

Appendix E. Art & Design Manual



METROPOLITAN BRANCH TRAIL ARTIST CREATED IDENTITY art & design standards

DRAFT Version 1.0 1/20/09



DC COMMISSION ON THE ARTS & HUMANITIES



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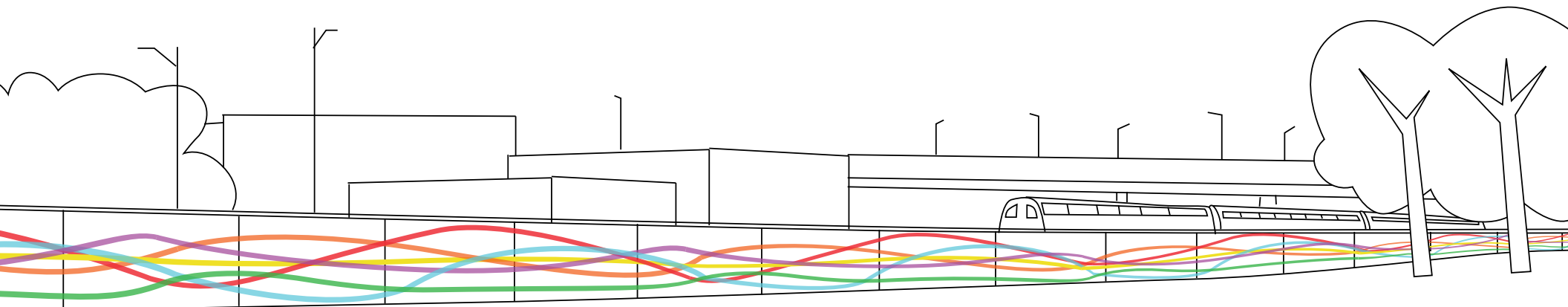
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The logo for 'mbot' is rendered in a bold, lowercase, sans-serif font. The letters are a light red color, matching the background. Above the letters is a thick, curved red line that arches over the text.

PROJECT DESCRIPTION

DCCAHA in collaboration with the District Department of Transportation (DDOT) and the surrounding communities initiated a call to artists to commission an artist-created trail identity that includes designs, color schemes and fonts to create a visually unified environment along the Metropolitan Branch Trail (MBT). The art identity will be used in signage and wayfinding to enhance the user experience by tying key elements of the trail and surrounding communities into the design. This identity will help the public begin to establish a connection with the trail and the surrounding neighborhood. It will be a cohesive element of all MBT materials. Adding public art to standard signage will attract bicycle riders, pedestrians, commuters, casual users and the surrounding community to utilize the new trail system. The art will also celebrate the history of the trail corridor and create a more meaningful experience for trail users.

SELECTION COMMITTEE *(July 21, 2008)*

Lavinia Wolfarth, DCCAHA Commissioner/Convener
Rod Little, DCCAHA Co-Commissioner/Convener
Heather Deutsch, DDOT Trail Planner
Robert Patten, Toole Design
Alexander Clark, local Artist and entrepreneur
David Suls, Associate Planner for the City of Takoma

SEMI-FINALISTS

Out of 24 applicants the following artists were selected:

Robert Kent Wilson – Washington DC
David Hess – Phoenix, MD
Jann Rosen Queralt – Baltimore, MD
Edge Advertising – Washington DC

Recommended Artist:

Robert Kent Wilson – Washington DC

LOCATION

The MBT is a proposed 8-mile multi-use trail that runs from Silver Spring in Maryland to Union Station in the District of Columbia. It also includes a segment that will connect the MBT at Fort Totten to the Anacostia Tributaries Trail System in West Hyattsville, Maryland, and a connection to the National Mall. The MBT will be an important transportation route providing direct access to seven of Metro's Red Line stations and connecting to the Washington area's trail network at the Capital Crescent Trail and the East Coast Greenway.

ARTIST STATEMENT

The Metropolitan Branch Trail presents new options for transportation and fitness while also providing a unique opportunity for public art and design. With the right combination of functional graphics and artistic applications the trail can become a highly visible, valuable amenity to many adjacent neighborhoods in the District and surrounding communities.

DESCRIPTION OF FINAL ARTWORK

The artwork is a collection of graphic and artistic components that make up an artistic plan for the Metropolitan Branch Trail (MBT). Together these items establish an artistic identity for the trail. These design(s) are the result of several site visits both individually and with DCCAHA, DDOT, and the Rails-to-Trails Conservancy. Community meetings, extensive research and benchmarking were also a part of the creative process and key for building a most appropriate, comprehensive plan. In addition to the project specific design and research, years of prior professional branding and environmental design experience was utilized while developing this plan.

This artistic plan titled "Art & Design Standards" details a logo system, graphic identity, wayfinding signage, public art map and concepts along with ideas for future marketing and community initiatives. This plan is meant to contribute to the original master plan of the trail and provide key stakeholders with information and digital files necessary to execute art and design concepts as funding and approvals are available.

CONCEPT SUMMARY

This project began with the realization that the scope of this work could potentially become both large and overwhelming, in budget and in complexity. I felt that unless this work is approached systematically, the over all results could suffer. My concept is to create art & design standards manual, a creative “master plan” to use as a guide when creating signs, brochures, and public art and even inspire ideas for marketing and community outreach. Below summarizes the categories and key components of this manual that collectively creates an identity for the trail.

LOGO & GRAPHIC IDENTITY

Graphically, I felt a base identity was key and needed to function like other public transportation options. The concept goal for the graphic design was to develop a versatile logo system that reflected the off road aspect of the trail without sacrificing function. Essentially to brand the trail as an alternative public transportation option that can be applied to a variety of creative applications and public art in the future. Logo variations and other identity components have been designed and detailed in this manual.

WAYFINDING & DIRECTIONAL SIGNAGE

Identifying the trail with signage and ensuring users can easily “way find” is a very important component of this plan. Staying consistent with signage sizes, colors, information and placement is key for the initial success and continued use of the trail. Extensive signage standards and digital files have been created and detailed in this manual to help realize this part of the identity.

PUBLIC ART PLAN & CONCEPTS

Planning for future public art installations and exploring a range of artistic applications with a big picture mind-set will make sure these creative endeavours truly enhance the trail and reinforce the overall identity. A mix of stand alone public art installations along with pavings, murals, and more creative signage that support the MBT identity will enhance the trail users experience and assist in wayfinding. As part of this standards manual a map of possible public art locations along with a variety of site specific concepts have been included.

FUTURE MARKETING & OUTREACH

Events and opportunities for the community associated with the Metropolitan Branch Trail are endless. With the trail having multi functional purposes, programs that target and bring those audiences together have great potential to establish the MBT within the region. The identity of the MBT should also be reinforced on future marketing and outreach materials like brochures, trail guides, maps, Web site, events, and awareness campaigns. This part of the manual shows how the identity can be maintained when these materials are developed and even lists ways to engage the local communities.

m1ot

Section II

METROPOLITAN BRANCH TRAIL
ARTIST CREATED IDENTITY

art & design standards

DRAFT Version 1.0 1/20/09

Logo & Graphic Identity

AUTHOR:
ROBERT KENT WILSON - ARTIST
WWW.ROBERTKENTWILSON.COM



DC COMMISSION ON THE ARTS & HUMANITIES

LOGO 1.1



LOGO 1.2



LOGO 1.3



LOGO 1.4



LOGO 1.5



LOGO 1.6



LOGO 1.7



LOGO 1.8



FULL COLOR LOGO TYPES

Description: This page shows the various pre determined Color logo options for use on printed, digital and fabricated design marketing materials. Each digital file is set using the PMS color numbers. For CMYK, RGB or other color mixing methods the color settings in these digital files may need to be modified accordingly.

Colors: Refer to page 8 “Color Specifications” of this manual.

Digital Files:

- “MBTlogo1_1.eps” Adobe Illustrator CS3
- “MBTlogo1_2.eps” Adobe Illustrator CS3
- “MBTlogo1_3.eps” Adobe Illustrator CS3
- “MBTlogo1_4.eps” Adobe Illustrator CS3
- “MBTlogo1_5.eps” Adobe Illustrator CS3
- “MBTlogo1_6.eps” Adobe Illustrator CS3
- “MBTlogo1_7.eps” Adobe Illustrator CS3
- “MBTlogo1_8.eps” Adobe Illustrator CS3

Additional notes:

Please refer to the various design components within this manual for acceptable logo applications.

LOGO 2.1



LOGO 2.2



LOGO 2.3



LOGO 2.4



LOGO 2.5



LOGO 2.6



LOGO 2.7



LOGO 2.8



BLACK & WHITE LOGO TYPES

Description: This page shows the various pre determined Black & White logo options for use on printed, digital and fabricated design and marketing materials.

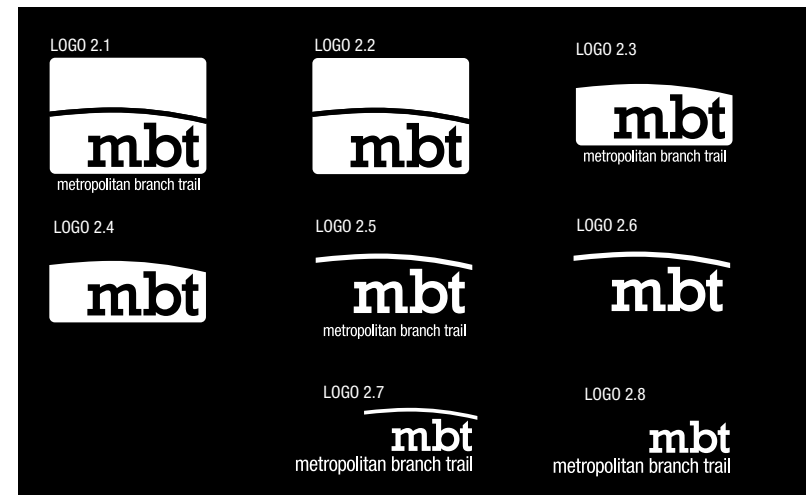
Colors: Refer to page 6 “Color Specifications” of this manual for color options aside from black.

Digital Files:

- “MBTlogo2_1.eps” Adobe Illustrator CS3
- “MBTlogo2_2.eps” Adobe Illustrator CS3
- “MBTlogo2_3.eps” Adobe Illustrator CS3
- “MBTlogo2_4.eps” Adobe Illustrator CS3
- “MBTlogo2_5.eps” Adobe Illustrator CS3
- “MBTlogo2_6.eps” Adobe Illustrator CS3
- “MBTlogo2_7.eps” Adobe Illustrator CS3
- “MBTlogo2_8.eps” Adobe Illustrator CS3

Additional notes:

Please refer to the various design components within this manual for acceptable logo applications. See below to white logo use on a dark, solid or black background



LOGO 1.1



COLOR SPECIFICATIONS

Description: On this page the logo color usage is detailed. Included are alternate color specifications for 3 color, 4 color printing and digital uses. In some cases (ie: Paint) the closest color option should be specified.

Colors: (PMS, CMYK & RGB Provided)

- A. White (solid white, paper or natural background)
- B. Green: PMS 348 C&U C100-M4-Y87-K18 R0-G133-B66
- C. Red: PMS 1805 C&U C5-M96-Y76-K21 R170-G39-B47
- D. Blue: PMS 297 C&U C51-M0-Y1-K0 R114-G199-B231
- E. 100% BLACK

Digital Files:

Refer to pages 6 & 7 logo types and digital files

LOGO 1.6



LOGO 1.7

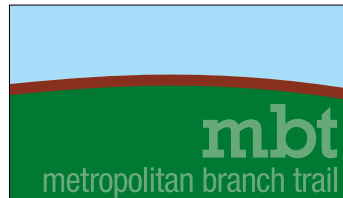




BUSINESS CARD BACK



BUSINESS CARD FRONT



STATIONERY

Description: This page shows the stationery materials that have been designed as part of the MBT Graphic Identity. These designs are ready to be produced and the printer ready files are listed below. For more detailed information about the typeface (font) specifications refer to Page 8 Typography

Colors: Refer to page 8 "Color Specifications" of this manual.

Digital Files:
 "MBTletterhead.eps" Adobe Illustrator CS3
 "MBTvelope.eps" Adobe Illustrator CS3
 "MBTbcardfront.eps" Adobe Illustrator CS3
 "MBTbcardback.eps" Adobe Illustrator CS3

ENVELOPE



TYPOGRAPHY

Description: This page shows the typeface (font) that has been selected to be used as a supportive graphic element within the MBT Graphic Identity. This font is used on the stationery as well as the signage and other components. When additional font styles are needed, it is recommended that you use those found within the same family of fonts. Digital files are available for each of the samples detailed on this page.

Typeface Specifications:

- A: Helvetica Neue 57 Condensed
-25 point letter spacing
Whenever possible use the converted graphic file.
- B: Helvetica Neue 57 Condensed
-25 point letter spacing
Whenever possible use the converted graphic file.
- C: Helvetica Neue 47 light Condensed
-10 point letter spacing

Digital Files:

- "MBTwebURL.eps" Adobe Illustrator CS3
- "MBTfullname.eps" Adobe Illustrator CS3
- "MBTtypesample.eps" Adobe Illustrator CS3

metropolitan branch trail A

metbranchtrail.com B

Transportation, Policy and Planning Administration C
District Department of Transportation
2000 14th St., NW, 7th Floor, Washington, DC 20009
tel: 202.671.2638 | fax: 202.671.0617



Section III

METROPOLITAN BRANCH TRAIL
ARTIST CREATED IDENTITY

art & design standards

DRAFT Version 1.0 1/20/09

Wayfinding & Directional Signage

AUTHOR:
ROBERT KENT WILSON - ARTIST
WWW.ROBERTKENTWILSON.COM



DC COMMISSION ON THE ARTS & HUMANITIES

ON TRAIL SIGN TYPES

Description: This pages shows the 7 sign types used for on trail directional signage. Each sign and its contents have been detailed separately on the following pages. Each digital template file name references the sign type using the following format:

Sign Type 1.4 = "MBT1_4.eps"

TYPE 1.6



10"W X 20.75"H

TYPE 1.5



10"W X 19.25"H

TYPE 1.4



10"W X 17.75"H

TYPE 1.3



10"W X 16.25"H

TYPE 1.2



10"W X 14.75"H

TYPE 1.1



10"W X 13.25"H

TYPE 1.0



10"W X 11.50"H

OFF TRAIL SIGN TYPES

Description: This pages shows the sign types used for off trail directional signage. Each sign and its contents have been detailed separately on the following pages. Each digital template file name references the sign type using the following format:

Sign Type 2.1 = "MBT2_1.eps"

TYPE 2.2



10"W X 13"H

TYPE 2.1



10"W X 12"H

SIGN LETTERING

	text box with font left justified	text box with font right justified
.65 Cap Height or 66 points	Rhode Island Ave.	.3
.85 Cap to Cap or 109 points line spacing	Brookland	1.4
	New York Ave.	2.1
	Union Station	.5

Description: Within each sign type template the lettering has been set up for ease in new sign creation. Before opening a template file you must confirm that your computer has the font listed below. When creating a new sign you should make a copy of the template file and rename appropriately. Match the character settings to ensure text remains consistent.

