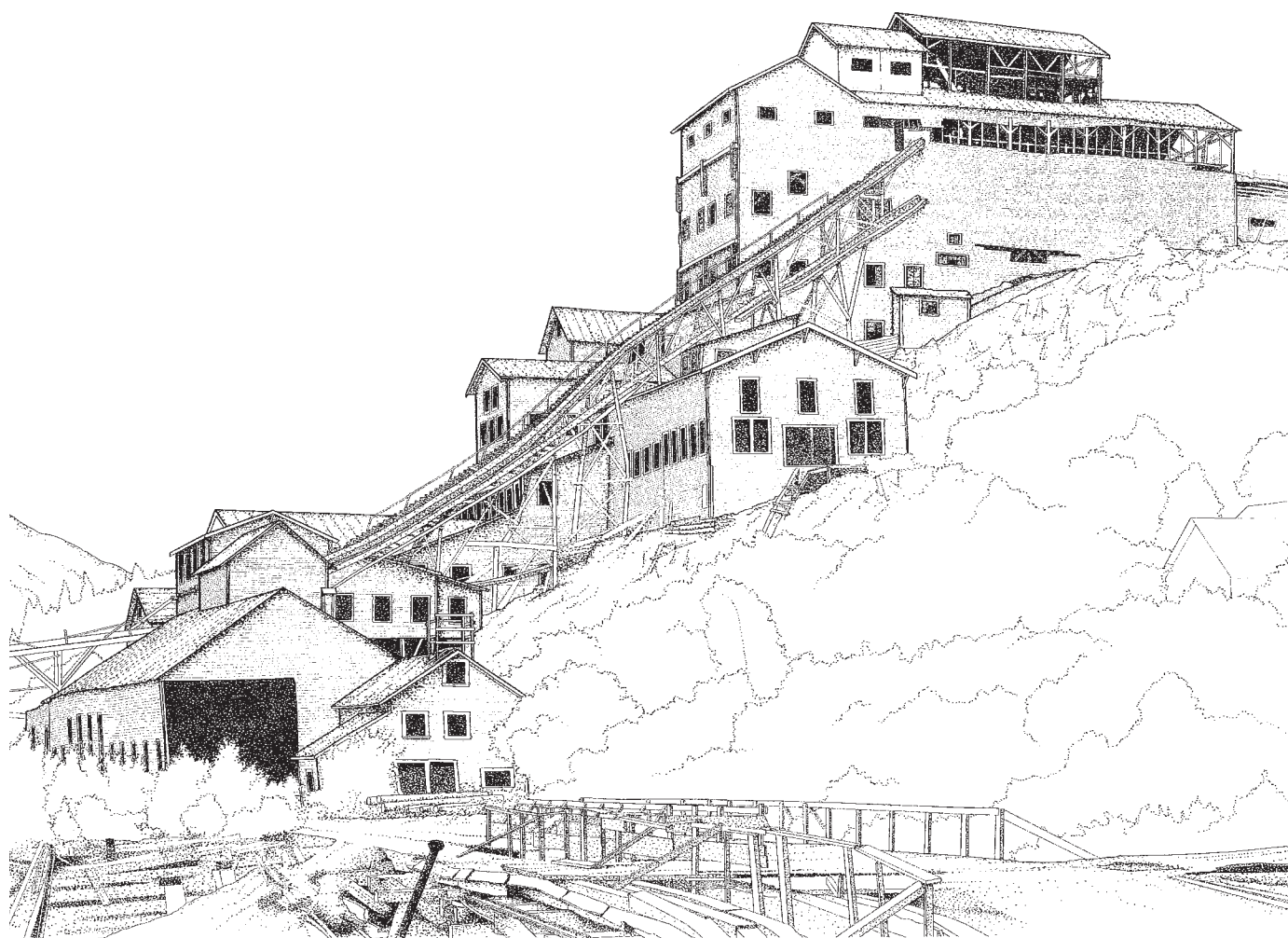




*Wrangell-St. Elias National Park and Preserve, Alaska*  
Kennecott Mines National Historic Landmark

# Visual Communication Guidelines

*September 14, 2016*



## Experience Your America

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

*Original document prepared in 2005 by:*

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*Date:* \_\_\_\_\_

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These Visual Communication Guidelines address the preservation of existing historic signs and other forms of visual communication, the replication of historic signs that no longer exist, and the design and construction of contemporary signs in Kennecott Mines National Historic Landmark.

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Kennecott Depot, historic photo taken after 1939  
WRST collection, #1448

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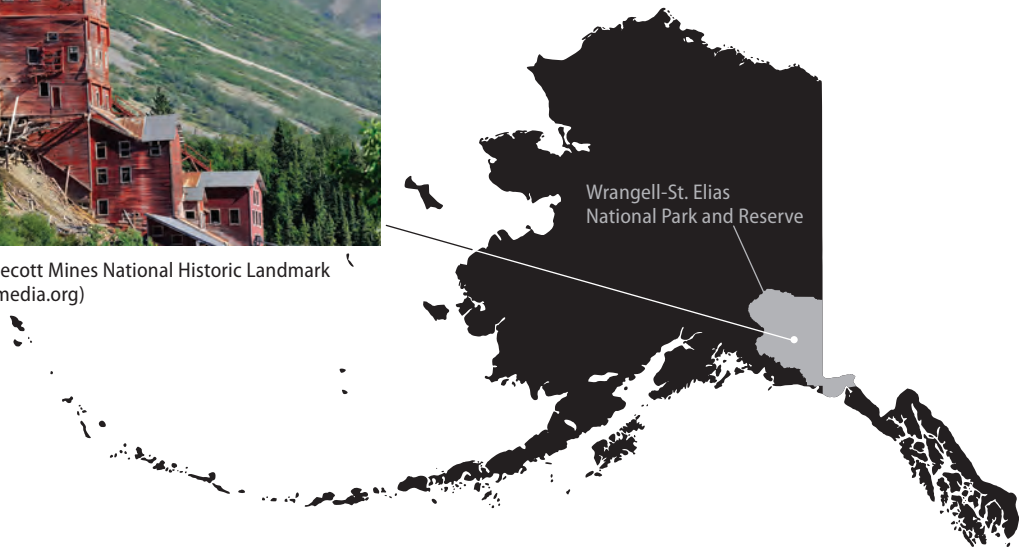


## 1.0 Introduction

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Ore processing buildings at Kennecott Mines National Historic Landmark  
(Photo: W. Smith; commons.wikimedia.org)



Kennecott Mines National Historic Landmark, located in Wrangell-St. Elias National Park and Preserve (WRST), Alaska, is significant as an important copper producer from 1911 to 1938, and as the last of the great high grade copper ore deposits discovered and developed in the American West. Kennecott is also significant as an unanticipated, spectacular industrial and residential development in a glacial wilderness setting. The degree to which the site is preserved, the opportunities for interpreting the technology and working life of a very remote copper mine from the early 20th century, and the history of its transition into a contemporary community within a national park are rare if not unique.

In 1986, on the basis of these distinctions, 7,700 acres associated with Kennecott Copper Corporation's mining operations were designated a National Historic Landmark (NHL), the highest honor for a cultural resource in the United States. In June of 1998, the National Park Service (NPS) acquired by a combination of purchase and donation a significant portion of the land, buildings, mineral rights, and surroundings associated with Kennecott Mines and assumed a partnership role in the stewardship of this significant site.

The NPS has been working with the State of Alaska historic preservation office, other Kennecott landowners, and stakeholders to guide development within Kennecott Mines NHL and preserve the historic appearance and integrity of the landmark—all while it remains an active, thriving community with residents and businesses. Toward this goal, the NPS developed observations and preliminary guidelines regarding signage on the site in 2005. In 2014-2016, AldrichPears Associates was brought on to complete design for new interpretive exhibits in the NHL and contribute to an effort to align signs and other forms of visual communication within the NHL. This document contains the resulting comprehensive set of guidelines for all visual communication within the NHL, for use by the National Park Service, future consultants, and the community.

These Visual Communication Guidelines address the preservation of existing historic signs and other forms of visual communication, the replication of historic signs that no longer exist, and the design and construction of contemporary signs. They comply with *The Secretary of the Interior's Standards for the Treatment of Historic Properties*; *NPS Preservation Brief 25: The Preservation of Historic Signs*; and *Harpers Ferry Center's Sign Guidelines*.

## 2.0 Implementation

### 2.1 Project Scope and Applicability

These Visual Communication Guidelines apply to all signs and other types of visual communications in or on publicly accessible NPS property throughout Kennecott Mines NHL. Implementation by private landowners and businesses within the NHL is voluntary, and technical assistance may be available to those seeking advice (see Section 6.0). These guidelines may also be useful beyond the landmark (i.e., signage at historic features on the McCarthy Road) and for electronic and print media, but the approach for communications in those contexts is not explicitly addressed here.

### 2.2 Preserving Existing Historic Signs

#### Guidelines

- *Accession original historic signs and documents possessed by the NPS into the WRST collection, where they will be available for interpretive displays and further research, while remaining beyond reach of visitors, and out of direct sunlight.*
- *Give the following order of priority to possible uses of existing historic signs:*
  - » *(1) display and interpret the signs within the building to which they were affixed during the period of significance (for exterior signs, place in an interior location similar to their historic exterior location, e.g. place Office sign over front door on the inside).*
  - » *(2) display and interpret the signs in another appropriate place in the exhibits.*
  - » *(3) preserve the signs for research and for posterity in WRST collections storage.*

### 2.3 Community Partnerships

The McCarthy-Kennicott Historical Museum, located in nearby McCarthy, AK, currently has numerous Kennecott signs, historic photos, papers, books, and documents in its collection. The Museum and WRST plan to develop a Memorandum of Understanding that would enable these artifacts to be loaned, on a long-term basis, for display *in situ* within the National Historic Landmark. Other individuals and enterprises have also expressed a desire to have objects in their possession displayed in their original locations; they may elect to donate these objects to the Museum for loan to the NHL under the Memorandum of Understanding. Partnering enterprises may cooperate with WRST, allowing the NPS to create replicas of objects in their possession.

