# ABBOTT MARSHLANDS

# Brand and Signage Guidelines

Revised: May 27th 2014

Stantec

russelldesign

# The Identifier

This is the Abbott Marshland Identifier. It is the centerpiece of the organization's brand identity. Its customized typographic design, hand drawn icons and colors reflect the unique character of the organization. Over time, the frequent and consistent use of the Identifier will build equity in the Abbott Marshland brand. Do not modify or alter the Identifier in any way.

The identifier is comprised of five rectangles, one containing the name of the organization and four containing icons representing aspects of interest within the park.

The five rectangles must always be used as a unit, never separated and used individually or in different groupings for any purpose.

## Primary Identifier

The full color version is the primary identifier and should be used whenever possible.

## Secondary Identifiers

The secondary identifiers should be used only on rare occasions.

**Grayscale Version**
Should be used only when color reproduction is not possible, but when halftone reproduction is possible (e.g. newspaper advertising).

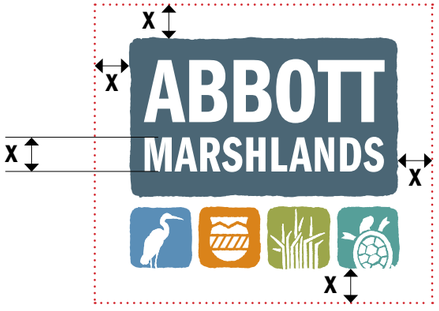
**Black & White Version**
Should be used only when neither color nor halftone reproduction are available.

**Reverse Version — Color**
This version should be used only when the identifier must go on a very dark background.

**Reverse Version — Grayscale**
This version should be used only when the identifier must go on a very dark background and color reproduction is not available.

## Area of Isolation

To ensure that the eye is drawn to the Identifier, it is important that it be isolated on the page from other visual elements. A minimum amount of clear space should be maintained around the Identifier to ensure optimum legibility and emphasis. This area of isolation, identified below by the letter X, is based on the hight of the "M" in "MARSHLAND". The minimum area of isolation is the X distance around the Identifier. Keep this area free of other imagery, graphic elements, typography, folds and page trim. These guidelines apply to all Identifier usage. A more generous area of isolation is usually preferred.




The area of isolation aids in the legibility of the signature and enhances its overall visibility.

## Minimum Size

To ensure the legibility of both the lettering and the icons, the identifier should never be reproduced smaller than .75 inches wide.

# Colors

The consistent use of color is another important element of the Abbott Marshland visual brand. The primary and secondary color palettes shown here have been selected to represent key attributes of the park. Limiting ourselves to these colors ensures that our materials will always be harmonious and consistent.

## Primary Colors

The primary colors are those of the Abbott Marshland identifier.

### Abbott Marshlands Gray

**Pantone®** 5405C

**Four Color Process** (printing uses)

| | |
|---|---|
| Cyan (C) | 32 % |
| Magenta (M) | 2 % |
| Yellow (Y) | 0 % |
| Black (K) | 66 % |

**RGB** (on-screen uses)

| | |
|---|---|
| Red (R) | 75 |
| Green (G) | 102 |
| Blue (B) | 117 |

**Hex Value** (website use)
# 4b6675

### Abbott Marshlands Blue

**Pantone®** 7454C

**Four Color Process** (printing uses)

| | |
|---|---|
| Cyan (C) | 55 % |
| Magenta (M) | 20 % |
| Yellow (Y) | 0 % |
| Black (K) | 22 % |

**RGB** (on-screen uses)

| | |
|---|---|
| Red (R) | 90 |
| Green (G) | 142 |
| Blue (B) | 183 |

**Hex Value** (website use)
# 5a8eb7

### Abbott Marshlands Terra Cotta

**Pantone®** 7570C

**Four Color Process** (printing uses)

| | |
|---|---|
| Cyan (C) | 0 % |
| Magenta (M) | 50 % |
| Yellow (Y) | 100 % |
| Black (K) | 13 % |

**RGB** (on-screen uses)

| | |
|---|---|
| Red (R) | 218 |
| Green (G) | 131 |
| Blue (B) | 25 |

**Hex Value** (website use)
# da8319

### Abbott Marshlands Green

**Pantone®** 7746C

**Four Color Process** (printing uses)

| | |
|---|---|
| Cyan (C) | 18 % |
| Magenta (M) | 0 % |
| Yellow (Y) | 75 % |
| Black (K) | 32 % |

**RGB** (on-screen uses)

| | |
|---|---|
| Red (R) | 156 |
| Green (G) | 166 |
| Blue (B) | 75 |

**Hex Value** (website use)
# 9ca64b

### Abbott Marshlands Teal

**Pantone®** 5493C

**Four Color Process** (printing uses)

| | |
|---|---|
| Cyan (C) | 54 % |
| Magenta (M) | 0 % |
| Yellow (Y) | 29 % |
| Black (K) | 26 % |

**RGB** (on-screen uses)

| | |
|---|---|
| Red (R) | 86 |
| Green (G) | 159 |
| Blue (B) | 153 |

**Hex Value** (website use)
# 569f99

## Secondary Colors

These colors have been selected to support the primary color palette.

### Abbott Marshlands Brown

**Pantone®** 5405C

**Four Color Process** (printing uses)

| | |
|---|---|
| Cyan (C) | 50 % |
| Magenta (M) | 58 % |
| Yellow (Y) | 100 % |
| Black (K) | 45 % |

**RGB** (on-screen uses)

| | |
|---|---|
| Red (R) | 90 |
| Green (G) | 72 |
| Blue (B) | 28 |

**Hex Value** (website use)
# 5a481c

### Abbott Marshlands Cool Gray

**Pantone®** Cool Gray 5C

**Four Color Process** (printing uses)

| | |
|---|---|
| Cyan (C) | 0 % |
| Magenta (M) | 0 % |
| Yellow (Y) | 0 % |
| Black (K) | 29 % |

**RGB** (on-screen uses)

| | |
|---|---|
| Red (R) | 179 |
| Green (G) | 179 |
| Blue (B) | 179 |

**Hex Value** (website use)
# b3b3b3

# Typography

The consistent and harmonious use of typography is one of the primary elements of our visual identity. The fonts that an organization uses convey a distinct personality, and the way in which the fonts are used further enhances those qualities. Below is a set of guidelines for the use of fonts and typographic style which will unify all of our print and web communications.

### Primary Fonts

Our primary fonts are from the Franklin Gothic family, on which the lettering within our identifier is based. Primary fonts should be used as much as possible. Their use is required for all printed material and signage.

Franklin Gothic Book Condensed ITC T

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Available at http://store1.adobe.com/cfusion/store/html/index.cfm?store=OLS-US&event=displayFont&code=FKGQ70004000

Franklin Gothic Demi Condensed ITC T

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890**

Available at http://store1.adobe.com/cfusion/store/html/index.cfm?store=OLS-US&event=displayFont&code=FKGQ70008000

### Fonts for Use on Microsoft Office and Online Applications

Documents meant to be shared, such as Word and PowerPoint files, are most efficient if they are created with fonts that are common to all computers. Our official Microsoft Office font is Arial. These fonts will also be used for all online applications.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890**

### Typographic Style

Typographic style is another important element in the development of the Abbott Marshlands brand. The consistent use of fonts is very important, but consistent spacing, paragraph formatting and use of subheads also contribute to the company's visual identity.

Following are several typographic specifications whose consistent use will help to unify all Abbott Marshlands communications.

- The preferred formatting for all text is flush left, ragged right (not justified).
- Rather than indenting new paragraphs, it is preferable to leave a double return between paragraphs.
- Main headlines should be set in a size that is significantly larger than the text. They should be in a bold weight in the title case.
- Primary subheadings should be set in all capital letters, in a bold font weight.
- Secondary subheadings should be set in boldface, upper and lower case followed by a single return.
- For bulleted copy, use simple, small round bullets, such as those shown here.
    - Use a hyphen for secondary bullet points.

## Main Headline

This is dummy text, this filler text is used so that you can see how a text box would appear. This text is intended for visual reference only and not to be reproduced as actual content. This block of text will now be repeated in the paragraph below.

This is dummy text, this filler text is used so that you can see how a text box would appear. This text is intended for visual reference only and not to be reproduced as actual content. This block of text will now be repeated with a few extra words. This is to give the appearance of a fuller paragraph, with a much more even rag .

