

LOOK UP WINTERS

WAYFINDING & SIGNAGE SYSTEM FOR THE CITY OF WINTERS

PROJECT DESCRIPTION:

Some of the most extraordinary things about Winters can only be seen if we look up. The intricate detail of the buildings downtown, the birds and the trees that dot the horizon - all of these things add to the charm that Winters has to offer. Unfortunately, many people have the tendency to keep their eyes towards the ground, caught up in the busyness of everyday life.

Looking Up Winters seeks to bring the viewer's eyes upward - in order to draw attention to the intricate details and beautiful scenery, while also blending in with the colors and materials already present within the City of Winters. The form of the signs draws on the patterns and materials of the old Railroad Bridge which crosses Putah Creek. This hearkens back to Winters' industrial and agricultural past integral to its founding.

Each sign is made to mimic corten steel. Constructed as a series of tall pylons, they can be combined with each other to allow both simple and more complicated signs sign types. The tall pylon shape draws the viewer's eye upwards, allowing them to admire the details that they might otherwise miss. There is some sort of cut out element on each of the sign types in order to better blend the sign with its surroundings.



SITE EVALUATION/EXISTING CONDITIONS:



Winters' main street is lined with historical buildings, many there since the city's founding. All of them have varying degrees of a creamy yellow, antique green, and dark red color palette. Each building has its own unique characteristics because of its sculptural decoration. It is an up and coming area, filled with artisanal wineries, restaurants and shops.

Just down Railroad Ave. is Putah Creek and the old railroad bridge that spans it. This area is filled with plants and teeming with wildlife. A small park has been constructed at the mouth of the bridge, which has been converted to bike/pedestrian crossing. This park marks the beginning of a small trail that follows the creek.

The signage as a collective is eclectic. An extensive sign system doesn't seem necessary due to the small size of Winters itself, however the signage that does exist is fairly ineffective due to its lack of consistency as well as its strange placement. Many signs are placed in areas difficult to see due to either size, lighting, or obstructions.

LOOK BOOK:



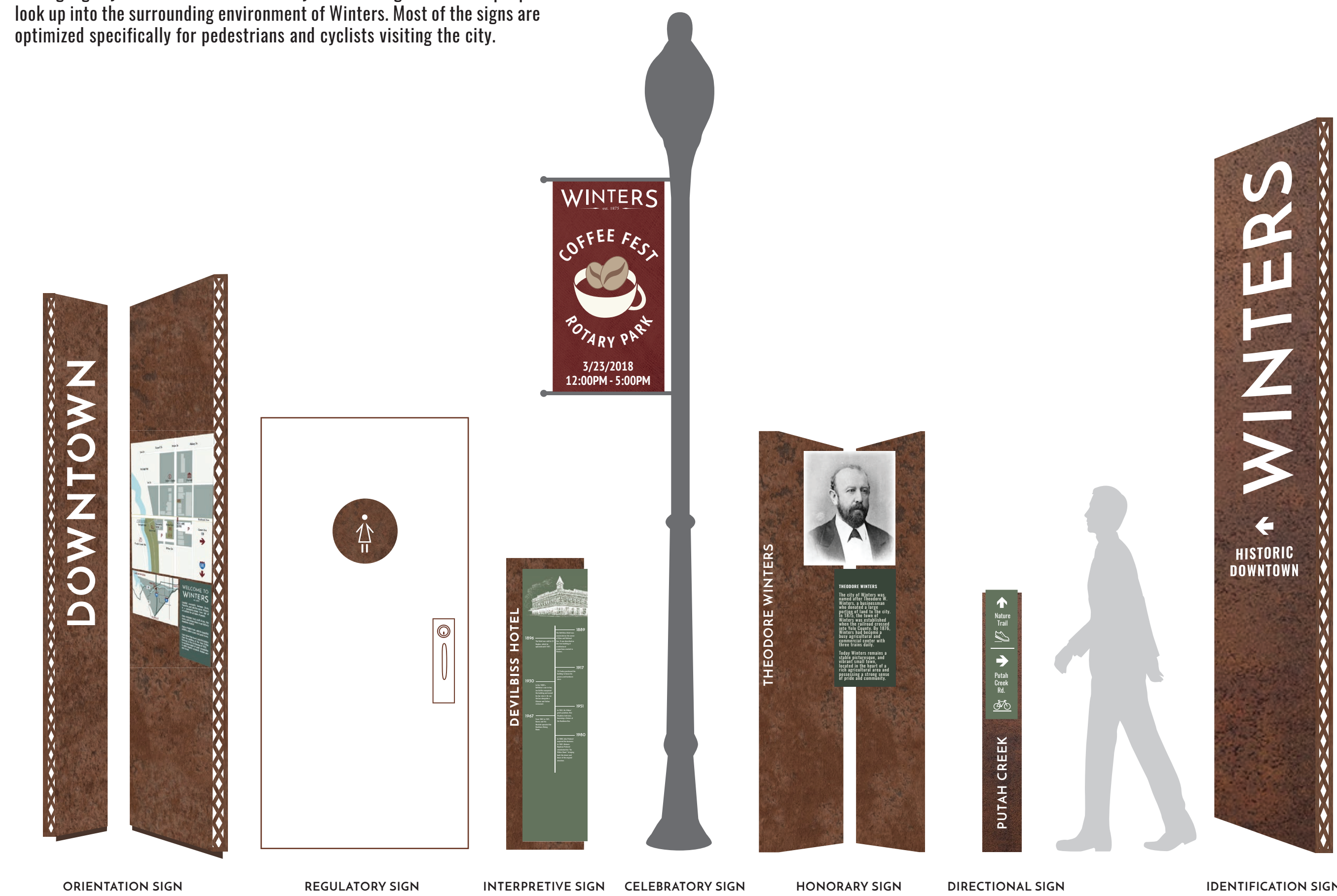
The inspiration for the new signage system came primarily from the unique texture of corten steel, which mimics the industrial feeling of the railroad bridge. Especially interesting were the signs that played with negative space by punching designs and letters out of the corten in order to blend the environment with the signage.

AUDIENCE PERSONA:

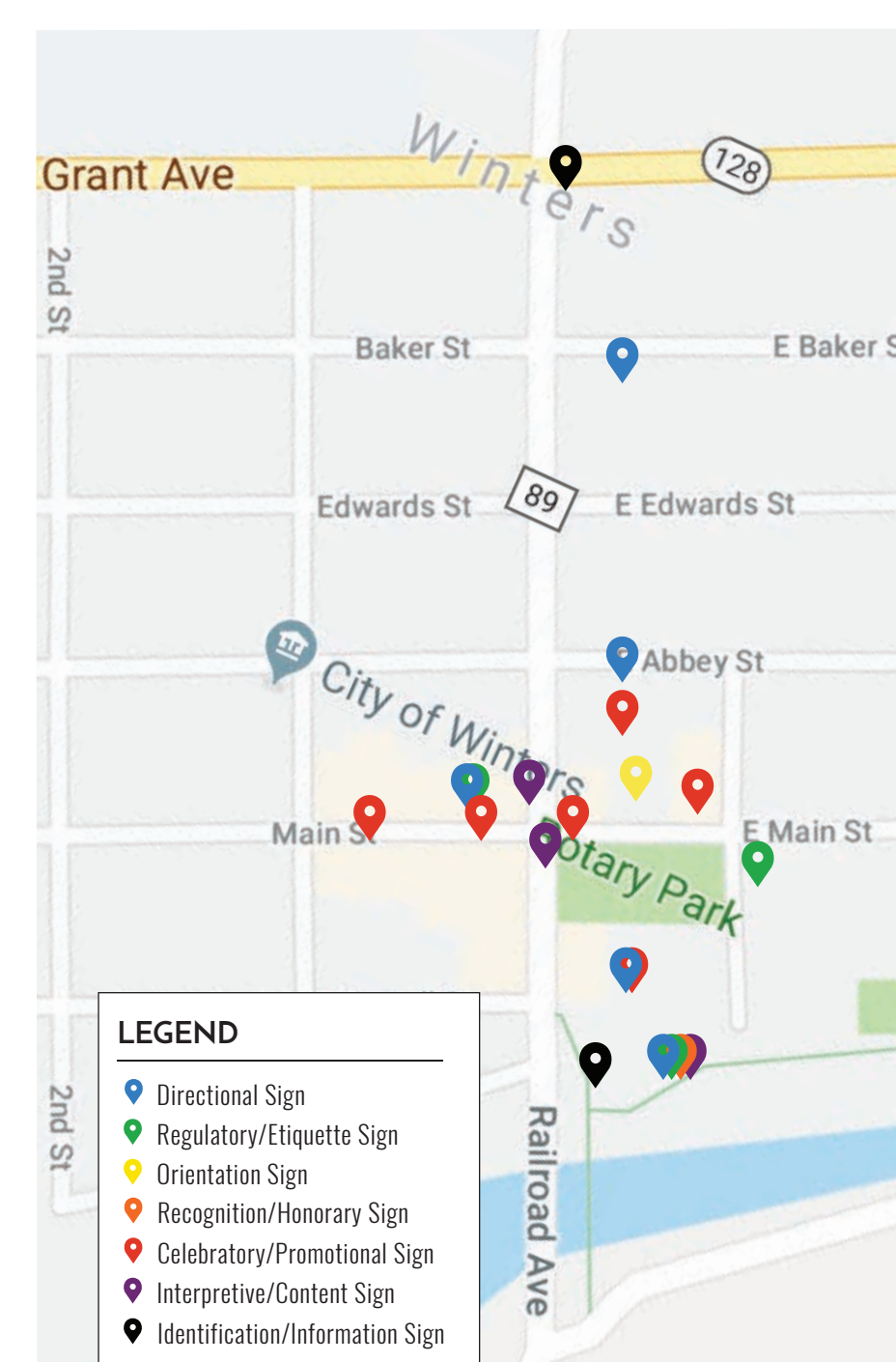
<p>Elderly from City of Winters Age: mid-70s Occupation: Senior Citizen Needs: - Community-oriented sign system - Draws attention to the unique elements of Winters - Color/typographical contrast</p>	<p>Young Couple from Davis Age: early/mid-20s Occupation: Student Needs: - Suggestions for nightlife attractions - Orientation of the city - Explanation of city's history</p>
<p>Local Spanish Nut Farmer Age: mid-40s Occupation: Farmer Needs: - Multilingual signs - Pictograms</p>	<p>Cyclist from Nearby City Age: mid-30s Occupation: Business Worker Needs: - Biking route suggestions - Signs placed at eye-level - Cautionary signs to watch for cyclists</p>

VOCABULARY OF SIGNS:

The signage system focuses on verticality. It was designed to make people look up into the surrounding environment of Winters. Most of the signs are optimized specifically for pedestrians and cyclists visiting the city.



SIGN LOCATION PLAN:



SIGNAGE SYSTEM

Surveying the city of Winters, the placeholders mark where signs are most crucial in the decision making of pedestrians, bicyclists and drivers. Most of the signage system is located in the heart of downtown where most foot traffic takes place. The placement of the signs was carefully taken into consideration to minimize the distraction from the surrounding environment.

FORM, PALETTE, AND MATERIALS:

IDENTITY:



The new logo for Winters is a modern take on the town's humble beginnings. It makes use of the railroad bridge landmark, which put Winters on the map. The word "WINTERS" underneath is in a modern, yet slightly vintage typeface. The brown of the bridge matches its actual color, while the green of the letterforms matches the color found on many of the buildings in town.