#### Guidelines

- *Complete a Memorandum of Understanding with the McCarthy-Kennicott Historical Museum.*
- *Determine if other community members and local enterprises are willing to loan on a long-term basis original signs and documents for display in their original locations or elsewhere in the exhibits.*
- *If no loan or donation is possible, determine if a replica could and should be made for display in the original location or elsewhere in the exhibits.*

#### How to Credit Contributors

- *Donations directly to the WRST:*
  - » *Item, donated by Name Name.*
- *Reproductions:*
  - » *Item, reproduction courtesy of Name Name.*
- *Loans and other circumstances:*
  - » *Item, on loan from Name Name.*
  - » *Item, on loan from Name Name and the McCarthy-Kennicott Historical Museum.*
  - » *Item, on loan from the McCarthy-Kennicott Historical Museum.*
  - » *Photograph, courtesy of Name Name*



## 2.4 Replicating Historic Signs

In an effort to preserve the historic character and fabric of the Kennecott Mines NHL, existing signs and those signs documented in period photographs will be replicated and installed on NPS-owned buildings.

### Guidelines

- Replicate signs only from the historic period of significance (1911–1938).
- Give the following order of priority to the replication of signs and documents:
  - » (1) replicate existing historic exterior signs being accessioned into the WRST collection and therefore moved inside for preservation; place the replicas in the original locations outside
  - » (2) replicate existing interior historic signs and documents possessed by community members or enterprises and deemed to be of significant interpretive value, which are too fragile to be moved or for which a donation or loan cannot be secured
  - » (3) replicate non-existing but well-documented historic exterior signs, the historic locations of which (a) can be determined, (b) still exist, and (c) are in NPS possession
- Give low priority to the replication of the following:
  - » (4) existing historic signs possessed by community members or enterprises, that are too fragile to be moved or for which a donation or loan cannot be secured, but which are of limited interpretive value, or for which the historic location cannot be determined, no longer exists, or is not in NPS possession
- Clearly identify all originals and replicas via artifact labels to avoid confusion.
- Place replicas in the exact historic location of the originals wherever possible.
- Other than replicas of historic signs, keep the exteriors of NPS-owned historic buildings in the NHL free of signage to maintain the historic character of the site. No wayfinding or building identification signage is needed, as visitors will use a new map of the site to orient themselves.

### Technical Specifications

- **Materials:** Match historic materials to the extent possible
- **Dimensions:** Match historic size, or estimated size based on historic documentation and/or photographs
- **Lettering:** Paint or stencil to replicate size, weight, and style used on comparable existing historic signs
- **Colors:** Match the following Sherwin Williams paint colors:
  - White (SW2123 N 9.5)
  - Farmhouse Red (SW2301 10R 3/6)
  - Black (SW6993)
- **Attachment:** Any sign affixed to a historic structure must be fastened in such a manner that it does not damage or contribute to the deterioration of the historic fabric of the structure. Attach replica signs with stainless steel fasteners if concealed, or Corten steel fasteners if exposed. Use small cedar cleats between the building and the sign to prevent moisture entrapment



Historic Office sign.  
Photo courtesy of the McCarthy-Kennicott Historical Museum, 2015.

## 3.0 Historic Signs

### 3.1 Signs from the Period of Significance

Kennecott was a mining camp. Its organization was dictated as much by geography as by function. Bonanza Ridge borders the central railway corridor on the east, while the Kennicott Glacier borders it to the west. The lineal nature of the railway defined the town's main "street," providing access to everything needed to support a community of workers and their families. Nearly all buildings fronted this main corridor, including industrial and operational buildings, some employee housing, the school, recreational facilities, and the company Store.

As an industrial camp open only to workers (with a few exceptions), signage in the mill camp was functional. The size and physical arrangement of the camp reduced the need for wayfinding signs. The absence of commercial signs and advertisements is a defining feature of a mining camp owned and operated by a single company. The company Store was the only retail business in town, although exterior signs did identify the railway depot and Wells Fargo Express Office, the Office, the Hospital, the Post Office, and possibly the Cold Storage. Except in the industrial buildings and the mines, health and safety signs were limited to the identification of the fire hose houses and instructions in case of fire.

Inside the industrial and operational buildings and in the mines, signs—especially health and safety signs—abounded. Fire safety was a major concern in the buildings as well as in the mines. In the mines, wayfinding signs were crucial to the mining operations.

### 3.2 Historic Building Signs

The following pages illustrate and individually describe key historic building signs, including any site-specific future actions. The general guidelines in Section 2 apply unless otherwise noted.

#### 3.2.1 DEPOT BUILDING

According to historic photographs, the Copper River & Northwestern Railway (CRNW) Depot was the most signed building in the mill camp.

On its south elevation, a sign composed of black sans serif lettering on a white painted signboard identified the building as the "Kennicott" Depot in 1918, although this had been changed to "Kennecott" sometime before 1932 (exact date of change unknown).

Other signs on this building changed over time.



#### Guidelines

- Replicate the post-1932 depot sign using the "Kennecott" spelling, for display in its original location.

### Building Era: 1918

A 1918 photograph of the Depot (below) shows two Wells Fargo & Co. Express signs, in addition to the Depot sign. The first Wells Fargo sign, located above the Depot's entrance, consisted of a standard sign developed in 1914, measuring 9.5" x 72". It has gold serif lettering on a black "schmaltz" or rough granular surface. Wells Fargo Historical Services in San Francisco has had them replicated and may be able to suggest a vendor. They may be contacted at 1-415-396-7904.

The second Wells Fargo sign was a standard "Call Card" sign developed in 1913. It consisted of a double-faced enameled metal plate projecting from the southwest corner of the Depot. The 21" x 21" square sign was flanged to attach to the building, and consisted of white lettering in a dark blue circle within a red diamond on a white background. The lettering read "Wells Fargo & Co Express." Research reveals that the 1911 version of this sign used a Bookman font, while the 1913 version used a Bookman bold font. Both versions omitted the organization and incorporation dates found on the 1898 sign.

In the 1918 photograph, the Depot boasts a fourth sign—a stenciled sign saying "U.S. POST OFFICE / KENNECOTT / ALASKA". Either the Post Office had not yet been moved to the Store/Warehouse building, or the redundant sign had not yet been removed from the Depot.



Kennecott CRNW Depot, 1918  
NPS Alaska Regional Office collections, origin of photo unknown



Close up of Kennecott CRNW Depot, 1918  
NPS Alaska Regional Office collections, origin of photo unknown



Wells Fargo sign from the era  
Wells Fargo Historical Services, 2015



Sign from Kennecott CRNW Depot, circa 1925  
Museum of History and Industry, Seattle WA

### Guidelines

- Determine if replicas of the Wells Fargo signs should be placed in their original locations, or if the 1926/1927-era American Express Co. sign should be placed there instead.
- If replicas of the Wells Fargo signs are desired, confirm their color and form through the bank's historical archives in San Francisco, CA.
- To avoid visitor confusion, do not replicate the "U.S. POST OFFICE / KENNECOTT / ALASKA" sign from the 1918 photograph.
- To avoid visitor confusion, do not replicate the Depot sign using the "Kennicott" spelling from the 1918 photograph.



### ***Building Era: 1926/1927***

A 1926/1927 H. W. Steward photograph looking south to the Depot shows a metal sign reading, in part, “MONEY ORDERS FOR SALE HERE” where the Wells Fargo sign once was (Wells Fargo was no longer fully operational after 1918). The sign over the door may say “Railway Express Agency” but a higher resolution image would need to be found and magnified to determine this.



H. W. Steward photo dated 1926 or 1927  
Skinner Collection, Alaska Historical Library



Identified as a 1916 sign on the Internet (date not verified), this is a close match for the sign in the 1927 photo. As of Feb 2016, for sale at: [http://www.icollector.com/1916-American-Express-Money-Orders-Porcelain-Enamel-Sign\\_i14654296](http://www.icollector.com/1916-American-Express-Money-Orders-Porcelain-Enamel-Sign_i14654296)

### ***Building Era: 1930s***

Historic photographs taken after 1930, such as the hand-tinted photograph from the LeCount collection (below), depict no signage on the west wall, the “MONEY ORDERS FOR SALE HERE” sign still projecting from the southwest corner and the Depot sign, now using the “Kennecott” spelling, on the south wall.

By 1932, a square framed bulletin board was located on the east side of the window, and a rectangular framed sign, the nature of which is unknown, on the west side of the window.



Hand-tinted photograph taken by Nicolai Jensen circa 1937-38  
Ethel LeCount Collection, WRST

### ***Guidelines***

- Determine if an American Express Co. sign from the 1926/1927 era (either purchased or replicated) should be placed in its original location, or if the 1918-era Wells Fargo signs should be placed there instead.
- Do not replicate the “Railway Express Agency” sign from the 1926/1927 photograph unless further details can be identified.

### 3.2.2 COMPANY STORE AND WAREHOUSE

No historic evidence indicates that the exterior of the Store was signed, other than a window shade in the Store's entry posting the hours of operation. See section 4.1.2 for details on replicating this sign. The Warehouse did have a sign over the north door which read "WAREHOUSE ENTRANCE," and other lettering which is unreadable in the photo available.

The interior of the Store, however, would have been a visually rich space with many brands, logos and product packages visible. Some signs from the interior were collected in the 1980s, long after the mines were closed and before NPS acquisition of the site. Some of these are displayed in the Kennicott Glacier Lodge and possibly other local establishments and homes. A selection of these could be replicated for inclusion in the interpretive exhibits if desired.

#### Guidelines

- Replicate the WAREHOUSE ENTRANCE sign in accordance with the Guidelines in Section 2.
- Determine if any of the retail-related signs in Kennicott Glacier Lodge might be replicated for inclusion in the interpretive exhibits.



Historic sign outside the north entrance to the Warehouse  
Photo: Tony Clawson, 1973



Historic numbering still in place in the Storeroom behind the Store  
NPS, in situ, 2014



Historic Cutters Shoes sign from the Store  
Courtesy of Kennicott Glacier Lodge, 2014



Historic promotional and packaging material from the Store  
Courtesy of Kennicott Glacier Lodge, 2014



Historic pricing signage from the Store  
Courtesy of Kennicott Glacier Lodge, 2014



### 3.2.3 POST OFFICE

A sign above an entrance on the Store building's east elevation identified the location of the Post Office. The sign reads "U.S. POST OFFICE / KENNECOTT, ALASKA" and is painted on a dimensional wood base. The text is written in white sans serif capital lettering on a black background with a fine white border around the edge of the sign. A replica was installed in 2015.



#### Guidelines

- Refer to Sections 2.2 and 2.4.

### 3.2.4 FIRE HOSE HOUSE

These historic signs were located above the doorway of each fire hose house. This particular sign is made of enamel on a metal substrate. All others are painted wood. This one is rectangular, red with white sans serif capital lettering that reads "FIRE HOSE".



