NIBLEY PARK
SIGNAGE PLAN

NIBLEY

Why Brand Parks?

Nibley's New Look

Branding parks will lead to a visually cohesive look, pedestrian mobility, and highlight recreational features. Nibley City has a desire to have a visual identity. Visitors see a sign, and they know it's a Nibley Park which is distinct from other communities in Cache Valley. Branding leads to cohesion and organization for the city. Signage would answer two questions about the parks/open space system structure and where the individual park features are.

About This Document

This document holds the guidelines and branding of the future signage plan for Nibley City parks and wayfinding. Below is a section break down to understand the process and recommended design.

Signage Principles

A quick look into major design concepts to highlight the design process of the signage plan. Examples shown are to help guide the principles.

Branding Features

Information about color palette and font uses. Any future changes or modifications should follow branding patterns.

Templates

Signage templates are for any future needs Nibley City might have. The current city needs including warnings, rules, and directional signage are rendered in the document.

Signage Placement

Maps of suggested signage placement for larger parks. The proposed arrangement might change to meet future needs (Wayfinding excluded).

Entry Signs and Vehicular Wayfinding Examples

Example templates of proposed park entryway signage of directional bicycle and pedestrian wayfinding for Nibley City streets and trails. Wayfinding will be applied to connect all open spaces and landmarks for Nibley City.

Individual Park Wayfinding

The proposed design plan to help navigate pedestrian traffic in larger park for Heritage and Firefly park. Park wayfinding in other parks may be developed using the same design and principles.

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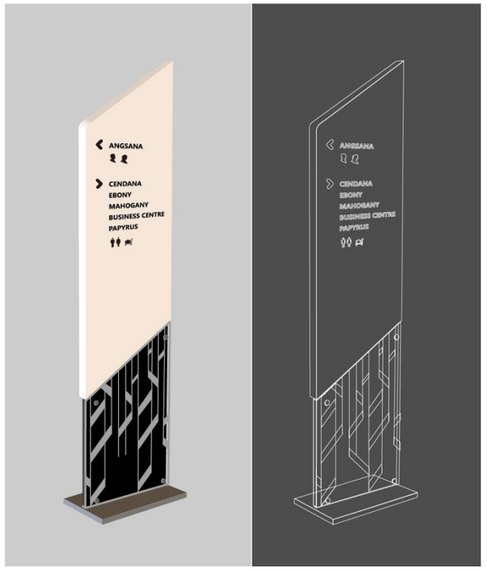
Signage Principles

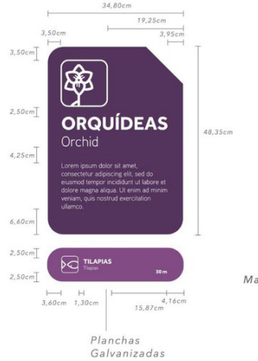
Examples

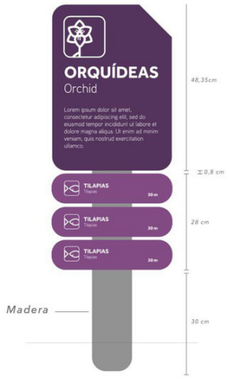
Strong signage communicates with clear intent and easy readability. The examples shown incorporate good design principles and signage direction.

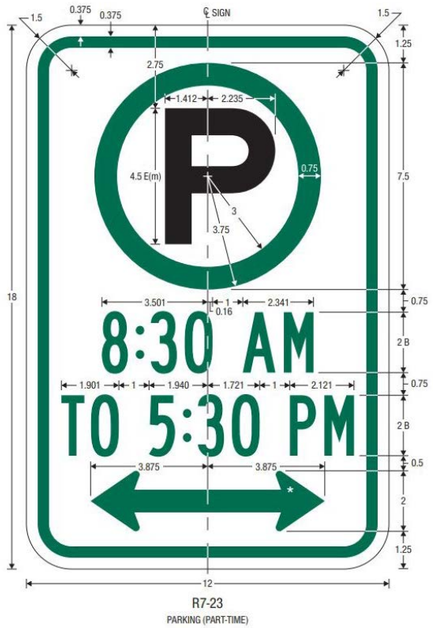
Principles to remember for design:

