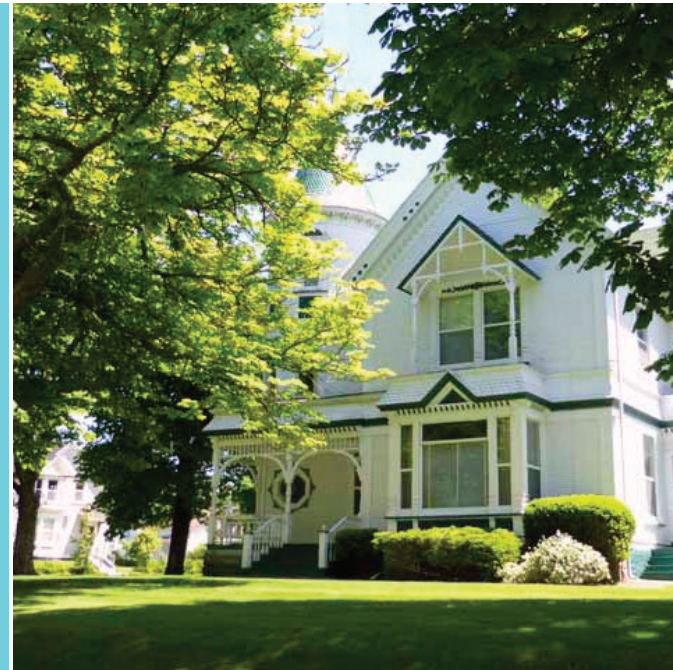




# Town of Yarmouth— Place Branding and Wayfinding Program



 *form:media*

TITLE  
Design Development

DATE  
November 12, 2015

CLIENT  
Town of Yarmouth





review

**90 % banners and directional signage**

contents

**introduction**

**sign families**

**branding**

**visitor experience**

**summary**

fundamentals of signage

**approach**

**enter**

**find**

user groups

**local residents** require little help;

they live within the town lines and use its amenities daily.

**regional residents** live

outside the town lines and enter Yarmouth as the hub of South West Nova to shop, dine, or be entertained, to do business or to visit the regional hospital

**visitors** may be coming to Yarmouth for the first

time, from Halifax, Maine or elsewhere. They may be tourists or business people

issues

**MUTCDC comprehension:  
5 destination max**

**50-70 km = 5-6 inch cap  
height**

**30-50 km = 4-5 inch cap  
height**

# destinations

FIREFIGHTERS'S MUSEUM | W L SWEENEY FISHERIES MUSEUM  
TH' YARC | YARMOUTH COUNTY MUSEUM& ARCHIVES | CAPTAIN'S &  
SHIPOWNERS'S HOUSES | YARMOUTH CENOTAPH | ART GALLERY OF NOVA  
SCOTIA | KILLAM BROTHER BUILDING | ST. AMBROSE CATHEDRAL | ST.  
AMBROSE CATHEDRAL | EMPIRE THEATRES STUDIO | MARINERS CENTRE  
IWK MEMORIAL LIBRARY | CENTRAL SCHOOL | TOWN  
HALL | NSCC | BOAT LAUNCH | YARMOUTH CONSOLIDATED MEMORIAL  
HS | LAKE MILO BOAT CLUB | | POLICE STATION | YARMOUTH  
REGIONAL HOSPITAL | FERRY TERMINAL | VISITORS' CENTRE | AIRPORT |  
SEALED LANDERS PARK | FROST PARK | HERITAGE PARK | BEACON  
PARK | CORONATION PARK | BROAD BROOK WETLAND  
PARK | | GOLF COURSE | YARMOUTH CENTRAL SCHOOL TENNIS  
COURT | SOUTH END PLAYGROUND | OLD YARMOUTH HIGH SCHOOL FIELD | ST  
AMBROSE TENNIS COURT/FIELD | YARMOUTH CONSOLIDATED MEMORIAL HS  
FIELD | | YMCA | KNIGHTS OF COLUMBUS | YARMOUTH  
LIONS CLUM | SHRINERS MASONIC | CONVENTION CENTRE | | YCTDA  
TRAIL | CLEMENTS AVENUE TRAIL | BROAD BROOK WETLAND TRAIL

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# local residents

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# regional residents

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# visitors

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# information chunking

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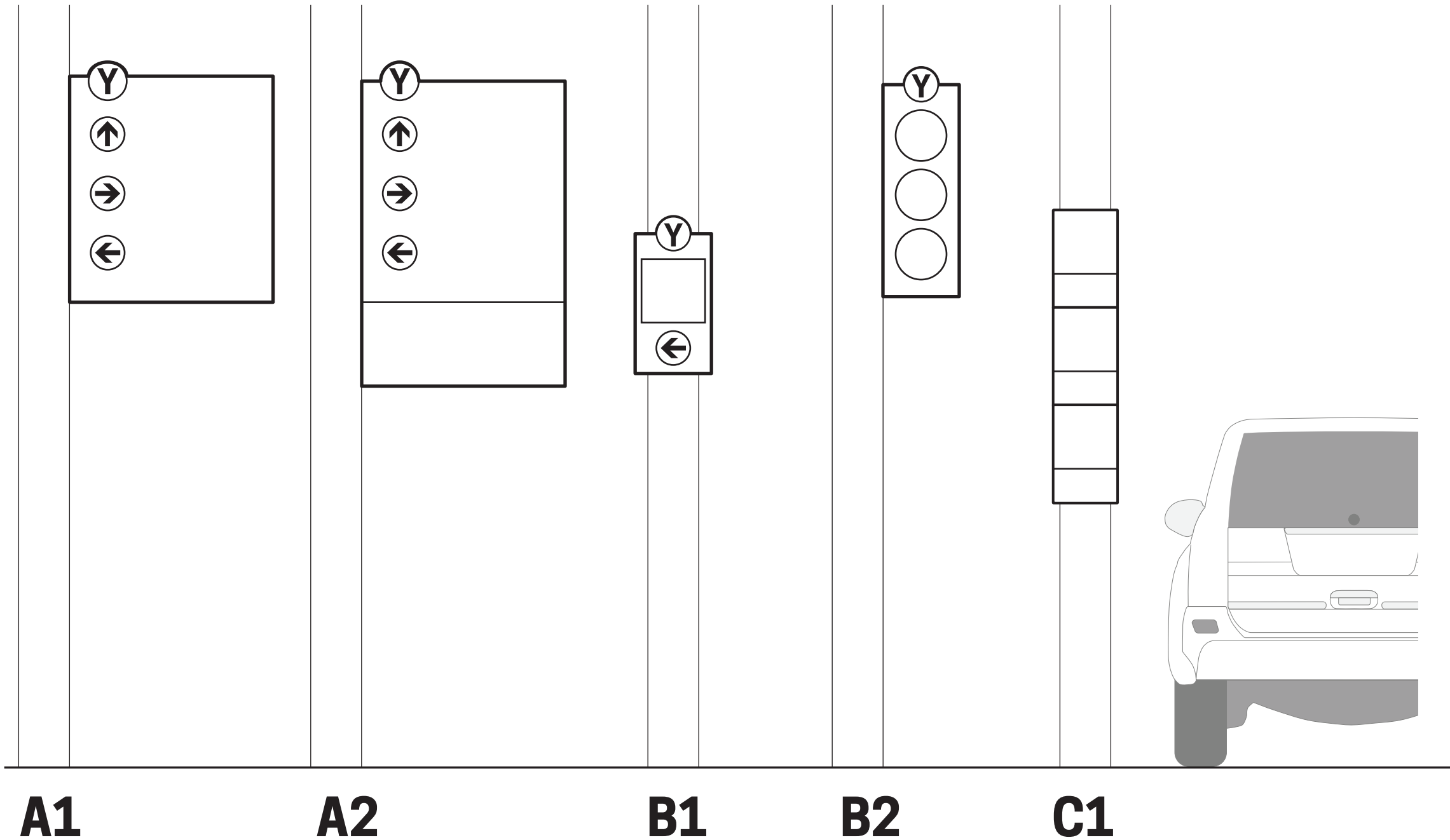
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# sign families

