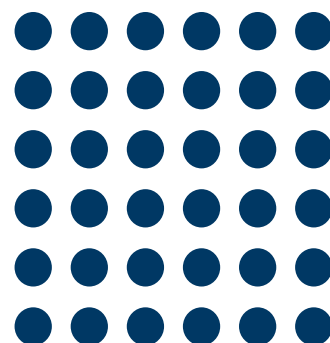
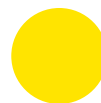


**CITY OF COLUMBUS, INDIANA**

# Bicycle and Pedestrian Network Wayfinding and People Trail Visual Identity



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# INTRODUCTION

## REGULATORY AND WARNING SIGNS

This document outlines an overview of brand and wayfinding standards and does not include information on regulatory and warning signs. Regulatory and warning signs and pavement markings shall be installed on each facility and will be reviewed by the City Engineering Department. Such signs and pavement markings shall generally comply with the Manual on Uniform Traffic Control Devices (MUTCD).

This document does not include guidance for the use of regulatory and warning signs and pavement markings for vehicular traffic on streets. Signs for on-street bicycle facilities, such as bicycle routes and bicycle lanes shall comply with MUTCD.

Other signs and pavement markings as detailed in this Appendix are specific to off-street bicycle and pedestrian facilities, including, but not limited to, People Trails, sidewalks, and shared use paths. The use of these signs and markings shall generally follow the MUTCD. The design of such signs, to be most effective, will differ from the MUTCD. Upon approval of this Appendix, the City acknowledges that the differences have been considered and the City hereby accepts these differences and believes that the signs and markings contained herein will be effective and promote safety of the users.

## ABOUT THE PROCESS

Columbus-based designers Brooke Hawkins, Graphic Designer and Rachel Kavathe, Landscape Architect were selected to create a design for the Bicycle and Pedestrian Network Wayfinding and People Trail Visual Identity.

The design team held several meetings in 2021 to gather information from City staff and key stakeholders to better understand the current strengths and weaknesses of the bicycle and pedestrian network, as well as opportunities for future improvements. Meetings were held with the

Bicycle and Pedestrian Infrastructure Team, the Bicycle and Pedestrian Plan Steering Committee, a focus group of local bicyclists and pedestrians, as well as a meeting with the president of the Park Board, Mark Levett. Input received during these meetings helped to guide the design for the visual identity and wayfinding system.

In addition, the design team reviewed existing documentation on the current state of the system to better understand opportunities for improvement. The team reviewed information provided by the City, including bicycle and pedestrian crash data, conflict point data, intersections marked for improvements, and a demand analysis conducted as a part of the Bicycle and Pedestrian Plan update process. The team also reviewed community input collected by the City, including the online mapping tool public comments and the results from the community survey conducted as a part of the Bicycle and Pedestrian Plan update process.

Furthermore, the team reviewed the bicycle and pedestrian facility maps provided by the City, as well as the working draft of the Bicycle and Pedestrian Plan update document. The team also reviewed bicycle and pedestrian count data conducted in 2020 along at Haw Creek Trail near Lincoln Park and Jonathan Moore Pike Trail. Finally, the City of Columbus ADA Self-Evaluation and Transition Plan for the Public Right-of-Way, MUTCD and NACTO Urban Bikeway Design Guide were reviewed prior to initiating the design process. All of this information helped to inform the design process for the creation of the wayfinding system and visual identity.

The team also researched the existing visual identity used throughout the People Trail as well as other locations on the bicycle and pedestrian system as a whole. Finally, an inventory of the People Trail and locations throughout the system was conducted to better understand opportunities and challenges for the visual identity and wayfinding project. Three guiding principles were developed for the citywide wayfinding system and the People Trail visual identity.

## GUIDING PRINCIPLES

- Help users reach their destinations with the goal of reducing stress to bicyclists and pedestrians using the system.
- Focus on areas where the system transitions from one facility type to another, and at intersections, with the goal to not only assist user navigation and awareness, but also to increase safety.
- Design for both recreational users and transportation users, new users and experienced users.

## MULTILINGUAL TEXT

In order to promote inclusivity and ease of network use by all residents and visitors in Columbus, the use of multilingual text should be considered for all signage at the time of implementation.

## CONSISTENCY

Consistency is integral to the success of the project. The Bicycle and Pedestrian Network Wayfinding and People Trail Visual Identity is intended to be used as a whole system. If wayfinding is implemented in phases, the intuitive wayfinding elements should be installed in conjunction with other signage to ensure visual cohesion. Installing only parts of the sign family and/or only parts of the intuitive wayfinding elements will not effectively provide users with the needed visual cues for navigating the wayfinding system.

The visual identity and wayfinding system must be presented consistently. Colors (print, digital, paint, etc.), typefaces/fonts, materials, and vendors should be carefully researched, designed, and documented throughout the implementation phases.

Maintaining consistent wayfinding will allow users to recognize, trust and depend on the system. If information is presented inconsistently, or not fully implemented throughout the trail network, awareness and efficacy of the system will be diminished, potentially resulting in confusion, lack of trust, or disregard for the wayfinding system.

## DESTINATIONS

Through earlier surveying and public meetings conducted in conjunction with the Bicycle and Pedestrian Plan update, the destinations listed below were considered most highly desirable for access from the bicycle and pedestrian network. The design of the Bicycle and Pedestrian Network Wayfinding and People Trail Visual Identity is intended to navigate users to these destinations. For this reason, the implementation of the wayfinding system must start with the end destination in mind.

- Key employment locations and busy shopping centers should be part of wayfinding system for those using the system for transportation purposes.
- The People Trail is not only a means to other destinations but is itself its own destination. As such, directing users to prominent sites and amenities along the trail should be part of the wayfinding system.
- Connections and wayfinding to and from transit stops to the bicycle and pedestrian network are important for those using the system for transportation purposes.

### Top Destinations:

- Downtown
- Parks / recreational areas
- Schools
- Fairgrounds
- Key shopping centers
- U.S. 31
- Jonathan Moore Pike
- Architecture tour sites
- Tipton Lakes area
- Airport
- Key employment locations
- Prominent sites and amenities along People Trail
- Transit stops
- Government offices

## NAMED TRAILS

Popular trail sections are typically referred to by the name of a nearby destination (i.e. Haw Creek Trail). In order to maintain consistency and bring awareness to the People Trail system, include “People Trail” in the official name (i.e. Haw Creek People Trail).

Sections of trail not named by a nearby destination (i.e. 1821 Trail) should be referred to in wayfinding by their name and treated like a destination, similar to a park or school.

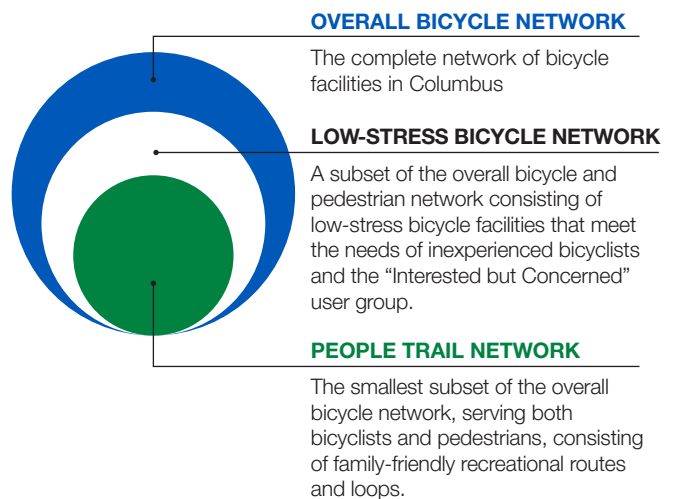
Popular routes or loops (i.e. Columbus Loop) should be referred to on maps and online information but not included in on-trail directional signage. Instead, point trail users to the next destination on the loop’s route.

