on site orientation

National Park Service

Wayside Exhibits

Map Standards

You Are Here

a collection of guidelines established to create consistency with official National Park Service publication maps

www.nps.gov/hfc

updated May 25, 2005
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Planning and Design Guidelines

Why map standards
The intent of the NPS Wayside Map Standards is to establish a common language with National Park Service maps developed by the Department of Publications. Visitors will likely use a combination of both wayside maps and published maps for orientation purposes. Visitors should find that the wayside maps look, feel, and function like the official park publication maps. Map standards should serve as a guide to mapping, not as a hard-and-fast set of rules.

What’s unique about wayside maps
The differences between the two standards are due to the different functions of waysides and publications. Unlike published maps, wayside maps can only be used on-site and cannot be carried away with the visitor for further reference. The wayside audience is a pedestrian audience. The You Are Here is the most important feature on a wayside map. Orientation maps should provide only the necessary information to assist a visitor traveling from the site to point B. Wayside maps work best when they are site-specific and have a clear focus. They should not include all the information you would see in a photograph or on the ground. Only those elements which are relevant to the purpose of the map should be shown.

Planning a Map
Site
The specific location of the wayside is critical in determining the content of the map.

Purpose
When planning a new map it is critical to establish clear intent. A map may not be appropriate graphic solution.

Audience
Remember that the wayside audience is a pedestrian audience that is facing in a particular direction with a view of specific landscape and structural features.

Size and Scale
The size and scale of the map is based on its purpose, the amount of space available in the exhibit layout, and the geographic area and content of the map. A poorly designed map can mislead people if, for example, short distances appear to be very long. Maps should be created at the same size as will be used in the final reproduction. Adding to the map area, or changing the scale can double the cost and time needed to create a map.

Layout
Avoid placing maps within maps. Readers don’t know where one ends and the other starts. Avoid placing non-map information on maps.

Orientation
In general, maps work best when north is at the top of the map. However, wayside maps often work better when they are oriented in the same direction as the viewer. More information on orientation is included on page 8.
Planning a Map

Content
Determine what geographical information and labels to include on the map. These are not design decisions at this point, but rather informational choices. Only those elements which are relevant to the purpose of the map should be shown. Gather resource maps to be used for base information, keeping in mind that these reference maps were created for different purposes. Consider the wording used on the map to be sure it doesn’t conflict with the signage used in the park or the wording used in the exhibit text. Refer to the official publication for consistency among media. It is helpful to have written list of all features (park areas, open water areas, drainages, roads, trails etc.) and labels (spelled correctly) listed in the order of importance. A map compilation can be a very helpful tool for conveying the map content to a cartographer.

Map Planning Worksheet
A Map Planning Worksheet has been created for use in gathering and documenting the information necessary to create an effective wayside map. The Worksheet is attached to the end of these guidelines and is also available at www.nps.gov/hfc/products/waysides/contents.htm
Separate layers should be developed for each feature type. For example, all drainages of the same type should be on one layer and all drainage labels should be on a separate layer.

Layers should be named the same as the feature on the layer, followed by the color and line specifications and an indication as to whether the layer overprints or not. "NoOP" means only the specified color should print.

Always work at actual scale. Never create a map to be reproduced at a different scale.

For maps which will bleed to the edge of the panel, labels and features should be placed at least 1-3/8" from the outside edge.

Always show dashed linework that intersects with other map features as touching. It may be necessary to adjust a few of the dash lengths. Never leave a short or extra long dash hanging.

Generalizing or simplifying geographic features may be necessary to clearly separate, for example, a road or trail which parallels a drainage. Never misrepresent intersections. Trails and roads must have accurate intersections, i.e. showing whether a trail junction will be a fork or a t-intersection.

In most cases, waysides that include maps are fabricated as digital prints embedded in fiberglass. In a few cases maps may be created as a combination of four-color process and flat colors for porcelain or screen printing. Since these decisions will affect how the map is designed, the production methods should be identified as early in the planning and design process as possible.

