

# Wayfinding Master Plan

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Department of Transportation  
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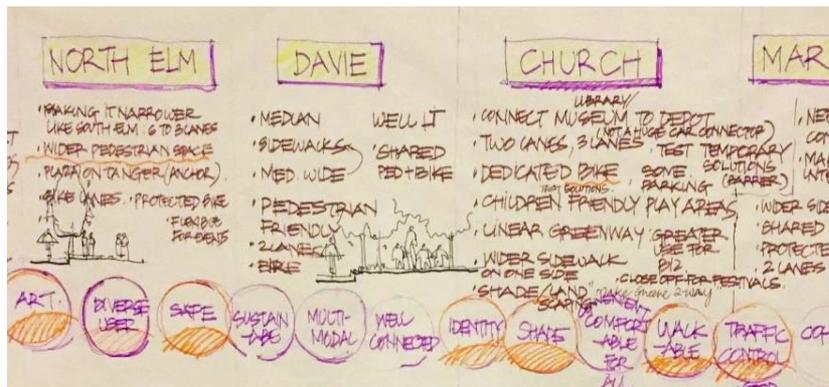
# 2018 Downtown Streetscape Master Plan



## VISION

The streetscapes of Downtown Greensboro are safe, comfortable, and well-connected.

An integrated network of multi-modal streets stitches together a diverse mix of destinations that contribute to vibrant street life for a wide range of users and foster a unique sense of place that celebrates Greensboro's history and culture.



# 2021 Wayfinding Plan

## Steering Team

- Citywide Focus
- Internal and External



## Deliverables

- Framework
- Featured Locations
- Destination Messages
- Design
  - Concepts
  - Drawings and Estimates
- Implementation Phases