## CO-BRANDING

When directing users along trails that run through neighborhoods, districts or other designated areas that have their own branding, the Bicycle and Pedestrian Network Wayfinding and People Trail wayfinding design and/or branding should maintain the established system outlined in this document. Avoid co-branding or producing Bicycle and Pedestrian Network Wayfinding and People Trail signage and wayfinding elements with other branding, colors or materials. Bicycle and Pedestrian Network Wayfinding and People Trail wayfinding can be minimized in these areas so as not to visually compete with other designed elements in the area.

## BICYCLE NETWORK SUBSETS

The People Trail network is a subset of Columbus’ overall bicycle and pedestrian network. It is comprised only of shared use paths, serving both bicyclists and pedestrians, and consists of low-stress, family-friendly recreational routes throughout the city. The citywide bicycle and pedestrian network consists of sidewalks and a system of both on- and off-street bicycle facilities, including the People Trail network. This document provides a wayfinding strategy for the citywide bicycle and pedestrian network, plus a specific visual identity and wayfinding strategy for the People Trail. Reference the City of Columbus Bicycle and Pedestrian Plan for guidance on what bicycle/pedestrian facilities are designated as a People Trail. See diagram below.



# WAYFINDING OVERVIEW

Wayfinding for the citywide Bicycle and Pedestrian Network and the People Trail are based on the same system. Both will use the same visual language through the use of icons, typography, and signage materials. Wayfinding for the People Trail has an expanded purpose, color palette and signage family.

## BICYCLE AND PEDESTRIAN NETWORK

**Purpose:** to guide and inform

**Color:** blue



Example of sign type for the citywide Bicycle and Pedestrian Network.

## PEOPLE TRAIL

**Primary purpose:** to guide and inform in detail

**Secondary purpose:** to bring awareness of the People Trail and to increase the quality of trail experience (placemaking).

**Colors:** Primarily green with expanded palette



Examples of sign types for the People Trail.

## ICONS

Icons should appear in white, Bright Blue (for Bicycle and Pedestrian Network) and Green (for People Trail). Under special circumstances, icons may appear in black.

Icons added to this group should be similar in style and created as vector artwork to ensure flexibility of color and scale.



Bicycle Trail  
and/or Bicyclist



Pedestrian  
Walking



Pedestrian  
using Wheelchair



Repair Hub



Art, Architecture & Design



Nature



Caution



(example)

QR Code for Map



Arrows

## TYPOGRAPHY

# Helvetica

Type plays an important part in building the People Trail and Bicycle and Pedestrian Network wayfinding system. Helvetica is bold and contemporary and embodies the brand personality.

Four weights of Helvetica can be used.

### Helvetica Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### Helvetica Roman

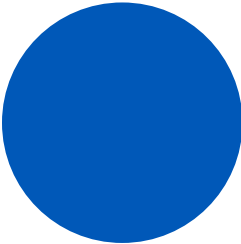
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# BICYCLE AND PEDESTRIAN NETWORK WAYFINDING

## COLOR



Pantone 2935 C

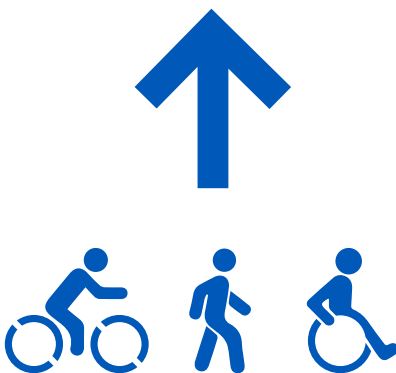
CMYK 100 68 4 0

RGB 0 85 184

#0055b8

Bright Blue is the primary color for the citywide Bicycle and Pedestrian Network wayfinding.

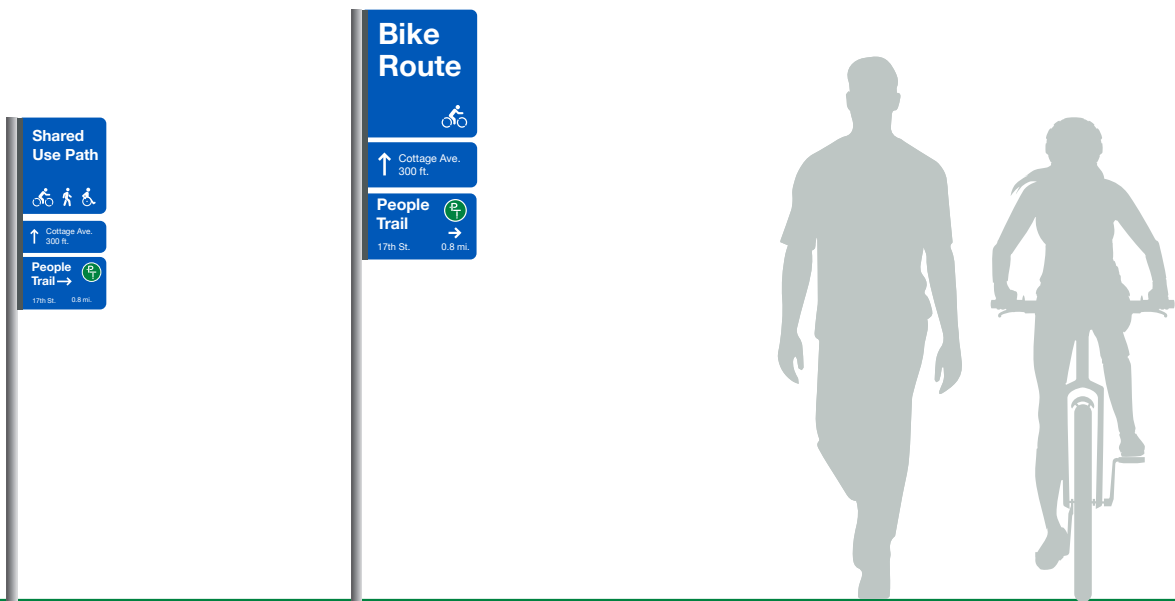
## GROUND MARKINGS



Ground markings can be used to indicate where bicyclists are permitted, and which areas are safe only for pedestrians.



