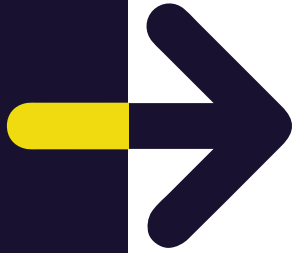




Route
Lafayette



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This Guidelines and Standards is intended to aid in future production and expansion of the Route Lafayette wayfinding system. It is important for consistency to be kept so if questions or concerns arise, please do not hesitate to contact SO STUDIO or MAKEMADE for clarification.

Pedestrian Wayfinding

- 1.1 Pedestrian Typography**
- 1.2 Arrow Placement & Hierarchy**
- 1.3 Pedestrian Colors**
- 1.4 Pedestrian Totem**
- 1.5 Secondary Pedestrian Signs**
- 1.6 Icons & Landmark Illustrations**



1.1 Pedestrian Typography

Typography is the basic unit of the Route Lafayette wayfinding system, but the letterforms carry a lot of weight and responsibility.

Route Lafayette utilizes the font Trade Gothic Next LT Pro for use throughout the wayfinding system. Trade Gothic Next LT Pro is a versatile font family that will allow the wayfinding system to grow without hurdles. The font family has been chosen based on its legibility and ease of use with consideration for the visually compromised throughout Lafayette.

Note: Throughout the entire Route Lafayette wayfinding system, the majority of lettering needs to be a mix of upper and lower-case letters. Exceptions to this rule can be found on the neighborhood or district designations on the sides of totems, the top line (VOUS ÊTES SUR / YOU ARE ON:) of totem fronts and backs, and the parrain/sponsor wording found at the bottom of totems.

Trade Gothic Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Trade Gothic Next Bold

Trade Gothic Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Trade Gothic Next Regular

Trade Gothic Next Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Trade Gothic Next Bold Condensed

Trade Gothic Next Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Trade Gothic Next Condensed

1.1 Pedestrian Typography

Letterform legibility is critical to the success of Route Lafayette. Altering the text in any way outside of using the font variants will affect the readability and effectiveness of its communication.

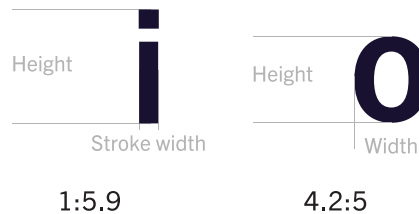
Trade Gothic New LT Pro has been chosen because of two main characteristics: the height of the lowercase letterforms (X height), and the openness of the space inside the letterforms (counter space).

All important information presented to users is set within the bold and regular versions of Trade Gothic New LT Pro. Some secondary text and special instances require the use of the condensed versions of the font.

To address readability for people with compromised vision, both the bold and regular versions fall within the ratio parameters defined by the Americans with Disabilities Act.



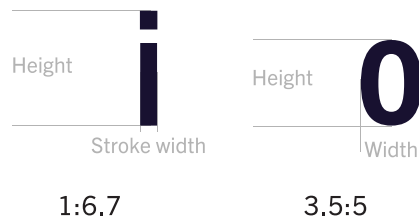
Bold



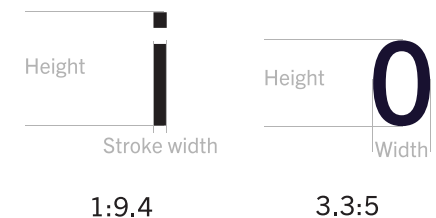
Regular



Condensed Bold



Condensed Regular



1.2 Arrow Placement & Hierarchy

Along with the typography the directional arrow's placement and hierarchy are important in guiding users in a consistent and comfortable manner.

The pedestrian arrow is always presented in yellow.

The arrow hierarchy must always follow this format:

1. Forward & Up
 2. Forward & Right
 3. Right
 4. Left
 5. Forward & Left
- (Figure 1.2-A)

Directional arrows should be placed towards the border of a sign. Arrows on signage follow this rule from the middle of the sign: text and then arrow.

The **2. Forward & Right** arrow and **3. Right** arrow must be justified right and placed on the far right side between the asset/destination text and the border of a sign. Also, each arrow direction should always be divided by a line (Figure 1.2-B).

Note: Only one arrow is needed for each direction. If multiple assets/destinations are listed in the same direction, do not place an arrow next to each different asset/destination. It is also highly important to never have an arrow pointing toward asset/destination text (Figure 1.2-C).

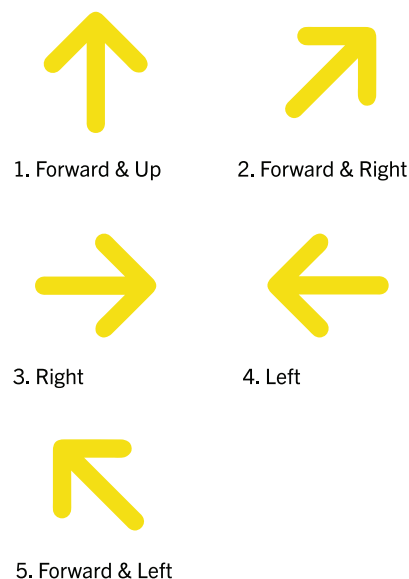


Figure 1.2-A

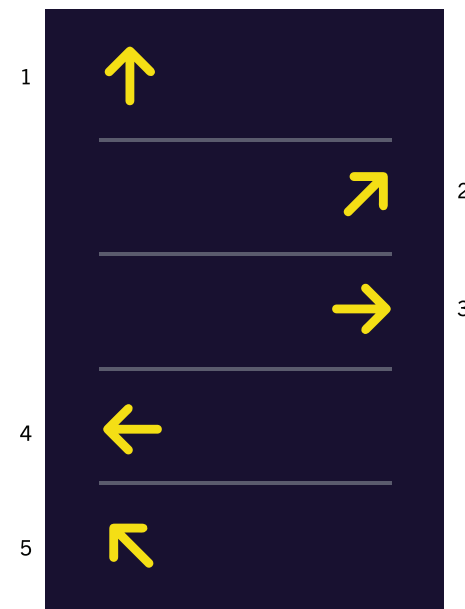


Figure 1.2-B



Figure 1.2-C

1.3 Pedestrian Colors

Color is one of the most important tools of the Route Lafayette wayfinding system. Each aspect of Route Lafayette has a unique color system. It is imperative to keep these colors designated to their corresponding aspects in order to distinguish them from each other and create consistency throughout the city.

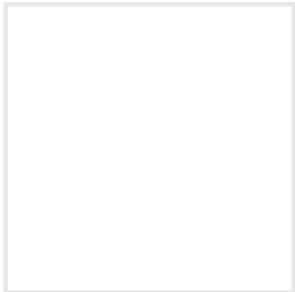
The pedestrian color system uses distinguished colors for backgrounds, arrow color, typography, icons, as well as map elements (See page 15).



Background
C:90 M:90 Y:47 K:62
Hex #191231
RGB: 25,18,49



Arrows, Walking Indicators,
Time & Destination Icon
C:5 M:7 Y:98 K:0
Hex #F7DE10
RGB: 247,222,16



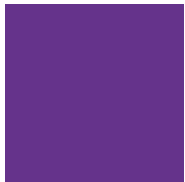
Asset/Destination Text
C:0 M:0 Y:0 K:0
Hex #FFFFFF
RGB: 255,255,255



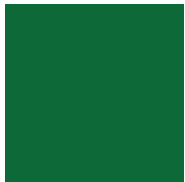
Grey Line Dividers C:67 M:61 Y:40 K:19 Hex #5B5A6D RGB: 91, 90, 109



Bus Stop
C:9 M:88 Y:100 K:1
Hex #DB4426
RGB: 219,68,38



Train Station
C:75 M:96 Y:7 K:1
Hex #65338A
RGB: 101,51,138



Public Parking
C:90 M:33 Y:98 K:26
Hex #046937
RGB: 4,105,55



Municipal Building
C:87 M:53 Y:0 K:0
Hex #0D71BA
RGB: 13,113,186

1.4 Pedestrian Totem

The primary navigational component of the Route Lafayette wayfinding system is the pedestrian totem.

The pedestrian totem (Figure 1.4-A) has been designed to help users navigate urban settings while illustrating the connectivity of surrounding neighborhoods. Each totem has been designed to present 4-6 asset/destinations along with their direction and walk or bike time. This asset/destination list is then accompanied by an orientation map that relates to the particular location of specific totem.

The sides of the totem serve two distinct purposes. One side presents information pertaining to civil responsibility, safety and restrictions while the opposite side designates the neighborhood or district the totem is in (Figure 1.4-B).



Figure 1.4-A

1.4 Pedestrian Totem



Figure 1.4-B

1.4 Pedestrian Totem Layout

The layout of the totem has been designed to establish uniformity and consistency. Having dual language as an element of the totem's layout, it is important not to alter the layout in order to avoid user confusion.

The layout of the pedestrian totems in the Route Lafayette wayfinding system not only convey information in an organized manner but also takes into account the target audience's visual ability. Each line of text and its corresponding language have been carefully designed to present information clearly.

The layout is based off of lanes. The header lane, arrow lanes, and asset/destination lanes have been defined to make informational layout easier (Figure 1.4-C). The designated information for a particular lane should never cross into another lane. For example if the asset/destination name is too long to stay within its lane and will cross into an arrow lane, it will be necessary to break it up on to two lines within its lane.

The layout width and height for particular elements should abide as close as possible to the measurements and guidelines formatted for pedestrian totems (Figure 1.4-D).

Note: Text is light and set on a darker background. Space letters or kern words more loosely to accommodate this combination(Figure 1.4-E).

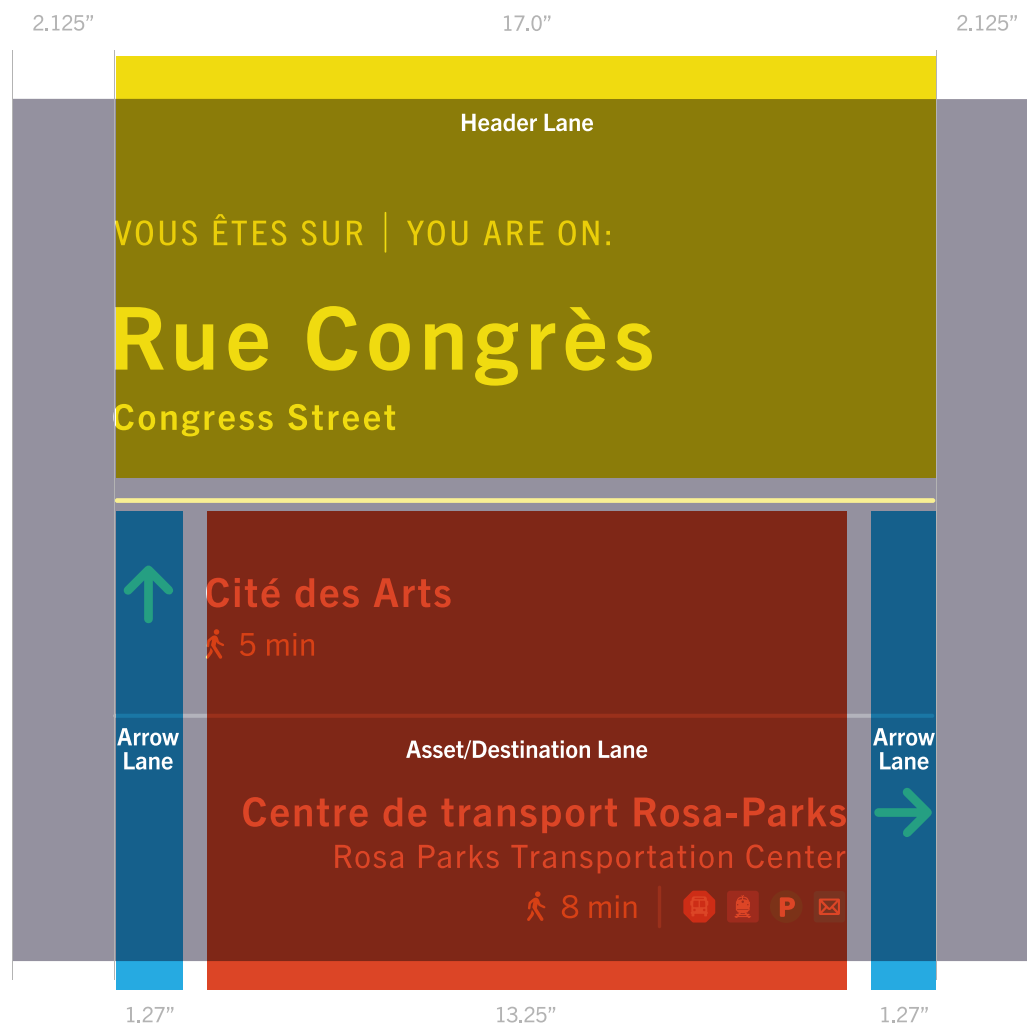


Figure 1.4-C

1.4 Pedestrian Totem Layout

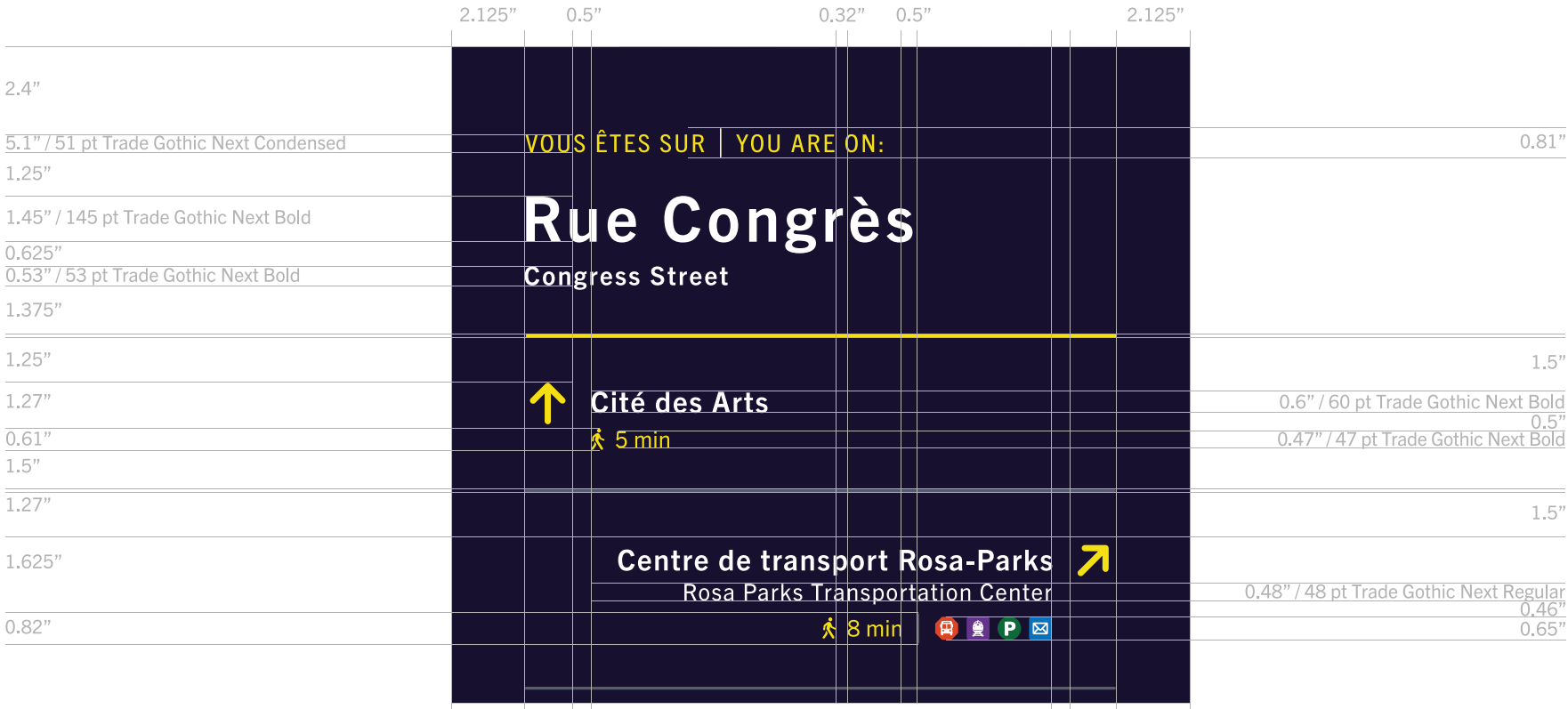


Figure 1.4-D

Spacing
Spacing

Figure 1.4-E

1.4 Pedestrian Totem Layout

Route Lafayette pedestrian maps are quick visual cues for orienting a user in a particular space.

