

Italia In Miniatura Signage Program

This document establishes a set of Graphic Standards for wayfinding signage in Italia in Miniatura.

The wayfinding signage covers the entry to the parking lot, parking lot navigation, and pedestrian traffic toward the entrance.

Inside the park the way finding signage guides the customers through the park and is used to identify buildings, utilities (bathrooms, etc.) and other amenities (gift shop, restaurants)

The font choice for the signage program is 20th Century Font because of its easy legibility and friendly appeal.

The font size specifications for the signage have been decided according to reading distance requirements. There are three standardized sizes established for navigation. The largest font size is for parking lot navigation due to increased viewing distance requirements. The other two sizes are for primary and secondary information for way finding through the theme park.

The font sizes are as follows:

20th Century Font (regular)

Large – 400pt Cap Height 9 centimeters Reading Distance 30 meters

Medium – 225pt Cap Height 5 centimeters Reading Distance 18 meters

Small – 120pt Cap Height 2.8 centimeters Reading Distance 10 meters

20th Century Font

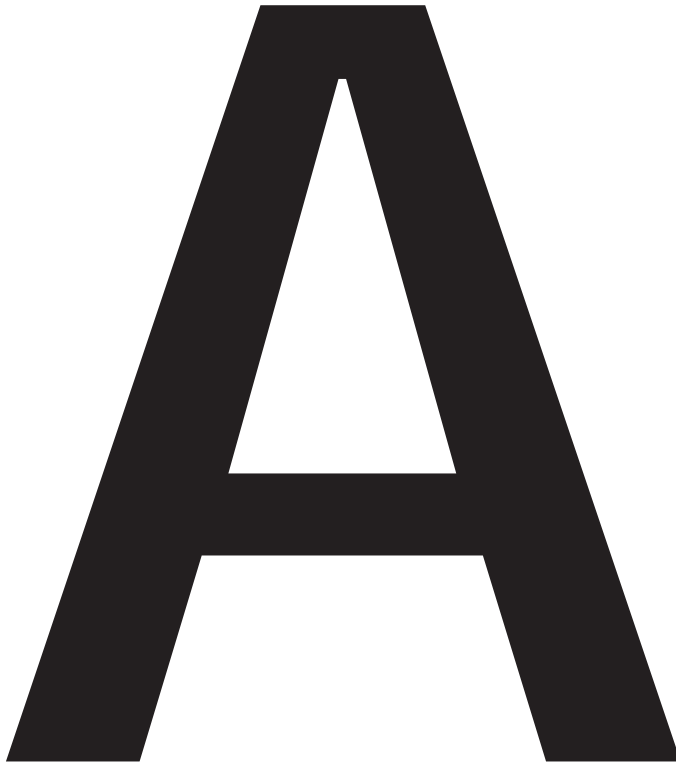
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

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20th Century Font Examples
Large 400pt



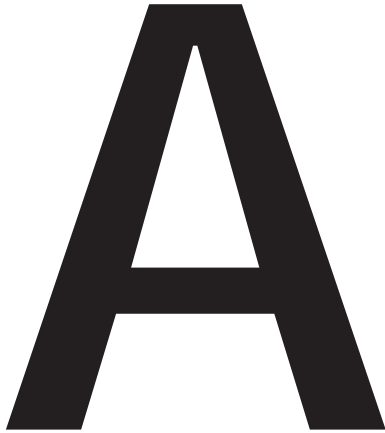
This font size is utilized for the entry and navigation of the parking lot to the main entrance of the park.
This size is for optimum long distance viewing.

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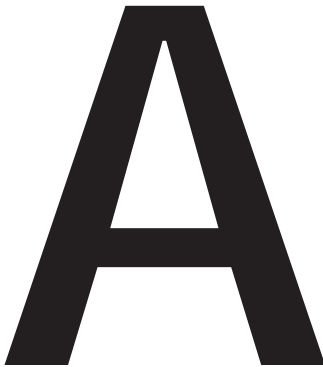
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Medium 225pt

A large, bold, black uppercase letter 'A' centered on the page. The letter is thick and has a clean, sans-serif style.

