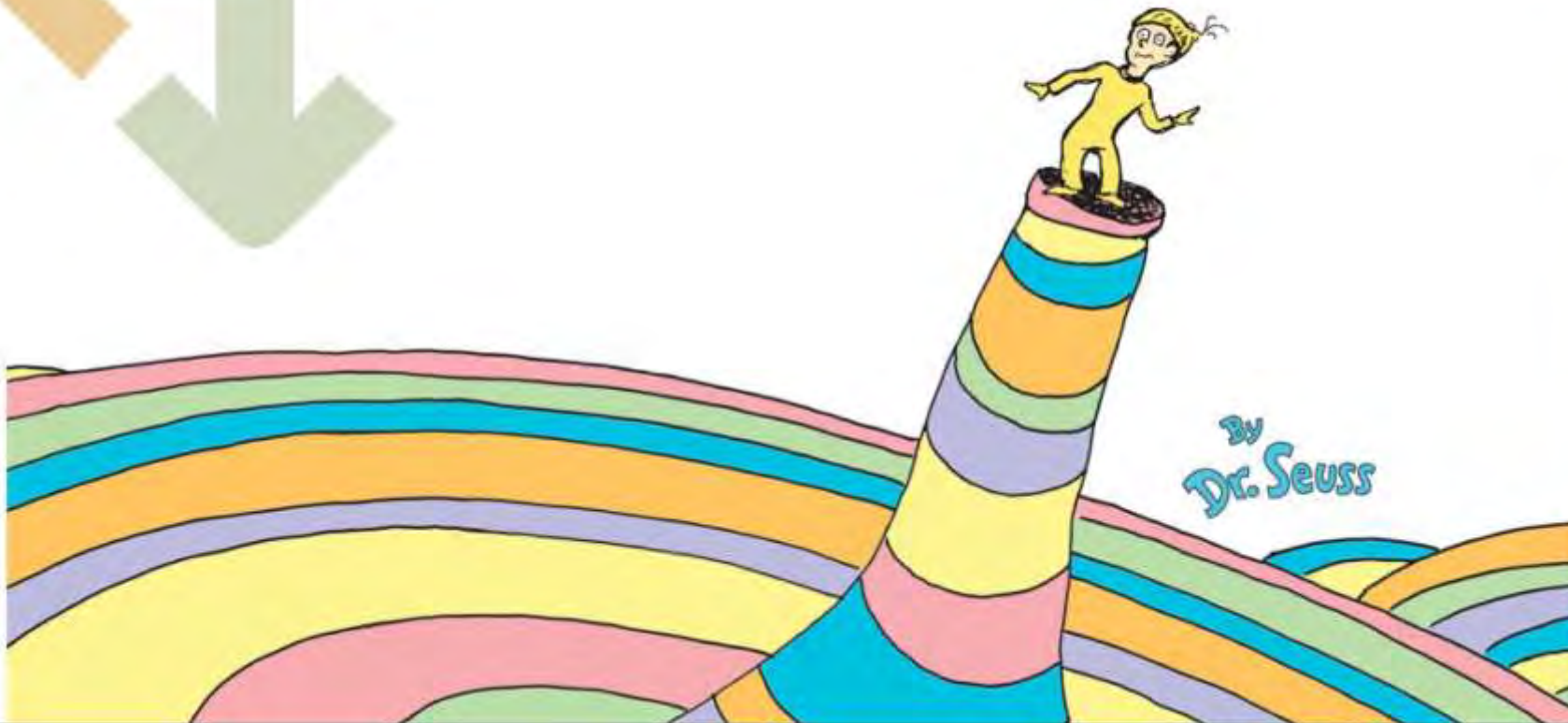




“Oh, The Places You’ll Go, If Only You Can Find Your Way”



Beth Barton
COMMUNITY BRANDING/
COMMUNICATION
SPECIALIST/
GRAPHIC DESIGNER



Lauren Falcone,
AICP
VICE PRESIDENT,
PLANNING

What is Wayfinding?

Way-find-ing

(noun) the process or activity of ascertaining one's position and planning and following a route

- Defined as spatial problem solving
- Knowing where you are in an environment, knowing where your desired location is, and knowing how to get there from your present location
- How we find our way between places





A Wayfinding Plan

- A good wayfinding plan asks two questions
 - Where are you?
 - Where are you going?
- Many of our clients complete a wayfinding plan as an offshoot of a branding campaign
 - Community takes greater ownership and control over how it is perceived and how it expresses local opportunities and greater appeal.
 - Communities do not want a dated logo and uninspired tagline that doesn't provide a strong first impression and give reason to discover more about community.
 - Expressed with consistent use of logo, tagline and brand elements that connects to an authentic and unique experience.
- A well executed brand consistently uses its logo/tagline on:
 - website, social media, letterhead, business cards, vehicles, wayfinding/gateway signage, banners, water towers, etc.

Who has historically done wayfinding well?

- Educational institutions
- Medical facilities
- Downtowns
- Major tourist locations
- Major metropolitan areas



Benefits of Wayfinding

- Creates a sense of place
- Seamless visitor experience
- Promotes brand equity/story
- Wayfinding can help both residents and visitors by providing vehicular, bikeway and walkable pedestrian signage systems
- Both can help attract investment (commercial, industrial and residential)
- Positive experience for the resident and visitor
 - Saves time, money, headaches





How did we get into wayfinding?