The pedestrian maps present the specific location of the user and their proximity to surrounding assets/destinations with walk times that favor 5 to 10 minutes but sometimes include 15 minutes due to particular assets/destinations.

Maps are always presented with the user in mind. Maps are oriented “forward-up” (the top of the map shows the environment in front of the viewer) instead of always aligning maps “north-up”.

The tops of the maps are to be placed 1.5” below the baseline of the last listed time. The space between the map legend and the logos at the bottom of the totem will fluctuate based on the number of listed asset/destinations at the top half of the totem.

All logos associated with organizations that need to be featured on the totem are placed at the bottom of the panel. Horizontal dividing lines are used to block in entire logo section and a vertical dividing line is used to separate each logo.



1.4 Pedestrian Totem Layout

Utilizing the sides of the pedestrian totem structure, Route Lafayette is able to eliminate repetitive signs while at the same time showcasing community ownership.

The sides of the totem serve two distinct purposes. One side presents information pertaining to civil responsibility, safety and restrictions (Figure 1.4-F) while the opposite side designates the neighborhood or district the totem is in (Figure 1.4-G).

The layout width and height for particular elements should abide to the measurements and guidelines formatted for pedestrian totem sides.

Note: When using neighborhood or district logos, use best judgment to achieve visual balance in size and placement.

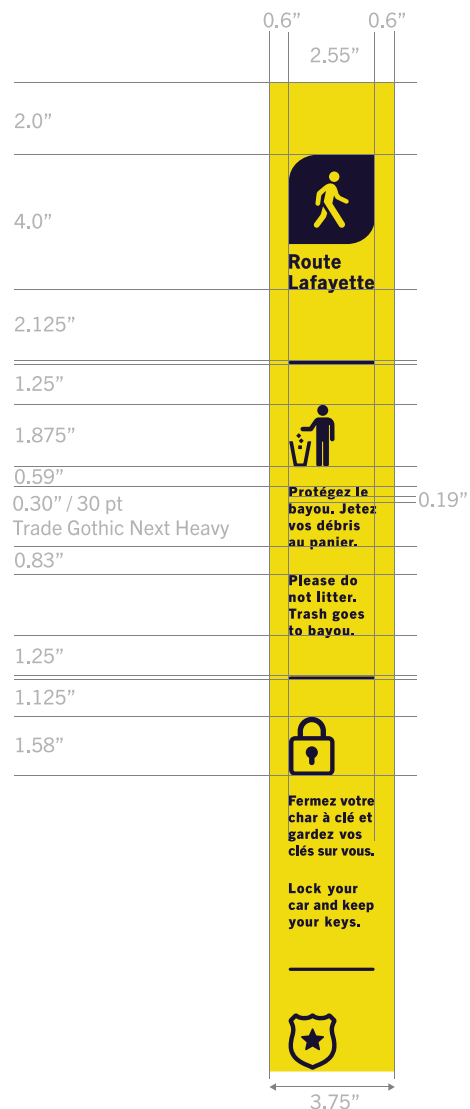


Figure 1.4-F

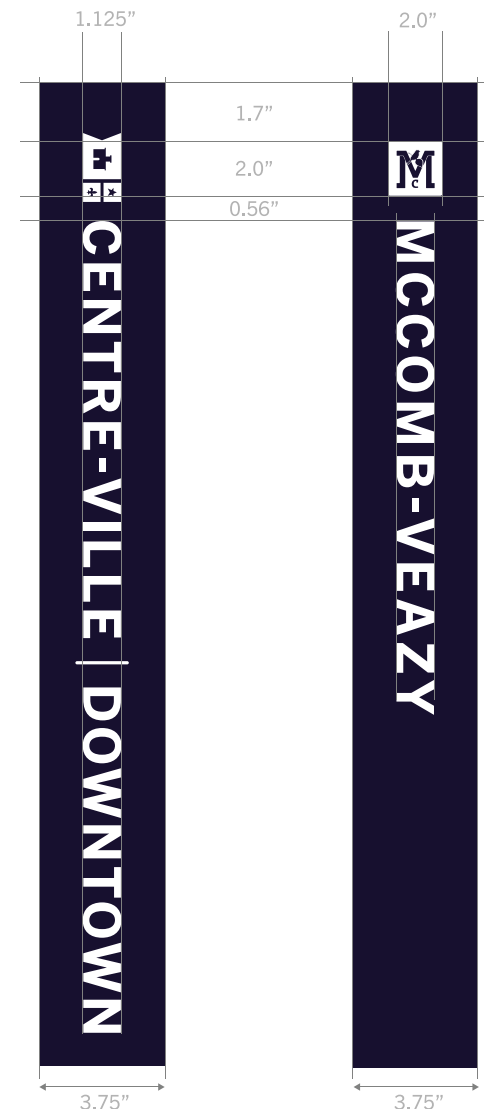


Figure 1.4-G

1.4 Pedestrian Totem Maps

Route Lafayette pedestrian maps are quick visual cues for orienting a user in a particular space.

The pedestrian maps present the specific location of a user and their proximity to surrounding assets/destinations with walk times that favor 5 to 10 minutes but sometimes include 15 minutes due to particular assets.

Maps are always presented with the user in mind. Maps are oriented “forward-up” (the top of the map shows the environment in front of the viewer) instead of always aligning maps “north-up”.

In order to minimize the amount of wording on the maps, only major streets are labeled. All other streets are visually apparent but are knocked back. Downtown streets are presented in French to correspond with new downtown street signs. All other major streets use just the appropriate name without the designated street type (street, road, avenue, etc).

Though most of the wayfinding system includes both French and English, asset/destination names on pedestrian maps are most often only presented in English due to limited spacing.



1.4 Pedestrian Totem Maps

The pedestrian map color system uses distinguished colors for backgrounds, assets, typography, streets, parking, parks, buildings and iconography.



Vous / You & Asset
C:5 M:7 Y:98 K:0
Hex #F7DE10
RGB: 247,222,16



Primary Street
C:37 M:25 Y:7 K:0
Hex #A1AFCD
RGB: 161,175,205



Secondary Street
C:78 M:68 Y:35 K:25
Hex #434C69
RGB: 67,76,105



Neighborhood Text
C:37 M:25 Y:7 K:0
Hex #A1AFCD
RGB: 161,175,205



City Buildings
C:42 M:41 Y:9 K:76
Hex #383448
RGB: 56,52,72



Blue Water
C:66 M:1 Y:7 K:0
Hex #2BBFE2
RGB: 43,191,226



Blue Waves in Water
C:87 M:53 Y:0 K:0
Hex #0D71BA
RGB: 13,113,186



Cemetery Grounds
C:82 M:48 Y:94 K:60
Hex #193A1C
RGB: 25,58,28



UL Lafayette Area
C:23 M:78 Y:56 K:50
Hex #733136
RGB: 115,49,54



UL Lafayette Buildings
C:43 M:82 Y:65 K:55
Hex #57262C
RGB: 87,38,44



Park Area
C:80 M:11 Y:100 K:1
Hex #2EA048
RGB: 46,160,72



Asset/Destination Text
C:0 M:0 Y:0 K:0
Hex #FFFFFF
RGB: 255,255,255



Bus Stop
C:9 M:88 Y:100 K:1
Hex #DB4426
RGB: 219,68,38



Public Parking
C:90 M:33 Y:98 K:26
Hex #046937
RGB: 4,105, 55



Train Station
C:75 M:96 Y:7 K:1
Hex #65338A
RGB: 101,51,138



Municipal Building
C:87 M:53 Y:0 K:0
Hex #0D71BA
RGB: 13,113,186

1.5 Secondary Pedestrian Signs

The accompanying units to the pedestrian totems are the secondary pedestrian signs.

The secondary pedestrian signs are intended to provide confirmation to users as they travel from totems to asset/destinations. Secondary signs have two different applications. First, metal signs that attach to poles like traditional signs and secondly pole wrapped signs.

The tradition signs are always 12" in width but vary in height based off of the number of assets/destinations listed and whether not a map is necessary. Best judgment should be used when selecting an appropriate height for the signs.

Pole wrapped signs have three different width sizes but like the traditional signs vary in length based off of the number of assets/destinations listed and whether not a map is necessary.



1.5 Secondary Pedestrian Signs



Pedestrian Small
Wrapped Sign



Pedestrian Regular
Wrapped Sign



Pedestrian Wide
Wrapped Sign

1.5 Secondary Pedestrian Signs Layout

The layout width and height for particular elements should abide as close as possible to the measurements and guidelines formatted for secondary pedestrian signs (Figure 1.5-A). Because of the length of certain asset/ destination names, text size in some instances will be effected. This will affect all of the elements on the sign. It is important in these instances, to use best judgment to fit all appropriate information and elements without effecting legibility. Notice in Figures 1.5-A through C, text and element sizing varies, but proportion and balance is maintained.

Because the widths of the secondary signs are smaller than the totems, the directional arrows are almost always placed above an asset/ destination list. Only one directional arrow is needed for a particular direction (Figure 1.5-A). If multiple assets/destinations are listed in the same direction, do not place an arrow next to each different asset/destination.

It is highly important to never have an arrow pointing towards asset/destination text. Arrows should still always been placed pointing towards the border of a sign. If multiple directions need to be presented on one sign, each arrow direction should always be divided by a divisional line (Figure 1.5-B).

Note: Please be aware of vatying hole placement on trim layer of current sign design files.