#### Guidelines

- Refer to Sections 2.2 and 2.4.
- The enamel sign will stay in place, as it is has not deteriorated over time.
- Include at least one of the wooden original Fire Hose signs in Exhibit Center exhibits, as the Fire Hose Houses are small structures and not appropriate for providing interpretation.

### 3.2.5 COLD STORAGE

A sign reading “COLD STORAGE” in black stenciled lettering on a wooden board currently hangs in the Kennicott Glacier Lodge. If this sign’s historical location can be determined (perhaps outside or inside of the Refrigeration Plant), a replica could be made and placed in that location.



Cold Storage sign  
Courtesy of Kennicott Glacier Lodge, 2014

#### Guidelines

- If the historic location can be determined (perhaps outside or inside the Refrigeration Plant), and the Kennicott Glacier Lodge permits, replicate and place in that location.

### 3.2.6 HOSPITAL

The Hospital was a critical service sometimes used by outsiders. As such, the Hospital’s entrance was signed. The sign is made of wood and consists of black sans serif lettering saying “HOSPITAL / ENTRANCE” on a white background with a raised border. The historic sign is currently on display in the McCarthy-Kennicott Historical Museum. A replica could be considered at a later date for inclusion in exhibits.

#### Guidelines

- No replica is required as the Hospital building is not publicly accessible and is being managed as a ruin, however, a replica could be included in exhibits if desired (low priority).



“Hospital with Rusty & Jean,” date uncertain  
Kennecott Kids Collection



Historic Hospital Entrance sign  
McCarthy-Kennicott Historical Museum, 2015

### 3.3 Historic Safety and Company Rules Signs

#### 3.3.1 FIRE SAFETY

Existing health and safety signs suggest that fire safety was a primary concern for Kennecott Copper Corporation. The majority of the signs historically found in the mill camp focused on fire safety and typically provided fire response instructions. These signs consist of red or black stenciled serif lettering on a white background.



Historic stenciled fire safety sign  
In situ outside the Recreation Hall, next to door 2014



Stenciled fire safety sign  
In Ma Johnson's, courtesy of Neil Darish, 2014

#### Guidelines

- For signs in NPS possession, refer to Sections 2.2 and 2.4.
- For signs not in NPS possession, refer to Section 2.3.

#### 3.3.2 WORKER SAFETY

Signs addressing worker safety were not as abundant as fire safety signs, but they did exist.

One existing worker safety sign resembles those commonly used today, and is an example of the type of sign that could be sourced (from emedco.com, compliancesigns.com, or allsafetyproducts.biz) whose design has changed very little from the period of significance (see section 5.4 for more information on contemporary regulatory signs).

The top half of the sign included a red oval outlined in white on a black background, with "DANGER" centered in white block letters. In the bottom half, black sans serif lettering warns the worker of the risk associated with riding on the sides of tram cars. It was likely used in the loading shed at the base of the Mill and referred to a railroad car, as there would not have been enough room in the mines for a man to ride on the side of a host or tram car.

Other hand-stenciled signs warn of explosives.



Historic commercial safety sign  
In McCarthy Lodge Hotel dining room, 2005  
Photo courtesy of Neil Darish



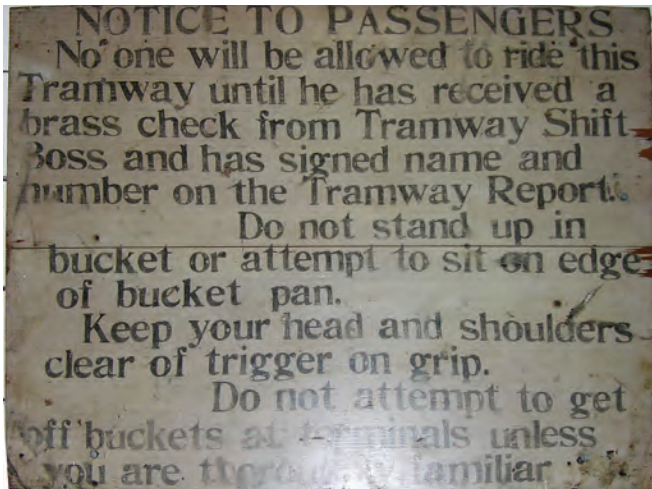
Historic Explosives Shack sign  
In situ on the explosives shack, 2014

#### Guidelines

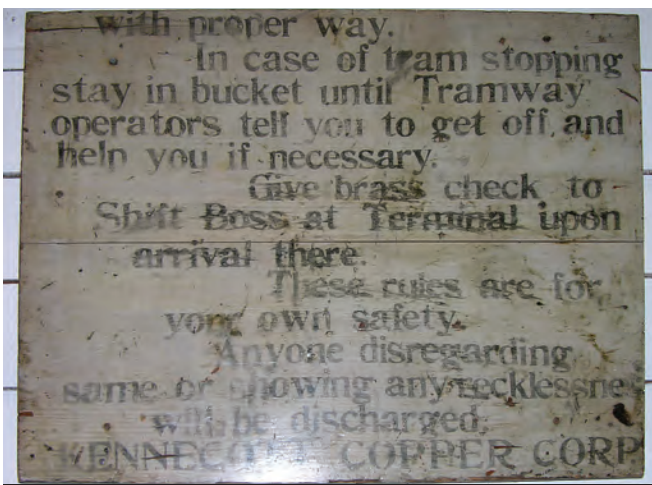
- For signs in NPS possession, refer to Sections 2.2 and 2.4.
- For signs not in NPS possession, refer to Section 2.3.



A series of signs outline Kennecott Copper Corporation safety regulations for riding in the tram buckets. These signs provide detailed instructions on bucket use and stated that violators would be discharged.



Historic sign listing tramway-riding safety regulations (date unknown)  
McCarthy-Kennicott Historical Museum, 2014



Historic sign listing tramway-riding safety regulations (date unknown)  
McCarthy-Kennicott Historical Museum, 2014



Historic sign listing tramway-riding regulations (date unknown)  
McCarthy-Kennicott Historical Museum, 2014

### Guidelines

- If the Museum permits, include the historic “NOTICE” sign in exhibits (the others are likely too large to include and should remain in the Museum).

### 3.3.3 COMPANY RULES AND REGULATIONS SIGNS

Some regulations were communicated using stenciled signs, such as the “NO TRESPASSING / PRIVATE PROPERTY / K.C. CORP” and “NOTICE / DOG TEAMS NOT ALLOWED BEYOND HERE / KENNECOTT COPPER CORP” signs.

A “NO THOROUGHFARE” sign was posted over the Store window along with the POST OFFICE sign, presumably after the Kennecott mining operation closed in 1938.



Historic Kennecott regulatory signs, located on the Dairy Barn, 1937  
Ethel LeCount Collection, WRST



Kennecott regulatory sign (top) placed on the front of the Store after Kennecott's closure in 1938  
Bertha Ramer Collection, WRST

### Guidelines

- Do not replicate the “NOTICE / DOG TEAMS NOT ALLOWED” and “NO TRESPASSING” signs, as their size and color is uncertain, and the No Trespassing sign might cause visitor confusion.
- Do not replicate the “NO THROUGHFARE” sign as it is not from the Period of Significance.

## 4.0 Historic Information Signs and Documents

Operations in the mill camp required the dissemination of specific and sometimes detailed information or instructions. Paper signs, stationery, and other forms of informational signage filled this role.

### Guidelines

- Accession original historic information signs and documents possessed by the NPS into the WRST collection, where they will be available for interpretive displays and further research.
- Replicas can accompany exhibits, be placed in situ or be used as props.
- Clearly identify originals and replicas to avoid confusion.

As described in Section 2.3, partnerships may be possible with the McCarthy-Kennicott Historical Museum and other community enterprises and individuals to display these artifacts or their replicas in their historic context.

### 4.1.1 BLUEPRINTED SIGNS

Several hand-drafted signs, probably prepared by the company draftsmen and transferred to either paper or enamel on a metal substrate, provided detailed information and instructions relating to company procedures and operations. Existing examples include instructions on fire whistle signals, mine bell signals, telephone signals, and the location of fire equipment. A product of the blueprinting process of the period, these signs and notices were first drafted in India ink on linen and then transferred to photographically sensitive drafting paper using an ammonia process, resulting in white lettering on a blue background.



Historic blueprinted sign

This version in McCarthy Lodge dining room, 2005, courtesy of Neil Darish (enamel / metal). Similar signs can be found in a Kennicott Glacier Lodge guest room, 2015 (paper), and in the boxcar of the McCarthy-Kennicott Historical Museum (enamel / metal).



#### 4.1.2 WINDOW SHADE SIGN

Found only in the company Store, this “sign” consisted of hand painted white sans serif lettering on a roller shade. The sign said “STORE CLOSED” and posted the Store’s hours of operation. In poor condition, this historic window shade requires careful storage and should not be exposed to daylight. A replica could use, as its base, a product like the one found here: <http://www.justblinds.com/products/8355>.

##### **Guidelines**

- *Accession into the WRST collection for preservation.*
- *Display a high quality photograph of the original historic window shade sign inside the Store as part of the exhibits.*
- *No replicas will be created as an exact replica showing historic opening hours would lead to visitor confusion, and creating a replica which is not exact would go against the Secretary Standards for reconstruction.*



Historic Store window shade sign  
NPS Alaska Regional Office collections, 2005

### 4.1.3 STENCILED LABELS AND SIGNS

Hand-painted or stenciled tags and labels identified the location of hardware and provided instructions to the workers in the mill complex. Simple black letter stencils also identified the company name and address on building materials (such as lumber and roofing), and the Cold Storage facility (see section 3.2.6). White stenciled numbers marked dormitory rooms in the Bunkhouses.



Historic stenciled room number  
In situ on West Bunkhouse dorm room door, 2014



Contemporary sign on private property using historic stencil approach  
McCarthy, 2014

### 4.1.4 STATIONERY

Extensive amounts of printed papers, reports, invoices, and inventory forms have been collected by the NPS and some have been accessioned into the WRST collection. These artifacts provide examples of period graphics and font types. Examples are displayed in exhibits and publications.



Historic stationery  
NPS Alaska Regional Office online database, 2014

Form 30 5M 12-29 TAN 11006

ASSAY CERTIFICATE  
KENNECOTT COPPER CORPORATION

RAILROAD SHIPMENTS CERT. NO.

