

# BRINGING WARMTH TO DAVIS

## WAYFINDING SYSTEM FOR DAVIS PATHFINDER

### PROJECT DESCRIPTION:

The Davis Pathfinder signage system will sign all bike lanes and paths to help bikers and pedestrians navigate through the city of Davis. The goal is to make it easy for bikers and pedestrians to get around Davis relying only on the signage, rather than their smartphones or internet devices. For this project, restrictions included standard ADA regulations, ban on certain colors, and pole installation. The signs for the Davis Pathfinder needed to be certain dimensions and certain distances from the ground. In addition, they could not be the color of standard traffic colors and could be attached only to light poles. The purpose of this project was to create a new identity for a signage system as well as better the experience of biking and walking around Davis.



Custard and Mustard

### SITE EVALUATION/EXISTING CONDITIONS:

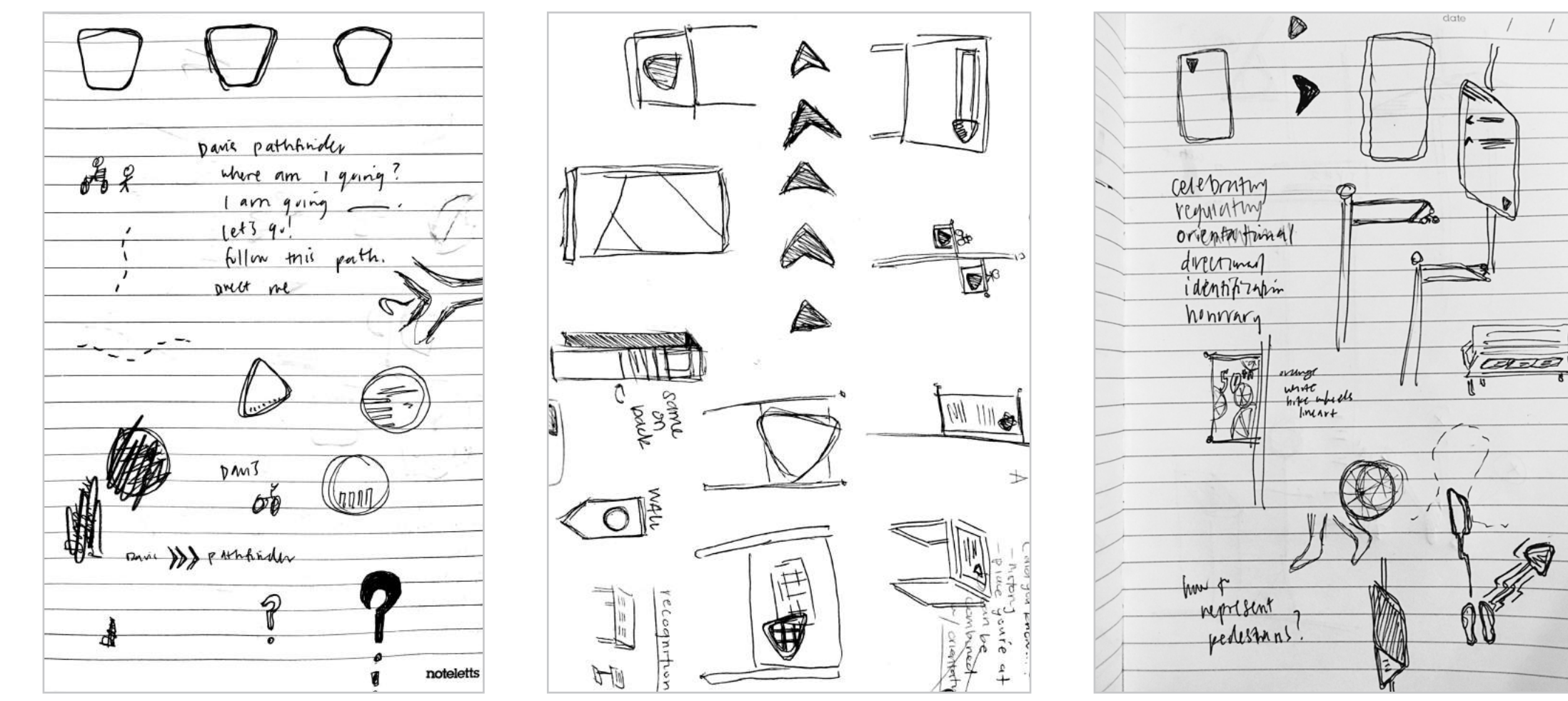
The city of Davis has very little signage for pedestrians and bikers. On major roads, there are signs for cars, but there is little signage to help orient and guide bikers and pedestrians. Once further from the hub of Davis, which includes downtown and campus, most people will have to rely on their smartphone to navigate their way around.

