

# East River Esplanade Logo and Signage

Manhattan/Preliminary Submission  
January 2014



NYCEDC

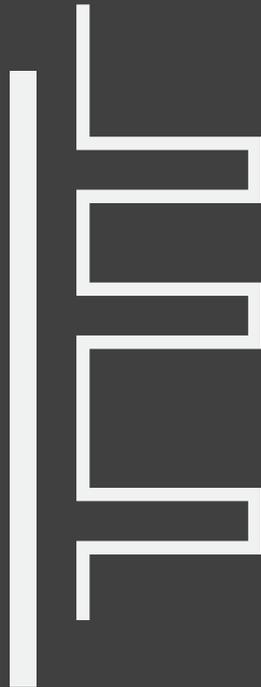
sh p

Apartment One

Logo: Inspiration



Logo



East River  
Esplanade

Color Palette



## Typography

### Brown Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Brown Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Brown Light

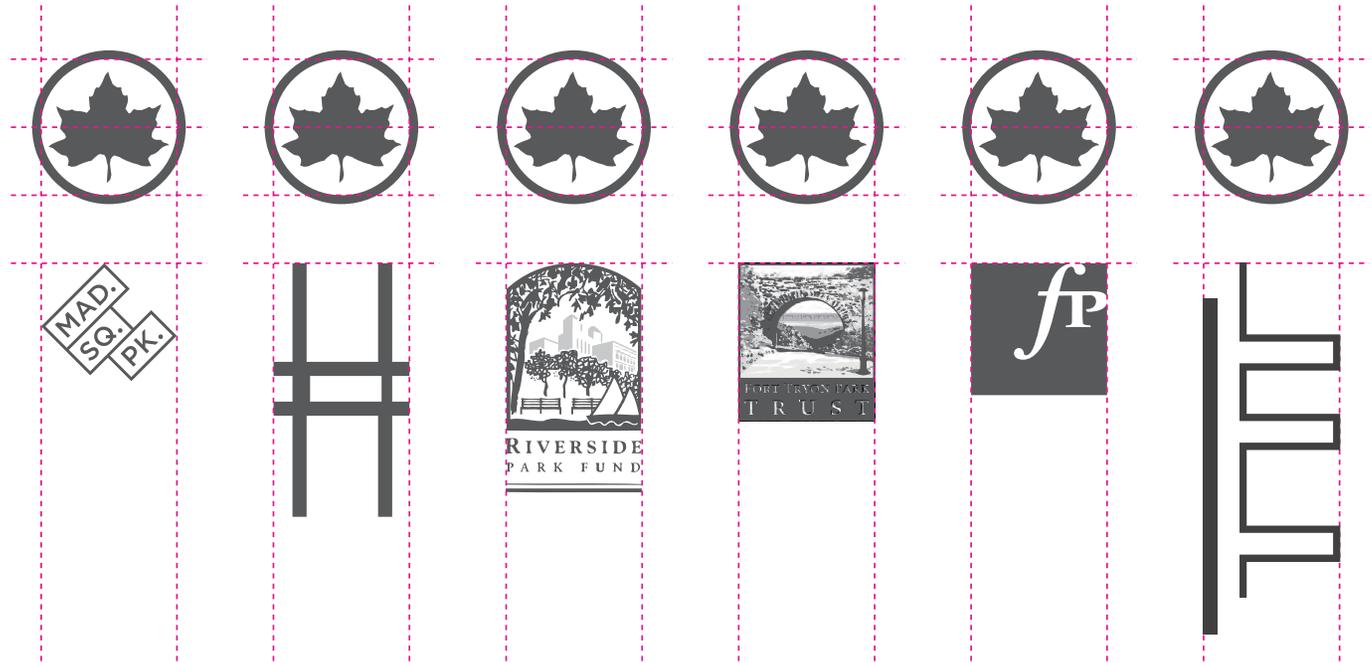
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

