Planning Guide to Design a Designated Appalachian Trail Community Kiosk

Table of Contents

Project Overview **4**
Definitions 5

Getting Started **6**

Audience **6**

Location and Themes **6**
Location 6
Themes 7
Sign Ordinances 10
Getting to and from the Trail 10

Partnerships **10**
Funding Partners 11
Service Partners 11

Budget **13**
Kiosk Construction Planning 13
Panel Design 13
Panel Construction Material 14

Phase I: Kiosk Basics Planning Worksheet **16**
Purpose 16
Audience 16
Themes and Location 17
Permits and Permission 19
Partnerships 19
Budgeting 19

Elements of a Panel **21**

Logo Usage **21**
Required Logos 21
Optional Logos 21
Logo Restrictions 21

Text **22**

Map **23**
Naming Features 23
Proper Names *23*
Icons *23*
Take Away Maps 24

Content Considerations **24**

Panel Design **24**
Required Elements 25
Required Copy Content *25*
Required Design Elements *25*
Recommended Elements 25

Recommended Content *25*
Recommended Design Elements *26*

Sample Panel **27**

Technology Enhancements **28**

Guidelines for Selecting Images and Graphics **28**

Dynamic Content **29**

Supplemental Information **29**

Installation & Unveiling **29**

Maintenance **30**

Appendix **31**
Sample: Request for Proposals from Designer 31
Kiosk Designs and Prices 33
Partnership Awareness and Approval Form 42
Other Template Design Options 48
Vertical *48*
Horizontal *49*
Kiosk Semi-Annual Review Worksheet 50

Project Overview

The Appalachian Trail (A.T.) is an internationally renowned footpath, and the A.T. Community program is a premier program of the Appalachian Trail Conservancy.

Designated A.T. Communities comprise a network of towns and/or counties along the 2,180-mile Appalachian Trail dedicated to promoting and preserving the iconic Trail. They serve as gateways to the Trail, provide services to Trail visitors, and are home to A.T. maintainers and students participating in the Trail to Every Classroom program.

The establishment of the Planning Guide for Designing a Designated A.T. Community Kiosk presents a cohesive signing program that will lend consistency to the A.T. Community brand, leverage the collective strength of the community network brand, and add value to the community itself by showcasing its features. The unifying aspect of these kiosks galvanize the similarities of these communities, and coalesce the collaboration among them as they highlight eco-tourism, preserve natural resources, and offer interactivity like questing as a means of exploring the Trail, its communities, and their past.

Designated A.T. Communities may utilize this guide to develop kiosks as part of their A.T. Community identity, facilitating the increased awareness for the Trail, community resources, recreation, and volunteer opportunities.

This tool will help achieve the consistency we seek by prioritizing content while allowing community personality to shine.

Signs in designated A.T. Communities may serve one or more of these roles:

- Provoke the imagination for something bigger, and inspire people to go out and find the Trail
- Welcome hikers and orient them to services found in the community
- Raise awareness for the Trail as a community resource
- Offer information on how to explore the Trail for recreation, to reconnect with nature, or as a volunteer

The guide provides scalable options for one panel or two panels to be used independently or in concert with a larger kiosk that includes a bulletin board for dynamic information.

> ***Keep in mind that not more than one theme should appear on one panel so that it is crisp, draws attention, and is easily read.***

This guide is a compilation of all the resources necessary to envision, collaborate, plan, and succeed in the creation of your kiosk! It consists of required “rules” to follow when utilizing logos, best practices for text copy, suggestions for content, and case studies of projects.

Case studies appear in blue boxes throughout the guide. The case studies included as part of the manual are existing examples that do not necessarily include the guidelines provided herein.

Future iterations of the guide may include case studies of kiosks that incorporate the standards of this manual.

This document provides worksheets that will guide you through the planning process. The output of the worksheets at the end of each segment will embody the plan for a scope of work for the designer and sign fabricator selected for your project.

Definitions

For the purpose of this document, **kiosk** refers to the superstructure, the skeleton on which the information is wrapped, like “skin”. **Panel** refers to designed and fabricated materials mounted to the kiosk. **Bulletin board** refers to any plywood or corkboard facade built onto the kiosk that is secured using a framed, hinged cover of transparent material (like Plexiglas, Lexan, or glass).

Getting Started

Elements presented in this initial planning phase, include audience, location, thematic focus, partnerships, and budgeting. At the conclusion of this section there is a preliminary planning worksheet. The completion of this worksheet prepares you to select and begin working with a designer.

Audience

Potential audience groups include:

- Hikers (thru hikers, section hikers, day hikers),
- Tourists to community, visiting for other opportunities, and
- Locals who may or may not be aware or inspired by the A.T.

While the kiosk offers the opportunity to speak to an array of audiences, the message on any one panel is clearest when directed to one intended audience.

The opportunity presented with your kiosk is to quickly answer their questions. This means assessing what they know when they arrive, what they don't know, and what their interest is in the information presented.[i]

If your goal is to reach seasoned Trail visitors as well as to expose new people to it, you may consider a second side to your kiosk. This will allow you to engage both audiences without cluttering the panel or confusing the audience.

Location and Themes

Location

Identifying the right location for your sign will ensure its use and value. There are a number of considerations when assessing potential locations for your kiosk.

Ask yourself these questions as you scope out potential sites for your sign:

- What is the primary course of arrival of visitors to your community?
- Consider visitation patterns. What is the first destination for them upon reaching the town? Where will they go first?
- Does it make sense to position the sign nearest to the side of town that visitors will enter and depart from to reach the Trail?
- Is this location walkable? What is it like getting here by foot? What is it like connecting to the rest of the community from here, on foot?
- Standing here, could a visitor view a map that corresponds to the physical space around her, or would the map reference town details or the trail not viewable from this location?
- Is there enough space for multiple people to stand and view kiosk at this location?

- Would a sign here harmonize with the resource rather than conflict with the resource?

As you narrow your potential options for kiosk placement, seek recommendations from your target audience and from residents of your community.

Themes

In addition to offering a welcome and orientation (answering the question *"Where am I?"*), your community may share a nugget about its present or its past. Some thematic ideas to consider are listed below. Identify if certain themes are more relevant to certain locations because of the site's corresponding landscape.

Present

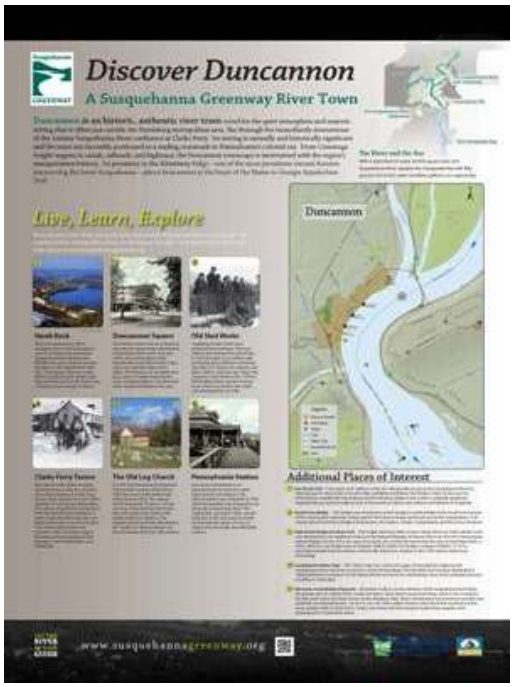
- Trail Neighbors
  - Helping our…
  - Commitment to the A.T.
  - Voices along the Trail (trail luminaries, for example)
- Explore the A.T.
  - Recommended hike(s)
  - Local points of interest
- Recreation
  - Nearby activities
- Natural Heritage
  - Flora and fauna that naturally occur in this area
  - Geology and landforms of interest

Past

- Conservation Heritage that include efforts to preserve lands, water, cultural resources
- Our Community: Then & Now
- Cultural Heritage of the community and/or its landscape: role in American history; industrial heritage; agricultural heritage; transportation heritage
- Emerging Frontier – ancients, expansion/settlers, landscape

Identify a relevant theme to each potential site, or select a universal theme for any site selected.