While it is nice that signage or other elements do not encroach on the quiet, simplicity that is Davis, Davis should become more bike and pedestrian friendly. Davis is a small enough city that it is not far nor is it hard to get around the city on a bike or on foot. In addition, Davis is a bike town. Students of all ages, from college to elementary school, as well as adults and professionals bike to and from their daily activities. Biking is a major mode of transportation in Davis, and therefore bike signage is important.



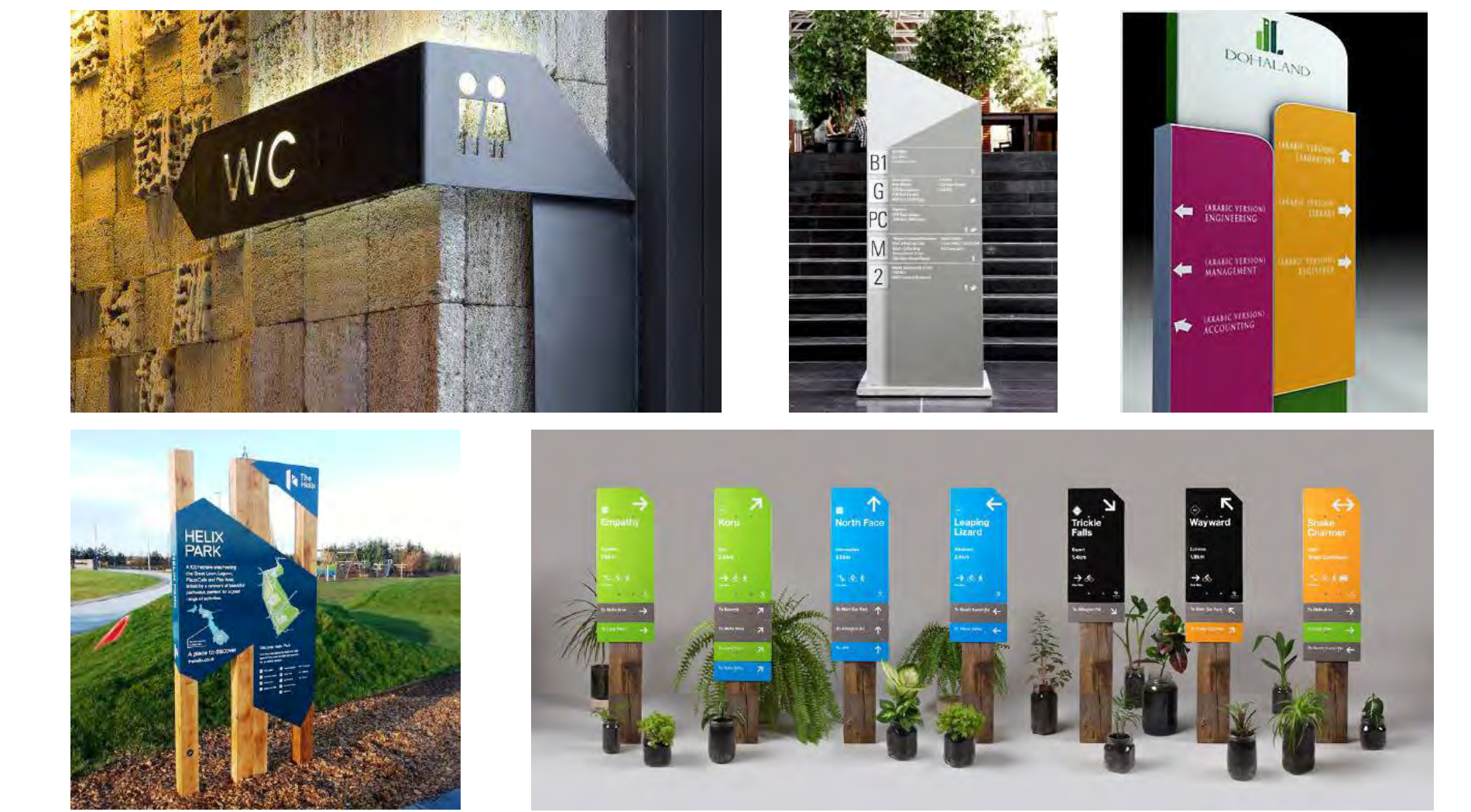
### PRELIMINARY SKETCHES:

These are a few sketches throughout the process of creating a mark for the Davis Pathfinder as well as during the process of creating sign shapes. The logo comes from many sketches of round and angled shapes. The triangular logo shape that was eventually chosen gave inspiration for the arrow type as well as for the variety of sign shapes in the signage system.



### LOOK BOOK:

These are a few sketches throughout the process of creating a mark for the Davis Pathfinder as well as during the process of creating sign shapes. The logo comes from many sketches of round and angled shapes. The triangular logo shape that was eventually chosen gave inspiration for the arrow type as well as for the variety of sign shapes in the signage system.



### PERSONAS:

<p><b>UCD Student</b></p> <ul style="list-style-type: none"> <li>Lived in Davis for 1 year</li> <li>Gets around Davis by walking, biking, or biking</li> <li>Uses Google Maps for unfamiliar areas</li> <li>Often seen on campus or downtown</li> </ul>	<p><b>New Resident</b></p> <ul style="list-style-type: none"> <li>Lived in Davis for 1 week</li> <li>Gets around Davis by walking, biking, or biking</li> <li>Often uses Google Maps to get around Davis</li> <li>Often seen at park around home or downtown</li> </ul>
<p><b>Long-time Resident</b></p> <ul style="list-style-type: none"> <li>Lived in Davis for 35 years</li> <li>Gets around Davis by walking, biking, or driving</li> <li>Familiar with city; uses Google Maps for newer areas</li> <li>Often seen at parks and around shopping areas</li> </ul>	<p><b>Visitor</b></p> <ul style="list-style-type: none"> <li>Visiting for a week</li> <li>Gets around Davis by walking or driving</li> <li>Uses Google Maps every time</li> <li>Seen around downtown</li> </ul>

### FORM, PALETTE, AND MATERIALS:

#### DAVIS PATHFINDER LOGO



Visibility was a main drive for our design. Amongst all the signs and landscape elements that compete for our attention, we wanted to create a visual identity that was unique in its playfulness. We chose orange and yellow, uncommon in signage in Davis, to build an identity throughout the whole pathfinding system. Our colors are eye catching yet fit with the environment of Davis that is both urban and natural. We wanted our mark to look fresh.

A simple sans serif font, common in many sign systems, is easy to read from long distance. The white stripes at the bottom of our mark represent crosswalks and leading lines. Repetitive lines are strong visual elements that signify different zones.

