



NORTHWEST PHILADELPHIA WAYFINDING SYSTEM

A coalition of historic neighborhoods

The Northwest Philadelphia wayfinding system is a collaboration project representing seven distinct Northwest Philadelphia neighborhoods: Chestnut Hill, East Falls, Germantown, Manayunk, Mt. Airy, Roxborough and West Oak Lane. CG is creating a wayfinding and neighborhood identification system that establishes NW Philadelphia and its 7 neighborhoods as a special place within Philadelphia.

The system builds off the established DirectionPhiladelphia! architecture and its principles for messaging. The sign panels have a leaf-like feel and uses a color palette that reflects the urban atmosphere that makes the area unique.

