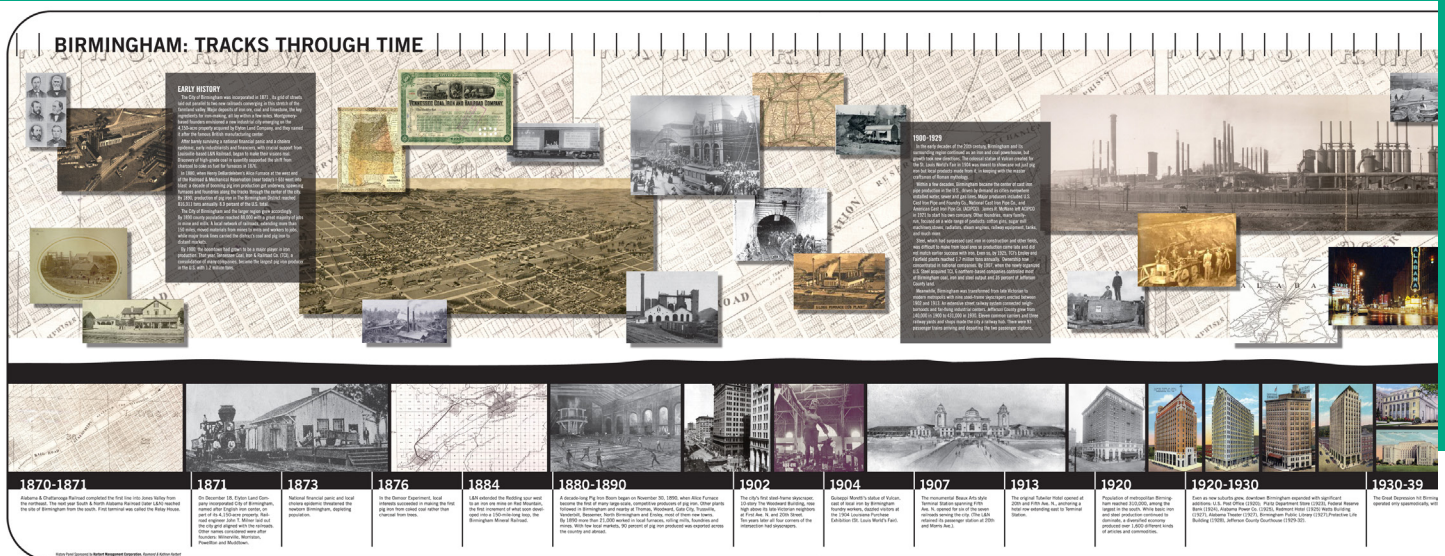


Railroad Park Graphics

Graphics courtesy of Radius Graphic Design



Early history is covered on the left end of the 26.5-foot-long interpretive sign. The original city grid plan (lower left) is repeated as background for the whole sign.

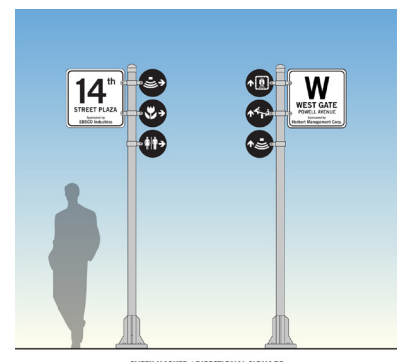
By Philip Morris



The new Railroad Park, which opens in July and is located between Birmingham's historic urban core and the UAB campus, celebrates the importance of the railroad in the city's founding. Graphics for the park will interpret that history, establish identity and provide visitor information.

Chris Green of Radius Graphic Design, Birmingham, drew upon the straight-forward fonts and a black-and-white palette associated with railroad crossings for the new logo and signage throughout the 19-acre park located just south of the main elevated lines through downtown Birmingham.

But for the large (26.5-feet long by 4.5-foot tall) interpretive sign located at the corner of First Avenue South and 18th Street, both black-and-white and color photos and graphics come into play. More than 90 images are used to capture various aspects of the city's railroad, industrial and general history. The complex design evolved in a step-by-step interplay with the volunteer committee that gathered images and composed text. A key graphic move was the decision to use the historic city grid (first item in the timeline) as 'wallpaper' to visually organize the wide variety of images. There is another exception to the black-and-white scheme for the park: Green-faced signs will be placed at selected locations to explain the bio-filtration of rainfall and other environmental aspects.



Radius Graphic Design developed signage for the new urban park, as well as the logo.

