



Off road Trails & Bikeways

Wayfinding Sign System Standards version 01

For Greater Cleveland/Cuyahoga County



PURPOSE

- Create a connective experience for people choosing to explore Cleveland, its neighborhoods, and communities beyond via our extensive off-road trail network.
- The sign program is meant to provide consistent and uniform presentation of guidance information that not only supports comfort and safety but encourages exploration of our communities.
- Provide guidance and cost savings to those who may be planning, specifying, and maintaining signs for trail and bikeway networks throughout Cleveland and Cuyahoga County.

TASK FORCE

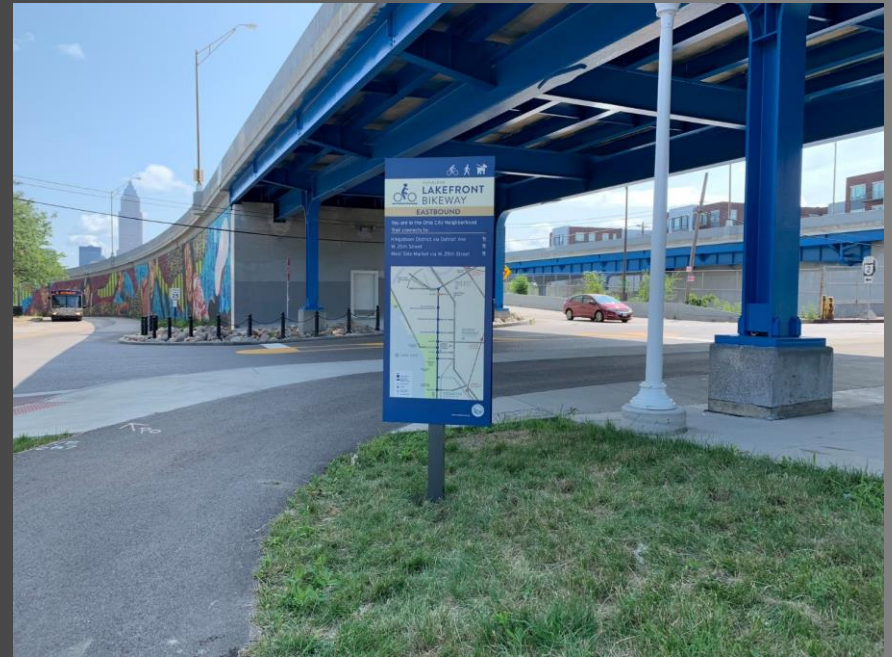
Formed as an ad hoc group in 2017 to develop a unified wayfinding signage system for off-road trails.

- Destination Cleveland
- City of Cleveland
- Cuyahoga County
- Cleveland Metroparks
- NOACA
- Bike Cleveland
- Canalway Partners
- CDCs and Neighborhood Groups

Destination Cleveland hired Guide Studio to advise the Task Force, compile recommendations, and turn them into a formal plan.

PILOT PROJECT

Initial recommendations of the Task Force and Guide Studio were applied to the western portion of Lakefront Bikeway after the Shoreway rehabilitation project was complete.



Conducted a user survey during the summer of 2019 and adjusted recommendations based on the results.

CONTINUED INSTALLATION

Cleveland Metroparks has committed to using the sign system on all its TIGER-funded trails. In 2021, signage began to be installed on the Cleveland Metroparks-maintained segment of the Towpath.



PLAN CONTENTS

- Graphic Standards
- Sign Standards
- Shop Drawings
- Templates



GRAPHIC STANDARDS

A

BACKGROUND COLORS

SIGN BODY
Base Color (A)

UPPER HEADER
Primary Trail Brand Color (D)

LOWER HEADER
Secondary Trail Brand Color (E)

SIGN BODY
Base Color (A)

POST
Base Color (B)

TEXT/GRAPHIC COLORS

SIGN BODY
Base Color (C)

