6-B

COUNTY OF PRINCE WILLIAM

OFFICE OF EXECUTIVE MANAGEMENT
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Christopher E. Martino
County Executive

BOARD OF COUNTY SUPERVISORS
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January 30, 2018

TO: Board of County Supervisors

FROM: Jason D. Grant, Communications Director
Office of Communication

THRU: Christopher E. Martino
County Executive

RE: DIR 17-55: Signage Guidelines

The interagency team concluded its work and presents the attached draft report and presentation for your consideration as responsive to DIR 17-55, which was issued by the Board on September 12, 2018.

The Directive requests staff "to develop a comprehensive and consistent signage guideline to include: gateway signage; way finding signage; parks signage; historic properties signage; and signage for County facilities."

Staff recommends the attached document to serve as the design guide for shape, look and feel of all future sign projects implemented by Prince William County Government. By documenting what signs shall look like, future sign projects can focus on location, material, and cost, which will expedite implementation of future sign projects. It also will allow consistent brand awareness and community identity throughout the county. **Therefore, staff seeks confirmation from the Board of County Supervisors on the general design guidelines provided herein.**

Further, installing new signs throughout the county, whether within VDOT rights of way or upon county-owned or privately owned land, requires further study with regard to zoning, land acquisition, specific materials, and allowable/required size. **Staff requests the Board to identify specific projects to narrow the scope sufficiently for staff to develop comprehensive project plans and cost estimates for future Board consideration.**

DRAFT

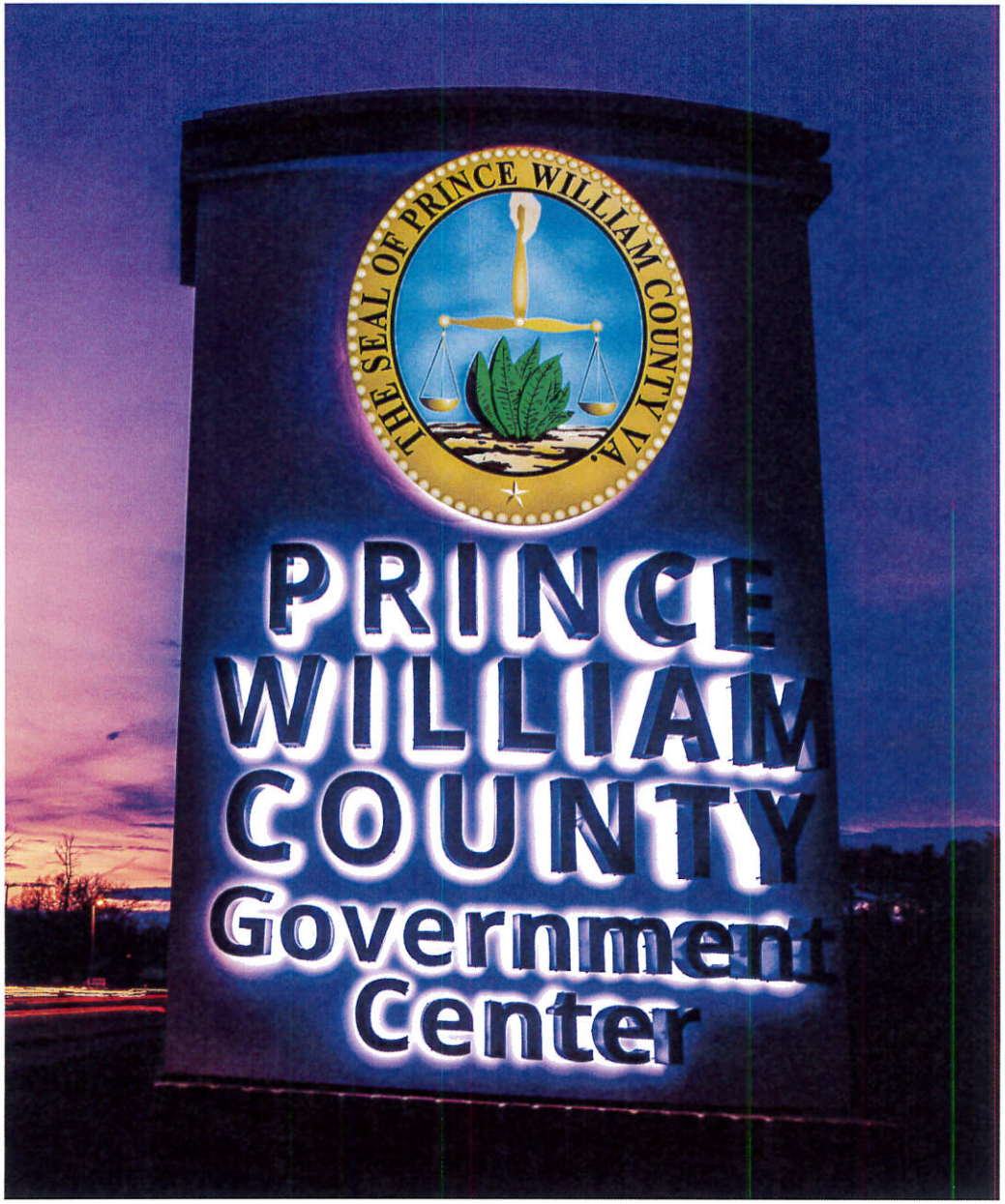
Graphic Representations are NOT to scale.

