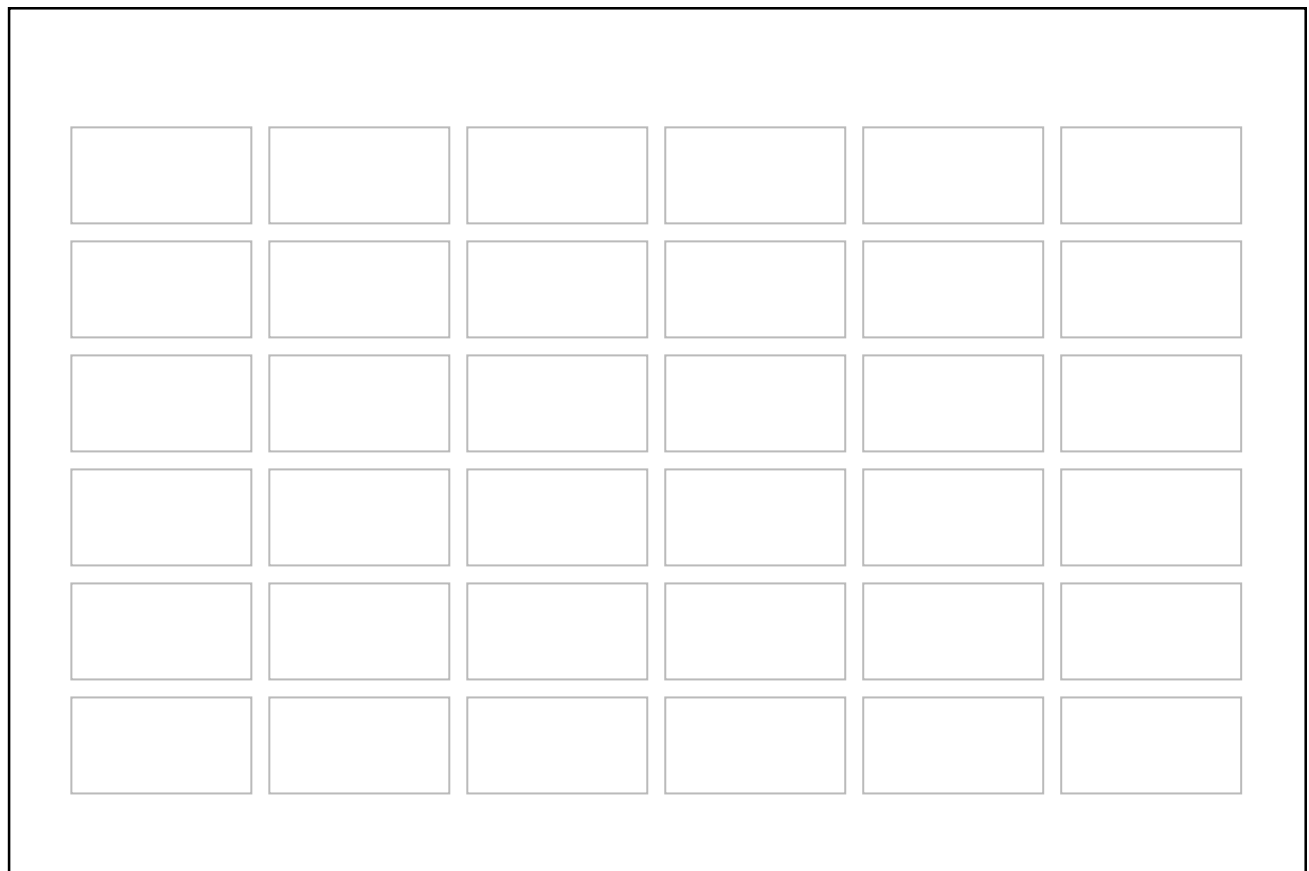# Lewis and Clark Interpretive Sign Graphics Template

MONTANA DESIGN GRID:

The grid is helpful to use as an underlaying design aid to help organize text and graphics. The following dimensions in pica measurements are for a sign 36" x 24" (216 x 144 picas);

