



SUSQUEHANNA RIVER  
WATER TRAIL

JUNE 1, 2023

Branding and Wayfinding

Brand Identity + Signage

**FINAL DOCUMENT**



**Phase I of the Susquehanna River Water Trail Wayfinding & Branding Program was financed in part by:**

- 1) A grant from the Community Conservation Partnerships Program (C2P2) utilizing funding from the Environmental Stewardships Fund under the administration of the Pennsylvania Department of Conservation and Natural Resources, Bureau of Recreation and Conservation, and
- 2) A grant from the Boating Facilities Grant Program administered by the Pennsylvania Fish and Boat Commission, Bureau of Boating.

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Susquehanna River Water Trail

Summary of Project

# Overview

The Susquehanna River Water Trail (Water Trail) is a tri-state system traversing New York, Pennsylvania, and Maryland. Within Pennsylvania, the Water Trail is split into four sections, each of which is managed by a state-designated manager. The PA sections of the Susquehanna River Water Trail were created between 2004 - 2009 through a cooperative mapping project led by the Chesapeake Bay Gateways Heritage Program and numerous local stakeholders and state agencies. The Susquehanna River Water Trail network is a connected landscape of motorized boat launches, canoe accesses, camping areas, river town communities, and conserved public lands that access the Susquehanna River. Among other purposes, the water trail offers opportunities for outdoor recreation, economic development, and heritage promotion.

The four sections within the Commonwealth of Pennsylvania include the West Branch, the North Branch, the Middle Susquehanna, and the Lower Susquehanna. Between these four sections roughly 519 miles of water trail exist linking 20 counties and numerous communities. These four sections are also part of several national, state, and local conservation, promotion, and recreational initiatives.

The managing partners recognized opportunities to enhance the user experience through more consistent branding and better wayfinding signage. Prior to this initiative, a trail-wide system of branding and wayfinding did not exist. They engaged Gecko Group, Inc. to collaborate with their teams to develop a unifying Branding and Wayfinding Design Guide for the entire Susquehanna River Water Trail within Pennsylvania as Phase I of a multi-phased plan aimed toward full implementation.

Due to the overlapping initiatives and branding along the trail system, care was taken to create a brand that was independent of any one particular organization, agency, and landscape. This independence best ensures that the brand can be implemented in all four regions, with future adoption and implementation in the connecting states of New York and Maryland.

# Project Approach

The first stage of this engagement was a period of discovery to assess the current conditions and report on those findings including identifying issues and opportunities. That report served as the compilation of the discovery sessions with the partners, intensive review of the background and reference materials provided, and suggestions for approaches in moving forward with both unified branding and a hierarchy of wayfinding. Those findings and subsequent discussions around opportunities served to inform latter stages of the identity and wayfinding design concepting and development. The Findings Report is attached as an addendum to this final report. All designs were reviewed by the managers and water trail partners including the Pennsylvania Department of Natural Resources and Pennsylvania Fish and Boat Commission.

Following the discovery and recommendations stages of the project, the project team worked through schematic design and refinement in the design development phases. The logo and identity brand guidelines as well as the family of wayfinding signage shown in this final report are the result of these iterative stages of design representing the agreed-upon design intent for all elements.

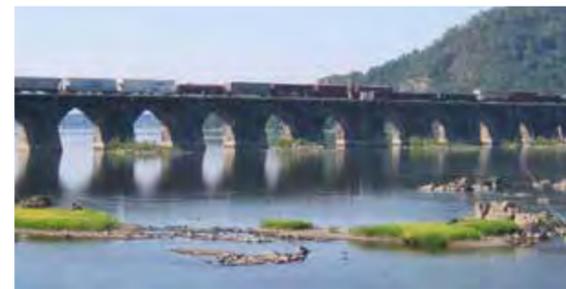
# About this Report

The Susquehanna River Water Trail managers and their network of partners should use this final report document in their planning approach for implementing site-specific planning, art file production, and fabrication (Phase II and III of the Wayfinding Program). This report serves as the basis for future phases that will include specific site condition assessments, sign type determinations, location planning, message schedules and final art file production along with fabrication bidding through fabrication and installation.

The report includes brand style guidelines for the new logo and usage. Final logo art files in varied formats have been provided for use by each water trail branch or section. The wayfinding family of signage is outlined and detailed for the design intent. As the latter phase of fabrication occurs, the awarded fabrication firm should be responsible for creating construction or shop drawings for each specific sign type to be reviewed and approved by the managing partners. Likewise, the brand style guide should be used as a guide for graphic implementation of each sign type in the future phases of work.

A sampling of varied site scenarios was selected to provide a guideline, or reference, for future site-specific planning for sign type selection and location planning. These location maps are samples for reference only and do not represent the specific site's final signage plan.

In addition, this final report includes considerations and strategies for approaching subsequent phases for implementation along with a snapshot of cost projections for each sign type version with some options. These cost projection ranges represent per unit fabrication costs only, exclusive of installation or other soft costs such as drawings or project management. They also do not represent a formal cost estimate or bid, nor do they include potential efficiencies associated with economies of scale. These ballparks are provided for budgetary planning purposes only as one variable in decision making for future phases.



Susquehanna River Water Trail

Brand Identity Guidelines

SYSTEM LOGO



A1 - 4-color logo



A3 - 1-color logo



A4 - Black logo

Primary logo should be used as shown across all brand materials. Logo mark or text should not be altered, skewed, or scaled in any way.

SECTION LOGOS



B1, B2, B3, B4 - Full Color Logos



C1, C2, C3, C4 - Black Logos

Section logos should be used as shown across all brand materials. Logo mark or text should not be altered, skewed, or scaled in any way.

NOTE: A full section logo and individual logo will be provided for each section. West Branch is used here for reference only.

INDIVIDUAL SECTION LOGOS



B1



B2



B3



B4



C1



C2



C3



C4

FUTURE SECTION LOGOS



B5



B6

PRIMARY LOGO



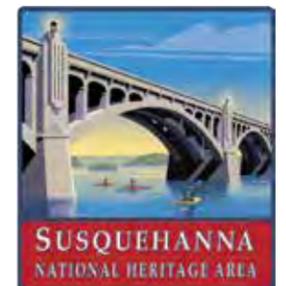
SECTION LOGO



INDIVIDUAL SECTION LOGOS



A SAMPLE OF ORGANIZATIONAL LOGOS ASSOCIATED WITH THE WATER TRAIL



FULL TRAIL MARKETING, WEBSITE, SIGNAGE



CORRIDOR/LANDSCAPE AND PARTNER LOGOS

SECTION MARKETING, WEBSITE, SIGNAGE



CORRIDOR/LANDSCAPE AND PARTNER LOGOS



PRIMARY LOGO



FULL-COLOR LOGO USED ON WHITE BACKGROUND



WHITE LOGO USED ON DARK BACKGROUND



BLUE LOGO USED ON WHITE BACKGROUND

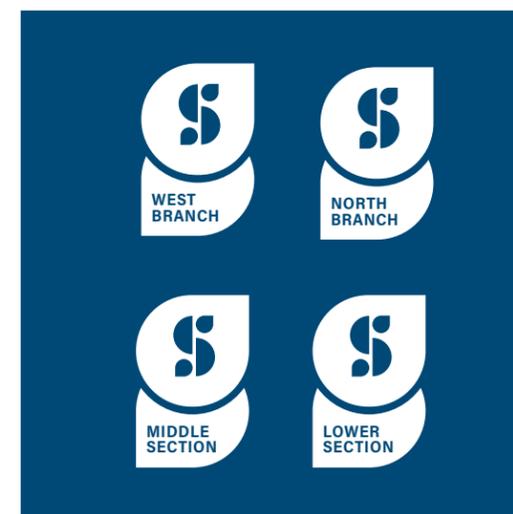
Logos should appear as shown when used on various graphic backgrounds across brand materials. No other colors should be used or substituted. See full color palette on PG. 12 for details.

NOTE: Separate guidelines will be provided for logo usage across signage. See following pages for more details.

SECTION LOGOS



FULL-COLOR LOGO USED ON WHITE BACKGROUND



WHITE LOGO USED ON DARK BACKGROUND



BLUE LOGO USED ON WHITE BACKGROUND

SYSTEM LOGO



1 **DO** KEEP A CLEAR SPACE AROUND LOGO EQUAL TO THE TEARDROP SHAPE FROM THE LOGO.

2 **DO** USE THE LOGO AT THE MINIMUM SIZE **OR LARGER**.



1 **DO NOT** RECREATE ANY PART OF THE LOGO, **INCLUDING TEXT**  
**DO NOT REORDER** LOGO/TEXT LOCK UP



3 **DO NOT** DISTORT THE LOGO OR TEXT.



2 **DO NOT** PLACE THE LOGO AT AN ANGLE.



4 **DO NOT** USE ON A BUSY OR DARK BACKGROUND.

SECTION LOGOS



1 **DO** KEEP A CLEAR SPACE AROUND LOGO EQUAL TO 2 TEARDROP SHAPES

2 **DO** USE THE LOGO AT THE MINIMUM SIZE **OR LARGER**.



1 **DO NOT** RECREATE ANY PART OF THE LOGO.



3 **DO NOT** DISTORT THE LOGO OR TEXT.

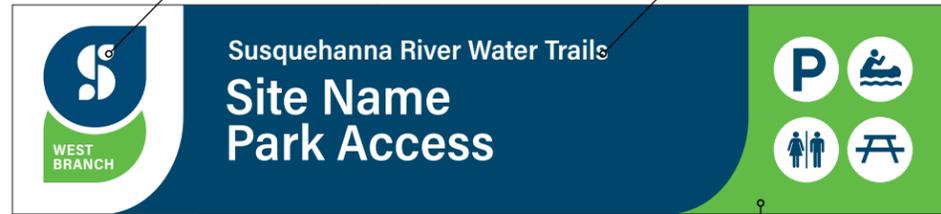


2 **DO NOT** PLACE THE LOGO AT AN ANGLE.



4 **DO NOT** USE ON A BUSY OR DARK BACKGROUND.

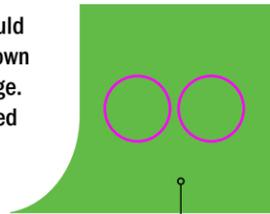
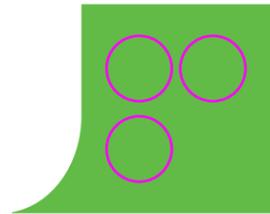
SITE ACCESS VEHICULAR SIGNAGE



Section logos should be used with a white curved mortise background on all double and single-sided signage unless sign background is white.

'Susquehanna River Water Trails' text and site access name should be used on all access and header signage and should always be displayed in Title Case.

The branch accent color should be treated graphically as shown on access and header signage. Icons should always be placed here when applicable.

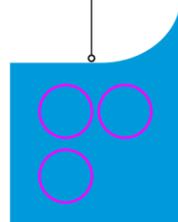


Alternate site icon layouts for 2 and 3 icons.

SITE ACCESS VEHICULAR SIGNAGE VERTICAL



Alternate site icon layouts for 2 and 3 icons.



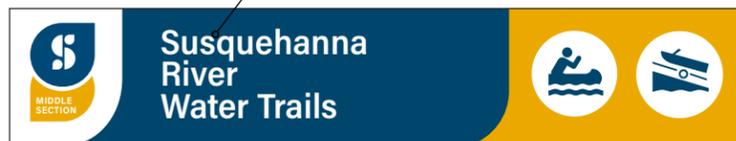
The section accent color should be treated graphically as shown on access and header signage. Icons should always be placed here when applicable.

LOGO PANEL FOR EXISTING VEHICULAR SIGNAGE



Section logos should be used on curved mortise as shown when used alone and applied to existing signage

PANEL ON EXISTING VEHICULAR SIGNAGE



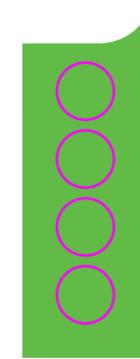
'Susquehanna River Water Trails' text should be used in place of access name on panels applied to existing signage where access name is already on existing sign.

KIOSK HEADER SIGNAGE



Section logos should be used with a white square mortise background on multiple-sided/wrap signs

WATER TRAIL ACCESS WAYFINDING

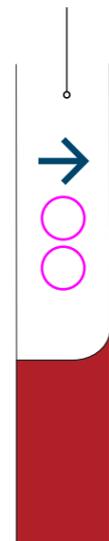


Alternate site icon layout for 2 or 4 icons.

PEDESTRIAN WAYFINDING



Alternate site icon layout for 2 icons.



SMALL REGULATORY SIGNAGE



Logo can be used without mortise on signs with white background.

MEDIUM REGULATORY SIGNAGE

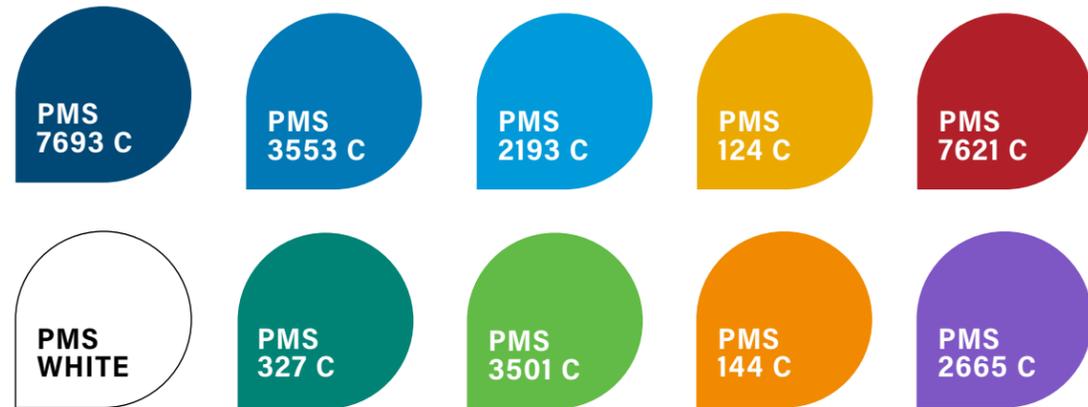


NOTE: These guidelines apply to all branches.

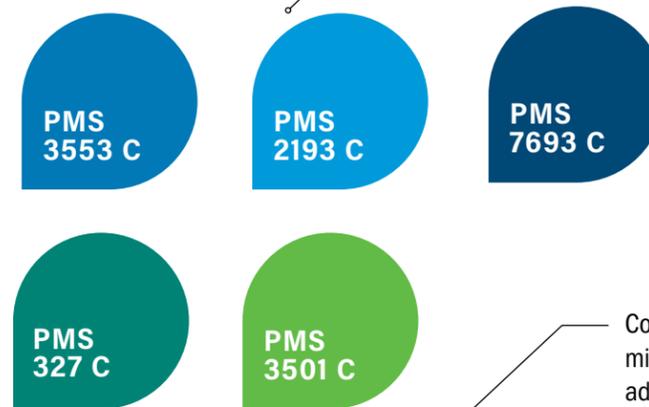
Number of icons shown on each sign type here represents the maximum number of icons to be used on the sign type. If more icons are needed, the height of the color field can be adjusted by a designer to allow for another icon.

COLOR PALETTE

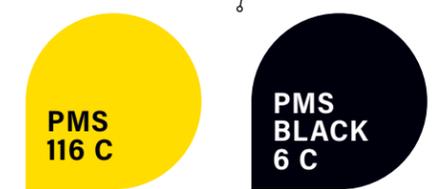
FULL-COLOR PALETTE



PRIMARY LOGO PALETTE



CAUTION SIGNAGE



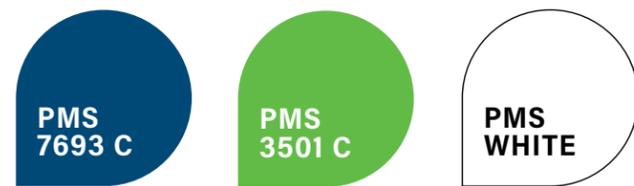
Only these colors should be used for the primary 4 color logo

These colors should only be used for caution signage

Colors noted here are specific to each section. Colors should not be mixed between sections and colors, nor should additional colors be added.

PMS 7693 C and White should be used for primary elements. Accent colors specific to each section should be used for secondary elements and should complement the primary color palette.

WEST BRANCH COLOR PALETTE



NORTH BRANCH COLOR PALETTE



MIDDLE SUSQUEHANNA COLOR PALETTE



LOWER SUSQUEHANNA COLOR PALETTE



EXAMPLE NEW YORK COLOR PALETTE



EXAMPLE MARYLAND COLOR PALETTE



Example Colors for New York and Maryland - same guidelines to be applied.

F1. Acumin Variable Concept SemiCondensed Semibold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**  
**1234567890**

— This typeface should be used across all signage and brand materials. Acumin Variable Concept is an Adobe font available within Adobe CC programs. Font can be provided for use in other programs.

If Acumin Variable Concept cannot be used for any reason, a sans serif such as Helvetica can be substituted.

F2. Acumin Variable Concept SemiCondensed Semibold - All Caps

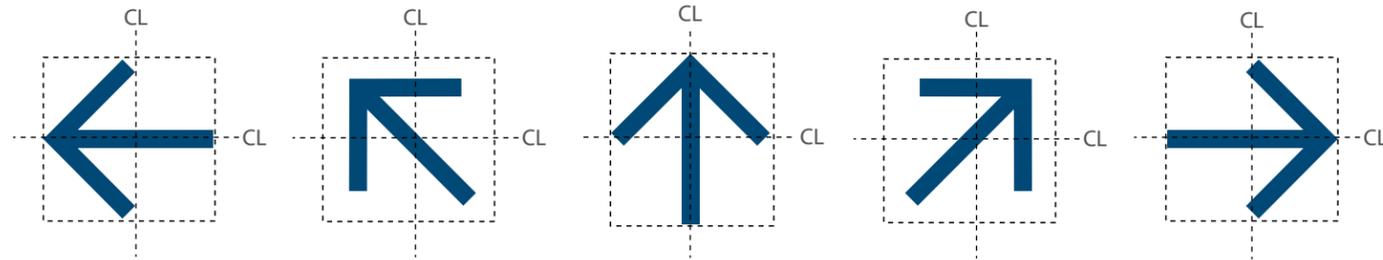
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

F3. Acumin Variable Concept SemiCondensed Medium

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**  
**1234567890**

ICONOGRAPHY

ARROWS



S1 - Directional Arrow

Arrows should appear in this style across all signage and brand materials. When used on a dark graphic background, arrows should be white. When appearing on a light graphic background, arrows should be PMS 7693 C.

ICONS



S2 - Public Parking

S3 - Restrooms

S4 - Accessible

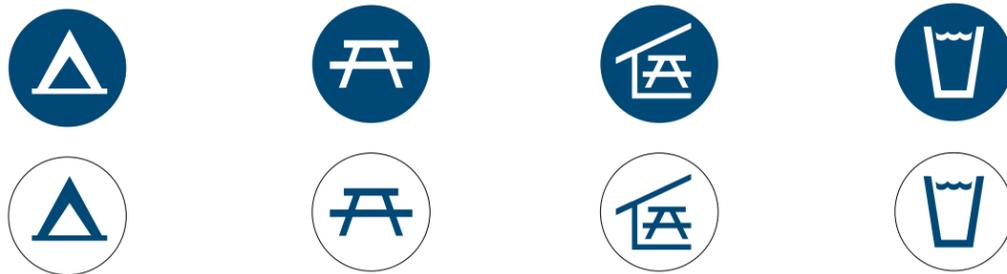
S5 - Canoe/Kayak Access

S6 - Boat Launch

S7 - Dam

Universal icons should appear in this style across all signage and brand materials. When used on a dark graphic background, icons should be PMS 7693 C on a white circle background. When appearing on a light graphic background, icons should be white on a dark circle background, color PMS 7693 C.

Icons are consistent with National Parks System (NPS). If you do not see an icon needed, download it from the NPS system online. **DO NOT CREATE CUSTOM ICONS.**



S8 - Campsite

S10 - Picnic Area

S11 - Picnic Shelter

S12 - Drinking Water

ILLUSTRATIONS

ILLUSTRATION FOR 4 SECTIONS



NOTE: Illustrations shown are NOT final – they are for reference of style and concept only; Final illustrations will be unique to each Section. Style to be developed further in next phase of contract.

Illustration should be used only as a secondary background element on signage or brand materials to complement the overall brand identity and highlight the unique characteristics of each section.

The intent of the illustrations is to present a realistic, simplified, silhouette-style graphic of 1-3 elements that are iconic landmarks or features of each section or section of the Water Trail. Illustrations should be a perspective landscape, including a sense of foreground, midground, and background. Final art should be presented as a “tone-on-tone” treatment in the color assigned to that section.

Imagery should be representative of the area around the access sites. For sections that are large consider creating illustrations that are regional and represent the character of that region. Existing Water Trail oval logos may provide inspiration.

MATERIALS

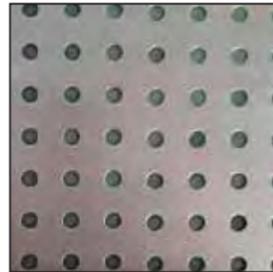
SIGNAGE MATERIALS



M1 - Wood



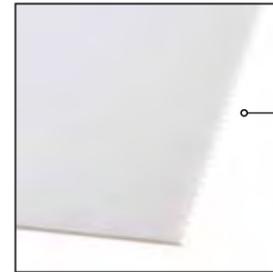
M2 - Stainless Steel  
or Aluminum



M3 - Perforated  
Metal



M4 - Polished  
Concrete



M5 - Corrugated  
Plastic

Materials to be used across all signage. No other materials should be added with the exception of existing signage.

**NOTE:** Corrugated Plastic should be limited to situations where frequent replacement is likely needed.



## Susquehanna River Water Trails

### Signage Family Menus

# Signage Menu

## Signage from Land



**SITE ACCESS SIGN**  
OTHER DESIGN OPTIONS AVAILABLE

**VEHICULAR DIRECTIONAL**

**EXISTING SIGNAGE**  
OTHER DESIGN OPTIONS AVAILABLE

**PEDESTRIAN KIOSK**  
OTHER DESIGN OPTIONS AVAILABLE

**PEDESTRIAN WAYFINDING**

## Signage from Water



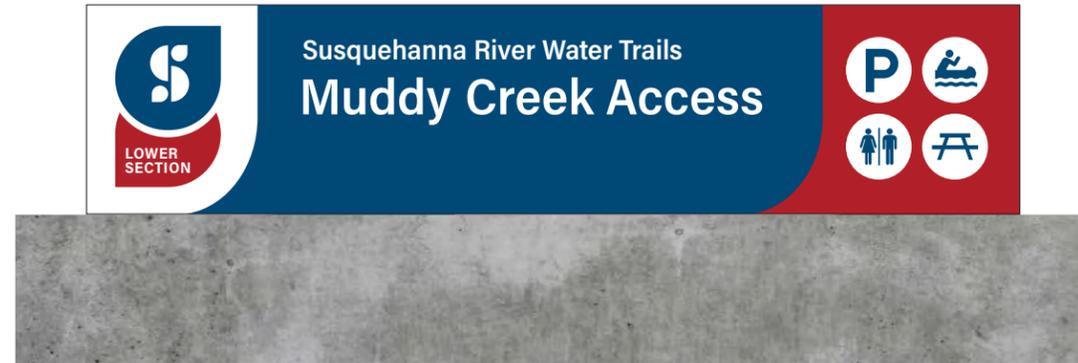
**RIVER WAYFINDING SIGN**

**RIVER WAYFINDING SIGN**  
MOUNTED TO TREE OR POST

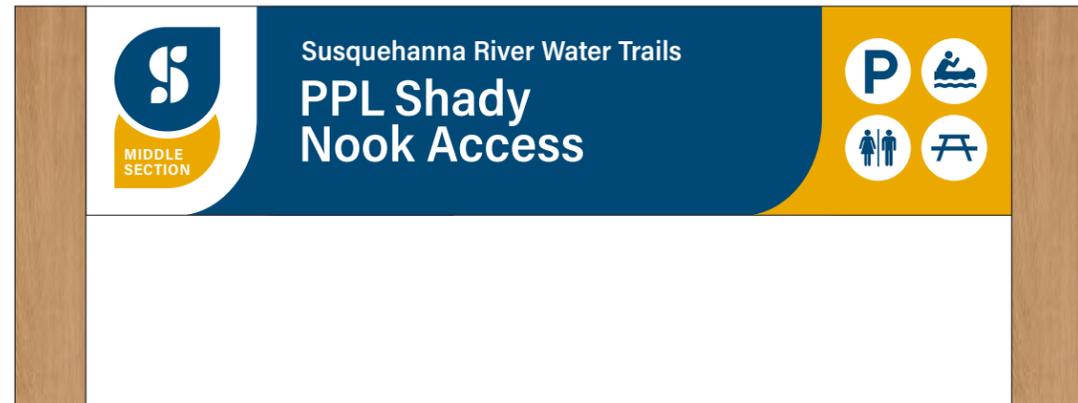
**REGULATORY SIGNAGE**  
OTHER DESIGN OPTIONS AVAILABLE

**CAUTION SIGNAGE**

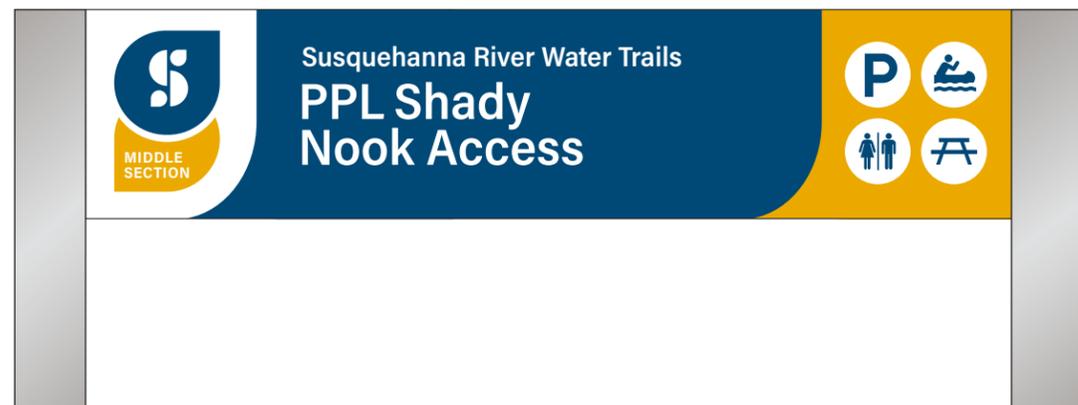
# Site Access Vehicular Signs



OPTION 1



OPTION 2A



OPTION 2B

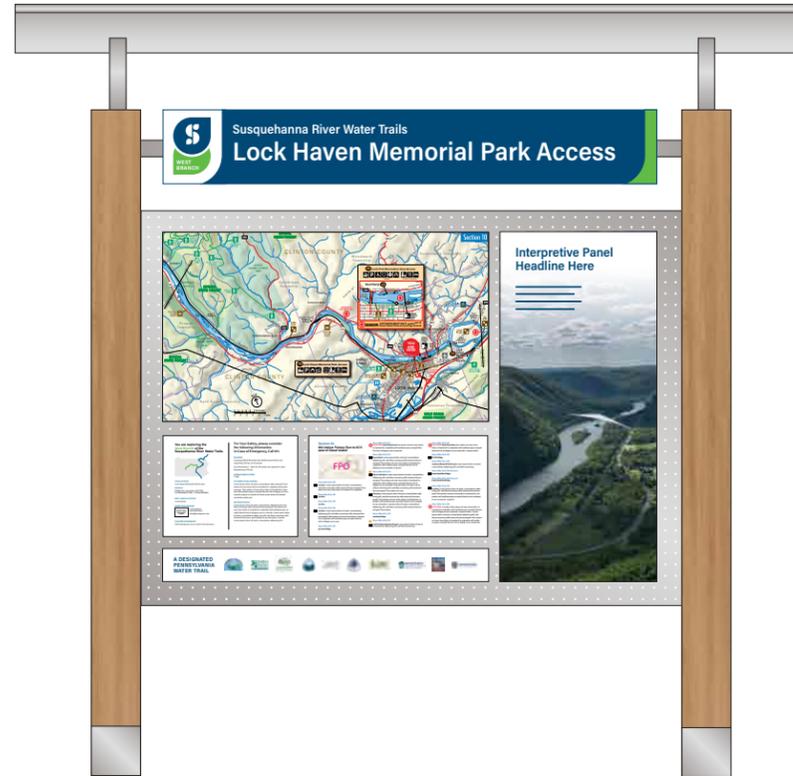


OPTION 3A

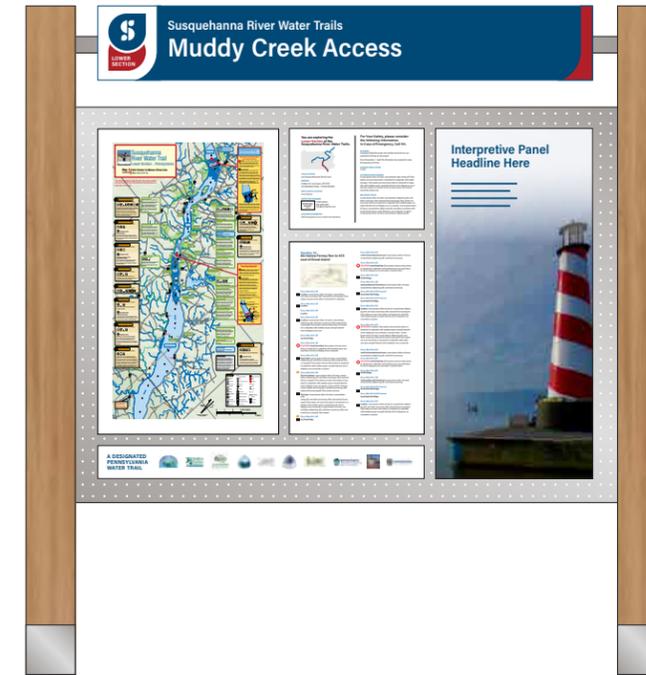


OPTION 3B

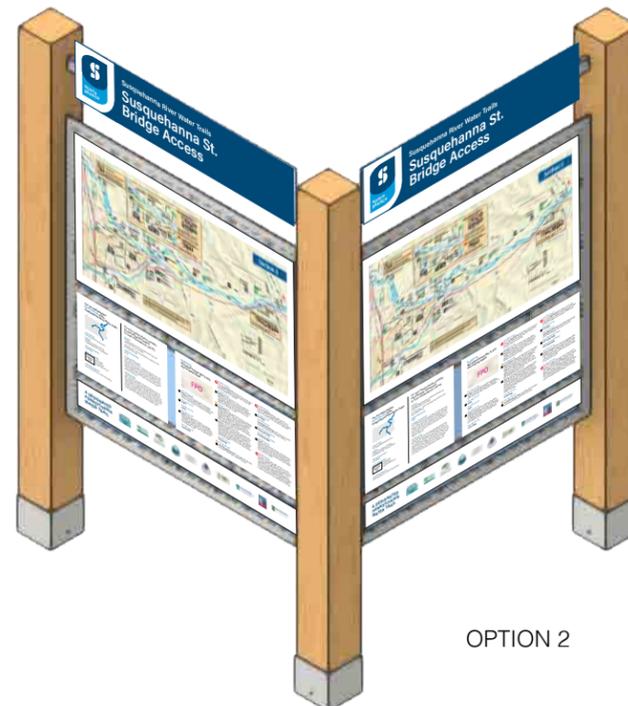
# Pedestrian Site Kiosks



OPTION 1A

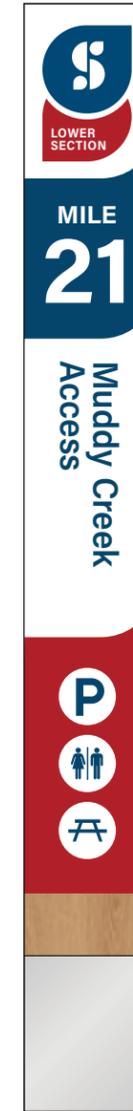


OPTION 1B



OPTION 2

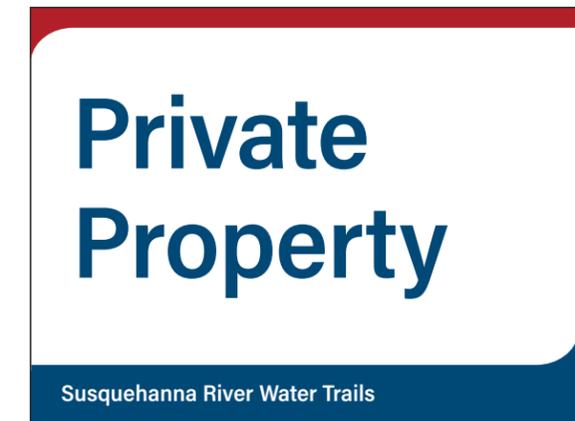
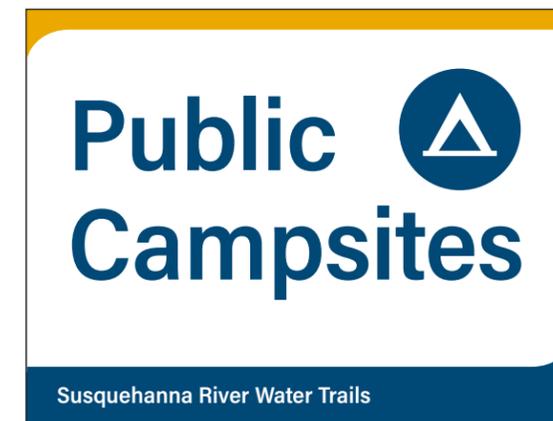
# Water Trail Access Wayfinding



