



**NATIONAL MALL
AND MEMORIAL PARKS**

SIGNAGE GUIDELINES

October 2011

NATIONAL MALL AND MEMORIAL PARKS

Located in Washington, DC, the National Mall is America's greatest park and place of remembrance. Over fifty named destinations—monuments, memorials and museums—can be found within its over 400 landscaped acres. Each year millions of visitors stroll along the several miles of paths and walkways in search of specific Mall destinations or just discover sites and places along the way. Either way, the National Mall is a big place with many things to see and do.

WHY SIGN GUIDELINES?

Signs are a necessary part of any visit to the National Mall and Memorial Parks (NAMA). Signs point the way, welcome visitors and provide site orientation and identity as well as important information about the individual sites. Effective signage helps ensure comfortable and enjoyable visits. However, mismatched signs installed without a clear plan can detract from a visit and ultimately degrade a site and the National Mall itself. In 2011 a comprehensive sign program was approved and implemented throughout the site. Each sign in the program was designed for a specific communication need while sharing design elements with all of the program signs. Most sign communication needs were anticipated, resulting in a specific sign type for nearly every type of information.

While most sign needs were considered and met during the design process, there will be need for additional signs for the Mall as time goes on; new uses, future initiatives and site changes will necessitate new signs. These guidelines have been prepared to ensure that all new signs for the National Mall are designed and fabricated to either match existing signs or share design elements from the sign program.

HOW TO USE THESE GUIDELINES

Any new sign need should first be compared to the NAMA sign types shown in this booklet — *ideally, no new sign types should be necessary*. If an existing NAMA sign type will work, design the new sign to match the shape, size, colors, fonts and layout of the existing sign type. Note, that within most NAMA sign type formats, font size may be adjusted slightly, depending on message length.

However, if it is determined that no existing NAMA sign type will meet the needs for the new sign, create the new sign using the colors, fonts and layout 'look' of the most appropriate existing sign type.

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NAMA REVIEW OF SIGN DESIGNS AND PLANS

All proposed designs and sign plans and sign designs based upon these guidelines should be submitted to NAMA for review and approval. Please provide in electronic form proposed sign location plans and sign designs. Sign location plans may be site drawings or annotated site photographs showing proposed locations. Sign designs should include proposed layouts and all text.

FOR MORE INFORMATION

Contact the headquarters office the National Mall and Memorial Parks (000 000-0000) for more information about the sign program.



3-COLOR ARROWHEAD
FOR WAYFINDING AND
IDENTIFICATION SIGNS

COLORS
Pantone 1605 (sky)
Pantone 1615 (mountain)
Pantone 553 (green)



1-COLOR ARROWHEAD
FOR REGULATORY SIGNS

COLOR
Pantone 1615

National Park Service Arrowhead
Use only official Arrowhead artwork.
Do not redraw or try to create new artwork.

Frutiger 65 Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 /

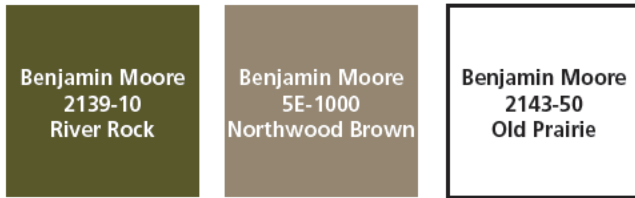
NPS Rawlinson OT, Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 /

NPS Rawlinson OT, Bold Italic

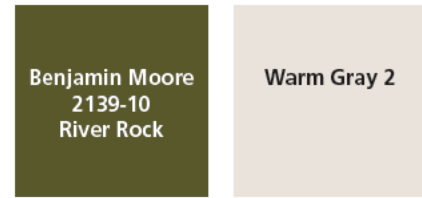
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 /

These type fonts have been selected for use on NAMA signs.
Use Frutiger for all headlines, titles and most short messages.
Use Rawlinson for running text and body copy and for
instructional wording on operational signs.



Identification Signs*

Use these colors on sign panels that identify places and things.



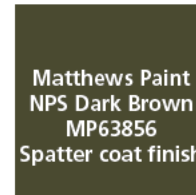
Visual Information Signs*

Use these colors on sign panels that present general information and instructions.



Regulatory Signs*

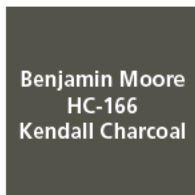
Use these colors on sign panels that display rules and regulations.



Frames and Structures*

Use this color for metal sign frames, legs and bases.

*These colors are standard National Park Service colors, prescribed in the *UniGuide*.



Pedestrian Guide Signs

Use this color for guide sign panels.



Map Kiosks

These colors are used on the map directories.

Overbar	Panel
PG030, PG031, PG032, PG033	PG030, PG031, PG032, PG033

These colors have been selected for use on NAMA signs.
All signs for NAMA should use only these colors.



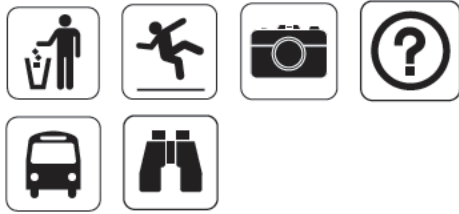
Many NAMA directional signs communicate by means of pictograms, or icons, that visually represent the many individual destinations. Each icon has been carefully designed approved by appropriate stakeholder groups.

Use only official icon artwork from NAMA.

Do not redraw the icons or try to create new artwork.

Icons must be accompanied by the written name in the format shown here.

Do not create new icons.



Icons for Recreational Activities



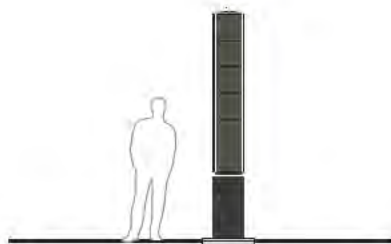
Icons for Rules and Regulations

Use only these icons on NAMA signs.



Arrows

Use only this official arrow.



PG001 Major Pedestrian Guide



PG002 Minor Pedestrian Guide



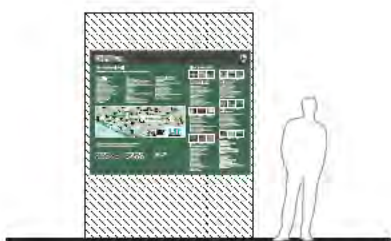
PG030 Major Map Kiosk



PG031 Minor Map Kiosk



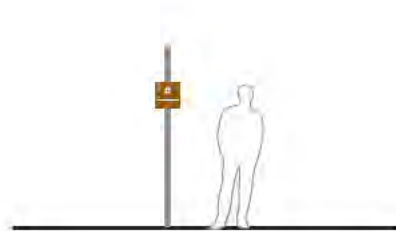
**PG032 Major Extended Map Kiosk
Visitor Welcome Zone**



**PG033 Major Map Kiosk
Wall mounted**

Wayfinding Signs

These sign types provide directions and orientation.