SAMPLE	SHIPMENT OF	SACKS	DATE	TICKET NO.	CAR NO.	% COPPER	% MOIST
	2nd class	700	47	20	201	17.4	15.0
	Full class	500		2	Tk. 4	29.5	15.0

ASSAYER *[Signature]*  
DATE 4/1/28

Form 30 5M 12-29 TAN 11006

ASSAY CERTIFICATE  
KENNECOTT COPPER CORPORATION

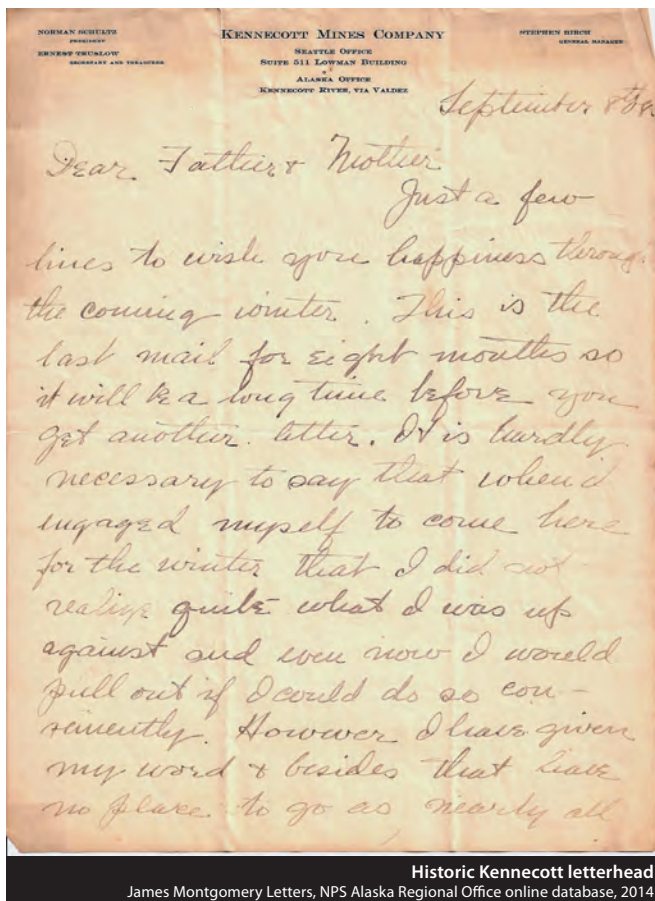
RAILROAD SHIPMENTS CERT. NO.

SAMPLE	SHIPMENT OF	SACKS	DATE	TICKET NO.	CAR NO.	% COPPER	% MOIST
	High grade	1000	8/1/27	60	299	66.80	2.5
	"	"	"	61	2107	62.90	2.0
	"	"	"	62	2104	61.10	2.5
	Full class	300	"	11		24.60	19.5
	1st class	600	"	66	11054	50.60	4.0

ASSAYER \_\_\_\_\_  
DATE 8/22/27

Historic assay certificate, 1927  
NPS Alaska Regional Office online database, 2014





**Historic Kennecott letterhead**  
Regional Office online database, 2014



**Historic Jumbo Mine QSL, 1932**  
NPS Alaska Regional Office online database, 2014

#### 4.1.5 SAFETY POSTERS

Seven paper posters encouraging workers to be safety-minded were produced by the National Safety Council (Chicago, IL). Their origin is yet to be verified, but if they can be demonstrated to have been in use in Kennecott during the period of significance, they could be displayed as part of the interpretive exhibits according to curatorial standards, or replicas could be used.



Historic National Safety Council Posters (use in Kennecott uncertain)  
NPS Alaska Regional Office online database, 2014

## 5.0 Non-Historic NPS Signs

As a company town, the mill camp lacked commercial advertising and informational markers. However, as an NHL with a combination of private and public landowners, a variety of signs exist. For the purpose of these guidelines, non-historic signs include those that were not a part of the historic streetscape in the period of significance, such as:

- *The NHL Entrance Sign*
- *NPS Public Facility and Information Signs*
- *NPS-owned Community Bulletin Boards*
- *NPS Regulatory and Safety Signs*

All NPS signs are designed as members of the Kennecott Mines NHL family of signs, with the exception of regulatory and safety signs which must meet international standards, and the community bulletin boards which draw inspiration from the historic bulletin board in a 1938 photo of the Depot.

The Kennecott Mines NHL family of signs is designed to be sympathetic to the character of the site, yet easily distinguished from historic signs to avoid visitor confusion. All members of this family use one or both of the following shared traits: color and font.

Use of Corten steel color (tested to ensure that it matches the color of weathered metal on the site) draws inspiration from the look of weathered metal on the site and the existing NHL Entrance Sign. Portions of some signs are charcoal gray, providing a minimum of 70% contrast with white lettering to meet standards for people with low visibility set by the Americans with Disabilities Act (ADA).

Large white lettering in *ITC Franklin Gothic Standard* distinguishes these modern signs from the historic ones that use stenciled lettering. Signs within reach of visitors also include braille, wherever possible.

Example ITC Franklin Gothic Standard typeface:

**Aa Bb Cc**  
**defghijklmnopqrstuvwxyz**  
**1234567890**

### 5.1 NHL Entrance Sign

This large Corten steel sign marks the entrance to the NHL at the Shuttle Bus Turn-Around. Because it predates the Visual Communications Guidelines and 2016 exhibit design, it does not use the white *ITC Franklin Gothic Standard*, but its material was the inspiration for the Kennecott family of signs.

#### Guidelines

- *Treat the steel installation to create a rust color that better matches the color of weathered metal on the site, bringing it into the Kennecott Mines NHL family of signs.*
- *Try a steel sealer such as Ship2Shore or diluted linseed oil, rather than a stain or paint. Test a small area on the back of the sign to ensure color accuracy.*
- *The fabricator, Greer Tank, may be able to advise: <http://www.greertank.com/>*



Current Kennecott Mines National Historic Landmark Sign, installed in 2010  
NPS, 2014

## 5.2 NPS Public Facility and Information Signs

These signs are designed to be durable, and should be ordered in sufficient number to last through the foreseeable life cycle of the exhibit program designed in 2016. However, if additional signs need to be made in the future, they could be ordered from the exhibit or sign fabricator.

In a pinch, a similar structure could be made of plywood in the NPS shop in Kennecott, stained with a Corten-color wood stain, and painted with white lettering to match the fabricated ones.

### 5.2.1 OUTDOOR FACILITY SIGNS

Outdoor NPS facility signs are free-standing as they cannot be affixed to any building and are placed to avoid intrusion on the view corridor in the NHL. Rather than identifying all publicly-owned and accessible buildings, these signs are kept to a minimum by identifying only key facilities.

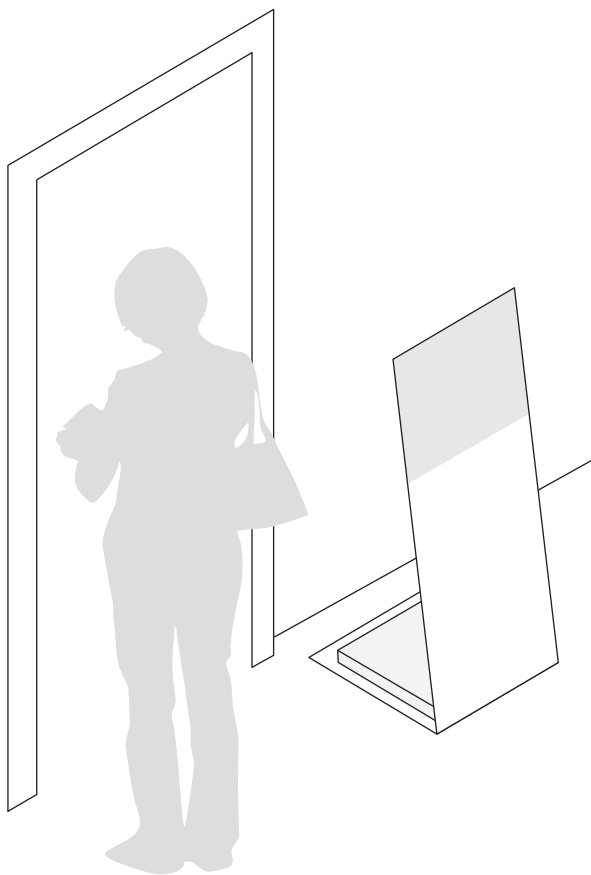
- *Visitor Center* (1)
- *Exhibits* (3):
  - » *Entrance to Store*
  - » *South entrance to Warehouse*
  - » *Entrance to Leaching Plant Warehouse*

They are movable and can be brought in at the end of the season, at which point staff must take care not to damage historic wooden doorways. However, the size and weight of the outdoor facility signs discourages frequent moving and, as visitors may still find them helpful points of reference after-hours, they are designed to be left outside for the duration of the season. A sand-filled burlap ore sack on the base helps prevent them from tipping over in the wind.

These facility signs are extremely durable and, given the history of metal on the site, should not need to be replaced for many decades.

#### Technical Specifications

- **Materials and Color:**
  - » *Corten steel of a color that matches weathered metal on the site (testing required)*
  - » *Weighted with sand-filled burlap sack on the base*
- **Dimensions:** 18" x 48" (WxH)
- **Lettering:** Sherwin Williams White (SW2123 N 9.5) lettering in 180 point size ITC Franklin Gothic
- **Accessibility:** Braille (translation by fabricator)
- **Location:** Free-standing and placed parallel to the subject buildings or otherwise located in a manner that minimizes intrusion on the view corridor and historic character of the NHL



Proposed free-standing signs have a reclined front surface and can be weighted for stability





### 5.2.2 INDOOR FACILITY SIGN

#### *Exhibits Sign*

Because many visitors seeking the Exhibits will enter the Store, one (1) “Exhibits / —>” sign is placed:

- *In the Store, on the shelves along the west wall, near the door to the Warehouse / Exhibits (1)*

The “Exhibits” sign can be fitted into the same wooden stands used elsewhere in the Exhibit Center to support graphic panels on historic shelving.



