



Essex National Heritage Area Sign Standards Manual Overview

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Message to Essex County Communities



Since the early 1600's, colonists have been finding their way around Essex County. Nearly four centuries later we are fortunate to have many of these early destinations still available to residents and visitors. These nationally significant historic and natural resources of Essex County are now federally designated as the Essex National Heritage Area.

The history of our region is far more accessible to the visiting public if it is presented in its entirety. By integrating the historical stories of each resource and linking them together visually, cultural tourism can flourish to the benefit of visitors and communities alike.

The unified signage system described in this manual has been designed to support the thirty four communities of Essex County as they work in partnership with the Essex National Heritage Area and the Essex National Heritage Commission to make these resources more accessible to the public.

This manual establishes graphic and technical standards for directional, identification and interpretative signs in order to link the visitor centers, the historic resources, the natural resources and the communities to a variety of modes of transportation in a clear, unified and consistent manner.

The Essex National Heritage Commission has provided staff support and financing in conjunction with a grant from the Transportation Enhancement Grants of the federal ISTEA program administered by the Massachusetts Highway Department for the implementation of the unified signage system.

We welcome new partnerships at the state, regional and local levels in continuing to link the communities of Essex County to the historic sites, districts, natural areas, public access, parking, bike trails, walk paths and waterways of the Essex National Heritage Area.

Sincerely,

A handwritten signature in blue ink, appearing to read "Annie C. Harris", with a long horizontal flourish extending to the right.

Annie C. Harris
Executive Director
Essex National Heritage Commission

Purpose of this Manual



The purpose of this manual and the implementation of the Essex National Heritage Area unified signage system is to achieve the following goals:

- ▶ A region that is visually unified provides a welcoming statement for tourists.
- ▶ A region that is visually unified generates a sense of pride in its residents.
- ▶ A region that is visually unified is a more powerful marketing and economic development tool than an individual community.
- ▶ An historic natural resource that is visually linked to the Essex National Heritage Area through this unified signage system will increase its visitorship and strengthen its role over time.
- ▶ A systematic sign system promotes safe and efficient transportation.
- ▶ Use of the sign standards manual ensures a clear and consistent message.
- ▶ The sign manual provides a structure for future updating and maintenance.



The purpose of the ENHA Sign Standards Manual Overview is to provide guidelines and standards for the unified signage system being implemented throughout the Essex National Heritage Area. A region that is visually unified avoids disorganized sign clutter, makes a clear welcoming statement to visitors, and generates a sense of pride among residents in the uniqueness of the Area. The unified signage system requires coordinated and standardized procedures for planning, designing and implementing a hierarchy of sign types to meet every need, from directional roadside signs to historic and national resource site identification signs and information and interpretive signs. The goal of these quality signs is to link local features throughout the Area with consistent, attractive, and helpful signage to improve public access to the Area.

There are two major sections of this Manual – Graphics Standards and Sign Types. The Graphics Standards section summarizes issues of style, font and color and includes a color palette for interpretive signs. The Sign Types section of the manual will identify the three major categories of signs and review the many available sign designs within these categories.

Section One – Graphic Standards

The Graphic Standards section provides an overview of the graphics requirements that must be adhered to when designing a sign within the ENHA unified signage system. The section contains information on color standards, logo use, font specifications, and artwork preparation specifications. *Please note that the color palette provided in this manual is an approximate color representation. Next to each square on the palette, there is a reference code for the exact color of Benjamin Moore paint that is used (example Standard Dark Purple, BM2076-10). Please refer to a Benjamin Moore paint chip for each color to see the exact color.*

Section Two – Sign Types

Within this Sign Manual Overview, dozens of sign type options are divided into three main groups: 1) the directional roadside signs; 2) the site identification signs; and 3) informational and interpretive signs. Within each of these three categories, there are a full range of sizes, shapes and structures from which to choose. The signs are designed to help get people to their destinations more efficiently and to enhance drivers' and pedestrians' awareness of available historic and natural resources throughout the 34 communities of the Essex National Heritage Area.

Within each of the three overall sign type categories (directional, site identification and informational/interpretive signs) in the Sign Manual Overview, details and specifications are provided. Each sign type has an identifying number assigned along with a descriptive name (Example: Sign Type 8: Site Identification, Large, Double Post Sign). Also included for each sign type is information on dimensions, basic materials and graphics information,



sample layouts, sample sign frames and some structural features. *Please note that this Sign Manual Overview is designed to provide the basic information needed when comparing and choosing an appropriate sign for a project. For more detailed information on each sign type, including specific information involving measurements, materials, graphic requirements, construction, and installation requirements, please contact the Essex National Heritage Commission at 978-740-0444 or www.essexheritage.org.*

The Essex National Heritage Area unified signage system provides designs for the following sign programs:

- ▶ **Historic Districts** — Identification signs to be posted at the entrances to, and exits from, local historic districts in communities throughout Essex County.
- ▶ **Historic Sites** — Identification, informational, and interpretive sign options are provided to meet a variety of site needs, from buildings to museums to hallowed grounds.
- ▶ **Natural Resource Sites** — Identification, informational and interpretive sign options are provided to meet a variety of site needs, from parks to vistas to trails, including multi colored trailblazers.
- ▶ **Railway Stations Welcome** — Informational signs with maps for the 19 area MBTA stations.
- ▶ **Roadside Directional Signage** — Directional signs for natural and historic sites, as well as the Area’s Visitor’s Centers. These signs are for state and local roadways.
- ▶ **Historic Farms and Farmstands** — Identification, informational and directional sign designs.

If you would like further information and assistance in using this manual, or more details or specifications regarding a specific sign type, please contact the Essex National Heritage Commission at 978-740-0444 or www.essexheritage.org.

Section 1: Graphic Standards



This section details the correct usage of colors, logos, typography and arrows for all sign types specified in the manual. It is important to read and refer to this section to ensure consistency and accuracy of these elements.

