

# WAYFINDING SIGN DESIGNS NORTHFIELD HISTORIC DISTRICT

Preliminary designs prepared for the City of Northfield

*Presented to the  
Northfield Downtown Development Corporation Forum  
February 6, 2007*

# SCOPE OF THE PROJECT:

- *Design a wayfinding graphic identity system for the Northfield Historic District.*
  - Survey community sentiment on aesthetic and identity issues (October–November 2006)
  - Develop three preliminary graphic design treatments (December 2006–January 2007)
  - Develop a representative sign fixture and a graphics placement map of the historic district (January 2007)
  - *Solicit public comment on the preliminary designs (February–March 2007)*
  - In consultation with city staff, select one design treatment for presentation to the City Council (April 2007)

# REPRESENTATIVE COMMUNITY CONSTITUENCIES

- Mayor's Downtown Streetscape Task Force
- Northfield Heritage Preservation Commission
- Northfield Downtown Development Corporation
- Chamber of Commerce
- ArtsPlan 06 Group

# COMMUNITY PERCEPTIONS OF NORTHFIELD'S IDENTITY

We invited comments about five aspects of Northfield's community identity:

- Eras of the town's significant historical touch points
- Colors that characterize various historical periods
- Typographic styles
- Community characteristics
- Community identity



## ERAS OF NORTHFIELD



## TYPOGRAPHIC STYLES



## COLORS



## COMMUNITY IDENTITY



## COMMUNITY CHARACTERISTICS

# NOT QUITE CONSENSUS, BUT CLOSE:

- Interest in maintaining an historic, small town sensibility
- Ready to move on from the cow image
- Suspicion of being too “slick”
- Desire to present a more graphically sophisticated identity
- Strong interest in alleviating the visual clutter within the historic district

# SIGN SCHEME 1: HISTORIC



HEADER PANEL

LOCATION PANEL



COLOR PALETTE



- “Old West” feeling
- Distressed type with stylized display face
- Muted, earthy colors