# Pedestrian Wayfinding



Regulatory Signage  
Small, Medium, Large



# Caution Signage

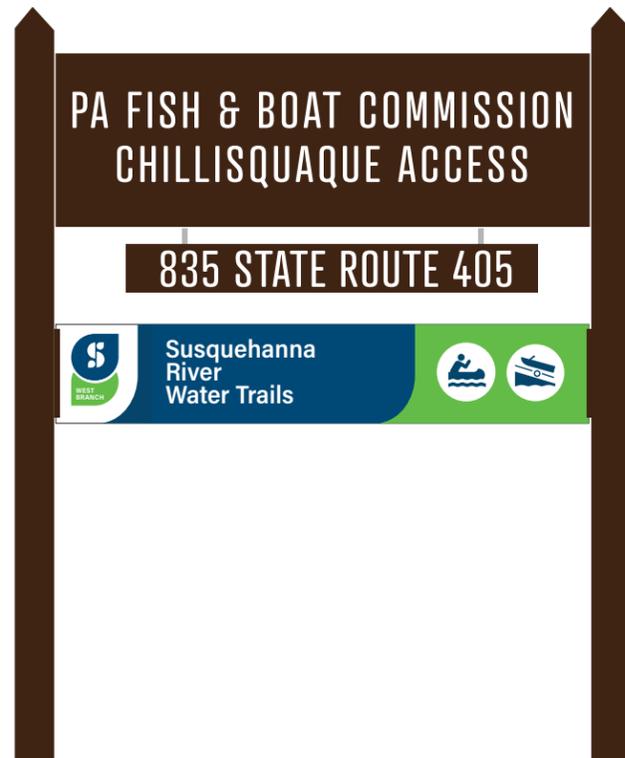




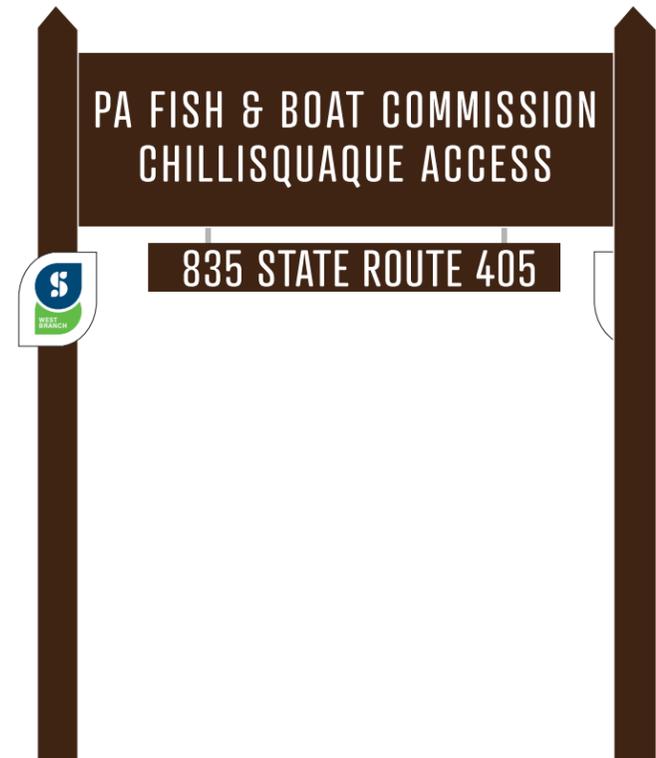
# Brand with Existing Signage



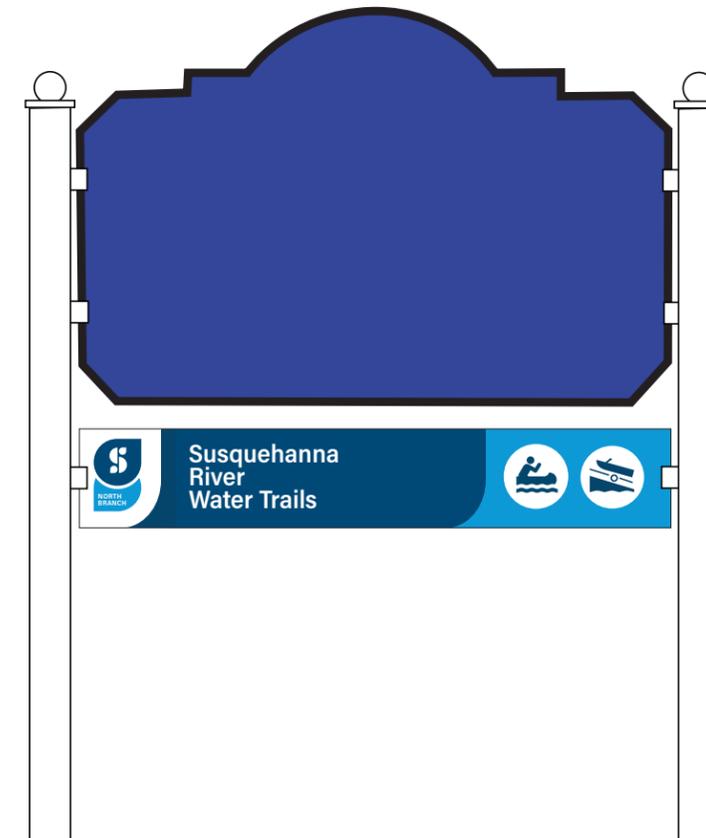
PA FISH & BOAT COMMISSION SIGN - ACCESS OPTION



PA FISH & BOAT COMMISSION SIGN - TYPICAL



PA FISH & BOAT COMMISSION SIGNS (PENNDOT & WOOD VERSIONS)  
SMALL SECTION LOGO OPTION



PARK SIGN - MOUNTING METHOD MATCHES EXISTING SIGN



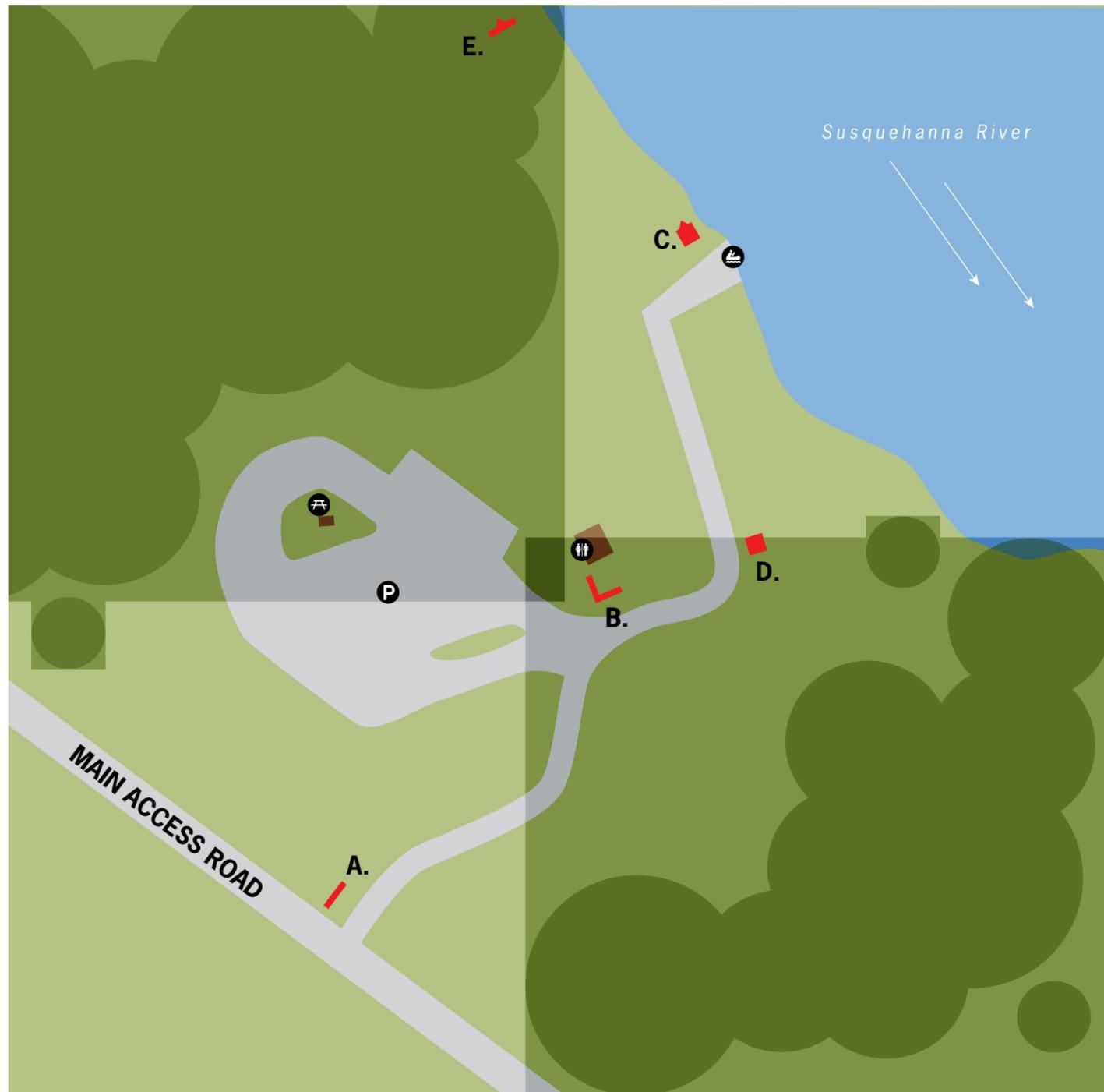
## Susquehanna River Water Trails

### Sample Location Plan Maps

# Hand Carry Access

## Baker Run

Thumbnail images for all Access and Kiosks sign types are for general sign type reference. The version shown does NOT represent the style recommendation. Messages are generic. Red arrows indicate message side of certain signs.



### A. Site Access Sign



### B. Kiosk



### C. River Wayfinding Sign



### D. Pedestrian Wayfinding (opt.)



### E. Regulation Sign on Tree



# Hand Carry Access

## Frenchville

Thumbnail images for all Access and Kiosks sign types are for general sign type reference. The version shown does NOT represent the style recommendation. Messages are generic. Red arrows indicate message side of certain signs.



### A. Site Access Sign

Attach to existing Fish & Boat Sign



### B. Kiosk

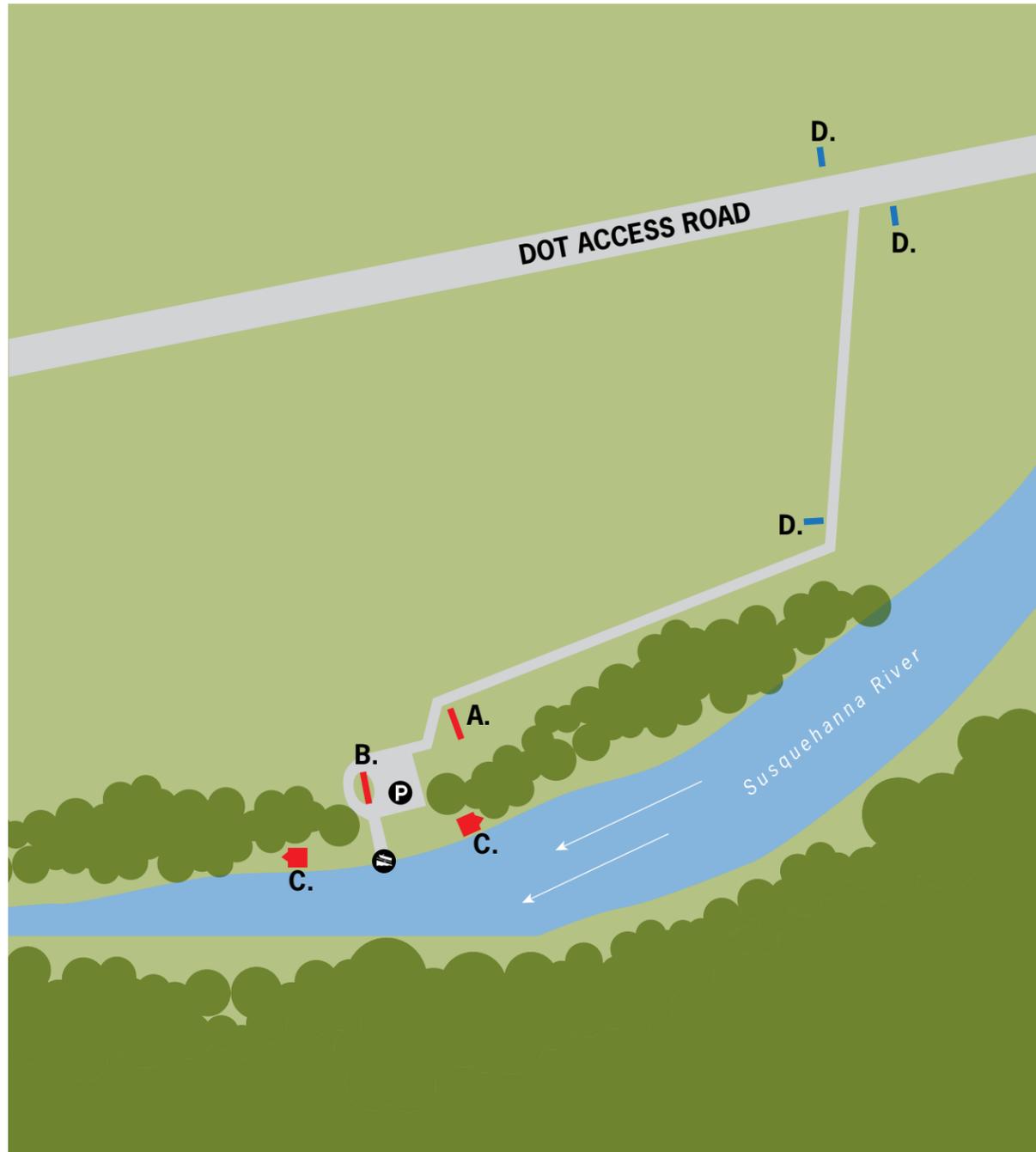


### C. River Wayfinding Sign



# Boat Launch Direct to/from DOT Road Test Track

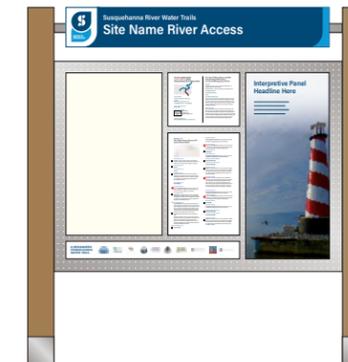
Thumbnail images for all Access and Kiosks sign types are for general sign type reference. The version shown does NOT represent the style recommendation. Messages are generic. Red arrows indicate message side of certain signs.



## A. Site Access Sign



## B. Kiosk



## C. River Wayfinding Sign



## D. TODS Boat Launch Directionals

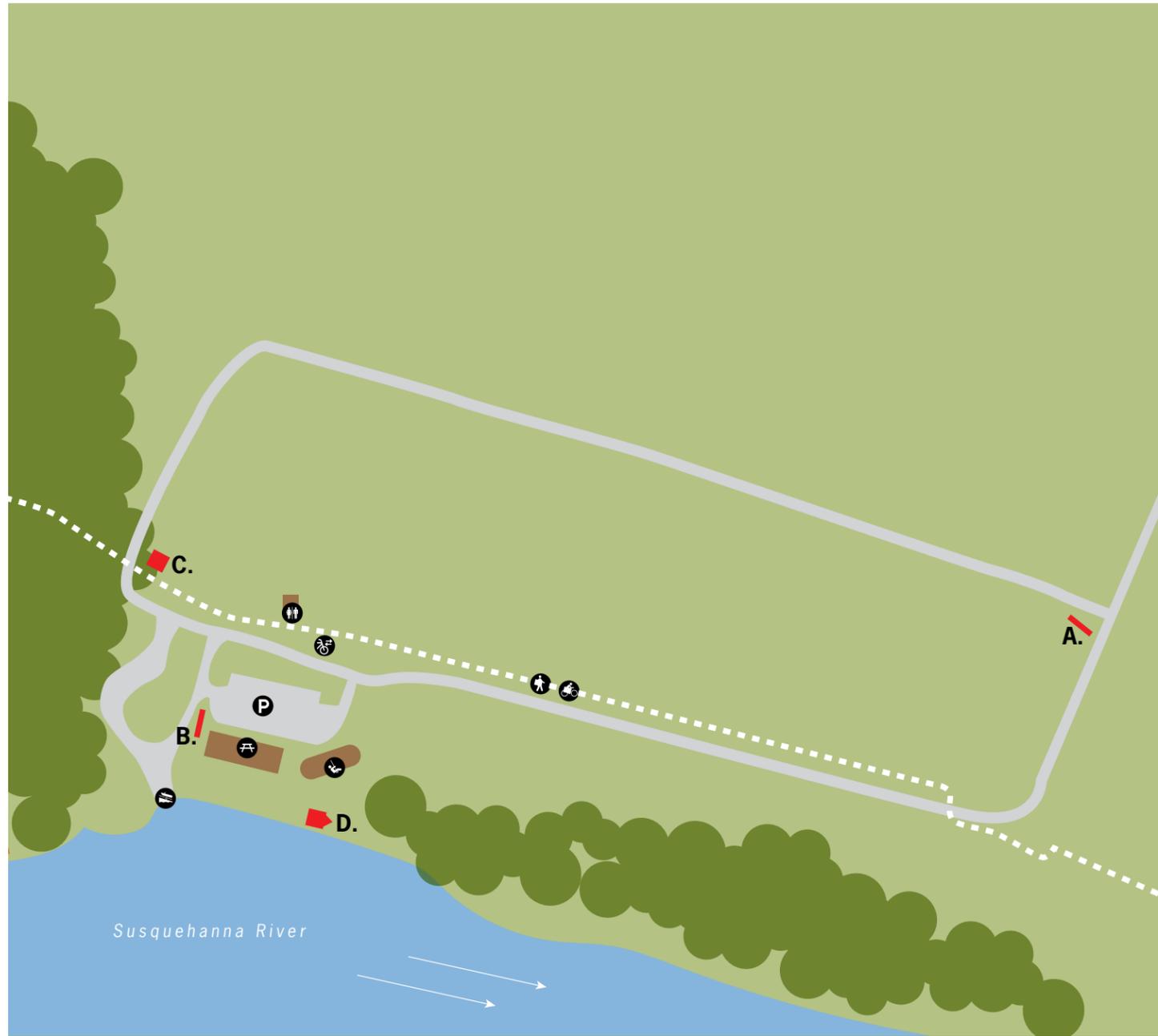
Requires PENNDOT Approval for signs in DOT right-of-way  
Approval requested by Managing Entity.



# Park with Trail and Boat Launch

## Riverfront Park

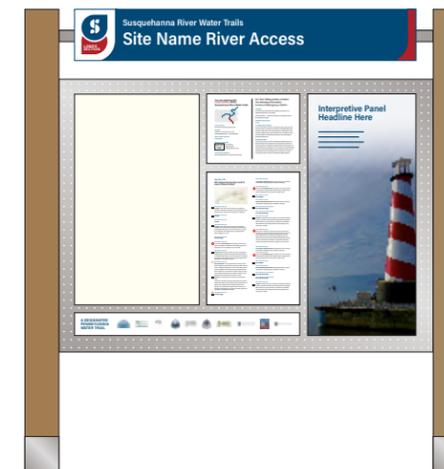
Thumbnail images for all Access and Kiosks sign types are for general sign type reference. The version shown does NOT represent the style recommendation. Messages are generic. Red arrows indicate message side of certain signs.



**A. Brand plaque**  
Attach to existing Park Sign



**B. Kiosk**



**C. Pedestrian Wayfinding Sign**



**D. River Wayfinding Sign**  
If the area of the river has multi-directional travel, signage can go on either side of launch



# Two Launch Site Lock 2

Thumbnail images for all Access and Kiosks sign types are for general sign type reference. The version shown does NOT represent the style recommendation. Messages are generic. Red arrows indicate message side of certain signs.



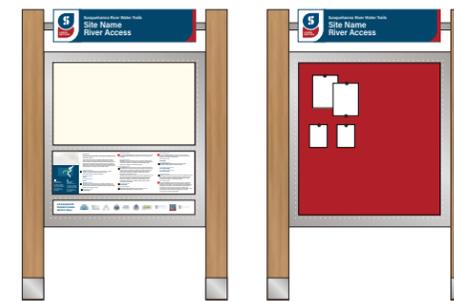
## A. Site Access



## B. Regulatory/Directional



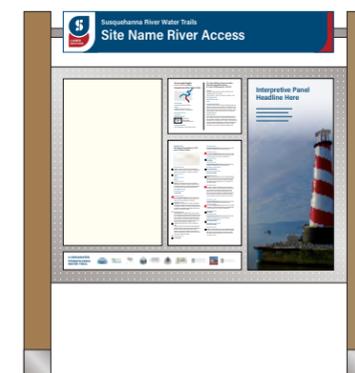
## C1. Small Kiosk



## D. Pedestrian Sign



## C2. Large Kiosk



## F. River Wayfinding Sign



*If the area of the river has multi-directional travel, signage can go on either side of launch*

## E. Brand plaque

*Attach to existing Park Sign*



Thumbnail images for all Access and Kiosks sign types are for general sign type reference. The version shown does NOT represent the style recommendation. Messages are generic. Red arrows indicate message side of certain signs.



**A. Brand plaque**  
Attach to existing Blue TODS Sign



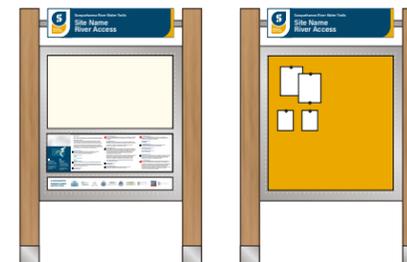
**B. Regulation Sign on wood post**



**C. Brand Panel Sign on Existing F&B wood sign**



**D. Kiosk**



**E. River Wayfinding Sign**





# Fish & Boat Launch Chillisquaque

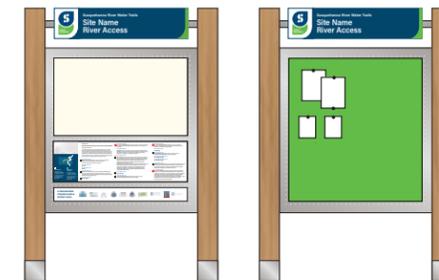
Thumbnail images for all Access and Kiosks sign types are for general sign type reference. The version shown does NOT represent the style recommendation. Messages are generic. Red arrows indicate message side of certain signs.



**A. Brand Panel Sign on Existing F&B wood sign**



**B. Kiosk**



**C. River Wayfinding Sign**



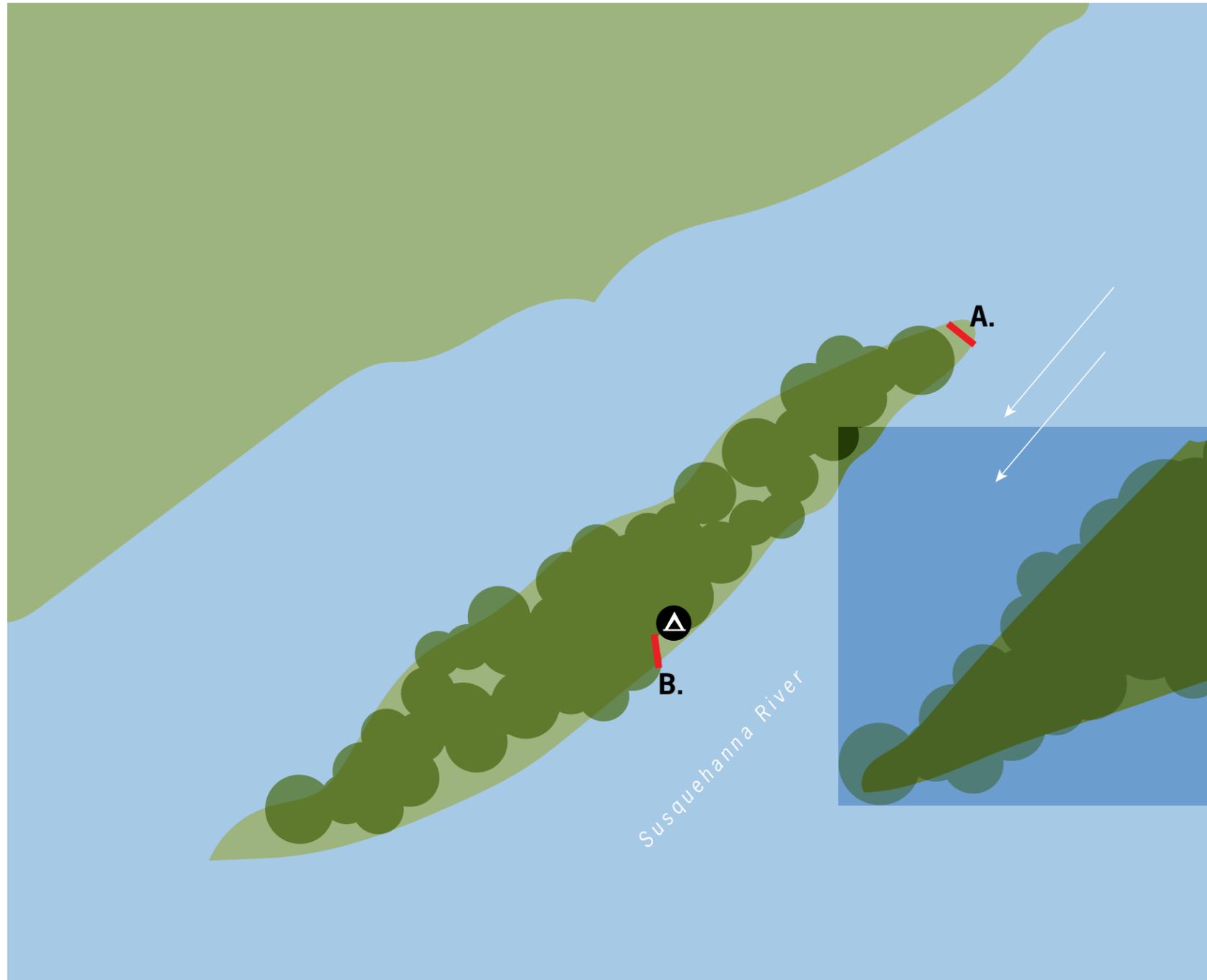
**D. Regulation Sign on Tree (Opt.)**



# Island Signage

## Campsites

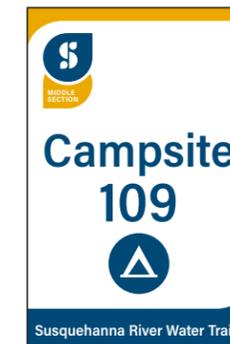
Thumbnail images for all Access and Kiosks sign types are for general sign type reference. The version shown does NOT represent the style recommendation. Messages are generic. Red arrows indicate message side of certain signs.



### A. Large Regulation Sign on tree



### B. Regulation Sign on tree



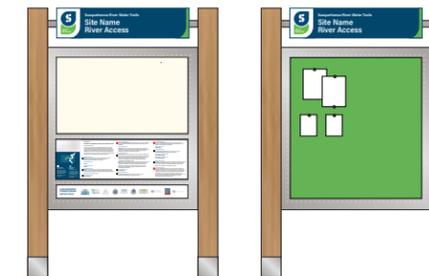
Thumbnail images for all Access and Kiosks sign types are for general sign type reference. The version shown does NOT represent the style recommendation. Messages are generic. Red arrows indicate message side of certain signs.



**A. Site Access Sign**



**B. Kiosk**



*One panel could be dedicated to each branch at the location*

**C. River Wayfinding Sign**



*If your launch is on a peninsula whereby one direction of travel cannot see the access. Consider placing either a regulatory sign or a second river wayfinding sign on that side to inform the paddler of the correct pathway of travel.*

**D1. / D2. Regulatory Sign on Tree**



## Susquehanna River Water Trails

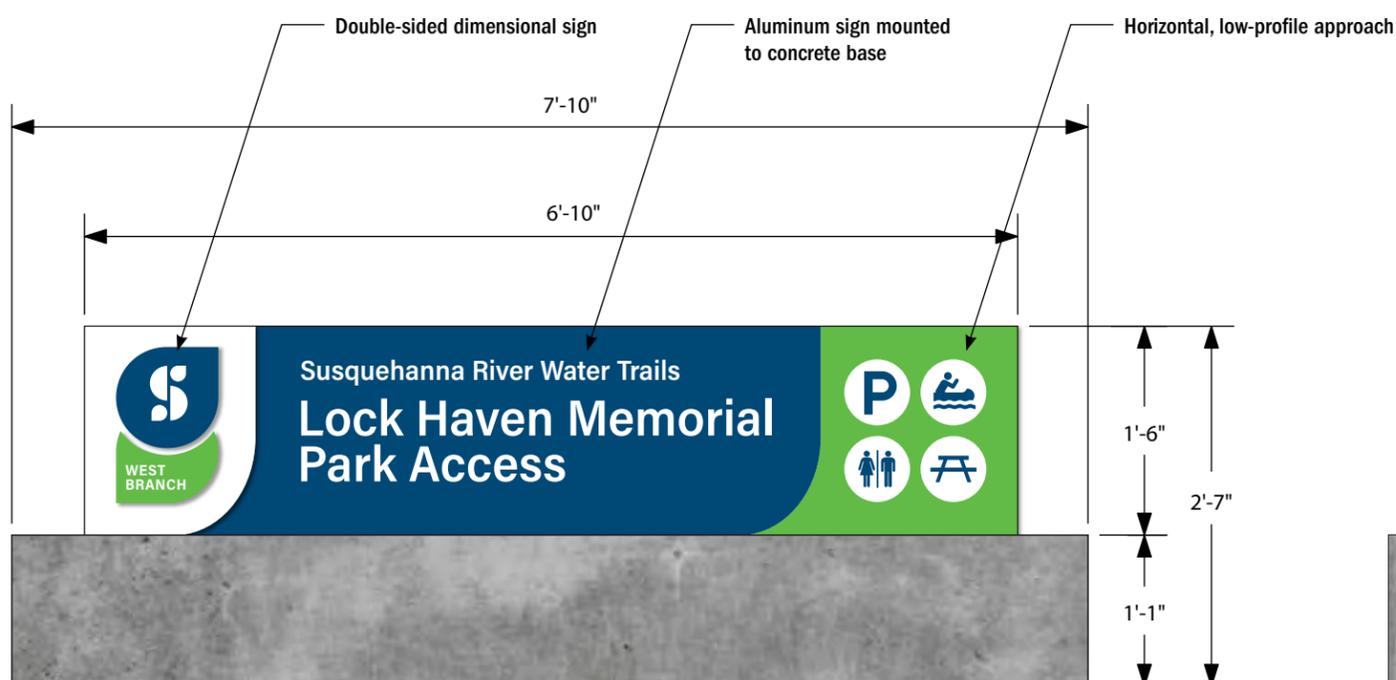
# Signage Design Intent Specifications + Details

**Site Access Sign  
Version 1**



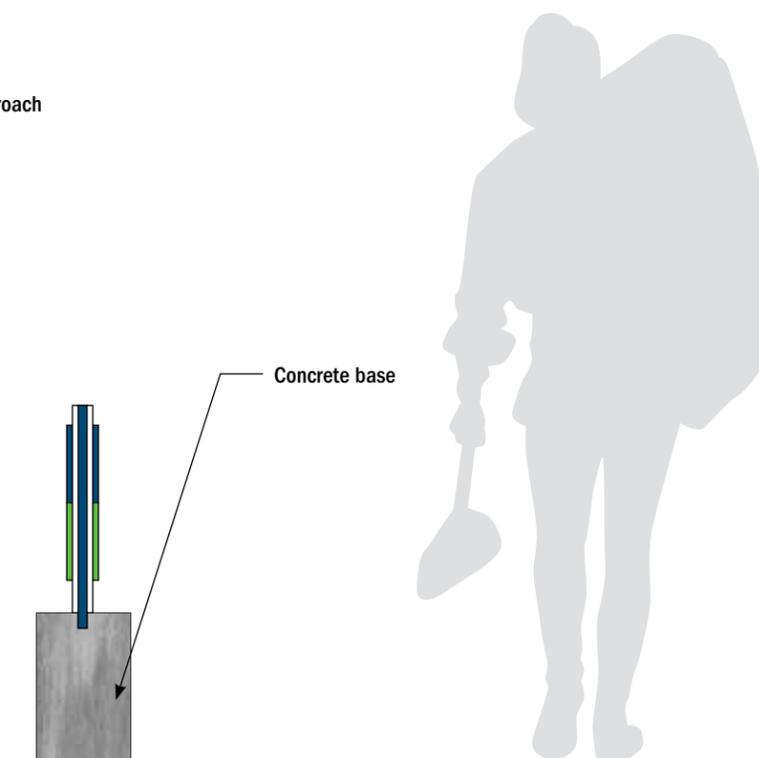
SITE ACCESS SIGN - BACK

PLAN VIEW



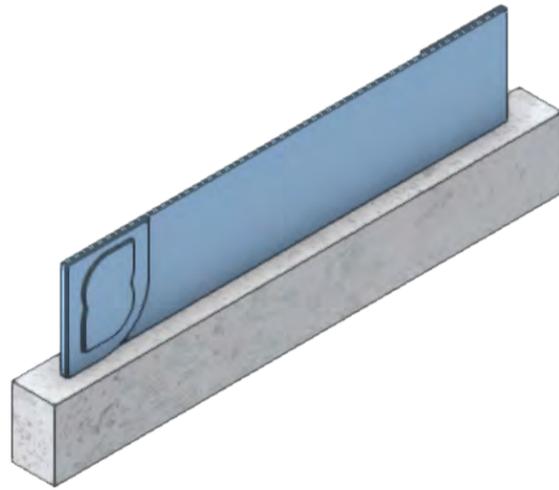
SITE ACCESS SIGN - FRONT

SIDE VIEW

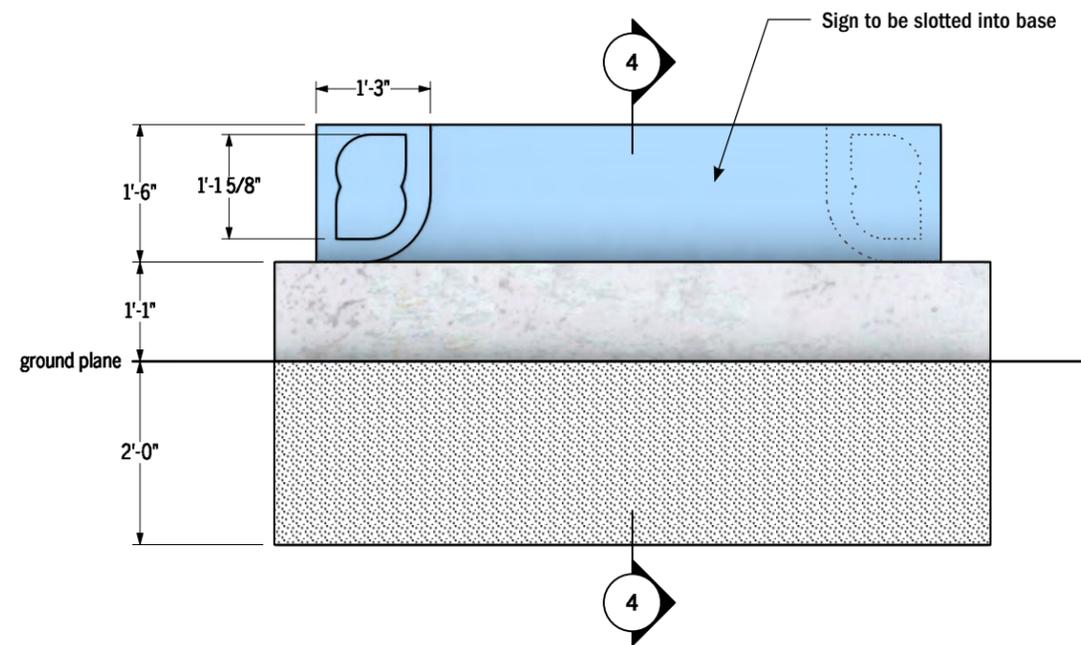


# Site Access Sign Version 1

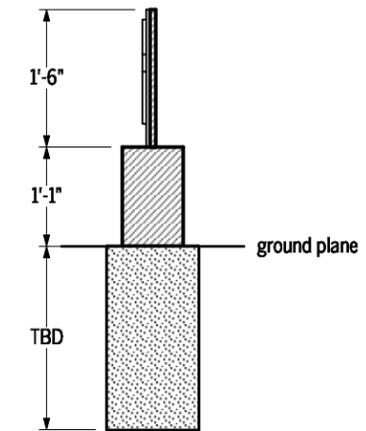
These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