Section 1: Graphic Standards



Colors

The standard colors for the Essex National Heritage Area unified signage system are listed below. The colors conform to the color standards developed by the Federal Highway Administration (FHA). These colors are easily recognized and understood by the public.

Consistent use of color is a key element in the successful implementation of the unified signage system.

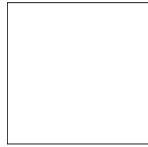
Refer to page 9 for the color palette to be used for interpretive signs.

Color	Specifications
White	reflective sheeting: High Intensity Grade and Engineer Grade FHA White
Brown	reflective sheeting: High Intensity Grade and Engineer Grade FHA highway Brown, PR color #5 Paint: Benjamin Moore Historic Colors: Tudor Brown
Black	FHA Black

Section 1: Graphic Standards



Color Palette for Interpretive Signs



Standard White
BM EXT Satin Finish



Standard Black
BM EXT Satin Finish



Standard Brown
BM EXT.RM
Tudor Brown

Please note that this color palette is an approximate color representation. Please refer to a Benjamin Moore paint chip to see the exact color.



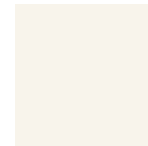
Standard Dark Red
BM 2006-10
merlot red



Standard Red
BM 2008-20
claret rose



Standard Light Red
BM 2014-50
springtime peach



Standard Pale Red
BM 2013-70
bridal pink



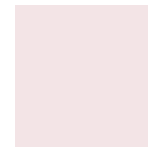
Standard Dark Purple
BM 2076-10
crushed velvet



Standard Purple
BM 2078-20
raspberry glaze



Standard Light Purple
BM 2084-50
rosy glow



Standard Pale Purple
BM 2084-70
gentle blush



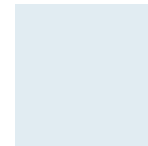
Standard Dark Blue
BM 2065-20
dark royal blue



Standard Blue
BM 2064-40
clearest ocean blue



Standard Light Blue
BM 2066-60
honolulu blue



Standard Pale Blue
BM 2063-70
cumulus cotton



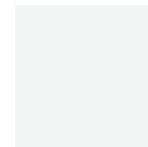
Standard Dark Green
BM EXT.RM
chrome green



Standard Green
BM 2035-30
nile green



Standard Light Green
BM 2032-50
early spring green



Standard Pale Green
BM 2032-70
lime sorbet



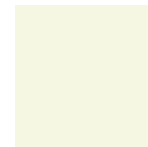
Standard Dark Yellow
BM 2152-10
medieval gold



Standard Yellow
BM 2019-30
sunflower



Standard Light Yellow
BM 2021-50
yellow lotus



Standard Pale Yellow
BM 2021-70
pale straw



Standard Dark Brown
BM 2164-10
saddle brown



Standard Brown
BM 2161-30
dark mustard



Standard Light Brown
BM 2159-40
amber waves



Standard Pale Brown
BM 2160-60
kansas grain

Section 1: Graphic Standards



Identity: Logo for Signs

The correct and consistent use of the logo on signs throughout Essex County will help to achieve a sense of identity for the Essex National Heritage Area as well as providing visible linkages between the visitor centers and other historic resources.

The Essex National Heritage Area logo incorporates three icons symbolizing the three themes for the Essex National Heritage Area: the *Early Settlement Theme*, the *Maritime History Theme* and the *Industrial Development Theme*.

When the full name, Essex National Heritage Area, is used with the logo it should appear in the following relationship of logo and logotype. The logotype typeface is Clarendon Bold as manufactured by Adobe Systems, available at www.adobe.com. Letter spacing and word spacing is as shown below.

The logo should be used only as shown; white on dark background for signs. The logo should never be altered and should always be reproduced from either a Photostat or output from the computer file at the minimum of 1200 dpi. For an electronic file of the logo, contact the Essex National Heritage Commission at 978-740-0444.



Shown in 100ths/inch

Section 1: Graphic Standards



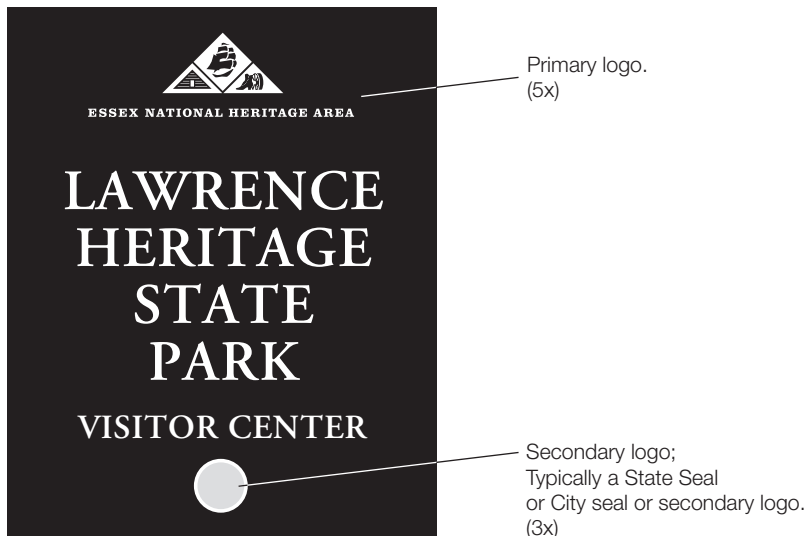
Identity: Application of Secondary Logo

Many of the historic resources throughout the county already have an established logo. In order to achieve a sense of identity for the Essex National Heritage Area and to maintain the identity needs of a particular resource, the unified signage system is flexible and can incorporate both logos.

When the situation calls for the use of two logos on a sign the following example shows the relationship of logo, logotype, and spacing. This alternate application applies for the following sign types:

9A, 9B, & 9C; 10A, 10B, & 10C; 22A, 22B, & 22C; 23A, 23B, & 23C

The size relationship of the primary to secondary logo should be about 5 to 3.