Case Study: Duncannon



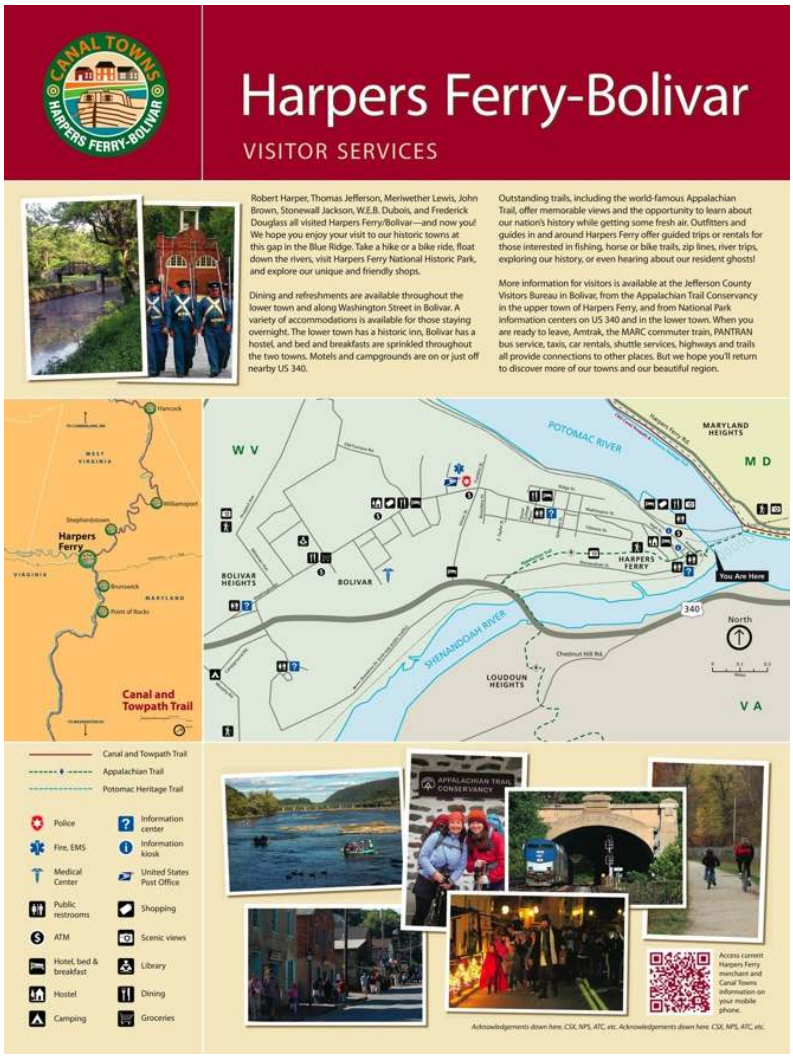
The kiosk in Duncannon is constructed of two panels. One features the A.T. and A.T. Community designation information. The other panel highlights other recreation activities in the area, like the Susquehanna River Greenway Trail.

Kiosks and fabricated panels placed outdoors are exposed to the elements. By being aware of the sign location, planners, designers and fabricators of your panels can chose the right blend of materials for the project and set appropriate expectations for its lifespan and scheduled replacement.

UV light can fade panels and vandals can damage them; luckily, production processes have improved the UV resistance and durability of modern panels. Nevertheless, take note of the direction your sign will face and the degree to which it is exposed to sunlight. A south-facing sign will fade more readily than others, but may serve as an asset when planning the orientation of an included map (which you will plan for in the second-half of this guide).

Note: If the site for your kiosk is located on land owned by a state or federal agency, there may be alternate specific design guidelines that must be followed in lieu of this document. For example, federal partners restrict the listing of specific business names but permit icons representing kinds of services found nearby.

Case Study: Harpers Ferry—Bolivar



The kiosk for the Harpers Ferry—Bolivar is located within Harpers Ferry National Historic Park. As such, it follows guidelines established by the National Park Service for signs, including the use of icons instead of business names on the map and key.

If you plan to post dynamic and changing content to a secured bulletin board as part of your kiosk, it may provide information about community current events and service providers, or it may be maintained by a local school or youth group to highlight the role of the A.T. as an asset to their community. (See the section about dynamic content in the second part of this guide.)

Sign Ordinances

Sign ordinances may present hurdles for establishing a kiosk in your community. If your community has ordinances, start early to work toward the necessary permissions for your sign.

If prohibitive restrictions persist, consider these alternative options to provide a source of current, relevant information:

- Post an information display inside a welcome center or tourist information office.
- Retrofit an existing bulletin board with dynamic content or a mounted panel.
- Create and circulate brochures as an alternative to welcome, orient, and inspire others to explore the Trail.

Getting to and from the Trail

Many communities are interested in establishing a clearer "link" between their town and the Trail, thereby utilizing wayfinding signs to direct people from communities to the Trail's access point(s) at nearby trailheads.

Communities are encouraged to work with their local club, regional ATC office, and state DOT to initiate work on this type of wayfinding signage. The Appalachian National Scenic Trail (ANST) logo may play a prominent role in assisting visitors in wayfinding to reach an A.T. Trailhead.

Helpful planning resources include:

- Sante Fe National Historic Trail Road Signs Planning Suite

Wayfinding signs direct visitors to trailheads with adequate parking, but where adequate parking is not feasible or desirable, the signage at the road crossing may be intentionally less obvious to discourage motorists parking on the shoulder of the road.

Partnerships

Cooperative management is at the heart of the Appalachian Trail. This type of management considers input and accrues value from a number of partners working together. This kiosk project offers the same potential.

Working with A.T. Communities, partners for the project include ATC, the local

Trail club(s), and may include one or more federal agency partners. State land-managing partners may also be integral.

Please use the Partnership Awareness and Approval Form found in the Appendix from the outset of the project to ensure partner awareness, potential participation, and approval of the final product.

Funding Partners

Other partnerships may include the financial support of tourism bureaus, scenic byways, or other grantmakers. Funding may be available through ATC's Grants to Clubs program.

Service Partners

Identify whether ATC or another partner has the professional services of a graphic designer and a cartographer/GIS specialist that can be committed for this project.

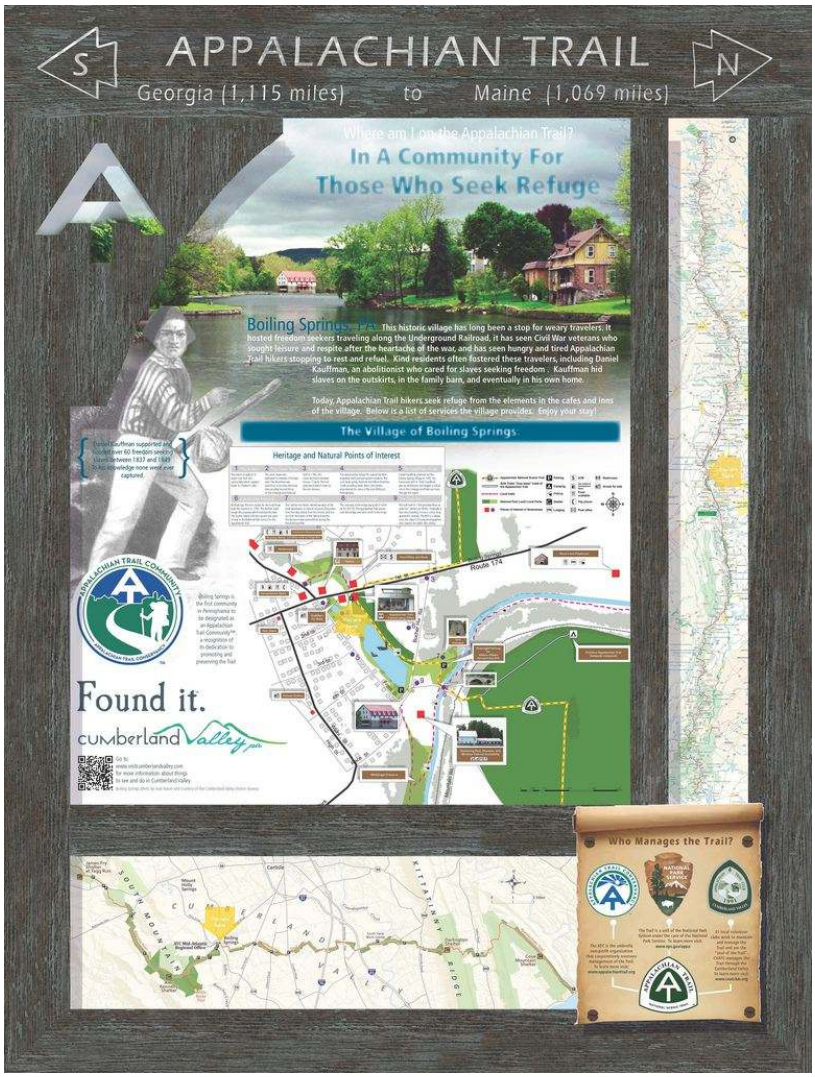
Scouts or schools may also lend a hand with construction or bulletin board maintenance as part of their community service goals.

As you move into the planning and budgeting components of this guide, assess resources from Trail club(s), scouts, or high school shop classes for the construction or installation component.

If there is a bulletin-board component to the style of kiosk you chose, explore interest from Trail to Every Classroom students in maintaining and updating all or part of that area as part of a service-learning component to their curriculum.

Several examples exist of students working cooperatively to maintain signs. Students in Hot Springs, N.C. maintain one side of a two-sided kiosk at the Trailhead at Serpentine Ave. This is a cooperative project of the USFS, Hot Springs Elementary School, Carolina Mountain Club, and ATC. Blue Ridge Middle School of Purcellville, V.A. provided content for a kiosk near the town at Snickers Gap, consisting of stories, art tiles, and Leave No Trace information. (On a related note, evidence suggests that kiosks prone to vandalism, once adopted by students, are less vandalized.) As a precaution, original art from students should not be posted directly, but scanned, printed, then posted.

