



## BRANDED SIGNAGE SCHEME

### MODULAR

Easily replaceable and interchangeable parts mean repairs can be made, spares can be stocked, and replacements can be easily transported to remote sites. The pole provides space for mounting additional site-specific info.

### COMPACT

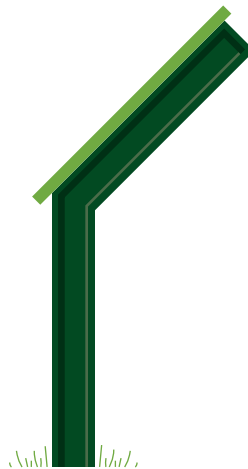
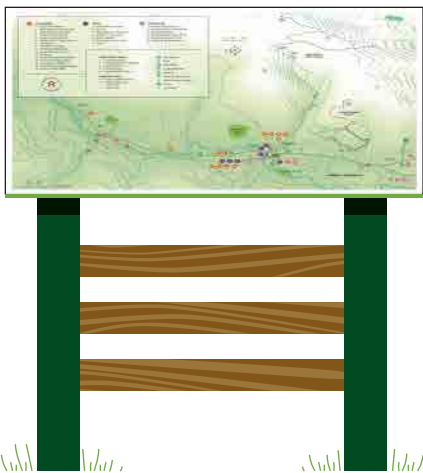
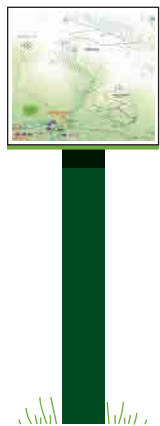
The simple form of the signs are unobtrusive in the environment. A small footprint and minimal projecting parts mean less opportunity for damage to the sign or injury to people.

### CLEAR

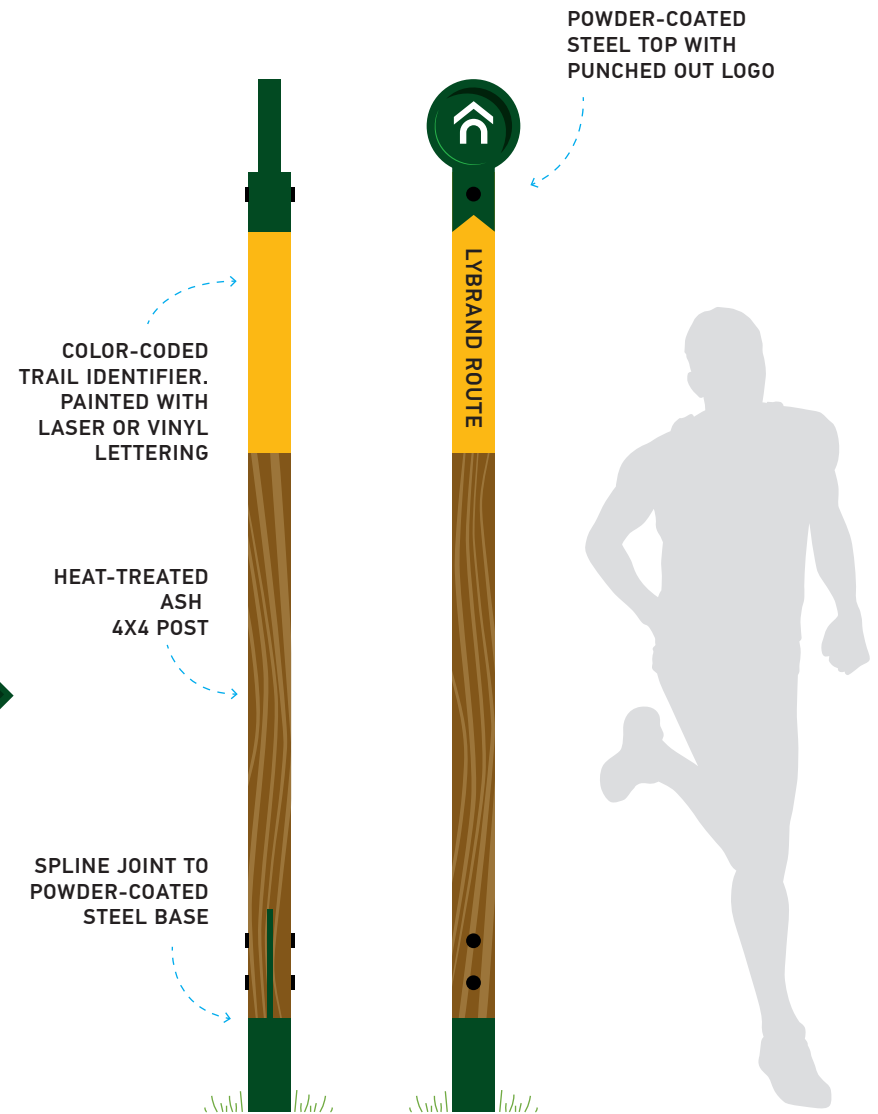
A simple hierarchy of information relies on shape and color-coding for readability from a distance. Large text is used to reinforce the color info and help with accessibility. Branded pole toppers provide continuity.