# SIGN FAMILY



Shared Use Path  
Directional sign

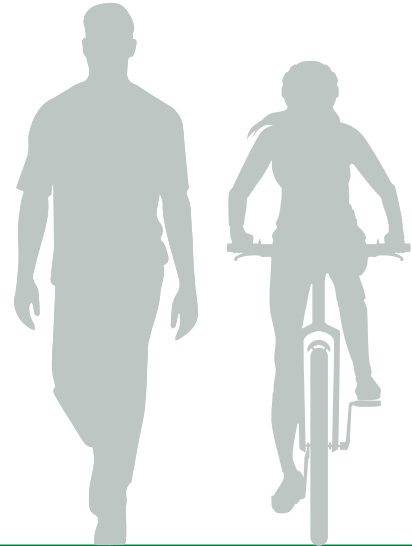
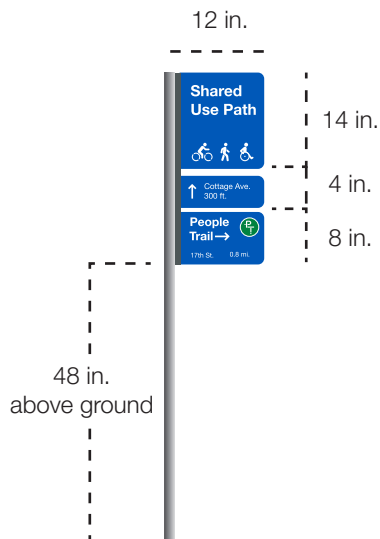
Vehicular  
Directional sign

The Shared Use Path directional sign is intended to be utilized along shared use paths outside of the People Trail network and along sidewalks in some situations.

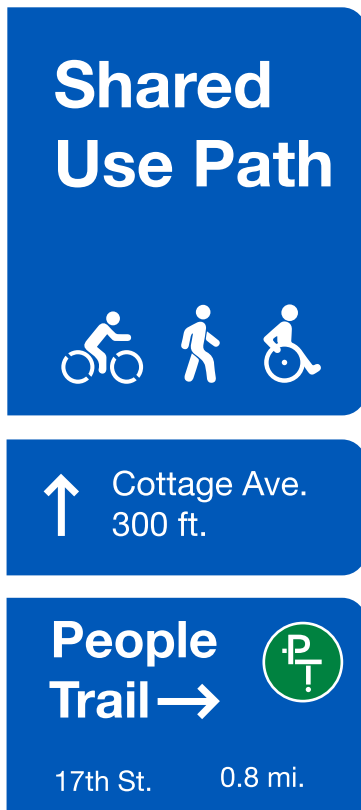
Renderings included throughout this document are conceptual, and are not for construction. Actual signage and wayfinding may vary.

## SIGN FAMILY

### SHARED USE PATH DIRECTIONAL SIGN



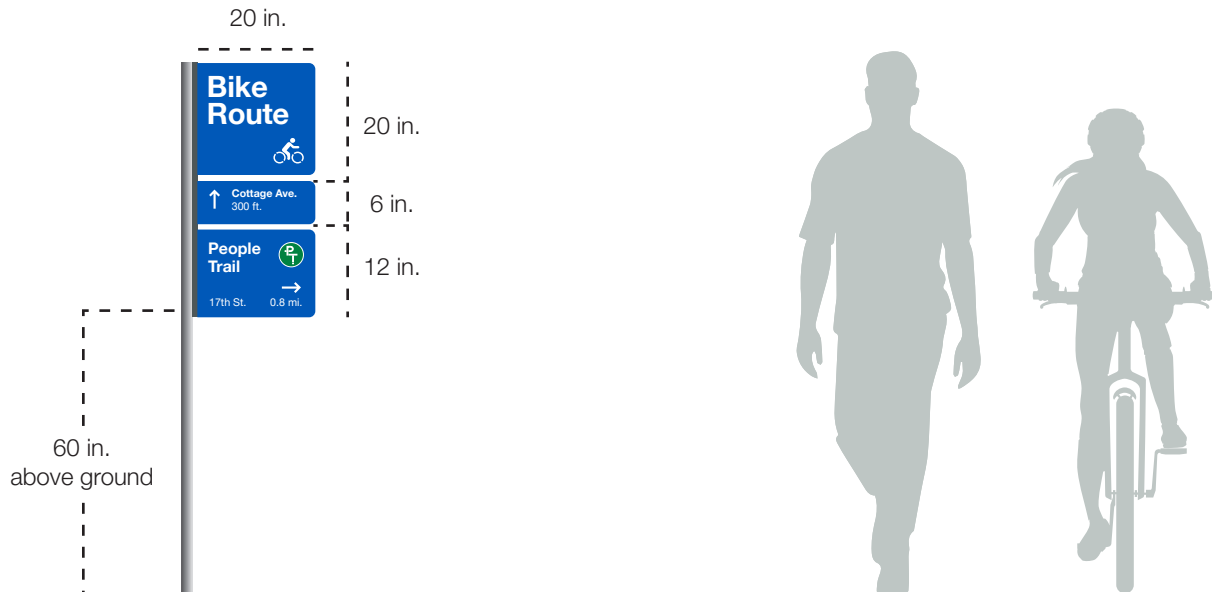
Shared Use Path directional signage is intended to be pedestrian-scale and used in locations where people will view the sign primarily on foot, or on bike along off-street facilities.



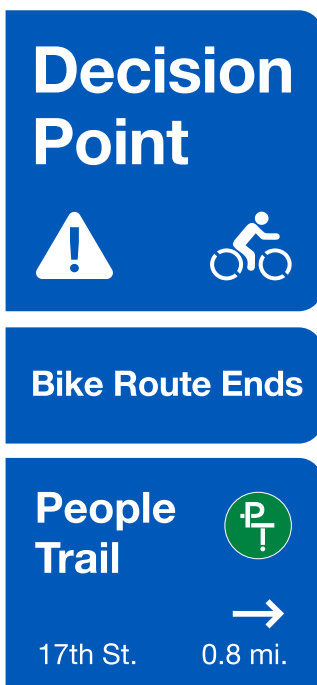
- Maintain a 1 in. margin on all directional signage.
- Primary message is to be set in 150 pt Helvetica Bold or 100 pt Helvetica Bold, whichever is larger. Top-left justified
- Icons are spaced evenly across the bottom margin.
- Maintain a 1 in. margin on all directional signage.
- Location name is to be set in 50 pt Helvetica Bold. Street to be set in 50 pt Helvetica Roman.
- From shared use paths, signage points users to the People Trail using a blue sign with a green People Trail symbol.

## SIGN FAMILY

### VEHICULAR DIRECTIONAL SIGN



Vehicular directional signage is intended to be used in locations along a roadway and where bicyclists may be merged with vehicular traffic. Signage in these locations should be sized appropriately to be visible while approaching at higher speeds. The Vehicular Directional Sign will be utilized along bike lanes, bike routes, and cycle tracks.



- Maintain a 2 in. margin on all directional signage.
- Primary message is to be set in 340 pt Helvetica Bold or 260 pt Helvetica Bold, whichever is larger. Sub message is set in 150 Top-left justified
- Icons are at bottom margin
- Maintain a 2 in. margin on all directional signage.
- Location name is to be set in 60 pt Helvetica Bold. Street to be set in 60 pt Helvetica Roman.
- From bike routes, bike lanes and cycle tracks, the sign will point people to the People Trail using a blue sign with a green People Trail symbol.

# PEOPLE TRAIL VISUAL IDENTITY

The standards for the People Trail visual identity provide a framework for wayfinding, brochures, ads, websites, presentations, t-shirts, murals and other collateral material. By following these guidelines, we will build a strong and recognizable identity.