Case Study: Boiling Springs



The Boiling Springs kiosk is located adjacent to the Appalachian Trail Conservancy office at Children's Lake. It provides a bit of history about the town, its current role as an A.T. Community™, and depicts cooperative management partnership in the lower right-hand corner. Cumberland Valley helped fund the project; their logo is also included.

Budget

There are a number of considerations that impact the cost of this project.

There is the time spent using this planning tool to establish the scope of work, the necessary time required to research and write content, select a designer, identify relevant images, work with the panel vendor, and identify and manage any project volunteers.

Other expenses include:

- Purchasing the rights to relevant images or illustrations
- Graphic design services
- Panel fabrication, plus tax and shipping
- Installation, both labor and materials

It's generally safe to estimate that panel fabrication, excluding tax and shipping, will make up 20 – 30% of the total project budget.

The scalable nature of this plan will allow you to select a kiosk design and method of panel fabrication that will best suit your budget.

Kiosk Construction Planning

There are two plans for roof-covered kiosks, long-lasting and economical, in the appendix costing $1,980 and $1,350 to construct, respectively. Another option for mounting to aluminum posts is also provided in the appendix.

Panel Design

The Appalachian Trail Conservancy recommends working with the graphic designer who developed the template for A.T. Community panels for $400 a piece. Alternatively, communities may request the raw design file template from ATC for use by their selected designer.

Panel Construction Material

The cost estimates provided here will help you determine which panel fabrication method is most appropriate for your budget. Others methods may be available.

Panel Fabrication Process	Description	Cost Estimate
Fused Polycarbonate: Vinyl inkjet printing fused between two sheets of polycarbonate	UV resistant Excellent color transmission Vandal resistant Damage to surface can often be cleaned or buffed 30% recycled materials ¼, ½-inch thickness available	$60—75 per sq.ft. at ½'' thick
High Pressure Laminate: inkjet printed paper and melamine sheets compressed with high pressure and heat. As the melamine resin melts, print is absorbed to consolidate product into single solid plastic piece	Excellent image quality 30% recycled materials.	$60—75 per sq. ft. at ½'' thick
Sintra: Moderately expanded closed-cell polyvinyl chloride (PVC) extruded to a solid sheet with low gloss, matte finish	• Lightweight and rigid. • Moisture and UV resistant	$9—12 per sq. ft.
Vinyl	Very good image quality. Easy to mount. Easier to damage.	$6—10 per sq. ft.
Matte Paper Printed, laminated	Fades fastest, least water resistant. Easier to damage.	$9 –12 per sq. ft.

After installation, there are the residual financial commitments to maintain the kiosk. Factor future maintenance or replacement into your budgeting for years to come.

Case Study: Damascus, Virginia

Damascus put up a 6 panel, 3-sided kiosk. It accommodates information about the Crooked Road, the Virginia Creeper Trail, and the Town of Damascus that has a map of eateries, laundry, groceries, and lodging. It also displays a special map of the A.T. that shows its course about 50-miles north and south of town. The kiosk was built by Abingdon Millwork and paid for through a grant by the Virginia Creeper Trail Club.

Phase I: Kiosk Basics Planning Worksheet

Purpose

Define the desired outcome of your kiosk. *(This is the number one priority!)*

_____

_____

_____

Audience

Rank the priority of the following audiences

_____ Hikers
_____ Tourists
_____ Locals
_____ Other: _____

Do you intend to target your kiosk to more than one audience?

If so, which ones, and why?

_____

_____

_____

Giving consideration to limiting the message of one panel to one audience, how will achieve your desired outcome of reaching more than one audience?

_____

_____

_____

Themes and Location

Use the grid below to decipher the potential for each of the locations under consideration.
Be sure your assessment includes, destination walkability, orientation in/near town for map-reading purposes, thematic appropriateness, likelihood this would be a realistic stop for intended audience given their visitation patters. Other considerations may include surface type for installation and available space for a cluster of visitors.

Location/Theme	Pros	Cons

Which location is best?
(Consider surveying hikers and community residents on their impressions about the utility and feasibility of a kiosk at this location before you finalize your decision.)

_____

_____

_____

Describe the theme you selected that corresponds with the location.
Provide as much detail on the content for this theme as you have at this time.
Tip: If you are still considering a couple of themes, you can work with the designer and your assembled graphic materials to decide which one presents the best visually.

_____

_____

_____

Assess Selected Site Dynamics

Is it indoors or outdoors?

If outdoors, what is the (compass) direction your sign will face?

If outdoors, will this location be in (select one):
full sun partial sun partial shade shade

Does a super structure already exist at this location to which you can mount or retrofit a new panel?

Do you intend to have a second or third side to your kiosk?

Describe the second and third sides, including content theme, production method, and compass direction(s).

_____

_____

_____

Permits and Permission

What approvals are needed to proceed with placing the sign at your preferred location?

Permission Needed	Date Requested	Date Granted

Partnerships

List the organization and a contact person for each partner joining in the planning, content development, design, and installation of your kiosk.

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

Utilize the Partnership Awareness and Approval Form (found in the appendix) at this initial stage of planning.

Budgeting

Based on estimates for design, fabrication and installation of the panels and kiosk, what is the total budget for this project? _____

Do you intend to rely on in-kind services for any portion of the project?
If so, complete the following.

In-kind Service	**Provided by**	**Est. Value**

Will you seek grant funding for this project? *If yes,*

Funder	Purpose	Amount	Proposal Due

Elements of a Panel

The elements of a panel include graphics and images, accompanying text, and a map. This section outlines any required elements and provides guidelines for creating consistency through the use of color and text. It will also help you define the specific information you plan to convey on any map you include. Other elements you may consider incorporating into your panel are technological enhancements.

Logo Usage

Required Logos

At its most basic an A.T. Community kiosk will include the A.T. community logo, the designated municipality's logo. *Who Manages the Trail?, a* visual description of the cooperative management system will include the logos of the Appalachian Trail Conservancy, the local A.T. maintaining club, and the local federal or state land-managing partner(s) closest to the community, as well as the Appalachian National Scenic Trail logo. Other logos that may be appropriate include partnerships with the state or county, tourism agency, or funders of the sign project.

A.T. Community Logo: The A.T. Community logo is meant to bring coherence to the A.T. Community Program and the network of municipalities. Follow the principles in the A.T. Community Logo Guidelines.

ATC Logo: The ATC logo may be used once permission is obtained from ATC. It may be appropriate to use the ATC logo as part of a panel designed to feature the Trail and its resources. With permission to use acquired, use of the logo should comply with the ATC Design Guide.

Optional Logos

A.T. Diamond Logo: The A.T. Diamond is a registered trademark of the Appalachian Trail Conservancy. It may be used as a design element in the sign. It is the original emblem of the Trail.

Logo Restrictions

Appalachian National Scenic Trail
The Appalachian National Scenic Trail logo, often referred to as rounded triangle, will appear as part of the infographic that depicts who manages the Trail. Other

than its usage in the cooperative management section, it should not be used in community kiosks without the express permission of the ANST Park Administrator. It is not intended for use in marketing the Trail or as part of any commercial endeavor, rather it is designed to be utilized for wayfinding, locating the Trail, and for educational purposes.[ii]

NPS Arrowhead
The NPS Arrowhead logo will appear as part of the infographic that depicts who manages the Trail. Other than its usage in the cooperative management section, it should not be used in community kiosks, unless the sign is located on NPS land.

Text

Text for information kiosks must appear as Adobe Frutiger, or if that is not available, Arial.

Increasing font size will increase the readability of the content. As a general rule, headers may be as large as 120 points, text may be as large as 32 points, and a section header may be 60 points. The NPS Harpers Ferry Design Center for the set its standard at 30 point size for main text, 108 point for titles, 22 points for captions, and offers variability for block quotes depending on size/space availability.[iii]

The National Park Service Harpers Ferry Center offers these best practices for increasing the legibility and comprehension of your kiosk in its Wayside Exhibit Typographic Standards (PDF).

- Increase line spacing (leading) above font point size. Recommendations for ratio are found in the Wayside Exhibit Typographic Standards
- Line length for blocks of text should be set between 6 – 12 words.
- Aligned text flush left with a jagged right edge
- Avoid hyphenation.
- Use a single space between sentences.
- Utilize em-dashes in sentences to offset phrases rather than single or double hyphens. An em-dash is created by selecting Option and Shift while striking the hyphen (-) key. Em-dash should also be used for indicated time frame (e.g. 5:00 p.m.—6:00 p.m.)
- Use no more than two fonts in one sign.

The USDA Forest Service Region 8 recommends black ink for designs since it lasts longer and requires a minimum text size allowance of 16 points.

Map

The map(s) you include on your kiosk will orient the visitor to her location with the community and/or to her location in relationship to the Appalachian Trail. Particularly if the Trail does not pass through the community, displaying two separate maps is the preferred method to meet both objectives.

The audience you determined for each panel will shape what information is displayed on the map(s) because it takes into consideration what they need to know.

