

# Brand & Wayfinding Signage Guidelines

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Transportation Planner, MAG

# Action Requested

- **Recommend acceptance of Valley Path Brand & Wayfinding Signage Guidelines final report.**



# Prior Committee Action

- Bicycle & Pedestrian Committee recommended acceptance of Valley Path Brand & Wayfinding Signage Guidelines final report.
  - May 2015



# Project Background

- November 2012: Bicycle & Pedestrian Committee requests project be considered in work program
- May 2013: Regional Council approves FY 2014 work program
- November 2013: Executive Committee approves selection of Alta Planning + Design



# Project Background

- 14-month study
- Review best practices, national standards
- Inventory existing local ordinances
- Develop regional wayfinding sign guidelines
- Develop brand for regional off-street path network
- Create implementation plan



# Valley Path Brand

- Extensive outreach in brand development
  - Field visits
  - Surveys
  - Activities
  - One-on-ones





# Valley Path Brand

- Five initial brand concepts
- Committee narrowed to three, then selected Valley Path with changes

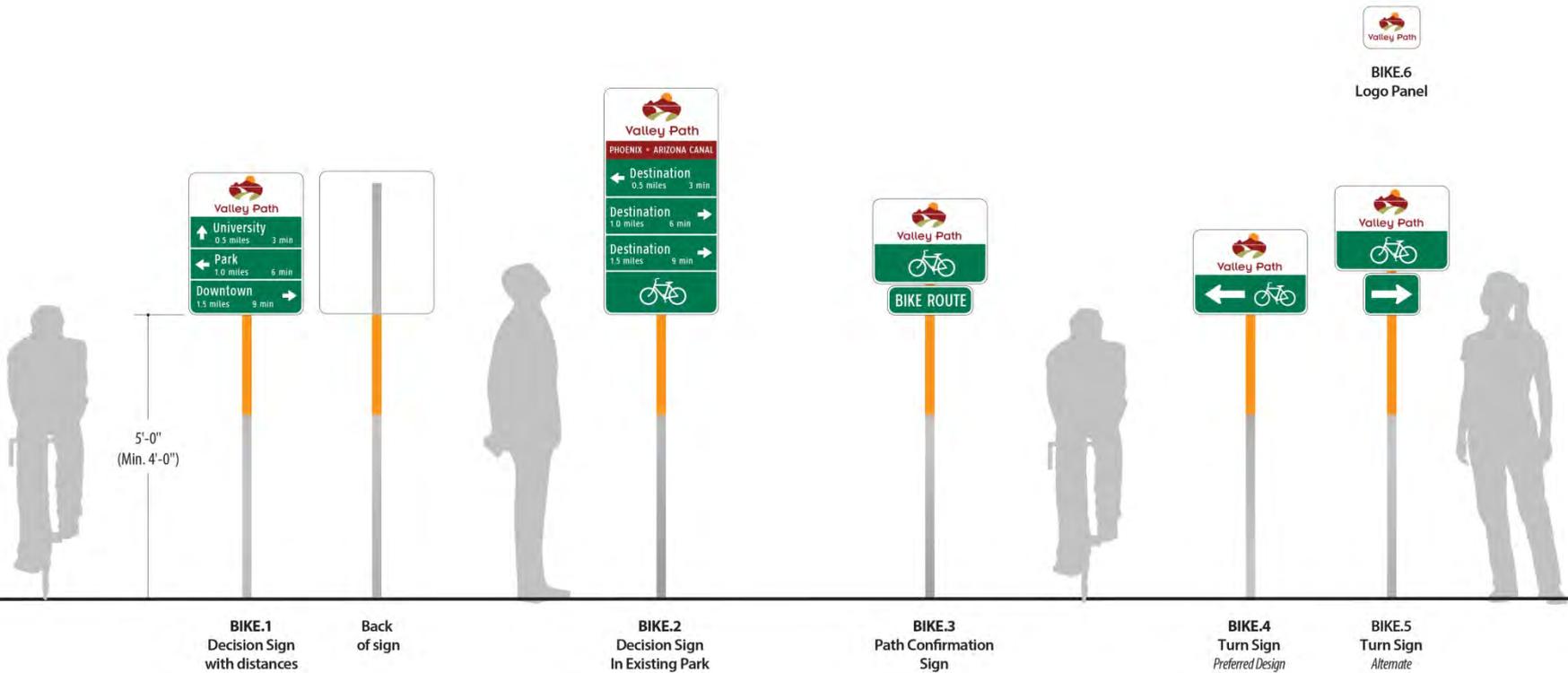


# Wayfinding Signage Guidelines

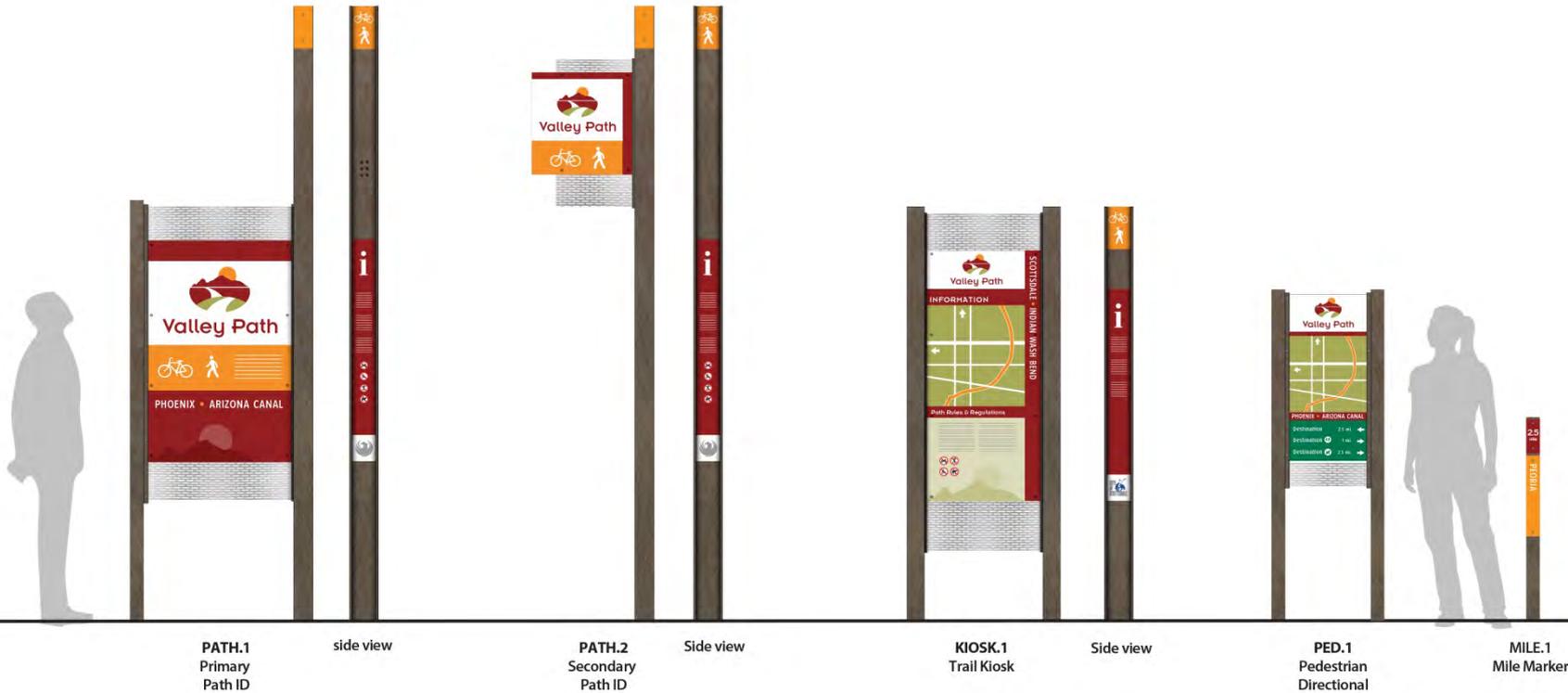
- Purpose of signs
- What the signs would look like
- Where the signs would be placed



