

# DEL PASO DESIGN DISTRICT

WAYFINDING SIGNAGE SYSTEM

AARON COOPER  
SARAH TAN

DES186



## Table of Contents

Project Summary	5
Inspiration	6
Preliminary Designs	7
Logo Sketches	8
Signage Sketches	9
Site Photography	10
Site Plan	11
Identity	12
Materials Palette	13
Sign Family	14

### In-Situ Renderings

Identification Sign	16
Orientation Sign	20
Directional Sign	21
Information Sign	22
Celebratory Sign	23
Regulatory Sign	24
Interpretive Sign	25



## PROJECT SUMMARY

## DEL PASO DESIGN DISTRICT Wayfinding System

Aaron Cooper  
Sarah Tan



**Site** Del Paso Design District

**Location** Del Paso Boulevard, Sacramento, CA

**Audience** Professionals with disposable income  
Creative types  
Surrounding community

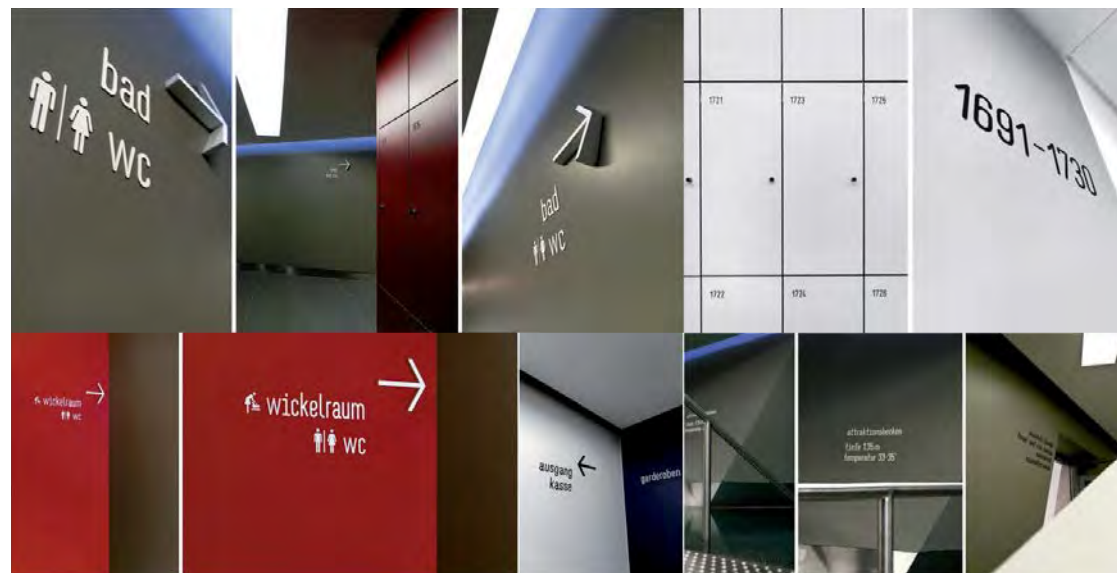
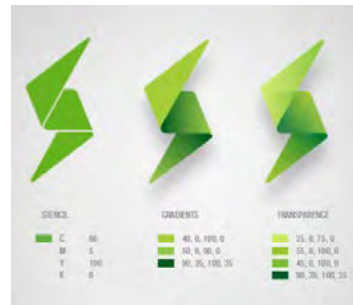
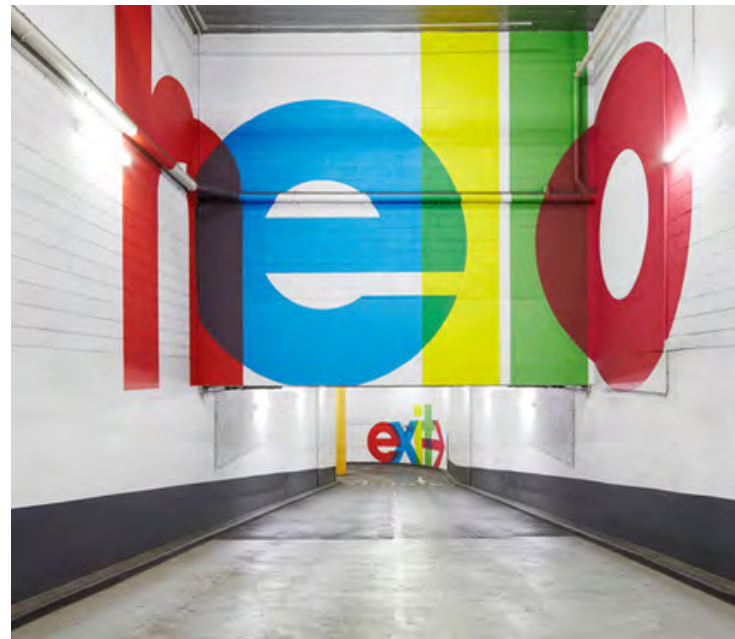
**Goal** This project aims to revitalize the Del Paso neighborhood into a thriving community by converting the area into a design district.

