

# RIO GRANDE TRAIL SIGNAGE

The Rio Grande Trail has an established visual identity comprised of a beautiful color palette and logo. The logo and color were developed with the master plan but continue to evolve as the trail takes shape.

Signage for the trail is a crucial opportunity to brand the trail and create visual continuity and a unique identity.

Wayfinding on the Rio Grande Trail involves a combination of signage, markings, maps, and technological aids designed to provide clear direction and enhance the overall trail experience. It is a critical component in ensuring safety, preventing disorientation, and fostering a sense of exploration and discovery along the trail.

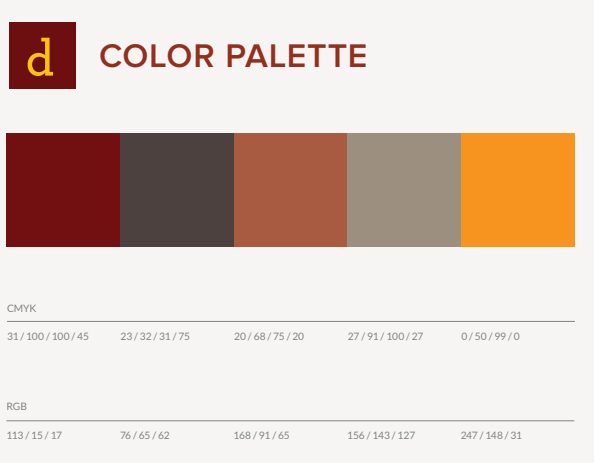
The trail signage can also reinforce desired user behavior and address some of the concerns of tribal communities. Many of the places through which the trail travels are private to the Indigenous communities of New Mexico. Communities fear that trail users will trespass on their land and remove cultural artifacts. Signage can reinforce boundaries and establish rules and regulations while educating about the unique and vital culture and history of the various communities.

By understanding wayfinding strategies, trail users can equip themselves with the knowledge and tools necessary to navigate the Rio Grande Trail with confidence and ease. Whether a seasoned thru-hiker or a weekend adventurer, the information provided will help trail users make the most of their journey and ensure that rules are followed.

FIGURE 6. RIO GRANDE TRAIL LOGO



FIGURE 7. RIO GRANDE TRAIL COLOR PALETTE



# GRAPHIC IDENTITY

NEW MEXICO

Rio Grande Trail

During their October 17, 2017 meeting, the Rio Grande Trail Commission was presented with a variety of options for the trail's graphic identity, color palette, and vision statement. After a round of discussion and review, the Commission approved these elements:

**a THE VISION**

The Rio Grande Trail is New Mexico's cross-state, recreational trail for hiking, biking, and horseback riding along the Rio Grande. Trail users explore, learn about, and connect with a tapestry of diverse natural habitats, rich history, striking landscapes, and vibrant communities. The trail contributes to cultural and environmental awareness, healthy lifestyles, spiritual growth, and economic prosperity for New Mexico and its visitors. From an evening walk to a month-long expedition, the Rio Grande Trail offers a window into the heart and soul of New Mexico and a journey through its exceptional natural and cultural heritage.

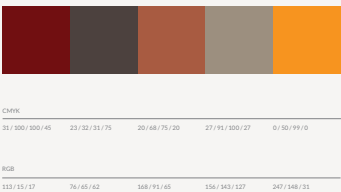
**b ILLUSTRATED MAP**



**c TYPOGRAPHY**



**d COLOR PALETTE**



FIND OUT MORE AT [www.RioGrandeTrailNM.com](http://www.RioGrandeTrailNM.com)