Lettering Specifications:

Helvetica Neue 67 Medium Condensed
66 font point size, -10 to -100 point letter spacing
109 point line spacing

Colors:

A. Reflective White

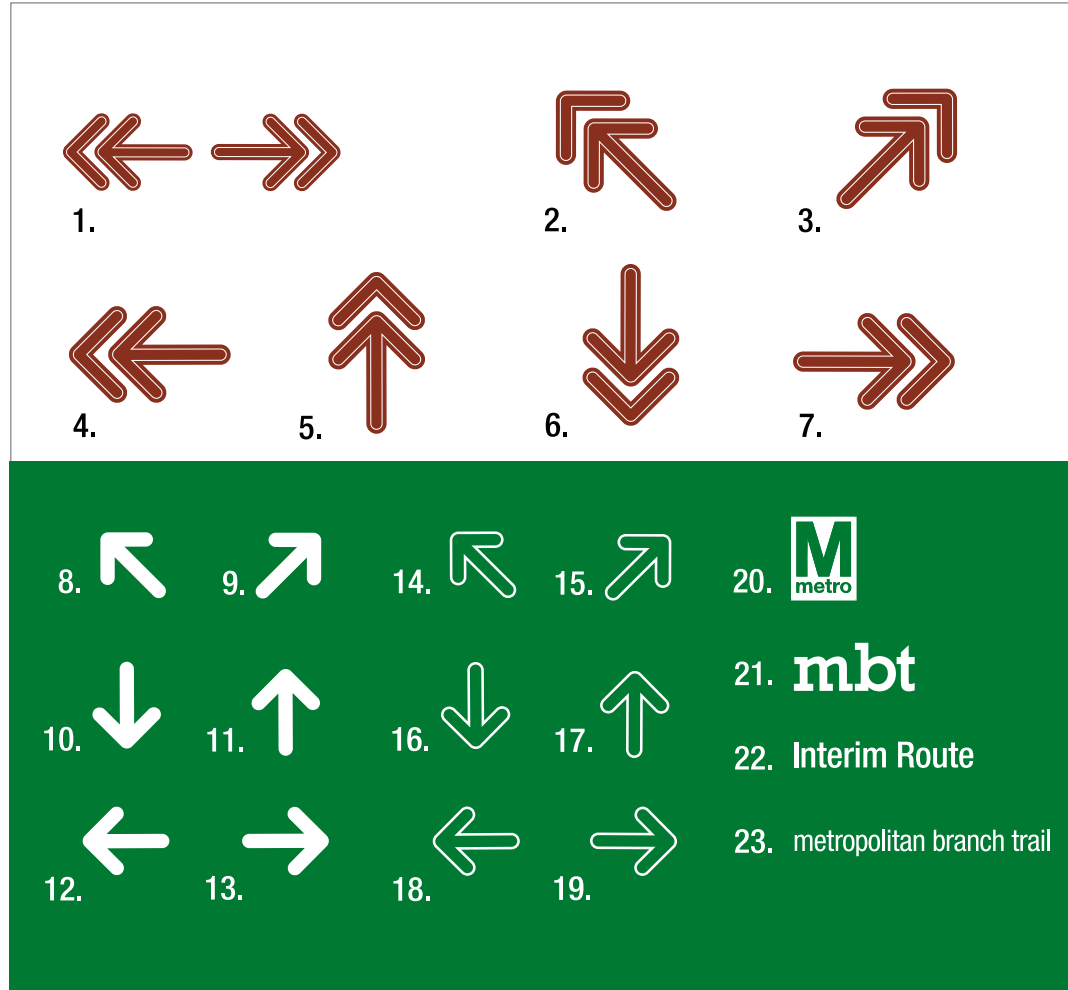
Digital Files:

"MBTsign1_6.eps" Adobe Illustrator CS3
"MBTsign1_5.eps" Adobe Illustrator CS3
"MBTsign1_4.eps" Adobe Illustrator CS3
"MBTsign1_3.eps" Adobe Illustrator CS3
"MBTsign1_2.eps" Adobe Illustrator CS3
"MBTsign1_1.eps" Adobe Illustrator CS3

Additional notes:

All text should be reviewed and letter spaced to avoid excessive spacing in between characters or numbers. All text should have a -10 letter spacing with some characters increasing up to -100.

SIGN SYMBOLOGY



Description: The following list describes the On-trail directional signage symbols.

1. Main Directional Arrow - Double arrows directing North or South
2. Main Directional Arrow - Single arrow directing Center Left
3. Main Directional Arrow - Single arrow directing Center Right
4. Main Directional Arrow - Single arrow directing Left
5. Main Directional Arrow - Single arrow directing Straight Ahead
6. Main Directional Arrow - Single arrow directing Alternate Straight Ahead
7. Main Directional Arrow - Single arrow directing Right
8. Destination Directional Arrow - Single arrow directing Center Left
9. Destination Directional Arrow - Single arrow directing Center Right
10. Destination Directional Arrow - Single arrow directing Left
11. Destination Directional Arrow - Single arrow directing Straight Ahead
12. Destination Directional Arrow - Single arrow directing Alternate Straight Ahead
13. Destination Directional Arrow - Single arrow directing Right
14. Amenity Directional Arrow - Single arrow directing Center Left
15. Amenity Destination Arrow - Single arrow directing Center Right
16. Amenity Destination Arrow - Single arrow directing Left
17. Amenity Destination Arrow - Single arrow directing Straight Ahead
18. Amenity Destination Arrow - Single arrow directing Alternate Straight Ahead
19. Amenity Destination Arrow - Single arrow directing Right
20. Metro Symbol - Indicates a Metro stop (instead of spelling out)
21. MBT - Acronym for Metropolitan Branch Trail
22. Interim Route - Indicates temporary trail routes
23. metropolitan branch trail - for use when full trail name is necessary

Colors: (PMS, CMYK & RGB Provided)

A. Reflective White

B. Green: PMS 348C; C100 M4 Y87 K18; R0 G133 B66

C. Red: PMS 1805C; C5 M96 Y76 K21; R170 G39 B47

Positioning: All Symbols are provided digitally at full size and positioned appropriately for reference within each digital file.

Digital File:

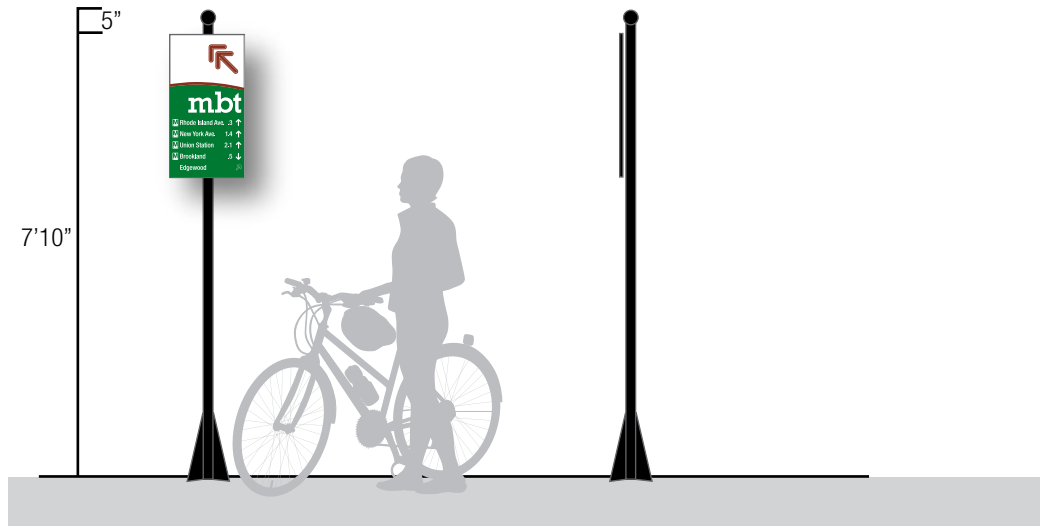
“MBTArrows1_7.eps” Adobe Illustrator CS3

“MBTArrows8_19.eps” Adobe Illustrator CS3

“MBTSymbols.eps” Adobe Illustrator CS3

SIGN POST, MOUNTING & PLACEMENT

Sign Post and Mounting

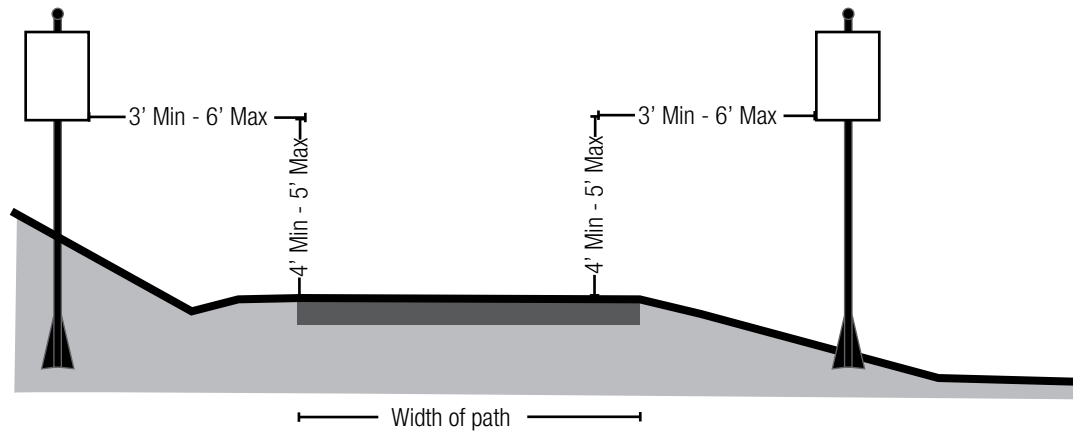


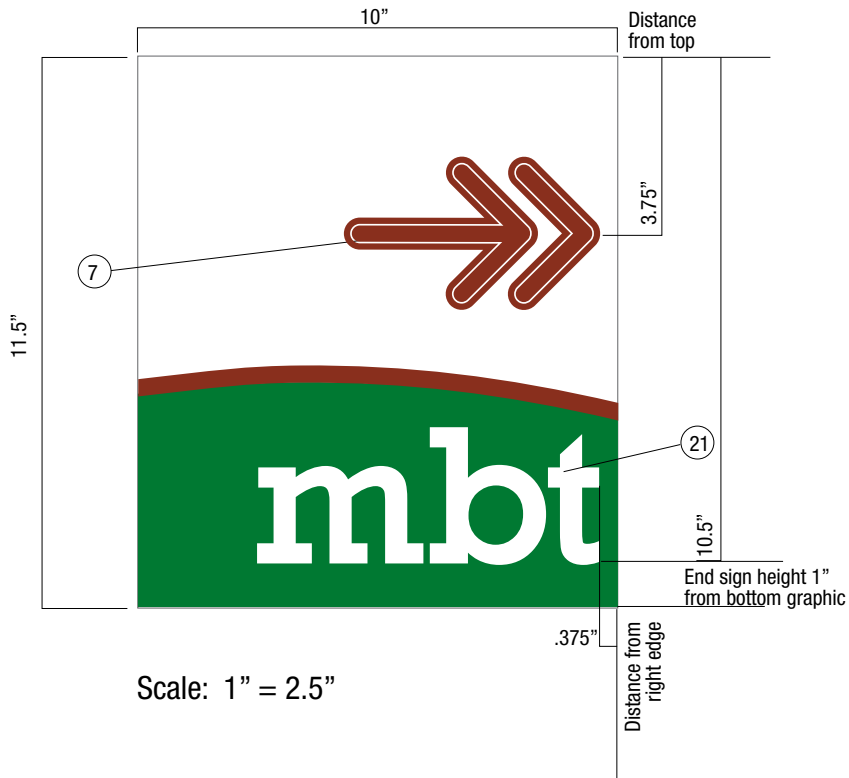
Description: This page provides basic parameters for sign post, mounting and placement. For sign placement on existing structure please consult the DDOT trail planner.

Post Description: 3.5" square post with ball on top and four point triangle fin at bottom.