**Strategy** Inject modernity through the use of bold and bright colors and designs on the graphic applications and the wayfinding system in order to attract visitors.

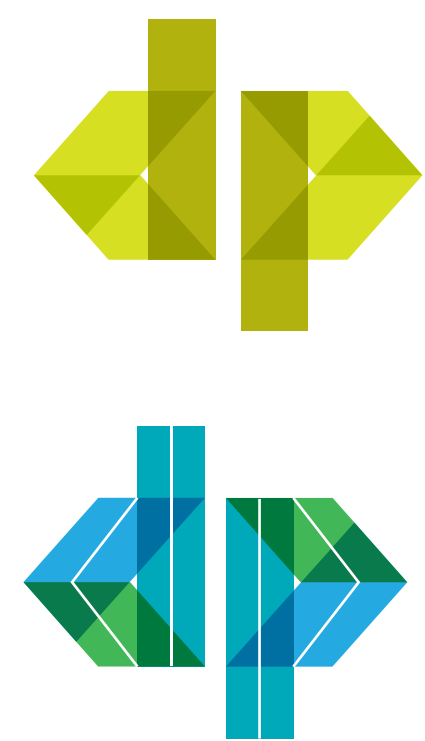
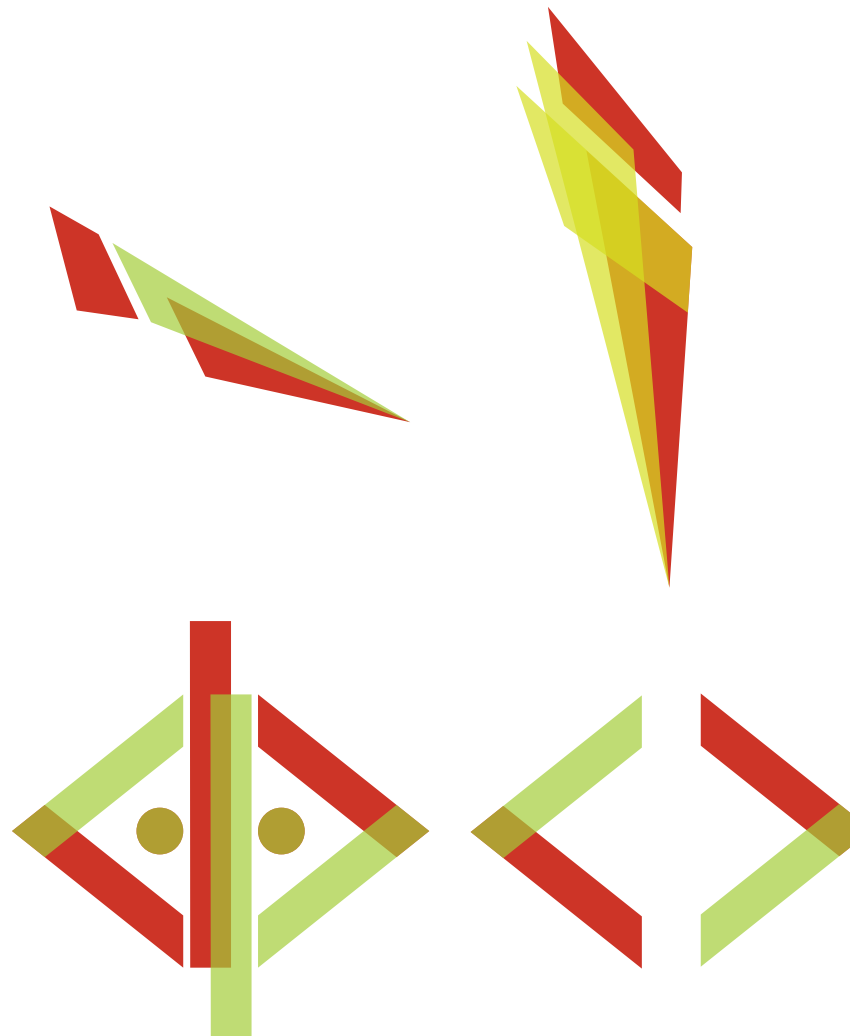
INSPIRATION

DEL PASO DESIGN DISTRICT  
Wayfinding System

Aaron Cooper  
Sarah Tan



A large part of Del Paso Boulevard's history is rooted in its mid-century heyday. Inspiration was thus derived from the use of geometric forms, minimalism and the use of overlaying shapes, a common theme in mid-century modern design.