#### *Technical Specifications*

- **Material:** High-quality, sealed, outdoor-durable high pressure laminate
- **Color:** Black; one portion printed to mimic rusted steel matching the color of other weathered metal on the site
- **Dimensions:** 24" x 12" (WxH), 0.25" thick to fit into wooden support
- **Lettering:** Sherwin Williams White (SW2123 N 9.5) lettering in 150 point size ITC Franklin Gothic
- **Accessibility:** Braille (translation by fabricator)
- **Location:** On historic shelving along back wall of Store, close to doorway to Warehouse
- **Attachment:** Supported by a wooden graphic support similar to those used for the inset panels in the Exhibit Center

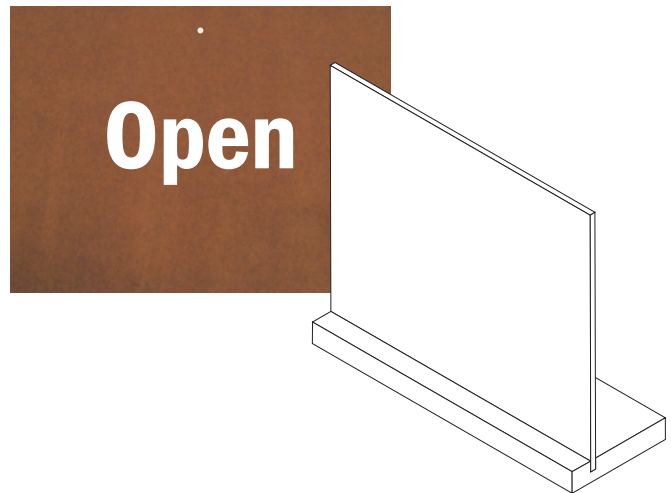
### 5.2.3 OPEN SIGNS

The following buildings are identified only by a simple sign with “Open” on one side:

- *All publicly accessible buildings (13)*

Extra signs (20 total) should be printed to ensure that there are enough as more buildings are opened to the public.

The sign can be mounted three ways, in all cases near to the front door or visible from the main street. It can be (a) placed in a wooden base similar to those used for interpretive panels in the Warehouse Exhibit Center but slightly narrower (4" wide); (b) leaned in a window; or (c) hung outside on a nail near the door using the small hole in the top of the sign. Signs are removed from view when the buildings are closed.



#### *Technical Specifications*

- **Material:** High-quality, sealed, outdoor-durable high pressure laminate
- **Color:** Printed to mimic rusted steel matching the color of other weathered metal on the site
- **Dimensions:** Surface equal to or under 16" x 12" (WxH), 0.25" thick to fit into wooden support
- **Lettering:** Sherwin Williams White (SW2123 N 9.5) lettering in 300 point size ITC Franklin Gothic
- **Accessibility:** Braille (useful when signs are hung outside; translation by fabricator)
- **Location:** In each publicly accessible building, when open, in a location visible from the main street or near the entry
- **Attachment:** In the window, on a wooden base, or hung on a nail near the door

#### 5.2.4 HOURS OF OPERATION SIGNS

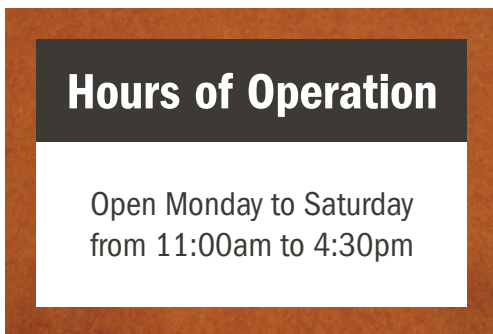
An Hours of Operation sign is needed in each of the following locations:

- Visitor Center window (1)
- Store window (1)

Two extra signs (4 total) should be printed.

These signs are made of high-quality high pressure laminate to ensure that they will endure for many years. The top portion is permanently painted with “Hours of Operation” in white *ITC Franklin Gothic Standard* lettering. The lower portion has a plexiglass sleeve with room for staff to slide in a print-out (8.5" x 11", folded in half lengthwise) of the current hours of operation.

These signs will be left in place, visible to the public, even when the building is closed.



##### Technical Specifications

- **Materials:**
  - » High-quality, sealed, outdoor-durable high pressure laminate
  - » Plexi sleeve to fit a print out of 11" x 4.25" (WxH; i.e., a 8.5" x 11" paper folded in half)
  - » **Color:** Black, with portion printed to mimic rusted steel matching the color of other weathered metal on the site
- **Dimensions:** 12" x 8" (WxH)
- **Lettering (permanent):** Sherwin Williams Iron Ore (SW7069) lettering in 80 point size ITC Franklin Gothic Demi Condensed and 60 point size ITC Franklin Gothic Book Condensed
- **Location:** In the window or other easily observable location, next to the Open/Closed signs
- **Attachment:** In the window or on a wooden base

#### 5.2.5 RESTROOM SIGNS

A total of five (5) restroom signs are required:

- Outhouse on deck near Visitor Center (1)
- Recreation Hall (2)
- Outhouse across from the Store (1)
- Outhouse at North Trailhead (1)

Made of Corten steel, they will endure outdoors for many years. Braille is added to make this sign ADA compliant.



##### Technical Specifications

- **Material:** Corten steel of a color that matches weathered metal on the site (testing required)
- **Dimensions:** 12" x 16" (WxH)
- **Lettering:** Sherwin Williams White (SW2123 N 9.5) lettering in 150 point size ITC Franklin Gothic
- **Accessibility:** Braille (translation by fabricator)
- **Location:** On door of restroom
- **Attachment:** Attach directly to non-historic surface

### 5.2.6 RANGER-LED PROGRAM SIGNS

These signs are designed to be updated daily by staff, to alert visitors to upcoming programs and events. One is placed in a wooden graphic support on the reception desk in the:

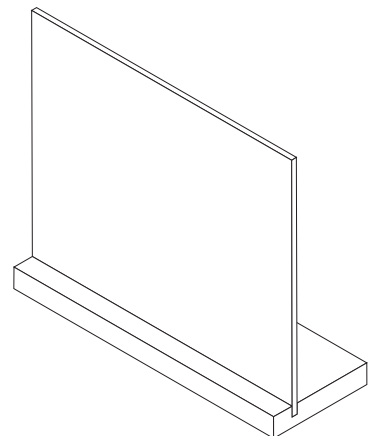
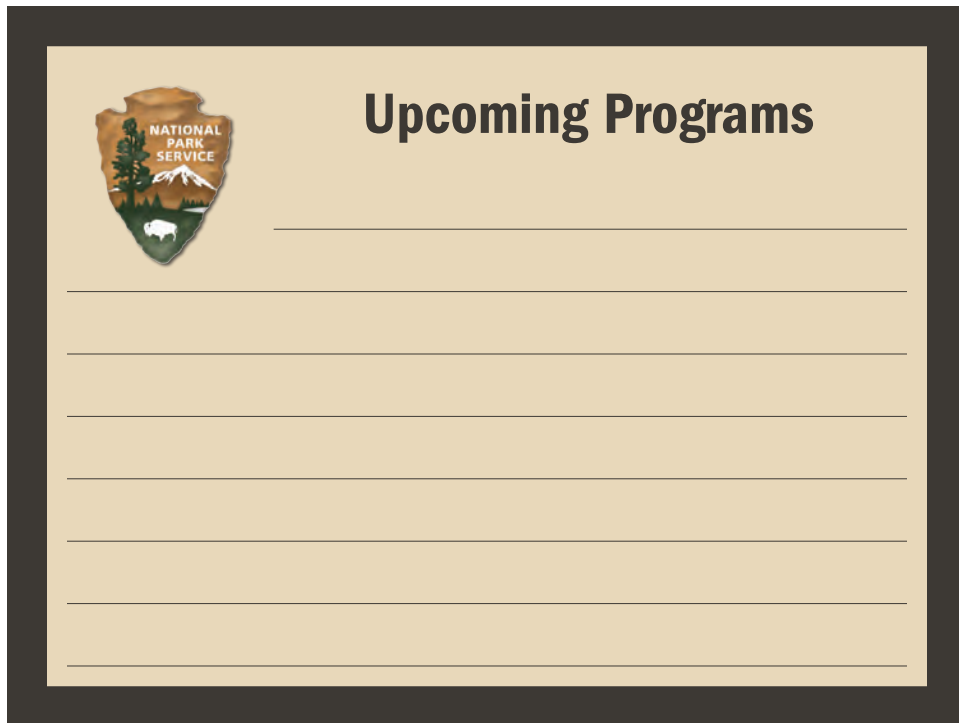
- *Visitor Center (1)*

Due to wear because of daily use, two extra signs (3 total) should be made.

The front surface of the sign is covered with a coat or two of clear whiteboard paint (such as Ideapaint, [www.ideapaint.com](http://www.ideapaint.com)), allowing staff to use an erasable marker. A faint grid pattern helps to guide handwriting.

#### *Technical Specifications*

- **Materials:**
  - » *High-quality, sealed, outdoor-durable high pressure laminate*
  - » *Clear whiteboard paint*
- **Color:** *Border and fine lines: Sherwin Williams Iron Ore (SW7069); interior: Sherwin Williams White (SW2123 N 9.5)*
- **Dimensions:** *Surface 24" x 18" (WxH). 0.25" thick to fit into wooden base*
- **Location:** *On reception desk in Information Station*
- **Attachment:** *On a wooden base*



### 5.2.7 INFORMATION BOXES

NPS Information boxes contain maps and brochures printed in-house to make information available to visitors during and after hours. They are placed in key locations across the site:

- Shuttle Bus Turn Around (1)
- Store (1)
- Recreation Hall (1)
- Depot (1)
- North Trailhead (2)

Two extra (8 total) should be made. If a Trail Junction Map is installed on a post at the South Trailhead (Kennecott entrance to the Wagon Road), an Information Box may be welcome there (1 additional, 9 total).

The boxes are made of Corten steel to be bear-resistant and durable in all weather.

Six of the boxes simply say "Information" on the top in white ITC Franklin Gothic lettering. The underside of the lid requests that visitors "Return to box when done".

The other two boxes say "Backcountry Itineraries" on the top in white ITC Franklin Gothic lettering. The underside of the lid requests that visitors "For your safety, fill out your itinerary and place in the locked box for staff to collect." These two boxes also include an insert that locks onto the middle divider, creating a ballot-style box in which visitors to submit their backcountry itineraries.

At the North Trailhead, one (1) box will be a regular "Information" box, and one (1) will be a "Backcountry Itineraries" box containing the locking insert.

