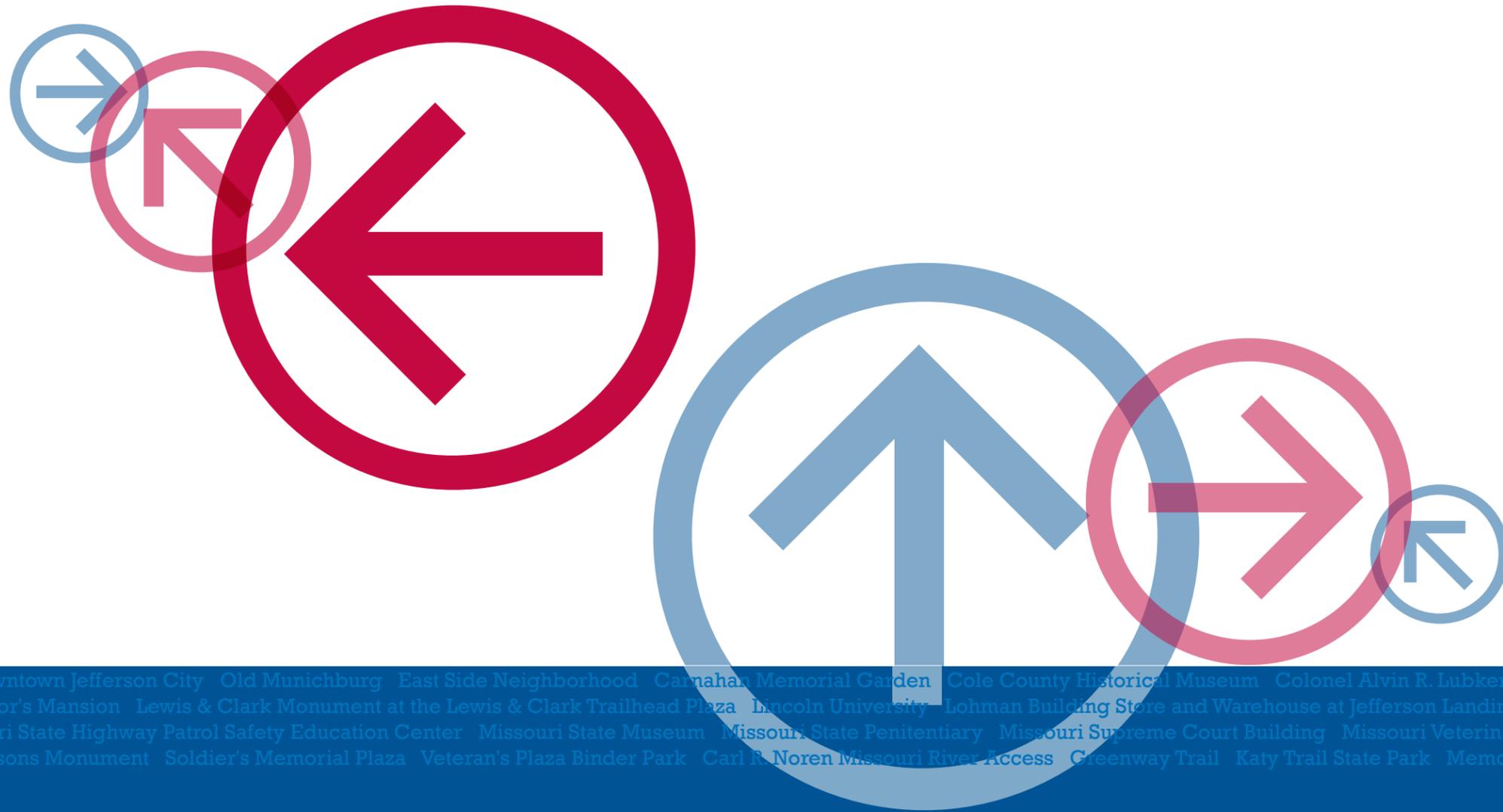


CAMPO Regional Wayfinding Plan



Regional Signage Design Intent Drawings

June 23, 2015

Downtown Jefferson City Old Munichburg East Side Neighborhood Carnahan Memorial Garden Cole County Historical Museum Colonel Alvin R. Lubker Memorial Safety & Education Center Elizabeth Rozier Gallery at Jefferson
Governor's Mansion Lewis & Clark Monument at the Lewis & Clark Trailhead Plaza Lincoln University Lohman Building Store and Warehouse at Jefferson Landing Missouri Farm Bureau Log Home Missouri State Archives Missouri State
Missouri State Highway Patrol Safety Education Center Missouri State Museum Missouri State Penitentiary Missouri Supreme Court Building Missouri Veterinary Medical Foundation Museum Museum of Missouri Military History
Parsons Monument Soldier's Memorial Plaza Veteran's Plaza Binder Park Carl R. Noren Missouri River Access Greenway Trail Katy Trail State Park Memorial Park Missouri River Pedestrian/Bike Bridge Runge Nature Center

ARCTURIS
together we create

720 OLIVE STREET, SUITE 200 SAINT LOUIS MO 63101
[T] 314 206 7186 ARCTURIS.COM

FONTS

District Headers
- Neutra Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Listings
- Wayfinding Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

- Wayfinding Sans CnBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ARROWS

FHWA/MUTCD MoDoT Highways



City Street/Pedestrian/Bikeways



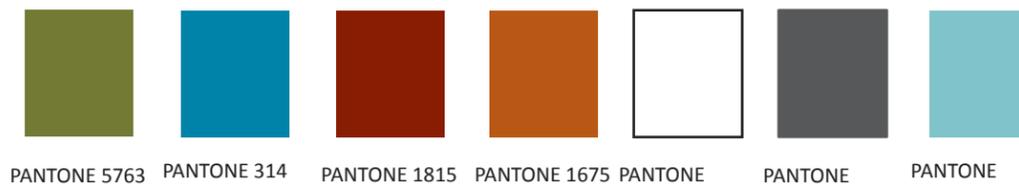
LOGOS & ICONS



UNIVERSAL SYMBOLS



COLORS



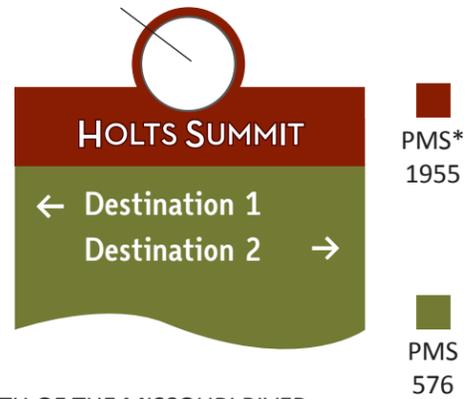
PANTONE 5763 PANTONE 314 PANTONE 1815 PANTONE 1675 PANTONE PANTONE PANTONE

PALETTE

COLORS: MUNICIPALITY SYSTEM

COLORS: DISTRICT SYSTEM (JEFFERSON CITY)

TBD: Icons for each municipality drawn in same illustration style as dome/hill/river icon.



NORTH OF THE MISSOURI RIVER



JEFFERSON CITY



SOUTH OF THE MISSOURI RIVER

* PMS - Pantone Matching System



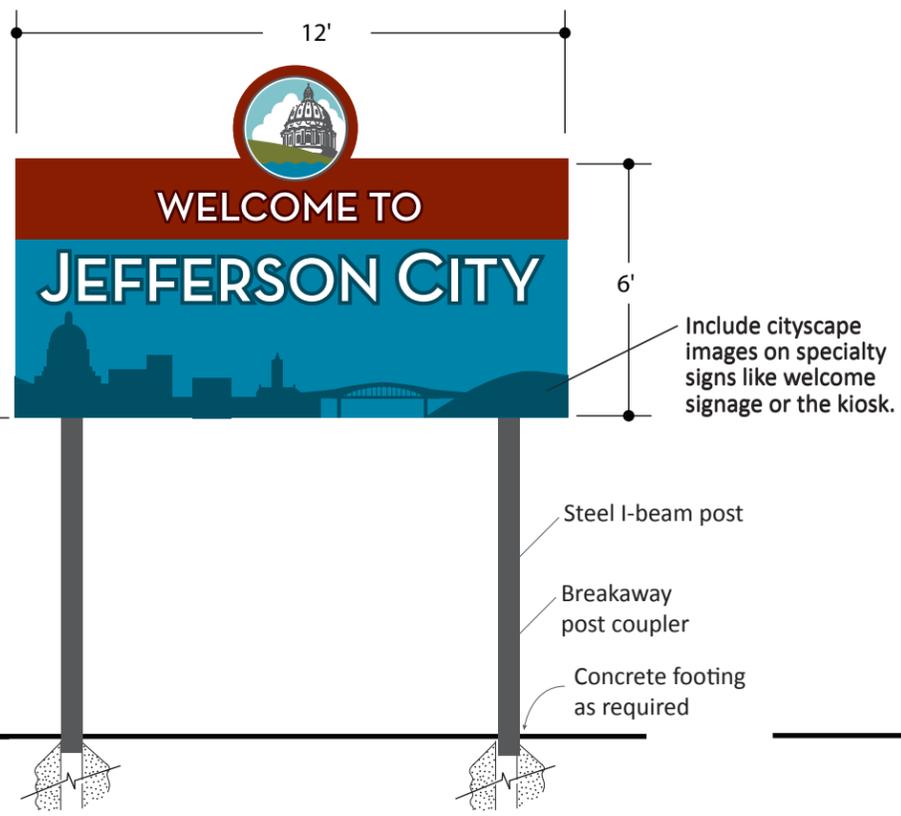
COLOR STRATEGY

Color plays a key role in the wayfinding strategy setting up a hierarchy to help identify different municipalities of the region. Each city identifier header is the same color with an icon representing the community. The legend area where destinations are listed changes per municipality. To simplify, three colors represent the CAMPO region municipalities. Green represents municipalities north of the Missouri River. Orange represents municipalities south of the Missouri River. Blue represent Jefferson City, the largest of the municipalities in the region.

Further color breakdown can occur for districts within a municipality to provide distinction but still maintaining the overall feel of the signage design family.

