

CO 119 BRT Branding & Wayfinding System Report

May 2025



ACKNOWLEDGEMENTS

Commuting Solutions

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We would like to say thank you to the members of the community who provided feedback for this project.

Commuting Solutions



consor

STUDIOSIX



COLORADO
Department of Transportation



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1. Introduction

1.1 Project Overview

The Colorado Highway (CO) 119 BRT Branding & Wayfinding Project is an effort to create a unique corridor brand accompanying the future Bus Rapid Transit route and bikeway connecting Boulder and Longmont. This project defines the core brand attributes (fonts, layout, colors, graphics, and messaging typology) to be applied to first and final mile wayfinding signs, BRT station architecture and amenities, and other critical elements along the CO 119 corridor during design and implementation phases. The project results in a corridor brand that is applied to BRT station architecture, wayfinding signs and other corridor infrastructure that is ready for the local governments to fabricate and install.



Figure 1. CO 119 Corridor.

CO 119 is the second in a series of proposed BRT corridors identified in the Northwest Area Mobility Study (NAMS), following the Flatiron Flyer along US-36. In order to proactively address the desire for each of these future corridors to share a cohesive and easily recognizable visual identity, a “[Appendix C: NAMS Brand Guidebook](#)” was created for the northwest area. This brand guidebook can be utilized as a starting point for BRT/transit vehicle, station, and wayfinding design as these future corridors are implemented regardless of provider, which will ensure that the system as a whole has a consistent identity while still being able to distinguish between individual corridors.






1.2 Planning Process

The CO 119 BRT Branding & Wayfinding System Report was prepared using a planning process that included extensive input from the community as well as a corridor working group that included Boulder County, City of Boulder, City of Longmont, Colorado Department of Transportation (CDOT), and the Regional Transportation District (RTD).



Figure 2. First Corridor Working Group Meeting.

The development process consisted of five phases, including:

- 
Site Assessment: In this phase, existing conditions were analyzed through an assessment of available datasets, related planning initiatives and field work.
- 
Wayfinding Best Practices Report: A compilation of guidance for community bicycle and pedestrian wayfinding, including sign elements, sign placement, destination identification, and enhanced wayfinding tools was developed based on local and national best practices. The report includes a summary of technical guidance and an overview of local wayfinding examples, as well as a focus on wayfinding for transit systems in particular.
- 
Brand Identity Development: Based on feedback from stakeholders and the community in Phase 1, three brand alternatives were developed, building on existing local branding such as the Flatiron Flyer and informed by national trends related to branding of high frequency transit systems such as Bus Rapid Transit. In Phase 2, the three alternatives were presented to the community to identify and refine the final brand, which includes designs for station architecture and wayfinding signage.
- 
Wayfinding Destination Selection & Route Prioritization: In this phase, wayfinding priority routes were identified and signs were programed. Additionally, sign typologies and preliminary sign locations were determined to ensure local agencies can provide better access to BRT stops within their city boundaries.
- 
BRT Branding & Wayfinding System Report & Design Plans: Finally, this summary report was created to detail the project process, present the final brand design, and propose recommendations for implementation.

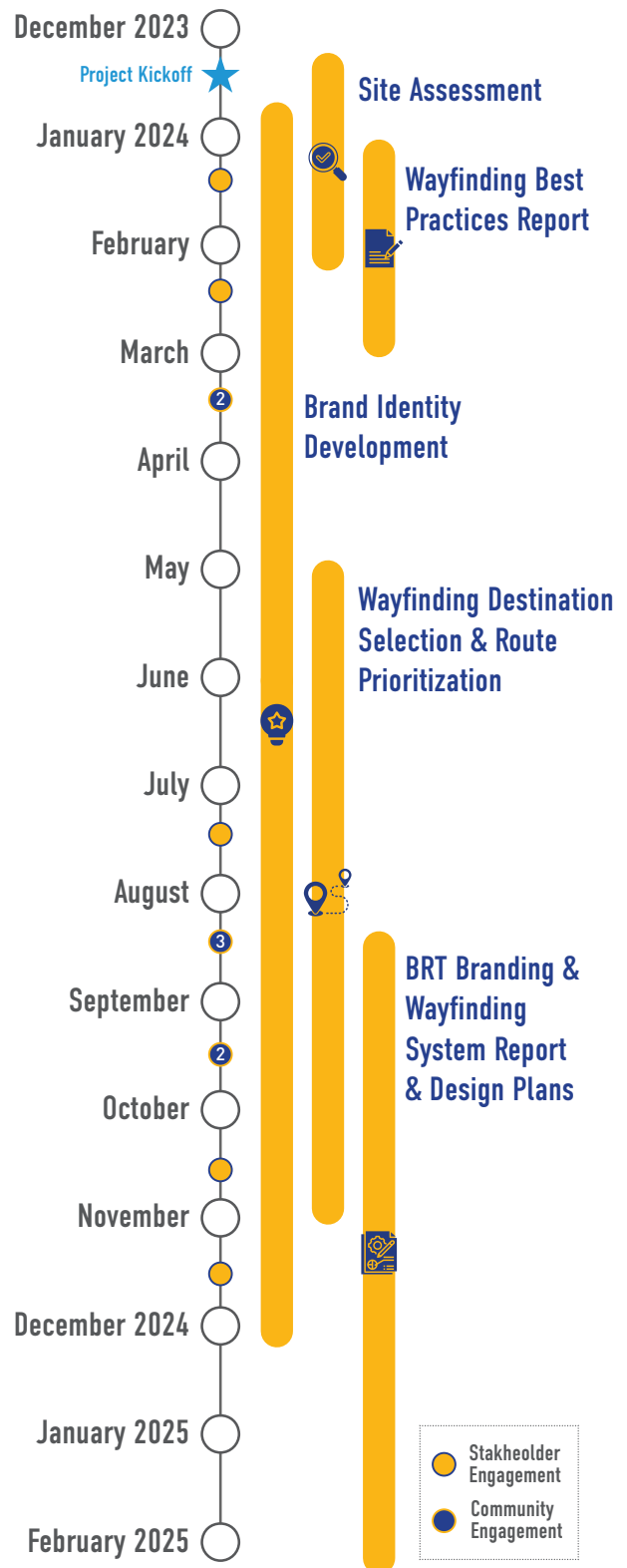


Figure 3. Project Schedule.

Throughout the planning process, the project team collaborated with stakeholders and the community in a variety of ways, including community meetings and pop-ups in Longmont and Boulder. Online community surveys were deployed within each phase of outreach. The project team also facilitated three Corridor Working Group meetings and two visioning workshops with NAMS stakeholders.

1.3 Need

Implementing a branded BRT and wayfinding system along a corridor is essential for creating a cohesive, user-friendly transportation experience. Branding a system establishes a recognizable and trustworthy feel that encourages the public to use alternative modes of transportation, ultimately reducing traffic congestion and emissions. For the CO 119 corridor between Boulder and Longmont, a branded BRT and wayfinding system is especially important given the region's rapid growth and the high levels of commuting traffic. This corridor serves a diverse range of travelers, from daily commuters to recreational cyclists and pedestrians, and a clear, consistent branding and wayfinding approach can encourage these users to reduce reliance on single-occupancy vehicles. Furthermore, given the scenic beauty and historical significance of the area, a thoughtfully branded BRT and wayfinding system can reinforce local identity, enhancing travelers' experiences and making it easier for them to appreciate and connect with the landscape they're traveling through.

1.4 Vision

The project team recognizes the importance of establishing a branded BRT and wayfinding system to enhance transit systems. The following vision statement was developed with stakeholders to guide the development of CO 119's brand and wayfinding system.

Design a cohesive BRT branding and wayfinding plan that enhances connectivity across the CO 119 study area and the broader region, establish a unique and memorable visual identity through a distinct corridor brand and logo, and improve multi-modal signage to ensure accessibility and clarity for all users.

1.5 Goals

Three goals were established in the initial stages of the planning process to achieve the vision for CO 119's BRT brand and wayfinding system. The goals highlight the importance of developing a network that is cohesive, unique to CO 119, and improves multi-modal signage to ensure accessibility and clarity for all users.

- **Goal #1:** Develop preliminary wayfinding plans for the CO 119 Bikeway, BRT stations, and First and Final Mile travel.
- **Goal #2:** Select and prioritize destinations for wayfinding signs.
- **Goal #3:** Create a consistent corridor brand that can be applied to wayfinding signs, BRT stations and other architectural features.

2. Existing Conditions

2.1 Corridor Characteristics

CO 119, locally known as the Diagonal Highway, connects Boulder to Longmont in Boulder County and travels through Gunbarrel and Niwot. It is a divided state highway with 4 travel lanes plus shoulders, auxiliary lanes, and a large center median, with areas having no median in Boulder and Longmont. The posted speed limit on CO 119 is 40 miles per hour (mph) between 28th Street and Foothills Parkway in Boulder; 45 miles per hour from west of Hover Street to Sunset Street in Longmont; 55 mph between Foothills Parkway and Niwot Road and west of Hover Street to Fordham Street; and 65 mph between Niwot Road and Fordham Road.



Figure 4. Existing bus stop at CO 119 & 63rd St heading northeast.

2.2 Transit Service & Infrastructure

The CO 119 corridor is currently served by the BOLT route with connections to the following regional and local routes in Boulder:

AB1	205	BOUND	SKIP
Flatiron Flyer (FF 1, 2, 5)	208	DASH	GS
204	224	JUMP	NB

and with connections to the following regional and local routes in Longmont:

LD1	324
LD3	326
323	327

These routes vary in terms of operating days and peak hour frequency, with some operating only during peak periods to serve commuter trips. Transit stop amenities vary greatly along the BOLT Route. Figures 4-11 showcase the different elements present/absent at each stop. Bus stop design and branding is inconsistent across the stops that currently serve the BOLT route along CO 119, with a lack of cohesion in the types of shelter architecture, seating, lighting, and other stop amenities.



Figure 5. Existing bus stop at CO 119 & Mineral Rd heading northeast.



Figure 6. Existing bus stop at CO 119 & Mineral Rd heading southwest.



Figure 7. Existing bus stop at Niwot Park-n-Ride heading northeast.



Figure 8. Existing bus stop at CO 119 & Airport Rd heading northeast.



Figure 9. Existing bus stop at CO 119 & Airport Rd heading southwest.



Figure 10. Existing bus stop at CO 119 & S Hover St heading southwest.



Figure 11. Existing bus stop at Main St & 6th Ave heading south.

2.3 Bicycle & Pedestrian Wayfinding

Along the Boulder segment of CO 119, dedicated bike and bus lanes are present with traffic signs related to bicycle use (see Figure 12); and intermittent usage of Boulder’s branded bicycle wayfinding signage (see Figure 13). No customized wayfinding signage has been implemented at key locations such as Gunbarrel Station, IBM/Boulder Tech Center Station, and Niwot Station as of 2024. The Diagonal Highway bike route outside of Boulder currently utilizes the paved shoulder. Existing wayfinding signage is primarily designed for vehicle users, but it may offer limited utility for bicyclists and pedestrians navigating the area (see Figures 14 and 15). Boulder County and Longmont have yet to implement any branded wayfinding signage along CO 119 or elsewhere within their jurisdictions.



Figure 12. Traffic signs related to bikes at CO 119 & Jay Rd.



Figure 13. City of Boulder branded bicycle wayfinding at 34th St and CO 119.



Figure 14. Vehicle wayfinding signage at CO 119 & Mineral Rd.



Figure 15. Park-n-Ride sign primarily for vehicle users but could be used by non-vehicle users.

3. CO 119 Safety, Mobility, and Bikeway Project

3.1 Project Overview

The Colorado Department of Transportation (CDOT), Regional Transportation District (RTD), and Boulder County are collaborating to enhance transportation options and improve safety along CO 119 between Boulder and Longmont. The \$165 million CO 119 Safety, Mobility, and Bikeway Project aims to make travel safer and more reliable for all modes of transportation while accelerating and enhancing public transit. This effort includes constructing a paved, off-street multi-use path along the corridor, creating safer and more appealing options for cyclists and pedestrians. Additionally, the project features queue bypass lanes, intersection improvements, new Bus Rapid Transit (BRT) stations, and park-and-ride facilities to improve transit efficiency and accessibility.

Construction began in September 2024 and is expected to continue through Spring 2027 with the bikeway scheduled to be completed by December 2026. These improvements will support regional mobility, reduce traffic congestion, and promote sustainable transportation alternatives.

3.2 Role of Branding & Wayfinding Study

As the various improvements under the Colorado Highway 119 Safety, Mobility, and Bikeway Project are implemented, it is important that they include the CO 119 BRT Brand developed within this document. The final brand and designs for station architecture and wayfinding signage identified within this BRT Branding and Wayfinding System Report can be applied both to the near-term improvements, such as the upcoming CO 119 Bikeway, as well as future infrastructure and multimodal connections.

Incorporating branded materials, colors, symbols, and motifs within the corridor infrastructure will create a cohesive look and feel for all mobility users of CO 119. The project team worked closely with Commuting Solutions, Boulder County, RTD, and CDOT to incorporate the BRT Branding and Wayfinding Family of Signs developed as part of this study in the following infrastructure elements:

- Branded wayfinding signs along the entire length of the Diagonal Bikeway.
- Branded wayfinding signs at the three BRT stations along the Diagonal Highway.
- BRT branded station architecture
 - Pylon Identity Sign/Kiosk
 - Bus Stop Info Sign
 - Bus Shelter Screen Wall Graphic
 - Bench
 - Shelter Glass Graphics
 - Shelter Fascia
- Incorporation of the “Layered Colorado Tall Grasses Motif” into the Diagonal Bikeway overpass MSE wall panels.

4. Brand Development

4.1 Development Process

Development of the ultimate brand for CO 119 occurred over two phases, each bolstered by robust community and stakeholder engagement. In the first phase, the project team gathered insight and listened to the community about the characteristics of the corridor and the desired elements of the BRT brand identity, then developed three brand concept alternatives accordingly. In the second phase of development, the project team presented the brand alternatives to the community and ultimately narrowed it down to a preferred design to be incorporated into different elements of the CO 119 Safety, Mobility, and Bikeway Project based on the feedback gathered from community members and stakeholders.

Phase 1

The first phase of BRT brand development centered on listening to the community about features making each community along the corridor unique and understanding desires for the overall themes of the BRT brand identity. Engagement in this phase took the form of a Corridor Working Group (CWG) meeting, a Northwest Mayors & Commissioners Coalition (NWMCC) meeting, two community pop-up events, and an online survey.

Corridor Working Group Meeting #1

In January 2024, the project team hosted a hybrid meeting with members of the Corridor Working Group, including a series of interactive activities revolving around the target market and desired brand elements for the corridor. Themes from the target market activity included a desire to reach commuters, students, and those who do not normally ride transit. The brand element activity revealed that stakeholders envision the brand identity as in between traditional and progressive, youthful to appeal to the next generation of ridership, a mix between bold and subtle, colorful to align with the youthful feel, and simple to ensure that the branding is recognizable.



Figure 16. Brand identity activity during Corridor Working Group Meeting #1.

NWMCC Meeting

In April, 2024, representatives from the municipalities surrounding the six NAMS corridors (CO 119, US 287, CO 42, 120th Ave, S. Boulder Rd, and Arapahoe Rd/SH 7) gathered virtually to discuss a region-wide BRT brand building off of the future CO 119 BRT brand. Meeting attendees participated in a series of activities similar to the CWG,

Community Pop-Ups – Boulder & Longmont

In March 2024, the project team hosted pop-ups in Boulder (outside of the Walnut RTD Station) and Longmont (at Marco’s Hot Dogs & Tacos). At the events, the project team set up boards with information about the project itself, the upcoming improvements to CO 119, and Commuting Solutions. The team gathered feedback using two interactive boards. The first board asked participants to identify what makes Boulder unique and to describe why they choose to live there. For the second board, the project team showed participants examples of wayfinding signs and asked them to identify with sticky dots which brand style attributes they preferred on sliding scales. Those visiting the pop-up were also given business cards linking to the Commuting Solution website and the online survey for the opportunity to provide further feedback.

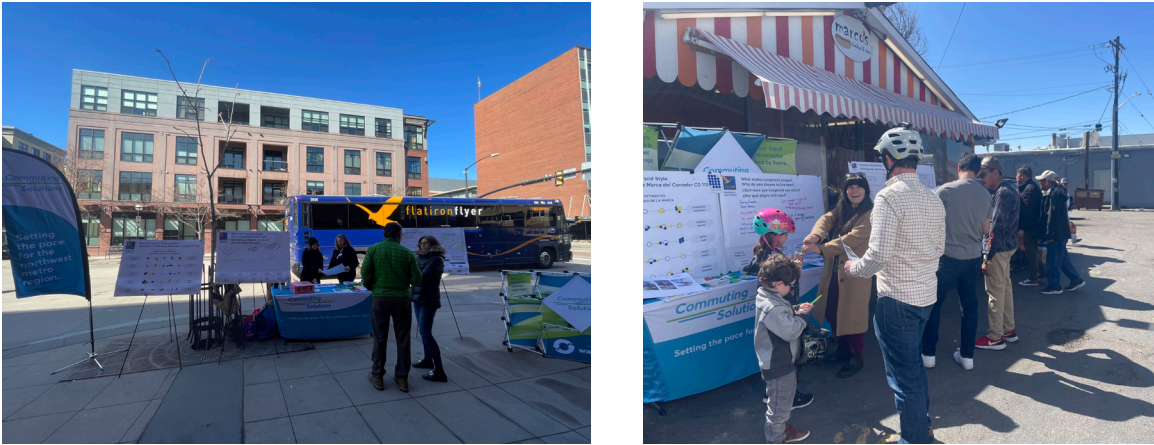


Figure 19. Scenes from community pop-ups in Boulder and Longmont during Phase 1 of BRT brand development.

Takeaways From Phase 1 Community Engagement

This first round of engagement for the CO 119 Branding & Wayfinding project received feedback from stakeholders as well as around 400 community members, primarily residents living in one of the municipalities along the CO 119 corridor. Survey respondents and in-person participants provided invaluable insights about the identity of the communities along the corridor and their vision for the brand characteristics. Outreach results provided the following key takeaways, which informed the development of conceptual brand alternatives.

<p>Community members feel the overall brand should be somewhat progressive, a mix of mature and youthful, a mix between bold and subtle with a slight preference towards bold, somewhat colorful, and more simple than complex.</p>	<p>Destinations that community members value include access to the trail network, open spaces and parks, and specific shopping and retail areas within each municipality.</p>
<p>CO 119 BRT Branding should incorporate community values and themes such as the small-town feel, a strong sense of community and people, and access to open space and trails.</p>	

Development of Conceptual Brand Alternatives

Throughout Phase 1, community members and stakeholders provided visual preferences for the branding that would establish the visual identity for the CO 119 corridor. The insights relayed a preference for modern, minimalistic design founded with simple shapes and elegant curves. Stakeholders had a strong preference for bright, vivid colors that would be highly visible from a distance. They preferred the shelter roof interior being painted with the gold from RTD’s Flatiron Flyer and a bold color statement inspired by RTD’s core colors of blue and gold.

The desire of community members to celebrate the natural landscape inspired the inclusion of tall grasses and plantings native to the Colorado front range within the brand alternatives. Additionally, the brand alternatives utilized the colors stemming from the Flatiron Flyer brand to create strong brand recognition, with elements unified by the bold colors to create a cohesive expression along the corridor.

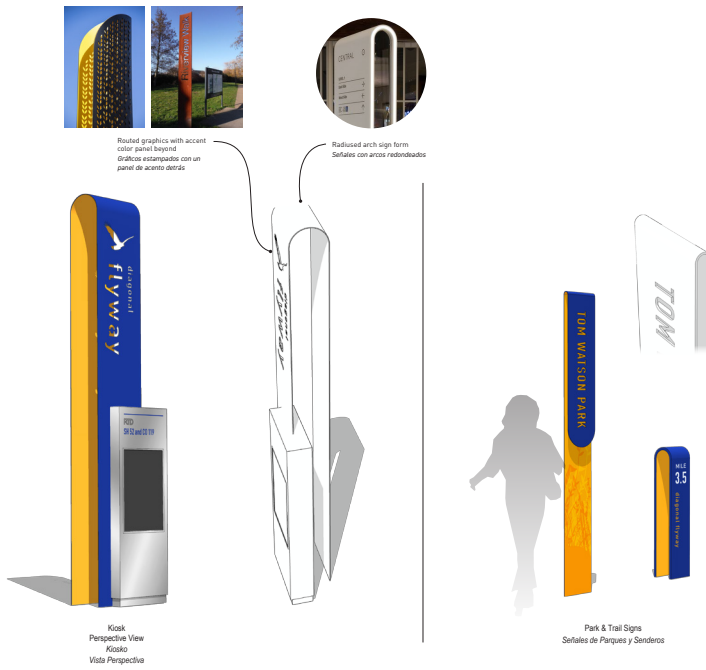


Figure 20. One of the example signs preferred by community members, inspiring the CO 119 sign family with a high-quality modern look and feel, and bold vivid colors.



Figure 21. Visual inspiration driving the inclusion of the layered Colorado tall grasses motif within the brand alternatives.

The three brand concept alternatives that were developed based on this feedback shared similarities in color and materials, but demonstrated potential differences in station architecture, such as the design of the pylon, and wayfinding sign design, including sign panel shape and color. Figures 22-24 demonstrate the three brand concept alternatives created during Phase 1.



Family of Signs
Familia de Señales

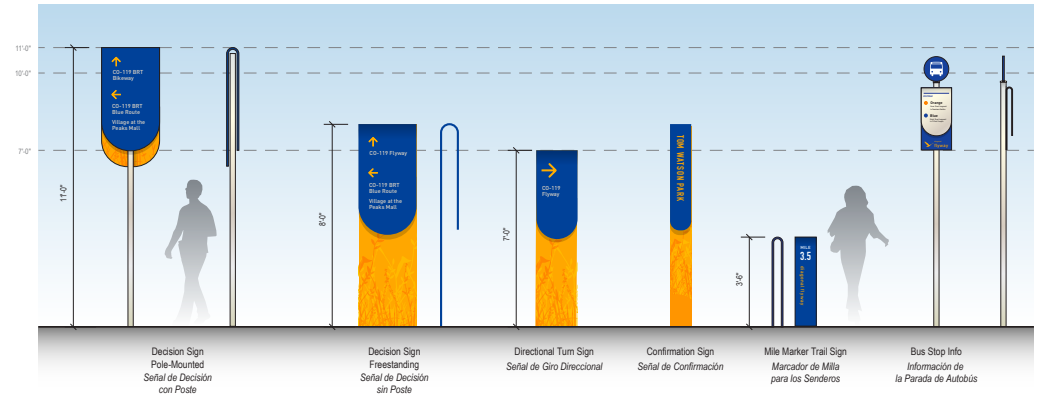
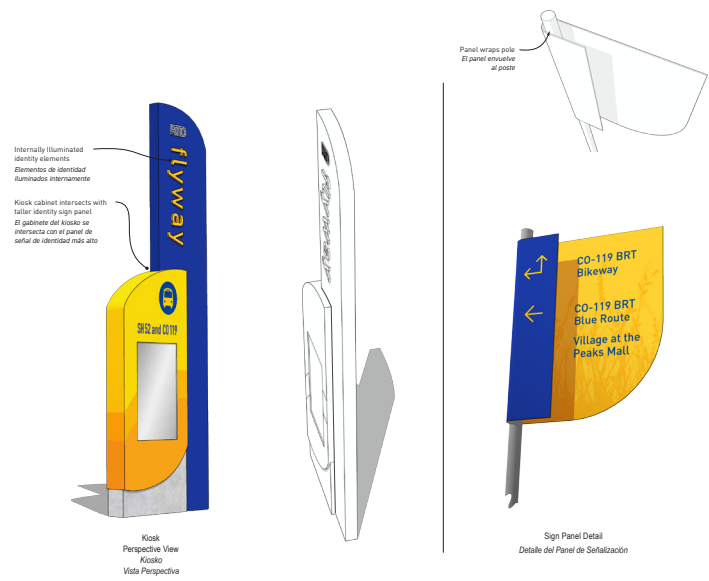


Figure 22. Brand Concept Alternative #1.



Family of Signs
Familia de Señales

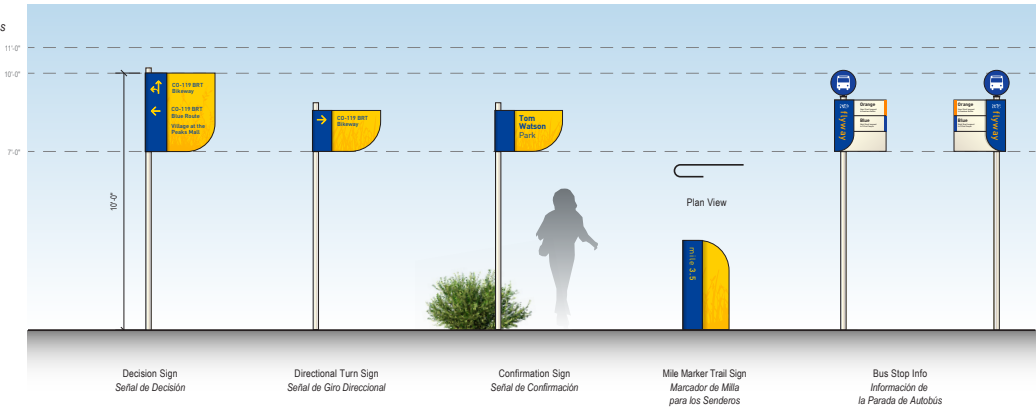
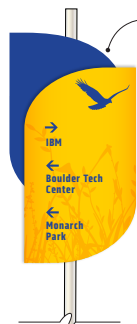


Figure 23. Brand Concept Alternative #2.



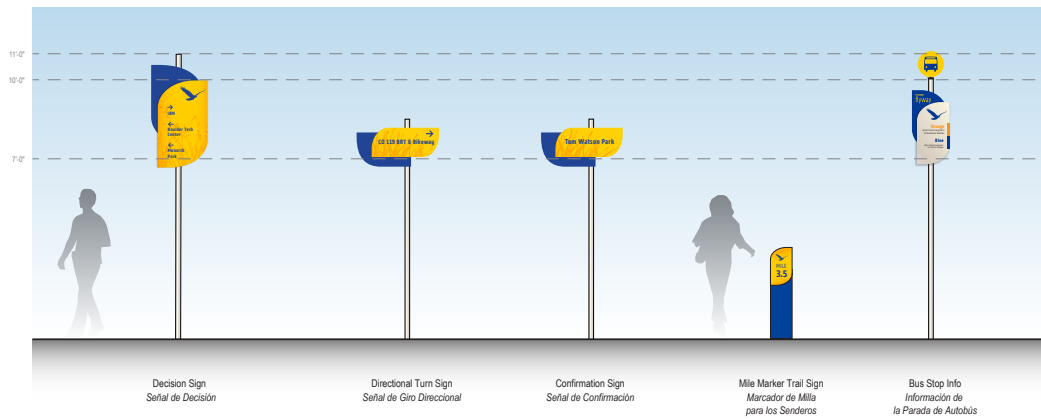
Kiosk Pylon
Pilón del Kiosko



Decision Sign
Detalle
Detalle de Señal
de Decisión

Layered, offset, curved panels mounted to pole
Panales curvados, escalonados y desfasados montados en un poste

Family of Signs
Familia de Señales



Bus Shelter Concept View
Concepto del Refugio en las Paradas de Autobús

Figure 24. Brand Concept Alternative #3.

Phase 2

In the second phase of brand development, the focus shifted to presenting the three brand concept alternatives and gathering feedback on the station elements, signage, and potential corridor names. Pop-up events at community hubs like farmers’ markets in Boulder and Longmont allowed the team to directly interact with residents, while targeted outreach at events such as the Sustainable Transportation Summit and the 63rd St Bikeway Open House provided additional input from stakeholders with an interest in the CO 119 BRT brand. The project team also hosted an online survey for this round of engagement and met with the Corridor Working Group twice.

Corridor Working Group Meeting #2

On July 24th, 2024, the project team hosted a virtual meeting with members of the Corridor Working Group. The team shared the brainstorming and concept development background, and then presented five different brand alternatives. After displaying all five concepts, the project team facilitated a discussion with all participants to identify which elements were preferred and which concepts to move forward to share with the community. Stakeholders shared some maintenance and cost concerns but were excited about the branding elements. The group picked three of the concepts to make minor adjustments to and bring to the community.

Community Survey

Both English and Spanish versions of an online survey were open for responses from July 31st to September 15th, 2024. The survey shared three branded concept design options. For each of the three concepts, participants were asked to provide feedback on which station architectural elements and sign family elements they like and dislike. Each question was in multiple choice format with a write-in “other” option. They were also asked to rank the concepts from most favorite to least favorite. Respondents were asked to choose whether they prefer the name “Diagonal Flyway” or “Diagonal Flyer” for the corridor. Lastly, they were given the option to provide any additional feedback on the project and designs. Overall, the survey received 96 responses, though there were none received on the Spanish version.

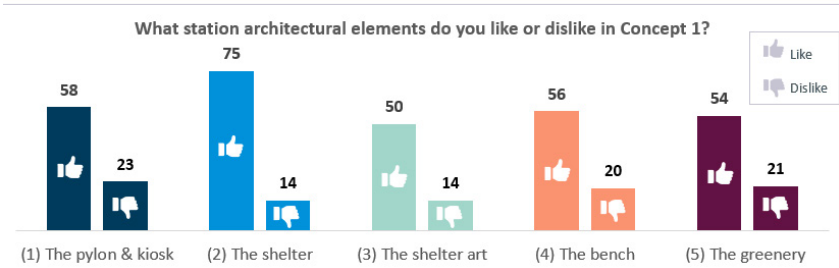


Figure 25. Sample question and results from Community Survey #2 regarding station architectural preferences in Concept 1.

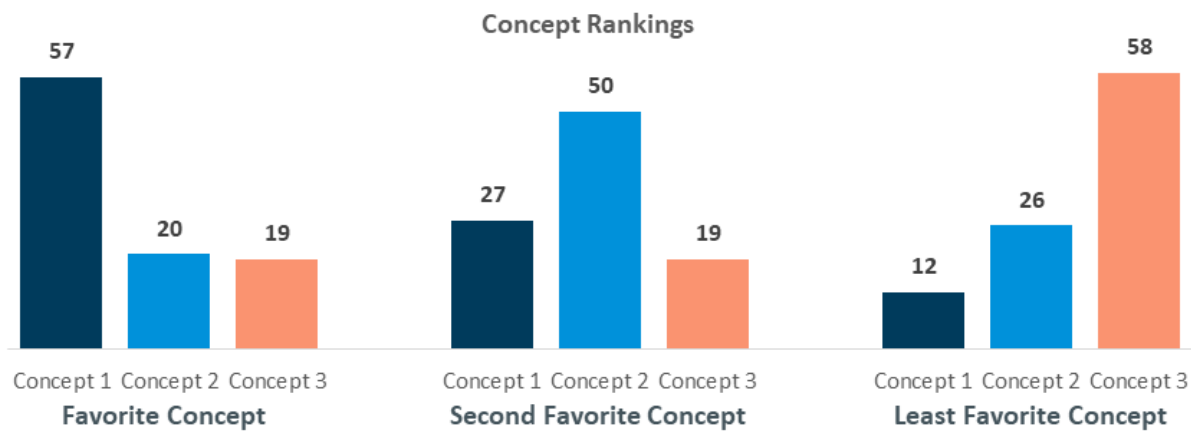


Figure 26. Community Survey #2 results regarding preferred brand concept alternative.

Community Pop-Ups – Boulder & Longmont

In August 2024, the project team hosted pop-up events at Boulder County Farmers Markets in Boulder and Longmont. At the events, the project team set up boards displaying the three concepts, as well as flyers with general information about the project and Commuting Solutions itself. Each board displayed a different concept, and the project team asked participants to view all three concepts and then use a sticker to vote for their favorite. Participants were also able to place sticky notes on the concepts identifying particular elements they did or did not like. Those visiting the pop-up were given business cards linking to the Commuting Solutions website and the online survey for the opportunity to provide further feedback.

Preferences were varied, though Concept 1 received the most positive feedback. In general, participants felt that the gold color was more visible and should be the more prominently featured color and that the blue-text-on-yellow was easier to read. Participants also preferred the bird motif on the bus shelter, both because the station architecture and signs feature a lot of text, and because the image can be “read” forwards and backwards depending on where folks are standing in relation to the shelter. Additionally, participants were focused on the maintenance aspect of the concepts, favoring Concept 1 due to its more durable material.



Figure 27. Scenes from community pop-ups in Boulder and Longmont during Phase 2 of BRT brand development.

Commuting Solutions Sustainable Transportation Summit & Boulder County CO 119 Bikeway 63rd St Overpass Open House

In August and September 2024, the project team hosted tables for engagement at two local events: the Commuting Solutions 8th Sustainable Transportation Summit and the Boulder County CO 119 Bikeway 63rd St Overpass Open House. The purpose of these targeted outreach events was to reach stakeholders and community members specifically interested in sustainable transportation solutions for northwest Colorado and beyond, such as Bus Rapid Transit, or those interested specifically on projects related to CO 119. The majority of participants at these two events preferred Concepts 1 and 3, though some people shared concerns about the high maintenance cost of Concept 1 and its durability to snow, rain, and high winds along the corridor.



Figure 28. Outreach materials presented at the Boulder County CO 119 Bikeway 63rd St Overpass Open House.

Corridor Working Group #3

Following the majority of outreach efforts, the project team met with the Corridor Working Group again in October 2024 to discuss community preferences and refinements to the preferred concept. The conversation focused on maintenance needs and strategies for maximizing cost-effectiveness of brand elements while maintaining the strong brand presence along the corridor, such as incorporating pole-mounted signs at the majority of locations and strategically implementing the free-standing signs at high visibility locations only. The project team also facilitated a prioritization exercise to understand stakeholder preferences for implementation of brand elements along the corridor and within the first and final mile areas.

Takeaways From Phase 2 Community Engagement

This second round of engagement for the CO 119 Branding & Wayfinding project received feedback from stakeholders as well as around 200 community members, primarily residents living in one of the municipalities along the CO 119 corridor. Survey respondents and in-person participants provided invaluable insights about their brand concept and corridor naming preferences. Outreach results provided the following key takeaways, which informed development of the final corridor brand:

<p>Community members preferred Concept 1, and in particular liked:</p> <ul style="list-style-type: none"> • The shelter design & banner • The pylon and kiosk • The mile marker, bus stop info sign, & free standing decision sign (participants did not like the pole-mounted decision sign) 	<p>Participants had some concerns about durability and comfort at the shelters during harsh/winter weather.</p>
	<p>Stakeholders were interested in modifications to the preferred concept to maximize cost-efficiency of implementation and maintenance.</p>



Development of Final CO 119 BRT Brand

Based on insights from engagement conducted during Phase 2, the project team refined Concept 1 by integrating key feedback, creating a final brand that enhances the identity of the CO 119 corridor while supporting its role as a critical transit route. The elements of the final brand reflect the aspects of Concept 1 preferred by the community, while incorporating modifications to improve ease of implementation and maintenance to ensure that the corridor brand can be effectively deployed and retained along the corridor.

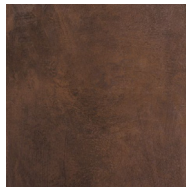
4.3 Final Brand Elements

The following pages display the final brand elements to be implemented along the corridor, including materials, logos, shelter architecture, station signage and kiosk, potential station enhancements such as a sculptural addition, and wayfinding signage.

CO-119 BRT Corridor Materials

Project materials and finishes.

Corten steel and satin nickel will be integrated into various project elements. Because they are seen elsewhere in the project, the proposed stations will also introduce these elements. These materials will be seen in the shelters, signage and other design details.



Corten Steel



Satin Nickel
Metal Finish



Exterior Grade
Powder Coat
Paint Finishes

Brand Colors

The color palette is building upon the RTD Flatiron Flyer branding with a deep sunflower yellow and dynamic blue. Additionally, a bright, vivid yellow provides an accent to the deeper gold seen on the Flatiron Flyer.



Sunshine yellow:
Pantone 116
CMYK 0 18 100 0
RGB 255 201 0
HEX #FFCF01



RTD Gold:
Pantone 124
CMYK 0 33 100 0
RGB 253 186 47
HEX #FDBA2F



RTD Blue:
Pantone 287
CMYK 100 87 20 11
RGB 0 47 135
HEX #002F87

Logos, Symbols, and Icons



Flatiron Flyer Bird



RTD Logo



Bus Icon



Bike Icon



Directional Arrow

Fonts:

Used in the Identity and Wayfinding Signage

DINPro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DINPro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Interstate Compressed Regular or Interstate Series B 2000

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Graphic Pattern:

Layered Colorado tall grasses motif



Project Identity Lockups

RTD / DIAGONAL FLYER LOCKUPS – STACKED

RTD

diagonal
flyer

RTD | diagonal
flyer

RTD / BRT / STATION LOCKUPS

RTD BRT | 63rd Street

DIAGONAL FLYER / STATION LOCKUPS – SINGLE LINE

 diagonal flyer

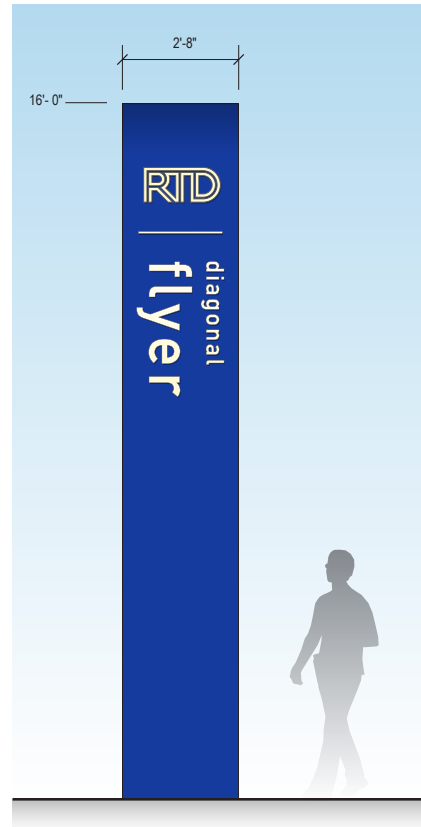
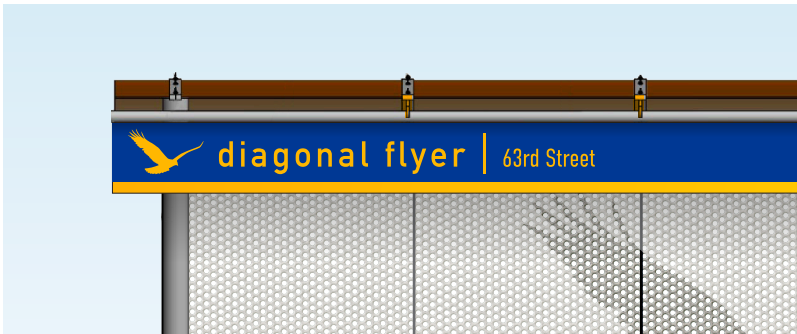
 diagonal flyer | 63rd Street

diagonal flyer | 63rd Street

Capitalization Usage

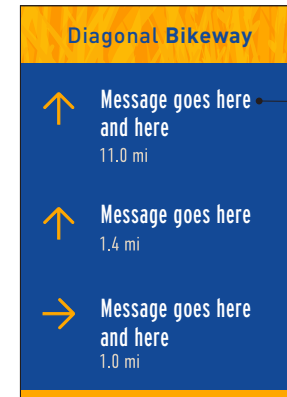
Throughout the brand

Lower case capitalization examples



Flatiron Flyer and Diagonal Flyer branded typography should remain lower case to maintain consistency with the logo when used graphically and applied to signage, wayfinding, stops, vehicles, etc. When used in marketing body copy or informational purposes, the font should always be upper and lower case.

Upper lower capitalization examples



DIRECTIONAL MESSAGES
Directional messages should always be upper and lower case to comply with MUTDC sign legibility standards. Wayfinding messages will appear in Interstate Compressed Regular or Interstate Series B 2000 with 25 tracking (letterspacing).



FONT USAGE
Diagonal Bikeway should always be used in upper and lower case on signage and in marketing materials.

When used in wayfinding signage, messaging should always be upper and lower case to comply with MUTDC sign standards. Because MUTDC typography guidelines apply to the bikeway signage, "Diagonal Bikeway" should always be seen in upper and lower case as well as the messaging.

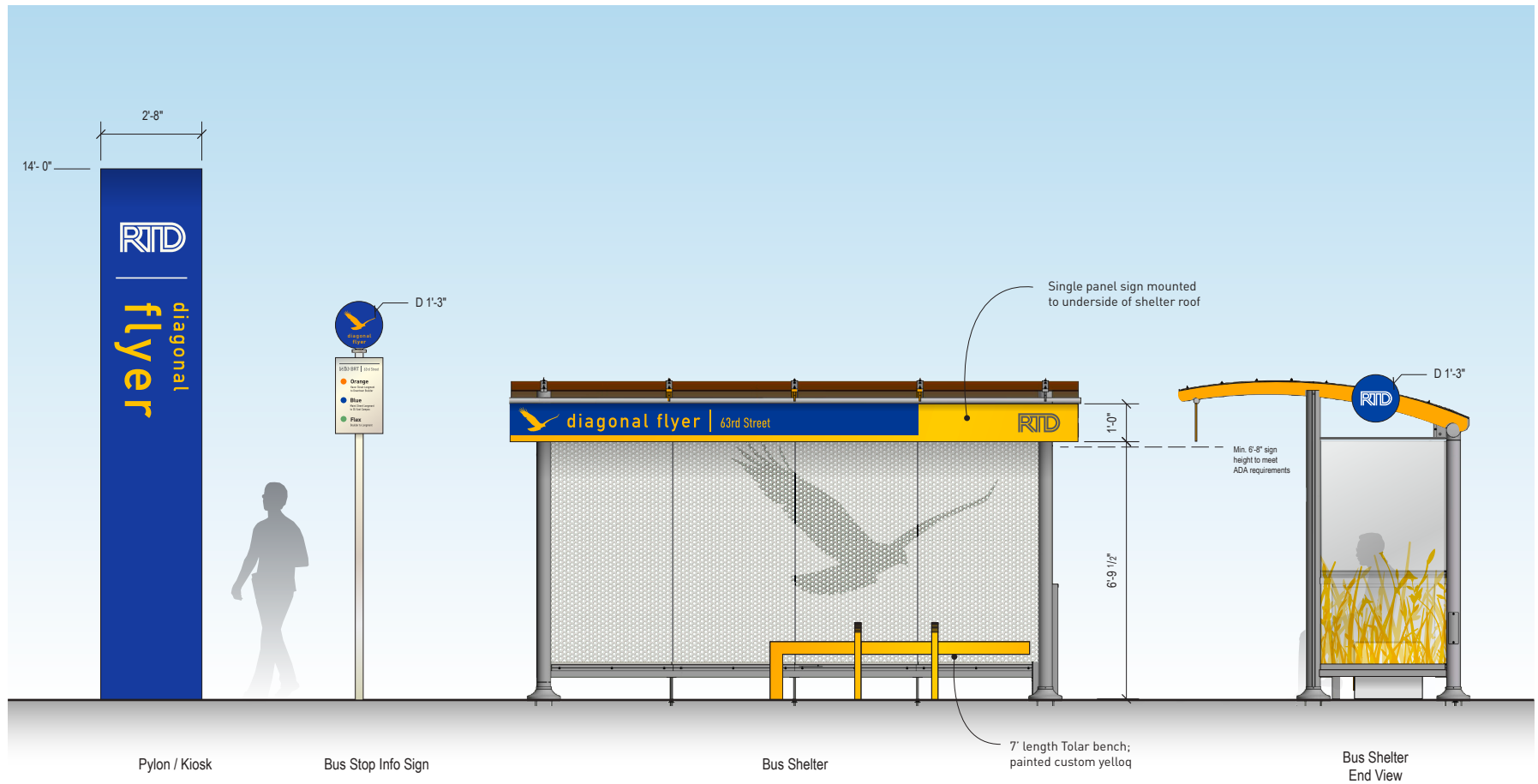


CO-119 Corridor Bus Shelter Signage

DESIGN DEVELOPMENT

Bus Shelter Signage

Variation 1



Bus Shelter – Preferred

Context View – Yellow Bench Version



Bus Shelter – v2

Context View – Alternate Yellow Bench Version



Bus Shelter – v3

Context View – Alternate Blue Bench Version

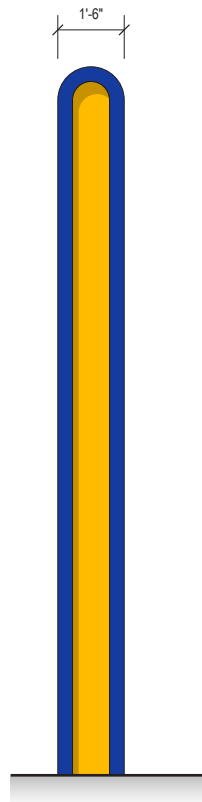


Pylon Identity Sign v1 – Non-Illuminated

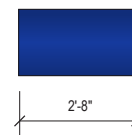
Bus Shelter Sign Family



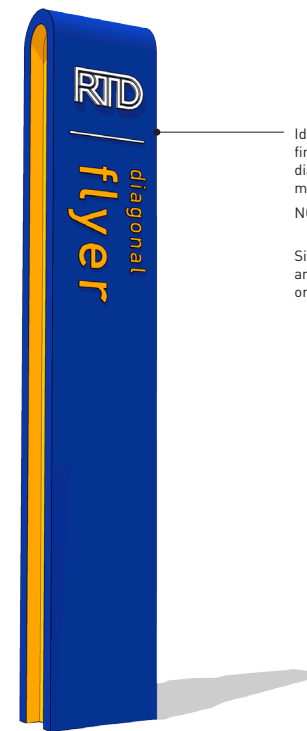
Pylon / Kiosk



End View



Plan View



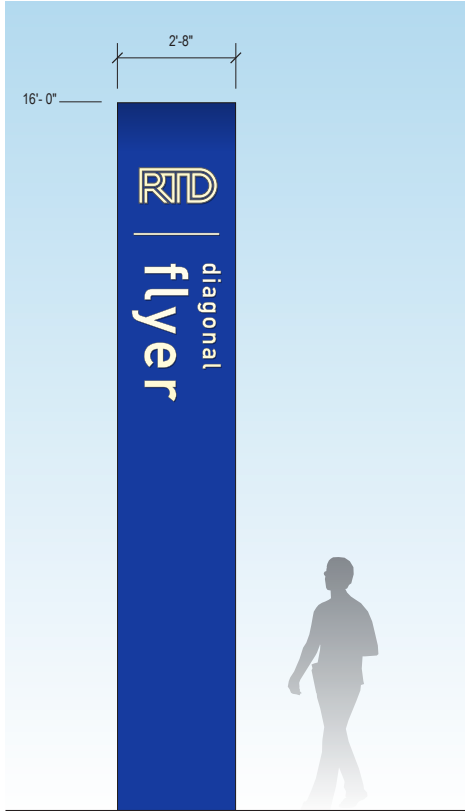
Pylon / Kiosk
Perspective View

Identity pylon with painted finish; dimensional RTD and diagonal flyer letters mounted to face of pylon sign
NON-ILLUMINATED

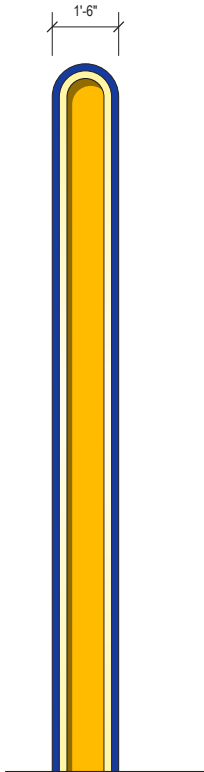
Sign is double sided. RTD and diagonal flyer appear on both sides.

