

Fort Washington | **Branding and Wayfinding Presentation** | 12.09.2025



Today's Agenda

1 icebreaker survey

2 project overview

3 the process

4 logo presentation

4 the signage & wayfinding

5 next steps

6 Q&A conversation

Icebreaker Survey



Project Overview

Branding

A brand identity differentiates a community, captures its unique collective identity and represents it in a distinct manner.

It also unites the community and captures the imagination through the use of:

- Logos
- Regional Color Scheme
- Aesthetic Control Guidelines

Wayfinding

Wayfinding is a method used to deploy the brand, helps people navigate through an area, it can orient people, and help route you to a destination. The goal of the signage and wayfinding is to highlight the region's amenities and identify the area by:

- Inventory/audit existing wayfinding
- A proposed family of new branded signs



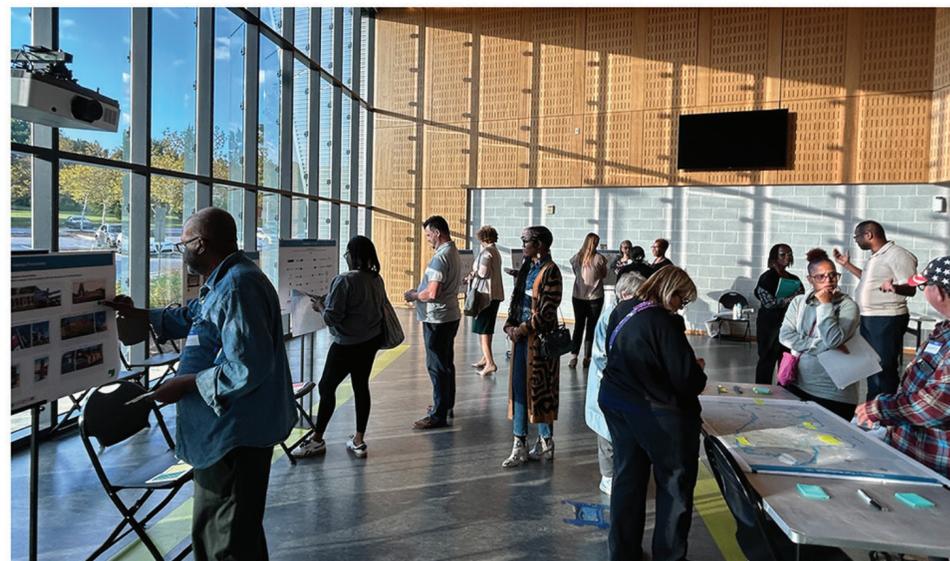
Schedule & Process



The Process: How we got here

Steering Committe Project Goals:

- 1** highlight the area's history, nature, and community spirit
- 2** identify the area as "Fort Washington"
- 3** share the Fort Washington story with the world
- 4** unify Fort Washington while also giving distinct identities to its various areas



The Design Brief

Logo Style:

- **Historic** and **Timeless**
- **Official** and **Established**
- **Natural** and **Approachable**

Signage Style:

- **Classic, Substantial** and **Welcoming**
- **Modern Clarity** with **Traditional Character**
- **Natural Materials** and **Legible, Attractive Typography**



#2
Community
Engagement
Session
October 4, 2025



What We Heard

from community members at the Celebrate Fort Washington Fall Festival:

Enthusiastic and positive response in helping to choose a brand identity and sign design style that reflects the history, diversity, beauty and aspirations of Fort Washington.