- Left & Right Margins: 1-3/16 inch (10p6 picas)
- Top Margin   3-5/16 inches (20 picas)
- Bottom Margin   2-1/8 inches (13 picas)
- Box Dimensions   5 x 2-5/8 inches (30 x 16 picas)
- Space Between Boxes   1/2 inch (3 picas)

Lewis and Clark Interpretive Sign Graphics Template

SIGN SIZE: 36" x 24"

HEADERS: Straight
Spatter
Torn
Irregular Torn

Choose from four separate header styles

Straight

Spatter

Torn

Irregular Torn

Lewis and Clark Interpretive Sign Graphics Template

HEADER COLORS:

Forest Green (PMS 323)
Indigo (PMS 541)
Deep Red (PMS194)

Choose from 3 separate header colors to be used on your choice of headers styles.*
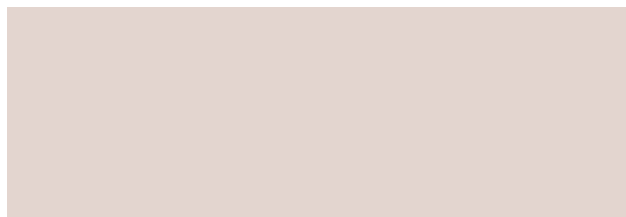
Forest Green (PMS 323)

Indigo (PMS 541)

Deep Red
(PMS194)

BACKGROUND COLORS:

Gray (PMS Warm Gray 1)
Parchment (PMS 726)

Choose from 2separate background colors.*

Warm Gray

Parchment

* Colors presented on this and the following pages are not true PANTONE® MATCHING SYSTEM Colors.

Consult a PANTONE® Color Selector for true color representation.

Lewis and Clark Interpretive Sign Graphics Template

**SECONDARY
COLOR SCHEME:**

Tan (PMS 728)
Celery (PMS 452)
Salmon (PMS 473)
Ochre (PMS 145)

Secondary colors used as accent colors on
graphics, borders and Regional Theme Identifiers

Choose from four secondary colors or use other
header color options not chosen for header color*

FOREST GREEN
(PMS 3292)

Tan   Celery   Salmon   Ochre   Indigo   Deep Red

INDIGO (PMS 540)

Tan   Celery   Salmon   Ochre   Forest Green   Deep Red

DEEP RED (PMS 194)

Tan   Celery   Salmon   Ochre   Indigo   Forest Green

* Colors presented on this and the following pages are not
   true PANTONE® MATCHING SYSTEM Colors.

