

# Uniform Signage and Wayfinding Design Manual

Prepared by Milone & MacBroom  
For the Naugatuck Valley Council of Governments

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# Acknowledgments

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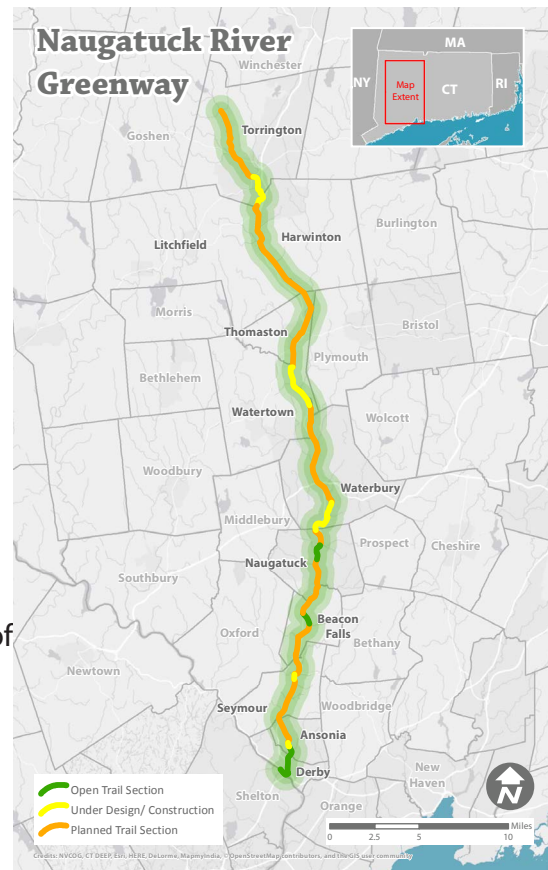


# Overview

This manual is intended to guide the planning, design, installation, and maintenance of signage along the route of the Naugatuck River Greenway (NRG) and to formalize a standardized branding policy for the entire greenway.

The NRG is a planned 44-mile corridor following the Naugatuck River from Torrington to Derby that will be connected by a multiuse bicycle and pedestrian trail. Oversight of design and construction of the NRG is generally being conducted at the local level, with the 11 host municipalities along the river responsible for completing sections of trail within their respective towns. The Naugatuck River Greenway Steering Committee (NRGSC) was formed to help coordinate trail development in 2008. The committee is administered by staff at the Naugatuck Valley Council of Governments (NVCOG), and consists of representatives from all 11 trail communities along with federal, state and regional partners and other stakeholders.

Since much of the planning and construction will be implemented at the local level, the materials, feel and look of the trail may undoubtedly vary from town-to-town based on local needs and desires. Regardless of these differences, it is important to emphasize that the NRG is a single entity that will traverse 11 communities. Visitors to the completed trail should know that they are on a section of the NRG, and be met with a familiar system of signage and wayfinding no matter which town they are in. The NRGSC recognized that a well designed and implemented unified brand and signage program was critical to the continuity of the NRG. With support and assistance from the NRGSC, NVCOG applied for and received a Recreational Trails Program grant through the Connecticut Department of Energy and Environmental Protection (CT DEEP) to fund the development of this “Uniform Signage and Wayfinding Design Manual.”



# Overview

This manual is intended to be used by municipalities and organizations along the greenway route to ensure that individually produced signs follow a common theme and that the NRG is identifiable along its route. Towns and organizations are asked and expected to adhere to the standards set forth in this guide. The manual has been developed and designed to be flexible so that communities may adapt content, audience or situation, and to allow some personalization. The templates that accompany this guide include approved fonts, branding and layouts pre-loaded, and were designed to make sign development easy, but with the ability to build on the basic templates to make more complex signage while retaining continuity between signs. Sign templates, fonts, and logos can be obtained by contacting NVCOG.

Signs developed using these guidelines will provide for confident wayfinding along the trail, and will also introduce new users to the trail and introduce those on the trail to attractions, facilities, and businesses in the communities along the route. Well-designed interpretive signs will also educate trail users about natural and cultural features along the trail, and the history of the river and river communities. Overall, properly designed signage will provide for a safe, enjoyable, and informative user experience, and help integrate the trail into the communities through which it will pass.



# The Naugatuck River Greenway

When complete, the NRG will follow the Naugatuck River for approximately 44 miles, and will link 11 municipalities, help reclaim the Naugatuck River for recreation, provide an alternate mode of transportation, support tourism and economic development in the region, and improve the quality of life of valley residents. The NRG will start in Torrington and follow the river south through Litchfield, Harwinton, Thomaston, Watertown, Waterbury, Naugatuck, Beacon Falls, Seymour, Ansonia and Derby. As of 2016, there are five sections of NRG open to the public representing approximately 10% of the total length of planned trail with additional sections in various phases of design with plans for construction in the coming years.

Long dismissed as a polluted and dead river due to a legacy of industrial abuse, the Naugatuck River has made a remarkable comeback over the last several decades, and is increasingly a destination for anglers, paddlers and sightseers. The NRG will provide access and reconnect communities to the river that have historically turned their backs on it, with waterfront promenades, overlooks, boat launches, and fishing access points all figuring into greenway plans. The multiuse trail will provide a high quality and attractive corridor that will accommodate both walkers and persons riding a bicycle safely. The communities along the Naugatuck River are also recovering from the loss of the industrial base that grew up along the river and once drove local economies. The NRG is envisioned as one way to help communities reclaim the river as a driver of local economies and a way to improve local quality of life.

The NRG will draw sightseers, cyclists and recreationalists to the valley, and will provide opportunities for local businesses to capitalize on this increased tourist traffic. At the same time, the NRG will give local residents a multiuse trail to recreate on rather than travelling to trails elsewhere, and will improve the health and quality of life of those who use it. Since many of the communities along the trail route are in close proximity to each other, the trail will provide a safe and convenient non-motorized alternative for commuting in the valley for those who cannot or would rather not use a personal motor vehicle or public transit. These benefits have already been borne out on open sections of NRG, as the trail has become a popular destination and meeting place among residents and non-residents alike, and as a means for transportation. These economic and quality of life benefits will increase as more trail sections are built. These signage guidelines have been designed to help design signs that will maximize these benefits for NRG communities.



# Signage Implementation

This manual was developed to assist NRG municipalities and partners in the development and installation of various signs to be used along the NRG route. Signage templates, graphics, fonts and logos can be obtained free of charge from NVCOG. Signage should be developed in consultation with the NRGSC. The Steering Committee will review and guide sign plans to ensure that signage guidelines are adhered to, that content is appropriate and properly presented, and that signs are installed at proper locations. Some assistance and guidance for signage design may be offered on a case by case basis by NVCOG staff. While each town or partner is ultimately responsible for their signage, collaboration with regional partners will be critical in the development of a unified signage program.

NVCOG will maintain an inventory of all NRG signage. Once signs are installed, please submit to NVCOG a list of all signs with sign type, a summary of content, GPS coordinates, a written location description, and a photograph of the installed sign. The inventory will be published as an interactive online map.

It is recommended that signage be incorporated in the design and construction phases of trail development. Construction funding should be used to purchase and install a full suite of signage along each trail section. This will ensure that proper signage is in place when the trail section opens to the public, and will avoid the need for additional funding to design and purchase signs.

All signs are inherently temporary. Even the most durable sign will eventually fade, rust, break down or be targeted by vandals and need to be replaced. Sign content will ultimately become outdated, businesses and attractions noted on signs may move, or new topics may be the desired focus of new signs. Partners should plan for this and establish a program to periodically inspect signs for wear or damage, and develop an ongoing replacement program to keep signs fresh and up to date following these guidelines. Partners with existing signs along the NRG that predate this guide should incorporate the new standards when replacing their sign stock.

While this manual focuses on specialized information, wayfinding and route designation signage related to the Naugatuck River Greenway, it is also necessary to ensure that the signs be installed in accordance to state and federal guidelines. The federal Manual on Uniform Traffic Control Devices (MUTCD) defines the *“standards used by road managers nationwide to install and maintain traffic control devices on all public streets, highways, bikeways, and private roads open to public travel. The MUTCD is published by the Federal Highway Administration (FHWA) under 23 Code of Federal Regulations (CFR), Part 655, Subpart F.”* This manual should be consulted to ensure consistency in the installation and placement of NRG-related signage and avoid any contradictory messages.

# Graphic Standards

In order to present a unified identity for the Naugatuck River Greenway, it is important that signage and other outreach materials have a unified look and feel. Critical to that goal are standardized graphic standards. These standards are designed to take the guesswork out of sign design by pre-selecting the form of design elements that can be used, while ensuring that signs developed by different people at different times will still have a common feel. This manual presents graphic standards for the following elements:

- Fonts
- Color Palettes
- Logos
- Symbology

By following the standards presented in this section, sign designers can streamline the design process while ensuring that the finished product is identifiable, familiar, and easy to read for trail users.

## Approved Fonts

Typography elements (typeface, size, weight, style, leading, and kerning) are fundamental graphic design standards. Consistent typography provides readers with immediate visual cues to the hierarchy of information presented. The approved fonts will enhance legibility, accessibility, content and effectiveness of the greenway signage program.

Font specifications are meant to reduce the guess work and streamline the design of a comprehensive identity system. Two font families are proposed for use on official Greenway signs. The fonts have been chosen for their legibility, availability, and ADA compliance. The approved fonts include several variations of typeface weights that should provide sufficient options. The selected fonts are common, and many times come embedded with graphic design applications. If necessary they are also readily available for purchase.

### Chaparral Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Chaparral Pro is a slab serif font from Adobe. Chaparral has varying letter proportions giving it a functional and accessible appearance with a touch of formality. Its recognizable style is legible in many sizes and weights and will allow for strong identity recognition through consistent use.

### Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Myriad Pro is a humanist sans-serif font from Adobe. Myriad Pro has clean lines, open shapes and precise letterfit which make it comfortable to read. Its wide variety of weights and widths provide a sufficient palette for numerous display types.



## Title Font

Chaparral Pro (Regular 18pt)

Use: Headers, Titles, Limited blocks of text

No more than two styles should be used per sign

Approved styles:

Naugatuck River Greenway

**Naugatuck River Greenway**

***Naugatuck River Greenway***

*Naugatuck River Greenway*

Regular

**Bold**

***Bold Italic***

*Italic*

## Text Font

Myriad Pro (Regular 18pt) -

Use: Captions, paragraphs, and body text

No more than two styles should be used per sign

Approved Styles:

Naugatuck River Greenway

**Naugatuck River Greenway**

***Naugatuck River Greenway***

*Naugatuck River Greenway*

**Naugatuck River Greenway**

***Naugatuck River Greenway***

**Naugatuck River Greenway**

Regular

**Bold**

***Bold Italic***

*Italic*

**Semibold**

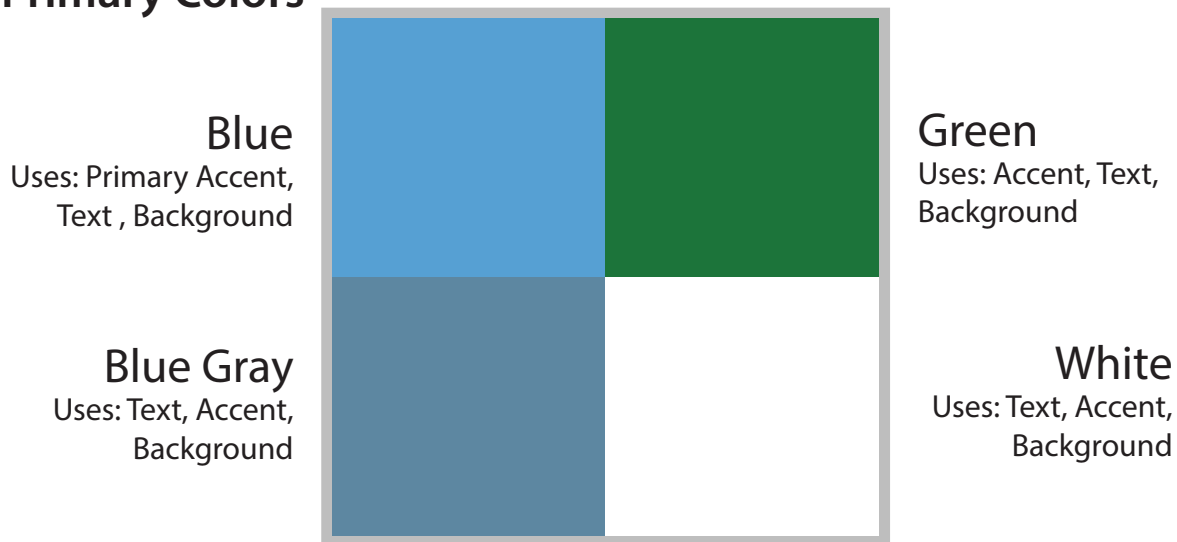
***Semibold Italic***

**Bold Condensed**

## Color Palettes

Official colors selected for the greenway reflect the natural environment in rich hues that compliment each other. The four primary colors: blue, green, blue gray, and white have been selected to establish a recognizable and consistent identity for the greenway and as such are the primary colors of the logo. The official colors should be incorporated on signs for a variety of uses including backgrounds, banners, and text. Primary text colors should be white and black with colored text used to emphasize key facts, interesting information and important graphics.

### Primary Colors



#### Primary Colors

Blue = R86 G160 B211  
 Green = R28 G116 B58  
 Blue Gray = R93 G135 B161  
 White = R255 G255 B255  
 Black = R0 G0 B0  
 Dark Gray = R105 B105 G105  
 Light Gray = R190 B190 G190





## Accent Colors

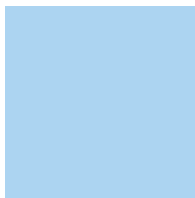
### Dark Blue

R23  
G74  
B124



### Light Blue

R172  
G212  
B241



### Green

R50  
G180  
B74



### Apple Green

R141  
G198  
B63



### Yellow Green

R214  
G224  
B61



### Cream

R225  
G234  
B83



### Orange

R243  
G115  
B33

The accent colors above are meant to be a starting point for approved additional colors to be incorporated into official signage. Creativity and flexibility is encouraged and the addition of accent colors allows for variations in signage designs. Accent colors should be considered for use in backgrounds, graphics, and text. Accent colors are not to take the place of the approved primary colors in the logo. When the simplified logo is approved for use accent colors may be considered if their use will highlight the logo on certain backgrounds more effectively.

## Naugatuck River Greenway Primary Logo



Naugatuck River Greenway



Naugatuck River Greenway

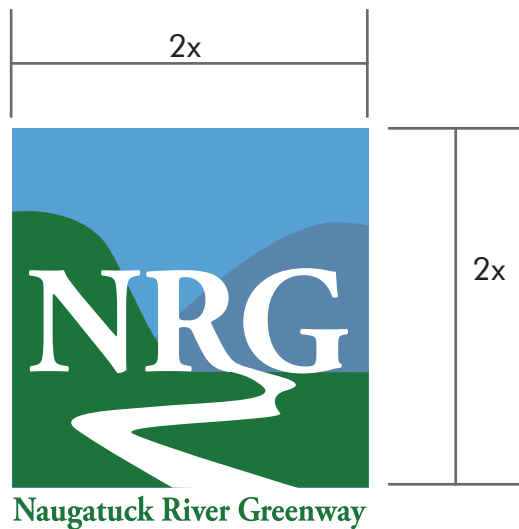
The two logos above are approved for use on official greenway publications. The “NRG” letters, river, and background for the “Naugatuck River Greenway” banner text should all be white. In cases where this is not possible or desired the simplified logo below should be used in the primary colors of: black, white, blue gray, dark gray, or gray. Accent colors can be used for the simplified logo and should be chosen based on the background color.

## Simplified Logo



## Logo Sizing and Use

The logo should always maintain a perfectly square shape. The logo's vertical and horizontal dimensions are always a 1:1 ratio. The recommended minimum dimension are 1 inch by 1 inch with the tagline text and 1/2 inch by 1/2 inch without the tagline text.



1" x 1" Logo  
with text



1/2" x 1/2"  
Logo without  
text - Primary  
and Simplified  
versions

Use of the logo should adhere to the following:

Specific written permission must be obtained in order to use the logo.

Permission to use the logo does not imply permission for any other future uses.

Logos should not be reproduced from these guidelines. Digital files will be made available for use once permission is approved.

The logo should not be altered in any manner.

The logo should never be used within another graphic symbol or design.



























































# Universal Symbols

Universal symbols are standards used on signage to achieve a consistent, recognizable, easy to read and understandable system of wayfinding and information gathering. The symbols shown are based on the Bureau of Land Management (BLM) Baseline Symbol Fonts and should be used on wayfinding signage and mapping.

Digital File of Universal Symbols can be furnished upon request.

