

American University of Beirut

Traffic signs & road safety catalog Lebanon

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Beirut, Lebanon on the 14th May, 2020

AMERICAN UNIVERSITY OF BEIRUT
UNDERGRADUATE SENIOR PROJECT
IN
GRAPHIC DESIGN
SUBMITTAL FORM

TRAFFIC SIGNS & ROAD SAFETY CATALOG LEBANON

by
ELHAM KHALDOUN ELZAIM

GD 407 – FINAL YEAR THESIS PROJECT
SPRING 2019-2020

ADVISOR: MIA AZAR

--

Approved by Thesis Advisor:



Mia Azar, Lecturer
Department of Architecture and Design
Maroun Semaan Faculty of Architecture and Design

Date of Thesis final presentation: May 14, 2020

AMERICAN UNIVERSITY OF BEIRUT

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Abstract

Traffic and road safety signs usually rely on ‘universal’ codes and systems that typically should be understood by people around the world, with minimal text. But is that really the case? Are these supposed signs really understood locally? Although Lebanon is now filled with such signs, the Lebanese people, drivers and pedestrians alike, tend to ignore the signs placed on the road. This publication acts like a catalog – meant to be distributed by signage providers and manufactures. This first version features custom and locally relevant signs for Lebanon, based on the international versions. There will be more catalogs released in the future. The signs designed within this catalog follow the international and universal language that is used in traffic signs around the world. The AGEV (a local signage manufacturer) catalog was used a reference point to recreate new and unique signs that speak to the Lebanese people. It was paralleled with international manuals in order to create the full spectrum.

However, this catalog is different than the basic catalogs we are used to. This catalog features very subtle and twisted concepts and ideas that are shown within the signs. While flipping through the catalog, the reader will believe it is a very serious document like any other traffic sign catalog which is usually professional looking. These subtle changes require the viewer to focus and look twice at the different signs. As a result, this catalog acts as a commentary and a serious non-physical intervention at the state of the signs. This pun will hopefully allow Lebanese people to pay more attention to traffic signs. The traffic signs are divided into two sections depending on the color. First section covers the red signs which decodes as warning signs. Within each section, you begin to see the different shapes of signs that exists. The second section covers blue signs which decodes as guide signs.

An example key feature within the catalog is the concept of the degree. The “Danger” sign is usually an exclamation mark that looks like this “!”. However, within this catalog you will notice that instead of only having one option that looks like this “!”, you will find multiple danger signs that vary with the degree/amount of danger and hazard, for example !, !!, !!!, !!

Acknowledgments

The success and final outcome of my project required a lot support and guidance and assistance from many people I am extremely privileged to have got this all along the completion of my project. I owe my deep gratitude to my advisor Mia Azar who showed a lot of intrest and guidance. As well as my classmates within Graphic Design that supported me throughout this entire final year project.

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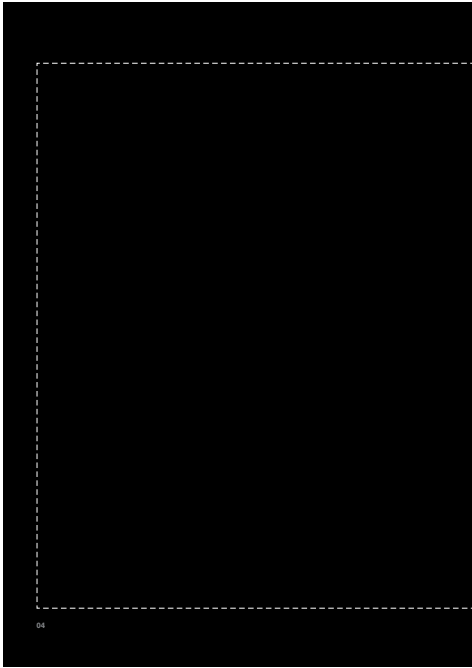
TRAFFIC SIGNS & ROAD SAFETY CATALOG LEBANON

إشارات المرور وكتالوج السلامة على الطرق
لبنان

Version 1.0 - © 2020

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INTRODUCTION
القدمة

Traffic and road safety signs usually rely on "universal" codes and systems that typically should be understood by people around the world, with minimal text. But is that really the case? Are these supposed signs really understood locally? Although Lebanon is now filled with such signs, the Lebanese people, drivers and pedestrians alike, tend to ignore the signs placed on the road.

