



**Colorado Chautauqua National Historic Landmark  
Master Signage Plan: Wayfinding and Interpretive**

February 27, 2009

Presented by:  
ECOS Communications, Inc.  
*for*  
Colorado Chautauqua Association

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**Purpose**

This document serves as a set of implementation instructions for a new system of wayfinding and interpretive signs at the Colorado Chautauqua National Historic Landmark. The recommendations and specifications herein comply with the recently amended (February 2009) Chautauqua Park Historic District Design Guidelines, originally adopted by the City of Boulder’s Landmarks Preservation Advisory Board in June 1987.

**Context**

In 2007, the Colorado Chautauqua Association (CCA) underwent a site-wide interpretive planning process using outside consulting. The resulting document, the Interpretive Services Plan for Chautauqua, sets forth detailed recommendations for a set of wayfinding signs and a set of interpretive signs to better orient and educate visitors about the site: navigation, offerings, and historic significance.

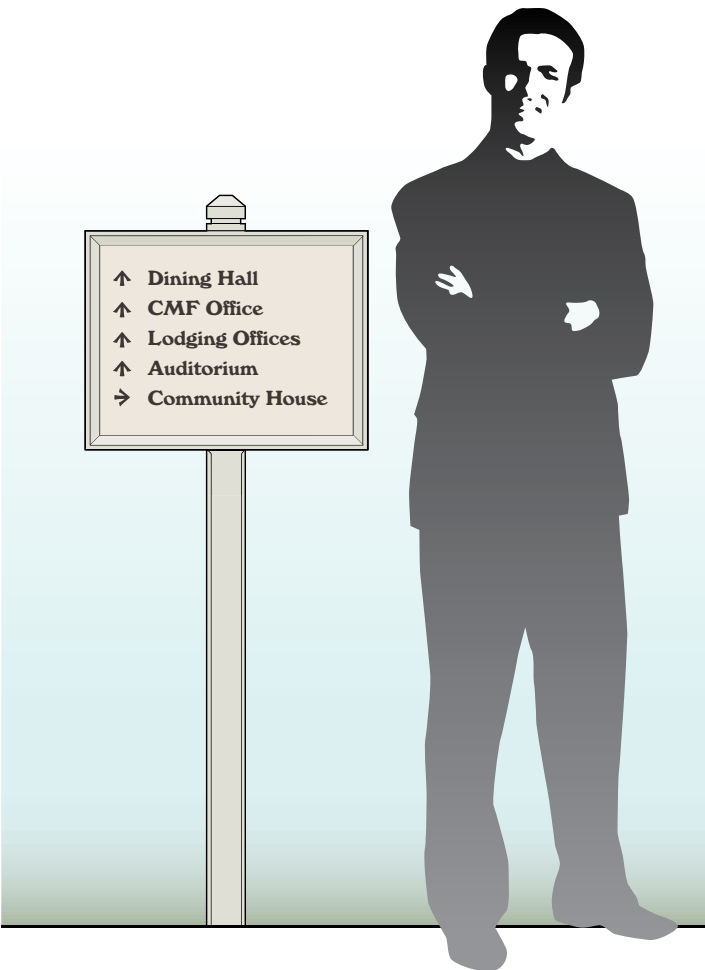
In addition, CCA applied for and received National Historic Landmark status for the Colorado Chautauqua site in 2006. The heritage and preservation enthusiasts anticipated to visit Chautauqua will expect a level of interpretation on par with other NHL sites. This expected increase in visitors specifically interested in Chautauqua’s historical story brings another strong argument to the need for high quality interpretive signage (available to visitors without need for personal interpretive staff).

**Scope**

The Design Guidelines presented herein shall apply to all new signage installed on the 40 acres designated a National Historic Landmark. While all of this property is owned by the City of Boulder, its management is split among three entities: CCA and two City of Boulder departments: Parks and Recreation, and Open Space and Mountain Parks. All signage occurring on property within the National Historic Landmark boundary shall be subject to the guidelines herein, regardless of management status.

*Note: City of Boulder regulatory signage related to parking, speed limits, and all city code is not subject to these Design Guidelines.*

*CCA is an independent non-profit entity that owns 63 historic buildings on the site (cottages, lodges, and the Community House) and manages 26 acres at the site, including the entire historic core and the site’s most important public structures: the Auditorium, the Dining Hall, and the Academic Hall. The mission of the Colorado Chautauqua Association is to preserve, perpetuate, and improve the site and spirit of the historic Chautauqua by enhancing its community and values through cultural, educational, social and recreational experiences.*



**Introduction**

Visitors to the Colorado Chautauqua National Historic Landmark and associated park and trail system need to be properly directed around the site and educated about its offerings. The system of strategically placed directional, identity, and directory signage proposed in this plan will serve this purpose, and greatly improve the visitor experience.

The intact historic nature of the site demands that great care be taken in the design, materials, size, messaging, and placement of signs. The Chautauqua motto of “Voluntary Simplicity” governs each decision, even as care is taken to match the style of the period of significance (1898-1930) where it may show ornamentation or typical graphic elements.

Colors and type styles used throughout the wayfinding system draw from the site’s primary public buildings and what has become the Chautauqua style over the past several decades.

Materials are historically appropriate, and consist primarily of painted or stained wood for all posts and sign frames. Design elements are few and simple, making the signs relatively easy and inexpensive to produce.

**Design Challenges**




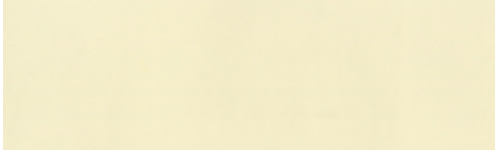

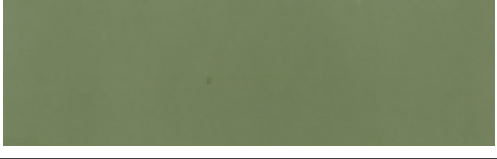


The scale of Chautauqua has stayed intimate over time, even as American vehicles, municipal codes, and habits call for larger roadways and greater caution. The goal with this wayfinding system is to strike a balance between making signage large enough to be legible and serve its purpose, while keeping sign panel sizes and heights to a minimum. This balance is attempted again where it comes to color: keep the signage consistent with the site’s neutral palette while giving enough visual interest to call visitors’ attention to directions and information.

*Note: Requirements of the Americans with Disabilities Act have been considered in specifications for the signs and graphics herein.*

Wayfinding: Color Palette

Colors selected for wayfinding signage were derived from those found in existing architecture and are specified using Kwal paint formulas.

Lettering for signage is specified as a matte black vinyl from Avery Graphics.

Sample	Kwal Paint Match	Pantone Closest Match
	CL 2933M - Salsify	413
	CL 2725D - Dissent	465
	8673M - Tavern Taupe	7535
	CW055W - Honeywind	413
	7735D - Topaz	7405
	8644M - Seal Beach	7538
	Black	100% Process
	CW057W - White Solitude	N/A

The Windsor font is currently used on all Chautauqua Park signage. During an exploration of period typography, it was determined that Windsor is relevant to the character and styles used at the turn of the century.

- 1. Full Windsor display
- 2. Directional Signs  
Initial Caps
- 3. Identity Signs  
Large/Small Caps
- 4. Large/Small Caps Proportion  
Small caps are sized at 77% of their larger counterparts.

1

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

2

Community House

3

COMMUNITY HOUSE

4

X HOUSE 77% of X

Wayfinding: Sign Types

Wayfinding signs on the site fall into two primary categories: Directionals and Identities. Directory maps and other programmatic signage is considered informational.

Directional signs may be intended primarily to be viewed either by visitors traveling along roadways (Vehicular Directionals) or by visitors traveling along footpaths (Pedestrian Directionals).

**Type G - Gateways**  
Occur at primary property entrances.

**Types P1 and P2 - Pedestrian Directionals**  
Provide directional information to pedestrian traffic. Scaled down versions of V (Vehicular Directional) signs, located on or adjacent to pedestrian pathways.

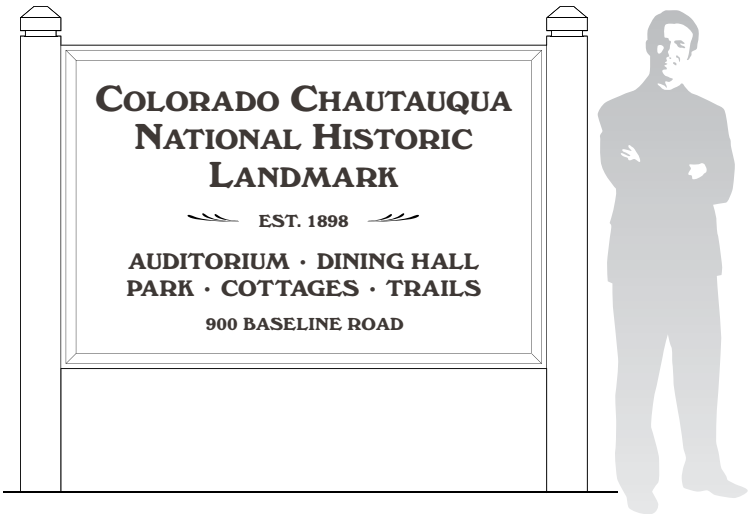
**Types V1 and V2 - Vehicular Directionals**  
Provide directional information to vehicular traffic. Their secondary function is to provide directional information to pedestrian traffic. For placement on roadways on the right side of the driver, before a decision point.

**Types A1 and A2 - Building Identities**  
Identify buildings. These are free-standing, single post ground signs positioned parallel to building, scaled to be viewed by vehicles and pedestrians.

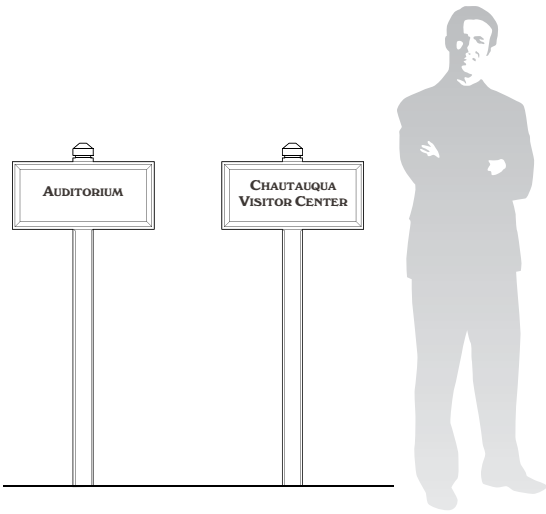
**Types B1 and B2 - Area Identities**  
Identify open spaces and features of interest (such as “Chautauqua Park”). These are free-standing, double post ground signs positioned parallel to the road, scaled to be viewed by vehicles and pedestrians.

**Type D - Directory Maps**  
Provide visual orientation and destination locations. Placed in areas where visitors congregate or merge.

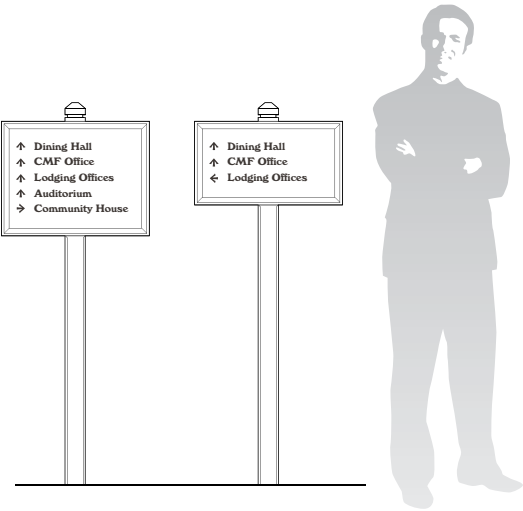
**Type C - Changeable Panels**  
Provide seasonal or alternating information to visitors. Applied to any sign that requires a changeable messaging.



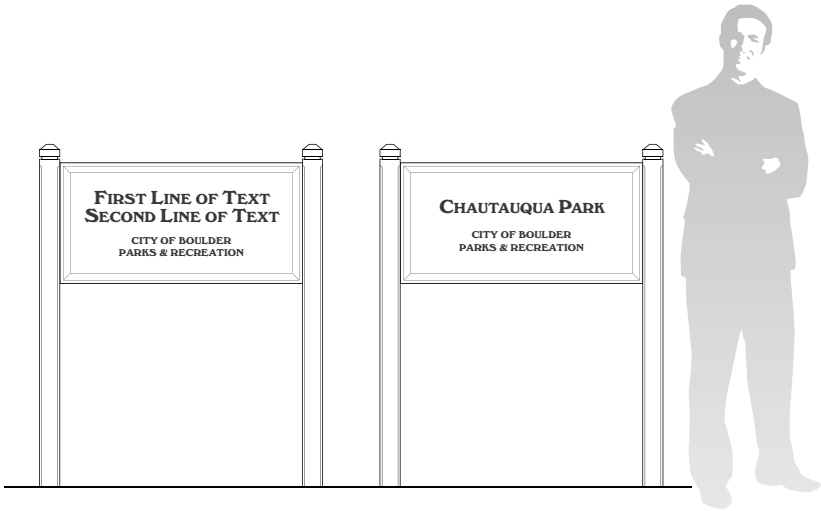
Type G



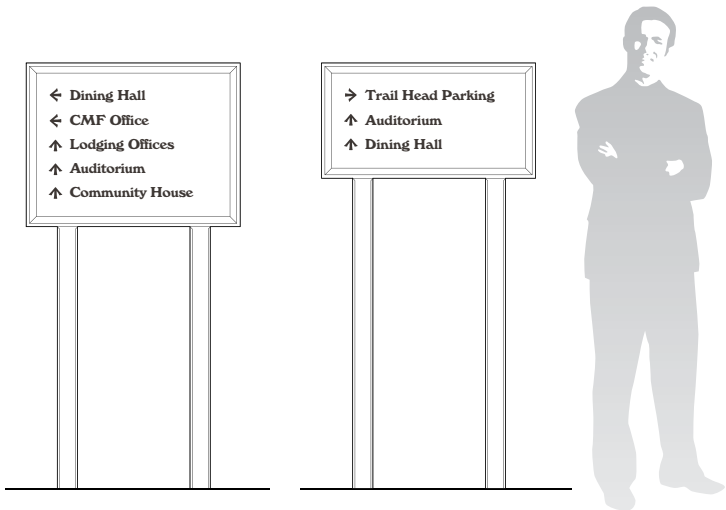
Types A1 and A2



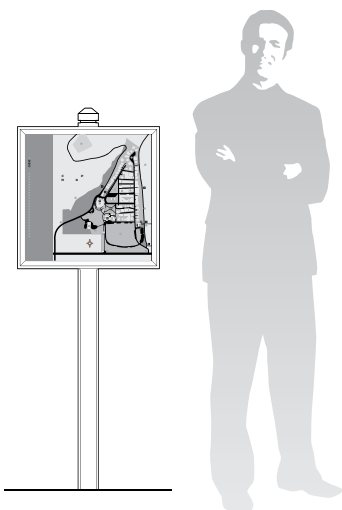
Types P1 and P2



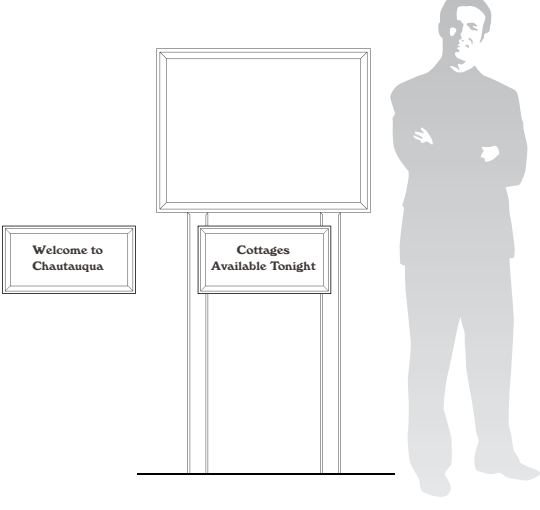
Types B1 and B2



Types V1 and V2



Type D



Type C

Wayfinding: Type G - Graphic Layout

The existing gateway sign (entrance identity) at Chautauqua's Baseline entrance will be repainted, and a new message will be applied to the front and back faces. Other primary entry signs to be developed will follow this general design, and may be one- or two-sided.

- 1. Finished with exterior grade penetrating opaque stain to match 8644M Seal Beach.
- 2. Finished with exterior grade sign paint with smooth low-sheen finish, to match CL2933M Salsify.
- 3. Finished with exterior grade enamel to match CW057W White Solitude.
- 4. Matte Black A9090-O High Performance opaque vinyl (Avery), or black silk screen/print.

NOTE:  
*The decision to choose one fabrication method over the other for graphic information should be made considering sign size, durability needed/ desired, and risk of vandalism.*





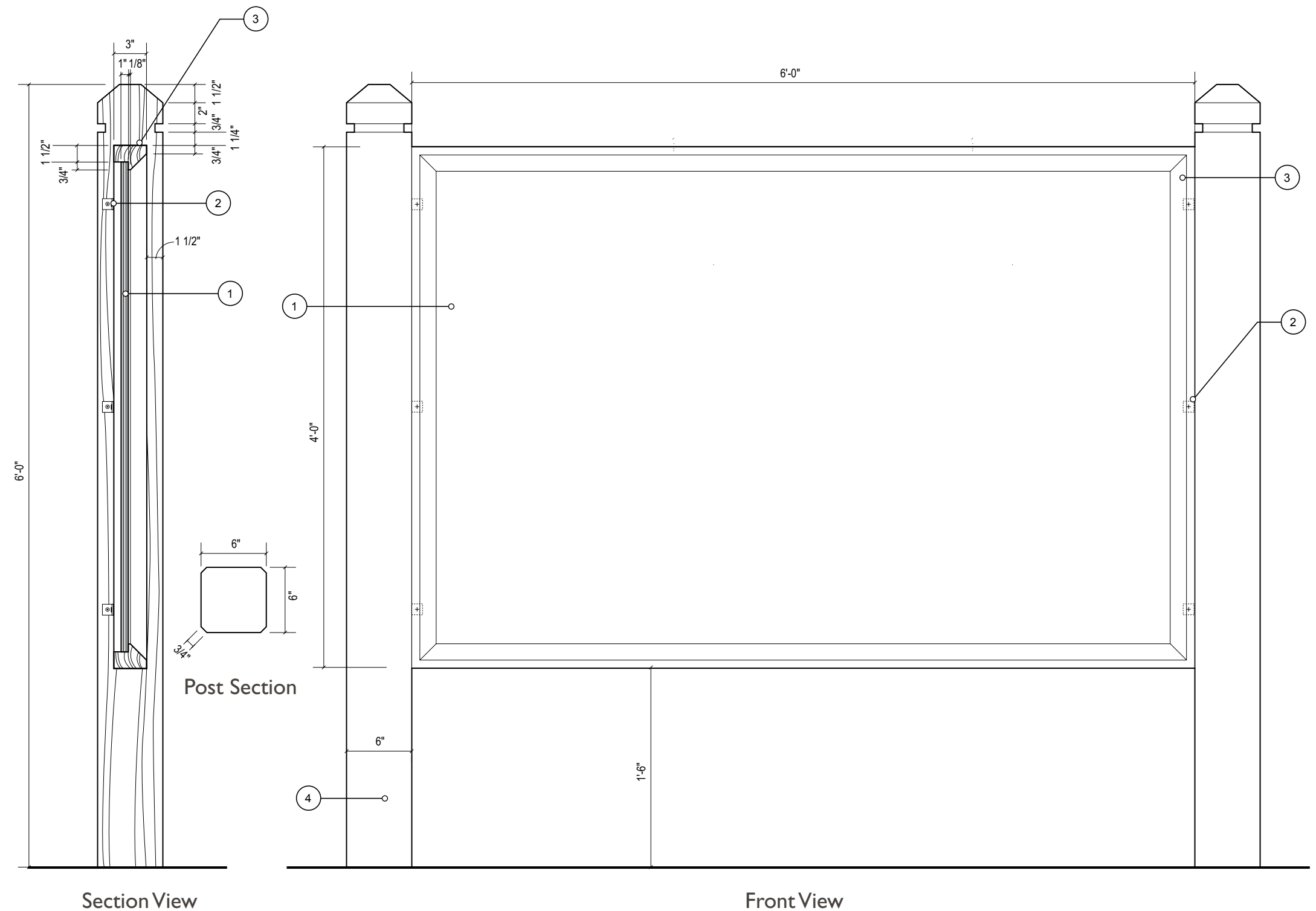
## Wayfinding: Type G - Structure

Additional gateway signs (entrance identity) may be fabricated and installed at alternate entrances.

1. 1" thick SignPly (or approved equal) Single-sided, painted aluminum over furniture grade exterior plywood core.
2. Stainless steel angle bracket with galvanized or stainless steel wood screw.
3. Frame made from clear grain hardwood or cedar and finished smooth.
4. Clear grain cedar post. Post cap routed and sawed from solid post material – not added as a separate component.