NPS Harpers Ferry Center Wayside Exhibit Map Standards recommends these best practices for planning a map:[iv]

- **You Are Here** feature is the most important part of a map.
- As you consider features and labels to be included on the map, look for congruence with the language used on A.T. maps and in guidebooks.
- Always ensure that intersections of trails or roads intersect (touch) on the map.
- Wayside maps often work better when they are oriented in the same direction of the viewer, but there are exceptions to this general rule. Work with your designer and map specialist using the orientation guidelines found in the Wayside Exhibit Map Standards.

Naming Features

When mapping your town, you may either list business names or simply indicate where services exist with icons. There are benefits and drawbacks to each.

Proper Names

Listing business names offers a more personalized approach. It may be more helpful for hikers to see names because they may be planning to visit specific places based on information in their guides. For instance, names would readily differentiate a hostel from a hotel, but icons might confuse one bed with another.

One consideration for proper names is that it may be a means of raising money for the project. These are suggestions on how a community wishing to support their kiosk can offset some costs. Listing business names may provide a source of revenue for the ongoing maintenance of the sign. If you want to sell the whole town, include all relevant businesses and bold face the financial supporters. This tiered support will likely garner more enthusiastic support from the community.

Icons

Icons have the added benefit of not highlighting any particular businesses. It creates equanimity for hiker services and doesn't lend itself to "favorites". Icons also increase the longevity of the map since they withstand businesses changing

ownership or changing names. The drawback to icons is that they are less personal.

One suggestion for map is to include a directory that has the names and phone numbers of businesses, so that visitors can readily verify the hours or vacancy of a business.

Take Away Maps

You may decide to design a brochure to accompany your town's kiosk. Depending on the purpose of the brochure it may include your town's map or a map of the A.T. with a suggested hike.

Content Considerations

Keep it brief. Make easy to read. Write to a basic reading level. Use an active voice. Simplify your message to make understanding it easy, and make sure what you say is relevant.

As a rule, avoid acronyms, adverbs, contractions, clichés, and colloquialisms. When possible also avoid the universal symbol for "No!" (the red circle with the slash through it).

The design will help it attract attention and draw a feeling of inspiration for something bigger.

Paragraphs or blocks of text should be no longer than 4 – 6 sentences.

One segment of your content will be the two sentences, provided below, along with a few sentences that convey the value or interest your community has in protecting or preserving the A.T.

The second segment of your content will be the theme you selected from the first section of the manual, along with the location.

Each segment should not be longer than 100-150 words. Limit the word count for the entire panel to 200 words.

Panel Design

The elements of a panel include graphics and images, accompanying text, and a map. A few required elements are noted in the sample below, and other recommended elements are simply outlined.

Required Elements

There are a few required elements that will cement the A.T. Community look and coalesce the alliance among designated communities. Key visual elements will help achieve this goal and a template will be available for use by communities.

Required Copy Content

The Appalachian Trail (A.T.) is a footpath about 2,180 miles long that goes through 14 states along the crests and valleys of the Appalachian range from the southern terminus in Georgia, to the northern terminus in Maine.

Required Design Elements

Header

The header reads “Appalachian Trail” and includes approximate mileages north to Kathadin and south to Springer Mountain.

Cooperative Management Infographic

Who Manages the Trail? is *a* visual description of the cooperative management system. It includes the logos of the Appalachian Trail Conservancy, the local A.T. maintaining club, and the local federal or state land-managing partner(s) closest to the community, as well as the Appalachian National Scenic Trail logo. This element is designed to easily enable sign designers to swap partner logos and their respective basic information and contact information.

Recommended Elements

The following is not required content, but is strongly recommended for inclusion as part of your panel.

Recommended Content

_____ (Community Name) is a designated Appalachian Trail Community™ dedicated to promoting and preserving the A.T. *{Insert text not longer than 75 words to describe activities as A.T. Community}*

From here you are _____ (distance to nearest popular trailhead) from the A.T. at _____ (trailhead access name). Take a hike. {QR CODE}

Recommended Design Elements

Map of the Trail – Two versions will be available for your use. One version is long, detailed version of the map; it must be reproduced at a height no smaller than 36''-40'' tall. The alternate version is a less-detailed representation of the Trail that can be used in a much smaller vertical space.

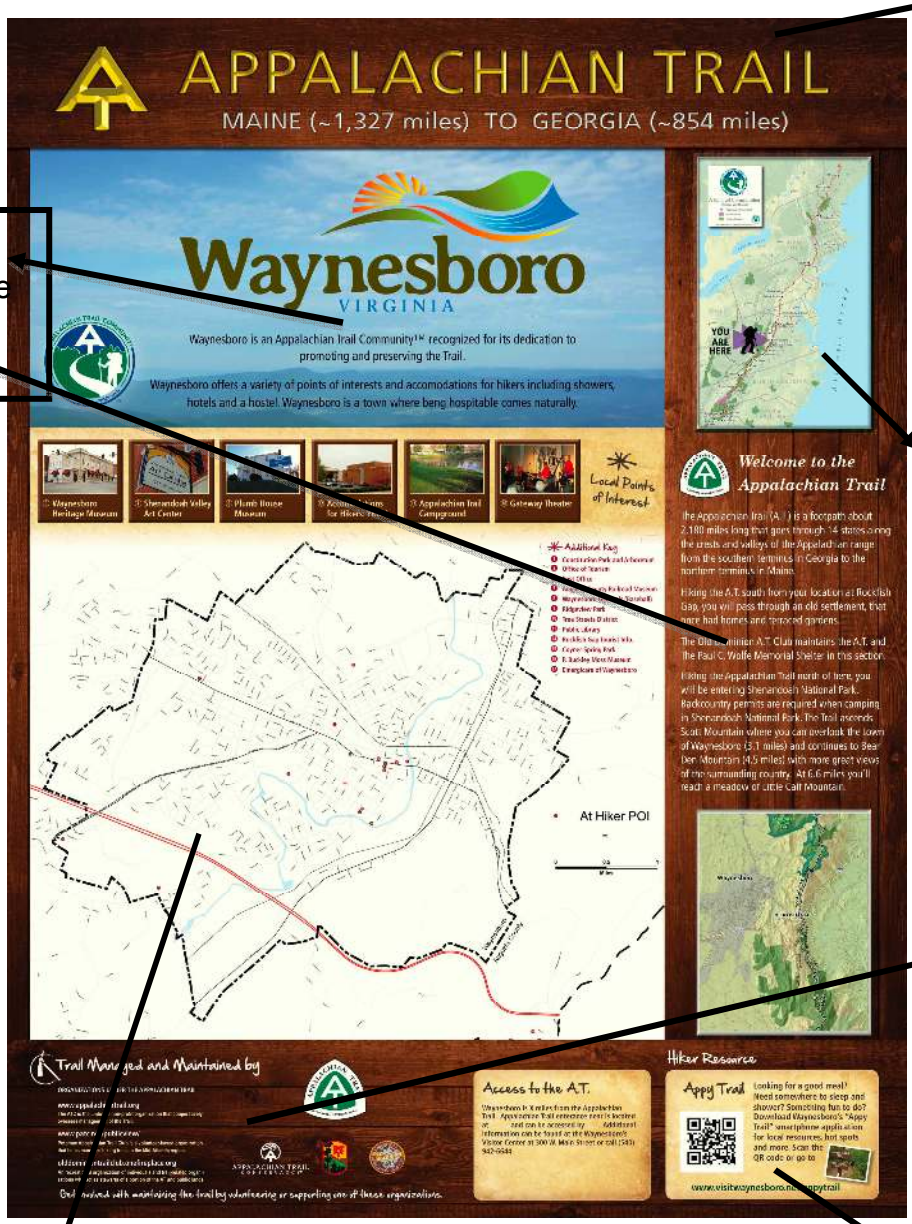
ATC recommends that a map encompassing the length of the Trail is displayed to convey the magnitude of the entire Trail, so that the visitor can asses his/her location in relation to the scale of the whole Trail, connecting them with something much bigger than the short hike they may take.

ATC encourages the use of the NPS strip map, preferably at its original size of 46'' long, but produced no smaller than 36''-40'' tall.

If space restricts the use the long map, an alternate, less-detailed version is available for use from ATC.

Sample Panel

The elements of a panel include graphics and images, accompanying theme, and a map. A few required elements, as well as recommended elements are highlighted on this sample design.



Required: APPALACHIAN TRAIL Header in style presented, with approximate distances to Springer and Katahdin because it tells the story of the whole Trail and serves as an inspiration.*

Theme Headline & Copy

Recommended: Overview Map of entire A.T. may be a NPS strip map reproduced no shorter than 36'' or a simplified and smaller version available from ATC.

Required: Who Manages the Trail tells the story of the cooperative management system and provides contact information for the partners. Appropriate Club and land-manager logos

QR Code

Recommended: Community Map

* Use "~" in front of mileage numbers to convey approximate number of miles to Georgia or Maine.

Technology Enhancements

QR codes are an optional element to your design. Since not all visitors will have smart phones, be discerning about the information posted on the land page as well as what information is found via the provided link.

