

Signage & Wayfinding Program

CITY OF WORTHINGTON SIGNAGE & WAYFINDING PROGRAM

Design Development [REVISED]
June 2015

STUDIO GRAPHIQUE ▪ *design with direction*

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SITE SYMBOL LEGEND		
	Jurisdictional Gateway	
	Gateway (perceived)	
	Vehicular Directional	
	Trailblazer (to downtown)	
	Identification > Facility	
	> City Park	
	Trail Identification	

Note: Wilson Bridge Corridor Gateways are shown to represent locations that should mark the entry or feel like the visitor is entering the Corridor. This could be signage, an entry treatment or feature, or a mix of both (to be worked out with MKSK).



DOWNTOWN SYMBOL LEGEND		
	Downtown Gateway	
	Vehicular Directional	
	Parking Directional	
	Parking Lot Identification	
 	Identification > Facility > City Park	
	Community Event Sign (Changeable)	Replaces existing signs (1 structure per corner)
	Street Sign Enhancement	



Maps with walking distances/times to various destinations
(Similar at all 4 corners)



DOWNTOWN SYMBOL LEGEND		
+	Pedestrian Directional	
●	Orientation Kiosk	

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SIGN DESIGN PALETTE

COLOR PALETTE - PAINT COLORS WILL BE SELECTED TO MATCH THE FOLLOWING PANTONE COLORS

PRIMARY COLORS



SECONDARY COLORS



PATTERN PALETTE - PRINTED LARGE FORMAT GRAPHICS



Herringbone pattern is used as graphic enhancements on sign tops and backs

BITTER REGULAR

Worthington

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ITC FRANKLIN GOTHIC CONDENSED