This font size is used for major information and marking attractions in the park.
Used for longer distance reading.

SMALL 190pt

A smaller, bold, black uppercase letter 'A' centered on the page. It maintains the same thick, sans-serif style as the larger version.

This size is for detailed and minor information throughout the park.
Used where long distance visibility is not required.

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Letter Spacing

The spacing between letters is to be established as soon as all wording to appear on the signage is established. This will be done so that font size and spacing are optimal for reading conditions in the park.

Special Case Letter Kerning

In special cases spaces between some letter combinations will have to be adjusted. These kerning adjustments will be established once font, font size, and wording are finalized.

Arrow Placement

It is recommended that arrow placement be on the extreme side of the direction that the arrow is pointing to. Left and right directional arrows are to be utilized as much as possible; some exceptions may apply.

Arrow Size

Arrow sizing is to be the full height of the point size of font used in the particular application. (ie. If the point size is 225pt then the maximum arrow size will be from the top of the longest ascender to the bottom of the descender of the alphabet in that point size.)

Icon Placement

Icons are to be placed before the text except for signage mounted on the monorail posts, where the icon is placed between the directional arrow and the text.

Icon Size

It is recommended that icon size be slightly larger than the point size of the text used in the application. Multiplying the point size of the text used by a factor of 1.2 yields a suitable result. (ie. If the point size of the text used is 225pt then the maximum height of the icon should be 270pt.)

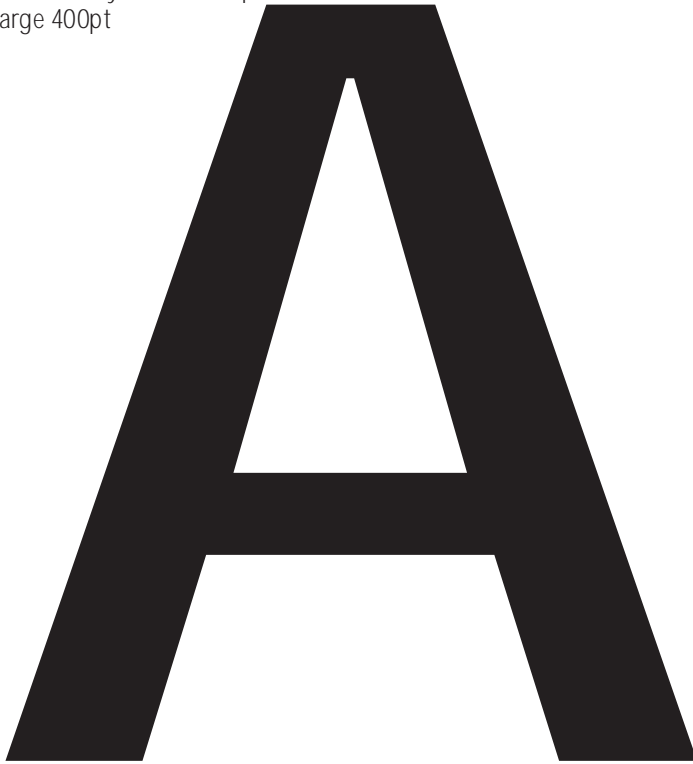
Color Scheme

The basic color scheme is yet to be established. It is suggested that a dark blue background such as the one on the new Italia in Miniatura Logo with a white foreground. The selected color scheme should ideally have a 70% contrast between foreground and background for adequate viewing.

It is recommended that the chosen colour scheme for the signage at Italia in Miniatura be coordinated to match the colours on all print material for the park as well. This will result in a more comprehensive way-finding system.

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20th Century Font Examples
Large 400pt



This font size is utilized for the entry and navigation of the parking lot to the main entrance of the park.
This size is for optimum long distance viewing.



