

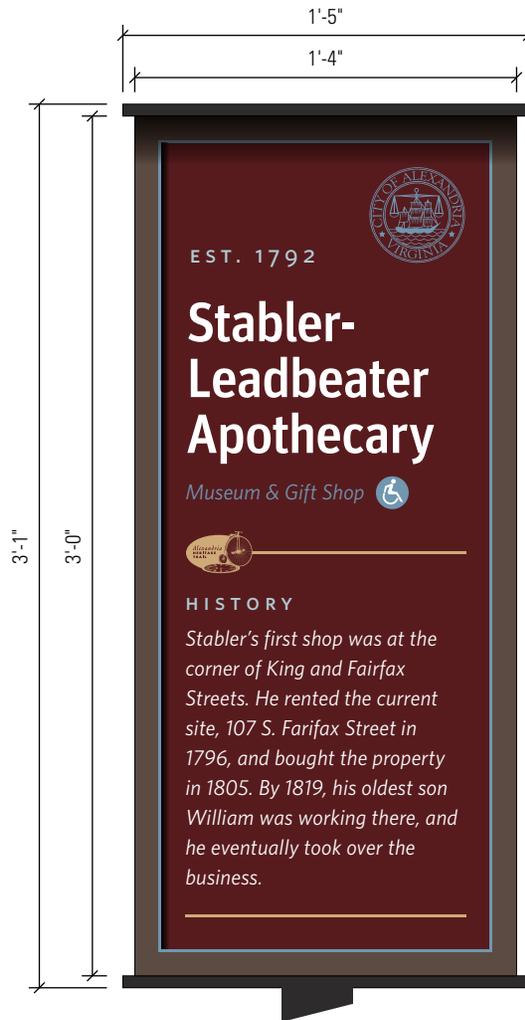
# DI.1 Destination ID

ENTRANCE SIGN

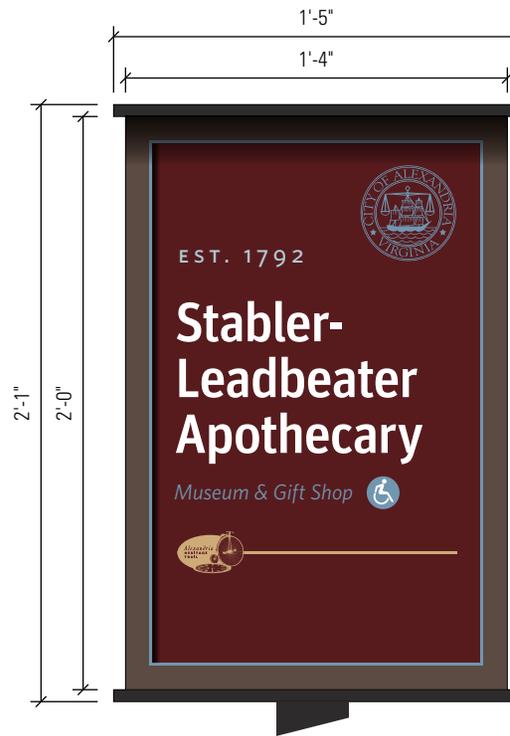


## DI.1 Destination ID

ENTRANCE SIGN



Front View



Front View  
(alternate size)

### OBJECTIVES

- Create coordinated system of identification for three categories of destinations: city-related community services, parks, and historic sites
- Present an elegant professional appearance that is related to the overall City Wayfinding system, and is contextually appropriate
- Use a distinctive color scheme that will be associated with each of the three categories of destination; within a series of size/content sign options to be selected based on site conditions.

### RATIONALE

Single-sided identification sign unites destinations of interest with a consistent look to aid in wayfinding and make key information available in a consistent format.

### LOCATION

Placed near the entrance to a facility.

### CONTENT

Destination name with optional supplemental text and founding date. A longer version also allows for inclusion of simple interpretive information which may be of interest to visitors when a given destination is closed.