Post Materials: Cast iron or comparable metal painted gloss black

Sign Placement on Trail





SIGN FACE LAYOUT

TYPE 1.0

Description: On-trail directional signage with NO descriptive lines

Materials: Aluminum sign face with reflective vinyl

Lettering: N/A

Colors: (PMS, CMYK & RGB Provided)

A. Reflective White

B. Green: PMS 348C; C100 M4 Y87 K18; R0 G133 B66

C. Red: PMS 1805C; C5 M96 Y76 K21; R170 G39 B47

Mounting: (refer to DDOT Signage Plan)

Symbology: Page 6

Digital Files:

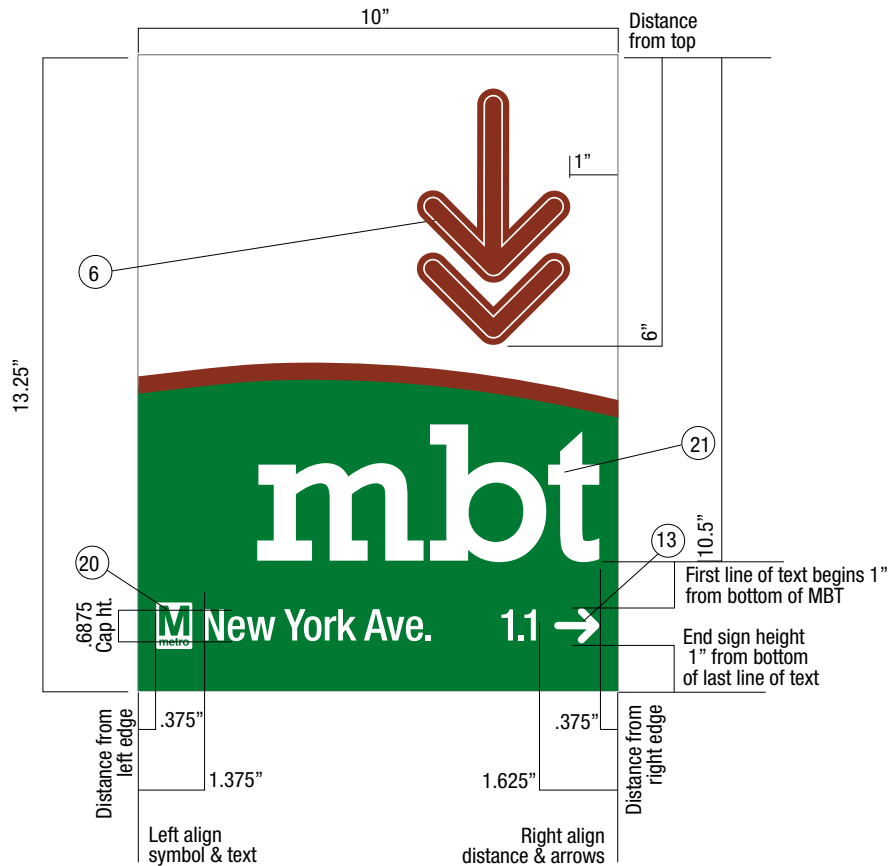
"MBTsign1_0.eps" Adobe Illustrator CS3

"MBTarrows1_7.eps" Adobe Illustrator CS3

"MBTSymbols.eps" Adobe Illustrator CS3

SIGN FACE LAYOUT

TYPE 1.1



Scale: 1" = 2.5"

Description: On-trail directional signage with 1 descriptive lines**Materials:** Aluminum sign face with reflective vinyl**Lettering:**

Helvetica Neue 67 Medium Condensed

66 font point size, -10 to -100 point letter spacing

109 point line spacing

Colors: (PMS, CMYK & RGB Provided)

A. Reflective White

B. Green: PMS 348C; C100 M4 Y87 K18; R0 G133 B66

C. Red: PMS 1805C; C5 M96 Y76 K21; R170 G39 B47

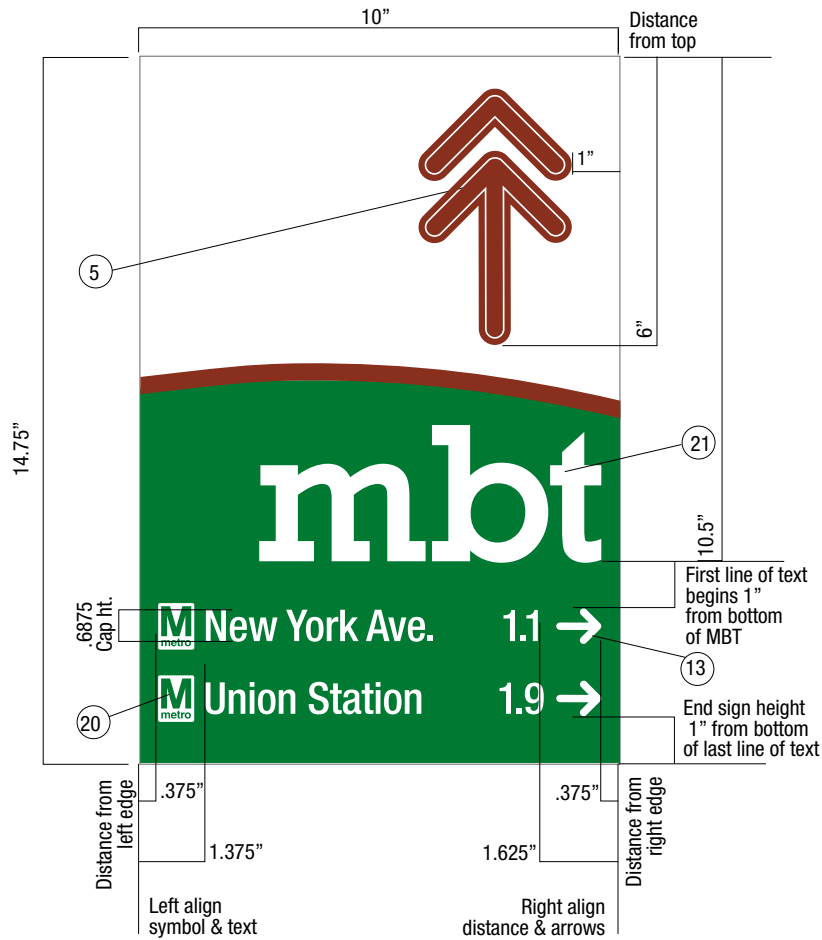
Mounting: (refer to DDOT Signage Plan)**Symbology:** Page 6**Digital Files:**

"MBTsign1_1.eps" Adobe Illustrator CS3

"MBTarrows1_7.eps" Adobe Illustrator CS3

"MBTarrows8_19.eps" Adobe Illustrator CS3

"MBTSymbols.eps" Adobe Illustrator CS3



Scale: 1" = 2.5"

Description: On-trail directional signage with 2 descriptive lines

Materials: Aluminum sign face with reflective vinyl

Lettering:

Helvetica Neue 67 Medium Condensed

66 font point size, -10 to -100 point letter spacing

109 point line spacing

Colors: (PMS, CMYK & RGB Provided)

A. Reflective White

B. Green: PMS 348C; C100 M4 Y87 K18; R0 G133 B66

C. Red: PMS 1805C; C5 M96 Y76 K21; R170 G39 B47

Mounting: (refer to DDOT Signage Plan)

Symbology: Page 6

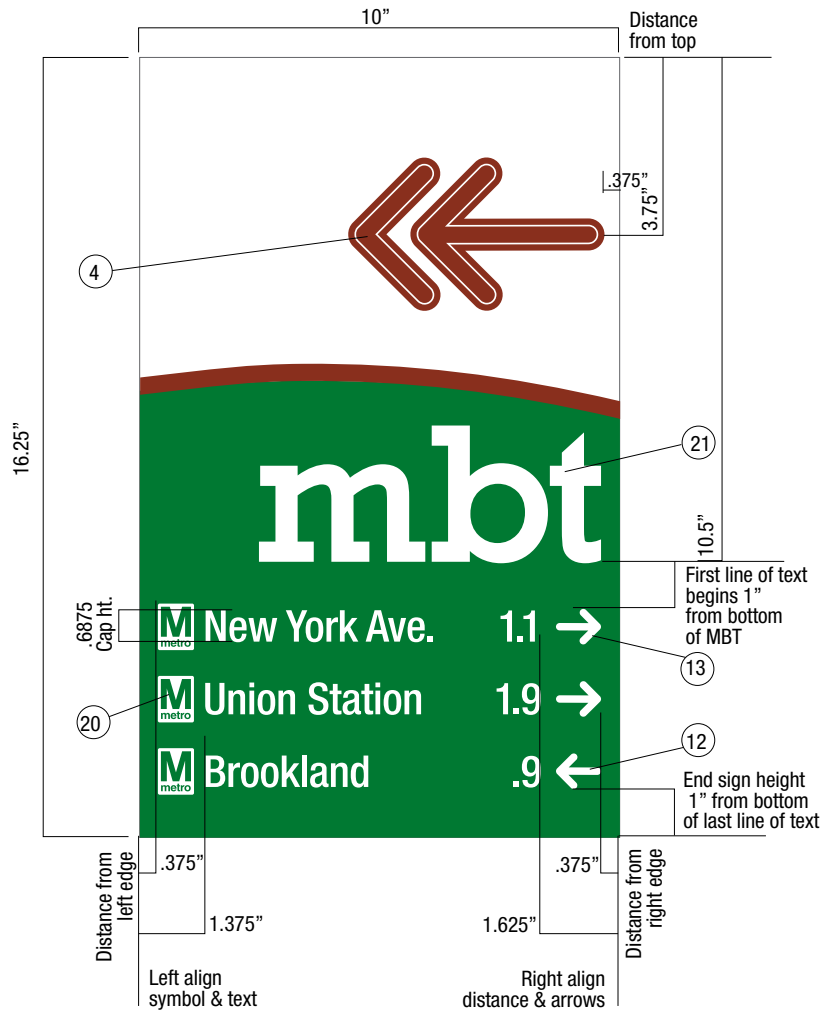
Digital Files:

"MBTsign1_2.eps" Adobe Illustrator CS3

"MBTArrows1_7.eps" Adobe Illustrator CS3

"MBTArrows8_19.eps" Adobe Illustrator CS3

"MBTSymbols.eps" Adobe Illustrator CS3



Scale: 1" = 2.5"

Description: On-trail directional signage with 3 descriptive lines

Materials: Aluminum sign face with reflective vinyl

Lettering:

Helvetica Neue 67 Medium Condensed

66 font point size, -10 to -100 point letter spacing

109 point line spacing

Colors: (PMS, CMYK & RGB Provided)

A. Reflective White

B. Green: PMS 348C; C100 M4 Y87 K18; R0 G133 B66

C. Red: PMS 1805C; C5 M96 Y76 K21; R170 G39 B47

Mounting: (refer to DDOT Signage Plan)

Symbology: Page 6

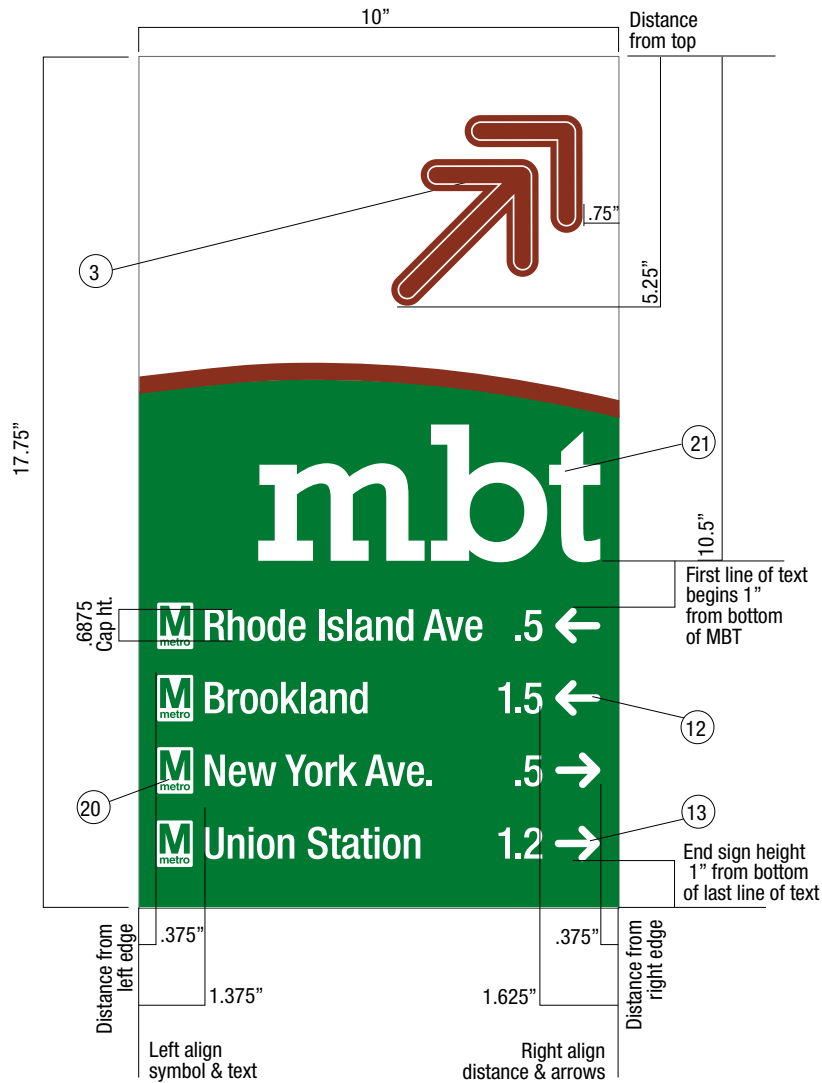
Digital Files:

"MBTsign1_3.eps" Adobe Illustrator CS3

"MBTArrows1_7.eps" Adobe Illustrator CS3

"MBTArrows8_19.eps" Adobe Illustrator CS3

"MBTSymbols.eps" Adobe Illustrator CS3



Scale: 1" = 2.5"

Description: On-trail directional signage with 4 descriptive lines

Materials: Aluminum sign face with reflective vinyl

Lettering:

Helvetica Neue 67 Medium Condensed

66 font point size, -10 to -100 point letter spacing

109 point line spacing

Colors: (PMS, CMYK & RGB Provided)

A. Reflective White

B. Green: PMS 348C; C100 M4 Y87 K18; R0 G133 B66

C. Red: PMS 1805C; C5 M96 Y76 K21; R170 G39 B47

Mounting: (refer to DDOT Signage Plan)

Symbology: Page 6

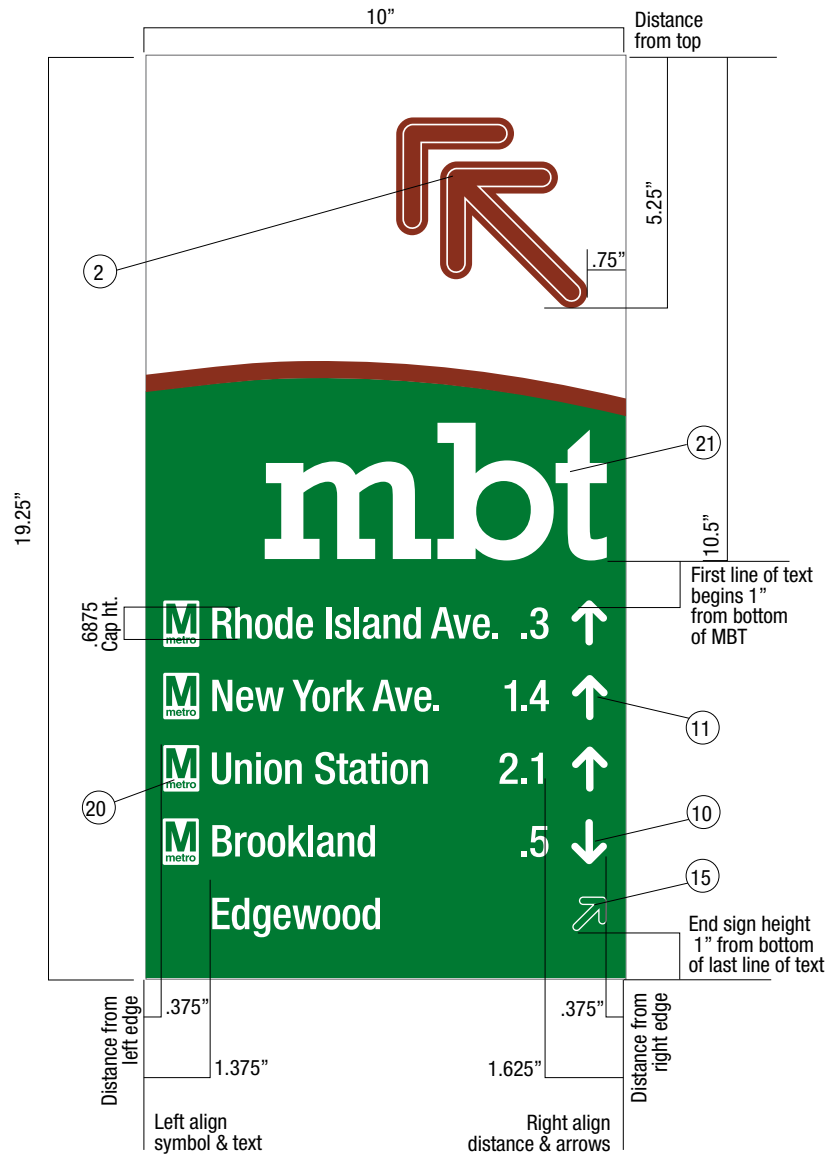
Digital Files:

"MBTsign1_4.eps" Adobe Illustrator CS3

"MBTArrows1_7.eps" Adobe Illustrator CS3

"MBTArrows8_19.eps" Adobe Illustrator CS3

"MBTSymbols.eps" Adobe Illustrator CS3



Scale: 1" = 2.5"

Description: On-trail directional signage with 5 descriptive lines

Materials: Aluminum sign face with reflective vinyl

Lettering:

Helvetica Neue 67 Medium Condensed

66 font point size, -10 to -100 point letter spacing

109 point line spacing

Colors: (PMS, CMYK & RGB Provided)

A. Reflective White

B. Green: PMS 348C; C100 M4 Y87 K18; R0 G133 B66

C. Red: PMS 1805C; C5 M96 Y76 K21; R170 G39 B47

Mounting: (refer to DDOT Signage Plan)

Symbology: Page 6

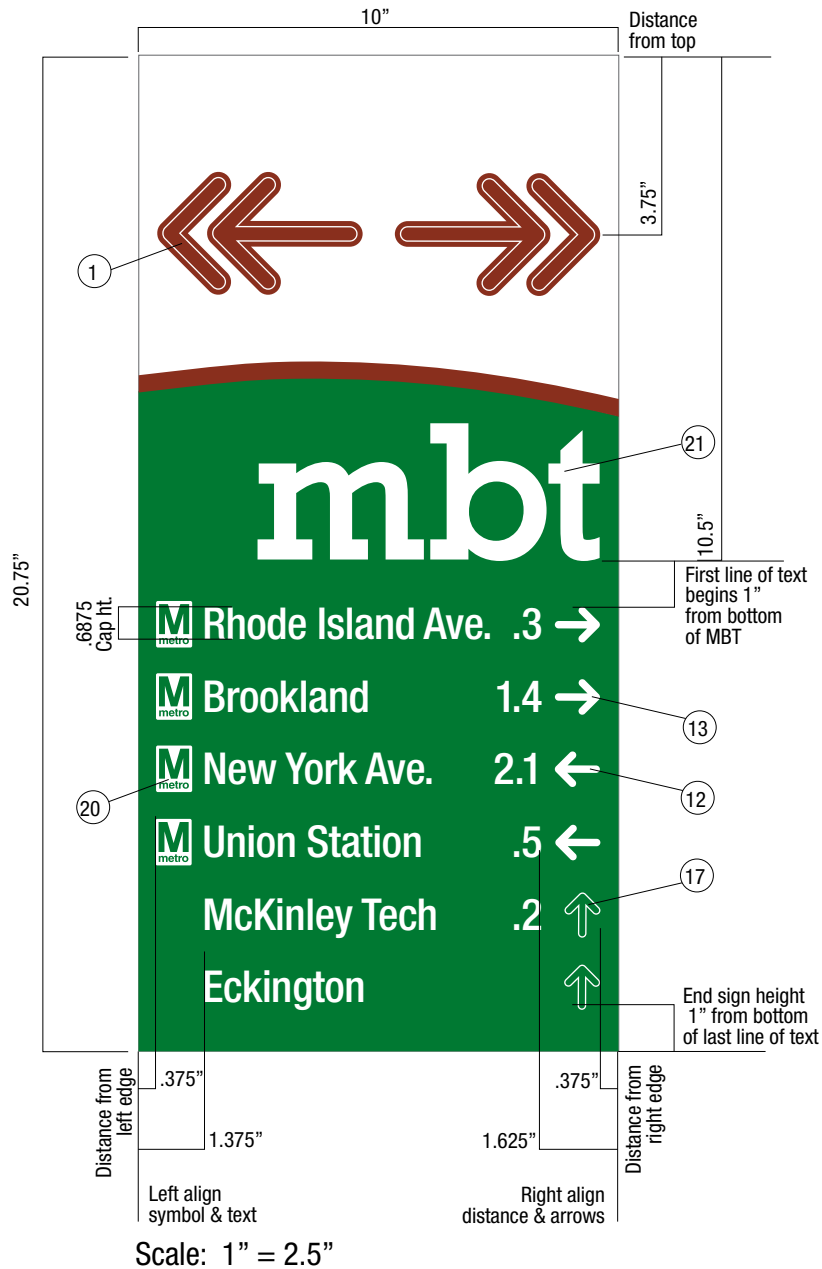
Digital Files:

"MBTsign1_5.eps" Adobe Illustrator CS3

"MBTArrows1_7.eps" Adobe Illustrator CS3

"MBTArrows8_19.eps" Adobe Illustrator CS3

"MBTSymbols.eps" Adobe Illustrator CS3



Description: On-trail directional signage with 6 descriptive lines

Materials: Aluminum sign face with reflective vinyl

Lettering:

Helvetica Neue 67 Medium Condensed

66 font point size, -10 to -100 point letter spacing

109 point line spacing

Colors: (PMS, CMYK & RGB Provided)

A. Reflective White

B. Green: PMS 348C; C100 M4 Y87 K18; R0 G133 B66

C. Red: PMS 1805C; C5 M96 Y76 K21; R170 G39 B47

Mounting: (refer to DDOT Signage Plan)

Symbology: Page 6

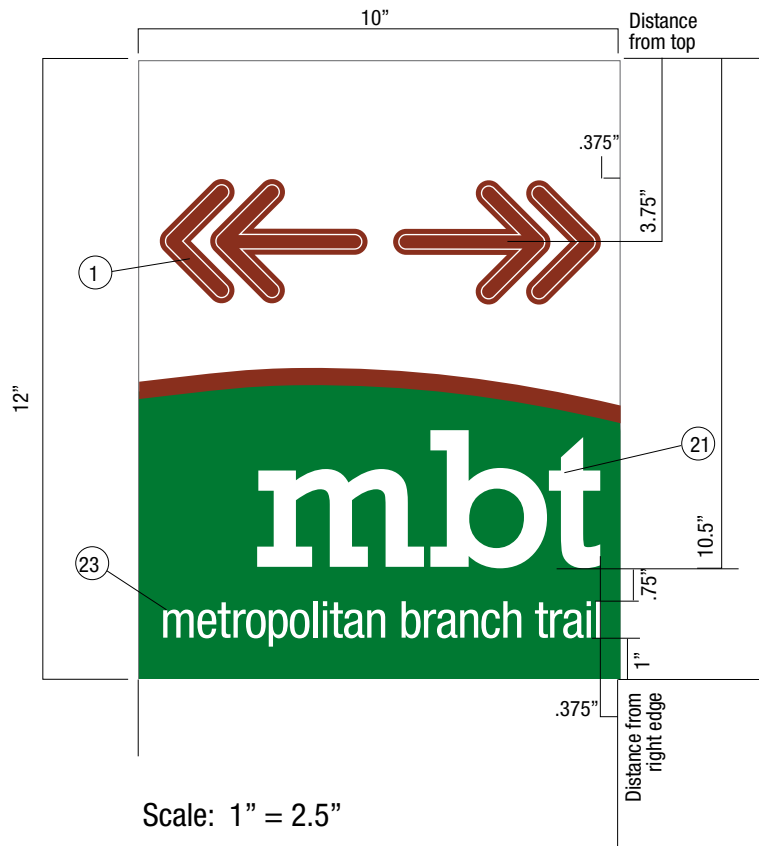
Digital Files:

"MBTsign1_6.eps" Adobe Illustrator CS3

"MBTArrows1_7.eps" Adobe Illustrator CS3

"MBTArrows8_19.eps" Adobe Illustrator CS3

"MBTSymbols.eps" Adobe Illustrator CS3



SIGN FACE LAYOUT

TYPE 2.1

Description: Off-trail directional signage

Materials: Aluminum sign face with reflective vinyl

Lettering: N/A

Colors: (PMS, CMYK & RGB Provided)

A. Reflective White

B. Green: PMS 348C; C100 M4 Y87 K18; R0 G133 B6

C. Red: PMS 1805C; C5 M96 Y76 K21; R170 G39 B4

Mounting: (refer to DDOT Signage Plan)

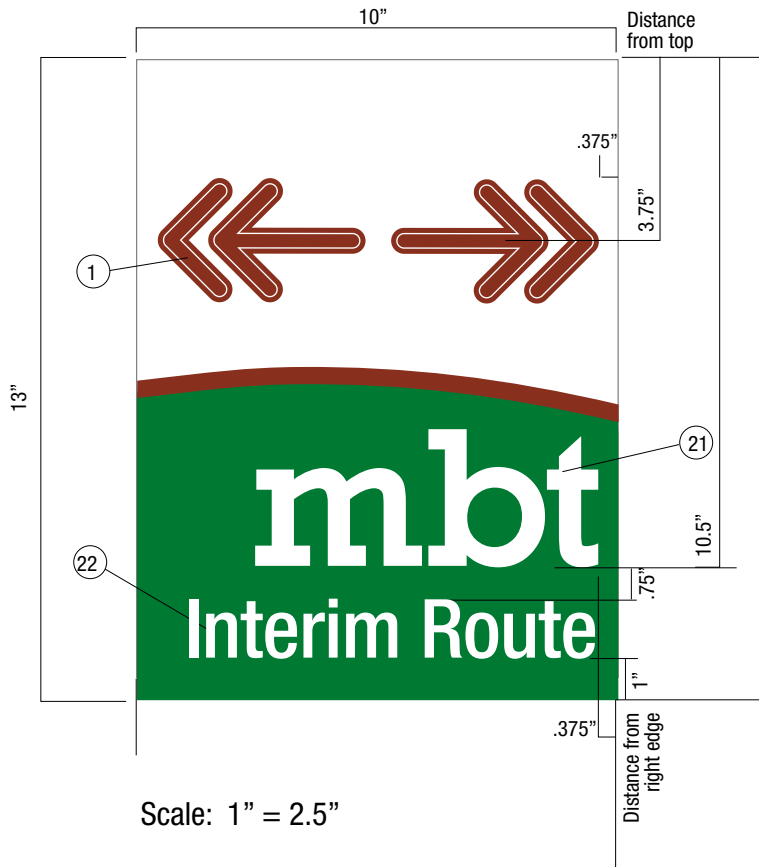
Symbology: Page 6

Digital Files:

"MBTsign2_1.eps" Adobe Illustrator CS3

"MBTArrows1_7.eps" Adobe Illustrator CS3

"MBTSymbols.eps" Adobe Illustrator CS3



SIGN FACE LAYOUT

TYPE 2.2

Description: Off-trail directional signage for an interim route

Materials: Aluminum sign face with reflective vinyl

Lettering:

Helvetica Neue 67 Medium Condensed
 66 font point size, -10 to -100 point letter spacing
 109 point line spacing

Colors: (PMS, CMYK & RGB Provided)

A. Reflective White

B. Green: PMS 348C; C100 M4 Y87 K18; R0 G133 B66

C. Red: PMS 1805C; C5 M96 Y76 K21; R170 G39 B47

Mounting: (refer to DDOT Signage Plan)

Symbology: Page 6

Digital Files:

"MBTsign2_2.eps" Adobe Illustrator CS3

"MBTarrows1_7.eps" Adobe Illustrator CS3

"MBTarrows8_19.eps" Adobe Illustrator CS3

"MBTSymbols.eps" Adobe Illustrator CS3

BIKE LANE ADAPTATION

Description: For portions of the trail that are on public roads with a designated bike lane, it is recommended that this adaptation of the current bike lane marking be considered. Use of this graphic will provide clear identification of the MBT while staying consistent with the current city-wide standards.

Materials: Standard Asphalt Marking Adhesive

Colors:

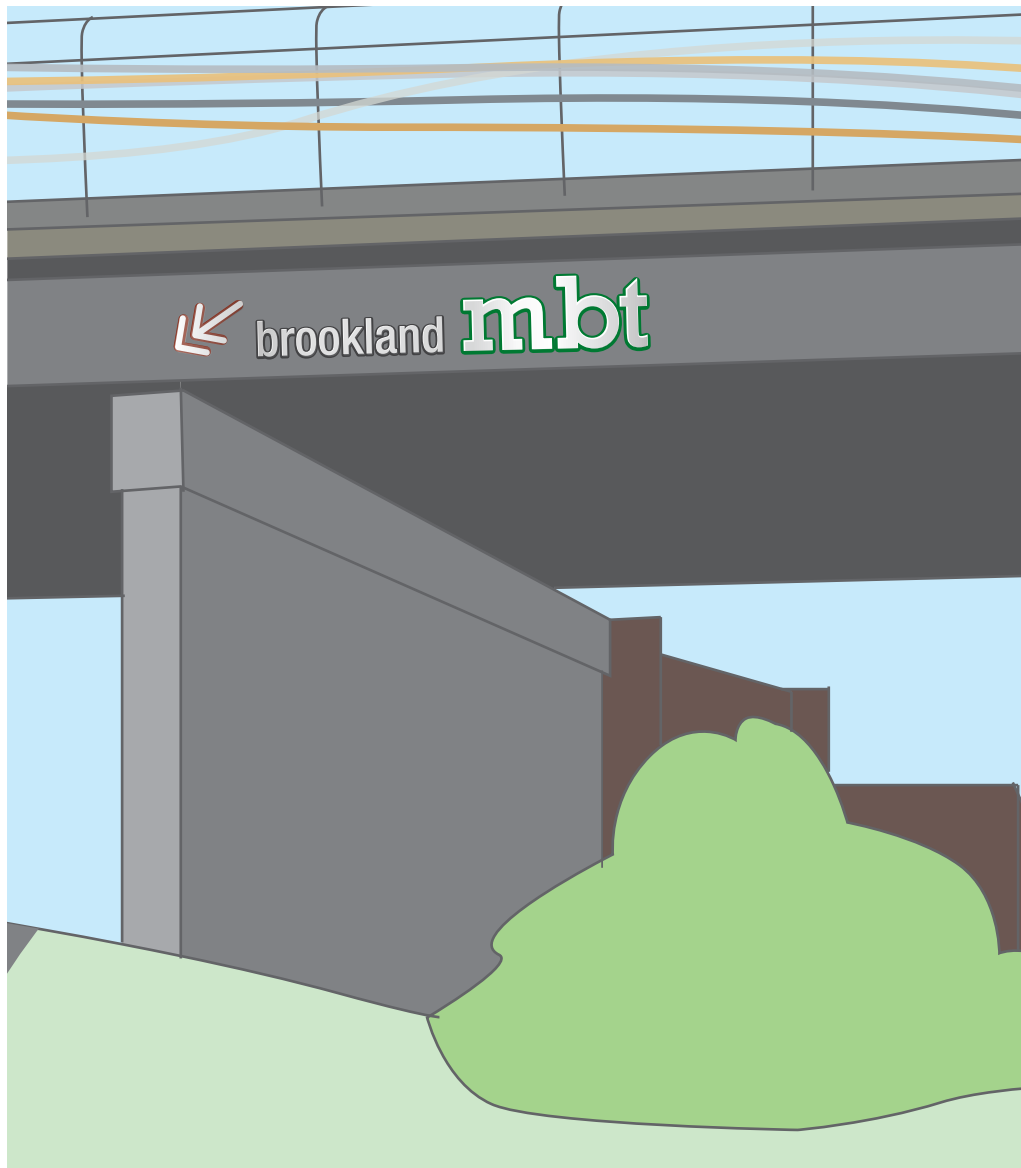
A. Reflective White

Mounting: (refer to DDOT Standards)

Digital Files:

"MBTbikelane.eps" Adobe Illustrator CS3





LARGE SCALE DIRECTIONAL SIGN CONCEPT

Description: This page provides an example of how the identity and signage system can be expanded for large scale applications. This design concept suggests applying large vinyl cut letters to the side of a bridge for distance viewing as well as identifying a direction in an area where the conditions change.

