

Arenac County Wayfinding System

Marketing Your Destinations on the Road

Clarity

- Spacious margins.
- Contrasting background colors.
- Colors group destinations into genres.
- Simple and universal pictography.
- Legible font sizes.

Adaptability

- Individual parts can be used by themselves or together.
- New icons can be added to the collection over time and incorporated into system.
- Signs can be resized for different applications.
- Sign shapes can vary based on the amount of information.

Identity

- Logo integration across signage promotes ownership of sign design.
- Sign design reflects elements of logo design.

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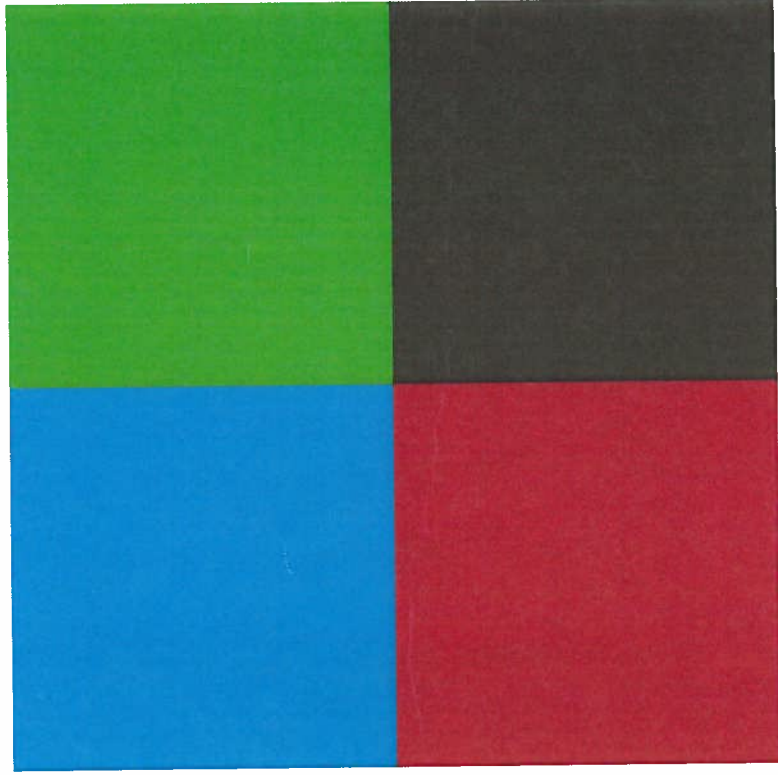
The Icons

When only one destination is pointed out, an icon can be used to identify the type of location. These icons will give the first visual clue as to what the message of the sign will be. They can stand alone, or be used in conjunction with text. A graphic directional arrow will accompany directional signs.

While we attempt to do our best to use icons that are universally identifiable, not all concepts have a universal symbol. Write any comments you may have below to help clarify which symbols may need reworking.

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The Colors

Four colors identify genres of destinations.

Blue

Anything having to do with water recreation.

Green

Anything having to do with outdoor recreation.