- Have created numerous logos/taglines for community plans, logo then used on wayfinding
- Included as part of the implementation of community planning efforts
- Seeing increase in RFPs for Branding, Marketing & Wayfinding Plans for communities
- Michigan has been doing it for years and providing funding





PDG Strategy

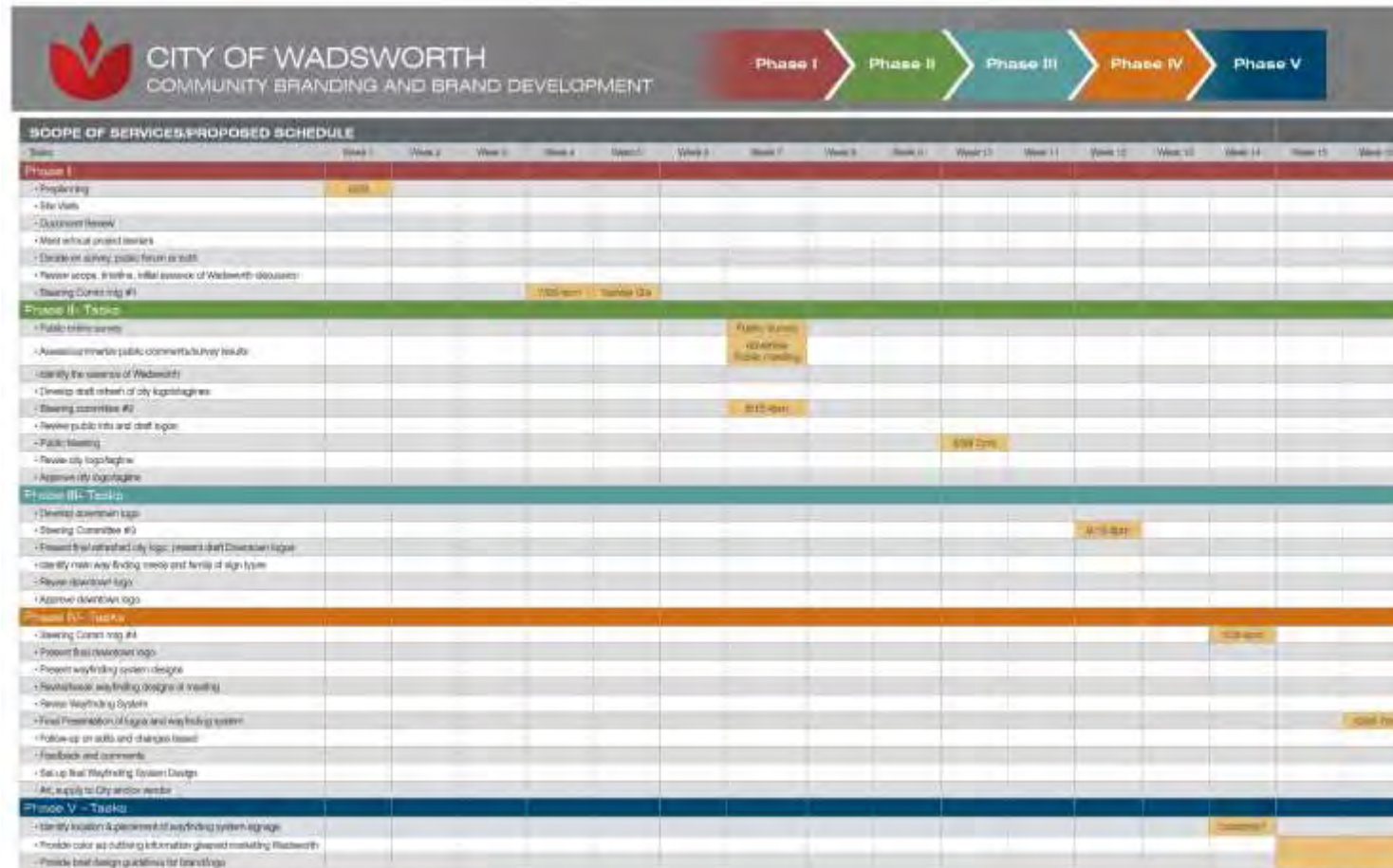
- Define the Essence of a Community through Public Input
 - Tour of Community/Site Visit
 - Community Appointed Steering Committee Meetings
 - Public Meetings
 - On-line Survey (Survey Monkey)
- Refresh or Create New Logo and Tagline
- Develop a Wayfinding Signage System
 - Include GIS, PE Services
 - Design wayfinding family of signs
 - Identify actual location of signage
- Develop Brand and Identity Guidelines
 - Based on marketing strategy and message
- Develop Preliminary Marketing Materials

Wayfinding Plans – WADSWORTH, OHIO CASE STUDY

- City of Wadsworth, Medina County
- Finished Downtown Plan, next step was branding and wayfinding plan
- Stats
 - +23,000 population
 - Main Street Community (MS Wadsworth)
 - 20 member City-appointed Steering Committee (included public, City staff and elected officials)
 - Public Forum and on-line survey



