

DAVIS PATHFINDER

WAYFINDING SYSTEM FOR THE CITY OF DAVIS

PROJECT DESCRIPTION

The concept here is to create a neutral and natural sign system focused on helping cyclists and pedestrians to find their way around Davis and the city's available paths. The design intent of these signs was to make a sign system that was clean, minimalist, and cohesive through its layout and branding so that the signs, even when the signs convey very specific or very broad information, or if and when the logo is not necessary or included in the signs, the signs would be still clearly recognizable and distinguishable from the rest of the signs in Davis.

The colors chosen for the sign were to make it contrasting and relatable to the current conditions and ways Davis has signed their cyclist and pedestrian wayfinding system so far. Many of the pedestrians that were interviewed wanted a simple, easy to spot and ready, and some color green on the signs (as it relates back to all the signs for cyclists and pedestrians out there and the city of Davis in general) so a green gradient stroke around the borders was implemented to show some contrast, add some color, and make the overall design and sign pop and come together.

SITE EVALUATION/EXISTING CONDITIONS:



This site is located at the residential areas of East Davis between the two major roads Pole Line Road and E. Street. The site is adequately signed for the most part, but also could use some improvements.

After surveying the residents and site a couple of times, residents, especially newcomers, said that they would most benefit with signs that indicate that "Bikes May Use Full Lane" since children pass through the site almost every day to go to schools and parks in the area. The site is narrow enough to have their own marked lane, but it is a residential area and cars are parked on the side to share it. There are green bike markers already implemented on parts of the site, but an explicit sign to indicate that as well that one can see eye level and quickly. Residents of Davis also noted that in general, if the site is longer, they would like a site trigger to indicate whether they are still on the site and going the correct way.

At this site, there was a "NO OUTLET" sign to indicate cars could not continue through, which is accurate, however, cyclists and pedestrians can still continue through. A sign to indicate that cyclists and pedestrians can continue through would therefore be helpful in this type of situation as the path continues beyond that point for them.



AUDIENCE PERSONAS 1

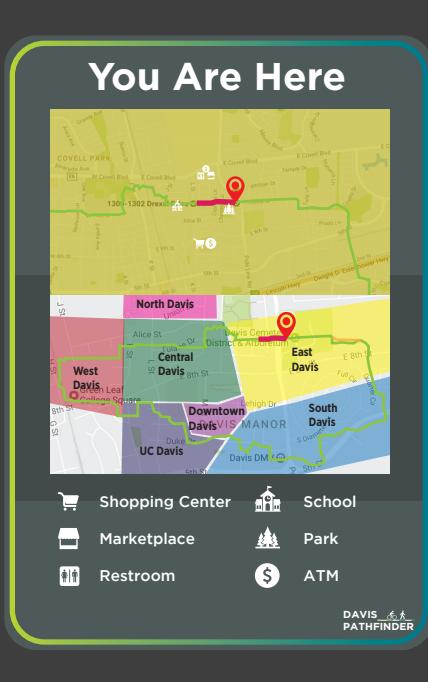


These four personas shown (pedestrian, families, cyclists, and cars) will give a better perspective and idea as how the sign system would look as a system and relatively how they would be scaled compared to each other and objects.

AUDIENCE PERSONAS 2,3, & 4



VOCABULARY OF SIGNS:



Oriental Sign



Directional Sign



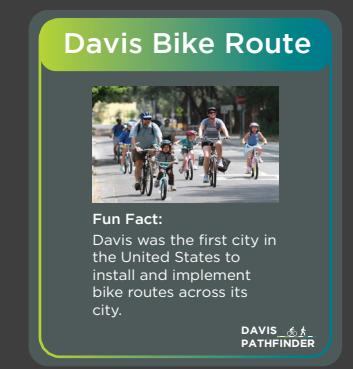
Regulatory/Etiquette Sign



Directional Sign/Identification Sign/Informational Sign



Recognition/Honorary Sign



Interpretive/Content Sign



Celebratory/Promotional Sign

"not scaled to proportion here - refer to Audience Personas"
reference only

Text Color: Black or White
Base color: Gray shade with blue tints or white
Gradient accents: Yellow-green to green-blue split 50%

Logo is not needed on all signs, such as on regulatory/etiquette signs, recognition/honorary signs, and celebratory/promotional signs as it would conflict with the information and those signs are more readable without the logo distracting it.

IN SITU RENDERINGS:



Out of the seven signs in the system, these six types of signs are the most relevant and important to showcase, especially at the residential areas where the majority of the population of Davis lives. The residential areas are the main roads in the city. This is a residential path where bikes can use the full road, not only for cyclists and pedestrians to know, but cars to understand that as well and that they need to share the path. An identification of which part of the path you are on or a sign marking that you are still on the "Davis Pathfinder" path would be useful as well in helping you navigate through residential areas where you may not be familiar with. People passing through residential areas also tend to have more time to spare to read up about things, so interpretive/content signs can be implemented here. At paths where cyclists and pedestrians can still technically cross over, because the path diverges or continues, a sign for that may also be helpful.

PRELIMINARY SKETCHES:



These images inspired the creation of this sign system. Each one gave helpful insight to as how signs can be laid out and formatted differently for different information.