Red

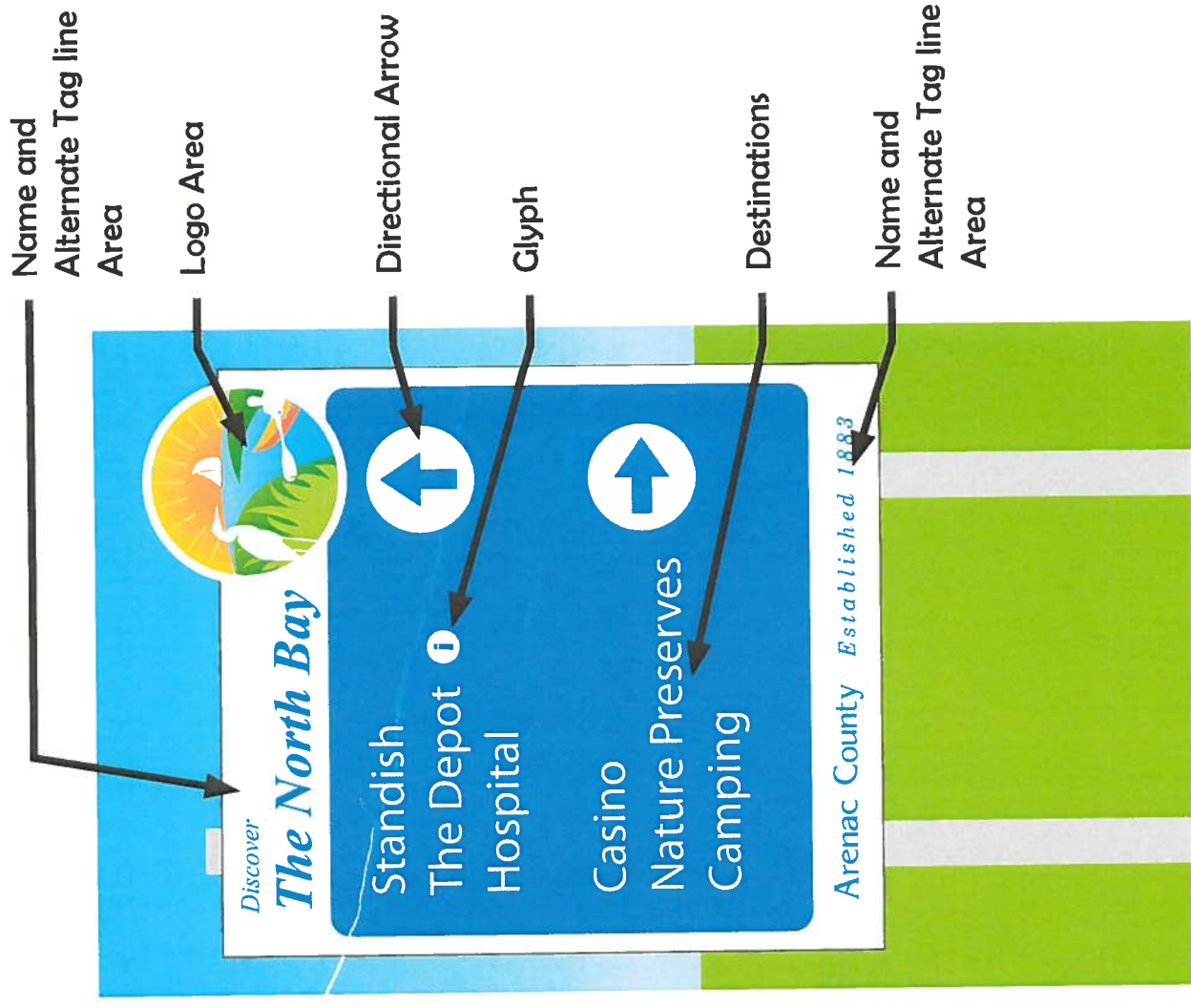
Anything having to do with development.

Black

Anything having to do with infrastructure/information.

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The Multi-Destination Sign

Signs with multiple destinations will be assigned the default blue.

The logo will be displayed at the top, with Arenac County identified near the logo. The tag line "Discover The North Bay" may be placed somewhere in the white space, either above or below the wayfinding area. The logo may extend outside the sign area.

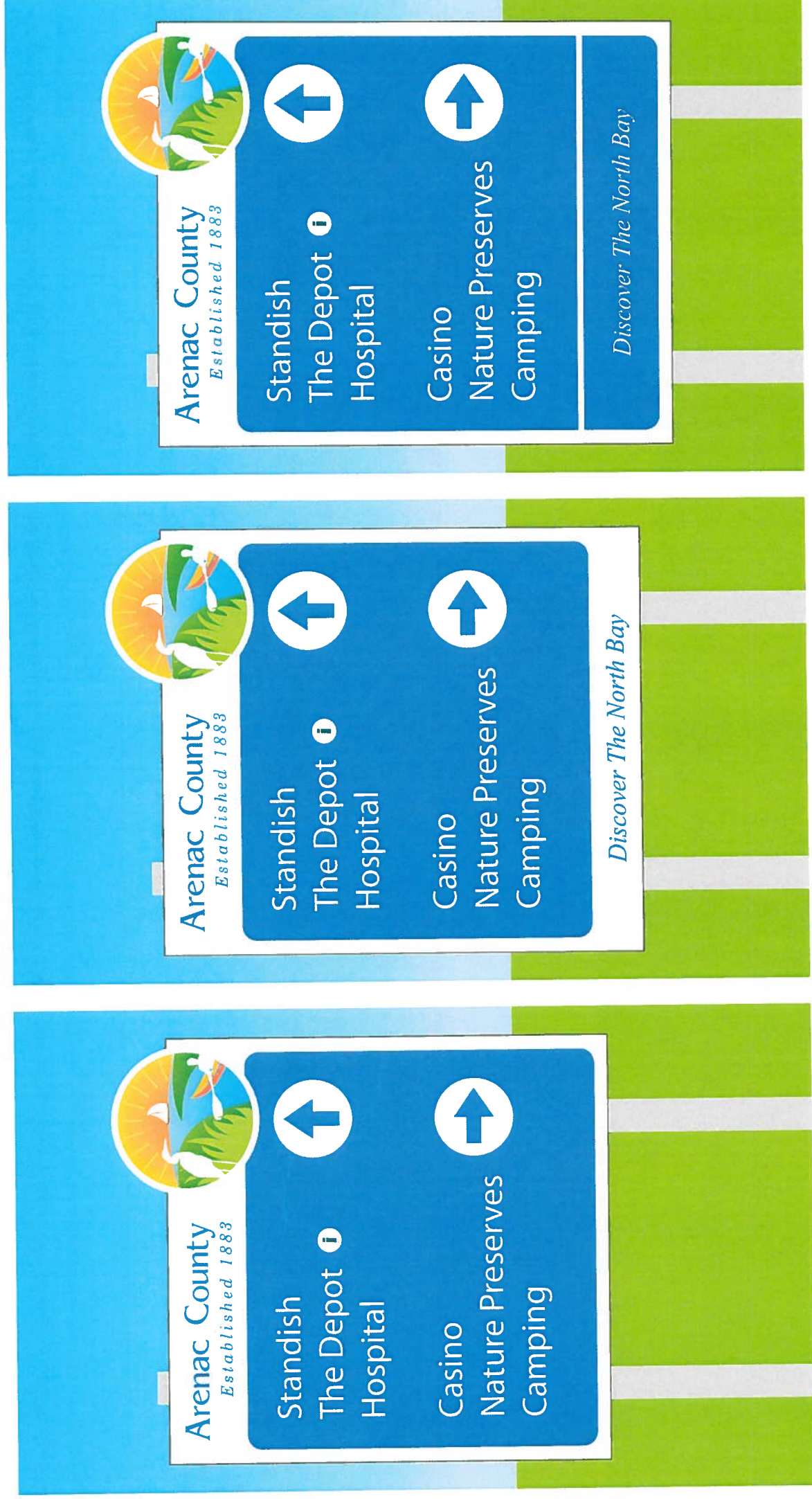
The wayfinding area will group destinations by direction as indicated by the oversized directional arrow.