Location: Franklin Street, NE & CSX Corridor



mbot
takoma park



Section IV

METROPOLITAN BRANCH TRAIL
ARTIST CREATED IDENTITY

art & design standards

DRAFT Version 1.0 1/20/09

Public Art Plan & Concepts

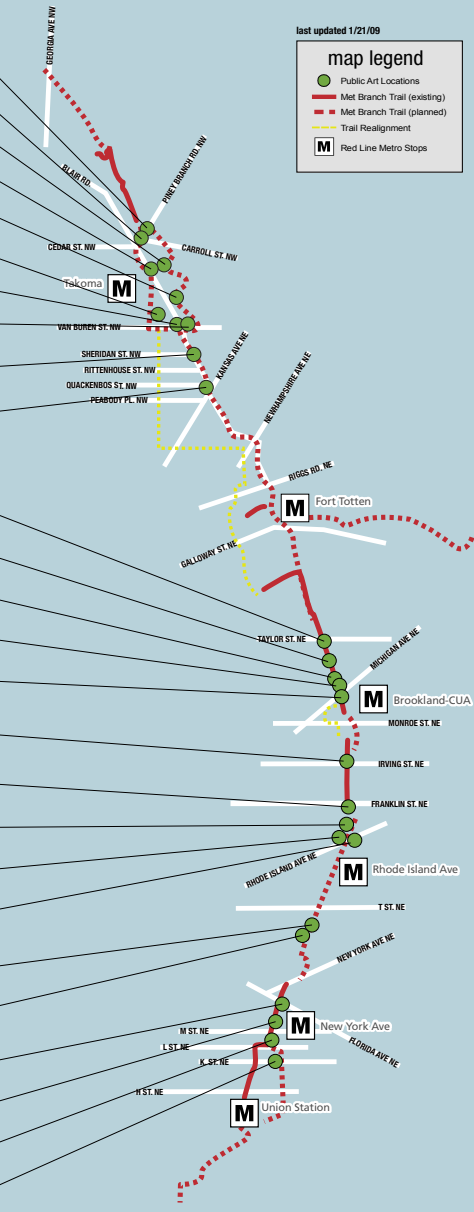
AUTHOR:
ROBERT KENT WILSON - ARTIST
WWW.ROBERTKENTWILSON.COM



DC COMMISSION ON THE ARTS & HUMANITIES

MBT Master Public Art Map

- 1 **Area:** Takoma **Location:** Eastern Ave. NW **Site:** Piney Branch Rd. Hillside
Type: Art/engineer/landscape collaboration; Wall treatment
- 2 **Area:** Takoma **Location:** Piney Branch Rd NW and Railway **Site:** Underpass
Type: Wall treatment; color, mosaic
- 3 **Area:** Takoma **Location:** Takoma Park Metro Station **Site:** Metro Wall Overpass
Type: Mural
- 4 **Area:** Takoma **Location:** North of Cedar St NW **Site:** Takoma Metrorail
Type: Linear element; colored paving or edging, poles, banners, panels
- 5 **Area:** Takoma **Location:** Aspen St NW **Site:** Underpass
Type: Wall treatment; color, mosaic
- 6 **Area:** Takoma **Location:** Takoma Recreation Center **Site:** Park Passage
Type: Art integrated with trail configuration
- 7 **Area:** Takoma **Location:** Van Buren St NW and Railway **Site:** Underpass
Type: Wall and column treatment; mosaic
- 8 **Area:** Takoma **Location:** Sandy Spring Rd NW **Site:** Green/Growing Wall
Type: Wall treatment; color, mosaic
- 9 **Area:** Takoma **Location:** Blair Rd NW and Tuckerman St NW
Site: Grassy Knoll Overlook **Type:** Sculptures using natural themes
- 10 **Area:** Takoma **Location:** Blair Rd NW **Site:** Blair Road grade and retaining wall
Type: Wall treatment; paint, mosaic, vegetation, murals
- 11 **Area:** Brookland **Location:** Taylor Rd NE and McCormick Rd NE
Site: Underpass **Type:** Wall treatment, color, mosaic
- 12 **Area:** Brookland **Location:** John McCormick Rd **Site:** John McCormick Rd
Type: Repeated linear element, colored pavement, poles, banners
- 13 **Area:** Brookland **Location:** Brookland/CUA Metro Station - John McCormack Ave.
Site: On trail surface **Type:** Painting/installation on trail surface
- 14 **Area:** Brookland **Location:** Between Michigan Ave. and Sitting Park
Site: Brookland/CUA Metro **Type:** Sculpture at existing seating area
- 15 **Area:** Brookland **Location:** Michigan Ave. **Site:** Underpass
Type: Mural, wall and column treatment
- 16 **Area:** Brookland **Location:** Between Monroe and Franklin St. **Site:** 8th St corridor
Type: Repeated linear elements, poles, banners, colored paving
- 17 **Area:** Brookland **Location:** Franklin St NE **Site:** Underpass
Type: Mural, mosaic, panels
- 18 **Area:** Rhode Island Ave. **Location:** Between Franklin St NE and Rhode Island Ave
Site: CSX corridor **Type:** Rework found elements into sculpture
- 19 **Area:** Rhode Island Ave. **Location:** Large parking lot east of shopping center
Site: Wall at Rhode Island Ave. Shopping Center **Type:** Large mural project
- 20 **Area:** RI Ave (CSX) **Location:** 8th St NE and RI Ave. **Site:** RI Ave Metro Access bridge
Type: Art integrated with railings, support, safety fencing
- 21 **Area:** RI Ave (CSX) **Location:** Between Franklin St NE and R St NE
Site: Green Right-of-Way **Type:** Sculptures using natural themes
- 22 **Area:** RI Ave (CSX) **Location:** Intersection of 4th St. & 5 St., NE
Site: Trail access/entrance wayside **Type:** Pausing place
- 23 **Area:** Nat'l Mall NY Ave **Location:** NY Ave Metro **Site:** Stair and elevator to trail
Type: Art integrated with railings, support, safety fencing
- 24 **Area:** Nat'l Mall NY Ave **Location:** Between M St. and NY Ave NE **Site:** Elevated trail
Type: Retrofitted art integrated with railings, support, safety fences
- 25 **Area:** Nat'l Mall NY Ave **Location:** Trail corridor between M St. and L St. NE
Site: Trail/NOMA PARK **Type:** DCAH Art Walk Relocation (see NOMA Park Study)
- 26 **Area:** Nat'l Mall NY Ave **Location:** 2nd St NE and K St NE
Site: Green/Growing Wall **Type:** Wall treatment, color lighting, panels

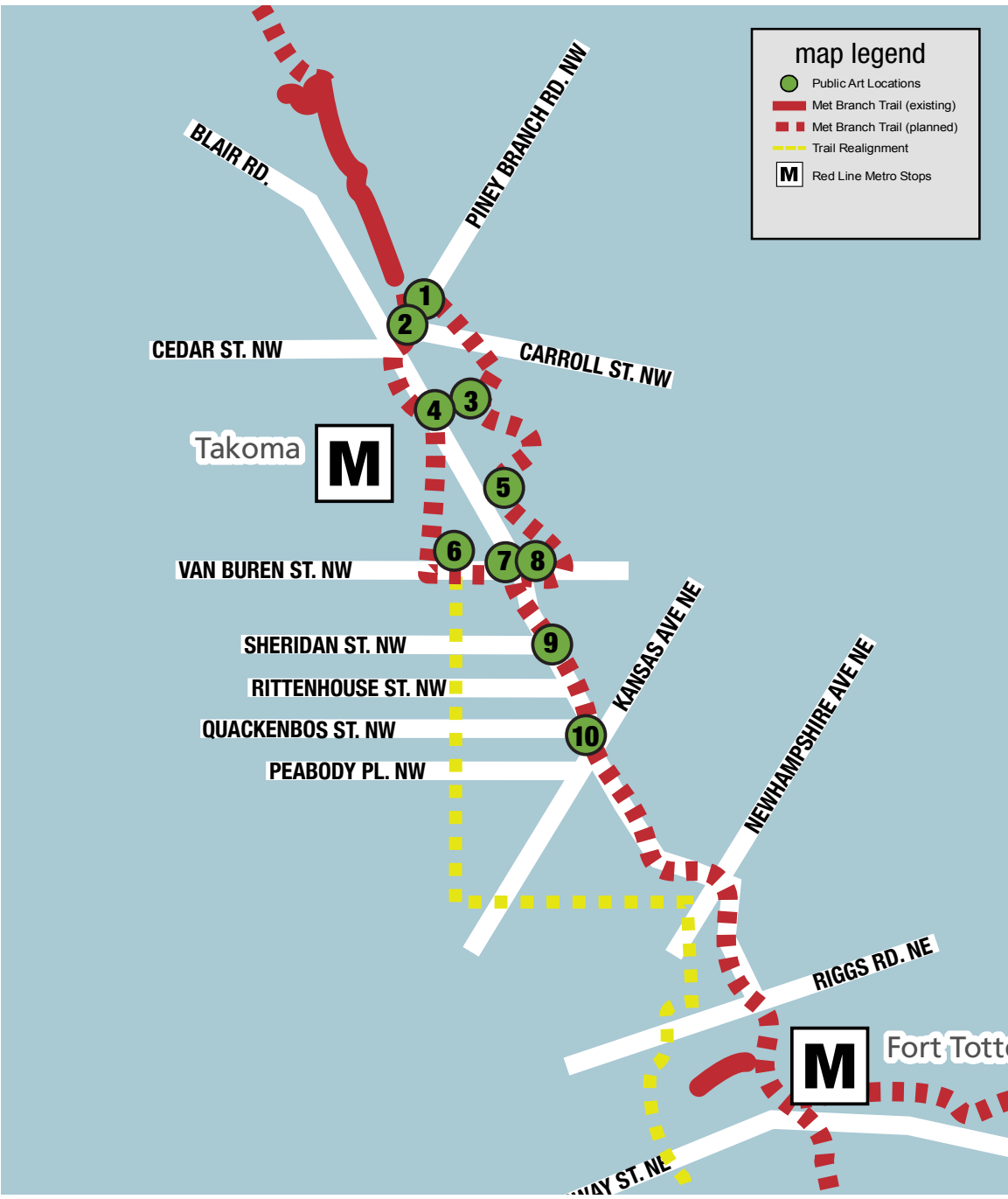


PROPOSED PUBLIC ART LOCATIONS

Description: While developing these art and design standards locations for potential public art installations have been identified. In addition several concepts have been explored to show how the identity can be carried through into more artistic applications.

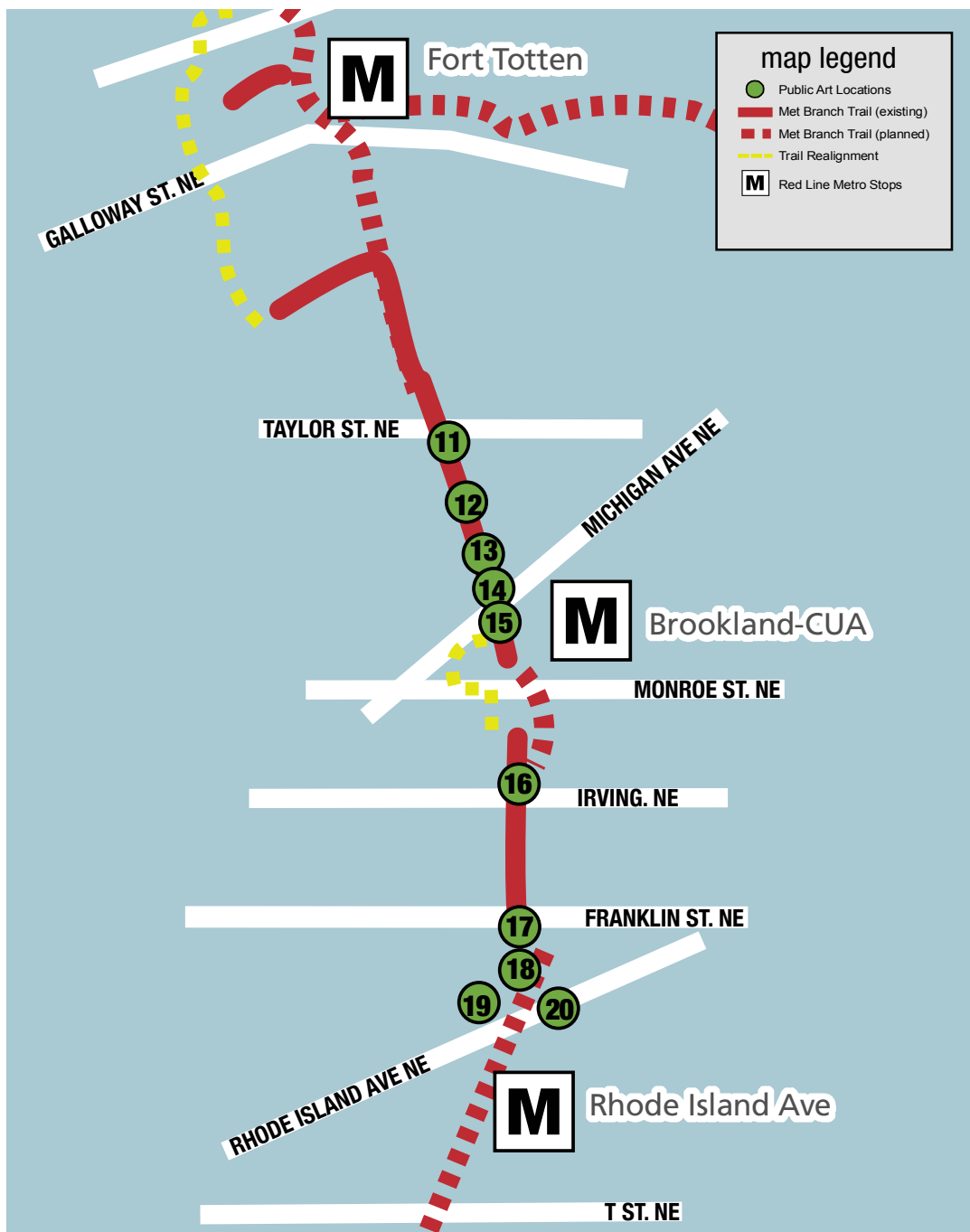
On the following pages this map has been broken down into sections with details on the location and recommended artwork type. A digital file of the map on this page is also available.