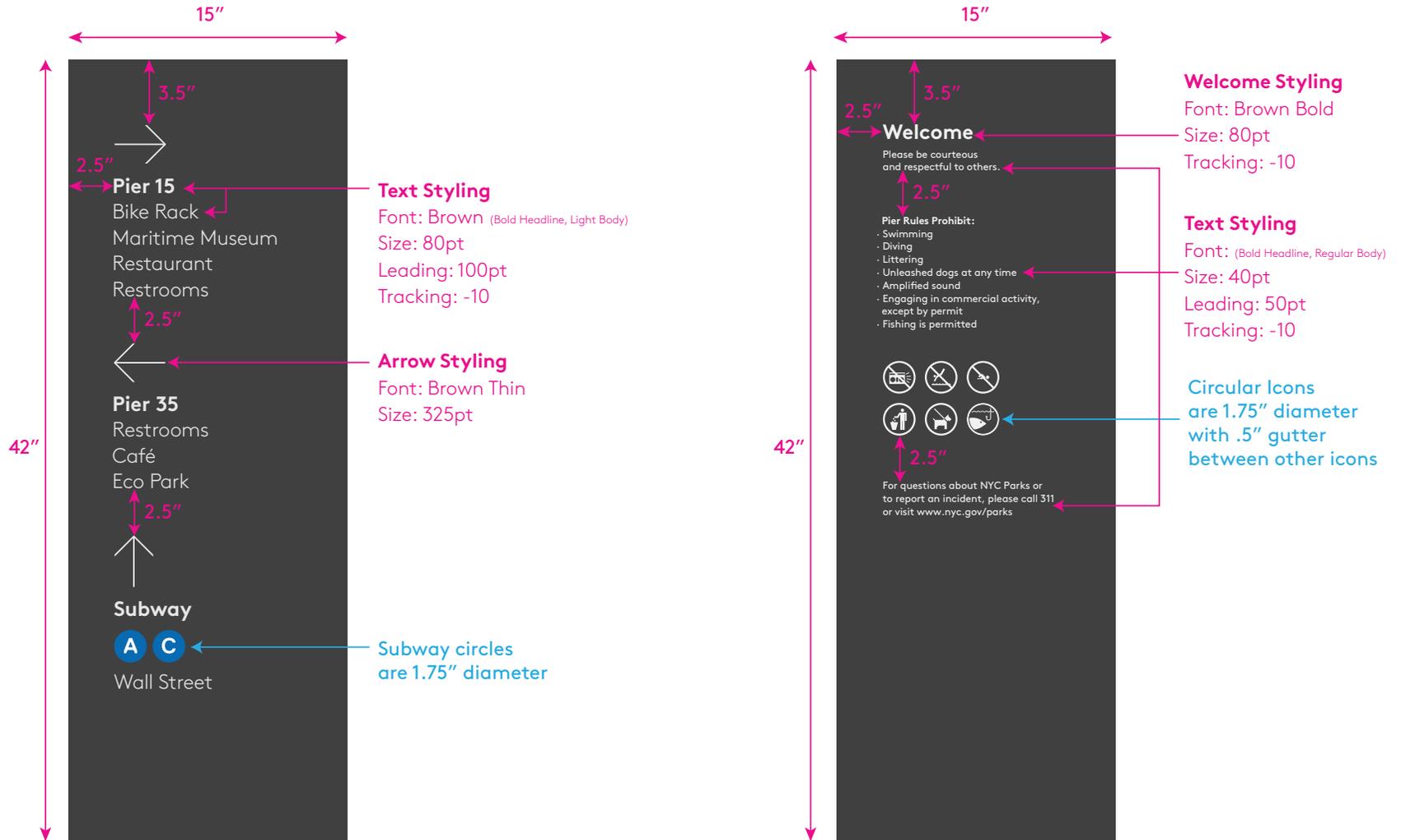
### Brown Thin (Directional Arrows Only)