## Common Map Pictographs

		Boat launch			Parking
		Bicycle trail			Picnic area
		Campfire			Ranger station
		Campground			Recycling
		Canoe access			Restrooms
		Cross country ski trail			Shelter
		Drinking water			Sledding
		First aid			Snowmobile trail
		Fishing			Stable
		Horseback riding (rental, guided tour)			Swimming
		Hospital			Telephone
		Information			Emergency telephone
		Litter receptacle			Trailhead
		Lodging			Wheelchair-accessible

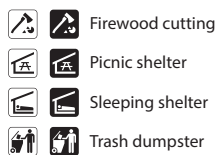
# Universal Symbols

## Other Map Pictographs

### Accommodations



### Services



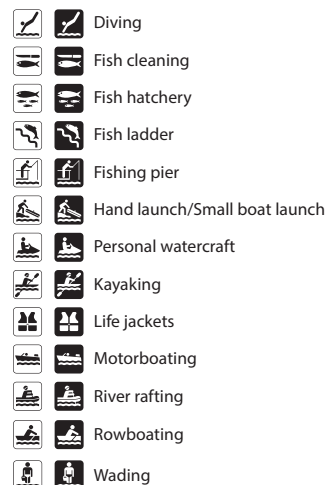
### Miscellaneous 1



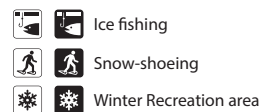
### Land Recreation



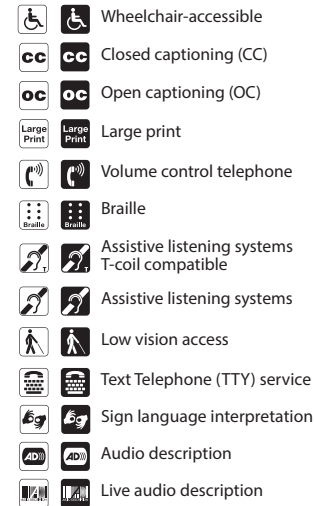
### Water Recreation



### Winter Recreation



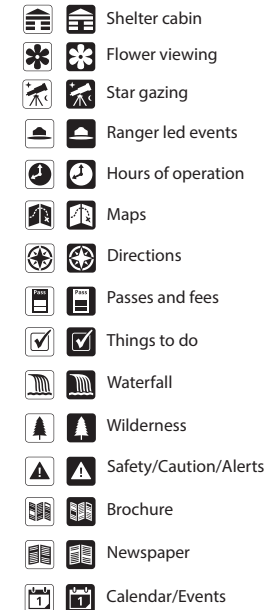
### Accessibility



### Miscellaneous 2



### Miscellaneous 3



# Sign Designs

The purpose of the signage designs are to provide a consistent and functional guide for implementing a uniform program of informational and wayfinding signage. The templates provided serve the purpose of creating a straightforward guide for the selection, layout, and material choice for each sign type. Fonts, colors, logos, etc. outlined in the Graphic Standards have been incorporated into the sign designs in order to simplify selection and provide a consistent aesthetic for each sign type. Customization and design choices will still be necessary for a number of the signs' content and graphics and personalization per town is encouraged to create a compelling series of signs along the entire greenway corridor.

The sign templates include the following:

- Confidence marker
- Trailhead Wayfinding
- Trailhead Kiosk
- Trail & Roadside Wayfinding
- Advisory & Information
- Interpretive Waysides
- Temporary Information

The family of signs are meant to identify and promote the greenway, local attractions, and local history. A variety of consistent sign types, sizes and layouts will allow for flexibility while identifying the greenway as one continuous resource for recreation, transportation, exercise, and education.

Select sign designs, particularly any that may be used along roadways, adhere to the Manual of Uniform Traffic Control (MUTCD), however, before designing, ordering, or fabricating any signs the local municipality should be contacted and coordinated with to ensure the proposed signs comply with local ordinances including, but not limited to, size and location requirements. Similarly any signs proposed on state roads must be coordinated with the Connecticut Department of Transportation.

# Confidence Marker

## ***Purpose: Identification***

The confidence marker is a useful tool to identify the location of the greenway and as its name suggests reinforces that the greenway user is on the correct route. These simple signs utilize the greenway logo to quickly designate the location of the greenway and any directional changes.

The marker can be utilized for gaps in the greenway system where sections have not yet been constructed to designate an approved route allowing greenway users to successfully navigate between completed sections.

## ***Design:***

### ***Sizes:***

3.5" x 3.5"

3.5" x 4.5"

There are two options for the size and content of the marker plate. One utilizes the logo only and is a 3.5" x 3.5" square while the second option is a 3.5" x 4.5" rectangle with the addition of an identifier text below the greenway logo. The option to include a location name under the logo is useful for such an extensive greenway that passes through 12 towns and countless local attractions.

### ***Directional Arrow:***

An additional separate 2.5" diameter directional arrow plate can be utilized to identify changes in directions, at intersections, and as additional wayfinding.

### ***Materials:***

0.08"Aluminium

Composite (UV Resistant)

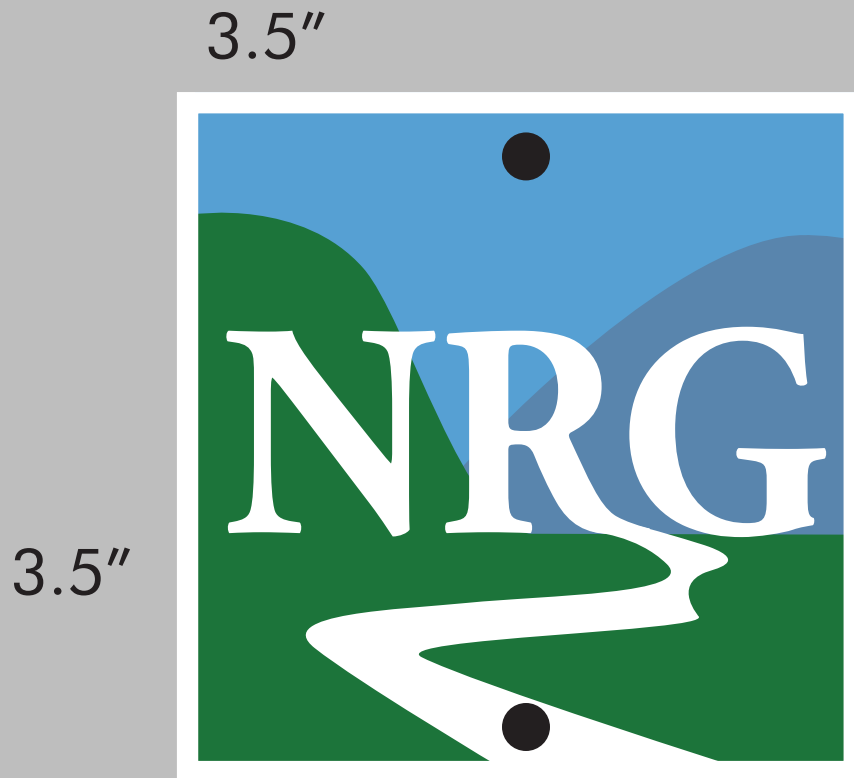
### ***Location:***

Designated routes connecting completed sections of the greenway, typically on-road

Trail crossings

Points of Interest

## Confidence Marker



2.5" diameter  
arrow plate





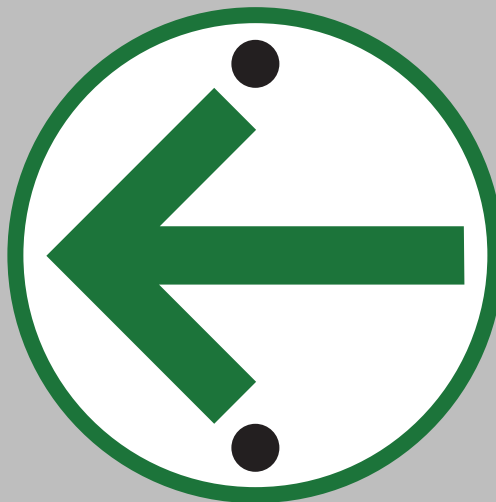
## Confidence Marker

3.5"

4.5"



2.5" diameter  
arrow plate



# Trailhead Wayfinding

## ***Purpose: Identification***

Trailhead wayfinding signs should be utilized to identify and direct greenway users to points of access to the greenway system. This includes vehicular parking areas as well as dedicated bicycle and pedestrian access points.

## ***Design:***

### ***Sizes:***

48" x 12" (double post)

12" x 18" (single post)

### ***Materials:***

0.08" Aluminium

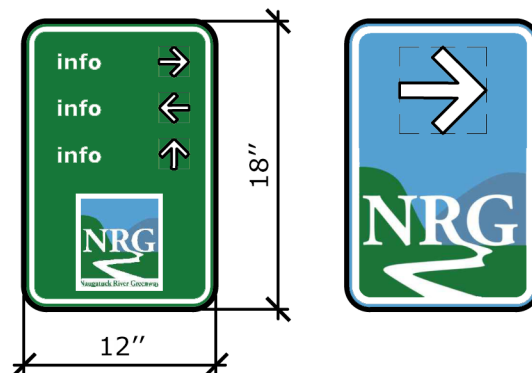
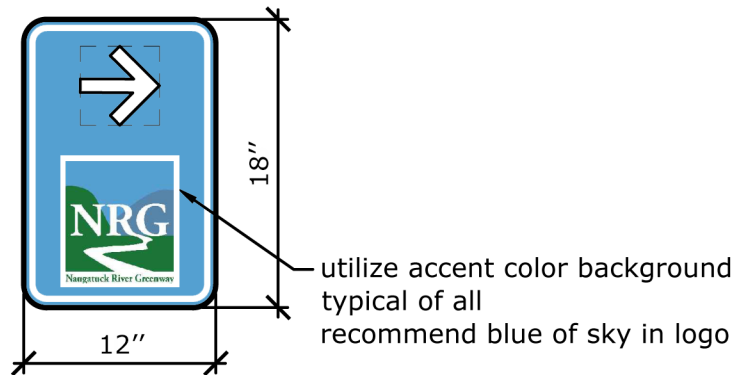
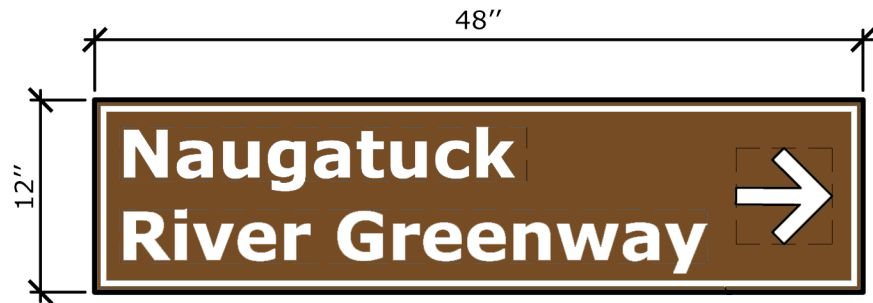
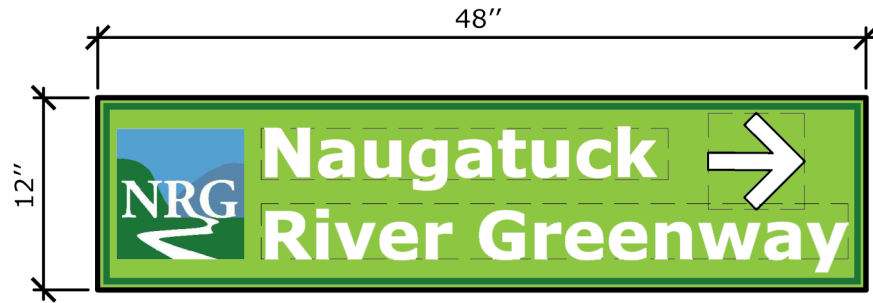
### ***Location:***

Designated parking area entrances

Points of access

Intersections

## Trailhead Wayfinding



# Trailhead Kiosk

## ***Purpose: Orientation, Wayfinding***

Trailhead kiosks should be placed at all major greenway entrances. The role of the trailhead kiosk is to identify the location the viewer is currently at and what along the greenway route they can access from this location. The basic information all trailhead kiosks should depict includes:

- Map of the greenway of the immediate area terminating preferably at other trail heads
- Brief description of the trail section
- Walking distances to key features or attractions
- Safety information
- Rules and regulations

Optional, but preferred, information includes:

- A map indicating where on the total greenway route you are located
- Nearby attractions not on the greenway route
- Where to find more information (scan code, website, social media link)

## ***Design:***

### ***Sizes:***

- 24" x 36"
- 30" x 42"
- 36" x 48"

### ***Materials:***

- Composite (UV Resistant)
- High Pressure Laminate

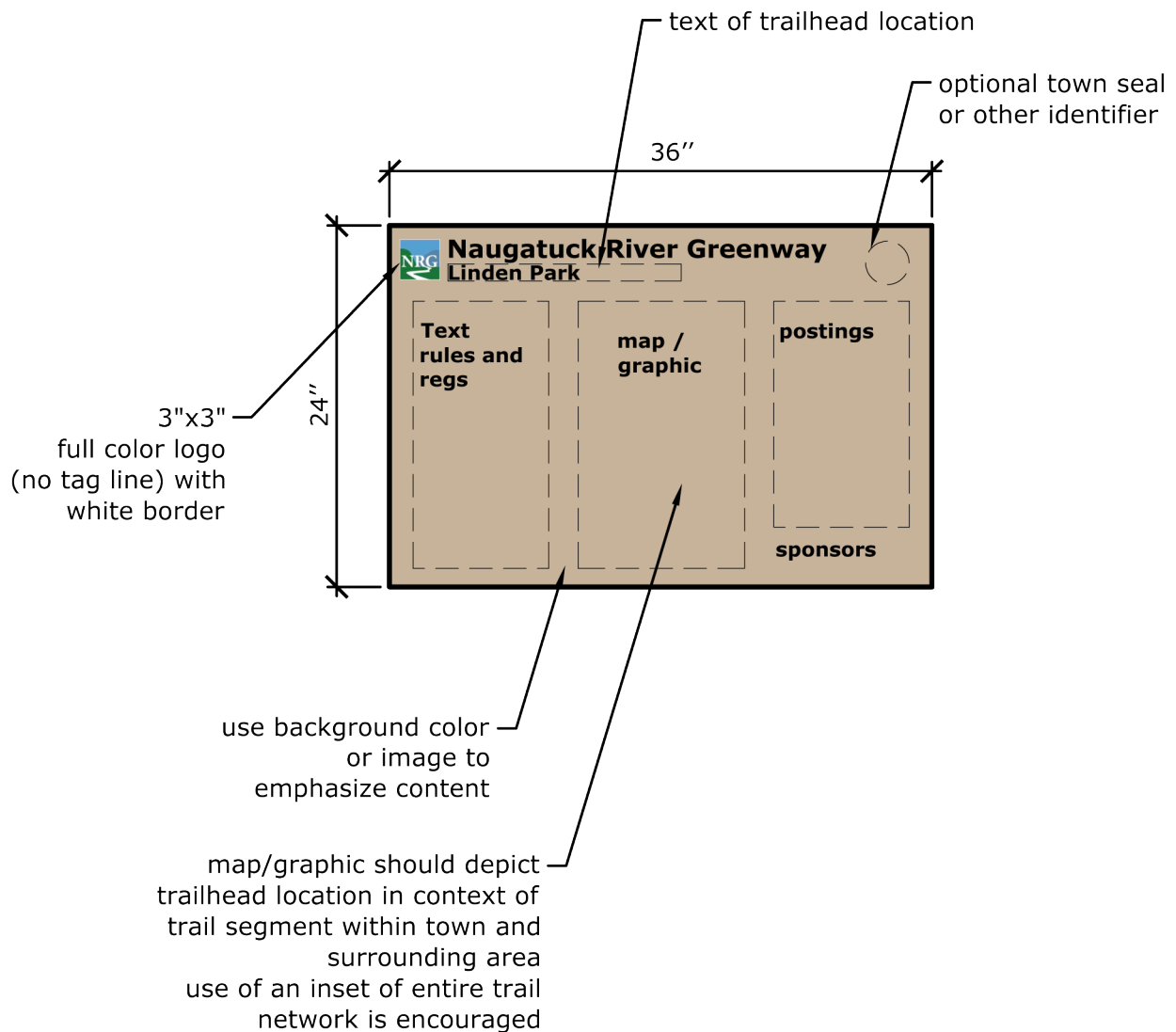
### ***Orientation:***

- Vertical
- Horizontal

### ***Location:***

- Main greenway access points

# Trailhead Kiosk





# Trail & Roadside Wayfinding

## ***Purpose: Identification, Directional, Information,***

Trail and roadside wayfinding signs should be utilized to identify and direct to points of interest nearby. The signage should identify the greenway through use of the logo and then clearly identify the point of interest, the direction to navigate to the point of interest and if possible the distance. When used to direct users to the greenway itself the signs can be used effectively in conjunction with the confidence marker.

This sign type provides an opportunity for local businesses and attractions to sponsor and pay for a sign along the greenway. Care should be taken to consolidate attractions on single signs to avoid sign clutter along the greenway corridor.