NOTE:

*All surfaces of sign frame/panel and post must be primed and painted prior to assembly to ensure complete weather seal.*

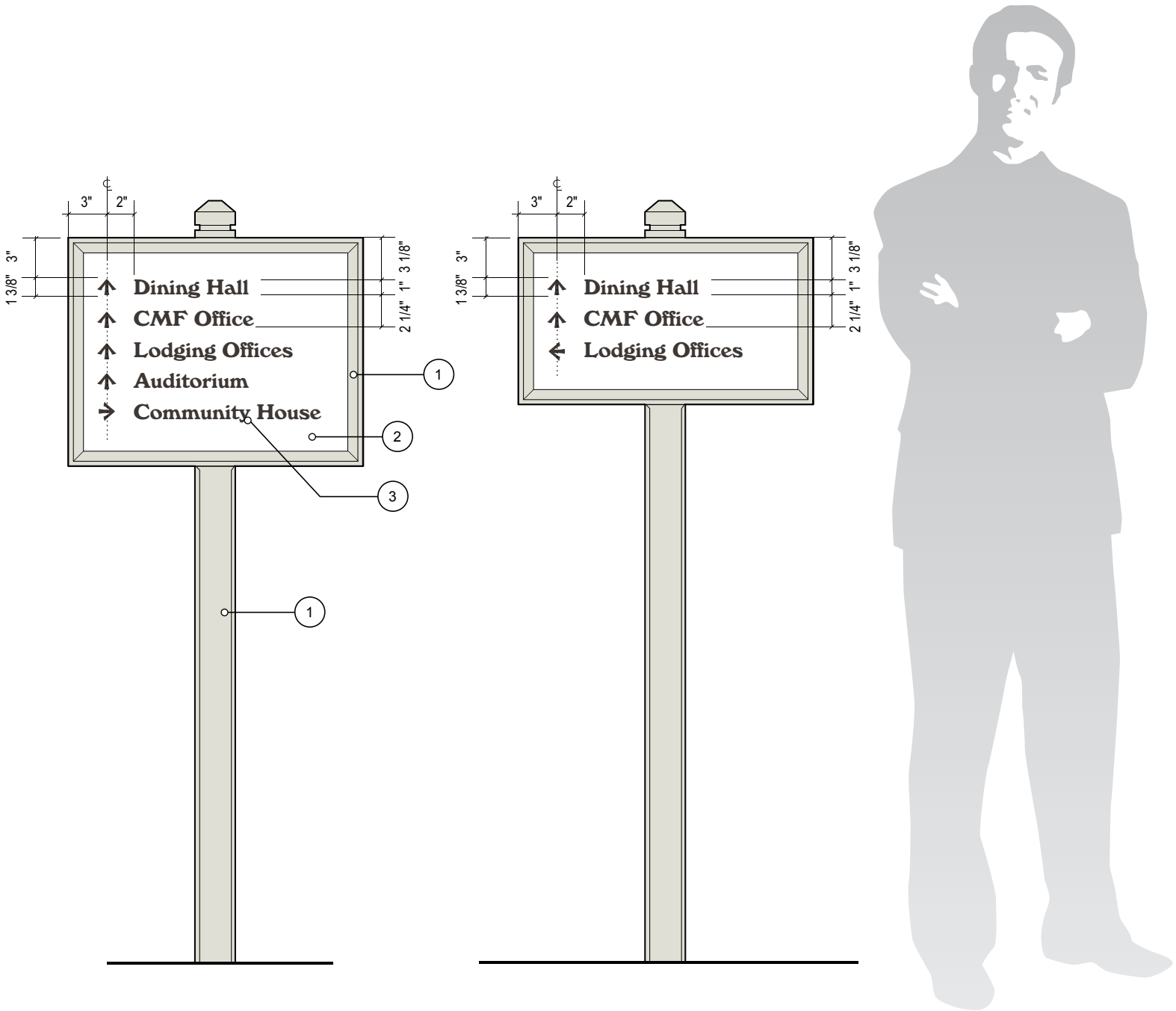


Wayfinding: Types P1 and P2 - Graphics

Pedestrian directional signs include two size formats. The large format will accommodate four to five line items. The small format will accommodate one to three line items.

- 1. Finished with exterior grade penetrating opaque stain to match CL 2933M Salsify.
- 2. Finished with exterior grade enamel to match CW057W White Solitude.
- 3. Matte Black A9090-O High Performance opaque vinyl (Avery), or black silk screen/print.

NOTE:  
*The decision to choose one fabrication method over the other for graphic information should be made considering sign size, durability needed/ desired, and risk of vandalism.*

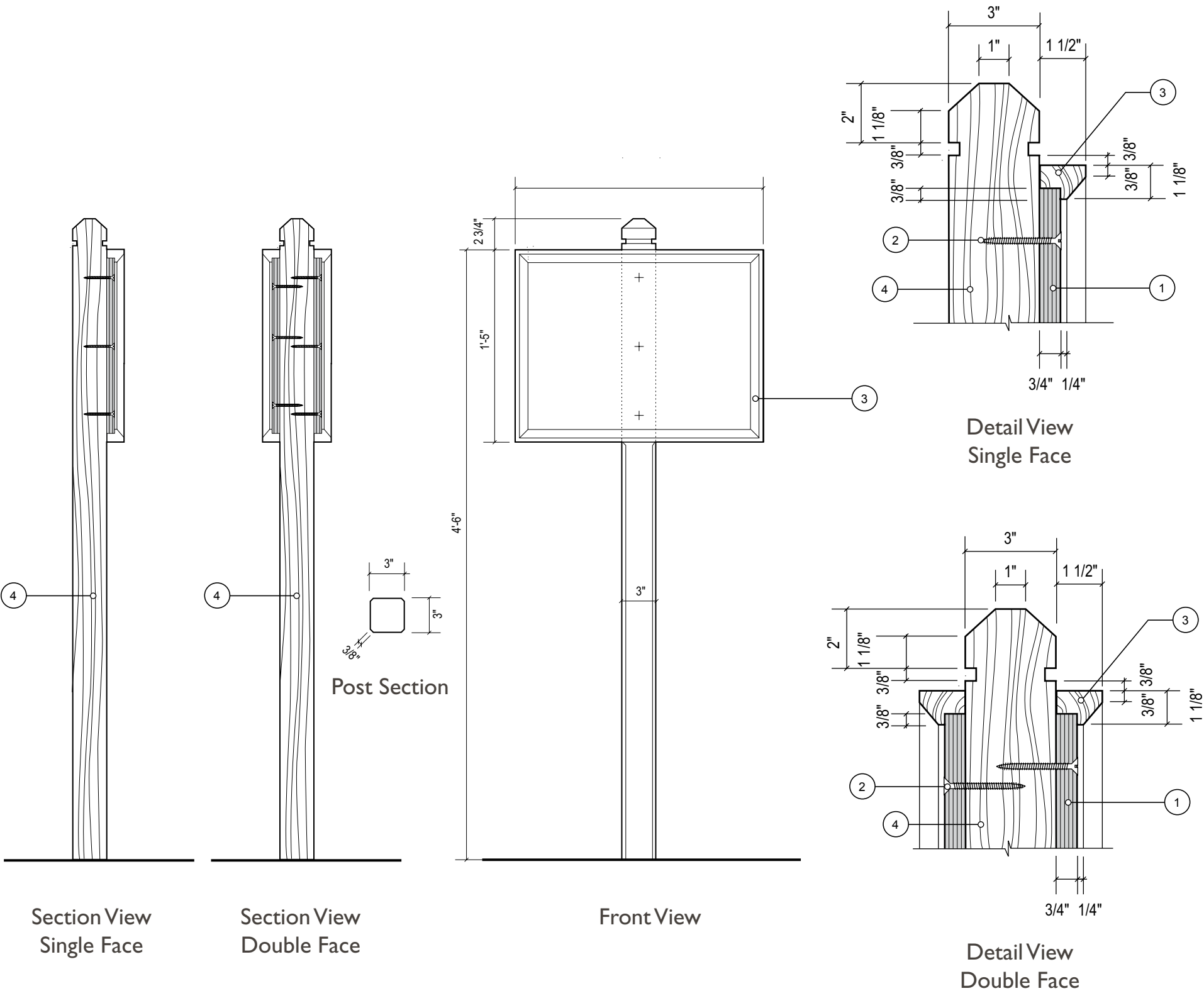


Wayfinding: Type PI - Structure

Large pedestrian directional signs are to be placed perpendicular to pedestrian routes accessing more than three destinations.

- 1. 3/4" thick SignPly (or approved equal) Single-sided, painted aluminum over furniture grade exterior plywood core.
- 2. Galvanized wood screw.
- 3. Frame made from clear grain hardwood or cedar and finished smooth.
- 4. Clear grain cedar post. Post cap routed and sawed from solid post material – not added as a separate component.

NOTE:  
All surfaces of sign frame/panel and post must be primed and painted prior to assembly to ensure complete weather seal.

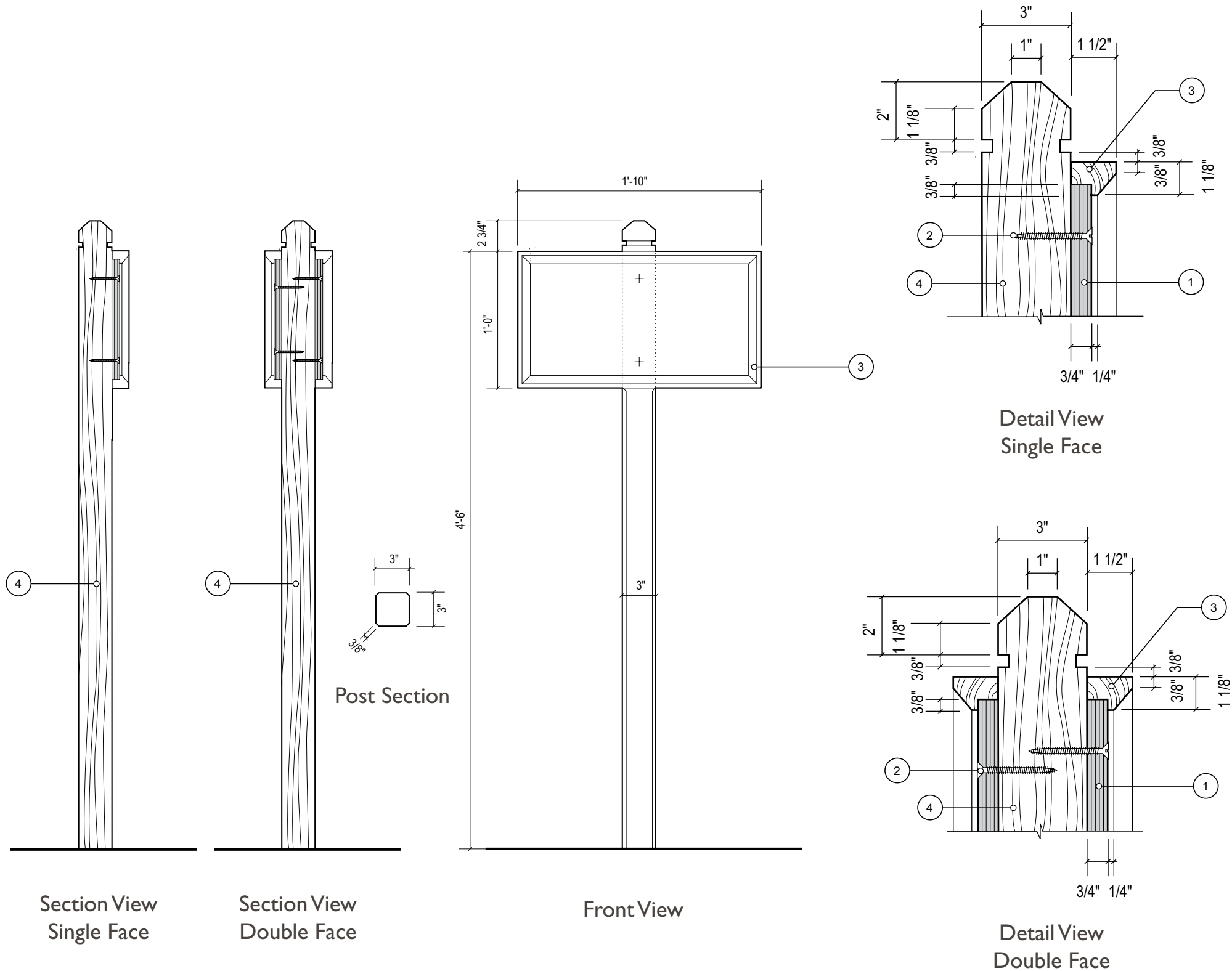


Wayfinding: Type P2 - Structure

Small pedestrian directional signs are to be placed perpendicular to pedestrian routes accessing three or fewer destinations.

- 1. 3/4" thick SignPly (or approved equal) Single-sided, painted aluminum over furniture grade exterior plywood core.
- 2. Galvanized wood screw.
- 3. Frame made from clear grain hardwood or cedar and finished smooth.
- 4. Clear grain cedar post. Post cap routed and sawed from solid post material – not added as a separate component.

NOTE:  
All surfaces of sign frame/panel and post must be primed and painted prior to assembly to ensure complete weather seal.



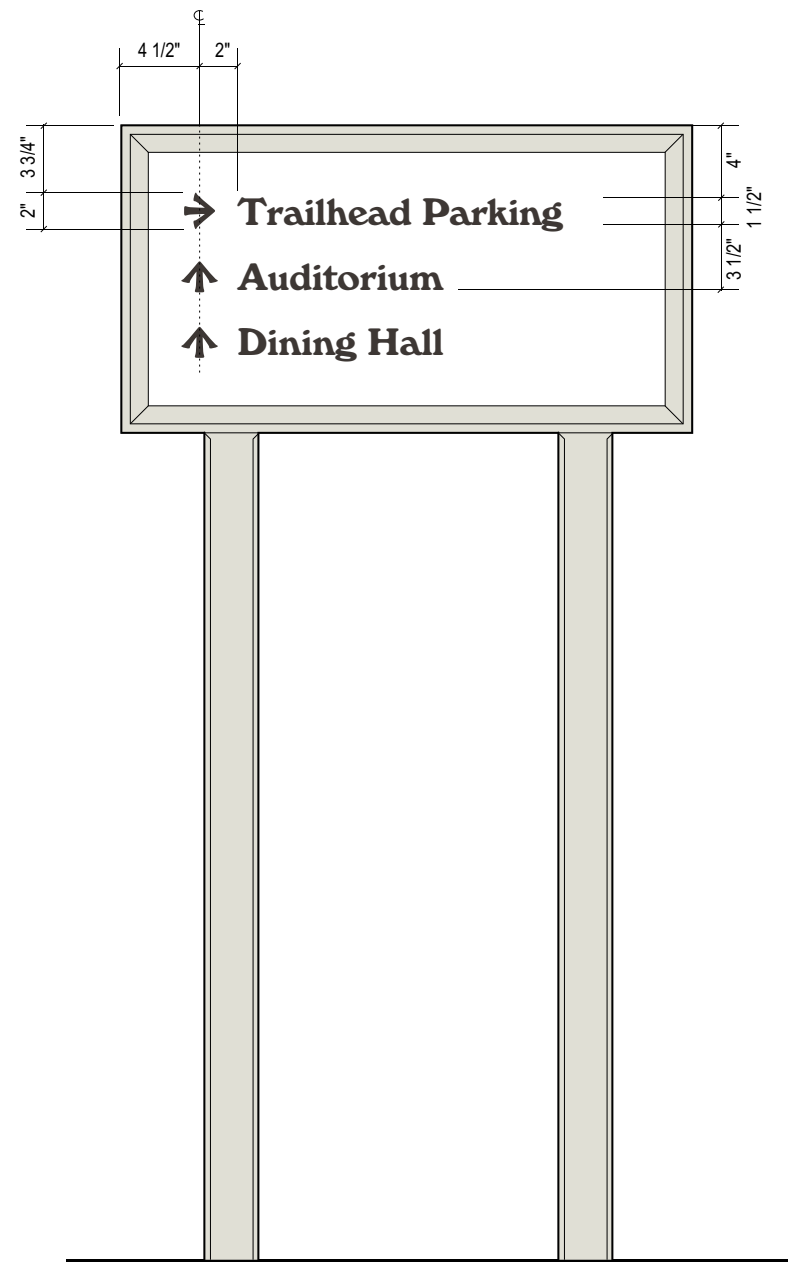
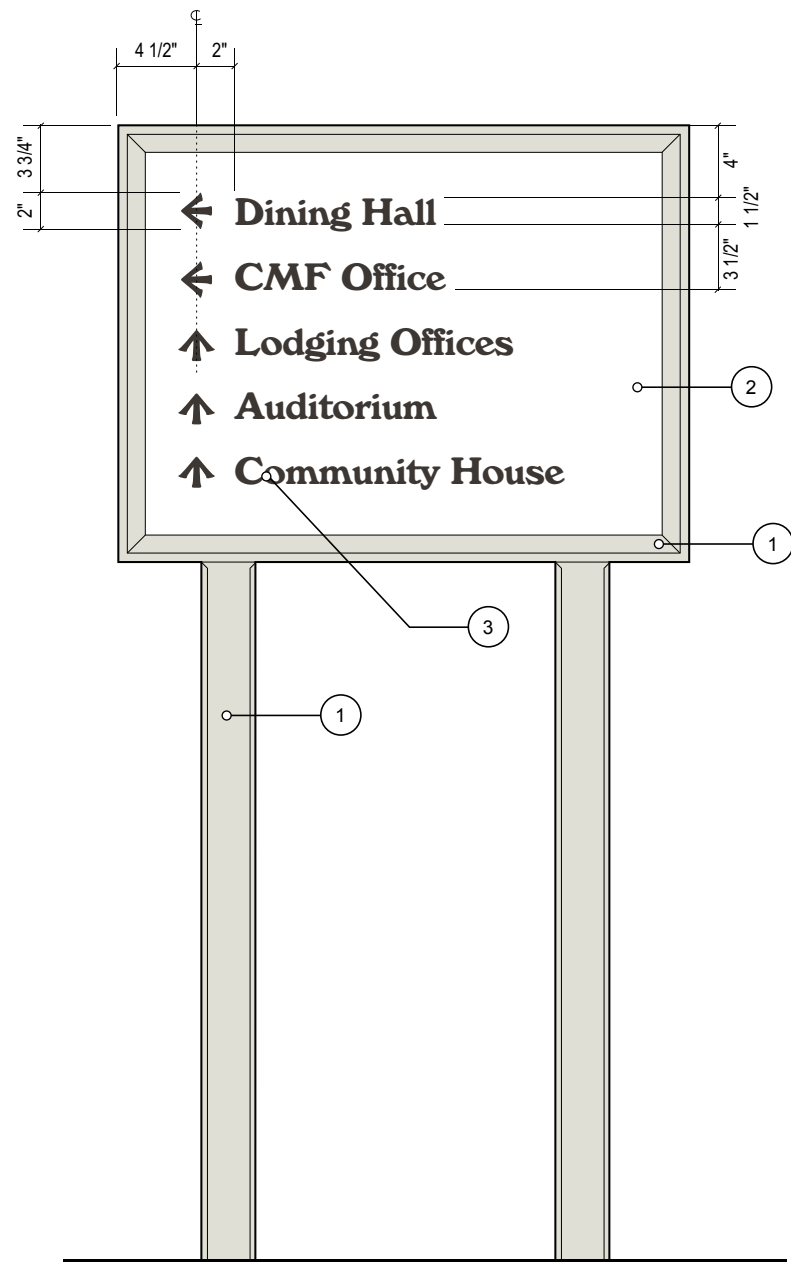
Wayfinding: Types V1 and V2 - Graphics

Vehicular directional signs include two size formats. The large format will accommodate four to five line items. The small format will accommodate one to three line items.

The smaller of two types of Vehicular directional signs will accommodate one to three line items.

- 1. Finished with exterior grade penetrating opaque stain to match CL 2933M Salsify).
- 2. Finished with exterior grade enamel to match CW057W White Solitude.
- 3. Matte Black A9090-O High Performance opaque vinyl (Avery), or black silk screen/print.