Pylon Identity Sign v2 – Illuminated

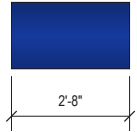
Bus Shelter Sign Family



Pylon / Kiosk



End View



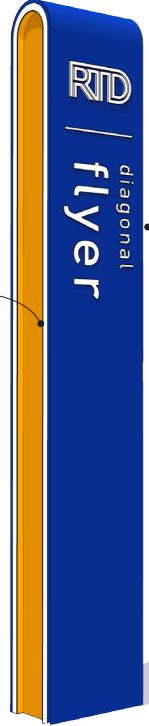
Plan View



Optional
Radiused arch sign
form with internally
illuminated edge



Inset lip painted accent
yellow; recessed panel
painted project blue



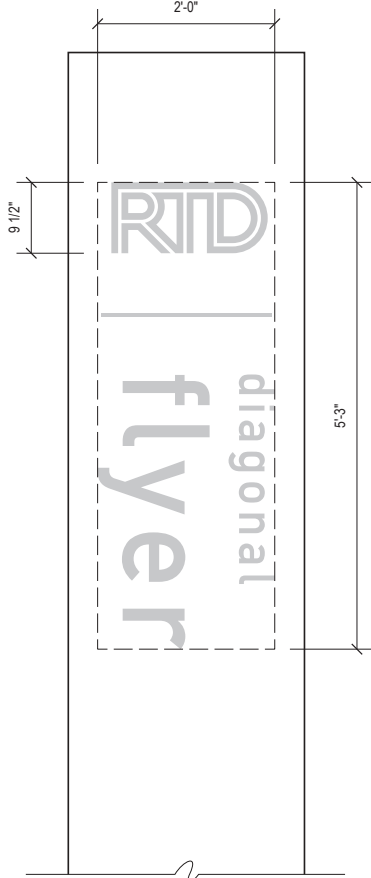
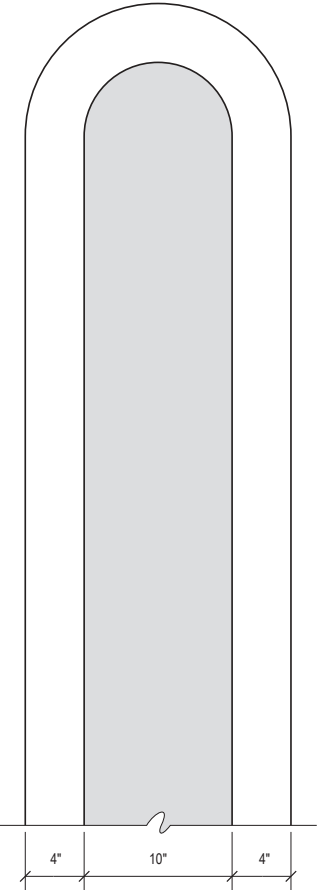
Pylon / Kiosk

Identity pylon with painted
finish; dimensional RTD and
diagonal flyer letters mounted
to face of pylon sign
INTERNALLY-ILLUMINATED

Sign is double sided. RTD
and diagonal flyer appear
on both sides.

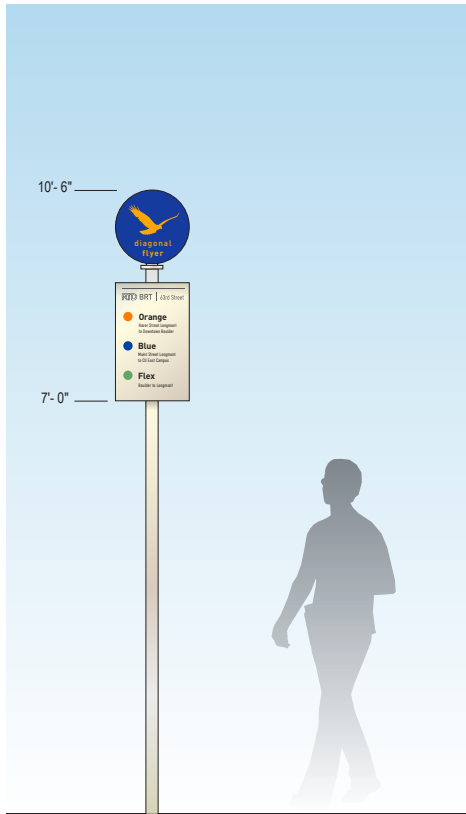
Pylon Identity Sign Details

Bus Shelter Sign Family

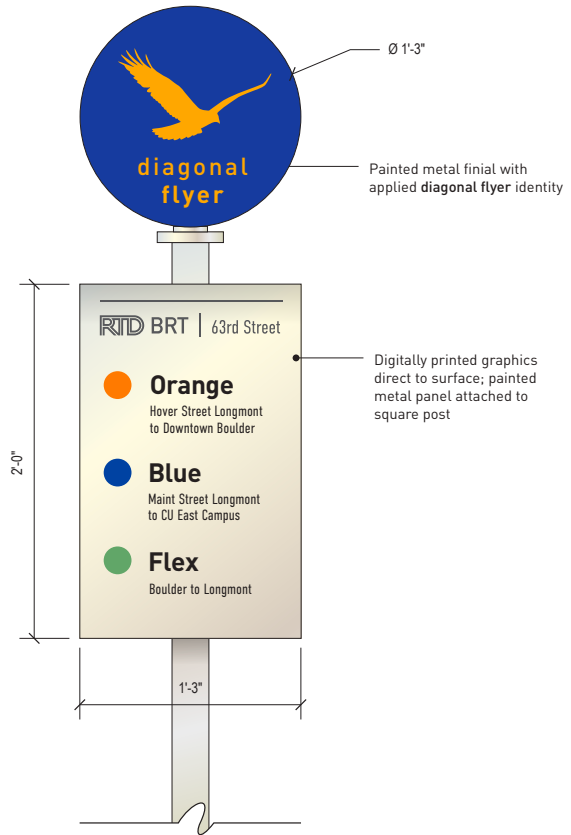


Bus Stop Info Sign

Bus Shelter Sign Family



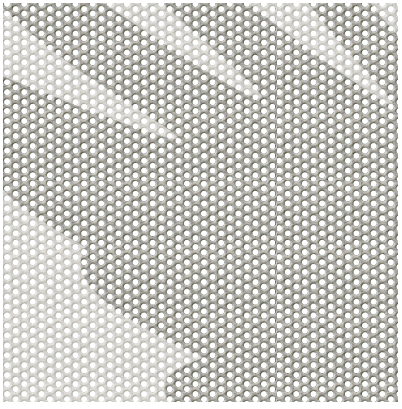
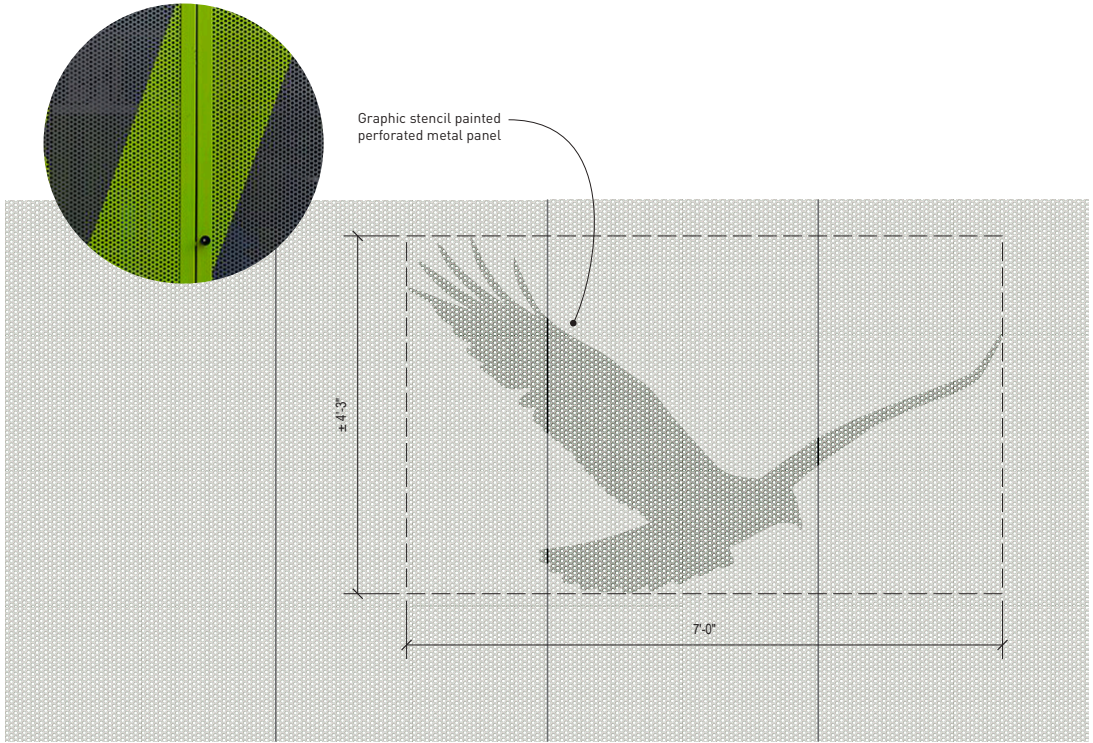
Elevation



Detail View

Screen Wall Graphic

Bus Shelter Sign Family

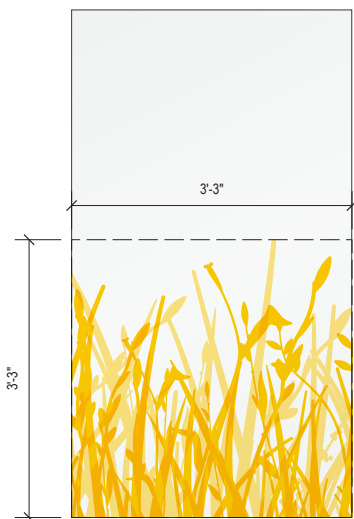


Detail

Perforated Metal Panel Graphic

Shelter Glass Graphics

Bus Shelter Sign Family



Glass Graphic



Second Surface Layer



First Surface Layer

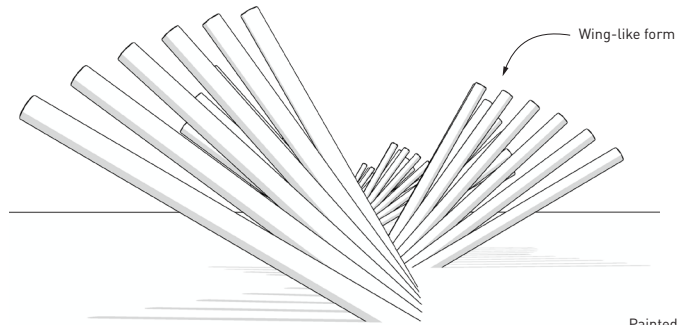
Alternate Concept

Sculptural placemaking element



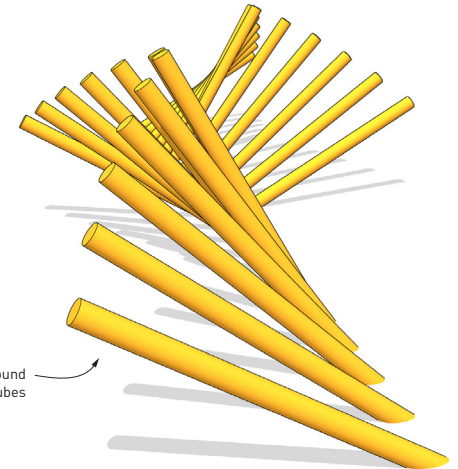
Bus Stop Enhancements

Artful, sculptural elements to create memorable placemaking.



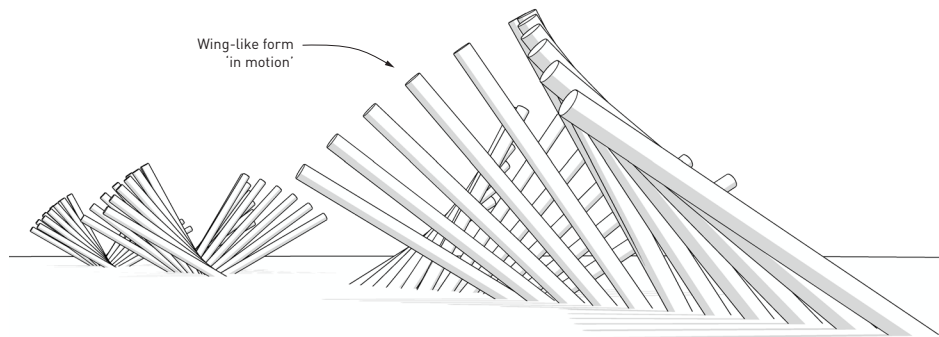
Wing-like form

End View



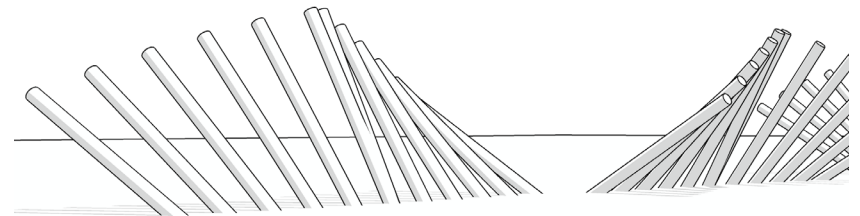
Painted, round pole tubes

Detail View



Wing-like form
'in motion'

Perspective View 1

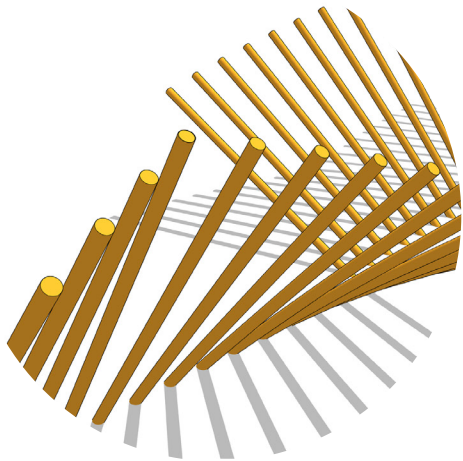
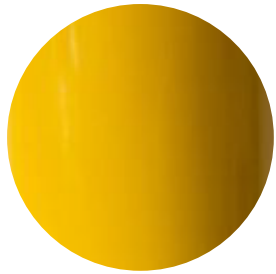


Perspective View 2

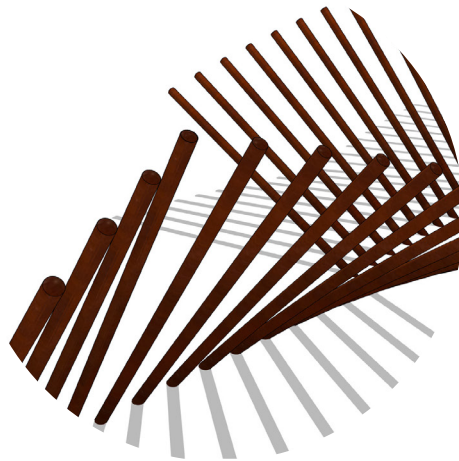
Sculptural Processional Element

Material options.

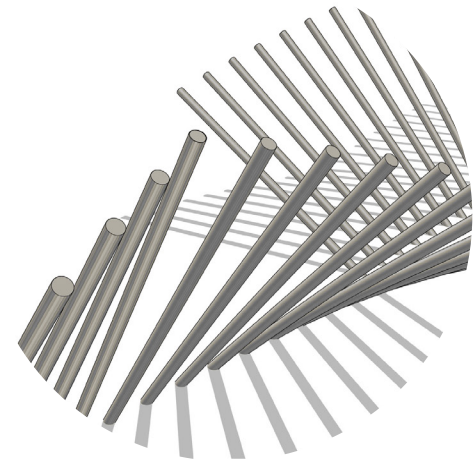
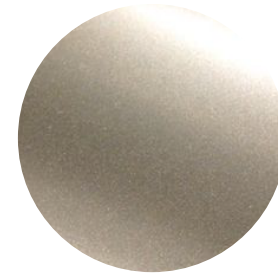
Painted yellow, gloss finish.



Corten steel finish.



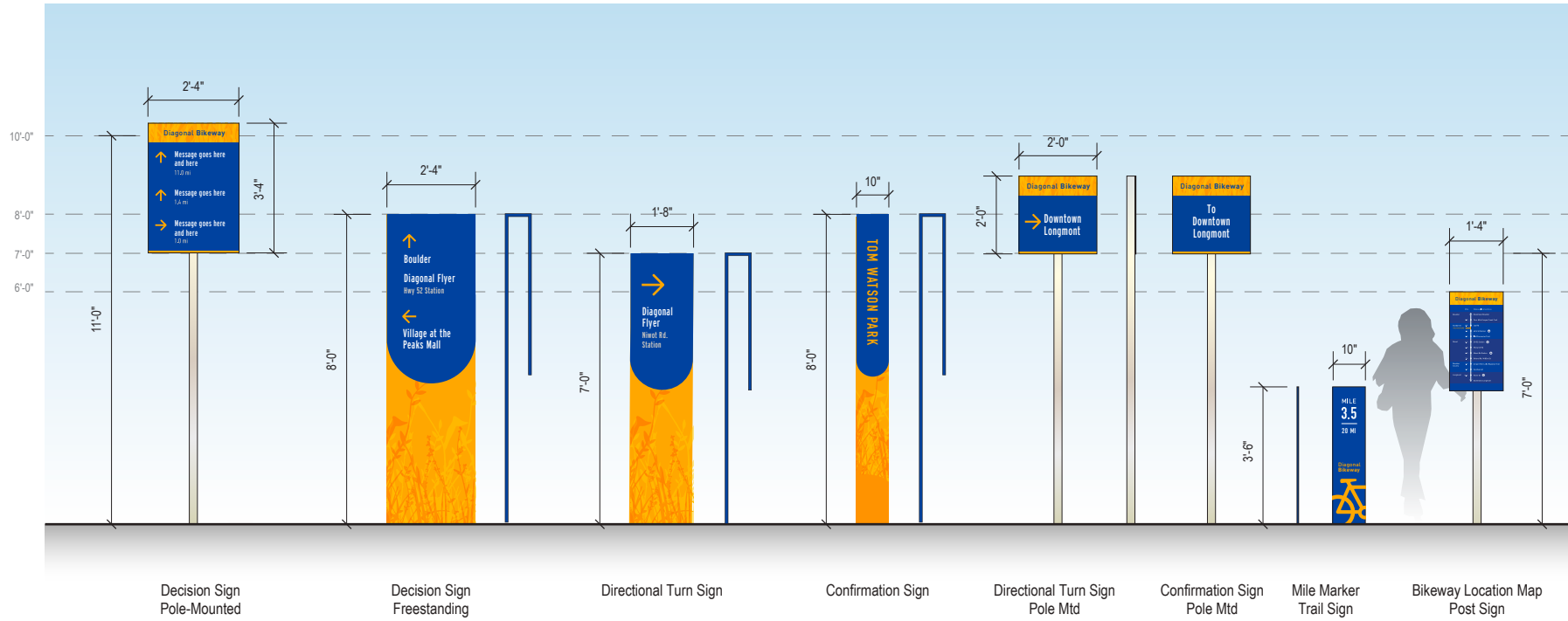
Warm, champagne color, metallic finish.





CO-119 Corridor Bike Pathway Signage

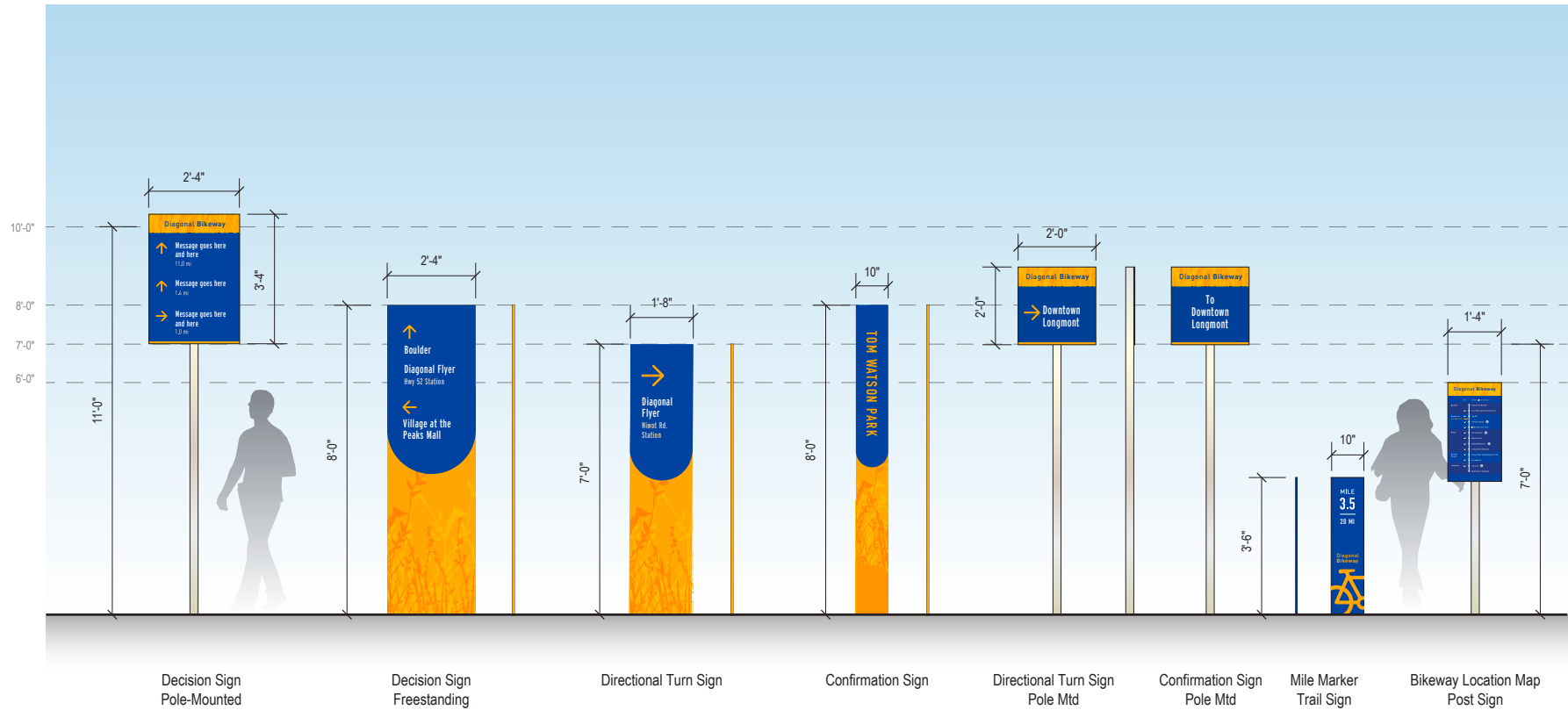
DESIGN DEVELOPMENT



An operations and maintenance plan will be developed to ensure the signs always look new and well-maintained.

Overall Sign Family – v2

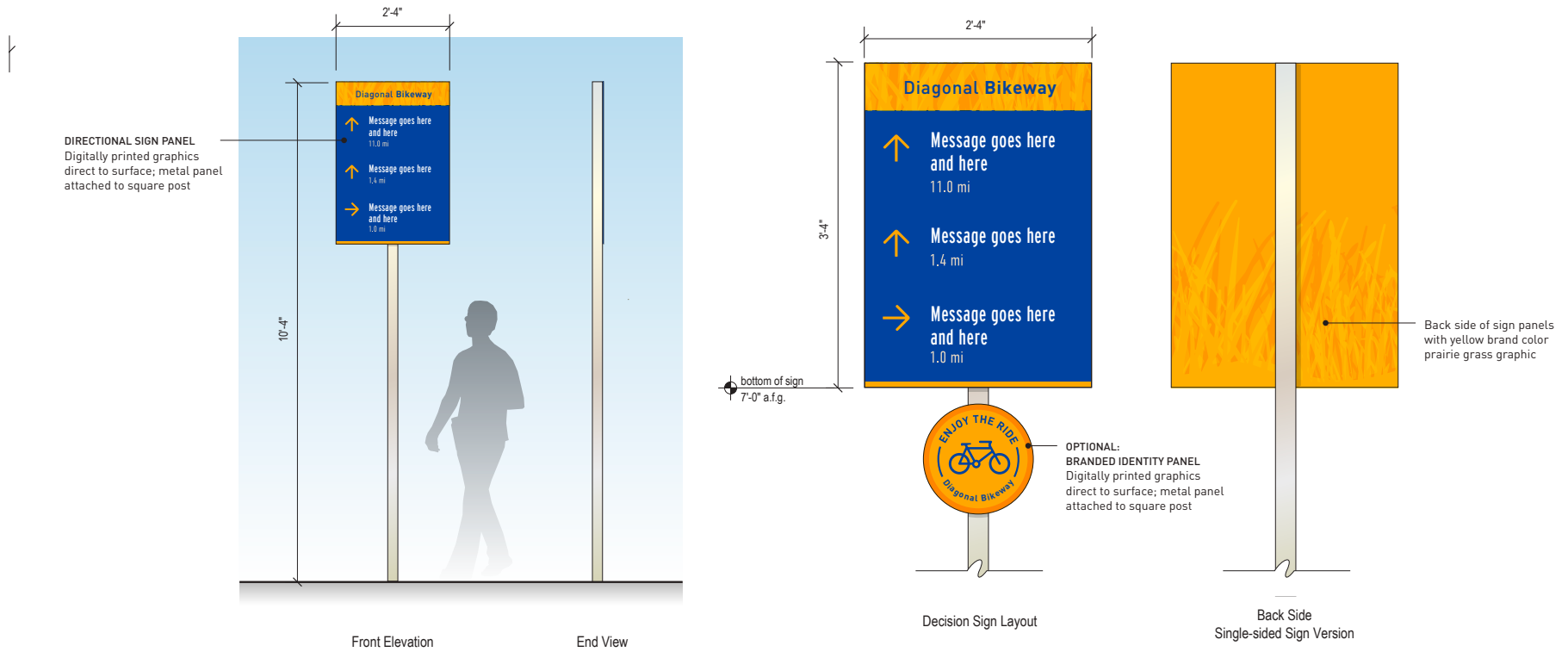
Bikeway Signage Family



An operations and maintenance plan will be developed to ensure the signs always look new and well-maintained.

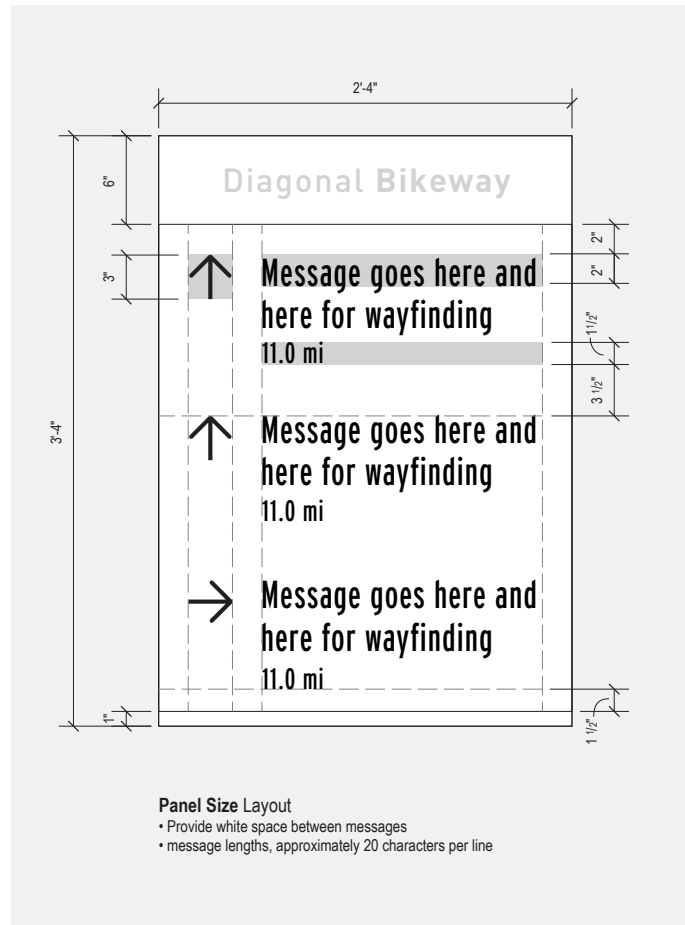
Pole-Mounted Decision Sign

Bikeway Signage Family



Pole-Mounted Decision Sign

Panel Size Options



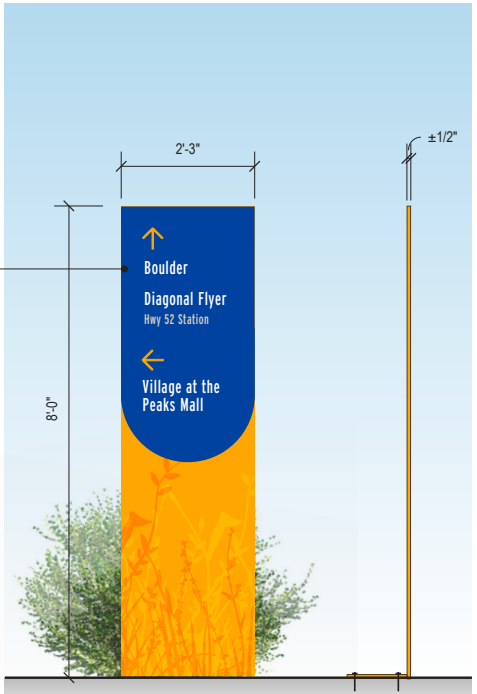
Wayfinding Signs v1 – Flat

Bikeway Signage Family



Confirmation Sign

WAYFINDING SIGN
Freestanding sign panel;
powder coated blue with
vinyl graphics applied to
face of sign

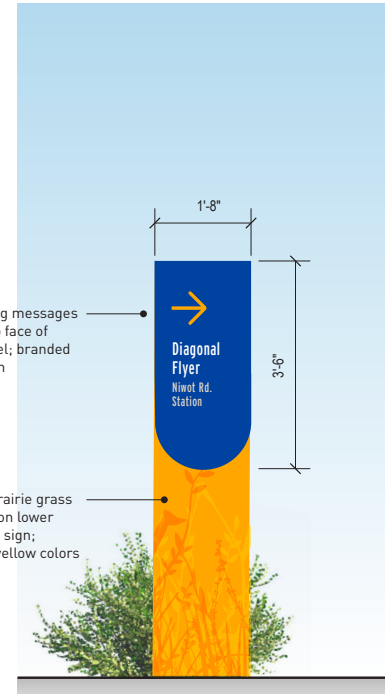


Decision Sign
Freestanding

End View
(Typical)

Wayfinding messages
applied to face of
front panel; branded
blue finish

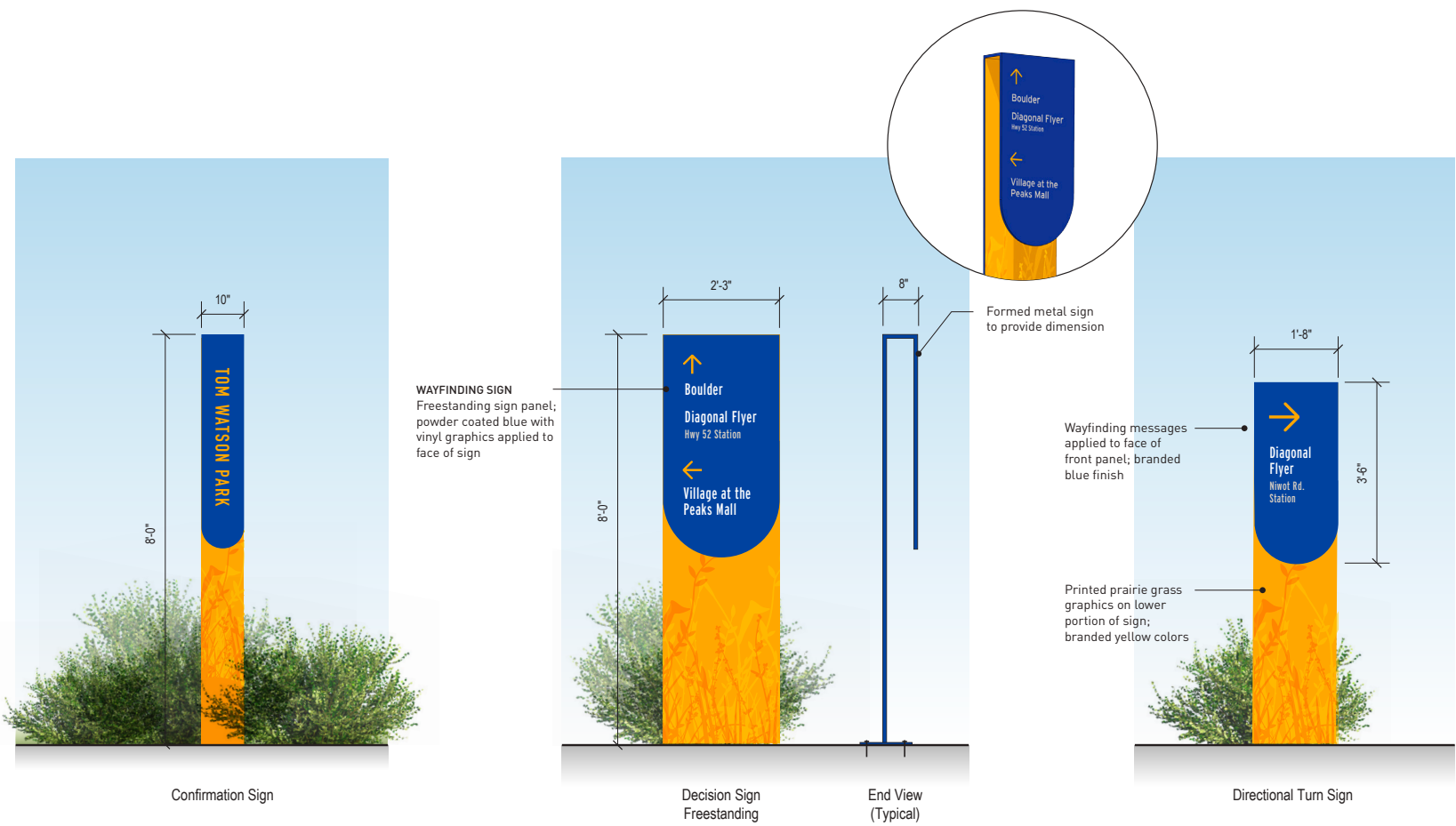
Printed prairie grass
graphics on lower
portion of sign;
branded yellow colors



Directional Turn Sign

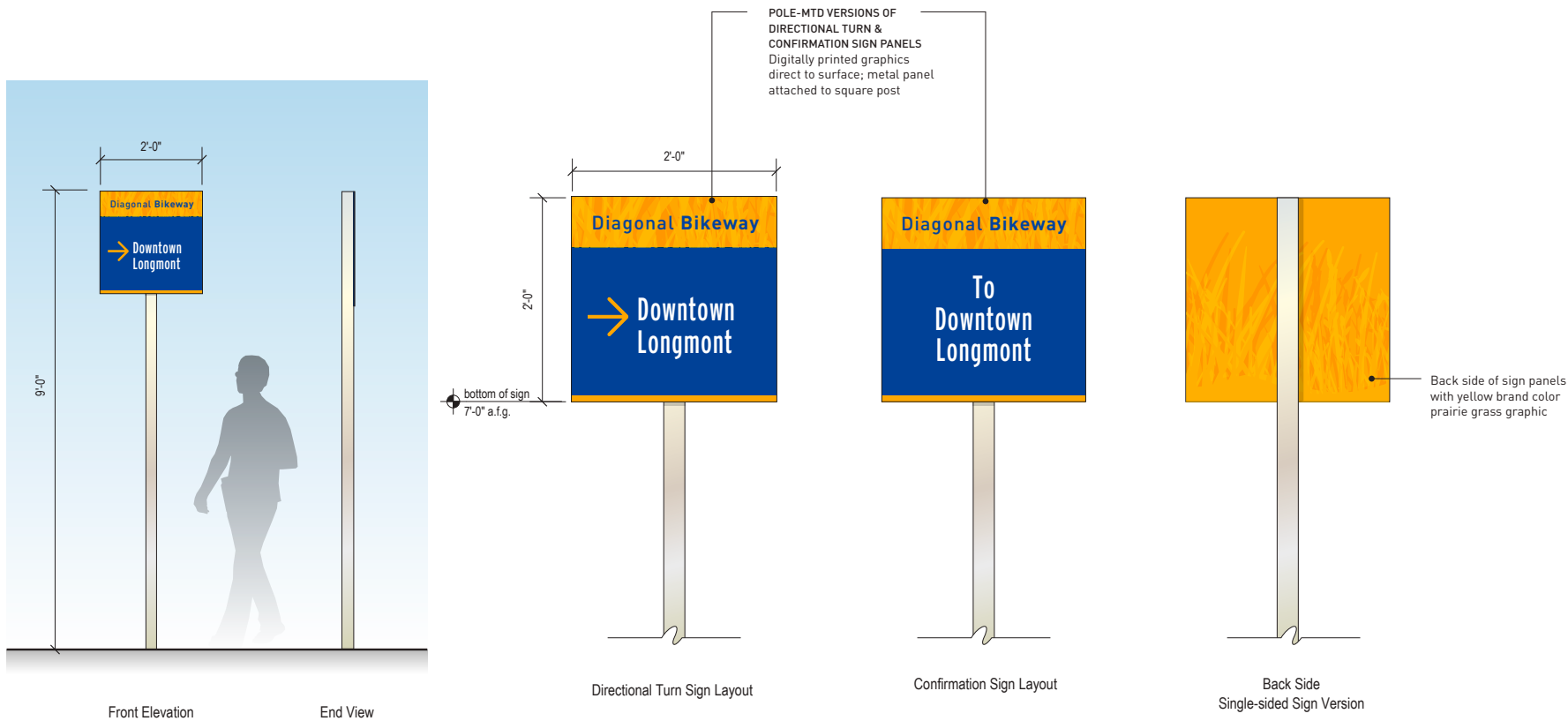
Wayfinding Signs v2 – Dimensional

Bikeway Signage Family



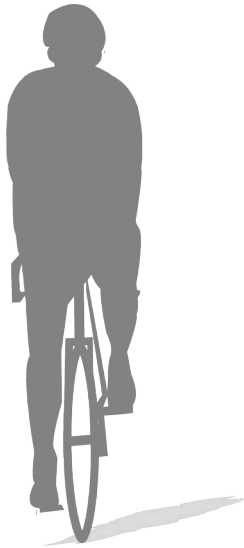
Pole-Mounted Directional Turn & Confirmation Signs

Panel Layouts



Bikeway Mile Marker

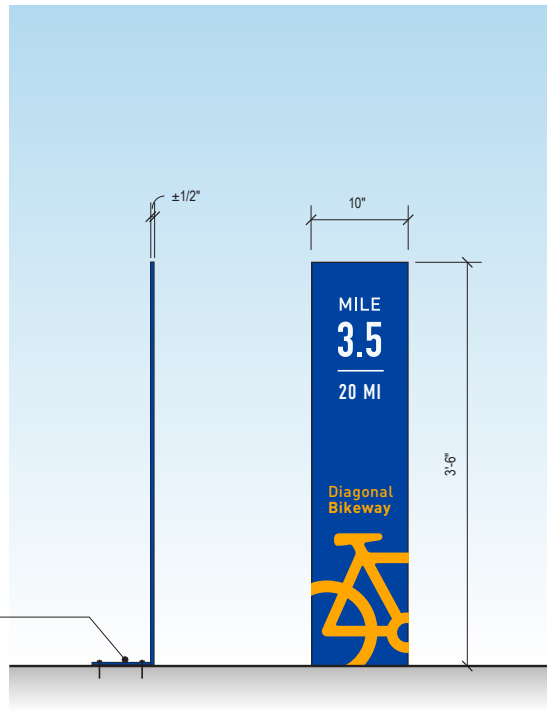
Bikeway Signage Family



Perspective View

MILE MARKER
Freestanding sign panel;
powder coated blue with
graphics applied to face
of sign

Base plate welded to lower back of
sign; mounted to concrete surface
with anchor fasteners (appropriate
requirements to be determined by
structural engineer/sign fabricator



End View

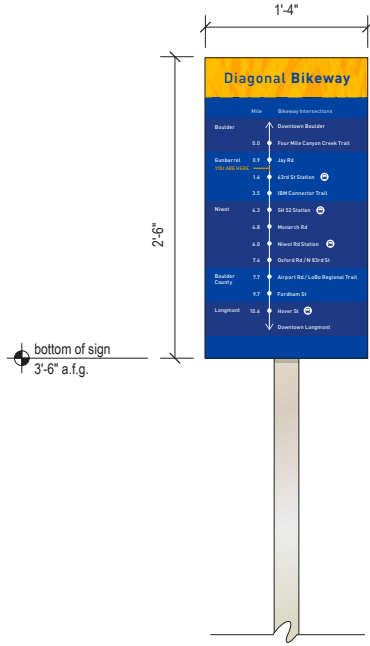
Front Elevation

Wayfinding Signs

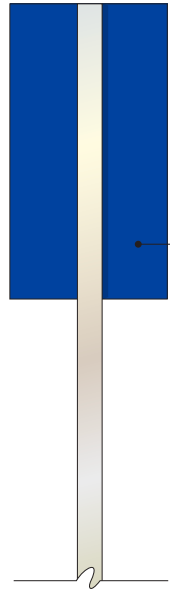
Bikeway Signage Family



Front Elevation



Decision Sign Layout



Back side of sign panels with brand color blue

Back Side Single-sided Sign Version

5. Wayfinding Development

5.1 Local Wayfinding Agency Integration

Wayfinding Need

City of Boulder

Through discussions with the city, it was determined that the wayfinding need for the City of Boulder was to get people from Boulder's crosstown bikeways to the six main transit/bus stations in the city. Those stations are: 28th Street and Iris Avenue, 47th Street and Diagonal Highway, Baseline Road and Broadway, 28th Street and Colorado Boulevard, Downtown Station, and Boulder Junction Transit Center.

City of Longmont

Through discussion with the city, it was determined that the wayfinding need for the City of Longmont was to get people from all their dedicated on and off-street bikeways to every BRT station in the city.

Boulder County

Through discussions with the county, it was determined that the wayfinding need for Boulder County was to get people from the county's existing bike network to both the Diagonal Bikeway and the three BRT stations in the county at Jay Road and SH 119, 63rd Street and SH 119, and Niwot Road and SH 119.

Route Identification

City of Boulder

The routes identified for wayfinding implementation in the City of Boulder were based on the city's crosstown bikeway network for both on and off-street facilities. In addition, the city selected six key bus stops along the blue line to focus wayfinding efforts around. Combined, Consor identified routes along the existing cross-town bikeways within a half-mile radius around the six stops identified by the city.

City of Longmont

Routes identified for wayfinding implementation in the City of Longmont were based on the city's existing dedicated bike facilities, including bike lanes and off-street multi-use paths. Routes were identified around every station in the city withing a half-mile radius.

Boulder County

The routes identified for wayfinding implementation in Boulder County were based around the three BRT stations in the county along CO 119 and focused on existing bikeways, both on and off-street.

Sign Placement

Wayfinding signs within all three entities (City of Boulder, City of Longmont, and Boulder County) were placed along the routes identified above at every intersection of bikeway-routes and/or at streets or access points needed to access a BRT station. Bikeway routes in the City of Boulder were based on their internally identified cross-town routes, while bikeway-routes in the City of Longmont and Boulder County were any signed bike facility with dedicated space (bike lane, protected bike lane, on- or off-street). If there was a long stretch of bikeway without any intersecting bikeways, confirmation signs were placed midway between bikeway intersections to help confirm that users were still on the right track.

Placement of signs, including directionality and location in respect to the bikeway facility, followed the guidance identified in the Wayfinding Best Practices Report (Appendix B). Due to the level of detail, placements are approximate and may not fall within the distances of the intersection or in ideal locations. Exact placement of signs should be determined during field implementation.

Sign Programming

Signing Distances

Signing distances were calculated from signpost to the nearest entrance or border of a destination along the identified route and were rounded to the nearest tenth of a mile. For destinations such as buildings or parks, distances are to the entrance point while for destinations like neighborhoods, distances are to the first neighborhood border. Distances to other facilities are to the intersection with that facility.

Destination Order

Destinations on the signs were ordered by their direction of travel, with the top direction being straight, the next direction being right, and the third directions being left. If one direction was not used, the order skipped to the next direction. If one direction was used for multiple destinations, the farthest away destination was listed first.

Abbreviations

Abbreviations used for destinations were based on the standardized abbreviations listed in the MUTCD section 1A.15. If no standardized abbreviation was available, the project team developed an abbreviation and, if applicable, standardized its use across signs using that destination.

Final Wayfinding Deliverable

Wayfinding packages were delivered to each agency in the form of GIS layer packages including information about approximate sign location, type, bikeway, direction, and destinations. Every proposed sign was fully programmed, including all destinations, directions, and distances to those destinations when applicable. The project team worked closely with each of the three jurisdictions to program signs within jurisdictionally decided limits.