## ***Design:***

### ***Sizes:***

12" x 18" (single post)  
Removable blade size varies

### ***Materials:***

0.08" Aluminium  
Composite (UV Resistant)  
High Pressure Laminate  
Steel

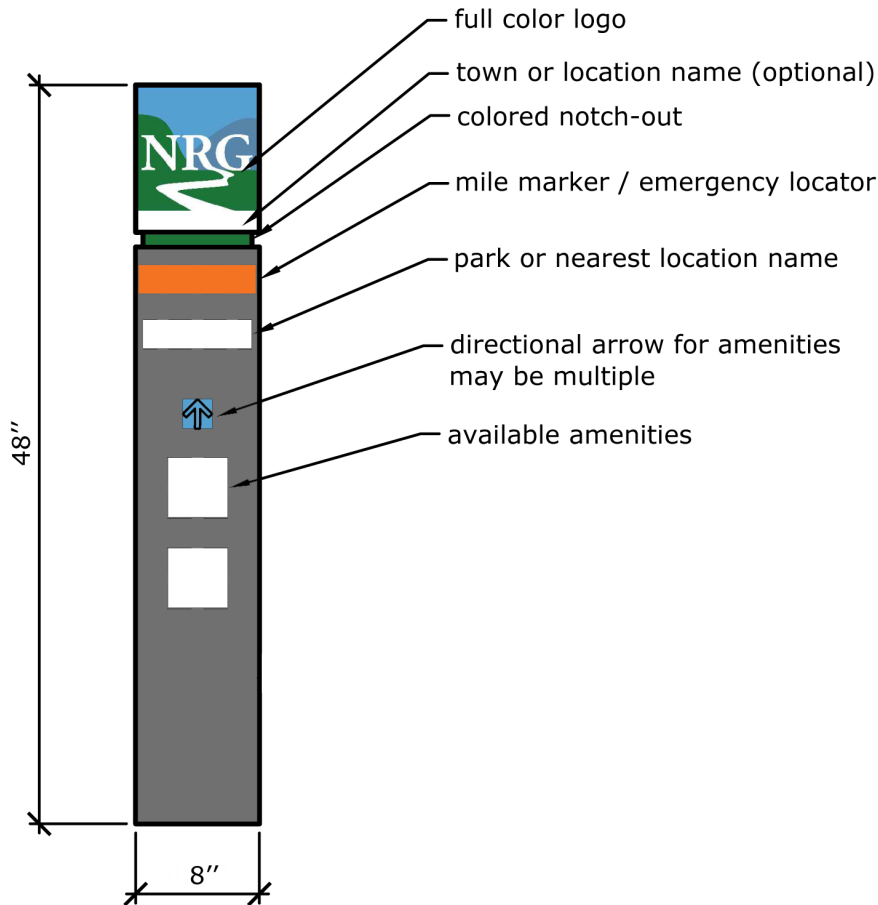
### ***Orientation: (Varies per sign type)***

Vertical  
Horizontal  
Low Profile Angled Panel (45 degree)

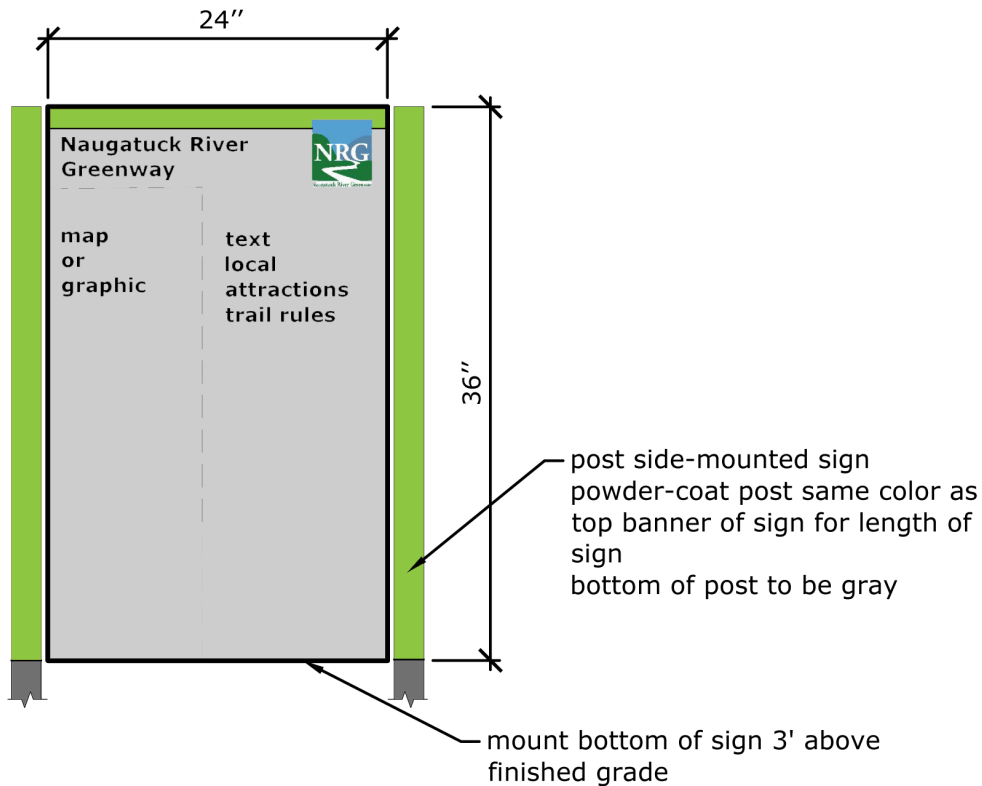
### ***Location:***

Along greenway shoulders  
Streetscapes  
Intersections

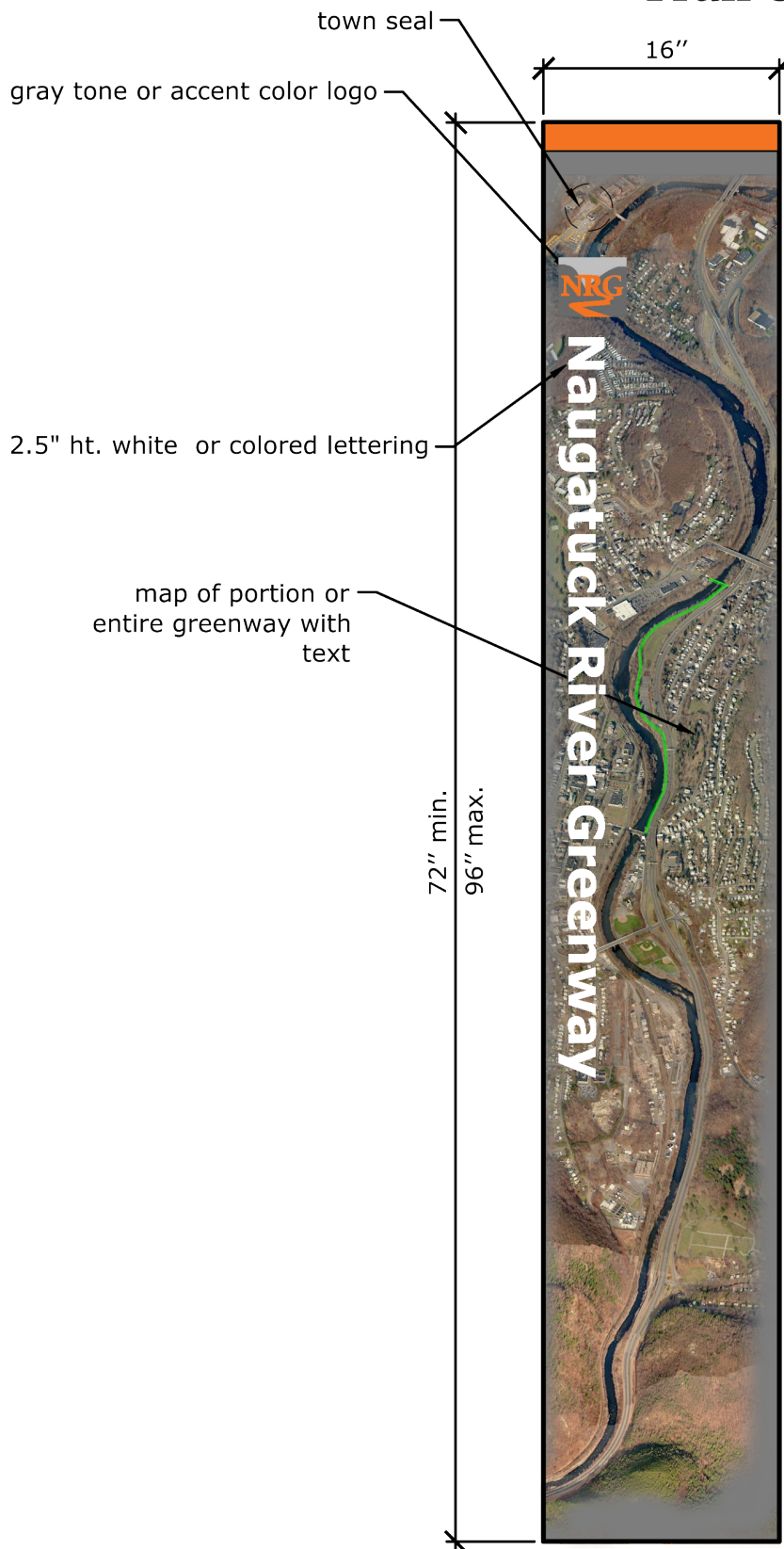
# Trailside Wayfinding Trailblade



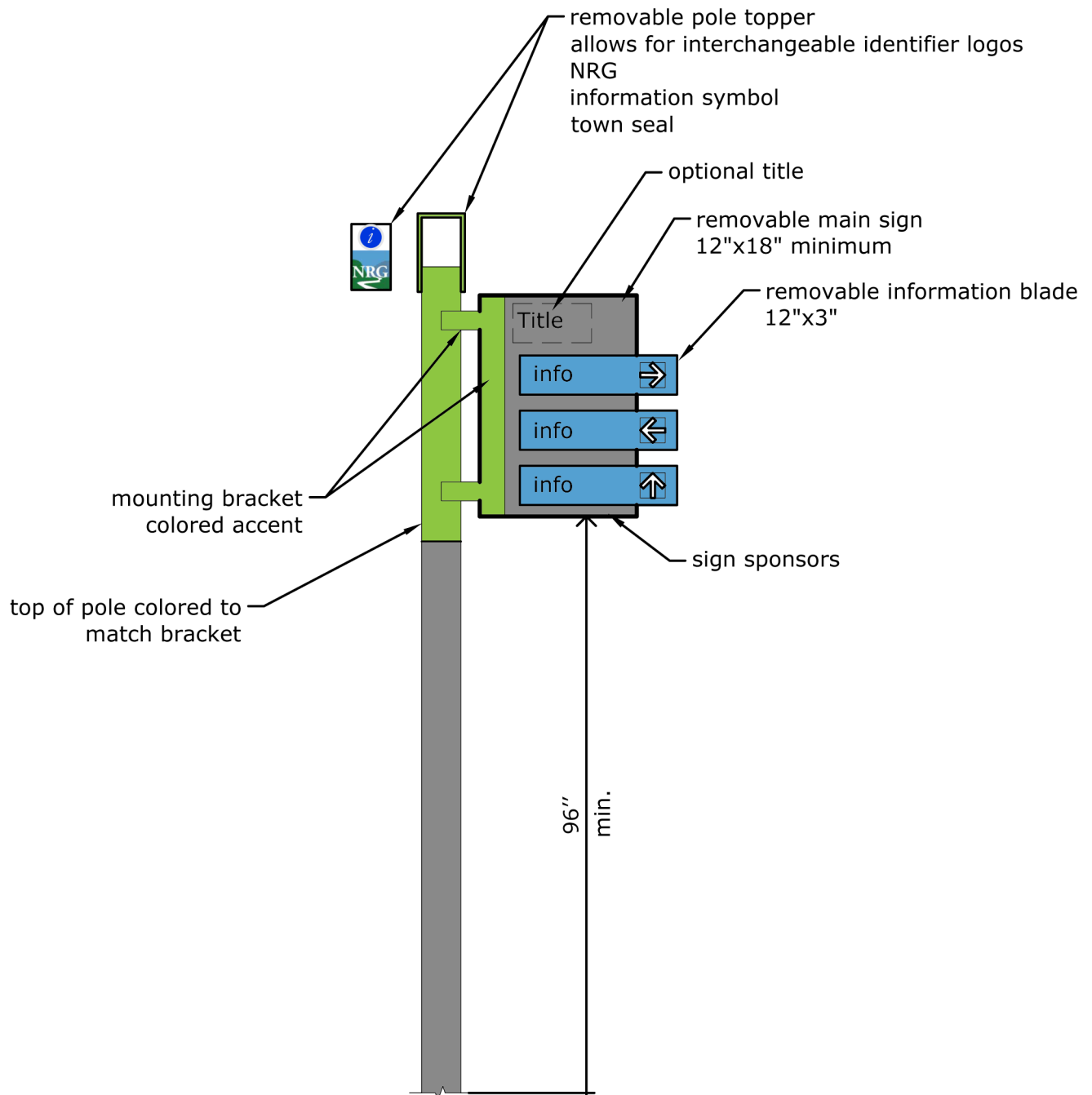
# Trailside Wayfinding Advisory & Information



# Trail & Roadside Wayfinding Banner



# Trail & Roadside Wayfinding Removable Blades



# Interpretive Waysides

## ***Purpose: Education, Engagement, & Exploration***

Interpretive wayside signs offer the opportunity to encourage exploration of the greenway system, its history, and its future. These signs give each community the greenway traverses the opportunity to highlight why the Naugatuck River corridor is so important and why users should promote and protect natural resources in their community. The sign content should increase the awareness of local assets including historical events, figures, or places, natural features, distinct cultures, wildlife, and conservation.

These signs will be highly customizable in their content however the approved layout and sizes should not be altered in any way. Content needs to be interesting, concise, understandable and engaging in order to be successful. The signs should give a complete picture of their content but also prompt visitors to explore further on their own for more in-depth information and experiences. Means to access additional information such as websites, scan codes, and local libraries and historical societies should be provided.

## ***Design:***

### ***Sizes:***

24" x 36"

30" x 42"

36" x 48"

### ***Materials:***

High Pressure Laminate

### ***Orientation:***

Vertical

Horizontal

Low Profile Angled Panel (45 degree) - The wayside's angle and position should channel the viewer's attention in the direction of the signs content.

### ***Location:***

Highly visible locations oriented in relation to the sign content whenever feasible

Trailheads

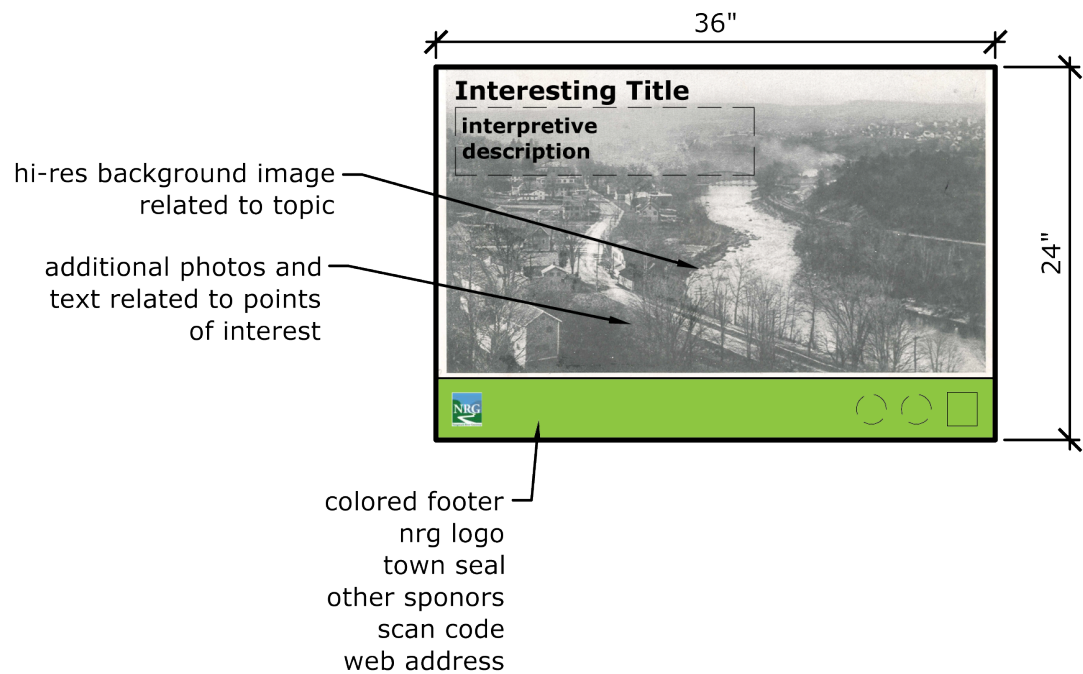
Greenway shoulders

Streetscapes

Intersections

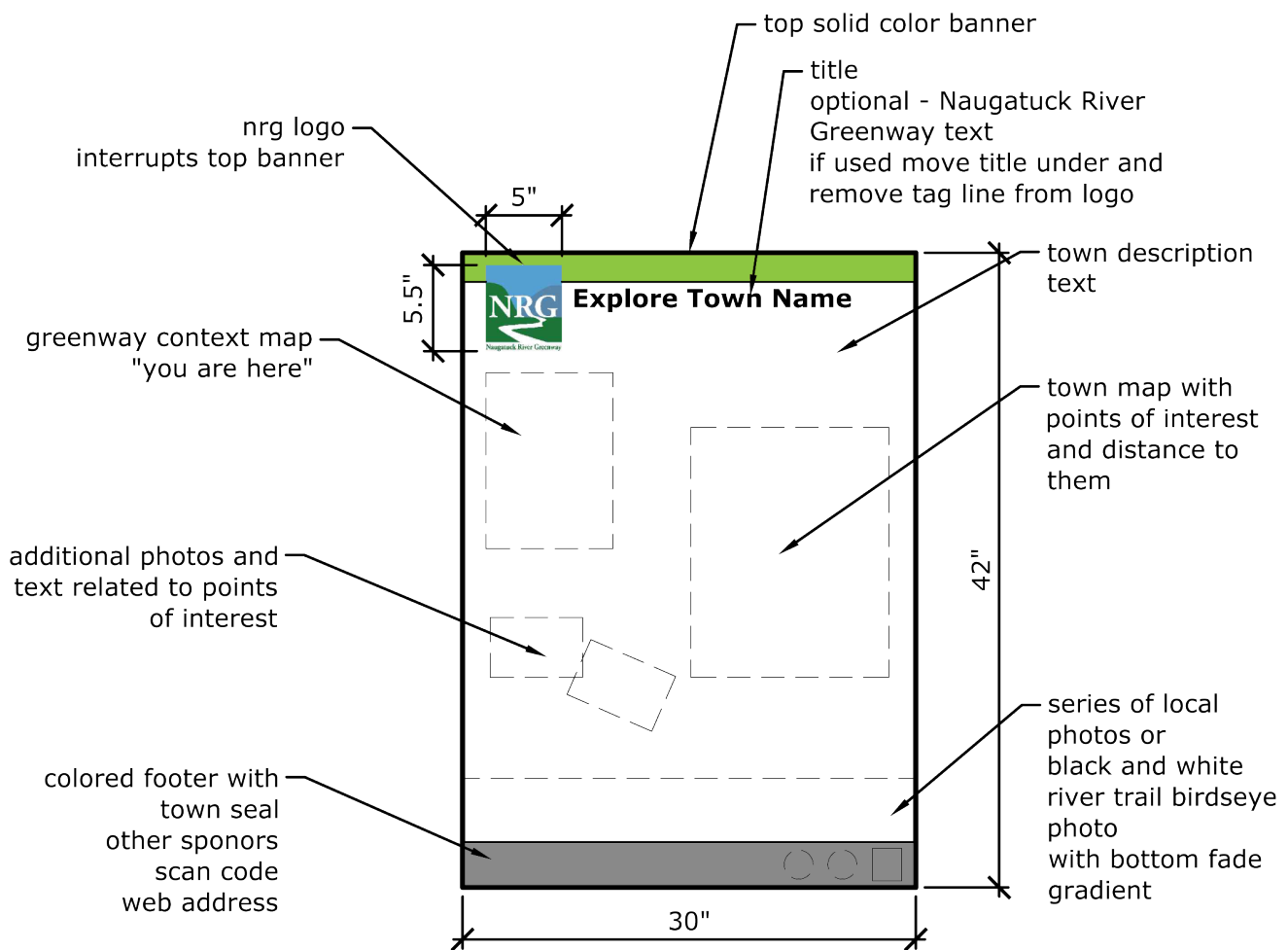


# Interpretive Waysides Horizontal



# Interpretive Waysides

## Vertical



# Banners

## ***Purpose: Identification, Promotion***

Banners should be used to identify and promote the greenway and related attractions in order to attract users. Banners should be primarily graphic with little accompanying text. Any text that is used needs to be visible for both vehicles and pedestrians. Banners are an excellent and cost effective way to celebrate the greenway and let people know they are in close proximity to a unique natural resource.

