CVTA Wayfinding for Fall Line Trail

Colors for Sections
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.
COLOR: SPORTS BACKERS

Ashland  Hanover  Henrico  Chesterfield  Richmond  Colonial Heights  Petersburg

NOTES

AB Design chose a lighter color to further differentiate it from the base colors of the signs
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
AB Design chose green because it is the most predominant color on the seal
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)
AB Design chose orange because it is the most predominant color on the seal that we received:
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
AB Design chose a dark yellow color because it is the 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
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 background 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.