Wadsworth Seven Phased Approach



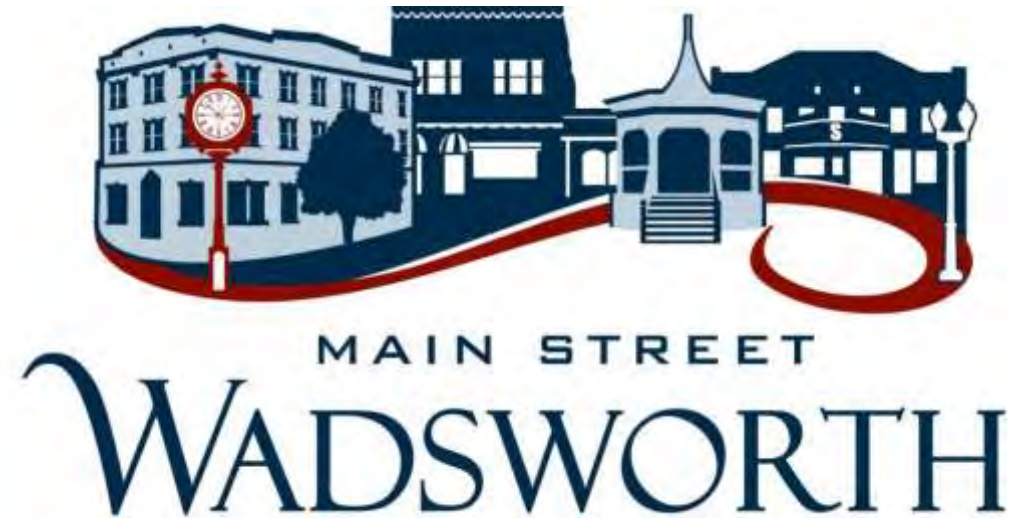
Old City Logo & Refreshed City Logo/Tagline



Refreshed City Logo/Tagline Concepts



Old Main Street Wadsworth Old & New Logo



Main Street Wadsworth Logo/Tagline Concepts



Hometown Pride/ Community

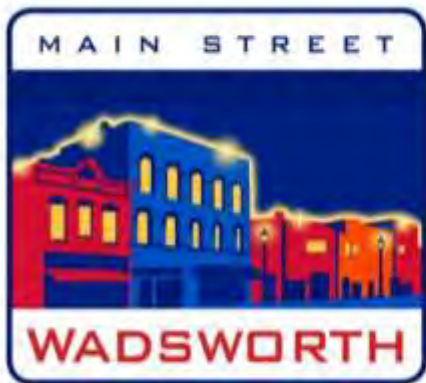
- Wonderful Wadsworth
- Welcome Home
- It's All Here

Match/Warmth

- A Downtown With Spark
- Where the Past Ignites Our Future

Historic

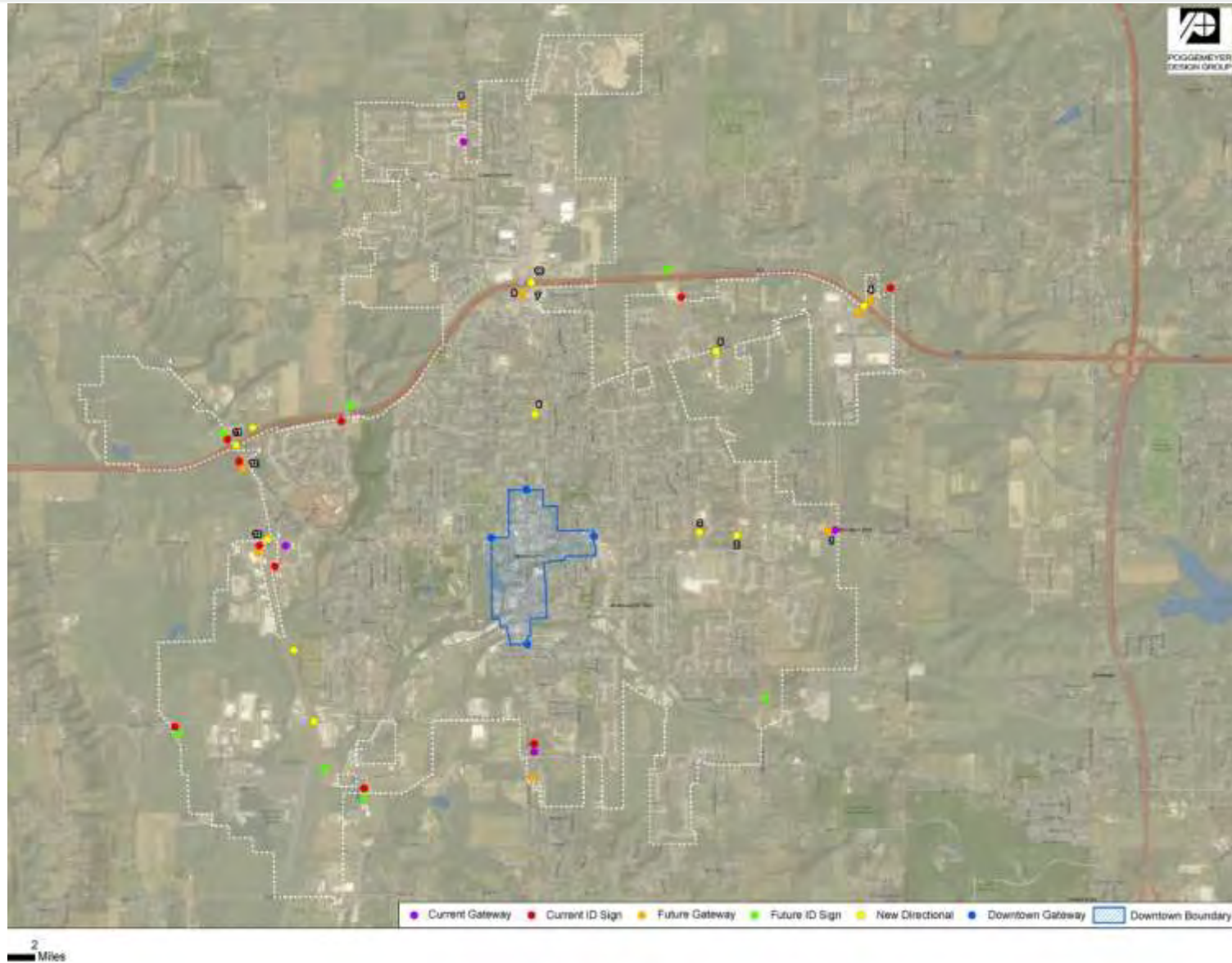
- Proud Past, Bright Future.
- Vintage with a Twist



