

Boston Harborwalk Interpretive Panel & Map Kiosk Signage Style Guide



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Boston Harborwalk Interpretive Panel & Map Kiosk Style Guide

This style guide outlines design guidelines for the Boston Harborwalk Interpretive Panel and Map Kiosk Signage System. The goal is for signage to have a consistent look and feel across the length of Boston's 43-mile Harborwalk. With that, we request that you follow this guide.

If there are specific elements which you have questions about, please contact us before making any significant changes to the template structure. Please feel free to email Karen Stein at karen@goodgoodland.com.



02 Interpretive Panel

This is an example of the City of Boston Interpretive Panel Signage design with sample content included.



East Boston



PROLIFIC INVENTOR: OTIS TUFTS

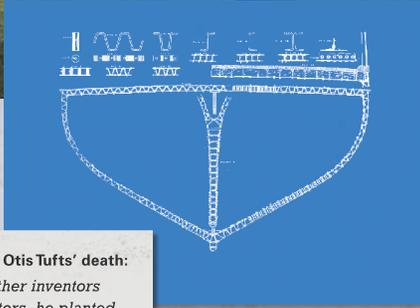
Otis Tufts built the first iron-hulled vessel in the United States on this wharf in 1854. Named the *R.B. Forbes*, after its owner Robert Bennet Forbes, it was often used to tow clipper ships built along Border Street to their owners in New York. During the Civil War, the tugboat served in the Union blockade of Confederate ports until a gale sank it off Virginia in 1862.

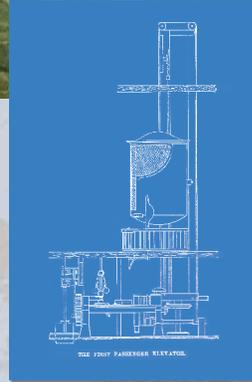
The Cambridge-born Tufts was a remarkable inventor, machinist, and pioneer in steam-powered technology, which he applied to printing, marble cutting, and sugarcane refining. On seeing men building the Boston Custom House driving piles by hand (c. 1840), he returned the next day with drawings for a steam-driven pile driver that revolutionized construction.

And in 1859, Tufts invented the first passenger elevator. Previously elevators were used only for freight. His “vertical railway elevator,” as he called it, rose slowly along a solid iron screw. Installed at the Fifth Avenue Hotel in New York City, the novelty drew hundreds of visitors daily.



Written after Otis Tufts' death:
“Like many other inventors and benefactors, he planted the seed while others have gathered the harvest.”





TOP Iron-hulled *R. B. Forbes* with its twin smoke stacks is shown alongside the U.S.S. *Jamestown*, famous for its famine relief journey to Ireland. The *R. B. Forbes* was also used extensively in salvage operations. ~ Detail of the painting Courtesy of the Robert Bennet Forbes House Museum, Milton, Mass

BOTTOM MIDDLE Simplified drawing of a double-hulled iron ship submitted to U.S. Patent Office by Otis Tufts, 1855. The *R. B. Forbes* “two skinned” hull, trussed and braced throughout, was built based on this novel design.

BOTTOM LEFT Otis Tufts (1804–1869) ~ Courtesy of Tufts’ descendant, Joe Seamans

BOTTOM RIGHT Otis Tufts built the first elevator considered safe enough for passengers. It is shown here in his patent submitted in 1859. Drawing submitted to U.S. Patent Office, 1859, reprinted in *Harpers New Monthly*, 1882.

BOTTOM QUOTE The Annals of the Massachusetts Charitable Mechanic Association, 1795-1892.

03 Interpretive Panel: Color Palette

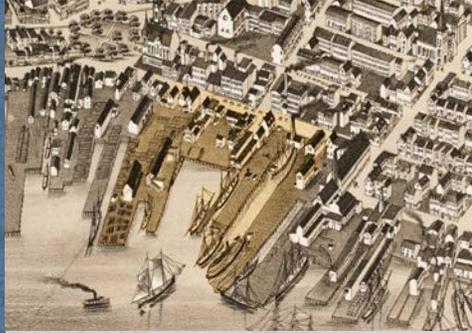
There are 3 color combinations to choose from (blue, grey, and plum). Please choose a color that complements (and in some cases contrasts) with the images in your design.