# SIGN SCHEME 2: CLASSIC



HEADER PANEL

LOCATION PANEL



COLOR PALETTE



- Traditional type styles
- Decorative embellishments
- Nature-inspired colors

# SIGN SCHEME 3: CONTEMPORARY

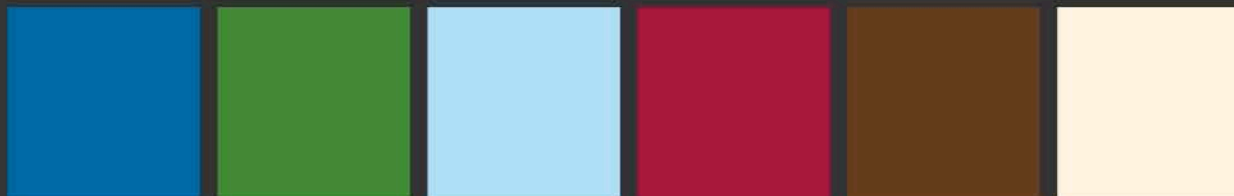


HEADER PANEL

LOCATION PANEL

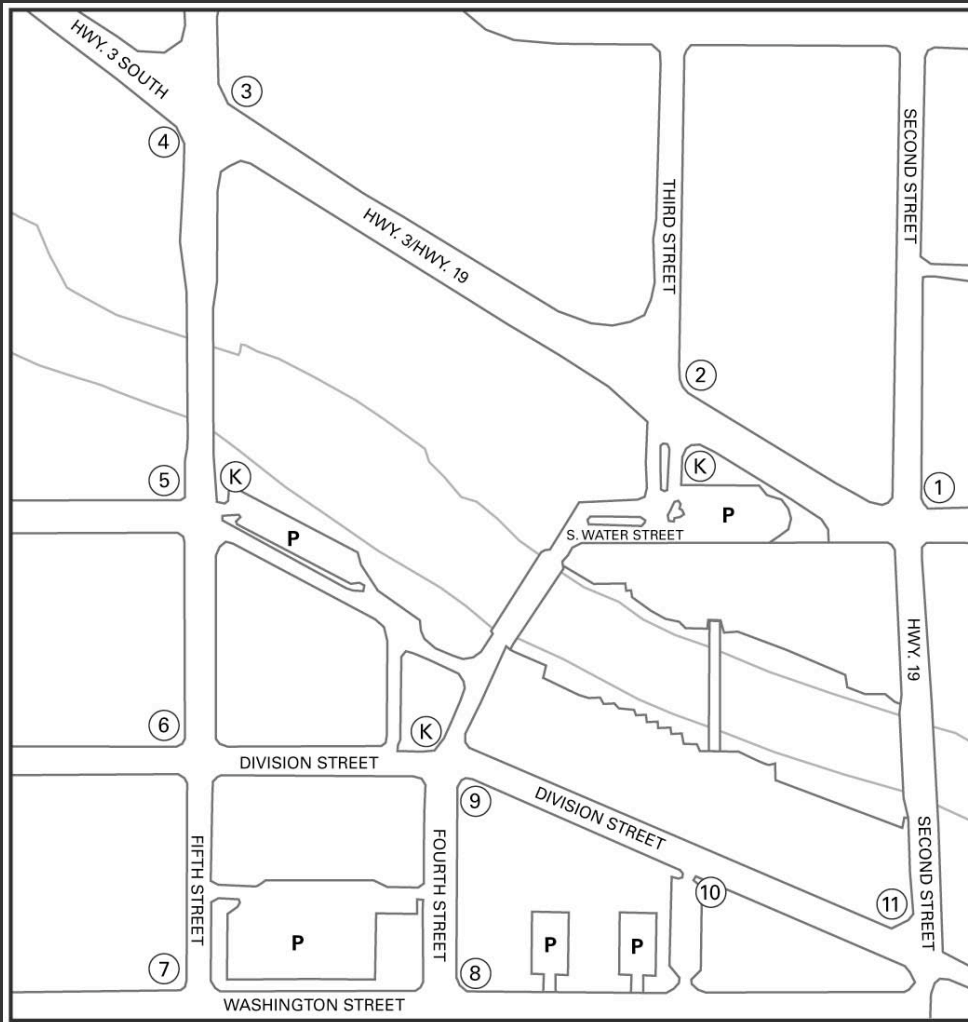


COLOR PALETTE



- Casual and modern type styles
- Clean, crisp lines
- Vivid colors

# PROPOSED SIGN LOCATIONS



1-4 PERIMETER SIGN  
