

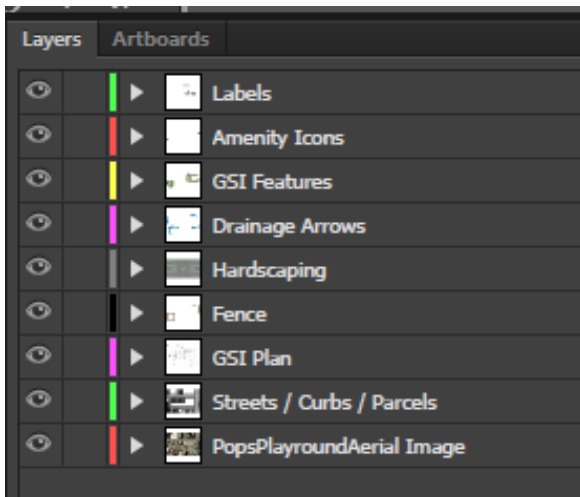
## GSI Rendering Standards: Graphics for Public Outreach

Philadelphia Water’s Public Affairs division works with communities throughout the City to build support for our infrastructure investments. Graphics that clearly illustrate stormwater management practices in a way that community members can understand are crucial to successful outreach efforts.

PWD is typically responsible for assembling final community meeting materials including flyers, presentation boards, PowerPoint presentations and handouts. However, consultants may be asked to provide various graphic components designed for a public audience. The checklist below defines each potential graphic deliverable and the appendix includes examples of each deliverable in its original file format. The exact graphic deliverables required for each project and the timeline for submission will be determined in the project-specific scopes.

Key points:

- a) These standards are provided so that PWD has graphics that are consistent across multiple projects and consultant teams;
- b) However, the most important goal is for these deliverables to convey the location, type, size and impact of each stormwater management practice (SMP) in a way the public can easily understand.
- c) All files should be submitted in their native format as well as PDFs for reference.
- d) Files containing raster images (ex: aerial views) should be high enough resolution to print 8.5x11” handouts and/or 24 x 36” boards. Large files should be submitted through a suitable file transfer program.
- e) PWD staff may need to edit the graphics to update them with design changes or make tweaks for community meetings. The files should be easy for a new user to interpret. Illustrator and InDesign files should have an organized layer structure similar to the example below:



### Checklist: Graphic Deliverables

Philadelphia Water may request the following for each package or for specific sites within a package.

- Context Map: map that shows location of the project package in relationship to the closest river or other major landmark within the city. This may be included as an inset key map within the site plan or overview map.  
File type: Packaged InDesign File with associated links
- Overview Map: map that shows location of all SMPs within a project package by SMP type. The detail represented in the overview map will vary depending on the scale. If possible the map should indicate the position and extent of each SMP. For example, the map should indicate what side of the street a tree trench is on and approximately how long it is (half block, quarter block, etc.)  
File type: Packaged InDesign File with associated links
- Site Plan (for Parcel Projects Only): plan view of the proposed GSI on top of an aerial photograph of the site with essential features labeled. Designers should reference the “Public Friendly Site Plan Assets” document in the appendix and follow the suggested document standards as much as practicable.  
File type: Packaged InDesign File with associated links
- Section: “vertical plane” cut view of the proposed GSI system that indicates size and dimension of the system. Sections should include labeled dimensions and people for scale reference.  
File type: Packaged InDesign File with associated links
- Photoshop Rendered Perspective: rendering of proposed feature on a site photo to show community members what the final site will look like. Surface features should reflect realistic planting size, density, and site context. For projects that include non-stormwater elements (ex: partner projects where benches or improved playgrounds are included), rendering should represent the holistic site design. Rendering should also include original photo for before & after comparisons.  
File type: Photoshop .psd or .tiff format with layers preserved, min 400 dpi at 8.5x11” to allow for larger printing.
- Project Summary Sheet: Fact sheet that summarizes the projects in a package. Includes written narrative and some of the graphic deliverables. See Section VI of the PWD Project Summaries Guidance Manual for more detailed information.

**Appendix:**

The following files are provided as illustrator documents so that existing assets can easily be copied and pasted into your working documents.

**Public Friendly Site Plan Asset Library** – File that includes textures, colors and symbols for use in making public friendly graphics.

**Overview Map Example**

- Kingsessing Neighborhood – Example of an overview map showing the location of different SMPs in a project package.
- Stenton Park – Example of an overview map designed for a flyer where GSI is not differentiated by SMP type.

**Site Plan Examples**

- Pops Playground
- Stenton Park

**Photoshop Rendering Examples**

- Elmwood Breezeways
- 29<sup>th</sup> & Chalmers

**Section Example**

- 29<sup>th</sup> & Chalmers – Sample section depicting different types of street improvements.

**Brix Font Files** – Complete set of Brix fonts.

**Philadelphia Water Flickr** - <https://www.flickr.com/photos/philadelphiawater/>

Philadelphia Water’s Flickr page has many high-resolution photos and diagrams of common stormwater management practices. Common albums include:

- **SMP Renderings:** <https://www.flickr.com/photos/philadelphiawater/albums/72157644974734956>
- **GSI Tool Signs:** <https://www.flickr.com/photos/philadelphiawater/albums/72157654004931332>