NOTES: Retroreflective Graphic 3M™ Diamond Grade™ DG³ Reflective Sheeting

The selected fabricator will be responsible for engineering posts, panels and mounting methods that adhere to MoDOT specifications.



1 A - Highway Gateway
SCALE: 1/4"=1'0"

2 SIDEVIEW: A - Highway Gateway
SCALE: 1/4"=1'0"

3 A2 - Small Highway Gateway
SCALE: 1/4"=1'0"

SIGN TYPE A
FREEWAY/EXPRESSWAY CITY GATEWAY IDENTIFIER
Double Post and Panel

The wayfinding sign program is limited to within the city limit boundaries. This sign identifies the entry into the municipality at its city limit boundary for vehicular traffic.

- Functionality**
- The main logo represents the CAMPO/Jefferson City region.
 - Color hierarchy is established
 - The typeface size is set for legibility on freeways/expressways above 8"-10" letters.

Location
Place at city limits boundaries as a gateway into a municipality along MODOT right of way.

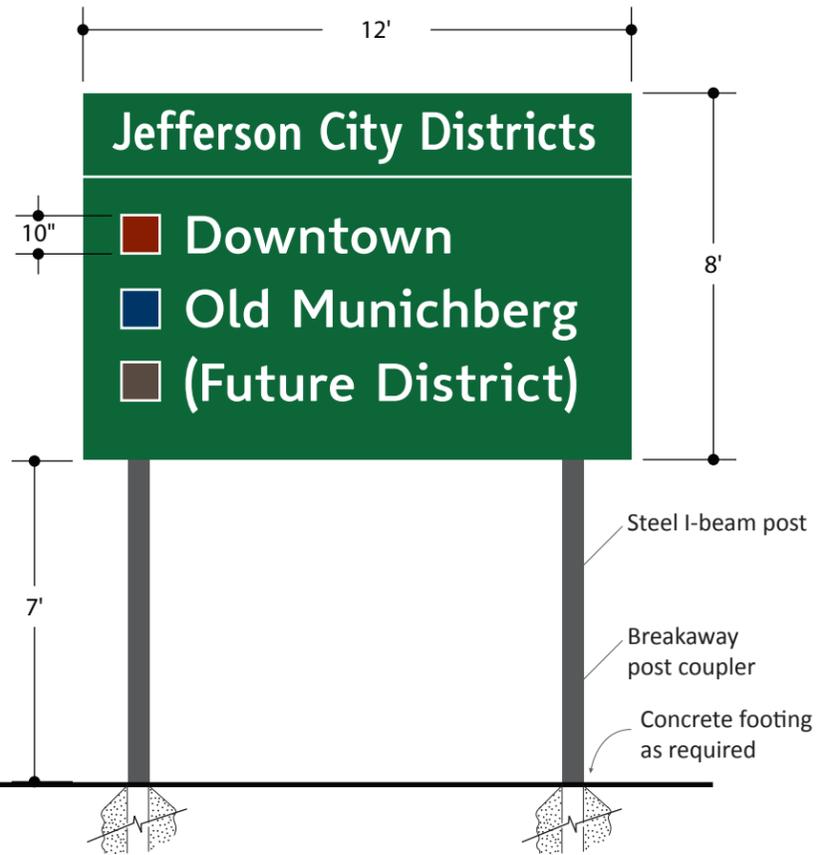
Other Features
The sign can be enhanced with landscaping, lighting, masonry bases and other elements that create a welcoming gateway.

Typical Location

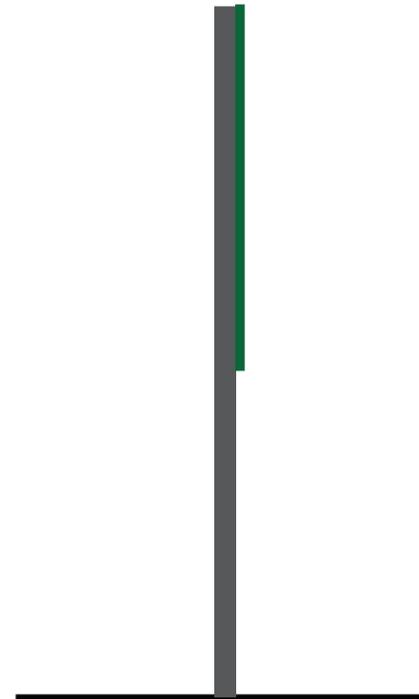


NOTES: Retroreflective Graphic
3M™ Diamond Grade™ DG³
Reflective Sheeting

The selected fabricator will be responsible for engineering posts, panels and mounting methods that adhere to MoDot specifications.

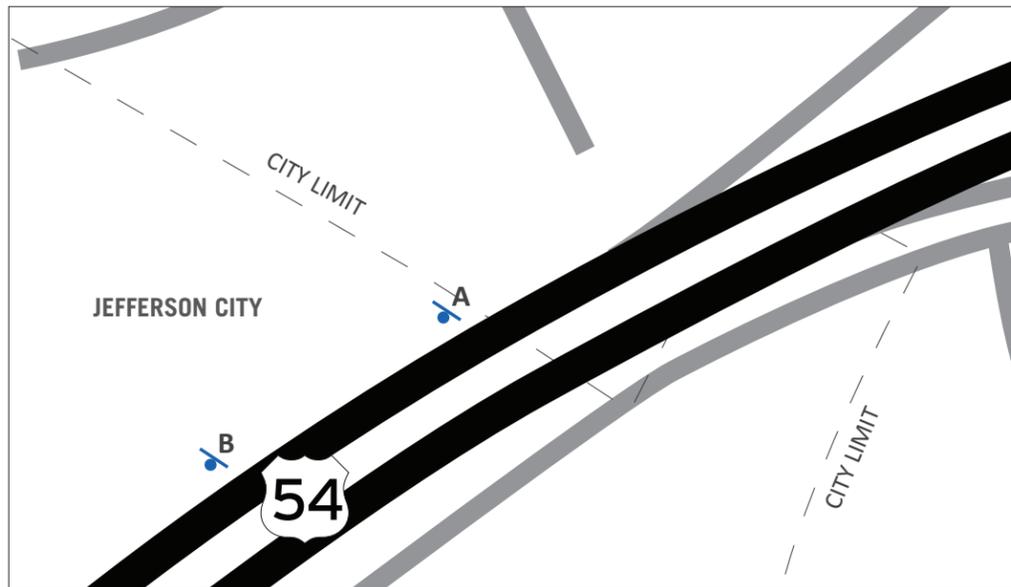


1 B - Highway Districts Directional
SCALE: 1/4"=1'0"



2 SIDEVIEW: B - Highway Districts Directional
SCALE: 1/4"=1'0"

Typical Location



**SIGN TYPE B
FREEWAY/EXPRESSWAY DISTRICT
GUIDE SIGN
Double Post and Panel**

A municipality must have three well-defined districts before signing can be placed on a freeway or expressway. This sign informs vehicular traffic of districts and municipalities where specific sites within them are found. Currently in Jefferson City there are two defined districts - Downtown and Old Munichburg, with potential for future districts.

Functionality

- Color code districts
- The typeface size is set for legibility on freeways/expressways at 8"-10" letters.

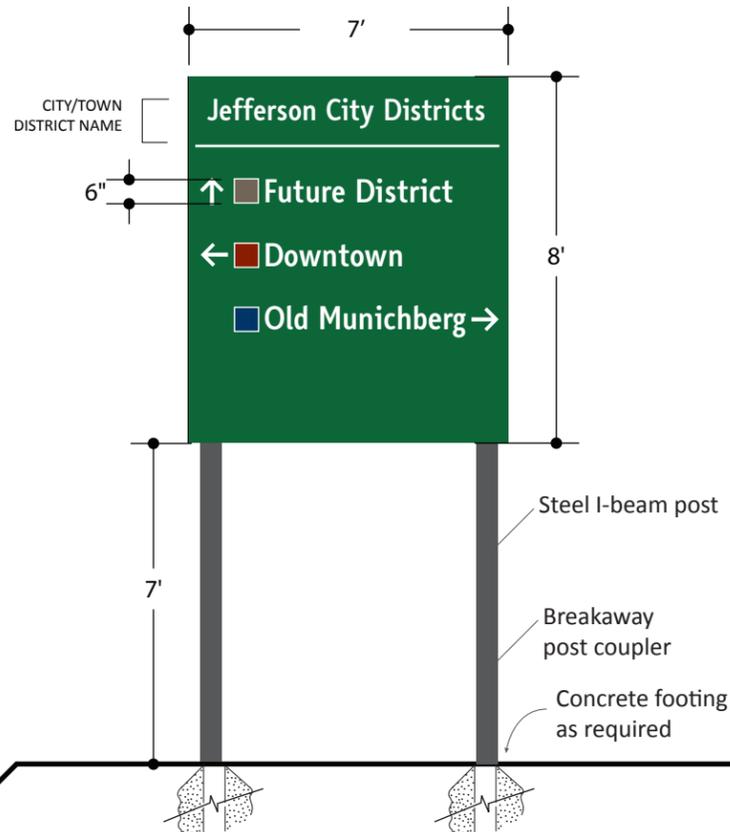
Location

Place after crossing city limits and near decision points (prior to intersections and exit ramps) along freeways and expressways along MODOT right of way.