6. Recommendations

6.1 Plan Recommendations

Recommendation	Responsible Agency	Timeframe	Funding Sources
Continue to work with CO-119 Bikeway project team, CDOT, and RTD to implement branded wayfinding along the bikeway and at the trunkline stations, including identifying and pursuing funding for implementation of branded wayfinding and other BRT station elements, such as shelters, pylons/ kiosks, and bus info signs	Project Team	Immediate/ Near-term	CDOT CO 119 Safety, Mobility, and Bikeway Project
Implement signage according to conceptual location plans in the City of Longmont	City of Longmont	Near-term (1-5 years), Medium-term (5-10 years)	CIP, Active Transportation Infrastructure Investment Program (ATIIP), DRCOG Transportation Improvement Program Set-Asides
Implement signage according to conceptual location plans in the City of Boulder following the 2025 update to the wayfinding program	City of Boulder	Near-term (1-5 years), Medium-term (5-10 years)	CIP, Active Transportation Infrastructure Investment Program (ATIIP), DRCOG Transportation Improvement Program Set-Asides
Utilize guidebook to implement consistent brand across future NAMS BRT corridors	Local agencies and Commuting Solutions	Near-, Medium-, Long-term	Within upcoming projects.

Appendix A

Outreach Summaries 1 and 2

CO 119 Wayfinding & BRT Branding

Outreach #1 Summary

Introduction

In early 2024, the project team conducted a round of community and stakeholder engagement in the form of a Corridor Working Group (CWG) meeting, a Northwest Mayors & Commissioners Coalition (NWMCC) meeting, two community pop-up events, and an online survey. The goal of this engagement was to listen to and gather information from the community about the desired brand identity for the CO 119 BRT. The team sought feedback about the features that make each community along the corridor unique and understand community and stakeholder desires for the overall themes of the brand identity. The strategy for this phase of outreach was meeting people "where they are," such as hosting a pop-up at the Walnut RTD Station in downtown Boulder to reach transit riders and engage them in the process. To receive input from the Spanish-speaking population, the team also hosted a pop-up at Marco's Hot Dogs & Tacos in Longmont in an effort to reach this community by meeting them "where they are." Finally, this round of engagement included an online survey to reach those who were not able to attend the events or for those who wished to leave further thoughts after attending. Overall, the varied forms of engagement allowed the team to reach a wide audience and receive robust feedback full of valuable insights from the community about their vision for the CO 119 BRT brand.

Stakeholder Engagement

Corridor Working Group Meeting

On January 11, 2024, the project team hosted a hybrid meeting with members of the Corridor Working Group, including representatives from Longmont, Boulder, Boulder County, Colorado Department of Transportation (CDOT), and the Regional Transportation District (RTD). The team shared information about the project scope and schedule, and then facilitated a series of interactive activities revolving around the target market and desired brand elements for the corridor. Themes from the target market activity included a desire to reach commuters, students, and those who do not normally ride transit. The brand element activity revealed that stakeholders envision the brand identity as in between traditional and progressive, youthful to appeal to the next generation of ridership, a mix between bold and subtle, colorful to align with the youthful feel, and simple to ensure that the branding is recognizable. Stakeholders also shared the elements making their community unique, which aligned closely with the results from the community engagement.



NWMCC Corridor Meeting

On April 2nd, 2024, representatives from the municipalities surrounding the six NAMS corridors (CO 119, US 287, CO 42, 120th Ave, S. Boulder Rd, and Arapahoe Rd/SH 7) gathered virtually to discuss a region-wide BRT brand building off of the future CO 119 BRT brand. The project team shared a brief background of the CO 119 project and an overview of BRT branding examples. Meeting attendees then participated in a series of activities similar to the CWG, by identifying desired brand elements and identifying characteristics making each corridor and community unique. NWMCC representatives shared a desire for more traditional signage to ease maintenance and cost concerns, a middle ground between mature and youthful signage, a mix between bold and subtle signage depending on placement context, a preference for color, and a desire to keep signage simple for fabrication purposes. These identified brand elements as well as the fruitful discussion regarding characteristics of the region will be used to develop overarching brand guidelines to inform future BRT on the NAMS corridors beyond CO 119.

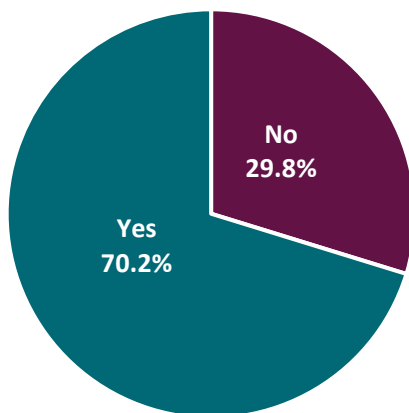
Community Engagement

Community Survey

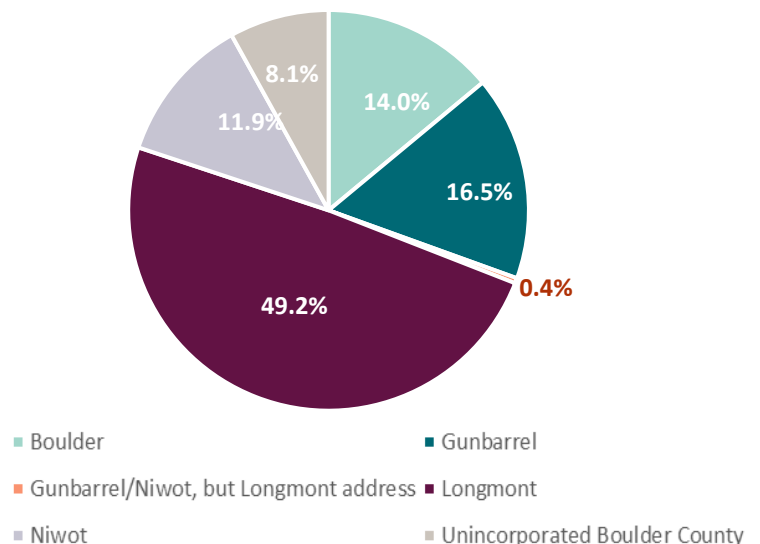
Both English and Spanish versions of an online survey were open for responses from February 22nd to March 31st, 2024. The survey asked participants to identify their zip code and if they live along the CO 119 Corridor. If so, respondents were asked which municipality they live in and then directed to a series of questions specific to that municipality. For each municipality, respondents were shown a series of creative mood boards with scenes from the community, then asked to identify the features making that area unique, what they like most about living there, and their favorite destinations within the community. All respondents were then directed to a section asking them to identify where they get their local news, to inform future marketing, outreach, and engagement efforts. Next, respondents were shown examples of wayfinding signs composing a variety of scales, and asked to identify which features they preferred for the CO 119 Brand Style. Following this section, respondents had the opportunity to provide any open-ended comments about the brand identity. Finally, respondents were asked to provide demographic information. The survey was advertised via the Commuting Solutions website and newsletter, as well as in social media posts by the stakeholder and project partners.

Overall, the survey received 336 responses, though there were none received on the Spanish version. Around 70% of respondents live along the CO 119 corridor, with a substantial percentage living in Longmont.

Do you live along the CO 119 Bus Rapid Transit Corridor?

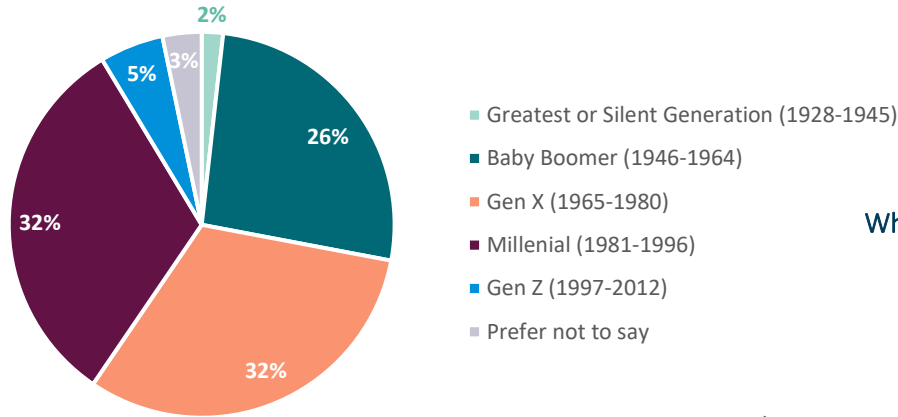


If so, where do you live?

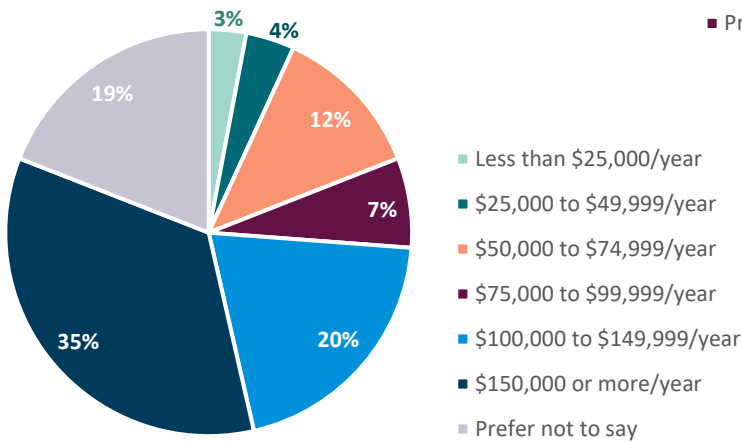


The demographic breakdown of survey respondents was as follows:

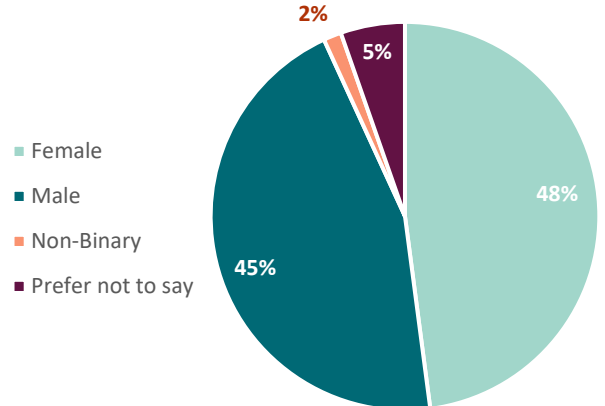
What generation do you fit into?



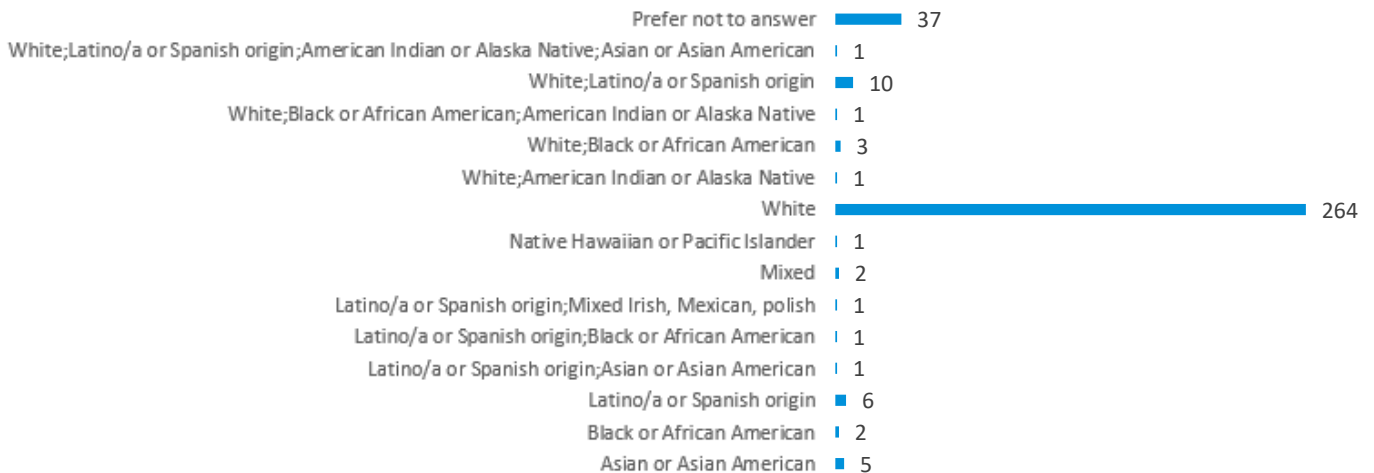
In what range is your yearly household income?



Which of the following genders do you most identify with?



Please specify your race or ethnicity.



Gunbarrel:



Boulder:



For each municipality, respondents were also asked the following question:

“What are your favorite destinations in ___ that make it a unique community?”

The identified destinations will inform signage information and placement when developing the signage and wayfinding plans for this project, as applicable. The top destinations for each municipality can be seen below.

Longmont:

Destination	Number of Mentions
Downtown/Main Street	34
St. Vrain Greenway	18
Lake McIntosh	15

Niwot:

Destination	Number of Mentions
Niwot Market	14
Trail Network	10
Whistlestop Park	6

Gunbarrel:

Destination	Number of Mentions
Avery Brewing	11
Twin Lakes	10
Trail Network	9

Boulder:

Destination	Number of Mentions
Pearl St	9
Chautauqua Park	6
Trail Network	4

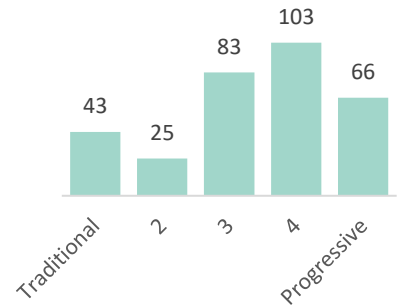
Boulder County:

Destination	Number of Mentions
Trail Network	4
Boulder Reservoir	2
Open Spaces	2

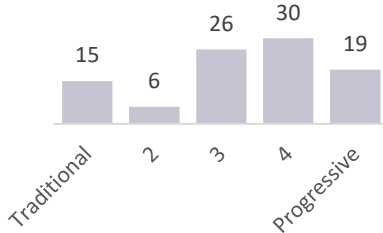
All respondents were asked to describe their vision for the CO 119 BRT brand by viewing examples of wayfinding signs along a scale of brand style attributes and picking where along the scale they felt was appropriate for the corridor. Results for each of these questions are aggregated as well as displayed by municipality.



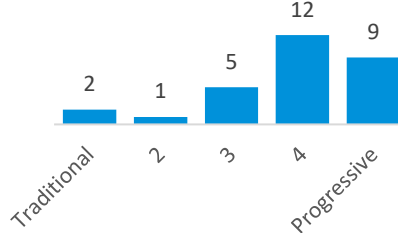
All Respondents



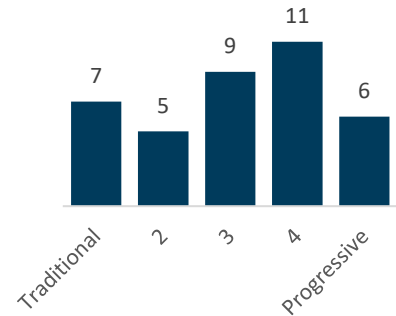
Those not living along the corridor



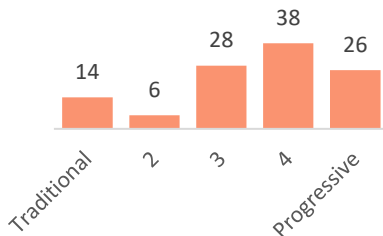
Boulder Residents



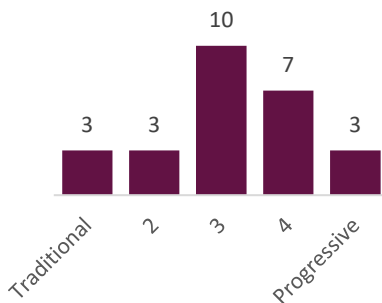
Gunbarrel Residents



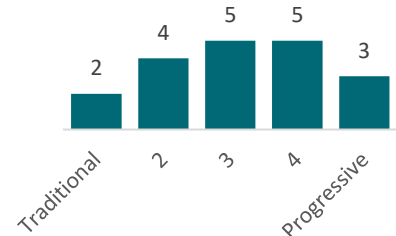
Longmont Residents



Niwot Residents

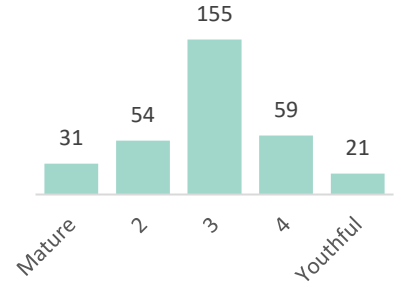


Unincorporated Boulder County Residents

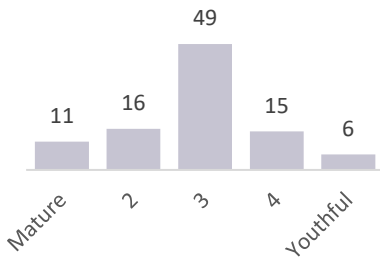




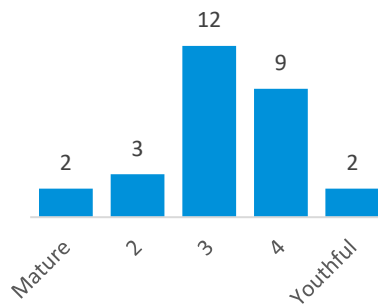
All Respondents



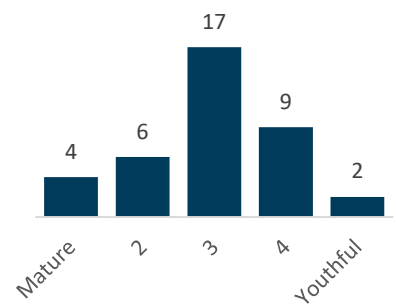
Those not living along the corridor



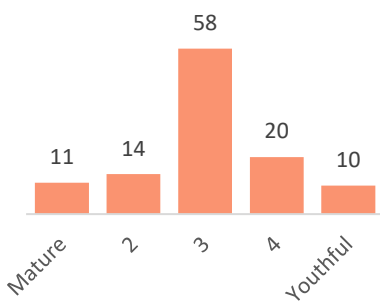
Boulder Residents



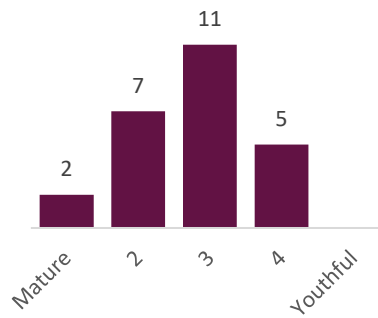
Gunbarrel Residents



Longmont Residents



Niwot Residents

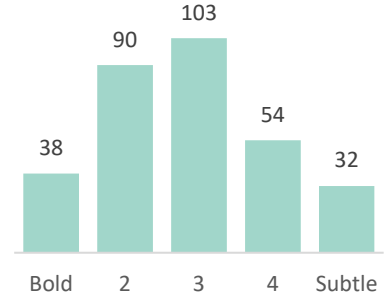


Unincorporated Boulder County Residents

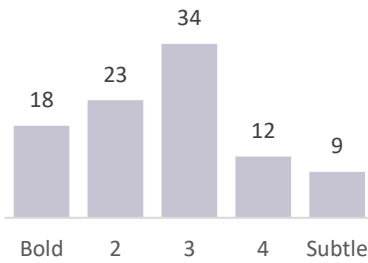




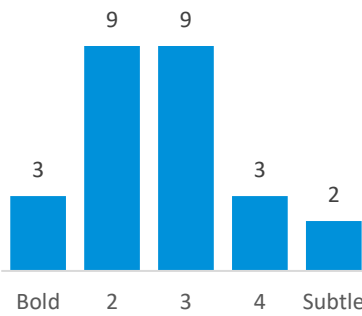
All Respondents



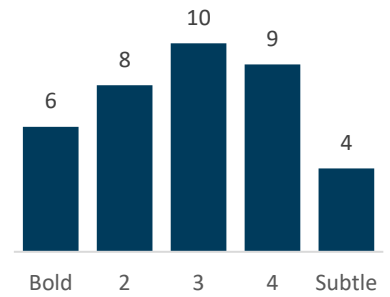
Those not living along the corridor



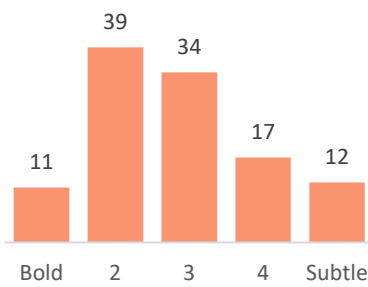
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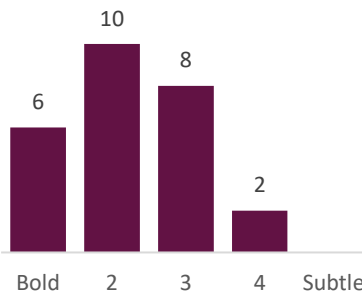
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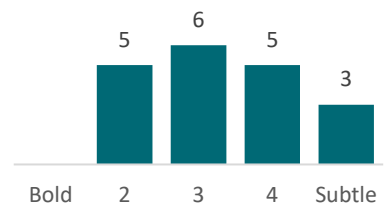
Longmont Residents

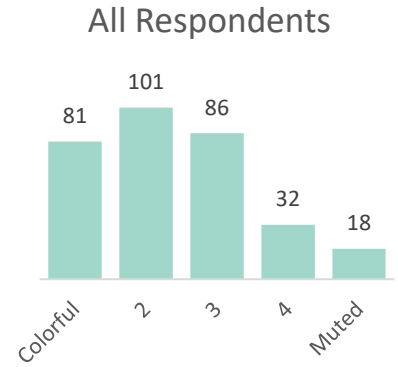
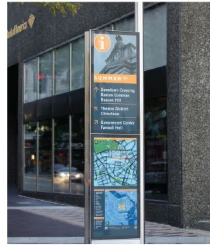


Niwot Residents



Unincorporated Boulder County Residents

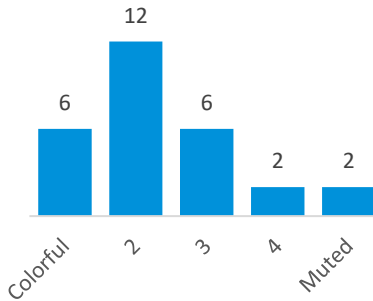




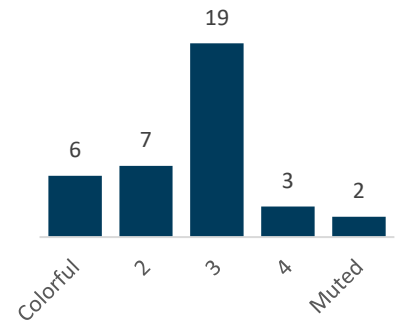
Those not living along the corridor



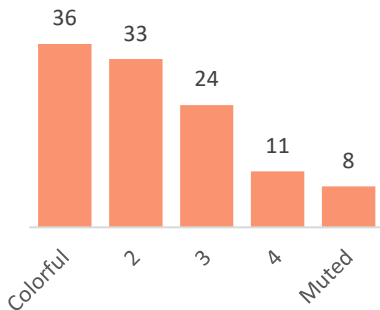
Boulder Residents



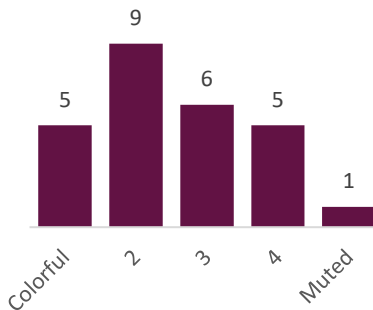
Gunbarrel Residents



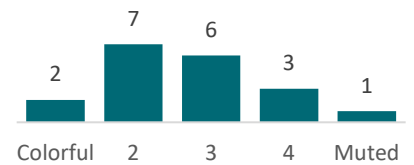
Longmont Residents



Niwot Residents

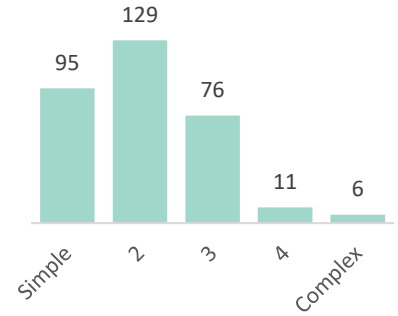


Unincorporated Boulder County Residents

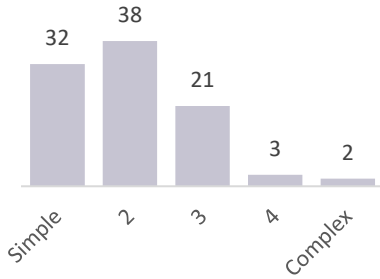




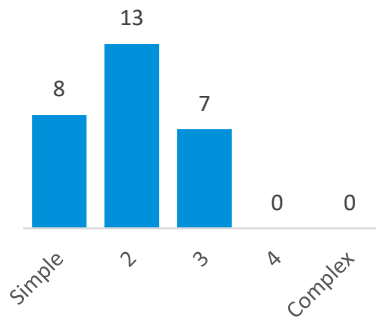
All Respondents



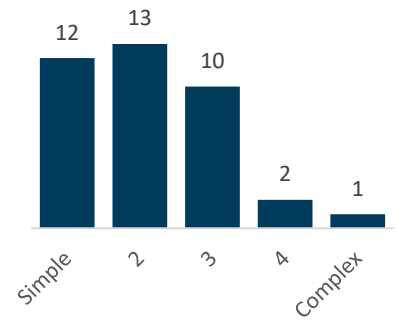
Those not living along the corridor



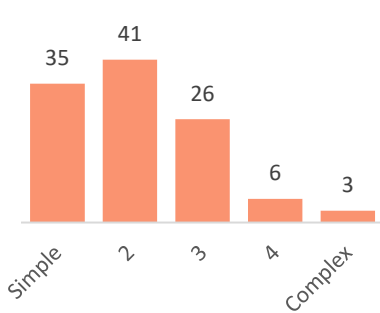
Boulder Residents



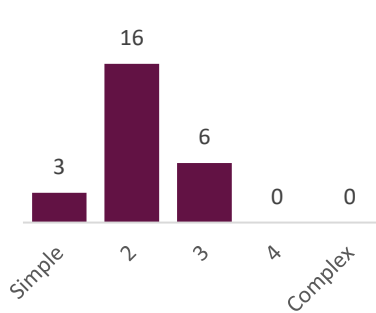
Gunbarrel Residents



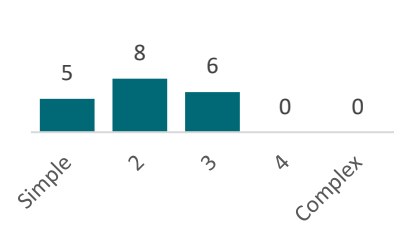
Longmont Residents



Niwot Residents



Unincorporated Boulder County Residents



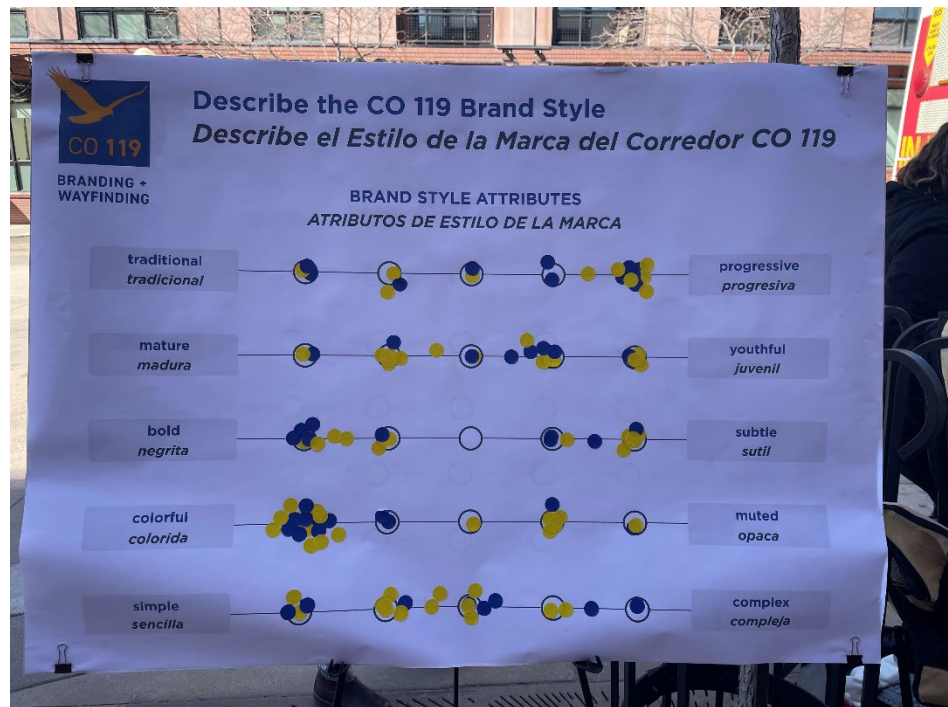
Respondents were also asked to identify where they get their local news to inform future marketing and outreach efforts. The top choices across media types included Boulder Weekly, Channel 9 (NBC), Boulder Daily Camera, Longmont Times Call, The Colorado Sun, LongmontLeader.com, and City of Boulder e-newsletters. These media sources will be considered for promotion of future marketing, outreach, and engagement opportunities.

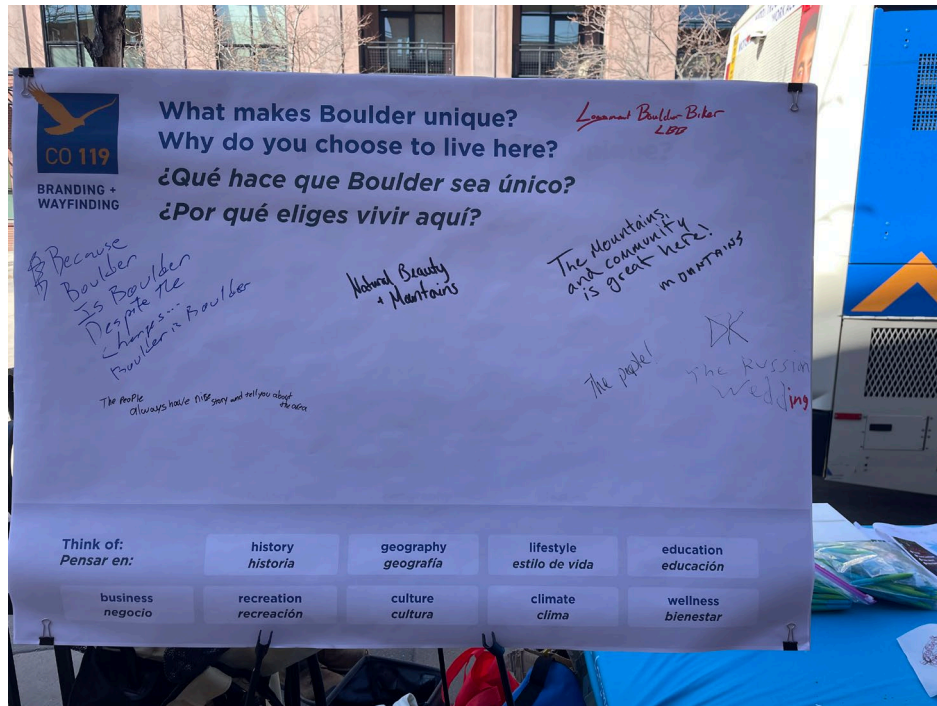
Community Pop-Up – Boulder

On March 20th, 2024, the project team hosted a pop-up outside of the Walnut RTD Station in Boulder. This event lasted from 8am-11am in order to reach morning commuters traveling in and out of the station. The event was advertised via the Commuting Solutions newsletter as well as in social media posts from the project stakeholders and partners. At the event, the project team set up boards with information about the project itself, the upcoming improvements to CO 119, and Commuting Solutions. Donuts and coffee were also provided, which proved very successful in encouraging participants to visit the table. The team gathered feedback using two interactive boards. The first board asked participants to identify what makes Boulder unique and to describe why they choose to live there. For the second board, the project team showed participants examples of wayfinding signs and asked them to identify with sticky dots which brand style attributes they preferred on sliding scales. Those visiting the pop-up were also given business cards linking to the Commuting Solution website and the online survey for the opportunity to provide further feedback.



Throughout the morning, the project team interacted with around 30 people, including some who regularly commute between Longmont and Boulder using CO 119. The most prevalent themes heard from participants about Boulder’s unique features were the mountains and natural beauty, and the people and community. In terms of brand style attributes, responses leaned towards the progressive, bold, and colorful options. Responses were more varied between the youthful and mature options, as well as the simple and complex options. The images below and to the right display the results from all in-person responses.



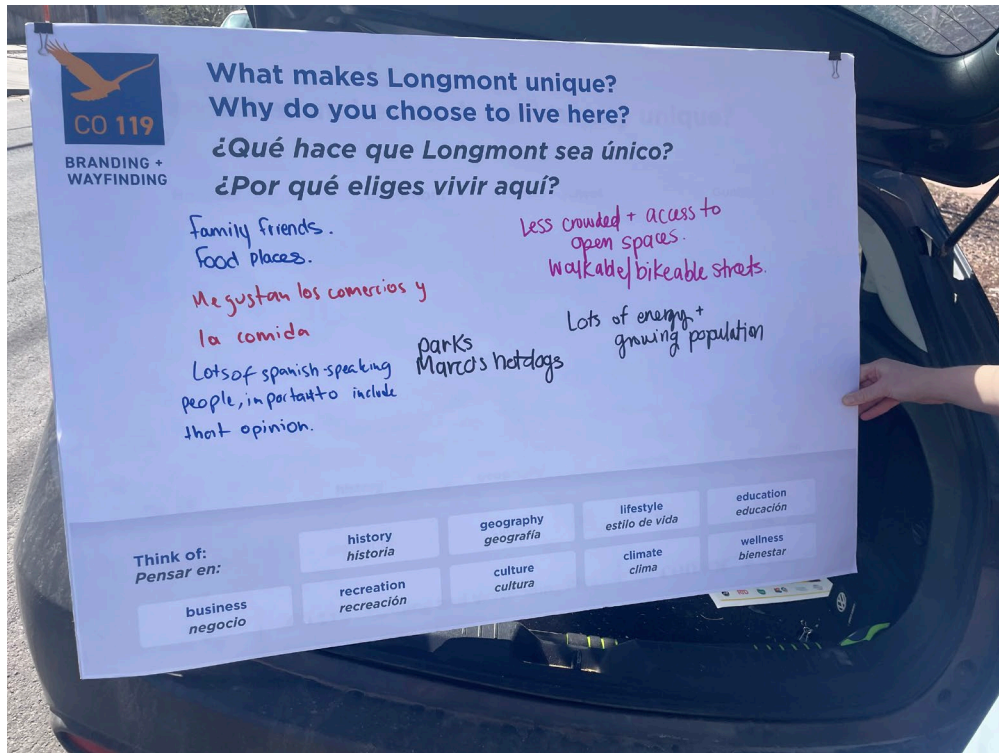


Community Pop-Up – Longmont

On March 22nd, 2024, the project team held a pop-up at Marco’s Hot Dogs & Tacos in Longmont during the lunch rush hour, from 11am to 2pm. This event was geared towards hearing from the Longmont community and gathering feedback from the Spanish-speaking population. This event was advertised through social media posts from the project stakeholders and partners, and the table and boards setup were similar to the Boulder event, though no food was provided.

Throughout the event, the project team interacted with about 40 people, about half of whom were Spanish-speaking. Themes regarding the unique features of Longmont included parks and open spaces and the food options. Responses about the brand characteristics included a mix between traditional and progressive, a focus on mature, bold, and colorful, and a mix between simple and complex. The images on the following page display the results from all in-person responses.





Key Takeaways & Next Steps

This first round of engagement for the CO 119 Branding & Wayfinding project received feedback from stakeholders as well as around 400 community members, primarily residents living in one of the municipalities along the CO 119 corridor. Survey respondents and in-person participants provided invaluable insights about the identity of the communities along the corridor and their vision for the brand characteristics. Outreach results provided the following key takeaways, which will inform the next phase of this project:

- CO 119 BRT Branding should incorporate community values and themes such as the small-town feel, a strong sense of community and people, and access to open space and trails.
- Destinations along the corridor that community members value include access to the trail network, open spaces and parks, and specific shopping and retail areas within each municipality.
- Community members feel the overall brand should be somewhat progressive, a mix of mature and youthful, a mix between bold and subtle with a slight preference towards bold, somewhat colorful, and more simple than complex.
- Community members use a wide variety of media sources, such as the Boulder Daily Camera, Longmont Times Call, and City of Boulder e-newsletters, which can be used to promote future marketing, outreach, and project information.

These insights will be used to guide the upcoming design phase of this project, in which the project team will develop brand identity alternatives and wayfinding sign concepts for the corridor. The destinations identified by community members will also be used to inform the wayfinding routes and plans, as applicable.

CO 119 Wayfinding & BRT Branding

Outreach #2 Summary

Introduction

In summer 2024, the project team conducted a round of community and stakeholder engagement in the form of a Corridor Working Group (CWG) meeting, community pop-up events, and an online survey. The goal of this engagement was to present and gather feedback on brand concept alternatives for the CO 119 BRT corridor. The team sought feedback about a series of brand concepts, including the elements and styles preferred by stakeholders and the community. The strategy for this phase of outreach was to reach as many people as possible by hosting pop-ups at well-attended events such as Boulder County Farmers Markets in Boulder and Longmont. This phase also included a targeted outreach event at the Commuting Solutions Sustainable Transportation Summit, where the project team was able to interact with members of the community who are interested in sustainable transportation efforts, as well as a targeted outreach event at the Boulder County CO 119 Bikeway 63rd St Overpass Open House. Finally, this round of engagement included an online survey to reach those who were not able to attend the events or for those who wished to leave further thoughts after attending. To receive input from the Spanish-speaking population, the team included Spanish translations on all outreach materials, provided Spanish interpretation services at the Longmont pop-up and provided an easily-accessible version of the online survey in Spanish. Overall, the varied forms of engagement allowed the team to share the brand concept alternatives with a wide audience and receive feedback and preferences from the community about their preferred concepts for the CO 119 BRT brand.

Stakeholder Engagement

Corridor Working Group Meeting

On July 24th, 2024, the project team hosted a virtual meeting with members of the Corridor Working Group, including representatives from Longmont, Boulder, Boulder County, Colorado Department of Transportation (CDOT), and the Regional Transportation District (RTD). The team shared the brainstorming and concept development background, and then presented five different brand alternatives. After displaying all five concepts, the project team facilitated a discussion with all participants to identify which elements were preferred and which concepts to move forward to share with the community. Stakeholders shared some maintenance and cost concerns but were excited about the branding elements. The group picked three of the concepts to make minor adjustments to and bring to the community.



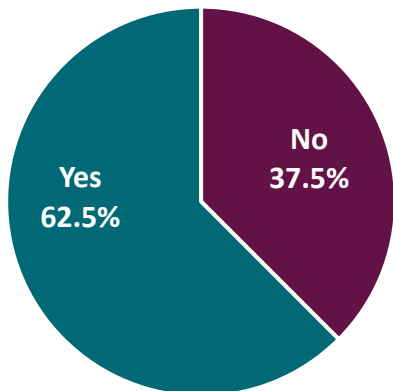
Community Engagement

Community Survey

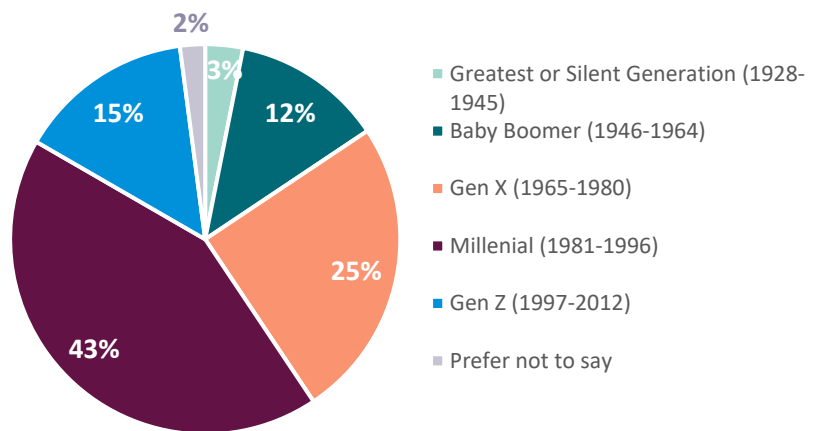
Both English and Spanish versions of an online survey were open for responses from July 31st to September 15th, 2024. The survey shared three branded concept design options. For each of the three concepts, participants were asked to provide feedback on which station architectural elements and sign family elements they like and dislike. Each question was in multiple choice format with a write-in “other” option. They were also asked to rank the concepts from most favorite to least favorite. Respondents were asked to choose whether they prefer the name “Diagonal Flyway” or “Diagonal Flyer” for the corridor. Lastly, they were given the option to provide any additional feedback on the project and designs. The survey was advertised via the Commuting Solutions website and newsletter, as well as in social media posts by the stakeholder and project partners.

Overall, the survey received 96 responses, though there were none received on the Spanish version. Participant demographics were as follows:

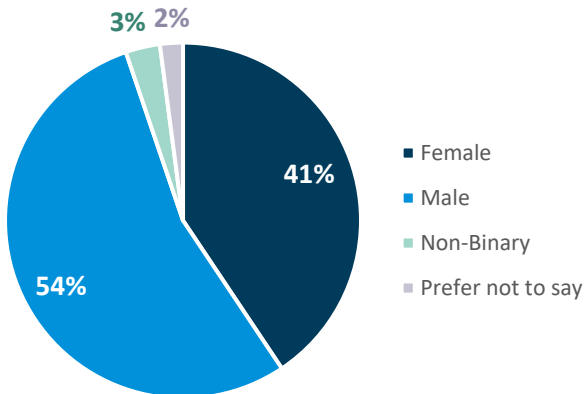
Do you live along the CO 119 Bus Rapid Transit Corridor?



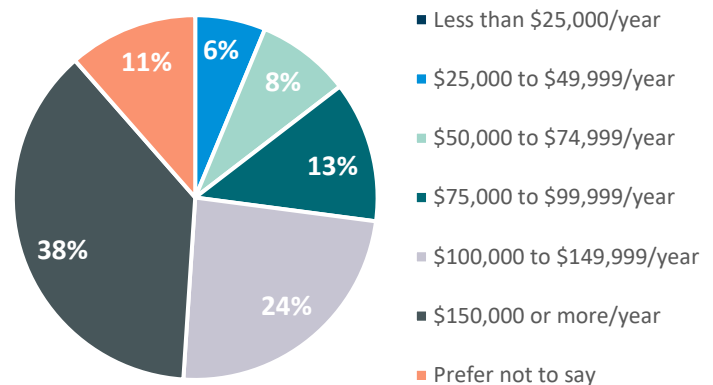
What generation do you fit into?



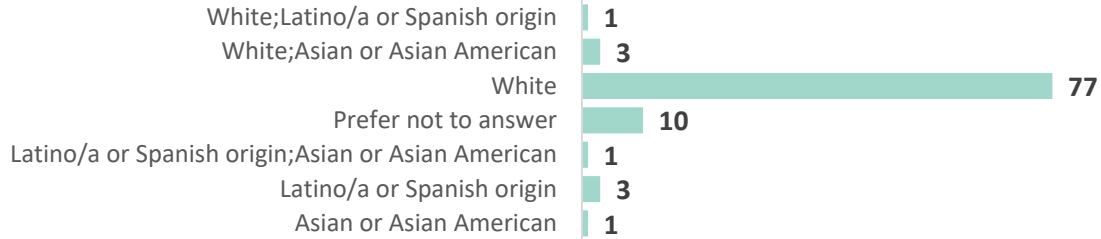
Which of the following genders do you most identify with?



In what range is your household income?



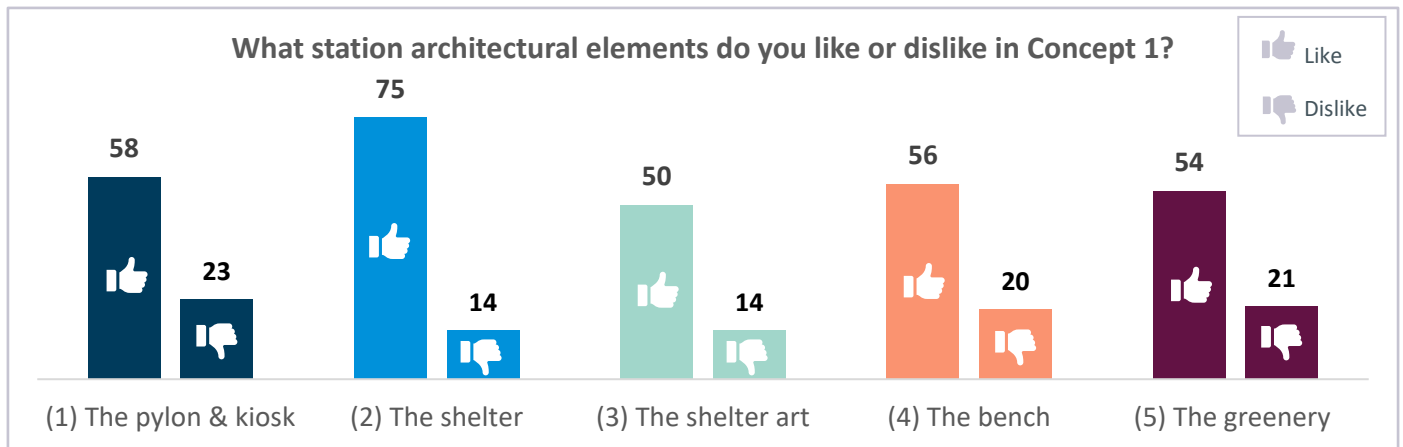
Please specify your race or ethnicity



Participants were asked to share their preferences for three different concept design options.