ID220 Ballfield & Parking Bay ID
ID221 Temporary Ballfield Maintenance ID



ID250 Parking Area ID



ID260 Restroom ID's



RR001 Site Rules & Regulations



RR011 Regulatory Post Mount, Single Reg
RR012 Regulatory Wall, Post, or Chain Mount
RR013 Directional Wall Mount



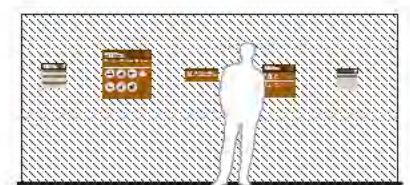
RR020 Regulatory Fence Mount Temporary



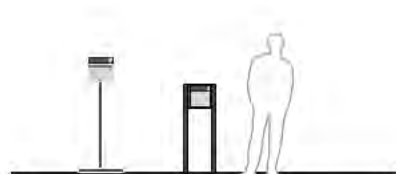
RR030 Low Profile Regulatory ground mounted
RR031 Low Profile Regulatory moveable
RR032 Low Profile Regulatory fence/chain mounted



RR040 Site Information moveable



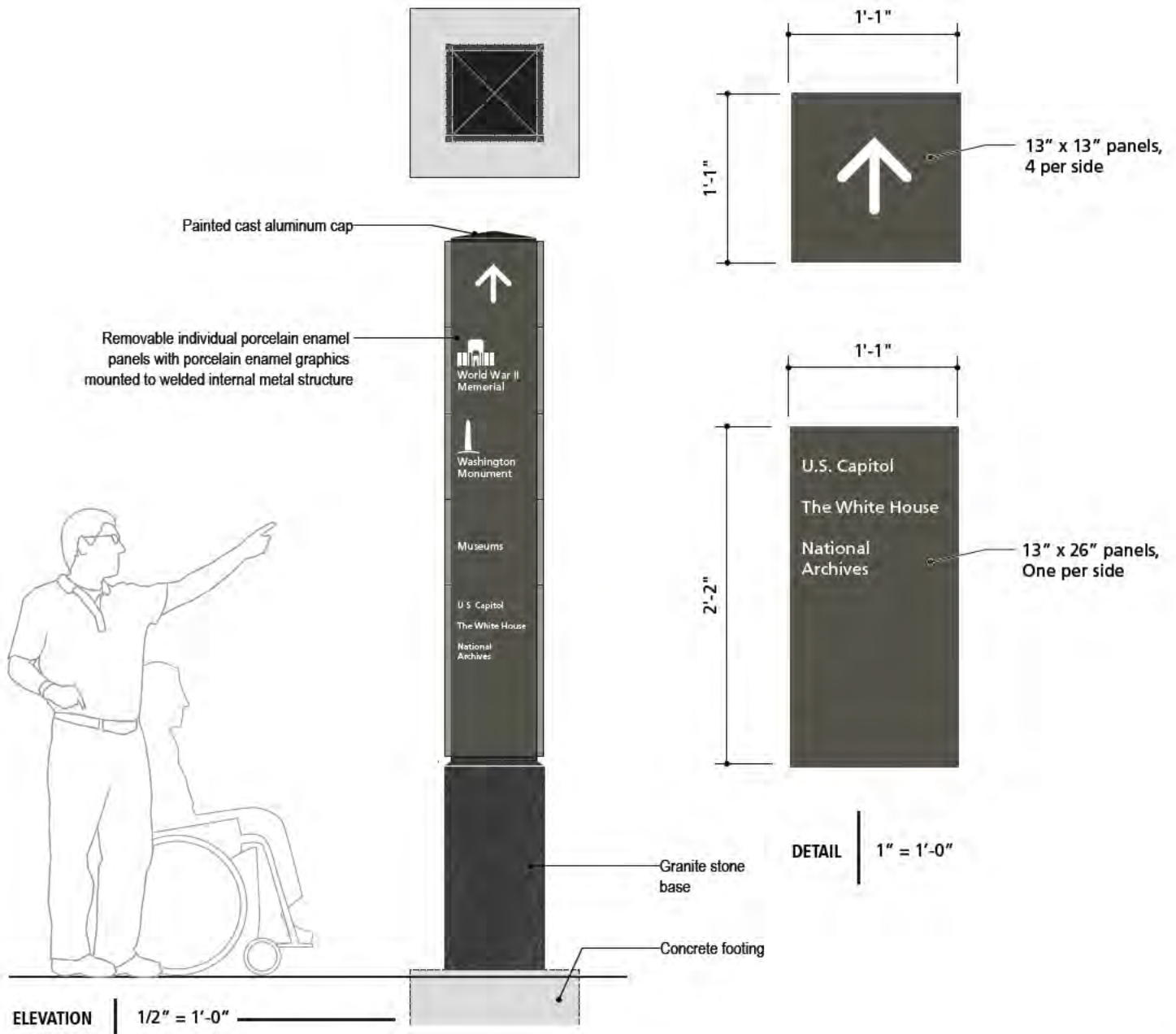
RR050 Facility Information wall mounted, 12"
RR051 Facility Information wall mounted, 24"
RR052 Reg. Wall Mount magnetized
RR053 Facility Information wall mounted, 16"
RR054 Facility Information wall mounted, 10"



RR060 Ranger Talk Info. moveable
RR061 12X12 upright

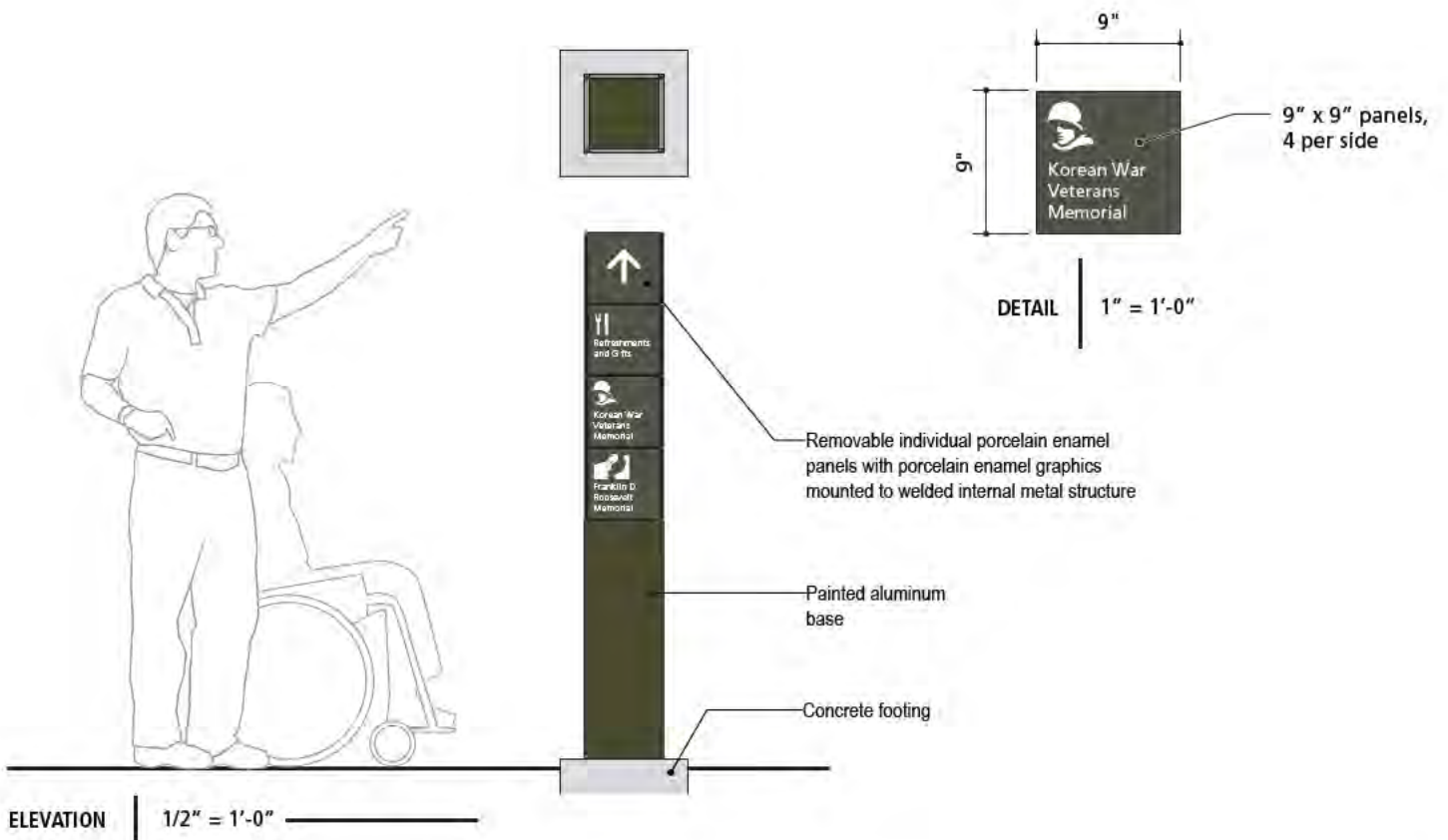
Operational Signs

These sign types identify sites and destinations and display regulatory and other information.