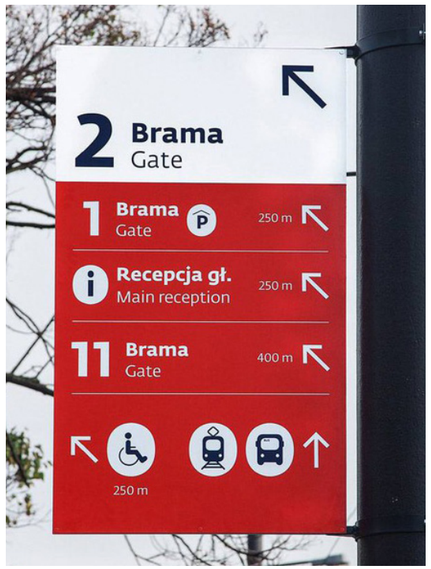
- Contrast in colors
- Prioritize Legibility (reading distance)
- Engages the park audience (Including youth)
- Balance of icons & words
- Consistent branding throughout (font, color, icons, etc.)











Branding

Colors & Font

The color palette should be used for all park signage, for consistency. White and black are used as well for base shades to help maintain contrast. The font used but modified on signage is Agenda. Must be reshaped to fit signage length and width of signage size.

HSB # 2D7BB5

CMYK
C: 81.64
M: 45.44
Y: 7.03
K: 0

HSB # A9BA48

CMYK
C: 70
M: 62
Y: 63
K: 59

HSB # 2A6D37

CMYK
C: 84
M: 33
Y: 98
K: 24

HSB # F79222

CMYK
C: 0
M: 51
Y: 98
K: 0

HSB # 323332

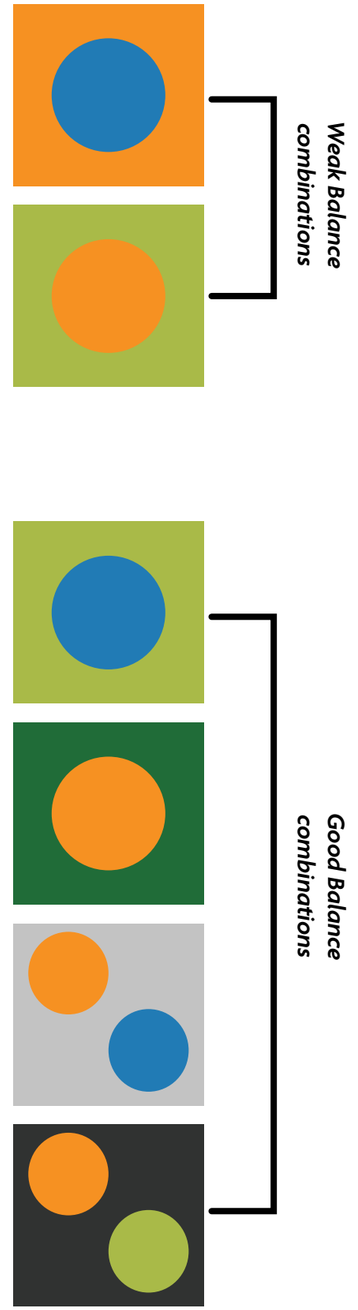
CMYK
C: 70
M: 62
Y: 63
K: 59

HSB # C4C4C4

CMYK
C: 23
M: 18
Y: 19
K: 0

Font:
San Serif
Agenda - 2-3 inches on signage

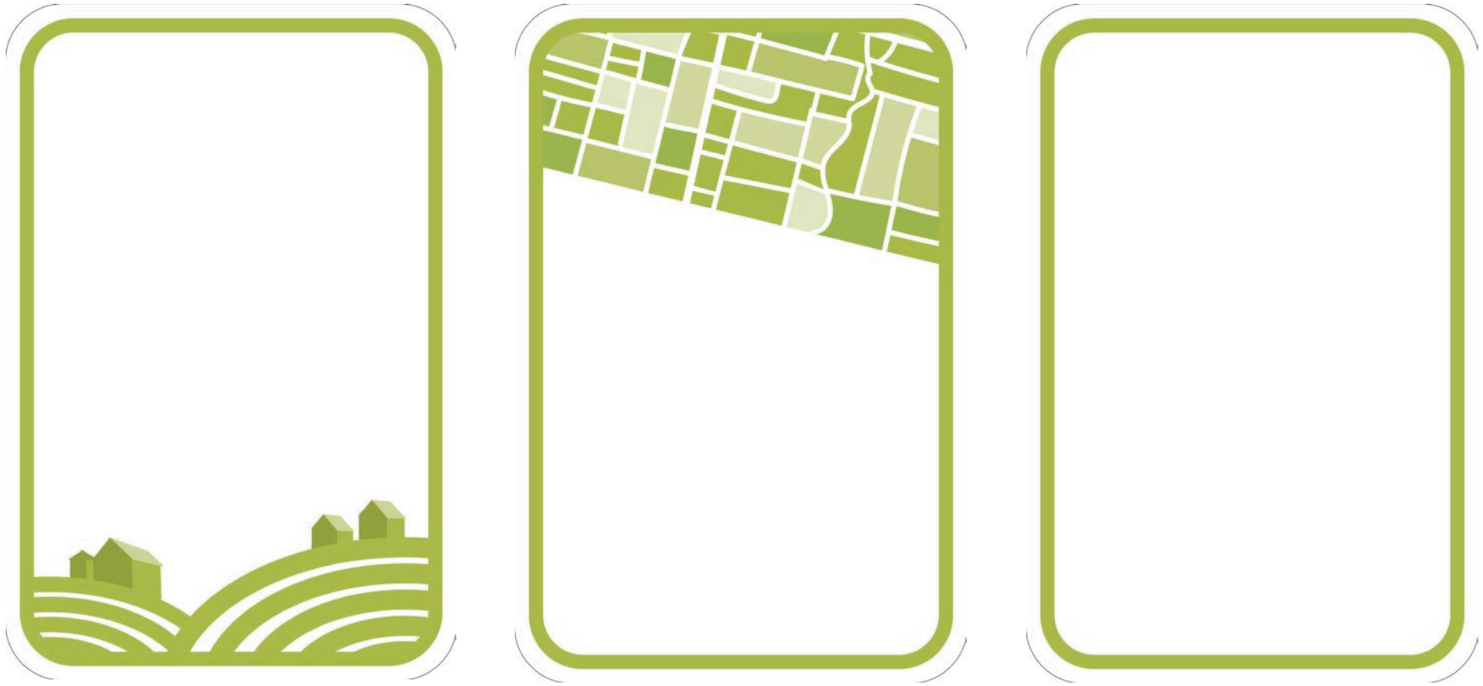
Nibley - light
Nibley - Medium
Nibley - Semibold
Nibley - Blod
Nibley - Black