Banners can be mounted to existing light poles and utility poles with simple mounting hardware and brackets.

## ***Design:***

### ***Sizes:***

18" x 36" (typical)

Custom sizes are available. Use of NRG logo on custom designs must be approved.

### ***Materials:***

Vinyl

Canvas

### ***Location:***

Streetscapes

Trailhead parking lots

## Pole Arm Banners

Images shown are for graphic purposes only. Banner images are encouraged to be customized to promote a variety of activities, events, and locations along the entire greenway corridor and adjacent communities.



# Temporary Signs

## ***Purpose: Identification, Promotion, Information***

Temporary signs are an inexpensive way to notify visitors of upcoming official greenway trail events and news. Temporary signs should be used sparingly and for a specific duration. Temporary signs must not be left in place beyond their useful time period. Overuse of temporary signs can lead to signage clutter and dismissiveness by viewers.

Temporary signs are effective tools to educate viewers on new trail construction, upcoming events, trail closures and maintenance, and temporary safety concerns. Signs should be sized appropriately for their content and be of a material that will last their intended posted duration.

Mounting temporary signs should be done with care so as to not damage any permanent structures they may be affixed to.

Any temporary sign utilizing the official greenway logo must be approved prior to placement.

## ***Design:***

### *Sizes:*

8.5" x 11"

11" x 17"

### *Materials:*

Bond paper

Cardstock

Foamcore

Laminated Paper

### *Location:*

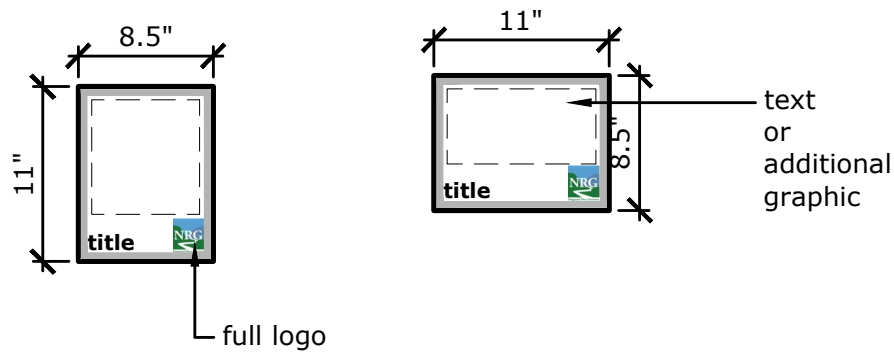
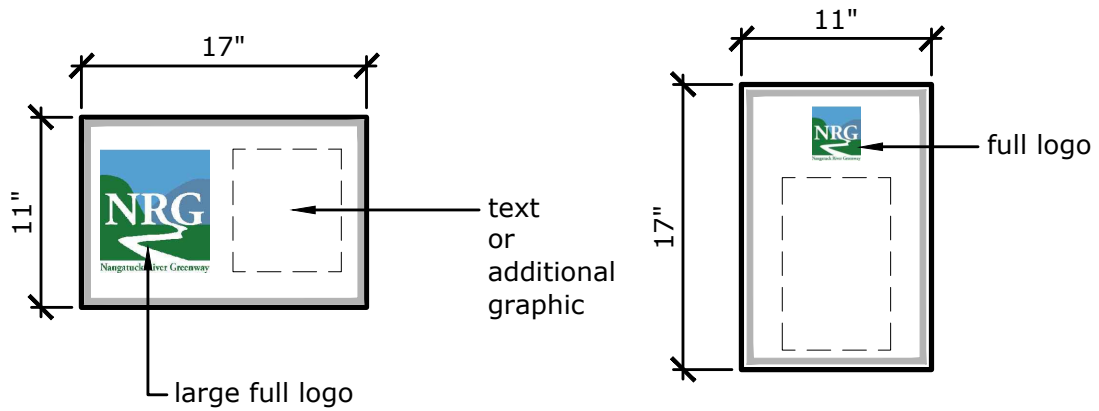
Varies

Whenever possible temporary signs should be limited in use and duration

# Temporary Signs

11"x17"

8.5"x11"





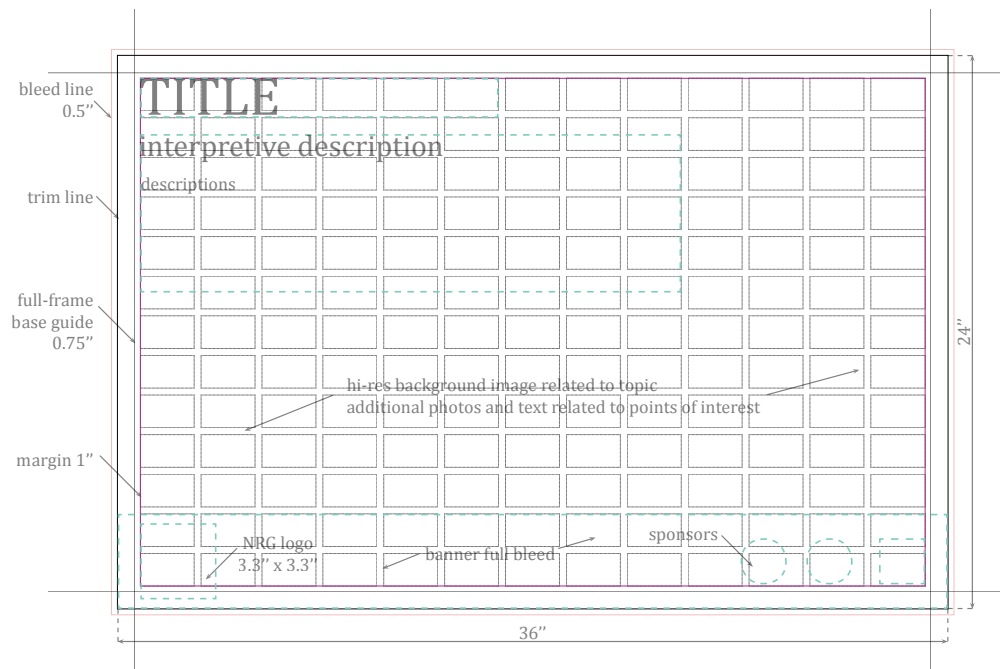
# Sign Templates

Each sign type has an individual digital file template that can be requested from the Naugatuck River Greenway Committee allowing communities to order specific signs. The templates provide the necessary framework to ensure all signs have the same dimensions, colors, and layout when necessary. The templates allow communities to use sign manufacturers of their choice but still ensure a consistent signage program.

The sign templates should not be altered unless approved by the committee. Any changes approved by the committee that will be permanent to the signage program should be sent to the greenway communities to ensure the changes are incorporated into any new signs.

Templates can be requested through:

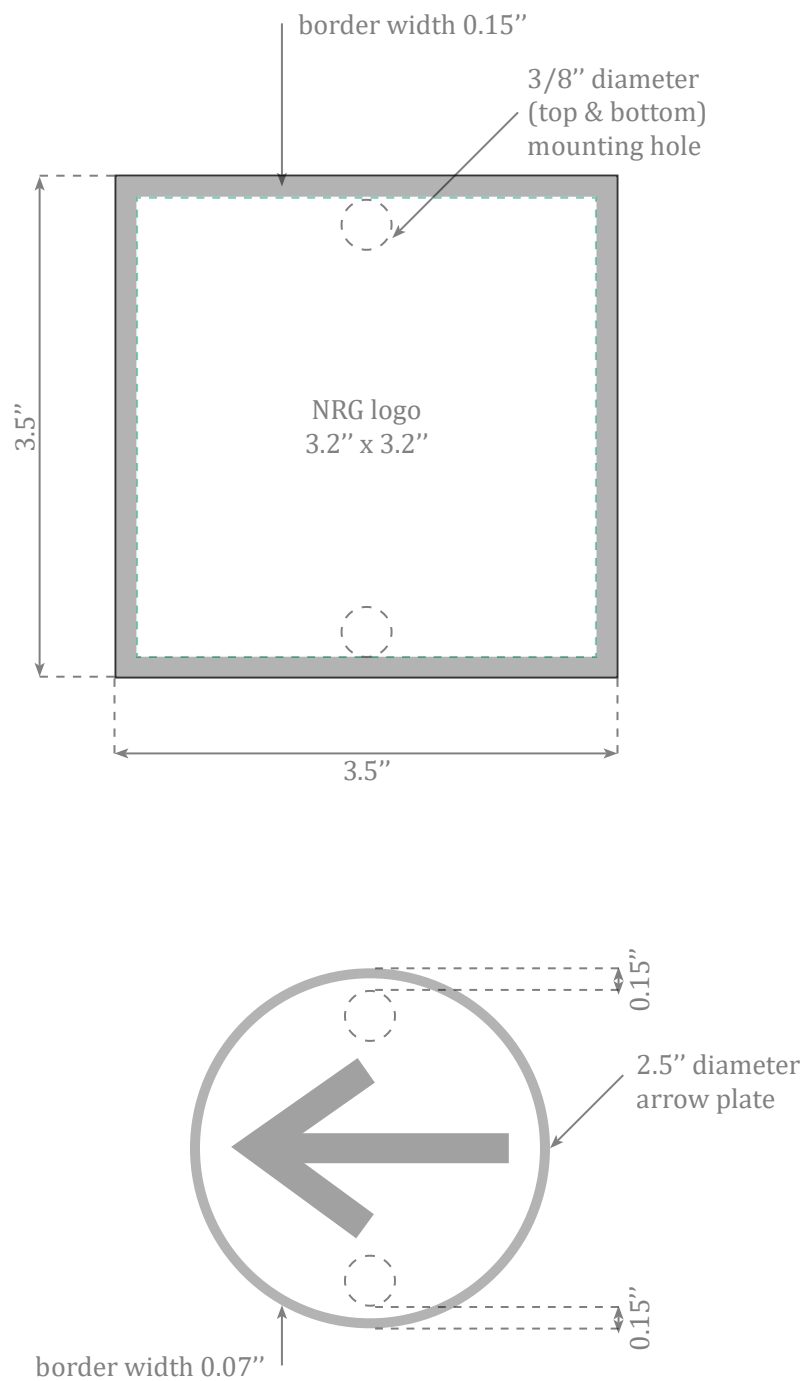
Naugatuck Valley Council of Governments  
 49 Leavenworth Street  
 3rd Floor, Waterbury CT, 06702  
 p. 203.489.0362  
[www.nvcogct.org](http://www.nvcogct.org)



# Confidence Marker Template

Request File: NRG\_Marker.indd

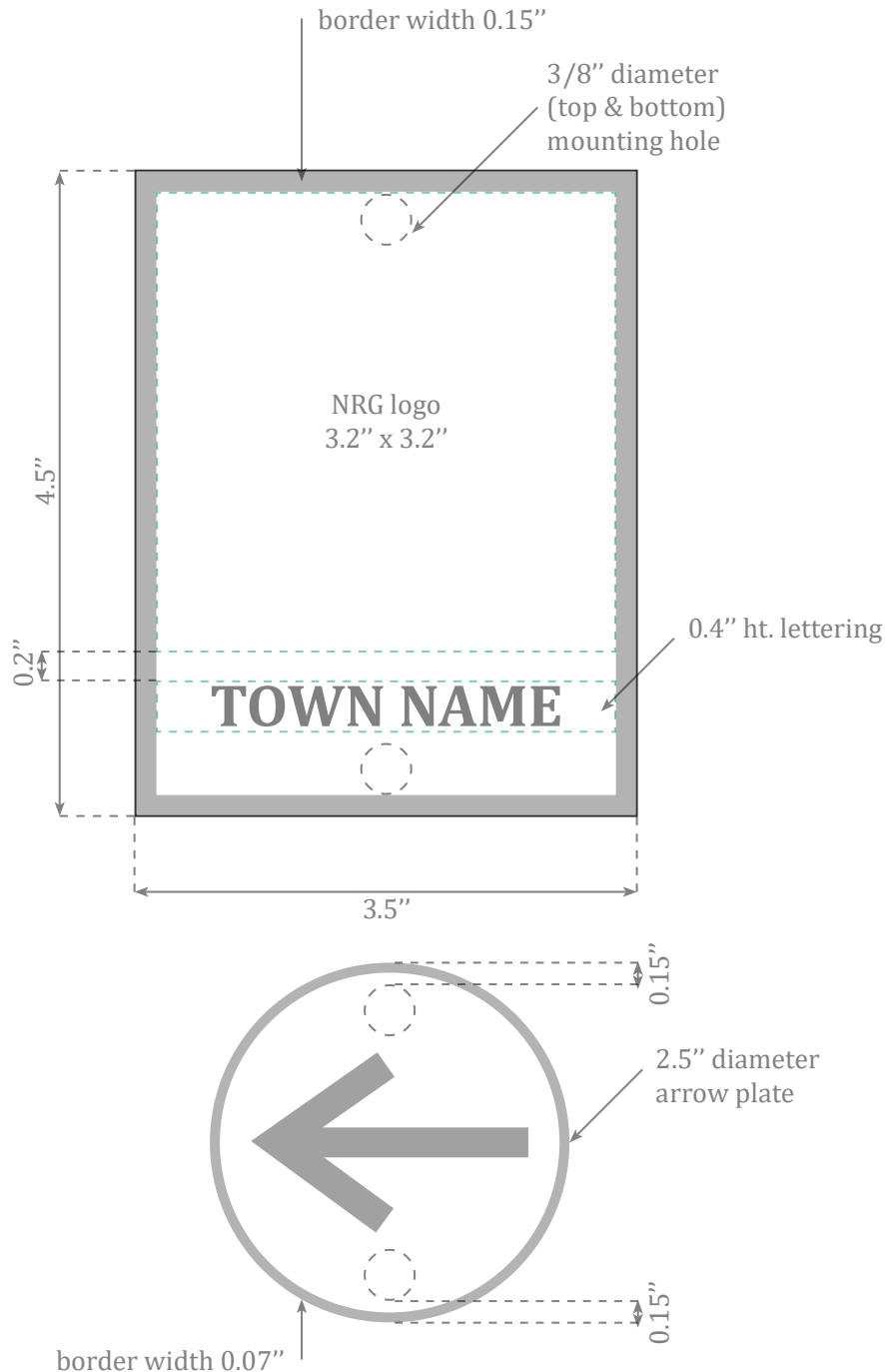
*Note: Template image shown is not to scale and is for reference only.*



# Confidence Marker Template

Request File: NRG\_Marker.indd

*Note: Template image shown is not to scale and is for reference only.*



# 48" x 12" Trailhead Wayfinding Template

Request File: 48\_12\_Wayfind.indd

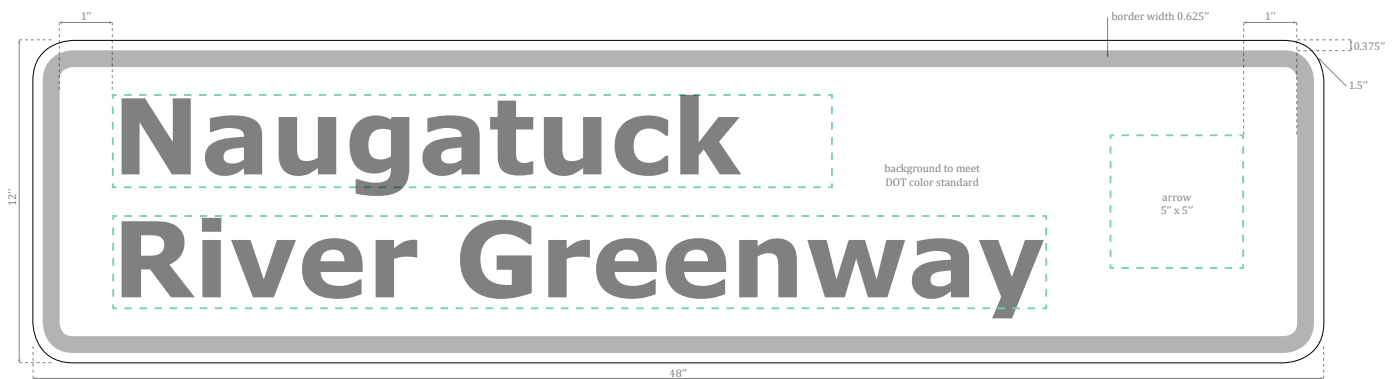
*Note: Template image shown is not to scale and is for reference only.*



