



# ALEXANDRIA

WAYFINDING PROGRAM

Full Design Scheme Line-up  
Presentation to SAG

January 26 2010

S A S A K I

# Graphic Standards | City Emblem

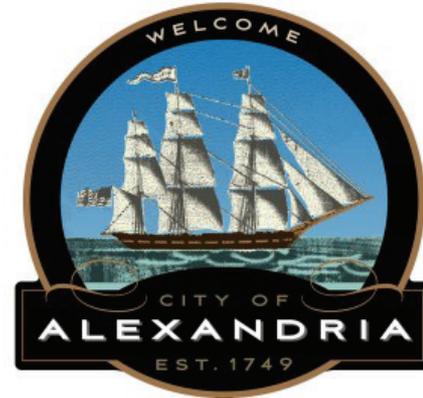
## RATIONALE

Final artwork is being developed combining elements of both "woodcut" and "engraved" styles.

The emblem will appear on city gateways and kiosks as a signature identity element, evocative of the official city seal but more colorful and expressive.



A. "woodcut" flavor



B. "engraved" flavor



precedent images, "Woodcut" flavor

# Graphic Standards | Logos

## RATIONALE

City Wordmark: will appear on a field of black on ID signs, Directionals, and Kiosks.

District Graphics: appear on Districty Identity signs. Simplified versions may also appear on header panels of Vehicular Directionals.

Multi-Use trail icon appears on the header of trail signs. Alexandria Historic Trail emblem may be used on Interpretive signs to coordinate with supplemental guide materials developed by others.

### CITY WORDMARKS

CITY OF ALEXANDRIA EST. 1749

CITY OF  
ALEXANDRIA  
EST. 1749

### DISTRICT GRAPHICS



Parker-Gray



Potomac Yard



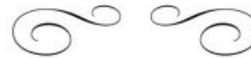
Carlyle



West End



Eisenhower



Old Town



Del Ray



Arlandria

### TRAIL GRAPHICS



ALEXANDRIA  
TRAILS



# Graphic Standards | Symbols

## RATIONALE

A uniform family of symbols in square fields will be used throughout the system, most notably in maps, mini-kiosks, and directional signs (vehicular, pedestrian, & mixed use trail)

Rail transit will also be identified by operator logo on maps and directional signs

### PROJECT ARROW



### TRANSIT AGENCY LOGOS



**DASH**

### AMENITY ICONS



"Waterfront" options

RATIONALE

UNIT is the primary system typeface for directional information due to its casual contemporary form, high legibility and relatively narrow profile.

AVIANO SANS is used as a signature typeface for the city wordmark

WHITNEY is used for secondary information, map legends and larger blocks of text due to its flexible weights and clarity across a range of sizes.