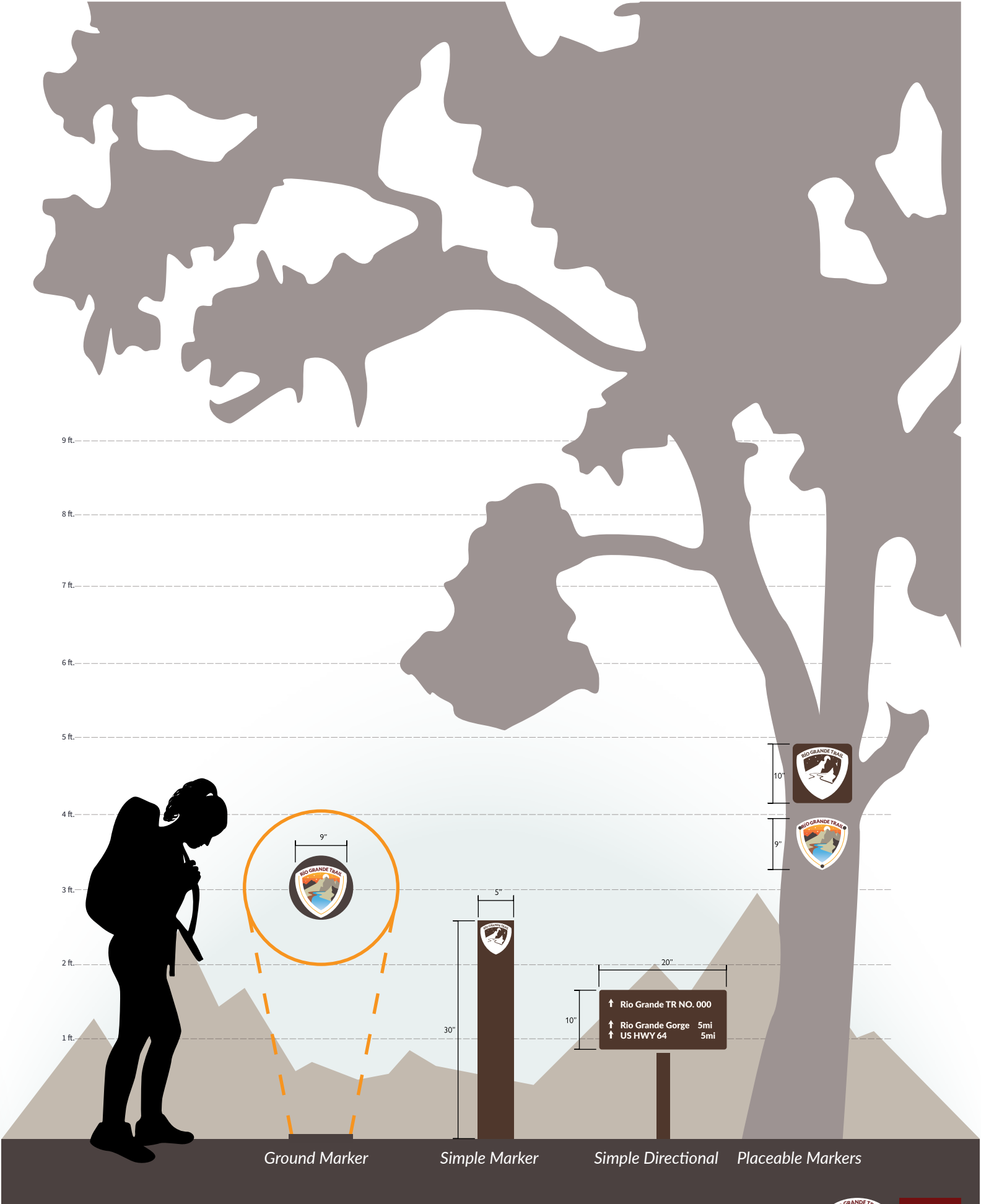
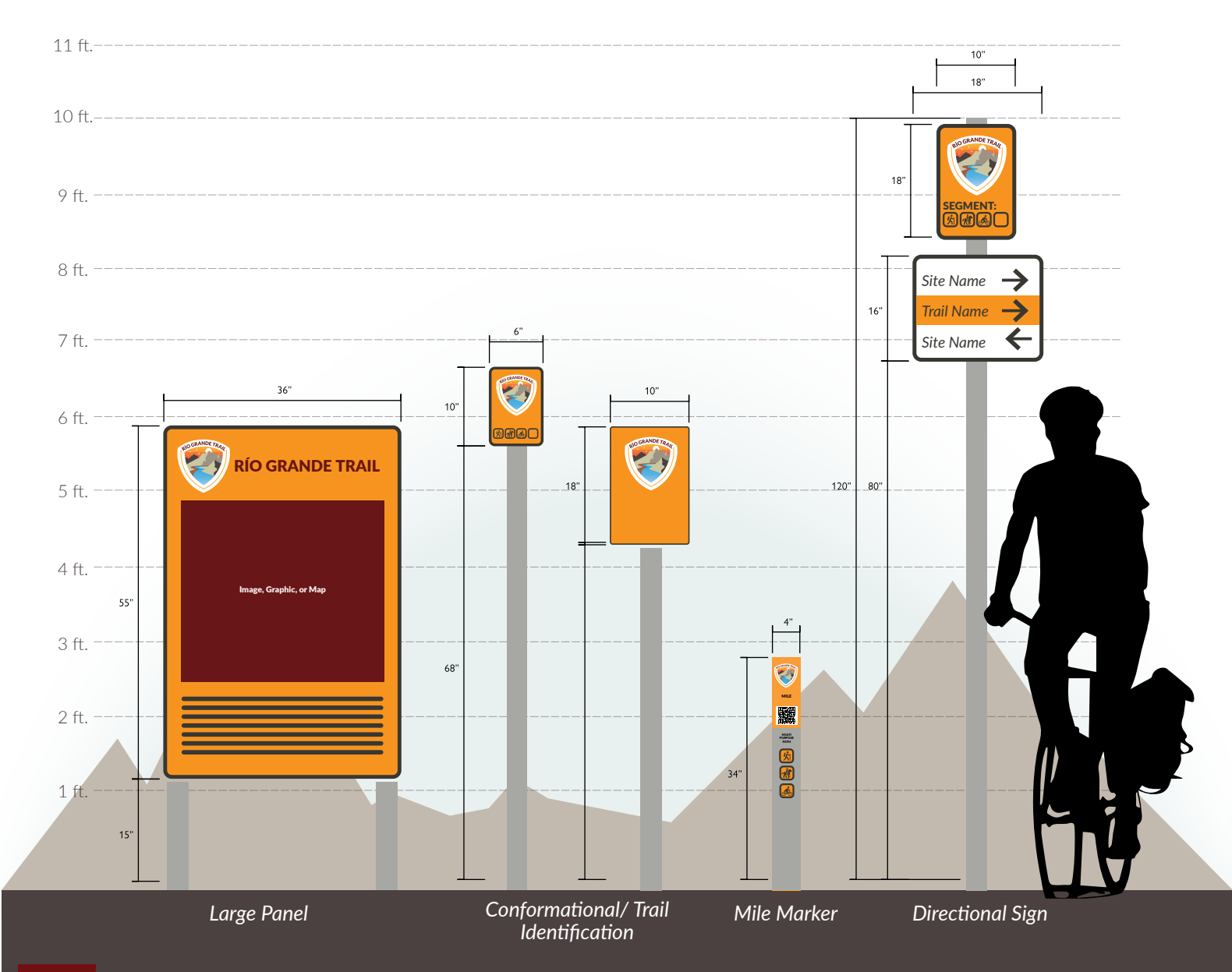
alta A project administered by the New Mexico Energy Minerals Natural Resources Department