TYPE:

Josefin Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

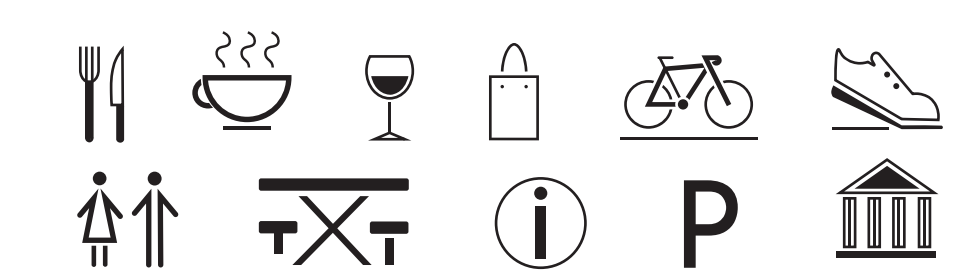
Oswald Regular
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0123456789

Weiss Regular
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abcdefghijklmnopqrstuvwxyz
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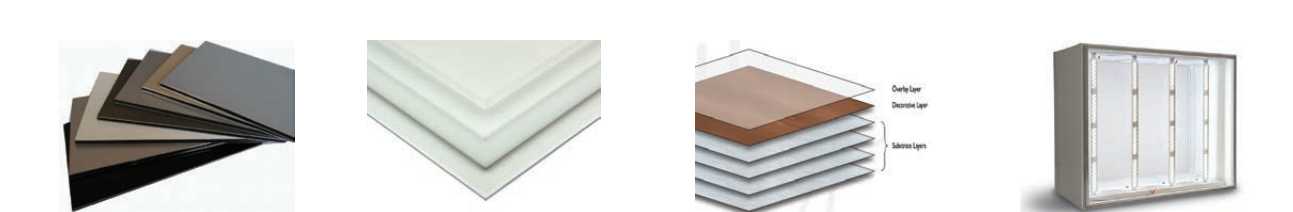
ARROWS:



PICTOGRAMS:

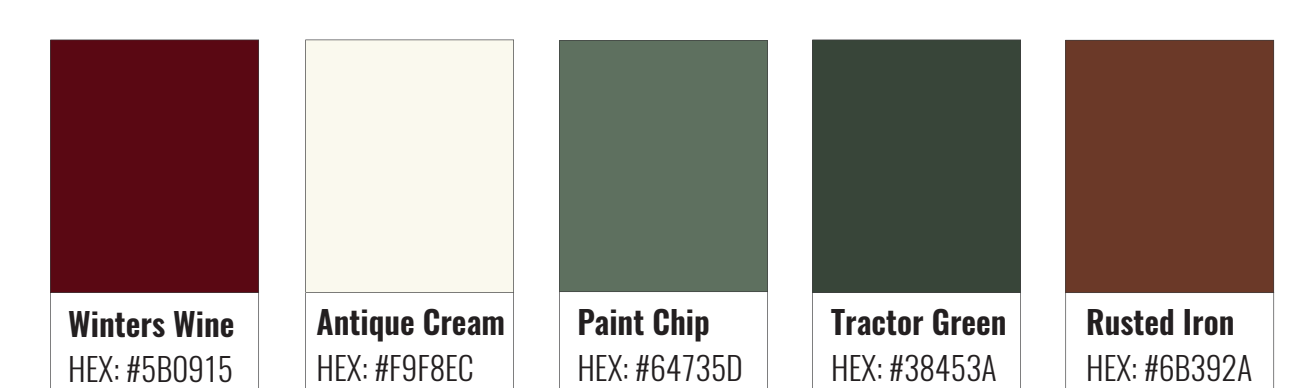


MATERIALS:

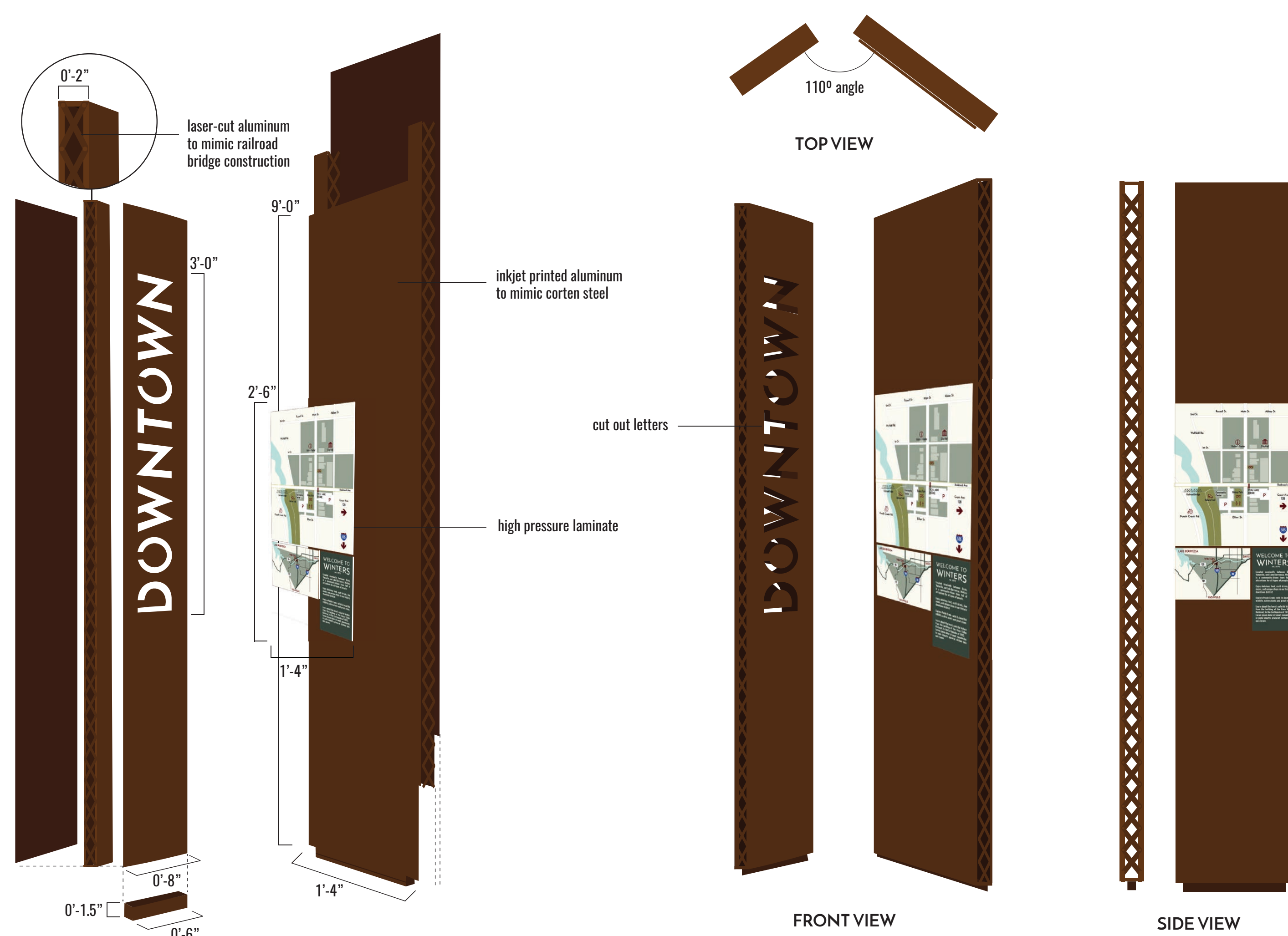


The materials chosen for the signage system was carefully considered based on weather resistance, formability, and durability. The framework of the signage system will be made up of inkjet printed aluminum sheets to mimic corten steel. Plastic acrylic and high-pressure laminates will be used for the bulk of the signage system. LED lighting will be incorporated into the identification sign to help light up the sign for greater visibility at night.

COLOR:



SIGN DETAIL: ORIENTATION SIGN DETAIL



IN SITU RENDERINGS:

Signage system placed in various locations within the city of Winters.

