06 APPENDIX B: BRANDING AND WAYFINDING

INTRODUCTION

How can we create a connected and user-friendly experience for visitors and residents? What are the colors, typefaces, visual elements, forms, materials, and design features that will define FORTAG? In addition to the physical design of the trail, this project is considering how to identify and brand the trail. Bold and consistent branding will draw attention, build familiarity and inspiration, and maximize the trail's potential for supporting economic development. Branding will provide a consistent voice to the project, with a visual identity that is distinct, harmonious, and memorable, reflecting the unique character of the Fort Ord area.

Branding and visual identity components may include: logos, color palette, typography, iconography, and wayfinding system signage.

A unified brand and visual identity system for FORTAG will:

- Create a sense of place
- Provide a memorable, clear, and distinctive voice
- Build recognition and visibility for FORTAG
- Provide consistency for familiarity
- Increase accessibility
- Prioritize clarity and legibility to help visitors and residents navigate
- Coordinate with existing landscape features and materials

Major themes that emerged from the collaborative branding process included:

Emblem-type logos are strongly preferred, with moderate support for lettermarks.

Palettes that reflect a natural, wooded environment are strongly preferred.

There is a strong preference for clear, modern typefaces and clean silhouette-style illustration (with some support for geometric, line-drawing, and icon-type illustrations).

Natural materials, and adaptive-reuse building styles, are strongly preferred. The brand should respect the history, natural environment, and existing "character of place" of Fort Ord and its surroundings.

"Coastal", imagery, or symbols that are associated with existing local brands (including the Monterey Cypress and the CSUMB otter) should be avoided.

When asked which celebrities might embody FORTAG, suggestions included Doris Day—a local hero and natural beauty—or it might be the youthful, social-media savvy Ariana Grande. The project should serve people of all backgrounds and walks of life.

History of a logo:

The initial FORTAG logo was developed by the those first involved in planning the trail. It represents the history and idea of FORTAG, and was the featured branding at countless meetings, presentations, and on associated business cards. FORTAG as we know it today was defined by the existing logo.

Above, clockwise from top left: FORTAG, Monterey, CA; FORTAG, Monterey, CA; Stone texture; Rammed earth wall
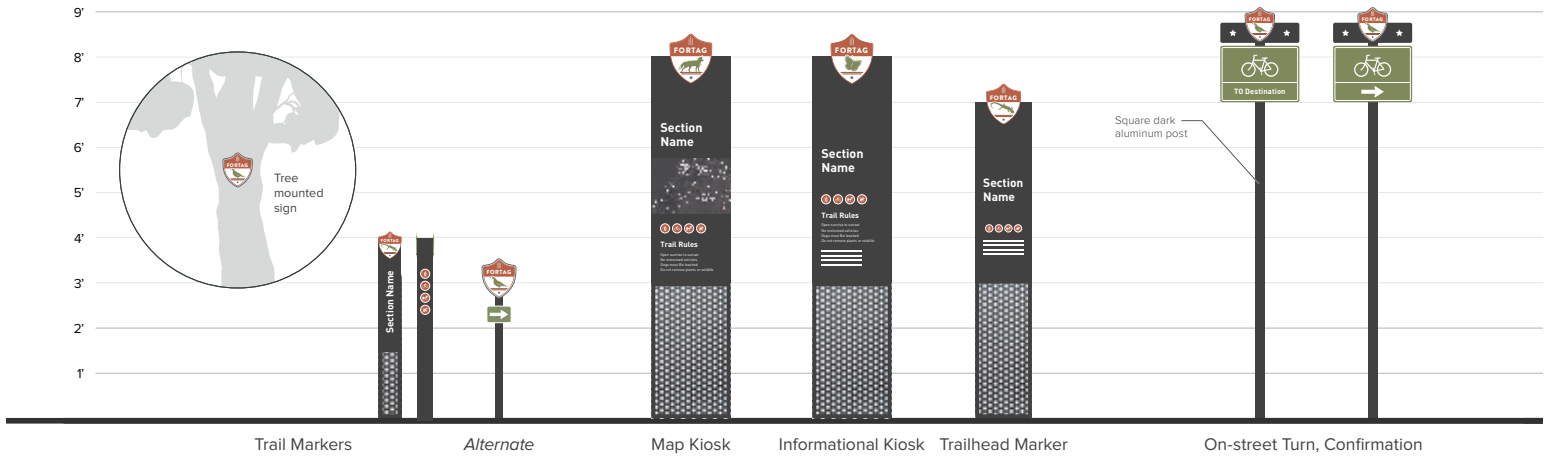
ALTERNATIVE LOGO AND COLOR PALETTE

