



mozilla  
**Festival** 2016

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# Wayfinding and Environmental Developed Concept

18 September 2016

# Identified Spaces & Surfaces

Ravensbourne



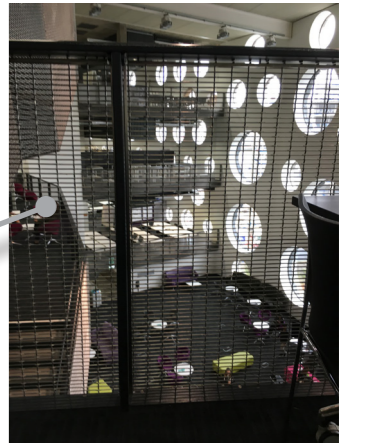
Elevators  
(4 Lift Variants)



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



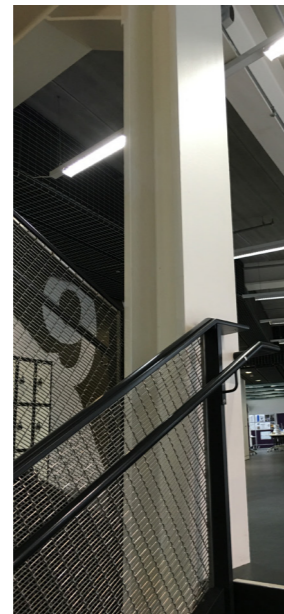
Polished Concrete Floor  
(Level 0)



Mesh Balustrades



Stairs  
(Stair Faces)



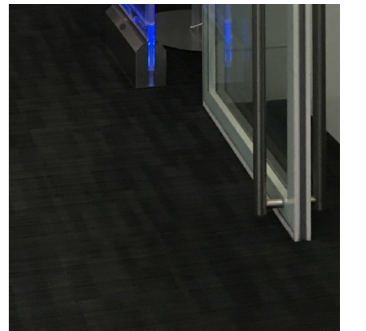
White Columns



Concrete Columns



Rafters



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



Room Doors  
(Levels 2 and 3)



Corridor Doors  
(Levels 2 and 3)



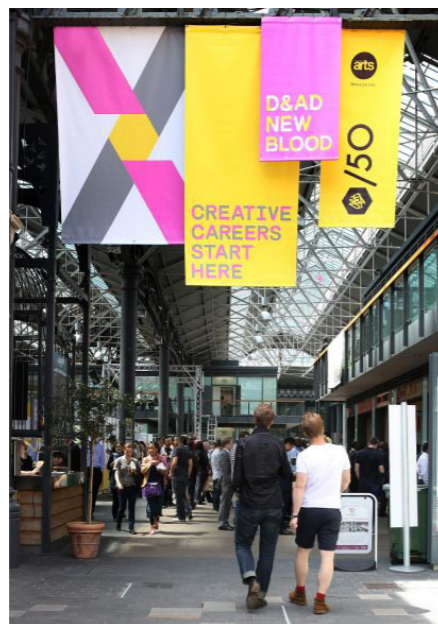
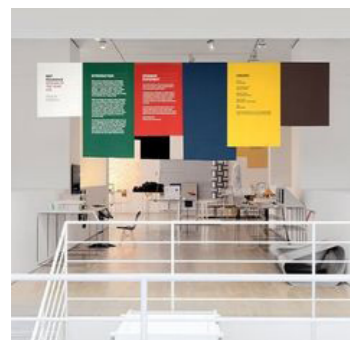
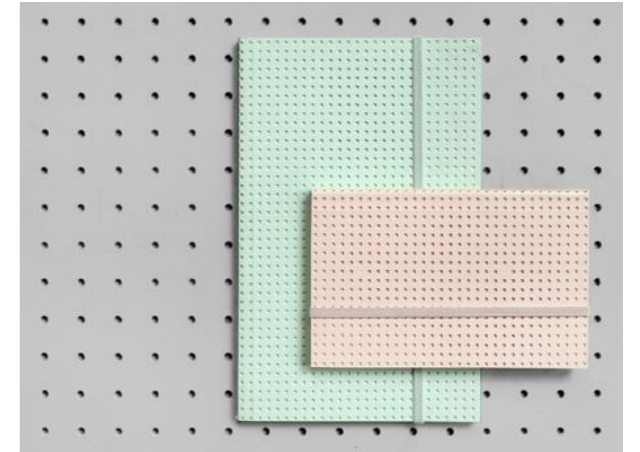
Blank Wall Zones  
(Levels M, 2 and 3)