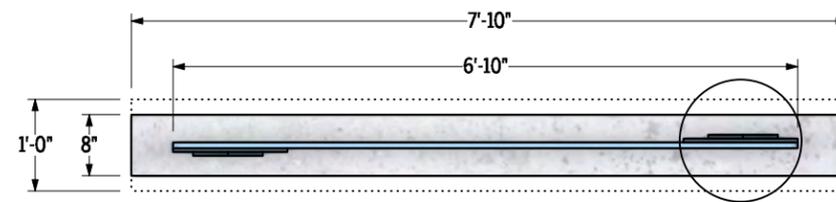
1 Site Access Sign - V1  
Scale: 1/2" = 1'-0"



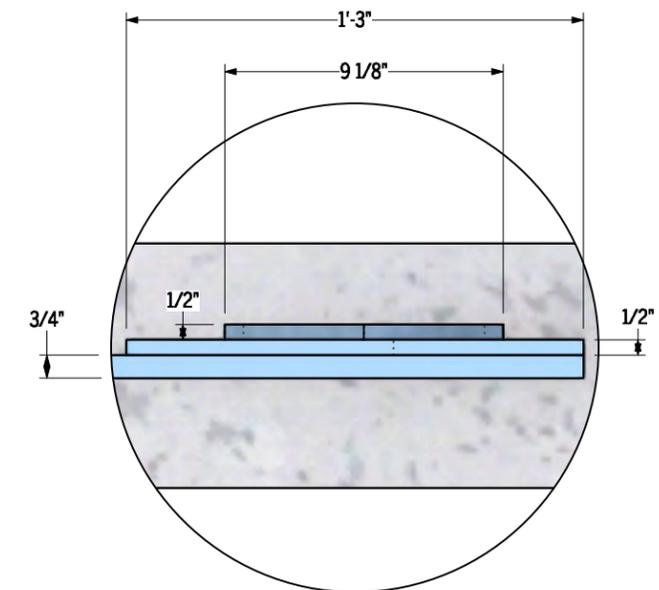
2 Front Elevation  
Scale: 1/2" = 1'-0"



4 Section  
Scale: 1/2" = 1'-0"



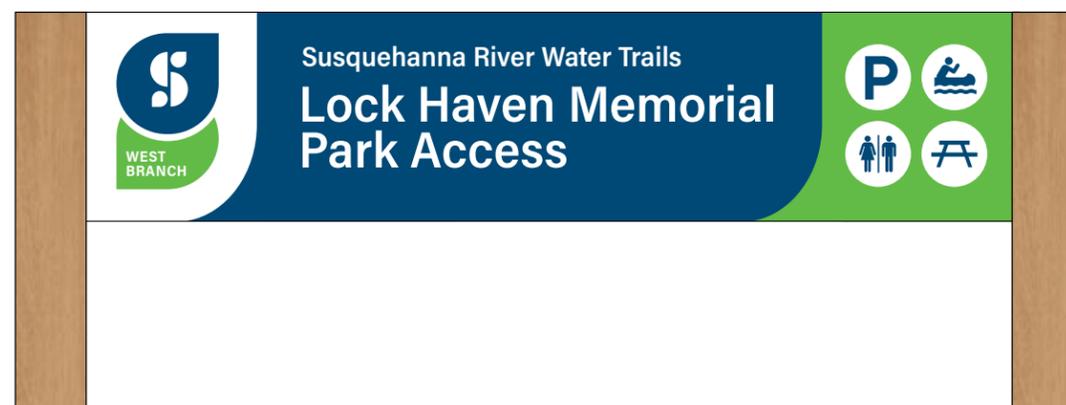
3 Plan  
Scale: 1/2" = 1'-0"



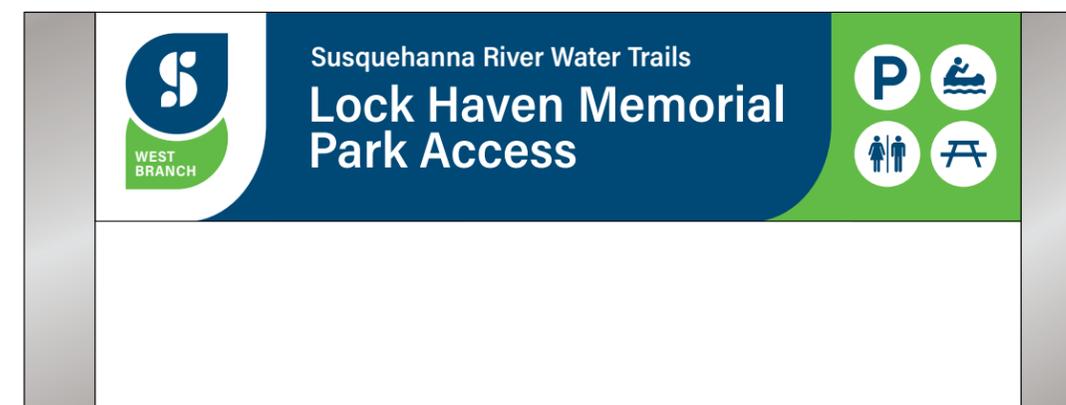
5 Detail  
Scale: 2" = 1'-0"

# Site Access Sign Version 2A & 2B

Other materials/finishes to match existing signage materials upon approval by manager.



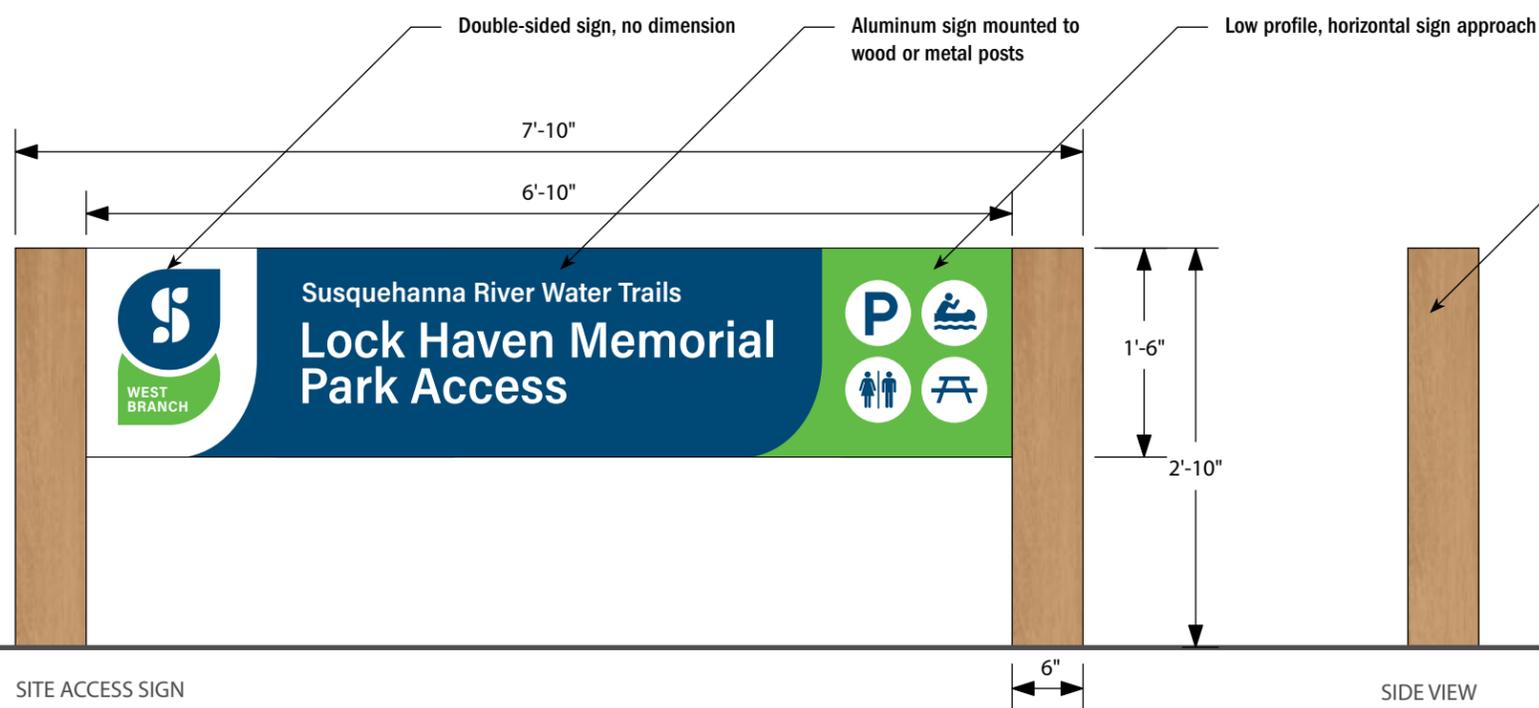
SITE ACCESS SIGN - BACK



SITE ACCESS SIGN - STAINLESS STEEL POST OPTION



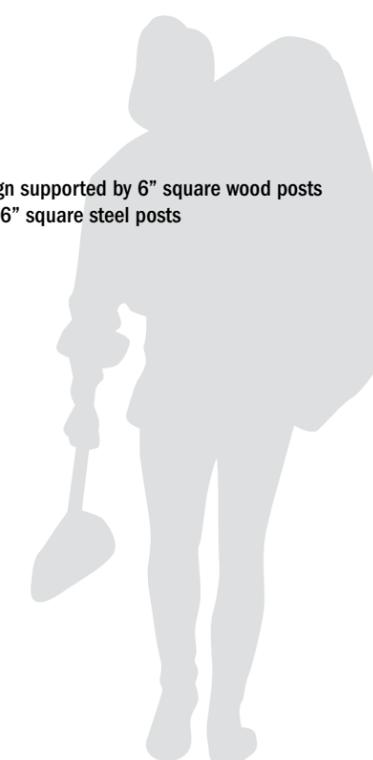
PLAN VIEW



SITE ACCESS SIGN

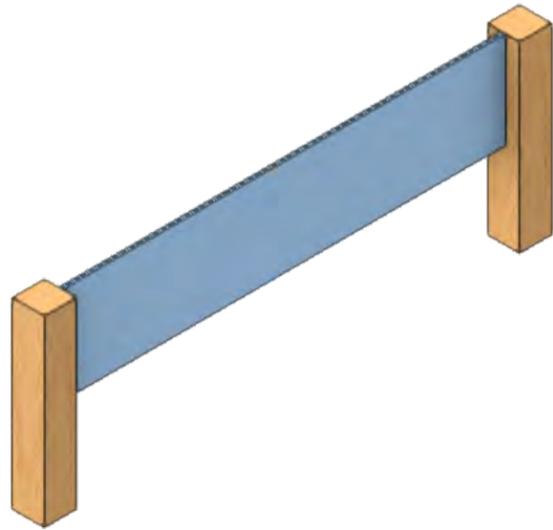
SIDE VIEW

Sign supported by 6" square wood posts or 6" square steel posts

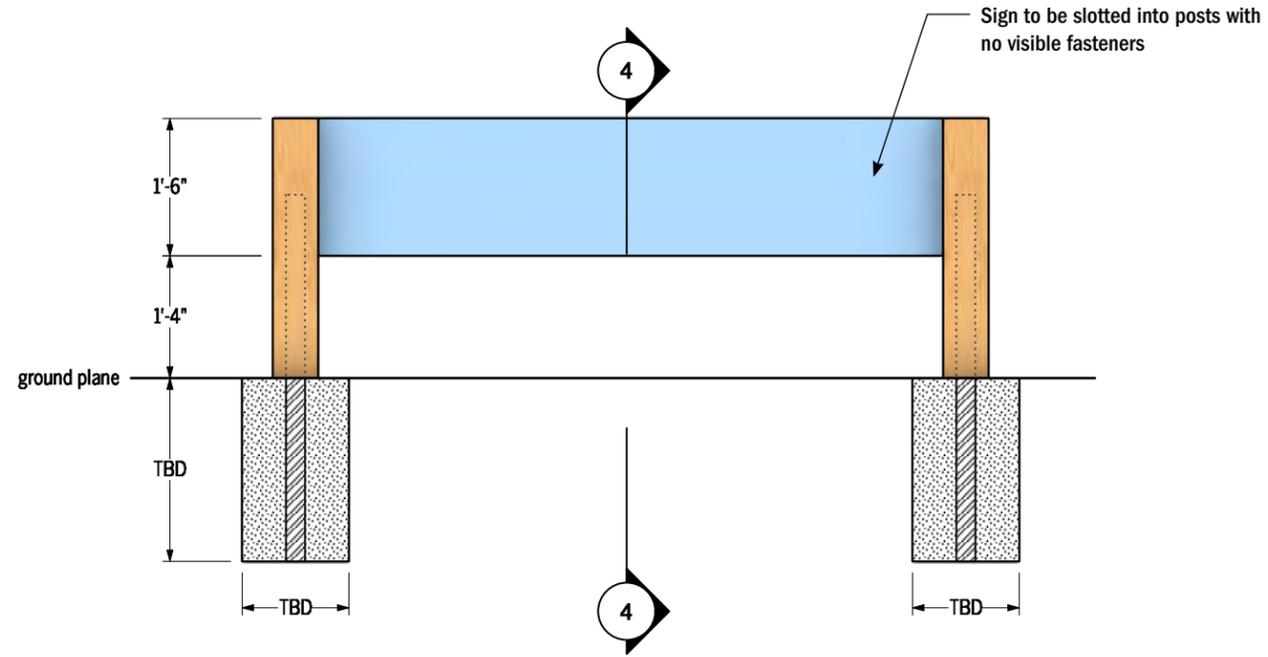


# Site Access Sign Version 2A Wood Posts

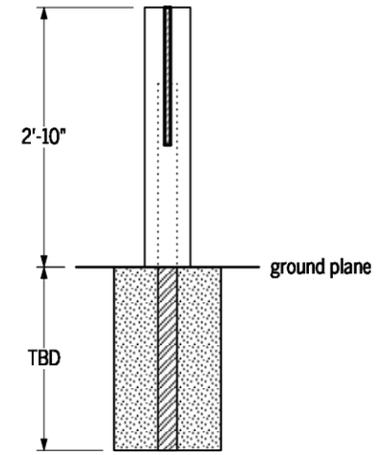
These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



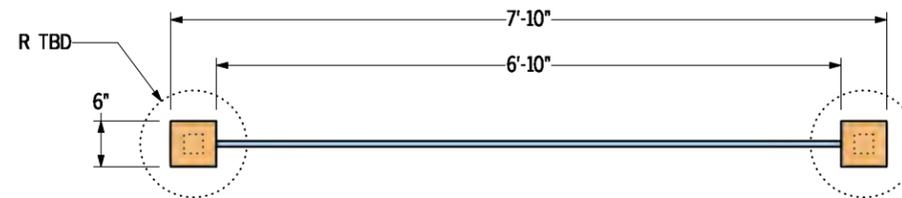
1 Site Access Sign - V2 Wood Post  
Scale: 1/2" = 1'-0"



2 Front Elevation  
Scale: 1/2" = 1'-0"



4 Section Right  
Scale: 1/2" = 1'-0"

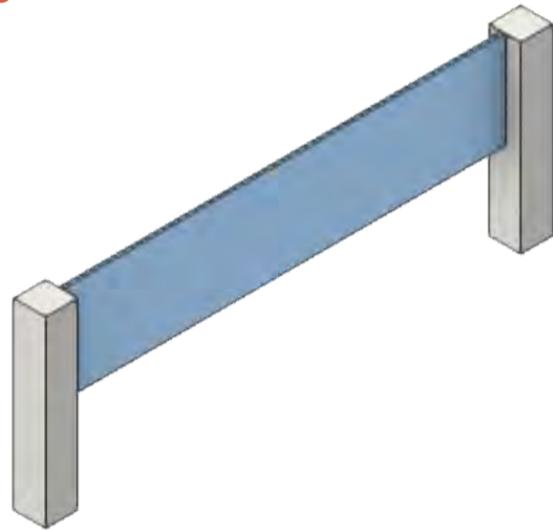


3 Plan  
Scale: 1/2" = 1'-0"

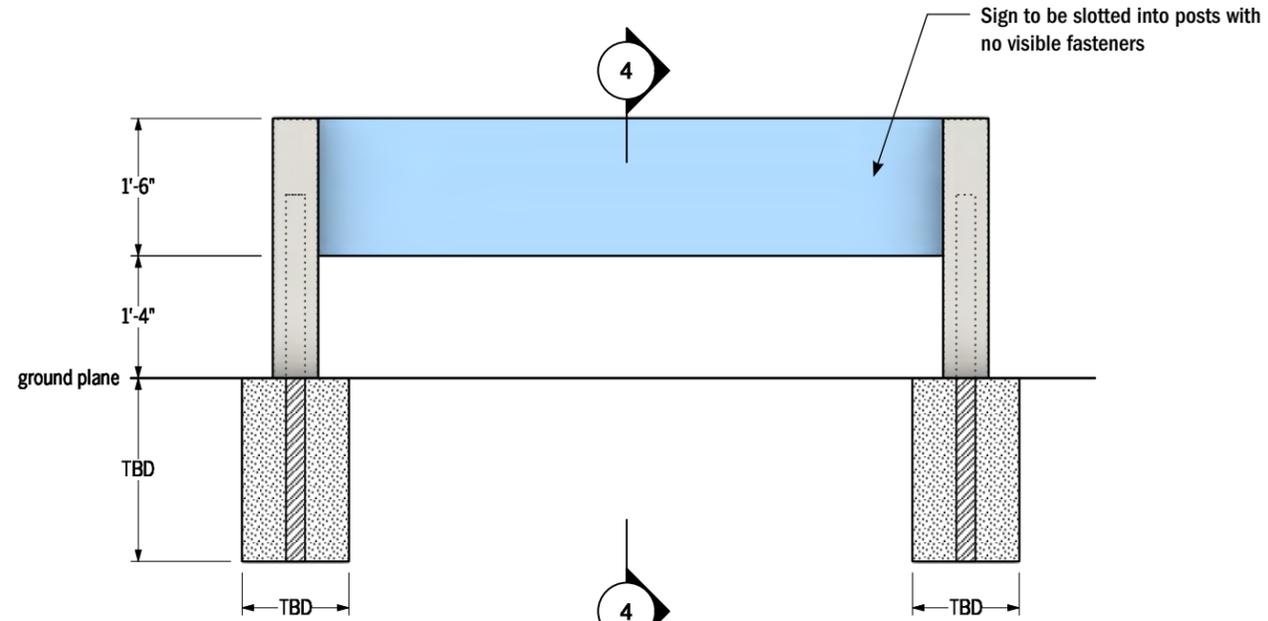


# Site Access Sign Version 2B Stainless Steel Posts

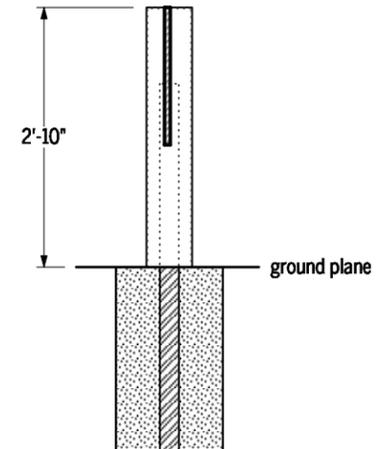
These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



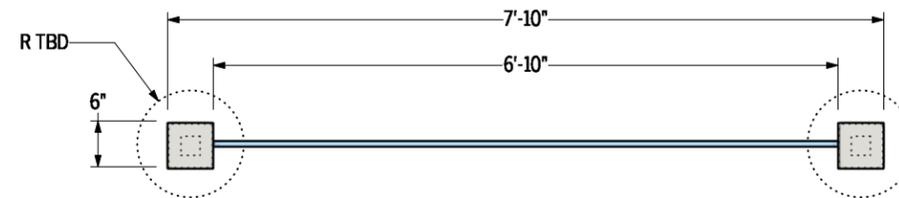
1 Site Access Sign - V2 SS Post  
Scale: 1/2" = 1'-0"



2 Front Elevation  
Scale: 1/2" = 1'-0"

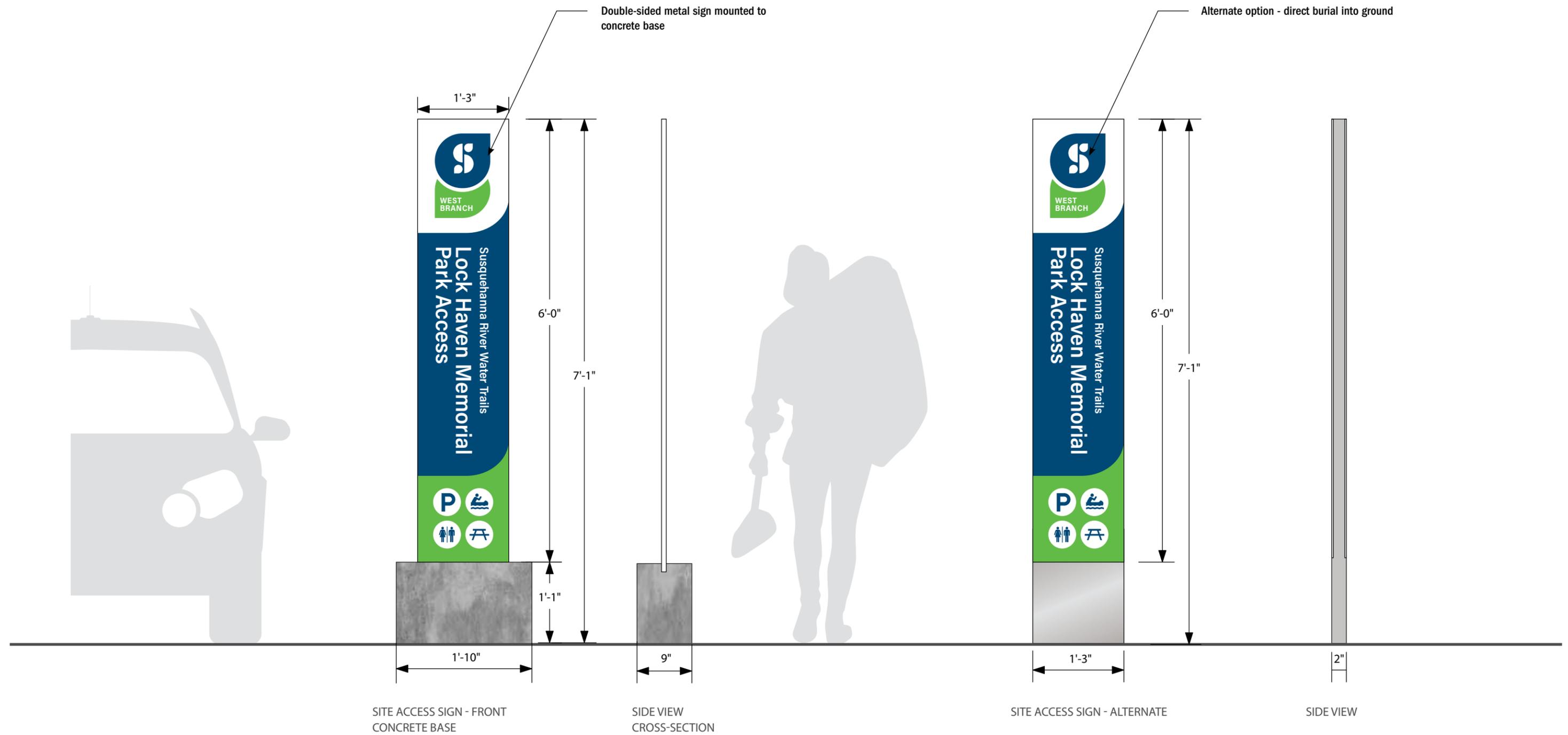


4 Section Right  
Scale: 1/2" = 1'-0"



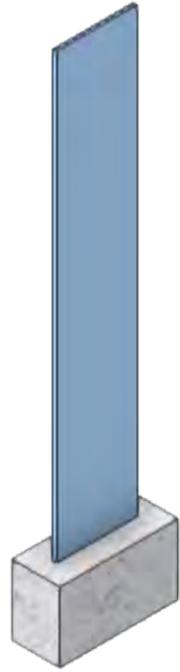
3 Plan  
Scale: 1/2" = 1'-0"

**Site Access Sign  
Version 3A & 3B**

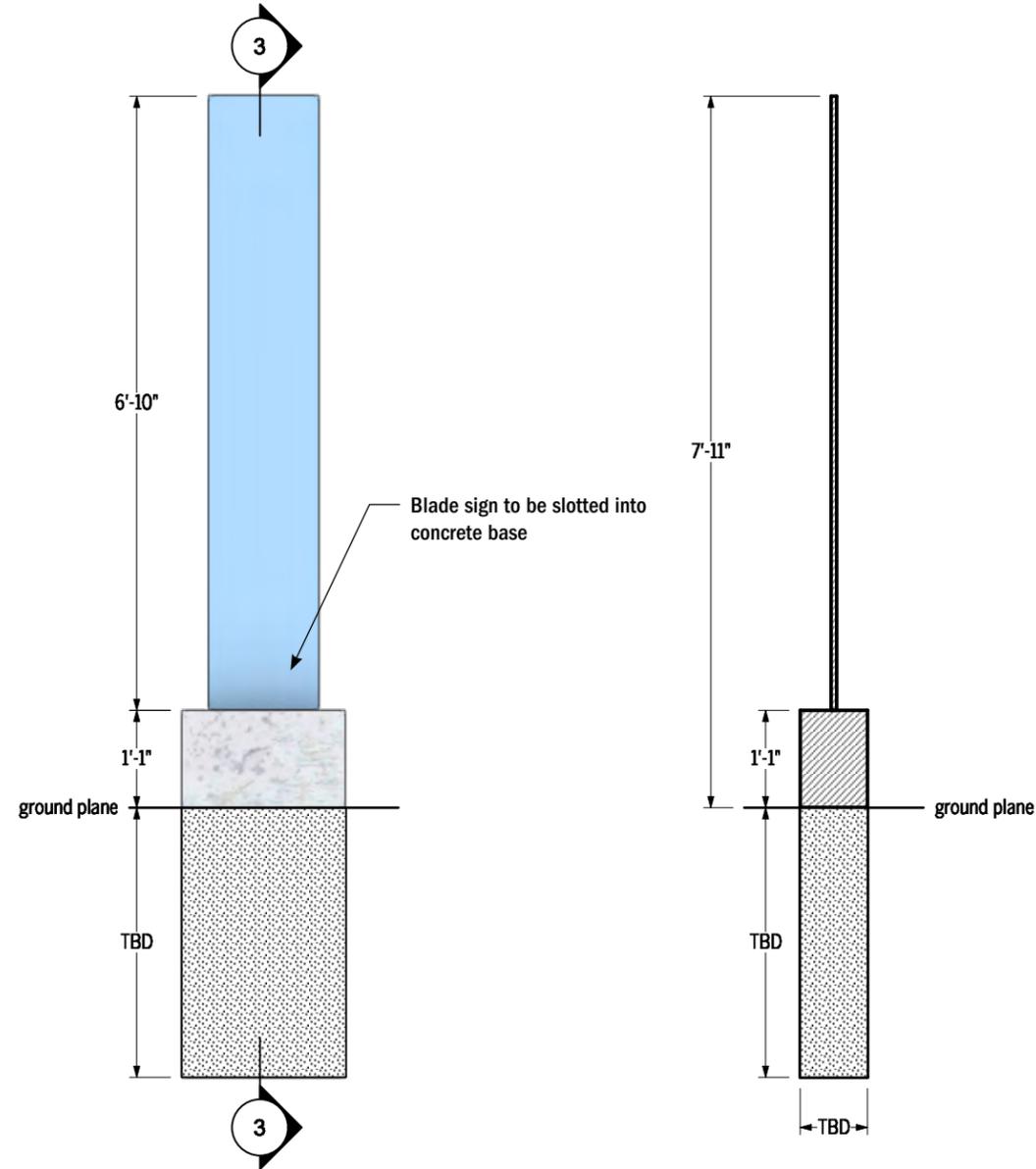


# Site Access Sign Version 3A Concrete Base

These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.

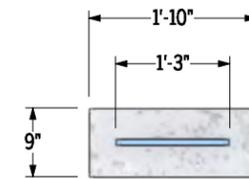


1 Site Access Sign - V2 Concrete Base  
Scale: 1/2" = 1'-0"



2 Front Elevation  
Scale: 1/2" = 1'-0"

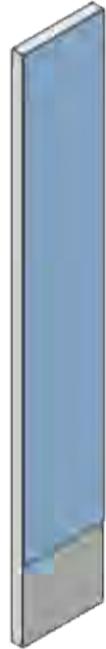
3 Section Right  
Scale: 1/2" = 1'-0"



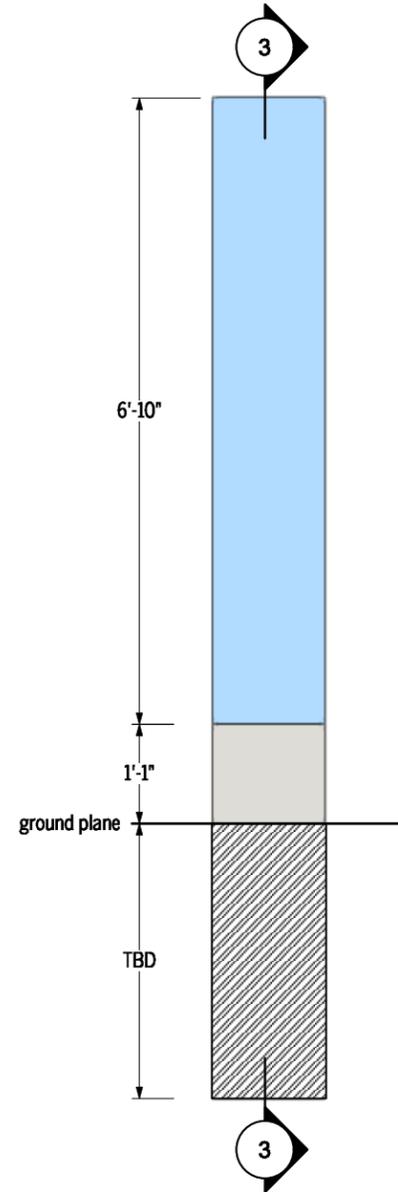
4 Plan  
Scale: 1/2" = 1'-0"

# Site Access Sign Version 3B Direct Burial

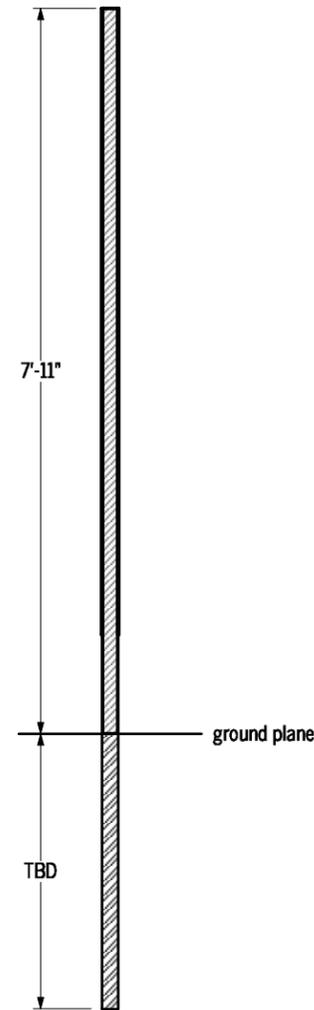
These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



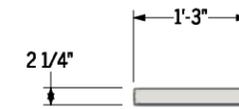
1 Site Access Sign - V3 Alternate  
Scale: 1/2" = 1'-0"



2 Front Elevation  
Scale: 1/2" = 1'-0"



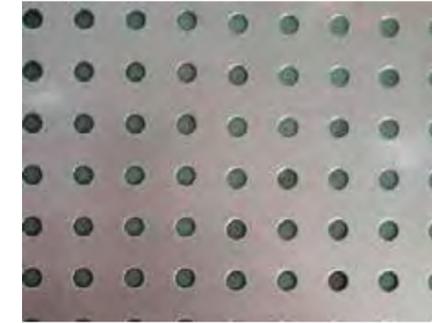
3 Section Right  
Scale: 1/2" = 1'-0"