**PRIMARY SUBHEADING**

This is dummy text, this text is positioned so that you can see how a text box would appear. This text is intended for a visual reference and not to be reproduced as actual text. This block of text will no longer be repeated.

**Secondary Subheading**

This is dummy text, this text is positioned so that you can see how a text box would appear before the use of a colon:

- This is bullet point number one in the list
- This is bullet point number one in the list and is to show how multiple lines will appear
- This is the final bullet point in the list

# Colors

The consistent use of color is another important element of the Abbott Marshland visual brand. The primary and secondary color palettes shown here have been selected to represent key attributes of the park. Limiting ourselves to these colors ensures that our materials will always be harmonious and consistent.

## Primary Colors - Signage

The primary colors are those of the Abbott Marshland identifier.

### Abbott Marshlands Gray

**Pantone®** 5405C

*True color - interior applications not indicated in this document*

**Benjamin Moore™**
Blue Danube 2062-30
**Matthews Paint™**
MP06126

*Dark replacement color - for exterior full sun placement*

**Benjamin Moore™**
Gentlemans Gray 2062-20
**Matthews Paint™**
MP12446
**Pantone® color for digital printing only**
7545C

### Abbott Marshlands Blue

**Pantone®** 7454C

*True color - interior applications not indicated in this document*

**Benjamin Moore™**
Sailors Sea Blue 2063-40
**Matthews Paint™**
MP07529

*Dark replacement color - for exterior full sun placement*

**Benjamin Moore™**
Blueberry 2063-30
**Matthews Paint™**
MP07529
**Pantone® color for digital printing only**
7692C

### Abbott Marshlands Terra Cotta

**Pantone®** 7570C

*True color - interior applications not indicated in this document*

**Benjamin Moore™**
Pumpkin Pie 2167-20
**Matthews Paint™**
MP07869

*Dark replacement color - for exterior full sun placement*

**Benjamin Moore™**
Gold Rush 2166-10
**Matthews Paint™**
MP04574
**Pantone® color for digital printing only**
167C

### Abbott Marshlands Green

**Pantone®** 7746C

*True color - interior applications not indicated in this document*

**Benjamin Moore™**
Jalepeno Pepper 2147-30
**Matthews Paint™**
MP00825

*Dark replacement color - for exterior full sun placement*

**Benjamin Moore™**
Oregano 2147-10
**Matthews Paint™**
MP00811
**Pantone® color for digital printing only**
7495C

### Abbott Marshlands Teal

**Pantone®** 5493C

*True color - interior applications not indicated in this document*

**Benjamin Moore™**
Peacock Blue 2049-40
**Matthews Paint™**
MP07965

*Dark replacement color - for exterior full sun placement*

**Benjamin Moore™**
Teal ocean 2049-30
**Matthews Paint™**
MP16090
**Pantone® color for digital printing only**
5473C

## Secondary Colors - Signage

These colors have been selected to support the primary color palette.

### Abbott Marshlands Brown

**Pantone®** 5405C

**Minwax stain**
Glulam stained with
Minwax Jacobean 2750
Three coats sanded with
150 grit between coats

### Abbott Marshlands White

**Pantone®** White

**Powdercoat / Silkscreened / Digitally printed type**

**Benjamin Moore**
Matte White
**Matthews Paint**
Matte White

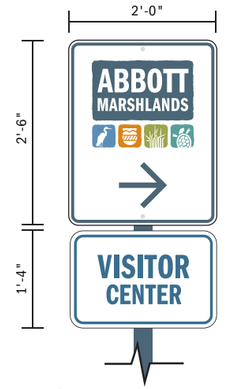
**Abbott Marshlands**

# Family of Signs

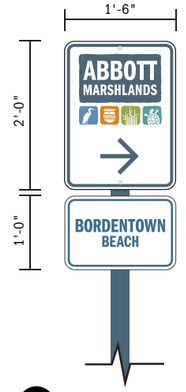
## Family of signs

The newly named Abbott Marshlands facility has undertaken a wayfinding and signage program to extend the branding resolution into the environment. The overall goal is to create a cohesive sense of place to a widely diverse experience, from archeology to bird watching, from kayaking to hiking.

Overall, our mission is to provide a program that will enhance the visitors' experience and awareness of the extent and diversity of Abbott Marshlands in its entirety.

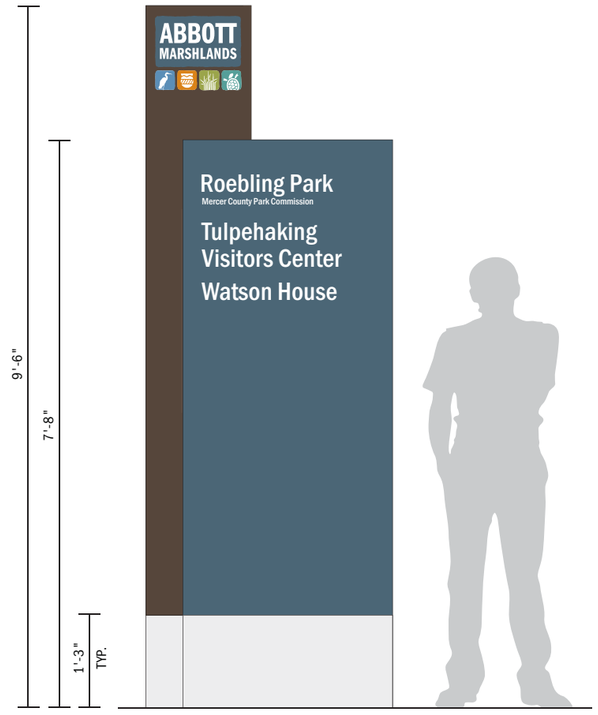



1A Large Vehicular DOT Directional: Front Elevation
Scale 1/2" = 1'-0"

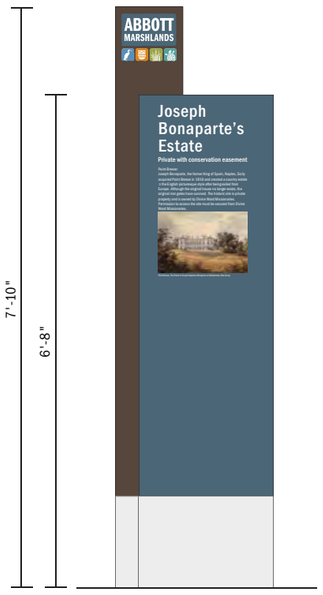



2A Small Vehicular DOT Directional: Front Elevation
Scale 1/2" = 1'-0"

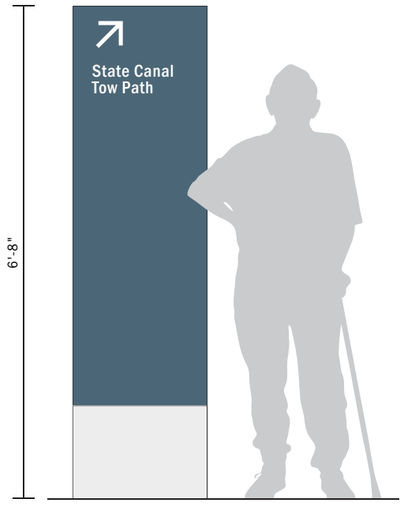
See page 7 for detailed graphic layout and material notations for DOT signs.