Section 1: Graphic Standards



Typography: Adobe Garamond Semibold

Adobe Garamond Semibold is the first of three official typefaces for use in the Essex National Heritage Area unified signage system. Adobe Garamond Semibold is predominantly specified for all identification and interpretative signs.

The typography is used two ways: All Uppercase or Upper & Lowercase. Each sign type layout/drawing clearly shows which case is correct for that application.

Letterspacing for all Uppercase is “open” while letterspacing for Upper & Lowercase shall be “slightly open.” See below for samples of appropriate letterspacing.

Adobe Garamond Semibold is available at www.adobe.com.

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

abcdefghijklmnopqrstu

vwxyz

1234567890

Adobe Garamond Semibold

GLOUCESTER

Standard letterspacing & wordspacing-Uppercase

Section 1: Graphic Standards



Typography: Adobe Clarendon

Adobe Clarendon Regular is the second of three official typefaces for use in the Essex National Heritage Area unified signage system. Adobe Clarendon Regular is predominantly specified for all state and local roadway signs.

The typography is used two ways: All Uppercase or Upper & Lowercase. Each sign type layout/drawing clearly shows which case is correct for that application.

Letterspacing for all Uppercase is "open" while letterspacing for Upper & Lowercase shall be "slightly open." See below for samples of appropriate letterspacing.

Adobe Clarendon Regular is available at www.adobe.com.

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u

v w x y z

1 2 3 4 5 6 7 8 9 0

Adobe Clarendon Regular

G L O U C E S T E R

Standard letterspacing & wordspacing-Uppercase

Section 1: Graphic Standards



Typography: Series E(M) Lettering

Series E(M) Lettering is the third official typeface for use in the Essex National Heritage Area unified signage system. The typeface to be used on all interstate signs is the Federal Standard Series “E” modified. All letters for interstate signs shall be uppercase. Letterspacing should meet Federal Standard guidelines.

A B C D E 1 2 3 4

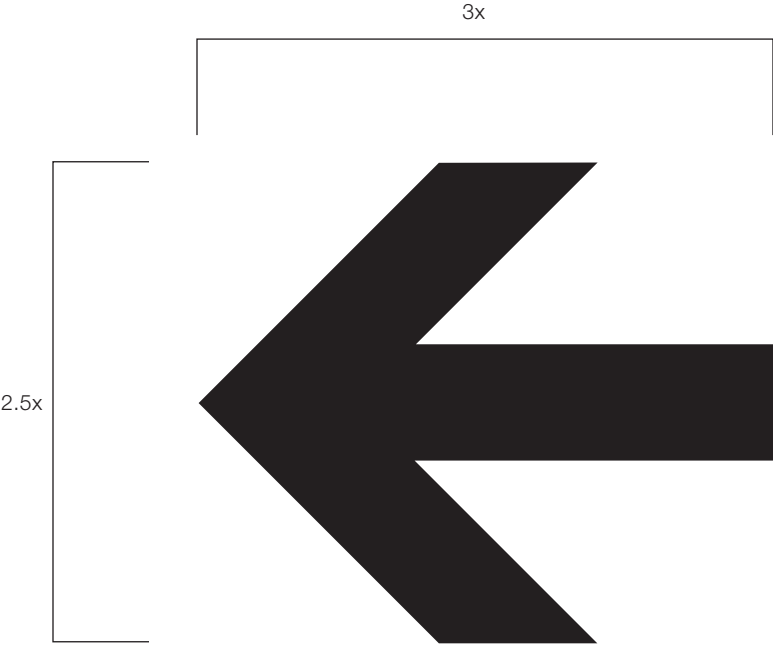
Series E(M) Lettering

Section 1: Graphic Standards



Arrows

The arrow artwork shown below is the standard arrow to be used on signs. Consistent use of the Essex National Heritage Area standard arrow style is an important part of the system's identity and image. For an electronic file of the arrow, contact the Essex National Heritage Commission at 978-740-0444.



Section 1: Graphic Standards



Artwork Preparation Specification

All graphics shown in this manual are “For Position Only” (FPO) images. All images and graphics for production are to be provided by the Owner. The following are guidelines for final production art preparation and submittal:

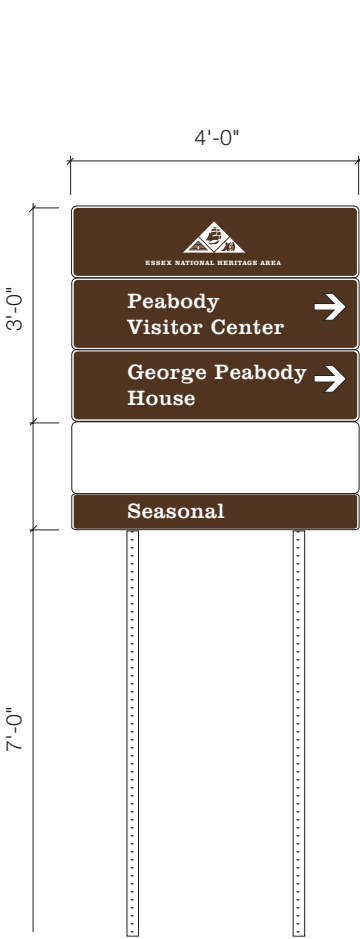
1. Photographs are to be original, continuous tone images, halftone images are not acceptable. The Sign Contractor will be responsible for scanning the provided original images for final production.
2. Images submitted in digital format are to be scanned at a resolution high enough to ensure quality reproduction at final output size. Coordinate resolution requirements of all digital images with the Sign Contractor.
3. All digital graphics are to be provided in vector format, at full scale. Graphics must be produced using a professional grade graphics program, and saved to diskette, zip disk, or CD-rom. A hardcopy of all digital graphics must also be provided for reference.
4. All text for signs must be provided in “text rich” digital format for use on either Mac or PC systems. In addition, the owner must provide hardcopy of the text for reference.