Concrete Floor  
(Level 5 to 6 Bridge)

# Moodboard & Thinking

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

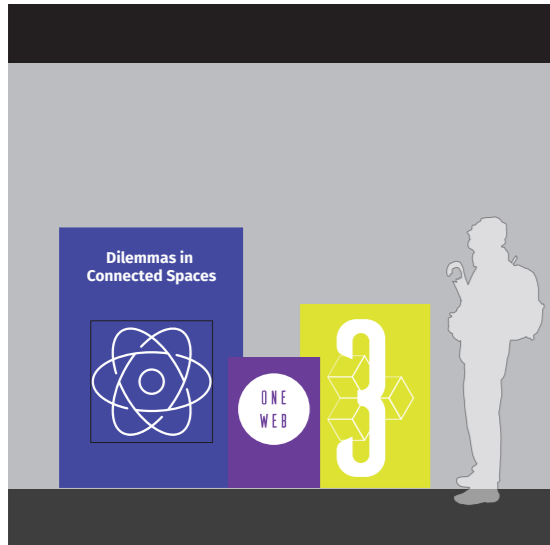


# Wayfinding System

Floor / Stairs / Walls / Columns / Lift Doors / Lifts / Doors / Rafts / Balustrades

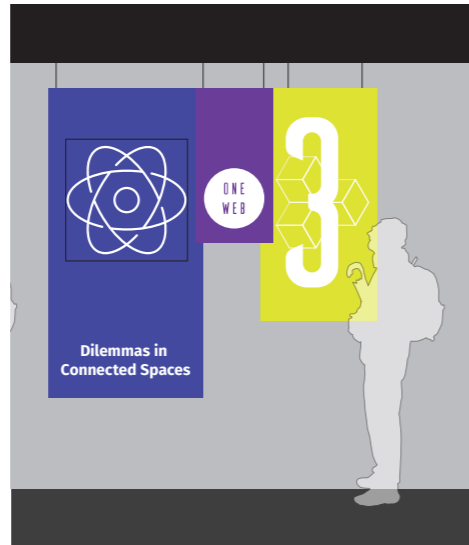
## Space Banners (Walls)

Blank Wall Zones Levels - All or (M, 2, 3, 4)



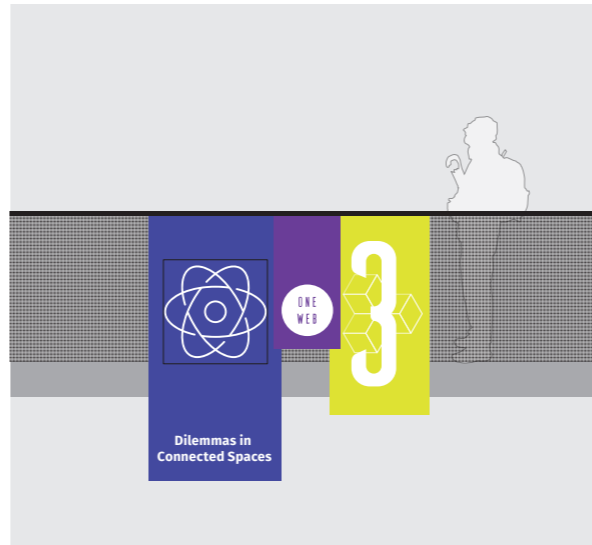
## Space Banners (Hanging)