The colors are applied to an image of a map of Boston. There is a lighter background and a darker foreground shade applied to the image.

These three colors are bold and historic colors. The color palette should not be added to.

BLUE PALETTE

East Boston



LOCAL INDUSTRIES

Many businesses operated on this site, including a steam sawmill, a blacksmith and tin shop, several lumber yards and coal companies, and a carriage factory. They contributed to a thriving corridor of shipbuilding and related industries on this waterfront, which lasted into the 20th century.

These industrial uses date to the earliest days of East Boston development when the East Boston Timber Company was established in 1834 with an eye to encroaching shipbuilding. Timber was shipped from upstate New York, via the Erie Canal, and stored under water at a timber dock built here. The company went bankrupt six years later, but the large supply of inexpensive lumber left behind did spur local shipbuilding. East Boston's first shipbuilder, Samuel Hall, purchased a portion of the property.

In later years, other lumber companies were among the businesses that occupied this site, including George McCleusten & Company. McCleusten dealt primarily in southern hard pine—used extensively in local construction—and likely contributed to a cluster of home building businesses across the street.

TOP Small buildings housed the many businesses that occupied this site, including George McCleusten & Company in the 19th century.

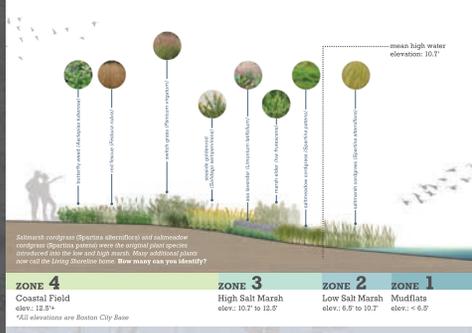
BOTTOM RIGHT: George McCleusten (far right) (seated) stands with George and George in his office on the west side of the street.

William H. Sumner, writing of East Boston in 1858: "Before 1833, oyster-bacled its shores; now, millions in value, comprising more than half of the commerce of Boston, unload at its spacious wharves."

BOTTOM LEFT: Greatly expanded, the Boston Harbor, Col. Company, which operated from the late 19th century. The first wooden pier was built. Coal, fish, and other goods arrived. Coal docks, fish and oyster wharves, and warehouses such as 887, a major center of the harbor.

GREY PALETTE

East Boston



EXPLORING THE LIVING SHORELINE

Much of Boston's shoreline between high and low tide—the intertidal zone—was lost during the 19th century when the city was the second largest port in the country. Sea trade, ship building, and related industries dominated and changed the waterfront to fit their needs. Living shorelines recreate the intertidal zone. This one is the first such project along Boston's Harborwalk and an alternative solution to shorelines in urban areas.

The project design transformed approximately 24,000 square feet into the new, diverse wetland community you see in front of you. Portions of the shoreline were terraced to create flat areas at different elevations. Each terrace attracts specific plants, depending on how much time they need to spend under water as the tide flows in and out. A greater diversity of plants lives on the upper terraces.

Below the marsh grasses, various animals thrive in the tide pools. Common periwinkles, blue mussels, sea urchins, northern moon snails, and sea stars feed and take shelter in the vegetation. Shore birds, in turn, feast on the animals living in the grasses. Together they create a vibrant ecosystem.