Community Center

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

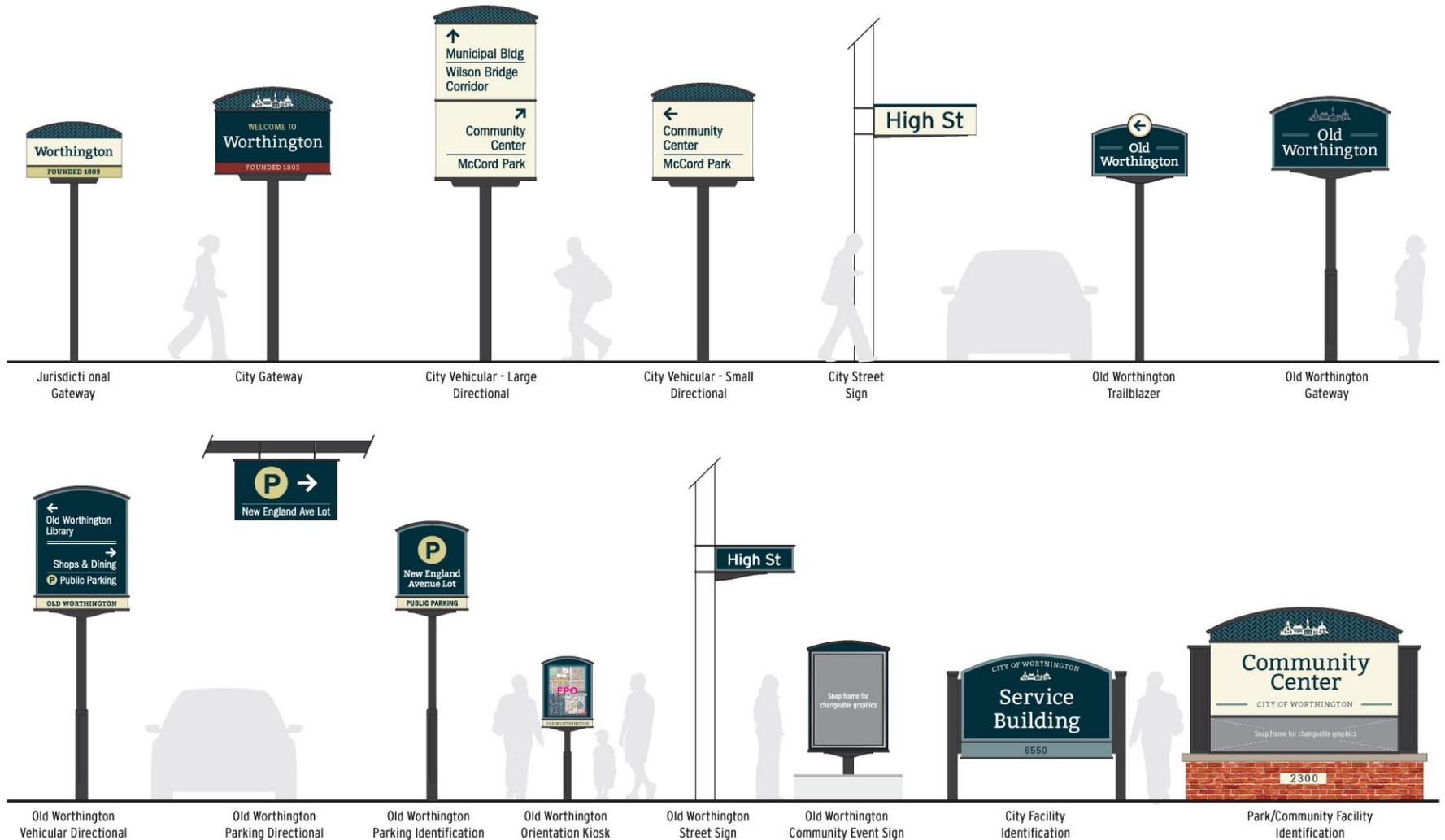
0123456789

ARROWS



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SIGN FAMILY

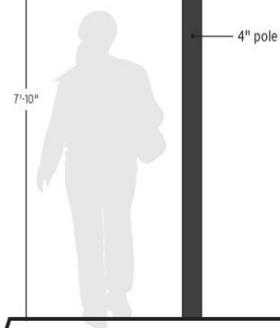
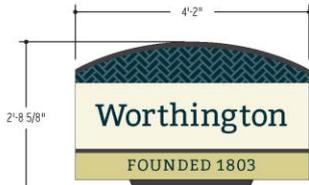


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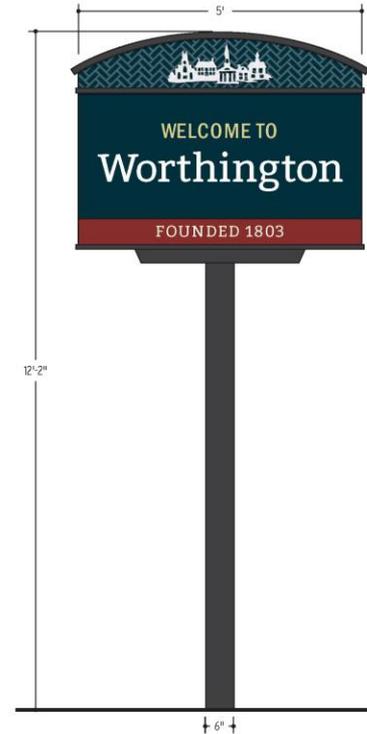
VEHICULAR ORIENTED SIGNS - CITY-WIDE GATEWAYS



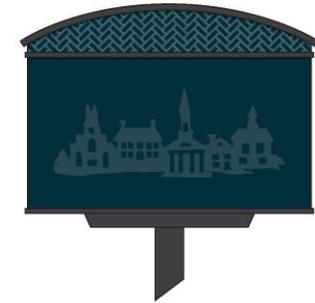
ALTERNATE COLOR SCHEME



JURISDICTIONAL GATEWAY
SIGN FRONT
Scale: 1/2" = 1'



PRIMARY GATEWAY
Scale: 1/2" = 1'