## VEHICULAR DIRECTIONAL



**A1**

**A2**

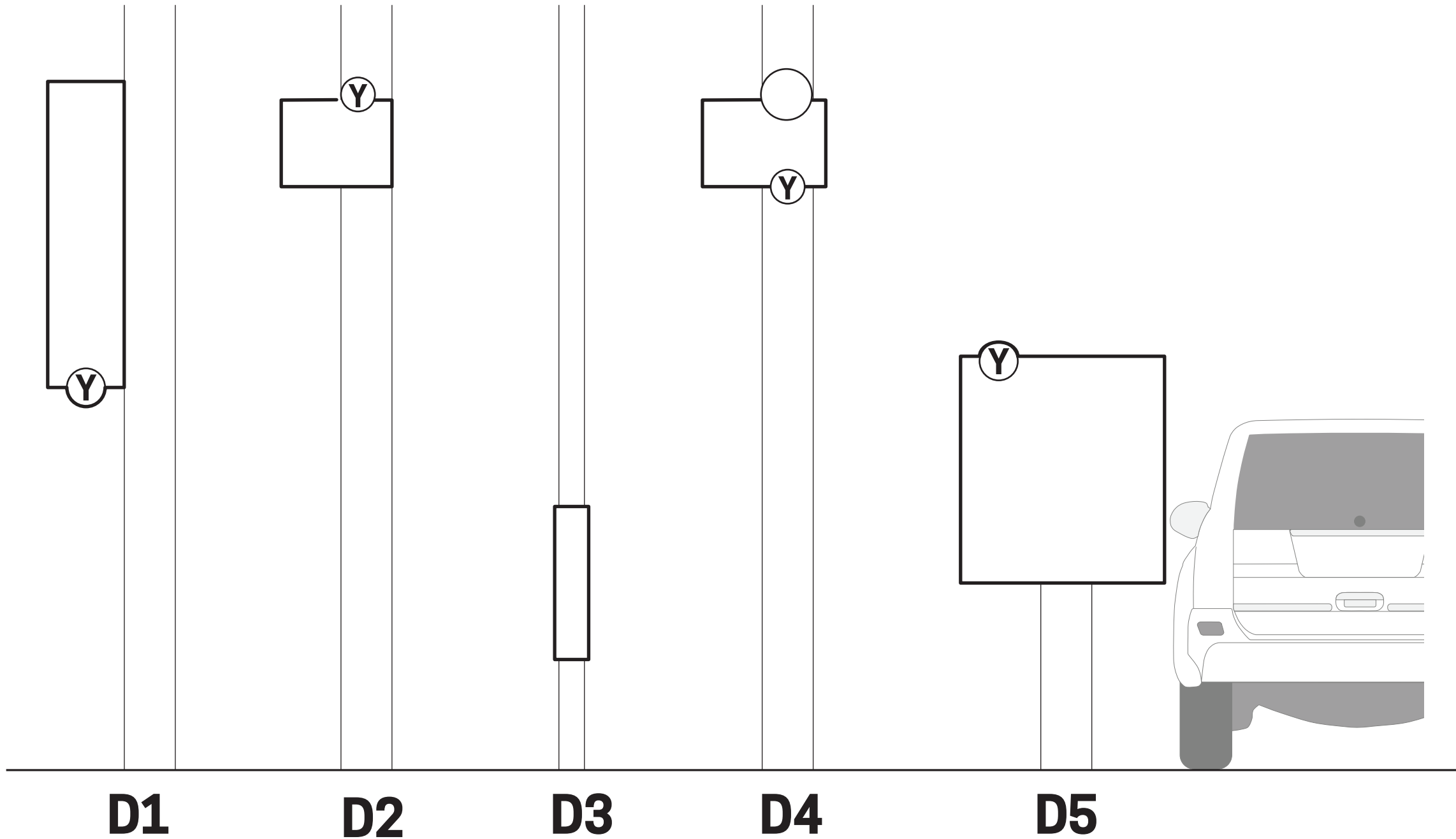
**B1**

**B2**

**C1**

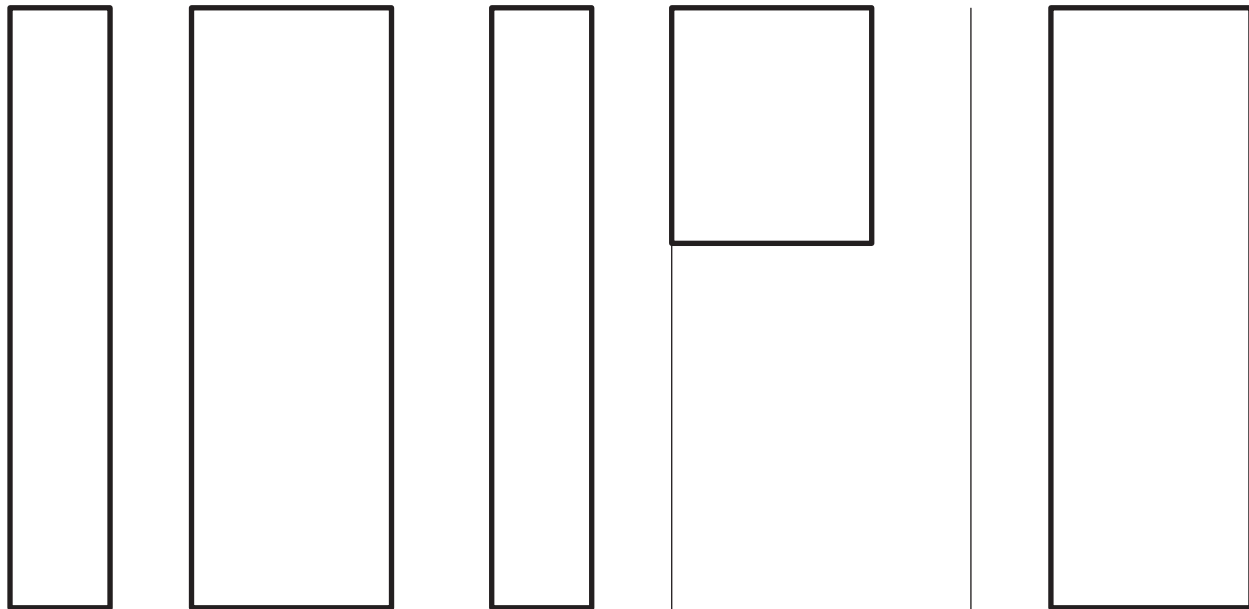
# sign families

## IDENTIFICATION



# sign families

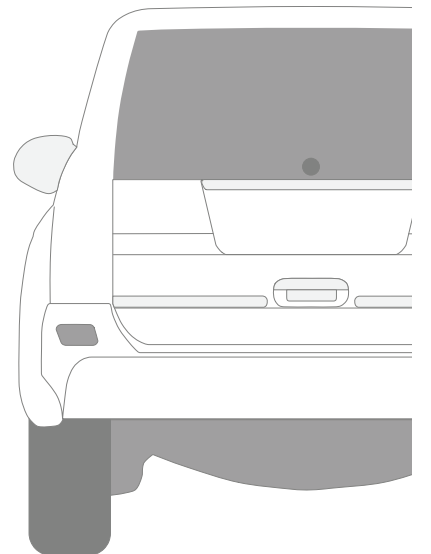
## BANNER



**E1**

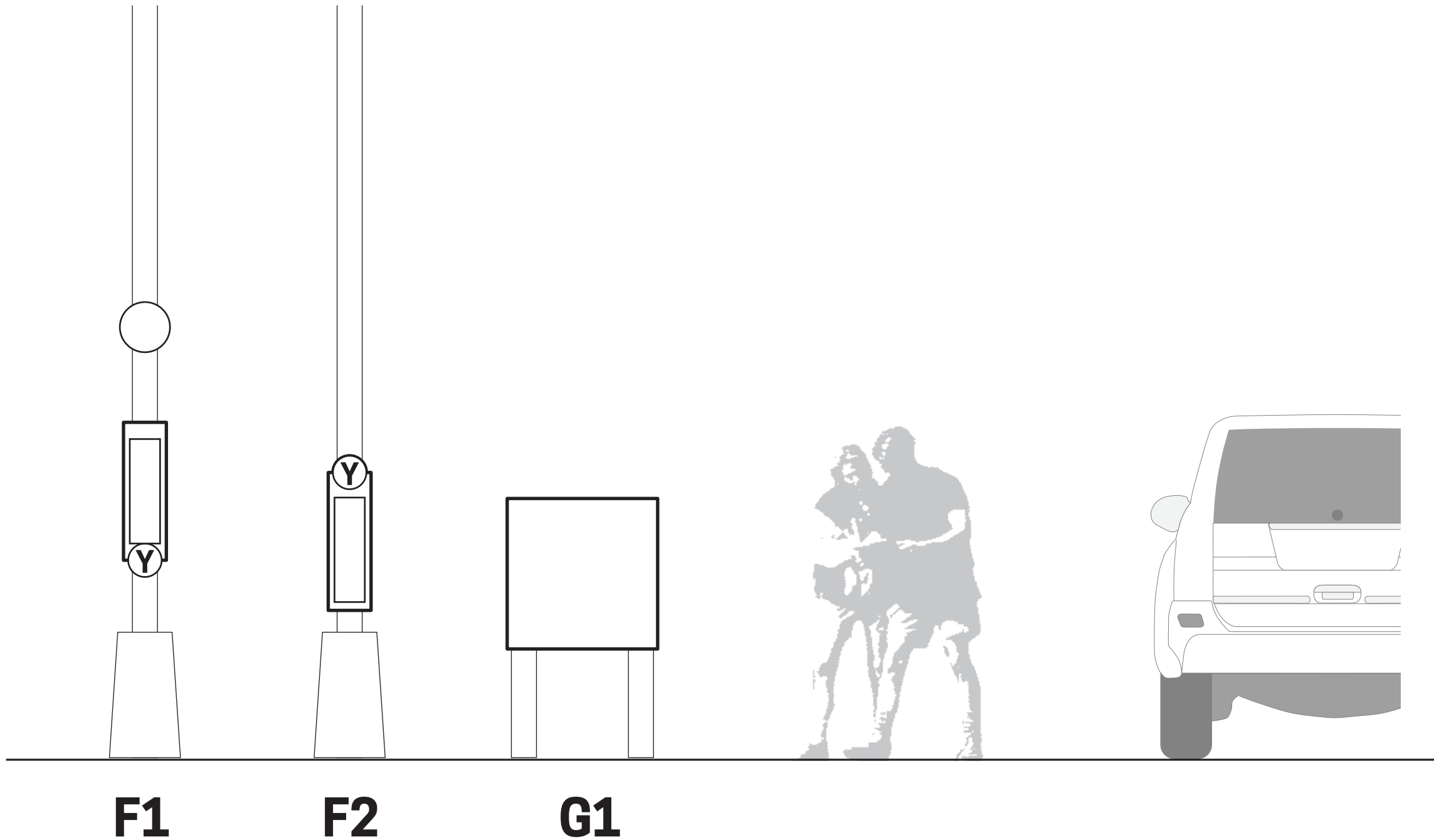
**E2**

**E3**



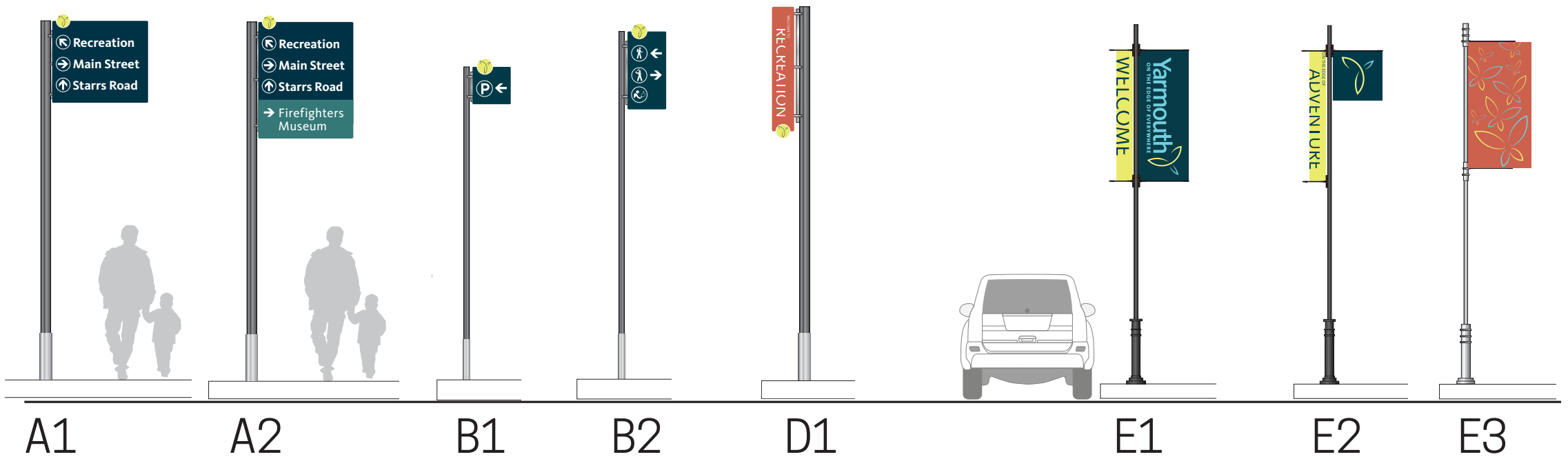
# sign families

## PEDESTRIAN DIRECTIONAL



90% banners and directional

# sign families



brand elements



primary brand colours



secondary brand colours



Kievit typeface  