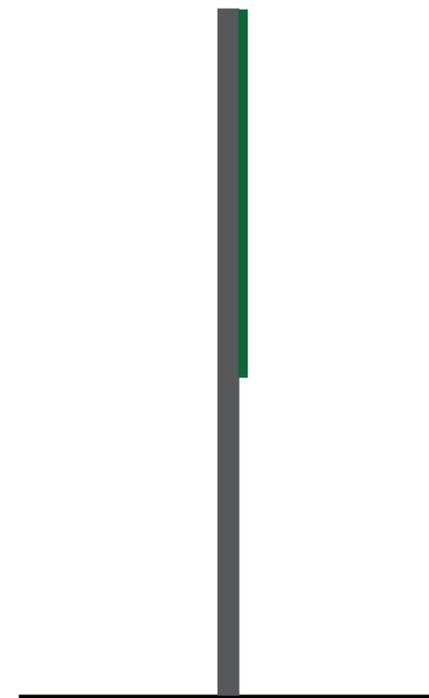
Destination Limit: 3 minimum

NOTES: Retroreflective Graphic
3M™ Diamond Grade™ DG³
Reflective Sheeting

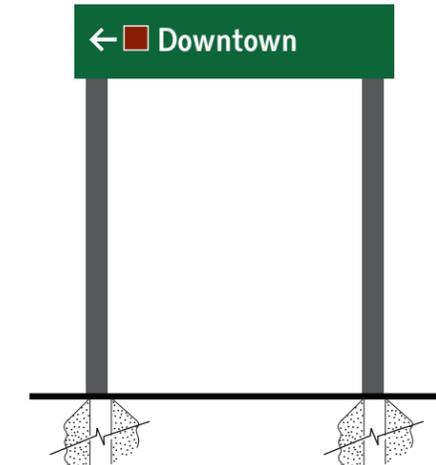
The selected fabricator will be responsible for engineering posts, panels and mounting methods that adhere to MoDot specifications.



1 B2 - Major Boulevard Destination Guide Sign
SCALE: 1/4"=1'0"

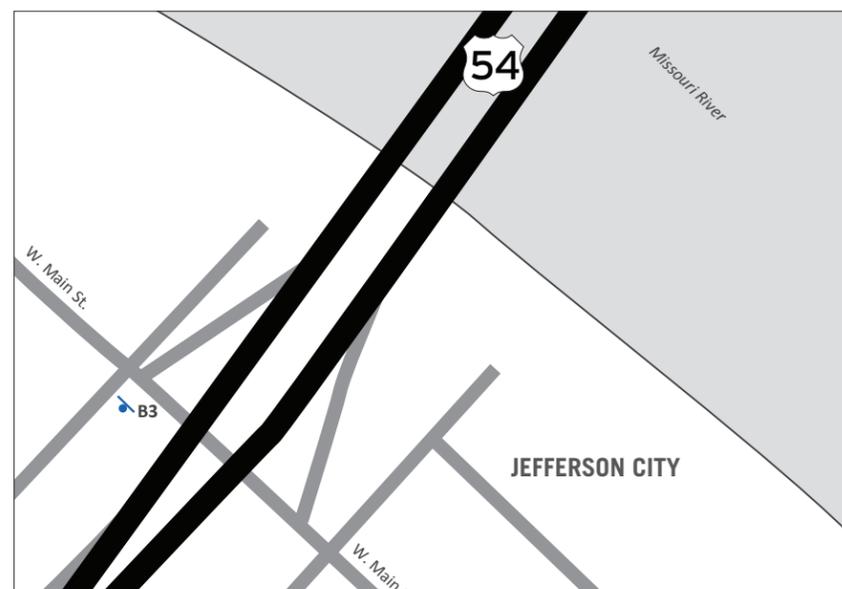
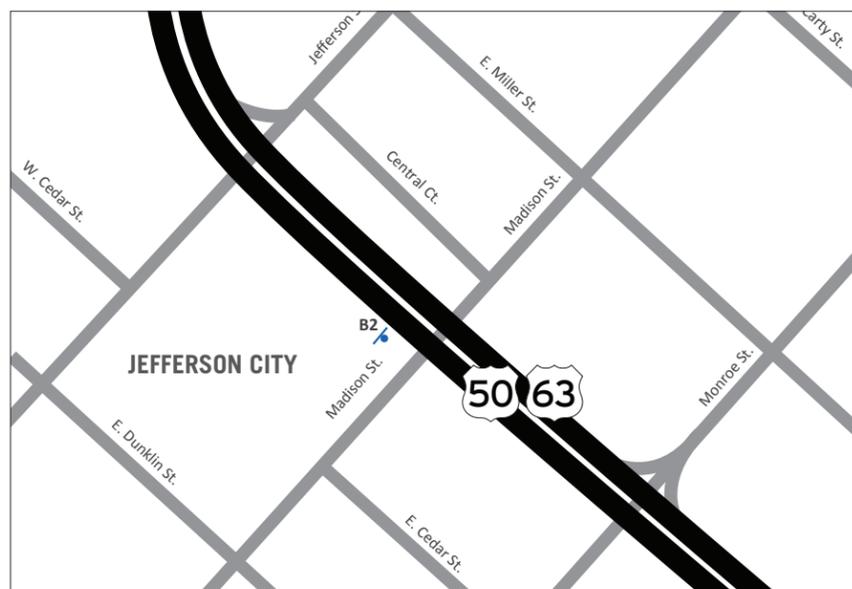


2 SIDEVIEW: B2 - Major Boulevard Destination Guide Sign
SCALE: 1/4"=1'0"



3 B3 - Major Boulevard Destination Guide Sign
SCALE: 1/4"=1'0"

Typical Location



**SIGN TYPE B2
MAJOR BOULEVARD DISTRICT
GUIDE SIGN**
Double Post and Panel

This sign on state roads inform vehicular traffic of districts within municipalities where specific sites within them are found.

Functionality
- Color code districts
- The typeface size is set for legibility on major boulevards at 6" type for speeds under 45 mph.

Location
Place after crossing city limits and near decision points (prior to intersections) along major boulevards and streets.

Destination Limit: 3 minimum

**SIGN TYPE B3
MAJOR BOULEVARD SINGLE
DISTRICT GUIDE SIGN**
Double Post and Panel

This sign informs vehicular traffic of districts and municipalities where specific sites within them are found. It is to be used for instances where only one district is listed.

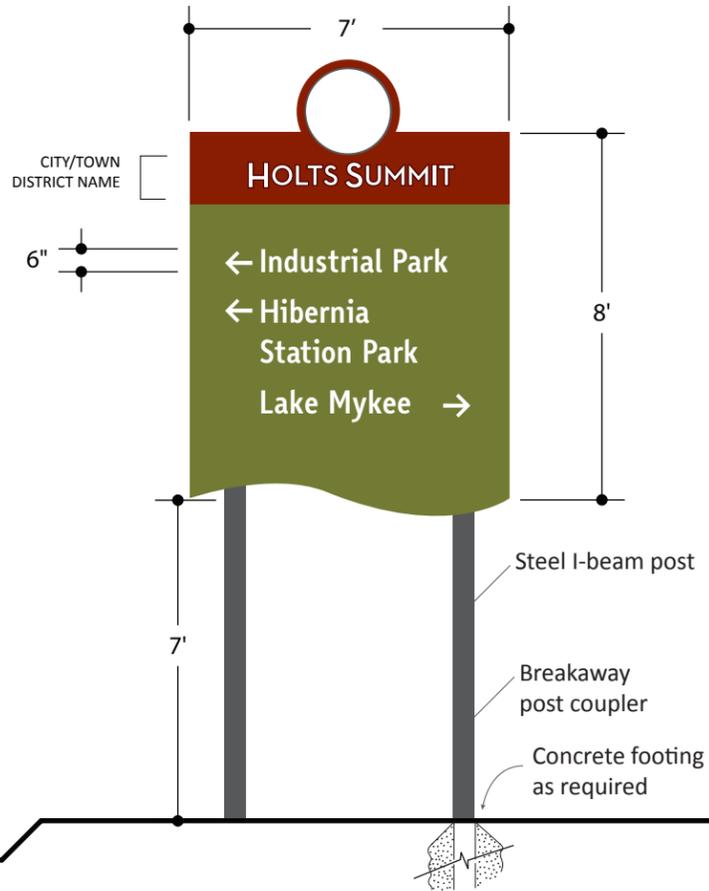
Functionality
- Color code districts
- The typeface size is set for legibility on major boulevards and streets at 6" type for speeds under 45 mph.

Location
Place after crossing city limits and near decision points (prior to intersections) along major boulevards and streets.

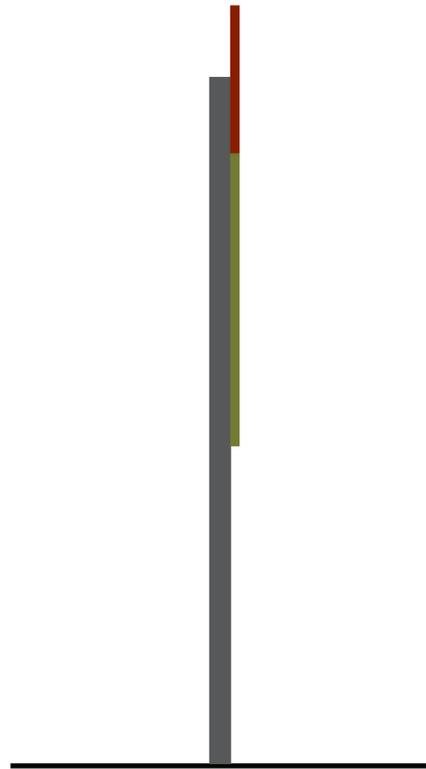
Destination Limit: 1

NOTES: Retroreflective Graphic
3M™ Diamond Grade™ DG³
Reflective Sheeting

The selected fabricator will be responsible for engineering posts, panels and mounting methods that adhere to MoDot specifications.



1 C - Major Boulevard Vehicular Directional
SCALE: 1/4"=1'0"



2 SIDEVIEW: C - Major Boulevard Vehicular Directional
SCALE: 1/4"=1'0"

SIGN TYPE C
MAJOR ROAD
VEHICULAR DIRECTIONAL
Double Post and Panel

This sign directs vehicular traffic along major boulevards (Rex Whitton Expy) at moderate speeds within a wayfinding district. It's messaging includes major destinations, districts, neighborhoods, municipalities and services.