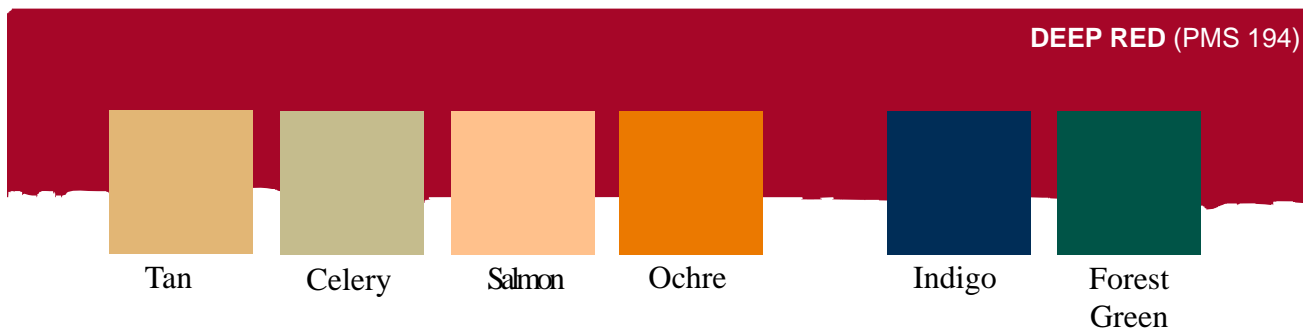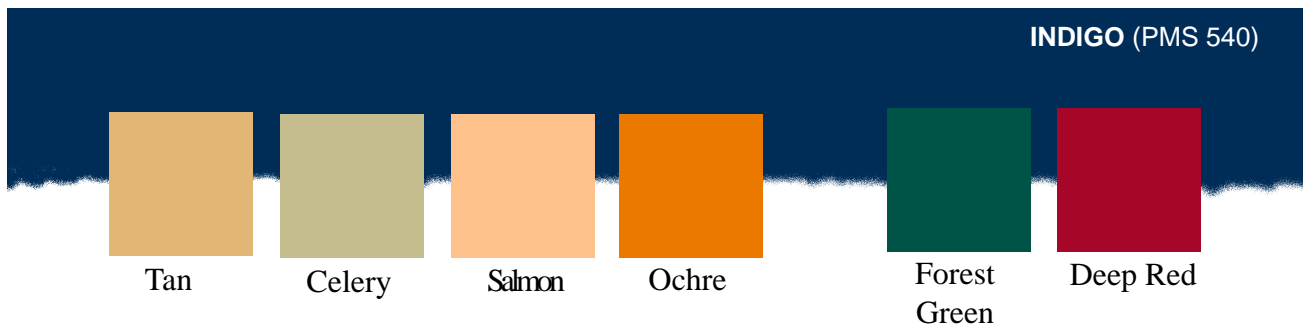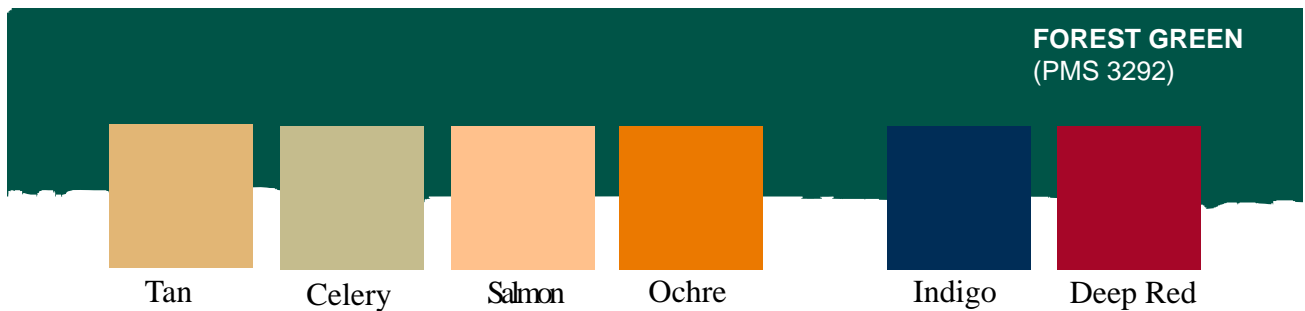Consult a PANTONE® Color Selector for
true color representation.

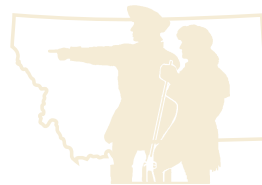# Lewis and Clark Interpretive Sign Graphics Template

LEWIS & CLARK LOGO:

The Lewis & Clark logo is positioned on the right side of the header centered over but not touching the Regional Theme Identifier. It may be white or tan (PMS 726) and should not exceed 3 inches wide. Leave a small amount of space between it and the Theme Identifier.
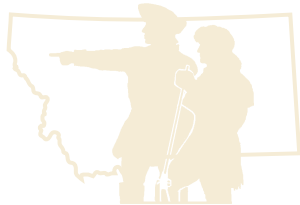
To the Headwaters