Digital Files:
 "MBTPublicArtMap.eps" Adobe Illustrator CS3



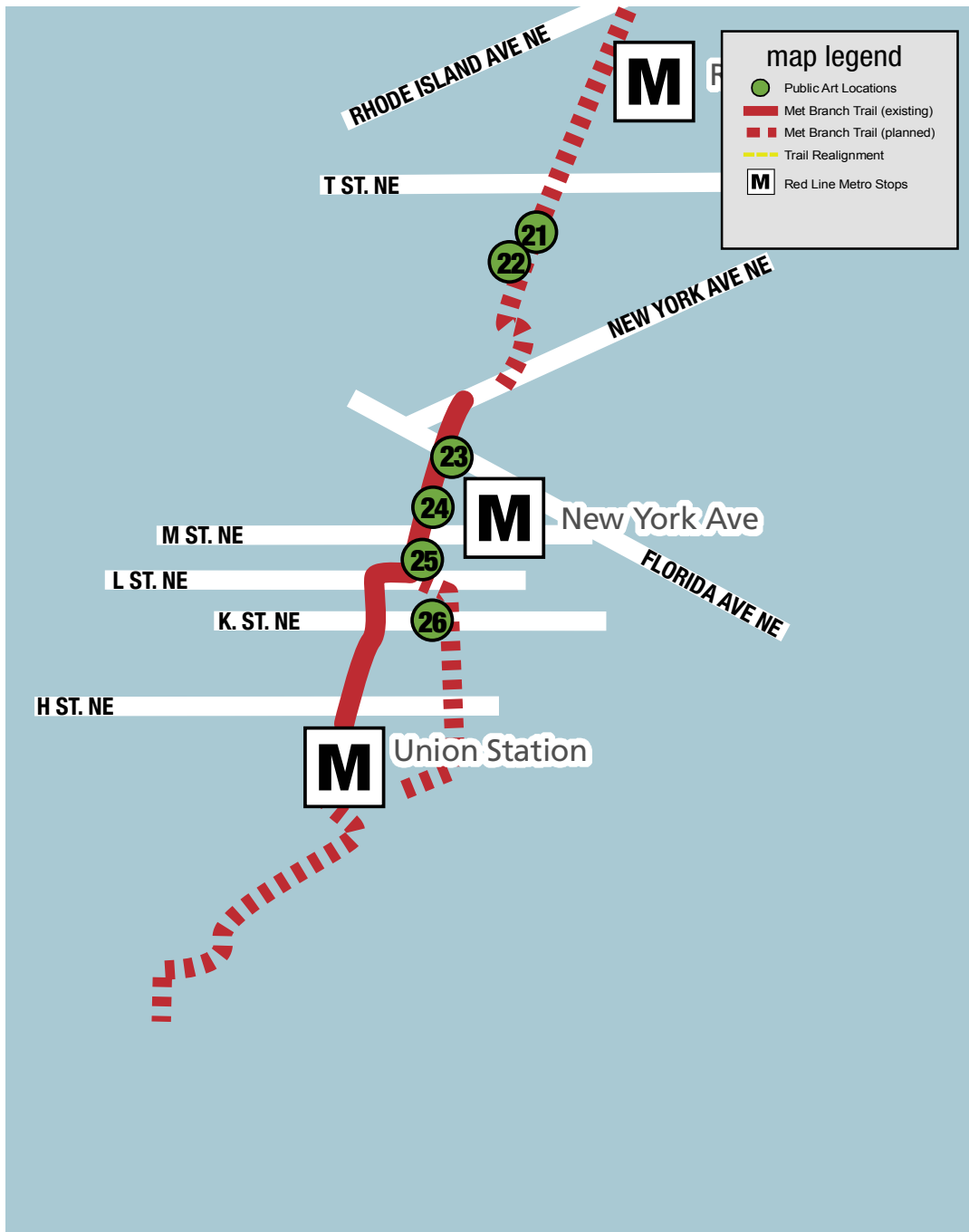
TAKOMA PUBLIC ART LOCATIONS

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Type: Linear element; colored paving or edging, poles, banners, panels
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Type: Art integrated with trail configuration
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Type: Wall and column treatment; mosaic
- 8 Area:** Takoma **Location:** Sandy Spring Rd NW **Site:** Green/Growing Wall
Type: Wall treatment; color, mosaic
- 9 Area:** Takoma **Location:** Blair Rd NW and Tuckerman St NW
Site: Grassy Knoll Overlook **Type:** Sculptures using natural themes
- 10 Area:** Takoma **Location:** Blair Rd NW **Site:** Blair Road grade and retaining wall
Type: Wall treatment: paint, mosaic, vegetation, murals



BROOKLAND/EDGEWOOD PUBLIC ART LOCATIONS

- 11 Area:** Brookland **Location:** Taylor Rd NE and McCormick Rd NE
Site: Underpass **Type:** Wall treatment, color, mosaic
- 12 Area:** Brookland **Location:** John McCormick Rd **Site:** John McCormick Rd
Type: Repeated linear element, colored pavement, poles, banners
- 13 Area:** Brookland **Location:** Brookland/CUA Metro Station - John McCormack Ave.
Site: On trail surface **Type:** Painting/installation on trail surface
- 14 Area:** Brookland **Location:** Between Michigan Ave. and Sitting Park
Site: Brookland/CUA Metro **Type:** Sculpture at existing seating area
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Type: Repeated linear elements, poles, banners, colored paving
- 17 Area:** Brookland **Location:** Franklin St NE **Site:** Underpass
Type: Mural, mosaic, panels
- 18 Area:** Rhode Island Ave. **Location:** Between Franklin St NE and Rhode Island Ave
Site: CSX corridor **Type:** Rework found elements into sculpture
- 19 Area:** Rhode Island Ave. **Location:** Large parking lot east of shopping center
Site: Wall at Rhode Island Ave. Shopping Center **Type:** Large mural project
- 20 Area:** RI Ave (CSX) **Location:** 8th St NE and RI Ave. **Site:** RI Ave Metro
Access bridge **Type:** Art integrated with railings, support, safety fencing



ECKINGTON & NOMA PUBLIC ART LOCATIONS

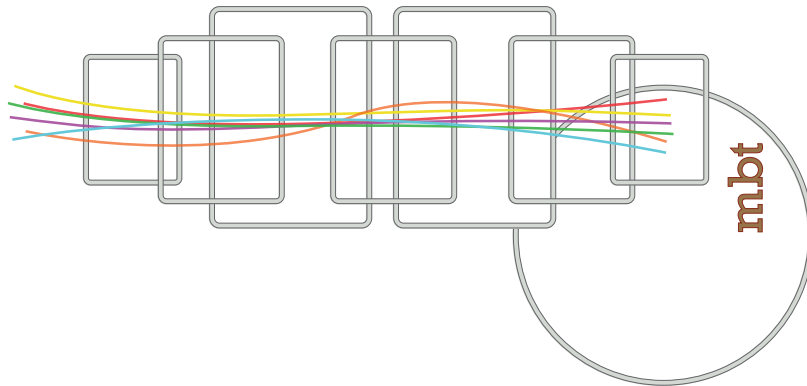
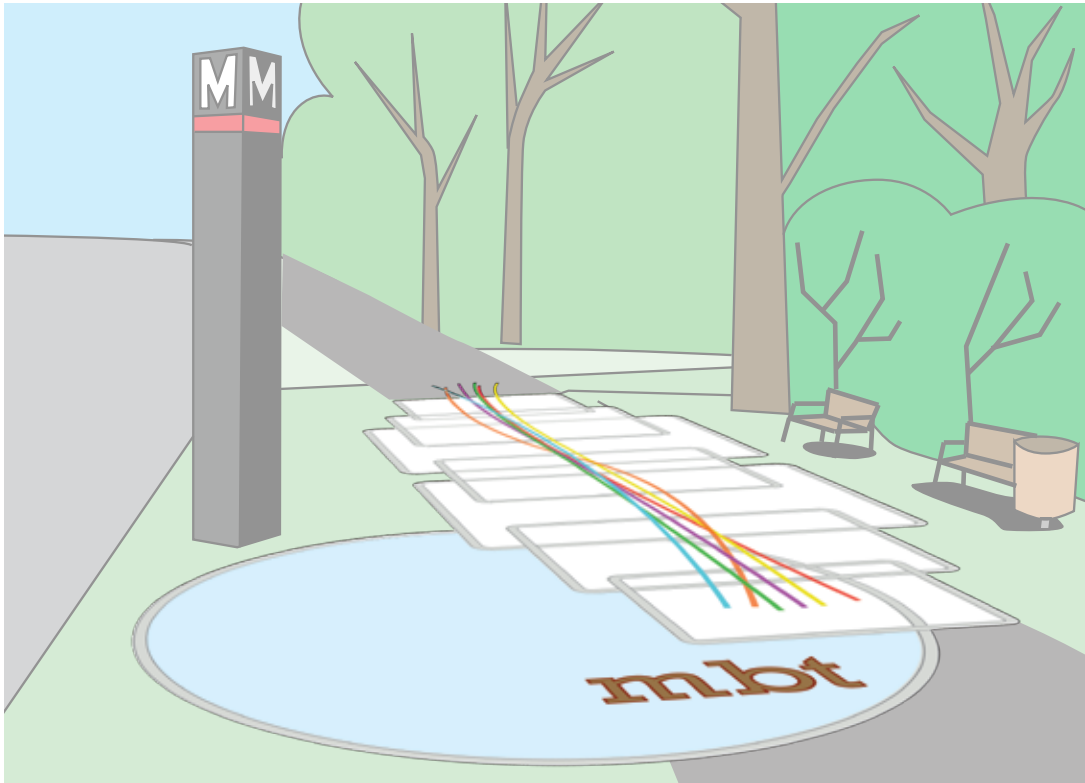
- 21 Area:** RI Ave (CSX) **Location:** Between Franklin St NE and R St NE
Site: Green Right-of-Way **Type:** Sculptures using natural themes
- 22 Area:** RI Ave (CSX) **Location:** Intersection of 4th St. & S St., NE
Site: Trail access/entrance wayside **Type:** Pausing place
- 23 Area:** Nat'l Mall NY Ave **Location:** NY Ave Metro **Site:** Stair and elevator to trail
Type: Art integrated with railings, support, safety fencing
- 24 Area:** Nat'l Mall NY Ave **Location:** Between M St and NY Ave NE **Site:** Elevated trail
Type: Retrofitted art integrated with railings, support, safety fences
- 25 Area:** Nat'l Mall NY Ave **Location:** Trail corridor between M St. and L St. NE
Site: Trail/NOMA PARK **Type:** DCCAH Art Walk Relocation (see NOMA Park Study)
- 26 Area:** Nat'l Mall NY Ave **Location:** 2nd St NE and K St NE
Site: Green/Growing Wall **Type:** Wall treatment, color lighting, panels

PAUSING PLACE CONCEPT

Description: This Pausing Place paving concept reinforces the MBT graphic identity by utilizing shapes, colors and overall design style in a contemporary manner. This design would clearly identify the trail while creating a special place for trail users and other pedestrians.

Materials: Forged galvanized frames filled with colored cement. Colored rubber or vinyl strips are applied to the surface. A top layer of ceramic tile could add another unique layer of interest.

