

Intermountain Region



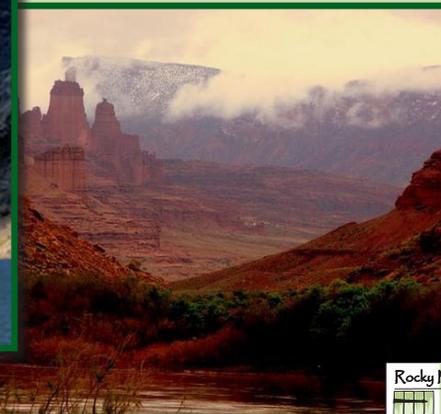
United States
Department of
Agriculture

Forest Service
Intermountain
Region

January 2016



Design Guidelines *for Recreation-related Exterior Exhibits*



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Design Guidelines
for Recreation-related Exterior Exhibits

Carol Ryan, Intermountain Region, Interpretive Specialist

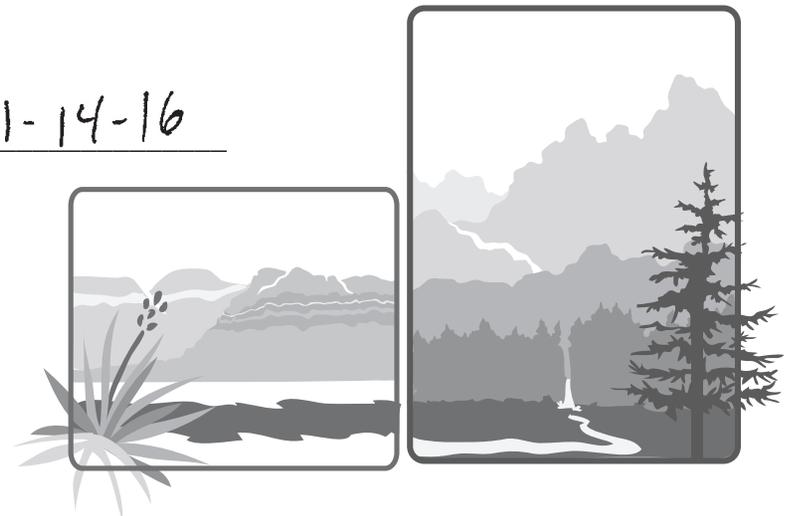
Signature: Carol Ryan Date: 12-17-15

Chris Hartmann, Intermountain Region, Director of RHWR

Signature: Chris Hartmann Date: 1-12-16

Nancy Brunswick, Intermountain Region, Landscape Architect

Signature: Nancy Brunswick Date: 1-14-16



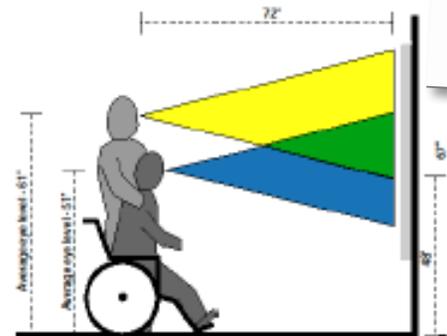
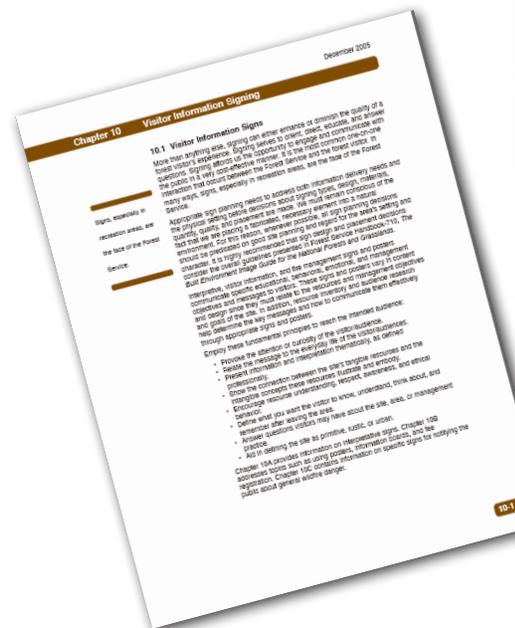
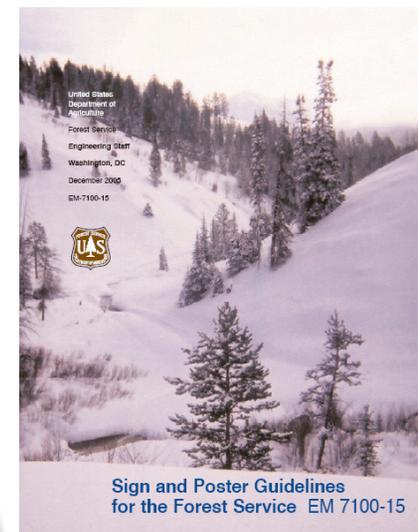
Region 4 Design Guidelines for Recreation-related Exhibits

Outdoor interpretive, informational, and wayfinding media within the Intermountain Region are an important component of the overall experience on our national forests. They enhance the visitor's understanding of and appreciation for the landscape and heritage of the region. They inspire further exploration and extended visits to the area.