Logo: Parks Department System

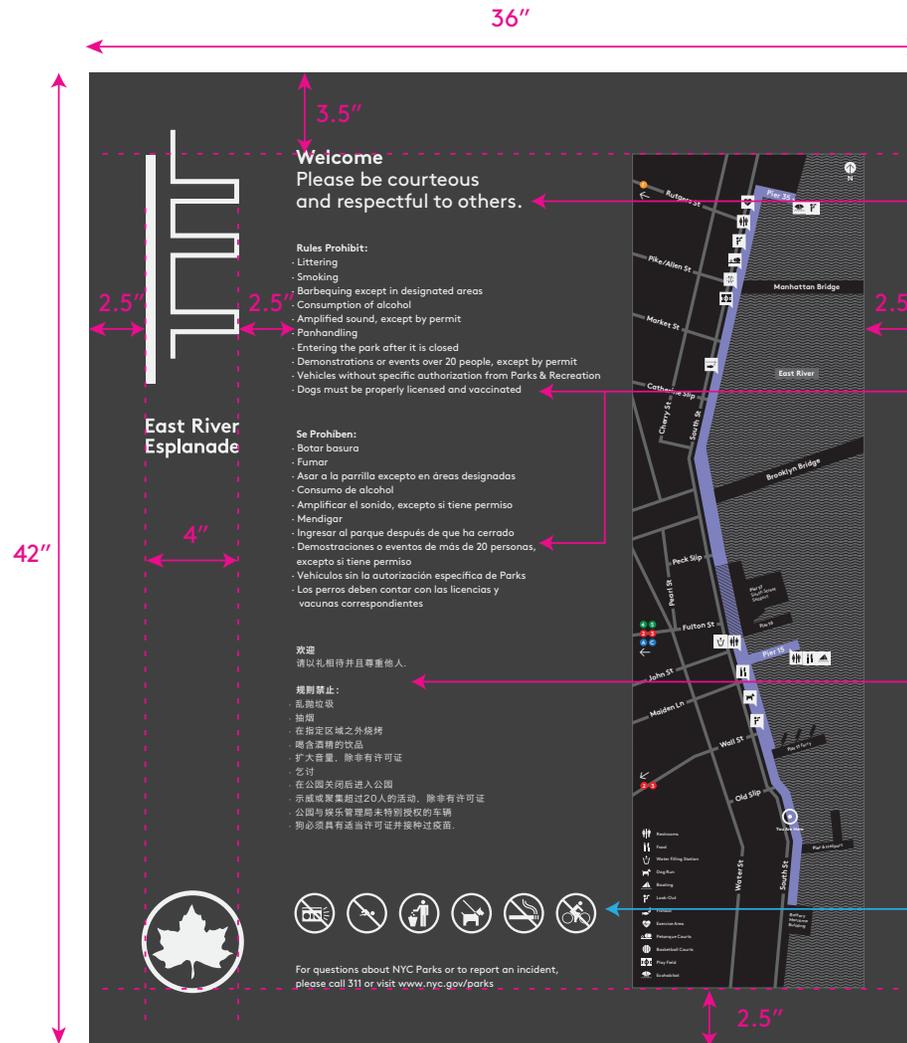
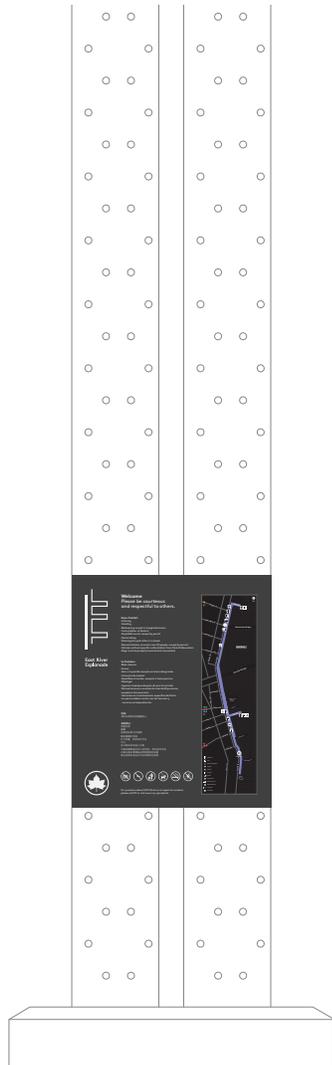