Section 2: Sign Types

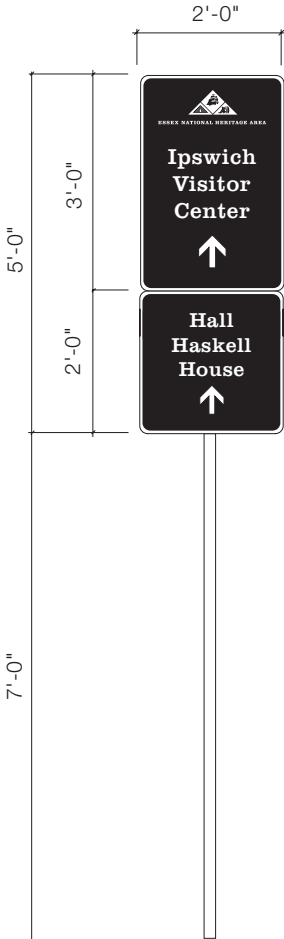
Directional Signs



Double and single posted, single sided 1/8" aluminum panel signs, to conform to Massachusetts highway standards. These signs are used on Interstate and State Highways and direct visitors to specific sites and Visitor Centers within the Essex National Heritage Area.



Sign Type 6D: Local Roads



Sign Type 5D: State Roadways
Sign Type 7D: Local Roads

Section 2: Sign Types



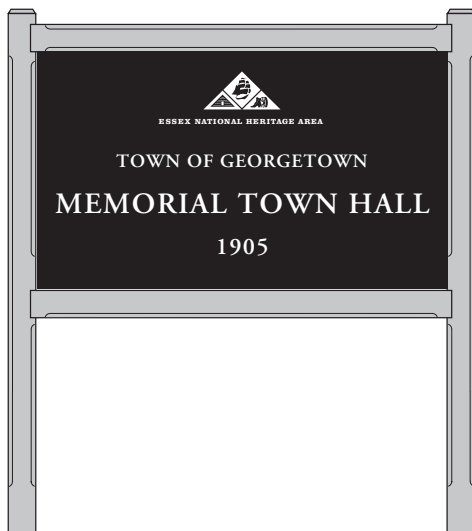
Site Identification Signs: Sign Type 8

Site Identification, Large, Double Post Sign

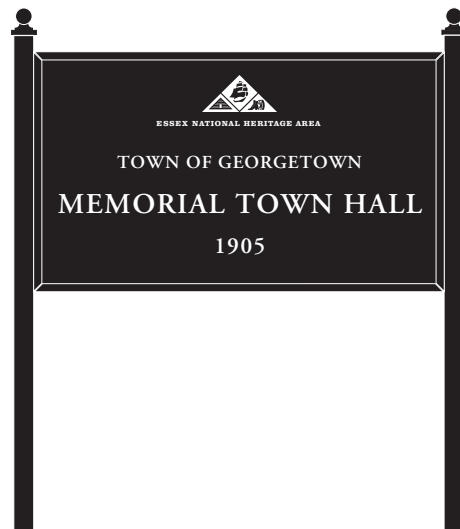
Double posted, single sided panel signs. Sign panel 3'-6" x 6'-0", and paint finished to match ENHA Standard Brown with 3M white reflective text. The sign panel is 3/4" medium density plywood. Text is Adobe Garamond Semibold.



Sign Type 8A: Colonial Wood Frame, White



Sign Type 8B: Rustic Wood Frame, Brown



Sign Type 8C: Traditional Metal Frame, Black

Section 2: Sign Types



Site Identification Signs: Sign Type 9

Site Identification, Medium, Tavern Style Sign

These signs have a sign area of 6 square feet. Single posted, double sided panel signs. Sign panel 2'-3" x 2'-9", and paint finished to match ENHA Standard Brown with 3M white reflective text. The sign panel is 3/4" medium density plywood. Text is Adobe Garamond Semibold.



Sign Type 9A:
Colonial Wood Frame, White

Sign Type 9B:
Rustic Wood Frame, Brown

Sign Type 9C:
Traditional Metal Frame, Black

Section 2: Sign Types



Site Identification Signs: Sign Type 10

Site Identification, Small, Tavern Style Sign

These signs have a sign area of 4 square feet. Single posted, double sided panel signs. Sign panel 1'-10" x 2'-2", and paint finished to match ENHA Standard Brown with 3M white reflective text. The sign panel is 3/4" medium density plywood. Text is Adobe Garamond Semibold.



Sign Type 10A:
Colonial Wood Frame, White

Sign Type 10B:
Rustic Wood Frame, Brown

Sign Type 10C:
Traditional Metal Frame, Black

Section 2: Sign Types



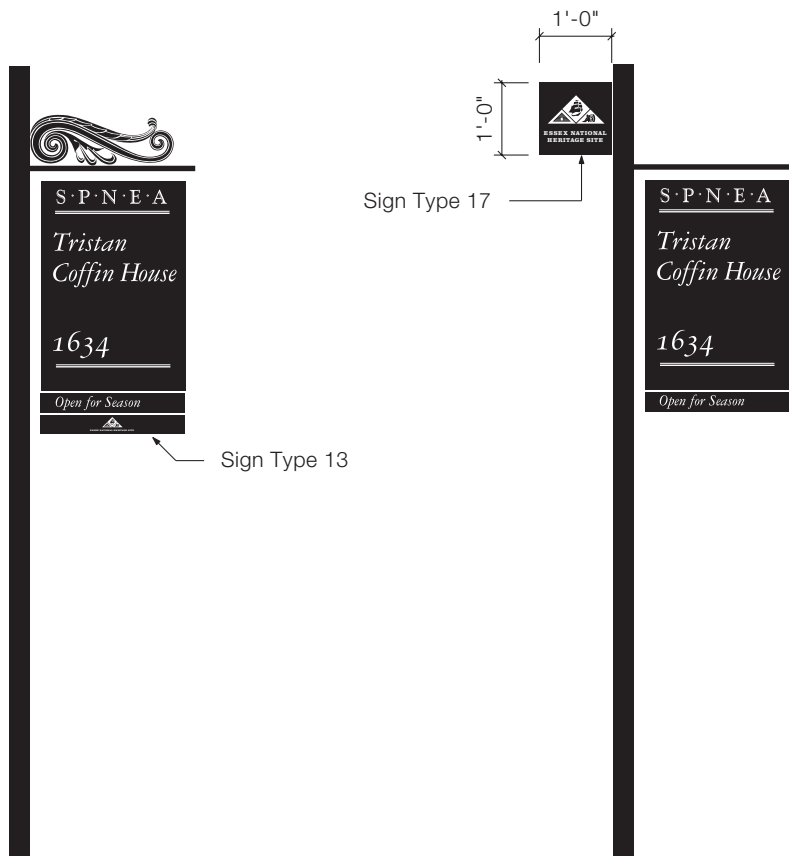
Site Identification Signs: Sign Types 13 and 17