**A a B b C c 1 2 3 Xx**

ON THE EDGE OF

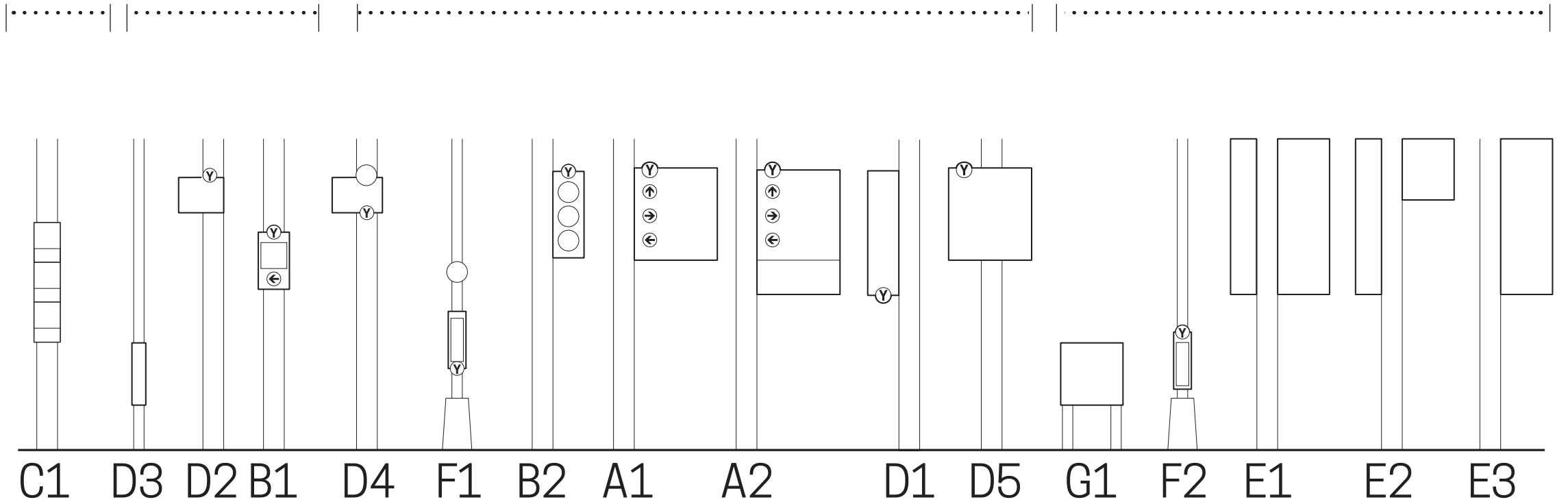
**EVERYWHERE**

# branding

none brand light

brand medium

brand heavy



visitor experience

fundamentals of signage

**approach**

**enter**

**find**

scenerio 1

DIGBY TO FERRY TERMINAL

# visitor experience

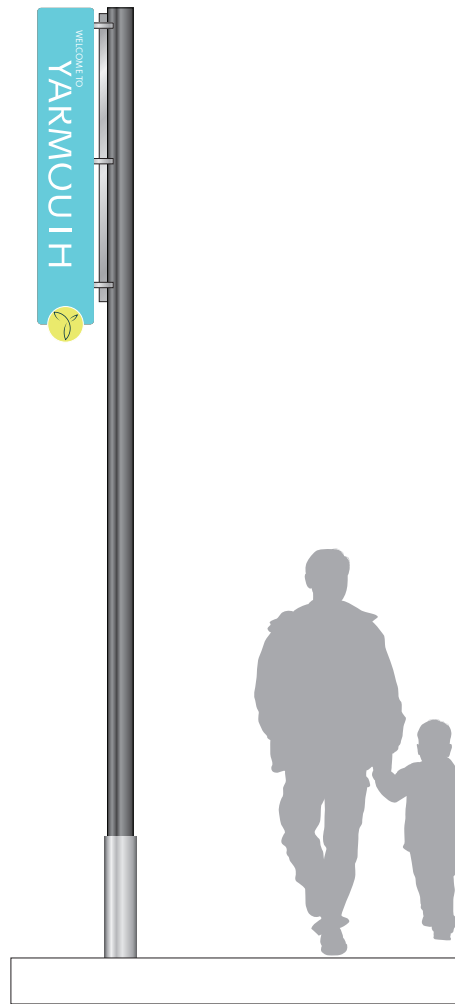
DIGBY TO FERRY TERMINAL



**Yarmouth 10 km**

# visitor experience

DIGBY TO FERRY TERMINAL  
TOWN LIMIT



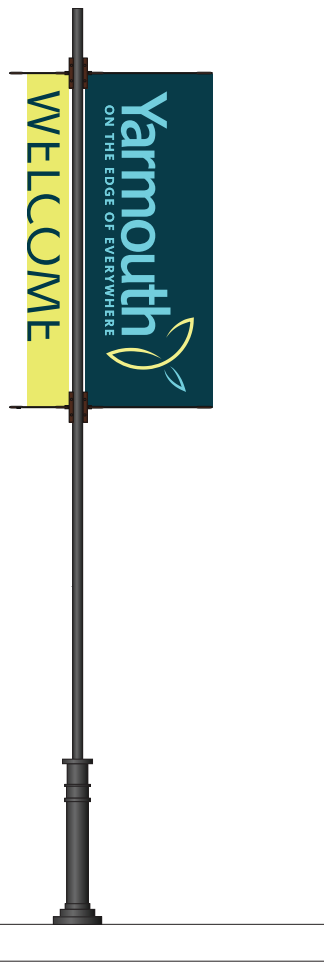
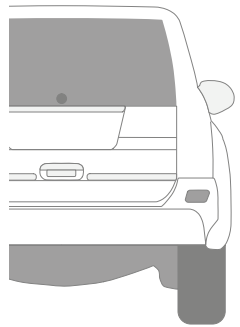
D1



