



## Mammoth Trails

Map, Signage and Wayfinding Committee  
 Suggestions to TOML + USFS: “ARRA Signage and Wayfinding”

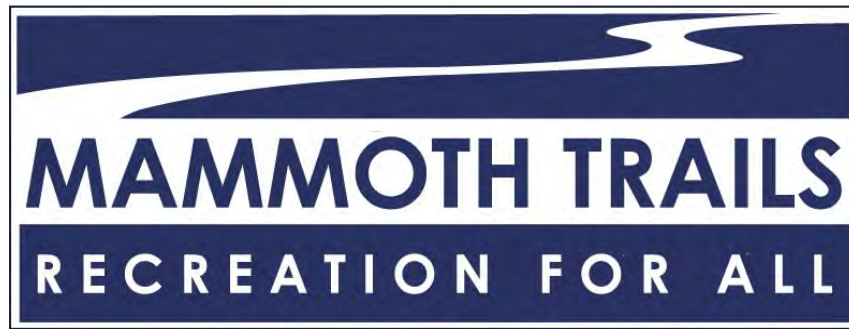
Naming Conventions Workshop (1/30/10): Statements and Rationales  
 Messaging Workshop (2/3/10): Statements and Rationales

**DRAFT - February 5, 2010**



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**Mammoth Trails Map, Signage & Wayfinding Committee:  
Notes on the Mammoth Lakes Trail System  
Naming Conventions**

**as developed in the**

**Naming Conventions Workshop  
January 30, 2010**



## **Mammoth Trails Map, Signage & Wayfinding Committee: Notes on the Mammoth Lakes Trail System Naming Conventions**

### ***Region***

The group considered a name for the area defined by the Town of Mammoth Lakes Planning Area.

**SUGGESTION 1:** Mammoth Lakes

**RATIONALE:** This is the town's current name and is how most summer visitors refer to the town and its surrounding area.

**SUGGESTION 2:** Mammoth

**RATIONALE:** This is how most winter visitors refer to the town and ski area.

**SUGGESTION 3:** Mammoth Area

**RATIONALE:** This name is being considered by some in the TOML as a way to remain outside jurisdictional boundaries when referencing this region.

**SUGGESTION 4:** Mammoth Lakes Recreation Area

**RATIONALE:** This name presently appears on at least one Inyo National Forest sign.

**CONSENSUS:** Mammoth Lakes

**RATIONALE:** All of the land being considered for inclusion in the region and as the geographic footprint of the trail system is entirely within the identified Town of Mammoth Lakes Planning Area. Visitors and residents are already familiar with and use the name "Mammoth Lakes" when talking about this region, so the group agreed that it should be adopted as the region name going forward.

## ***Trail System***

The group considered what to name the complete trail system, which describes the routes within the region as a formal network.

**CONSENSUS:** Mammoth Lakes Trail System

**RATIONALE:** Having come to consensus on calling the region “Mammoth Lakes,” the group agreed that the proposed name, “Mammoth Lakes Trail System,” described the trail network comprehensively and simply, and that it should be adopted as the system name going forward.

## ***Sub-Regions***

The group reviewed the sub-regions as described on the regional map provided by MLTPA, then considered both the proposed names and any suggestions group members provided.

**PROPOSED NAME:** Shady Rest

**SUGGESTIONS:** None

**CONSENSUS:** Shady Rest

**RATIONALE:** This sub-region contains Shady Rest Park, which is popular with residents and visitors year-round and whose name is already part of the local vernacular. The group agreed that “Shady Rest” should be adopted as the sub-region name going forward.

**PROPOSED NAME:** Eastern Lands

**SUGGESTIONS:** Sherwin Creek; Hot Creek; Laurel/Bloody; Laurel Meadows

**CONSENSUS:** None

**RATIONALE:** The group agreed that “Eastern Lands” is too general a name; concern was expressed that visitors would not be easily able to connect the name of the sub-region with a vision of what it looks like or contains, or with the experiences found there. The group developed suggestions by identifying iconic features of the landscape, but did not reach consensus on any one name. It was agreed that this sub-region name requires further discussion.

**PROPOSED NAME:** Town of Mammoth Lakes

**SUGGESTIONS:** Town

**CONSENSUS:** Town

**RATIONALE:** The group initially agreed with the proposed name, but came to consensus on calling the sub-region “Town.” Group members preferred a short name for the sub-region and agreed that, with the larger region already being called “Mammoth Lakes,” that level of detail did not need to be repeated in any sub-region names. As the sub-region contains only what is within the Urban Growth Boundary, it made sense to the group to name this sub-region “Town,” as users will associate that name with developed facilities and amenities such as hotels, retail, and food and beverage operators. The group agreed that “Town” should be adopted as the sub-region name going forward.

**PROPOSED NAME:** Mammoth Mountain

**SUGGESTIONS:** None

**CONSENSUS:** Mammoth Mountain

**RATIONALE:** The group came to immediate consensus on calling this sub-region “Mammoth Mountain,” as visitors, residents, and employees refer to the resort in this manner and this name is shorter than “Mammoth Mountain Ski Area.” Leaving “Ski Area” off the name also removes any opportunity for confusion regarding whether or not the resort is open during the summer months. The group agreed that “Mammoth Mountain” should be adopted as the sub-region name going forward.

**PROPOSED NAME:** Lakes Basin

**SUGGESTIONS:** None

**CONSENSUS:** Lakes Basin

**RATIONALE:** The name describes the dominant features of the sub-region and is already widely used by residents, guests, and agencies when referring to this area. The group agreed that “Lakes Basin” should be adopted as the sub-region name going forward.

**PROPOSED NAME:** High Country

**SUGGESTIONS:** Mammoth Crest

**CONSENSUS:** Mammoth Crest

**RATIONALE:** The group agreed that the name “High Country” was neither descriptive enough nor tied directly to this specific region, as it could be used to describe a similar landscape in other states or areas. The group came to consensus on calling the sub-region “Mammoth Crest,” as the name references a geographically defining and prominent feature of the area as well as ties it specifically to Mammoth Lakes. The group agreed that “Mammoth Crest” should be adopted as the sub-region name going forward.

**PROPOSED NAME:** Sherwins

**SUGGESTIONS:** Hidden Lake, Mammoth Meadow, Sherwins Area, Sherwins Recreation Area

**CONSENSUS:** None

**RATIONALE:** The group discussed this sub-region and its features, of which there are more than one that qualify as iconic (Sherwin Ridge, Mammoth Rock, etc.). They felt that “Sherwins” focused too much on the ridge itself and did not adequately capture the surrounding opportunities at the base of the range. The group did not reach consensus at their January 30 meeting but agreed that this sub-region name requires further discussion. At their February 3 meeting the group also failed to reach consensus, but came to a temporary agreement that “Sherwins Area” could be used as a placeholder, recognizing that if signage opportunities specific to this sub-region presented themselves, more work would be needed to formalize the name.