Gadsby's Tavern  
Torpedo Factory  
Chinquapin Park

T1: FF Unit Medium

CITY OF ALEXANDRIA

T2: Aviano Sans Bold All Caps

*Office of Historic Alexandria*

T3: Whitney Book Italic

S. WASHINGTON ST

T5: Whitney Medium Small Caps

# Graphic Standards | Color

## CITY EMBLEM



PENDING FINAL ARTISTIC DEVELOPMENT OF EMBLEM

## CITY WORDMARK



**P4** Light Gold Metallic  
AN 31748

**P6** Jet Black  
MAP 37092  
or AZ equivalent

## HARDWARE



**P6** Black  
MAP 37092

Stainless Steel

## ARLANDRIA



**PD1** Blue  
AN 479D5

**P1** White  
AN 508B6

**V** TBD

## CIVIC



**PC1** Teal  
AN 460F3

**PC2** Dark Blue  
AN 472C3

**PC3** Lime Green  
AN 443B4

**PC4** Royal Blue  
AN 443B4

**V11** Reflective White  
A7801-R

**V2** Dark Taupe  
A9252-O

**V9** Imitation Gold  
Arlon 39

**PC5** FHWA Green  
PMS 342

## PARKING



**PC6** Olympic Blue  
AN 470D5

**PC7** Dark Navy Blue  
AN 472H2

**V7** Seafoam Green  
A9603-O

## CARLYLE



**PD2** Aubergine  
AN 491C4

**PD3** Dark Taupe  
AN 425D1

**PD4** Plum  
AN 402D4

**P6** Black  
MAP 37092

## PARKS



**PP1** Sage Green  
AN 447E1

**PP2** Forest Green  
AN 451H1

**PP3** Rose  
AN 407C1

**PP4** Spruce Green  
AN 459F4

**V11** Reflective White  
A7801-R

**V2** Dark Taupe  
A9252-O

## DEL RAY



**PD5** Violet  
AN 487H4

**PD6** Goldenrod  
AN 424E4

**PD7** Violet  
AN 487D6

## EISENHOWER VALLEY



**PD8** Rich Red  
AN 408C5

**P1** White  
AN 508B6

**PD9** Dark Taupe  
AN 425D1

## ATTRACTIONS



**PH1** Brown  
AN 416F3

**PH2** Cranberry  
AN 402B2

**PH3** Gray-Blue  
AN 473B4

**PH4** Gray-Rose-Purple  
AN 402C2

**V11** Reflective White  
A7801-R

