

January 2024



ABMC SITES IN THE WORLD



31
MEMORIALS



26
CEMETERIES

ABMC cemeteries and memorials commemorate the service, achievements and sacrifices of Americans who served in the following conflicts:

Mexican-American War

Spanish-American War

World War I

World War II

Korean War

Vietnam War



AMERICAN BATTLE MONUMENTS COMMISSION WAYFINDING AND INTERPRETIVE SIGNAGE

Concept Design Presentation

U. S. Commission of Fine Arts

17 October 2024

ABMC SIGNAGE PROJECTS:

Unified Branding and Wayfinding Strategy

ABMC sites were originally designed with a great deal of precision and intentionality. Because of this, we believe our signage should reflect the same level of design and quality.

Today people require better quality of information to navigate their environment. Because, when designed correctly, wayfinding can facilitate exploration for a richer experience.

For these reasons, ABMC-Visitor Services & Interpretation (VSI) hired Haley Sharpe, experts in wayfinding, to design our new ABMC Wayfinding Standards Manual.

ABMC SIGNAGE PROJECTS:

The general goals are:

- To provide clear visitor wayfinding and ABMC branding without being visually obtrusive or impacting the tone and aesthetic of the site.
- To utilize durable, high-quality materials that reflect the high standard of materiality at ABMC sites.
- A design/material package that is cost effective, easy to maintain, and easy to replicate in many countries.

ABMC now wishes to implement this strategy on its different sites, a few each year, depending on the availability of funds.

Sites selected for wayfinding signage:

- Aisne Marne American Cemetery
- Belleau Wood Monument
- Chateau Thierry Monument
- Montsec
- Netherlands American Cemetery
- St. Miheil American Cemetery



NETHERLANDS AMERICAN CEMETERY (NEAC)

Developed Design

October 2024

**Haley
Sharpe**



INTRODUCTION

This document provides an overview for the Developed Design for the wayfinding scheme at the (NEAC) Netherlands American Cemetery.

Haley Sharpe undertook an initial site visit on 30th November 2023 to evaluate the existing signage (main identity, building identity, directional, life/safety and site conduct, parking/vehicular identification). From here, Haley Sharpe have been able to identify circulation pathways, decision-making points, and informational hierarchies and created a site analysis map to illustrate our assessment, located within this current document.

Haley Sharpe previously designed a wayfinding scheme for ABMC, including a suite of wayfinding graphic types, both 2-dimensional and 3-dimensional that can be used as a foundation for the wayfinding scheme at the (NEAC) Netherlands American Cemetery.



WAYFINDING TYPOLOGY

Creating spaces that communicate with visitors is important to the overall visitor experience.

The environments we create are diverse, built and natural, emotive and informational. Every one of these environments is unique and requires a unique solution to the management of visitors, their expectations and their experiences.

Wayfinding and communication graphics are subject to a range of criteria based on the functions of the building or landscape, the needs of the visitor and the intent of the spaces.

When designed correctly, wayfinding enables and empowers visitors to quickly familiarize themselves with the spaces and experience destinations. It can also facilitate exploration for a potentially richer experience.

There are three main components to the process of creating an effective wayfinding strategy, none of which are exclusive of the other, these are: *identification*, *orientation* and *navigation*. In addition, a fourth component, *regulation*, can be used to ensure visitors health and safety is adhered to, as well as encouraging visitors to respect and maintain a site.



IDENTIFICATION

‘The creation of a landmark experience.’

The creation of a sense of identity for a public space or an environment through *identification*.



NAVIGATION

‘Ensuring the needs of the visitor throughout the journey.’

Ensuring a seamless journey to preferred destinations through *navigation*.



ORIENTATION

‘An understanding of the physical environment.’

Orientation and wayfinding locates and anchors a visitor within a physical environment through *orientation*.



REGULATION

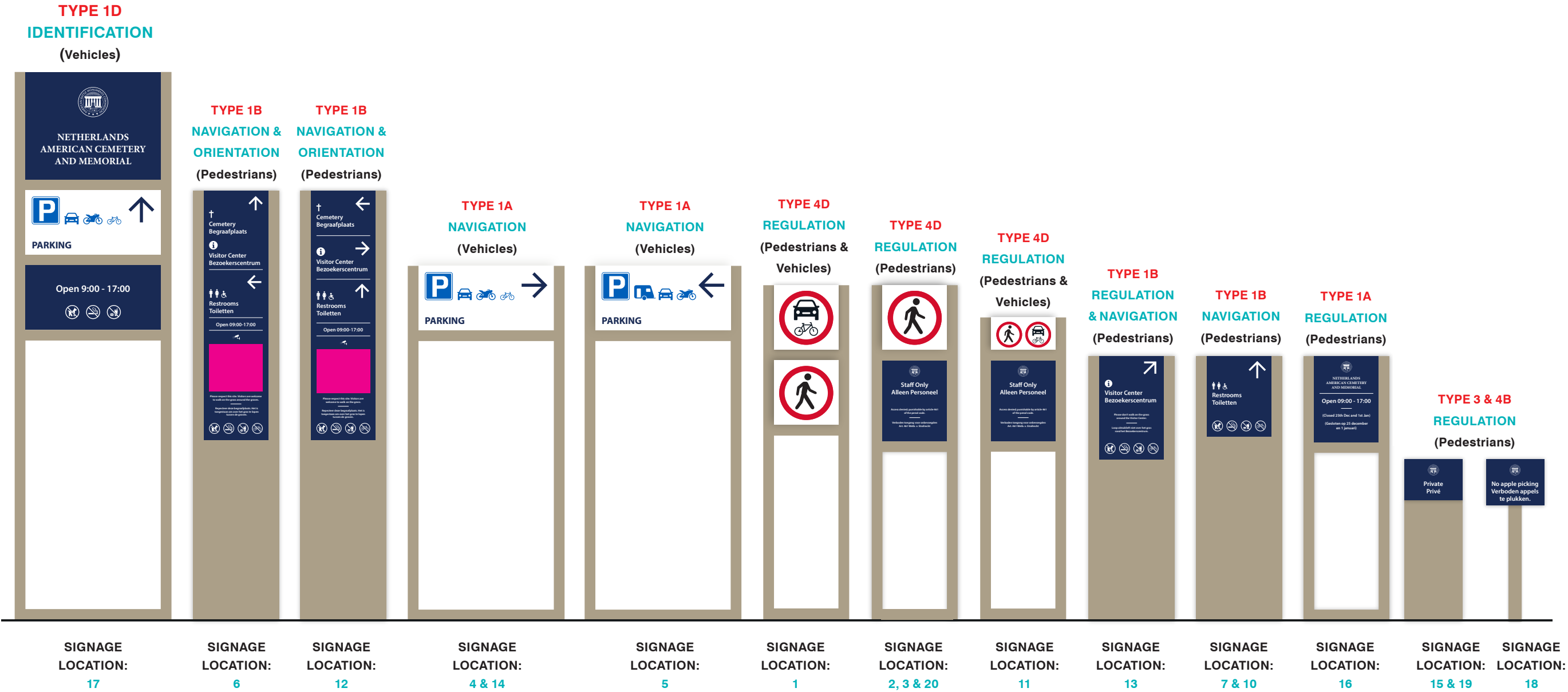
‘Inform visitors of regulations and requirements of a site.’

Providing a safe environment for visitors to interact through *regulation*.

SIGNAGE HIERARCHY

This page is a summary of the specific standard wayfinding signage for the (NEAC) Netherlands American Cemetery site. These include, *identification*, *orientation*, *navigation* and *regulation* wayfinding types for both vehicles and pedestrians.

These include open face structures for the taller signage and introduces solid face and removable structures to the shorter signage types to provide a more elegant look and feel.



MATERIALS & FINISHES

This page provides indicative examples of materials that can be used to create the wayfinding structures and graphic finishes.

Haley Sharpe are aware that ABMC desire a standard look and feel to signage across all sites, therefore we propose to create a standard for the materials and finishes. However, there will be instances where the materials for structures October need to change due to certain requirements or restrictions for individual ABMC sites.

Our concept here is to create robust aluminum frames with flexible and removable vitreous enamel signage graphics that can then be updated and replaced without having to replace the whole aluminum structure. These graphic panels then become a 'kit of parts' where content and wayfinding instructions can be customised and integrated for each individual ABMC sites needs and requirements.



WAYFINDING STRUCTURES

Haley Sharpe propose creating the wayfinding structures from aluminum, which is a robust, exterior grade material. The color, 'RAL 1035' has been selected and will be applied through a wet spray semi-gloss finish to the aluminum structure.



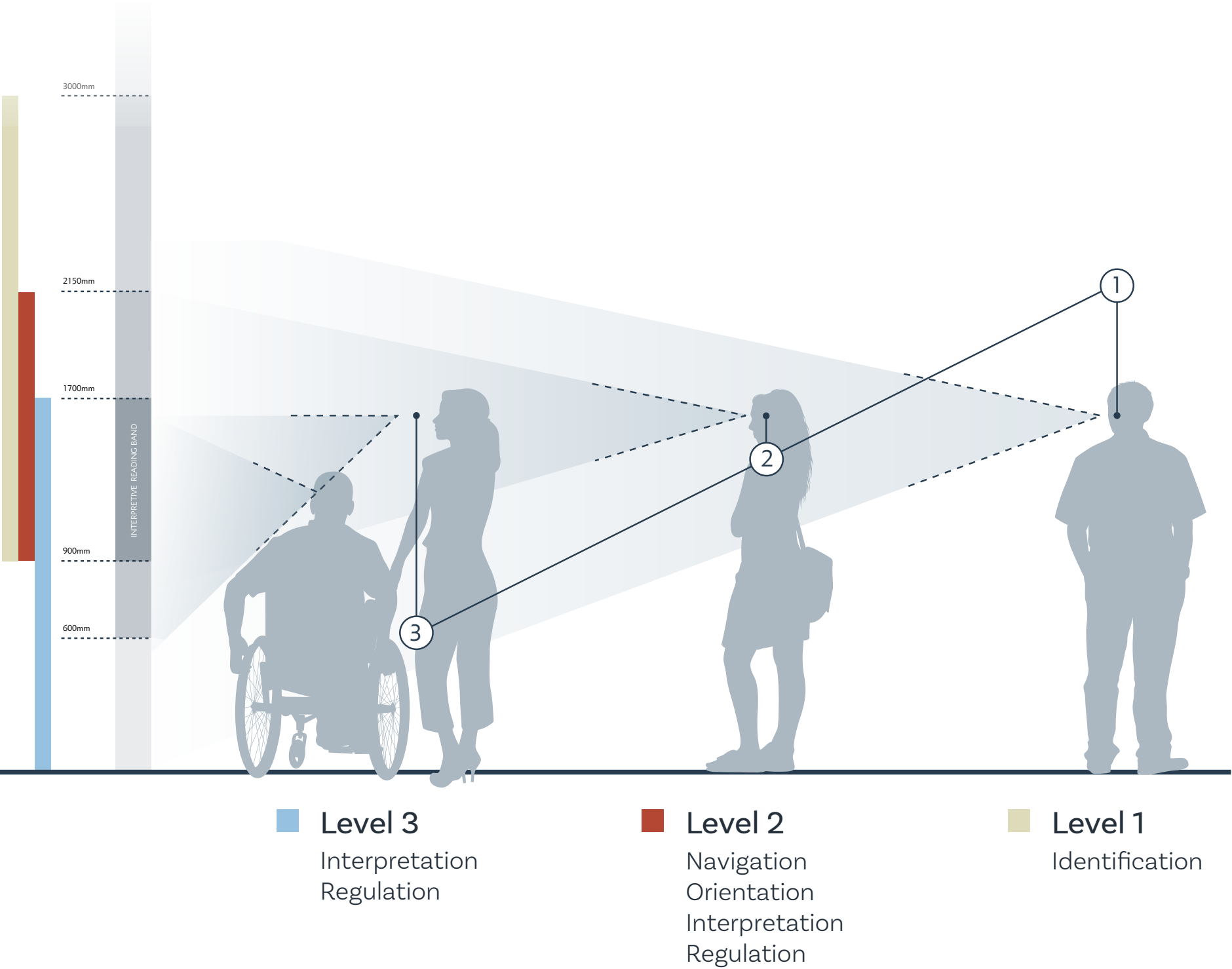
SIGNAGE GRAPHIC FINISHES

Haley Sharpe propose using vitreous enamel as a production method for signage graphics. This material has been selected for its durability and flexibility in the exterior environment, as well as its ease to maintain.

There will be instances where graphics finishes October differ to meet certain requirements, for instance, detailed full coloured maps can either be produced with direct digital print to high pressure laminate or dye-sublimation to aluminium substrates.

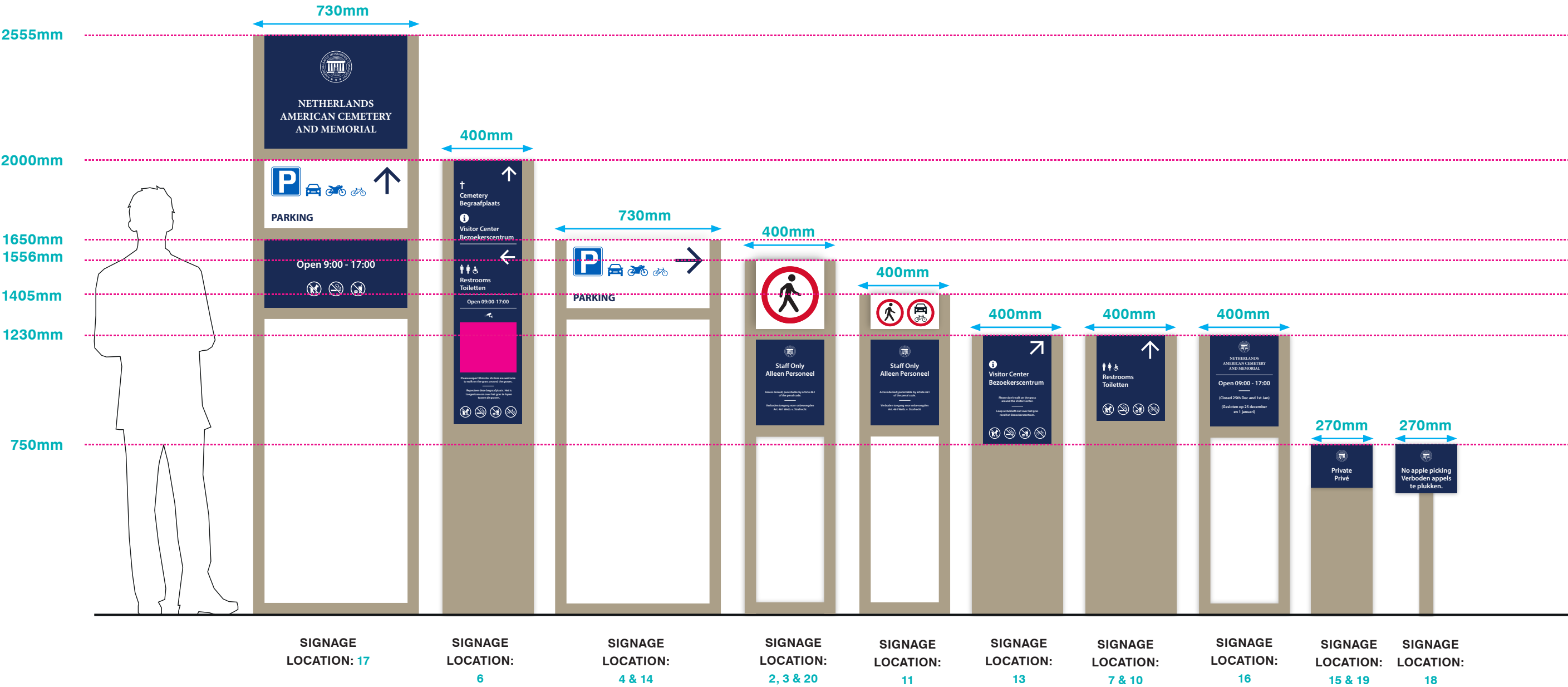
READING HEIGHT STANDARDS

This page is a diagram to show that the reading heights will comply with accessibility standards.