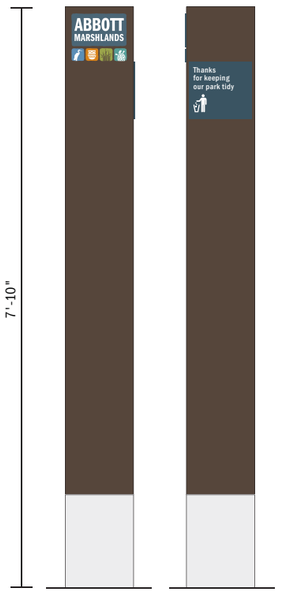

4A 3A Primary Identification and Totem: Elevation
Scale 1/2" = 1'-0"



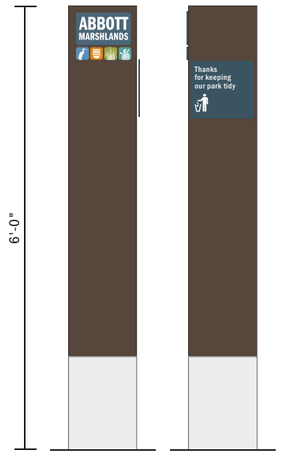

3B 4B Secondary Identification Combination (Interpretive): Elevation
Scale 1/2" = 1'-0"




4B Directional: Elevation
Scale 1/2" = 1'-0"

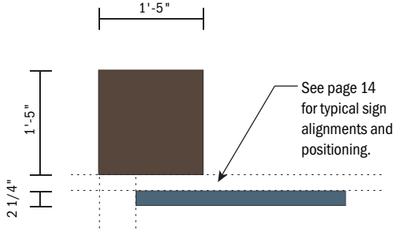



3B Tall Totem Side A: Elevation Tall Totem Side B: Elevation
Scale 1/2" = 1'-0"

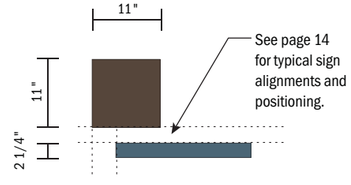



3C Small Totem Side A: Elevation Small Totem Side B: Elevation
Scale 1/2" = 1'-0"

3D Blade Totem Side A: Elevation Blade Totem Side B: Elevation
Scale 1/2" = 1'-0"

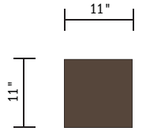



4A 3A Primary Identification and Totem: Plan
Scale 1/2" = 1'-0"

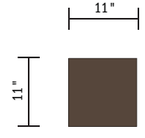



3B 4B Secondary Identification Combination (Interpretive): Plan
Scale 1/2" = 1'-0"

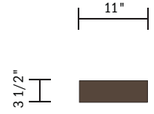
4B Directional: Plan
Scale 1/2" = 1'-0"




3B Tall Totem: Plan
Scale 1/2" = 1'-0"

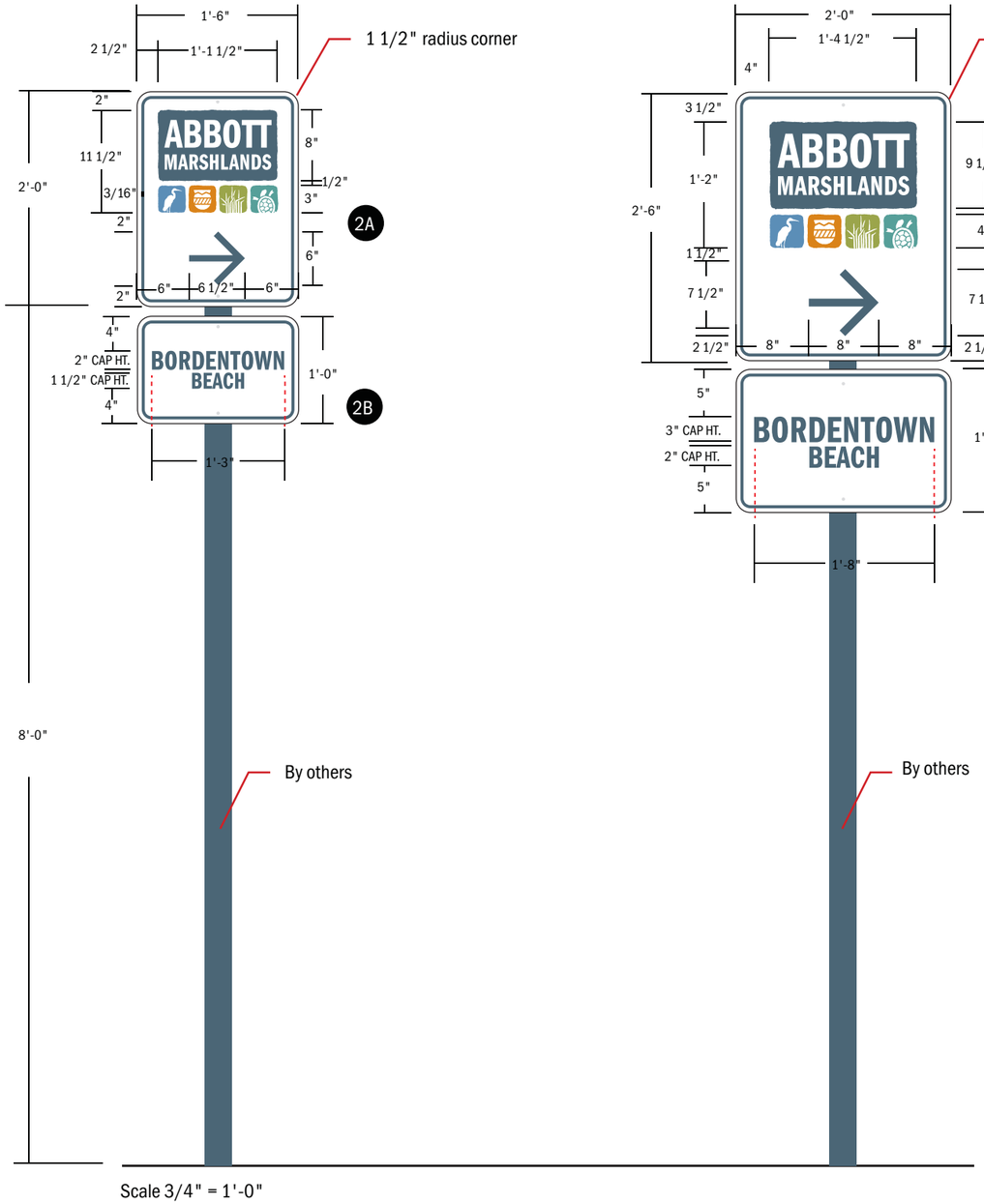



3C Small Totem: Plan
Scale 1/2" = 1'-0"




3D Blade Totem: Plan
Scale 1/2" = 1'-0"

# DOT Signs




Scale 3/4" = 1'-0"

Revised: May 27th 2014

**DOT signs**

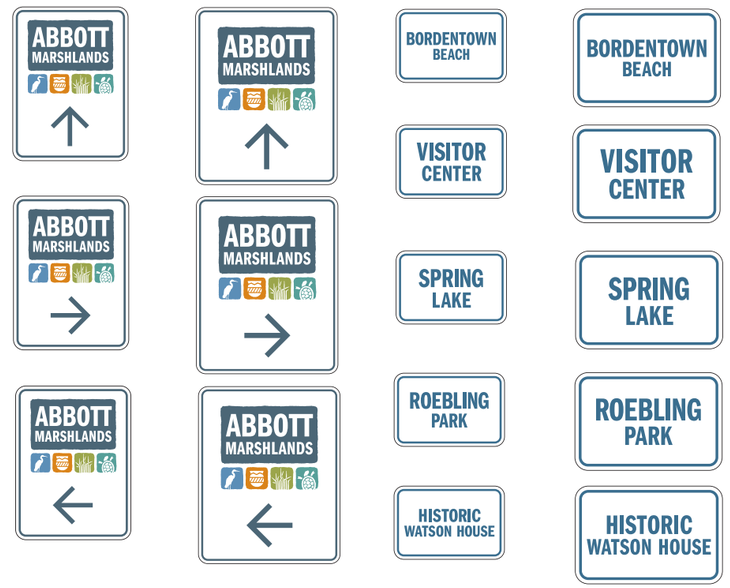
The purpose of these directional signs is to direct visitors, via local streets, to specific destinations of the Abbott Marshlands. The large DOT signs are to be positioned on high traffic routes and the smaller DOT signs are to be used in residential areas where the speed limit and viewing reaction time are decreased.