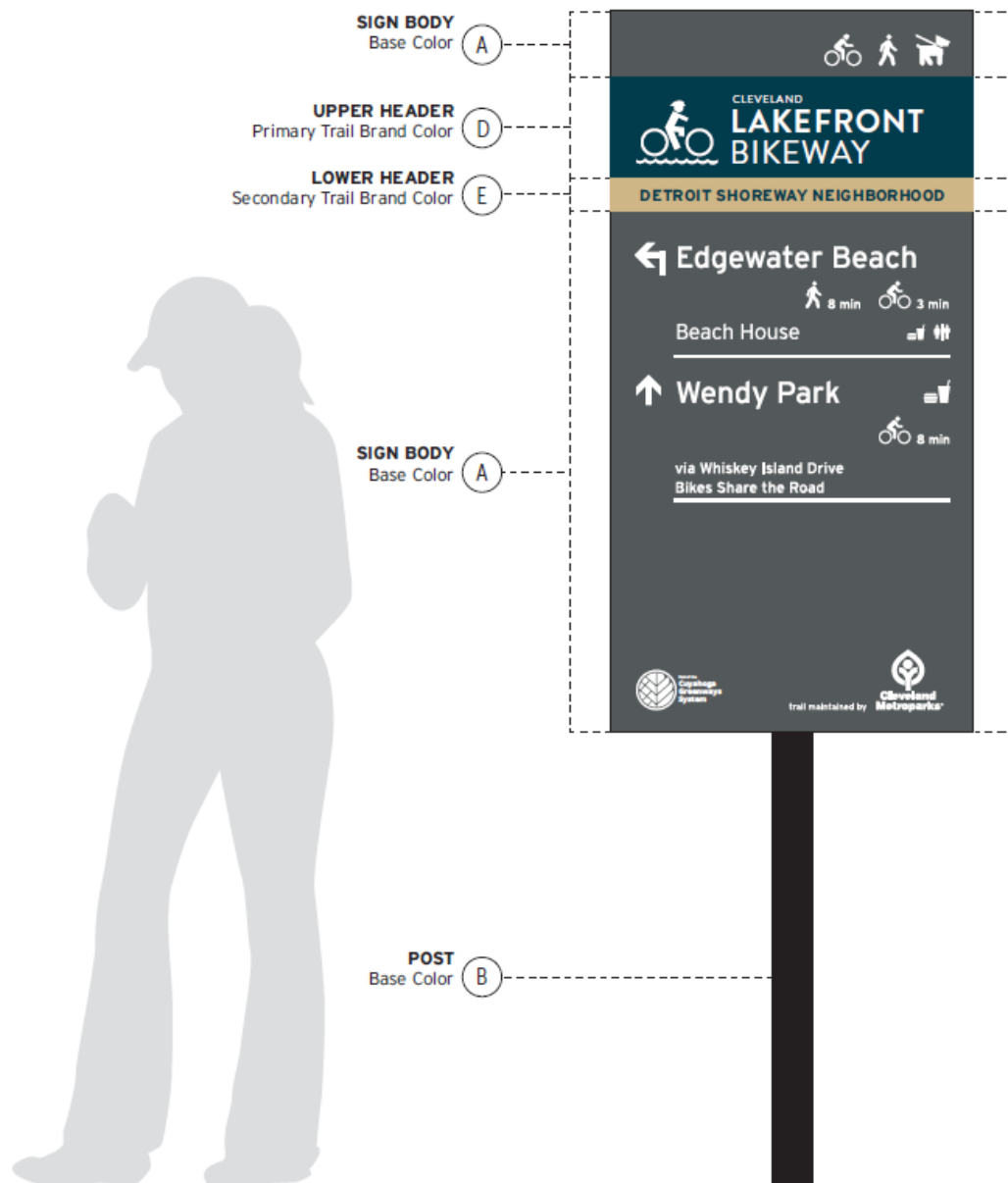
UPPER HEADER
Base Color (C)¹

LOWER HEADER
Primary Trail Brand Color (D)²

NOTES:

1. Trail Logo/Name should be in white unless background color does not provide adequate contrast (recommended 70% min.)
Logo may include an additional color if contrast/color combination allows (see Ohio & Erie Canalway example on next page)
2. Lower Header Text may be white if the brand color does not provide adequate contrast (recommended 70% min.)

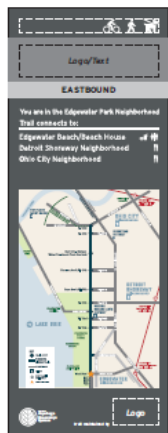
SIGN BODY
Base Color (C)



SIGN STANDARDS

On-Trail Sign Family

The On-Trail Sign Family utilizes a standard base color and customizable identity/brand colors (shown in grayscale).