**PROPOSED NAME:** Western Lands

**SUGGESTIONS:** San Joaquin, Upper San Joaquin, Reds Meadow, Devils Postpile, Minaret Vista Recreation Area

**CONSENSUS:** None

**RATIONALE:** The group agreed that “Western Lands” was too general a name; concern was expressed that visitors would not be easily able to connect the name of the sub-region with a vision of what it looks like or contains, or with the recreation experiences available there. Maureen Finnerty of the National Park Service advised that as part of the Devils Postpile Management Plan work, a broader name for the area was being considered by NPS staff and others. She stated that she would keep the MLTS partner team informed of any developments. The group did not reach consensus on any one name and agreed that this sub-region name requires further discussion.

**PROPOSED NAME:** Inyo Craters

**SUGGESTIONS:** Owens River Headwaters; Obsidian Dome

**CONSENSUS:** None

**RATIONALE:** The group agreed that this sub-region is very diverse, providing access not only to volcanic craters but also to wilderness areas, Jeffrey pine forests, and other experiences. Group members expressed a desire to find a name more encompassing of the area’s landmarks and recreation opportunities than “Inyo Craters.” The group did not reach consensus on any one name and agreed that this sub-region name requires further discussion.



# REGION

Proposed Name:

**Inyo Craters**

1. Inyo Craters
2. Owens River Headwaters
3. Obsidian Dome

Consensus Name:

**Mammoth Mountain**

Proposed Name:

**Western Lands**

1. San Joaquin
2. Upper San Joaquin
3. Reds Meadow
4. Devils Postpile
5. Minaret Vista Recreation Area

Consensus Name:

**Lakes Basin**

Proposed Name:

**Sherwins**

1. Hidden Lake
2. Mammoth Meadow
3. Sherwins Area

Consensus Name:

**Mammoth Crest**

Consensus Name:

**Shady Rest**

Consensus as  
of 01/30/10

WAYFINDING RATIONALE

Consensus Region Name:

**Mammoth Lakes**

Consensus Trail System Name:

**Mammoth Lakes  
Trail System**

SUB-REGIONS

Proposed Name:

**Eastern Lands**

1. Sherwin Creek
2. Hot Creek
3. Laurel/Bloody
4. Laurel Meadows

Legend

- Town Municipal Boundary
- Urban Growth Boundary
- Town Planning Area

# TOWN

## WAYFINDING RATIONALE

Consensus Region Name:  
**Mammoth Lakes**

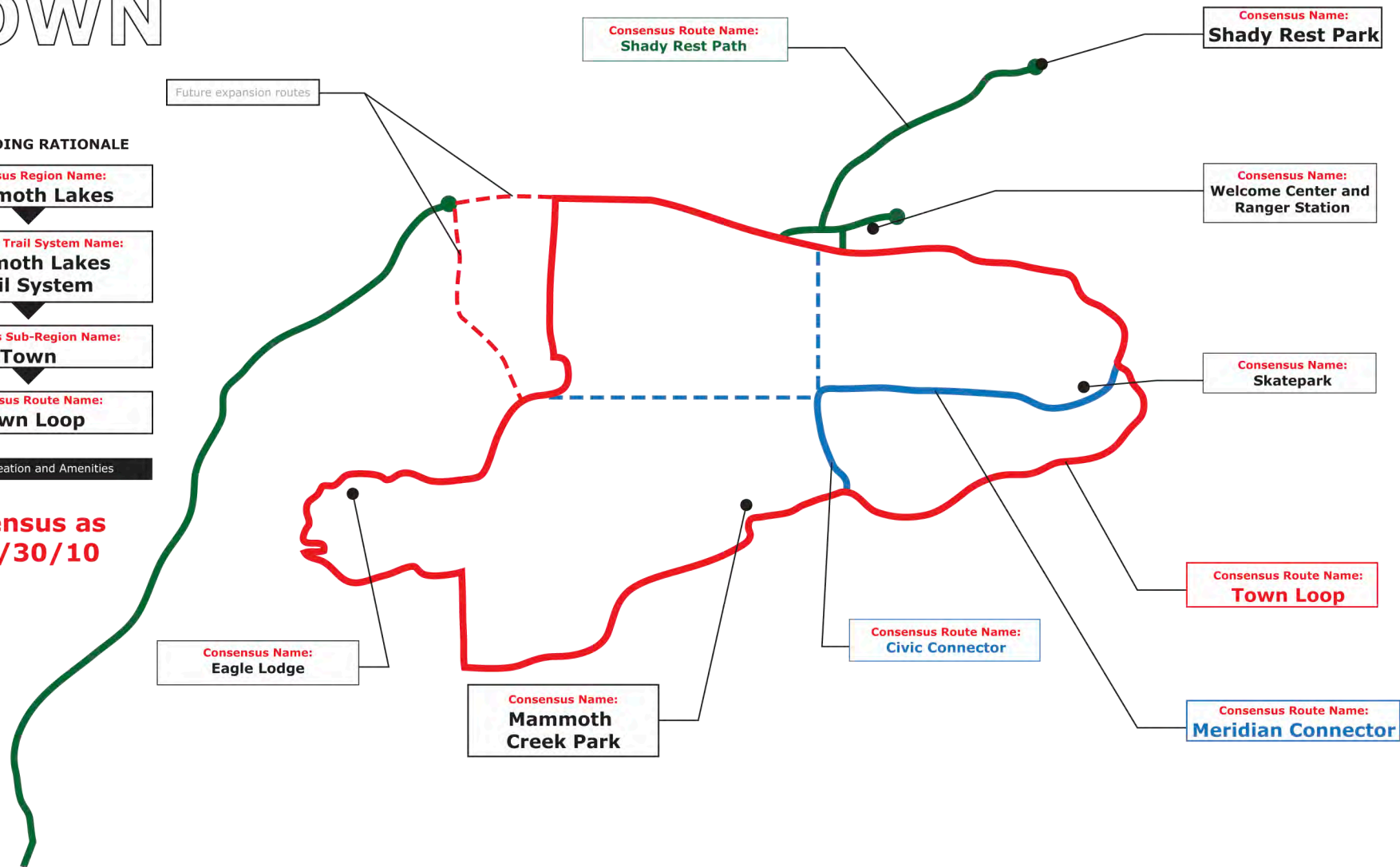
Consensus Trail System Name:  
**Mammoth Lakes  
Trail System**