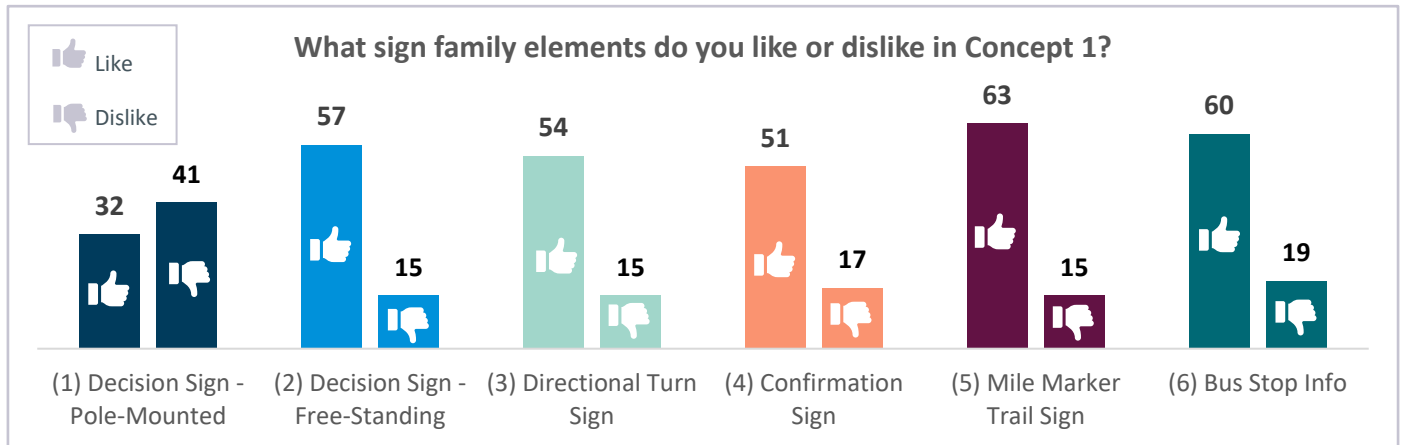
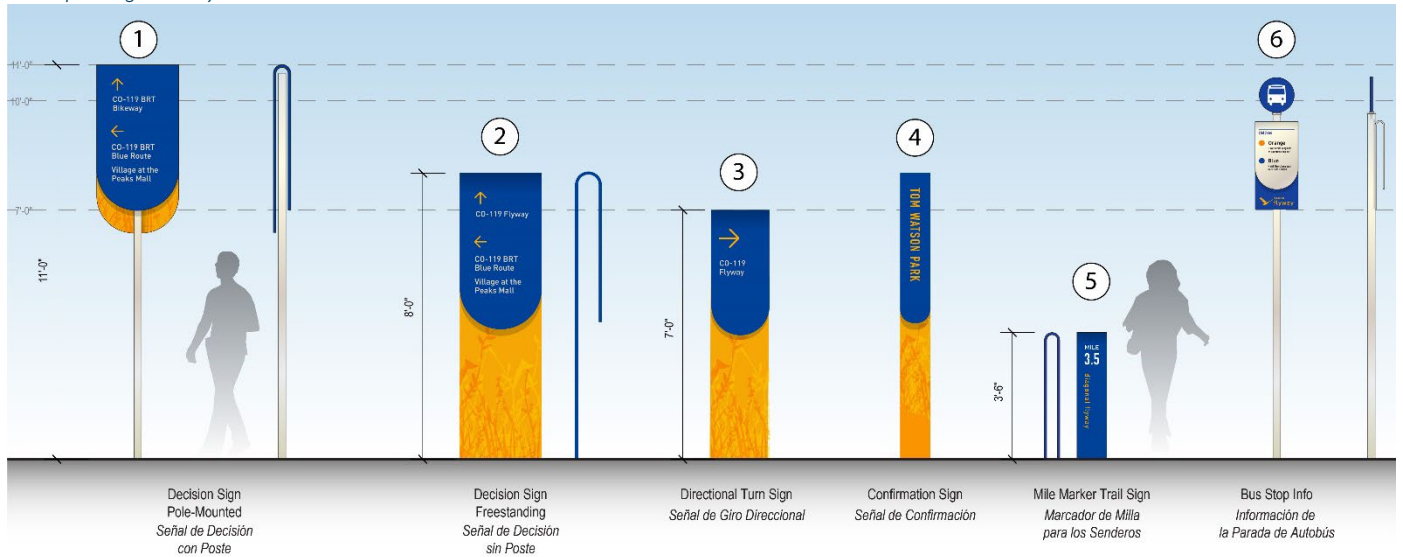
For Concept 1, participants shared which station architectural elements they liked and disliked:

Concept 1 Station Architecture



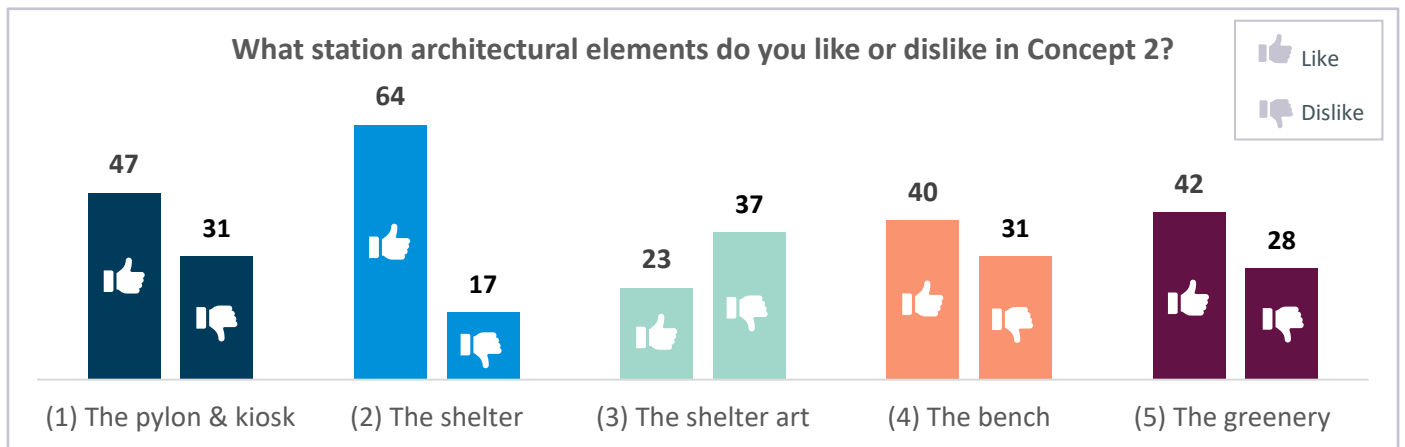
For Concept 1, participants then shared which sign family elements they liked and disliked:

Concept 1 Sign Family



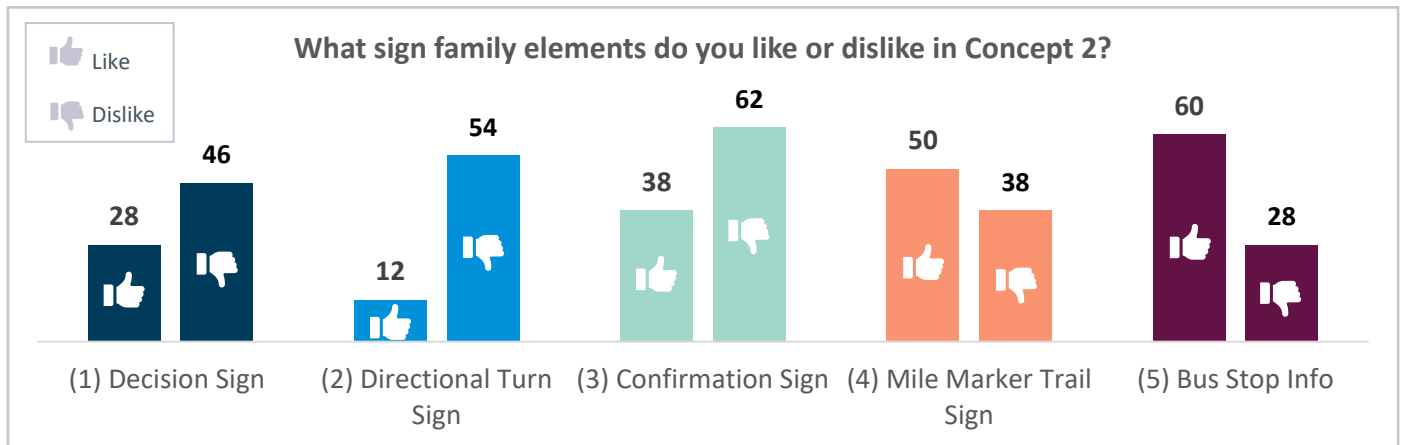
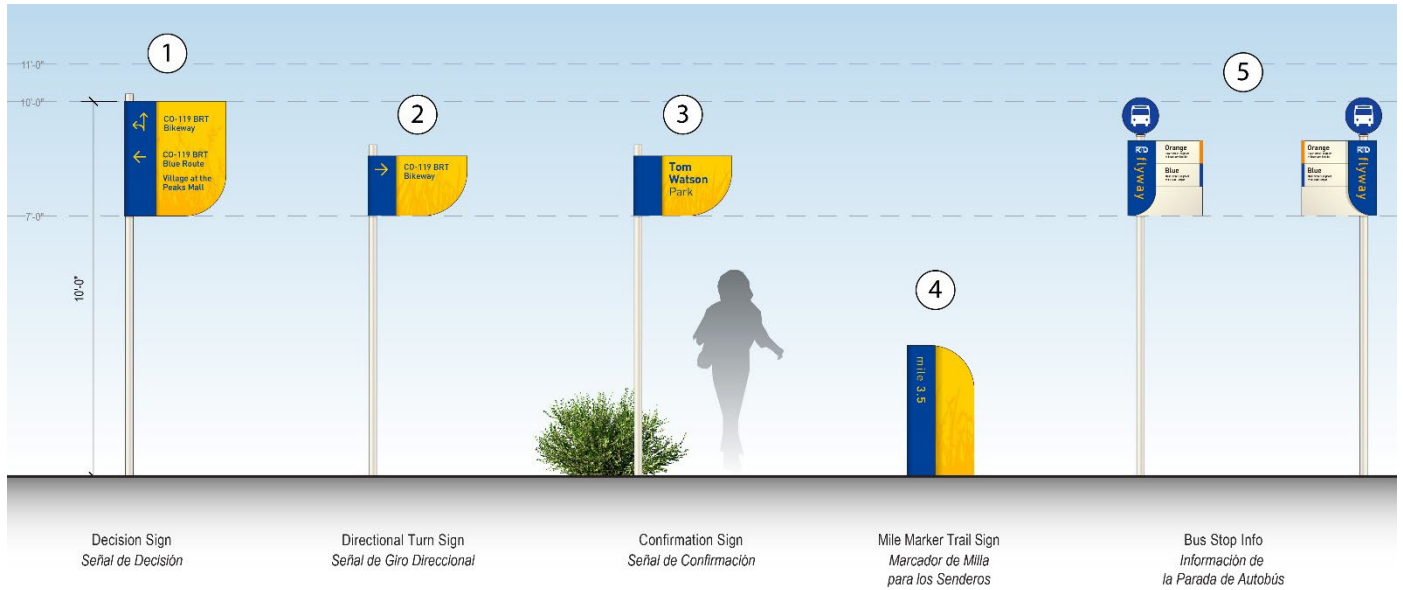
For Concept 2, participants shared which station architectural elements they liked and disliked:

Concept 2 Station Architecture



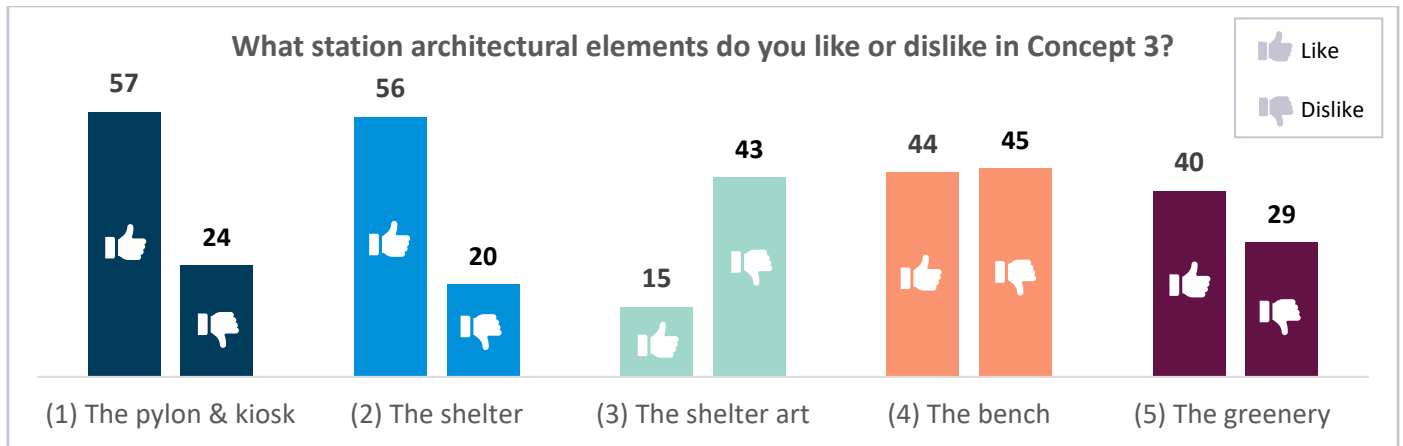
For Concept 2, participants then shared which sign family elements they liked and disliked:

Concept 2 Sign Family



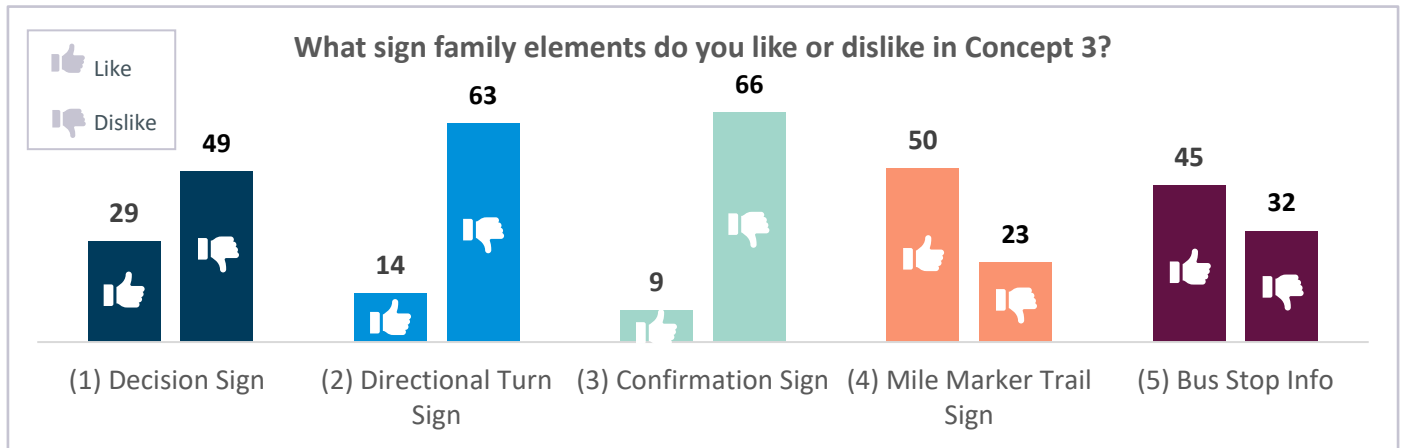
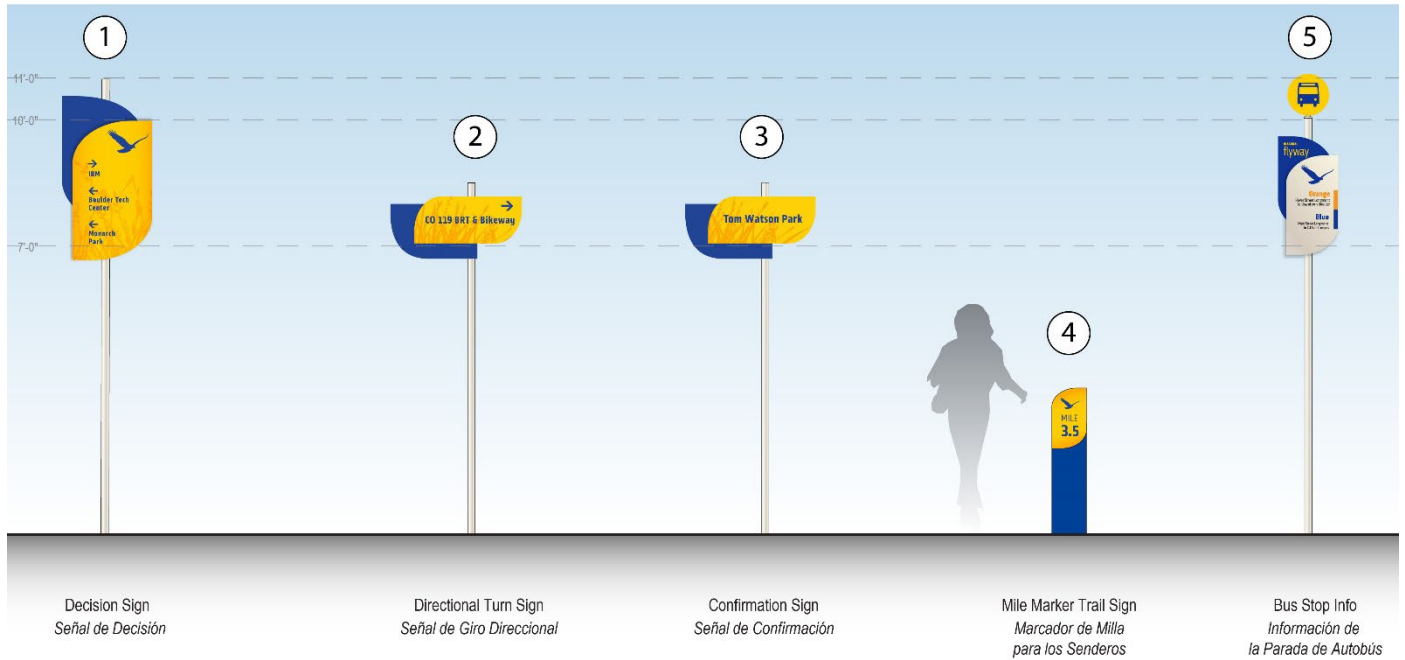
For Concept 3, participants shared which station architectural elements they liked and disliked:

Concept 3 Station Architecture

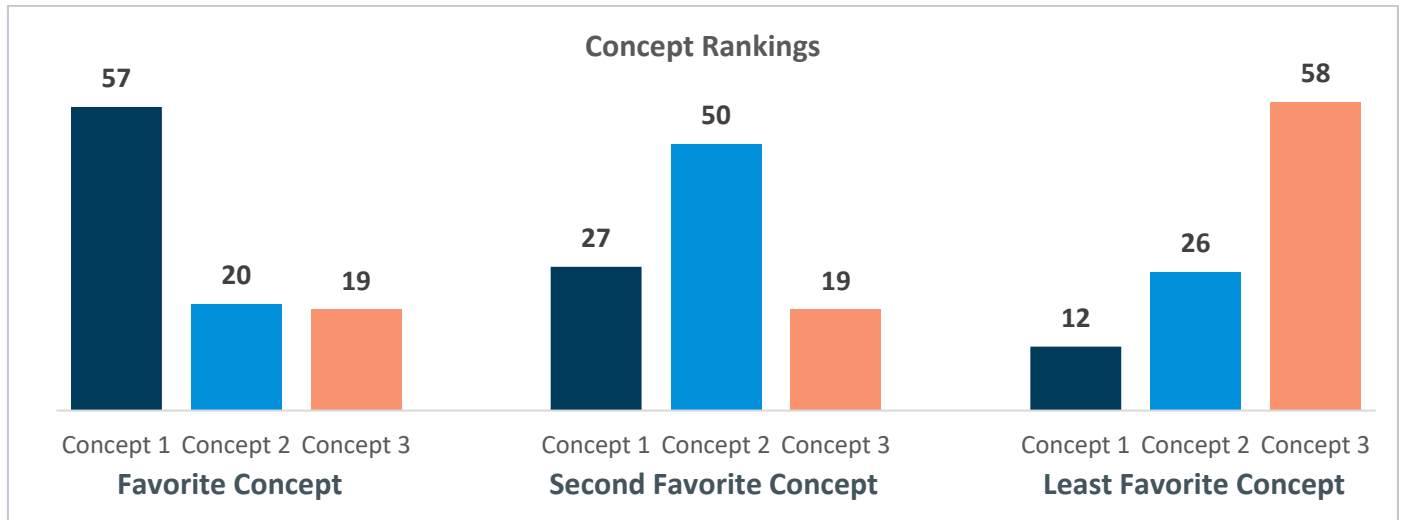


For Concept 3, participants then shared which sign family elements they liked and disliked:

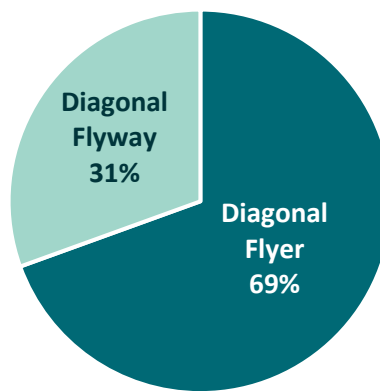
Concept 3 Sign Family



Participants were asked to rank the concepts from most to least favorite.



Participants were asked which name they prefer for the corridor/bus route:



Lastly, participants were asked to share any additional feedback they have. Major feedback themes are summarized below:

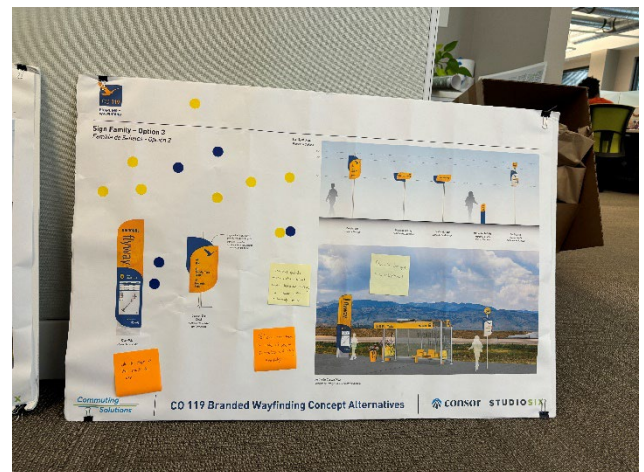
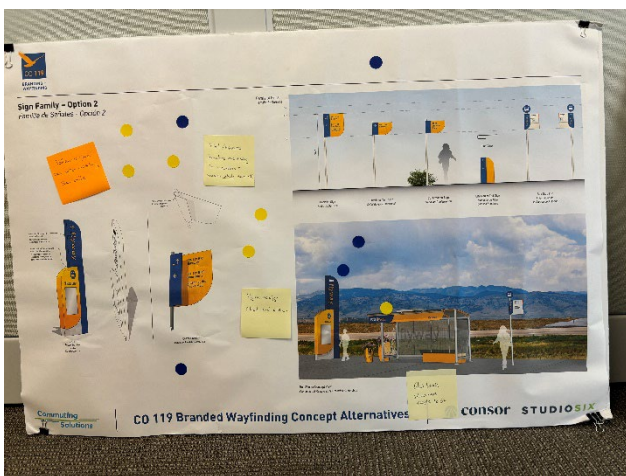
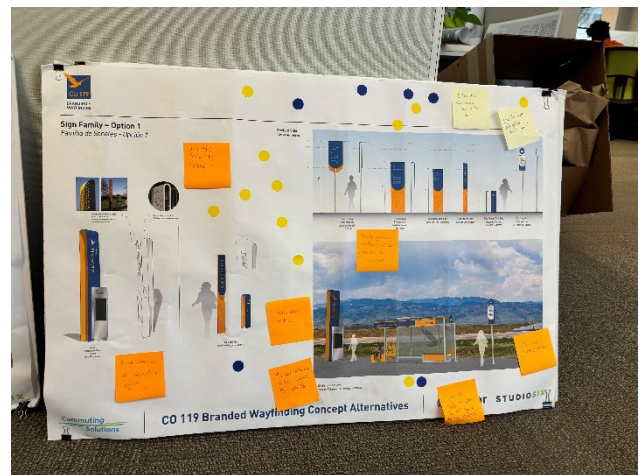
- Concern about durability of materials to withstand harsh weather (i.e. heavy wind, rain, hail).
- Concern about user comfort within shelter during harsh weather, particularly cold temperatures.
- Desire for the color scheme and designs to be more related to the natural surroundings, such as local landmarks or species.
- Preference for “Flyer” over “Flyway” to remain consistent with the Flatiron Flyer (FF) and avoid confusion, particularly if FF buses are regularly used on the corridor.
- Feeling that the use of yellow (particularly in concepts 2 & 3) is overwhelming.
- Concern that the exposed kiosk will be difficult to use with glare from the sun and uncomfortable to use during harsh weather.

Community Pop-Up – Boulder

On August 7th, 2024 from 3:30 – 7:30pm, the project team hosted a pop-up at the Boulder County Farmers Market in downtown Boulder. The event was advertised via the Commuting Solutions newsletter as well as in social media posts from the project stakeholders and partners. At the event, the project team set up boards displaying the three concepts, as well as flyers with general information about the project and Commuting Solutions itself. Each board displayed a different concept, and the project team asked participants to view all three concepts and then use a sticker to vote for their favorite. Participants were also able to place sticky notes on the concepts identifying particular elements they did or did not like. Those visiting the pop-up were given business cards linking to the Commuting Solutions website and the online survey for the opportunity to provide further feedback.



Throughout the morning, the project team interacted with around 50 people, including some who regularly commute between Longmont and Boulder using CO 119. Preferences were varied, though Concept #1 (right) received the most votes. In general, participants felt that the gold color was more visible and should be the more prominent color, and they liked the distinctive sign shapes in all three concepts. The images below and to the right display the results from all in-person responses.

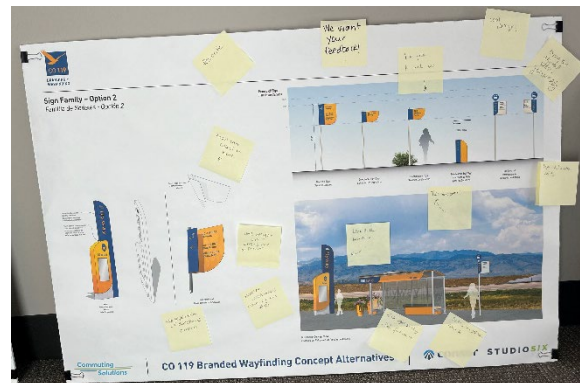
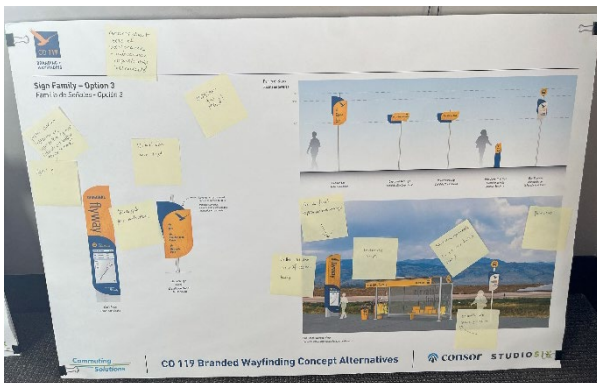


Community Pop-Up – Longmont

On August 17th, 2024 from 8-11am, the project team held a pop-up at the Boulder County Farmers Market at the Boulder County Fairgrounds in Longmont. The event was advertised via the Commuting Solutions newsletter as well as in social media posts from the project stakeholders and partners. At the event, the project team set up boards displaying the three concepts, as well as flyers with general information about the project and Commuting Solutions itself. Each board displayed a different concept, and the project team asked participants to discuss their favorites and place sticky notes on the concepts identifying particular elements they did or did not like. Those visiting the pop-up were given business cards linking to the Commuting Solutions website and the online survey for the opportunity to provide further feedback.

Throughout the morning, the project team interacted with around 30 people, including some who regularly commute between Longmont and Boulder using CO 119. Preferences were varied, though Concept 1 (left) received the most positive feedback. In general, participants felt that the gold color was more visible and should be the more prominently featured color and that the blue-text-on-yellow was easier to read. Participants also preferred the bird motif on the bus shelter, both because the station architecture and signs feature a lot of text, and because the image can be

“read” forwards and backwards depending on where folks are standing in relation to the shelter. Additionally, participants were focused on the maintenance aspect of the concepts, favoring Concept 1 due to its more durable material. The images below and to the left display the results from all in-person responses.



Commuting Solutions Sustainable Transportation Summit

On August 27th, 2024 from 8am-12:15pm, the project team hosted a table for engagement at the Commuting Solutions 8th Sustainable Transportation Summit. This annual event brings together Commuting Solutions members, partners, transportation experts, and enthusiasts of sustainable transportation to discuss the future of transportation in northwest Colorado and beyond. Through this targeted outreach effort, the project team was able to solicit feedback from around 20 members of the community who are interested in sustainable transportation. The majority of participants preferred Concept 1, though some people shared concerns about the durability of that concept to snow, rain, and wind.

Boulder County CO 119 Bikeway 63rd St Overpass Open House

On September 10th, 2024 from 5-6:30pm, the project team hosted a table for engagement at the Boulder County CO 119 Bikeway 63rd St Overpass Open House. The purpose of this open house was to solicit feedback from the public regarding ongoing transportation projects in the county with an emphasis on CO 119-related projects. Through this targeted outreach effort, the project team was able to solicit feedback from around 25 members of the community. The majority of participants preferred Concept 1 and Concept 3 the most. Some people shared concerns about the high maintenance cost of Concept 1 compared to Concepts 2 and 3, as the latter two are pole-mounted and easier to replace if damaged or vandalized.



Key Takeaways & Next Steps

This second round of engagement for the CO 119 Branding & Wayfinding project received feedback from stakeholders as well as around 200 community members, primarily residents living in one of the municipalities along the CO 119 corridor. Survey respondents and in-person participants provided invaluable insights about their brand concept and corridor naming preferences. Outreach results provided the following key takeaways, which will inform the next phase of this project:

- Community members preferred Concept 1, and in particular liked:
 - The shelter design & banner
 - The pylon and kiosk
 - The mile marker, bus stop info sign, & free standing decision sign (participants did not like the pole-mounted decision sign)
- Participants preferred Diagonal Flyer over Diagonal Flyway
- Participants had some concerns about durability and comfort at the shelters during harsh/winter weather

These insights will be used to guide the final phase of this project, in which the project team will refine and finalize the brand design. This process will involve discussions with stakeholders to balance community preferences as well as estimated costs to develop a final design that both feasible and in alignment with community desires.

Appendix B

Best Practices Memo

Wayfinding Elements

The following wayfinding principles build upon local and national precedents and policy pertaining to wayfinding signage. These best practices will guide the placement and design of the CO 119 Wayfinding System.

Theory

According to the *Universal Principles of Design* (Lidwell, Holden and Butler, 2003) the basic process of wayfinding for all modes of travel should involve four steps. The wayfinding sign system should have signs that correspond to all four of these steps.

1. **Orientation:** determining one's location relative to nearby landmarks and the destination. To improve orientation, wayfinding can rely on landmarks, which provide strong orientation cues. Maps can also help in the orientation step.
2. **Route Decision:** choosing a route to get to the destination. To aid in route decision making, minimize the number of destination choices and provide signs or prompts at decision points. Maps can help improve route decision making.
3. **Route Monitoring:** confirming the chosen route will lead to the destination. "Breadcrumbs"—visual cues highlighting the path taken—can aid route monitoring, particularly to help people avoid backtracking to check if they are on the right path.
4. **Destination Recognition:** recognizing the destination. To aid people in destination recognition, give destinations clear and consistent markers, such as large gateway signs announcing each destination name.

Wayfinding Principles

The legibility of a place describes how easy it is to understand. Places that are arranged intuitively so that users can see obvious destinations from a distance, determine pathways, and recognize areas of different character are easier to navigate. Logical wayfinding along CO 119 will enable bicyclists,



pedestrians, and other users to easily and successfully navigate to their destination, understand where they are with respect to other key locations, and orient themselves with little effort or stress.

An effective wayfinding system includes a consistent approach to sign placement and design, while working within local, state, and federal guidelines. The choices of sign materials, dimensions, colors, and forms should be recognizable to enhance legibility and community identity.

Four core principles define the navigational goals of the CO 119 Branding and Wayfinding Plan. These principles are based on best practices for creating a clear wayfinding experience.

Principle 1: Keep it Simple

Easy to use and intuitive wayfinding helps system users navigate and understand where they are in relation to nearby landmarks and destinations. Information should be clear, legible, and simple enough to be understood by a wide audience. Wayfinding must be concise, revealing enough information without overwhelming the user. Information on each sign should be kept to a minimum to avoid confusion and facilitate understanding. Wayfinding should also be placed efficiently to minimize sign clutter.

Principle 2: Be Consistent

Wayfinding signs should be predictable and consistent. When information is consistent, it can be recognized and quickly understood. Wayfinding signs should have common styles, fonts, colors, materials, and placement throughout a community to promote continuity and help users quickly understand and interpret messages. Sign frequency and placement should be consistent, so users know what to expect.

Principle 3: Design for the Inexperienced User

Wayfinding on pedestrian and bicyclist networks should be designed for people who are not frequent users and who prefer low-stress conditions, as well as for people who have not used the network before.

This may include:

- People new to bicycling or people who only bicycle several times a year
- Those unfamiliar with the area through which they are traveling
- Visitors and tourists

Principle 4: Be Inclusive

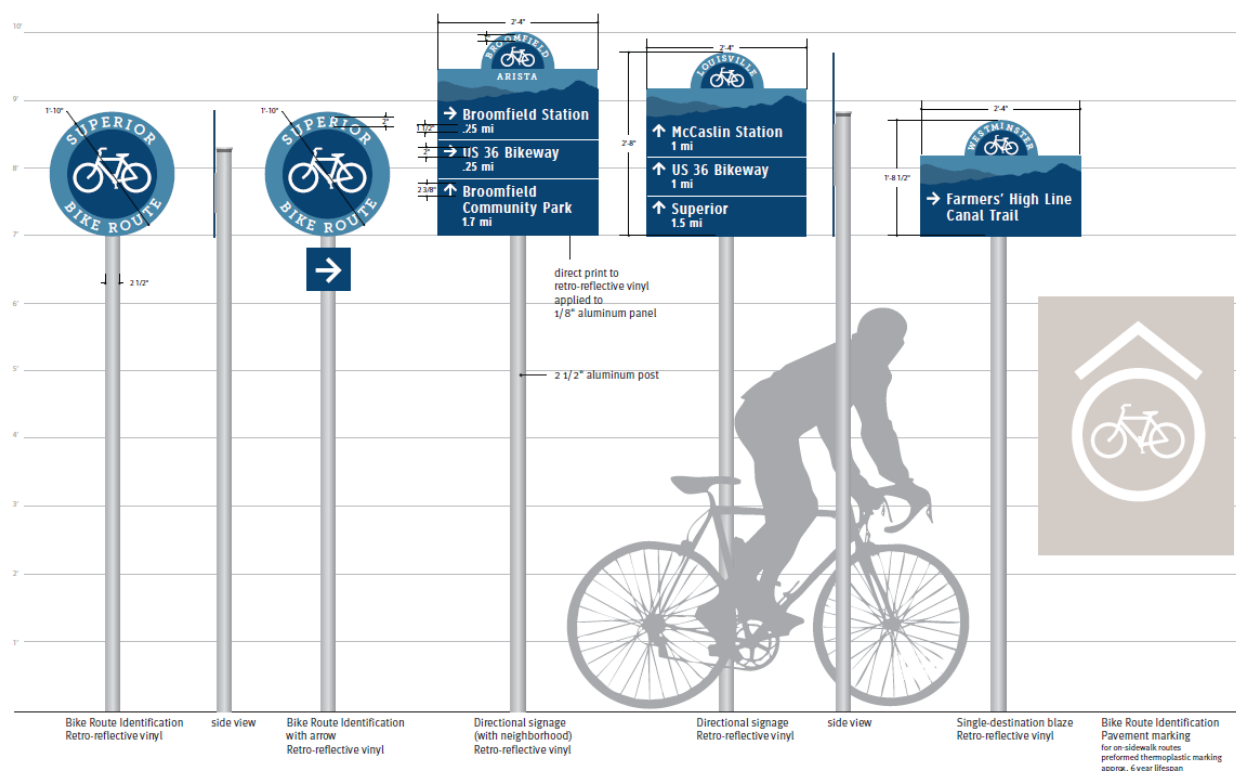
Signs that consider the needs of people with vision disabilities or people with limited English benefit everyone by ensuring large fonts that can be read from far away, strong contrasts between colors that make it easy to read, and the use of icons and graphics that aid in instant recognition.

Wayfinding Elements

Based on field reconnaissance and best practices review, the following sign typologies are recommended for the multimodal network. Unless noted otherwise, all wayfinding elements are oriented and scaled for the bicycle user.

Fundamental Wayfinding Elements

The fundamental family of signs which provide cyclists with navigational information consists of decision, confirmation, and turn signs. The function, content, and placement of each are described below.



Decision Sign

Function and content: Decision signs clarify route options at junctions where more than one potential route exists. Decision signs include system branding elements, space for up to three destinations, distances to destinations in miles, and may include the route or path name.

Per the FHWA's Standard Highway Sign Manual, the standard three-line decision sign for both on- and off-street bicycle facilities is formatted horizontally at 18 inches high by 30 inches wide. Many municipalities have three-line decision signs that are formatted vertically at 24 inches wide by 30 or 36 inches tall by omitting the bicycle symbol from each separate line and including a single bike symbol at

the top of the sign. Regardless of orientation, six inches of vertical space per destination line is generally provided to allow for the two-inch minimum text height.

Confirmation Sign

Function and Content: Confirmation signs are placed after a turn movement or intersection to reassure network users that they are on the correct route. Signs include a system brand mark and may include the route or path name. For both on- and off-street bike routes, the minimum size of 24" wide by 18" high should be used.

Turn Sign

Function and Content: Turn signs are used when only one route option exists to indicate a change in route direction. Signs include a system brand mark, route or pathway name and directional arrow. In addition, turn signs can include destination information.

Standard D1-1 series (MUTCD) and other signs may be used to indicate turns. Standard turn arrow signs (M5 and M6 series) may also be used in conjunction with bike route signs to clarify turn movements. Similar to decision signs, a minimum height of 6" should be used and width may vary according to destination length.



Confirmation signs may be as simple as a standard "bike route" sign or may include information reassuring which destinations are ahead.



Directional arrows may be added to a bike route sign to clarify the need for a turn movement, Chicago, IL.

Bicycle & Pedestrian Wayfinding Element Placement

Elements of the wayfinding family should be located in a consistent and logical manner across the CO 119 corridor. Signs may be mounted to existing or new wayfinding signposts. The following typical placement scenarios were identified as common navigational issues that most need clarification in relation to the bicycle, pedestrian, and transit network.

- On-street route intersections
- Gaps in path network
- Path-path intersections
- Path-roadway intersections
- Off-street and on-street transitions
- Pathway access points (neighborhood connections)

- Typical setback and frequency
- Spot improvements

Fundamental Wayfinding Element Placement

On-street wayfinding element placement recommendations are provided below. However, engineering judgement and a review of the existing site conditions should also be used on a case-by-case basis to determine the specific placement of each sign.

Decision Signs

The distance of a decision sign from a turn or transition is determined by design speed, site lines and slope. Decision signs should be placed along the right-of-way in places where a cyclist can see an upcoming sign from an appropriate distance given the design speed and physical context.

On busy streets with center turn lanes or left turn pockets, signs should be placed further from the intersection to decrease the possibility of conflicting bicyclist/motorist movements while preparing for a left turn. The location of the sign should exceed the stopping distance needed by the fastest expected travel speed, but should not be placed so far in advance that the relevance of the sign is lost or forgotten.

Placement: Decision signs should be placed prior to decision making points or intersections with routes having bicycle & pedestrian facilities. Sufficient distance prior to the intersection should be provided to allow for safe recognition and response to information provided. Care should be taken so that the turn or options the sign refers to are obvious. Decision signs should not be placed near side or access paths that could be confused with the primary route.

Confirmation Signs

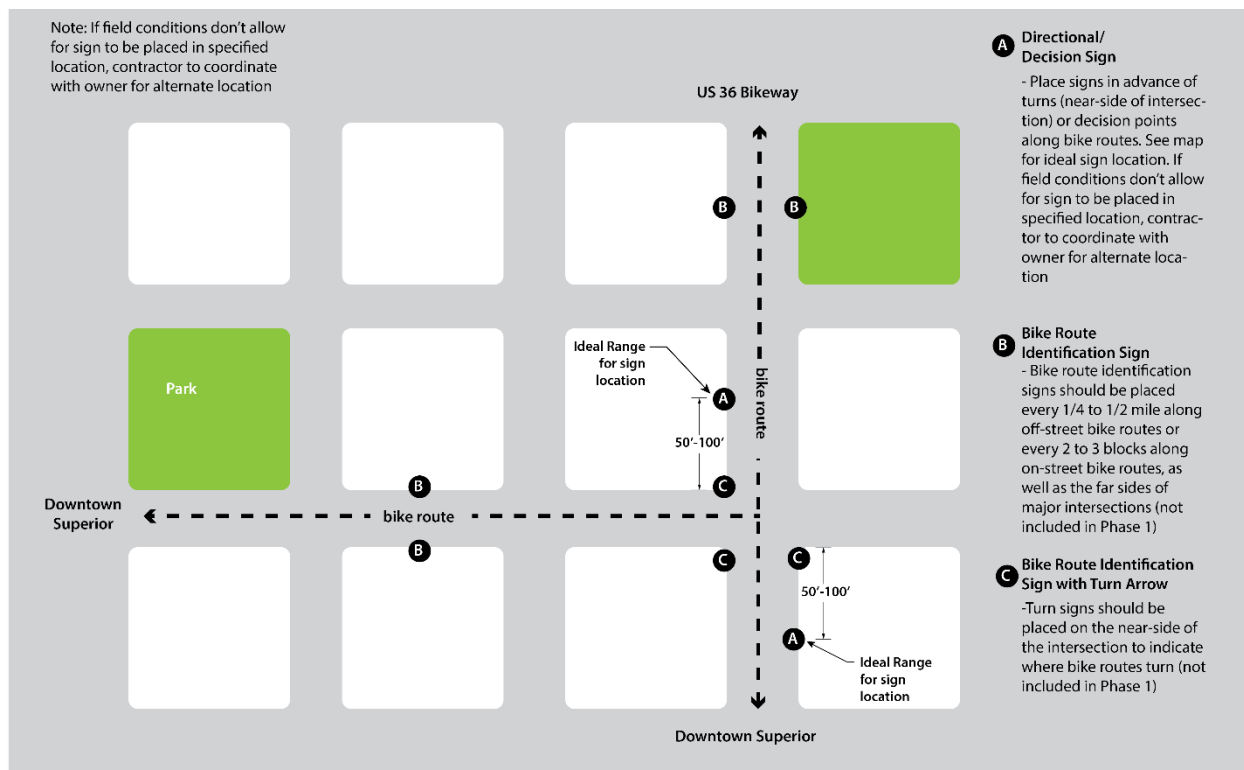
Confirmation signs provide reassurance of direction after decision points and along long routes with no intervening destinations or decision points. They also indicate to network users that they are on a designated transportation facility.

Placement: Signs should be placed 50 – 100 feet after turns. Confirmation signs need not occur after every intersection. They should be prioritized at locations where a designated route is not linear as well as after complex intersections. Complex intersections include those having more than four approaches, non-right angle turns, roundabouts, or in-direct routing. Along routes in developed areas with few decision points, confirmation signs should be placed every two or three blocks for reassurance. Where less reassurance is needed (for example, less developed areas, low volume streets or separated pathways) confirmation signs should be placed roughly every 0.5 miles. Pavement markings can also function as confirmation that a bicyclist or pedestrian is on a specific route.

Turn Signs

Turn signs should be placed at points prior to the turning action to provide network users advance notice of a change in direction. Signs may also be used in conjunction with a decision sign at complex intersections warranting additional information.

Placement: Placed at turns prior to the turning action to provide network users advance notice of a change in direction. Also may be used in conjunction with a decision sign at complex intersections warranting additional information.



Typical placement scenario showing a decision sign being located prior to an intersection of two bicycle facilities. A confirmation sign is provided after the turn movement as well as periodically along the route for reassurance.

Trail/Supplemental Wayfinding Element Placement

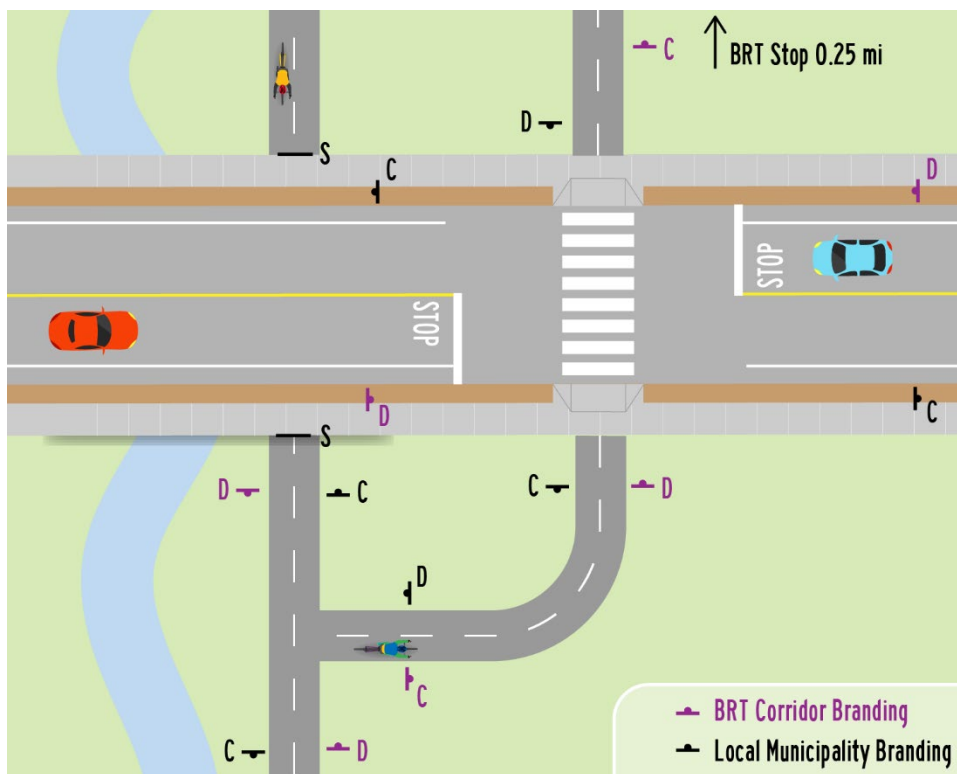
Mile Markers

Placement: Mile markers should be placed every 1/4 to 1/2 mile along the pathway network. Mile markers may be installed on one side of a pathway, with back-to-back signs for bi-directional legibility.