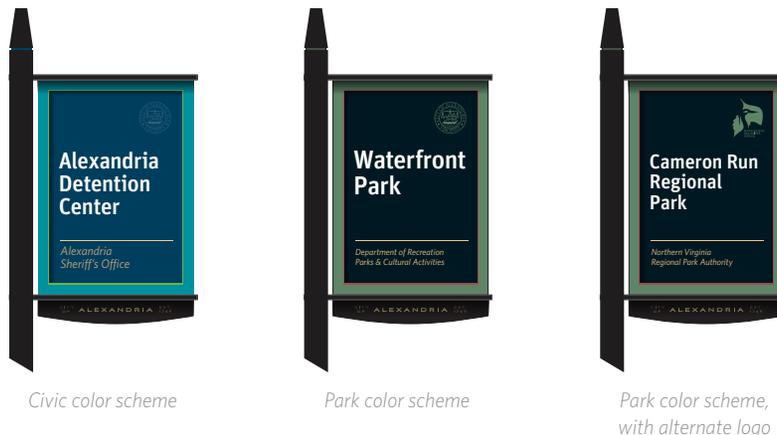
### MATERIAL

Painted metal.

## DI.2 Destination ID

SINGLE POST





### OBJECTIVES

- Create coordinated system of identification for three categories of destinations: city-related community services, parks, and historic sites
- Present an elegant professional appearance that is related to the overall City Wayfinding system, and is contextually appropriate
- Utilize a kit of parts for cost-efficiency and ease of maintenance
- Use a distinctive color scheme that will be associated with each of the three categories of destination; within a series of size/content sign options to be selected based on site conditions.

### RATIONALE

Double-sided, "shingle-style" identification sign unites destinations of interest with a consistent look to aid in wayfinding and to make key information available in a consistent format.

### LOCATION

Designed to be visible to vehicles in a pedestrian setting, the vertical configuration lends itself to sites where space is at a premium.

### CONTENT

Destination name with optional supplemental text and founding date, as well as street address. Three color palettes are available to distinguish the three categories of destinations (blue=civic, green=parks, red=historic). The city seal is used as a watermark by default, but may be replaced by another agency logo for sites not operated by the city. The Alexandria Historic Trail logo may appear as part of the address divider line for sites which are designated on the trail.

### MATERIAL

Painted metal with applied vinyl graphics.

## DI.2a Destination ID

SINGLE POST, SMALL



## DI.2a Destination ID

SINGLE POST, SMALL

### RATIONALE

A smaller version of the double-sided, “shingle-style” identification sign is scaled for use in the pedestrian-focused environment of Old Town.

### LOCATION

Designed to be visible primarily to pedestrians from a distance, the vertical configuration lends itself to sites where space is at a premium.

### CONTENT

Same as DI.2

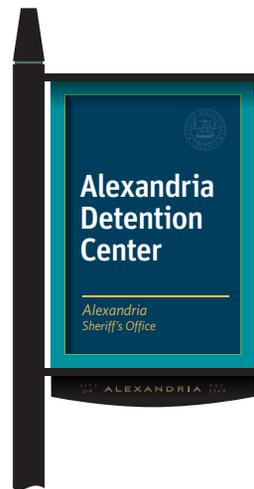
### MATERIAL

Same as DI.2

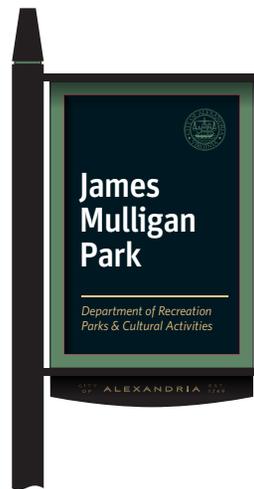


Front View,  
historic color scheme

Back View,  
historic color scheme



Civic color scheme



Park color scheme

# DI.3 Destination ID

DOUBLE POST





Front and back view,  
historical color scheme



Civic color scheme



Park color scheme,  
(showing alternate logo)

## OBJECTIVES

- Create coordinated system of identification for three categories of destinations: city-related community services, parks, and historic sites
- Present an elegant professional appearance that is related to the overall City Wayfinding system, and is contextually appropriate
- Utilize a kit of parts for cost-efficiency and ease of maintenance
- Use a distinctive color scheme that will be associated with each of the three categories of destination; within a series of size/content sign options to be selected based on site conditions.

