



Design Criteria for the Community Wayfinding Sign Project:

All signs will be standard, rectangular, and adhere to MDOT specifications. We are designing the decorative header that serves to enhance the visual appeal of the signs, and to portray the City of New Baltimore as a unique and fun destination.

The header for the signs will be used to identify the new wayfinding signs as part of an overall system, and should be harmonious in all respects, enduring in design and appropriate in scale.

The header can consist of a shape, color, and/or image (pictograph) used as a visual identifier for the community way finding system. The size of the header will be smaller than the signs themselves.

Headers cannot have an appearance that could be mistaken as a traffic control device.

The area of the header should not exceed 1/5 of the area of the sign with which it is mounted.

Designs should be user friendly: Text, graphics and mapping is legible and uncomplicated

Signs oriented for the greatest visibility for users.

Sign/element design are consistent throughout the sign system and easily recognized as information hubs throughout the City

Art and Design specifications:

Vector based artwork is preferred for final print production. Final art files should be submitted in either .eps or .pdf file formats. Hand drawn art, bitmap graphics and other raster based images will be accepted for consideration, but will need to be simple enough to recreate as vector based art for final production.