**REGIONAL THEME
IDENTIFIER PLACEMENT:**

Placement of the Identifier should be standard for each interpretive sign panel. The uppermost edge and the right side of the Identifier should fall within the upper right corner of the first grid box. Choose colors for the Identifier from the Secondary Colors provided.
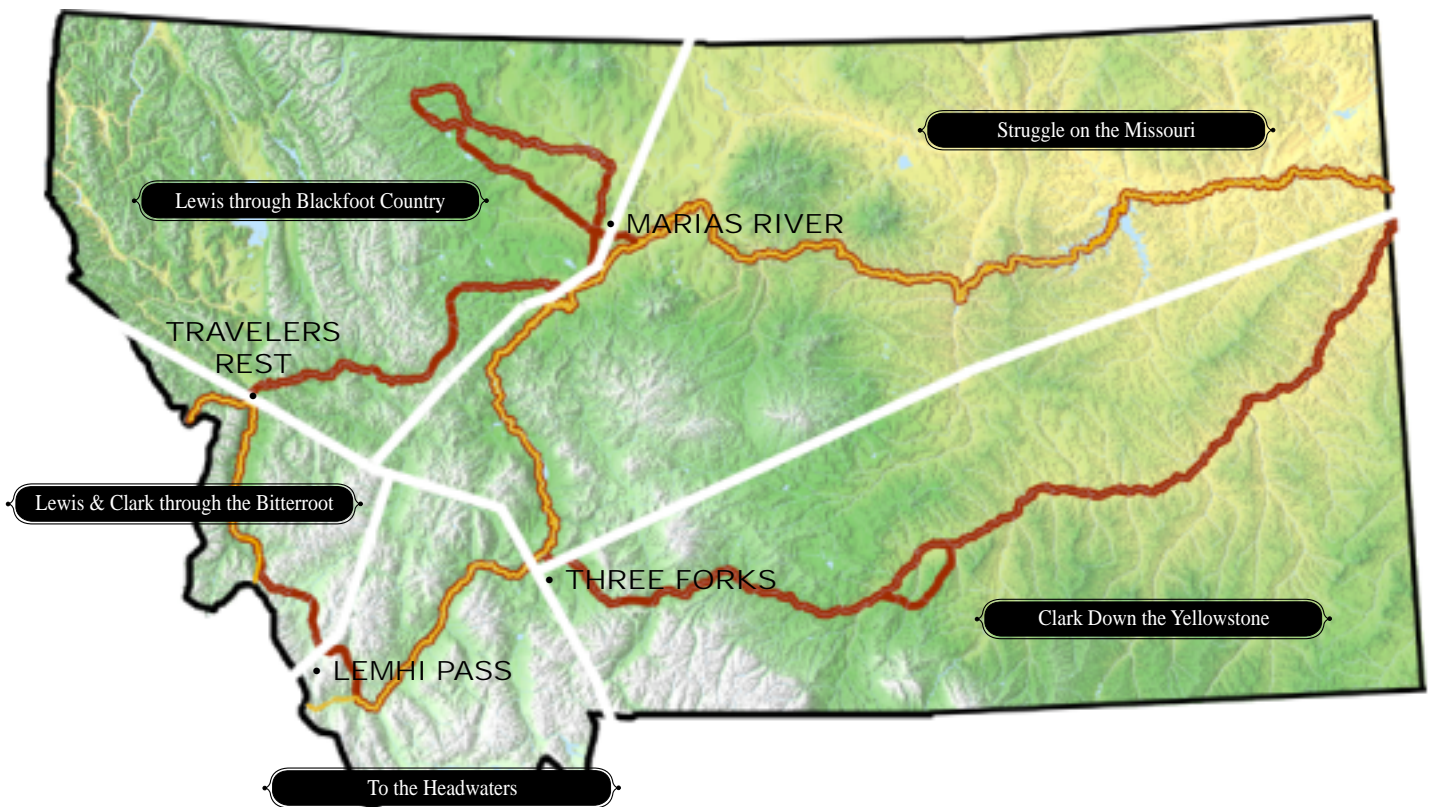
Lewis & Clark through the Bitterroot

Lewis and Clark Interpretive Sign Graphics Template

**LEWIS & CLARK
REGIONAL THEME
IDENTIFIER REGIONS**

Lewis and Clark in Montana interpretive panel Regional Theme Identifiers are keyed to specific regions in the state. These major topics of their journey may in certain places overlap according to the specific content of the individual sign panel and their location on the landscape. The map below indicates the general identifier regions corresponding to the Lewis and Clark story.