Logo Option 1



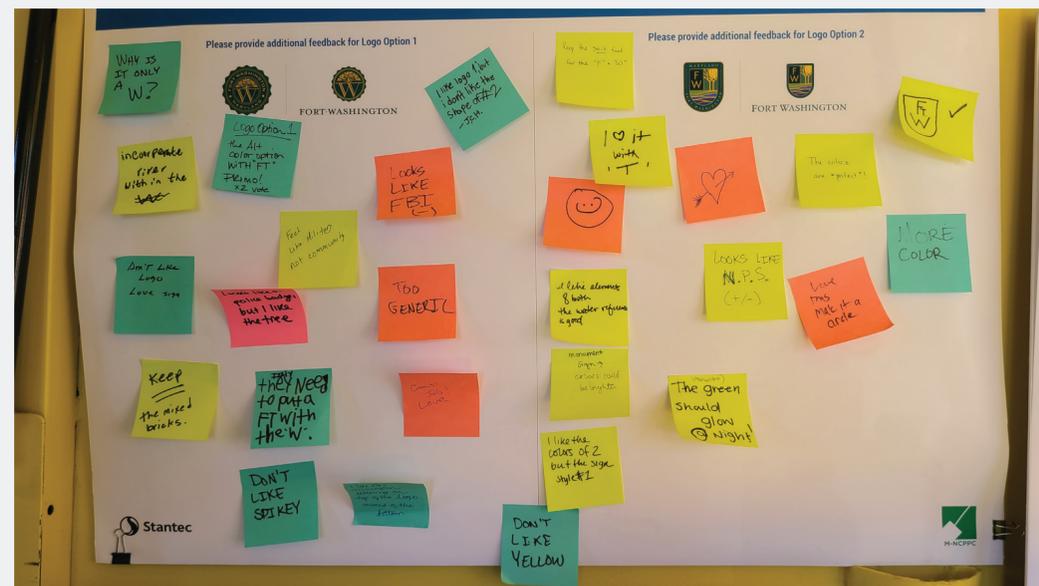
Logo Option 2



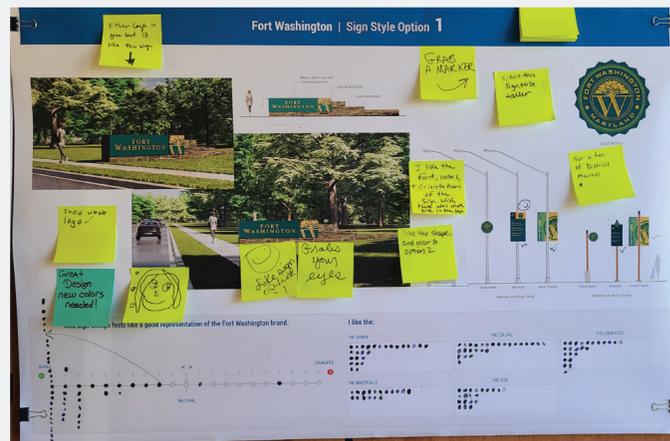
Logo Options

Two options were presented, comments were invited on preferred look and feel, the colors presented, and overall best representation of Fort Washington.

General Comments



Sign Style Option 1



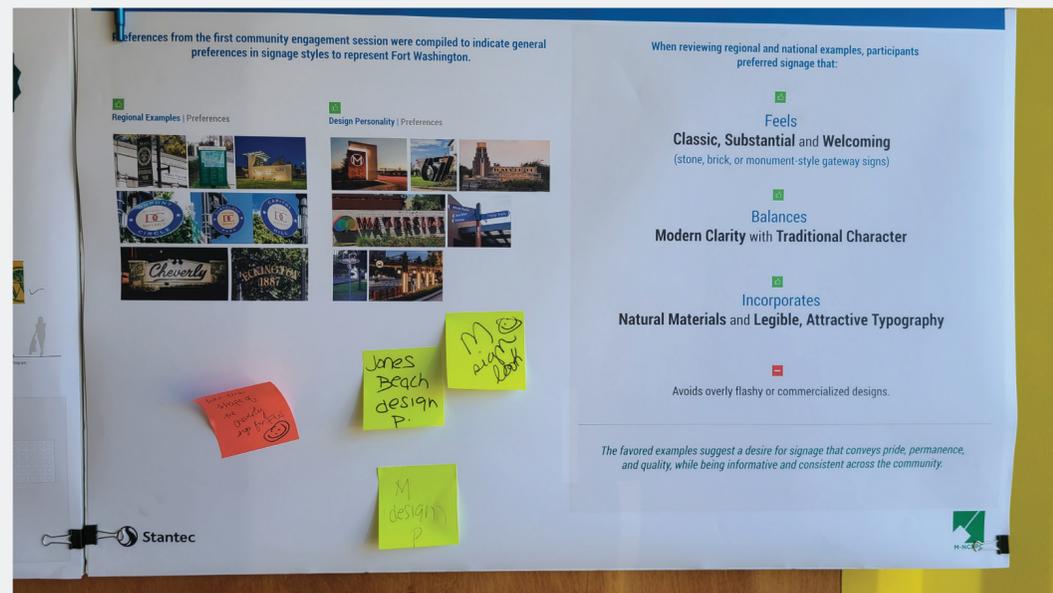
Sign Style Option 2



Sign Style Options

Each logo option was interpreted to a sign design and relevant sign types that might also best represent Fort Washington - in scale, shape, colors and materials illustrated.