NOTE:  
*The decision to choose one fabrication method over the other for graphic information should be made considering sign size, durability needed/ desired, and risk of vandalism.*

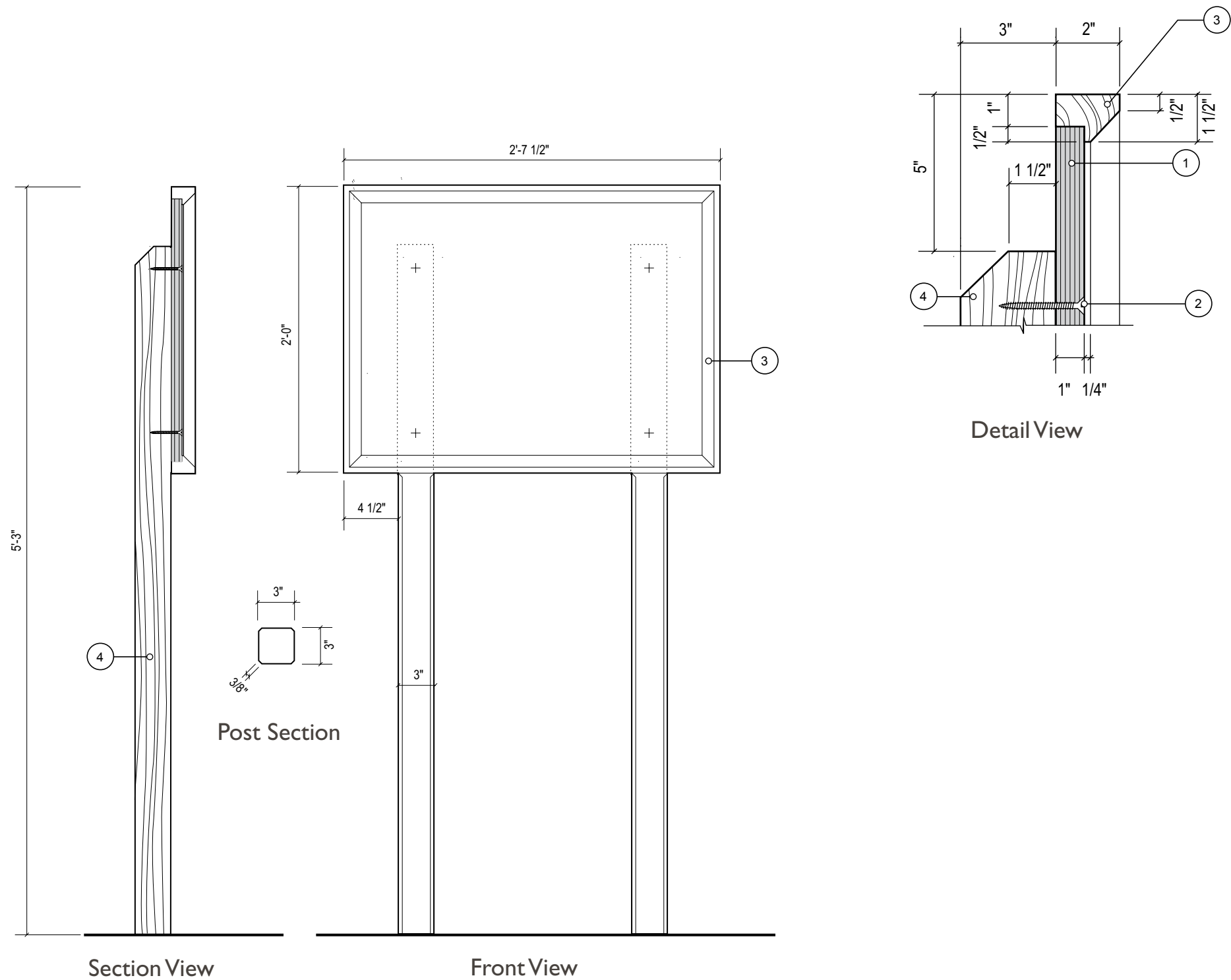


Wayfinding: Type VI - Structure

Large vehicular directional signs are to be placed perpendicular to vehicular routes accessing four or more destinations.

- 1. 1" thick SignPly (or approved equal) Single-sided, painted aluminum over furniture grade exterior plywood core.
- 2. Galvanized wood screw.
- 3. Frame made from clear grain hardwood or cedar and finished smooth.
- 4. Clear grain cedar post. Top beveled and finished smooth.

NOTE:  
All surfaces of sign frame/panel and post must be primed and painted prior to assembly to ensure complete weather seal.

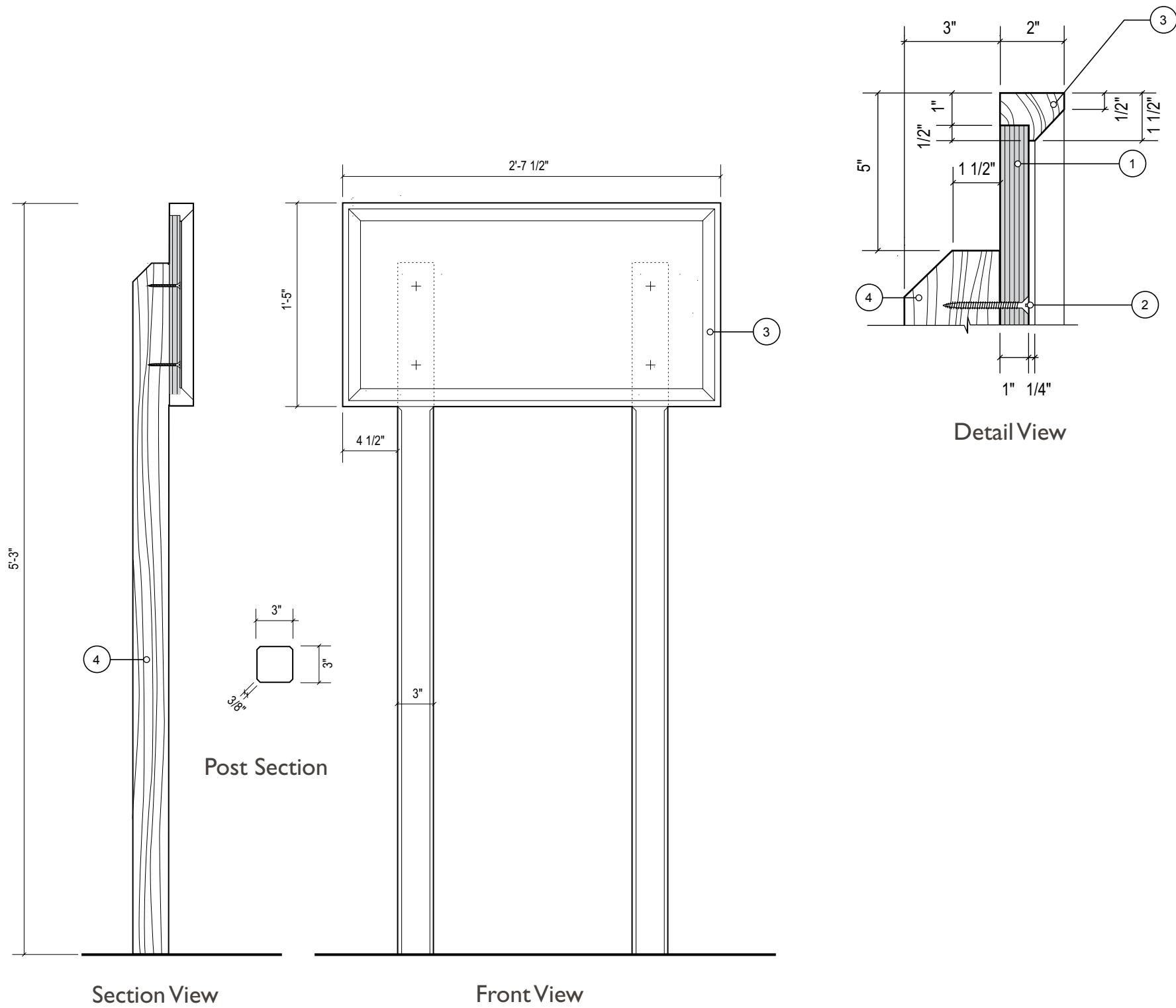


Wayfinding: Type V2 - Structure

Small vehicular directional signs are to be placed perpendicular to vehicular routes accessing three or fewer destinations.

- 1. 1" thick SignPly (or approved equal) Single-sided, painted aluminum over furniture grade exterior plywood core.
- 2. Galvanized wood screw.
- 3. Frame made from clear grain hardwood or cedar and finished smooth.
- 4. Clear grain cedar post. Top beveled and finished smooth.

NOTE:  
All surfaces of sign frame/panel and post must be primed and painted prior to assembly to ensure complete weather seal.

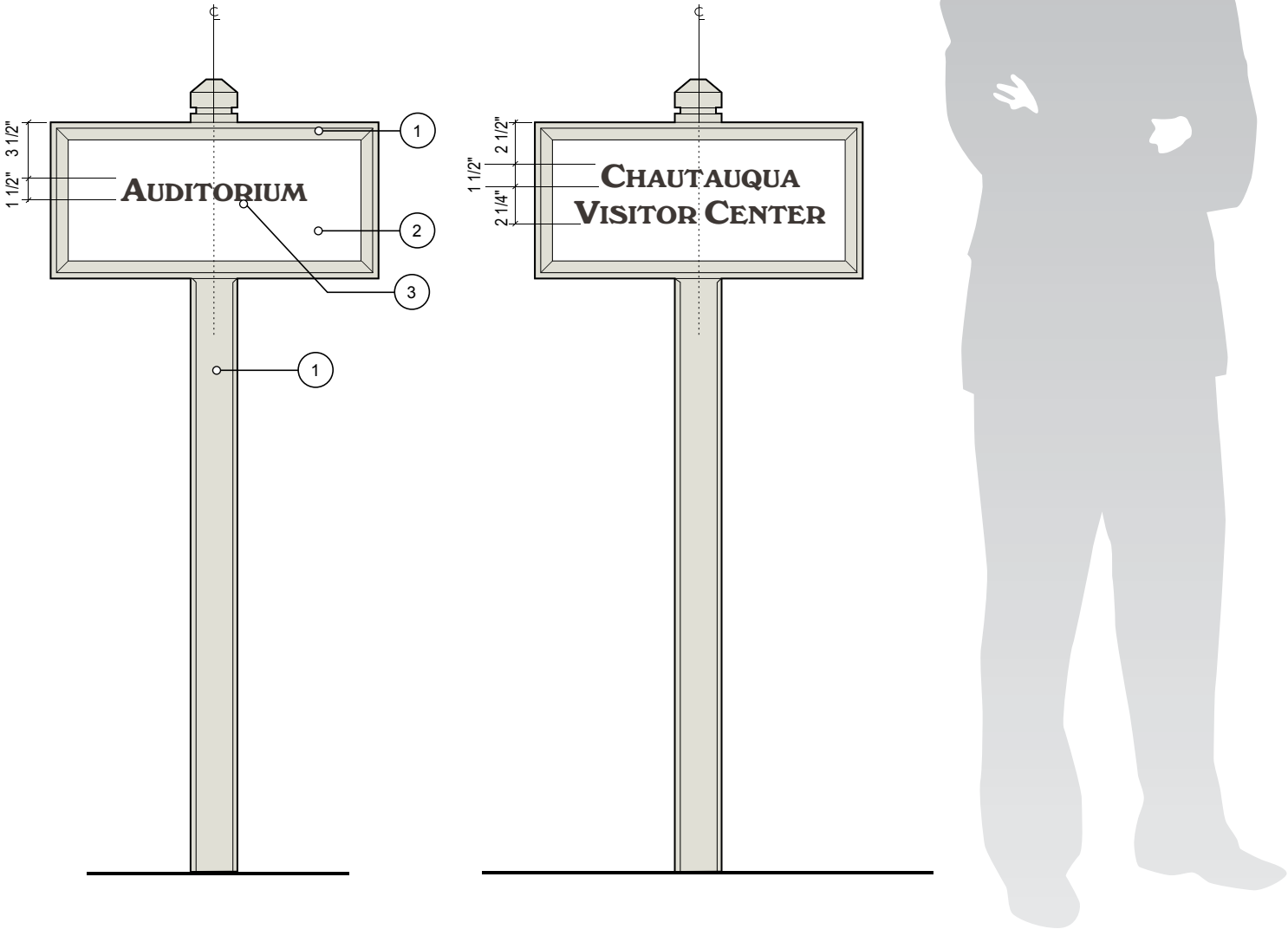


Wayfinding: Type A - Graphic Layout

Identity signs may accommodate one or two line names.

- 1. Finished with exterior grade penetrating opaque stain to match CL 2933M Salsify.
- 2. Finished with exterior grade enamel to match CW057W White Solitude.
- 3. Matte Black A9090-O High Performance opaque vinyl (Avery), or black silk screen/print.

NOTE:  
*The decision to choose one fabrication method over the other for graphic information should be made considering sign size, durability needed/ desired, and risk of vandalism.*



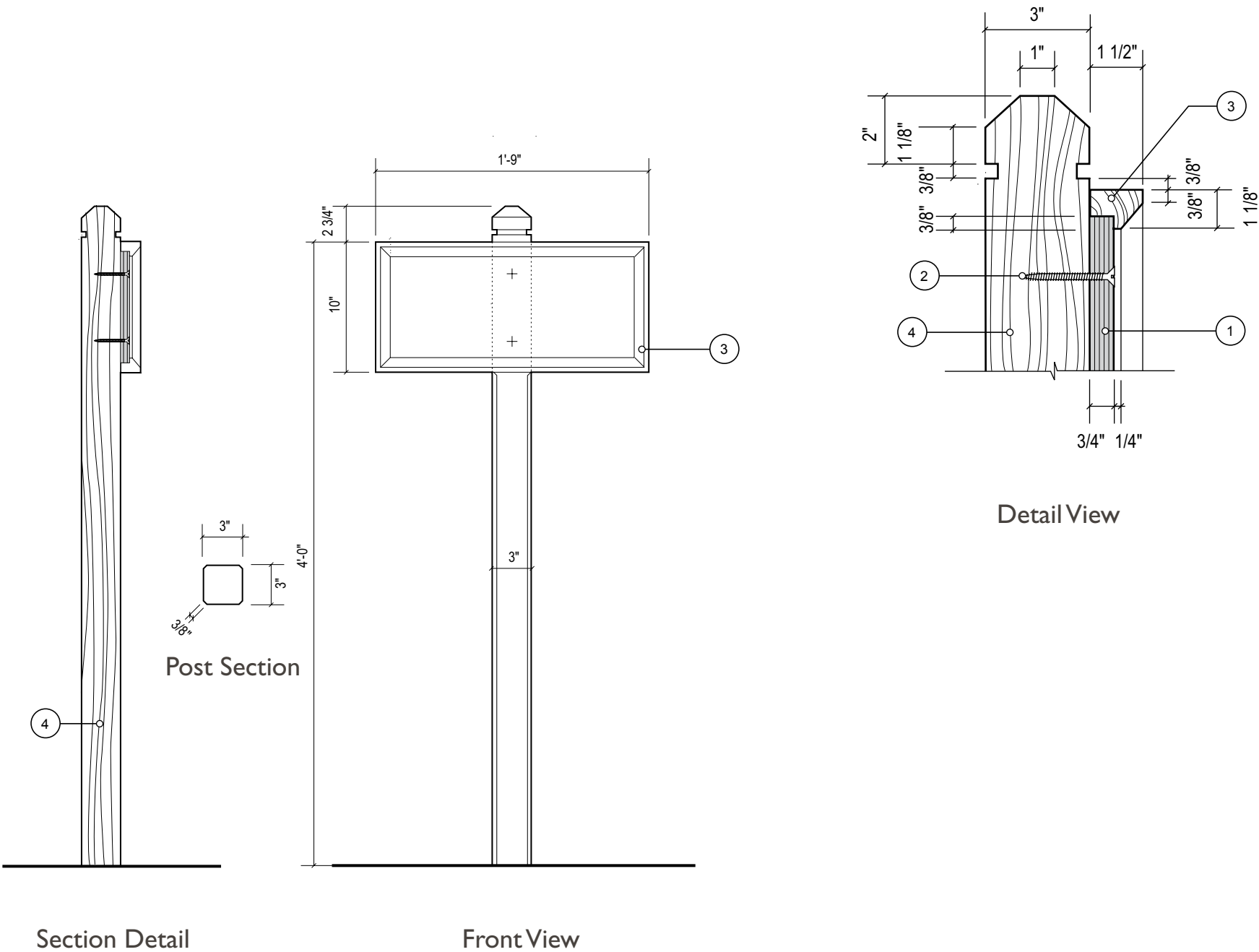


Wayfinding: Type A - Structure

Identity signs are placed parallel to the building or facility it represents.

- 1. 3/4" thick SignPly (or approved equal) Single-sided, painted aluminum over furniture grade exterior plywood core.
- 2. Galvanized wood screw.
- 3. Frame made from clear grain hardwood or cedar and finished smooth.
- 4. Clear grain cedar post. Post cap routed and sawed from solid post material – not added as a separate component.

NOTE:  
All surfaces of sign frame/panel and post must be primed and painted prior to assembly to ensure complete weather seal.

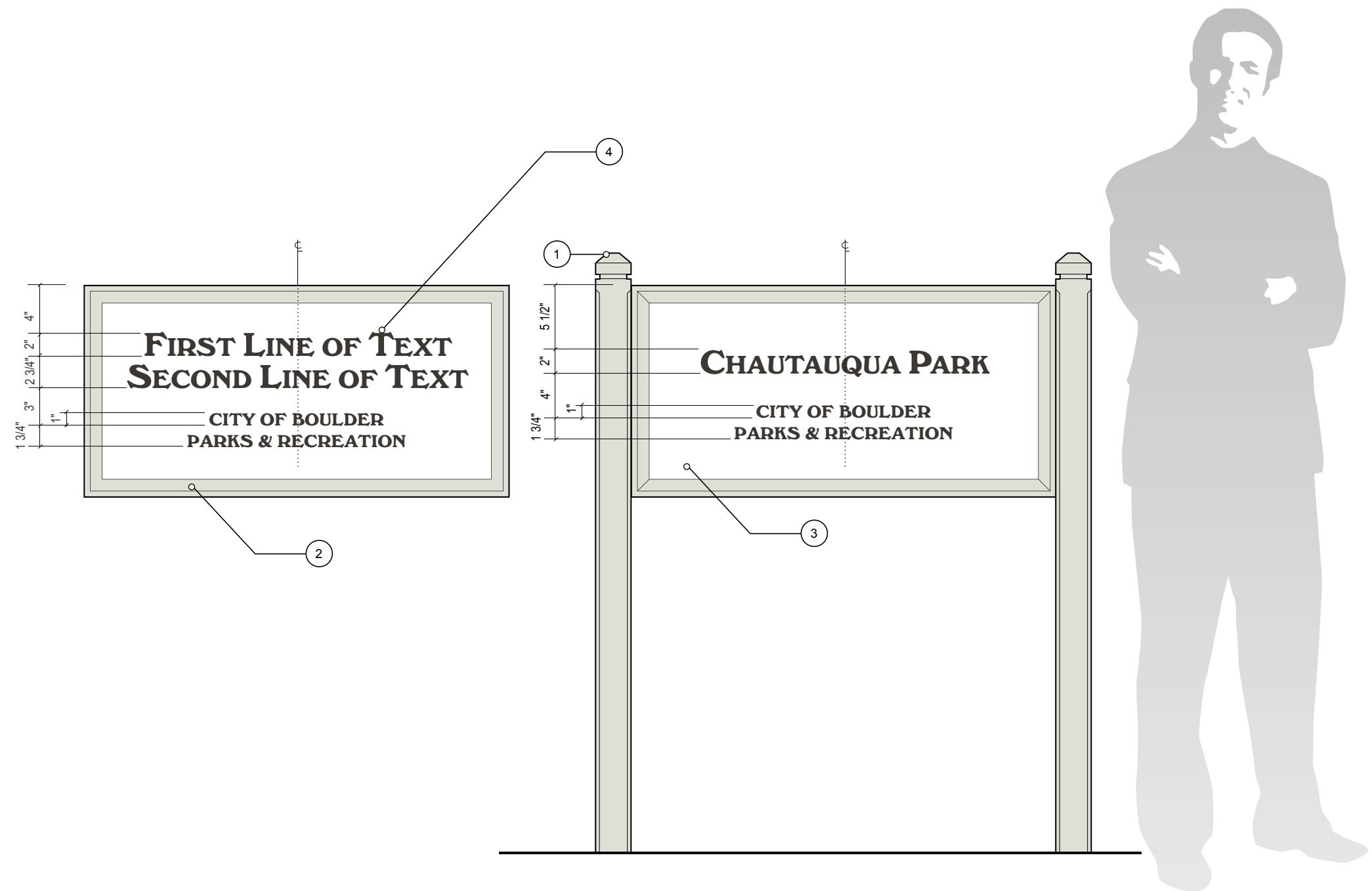


Wayfinding: Type B - Graphic Layout

Area identity signs include two graphic formats– a two line identity and a single line identity. Both include accommodations for two lines of sub text.

- 1. Finished with exterior grade penetrating opaque stain to match 8644M Seal Beach.
- 2. Finished with exterior grade sign paint with smooth low-sheen finish, to match CL2933M Salsify.
- 3. Finished with exterior grade enamel to match CW057W White Solitude.
- 4. Matte Black A9090-O High Performance opaque vinyl (Avery), or black silk screen/print.