## PERSONALITY

### Informative

Safe

Reliable

Clear & Concise

### Friendly

Spirited & Playful

Inspiring

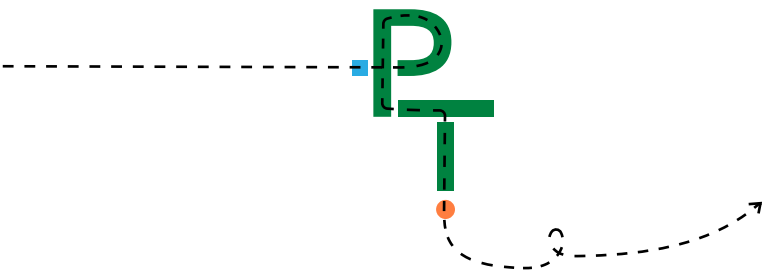
Loyal (it “looks” like Columbus)

## INSPIRATION

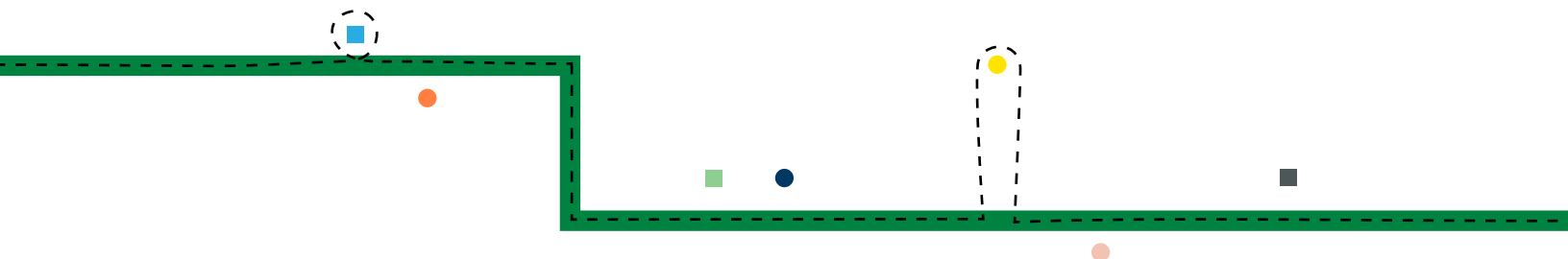
The inspiration for the visual identity and logo is based on the trail itself and the way we move along it. The identity represents connections: the physical connections the trail makes to places and the emotional connections we feel within ourselves and to our community when we use the trail.

P T !

The People Trail logo is made up of three elements “P”, “T”, and “!”.



The logo represents the trail and users moving along the path.



Colorful circles and squares represent destinations and points of interest throughout our community.

Note: the dotted line is not a brand element. It is used in this document to represent concepts.

## LOGO

The logo is the primary symbol and type used to represent the People Trail and how it serves our community. Correct, prominent usage of the logo will ensure brand consistency and effectiveness.

### HORIZONTAL LOGO

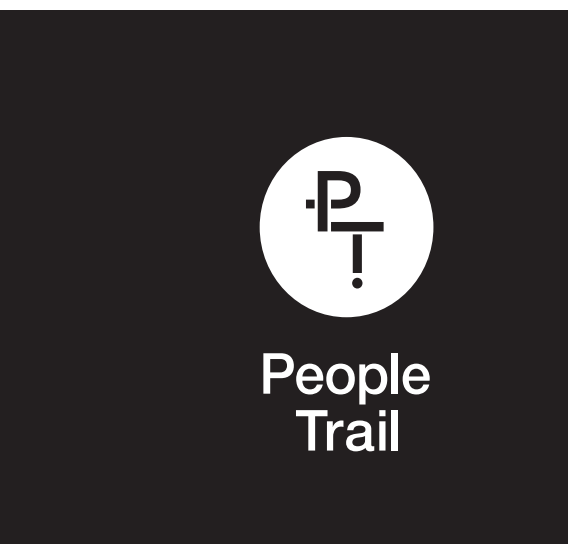


### VERTICAL LOGO



### SINGLE COLOR

Single color logos should be used only when it is not possible to use the full color version.



### ALTERNATE SYMBOLS

PT symbols can be used without text on signage and in a limited capacity. These can be used when the words "People Trail" appear elsewhere. (See the cover of this document. The round PT symbol is used because the document has "People Trail" in the title.)



## CLEAR SPACE

A minimum clear space must be maintained around the logo at all times. The amount of space required depends on the usage.

The height of the “PT” in the graphic symbol is the most commonly required amount of clear space around the logo.



Exceptions to the clear space requirement will be permitted only for wayfinding signage where space limitations and readability are factors. The height of the curve of the “P” in the graphic symbol is the minimum required amount of clear space around the logo on wayfinding signage.



## LOGO MISUSE

It is important that we don’t jeopardize the integrity of the logo and graphic symbols. These examples are just some of the ways our logo must not be used.



Do not condense, stretch, reshape, add to or alter the logo in any way.



Do not use circle symbol with a different typeface or font (see section on typeface).

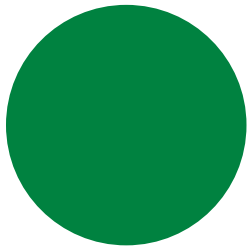


Do not use effects such as drop shadow, outer glow, bevel/emboss on the logo.



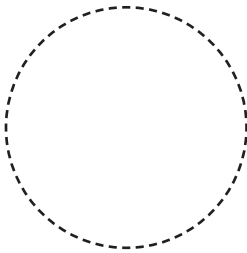
Do not allow images or the background to show through the symbol (the “PT” in the symbol should be white).

## COLOR PALETTE



Pantone 348 C  
CMYK 100 4 87 18  
RGB 0 133 61  
#00853d

**Green and white are  
the main brand colors.**

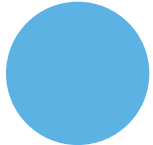


White  
CMYK 0 0 0 0  
RGB 255 255 255  
#ffffff



Pantone 164 C  
CMYK 0 63 78 0  
RGB 255 167 64  
#ff7f40

**Orange and blue  
are the accent colors  
in the logo.**



Pantone 2915 C  
CMYK 58 14 0 0  
RGB 95 179 288  
#5fb3e4

Additional colors are used as accents when emphasizing the playfulness of the identity.

Bright orange from the Parks Department “sun” logo



Pantone 489 C  
CMYK 5 27 25 0  
RGB 239 194 179  
#efc2b3



Pantone 3945 C  
CMYK 8 2 100 0  
RGB 243 229 0  
#f3e500



Pantone 1585 C  
CMYK 0 75 99 0  
RGB 242 101 35  
#f26523



Pantone 7737 C  
CMYK 27 15 20 0  
RGB 187 198 195  
#6ba43a



Pantone 445 C  
CMYK 69 54 54 30  
RGB 77 88 88  
#4d5858



Pantone 2955 C  
CMYK 100 78 36 29  
RGB 0 55 100  
#003764



Pantone 3435 C  
CMYK 87 45 78 49  
RGB 16 71 53  
#104735



Pantone 441 C  
CMYK 0 63 78 0  
RGB 255 167 64  
#71a850

## PHOTOGRAPHY

When using photography, it is important to use high-quality imagery that aligns with the brand personality. Professional photography, taken on the People Trail is preferred.