PRINCE WILLIAM
VIRGINIA

Gateway, Wayfinding & County Facility Signage

Standards Manual
January 2018

Board of County Supervisors | Directive #DIR17-55



To develop a comprehensive and consistent signage guideline to include: gateway signage; way finding signage; parks signage; historic properties signage; and signage for County facilities.

Exterior Signage

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Strategic plan vision for community

"Prince William County is a community of choice with a strong, diverse economic base, where individuals and families choose to live and businesses choose to locate."

County Vision

"Prince William County Government is an organization where elected leaders, staff, individuals, families and businesses work together to make Prince William County a community of choice. We do the right thing for the customer and community every time. We are a learning organization and we rely on leadership at all levels to achieve our vision."

Prince William County is a suburban community less than 20 miles from Washington, DC. It is the second largest county in the Commonwealth of Virginia with more than 450,000 residents calling Prince William "home." The Prince William taxpayers pay for a variety of programs and services, which are managed and delivered by Prince William County Government.

With an average age of 34 and more than 28% of the population under the age of 18, Prince William County is comprised primarily of young families. As a majority minority community, Prince William County is a widely inclusive community with programs and services to meet a diverse set of needs.

Historically, little effort has been made to create a sense of place for the Prince William County Community. Further, little attention has been given to develop a brand identity for Prince William County Government and the programs and services that are initiated by the elected Board of County Supervisors, funded by taxpayer revenues, and implemented by public service employees.

Signage, design choices, and brand identity is currently left to individual departments, agencies and commissions without regard to the broader Prince William County image. This creates inconsistency across the community and limits the opportunity to highlight the programs and services that are funded by taxpayer revenue.

This document provides guidelines for all Prince William County Government agencies to follow in an effort to build organization and community identity. All design decisions in this document were made with input from various agencies to make certain all elements work across the broad audience segments we serve. The standards presented here support the visions for the Prince William Community and Prince William County Government.

This document provides general guidelines for the design and shape of all signage produced by Prince William County Government. Exceptions to these guidelines may be considered with approval through the Office of Executive Management.

Primary Colors

Secondary Colors

Tertiary Colors

Color selection is integral to the overall brand design standards. These colors were chosen specifically to blend well with the County Seal, which is the Board adopted visual identity of the Community and County Government.

Prince William County serves a widely diverse audience base. From tourists to corporate businesses, youth sports to senior services, a typography that serves allows connection to these diverse audiences is essential to creating an effective and consistent brand across audiences. The typography selected works equally well with historic properties, corporate offices, parks and recreation facilities and public safety facilities. Additionally, it can stand alone or with the seal and provide a congruent image of Prince William County.