For consistency, ATC prefers that all QR codes are directed to your A.T. Community page on ATC's website. ATC will provide you with a QR code.

- Optionally used for community events
- Download a map and list of resources "Mobile Visitors Center"
- Local hikes
- Plan a hike (what to you need, health and safety, regulations, LNT)
- Any additional interpretive information that didn't fit on sign (natural or cultural history, etc)
- Questing, a virtual treasure hunt connecting the A.T. and its Communities, downloadable from A.T. kiosks.
  http://discoverfrontroyal.com/page.cfm/cat/123/
  http://www.vitalcommunities.org/valleyquest/questdir.cfm

Guidelines for Selecting Images and Graphics

The images selected for use in your panel should capture the imagination of visitors. They should be visually compelling and help "tell the story" of your community or the Trail. Once you decide on your panel's focus, begin collecting images. The more you graphics you select for the designer to consider and work with, the more potential you present for the creation of a visually compelling design.

They may be illustrations or photographs, and may be current or historical. As you collect potential images, determine the quality of the original digital image or scanned image.

Follow recommendations from your graphic designer on the resolution quality and file format needed for his/her work. If you are selecting historic photos to used, be sure they are scanned at a high resolution.

The Appalachian Trail Conservancy may be a resource for images highlighting scenic overlooks and vistas near your community. Members of your community or local hiking club may be amateur or professional photographers willing to contribute photos for the panel; they may also sell the rights to use the image.

For any images you use, secure permission to use from the owner. If people are in the images, it is recommended to also have a photo release signed by them as well.

Dynamic Content

Your kiosk may be designed with an area ripe for dynamic content, such as a bulletin board.

Relevant information to the dynamic content portion might include:

- Alerts relevant to hikers
- Planned prescribed burns
- Relocations
- Special events within the community
- Upcoming volunteer opportunities for people to join in
- Community volunteers and services
- Regulations & Safety information (Leave No Trace for the A.T., state hunting season information, etc)
- Other suggestions from ATC or A.T. Club

At your discretion, you may chose to devote all or part of the optional bulletin board component of the kiosk to school students. School students using the Trail as a basis for learning through the Trail to Every Classroom program may have interest in helping to maintain a portion of the community kiosk as part of the service-learning component of their curriculum.

Supplemental Information

A tri-fold brochure offers a portable way for visitors to take the information with them. It may provide more in-depth information about planning a day hike, accessing the Trail, and Leave No Trace ethics. It can be used to generate membership for the local trail club, or recruit people for volunteer opportunities.

Tri-fold brochures are much easier to revise than panels. Brochures are also an alternative to the dynamic component of a kiosk, providing information on community events, activities, or new services.

If you decide to create a brochure, follow the guidelines for sign text – keep it clear, brief and simple. Be aware that a brochure may end up as litter or used for unintended purposes, and be ready to adapt, if necessary.

Installation & Unveiling

Once the kiosk is in the ground, be sure to you have backup files of the design, CAD files, images used for the project, and copy text. These may be necessary for replacement in the future.

Celebrate the unveiling! Invite people and the media to a kiosk ribbon cutting, or include it as part of another event. Consider following the celebration up with a hike!

Maintenance

Since these signs indicate the interconnectivity of communities and reputation of the AT Community brand it is important to repair or replace damaged signs promptly.

The replacement of your panel will be determined, in large part, by the fabrication process you chose since certain materials will degrade or fade faster. Based on conversations with your panel fabricator, determine the recommended schedule for replacement; then assess hum much per annum needs to be saved toward replacement and repairs.

Options for saving toward replacements and repairs may be raised through special event booths, local merchants, grant funds, or available funds from the local government or tourism office.

Working with through your partnership, define who will be responsible for monitoring the kiosk's condition, and what that review schedule (s)he will follow. This person may be tasked with orchestrating updates to ensure the content is relevant and up-to-date.

Appendix

Sample: Request for Proposals from Designer

{Community Name} seeks a qualified individual or firm to develop the design for informational panels as part of {community}'s Appalachian Trail Community kiosk.

The kiosk in this community is part of a cohesive signing program that is intended to lend consistency to the A.T. Community brand and add value to the community itself by showcasing its features. The few required design elements present the unifying aspects of the network of A.T. communities Trailwide and galvanizes their similarities. The remaining design elements and copy content highlights the unique aspects of this community.

{Community Name} is developing this kiosk in partnership with {partners list}.

{Insert paragraph describing the purpose of your kiosk, audience, and location from Phase 1: Kiosk Basics Planning Worksheet}

{If your project requires the design of more than one panel, list the panels and the audience/theme for each.}

Scope of Work
The selected designer will:

- Participate in one pre-design meeting with partners and key stakeholders to solidify kiosk purpose, panel theme(s), and panel elements.
- Advise partners on photo selection for panel(s).
- Present preliminary designs for each panel, based on any thematic variations or imagery.
- Work closely with GIS professional or cartographer to appropriately orient the associated map.
- Assure that required creative elements for A.T. Community kiosks are included and that guidelines for any included logos are met. (See Planning Guide to Designing a Designated A.T. Community Kiosk.)
- Work with sign fabricator to design according to fabrication process requirements for color production and file types.
- Provide production-ready designs for signs to fabricator.
- Facilitate review, edits, and final approval of fabricator's paper proofs.
- Coordinate with fabricator as needed until final receipt of signs by community.

The selected designer will also:
(select these optional items, as needed)

- Provide illustrations compatible with community or ATC style.
- Assist with research and writing for the panel.
- Edit content.
- Assist with selection of sign fabricator.

{Community} will provide the following support and resources:

- Planning Guide to Designing a Designated A.T. Community Kiosk.
- Relevant images.
- Copy content for final selected theme.
- Project based map(s) for panel(s).

Selected graphic designer will possess experience in the planning and design of informational or interpretive signage, preferably for parks or trails systems. The selected designer should have experience designing for information or interpretive signs and working with sign fabricators on the production process.

Project Schedule

Proposals are due {DATE}. The project must be available to begin no later than {DATE}. The timeline for the proposed scope of work is {120} days, with all deliverables, including receipt of the final fabricated panels, by {DATE}.

Proposal Submission Requirements

All proposals submitted for evaluation must include, but are not limited to the following:

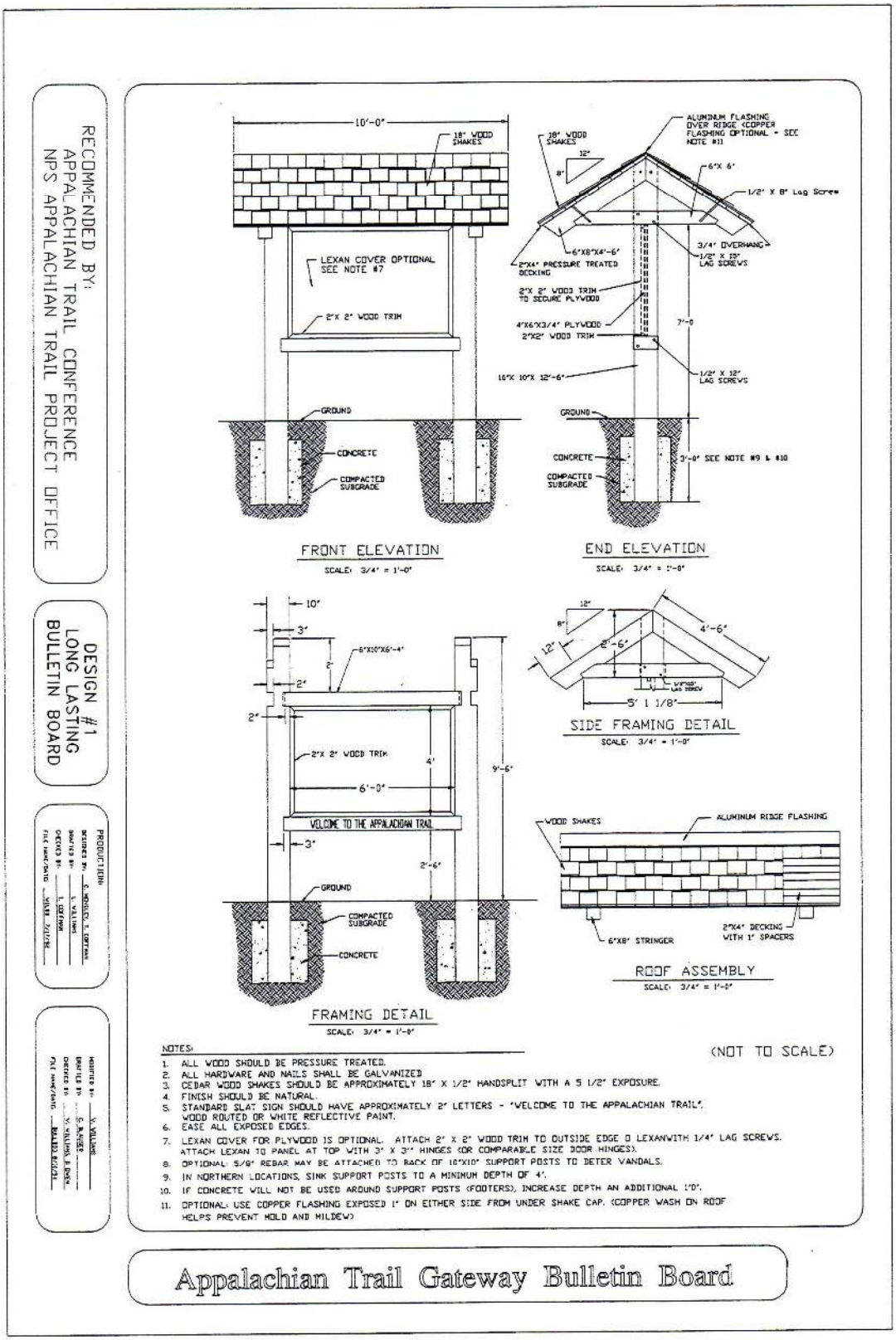
- References for four design projects completed in the last three years, including current phone numbers and email addresses.
- Samples of signage design projects that demonstrates your best work.
- Resume(s) of designer(s) and/or project managers devoted to this project.
- Estimated schedule of progress within the timeframe outlined in the project schedule. This includes project updates, meetings, production-ready file delivery to fabricator, proofing, and sign delivery.
- Fees for services, including anticipated reimbursable expenses, and payment terms and conditions.