Functionality

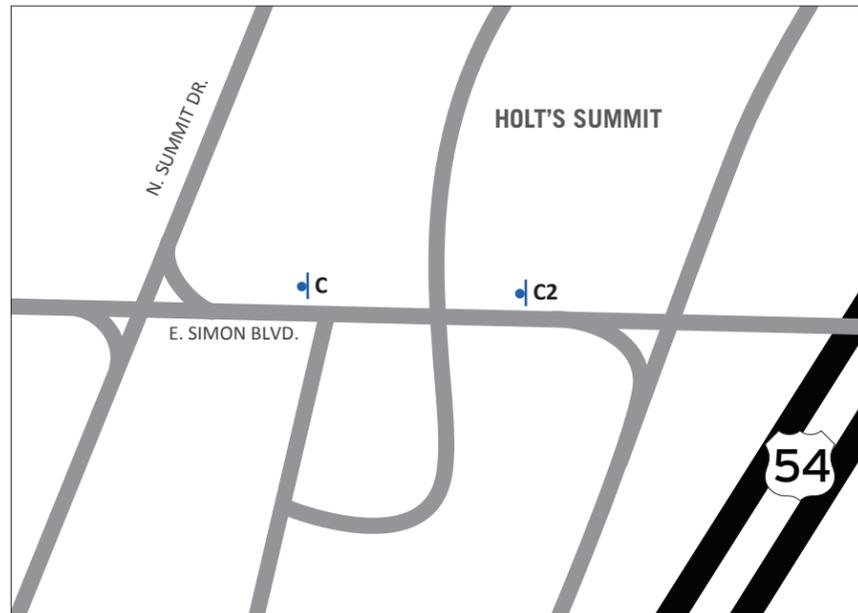
- The main logo represents the CAMPO/Jefferson City region.
- District or municipality designation is included.
- Color hierarchy is established
- The typeface size is set for legibility on major roads at 6" type for speeds between 45-55 mph.

Location

Place in decision-making areas along major City roads that are at higher speeds.

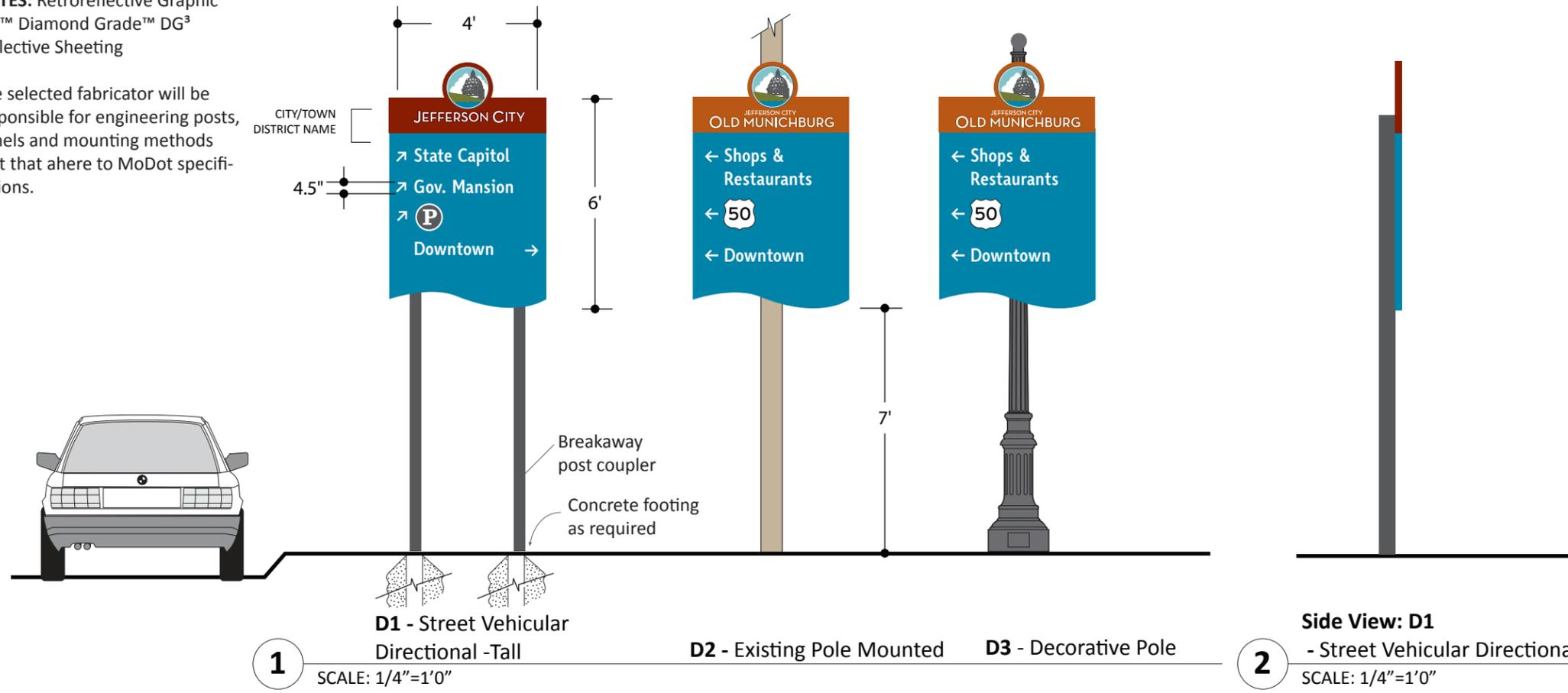
Destination Limit: 3

Typical Location (Example Only) Location TBD



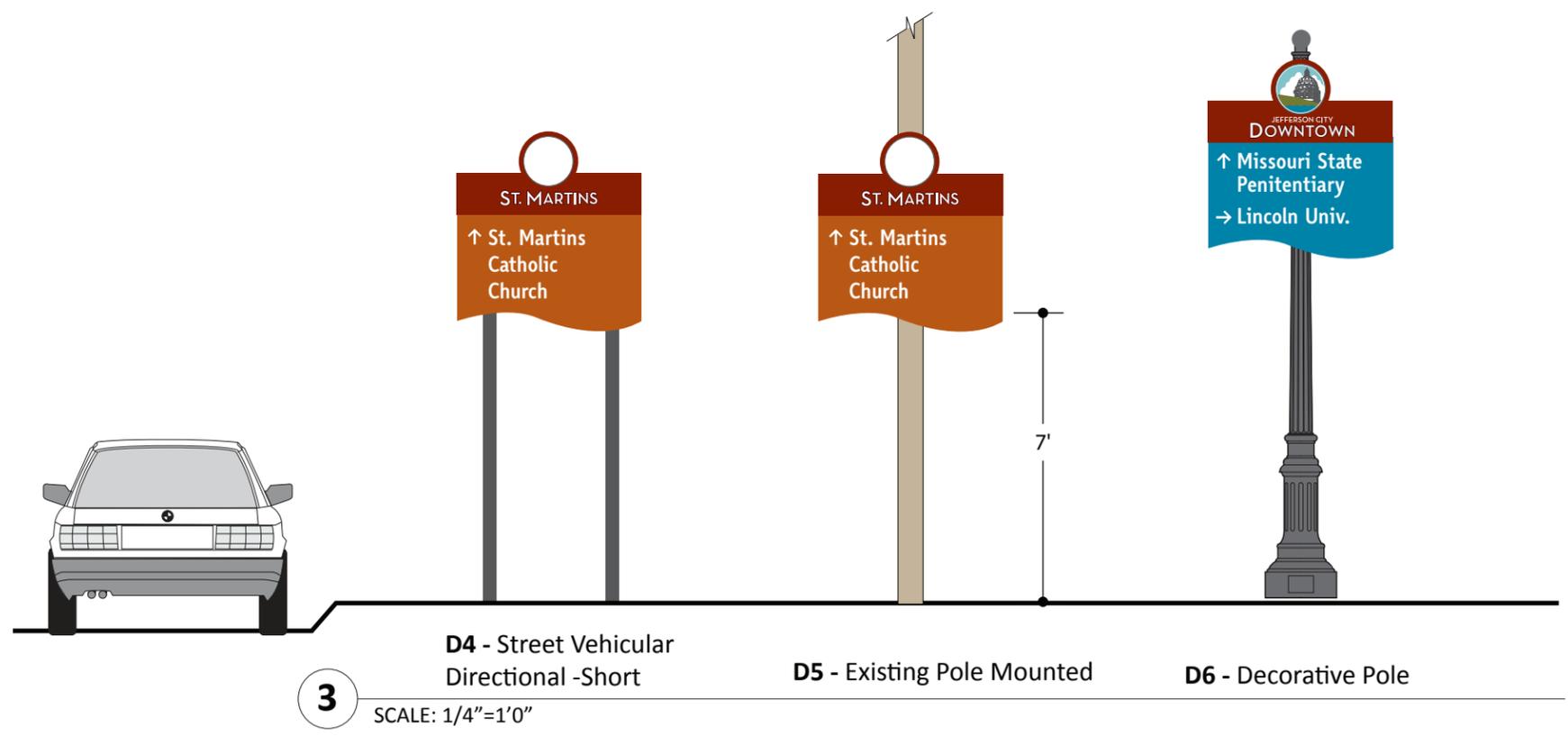
NOTES: Retroreflective Graphic
3M™ Diamond Grade™ DG³
Reflective Sheeting

The selected fabricator will be responsible for engineering posts, panels and mounting methods that adhere to MoDot specifications.



2 SCALE: 1/4"=1'0"

Side View: D1 - Street Vehicular Directional



SIGN TYPE D
VEHICULAR DIRECTIONAL IN DISTRICTS
Post and Panel

This sign directs vehicular traffic along streets at slower speeds within wayfinding districts. Its messaging includes destinations, parking and services.

Functionality

- The main logo represents the CAMPO/Jefferson City region.
- District or municipality designation is included.
- Color hierarchy is established
- The typeface size is set for legibility on routes of speeds lower than 45mph at 4.5" type minimum.