All Levels - Rafters



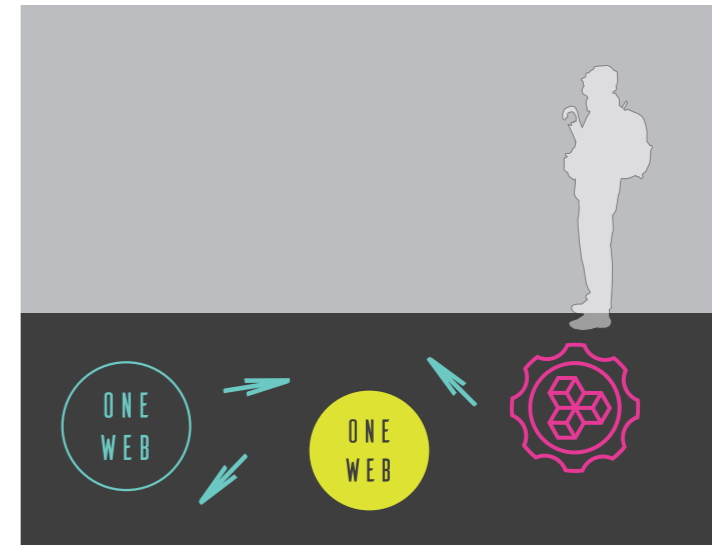
## Space Banners (Hanging)

All Levels - Balustrades



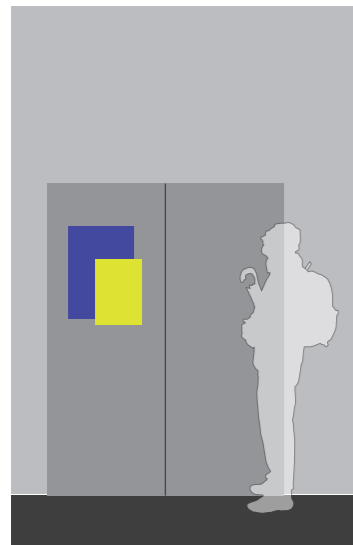
## Floor Vinyls

Laminate Floor Levels - M, 2, 3, 5, 7, 9  
Concrete Floor Levels - 0, 5-6 Bridge



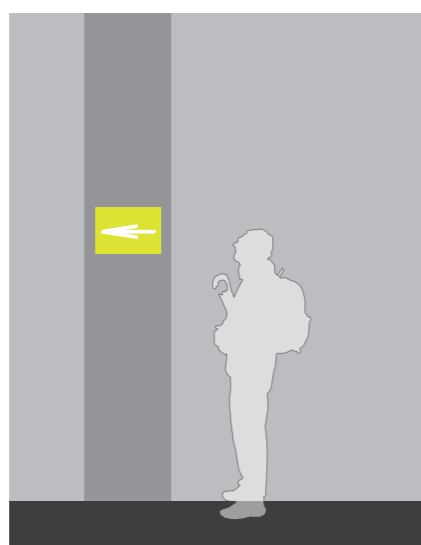
## Door Signage

Levels 2, 3



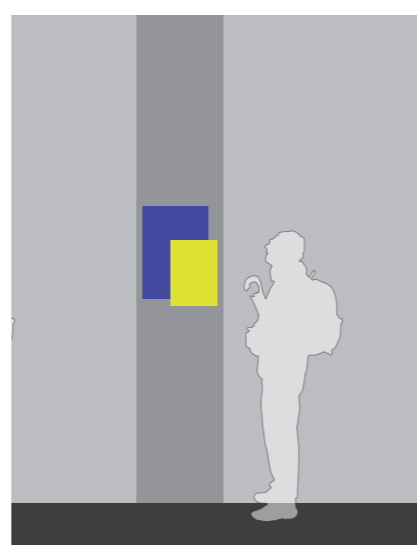
## Directional Arrows

All Levels - Walls & Columns



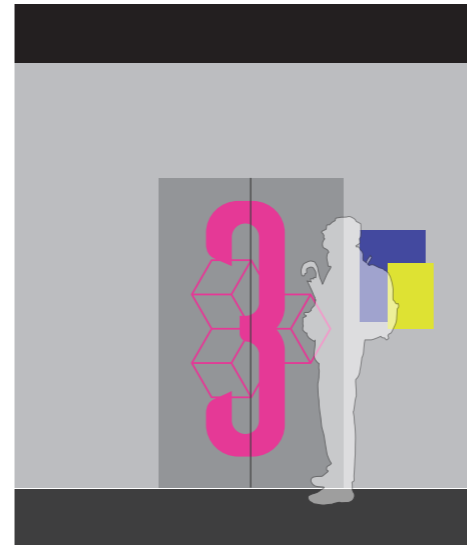
## Floor Maps

All Levels - Lifts / Columns / Walls



## Lift Vinyl Numbers

All Floors - 4 Lift Variants.