Location: Brookland/CUA Metro Entrance

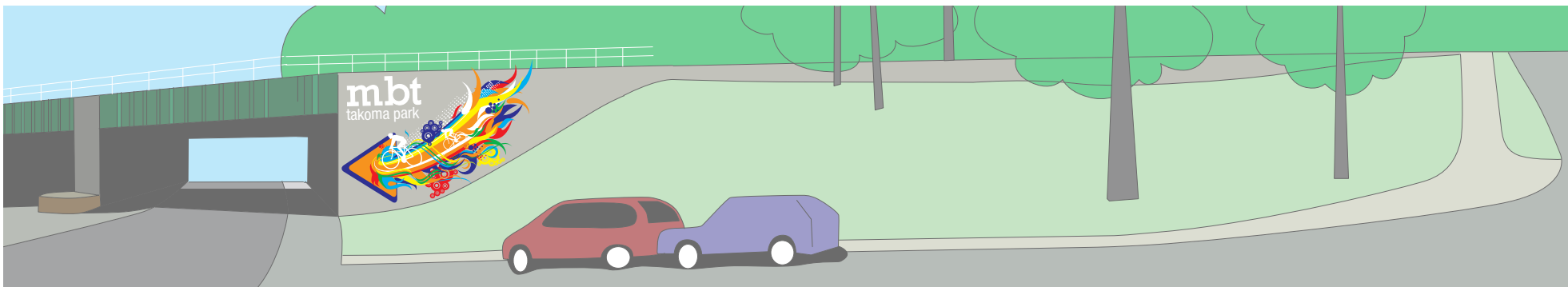
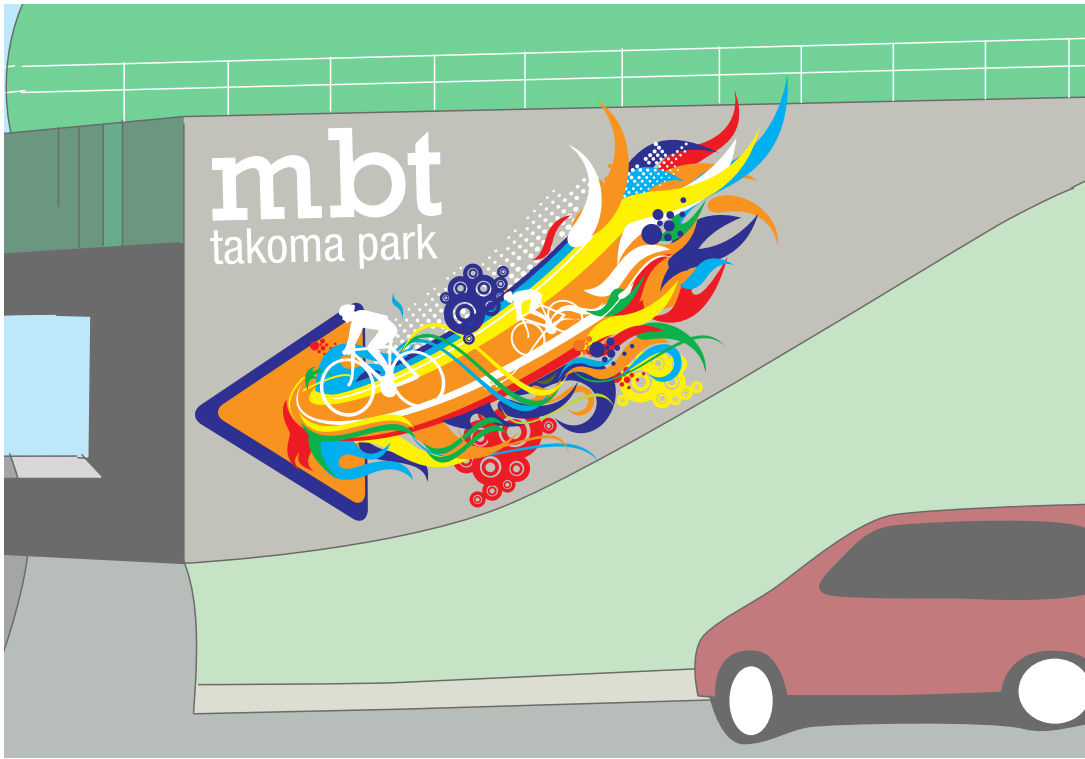


CREATIVE SIGNAGE CONCEPT

Description: This threshold concept activates the area with a mural like design that is eye-catching and energizing while directing you onward. Identifying the trail is also key at locations like this, but here the logo use is subtle, so it does not compete with the artwork.

Materials: Applied paint or printed vinyl applied to aluminum panels

Location: Eastern Avenue, NE Maryland & DC Boundary

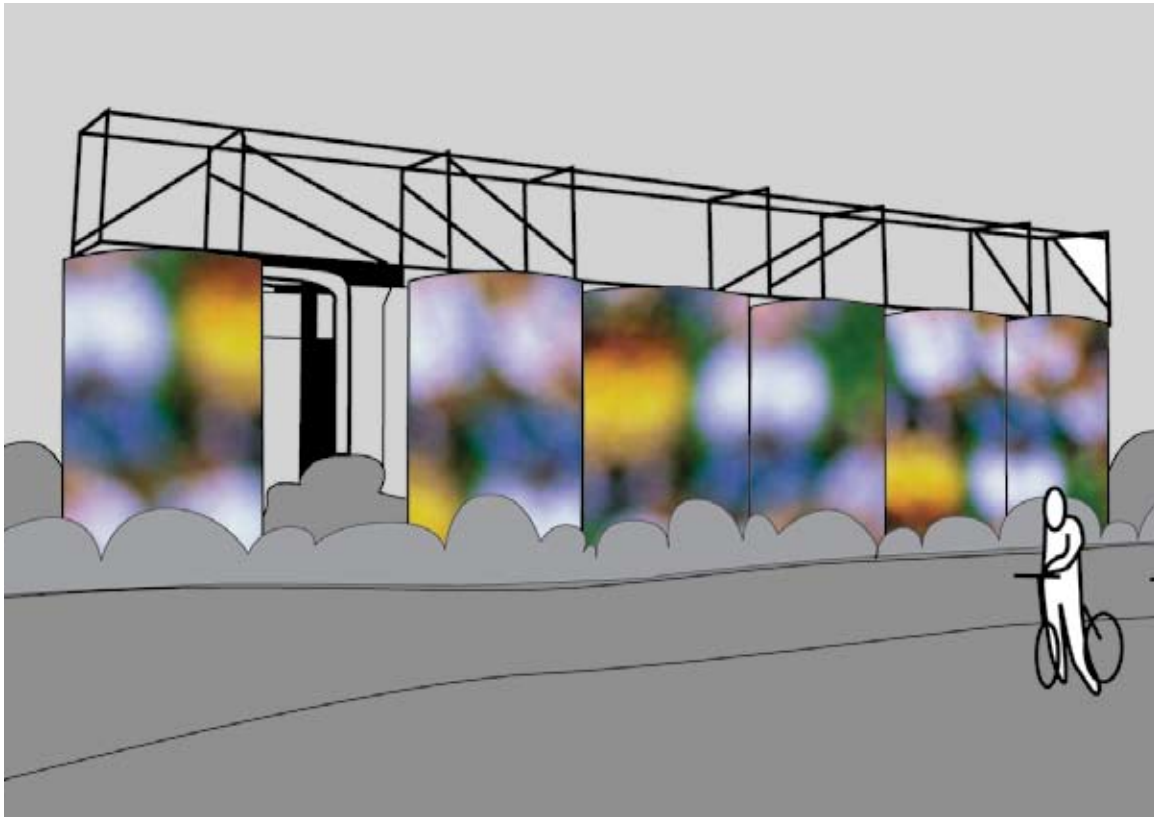


PUBLIC ART CONCEPT

Description: This point of reference public art concept literally stretch wraps the Silos along the CSX corridor at Rhode Island Avenue with large scale machine printed imagery. This idea brings unexpected imagery to a part of the trail that is otherwise rough and industrial.

Materials: UV Ink and laminate on Vinyl

Location: Rhode Island Avenue, NE /CSX Corridor

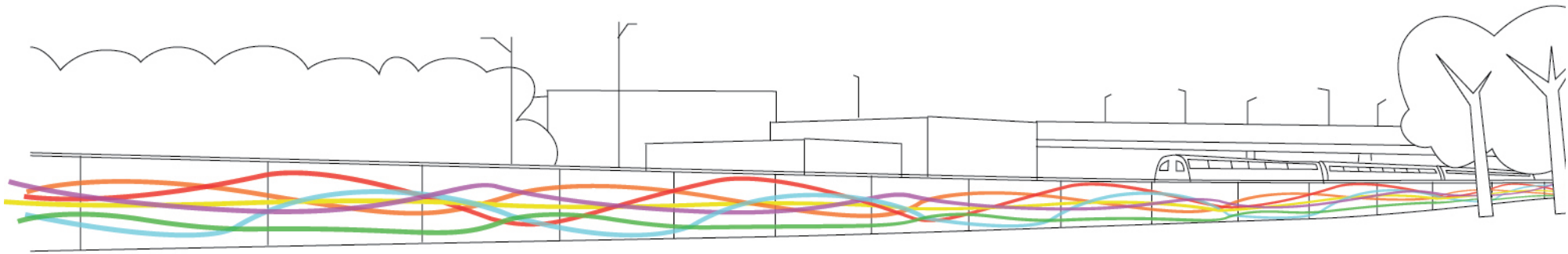


PUBLIC ART CONCEPT

Description: This concept brings color to a portion of the trail that is heavily industrial and flat. The design visually communicates to the trail user “you’re on the right path” by repeating a component from the graphic identity.

Materials: Ceramic tile

Location: CSX Corridor, Metro retaining wall

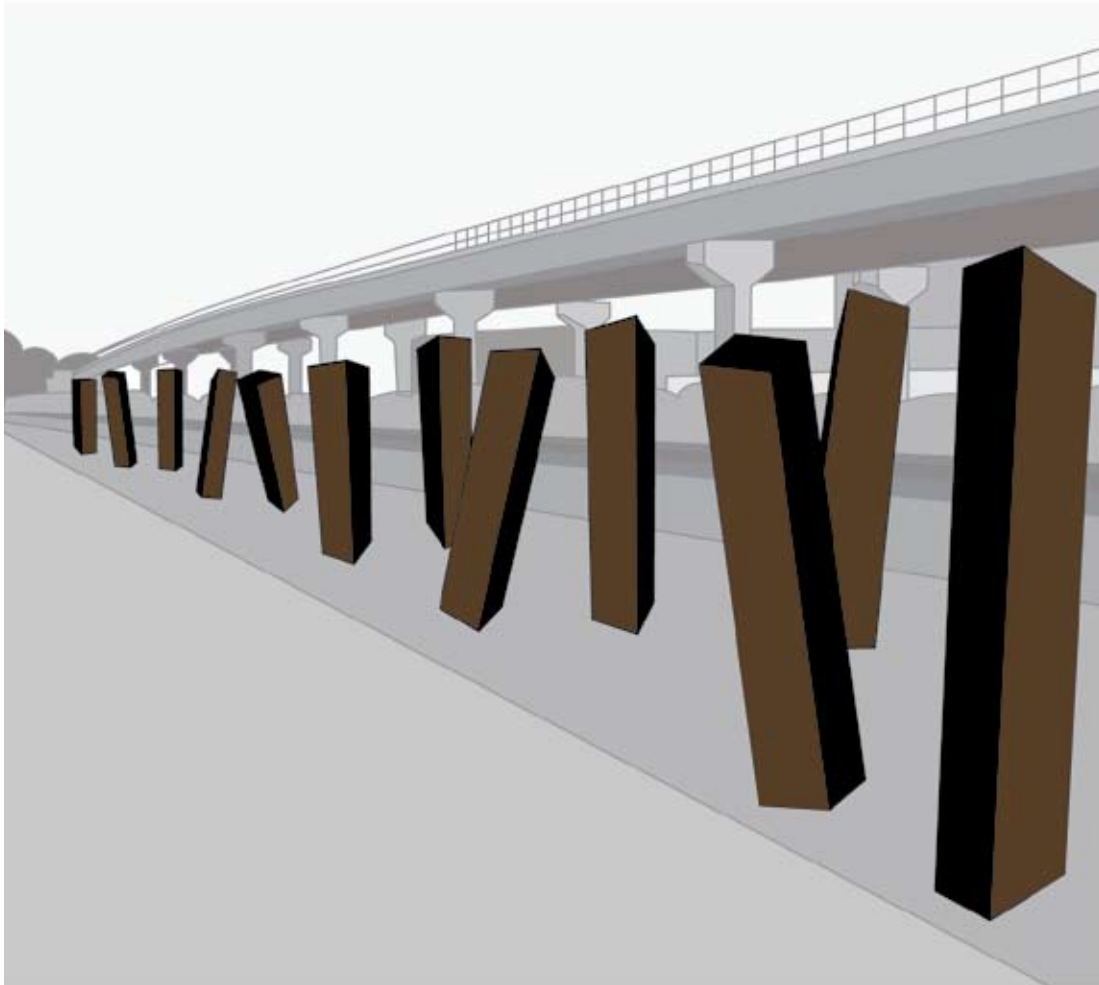


PUBLIC ART CONCEPT

Description: This artful idea recycles the used railroad timbers as an informal border between the trail and the train tracks. The asymmetrical placement, and inconsistent angles suggests perhaps a controlled chaos, rather appropriate for this part of the trail.

Materials: Railroad timbers and cement

Location: CSX Corridor & Franklin Rd., NE





Section IV.2

METROPOLITAN BRANCH TRAIL
ARTIST CREATED IDENTITY
art & design standards

DRAFT Version 1.0 1/20/09

NOMA Park/ ArtWalk Relocation



ARTWALK RELOCATION

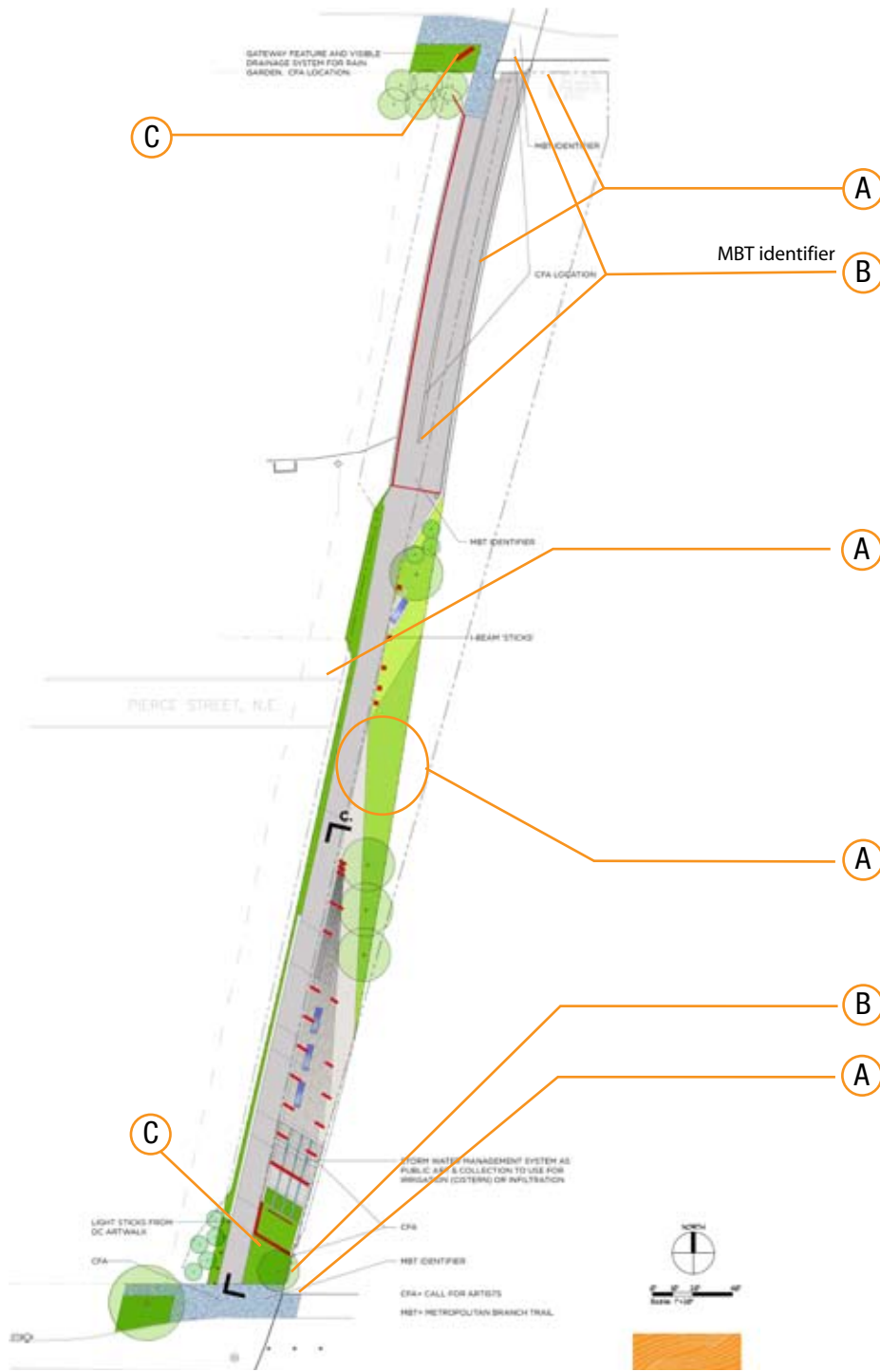
Description: The DCCA Art Walk is being relocated to a small park along the Metropolitan Branch Trail. I have been asked to participate in a series of creative work sessions with the Landscape Architects to encourage design development and also identify future public art locations along with materials and/or types of artwork. In addition I am identifying the wayfinding signage locations and other MBT identity opportunities. This work has been documented on the following pages. The location of this park along the trail is identified by the number 25 on the section of the MBT Public Art map below.