A1

Orientation Kiosk

2'-3" w x 6'-0" h panel



A2

Directional

2'-3" w x 4'-6" h panel



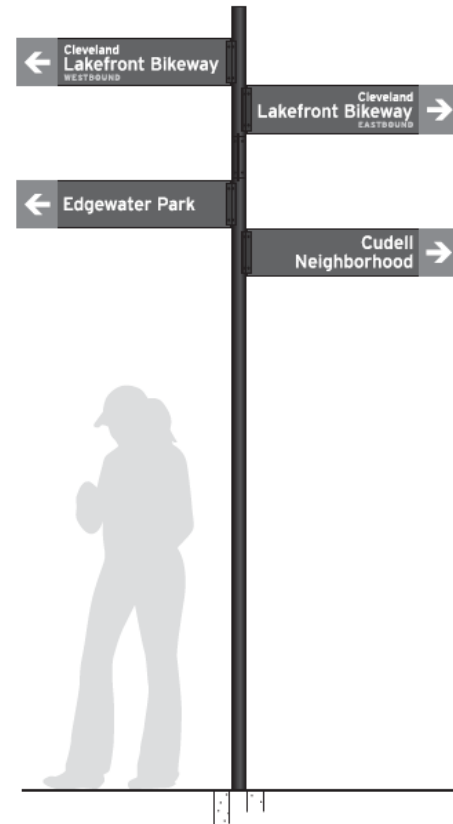
A2.1

Orientation Kiosk/Directional

2'-3" w x 6'-0" h panel



Directional
Side



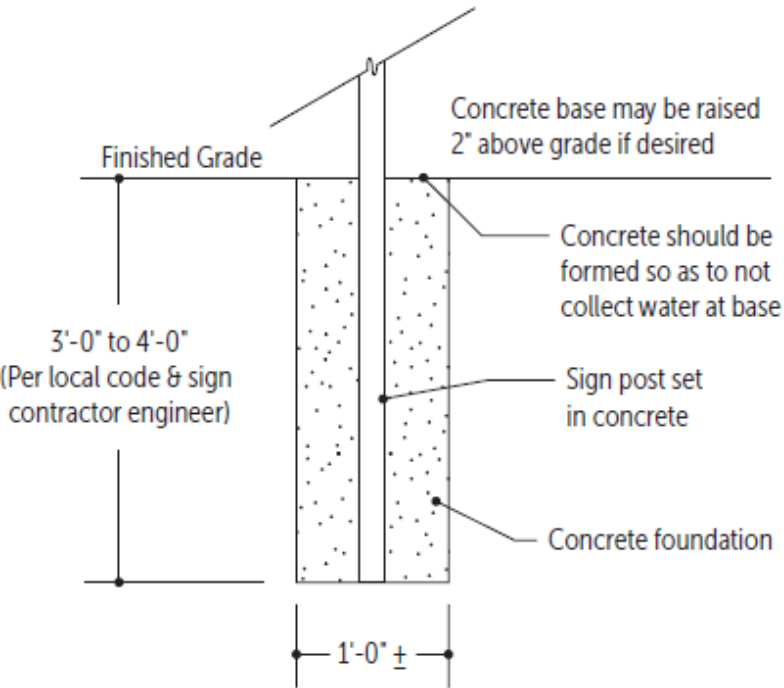
A3

Directional

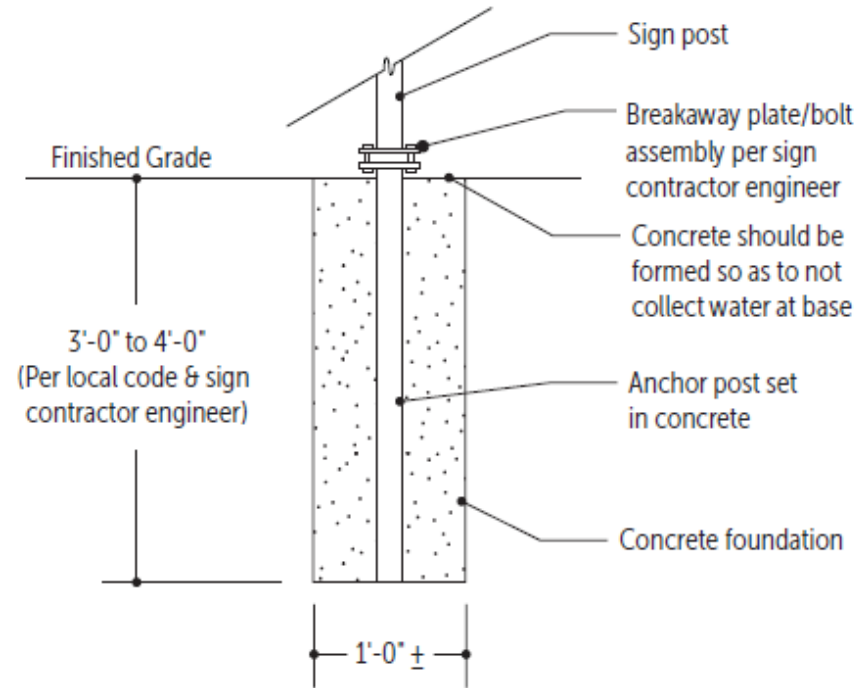
3'-0" w x 8" h panel

INSTALLATION OPTIONS

Mounting and construction details are included in the plan to ensure uniform appearance across the system