# 48" x 12" Trailhead Wayfinding DOT Template

Request File: 48\_12\_Wayfind.indd

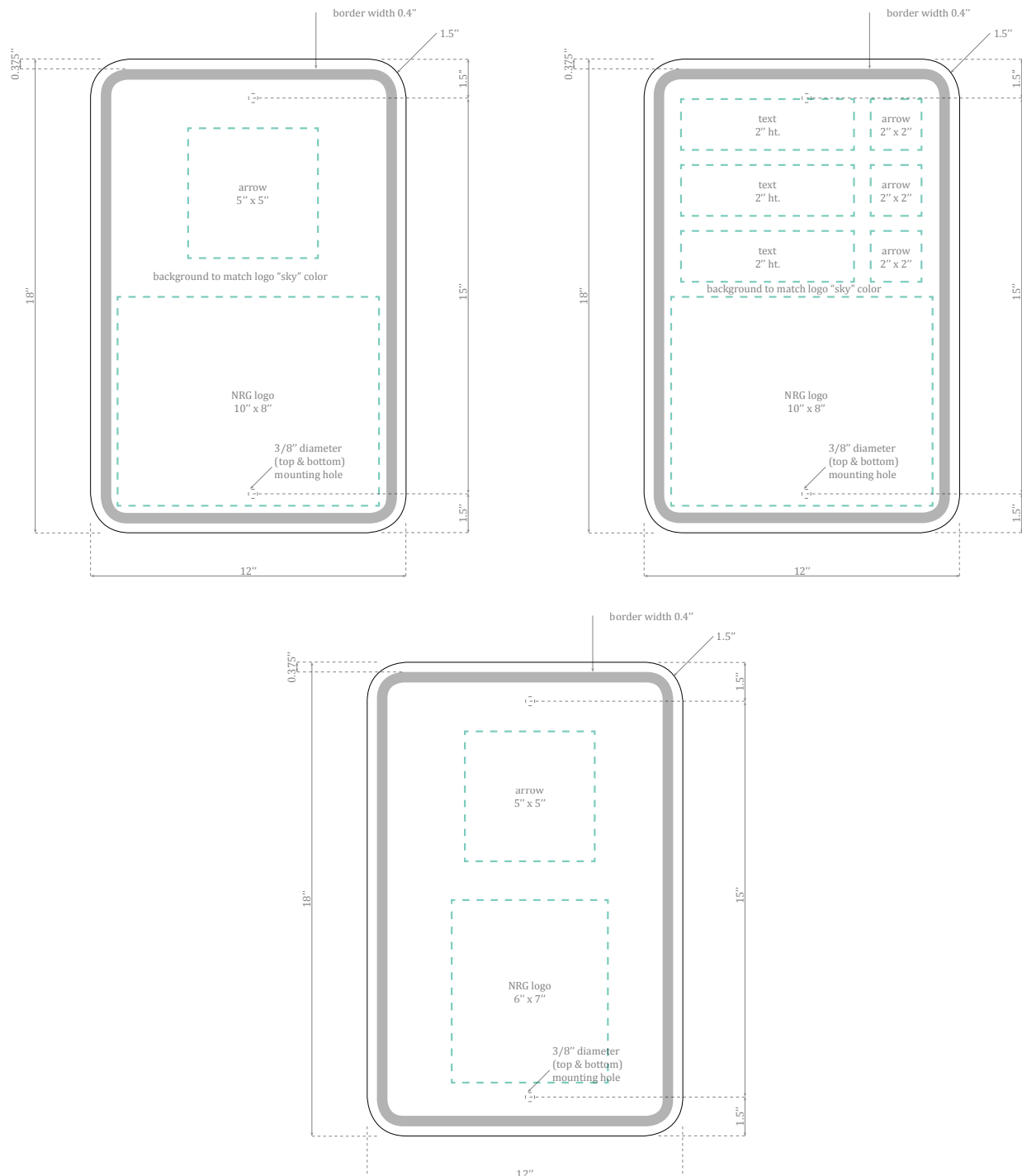
*Note: Template image shown is not to scale and is for reference only.*



# 12" x 18" Wayfinding Template

Request File: 12\_18\_Wayfind.indd

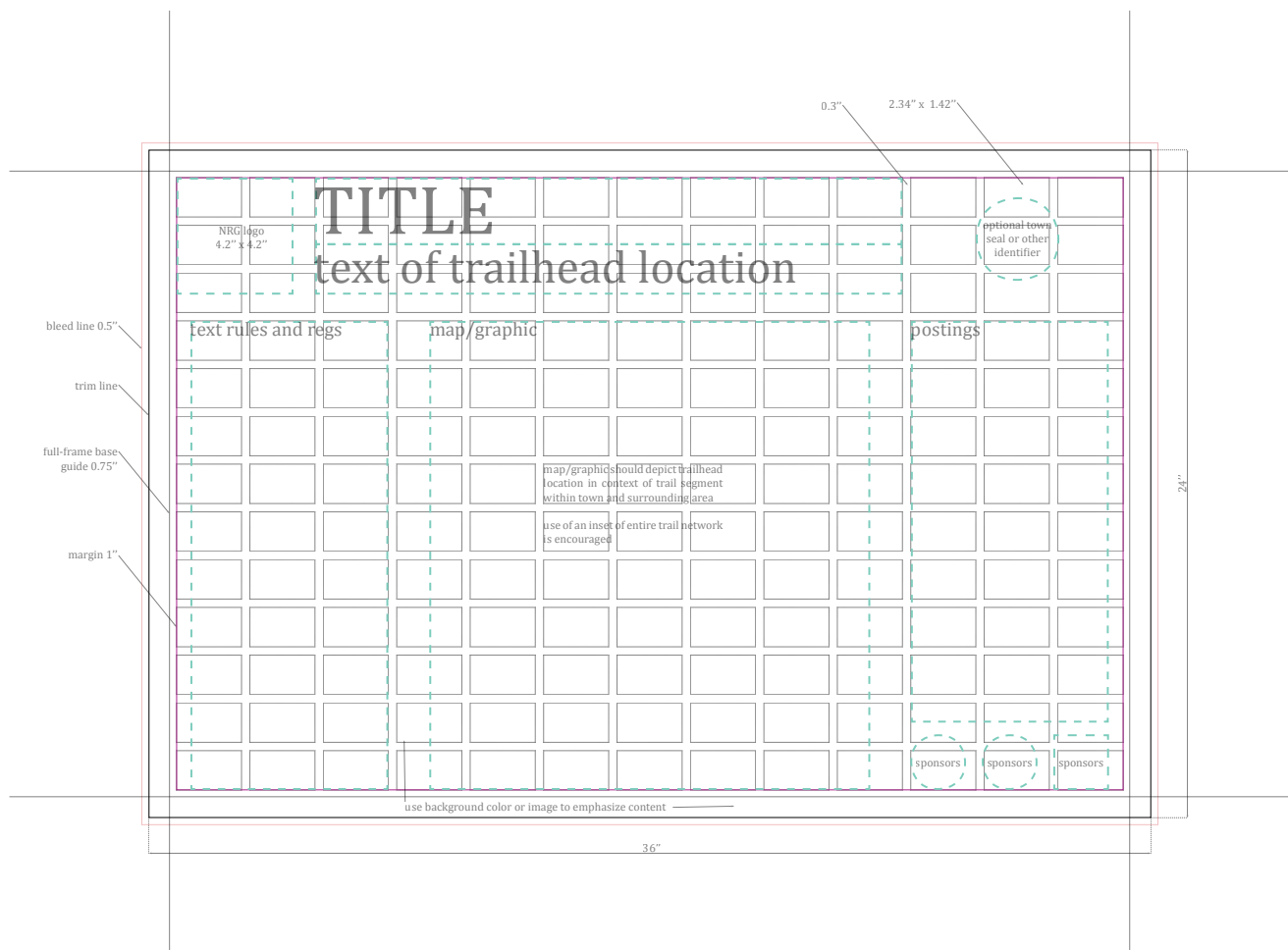
*Note: Template image shown is not to scale and is for reference only.*



# 24" x 36" Trailhead Kiosk

Request File: 24\_36\_Wayside.indd

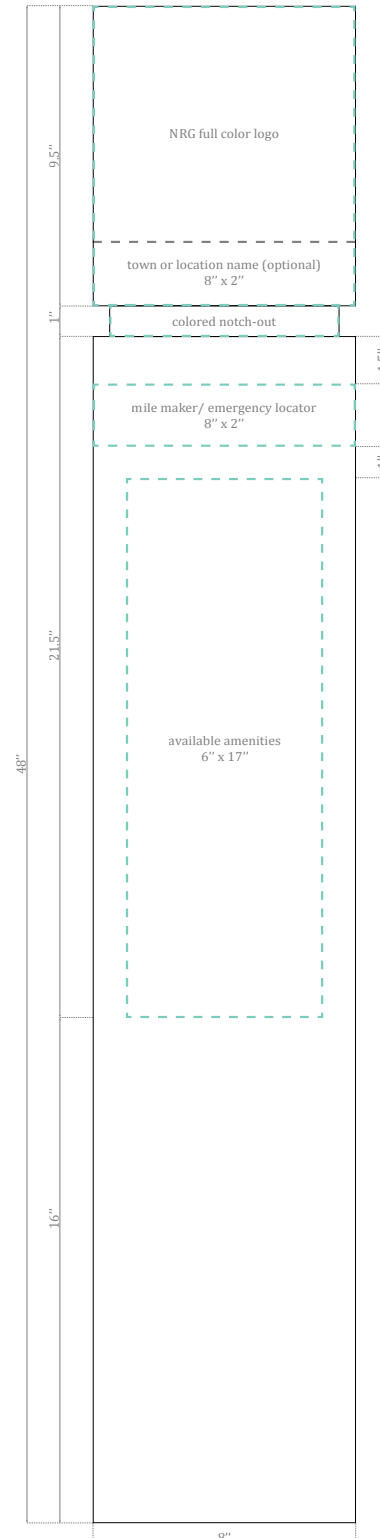
*Note: Template image shown is not to scale and is for reference only.*



# Trailblade Template

Request File: Trailblade.indd

*Note: Template image shown is not to scale and is for reference only.*

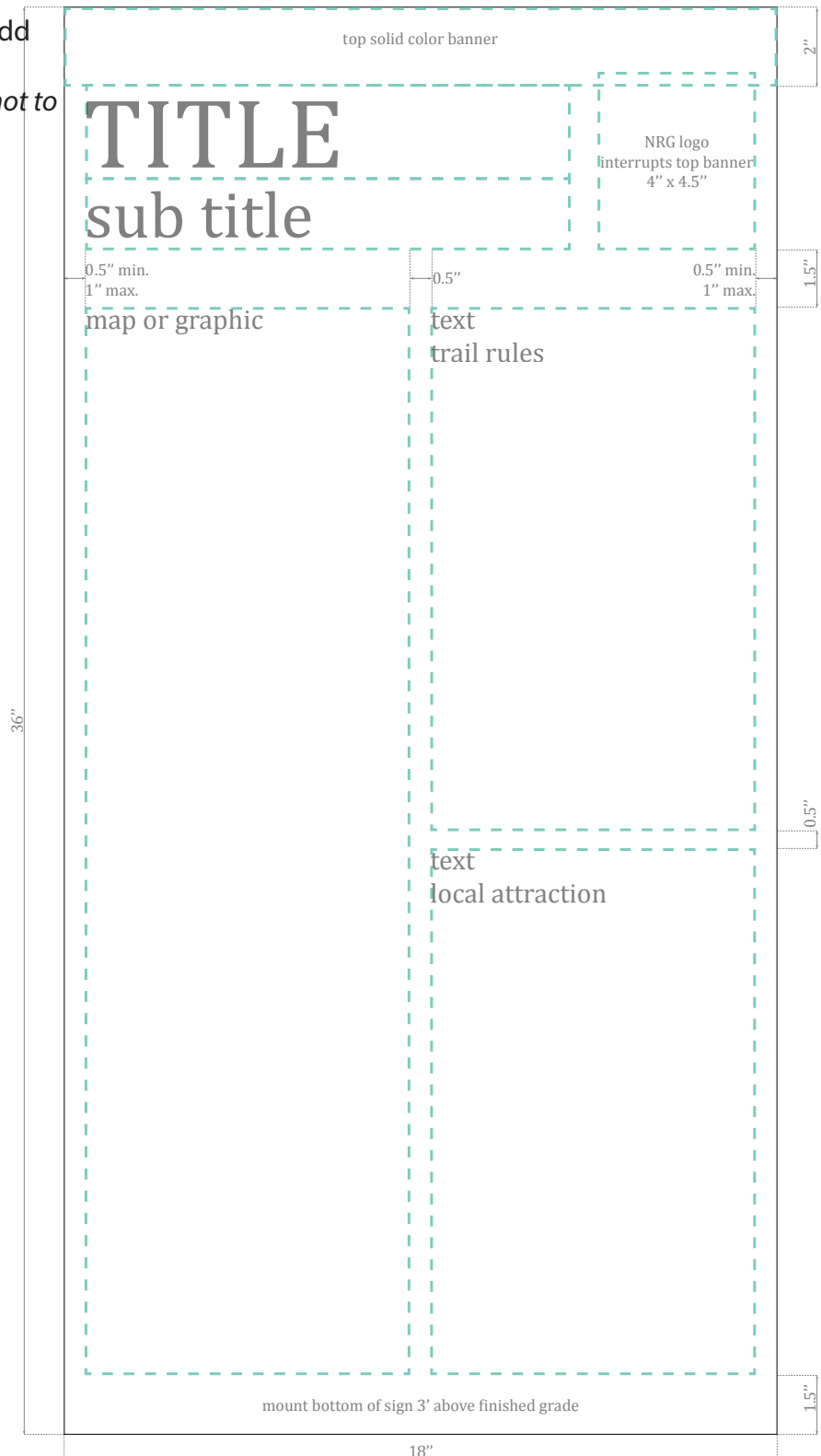




# 18" x 36" Wayfinding Template

Request File: 18\_36\_Wayfind.indd

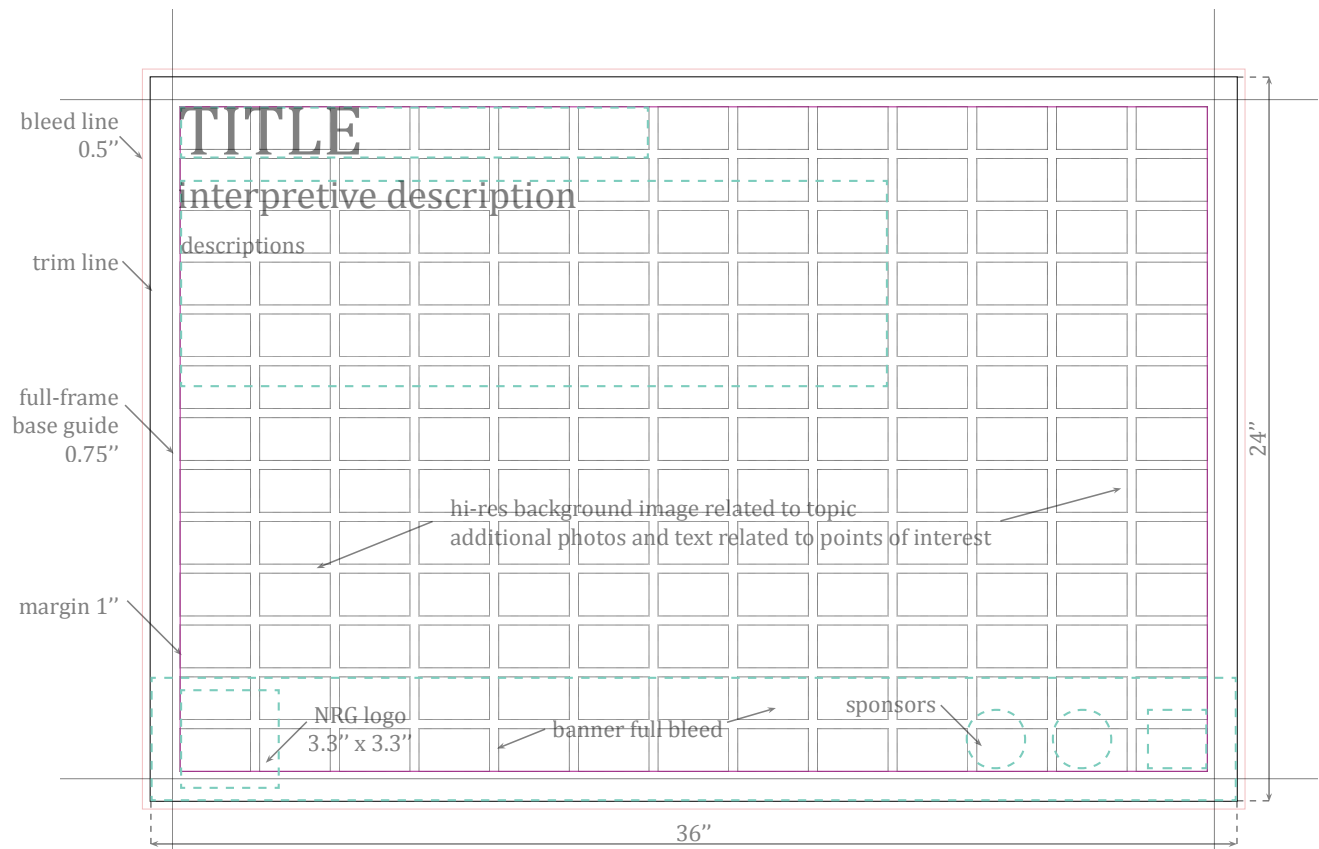
*Note: Template image shown is not to scale and is for reference only.*