Struggle on the Missouri

Lewis through Blackfoot Country

• **MARIAS RIVER**

**TRAVELERS
REST**

Lewis & Clark through the Bitterroot

• **THREE FORKS**

Clark Down the Yellowstone

• **LEMHI PASS**

To the Headwaters

Lewis and Clark Interpretive Sign Graphics Template

AGENCY LOGO PLACEMENT:

Placement of Agency Logos and Administration Identifiers should be either in the bottom left or right hand corners of the interpretive sign panel.
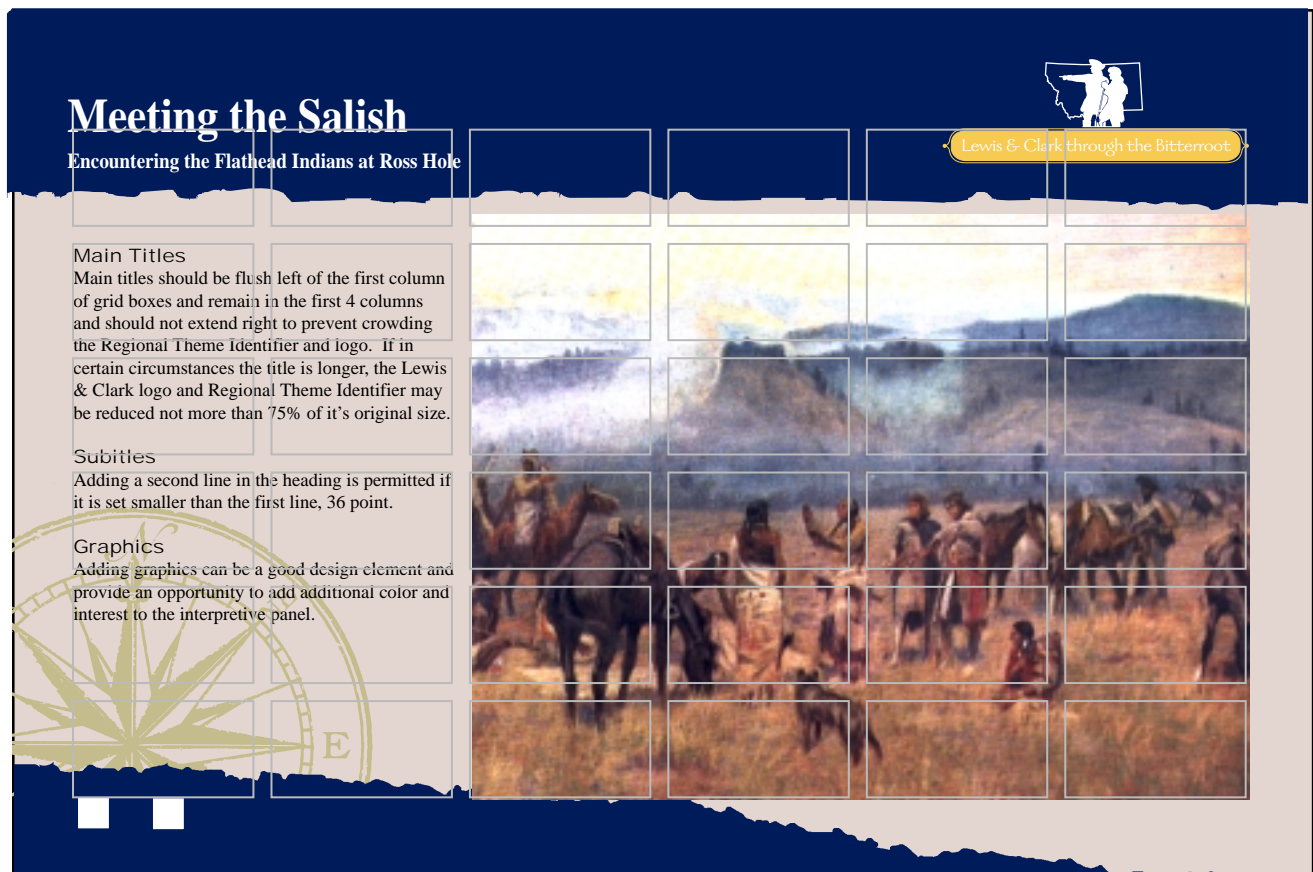
FOOTERS

In some instances, footers may be used to better isolate Agency Logo and Partnership information. It is recommended that footers be the same style and color as the headers. They may extend across the entire bottom of the panel or in the case of Irregular Torn, only partially. Footers should not be placed to extend above the last row of grid boxes.