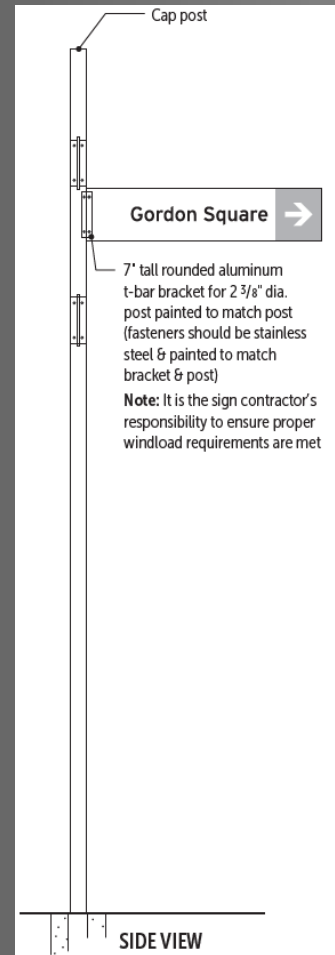


FRONT VIEW - DIRECT BURIAL
SCALE: 3/8"=1'



FRONT VIEW - BREAKAWAY OPTION
SCALE: 3/8"=1'

S



TEMPLATES

Adobe Illustrator files ready to import local information

KEY

- Bleed
- Sign Panel Edge
- Guide

INSTRUCTIONS

- Make sure guides are turned on: View/Guides/Show Guides
- Open Layers: Window/Layers
- Text & Symbols: Text & symbols are organized via layers & sub-layers.
 - These components are "live" & editable.
 - Guides are locked & should not be altered.
 - Text & graphics within the Message layer can be moved up & down & rearranged, however the size & spacing should remain consistent. **Refer to the Cleveland Trails Sign Standards for all dimensions & specifications.**
- Colors: Color can be applied to the following layers:
 - Background Color
 - Header Stripes (Top Stripe & Lower Stripe)
 - Text & Symbols**Refer to the Cleveland Trails Sign Standards for color guidance.**

EXPECTED CHALLENGES

What happens at intersections?



EXPECTED CHALLENGES

Working with existing signage systems

SECONDARY ENTRANCE SIGN

These reservation identification signs typically are located at major reservation intersections with heavy traffic volume. These can be one- or two-sided.



Sherwin-Williams
7510 Chateau Brown Satin
Border (and back if one sided)

Ronan One Stroke
Lettering Enamel
148 Dark Green

Ronan One Stroke
Lettering Enamel
101 White

Sherwin-Williams Woodscapes
3034 Cedar Solid Stain

DIRECTIONAL SIGN

These signs are used to direct visitors to Park District destinations. These can contain up to four boards and be one - or two-sided. Metal directional arrows are available.



Sherwin-Williams
7510 Chateau Brown Satin

Sherwin-Williams Super Paint
3034 Cedar Flat

Ronan One Stroke
Lettering Enamel
114 Medium Brown

KIOSKS

Throughout our reservations, kiosks are used to denote historical information, park regulations, and maps as well as other geographical, recreational and cultural information. The most common kiosk in the park system is a covered three-sided structure. Kiosks' artwork requires a minimum of four weeks (20 work days) for turnaround from the date a request is electronically received at VisCom on a Marketing Creative Request form.



THREE-SIDED KIOSK

- Map & Trail Panel
- Regulations Panel
- Interpretive Panel

Standard Size
3-Panel Kiosks:
31" X 60" each side

FACILITY SIGN

These signs are used to identify picnic areas and other facilities within the Park District. The Cleveland Metroparks logo is always the top board, the reservation name always the bottom board. These can be one- or two-sided.



Sherwin-Williams
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Border (and back if one sided)

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Sherwin-Williams Super Paint
3034 Cedar Flat

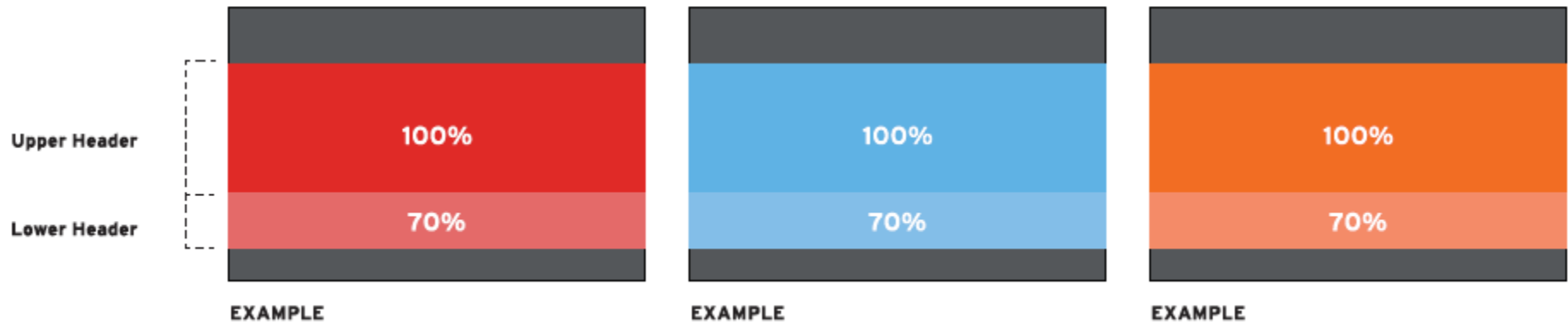
Ronan One Stroke
Lettering Enamel
114 Medium Brown

