



## Carbon County Office of Tourism

# WAYFINDING SIGNAGE STANDARDS

### Overview

Wayfinding is a concept that describes the dynamic relationship people have to space, incorporating all the cognitive, perceptual, problem-solving and decision-making processes that are required to orient oneself within and navigate through a space. It should encompass the journey from home to location and be consistent and cohesive for guests and locals alike. It also outlines the factors external to us that impact, positively or negatively, on our ability to complete a journey successfully. Wayfinding elements should complement each other to create and maintain a robust yet clear circulation system to facilitate movement between destinations. Further objectives of wayfinding devices are to:

- Identify the locations of interests
- Control vehicle and pedestrian circulation
- Clearly identify public areas

A well-designed wayfinding system will guide a consumer to their destination without inconvenience or adding to the stress and worry they may already be experiencing traveling in an unknown area. Inefficient wayfinding systems may result in inefficient and ineffective use of time, or compromise consumer safety. Successful wayfinding relies on the availability and perception of clues from the space. The wayfinding strategy should take in the complete area to aid people in finding Carbon County, East Carbon, Helper, Price, Scofield and Wellington sites of interest. The wayfinding strategy should also take in the complete site environment to help consumers navigate Carbon County, including:

- The layout of area and the area's relationship to the community and current methods of transport
- The layout of the assets and logical progression of space
- Landscaping and exterior landmarks
- View
- Lighting
- Signage, maps and directories
- Graphic design and color

### Carbon County Wayfinding

For Carbon County, consistency is key while allowing municipalities flexibility in color scheme based on the ***branding guidelines of Carbon County*** so guests have a comprehensive wayfinding experience while moving through our communities and unincorporated areas. In the



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in an effort of keeping this work local, the following vendors have provided services for wayfinding efforts in

both Helper and unincorporated Carbon County and are aware of production specifications. We encourage applicants to purchase locally.

- Peczuh Printing (Signage)
- Badlands Fabrication (Sign Holders)
- Flawless Sheeting (Sign Holders)
- SignEdge (Signage & Sign Holders)

For wayfinding purposes, the Carbon County destination branding colors must be utilized as attached here, along with the appropriate font and selected municipal logo. The unique application of color is determined by the municipality with Carbon County Tourism approval. As applicable, utilizing both sides of the signs are key to a robust wayfinding system.

To secure assistance in funding a local wayfinding system, the first step is to complete an application from the Carbon County Office of Tourism. There are several requirements to be aware of when completing the application and are presented below:

- The entity must provide a map or outline of proposed wayfinding signage locations.
- An estimate of cost must be attached to the application.

If awarded, the Carbon County Office of Tourism will provide up to but not to exceed 50% of the cost of the total project. With 25% being awarded up front and the remaining 25% to be paid upon final report and project completion. Projects must be completed within one year of approval. If the project is not completed within the one-year timeframe, the entity may be asked to return funding provided to date and can reapply in the future. All color selections **must be approved** by the Carbon County Office of Tourism prior to signage production.

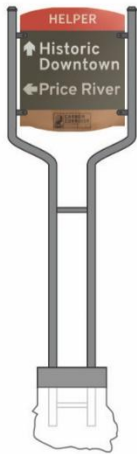
#### Production Details

Sign holder details are as follows: 90" tall with 18" in the ground and 32-3/4" wide using 2" x 2" x .120 wall square tubing and will require powder coating of green. Sign size is 27" x 32" with rounded top and bottom, with colors to be approved by Carbon County prior to production.



## Carbon County Office of Tourism WAYFINDING SIGNAGE STANDARDS

Each municipality may use their distinct Carbon County brand as indicated in the sample signage below:





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DATED this \_\_\_\_ day of \_\_\_\_\_, 2024

CARBON COUNTY

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Carbon County Commissioner