This is the primary wayfinding sign for the National Mall. Over forty of these vertical pylon signs have been strategically located around to provide directions to monuments, museums and Mall amenities.

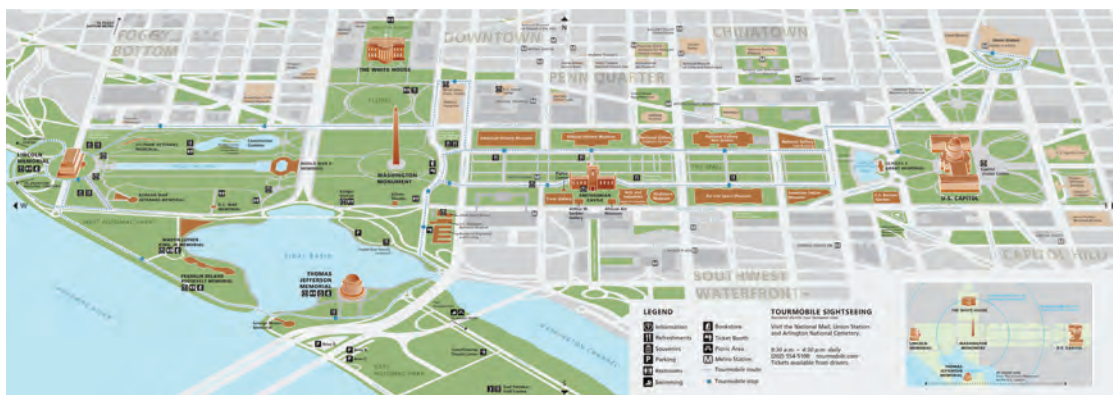
Do not attempt to replicate or create PG001 signs. Only NAMA can implement major directional signs.



This smaller pylon directional sign was designed for areas where the larger PG001 sign would be inappropriate. The PG002 sign type provides directions to monuments, museums and Mall amenities.



PG030 SOUTH FACING MAP



PG030 NORTH FACING MAP

To help visitors get oriented to the National Mall a special map was created. Designed in 'Birdseye' style, the map has both north-oriented and south-oriented versions. Note that in order to communicate effectively, some 'artist's license' was employed, altering the exact size of certain features.

The map is best used on signs that face only either north or south.



EAST POTOMAC PARK MAP

This map was specially designed to show East Potomac Park.



This sign type is the vertical map directory, placed at many entrances to the Mall. In addition to the map, the framed sign includes information about Mall sites and regulatory information.

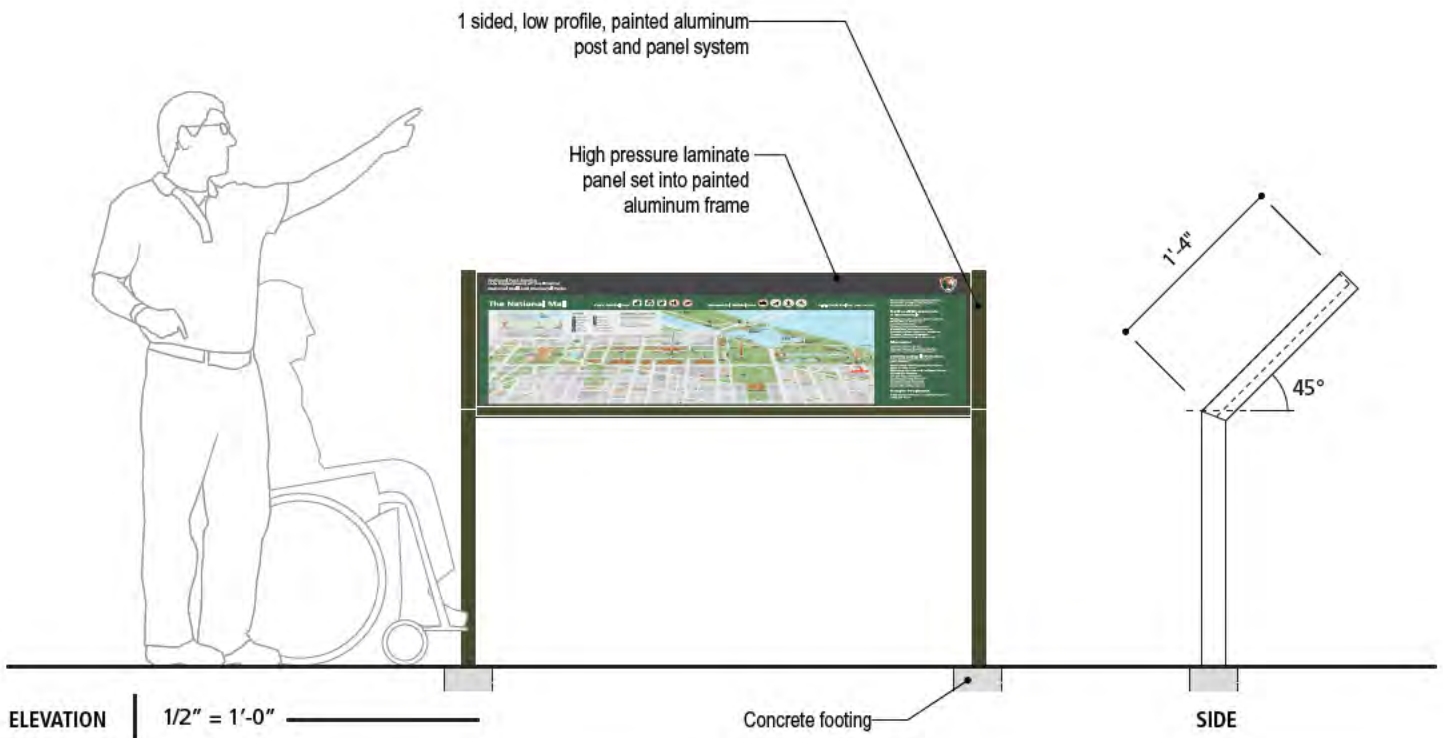
The back side of PG030 signs presents user-friendly Plan Your Visit information.

See Page 12 for panel layout.



DETAIL | 3/4" = 1'-0"

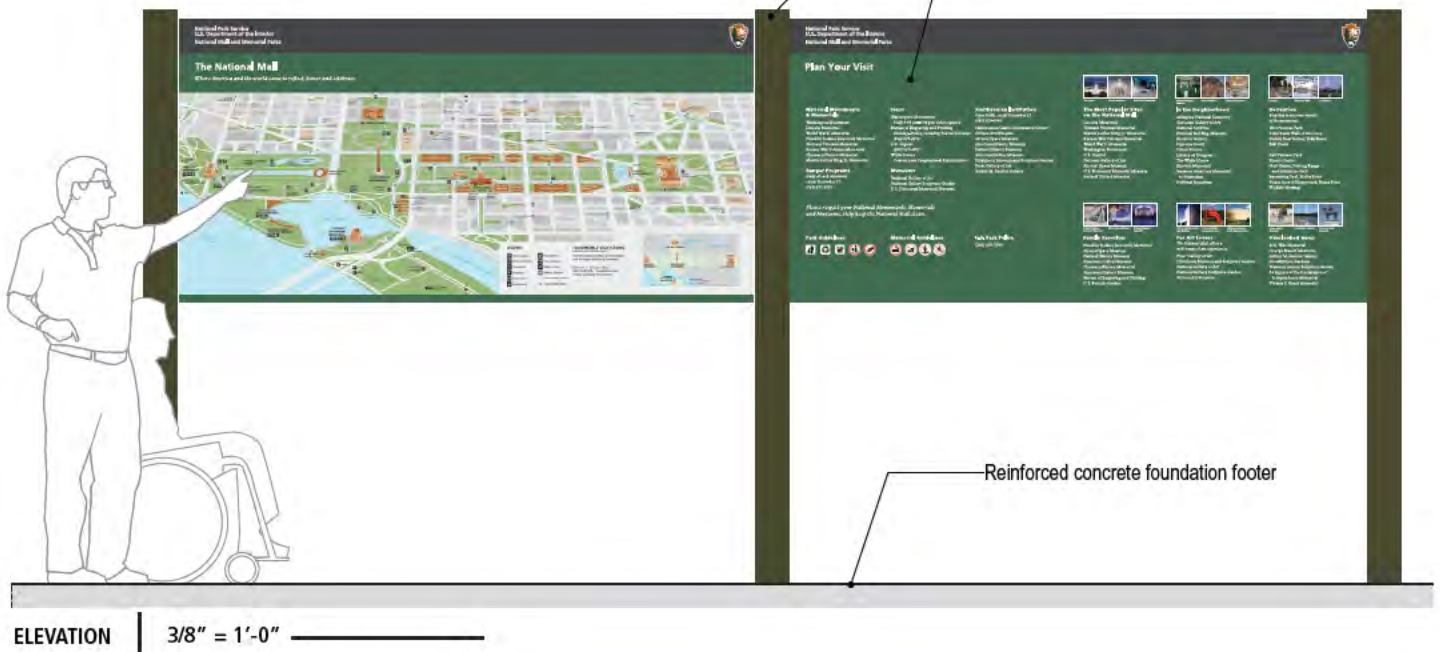
Shown here are layout details of the map directory. Other map directories, shown on Pages 13, 14 and 15 use the same design details.