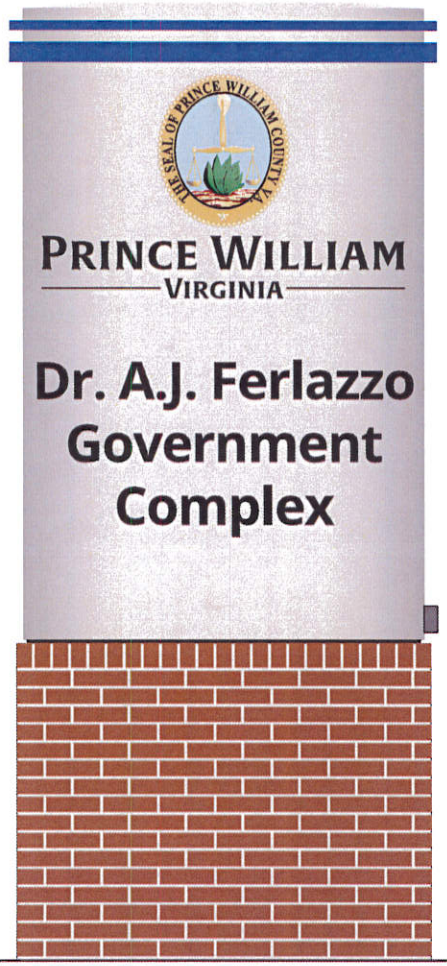
Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

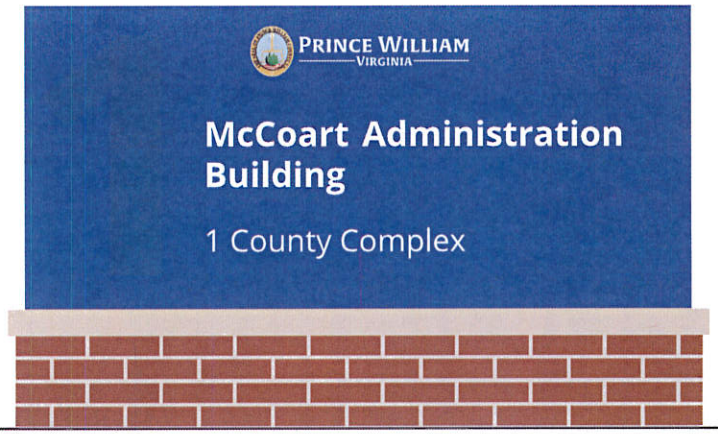
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

These signs provide a strong visual identity to both passive and active audience members. Therefore, these signs must present Prince William County clearly and consistently to help foster a sense of place and build the brand identity of the community.

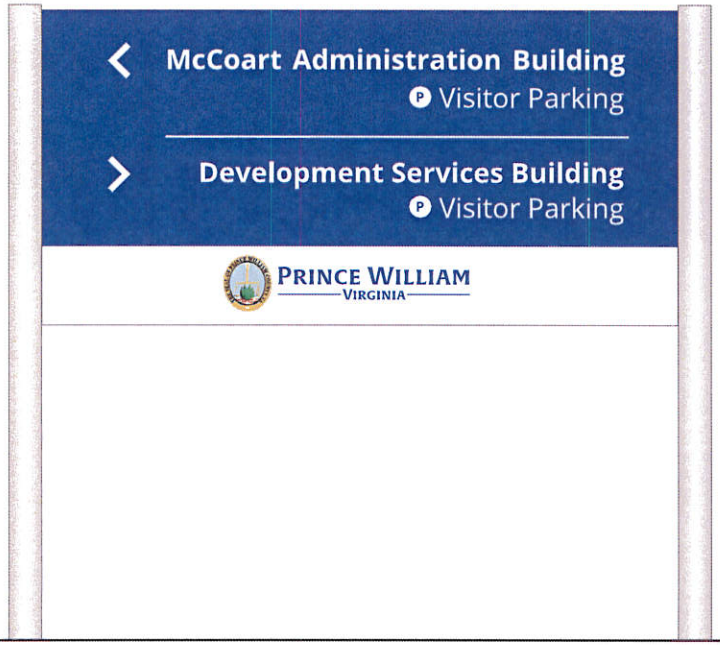
These signs shall be used near the county boarders along smaller artery ways and where gateway signs are not permissible or feasible.



The entry to a major complex must be visible from the roadway and provide a clear sense of place. Signage must clearly identify the complex while also presenting the Prince William brand identity.