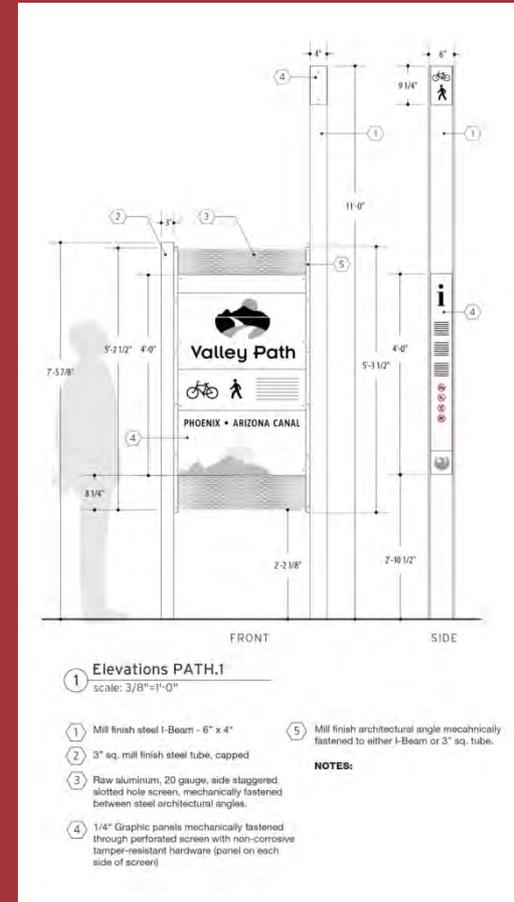
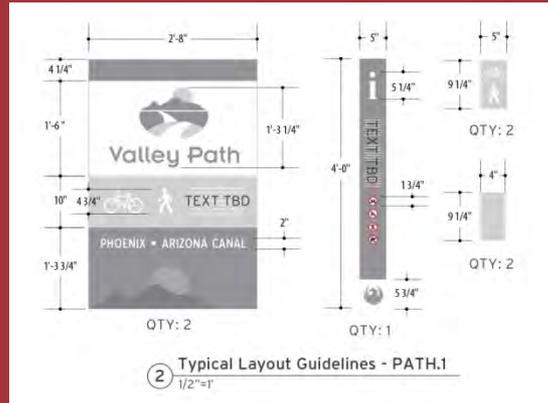
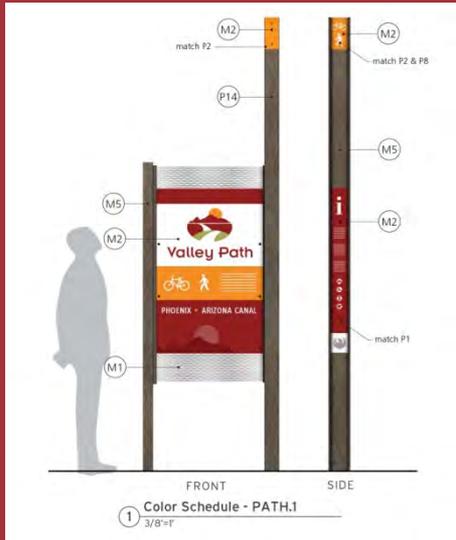
# Wayfinding Signage Guidelines



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## Base Package components

(plus assorted standard mounting hardware)



Standard size Aluminum sign panels



Mill Finish Steel 2x2 or 3x3 post



Mill Finish Steel 6" x 4" I-Beam



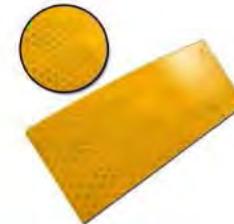
Mill Finish Steel  
Architectural angles



