Privately-Owned Public Spaces

Signage Guidelines

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Introduction

The Cambridge Redevelopment Authority (CRA) and the City of Cambridge Community Development Department (CDD) are excited to introduce the Privately-Owned Public Spaces (POPS) logo and signage implementation guidelines. POPS are a type of open space that is privately owned and maintained but open to the public through certain legal agreements such as open space covenants, pedestrian access easements (exterior and interior), deed restrictions, and special permit commitments. They are a crucial part of the city's public realm network, providing open space in much-needed locations across the city and complementing existing and planned publicly owned parks, open spaces, and natural areas. POPS come in many forms; they can be parks, plazas, roof gardens, walkways, and more.

The purpose of POPS signage is to make these spaces more known, equitable, and welcoming to all Cantabrigians and visitors. The signage will help clarify the role of POPS spaces to the public through clear and consistent branding and messaging and provide a visual cue that a POPS area is available to the public for their use. Providing clear, visible, and readable signage that includes information about the space (such as access hours, amenities, accessibility to persons with disabilities) will make POPS more equitable and inclusive for all.

These Signage Guidelines provide direction for creating effective and informative POPS signage and plaques. The Logo Standards include an easy-to-use style guide outlining the brand identity, typefaces, color palette, and examples of the designed elements. A Dropbox link with the graphic assets is also provided. The Implementation Guide consists of guidance on POPS signage as a new standalone sign or addition to an existing sign, as well as placement and materiality of the sign.

Also available is an Adobe Illustration file that includes a template to assemble new POPS signage. The Adobe Illustration file serves as a helpful tool and can be modified to best-fit a sign's location and environment. The file is on CRA's POPS website.

To demonstrate what POPS signage could look like, the CRA is collaborating with Boston Properties to pilot the sign installations in the 325 Main Street development.

Logo Standards

Logo-Horizontal

This is the Cambridge POPS logo formatted for use in circumstances that require a horizontal orientation.

COLOR

Logo-Horizontal
(black, white, reverse)

The primary logo may be used in black or white, to accommodate different methods of production or materials that do not support color.

The color reverse file may be used in situations where the full color logo is placed on a dark background.

BLACK

WHITE

COLOR REVERSE

FILE NAMES

POPS_logo_horizontal_black.eps
POPS_logo_horizontal_black.png

POPS_logo_horizontal_white.eps
POPS_logo_horizontal_white.png

POPS_logo_horizontal_color-reverse_cmyk.eps
POPS_logo_horizontal_color-reverse_pms.eps
POPS_logo_horizontal_color-reverse_rgb.png

Logo-Vertical

This format of the Cambridge POPS logo is for use in circumstances better suited for a vertical or stacked orientation.

COLOR

FILE NAMES

POPS_logo_vertical_color_cmyk.eps
POPS_logo_vertical_color_pms.eps
POPS_logo_vertical_color_rgb.png

Logo-Horizontal
(black, white, reverse)

The primary logo may be used in black or white, to accommodate different methods of production or materials that do not support color.

The color reverse file may be used in situations where the full color logo is placed on a dark background.

BLACK

WHITE

COLOR REVERSE

FILE NAMES

POPS_logo_vertical_black.eps
POPS_logo_vertical_black.png

POPS_logo_vertical_white.eps
POPS_logo_vertical_white.png

POPS_logo_vertical_color-reverse_cmyk.eps
POPS_logo_vertical_color-reverse_pms.eps
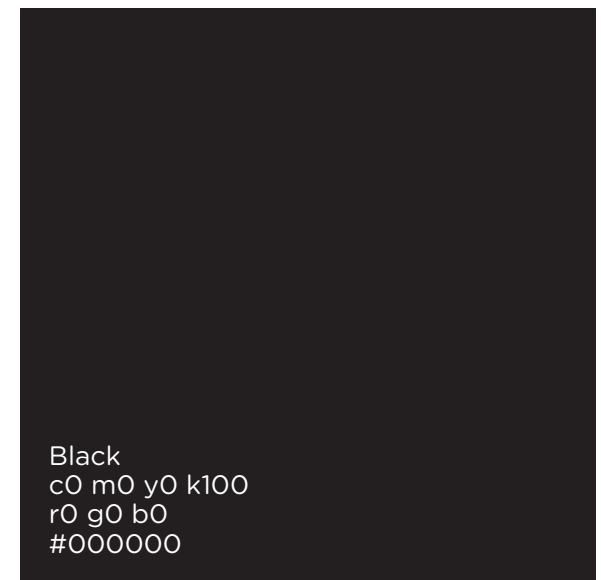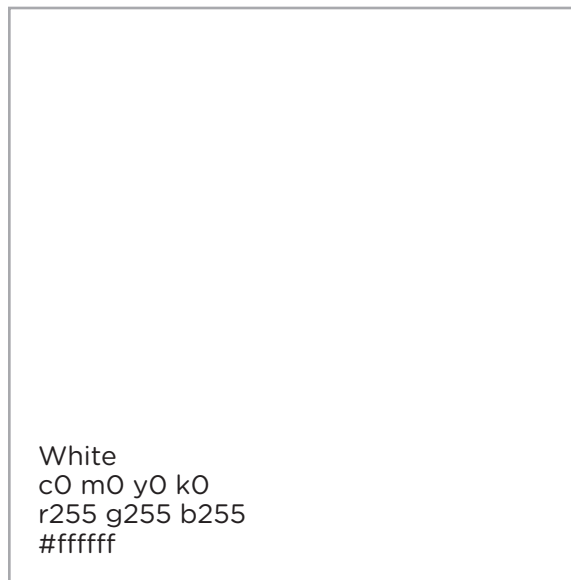POPS_logo_vertical_color-reverse_rgb.png

