General Lafayette's Visits to Delaware

W3R
Washington-Rochambeau
Revolutionary Route
National Historic Trail

W3R-US Sign Design Standard

The W3R-US' logo and design standard for interpretive signs were developed at a 2005 meeting between W3R-US representatives and National Park Service Sign Shop staff. This graphic illustrates those guidelines using serif and sans serif fonts that are generally available in graphic design programs.

An interpretive sign is typically a single 24x36-inch to 36x48-inch panel printed on one side and describing an historical event or person or building at the site where the sign is located.

Use a short title designed to attract immediate attention, and a large graphic clearly related to the title.   One or two (larger-font) startup sentences or sub-titles will draw readers closer.
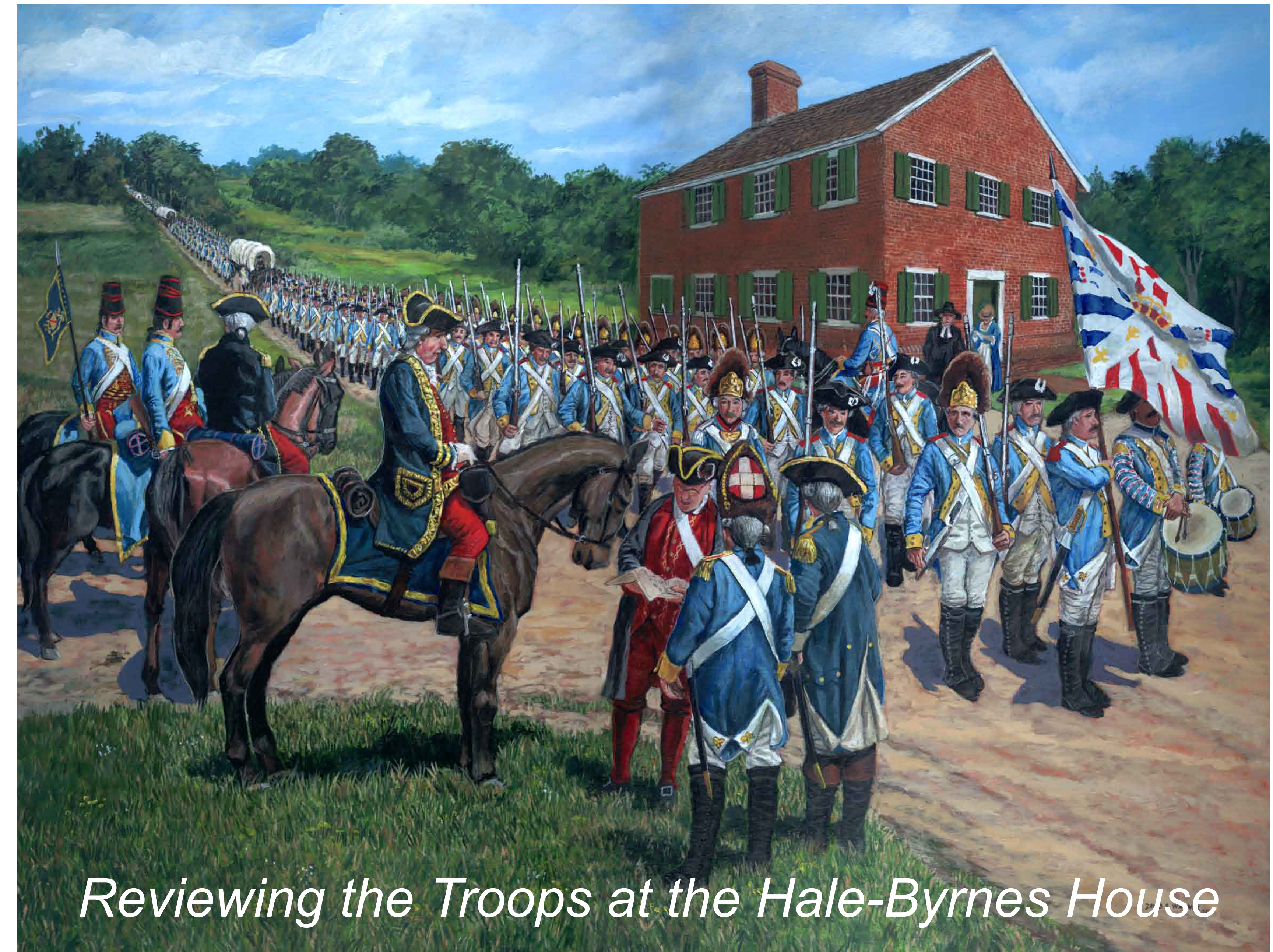
Top and Bottom Bands

The top band height is 10% of the sign height and a dark blue to match Pantone 287 (RGB = 000-056-147). On the right of the title place the W3R-US logo, then the W3R-NHT's full name:

> Washington-Rochambeau
> Revolutionary Route
> National Historic Trail

To the left of the title you may use a second logo for the site owner or co-sponsor for the sign.
The bottom band may by 0 to 25% of the sign height and the same color as the top band.   Use this band for a Web URL or the names and logos of organizations or commercial sponsors.

[To print this illustration on letter-size paper select Preview > Options> "Scale to Fit Paper"]

Reviewing the Troops at the Hale-Byrnes House

How Many Words Will be Read?