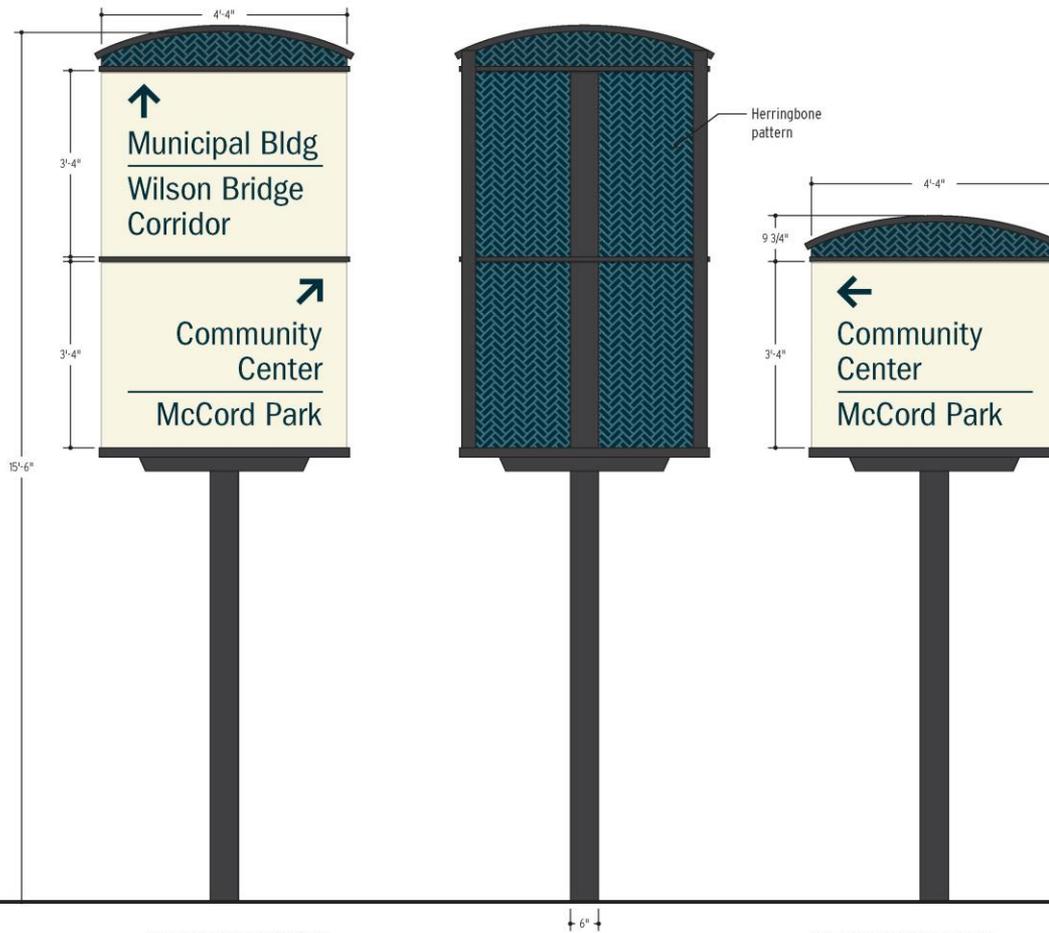


PRIMARY GATEWAY - SIGN BACK PANEL
Scale: 1/2" = 1'

RECOMMENDATION:
Final colors to be determined after actual paint and vinyl samples are reviewed and approved.

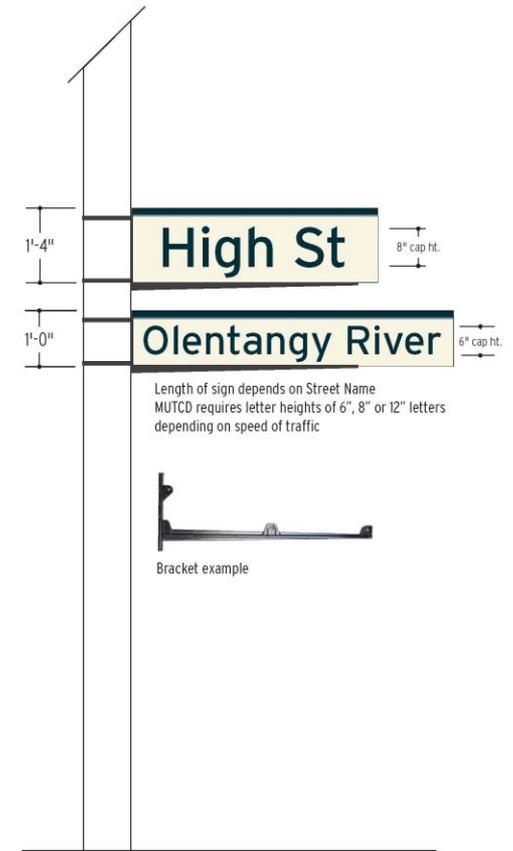
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VEHICULAR ORIENTED SIGNS - CITY-WIDE DIRECTIONALS



**CITY PRIMARY DIRECTIONAL
MODULAR - 2 PANELS**
Scale: 1/2" = 1'

**CITY PRIMARY DIRECTIONAL
MODULAR - 1 PANEL**
Scale: 1/2" = 1'



STREET NAME ID
Scale: 1/2" = 1'