# visitor experience

DIGBY TO FERRY TERMINAL

MAIN STREET ALONG SEALED LANDERS PARK



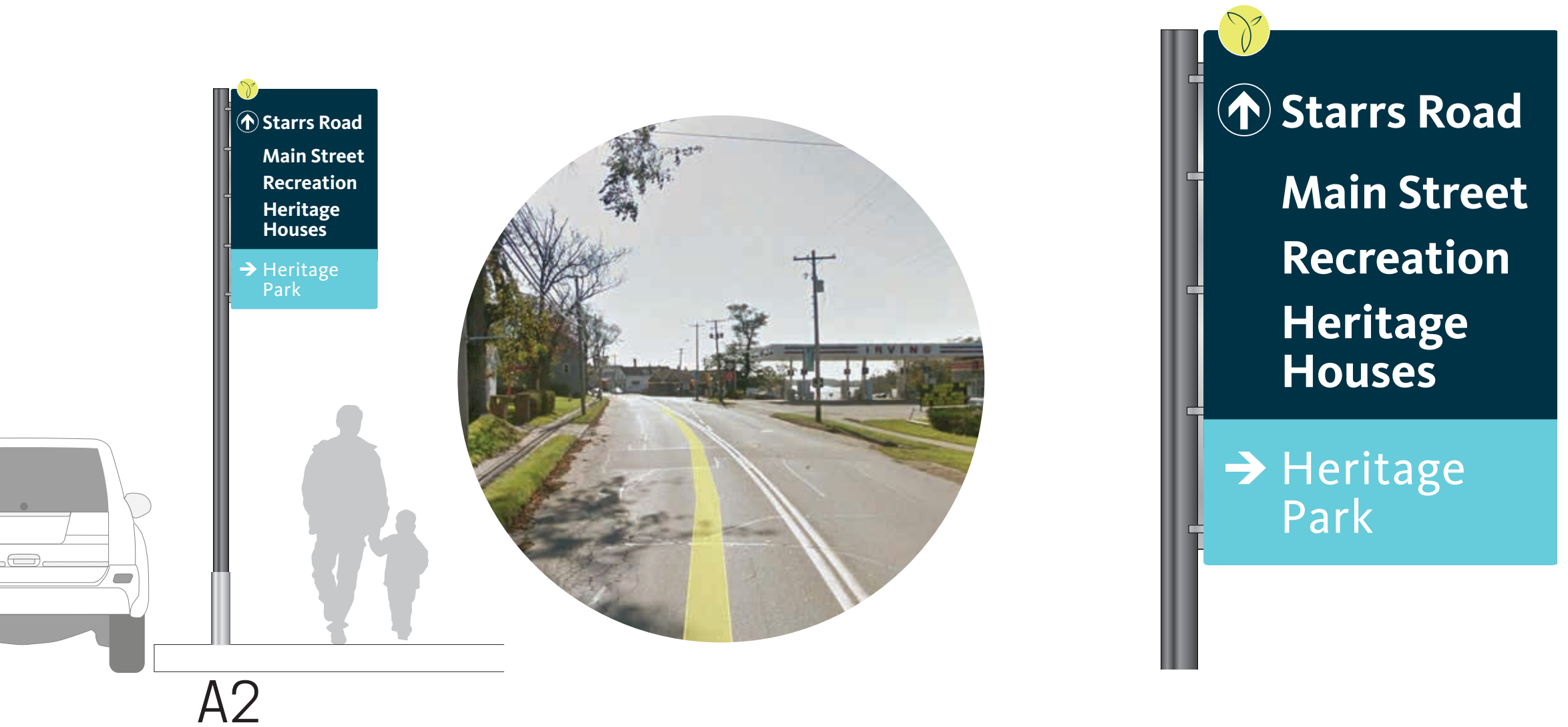
E1



# visitor experience

DIGBY TO FERRY TERMINAL

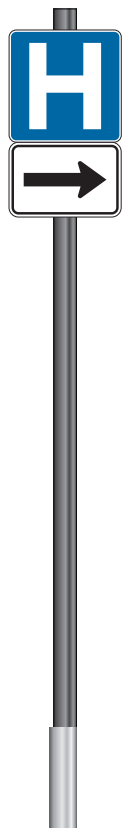
MAIN STREET APPROACHING CHESTNUT STREET



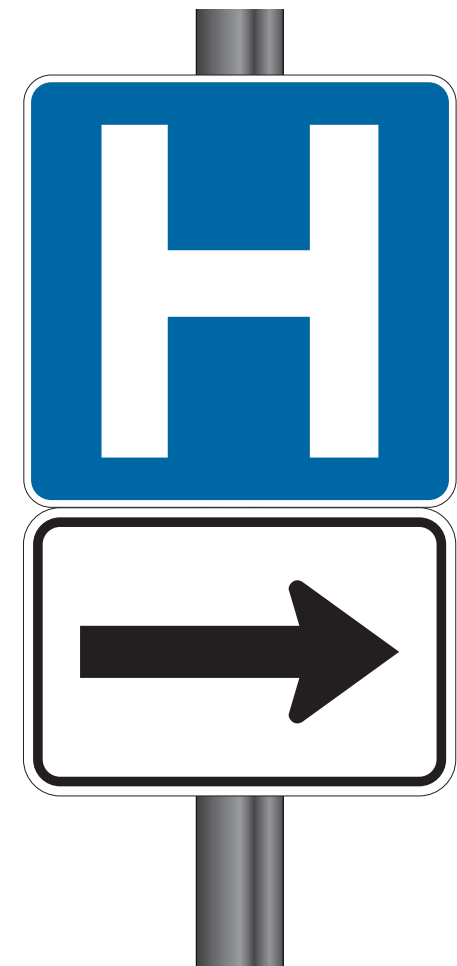
# visitor experience

DIGBY TO FERRY TERMINAL

MAIN STREET APPROACHING CHESTNUT STREET



C1



# visitor experience

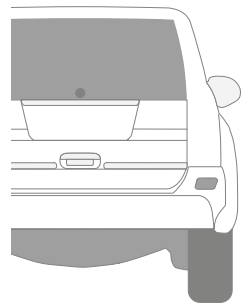
DIGBY TO FERRY TERMINAL

MAIN STREET APPROACHING STARRS ROAD

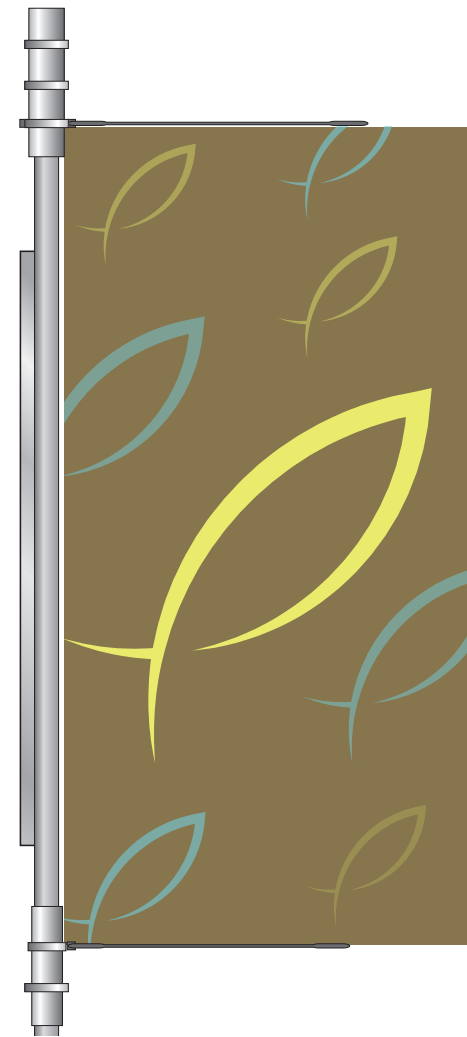


# visitor experience

DIGBY TO FERRY TERMINAL



E3



# visitor experience

DIGBY TO FERRY TERMINAL  
MAIN STREET AND KING STREET

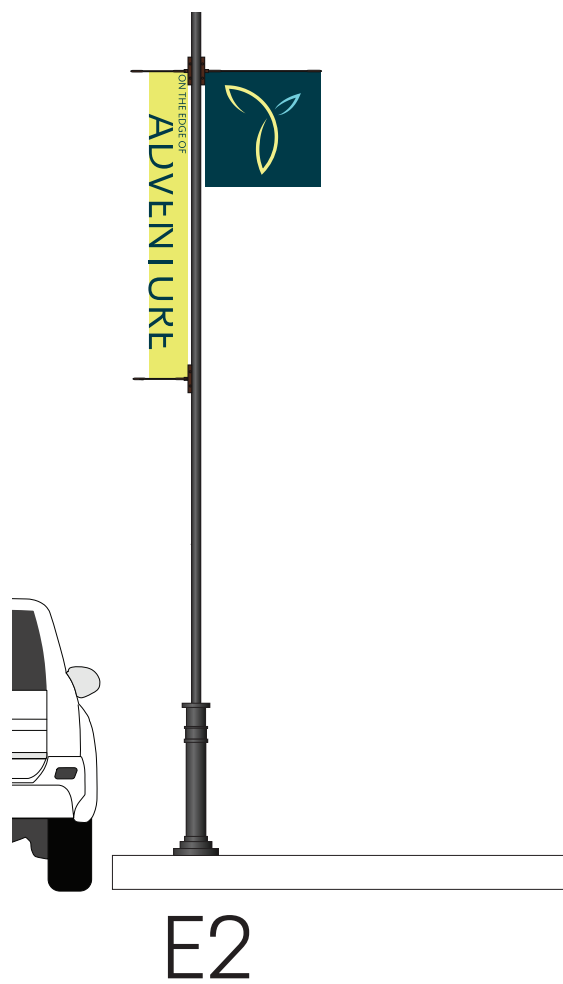


E3 + D1



# visitor experience

DIGBY TO FERRY TERMINAL  
ALONG MAIN STREET



# visitor experience

DIGBY TO FERRY TERMINAL

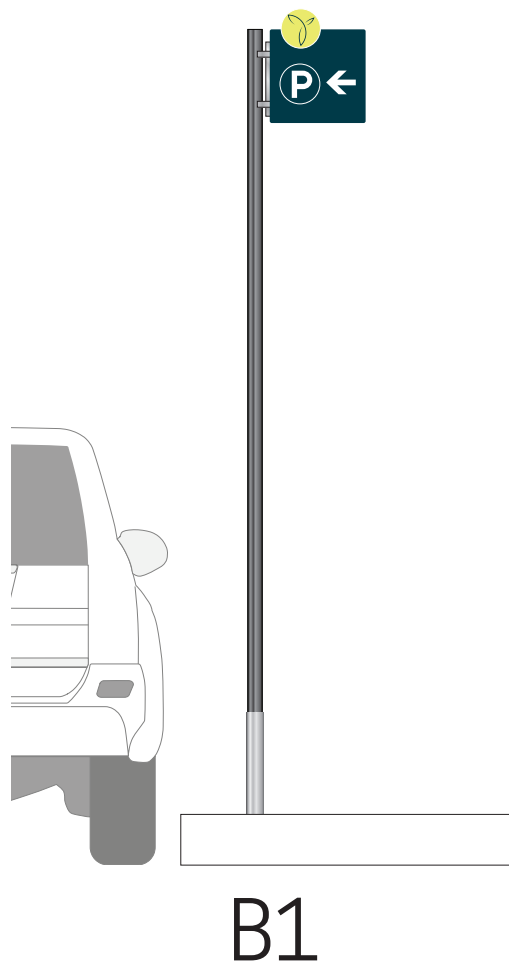
MAIN STREET APPROACHING GLEBE STREET



B1 + A2

# visitor experience

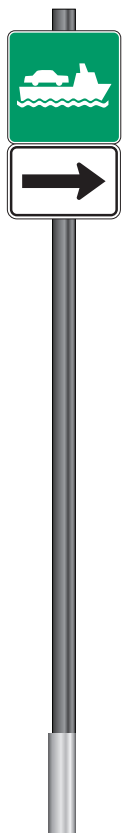
DIGBY TO FERRY TERMINAL  
ALONG MAIN STREET