### UNIVERSAL

A consistent design language, including Northfield's existing custom benches and tables, provides a template for signage throughout town—streamlining future projects. The brand creates a singular town voice that continually reminds the user they are having a *Northfield* experience throughout their adventure. It makes the wayfinding familiar and easy to spot.



INFORMATION DISPLAY SIGNS



BASIC TRAIL SIGN

VINYL STICKER  
APPLIED LOGO

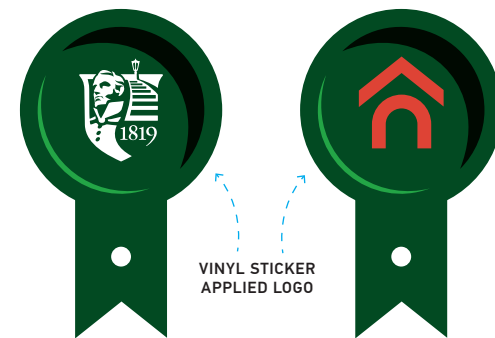
LOGO CUT OUT  
OF STEEL



STANDARD  
POLE TOPPERS



CROSS SECTION

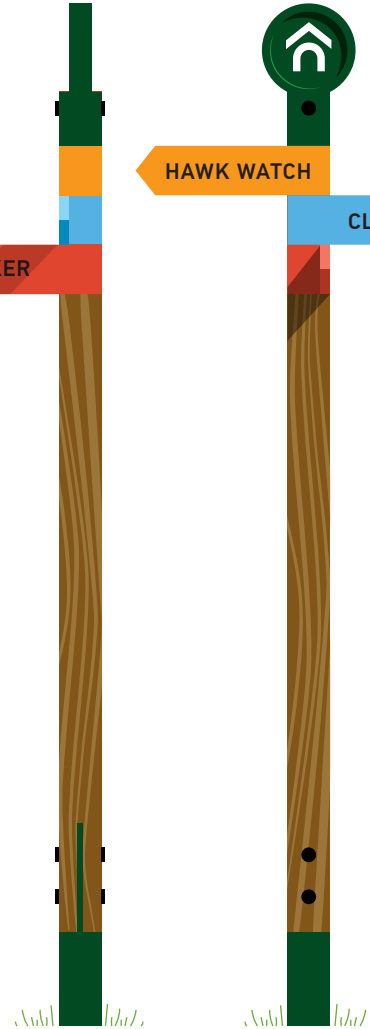
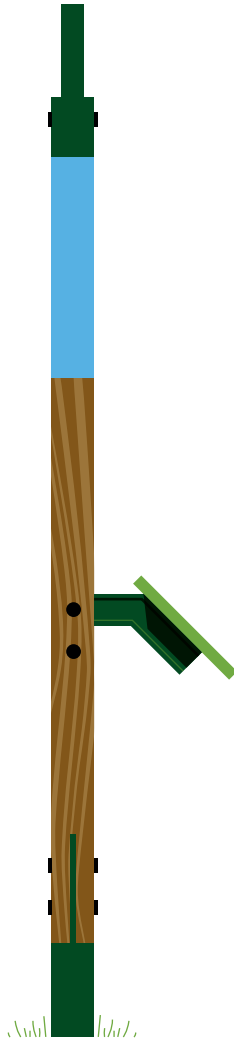