TREATMENTS

5-11 INTERIOR SIGN  
TREATMENTS

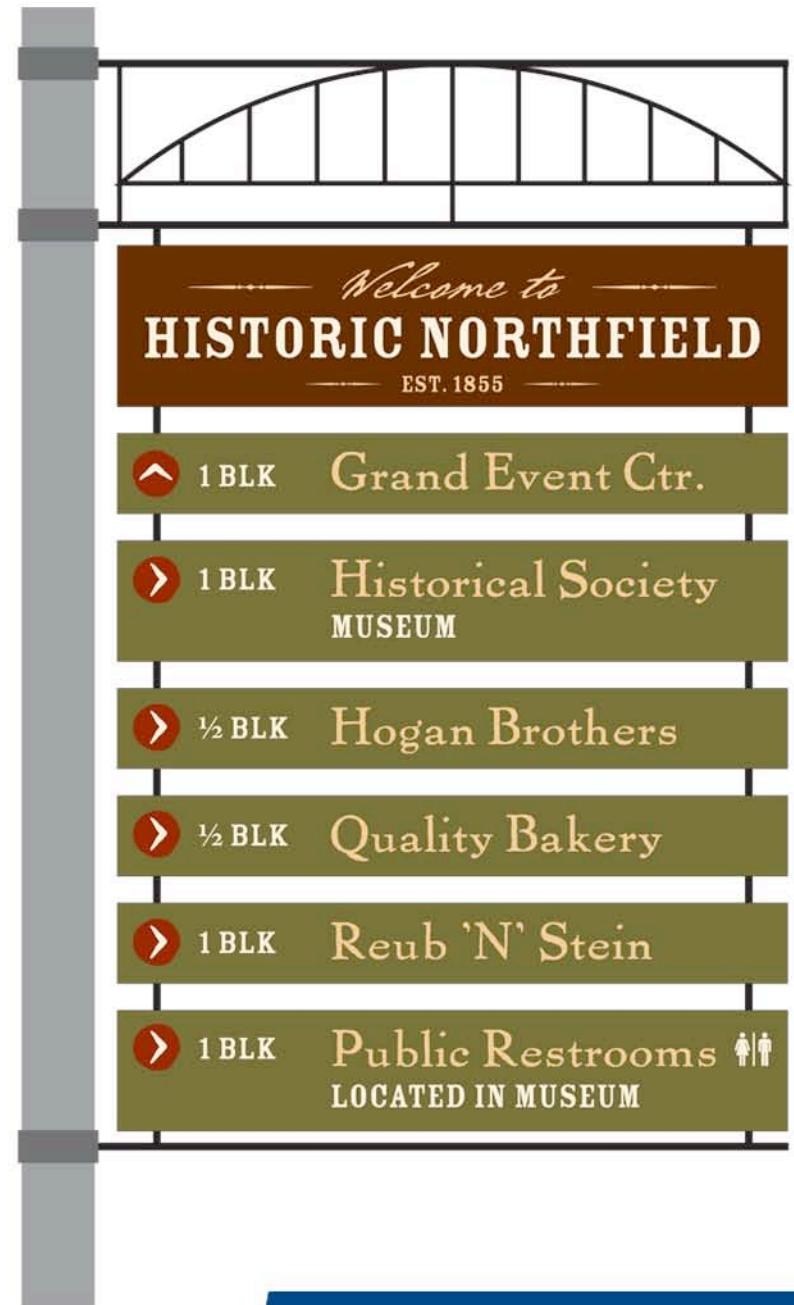
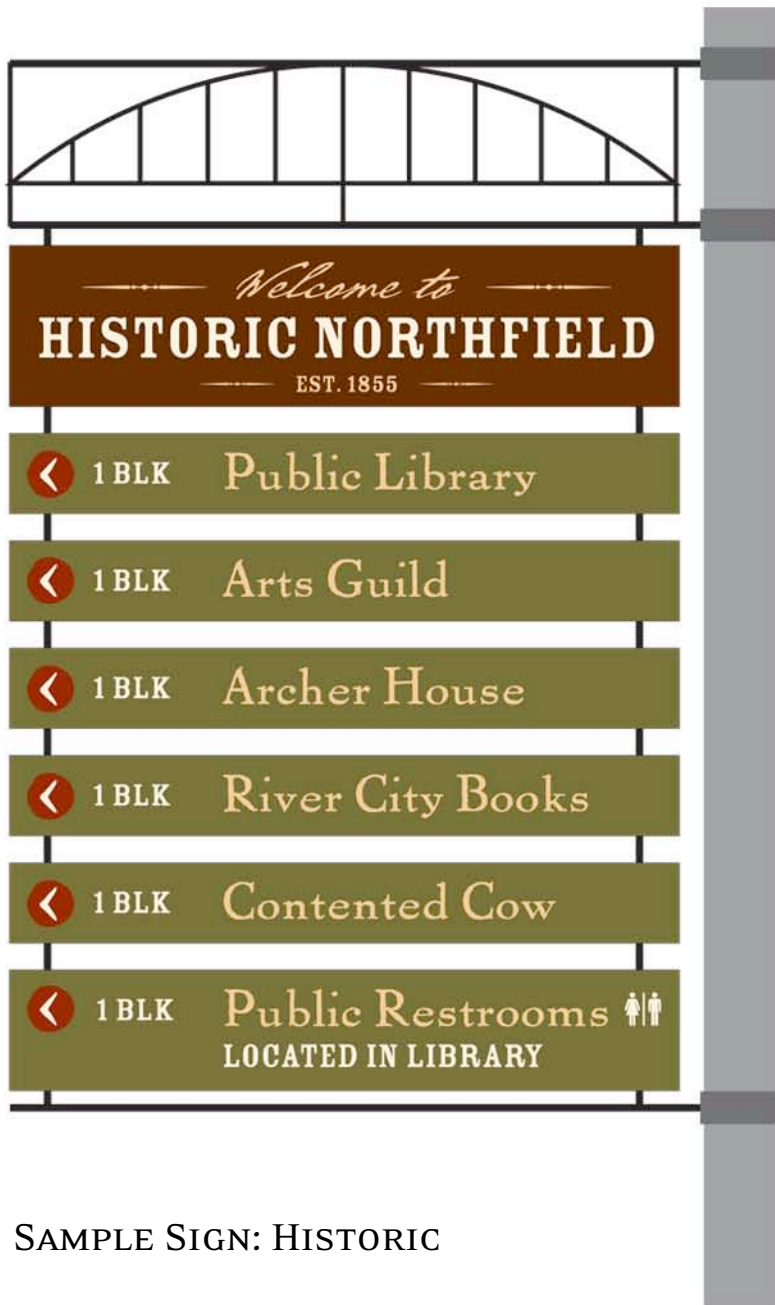
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# WAYFINDING SIGN CHARACTERISTICS

