

Bowdoinham: Development of Signage Masterplan
Wayfinding & Signage Plan

17 June 2014

DRAFT

BY WILDER
BY DESIGN

SIGNAGE PLAN

- design of sign system: Welcome Signage, Vehicular & Pedestrian Directional, and Informational
- development of signage standards: specifications for materials, colors, typography and layout

DESIGN CRITERIA

- **High quality** - will withstand the elements, require minimal maintenance, and give visitors a strong first impression.
- **Reflection of Bowdoinham's character and offerings** - designed with colors and typography that reflect Bowdoinham's "brand"; content that communicates to visitors the unique and attractive qualities that Bowdoinham has to offer
- **Simplification and Uniformity** - create a uniform sign system that provides ease of wayfinding to visitors and allows to eliminate "stray" signs & visual clutter

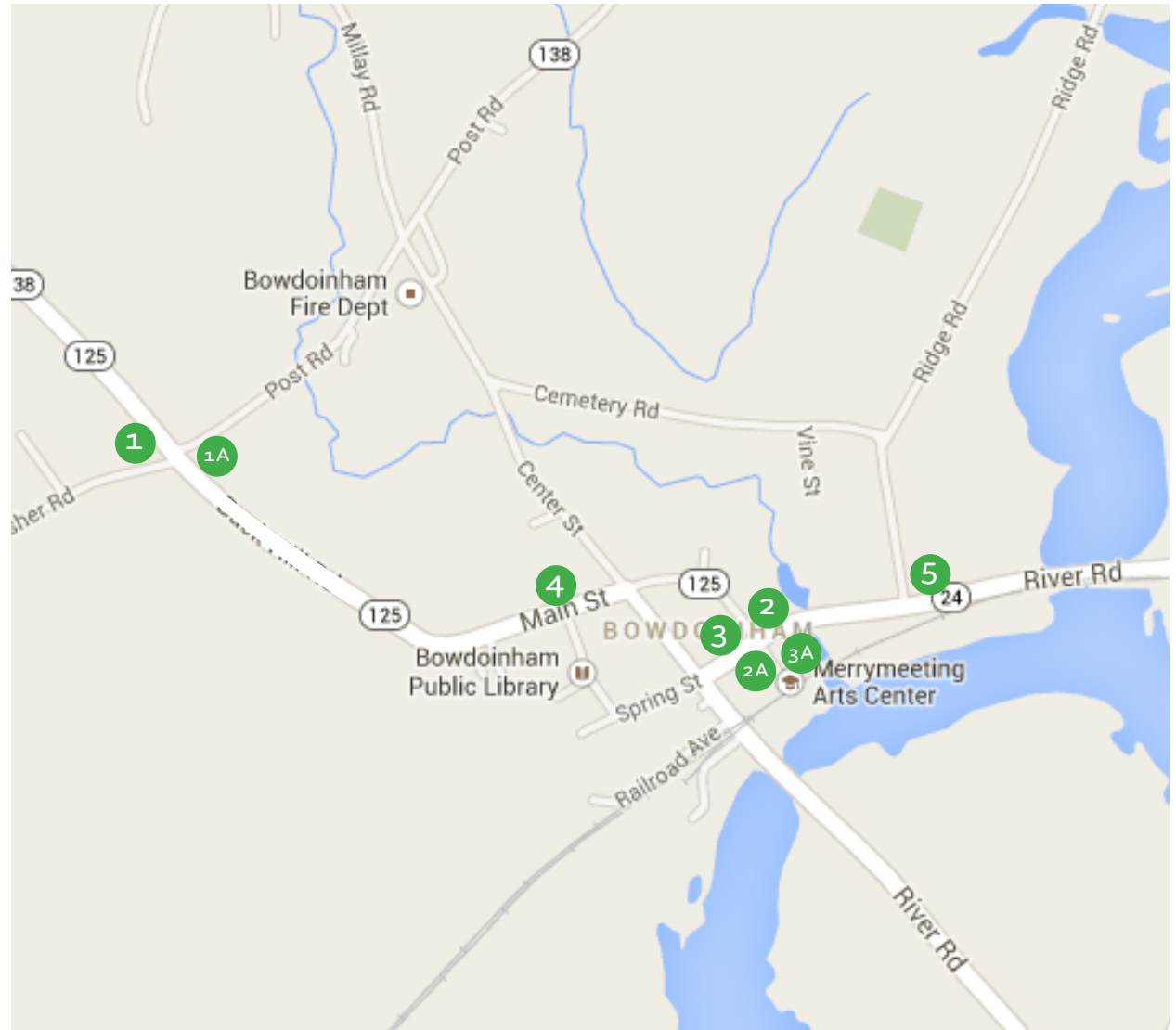


WELCOME SIGN LOCATIONS

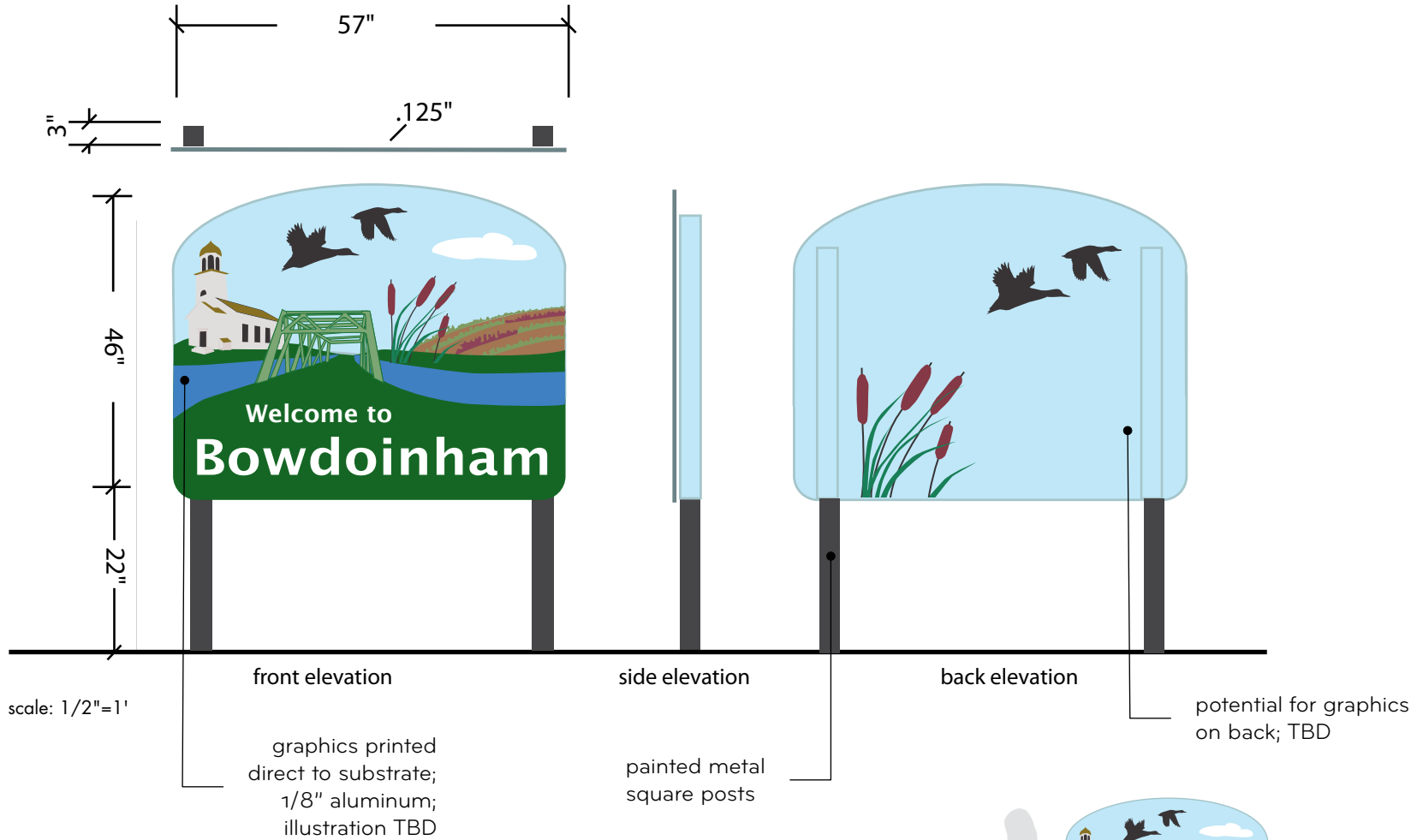


DIRECTIONAL SIGN LOCATIONS

- 1 Village Center (Gas & Food) (↑)
School & Rec Fields (↑)
Waterfront Park (↑)
Fire Station (←)
- 1A Fire Station (→)
- 2 Town Hall & Library (→)
Waterfront Park (←)
- 2A Town Hall & Library (←)
Waterfront Park (→)
School & Rec Fields (↑)
- 3 Waterfront Park (↑)
School & Rec Fields (←)
- 3A Town Hall & Library (↑)
School & Rec Fields (→)
- 4 Town Hall & Library (←)
- 5 School & Rec Fields (→)



WELCOME SIGN DESIGN



Alternate material options:
 routed/painted wood or other substrate;
 dimensional lettering and/or illustration.