4 Plan  
Scale: 1/2" = 1'-0"

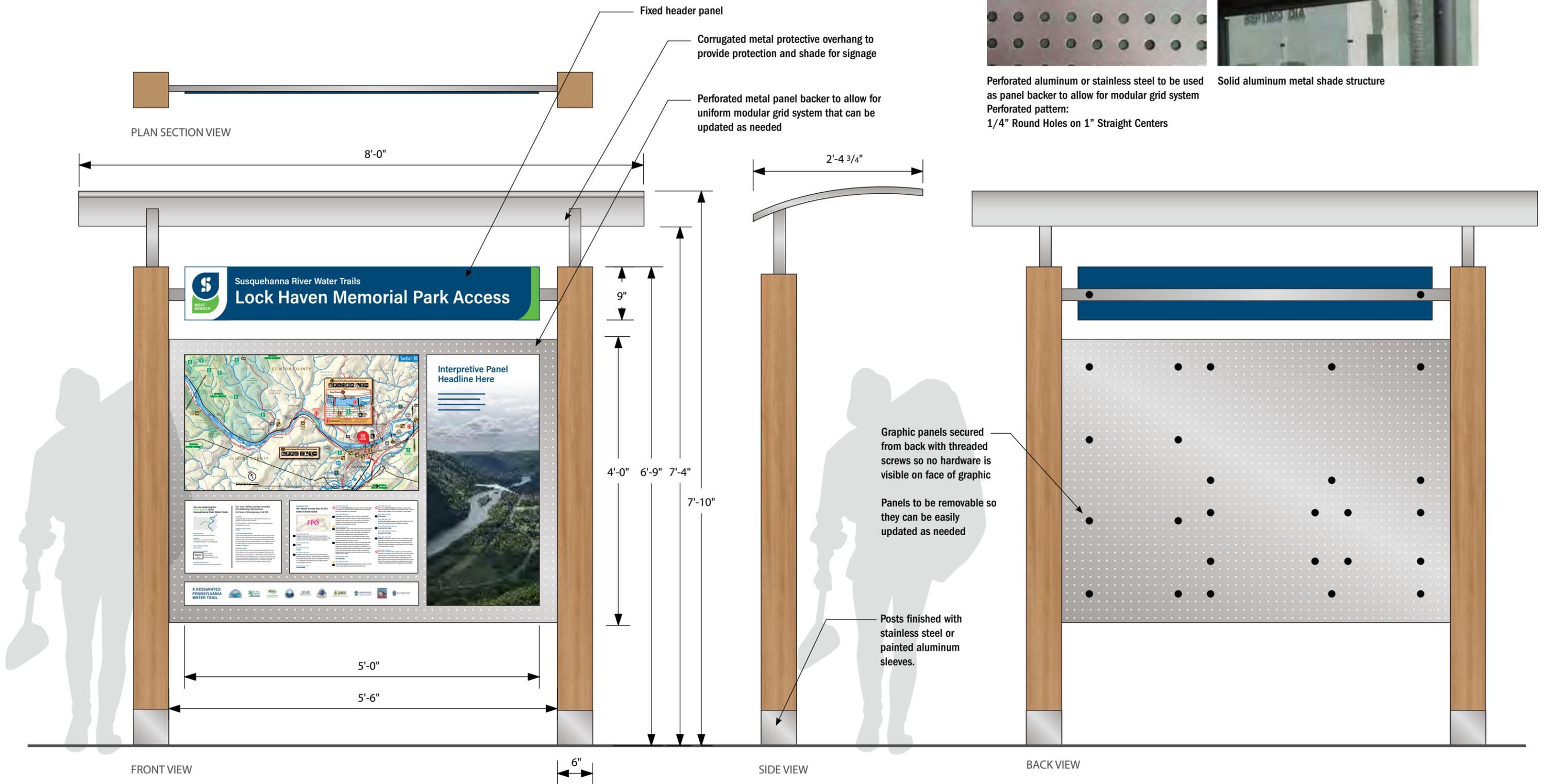
# Site Kiosk Version 1A Shade Structure

## Reference of Materials



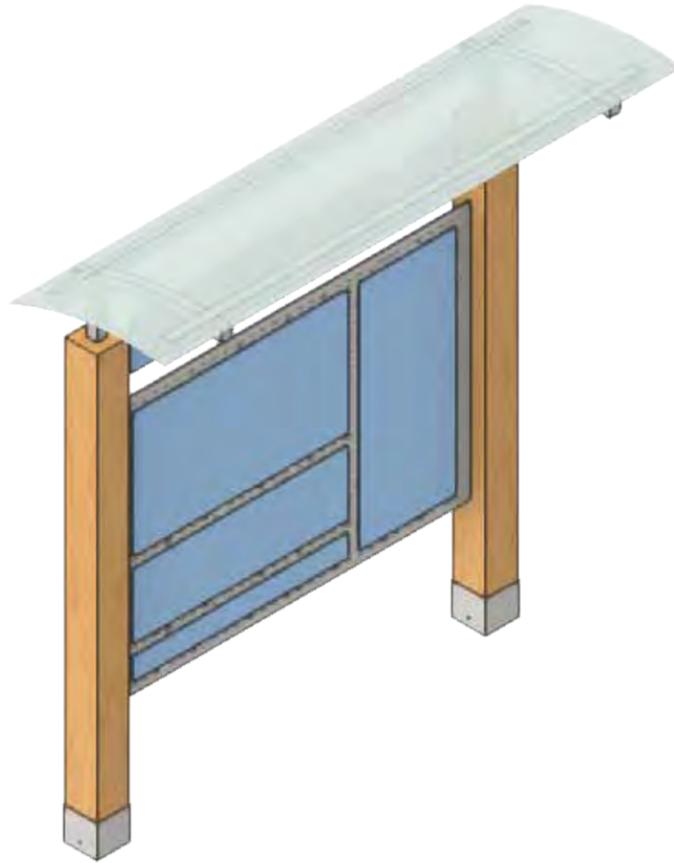
Perforated aluminum or stainless steel to be used as panel backer to allow for modular grid system  
Perforated pattern:  
1/4" Round Holes on 1" Straight Centers

Solid aluminum metal shade structure

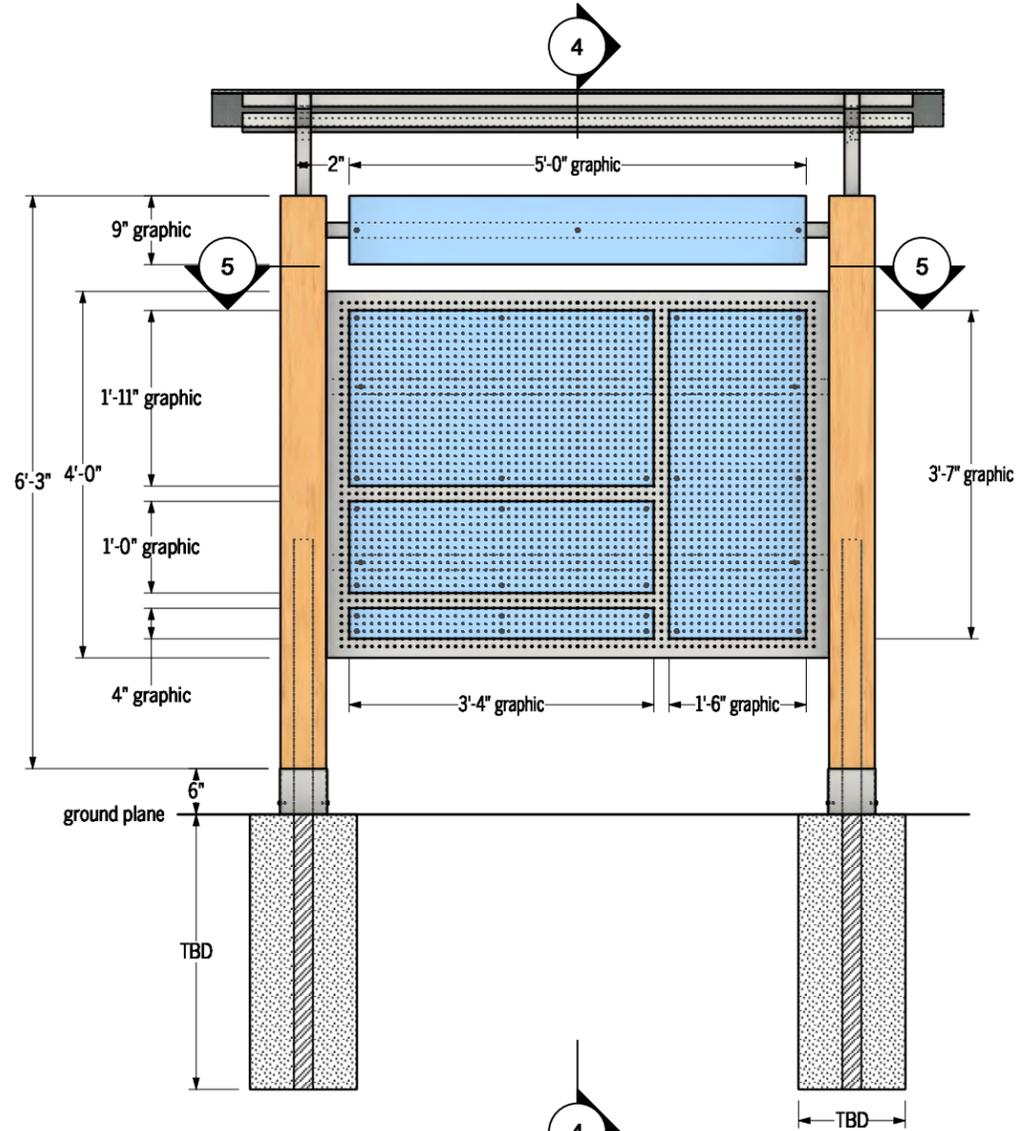


# Site Kiosk Version 1A Shade Structure

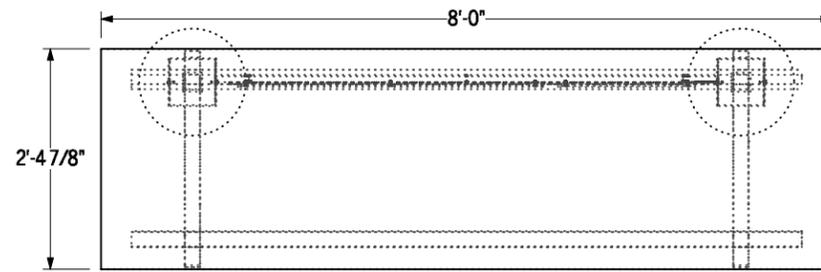
These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



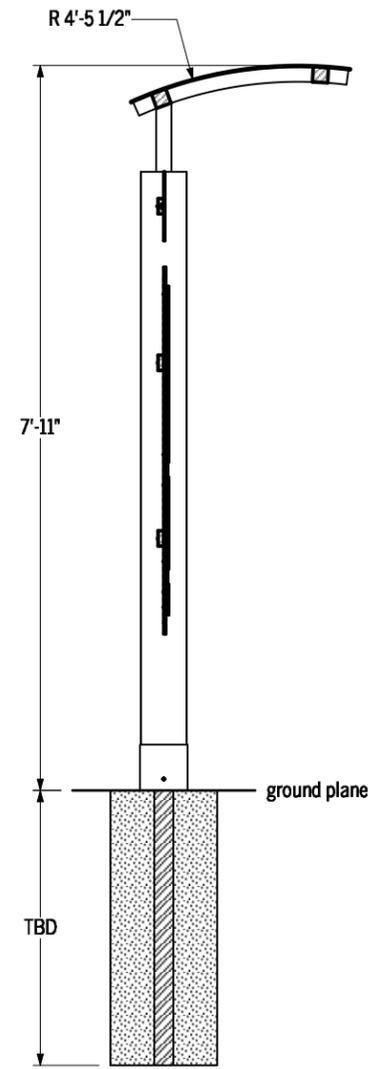
1 Site Kiosk V1 Shade Structure - Op 2  
Scale: 1/2" = 1'-0"



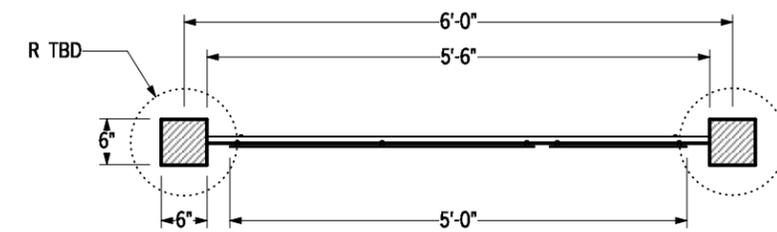
2 Front Elevation  
Scale: 1/2" = 1'-0"



3 Plan  
Scale: 1/2" = 1'-0"



4 Section Right  
Scale: 1/2" = 1'-0"



5 Section Plan  
Scale: 1/2" = 1'-0"

Site Kiosk  
Version 1B  
No Shade Structure

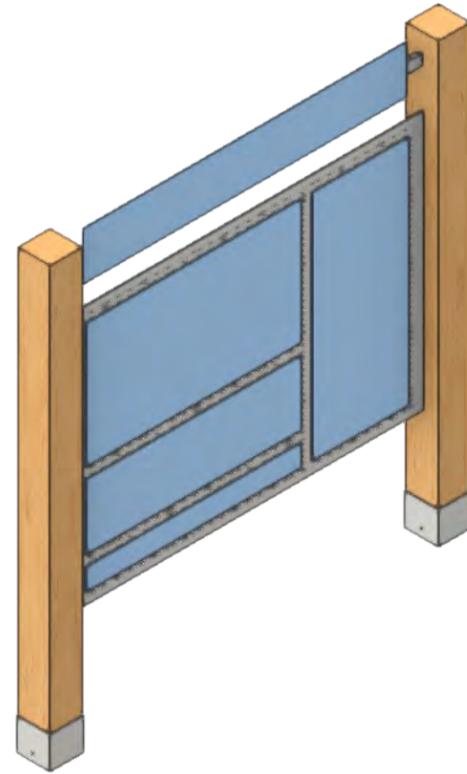


PLAN SECTION VIEW

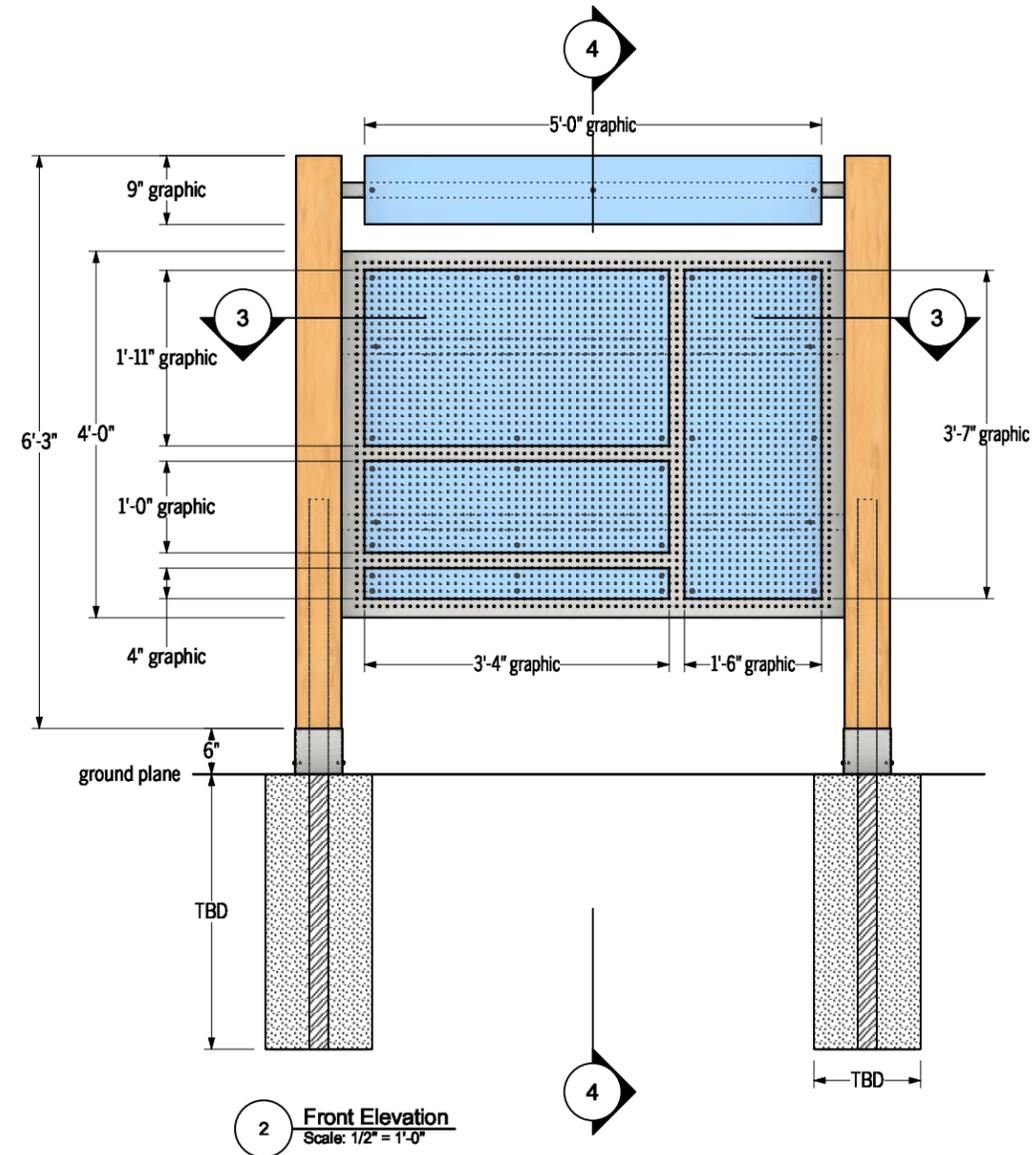


**Site Kiosk**  
**Version 1B**  
**No Shade Structure**

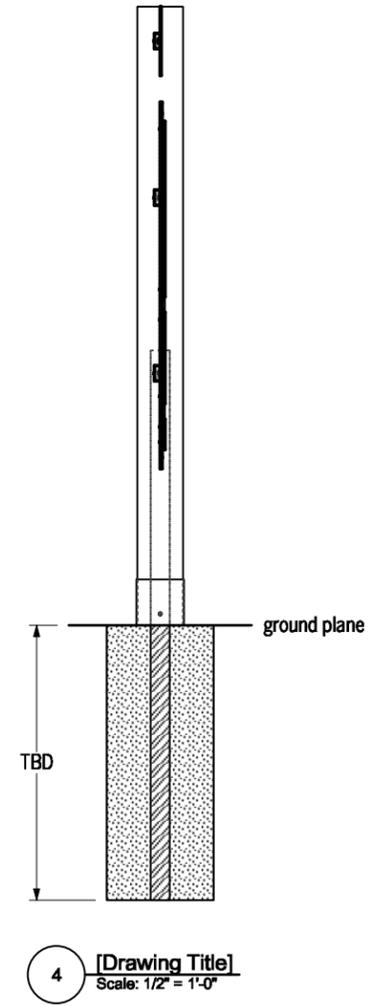
These drawings indicate design intent.  
 Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



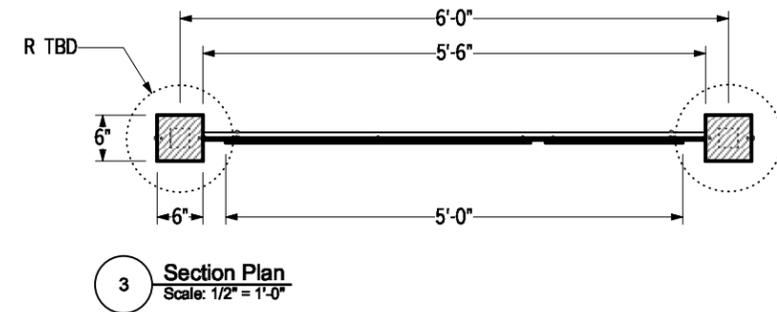
1 Site Kiosk V1 - Op 3  
 Scale: 1/2" = 1'-0"



2 Front Elevation  
 Scale: 1/2" = 1'-0"



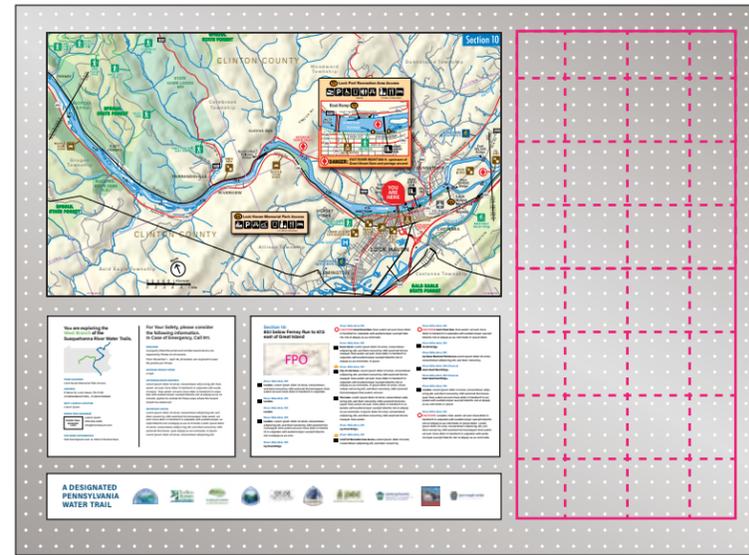
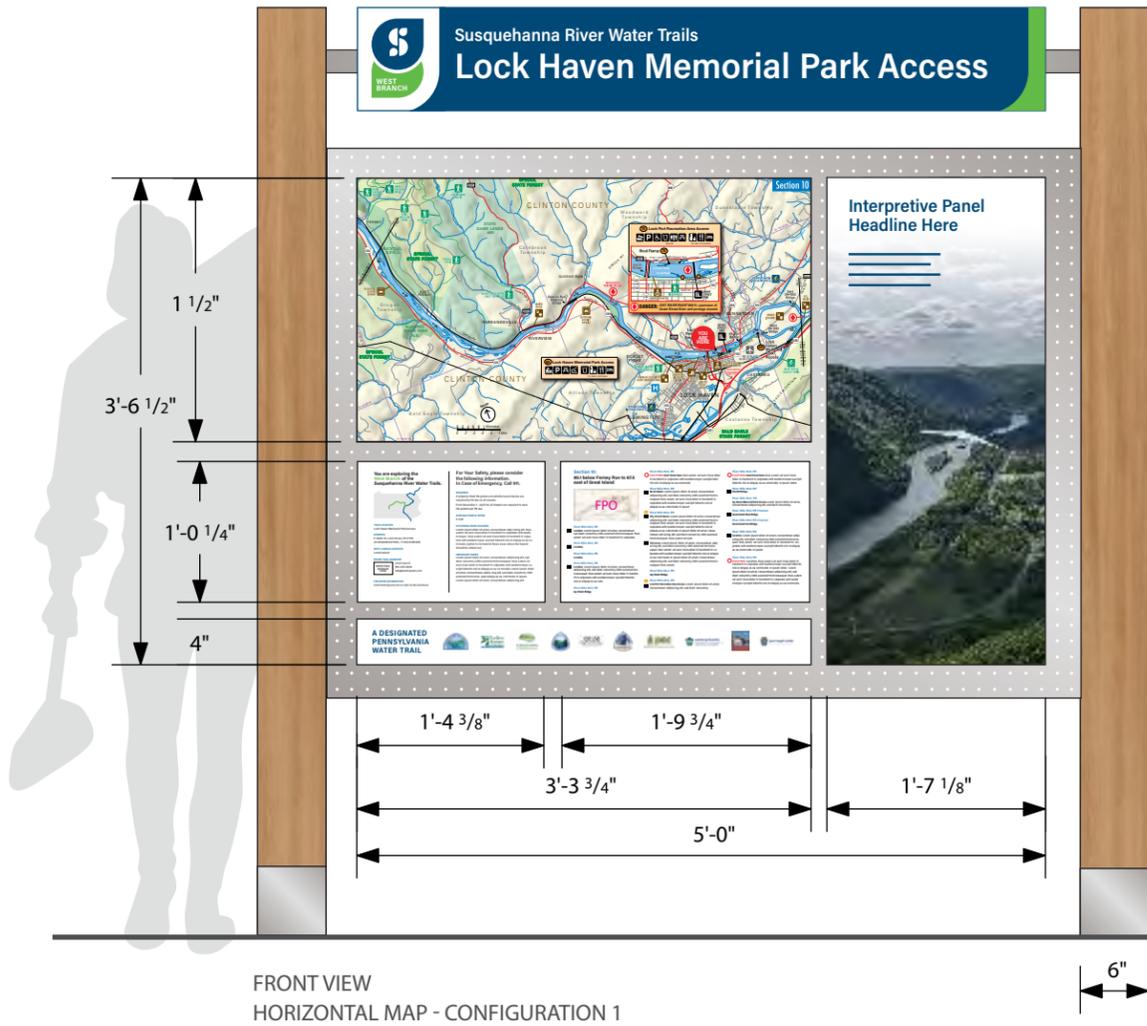
4 [Drawing Title]  
 Scale: 1/2" = 1'-0"



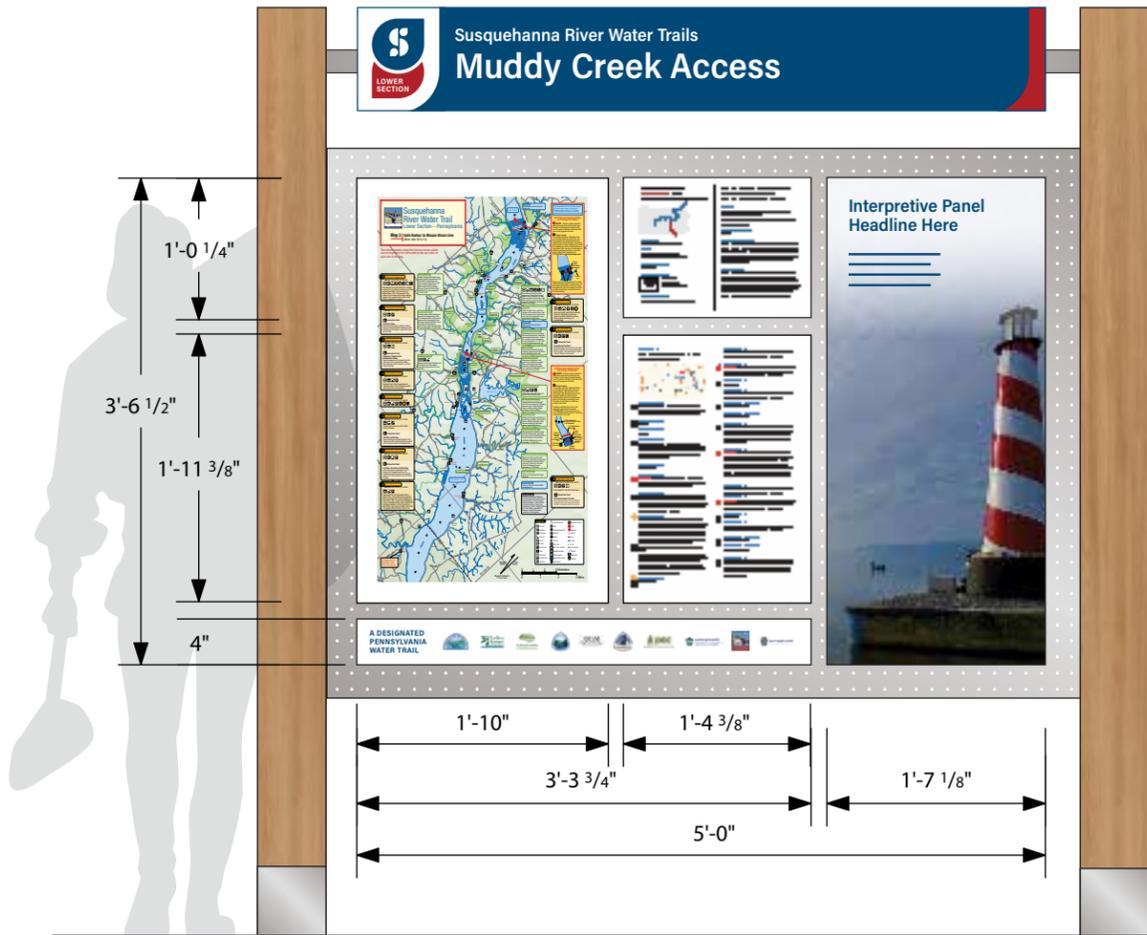
3 Section Plan  
 Scale: 1/2" = 1'-0"



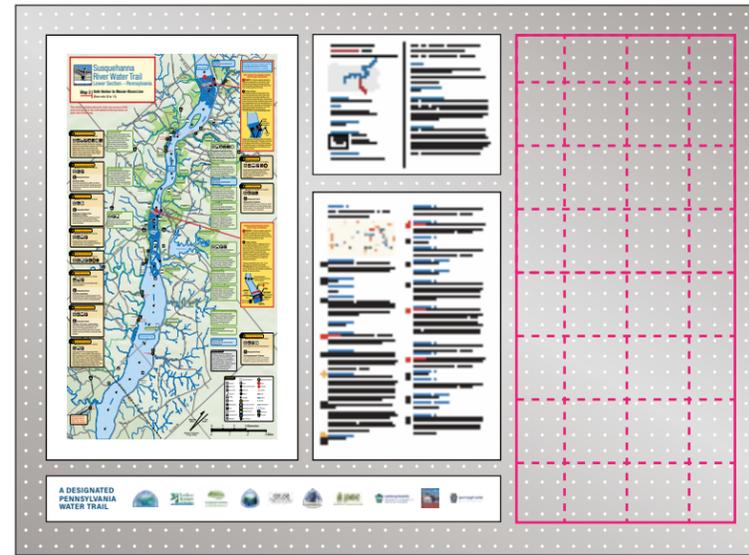
Site Kiosk  
Version 1A & 1B  
Panel Configurations  
for Horizontal Maps



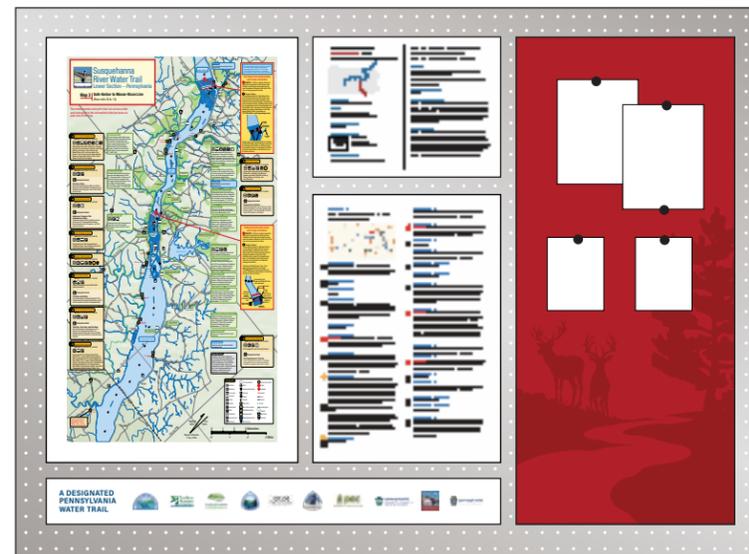
Site Kiosk  
Version 1A & 1B  
Panel Configurations  
for Vertical Maps



FRONT VIEW  
VERTICAL MAP - CONFIGURATION 1



VERTICAL MAP - CONFIGURATION 3

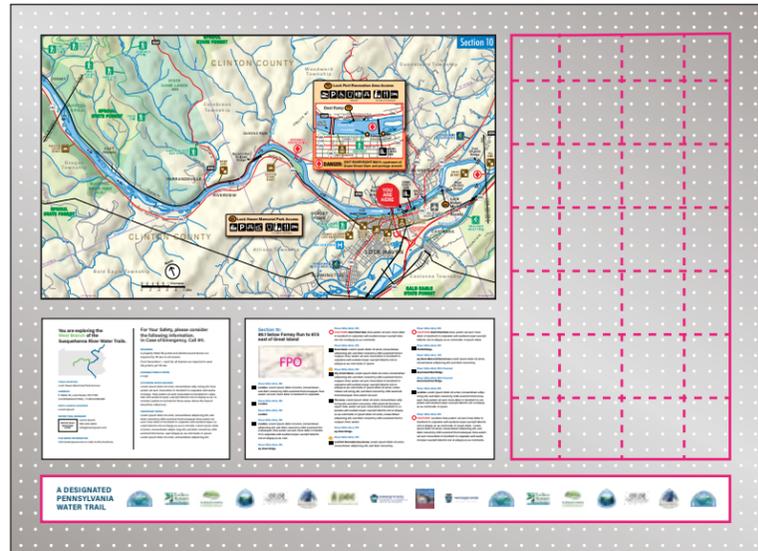


VERTICAL MAP - CONFIGURATION 2

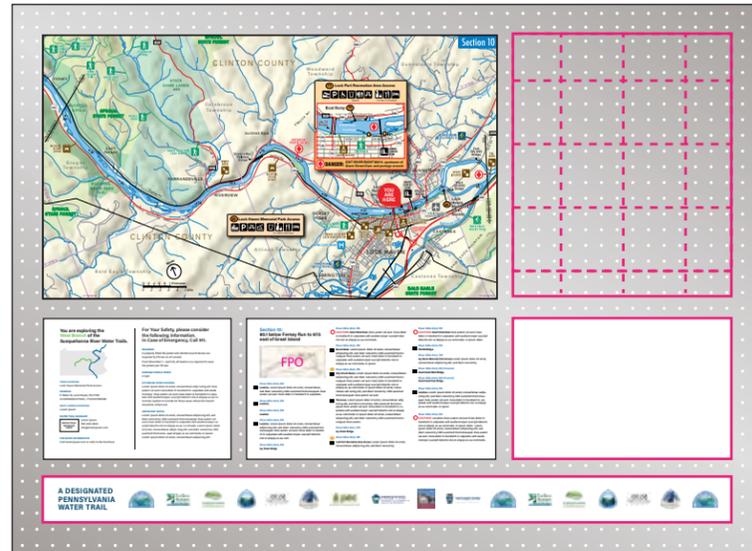
# Site Kiosk

## Version 1A & 1B

### Alternate Panel Configurations

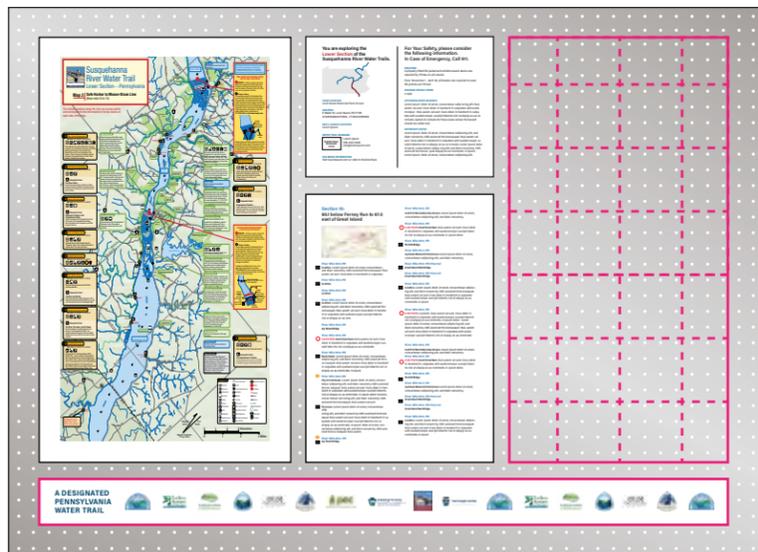


HORIZONTAL MAP - ALTERNATE CONFIGURATION 1

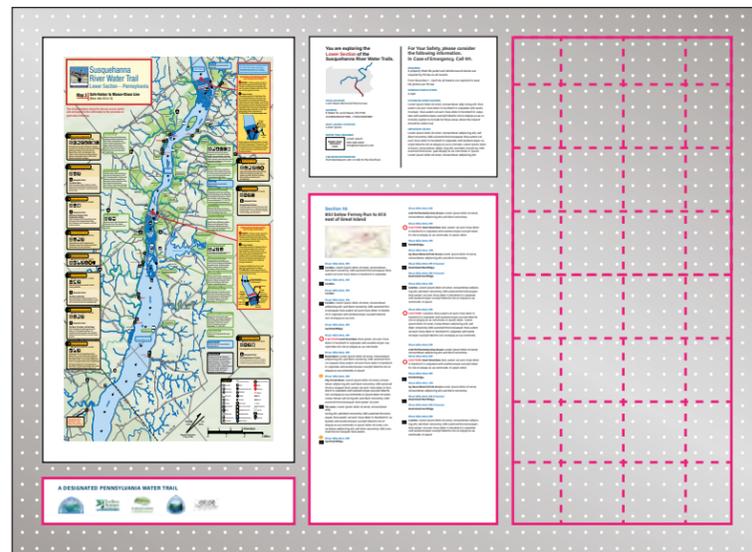


HORIZONTAL MAP - ALTERNATE CONFIGURATION 2

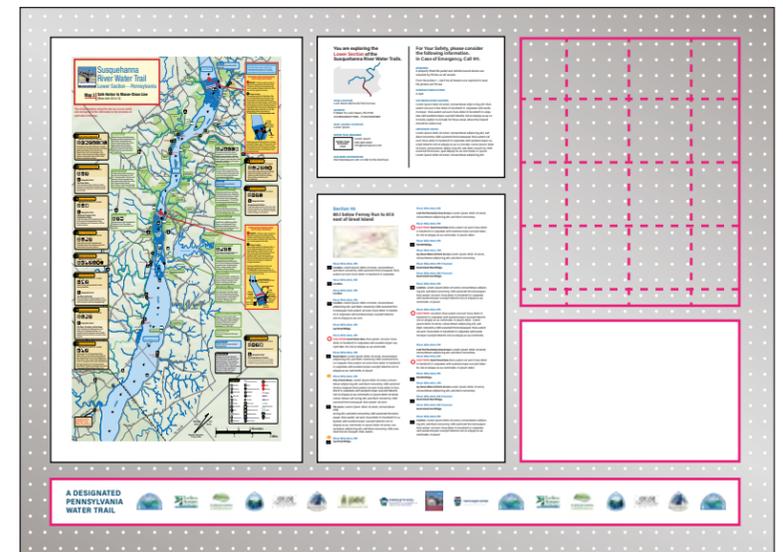
**NOTE:**  
 Panel areas on the left side of the Kiosks pertaining to the map, map key, quick reference material, and the partner logos are required elements on every sign. Other area/panels to the right are for content based on the manager's preference.