Production contractors shall modify the digital files as necessary to create appropriate traps for elements which do not overprint.
Typography

General notes

All type is in Adobe Frutiger. Type smaller than 14 point should not be used except in circumstances approved by the Department of Wayside Exhibits. All type prints black except where otherwise specified. Use tracking to show the extent of an area. When positioning labels and symbols, try to avoid overprinting linework. Avoid using punctuation marks.

Point sizes listed here are not fixed, but should be used as a guide for establishing a visual hierarchy of labels.

Park sites

P A R K N A M E

36 point Bold, ALL CAPS, track 100, prints black or highlight green.

Visitor Center

30 point Bold, Caps/lower case prints black or highlight green

Point of interest

24 point Bold, Caps/lower case

Other site

14 or 18 point Bold, Caps/lower case

Non -park sites

CITY

20 point Roman, ALL CAPS

Town

20 point Roman, Caps/lower case

NEIGHBORHOOD

14 point Roman, ALL CAPS, track 20

Point of Interest

14 point Roman, Caps/lower case

Roads and trails

Road

14 or 18 point Roman, Caps./lower case, align to road, showing type above the road line whenever possible

Trail

18 point Bold, Caps/lower case, align to trail

RR, Ferry and Transit Line

14 or 18 point Roman, Caps/lower case, align to route
Typography

**Political areas**

- **NATIONAL**
  - 24 point Bold, ALL CAPS, track 50, prints 50% black

- **STATE**
  - 24 point Roman, ALL CAPS, track 50, prints 50% black

- **COUNTY**
  - 14 point Roman, ALL CAPS, track 50, prints 50% black

- **OTHER PUBLIC ACCESS AREA**
  - 14 point Light, ALL CAPS, track 50, prints 50% black

**Natural features**

- **LARGE OPEN WATER**
  - 24 point Light Italic, ALL CAPS, track 50, overprints highlight blue

- **Other Drainage**
  - 14 or 18 point Italic, Caps/lower case, align to drainage, overprints highlight blue

- **Rapids**
  - 14 or 18 point Italic, Caps/lower case, overprints highlight blue

- **Point Labels**
  - 14 or 18 point Italic, Caps/lower case (use with 9point solid dot)

- **AREA LABELS**
  - 14 or 18 point Italic, ALL CAPS, track 25

**Other labels and directional notes**

- **Legend Entries**
  - 14 or 18 point Roman, Caps/lower case
Orientation

It is preferable to orient most maps with north at the top, however Wayside maps often work better when oriented to match the direction of the wayside. The following guidelines should be used to determine how to orient a wayside map.

Under the following circumstances, a map should be oriented North:

1. maps which show a large area (entire park or an area that includes features that cannot be seen from the location of the wayside)
2. maps used in more than one location with different You Are Here’s
3. maps used on kiosks
4. maps used on upright exhibits which can be oriented north, east or west
5. visitors are likely to have a published map in hand and may use it for cross-reference

A map can be oriented in the direction of the viewer when:

1. it shows a small area with features that can be readily seen from the location of the wayside
2. it is used on a low-profile exhibit
3. it is used on an upright exhibit that is oriented south
<table>
<thead>
<tr>
<th><strong>Glossary</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Area map</strong></td>
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<tr>
<td><strong>Base map</strong></td>
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<tr>
<td><strong>Bike Trail</strong></td>
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<tr>
<td><strong>Bike Path</strong></td>
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<tr>
<td><strong>Bike Route</strong></td>
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<tr>
<td><strong>Compilation</strong></td>
</tr>
<tr>
<td><strong>Detail map</strong></td>
</tr>
<tr>
<td><strong>Four-color process</strong></td>
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<tr>
<td><strong>GIS</strong></td>
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<tr>
<td><strong>Highlight color</strong></td>
</tr>
<tr>
<td><strong>Orientation map</strong></td>
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<tr>
<td><strong>Perspective map</strong></td>
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<tr>
<td><strong>Planimetric map</strong></td>
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<tr>
<td><strong>Plat map</strong></td>
</tr>
<tr>
<td><strong>Reference map</strong></td>
</tr>
<tr>
<td><strong>Terrain map</strong></td>
</tr>
<tr>
<td><strong>Thematic map</strong></td>
</tr>
</tbody>
</table>
**Standard Map Elements**

**for Maps on Wayside Exhibits and Signs**

Original page dimensions are 22 inches x 34 inches

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**Linework**

Line specifications are intended as a guide for parkwide maps and maps which show large areas. Linework may vary with focus, size, and scale of maps. Relationships between line specifications should remain similar.