Small glyphs may be used to identify what a destination offers if it needs to be clarified. These glyphs will be derived from the icon set.

A white border will be maintained around the exterior.

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Alternate

Layouts

These signs show alternate tag line layouts.

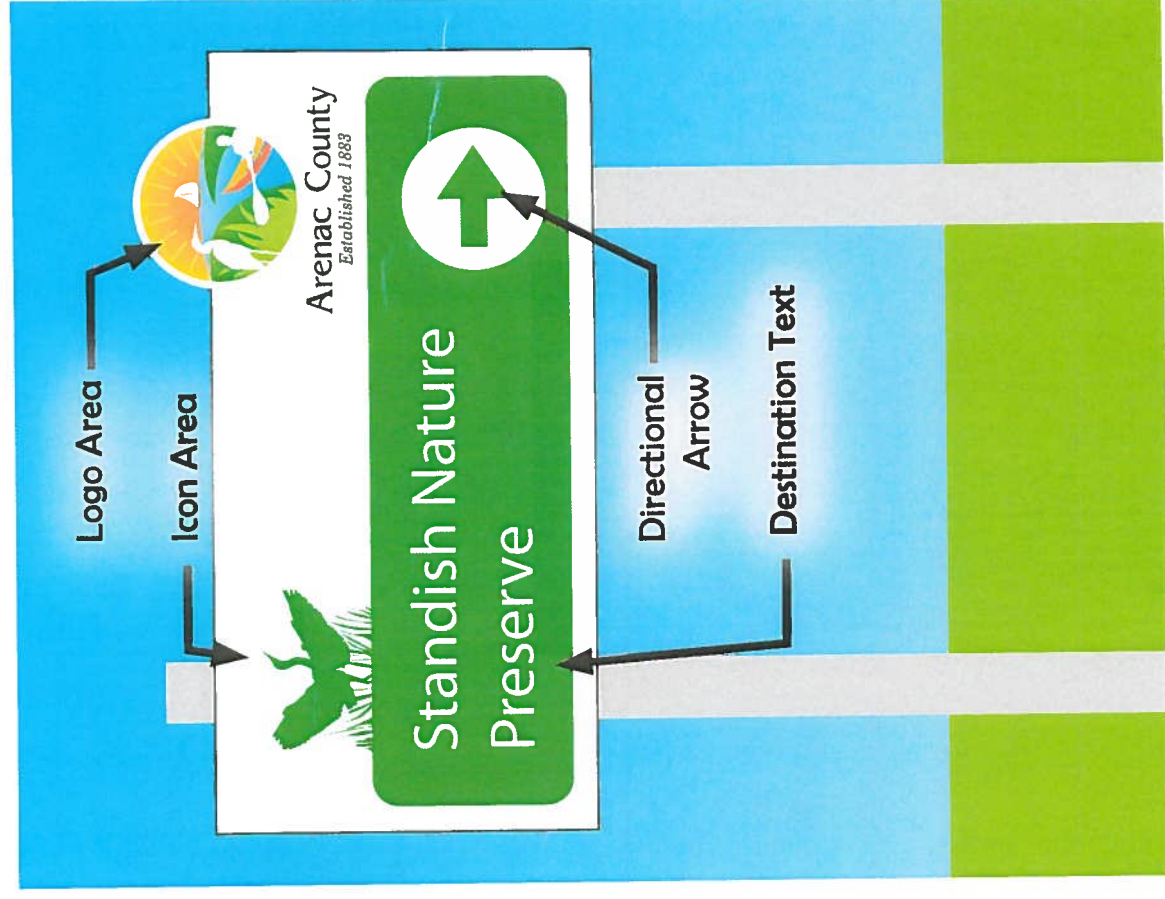
Use the space below to record comments and preferences.