Location

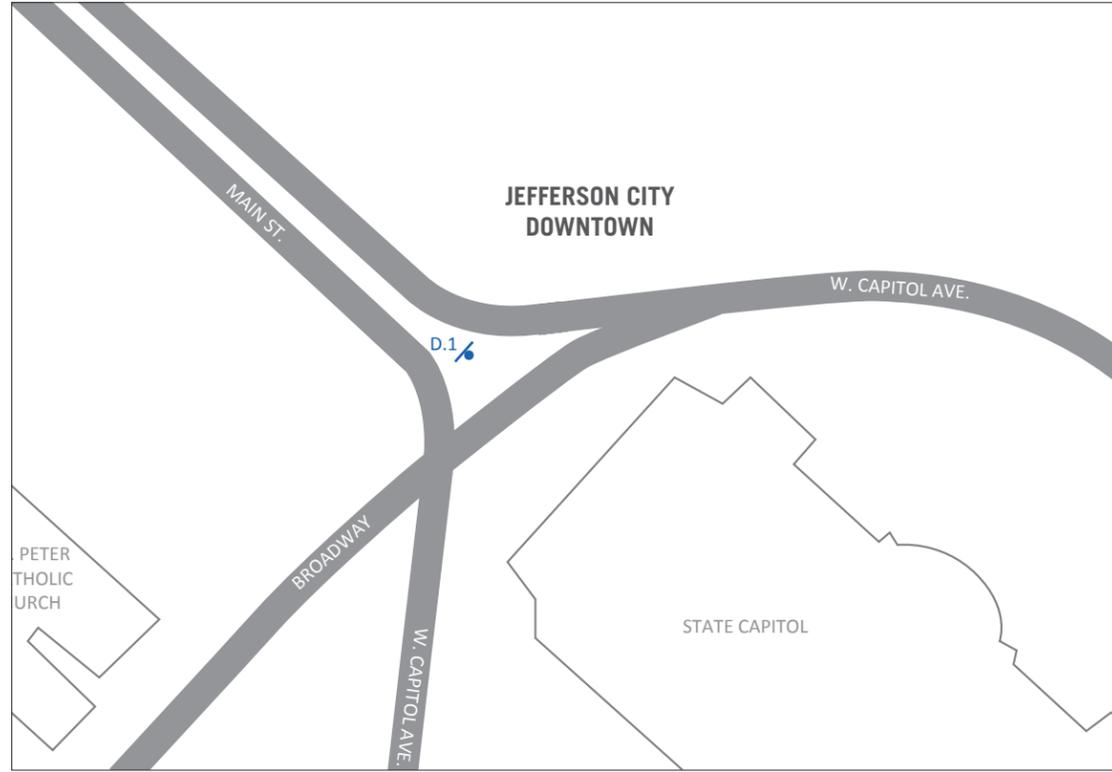
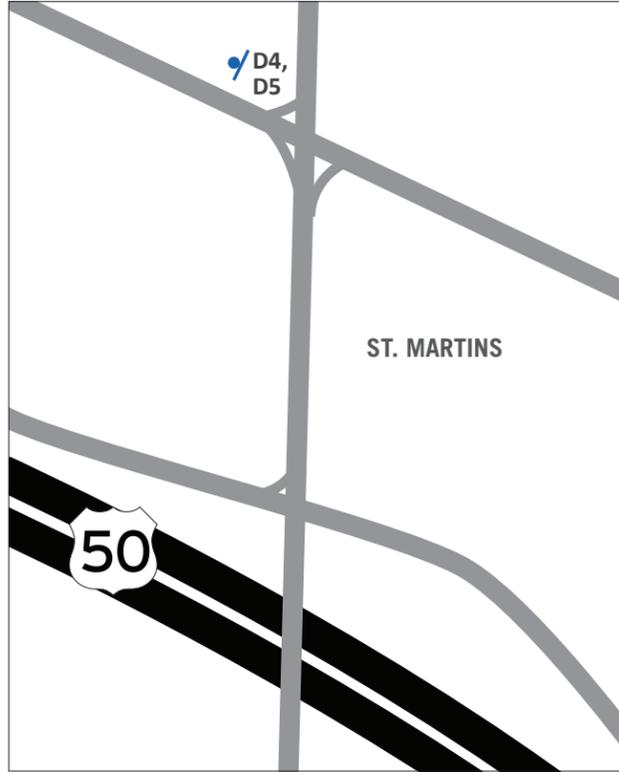
Place in key decision-making areas and intersections for wayfinding.

Destination Limit: 3; if vehicular speeds are under 35 mph, displaying 4 destinations is acceptable.

Other Features

The sign can be a freestanding sign on a standard I-beam steel pole or ornamental pole. It can also be attached to an existing light pole to decrease visual clutter.

Typical Location D

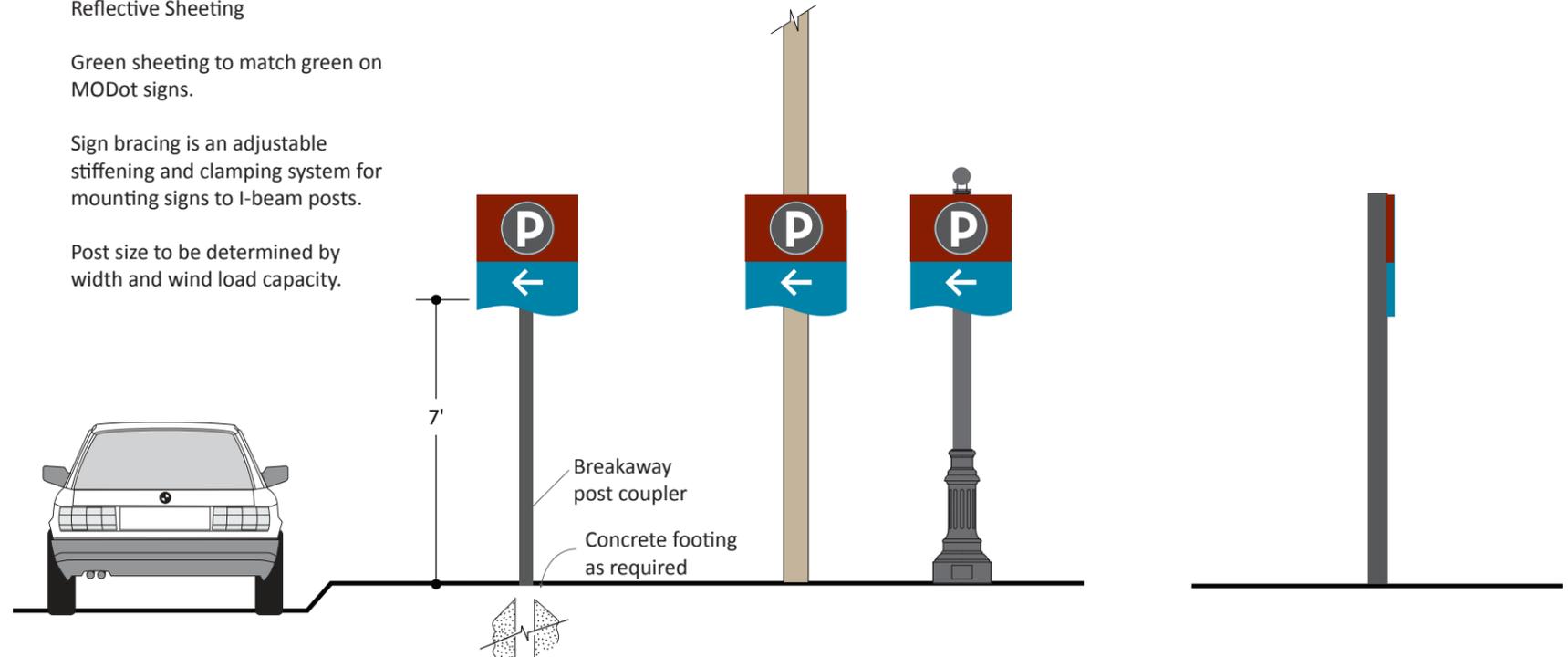


3M™ Diamond Grade™ DG³
Reflective Sheeting

Green sheeting to match green on
MODot signs.

Sign bracing is an adjustable
stiffening and clamping system for
mounting signs to I-beam posts.

Post size to be determined by
width and wind load capacity.



1 E - Street Parking Directional
SCALE: 1/4"=1'0"

E2 - Optional
Street Parking
Directional
(Use Existing Poles)

E3 - Optional
Ornamental
Pole

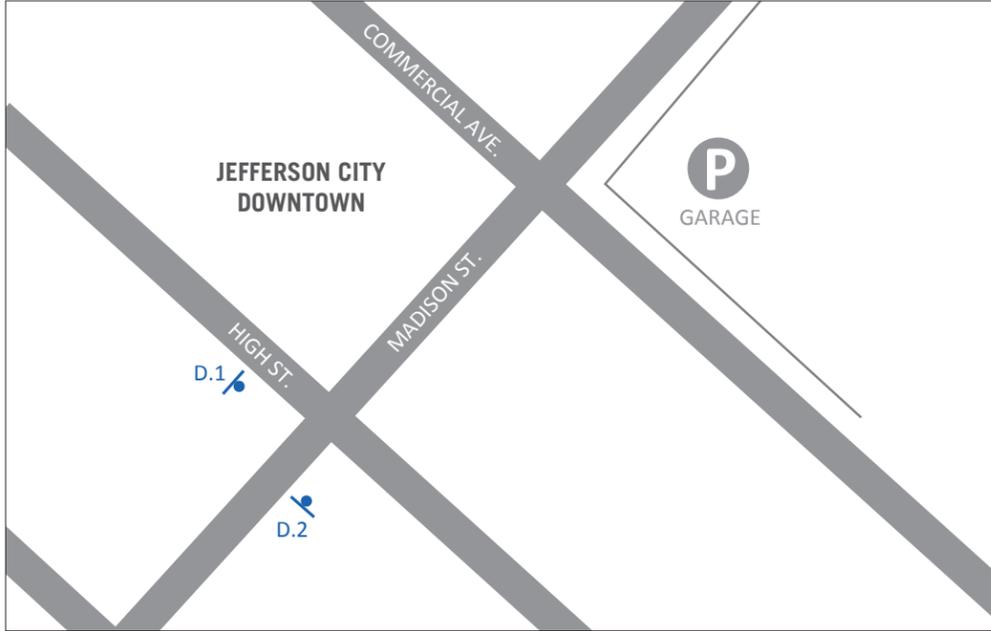
SIGN TYPE E
PARKING VEHICULAR DIRECTIONAL
Post and Panel

This sign directs vehicular traffic to all public
parking lots and garages.