**Fabrication technique:**
1/8” thk alloy sheeting, grade 3015
Artwork digitally printed using 3M™ Piezo Inkjet Ink Series 8800UV directly onto White 3M™ 3930 high intensity prismatic reflective sheeting vinyl.
Refer to page 2 for approved colors

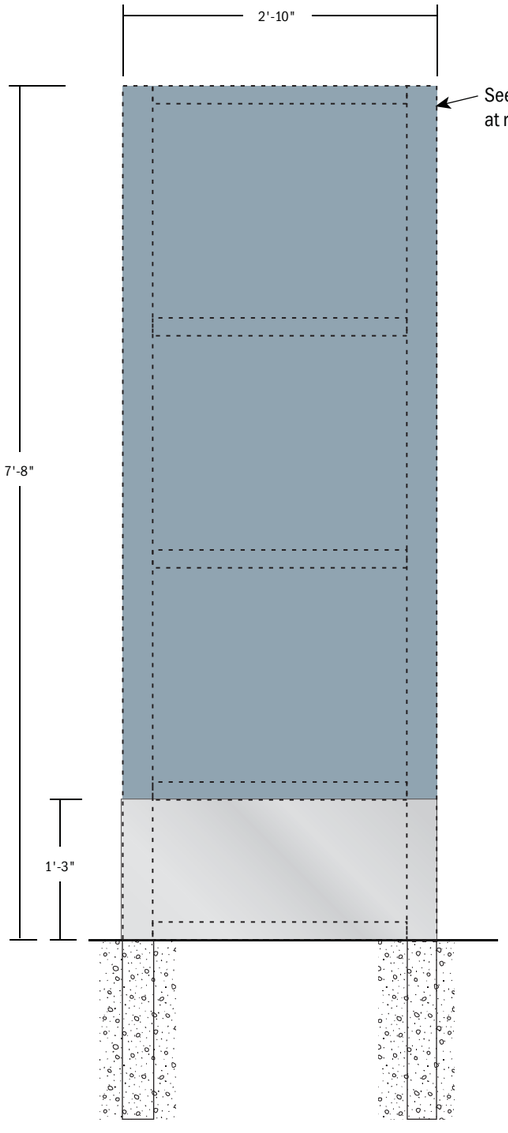
**Sign hardware:**
2 1/2" x 5/16" zinc coated bolt with 5/16" nut
http://www.usa-traffic-signs.com/Bolt_p/nb-11.htm

**Production process as confirmed by NJ DOT**

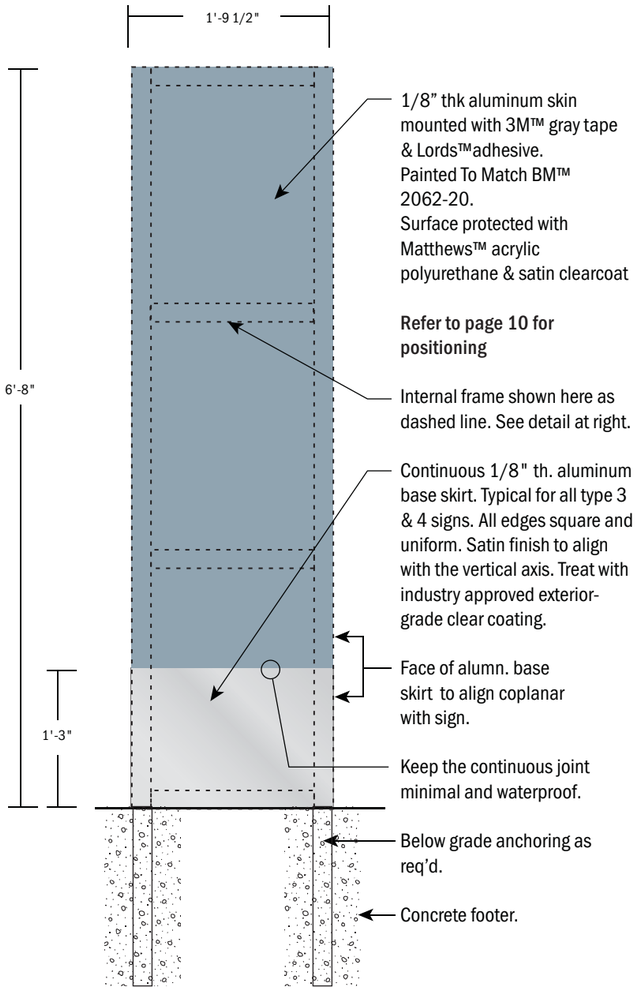
Additional artwork



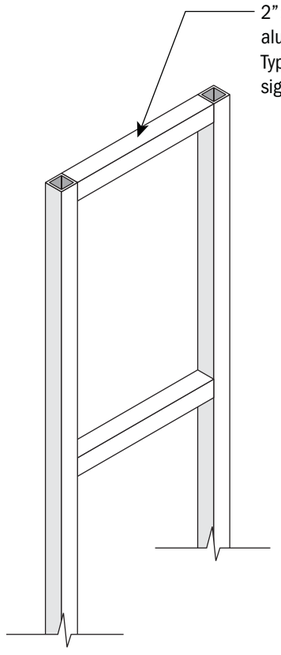
# 4A/B Aluminum Blade Construction




4A Main ID
Scale 3/4' = 1'-0"




4B Interpretive / Directional Sign
Scale 3/4' = 1'-0"




4A 4B Main ID and Interpretive / Directional Sign
Developed Elevation of Typical Internal Frame
Not to Scale

**Archaeological Considerations**

The Abbott Marshlands lies within an area that is one of the richest sources of prehistoric archaeology in the region. A large portion of the marshlands lies within the Abbott Farm National Historic Landmark (AFNHL), a federal and state-recognized historic district. The excavations for sign foundations have the potential to encounter significant archaeological resources. Identification, documentation and protection of archaeological resources should be considered as part of the placement of all signs.

Furthermore, all ground-disturbing projects sponsored or permitted by federal, state or local governments must comply with various laws protecting archaeological resources. In particular, the listing of the AFNHL in the New Jersey Register of Historic Places requires that all public undertakings within the landmark boundaries that may "encroach upon, damage, or destroy" historical or archaeological resources be reviewed in compliance with the New Jersey Register of Historic Places Act. As a matter of course, pertinent regulations should be considered and complied with prior to any sign installation. This may involve consultation with federal or state agencies.

Prior to sign installation, the following steps represent a typical course of action:

1. Determine if federal, state or local preservation laws apply and whether any agencies or officials need to be consulted. Consult with the agency/official as required and develop an appropriate course of action. If there are any questions, the New Jersey Historic Preservation Office should be contacted for guidance.

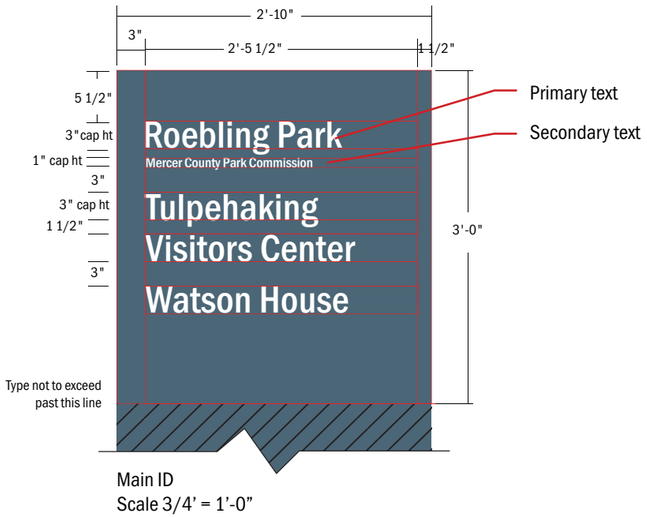
2. Consult with a professional archaeologist who meets the qualifications set forth by federal and state laws.

3. The archaeologist should determine if the ground in which the sign is to be placed has been previously disturbed to the full depth of cultural stratigraphy or appears to be undisturbed. Alternative sign locations may be considered if the location is believed to be highly sensitive.

4. If the proposed sign location cannot be demonstrated to have been previously disturbed, the typical course of action will be to either have it archaeologically tested or, if the potential for significant deposits is considered slight, have excavations for the sign installation monitored by an archaeologist. This may require hand rather than machine excavation of the pit for the sign foundation. The results of any archaeological investigation (testing or monitoring) should be documented in a report prepared in accordance with New Jersey Historic Preservation Office guidelines.

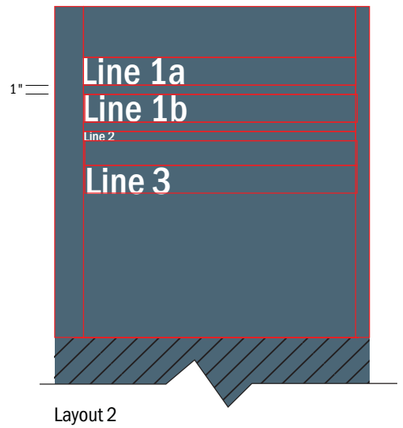
5. All archaeological finds and artifacts recovered during sign installation must be reported to the New Jersey Historic Preservation Office and the New Jersey State Museum.