# Signage Types

**FDR Column:** East/West Face Wayfinding and Park Rules



FDR Column: East/West Face Large Park Rules with Map



**Welcome Styling**  
 Font: Brown (Bold/Regular)  
 Size: 80pt  
 Leading 90pt  
 Tracking: -10

**English/Spanish Rules**  
 Font: Brown (Bold/Regular)  
 Size: 32pt  
 Leading 44pt  
 Tracking: -10

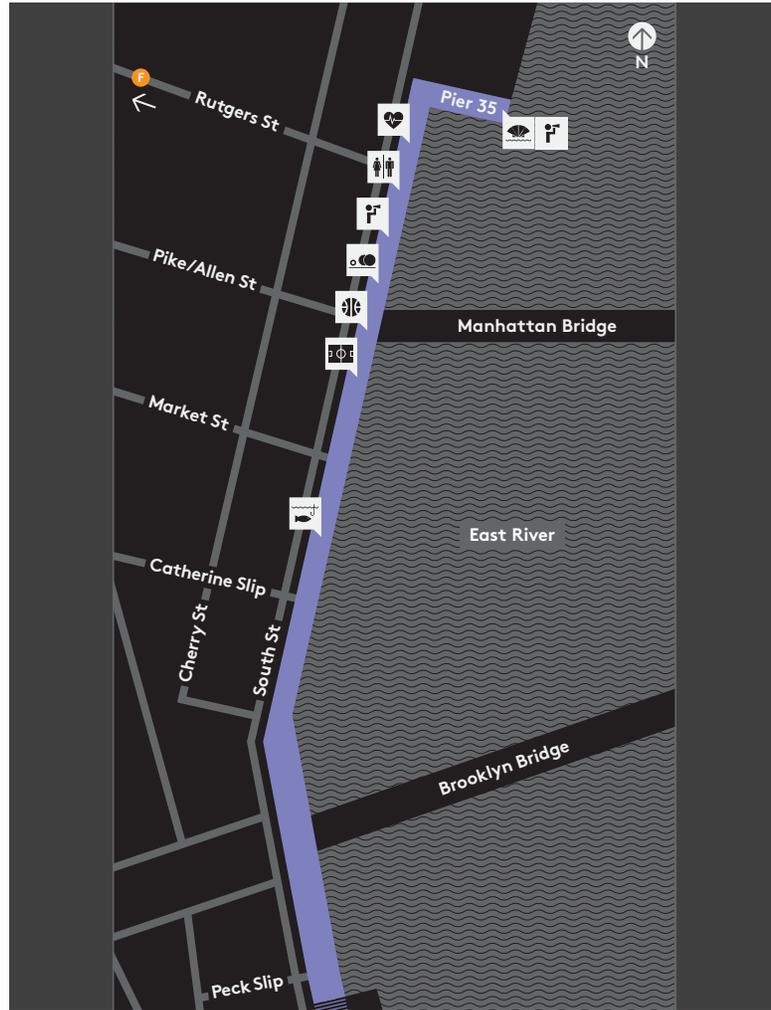
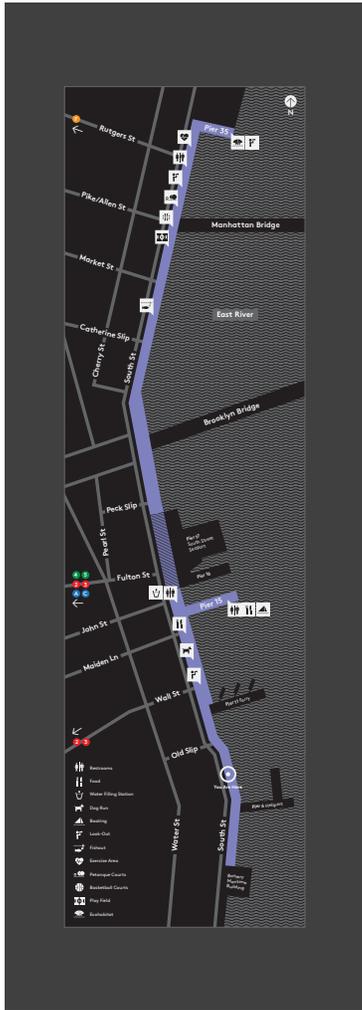
**Chinese Rules**  
 Font: Hiragino Sans GB  
 Size: 28pt  
 Leading 42pt  
 Tracking: 90