This sign type is the low-rise map directory, placed at many entrances to the Mall. In addition to the map, the framed sign includes information about Mall sites and regulatory information.



DETAIL | 3/8" = 1'-0"



This unique large map directory was designed to greet and inform the large crowds exiting the Smithsonian Metro station. In addition to the map, the framed sign includes information about Mall sites and regulatory icons as well as user-friendly Plan Your Visit information.

The sign is double-sided, with the appropriate north or south-facing map.

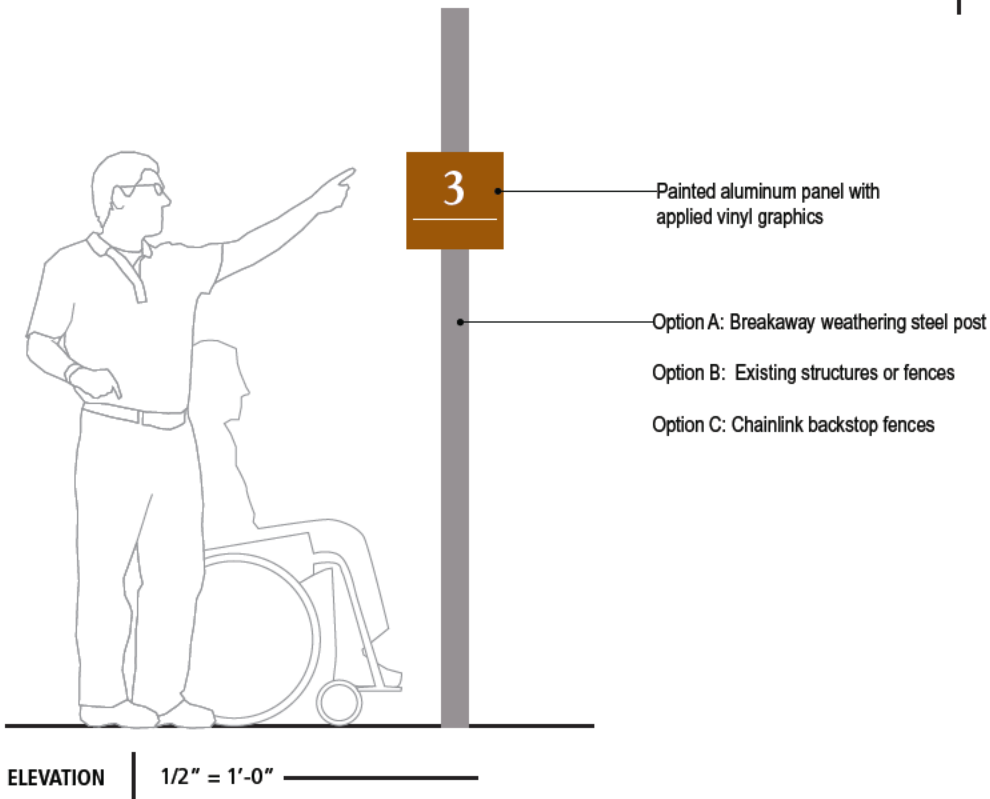
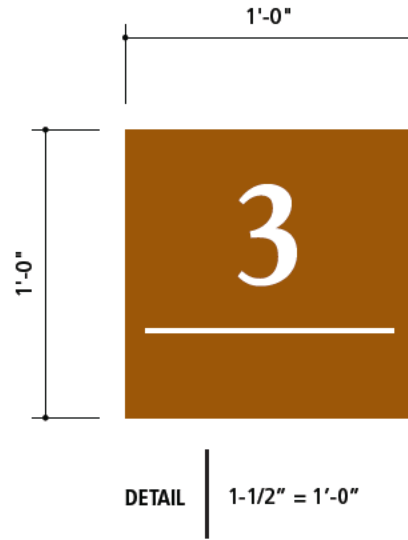


DETAIL | 1/2" = 1'-0"

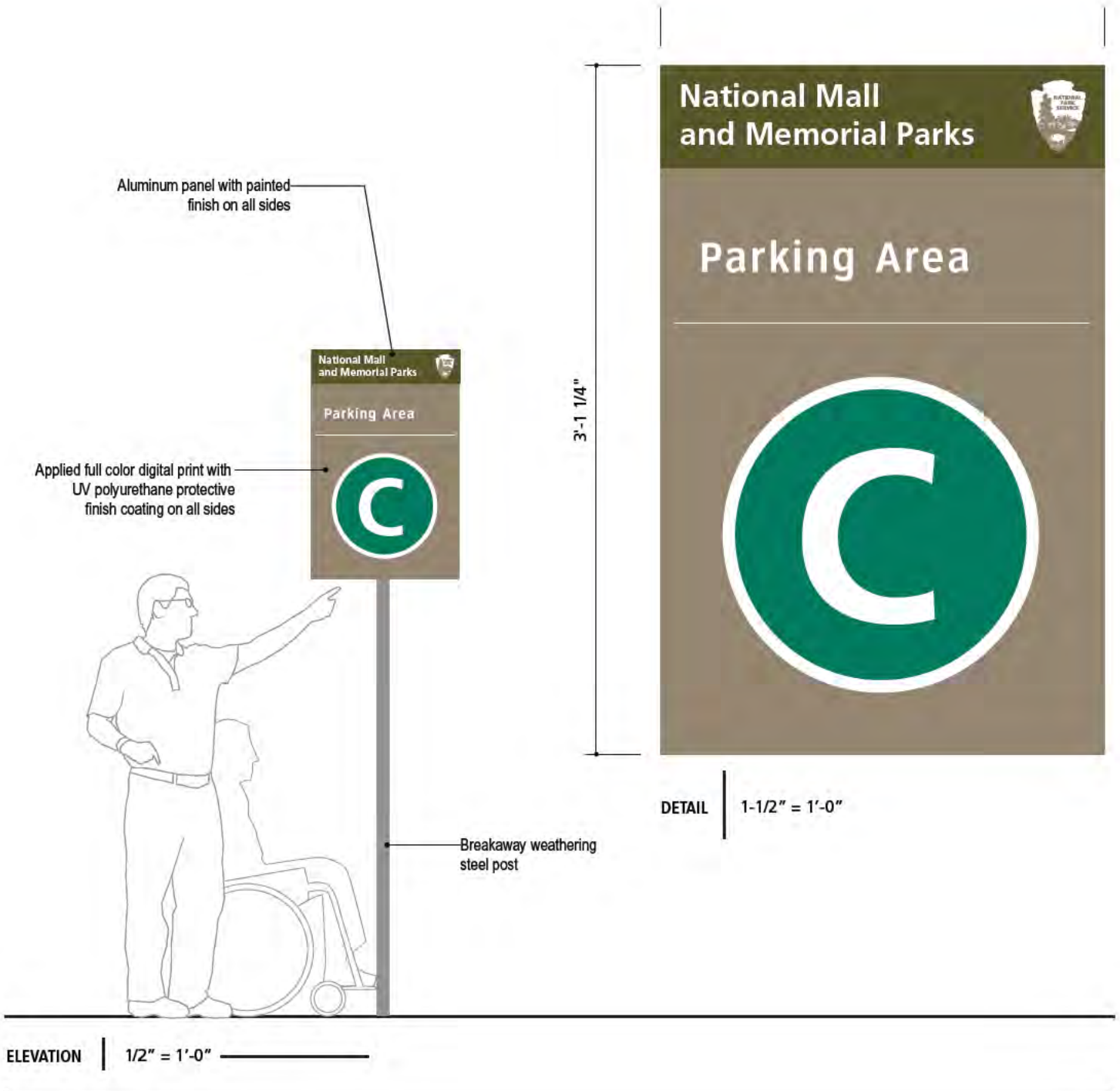


ELEVATION | 3/8" = 1'-0"