# 24" x 36" Wayside Template

Request File: 24\_36\_Wayside.indd

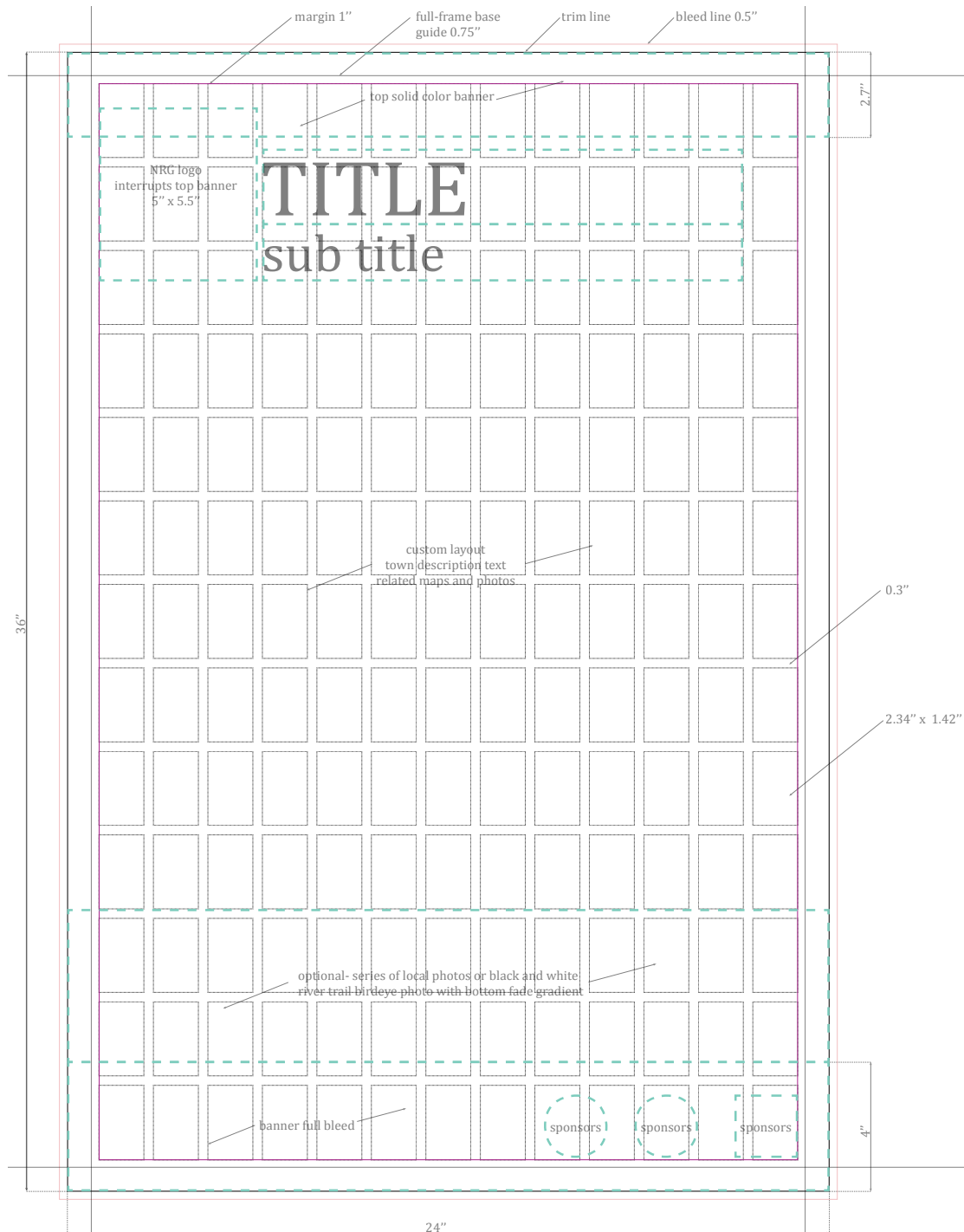
*Note: Template image shown is not to scale and is for reference only.*



# 24" x 36" Wayside Template Vertical

Request File: 24\_36\_Wayside.indd

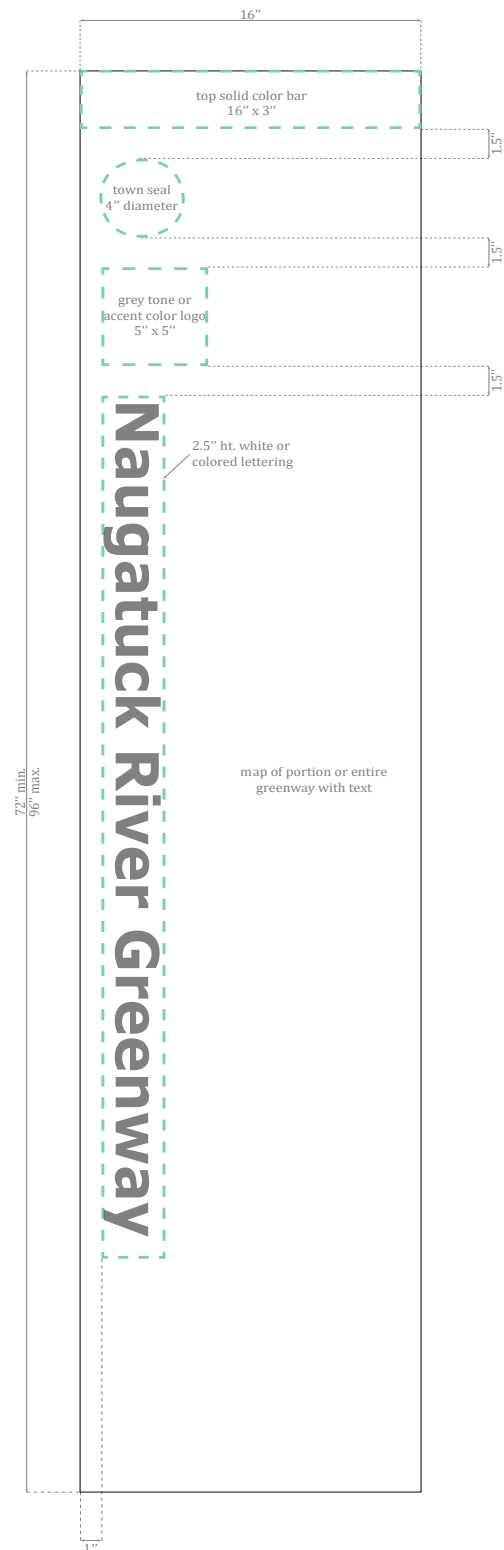
*Note: Template image shown is not to scale and is for reference only.*



# Wayfinding Banner Template

Request File: Wayfind\_Banner.indd

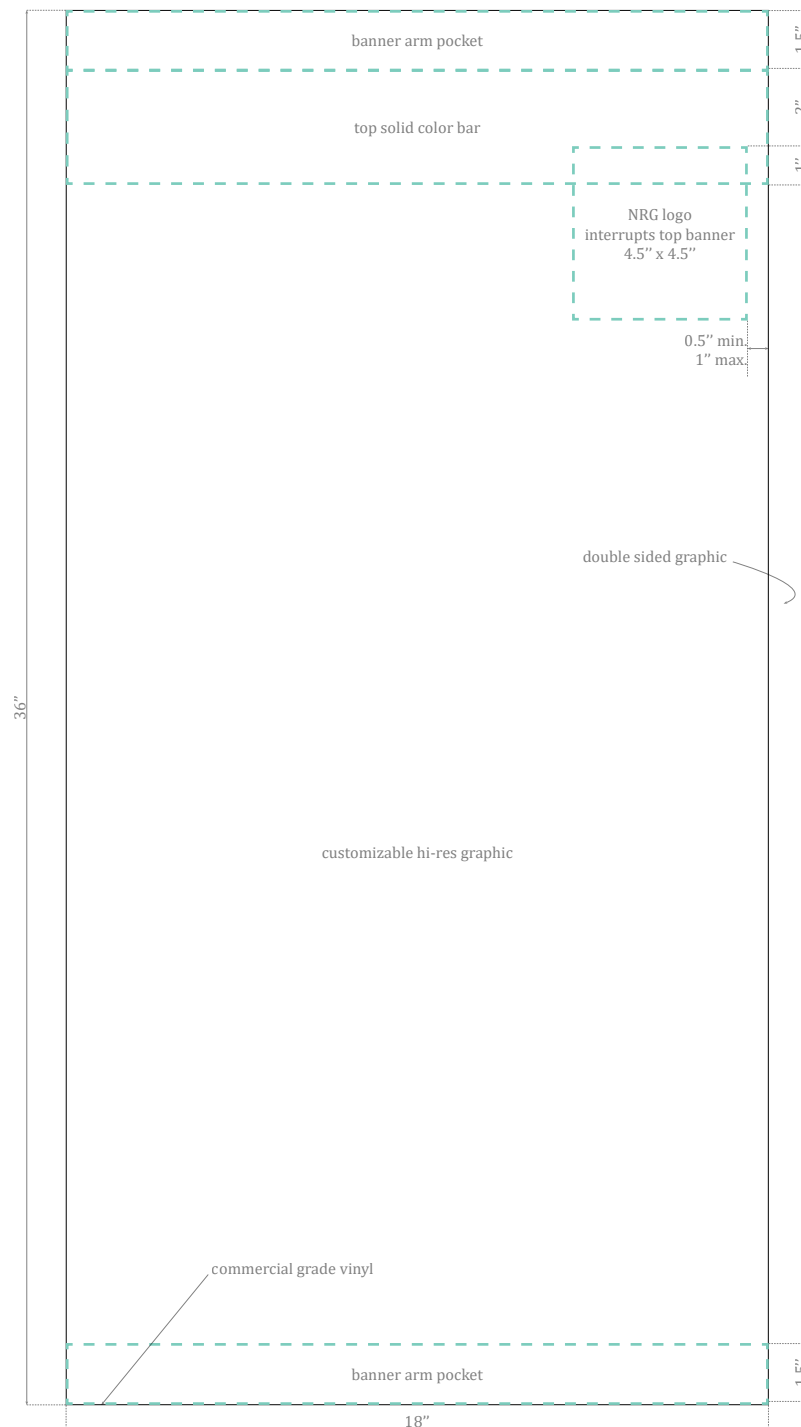
*Note: Template image shown is not to scale and is for reference only.*



# Pole Banner Template

Request File: Pole\_Banner.indd

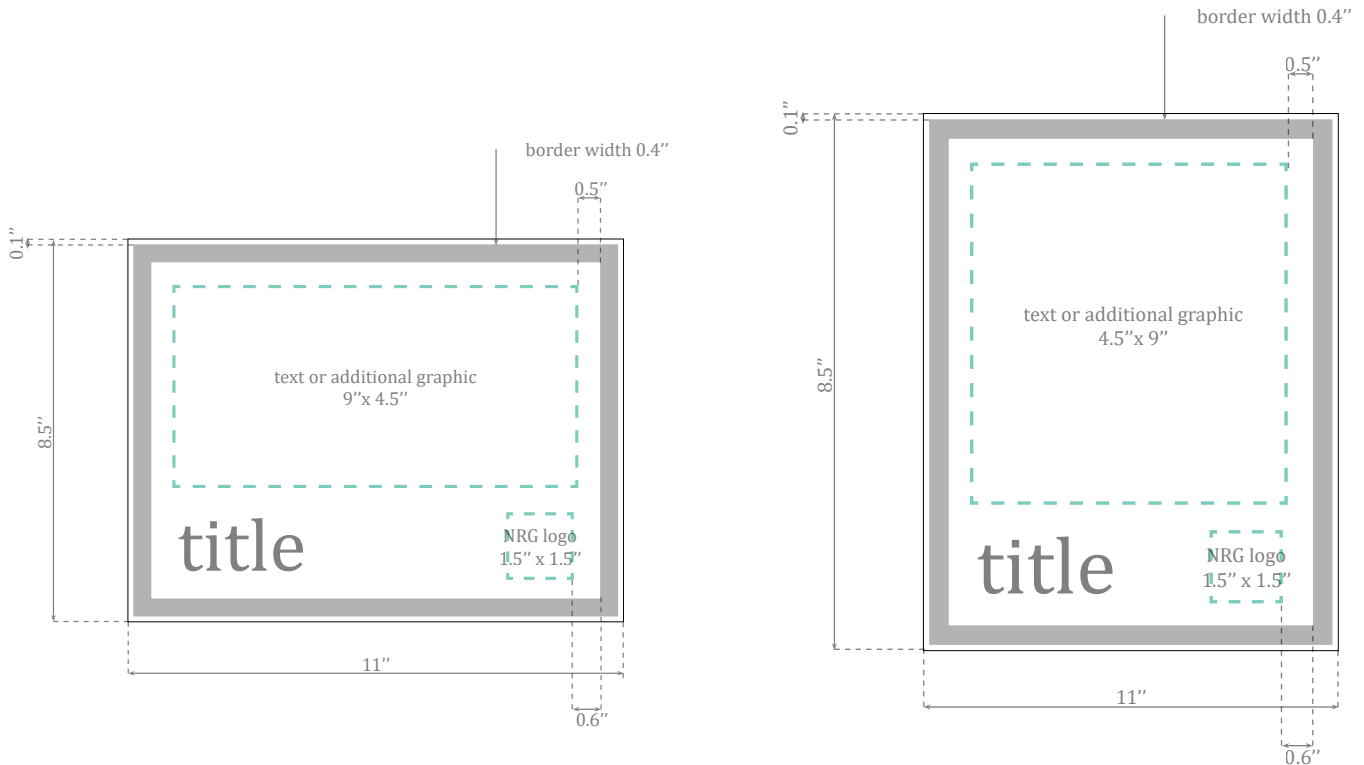
*Note: Template image shown is not to scale and is for reference only.*



## 8.5"x 11" Temporary Template

Request File: 8.5\_11\_Temp.ind (file contains both portrait & landscape layouts)

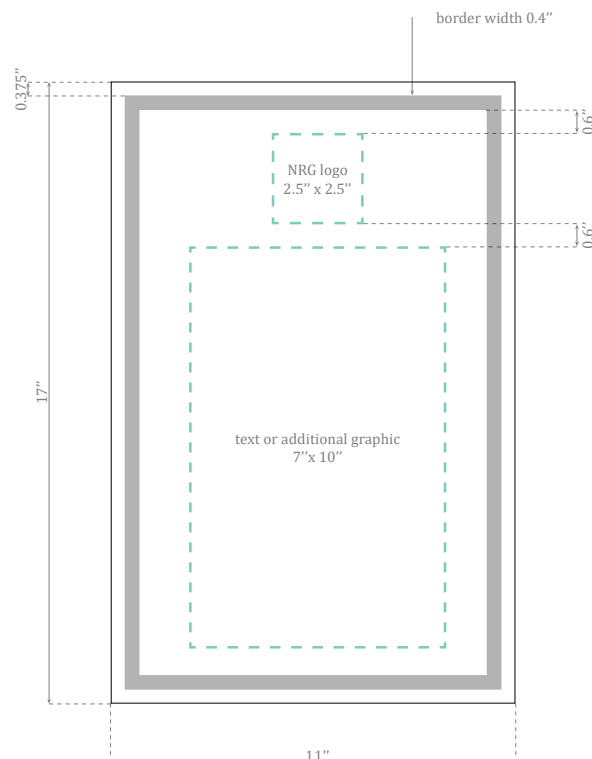
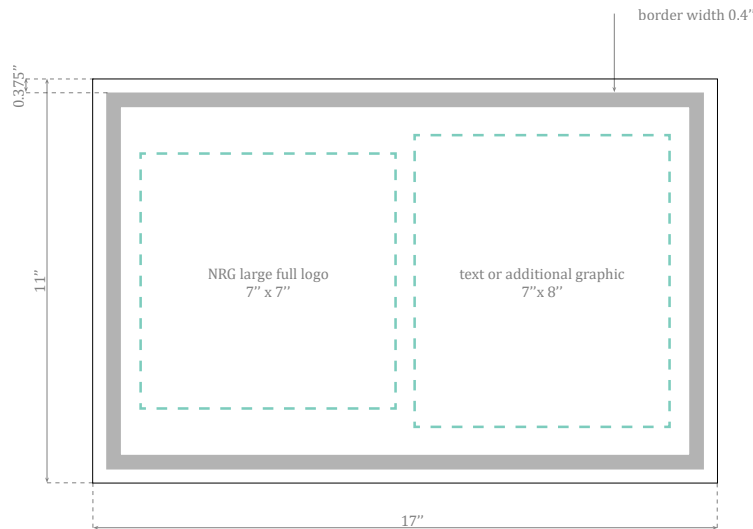
*Note: Template image shown is not to scale and is for reference only.*



# 11"x17" Temporary Template

Request File: 11\_17\_Temp.ind (file contains both portrait & landscape layouts)

*Note: Template image shown is not to scale and is for reference only.*



## Site Selection

Proper placement of signs in the landscape is paramount to their effectiveness. A well designed sign that is installed in a location that is secluded, irrelevant, or obtrusive can lead to frustration, confusion, or lack of interest from prospective viewers. The graphic below is a depiction of a typical signage package layout. This graphic does not cover all potential sites but is meant to give an overview of the most typically utilized locations.

Prior to any sign installation local codes and officials should be consulted.

### ***General Guidelines***

Trailhead wayfinding signs shall be placed on or near park signs, at designated parking facilities, at intersections with main streets, and major greenway intersections and trailheads.

Trailhead kiosks shall be placed at main collection points, parking lots and at the intersection of major trail systems.

Wayfinding signs shall be placed at intersections with main streets, greenway intersections, or other locations where clarification is needed.

Wayfinding signs shall be located at least 50 feet prior to the destination.