Forest Service Direction and Guidance

All exhibit media should follow the requirements set out in the following:

- » FSM 1630 and FSH 1609.11 - <http://www.fs.fed.us/about-agency/regulations-policies>
- » EM 7100-15, Sign & Poster Guidelines for the Forest Service, Chapter 10A, *Visitor Information Signing - Interpretive* - http://fsweb.wo.fs.fed.us/eng/roads_trails/sign_guidelines/index.htm
- » FSM 2300, Chapter 90, Interpretive Services Manual - <http://www.fs.fed.us/about-agency/regulations-policies>
- » Accessibility Standards can be found at the Center for Design and Interpretation website; Tools You Can Use; Tool #3: http://www.fs.usda.gov/Internet/FSE_DOCUMENTS/stelprd3817041.pdf and Other Resources: <http://www.fs.usda.gov/detail/r2/workingtogether/?cid=stelprdb5177718>



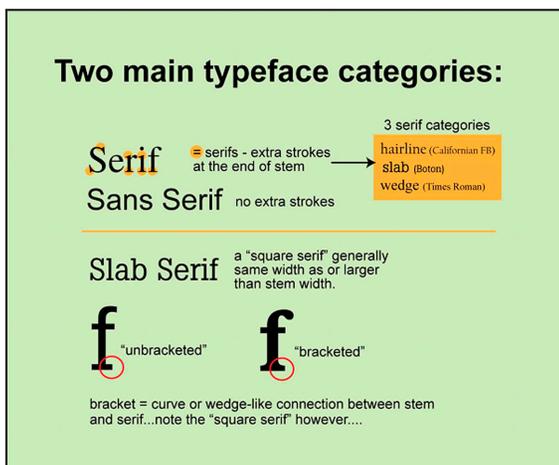
Cone of vision for accessible exhibit viewing.

The following guidelines will ensure these points of contact with the public promote a corporate and Region 4 identity within the recreation program, enhance the landscape and setting, and provide an enjoyable discovery experience for the visitor.

Fonts and Design Standards

Fonts

Font types are divided into two main categories, serif and sans serif. Fonts for exhibits (indoor or outdoor where the viewer is several feet from source) should be taken from the slab and san serif families. Slab serifs present a feeling of strength and foundation and are easily legible in poor viewing conditions. They are good for headlines and subtitles, main body text, and secondary text. San serifs should be used for subtitles, non-lengthy areas of secondary text, and for limited, smaller, tight spots of text.



Lengthy blocks of san serif in print are hard to read as the eye doesn't flow across easily. Serifs help to propel the eye from word to word. However, the opposite is true for websites and electronic mobile devices. San serifs are the best choice for long blocks of text with serifs being used in a limited manner.

Font Guidelines

Use no more than two different fonts per sign.

- » Use italics sparingly, and never for long blocks of text.
- » Maintain the same fonts and type size hierarchy on each sign that are in a series.
- » In general, use the font point sizes listed below (**Note the minimum physical text size in parenthesis**) for interpretive panels, assuming sign is 2' x 3' and landscape oriented. Adjust sizes upward for larger panels.

- Main heading: 150 - 190 point, single line (1.5")
- Secondary Titles: 65 - 72 point (3/4")
- Subtitles: 40-48 point (1/2")
- Main Text: 36 - 30 point/40 leading (3/8")
- Secondary Text: 26 point/30 leading (1/4")
- Captions: 20-24 point/22-26 leading. Italics may be used. (1/4")

These guidelines are adapted from the Smithsonian Guidelines for Accessible Exhibition Design. As font physical size may differ from typeface to typeface even though the same point size is chosen, it is best to print out your project full size if possible to check accessibility before sending to a fabricator.