Bottom: cordgrass (*Spartina alterniflora*) and saltmeadow cordgrass (*Spartina patens*) are the original plant species introduced into the bay and high marsh. Many additional plants now call the Living Shoreline home. How many can you identify?

meets high water elevation: 10.7'

ZONE 4
Coastal Field
elev.: 12.4'
*All elevations are Boston City Base

ZONE 3
High Salt Marsh
elev.: 10.7' to 12.9'

ZONE 2
Low Salt Marsh
elev.: 6.5' to 10.7'

ZONE 1
Mudflats
elev.: < 6.5'

BOTTOM LEFT: As the 17th ship arrived, a rugged and unimproved harbor filled with small boats and a few buildings.

BOTTOM RIGHT: The restored wetlands along the Harborwalk are now a vibrant and diverse ecosystem. The Living Shoreline is a model for other urban waterfronts.

BOTTOM MIDDLE: Shoveling birds, like the Great Blue Heron, thrive in wetlands that live in a shallow marsh.

BOTTOM RIGHT: The restored wetlands along the Harborwalk are now a vibrant and diverse ecosystem. The Living Shoreline is a model for other urban waterfronts.

PLUM PALETTE

East Boston



PROLIFIC INVENTOR: OTIS TUFTS

Otis Tufts built the first iron-hulled vessel in the United States on this wharf in 1854. Named after the *R. B. Forbes*, after its owner Robert Bonnet Forbes. It was often used to tow digger ships built along Border Street to their owners in New York. During the Civil War, the tugboat served in the Union blockade of Confederate ports until a gale sank it off Virginia in 1862.

The Cambridge-born Tufts was a remarkable inventor, machinist, and pioneer in steam-powered technology, which he applied to printing, marble cutting, and sugarcane refining. On seeing men building the Boston Custom House driving piles by hand (c. 1840), he returned the next day with drawings for a steam-driven pile driver that revolutionized construction.

And in 1859, Tufts invented the first passenger elevator. Previously elevators were used only for freight. His "vertical railway elevator," as he called it, rose slowly along a solid iron screw. Installed at the Fifth Avenue Hotel in New York City, the novelty drew hundreds of visitors daily.

TOP: An inventor, R. Forbes with his boat, the *R. B. Forbes*, built along Border Street to their owners in New York. During the Civil War, the tugboat served in the Union blockade of Confederate ports until a gale sank it off Virginia in 1862.

BOTTOM MIDDLE: Shipbuilder Henry of South Boston was one of the first to build iron-hulled vessels. The *R. B. Forbes* was one of the first iron-hulled vessels built in South Boston. It was built on the wharf that is now the site of the Living Shoreline.

BOTTOM LEFT: Otis Tufts (1824-1883) was an inventor, machinist, and pioneer in steam-powered technology, which he applied to printing, marble cutting, and sugarcane refining.

BOTTOM RIGHT: Otis Tufts built the first passenger elevator. Previously elevators were used only for freight. His "vertical railway elevator," as he called it, rose slowly along a solid iron screw. Installed at the Fifth Avenue Hotel in New York City, the novelty drew hundreds of visitors daily.

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04 Interpretive Panel: Imagery

There are 4+ instances where you will need to add imagery in the panel design including 1 (one) Hero image and at least 3 (three) secondary images or text in the lower section of the panel. The lower

section is considered flexible space for additional images, artifacts, quotes, and should be designed thoughtfully. The size of the hero image does not change, but the 3+ secondary images can vary in size.

1 HERO IMAGE

HARBORWALK LOGO DOES NOT CHANGE

HERO IMAGE / DO NOT CHANGE HEIGHT OF IMAGE

East Boston

Secondary Image #1
Size can change.

Written after Otis Tufts' death:
"Like many other inventors and benefactors, he planted the seed while others have gathered the harvest."

Secondary Image #2
Size can change.

Secondary Image #3
Size can change.

PROLIFIC INVENTOR: OTIS TUFTS

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- Detail of the painting Courtesy of the Robert Bennet Forbes House Museum, Milton, Mass

BOTTOM LEFT Otis Tufts (1804-1869)
- Courtesy of Tufts' descendant, Joe Seamans

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BOTTOM QUOTE The Annals of the Massachusetts Charitable Mechanic Association, 1795-1892.