# visitor experience

DIGBY TO FERRY TERMINAL

MAIN STREET APPROACHING BROWN STREET



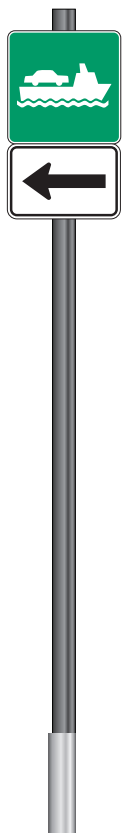
C1



# visitor experience

DIGBY TO FERRY TERMINAL

BROWN STREET APPROACHING WATER STREET



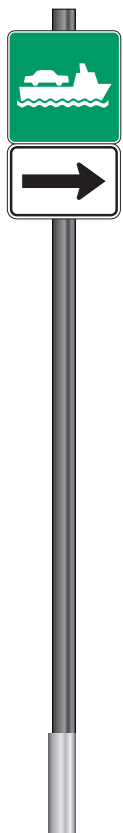
C1



# visitor experience

DIGBY TO FERRY TERMINAL

WATER STREET APPROACHING FERRY TERMINAL



C1



scenerio 2

HIGHWAY 101 TO BALL GAME

# visitor experience

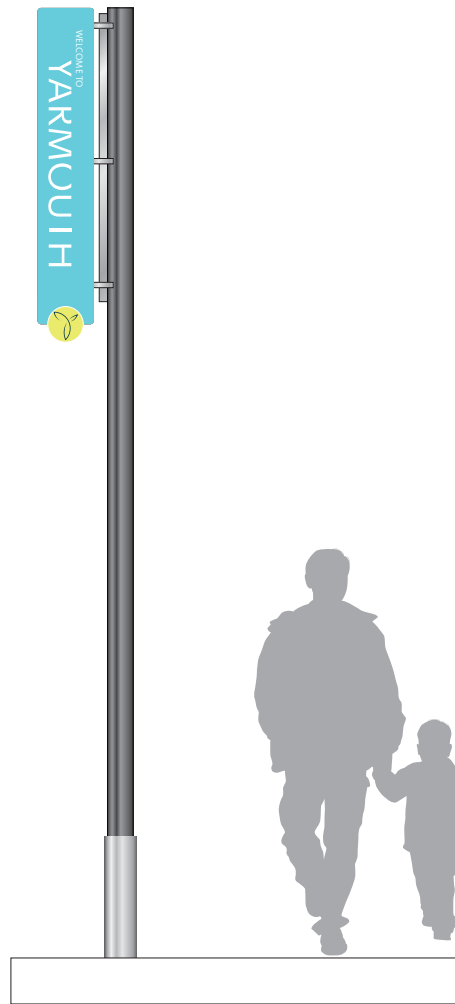
HIGHWAY 101 TO BALL GAME



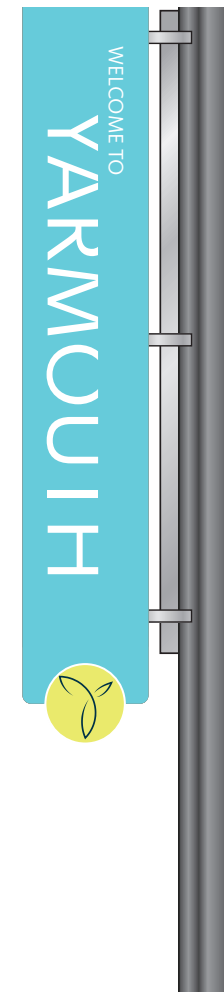
**Yarmouth 10 km**

# visitor experience

HIGHWAY 101 TO BALL GAME  
TOWN LIMIT

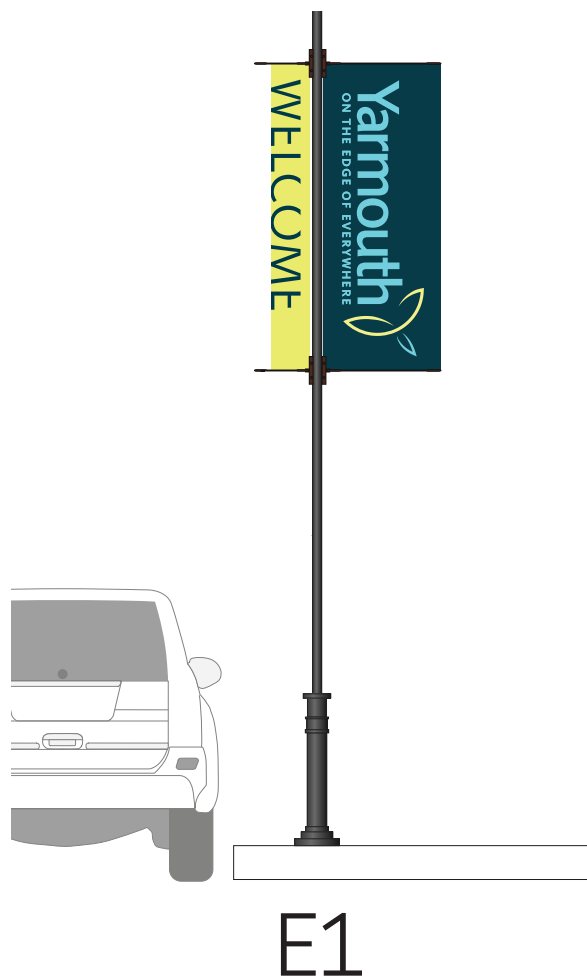