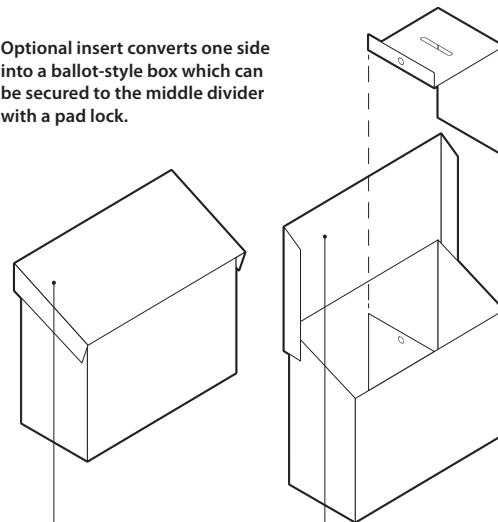


Image for reference only.  
Redwood National and State Parks, 2015

#### Technical Specifications

- **Materials and Color:** Corten steel of a color that matches weathered metal on the site (testing required)
- **External Box Dimensions:** Approx. 12" wide, 6" deep, 12" high (front), 16" high (back). Lid at approximately 45 degree angle
- **Lettering:** Sherwin Williams White (SW2123 N 9.5) lettering in 180 point size ITC Franklin Gothic (top of lid), 96 point size ITC Franklin Gothic (underside of lid)
- **Accessibility:** Braille (translation by fabricator)
- **Attachment:**
  - » On existing wooden fencing where available
  - » On Corten steel posts where no fencing is available (must be metal to avoid interference by bears who chew wood)

Optional insert converts one side into a ballot-style box which can be secured to the middle divider with a pad lock.



Information

Return to box when done.

Backcountry  
Itineraries

For your safety,  
fill out your itinerary  
and place in the locked box  
for staff to collect.



### 5.2.8 TRAILHEAD PANELS

Information-rich trailhead panels are designed to give park visitors an overview of hiking opportunities in the area and provide enough information for visitors to make a suitable trail choice if the Visitor Center is closed.

Trailhead panels are needed at the following locations:

- Shuttle Bus Turn-Around (on the back of the north wing)
- Across from Store (in existing kiosk)
- North Trailhead (in existing kiosk)

An extra panel (**total 4**) will be printed in 2016.

Currently, the long-range plan is to remove the kiosks across from the store and at the North Trailhead. If that occurs, new trailhead panels should be made and mounted on metal posts.

Trailhead panels include the following information:

- Map
- "You are here" indicator
- All major hiking routes in area:
  - » Name
  - » Point of departure
  - » Distance
  - » Elevation change
  - » Average time – i.e.: distance to Erie Tram and Jumbo are similar, but Jumbo is straight up and takes much longer
  - » Difficulty rating
- Bear-proof food storage locations
- Restrooms / Outhouses
- Inset of site map with trailheads indicated

In addition, all trailheads will include information on:

- *Bear safety*
- *Proper waste disposal*
- *Safe travel on glaciers*
- *Backcountry itineraries—why and how*

Specific hiking directions are provided via the trails handout.

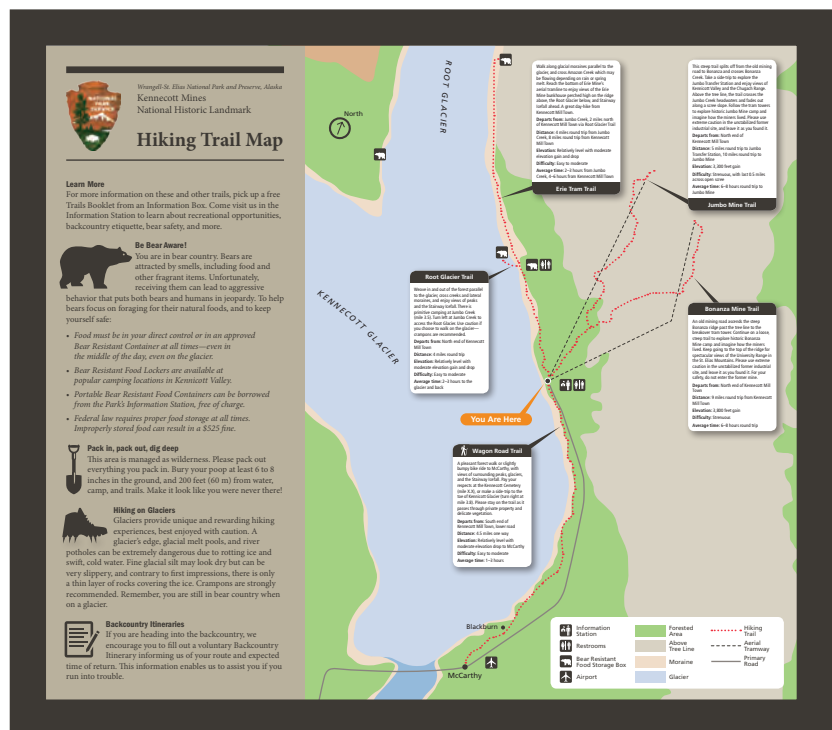
*Note:* All hiking distances are measured from the North Trailhead, except the Wagon Trail, (South Trailhead) which is measured from the entrance to that trail, near the Dairy Barn.

## Guidelines

- *Replace the doors on the kiosk across from the store with doors with a single pane, so that the frame does not obstruct map information.*

## Technical Specifications

- **Materials:**
  - » **Panel:** High-quality, sealed, weatherproof high pressure laminate (this was selected over enamel as its modest cost facilitates replacement if damaged)
  - » **Frame and posts** (for panels not mounted on a kiosk): Metal to avoid interference by bears
- **Dimensions:** 34" x 30" (WxH)
- **Attachment:**
  - » On existing kiosks
  - » On Corten steel posts when no kiosk is available (mounting is metal to avoid bear interference)







Existing kiosk across from the Store. A Trailhead Panel will replace printed bulletins in one side of this kiosk. A site map may also be a welcome addition here. The doors must be replaced with single-pane doors so that the frames do not obstruct the maps. Long range plans include removal of this kiosk and installation of a post-mounted Trailhead Panel.

NPS, 2016



Existing kiosk at the North Trailhead. A Trailhead Panel will be added to the bear safety information. Long range plans include removal of this kiosk and installation of a post-mounted trailhead panel.

NPS, 2016



Existing outhouse and kiosk at the North Trailhead.

NPS, 2016



### 5.2.9 TRAIL JUNCTION MAPS

Currently, carved wooden signs mark trail junctions. Trail Junction Maps will be added to these in coming years. Trail Junction Maps contain a simplified map of the relevant trail(s) and key information, such as distance. Small and simple, Trail Junction Maps are designed to help visitors make a suitable choice about which trail to take, and whether to continue or return.

Trail Junction Maps (**total 4**) are needed at the following locations:

- Entrance to Wagon Road at Kennecott (South Trailhead)
- Switchback above the Tram Deck
- Junction between Jumbo Trail and Bonanza Trail
- Junction between Root Glacier Trail and Erie Trail

Trail Junction Maps include the following information:

- Simplified, diagrammatic map of the relevant trail(s), oriented to north
- "You are here" indicator
- Information on relevant trail(s):
  - » Distance
  - » Elevation change
  - » Average time—i.e. distance to Erie and Jumbo are similar, but Jumbo is straight up and takes much longer
  - » Difficulty rating
- Bear resistant food container locations

#### Technical Specifications

- **Materials:**
  - » **Panel:** High-quality, sealed, weatherproof high pressure laminate
  - » **Frame:** Metal to avoid interference by bears
- **Dimensions:** TBD
- **Attachment:** On metal or Corten steel posts to avoid interference by bears



Existing trail junction signage.  
NPS, 2015



Image for reference only.  
Trail junction map size is approximately 12" x 18".  
North Vancouver municipal trails, Canada. Photo: Robin Anderson, 2016



Image for reference only.  
Trail junction map size is approximately 12" x 18".  
North Vancouver municipal trails, Canada. Photo: Robin Anderson, 2016

### 5.2.10 ARTIFACT LABELS

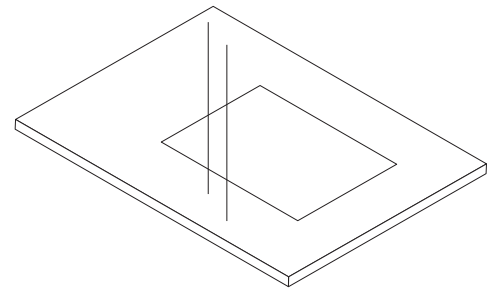
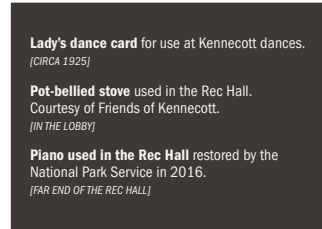
Artifact labels were designed in 2016 for artifacts identified at that time for display in exhibits. However, it is likely that WRST will continue to receive artifacts loaned for display in the exhibits in years to come. Proper acknowledgment of these objects and their lenders or donors is critical.

Two types of artifact labels are possible:

- A card stock version to be used when the label is to be positioned on a flat surface under glass
- A paper and foamcore version to be used when the label is to be positioned upright, in a wooden stand similar to 5.2.6. Should be printed to regular paper, and glued to a piece of foamcore cut to the same size

Both can be printed in-house by park staff, and changed or updated as necessary.

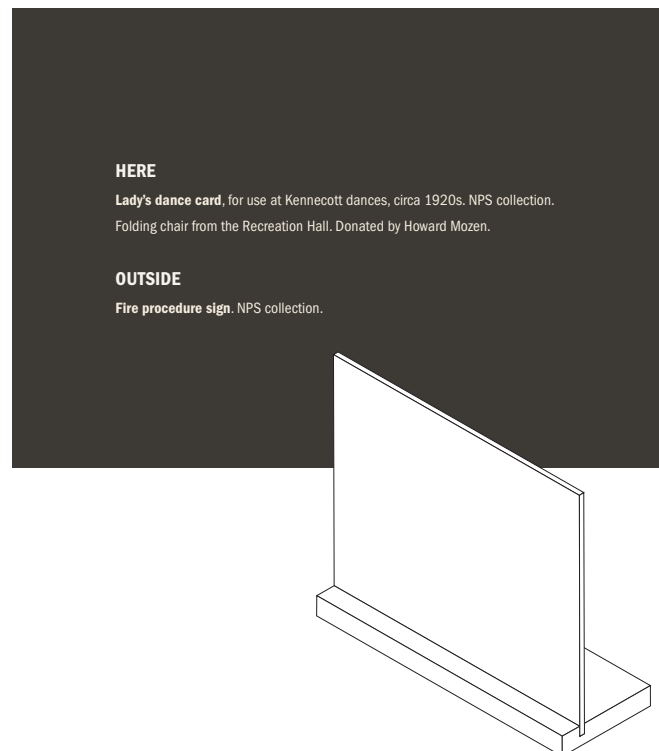
Refer to section 2.3 for the wording of how to credit lenders and donors.