DO NOT CHANGE BACKGROUND MAP IMAGE SET IN FILE

05 Interpretive Panel: Imagery / Lower Section

In the lower section, please be cautious about adding too many elements. Keep spacing even and balanced between images. The images can overlap the hero image as long as they do not cut out valuable details. Generally, do not overlap more than 10% of the hero image. Limit quotes to one per panel. Please do not bleed the bottom of images off the bottom of the panel. See some examples of the lower section here:

East Boston

EXPLORING THE LIVING SHORELINE

Much of Boston's shoreline has been high and dry for the past century. A major goal of the Living Shoreline program is to restore the city's waterfront to a more natural state. This program is designed to help the city recover from the damage caused by sea level rise and other factors that have led to the loss of the city's natural resources.

The project is a multi-phased approach that will be implemented in four stages. Each stage will focus on a different aspect of the program, such as planting native plants, creating artificial reefs, and installing wave energy devices. The project is expected to be completed by 2025.

SCORE 4 (0-100%)
SCORE 3 (75-100%)
SCORE 2 (50-75%)
SCORE 1 (0-50%)

East Boston

"EXTRAORDINARY PASSAGE OF THE FLYING CLOUD"

The 180-foot Flying Cloud was the fastest clipper ship ever built. It was designed by Nathaniel Bowditch and built by William Brown in East Boston. The ship was built to be fast and efficient, and it was the fastest clipper ship ever built. It was built to be fast and efficient, and it was the fastest clipper ship ever built.

East Boston

CROSSING THE HARBOR

For 170 years, ferries have connected East Boston to Boston's downtown. The first ferry was built in 1820 and was called the East Boston Ferry. It was built to be fast and efficient, and it was the fastest ferry ever built.

East Boston

LOCAL INDUSTRIES

East Boston's shipbuilding industry was one of the most important in the country. It was built to be fast and efficient, and it was the fastest shipbuilding industry ever built.

East Boston

PROLIFIC INVENTOR: OTIS TUFTS

William Otis Tufts was a prolific inventor who designed the first passenger elevator. He was built to be fast and efficient, and it was the fastest elevator ever built.

East Boston

BOSTON'S WOODEN SHIPBUILDING CENTER

East Boston was the center of the wooden shipbuilding industry in the country. It was built to be fast and efficient, and it was the fastest shipbuilding industry ever built.