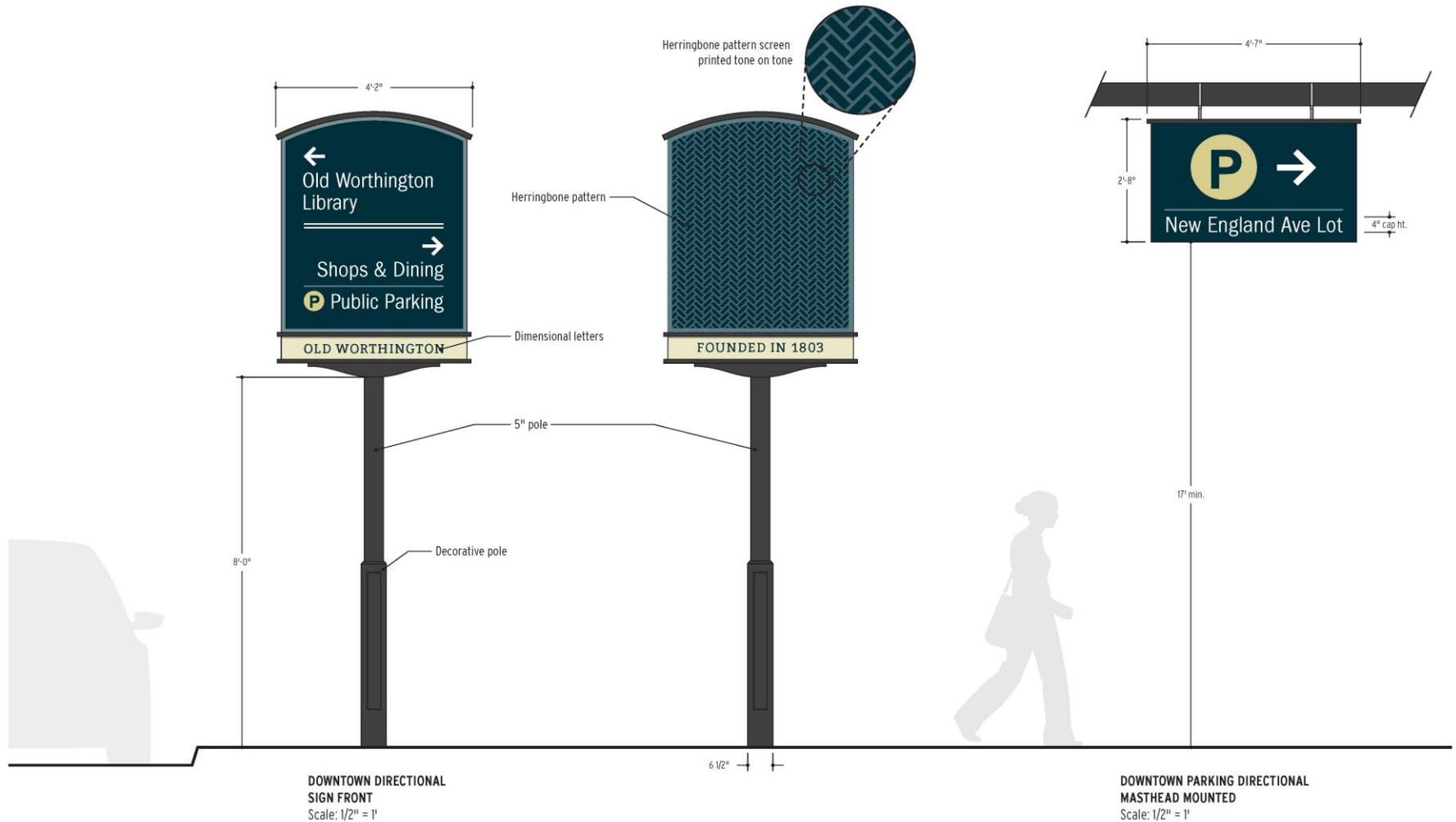
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VEHICULAR ORIENTED SIGNS - OLD WORTHINGTON TRAILBLAZER/GATEWAY