Location
Place in key decision-making areas near public
parking lots and garages.

Other Features
The sign can be a freestanding sign on a standard
I-beam steel pole or ornamental pole. It can also
be attached to an existing light pole to decrease
visual clutter.

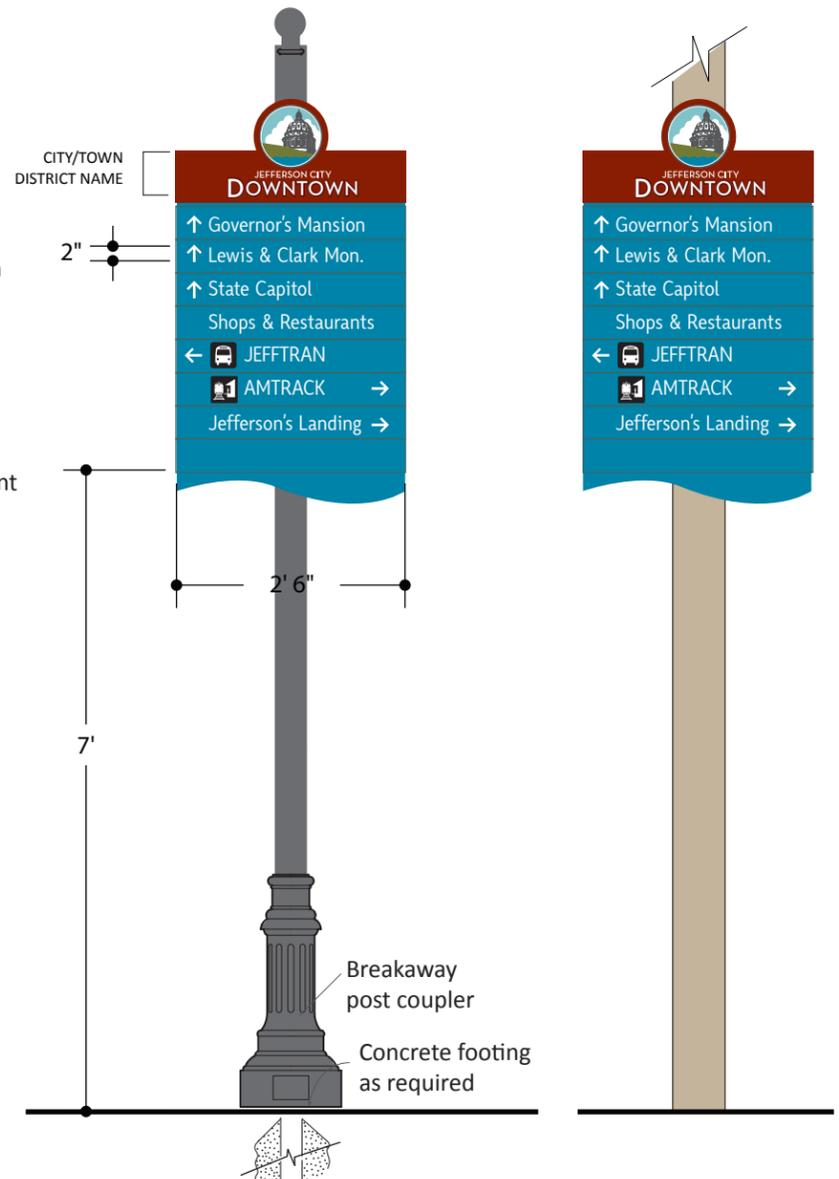
Typical Location



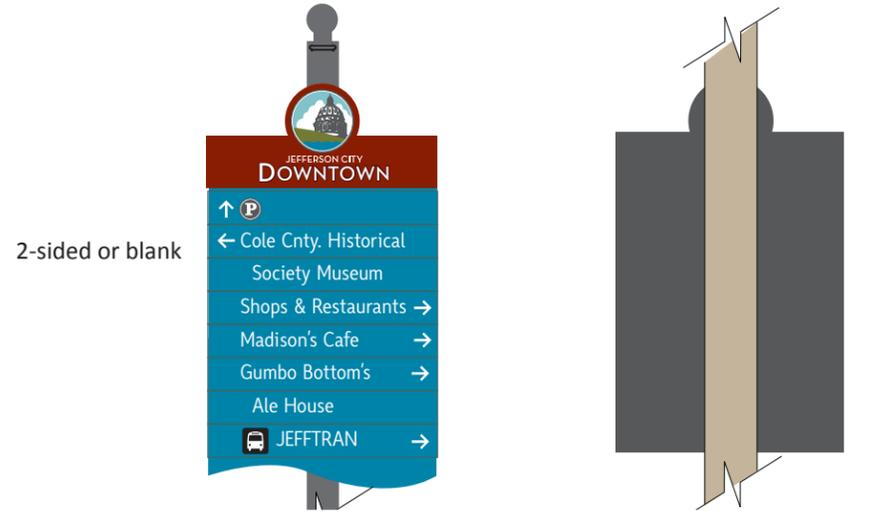
NOTES: Changeable painted insert signs with exteriorgrade vinyl lettering.

Painted inserts with printed graphi

Medallion -phenollic print



1 F1 - Pedestrian Directional-Tall SCALE: 1/2"=1'0" F2 - Use Existing Poles



**SIGN TYPE F
PEDESTRIAN DIRECTIONAL
Post and Panel**

This sign directs pedestrian traffic within a way-finding district along sidewalks within wayfinding districts. It's messaging includes destinations, parking and services. These sign types are the only signs within the system where private business are allowed.

- Functionality**
- The main logo represents the CAMPO/Jefferson City region.
 - District or municipality designation is included.
 - Color hierarchy is established
 - The typeface size is set for legibility by pedestrians at 2" type minimum.

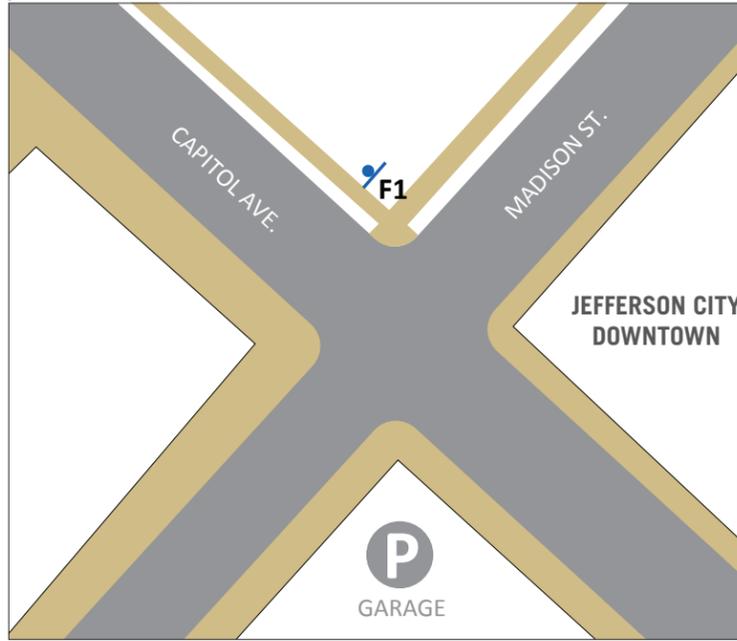
Location
Place in key decision-making areas near public parking lots and garages, high pedestrian traffic corridors and major destinations.

Destination Limit: 8 (Tall) 5 (Short)

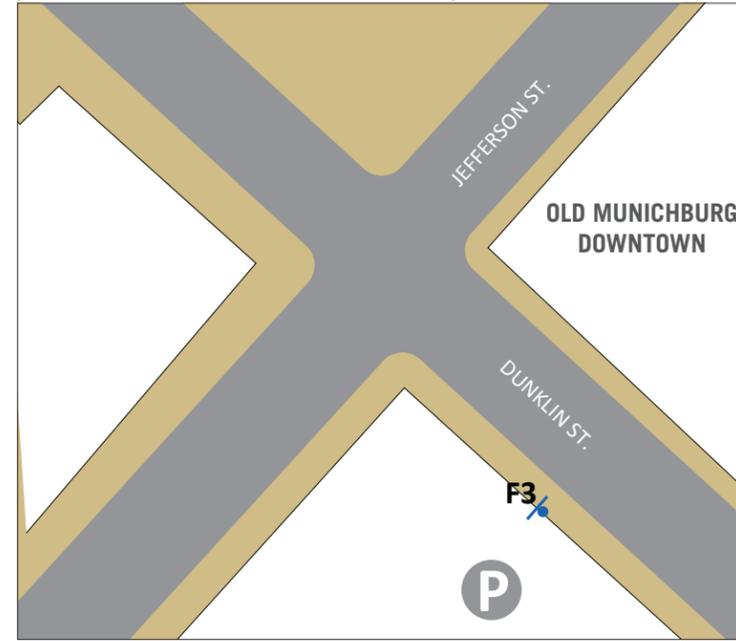
Other Features
The sign can be a freestanding sign on a standard I-beam steel pole or ornamental pole. It can also be attached to an existing light pole to decrease visual clutter.

Typical Location

Jefferson City - Downtown



Jefferson City - Old Munichburg



SIGN TYPE G
INFORMATION KIOSK/DIRECTORY

These signs contain a changeable map, directional and transit information while defining key areas of the Downtown. They are located in high pedestrian traffic areas. They are very similar to a shopping mall directory and can be double or single-sided. It's recommended the map should be consistent with any printed maps, perhaps those created by the CVB. This allows for consistent and common visuals that visitors may have accessed prior to their visit.