# Signage Framework

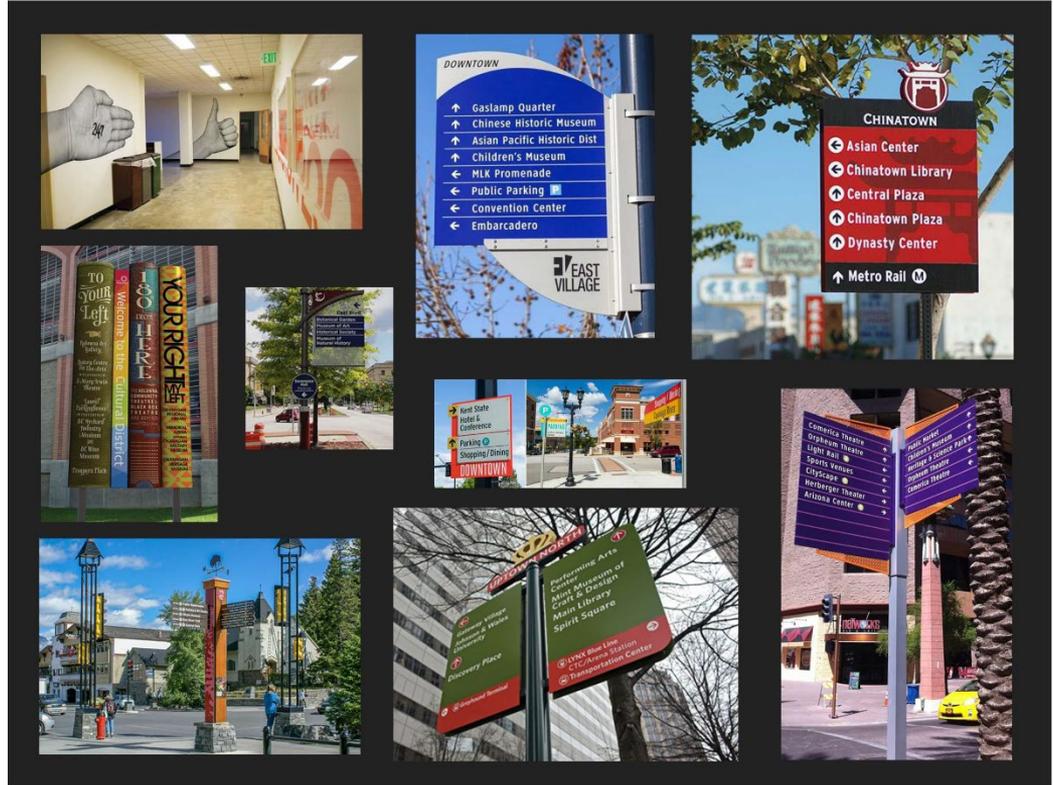
Gateway

Vehicular

Pedestrian

Place-making

Parking



# Style and Color Inspiration



## Focus

- Simple
- Flexible
- Legible

*...address the needs of the visitor at each critical stage of the journey*

# Selected Color Palette



CMYK: 80,53,7,0  
RGB: 68,110,180  
HEX #3F73AF  
PANTONE 2145 U



CMYK: 59,0,22,0  
RGB: 74,194,191  
HEX #4AC2BF  
PANTONE 319



CMYK: 100,0,56,32  
RGB: 0,174,77  
HEX #C00AE4D  
PANTONE 354C



CMYK: 3,3,3,65  
RGB: 114,114,116  
HEX #727274  
PANTONE 424C



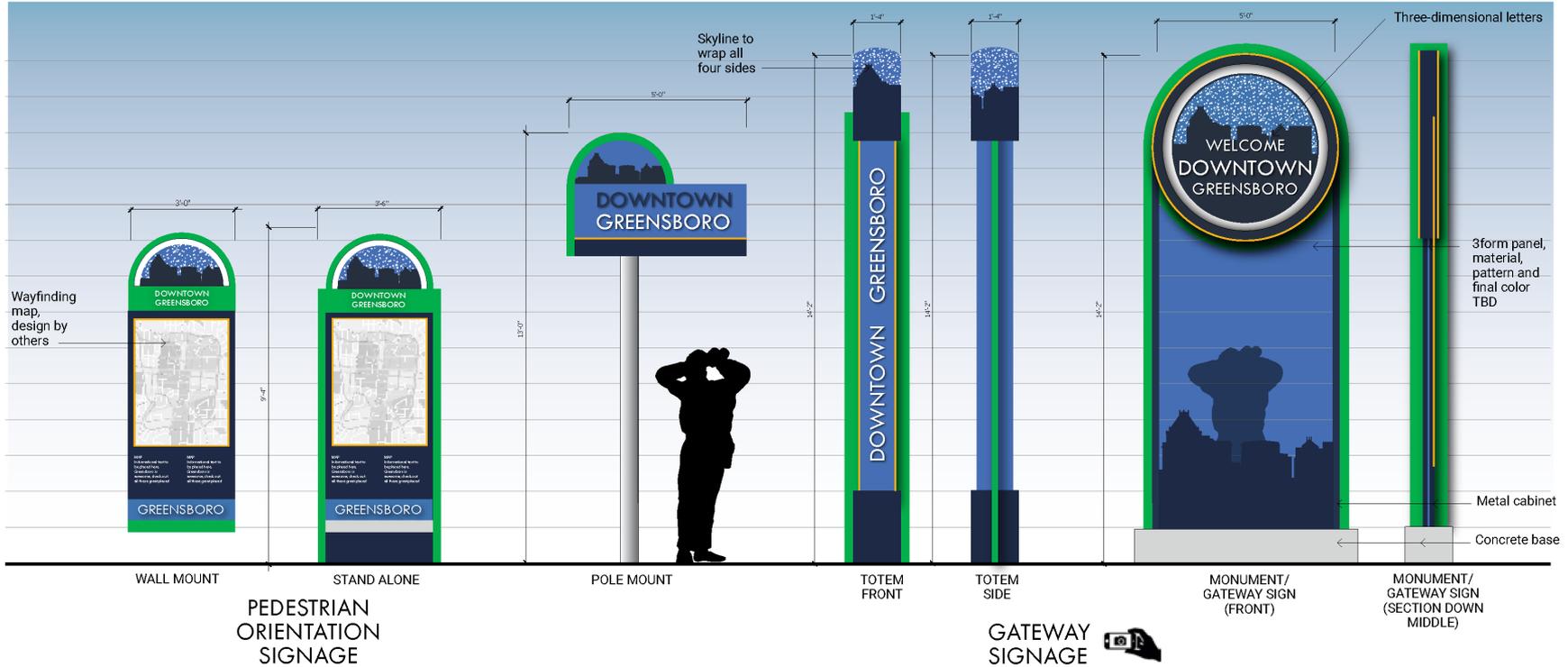
CMYK: 16,11,12,0  
RGB: 212,213,213  
HEX #D4D5D5  
PANTONE 10101C