Sign Type 13H: Additional Hanging Panel

These signs are double sided 3/16" aluminum panels which hang from existing site identification signs. Sign panel sizes vary, and are paint finished to match color and finish of existing panel, with white screenprinted logo.

Sign Type 17F: Additional Flag Mounted Panel

These signs are double sided 3/16" aluminum panels which are mounted to existing site identification signs. Sign panels are paint finished to match ENHA Standard Brown with white screenprinted logo.



Sign Type 13H: Additional Hanging Panel

Sign Type 17F: Additional Flag Mounted Panel

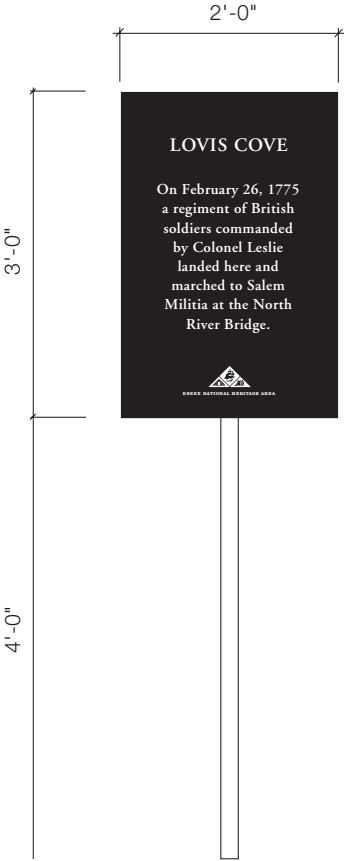


Section 2: Sign Types

Site Identification Signs: Sign Type 14

Roadside Interpretive Sign

Single post, 1/8" aluminum panel signs, to conform with Massachusetts highway standard 1-P5. Sign panel size is 3'-0" x 2'-0", and is paint finished to match ENHA Standard Brown with white screenprinted text. Text is Adobe Garamond Semibold.



Sign Type 14R: Roadside Interpretive Sign

Section 2: Sign Types



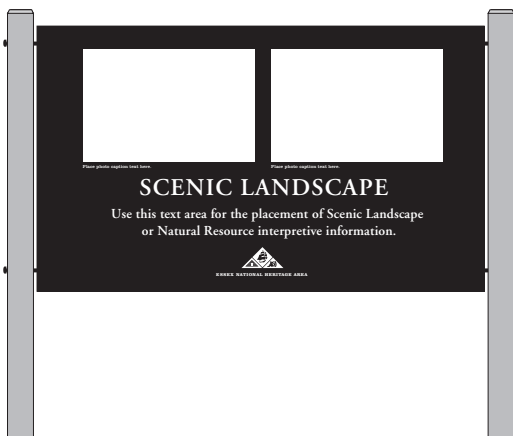
Site Identification Signs: Sign Type 15

Site Information/Images, Wide Rectangle, Large, Double Post Sign

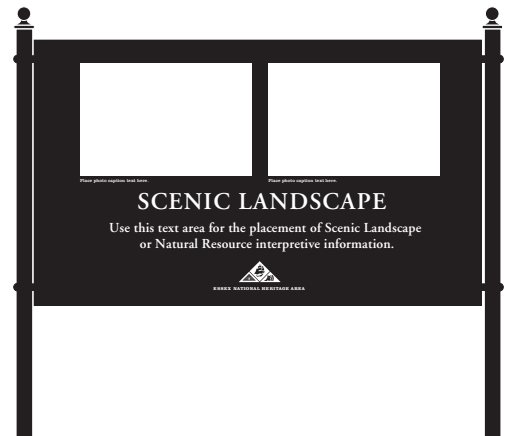
Double post, single sided panel signs. Sign panel size is 3'-6" x 6'-0", and is paint finished to match ENHA Standard Brown with 3M white reflective Header Text and white screenprinted copy text. The sign panel is 3/4" medium density plywood. Text is Adobe Garamond Semibold. Graphic areas are applied "Folia" embedded prints.



Sign Type 15A: Colonial Wood Frame, White



Sign Type 15B: Rustic Wood Frame, Brown



Sign Type 15C: Traditional Metal Frame, Black

Section 2: Sign Types



Informational and Interpretive Signs: Sign Type 20

Site Information/Images, Upright Rectangle, Large, Double Post Sign

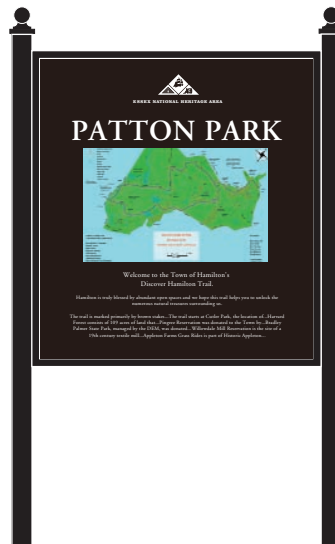
Double post, single sided panel signs. Sign panel size is 4'-6" x 4'-0", and is paint finished to match ENHA Standard Brown with 3M white reflective Header Text and white screenprinted copy text. The sign panel is 3/4" medium density plywood. Text is Adobe Garamond Semibold. Graphic areas are applied "Folia" embedded prints.