## RATIONALE

Double-sided, identification sign unites destinations of interest with a consistent look to aid in wayfinding and to make key information available in a consistent format.

## LOCATION

Designed for a vehicular-scale setting, the lower, horizontal configuration lends itself to sites with open lawns or planting beds where a sign can be incorporated into a larger landscape.

## CONTENT

Same as DI.2 Single Post version.

## MATERIAL

Same as DI.2 Single Post version.

# DM District Identity Marker



## DM District Identity Marker

### OBJECTIVES

- Identify individual districts of the city with a custom-designed identity sign to welcome guests.
- Increase the visibility of individual districts within the city to aid in wayfinding for visitors through an enhanced sense of arrival.

### RATIONALE

Single-sided district identification sign combines standard design elements from the citywide wayfinding system with a unique expression of district identity. Coordinates with district headers on vehicular directional signs. Districts are also encouraged to seek additional opportunities to express their identity through public art installations, landscape expressions, etc. (See pages 28-29 for more information on districts)

### LOCATION

One to three District Identity Markers are envisioned for each district, located either within the district's commercial core, or at the edges along major vehicular access routes. Markers may be located in a median or to one side of the roadway.

### CONTENT

A custom design per district celebrates the unique character of each. The city wordmark appears on the footer to unite all districts within the city and relate back to other signs in the system.

### MATERIAL

Painted metal



# DH National Historic Register District Marker



## DH National Historic Register District Marker

### OBJECTIVES

- Distinguish formalized historic districts with a marker at the district boundary

### RATIONALE

Single-sided historic district identification sign combines a simple shape derived from citywide wayfinding system with a unique expression of district identity.

### LOCATION

Mounted to existing posts at the formal boundaries of the district along major routes.

### CONTENT

A custom design per historic district celebrates the unique character of each. The city wordmark appears on the footer to relate back to other signs in the system.