Submission of Proposals

Proposals will be accepted until {deadline date/time}.

{Include community's standard language for its requests for proposals, including evaluation and interview process.}

Kiosk Designs and Prices



Materials List
Long Lasting Bulletin Board
Design #1

# Needed	Material	Approximate Cost
2	10'' x 10'' x 12'6'' pressure treated lumber (support posts)	400.00
4	6'' x 8'' x 4'6'' pressure treated lumber	220.00
2	6'' x 6'' x 5' pressure treated lumber (rafters)	50.00
2	6'' x 10'' x 6'4'' pressure treated lumber (horizontal beams)	135.00
1	6' x 4' x ¾' plywood panel	28.00
1	6' x 4' x ¼'' lexan	240.00
2	2'' x 2'' x 4' pressure treated board (panel frame)	7.00
2	2'' x 2'' x 6' pressure treated board (panel frame)	7.00
1	15'' (minimum) x 10' aluminum ridge flashing	27.00
approx. 18	2'' x 4'' pressure treated boards (roof frame)	70.00
as needed	Wood shakes, triple overlay, approx. 5'' – 6'' exposed (100 sq. ft.)	600.00
12	½'' x 12'' lag screws	60.00
18	¼'' x 4'' lag screws (panel frame)	18.00
8	½'' x 10'' lag screws	40.00
2	5/8'' x 3' rebar minimum (optional; to attach to back or side of posts to deter vandals from using chainsaw on support posts)	13.00
as needed	Galvanized nails to attach 2'' x 4'' roof frame	5.00
as needed	Galvanized nails to attach wood shakes on roof	5.00
12	60-pound bags of ready-mix concrete (optional; can be poured dry or wet around base of support posts to add stability)	50.00
8	12'' bridge spikes or lag bolts (optional: can be pounded or nailed near base of support posts, below grade, to add stability)	7.00
	Total Cost	**$1,982.00**

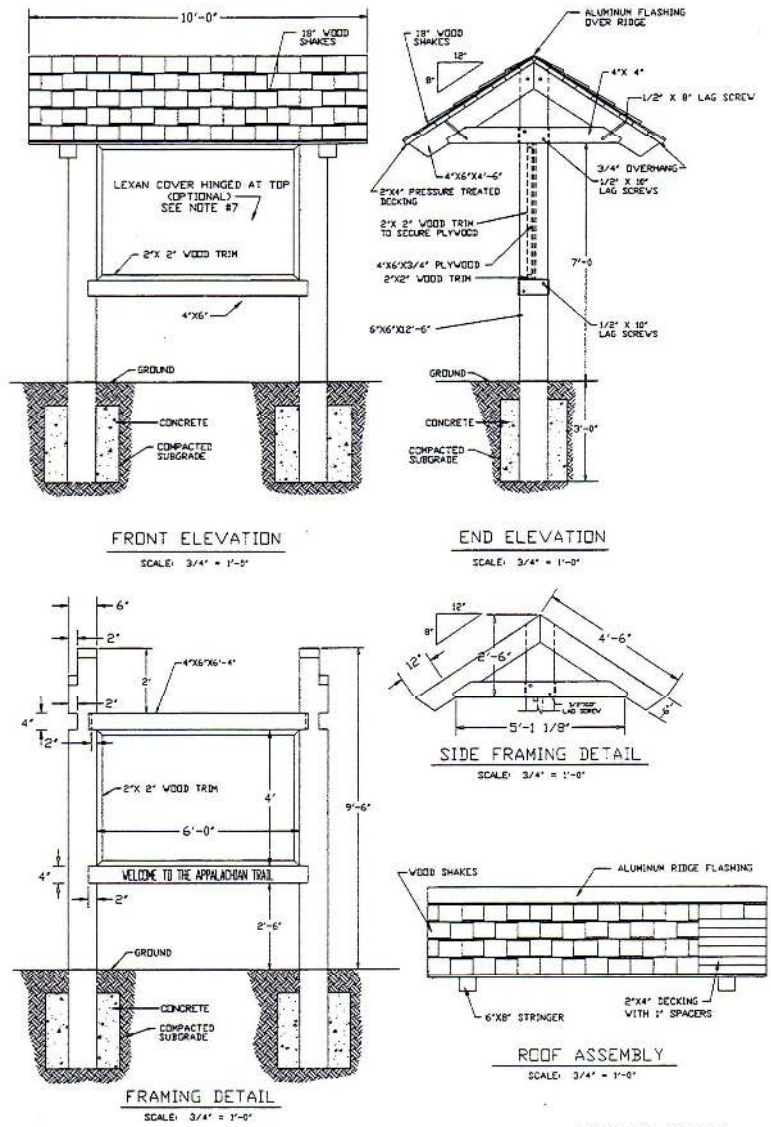
Note: Costs are estimates only, based on 2012 pricing; prices may vary significantly by locale.
Note: Larger-dimension lumber may have to be special-ordered from a sawmill.
Note: Taxes are not included in this estimate.

RECOMMENDED BY:
APPALACHIAN TRAIL CONFERENCE
NPS APPALACHIAN TRAIL PROJECT OFFICE

DESIGN #2
ECONOMIC
BULLETIN BOARD

PRODUCTION:
DESIGNED BY: C. HOBLEY, F. COFFMAN
DRAFTED BY: L. VILLIANS
CHECKED BY: T. COFFMAN
FILE NAME/DATE: VOBB 7/17/92

MODIFIED BY: V. VILLIANS
DRAFTED BY: C. BLAISER
CHECKED BY: V. VILLIANS, B. OVEN
FILE NAME/DATE: BULLETIN 8/28/94



(NOT TO SCALE)

NOTES:

1. ALL WOOD SHOULD BE PRESSURE TREATED.
2. ALL HARDWARE AND NAILS SHALL BE GALVANIZED
3. CEDAR WOOD SHAKES SHOULD BE APPROXIMATELY 18" X 1/2" HANDSPLIT WITH A 5 1/2" EXPOSURE.
4. FINISH SHOULD BE NATURAL.
5. STANDARD SLAT SIGN SHOULD HAVE APPROXIMATELY 2" LETTERS - "WELCOME TO THE APPALACHIAN TRAIL". WOOD ROUTED OR WHITE REFLECTIVE PAINT.
6. EASE ALL EXPOSED EDGES.
7. LEXAN COVER FOR PLYWOOD IS OPTIONAL. ATTACH 2" X 2" WOOD TRIM WITH 1/4" LAG SCREWS.
8. OPTIONAL: 5/8" REBAR MAY BE ATTACHED TO BACK OF 10"X10" SUPPORT POSTS TO DETER VANDALS.
9. IN NORTHERN LOCATIONS, SINK SUPPORT POSTS TO A MINIMUM DEPTH OF 4'.
10. IF CONCRETE WILL NOT BE USED AROUND SUPPORT POSTS (FOOTERS), INCREASE DEPTH AN ADDITIONAL 1'0".
11. OPTIONAL: USE COPPER FLASHING EXPOSED 1" ON EITHER SIDE FROM UNDER SHAKE CAP. (COPPER WASH ON ROOF HELPS PREVENT MOLD AND MILDEW)