Consensus Sub-Region Name:  
**Town**

Consensus Route Name:  
**Town Loop**

Area Recreation and Amenities

**Consensus as  
of 01/30/10**





# LAKE BASIN

## WAYFINDING RATIONALE

Consensus Region Name:  
**Mammoth Lakes**

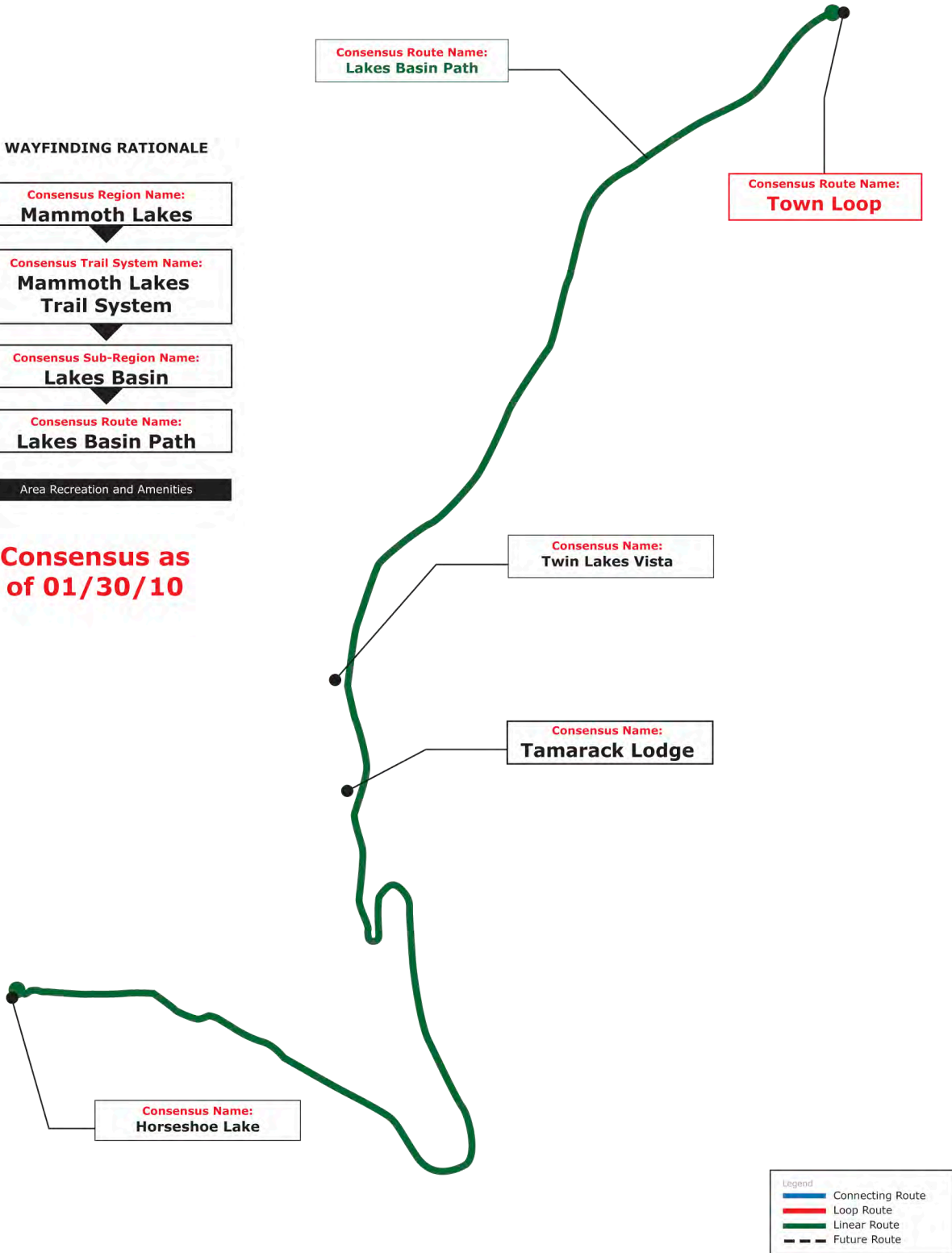
Consensus Trail System Name:  
**Mammoth Lakes  
Trail System**

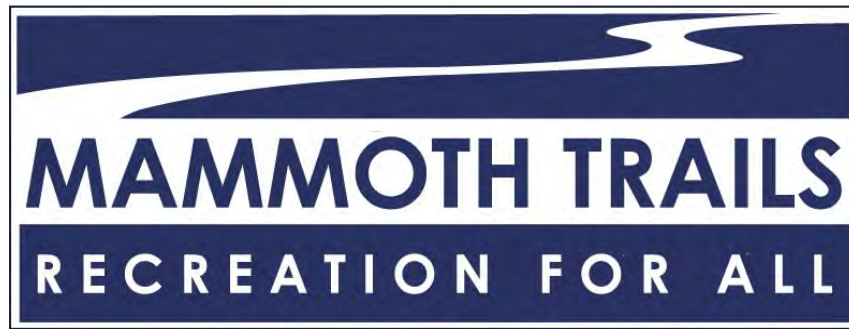
Consensus Sub-Region Name:  
**Lakes Basin**

Consensus Route Name:  
**Lakes Basin Path**

Area Recreation and Amenities

**Consensus as  
of 01/30/10**





**Mammoth Trails Map, Signage & Wayfinding Committee:  
Notes on the Mammoth Lakes Trail System  
Messaging**

**as developed in the**

**Messaging Workshop  
February 3, 2010**



## **Mammoth Trails Map, Signage & Wayfinding Committee: Notes on the Mammoth Lakes Trail System Messaging**

### ***Design Intent, page 2***

#### **Color Palette**

**1. STATEMENT:** Color should not be used to identify jurisdictional ownership or maintenance of any particular sign.

**1. RATIONALE:** Many trails in the system cross over multiple jurisdictions more than once, and sometimes do so in short intervals. Seeing the sign color change this frequently may confuse users and lead them to question if they are on one continuous system. Also, the jurisdiction of the route he is traveling is unimportant to the user, who seeks a seamless experience.

**2. STATEMENT:** Develop a rationale for the use of color system-wide.

**2. RATIONALE:** Lack of consistency is confusing for the user, who should be able to easily associate a color change with a specific information set/direction.

**2. IDEAS:** Associate colors with facilities (accent color), associate colors with facilities (type color); associate colors with sub-regions.

**3. STATEMENT:** Put the visitor experience first.

**3. RATIONALE:** Ensure that the use of color is understood best from the user perspective and aids him in obtaining and integrating the system information most useful to his experience.

**4. STATEMENT:** Ensure that the palette/use of color is legible.

**4. RATIONALE:** The assembled palette contrasts lighter accent colors against a dark, neutral background and, within that, dark type against a light background. This ensures that type and symbology are crisp and legible to the user.

**5. STATEMENT:** The palette should be simple and its colors “speokable.”

**5. RATIONALE:** A palette with a few basic colors is easier for users to understand and remember than one featuring shades or non-primary colors. Simple colors such as red and blue are easy to communicate vocally, as opposed to more complicated choices such as “magenta” or “burnt sienna.”