NOTE:  
*The decision to choose one fabrication method over the other for graphic information should be made considering sign size, durability needed/ desired, and risk of vandalism.*

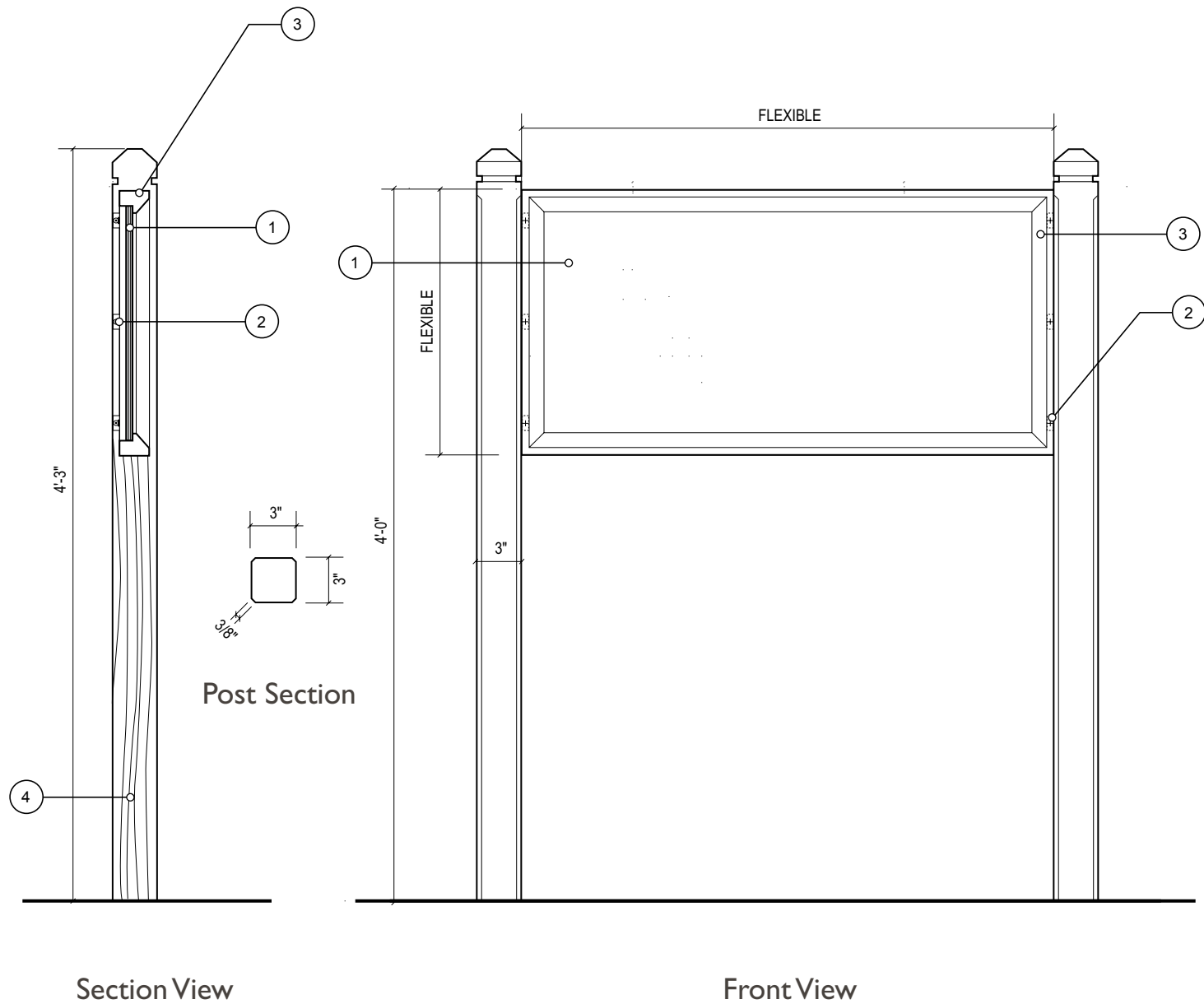


Wayfinding: Type B - Structure

Area identity signs are to be placed parallel to vehicular routes Preferably at or near pedestrian access entries.

- 1. 1/2" thick SignPly (or approved equal) Single-sided, painted aluminum over furniture grade exterior plywood core.
- 2. Stainless steel angle bracket with galvanized or stainless steel wood screw.
- 3. Frame made from clear grain hardwood or cedar and finished smooth.
- 4. Clear grain cedar post. Post cap routed and sawed from solid post material – not added as a separate component.

NOTES:  
All surfaces of sign frame/panel and post must be primed and painted prior to assembly to ensure complete weather seal.  
  
This sign type can be used for future needs currently unforeseen, and scaled proportionately up or down 20% to accommodate necessary messages.

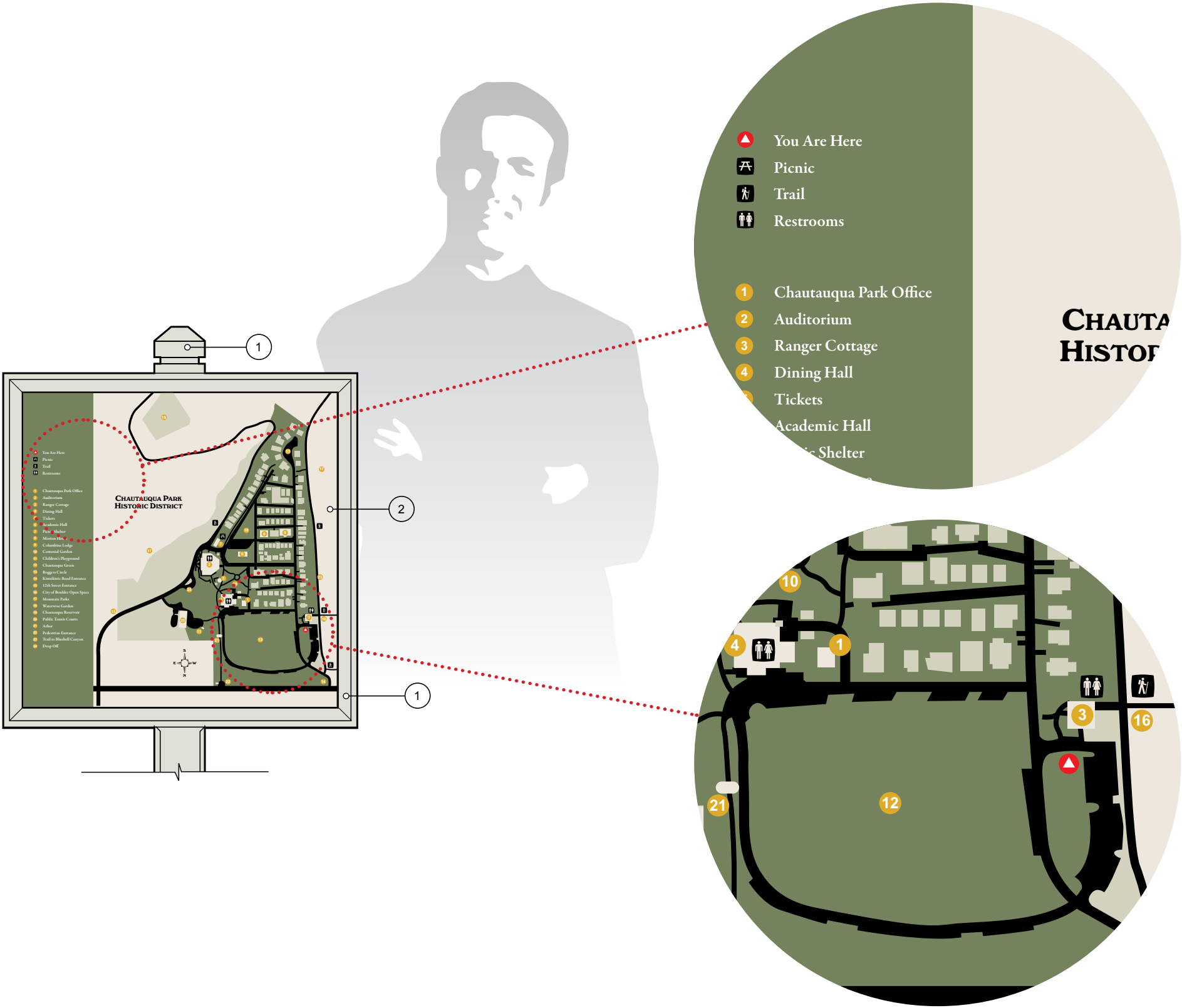


Wayfinding: Type D - Graphic Layout

The free standing directory maps include four map configurations, each representing a right-read orientation to assist the viewer in place navigation.

- 1. Finished with exterior grade penetrating opaque stain to match CL 2933M Salsify.
- 2. Porcelain enamel panel. Colors derived from project standard palette.

NOTE:  
*Fiberglass embedment digital output is acceptable to locations likely to require changes to the map graphic.*



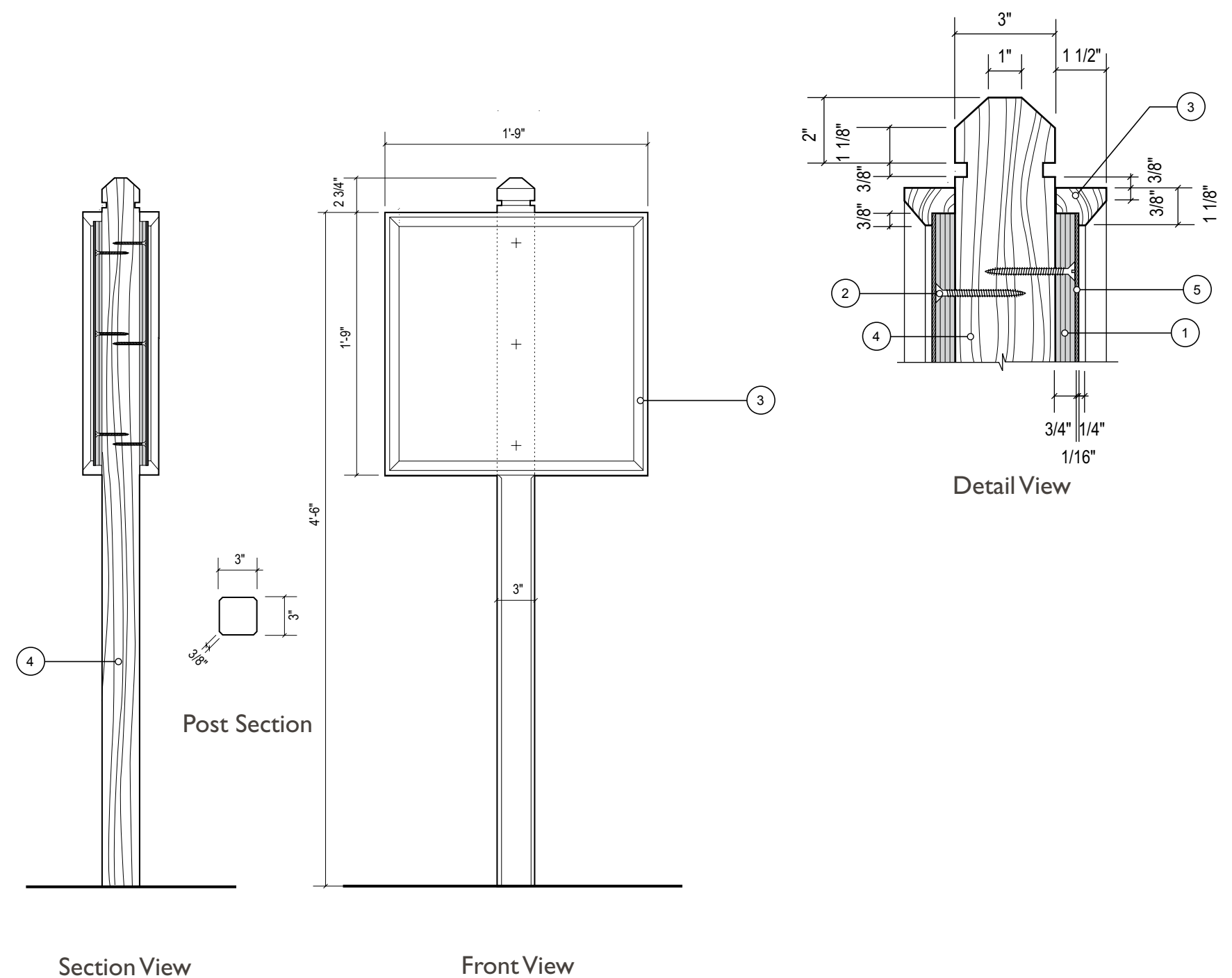
## Wayfinding: Type D - Structure

Directory map signs are to be strategically placed in areas where visitors congregate or converge.

1. 3/4" thick SignPly (or approved equal) Single-sided, painted aluminum over furniture grade exterior plywood core.
2. Galvanized wood screw.
3. Frame made from clear grain hardwood or cedar and finished smooth.
4. Clear grain cedar post. Post cap routed and sawed from solid post material – not added as a separate component.
5. Porcelain enamel or fiberglass embedded panel.

NOTE:

*All surfaces of sign frame/panel and post must be primed and painted prior to assembly to ensure complete weather seal.*

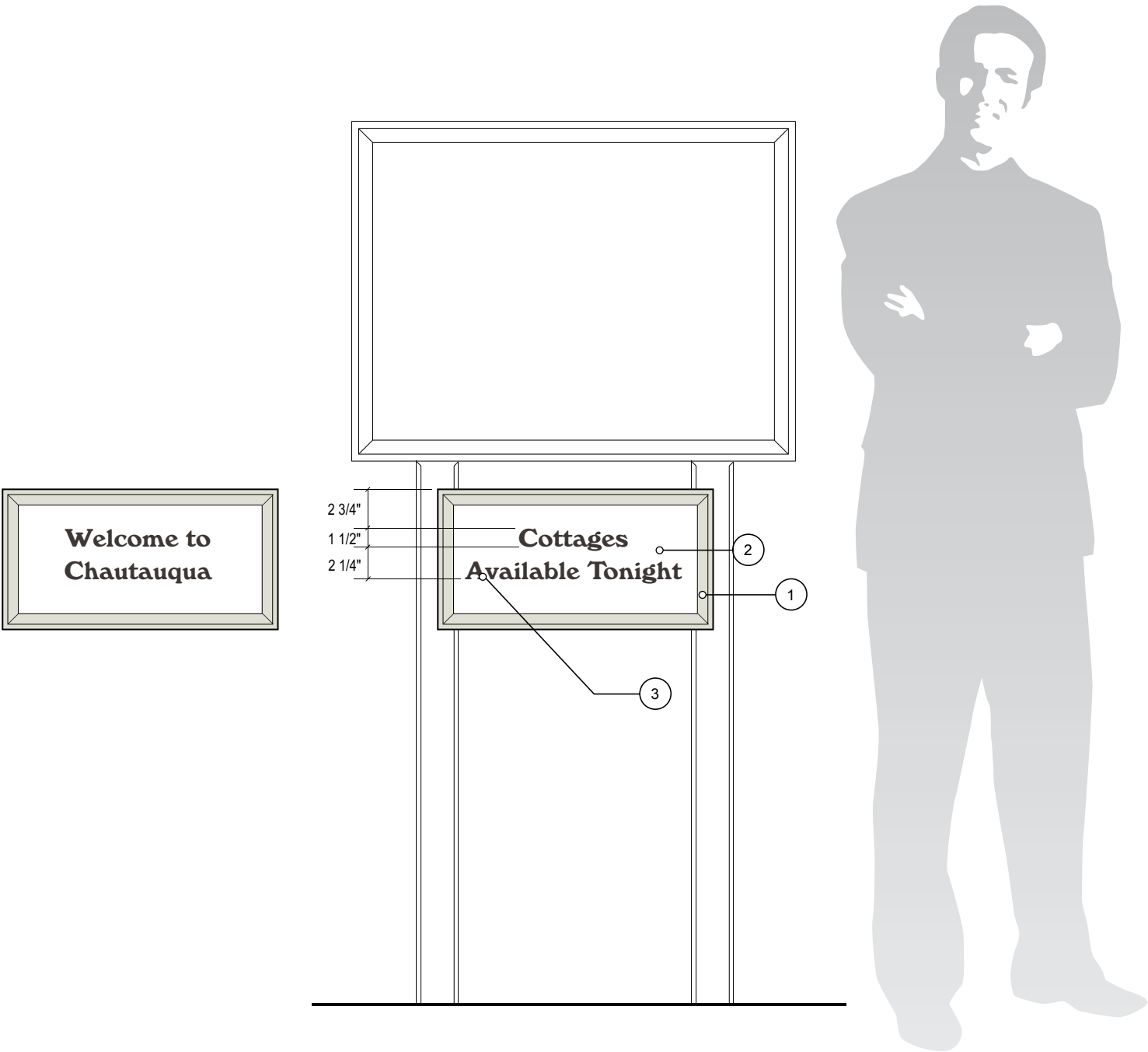


Wayfinding: Type C - Graphic Layout

The changeable sign will accommodate two line items.

- 1. Finished with exterior grade penetrating opaque stain to match CL 2933M Salsify.
- 2. Finished with exterior grade enamel to match CW057W White Solitude.
- 3. Matte Black A9090-O High Performance opaque vinyl (Avery), or black silk screen/print.

NOTE:  
*The decision to choose one fabrication method over the other for graphic information should be made considering sign size, durability needed/ desired, and risk of vandalism.*

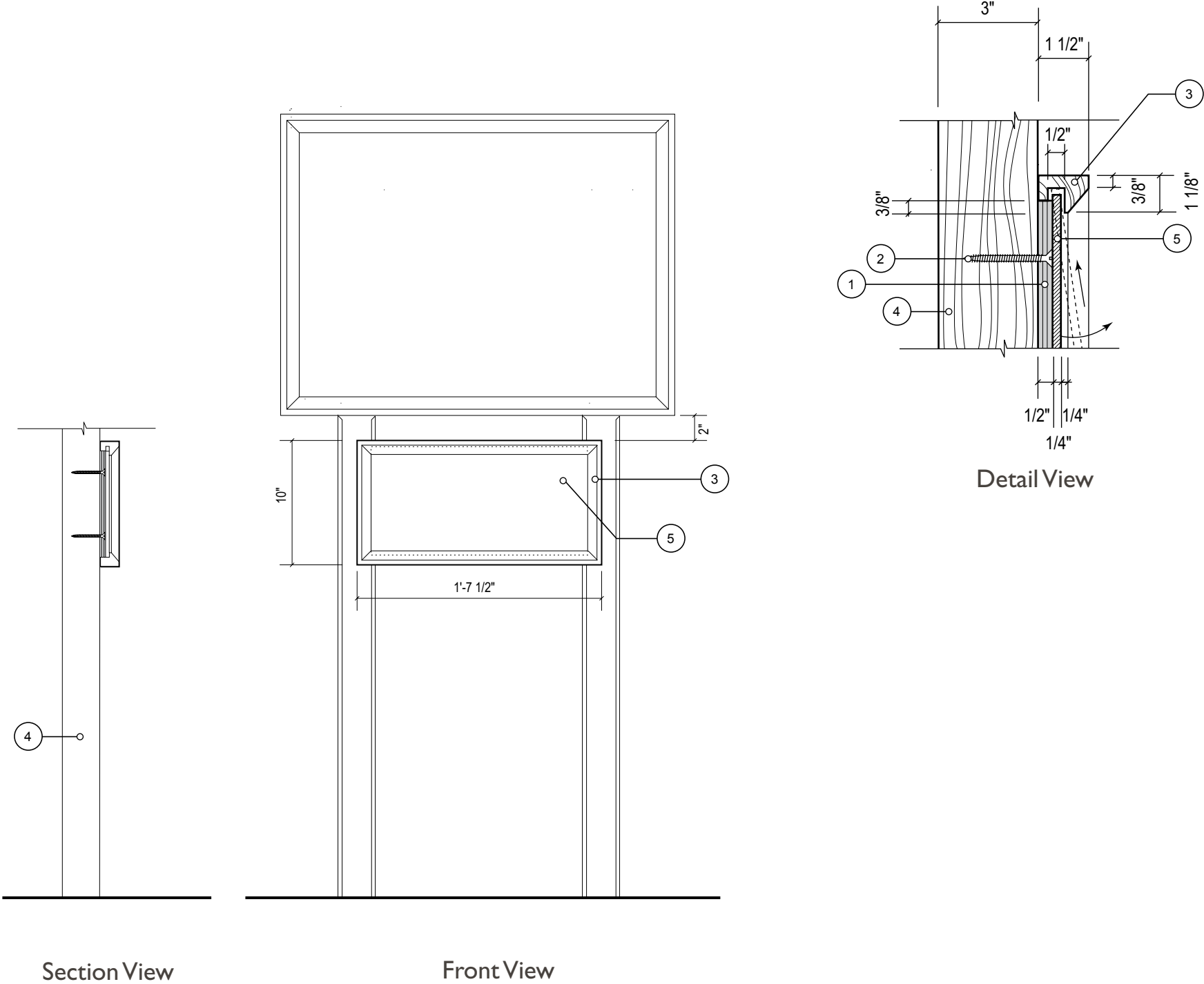


Wayfinding: Type C - Structure

Changeable signs will be mounted beneath directional sign panels and directly onto the support posts. The panel inserts are held in place by slotted grooves within the top and bottom frame edges. Panels receive a thumb slot visible only when panel has been slid upward.