FONTS:

MAIN TITLE PLACEMENT;

Main titles should be flush left of the first column of grid boxes and remain in the first 4 columns and should not extend right to prevent crowding the Regional Theme Identifier and logo. If in certain circumstances the title is longer, the Lewis & Clark logo and Regional Theme Identifier may be reduced not more than 75% of it's original size. Adding a second line in the heading is permitted if it is set smaller than the first line, 36 point.

Meeting the Salish
Encountering the Flathead Indians at Ross Hole

Lewis & Clark through the Bitterroot

Main Titles
Main titles should be flush left of the first column of grid boxes and remain in the first 4 columns and should not extend right to prevent crowding the Regional Theme Identifier and logo. If in certain circumstances the title is longer, the Lewis & Clark logo and Regional Theme Identifier may be reduced not more than 75% of it's original size.

Subtitles
Adding a second line in the heading is permitted if it is set smaller than the first line, 36 point.

Graphics
Adding graphics can be a good design element and provide an opportunity to add additional color and interest to the interpretive panel.

Design Grid Layout Example

Lewis and Clark Interpretive Sign Graphics Template

FONTS & SIZES:

Main Title: 96 point

Helvetica, Bold or Black
Times Roman, Bold
Century Schoolbook, Bold
Bookman, Bold
Albertus, Bold (Alternative Font Style)
Galahad, Bold (Alternative Font Style)

Subtitle: 36 point

Helvetica, Bold or Black
Times Roman, Bold
Century Schoolbook, Bold
Bookman, Bold
Albertus, Bold (Alternative Font Style)

Main text: 36 point

Helvetica, Regular,
Times Roman, Regular
Century Schoolbook, Regular
Bookman, Regular
Albertus, Regular (Alternative Font Style)

Secondary Text: 24 point

Helvetica, Regular, Italic or Bold
Times Roman, Regular, Italic or Bold
Century Schoolbook, Regular, Italic or Bold
Bookman, Regular, Italic or Bold
Albertus, Regular, Italic or bold (Alternative Font Style)

Captions: 24 point

Helvetica, Regular or Italic
Times Roman, Regular or Italic
Century Schoolbook, Regular or Italic
Bookman, Regular or Italic
Albertus, Regular or Italic (Alternative Font Style)

Alternative Fonts

We've chosen serif fonts, Albertus and Galahad for our examples of alternative font styles. These fonts offer uniqueness without disrupting the balance of other graphic elements.

Fonts other than the recommended serif fonts, Times, Century Schoolbook and Bookman and san serif Helvetica should be chosen carefully. Alternative fonts chosen for their distinction should also be chosen for their accessibility without distracting from the rest of the design imagery.

Consult a trained graphic design professional when making type selection other than the recommended fonts listed here.