# 4A Type layout - Main ID

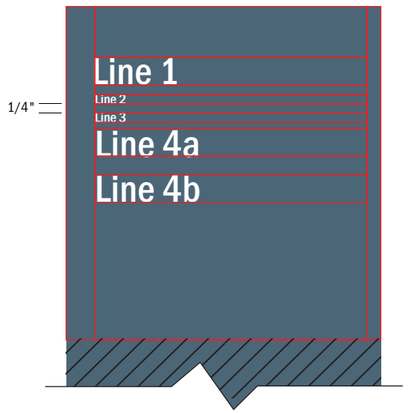



Main ID
Scale 3/4’ = 1’-0”

Additional layouts




Layout 2



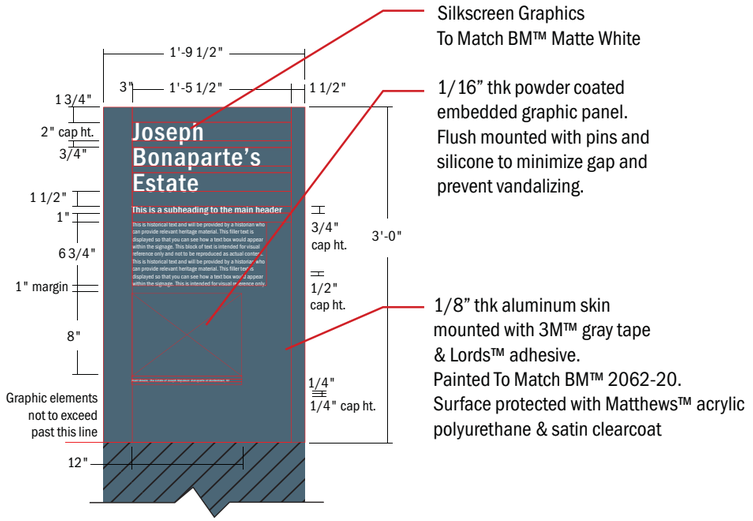

**Content guidelines**

**Primary text**
Franklin Gothic ITC T Medium Condensed
3" cap ht  with a maximum of 2 words per line with 1 1/2"
space between lines with optical kerning, 0 tracking 320 pt leading.
3" cap ht between messaging components.

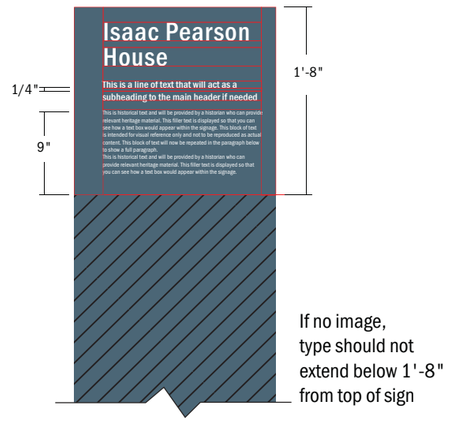
**Secondary text**
Franklin Gothic ITC T Medium Condensed
1" cap ht with a maximum of  5 words per line with 1/4"
space between lines with optical kerning, 0 tracking and 144 pt leading.
1/4" cap ht between messaging components.

**All language by others**

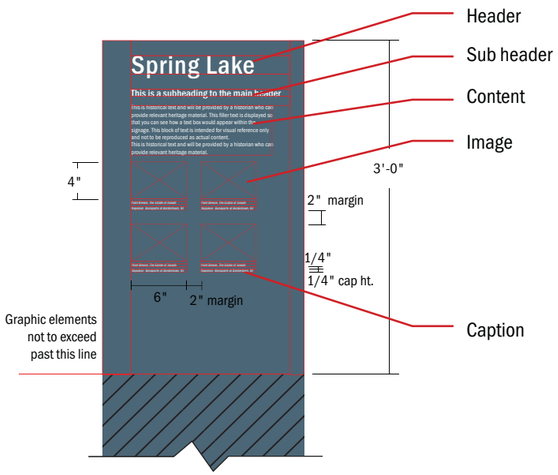
# 4B Type layout - Interpretive with imagery



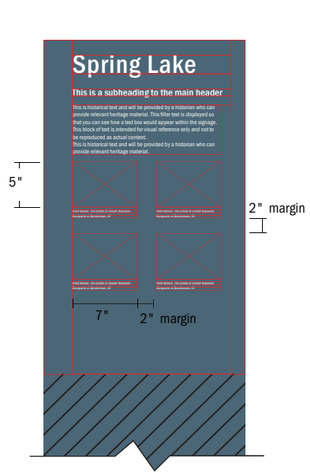

Interpretive
Layout 1
Scale 3/4' = 1'-0"



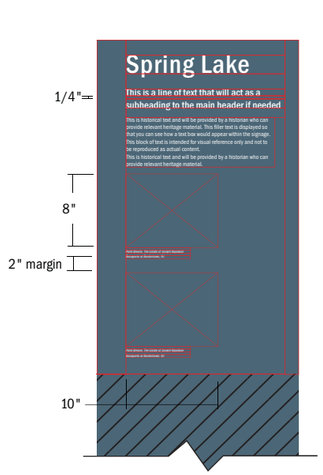

Layout 2




Layout 3




Layout 4




Layout 5

**Content guidelines**

**Header**
Franklin Gothic ITC T Medium Condensed
2" cap ht with a maximum of 2 words per line with 3/4" space between lines with optical kerning, 0 tracking 200 pt leading.
1/2" cap ht between header and sub header.

**Sub Header**
Franklin Gothic ITC T Medium Condensed
3/4" cap ht with a maximum of 5 words per line with 1/4" space between lines with optical kerning, 0 tracking and 58 pt leading.
1" cap ht between sub header and content.

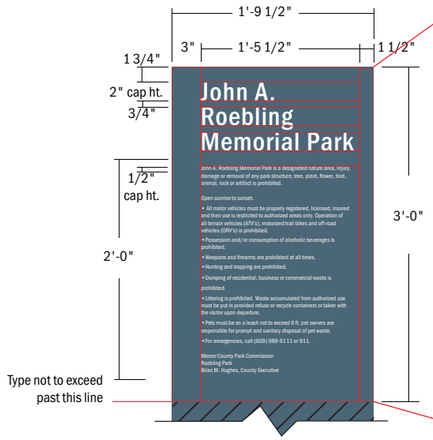
**Content**
Franklin Gothic ITC T Medium Condensed
1/2" cap ht with with 3/4" space between lines and a maximum of 72 words in total. Optical kerning with 0 tracking and 58 pt leading.
1" cap ht between content and images.

**Image size**
All images to maintain a 1" border from descriptor text and a 2" border from each image. Images can be rotated either horizontal or vertically as long as they fit in suggested area.
Image sizes constraints:
4" x 6"
5" x 7"
8" x 10"
8" x 12"

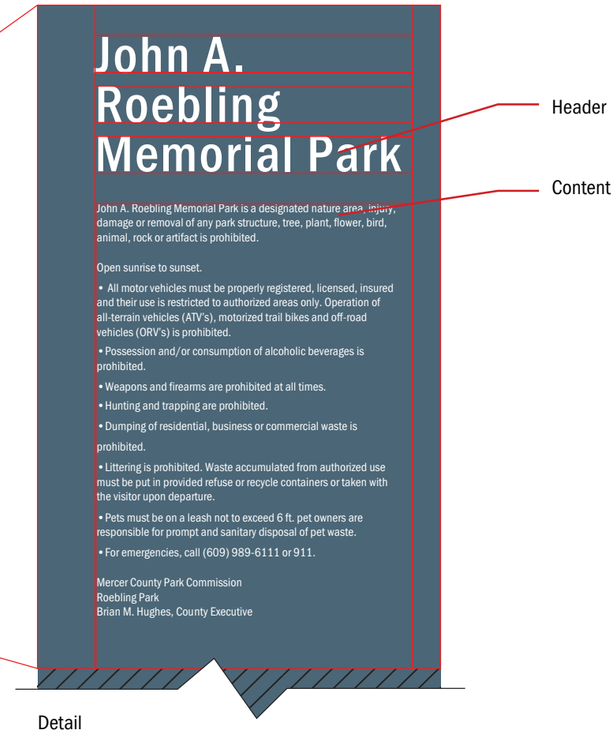
**Caption**
Franklin Gothic ITC T Medium Condensed
1/4" cap ht with a maximum of 15 words in total with optical kerning, 0 tracking and 58 pt leading.