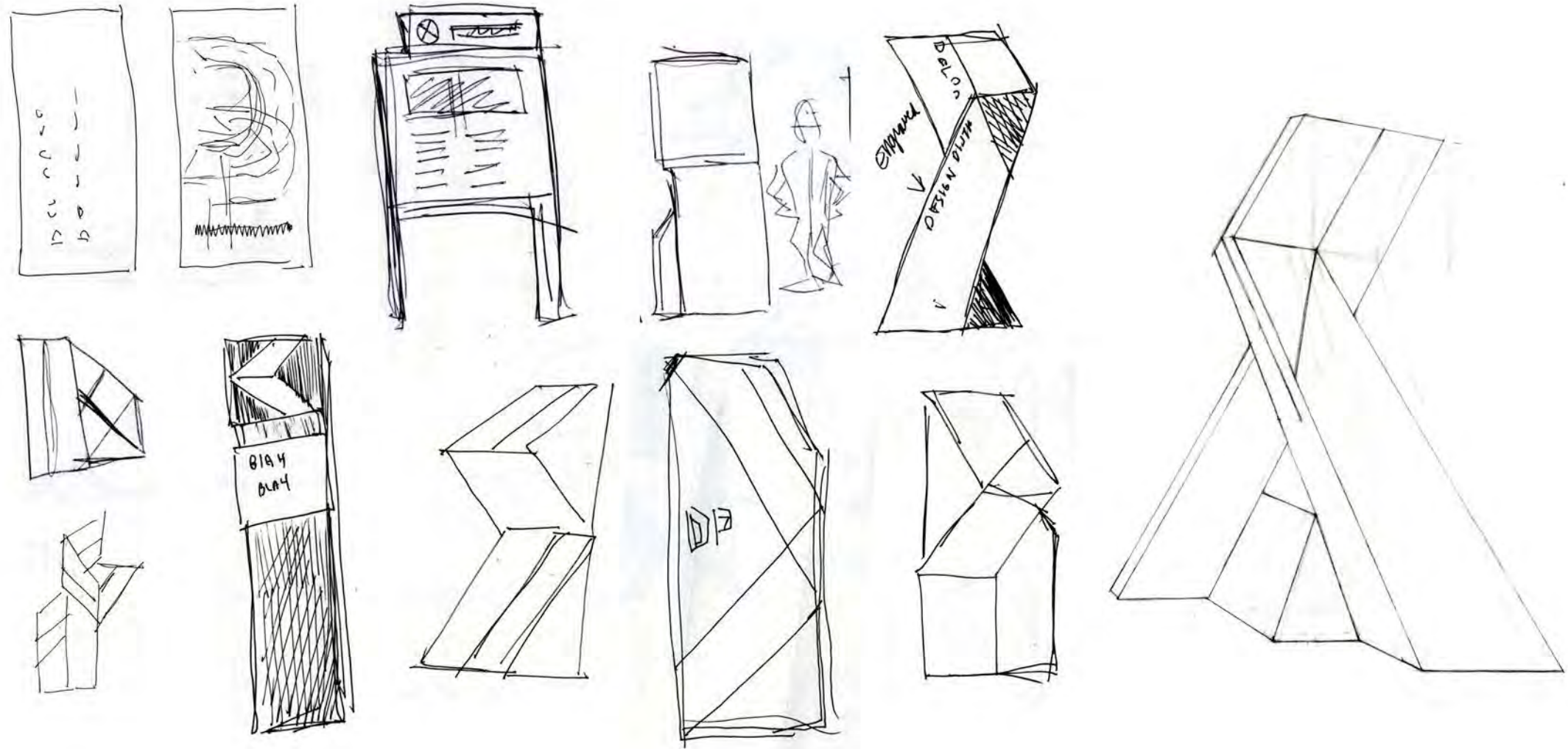


Having decided on the theme of the design, experimentation was done on the forms that made up the letters. The colors were selected for their vibrancy, which is what the project aims to bring to the community.