The Intermountain Region has adopted the following font combination for recreation-related exterior exhibits:

Byington - Title, Subtitle, Body text
Byington italic, bold (slab serif)

Franklin Gothic (book, medium, **demi, heavy**) -
Subtitle possible, secondary text, caption, *italic*,
 (san serif)

These fonts were chosen for their open and friendly yet strong characteristics. Their availability to most Forest Service users from within common corporate software was also a deciding factor.

A third font, more decorative in nature, may be used for exhibit titles and subtitles. The font should be used to promote the sense of place, environment, or time period.

Use of third font sign sample.



Use of the Forest Service Shield

The Forest Service shield color should be used in its specified CMYK values shown below.



CMYK values

Green:

C 89%, M 25%, Y 100%, K 20%

Yellow:

C 0%, M 20%, Y 100%, K 0%

Alternatives using the same CMYK values or black



EEO Statement

The full EEO statement is not required on interpretive media. However, if wanted, the shortened version may be used:

USDA is an equal opportunity provider, employer, and lender.

Color Palette

An outdoor exhibit site's color palette should be drawn from its environment. Exhibits should seem to flow out of and enhance the site, not detract from it. Pantone colors (Spot or Process, Coated or Uncoated) are the fabrication industry standard for color printing. Color palettes should be pulled from Pantone shades using the site environment as a framework.

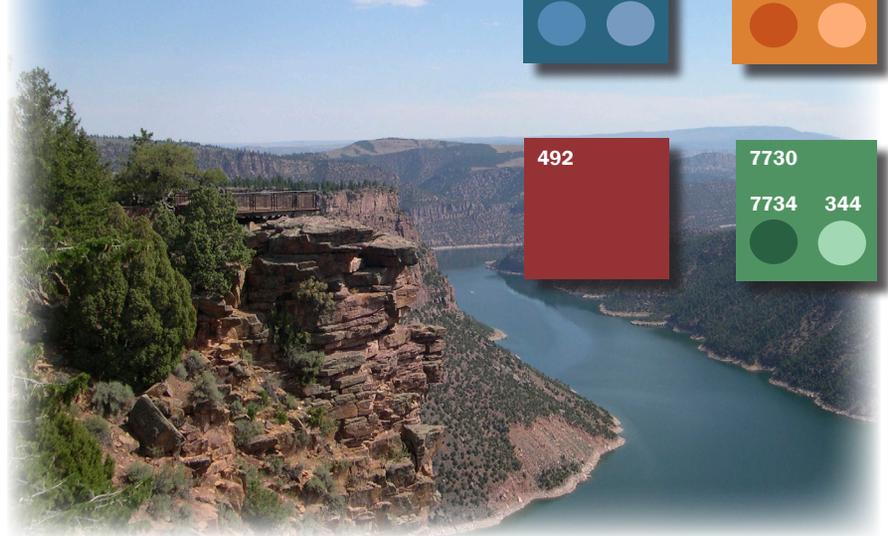
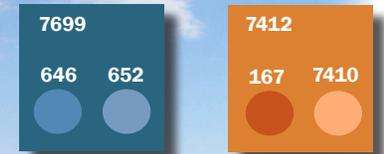
Pantone Color Guides may vary in different software programs or versions of the same software. It is good practice to print out your exhibit to a high-quality printer throughout the project span (reduced sizes are fine) to ensure that the colors you are seeing on your screen are matching an output device. You may have to adjust your palette in order to get a suitable printout.

Fabricators use different color spaces for their products. If the fabricator is known, go to their website and download their technical specifications. Creating your exhibit to their specs helps eliminate difficulties in getting the end result you want.

A hard-copy color printout of the exhibit should be sent with the electronic files to the fabricator as well. It is from this printout that color-matching to the final product is done. Some fabricators include this in the cost of producing your product, while for others it is an added cost. Make sure your budget allows for color matching costs.



Red Canyon Visitor Center final palette and environment photos from which the palette was developed.



Placement of Agency Identification Elements

The Intermountain Region has adopted specific guidelines for the placement of the corporate identity (Forest Service shield and logo - “Caring for the Land and Serving People”), cooperators logos, and forest name for outdoor products. **Figure 1** shows the placement for single, low-profile panels. The forest name, Forest Service shield and logo are placed in the lower right hand corner with cooperators logos in the lower left.

Figure 2 shows a multiple panel side-by-side situation. The furthest right panel will carry the Forest Service shield, logo, and forest name, while the furthest left panel will hold cooperators logos.

Figure 1

NOTE: Color palettes used in these panel samples are not required but are color use examples only.