**6. STATEMENT:** Consider using color to identify seasons.

**6. RATIONALE:** Color may be an easy way to distinguish winter and summer route options and recreation areas, whether the two are shown together, as on a year-round map, or separately, as in season-specific maps.

**7. STATEMENT:** Core-Ten steel will be used as the sign structure material.

**7. IDEA:** The palette should complement the natural patina that will evolve on this material.

### **Typography (Editable)**

**1. STATEMENT:** Proceed with suggested typefaces.

**1. RATIONALE:** Century Gothic is a neutral font that will not compete with other fonts (such as those found in logos), yet still retains its own character. It is a widely used font that is unlikely to seem dated in the near future and is highly legible to the user. The third font in the set (Clearview Highway 1B) is part of Caltrans's standards and will appear on signs when required.

### **Symbols**

**1. STATEMENT:** Proceed with suggested set (National Park Service UniGuide).

**1. RATIONALE:** This symbology contains enough icons to cover the recreation activities that take place on the Mammoth Lakes Trail System (MLTS) and are unambiguous to the user. This set is the National Park Service's signage and wayfinding symbology, which is used nationally and is therefore potentially already familiar to the user. The Mammoth Lakes region is proximate to Death Valley National Park, Yosemite National Park, and others, so using this set will provide regional continuity.

### **Logos**

**1. STATEMENT:** Flexibility of installation is important.

**1. RATIONALE:** Many logos do not have a "forever" shelf life and are updated every few years. It would be very expensive to replace entire signs to accommodate a change in a represented logo, so finding modular options is desirable. Representation on the modular map inserts is an option to explore.

**2. STATEMENT:** Use logos as an expression of partnership.

**2. RATIONALE:** The selection of logos that appear on the signage should reflect the diverse cooperative partnership that has brought the signage and wayfinding system to fruition, including agencies, NGOs, and possibly others. This expression is not only a branding opportunity, but also a confidence-builder for the user, who will feel reassured by the "teamwork" element of the system.

**3. STATEMENT:** Use logos to give credit to funding sources.

**3. RATIONALE:** Recognition of funding contributed is important to the funders in a branding sense, especially when it is felt that a significant amount has been contributed. Agency logos would fit this designation, as would special sources such as Measure R.

**4. STATEMENT:** Use logos to indicate who is responsible for the maintenance of the system.

**4. RATIONALE:** In the event that a user wishes to report a conflict on the trail, or damage to/obstruction of the trail or its signage, he should be able to easily locate the party to whom he should report this information. Logos can assist with quick visual identification.

**4. IDEAS:** There may be other opportunities to present and explain the partnership, such as on the map insert. Consider which real estate opportunity best suits this element.

**5. STATEMENT:** Consider first what the visitor needs.

**5. RATIONALE:** Though logo placement may be desirable to agencies and others involved on the “back end” of the system, such information may not be of critical importance to the user and his immediate experience. Filter logo placement through the user’s perspective to evaluate what information he may be seeking on trail signage.

**6. STATEMENT:** Absence of logos can be confusing to the user and lessen his confidence in the viability/sustainability of the system.

**6. RATIONALE:** Trail users are accustomed to seeing at least one logo on trail signage that indicates who is responsible for the system they are using. Lack of logos may confuse the user as to who maintains the system (and thus whom to contact to report problems) and give him the impression that the system is not well-managed.

**7. STATEMENT:** Logos offer brand confidence.

**7. RATIONALE:** When a user encounters a familiar logo on trail signage, such as that of the USFS or National Park Service (NPS), he feels assured that the experience he is about to have will be of the same quality as on other systems managed by the same agency. Certain expectations (of trail condition, safety, usability, etc.) are associated with each land manager, and seeing a particular logo can inspire confidence in the user that he will enjoy his adventure.

**8. STATEMENT:** Develop a distinct logo for the system itself.

**8. RATIONALE:** As the partners are many in the MLTS signage and wayfinding system, it may be difficult to accommodate all partner logos on all trail signage. Additionally, the name of the system is long, which limits its full use on smaller signs. Designing a logo specifically for the MLTS will allow for its placement on signs of any size, which will reassure the user that he is on the same system throughout his experience while providing branding for the partners’ joint product.



**9. STATEMENT:** Consider agency requirements for logo placement.

**9. RATIONALE:** Certain agencies and other organizations may have internal requirements regarding the use of their logos as related to project funding. Each partner in the MLTS should identify such requirements at the outset of the project so that such placement is accounted for.

## ***Messaging Opportunities by Sign Type***

<b>SIGN TYPE</b>									
<b>MESSAGING OPPORTUNITY</b>		<b>2</b>	<b>4</b>	<b>6</b>	<b>4/6</b>	<b>Reassurance Marker</b>	<b>6a</b>	<b>Bollard (existing)</b>	<b>Mileage Marker</b>
	Primary ID	✓	✓	✓	✓	<i>The group tabled this sign type, as it is not needed to complete the first phase of the signage and wayfinding system.</i>			
	Primary ID Clarifier/Node	✓	✓						
	Trail Usage & Symbology	✓	✓		✓				
	Rescue Locator	✓	✓	✓	✓		x		✓
	Rescue Information	✓	✓	✓	✓		x		✓
	Map Insert	✓	✓		✓				
	Trail System Identifier	✓	✓	✓	✓		x		
	Ethics Message	✓							
	Back of Sign								
	Lower Cross-Member	✓							
	Service Symbology			✓	✓		x		
	Guide/Directional			✓	✓		x		
	Distances				✓				
	Single Destination						x		
	Route ID							✓	
	Mileage								✓

## ***Messaging Specifics by Sign Type***

### **Type 2**

#### *Primary ID*

**1. STATEMENT:** Consider using icons to identify trails, whether instead of or in addition to using colors.

**1. RATIONALE:** Users who are colorblind or similarly challenged may find a symbol easier to understand than a color.

## *Map Insert*

**1. STATEMENT:** Orient the map so north is up.

**1. RATIONALE:** Maps used by agencies whose lands may intersect or abut the MLTS, such as the NPS, USFS, and TOML, are oriented in this manner, so using this configuration will provide continuity for the user region-wide. Additionally, a north-oriented map is very common, so a user should have little trouble understanding how to read it.

**2. STATEMENT:** Include a “You are here” indicator on the map.

**2. RATIONALE:** With a consistent north orientation, the map will not always match the user’s own orientation on the trail. Using a “You are here” indicator will assist the user in orienting himself no matter which direction he is facing; it is particularly helpful with fixed maps that the user cannot rotate to reflect his own orientation.