Pathway Bifurcations

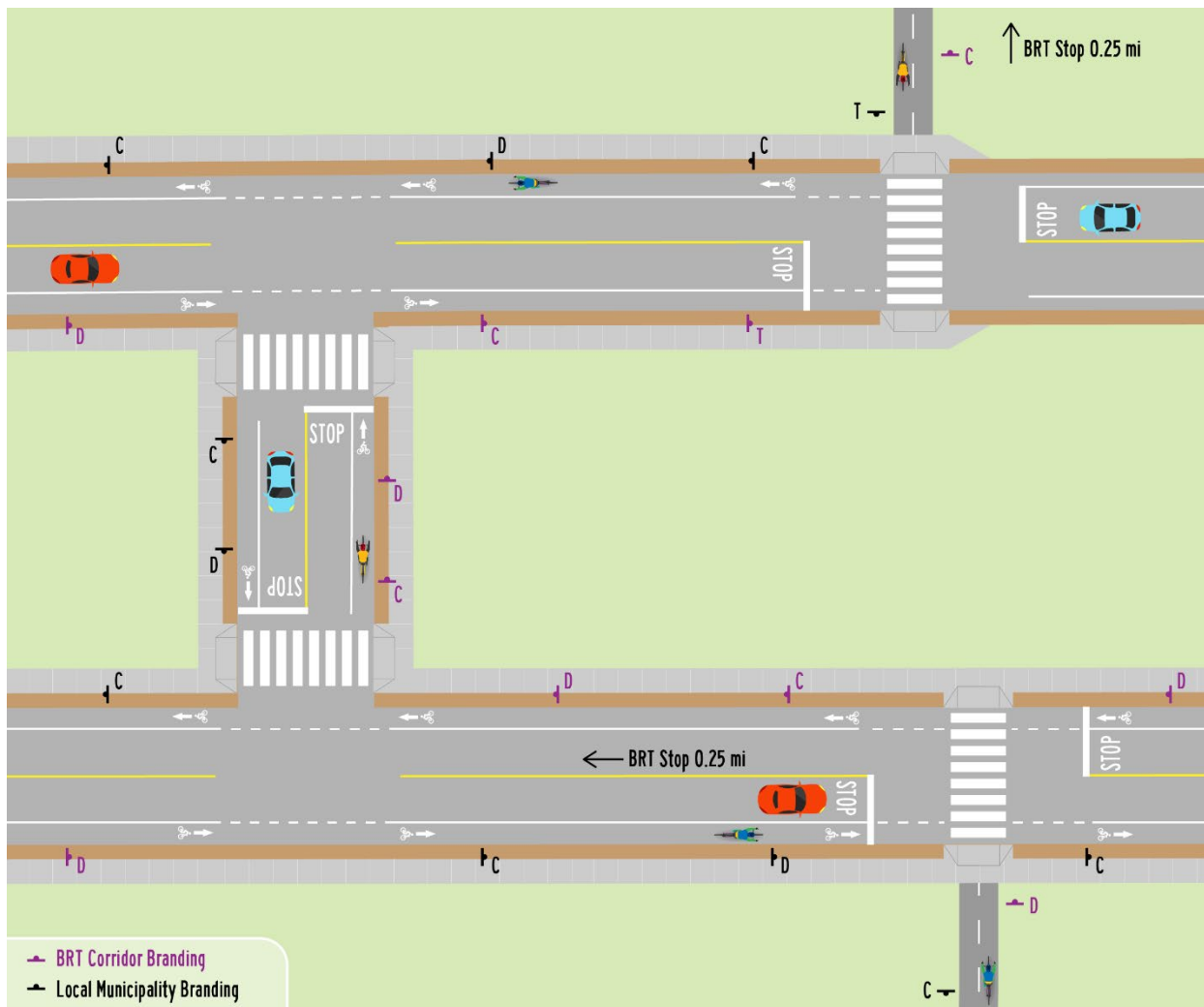
Connections and access points between the off-street and on-street network may result in path bifurcations. At such junctions, it is important to inform network users of where the alternative route option goes. This may be done via decision/directional signs located at junctions.

Grade separated roadway crossings would benefit from applying street name sign blades to crossing improvements such as bridge infrastructure.



Gap in Path Network

Where gaps in the off-street network exist, pathway users may be routed to on-street facilities to provide improved connectivity. The typical pattern for wayfinding signs includes a decision/directional sign prior to the intersection of route options, followed by an optional confirmation sign. Turn signs should be placed to reinforce the route in locations where only one route option exists.



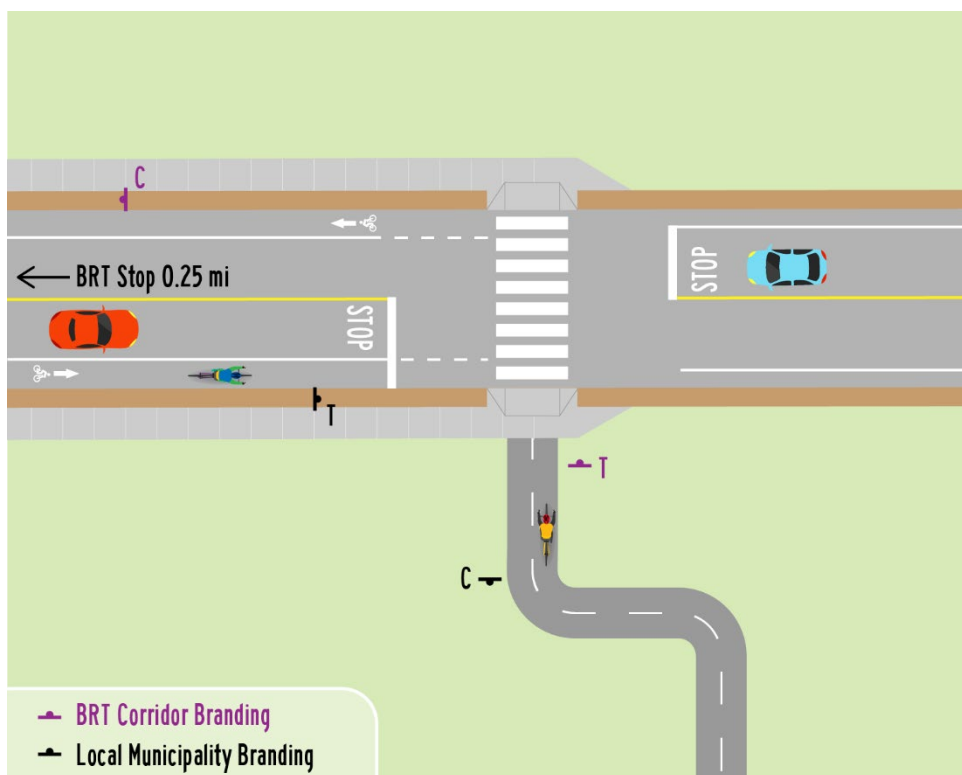
Off-street / On-street Transition

When transitioning from an off-street facility to an on-street facility, it is important to advise travelers of their route options. In this scenario, decision/directional signs direct bicyclists and pedestrians to their destination choices while confirmation signs reinforce that the user is on a designated facility after a turn movement is made. Decision signs should also be placed at the entry to the off-street network. Once on the off-street network, confirmation signs are optional.

Vehicle oriented bicycle and pedestrian crossing warning signs should be placed in advance of crosswalks. In urban areas, signs should not be placed within four feet of a crosswalk in order to maintain visibility of those intending to cross the roadway.

Advance warning signs are optional per the MUTCD. If they are used, their placement should provide needed time for detection, recognition, decision, and reaction. On-street directional signs leading to the

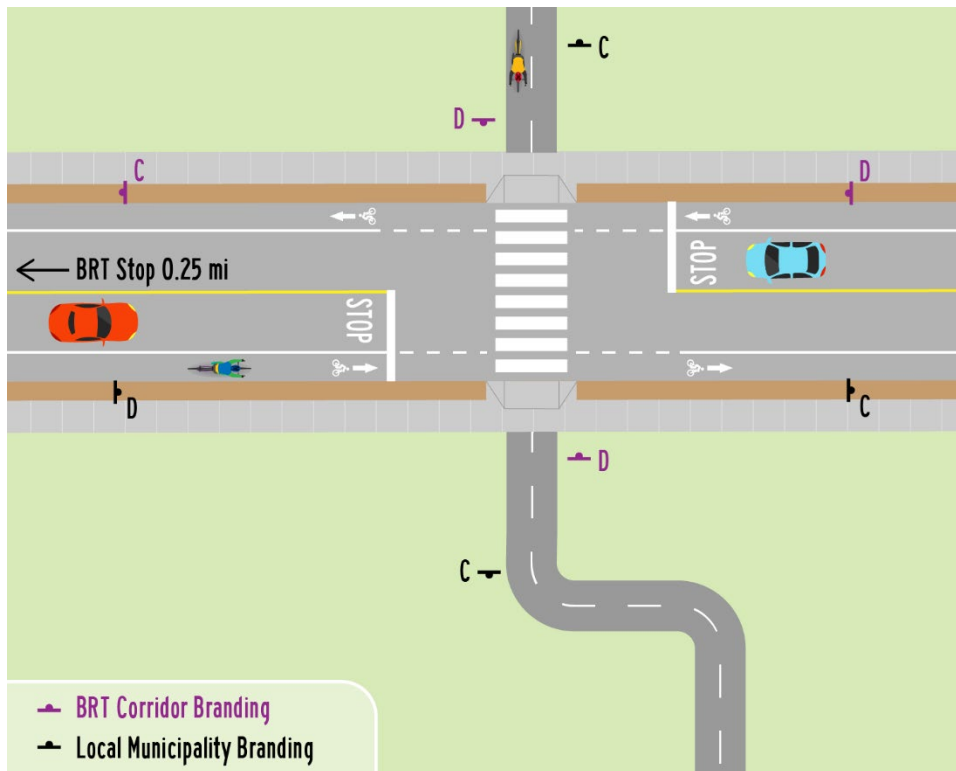
pathway network should not obscure other roadway signs including warning signs. They should be spaced according to roadway travel speeds with faster roadways warranting wider spacing. Table 2C-3 within the MUTCD provides guidance for advance warning sign placement based on vehicle speeds and perception-based response time.



Path-Roadway Intersection

Pathway users should be directed to cross roadways only where improvements such as curb ramps, crosswalk striping, and warning signs exist. If the cross street has bicycle facilities such as bike lanes, a bicycle boulevard, or protected bike lanes, a decision/directional sign should be placed prior to the intersection to inform bicyclists of their route options. If a bicyclist-oriented stop sign is present, it should not be obscured by the wayfinding sign. Decision signs may be topped with street name sign blades to enhance one's awareness of their location. As an option, confirmation (trailhead) signs may be placed at pathway entries to assure network users that they are on a specific facility.

Oftentimes, direct travel via mid-block roadway crossings is not provided for. Instead, pathway users are expected to divert to the nearest improved or signalized intersection. In this scenario, turn signs should be used to direct users to the intersection with safety improvements. Again, street name blades may be mounted above decision signs to reinforce location.



Transit-Specific Wayfinding Practices

When implementing wayfinding to support a transit system, some additional considerations may be taken into account. The goal of first and final mile wayfinding systems is to provide continuous wayfinding leading from the local community to transit and back to local destinations. This type of wayfinding addresses needs of a number of groups, including the first time and infrequent transit users, non-English speakers, foreign visitors, the elderly, and the physically and mentally impaired. These potential customers travel to and from the transit hub by various modes of transportation, and signage should consider these varying needs and modes. Wayfinding signage directing users towards transit facilities should be provided in an appropriate sequence and appropriate level of detail and specificity, for example, “early” signage directing customers to connecting bus stops may state “Transit Connections”, and signage closer to stops would then orient customers to which side of the street is connected with which routes and destinations. The Los Angeles County Metropolitan Transportation Authority utilizes two “zones” with varying levels of wayfinding information as a user moves further or closer to a transit facility:

- EXTENDED STATION ZONE (AREA 1) – ¼ mi -- 5-Minute Walk/2-Minute Bike
 - Larger, more prominent Pathway signage
 - Directional markers with time-to-station signage
 - Train time arrival/departure digital displays



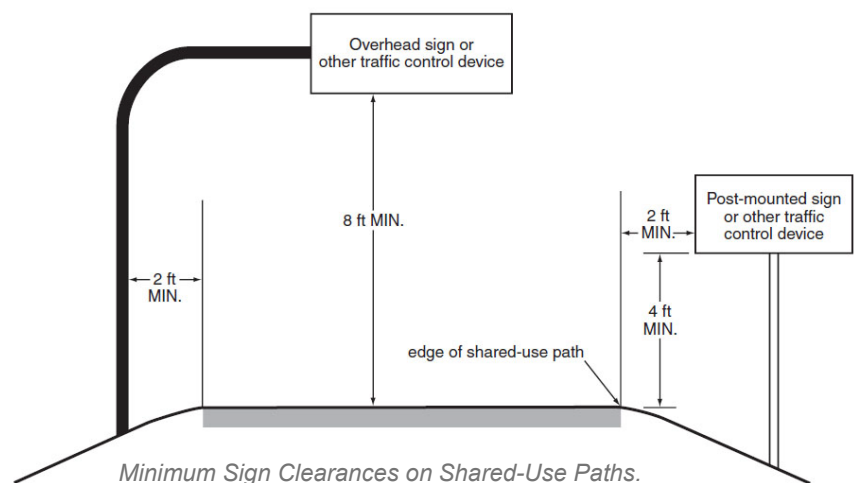
- TRANSIT-FRIENDLY ZONE (AREA 2) – ½ mile -- 10-Minute Walk/5-Minute Bike
 - Less overt, more passive wayfinding and Pathway markers

Wayfinding Technical Guidance

AASHTO Guide for the Development of Bicycle Facilities

The Guide for the Development of Bicycle Facilities by the American Association of State Highway Transportation Officials, or AASHTO, provides information on the physical infrastructure needed to support bicycling facilities. The AASHTO guide largely defers to Part 9 of the Manual on Uniform Traffic Control Devices (MUTCD) for basic guidelines related to the design of wayfinding systems for bicycles (see page 16). Additional information provided by AASHTO regarding wayfinding is as follows:

- Many communities find that a bicycle wayfinding system enhances other encouragement efforts by providing a visible invitation to new bicyclists and encouraging current bicyclists to explore new destinations.
- Bicycle wayfinding signs along facilities do not improve safety or rider comfort and should supplement other infrastructure improvements so that conditions are favorable for bicycling.
- Guide signs may be used to designate continuous routes that are composed of a variety of facility types and settings.
- Wayfinding guidance may be used to provide connectivity between two or more major bicycle facilities, such as a street with bike lanes and a shared use path.
- Wayfinding may be used to provide guidance and continuity in a gap between existing sections of a bikeway, such as a bike lane or shared use path.
- Road/path name signs should be placed at all path-roadway crossings to help users track their locations.
- Reference location signs (mile markers) assist path users in estimating their progress, provide a means for identifying the location of emergency incidents, and are beneficial during maintenance activities.
- On a shared use path, obstacles, including signs, should be placed no closer than 24 inches from the near edge of



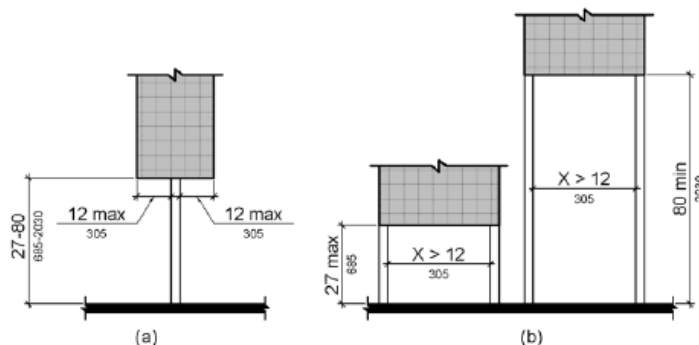
the travel way and no more than 6 feet away. For pole mounted signs, the lowest edge of the sign shall be 4 – 5 feet above the existing ground plane.

Accessibility Standards

As wayfinding systems often relate to accessible routes or pedestrian circulation, it is important to consider technical guidance from the ADA so that signs and other elements do not impede travel or create unsafe situations for pedestrians and/or those with disabilities. The Architectural and Transportation Barriers Compliance Board provides guidance for accessible design for the built environment. Standards which should be considered when designing and placing wayfinding signs includes the following:

Vertical Clearance

Vertical clearance should be a minimum of 80 inches high or maximum of 27 inches when signs protrude more than 12 inches from the sign post or support structure.



MUTCD Accessibility

Post-Mounted Objects

Where a sign or other obstruction is mounted between posts or pylons

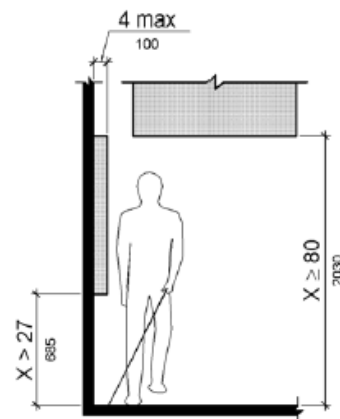
and the clear distance between the posts or pylons is greater than 12 inches, the lowest edge of such sign or obstruction should be 27 inches maximum or 80 inches minimum above the finish floor or ground.

Protruding Objects

Objects with leading edges more than 27 inches and not more than 80 inches above the finish floor or ground should protrude 4 inches maximum horizontally into the circulation path.

Required Clear Width

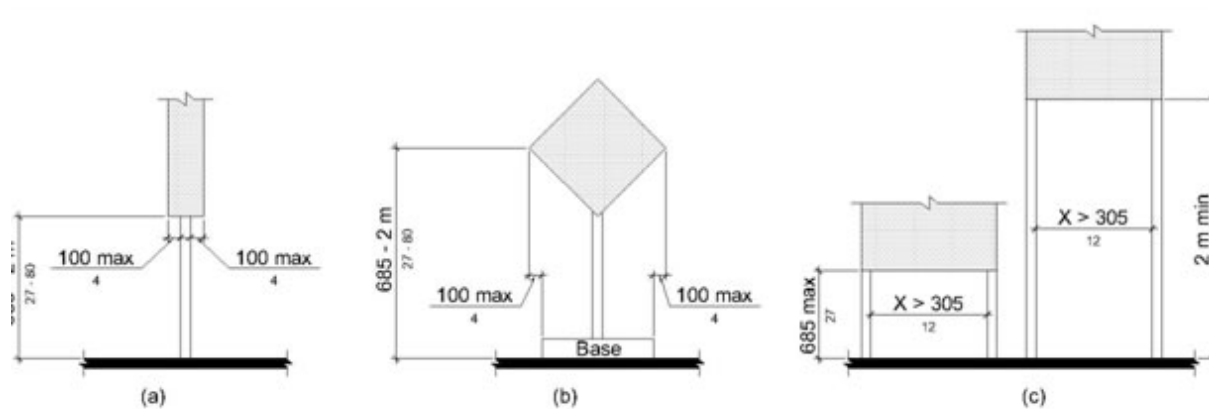
Protruding objects shall not reduce the clear width required for accessible routes. Generally this requirement is met by maintaining four feet minimum clear width for maneuvering. This requirement applies to both sidewalks and pedestrian circulation paths.



Limits of Protruding Objects

Shared Use Paths

Proposed standards address post-mounted objects. Where objects are mounted on free-standing posts or pylons and the objects are 27 inches minimum and 80 inches maximum above the finish surface, the objects should overhang pedestrian circulation paths 4 inches maximum measured horizontally from the post or pylon base. The base dimension should be a minimum of 2.5 inches thick. Where objects are mounted between posts or pylons and the clear distance between the posts or pylons is greater than one foot, the lowest edge of the object should be 27 inches maximum or 80 inches minimum above the finish surface.



Current proposed standards for post mounted objects along shared use paths.

Manual on Uniform Traffic Control Devices (MUTCD)

Bicycle Sign Standards

The Manual on Uniform Traffic Control Devices, or MUTCD, is a document issued by the Federal Highway Administration of United States Department of Transportation. The MUTCD specifies the standard for all traffic control devices installed on any street, highway, bikeway, or private road open to public travel. The MUTCD was established in order to achieve uniformity and consistency in traffic control devices (wayfinding signage is considered a traffic control device) so that information would be readily recognized and understood by travelers. Both on-street and off-street bicycle facilities are required to follow the standards within the MUTCD.



D11-1c

M1-8

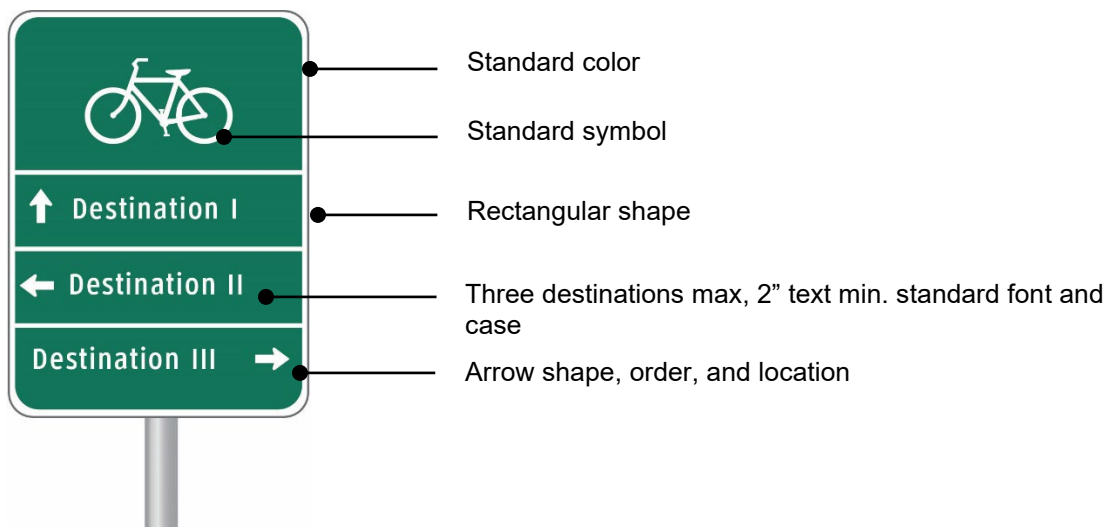


D1-3c

Standard MUTCD compliant bicycle signs

Per the MUTCD, devices should be designed so that:

- Size, shape, color, composition, lighting or retro-reflection, and contrast are combined to draw attention to the devices; that size, shape, color, and simplicity of message combine to produce a clear meaning.
- Legibility and size combine with placement to permit adequate time for response.
- Uniformity, size, legibility, and reasonableness of the message combine to command respect.



Standard MUTCD compliant directional or decision sign

The MUTCD also recommends the arrangement and amount of text, or legend, on each section of each sign:

- Guide signs should be limited to no more than three lines of destinations, which include place names, route numbers, street names, and cardinal directions.
- A straight ahead location should always be placed in the top slot followed by the destination to the left and then the right. If two destinations occur in the same direction, the closer destination should be listed first followed by the farther destination.
- Arrows shall be depicted as shown above for glance recognition, meaning straight and left arrows are to be located to the left of the destination name, while an arrow indicating a destination to the right shall be placed to the right of the destination name. The approved arrow style must be used.
- 19 characters (including spaces) in titlecase should be considered a maximum length for a single destination title. 10-14 characters (including spaces) in titlecase should be considered an ideal maximum length for a single destination title. Characters should be 2 inches in height.
- In situations where two destinations of equal significance and distance may be properly designated and the two destinations cannot appear on the same sign, the two names may be alternated on successive signs.
- Approved fonts include the Federal Series (series B, C, or D), also known as Highway Gothic.
- A contrast level of 70% needs to be achieved between foreground (text and graphics) and background.

Additionally, the MUTCD offers the following recommendations for bicycle sign placement:

- Place bicycle guide signs so they do not distract from signs providing regulatory information to other road users.
- If the facility is two-way, provide signs displaying wayfinding guidance for and facing both directions of traffic.
- On curved alignments, determine the angle of placement by the direction of approaching users rather than by the roadway edge at the point where the sign is located.

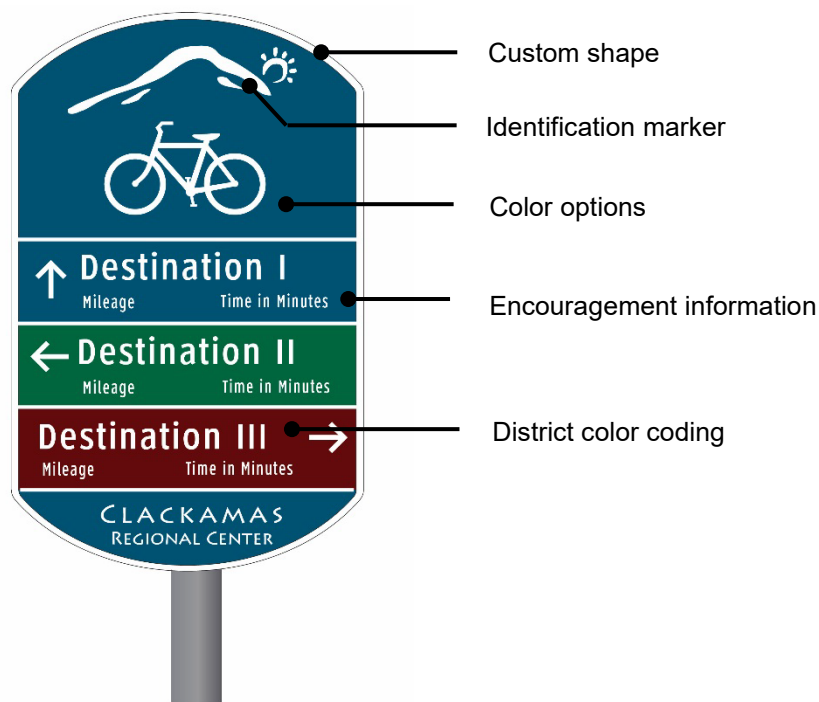
Community Wayfinding

Wayfinding signs, which allow for an expression of community identity and pride, reflect local values and character, and may provide more information than signs which strictly follow the basic guidance of the MUTCD. Section 2D.55 of the MUTCD describes community wayfinding signs as follows:

- Community wayfinding guide signs are part of a coordinated and continuous system of signs that direct tourists and other road users to key civic, cultural, visitor, and recreational attractions and other destinations within a city or a local urbanized or downtown area.
- Community wayfinding guide signs are a type of destination guide sign for conventional roads with a common color and/or identification enhancement marker for destinations within an overall wayfinding guide sign plan for an area.

Though the Community Wayfinding section only currently applies to roadways, some communities interpret this section as providing guidance for customizing their bicycle and pedestrian wayfinding signs to include specific branding and flexibility in color and design, either as an element of one or more unique routes, or throughout their entire bicycle wayfinding system.

The figure below illustrates the features of a community wayfinding sign.



Flexible Directional or Decision Sign Incorporating Community Wayfinding Standards

The design of the directional arrows shown above provides clarity but is not approved for use by the FHWA. The standard arrow has been deemed by engineering study to have superior legibility. Identification markers may occupy up to 20% of the sign face.

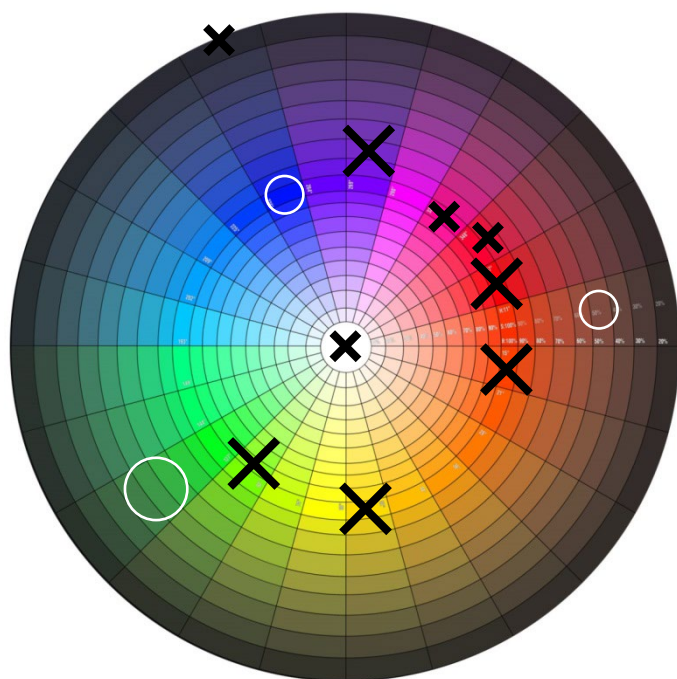
Colors

Per the community wayfinding standards, color coding may be used on wayfinding guide signs to help users distinguish between multiple potentially confusing traffic generator destinations located in different neighborhoods or subareas within a community or area. Community wayfinding guide signs may use background colors other than green in order to provide a color identification for the wayfinding destinations by geographical area within the overall wayfinding guide signing system.

The MUTCD prohibits the use of some colors for wayfinding signs; these colors are known as “assigned colors”. The “assigned colors” consist of the standard colors of red, orange, yellow, purple, or the fluorescent versions thereof, fluorescent yellow-green, and fluorescent pink. They cannot be used as background colors for community wayfinding guide signs, in order to minimize possible confusion with critical, higher-priority regulatory and warning sign color meanings readily understood by road users.

The color wheel diagram below depicts colors which are already assigned specific meanings and thus shall not be used on community wayfinding signs. Green is the standard color for guide signs. Blue and brown are also used for traveler information including destination and street name signs. The remaining colors are eligible for use on community wayfinding signs as long as they are sufficiently different from the “assigned colors”.

Restricted



Each of the colors depicted with an “X” are not allowed for use on community wayfinding signs and have been accepted by some DOT’s for wayfinding signs. The remaining colors not having restricted uses are appropriate for wayfinding signs per the community wayfinding standards.

Design Flexibility for Shared Use Paths and Trails

Though the MUTCD states that its standards apply to all traffic control devices on bikeways, in practice, wayfinding signage systems on paths usually do not follow strict MUTCD design standards. There are two main reasons for this:

- 1) The funding agencies for wayfinding systems on paths often do not have to legally adhere to MUTCD standards, and therefore may not be aware of these standards. Frequently, funds for path wayfinding come from State Departments of Natural Resources, local or regional parks agencies, or privately-raised funds.
- 2) On paths and trails, many users are pedestrians, and some wayfinding systems are therefore designed exclusively for pedestrians. The MUTCD Part 9 does not cover pedestrian traffic control for paths. The MUTCD notes that pedestrian wayfinding signs may differ from bicycle wayfinding, such as by using smaller fonts and not including retroreflectivity. However, MUTCD section 2D.55 does state that pedestrian wayfinding systems should be located as far as practicable from the street and generally have their conspicuity to vehicular traffic minimized as to not conflict with vehicular traffic signs.

Supplemental Information – Distance and Time

The addition of measuring distance in terms of miles and minutes has been employed by a number of cities in the United States. However, FHWA does not support providing time on bicycle wayfinding signs, but have also stated that it can be valuable information for motorists on some types of highway signs. Adding distance in familiar units has been found to be an effective encouragement tool to bicycling. While asking someone to ride their bike two miles may sound daunting, the thought of riding for twelve minutes is typically approachable. A no sweat pace of 10 miles per hour or 6 minutes per mile is the typical pace used on bicycle wayfinding signs. This is lower than typical bicycle design speed in order to best reflect and encourage the riding speed of the casual rider.

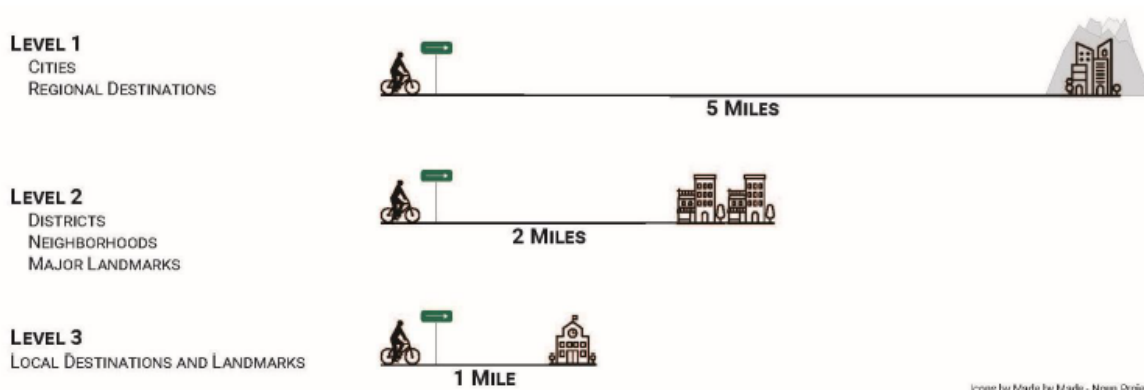
Destinations

For effective wayfinding, it is important to provide users with directions to destinations that are recognizable, important to the community, and are likely destinations that users want to go to. Identification of destinations can be developed with community input to ensure they are reflected of the community's needs or values.

Individual, privately owned businesses are generally not be listed as destinations on municipal wayfinding signs, that are funded by public money. Not only are private businesses often temporary in nature, but governmental organizations have a responsibility to be impartial. In most cases, if the municipality wishes to sign to an important destination that is a single business, it should be referred to generically, such as

“Grocery Store” or “Downtown.” Another approach would be to use symbols for food or services instead of using words. Destinations of general public interest—such as specific universities, hospitals, malls, or other attractions—should be considered for inclusion on wayfinding signage. The decision to include a private destination on a wayfinding sign should not be affected by its funding source.

A hierarchy of destinations should be developed to include major destinations such as cities or regional destinations on signage more consistently from further distances (up to five miles). While local destinations and landmarks will be included only when the user is one mile or less from the destination. The figure below provides an illustration of the destination hierarchy.



The information below categorizes destinations within the Northwest CO-119 area.

LEVEL 1 - Cities and Communities

Level 1 destinations include cities and major communities. Highlighting cities and communities provides large-scale geographic orientation for regional cycling. Level 1 destinations provide “pull through” destinations for a full range of attractions and services. Pathway facilities that extend beyond the boundaries of the region or city may include prominent destination cities outside of the northwest region. If a town does not include an activity center and services, it may be excluded from signs. Level 1 destinations should be included on directional/decision signs and orientation maps.

LEVEL 2 – Districts and Neighborhoods

Level 2 destinations provide a finer grain of navigational information than Level 1 destinations by directing users to recognizable districts and neighborhoods. These may

be city centers, historic, commercial, cultural, or post secondary educational districts, or neighborhoods with a distinct name and character. Emphasis should be placed on districts providing a mix of services. Neighborhoods not offering services or attractions need not be included.

LEVEL 3 – Local Destinations and Landmarks

Level 3 destinations are specific landmarks or major attractions which generate a high amount of bicycle travel. Landmarks include transit stations, major tourist venues, and regional parks and trails. Local destinations are destinations such as local parks, high schools, shopping centers, and healthcare facilities. They typically occur on signs in low density areas where few other destinations are present or along pathways not connecting higher priority Level 1-2 destinations.

Enhanced Wayfinding Tools

Pavement Markings

Directional pavement markings indicate confirmation of bicyclist or pedestrian presence on a designated route and where users should turn. Especially in urban settings, pavement markings can often be more visible and can help supplement or reinforce signage. Because they are not covered by MUTCD guidance, some communities use pavement markings to reinforce route branding or community identity.

On-Street Markings

The following images show different types of pavement markings that have been used for wayfinding purposes. While the shared line marking is currently the only FHWA approved pavement marking shown, cities have experimented with the other options.



Standard



Flexible

In Berkeley, CA and Minneapolis, MN, some bicycle boulevards have large “Bicycle Boulevard” stencils that take up nearly the entire width of one travel lane.

Portland, OR has turned the chevrons on the top of the MUTCD-standard shared lane marking (sharrow) to indicate the direction of intended travel (second photo from left in the four-photo matrix). Notably, this practice is not FHWA approved or eligible for federal funding. Local transportation engineers are confident that the benefits of the turned chevrons outweigh the risks. Portland installs standard shared lane markings with federal funds, and then makes modifications later with local monies to add the directional wayfinding component.

Columbia, MO conducted an FHWA-approved experiment in 2016 and 2017 regarding the use of small wayfinding medallions on both on- and off-street bikeways. According to survey and simulator results, the alternate wayfinding marking (second image from right, above) performed better than the standard FHWA marking with regards to visibility and depicting the bicycle route. Note: The Town of St. Louis is no longer using the arrow with the Bike St. Louis logo and text. The Town of Portland previously used similar small medallions to aid with wayfinding. However, these marks were viewed as less effective than shared lane markings as they were only visible to cyclists.

Off-street Markings

Some pavement markings, including off-street shared use path markings can add identity and branding to the route. While such markings are not included as traffic control devices within the MUTCD, numerous agencies around the nation follow such practices.

Weir Gulch Trail, Denver



Centennial Trail, Spokane, WA



Smartphone Integration

With most system users carrying smartphones, there are opportunities to utilize digital wayfinding services and mapping technology to complement traditional physical wayfinding signage. One example of digital integration at trailheads and along routes is via QR codes. These scannable matrix barcodes link users to a website that can provide trail maps, safe usage notices, and other pertinent trail-use and cultural/historical information. If used along trail routes, websites can be specified to show the posted QR code's location within the network.





QR code on the West Arden Arcade sign links users to the project website (image by Angela Nelson)

QR Code on the Mattabesett Trail (New England Trail) in Connecticut Links Users to a Website (image by Shelton Trails Committee)

Smartphone technology can be integrated with traditional wayfinding signage by duplicating the information on a trailhead or paper map for easier carrying and access. The Brighton and Hove example shows consistent design across signage, printed maps, downloadable maps, and the free smartphone app. Due to the GPS tracking capability in smartphones, the user's location can also be displayed on the digital map along with time and distance estimates in the form of scaled rings from the user's location. One challenge with the use of QR codes will be the need to ensure the QR codes continue to remain active. For example, the map or webpage that users are directed to will have to be maintained.

Other apps, such as AllTrails, Bike Hub Cycle Journey planner, and more, include trip planning and tracking functionality, trail reviews and live conditions with photos, and elevation details, and a social feature to meet other users. These services often exist independently with a user subscription but can be partnering services with the wayfinding plan.

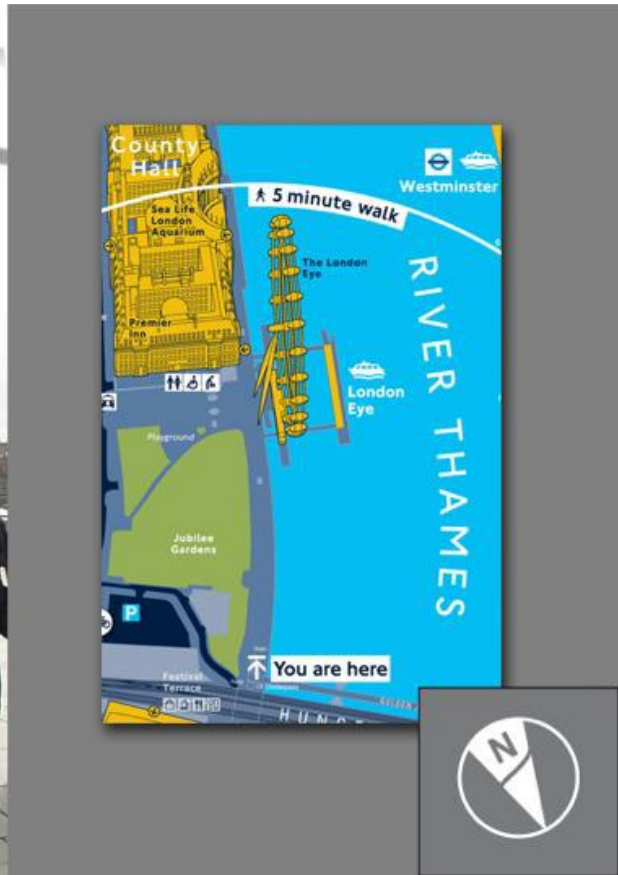


Brighton and Hove Wayfinding Components In London are Designed with a Consistent Brand (image by Applied Information Group)

Heads-Up Maps

“Heads-up” oriented maps are considered part of wayfinding best practices and are implemented in signage systems around the world. Similar to the display on a digital mapping service, these maps show users where they are located within the network, overall map navigation and destinations, estimated travel times, and are sometimes directionally oriented to the path.

The example below from South Bank, London shows the location of the user and posted sign as oriented in the direction of travel. This rotated view allows the user to look at the map and look forward to the route to match destinations and landmarks in true “heads-up” functionality. As seen in this map, the North arrow is facing southeast while the direction of travel (southwest) is oriented upwards on the display.



Heads-Up Map in South Bank, London (image from citywayfinding.com)

Local Wayfinding Examples

The following section describes wayfinding examples from other Front Range communities.

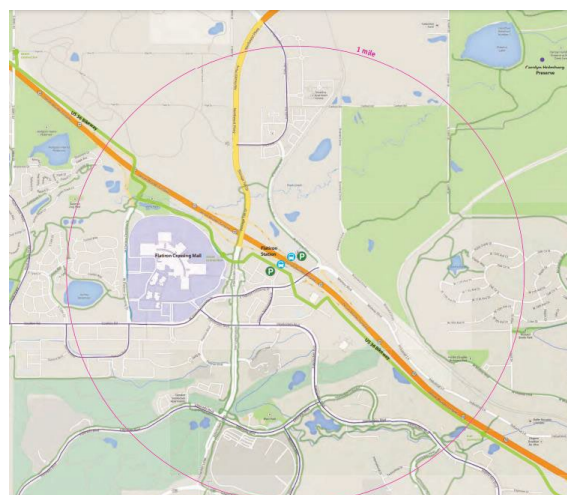
Northwest Corridor

In 2014, DRCOG completed the Northwest Corridor Bicycle and Pedestrian Accessibility Study, which included a Branding and Wayfinding Report with the goal of developing a wayfinding plan for the US 36 corridor to support the US 36 Bikeway, Flatiron Flyer Bus Rapid Transit (BRT) line, and future Northwest Rail Line (B-Line extension). The study focused on the station areas surrounding six BRT stations including the McCaslin Station in the Town of Superior.

In 2016, Commuting Solutions and the five Northwest Corridor municipalities involved in the study received a grant to implement the concepts developed. Through a community-supported design process, the station kiosks, US 36 Bikeway signs, and the First and Final Mile signs were further refined and ultimately implemented around each station and along the Bikeway to help people walk and bike to and from the Northwest BRT stations. Installation occurred in 2018.

McCaslin Station

The McCaslin Station area lies at the northwest extent of the Town of Superior and straddles US 36. Recommendations for McCaslin Station focused on installing wayfinding signage that distinguishes the Kiss-n-Ride Shelter from the station platform and includes nearby destinations, such as the shopping center. Recommendations also include improving pedestrian infrastructure before installing a pedestrian wayfinding system and adding orientation and directional signage to bike facilities. McCaslin Station project area is displayed on the map below.



Map of McCaslin Station Wayfinding Study Area

Fonts

The Northwest Corridor signage uses the Clearview Hwy font for bicycle and pedestrian signage. The Interstate bold condensed font is used on all CDOT signs. Museo Slab 500 may be used for community branding. An example of the community branding is shown below.



Example of Northwest Corridor Signage

Symbols

The following symbols are used on Northwest Corridor signage:



S1. Bus



S2. Parking



S3. Accessible



S4. Bicycle

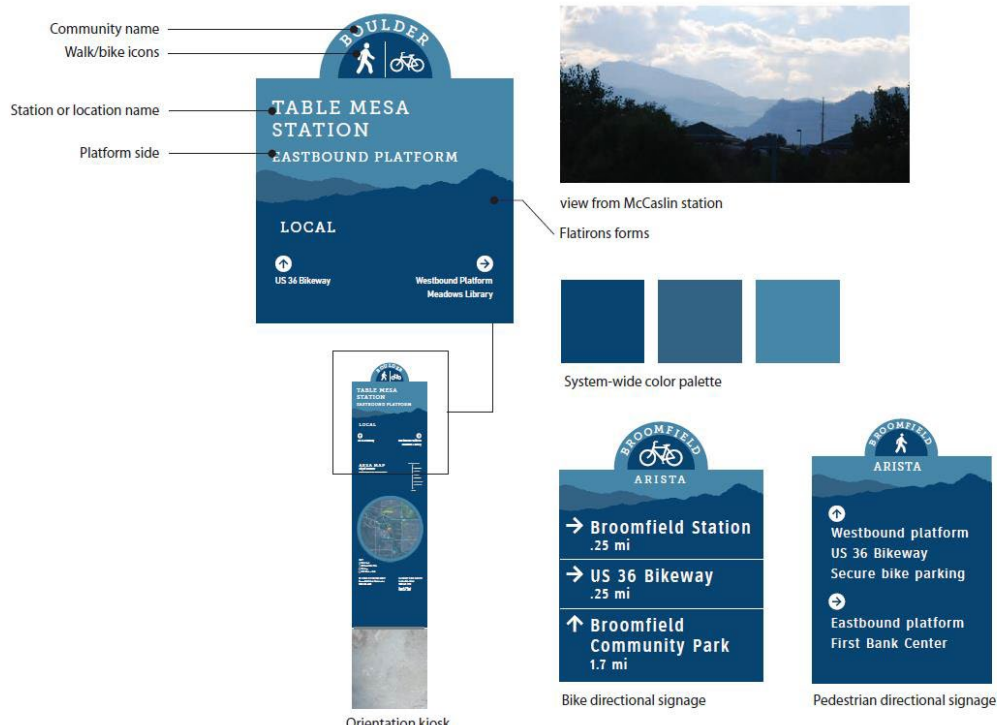


S5. Walk

Symbols Utilized on Northwest Corridor Signage

Sign System Branding

The exhibit below shows the final design for the family of signage types implemented along the US 36 corridor as part of the *Northwest Corridor Branding and Wayfinding* project. The family of signs includes distinct designs for pedestrians and bicyclists.



Sign System Branding for the Northwest Corridor

Town of Superior

In 2022, the Town of Superior chose to develop a wayfinding system to enhance transportation and recreational travel. The new wayfinding signage intends to complement the expanding system of bikeways and trails in the area and encourage residents and visitors to better and more comfortably access destinations by bicycle.

The wayfinding plan was developed with extensive outreach from key stakeholders including town staff and various town and county committees. They identified the following goals for the wayfinding network:

- Create a branded family of wayfinding signs that reflect the character of the Town of Superior.
- Develop a network of wayfinding routes that safely connect users to destinations by way of trail and on-street bicycle networks.
- Sign local and regional bicycle routes consistently within the Town of Superior.
- Integrate the wayfinding system with existing parks, open space, and trail system.
- Design the wayfinding system so that it is simple and ensures travel confidence to a broad user group.