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Go through the catalog to discover the various subtleties that make this document locally relevant.

04

05

SPECIFICATION
مواصفات

Color Palette
لوحة الألوان

	C = 0 M = 100 Y = 70 K = 10	R = 215 G = 20 B = 62
	C = 100 M = 25 Y = 0 K = 50	R = 0 G = 85 B = 129
	C = 0 M = 0 Y = 0 K = 100	R = 35 G = 31 B = 32

Typography
الطباعة

Latin (English and French) uses Akzidenz Grotesk Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Arabic uses Greta Bold
أ ب ت ث ج ح خ س ي ن ز د ط ظ ع ق ص ض م

The following sign measurements are to scale
قياسات العلامات التالية هي على نطاق واسع

Round corner: 2.4cm
Outline: 1.8cm
Border: 4cm

06

07

SECTION 3.1 القسم

The shape represents ____ Ahead
For example, pedestrian crossing ahead
Warning

يمثل الشكل ____ إلى الأمام
على سبيل المثال ، عبور المشاة إلى الأمام
تحذير

08

SECTION 3.1 القسم

Fig. 1

Fig. 2 Fig. 3 Fig. 4

Traffic Signal
Signal
Electricity on road, but don't follow the signal
إشارات المرور
الطاقة الكهربائية ، لكنها لا تلتزم بالإشارات

Traffic Signal
Signal
Electricity on road, you have no choice
إشارات المرور
الكهرباء على الطريق ، ليس لديك خيار

09

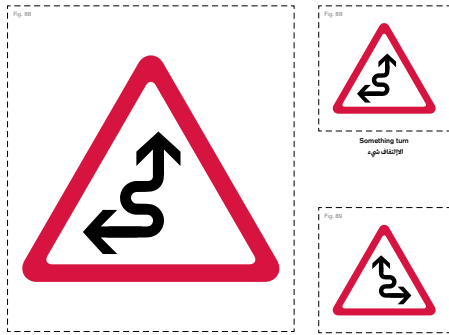




18



18



20



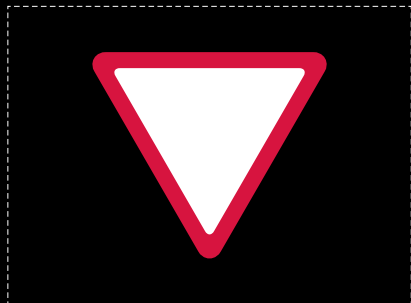
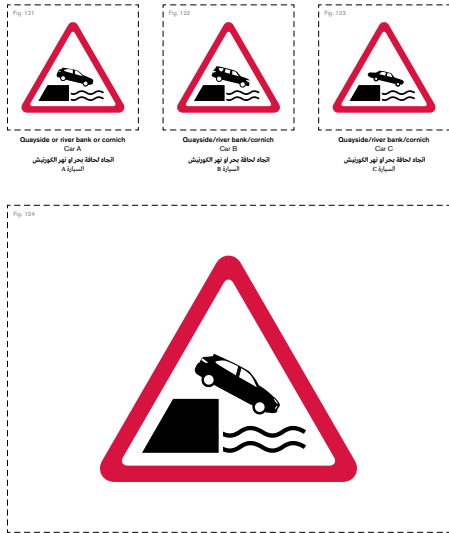
17