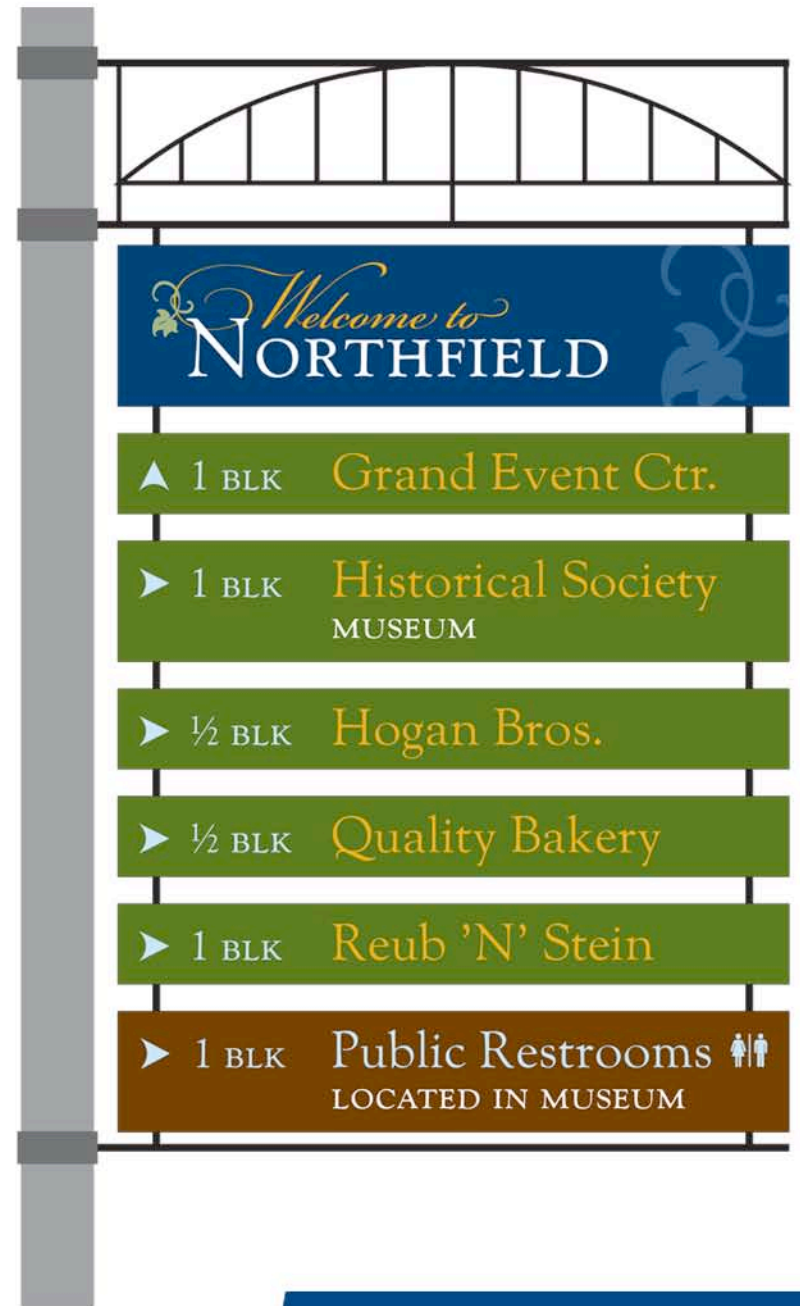
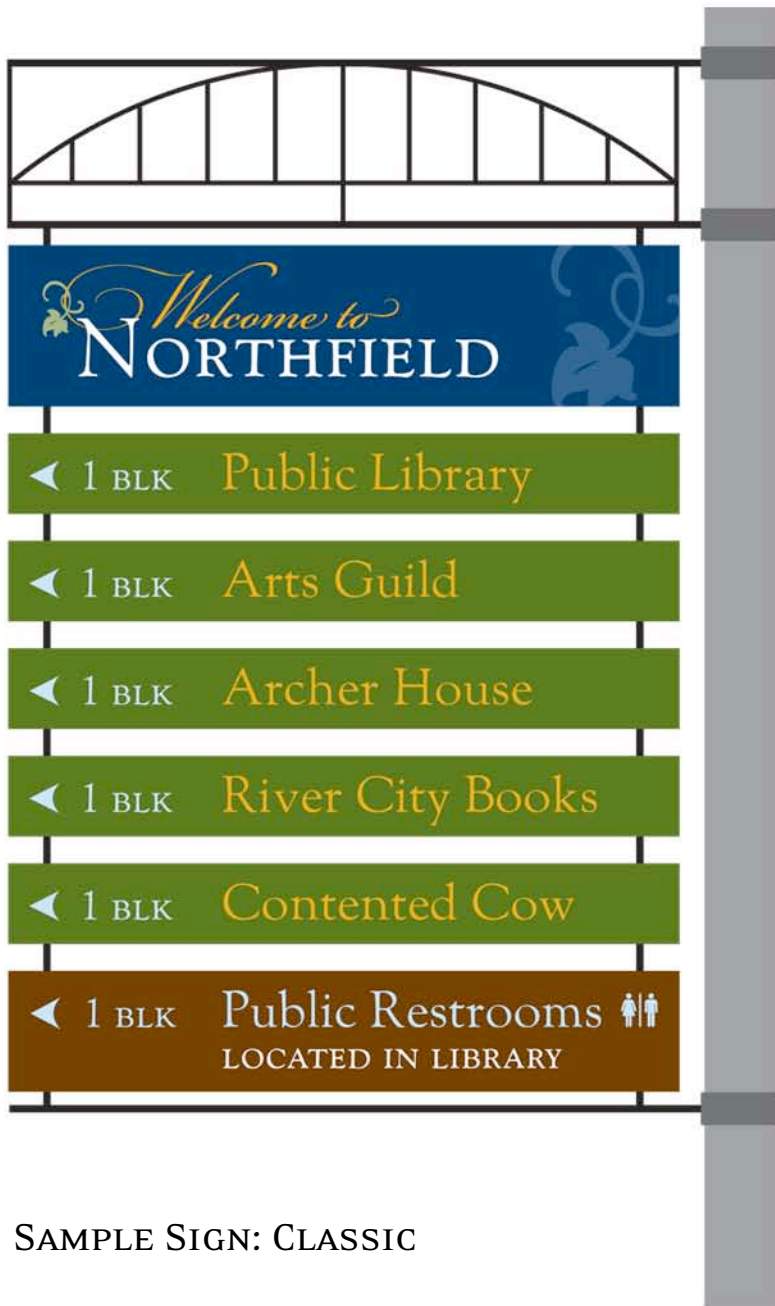
- Perimeter Sign Treatments
  - Larger sign panels and type for easier recognition by motorists and bicyclists
  - Emphasis on vehicle destinations, especially parking
  - Provide directions to destinations outside the Historic District
  - Use of standard iconography