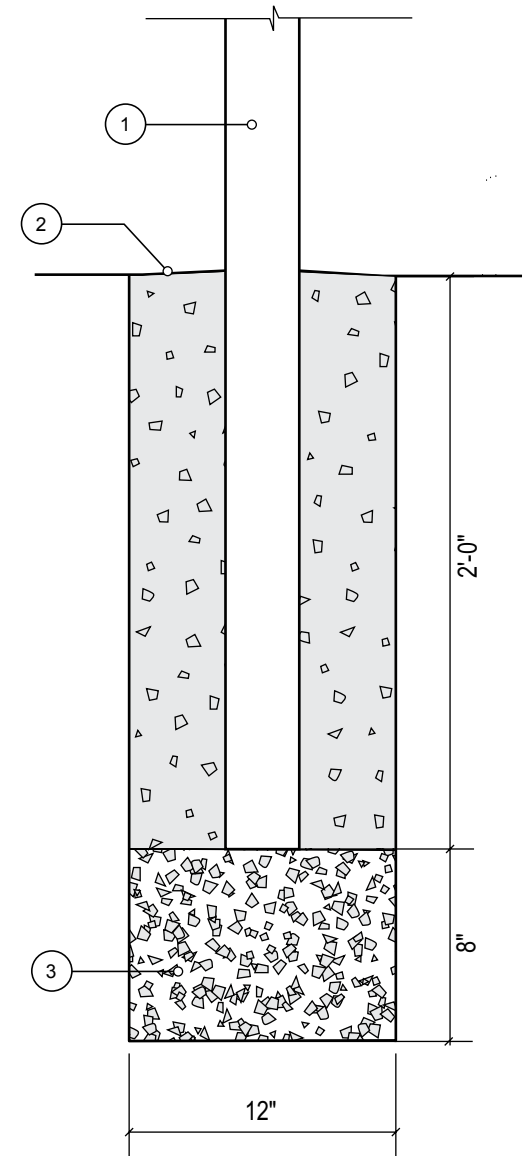
- 1. 3/4" thick SignPly (or approved equal) Single-sided, painted aluminum over furniture grade exterior plywood core.
- 2. Galvanized wood screw.
- 3. Frame made from clear grain hardwood or cedar and finished smooth.
- 4. Clear grain cedar post. Post cap routed and sawed from solid post material – not added as a separate component.
- 5. 1/4" thick aluminum, primed and painted with exterior enamel to match CW057W White Solitude. Fits loose, but secure in grooved frame. Slide up and pull out to remove. Message on both sides of removable panel.

NOTE:  
*All surfaces of sign frame/panel and post must be primed and painted prior to assembly to ensure complete weather seal.*

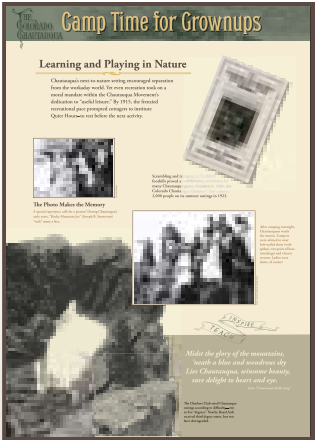


Wayfinding: Installation

- 1. Post
- 2. Concrete to grade with positive top drainage angle
- 3. Gravel







**Introduction**

The Colorado Chautauqua is a local treasure of national importance. It holds a unique place in history as one of the last chautauquas in continuous operation in the United States, and the only such site west of the Mississippi with its original structures intact. The site continues to draw hundreds of thousands of visitors each year, many of whom are unaware of Chautauqua’s historic significance. Rather, they seek the amenities and programs offered today.

The interpretive program at Chautauqua serves to connect all visitors to the site’s rich history and to an important chapter in American history, thereby building appreciation and support for the resource. While education is the primary purpose of interpretation, encouraging attitudes and behaviors that promote conservation and preservation is a strong secondary purpose.

Designs for the interpretive program draw from the typical styles of the historic period of significance (1898-1930), including illustration, type, and graphic treatment. However, best practices in today’s interpretive methods are used for text writing, panel organization, universal access and fabrication. Samples are shown herein. Ornamentation is deliberate and judicious, and used to convey the character of Chautauqua’s formative days and to create hierarchy of information, as well as visual richness. Colors draw from the primary public structures, and include additional accent hues as appropriate to the times. The goal is to convey central messages in an engaging way for today’s visitors, while creating layouts that elicit the look and feel of the early Chautauqua days.

**Design Challenges**

There is no end to interesting stories to tell about Chautauqua, yet the manner and means of telling them must be done carefully, and in small numbers. Individuals and firms responsible for implementing the interpretive program must exercise restraint regarding both numbers of exhibits created, and density of information.

Exterior sloper panels allow for viewing of the structures and/or resources being interpreted. Porcelain enamel graphic panels are specified for this “permanent” application. While they are more expensive to produce, they provide a sophisticated high resolution full-color look, and are extremely durable in outdoor conditions. Temporary and event signage may be produced in faster turn-around and cost effective materials.

Interpretive signs and exhibits are to be located in strategic locations that add to, rather than detract from, Chautauqua’s historic nature.

*Note: Requirements of the Americans with Disabilities Act have been considered in specifications for the signs and graphics herein.*




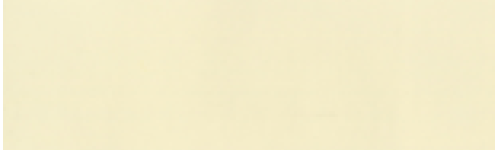

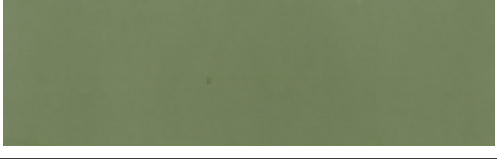


Interpretive: Color Palette

Colors selected for wayfinding signage were derived from those found in existing architecture and are specified using Kwal paint formulas.

Gradations of these colors are permissible.

All process and blends are to match physical paint samples as closely as possible, not specifications.

NOTE: Colors show on this page are for representation only. Actual colors will differ due to output limitations.

Sample	Kwal Paint Match	Pantone Closest Match
	CL 2933M - Salsify	413
	CL 2725D - Dissent	465
	8673M - Tavern Taupe	7535
	CW055W - Honeywind	413
	7735D - Topaz	7405
	8644M - Seal Beach	7538
	Black	100% Process
	CW057W - White Solitude	N/A

- 1. **Gable Antique Condensed**  
Main Panel Titles
- 2. **Adobe Garamond Pro Bold**  
Headers: Primary Text, Secondary Text, and Caption
- 3. **Adobe Garamond Pro Bold Italic**  
Quotations, Poetry, Lyrics
- 4. **Adobe Garamond Pro Semibold**  
Body and Caption Copy
- 5. **Adobe Garamond Pro Semibold Italic**  
Image Credits



1909 use of type nearly identical to Gable Antique Condensed

1  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

2  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

3  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

4  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

5  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

- 1. **Main Panel Title**  
Gable Antique Condensed 160 pt.  
Customized with a stepped drop shadow.
- 2. **Primary Header**  
Adobe Garamond Pro Bold 65 pt.
- 3. **Secondary Header**  
Adobe Garamond Pro Bold 41 pt.
- 4. **Caption Header**  
Adobe Garamond Pro Bold 33 pt.
- 5. **Primary Text**  
Adobe Garamond Pro Semibold 30 pt.
- 6. **Secondary Text**  
Adobe Garamond Pro Semibold 24 pt.
- 7. **Caption Text**  
Adobe Garamond Pro Semibold 20 pt.
- 8. **Quotation**  
Adobe Garamond Pro Bold Italic 42 pt.
- 9. **Quotation Source**  
Adobe Garamond Pro Semibold Italic 20 pt.
- 10. **Photo Credit/Source**  
Adobe Garamond Pro Semibold 8 pt.

NOTES:  
*Point size shown here is accurate only when this document is printed or viewed at tabloid size (11" x 17") at 100%.*

*Gable Antique Condensed as shown here and on the previous page has a few modifications. Serifs descending below the baseline have been modified in these forms: Uppercase F, H, K, M, N, R and lowercase p and q.*

1

The Most

2

Uplifts

3

Tabernacle of Learning

4

Entertainment as Enlightenment

5

When the "Texas-Colorado Chautauqua"

6

Commitment to self-improvement

7

Easy access to nature and the mountains

8

*Midst the glory*

9

from "Chautauqua Rally Song"

10

Photo Courtesy of

**Interpretive:** Photography

Black and white historic photos will serve as the primary graphic elements for interpretive panels. The archives stored and managed by the Colorado Chautauqua Association are a treasury of high quality images that can serve nearly all the essential messages for the site. Other local resources for historic photos include Boulder's Carnegie Branch Library for Local History and the Archives at the University of Colorado Libraries.

- 1. **Titles**  
Where existing, handwritten information on original photographs will be displayed.
- 2. **Tone of Photographs**  
B & W and color original photographs shall be scanned as color CMYK files to show warmth of original prints.
- 3. **Rules**  
Photographs shall generally include a 2-point rule around their perimeter at .125" from photo edge. Rule color may vary within the acceptable palette.
- 4. **Clipping Paths**  
For variety and interest of large photographic images, photos may be clipped at logical and appropriate breaks. Clipping must be VERY carefully completed with 1-2 pixel feathering to soften edges. (Note red line indicated in lower figurer shows location of break, not decorative element).

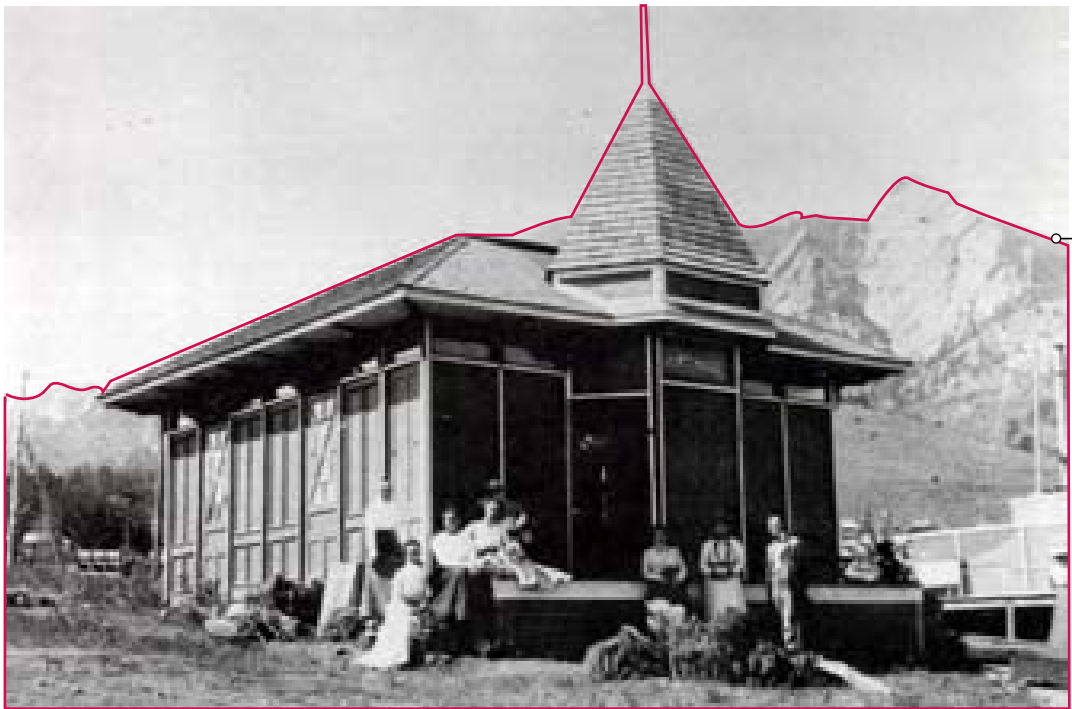


1

2



3



4

Interpretive: Illustration

Illustration style shall use continuous solid tone in early 20th century “poster” style. Duo-tone and multi-tone are acceptable, depending on existing source materials. Gradations within the illustration are to be avoided. Color originals should be placed as such.



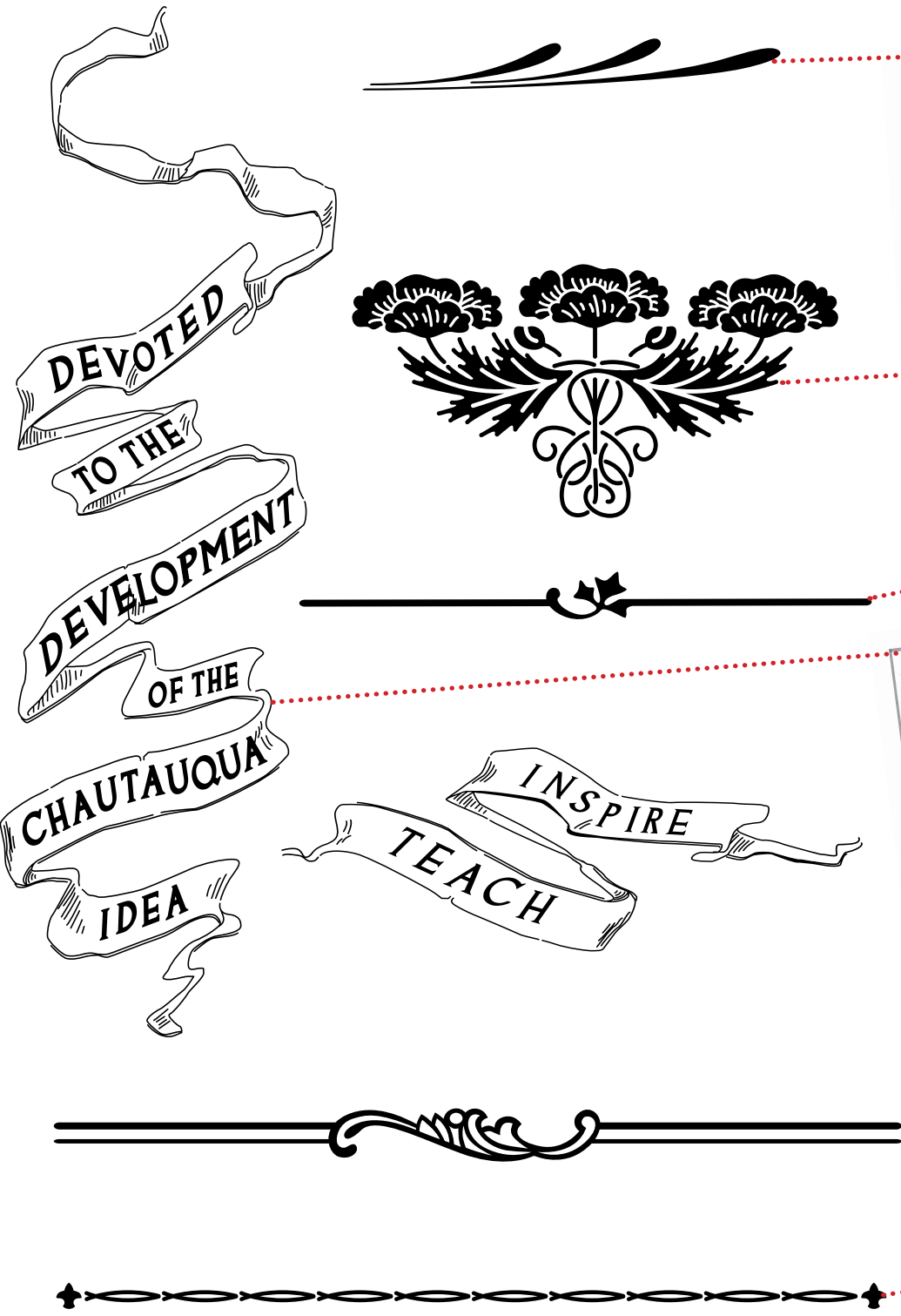


Interpretive: Flourishes, Rules, and Dingbats

Design elements are to be derived from historic references. Simpler forms are preferred over highly ornamental designs.

Use is to be limited primarily to key elements, such as primary headers.

If artifact images are used on a particular panel, elements may tie directly to these references.



**Overview**

Interpretive writing is an art that involves using language precisely to engage visitors and convey key messages quickly. This is prose as story telling. Reading interpretive writing should be enjoyable for visitors. Such writing should include information that helps visitors connect to the resource as well as to their own lives.

**Writing Guidelines**

- In general, use short words, sentences, and paragraphs.
- Vary sentence length and structure.
- Use active verb forms wherever possible.
- Use “colorful” descriptors.
- Avoid highly technical terms, as well as slang or overly casual constructions (except where these are integral to the content).

Once text has been written, then edit, edit, edit. Brevity and simplicity are always key to successful interpretive writing. Readership always trumps elegance.

**Text Layout Guidelines**

How interpretive text is presented on the page carries equal importance to its content. Layout can determine whether text gets read and understood. These guidelines are intended to help visitors engage easily with the printed word.

- Use different type styles and sizes to cue the reader about where to begin, and to communicate the most essential elements.
- Avoid hyphenation.
- Take care with line length and wraps; avoid widows.
- Do not exceed 55 characters in a line of text, regardless of font size or panel width.
- View blocks of copy as graphic elements, to be grouped on the panel in harmonious balance with other elements.

**Design and Installation Considerations**

Exhibits are generally viewed while visitors are standing, except in the case of visitors using wheelchairs. For most of us, looking down is easier down than up, as the head and eyes naturally incline downward. Therefore, care should be taken regarding where content sits above the floor on panels. In general, panel content (excluding large headers and graphics) should not exceed 66” above the floor at the viewing location.

*Note: These guidelines do not discuss storyline and message development. These essential steps must occur before the process of text development.*



**Interpretive:** Sign Types

Interpretive signs at the site may be free-standing or mounted to existing or future structures.

**Type E1**  
Sloper panel: large, free-standing

**Type E2**  
Sloper panel: small, free-standing

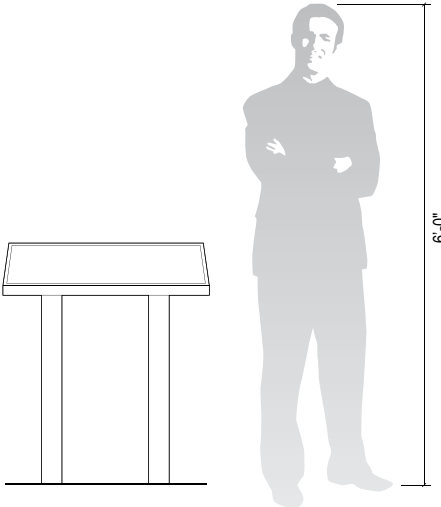
**Type E3**  
Sloper panel: large, wall mount

**Type E4**  
Sloper panel: small, wall mount

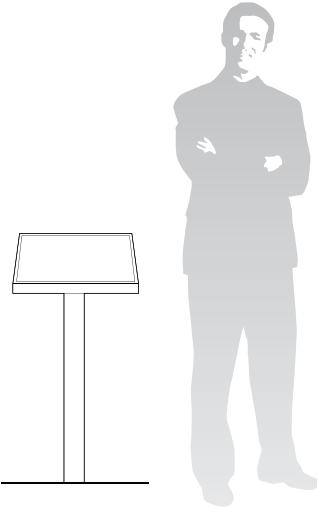
**Type E5**  
Flush wall mount: Vertical Panel

**Type E6**  
Flush wall mount: Horizontal Panel

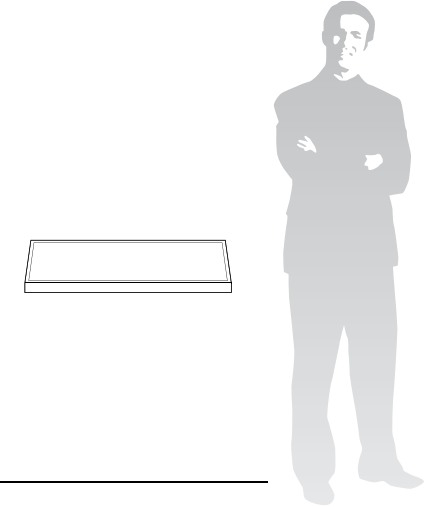
**Type E7, E8, E9, E10**  
Tour Locator; free-standing and adaptations to sign structures.



