



*on site orientation*

National Park Service

wayside

# Map Standards

Exhibits

You Are Here

*a collection of guidelines  
established to create consistency  
with official National Park Service  
publication maps*

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### Why map standards

The intent of the NPS Wayside Map Standards is to establish a common language with National Park Service maps developed by the Department of Publications. Visitors will likely use a combination of both wayside maps and published maps for orientation purposes. Visitors should find that the wayside maps look, feel, and function like the official park publication maps. Map standards should serve as a guide to mapping, not as a hard-and-fast set of rules.

### What's unique about wayside maps

The differences between the two standards are due to the different functions of waysides and publications. Unlike published maps, wayside maps can only be used on-site and cannot be carried away with the visitor for further reference. The wayside audience is a pedestrian audience. The **You Are Here** is the most important feature on a wayside map. Orientation maps should provide only the necessary information to assist a visitor traveling from the site to point B. Wayside maps work best when they are site-specific and have a clear focus. They should not include all the information you would see in a photograph or on the ground. Only those elements which are relevant to the purpose of the map should be shown.

### Planning a Map

#### Site

The specific location of the wayside is critical in determining the content of the map.

#### Purpose

When planning a new map it is critical to establish clear intent. A map may not be appropriate graphic solution.

#### Audience

Remember that the wayside audience is a pedestrian audience that is facing in a particular direction with a view of specific landscape and structural features.

#### Size and Scale

The size and scale of the map is based on its purpose, the amount of space available in the exhibit layout, and the geographic area and content of the map. A poorly designed map can mislead people if, for example, short distances appear to be very long. Maps should be created at the same size as will be used in the final reproduction. Adding to the map area, or changing the scale can double the cost and time needed to create a map.

#### Layout

Avoid placing maps within maps. Readers don't know where one ends and the other starts. Avoid placing non-map information on maps.

#### Orientation

In general, maps work best when north is at the top of the map. However, wayside maps often work better when they are oriented in the same direction as the viewer. More information on orientation is included on page 8.

### Planning a Map

#### Content

Determine what geographical information and labels to include on the map. These are not design decisions at this point, but rather informational choices. Only those elements which are relevant to the purpose of the map should be shown. Gather resource maps to be used for base information, keeping in mind that these reference maps were created for different purposes. Consider the wording used on the map to be sure it doesn't conflict with the signage used in the park or the wording used in the exhibit text. Refer to the official publication for consistency among media. It is helpful to have written list of all features (park areas, open water areas, drainages, roads, trails etc.) and labels (spelled correctly) listed in the order of importance. A map compilation can be a very helpful tool for conveying the map content to a cartographer.

### Map Planning Worksheet

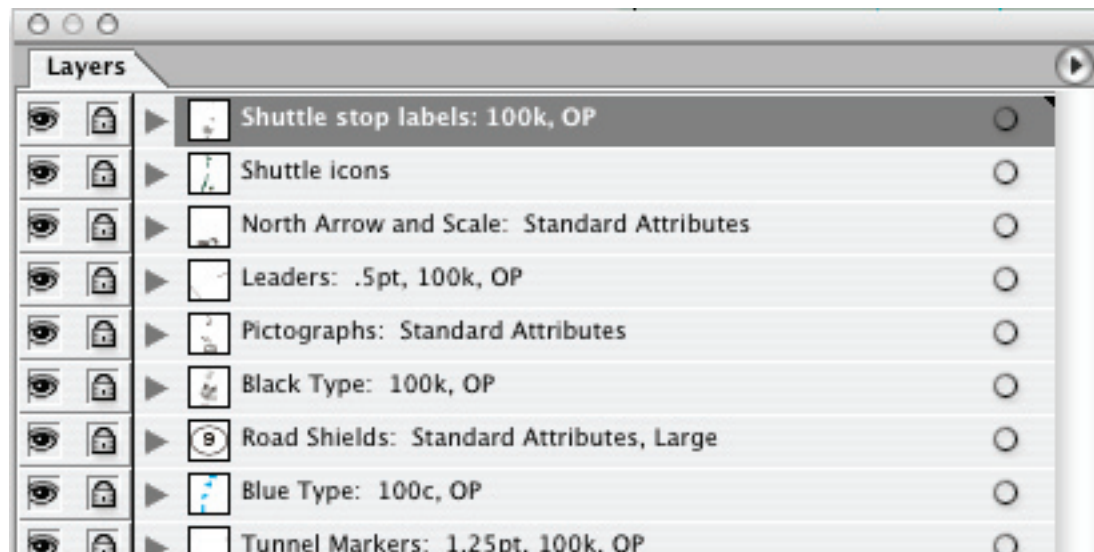
A Map Planning Worksheet has been created for use in gathering and documenting the information necessary to create an effective wayside map. The Worksheet is attached to the end of these guidelines and is also available at [www.nps.gov/hfc/products/waysides/contents.htm](http://www.nps.gov/hfc/products/waysides/contents.htm)

## Production Guidelines

### Adobe Illustrator production file

Separate layers should be developed for each feature type. For example, all drainages of the same type should be on one layer and all drainage labels should be on a separate layer.