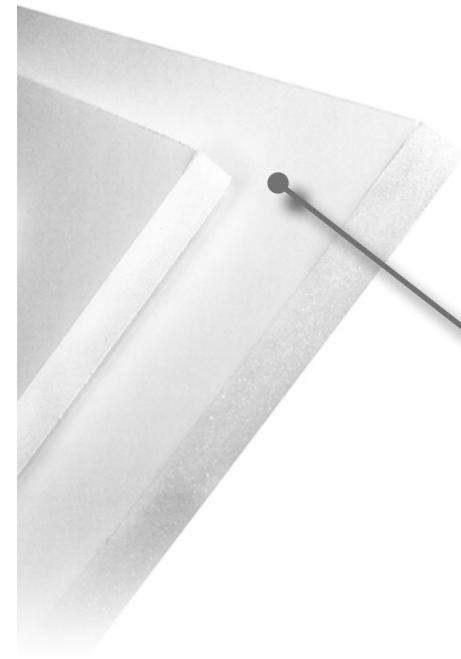
## Stairs Vinyls

All Levels - Stairs

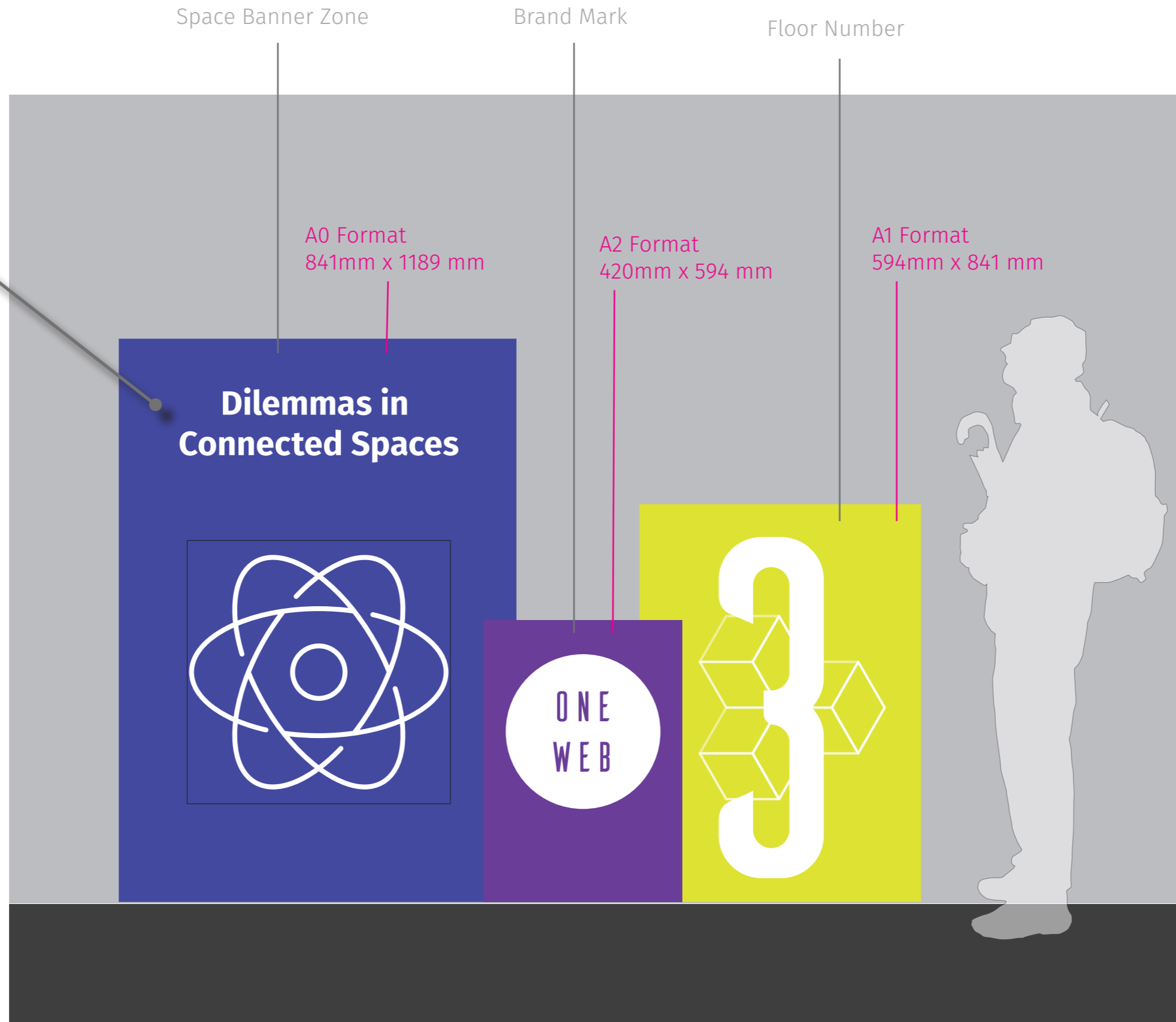


# Space Banners (Walls)

Blank Wall Zones Levels - All Levels or (M, 2, 3, 4)