# WAYFINDING SIGN CHARACTERISTICS

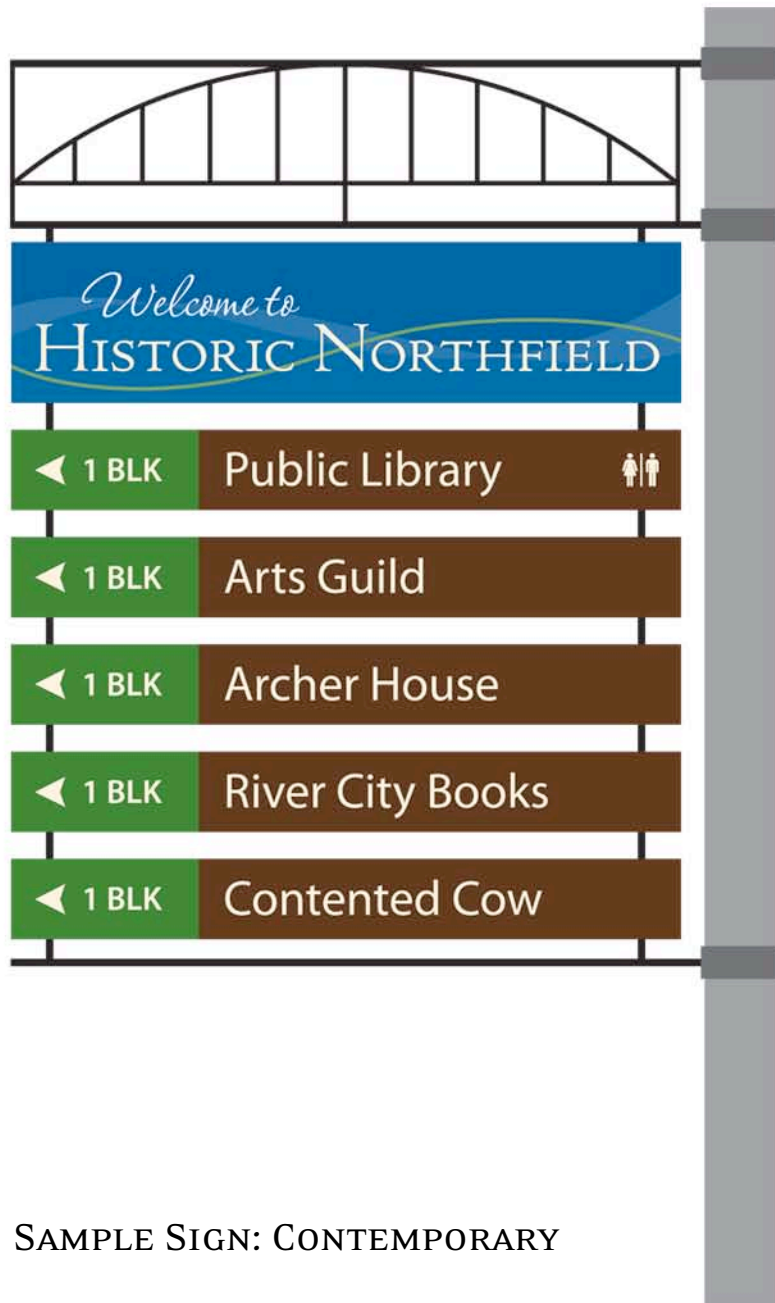
- Interior Sign Treatments
  - Pedestrian-friendly focus, smaller panels and type
  - Emphasis on destinations and amenities within the Historic District
  - Use of standard iconography for public facilities and amenities
  - Opportunity for commercial organizations to participate on a rotating basis



SAMPLE SIGN: HISTORIC



SAMPLE SIGN: CLASSIC



SAMPLE SIGN: CONTEMPORARY

# WAYFINDING SIGN CHARACTERISTICS



— Welcome to —  
**HISTORIC NORTHFIELD**  
— EST. 1855 —

## SCHEME 1: HISTORIC

- “Old West” feeling
- Distressed type with stylized display face
- Muted, earthy colors



*Welcome to*  
**NORTHFIELD**

## SCHEME 2: CLASSIC

- Traditional type styles
- Decorative embellishments
- Nature-inspired colors



*Welcome to*  
**HISTORIC NORTHFIELD**

## SCHEME 3: CONTEMPORARY

- Casual and modern type styles
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