The Forest Service shield should be approximately 1 inch by 1 inch at final size for 24” by 36”. Adjust its size upward or downward for other panel sizes. The horizontal bar should be roughly one third to final size of the shield in width.

photo or illustration

Intriguing Title: Secondary Title if Needed

Catchy Subtitle

Body text to read and inform and entice to stewardship to make informed decisions and to produce a desired result from the general public as a whole.

Body text to read and inform and entice to stewardship to make informed decisions and to produce a desired result from the general public as a whole.

photo

illustration

photo

photo

Caption for this photo, interesting information about the above photo can even tell a mini story add detail.

Quote or saying emphasizing main point of body text or other needed info to remember

photo

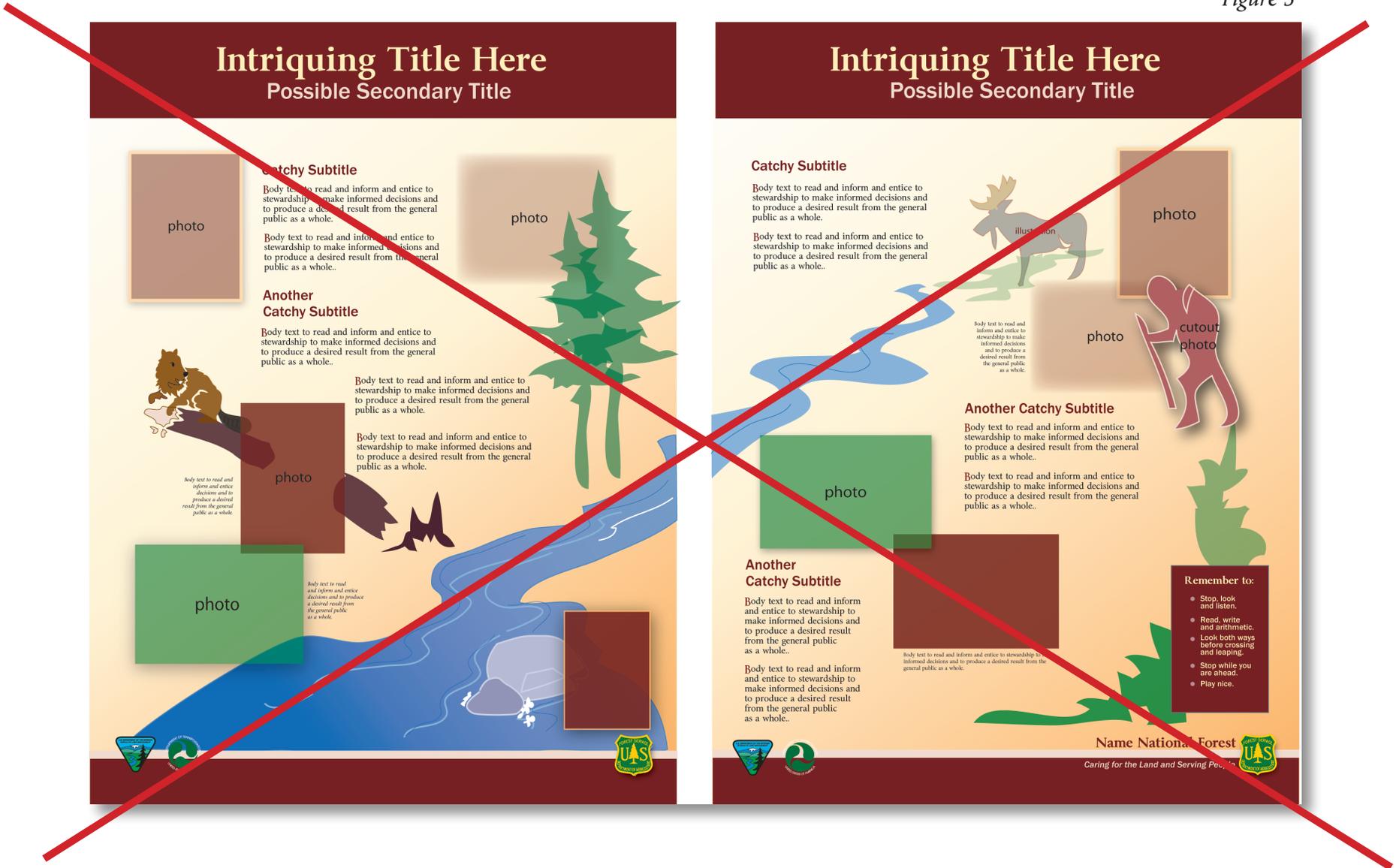
illustration

Forest Service shield and logo

Name National Forest
Caring for the Land and Serving People

In short, the corporate identity and forest name should be seen in any view that a visitor might encounter on an interpretive, informational, or wayside site, but not in a redundant fashion. (Figure 3)

Figure 3



Examples of recent Intermountain Region exhibits displaying correct panel layout, Forest Service signature and partner logo placement. (Figure 4a-4g)

Figure 4a

Fish & Fire

Chinook Salmon
The South Fork of the Salmon River flows through the canyon below. Every summer, Chinook salmon work their way 750 miles upstream from the Pacific Ocean to this place. They lay their eggs, fertilize them in the river gravels, and then die. Their young hatch and spend a year or two feeding and growing strong before making the long journey to the ocean. After up to three years, the adult fish head home, making their way back up the Columbia River to the Salmon River, to spawn.

