CVTA Wayfinding
for Fall Line Trail

Colors for Sections

COLOR PALETTE:

C1 Dark Blue	**C2** Dark Green	**C3** Light Green	**C4** Light Blue
C6 White	**C7** Black		
Ashland	Hanover	Henrico	Chesterfield
Richmond	Colonial Heights	Petersburg	

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COLOR: SPORTS BACKERS

Ashland	Hanover	Henrico	Chesterfield	Richmond	Colonial Heights	Petersburg

NOTES

Ashland: AB Design chose a lighter color to further differentiate it from the base colors of the signs

Hanover: Red is not Typically used for wayfinding because in signage, it is associated with danger. AB Design chose purple since the most predominant color on the seal is a blue tending to dark purple

Henrico: AB Design chose green because it is the most predominant color on the seal

Chesterfield: AB Design chose blue because it is the most predominant color on the seal, and chose a darker color to further differentiate it from the base colors of the signs and closer to the blue on the new proposed logo (still to be unveiled)

Richmond: AB Design chose orange because it is the most predominant color on the seal that we received:

Colonial Heights: AB Design chose Light blue because it is the most predominant color on the seal, and chose a darker color to get the necessary 70% contrast between the background and the white letters

Petersburg: AB Design chose a dark yellow color because it is the most closest to the predominant color "gold" on the seal, that still gets the necessary 70% contrast between the background and the white letters
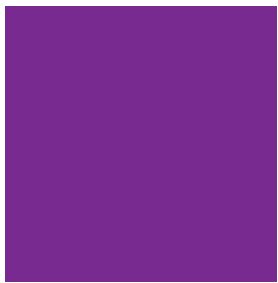
COLOR: AB DESIGN

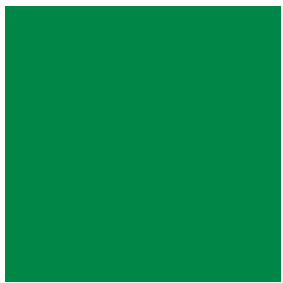| Ashland	Hanover	Henrico	Chesterfield	Richmond	Colonial Heights	Petersburg

COLOR: ALTERNATIVE OPTIONS
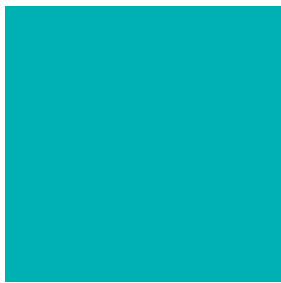
Ashland	Hanover	Henrico	Chesterfield	Richmond	Colonial Heights	Petersburg
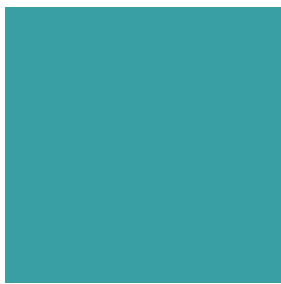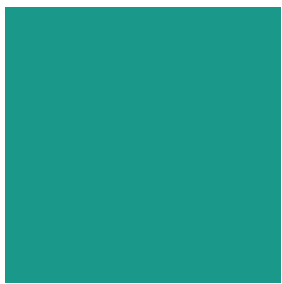
Ashland	Hanover	Henrico	Chesterfield	Richmond	Colonial Heights	Petersburg
				Better option for optimized contrast		Better option for optimized contrast

Green on unveiled Logo
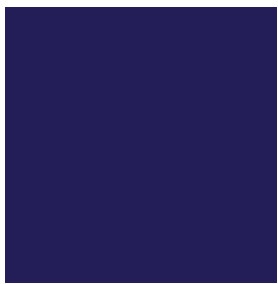
Hanover

Could be too close to Henrico's color

Hanover

HANOVER COUNTY
Birthplace of Patrick Henry-Henry Clay
Hanover Courthouse
Built 1735
Formed in 1720
VIRGINIA

These samples are to help in the selection of the final colors. An agreement needs to be reached between the localities.

Design considerations to take into account:
- The colors must have 70% contrast between the back ground and the letters.
- The colors must be clearly distinguishable between them and between the base colors of the signs.
- Ideally, all colors should be able to be described with a name: gray, brown, blue, orange, yellow, etc.