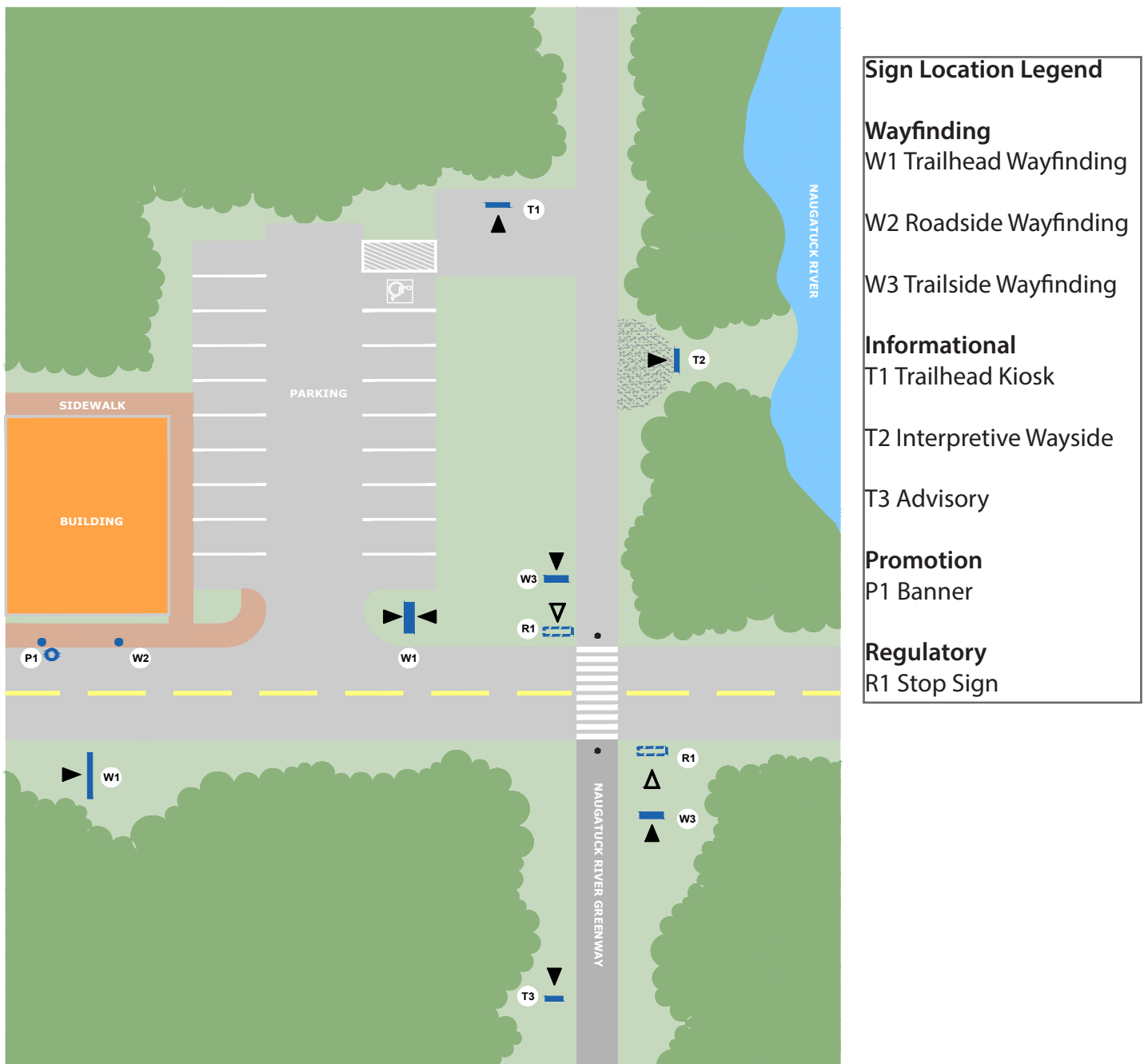
At termination points in areas of future development, temporary signs shall be placed stating: "Trail Ends. For future development information, contact (list contact agency) at (list phone number) or at (list website)".



# Site Selection Diagram

The graphic depiction is meant only as a diagram to illustrate typical sign locations in reference to common physical features. The graphic is not to scale and should only be used as a reference when determining prospective sign locations.

Black filled triangle indicates viewing direction.



# Sign Installation

Signs should be installed in accordance with local codes as well as AASHTO and MUTCD guidelines. When applicable manufacturers' recommendations for sign assembly and installation should be followed. In general the following recommendations should be considered prior to any sign installation.

Typical installations include either direct burial of posts or posts set on concrete footings. Sign posts and footings should be sized to accommodate the specified sign and installed to a depth of 42 inches below grade to provide frost protection.

Proper clearance around signs is important. Correct sign mounting along trails, sidewalks and roadways is critical to accommodate a safe travelling distance from obstructions and fixed objects.

Signs should be placed on the right-hand side of the greenway.

Post mounted signs should not be mounted less than 2 feet from the edge of the sign to the edge of the paved greenway.

Post mounted signs should be mounted at a height not less than 5 feet from the bottom of the sign to adjacent finished grade.

Wayfinding, informational, and interpretive signs should be installed in areas that allow for trail users to exit the travel way of the greenway safely and then stand and view the sign without obstructing the greenway. Areas for viewing signs should be of a firm and stable surface.

If proper clearances cannot be achieved then additional warning signs, object markers or enhanced visuals such as reflectors should be used.

Whenever possible signs should be installed on public property. For any case where this is not achievable the private property owner must be contacted and the appropriate installation rights gained.

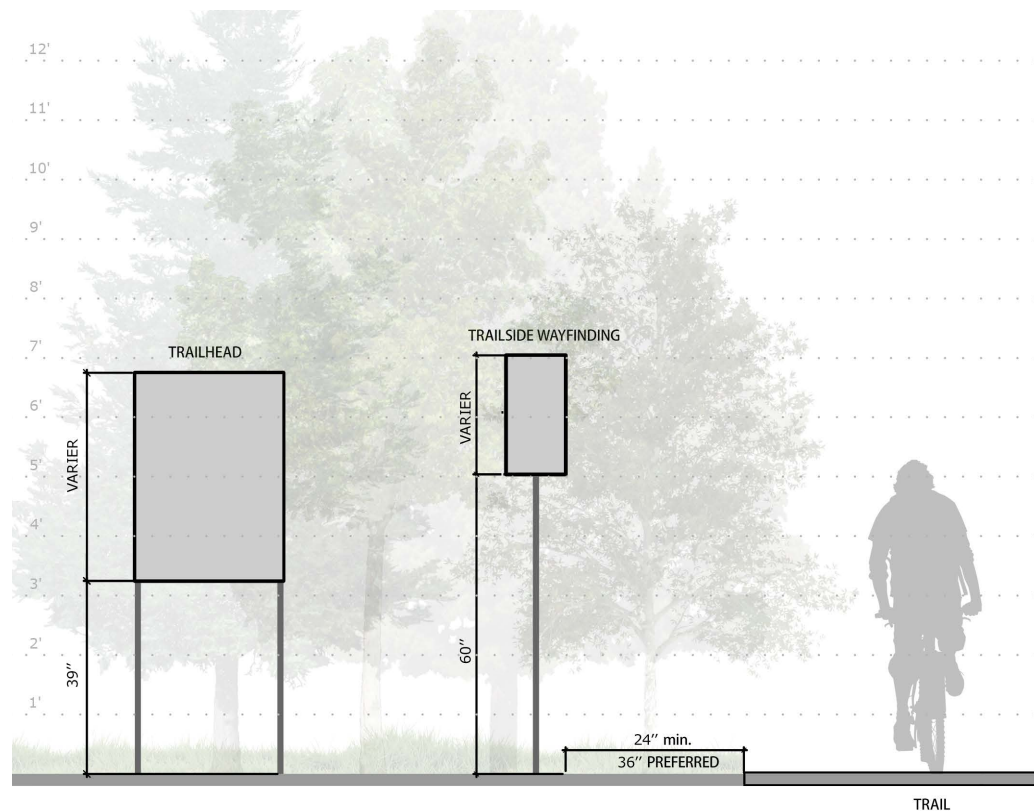
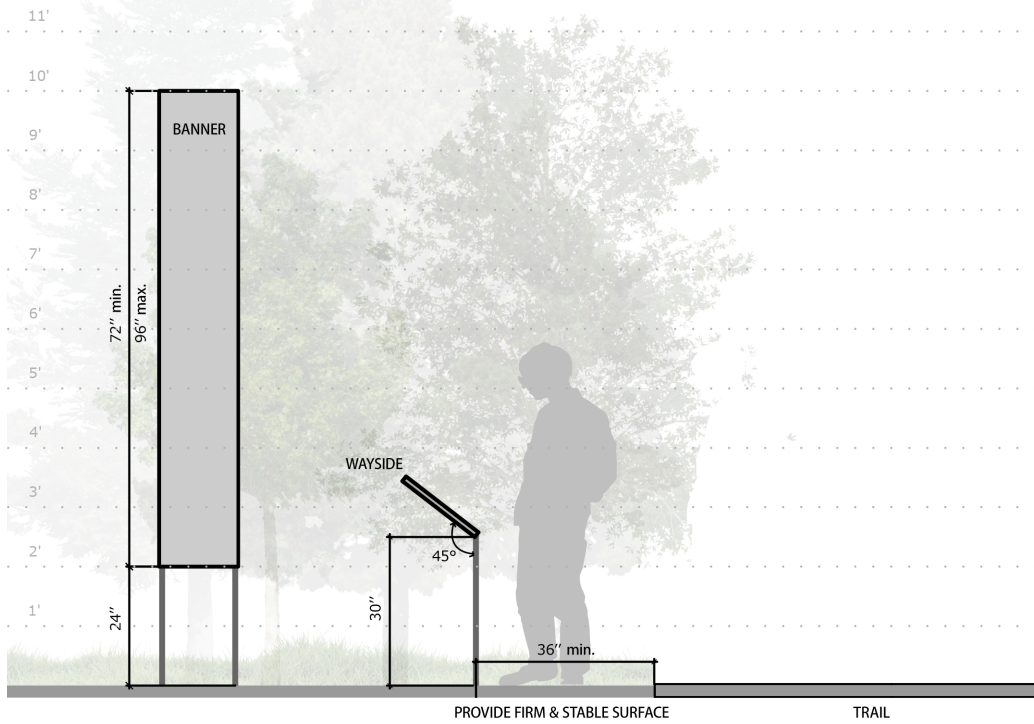
Sign posts, foundations and mountings shall be so constructed as to hold signs in a proper and permanent position, and to resist swaying in the wind or displacement by vandalism.

Refer to sign details for specific requirements for installation materials and hardware.

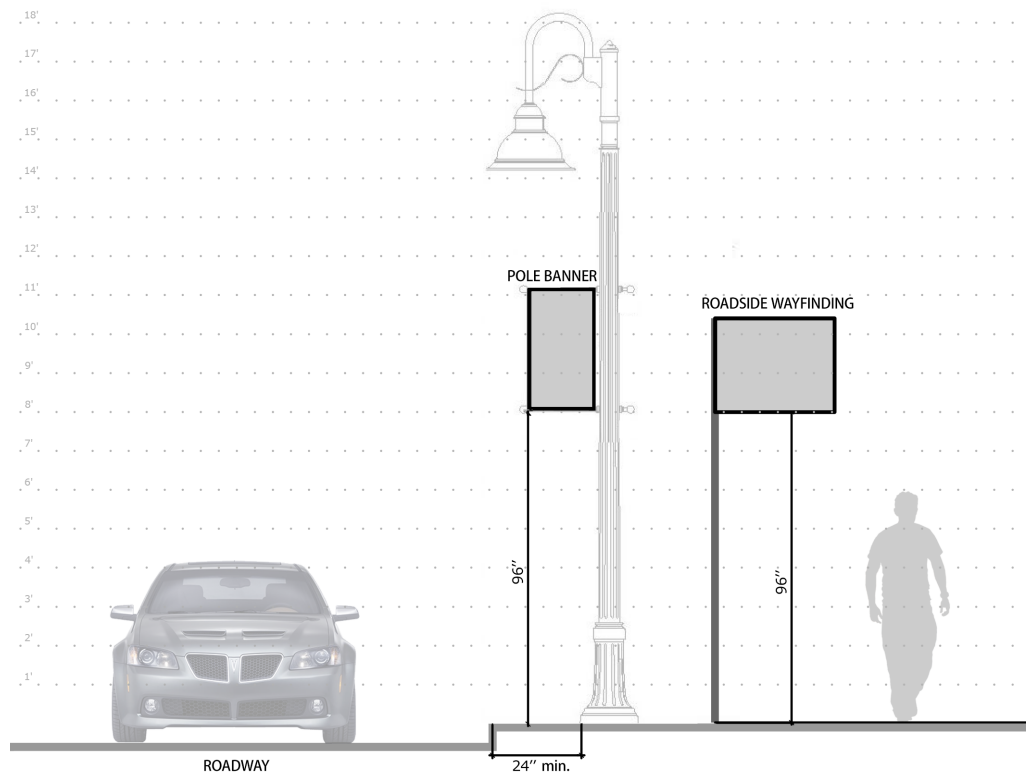
***Important Note:***

All traffic control, regulatory and warning signs must be installed in accordance with the Manual on Uniform Traffic Control Devices.

# Sign Installation Diagrams



# Sign Installation Diagrams



# Sign Materials

## Sign Panels

### Aluminium:

Is a cost effective and durable sign material that is readily available and easily ordered from many sources. Typically 0.08" thickness.

### Aluminium Composite:

Made from .012 sheets of aluminium laminated on both sides to a premium grade polymer

Retroreflective sheeting should be used on aluminium products within parking areas and along roadways.

### High Pressure Composite Laminate:

Is a durable product that allows for custom graphics and special coatings to be incorporated into the sign panel. The product typically consists of a high resolution print "sandwiched" between plastic and resin impregnated sheets that when heated to high temperatures create a thermoset plastic product that does not delaminate. This product is typically a higher cost but provides a long durable shelf life with the added benefit of vandal proof coatings integral to the panel.

## Sign Posts and Frames

### Wood:

4x4 pressure treated post can be used however it is recommended that 5x5 or 6x6 post be used whenever possible to reduce the risk of warping and checking of the wood.

### Metal:

Square and round steel or aluminum posts of varying sizes can be used.

For single post signs it is recommended that sizes no less than 2" be used.

Post should typically be painted to provide a more finish aesthetic.

Fixed posts should be used in areas where vehicles are unlikely.

Breakaway posts should be used near parking and roadways where fixed objects should be avoided.

## Sign Bases

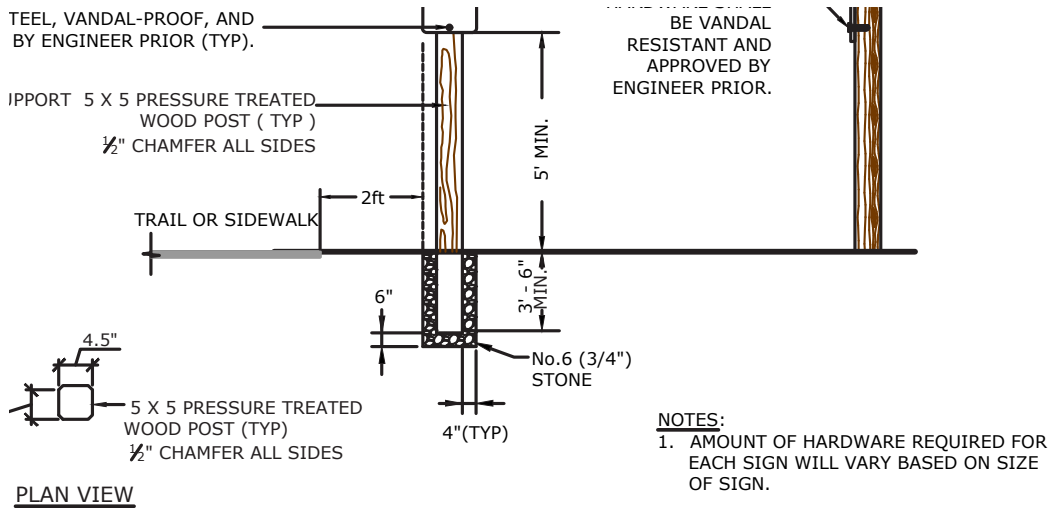
### Direct Burial

### Concrete Footing

### Concrete Footing with Steel Cleat

## Sign Details

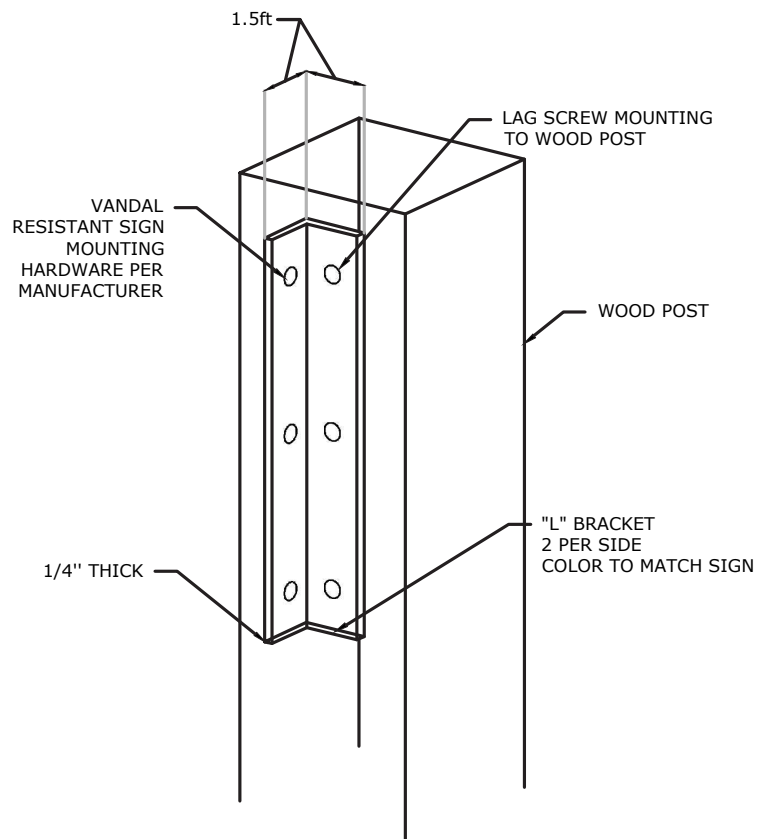
The following details are meant as a guide for installation methods and materials. There are numerous methods and materials to erect and affix signage to various materials and structures. The following details are meant to depict a range of typical construction methods and materials that have proven durable and will allow for customization based on sign type, location, and budget. All signs coordinated through a sign manufacturer should be installed per the manufacturer's recommendations and instructions.



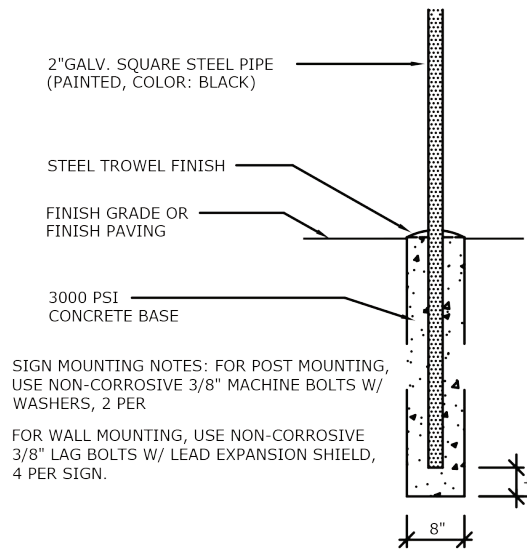
**WOOD POST MOUNTING -  
SIGN FACE**  
N.T.S.