**All language by others**

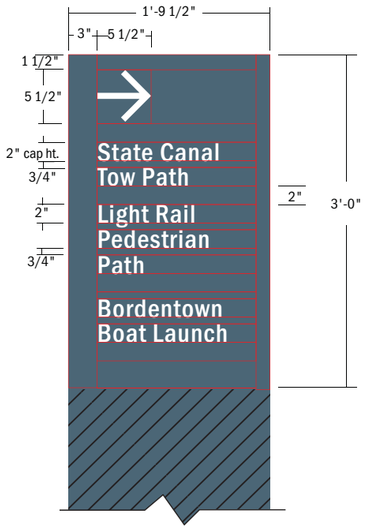
# 4B Type layout - Regulatory / Directional




Regulatory sign
Scale 1 1/2' = 1'-0"




Detail
Scale 3' = 1'-0"




Secondary Identification (Directional)
Layout 1

Layout 2

**Content guidelines**
**Regulatory sign**

**Header**
Franklin Gothic ITC T Medium Condensed
2" cap ht with a maximum of 2 words per line.
3/4" space between lines with optical kerning, 0 tracking 200 pt leading.

**Content**
Franklin Gothic ITC T Medium Condensed
1/2" cap ht with a maximum of 176 words in total
1/2" space between lines with optical kerning, 0 tracking and 58 pt leading.

**Type should not extend below 3'-0" from top of sign**

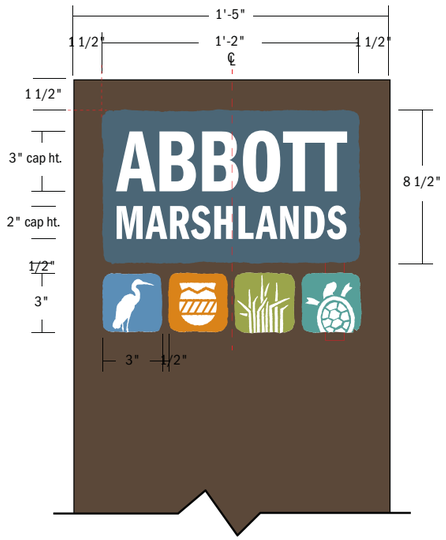
**Directional sign**

**Directional**
Franklin Gothic ITC T Medium Condensed
2" cap ht with a maximum of 2 words per line. 3/4"
space between lines with optical kerning, 0 tracking 200 pt leading.
2" clearspace between directional messaging and other elements.

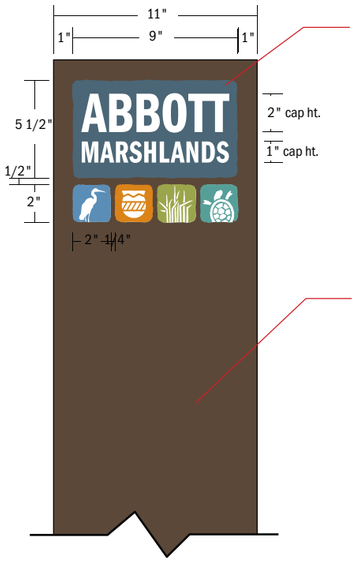
**Arrow**
5 1/2" ht

**All language by others**

# 3A/B/C/D Totem



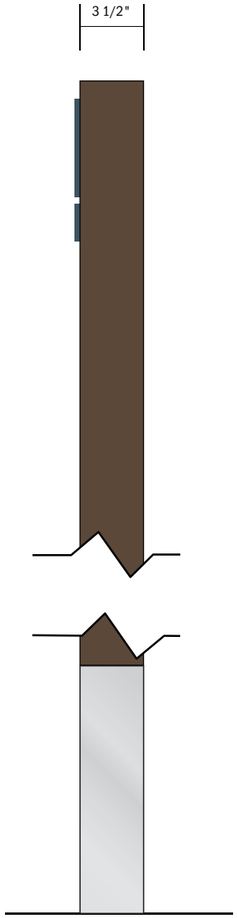

3A Partial Front Elevation
Scale 1 1/2" = 1'-0"



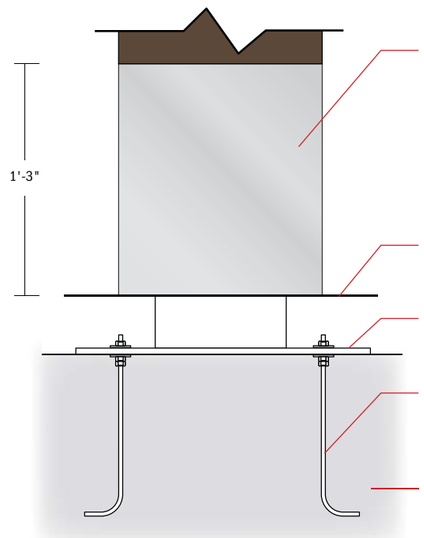

(Typical)
1/16" thk powder coated embedded graphic panel. Flush mounted with pins and silicone to minimize gap and prevent vandalizing. Surface protected with Matthews™ acrylic polyurethane & satin clearcoat.

Glued laminated all heartwood white oak.

See sheet 13 for detail notations.




3D Side Elevation
Scale 1 1/2" = 1'-0"




Continuous 1/8" th. aluminum base skirt. Typical for all type 3 signs.

See sheet 13 for detail notations.

Grade.

Aluminum base plate.

Adjustable below grade anchoring as req'd.

Concrete footer.

3B 3C 3D Front Elevation
Scale 1 1/2" = 1'-0"

## List of pre-vetted Glue Laminated Timber component suppliers:

- Unadilla Laminated Products/Unalam
Contact: Mr. Shawn Thayer
www.unalam.com

- Sentinel Structures, Inc.
Contact: Mr. Andreas J. Rhude
www.sentinelstructures.com

- Arkansas Laminating LLC
Mr. Chase Patterson
www.arklam.com

- Wood Construction Systems, Inc.
Contact: Mr. Frank Kocsis
www.wcstimber.com

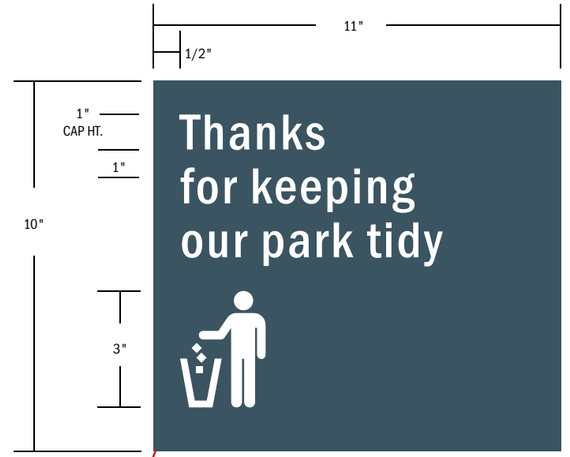
- Rigidply Rafters, Inc.
Contact: Mr. Merle Schantz
www.rigidply.com

- Boozer Laminated Beam Co.
Contact: Ms. Robin Gardner
www.boozerbeam.com

**Totem**

With exception to the directional sign the totem (Sign Type 3) is to be used in conjunction with the Interpretive signage and the Primary Identification. The totem can also be used independently as a marker for smaller pathways or coupled with any other pre-installed signage to introduce a cohesive look.