Sign Type 20A: Colonial Wood Frame, White



Sign Type 20B: Rustic Wood Frame, Brown



Sign Type 20C: Traditional Metal Frame, Black

Section 2: Sign Types

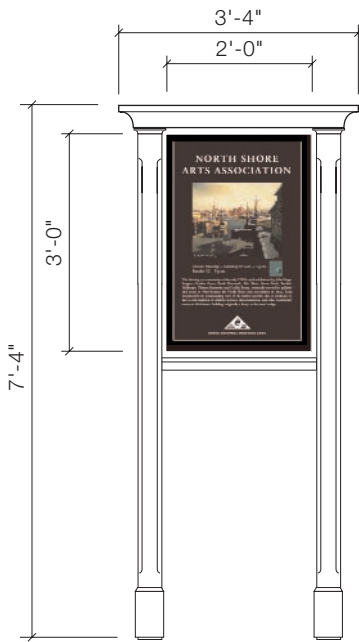


Informational and Interpretive Signs: Sign Type 21

Interpretive, Medium, Double Post Sign

Double post, double or single sided panel signs. Sign panel size is 2'-0" x 3'-0", and is paint finished to match ENHA Standard Brown with white screenprinted text. The sign panel is 3/4" medium density plywood. Text is Adobe Garamond Semibold. Graphic areas are applied "Folia" embedded prints.

Second side optional ENHA graphic panel available.



Sign Type 21A:
Colonial Wood Frame, White



Sign Type 21B:
Rustic Wood Frame, Brown



Sign Type 21C:
Traditional Metal Frame, Black

Section 2: Sign Types



Informational and Interpretive Signs: Sign Type 22

Site Identification, Medium, Tavern Style Sign

Single post, double sided panel signs. Sign panel size is 3'-6" x 2'-6", and is paint finished to match ENHA Standard Brown with 3M white reflective text. The sign panel is 3/4" medium density plywood. Text is Adobe Garamond Semibold.



Sign Type 22A:
Colonial Wood Frame, White

Sign Type 22B:
Rustic Wood Frame, Brown

Sign Type 22C:
Traditional Metal Frame, Black

Section 2: Sign Types



Informational and Interpretive Signs: Sign Type 23

Site Identification, Medium, Single Post Sign

Single post, single sided panel signs. Sign panel size is 3'-6" x 2'-6", and is paint finished to match ENHA Standard Brown with 3M white reflective text. The sign panel is 3/4" medium density plywood. Text is Adobe Garamond Semibold.



Sign Type 23A: Colonial Wood Post, White

Sign Type 23B: Rustic Wood Post, Brown

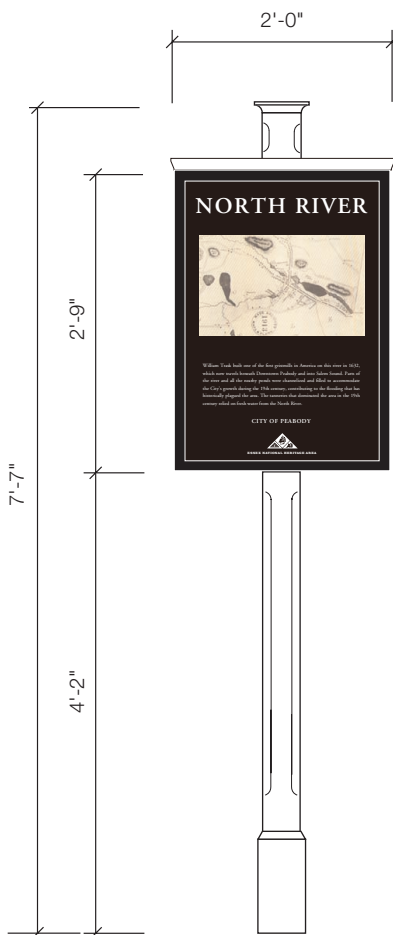
Sign Type 23C: Traditional Metal Post, Black



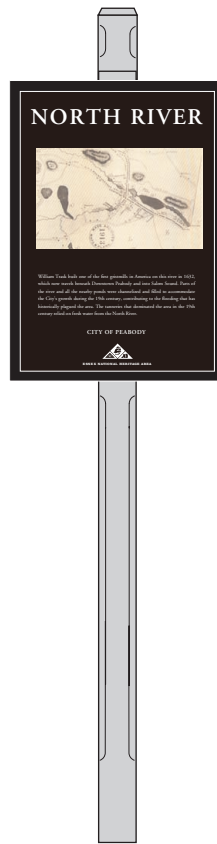
Informational and Interpretive Signs: Sign Type 24

Interpretive, Small, Single Post Sign

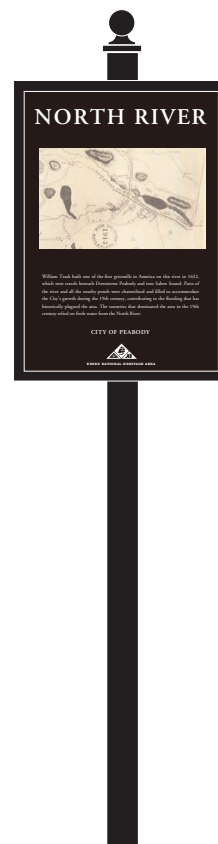
Single post, single sided panel signs. Sign panel size is 2'-9" x 2'-0", and is paint finished to match ENHA Standard Brown with white screenprinted text. The sign panel is 3/4" medium density plywood. Text is Adobe Garamond Semibold. Graphic areas are applied "Folia" embedded prints.



