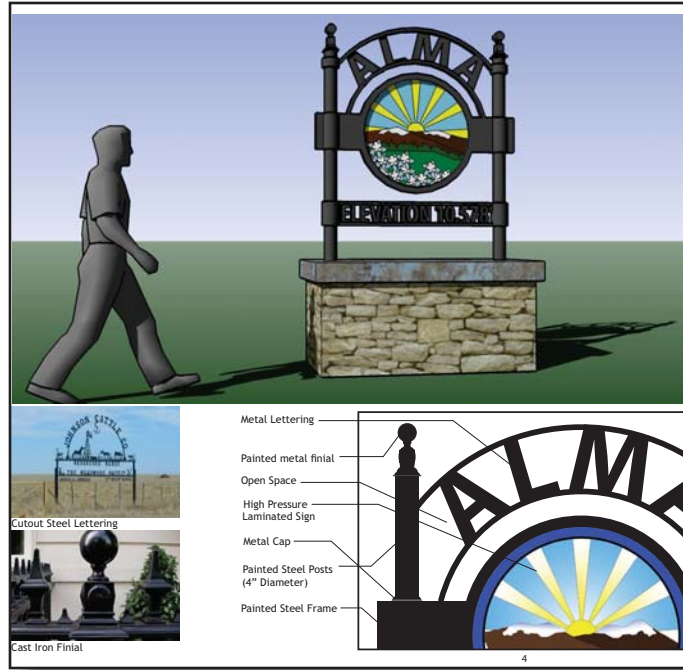


# Alma, CO

## Wayfinding and Signage Master Plan

The Center created and developed a design for wayfinding in the town of Alma. The wayfinding signage is also used as an entry monument to Alma. Incorporated into the design are themes of mining, the river, and the highest town in the US. The student intern was able to pull all these thematic characters into one complete design that is for both wayfinding and an entry monument.

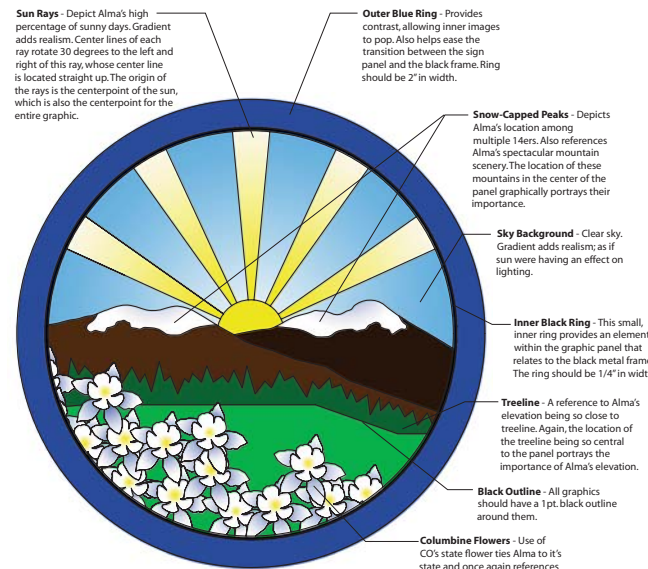


### Sign Design

**Design Intent:** A successful signage system is consistent in appearance and clear in demonstration of information. With these goals in mind, the proposed sign concept uses limited color and detail to avoid distraction.

The sign is situated beneath a painted cutout steel letter 'A' that portrays a simple, elegant depiction of the cutout steel letter and the depiction of a stylized mountain range. The sign concept works with the town, while it also projects a sense of the future of Alma and the sign concept, materiality adjusted to fit all three signs, creating a seamless wayfinding directing visitors and residents.

**Logo Sign Panel:** High pressure laminate sign display provides great flexibility in color, texture, and detail of mountain scene.



### Sign Panel Design

**Design Concept:** Alma is known for its mining, its location at the base of multiple 14ers, and its status as the highest incorporated town in the United States. The logo for the sign panel was designed to keep these town characteristics at the forefront. The design is a simple landscape, yet the abstracted nature and mountain backdrop capture the essence of Alma and its unique place within Colorado.