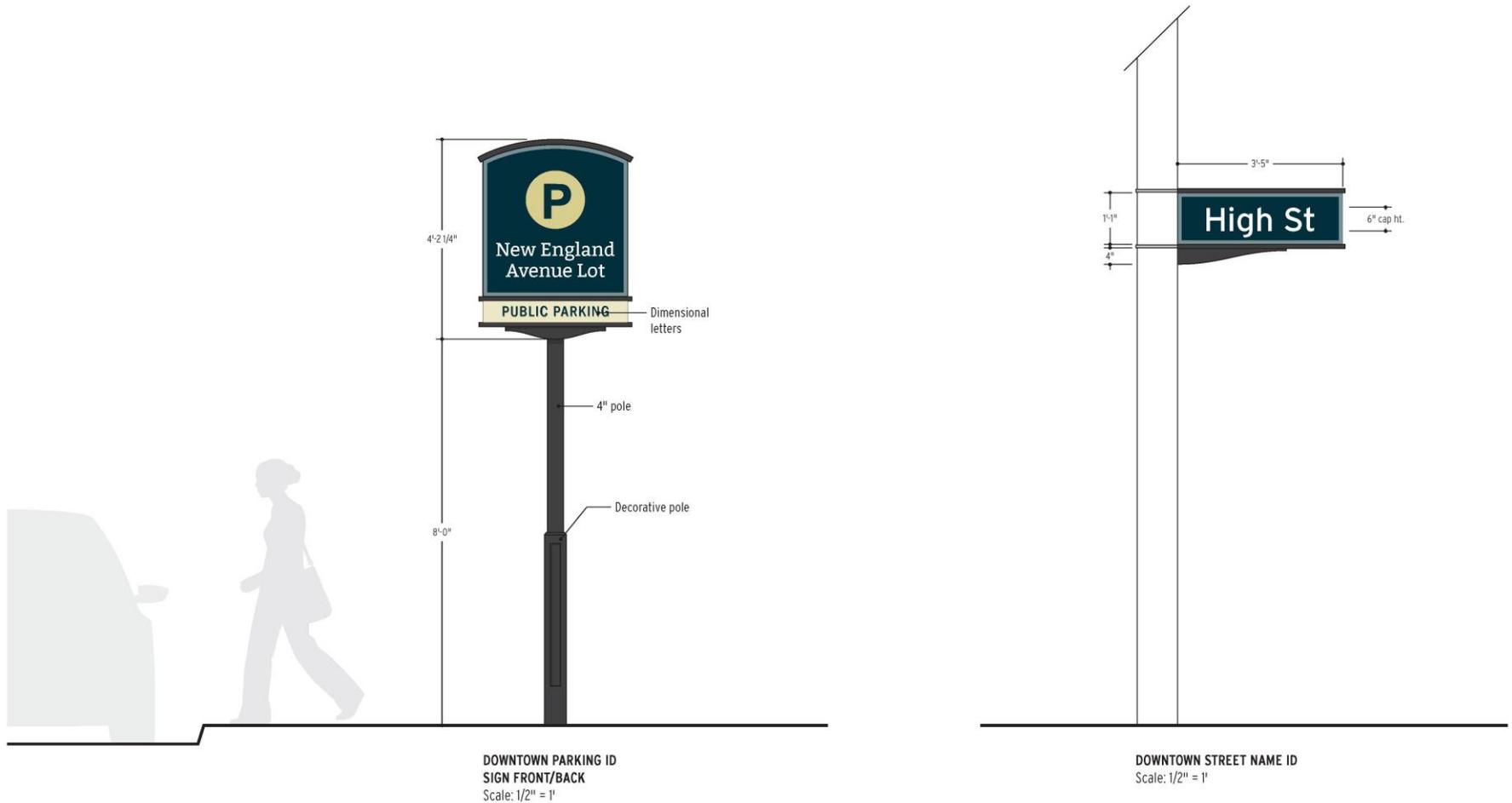
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VEHICULAR ORIENTED SIGNS - OLD WORTHINGTON DIRECTIONALS



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VEHICULAR ORIENTED SIGNS - OLD WORTHINGTON PARKING & STREET IDENTIFICATION



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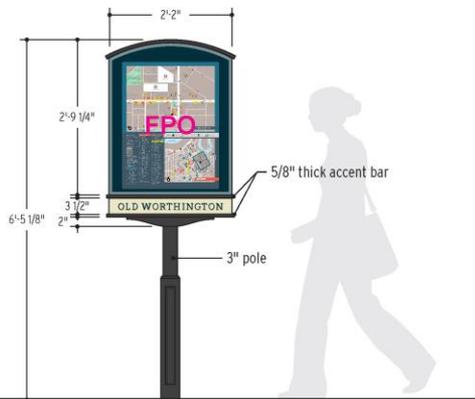
PEDESTRIAN ORIENTED - KIOSK, COMMUNITY EVENT SIGNS AND TRAIL IDENTIFICATION