Main Title
96 point
Bold

Helvetica

Sample

Times

Sample

Century
Schoolbook

Sample

Bookman

Sample

Albertus

Sample

Galahad

Sample

Helvetica

Sample Helvetica
Sample Helvetica

Times

Sample Times
Sample Times

Century
Schoolbook

Sample Century
Sample Century

Bookman

Sample Bookman
Sample Bookman

Albertus

Sample Albertus
Sample Albertus

Sample Helvetica
Sample Helvetica
Sample Helvetica

Helvetica

Sample Times
Sample Times
Sample Times

Times

Sample Century
Sample Century
Sample Century

Century
Schoolbook
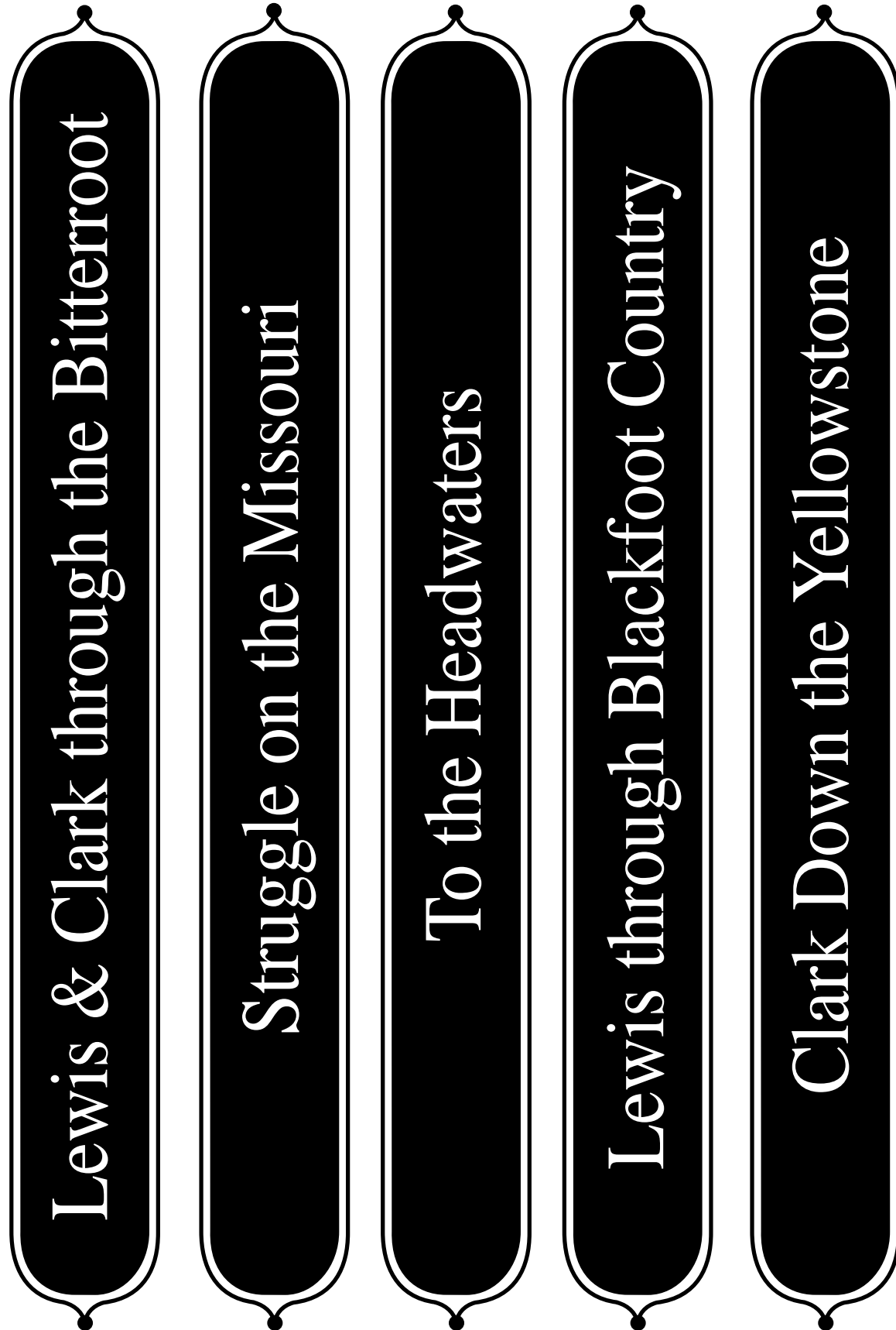
Sample Bookman
Sample Bookman
Sample Bookman