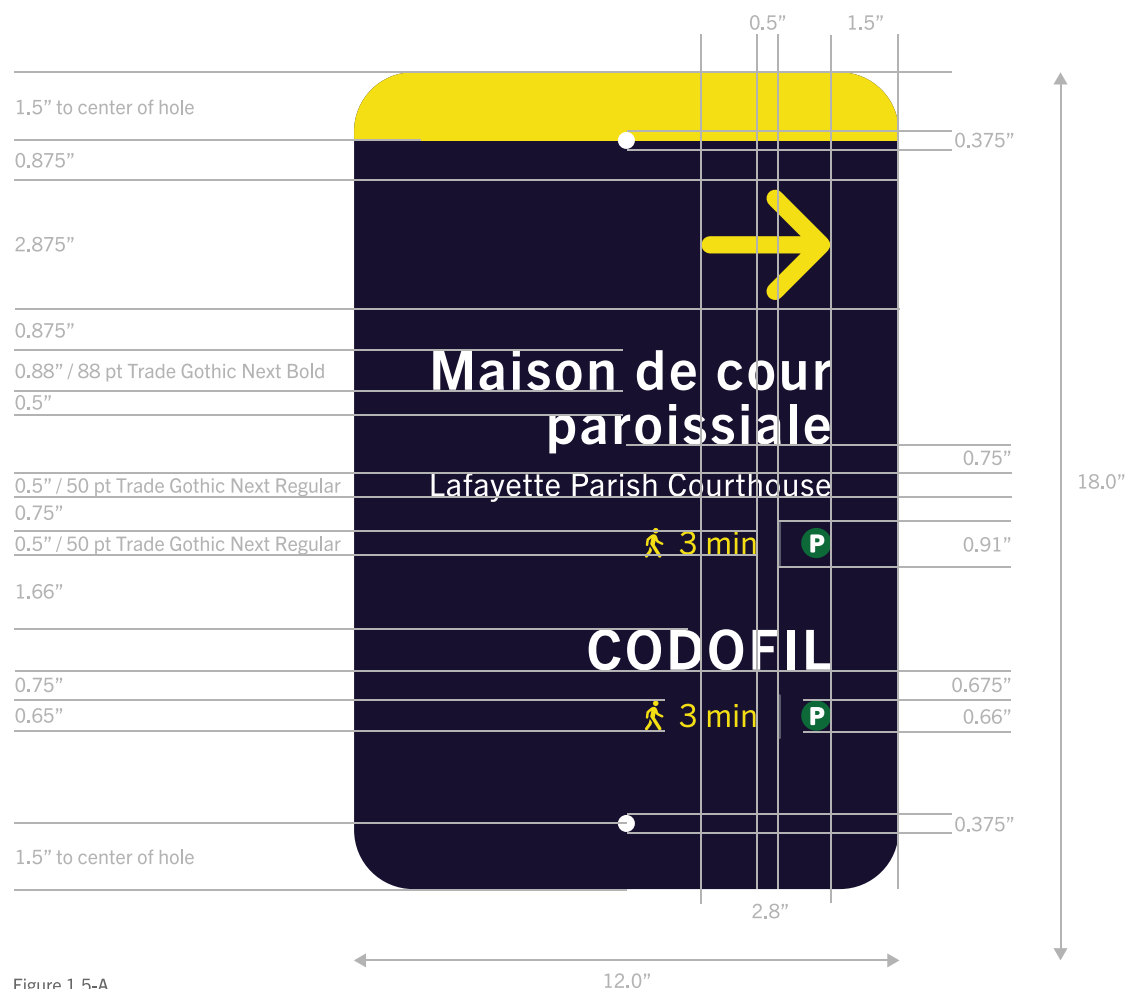


Figure 1.5-A

1.5 Secondary Pedestrian Signs Layout



Figure 1.5-B

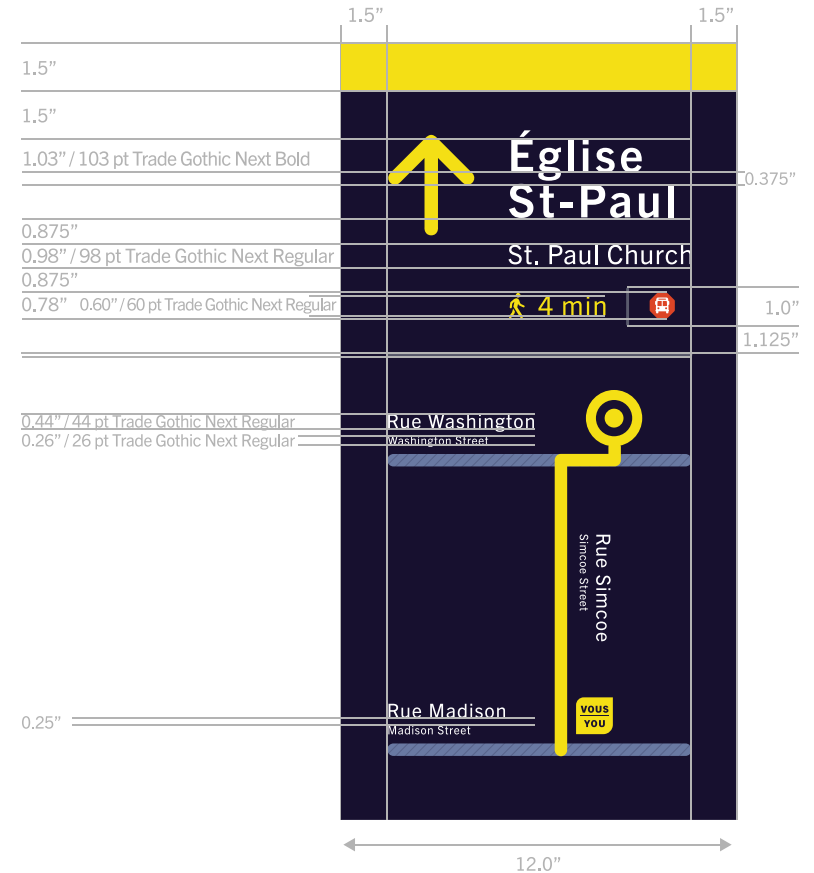


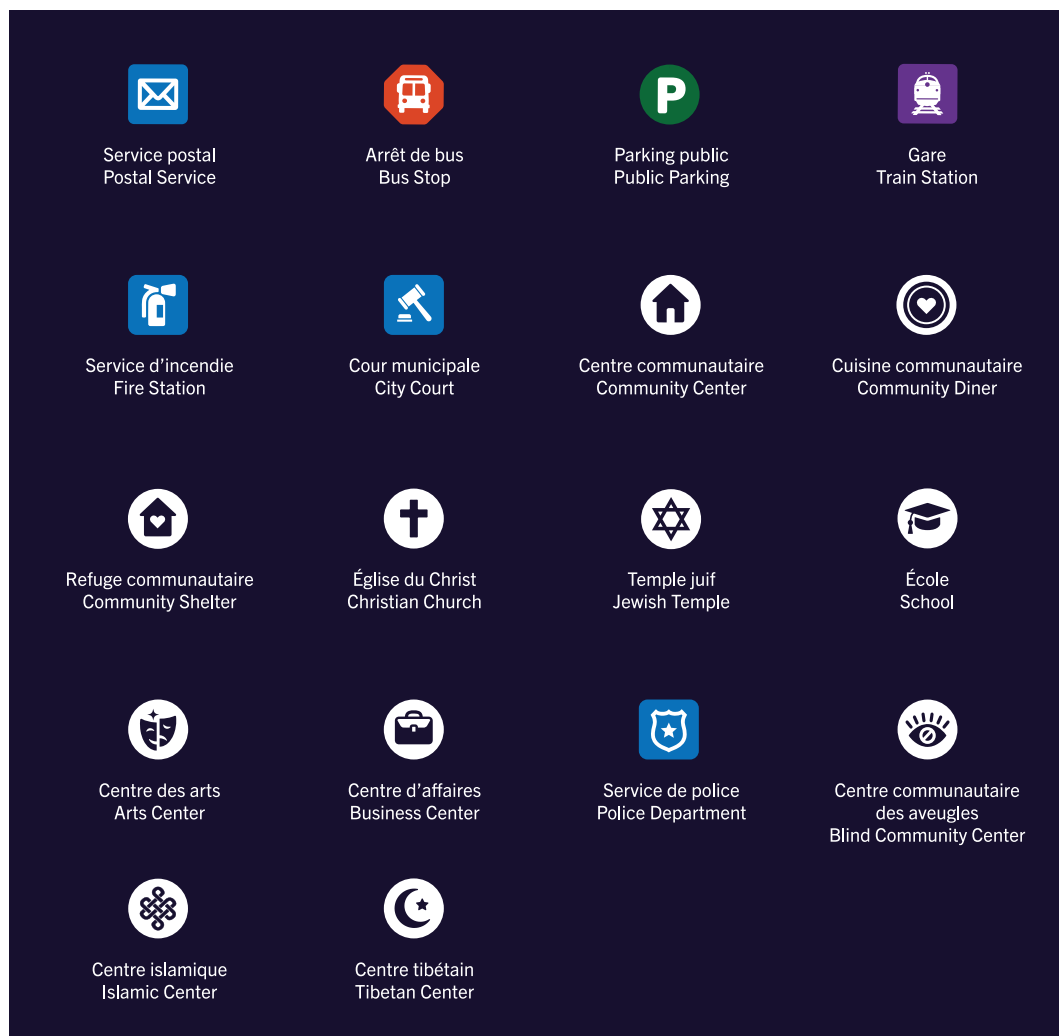
Figure 1.5-C

1.6 Icons & Landmark Illustrations

City icons are used throughout the pedestrian wayfinding system to quickly help users identify municipal building, institutions and religiously affiliated destinations.

These icons are also used to accompany assets/destinations that do not have a landmark illustration. Landmark illustrations can be found on pages 21 - 23.

Note: Icons have been scaled appropriately for visibility and balance. Do not adjust the size or move any aspect of the illustration inside their outer shape.



1.6 Icons & Landmark Illustrations

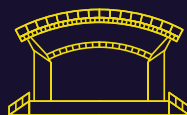
Landmark illustrations quickly help orient users while providing unique visuals specific to the city of Lafayette.

Landmark illustrations are used throughout Route Lafayette when applicable. These particular Landmark illustrations showcase specific buildings that are either highly recognizable by the community, can be grouped into municipal categories, or fall within the national registry of historic places. A full list of all current Landmark illustrations are listed on the following page.





Centre de transport Rosa-Parks
Rosa Parks Transportation Center



Parc International



Centre des arts Heymann
Heymann Arts Center



Première Église méthodiste unie
First United Methodist Church



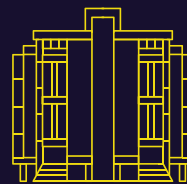
Chapelle Notre-Dame-de-Bonne-Espérance
Our Lady of Good Hope Chapel



Musée des sciences de Lafayette
Lafayette Science Museum



Centre des arts d'Acadiana
Acadiana Center for the Arts



Maison de cour paroissiale
Lafayette Parish Courthouse



Maison de cour fédérale
Federal Courthouse



Centre médical Lafayette General
Lafayette General Medical Center



Édifice A.-Hays-Town
A. Hays Town House



Musée d'art Hilliard
Hilliard Art Museum



Édifice Martin
Martin Hall



Colisée Blackham
Blackham Coliseum



Cajundome



Cathédrale St-Jean-l'Évangéliste
Cathedral of St. John the Evangelist



Hôtel de Ville
City Hall



Acadiana Park Nature Station
Station de nature du Parc Acadiana



Musée des enfants d'Acadiana
Children's Museum



Bibliothèque publique de Lafayette
Lafayette Public Library



Centre International de Lafayette
Lafayette International Center



Maison Charles-H.-Mouton
Charles H. Mouton House



Enseigne de la boulangerie
Evangeline Maid
Evangeline Maid Bread Sign



CODOFIL



Maison Alexandre-Mouton
Alexandre Mouton House



Enseigne "Y" de Lafayette
Lafayette "Y" Sign

Cyclist Wayfinding

2.1 Cyclist Typography & Colors

2.2 Cyclist Arrow Placement & Hierarchy

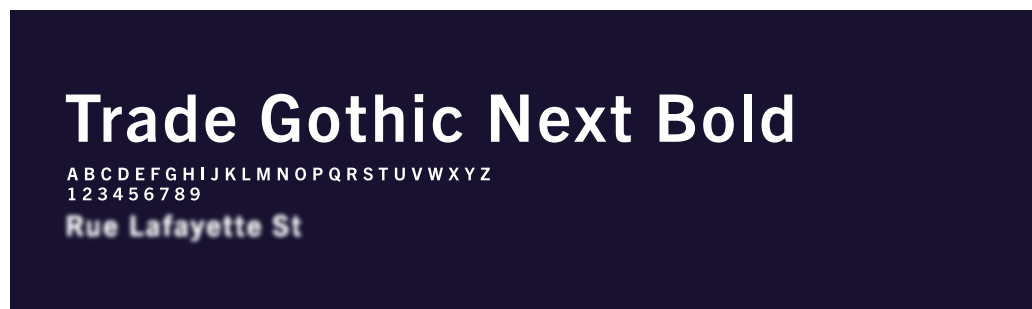
2.3 Cyclist Signs



2.1 Cyclist Typography & Color

The cyclist component of the Route Lafayette wayfinding system only utilizes the font Trade Gothic Next LT Pro Bold. Regular variants of the font should not be used and the condensed bold version should be avoided when possible.

The cyclist color system uses distinguished colors for background, arrow, and typography. It is imperative to keep these colors designated to their corresponding aspects in order to distinguish them from each other and create consistency throughout the city.



Background
C:90 M:90 Y:47 K:62
Hex #191231
RGB: 25,18,49



Bicycle and Accent
C:49 M:0 Y:7 K:0
Hex #76CFE7
RGB: 118,207,231



Asset/ Destination Text
C:0 M:0 Y:0 K:0
Hex #FFFFFF
RGB: 255,255,255



Grey Line Dividers
C:67 M:61 Y:40 K:19
Hex #5B5A6D
RGB: 91, 90, 109

2.2 Cyclist Arrow Placement & Hierarchy

Along with the typography, the directional arrow's placement and hierarchy are important in guiding users in a consistent and comfortable manner.

The cyclist arrow is always presented in navy within a white circle.

The arrow hierarchy must always follow this format:

1. Forward & Up
2. Right
3. Left

(Figure 2.2-A)

Directional arrows should be placed towards the border of a sign and above the asset/destination text.

The **2. Right** arrow must be justified right and placed on the far right side above the asset/destination text. Also, each arrow direction should always be divided by a line (Figure 2.2-B).

Note: Only one arrow is needed for each direction. If multiple assets/destinations are listed in the same direction, do not place an arrow next to each different asset/destination. It is also highly important to never have an arrow pointing toward asset/destination text (Figure 2.2-C).

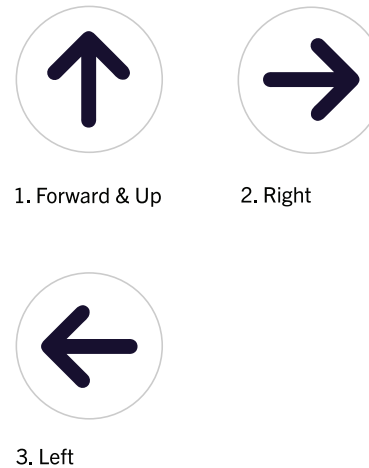


Figure 2.2-A

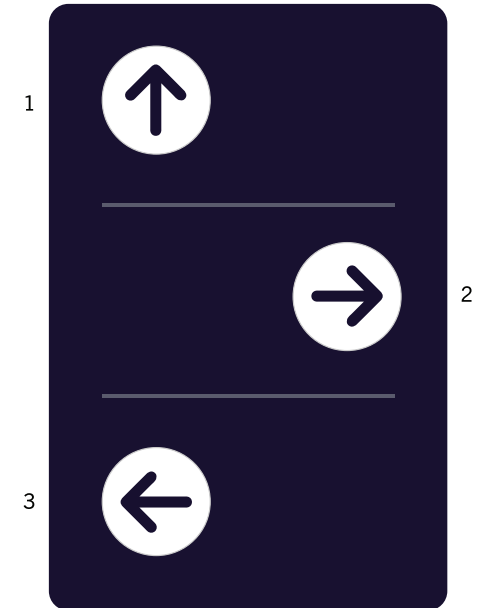


Figure 2.2-B



Figure 2.2-C

2.3 Cyclist Signs

The cyclist signs are intended to provide confirmation to users as they travel to asset/destinations. Cyclist signs have two applications. First, metal signs that attach to poles like traditional signs and secondly pole wrapped signs.

Traditional metal signs have been designed to be 12" in width but vary in height based off of the number of assets/destinations listed. Some instances require a 9" width sign. Best judgment should be used when selecting an appropriate width and height for a sign.

Pole wrapped signs have three different width sizes but like the traditional signs vary in length based off of the number of assets/destinations listed.

If applicable, a cyclist street sign can be considered to compliment a certain environment.



Cyclist Small
Wrapped Sign



Cyclist Regular
Wrapped Sign



Cyclist Wide
Wrapped Sign



Cyclist Street Sign



2.3 Cyclist Sign Layout

The layout width and height for particular elements should abide as close as possible to the measurements and guidelines formatted for cyclist signs (Figure 2.3-A). Because of the length of certain asset/destination names, type size in some instances will be affected. This will effect all of the elements on the sign. It is important in these instances, to use best judgment to fit all appropriate information and elements without affecting legibility.

The directional arrows are always placed above an asset/destination list. Only one directional arrow is needed for a particular direction. If multiple assets/destinations are listed in the same direction, do not place an arrow next to each different asset/destination. Arrows should still always be placed pointing towards the border of a sign though. If multiple directions need to be presented on one sign, each arrow direction should always be divided by a divisional line (Figure 2.3-B).

Note: On Figure 2.3B the sign holes should be custom drilled or punched 4" on center from the top and 3" on center from the bottom.

Reminder: When creating pole wrapped signs, do not put elements too close to the edge because the sides of the design turn away from you as they wrap around the pole ultimately affecting legibility (Figure 2.3-C).