#### LOGO COLOR PALETTE

#FFDD5A	#FAAC3F	#F16541
R: 255 C: 0	R: 251 C: 0	R: 242 C: 0
G: 221 M: 11	G: 172 M: 37	G: 102 M: 75
B: 90 Y: 76	B: 64 Y: 85	B: 65 Y: 80
K: 0	K: 0	K: 0

#### ADDITIONAL COLORS

#FCB059	#BD4754
R: 252 C: 0	R: 190 C: 20
G: 190 M: 28	G: 72 M: 85
B: 89 Y: 75	B: 85 Y: 61
K: 0	K: 6

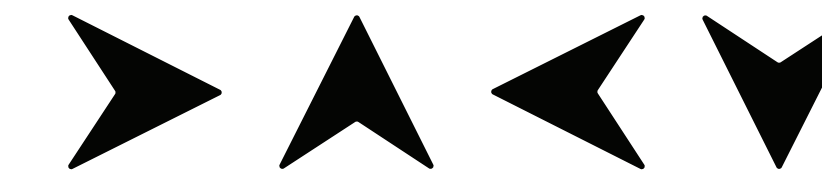
#### TYPOGRAPHY

**GOTHAM BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**PROXIMA NOVA BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**PROXIMA NOVA BOLD ITALIC**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### ARROWS



#### PICTOGRAMS



#### MATERIALS

These signs need to withstand the outdoor environment. Therefore, heavy duty materials will be used. An aluminum sheet will be used for the main sign. The content and color for the sign will be printed onto aluminum sheet. These signs will be coated with retroreflective sheeting. Keeping the surface flat will minimize cost. The signs will be attached to poles and posts by U-shaped bracket. For orientation signs, steel coated posts will be used for the stand.



Aluminum sheet will be used as the framework of sign.



U-shaped bracket used to support the sign on pole.



Retroreflective sheeting enables better visibility at night.

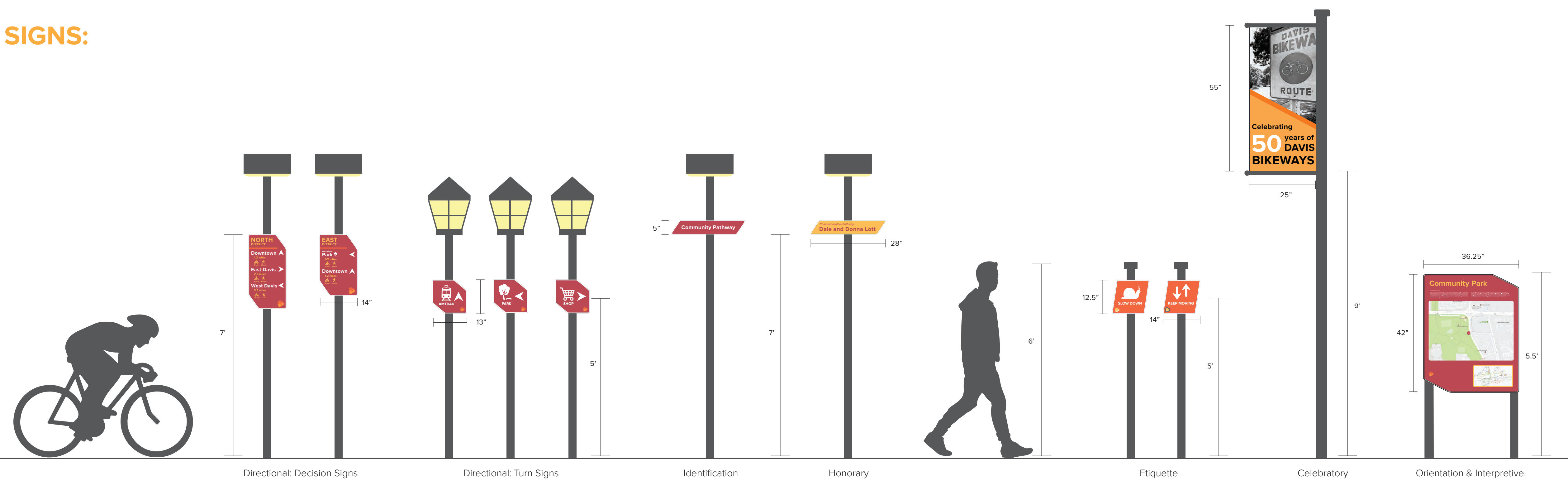


Metal cards will be used to support U-shaped bracket to pole.