The additional branding concept presented here emerged from an initial round of design based on the direction outlined above, and with further guidance from the stakeholder group.

Symbolic Duality

Combining classic military style with imagery from the natural landscape.

The various featured animals could stand alone, or together they could become elements in a modular suite of logos. (e.g. a series of different animals that can be swapped out on the badges: quail, fox, salamander, or other).

Tree mounted sign

9'
8'
7'
6'
5'
4'
3'
2'
1'

Section Name

Section Name

FORTAG

Section Name

Trail Rules

FORTAG

Section Name

Trail Rules

FORTAG

Section Name

Square dark aluminum post

TO Destination

Trail Markers | *Alternate* | Map Kiosk | Informational Kiosk | Trailhead Marker | On-street Turn, Confirmation

Symbolic Duality

The wayfinding concepts draw inspiration from monolithic military signage. Made out of metal, the classic form is juxtaposed with perforated metal to give the structures a sense of levity and lightness.

WAYFINDING BEST PRACTICES

Universal Design

The path should be rewarding, safe, and comfortable for all users, *including those with mobility, vision, or other physical, sensory, or cognitive functional limitations*. A universal design approach prioritizes non-segregated accessibility and enjoyment for people of all skills and abilities.

Intuitive Wayfinding

Well-crafted wayfinding systems encourage people walking and bicycling to go that extra mile, explore new areas, and foster a sense of place. Wayfinding systems can also encourage increased rates of active transportation by creating a clear and attractive network that is easy to understand and navigate.

Places that are arranged intuitively so that we can see obvious destinations from a distance, determine pathways, and recognize areas of different character are more legible. The "legibility" of a place describes how easy it is to understand.

Legible wayfinding systems enable individuals to:

- Easily and successfully find their destination

- Understand where they are with respect to other key locations

- Orient themselves in an appropriate direction with little misunderstanding or stress

- Discover new places and services

- Feel safe (enhance the sense of safety)

Wayfinding for Trails

The following six core principles aim to guide the placement and design of a wayfinding system in order to create a clear wayfinding experience and achieve a more navigable pathway.

1. CONNECT PLACES

Effective wayfinding information should enable local residents as well as visitors to travel between destinations and discover new destinations and services. Wayfinding should help improve local economic well-being by encouraging people to utilize services along FORTAG. Wayfinding should enhance connections within the region and to neighboring communities and expand the active transportation network.

2. PROMOTE ACTIVE TRAVEL

Wayfinding should encourage increased walking and rolling by revealing a clear and attractive system that is easy to understand and navigate. The presence of wayfinding signs should validate walking and rolling as transportation options, as well as reduce fear amongst those interested in making more trips by walking or rolling. Wayfinding should expand the awareness and use of active transportation facilities
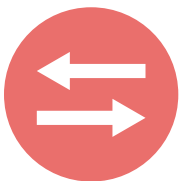
3. MAINTAIN MOTION

Walking and rolling require physical effort, and frequent stopping and starting to check directions may lead to frustration and discouragement. Consistent, clear, and visible wayfinding elements allow people walking and rolling to navigate while maintaining their state of motion. To help users maintain motion, wayfinding information also needs to be presented so that it can be quickly read and easily comprehended.

4. BE PREDICTABLE

Effective wayfinding systems are predictable. When information is predictable, patterns emerge, and users of the network will be able to rely on the system to provide information when they expect it. Predictability also helps users to understand new situations quickly, whether it be navigating a new intersection or traveling to a destination for the first time.