EXPECTED CHALLENGES

Balancing standardization with unique circumstances on the

GENERAL TRAIL IDENTITY COLOR GUIDELINES

The Trail System utilizes an upper header and lower header band that can present a unique color code for a trail. As a general guideline, each trail can select one color to represent the trail. The upper header will present as 100% opacity for the selected color, while the lower band will represent 70% screen of the selected color. All white text on colored background must have an LRV (light reflectance value) of at least 70% to ensure appropriate contrast.



EXPECTED CHALLENGES

What about other facility types?



Cleveland Metroparks extended the project to include design of On-Road Sign Family for Bike Boulevard-type segments

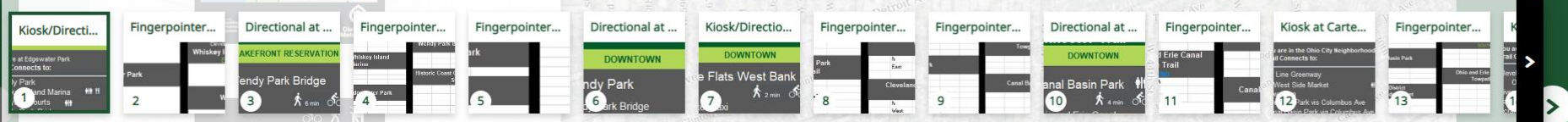
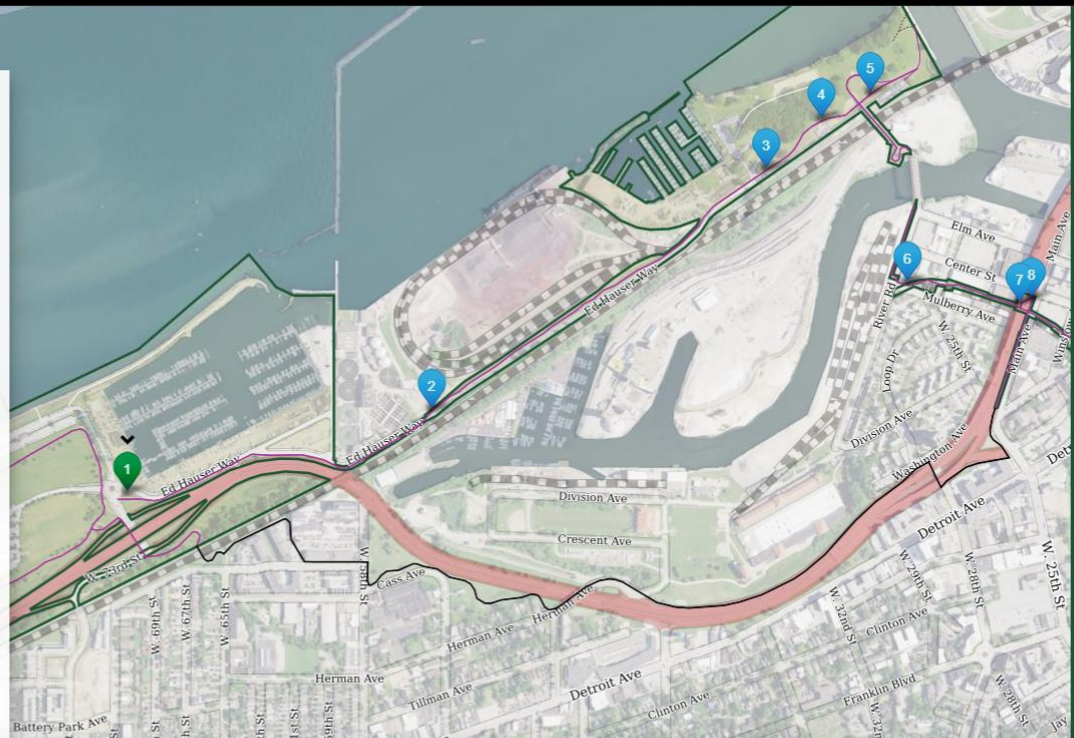
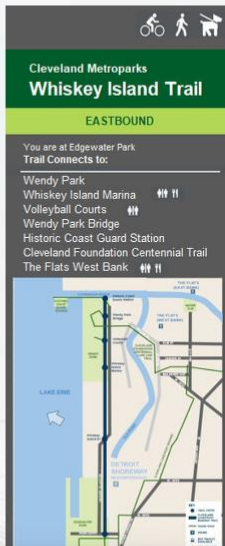
EXPECTED CHALLENGES