Existing Signage



WADSWORTH WAYFINDING MAP



Final Wayfinding Plan



Gateway Sign



Sign Family

Directional Banners

Directional Signage

Identification Signage

Regulatory

Family of Signs

- Major Gateway
- Minor Gateway
- Primary Vehicular Directional
- Secondary Vehicular Directional
- Pedestrian Directional
- Identification
- Regulatory

Final Wayfinding Plan



CITY OF WADSWORTH BRAND GUIDELINES

WAYFINDING FAMILY

See the City's Wayfinding specifications document for accurate sizes of signs.

Roadway/Path Types

- Major Artery
- Primary Route
- Secondary Route
- Vehicular Directional (Large)
- Vehicular Directional (Small)
- Post and Panel Directional
- Vehicular Directional (Mast Arm)
- Banner Holder
- Outside Wadsworth City Limits

FAMILY OF SIGNS

Gateway / Entry

- Interstate Highway/Major Corridor
- ODOT Highway Signage
- Historic MS Downtown

Directional

- Signs Needed to Point toward landmarks, restaurants, parks, government buildings, shopping, etc.
- Historic MS Downtown
- Other Directional Signage Types

Trail Blazer Signs

- Signs to reinforce and validate routes to major destinations (to help, primarily for first time visitors)

District Identification

- Freestanding Identification Sign
- Pedestrian/bikeway/multi-modal Signs

Parking Lot Identification

- Freestanding signs with letters, numbers or lot name

Regulatory

- Street Name Signs
- Speed Limit Signs
- Pedestrian/Bikeway Signs
- Pedestrian Crossing Signs
- Stop / Yield Signs

Other

- Streetlight banners, storefront signs, etc.
- All pets on a leash, evacuation gathering place, etc.
- Information Kiosk in City or Downtown



Main Street Wadsworth Wayfinding

Potential Downtown Signs

Information Kiosk
Shopping & Restaurants
Fuel / Car Wash & Care
City Hall
Police Station
Library
Commercial Offices / Businesses
Action Park, Main Event Park, etc. (i.e. Gazebo)

Sign Fonts/Colors

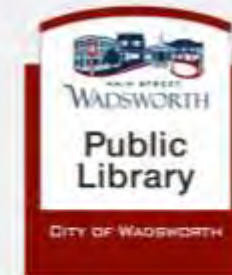
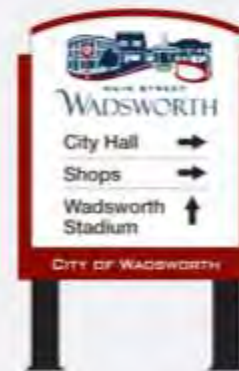
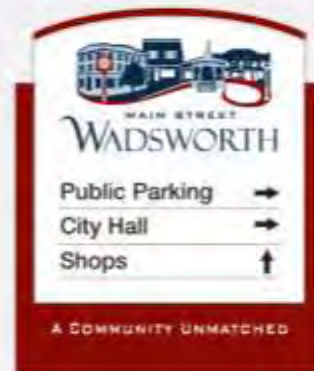
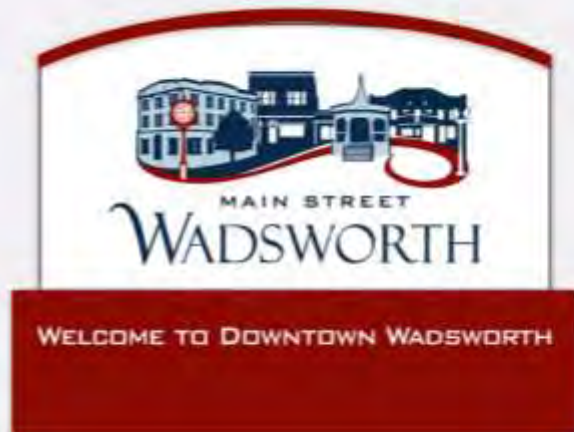
Logo Font:

Felix Tilting

Bank Gothic Md BT

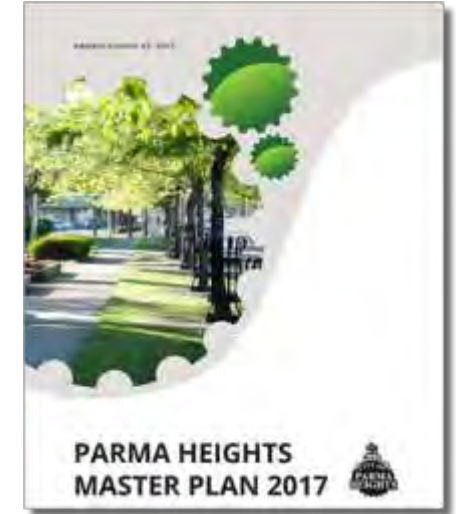
Signage Font:

Helvetica Neue LT Std -65 Medium



Wayfinding Plans – Parma Heights, Ohio Case Study

- City of Parma Heights, Cuyahoga County
- Finished Comprehensive Plan and Corridor Study, next step was branding and wayfinding plan
 - Goal: Enhance community gateways with distinct features and signage, consistent with the community-wide marketing and branding campaign recommend in Commercial and Economic Development.
- Stats
 - 20,000 population
 - 13 member City-appointed Steering Committee (included public, City staff and elected officials)
 - Used public input from Comp Plan and Corridor Study (412+ Respondents)
 - Difficult to determine where border cities and Parma Heights began/ended



Parma Heights Five Phased Approach



PHASE I

Information Gathering

PHASE II

Develop City Branding Concepts & Multi-Use Graphics

PHASE III

Develop Wayfinding Signage Types and Placement

PHASE IV

Design Signage Elements

PHASE V

Celebrate!