19



21



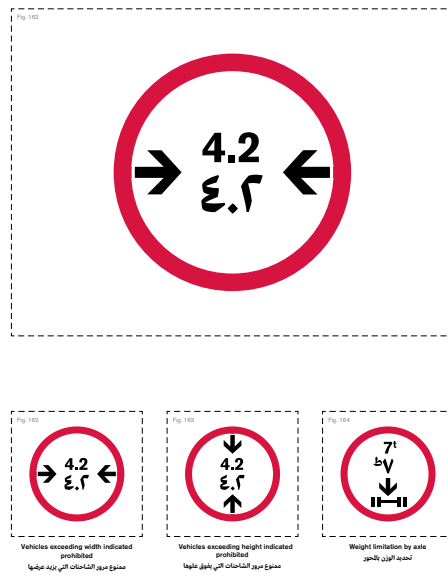
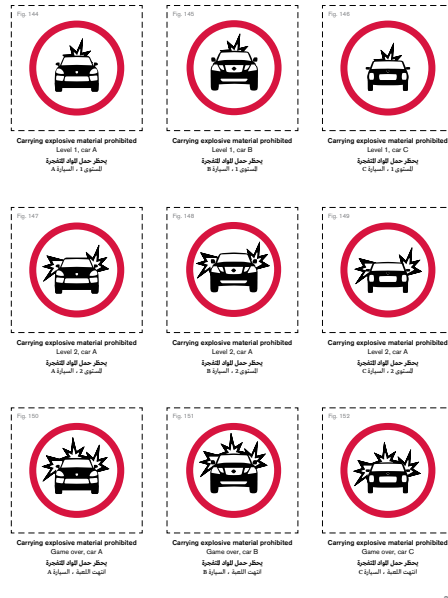
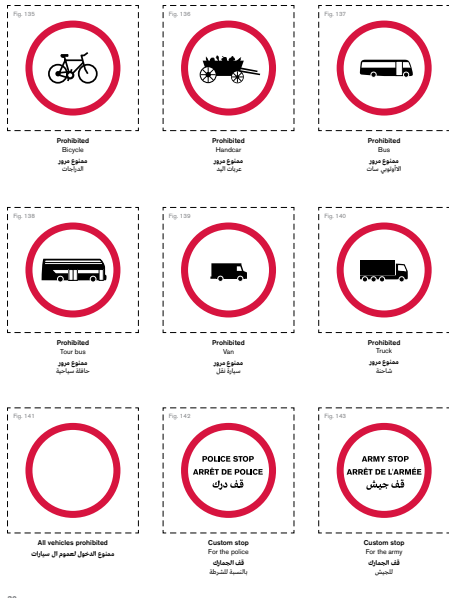
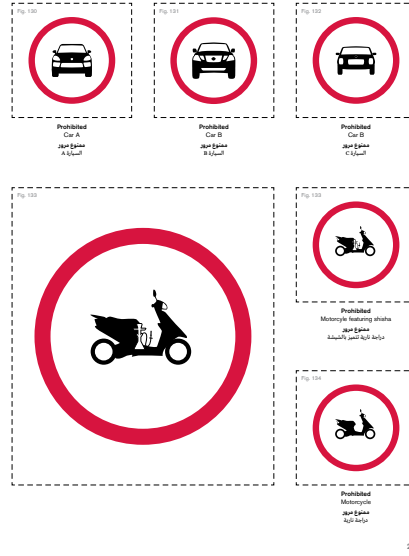
The shape represents Yelid
Warning

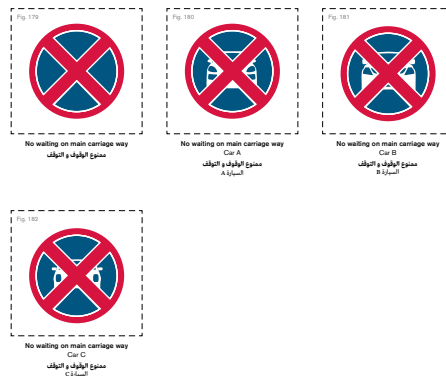
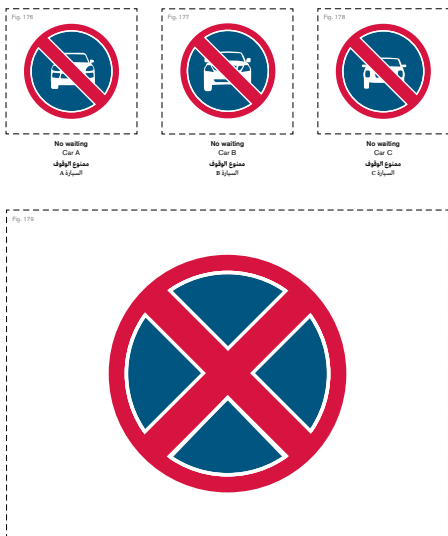
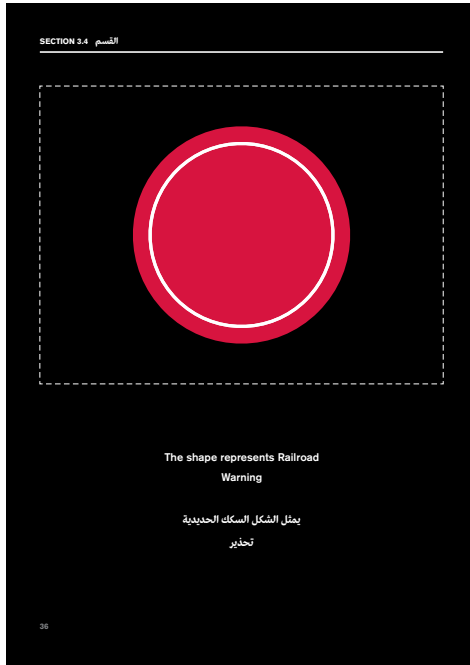
ربعا لن يحمها الشكل يمثل العائد
تحذير