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Italia In Miniatura Signage Program

Medium 225pt

A

Medium – 225pt Cap Height 5 centimeters Reading Distance 18 meters



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Small 190pt

A

This size is for detailed and minor information throughout the park.
Used where long distance visibility is not required.



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Colour Schemes

Blue background
White foreground



Blue background
Yellow foreground



Yellow background
Blue foreground



Green Background
White foreground



Yellow background
Green foreground



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Graphic Size ratios.

Icon 1.2

Arrow max. size = point size



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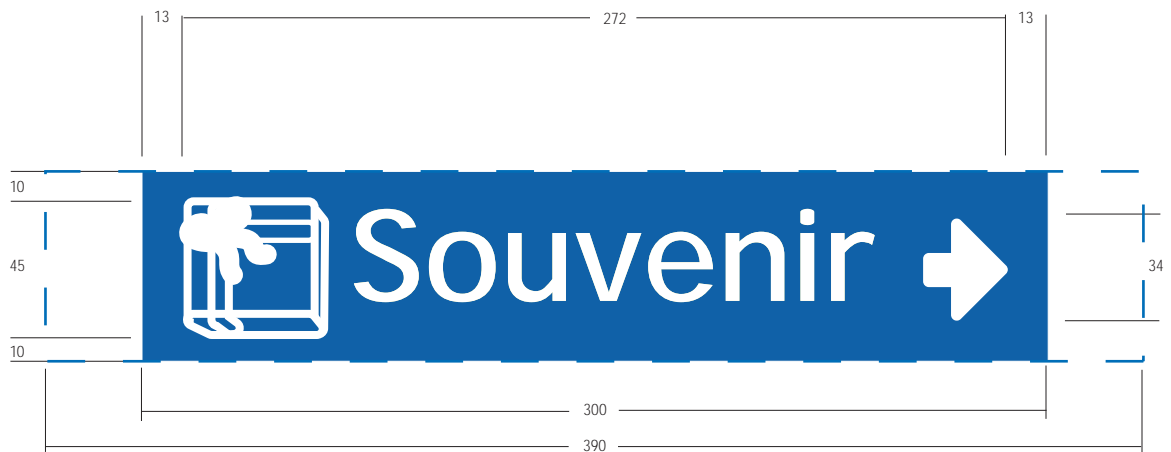
Small size signage

Font 190pt

Icon size = Font pt size X 1.2

Arrow size = Font max. pt size

Dashed line = panel extension for backlit signage



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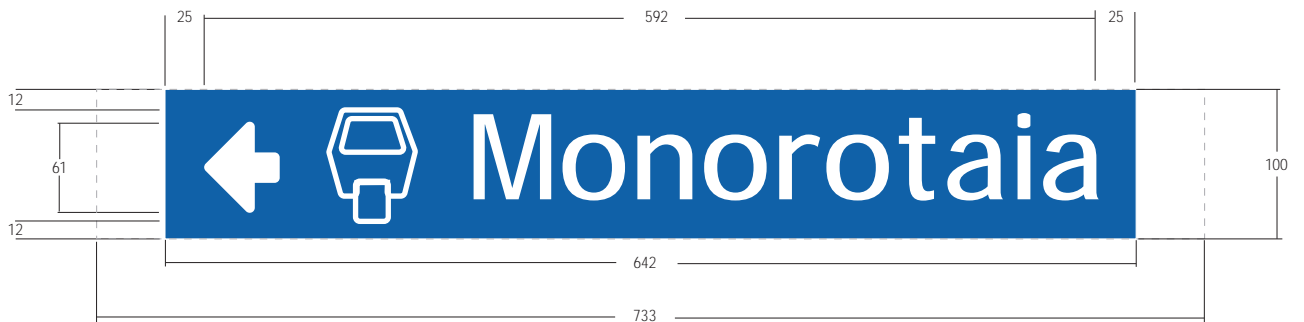
Medium size signage