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The Single-Destination Sign

Signs with one destinations will be assigned one of the genre-specific colors.

The logo will be displayed at the top right, with Arenac County identified near the logo. The tag line may be included below the wayfinding area or in place of the words "Arenac County Established 1883." The logo may extend outside the sign area.

The wayfinding area will display only one destination in line with the oversized directional arrow.

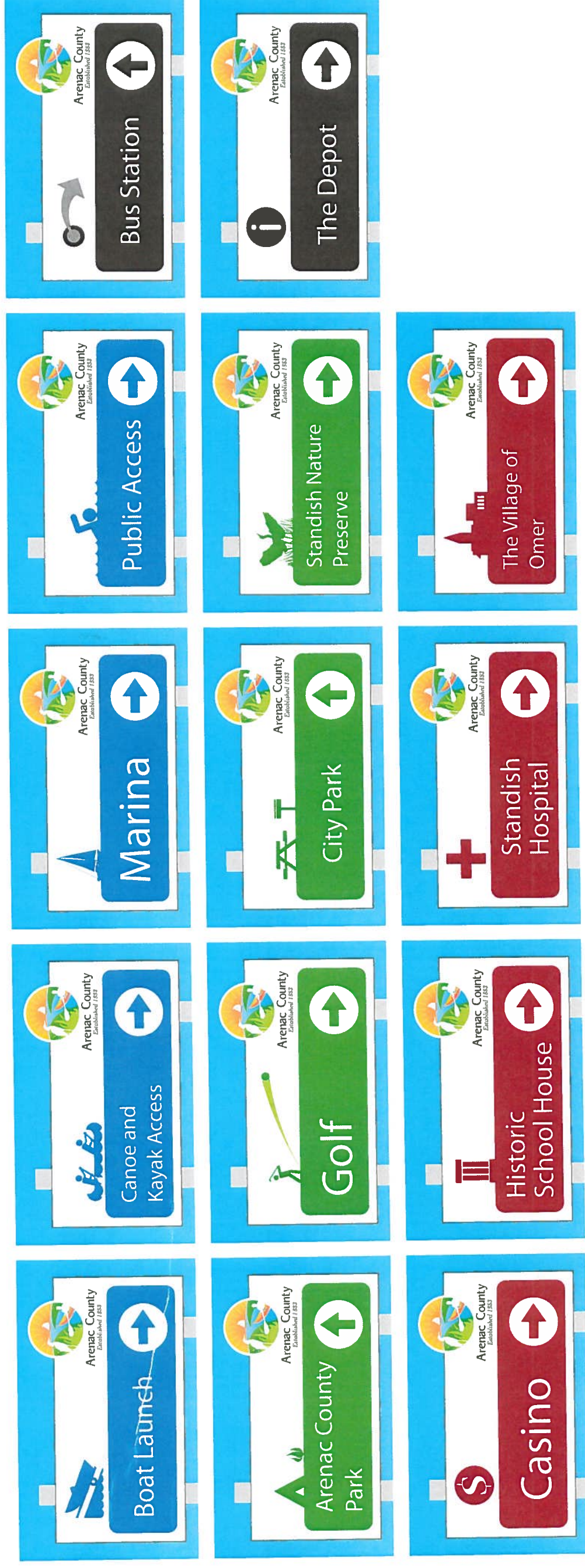
The icons will be displayed in the top left third of the sign.

A white border will be maintained around the exterior.

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The Complete Set



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Attached Signs

Individual icons and small signs may be attached to other signs or objects when appropriate. Smaller signs may be used without logos or icons where speeds are slow and space is tight. Other applications may be explored for specific situations.