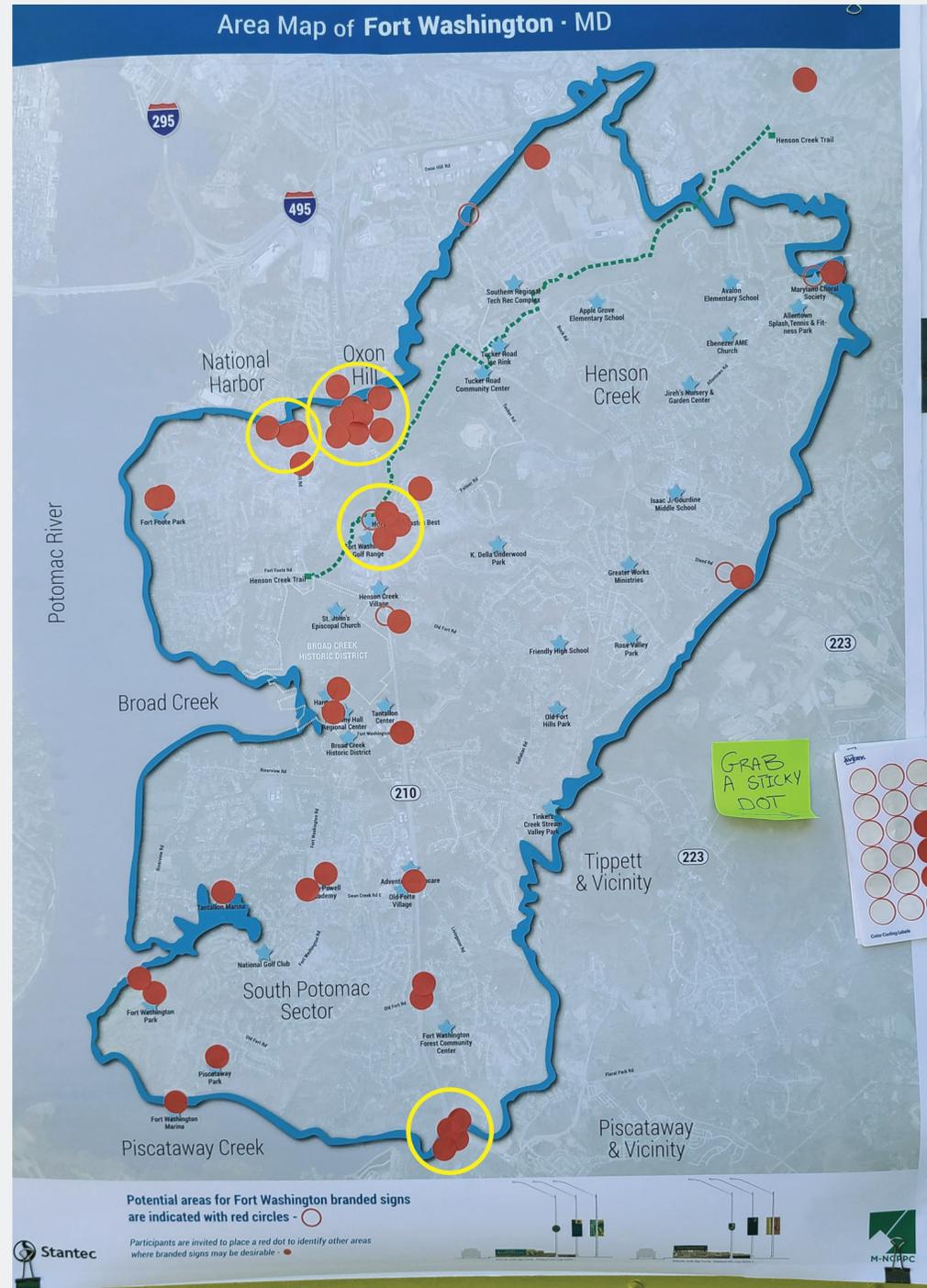
Sign Style Preferences



Sign Style Option 2

Sign Locating

Key locations for locating signs were identified. These were prioritized at the northern and southern entry points to Fort Washington and along 210 at key intersections.



The Logo



Final Logo - Format **A**



FORT WASHINGTON

Final Logo - Format **B**

Fort Washington | Final Logo Mock-ups



Fort Washington | Logo Usage Guidelines

Fort Washington | Logo Renditions



Full Color Logo - Format A



Full Color Logo - Format B

FORT WASHINGTON



One Color Logo - Format A



One Color Logo - Format B

FORT WASHINGTON

The logo design for Fort Washington is intended to visually represent the characteristics of the history, diversity, and natural beauty of this area and its prominent location next to the Potomac River.

Traditional serif letterforms with soft lines and colors are combined within a classic emblem shape to carry an official, established and timeless character. The spirit of this classic formatting in contrast with the natural elements is intended to provide a unique and lasting symbol of Fort Washington.

Two renditions of the logo are available:

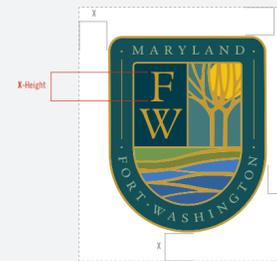
Format A - a self-contained "shield" emblem

Format B - a more traditional signature arrangement

It is envisioned that there will be applications where either is desirable dependent on marketing needs or preferences, with **Format A** being the most easily deployed as a self-contained emblem identifier, and **Format B** providing the more traditional combination of symbol and type with more prominence given to the Fort Washington name.

Appropriate artwork files for both formats as shown here (in full color as well as one color versions) are available through several sources. Refer to page 7 of this document for contact information.

Fort Washington | Logo Clear Space



As a general rule, the Fort Washington logo formats should be surrounded by enough clear space to clearly achieve an unobstructed presentation.

This means keeping the logo away from any extraneous type and/or graphic elements that might detract from or infringe upon a clear, professional appearance.

A simple diagram is illustrated here for each logo format and provides a consistent measure for gauging a minimal surrounding clear zone.

Fort Washington | Full Color Specifications



FORT WASHINGTON

The Fort Washington logo design formats should always appear in the full-color palette as illustrated here whenever possible. It is critical to the design intent and integrity of the Fort Washington brand that the logo always be presented with consistency. The color specifications listed on this page are provided to ensure color consistency as much as possible in various media applications.