VINYL STICKER  
APPLIED LOGO

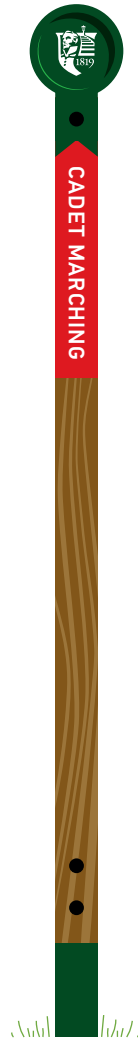
PROPERTY BORDER  
POLE TOPPERS



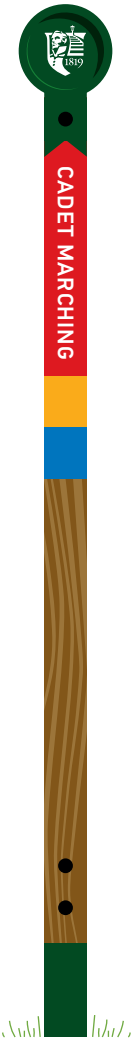
BASIC TRAIL SIGN WITH MAP



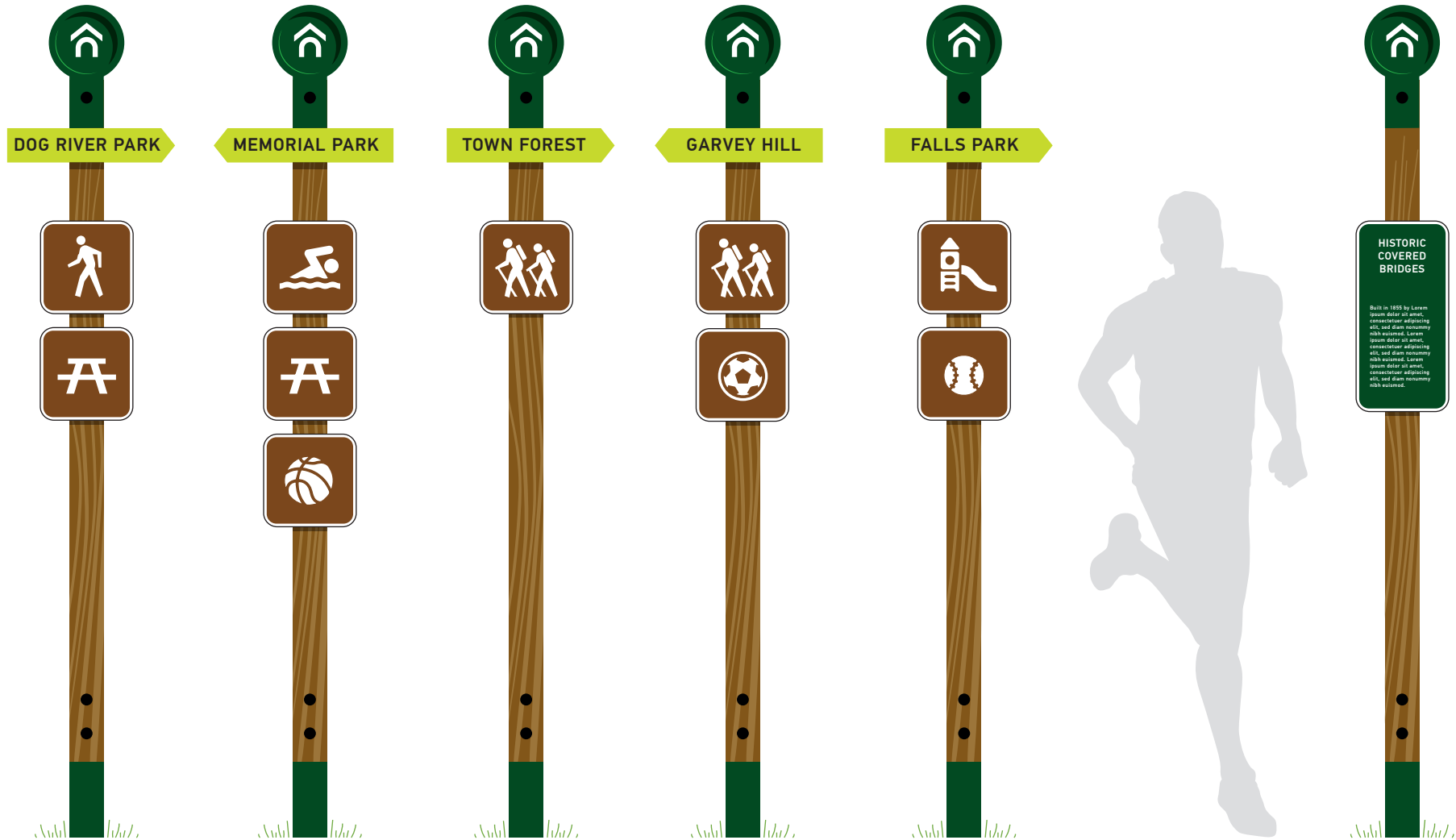
INTERSECTION TRAIL SIGN



NORWICH BASIC TRAIL SIGN

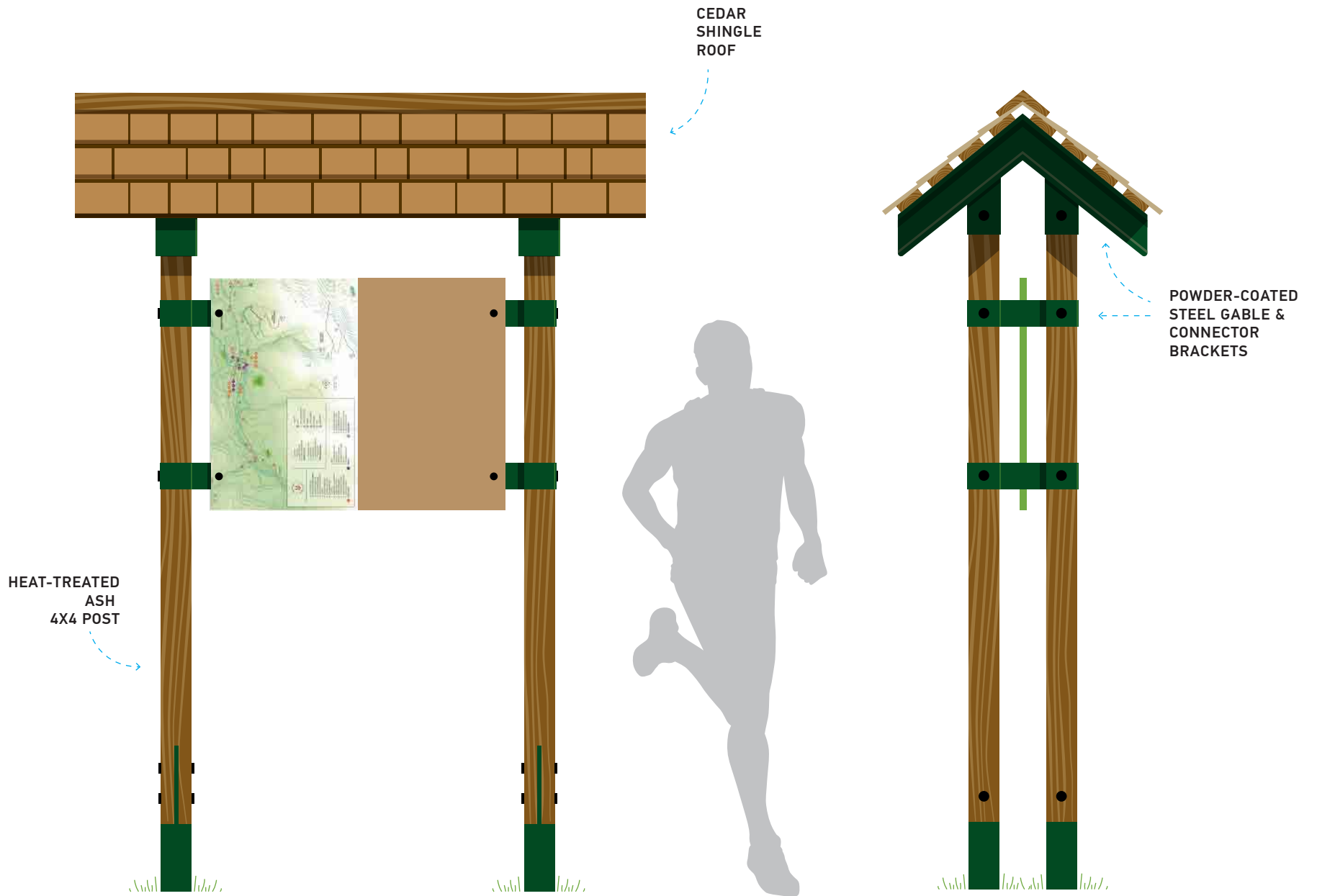


NORWICH OVERLAPPING TRAIL SIGN