Layers should be named the same as the feature on the layer, followed by the color and line specifications and an indication as to whether the layer overprints or not. "NoOP" means only the specified color should print.



Always work at actual scale. Never create a map to be reproduced at a different scale.

For maps which will bleed to the edge of the panel, labels and features should be placed at least 1-3/8" from the outside edge.

Always show dashed linework that intersects with other map features as touching. It may be necessary to adjust a few of the dash lengths. Never leave a short or extra long dash hanging.

Generalizing or simplifying geographic features may be necessary to clearly separate, for example, a road or trail which parallels a drainage. Never misrepresent intersections. Trails and roads must have accurate intersections, i.e. showing whether a trail junction will be a fork or a t-intersection.

### Panel Imaging

In most cases, waysides that include maps are fabricated as digital prints embedded in fiberglass. In a few cases maps may be created as a combination of four-color process and flat colors for porcelain or screen printing. Since these decisions will affect how the map is designed, the production methods should be identified as early in the planning and design process as possible.

Production contractors shall modify the digital files as necessary to create appropriate traps for elements which do not overprint.

## Typography

### General notes

All type is in Adobe Frutiger. Type smaller than 14 point should not be used except in circumstances approved by the Department of Wayside Exhibits. All type prints black except where otherwise specified. Use tracking to show the extent of an area. When positioning labels and symbols, try to avoid overprinting linework. Avoid using punctuation marks.

Point sizes listed here are not fixed, but should be used as a guide for establishing a visual hierarchy of labels.

### Park sites

**P A R K N A M E**

36 point Bold, ALL CAPS, track 100, prints black or highlight green.

**Visitor Center**

30 point Bold, Caps/lower case prints black or highlight green

**Point of interest**

24 point Bold, Caps/lower case

**Other site**

14 or 18 point Bold, Caps/lower case

### Non -park sites

**CITY**

20 point Roman, ALL CAPS

**Town**

20 point Roman, Caps/lower case

**NEIGHBORHOOD**

14 point Roman, ALL CAPS, track 20

**Point of Interest**

14 point Roman, Caps/lower case

### Roads and trails

**Road**

14 or 18 point Roman, Caps./lower case, align to road, showing type above the road line whenever possible

**Trail**

18 point Bold, Caps/lower case, align to trail

**RR, Ferry and Transit Line**

14 or 18 point Roman, Caps/lower case, align to route

Political areas

**NATIONAL**

24 point Bold, ALL CAPS, track 50, prints 50% black

**STATE**

24 point Roman, ALL CAPS, track 50, prints 50% black

**COUNTY**

14 point Roman, ALL CAPS, track 50, prints 50% black

**OTHER PUBLIC ACCESS AREA**

14 point Light, ALL CAPS, track 50, prints 50% black

Natural  
features

**LARGE OPEN WATER**

24 point Light Italic, ALL CAPS, track 50, overprints highlight blue

**Other Drainage**

14 or 18 point Italic, Caps/lower case, align to drainage, overprints highlight blue

**Rapids**

14 or 18 point Italic, Caps/lower case, overprints highlight blue

**Point Labels**

14 or 18 point Italic, Caps/lower case (use with 9point solid dot)

**AREA LABELS**

14 or 18 point Italic, ALL CAPS, track 25

Other labels  
and  
directional  
notes

**Legend Entries**

14 or 18 point Roman, Caps/lower case

### Orientation

It is preferable to orient most maps with north at the top, however Wayside maps often work better when oriented to match the direction of the wayside. The following guidelines should be used to determine how to orient a wayside map.

