

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 across the area. The site is narrow but wide enough to have their own marked lane. It is a residential area and cars are parked on the side as well. The road is however, wide enough for cyclists and cars 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

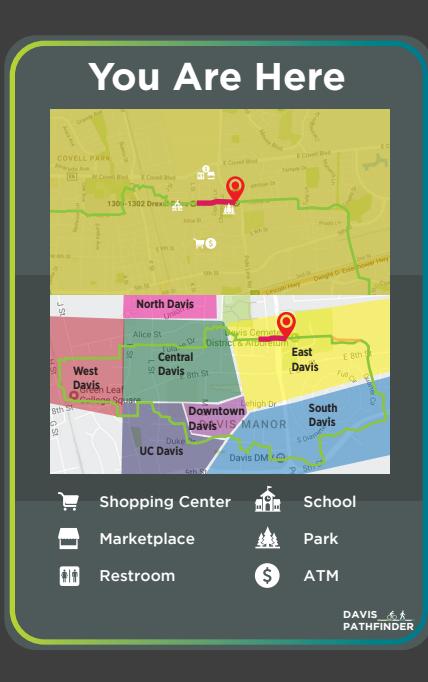


These four personas shown (pedestrian, families, cyclists, and cars) will give a better perspective and idea as how the sign system would look as a system and relatively how they would be scaled compared to each other and objects.

AUDIENCE PERSONAS 2,3, & 4



VOCABULARY OF SIGNS:



Oriental Sign



Directional Sign



Regulatory/Etiquette Sign

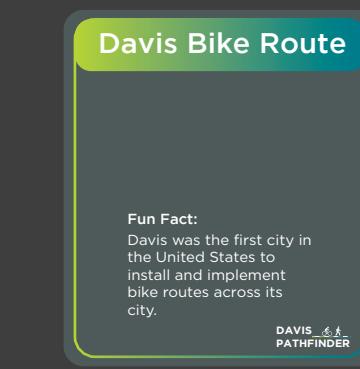


Directional Sign/Identification Sign/Informational Sign

*addition to long pathways to indicate you are still on the "davis pathfinder" pathways



Recognition/Honorary Sign



Interpretive/Content Sign



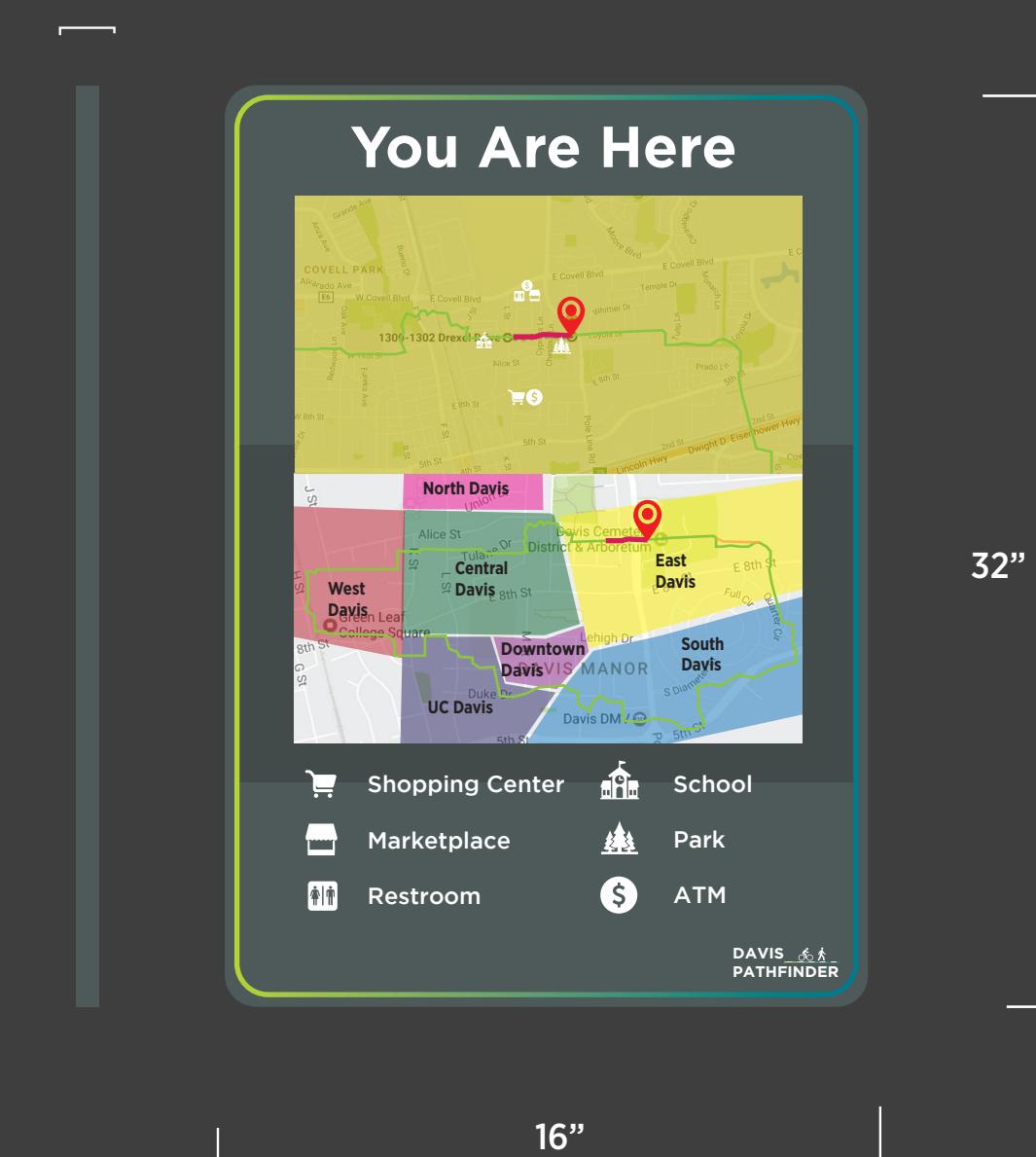
Celebratory/Promotional Sign

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.

SIGN DETAIL:



All signs were designed to be printed on reflective vinyl over a layer of vinyl so that the system would be cost efficient to 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 a thicker overall, but will still be printed on reflective aluminum sheet but for stability, this sign should be printed on the thickest standard width available, which is 0.125".

FORM, PALETTE, AND MATERIALS:

TYPE:

Gotham Bold
ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
0123456789

COLOR:

#000000	#505050	#FFFFFF
C = 0	M = 0	L = 0
Y = 0	A = 0	K = 0
Z = 100	B = 0	T = 0
	D = 0	R = 0

#B0D354

C = 54

M = 0

Y = 100

K = 36

Z = 0

B = 0

D = 0

R = 0

T = 0

A = 0

C = 87

M = 29

Y = 36

K = 6

Z = 0

B = 0

D = 0

R = 0

T = 0

A = 0

C = 0

M = 0

Y = 0

K = 0

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