READING HEIGHTS

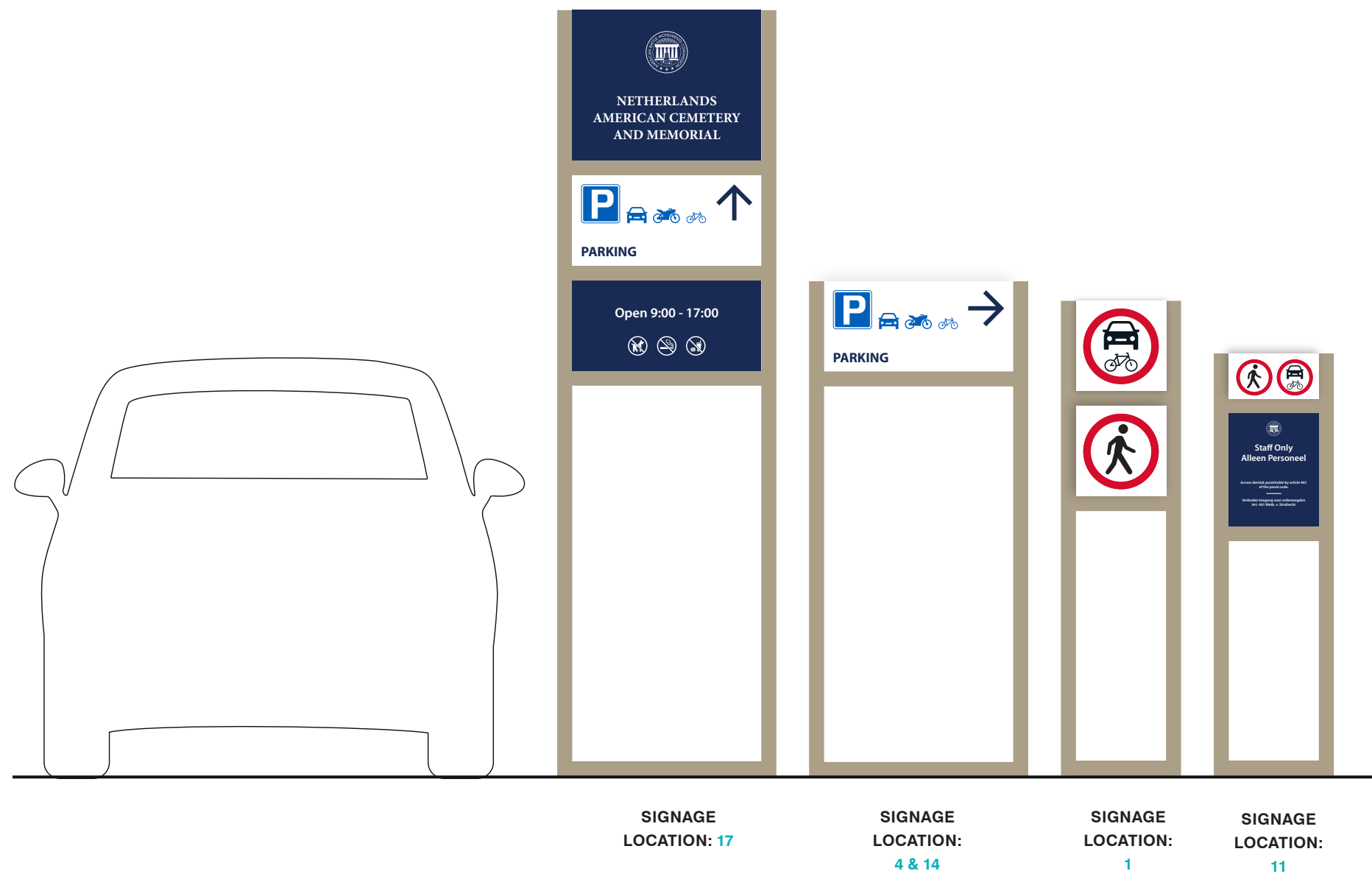
This page is an example of the reading heights for the standard wayfinding signage types.



VEHICLE SIGNAGE HEIGHTS

This page is an example to show the height of the signage relevant to an average sized vehicle which conform to the wayfinding manual.

When we have approached the designs physically and printed, we are working with internationally recognised guidelines for accessibility and best practice scenarios. These guidelines follow standards set by the UK disability act (formally DDA), the ADA, National Park Service and Smithsonian access principles for designing in public spaces.



COLORS & TYPOGRAPHY

Haley Sharpe propose using the signature 'ABMC blue' taken from the 'ABMC Identity Standards Manual' for the base color for all signage with a white overprint for all wayfinding information.

Where applicable, this October be reversed out with a white background and the wayfinding information overprint in the signature 'ABMC blue' color, *(examples below)*.

This unified approach sits with the overall ABMC identity standards as well as creating a holistic design principle for all wayfinding graphics across the various ABMC sites.



ABMC
BLUE
PMS 281



STRUCTURE
FINISH
RAL 1035



ABMC BLUE
Example of wayfinding with 'ABMC Blue' background and white overprint information.



ABMC WHITE
Example of wayfinding with white background and 'ABMC Blue' overprint information.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MINION PRO

Minion Pro has been taken from the 'ABMC Identity Standards Manual' and will be used for all site name identification signage, *(example above)*.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MYRIAD PRO

Myriad Pro has been has been taken from the 'ABMC Identity Standards Manual'. Haley Sharpe have selected this typeface for all wayfinding instructional text, due to its accessibility standards with its open counter spaces, high x-heights and large selection of characters for various languages, *(examples above)*.

ICONOGRAPHY

Regulation & Amenities Iconography

Below are examples for the refreshed regulation and amenities iconography based on the existing wayfinding icons and the 'ABMC Identity Standards Manual' for site wide signage. Additional iconography can be further added where required.



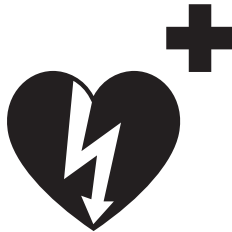
VISITOR ROOM



CEMETERY



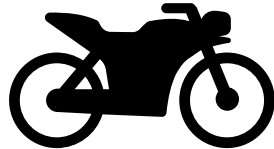
RESTROOMS



EMERGENCY
DEFIBRILLATOR



YOU ARE HERE



MOTORBIKES



BIKES



NO DOGS



NO SMOKING



NO FOOD



NO BICYCLES



CCTV



CARAVANS



CARS



STAFF ONLY



NO VEHICLES & BIKES

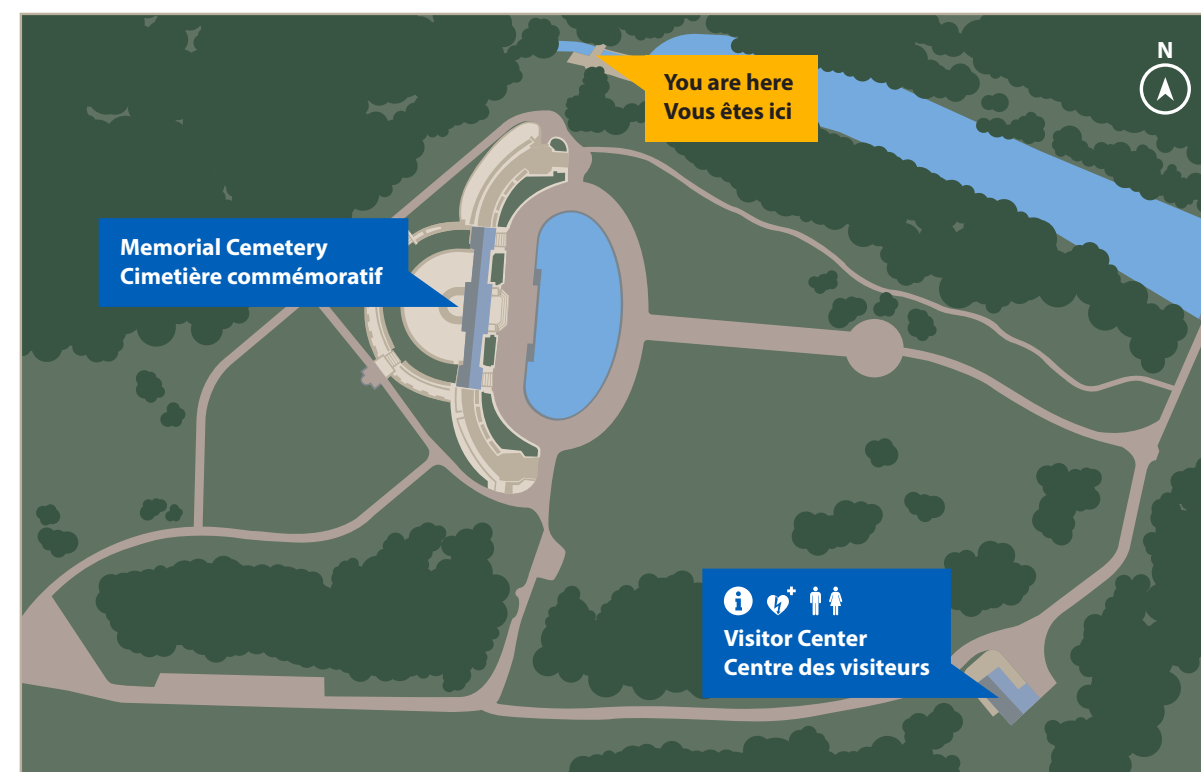
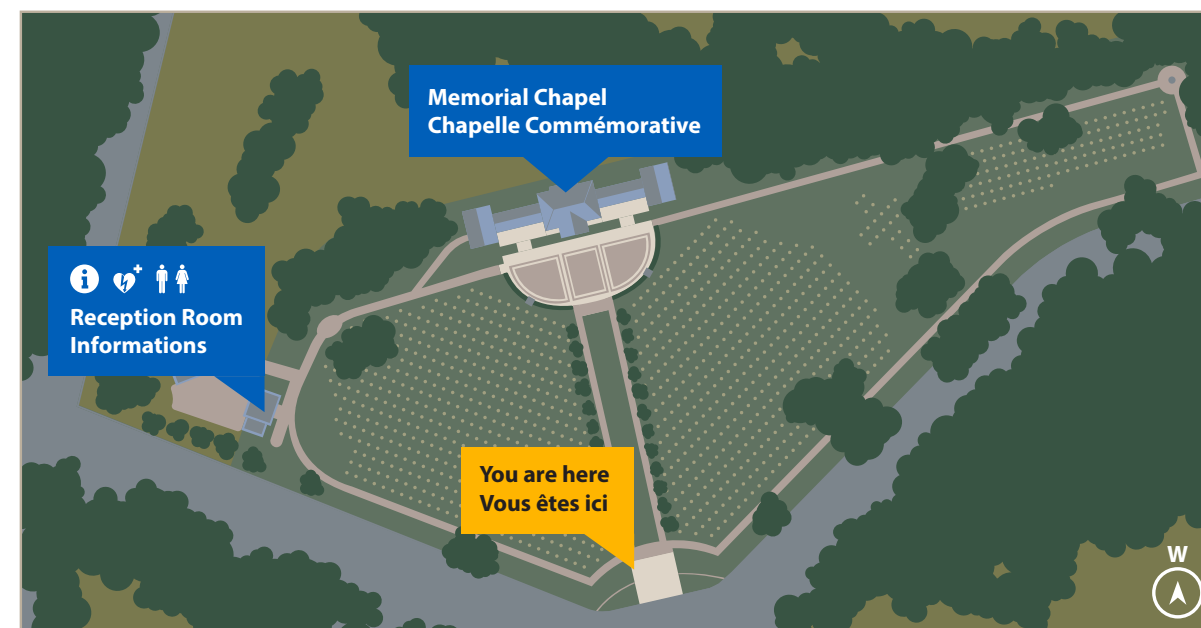


NO PEDESTRIANS

SITE MAP EXAMPLES

NEAC site map will help visitors to orientate themselves within their surroundings and plan their journey accordingly.

These illustrated maps are examples from currently updated wayfinding schemes for various ABMC sites to help illustrate how the site map for NEAC will look.



Netherlands American Cemetery

Wayfinding plan



NEAC WAYFINDING LOCATION PLAN

This location plan illustrates the proposed signage locations for the whole NEAC site.

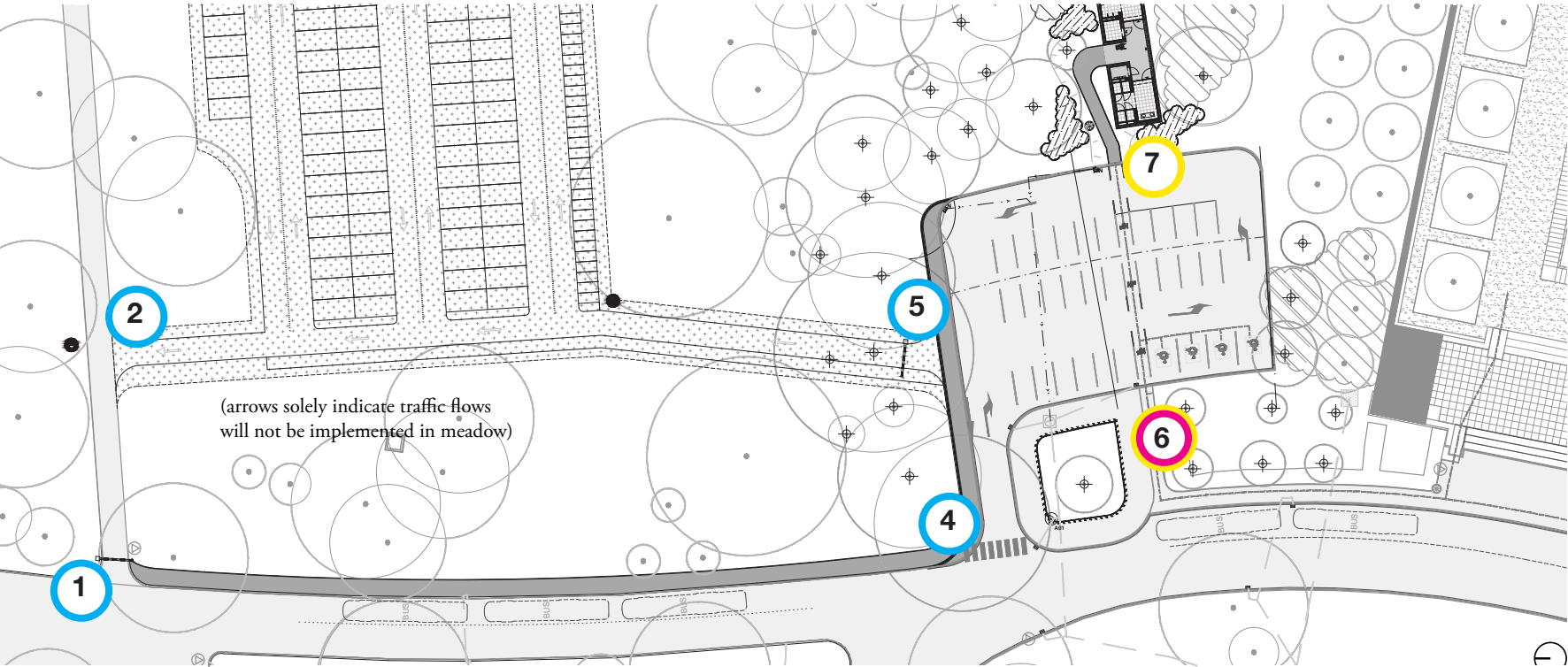


WAYFINDING SIGNAGE TYPES







- Identification
- Orientation
- Navigation
- Regulation
- Interpretation
- This marker indicates where an existing sign is located and is either to be removed or relocated.

NEAC WAYFINDING LOCATION PLAN

This location plan illustrates the proposed signage locations for the NEAC site.



WAYFINDING SIGNAGE TYPES

-  Identification
-  Orientation
-  Navigation
-  Regulation
-  Interpretation
-  This marker indicates where an existing sign is located and is either to be removed or relocated.