Bookman

Sample Albertus
Sample Albertus
Sample Albertus

Albertus

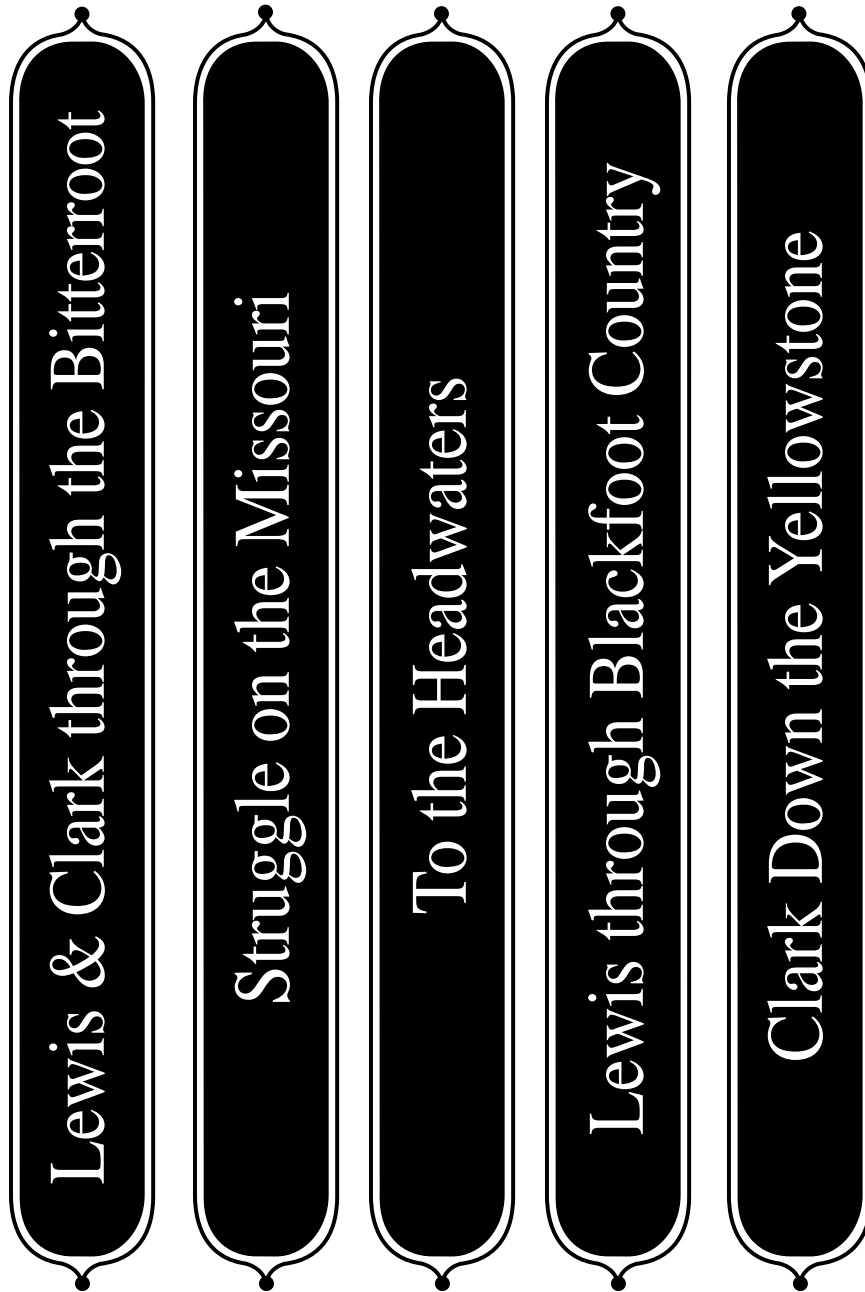# Lewis and Clark Interpretive Sign Graphics Template

Regional Theme Identifier

Print text the same color as header

Use secondary color choice for graphic

Lewis & Clark through the Bitterroot

Struggle on the Missouri

To the Headwaters

Lewis through Blackfoot Country

Clark Down the Yellowstone

100 %

Lewis and Clark Interpretive Sign Graphics Template

Regional Theme Identifier

Print text
the same
color as
header

Use
secondary
color choice
for graphic

Lewis & Clark through the Bitterroot

Struggle on the Missouri

To the Headwaters

Lewis through Blackfoot Country

Clark Down the Yellowstone

75 %

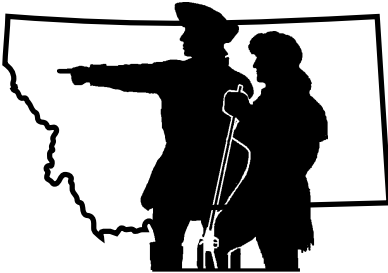# Lewis and Clark Interpretive Sign Graphics Template

Lewis & Clark in Montana Logo

100%

75%