D1



# visitor experience

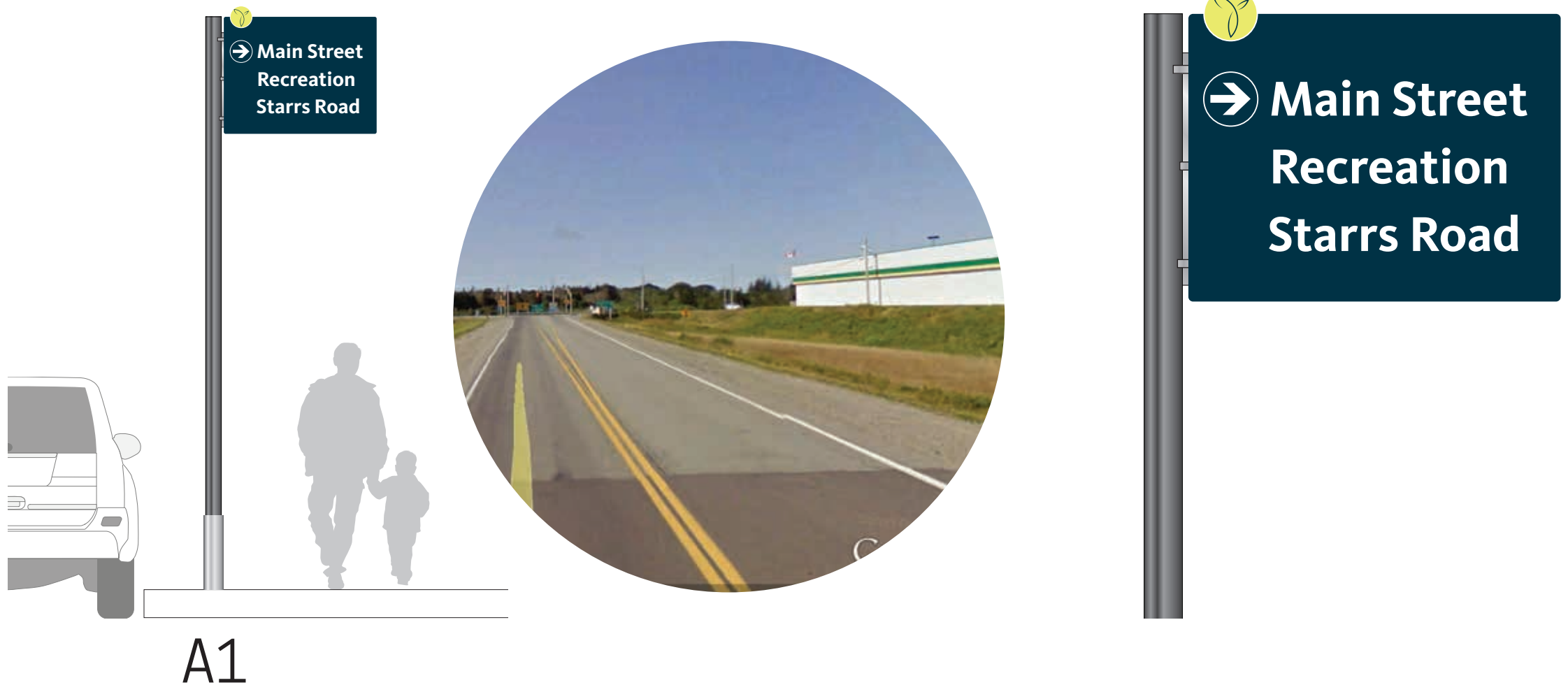
HIGHWAY 101 TO BALL GAME



# visitor experience

HIGHWAY 101 TO BALL GAME

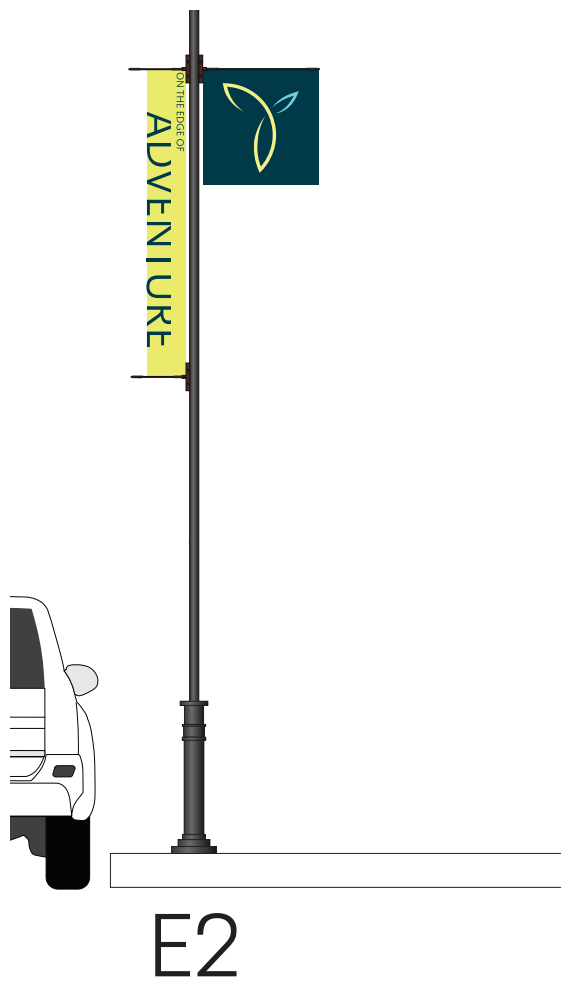
HIGHWAY 101 APPROACHING STARRS ROAD



A1

# visitor experience

HIGHWAY 101 TO BALL GAME  
ALONG STARRS ROAD



# visitor experience

HIGHWAY 101 TO BALL GAME

STARRS ROAD APPROACHING PLEASANT STREET



DI+A2

# visitor experience

HIGHWAY 101 TO BALL GAME

PLEASANT STREET APPROACHING PARADE STREET



A2



# visitor experience

HIGHWAY 101 TO BALL GAME

PLEASANT STREET APPROACHING FOREST STREET



A1

# visitor experience

HIGHWAY 101 TO BALL GAME