MapStore Online Mapping & Review Tool

TIGER Proposed Signage







Kiosk/Directional at the Southwest Corner of
Edgewater Roundabout



EXPECTED CHALLENGES

A robust review process

Mapstore Number	Location	Side A Message	Side B Message	Comments
Whiskey Island Trail/Wendy Park Bridge:				
1	Kiosk/Directional @ SW corner of Edgewater Roundabout			
2	Fingerpointer @ North side of roadway crossing across from Ivancic Marine access road			

- Enter questions/comments/edits into the “Comments” field in the spreadsheet
 - Typed directly into Excel or handwritten and scanned to PDF and emailed
- This is an established program, so major items related to design, layout, and colors are not subject to comment
- Reviewers asked to focus on
 - Signage placement and type
 - Locations/destinations called out on signs
 - Map style
 - Errors/typos

UNEXPECTED CHALLENGES

Using simple mapping in complex situations



UNEXPECTED CHALLENGES

Technical Questions – Not everything is in the guidelines

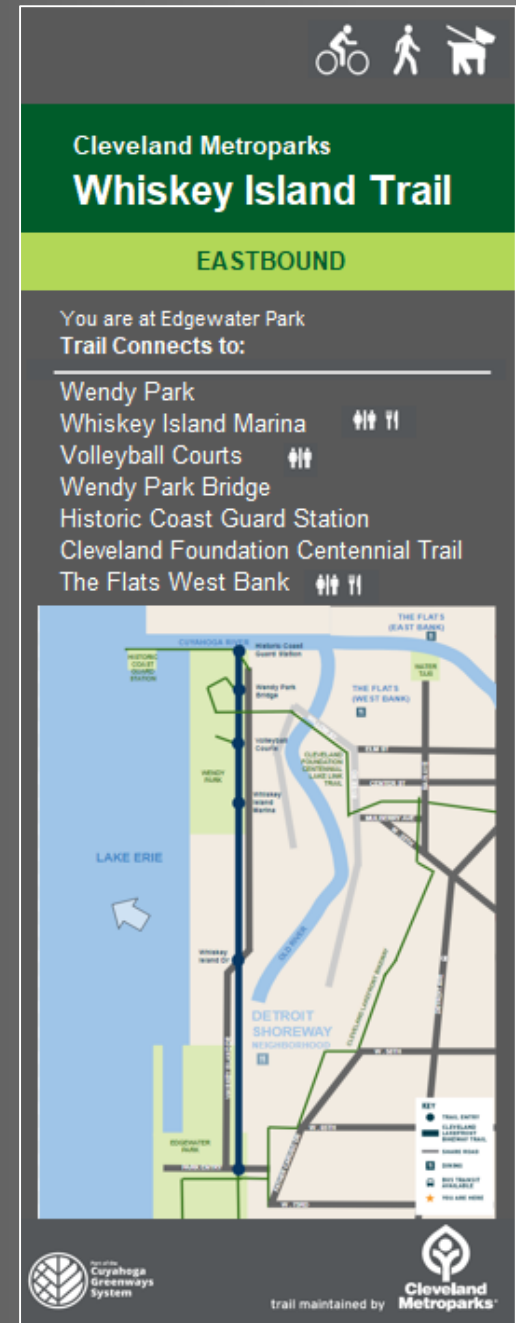
- Engineering concerns/wind loading
- Direct burial vs. driven posts
- Utility locations
- In-house vs. contracted services
- Supply chain/materials availability



UNEXPECTED CHALLENGES

Art vs. Science – Nuance in applying the system

- Flexibility for adaptation
 - Different materials (e.g., posts, vinyl on 1/8" aluminum vs. MaxMetal)
 - Constrained locations/co-locations
 - Confidence marker
 - Pavement markings
- Complexity of these decisions requires ongoing input from Cuyahoga Greenways to ensure legibility across the system



UNEXPECTED CHALLENGES

What if we *don't* want to customize?

The Standard Color Palette is acceptable for use anywhere within the system. Three additional color schemes have been approved for use by specific trail operators. If a trail operator joining the system wishes to use a color scheme other than the Standard below, it must follow the guidance given on Page 5, meet all ADA standards, and be approved by the Cuyahoga Greenways Committee.

STANDARD COLOR PALETTE



EMERALD GREEN



LAKE BLUE

Pantone
PMS, Coated

PMS 361

PMS 7703

Paint
Matthews

MP13427
Anole Green

MP07932
Dream I Can Fly

Vinyl
*3M Opaque
Graphic Film*

Print to match PMS on 7725-20 Matte White
(7725-196 Apple Green may be used if not where
paint or print color are also used)

Print to match PMS on 7725-20
Matte White

*3M Scotchlite
Reflective Graphic Film*

Print to match PMS on 680-10
White

Print to match PMS on 680-10
White

PRIMARY USE

Primary header color

Secondary header color

UNEXPECTED CHALLENGES

What about bigger systems?