Under the following circumstances, a map should be oriented North:

1. maps which show a large area (entire park or an area that includes features that cannot be seen from the location of the wayside)
2. maps used in more than one location with different You Are Here's
3. maps used on kiosks
4. maps used on upright exhibits which can be oriented north, east or west
5. visitors are likely to have a published map in hand and may use it for cross-reference

A map can be oriented in the direction of the viewer when:

1. it shows a small area with features that can be readily seen from the location of the wayside
2. it is used on a low-profile exhibit
3. it is used on an upright exhibit that is oriented south



## Glossary

<b>Area map</b>	A secondary map showing a large area at a small size
<b>Base map</b>	A map to which information from other source materials is added
<b>Bike Trail</b>	A separate trail from the road system
<b>Bike Path</b>	A designated lane that is part of the roadway
<b>Bike Route</b>	A designated route on roads and streets
<b>Compilation</b>	A hand or computer drawn map including all content necessary to create the final map. Wayside map compilations are developed by the project planner and do not include type, line, or color specifications.
<b>Detail map</b>	A secondary map showing a small area in a large space
<b>Four-color process</b>	A full-spectrum of color obtained from the the combination of magenta, cyan, yellow and black
<b>GIS</b>	Geographic Information System for storage and retrieval of data
<b>Highlight color</b>	A bright bold color used to highlight a trail or route and identified in the map legend
<b>Orientation map</b>	A map which provides just enough information to aid the visitor in finding their way from point A (You Are Here) to point B
<b>Perspective map</b>	A portrayal of a landscape or cityscape from an oblique view that gives an impression of three-dimensional relationships and is not planimetrically accurate
<b>Planimetric map</b>	A map which shows all features in correct relationship to one another
<b>Plat map</b>	An accurately surveyed map showing land ownership
<b>Reference map</b>	A map which shows all features on the landscape, like a USGS map
<b>Terrain map</b>	A planimetrically accurate map that portrays landform shape by a variety of methods, including shaded relief, hachuring or contour lines
<b>Thematic map</b>	A map showing only those features related to the focus or intent of the map







# Wayside Map Planning Worksheet

*Unlike published maps, wayside maps can only be used on-site and cannot be carried away with the visitor for further reference. Wayside maps work best when they are site-specific and have a clear focus. Outdoor orientation maps should provide only the necessary information to assist a visitor traveling from the sign location (point A) to point B. They should not include all the information you would see in a photograph, on the ground or in other parkwide maps. The **You Are Here** is almost always the most important feature on a wayside map.*

**Site** Identify the exhibit location and number:  
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\_\_\_\_\_  
\_\_\_\_\_

**Purpose** When planning a new map it is critical to establish clear intent. What is the purpose of the map?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Audience** Identify the audience. Who will be using the map? Dayhikers? Campers? Tour Groups? Horseback Riders? Backcountry Users? Family Groups? Wheelchair users?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Size and Scale** *In order to establish the size and scale of the map, determine the amount of space available in the exhibit layout and the geographic area to be shown on the map. Keep in mind that detail maps shown at a very large scale may mislead people into thinking that short distances are actually longer.*

What is the geographic area? What are the boundaries of the area you wish to show?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is the exact final reproduction size of the map?  
\_\_\_\_\_  
\_\_\_\_\_

**Content**

*Determine what geographical features and labels to include on the map. Consider the wording used on the map to be sure it doesn't conflict with signage used in the park or wording used in the exhibit text. Refer to the official publication for consistency among media. Only those elements which are relevant to the purpose of the map should be shown.*

List all features (park areas, open water areas, drainages, roads, trails etc.) and labels (spelled correctly) organized in order of importance, or provide a compilation showing all the features and labels and identify the heirarchy of information.

<b>Features</b>	<b>Labels</b>
park area	Glacier Bay National Park
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
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_____	_____

**Orientation**

Published maps are generally oriented with north at the top, however wayside maps often work better when oriented in the same direction as the wayside. The following checklist should be used to help determine map orientation. Check all that apply:

- map will show a large area (entire park or an area that includes features that cannot be seen from the location of the wayside)
- map will be used in more than one location with different You Are Here's
- map will be used on a kiosk
- map will be used on upright exhibits which can be oriented north, east or west
- visitors are likely to have a published map in hand and may use it for cross-reference
- map will show a small area with features that can be readily seen from the location of the wayside
- map will be used on a low-profile exhibit
- map will be used on an upright exhibit that is oriented south

If you checked one or more of the first five conditions, the map may need to be oriented north. If you checked one or more of the last three, the map may need to be oriented in the direction of the wayside.

**Reference Materials**

*Gather resource maps to be used for base information, keeping in mind that these reference maps were created for different purposes. A map compilation, a hand or computer drawn map showing all content necessary to create the final map, is an excellent reference source.*

List all reference that will be provided for each map:

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