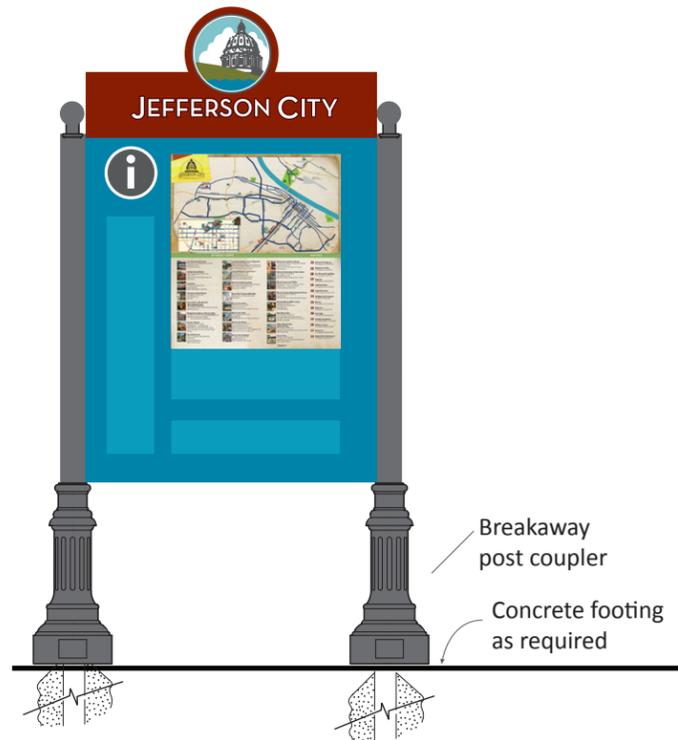
Functionality

- The main logo represents the CAMPO/Jefferson City region.
- District or municipality designation is included.
- "i" is international symbol for Information
- Changeable map and directory

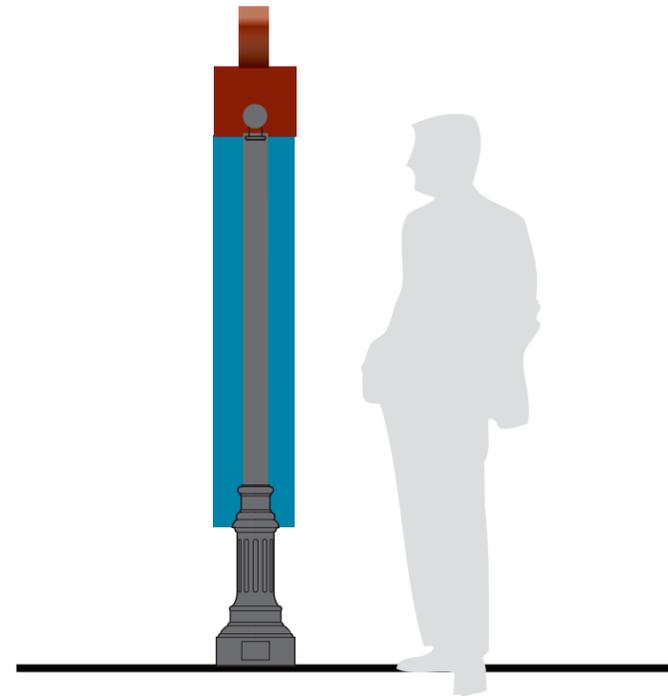
- Multiple ways to design -one side could offer digital information or advertising with a flatscreen.

Location

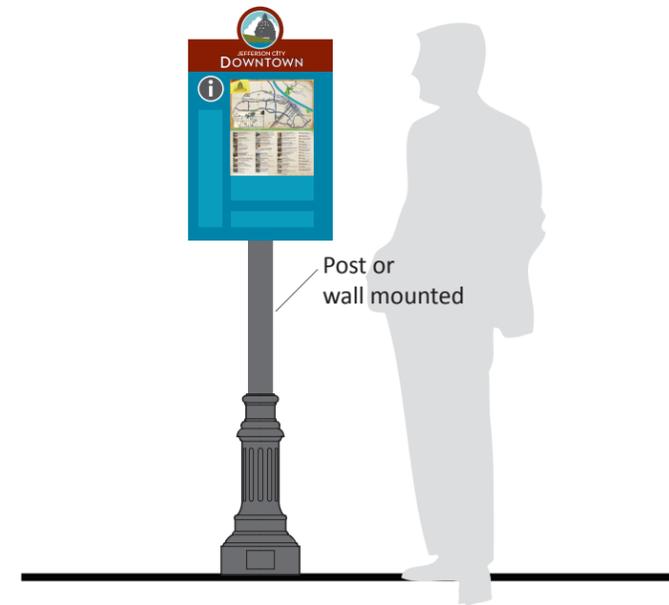
Place in key gathering areas near public parking lots and garages, high pedestrian traffic corridors and major destinations.



1 G - Information Kiosk/Directory
 SCALE: 1/2"=1'0"

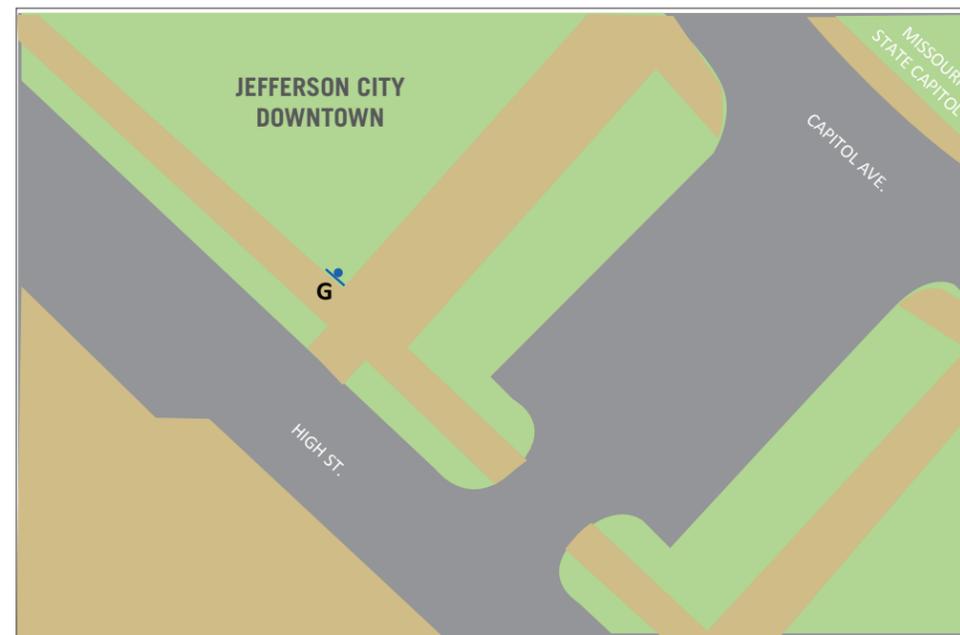


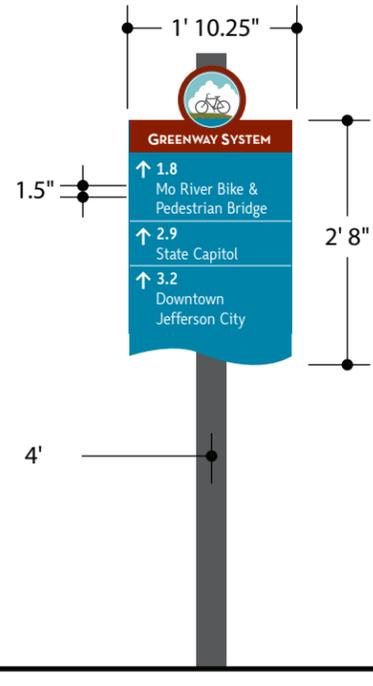
2 SIDEVIEW: G - Information Kiosk/Directory
 SCALE: 1/2"=1'0"



3 G.2 - Small Information Kiosk/Directory
 SCALE: 1/2"=1'0"

Typical Location





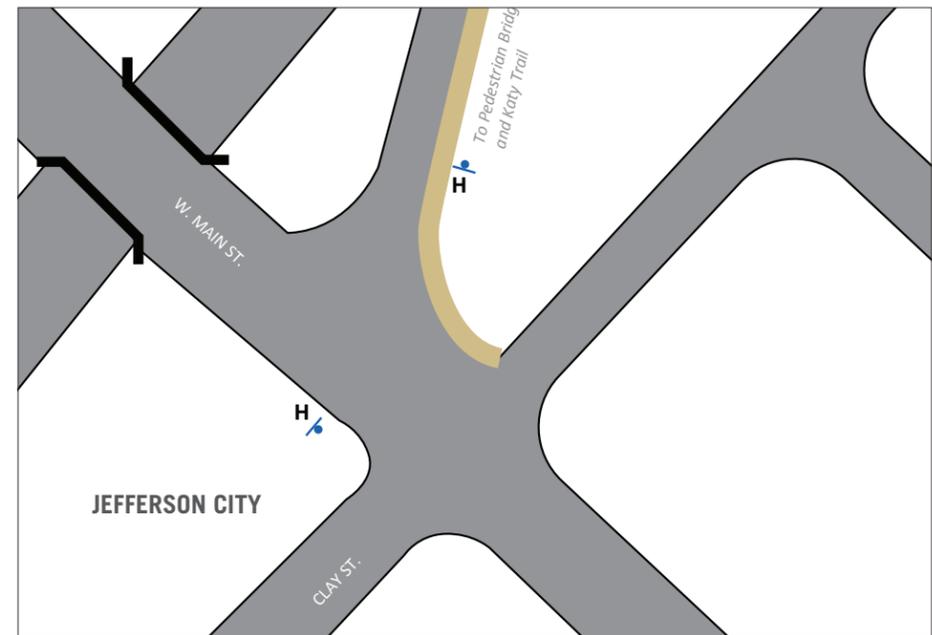
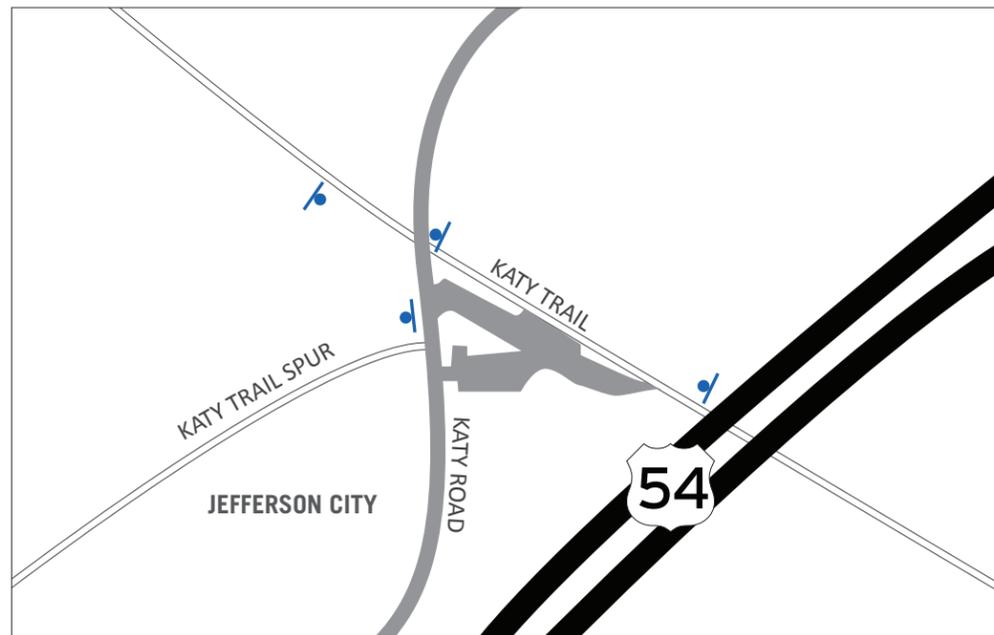
NOTES: Phenolic printed sign