EXAMPLES
NTS



REPLACE EXISTING SIGNS

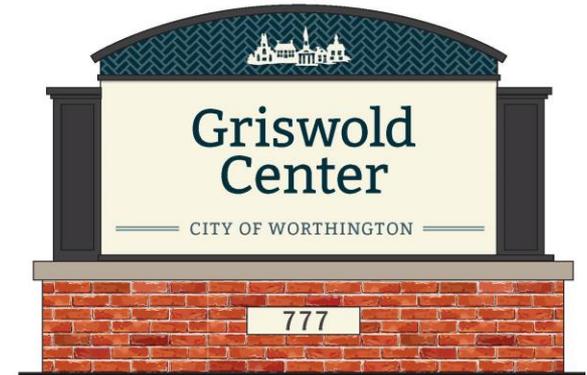


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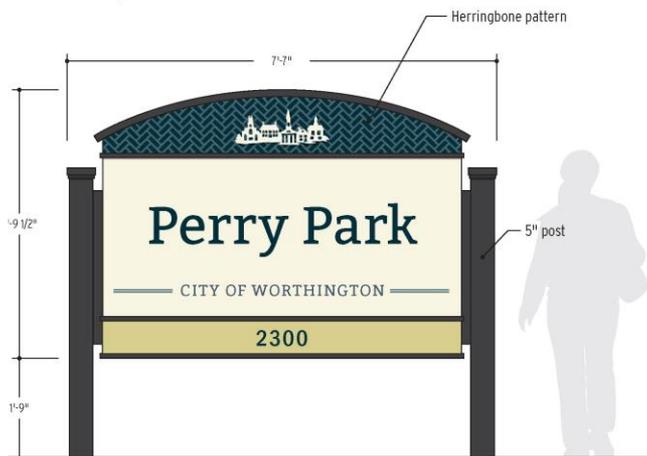
CITY-WIDE COMMUNITY FACILITY IDENTIFICATION SIGNS



CITY FACILITY IDENTIFICATION
SIGN FRONT/BACK
Scale: 1/2" = 1'



CITY FACILITY IDENTIFICATION
SIGN FRONT/BACK
Scale: 1/2" = 1'