### VOCABULARY OF SIGNS:

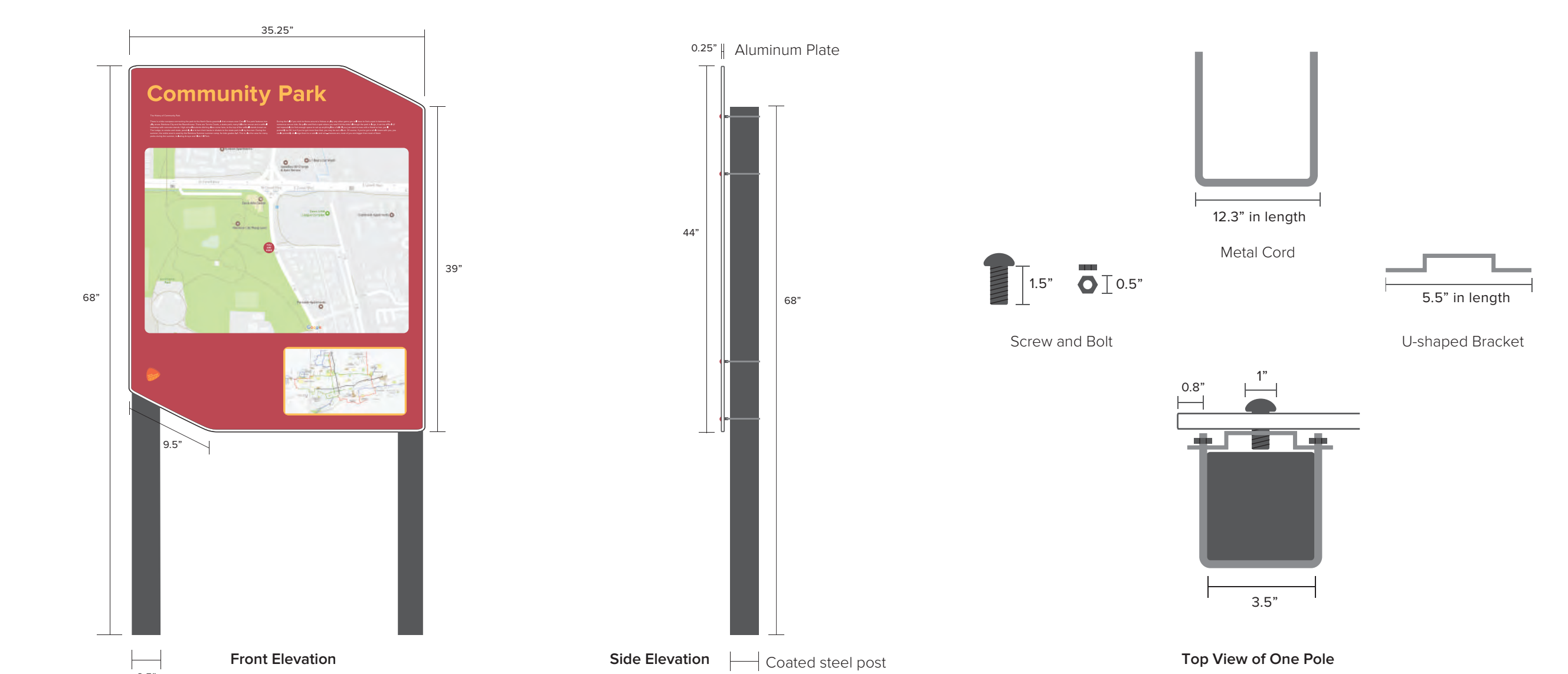
Each sign type has its own shape. This helps users look for certain types of signs. These shapes are all derived from the Davis Pathfinder logo. Each sign is angular with rounded edges. In addition, the signs are distinguished by color. The red-purple color is used for signs that help navigate such as the directional, identification, and orientation signs. Etiquette signs are in a bright orange color, and honorary signs are in a light yellow-orange color.