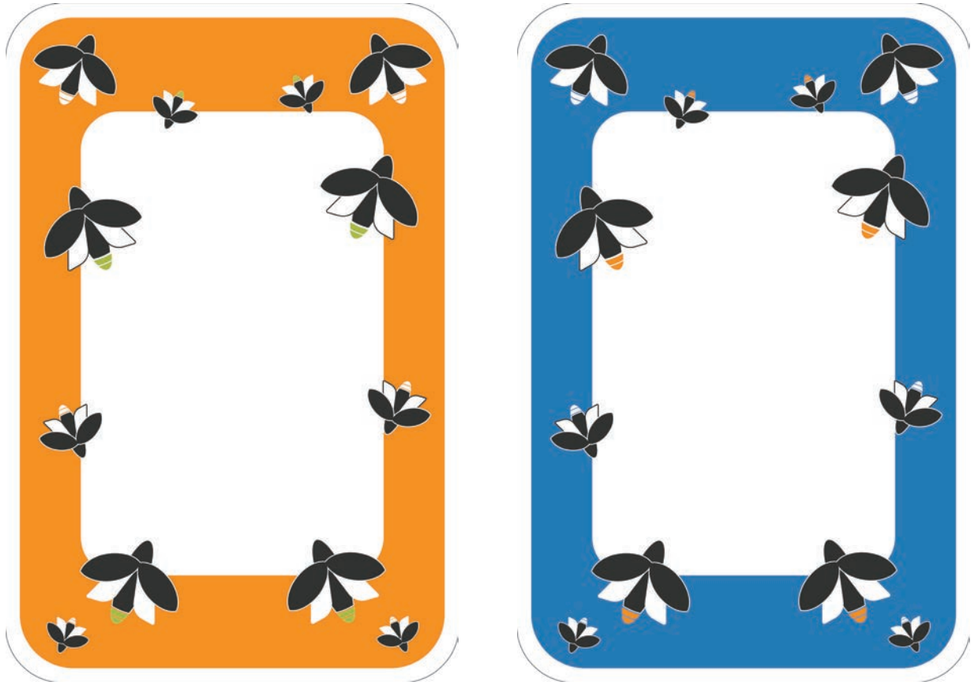


Signage Boarders

12” X 18”

These are the templates that may be used for any Nibley Park needs. Appropriate information may be included on each sign, incorporating the branding colors and font. The bottom two are for Firefly Park.



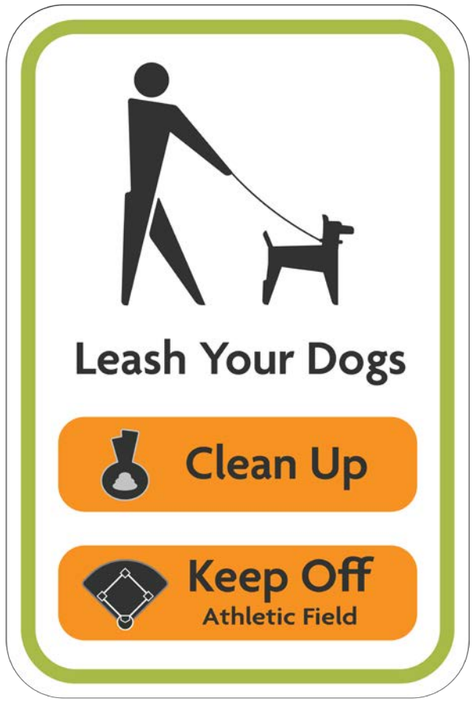


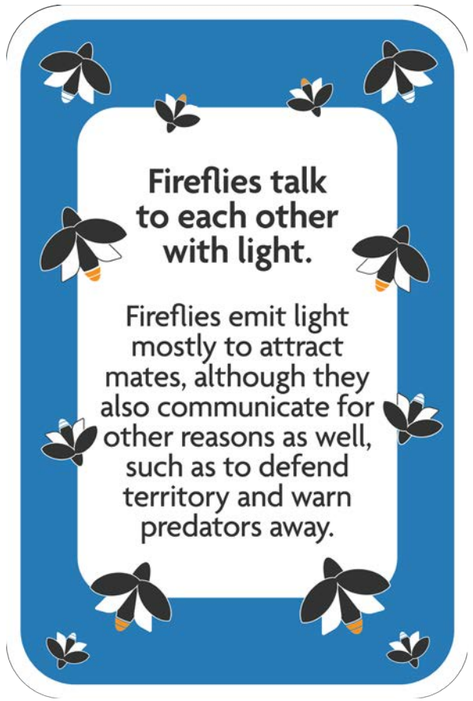
Park Signage

Current Need

These are the priority content needed in Nibley parks.