**3. STATEMENT:** The map’s scope should show the entire system being used.

**3. RATIONALE:** At a trailhead, it is important for the user to be able to pinpoint his location in the context of the larger system so that he can be aware of terrain changes, trail intersections, and other elements that may affect his overall experience.

**4. STATEMENT:** The map should be changed on a seasonal basis.

**4. RATIONALE:** Seeing both the summer and winter facilities on the same map may overwhelm the user and make it challenging for him to identify which system is open to him at the moment. Changing the map seasonally will make route finding and selection easier on the user, as he will be shown only the facilities available at that time, and will allow for more season-specific messaging to be presented on the map itself, as there won’t be overlap issues as when winter and summer are shown together.

**5. STATEMENT:** Present text on the map that describes the partnership/cooperative effort of the MLTS, regulatory information, contact information (including Web sites and phone numbers), route difficulty level, closures and other special notifications, where to download the map into one’s GPS unit, and other information as appropriate.

**5. RATIONALE:** As the map insert will be modular and should be changed seasonally, this is the best place to present information that may differ by season or change over time.

**6. STATEMENT:** Create a foam-core mockup of the map insert.

**6. RATIONALE:** To ensure that enough room will be available on the map insert to legibly present the information described above, and to ensure that the space is large enough to accommodate the desired scope, an inexpensive mockup should be produced to test the current specs.

### *Trail System Identifier*

**1. STATEMENT:** Introduce the MLTS logo on this sign type.

**1. RATIONALE:** In order to provide continuity throughout the system, the logo developed specifically for the MLTS should be presented on this sign type where the system name is spelled out completely.

### *Trail Usage & Symbolology*

**1. STATEMENT:** Use only positive messaging to describe allowed usage.

**1. RATIONALE:** It is important to emphasize to the user the experiences that are available to him at each trailhead (what he *can* do) as opposed to highlighting the experiences that are prohibited (what he *can't* do).

**1. IDEAS:** In areas where user conflict and policy violations are high, separate signage may be installed to more clearly identify prohibited activities.

### *Ethics Message*

**1. STATEMENT:** Consider placing the ethics message on the map insert.

**1. RATIONALE:** Ethics messages may be many and/or require more type space than the suggested field allows. Placing it on the map insert will allow more space for this messaging and also directly link it to the routes the user is considering.

### *Rescue Locator*

**1. STATEMENT:** The locator will be comprised of a three-letter route-name abbreviation followed by a mileage indicator, which will be developed by Mono County, the Town of Mammoth Lakes, the emergency-services sector, and any other relevant agencies.

**1. RATIONALE:** To maximize emergency responders' time spent locating a user who is hurt, lost, or otherwise in trouble, a rescue locator system should be developed that will be utilized and understood by all emergency-service providers. Any agency or organization that has jurisdictional authority or other involvement in the MLTS should work together to devise a universal system and the procedures necessary to fulfill a rescue request. Each sign in the system will be assigned a unique rescue locator code.

### *Rescue Instructions*

**1. STATEMENT:** Develop a separate messaging field in which to present static "how to" information regarding the rescue locator system.

**1. RATIONALE:** Users will be instructed to dial 911 in case of emergency while on the trail system. This field will house this information as well as the first-aid symbol from the UniGuide set, which users will see on other sign types along their route. As space is limited on progressively smaller system signage, presenting this information at the outset of a user's adventure is critical.

### *Back of Sign*

**1. STATEMENT:** Do not pursue messaging opportunities on the back of this sign type.

**1. RATIONALE:** Corkboard-style messaging opportunities are often taken advantage of by users and others to post lost-and-found information, personal messages, event flyers, and other materials. These paper postings are easily damaged or destroyed by inclement weather and/or become detached from the corkboard surface, creating a litter problem at the trailhead, or are not removed by the user once the message is no longer applicable. Currently there is not enough capacity to police these areas for trash pickup and/or removal of inappropriate (non-mandated, unofficial) messaging. Though a “close and lock” cover for the back of the sign would alleviate the aforementioned problems, that construction is too expensive to pursue at this time and would also carry with it maintenance responsibilities that may not be able to be fulfilled in the near future.

### *Lower Cross-Member*

**1. STATEMENT:** Drill holes for future use of this messaging space.

**1. RATIONALE:** Though currently there is no consensus on the type of messaging to be placed in this field, the group agreed that it is best to have the fabricator drill holes for future modular additions rather than lose this opportunity completely, as doing this type of drilling on already-installed signage would be inefficient and costly at best.

## **Type 4**

### *Map Insert*

**1. STATEMENT:** Orient the map so north is up.

**1. RATIONALE:** Maps used by agencies whose lands may intersect or abut the MLTS, such as the NPS, USFS, and TOML, are oriented in this manner, as are the maps used in the Type 2 trailhead signs, so using this configuration will provide continuity for the user region- and system-wide. Additionally, a north-oriented map is very common, so a user should have little trouble understanding how to read it.

**2. STATEMENT:** Include a “You are here” indicator on the map.

**2. RATIONALE:** With a consistent north orientation, the map will not always match the user’s own orientation on the trail. Using a “You are here” indicator will assist the user in orienting himself no matter which direction he is facing; it is particularly helpful with fixed maps that the user cannot rotate to reflect his own orientation.

**3. STATEMENT:** The map’s scope should show the experience immediately ahead of the user.

**3. RATIONALE:** Once on the trail, the user does not need an overview of the entire system as he makes his way along his chosen route. Scaling down the scope of the area shown on this map will allow more detail to be provided about the area immediately surrounding the user, such as the location of the next sign type or a feature

of interest or consequence. It should be noted, however, that the map's smaller size will limit the number of messaging opportunities found on the Type 2 trailhead sign map.

**4. STATEMENT:** The map should be changed on a seasonal basis.

**4. RATIONALE:** Seeing both the summer and winter facilities on the same map may overwhelm the user and make it challenging for him to identify which system is open to him at the moment. Changing the map seasonally will make route finding and selection easier on the user, as he will be shown only the facilities available at that time, and will allow for more season-specific messaging to be presented on the map itself, as there won't be overlap issues as when winter and summer are shown together.

**5. STATEMENT:** Create a foam-core mockup of the map insert.

**5. RATIONALE:** To ensure that enough room will be available on the map insert to legibly present the information described above, and to ensure that the space is large enough to accommodate the desired scope, an inexpensive mockup should be produced to test the current specs.

### *Rescue Locator*

**1. STATEMENT:** The locator will be comprised of a three-letter route-name abbreviation followed by a mileage indicator, which will be developed by Mono County, the Town of Mammoth Lakes, the emergency-services sector, and any other relevant agencies.

**1. RATIONALE:** To maximize emergency responders' time spent locating a user who is hurt, lost, or otherwise in trouble, a rescue locator system should be developed that will be utilized and understood by all emergency-service providers. Any agency or organization that has jurisdictional authority or other involvement in the MLTS should work together to devise a universal system and the procedures necessary to fulfill a rescue request. Each sign in the system will be assigned a unique rescue locator code.