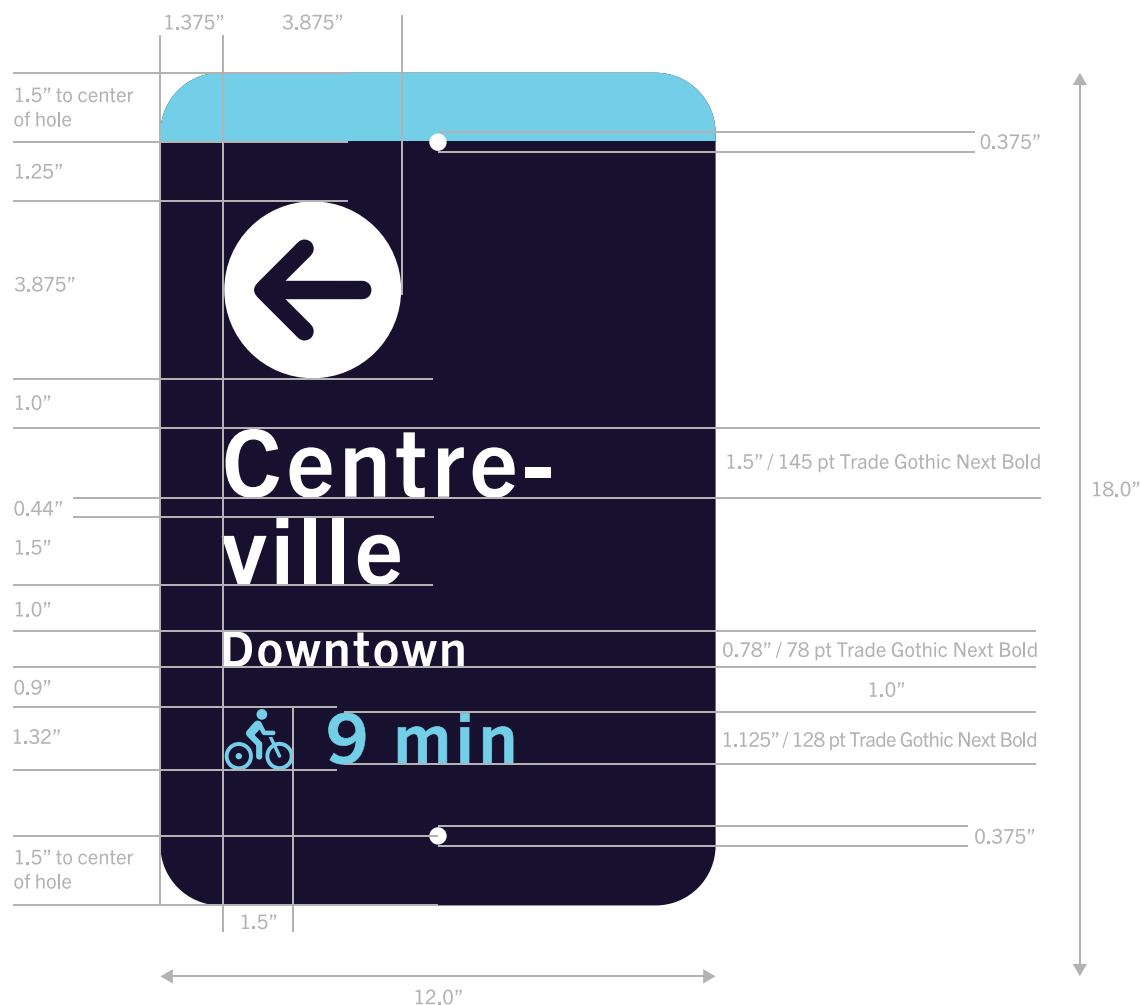


Figure 2.3-A

2.3 Cyclist Sign Layout

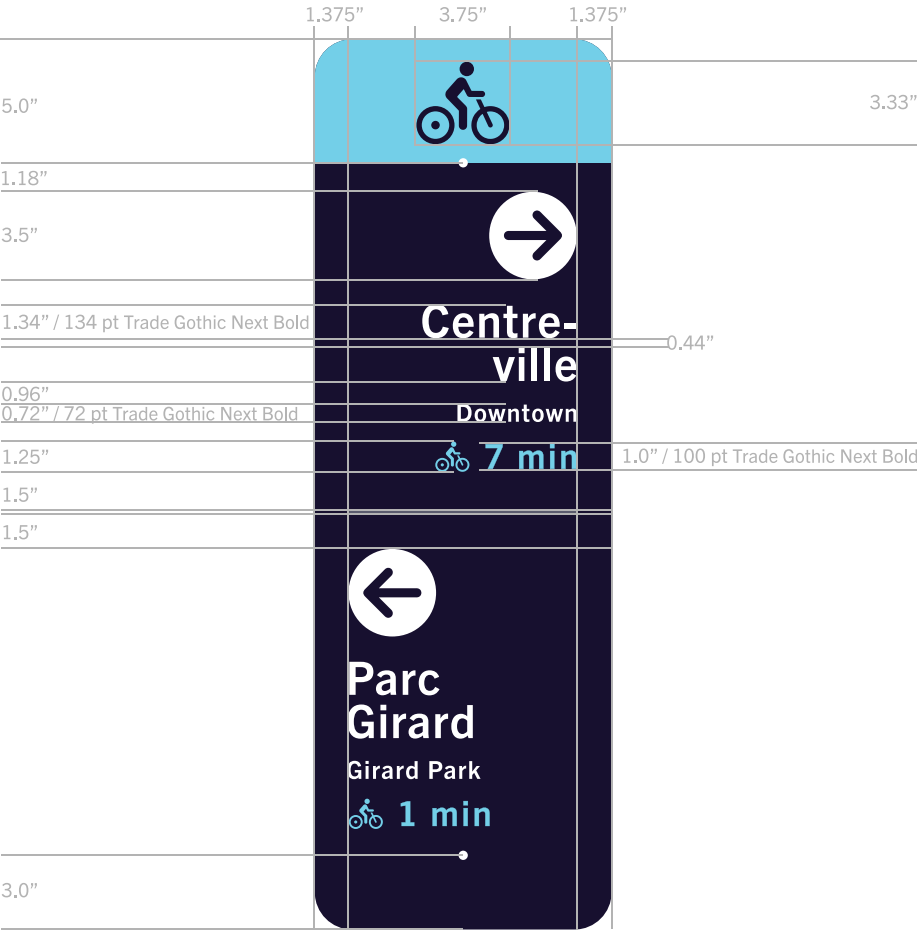


Figure 2.3-B

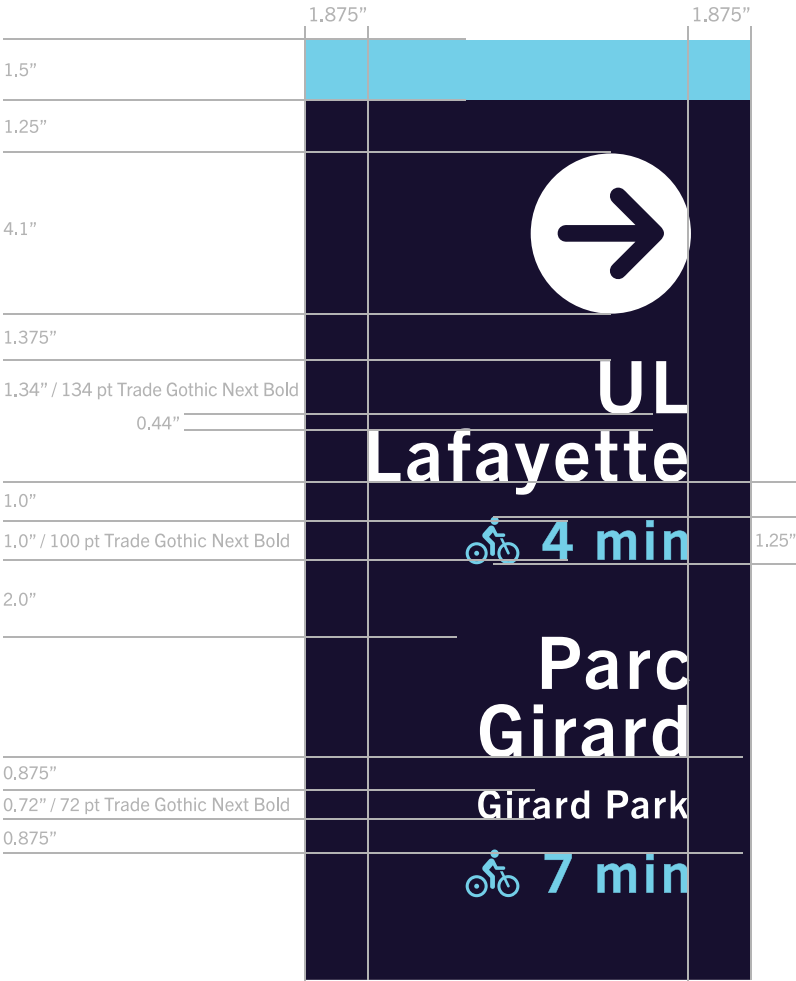


Figure 2.3-C

Parks & Recreation

- 3.1 Park Typography
- 3.2 Park Arrow Placement & Hierarchy
- 3.3 Park Totems
- 3.4 Maps
- 3.5 Secondary Signage
- 3.6 Entrance Signs
- 3.7 Identification Signs
- 3.8 Pictograms



3.1 Park Typography

The typography found throughout Parks & Recreation aspects of Route Lafayette utilizes the font Trade Gothic Next LT Pro. The font family is versatile and is legible with consideration for the visually compromised throughout Lafayette.

Note: Throughout the entire Route Lafayette wayfinding system, the majority of lettering needs to be a mix of upper and lowercase letters. Exceptions to this rule can be found on the park designations on the sides of totems, the top line (VOUS ÊTES À / YOU ARE AT:) of totem fronts and backs, and the parrain/sponsor wording (if applicable) found at the bottom of totems.

Trade Gothic Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Trade Gothic Next Bold

Trade Gothic Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Trade Gothic Next Regular

Trade Gothic Next Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Trade Gothic Next Bold Condensed

Trade Gothic Next Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Trade Gothic Next Condensed

3.2 Park Arrow Placement & Hierarchy

The Parks & Recreation arrow is always presented in yellow.

The arrow hierarchy must always follow this format:

1. Forward & Up
 2. Forward & Right
 3. Right
 4. Left
 5. Forward & Left
- (Figure 3.2-A)

Directional arrows should be placed towards the border of a sign. Arrows on signage follow this rule from the middle of the sign: text and then arrow.

The **2. Forward & Right** arrow and **3. Right** arrow must be justified right and placed on the far right side between the asset/destination text and the border of a sign. Also, each arrow direction should always be divided by a line (Figure 3.2-B).

NOTE: Only one arrow is needed for each direction. If multiple assets/destinations are listed in the same direction, do not place an arrow next to each different asset/destination. It is also highly important to never have an arrow pointing toward asset/destination text (Figure 3.2-C).

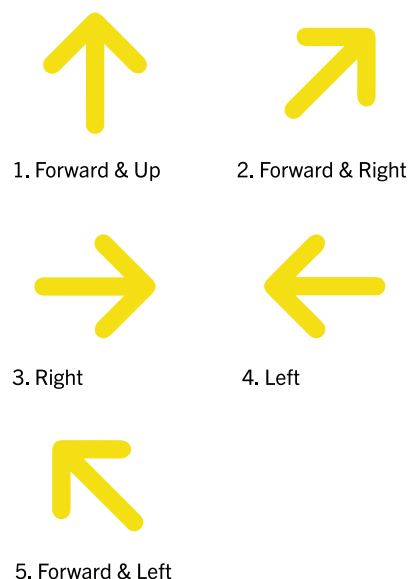


Figure 3.2-A

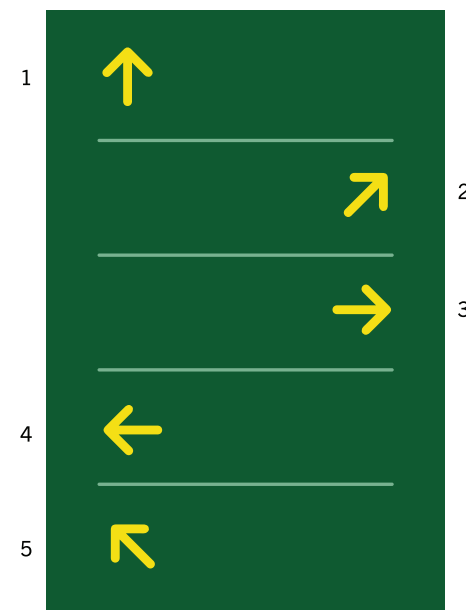


Figure 3.2-B



Figure 3.2-C

3.3 Park Totem

The primary unit of the Route Lafayette Parks & Recreation wayfinding system is the Park totem.

The Parks & Recreation totem (Figure 3.3-A) has been designed to help users navigate park locations. Each totem has been designed to present 4-6 asset/destinations along with their corresponding pictogram and direction. Unlike the pedestrian totems, walk times are not listed in asset/destination list. The user can use the accompanied overview map to determine how far away assets are from their current location.

The sides of the totem serve two distinct purposes. One side presents information pertaining to civil responsibility, safety and restrictions while the opposite side designates the park that the totem is in (Figure 3.3-B).



3.3 Park Totem



Figure 3.3-B

3.3 Park Totem Layout

The layout of the park totems not only conveys information in an organized manner but also takes into account the target audience’s visual ability. Each line of text and its corresponding language have been carefully designed to present information clearly.

The layout is based off of lanes. The arrow lanes and asset/destination lanes have been defined to make informational layout easier (Figure 3.3-C). The designated information for a particular lane should never cross into another lane.

The layout width and height for particular elements should abide as close as possible to the measurements and guidelines formatted for park totems (Figure 3.3-D).

The park maps vary in height based off of asset/destination list and park shape. The top of the map should be placed 0.75” from the divisional line (Figure 3.3-E) that follows after the last asset/destination text.

For the sides of the totem, layout width and height for particular elements should abide to the measurements and guidelines set forth (Figure 3.3-F).