**Limited access highway**
- 8 point line, prints 50% black

**Primary road**
- 4 point line, prints 50% black

**Secondary road**
- 2 point line, prints 50% black

**Unpaved road**
- 2 point line, prints 50% black; 12 point dash, 5 point gap

**4-wheel-drive trail**
- 2 point line, prints 50% black; 3 point dash, 5 point gap

**Street grid**
- 2 point line, prints white

**Limited access highway interchange**
- 12 point square; 2 point outline prints 95% black, interior prints white

**Parking area**
- 50% block shade

**Overlook**
- Half-circle sloping road or trail

**Overpass**
- Two ties parallel to upper road; 2 point line, prints 100% black

**Locked gate**
- 2 point line, prints 100% black

**Distance indicator**
- 12 point Frutiger 55 Roman

**Drainage**
- 6 point line, prints 65% cyan or Pantone 298

**Intermittent drainage**
- 6 point line, prints 65% cyan or Pantone 298; round cap, 10 point dash, 8 point gap, 1 point dash, 8 point gap, 1 point dash, 8 point gap

**Waterfall**
- Three parallel 1 point ticks, prints 65% cyan or Pantone 298

**Marsh pattern**
- Prints 65% cyan or Pantone 298

**Spring**
- Prints 65% cyan or Pantone 298

**Dam**
- 2 point tick across drainage, prints 100% black

**Ford**
- Parallel 2 point ticks across drainage, prints 100% black

**Lock**
- 2 point chain, pointing upstream, prints 100% black

**River milestone**
- Solid 8 point locator dot with 16 point Frotheg 55 material

**Ferry route**
- 2 point line, prints 100% cyan or highlight blue; 7 point dash, 5 point gap

**Red starboard day marker**
- Triangle prints highlight red

**Green port day marker**
- Square prints highlight green

**Red starboard channel buoy**
- Symbol prints highlight red

**Tour route**
- Color line replaces road with optional directional arrow alongside; prints highlight color

**Trail**
- 3 point line, prints highlight color; 0.5 point dash, 0.5 point gap

**Bike trail**
- 5 point line, prints highlight color; 0.5 point dash, 0.5 point gap with variable line proportion

**Steep trail**
- 2 point chevron, pointing uphill; prints 100% black

**National scenic trail**
- 3 point line, prints highlight green; 2 point dash, 5 point gap

**Railroad**
- 1 point line with 15 point dashed line overprinting; 1 point dash, 20 point gap prints 50% black

**Battle**
- 1 point line with highlight yellow NF

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**Area Colors**

Color specifications are only a general guide. Colors may vary with focus, size, and scale and final production method of the map. Each color is specified as both for four color process and flat color.

**Park area**
- Prints 15% cyan and 15% yellow or 40% of Pantone 358

**Non-subject area**
- Prints 5% yellow and 5% black

**Open water area**
- Prints 15% cyan or 50% of Pantone 293

**State Park or other natural area**
- Prints 10% cyan and 60% yellow or Pantone 367

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**Highlight Colors for Lines and Locators**

- Prints 65% Magenta + 100% Yellow or Pantone Orange 021
- Prints 100% Yellow or Pantone Process Yellow
- Prints 54% Cyan + 100% Yellow or Pantone 236
- Prints 100% Cyan + 100% Yellow or Pantone 254
- Prints 100% Cyan + 100% Magenta or Pantone Violet
- Prints 100% Cyan + 43% Magenta or Pantone 300
- Prints 100% Cyan or Pantone Process Blue
- Prints 51% Cyan + 40% Magenta or Pantone 251
- Prints 100% Magenta or Pantone Process Magenta
- Prints 100% Magenta + 100% Yellow or Pantone Red 022
Standard Map Elements
for Maps on Wayside Exhibits and Signs

Original page dimensions are 22 inches x 34 inches

NPS Pictographs

All pictographs used on the map must be identified in the map legend. Pictographs should be limited to no more than six per map. Any map feature which appears only once or twice should be labeled rather than using a pictograph.