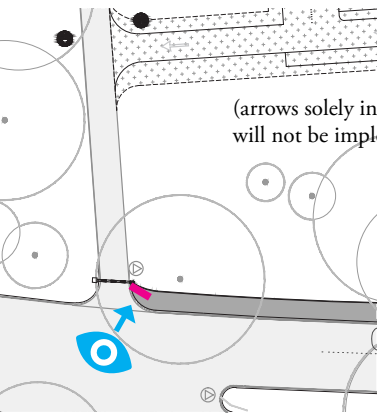
WAYFINDING SIGNAGE TYPES

Signage Location: No.1

Regulation Signage

New free-standing regulation sign - sign will not interfere with sidewalk. Sign will be reflective.

PROPOSED POSITION



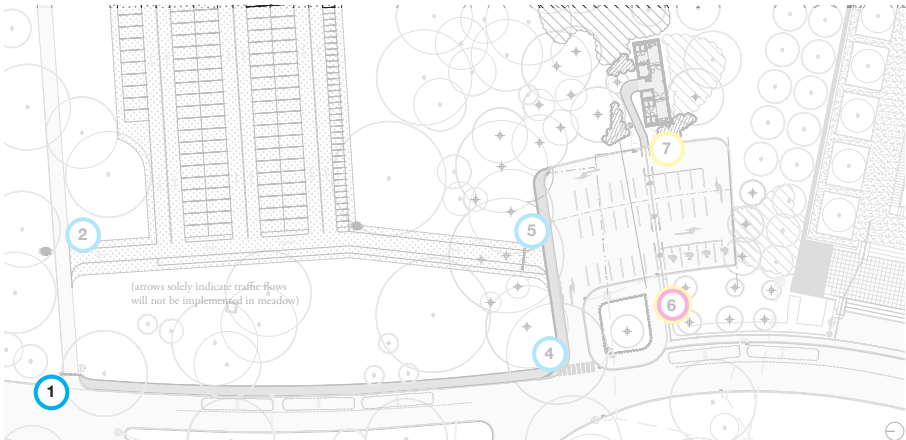
VIEWING POSITION

SIGNAGE POSITION

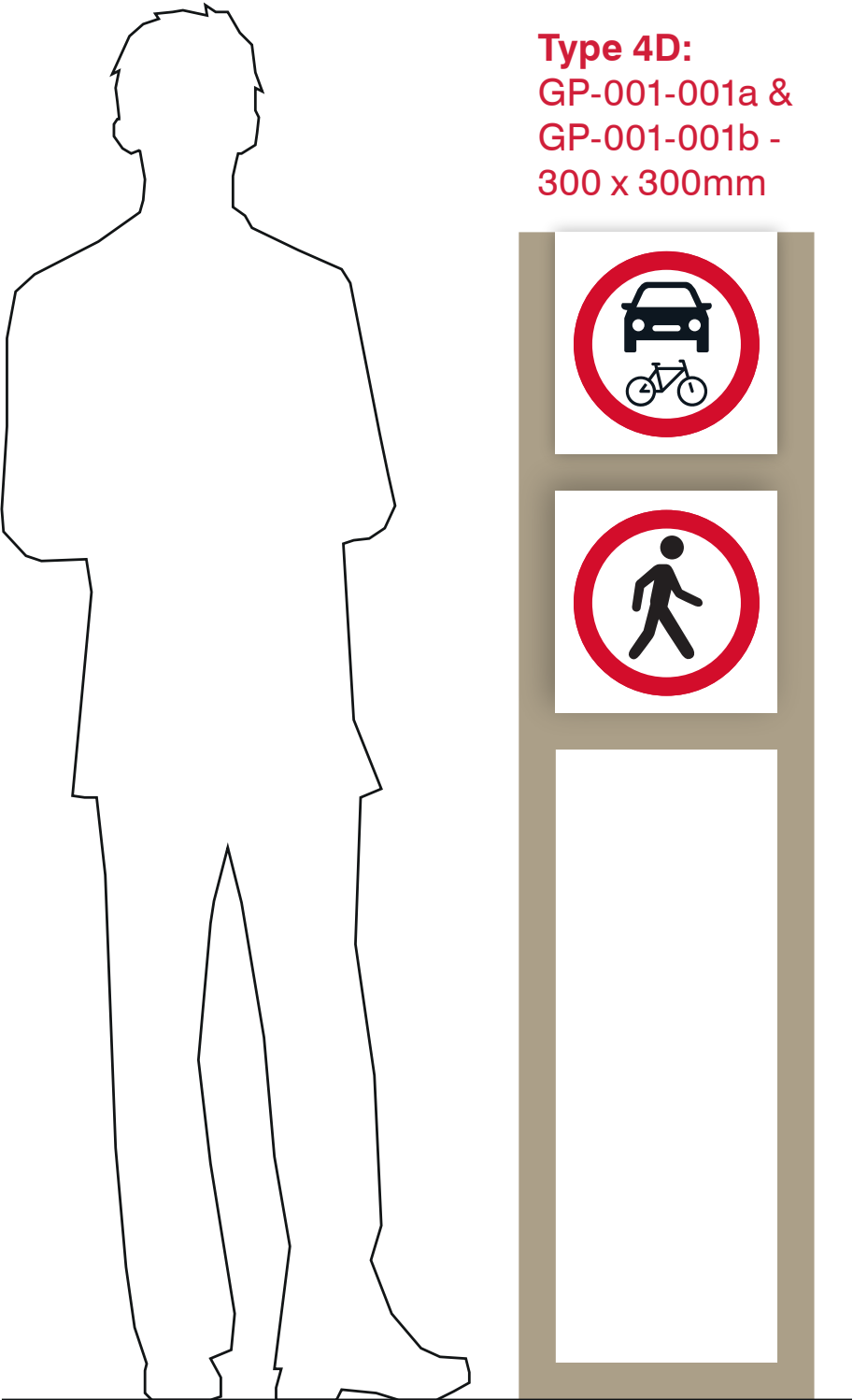
SIGNAGE LOCATION 1



Current sign to be removed



Type 4D:
GP-001-001a &
GP-001-001b -
300 x 300mm



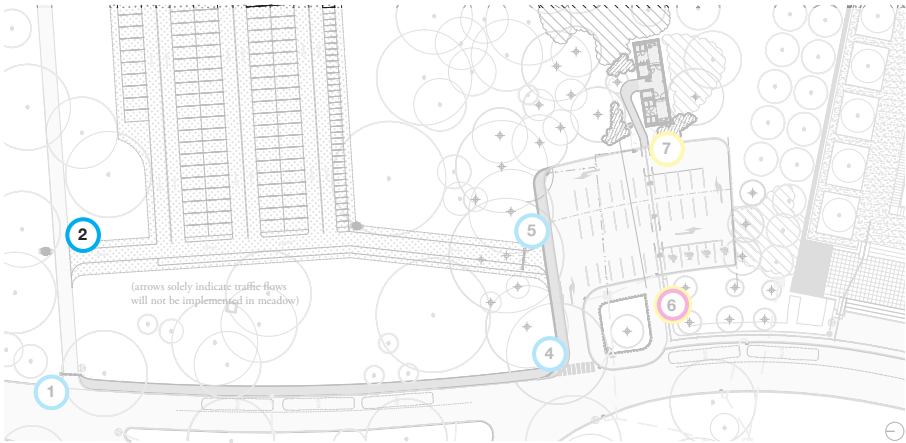
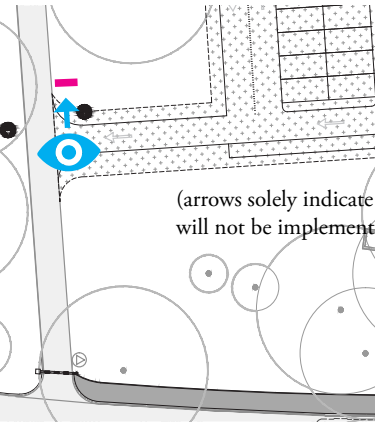
WAYFINDING SIGNAGE TYPES

Signage Location: No.2

Regulation Signage

New free-standing regulation sign.

PROPOSED POSITION



Type 4D
GP-001-002a -
300 x 300mm

GP-001-002b -
300 x 400mm



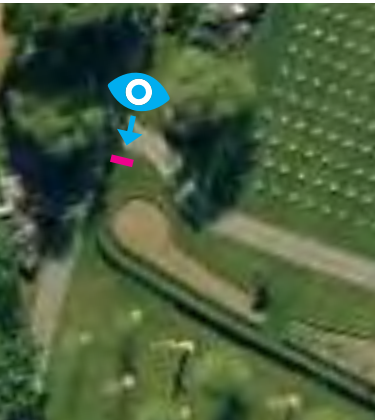
WAYFINDING SIGNAGE TYPES

Signage Location: No.3

Regulation Signage

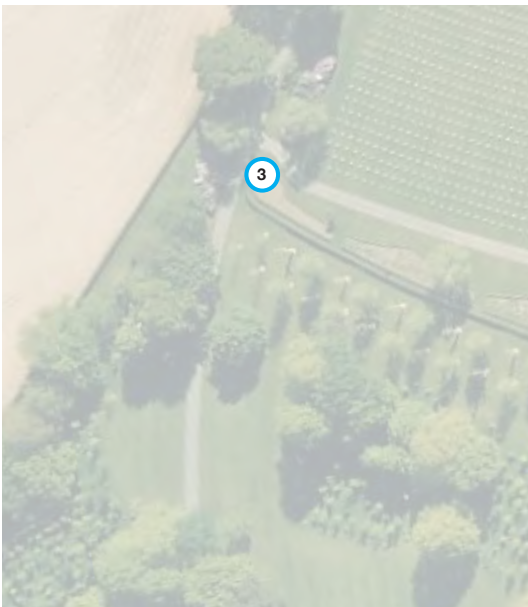
New free-standing regulation sign.

PROPOSED POSITION



VIEWING POSITION

SIGNAGE POSITION



Type 4D:
GP-001-003a -
300 x 300mm

GP-001-003b -
300 x 400mm



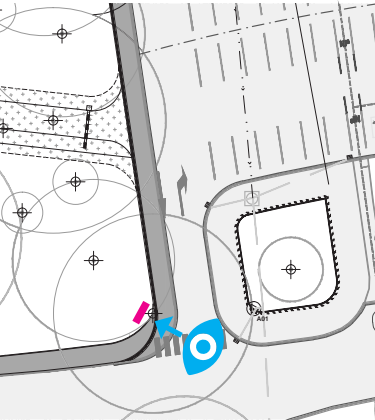
WAYFINDING SIGNAGE TYPES

Signage Location: No.4

Regulation Signage

New free-standing wayfinding structure, positioned in the grass.
Sign will be reflective.

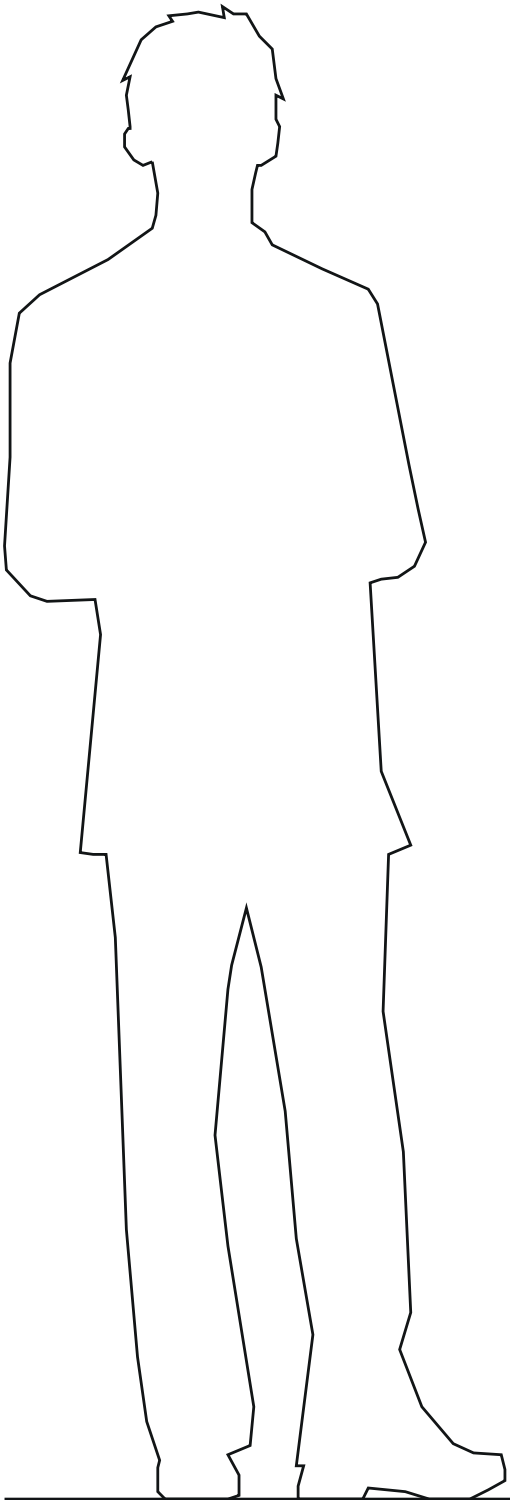
PROPOSED POSITION



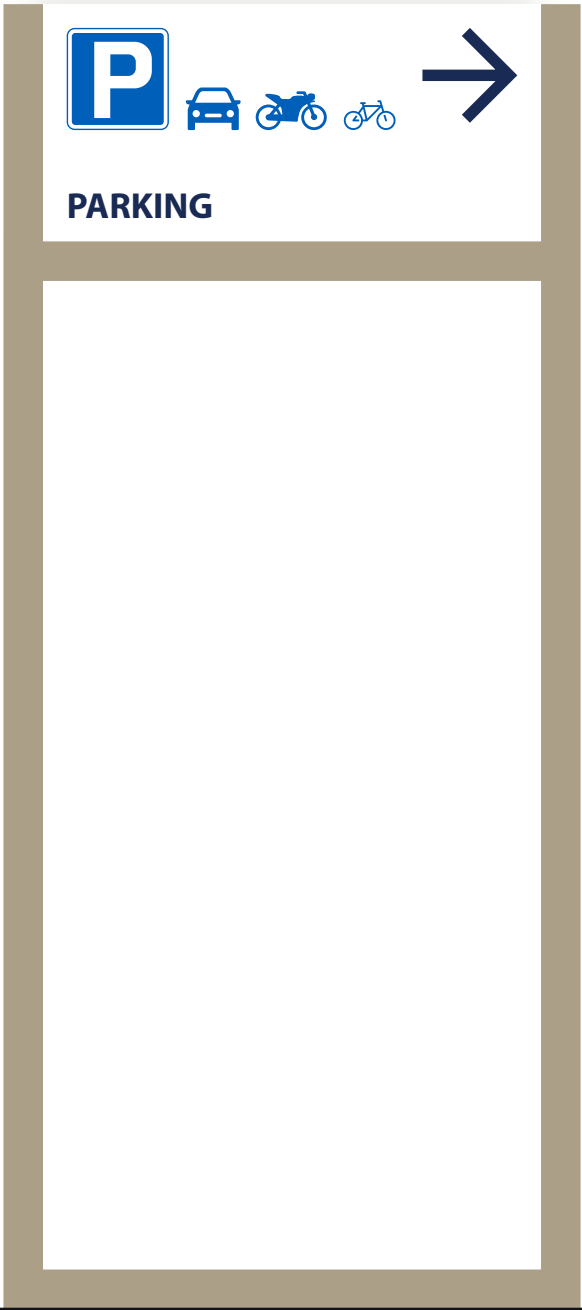
SIGNAGE LOCATION 4



 VIEWING POSITION
 SIGNAGE POSITION



Type 1A:
GP-001-004 -
630 x 300mm



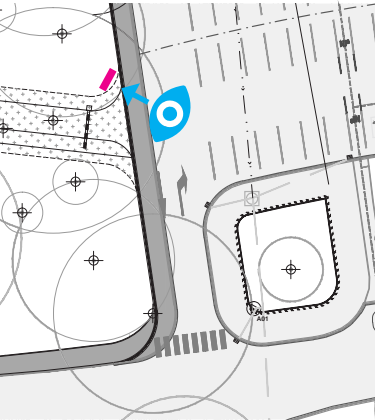
WAYFINDING SIGNAGE TYPES

Signage Location: No.5

Regulation Signage

New free-standing wayfinding structure, positioned in the grass.
Sign will be reflective.