**V10** Aruba Blue  
Arlon 51

**V9** Imitation Gold  
Arlon 39

## OLD TOWN



**PD10** Dusty Plum-Rose  
AN 402C5

**P1** White  
AN 508B6

**PD11** Coral-Plum  
AN 406C5

## PARKER GRAY



**PD12** Midnight Blue  
AN 484G2

**P1** White  
AN 508B6

## INTERPRETIVE



**PC1** Teal  
AN 460F3

**P2** Antique Paper  
AN 426B4

**PH2** Cranberry  
AN 402B2

**PD3** Dark Taupe  
AN 425D1

**PC1** Teal  
AN 460F3

**P2** Antique Paper  
AN 426B4

**P3** Light Taupe  
AN 426C3

## POTOMAC YARD



**PD13** Rusty Orange  
AN 414E3

**P1** White  
AN 508B6

## WEST END



**PD14** Olive Green  
AN 440C5

**PD15** Mint  
AN 446A6

**PD6** Goldenrod  
AN 424E4

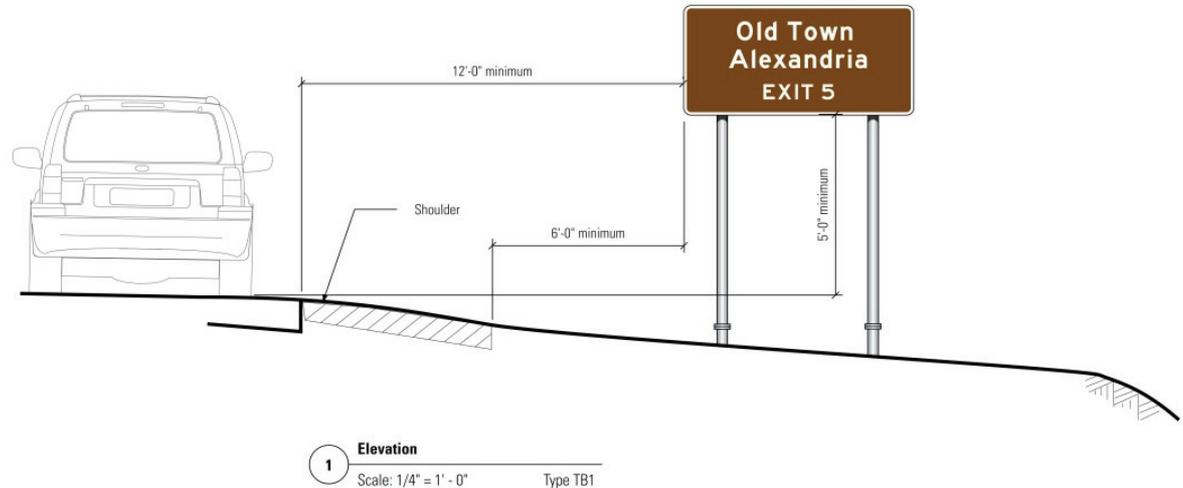


# HG Highway Guide | Sign Details

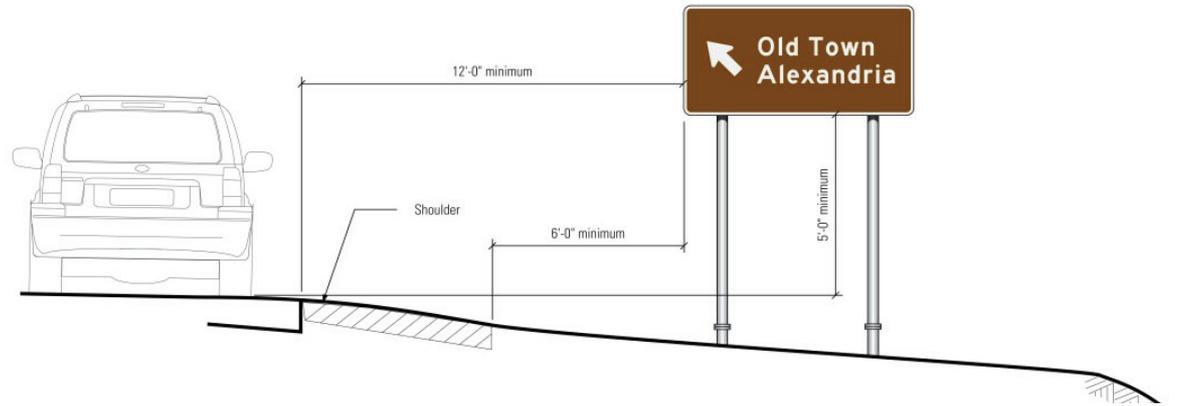
## RATIONALE

Standard highway signs with consistent messaging are proposed in advance of the following key exits:

- WB I-95: exit 177C Church St.
- EB I-95: exit 177A US-1/Patrick St.
- NB I-395: exit 5 King St.
- SB I-395: exit 5 King St.



Standard highway signs with consistent messaging are proposed for clarification along exit ramps.



# HG Highway Guide | Sign Context



# CG1 Gateway Sign Details: Size Options

## RATIONALE

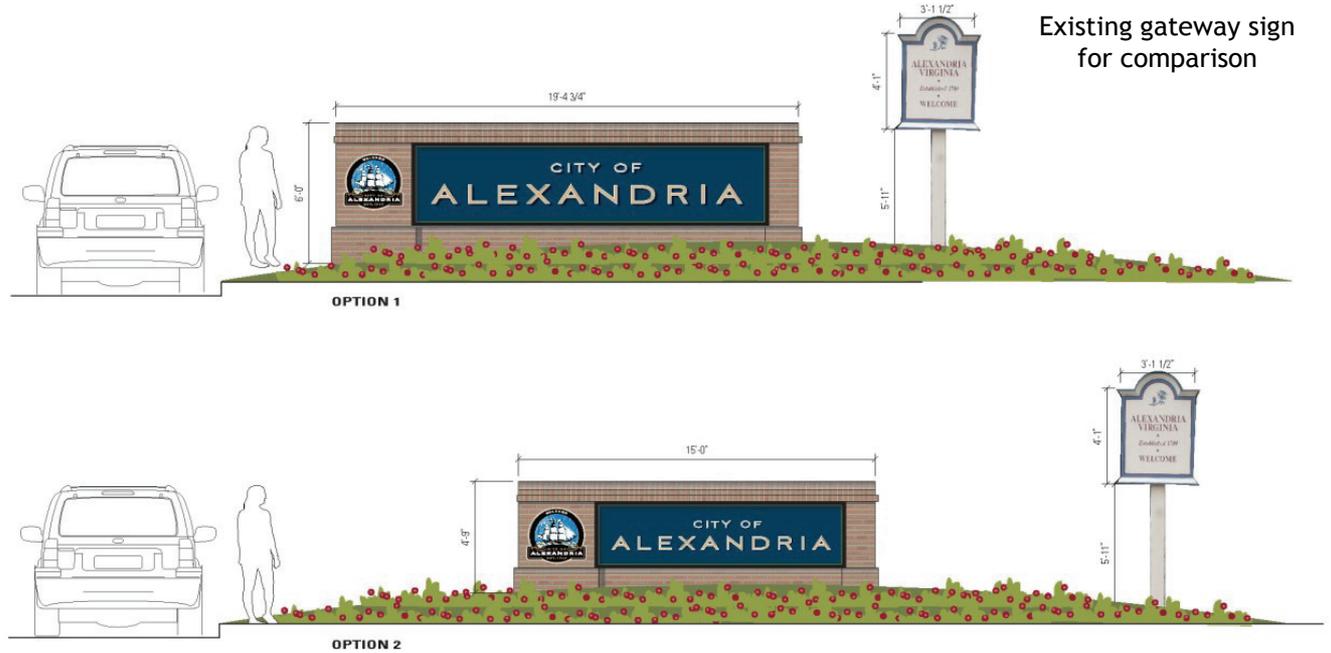
Monumental Gateway to be located on Washington St

Southbound: at site of current Thistle Sign

Northbound: at new site as agreed by city and NPS

Option 1 (20' wide) is Sasaki's recommended version for impact and legibility

Option 2 (15' wide) is smaller as preferred by NPS. (Note that the small version still exceeds the size of the NPS preferred ideal of 6'x11')