You must be brief if the sign is part of a series of signs that tourists are hurrying through. Use one or two large-scale graphics as a background for 20 to 50 dramatic words. You can use several sub-titled blocks and a small graphic or map in a second band of blue at the bottom of the sign.

You may use more text if the sign is in a location where tourists have ample time to get out of the car to read the sign. Use two or three interesting graphics arranged to break up the text blocks.
Use no more descriptive text than a tourist can read in three minutes.

Lafayette's Travels through Delaware

Font Specifications

Use a text color that is a strong contrast to the background, such as white text on a blue background.   The following fonts provide good readability for viewing six feet from the sign.
Sign Title: white Arial bold 120-point
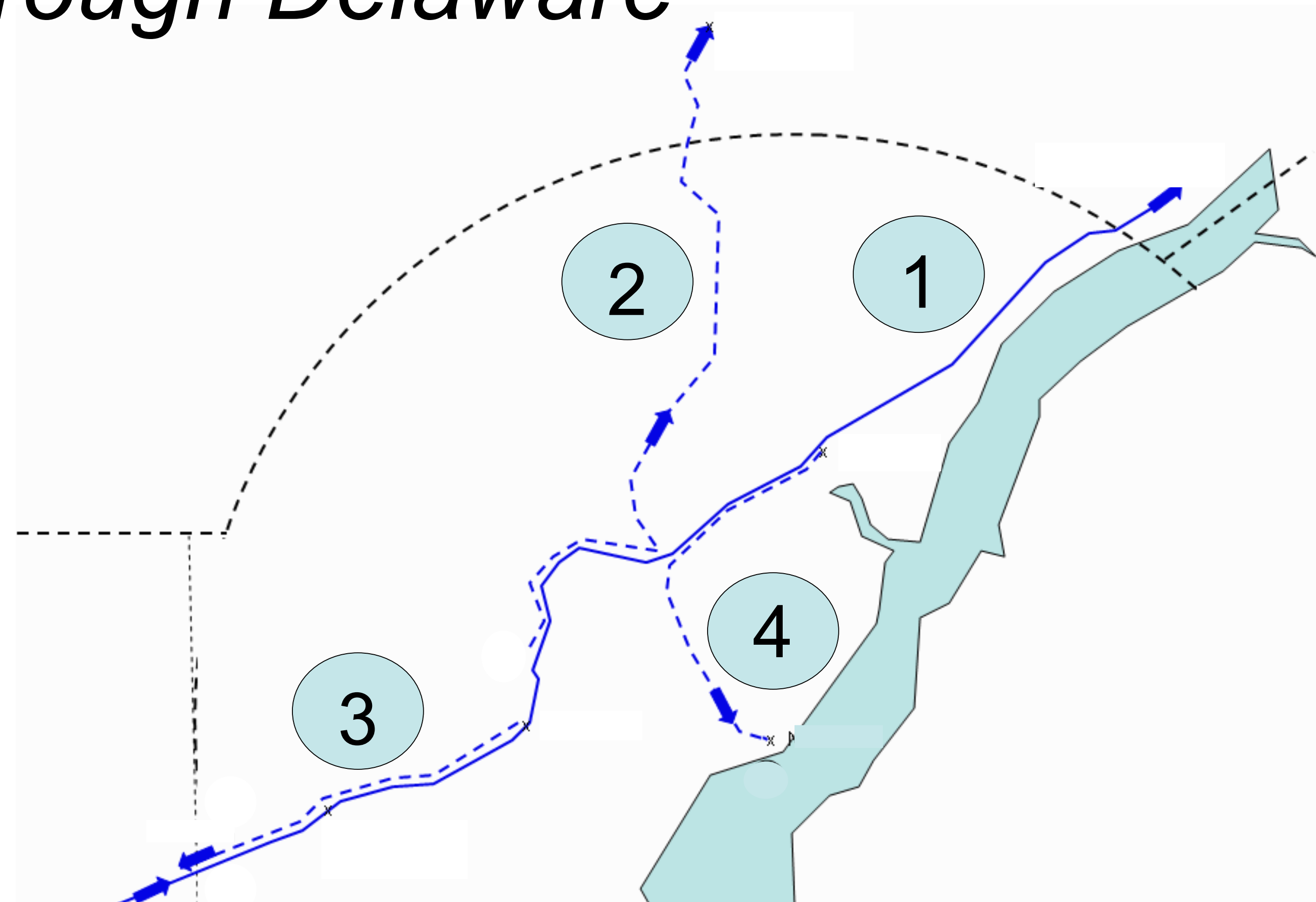*Trail / Park Names:* white Arial bold 28-point
Text on background graphic: contrasting color Garamond italic 80-point
Title for interpretive text: dark color Times bold italic 48-point on a light background
Interpretive text: dark color Times bold italic 36-point, spaced 1.5 lines apart, justified, on a light background
Description by a small graphic: Times bold italic 32-point, spaced 1.5 lines apart

The routes of the four visits are shown in the map above:
1 - up the Kings Highway: Elkton, Christiana, Newport, Wilmington, Claymont to Marcus Hook and Philadelphia
2 - down the Kings Highway: Philadelphia to Christiana, back to Newport , up Center Road and Chadds Ford Road
3 - Boat from Trenton to Christiana, then down the Kings Highway to Elkton MD
4 - down the Kings Highway: Philadelphia, Wilmington to Newport, then Basin Road to New Castle

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