

Outdoor Industry Map Style Guide

Unless there are extenuating circumstances, standard map sizes will be either 8-1/2" x 11" or 11" x 17" or 18" x 24" depending on the application.

Road Layers

Interstate highway markers are represented using customary red, white and blue shields.

Name: **Interstate Layer**
Style: Blue line with white stripe in the center
RGB: 36, 65, 224 (Blue) and 255,255,255 (white)
Width: 3 pixels

Name: **US/State Highway Layer**
Style: Solid Line
RGB: 202, 29, 0 (Rust)
Width: 2 pixels

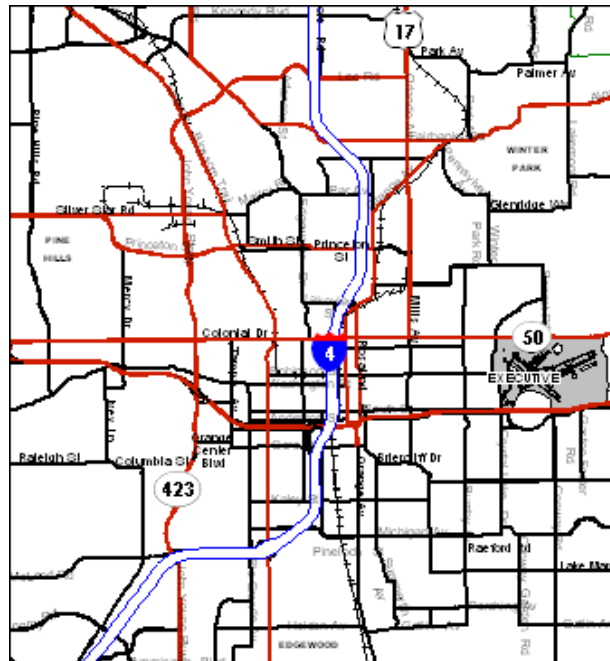
Name: **Major Street Layer**
Style: Solid Line
RGB: 0,0,0 (Black)
Width: 2 pixels

Name: **Bus Route Layer**
Style: Solid Line
RGB: 127, 27, 227 (Purple)
Width: 3 pixels

Name: **Ramps**
Type: 94, 95, 94 (Gray)
Description: 2 pixels

Name: **Bodies of Water**
Type: 205, 254, 255 (lt Blue)
Description: Region

Name: **Rivers and Streams**
Type: 103, 127, 132 (dk Blue)
Description: 2 – 3 pixels



Sample Map













Demographic Quintile Shading

These quintile categories trend from the highest concentration being 1 and the lowest concentration being 5. The use of quintile analysis and proximity buffers (or radii) is left to the discretion of each company.

Quintile 1	rose	RGB: 255,160,160	
Quintile 2	orange	RGB: 255,216,176	
Quintile 3	yellow	RGB: 255,255,176	
Quintile 4	green	RGB: 224,255,176	
Quintile 5	blue	RGB: 240,245,255	
Outer Market	white	RGB: 255,255,255	

Media Symbols

Below are the standard media type colors and the RGB values that describe them. Outdoor locations are represented using 26 point colored half circle symbols. Retail locations are represented using 20 point yellow stars.

	Rotary Bulletins (0,128,128)
	Permanent Bulletins (0,149,224)
	Posters (255,0,0)
	Posters (0,255,0)
	Wallscapes (128,0,0)
	Wrapped Squares (255,0,255)
	Wrapped Posters (224,149,0)
	Digital Displays (0,0,0 Black)
	Posters / Transit Shelters Combo (102,153,153)
	Transit Shelters (128,0,128)
	Spectaculars (0,149,224)
	Client Locations, Malls, etc. (255,255,0)

Supplemental Layers

These layers are optional and typically not used in conjunction with quintiles or buffer layers.

Name: **US Populated Places**
Type: 255, 227, 168 (lt Yellow)
Description: Region

Name: **Pro Golf Courses**
Type: 160, 199, 105 (Green)
Description: Region

Name: **State Capitols**
Type: 251, 255, 57 (Yellow)
Description: Region

Name: **Golf Courses**
Type: 156, 201, 106 (Green)
Description: Region

Name: **Airports**
Type: 204, 204, 204 (lt Gray)
Description: Region

Name: **National Parks**
Type: 97, 151, 53 (dk Green)
Description: Region

Name: **Military Installations**
Type: 157, 157, 107 (Olive)
Description: Region

Name: **State Parks**
Type: 101, 154, 102 (dk Green)
Description: Region

Name: **Prisons**
Type: 153, 153, 153 (dk Gray)
Description: Region

Name: **Local Parks**
Type: 157, 200, 111 (lt Green)
Description: Region

Name: **Colleges/Universities**
Type: 151, 206, 150 (lt Green)
Description: Region

Name: **Recreation Areas**
Type: 255, 202, 92m (Orange)
Description: Region

Name: **Cemeteries**
Type: 101, 154, 102 (dk Green)
Description: Region