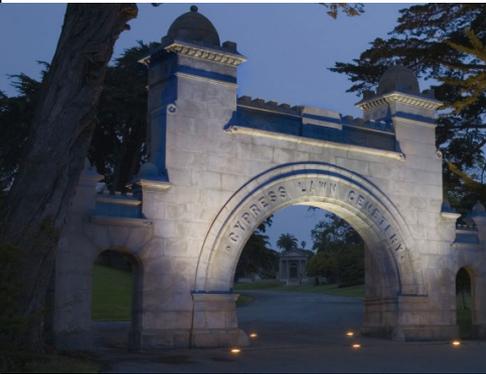


# CG1 Gateway Option 1 (20' length): Message Options

## RATIONALE

"City of Alexandria" reinforces the pride of being a standalone city & is somewhat more formal.

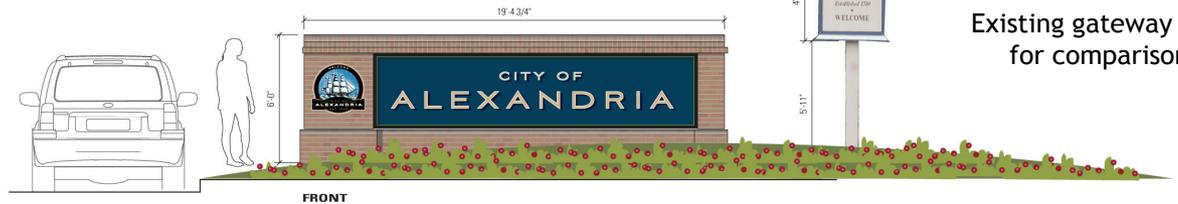
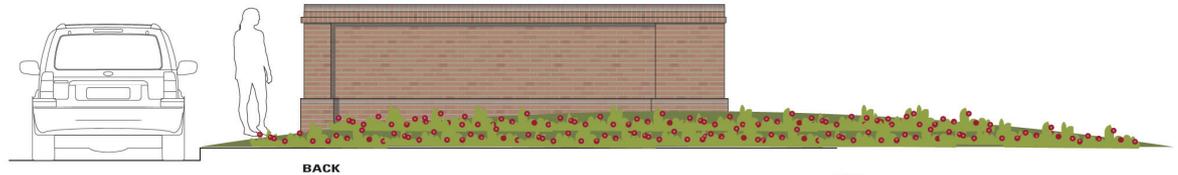
"Welcome to Alexandria" is more casual and friendly.



Soft, elegant uplighting will highlight City emblem, brickwork and dimensional letters