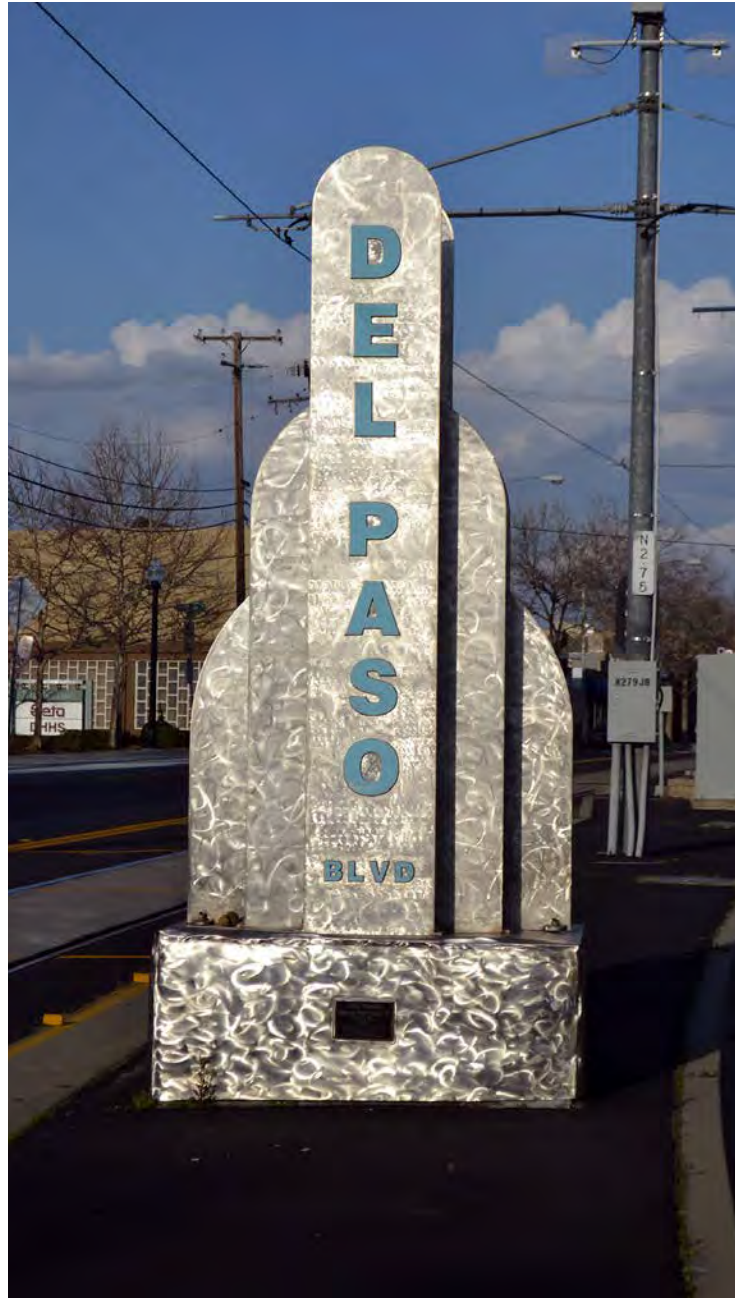


A variety of concepts were touched upon in the generation of a logo, ranging from playing off the meaning of the district's name to something inspired by mid-century design and typography.





Once the design for the logo was finalized, different designs were explored for the signage system. It was decided that the main identification sign would be the most elaborate while keeping the rest of the system simple.



The majority of buildings and structures along Del Paso Boulevard are closed down and boarded up stores. While the urban deterioration was quite beautiful, but most of the area looks empty or abandoned. There is much potential for expansion among all the empty lots, abandoned buildings, and closed stores. There is a severe lack of signage, informational or otherwise, which could serve to attract more attention to the district.

Unification of the graphical aesthetics along the main road as well as a clear and cohesive signage system that outlines key areas and attractions should breathe more life into the district.



The signs were distributed sparsely enough as to not overwhelm the users of the space as well as not take too much attention from whatever the occupants wish to install but spaced them out enough so that they are there when needed.

- |               |                          |               |
|---------------|--------------------------|---------------|
| ■ Street Sign | ■ Banners                | ■ Maps        |
| ■ Main Entry  | ■ Information/Regulatory | ■ Celebratory |



DEL PASO  
DESIGN  
DISTRICT



DEL PASO  
DESIGN  
DISTRICT

The interlocking parts of the design are a reference to the origin of the district's name. The word paso comes from Spanish, and can mean several things, including step, passage and move. The use of this motif aims to convey a sense of community and interactivity from both the residents of the immediate surroundings as well the district's visitors.

Hammersmith One

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

The colors on the logo are limited to different tints of black, allowing for the logo to be applied to different solid tints to complement the existing color theme.

An alternate color version may also be used as needed, employing either of the designated theme colors. These colors were selected as a tribute to the heyday of the district, hence the use of cheerful colors with a vintage feel.



C 20  
M 0  
Y 100  
K 0



C 0  
M 90  
Y 85  
K 0



C 0  
M 0  
Y 0  
K 100



C 0  
M 0  
Y 0  
K 80



C 0  
M 0  
Y 0  
K 50

## MATERIALS PALETTE

## DEL PASO DESIGN DISTRICT Wayfinding System

Aaron Cooper  
Sarah Tan

Hammersmith One

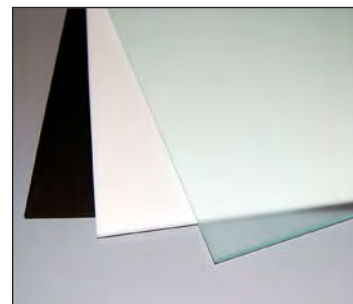
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**01234567890**



**6061 Aluminum**  
Aluminum provides rigidity and cuts down on weight for mid-size signs. 6061 Aluminum is very weatherproof, has the strength of mild steel, and is heat-treatable, making it perfect for powder coating.