Foam Board



# Space Banners (Hanging)

All Levels - Rafters

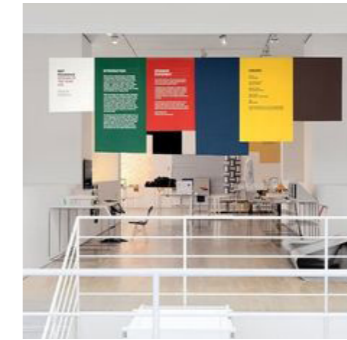
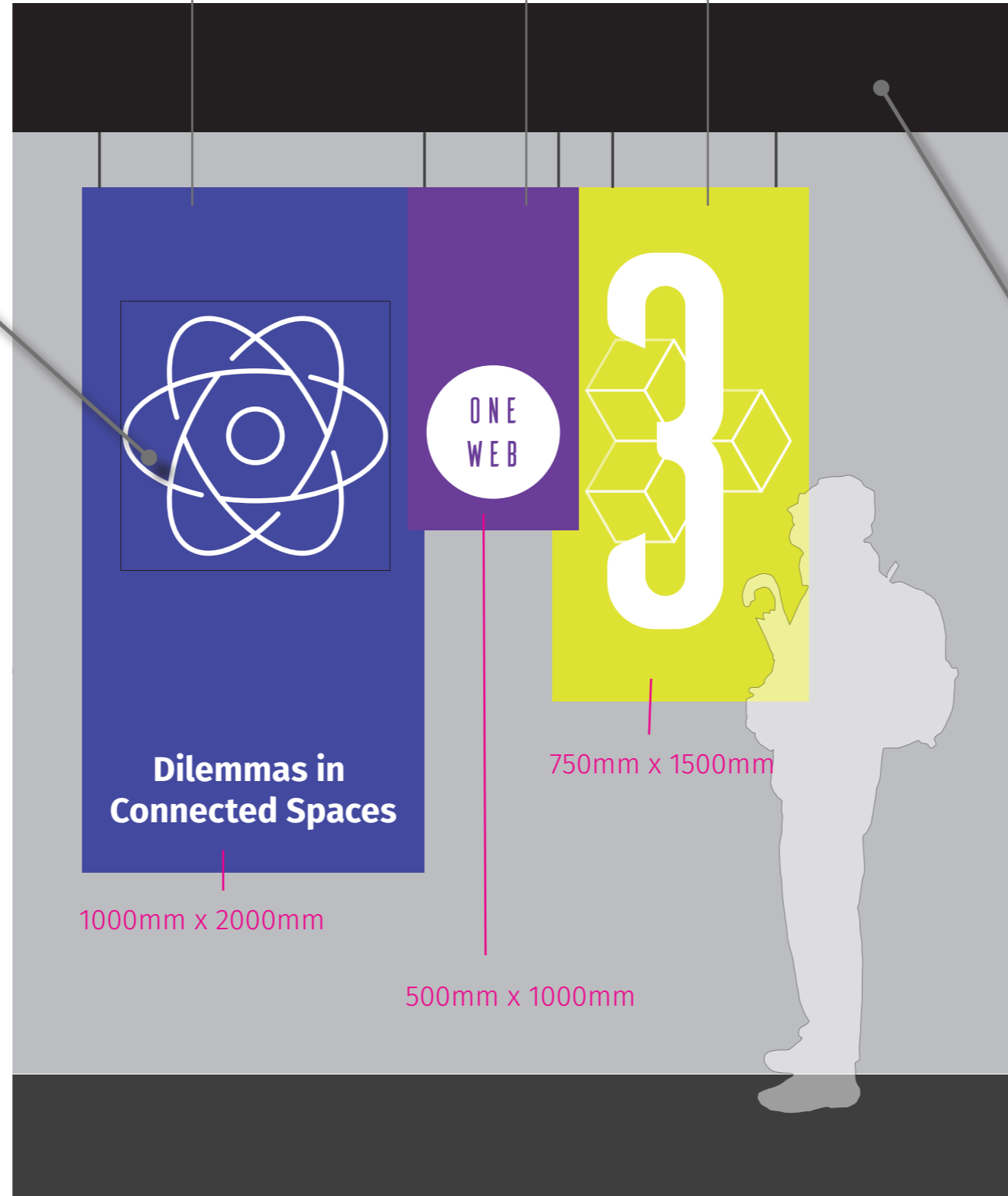
Space Banner Zone