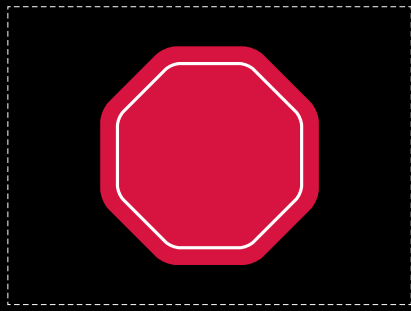


Yelid
تحذير

ربعا لن يحمها الشكل يمثل العائد

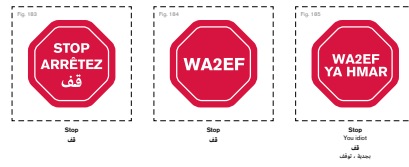






The shape represents Stop
Warning

يمثل الشكل أيضًا
تحذير

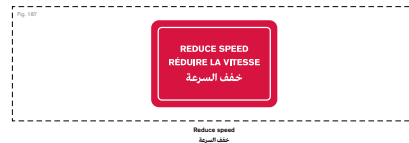


The shape represents Information
Warning

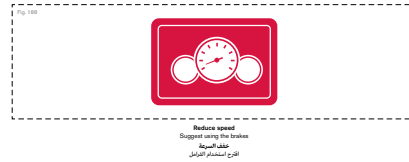
يمثل الشكل للمعلومات
تحذير



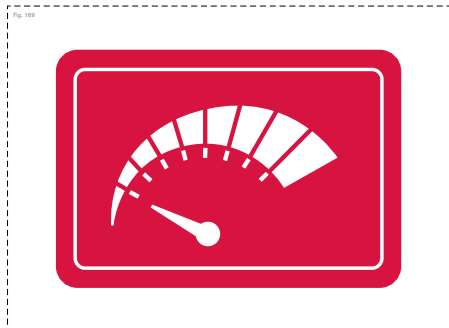
Slow down
خفف السرعة



Reduce speed
خفف السرعة



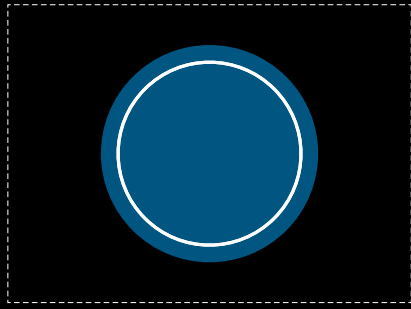
Reduce speed
Suggest using the brakes
خفف السرعة
الرجوع استخدام الفرامل