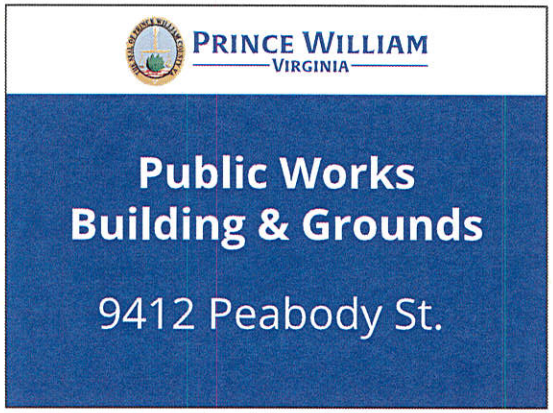


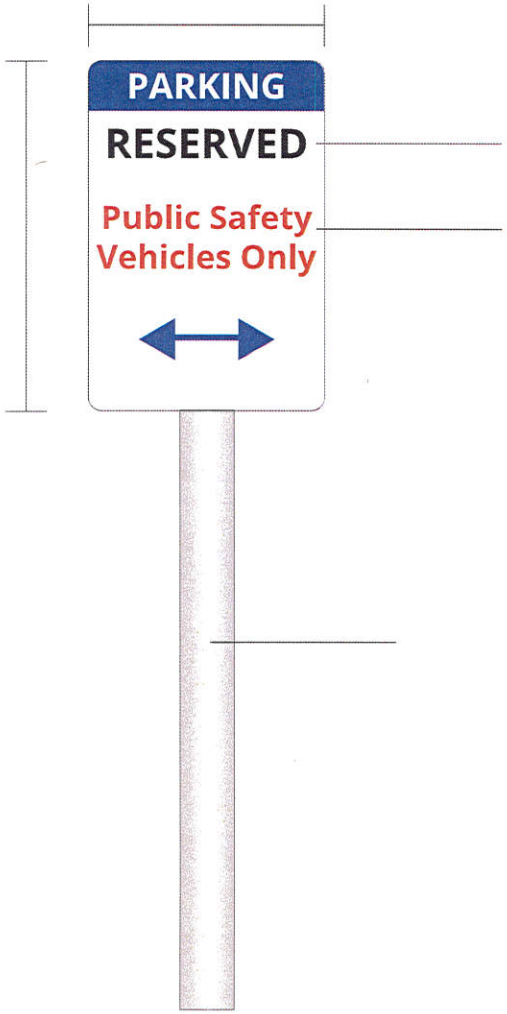
Consideration must be given to guiding vehicles to appropriate facilities at government complexes. Whether directing to specific fields at a park or a certain building at the County Complex, signage at all government complexes and facilities shall be produced and erected with the specific guidelines provided here.



For those facilities with pedestrian access, directional signs and location markers shall follow the guidelines provided here.

Government Complexes with facilities such as buildings and fields shall be identified consistently across complexes following the guidelines presented here.





Beyond the standard sign design, regulatory signs must be created to represent a consistent brand, look and feel. All regulatory sign designs fit within the broader brand identity, and present a consistent image across county facilities to ensure that patrons at County facilities recognize the Prince William County brand.

Additional Examples

These signs shall be used to provide directional guidance to motorists to specific County facilities.

These signs shall be used to designate areas of place such as Gainesville, Nokesville, Woodbridge, Bristow, etc. to help build identity of the areas within the community and still provide consistent brand identity of Prince William County.

DRAFT

Graphic Representations are NOT to scale.

Prince William County Parkway / Canton Hill Rd.

Old Bridge Road

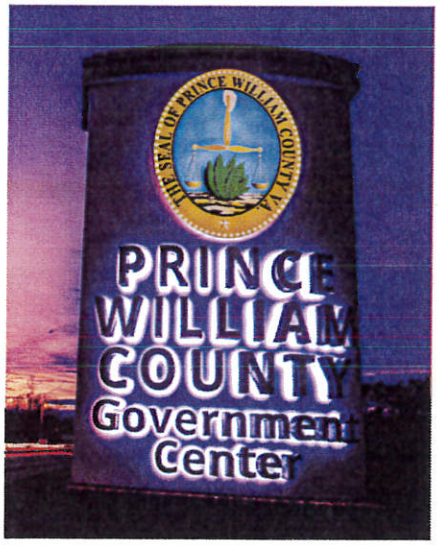
Entering Loudoun County

Entering Prince William County from Loudon

Old Bridge Rd / 123

DIR-17-55 (Sept. 12, 2017)