Brand Mark

Floor Number



PVC Banner (Printed)



Rafters

3 Banner sizes hung overlapping slightly

# Space Banners (Hanging)

All Levels - Balustrades

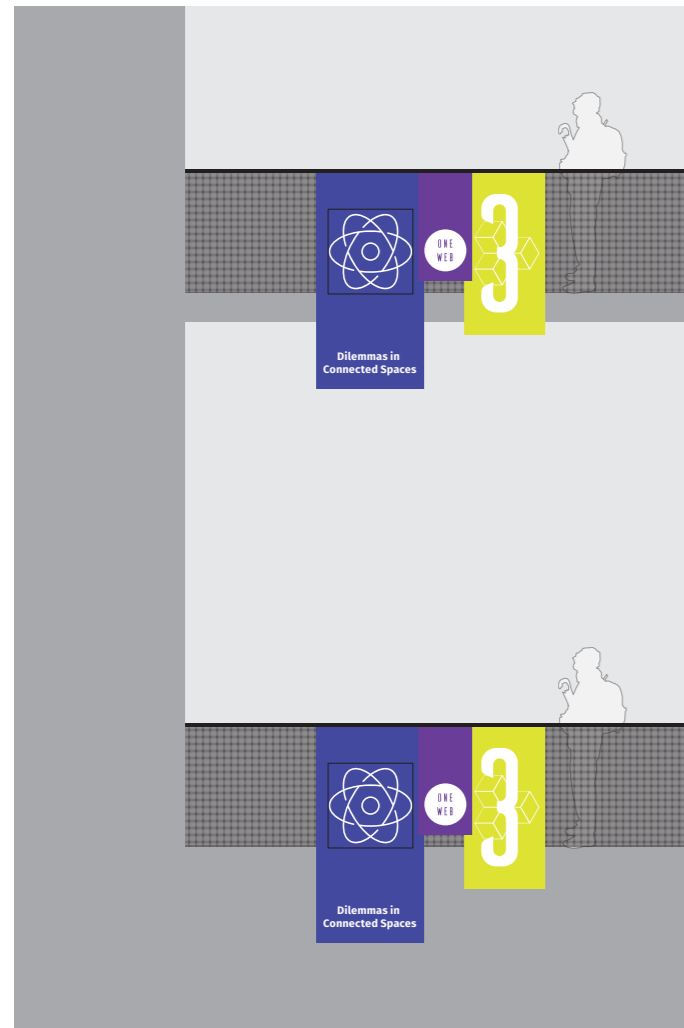
Space Banner Zone

Brand Mark

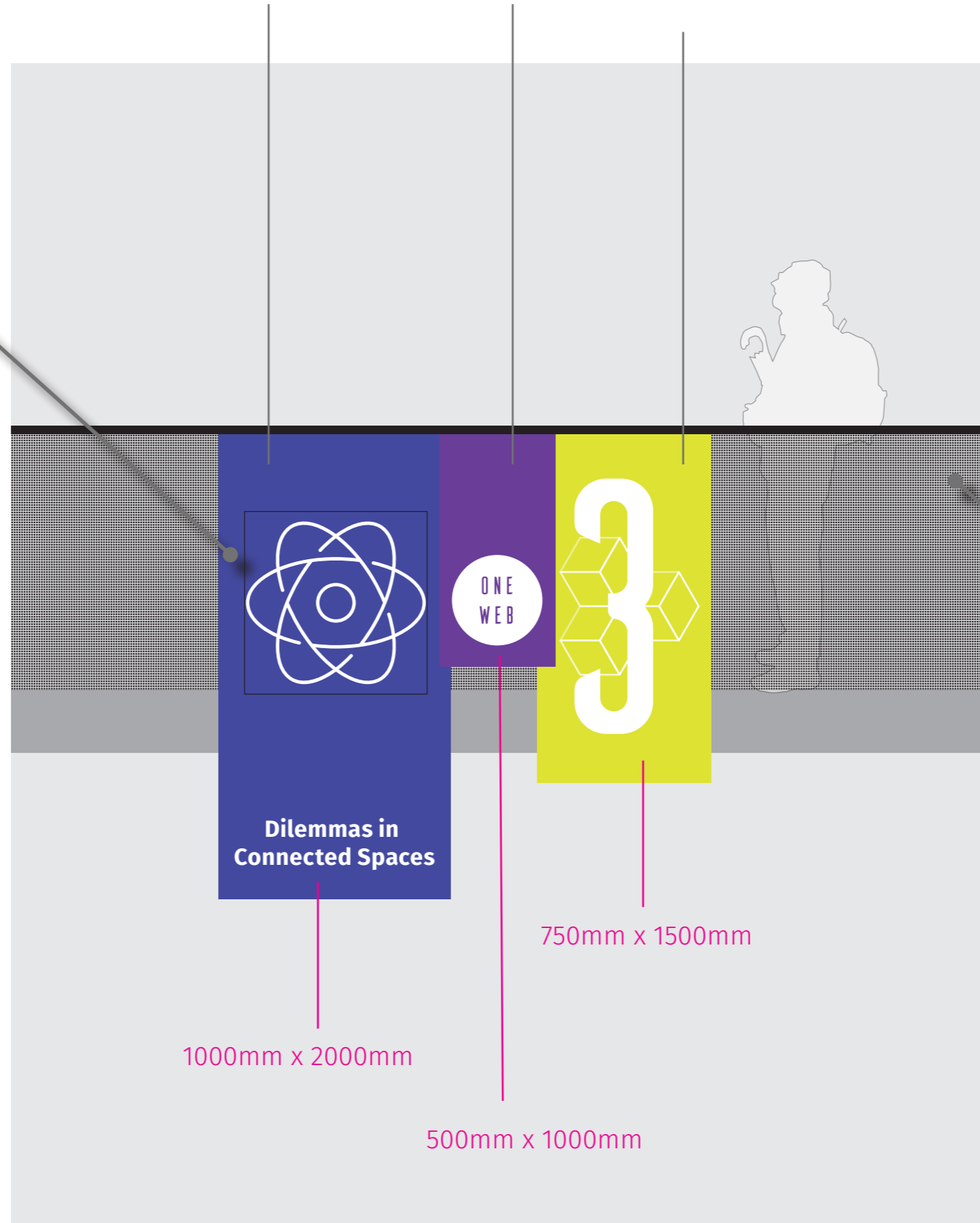
Floor Number



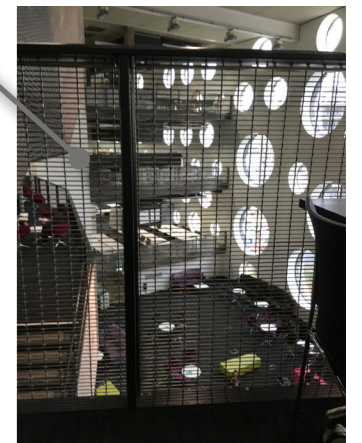
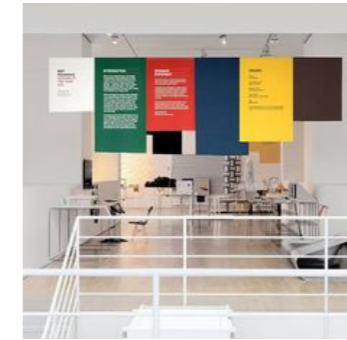
PVC Banner (Printed)



Concept of banner hung over multiple floors



3 Banner sizes hung overlapping slightly



Mesh Balustrades

# Space Banners

Design Idea