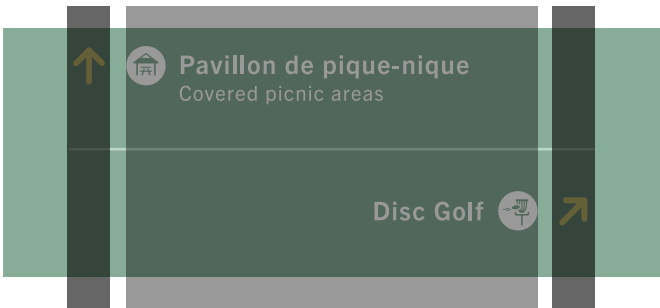


Figure 3.3-C

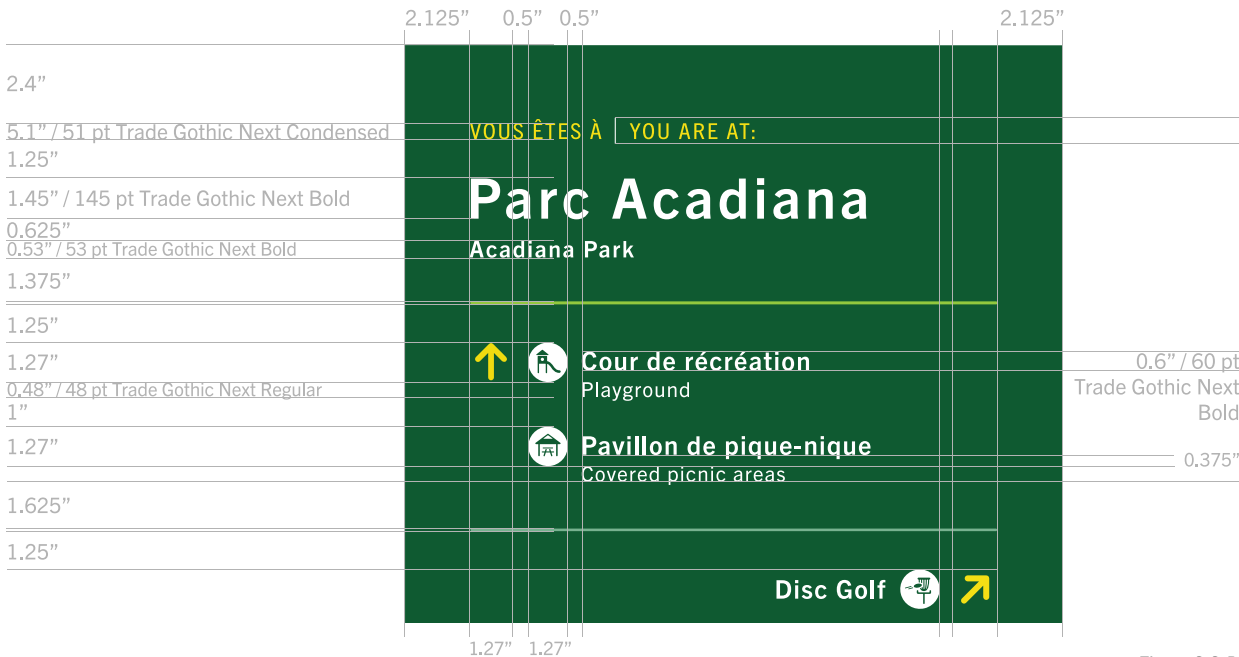


Figure 3.3-D

3.3 Park Totem Layout

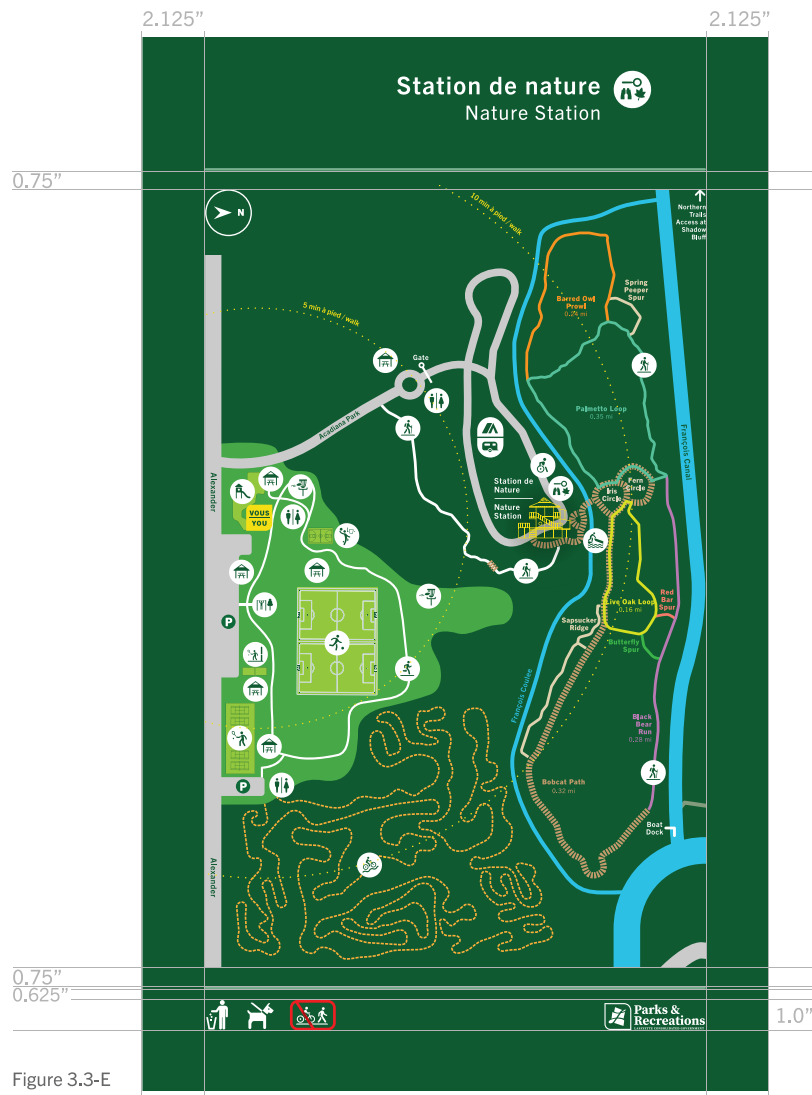


Figure 3.3-E

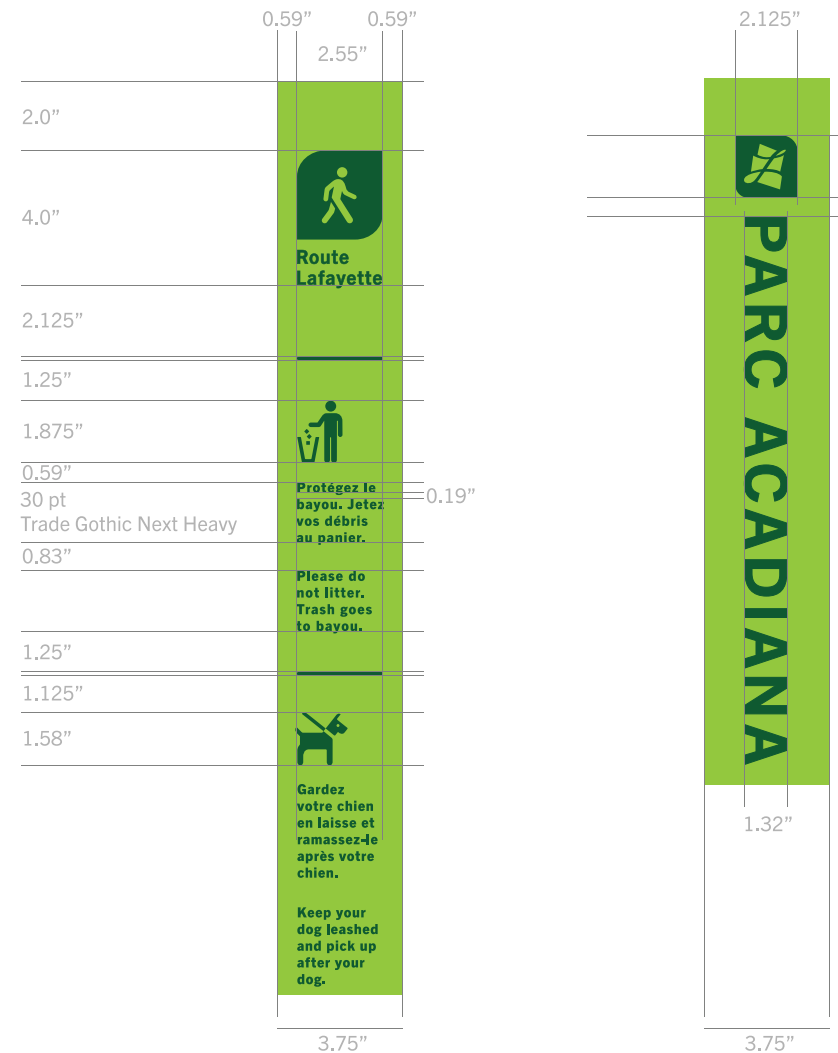


Figure 3.3-F

In some instances other assets near parks are listed to provide orientation or to encourage visitation to a particular asset that falls within or right outside of the park system.



3.4 Park Maps

The parks color system uses distinguished colors for background, arrow color, and typography. It is imperative to keep these colors designated to their corresponding aspects in order to distinguish them from each other and create consistency throughout the city or parks.



Vous / You & Asset
C:5 M:7 Y:98 K:0
Hex #F7DE10
RGB: 247,222,16



Background & Pictograms
C:90 M:38 Y:97 K:36
Hex #035B30
RGB: 3,91,48



Primary Line Divider
C:47 M:0 Y:99 K:0
Hex #94C93E
RGB: 148,201,62



Map Water
C:66 M:1 Y:7 K:0
Hex #2BBFE2
RGB: 43,191,226



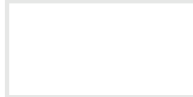
Boardwalk
C:23 M:38 Y:64 K:1
Hex #C59B6C
RGB: 197,155,108



No Bottles
C:0 M:99 Y:100 K:0
Hex #ED2224
RGB: 237,34,36



Secondary Line Divider
C:55 M:13 Y:49 K:0
Hex #79B396
RGB: 121,179,150



Asset/ Destination Text
C:0 M:0 Y:0 K:0
Hex #FFFFFF
RGB: 255,255,255

Slight variations will be necessary on signage that also needs a distinct restriction present (Figure 3.5-C)



3.5 Park Secondary Signage

Figure 3.5-A

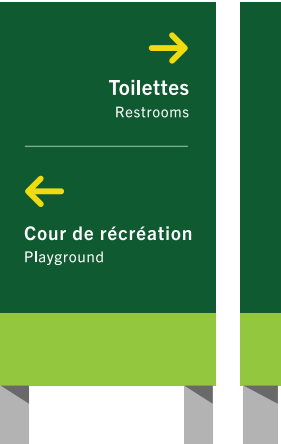
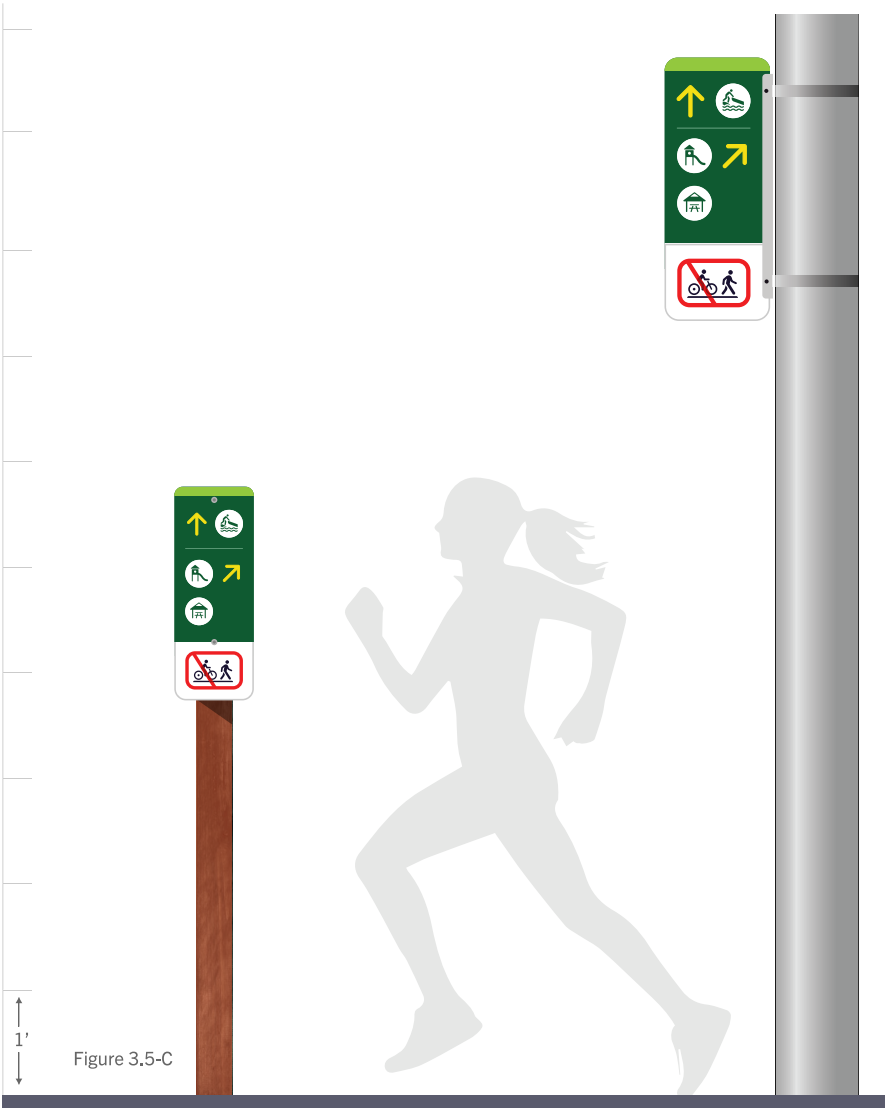


Figure 3.5-B



Figure 3.5-C



With the exception of map based signs, the directional arrows are always placed above an asset/ destination list. Only one directional arrow is needed for a particular direction. If multiple assets/destinations are listed in the same direction, do not place an arrow next to each different asset/destination. Arrows should still always be placed pointing towards the border of a sign though. If multiple directions need to be presented on one sign, each arrow direction should always be divided by a divisional line (Figure 3.5-E).



3.5 Park Secondary Signage Layout



3.5 Park Secondary Signage Layout

Slight variations will be necessary on signage that also needs a distinct restriction present (Figure 3.5-F). For example: a walking path that does not allow bikes but also needs to point to the direction of particular assets/destinations.

The layout width and height for particular elements should abide as close as possible to the measurements and guidelines formatted for Park & Recreation secondary signage.

Note: A hanging sign can place two signs back to back. In this instance, remember that asset/destinations that point left and right, the asset/destinations may be reversed but all other directional arrow assets need to be oriented with the “forward-up” orientation in mind (Figure 3.5-G).