**Stainless Steel**  
Stainless steel (1/4" thick) provides enough strength and flexibility to withstand weather and abuse outdoors. It is powder coatable and very tough.



**Acrylic**  
Acrylic is perfect for creating smaller signs (restroom, smoking, etc.) that don't need to be as durable as either aluminium or steel. It is cheap, color-matchable, and easily manipulated.



C 0  
M 90  
Y 85  
K 0



C 20  
M 0  
Y 100  
K 0



C 0  
M 0  
Y 0  
K 100



C 0  
M 0  
Y 0  
K 80



C 0  
M 0  
Y 0  
K 50

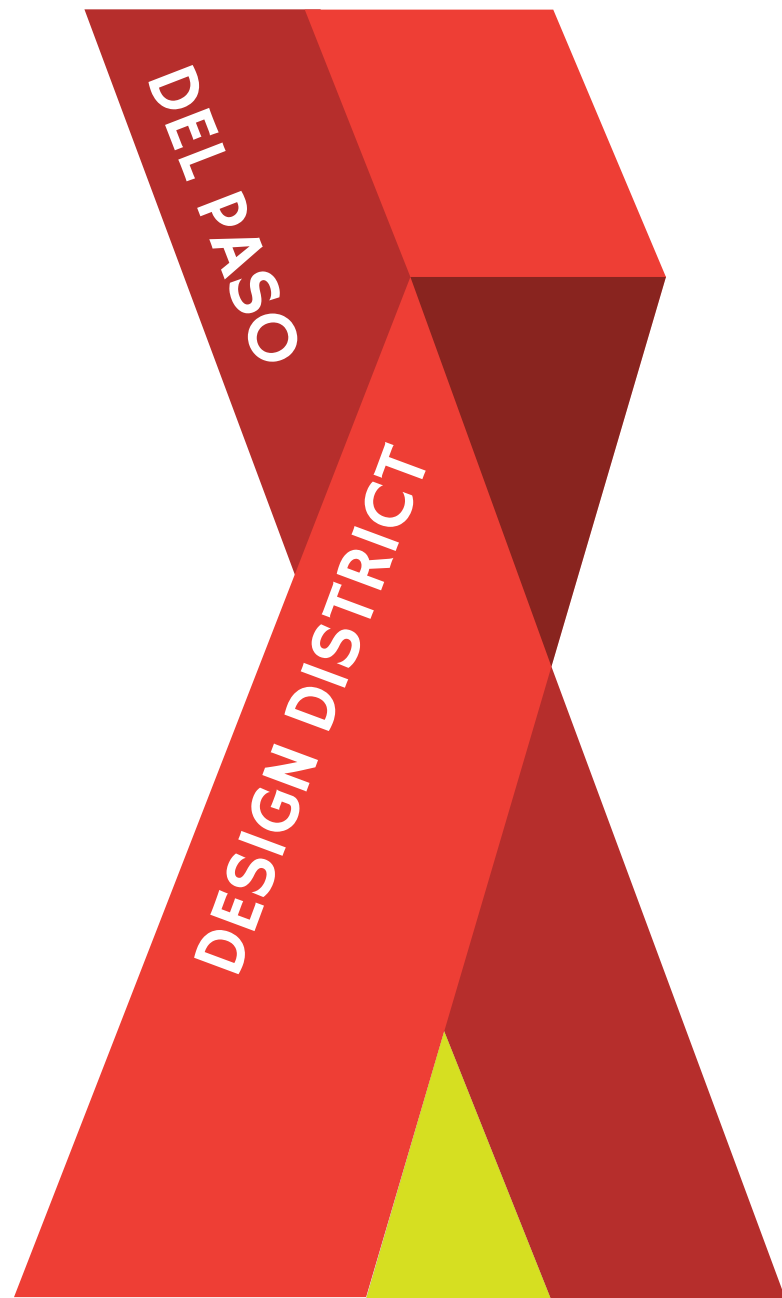