### *Rescue Instructions*

**1. STATEMENT:** Develop a separate messaging field in which to present static "how to" information regarding the rescue locator system.

**1. RATIONALE:** Users will be instructed to dial 911 in case of emergency while on the trail system. This field will house this information as well as the first-aid symbol from the UniGuide set.

### *Trail System Identifier*

**1. STATEMENT:** Present only the MLTS logo, as opposed to the logo and full name of the system.

**1. RATIONALE:** As the size of this field has diminished dramatically from the Type 2 sign, using just the system logo (as previously presented with its full name on the trailhead sign) will provide users assurance that they are on the same continuous system while making the best use of limited space.



## **Type 6**

### *Service Symbolology*

**1. STATEMENT:** Develop a formal list of approved destinations and amenities to be presented on this sign type.

**1. RATIONALE:** Designating an approved set of options the user may encounter at a decision point will ensure consistency of messaging. This will avoid the use of conflicting or confusing messaging where more than one name may be used locally to describe a destination or amenity (i.e., Welcome Center or Visitors Center) as well as set the standard for which facilities and destinations may be advertised on a sign.

**2. STATEMENT:** Include in the MLTS symbology an approved subset of icons that describe facilities and amenities available to the trail user, such as hospitals, libraries, food, and restrooms. (These options do not include recreation opportunities.)

**2. RATIONALE:** Designating an approved set of symbols to indicate the options the user may encounter at a decision point will ensure consistency of messaging.

### *Guide/Directional*

**1. STATEMENT:** When multiple options exist, list the destination closest to the user first.

**1. RATIONALE:** Arranging options by distance will allow the user to make informed choices about his route and will give him a better idea of his position relative to the larger setting. Also, the NPS and USFS present their options in this manner, so using a distance-based ordering system will ensure consistency across the region.

**2. STATEMENT:** Indicate relative distance of destinations from user in mileage increments.

**2. RATIONALE:** Providing mileage indicators makes the casual user feel more confident in his route choice and position in the overall system. Mileage is a familiar measurement with which most users will identify. More athletic/competitive users, such as trail runners, also appreciate mileage information, as it helps to inform their progress while training.

## **Type 4/6**

**1. STATEMENT:** Add a sign type to the design array that is a hybrid of types 4 and 6.

**1. RATIONALE:** The group agreed that this hybrid could be suitable for certain locations and recommended that it be added to the array. The group also agreed that all fields from Type 4 and Type 6 that appear on this sign type should carry forward as they originally appeared.

## **Reassurance Marker**

The group engaged in a somewhat lengthy discussion about this sign type but ultimately tabled it, as it is not scheduled for use in this first-phase project. It was suggested that this type could be useful on soft-surface trails, especially to denote changes in trail usage, but not so useful on in-town multi-use paths. The group agreed that it should be considered for inclusion in the complete sign array and upcoming standards manual.

## **Bollard (existing)**

### *Route ID*

**1. STATEMENT:** Replace Main Path signs found on existing bollards with a simple plaque that identifies the new route name.

**1. RATIONALE:** Though it would be extremely cost-prohibitive to demolish and replace all existing bollards on the MLTS, it is affordable to simply modify them to include the new messaging schedule. Removing the existing Main Path signs will allow for renaming of each route with its agreed-upon moniker, ensuring consistency within the MLTS and along each route.

### *Rescue Locator*

There was some discussion regarding the placement of a rescue locator on an existing bollard, including an indication that they may be required at intersections where no other signage is present. The group reached no consensus, however, and placement requirements must be confirmed with the TOML.

### *Regulatory 1–3*

The group engaged in some discussion regarding the placement of regulatory signage, such as stop signs, on existing bollards. Further exploration of MUTCD standards and their application to trail systems is needed.

## **Mileage Marker**

**1. STATEMENT:** Add a mileage marker sign type to the design array.






**1. RATIONALE:** As mileage markers are included as part of the plans for the completion of the Lakes Basin Path, it is desirable to add them to the complete signage and wayfinding system and to ensure that they fit within the overall design scheme. Placement of these markers will be based on opportunity, beginning with the Lakes Basin Path, where they are planned for installation every quarter-mile.

**2. STATEMENT:** Present mileage information as primary messaging and rescue locator information as secondary messaging.


**2. RATIONALE:** As these signs are meant primarily as measures of distance, and as distance will not be indicated on every sign type in the array, mileage should be the first

piece of information presented to the user. While the rescue locator information also is important, it is secondary to the distance messaging because rescue locators will be present on every other sign type in the system.

**COLOR PALETTE**  
Fabricator is responsible for supplying samples for all colors within the palette.

					
	<b>01 Town of Mammoth Lakes</b>	<b>02 US Forest Service</b>	<b>03 Mammoth Resort</b>	<b>04 White</b>	<b>05 Brown</b>
Pantone Matching System:	---	---	---	---	---
Matthews Paint:	MP06916	MP00811	MP07455	MP11477	MP00857
Exterior grade opaque vinyl:	---	---	---	White 7125-10	---











**Steel Specifications**  
Fabricator is responsible for supplying samples for all colors within the palette.

	<b>Steel Type:</b>	Structural Steel	<b>Steel Supplier:</b>	IMS Industrial Metal Supply Company 8300 San Fernando Rd. Sun Valley, CA 91352Phone: 818-729-3333 Fax: 818-729-3334 Email: www.imsmetals.com Contact: Neil Sherman
<b>06 Steel Finish</b>	<b>Surface Treatment:</b>	Lightly wire brush to remove scale. Clean with acetone to remove construction markings.		
	<b>Finish:</b>	Natural, wiped with light coat of oil		
	<b>Fasteners:</b>	Steel with blackened finish		

**TYPOGRAPHY (Editable)**  
Fabricator is responsible for acquiring project related fonts.

<b>Century Gothic Bold</b> Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0	<b>Century Gothic Regular</b> Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0	<b>Clearview Highway 1B</b> Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
---	--	--

**SYMBOLS**  
Designer will provide scalable electronic artwork for all symbols in a vector art (outlined) format. All symbols used in this program have been approved by the National Park Service and can be downloaded from their website [www.nps.gov/hfc/carto/map-symbols.htm](http://www.nps.gov/hfc/carto/map-symbols.htm) (except "Information" symbol).