E3



# visitor experience

HIGHWAY 101 TO BALL GAME

PLEASANT STREET APPROACHING ALBERT STREET

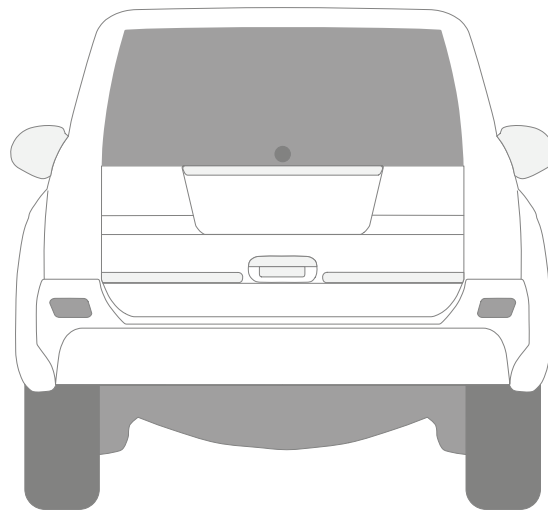


B2+D1

summary

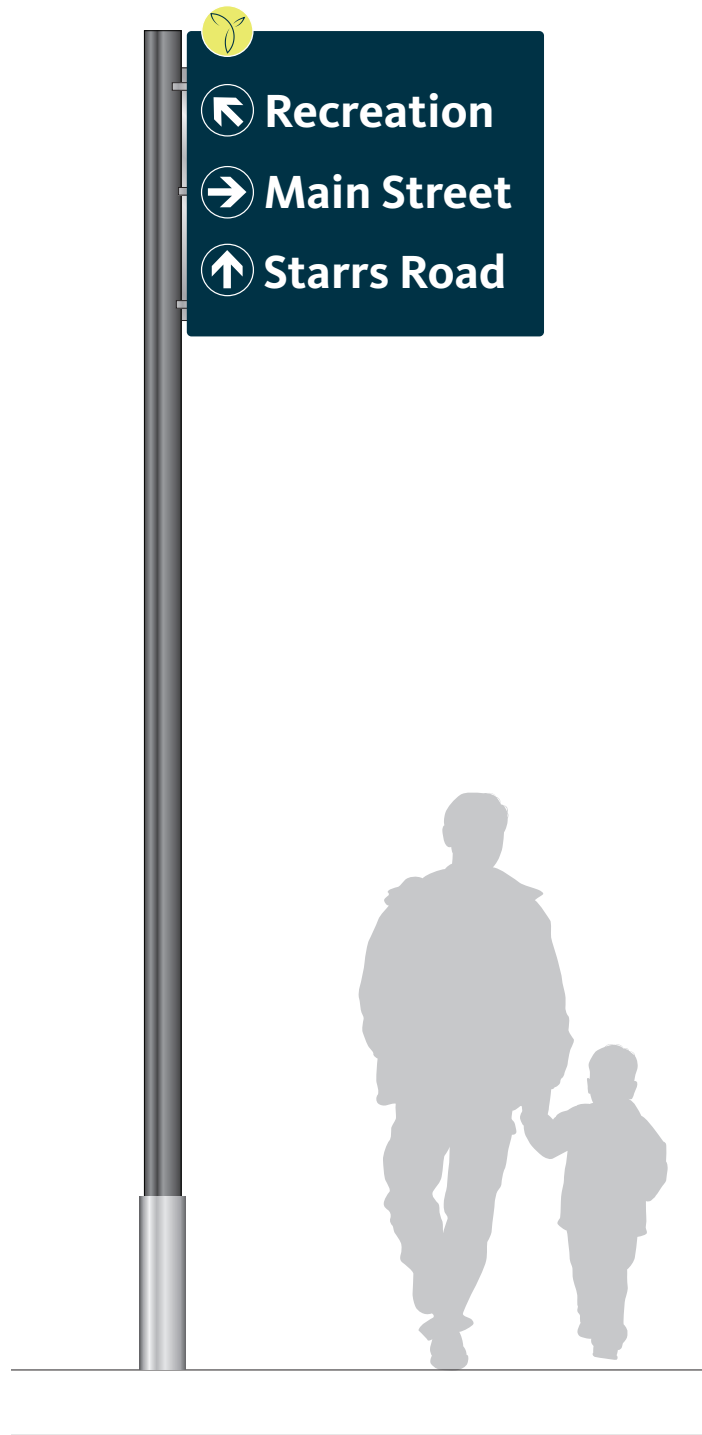
# sign families

## TOWN WELCOME BANNER



E1

# sign families



A1



A2

# sign families

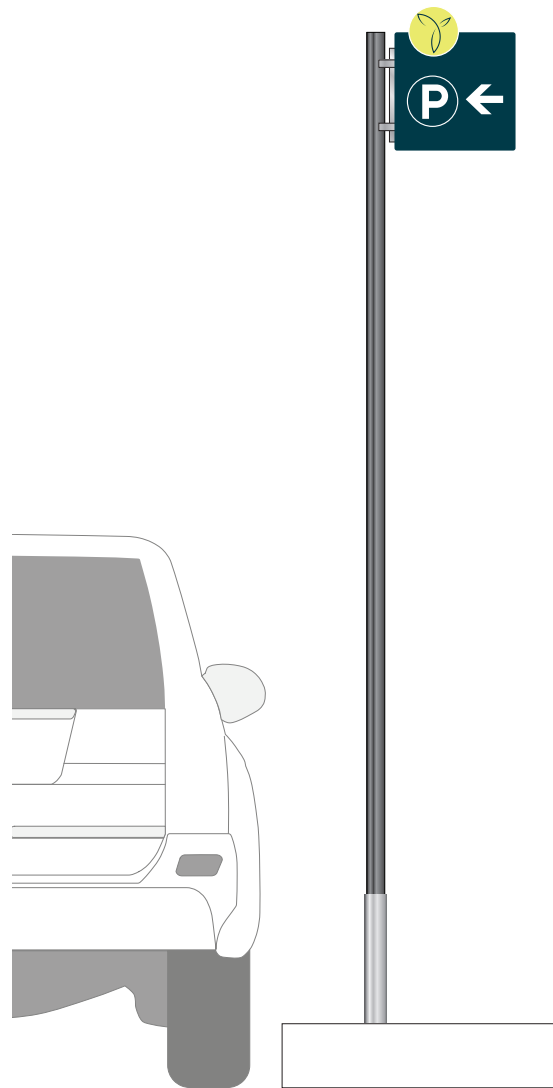


A1+D1

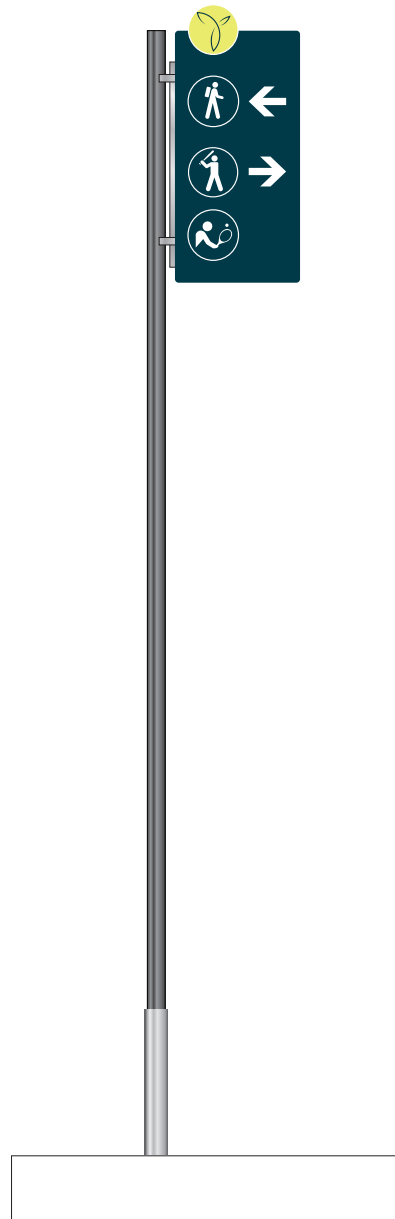


A2+D1

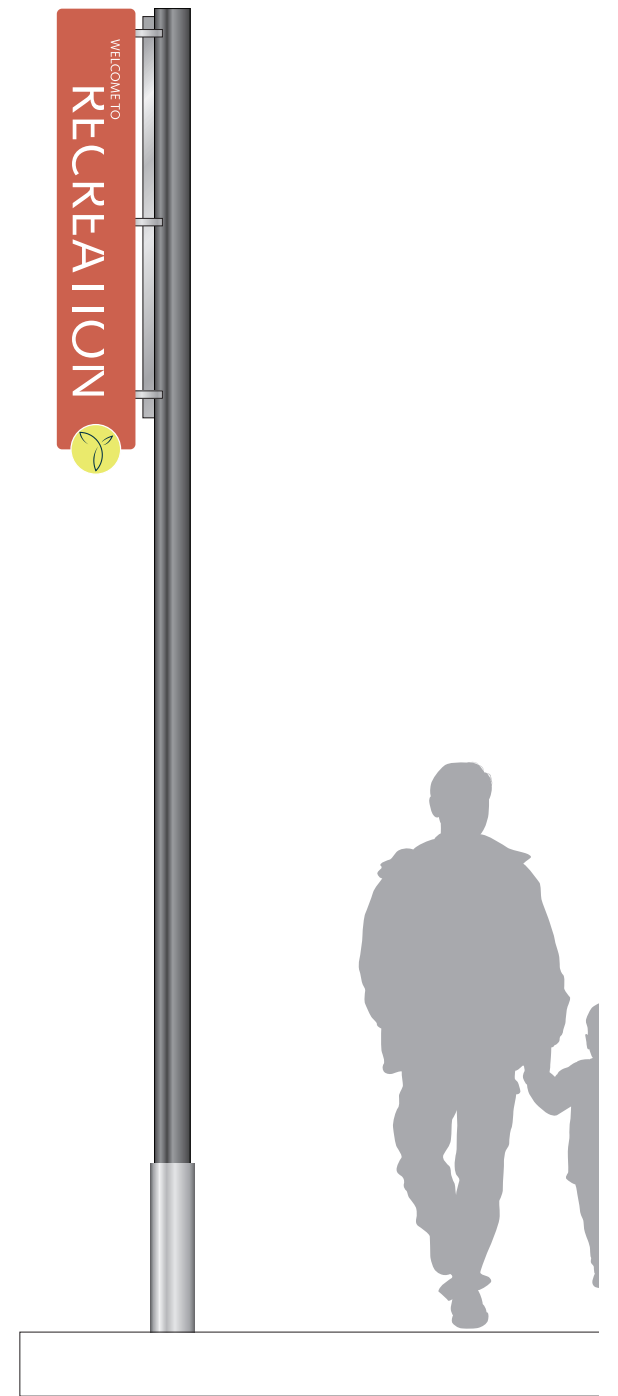
# sign families



B1



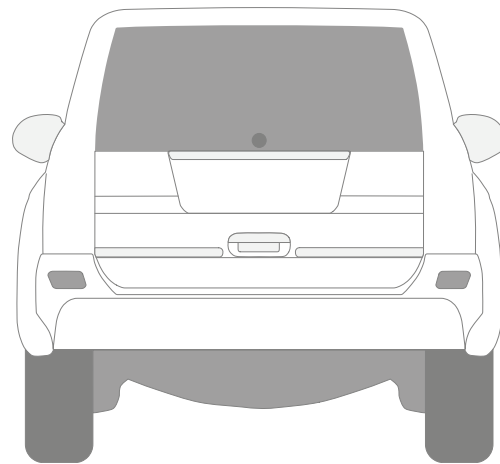
B2



D1

# sign families

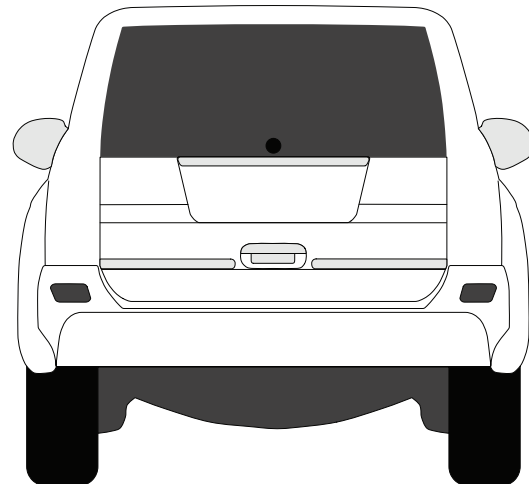
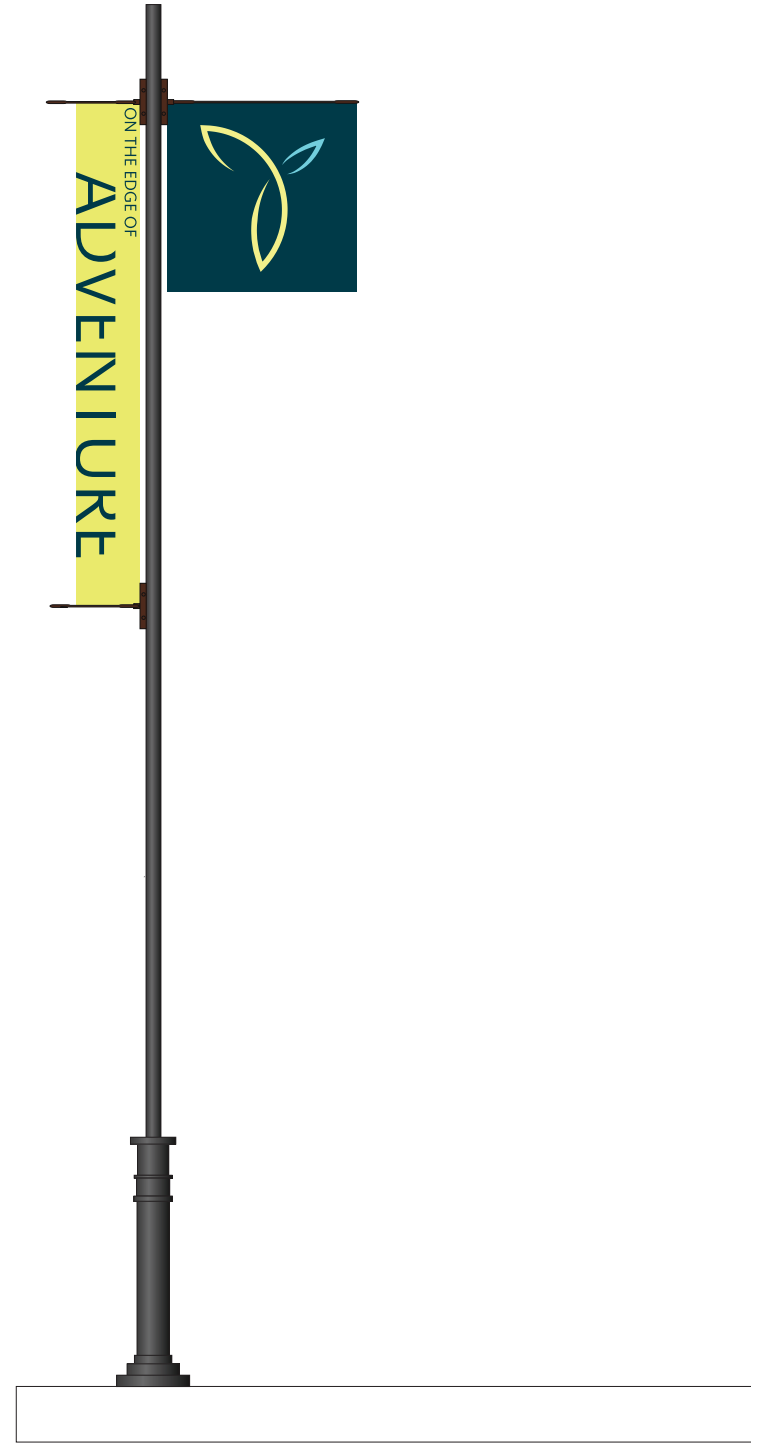
## DISTRICT WELCOME BANNER



E3