Caption: Graphic Identity poster from created as part of the 2018 master plan.

SIGNAGE FAMILY

The Rio Grande Trail sign family is a collection of signs that guide trail users and establish a cohesive trail identity. Signs share common design elements, such as color schemes, typography, symbols, and layout styles. Some parts are consistent, and others will change depending on the location and jurisdiction. The goal of a sign family is to provide clear and coherent visual communication to guide, inform, and direct people along the trail.

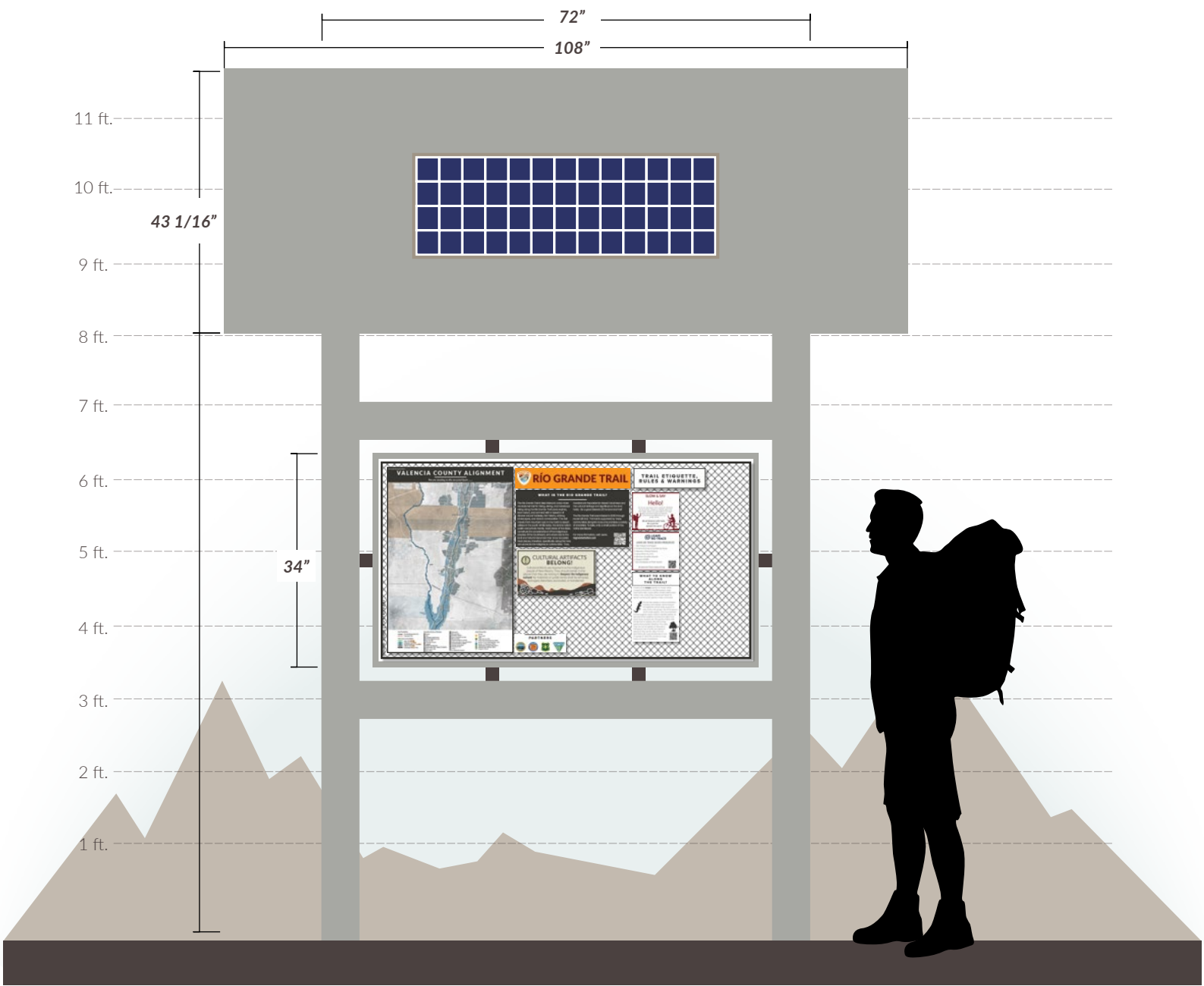
The graphics provided below depict the members of the sign family that have been identified for the Rio Grande Trail.



KIOSK

The trailhead kiosks provide visitors with an overview of the trail system, its layout, and the surrounding area. It helps users understand where they are in relation to the trail and its various features.

The Rio Grande Trail trailhead kiosks are intended to be versatile and allow stakeholders to review updated information included on the kiosk. The main panel is a metal mesh where sign panels can be attached and removed as needed.