PROPOSED POSITION



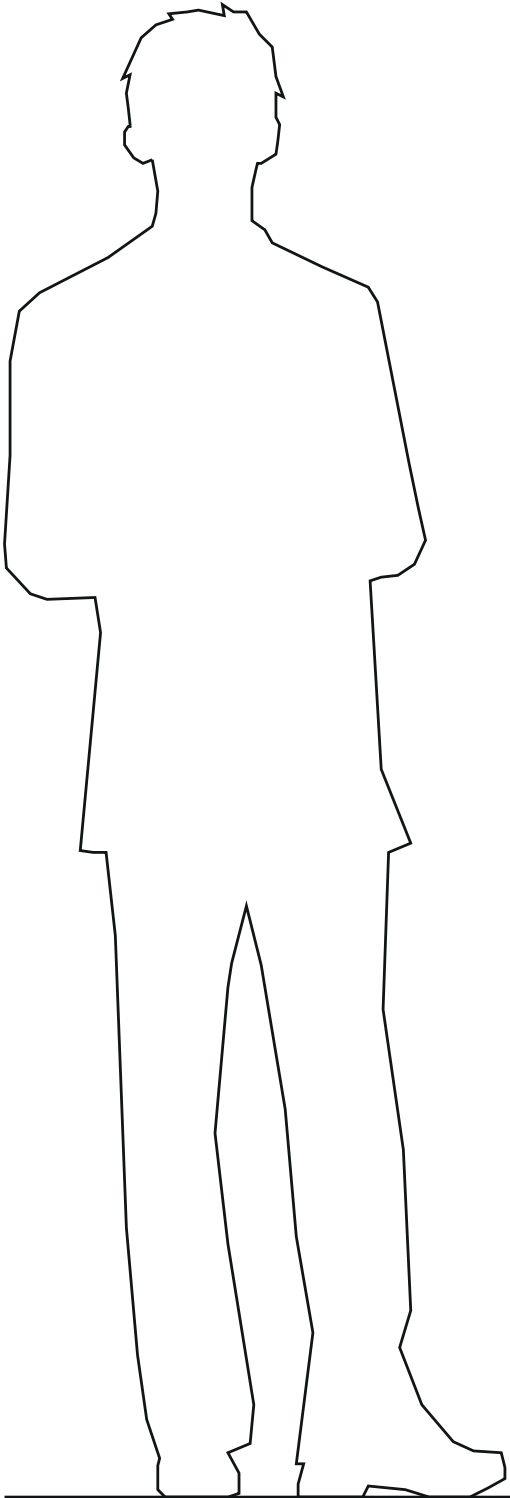
SIGNAGE LOCATION 5



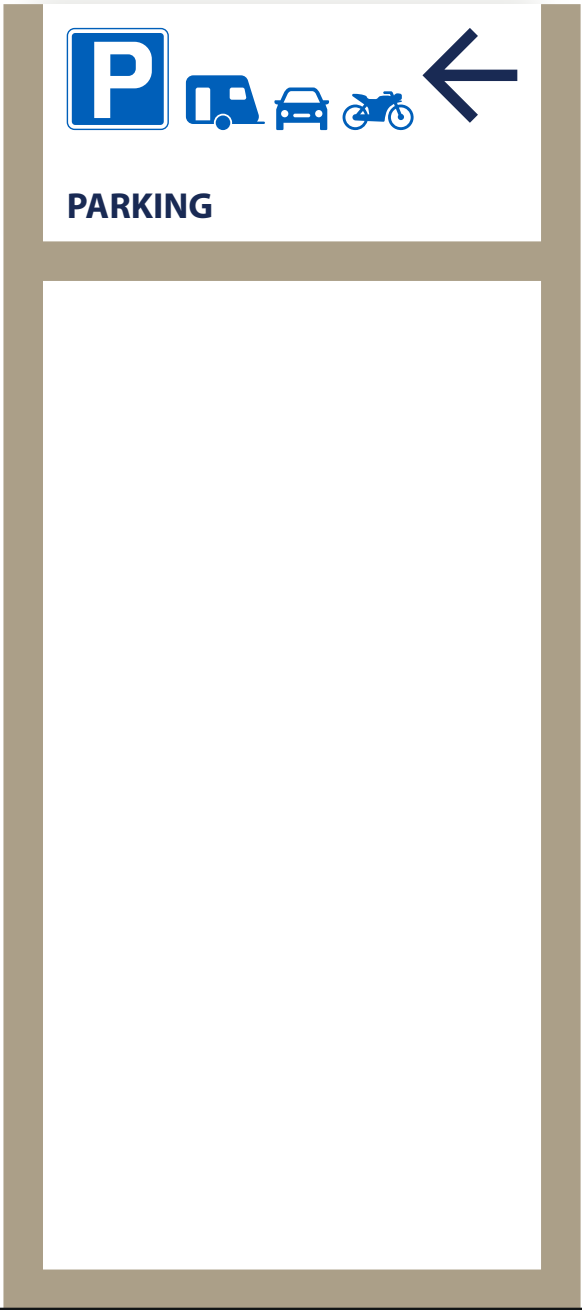
VIEWING POSITION



SIGNAGE POSITION



Type 1A:
GP-001-005 -
630 x 300mm



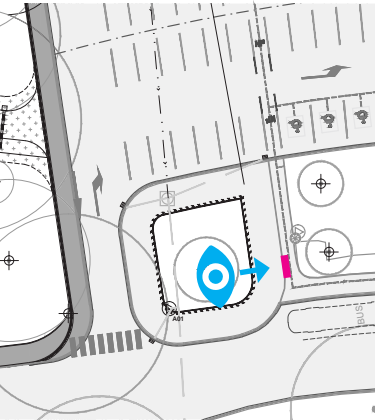
WAYFINDING SIGNAGE TYPES

Signage Location: No.6

Navigation & Orientation Signage

New free-standing wayfinding structure.

PROPOSED POSITION



 **VIEWING POSITION**
 **SIGNAGE POSITION**

SIGNAGE LOCATION 6



Map will include new parking areas and 'you are here' icon to help orientate visitors and guide them towards the Visitor Center.



Current sign to be removed

Type 1B:
GP-001-006 -
300 x 1160mm



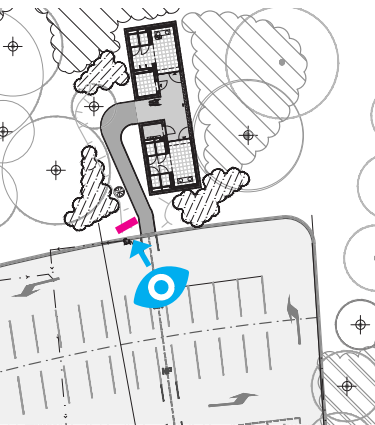
WAYFINDING SIGNAGE TYPES

Signage Location: No.7

Navigation Signage

New free-standing wayfinding structure. Positioned in grass.
Dutch translation to be updated in production documents.

PROPOSED POSITION



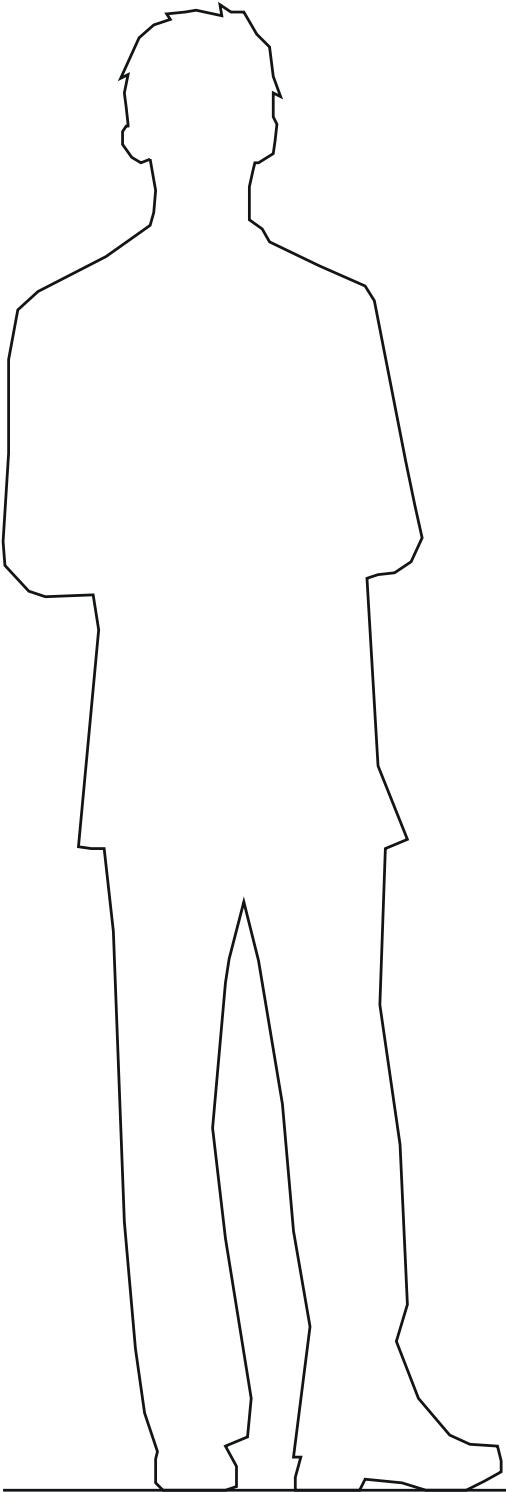
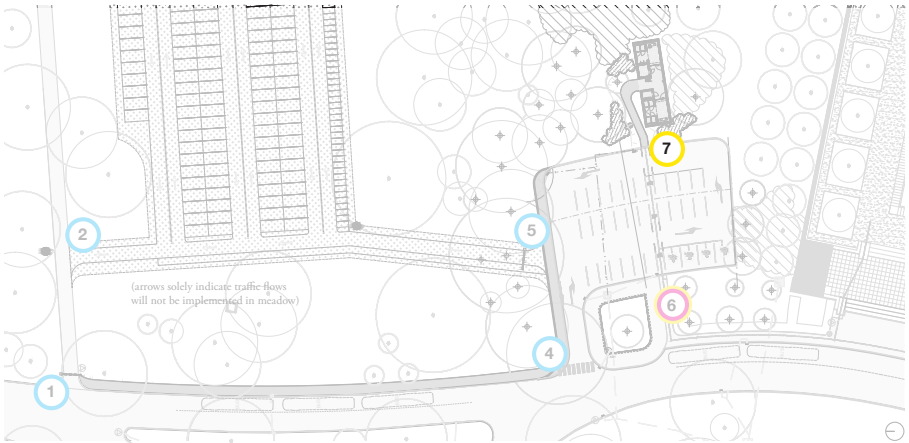
SIGNAGE LOCATION 7



VIEWING POSITION



SIGNAGE POSITION

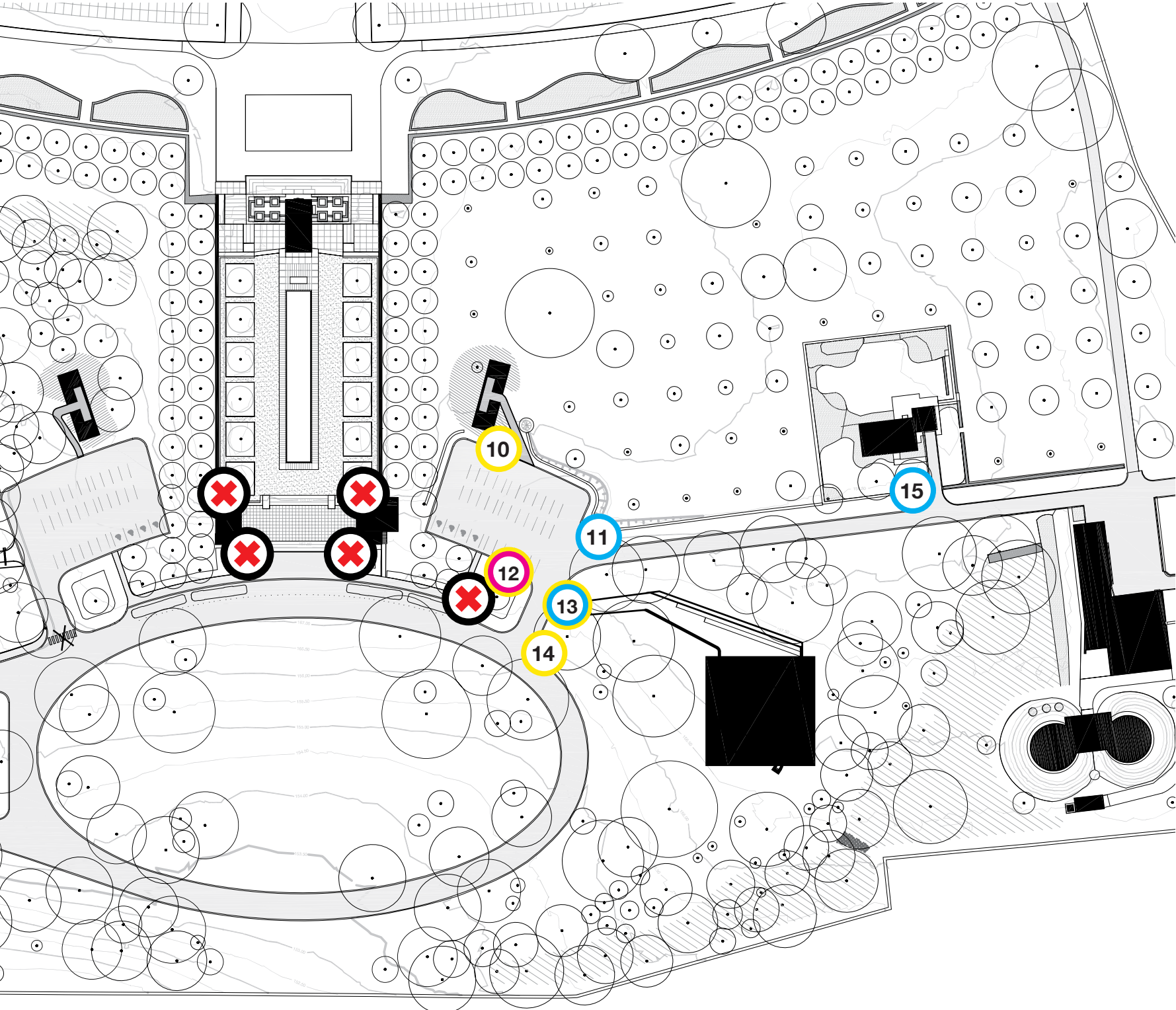


Type 1B:
GP-001-007 -
300 x 375mm









NEAC WAYFINDING LOCATION PLAN

This location plan illustrates the proposed signage locations for the NEAC site.



WAYFINDING SIGNAGE TYPES

-  Identification
-  Orientation
-  Navigation
-  Regulation
-  Interpretation
-  This marker indicates where an existing sign is located and is either to be removed or relocated.



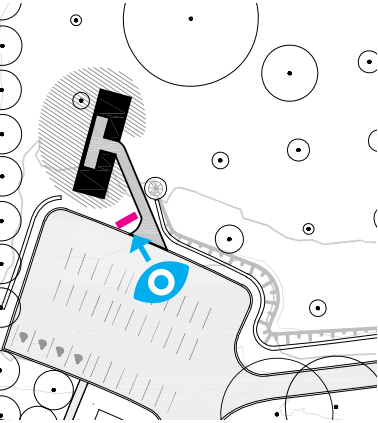
WAYFINDING SIGNAGE TYPES

Signage Location: No.10

Navigation Signage

New free-standing wayfinding structure. Positioned in grass.
Dutch translation to be updated in production documents.