Predictability should relate to all aspects of wayfinding placement and design (i.e., sign materials, dimensions, colors, forms, and placement). Similarly, maps should employ consistent symbology, fonts, colors, and style. The system should be designed in accordance with local, state, and federal guidelines, ensuring that it can be funded through state and federal sources.

5. KEEP INFORMATION SIMPLE

For a wayfinding network to be effective, information needs to be presented clearly and logically. It is important to provide information in manageable amounts. Too much information can be difficult to understand; too little and decision-making becomes difficult.

The placement of signs and the information provided at each placement are also critical. Information should be provided in advance of where major changes in direction occur and confirmed when the maneuver is complete.

6. MAKE IT ACCESSIBLE

Wayfinding signage should be accessible and be designed to be comprehensible by a wide range of users, including people of all ages and ability levels. As wayfinding systems often relate to accessible routes or pedestrian circulation, it is important to consider technical guidance from the Americans with Disabilities Act (ADA) to implement wayfinding signs and other elements that do not impede travel or create unsafe situations for pedestrians, bicyclists, and/or those with disabilities.

Razorback Greenway, AR

PHOTO:ALTA PLANNING + DESIGN HTTPS://ALTAPLANNING.COM/SERVICES/TRAILS-GREENWAYS/

Wayfinding Elements

The goal of a wayfinding system is to simplify navigation in urban environments. This section describes the spectrum of elements that may be used in the Billings Wayfinding Signage Plan. These elements are listed below and outlined in further detail on subsequent pages.