											
Hiking	Dogs on Leash	Cross-Country Ski Trail	Snow Shoe	Restrooms	Picnic Area	Cycling	Public Parking	Do Not Enter	Arrow	Information*	Accessible Symbol

**LOGOS**  
Designer will provide scalable electronic artwork for all logos in a vector art (outlined) format.

	
U. S. Forest Service	the Town of Mammoth Lakes

**Fabricator is responsible for matching all colors and materials as specified and are required to provide color and material samples to Corbin for approval.**

**CAUTION!**  
**CONSISTENT AND ACCURATE COLOR REPRODUCTION IN THIS DOCUMENT CANNOT BE ASSURED DUE TO THE LIMITATIONS OF COLOR COPYING TECHNOLOGY.**  
The Coated Pantone Matching System® Matthews and/or Akzo Nobel Paint

system is used for specifying signage color matches. (In the absence of actual sign material color chip reference sets, actual specified product color swatches should be referenced for color matching.)

Shown here are approximations of the primary signage background colors and supporting accent colors. Actual color finishes on signage must be matte or low luster (not shiny or glossy) and exclusively a premium acrylic polyurethane.

Signage paints produced by MPC Matthews Paint and Akzo

Nobel Paint Company are to be the standard reference.

Vinyl Films from 3M and Avery Graphics are to be the standard.

Color application varies per sign type. Refer to drawings for appropriate application.

## Color

### Suggestions

- Color should not be used identify jurisdictional ownership or maintenance of any particular sign.
- Develop a rationale for the use of color system-wide.
- Put the visitor experience first.
- Ensure that palette/use of color is legible.
- The palette should be simple and its colors "speakable."
- Consider using color to ID seasons.
- Core-Ten Steel will be the sign structure material.

## Type

### Suggestions

- Proceed with suggested typefaces.

## Symbols

### Suggestions

- Proceed with suggested set (National Park Service UniGuide).

## Logos

### Suggestions

- Flexibility of installation is important.
- Use logos as an expression of partnership.
- Use logos to give credit to funding sources.
- Use logos to indicate who is responsible for the maintenance of the system.
- Consider first what the visitor needs.
- Absence of logos can be confusing to the user and lessen his confidence in the viability/sustainability of the system.
- Logos offer brand confidence.
- Develop a distinct logo for the system itself.
- Consider agency requirements for logo placement.

# TYPE 2 message field review #8

## Primary ID *Suggestions*

1. Consider using icons to identify trails, whether instead of or in addition to using colors.

## Lower Cross-Member *Suggestions*

1. Drill holes for future use of this messaging space.

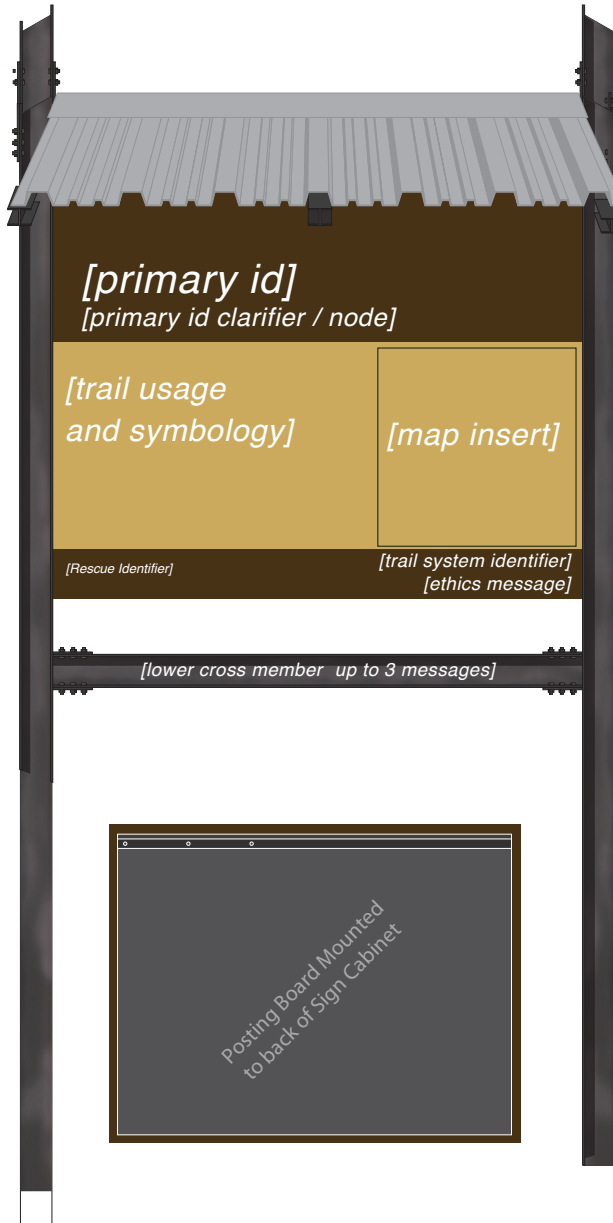
## Primary ID Clarifier/Node

## Trail Usage & Symbology *Suggestions*

1. Use positive messaging only
2. Use separate signs identifying specific prohibitions in contentious area if necessary.

## Rescue Instructions *Suggestions*

1. Develop a separate messaging field in which to present static "how to" information regarding the Rescue Locator system.



## Map Insert *Suggestions*

1. Orient the map so north is up.
2. Include a "You are here" indicator on the map.
3. The map's scope should show the entire system being used.
4. The map should be changed on a seasonal basis.
5. Present text on the map that describes the partnership/cooperative effort of the MLTS, regulatory information, contact information (including Web sites and phone numbers), route difficulty level, closures and other special notifications, where to download the map into one's GPS unit, and other information as appropriate.
6. Create a foam-core mockup of the map insert.

## Primary Trail System Identifier *Suggestions*

1. Introduce the MLTS logo on this sign type.

## Ethics Message *Suggestions*

1. Consider placing the ethics message on the map insert.

## Back of Sign *Suggestions*

1. Do not pursue messaging opportunities on the back of this sign type.

## Rescue Locator *Suggestions*

1. The locator will be comprised of a three-letter route-name abbreviation followed by a mileage indicator, which will be developed by Mono County, the Town of Mammoth Lakes, the emergency services sector, and any other relevant agencies.



# TYPE 4



**Primary ID**  
*Carry Forward*

**Trail Usage & Symbology**  
*Carry Forward*



## Trail System Identifier

### Suggestions

1. Present only the MLTS logo, as opposed to the logo and full name of the system.

## Map Insert

### Suggestions

1. Orient the map so north is up.
2. Include a "You are here" indicator on the map.
3. The map's scope should show the experience immediately ahead of the user.
4. The map should be changed on a seasonal basis.
5. Create a foam-core mockup of the map insert.