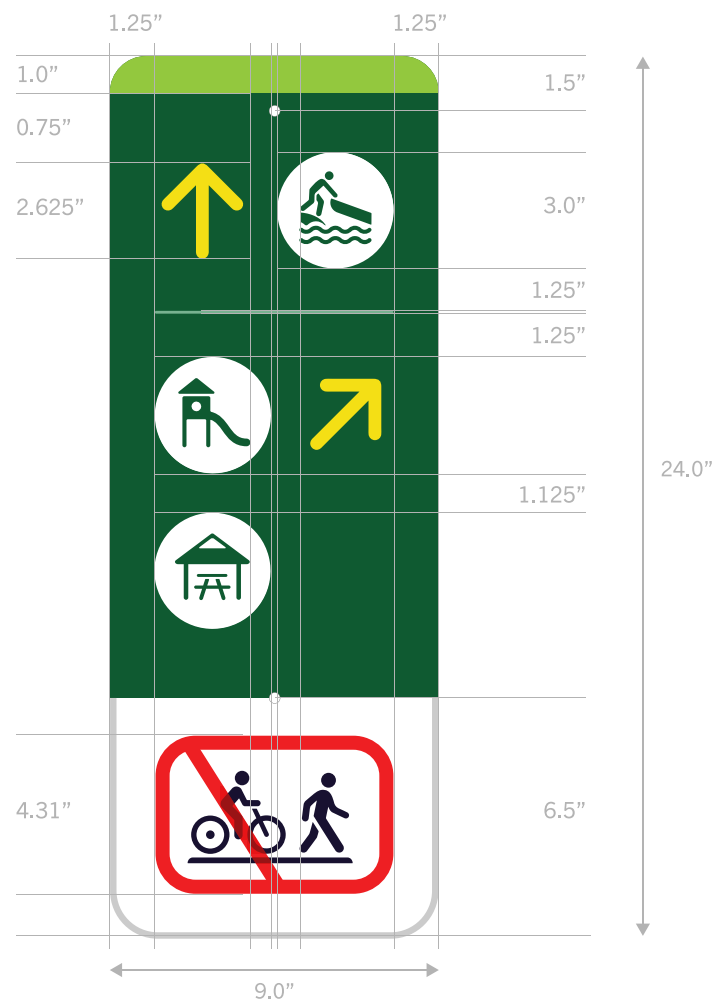


Figure 3.5-F

3.5 Park Secondary Signage Layout

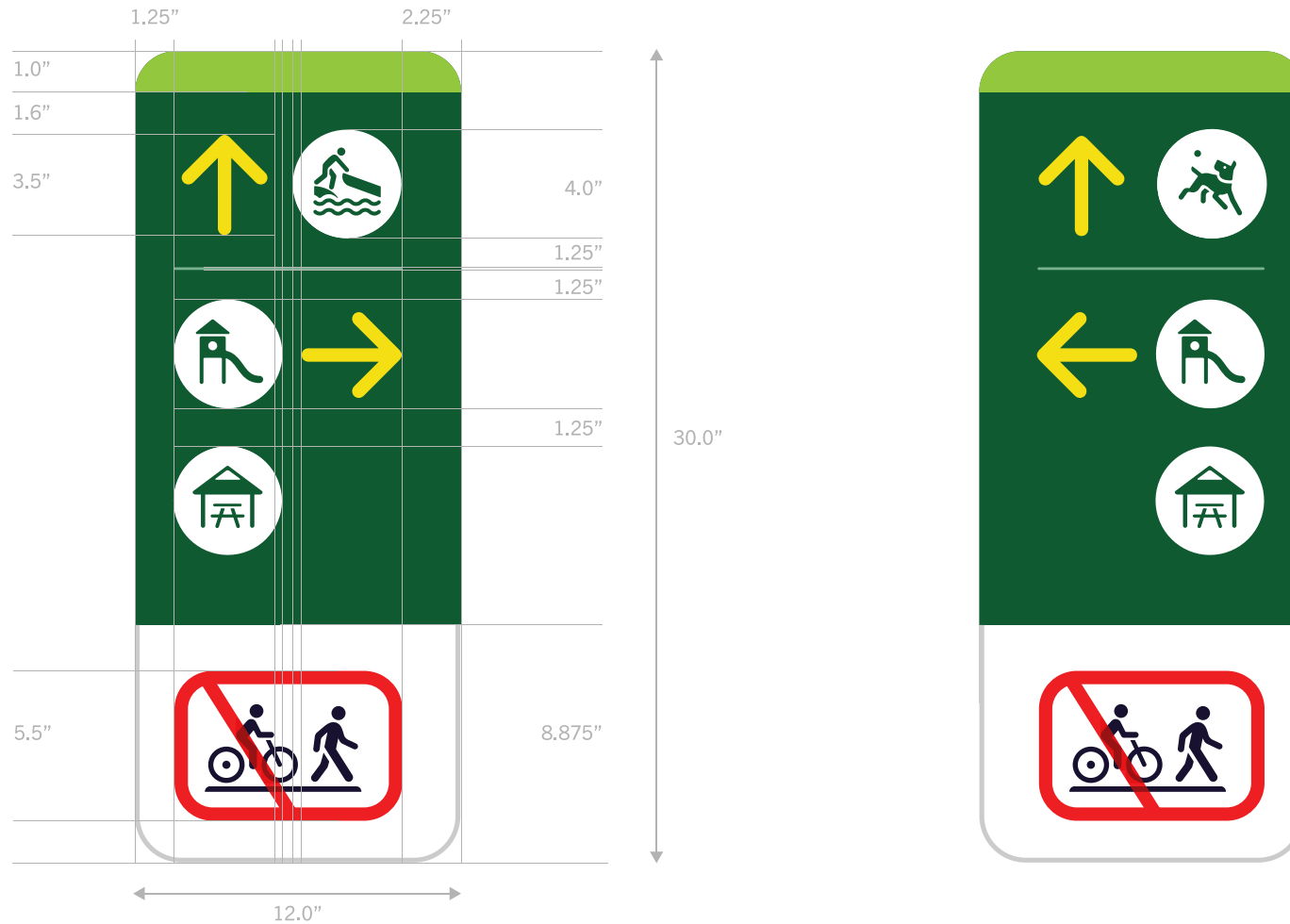


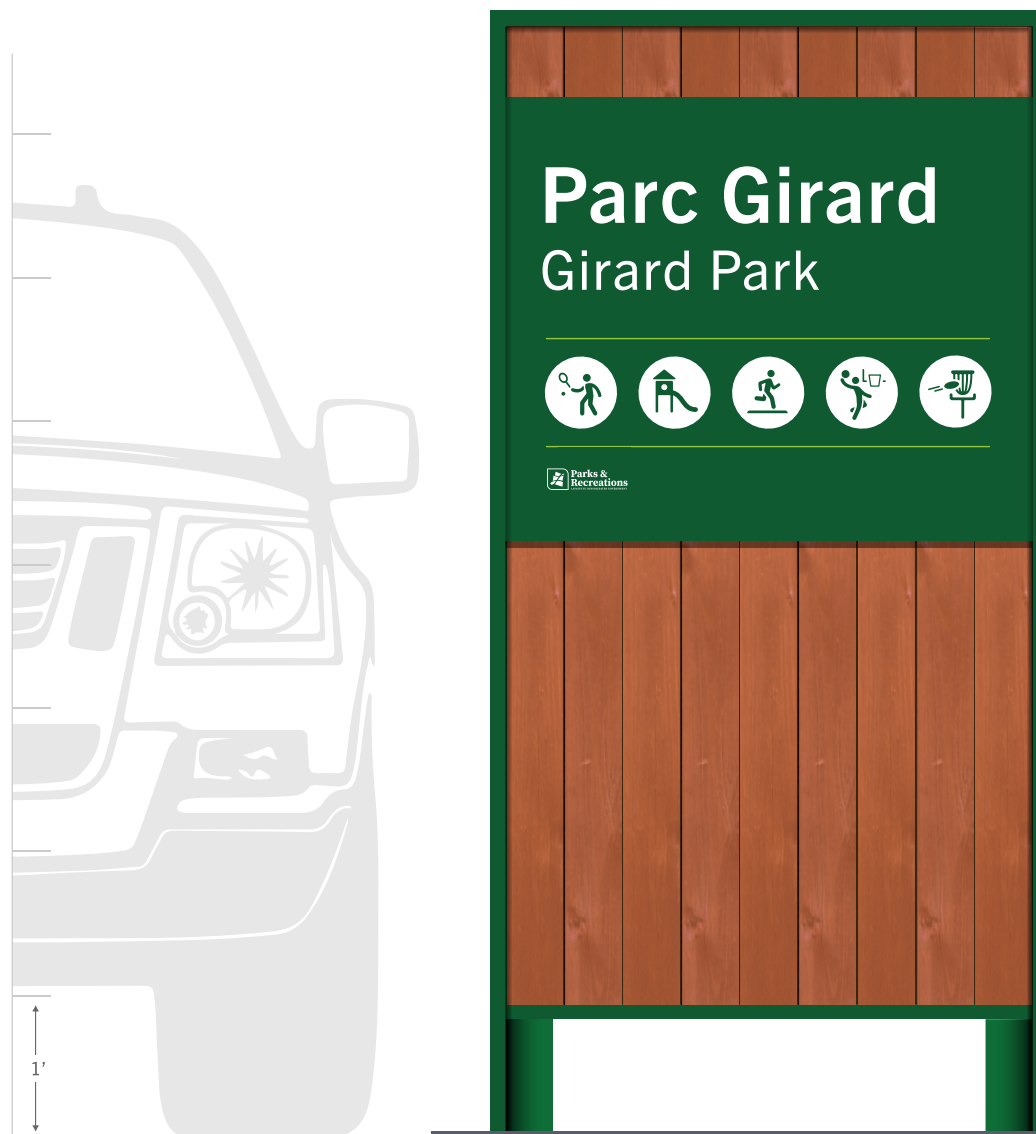
Figure 3.5-G

3.6 Park Entrance Signs

The Parks & Recreation entrance signs (Figure 3.6-A) have been designed to identify park entrances and help users navigate into a particular park environments. Each sign has been designed to present the French and English name of a particular park first and foremost. To cut down on words a list 5 amenities are presented in pictograms followed by the smaller Parks & Recreation logo.

Note: Consider the amenities that make a particular park special from another park and make sure to choose the corresponding pictograms for the sign.

Figure 3.6-A



3.6 Park Entrance Signs

The layout width and height for particular elements should abide as close as possible to the measurements and guidelines formatted for Park & Recreation entrance signage (Figure 3.6-B).

Note: For this type of park entrance sign, the opposite side of the sign will be identical. Both sides should look exactly the same (Figure 3.6-C).

Figure 3.6-C



Figure 3.6-B

3.6 Park Entrance Signs with Listed Assets

For some parks, a variation on the Parks & Recreation entrance sign (Figure 3.6-D) is necessary to navigate users to particular destinations. This variation is used most often with parks that have multiple entrances that span across a larger geographic footprint and need to list specific assets/destinations.

Figure 3.6-D



3.6 Park Entrance Signs with Listed Assets

The layout width and height for particular elements should abide as close as possible to the measurements and guidelines formatted for Park & Recreation entrance signage (Figure 3.6-E).

When an entrance sign with listed assets and directional arrows are used, always remember to mirror the sign on the reverse side (Figure 3.6-F).

Figure 3.6-F

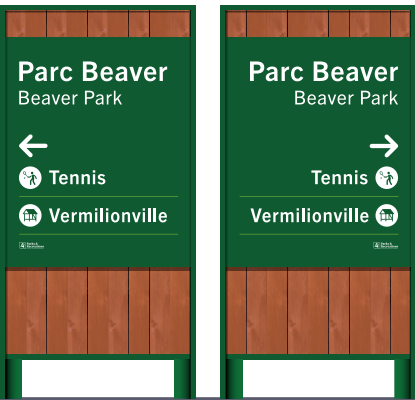


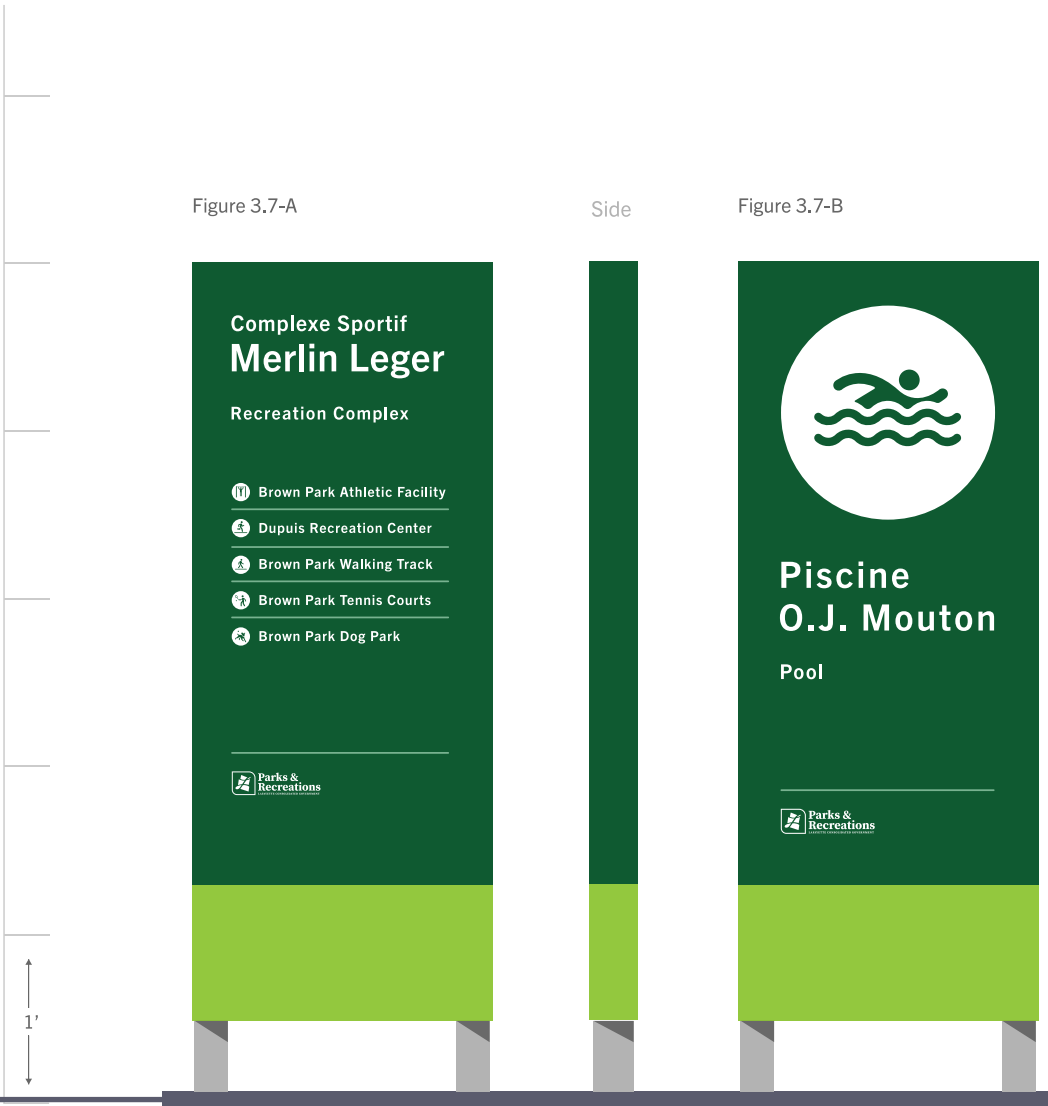
Figure 3.6-E

3.7 Park Identification Signs

The Parks & Recreation identification signs are intended to provide confirmation to users once they have arrived at a particular asset/destination.

Two types of signs have been designed for specific uses. First a complex or area that includes a list of multiple assets/destinations within it (Figure 3.7-A) and secondary, a single asset/destination sign with pictogram (Figure 3.7-B).

The layout width and height for particular elements should abide as close as possible to the measurements and guidelines formatted for Park & Recreation identification signage (Figure 3.7-C).



3.7 Park Identification Signs



Figure 3.7-C

3.8 Park Pictograms

Pictograms are used throughout the Parks & Recreation wayfinding system to quickly help users identify particular park assets/destinations.

For use in the Parks & Recreation wayfinding system, pictograms are presented in green inside a white circle.

They have been designed when applicable, to nestle inside an invisible square (Figure 3.8-A). This square is then moved slightly inside the white circle to visually balance out a particular pictogram (Figure 3.8-B).

As you can see in Figure 3.8-C, sometimes the pictogram illustration falls within the invisible square, sometimes aspects fall out, and sometimes that aspects appear more rectangle than square. All pictograms have been scaled appropriately for visibility and balance. Do not adjust the size or move any aspect of the illustration inside their outer shape.

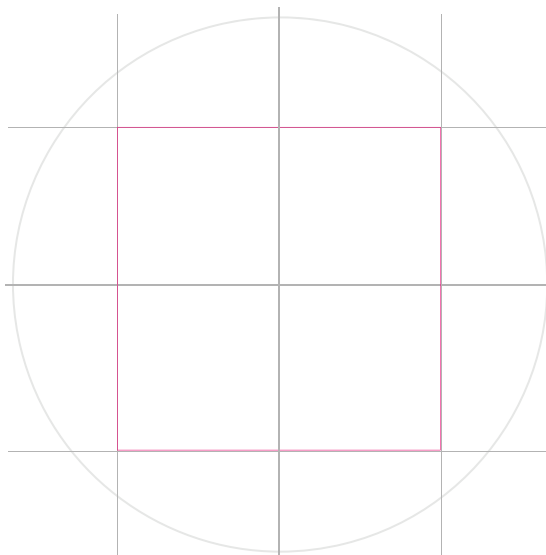


Figure 3.8-A

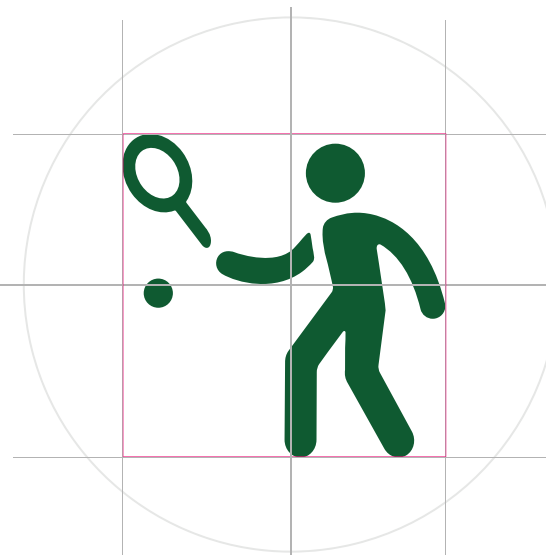


Figure 3.8-B



Figure 3.8-C

3.8 Park Pictograms

Pictograms have be scaled appropriately for visibility and balance. Do not adjust the size or move any aspect of the illustration inside their outer shape.

For use in the Park & Recreation wayfinding system, pictograms are presented in green inside a white circle.

Each pictogram has been designed to balance the illustration with corresponding negative space around it. Adjusting this negative space can alter consistency and make icons unbalanced as well as affect their legibility. Do not change the size of the pictogram illustration, move its location within its circle, rotate particular aspect of it, or add any additional elements.





Toilettes
Restrooms



Marcheur
Walking



Camping



Pavillon de pique-nique
Covered picnic area



Tennis



Pétanque



Jeu de fer à cheval
Horseshoe



Toilettes accessibles
Accessible restrooms



Accesible



Vivier
Fishing pond



Pique-nique
Picnic area



Mur de tennis
Tennis wall



Rampe de mise à l'eau
Canoe & kayak launch



Go Carts



Toilettes des femmes
Women's restrooms



Bicycle



Rampe de mise à l'eau
Boat launch



Barbecue
Grill



Baseball



Jardin à papillons
Butterfly garden



Piscine
Pool



Toilettes des hommes
Men's restrooms



Chemin le long de l'eau
Riverwalk



Flore et faune
Natural wildlife



Pavillon couvert
Covered pavilion



Soccer



Collations
Concessions



RV Camping



Gardez votre chien en laisse
Dog required on a leash



Flag Football



Athlétisme
Track & Field



Chemin de bicycle
Mountain bike trail



Chemin de bicycle
Bike trail



Chemin de nature
Hiking trail



Jeux d'eau
Splash pad



Parc à chiens
Dog park



Golf



Basketball



Chemin des coureurs
Running track



Ping Pong



Station de nature
Nature Station



Football



Jardin
Garden



Hockey



Complexe Sportif
Recreation Center



Terrains de baseball
Baseball fields



Bibliothèque
Library



Fitness Equipment
Équipement de musculation



Centre culturel
Cultural Center



Cour de récréation
Playground



Terrain de volleyball
Outdoor volleyball courts



Fontaine à boire
Drinking water fountain



Chemin des marcheurs
Walking track



Disc Golf



Musique
Music

Bus Signs

4.1 Bus Stop & Route Sign





4.1 Bus Stop Sign Design

The updated bus sign (Figure 4.1-A) has been designed to help users locate bus stop signage while also making the sign more prominently bilingual and simplified.

Additionally, specific route signs with popular destinations have been designed to activate more bus usage (Figure 4.1-B).



Figure 4.1-A

4.1 Bus Stop Sign Design



Figure 4.1-B

4.1 Bus Stop Sign Layout

The layout width and height for particular elements should abide as close as possible to the measurements and guidelines formatted for the updated bus sign (Figure 4.1-C).

Note: The sign should be printed on blank 12"x24" signs and holes should be custom drilled or punched 3.5" on center from the top and 4.5" on center from the bottom.