Chinook salmon

This cycle is not possible without proper conditions for the adult salmon to spawn and for juveniles to grow. Forest fires help to create these conditions. Fire-killed trees fall into the river, where their trunks and branches help regulate its flow and create refuges for young fish. Fires also stimulate new growth along the river's banks, providing diversity in the vegetation as well as shady nooks for resting and spawning.

An Abundance of Fish
The South Fork Salmon River is a cold (well-oxygenated) and relatively healthy river. It's a haven for more than just Chinook salmon. Steelhead, bull trout, westslope cutthroat trout (Idaho's state fish), and mountain whitefish also live here.

steelhead
bull trout
westslope cutthroat trout
mountain whitefish

A salmon's journey home to the South Fork of the Salmon River can take 60 days.
A female salmon lays her eggs in a scoured-out hollow called a "redd."
Chinook salmon were once so abundant in the South Fork that horses were spooked by the splashing of hundreds of spawning fish—and refused to cross.

Payette National Forest
Caring for the Land and Serving People

Figure 4b

Born of Fire, Shaped by Water
The Sculpting of Mesa Falls

A Violent Creation
Over a million years ago, a volcanic super-eruption obliterated life as it buried eastern Idaho, spewing ash over much of the current US. In this area, the ash solidified into the *Mesa Falls Tuff* that you see across the canyon.

Tough Tuff
An especially hard layer in the *Mesa Falls Tuff* has battled mightily against the river's erosion. You can see this layer—it's the riverbed upstream of the falls. But, the river perseveres and is slowly chiseling through this layer. The rubble at the base is evidence of the river's progress as it pushes the falls upstream.

The beauty of Mesa Falls was born of a tumultuous past.

First Impressions
The display of raw power prompted author Wallace Stegner to recall his first visit to the area.
"I gave my heart to the mountains the minute I stood beside this river with its spray in my face and watched it thunder into foam, smooth to green glass over sunken rocks, shatter to foam again. I was fascinated by how it sped by and yet was always there; its roar shook both the earth and me."
Wallace Stegner in *Sound of Mountain Water* (1980)

Softer layer of tuff
Harder layer of tuff
Mesa Falls Tuff

Harriman State Park
Idaho Department of Parks and Recreation

Caribou-Targhee National Forest
Caring for the Land and Serving People

Welcome to Sawtooth National Recreation Area

Explore the Heart of Idaho—an enchanting land of towering granite peaks, rushing rivers, and pristine wildlife habitat.

Recreation opportunities abound within the Sawtooth National Recreation Area. Go hiking, backpacking, camping, rock climbing, horseback riding, mountain bike riding, trail bike riding, boating, kayaking, white-water rafting, fishing, or hunting. In winter, enjoy snowmobiling, cross-country skiing and snowshoeing.

The best place to start your visit is at one of the Forest Service offices, North Fork Visitor Center near Ketchum and the Stanley Ranger Station are open year round. Redfish Lake Visitor Center is open during the summer months.

The Sawtooth National Recreation Area encompasses 756,000 acres within the Sawtooth National Forest.

From Toll Road to Scenic Byway
The original toll road over Galena Summit was built in 1881. It was steep and narrow with hazardous, hairpin turns. During the winter, mail and supplies were delivered by dog sled or by men on snowshoes. Portions of the old road are still visible along the highway. Designated as the Sawtooth Scenic Byway in 1977, the current road winds through some of Idaho's most dramatic landscapes. This 116-mile (186 km) route offers stunning views of the peaks of the Smoky, Boulder, White Cloud, and Sawtooth Mountains.








Sawtooth National Recreation Area
Caring for the Land and Serving People

Figure 4c

ASHLEY EXPLORER & NATIONAL FOREST NAMESAKE

You are in Ashley National Forest, named for explorer, entrepreneur and politician William Henry Ashley.