MAP ICONS / PICTOGRAM SET

Map icons are used to represent various features, points of interest, or objects on the Rio Grande Trail map. They provide users with a quick and intuitive way to understand the different elements present on a map without having to read detailed labels or descriptions. The following is a list of standardized map icons to be utilized for the official Rio Grande Trail Map.



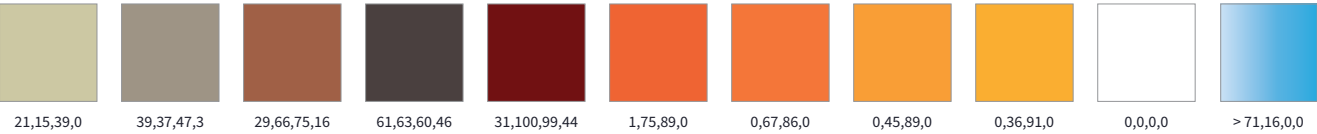
COLORS AND TYPOLOGY

Wayfinding System Colors

The primary colors used throughout the wayfinding system



Logo Colors



Typeface

**LATO BLACK**  
The quick brown  
fox jumps over  
the lazy dog.  
0123456789!?!#&

Lato Hairline  
Regular

**LATO BLACK**  
The quick brown  
fox jumps over  
the lazy dog.  
0123456789!?!#&

Lato Hairline  
Italic

**LATO BLACK**  
The quick brown  
fox jumps over  
the lazy dog.  
0123456789!?!#&

Lato Light  
Regular

**LATO BLACK**  
The quick brown  
fox jumps over  
the lazy dog.  
0123456789!?!#&

Lato Light  
Italic

**LATO BLACK**  
The quick brown  
fox jumps over  
the lazy dog.  
0123456789!?!#&

Lato Bold  
Regular

**LATO BLACK**  
The quick brown  
fox jumps over  
the lazy dog.  
0123456789!?!#&

Lato Bold  
Italic

Lato Black is the sole font to be used everywhere in the RGT sign system. It is a modern sans serif set of characters that is highly legible. The Lato typeface includes a variety of styles and weights. Text on signage should be displayed in the colors shown above, these colors all contrast well with their backgrounds, enhancing accessibility and legibility while continuing to convey the developed signage brand. When lettering is applied to darker colored signs, text should be printed in white.

Text Size

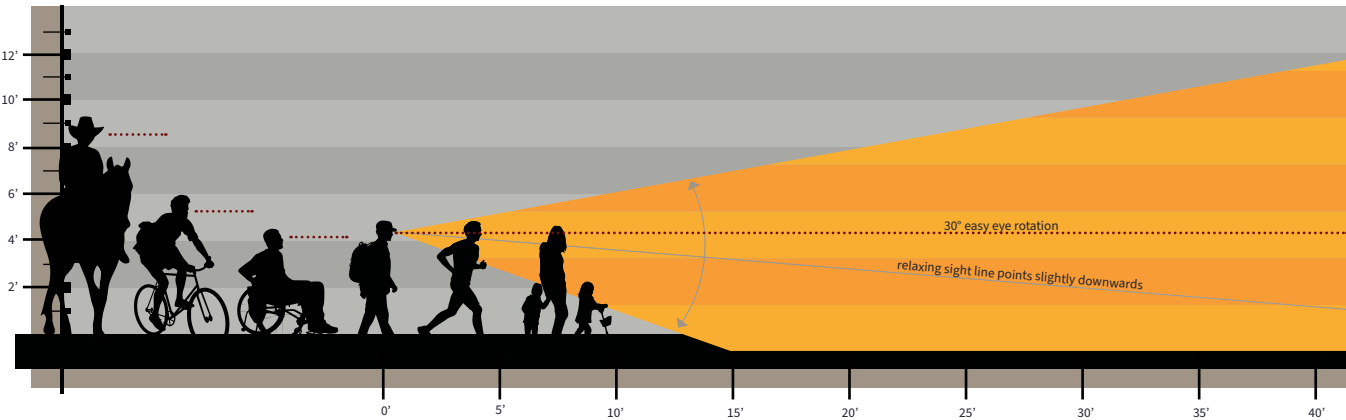
The table below showcases ideal text height at various distances. To ensure legibility, and compliance with the Americans with Disabilities Act (ADA), these guidelines should be followed.