Alt - 1 (from last round)

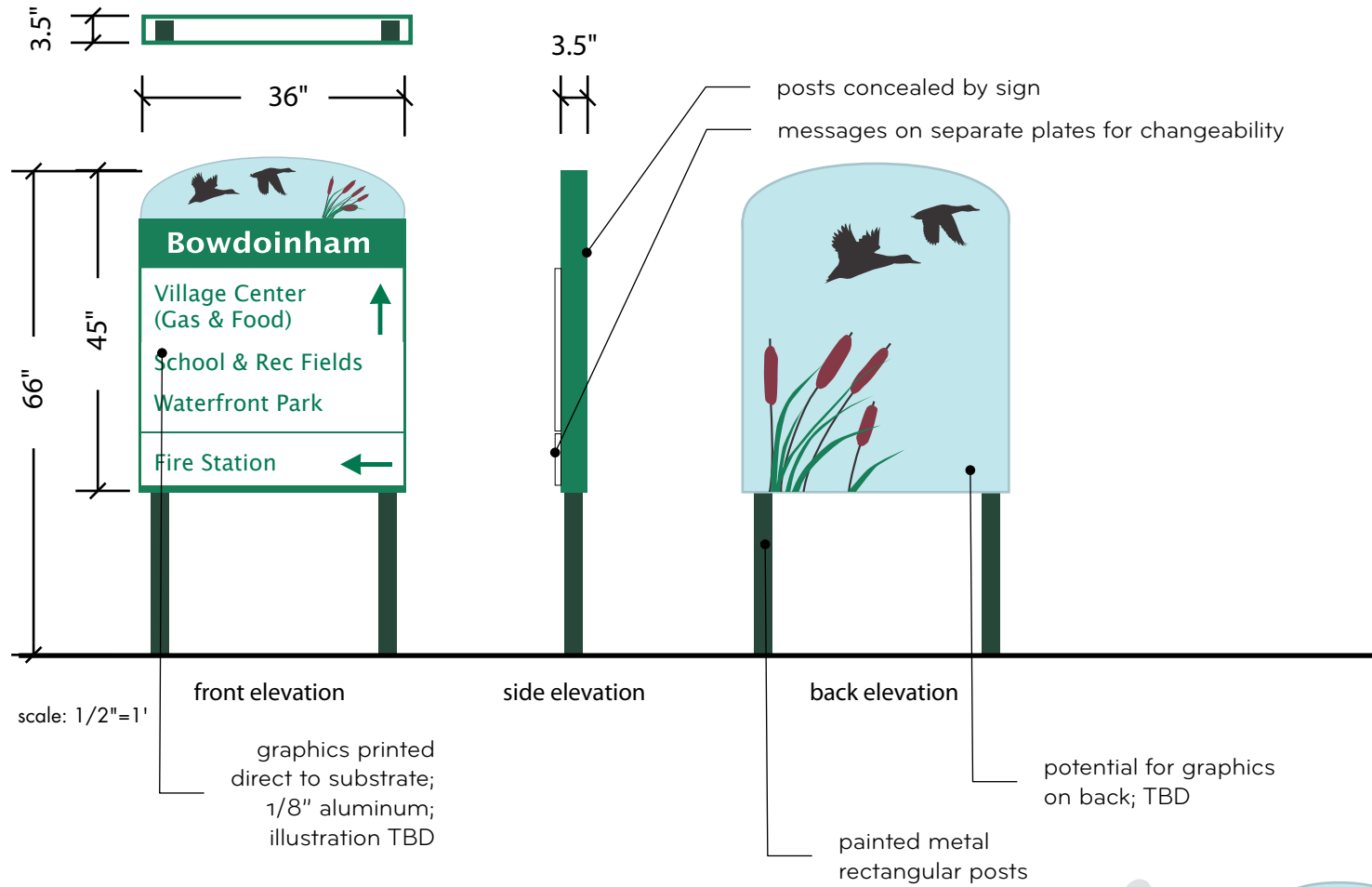


Rev 1 - reeds moved forward/duck shading



Rev 2 - reeds same place/duck shading/lines in field/bushes around church

DIRECTIONAL SIGN – DESIGN



Alternate material options:
alternate substrate; DTS or painted