VERTICAL MAP - ALTERNATE CONFIGURATION 1

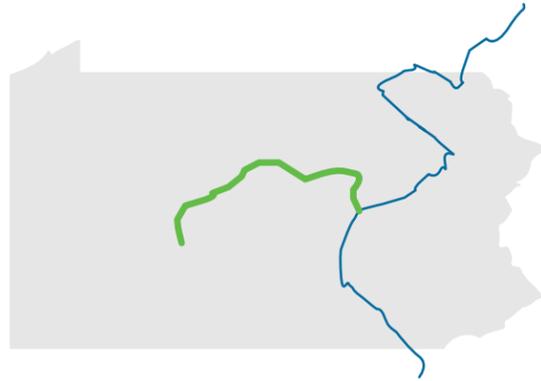


VERTICAL MAP - ALTERNATE CONFIGURATION 2



VERTICAL MAP - ALTERNATE CONFIGURATION 3

## You are exploring the **West Branch** of the Susquehanna River Water Trails.



### YOUR LOCATION

Lock Haven Memorial Park Access

### ADDRESS

E Water St, Lock Haven, PA 17745  
41.138584884477865, -77.416437861889

### NEXT LAUNCH LOCATION

Lorem Ipsum

### WATER TRAIL MANAGER

WATER TRAIL  
MANAGER  
LOGO

Lorem ipsum  
555-000-0000  
info@loremipsum.com

### FOR MORE INFORMATION

Visit [loremipsum.com](http://loremipsum.com) or refer to the brochure

## For Your Safety, please consider the following information. In Case of Emergency, Call 911.

### REQUIRED

A properly-fitted life jacket and whistle/sound device are required by PA law on all vessels.

From November 1 - April 30, all boaters are required to wear life jackets per PA law.

### AVERAGE PADDLE SPEED

2 mph

### UPCOMING RIVER HAZARDS

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### IMPORTANT NOTES

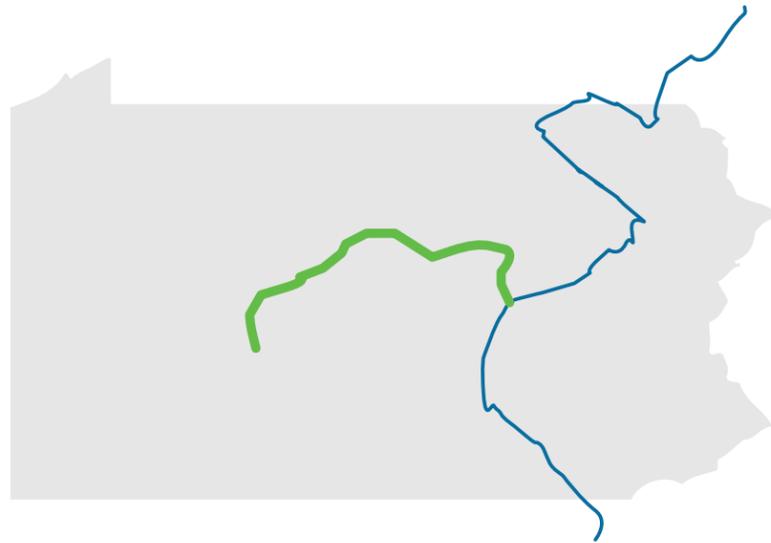
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esullamcorper. suscipit lobortis nisl ut aliquip ex ea commodo. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt quat aliquip ex ea commodo. m ipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Panel Size:  
1' - 1/4" x 1' - 3/8"

**FULL CONTENT OF MAP OVERVIEW PANEL** West Branch Shown -  
Information will change to reflect each Section.

Recommended point size for headlines: 29pt

# You are exploring the **West Branch** of the Susquehanna River Water Trails.



## YOUR LOCATION

Lock Haven Memorial Park Access

## ADDRESS

E Water St, Lock Haven, PA 17745  
41.138584884477865, -77.416437861889

## NEXT LAUNCH LOCATION

Lorem Ipsum

## WATER TRAIL MANAGER

**WATER TRAIL  
MANAGER**

Lorem ipsum  
555-000-0000

# For Your Safety, please consider the following information. In Case of Emergency, Call 911.

## REQUIRED

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From November 1 - April 30, all boaters are required to wear life jackets per PA law.

## AVERAGE PADDLE SPEED

2 mph

## UPCOMING RIVER HAZARDS

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## IMPORTANT NOTES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esullamcorper. suscipit lobortis nisl ut aliquip ex ea commodo. Lorem ipsum dolor

Recommended point size for body copy: 18pt

Recommended point size for secondary headlines: 16pt

SECTION OF MAP OVERVIEW PANEL AT FULL SIZE

Graphics will be to scale when viewed at 100% on screen or printed at 100%

Recommended point size for body copy: 18pt

Section of map shown for position only (FPO).  
All maps and section maps to be updated  
with most current version

Recommended point size for body copy: 18pt

# Section 10: 80.1 below Ferney Run to 67.5 east of Great Island



**River Mile 00.9, RR**  
○ **CAUTION: Grant Street Dam.** Duis autem vel eum iriure dolor in hendrerit in vulputate velit esullamcorper suscipit lobortis nisl ut aliquip ex ea commodo

**River Mile 00.0, RR**  
■ **Boom Island.** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt nsequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esullamcorper suscipit lobortis nisl ut aliquip ex ea commodo. m ipsum

● **River Mile 00.0, RR**  
■ **City of Lock Haven.** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt nsequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esullamcorper suscipit lobortis nisl ut aliquip ex ea commodo. m ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt nsequat. Duis autem vel eum

■ **The Levee.** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt nsequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esullamcorper suscipit lobortis nisl ut aliquip ex ea commodo. m ipsum dolor sit amet, consectetur

**River M**  
○ **CAUTI**  
dolor in  
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**River M**  
■ **PA-150t**  
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**River M**  
■ **Great Isl**  
**River M**  
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**River M**

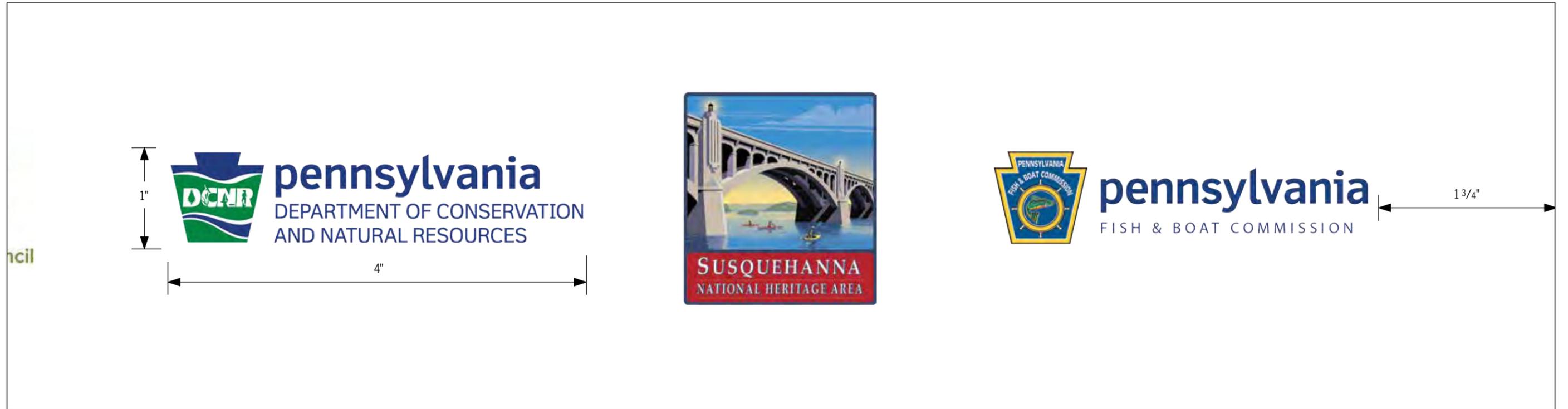
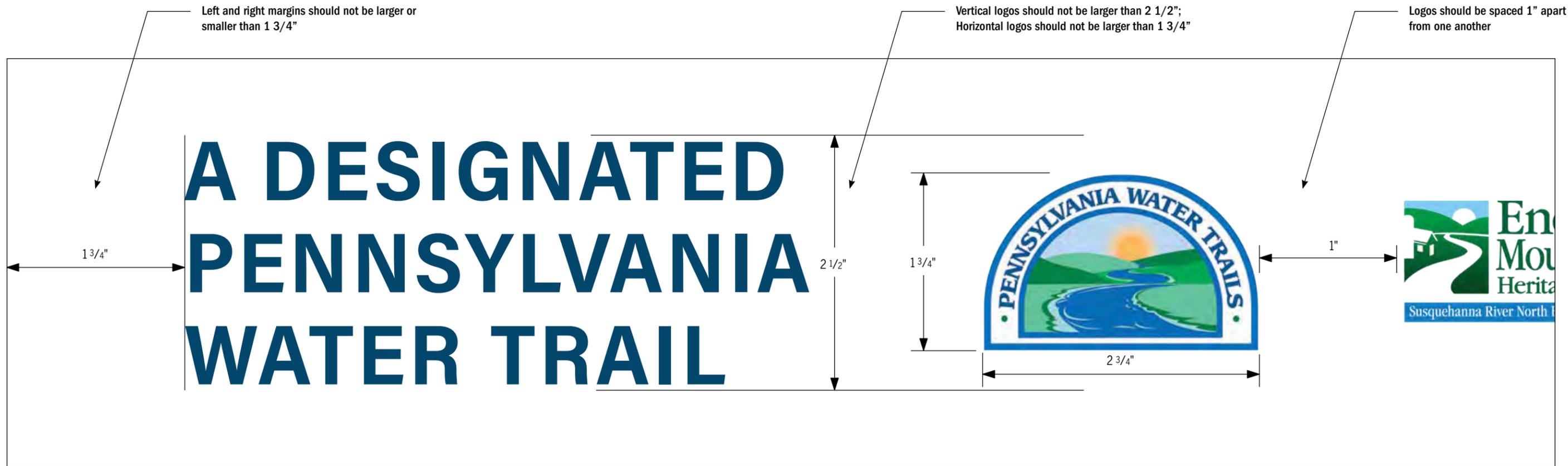
■ **River Mile 00.0, RR**  
**Location.** Lorem ipsum dolor sit amet, consectetur , sed diam nonummy nibh euismod tincidunt nsequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.

■ **River Mile 00.0, RR**  
**Location.**

■ **River Mile 00.0, RR**  
**Location**

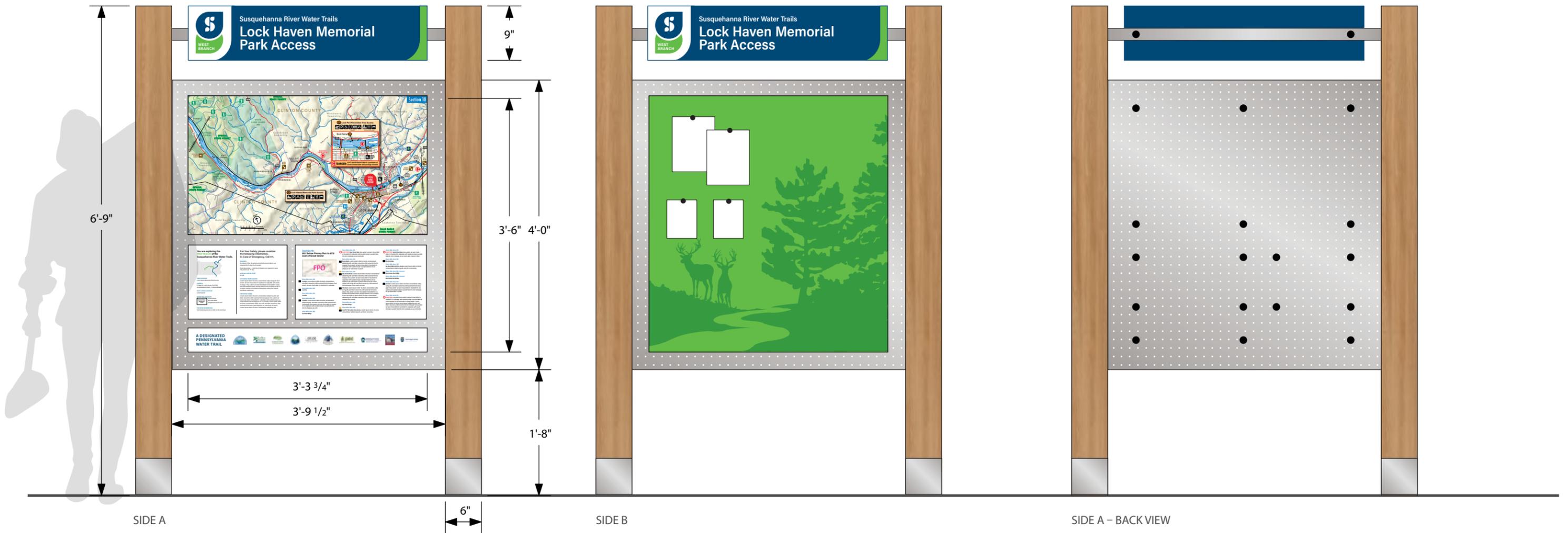
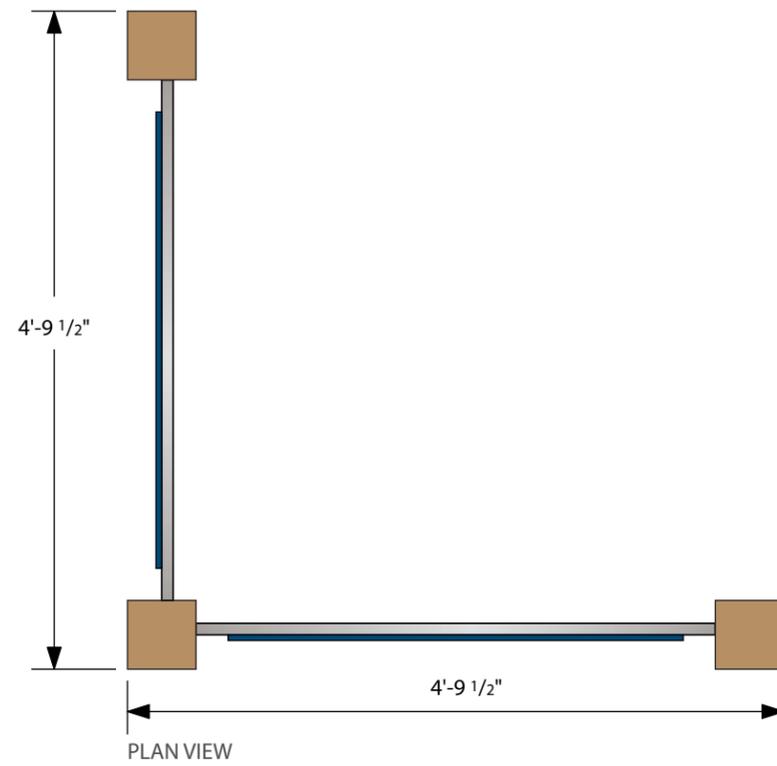
### SECTION OF MAP INFORMATION PANEL AT FULL SIZE

Graphics will be to scale when viewed at 100% on screen or printed at 100%



**SECTIONS OF ORGANIZATION LOGO PANEL AT FULL SIZE**  
 Graphics will be to scale when viewed at 100% on screen or printed at 100%

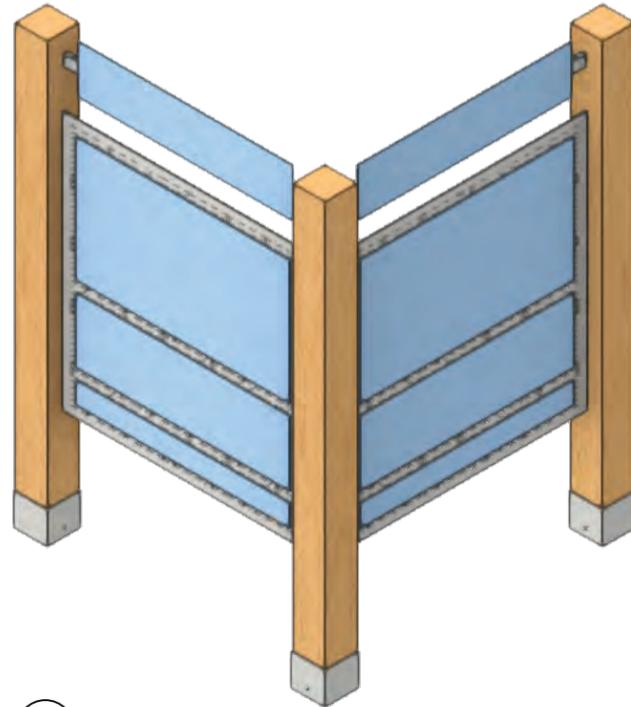
Site Kiosk  
Version 2



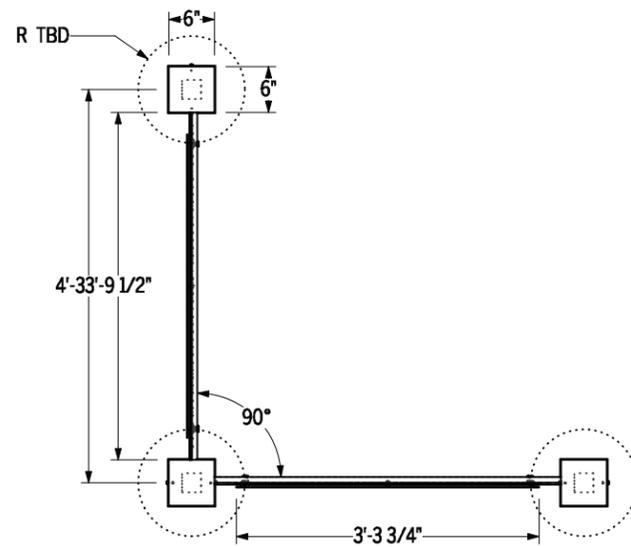


# Site Kiosk Version 2

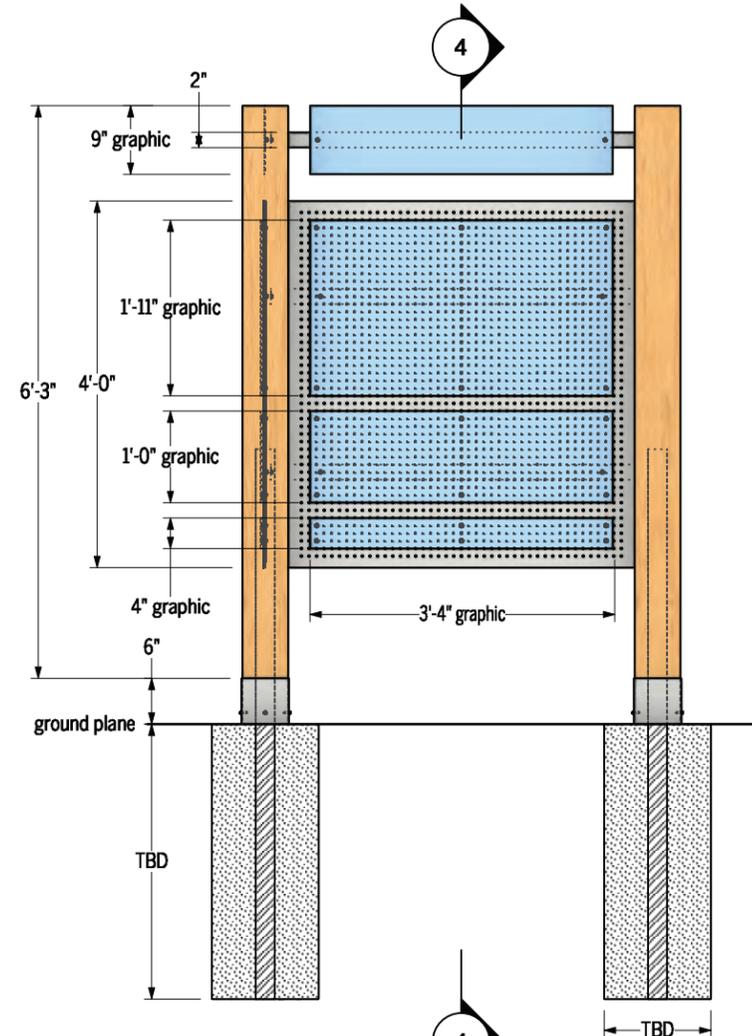
These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



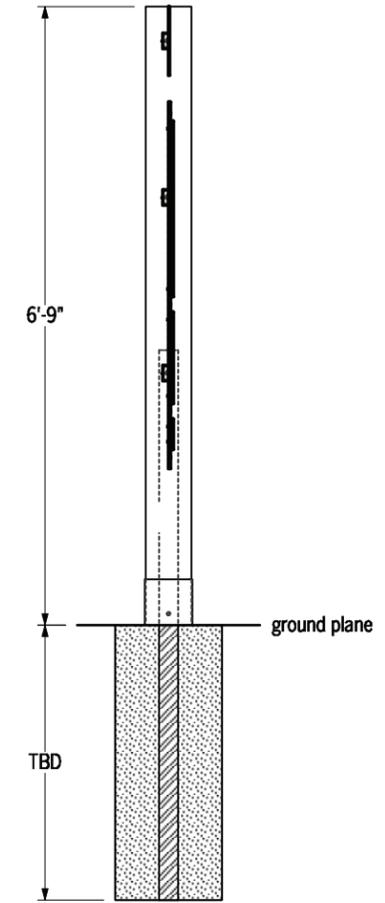
1 Site Kiosk V2  
Scale: 1/2" = 1'-0"



3 Plan  
Scale: 1/2" = 1'-0"

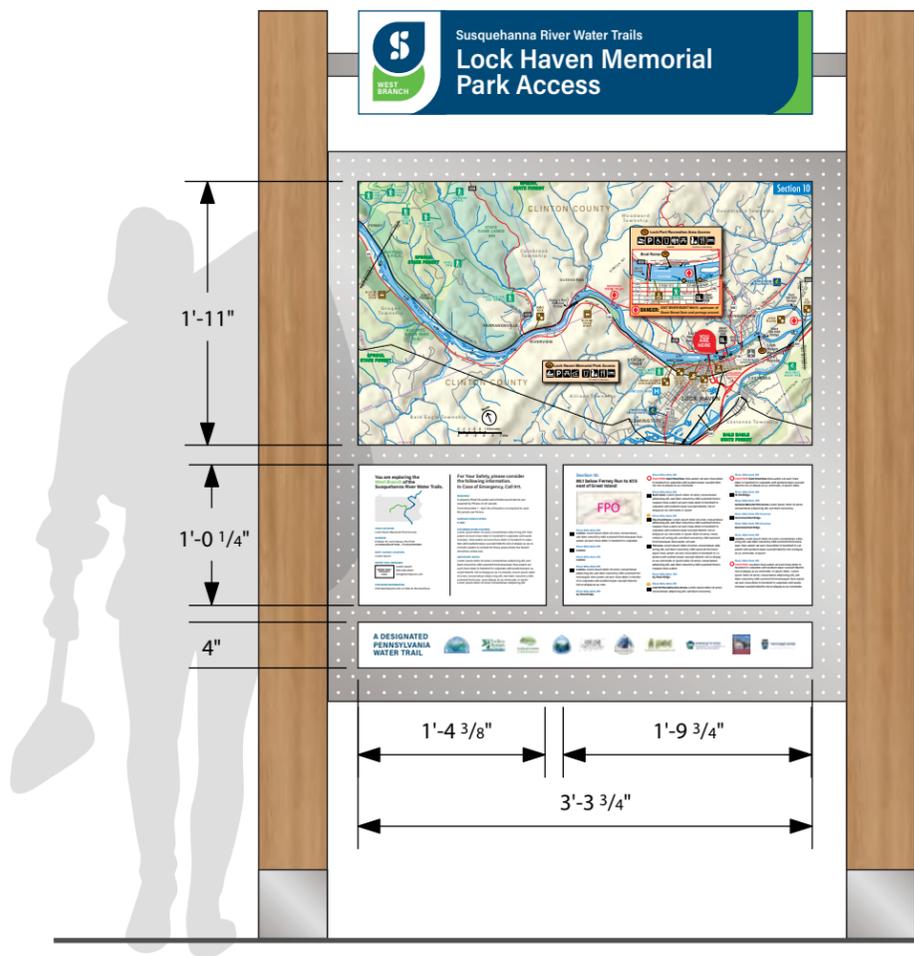


2 Front Elevation  
Scale: 1/2" = 1'-0"

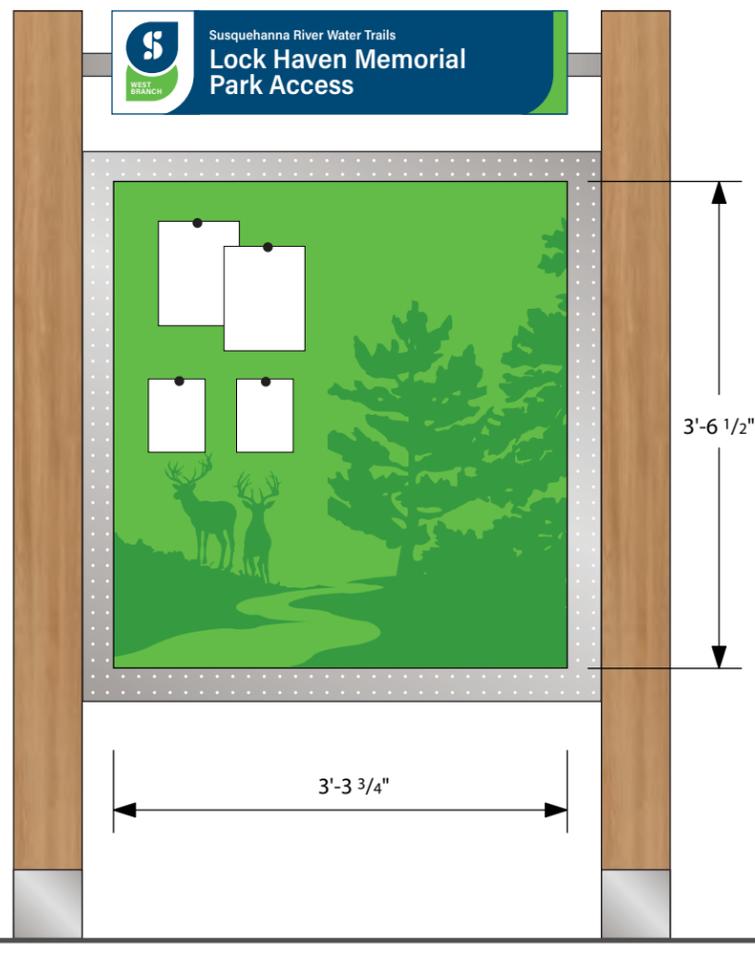


4 Section Right  
Scale: 1/2" = 1'-0"

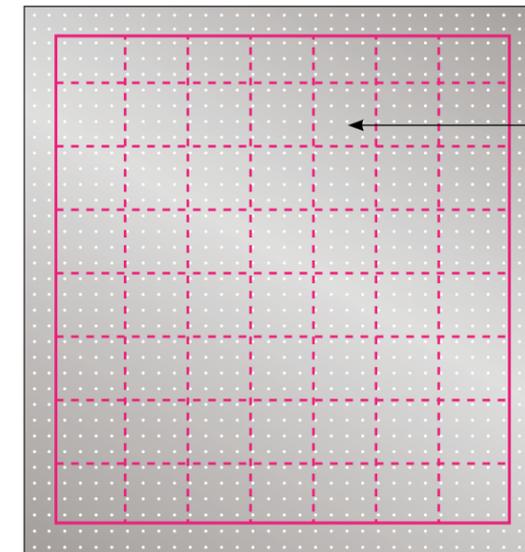
Site Kiosk  
Version 2  
Panel Configurations  
for Horizontal Maps



SIDE A

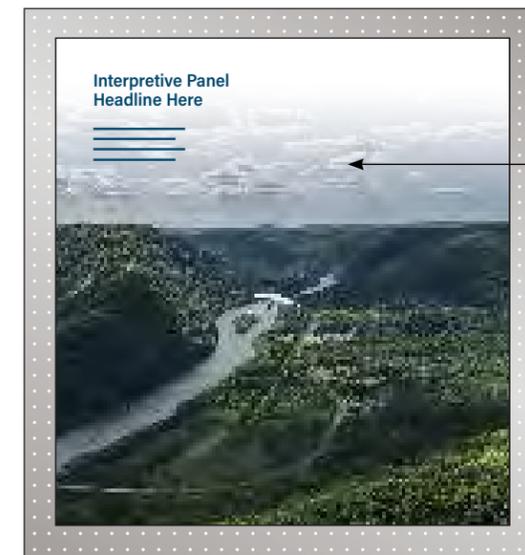


SIDE B



Option to create custom configuration within the area outlined in pink based on branch manager needs

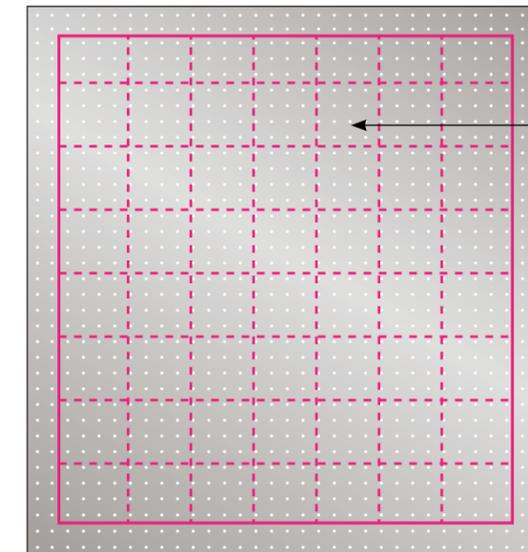
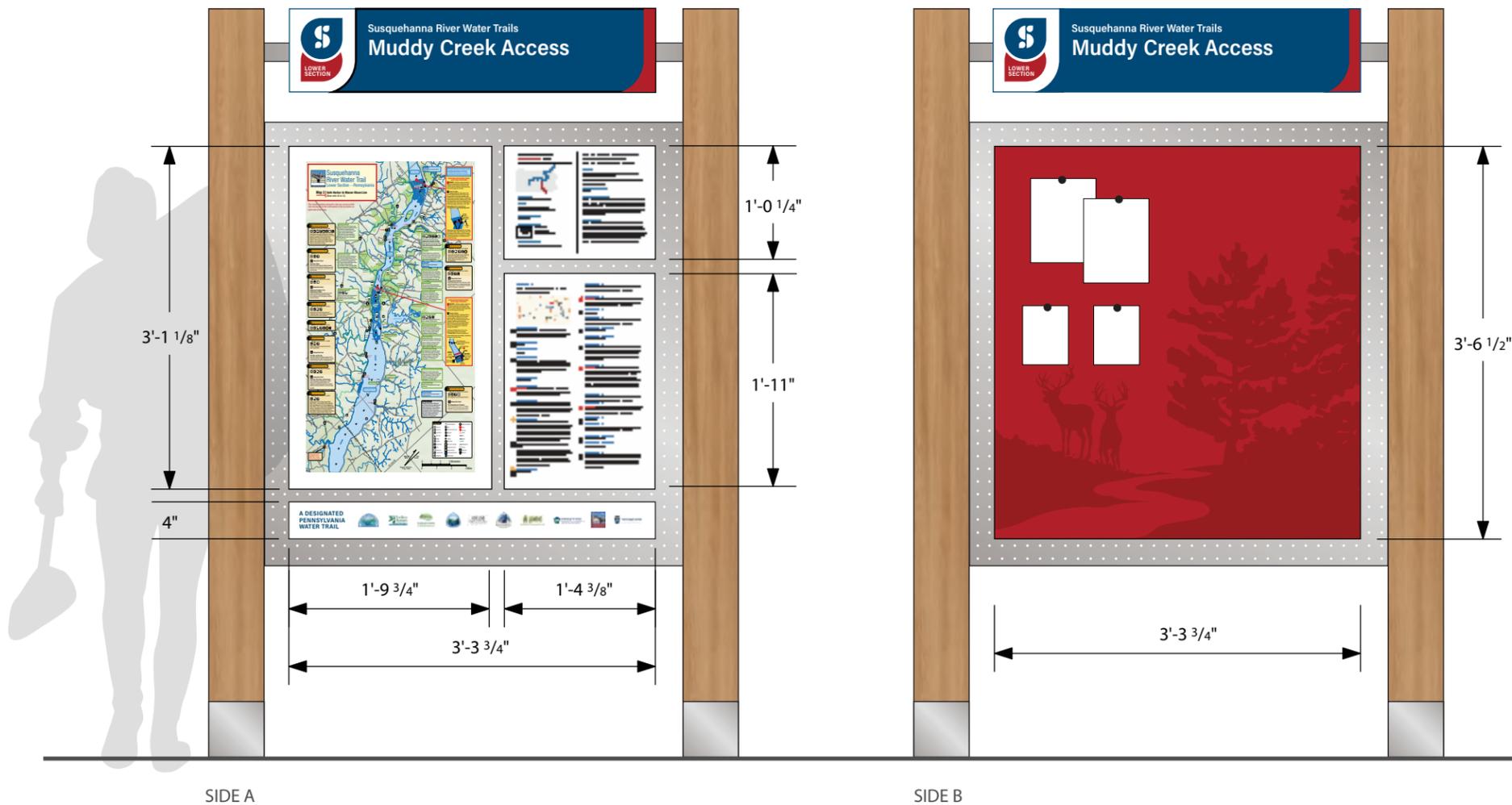
HORIZONTAL MAP CONFIGURATION 3