### MATERIAL

Painted metal

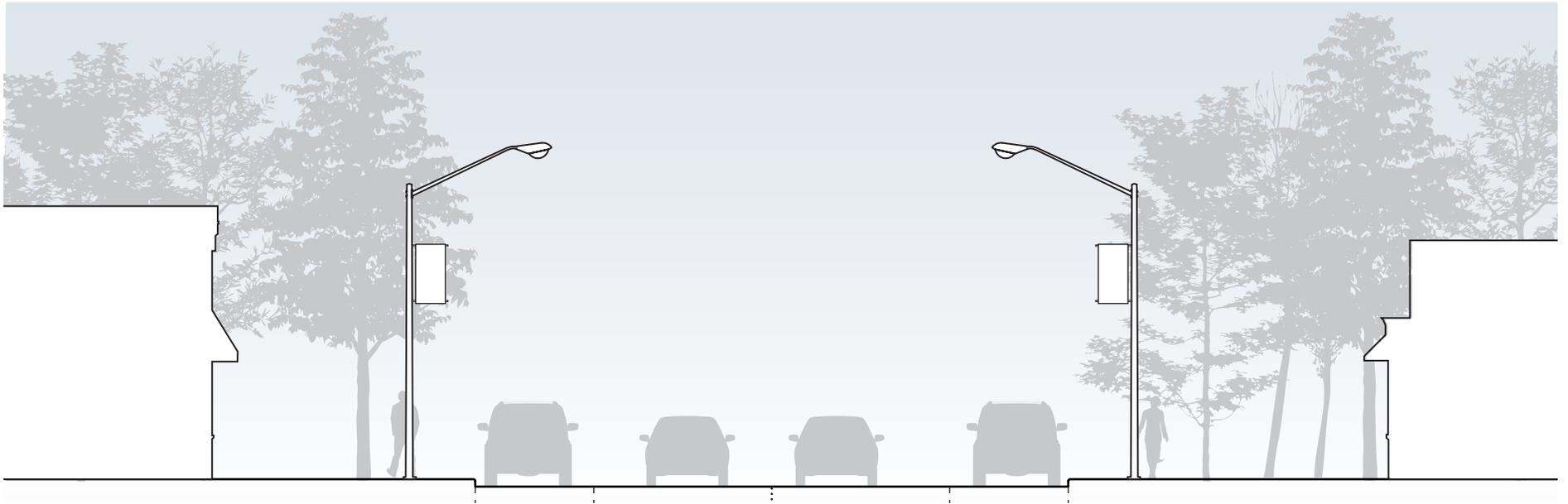


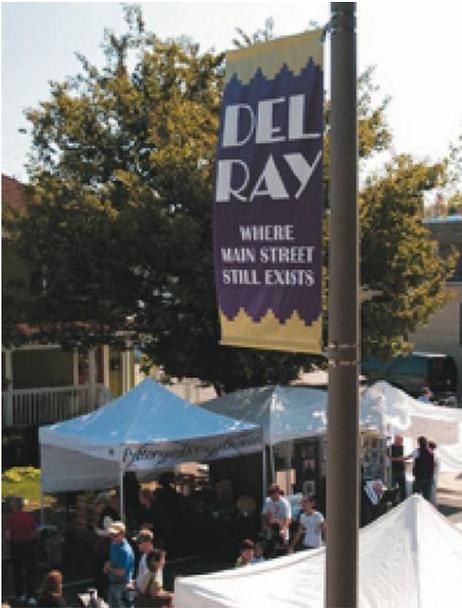
Front View



Back View

## Banner Standards





Left and far left:  
Business District Corridor Condition



Left and far left:  
Outer Corridor Condition

### MATURE BUSINESS DISTRICT CORRIDORS

For a well-established district, such as King Street, banners may actually distract from the vibrant context—serving to compete with the streetscape rather than enhance it.

“Old Town” banners along King Street should be removed to reduce the number of competing visual elements in the streetscape, and allow the strong context of place come to the fore. As an alternative, light pole flower baskets may be used to add color and seasonal flair, without detracting from urban character or creating competition with merchant signage.

### EMERGING BUSINESS DISTRICT CORRIDORS

Use of banners along emerging Business District corridors (e.g. Mount Vernon Ave) can aid in the establishment of place - adding color, visual unification & celebration.

### OUTER CORRIDORS

Large seasonal banners along major corridors (particularly those with high visitor count) are recommended to add color & visual consistency.

Extra tall banners will have greater impact & appear proportional to the poles on which they are mounted.

This is also an opportunity to insert Alexandria identity in to otherwise less distinctive streetscapes.

# Neighborhood Identity



One-post version



Two-post version



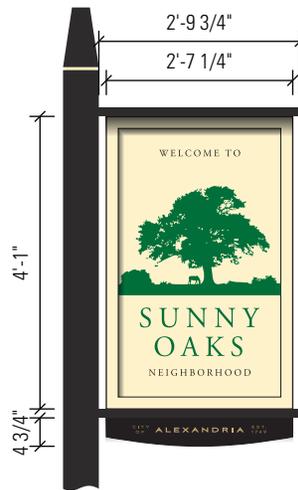
Narrow two-post version

## Neighborhood Identity

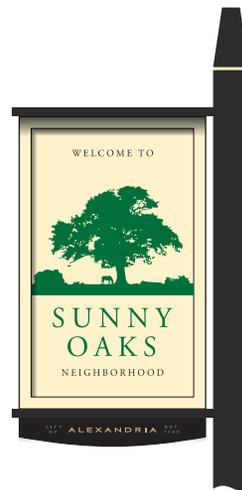
### RATIONALE

A basic framework and standards for size, location, text height, and materials encourage individual neighborhoods to incorporate unique character into their own identity sign while remaining consistent with the citywide wayfinding program. Sign standards are stylistically consistent with Destination Identity signs but at a reduced scale appropriate to residential settings.

Individual sign designs will be reviewed by the City for approval.



Front View



Back View