Distance From (Feet)	7.5	14	22	29	36	43	58	72	87	101	116	145	174
Cap Letter Height (Inch)	.25	.50	.75	1	1.25	1.5	2	2.5	3	3.5	4	5	6

SIGN STANDARDS & ACCESSIBILITY

Accessibility standards for trail signage play a crucial role in ensuring that outdoor spaces are welcoming, safe, and informative for everyone. By creating environments that cater to diverse needs, societies become more inclusive and equitable, fostering a greater appreciation for the outdoors among people of all abilities. The following standards outline accessibility standards to follow when placing trails signs along the Rio Grande Trail.

Sign Placement



The field of view is the visible area that can be seen by a visitor when they scan their surroundings. The line of sight is what is directly in view of a visitor as they move along the trail. Signs are intended to sit comfortably in the field of view directly ahead of a visitor in their path of travel so that they can be located easily. Signs too high, too low, or behind obstructions may be missed when visitors casually survey their surroundings. Signs should be located within a user's field of view and be visible to the different types of visitors expected on the properties such as hikers, cyclists, equestrians, vehicles, and persons with impairments.

## RIO GRANDE TRAIL SIGNAGE SIGNAGE GUIDELINES

### ADA Sign Standards

The following sign standards apply along all multi-use or pedestrian facilities. These standards have been established by the ADA and apply to all signs.



① Freestanding signs mounted on either one or two posts shall have a maximum overhang of 12 inches (") from the side of the post into circulation pathways if the object's bottom edge is elevated between 27" to 80" above the floor level or ground. (§307.3)

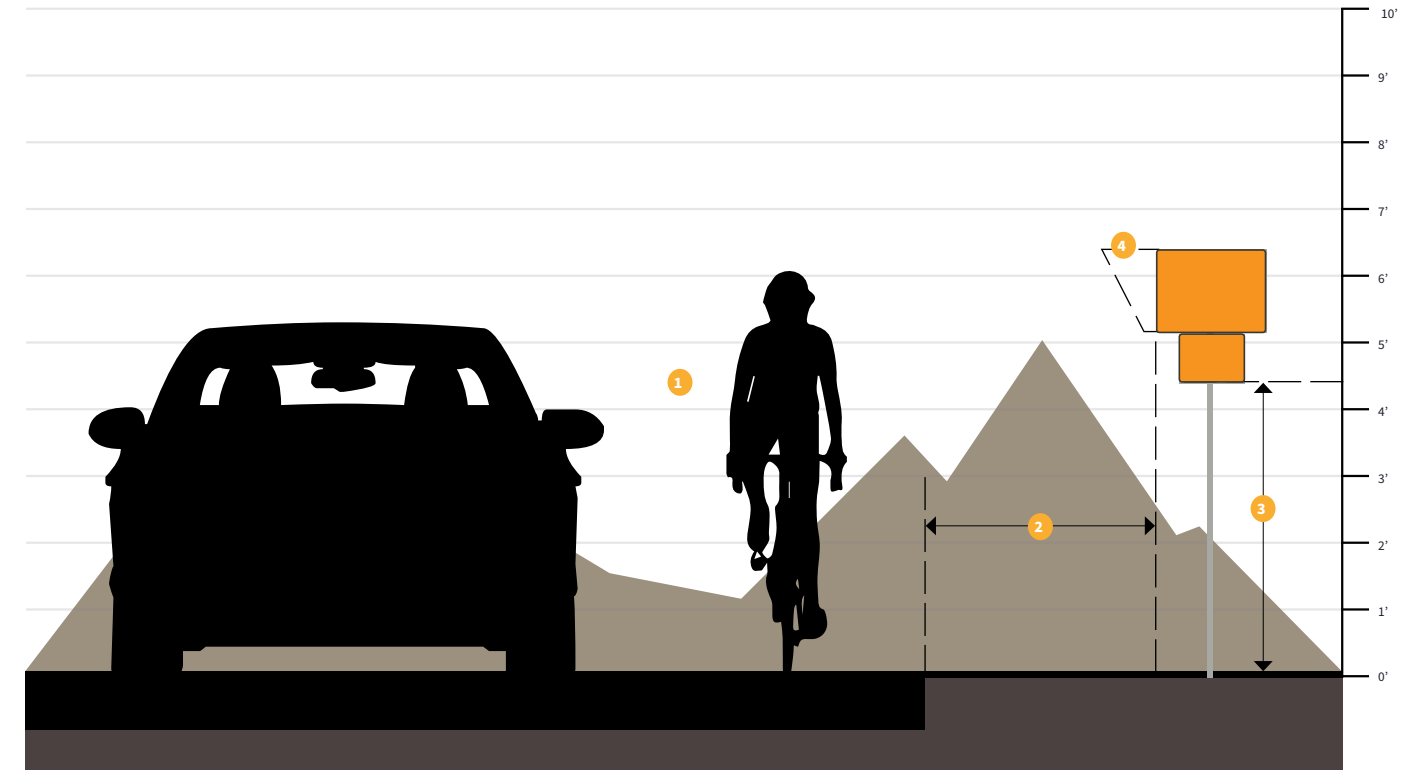
② Where a sign is mounted on two posts, and the clear distance between the posts is less than 12", the lowest edge of the sign must be between 27" and 80" above the ground. (§307.3)