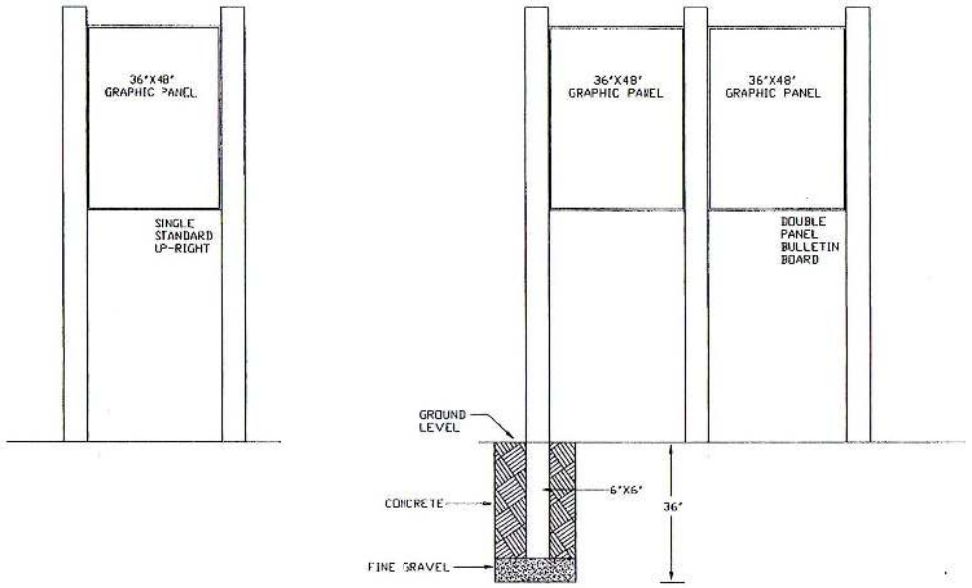
Appalachian Trail Gateway Bulletin Board

Materials List
Economic Bulletin Board
Design #1

# Needed	Material	Approximate Cost
2	6''x 6'' x 12'6'' pressure treated lumber (support posts)	70.00
4	4'' x 6'' x 4'6'' pressure treated lumber	60.00
2	4'' x 6'' x 5' pressure treated lumber (rafters)	30.00
2	4'' x 6'' x 6'4'' pressure treated lumber (horizontal beams)	30.00
1	6' x 4' x ¾' plywood panel	28.00
1	6' x 4' x ¼'' lexan	240.00
2	2'' x 2'' x 4' pressure treated board (panel frame)	7.00
2	2'' x 2'' x 6' pressure treated board (panel frame)	7.00
1	15'' (minimum) x 10' aluminum ridge flashing	27.00
approx. 18	2'' x 4'' pressure treated boards (roof frame)	70.00
as needed	Wood shakes, triple overlay, approx. 5'' – 6'' exposed (100 sq. ft.)	600.00
12	½'' x 10'' lag screws	60.00
18	¼'' x 4'' lag screws (panel frame)	18.00
8	½'' x 8'' lag screws	24.00
2	5/8'' x 3' rebar minimum (optional; to attach to back or side of posts to deter vandals from using chainsaw on support posts)	13.00
as needed	Galvanized nails to attach 2'' x 4'' roof frame	5.00
as needed	Galvanized nails to attach wood shakes on roof	5.00
12	60-pound bags of ready-mix concrete (optional; can be poured dry or wet around base of support posts to add stability)	50.00
8	12'' bridge spikes or lag bolts (optional: can be pounded or nailed near base of support posts, below grade, to add stability)	7.00
	Total Cost	**$1,351.00**

Note: Costs are estimates only, based on 2012 pricing; prices may vary significantly by locale.
Note: Larger-dimension lumber may have to be special-ordered from a sawmill.
Note: Taxes are not included in this estimate.

Appalachian Trail Gateway Bulletin Board



(NOT TO SCALE)

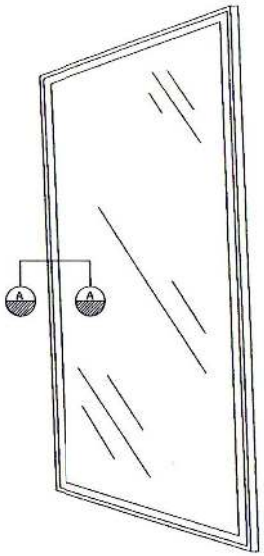
RECOMMENDED BY:
APPALACHIAN TRAIL CONFERENCE
NPS APPALACHIAN TRAIL PROJECT OFFICE

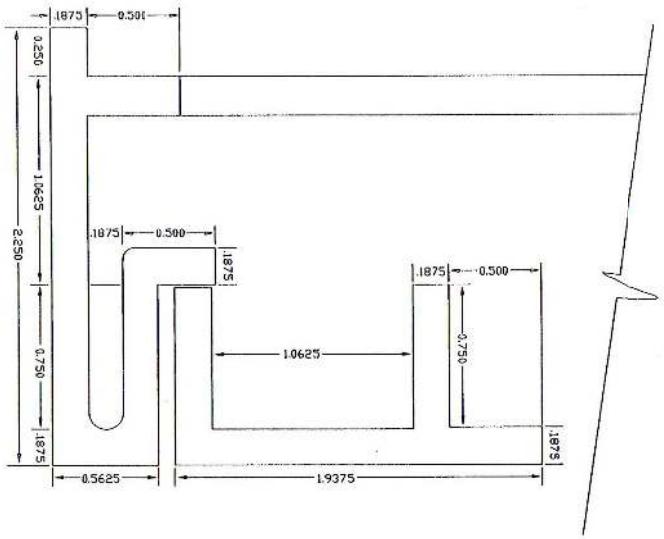
DESIGN #3
VANDAL RESISTANT
BULLETIN BOARD

PRODUCTION
DESIGNED BY: HOPEWELL MFG

PAGE 1 OF 3

MODIFIED BY: V. WILLIAMS
DRAFTED BY: C. BLAUSER
CHECKED BY: V. WILLIAMS, B. SMITH
FILE NAME/DATE: BULL03 2/22/95





PLAN-SECTION AA
CASE MOLDING

(NOT TO SCALE)

Appalachian Trail Gateway Bulletin Board

RECOMMENDED BY:
APPALACHIAN TRAIL CONFERENCE
NPS APPALACHIAN TRAIL PROJECT OFFICE

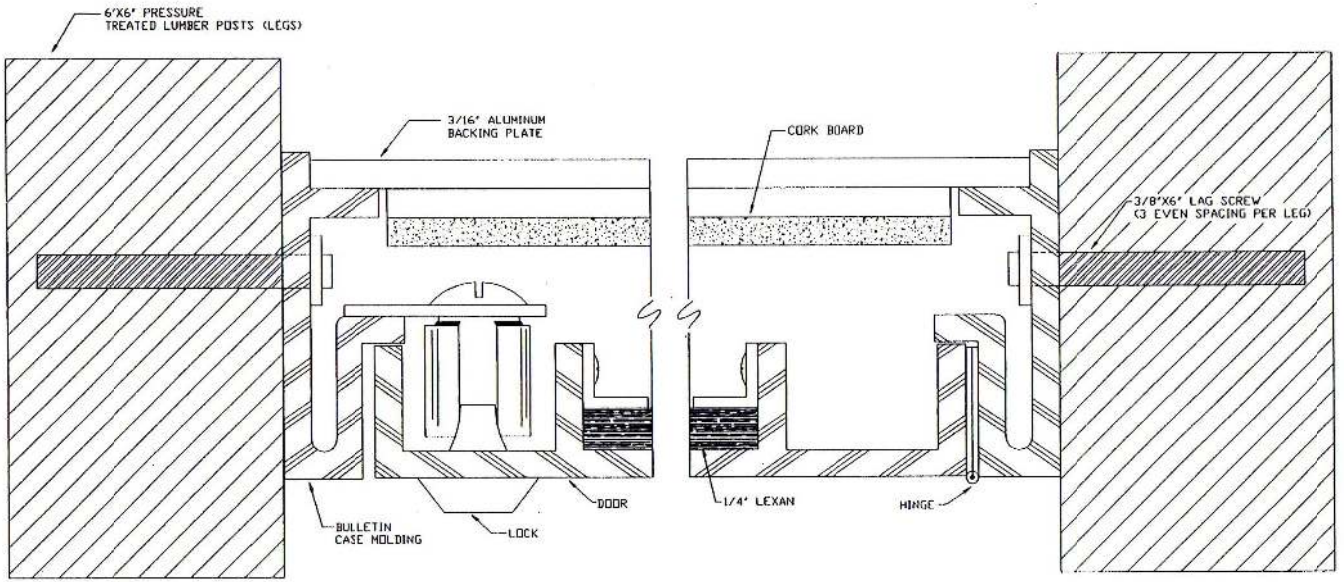
DESIGN #3
VANDAL RESISTANT
BULLETIN BOARD

PRODUCTION:
DESIGNED BY: HOPEWELL MFG.