Color Palette

The spring green and tree green colors in the palette are utilized in the color versions of the horizontal logo and vertical logo.

White and black are used in versions of the logos to accommodate different methods of production or materials that do not support color.

Consider color compatibility and design that makes the sign color-blind-friendly. Check color compatibility on contrast checker sites such as WebAim.
https://webaim.org/resources/contrastchecker/

Spring Green
pms 368c
c55 m0 y100 k0
r118 g188 b33
#76bc21

Tree Green
pms 7726c
c100 m20 y90 k10
r0 g122 b76
#007a4c

White
c0 m0 y0 k0
r255 g255 b255
#ffffff

Black
c0 m0 y0 k100
r0 g0 b0
#000000

Typography

The Cambridge POPS typefaces all come from the Gotham Rounded family, in two weights. This font is clean and geometric, giving it a universal and timeless look. The rounded terminals convey a friendly appeal.

Gotham Rounded Bold is to be used for headlines or subheads.

Gotham Rounded Medium is to be used for body text or secondary information.

Use the approved font(s) consistently to convey brand personality. The Gotham Rounded Family is available for purchase at https://www.typography.com

Gotham Rounded Bold

Gotham Rounded Medium

Brand Assets

All brand assets can be accessed through Dropbox with the following links:

Cambridge POPS Brand Assets

or

https://bit.ly/3AoLV4B

Questions?

If you have any questions regarding the brand identity and application, please contact us.

Contact

Cambridge Redevelopment Authority
planning@cambridgeredevelopment.org

Implementation Guide

Implementation Guide

The information contained in this section includes guidelines for implementing POPS signage. Please consider this information when implementing a new standalone sign or when adding the "Open to All" text and logo to an existing sign. To ensure all understand the signage, consider translating "Open to All" or visitor information to other languages where space allows. Providing a QR code to a translated site may be helpful.

The placement and materiality of a POPS sign are to be determined at the discretion of the designer and property owner to fit the characteristics of the area. It is important to consider the following for legibility and visibility.

1. Signage Materiality

The materiality impacts the legibility and effectiveness of the sign. To obtain the most optimal use of the POPS signage, consider the following when designing the sign:

All POPS signage should be/have:

- Constructed of permanent, highly durable materials
- Fully opaque text if on glass material
- Installed on non-reflective material

2. Signage Content

Signage content shall be paired with a highly contrasting background that ensures legibility. When using a colored background, consider color compatibility and a design and text that makes the sign color-blind-friendly. Color compatibility can be checked on Web Content Accessibility Guidelines sites.

POPS signage may come in a new standalone sign or be an addition to an existing sign. For an efficacious sign, a new standalone sign should have accompanying information to inform the public of available amenities and when to use the space.

Adding POPS signage to an existing sign requires **space name**, **access hours**, **POPS logo,** and **"Open to All"** text. All other information is at the property owner's discretion.

a. New Standalone Sign
Optional Accompanying Information
- Restrooms
- Seating
- Foodservice
- ADA accessibility
- Point of contact for maintenance or questions
- Any other amenities offered in the space

Consider Gotham or Helvetica font for the optional accompanying information Text. Helvetica can be downloaded for free. Please note, "Open to All" on the logo must be Gotham.

b. Existing Sign
POPS Signage with Existing Sign:

- Include clear legible POPS signage logo and "Open to All" text
- May include public information about amenities available in the space
- Ensure POPS signage is appropriately compatible with existing text and design.