Photos by Don Nissen.  
Courtesy of Columbus Area  
Visitors Center.

## STOCK PHOTOGRAPHY

Sometimes stock images may be used. It is important to look at the landscape, pavement and buildings in the images and select photos that look like they could have been taken in Columbus.



## EXAMPLES OF PHOTOS NOT TO USE



Landscape indicates photo was not taken in Columbus.



Low quality (pixelated) image.



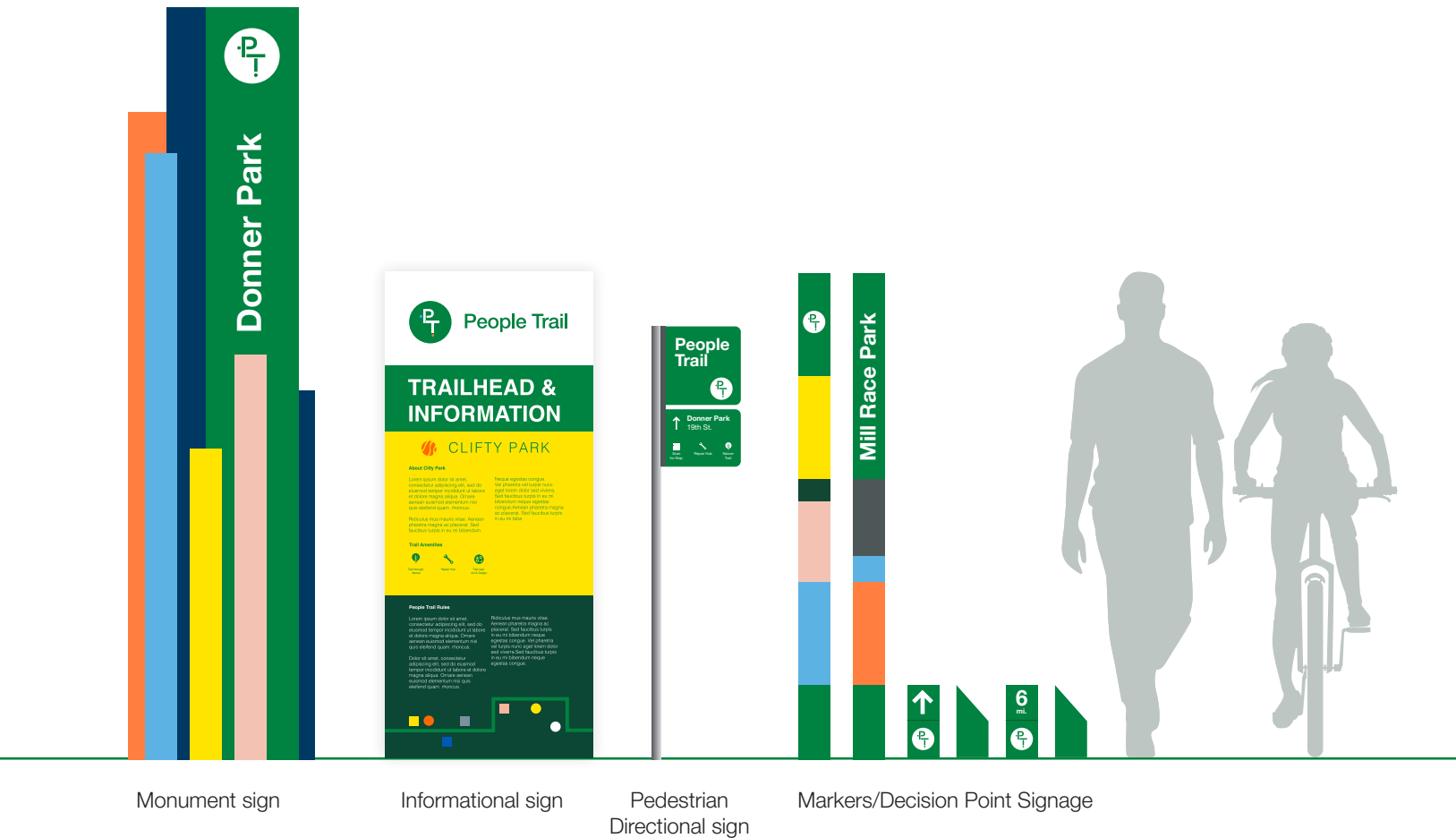
Images does not align with brand personality (too dark and not candid).

## EXAMPLES OF USE



# PEOPLE TRAIL WAYFINDING SYSTEM

## SIGN FAMILY



Renderings included throughout this document are conceptual, and are not for construction. Actual signage and wayfinding may vary.

## SIGN FAMILY

### MONUMENT SIGN CONCEPTS

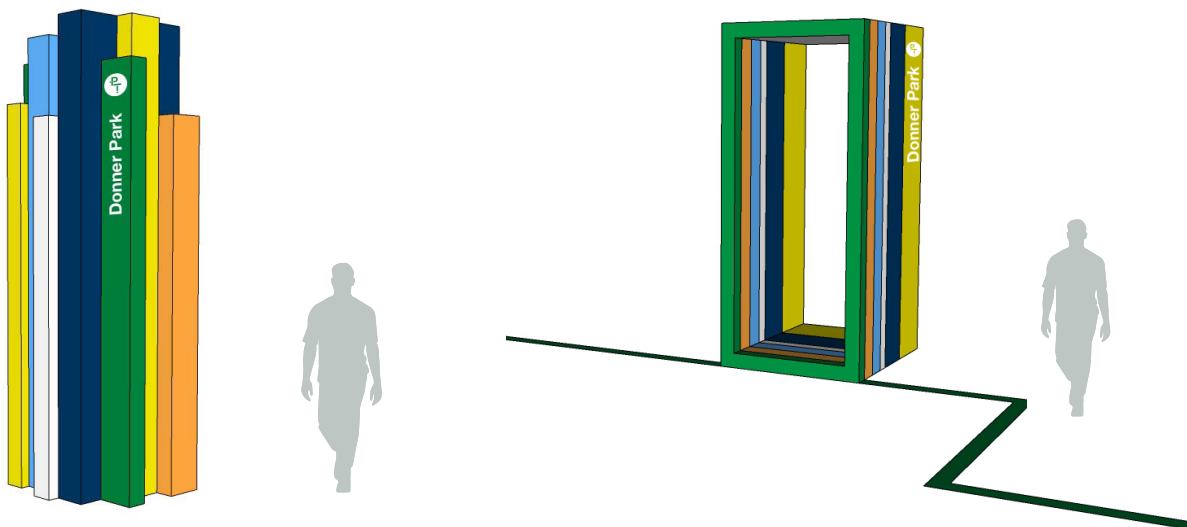
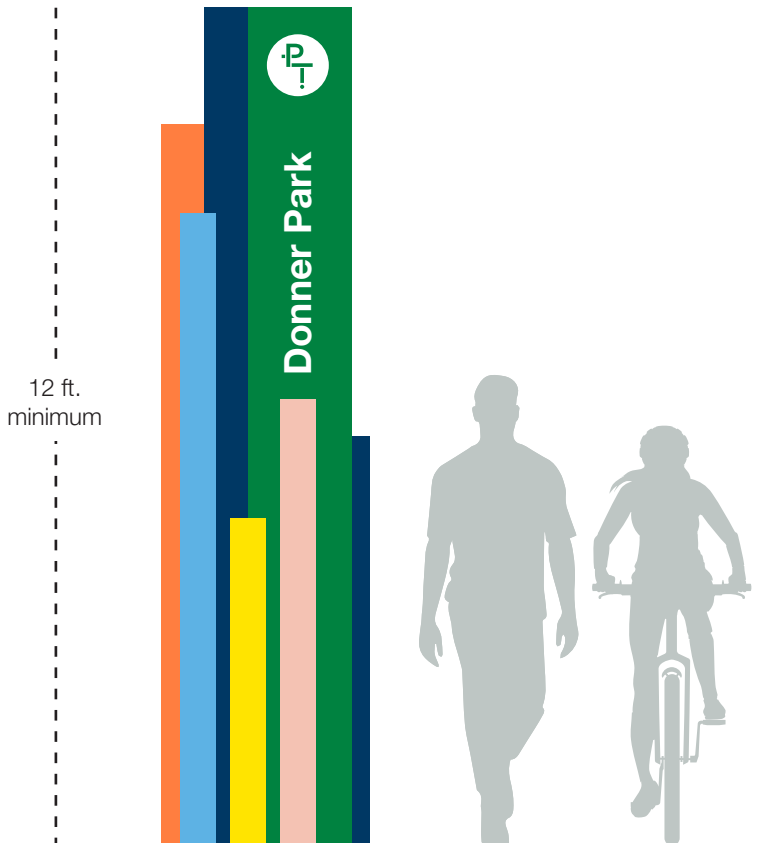
Monument signs are intended to be prominent sculptural features at key locations along the trail. The purpose of monument signs are to:

- Showcase the trail and raise awareness of the People Trail network at key locations, such as in parks or at a major trailhead
- Be artistic expressions of the visual identity
- Become sculpture attractions along the trail system
- Use the colors of the visual identity system for visual cohesiveness

For example, a monument sign could be placed along the People Trail somewhere near Central Avenue and State Street. At a prominent and highly trafficked location such as this, the monument will function as public artwork but also will raise awareness of the People Trail within the community.

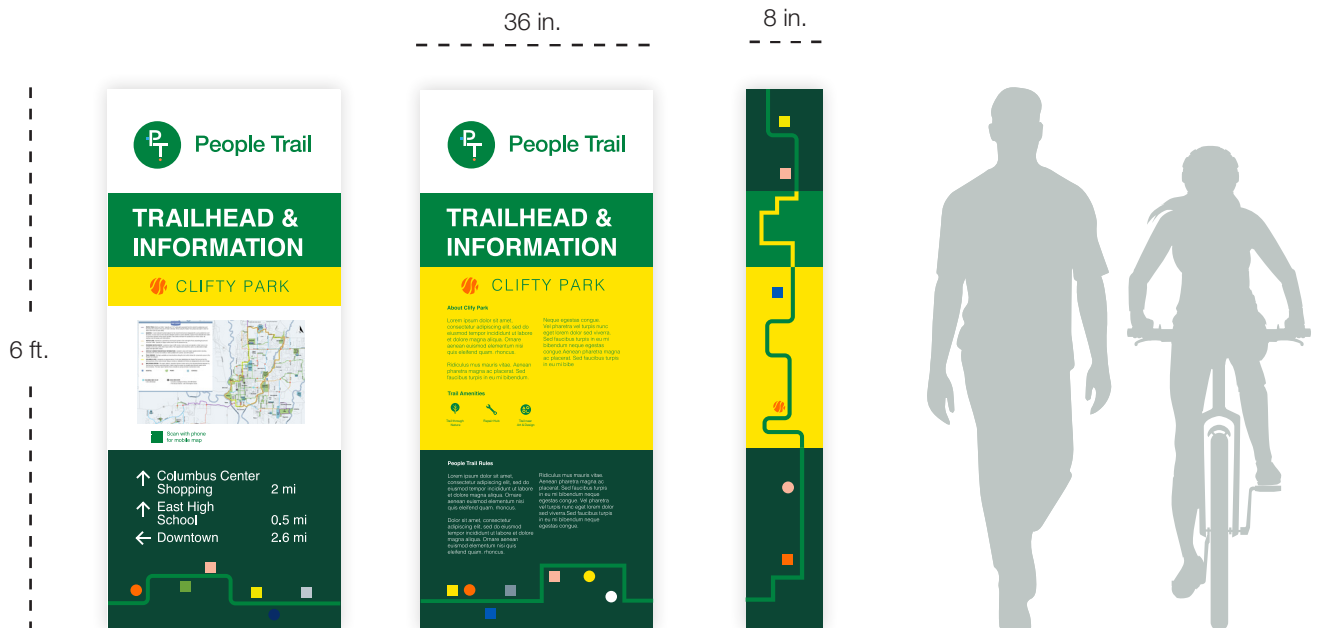
By using the branding colors and a sculptural element to mark prominent locations along the trail, the monument signage marks the trail location for those who may not be familiar with the network and also reinforces its brand identity.

Text on the monument is not needed when used as a sculptural element that is part of the overall wayfinding system; however, text could be used on the monument to recognize donors of the People Trail.



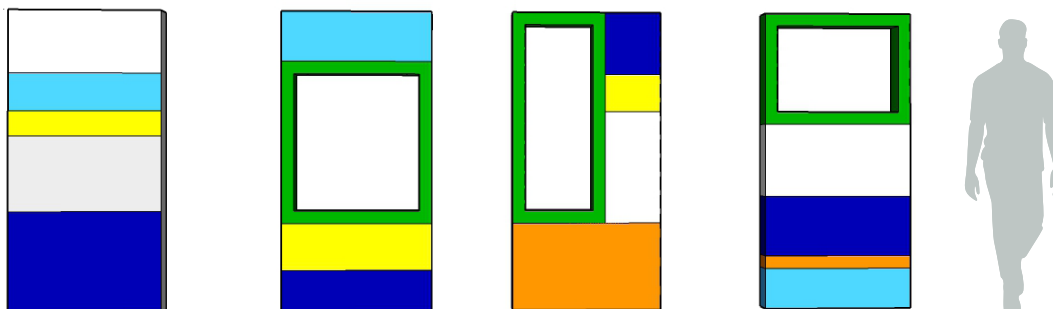
## SIGN FAMILY

### INFORMATIONAL SIGN



Informational signs are intended to be placed at People Trail trailheads. They include a variety of information specific to their location.