③ Where a sign is mounted on two posts, and the clear distance between the posts is greater than 12", the lowest edge of such sign is 27 inches maximum or 80 inches minimum above the finish floor or ground. (§307.3)

④ The lowest edge of a protruding post-mounted sign must be elevated by a minimum of 80" unless guardrails with a maximum clearance of 27" are provided. (§307.4)

### MUTCD Code Compliance

The following sign standards apply to all signs along facilities owned and managed by NMDOT.



① Where signs serve both bicyclists and other road users, vertical mounting height and lateral placement shall be as provided in Part 2 (9B.01.03).

② For post-mounted signs, the minimum lateral offset should be 12 feet (') from the edge of the travelled way. If a shoulder wider than 6 feet exists, the minimum lateral offset for post-mounted signs should be 6' from the edge of the shoulder (2A.19.03). On conventional roads in areas where it is impractical to locate a sign with the lateral offset prescribed by Section 2A, a lateral offset of at least 2' may be used. (2A.19.10). A lateral offset of at least 1' from the face of the curb may be used in business, commercial or residential areas where sidewalk width is limited or where existing poles are close to the curb (2A.19.11).

③ In business or residence districts where parking

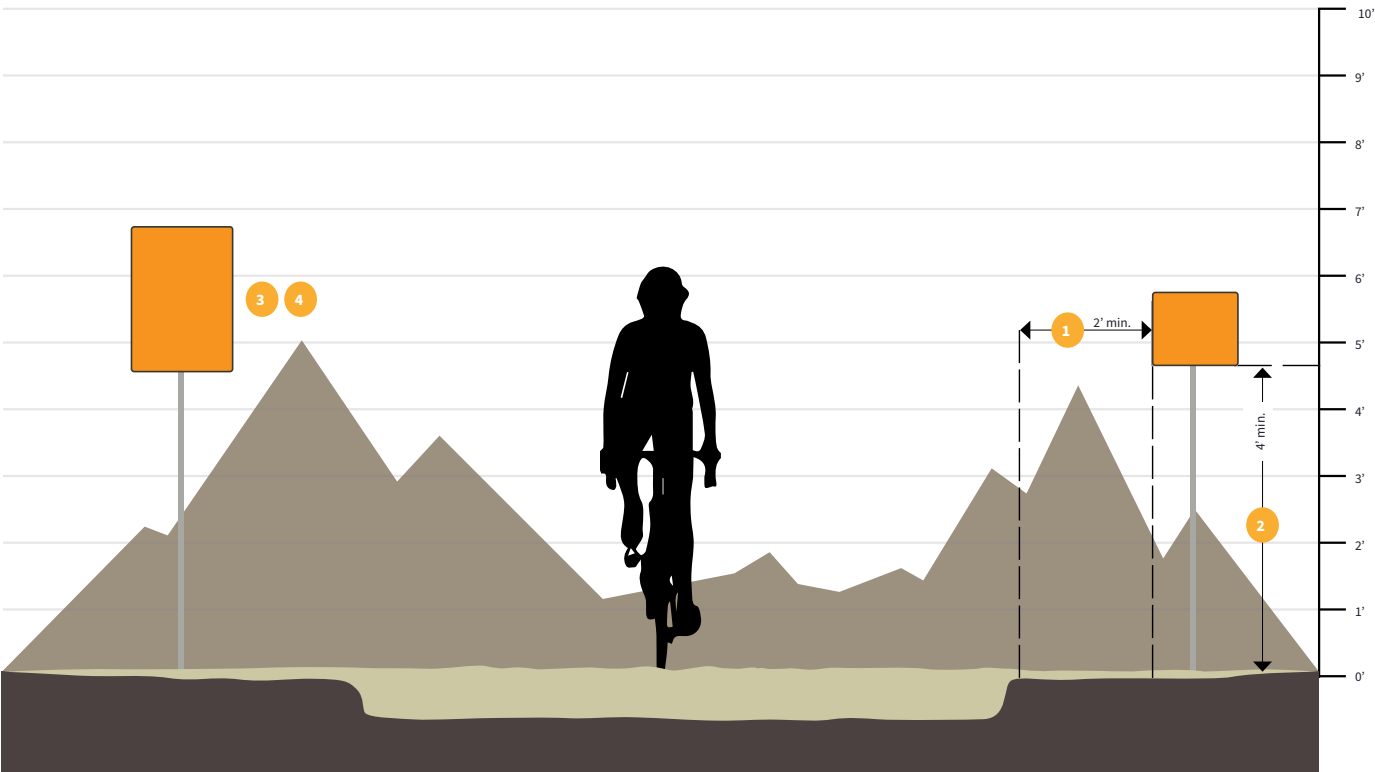
or pedestrian movements occur, the clearance to the bottom of the sign shall be at least 7' (2A.18.05). In rural districts, signs installed at the side of the road shall be at least 5', measured from the bottom of the sign to the near edge of the pavement (2A.18.04).