Reduce speed
Slow your brakes now
خفف السرعة
العودة الفرامل الخاصة بك الآن

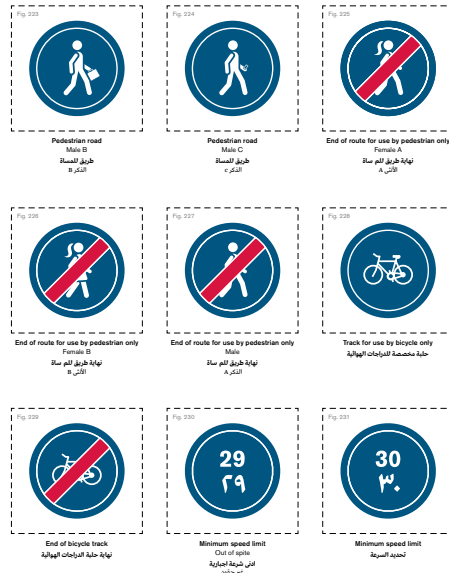
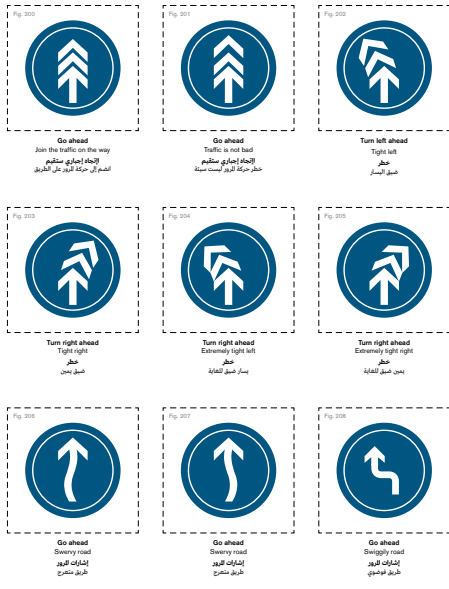
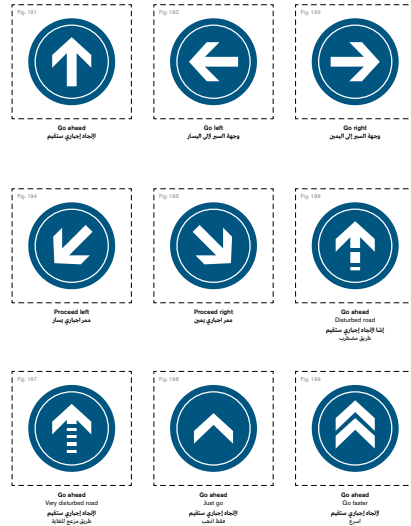