3. Signage Placement
The signage placement should achieve high visibility but not detract from or obstruct the design of the open space. While the specific location of placement is at the discretion of the POPS Owner, it is prudent to consider the following for the most visibility:

- Locate signs in a highly visible areas, preferably adjacent to a park entrance, a public sidewalk, or other public spaces. Place signs where the highest level of pedestrian traffic is anticipated.
- Ensure signage is not obstructed by landscaping or other free-standing elements in the open space.
- Coordinate signage with lighting to allow for visibility in the evenings.

Pilot at 325 Main Street

Privately Owned Public Spaces *Signage Guidelines*
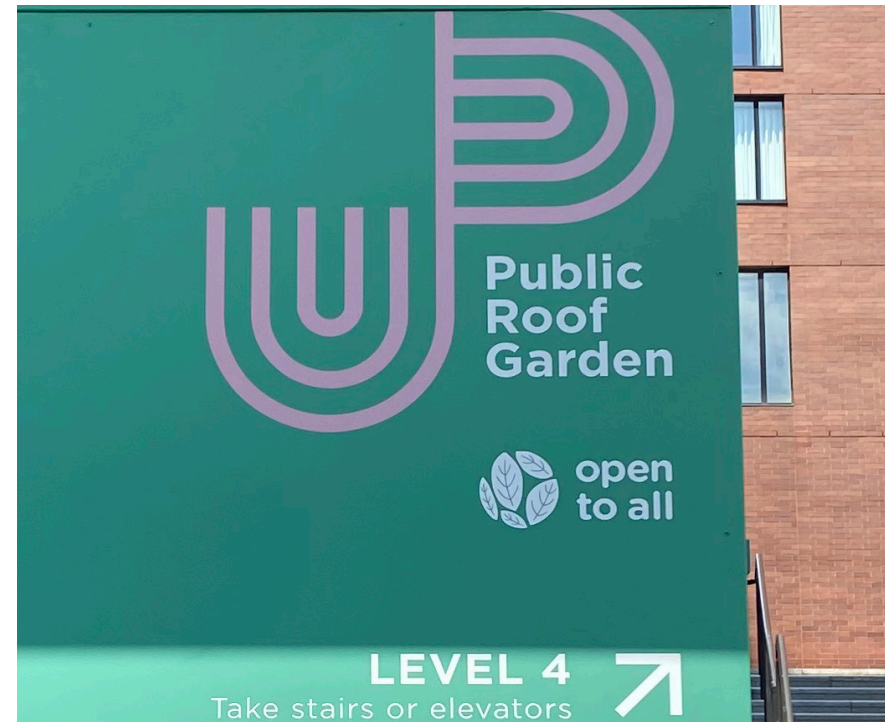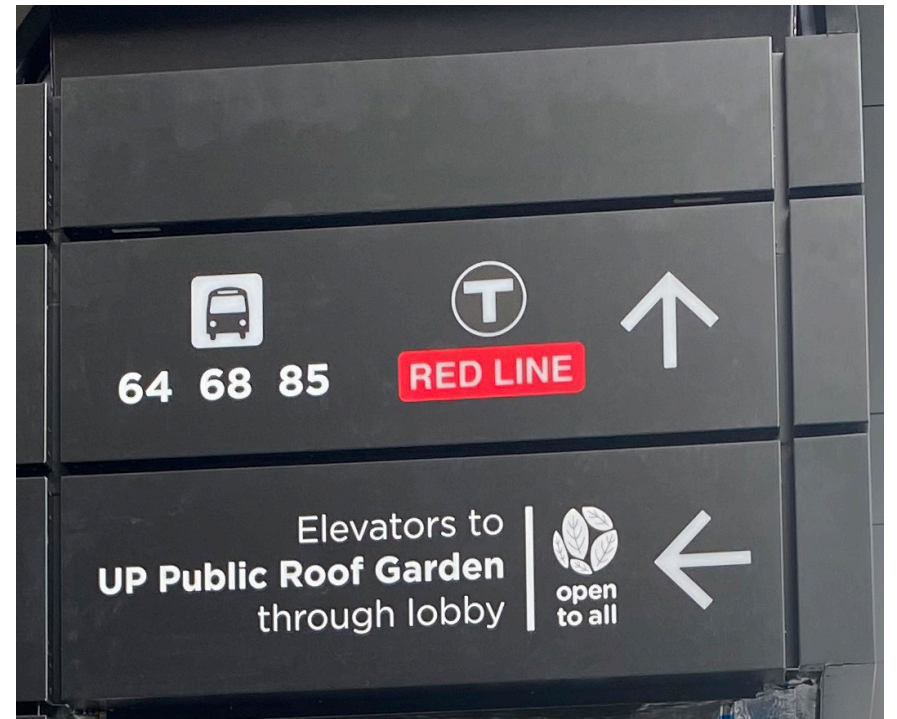
For information, please contact:

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https://www.cambridgeredevelopment.org/pops

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