Example: flush ground fixture



Existing gateway sign for comparison

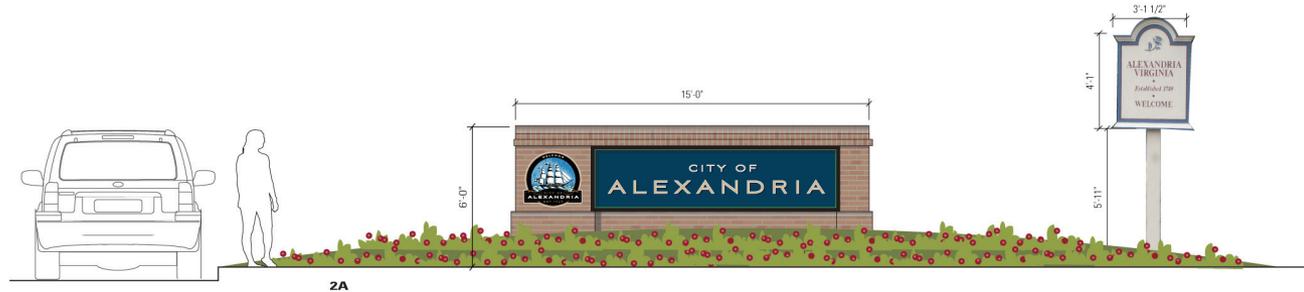


# CG1 Gateway | Option 2 (15' length): Message Options

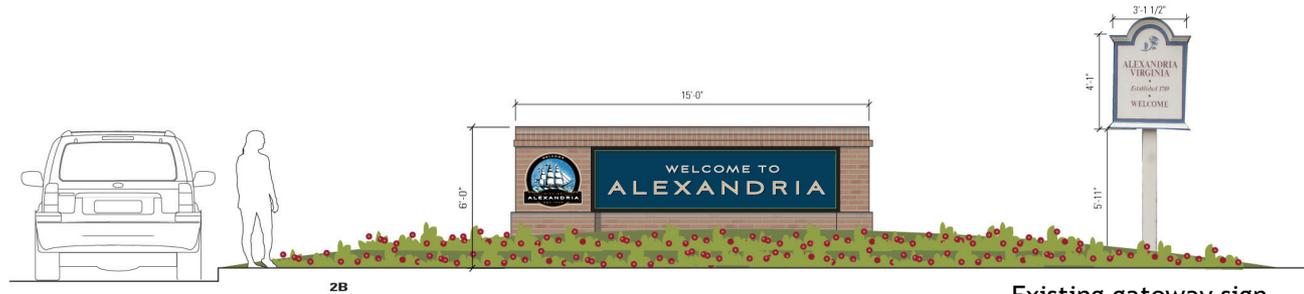
## RATIONALE

"City of Alexandria" reinforces the pride of being a standalone city & is somewhat more formal.

"Welcome to Alexandria" is more casual and friendly.



Wall coping detail



Existing gateway sign for comparison

CG1 Gateway | North Washington: Context Option 1



# CG1 Gateway | North Washington: Context Option 2



# CG1 Gateway | South Washington: Context Option 2



# CG2 - CG3 Gateway Sign Details

## RATIONALE

CG2: Brick base with planter is more monumental & coordinates with gateways on Washington St.

CG3: Metal post has less presence but allows for breakaway detail which may be required at some locations based on setback from curb

Located in place of current "Thistle" welcome signs:

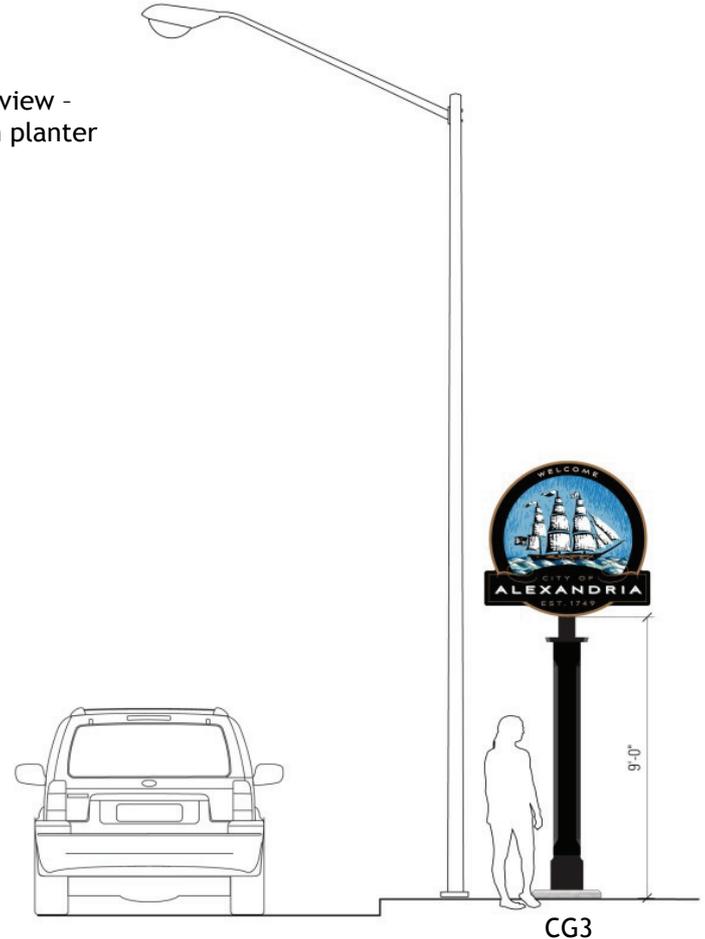
- W. Glebe
- Van Dorn
- US-1 NB (Patrick)
- US-1 SB (Jefferson Davis Hwy)
- Telegraph
- Seminary
- Quaker Lane
- Mt Vernon
- King St (@ Beaugard)
- Edsall
- Duke
- Clermont (@ Eisenhower)
- Beaugard (@ Lincolnia)



Plan view - median planter



CG2



CG3

CG2 - CG3 Gateway | Sign Details



Front - entering



Back - leaving (message pending)

## CG2 - CG3 Gateway Sign Details

Illumination: A single internal light behind the Alexandria wordmark also spills up to wash the emblem.

Optional wash of brick pier from ground fixture.