So treacherous was this Red Canyon with its house-sized boulders, that Ashley's party portaged boats and supplies around it. Later explorers and fur traders found Ashley's name inscribed on a rock on river (right). Upon seeing Ashley's inscription while portaging and taking boats in 1860, John Wesley Powell named the rapid Ashley Falls. The numerous boulders that once made this whitewater so formidable, are now buried under debris, still reserved areas.

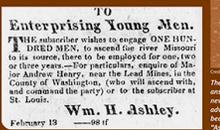
Upon crossing Flaming Gorge (named after Ashley died), Ashley wrote:
"We entered between the walls of this range of mountains, which approach at this point to the water's edge on either side of the river and rise almost perpendicular to its transient height."

TO ENTERPRISING YOUNG MEN.
THE subscriber wishes to engage ONE HUNDRED MEN to succeed this river Missouri in its course, there to be employed for one, two or three years.—For particulars, enquire of Major Andrew Henry, near the Lead Mine, in the County of Washington, (who will succeed with, and contract the party) or for the subscriber at St. Louis.
Wm. H. Ashley.
February 18 — 1816

Enterprising Young Men.
The men who answered Ashley's newspaper advertisements became known as "Ashley's Hundred".







Ashley National Forest
Caring for the Land and Serving People

Figure 4e

Figure 4d

Things to Do and See

Tibble Fork Reservoir

Tibble Fork was created in the 1964 to help control flooding. The reservoir provides irrigation water to Utah County as well as opportunities to fish, swim, and boat.

Dip your line in search of stocked and naturally occurring rainbow, brook or brown trout.

Need a license? Be sure to know the latest regulations from the Utah Division of Wildlife Resources. www.wildlife.utah.gov/diver/

Got a boat? Only non-motorized watercraft are allowed on the reservoir.

There are no lifeguards on duty. Be careful on the water and keep watch over your swimming children.

Wild Welcome

Take a look around, you may see deer, moose, and beaver. Bald eagles soar while grouse congregate near shrubs. Stop and listen. Listen some more. Your chances of hearing or seeing some of the numerous bird and animal species are good. Give them a break, please don't feed, chase, or harass animals.

Camping

While camping is not allowed at the Tibble Fork Trailhead, there are four developed campgrounds in the canyon. Many have a number of first come, first serve sites. Check with the campground hosts for availability.

For advance campsite reservations go to www.recreation.gov to secure your site.

You may disperse camp (camping outside of developed campgrounds) in many places on the forest. Some of these sites provide a fire ring and toilet facilities and do not require any additional fees. Please pack out your garbage and adhere to seasonal fire restrictions. See map for suggested sites.

Campfires are not allowed at Tibble Fork. You may use a self-contained grill or stove as long as there are no seasonal restrictions.

Taking to the Trail

There are over 120 miles of single track in the canyon. You can expect to share trails with hikers, equestrians, mountain bikers, and motorcyclists. ATVs are allowed on many roads also used by full sized vehicles. Courtesy towards others creates an enjoyable visit for everyone sharing the trails.

Equestrians: Check out the Horse Transfer Station Trailhead located along Forest Road 010, just 1.2 mile away. It's a better spot for you and your stock.

Lone Peak Wilderness trails are accessed from either Granite Flat Campground or Silver Lake Flat Trailhead. See map.

Horses may scare easily and have unpredictable reactions to unfamiliar things. Approach slowly and give them the right of way.

Uinta-Wasatch-Cache National Forest
Caring for the Land and Serving People








Figure 4f

A Diversity of Life

*Did you notice how the vegetation changed as you traveled up the mountain?
Did you feel the air getting cooler, too?*

The climb from valley floor to mountaintop averages nearly 5000 feet in just over fifteen miles. That's pretty steep, and the plants and animals of this forest have adapted to the variation in temperature and precipitation levels.

A Shifting Edge

The boundaries between different habitats, or life zones, are not always the same, but change due to varying conditions. For example, south facing slopes have a higher temperature, so you may see plants from lower elevations or life zones.

As the global climate continues to change, life zones will shift in new ways. Plant communities may eventually migrate to higher elevations as temperatures increase, and the insect and animal communities dependent on those plants will also change.