PROPOSED POSITION

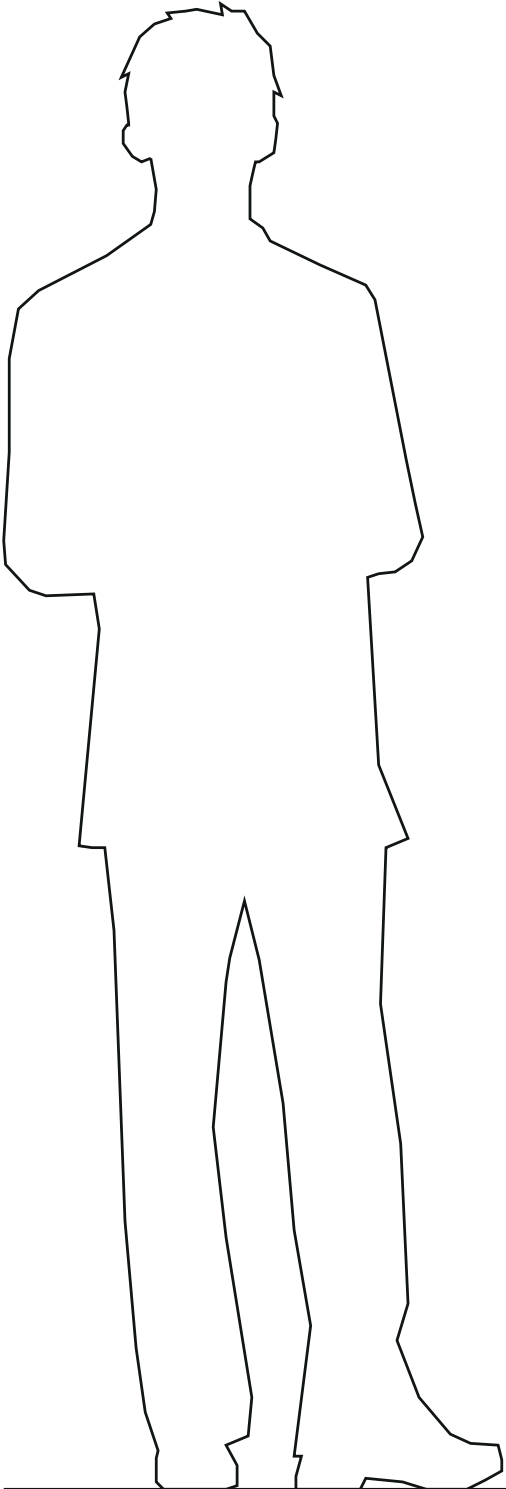
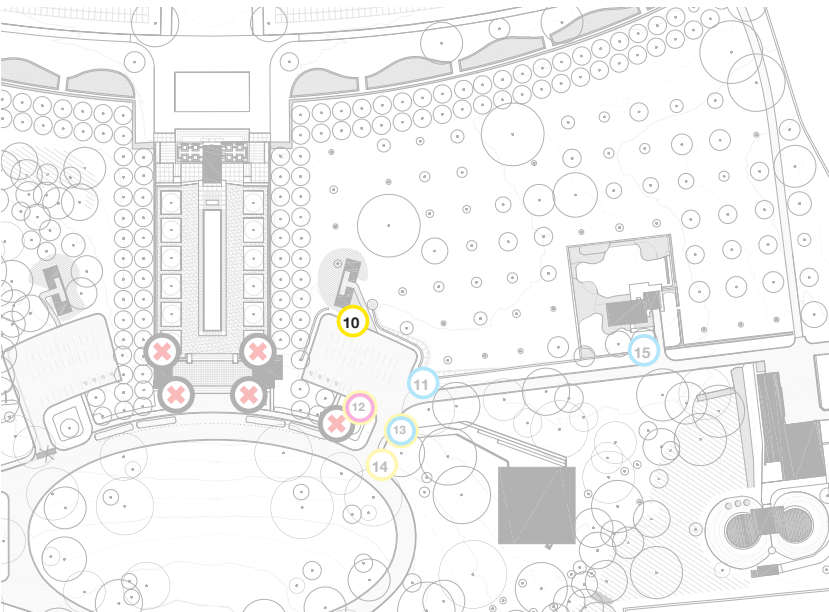


SIGNAGE LOCATION 10



VIEWING POSITION

SIGNAGE POSITION



Type 1B:
GP-001-010 -
300 x 375mm



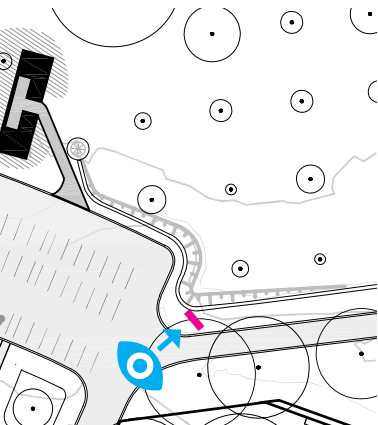
WAYFINDING SIGNAGE TYPES

Signage Location: No.11

Regulation Signage

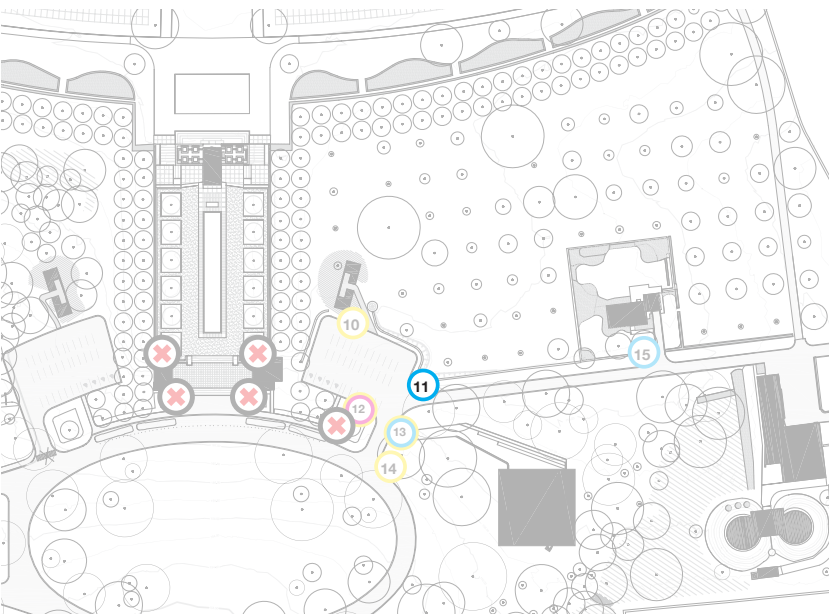
New free-standing wayfinding structure, placed in the grass.

PROPOSED POSITION



VIEWING POSITION

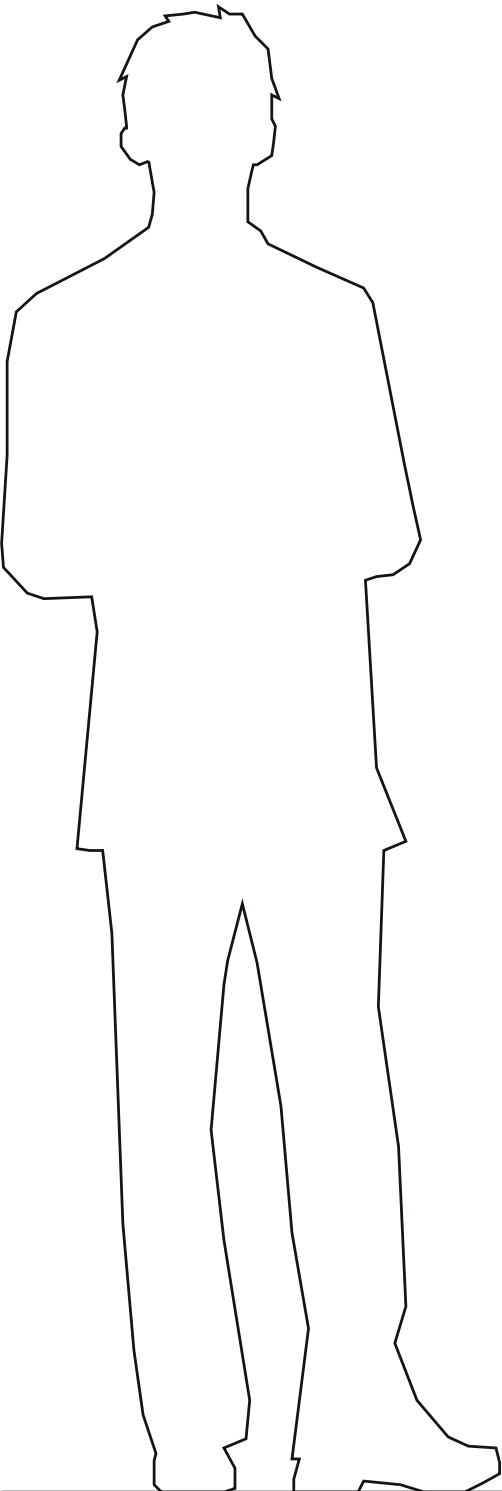
SIGNAGE POSITION



SIGNAGE LOCATION 11



Current sign to be removed and replaced



Type 4D:
GP-001-011a -
300 x 150mm

GP-001-011b -
300 x 375mm



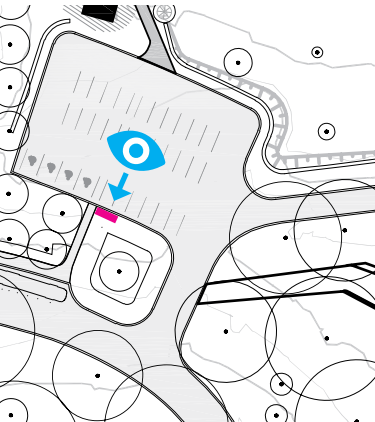
WAYFINDING SIGNAGE TYPES

Signage Location: No.12

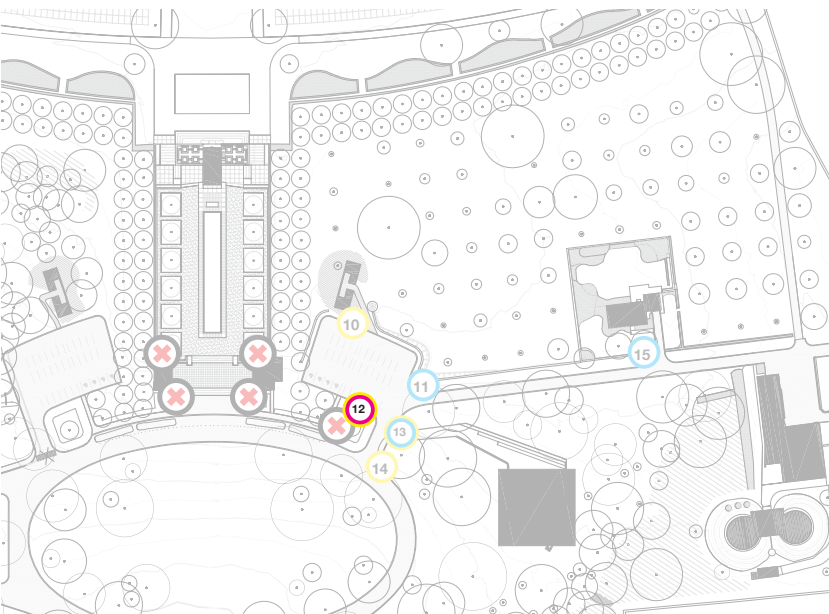
Navigation & Orientation Signage

New free-standing double-sided wayfinding structure on the right side of the pathway. Longer sign designed to fit all content. Map will include new parking areas and 'you are here' icon to help orientate visitors and guide them towards the Visitor Center. Dutch translation to be updated in production documents.

PROPOSED POSITION



SIGNAGE LOCATION 12

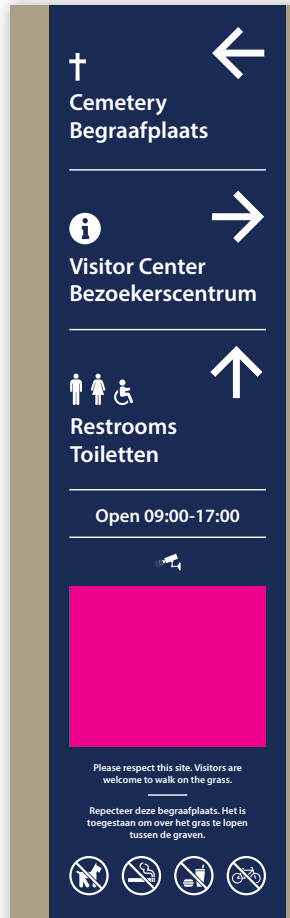


Current sign to be removed

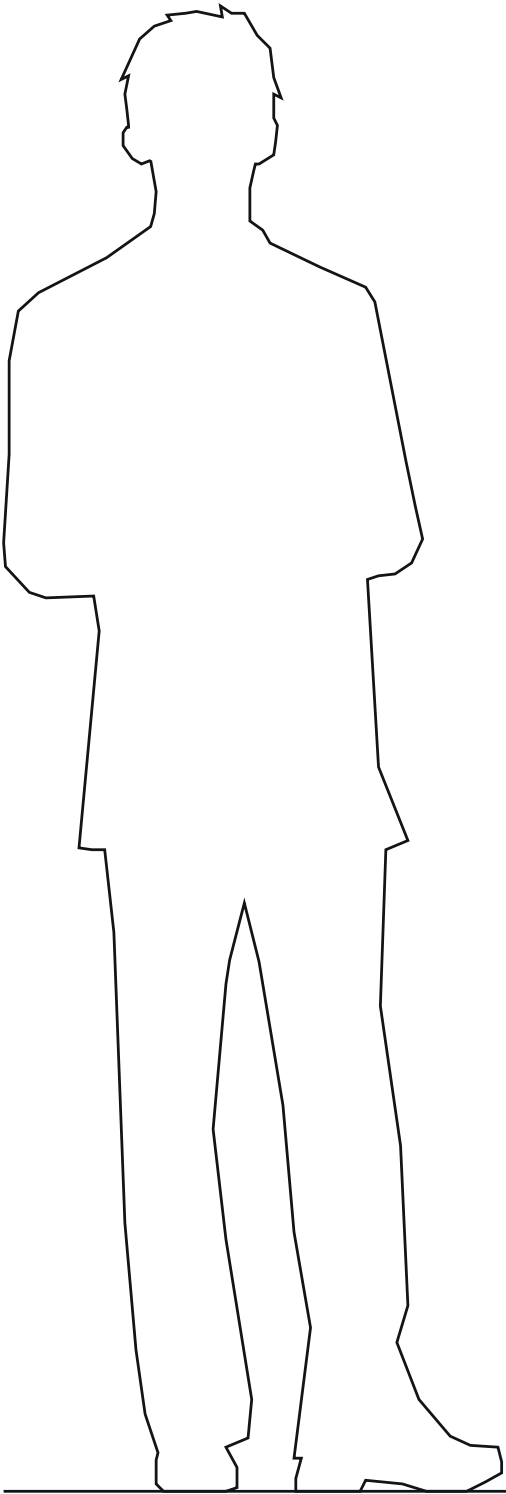
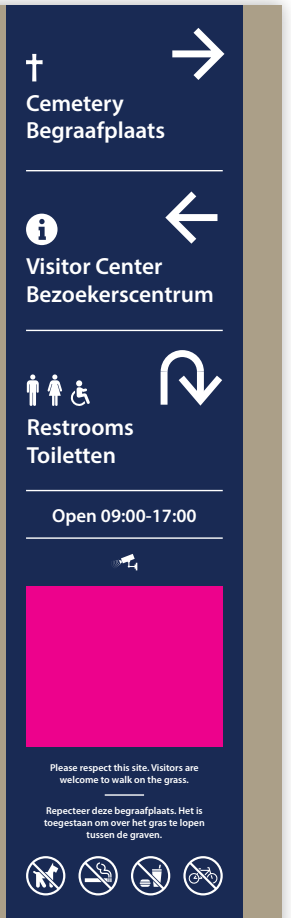
Type 1B:
GP-001-012a -
300 x 1160mm

Type 1B:
GP-001-012b -
300 x 1160mm

FRONT



BACK
(FACING CAR PARK)



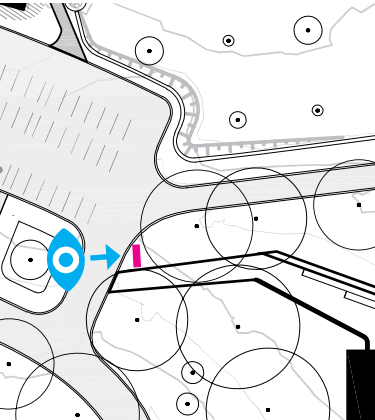
WAYFINDING SIGNAGE TYPES

Signage Location: No.13

Regulation & Navigation Signage

New free-standing wayfinding structure. Positioned in grass.
Dutch translation to be updated in production documents.