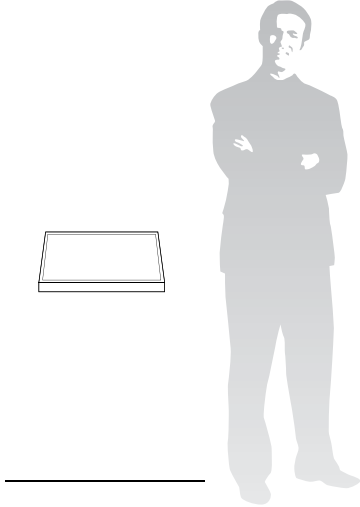
Type E1



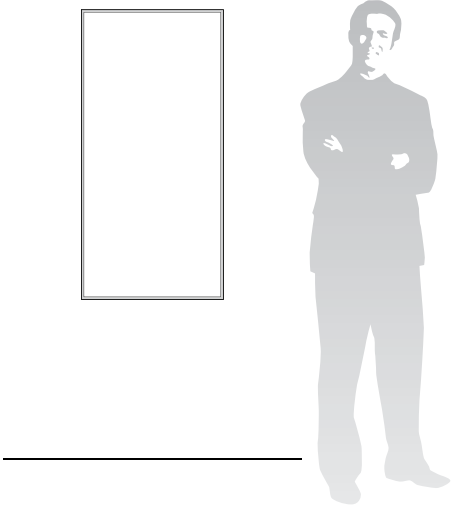
Type E2



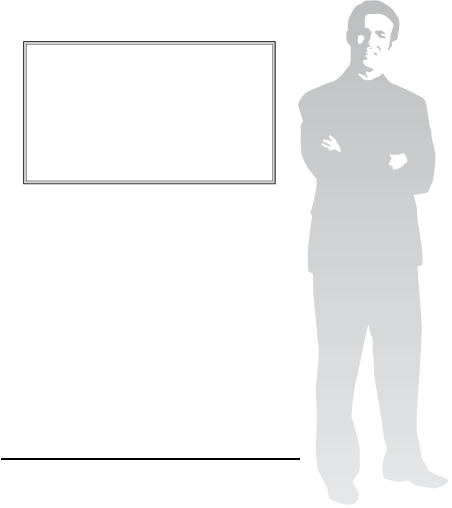
Type E3



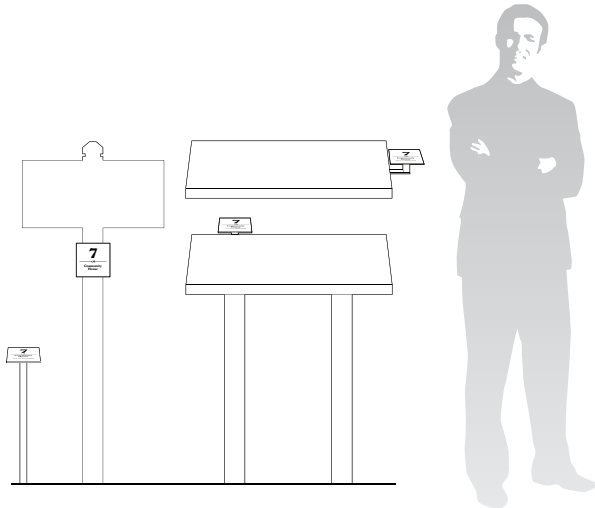
Type E4



Type E5



Type E6



Types E7, E8, E9, E10

Fonts and Sizes:

- 1. **Main Panel Title**  
Gable Antique Condensed 160 pt.  
Customized with a stepped drop shadow.
- 2. **Primary Header**  
Adobe Garamond Pro Bold 65 pt.
- 3. **Secondary Header**  
Adobe Garamond Pro Bold 41 pt.
- 4. **Caption Header**  
Adobe Garamond Pro Bold 33 pt.
- 5. **Primary Text**  
Adobe Garamond Pro Semibold 30/40 pt.
- 6. **Secondary Text**  
Adobe Garamond Pro Semibold 24/28 pt.
- 7. **Caption Text**  
Adobe Garamond Pro Semibold 20/25 pt.
- 8. **Photo Credit/Source**  
Adobe Garamond Pro Semibold 8 pt.



Interpretive: Sloper - Design Elements

1. Primary title header and copy to be on panel, harkening to early 20th century print style.
2. Logo and Flatirons lithograph image from 1909 letterhead works as background to panel title. Illustration and masthead bar draw from colors on historic Chautauqua buildings: 8644M (Seal Beach). Panel color below calls on CW055W (Honeywind). *Note: Adobe Illustrator art delivered as electronic file with Master Signage Plan.*
3. Panel title text is a screened version of 7735D (Topaz) with a black drop-shadow rule.
4. Vary size and configuration of photography across panels to include both large (feature) images and smaller (detail) images.
5. Rules and dingbats are permitted when used in traditional style; however, elements should be used only modestly and to create hierarchy of content.
6. Where appropriate, background illustrations may strengthen panel content. Illustrations to be from historic print collateral artwork or newly commissioned work in this style.
7. Historic photography shown in a rectilinear fashion will always be square to panel and include a 2-point rule .125" from photo edge.
8. When possible, photo representations of historically relevant printwork should be used as "artifacts." Showing such artifacts at an angle can enhance variety. Text accompanying artifacts can justify to angle, where appropriate.
9. Second background color on panel can be used to accentuate or isolate content.

*Note: This sample layout serves to illustrate the guidelines; it is not intended as a template.*



Interpretive: Sloper - Message Length

Messaging is designed to provide varying levels of information that match the user’s interest. A clearly defined hierarchy encourages visitor engagement and helps direct readers through the intended flow of content.

- 1. 3 Second Message  
Panel title uses short and well-crafted copy to convey “big-picture” take away.

Copy Length - Up to 6 words

- 2. 30 Second Message  
Primary header and text are constructed to convey the overall message of the panel.

Copy Length  
Text - Up to 45 words

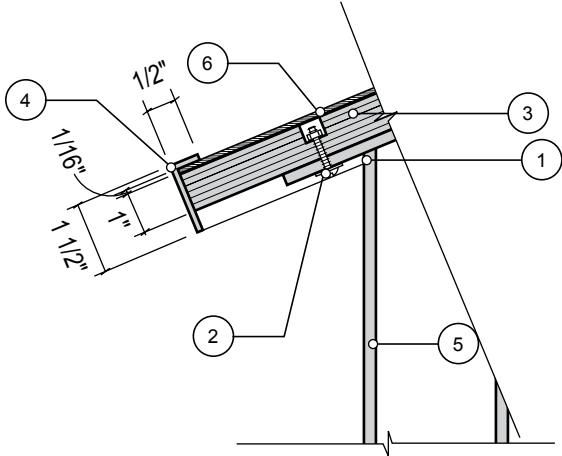
- 3. 3 Minute Message  
In-depth information for a more specialized read. Secondary storylines further enhance overall messaging.

Copy Length  
Secondary Text - Up to 45 words  
Caption Text - Up to 25 words

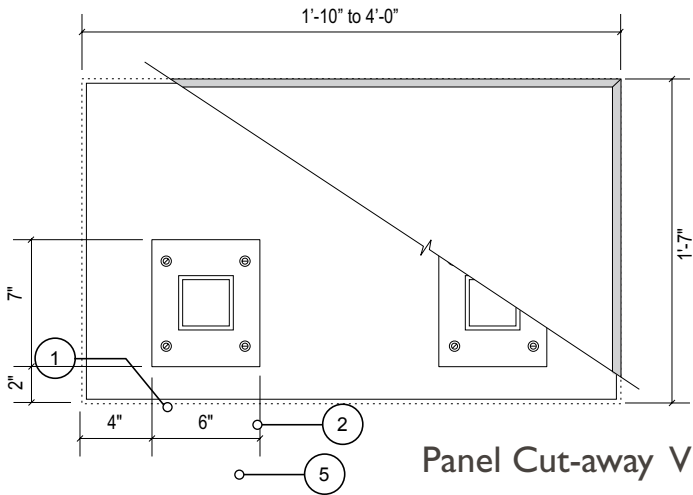


Interpretive: Type EI - Structure

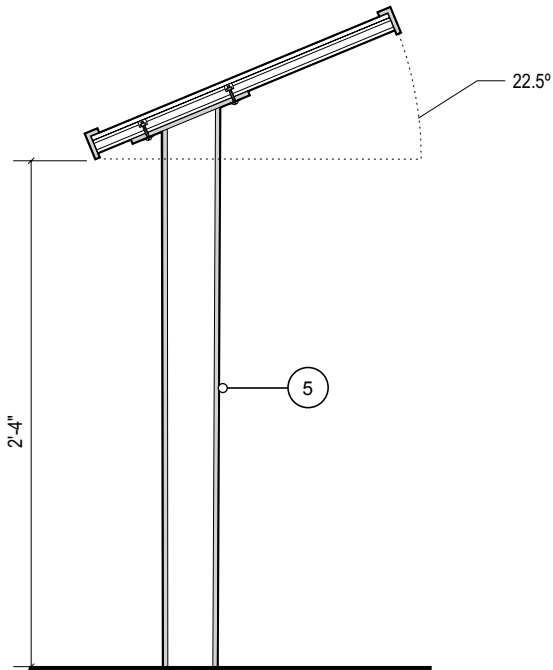
- 1. Painted 1/4" thick aluminum plate welded to post
- 2. Security hardware
- 3. 1" thick all-weather backer panel
- 4. Painted 1/2" face x 1 1/2" side aluminum frame with security hardware, painted to match CL2725D Dissent
- 5. Painted aluminum 3" x 3" post, direct burial or as over-sleeve depending on mounting condition, painted to match CL2725D Dissent
- 6. Porcelain enamel graphic



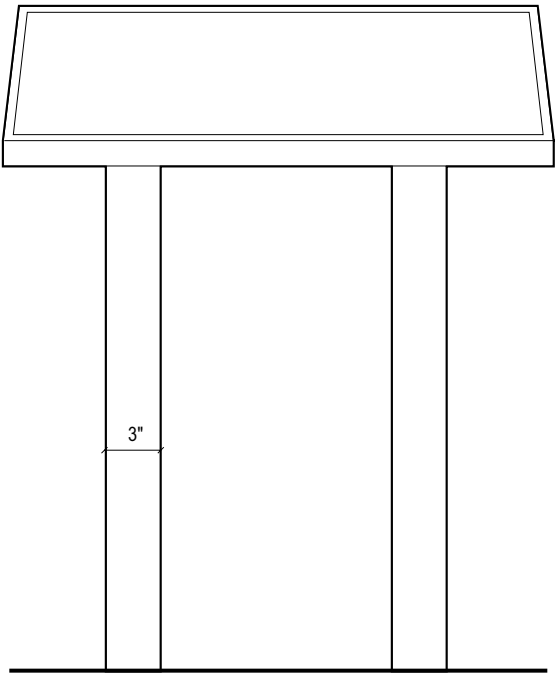
Detail View



Panel Cut-away View



Section View

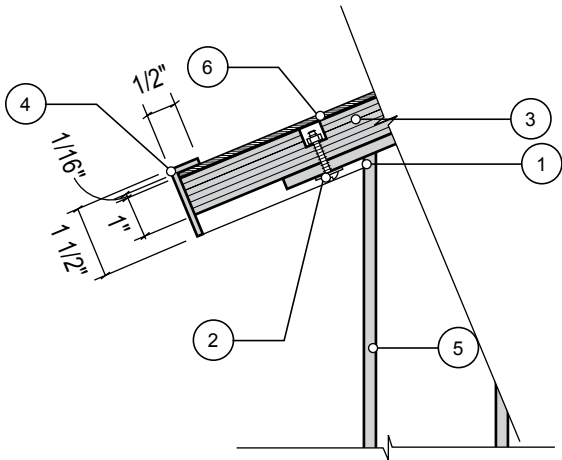


Front View

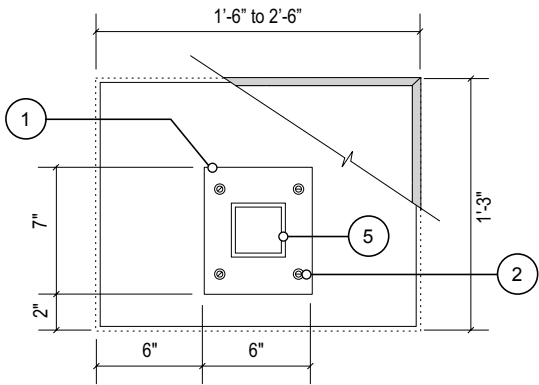


Interpretive: Type E2 - Structure

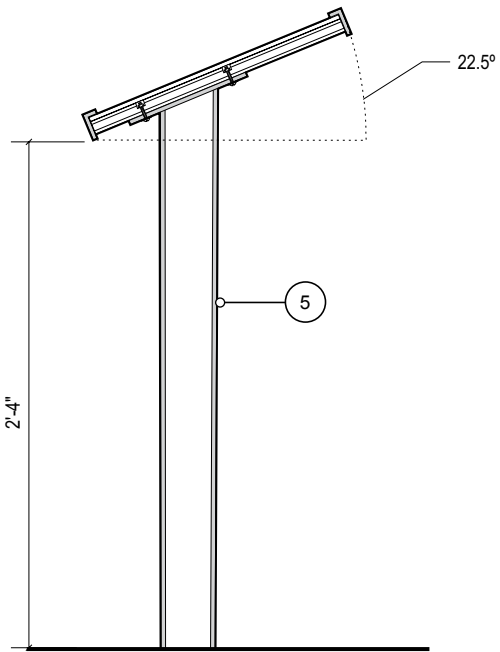
- 1. Painted 1/4" thick aluminum plate welded to post
- 2. Security hardware
- 3. 1" thick all-weather backer panel
- 4. Painted 1/2" face x 1 1/2" side aluminum frame with security hardware, painted to match CL2725D Dissent
- 5. Painted aluminum 3" x 3" post, direct burial or as over-sleeve depending on mounting condition, painted to match CL2725D Dissent
- 6. Porcelain enamel graphic



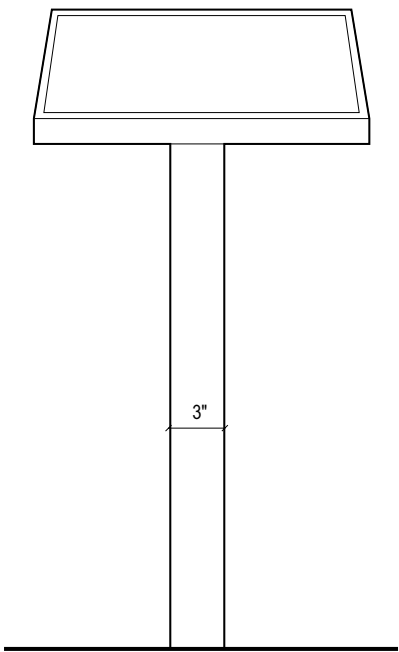
Detail View



Panel Cut-away View



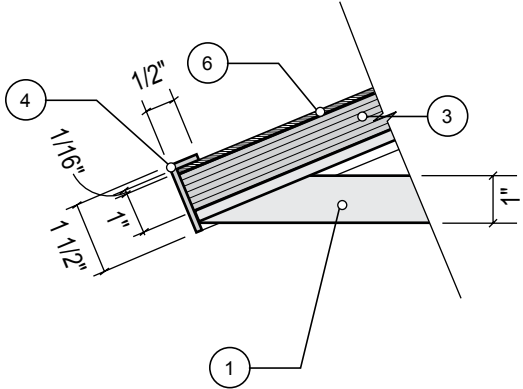
Section View



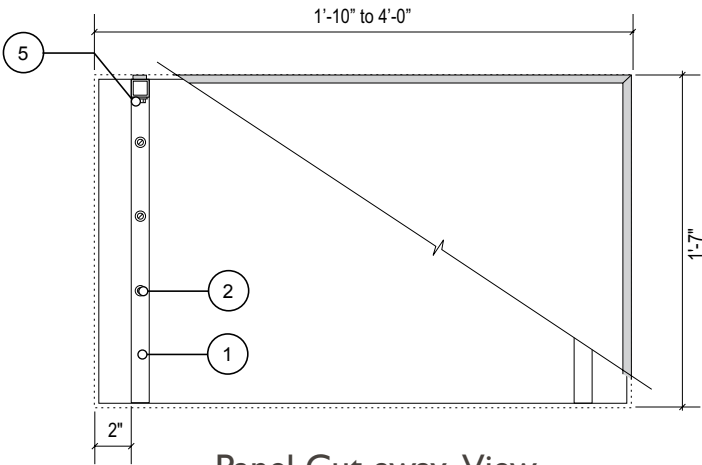
Front View

Interpretive: Type E3 - Structure

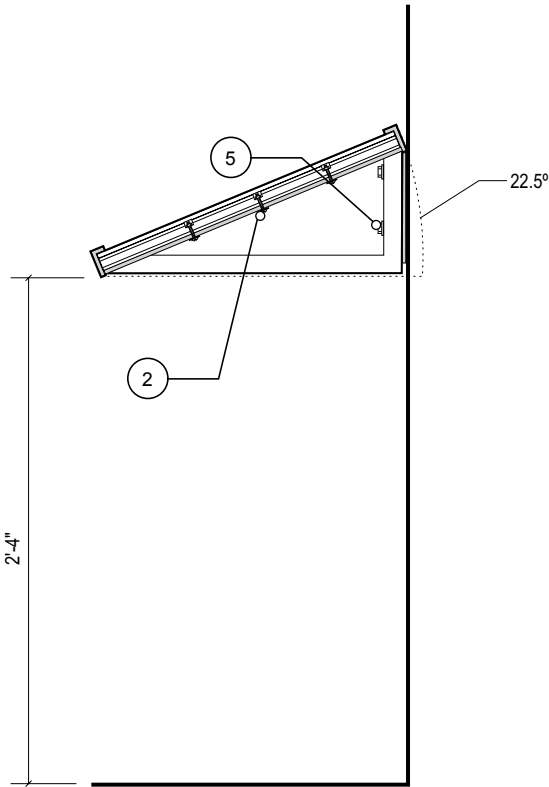
- 1. Painted aluminum 1" x 1" welded frame system, painted to match CL2725D Dissent
- 2. Security hardware
- 3. 1" thick all-weather backer panel
- 4. Painted 1/2" face x 1 1/2" side aluminum frame with security hardware, painted to match CL2725D Dissent
- 5. Galvanized lag or bolt connection, painted cap to match frame
- 6. Porcelain enamel graphic



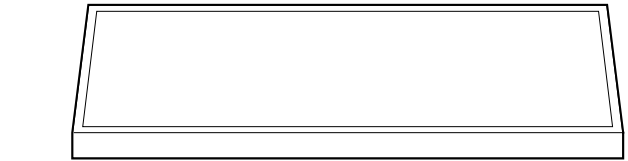
Detail View



Panel Cut-away View



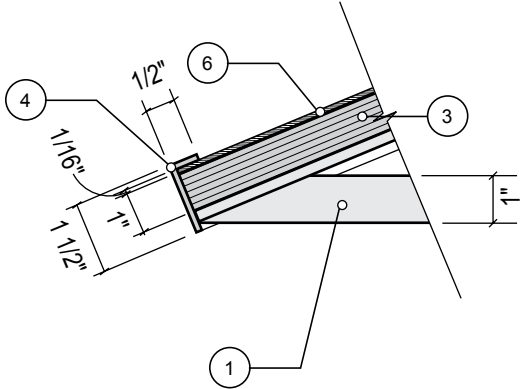
Section View



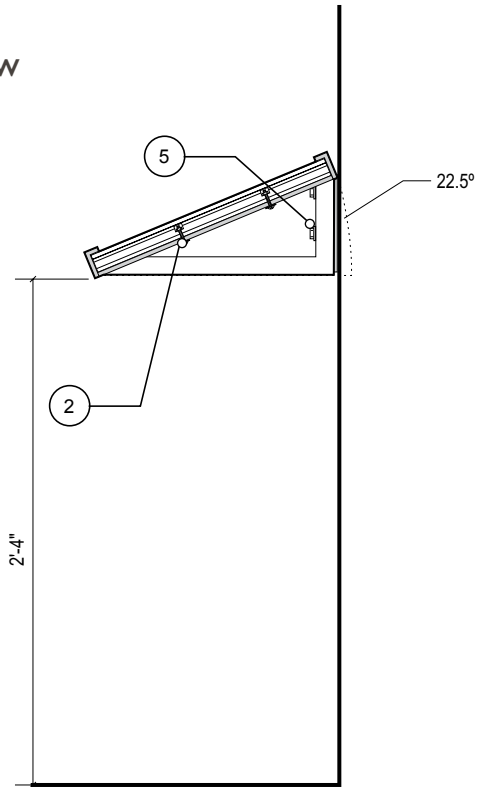
Front View

Interpretive: Type E4 - Structure

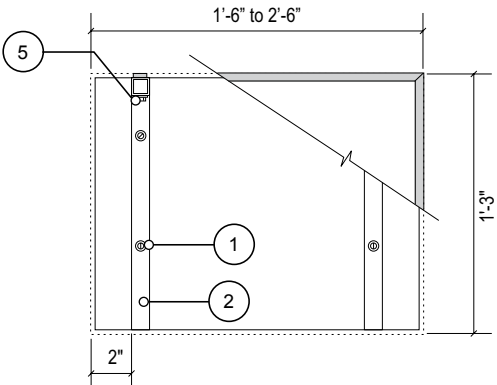
- 1. Painted aluminum 1" x 1" welded frame system, painted to match CL2725D Dissent
- 2. Security hardware
- 3. 1" thick all-weather backer panel
- 4. Painted 1/2" face x 1 1/2" side aluminum frame with security hardware, painted to match CL2725D Dissent
- 5. Galvanized lag or bolt connection, painted cap to match frame
- 6. Porcelain enamel graphic