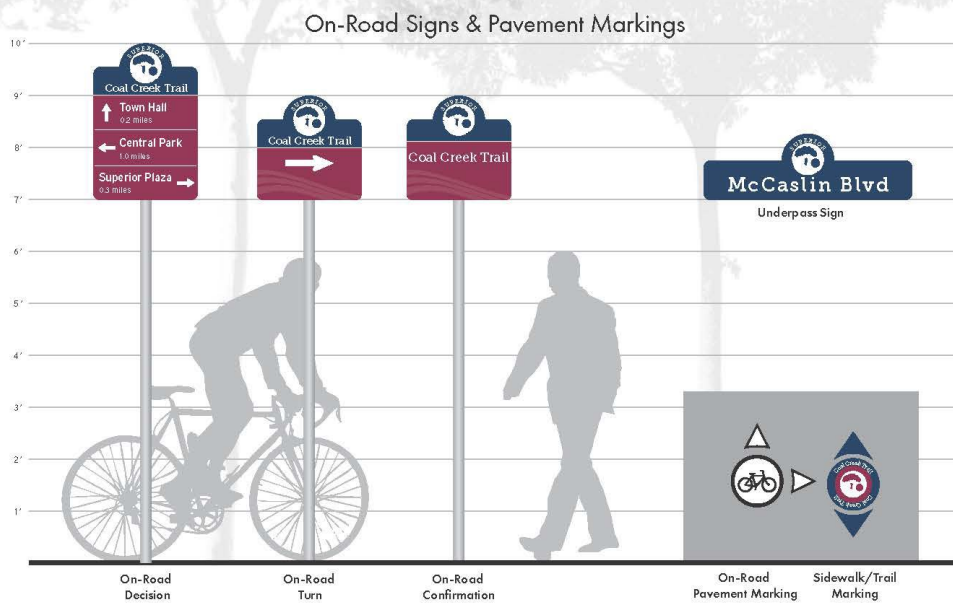
Sign Design

Wayfinding signage was branded with Superior's primary logo, which complies with MUTCD guidelines. The signage also utilizes colors and fonts established in the Town of Superior graphics standards. The sign pulls from the logo design to bring continuity into the sign body.

Corridor Selection

Stakeholders identified an initial network of bicycle wayfinding routes for consideration. Then, a prioritization analysis was conducted to identify each bicycle wayfinding route's priority for wayfinding enhancements following a destination selection hierarchy. Next, the project team standardized the approach to naming routes. Lastly, the Town and stakeholders selected and prioritized destinations along the routes to include on each wayfinding sign. Destinations were selected based on standard distance criteria.

Superior Wayfinding Concept A: Blue/Red Logo



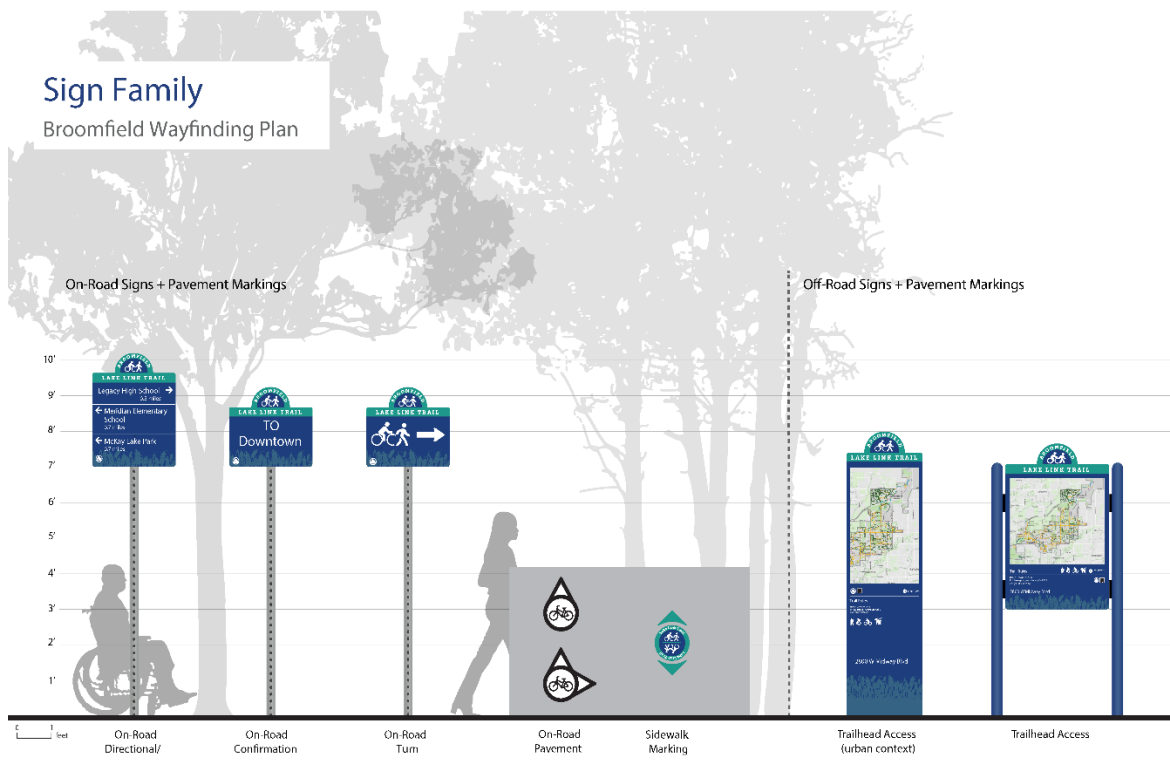
City and County of Broomfield

In working towards the goals for community form and identity laid out in their 2016 Comprehensive Plan, the City and County of Broomfield (CCOB) sought to create a branded system of wayfinding signs that threads together their neighborhoods, commercial areas, open lands, and community gathering places with safe streets, bikeways, sidewalks, and trails. They wanted the signage to capture their character and identity and create a sense of community pride.

To develop the signage, the project team utilized existing resources and guidelines from the City and County. First, CCOB published a Brand Book in 2020 (amended in 2021) to establish guidelines for its brand. The goal of this effort was to achieve consistency across all materials developed by various Broomfield Divisions and Departments. The Brand Book provides standards and specifications for Broomfield's style and graphic personality in a variety of situations including signage. The guidelines intend to allow for flexibility and creativity even within the constraints of the brand requirements.

Additionally, Broomfield’s Zoning Code includes a Sign Code, which provides guidance for sign display, construction, and other factors for signs that are not regulated by the MUTCD.

Below is the family of signs developed for the City and County of Broomfield’s bicycle and trail network.



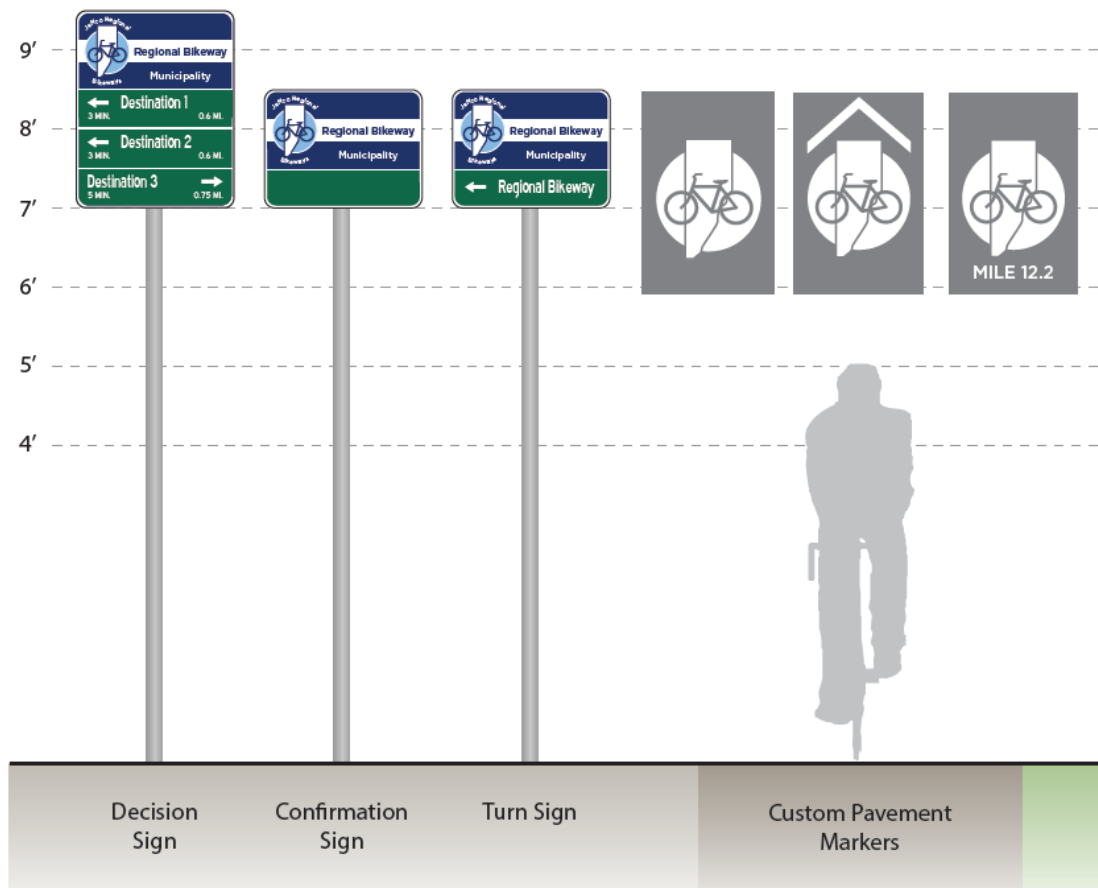
City and County of Broomfield Wayfinding Signage

Jefferson County

Jefferson County released their *Jeffco Regional Bikeways Wayfinding Guide* in October 2016. The following key recommendations were drawn from the planning process:

- Jeffco Regional bikeways and destinations should be consistently identified and prioritized.
- Wayfinding placement and programming direction should be intuitive, consistent, and enhance navigability along Jeffco Regional Bikeways and to regional destinations.
- Use of Jeffco Regional Bikeways brand-mark and of wayfinding signs should be consistent.
- Wayfinding signs should boldly and clearly communicate “Jefferson County Regional Bikeways,” be MUTCD compliant, and reflect local sign shop fabrication capabilities.

The guide identified priority routes in three tiered levels. Since many routes within Jefferson County had existing signage with their own wayfinding branding, such as the Golden Bikeways and Ralston Creek Trail, a supplemental Jefferson County branded marker and mile marker were developed to add to these routes. The Jeffco Regional Bikeways Wayfinding Family of Elements is shown on the following page.



Jeffco Regional Bikeways Wayfinding Family of Elements



BRANDING +
WAYFINDING

Appendix C

NAMS Brand Guidebook

BRT NAMS Corridors

Graphic Standards and
Design Package

STUDIOSIX



The NAMS Future BRT Corridor Branding

Branding Bus Rapid Transit (BRT) corridors is crucial for establishing a distinct identity and presence within a transit system, helping passengers quickly recognize the unique value of the BRT service.

Effective branding highlights the corridor's key benefits, like frequency and speed due to enhancements in the transit infrastructure, which often set BRT apart from standard bus routes. Branding typically includes a cohesive visual identity—logos, strong bold color palette, and design elements—that makes BRT recognizable at a glance and from a distance. Clear branding extends to all touchpoints, from station design and vehicles to maps and signage, creating a memorable and cohesive experience for riders. The outcome is strong visibility, helping the public associate the BRT corridor with a high-quality transit option.

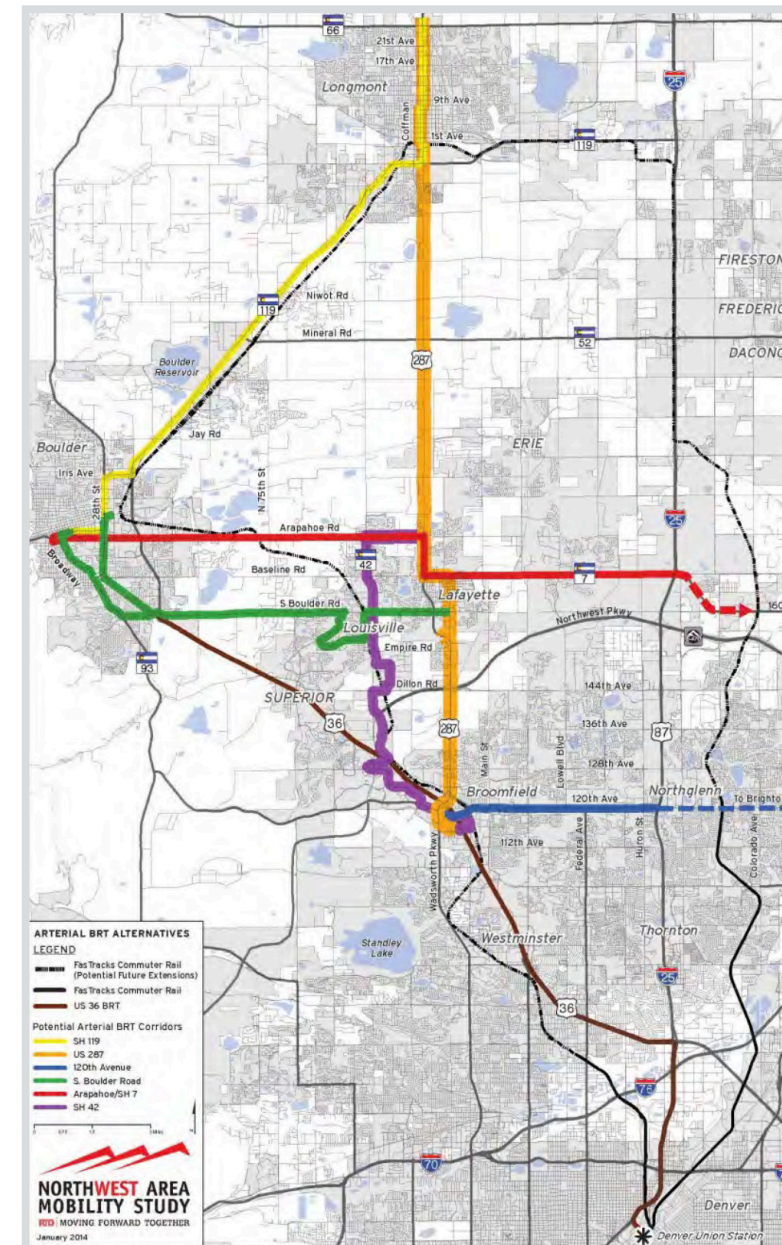
By differentiating BRT from regular bus services, branding also helps improve public perception, conveying that this service is designed to be faster and more efficient due to dedicated lanes, priority traffic signaling, and fewer stops. When done effectively, BRT branding can attract new riders, reduce confusion among existing passengers, and reinforce the system's commitment to improved transit solutions.

The NAMS (Northwest Area Mobility Study) region includes six major corridors that will eventually be developed into BRT corridors. To be future-looking, it will be important that all of the BRT corridors in the Northwest be planned with a common vision and brand.

Because the date of implementation and future build-out of these corridors is unknown, it has not yet been determined who the transit service provider will be. Because RTD is the largest service provider in the state of Colorado, it will likely be RTD will provide service in the future for these corridors. But if a RTD would not be chosen as the service provider of the future NAMS BRT corridors, a distinctive branded look must be established for these future corridors that has a relationship to the current BRT corridors along Highway 36 and CO-119 that will utilize the Flatiron Flyer branding.

This NAMS BRT vision book is designed to provide guidance and a strategy for future branding along these five corridors based on two scenarios:

1. RTD is the service provider and the look builds and expands upon the current Flatiron Flyer brand that is implemented along Highway 36 and CO 119
2. If RTD is not the service provider, the visual brand will have a bird motif and varies between each corridor yet shares a consistent visual vocabulary.



- CO 119
- US 287
- 120th Ave
- South Boulder Rd
- CO 7
- CO 42

Graphic Inspiration

Inspired by tall grasses and plantings native to the Colorado front range

Celebrate the natural landscape.



Placemaking Backdrop

Sculptural, undulating, decorative screen element

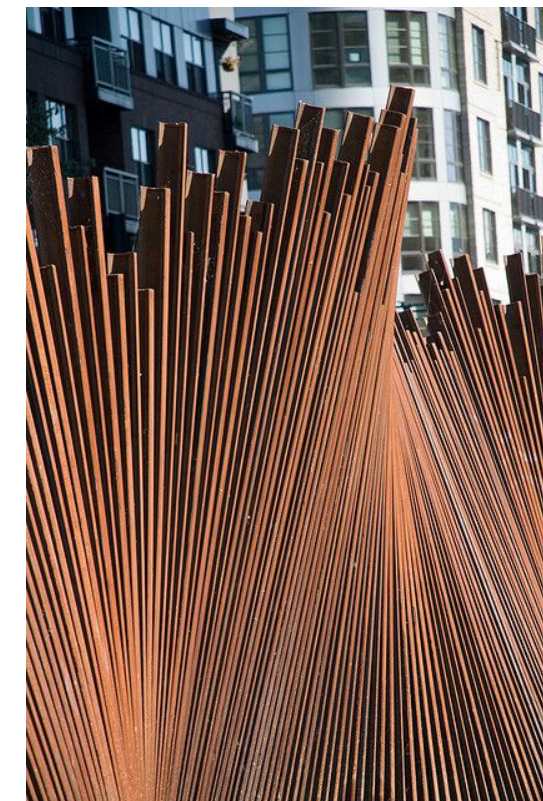
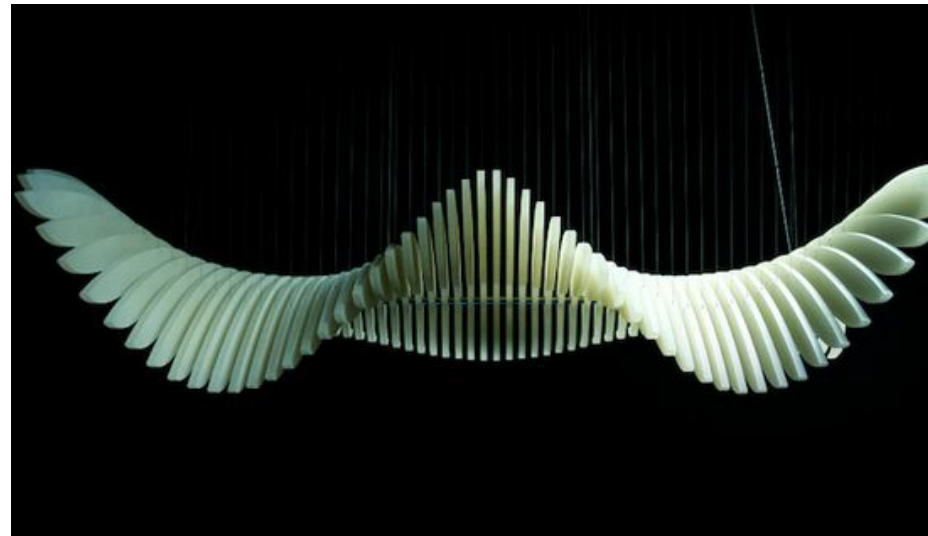
Flight in motion.

Decorative, screen fencing.

Sculptural placemaking backdrop.

Evocative of bird wings in flight motion.

Creates interesting shadow patterning.



Color Statement

Use color to make a big statement and impact in brand recognition.



If RTD is the chosen service provider on the future NAMS corridors, the flyer fleet and brand will be used. The Flatiron Flyer has built significant brand equity since its inception in 2016 when it was launched on the Boulder to Denver 36 corridor. As this service expands on the CO 119 corridor, the strength of the brand will continue to increase as more riders and local residents see its highly visible and eye-catching, minimal fleet. As the fleet expands throughout the NAMS region, the Flyer will become increasingly synonymous with high-quality fast, frequent, bus rapid transit service.

The deep blue and the gold established the foundation of the brand for the BRT station branding and the signage design. The hawk silhouette inspired the silhouettes of the natives grasses seen on the Diagonal Flyer corridor. The nature silhouettes will be used on future NAMS corridors to create a consistent, cohesive family of RTD BRT corridors.



Large-scale, high-quality bird sculptures are recommended on each corridor.

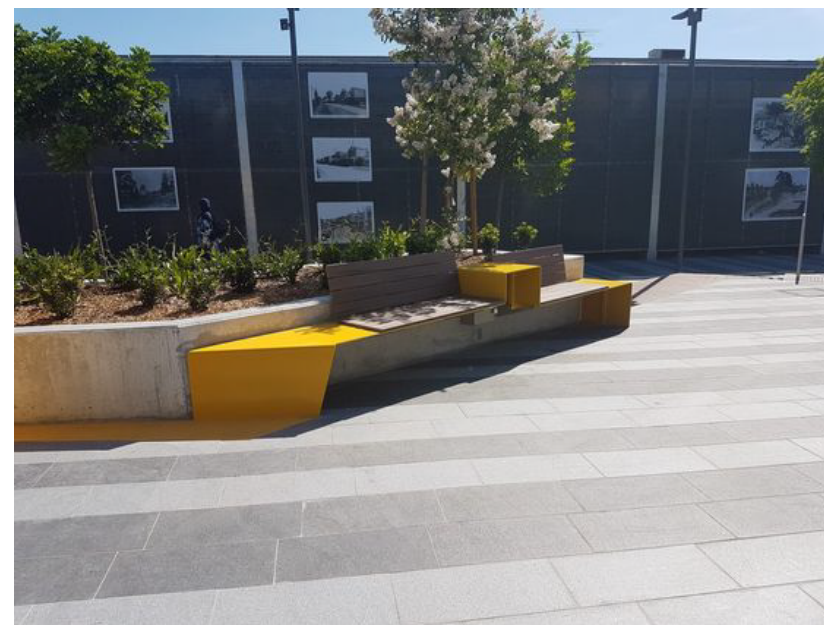


Because BRT transit is an enhanced service with higher frequency, fewer stops and easy boarding, the BRT stations and corridors themselves will showcase enhanced design. Public art featuring birds in motion will communicate the concept of speed and bring attention to these special transit corridors. Each BRT route will feature a different sculptor that is consistent on that particular corridor. The sculptures may vary but the sculpture artist would be the same so there is a consistent look and feel established. This approach will allow each community to choose a sculpture artist whose work is appropriate for their region.

Brand Color

Elements unified by a singular bold color, creating a cohesive expression along the NAMS corridors

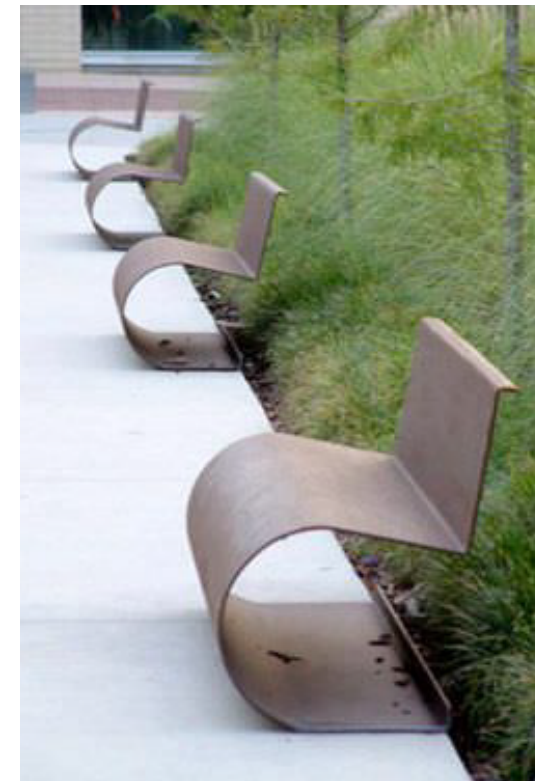
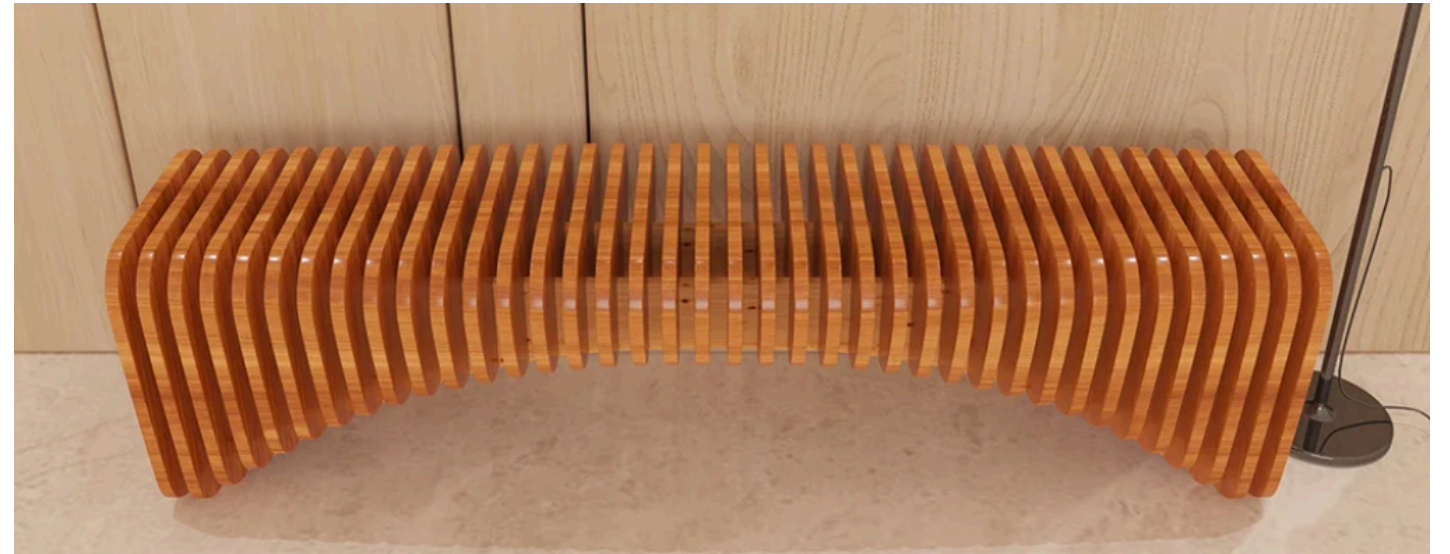
Bold color to create strong brand recognition



Streetscape and Furniture

Unique, sculptural seating elements to connect to signage and bus shelter forms

Memorable features.



Graphic Standards

Guidelines to ensure consistent, accurate representation of the BRT NAMS visual identity in all internal and external communications.

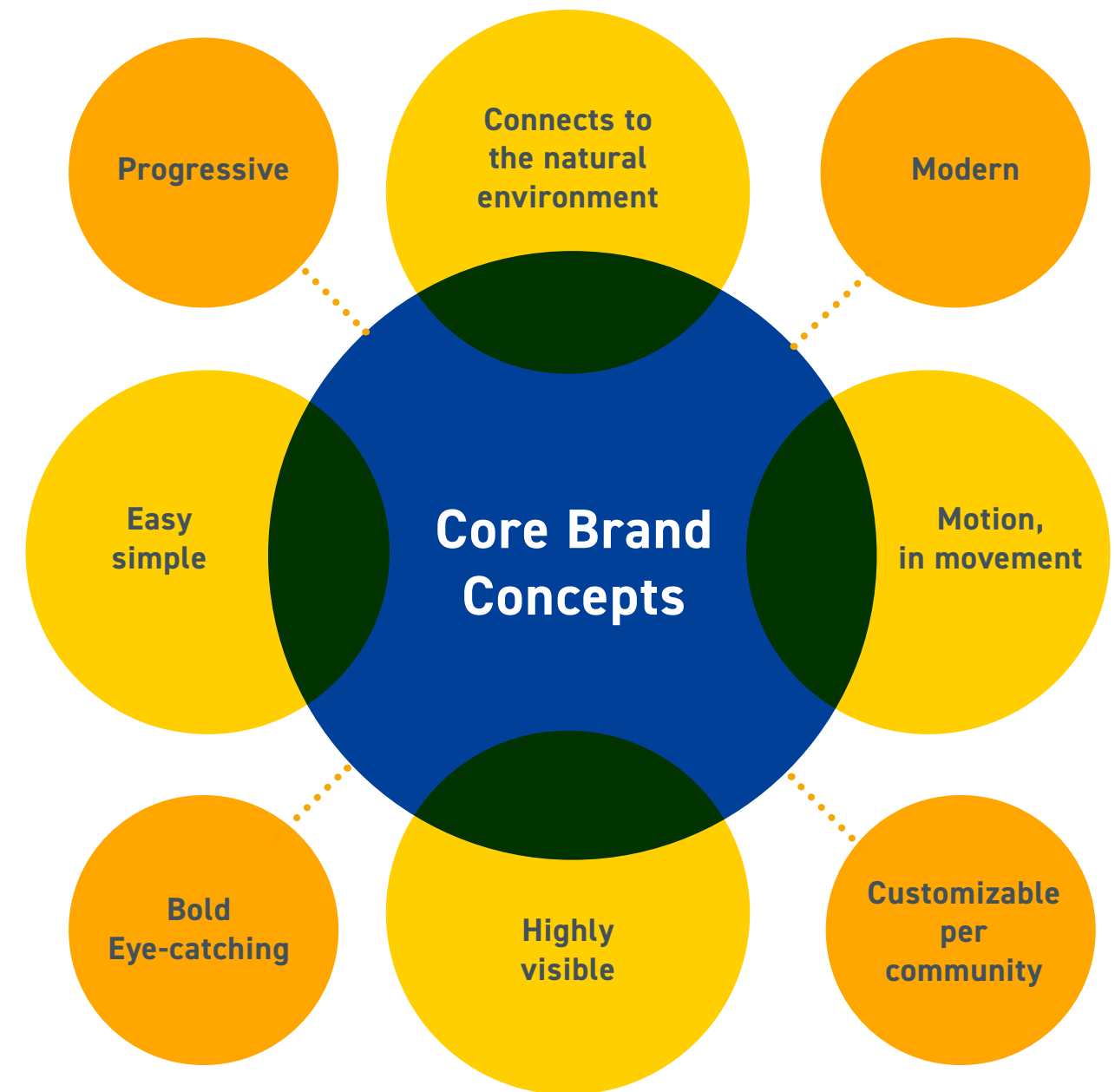
Elements of a Brand

Branding for the BRT NAMS corridors focuses on building a cohesive visual identity, including a logo, bold color palette and design elements, ensuring it's easily recognizable at a glance and from a distance. This unified approach extends across all rider touchpoints—stations, vehicles, maps, and signage—creating a seamless and memorable experience. Effective branding enhances visibility and helps the public associate the BRT corridor with a top-tier transit option.

BRT NAMS branding elements include:

1. Logos
2. Symbols
3. Colors
4. Materials and finishes
5. Fonts
6. Nature silhouettes

Core Concepts Behind the BRT NAMS Brand

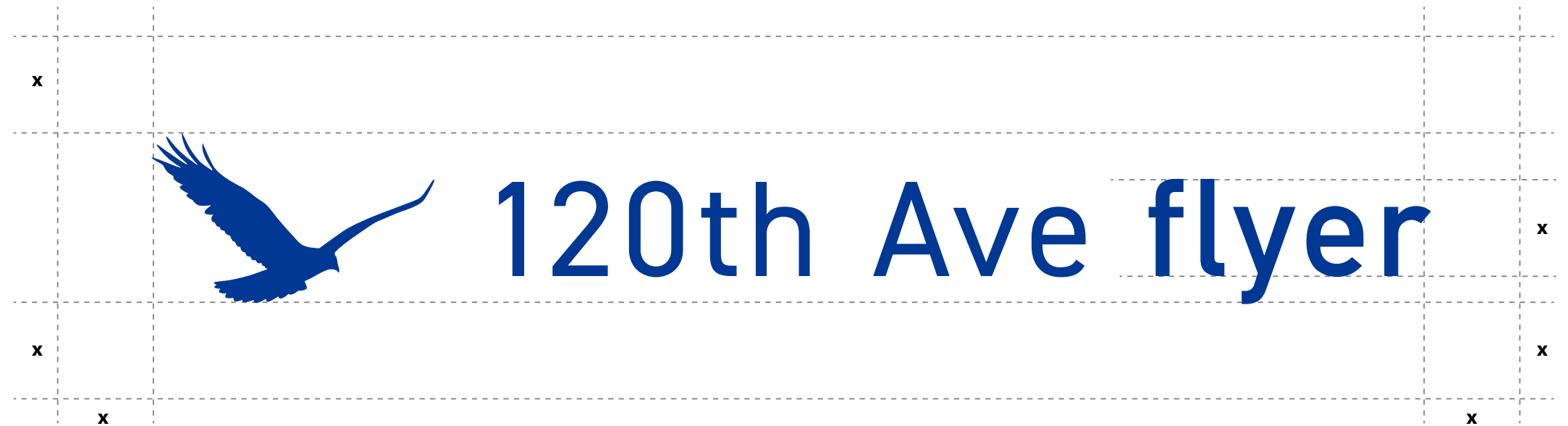


The BRT NAMS Logo

The BRT NAMS logo is grounded on the current RTD Flatiron Flyer logo, using its bird silhouette, fonts and color palette.

Logo spacing

To ensure that the logo stands by itself for best recognition, always maintain proper negative or clear space around the logo equal to the height of the “f” in flatiron. Maintaining this space prevents the logo from competing with surrounding graphic elements.



Logo Color Options

There are four logo options that are compliant within the graphic standards for the BRT NAMS built environment. Additional options will be evaluated for print and digital applications. To determine which logo should be used, analyze the available space and utilize either the stacked version or the horizontal version.

BRT NAMS logo options:

1. Stacked
2. Horizontal
3. Sunshine yellow or RTD gold logo on solid RTD blue background
4. White logo on solid RTD blue background

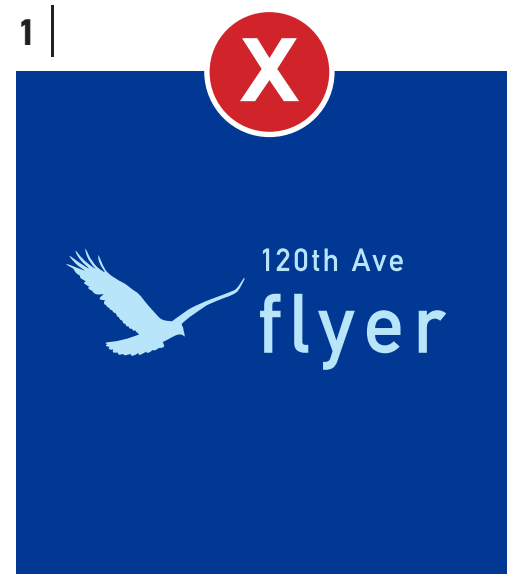


Incorrect Logo Usage

The BRT NAMS logo should never be altered and should never be seen in the following formats:

DO NOT:

1. Change the logo colors
2. Rotate the logo
3. Distort or alter the logo in any way
4. Screen the logo
5. Attempt to recreate the logo with similar fonts
6. Change the relative scale



Graphic Standards

Samples of the BRT NAMS logo in the built environment



Graphic Standards

BRT NAMS logo stacked lockup.



Graphic Standards

BRT NAMS logo horizontal lockup.



Graphic Standards

Additional logos, icons, and symbols

Additional Logos, Icons, and Symbols

The BRT NAMS brand uses additional elements in their wayfinding system to communicate important information to guide riders through their transit experience with confidence and ease.



RTD logo at top of pylon



Directional arrow at top of directional turn sign



The bus stop icon is placed on the return of the shelter roof to easily identify this transit stop

The BRT NAMS Color Palette

Consistent use of color across all applications is essential to the BRT NAMS brand. The color palette is built on the RTD Flatiron Flyer branding with a deep sunflower yellow and dynamic blue. Additionally, a bright vivid yellow provides an accent to the deeper gold seen in the Flatiron Flyer.



RTD GOLD
PMS: 124
CMYK: 0 / 33 / 100 / 0
RGB: 253 / 186 / 47
HEX: FDBA2F



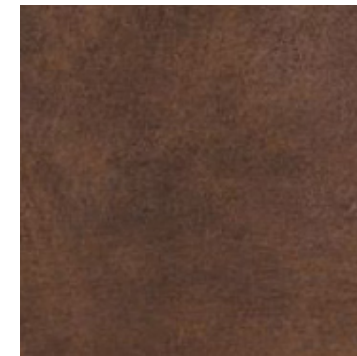
RTD BLUE
PMS: 287
CMYK: 100 / 87 / 20 / 11
RGB: 0 / 47 / 135
HEX: 002F87



SUNSHINE YELLOW
PMS: 116
CMYK: 0 / 18 / 100 / 0
RGB: 255 / 201 / 0
HEX: FFCF01

The BRT NAMS Materials and Finishes

Corten steel and satin nickel will be integrated into various project elements. Because they are seen elsewhere in the project, the proposed stations will also introduce these elements. These materials will be seen in the shelters, signage and other design details.



CORTEN STEEL



**SATIN NICKEL
METAL FINISH**



**EXTERIOR GRADE
POWDER COAT
PAINT FINISHES**

Graphic Standards

Font family used in the Identity and Wayfinding Signage

The BRT NAMS Fonts

Selected for its clarity, legibility, and modern aesthetic, DIN Pro's geometric structure and uniform strokes make it ideal for signage and branded elements where quick comprehension is essential. The typeface's versatility supports a cohesive visual identity across various applications. Additional fonts from the DIN Pro family may be added in the future for use in print and digital communications.

Interstate Bold will be used on the directional signage. This font meets MUTCD visibility requirements.

DIN 2014 Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN 2014 Narrow Regular

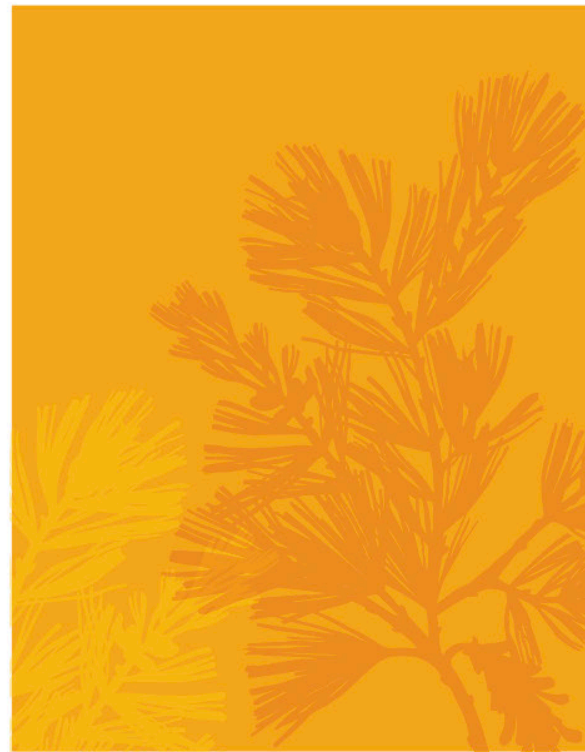
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Interstate Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The BRT NAMS Textures

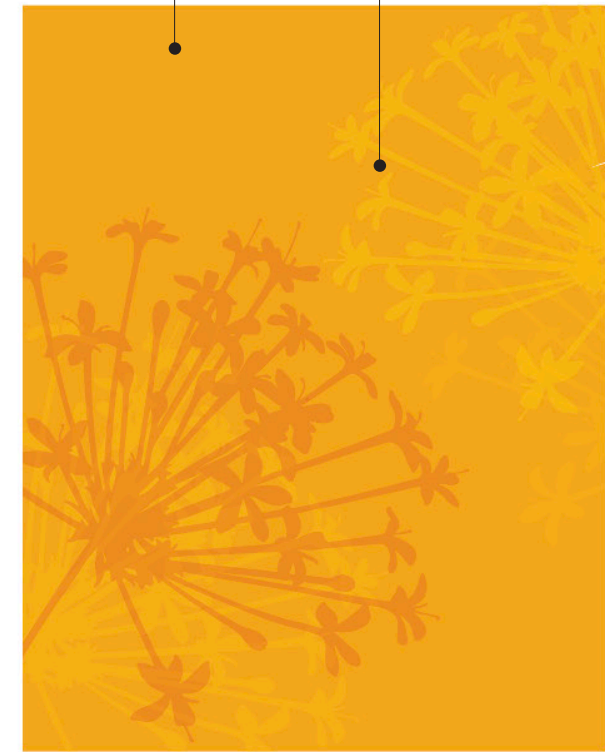
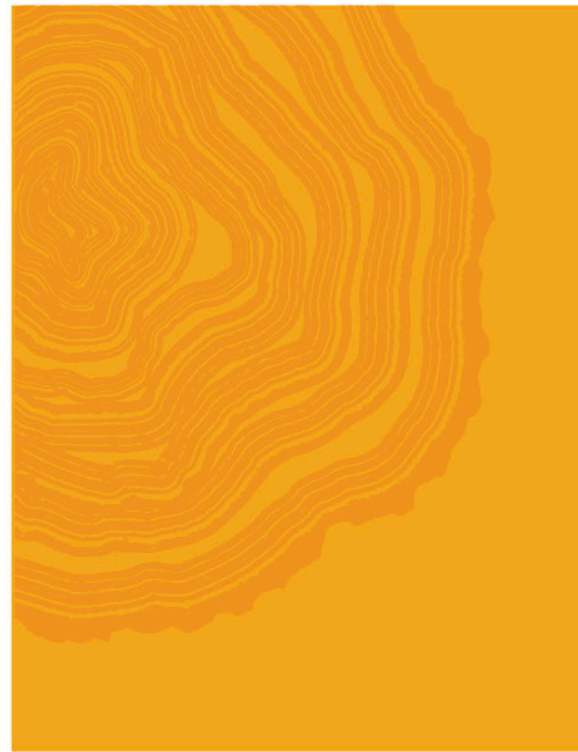
Leaves, grasses, and wood textures are key motifs that ground the brand in its natural surroundings, reflecting the landscapes and ecosystems the BRT NAMS routes traverse. These elements create a distinctive look for these progressive Colorado transit corridors. Each route is distinguished by a unique textural graphic, prominently displayed at bus shelters and signage, creating a visual identity that builds upon the original flyer branding.