In addition to the proposed sign logo, the sign design, materiality, and construction reference Alma's historical & modern precedents. Suggested materials include: painted steel, coursed ashlar veneer, bluestone and steel hardware. The heavy base of the structure grounds the sign and provides stability while the lighter metal work provides clean lines and text, creating an interesting contrast.

**Color Notes:** The following notes have been included for color matching purposes.

- Dark Blue Ring- #3a52a4
- Light Blue Sky- #68b2e2 (darkest point of gradient to white)
- Yellow for Sun and Rays- #f2e92e (darkest point of gradient to white)
- Background Mountain- #3a231b
- Foreground Mountain- #5a3824
- Treeline- #2c6a35
- Grass- #21b34c
- Blue on Flowers and Snow Caps- #4c67b0

### Site Photos



### Signage Map

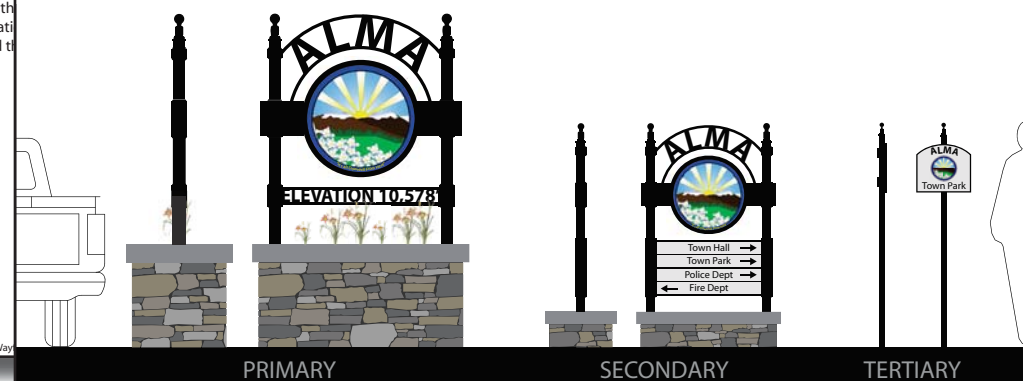
The primary goal for Alma's new wayfinding system is to display directional information clearly while also presenting a consistent and recognizable image for the town. In addition, successful signage should create a visual sequence that assures unfamiliar drivers that they will find their destination quickly and easily. Ideally, a cohesive and attractive signage will not only direct drivers, but will strengthen the identity of Alma, causing residents and time visitors to feel a unique sense of place in the mountains of Colorado.

This map shows locations for all signage types. Details and recommendations for specific signs are to be found in this document.

- Primary (Monument) ●
- Secondary (Directional) ●
- Tertiary (Destination) ●

**Size & Scale:** Each of the three signage types performs a specific function within the wayfinding system. Different sign functions carry different size requirements. Primary signs are very large in order to be seen clearly at higher speeds. Secondary Directional signs provide clear information for multiple destinations at slower speeds. Tertiary Destination signs work at a pedestrian scale to mark arrival at a destination.

### Sign Design



- Primary (Monument)** signs are to be located on highways and are designed for speeds 45 mph and above. These large signs announce driver's arrival in Alma, making their visibility critical. Primary signs must therefore begin a sequence of increasingly specific directional information to be followed up by secondary directional signs.
- Secondary (Directional)** signs are smaller versions of primary signs. These signs are to be located within the Town of Alma and are designed for speeds below 45 mph. Secondary signs provide directional information to multiple destinations and may offer more specific information about a destination.
- Tertiary (Destination)** signs indicate arrival at a particular destination within the Town of Alma. These signs are the smallest in the sequence, and are meant to be used both by vehicle drivers and pedestrians.

Work was completed by CCCD staff and students.  
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 Project Started - Completed: May 2008 - August 2008  
 Funding: City of Alma and DOLA Project Funds