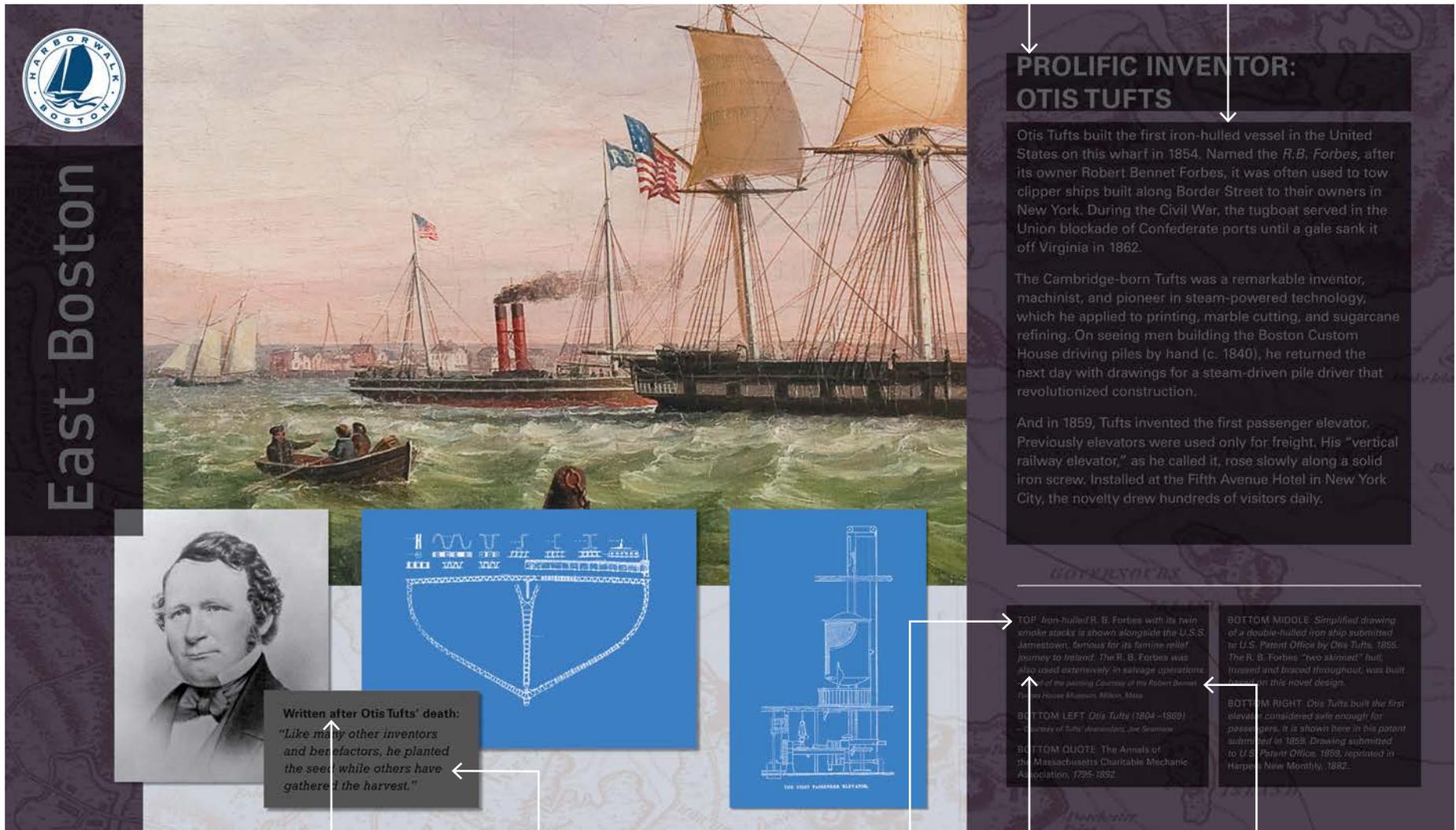
East Boston

SHIP REPAIR

East Boston's shipbuilding industry was one of the most important in the country. It was built to be fast and efficient, and it was the fastest shipbuilding industry ever built.

06 Interpretive Panel: Typography

Please follow the Type Styles established as Paragraph and Character Styles in the Template Indesign file. Please NEVER replace typefaces for any reason. To call out text, please do the opposite of how the text is styled (Italics is set in Roman, etc.)



1. HEADER:
TYPE STYLE:
 Univers, 65 Bold
 *55pt / 68pt

2. BODY COPY:
TYPE STYLE:
 Univers, 55 Bold
 29pt / 39pt

PROLIFIC INVENTOR: OTIS TUFTS

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BOTTOM LEFT: *Otis Tufts* (1804–1869) — courtesy of Tufts descendants, see footnote.

BOTTOM RIGHT: Otis Tufts built the first elevator considered safe enough for passengers. It is shown here in his patent submitted in 1859. Drawing submitted to U.S. Patent Office, 1859, reprinted in *Harper's New Monthly*, 1862.