- Develop a comprehensive and consistent signage guideline to include:
  - Gateway signage,
  - Way-finding signage,
  - Parks signage,
  - Historic properties signage
  - County facility signage



|2|

Team Approach

- Interdepartmental Team
  - Stephen Donohoe, Planning Office
  - Brendon Hanafin, Historic Preservation
  - Ann Marie Maher, Office of Tourism
  - Gary Rzepecki, Parks and Recreation
  - Brent Heavner, Parks and Recreation
  - Amir Wenrich, Communications Office
  - Steve Stevens, Transportation

|3|

Phase I – Design

- Goals
  - Create sense of place
  - Develop brand identity for Prince William County Government and greater Prince William community
  - Create consistency by centralizing design decisions
  - Design elements must work across the broad audience segments we serve

|4|

Color Palette

- Color palette selected to provide colors that coordinate with the County Seal and provide necessary contrast

Primary Colors

Pantone 300 Cut Vinyl ? Paint ?

White Cut Vinyl ? Paint ?

Secondary Colors

Pantone 4515 Cut Vinyl ? Paint ?

Tertiary Colors

Pantone 151 Cut Vinyl ? Paint ?

Pantone 7739 Cut Vinyl ? Paint ?

|5|

Typography

Needed a type-face that works equally well with historic properties, corporate offices, parks and recreation facilities and public safety facilities.

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

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Consistent Identity

PRINCE WILLIAM
VIRGINIA

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Designs

Roadway Welcome Signs

Gateway Signage

Way-finding Signage

Facilities/Complex Signage

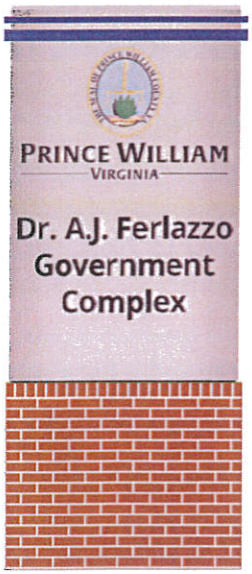
|8|

Major Gateway

These signs provide a strong visual identity to both passive and active audience members. Therefore, these signs must present Prince William County clearly and consistently to help foster a sense of place and build the brand identity of the community.

|9|

Major Complex & Campus Signs



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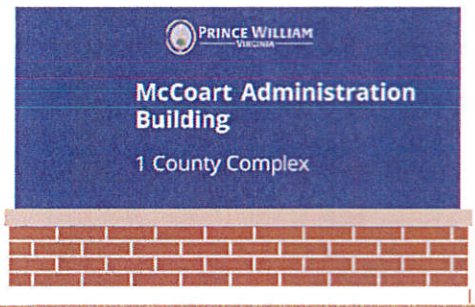

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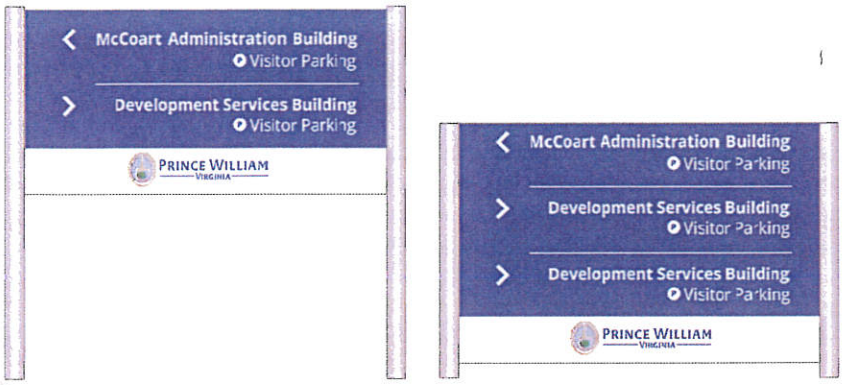
Vehicular Directional Signs



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Vehicular Directional Signs

These signs shall be used to provide directional guidance to motorists to specific County facilities.