FORM, PALETTE, AND MATERIALS:

TYPE:

Gotham Bold
ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
0123456789

COLOR:

#000000	#505050	#FFFFFF
C = 0	M = 0	L = 0
Y = 0	S = 0	T = 0
K = 100	K = 0	K = 0
#B0D354	#00798E	
C = 54	C = 87	
M = 0	M = 0	
Y = 100	Y = 39	
K = 0	K = 36	

ICONS:

Shopping Center School
Marketplace Park
Restroom ATM
Arrows Location Marker
Bikers Pedestrian

IDENTITY:

DAVIS



PATHFINDER

MATERIALS:

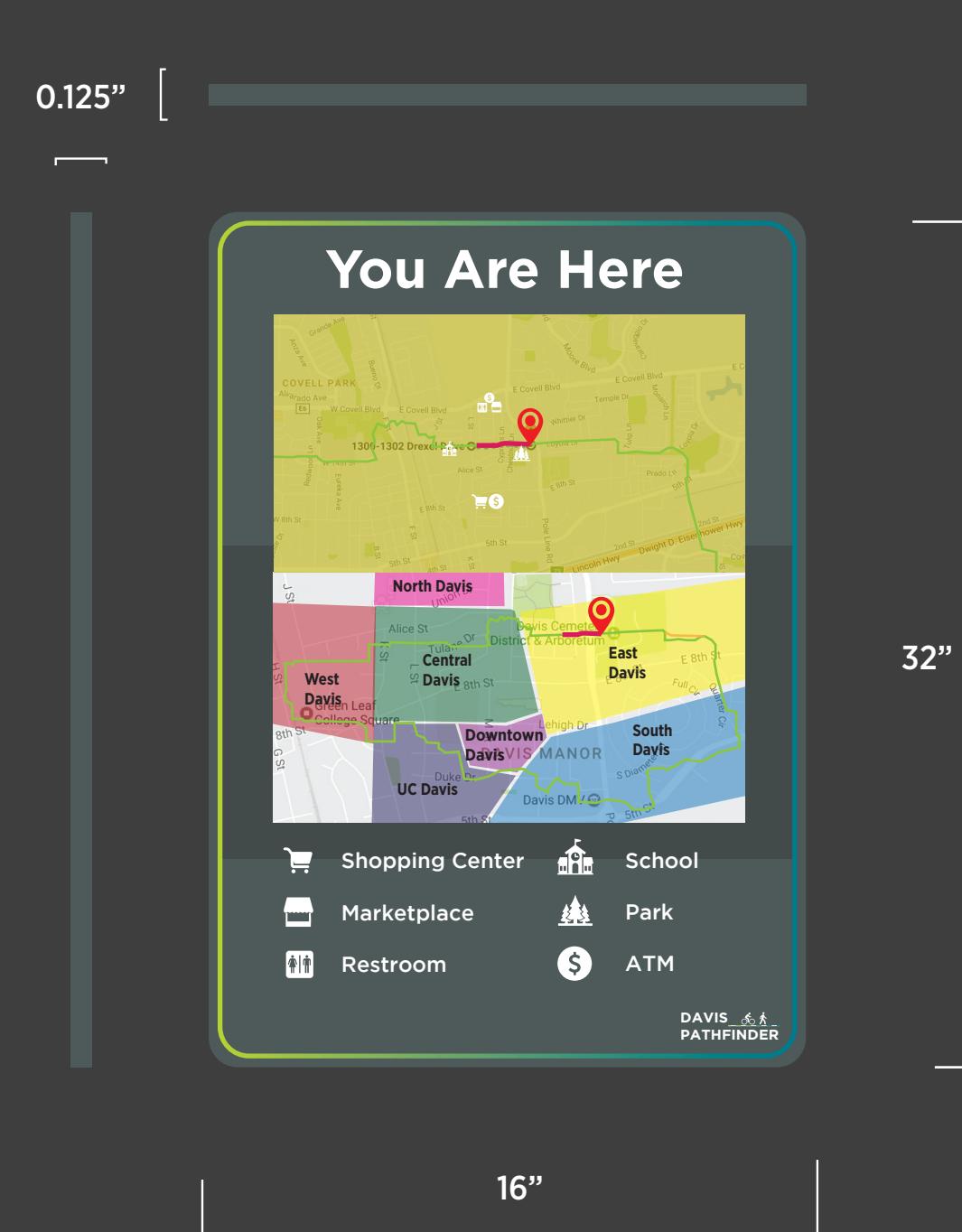


The signs should be printed on reflective aluminum, which is generally for outdoor and roadside sign usage. Reflective aluminum will allow for additional visibility in the dark when light shines on the surface of the sign. The design of each type of sign should be printed on a special reflective vinyl overlay separately, which should be adhered to the surface of the aluminum.

The sign essentially will be made of two sheets of .08" inch aluminum joined by a polyethylene core.

STANDARD MEASUREMENTS
THICKNESS : 2mm
PRINTING: One-Sided Only
FINISH: Smooth, Matte, Reflective

SIGN DETAIL:



All signs were designed to be printed on reflective vinyl overlay of vinyl so that the system would be cost efficient to print, print and replace if changed. One of the bigger and more complex signs is the orientation sign, which would need a bit more attention to construction and detail.

This sign would have to be printed more carefully and at a bigger scale since it will have a map and more details.

It will be printed on reflective aluminum sheet but for stability, this sign should be printed on the thickest standard width available, which is 0.125".