BOTTOM QUOTE: The Annals of the Massachusetts Charitable Mechanic Association, 1795-1852

3. BOSTON NEIGHBORHOOD LOCATION:
TYPE STYLE:
 Darwin, Regular
 134pt

4. QUOTE INTRO:
TYPE STYLE:
 Rockwell, Bold
 Type size / Leading
 may change.

5. QUOTE TEXT:
TYPE STYLE:
 Rockwell, Italic
 24pt / 36pt although
 type size / Leading
 may change.

6. LOCATION REF ON PANEL:
TYPE STYLE:
 Univers, 55 Roman
 All caps
 19pt / 26pt

7. CAPTION:
TYPE STYLE:
 Univers, 55 Oblique
 19pt / 26pt

8. CREDIT:
TYPE STYLE:
 Univers, 55 Oblique
 15pt / 26pt

*Please note point size refers to Type size / Leading.

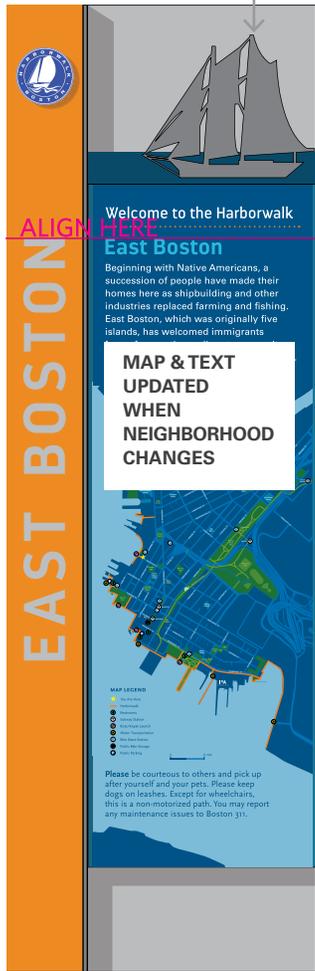
07 Map Kiosk: 2 Sides

The Map Kiosk is two-sided. Side 1 includes a local neighborhood map, descriptive text, neighborhood name, and iconic image which all have to be updated based on neighborhood. The sign location ("You are here") also has to be updated. Side 2 is a map of the entire Harbor walk. The only update is to change the highlight color (yellow) of what part of Boston you are in.

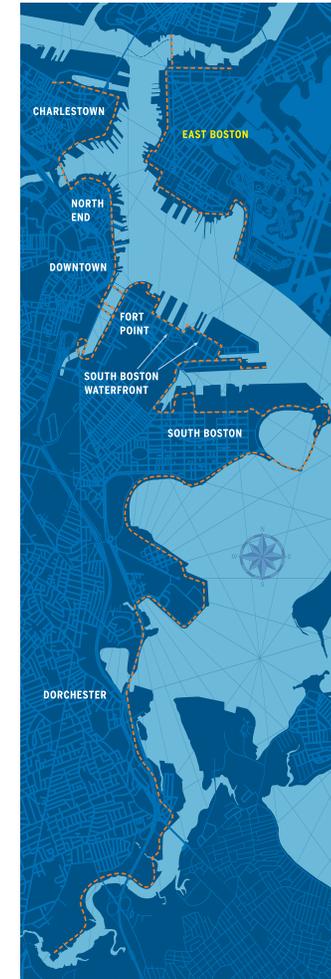
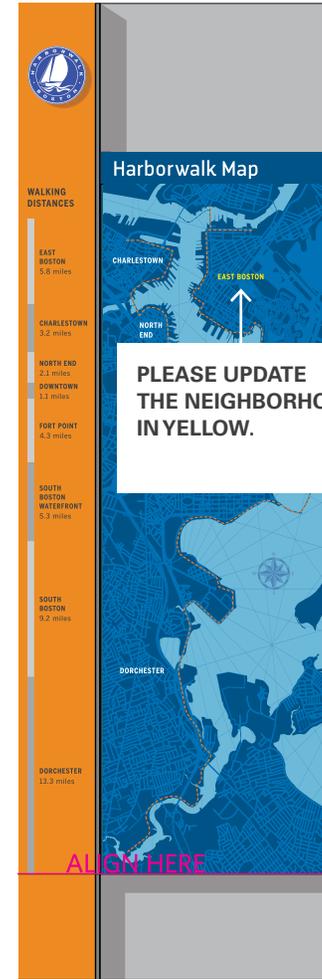
If you are working on a new neighborhood location for this kiosk, please contact Karen Stein at karen@goodgoodland.com.

