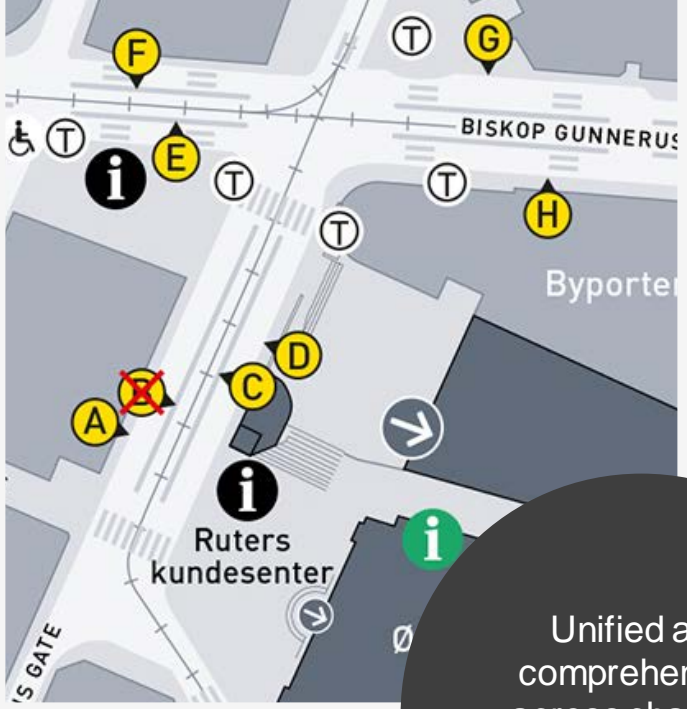
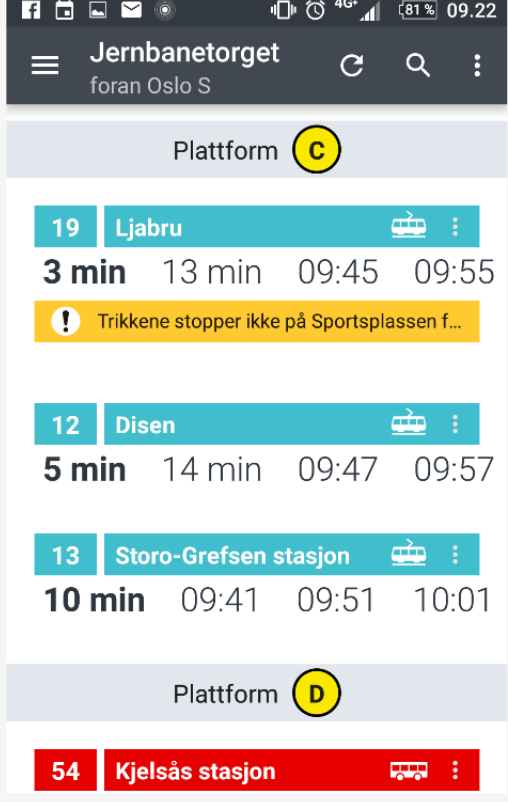
Orienteringspunkt



④



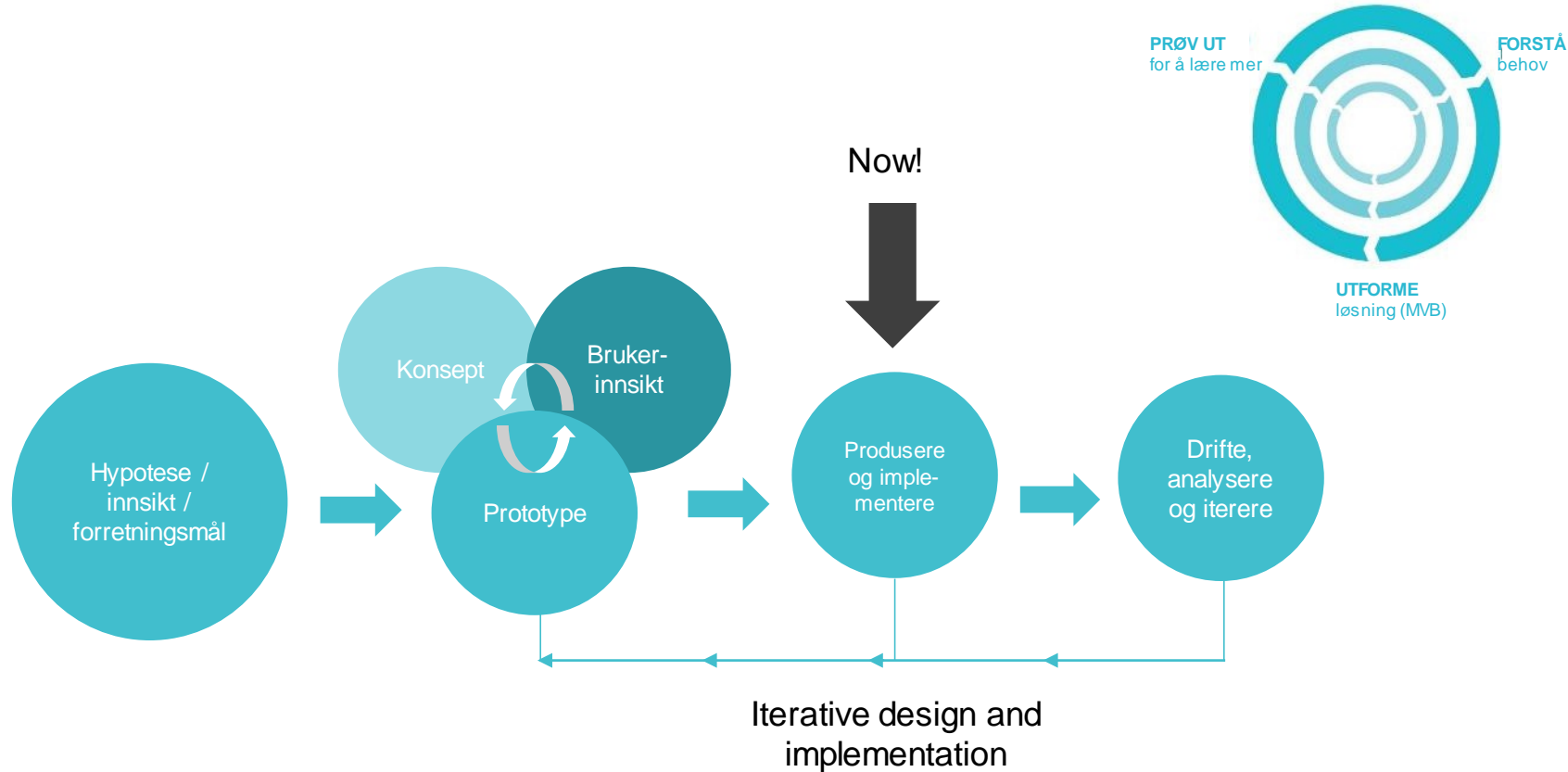
All the products the customers will meet on their journey



Unified and comprehensive across channels and operating modes







Our needs:





Long term supplier relationships

High quality products

High consistency within the design standards and within the products

Signage products on all public transport stops in the region: 4000 PTS + 50 terminals/stations

4 categories:

Digital

Signs with lights

Signs without lights

Foil-products



## Dynamic purchasing:

- Publish main tender on TED and Doffin spring 2017
- First step: pre qualifications
- Second step: tenders with detailed requirements will be done periodically, the first one summer 2017
- We will ask for references with pictures in the initial pre qualifications
- Reference products in the second step



Meet & exceed expectations from our existing and future customers