- Parking: No overnight parking, parking available from 6 am-10 pm
- Dogs: must be on a leash, Clean up after a pet, and not on Sports Fields.
- Firefly Park: Don't harass wildlife
- Smoking: No smoking (or vaping), drugs & alcohol





** Park Rule sign for more cost saving and decluttering various areas.*

Other Examples:

Anhder Park

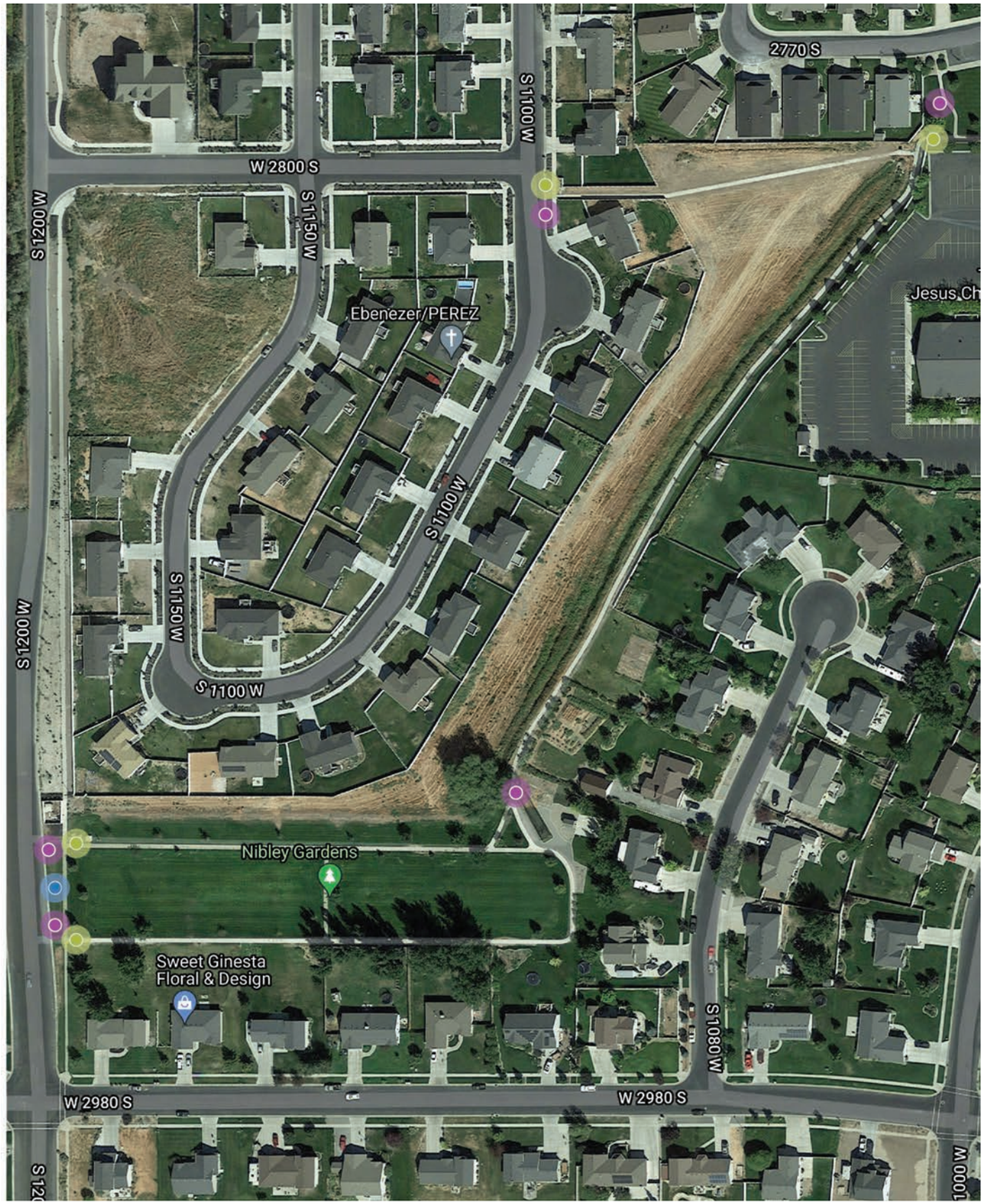
Clear Creek

Signage Placement Key

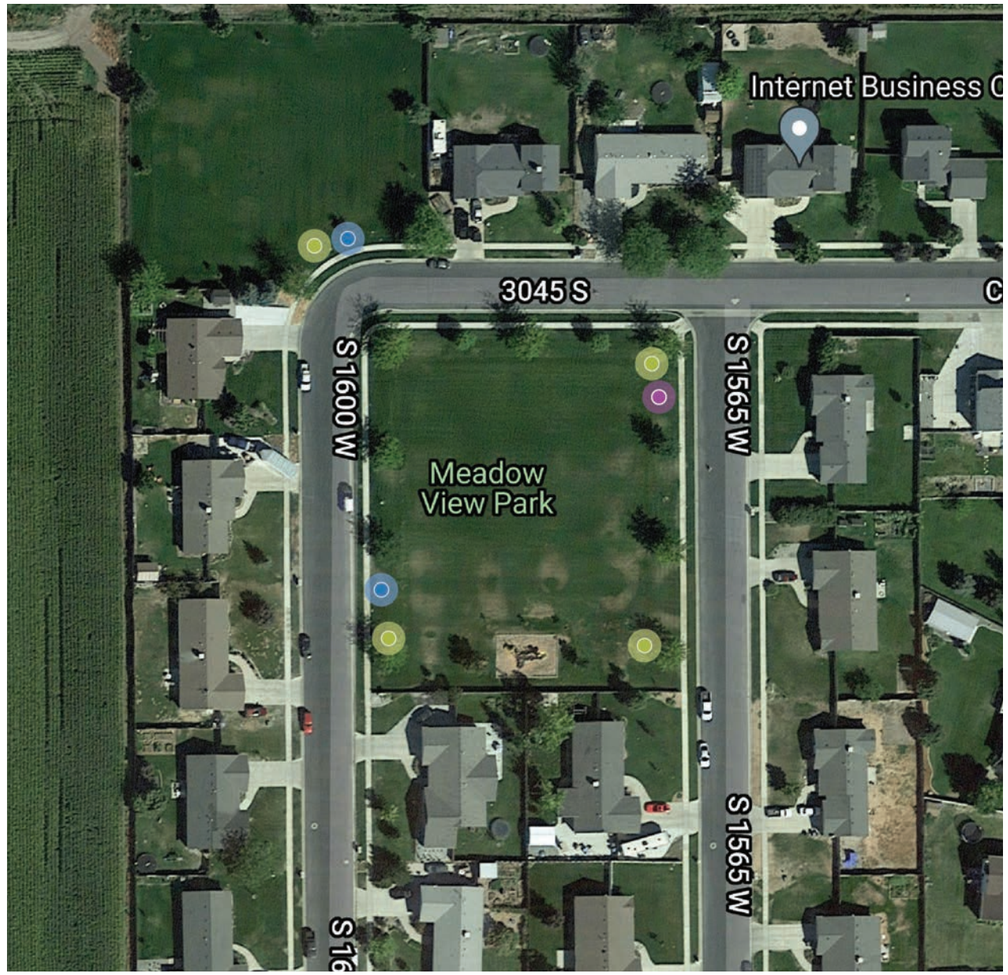
Wayfinding | Smoking | Entry | Parking | Dog

** Shown are the proposed signage placement maps of all major parks in Nibley. The amount of signage may differ, and displayed are the estimated need.*