Sign Type 3A—Large Totem: 9'-6" tall x 17" sq.
Sign Type 3B—Small totem: 7'-10" tall x 11" sq.
Sign Type 3C—Small totem: 6'-0" tall x 11" sq.
Sign Type 3D—Blade totem: 6'-0" tall x 11" x 3 1/2"

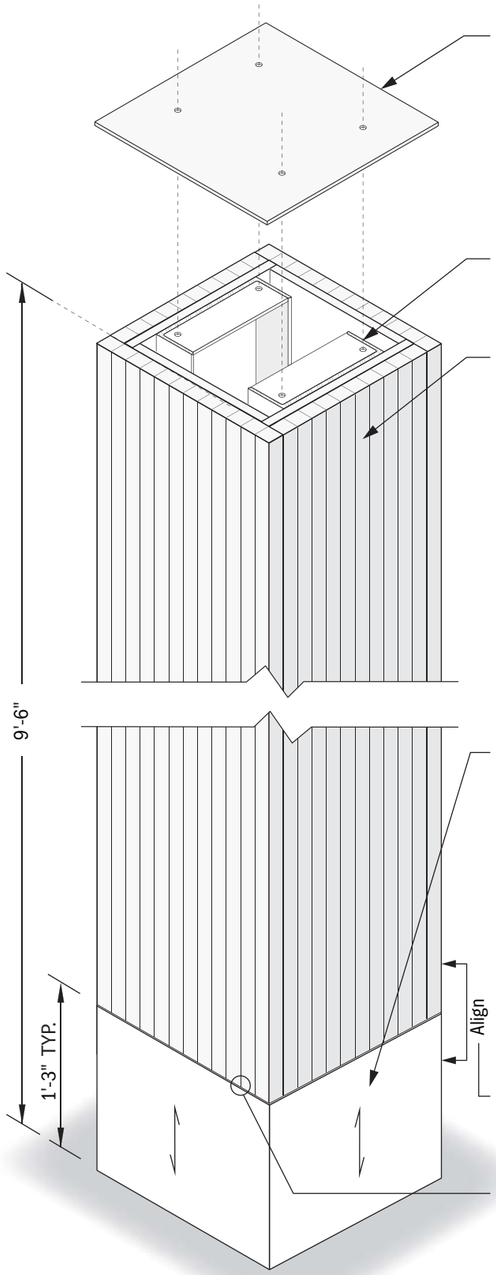



Regulatory sign
Scale 3" = 1'-0"

1/16" thk aluminum panel flush mounted with pins and silicone to minimize gap and prevent vandalizing.
Painted to match BM™ 2062-20.
Surface protected with Matthews™ acrylic polyurethane & satin clearcoat.
Silkscreen graphics to match BM™ Matte White

3B 3C

# Totem (Sign Type 3A)- Revised Construction Sketch: 5.20.14




1/4" th. aluminum top cap. All visible surfaces primed and painted. Color/finish to match glued laminated timber sides. Exact weather-proof attachment detail T.B.D. Use counter-sunk hardware.

Internal aluminum frame and blocking. (See detail 2 at right).

Continuous coverage of glued laminated all-heartwood white oak. 1.55" +/– th. Each face of sign type 3A to have an overall width of 1'-5". For reference, see schedule at left for dimensions of all type 3 signs.

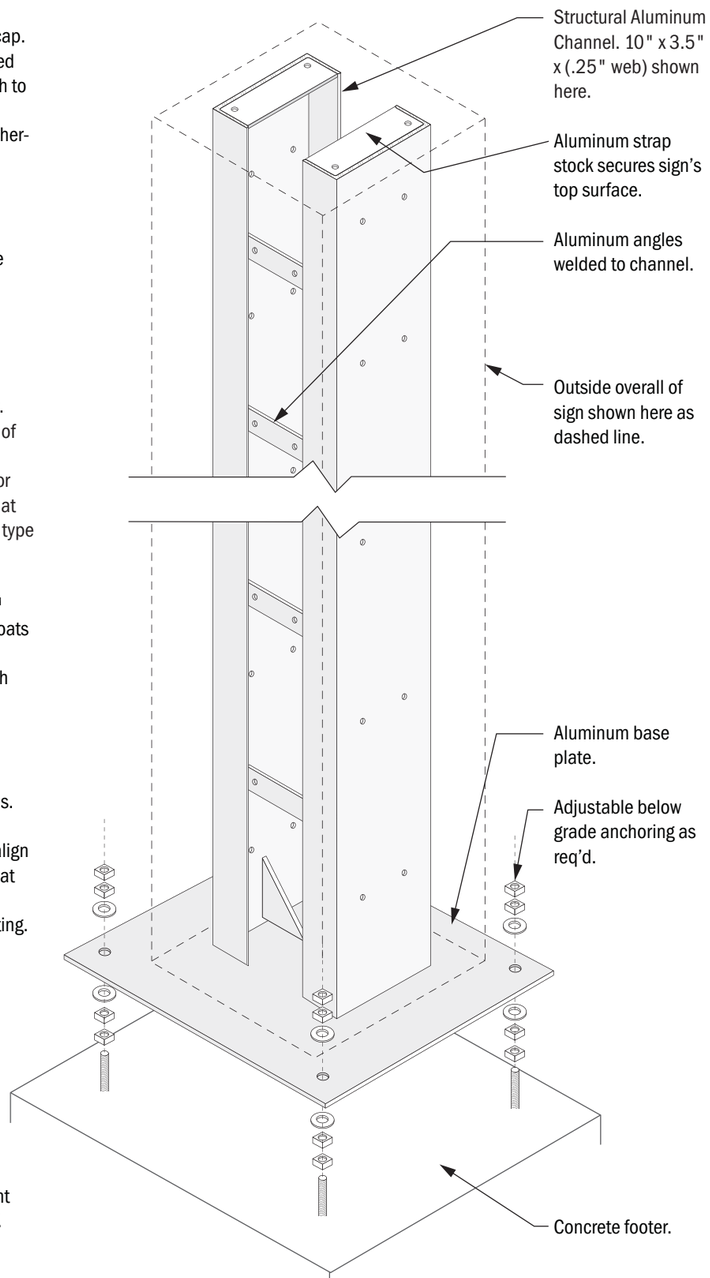
Stained finish: Minwax™ Jacobean 2750, three coats sanded with 150 grit sandpaper between each coat.

Continuous 1/8" th. aluminum base skirt. Typical for all type 3 signs. All edges square and uniform. Satin finish to align with the vertical axis. Treat with industry approved exterior-grade clear coating.

Face of alumn. base skirt to align coplanar with sign.

Keep the continuous joint minimal and waterproof.

1 Developed View: Sign Type 3A
Not to scale



Structural Aluminum Channel. 10" x 3.5" x (.25" web) shown here.

Aluminum strap stock secures sign's top surface.

Aluminum angles welded to channel.

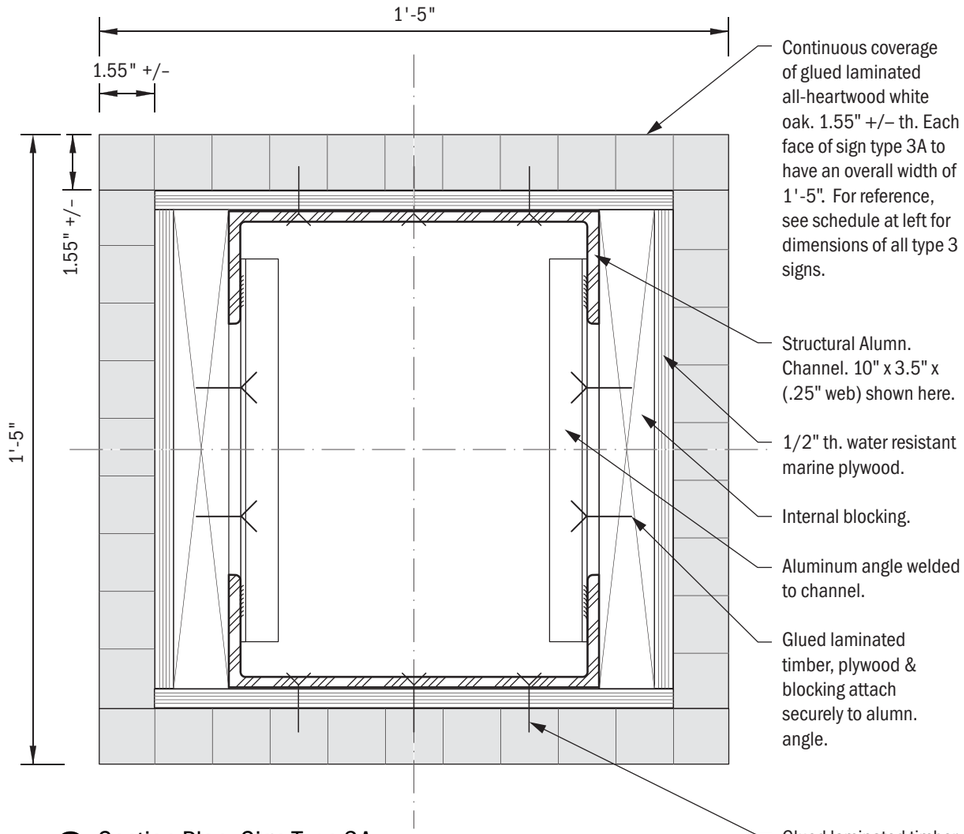
Outside overall of sign shown here as dashed line.