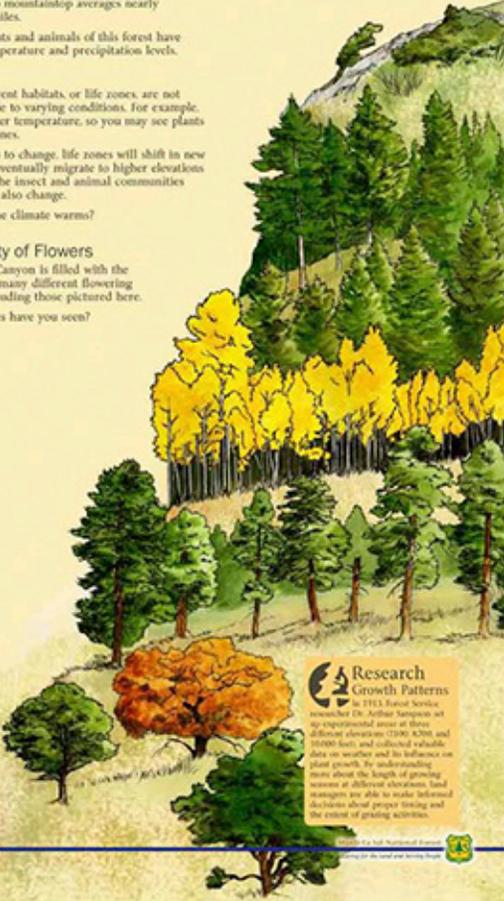
How will your life change as the climate warms?

A Bounty of Flowers

Ephraim Canyon is filled with the blooms of many different flowering plants, including those pictured here. Which ones have you seen?



Research Growth Patterns
In 1913, Forest Service researchers Dr. Arthur Sampson and six experimental areas at three different elevations (2200, 8200, and 10500 feet) and collected valuable data on weather and its influence on plant growth. For understanding more about the length of growing seasons at different elevations, land managers are able to make informed decisions about proper timing and the extent of grazing activities.



SNOW  

Figure 4g

This is the Place

The Station got its start when Arthur Sampson, then 28, and District Ranger A.W. Jensen were searching for a place that would be representative of extensive range types and climatic conditions.

Why Here?

This location had optimum conditions for growth, rugged country, and a wide range of elevations, with variable soils. It was especially important to be located where many vegetation life zones occurred.

Ephraim Canyon also had diverse life zones, easy access, unstable soils, and a history of flooding—all key ingredients in the recipe for success, as far as the researchers were concerned.

"The bands of sheep on the mountain could be counted by the clouds of dust from the valley below. By fall every living green plant was grazed virtually into the ground. The greatest damage was done by sheep men using the top of the mountain for a trial in driving sheep northward toward the railroad where they were shipped out. In this trailing period the whole mountain top became a dust bed."
—LAWRENCE HENNING, 1913

The Healing Begins

While the cause of the massive gully and erosion happening on the mountain seemed obvious to many residents, it was up to the researchers to find possible solutions and recommend ways to begin repairing the damage.

Developing grazing policies and working with livestockmen to enforce them were the primary missions of early rangers. Once grazing restrictions were put into place, the researchers and technicians got to work using contour furrowing, fences, and stream gauges to develop studies, slow down erosion and revegetate the uplands.






Research Snow Melt
In 1931 Forest Service researchers David Coulter and Raymond Price published their discovery of the importance of the date of snowmelt in the spring. They found that this date varies considerably from one year to the next, but has a tremendous impact on grazing schedules. In fact, based on this date, a land manager can now predict with surprising accuracy how much time before plant growth will start, how fast it will appear and then bloom, and when seeds will ripen—information useful when determining when a range area will be ready for grazing.




SNOW  

While signature lines (Horizontal bar holding the corporate identity and forest name) may work best as a flat color graphic, it is not required. Figure 5 shows various ways to incorporate texture and other visual graphics. NOTE: Examples are from Region 2 where logos are not placed as directed by the Intermountain Region. Review Figure 1 for Region 4 logo placement.

Figure 5

Carrizo Canyon- A Prairie Oasis

Shelter in the Storm
Centuries of flash flooding have caused the soft Dakota Sandstone to erode, carving out Carrizo Canyon and creating shelter from prairie storms. Wildlife, including many species of birds and reptiles, make this place their home.

Carrizo Canyon provides diverse habitats and a year-round water source for migrating and nesting bird species. Several species found here are at the edge of their range such as the Ladder-backed woodpecker and Chihuahuan raven—commonly found to the south.

Other unique species are the Black-chinned hummingbird, Lewis' woodpecker, Eastern phoebe, Cassin's kingbird, Mississippi kite, and Canyon and Bewick's wren.

Along the water's edge, riparian and wetland vegetation includes sedges, rushes, bulrushes, willows, cottonwood, cattails and many common reeds. Juniper, currant and wild grape grow along the canyon slopes.