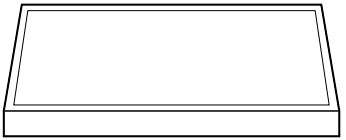
Detail View



Section View



Panel Cut-away View

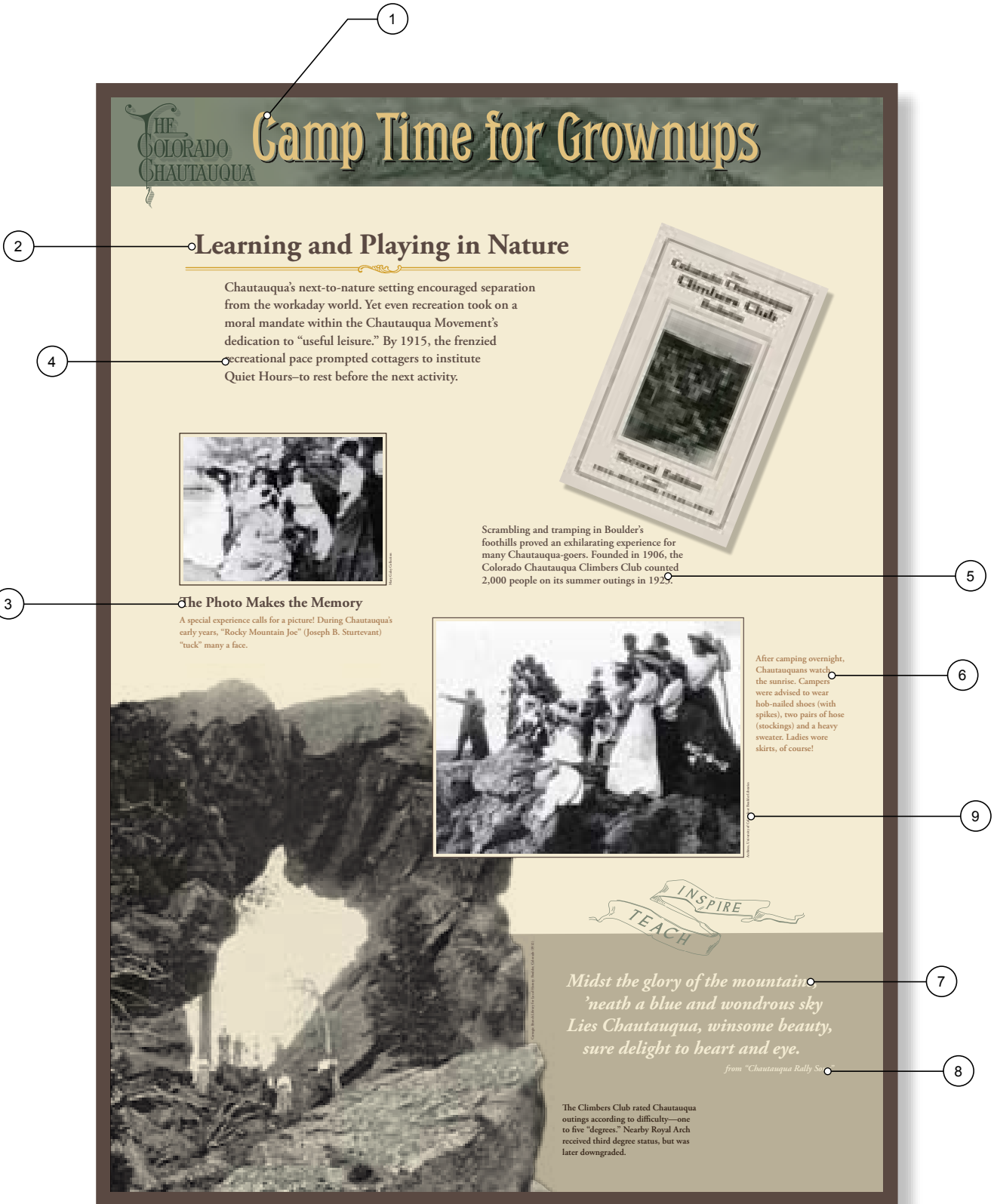


Front View



Fonts and Sizes:

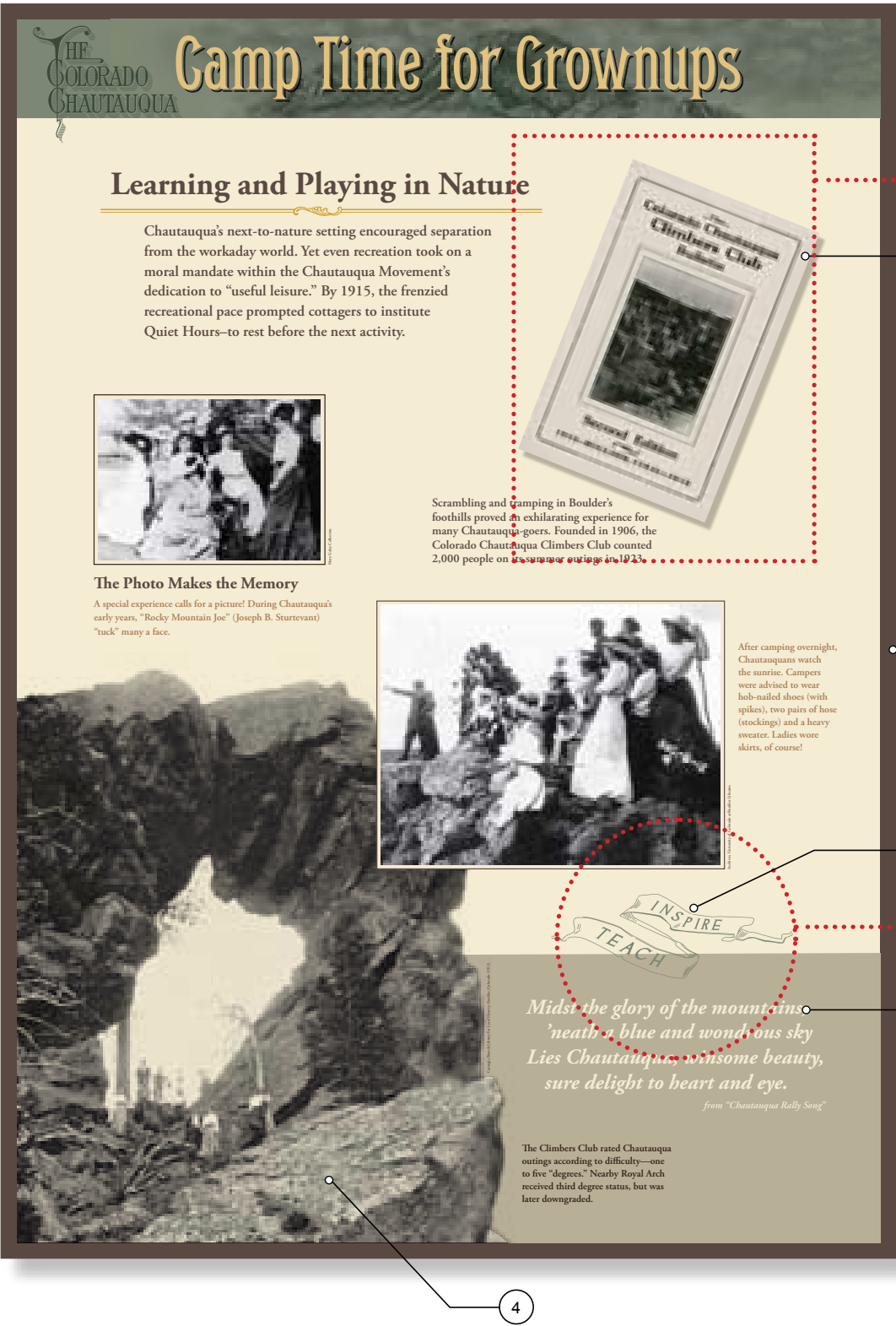
1. **Main Panel Title**  
Gable Antique Condensed 160 pt.  
Customized with a stepped drop shadow.
2. **Primary Header**  
Adobe Garamond Pro Bold 65 pt.
3. **Caption Header**  
Adobe Garamond Pro Bold 33 pt.
4. **Primary Text**  
Adobe Garamond Pro Semibold 30/40 pt.
5. **Secondary Text**  
Adobe Garamond Pro Semibold 24/28 pt.
6. **Caption Text**  
Adobe Garamond Pro Semibold 20/25 pt.
7. **Quotation**  
Adobe Garamond Pro Bold Italic 42 pt.
8. **Quotation Source**  
Adobe Garamond Pro Semibold Italic 20 pt.
9. **Photo Credit/Source**  
Adobe Garamond Pro Semibold 8 pt.



Interpretive: Types E5 and E6 - Design

- 1. Use of drop shadows is limited to images used as “artifact” objects, thereby creating a distinction and hierarchy of elements.
- 2. 1/2” face-profile metal frame on edges adds visual containment to panels.
- 3. Quotations and excerpts can be drawn from historic sources to provide quick read delivery of major ideas and/or to engage the visitor.
- 4. Clipped or cutout historical photographs can be used as major anchoring elements.
- 5. Ornamental graphics taken from period print material may be used to support the panel's historical aesthetic and/or to place emphasis on certain content.

NOTE:  
This sample layout serves to illustrate the guidelines; it is not intended as a template.



Interpretive: Types E5 and E6 - Messaging

Messaging is designed to provide varying levels of information that match the user’s interest. A clearly defined hierarchy encourages visitor engagement and helps direct readers through the intended flow of content.

- 1. 3 Second Message  
Panel title uses short and well-crafted copy to convey “big-picture” take away.

Copy Length - Up to 6 words

- 2. 30 Second Message  
Primary header and text are constructed to convey the overall message of the panel.

Copy Length  
Text - Up to 45 words

- 3. 3 Minute Message  
In-depth information for a more specialized read. Secondary storylines further enhance overall messaging.

Copy Length  
Secondary Text - Up to 45 words  
Caption Text - Up to 25 words

1

THE COLORADO CHAUTAUQUA

# Camp Time for Grownups

2

## Learning and Playing in Nature

Chautauqua’s next-to-nature setting encouraged separation from the workaday world. Yet even recreation took on a moral mandate within the Chautauqua Movement’s dedication to “useful leisure.” By 1915, the frenzied recreational pace prompted cottagers to institute Quiet Hours—to rest before the next activity.

3

### The Photo Makes the Memory

A special experience calls for a picture! During Chautauqua's early years, "Rocky Mountain Joe" (Joseph B. Sturtevant) "tuck" many a face.

Scrambling and tramping in Boulder's foothills proved an exhilarating experience for many Chautauqua-goers. Founded in 1906, the Colorado Chautauqua Climbers Club counted 2,000 people on its summer outings in 1923.

After camping overnight, Chautauquans watch the sunrise. Campers were advised to wear hob-nailed shoes (with spikes), two pairs of hose (stockings) and a heavy sweater. Ladies wore skirts, of course!

INSPIRE  
TEACH

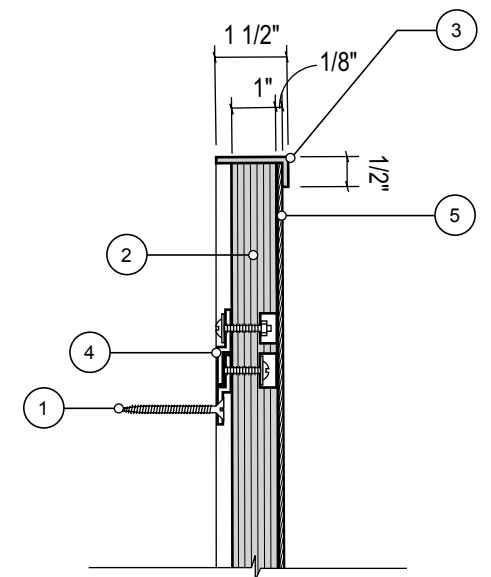
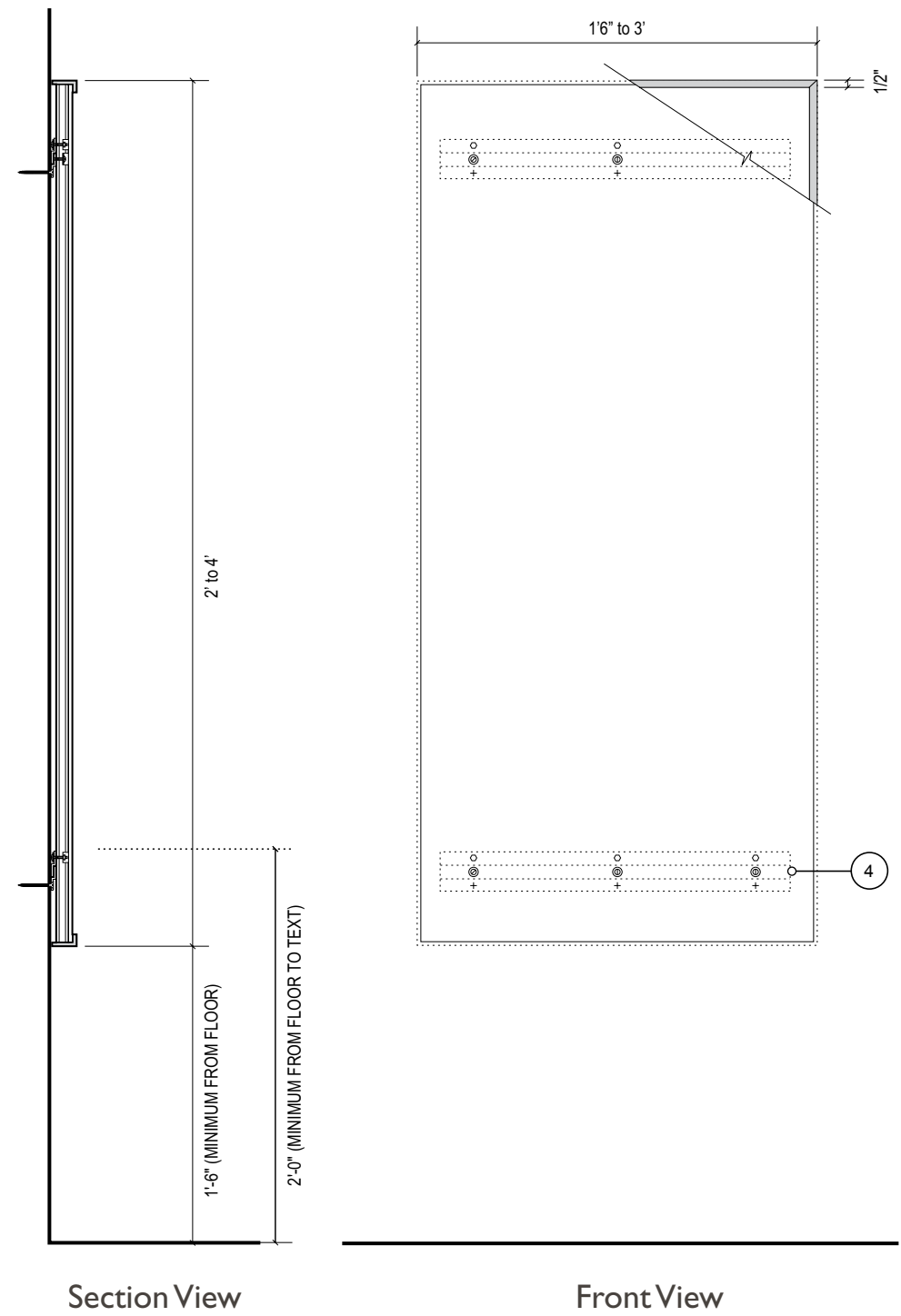
*Midst the glory of the mountains,  
'neath a blue and wondrous sky  
Lies Chautauqua, winsome beauty,  
sure delight to heart and eye.*

from "Chautauqua Rally Song"

The Climbers Club rated Chautauqua outings according to difficulty—one to five "degrees." Nearby Royal Arch received third degree status, but was later downgraded.

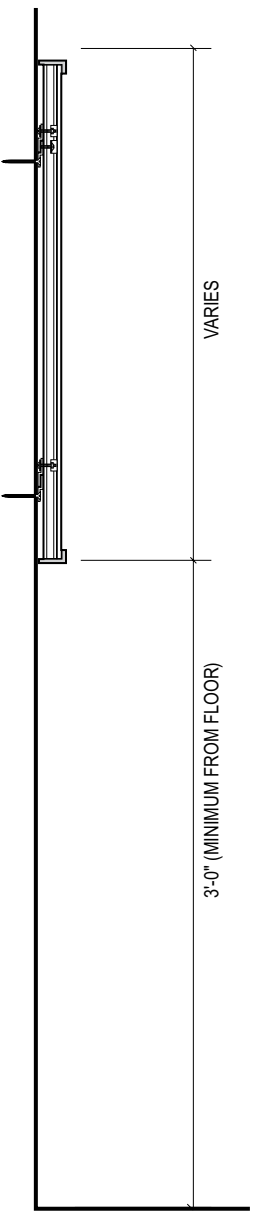
Interpretive: Type E5 - Structure

- 1. Attachment hardware, style depends on substrate
- 2. 1" thick all-weather backer panel
- 3. Painted 1/2" face x 1 1/2" side aluminum frame with security hardware
- 4. Low-profile "Z" cleat
- 5. 4-color fiberglass embed digital exterior graphic

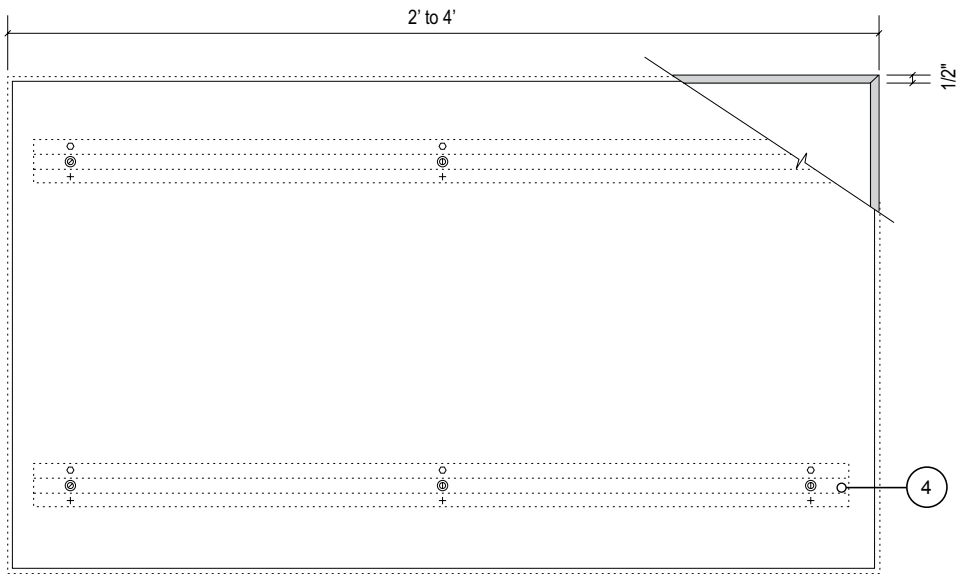


Interpretive: Type E6 - Structure

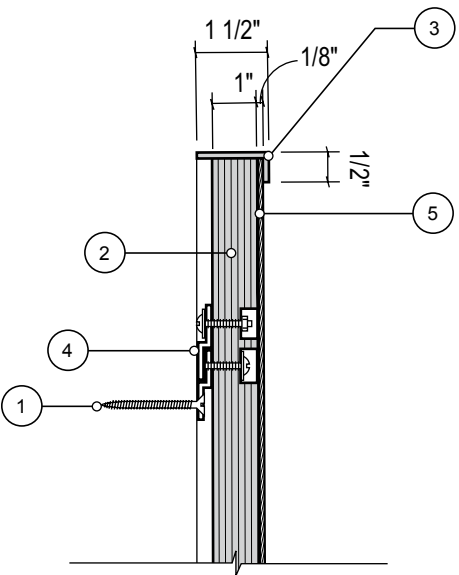
- 1. Attachment hardware, style depends on substrate
- 2. 1" thick all-weather backer panel
- 3. Painted 1/2" face x 1 1/2" side aluminum frame with security hardware
- 4. Low-profile "Z" cleat
- 5. 4-color fiberglass embed digital exterior graphic



Section View



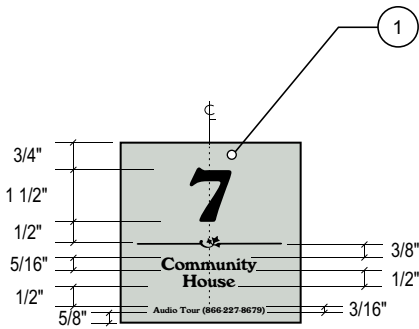
Front View



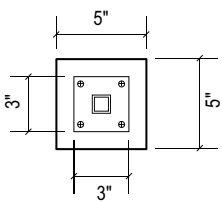
Detail View

Interpretive: Type E7 - Structure & Graphic

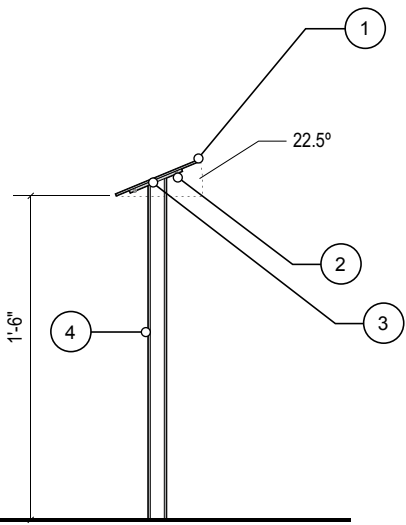
- 1. Porcelain enamel plate (or equivalent). Numeral and text to match black, background to match 8644M Seal Beach.
- 2. Integral protruding bolt secures aluminum backer plate to aluminum tubing with security nut.
- 3. 1/8" thick aluminum backer plate, coated with heavy enamel as buffer between aluminum and porcelain steel plate.
- 4. Painted aluminum 1" x 1" post, direct burial or as over-sleeve depending on mounting condition, painted to match CL2725D Dissent.