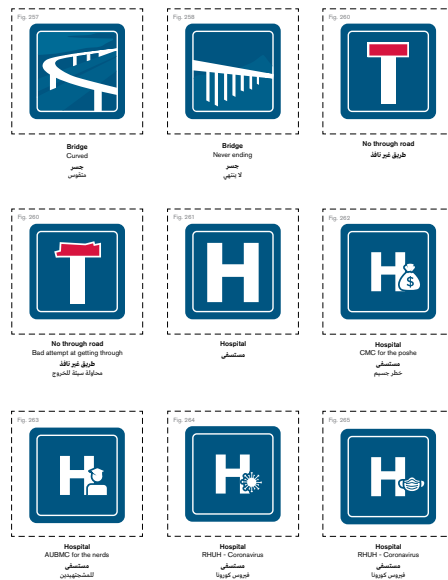
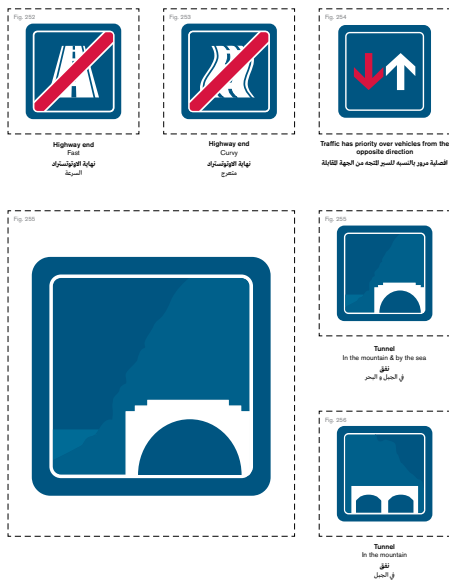
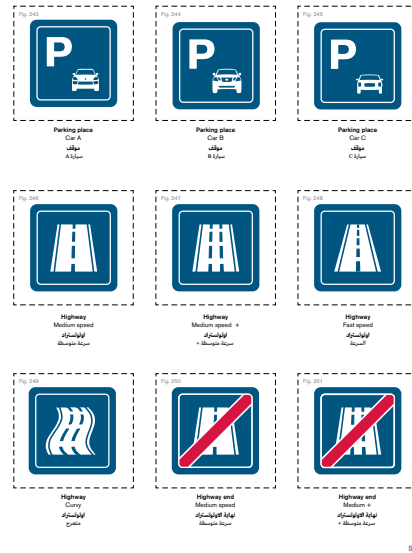
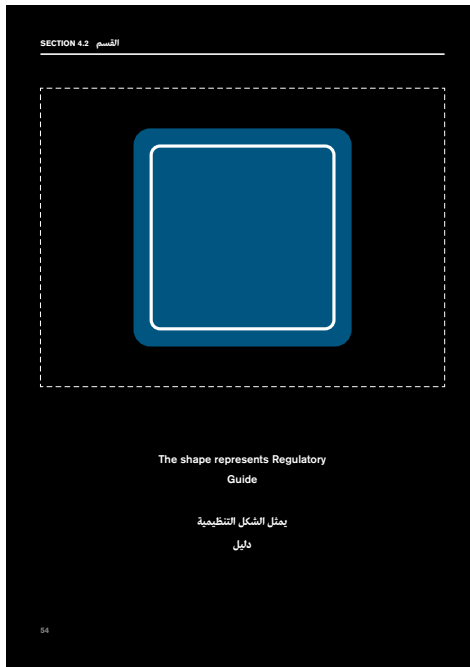
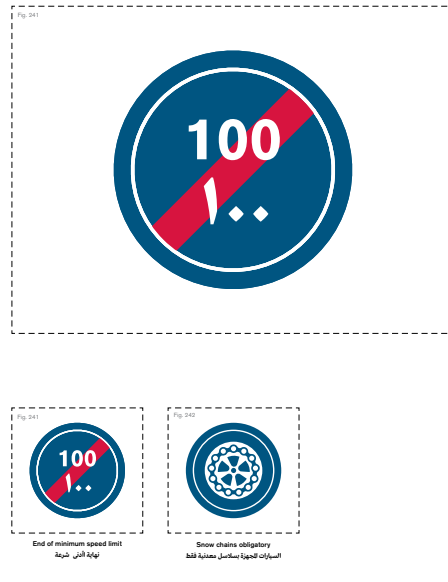
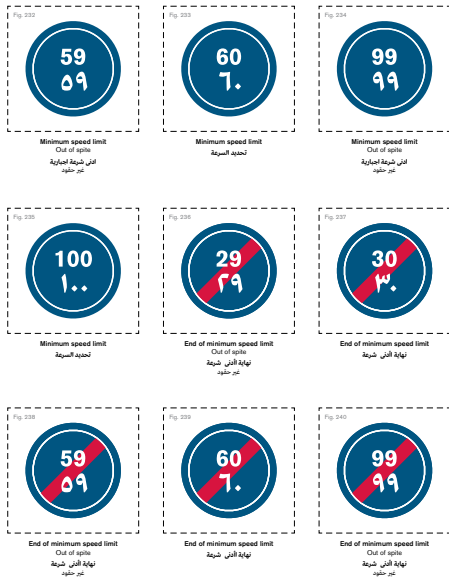
Safe is home
Due to covid-19 pandemic
الامن في المنزل
بسبب جائحة كورونا 19