PAGE 2 OF 3

MODIFIED BY: V. VILLIAMS
DRAFTED BY: C. BLAISER
CHECKED BY: V. VILLIAMS & OVEN
FILE NAME/DATE: WALSON 2/22/91

Appalachian Trail Gateway Bulletin Board



PLAN DRAWING
BULLETIN CASE DETAIL

(NOT TO SCALE)

RECOMMENDED BY:
APPALACHIAN TRAIL CONFERENCE
NPS APPALACHIAN TRAIL PROJECT OFFICE

DESIGN #3
VANDAL RESISTANT
BULLETIN BOARD

PRODUCTION:
DESIGNED BY: MCPEVITT MFG

PAGE 3 OF 3

MODIFIED BY: V. WILLIAMS
DRAFTED BY: C. BLAUSER
CHECKED BY: V. WILLIAMS & IRVIN
FILE NAME/DATE: BULL97 2/20/95

Materials List
Vandal-Resistant Bulletin Board
Design #3

Single Upright Panel Bulletin Board

# Needed	Material	Approximate Cost
1	36" x 48" single standard upright panel bulletin board	$800.00
12	60-pound bags of ready-mix concrete	$35.00
	Total Cost:	$835.00

or:

Double Upright Panel Bulletin Board

# Needed	Material	Approximate Cost
1	36" x 48" double upright panel bulletin board	$1000.00
18	60-pound bags of ready-mix concrete	$50.00
	Total Cost:	$1050.00

note: costs based on special-order through ATC; arrangements should be made through the regional office for your area.

Partnership Awareness and Approval Form

The shaded portions of this form should be completed as the **first** step in the kiosk project to identify the person responsible for input and approval of the kiosk panel. The remainder should be completed as the **last** step in finalizing the design.

Appalachian National Scenic Trail, Park Office

I, _____, am responsible for input in and approval of kiosk panel content, including the permission to use the agency or organization logo, and the applicability of relevant emergency contact information.
Name: _____ Title: _____

Signature: _____ Date: _____

The (name of kiosk project) has been reviewed by the Appalachian Trail Park Office.

This content of the kiosk
_____ does
_____ does not
have approval to carry the logo of the Appalachian National Scenic Trail as part of the *Trail Managed and Maintained by* information section.

Name: _____ Title: _____

Signature: _____ Date: _____

Appalachian Trail Conservancy

I, _____, am responsible for input in and approval of kiosk panel content, including the permission to use the agency or organization logo, and the applicability of relevant emergency contact information.
Name: _____ Title: _____

Signature: _____ Date: _____

The (name of kiosk project) has been reviewed by the Appalachian Trail Conservancy.

This content of the kiosk
_____ does
_____ does not
have approval to carry the logo of the Appalachian Trail Conservancy as part of the Trail Managed and Maintained by information block.

The Appalachian Trail Conservancy phone number _____
____ should
____ should not
appear as a resource in the event of an emergency.

Name: _____ Title: _____

Signature: _____ Date: _____

Local Land Manager (adjacent to community or at trailhead)

I, _____, am responsible for input in and approval of kiosk panel content, including the permission to use the agency or organization logo, and the applicability of relevant emergency contact information.
Name: _____ Title: _____

Signature: _____ Date: _____

Agency: _____

The (name of kiosk project) has been reviewed by the _____ (agency name).

This content of the kiosk
_____ does
_____ does not
have approval to carry the logo of the _____ as part of the *Trail Managed and Maintained by* information section.

The _____'s phone number _____
____ should
____ should not
appear as a resource in the event of an emergency.

Name: _____ Title: _____

Signature: _____ Date: _____

Local Land Manager (adjacent to community or at trailhead)

I, _____, am responsible for input in and approval of kiosk panel content, including the permission to use the agency or organization logo, and the applicability of relevant emergency contact information.
Name: _____ Title: _____

Signature: _____ Date: _____

Agency: _____

The (name of kiosk project) has been reviewed by the _____ (agency name).

This content of the kiosk
_____ does
_____ does not
have approval to carry the logo of the _____ as part of the *Trail Managed and Maintained by* information section.

The _____'s phone number _____
____ should
____ should not
appear as a resource in the event of an emergency.

Name: _____ Title: _____

Signature: _____ Date: _____

Local A.T. Club

I, _____, am responsible for input in and approval of kiosk panel content, including the permission to use the agency or organization logo, and the applicability of relevant emergency contact information.
Name: _____ Title: _____

Signature: _____ Date: _____

Club: _____

The (name of kiosk project) has been reviewed by the _____.
This content of the kiosk
_____ does
_____ does not
have approval to carry the logo of the _____ as part of the *Trail Managed and Maintained b*y information section.

Name: _____ Title: _____

Signature: _____ Date: _____

Local A.T. Club

I, _____, am responsible for input in and approval of kiosk panel content, including the permission to use the agency or organization logo, and the applicability of relevant emergency contact information.
Name: _____ Title: _____

Signature: _____ Date: _____

Club: _____

The (name of kiosk project) has been reviewed by the _____.
This content of the kiosk
_____ does
_____ does not
have approval to carry the logo of the _____ as part of the *Trail Managed and Maintained b*y information section.

Name: _____ Title: _____

Signature: _____ Date: _____

Local Municipality

I, _____, am responsible for input in and approval of kiosk panel content, including the applicability of relevant emergency contact information.
Name: _____ Title: _____

Signature: _____ Date: _____

Municipality: _____

The (name of kiosk project) has been reviewed and approved by the _____.

The appropriate emergency contact phone number that should be listed for in the event of an emergency is _____.

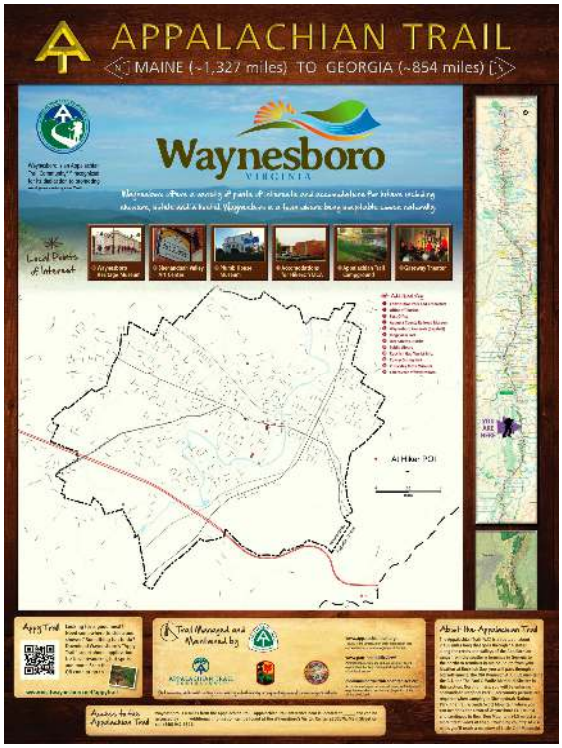
Name: _____ Title: _____

Signature: _____ Date: _____

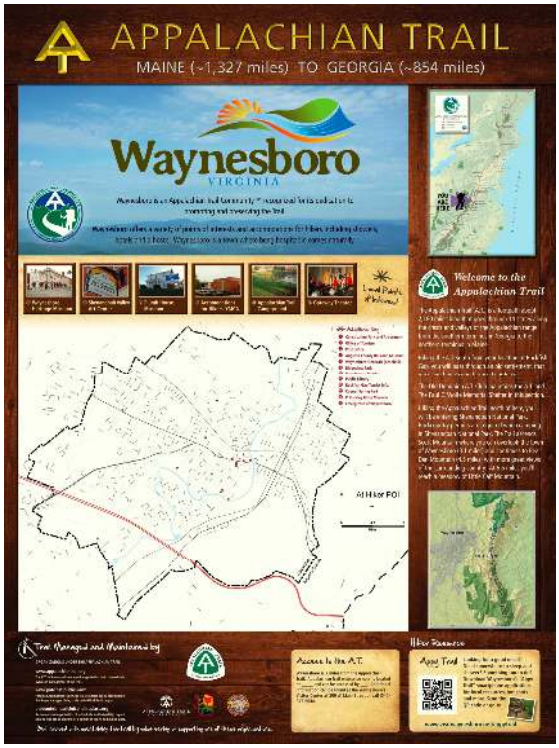
Other Template Design Options

See full-size versions of vertical and horizontal templates in the separate document A.T. Community Panel Templates.

Vertical



Design A



Design B

Horizontal

Design A

Design B

Kiosk Semi-Annual Review Worksheet

This worksheet is meant to help communities track necessary content updates or structural repairs necessary to retain kiosk in good working order.

Date:
Review performed by: _____

☐ Check this box if a photo accompanies this report.

Condition of structure (circle one)

Excellent Good Fair Poor

Notes:

Condition of panel (circle one)

Excellent Good Fair Poor N/A

Notes:

Condition of posts to bulletin board (circle one)

Excellent Good Fair Poor

Notes:

List items posted to bulletin board.

Are there upcoming relocations, prescribed burns, or other scheduled management strategies for A.T. in this area?

When should updates be posted to the dynamic content area of the kiosk?

[i] NPS, HFC, Interpretive Media Selection
[ii] Steve Elkinton, National Trails System, phone call Feb. 6, 2012
[iii] NPS Wayside Exhibit Typographic Standards, February 2010
[iv] National Park Service Wayside Map Standards, May 25, 2005
www.nps.gov/hfc