Side 1: Local Map

ICONIC IMAGE UPDATED WHEN NEIGHBORHOOD CHANGES



Side 2: Boston Map



"YOU ARE HERE" LOCATION UPDATED FOR EACH KIOSK LOCATION CHANGE

UPDATE WHEN NEIGHBORHOOD CHANGES

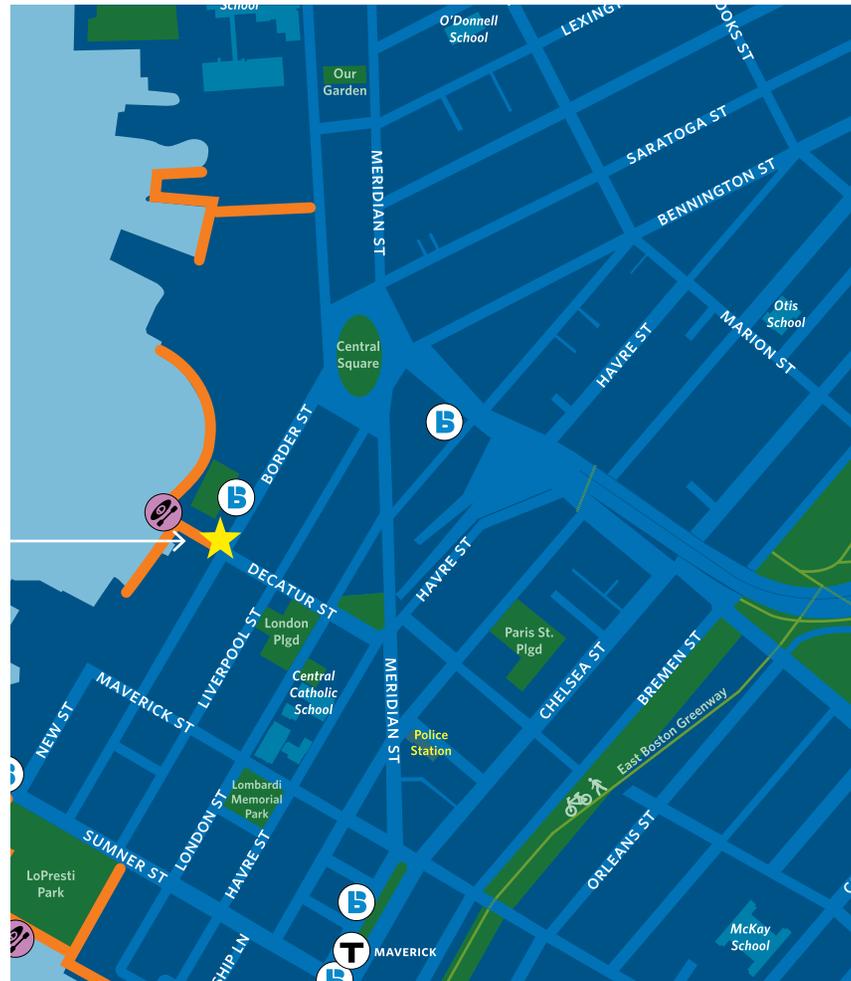
08 Map Kiosk: "You Are Here" Location

If your Map Kiosk has been previously designed for your general part of Boston (the neighborhood it's in), the only change on this kiosk is the "YOU ARE HERE" starred location on Side 1.

Side 1: Local Map



"YOU ARE HERE" LOCATION UPDATED FOR EACH LOCATION CHANGE



Many thanks.

Thank you for your help maintaining a consistent style for signs on Boston's Harborwalk.

If you have any questions, please feel free to reach out to Karen Stein at karen@goodgoodland.com.