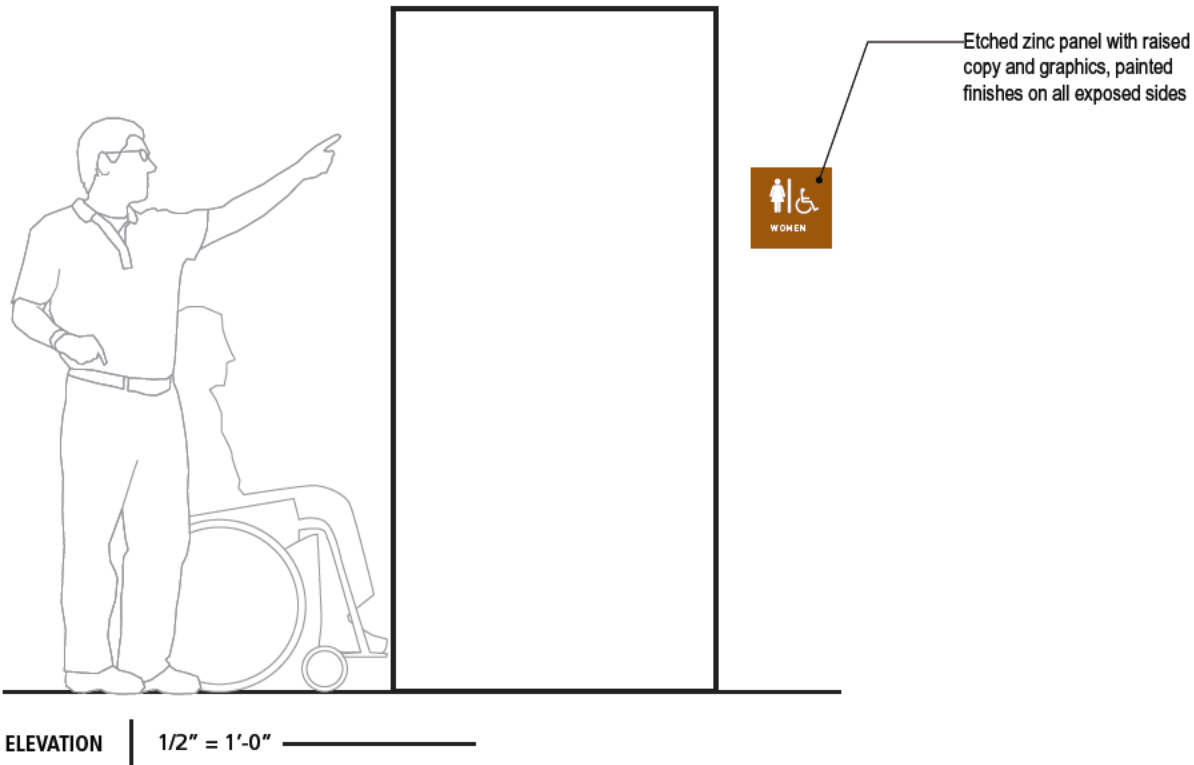
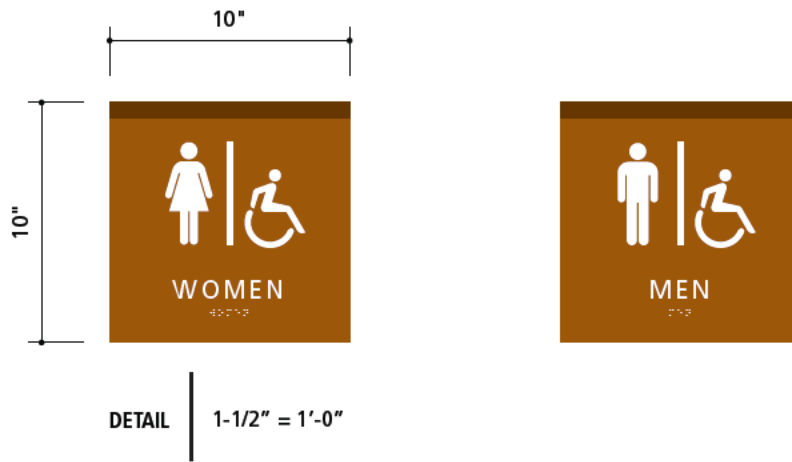
This version of the map directory is for use on walls and fences. In addition to the map, the sign includes information about Mall sites and regulatory icons as well as user-friendly Plan Your Visit information.



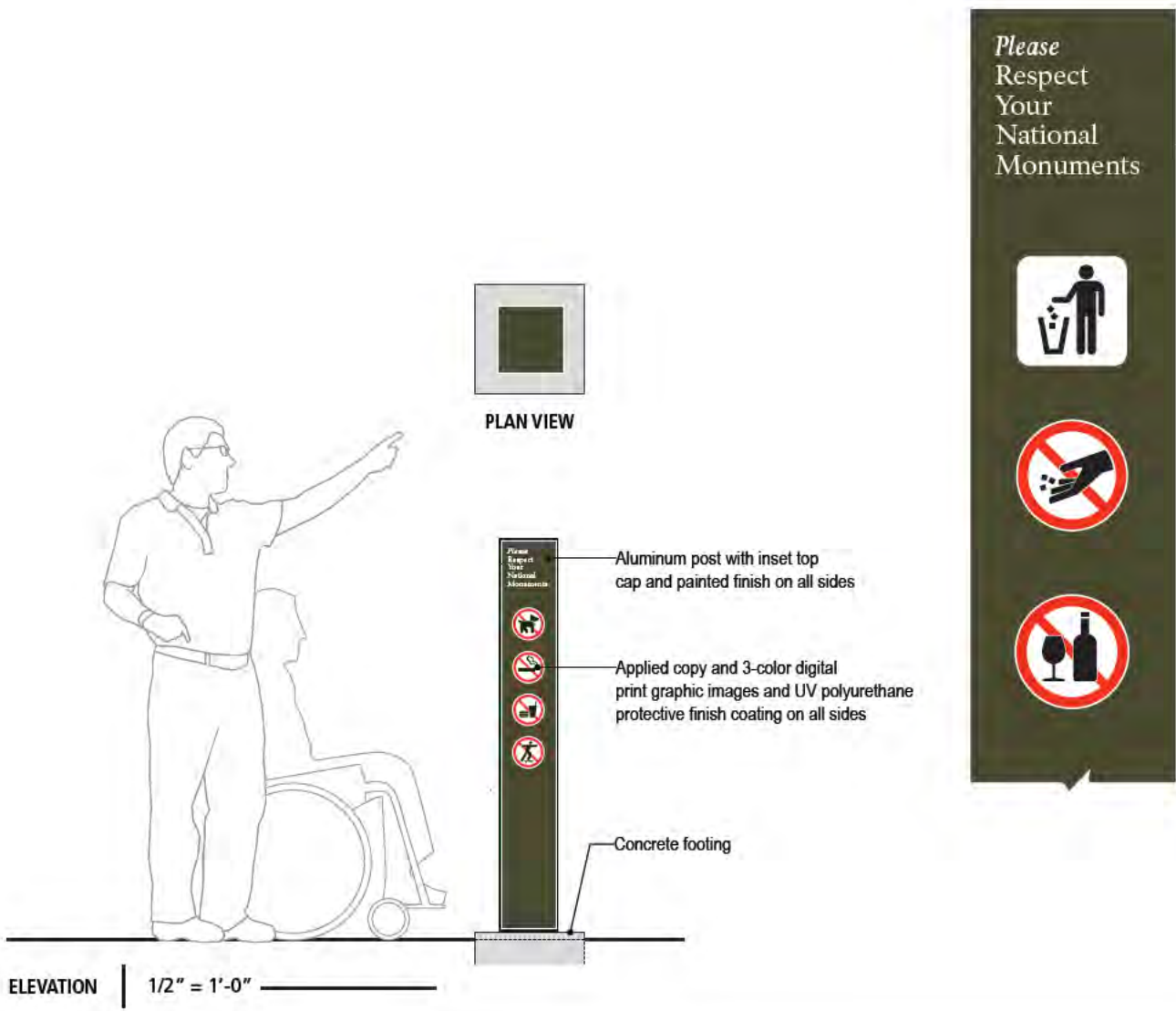
This sign type is used to identify playing fields around the National Mall.



