



mozilla
Festival 2016

Wayfinding and Environmental Concept

10 September 2016

Identified Spaces & Surfaces

Ravensbourne



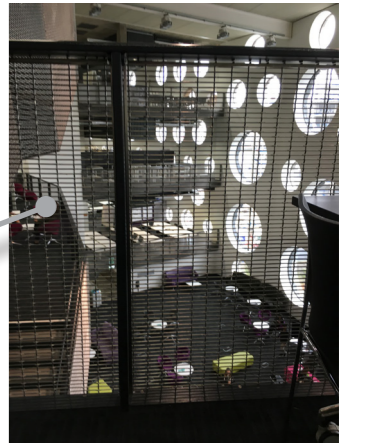
Elevators
(4 Lift Variants)



Laminate Floors
(Levels M, 2, 3, 5, 7, 9)



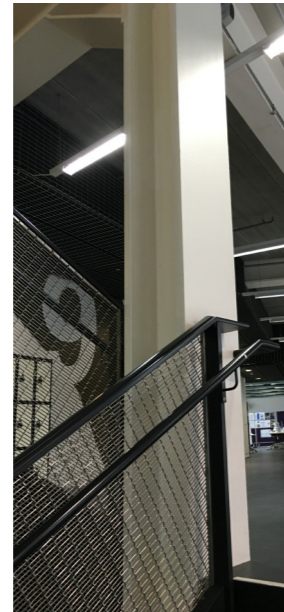
Polished Concrete Floor
(Level 0)



Mesh Balustrades



Stairs
(Stair Faces)



White Columns



Concrete Columns



Rafters



Room Doors
(Levels 2 and 3)



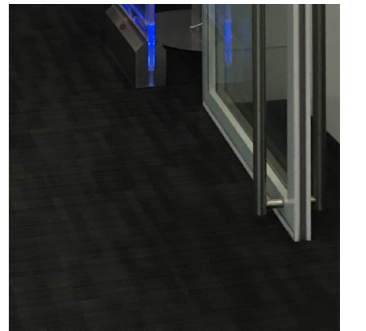
Corridor Doors
(Levels 2 and 3)



Blank Wall Zones
(Levels M, 2 and 3)



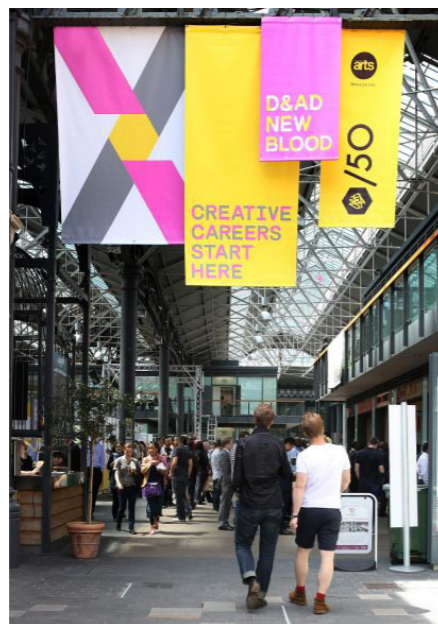
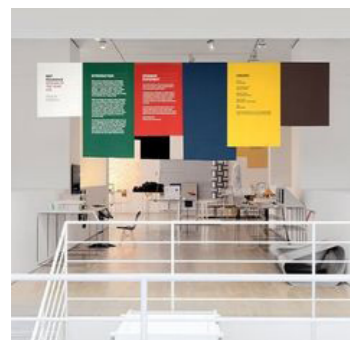
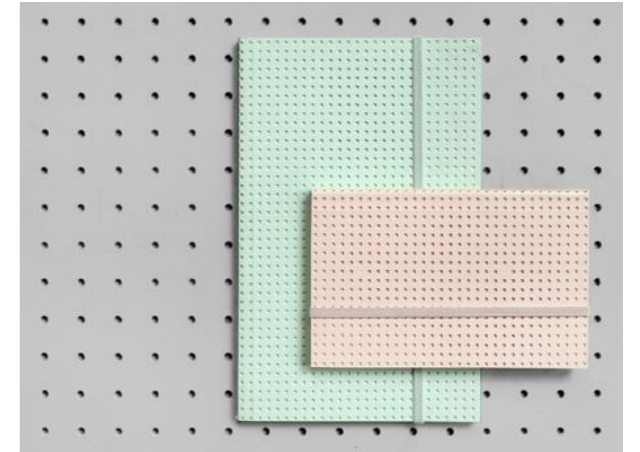
Concrete Floor
(Level 5 to 6 Bridge)



Carpet Floor
(Levels 1, 4, 6, 8)
































Moodboard & Thinking

Layering / Stacking / Offset / Scale / Block Colours / Pattern / Large Type



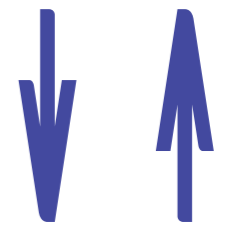
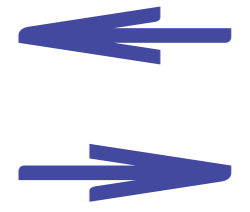
Wayfinding: Floor Vinyls