**Circular Icons**  
 are 1.75" diameter  
 with .5" gutter  
 between other icons

# Park Map



# Park Map: Details



## Iconography



Dog Run



Restaurant/Café



Restrooms



Water Filling Station



Look-Out



Basketball Courts



Play Field



Exercise Area



Petanque Courts



Fishout



Ecohabitat  
V1



Ecohabitat  
V2



Boating

## Park Amenity Signage: Dog Run (original)



**East River Esplanade**

# Dog Run

Open from Sunrise to 10pm

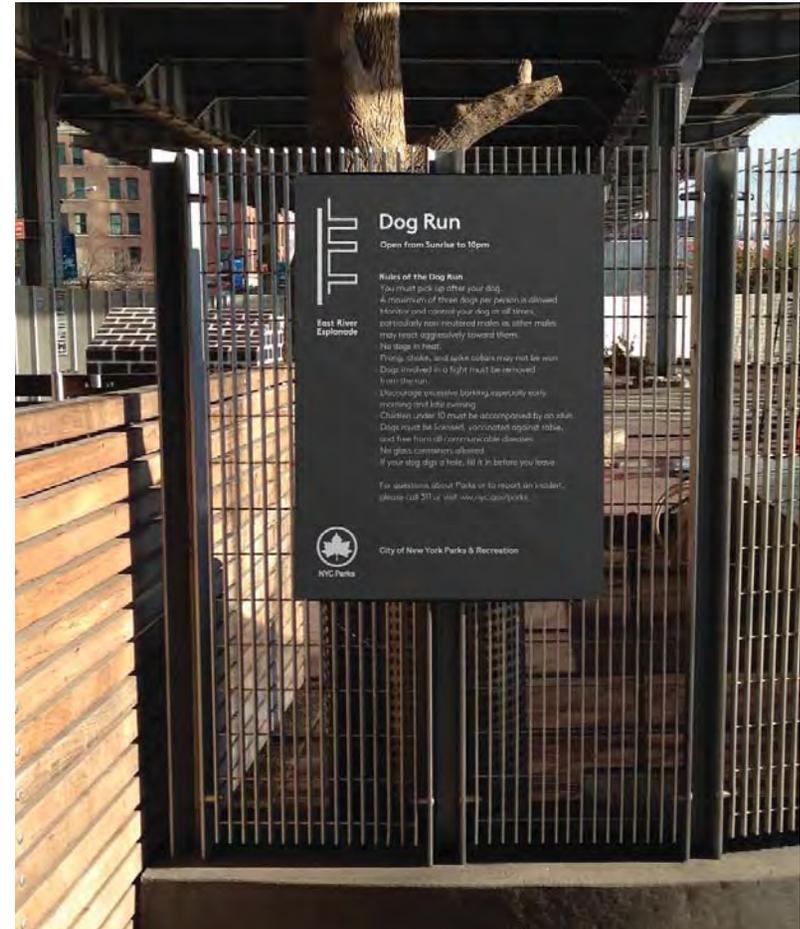
### Rules of the Dog Run

- You must pick up after your dog.
- A maximum of three dogs per person is allowed.
- Monitor and control your dog at all times, particularly non-neutered males as other males may react aggressively toward them.
- No dogs in heat.
- Prong, choke, and spike collars may not be worn.
- Dogs involved in a fight must be removed from the run.
- Discourage excessive barking, especially early morning and late evening.
- Children under 10 must be accompanied by an adult.
- Dogs must be licensed, vaccinated against rabies, and free from all communicable diseases.
- No glass containers allowed.
- If your dog digs a hole, fill it in before you leave.

For questions about Parks or to report an incident, please call 311 or visit [www.nyc.gov/parks](http://www.nyc.gov/parks).