ACCESS ELEMENTS
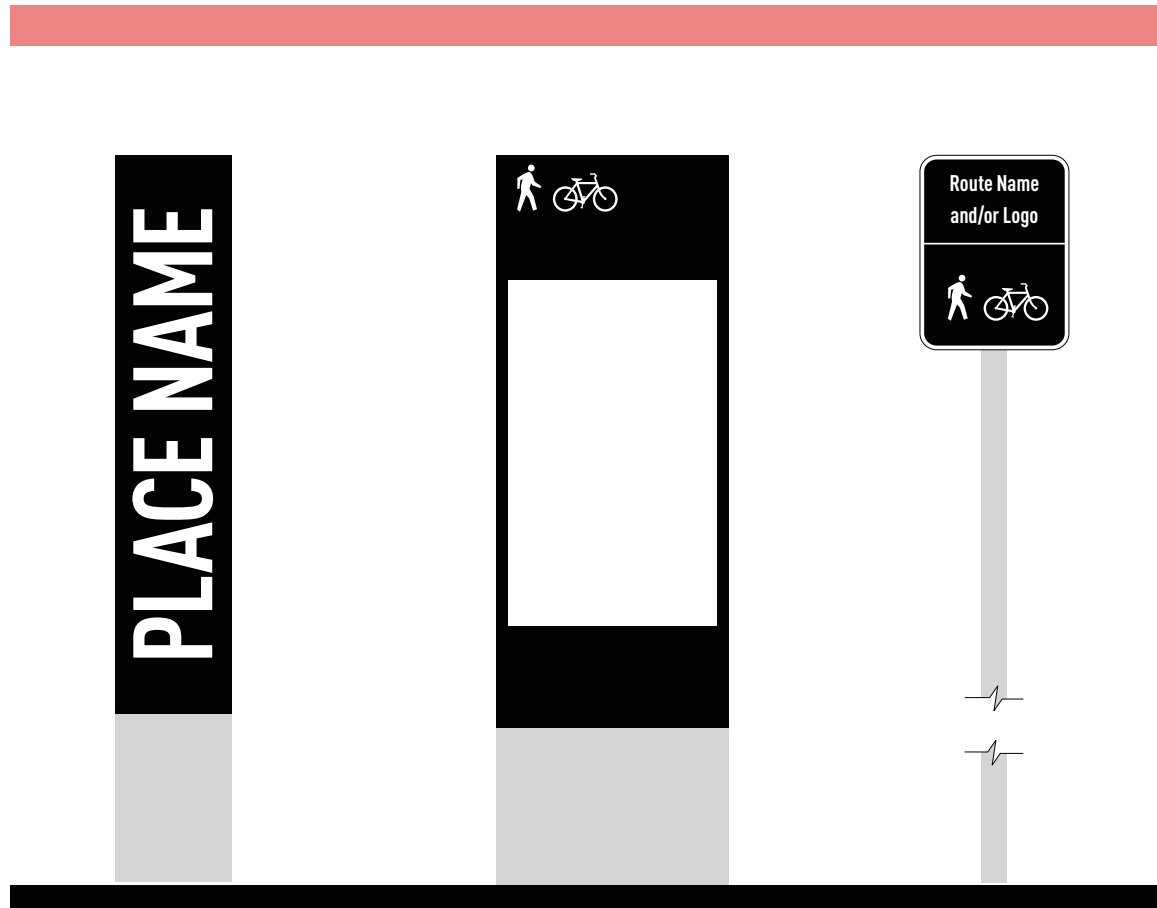
- Gateway monuments

- Information kiosks

- Secondary access signage

FUNDAMENTAL NAVIGATIONAL ELEMENTS

- Decision signs

- Confirmation signs

- Turn signs

ENHANCED NAVIGATIONAL ELEMENTS

- Pavement markings

- Mile markers

- Street/trail intersection signs

- Fingerboard signs

ACCESS ELEMENTS

Gateway Monument

Define the entry into a distinct neighborhood, or mark trailheads, access points, and landmarks. Opportunity for community-directed placemaking and integrated artwork.