Floor / Stairs / Lift Number Vinyl Application: Arrows / Stair Patterns / Super sized Logos

	M4-301M		M4-358M		M4-381M
	M4-324M		M4-352M		M4-382M
	M4-311M		M4-353M		M4-383M
	M4-320M		M4-354M		M4-370M
	M4-330M		M4-355M		M4-372M
	M4-332M		M4-359M		M4-390M
	M4-334M		M4-360M		M4-391M
	M4-333M		M4-361M		
	M4-340M		M4-362M		
	M4-341M		M4-368M		
	M4-343M		M4-364M		
	M4-345M		M4-366M		

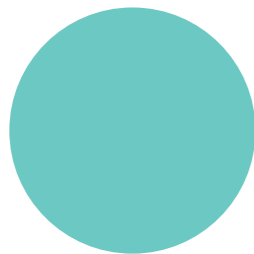


Floor Numbers

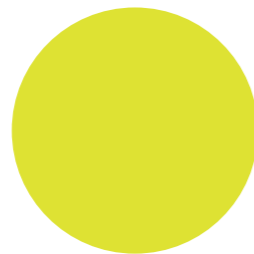


Arrows

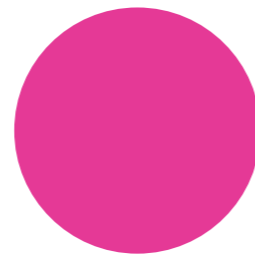
Vinyl Colours



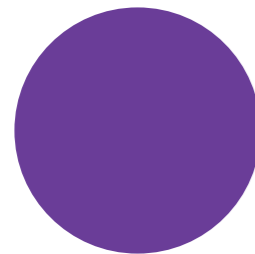
Colour: Neon Teal
Vinyl: M4-366M



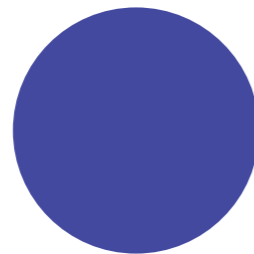
Colour: Yellow
Vinyl: M4-330M



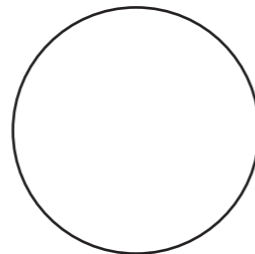
Colour: Magenta
Vinyl: M4-382M



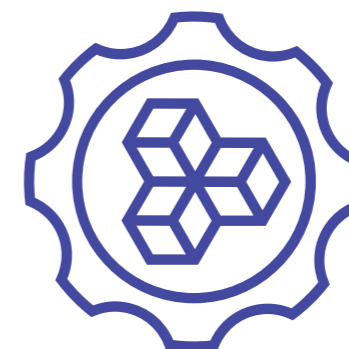
Colour: Purple
Vinyl: M4-383M



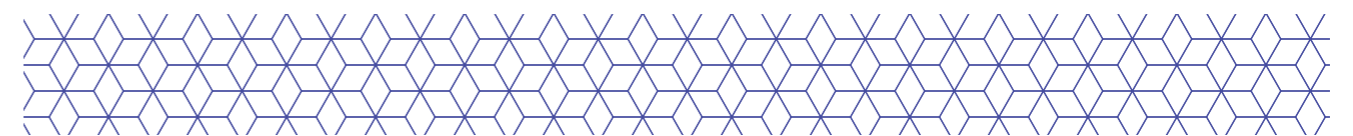
Colour: Blue
Vinyl: M4-354M



Colour: White
Vinyl: M4-301M



Logos

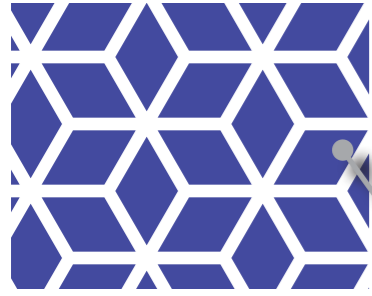


Pattern Strips

Wayfinding: Floor Vinyls

Floor / Stairs / Lift Number Vinyl Application: Arrows / Stair Patterns / Super sized Logos