[Above] Horizontal artifact label positioned under glass.  
[Below] Upright artifact label supported by wooden base.

#### Technical Specifications

- **Materials:**
  - » **Under glass:** Print directly to card stock
  - » **In wooden stand:** Print on paper, and glue to foamcore (black foamcore is preferred)
- **Dimensions of printed surface:**
  - » **Small:** 5" h x 7" w ;
  - » **Large:** 10" h x 14" w
- **Dimension of foamcore backing (label in stand):** 1/4" or 6mm thick. Note: Wooden stands have been provided of varying sizes. Please identify the wooden stand first, and verify the width of the groove before ordering the foamcore.
- **Color:** Black or charcoal gray background
- **Lettering:**
  - » White lettering in Franklin Gothic (ITC is preferred, Medium or Book are acceptable if ITC is not available on Park computers),
  - » Minimum 24 point size font





## 5.3 Bulletin Boards & Templates for Printed Materials

### 5.3.1 BULLETIN BOARDS

Bulletin boards were used historically and continue to serve contemporary functions. A historic photo (at right) of the Depot, taken around 1939, shows a bulletin board to the east of the window on the Depot's south face. With its dark-stained wood frame, it serves as inspiration for the new NPS bulletin boards on the site.

The new NPS bulletin boards have a painted cork surface and mounted on a plywood base, surrounded by a dark-stained wood frame. They will be located at:

- *Shuttle Bus Turn-Around (outside of south wing)*
- *Recreation hall (left of front door)*
- *Depot (south face, right of window)*

A new bulletin board will be created for the Depot in the style of the historic one.

The bulletin board at the Rec Hall will be replaced or repainted to have the same look as the new NPS bulletin boards, and will be made available for community use. It will say "Community Postings."

A new bulletin board will be created for the Shuttle Bus Turn-Around. One half will be designated for NPS use, and the other for community use to encourage community members to use the board rather than the Shuttle Bus Turn-Around structure itself. The shuttle bus schedule is made available to visitors inside the kiosk, via an 8.5 x 11 printed paper schedule slid into a dedicated sleeve in one of the information panels.

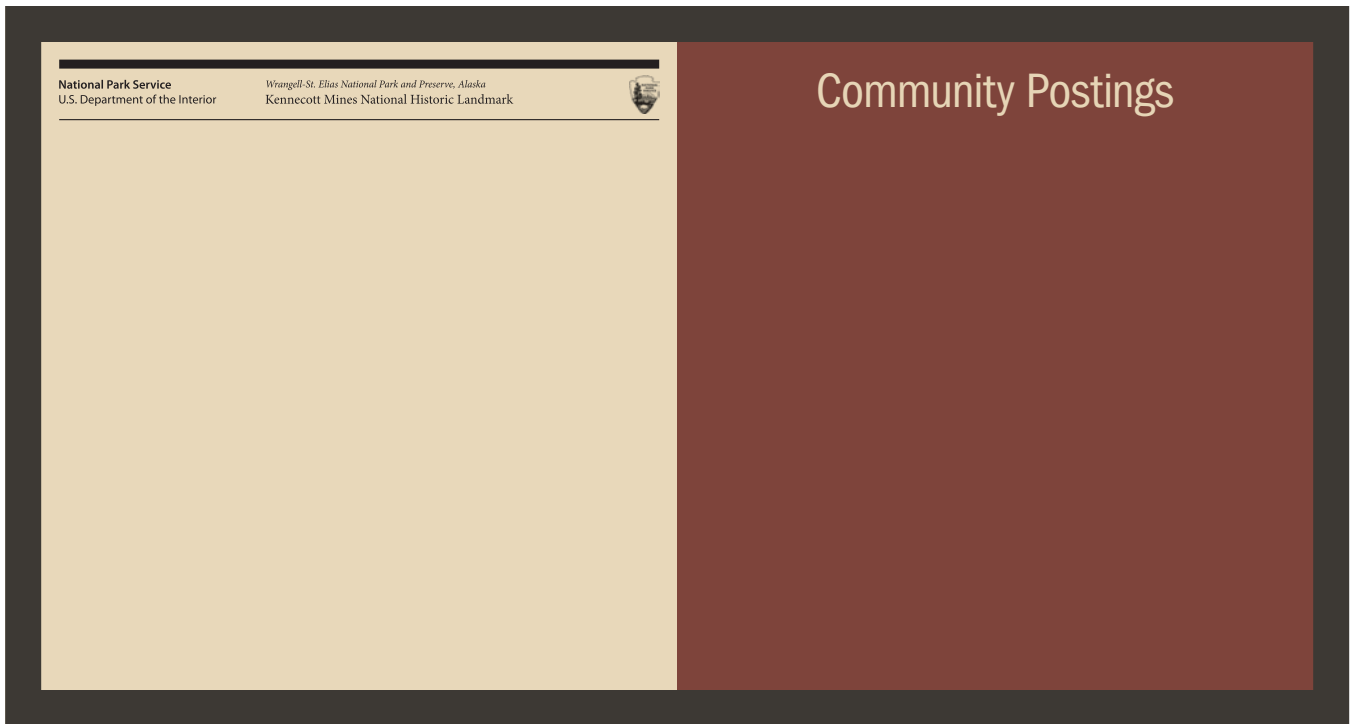
#### Guidelines

- *Replicate the historical bulletin board on the Depot in the 1939 photo at right, and place in situ.*
- *Create a new bulletin board for the Shuttle Bus Turn-Around, with half designated for NPS use, and the other half for community use.*
- *Create a new bulletin board for the Recreation Hall*
- *Use NPS-designated InDesign templates for all NPS postings (see Section 5.3.2).*

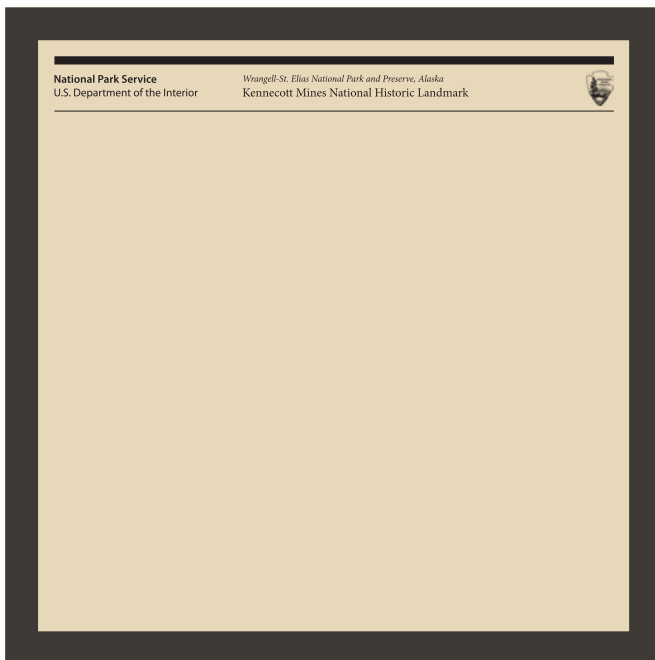


#### Technical Specifications

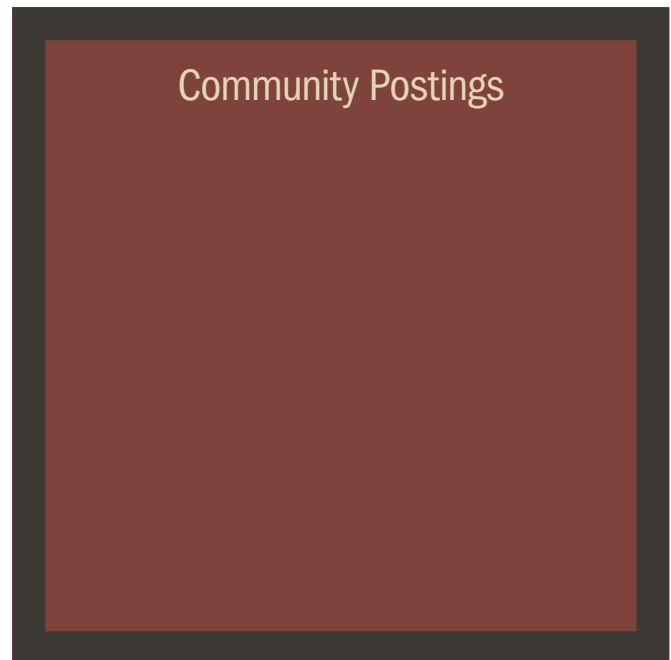
- **Materials:** Cork surface mounted on a plywood base, surrounded by a 2" wood frame
- **Colors:**
  - » *NPS board interior:* Sherwin Williams White 2123
  - » *Community board interior:* Sherwin Williams Farmhouse Red 2301
  - » *Exterior Frame:* Sherwin Williams Iron Ore SW7069
- **Dimensions:**
  - » *Shuttle Bus Turn-Around:* 56" x 30" (WxH)
  - » *Depot:* 30" x 30" (To be confirmed)
  - » *Rec Hall:* 37" x 28" (WxH)
- **Lettering:** ITC Franklin Gothic in Sherwin Williams White (SW2123)



Bulletin board for Shuttle Bus Turn-Around



Bulletin board for Depot



Bulletin board for Rec Hall

### 5.3.2 TEMPLATES FOR PRINTED MATERIALS

All material printed in-house should use standard NPS InDesign templates, all of which can found online here:

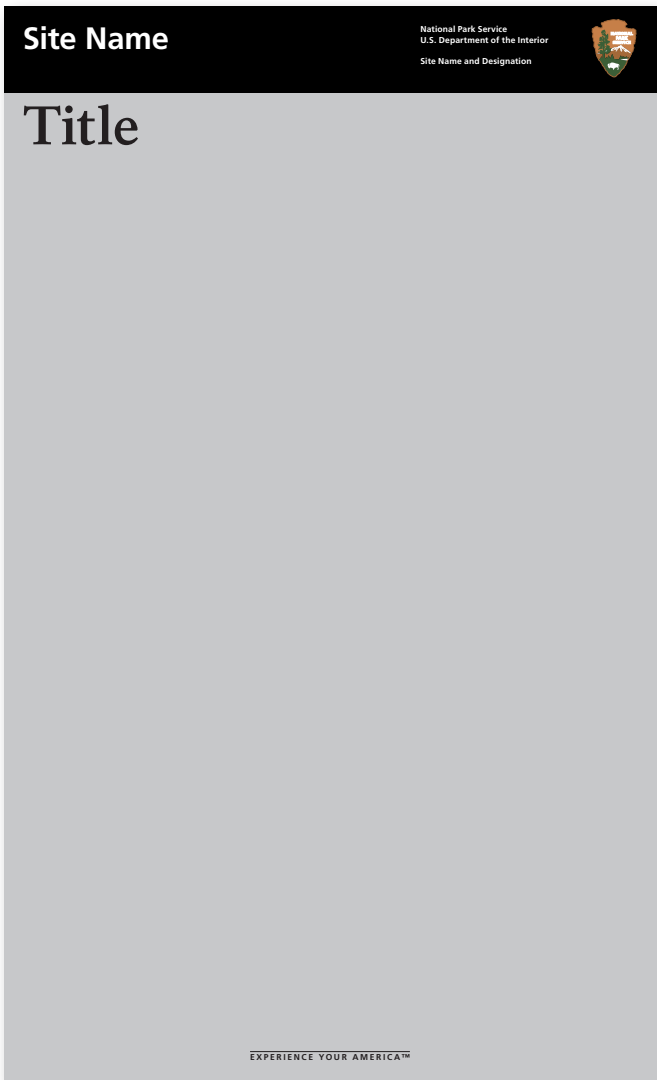
<https://www.nps.gov/hfc/services/identity/templates.cfm>

Templates in Word, based on the Harpers Ferry InDesign templates, are provided by the exhibit design team and available on the WRST staff computer system.