CUYAHOGA
greenways

Cuyahoga Greenways

An interconnected system of greenways and trails that link cities neighborhoods, parks, and public transportation, and create a comprehensive **countywide active transportation network.**

All trails within Cuyahoga County is part of this system. Isn't necessary for wayfinding but to recognize these trails as a part of the system.

Greenways medallion included in lower-left corner



State Bike Route Sign

The sign M1-8-alternate (M1-8a) is to be used for routes designated as state bike routes.



U.S. Bike Route Sign

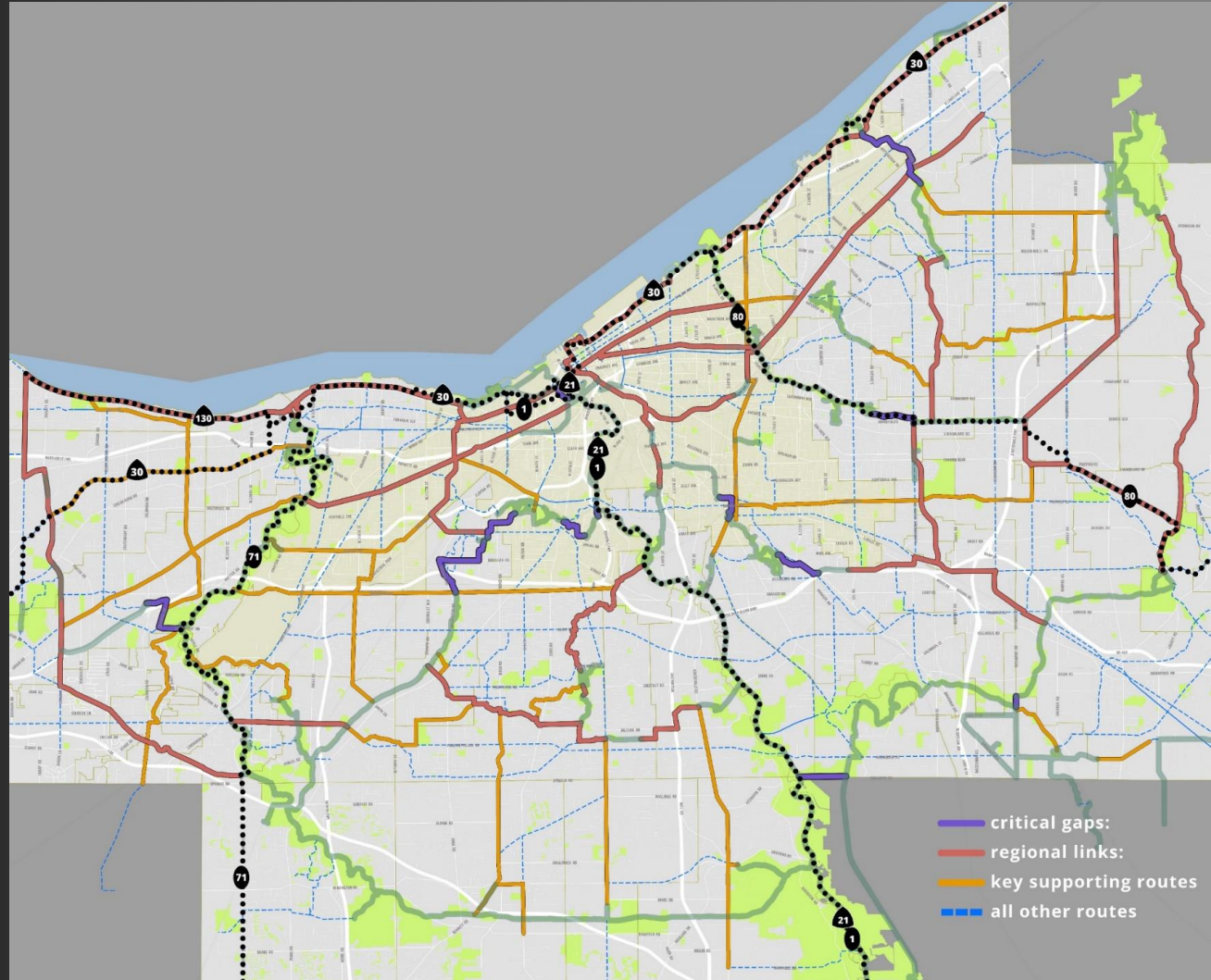
The sign M1-9-alternate (M1-9a) is to be used for routes designated as U.S. bike routes.