TEXTURAL ELEMENTS FEATURE BRANDED COLORS:

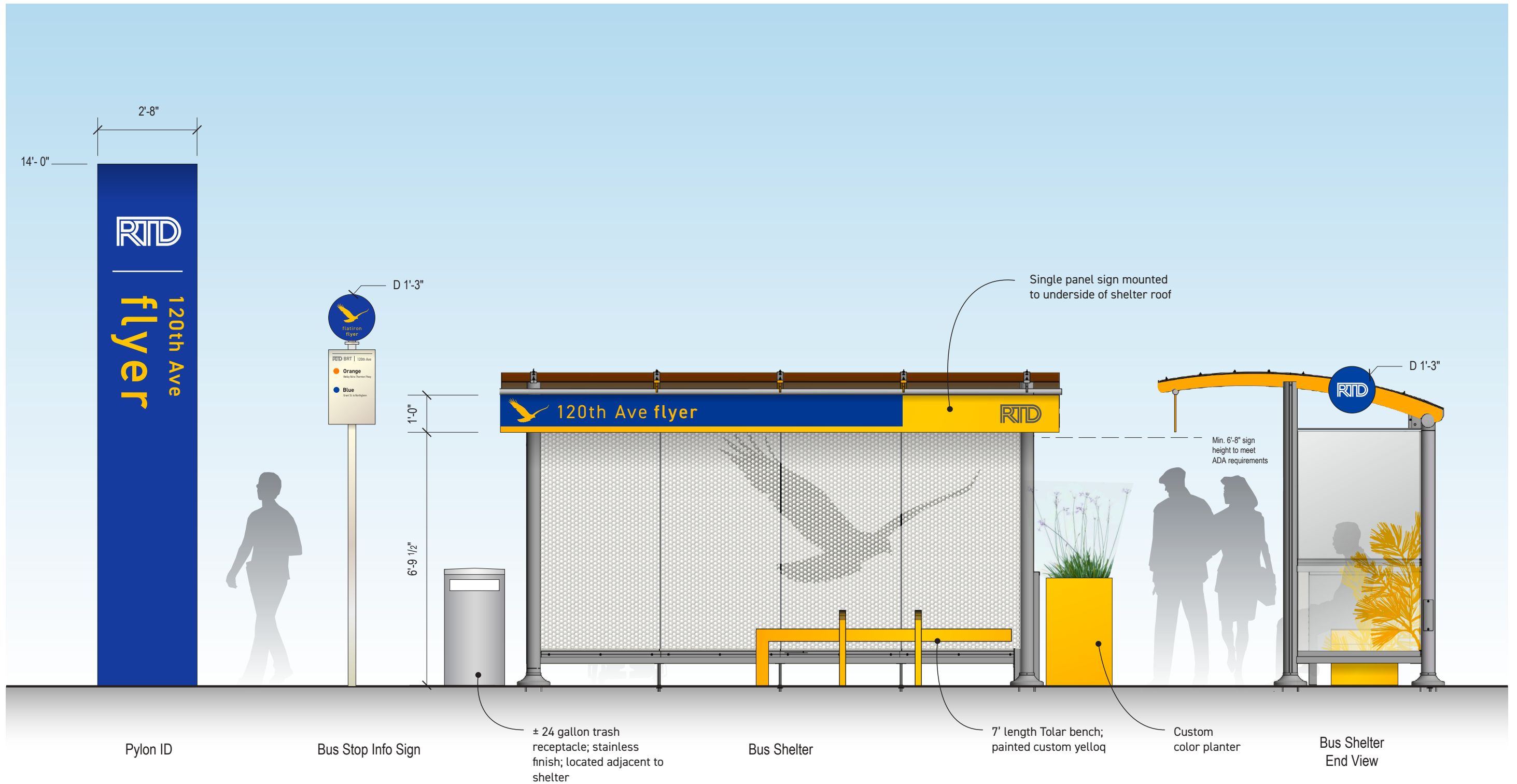
RTD GOLD

SUNSHINE
YELLOW



Bus Shelter Signage

Variation 1

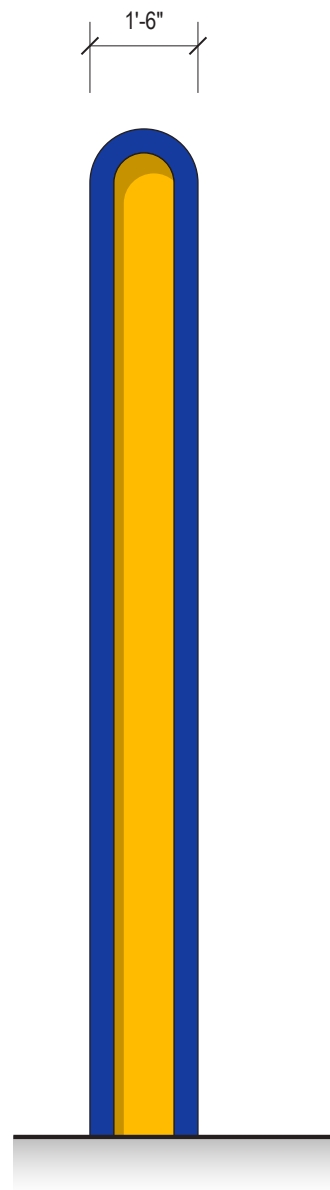


Pylon Identity Sign v1 – Non-Illuminated

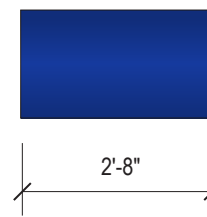
Bus Shelter Sign Family



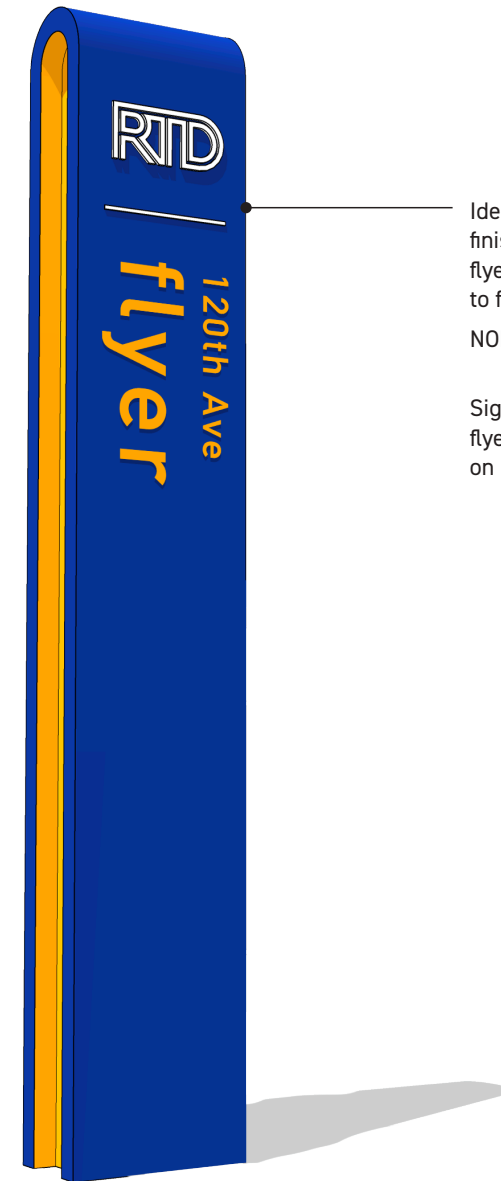
Pylon ID



End View



Plan View



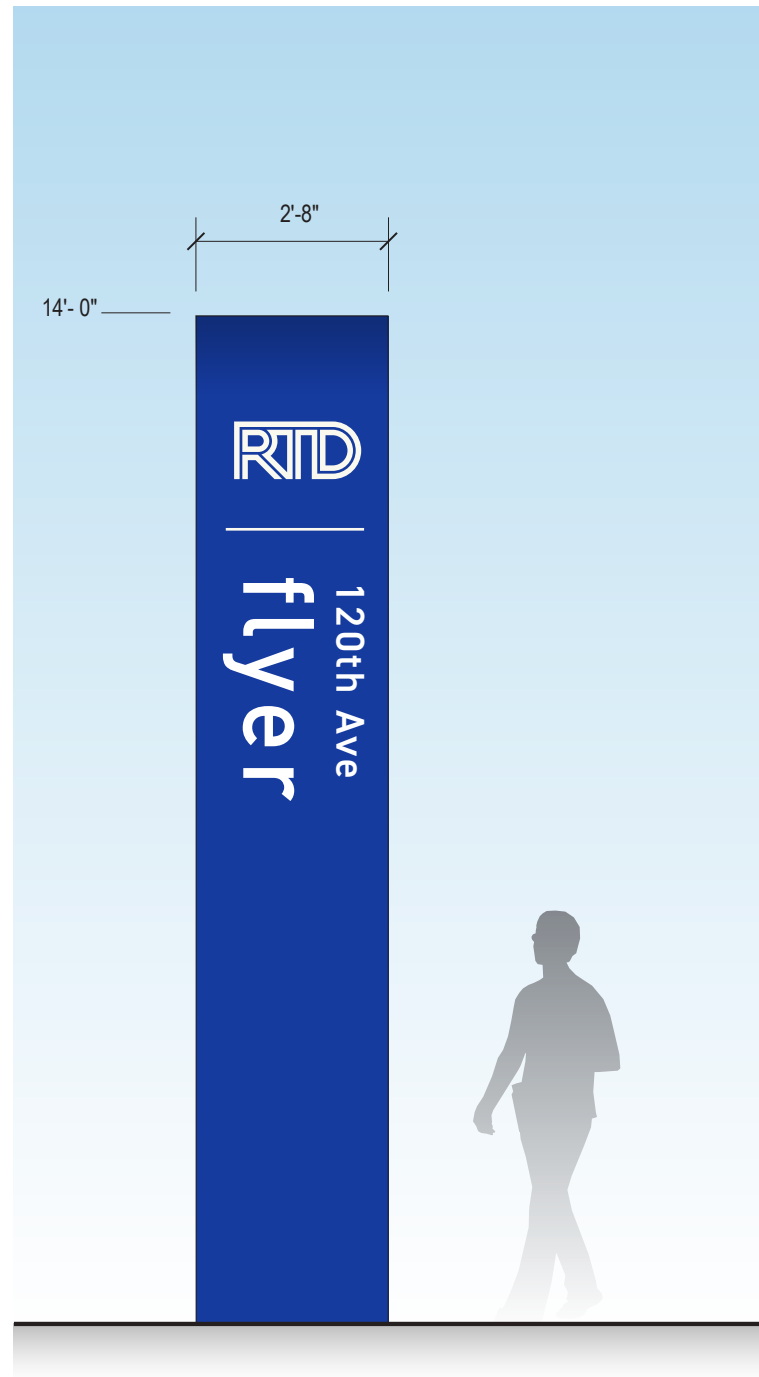
Pylon ID
Perspective View

Identity pylon with painted finish; dimensional RTD and flyer identity letters mounted to face of pylon sign
NON-ILLUMINATED

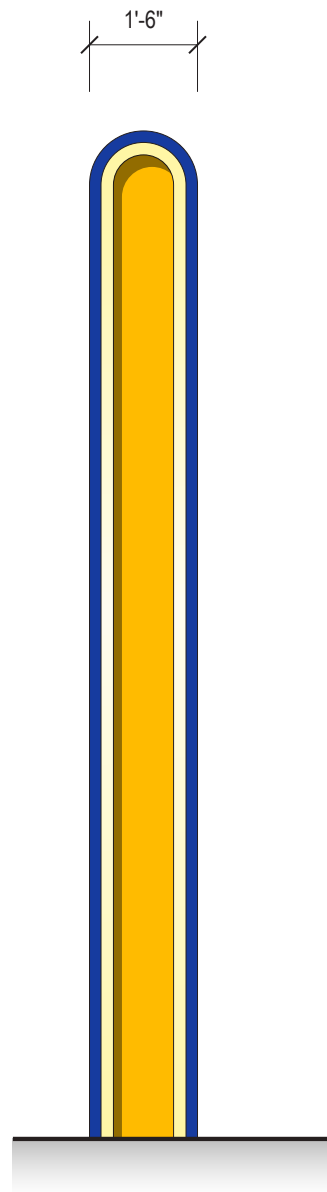
Sign is double sided. RTD and flyer identity appear on both sides.

Pylon Identity Sign v2 – Illuminated

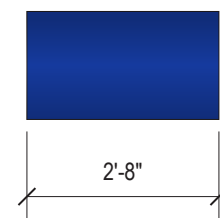
Bus Shelter Sign Family



Pylon ID



End View



Plan View



Optional Radiused arch sign form with internally illuminated edge

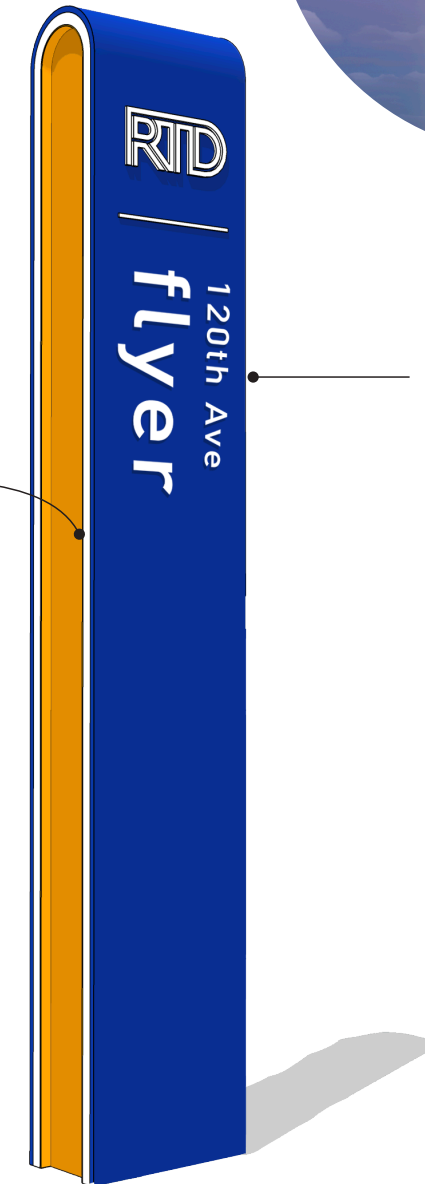


Inset lip painted accent yellow; recessed panel painted project blue



Identity pylon with painted finish; dimensional RTD and flyer identity letters mounted to face of pylon sign
INTERNALLY-ILLUMINATED

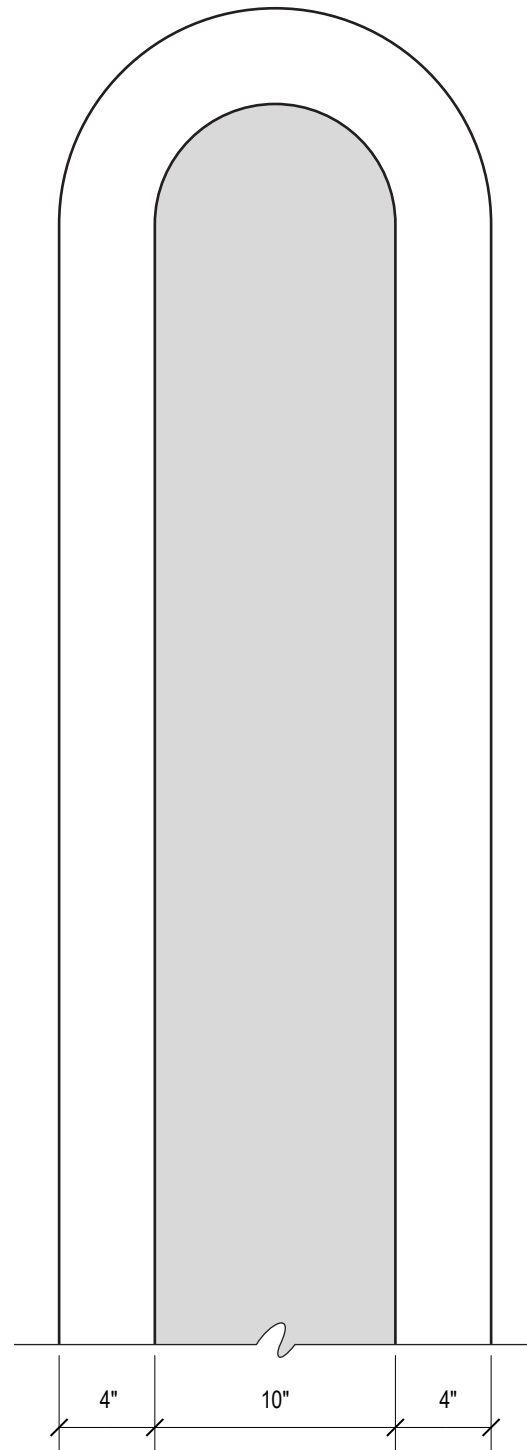
Sign is double sided. RTD and flyer identity appear on both sides.



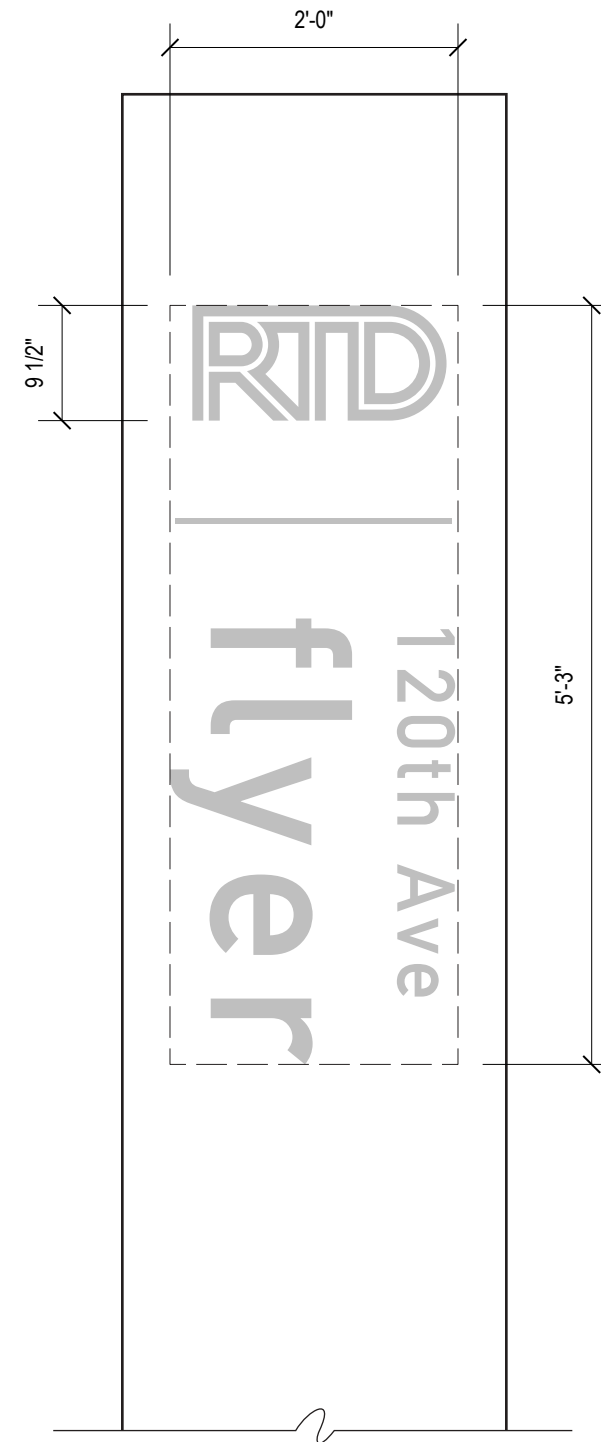
Pylon ID Perspective View

Pylon Identity Sign Details

Bus Shelter Sign Family



End View Detail



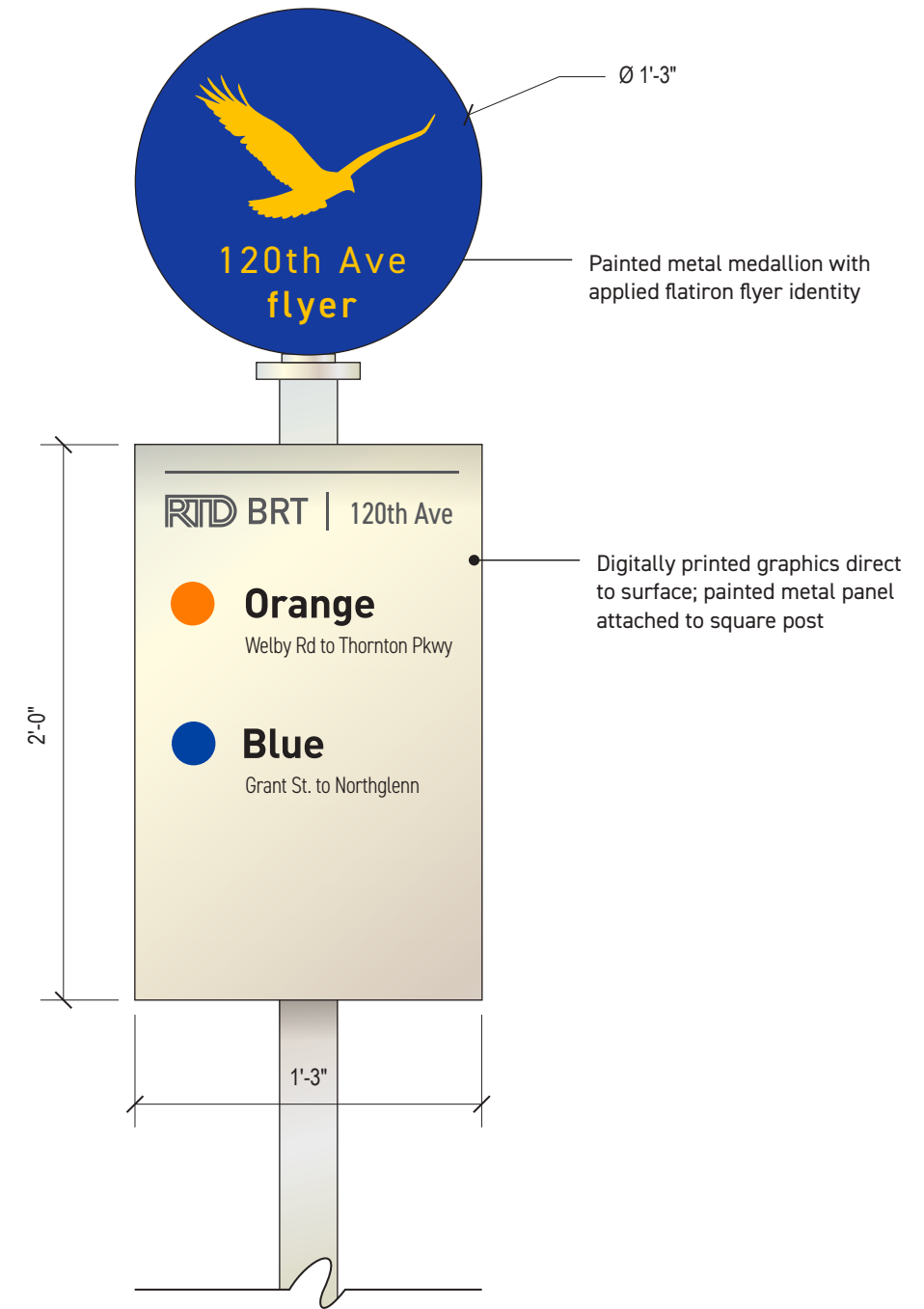
Pylon ID Detail

Bus Stop Info Sign

Bus Shelter Sign Family



Elevation



Detail View

CONCEPT DESIGN
Option 2

Alternate Service Provider

Brand Vision

If RTD is not the service provider, an alternate brand will be established. This new brand will share common characteristics with RTD's Flyer branding so the Northwest region has a cohesive look while not infringing upon RTD's signature BRT brand.

Brand Vision

We are a progressive BRT corridor located in one of the most prosperous regions in majestic Colorado. The NAMS corridor branding is sleek, progressive, modern and minimalistic to capture the progressive nature of the corridor.

Fleet Design

Much like the RTD BRT brand, this new NAMS brand is minimalistic but more stylized and includes subtle details that add dimension and interest to the look. The fleet design will include beautiful gradations in the background color like the vehicle on the right. Different base colors will be explored that are elegant and sophisticated that glow with a metallic sheen.

The Typography

The logotype will be friendly, very geometric and designed with a custom font.

Bird Logo

This brand is based on a juxtaposition of sleek, modern design paired with a dynamic logo program based on a bird motif. See the following pages for the bird motif and how it comes to life in a dynamic, energetic and unexpected way.



Graphic Standards

Guidelines to ensure consistent, accurate representation of BRT NAMS visual identity in all internal and external communications.

Elements of a Brand

The branding for the BRT NAMS corridors emphasizes a cohesive visual identity, featuring a distinctive logo, bold color scheme and design elements that ensure instant recognition, even from afar. This unified look is consistently applied across all rider touchpoints—stations, vehicles, maps, and signage—delivering a seamless and memorable experience. Strong branding boosts visibility and helps the public identify the BRT corridor as a premium transit option.

BRT NAMS branding elements include:

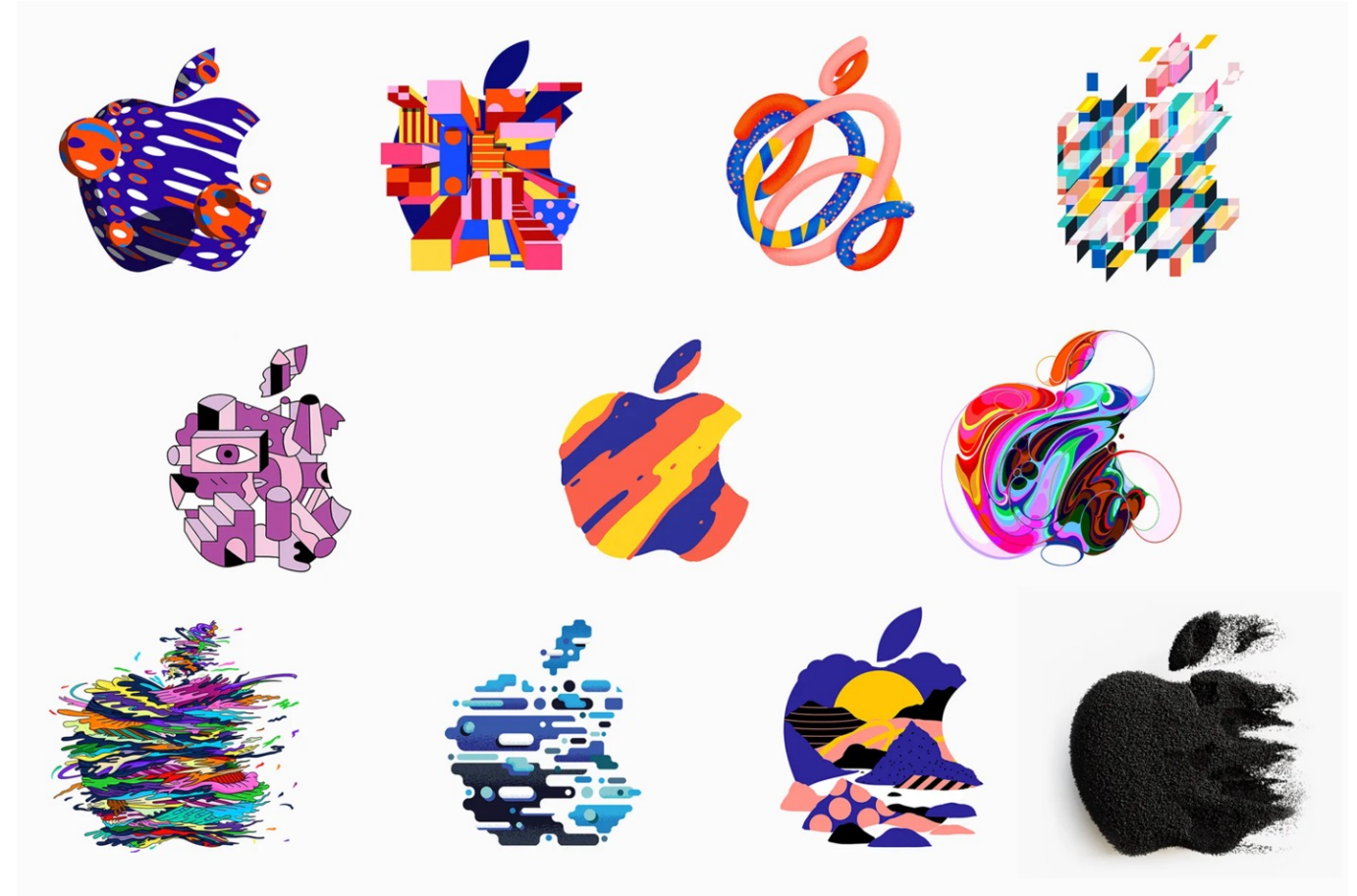
1. Logo/patterns
2. Colors & subtle gradations
3. Materials and finishes
4. Fonts
5. Artistic birds

Core Concepts Behind the BRT NAMS Brand



Graphic Standards

Dynamic Identity System



Dynamic Logo Designs

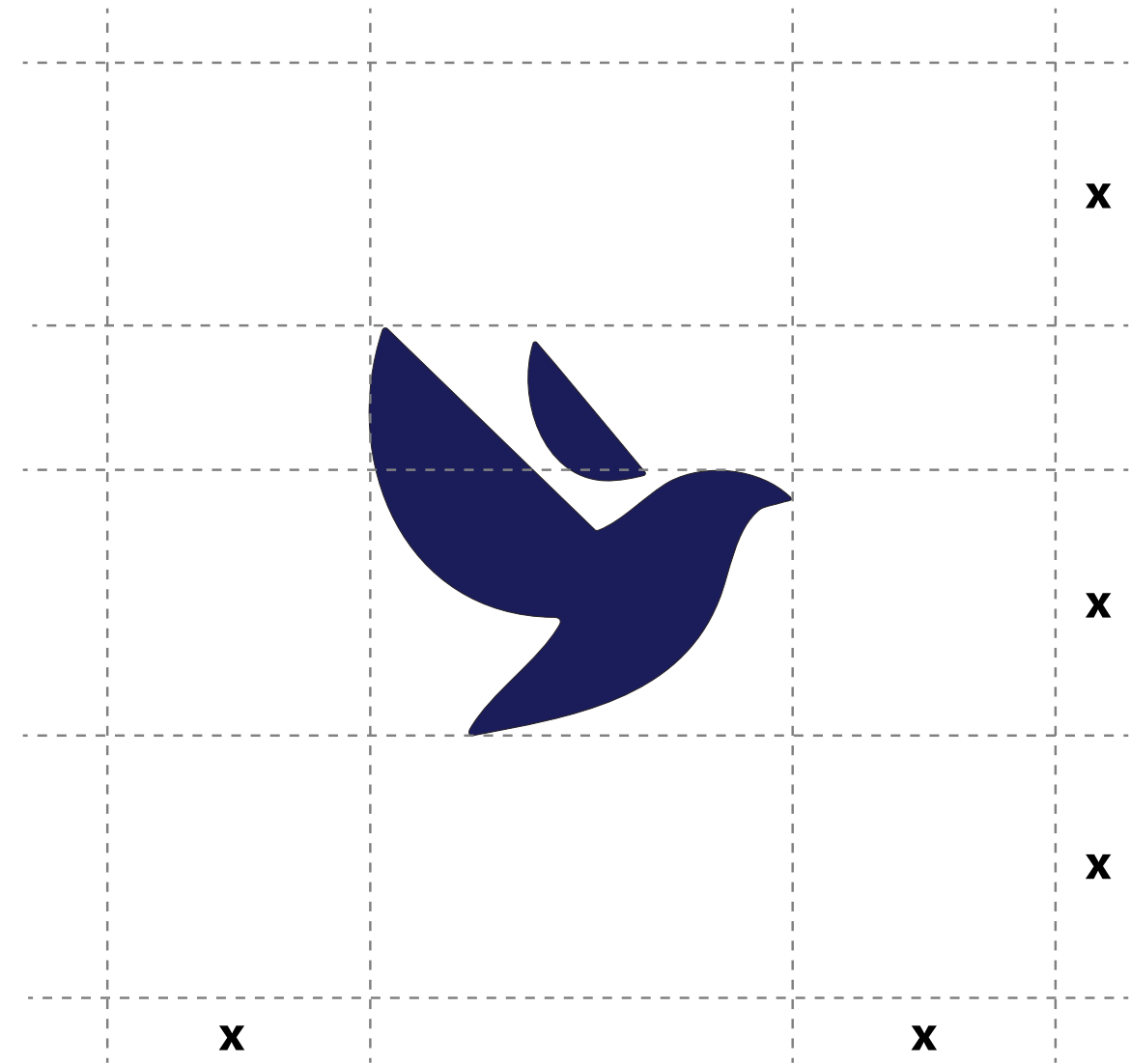
Modern day corporate identity systems are often highly flexible. They are dynamic and changing to express unique aspects of the brand. Because the NAMS corridors are each unique but will be designed to be a family, a flexible branding system is the vision for this corridor branding. The concept is to create a stylized bird like one of the birds to the right, and create a system of creative applications using the same bird silhouette.

The creative applications of the bird will be applied to the fleet, shelter glass and marketing materials.



Bird Logo Spacing

To ensure that the bird logo stands by itself for best recognition always maintain proper negative or clear space around the logo equal to the height from top of head to bottom of tail. Maintaining this space prevents the logo from competing with surrounding graphic elements. Please note: This is a conceptual bird. A custom bird icon would be developed if an alternate service provider is chosen.



Graphic Standards

A collection of artful and expressive variations of the bird motif.



The BRT NAMS Color Palette

Consistent use of color across all applications is essential to the BRT NAMS brand.



INDIGO



GOLD



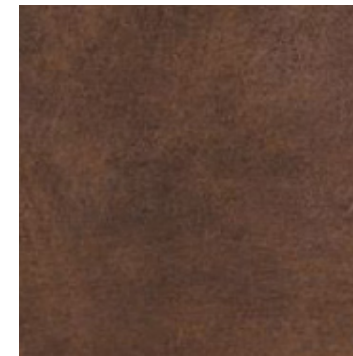
Gradient ONE



Gradient TWO

The BRT NAMS Materials & Finishes

Corten steel and satin nickel will be integrated into various project elements. Because they are seen elsewhere in the project, the proposed stations will also introduce these elements. These materials will be seen in the shelters, signage and other design details.



CORTEN STEEL



**SATIN NICKEL
METAL FINISH**

Graphic Standards

Font family used in the Identity and Wayfinding Signage

The BRT NAMS Font Exploration

Paramount to font selection is clarity and legibility from a distance and up close. Selected fonts will reflect the brand vision of option number 2 and convey a progressive, modern and minimalistic aesthetic.

Interstate Bold will be used on the directional signage. This font meets MUTCD visibility requirements.

Circe Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Circe Extra Bold

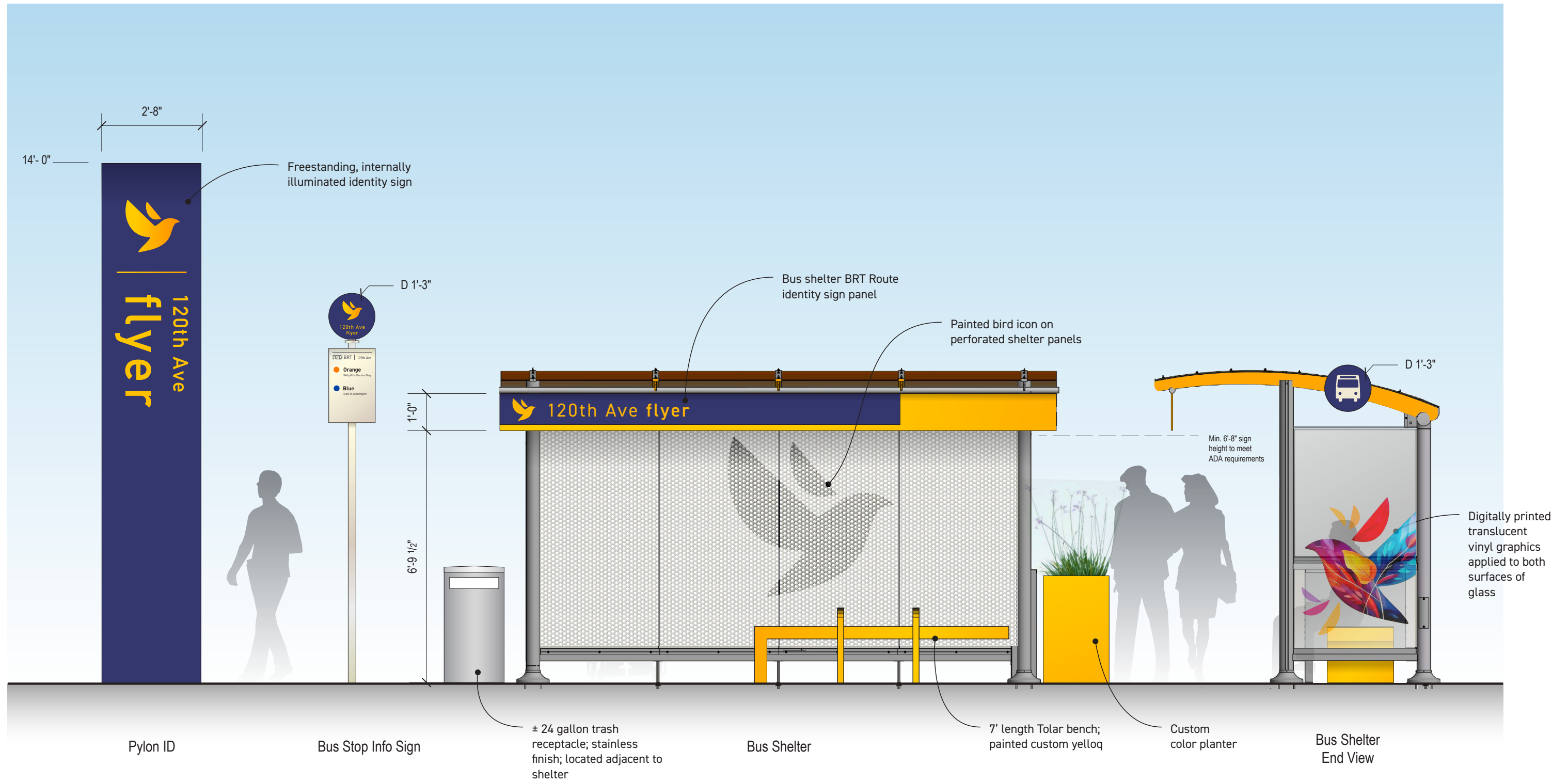
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Interstate Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

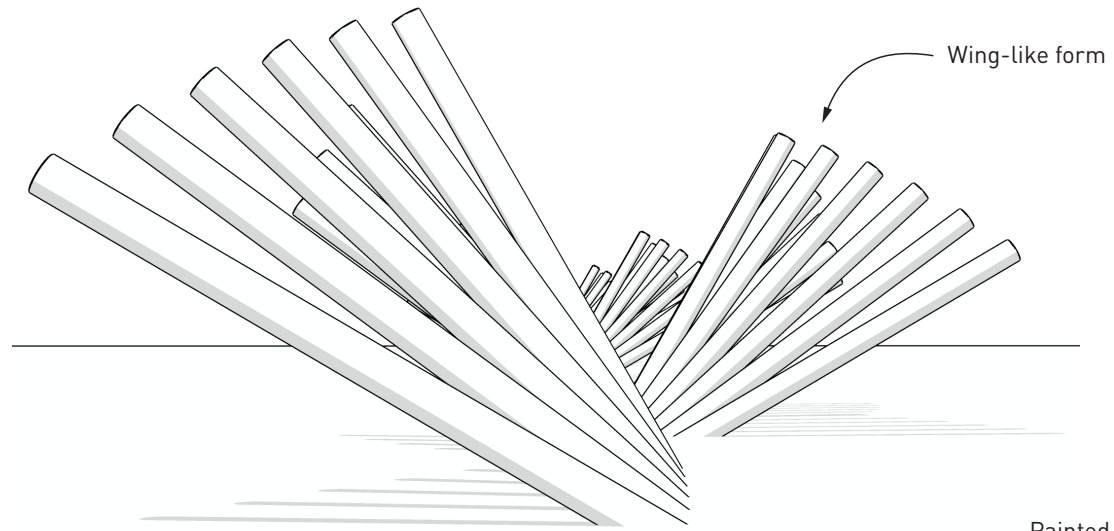
Concept 2

Bus stop elements

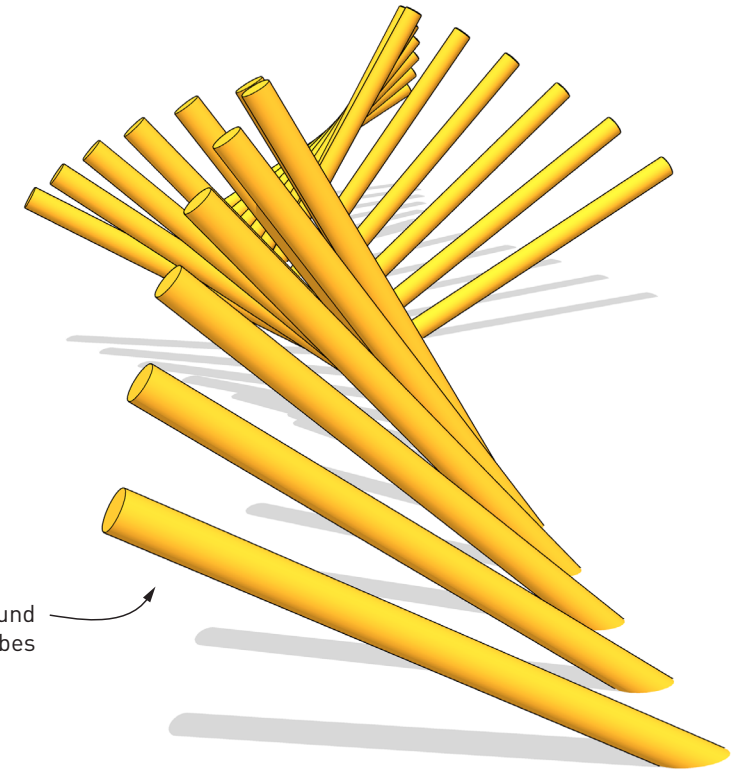


Bus Stop Enhancements

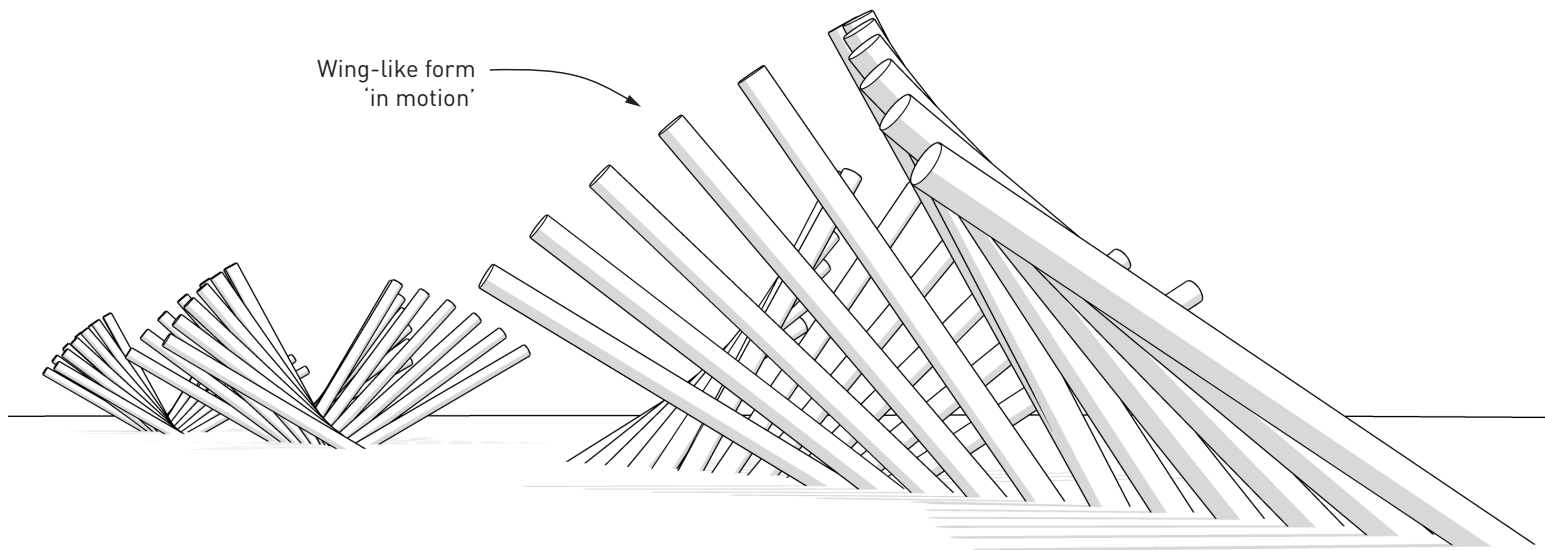
Artful, sculptural elements to create memorable placemaking.



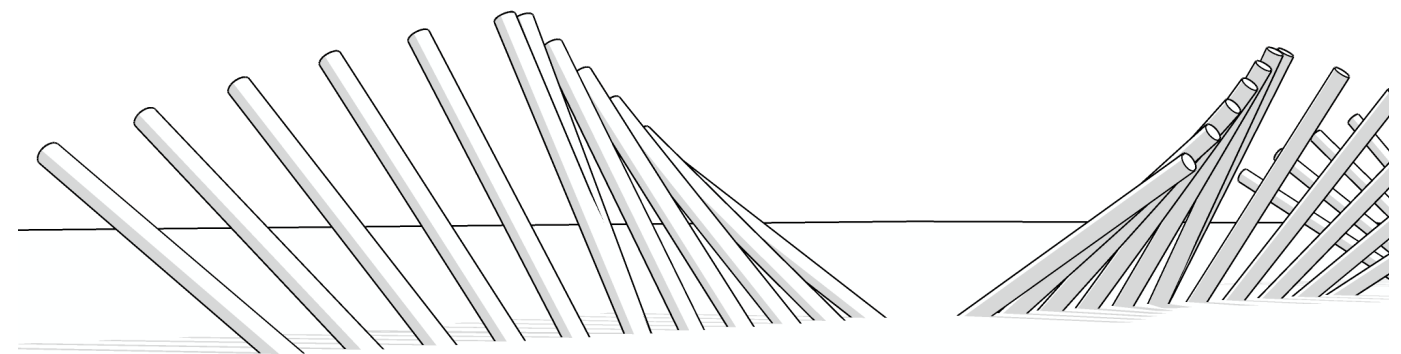
End View



Detail View



Perspective View 1

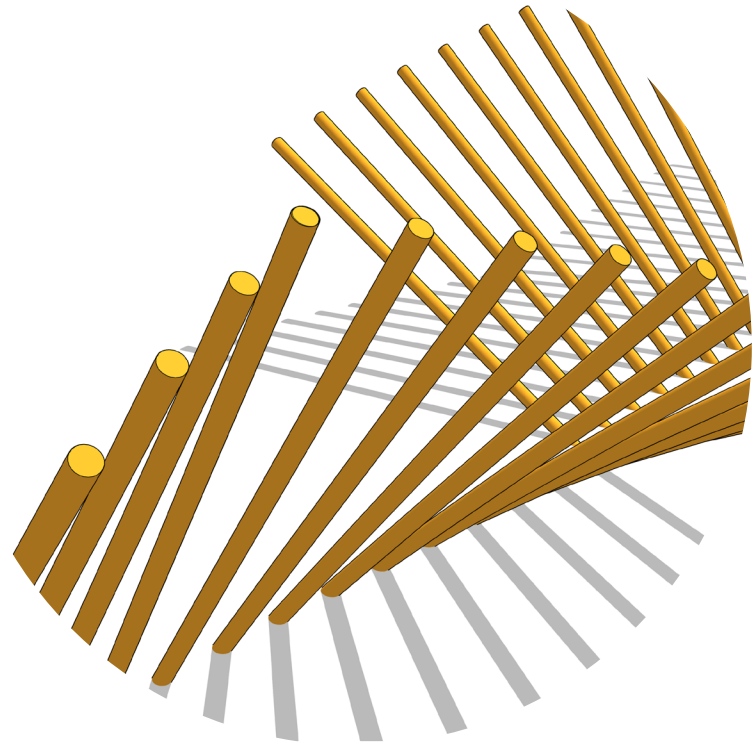
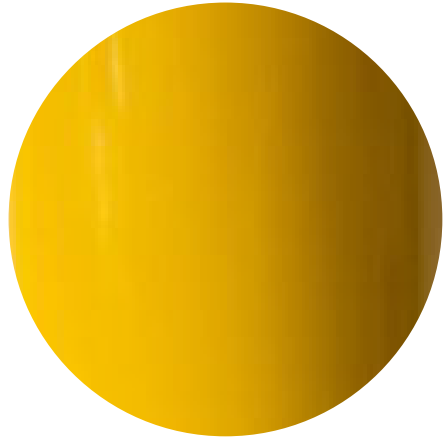


Perspective View 2

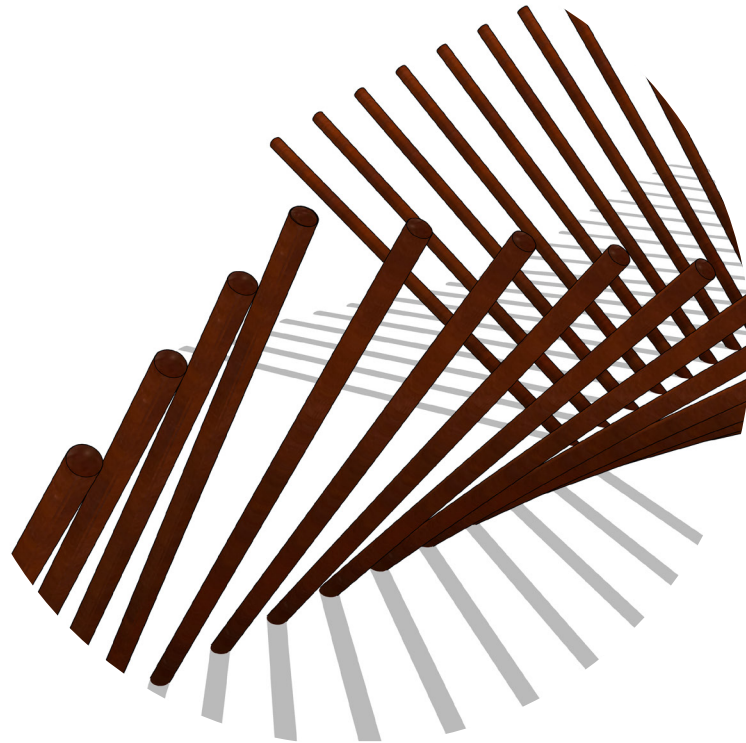
Sculptural Processional Element

Material options.