Information Kiosk

Provide system map and navigational information; most effective when placed in plazas, rest areas, or other locations where users may congregate, rest, or enter a trail or path.

Secondary Access

Mark entry to trails or paths at locations where limited user traffic may not necessitate as much information as information kiosks.

FUNDAMENTAL NAVIGATIONAL ELEMENTS
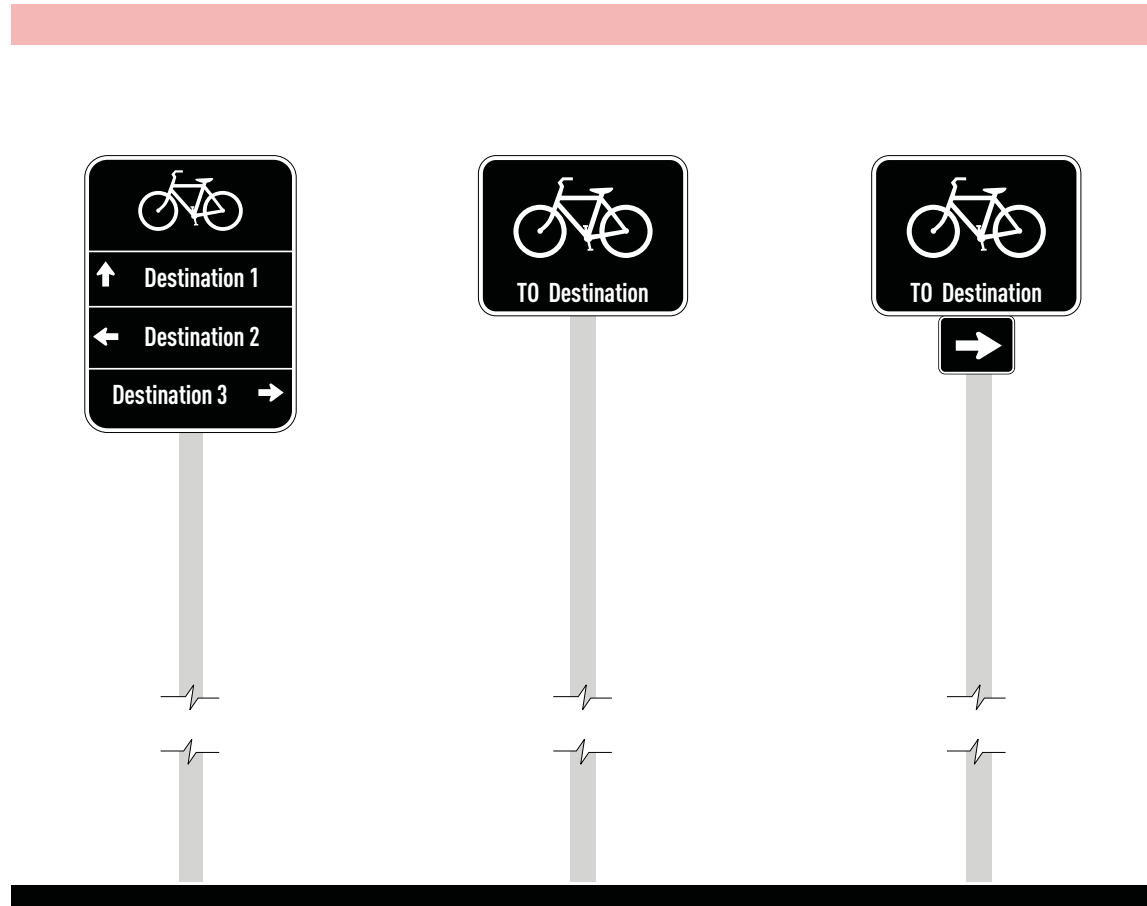
Decision