PROPOSED POSITION

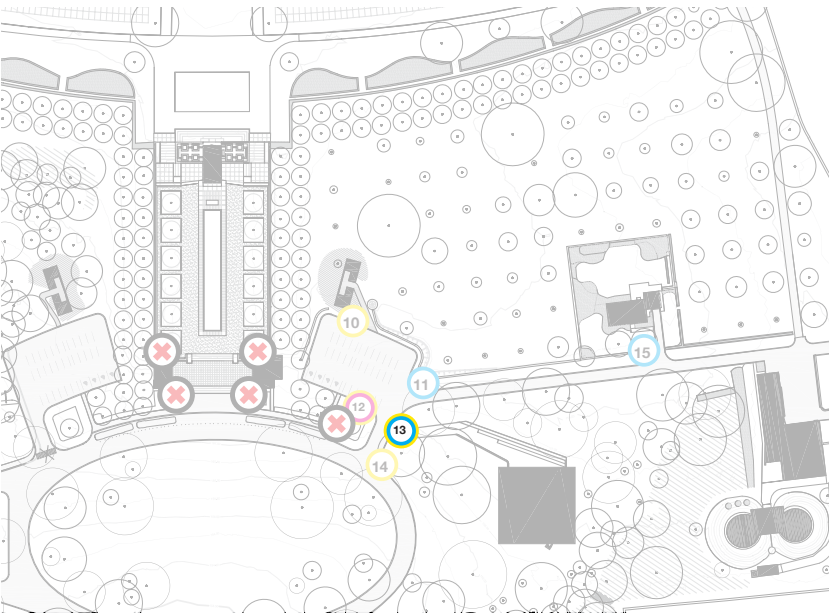


SIGNAGE LOCATION 13

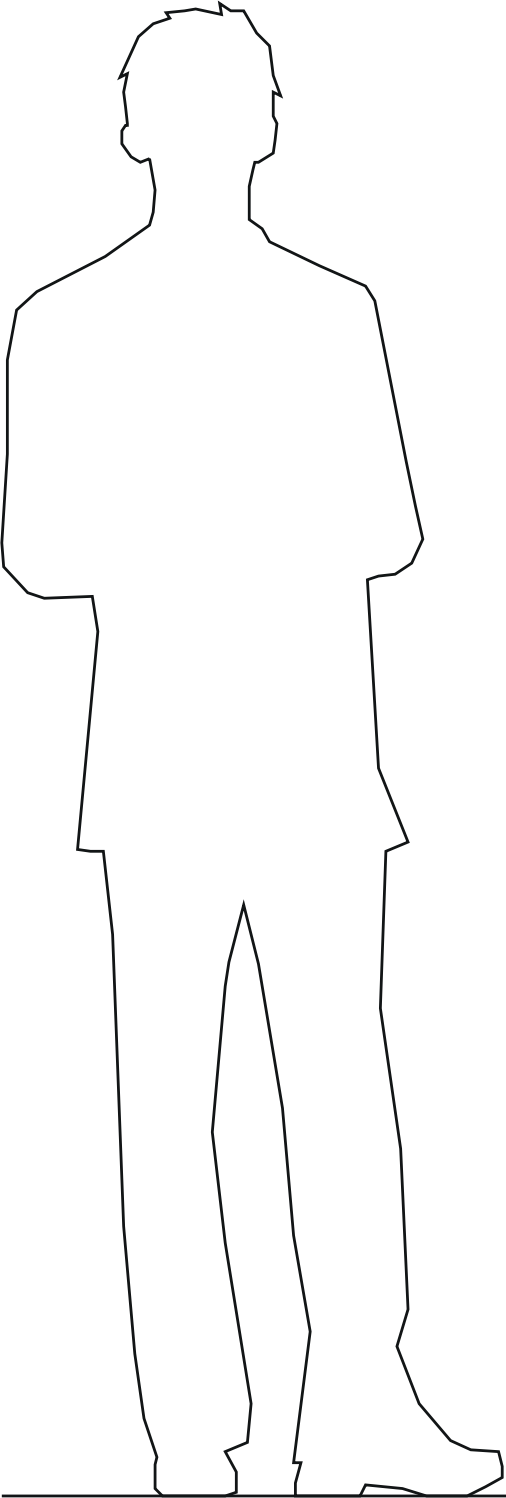


VIEWING POSITION

SIGNAGE POSITION



Current sign to be removed



Type 1B:
GP-001-013 -
300 x 480mm



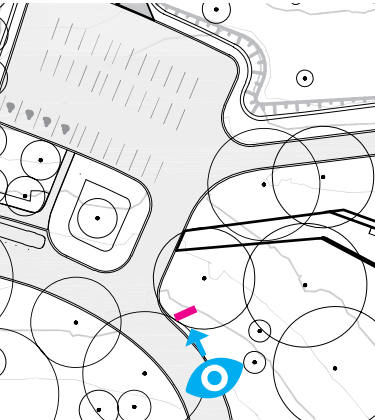
WAYFINDING SIGNAGE TYPES

Signage Location: No.14

Navigation Signage

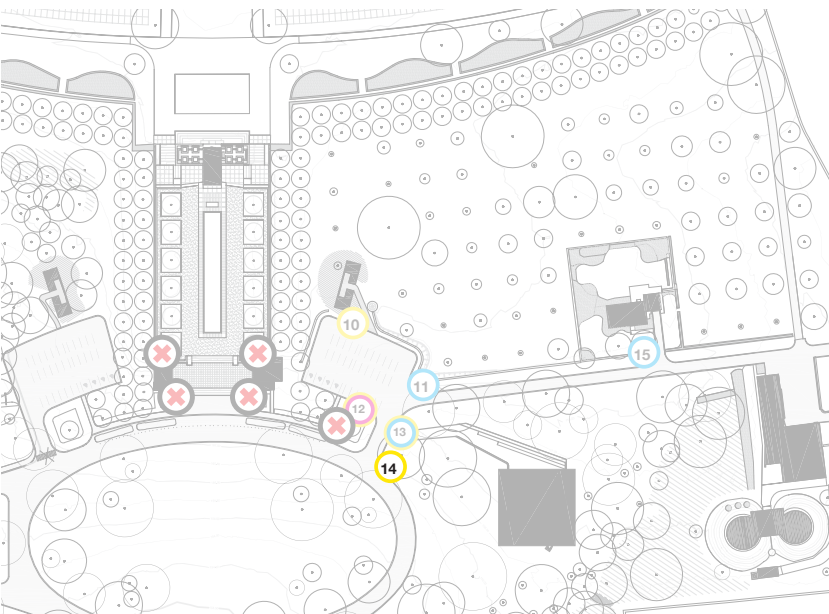
New free-standing wayfinding structure with base around to facilitate mowing.
Sign will be reflective. Current sign to be removed.

PROPOSED POSITION



VIEWING POSITION

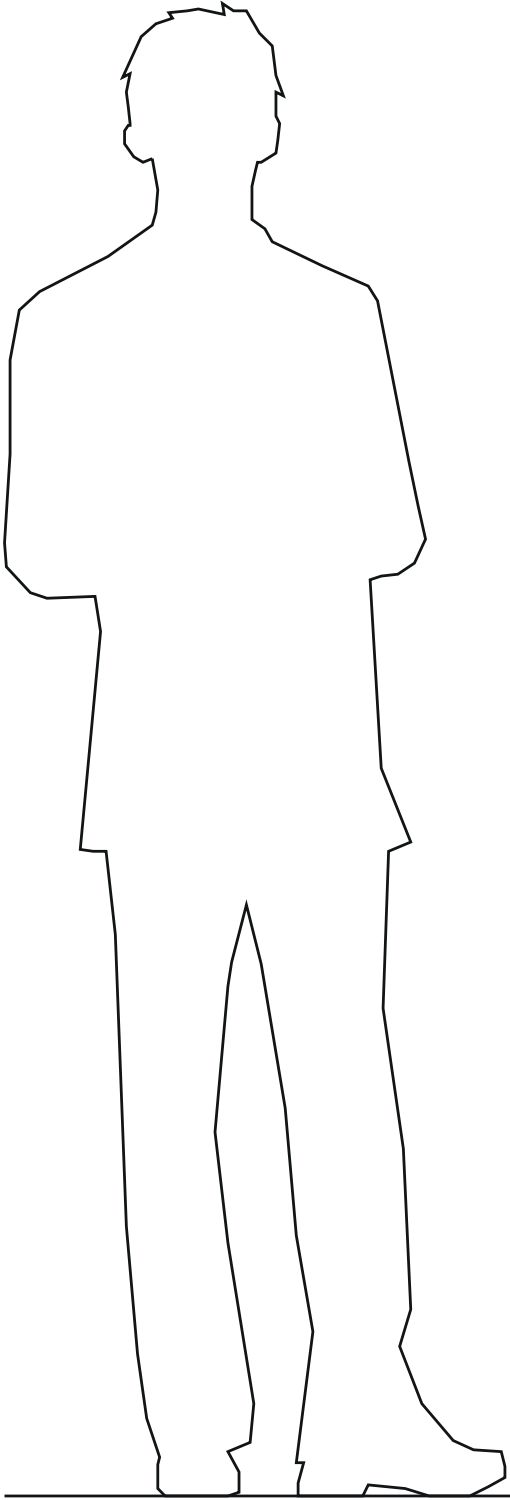
SIGNAGE POSITION



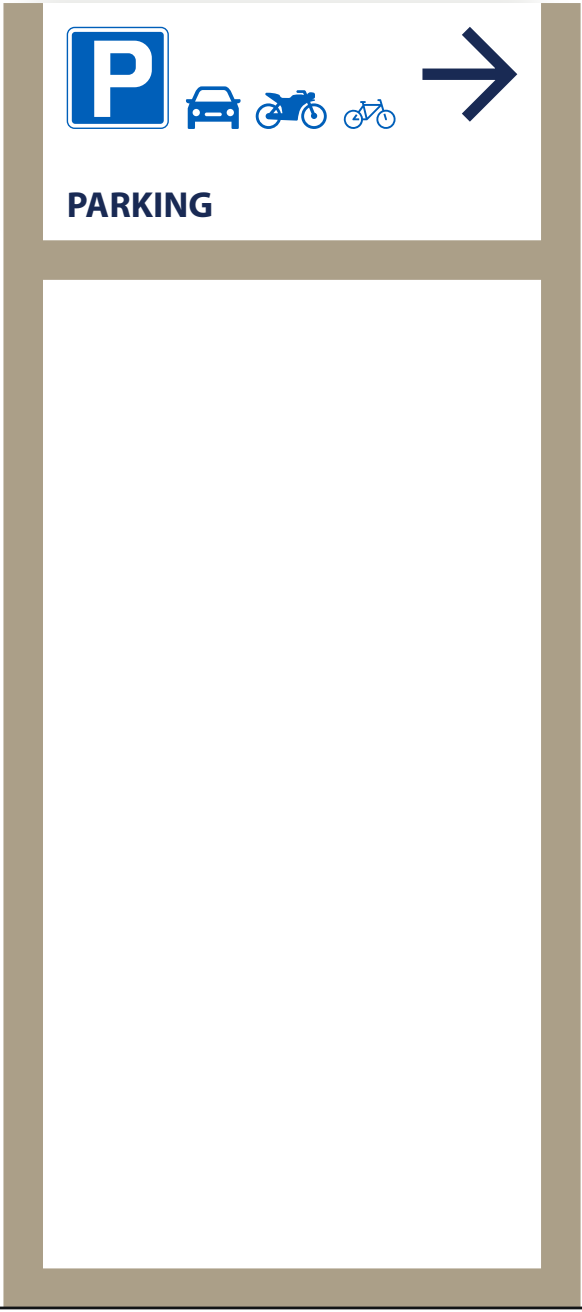
SIGNAGE LOCATION 14



Current sign to be removed and replaced



Type 1A:
GP-001-014 -
300 x 480mm



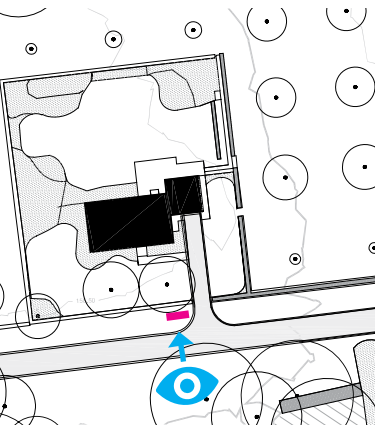
WAYFINDING SIGNAGE TYPES

Signage Location: No.15

Regulation Signage

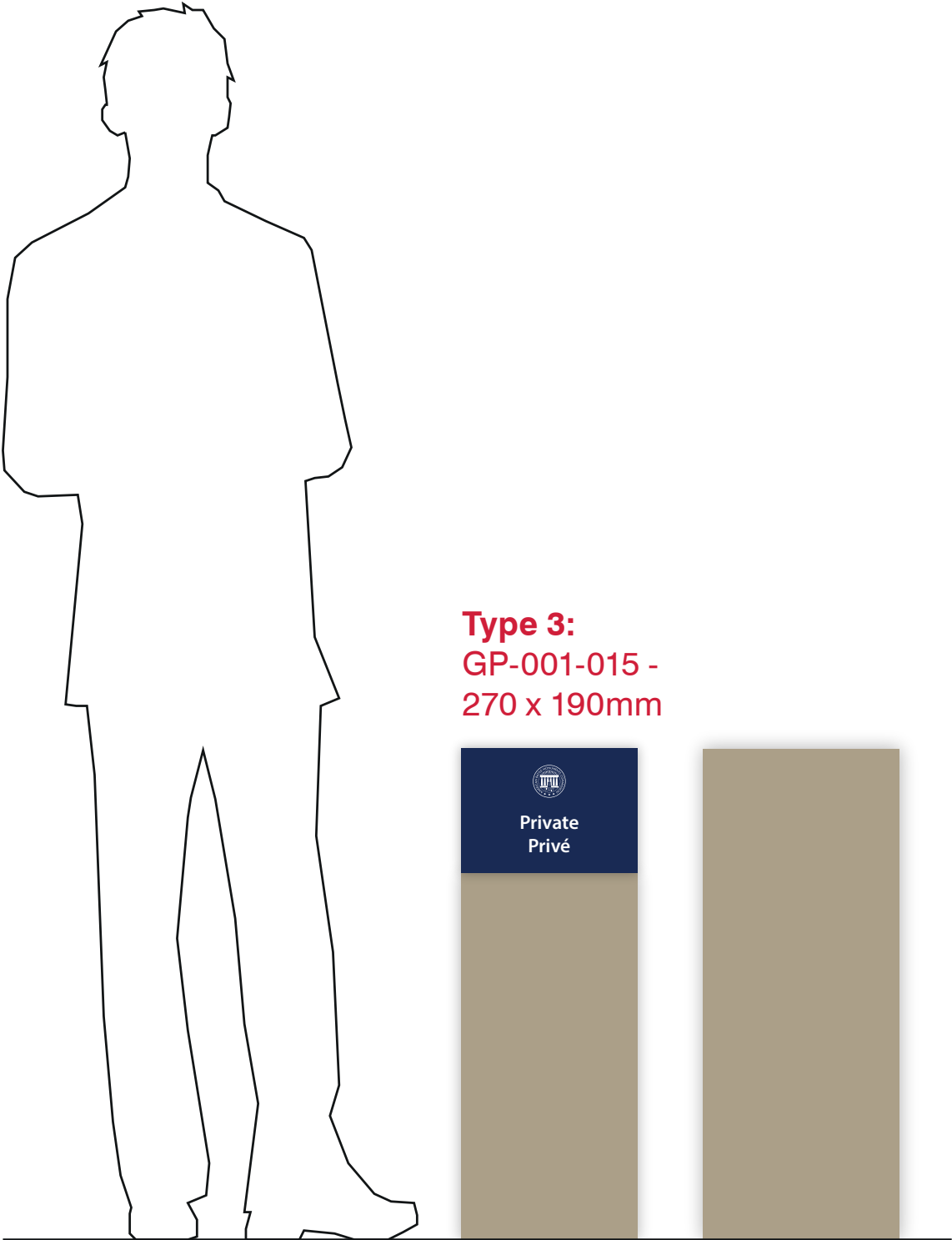
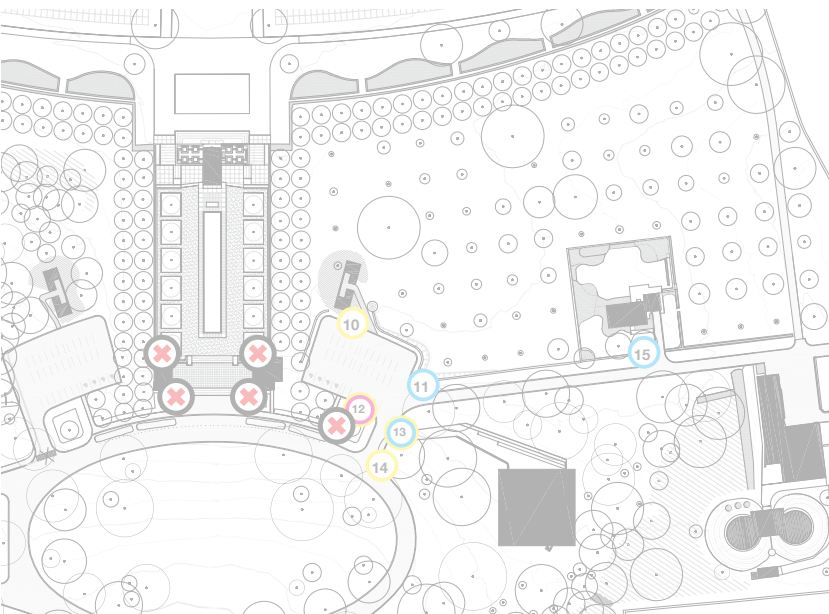
New free-standing wayfinding structure. Position in grass.