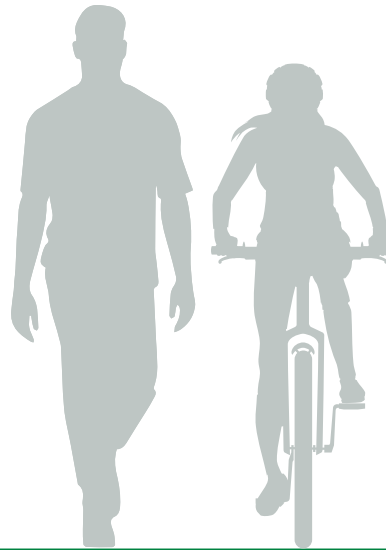
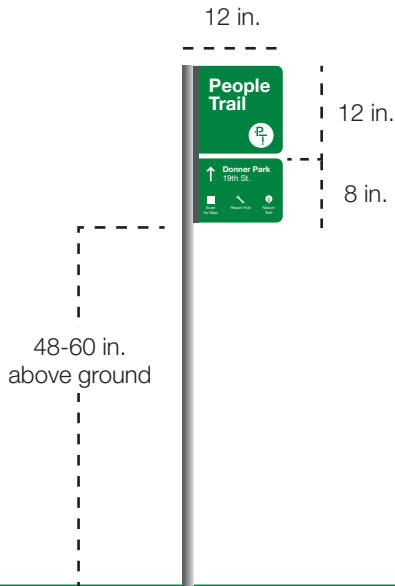
- About the location, using the icon system for quick reference
- Trail map with a “Your Are Here” marker and QR code for mobile phone access to maps, trail, and parks information.
- Directional information for destinations near by
- Trail rules
- Decorative branding elements are to be placed along the bottom and sides of the sign so as not to distract from the information.



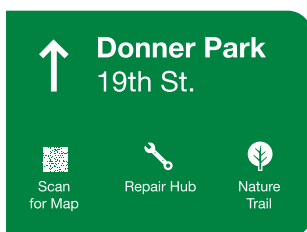
Variations of Informational sign. Open green rectangles could frame views of landscape, art, or architecture with information about the framed view on the sign.

## SIGN FAMILY

### DIRECTIONAL SIGN



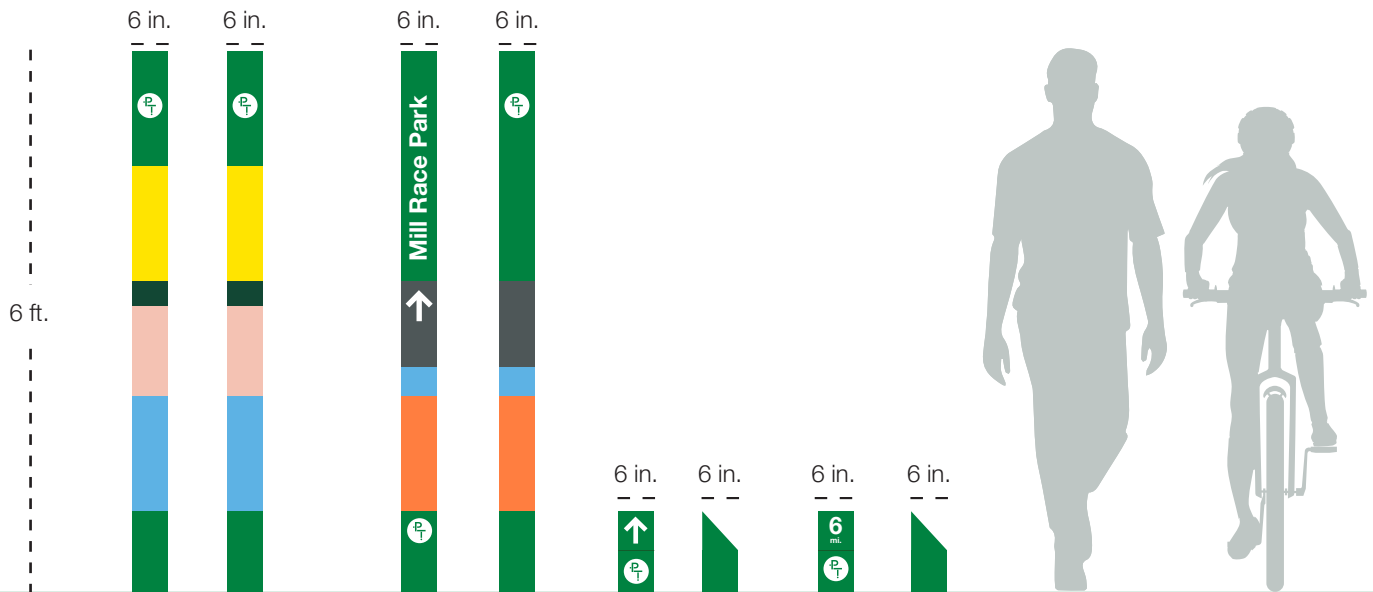
- Maintain a 1 in. margin on all directional signage.
- Primary message is to be set in 150 pt Helvetica Bold or 100 pt Helvetica Bold, whichever is larger
- Top-left justified
- PT Symbol is at Bottom-right margin



- Maintain a 1 in. margin on all directional signage.
- Location name is to be set in 50 pt Helvetica Bold. Street to be set in 50 pt Helvetica Roman.
- Ensure all text is sized to meet ADA standards

## SIGN FAMILY

### MARKERS/DECISION POINT SIGNAGE



Markers/Decision Point Signs are intended to be used in a variety of ways.

- Signs can be placed along the trail with the People Trail logo to provide visual cues and ensure people that they are heading in the right direction and remaining on the People Trail.
- Signs can be used where two facility types meet to help guide people toward their desired destination.
- Signs may include arrows or destination names to help guide users
- Small signs may include arrows and the People Trail logo to provide reassurance that they are still on the People Trail.
- Small signs may include mile markers in areas where users wish to track distances

## INTUITIVE WAYFINDING

### GROUND MARKINGS



The green line along the trail can be used in areas of the People Trail that are highly trafficked. The line provides assurance that users are on the official People Trail, and also helps to separate traffic on the trail. The green center line could also be used at sharp corners to ensure users remain on their respective sides of the trail. The line is not intended to be used along the entire length of the trail, but only in high traffic areas, at sharp corners, and/or for directional purposes.

Along hazardous edges of the trail, a line may be used for safety purposes to make the edge of the trail more visible to users. Lines along the edges should not use the color green.

The logo can be used directly on the trail in locations where it is not practical or necessary to use the solid line. The logo marking should be repeated along the trail to provide users with reassurance that they are on the correct path. These markings may occur approximately every 1/10th of a mile in areas where the route of the People Trail is more obvious to the user. In areas where the trail intersects other facility types, it may be necessary to use the logo more frequently, such as every 50-100 feet. Exact distances between logo markings should be verified in the field.

At locations where the trail and another facility type meet, the logo and directional arrows may be used to communicate the direction of the People Trail.