Option to include interpretive panel

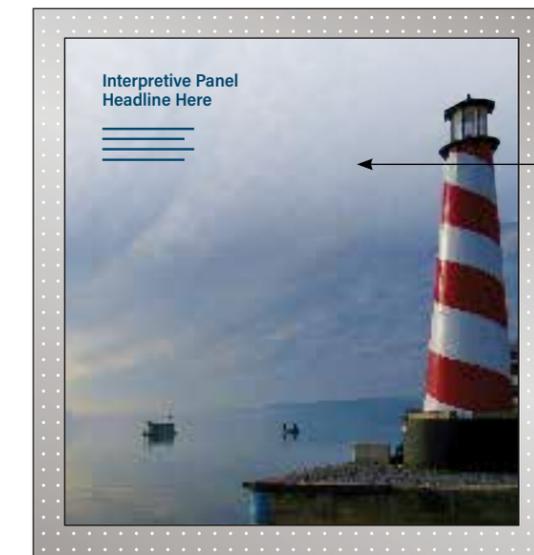
HORIZONTAL MAP CONFIGURATION 2

Site Kiosk  
Version 2  
Panel Configurations  
for Vertical Maps



Option to create custom configuration within the area outlined in pink based on branch manager needs

VERTICAL MAP CONFIGURATION 3



Option to include interpretive panel

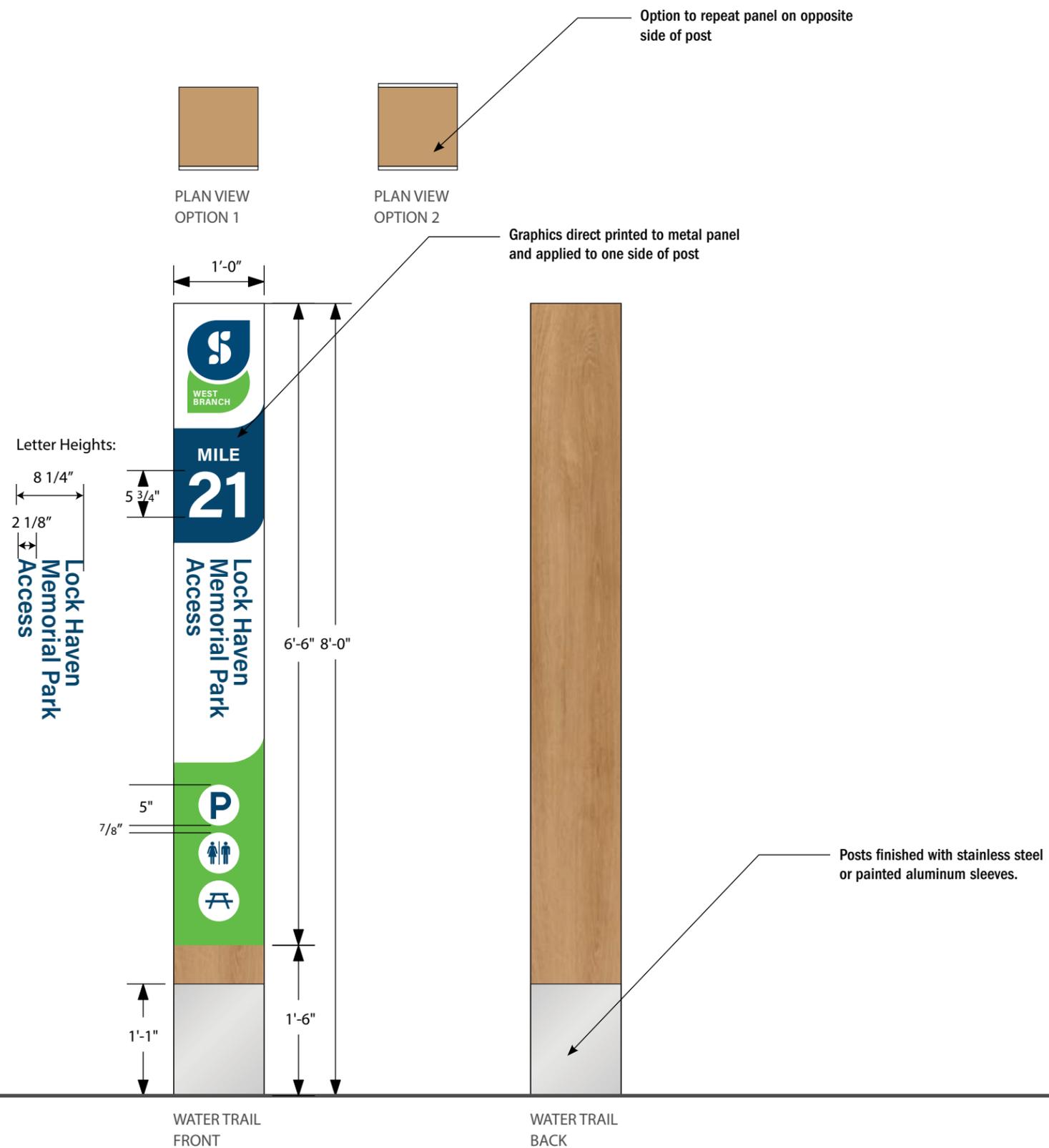
VERTICAL MAP CONFIGURATION 2

Site Kiosk  
Version 2  
All Branches



# Water Trail Access Wayfinding

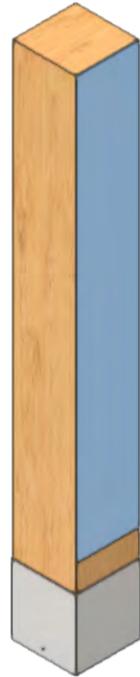
## Viewed from water



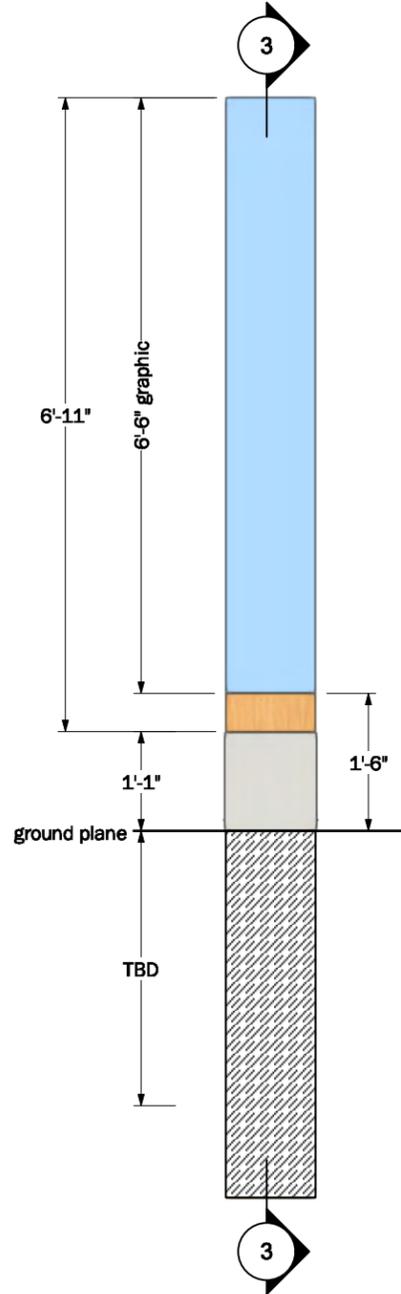
EXAMPLE OF MATERIALS

# Water Trail Access Wayfinding

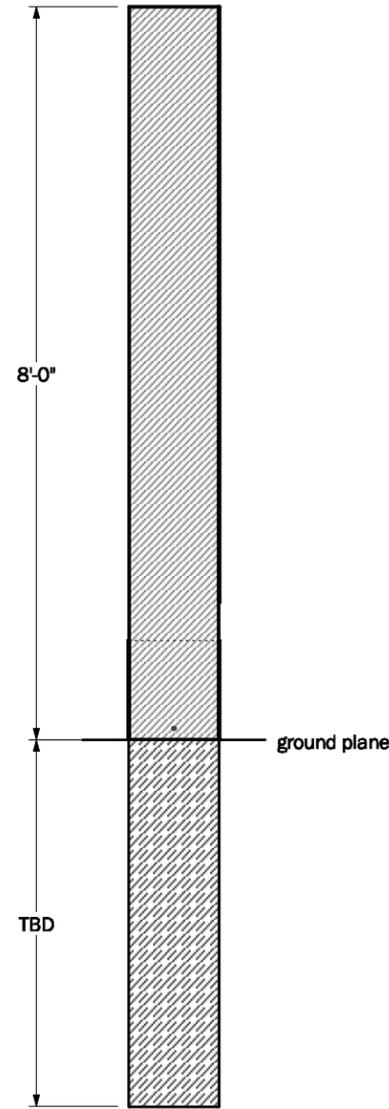
These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



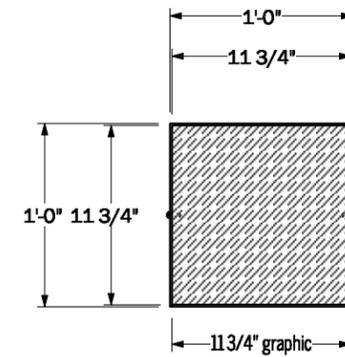
1 **Water Trail Wayfinding**  
Scale: 1/2" = 1'-0"



2 **Front Elevation**  
Scale: 1/2" = 1'-0"



3 **Section Right**  
Scale: 1/2" = 1'-0"



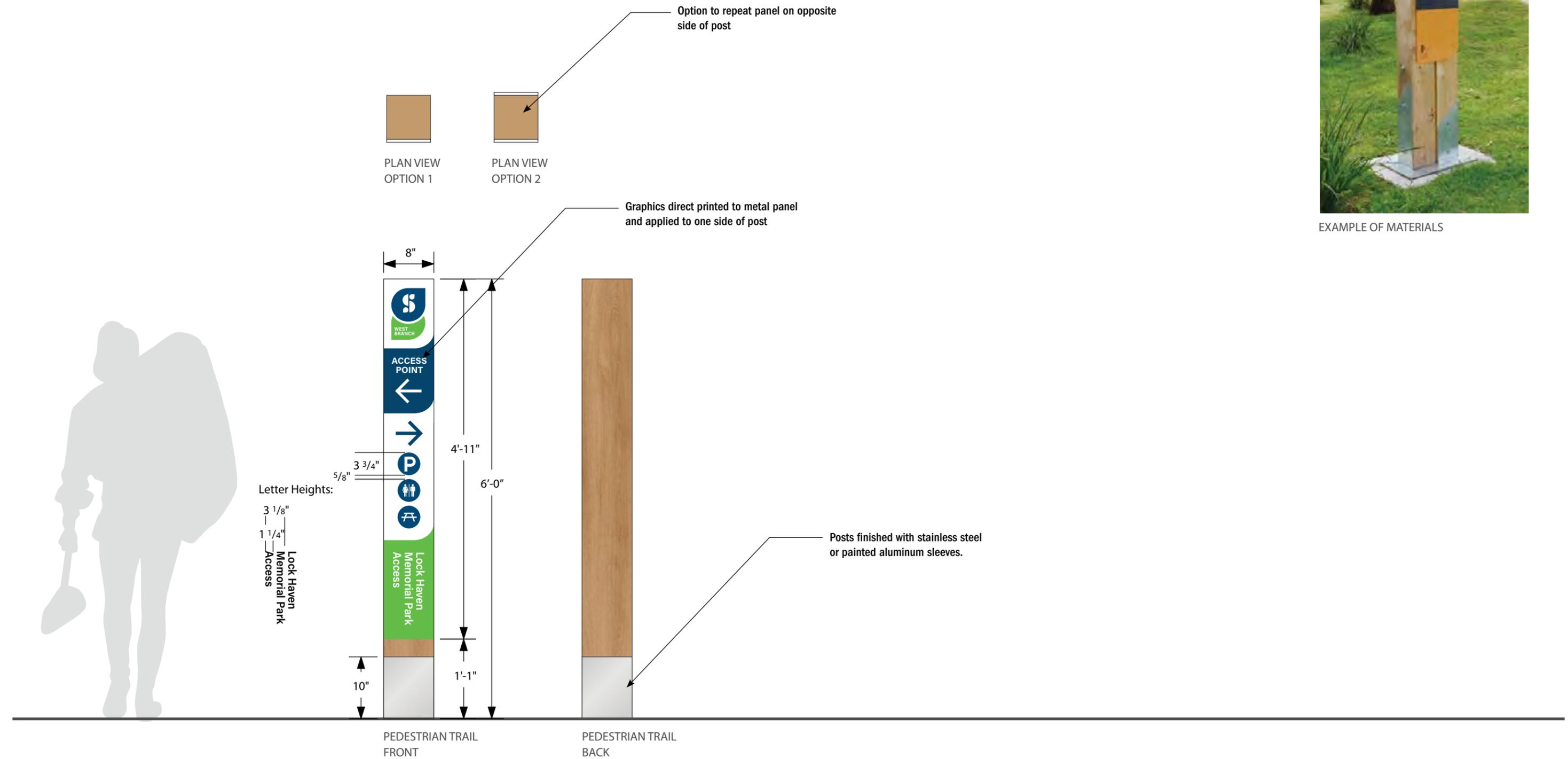
4 **Plan**  
Scale: 1" = 1'-0"

# Pedestrian Wayfinding

## All Branches



EXAMPLE OF MATERIALS

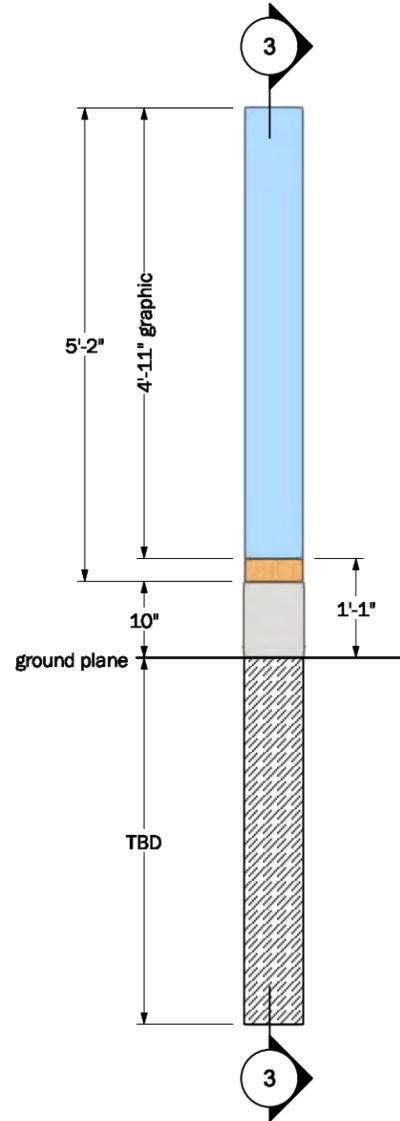


# Pedestrian Wayfinding

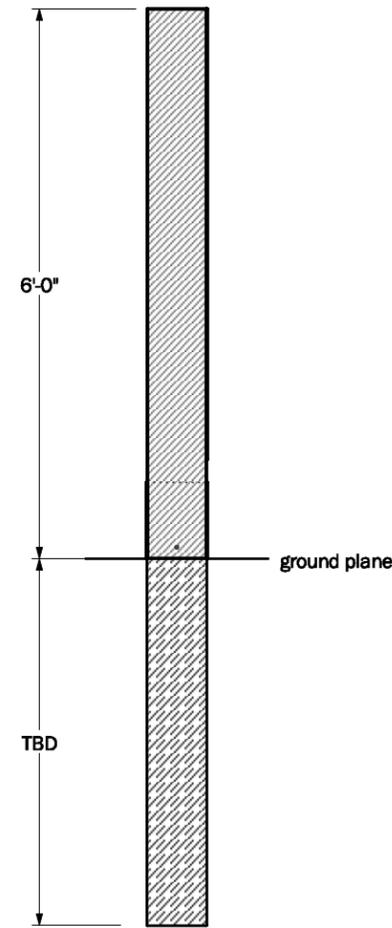
These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



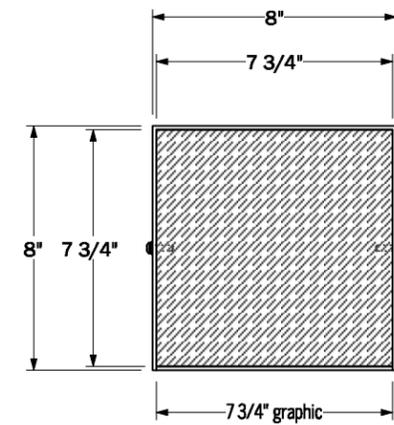
1 **Pedestrian Wayfinding**  
Scale: 1/2" = 1'-0"



2 **Front Elevation**  
Scale: 1/2" = 1'-0"



3 **Section Right**  
Scale: 1/2" = 1'-0"



4 **Plan**  
Scale: 2" = 1'-0"

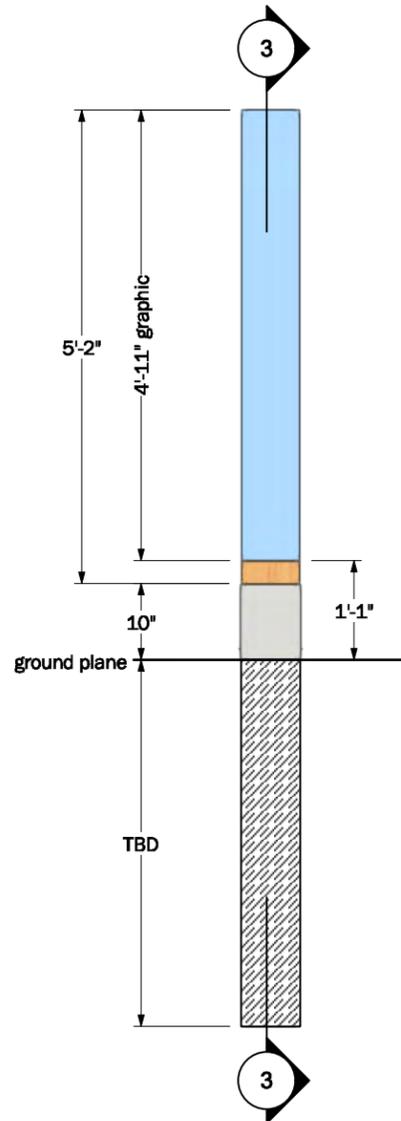


# Pedestrian Wayfinding

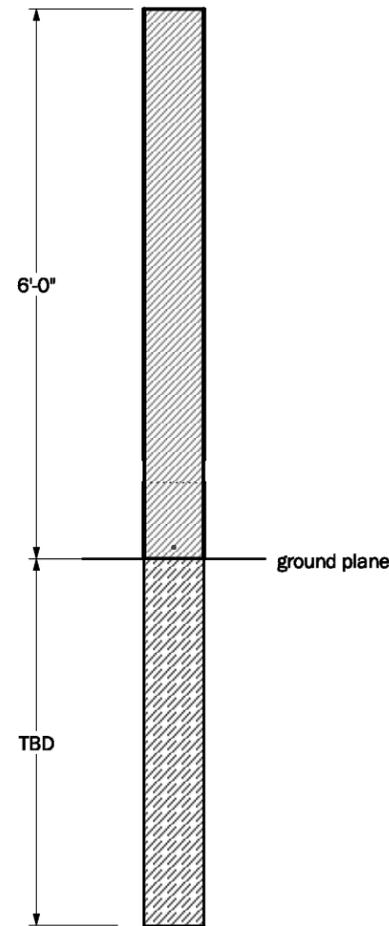
These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



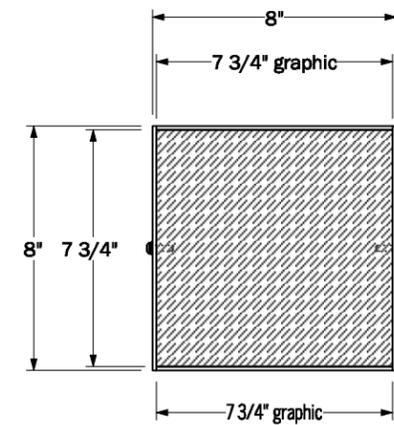
1 Pedestrian Wayfinding - Op 2  
Scale: 1/2" = 1'-0"



2 Front Elevation  
Scale: 1/2" = 1'-0"



3 Section Right  
Scale: 1/2" = 1'-0"



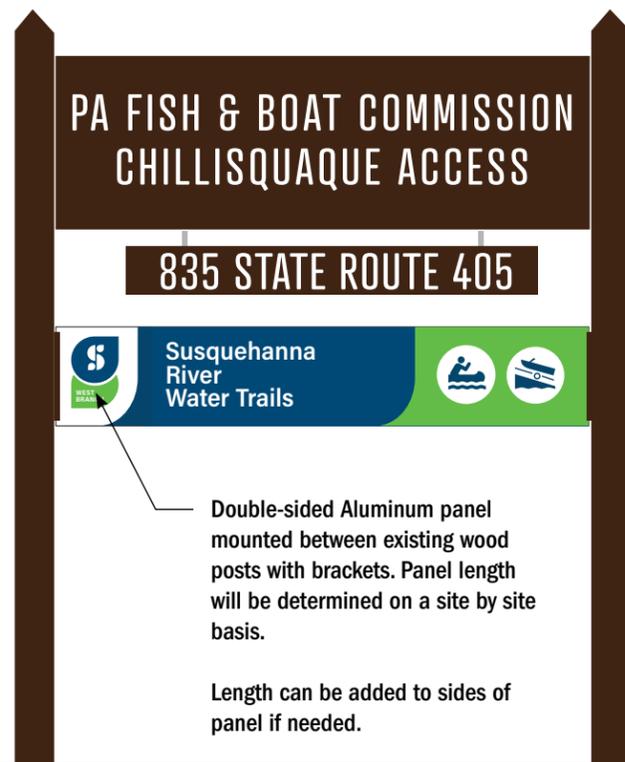
4 Plan  
Scale: 2" = 1'-0"

# Brand applied to Existing Signage

**NOTE:**  
 Manager should decide on Design Option for their section, depending on the content on the existing sign.



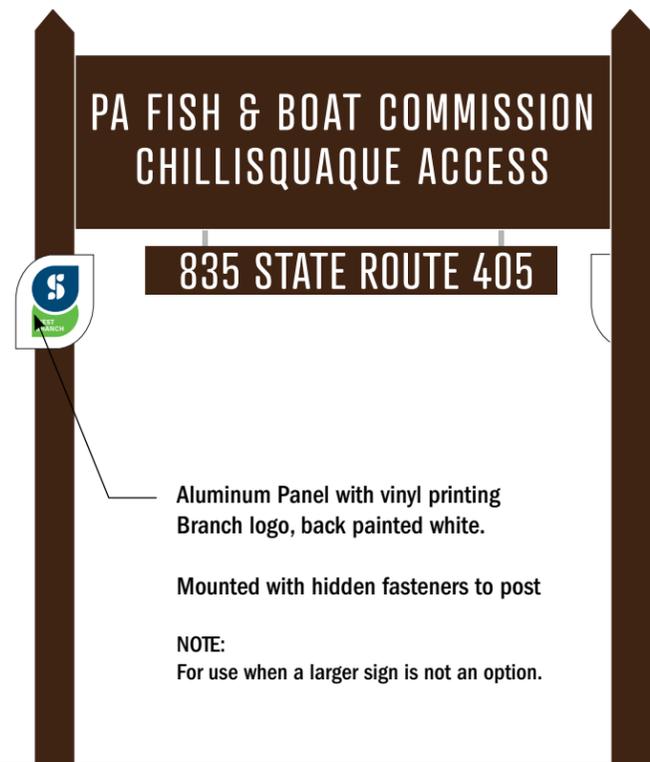
PA FISH & BOAT COMMISSION SIGN - ACCESS OPTION



Double-sided Aluminum panel mounted between existing wood posts with brackets. Panel length will be determined on a site by site basis.

Length can be added to sides of panel if needed.

PA FISH & BOAT COMMISSION SIGN - TYPICAL

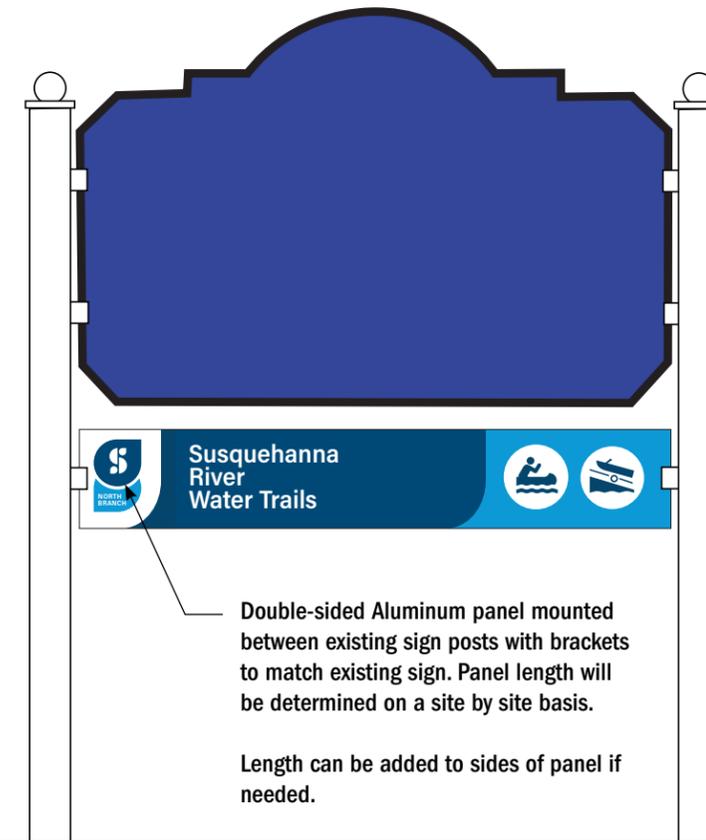


Aluminum Panel with vinyl printing  
 Branch logo, back painted white.

Mounted with hidden fasteners to post

**NOTE:**  
 For use when a larger sign is not an option.

PA FISH & BOAT COMMISSION SIGNS (PENNDOT & WOOD VERSIONS)  
 SMALL SECTION LOGO OPTION



Double-sided Aluminum panel mounted between existing sign posts with brackets to match existing sign. Panel length will be determined on a site by site basis.

Length can be added to sides of panel if needed.

PARK SIGN - MOUNTING METHOD MATCHES EXISTING SIGN



# Regulatory Signage Small, Medium & Large

ALL SIGNS ARE PRINTED ON REFLECTIVE VINYL  
LAYOUTS ARE EXAMPLES ONLY

DESIGN OPTION 1



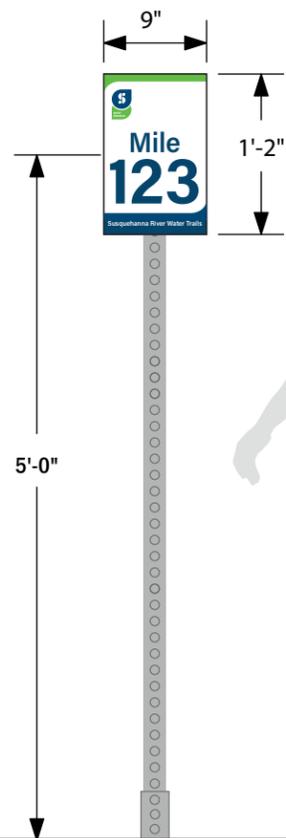
Manager should decide on Design Option for their section, keeping in mind the goal of maximum visibility in the sign surroundings.

DESIGN OPTION 2



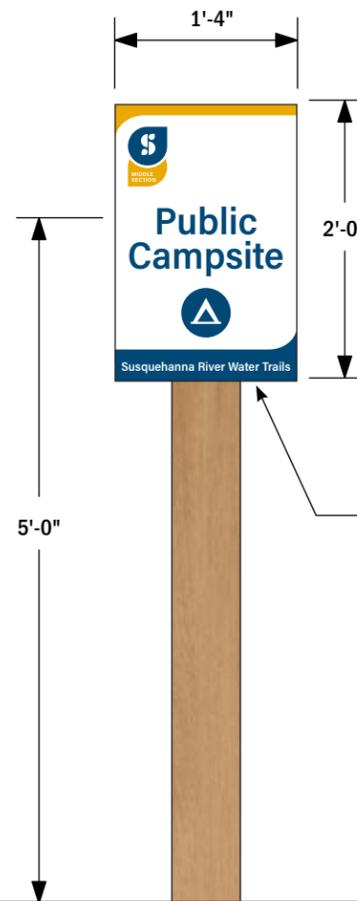
BRANCH COLORS

BRANCH COLORS



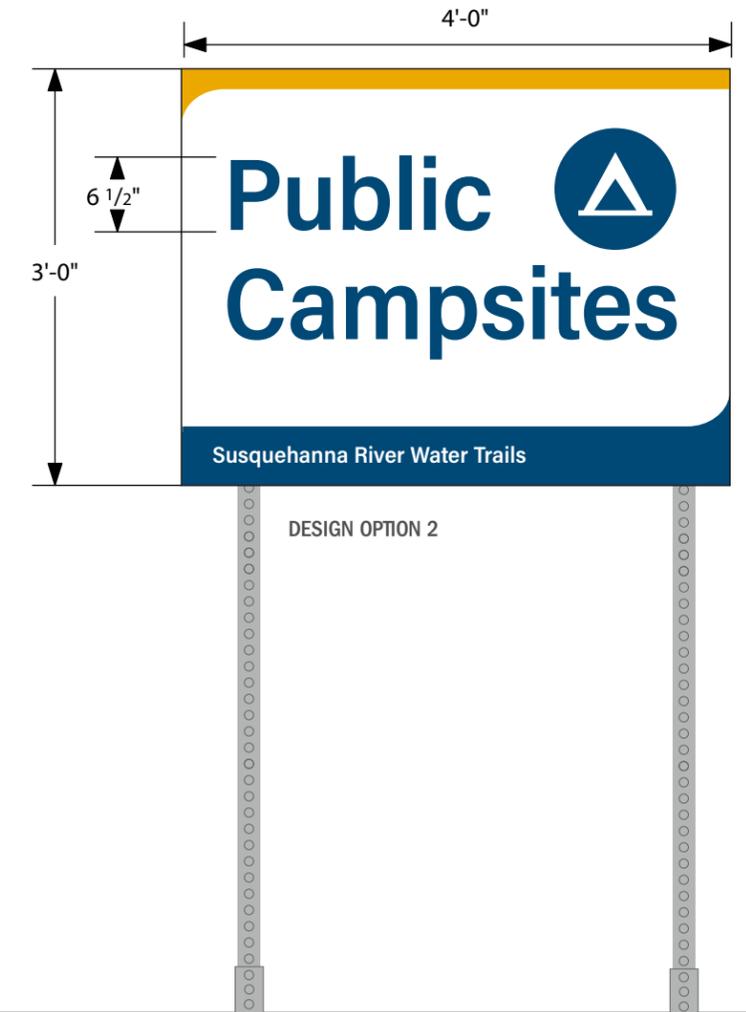
In cases where there are multiple icons, icons should be displayed horizontally. Pink lines for reference of placement only

NOTE:  
Center text and icons on sign, if there are 2 icons - center icons on sign.