PROPOSED POSITION



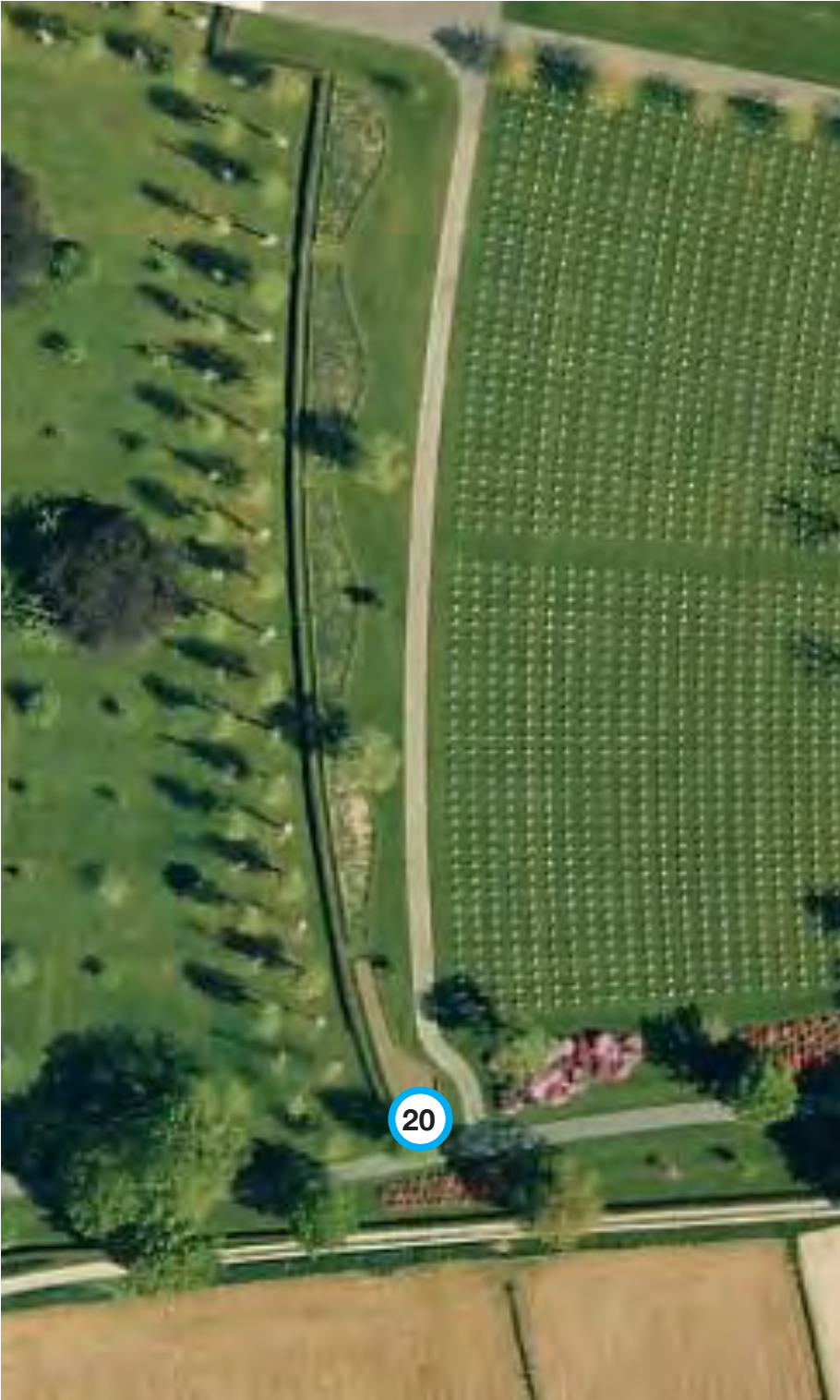
VIEWING POSITION

SIGNAGE POSITION









NEAC WAYFINDING LOCATION PLAN

This location plan illustrates the proposed signage locations for the NEAC site.



WAYFINDING SIGNAGE TYPES

-  Identification
-  Orientation
-  Navigation
-  Regulation
-  Interpretation
-  This marker indicates where an existing sign is located and is either to be removed or relocated.



WAYFINDING SIGNAGE TYPES

Signage Location: No.16

Regulation Signage

New free-standing wayfinding structure. Sign is for visitors who arrive when the gates are closed to let them know the opening times. Sign has been moved further away from the gate.

PROPOSED POSITION



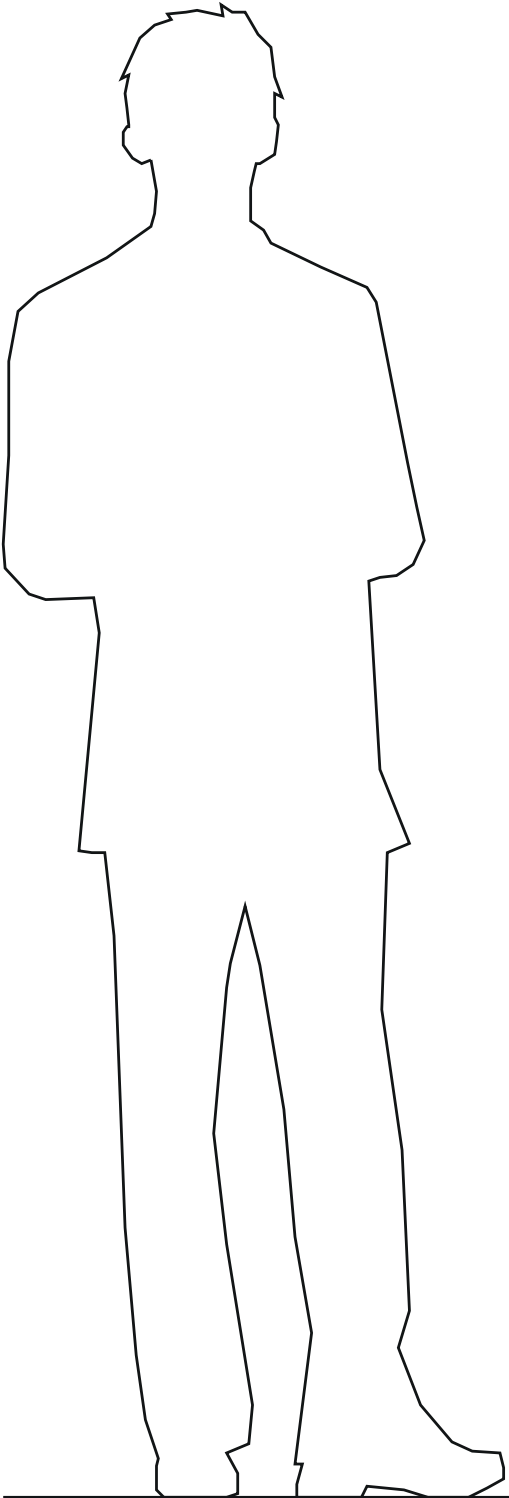
SIGNAGE LOCATION 16



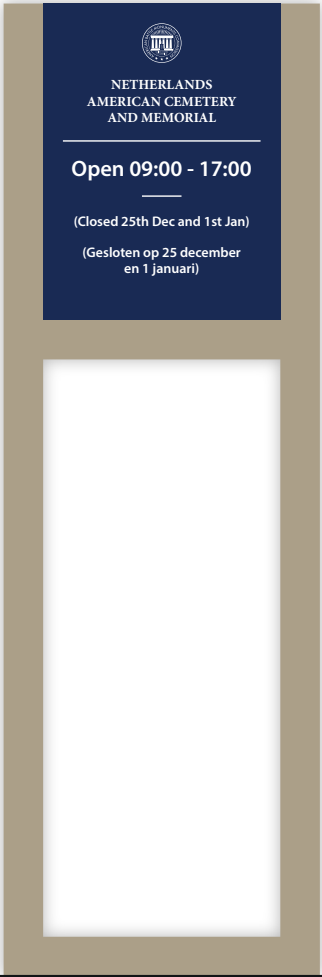
VIEWING POSITION



SIGNAGE POSITION



Type 4C:
GP-001-016 -
300 x 400mm



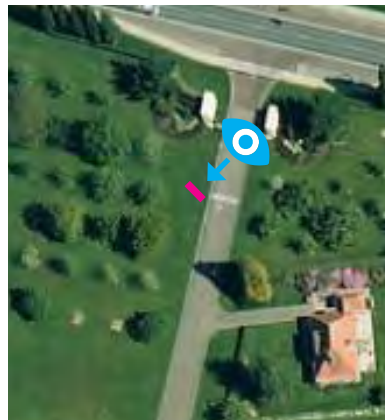
WAYFINDING SIGNAGE TYPES

Signage Location: No.17

Identification Signage

New free-standing wayfinding structure. Sign will be reflective.

PROPOSED POSITION



SIGNAGE LOCATION 17



VIEWING POSITION



SIGNAGE POSITION

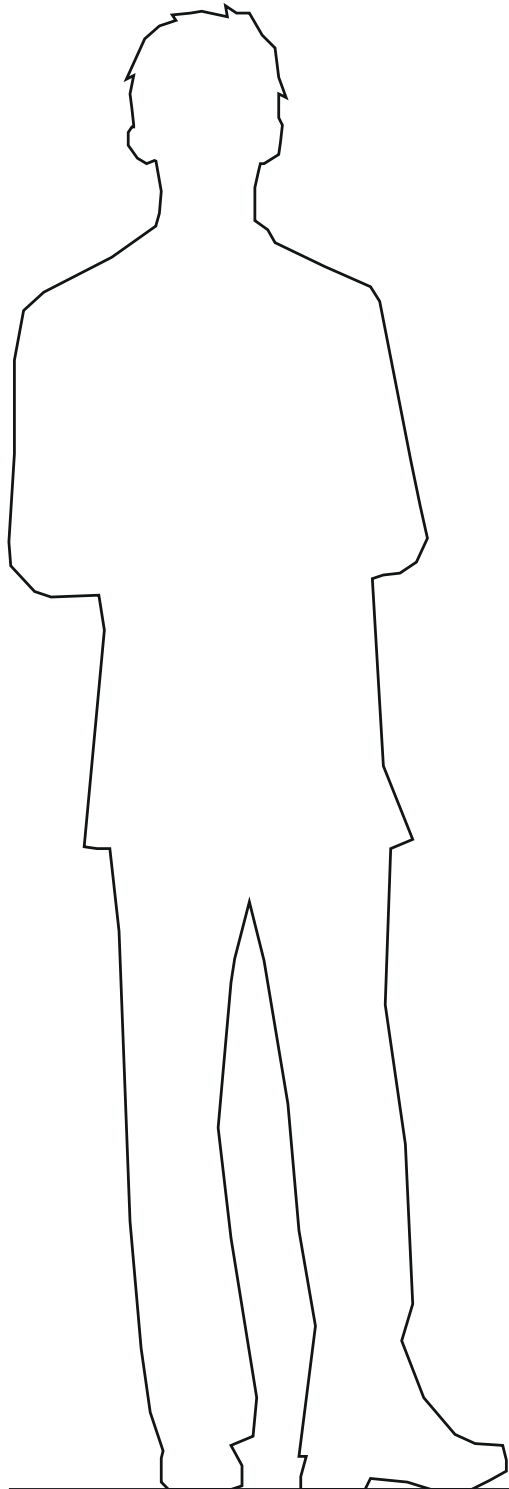


Current sign to be removed

Type 1D:
GP-001-017a -
630x 500mm

GP-001-017b -
630x 300mm

GP-001-017c -
630x 300mm



NETHERLANDS
AMERICAN CEMETERY
AND MEMORIAL



PARKING

Open 9:00 - 17:00



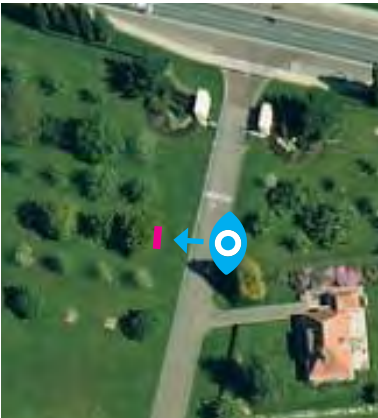
WAYFINDING SIGNAGE TYPES

Signage Location: No.18

Regulation Signage

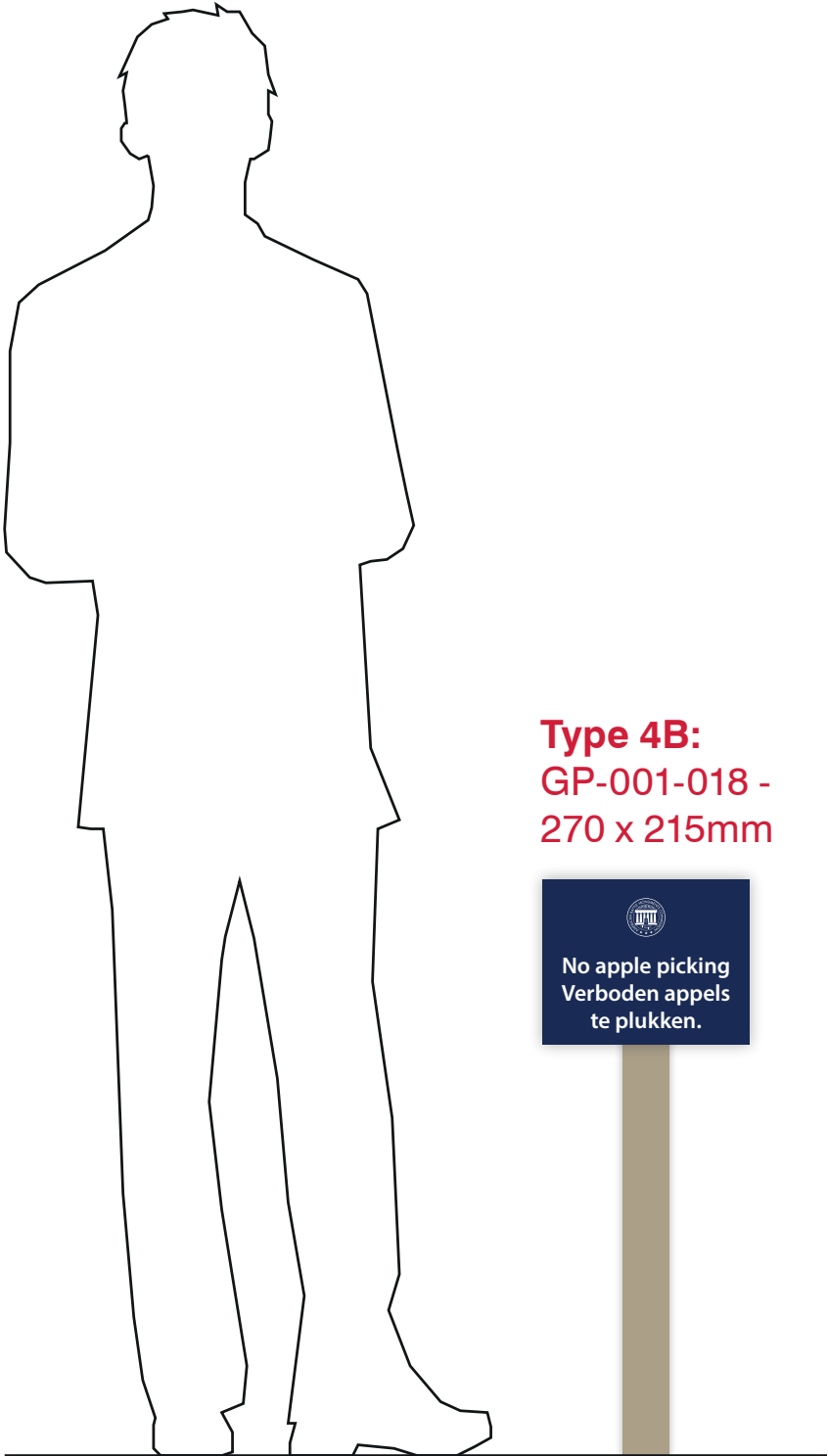
New free-standing regulation sign to be used during apple season in front of the orchard. Dutch translation to be updated in production documents.