Discovering the Essence of Parma Heights



Source: Hatch Mott MacDonald

Existing Logo, New Logo & Tagline



Current Signage

Signage & Wayfinding (43.75% of respondents listed it as Fair & Poor)

- More poles, banners, planters
- Better exit out of Greenbrier Commons
- More visible, accessible parking



Parma Heights Wayfinding Concepts



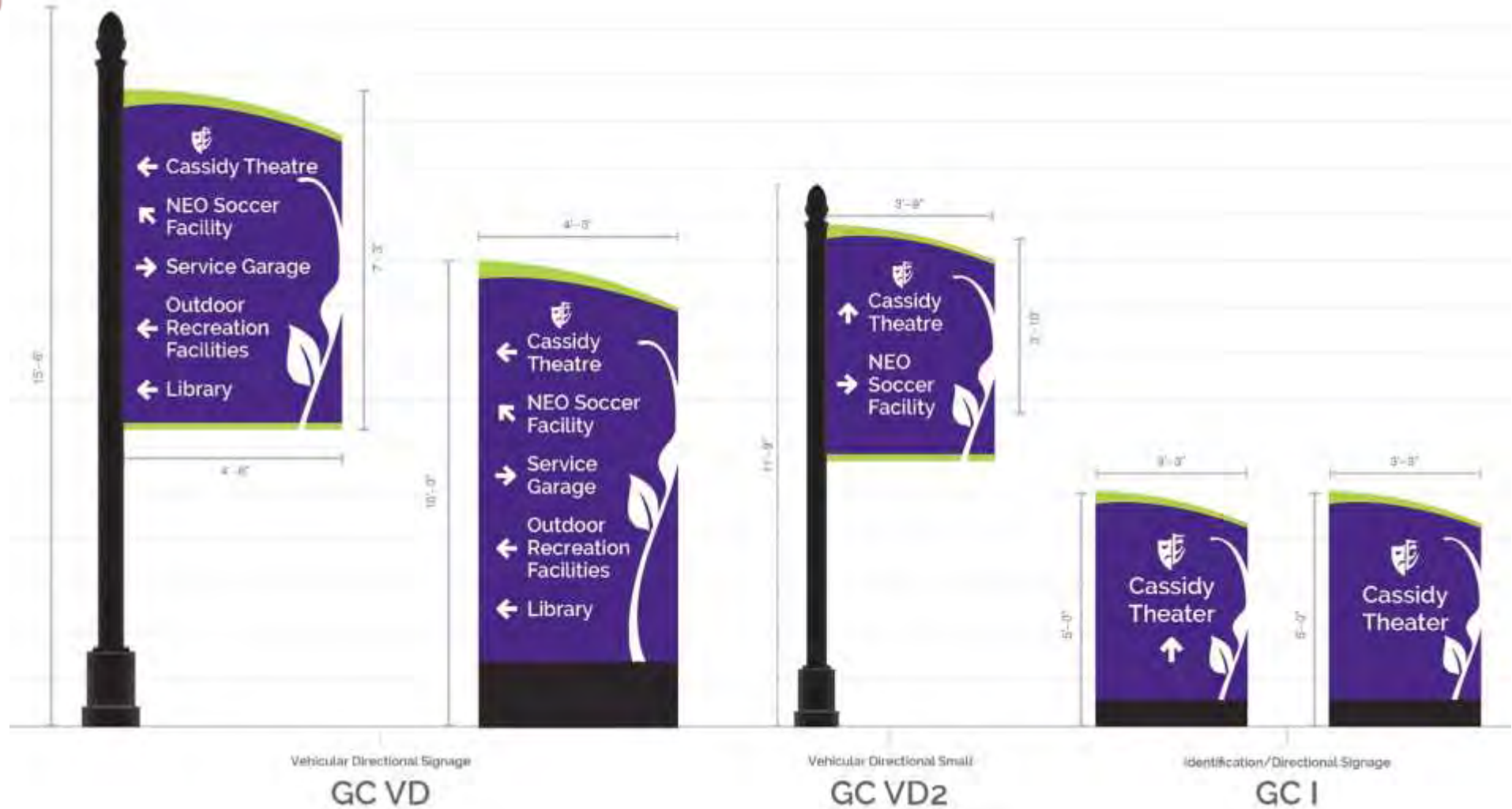
Wayfinding Family of Signs



Wayfinding Family of Signs



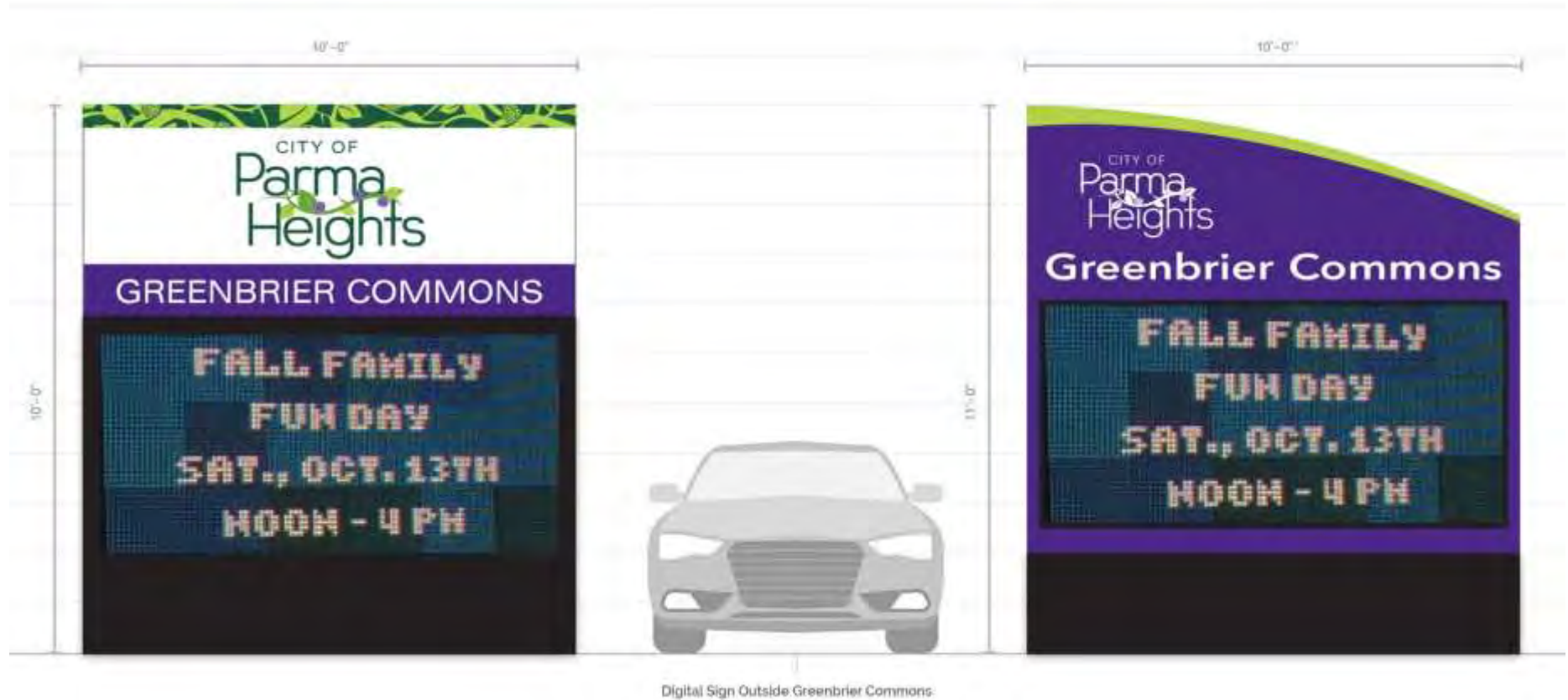
Wayfinding Family of Signs-Greenbrier Commons



Greenbrier Commons Entrance Archway



Wayfinding Digital Sign along Pearl Road (US42)