Aluminum panels mounted to single wood post or tree

Posts could be metal or wood if needed or desired in certain instances or locations



SMALL PEDESTRIAN REGULATORY SIGNS SEEN ON LAND  
MOUNT TO TREES OR ON 2" SQUARE METAL POSTS

MEDIUM REGULATORY SIGNS - SEEN FROM WATER AND LAND  
MOUNT TO TREES OR ON SINGLE WOOD POSTS

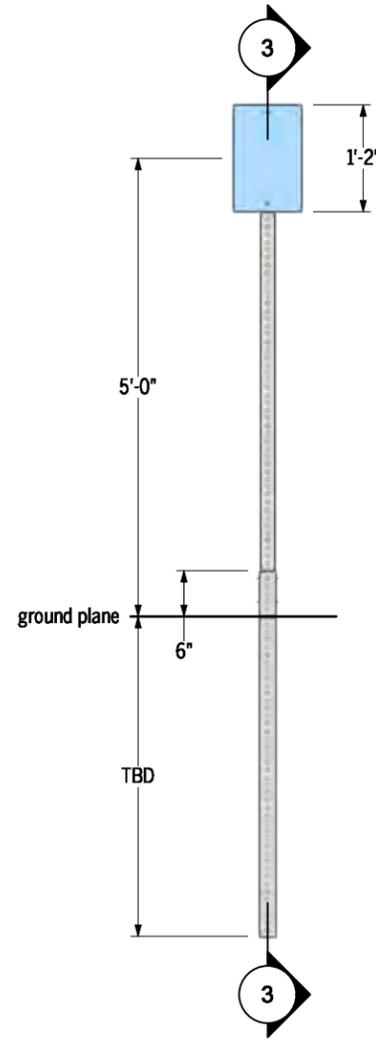
LARGE REGULATORY SIGNS - SEEN FROM WATER  
MOUNT TO DOUBLE POSTS (WOOD OR METAL)

# Small Regulatory Signage

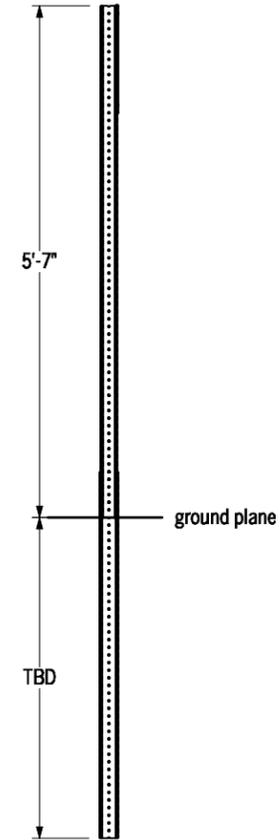
These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



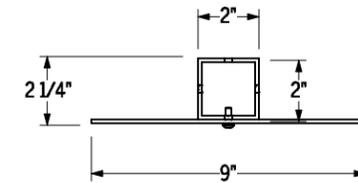
1 **Small Regulatory**  
Scale: 1/2" = 1'-0"



2 **Front Elevation**  
Scale: 1/2" = 1'-0"



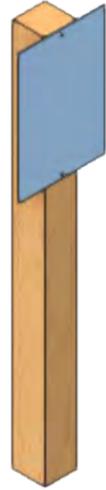
3 **Section Right**  
Scale: 1/2" = 1'-0"



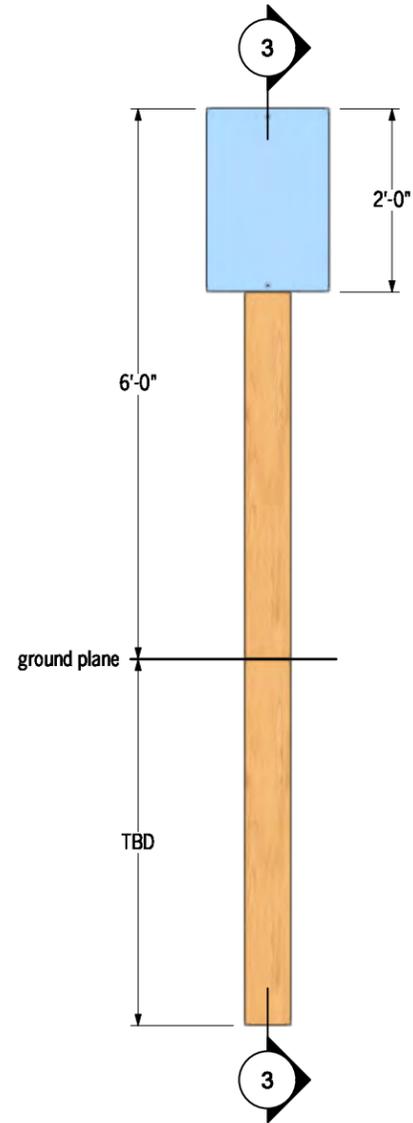
4 **Plan**  
Scale: 2" = 1'-0"

# Medium Regulatory Signage

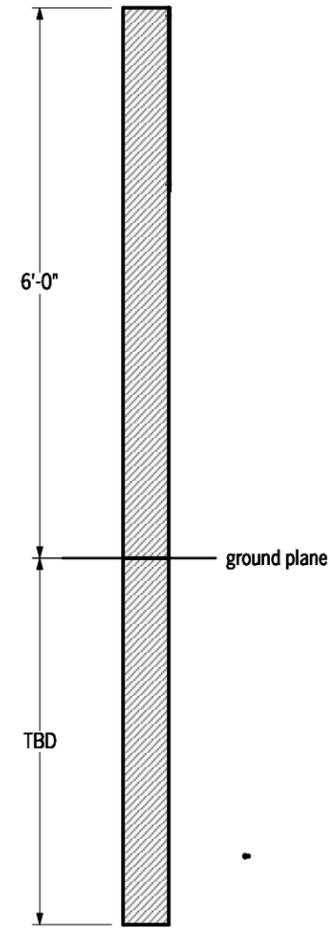
These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



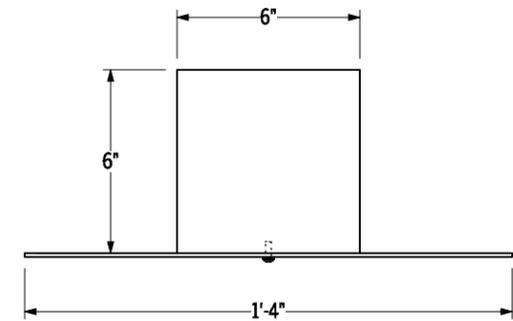
1 **Medium Regulatory**  
Scale: 1/2" = 1'-0"



2 **Front Elevation**  
Scale: 1/2" = 1'-0"



3 **Section Right**  
Scale: 1/2" = 1'-0"



4 **Plan**  
Scale: 2" = 1'-0"

# Caution Signage

**NOTE: All signs are printed on reflective aluminum signage material**



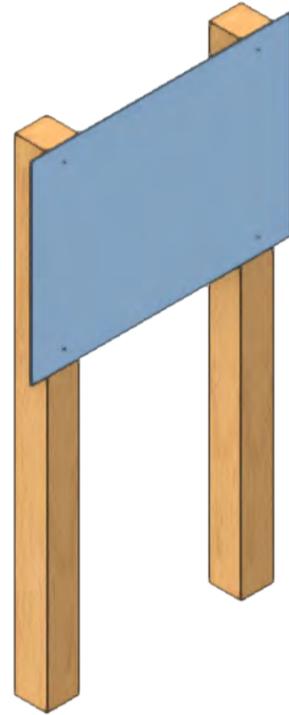
LARGE HORIZONTAL CAUTION SIGNS - 2" METAL POSTS  
MOUNTED FROM RIVERBANK (SINGLE PANEL)

LARGE VERTICAL CAUTION SIGNS - 2" METAL POSTS  
MOUNTED FROM RIVERBANK (SINGLE PANEL)

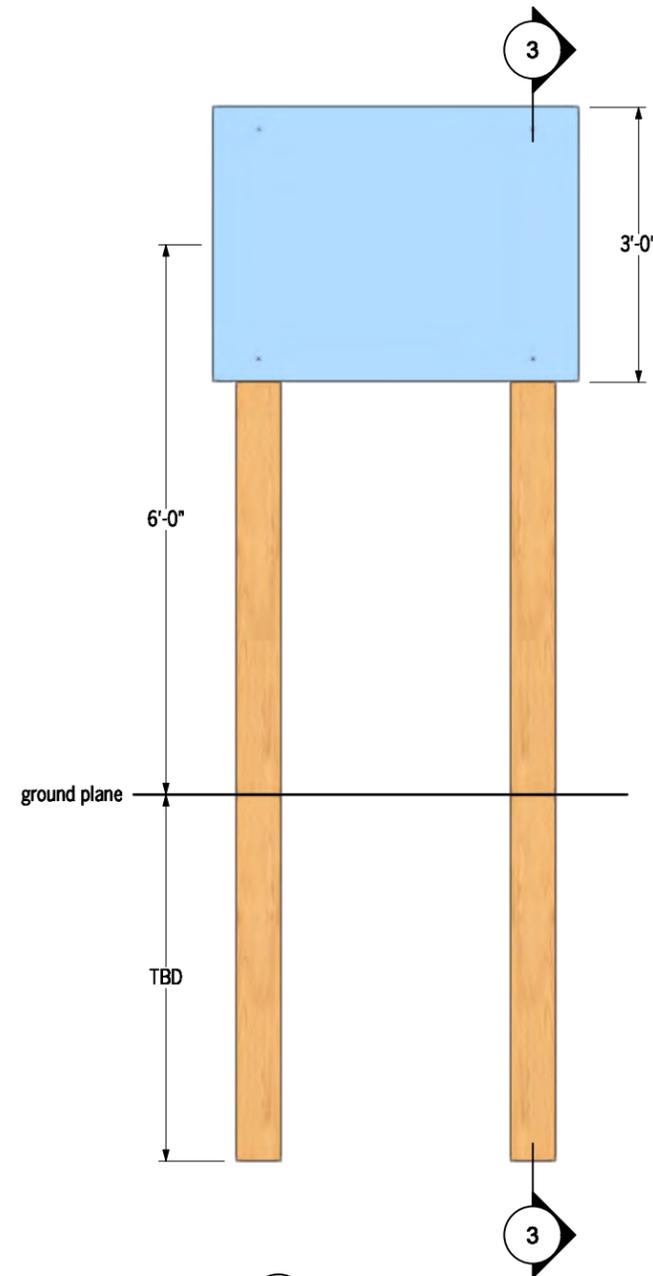
LARGE CAUTION SIGNS -  
SUSPENDED OVER WATER OR MOUNT ON EXISTING STRUCTURES

# Caution Signage

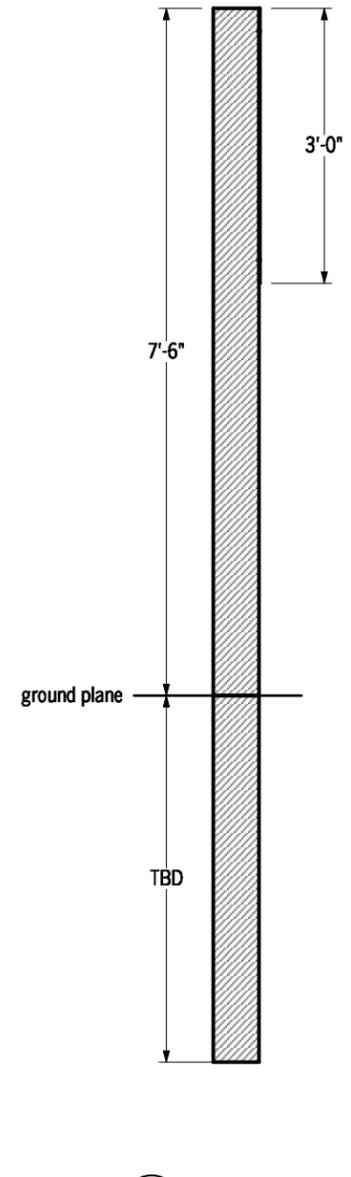
These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



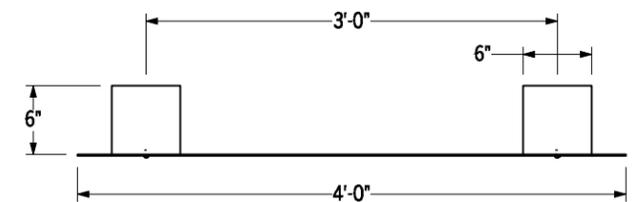
1 **Large Regulatory Wood Posts**  
Scale: 1/2" = 1'-0"



2 **Front Elevation**  
Scale: 1/2" = 1'-0"



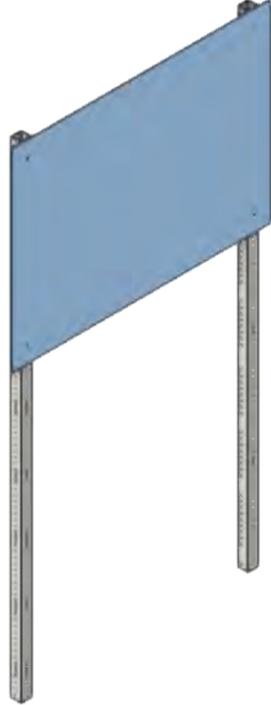
3 **Front Elevation**  
Scale: 1/2" = 1'-0"



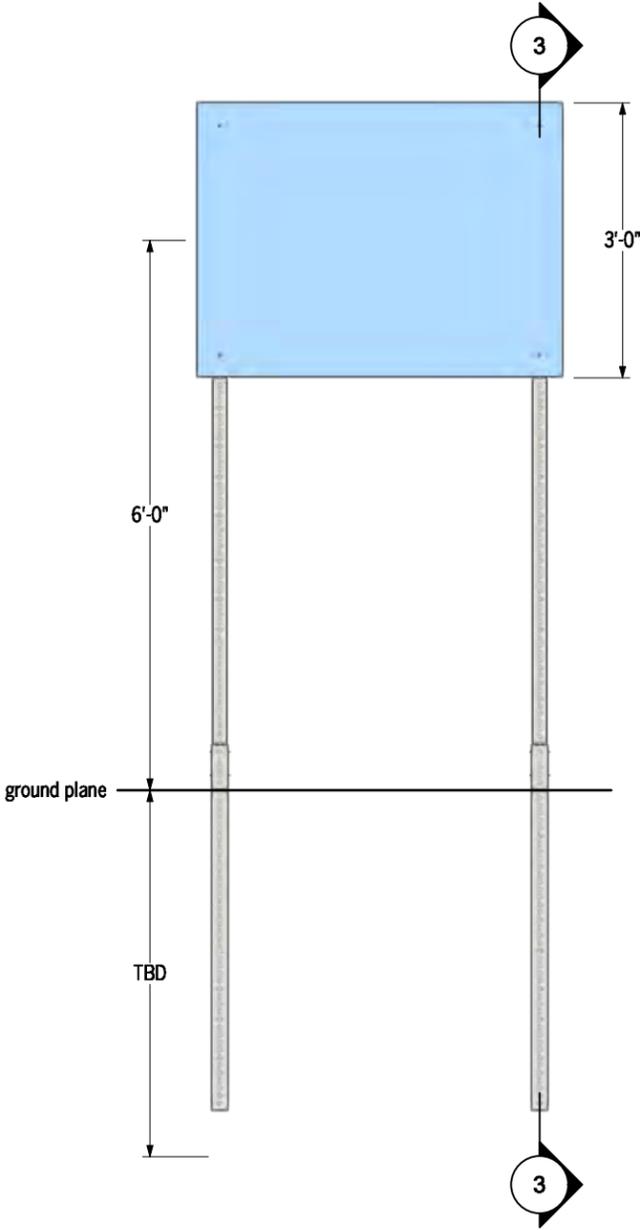
4 **Plan**  
Scale: 3/4" = 1'-0"

# Caution Signage

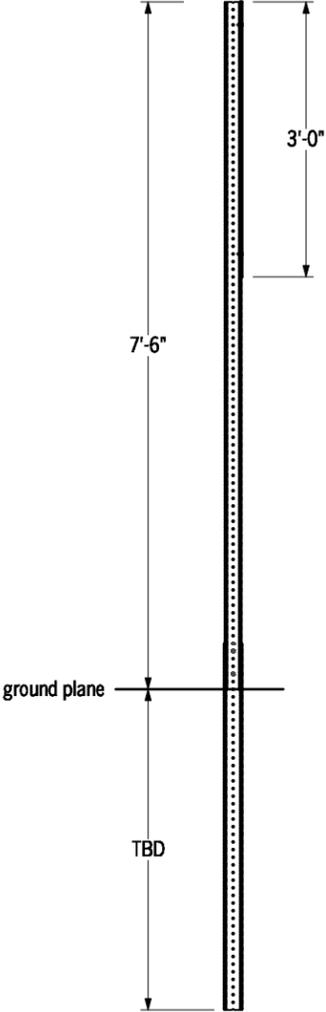
These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



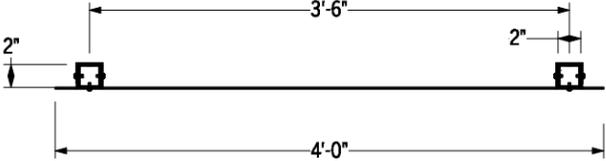
1 Large Regulatory (H) Metal Posts  
Scale: 1/2" = 1'-0"



2 Front Elevation  
Scale: 1/2" = 1'-0"



3 Section Right  
Scale: 1/2" = 1'-0"

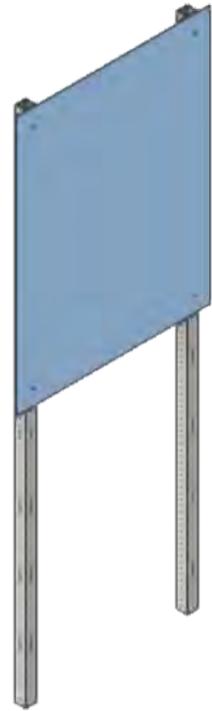


4 Plan  
Scale: 3/4" = 1'-0"

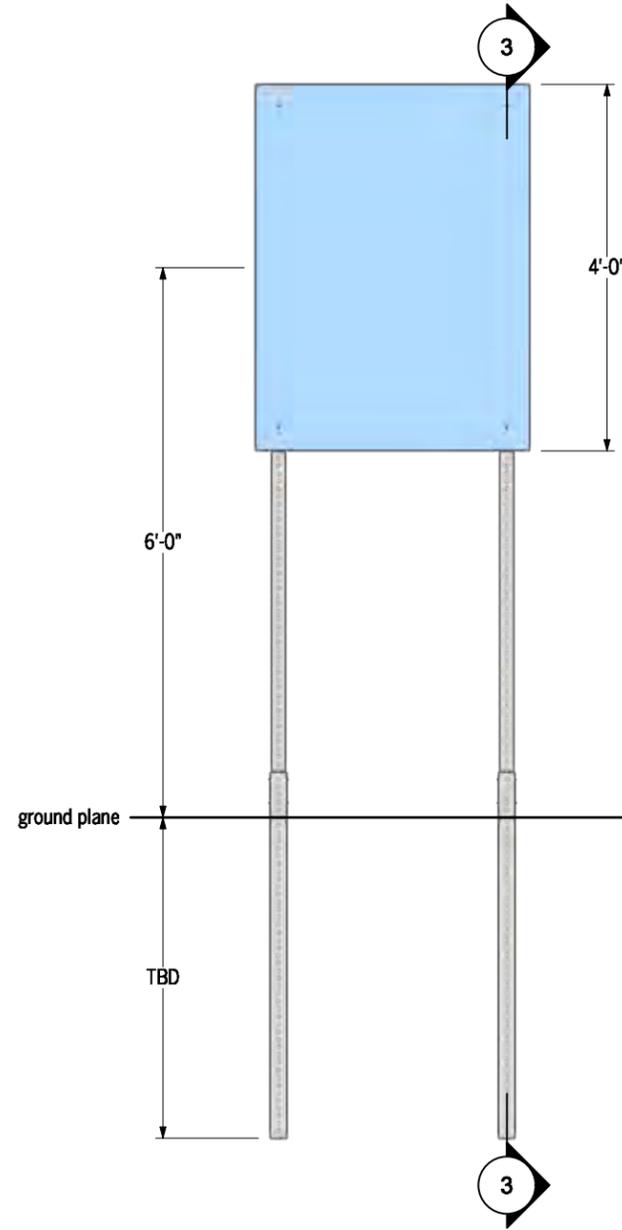


# Caution Signage

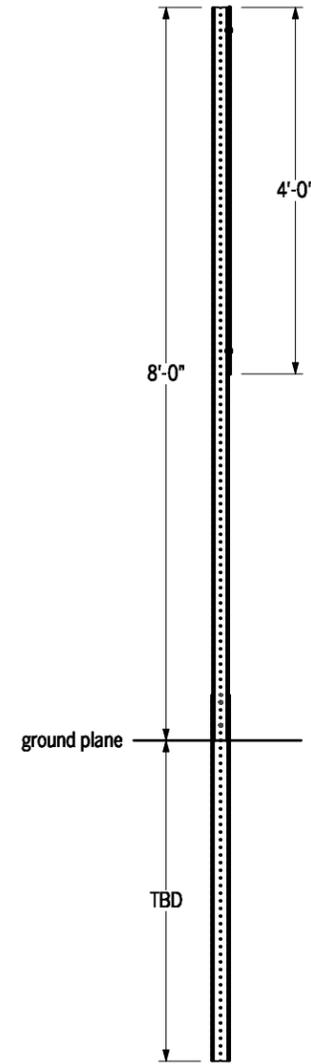
These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



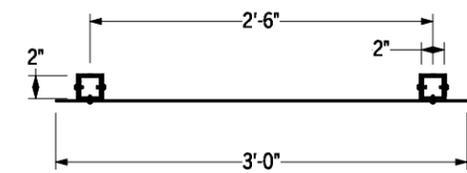
1 **Large Regulatory (V)**  
Scale: 1/2" = 1'-0"



2 **Front Elevation**  
Scale: 1/2" = 1'-0"



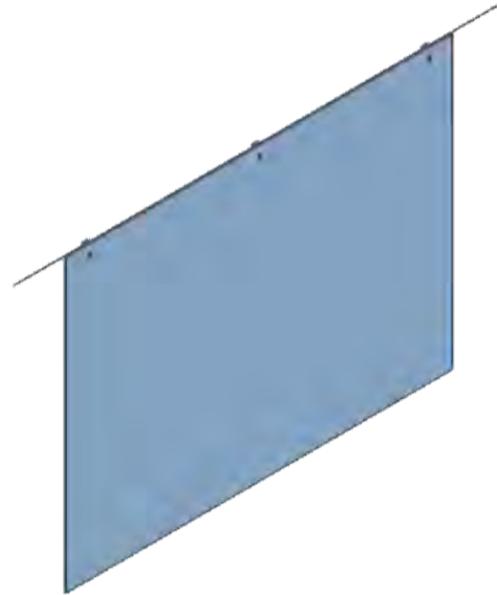
3 **Section Right**  
Scale: 1/2" = 1'-0"



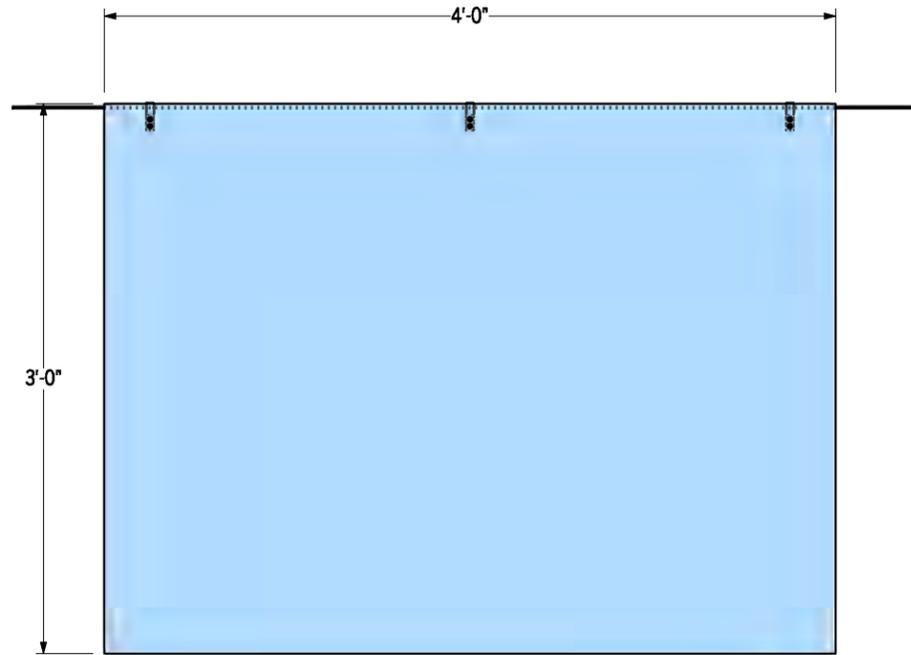
4 **Plan**  
Scale: 3/4" = 1'-0"

# Caution Signage

These drawings indicate design intent. Construction drawings and engineering for build will be provided by fabricator. Drawing details can be added to the guidelines as an addendum after initial fabrication.



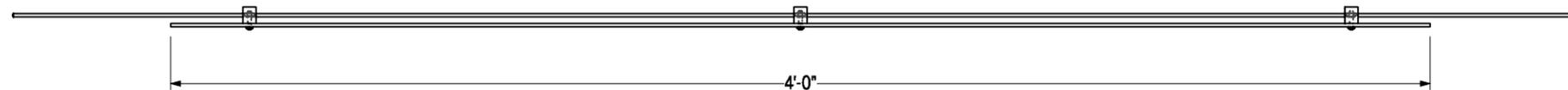
1 **Large Regulatory Suspended**  
Scale: 3/4" = 1'-0"



2 **Front Elevation**  
Scale: 1" = 1'-0"



3 **Front Elevation**  
Scale: 1" = 1'-0"

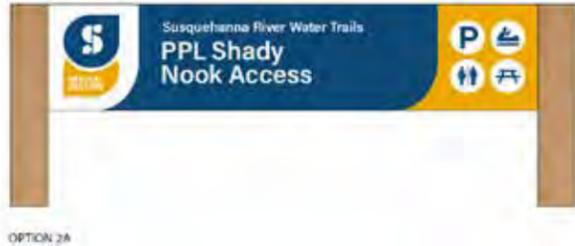


4 **Plan**  
Scale: 2" = 1'-0"

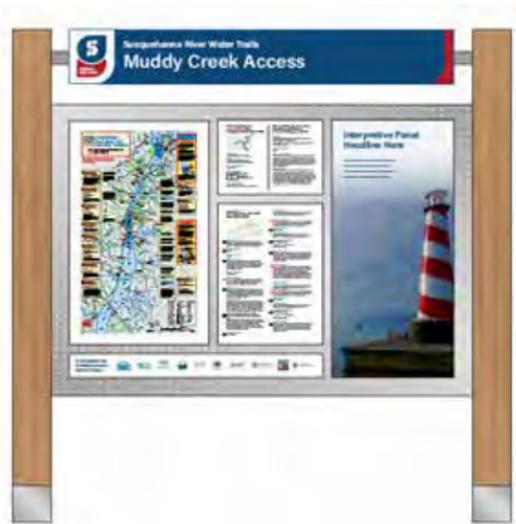
Susquehanna River Water Trails

Cost Projections for Planning

Susquehanna River Water Trail  
 Wayfinding Signage Family  
 Per-Unit Pricing Projections for Fabrication Only (does not include installation)

Sign Type	Description	Page Reference	Low Cost	High Cost	Image Reference
Site Access – Option 1	Double-sided sign panel with precast concrete base	39-40	\$7,500	\$8,000	
Site Access – Option 2	Double-sided sign panel with Wood Posts	41-42	\$3,600	\$4,000	
	Double-sided with Stainless Steel Posts	41,43	\$3,700	\$5,000	
	Double-sided with aluminum posts with stock wood grain powder coat	41,43	\$3,400	\$3,800	
Site Access – Option 3A	Double-sided with Precast Concrete Base	44-45	\$3,600	\$4,000	
Site Access – Option 3B	Double-sided blade sign direct buried	44,46	\$2,900	\$3,200	

Susquehanna River Water Trail  
 Wayfinding Signage Family  
 Per-Unit Pricing Projections for Fabrication Only (does not include installation)

Sign Type	Description	Page Reference	Low Cost	High Cost	Image Reference
Site Kiosk – Option 1A (with shade Structure)	Modular single-sided kiosk with wood posts, shade structure, and applied graphic panels	48-49	\$7,200	\$7,600	
	Option for aluminum posts with stock wood grain powder coat	48-49	\$6,900	\$7,200	
Site Kiosk – Option 1B (no shade structure)	Modular single-sided kiosk with wood posts, and applied graphic panels	50-51	\$5,300	\$5,700	
	Option for aluminum posts with stock wood grain powder coat	50-51	\$5,000	\$5,500	

OPTION 1A

OPTION 1B

Susquehanna River Water Trail  
 Wayfinding Signage Family  
 Per-Unit Pricing Projections for Fabrication Only (does not include installation)

Sign Type	Description	Page Reference	Low Cost	High Cost	Image Reference
Site Kiosk - Option 2	Modular L-shaped single-sided kiosk with wood posts, and applied graphic panels	58-59	\$6,900	\$7,200	 <p>OPTION 2</p>
	Option for aluminum posts with stock wood grain powder coat	58-59	\$6,600	\$7,000	
Water trail Access	Single-sided wood post wayfinding	61-62	\$3,300	\$3,700	
	Option for single-sided with aluminum posts with stock wood grain powder coat	64-65	\$2,600	\$3,000	
	Double-sided wood post wayfinding	64-65	\$3,800	\$4,200	
	Option for single-sided with aluminum posts with stock wood grain powder coat	61-62	\$3,100	\$3,500	
		64-65			

Susquehanna River Water Trail  
 Wayfinding Signage Family  
 Per-Unit Pricing Projections for Fabrication Only (does not include installation)

Sign Type	Description	Page Reference	Low Cost	High Cost	Image Reference
Pedestrian Wayfinding	Single-sided wood post wayfinding	66-67	\$1,400	\$1,800	
	Option for single-sided with aluminum posts with stock wood grain powder coat	66-67	\$1,600	\$1,900	
	Double-sided wood post wayfinding	66-67	\$1,800	\$2,200	
	Option for single-sided with aluminum posts with stock wood grain powder coat	66-67	\$2,000	\$2,400	
Additional Sign type - Access sign for other existing Signs	Double-sided Access Option	70	\$550	\$750	
	Logo Panel Only Signage	70	\$150	\$300	

Susquehanna River Water Trail  
 Wayfinding Signage Family  
 Per-Unit Pricing Projections for Fabrication Only (does not include installation)

Sign Type	Description	Page Reference	Low Cost	High Cost	Image Reference
Additional Signage - Regulatory	Small Pedestrian Mile marker or other	71	\$150	\$175	
	Medium Water viewed / or land mounted to posts or trees	71	\$280	\$310	
	Large Water viewed / or land mounted to posts or trees	71	\$825	\$860	
	Galvanized steel 2" channel posts	71	\$290	\$310	
	6" square cedar posts	71	\$380	\$400	



## Susquehanna River Water Trails

# Strategies for Phased Implementation

# Implementation Strategies

In a perfect world, each branch or section would have full funding and be able to implement new signage across all access points at one time. The reality is far from perfect. Understanding this, Gecko recommends a few strategies for assessing optimal approaches of implementation through phased tactics.

The information outlined in this document provides a budgetary planning tool for considering what level of implementation might be viable for fabrication only. Additional site-specific planning and signage design will need to be factored in, as will installation.

# Prioritization Factors

There are several factors to contemplate that all have bearing on implementation decisions. These factors should be prioritized by each manager based on their own concerns. These include:

## • User Safety

Does an access point or area of the River have sufficient safety communication currently?

## • Current Signage Communication Accuracy and/or Effectiveness

Are any sites missing signage completely?

Does an access point or area of the River currently have accurate and effective signage to communicate critical information such as site identity, amenities, safety information?

Consider assigning a scale value for accuracy and effectiveness such as:

- completely wrong information
- corrected information, but not visible enough
- inaccuracies but not causing issues

## • Brand Awareness Elevation

Which sites are most used and may reach more users faster in elevating the new brand?

Which sites are confusing as to whether they are part of the Susquehanna River Water Trail?

## • Current Signage Conditions

If signage exists, is it in good condition or in need of repair, refurbishment, or replacement with more urgency than another site?

## • Budget Optimization

Implementation of like sign types and/or materials at one time will offer cost efficiencies for fabrication. Likewise ganging orders, especially within close proximity to one another for installation reduces the number of times crews need to mobilize, making installation more efficient and cost effective.

## • Funding Sources

What are funding source options? General operational or maintenance budgets, special grant programs?

Funding is often a primary driver for determining opportunities for implementation. Given that, we recommend managing partners assess funding source opportunities. Some grant programs support planning and/or design, others only construction, while some can be applied to both. Following are recommendations based on the funding coverage filters.

## Planning-Only Funding

If funding sources are for planning-only activities, we recommend pursuing the creation of location plans with full message schedules and photo documentation for as many sites as feasible within each section. Using the same list of factors noted above, prioritize the sites to be included if funding doesn't support the total number of sites for the section or branch. The end deliverable will position you for moving into site signage design and/or fabrication for those locations.

## Planning and Design Funding

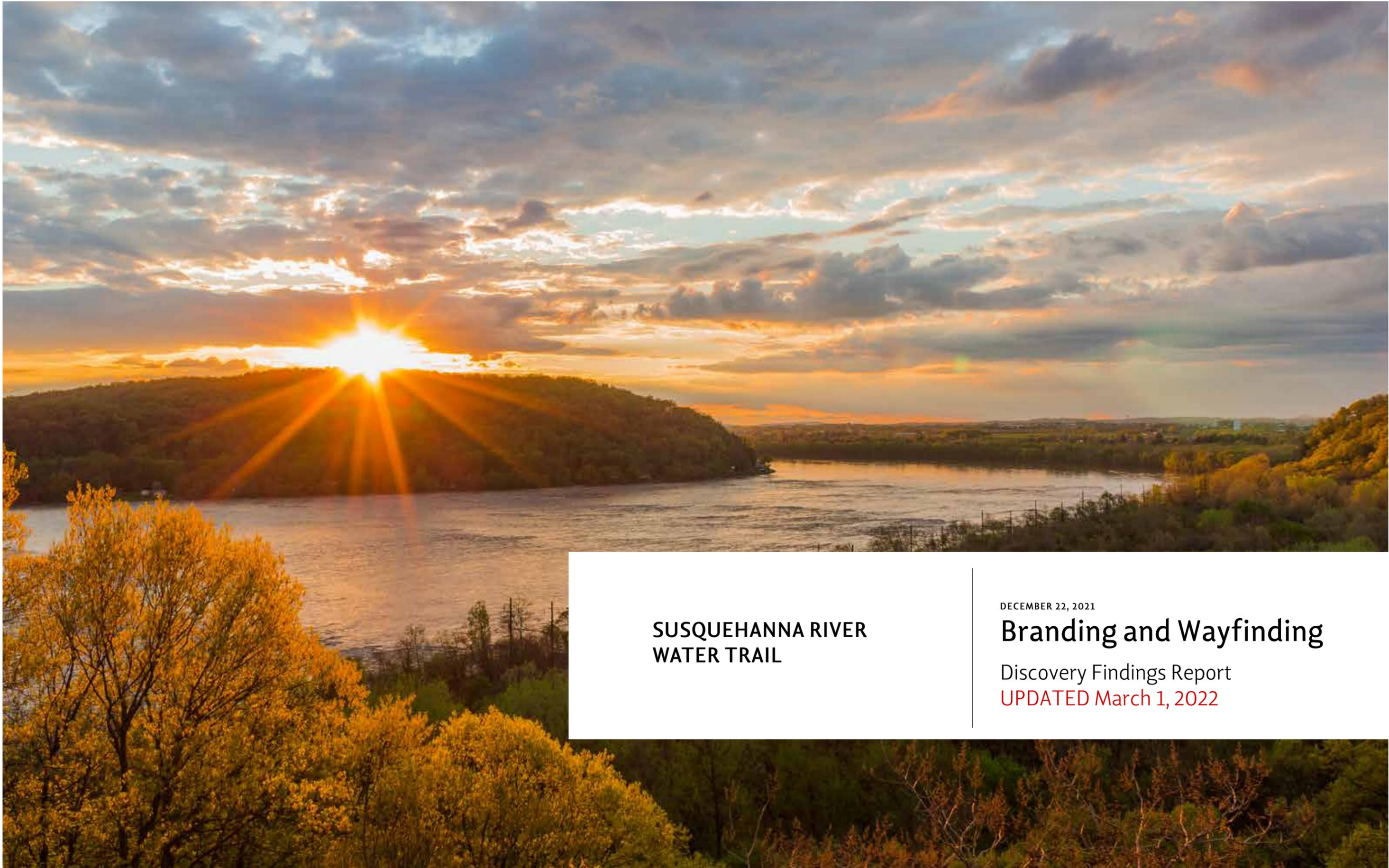
If funding supports both planning and design, we recommend focusing on creation of location plans and full message schedules for as many sites as feasible within the section along with including at least one design file template for all major sign types. The longest name or most complex site factors should be the basis for the templates to ensure the templates work across all locations consistently and will be sufficient for future signage needs. As many actual production-ready design files as possible with given funding should be executed. However, having a template for each sign type for the section will position you for future needs in a more cost-effective way.