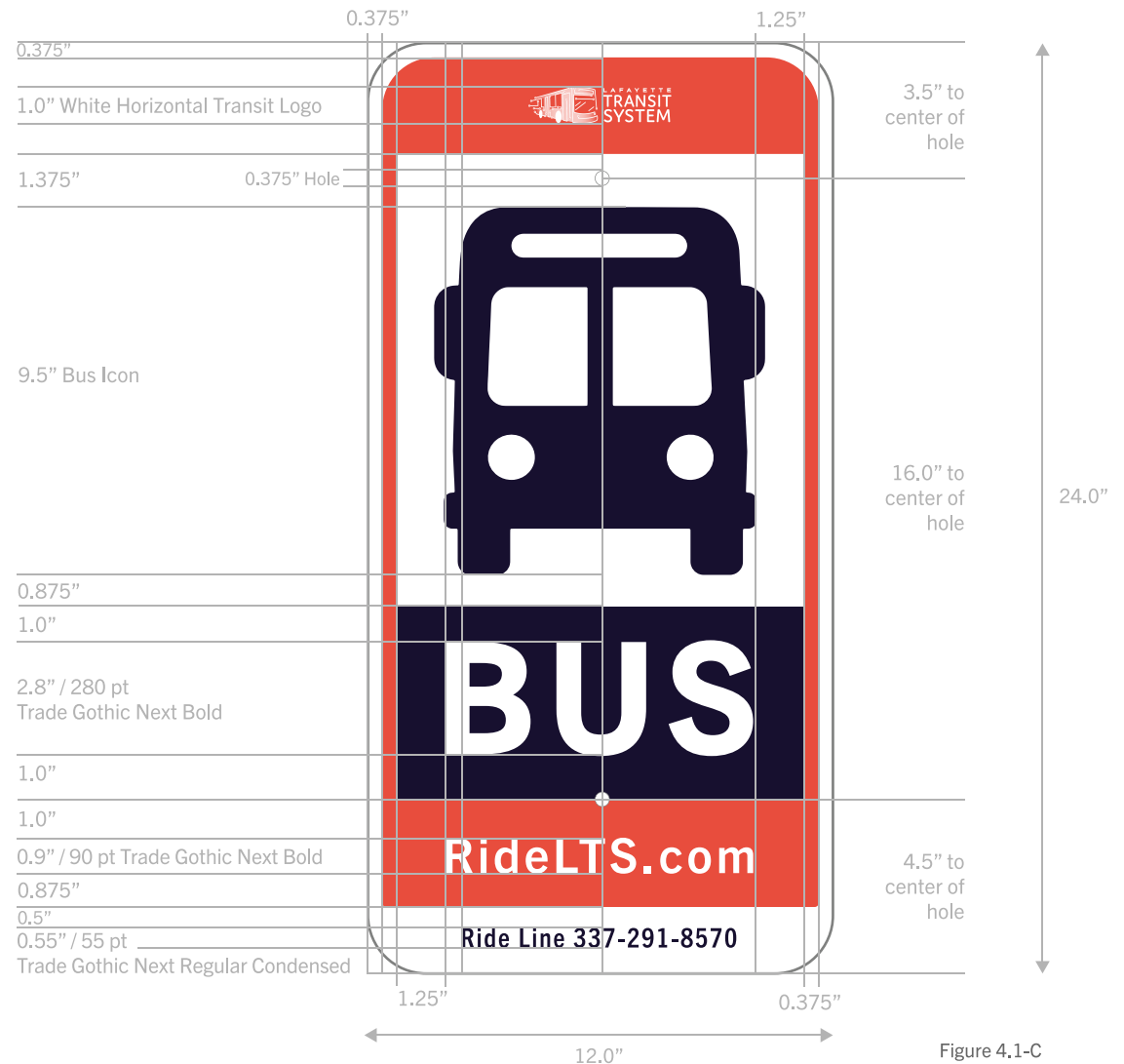


Figure 4.1-C

4.1 Bus Route Sign Layout

The layout width and height for particular elements should abide as close as possible to the measurements and guidelines formatted for the bus route sign (Figure 4.1-D).

Asset/destinations should be listed by the proper name or abbreviations when applicable. These names will often fall in English instead of French.

The bus stop sign color system uses distinguish colors for background, icons, and typography. It is imperative to keep these colors designated to their corresponding aspects in order to distinguish them from each other and create consistency throughout the city (Figure 4.1-E).

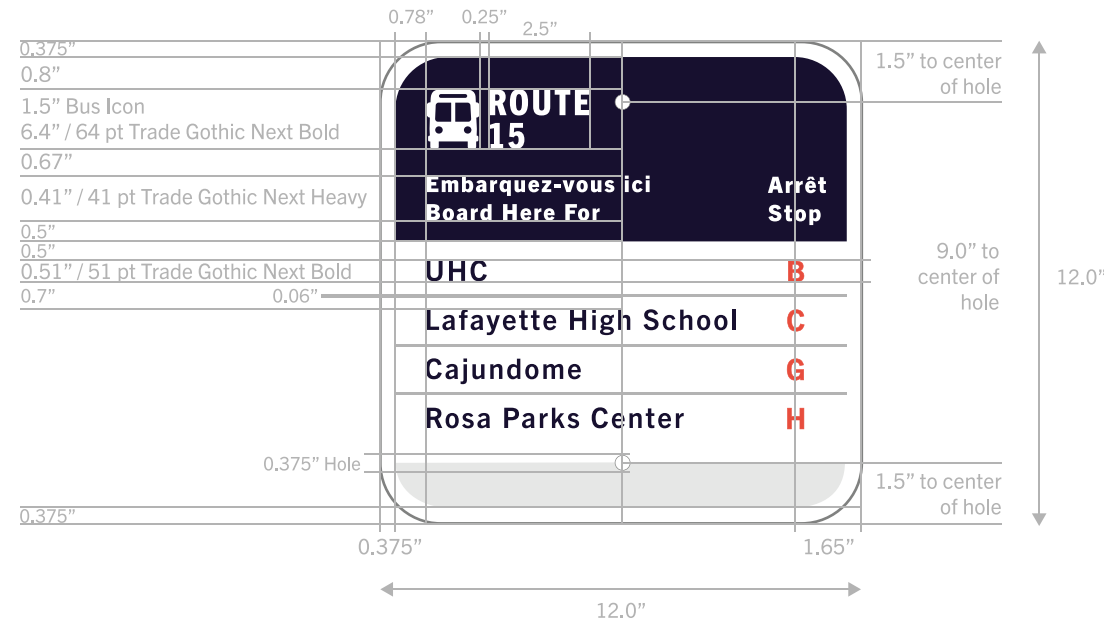


Figure 4.1-D

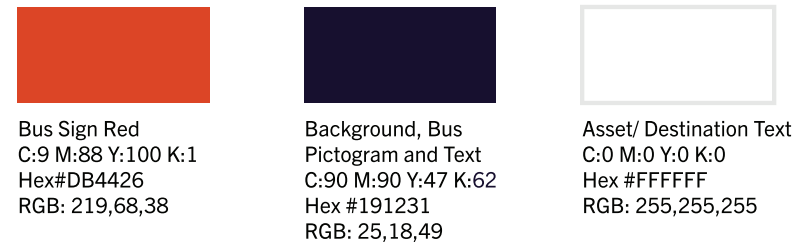


Figure 4.1-E



Municipal Signs

- 5.1 Mounted Identification Signs
- 5.2 Freestanding Identification Signs
- 5.3 Intersection Signs
- 5.4 Street Signs
- 5.5 MUTCD Replacement Signs



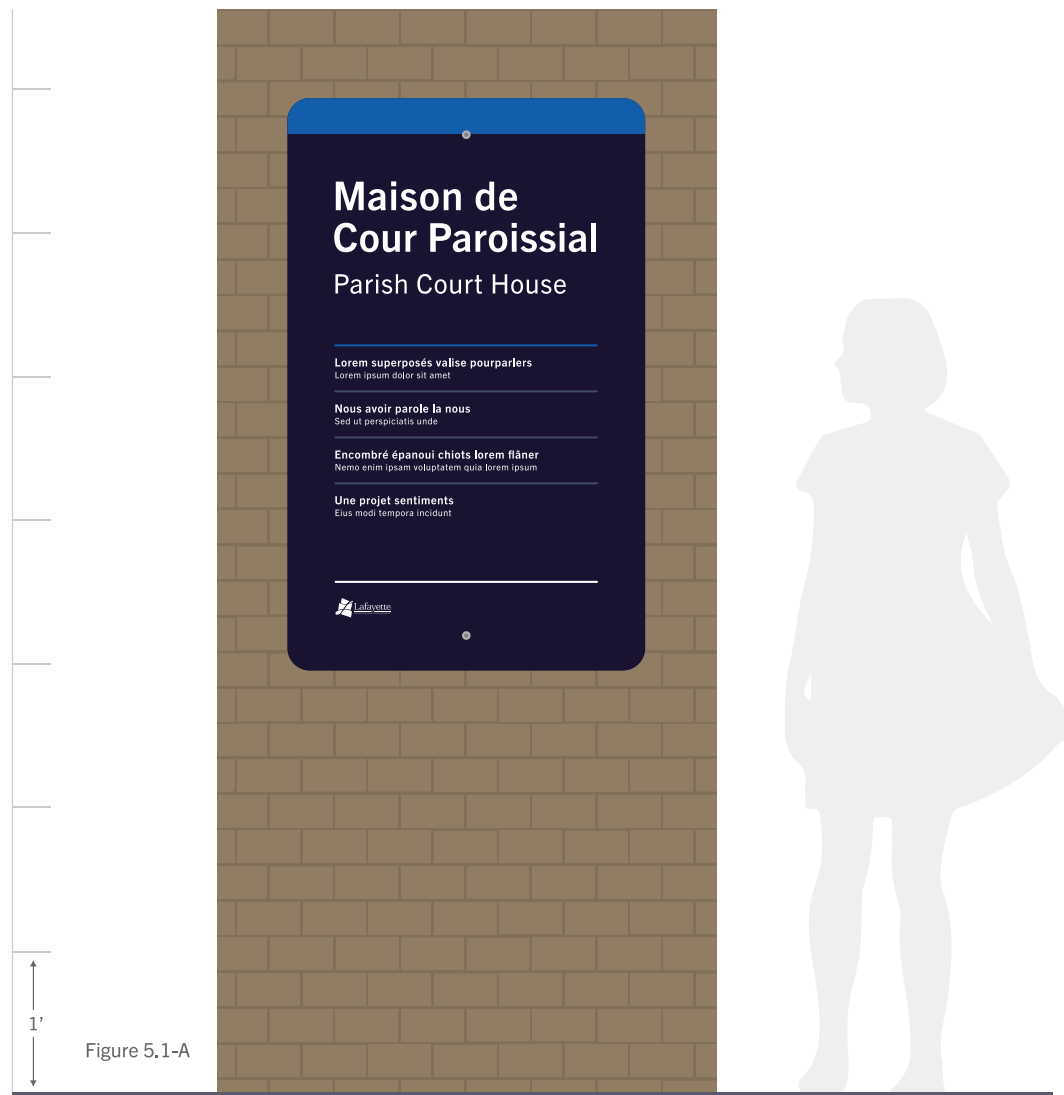
5.1 Mounted Municipal Identification Signs

The municipal mounted identification signs (Figure 5.1-A) have been designed to help users identify municipal buildings and the asset/destinations inside them.

The layout width and height for particular elements should abide as close as possible to the measurements and guidelines formatted for mounted municipal signs (Figure 5.1-B).

Note: The predominate name is listed in French with the English counterpart under it. The list of assets/destinations inside the building should be listed in French first with the English counterpart under it.

The municipal sign system uses specific colors for background, icons, and typography. It is imperative to keep these colors designated to their corresponding aspects in order to distinguish them from each other and create consistency throughout the city (Figure 5.1-C).



5.1 Mounted Municipal Identification Signs Layout



5.2 Freestanding Municipal Identification

The municipal identification signs are intended to provide confirmation to users once they have arrived at a particular asset/destination.

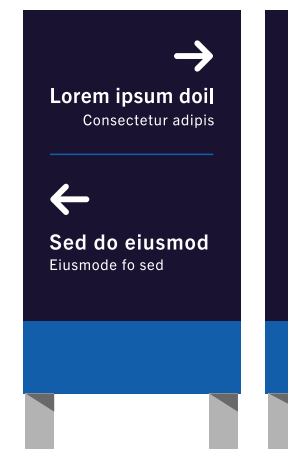
Two types of signs have been designed for specific uses. First a complex or area that includes a list of multiple assets/destinations within it (Figure 5.2-A) and second, a single asset/destination sign with pictogram (Figure 5.2-B).

The layout width and height for particular elements should abide as close as possible to the measurements and guidelines formatted for municipal identification signage (Figure 5.2-C & Figure 5.2-D).