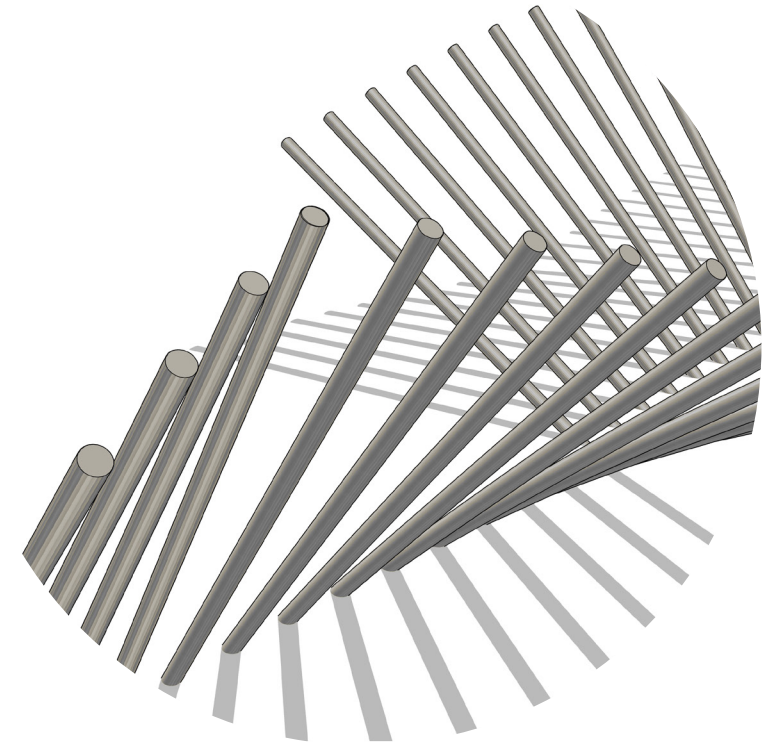
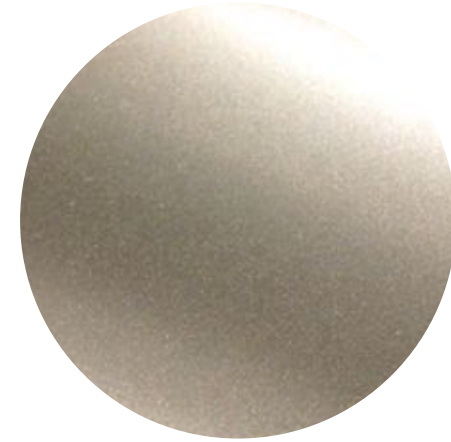
Painted yellow, gloss finish.



Corten steel finish.



Warm, champagne color, metallic finish.



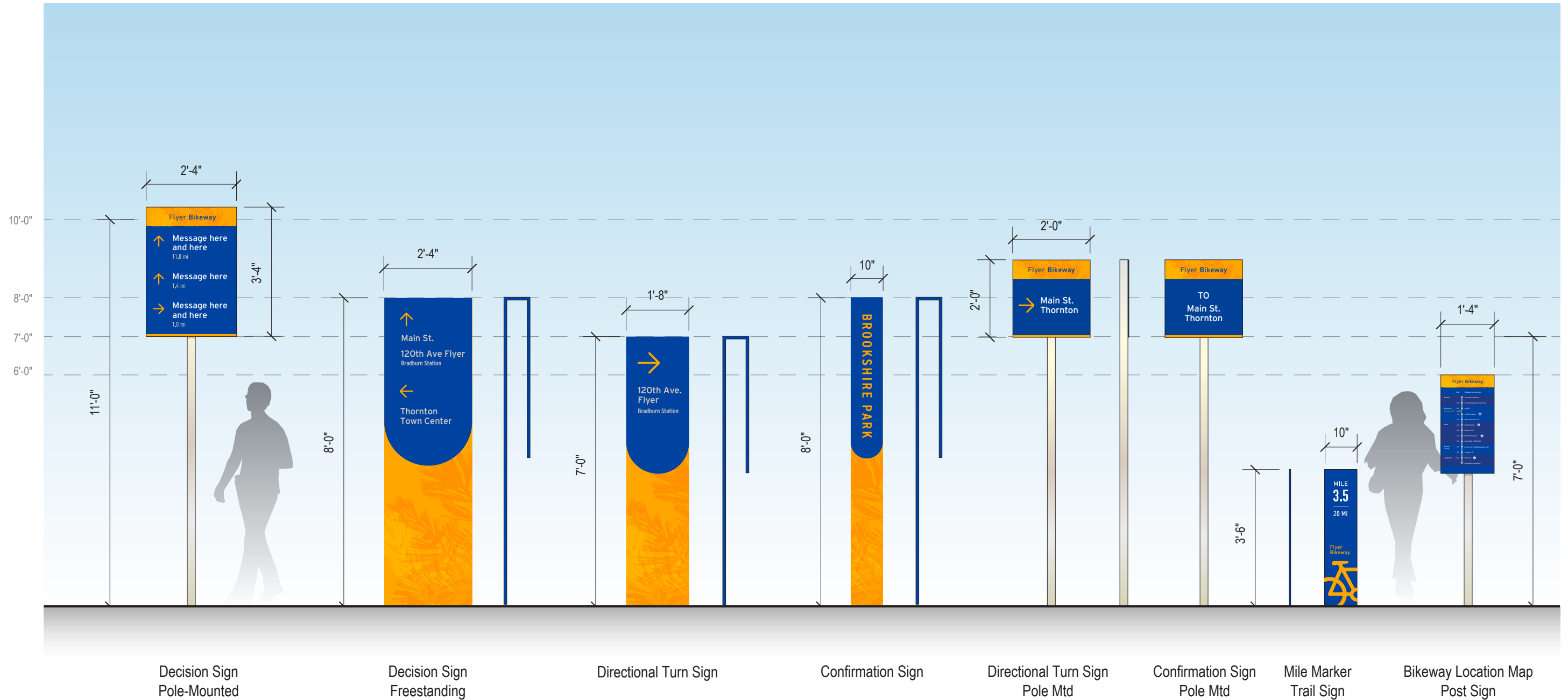


NAMS Corridors Bike Pathway Signage

DESIGN DEVELOPMENT

Overall Sign Family - Preferred

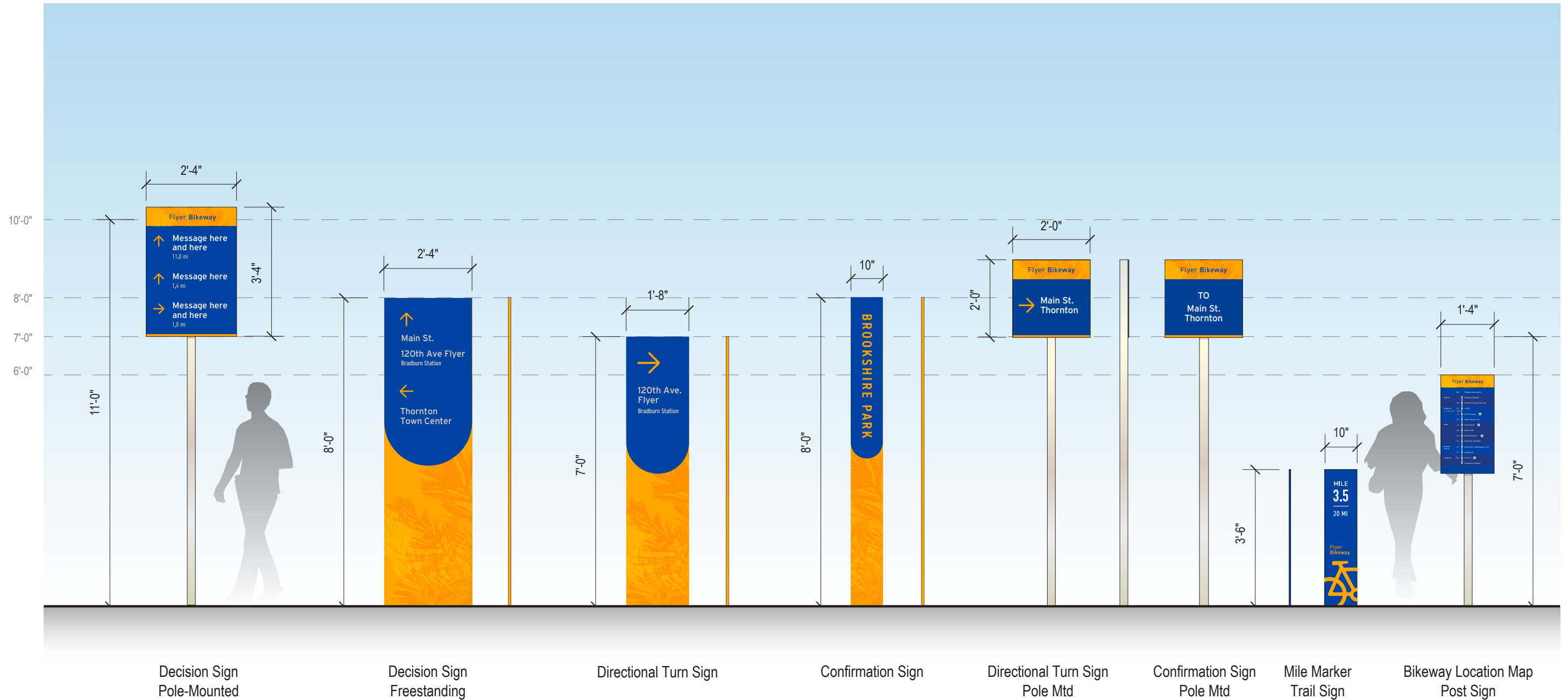
Bikeway Signage Family



An operations and maintenance plan will be developed to ensure the signs always look new and well-maintained.

Overall Sign Family - v2

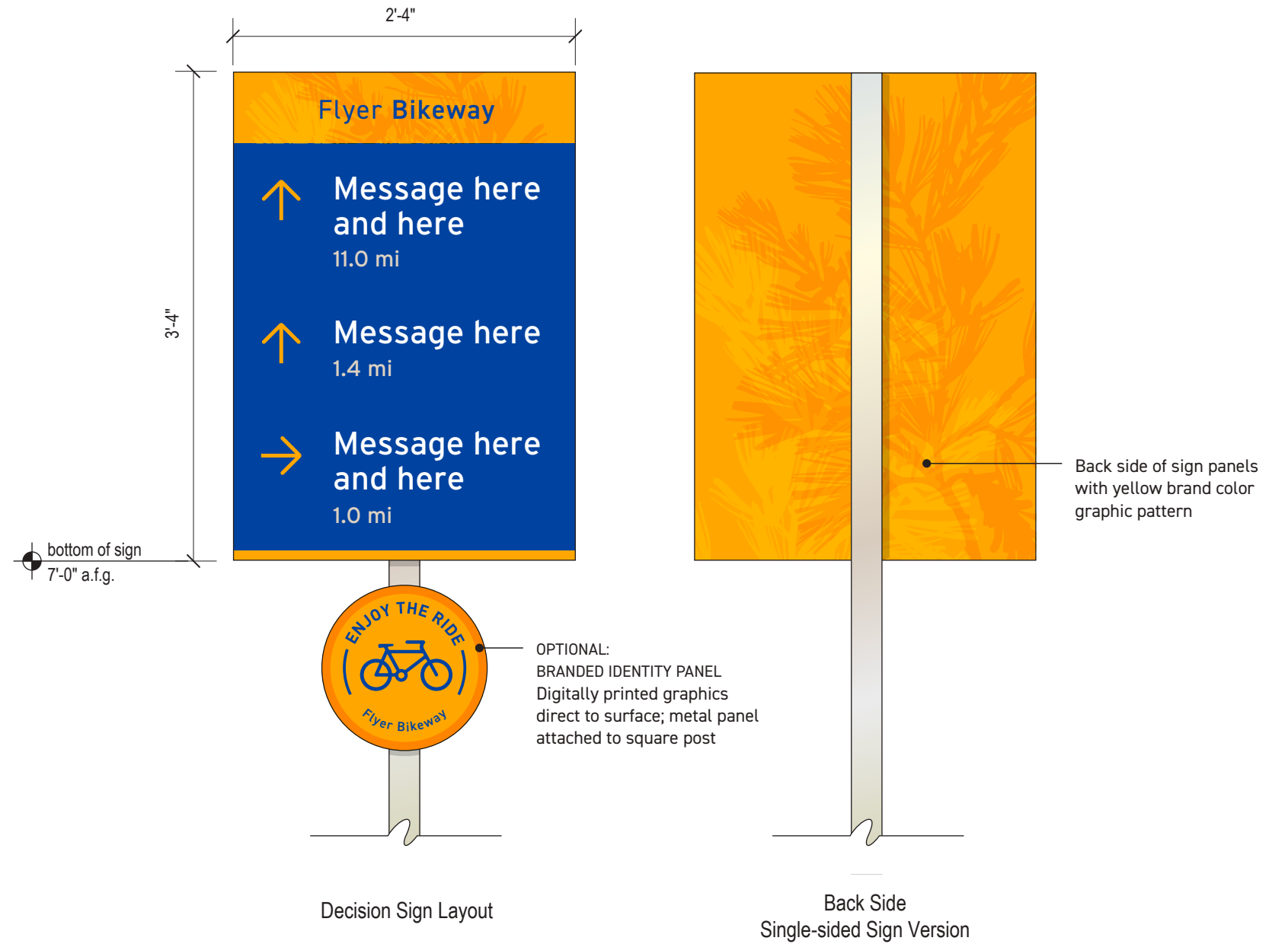
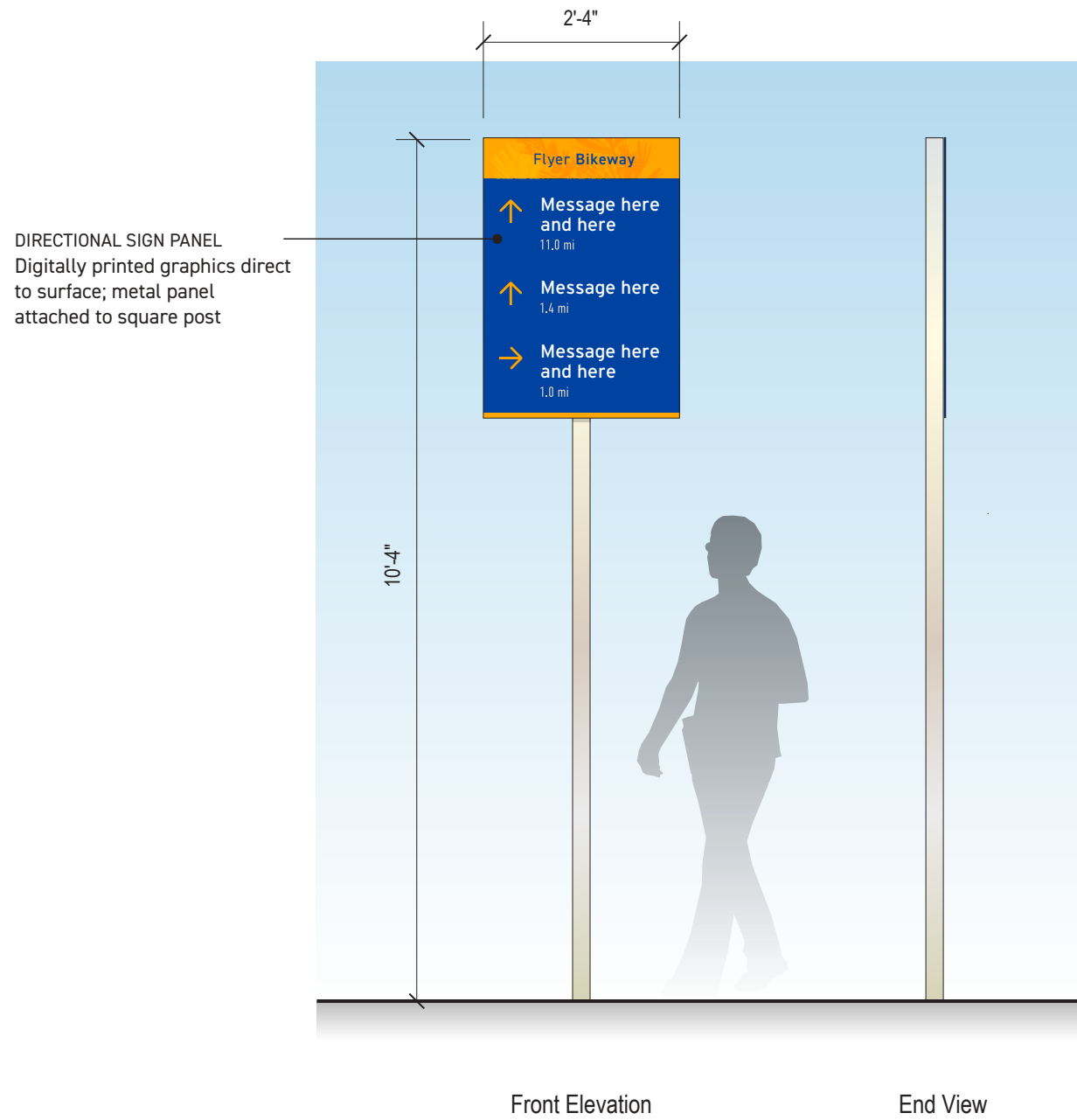
Bikeway Signage Family



An operations and maintenance plan will be developed to ensure the signs always look new and well-maintained.

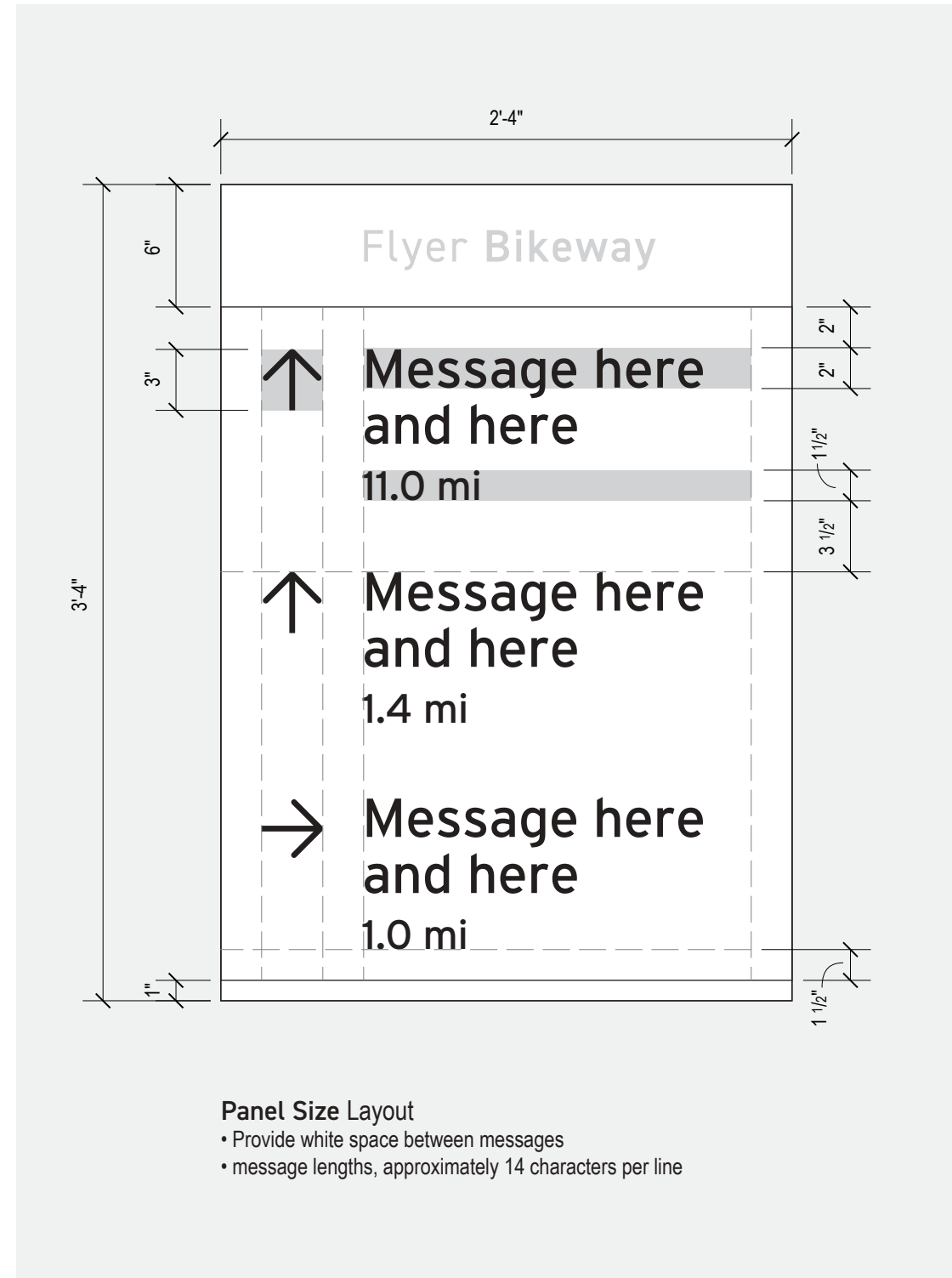
Pole-Mounted Decision Sign

Bikeway Signage Family



Pole-Mounted Decision Sign

Panel Size Options



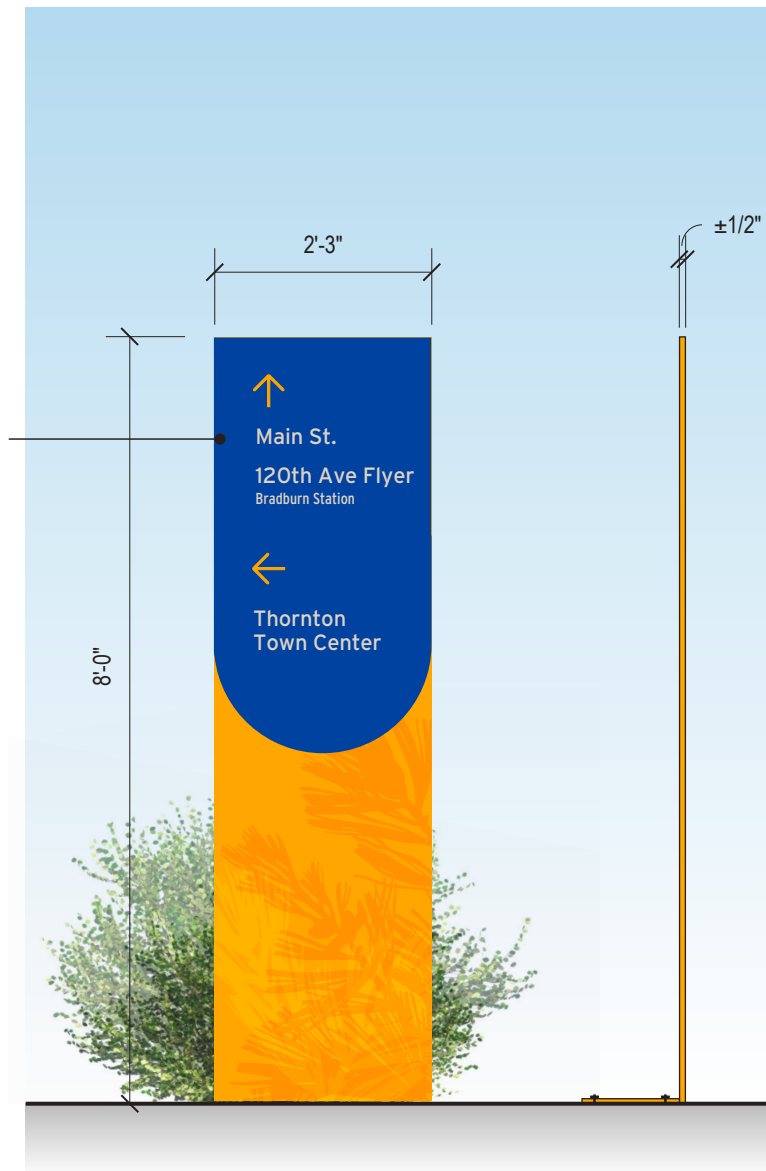
Wayfinding Signs v1 - Flat

Bikeway Signage Family



Confirmation Sign

WAYFINDING SIGN
Freestanding sign panel;
powder coated blue with
vinyl graphics applied to
face of sign

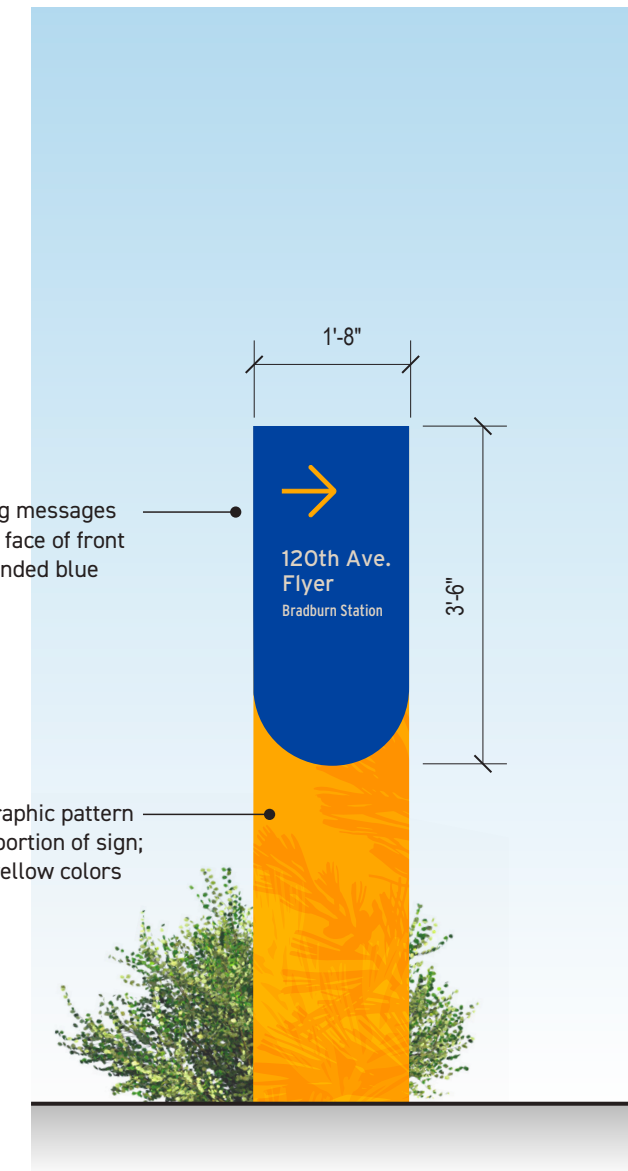


Decision Sign
Freestanding

End View
(Typical)

Wayfinding messages
applied to face of front
panel; branded blue
finish

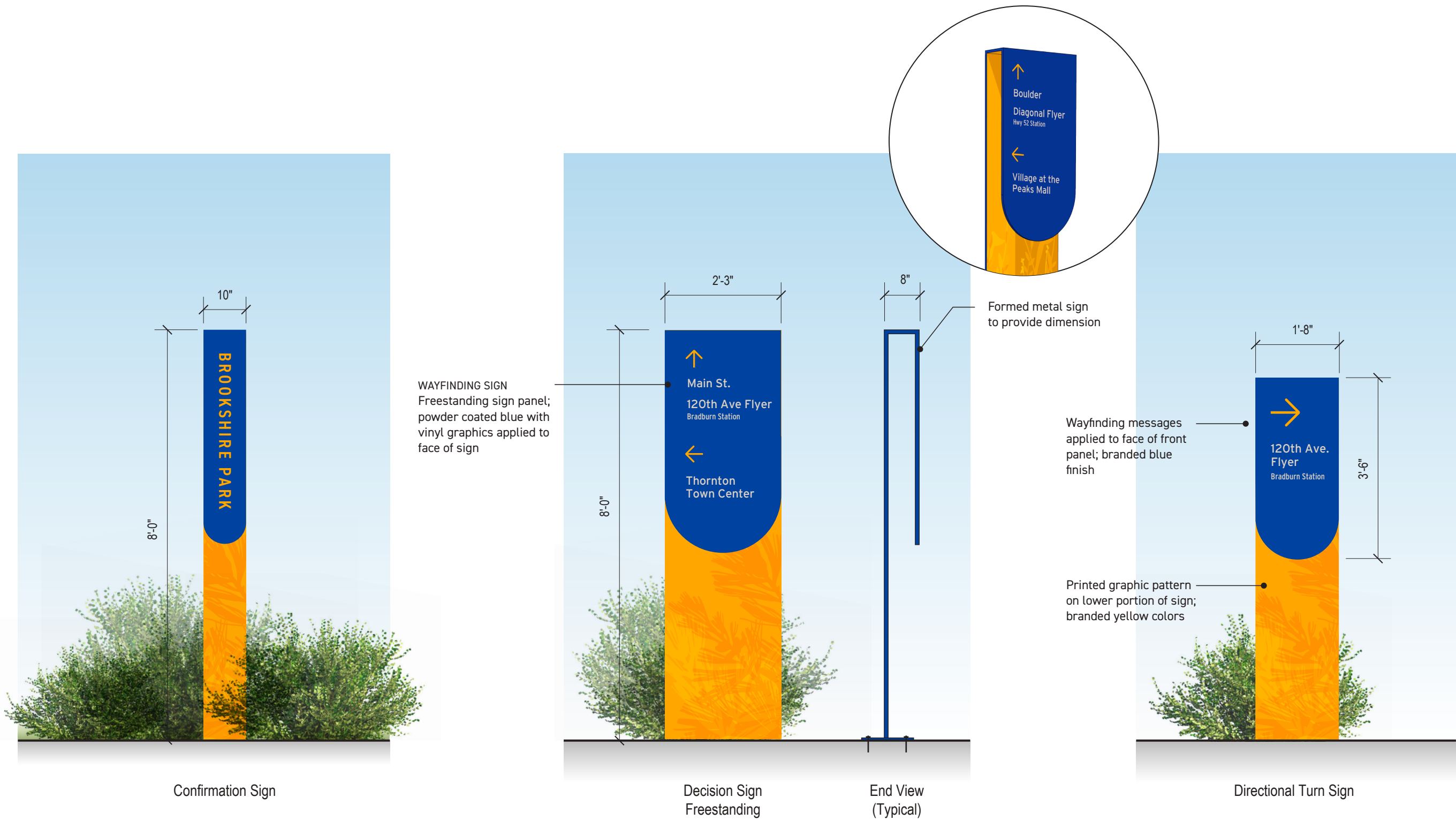
Printed graphic pattern
on lower portion of sign;
branded yellow colors



Directional Turn Sign

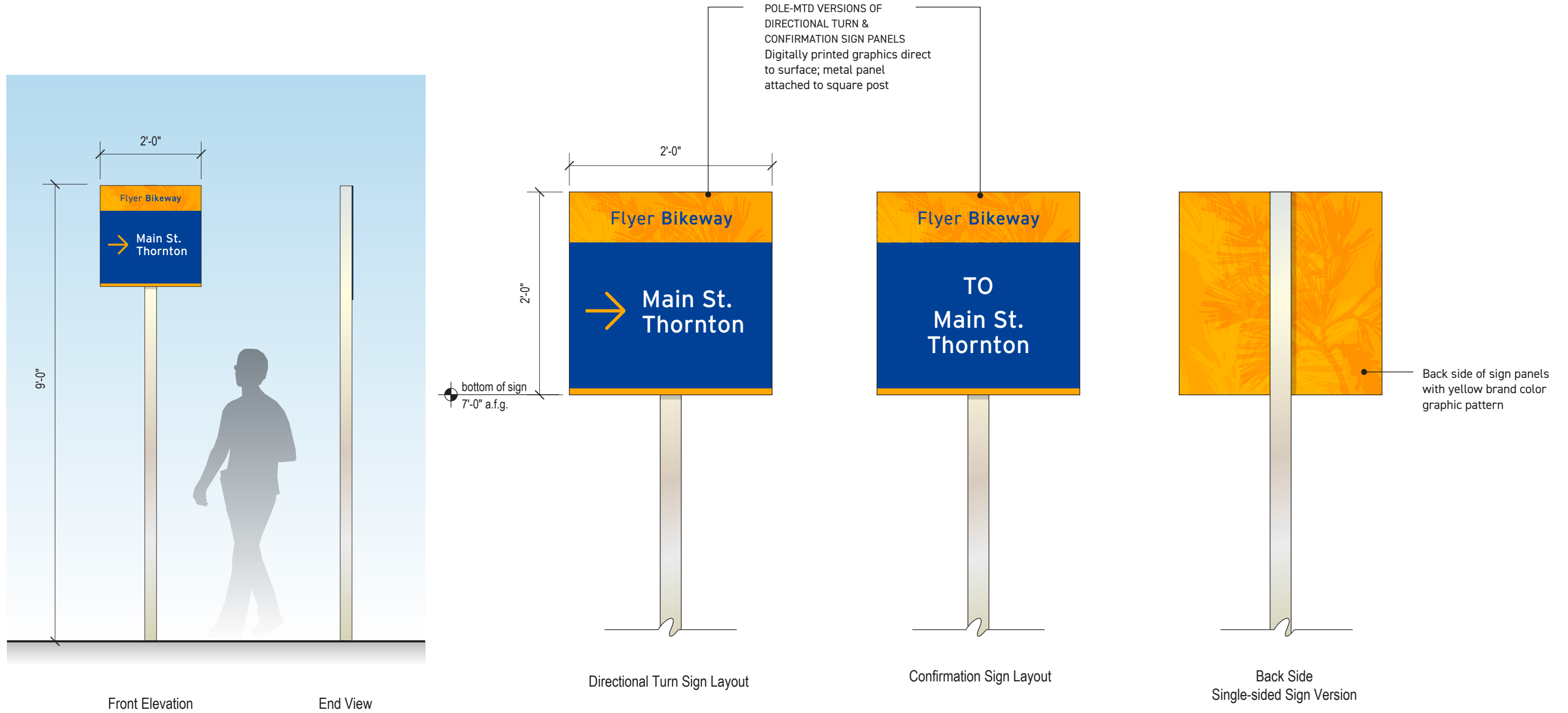
Wayfinding Signs v2 - Dimensional

Bikeway Signage Family



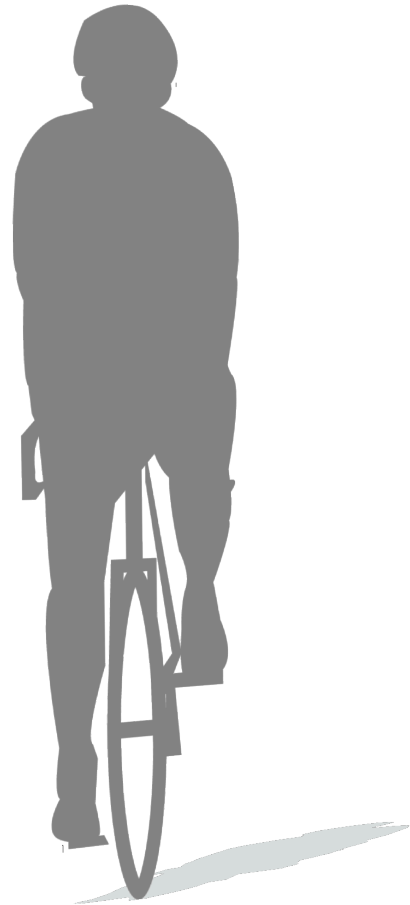
Pole-Mounted Directional Turn & Confirmation Signs

Panel Layouts



Bikeway Mile Marker

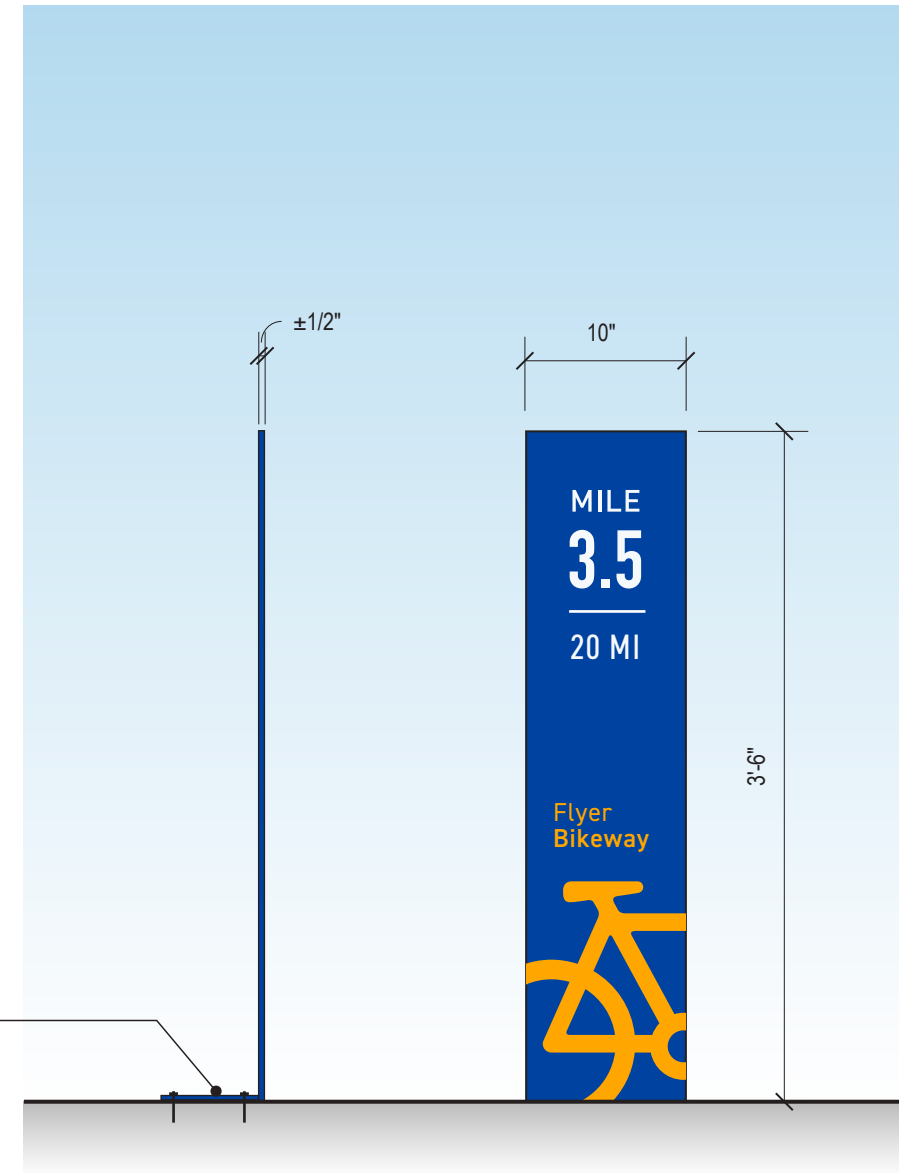
Bikeway Signage Family



Perspective View

MILE MARKER
Freestanding sign panel;
powder coated blue with
graphics applied to face of
sign

Base plate welded to lower back of
sign; mounted to concrete surface
with anchor fasteners (appropriate
requirements to be determined by
structural engineer/sign fabricator)

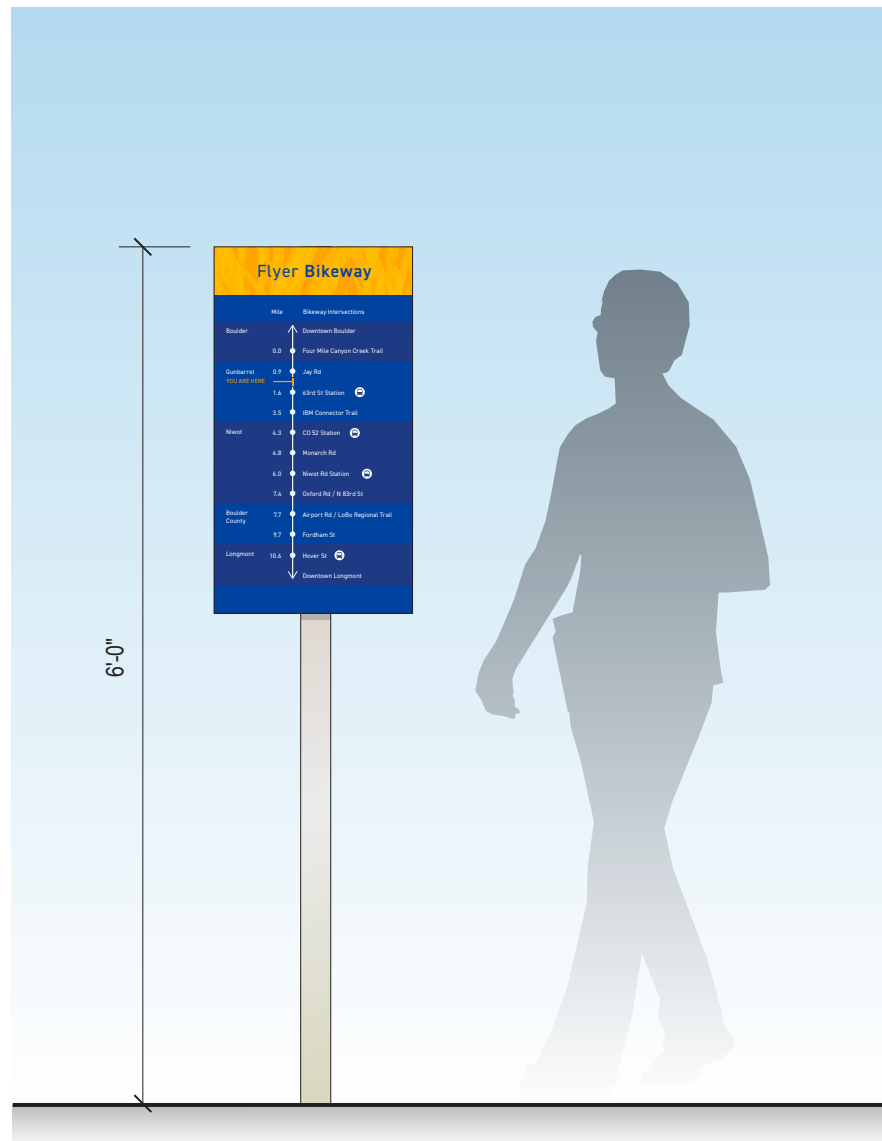


End View

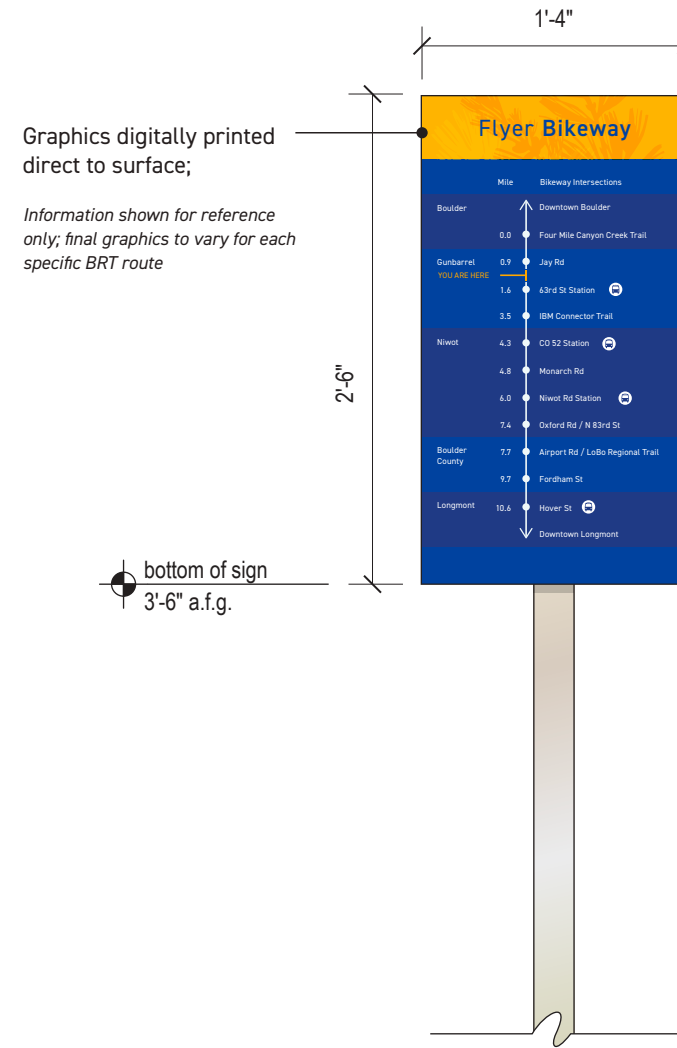
Front Elevation

Wayfinding Signs

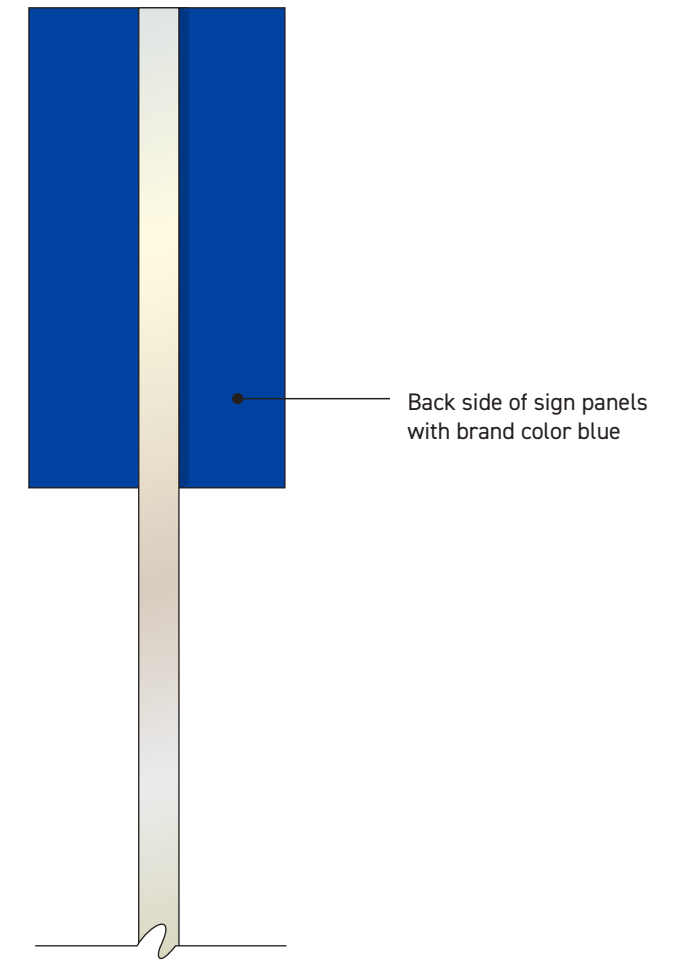
Bikeway Signage Family



Front Elevation



Decision Sign Layout



Back Side
Single-sided Sign Version