Nibley Gardens



Meadow View



Signage Placement Key

Wayfinding · Smoking · Entry · Parking · Dog

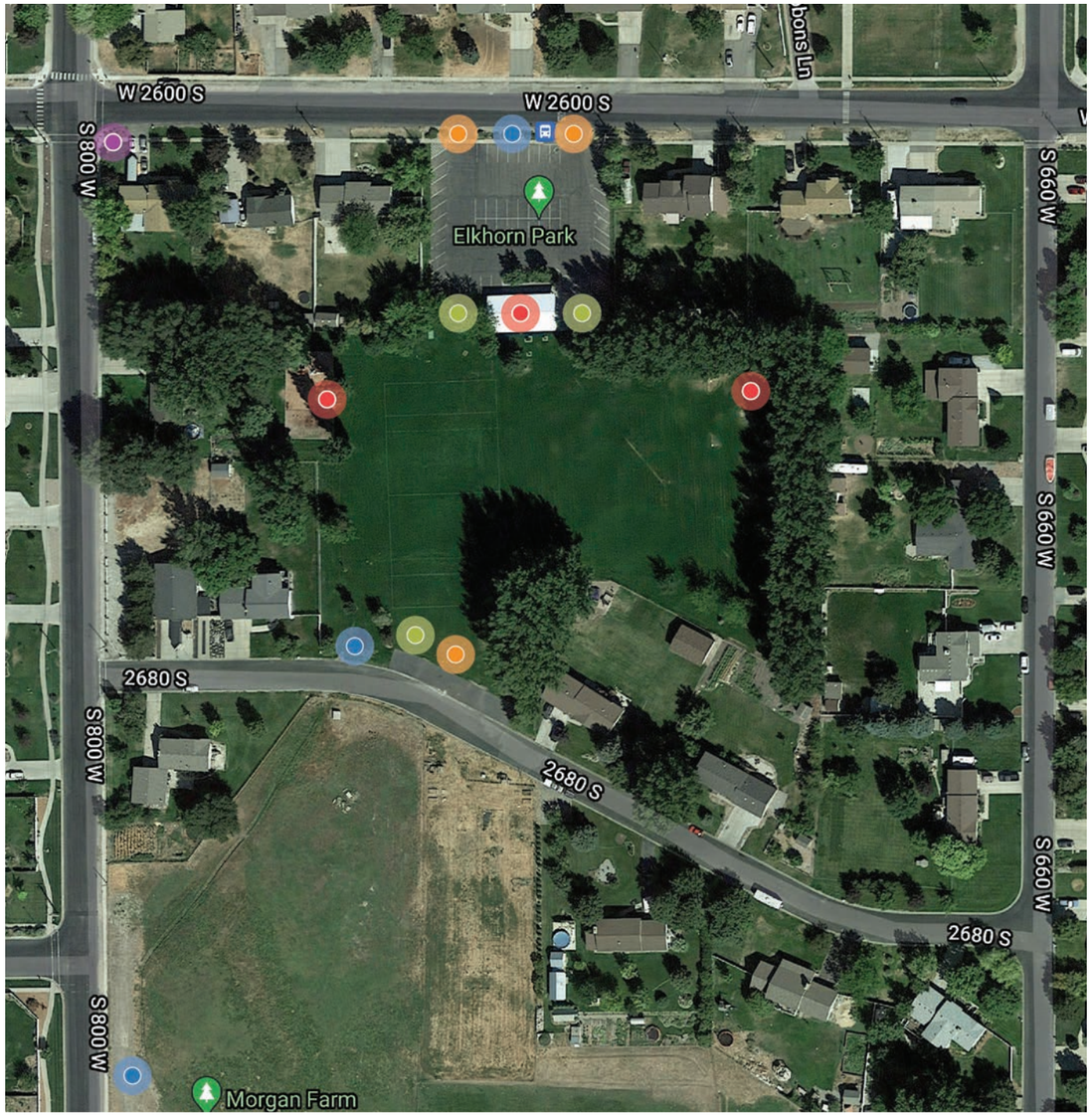
Discovery Park

Signage Placement Key

Wayfinding Smoking Entry Parking Dog

Firefly & Heritage Park

Elkhorn Park



Signage Placement Key

Wayfinding | Smoking | Entry | Parking | Dog

Park Entry & Vehicular Wayfinding Signage Examples

Entry Sign

Examples & Drafts

Entry signs for the park names should be cohesive these templates can be applied to fit park needs. Similar signs can help someone recognize it as a Nibley park.

Road Wayfinding

Examples

Wayfinding that connects open spaces with trails and important landmarks. The design of such signage needs to match the branding of park signs for a cohesive look.

Park Wayfinding Sigange Examples

Park Wayfinding

Principals

1. Connect Places

Effective wayfinding is an extension of the bicycling and walking network and provides a seamless travel experience for non-motorized users.

2. Maintain Motion

Bicycling and walking 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 bicycling to navigate while maintaining their state of motion.

3. Predictable

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.

4. Simplify Information

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 impossible.