PUBLIC ART & MBT SIGNAGE PLAN

Description: This page identifies possible locations for future public art, MBT signage locations, and site specific public art conceptualized by Robert Kent Wilson.

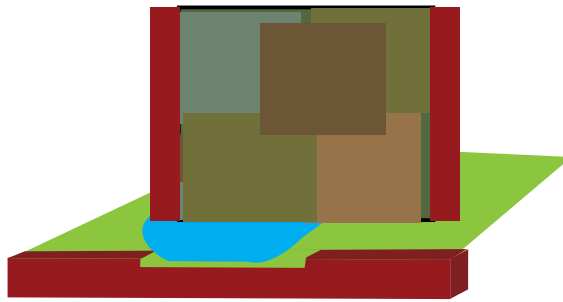
- Ⓐ Future Public Art
- Ⓑ MBT Signage
- Ⓐ RKW Public Art Concepts (detailed on the next page)



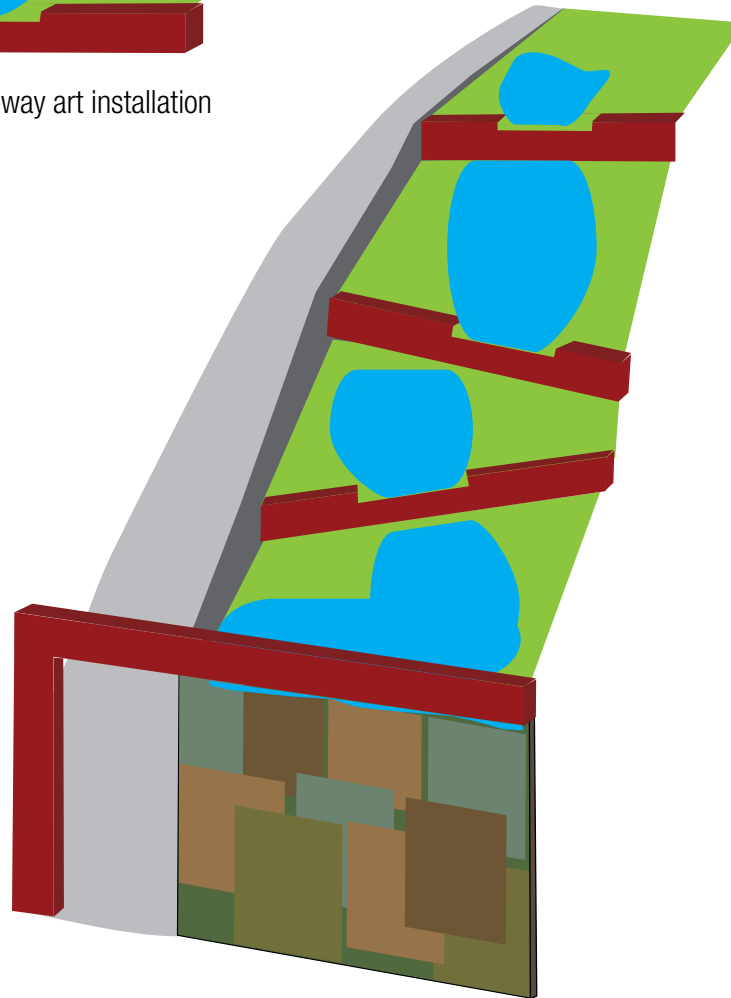
RKW PUBLIC ART CONCEPTS

Description: Public art gateway pieces have been conceived for the NOMA park entrances. They would be designed to interact with the architecture of the park along with the environmental elements. In effort to control storm water runoff and increase absorption, the landscape would be designed to direct storm water to the artwork locations. This moisture, along with other site conditions would interact with the materials for the artwork causing them to evolve over time. Similar to how copper patinas, these pieces would interact with the environmental conditions similarly. The artwork and materials are still in development.

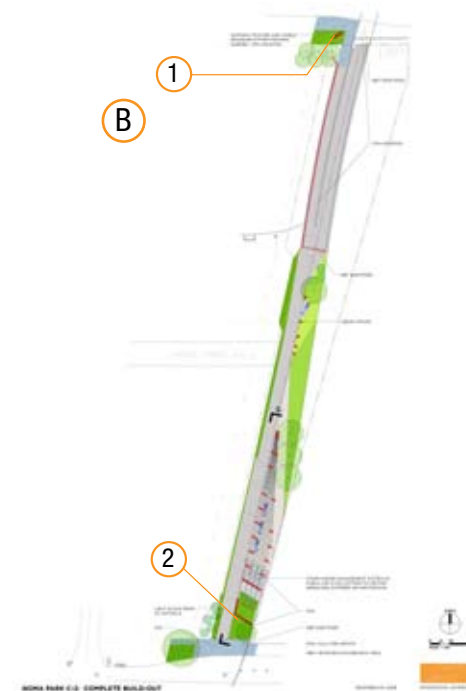
These sketches do not represent the actual artwork.



1. North entrance gateway art installation



2. South entrance gateway art installation





- ABOUT MBT
- TRAIL MAP
- PUBLIC ART
- EVENTS & NEWS
- RESOURCES
- VOLUNTEER
- CONTACT



Section V

Future Marketing & Outreach

METROPOLITAN BRANCH TRAIL
ARTIST CREATED IDENTITY
art & design standards

DRAFT Version 1.0 1/20/09

AUTHOR:
ROBERT KENT WILSON - ARTIST
WWW.ROBERTKENTWILSON.COM

WEB SITE & DIGITAL MEDIA

Description: Investing in digital media will not only promote the trail but will reinforce the environmentally positive aspect of this alternative transportation option. More than ever the Web is where people go to find information and having a Web presence will ensure the trail will be discovered.

It is also recommended that the Web be utilized for communicating up-to-date information and assisting individuals through all stages of exploration.

Ultimately the Web site can be a place for users to blog about useful information, security issues, and share tips. It can also link the various communities that are part of the trail. The media and press can be directed to the Web site to access information, press releases, images and other documents.

Considering sub Web sites that are functional on web enabled phones and PDA's will make sure the MBT is reaching as many users as possible.

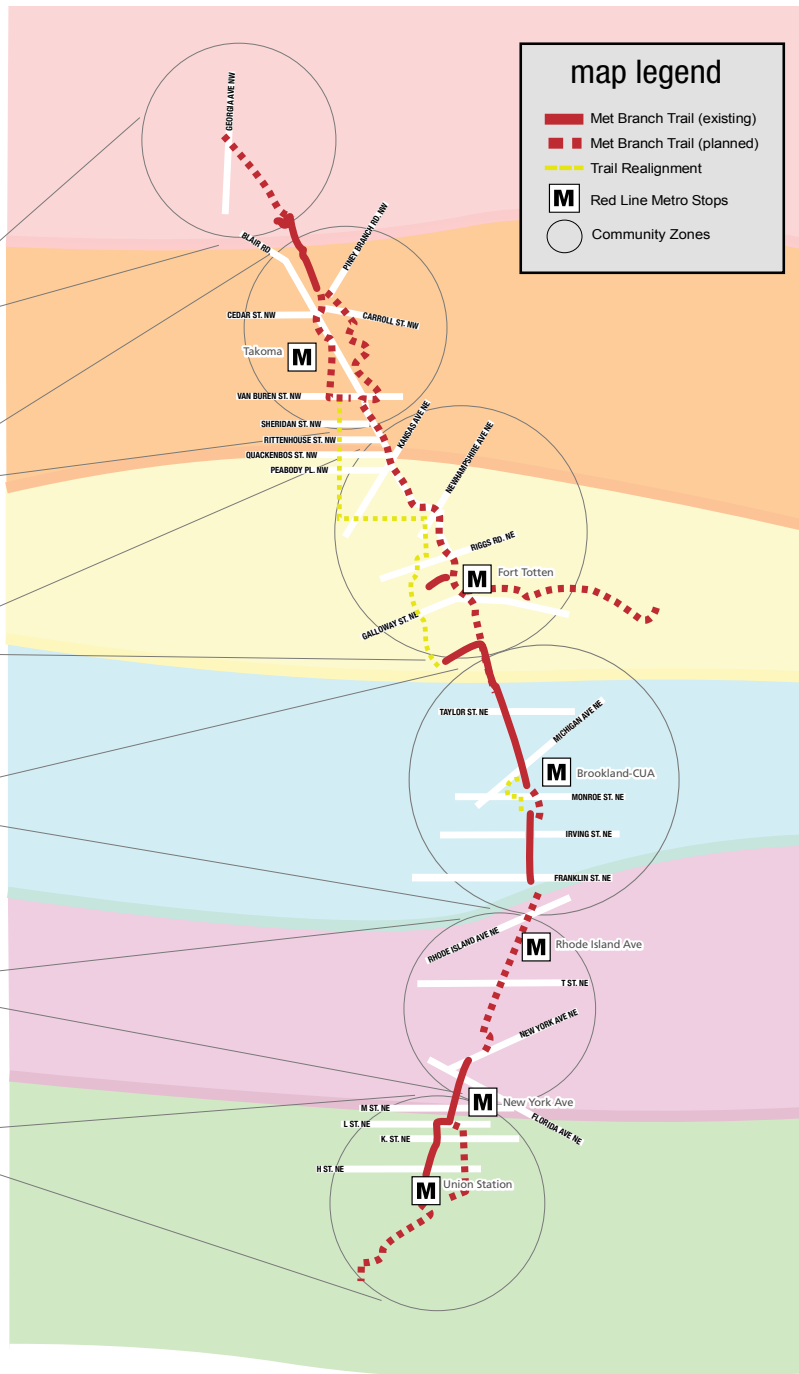
The examples on this page also show how the MBT identity consistency can be maintained when producing Web and digital media.



BROCHURE & GUIDE



Description: Development of additional materials that promote the trail and providing information and maps for using the trail will further ensure success. Where limiting the amount of printed material is important for saving money and maintaining a low carbon footprint, developing key pieces is recommended. This page shows how the MBT identity can be used to maintain design consistency on a printed brochure or guide.



COMMUNITY ZONES

Description: Establishing community zones is method of involving the various communities the trail connects as well as improving way finding. These zones would help define sections of the trail and encourage citizens to take ownership, keep clean and use the trail.

In addition to establishing the zones, it is also recommended that each zone be assigned a color for identification. These colors could be combined into a band of colors and become a part of the overall trail identity. You will notice that throughout this manual a band of color lines has been used as a design element to identify the trail as well. These colors symbolize the various communities unified by the trail

To initiate the implementation of the zones, each community could become involved in the development of a zone logo that represents their area. These logos would contain iconic visual symbols a user would encounter while using that portion of the trail.

During the opportunity for public comment this idea was presented to the various communities and was very well received. It almost always engaged them enough to share ideas and opinions. It seemed that individuals responded positively to a part of the trail being identified as part of their community and loved the idea of having their own logo.

The zone logos would be used on materials related to that community, placed on maps and location kiosks. These logos would not be used on the primary directional signage to avoid confusion.

On the following page larger versions of rough concepts for these zone logos are presented.



COMMUNITY ZONE LOGOS

Description: On this page are rough concepts for the zone logos. These logos follow the basic form of the primary MBT logo while the line and graphic material varies based on the individual community. The horizontal line reflects the topography of the land and the icons represent visual elements specific to that area.

After review of comments from the initial public review period it is my recommendation that these zone logos be simplified similarly to the Takoma Park logo. That specific logo was very well received and while the others variations sparked more debate on what icons should be included.

The digital file for these logos in their current state has been included.

Digital Files:
"MBTzonelogos.eps" Adobe Illustrator CS3



COMMUNITY OUTREACH

Description: Events and opportunities for the community associated with the Metropolitan Branch Trail are endless. With the trail having multi functional purposes, programs that target and bring those audiences together have great potential to establish the MBT within the region. Possibilities could include:

Festivals & Races: Annual events where each segment or zone hosts their own festival and events are held that connect them all together like: Relay races from zone to zone, historical or cultural exhibits about each community, different themes or cultures.

Promotions: Producing give-a-ways with individual community/ zones logo imprinted on them. MBT staff or volunteers could set up a display on heavy use days and hand out items and collect names for mailings or even build a dues based membership for exclusive use and options.

Trail Rental: MBT as a Venue The trail could be promoted as a new option for the areas various races & walks. This could become a revenue stream as well.

Community Trail Watch: A program to establish policies and procedures for keeping the trail safe including a place on the web site for people to alert, warn, or advise on trail attributes.

Advertising: Produce an Awareness Campaign that focuses on the various unknown facts about the trail like *“did you know it takes only takes 10 min. to get to Union Station using the MBT?”* and *“have you ever wondered where you can take your kids to bike ride that’s off the road, but in the city?”*



acknowledgments

These art and design standards would not have been possible without the support of the following:

DC Commission on the Arts & Humanities
DC Department of Transportation
Deirdre Ehlen & Rachel Dickerson, DCCAH Staff
Heather Deutsch, DDOT Trail Planner
Kelly Pack & Stephen Miller, Rails to Trails Conservancy
Robert Kent Wilson, Artist

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