## INTUITIVE WAYFINDING CROSSWALKS



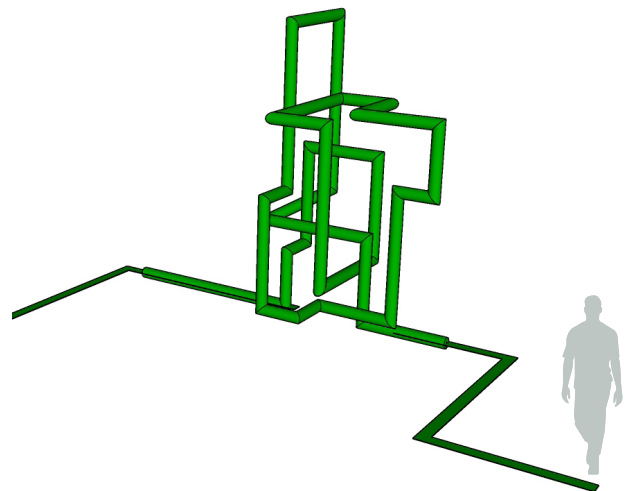
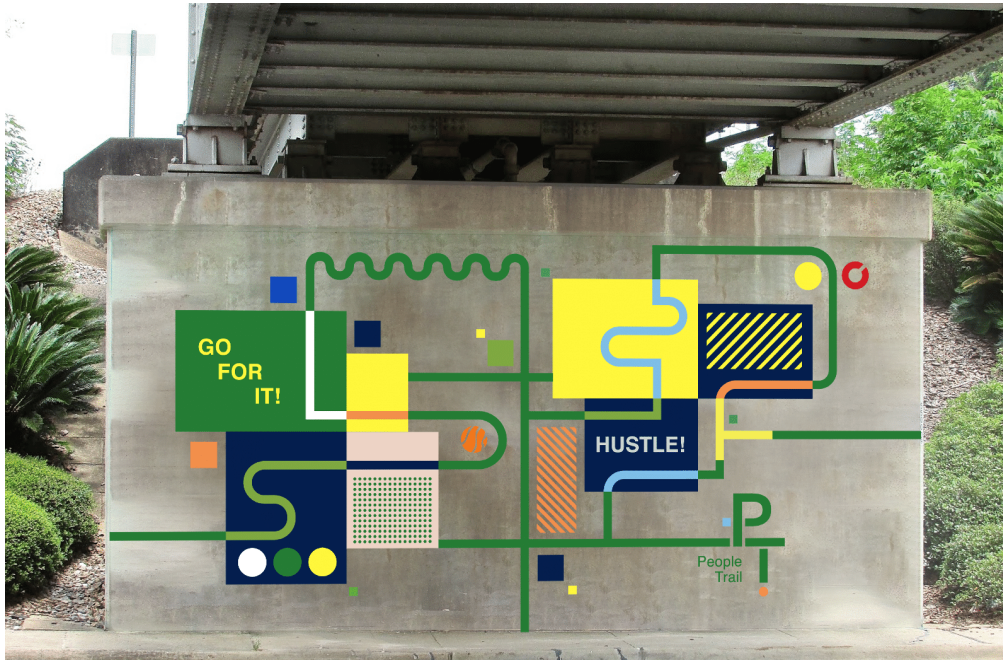
Crosswalk A is intended for prominent locations along the People Trail. The colors used match the visual identity system.



Crosswalk B can be used in less prominent locations to provide added intuitive wayfinding along the trail system.

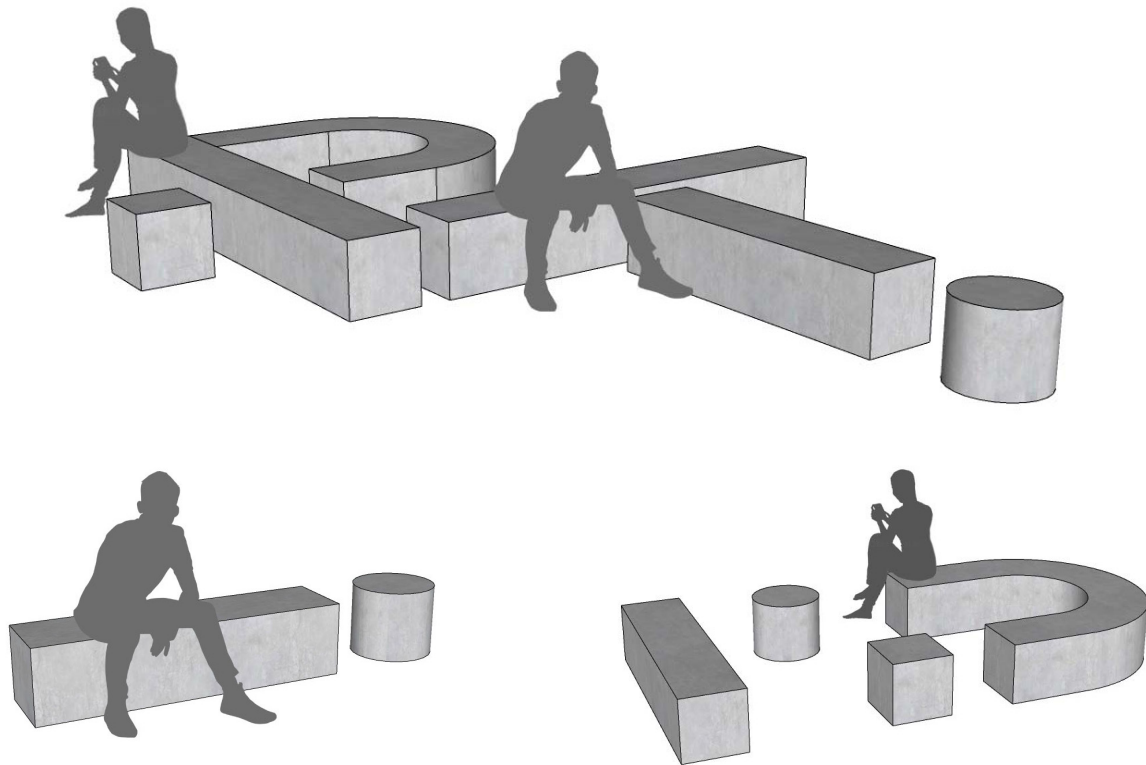
## INTUITIVE WAYFINDING

### ARTWORK AND PLACEMAKING



## INTUITIVE WAYFINDING

### SEATING AND TABLES



Concrete benches can be custom fabricated in the shape of the People Trail logo. The pieces that make up the logo can be taken apart and reconfigured in various layouts at different locations along the trail.



Colorful seating and tables can be placed along the trail, particularly in more highly trafficked areas, where people naturally may congregate or would enjoy an outdoor spot to each lunch. The seating example above is the Orbit seating collection from mmcite (mmcite.com). The LOW260 model in the Orbit line is a wheelchair accessible option for the collection.

**INTUITIVE WAYFINDING**  
LIGHTING



Bollard lights can be installed along the trail and programmed with RGBW LED lights that align with the People Trail color palette. The RGBW LED lights can provide a bright enough light to illuminate the trail for pedestrians.

Above: Forms+Surfaces Light Column Bollards in Stainless Steel with Satin finish shown in RGBW configuration.



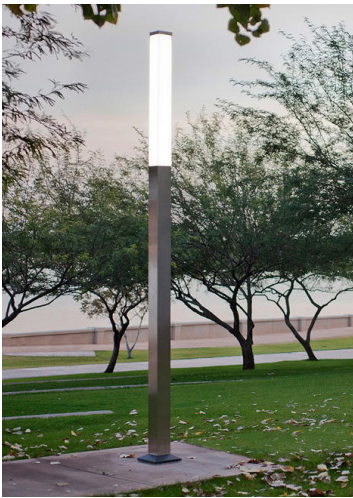
Above: Forms+Surfaces Light Column Bollards in Stainless Steel with Satin finish shown in RGBW white. These lights can be up to 6000K for a bright illumination of the trail.



Above: Forms+Surfaces Aptos Bollard can be configured for solar power.



Above: Forms+Surfaces Light Column Pedestrian Lighting



Above: Forms+Surfaces Rincon Pedestrian Lighting