SS perforated screen  
slotted hole



Direct Embed Graphic panel

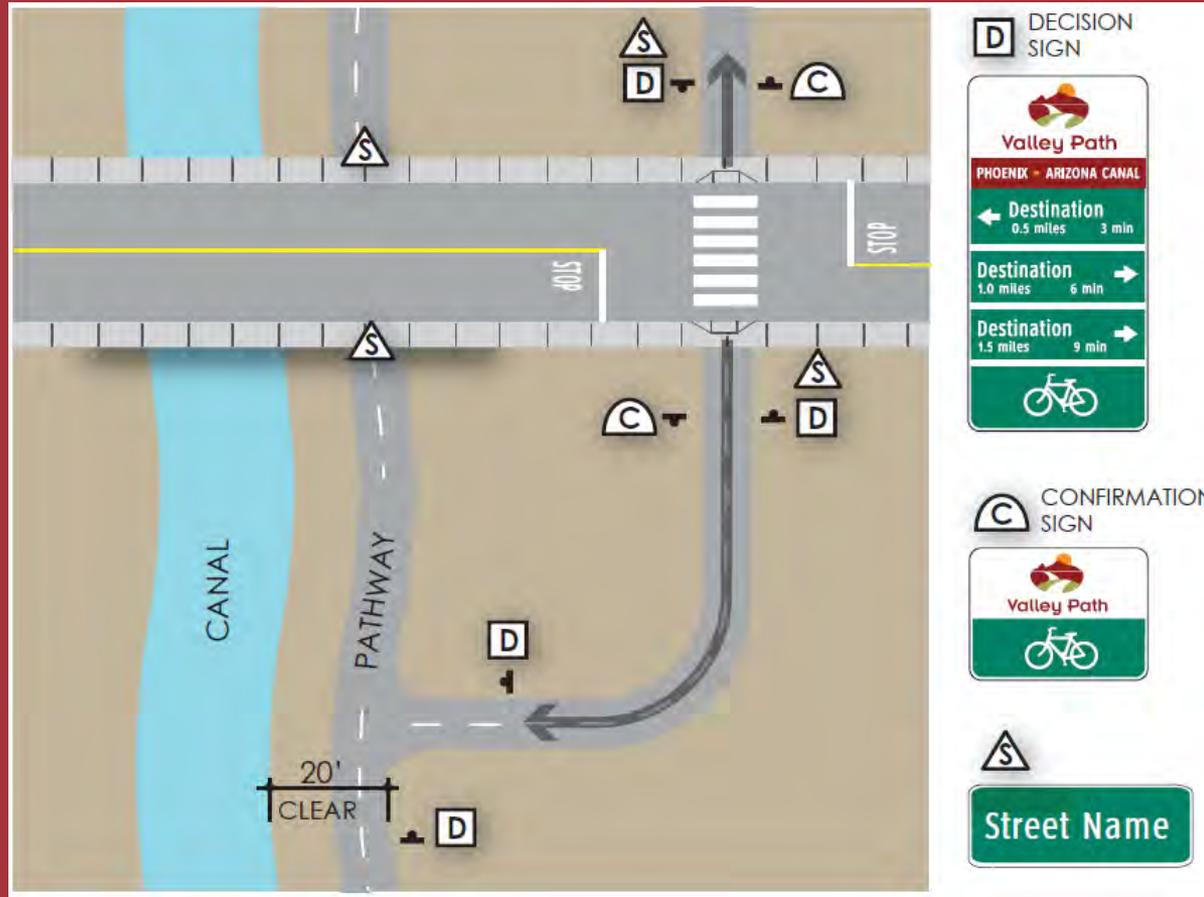


Reflective vinyl

# Wayfinding Signage Guidelines



# Wayfinding Signage Guidelines



# Implementation Plan

- Jurisdictions develop wayfinding master plans
  - Inventory network, signage, destinations
  - Placement Recommendations
  - Cost estimates
  - Phasing Plans
- Finalize sign designs and fabricate
- Near-term pilot projects an option



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