1 H- Bikeway Directional
SCALE: 1/2"=1'0"

2 H2 - Optional Bikeway Directional (Use Existing Poles)
SCALE: 1/2"=1'0"

Typical Location



SIGN TYPE H
BIKEWAY DIRECTIONAL
Post and Panel

This sign directs cycling traffic along bike trails or shared bike lanes on streets.

Location
Place in decision-making areas along trails and bike lanes.

Destination Limit: 3

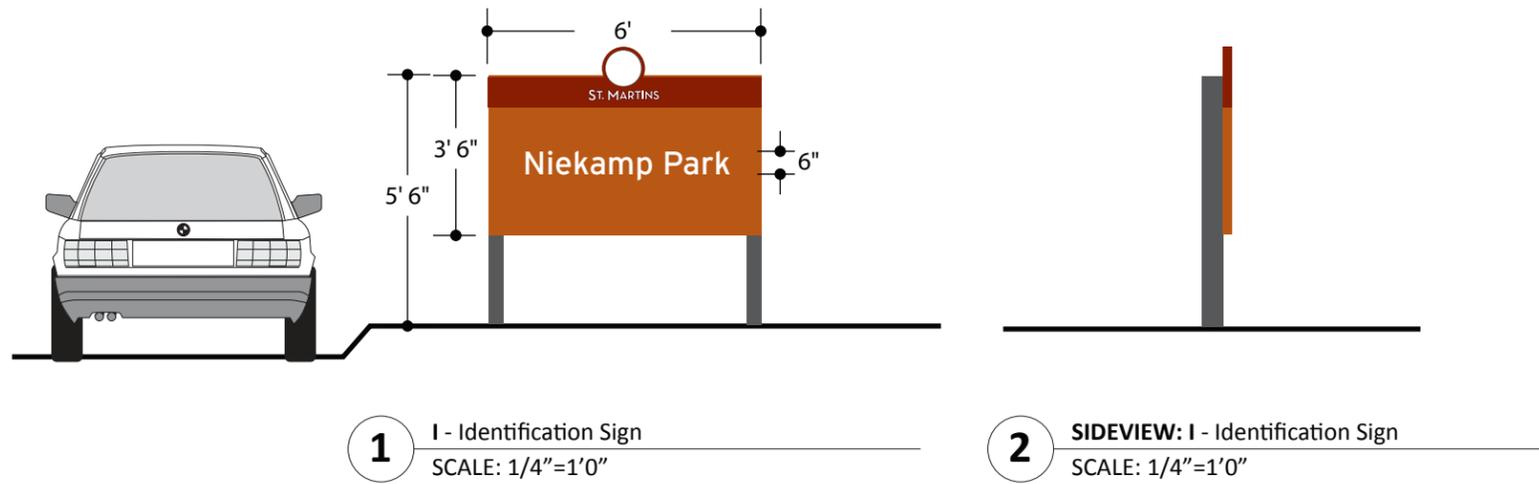
Other Features
The sign can be a freestanding sign or attached to an existing light pole to decrease visual clutter. It can be double or single-sided.

SIGN TYPE I
IDENTIFICATION SIGNS
 Double Post and Panel

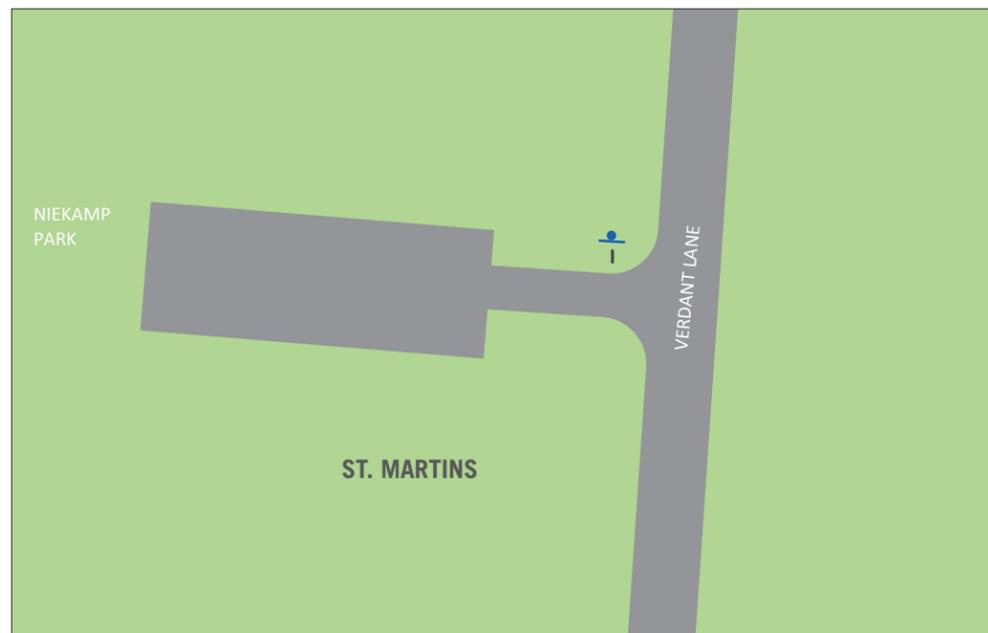
These signs can identify a location for those destinations that are not signed currently. They fit within the brand of the wayfinding system.

Location
 Site specific.

Other Features
 The sign type has a lot of flexibility depending on the existing conditions for the destination. Use this sign illustration as a guide.



Typical Location



SIGN TYPE J
DISTRICT MARKER
IDENTIFICATION SIGNS
 Post and Panel

Identifies entry into a district or municipality.

Functionality

- The main logo represents the CAMPO/Jefferson City region.
- District or municipality designation is included.
- Color hierarchy is established

Location

Place at entry points into a district where wayfinding signage may be minimal. This sign type may not be needed for every entry point.

Other Features

The sign can be a freestanding sign on a standard I-beam steel pole or ornamental pole. It can also be attached to an existing light pole to decrease visual clutter.



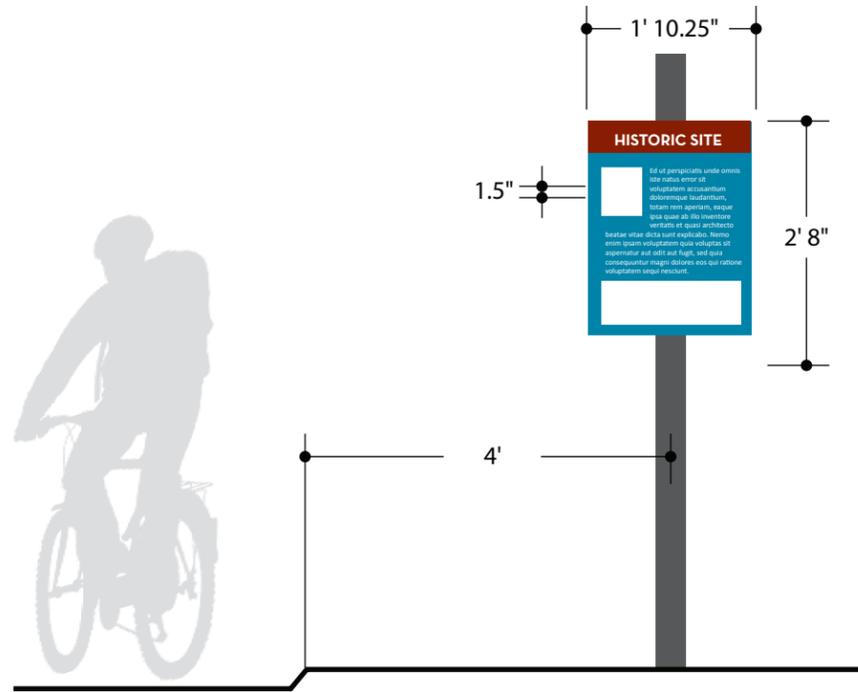
1 J - District Marker
 SCALE: 1/2"=1'0"



2 J - District Marker on existing pole
 SCALE: 1/2"=1'0"

Typical Location





NOTES: Phenolic printed sign

1 K- Interpretive Sign
SCALE: 1/2"=1'0"

SIGN TYPE K
INTERPRETIVE SIGNS
Post and Panel

Provides information or educates users on specific destinations, attractions or historic sites.

Functionality

- Flexible template for all types of information

- Size variation
- Color hierarchy is established

Location

Site specific.

Other Features

The sign can be a freestanding sign on a standard I-beam steel pole, ornamental pole or existing uprights. It can also be attached to ADA accessible posts for wheelchairs to fit under.