PANTONE® Ink Colors	CMYK Formulation	RGB Formulation	HTML	COLOR
117C	C: 6 M: 27 Y: 100 K: 12	R: 201 G: 151 B: 0	C99700	For the gold line elements, line art, "FW" monogram, head element.
7476C	C: 89 M: 22 Y: 34 K: 65	R: 13 G: 82 B: 87	0D5257	For the surrounding emblem border and "Fort Washington" text in Logo Format B.
7694C	C: 35 M: 5 Y: 42 K: 14	R: 156 G: 175 B: 136	9CAF88	For the outline border line for "Maryland" and "Fort Washington".
548C	C: 100 M: 21 Y: 28 K: 76	R: 0 G: 61 B: 76	003D4C	For the field color behind the "FW" monogram.
7475C	C: 69 M: 12 Y: 30 K: 36	R: 72 G: 122 B: 123	4B7A7B	For the field background behind the trees element.
7486C	C: 0 M: 20 Y: 100 K: 2	R: 241 G: 196 B: 0	F1C400	For the sun element.
7480C	C: 57 M: 6 Y: 92 K: 19	R: 113 G: 153 B: 73	719949	For the lower layer of landscape.
7491C	C: 47 M: 11 Y: 92 K: 39	R: 121 G: 134 B: 60	79863C	For the lower layer of landscape.
660C	C: 88 M: 50 Y: 0 K: 0	R: 44 G: 134 B: 201	407EC9	For the upper layer of river water.
653C	C: 94 M: 13 Y: 4 K: 18	R: 30 G: 98 B: 149	326295	For the lower layer of river water.

Fort Washington | One Color Specifications



FORT WASHINGTON



FORT WASHINGTON



FORT WASHINGTON



FORT WASHINGTON



FORT WASHINGTON

PANTONE® Ink Colors	CMYK Formulation	RGB Formulation	HTML	COLOR
BLACK	C: 0 M: 0 Y: 0 K: 100	R: 44 G: 42 B: 41	2C2A29	Black
117C	C: 6 M: 27 Y: 100 K: 12	R: 201 G: 151 B: 0	C99700	Ⓐ
7476C	C: 89 M: 22 Y: 34 K: 65	R: 13 G: 82 B: 87	0D5257	Ⓑ
7694C	C: 35 M: 5 Y: 42 K: 14	R: 156 G: 175 B: 136	9CAF88	Ⓒ
548C	C: 100 M: 21 Y: 28 K: 76	R: 0 G: 61 B: 76	003D4C	Ⓓ
7475C	C: 69 M: 12 Y: 30 K: 36	R: 72 G: 122 B: 123	4B7A7B	Ⓔ

The Fort Washington logo design formats may appear in one color applications when the preferred full-color version cannot be applied due to economical or practical circumstances. It is important that a one color application of the logo always have adequate contrast to any background color for clear visual readability and impact. For this reason, it is preferred that for most one color applications on a light or neutral background the logo appear in black or preferred colors listed here.