Font 225pt

Icon size = Font pt size X 1.2

Arrow size = Font max. pt size

Dashed line = panel extension for backlit signage



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Signage Principle

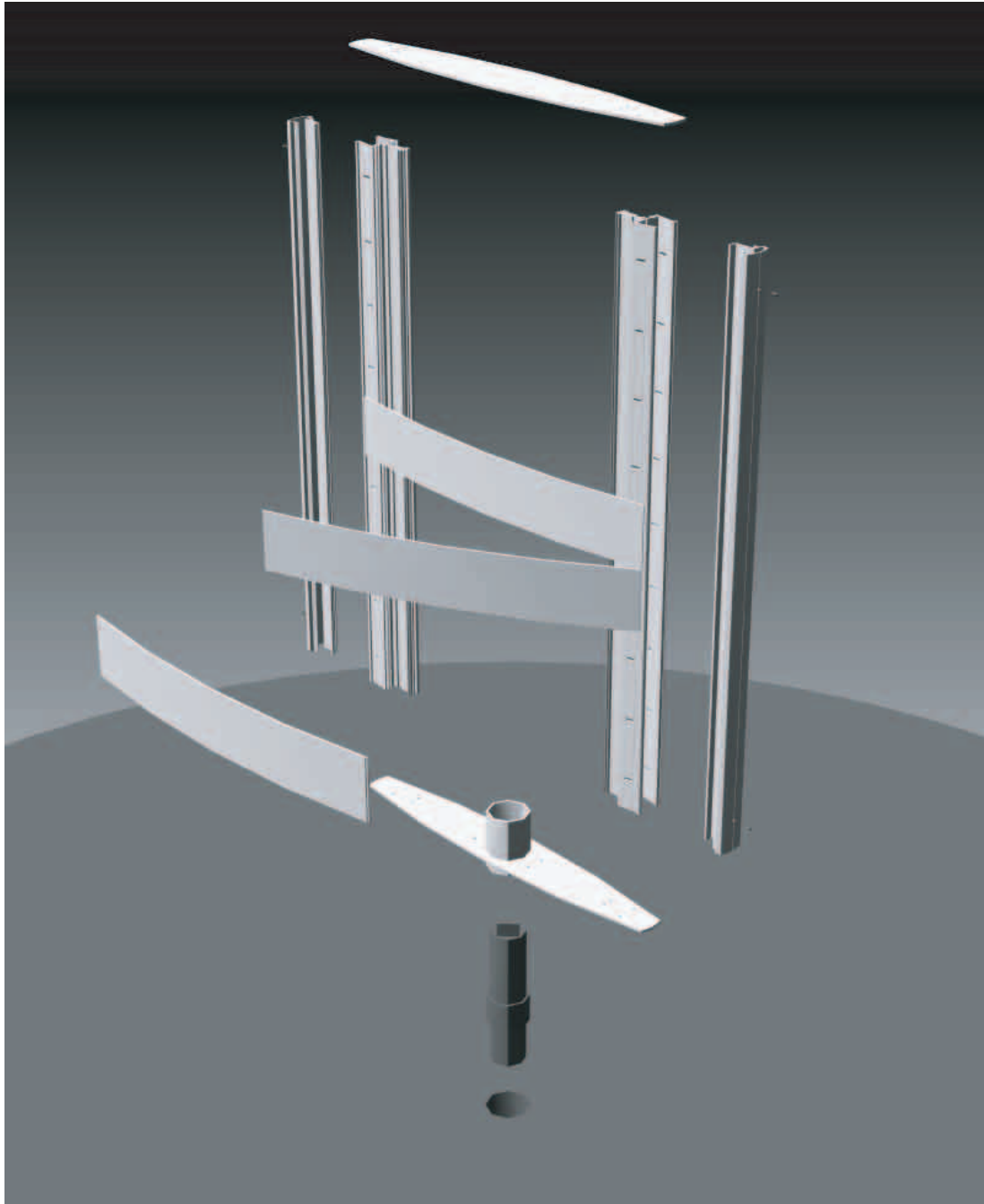


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Signage Principle



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