City of New York Parks & Recreation  
NYC Parks



## Park Amenity Signage: Dog Run (with icon)



**East River Esplanade**



### Dog Run

Open from Sunrise to 10pm

#### Rules of the Dog Run

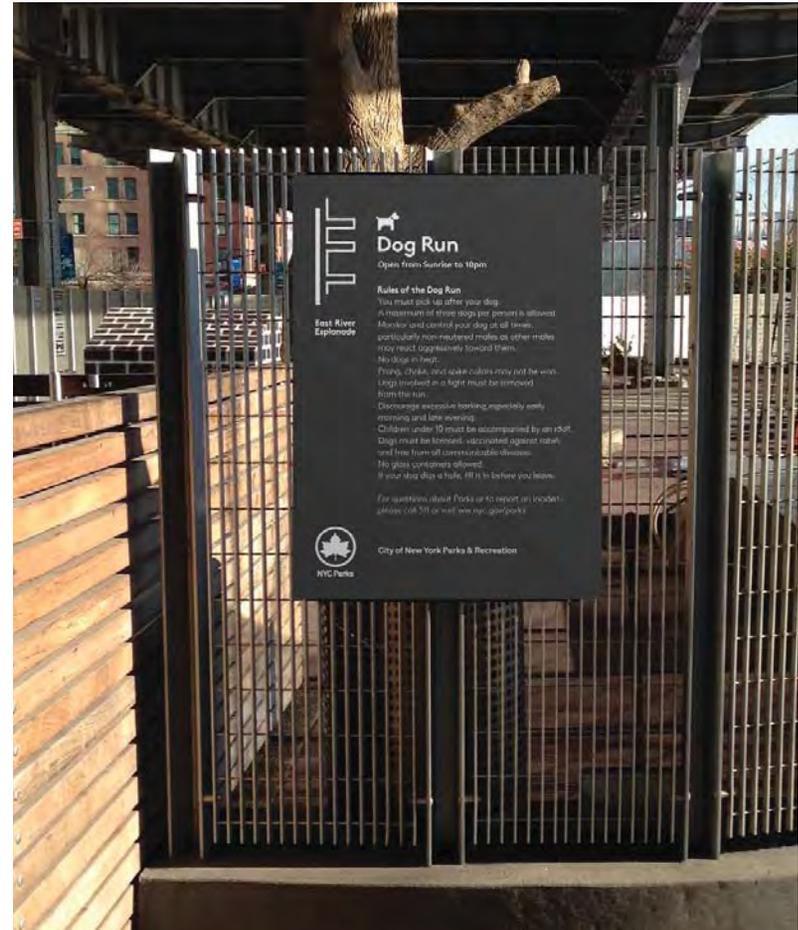
- You must pick up after your dog.
- A maximum of three dogs per person is allowed.
- Monitor and control your dog at all times, particularly non-neutered males as other males may react aggressively toward them.
- No dogs in heat.
- Prong, choke, and spike collars may not be worn.
- Dogs involved in a fight must be removed from the run.
- Discourage excessive barking, especially early morning and late evening.
- Children under 10 must be accompanied by an adult.
- Dogs must be licensed, vaccinated against rabies, and free from all communicable diseases.
- No glass containers allowed.
- If your dog digs a hole, fill it in before you leave.

For questions about Parks or to report an incident, please call 311 or visit [www.nyc.gov/parks](http://www.nyc.gov/parks).



NYC Parks

City of New York Parks & Recreation



Small Signage: Icons



Small Signage: Planters



# Signage Types: Overview

## FDR Columns - North/South Face




**East River Esplanade**

→

**Pier 15**  
Bike Rack  
Maritime Museum  
Restaurant  
Restrooms

←

**Pier 35**  
Restrooms  
Café  
Eco Park

↑

**Subway**  
A C  
Wall Street

## FDR Columns - East/West Face




**East River Esplanade**

**Welcome**  
Please be courteous and respectful to others.

**Rules Prohibit:**

- Littering
- Smoking
- Swimming except in designated areas
- Consumption of alcohol
- Amplified sound, except by permit
- Pushcarting
- Entering the park after it is closed
- Demonstrations or events over 20 people, except by permit
- Activities without specific written consent from Parks & Recreation
- Dogs must be properly licensed and vaccinated

**Se Prohiben:**  
Raptor tourism  
Fumar  
Apar a la parrilla, excepto en áreas designadas  
Consumo de alcohol  
Amplificar el sonido, excepto si tiene permiso  
Empujar  
Ingresar al parque después de que ha cerrado  
Demostraciones o eventos de más de 20 personas, excepto si tiene permiso  
Actividades en la edificación específica de Parks  
Las parrillas deben contar con las licencias y vacunas correspondientes

**禁烟禁酒**  
禁止烧烤并注意安全  
禁烟  
除指定区域外禁止吸烟  
禁止明火  
禁止大声播放音乐  
禁止进入公园后区  
除经特别许可外禁止示威  
禁止进入公园后区  
除经特别许可外禁止示威  
禁止在指定区域烧烤并注意安全



For questions about NYC Parks or to report an incident, please call 311 or visit [www.nyc.gov/parks](http://www.nyc.gov/parks)

←

**Pier 15**  
Bike Rack  
Maritime Museum  
Restaurant  
Restrooms

→

**Pier 35**  
Restrooms  
Café  
Eco Park

↑

**Subway**  
A C  
Wall Street

**Welcome**  
Please be courteous and respectful to others.

**Pier Rules Prohibit:**

- Swimming
- Diving
- Littering
- Unleashed dogs at any time
- Amplified sound
- Engaging in commercial activity, except by permit
- Fishing is permitted



For questions about NYC Parks or to report an incident, please call 311 or visit [www.nyc.gov/parks](http://www.nyc.gov/parks)



## Amenity Sign



**Dog Run**  
Open from Sunrise to 10pm

**Rules of the Dog Run**

- You must pick up after your dog.
- A maximum of three dogs per person is allowed.
- Monitor and control your dog at all times, particularly non-retrieved breeds as other breeds may react aggressively toward them.
- No dogs in heat.
- Prong collars, and spike collars may not be worn.
- Dogs involved in a fight must be removed from the run.
- Discourage excessive barking especially early morning and late evening.
- Children under 10 must be accompanied by an adult.
- Dogs must be licensed, vaccinated against rabies, and free from all communicable diseases.
- No glass containers allowed.
- If your dog digs a hole, fill it in before you leave.