The Signage & Wayfinding



Monument Sign - **Type A** - Horizontal

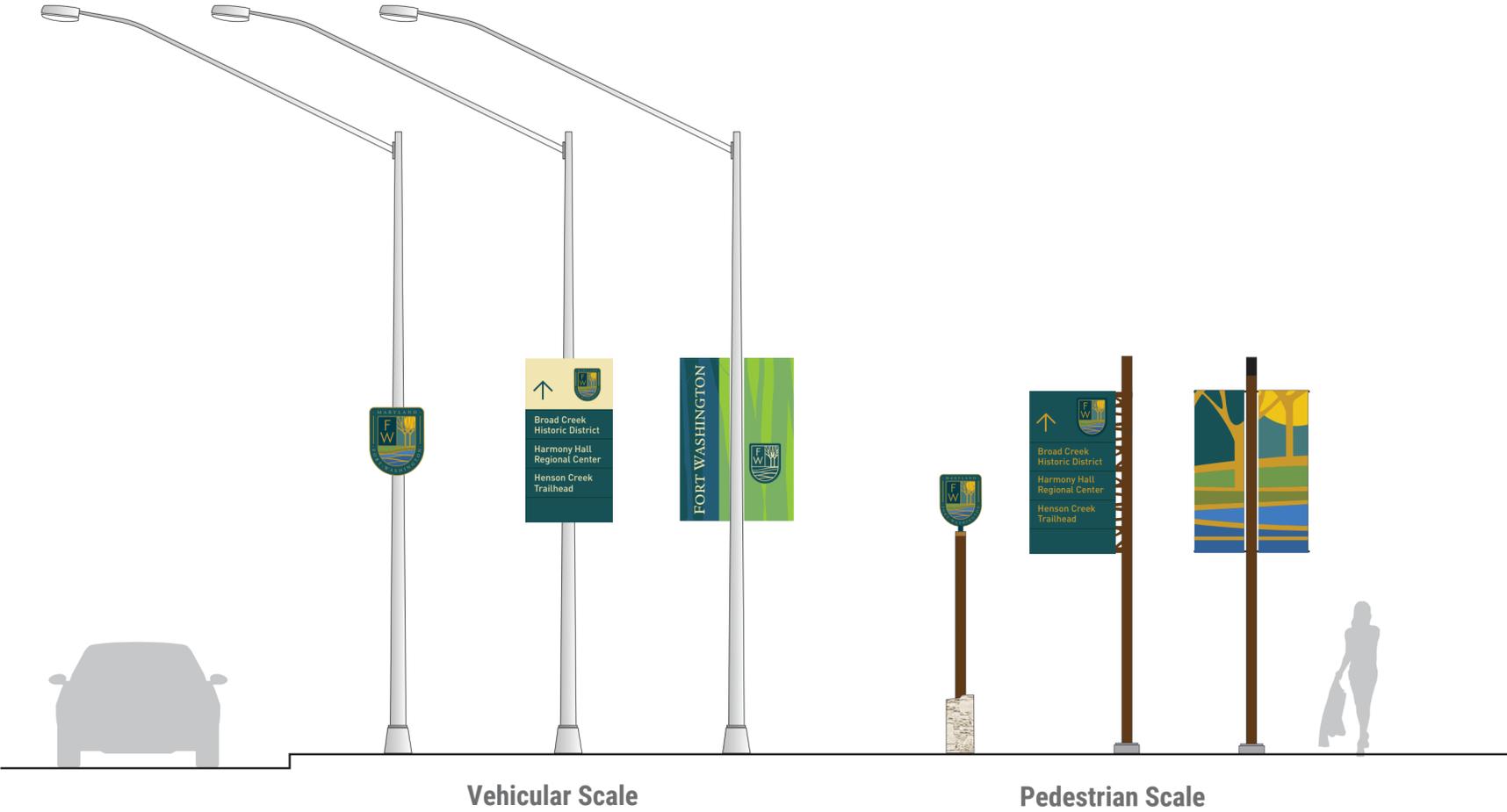
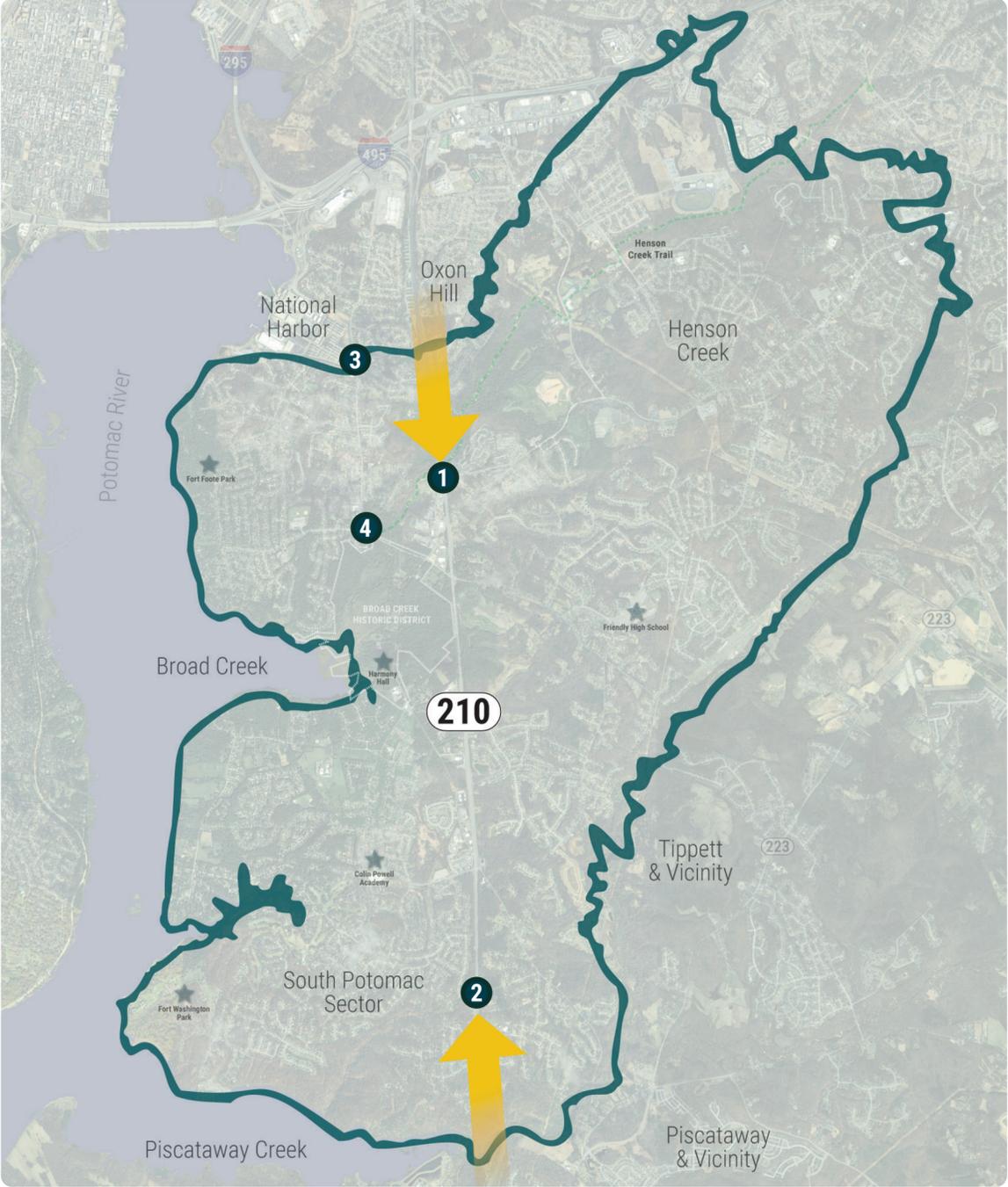


Monument Sign - **Type B** - Vertical

Fort Washington | Signage Family



Fort Washington | Signage Location Strategy



General Strategy Principles

- Logos to be located at intersections
- Directionals highlight public amenities and landmarks
- Banners are attached to existing poles at regular intervals
- Focus on pedestrian friendly areas and future developments

Fort Washington | Signage Location Strategy

1 & 2.

VERIFY WITH LOCAL ROADWAY ENGINEERS ALL SIGNAGE COMPLIES WITH BREAK-AWAY DESIGN, SIGHT TRIANGLES AND WIND LOAD STANDARDS.