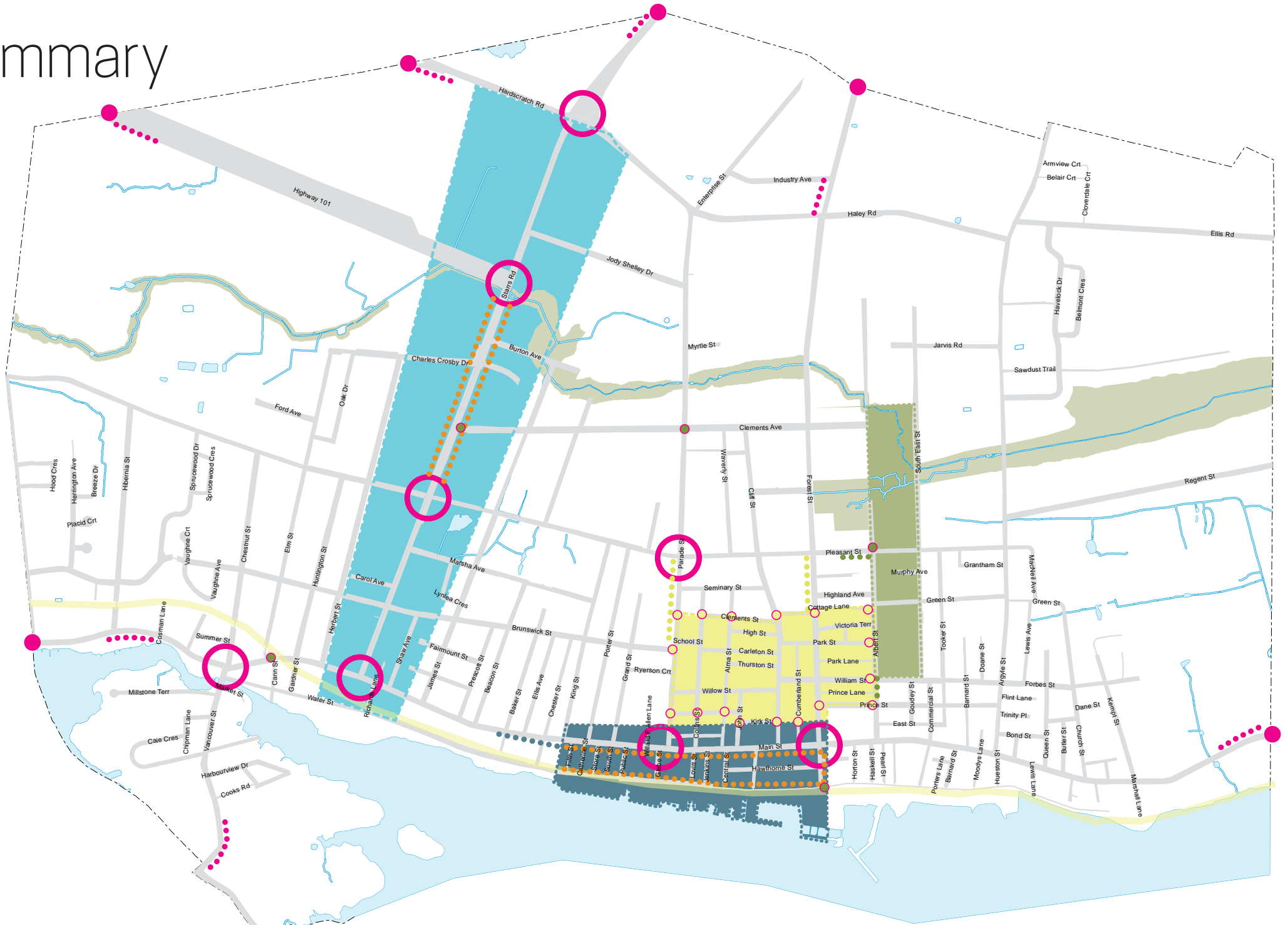
# sign families

## CORRIDOR BANNER



E2

# summary



## DISTRICT

- STARRS ROAD DISTRICT
- MAIN STREET
- HERITAGE HOUSES DISTRICT
- RECREATION DISTRICT
- GREEN

## SIGN TYPES

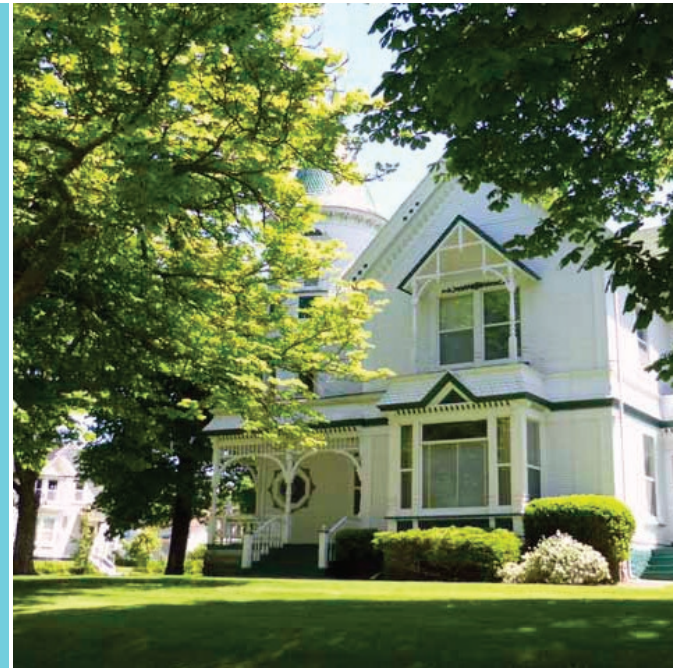
- TOWN BOUNDARY MARKER
- WELCOME BANNERS
- DIRECTIONAL SIGNS
- TRAIL ID
- HERITAGE DISTRICT ID

## BANNERS

- HERITAGE DISTRICT WELCOME BANNERS
- MAIN STREET WELCOME BANNERS
- RECREATIONAL DISTRICT WELCOME BANNERS
- CORRIDOR BANNERS



# Town of Yarmouth— Place Branding and Wayfinding Program



 *form:media*

TITLE  
Design Development

DATE  
November 12, 2015

CLIENT  
Town of Yarmouth