Aluminum base plate.

Adjustable below grade anchoring as req'd.

Concrete footer.

2 Developed View of Frame: Sign Type 3A
Not to scale




Continuous coverage of glued laminated all-heartwood white oak. 1.55" +/– th. Each face of sign type 3A to have an overall width of 1'-5". For reference, see schedule at left for dimensions of all type 3 signs.

Structural Alumn. Channel. 10" x 3.5" x (.25" web) shown here.

1/2" th. water resistant marine plywood.

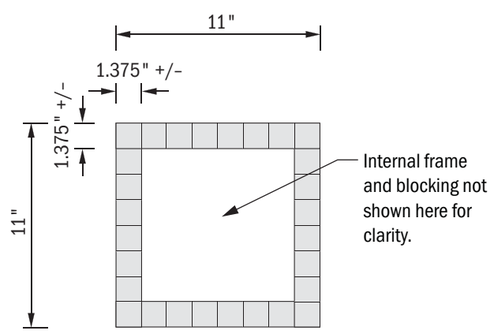
Internal blocking.

Aluminum angle welded to channel.

Glued laminated timber, plywood & blocking attach securely to alumn. angle.

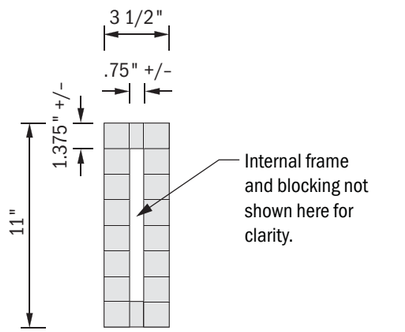
Glued laminated timber & plywood attach securely to alumn. channel.

3 Section Plan: Sign Type 3A
Scale: 3" =1'-0" (1:4)




Internal frame and blocking not shown here for clarity.

4 Section Plan: Sign Type 3B & 3C
Scale: 1 1/2" =1'-0" (1:8)




Internal frame and blocking not shown here for clarity.

5 Section Plan: Sign Type 3D
Scale: 1 1/2" =1'-0" (1:8)

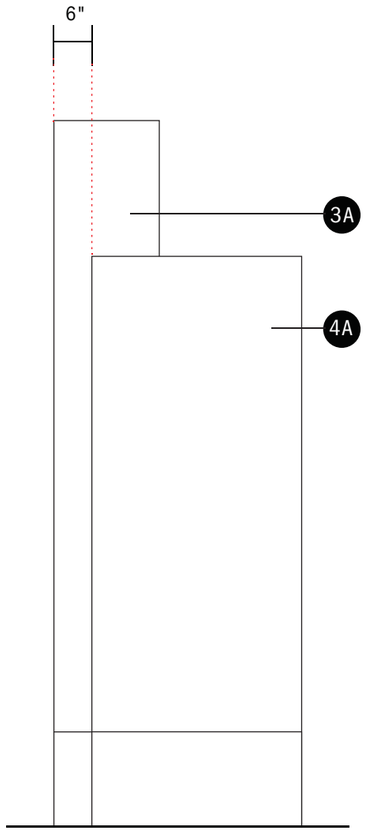
General Note: Structural internal frame and any anchoring and/or attachment methods shown on this drawing are for performance intent and pricing only and are not to be used for construction.

Revised: May 27th 2014

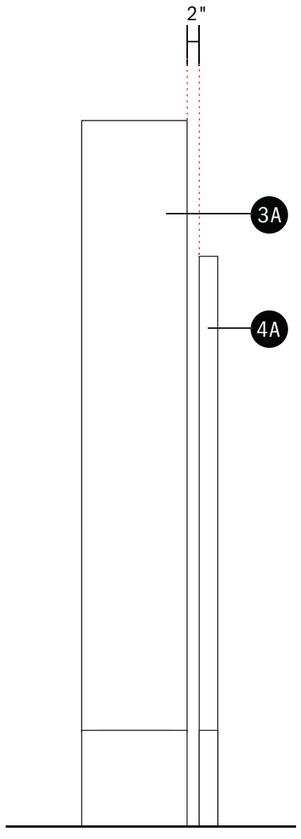
# Totem - Install Alignments

**Totem**

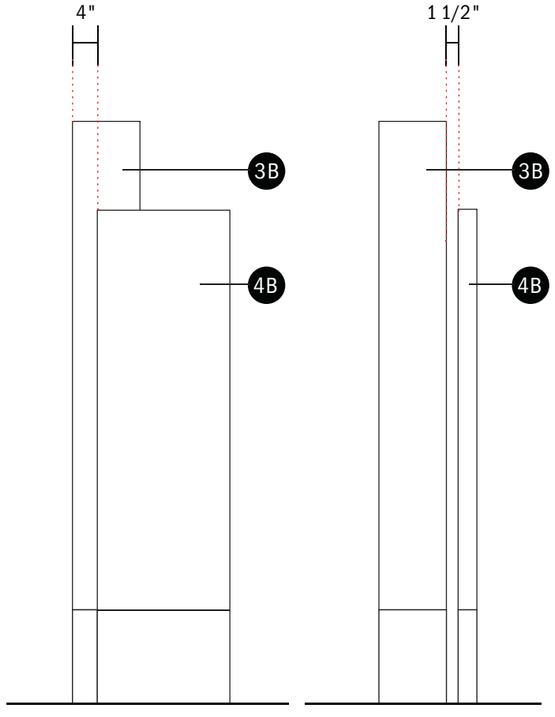
Depending upon how the totem is coupled this shows what dimensions should be followed for positioning.




3A 4A Install Alignment
Front View
Scale 1/2" = 1'-0"



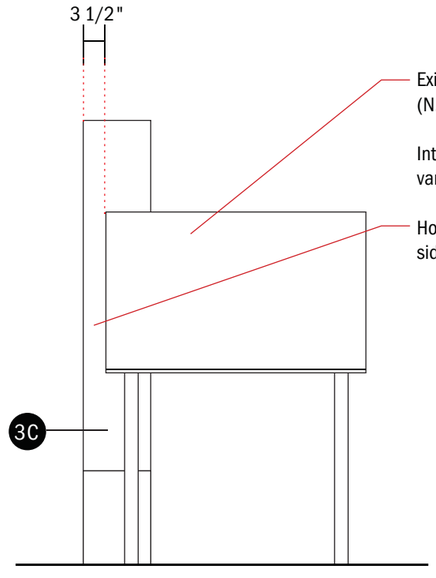

3A 4A Install Alignment
Right Side View
Scale 1/2" = 1'-0"



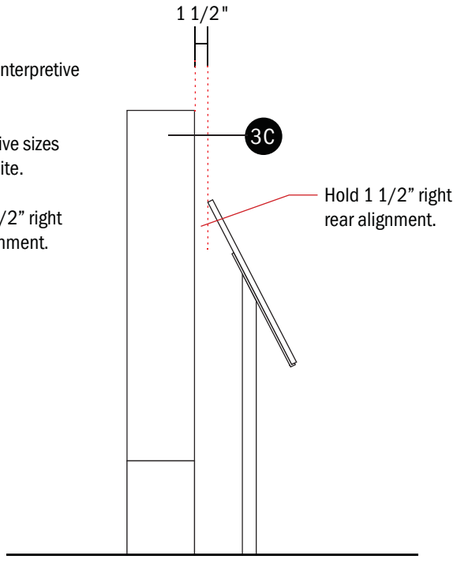

3B 4B Install Alignment
Front View
Scale 1/2" = 1'-0"




3B 4B Install Alignment
Right Side View
Scale 1/2" = 1'-0"




3C Install Alignment w/ Existing Interpretive Panel
Front View
Scale 1/2" = 1'-0"




3C Install Alignment w/ Existing Interpretive Panel
Right Side View
Scale 1/2" = 1'-0"

# Installed example