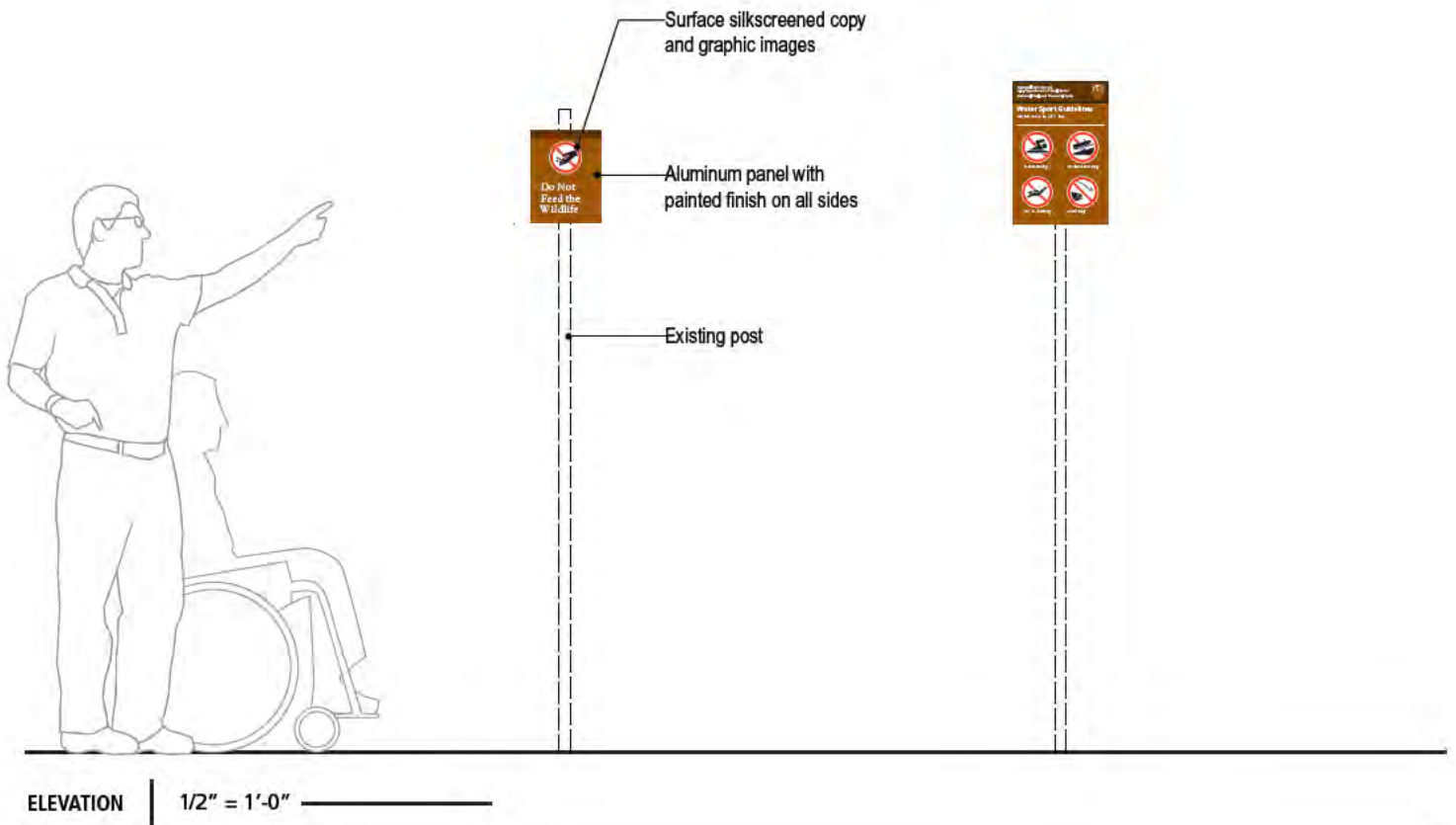
This sign type is used to identify parking areas around the National Mall.



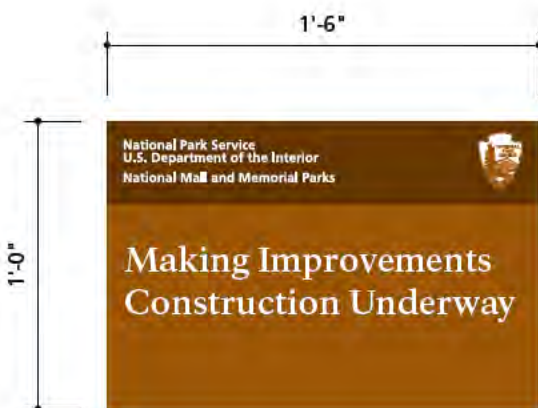
This sign type is used to identify restrooms around the National Mall.



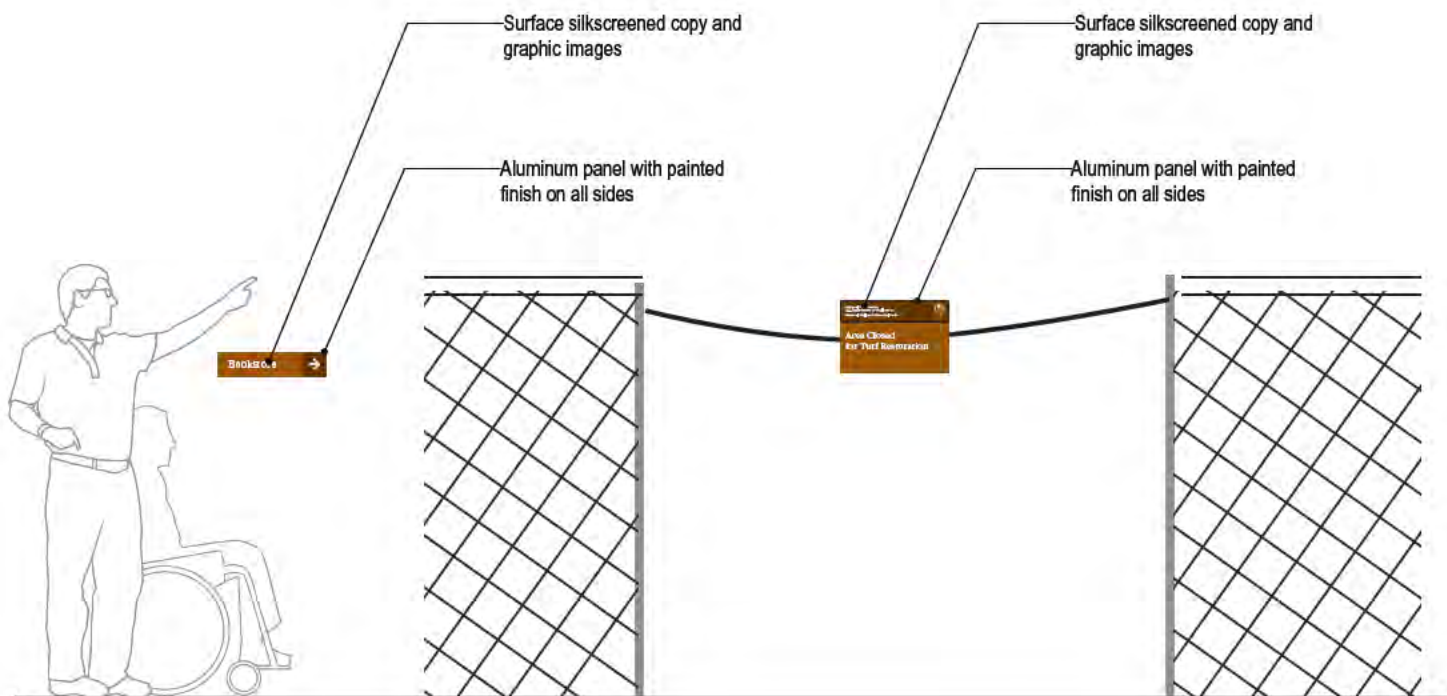
This sign type displays regulatory icons.