PARCEL BOUNDARIES

ADD DIMENSIONAL LOGO WHERE ALLOWABLE TO EXISTING POLES AT INTERSECTIONS

DEPLOY HIGHWAY STANDARD SIGNAGE IN MEDIAN WHERE ALLOWABLE. OTHERWISE, DEPLOY HIGHWAY STANDARD SIGNAGE WHERE POSSIBLE ALONG HIGHWAY APPROACH



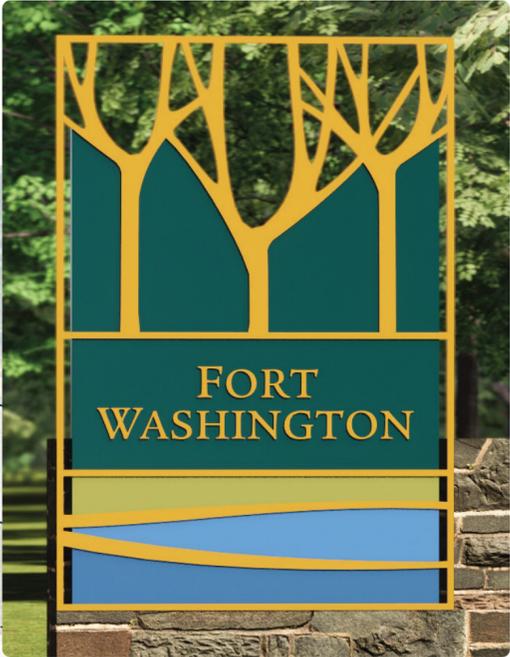
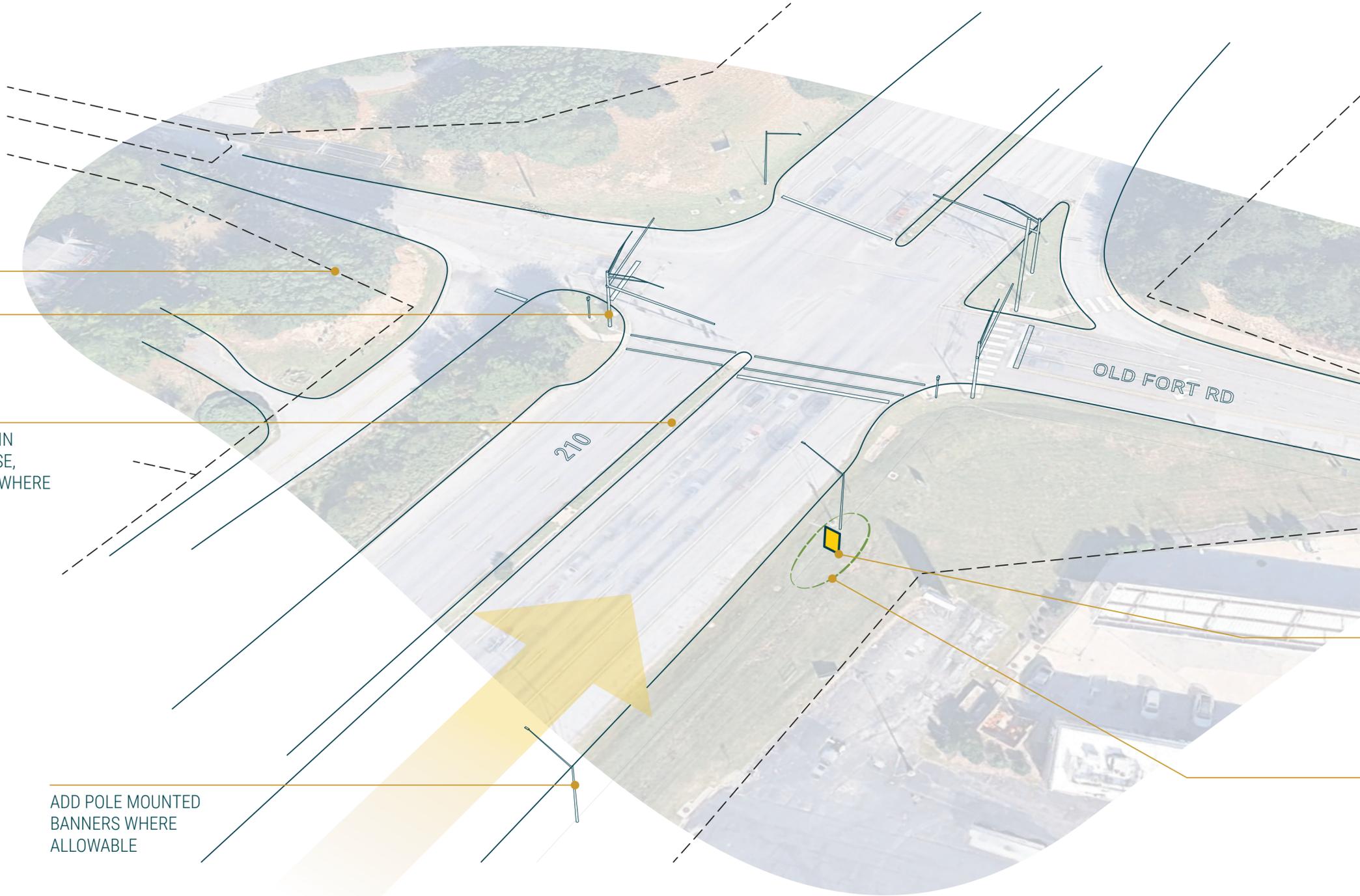
POLE-MOUNTED BANNERS