④ Signs shapes depend on sign type: Regulatory and warning signs are rectangular shaped, Recreational, Cultural Interest, Area, and National Forest Route series signs are trapezoidal shaped (2A.9)



AASHTO Bicycle Facility Guidelines

The following bicycle guide sign options follow MUTCD standards for the design and placement of signage.



- 1 The sign must provide a 2' minimum clear distance from the edge of the roadway to the edge of the sign overhang (4.11 and 5.2.1).
- 2 The minimum ground clearance of a sign along roadways is 4'. (4.11 and 5.2.1) .
- 3 The D Series Routes signs include the green “BIKE ROUTE” sign (D11-1) as well as alternative signs that can replace the words “BIKE ROUTE” with a destination or route name. A variety of wayfinding destination sign options can be used either in conjunction with the D11-1 sign, or independently providing a combination of destination names, arrows, and mileage information (4.11).
- 4 Guide signs to indicate directions, destinations, distances, route numbers, and names of crossing streets should be used in the same manner as on roadways and as described in item 3 listed above. (5.4.2).

SIGN TYPE LOCATIONS GUIDANCE

Trail signage placement guidance is crucial for several reasons, particularly for ensuring safety, navigation, and an enhanced outdoor experience for trail users. Here are some key points highlighting the importance of proper trail signage placement:

TABLE 5. RIO GRANDE TRAIL SIGNAGE FABRICATORS								
			Kiosk	Large Panel	Confirmational/ Trail Identification	Directional/ Simple Directional	Mile Marker	Ground Marker
AREA TYPE	ON/ALONG THE RIO GRANDE TRAIL	Trailhead						
		Along RGT						
		Trail Junction						
	OUTSIDE OF THE RIO GRANDE TRAIL	Roadways						
		Junctions Outside RGT						
		Adjacent Trails						