Bracket Side Mount



**WOOD POST L-BRACKET -  
SIDE MOUNT**  
N.T.S.

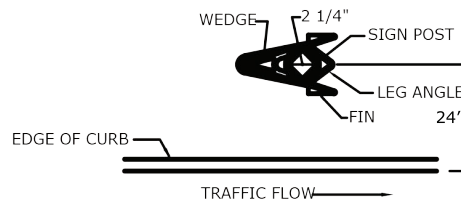


NOTE:

BOTTOM OF FOOTING TO BE 1'-0" BELOW FROST LINE,  
EXISTING UNDISTURBED GRADE OR FINISHED GRADE,  
WHICHEVER IS GREATER.

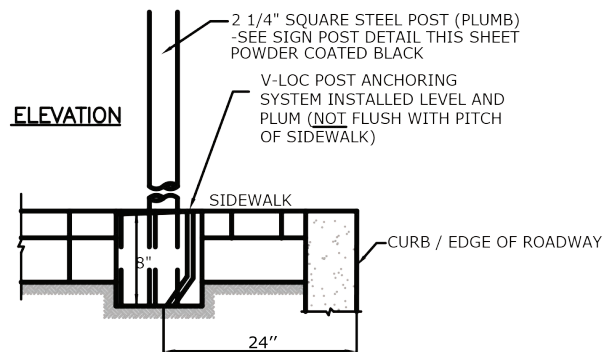
**STEEL SIGN POST - FIXED**

N.T.S.



**PLAN**

USE MODEL 250-VS1 IN CONCRETE/PAVER  
APPLICATIONS USE MODEL 250-VS3 IN EARTH  
OR MODEL 23-VR2 IN EARTH - MF'D BY  
TAPCO, 800 WALL ST. ELM GROVE, WI 53122  
1-800-239-0112 www.tapconet.com  
tapco@tapconet.com



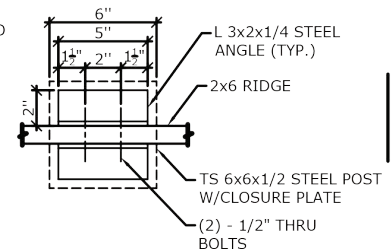
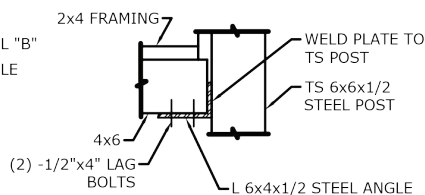
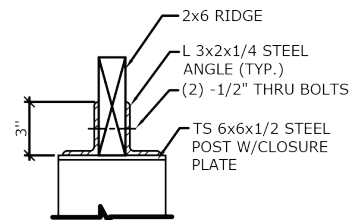
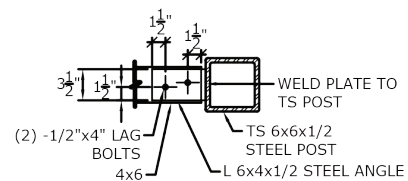
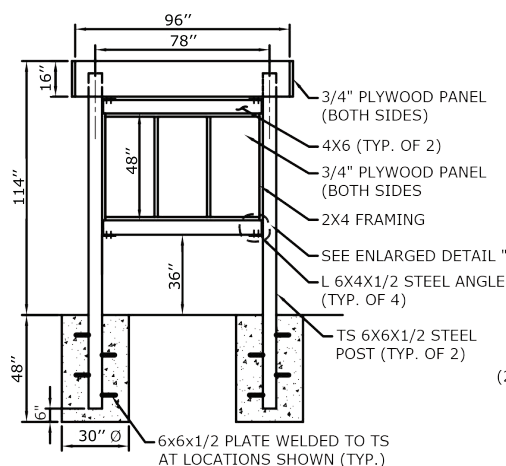
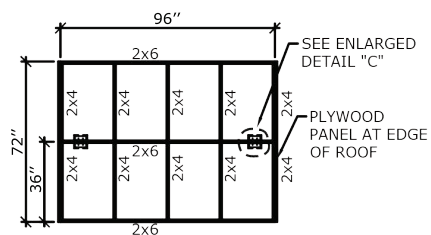
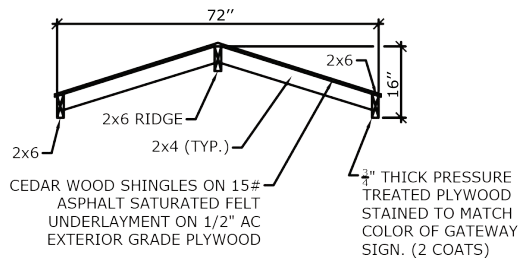
**ELEVATION**

NOTE: V-LOCK SYSTEM OR STATE  
APPROVED EQUAL MAY BE SUBSTITUED  
SUBMIT SHOP DRAWINGS FOR APPROVAL

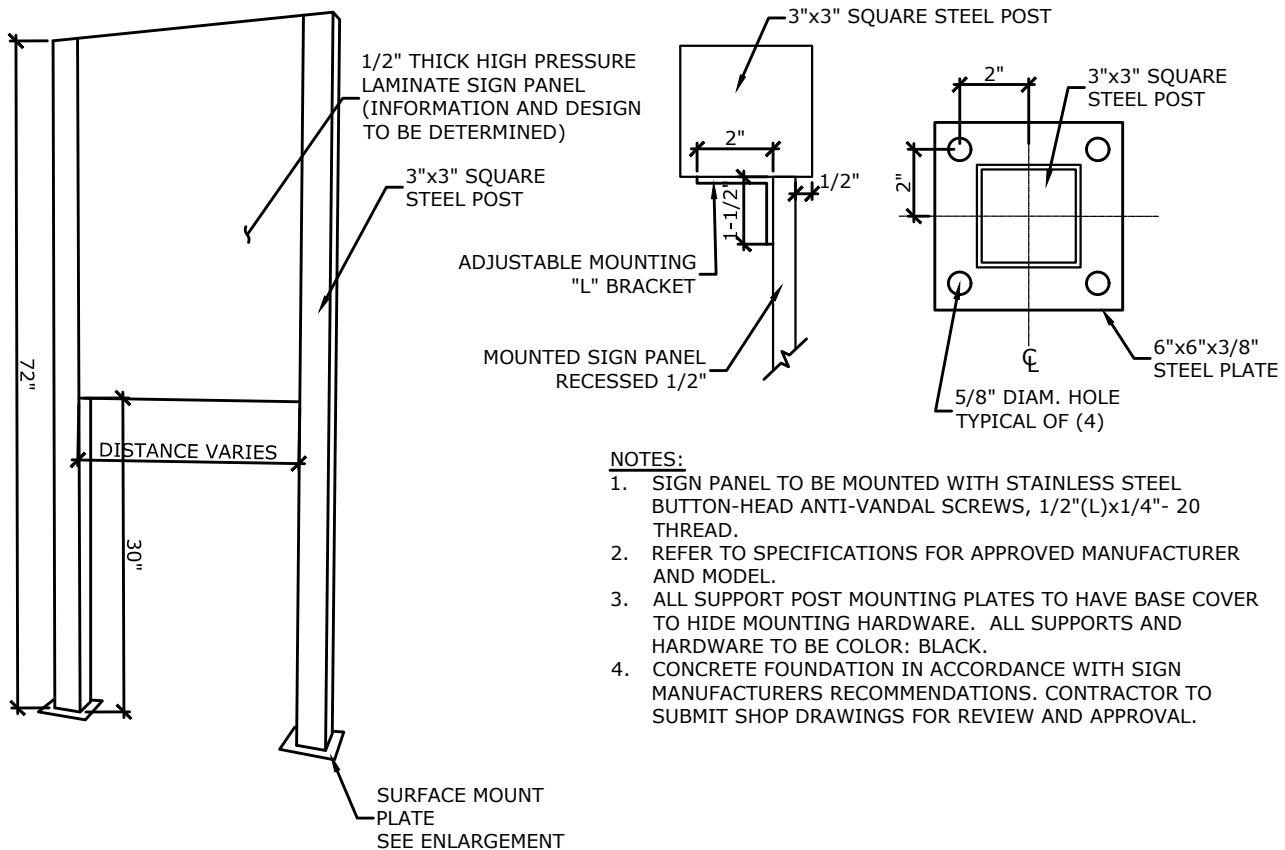
**STEEL SIGN POST - BREAKAWAY**

N.T.S.



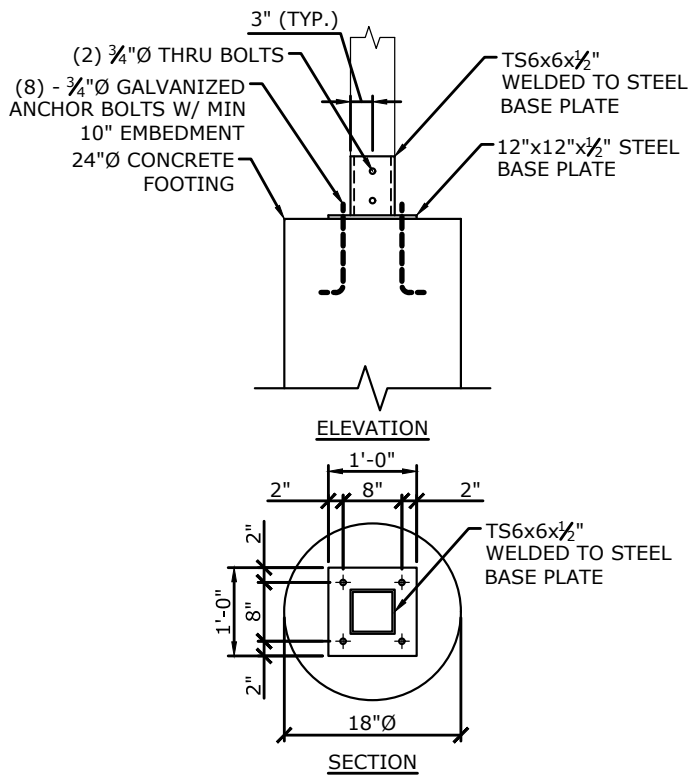


2. ALL STEEL SHALL BE HOT DIPPED GALVANIZED AND PAINTED BLACK OR AS APPROVED BY LANDSCAPE ARCHITECT. TOUCH UP PAINT SHALL BE APPLIED AT LOCATIONS WHERE PAINT HAS CHIPPED DURING INSTALLATION.
3. ALL HARDWARE, I.E. BOLTS, NUTS, WASHERS AND PLATES SHALL BE HOT DIPPED GALVANIZED AND PAINTED AS INDICATED ABOVE.
4. CONTRACTOR TO PROVIDE SHOP DRAWINGS TO ENGINEER FOR APPROVAL PRIOR TO CONSTRUCTION.
5. ALL WOOD MEMBERS SHALL BE 0.40 CCA IN ACCORDANCE WITH AWPAP PRESSURE TREATED.
6. CONCRETE SHALL HAVE A MINIMUM 28 DAY COMPRESSIVE STRENGTH OF 3000 PSI.
7. ALL PRECAST CONCRETE SHALL HAVE A MINIMUM 28 DAY COMPRESSIVE STRENGTH OF 4000 PSI.
8. STRUCTURAL STEEL SHALL CONFORM TO AASHTO M270, GRADE 50.



### **INFORMATION SIGN - DOUBLE POST**

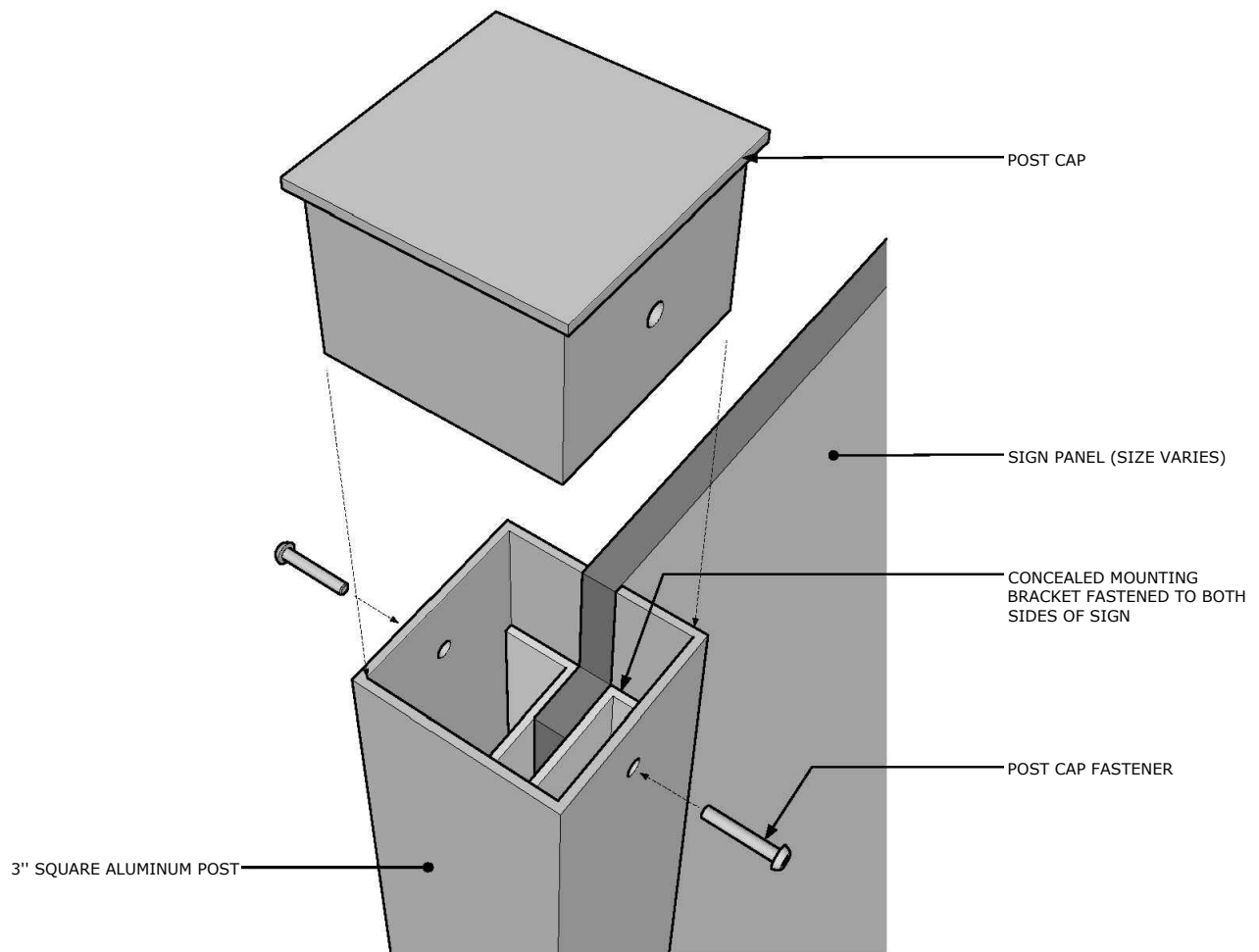
N.T.S.

**NOTES:**

1. AFTER THE TS SECTION IS WELDED TO THE BASE PLATE, THE ENTIRE BRACKET IS TO BE HOT-DIPPED GALVANIZED.
2. PROVIDE SHOP DRAWINGS FOR TRIM BOARD AND STEEL BRACKET FOR APPROVAL.

**GRAPHIC TRAIL SIGN BRACKET DETAIL**SCALE:  $\frac{3}{4}$ " = 1'-0"

Timber Post with Steel Bracket

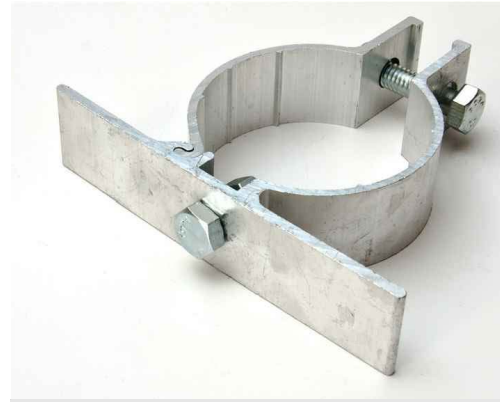


**REMOVABLE SIGN PANEL**  
**POST DETAIL**

N.T.S.



Slip Over Bracket



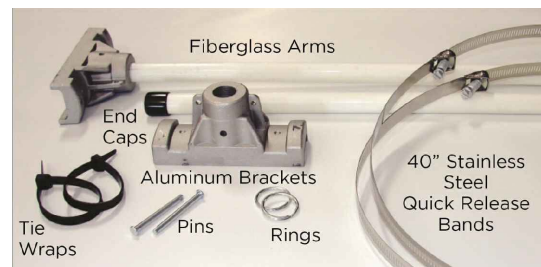
Center Mount Sign Bracket

### **TYPICAL POST MOUNTING BRACKETS**

N.T.S.



Pole mounting bracket



Typical Bracket Kit

#### **NOTES:**

1. KITS TYPICALLY INCLUDE:
- 1.1. ALUMINUM BRACKETS
- 1.2. FIBERGLASS ARMS AND PINS
- 1.3. END CAPS
- 1.4. STAINLESS STEEL QUICK BANDS
- 1.5. TIE WRAPS

### **AFTER MARKET POLE BANNER MOUNTING BRACKETS**

N.T.S.

## Sign Maintenance

Maintenance is a critical component to a successful signage and branding campaign. Faded, outdated, or damaged signs reflect a state of neglect and disregard for the very resource that is trying to be promoted. Maintained facilities promote a positive user experience and can increase stewardship of the greenway. The following general recommendations should be considered to ensure a functional life for the signs.

Keep a record of location, type and year signs have been installed.

Inspect all signs annually.

Clean all signs at time of inspection. Reapply anti-vandal coatings, and protective waxes where appropriate.

Replace any out-of-date signage.

Remove and replace damaged signs.

If a location has a perpetual issue with vandals find an alternative location.

Prune or remove any vegetation that may have grown and is now reducing visibility.

Inspect area around signs to ensure a stable and firm walking surface is provided where needed.





**NAUGATUCK VALLEY**  
**COUNCIL of GOVERNMENTS**