Sign Type 24A:
Colonial Wood Post, White



Sign Type 24B:
Rustic Wood Post, Brown



Sign Type 24C:
Traditional Metal Post, Black

Section 2: Sign Types

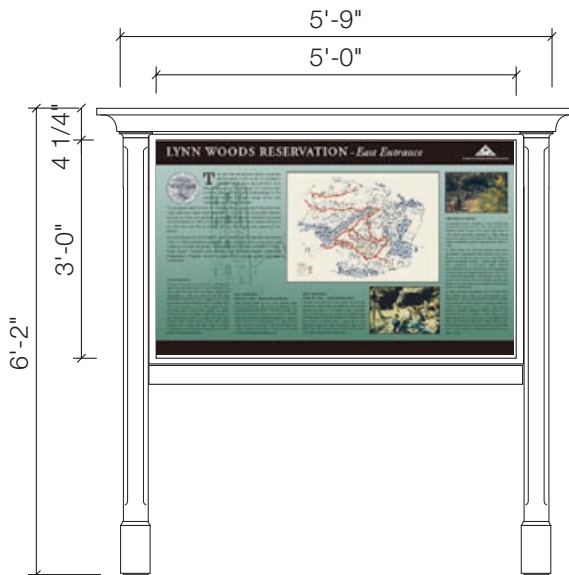


Informational and Interpretive Signs: Sign Type 25

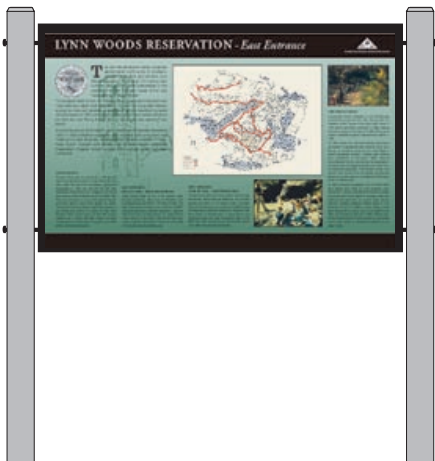
Interpretive, Large, Double Post Sign

Double post, double or single sided panel signs. Sign panel size is 3'-0" x 5'-0", and is "Folia" embedded prints. The sign panel is 3/4" medium density plywood. Text is Adobe Garamond Semibold.

Second side optional ENHA graphic panel details available.



Sign Type 25A: Colonial Wood Frame, White



Sign Type 25B: Rustic Wood Frame, Brown



Sign Type 25C: Traditional Metal Frame, Black

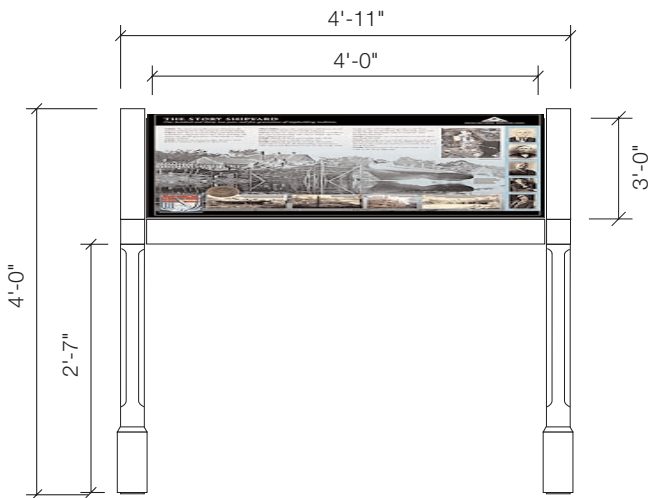
Section 2: Sign Types



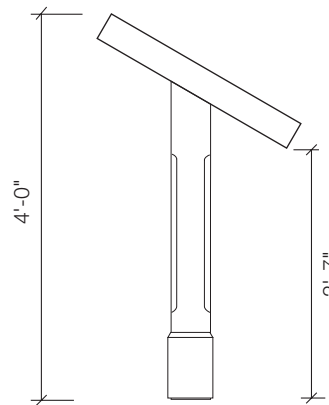
Informational and Interpretive Signs: Sign Type 26

Low Profile Wayside, Slant Table Top, Interpretive Sign

Double post, single sided low profile "table top" style signs. Sign panel size is 4'-0" x 3'-0", and is a "Folia" embedded print. The sign panel is 3/4" medium density plywood. Text is Adobe Garamond Semibold.



Sign Type 26A: Colonial Wood Frame, White



Sign Type 26A: Side View



Sign Type 26B: Rustic Wood Frame, Brown



Sign Type 26M: Modern Metal Frame, Black

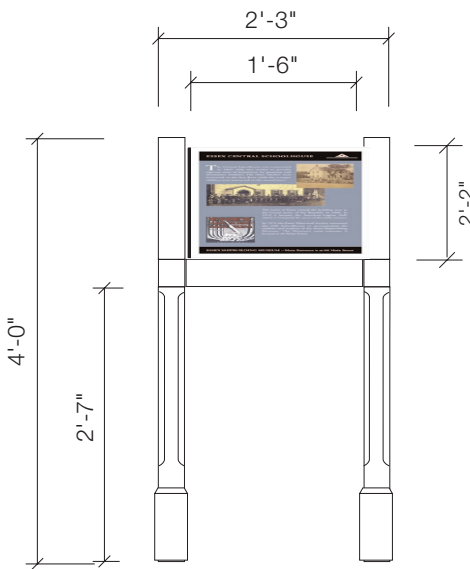
Section 2: Sign Types



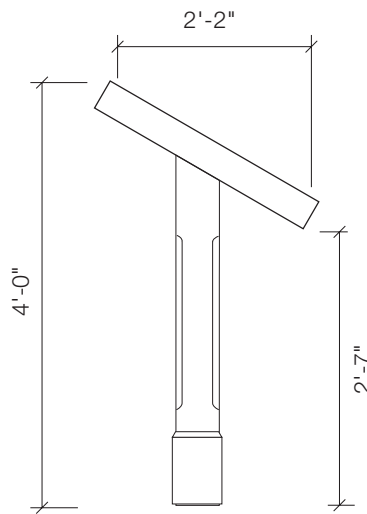
Informational and Interpretive Signs: Sign Type 27

Low Profile Half Wayside, Slant Table Top, Interpretive Sign

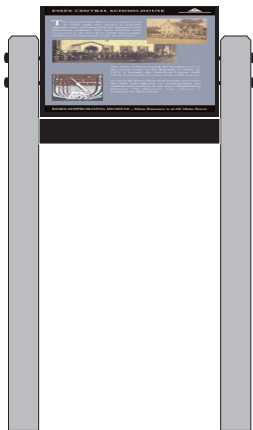
Double post, single sided low profile "table top" style signs. Sign panel size is 1'-6" x 2'-2", and is a "Folia" embedded print. The sign panel is 3/4" medium density plywood. Text is Adobe Garamond Semibold.