For questions about Parks or to report an incident, please call 311 or visit [www.nyc.gov/parks](http://www.nyc.gov/parks).



City of New York Parks & Recreation  
NYC Parks




**East River Esplanade**

## P2 Lamp Posts




**East River Esplanade**




**East River Esplanade**

## Small - Planter Signs



**No dogs in the planters**



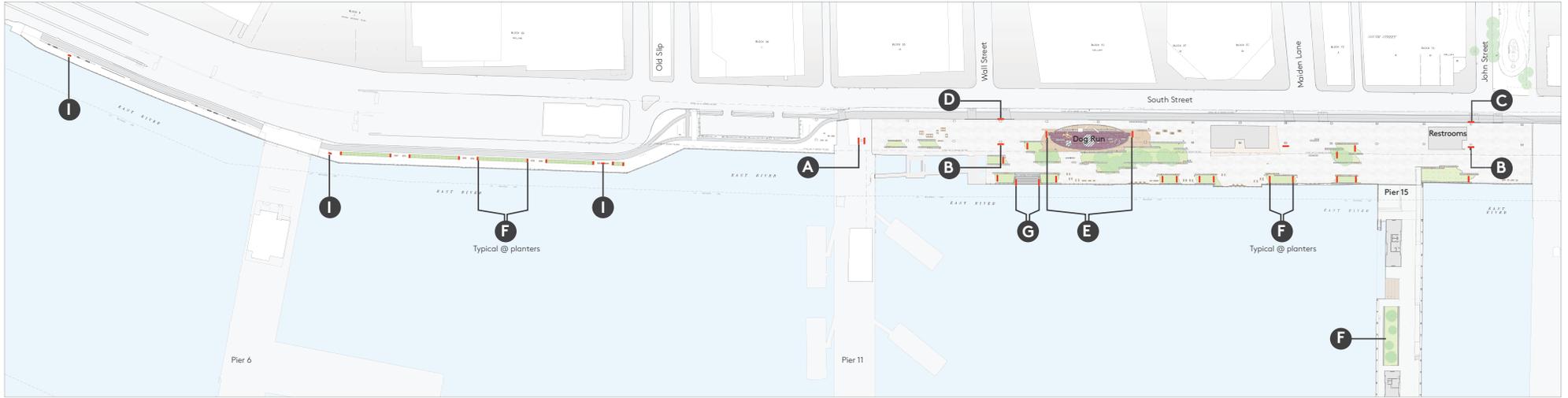
**Please do not litter**

## Small - Icon Signs

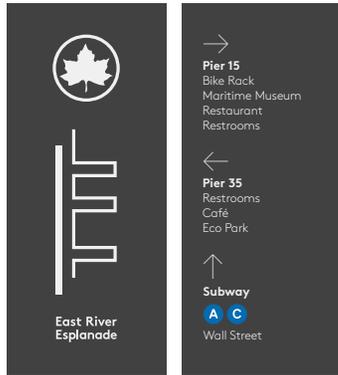





# Signage Location Plan: South



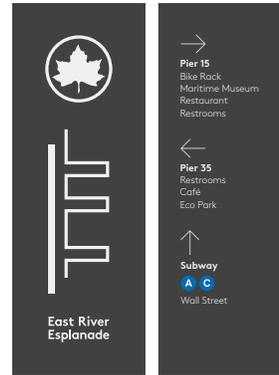
**A**  
**Type:**  
 (2) Panels // Park ID + Direction  
**Location:**  
 Mounted to FDR column  
 (1) North - (1) South