POLE-MOUNTED LOGO

ADD POLE MOUNTED BANNERS WHERE ALLOWABLE

APPROACH DIRECTION



MONUMENT SIGN TYPE B - VERTICAL

VERTICAL MONUMENT SIGN PLACED APPROX. 15' BACK FROM ROAD EDGE, 100' BACK FROM INTERSECTION. VERIFY PLACEMENT WITH LOCAL ROADWAY ENGINEERS

PLANTING ZONE AROUND MONUMENT SIGNAGE

Fort Washington | Signage Location Strategy

3.

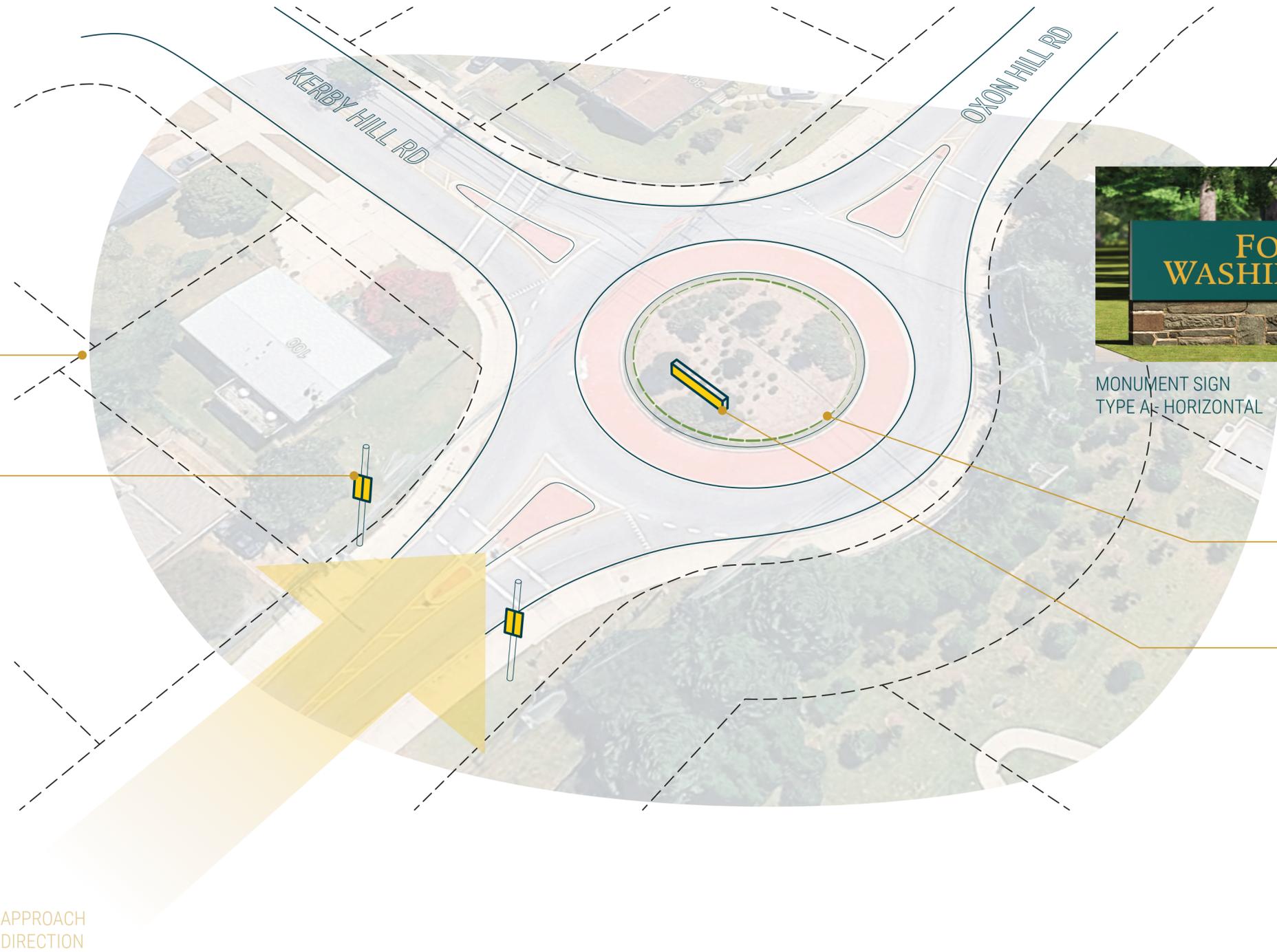
VERIFY WITH LOCAL ROADWAY ENGINEERS ALL SIGNAGE COMPLIES WITH BREAK-AWAY DESIGN, SIGHT TRIANGLES AND WIND LOAD STANDARDS.