Figure 5.2-A



Figure 5.2-B



5.2 Freestanding Municipal Identification Sign

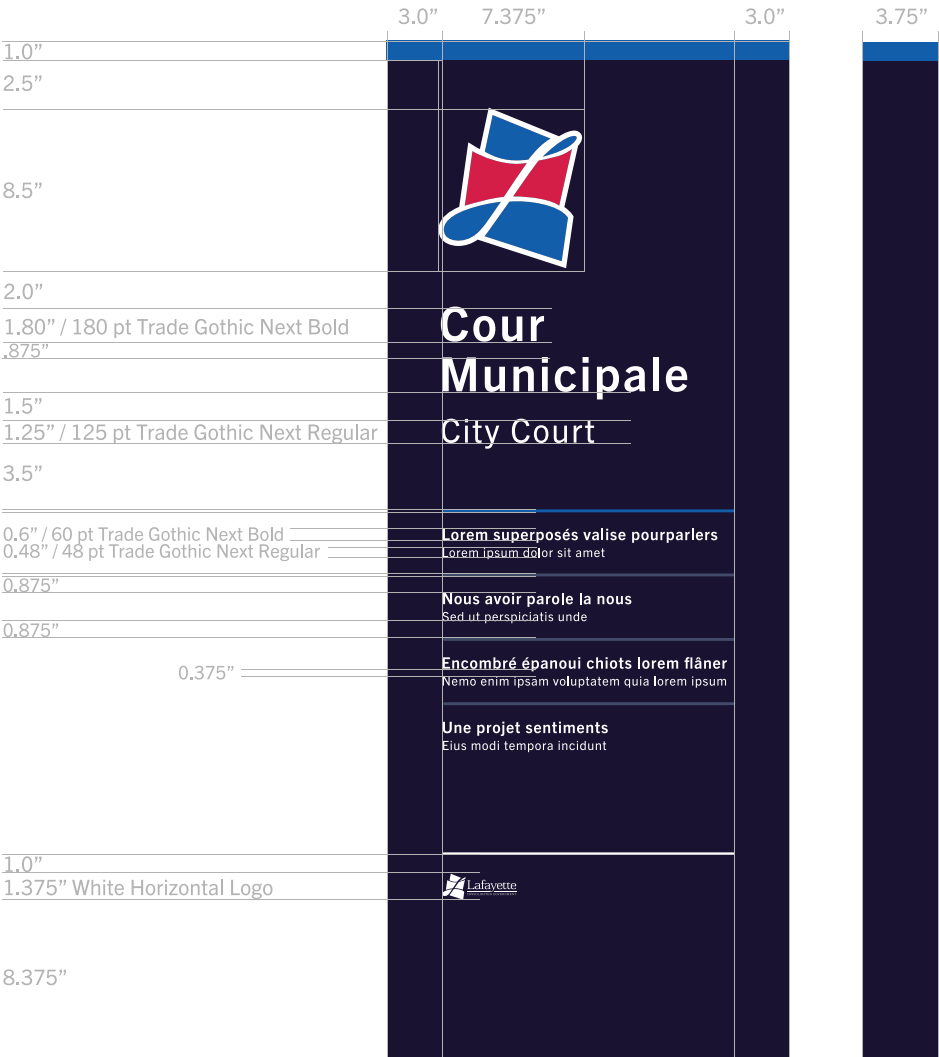


Figure 5.2-C



Figure 5.2-D

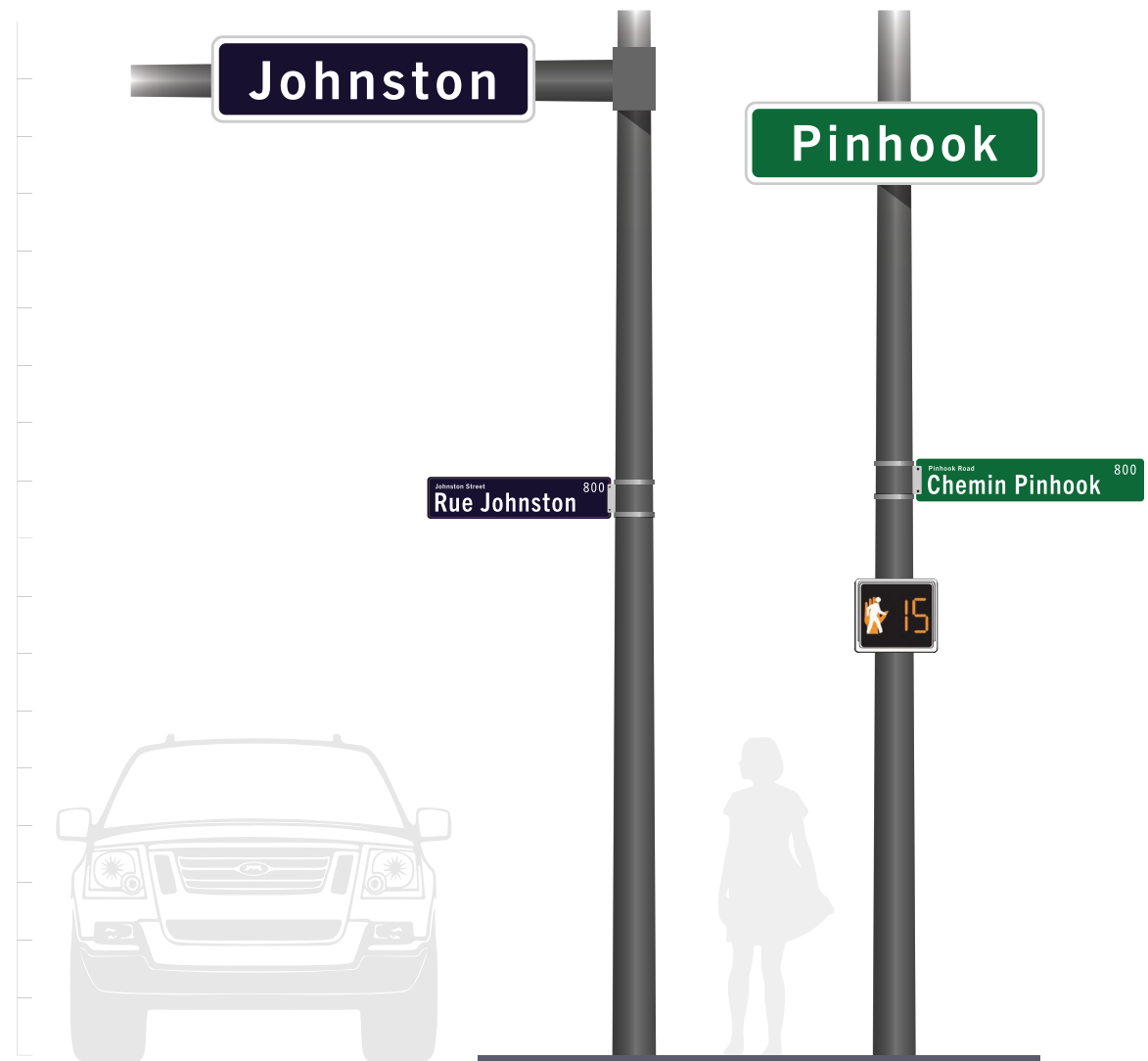
5.3 Intersection Signs

The lettering needs to be a mix of uppercase and lowercase letters. The first letter of each name should be uppercase and the rest of the lettering in the name should be lowercase. Street names should avoid using abbreviations whenever possible.

The lettering height should be at least six (6") inches. For local roads with speed limits of 30 mph or less, the lettering height may be reduced to four (4") inches (Figure 5.3-A). For signs with six (6") inch height letters, the sign blank needs to be twelve (12") inches high. For signs with four (4") inch height letters, the sign needs to be eight (8") inches high (Figure 5.3-B). When scaling signs up to even larger heights like eighteen (18") inches, make sure to scale up all text accordingly to maintain the same proportions.

When the street name has letters with descenders, the name will need to be moved up slightly to accommodate the letters and visually balance the sign (Figure 5.3-C).

To increase legibility and ease of use, the type of street (such as Street or Road) and block number will be excluded from the larger intersection sign. If the direction is commonly used when referring to the road (such as South College or East Bayou), the direction or an abbreviation may be added in front of the street name.



5.3 Intersection Sign Layout



5.4 Street Level Signs

The lettering needs to be a mix of uppercase and lowercase letters (Figure 5.4-A). The first letter of each name shall be upper-case and the rest of the lettering in the name shall be lower-case. Street names should avoid using abbreviations whenever possible. The only word that should be abbreviated everytime is “saint”. Write out all street designations(street, road, parkway, circle).

The lettering height should be at least four (4”) inches. To accommodate the four (4”) inch letters and the other elements necessary to make the sign bilingual, the sign needs to be at least nine (9”) inches in height.

Street level signs use specific colors for background, and typography. It is imperative to keep these colors designated to their corresponding aspects in order to distinguish them from each other and create consistency throughout the city (Figure 5.4-B).

The layout width and height for particular elements should abide as close as possible to the measurements and guidelines formatted for street level signs (Figure 5.4-C through Figure 5.4-E)

When the street name has letters with descenders, the name will need to be moved up slightly to accommodate the letters and visually balance the sign (Figure 5.4-D).

Note: If in a particular instance, the standard highway font needs to be used, design with the same considerations as Trade Gothic and scale everything proportionally to each other to match guidelines and standards(Figure 5.4-E).

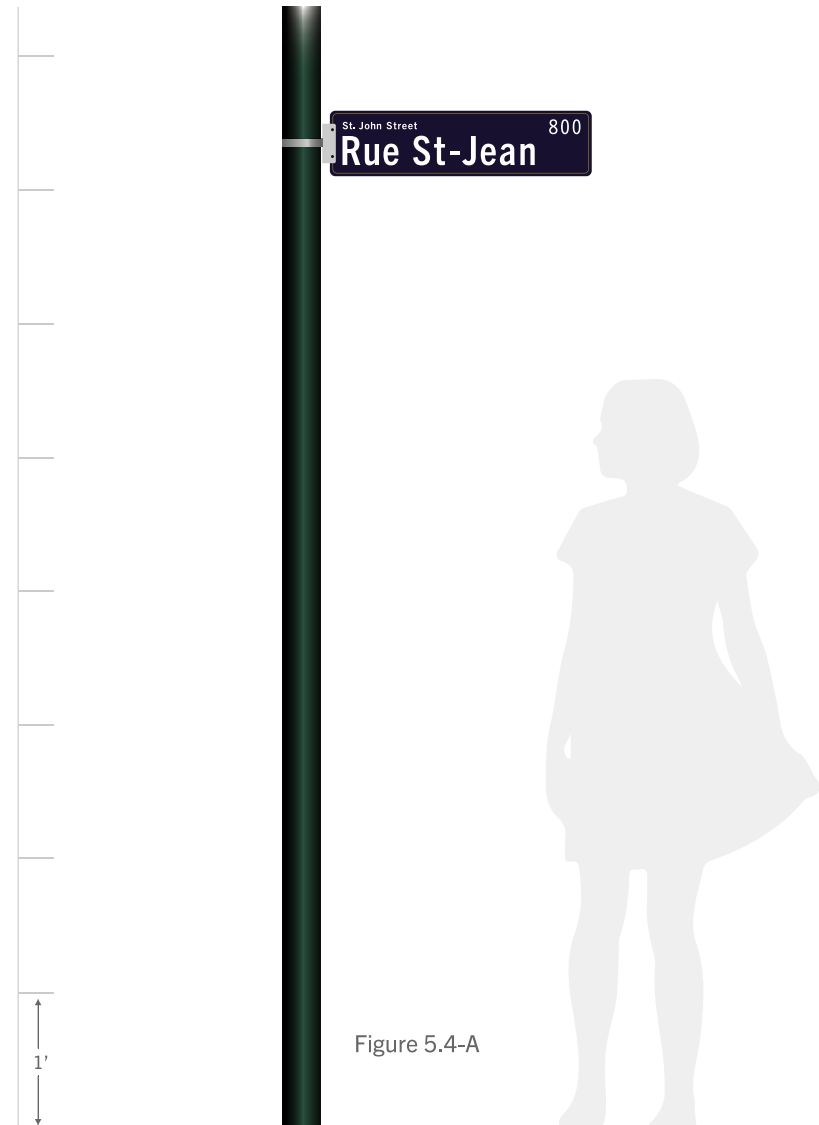


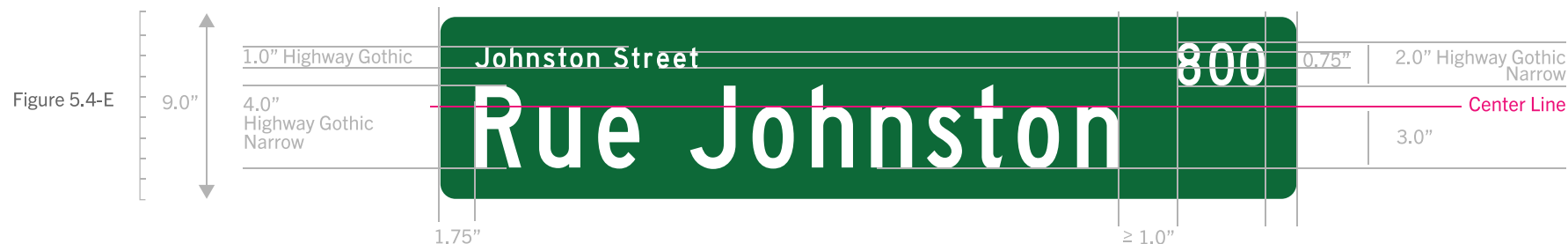
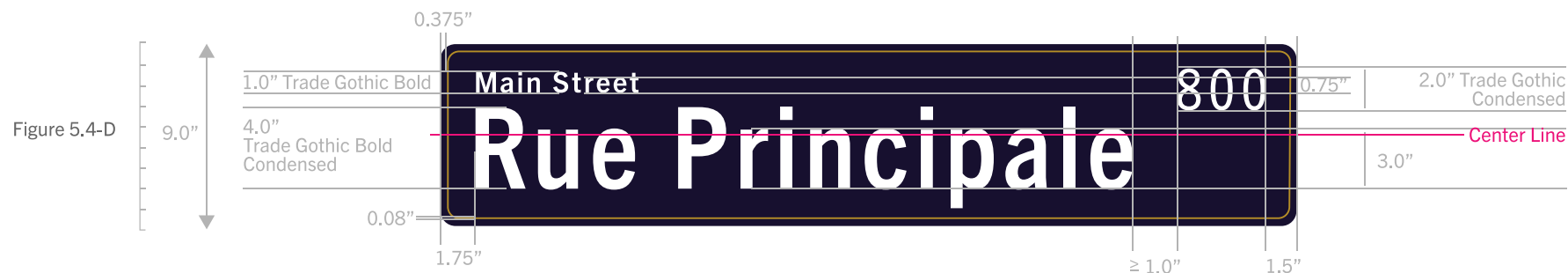
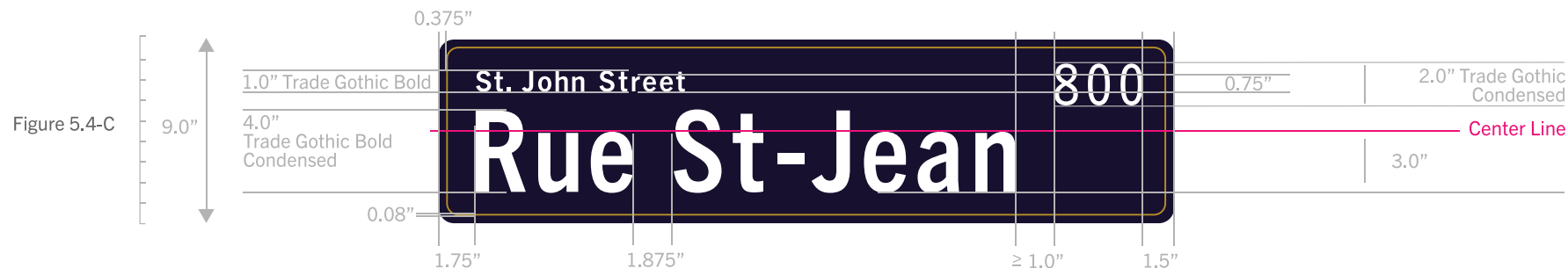
Figure 5.4-A

5.4 Street Level Signs



Figure 5.4-B

5.4 Street Level Signs Element Spacing



5.5 MUTCD Sign Replacements

The MUTCD sign replacements have been designed to help the city feature more bilingual language and increase the city's visual identity.

When applicable, multiple methods have been taken to make the signage more bilingual including adding French under or next to the English counterpart, identifying words that work in both French and English, and using visual language signs to eliminate both written languages.

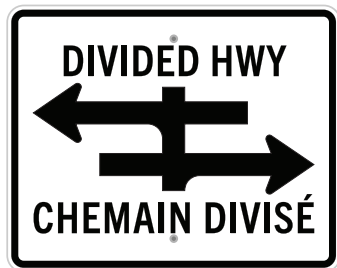
The following demonstrations are just a few examples of suggested sign replacements. A full list of completed designs can be found in the corresponding MUTCD replacement folder.



5.5 MUTCD Sign Replacements



5.5 MUTCD Sign Replacements



Neighborhood Signs

6.1 Identification Sign





6.1 Neighborhood Identification Sign

The neighborhood identification signs have been designed to help keep consistency to the city wide wayfinding system but also offer the opportunity for individual expression and sense of place among neighborhood and districts.

The layout width and height for particular elements should abide as close as possible to the measurements and guidelines formatted for Neighborhood identification signage (Figure 6.1-A).



6.1 Neighborhood Identification Sign Layout

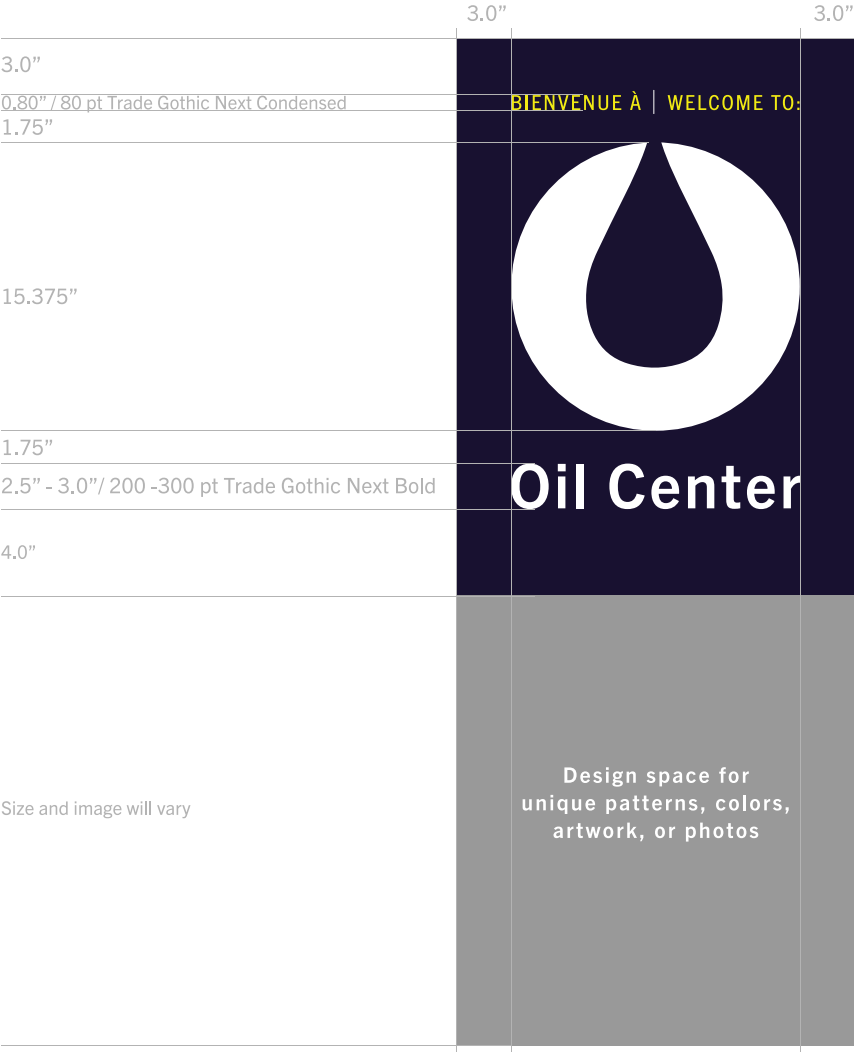


Figure 6.1-A