PROPOSED POSITION



VIEWING POSITION

SIGNAGE POSITION



Type 4B:
GP-001-018 -
270 x 215mm

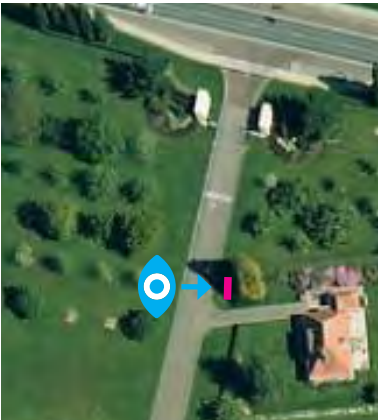
WAYFINDING SIGNAGE TYPES

Signage Location: No.19

Regulation Signage

New free-standing wayfinding structure. Positioned in grass.

PROPOSED POSITION



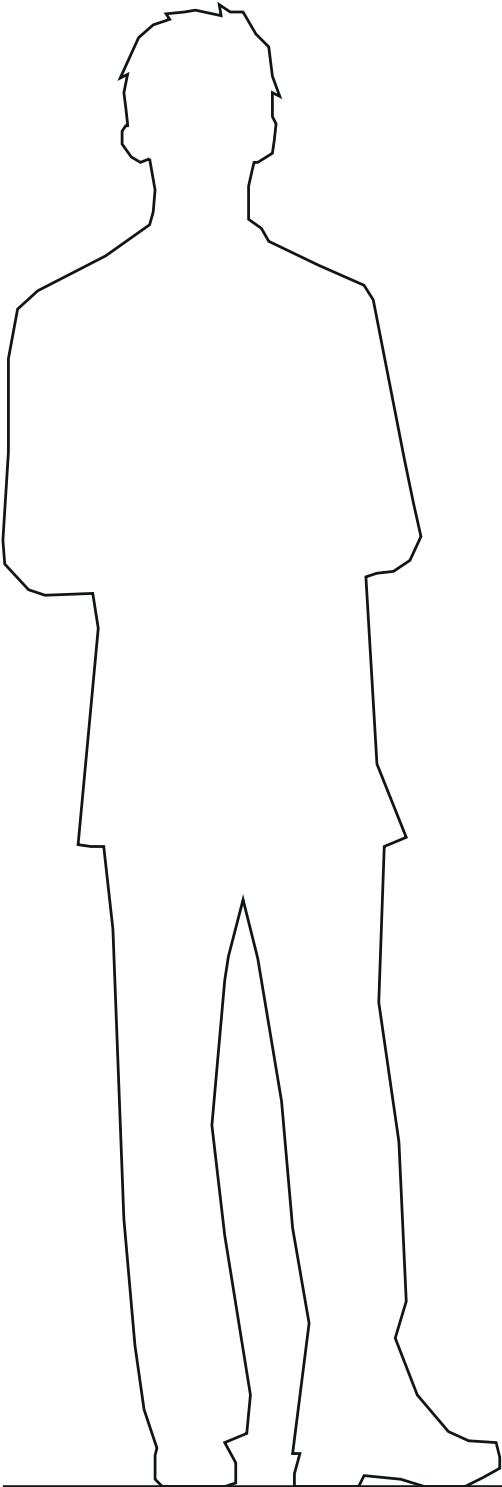
VIEWING POSITION

SIGNAGE POSITION

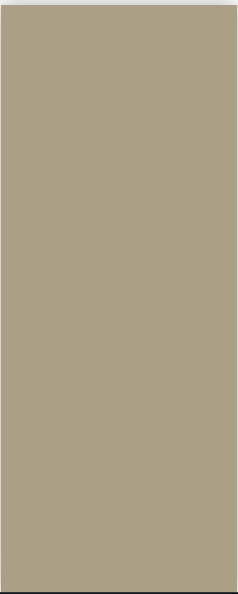
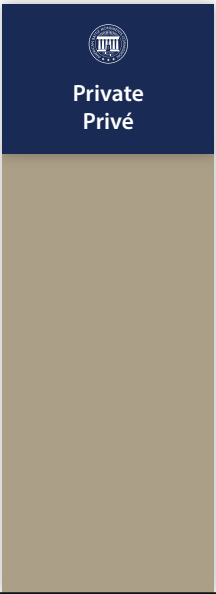
SIGNAGE LOCATION 19



Current sign to be removed



Type 3:
GP-001-019 -
270 x 190mm



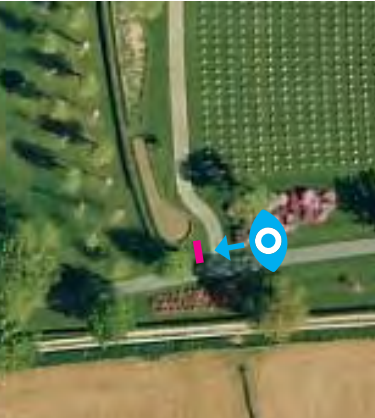
WAYFINDING SIGNAGE TYPES

Signage Location: No.20

Regulation Signage

New free-standing wayfinding structure.

PROPOSED POSITION



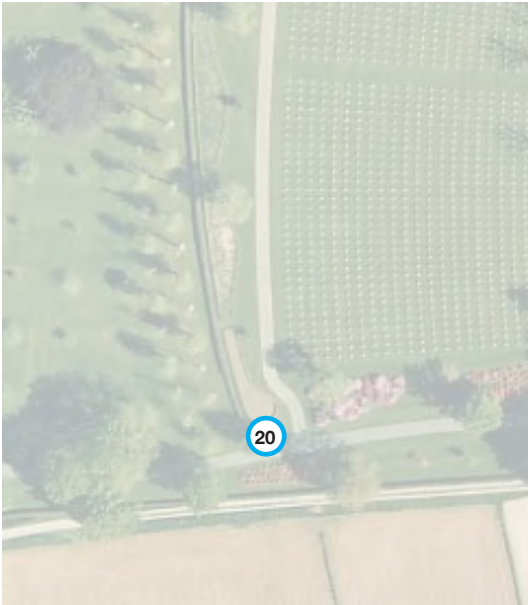
SIGNAGE LOCATION 20



VIEWING POSITION



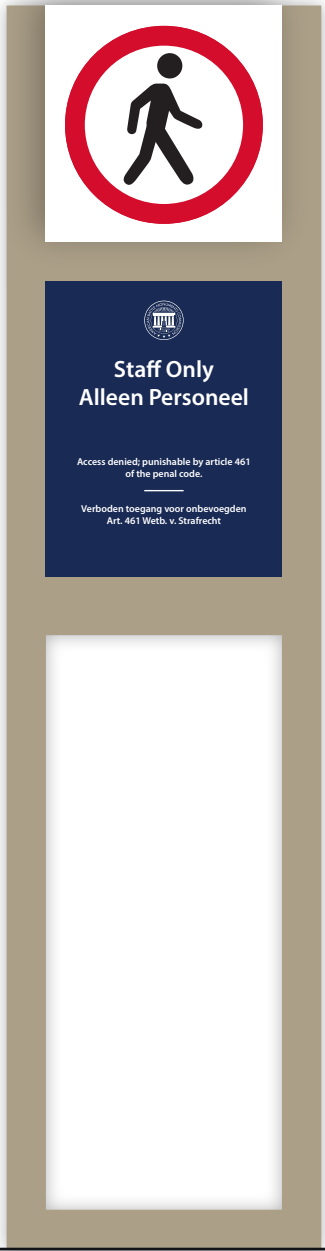
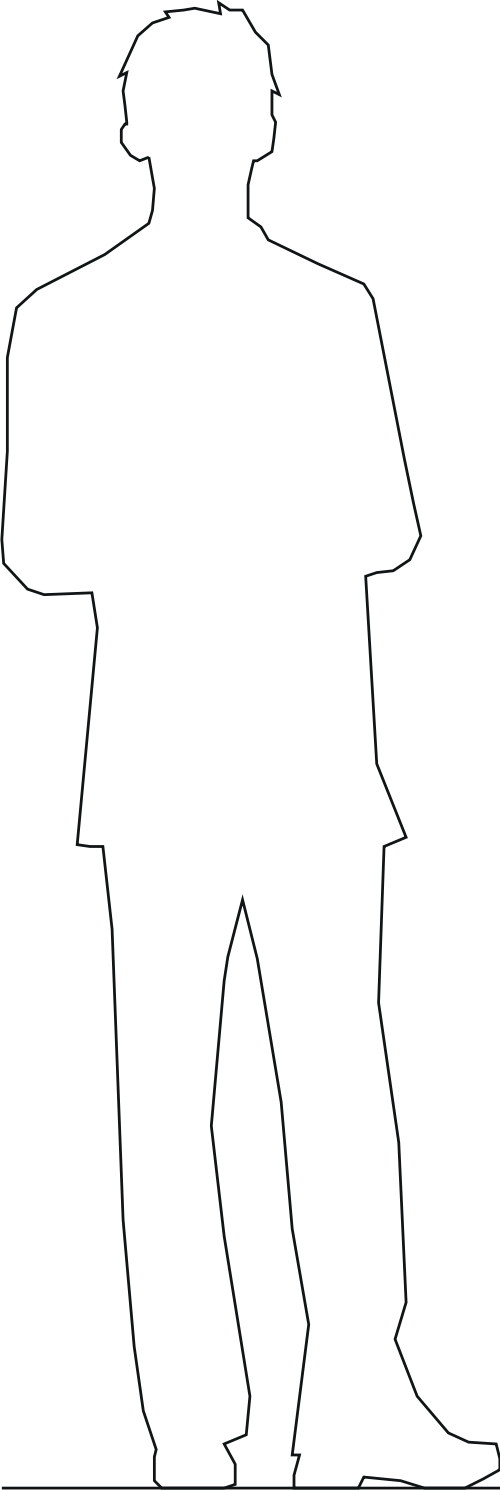
SIGNAGE POSITION



Current sign to be removed

Type 4D:
GP-001-020a -
300 x 300mm

GP-001-020b -
300 x 400mm



SIGNAGE VISUALS

SIGNAGE LOCATION 4



SIGNAGE LOCATION 6



SIGNAGE VISUALS

SIGNAGE LOCATION 12



SIGNAGE LOCATION 13



SIGNAGE VISUALS

SIGNAGE LOCATION 16



SIGNAGE LOCATION 17

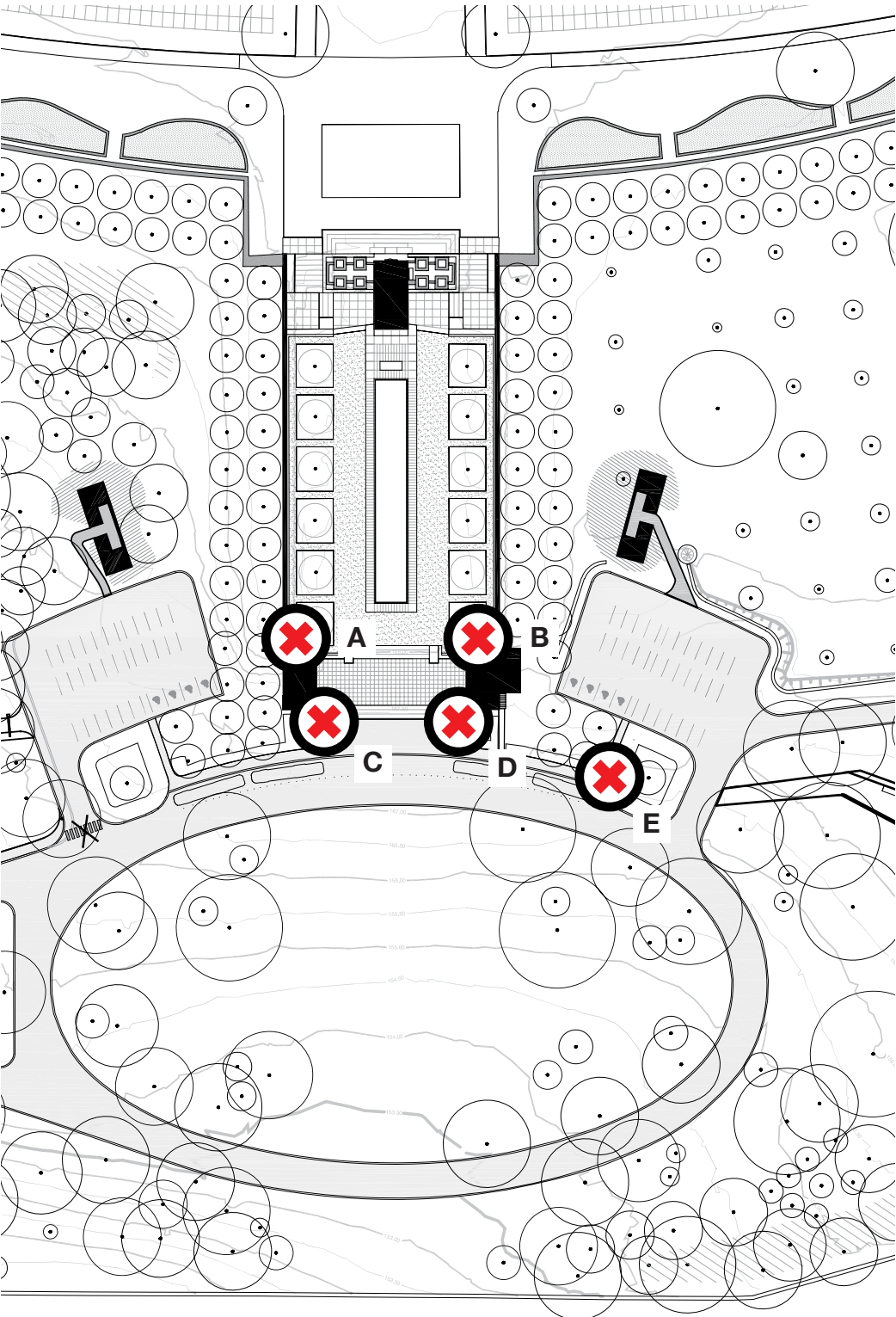


SIGNAGE VISUALS

SIGNAGE LOCATION 20



SIGNAGE TO BE REMOVED AND NOT REPLACED



LOCATION A



LOCATION B



LOCATION C



LOCATION D



LOCATION E



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