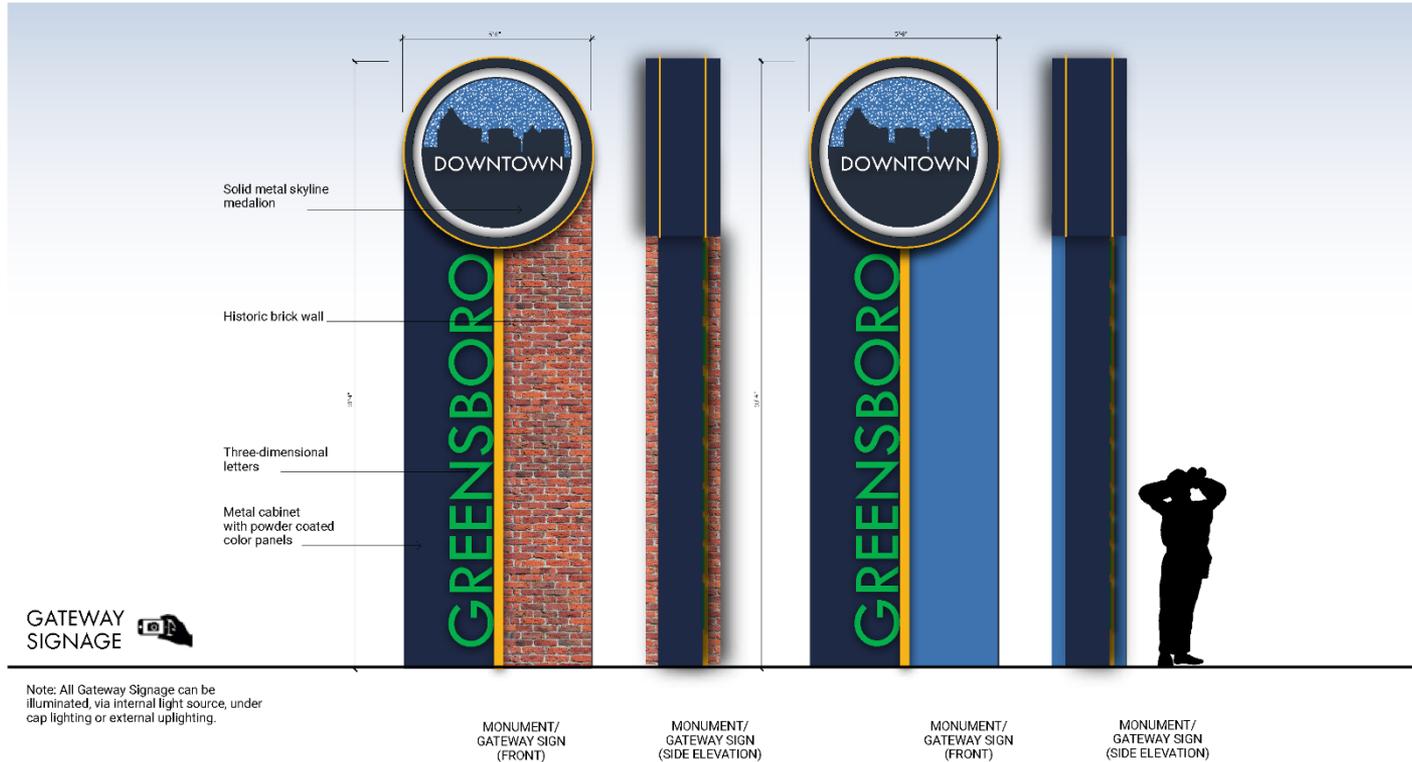
CMYK: 2,32,100,0  
RGB: 249,180,1  
HEX #F9B401  
PANTONE 3514 C



# Signage Families



# Signage Families



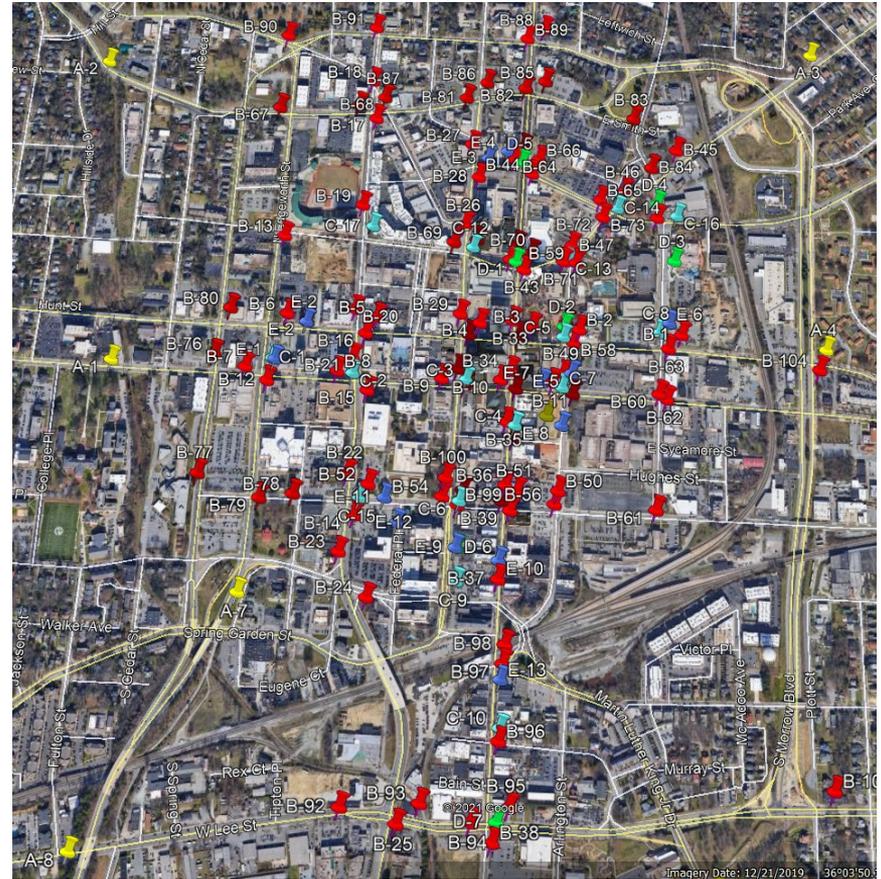
# Signage Families



GATEWAY  
SIGNAGE 

# Next Steps

- Refine locations
- Finalize Sign Families
- General Cost Estimates
- Phased Implementation Plan



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