## Fabrication/Installation Funding

As noted above, the magnitude of scope per-unit pricing in this report provides a budgeting tool for planning only. When actually bidding or ordering signage, there will be economies of scale that can be factored in. Economies of scale kick in when there are multiples of typical sign types and/or materials in one order. Volume discounts for materials and efficiencies of labor and machine times occur with repetition of like activities. The above-noted factors should be reviewed and assessed in determining the types and quantities of signage that should be executed with given funds.

Susquehanna River Water Trails

Addendum: Initial Findings Report



SUSQUEHANNA RIVER  
WATER TRAIL

DECEMBER 22, 2021

**Branding and Wayfinding**

Discovery Findings Report

UPDATED March 1, 2022

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Section 1

# Project Overview

1

## Overview

The Susquehanna River Water Trail is made up of four sections of water trail in Pennsylvania, which came into existence between 2004 - 2009 based on the production of section maps. It is a complicated and nuanced network of boat launches, canoe accesses, camping areas, river town communities, and public lands that access to the Susquehanna River. The Water Trail celebrates the area's geology, heritage, and wildlife. The Susquehanna River system flows through three states: New York, Pennsylvania, and Maryland. Within Pennsylvania, four sections of the Susquehanna River are recognized as a Pennsylvania Water Trail. These include the West Branch, the North Branch, the Middle Susquehanna, and the Lower Susquehanna. In all, the water trail sections offer roughly 519 miles of trail and links 20 counties within the Commonwealth.

The managing partners recognize opportunities to enhance the user experience through more consistent branding and better wayfinding signage. They have engaged Gecko Group, Inc. to collaborate with their teams to develop a unifying Branding and Wayfinding Design Guide for the entire Susquehanna River Water Trail within Pennsylvania.

The first stage of this engagement is a period of discovery to assess the current conditions and report on those findings including identifying issues and opportunities. This report serves as the compilation of the discovery sessions with the partners, intensive review of the background and reference materials provided, and suggestions for approaches in moving forward with both unified branding and a hierarchy of wayfinding. These findings and discussions around opportunities will serve to inform latter stages of the design concepting and development.

## Target Audiences

Users of the Susquehanna River Water Trail are primarily the recreating public operating nonmotorized watercraft and paddlers of various skills and abilities. User skill level shift based on the season. During warmer months, a broad range of users based on age and skills level can be found on the water trail. Colder months result in more advanced users due to the additional gear and skills needed to overcome the added risks.

A secondary, smaller audience includes motorized users for fishing and alternate forms of recreation at the access sites that is both passive and active recreation.



North Branch



West Branch



Middle Susquehanna



Lower Susquehanna

## Susquehanna River Water Trail Management

The Susquehanna River Water Trail is split into four distinct sections within Pennsylvania. Each section has a designated water trail manager as identified by DCNR and the PA Water Trails Program.

Each section is currently branded individually with the identities varying (see following page for observations). The approach to wayfinding is also inconsistent from area to area and sometimes even within sections. This often leads to visitor and user confusion.

Each section provides maps and trail guides with similar types of information but they are presented differently from region to region due to the fact that each map was created individually by an organization that is no longer active within the program. The maps presentation is affected by the geography of the river and based on mileage and trail characteristics. It is not all due to individual preference.



# ASSESSMENT OF CURRENT LOGOS

The current logos align under the PA Water Trails Partnership. Because the trails are independent sections, the logos, among other aspects, do not provide a level of unification for the system. The Lower Susquehanna is still without a logo.

## WEST BRANCH



- SGP produced a West Branch Logo.
- Pennsylvania Water Trails and Susq. Water Trails compete for heirarchy which could be confusing for the visitor.
- Hard to distinguish which branch is being identified through illustration if visitor is not familiar with the area. Illustrative style is difficult to adapt to other signage and maintain a cohesive and recognizable brand. Consider simplifying to a minimal iconography that can easily be applied to signage and other messaging.
- Naming is not consistent across all logos. Consider streamlining all naming.

## NORTH BRANCH



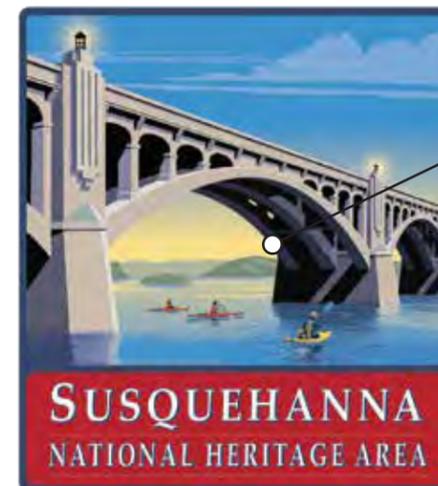
- Color schemes could get lost in landscape, especially from the water. Additionally, the text could be hard to read from far away. Consider using a bolder color scheme and type treatment.
- As part of the PA Water Trails Program, this Susquehanna River Water Trail section was independently given a logo by the PA Fish & Boat Commission in their early years to brand them under their water trail program.
- With funding from grant sources in 2020, SGP worked with EMHR to update the North Branch logo to simplify it and make it more recognizable.

## MIDDLE SUSQUEHANNA



- Alternate naming could confuse visitors. It's unclear what branch this is.
- As part of the PA Water Trails Program, this Susquehanna River Water Trail section was independently given a logo by the PA Fish & Boat Commission in their early years to brand them under their water trail program.

## LOWER SUSQUEHANNA



- Because this branch does not identify the water trails, it could be misleading and a visitor may not know that this is part of the trails.
- Consider adding a logo for this branch in addition to the organization logo.

# Project Goals | Intended Outcomes

## Current Conditions and Concerns

During our discovery kick off meeting and through follow up summaries of peer conversations, the team communicated several pain points for visitors with the current identity signage:

- Lack of signage and consistent signage both land and water side
- Color may blend in with surroundings
- The full trail lacks consistency between the four sections and as a full trail, which is confusing for users

## Goals | Intended Outcomes

The overarching goal of improving and enhancing the visitor experience will be achieved through this first phase project by developing a branding and wayfinding design guideline that will:

- Increase public awareness and use of the Susquehanna River Water Trail within Pennsylvania as a major recreation resource.
- Grow user confidence and improve their overall experience out on the Water Trail.
  - Provide information at the points and through vehicles in which people access the water trail
  - Increase the visibility of the water trail to make navigation along the trail easier in order to reduce missed experiences
  - Create a compelling identity all its own for the Susquehanna River recognizing its unique aspects as a water trail in Pennsylvania
  - Create a unified brand that utilizes the full trail's identity while providing subsets of branding for each section that provide a level of individuality, yet still visually connecting all of them together for cross trail users
  - Unify the signage landscape through a coordinated effort that brands and signs the full trail, elevating its visibility to match other long-distance trails
  - Afford the opportunity to educate paddlers about the larger system to inspire additional exploration into new sections.
- Improve communication around safety
  - Better inform the public on how to utilize the water trail

- Have a strategic approach to signing hazards that better informs the public and gives them the resources to avoid the hazard – low head dams, hydroelectric dams, portages, rapids, tricky navigation, etc.
- Provide a level of signage that we can put on tributary trails at their last access site so that we are also communicating with paddlers who will paddle into our trail from another. It doesn't just stop at the end of the Pine Creek Water Trail, or Juniata Trail. Offer that collaboration opportunity to those partners.
- Create a suite of signage to help facilitate informed and safe use of the water trail
  - Have signage line up with industry best practices.
  - Easy to read, skim-able form
  - Hierarchical – sets a hierarchy on what information is most important to convey.
  - Support “30 second” readers; “1-minute” readers, and “every word” readers.
  - Both from land to water signs and from water to land signs

## Design Considerations

### Colors

– The team expressed some concern about colors and seasons for visibility through conversations with peers. Signs should not compete with the landscape, but still want them to be visible. Scale of signage, materials selection, and contrast of colors will be explored in design with this in mind. Color can also be a mechanism for identifying water trail sections.

### Maps / Location Indicators

– For signage an understanding of where you are in context to the entire river trail would be helpful but focus should primarily be on the section and general locations within the section for where you are.  
– More indicators from the river side would be helpful.

### Partner organization/donor logos

– It will be important to recognize the partner organizations in an appropriate way on strategic sign types but in a manner that doesn't compete with the Water Trail brand.

### Updatability

– A signage system that has modular elements would help when limited aspects need to be updated.

Section 2

**Assessment Findings**

2

# Discovery Overview

## A Unique Perspective

Even though the Susquehanna River is one of the longest rivers in the eastern US, and a major river in the Commonwealth, it is generally perceived as a backyard river. People are familiar with the section that is in their own backyard, however, they know little about the opportunities along other sections. This holds true not only for users, but for the managers as well. There has been little engagement and integration with other regions. Consequently there is no consistent and cohesive presentation of the brand or messaging.

Currently, there is no overarching brand for the Water Trail. The four sections of the river, managed separately, each have varied identity presentations and levels of signage. The varied presentation of brand and wayfinding for each section is as diverse as the characteristics, geography, and cultural history of the WaterTrail sections themselves. The brand awareness for the full Water Trail is fractured and limited. By establishing an overarching brand that is leveraged consistently along all branches, there is an opportunity to elevate awareness of all sections and encourage a greater reach of users across all sections.

## Site Conditions

Each section of the river has natural and cultural features that create a different character for the region. Together, they provide a corridor of varied water recreation with opportunities for users of diverse experience. Each section has its own set of challenges and perceptions in terms of public awareness and safety communications. Following is an outline of the current conditions for each section of the Water Trail.

# North Branch



**Manager: Endless Mountains Heritage Region and the Susquehanna Greenway Partnership**

**Length: 181 miles**

**Counties: Susquehanna, Bradford, Wyoming, Lackawanna, Luzerne, Columbia, Montour, Northumberland**

This stretch of the river is characterized by rolling meadows, forests, and crop land, set amidst seemingly endless, rolling mountains. About half of the area is within the Endless Mountains Heritage Region, the other half is not within that region. Classic Americana still flourishes in small river towns like Susquehanna Depot, Hallstead, Sayre, Athens, Towanda, Wyalusing, Laceyville, and Tunkhannock. The North Branch of the Susquehanna River also flows from New York into Pennsylvania briefly at the 'Great Bend' in Susquehanna County, then back into New York before reentering Pennsylvania and flowing to Sunbury where it joins the West Branch. The confluence of the two rivers forms the river's main stem.

The main section of the Susquehanna River Water Trail - North Branch begins at the NY state border near Athens/Sayre, PA and flows to Sunbury, PA. The Water Trail and Water Trail Maps also include the 'Great Bend' section in Susquehanna County. Paddlers who seek to venture between the two sections will have difficulty, as NY does not currently have water trail maps.

The North Branch is co-managed by two organizations. The Endless Mountains Heritage Region manages the sections in Susquehanna, Bradford, Wyoming, Lackawanna, and Luzerne County. Susquehanna Greenway Partnership manages Columbia, Montour, and Northumberland sections.

It is important that any branding would be neutral between the two organizations. Both need to be recognized as managers for the full system to establish that co-management.



## North Branch (cont.)

### Unique characteristics

- The Great Bend – small section of the river that bends into Susquehanna County before returning in Athens/Sayre area.
- Marie Antoinette Overlook
- French Azilum—Bradford County
- The Standing Stone – iconic feature
- Knox Mine Disaster Memorial (Luzerne County Rail Trail)
- Susquehanna River Commons—Wilkes Barre
- North Branch Canal Remnants – Lower North Branch
- Eel Weirs – Lower North Branch





# West Branch

**Manager: Susquehanna Greenway Partnership**

**Length: 228 miles**

**Counties: Cambria, Indiana, Clearfield, Centre, Clinton, Lycoming, Union, Snyder**

The Susquehanna River Water Trail - West Branch flows 228 miles from Cambria County to Northumberland County. Here, Pennsylvania's virgin timber was harvested throughout the 19th and early 20th centuries to supply lumber for shipbuilding, construction and coal mine props. Much of this lumber was rafted down the West Branch and its tributaries to markets on or near the Chesapeake Bay. Today, the West Branch flows through a northern hardwood forest of oak, cherry, maple, and remnants of the great white pine and hemlock. It is home to some of the most wild and remote segments along the Susquehanna River Water Trail. With a section of around 20 miles between access points.

The Susquehanna River Water Trail - West Branch contains some of the most remote and wild landscapes of the Susquehanna River. It is the only major waterway in the Chesapeake Bay watershed where paddlers are likely to see elk. The water trail boasts a variety of historic and ecological attractions including a covered bridge, the elk herd, and numerous lumber heritage sites. Upper sections of the water trail are limited by water flow during the summer months, but they are the only sections on the water trail to be designated as a trout fishery.





## West Branch (cont.)

### Unique characteristics

- The most wild and remote segment of the water trail due to the amount of preserved open space (state game lands, state forests, natural areas, etc.)
- Long continuous ridge lines, mostly associated with conserved forests. These mountains are flat topped and some of their geography can go to the river itself. The mountains are not pointed.
- The water is predominantly blue and tends to be clearer (flood stage will result in brown) than the main stem due to the chemistry of the water. This can be seen at the confluence of the West and North Branch.
- PA Wilds and Lumber Heritage Areas are in a portion of the water trail, though not the whole mileage.
  - We do not want to align with their branding.
- There are remnants of the Lumber history along the water trail and several of the locations/points of interest are named after rafting points or infrastructure remnants.
- Trail start small in Cherry Tree as a more narrow pathway and then widens along its route as additional tributaries come into the system.
- The water trail snakes through the geography; the majority is not straight until the last 20-30 miles or so before the confluence.
- Susquehanna Boom—Remnants on the river outside of Williamsport, PA
- Pennsylvania Elk Herd
- Hyner View: Overlook outside Renovo, PA. Popular hang-gliding location.
- State Parks include: Hyner View State Park, Susquehanna State Park, Milton State Park, and Shikellamy State Park
- State Forests: Sproul, Tiadaghton, Moshannon
- Ring Rocks – rafting tiedown spots on the river in large boulders
- Only section with state designated trout waters on the first 7-10 miles of the trail
- A couple eel weirs





# Middle Branch



**Manager: Susquehanna River Trail Association**

**Length: 54 miles**

**Counties: Snyder, Northumberland, Juniata, Perry, Dauphin, Cumberland**

As the river flows south from Sunbury, it bisects several mountains—Mahantango, Berry, Peters, Second, and Blue—a series of five water gaps forged by the Susquehanna. The shallow river channel is adorned with over 400 islands between Sunbury and Harrisburg; primitive campsites have been established on over 20 of these islands.

The Susquehanna Division of the Pennsylvania Canal ran 41 miles from Clarks Ferry to Northumberland; scattered remnants of the locks, canal beds, and towpaths are still evident. The Millersburg Ferry is the only surviving ferry service along the Susquehanna and the ferries are some of the last wooden stern paddle ferries in the country. The Rockville Bridge, a 3,280-foot stone 48-arch main line railroad bridge, was once the longest of its kind in the world, built in 1902.

The Middle Section of the Susquehanna River Water Trail begins at the Adam T. Bower Memorial Dam in Sunbury, PA and runs to the Dock Street Dam in Harrisburg. It is characterized by its wide expanses of river and network of islands. The islands make the river feel narrower than elsewhere; many think that some of the islands are actually the other bank of the river. This section of the water trail is the only stretch with designated river islands that are maintained and open to camping at no cost. The many islands and riffle sections along this stretch of river require key navigation knowledge in the dry season when the water levels are low. This section of the river does have dams, located in Sunbury, Shamokin Dam, and Harrisburg. Paddlers should be mindful of the portages around the dams and use caution when approaching.



## Middle Branch (cont.)

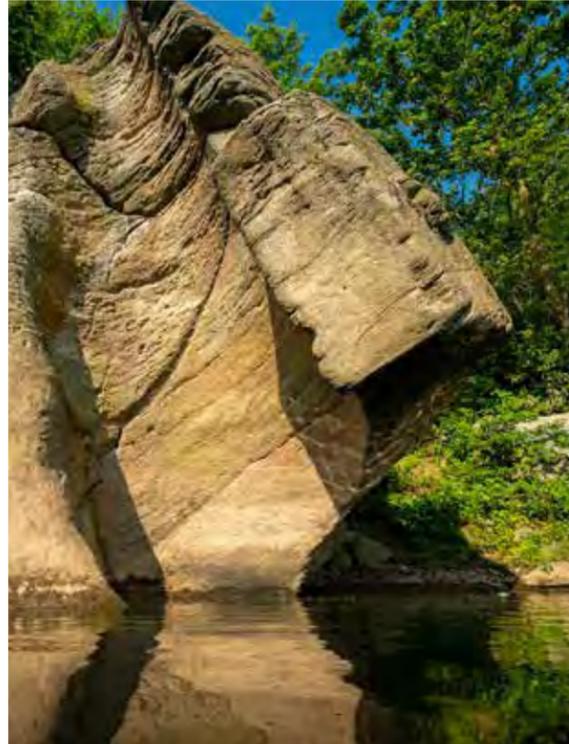
### Unique characteristics

- River Island Campsites
- Wider river and more shallow
- Near Harrisburg and in lower water levels, the river has a network of rocks and boulders in the canal.
  - This can make it important to follow a specific route around the rocks and boulders to avoid hazards and odd water features.
- Isle of Que – outside of Selinsgrove
- Susquehanna Statue of Liberty
- Rockville Bridge
- Fort Hunter
- Millersburg-Liverpool Ferry
- City Island
- McKees Half Falls – shows some of the geologic features with the line of rocks in the river
- Near Harrisburg the river goes under lots of bridges. The aerial of the skyline shows these features one after the other.
- The accesses along the western side of the river are mostly PA Fish & Boat Commission access sites.
- The river has good access on the western side thanks to HWY 15, but less on the eastern side. This is complicated because there are not many bridges across the river in the upper sections, so people have to drive longer distances if they launch on one side of the river and want to land on the opposite side of the river.





# Lower Branch



**Manager:** Susquehanna National Heritage Area

**Length:** 53

**Counties:** Perry, Dauphin, Cumberland, Lancaster, York

The Lower Susquehanna region has supported many industries over its history. Native Americans utilized the River for navigation and transportation in its early days. During the lumber boom, logs harvested from the West and North Branches were floated down to mills that lined the shores of the Lower Susquehanna. The River was also utilized to transport coal, various goods, and people with the advent of the Pennsylvania Canal.

Today, the Lower Susquehanna section is recognized for its series of four hydroelectric dams. These dams are spread out along its expanse and create a network of ponds that are largely used for outdoor recreational pursuits. This is where we see sailing being added to the recreation opportunities. The nuclear plant, Three Mile Island, is also located within the Lower Susquehanna just outside of Harrisburg, PA.

The lower section of the Susquehanna River Water Trail - Lower Susquehanna is shown on a series of three maps that begin south of the Dock Street Dam in Harrisburg. This section of the water trail hosts four dams and is largely recognized for the calm waters created by the ponds behind the dams. While calm in nature, these waters can be daunting to paddlers depending on the wind direction and boat traffic. Information on how to portage around the dams can be found on the maps, but that act remains difficult for 444 Club paddlers due to changing numbers and practices at the dams. Paddlers along this section of the River Trail also enjoy great small mouth bass fishing. The lower expanse of this section passes through the Susquehanna Piedmont Gorge, which is highly scenic, with a diversity of rare plant and animals and outstanding geological formations.



## Lower Branch (cont.)

The Lancaster and York section of the water trail is called the Susquehanna Riverlands Conservation Landscape. However, the landscape does not include all of the water trail sections. The areas around Wrightsville are populated, but the sections near Maryland tend to be less populated. Local power companies owned a large piece of land along the river in this section, but have given much of that land over to the Lancaster County Conservancy for preservation..

Recently gained National Heritage Area designation, but is also a state heritage region.

### Unique characteristics

- Wider sections with little river current due to dams, so launching and landing at the same access site is possible.
- Large boulder sections in a section of the river are popular paddling features during lower water levels, as people paddle in and among them
- The Zimmerman Center for Heritage – a national park service outpost
- Lock 2, 12, 15 remnants
- Petroglyphs – on rocks in the water trail. Can be seen at lower water levels. This is a unique feature to this section of the river.
- Columbia Crossing River Trails Center – has a launch and is the terminus of the Northwest Lancaster River Trail
- Turkey Hill Experience – the food company
  - o Also, Turkey Hill with its two wind turbines is a landmark on that section of the water trail
- The Conejohela Flats–Rookery
- White Cliffs of Conoy – was a manmade feature that now is a landmark on the water trail
- Breezyview Overlook
- Pinnacle Scenic Overlook







Section 3

**Recommendations**

3

# Opportunities Overview

Creating a comprehensive plan with a cohesive design approach for the brand identity and wayfinding signage of the Susquehanna River Water Trail has many benefits. The managing organizations can collaborate to elevate recognition of the entire water trail in Pennsylvania while also highlighting the individual sections that are already established and valued as important recreational assets. In developing the design approach to achieve the goals, various elements are being considered.

## Identity Titling & Logo

Gecko recommends the hierarchy of brand identity be developed with a logo that creates awareness for the entire water trail system while having distinct applications for each section. We also recommend this identity take priority in the hierarchy of logos on the signage as the primary element for identification.

Gecko recommends removing the Pennsylvania Water Trails identifier from the Susquehanna River Water Trails logo. Instead the Pennsylvania Water Trails logo would stand on its own and be used in a signature logo as appropriate on signage.

## Fonts

The recommended fonts will be well-established as fonts that fall within Universal Design standards for visibility and ease of reading for vehicular travel. The font selection will likely be simple and sans-serif. Applications for signage may be considered could include dimensional letters and cut vinyl.

## Colors

Gecko's recommendations for color treatments for the logos that are a timeless, classic approach. Special attention to contrast with letter colors ensures visibility and readability. Hazard signage may be considered a different set of colors to increase the visibility. Once a color is selected for hazard signs, they will be handled consistently. The combinations of materials, scale, fonts and colors provide a high level of visibility within the landscape throughout seasonal changes.

## Messaging

Gecko recommends all signage messaging be created with a hierarchy of content for delivering key messages and addressing multiple learning styles. This includes both a hierarchy for the content as well as the means of delivery of the content visually.

## Materials

In considering materials for the signage, Gecko will explore options to include a combination of natural and finished materials to include the possibilities of wood, stone, slate, weathered steel, synthetic compositions, or painted aluminum. The intent is to select materials that are durable to provide longevity, as well as low-maintenance. Materials may vary based on location, environment and purpose.

## Scale

Gecko is recommending developing a hierarchy of scale for various wayfinding sign types that are appropriate within the landscape as well as in relation to the type of content each delivers.

## Modular

Gecko is recommending strategically developing some sign types to be modular for ease of updating specific types of content.

## Land and Water

Gecko envisions a suite of signage that is functional for the land side user and the water side user.

# Brand Identity Heirarchy Exploration

## CURRENT HIERARCHY

### KEY ISSUES

- Each manager has taken a different approach and other entities have also added their branding and signage to access sites at a regional and local level. We need to unify under one trail.
- With such a large water trail, there are so many partners, organizations, and municipalities that identify the water trail as an asset and opportunity to implement their own branding. We cannot include or take into account them all. This is why the branding needs to exist on its own, as its own.
- Short Term - Create a logo and brand for the PA section of the Susquehanna River Water Trail
- Long term- we would like this brand and logo to be adopted by NY and MD, so having it be less focused on the PA identity would help facilitate that activity.

## PENNSYLVANIA WATER TRAILS



## SECTIONS OF SUSQUEHANNA RIVER WATER TRAILS

Penn. Water Trails, Susq. River Trail, and individual Sections all compete for hierarchy



## ORGANIZATION LOGOS

Existing branding and any new branding would coexist with these logos



# Brand Identity Heirarchy Exploration

## SUGGESTED HIERARCHY - OPTION 1

**NOTE: THIS IS NOT DESIGNED.  
THIS IS JUST AN EXAMPLE  
TO STUDY HIERARCHY**

### SUSQUEHANNA RIVER WATER TRAILS

Unify all branches under Susq. River Water Trails instead of Penn. Water Trails  
Emphasis on the state and its branches, with both being secondary to Susq. River Water Trails

Develop a dynamic identity that includes modular elements such as a word mark and an icon that can be separated and adapted in different ways

Ex. - The circle could be a unique shape (like a shield or similar) that acts as the umbrella symbol. That shape or symbol would be adapted to each state (PA, MD, NY) while remaining true to the brand



In the future, the new branding could be adapted to other states if needed



### SECTIONS OF THE RIVER WATER TRAIL

Each branch is distinguished through color

WEST BRANCH

NORTH BRANCH

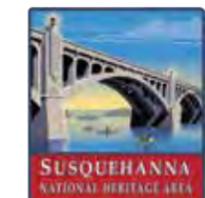
MIDDLE SUSQUEHANNA

LOWER SUSQUEHANNA



## ORGANIZATION LOGOS

Existing branding and any new branding would coexist with these logos



# Brand Identity Heirarchy Exploration

## SUGGESTED HIERARCHY - OPTION 2

**NOTE: THIS IS NOT DESIGNED.  
THIS IS JUST AN EXAMPLE  
TO STUDY HIERARCHY**

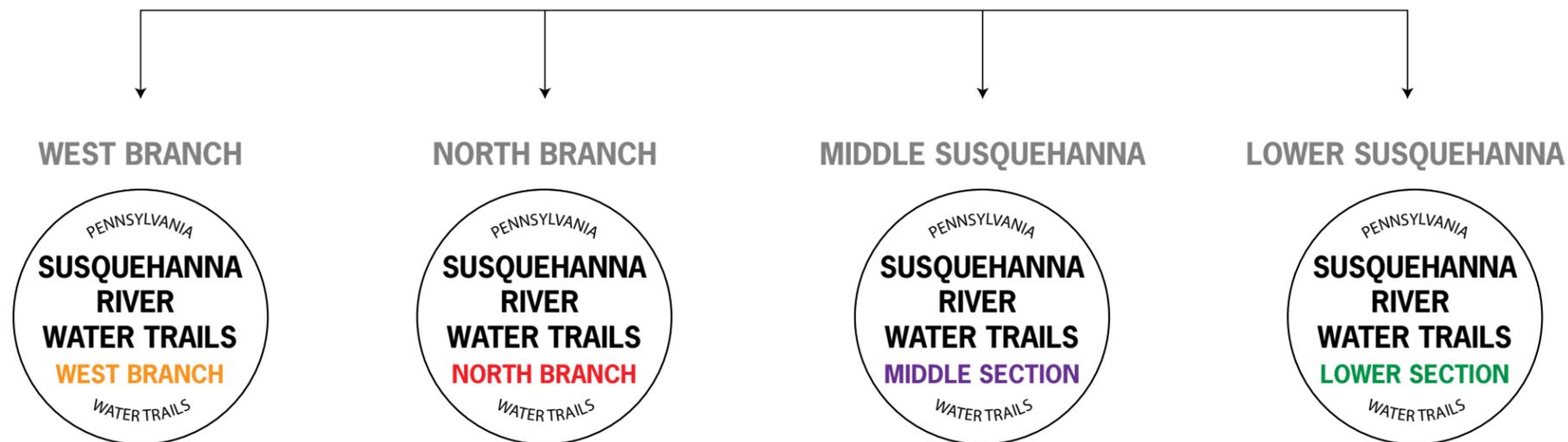
# SUSQUEHANNA RIVER WATER TRAILS

Susq. River Water Trails is more prominent, but is still secondary to Penn. Water Trails (PWT would be included in all branding)  
There is no emphasis on the individual states and the branches are tertiary



## SECTIONS OF THE RIVER WATER TRAILS

Each branch is distinguished through color



## ORGANIZATION LOGOS

Existing branding and any new branding would coexist with these logos



# Wayfinding General Signage Menu

## WAYFINDING

### KEY ISSUES

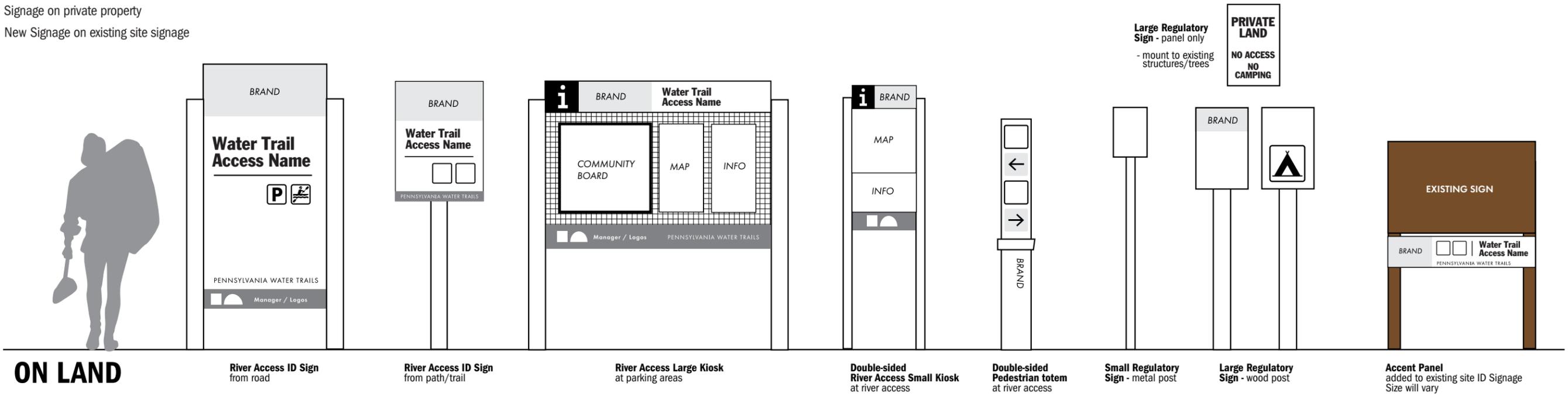
- Multiple managing and supporting brand identities
- Icon use for quick translation of message.
- Signage needed for on Water and Land
- Establish hierachy with Brand for signage
- Signage should stand out in the environment
- Legibility and scale of signs from water - both sides of river?
- Signage on private property
- New Signage on existing site signage



ICON MENU

## GENERIC SIGN MENU

**NOTE: THIS IS NOT DESIGNED. THIS IS AN EXAMPLE OF SIGN TYPES NEEDED ALONG THE TRAIL**



### ON LAND

River Access ID Sign from road

River Access ID Sign from path/trail

River Access Large Kiosk at parking areas

Double-sided River Access Small Kiosk at river access

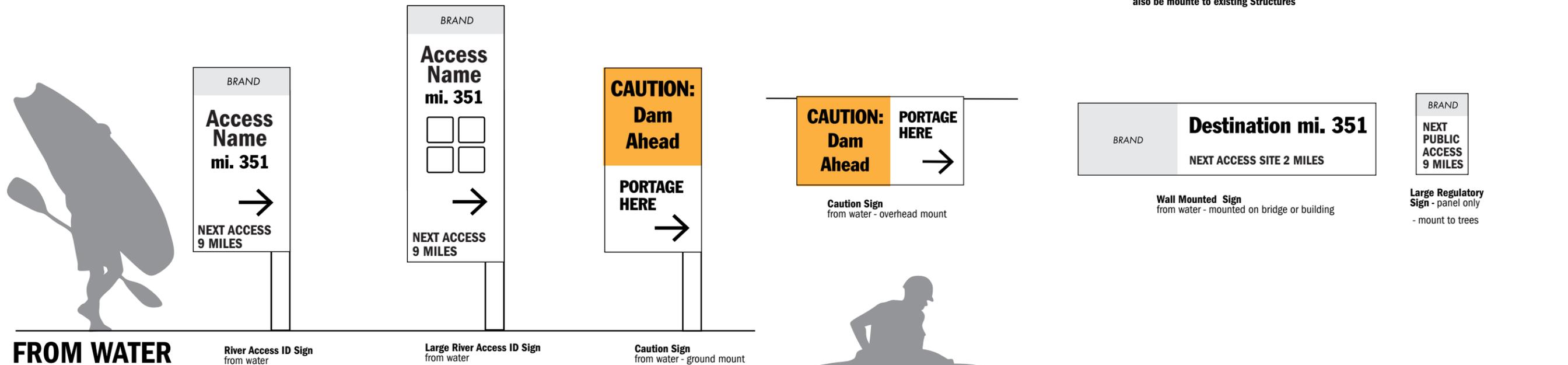
Double-sided Pedestrian totem at river access

Small Regulatory Sign - metal post

Large Regulatory Sign - wood post

Accent Panel added to existing site ID Signage Size will vary

\*Regulatory Sign Panels can also be mounte to existing Structures



### FROM WATER

River Access ID Sign from water

Large River Access ID Sign from water

Caution Sign from water - ground mount

Caution Sign from water - overhead mount

Wall Mounted Sign from water - mounted on bridge or building

Large Regulatory Sign - panel only - mount to trees