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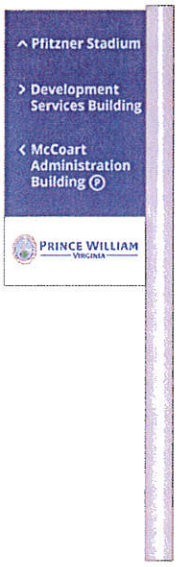
Pedestrian Directional Signs



For those facilities with pedestrian access, directional signs and location markers shall follow the guidelines provided here.

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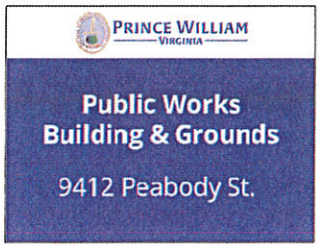
Facility Identification Signs



Government Complexes with facilities such as buildings and fields shall be identified consistently across complexes following the guidelines presented here.

|14|

Roadway Identifying Signs

These signs shall be used near the county boarders along smaller artery ways and where gateway signs are not permissible.

|15|

Welcome Signs (Areas)

These signs shall be used to designate areas of place such as Gainesville, Nokesville, Woodbridge, Bristow, etc. to help build identity of the areas within the community and still provide consistent brand identity of Prince William County.

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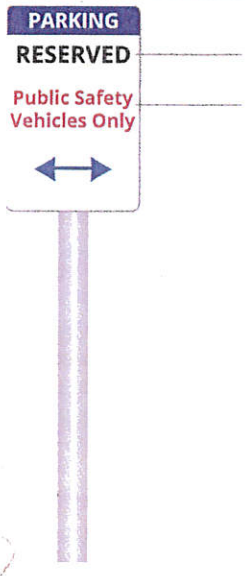
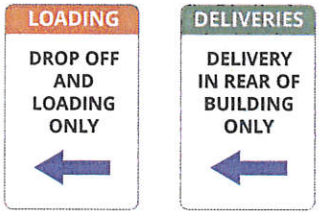
Regulatory Signs



Beyond the standard sign design, regulatory signs must be created to represent a consistent brand, look and feel.

Additional Examples



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Designs

Roadway Welcome Signs

Gateway Signage

Way-finding Signage

Facilities/Complex Signage

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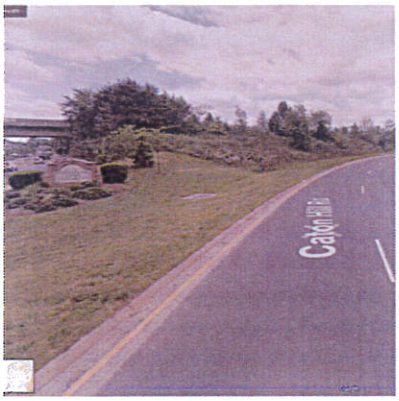
Example Locations and Mock Ups



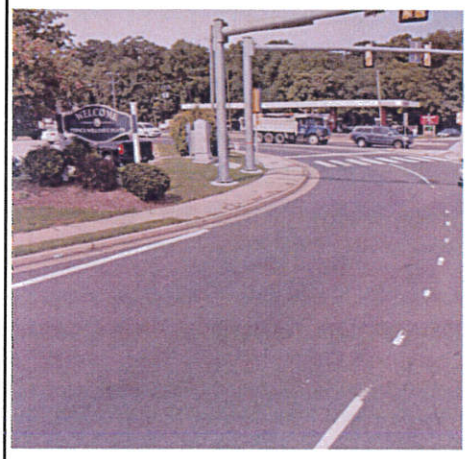
Prince William County Parkway / Canton Hill Rd.

Example Locations and Mock Ups

Entering Loudoun County

Entering Prince William County from Loudon

Example Locations and Mock Ups



Old Bridge Rd / 123

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Example Locations and Mock Ups

Old Bridge Road

Next Steps

- County staff will replace existing signs with new guidelines on the current replacement schedule
- Board to Identify Specific Project(s) for signage
- Staff to determine zoning, permit, location and construction requirements on a per project basis
- Staff to return with cost estimate and timeline recommendation to the Board for final authorization

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