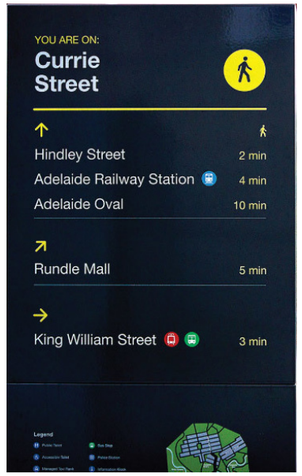
5. Use landmarks as visual cues

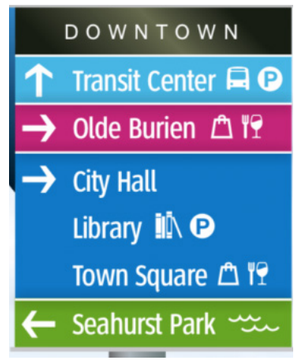
Landmarks also serve an important function in wayfinding. If a navigator knows a specific landmark in relation to their larger environment, then they know their position and can navigate where to go next.

6. Provide signs at decision points

Decision points occur in areas where the navigator must decide to either continue on their route or change direction. Signs at decision points help to provide more detailed information regarding what lies ahead on either path, helping to establish their own place while furthering the goal of getting them to their final destination.

Individual Park Wayfinding Examples





Wayfinding Placement

Firefly & Heritage Park

SIGN FACE

VIEW SHED

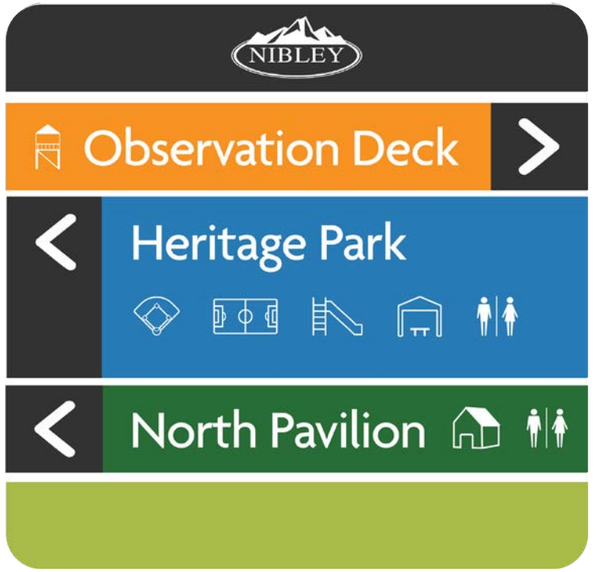
Signage Example

Firefly & Heritage Park

1

** When a sign face is perpendicular to the sidewalk, creating a double-sided sign might be needed.*

2



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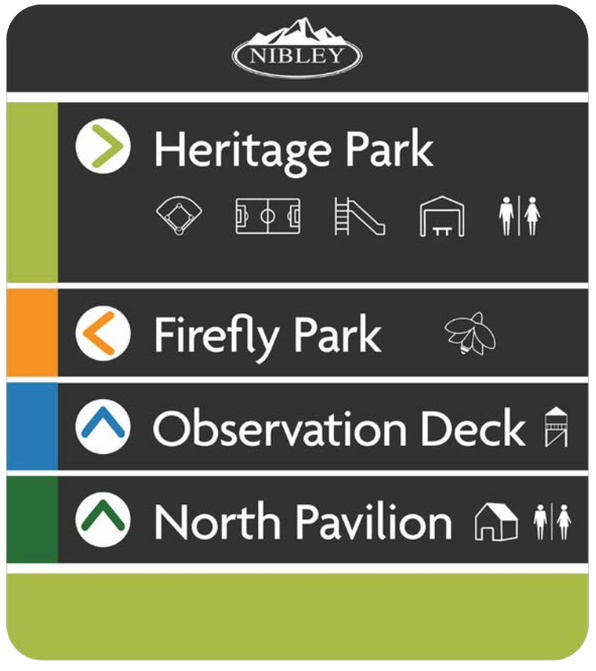
** When a sign face is perpendicular to the sidewalk, creating a double-sided sign might be needed.*

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