Draft Wayfinding Signs

Wayfinding Plan Advisory Committee
August 13, 2015

SIGN TYPES

Alta will be designing three types of signs and a bike map:

- Trailhead Gateway Map Kiosk
- Bike Map
- Direction Signs
- Add-on Signage
Color Palette

Mountains to Sea Color Palettes

CAMUTCD Spectrum
Option #1 – Modern, Contemporary

- “Explore Monterey County” by walking and biking unifying logo
- Directional signs compare to options #2 and #3 on CAMUTCD spectrum

Option #1 – Directional Sign
Option #1 – Add-on Signs

Option #1 – Gateway & Mile Marker
Option #2 – Grounded, Contemporary

- Compass rose unifying icon
- Color coded routes
- Directional signs compare to options #2 and #3 on CAMUTCD spectrum

Option #2 – Directional Sign
Option #2 – Add-on Signs

Option #2 – Gateway & Mile Marker
Option #3 – Monterey County Regional Icons

- Icons representing the coast, the mountains, vineyards and agricultural lands
- Opportunity for color coded routes
- Directional signs compare to option #1 on the CAMUTCD spectrum

Option #3 – Directional Sign
Option #3 – Add-on Signs

Option #3 – Gateway & Mile Marker
Participate!

mySidewalk: tamc.mysidewalk.com

Detailed Drafts: bit.ly/tamc15wp

Wayfinding Plan page: bit.ly/bpwayfinding

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