Signage Conceptual Elements



Signage Conceptual Elements

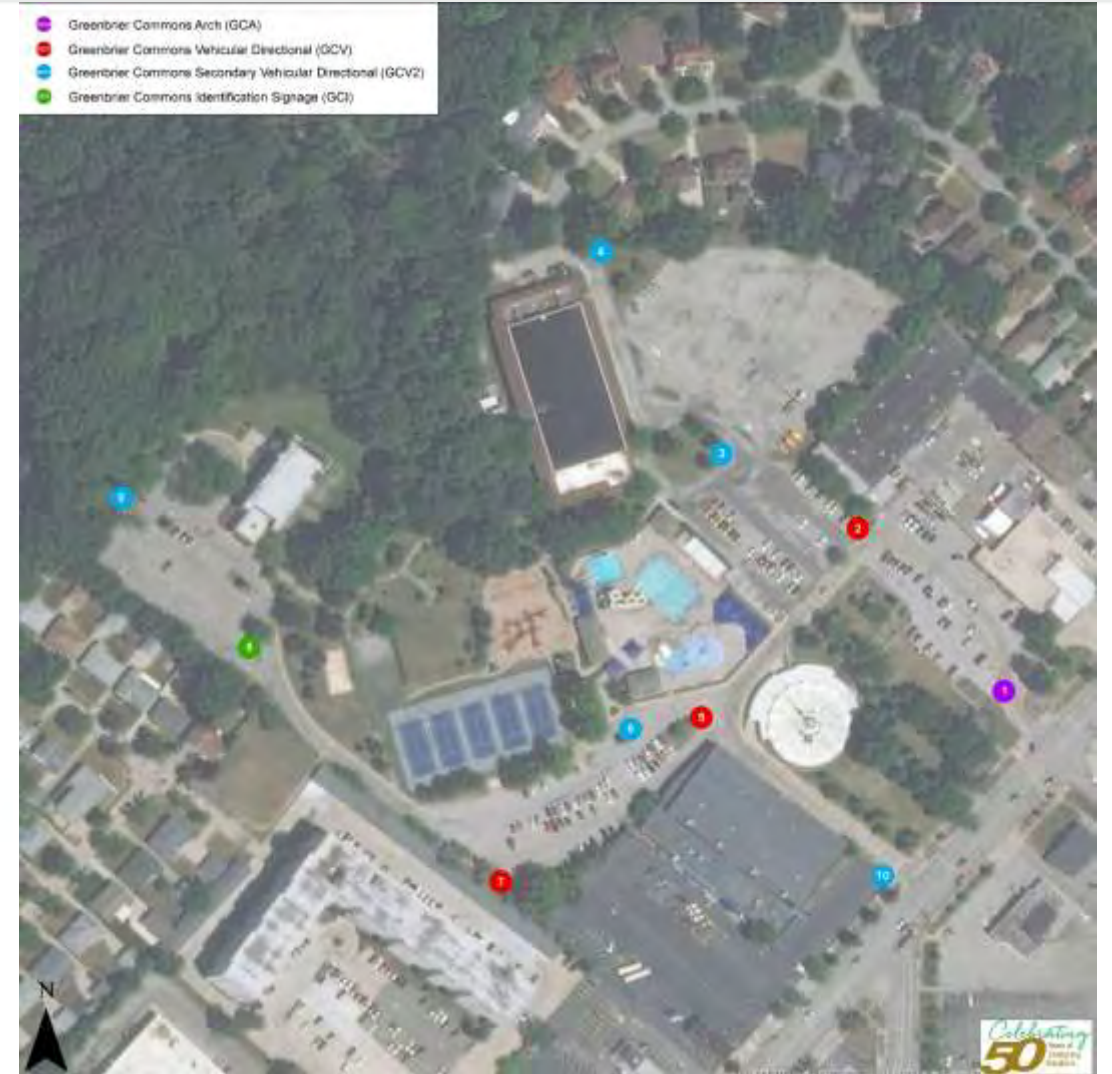


Wayfinding Signage Placement Map

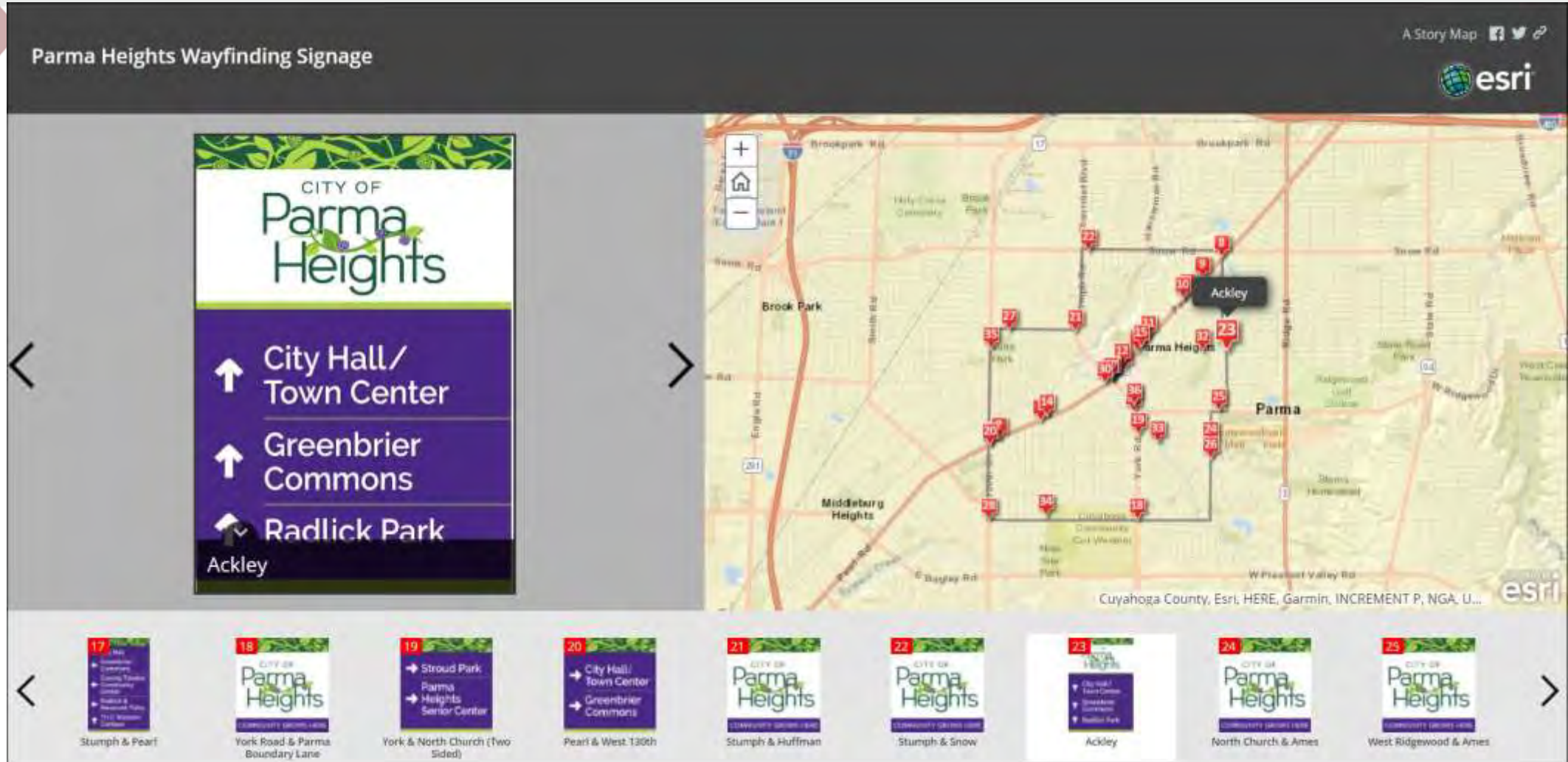
Parma Heights Wayfinding Signage



- Greenbrier Commons Arch (GCA)
- Greenbrier Commons Vehicular Directional (GCV)
- Greenbrier Commons Secondary Vehicular Directional (GCV2)
- Greenbrier Commons Identification Signage (GCI)