Today, Carrizo Creek is one of only three perennial streams on the Comanche National Grassland. Along its course are spring-fed ponds that offer a water source for many types of wildlife including several fish species. Channel catfish, sand shiners, and Plains killifish as well as snapping and softshell turtles are found beneath the water's edge. Listen for the croak of non-native bullfrogs too!

Storms Continue Life
During large rainstorms, water levels in Carrizo Creek can rise six feet or more and may cause significant flooding! As the stream channel fills, the ponds along its course become connected allowing fish and other aquatic life to disperse downstream into normally barren areas. This system of fish dispersal is common in dry climates where water sources are scarce and temporary.

Comanche National Grassland
Caring for the Land and Serving People

UAS

Seas, Uplifts, Streambeds and Dinosaurs in the Canyon

The Beginnings
The Dakota Sandstone exposed along the walls of Picture Canyon was deposited along the shoreline of a shallow seaway during the Late Cretaceous period (100 million years ago). Later, streams flowing eastward from the Rocky Mountain uplift cut into sandstone layers left behind by this ancient sea, forming Picture Canyon and other canyons along the Colorado-Oklahoma border.

Traces and Trackways of Ancient Life
Isolated dinosaur tracks and trackways are often found in Dakota Sandstone and several have been found here in Picture Canyon. One dinosaur tracksite in a nearby canyon is even a rare example of social behavior in small theropod dinosaurs (meat-eaters that ran on their hind legs). Certain kinds of dinosaurs like iguanodonts and ornithomimosaurs frequented the sandy shores of the ancient seaway, and many undocumented dinosaur tracks can be found in southeastern Colorado.

Abundant trace and plant fossils including stems, twigs, cones, and the first flowering plants can be found in Picture Canyon's rock layers. So look closely—you may discover clues about plant and animal life millions of years ago!

Artist's rendition of iguanodontids (large cretaceous) and an ornithomimosaur (smaller, ostrich-like). Tracks of both dinosaurs can be found in the Picture Canyon area.

Traces made by *Megapneuste* (moving big bird foot) can be seen in the weathered layer above. A close-up view of a similar print is shown in the photo at the right.

Traces and plant fossils

Comanche National Grassland
Caring for the Land and Serving People

UAS

HOPE ON THE HORIZON

RESTORING RAVAGED LANDS
In 1937, the government launched a program to restore lands devastated by the Dust Bowl. Under the Bankhead-Jones Tenant Act, the government bought back failed or marginal farmlands at an average of \$4.40 an acre and began restoration activities. Erosion control projects were implemented. Trees and grasses were planted. New roads, fences, and water storage facilities were built.

BECOMING A NATIONAL RESOURCE
In 1954, these government-acquired lands were transferred from the Soil Conservation Service to the USDA Forest Service. In 1960, the Secretary of Agriculture designated about 3.8 million acres—mostly in the Great Plains—as National Grasslands.

TODAY'S STEWARDS
Today, the USDA Forest Service, local communities, and grazing permittees work together on the Comanche National Grassland to conserve our nation's rangelands, protect wildlife and healthy watersheds, and protect our cultural heritage.

Comanche National Grassland
Caring for the Land and Serving People

UAS

Rock Art: A Vanishing Heritage

A Story to be Told
For centuries, people passed through here and left a record of their experiences in stone. These rock art images, together with the remains of dwellings, projectile points, and pottery, shed light on the lives of prehistoric people in Vogel Canyon.

You Can Help!
Please help protect the unique and fragile remains of our cultural heritage.

- DO take pictures.
- Do not light fires or candles in archaeological sites. Fire destroys organic materials and the dating potential of artifacts. Soot covers and destroys rock art.
- Do not draw or scratch graffiti on rocks or cliff faces. Graffiti obscures a fragile, irreplaceable legacy.
- Do not attempt to clean the rock art. This cleaning work should only be done by professional rock art conservators.
- Do not touch rock art. Oils from your hands promote deterioration of the drawings and the rock surface. Even attempts to clean petroglyphs by non-professionals can damage rock art.

Preserving the Legacy
The USDA Forest Service, private organizations, and concerned individuals are working to preserve the legacy of Vogel Canyon for future generations.

Please help protect our past. Report any acts of vandalism to the Comanche National Grassland office in Springfield at (719) 523-6591 or in La Junta at (719) 384-2181.

Conservation has geologically sensitive to minimize the impact of vandalism on rock art in Vogel Canyon. They also need chemical solvents to remove paint and filters to make the water safe to drink. While these conservation efforts are made, a great deal of the past of our national heritage.

Comanche National Grassland
Caring for the Land and Serving People

UAS