Developing rules for adding State or US Bike Route medallions

UNEXPECTED CHALLENGES

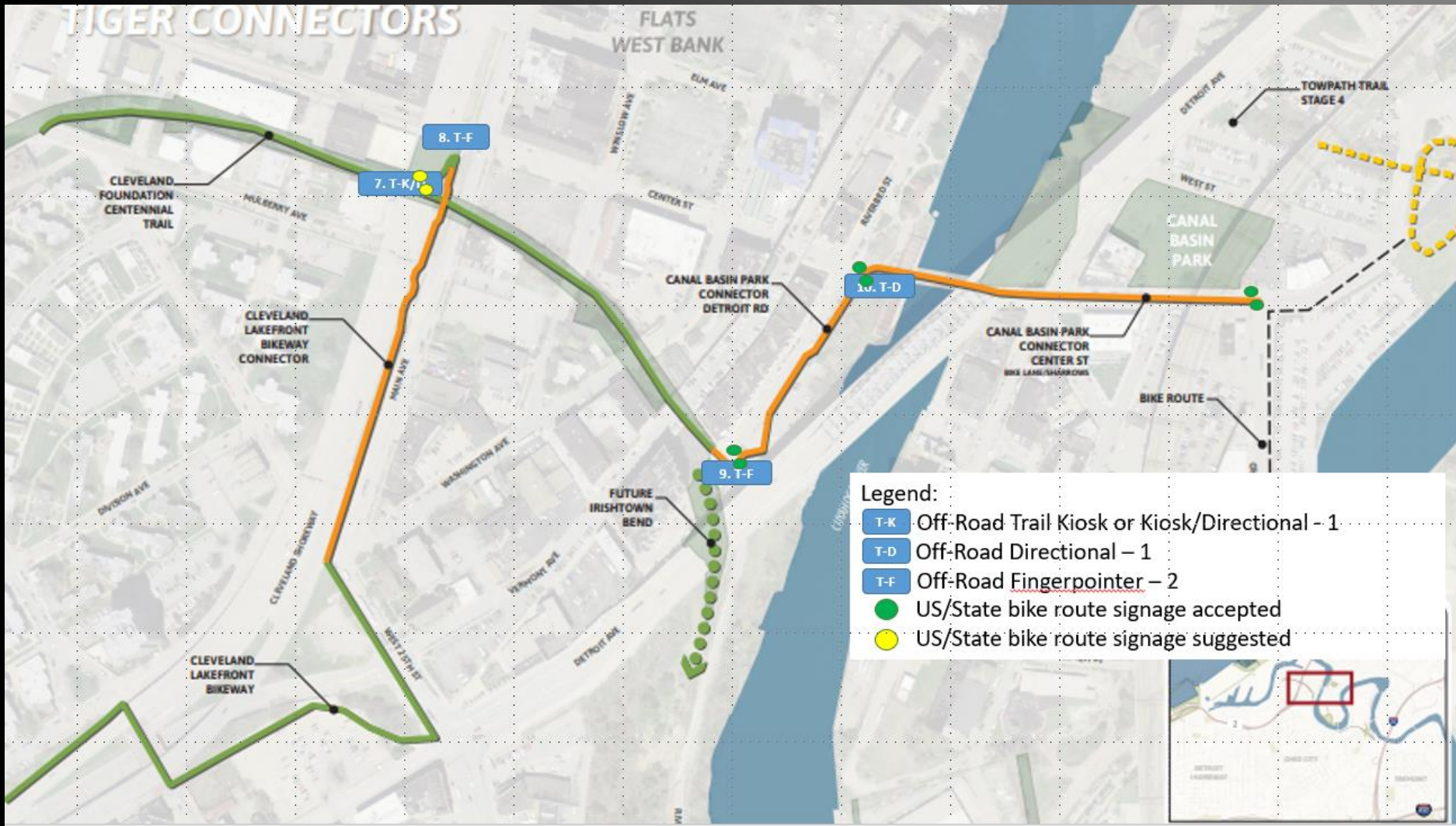
US/State Bike Route Signage

- **Critical Gaps**
 - 12 Projects (14 mi.)
- **Regional Links**
 - 27 Projects (132 mi.)
- **Key Routes**
 - 30 Projects (111 mi.)
- **Supporting Routes**
 - > 350 mi.



UNEXPECTED CHALLENGES

US/State Bike Route Signage



NEXT STEPS

- Complete Installation on TIGER Trails
- Replace Lakefront West signage with final version
- Complete design package for On-Road Facilities
- Adapt for use throughout the Cuyahoga Greenways System
 - Process for adding routes/signage
 - Hierarchy for signage types
 - “Small, medium, large” options for integration based on community resources and desires
 - “Plug-and-play” templates and resources for communities