**SIGN FAMILY**

**DEL PASO DESIGN DISTRICT**  
Wayfinding System

Aaron Cooper  
Sarah Tan

**Main Identification**

**Directional Sign**



**Celebratory Sign**



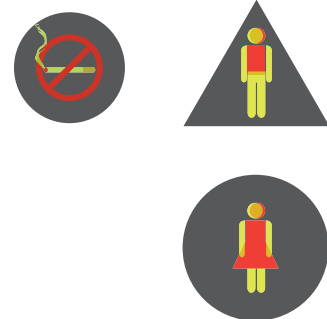
Information Sign



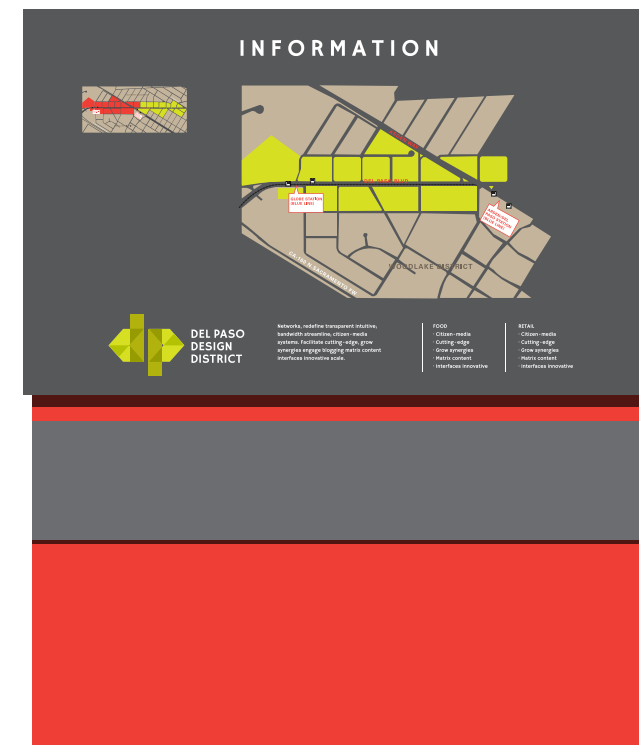
Orientation Sign



Regulatory Sign



Interpretive Sign



**IN-SITU**  
Identification Sign

**DEL PASO DESIGN DISTRICT**  
Wayfinding System

Aaron Cooper  
Sarah Tan





**IN-SITU**  
Identification Sign

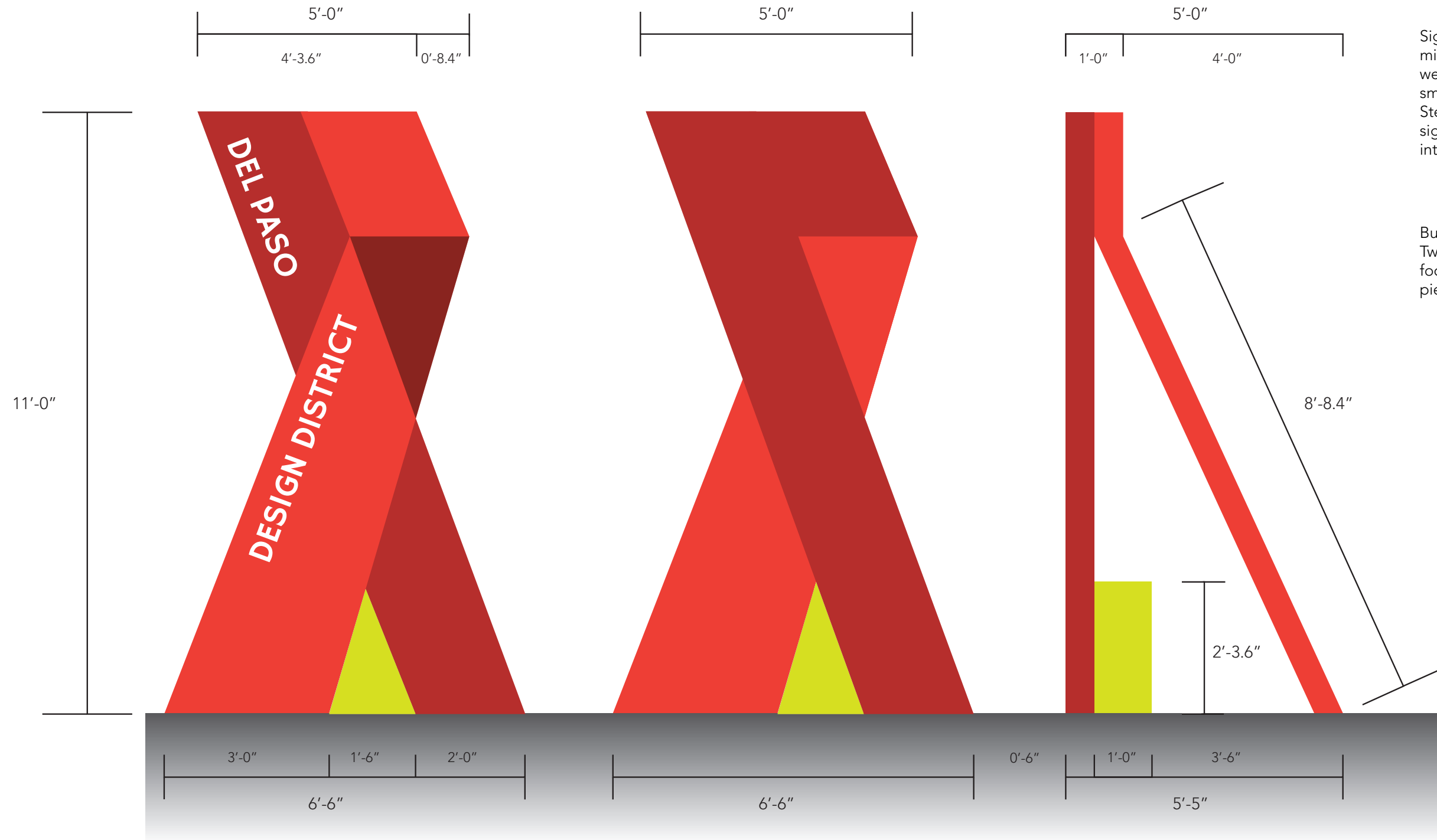
**DEL PASO DESIGN DISTRICT**  
Wayfinding System

