

August 2023



CVTA Wayfinding for Fall Line Trail

Colors for Sections



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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



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.

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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COLOR: SPORTS BACKERS

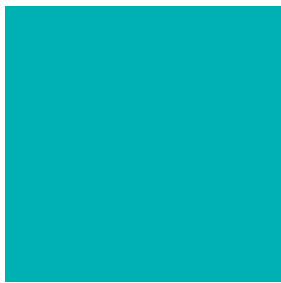
						
						
Ashland	Hanover	Henrico	Chesterfield	Richmond	Colonial Heights	Petersburg

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 most closest to the predominant color "gold" on the seal, that still gets the necessary 70% contrast between the background and the white letters

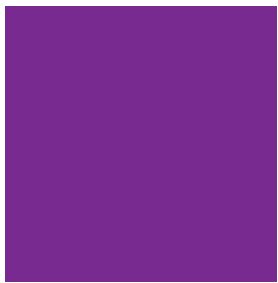
COLOR: AB DESIGN

						
Ashland	Hanover	Henrico	Chesterfield	Richmond	Colonial Heights	Petersburg

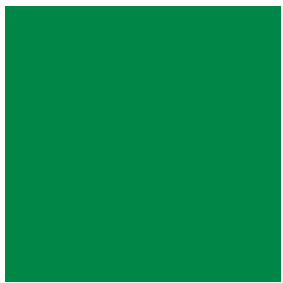
COLOR: ALTERNATIVE OPTIONS



Ashland



Hanover



Henrico



Chesterfield



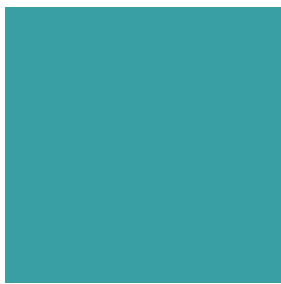
Richmond



Colonial Heights



Petersburg



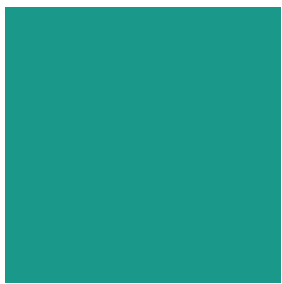
Ashland



Hanover



Henrico



Chesterfield



Richmond



Colonial Heights



Petersburg



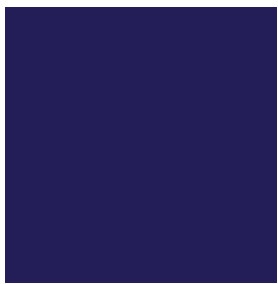
Green on unveiled Logo

Better option for optimized contrast

Better option for optimized contrast



Hanover



Hanover

Could be too close to Henrico's color



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.