PARCEL BOUNDARIES

ADD NEW PEDESTRIAN SCALE BANNERS AT MINOR ENTRIES TO FORT WASHINGTON EVERY 45' WHERE ALLOWABLE



PEDESTRIAN SCALE BANNERS



APPROACH DIRECTION



MONUMENT SIGN TYPE A- HORIZONTAL

PLANTING ZONE AROUND MONUMENT SIGNAGE

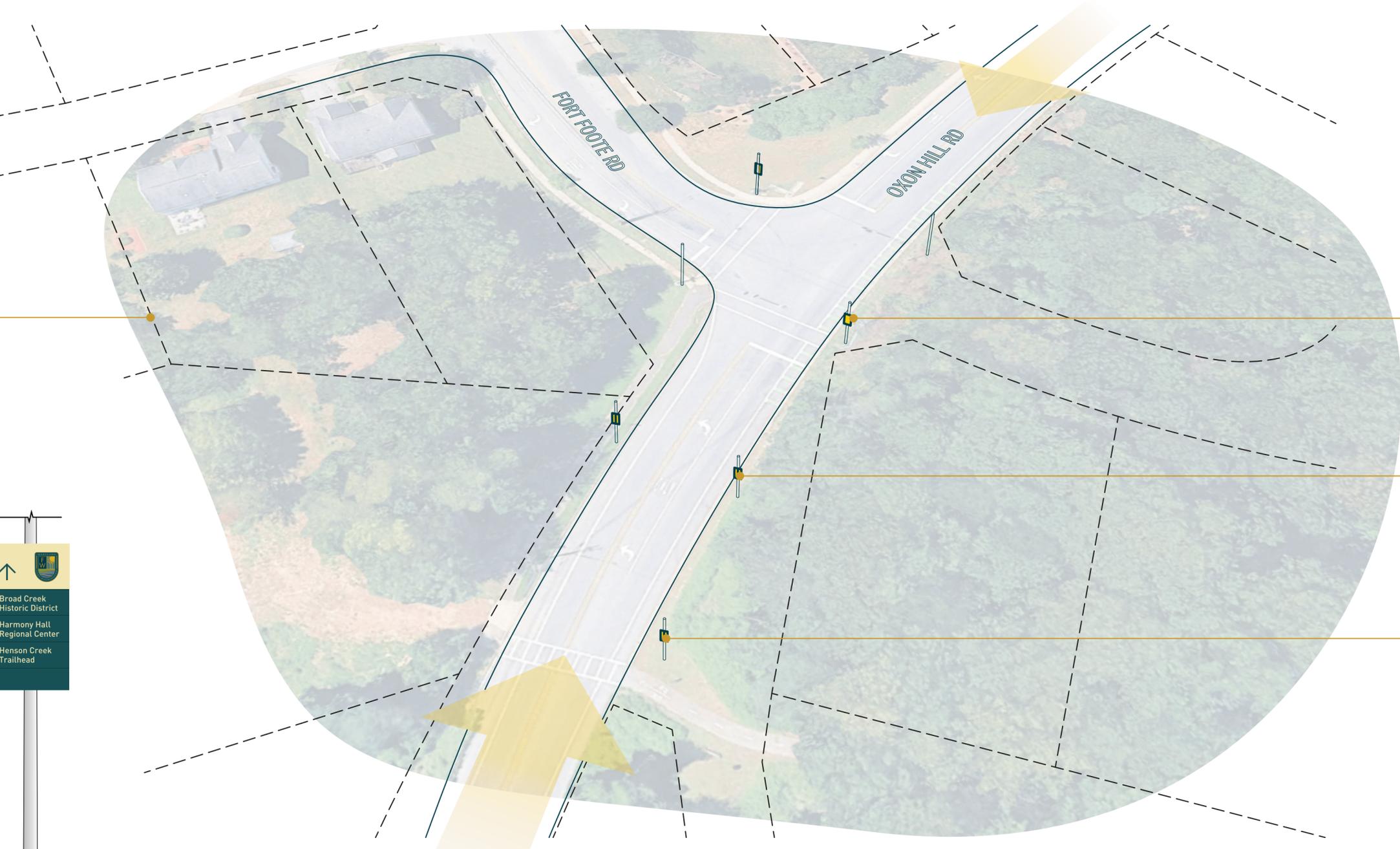
HORIZONTAL MONUMENT ID USED IN ROUNDABOUT CONDITIONS ORIENTED TO FACE PRIMARY APPROACH DIRECTION

Fort Washington | Signage Location Strategy

4.

VERIFY WITH LOCAL ROADWAY ENGINEERS ALL SIGNAGE COMPLIES WITH BREAK-AWAY DESIGN, SIGHT TRIANGLES AND WIND LOAD STANDARDS.

PARCEL BOUNDARIES



ADD VEHICULAR DIRECTIONAL SIGNAGE TO EXISTING UTILITY POLES FOR ENTRY TO HENSON CREEK TRAIL & TRAIL PARKING

ADD NEW PEDESTRIAN SCALE BANNERS AT KEY INTERSECTIONS EVERY 45' WHERE ALLOWABLE

ADD NEW PEDESTRIAN SCALE DIRECTIONAL SIGNAGE FOR ENTRY TO HENSON CREEK TRAIL & TRAIL PARKING



PEDESTRIAN SCALE DIRECTIONAL

PEDESTRIAN SCALE BANNERS

VEHICULAR DIRECTIONAL

APPROACH DIRECTION

Next Steps



- 1 develop a timeline for full a brand roll-out
- 2 identify the scope and budget for signage implementation
- 3 determine funding opportunities
- 4 work with regulatory authorities for approvals

Q&A Conversation



Thank you.