Clarify route options where two or more routes converge, or at complex intersections.

Confirmation

Placed after a turn or intersection to reassure path users that they are on the correct route.

Turn

Placed before a turn or intersection to help users stay on the designated path.

ENHANCED NAVIGATIONAL ELEMENTS

Street/Trail Name

← Destination   Destination →
← Destination   Destination →
← Destination

1.0 MILE
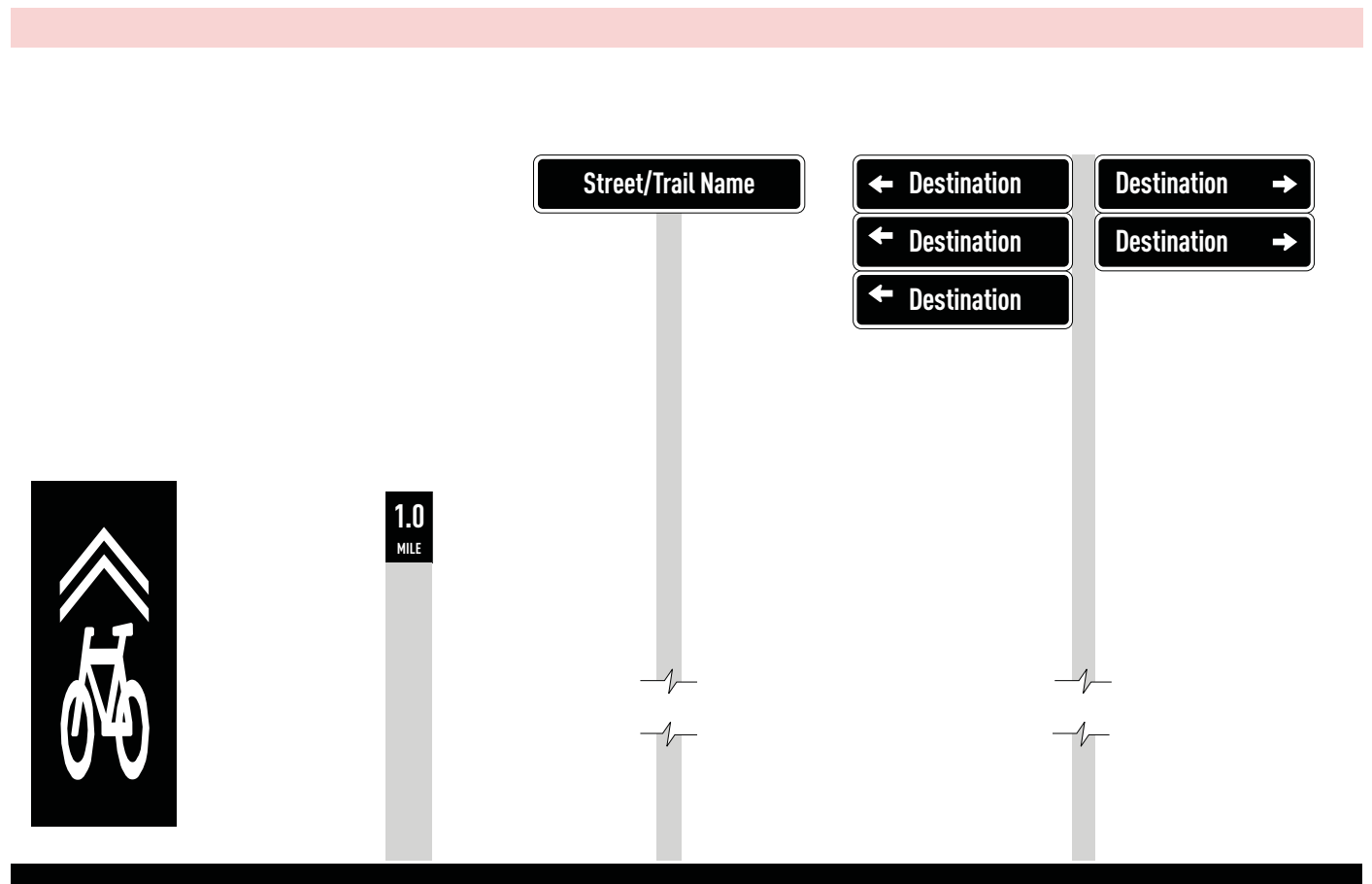
Pavement Marker

Reinforce route direction, bicyclist positioning, intermodal cooperation, and/or system branding.

Mile Marker

Reinforce system branding and orient users along off-street trails or paths.

Street/Trail Intersection

Orient off-street trail users at street crossings and inform vehicular traffic of trail crossing.

Fingerboard

Clarify route options where two or more routes converge, or at complex intersections.

INTERPRETIVE ELEMENTS

Interpretive elements can enrich the trail with a "sense of place" and support the Fort Ord Reuse Authority's education mission along the trail.

Themes

Historical and ecological inspiration is an abundant, and a creative educational approach that is tied into site amenities and placemaking will highlight the beauty, ecology, and rich history of the area. Buildings and other structures remnant from the base remain throughout the site, and while many will be removed through future development efforts, opportunities will be identified to reuse and incorporate historical features into the trail's design. Potential exists to bring other historical interpretive moments to the trail, such as the portion in Del Rey Oaks that overlaps two legs of the Juan Bautista De Anza expedition corridor.

Additional potential themes for exploration include:

HISTORY OF FORT ORD

Since the early 20th century, the FORTAG area has a history of significant use by the American military. Periods of rapid development have left their mark on the landscape and culture.

NATIVE WILDLIFE

The Fort Ord area, with its combination of climactic factors and relatively undeveloped swaths of land, creates a productive niche environment which supports a biologically diverse array of animal species from coast to woodlands.

PLANT COMMUNITIES

Boasting some of the world's most treasured endemic plant species, the FORTAG project area is home to an iconic mixture of rare native plant communities that will be celebrated and respected.
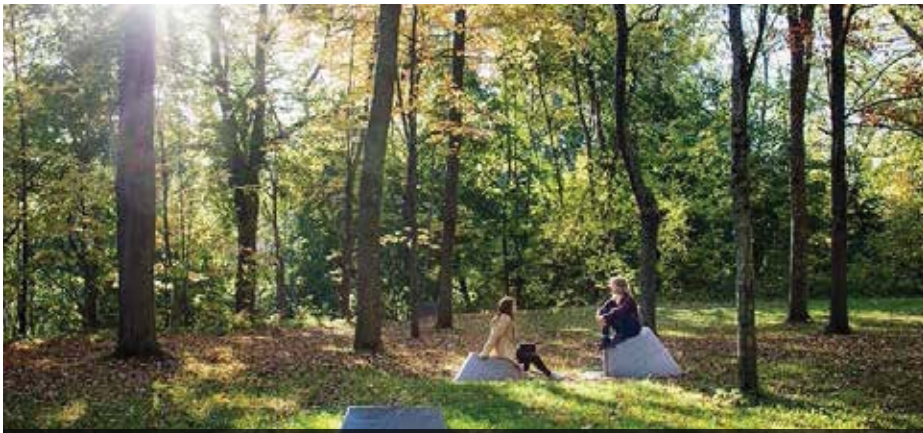
NATIVE PEOPLE