These sign types display regulatory information. They may be mounted on posts or on fences and structures.

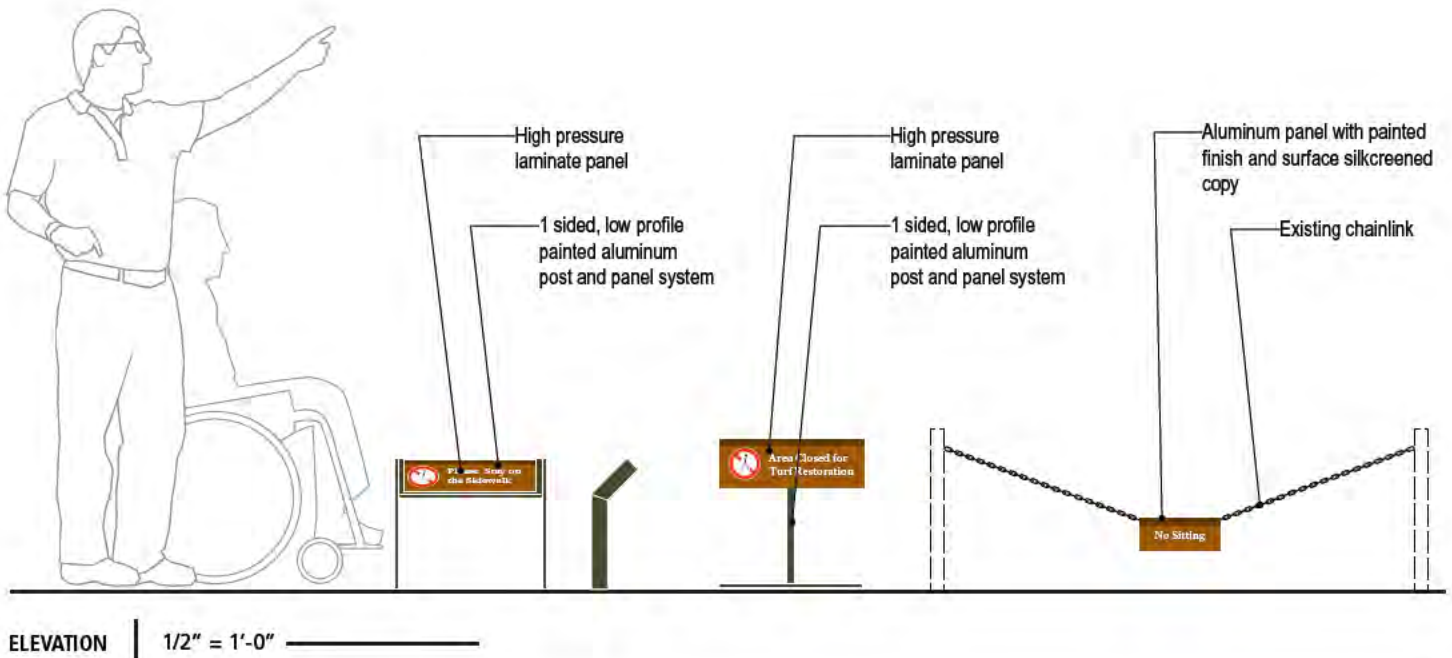
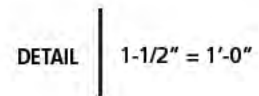
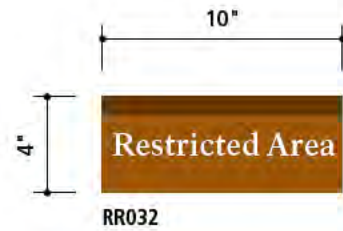


DETAIL | 1-1/2" = 1'-0"



ELEVATION | 3/8" = 1'-0"

These sign types display operations information. They may be mounted on posts or on fences and structures.

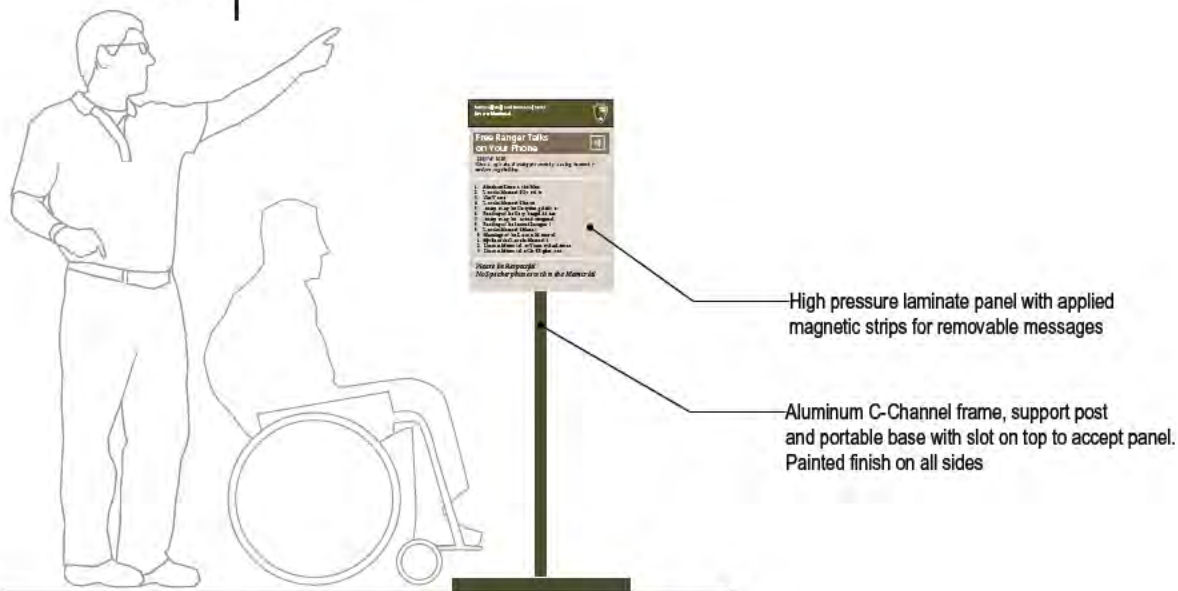


These sign types display operations information within monuments and memorials. They may be mounted on posts or on fences and structures.

Do not use signs larger than these within monuments and memorials.