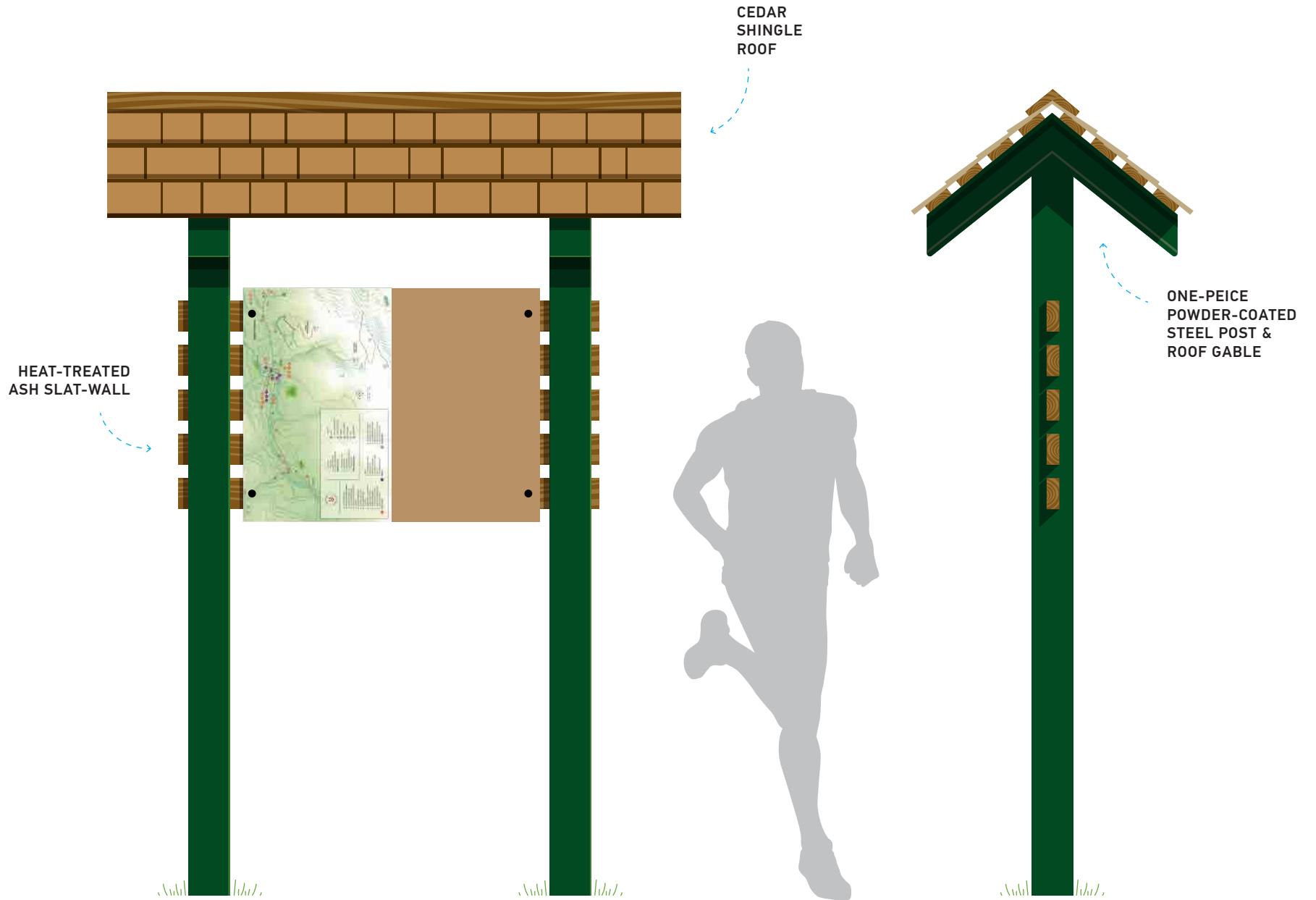


VILLAGE WAYFINDING SIGNS

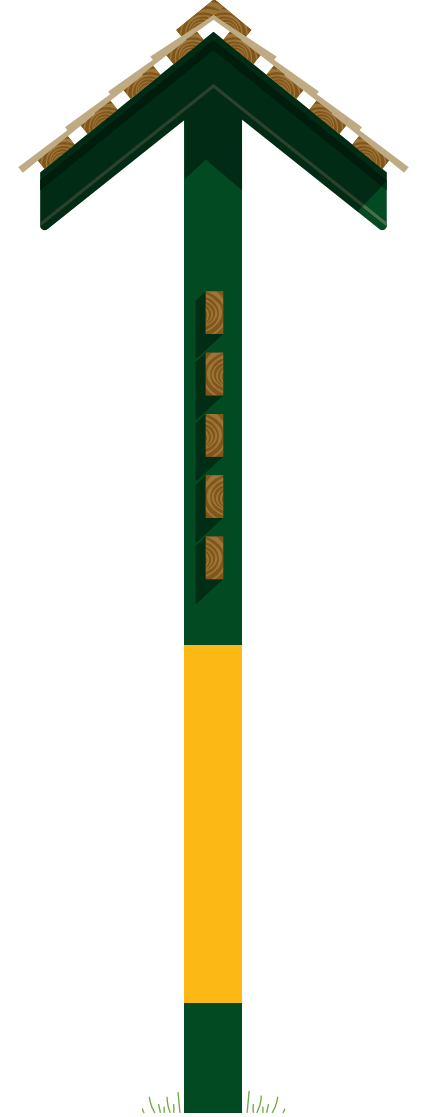
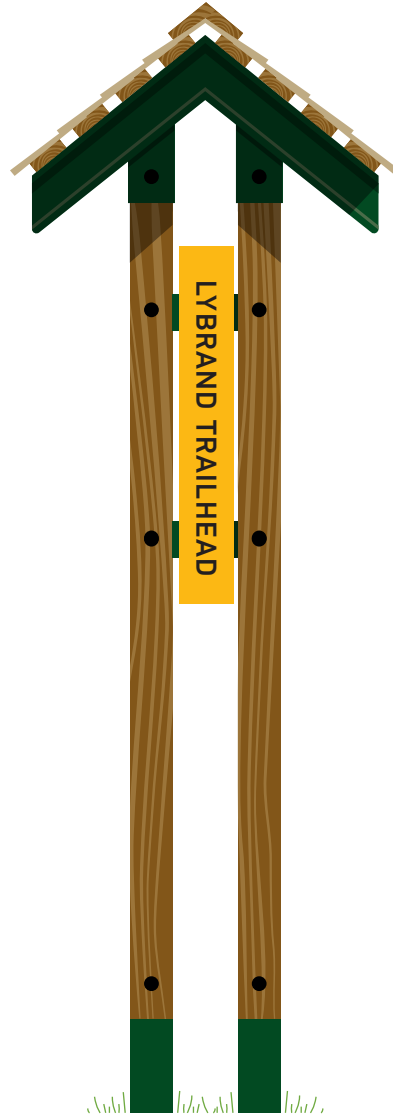
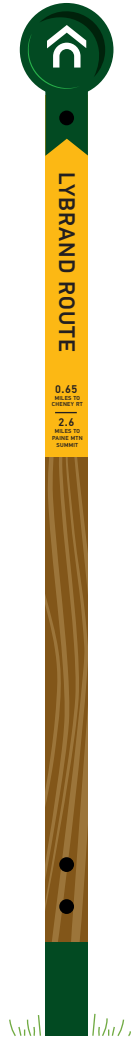
DESTINATION  
INFO SIGN



**TRAILHEAD KIOSK SIGN  
(OPTION A)**



**TRAILHEAD KIOSK SIGN  
(OPTION B)**



TRAILHEAD KIOSK SIGN  
COLOR-CODED FOR TRAIL ID