



Arnett Muldrow  
& Associates

# COLLATERAL CATALOG

Ware, Massachusetts



## Wayfinding Signage

The wayfinding system is covered in greater detail in the following sections, but should be introduced as part of the brand because it plays such an important role in by perception and flow in the downtown district. The wayfinding system could include the following pieces.

**Primary Gateways-** These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

**Trailblazers-** Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have between three and four locations per sign and should carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows. These Trailblazers including cattail sculptures, thus blurring the line between signage and public art.

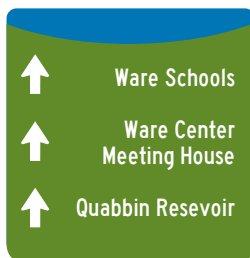
**Street Banners-** Banners are very popular and help to add color and movement to the lanes of travel,

acting as a speed control. They too can be color coded by district and can promote local events as well as promoting the brand.

**Building Markers-** the markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

**Parking Signage-** Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.

**Informational Kiosk-** The final piece of the plan is the informational kiosk, which serves as the transition point for vehicular traffic to pedestrian traffic. These kiosks should be located at major public parking lots and should include a map and the shopping & dining guide, along with the walking tour brochures.



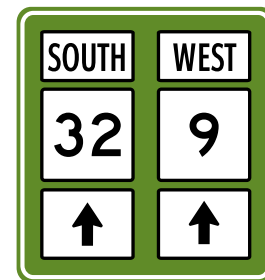
**Directional Trailblazer**



**Parking**



**District Gateway**



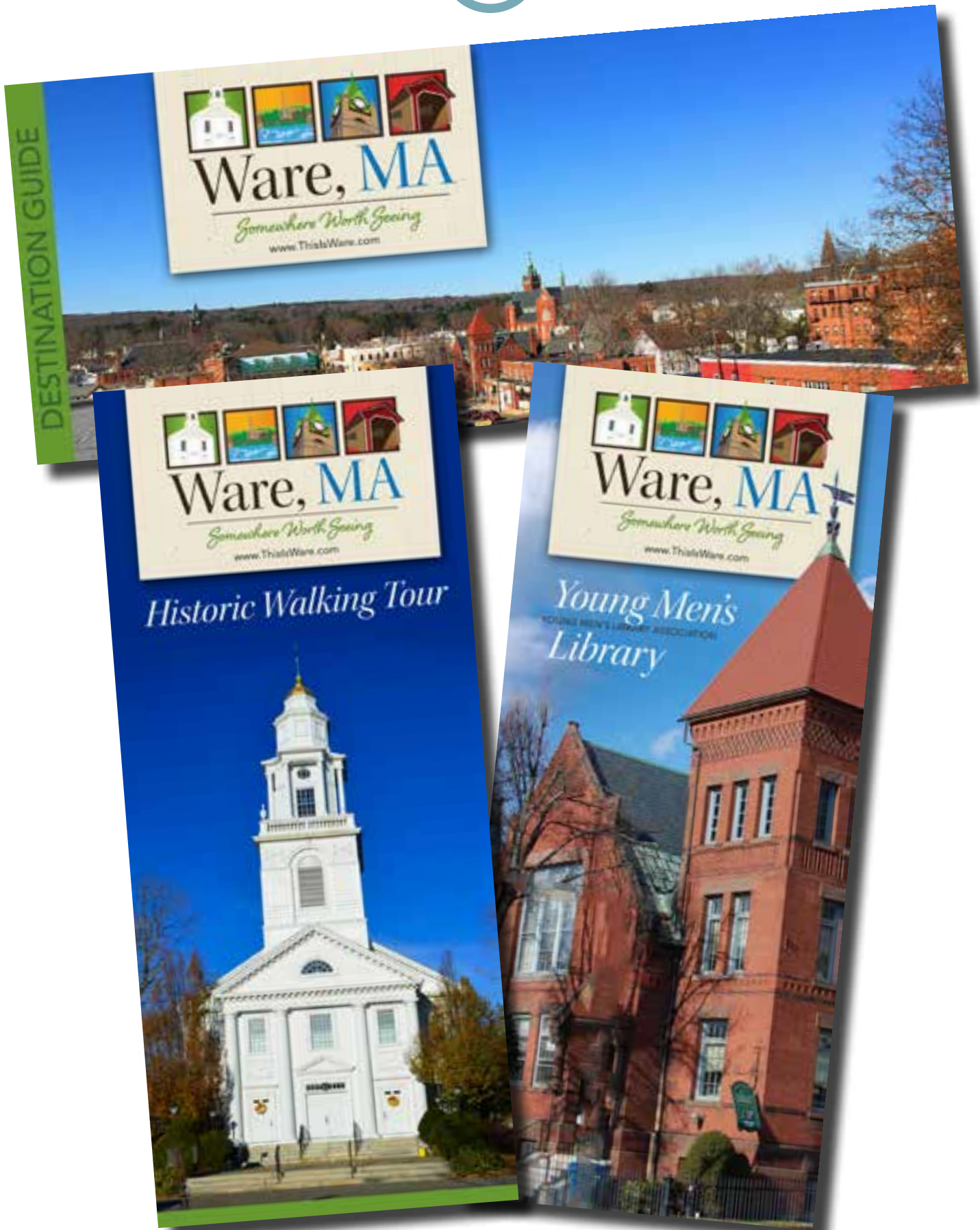
**Mass DOT Route**



**District Marker**



**Monumental Gateway**



Ware, Massachusetts



Ben Muldrow  
partner  
cell 864.275.5892  
ben@arnetmuldrow.com  
www.arnetmuldrow.com