The signs have colorful backgrounds so that bikers and pedestrians can quickly pick out the Davis Pathfinder signs from other sign systems and the busy environment.



### SIGN DETAIL:

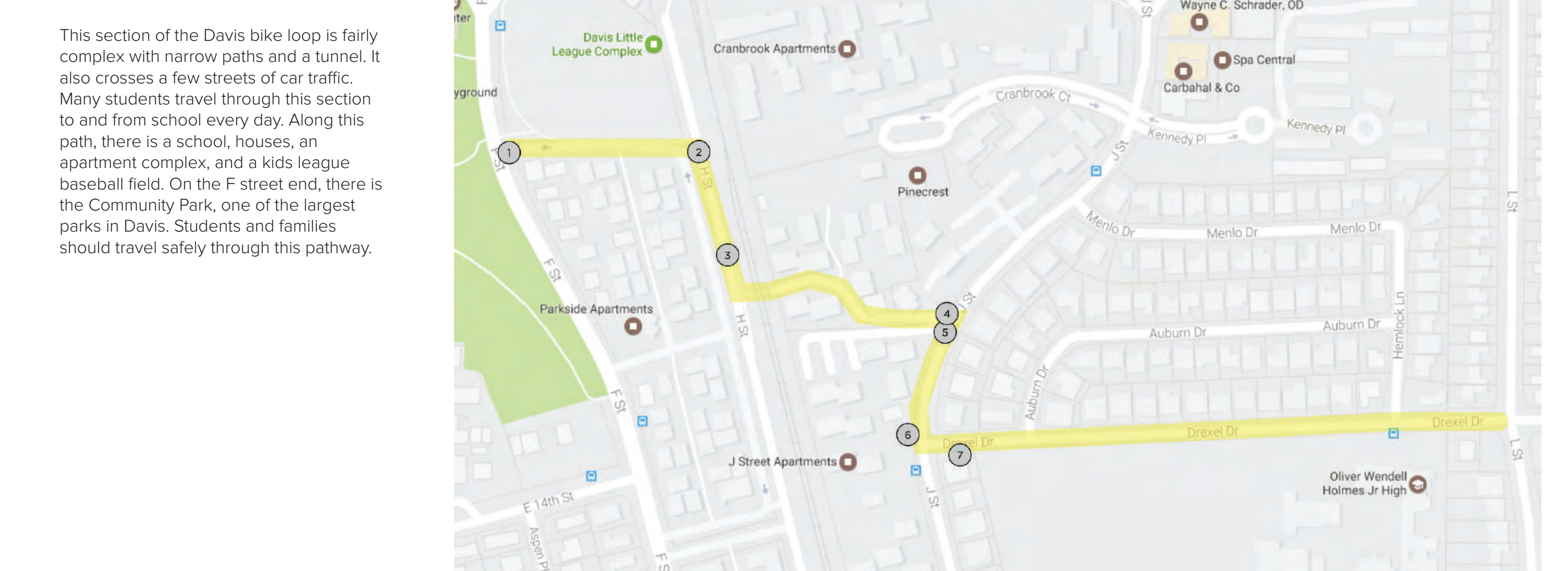
#### ORIENTATION SIGN



### IN SITU RENDERINGS:



### SIGN LOCATION PLAN:



This section of the Davis bike loop is fairly complex with narrow paths and a tunnel. It also crosses a few streets of car traffic. Many students travel through this section to and from school every day. Along this path, there is a school, houses, an apartment complex, and a kids league baseball field. On the F street end, there is the Community Park, one of the largest parks in Davis. Students and families should travel safely through this pathway.