

July 2023



CVTA Wayfinding for Fall Line Trail



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GENERAL STANDARDS
Typefaces

Typefaces

Gotham Condensed Medium
Gotham Condensed Bold

Notes
Substitute typefaces are not acceptable.

Univers Bold Condensed 67 is the primary weight. For some signs, Univers Condensed 57 is used to emphasize lines of type.

No other weights or versions of the fonts are acceptable, nor is it to be electronically distorted vertically or horizontally. Some kerning and tracking may need to be adjusted in certain instances to achieve optical evenness; tracking should generally be set at 50 (twenty) for vehicular signs unless noted otherwise. It may be adjusted to 0 when necessary to fit lines of type. Any further adjustment should be brought to the attention of the designer to determine if abbreviations or multiple lines are appropriate.

THIS DRAWING REPRESENTS DESIGN INTENT ONLY.

Date	Revisions	Scale
7.8.23		NTS

Client/Project
CVTA, Virginia
Wayfinding for Fall Line Trail

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FONTS:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Univers Condensed 57

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Univers Bold Condensed 67

LOGOS, ICONS & ARROWS

LOGOS



ACTIVITY & DESTINATION ICONS



Sports



Trails



Golf



Football



Soccer



Baseball/Softball



Tennis



Volleyball



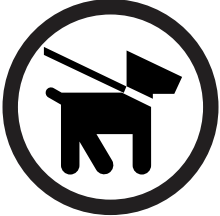
Basketball



Playground



Biking



Pets



Horseback Riding



Swimming



Fishing



Boat Launch



Motorboats



Rowing



Pickle-ball



Shuffleboard



Parking



Restrooms

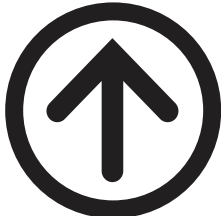


Information



Accessible

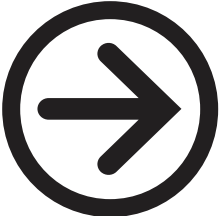
ARROWS



Straight Ahead



To the Left



To the Right



Ahead &
to the Left



Ahead &
to the Right



GENERAL STANDARDS
Logo, Icons & Arrows

Logos, icons and arrows will be provided as digital files by AB Design.

Production artwork files to be available as vectorized files which are scalable vector formats. They can be opened in most industry standard design and publishing software.

Reconstructed art or digitized versions from printed copies shall not be used. Only original electronic files generated by AB Design may be used for application onto signage. Substitute arrows or symbols are not acceptable.

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COLOR PALETTE:



Dark Blue



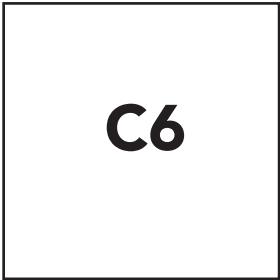
Dark Green



Light Green



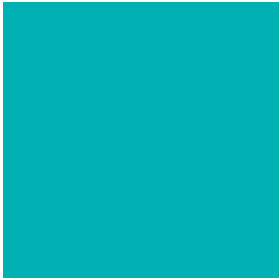
Light Blue



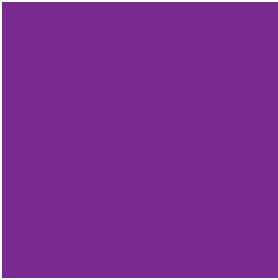
White



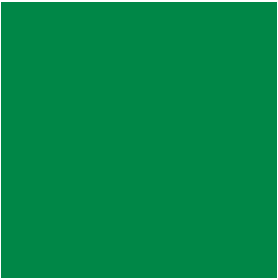
Black



Ashland



Hanover



Henrico



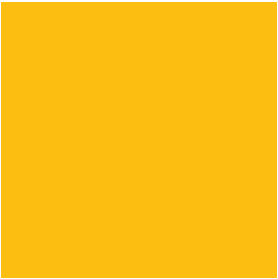
Chesterfield



Richmond



Colonial Heights



Petersburg



GENERAL STANDARDS
Color Palette

It is the Fabricator’s responsibility to match all colors, finishes and materials specified in this document.

The visual accuracy of the colors and finishes represented in this document may not be consistent with manufacturer’s swatches and samples due to limitations of color printing technology.

The Fabricator is required to match against actual color swatches and provide material samples for approval prior to production.

If a substitute or deviation is recommended by the Fabricator, the recommendation shall be proposed in writing with a demonstration of equal or better value for consideration.

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