**B**  
**Type:**  
 (1) Panel // Park ID + Rules + Project Map  
**Location:**  
 Mounted to FDR column  
 East side



**C**  
**Type:**  
 (2) Panels // Park ID + Direction  
**Location:**  
 Mounted to FDR column  
 East or West side



**D**  
**Type:**  
 (2) Panels // Park ID + Direction  
**Location:**  
 Mounted to FDR column  
 East or West side



**E**  
**Type:**  
 (1) Panel // Amenity rules  
**Location:**  
 Mounted to Fence  
 Amenity specific



**F**  
**Type:**  
 Small signage  
**Location:**  
 Planters



**G**  
**Type:**  
 Small icon  
**Location:**  
 Lookouts



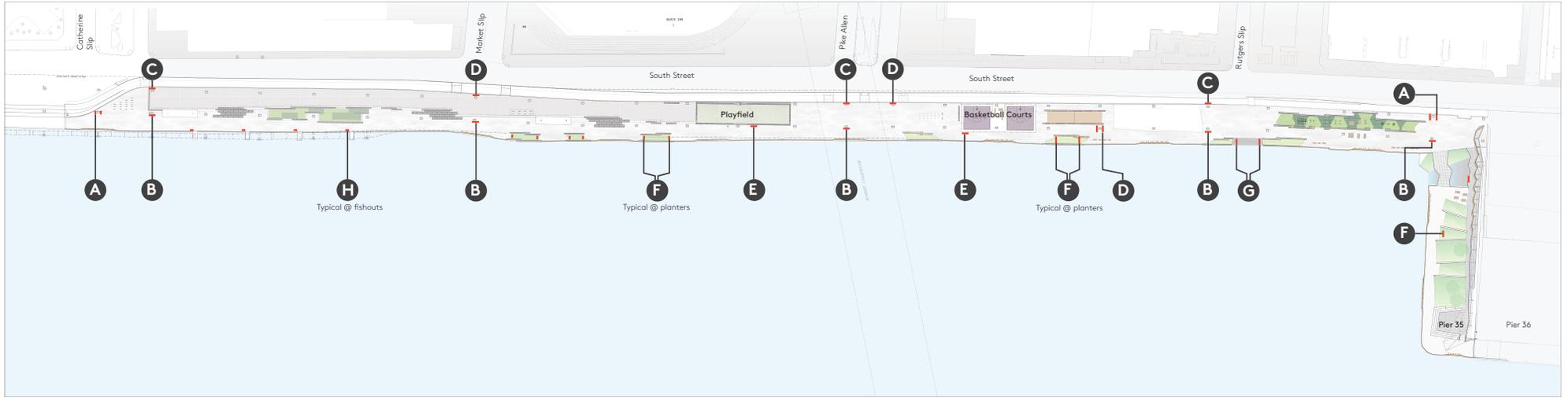
**H**  
**Location:**  
 Fishouts



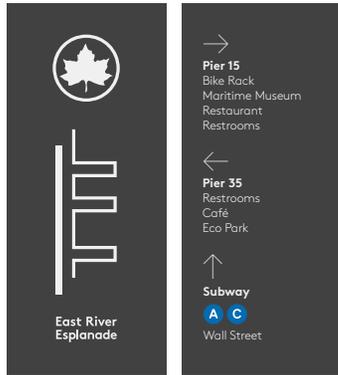
**I**  
**Type:**  
 Small signage  
**Location:**  
 ADNY Light Posts -  
 BMB to Old Slip



# Signage Location Plan: North



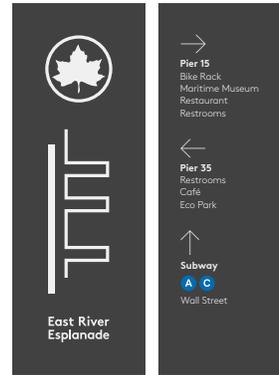
**A**  
**Type:**  
 (2) Panels // Park ID + Direction  
**Location:**  
 Mounted to FDR column  
 (1) North - (1) South



**B**  
**Type:**  
 (1) Panel // Park ID + Rules + Project Map  
**Location:**  
 Mounted to FDR column  
 East side



**C**  
**Type:**  
 (2) Panels // Park ID + Direction  
**Location:**  
 Mounted to FDR column  
 East or West side



**D**  
**Type:**  
 (2) Panels // Park ID + Direction  
**Location:**  
 Mounted to FDR column  
 East or West side



**E**  
**Type:**  
 (1) Panel // Amenity rules  
**Location:**  
 Mounted to Fence  
 Amenity specific



**F**  
**Type:**  
 Small signage  
**Location:**  
 Planters



**G**  
**Type:**  
 Small icon signage  
**Location:**  
 Lookouts



**H**  
**Type:**  
 Fishouts



**I**  
**Type:**  
 Small signage  
**Location:**  
 ADNY Light Posts -  
 BMB to Old Slip



**Thank you**