## Rescue Instructions

### Suggestions

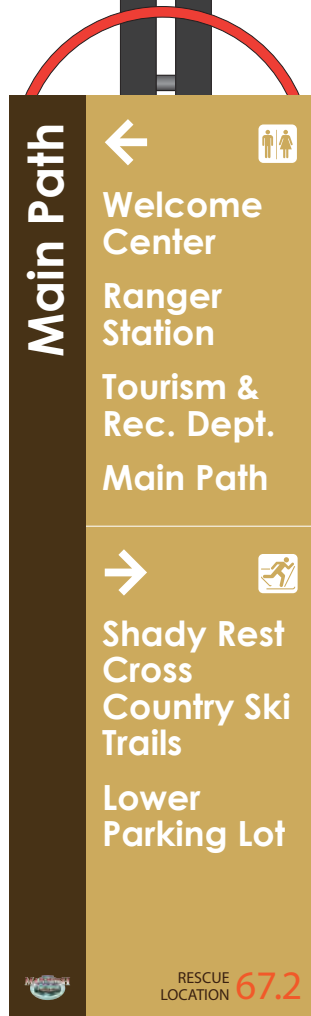
1. Develop a separate messaging field in which to present static "how to" information regarding the rescue locator system.

## Rescue Locator

### Suggestions

1. The locator will be comprised of a three-letter route name abbreviation followed by a mileage indicator, which will be developed by Mono County, the Town of Mammoth Lakes, the emergency services sector, and any other relevant agencies.

# TYPE 6



## Service Symbolology (new)

### Suggestions

1. Develop a formal list of approved destinations and amenities to be presented on this sign type.
2. Include in the MLTS symbology an approved subset of icons that describe facilities and amenities available to the trail user, such as hospitals, libraries, food, and restrooms. (These options do not include recreation opportunities.)

## Guide/Directional (new)

### Suggestions

1. When multiple options exist, list the destination closest to the user first.
2. Indicate relative distance of destinations from user in mileage increments.

## Rescue Locator

*Carry Forward*

## Rescue Instructions

*Carry Forward*

## Trail System Identifier

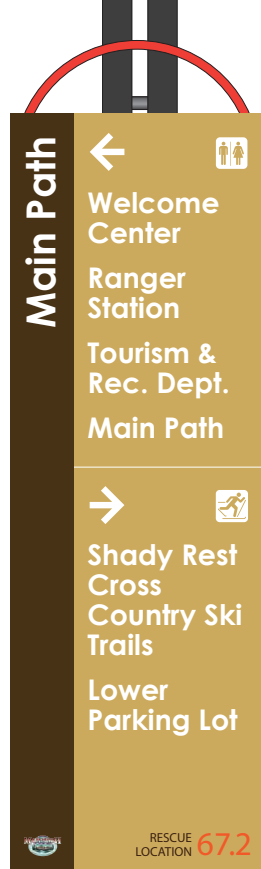
*Carry Forward*

## Primary ID

*Carry Forward*

# TYPE 4-6

Add a sign type to the design array that is a hybrid of types 4 and 6.



## Service Symbology

*Carry Forward*

## Distances

*Carry Forward*

## Trail Usage

*Carry Forward*

## Rescue Locator

*Carry Forward*

## Rescue Instructions

*Carry Forward*

## Primary ID

*Carry Forward*

## Map Insert

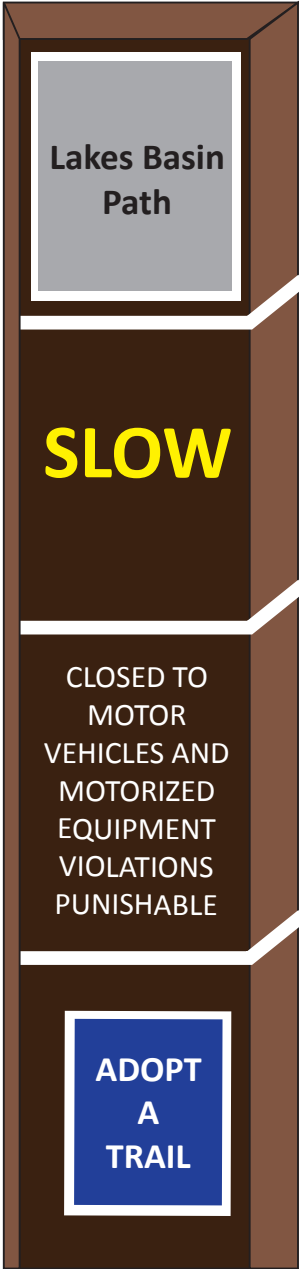
*Carry Forward*

## Trail System Identifier

*Carry Forward*



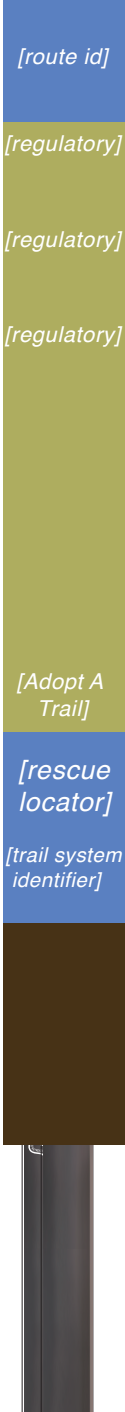
# TYPE Bollard (existing)



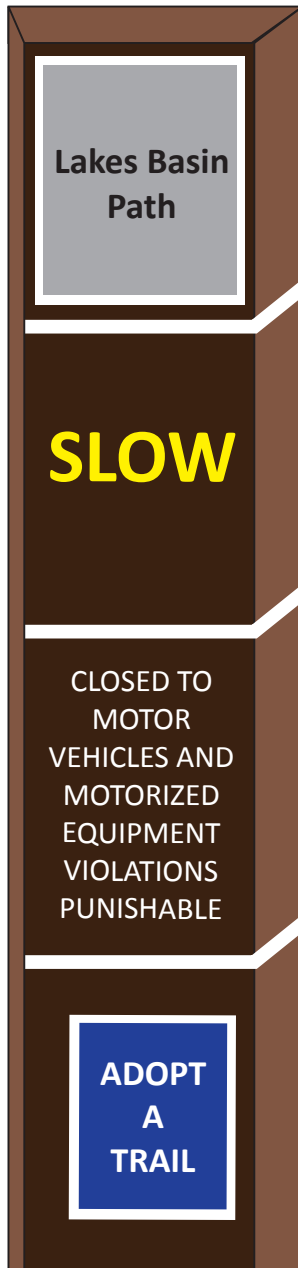
**Route ID (existing only)**

*Suggestions*

1. Replace Main Path signs found on existing bollards with a simple plaque that identifies the route name.



# TYPE Mileage Marker



Add a mileage marker sign type to the design array.

## Mileage Marker Information

### *Suggestions*

1. Present mileage information as primary messaging.

## Rescue Locator

### *Suggestions*

1. Present Rescue Locator information as secondary messaging.

## Rescue Instructions

### *Carry Forward*

[route id]

[regulatory]

[regulatory]

[regulatory]

[Adopt A  
Trail]

[rescue  
locator]

[trail system  
identifier]