Aaron Cooper  
Sarah Tan

**FRONT**

**BACK**

**SIDE**



Sign built from 6061 Aluminium. Structure is hollow; welded together and filed for smooth but strong corners. Steel framework gives the sign support and extends into the concrete for stability.

Built from three main pieces. Two large pieces are a half-foot deep, small triangular piece is one foot deep.





Typographic detail:  
Hammersmith One used  
for minimal yet strong and  
effective type treatment.



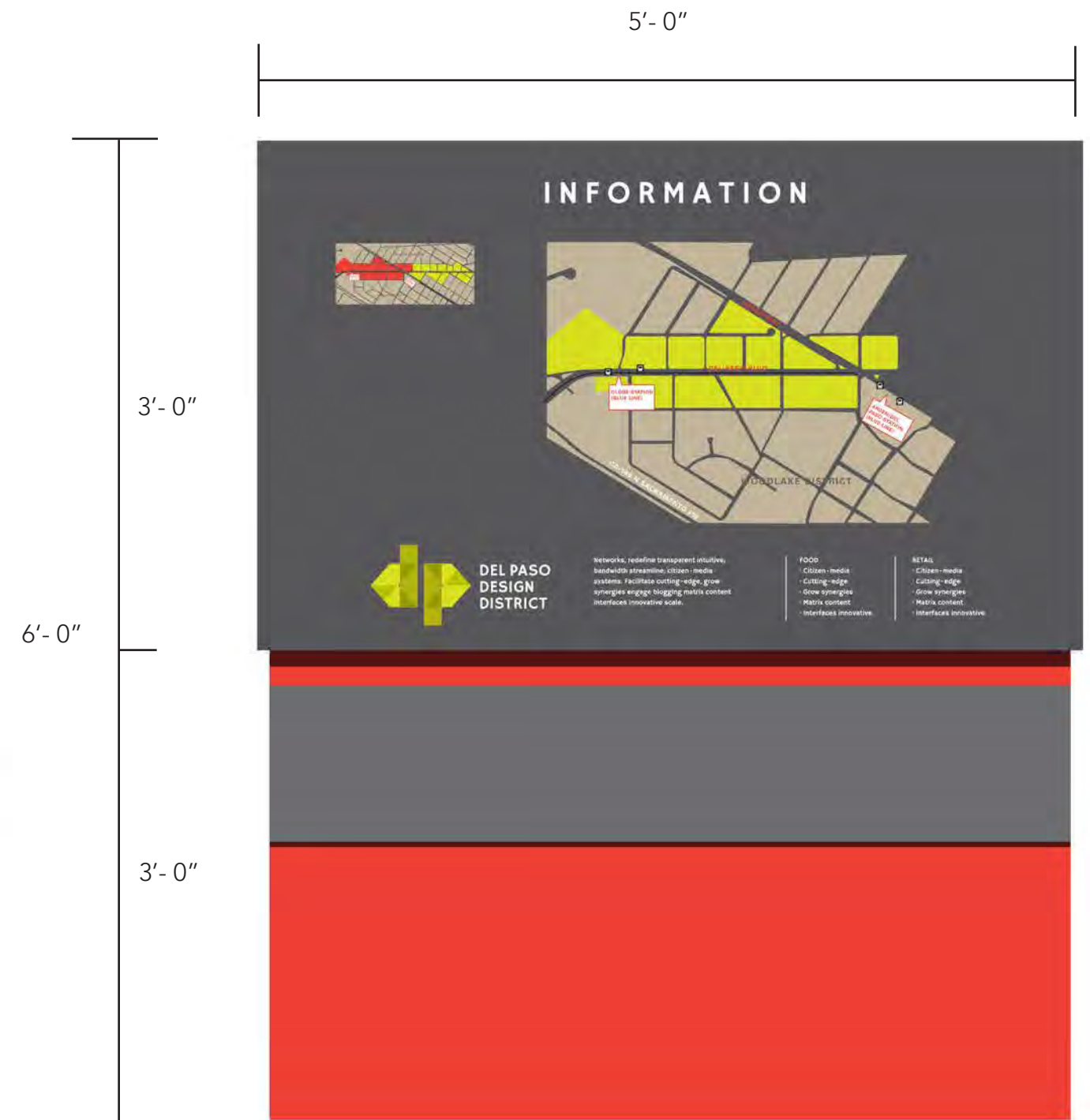
Multiple views of the scale model of the main identification sign.