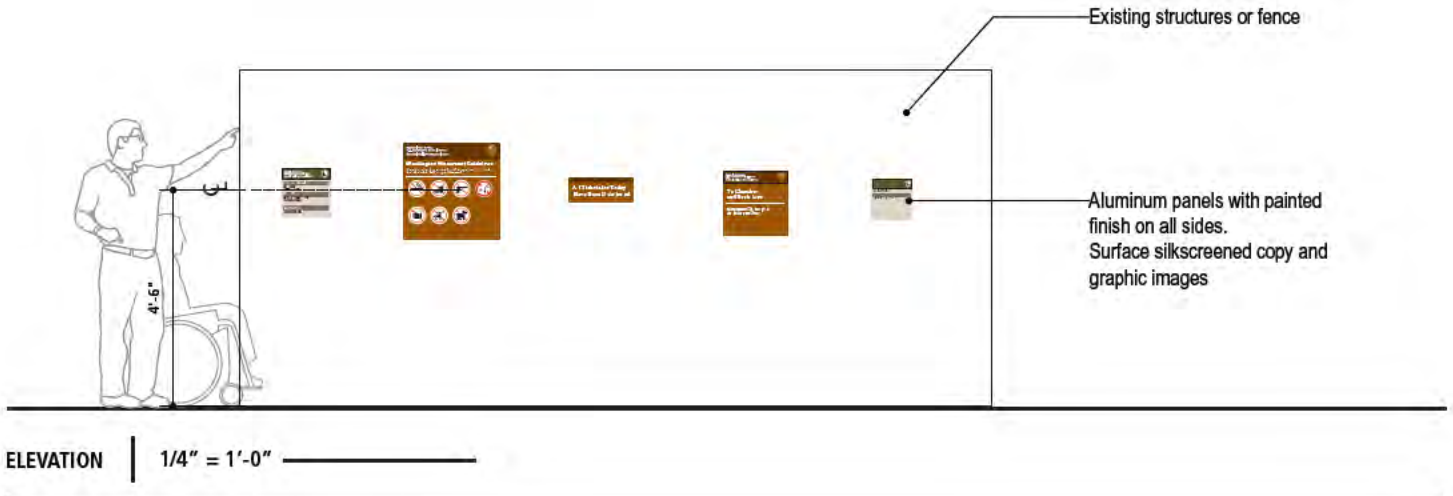
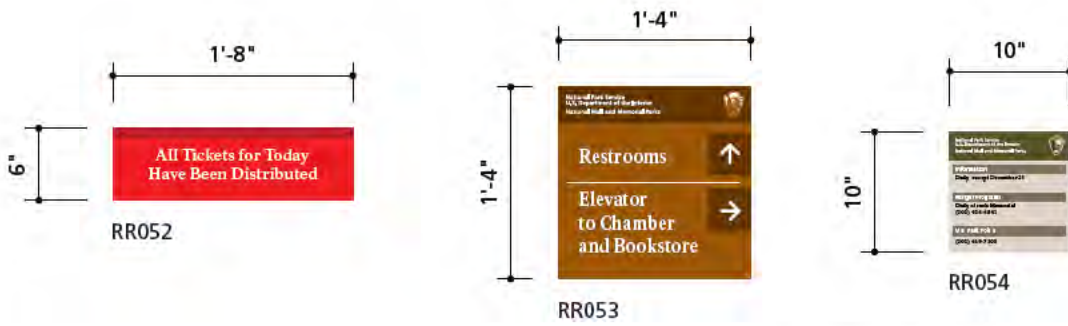
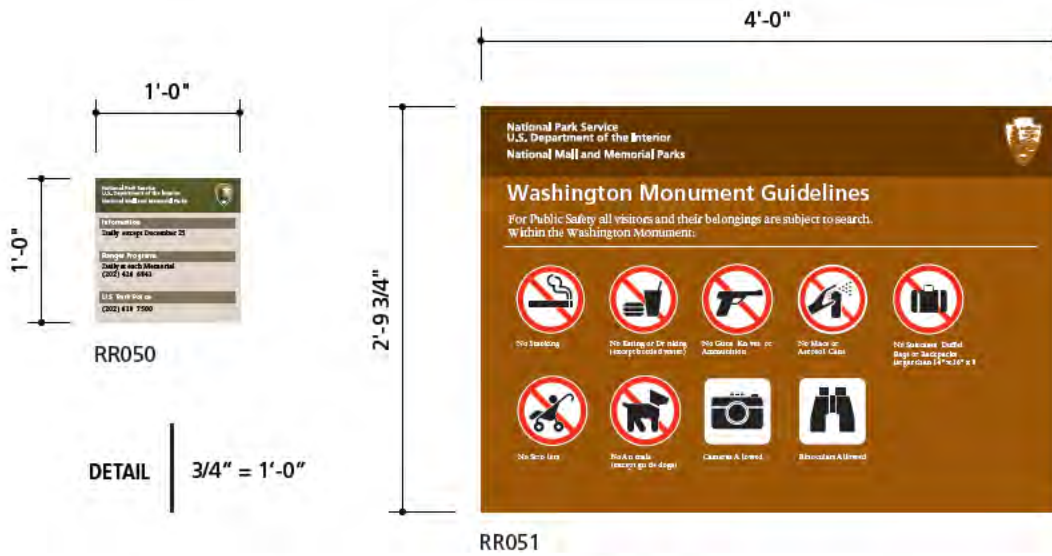


DETAIL | 1-1/2" = 1'-0"

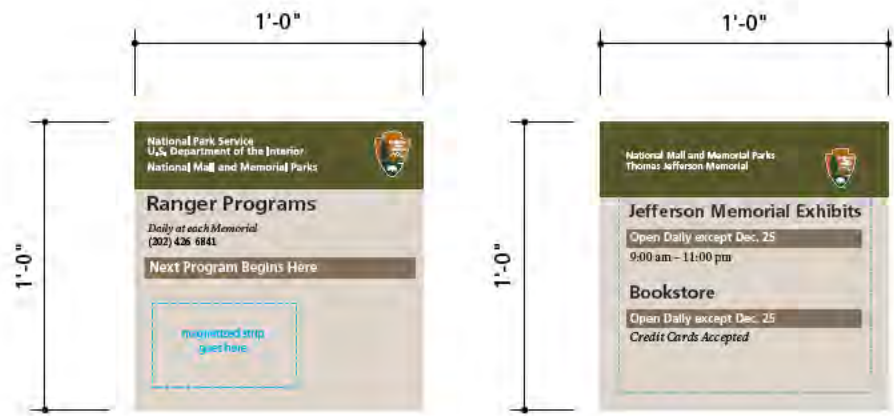


ELEVATION | 1/2" = 1'-0"

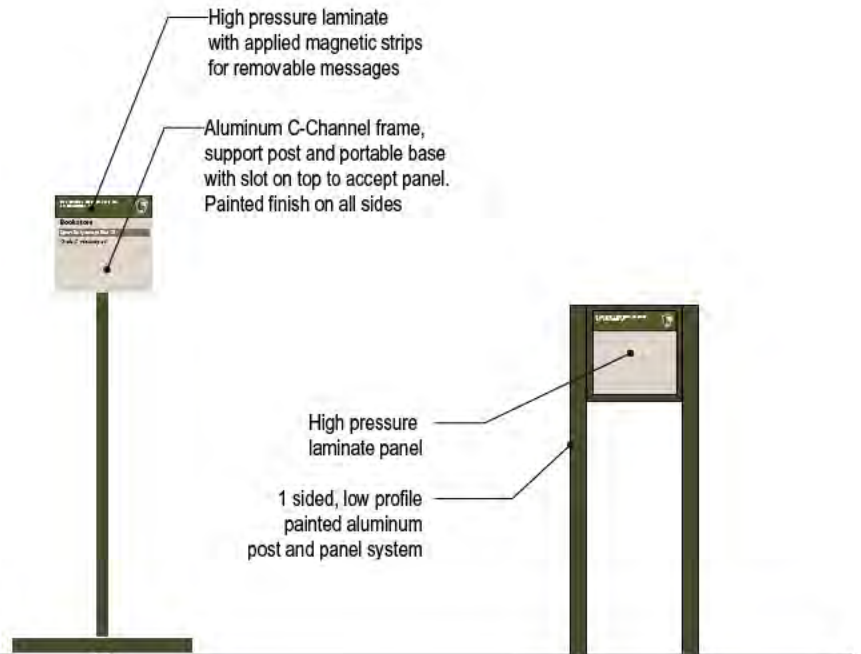
This sign type is for general information display when a moveable sign is needed. The same sign panel may be mounted to a fence or structure.



These sign types display regulatory and operations information. They may be mounted on posts or on fences and structures.



DETAIL | 1-1/2" = 1'-0"



ELEVATION | 1/2" = 1'-0"

This small sign type is for general information display when a moveable sign is needed. The same sign panel may be mounted on posts to a fence or structure.