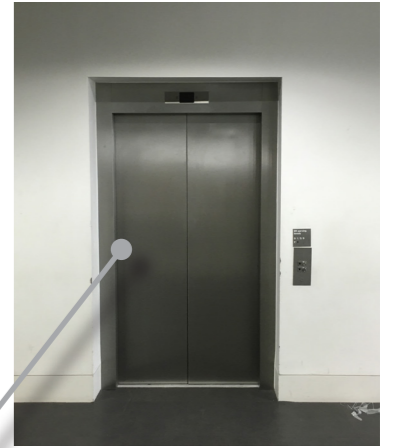
2



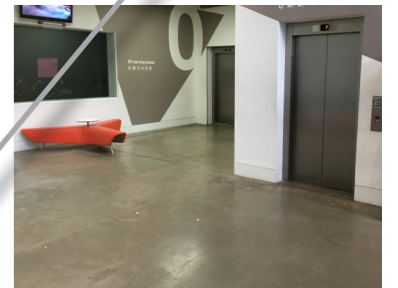
Strips of Pattern on Stairs



Vinyls visual



Lift Doors (Large Floor Number)



Applicable Floor surfaces (Logos and directional arrows)

Wayfinding: Floor Plan Maps

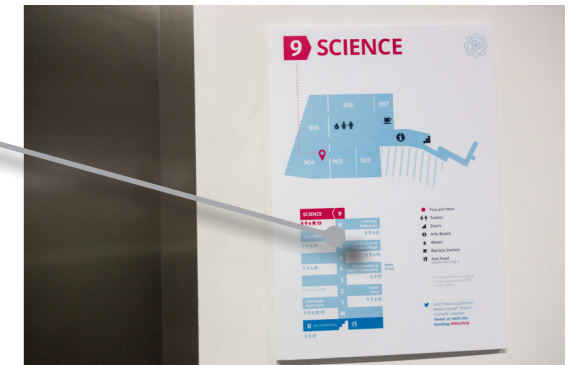
Floor Directories & Maps (A3/A2 Mounted onto Foam Board)

Map shows:

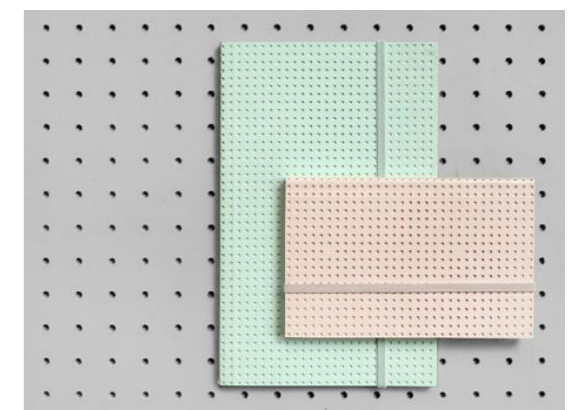
- Floors/spaces
- Bathrooms
- Water
- Lunch
- coffee
- D&D
- Prayer room
- supplies room
- #mozhelp, info booth

Locations:

Posters (in elevators, just outside elevators and stairs, in foyer, at info booths, scattered around building...) - can be printed on site



A3 Foam Board Mounted Map



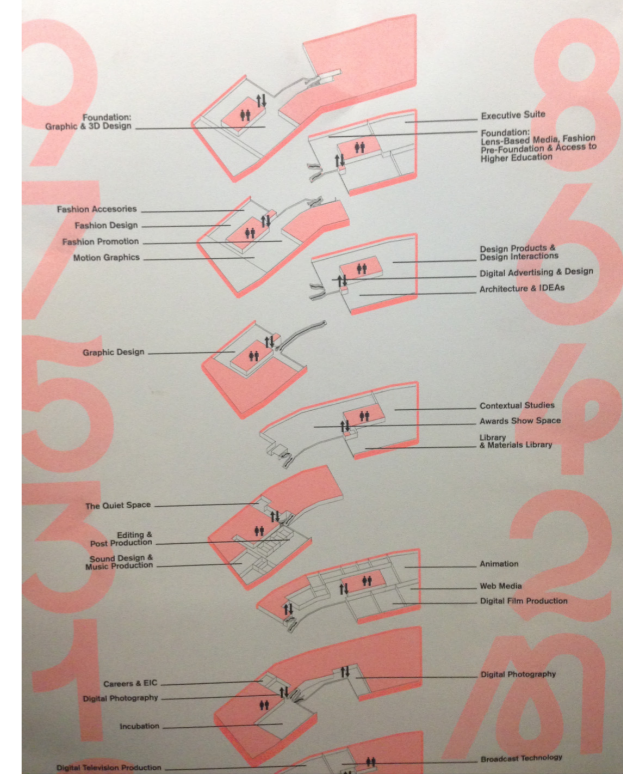
Layered Foam Board peices

Wayfinding: Floor Plan Maps

Folded Insert in Festival Guide (A3/A2 Size)



Large folded sheet insert.



Paper Stock (Uncoated)
Popset Cloud
Large foldout

Mozfest Required Assets

To develop concepts for:

Map Designs

- Floor Guides
- Lift Directories

Floor Vinyl

- Directionals
- Super sized Logos

Floor Numbers & Pattern

- Supersized Numbers
- Pattern Scales

Directional Signs

- Arrows
- Pattern Scales

Board Posters

Info Booth

MozFest Templates

Photo & Video Consent Poster

Session Name Cards

Session Banners

Stage Design