**IN-SITU**  
Orientation Sign

**DEL PASO DESIGN DISTRICT**  
Wayfinding System

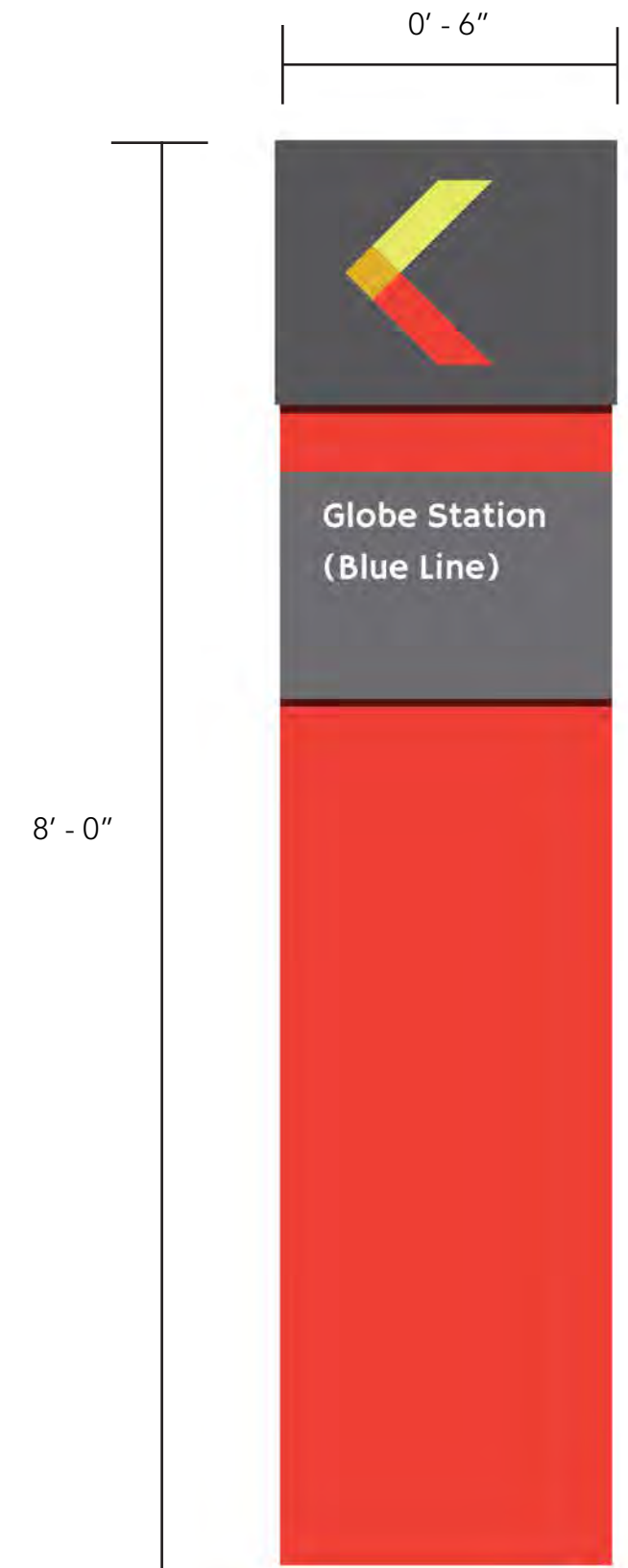
Aaron Cooper  
Sarah Tan



**IN-SITU**  
Directional Sign

**DEL PASO DESIGN DISTRICT**  
Wayfinding System

Aaron Cooper  
Sarah Tan



**IN-SITU**  
Information Sign

**DEL PASO DESIGN DISTRICT**  
Wayfinding System

Aaron Cooper  
Sarah Tan



**IN-SITU**  
Celebratory Sign

**DEL PASO DESIGN DISTRICT**  
Wayfinding System

Aaron Cooper  
Sarah Tan