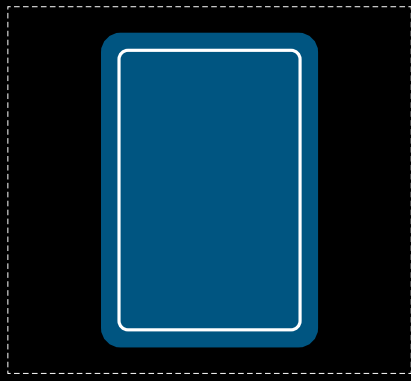


The shape represents Railroad Guide

يمثل الشكل المسكك الحديدية دليل

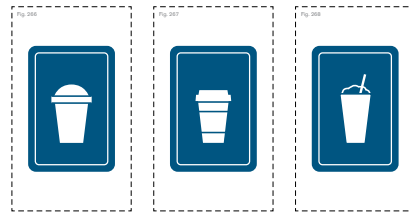






The shape represents Information Guide

يمثل الشكل للمعلومات دليل



Refreshments

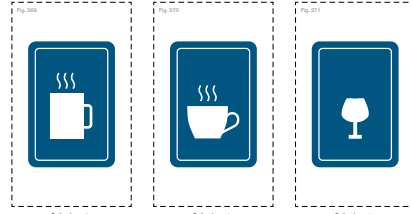
مشروبات

Refreshments

Coffee and tea
مشروبات
قهوة وشاي

Refreshments

To keep it cool during summer
مشروبات
لتحافظ على البرودة خلال الصيف



Refreshments

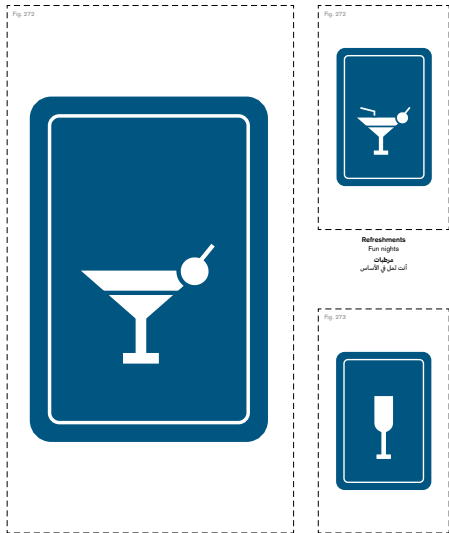
To keep you warm during winter
مشروبات
للتدفئة في الشتاء

Refreshments

Turkish coffee
مشروبات
قهوة تركية

Refreshments

Occasions
مشروبات
مناسبات



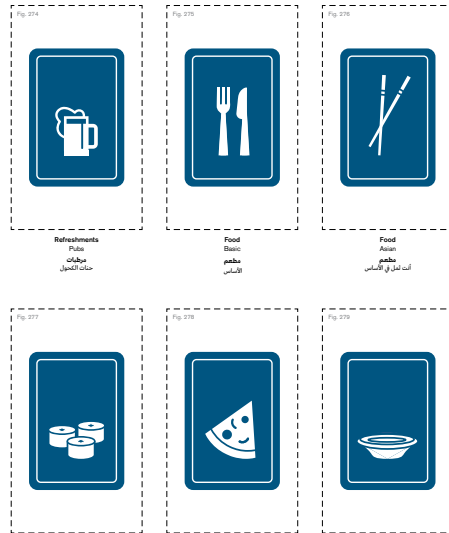
Refreshments

Festive
مشروبات
أثناء المناسبات



Refreshments

Celebrations
مشروبات
في المناسبات



Refreshments

Pub
مشروبات
حانة/مقهى

Food

Basic
طعام
أساسي

Food

Asian
طعام
آسيوي

Food

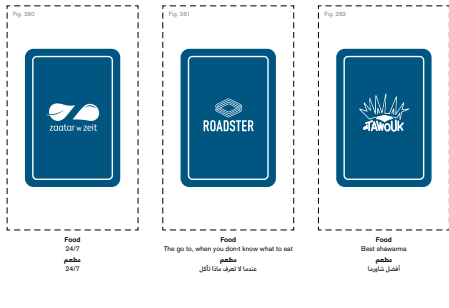
Japanese
طعام
الياباني

Food

Italian
طعام
إيطالي

Food

Homemade
طعام
ممنوع



Food

2477
طعام

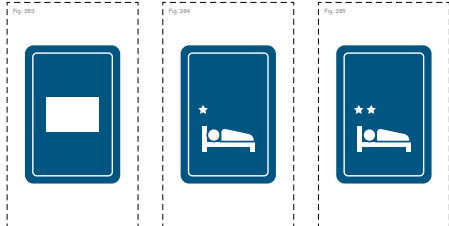
The go to, when you don't know what to eat