Pictograph box: 0.375”

Label in legend: 18 point Frutiger 55 Roman with 18 point leading. Align the centerline of the cap height to the centerline of the symbol.

- Airport
- Amphitheater
- Boat launch
- Boat tour
- Bike trail
- Campground
- Canoe access
- Crosscountry ski trail
- Downhill skiing
- Drinking water
- Fishing
- Food service
- 4-wheel-drive trail
- Gas station
- Hiking trail
- Horse trail
- Interpretive trail
- Lodging
- Marina
- Medical facility
- Parking
- Picnic area
- Post office
- Ranger station
- RV camping
- Restrooms
- Sailing
- Sanitary disposal station
- Surfboard
- Trail bike trail
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## Wayside Map Planning Worksheet

Unlike published maps, wayside maps can only be used on-site and cannot be carried away with the visitor for further reference. Wayside maps work best when they are site-specific and have a clear focus. Outdoor orientation maps should provide only the necessary information to assist a visitor traveling from the sign location (point A) to point B. They should not include all the information you would see in a photograph, on the ground or in other parkwide maps. The **You Are Here** is almost always the most important feature on a wayside map.

### Site
Identify the exhibit location and number:

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### Purpose
When planning a new map it is critical to establish clear intent. What is the purpose of the map?

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### Audience

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### Size and Scale
In order to establish the size and scale of the map, determine the amount of space available in the exhibit layout and the geographic area to be shown on the map. Keep in mind that detail maps shown at a very large scale may mislead people into thinking that short distances are actually longer.

What is the geographic area? What are the boundaries of the area you wish to show?

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What is the exact final reproduction size of the map?

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Map Worksheet, continued

Content

Determine what geographical features and labels to include on the map. Consider the wording used on the map to be sure it doesn’t conflict with signage used in the park or wording used in the exhibit text. Refer to the official publication for consistency among media. Only those elements which are relevant to the purpose of the map should be shown.

List all features (park areas, open water areas, drainages, roads, trails etc.) and labels (spelled correctly) organized in order of importance, or provide a compilation showing all the features and labels and identify the hierarchy of information.

<table>
<thead>
<tr>
<th>Features</th>
<th>Labels</th>
</tr>
</thead>
<tbody>
<tr>
<td>park area</td>
<td>Glacier Bay National Park</td>
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</tbody>
</table>
Map Worksheet, continued

Orientation

Published maps are generally oriented with north at the top, however wayside maps often work better when oriented in the same direction as the wayside. The following checklist should be used to help determine map orientation. Check all that apply:

☐ map will show a large area (entire park or an area that includes features that cannot be seen from the location of the wayside)

☐ map will be used in more than one location with different You Are Here’s

☐ map will be used on a kiosk

☐ map will be used on upright exhibits which can be oriented north, east or west

☐ visitors are likely to have a published map in hand and may use it for cross-reference

☐ map will show a small area with features that can be readily seen from the location of the wayside

☐ map will be used on a low-profile exhibit

☐ map will be used on an upright exhibit that is oriented south

If you checked one or more of the first five conditions, the map may need to be oriented north. If you checked one or more of the last three, the map may need to be oriented in the direction of the wayside.

Reference Materials

Gather resource maps to be used for base information, keeping in mind that these reference maps were created for different purposes. A map compilation, a hand or computer drawn map showing all content necessary to create the final map, is an excellent reference source.

List all reference that will be provided for each map:

_________________________________________________________________

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