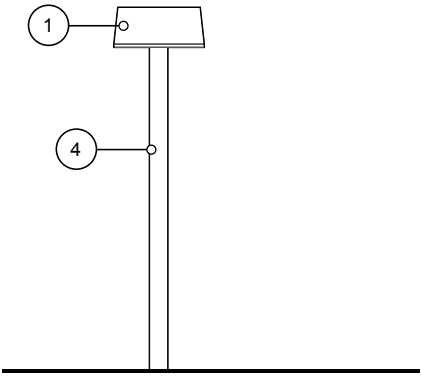
Detail View  
(Graphic)



Plan View



Section View

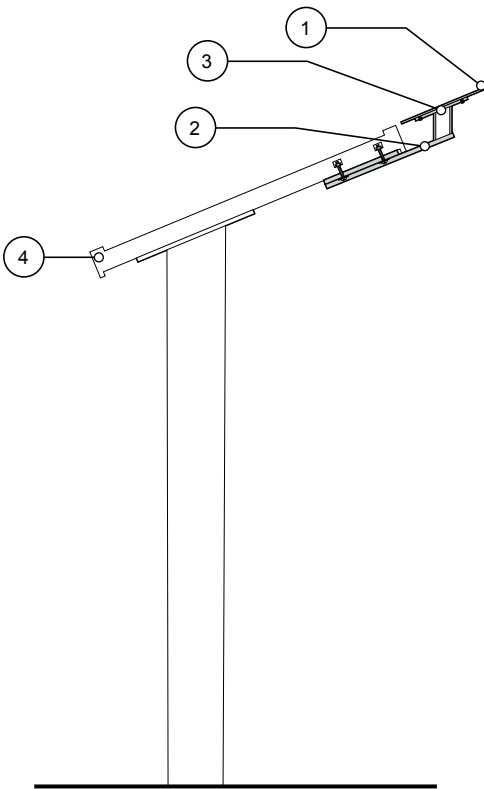


Front View

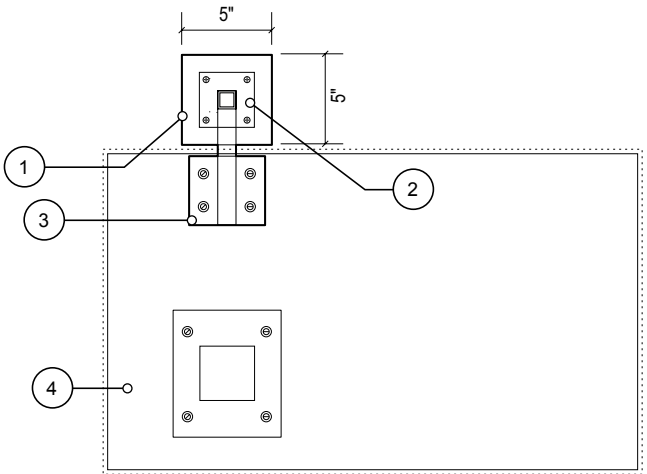


**Interpretive:** Type E8 - Structure & Graphic

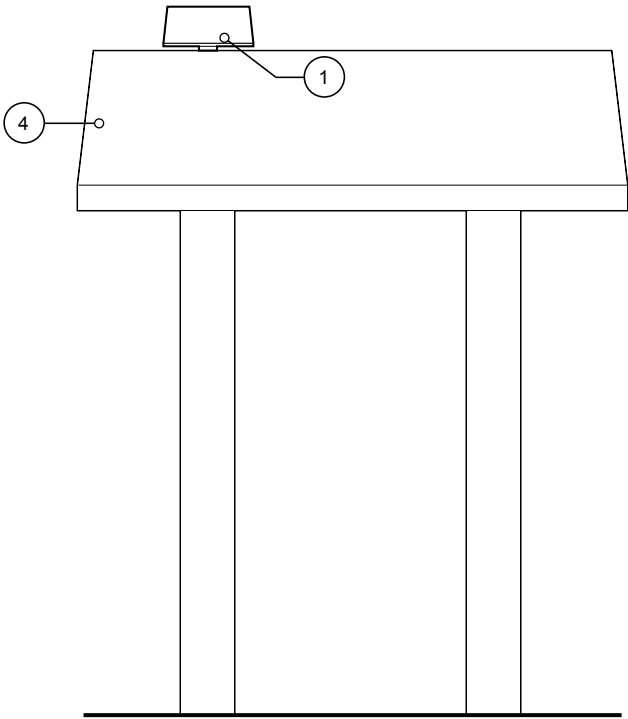
- 1. Porcelain enamel plate (or equivalent). Numeral and text to match black, background to match 8644M Seal Beach.
- 2. Mounting assembly. Consists of 1/8" thick aluminum plate and 1" x 1" square aluminum tube.
- 3. 1/8" thick aluminum backer plate, coated with heavy enamel as buffer between aluminum and porcelain steel plate, mechanically fastened.
- 4. Existing free-standing sloper.



Section View



Plan View

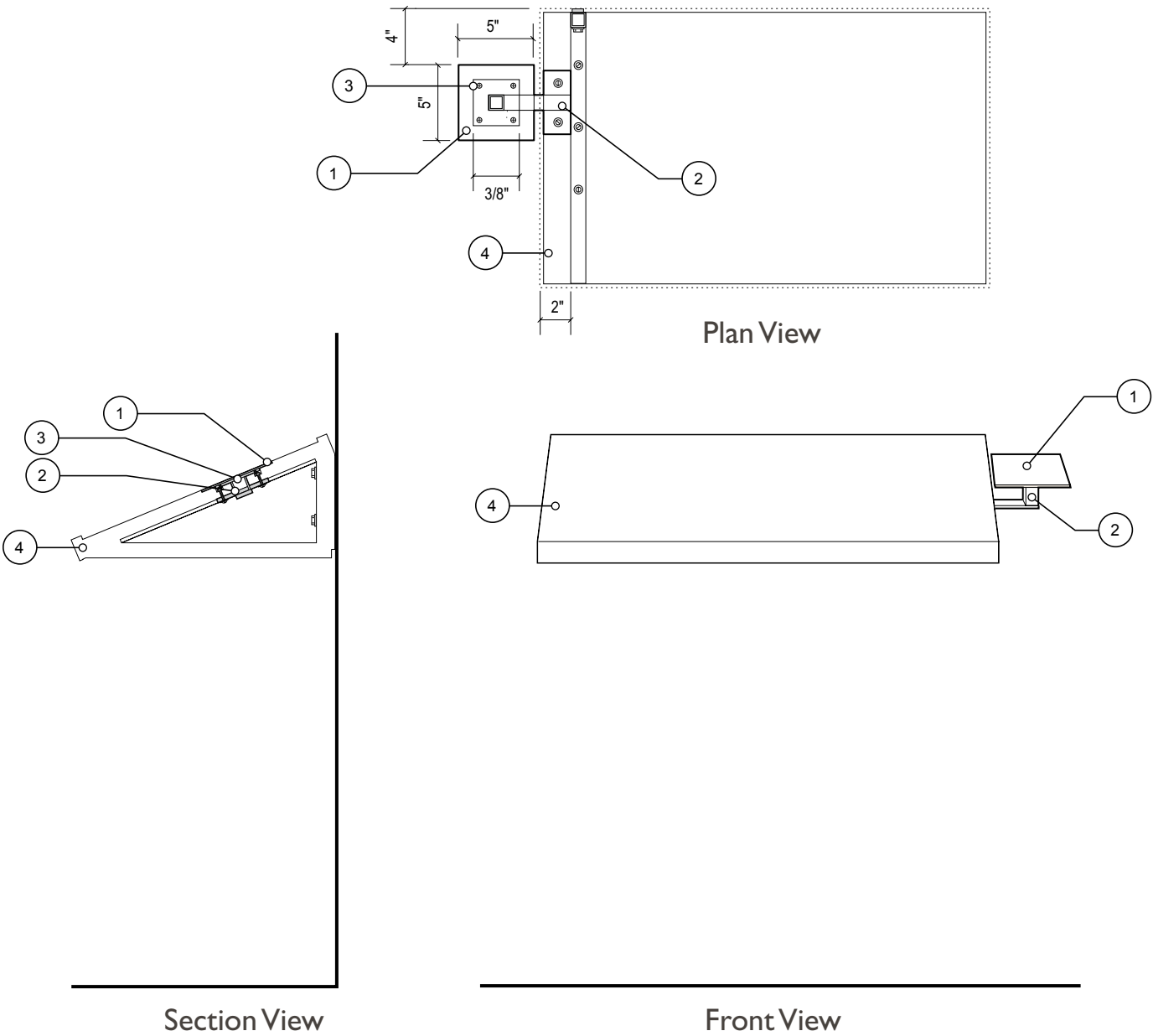


Front View



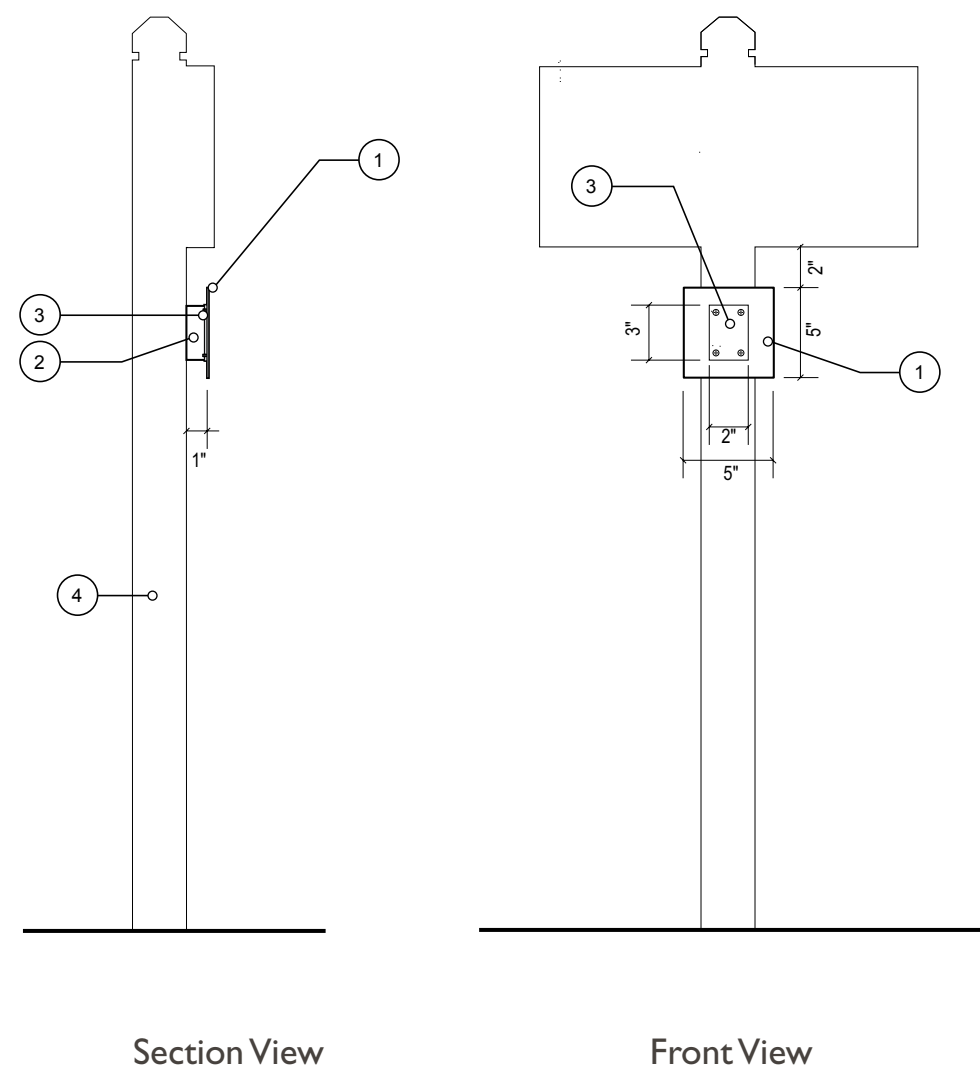
Interpretive: Type E9 - Structure & Graphic

- 1. Porcelain enamel plate (or equivalent). Numeral and text to match black, background to match 8644M Seal Beach.
- 2. Mounting assembly. Consists of 1/8" thick aluminum plate and 1" x 1" square aluminum tube.
- 3. 1/8" thick aluminum backer plate, coated with heavy enamel as buffer between aluminum and porcelain steel plate, mechanically fastened.
- 4. Existing wall mounted sloper.



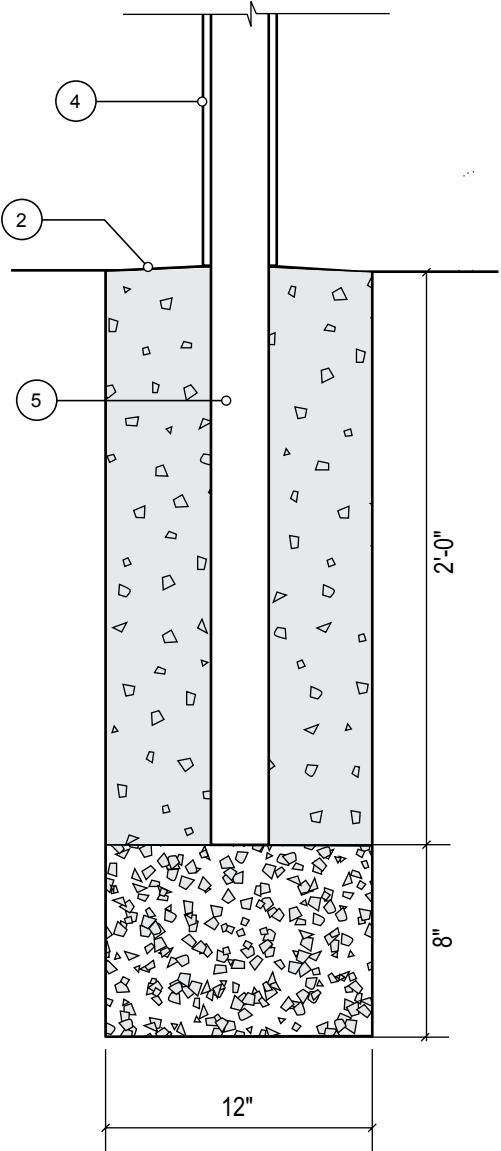
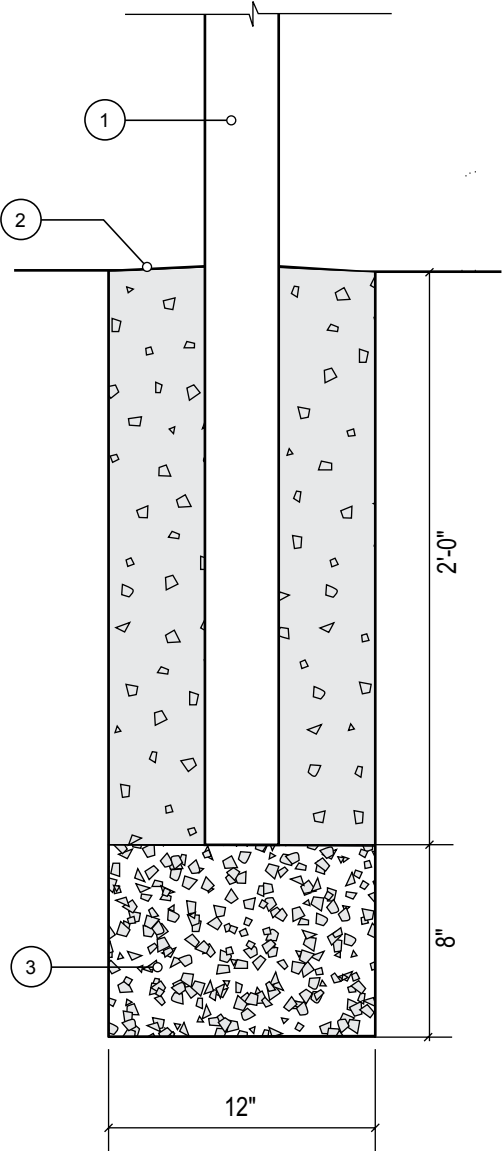
Interpretive: Type E10 - Structure & Graphic

- 1. Porcelain enamel plate (or equivalent). Numeral and text to match black, background to match 8644M Seal Beach.
- 2. Wood support mount, secured to sign post with mechanical fasteners, finished smooth and painted to match substrate.
- 3. 1/8" thick aluminum backer plate, coated with heavy enamel as buffer between aluminum and porcelain steel plate, mechanically fastened to wood support mount.
- 4. Existing Building Identity Sign.

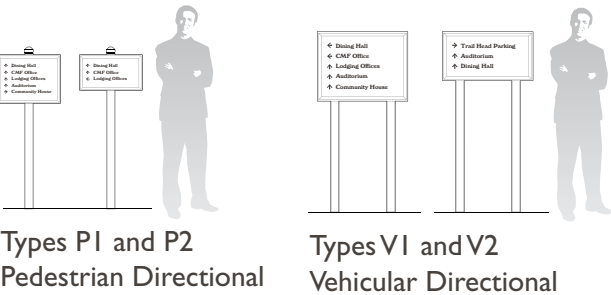
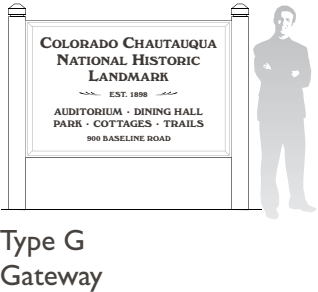
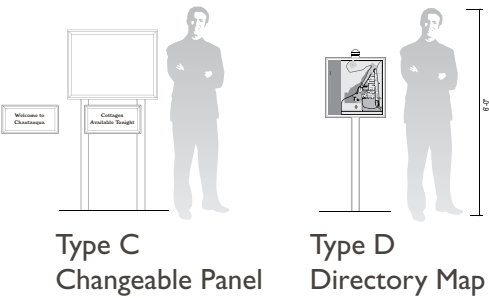


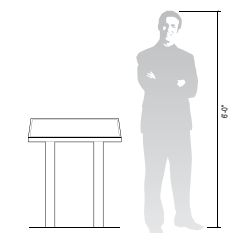
Interpretive: Installation

- 1. Post
- 2. Concrete, with positive top drainage angle
- 3. Gravel
- 4. Post (sleeve)
- 5. Post Anchor

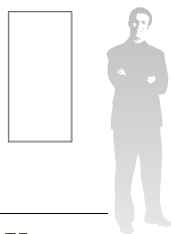


Over-sleeve Mounting Option

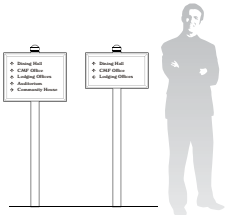




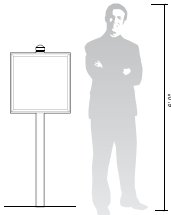
Type E1  
Large Sloper  
Free-standing



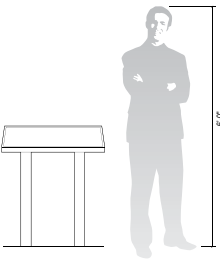
Type E5  
Wall Mount  
Vertical



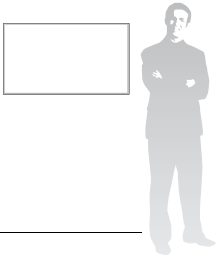
Types P1 and P2  
Pedestrian Directional



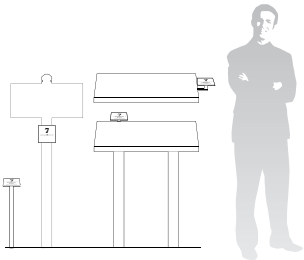
Type D  
Directory Map



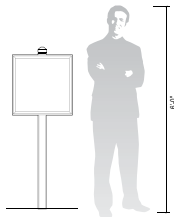
Type E1  
Large Sloper  
Free-standing



Type E6  
Flush Wall Mount  
Horizontal

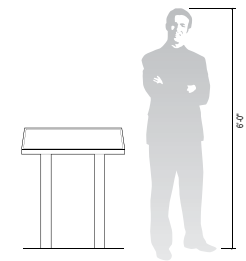


Type E7, E8, E9, E10  
Tour Locator

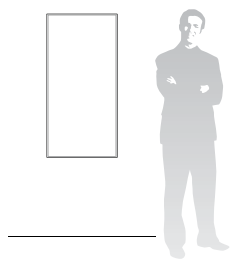


Type D  
Directory Map

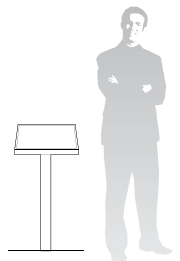




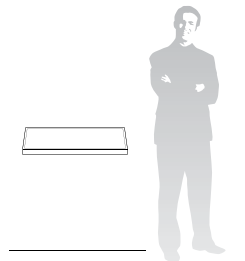
Type E1  
Large Sloper  
Free-standing



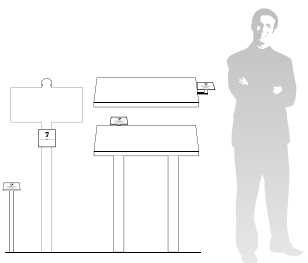
Type E5  
Wall Mount  
Vertical



Type E2  
Small Sloper  
Free-standing



Type E3  
Large Sloper  
Wall Mount



Type E7, E8, E9, E10  
Tour Locator