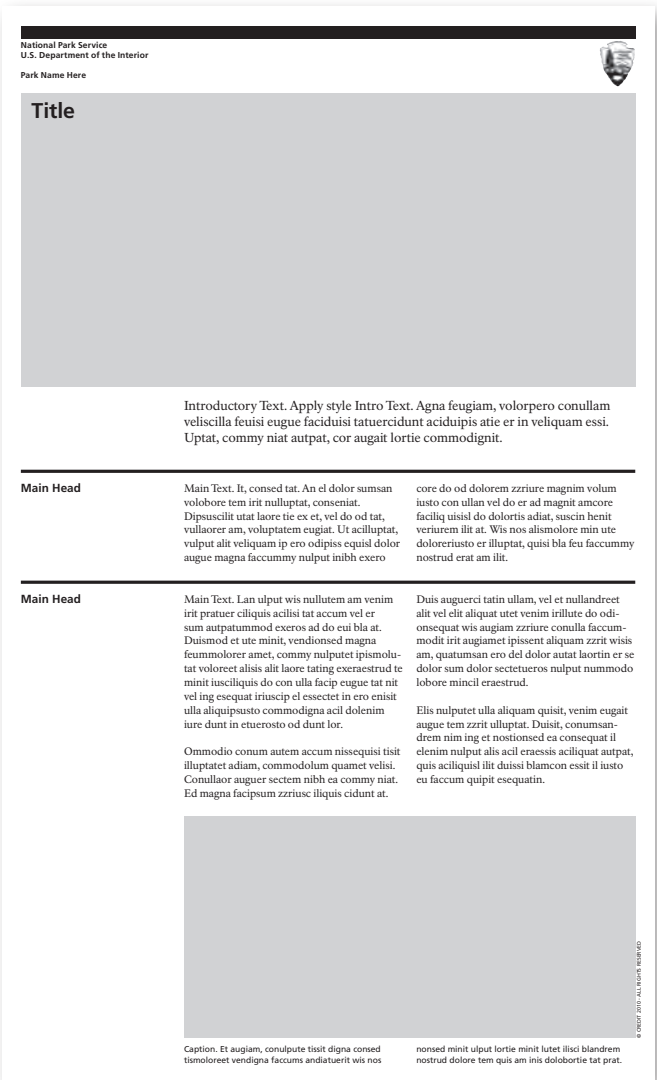
For a pop of color, colored paper may be used.

#### Guidelines

- Use NPS templates for the creation of:
  - » All postings on bulletin boards
  - » Shuttle bus schedule
  - » Printed site maps
  - » Printed brochures, etc



NPS Template – Poster 8.5"x 14"



NPS Template – Site Bulletin 8.5"x 14"



## 5.4 NPS Regulatory and Safety Signs

Safety is an important concern for Kennecott visitors and staff. Historic debris, the potential for fire, bear encounters, hazardous materials such as arsenic and lead, hidden explosives, and ongoing construction all present potential safety issues that warrant signage. Contemporary signs must meet NPS UniGuide standards so the public can easily notice and understand them. Standard signs can be found here:

<http://www.safetysign.com/>

Examples of permanent regulatory signs might include:

- *Parking Area*
- *Please Drive Slowly: Pedestrian Area*
- *No Smoking*
- *No Fires*
- *No Entry Beyond This Point*
- *Warning Hazardous Materials*
- *"Weight limit" safety sign at bridge over National Creek*

Temporary regulatory signs may also be needed on occasion.

Additional safety information is integrated into the welcome and information signs at the Shuttle Bus Turn-Around, and into trailhead signs, and placed in the existing kiosks as required.

Every attempt is made to limit the number of regulatory signs within the historic site. Alternative means for influencing behavior should be explored. For example, rather than using a "No Parking" sign, parking could be discouraged through use of boardwalks, rails, historic debris, benches, etc.

### Guidelines

- **Location:** *Permanent regulatory signs displaying safety information signs are located for maximum effectiveness, e.g.*
  - » *Shuttle Bus Turn-Around*
  - » *Information Station*
  - » *Kiosk across from the Store*
  - » *Near a specific feature*
- **Context:** *Wording conveys applicability, i.e., if limited to NPS property*
- **Standards:** *Regulatory signs meet existing NPS UniGuide Standards*
- **Materials:** *Standard, commercial OSHA-approved metal signs*
- **Mounting:** *Signs are mounted on a Corten steel post to match other signage materials in use at the site. For signs subject to vehicle collision, sturdy posts include a ring of perforations at the bottom of the post to allow it to bend in case of a vehicle collision (i.e., a "breakaway pole")*
- **Construction signage:** *OSHA-approved temporary flagging, barriers, and fencing are allowed on construction sites*



#### 5.4.1 NO TRESPASSING SIGNS

"No Trespassing" signs were developed as part of exhibit design in 2016. Every effort should be made to limit their use on NPS property.



##### Guidelines

- Offer "No Trespassing / Private Property" signs to private landowners within the NHL for display on their property.
- Use "No Trespassing" signs on NPS property for which visitor exploration should be discouraged:
  - » Buildings managed as ruins or which contain serious hazards to visitors
  - » NPS staff housing
- Make every effort to minimize the use of these signs on NPS property

##### Technical Specifications

- **Materials and Color:** Corten steel colored to match weathered metal on the site. (testing required)
- **Dimensions:** 12" x 18"
- **Lettering:** Sherwin Williams White (SW2123 N 9.5) lettering in 180 point size ITC Franklin Gothic
- **Attachment:**
  - » Avoid mounting to historic structures
  - » Mount on existing wooden fencing or directly to a non-historic building
  - » Mount on Corten steel posts (must be metal to avoid interference by bears who chew wood)

#### 5.5 Other Non-Historic Signs

Any sign on public property within the National Historic Landmark that did not originate in the period of significance is removed, unless it relates to one of the contemporary purposes noted above and follows the applicable design guidelines.

An exception will be made for the "Silk Stocking Row" sign, which was erected during and therefore represents its own period of significance for the community, between the closure of the mines and acquisition by the NPS.



# 6.0 Commercial Signs

Signage is essential to the marketing of a commercial enterprise, and today’s NHL includes several private commercial enterprises. Historically, however, few private enterprises existed in the mining camp.

These guidelines are offered to commercial operators within the NHL as a starting point for design, should they want their signage to contribute to the historic feel of the site. The guidelines have been developed with the following key parameters in mind:

- *Use of historic color palette*
- *Use of wood in locally available forms*
- *Ease of adoption*
- *Do-It-Yourself factor*
- *Ability to vary or personalize*

These guidelines are suggestions only. However, the local NPS maintenance team is available for consultation with commercial businesses to assist in developing commercial signs. Come talk to us!

## Sherwin Williams Historic Colors for NPS:

Farmhouse Red 2301	White 2123	Iron Ore 7069
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## Suggested color palette of Sherwin Williams Historic Colors for Commercial signs:

Four alternative hues are paired with the Sherwin Williams White 2123 to create a more cohesive color family with a shared neutral base.

Oakmoss 6180	White 2123	Still Water 6223	White 2123
Craft Paper 6125	White 2123	Expressive Plum 6271	White 2123

## Guidelines

- **Suggested Materials:**
  - » *Dimensional lumber (preferred)*
  - » *Tongue and groove siding (preferred)*
  - » *Plywood (least preferred)*
  - » *Timber posts*
  - » *Flat board trim*
- **Sign Dimensions:** *Varying as required*
- **Sign Supports:** *4 x 4 post(s), ideally raising the top of the sign no higher than 5’-0”*
- **Lettering:** *Stencil*
- **Colors:** *Ideally, signs would use Sherwin Williams White 2123, and one other color from the following historic palette:*
  - » *Sherwin Williams Oakmoss 6180*
  - » *Sherwin Williams Craft Paper 6125*
  - » *Sherwin Williams Still Water 6223*
  - » *Sherwin Williams Expressive Plum 6271*
  - » *The traditional historic red should be avoided to help distinguish commercial enterprises from historic and NPS signage*
- **Trim:** *If a trim is desired, it would ideally be 2.5” wood trim. On pale-colored signs, it could be painted or stained Black (SW6993); on dark-colored signs it could be White (SW2123 N 9.5)*
- **Accessibility:** *All signs are encouraged to meet current Americans with Disabilities Act standards. The suggested design shown on the next page uses 2” tall stencil lettering for the business name and 3/4” tall stencil lettering for the pricing details. To achieve a high enough color contrast to be visible to people with low visibility, consider using:*
  - » *Sherwin Williams White (SW2123 N 9.5) lettering against any background painted with one of the suggested Sherwin Williams colors*
  - » *Sherwin Williams Black (SW6993) lettering against any background painted white*
- **Durability and Maintenance:** *Use of an appropriate stain or varnish to protect wood and paint from the elements, and regular upkeep, are recommended as maintenance is easier and more cost-effective than cycles of deterioration and replacement.*



*Suggested design of sandwich-board style signs:*



*Example of stencil lettering:*

**Aa Bb Cc**  
**defghijklmnopqrstuvwxyz**  
**1234567890**







For more information contact:

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