The rich history of the native people of the Monterey Bay region should provide themes to the design as appropriate. Specifically, the narratives of the Ohlone and Costanoan-Esselen native peoples may provide elements to inform design and interpretive opportunities. Tribal representatives should be consulted throughout design processes that discuss the native history in the area.

Facing Page, Top Row, Left to Right: CSUMB Facilities and Campus Planning, Monterey, CA; Fort Ord Soldiers Club; Fort Ord 149th Armored Regiment

Second Row: Untitled, Untitled, California Tiger Salamander

Third Row: Live Oak, CA; Ford Ord National Monument, Monterey, CA; Fort Ord Dunes State Park, Monterey, CA

Fourth Row: Untitled, Muwekma Today, Untitled

Discovery Halts, Montreal, Canada

PHOTO:ADRIEN WILLIAMS, HTTP://WWW.CIVILITI.COM/PROJETS/ESCALES-DECOUVERTES-SITE-PATRIMONIAL-DU-MONT-ROYAL-111

Discovery Halts, Montreal, Canada

PHOTO:ADRIEN WILLIAMS, HTTPS://LANDEZINE-AWARD.COM/DISCOVERY-HALTS-ESCALES-DECOUVERTES/

Discovery Halts, Montreal, Canada

PHOTO:ADRIEN WILLIAMS, HTTP://WWW.CIVILITI.COM/PROJETS/ESCALES-DECOUVERTES-SITE-PATRIMONIAL-DU-MONT-ROYAL-111

Discovery Halts, Montreal, Canada

PHOTO:ADRIEN WILLIAMS, HTTP://WWW.CIVILITI.COM/PROJETS/ESCALES-DECOUVERTES-SITE-PATRIMONIAL-DU-MONT-ROYAL-111

Interpretive Signage

Interpretive elements can take many forms, from descriptive plaques to creatively re-purposed historic architectural features. Interpretive signs should be designed to harmonize with the character of the trail, including branding, material considerations, and wayfinding elements.

Ideas from other trails/places above: **Escales Découvertes (Discovery Halts)**
The goal of Escales découvertes was to make the Mont-Royal mountain and the larger Mont-Royal Heritage Site more accessible physically and in terms of awareness of its rich architectural and landscape history. The project was to further the public cognizance of the important natural and cultural characteristics of the territory, which includes three summits, five cemeteries, two university campuses, several hospitals and significant urban and architectural neighborhoods. Photos this page from SEGD.com, Photo:Adrien Williams, Frédérique Ménard-Aubin, Manya Margot

Integrated into Landscape

Integrated with Wayfinding

Integrated into Furniture

Tactile

Top Left: Dandenong Bush Land Reserves, Victoria, Australia
PHOTO CREDIT: HEINE JONES, WWW.HEINEJONES.COM.AU/ENVIRONMENTAL/CITY-OF-DANDENONG-BUSH-LAND-RESERVES

Top Right:
PHOTO CREDIT: HTTPS://I.PINIMG.COM/564X/B8/ED/93/B8ED9311F0AB2BC8EAFED43298C86C76.JPG

Lower Left:
PHOTO CREDIT: HTTPS://WWW.FWDP.CO.UK/PROJECTS/

Lower Right: Yosemite, CA
PHOTO CREDIT: YOSEMITE CONSERVANCY/KEITH WALKLET, YOSEMITE.ORG/PRESS-ROOM-GALLERY/SCENIC-OVERLOOKS/