Boston Harborwalk
Interpretive Panel & Map Kiosk Signage Style Guide
01 Introduction
02 Interpretive Panel
03 Interpretive Panel: Color Palette
04 Interpretive Panel: Imagery
05 Interpretive Panel: Imagery / Lower Section
06 Interpretive Panel: Typography
07 Map Kiosk: 2 Sides
08 Map Kiosk: "You Are Here" Location
09 Contact
Boston Harborwalk Interpretive Panel & Map Kiosk Style Guide

This style guide outlines design guidelines for the Boston Harborwalk Interpretive Panel and Map Kiosk Signage System. The goal is for signage to have a consistent look and feel across the length of Boston’s 43-mile Harborwalk. With that, we request that you follow this guide.

If there are specific elements which you have questions about, please contact us before making any significant changes to the template structure. Please feel free to email Karen Stein at karen@goodgoodland.com.
02 Interpretive Panel

This is an example of the City of Boston Interpretive Panel Signage design with sample content included.

Prolific Inventor: Otis Tufts

Otis Tufts built the first iron-hulled vessel in the United States on this wharf in 1854. Named the R.B. Forbes, after its owner Robert Bennet Forbes, it was often used to tow clipper ships built along Border Street to their owners in New York. During the Civil War, the tugboat served in the Union blockade of Confederate ports until a gale sank it off Virginia in 1862.

The Cambridge-born Tufts was a remarkable inventor, machinist, and pioneer in steam-powered technology, which he applied to printing, marble cutting, and sugarcane refining. On seeing men building the Boston Custom House driving piles by hand (c. 1840), he returned the next day with drawings for a steam-driven pile driver that revolutionized construction.

And in 1859, Tufts invented the first passenger elevator. Previously elevators were used only for freight. His “vertical railway elevator,” as he called it, rose slowly along a solid iron screw. Installed at the Fifth Avenue Hotel in New York City, the novelty drew hundreds of visitors daily.

Written after Otis Tufts’ death:

“Like many other inventors and benefactors, he planted the seed while others have gathered the harvest.”
03 Interpretive Panel: Color Palette

There are 3 color combinations to choose from (blue, grey, and plum). Please choose a color that complements (and in some cases contrasts) with the images in your design.

The colors are applied to an image of a map of Boston. There is a lighter background and a darker foreground shade applied to the image.

These three colors are bold and historic colors. The color palette should not be added to.
04 Interpretive Panel: Imagery

There are 4+ instances where you will need to add imagery in the panel design including 1 (one) Hero image and at least 3 (three) secondary images or text in the lower section of the panel. The lower section is considered flexible space for additional images, artifacts, quotes, and should be designed thoughtfully. The size of the hero image does not change, but the 3+ secondary images can vary in size.

1 HERO IMAGE

HARBORWALK LOGO DOES NOT CHANGE

PROLIFIC INVENTOR: OTIS TUFTS

Otis Tufts built the first iron-hulled vessel in the United States on this wharf in 1854. Named the R.B. Forbes, after its owner Robert Bennett Forbes, it was often used to tow clipper ships built along Border Street to their owners in New York. During the Civil War, the tugboat served in the Union blockade of Confederate ports until a gale sank it off Virginia in 1862.

The Cambridge-born Tufts was a remarkable inventor, machinist, and pioneer in steam-powered technology, which he applied to printing, marble cutting, and sugarcane refining. On seeing men building the Boston Custom House driving piles by hand (c. 1840), he returned the next day with drawings for a steam-driven pile driver that revolutionized construction.

And in 1859, Tufts invented the first passenger elevator. Previously elevators were used only for freight. His “vertical railway elevator,” as he called it, rose slowly along a solid iron screw, installed at the Fifth Avenue Hotel in New York City, the novelty drew hundreds of visitors daily.
05 Interpretive Panel: Imagery / Lower Section

In the lower section, please be cautious about adding too many elements. Keep spacing even and balanced between images. The images can overlap the hero image as long as they do not cut out valuable details. Generally, do not overlap more than 10% of the hero image. Limit quotes to one per panel. Please do not bleed the bottom of images off the bottom of the panel. See some examples of the lower section here:
Boston Harborwalk Signage

Please follow the Type Styles established as Paragraph and Character Styles in the Template Indesign file. Please NEVER replace typefaces for any reason. To call out text, please do the opposite of how the text is styled (Italics is set in Roman, etc.)

3. BOSTON NEIGHBORHOOD LOCATION:
   TYPE STYLE: Darwin, Regular 134pt

4. QUOTE INTRO:
   TYPE STYLE: Rockwell, Bold
   Type size / Leading may change.

5. QUOTE TEXT:
   TYPE STYLE: Rockwell, Italic
   24pt / 36pt although type size / Leading may change.

6. LOCATION REF PANEL:
   TYPE STYLE: Univers, 55 Roman
   All caps
   19pt / 26pt

7. CAPTION:
   TYPE STYLE: Univers, 55 Oblique
   19pt / 26pt

8. CREDIT:
   TYPE STYLE: Univers, 55 Oblique
   15pt / 26pt

*Please note point size refers to Type size / Leading.
07 Map Kiosk: 2 Sides

The Map Kiosk is two-sided. Side 1 includes a local neighborhood map, descriptive text, neighborhood name, and iconic image which all have to be updated based on neighborhood. The sign location ("You are here") also has to be updated. Side 2 is a map of the entire Harbor walk. The only update is to change the highlight color (yellow) of what part of Boston you are in.

If you are working on a new neighborhood location for this kiosk, please contact Karen Stein at karen@goodgoodland.com.
08 Map Kiosk: "You Are Here" Location

If your Map Kiosk has been previously designed for your general part of Boston (the neighborhood it’s in), the only change on this kiosk is the ‘YOU ARE HERE’ starred location on Side 1.

Side 1: Local Map

Welcome to the Harborwalk

East Boston
Beginning with Native Americans, a succession of people have made their homes here as shipbuilding and other industries replaced farming and fishing. East Boston, which was originally five islands, has welcomed immigrants from afar, creating a vibrant community enriched by diverse cultures and traditions.

"YOU ARE HERE" LOCATION UPDATED FOR EACH LOCATION CHANGE

Please be courteous to others and pick up after yourself and your pets. Please keep dogs on leashes. Except for wheelchair, this is a non-motorized path. You may report any maintenance issues to Boston P&L.
Many thanks.

Thank you for your help maintaining a consistent style for signs on Boston’s Harborwalk.

If you have any questions, please feel free to reach out to Karen Stein at karen@goodgoodland.com.