Sign Type 27A: Colonial Wood Frame, White



Sign Type 27A: Side View



Sign Type 27B: Rustic Wood Frame, Brown



Sign Type 27M: Modern Metal Frame, Black

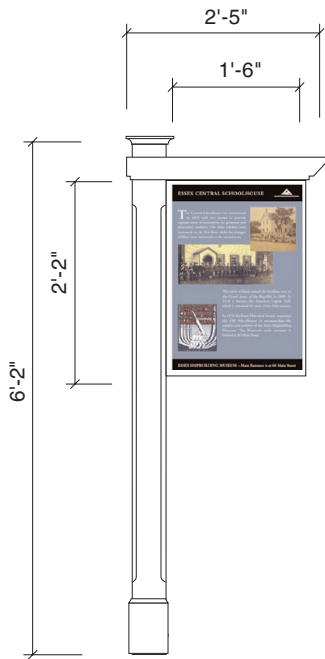
Section 2: Sign Types



Informational and Interpretive Signs: Sign Type 28

Upright Wayside, Tavern Style, Interpretive Sign

Single post, single sided tavern style signs. Sign panel size is 1'-6" x 2'-2", and is a "Folia" embedded print. The sign panel is 3/4" medium density plywood. Text is Adobe Garamond Semibold.



Sign Type 28A: Colonial Wood Frame, White



Sign Type 28B: Rustic Wood Frame, Brown



Sign Type 28C: Traditional Metal Frame, Black

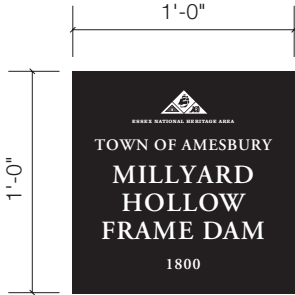
Section 2: Sign Types



Informational and Interpretive Signs: Sign Type 33W

Wall Mount Site Identification, Small, Brown

- Structure: 3/4" M.D.O. plywood sign panel
- Panel Size: 1'-0" x 1'-0"
- Legends: Adobe Garamond Semibold 3M white reflective sheeting.
- Background: ENHA Standard Brown
- Logo: Black graphics on white reflective vinyl.



NOTE: Mounting height to be verified on a site to site basis.

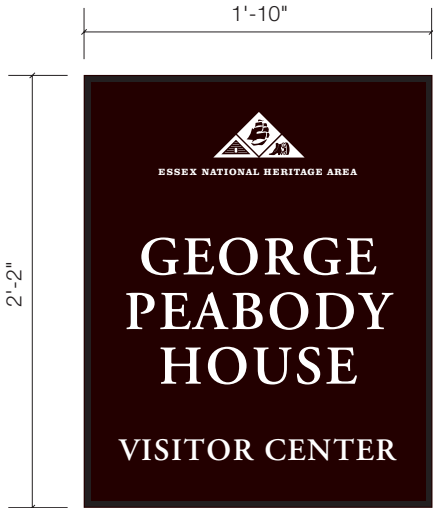
Section 2: Sign Types



Informational and Interpretive Signs: Sign Type 34W

Wall Mount Site Identification, Medium, Brown

Structure: 3/4" M.D.O. plywood sign panel
Panel Size: 2'-2" x 1'-10"
Legends: Adobe Garamond Semibold 3M white reflective sheeting.
Background: ENHA Standard Brown
Logo: Black graphics on white reflective vinyl.



NOTE: Mounting height to be verified on a site to site basis.

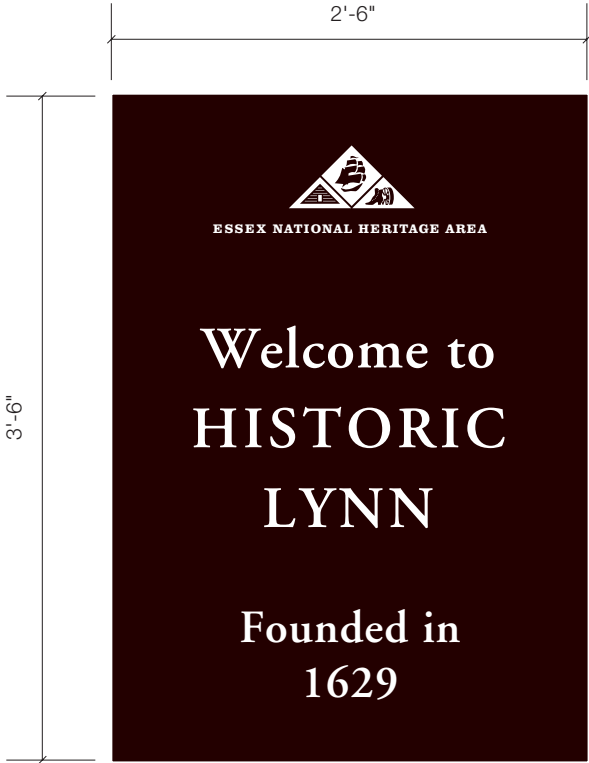
Section 2: Sign Types



Informational and Interpretive Signs: Sign Type 35W

Wall Mount Site Identification, Large, Brown

Structure: 3/4" M.D.O. plywood sign panel
Panel Size: 3'-6" x 2'-6"
Legends: Adobe Garamond Semibold 3M white reflective sheeting.
Background: ENHA Standard Brown
Logo: Black graphics on white reflective vinyl.



NOTE: Mounting height to be verified on a site to site basis.