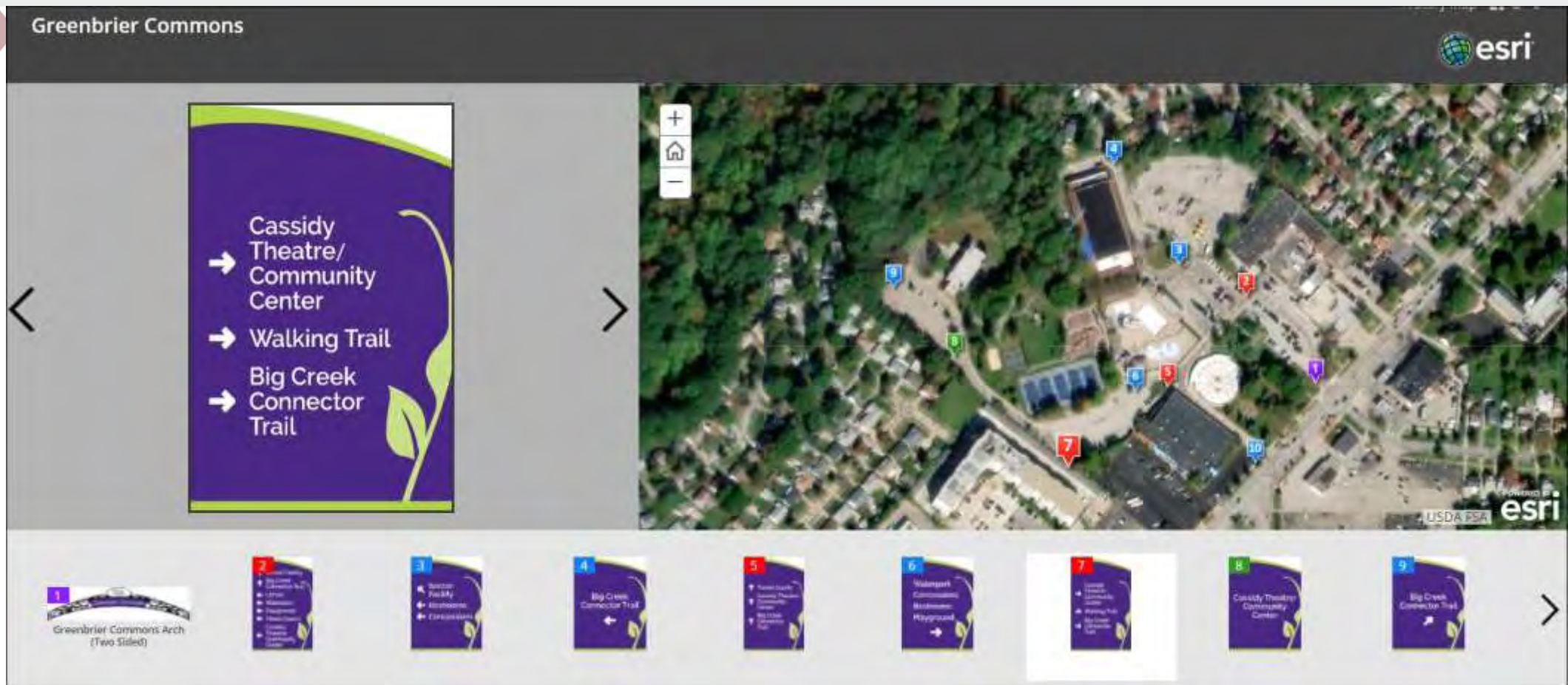


ESRI Wayfinding StoryMap Tours



City of Parma Heights: <https://arcg.is/0vmGnX>

ESRI Wayfinding StoryMap Tours



Greenbrier Commons: <https://arcg.is/1zX8bW>

Brand Elements



THE CITY LOGO

The City of Parma Heights Logo mark is the primary element in the brand. It provides a unique visual symbol and when used along with other design elements, portrays a cohesive, memorable brand. Continuity across multiple media platforms is very important when applying the logo.

Primary Color Variations Based on Background

The logo should be legible when placed on top of a color block, photo or busy background. When working with a busy background, it is important to find or create an area that contrasts with the imagery so that the logo is easily read.



TYPOGRAPHY COLORS:

PANTONE: 654 Dark Green
CMYK: 85/0/9/35
RGB: 32/90/65

TAGLINE & BERRY COLOR:

PANTONE: 3542 Eggplant
CMYK: 86/100/2/9
RGB: 74/41/132

VINE COLORS:

PANTONE: 7737 Green
CMYK: 64/15/100/2
RGB: 106/164/66

PANTONE: 3507 Lime Green
CMYK: 28/0/100/9
RGB: 179/199/42



TYPOGRAPHY, BERRY & TAGLINE COLOR:

Black

VINE BACKGROUND:

72% Gray
35% Gray



TYPOGRAPHY & TAGLINE COLOR:

White

BERRIES COLOR:

Black

Design Signage Elements



THE CITY LOGO COLORS

Primary Color Palette



PANTONE: 554 Dark Green

Secondary Color Palette



PANTONE: 3542
Eggplant



PANTONE: 7737
Green



PANTONE: 3507
Lime Green



Questions?