طعام

عندما لا تعرف ماذا تأكل

Food

Best shawarma
طعام
أفضل شاورما



Food

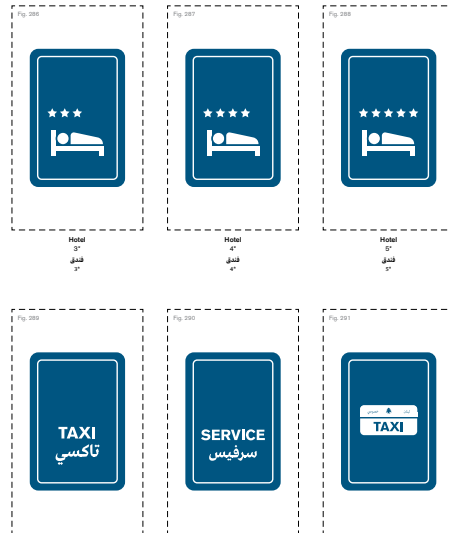
Placeholder for restaurant logo
مكان لشعار المطعم

Hotel

1*
فندق

Hotel

2*
فندق



Hotel

3*
فندق

Hotel

4*
فندق

Hotel

5*
فندق

Taxi parking

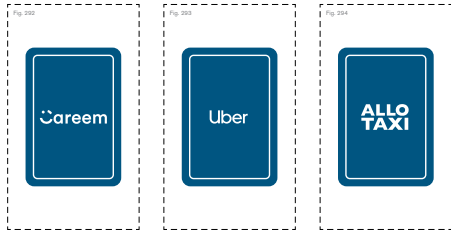
موقف تاكسي

Taxi parking

Service (S00043)
موقف تاكسي
سرفيس

Taxi parking

For the typical Lebanese
موقف تاكسي
للبنانيين



Taxi parking
For the locals
التاكسي
للحليين

Taxi
For the foreigners
تاكسي
للخارجيين

Taxi parking
For the typical Libanese
التاكسي
للغالبية العظمى



Picnic Area
Barbecue or mashweh
موقع التخييم
للشواء



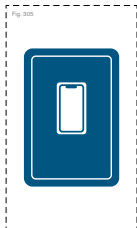
Picnic Area
Romantic vibes
موقع التخييم
لجوو رومانسية



Picnic Area
Overnight
موقع التخييم
لما بعد شمسك الليل



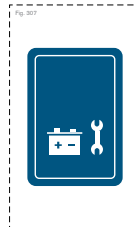
Public phone
أنت ابل في الأساس
هاتف



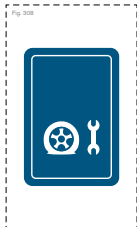
Public phone
Looky private
اتشكك بخصيتك خاص
هاتف



Public phone
هاتف



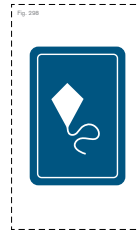
Mechanical assistance
Vehicle battery failing
مركزك كلف سلفك
فشل بطارية السيارة



Mechanical assistance
Flat tire
مركزك كلف سلفك
إطار كحل من الهواء



Mechanical assistance
Vehicle running low on oil
مركزك كلف سلفك
السيارة كلفك من الزيت



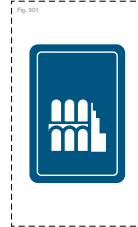
Picnic Area
For the 90s kids
موقع التخييم
للأطفال في التسعينات



Tourist information
السياحة
السياحة



Tourist information
Babush
السياحة
مهلك



Tourist information
Avenir
السياحة
عصر



Tourist information
Roache rocks
السياحة
سحور الجوتة



Slippery Road
Skiing destination
السياحة
وجهة التزلج



Fuel Station
For petrol/diesel
محطة وقود
للبنزين والديزل



Fuel Station
For electric cars
محطة وقود
للسيارات الكهربائية



Fuel Station
For your reserves
محطة وقود
للحفظات



Slippery Road
Might want to save up \$\$
محطة وقود
قد ترغب في التوفير



Slippery Road
Preferred currency
محطة وقود
العملة المفضلة



Parking Notice
موقع الحفظ