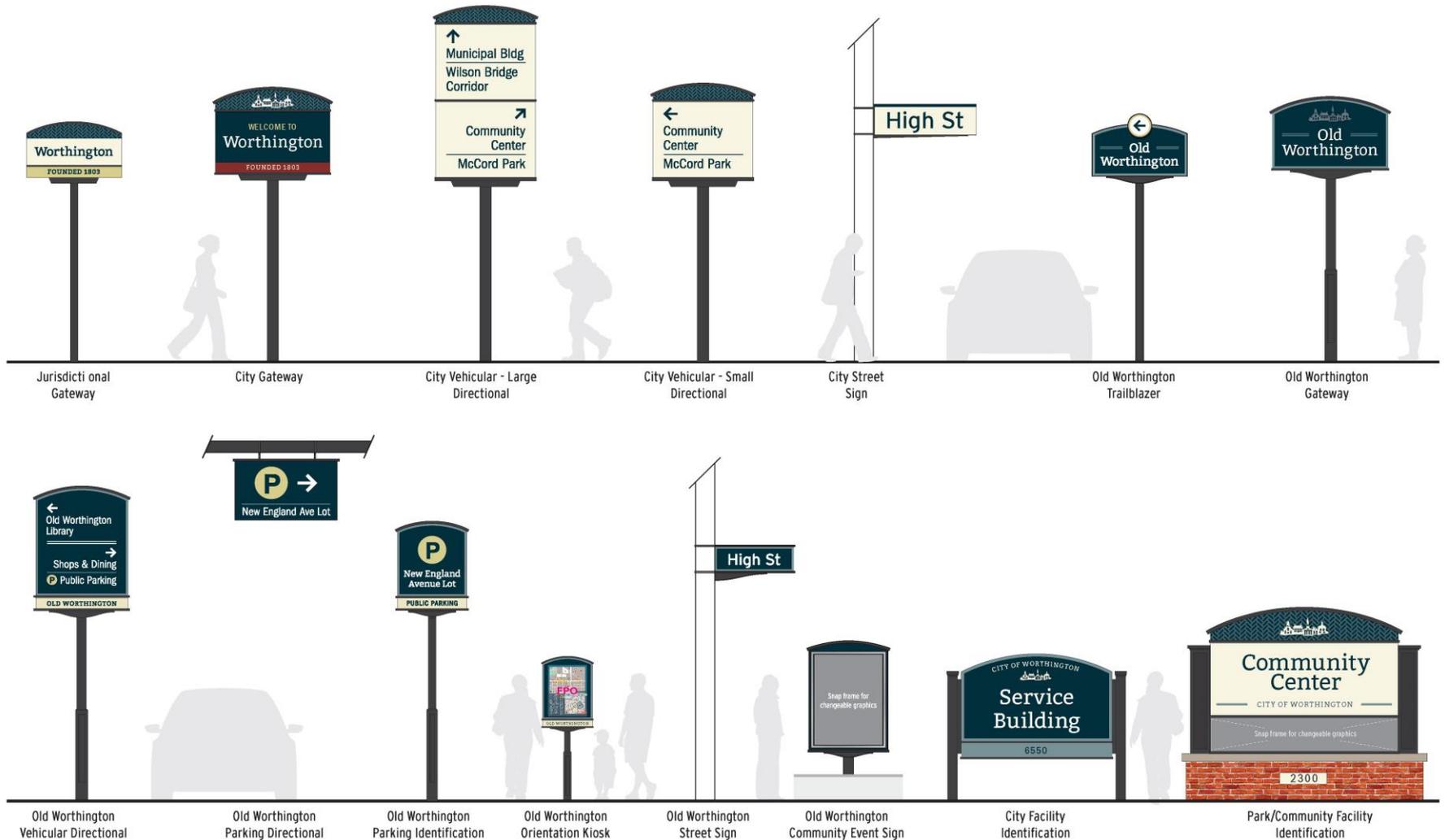
CITY PARK/RECREATION IDENTIFICATION
SIGN FRONT/BACK
Scale: 1/2" = 1'



CITY PARK/RECREATION IDENTIFICATION
SPECIALTY FACILITY ID
Scale: 1/2" = 1'

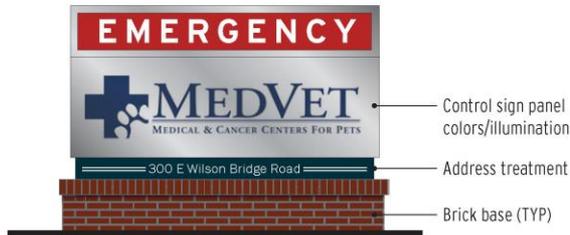
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SIGN FAMILY



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WILSON BRIDGE CORRIDOR SIGN PROGRAM PALETTE



SIGN CRITERIA/STANDARDS ALONG THE CORRIDOR
Scale: NTS



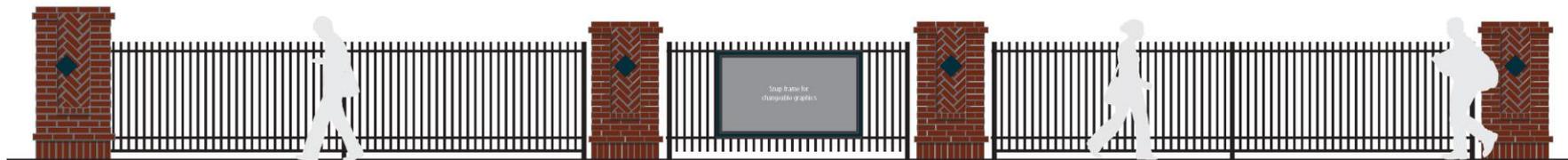
FOCUS AREA 1 - INTEGRATING CITY SIGN STANDARDS INTO ENTRY TREATMENT
Scale: NTS



FOCUS AREA 3 - NEW GATEWAY SIGNAGE
Scale: NTS



FOCUS AREA 6 - USING CITY SIGN STANDARDS FOR RECREATION FACILITIES
Scale: NTS



FOCUS AREA 4 - BRICK PIER TREATMENT AND INTEGRATED MESSAGE PANEL
Scale: NTS

