

# Animating Winters

## A WAYFINDING & SIGNAGE SYSTEM FOR THE CITY OF WINTERS, CA

### PROJECT DESCRIPTION:

The Animating Winters Project aims to provide new sign types that bring life to the small and lively city of Winters, a town just West of Sacramento, CA. The concept revolves around using muted vibrant colors that unify the signage system to give a warm, friendly, and animated essence. Making the content clear and bold, pedestrians, cyclists, and drivers will have an improved experience navigating around the city.

In addition to traditional signage, the project incorporates an electronic system that improves the interaction between visitors, city activities, and local businesses. Reimagining the historic small town, Animating Winters spreads the vibrant spirit of Winters throughout a city wide navigational system.

### SITE EVALUATION & EXISTING CONDITIONS:

The city of Winters, CA is a cyclist and pedestrian friendly town. However, the signage in place does very little to help guide bikers and pedestrians and certainly doesn't do the city justice aesthetically. The current signage revolves around pointing people toward downtown shops and typical street identifiers, all of which have a very different aesthetic. Once you find yourself further from downtown Winters, the city hub, most individuals must rely on their smartphones for navigation.

While this design team can appreciate that the current signage and wayfinding elements do not encroach on the small town, quiet feel that encapsulates Winters, if the city wants to cater more towards visitors, there needs to be a cohesive system in place. The system our team has designed is easy on the eye, it brings color to the downtown area, and maintains the old time feeling of nostalgia in such a historic town.



### AUDIENCE PERSONAS:

**Winters**  
Winters is a small town with a big heart. It's a place where everyone knows everyone else's name. The town is full of life and energy, and it's a great place to live and visit. The town is a mix of old and new, and it's a great place to experience the best of both worlds.

**Long Time Resident**  
I've lived in Winters for over 20 years. I know every street and every business. I love the town and I'm proud to call it home. I've seen it grow and change, but it's always remained a special place. I want to help make it an even better place for everyone to enjoy.

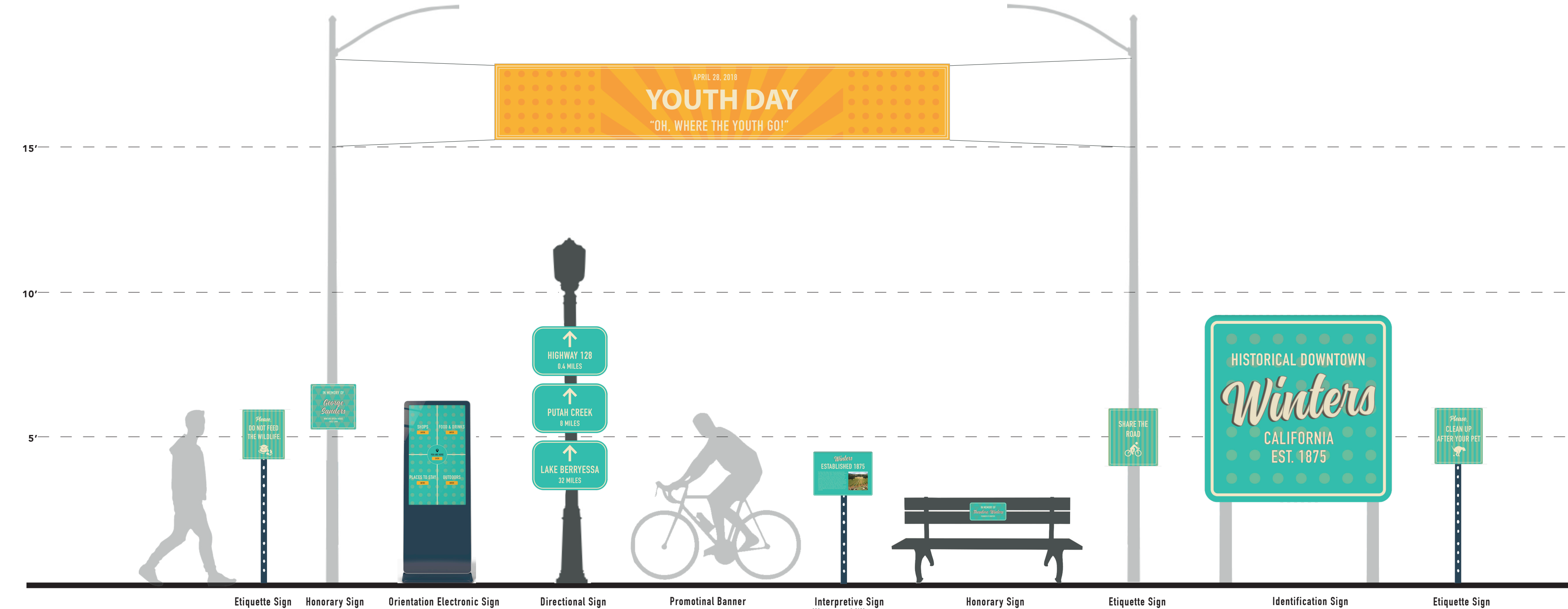
**Local Business Owner**  
I own a small business in Winters. I love the town and I'm proud to be part of it. I want to help make it a great place to visit and live. I'm looking for ways to improve the town and make it a more attractive place for everyone.

**Visitor**  
I'm visiting Winters for the first time. I'm excited to see what the town has to offer. I want to make the most of my visit and see all the best spots. I'm looking for a friendly and helpful sign system to guide me through the town.

### SIGN LOCATION PLAN:



### VOCABULARY OF SIGNS:



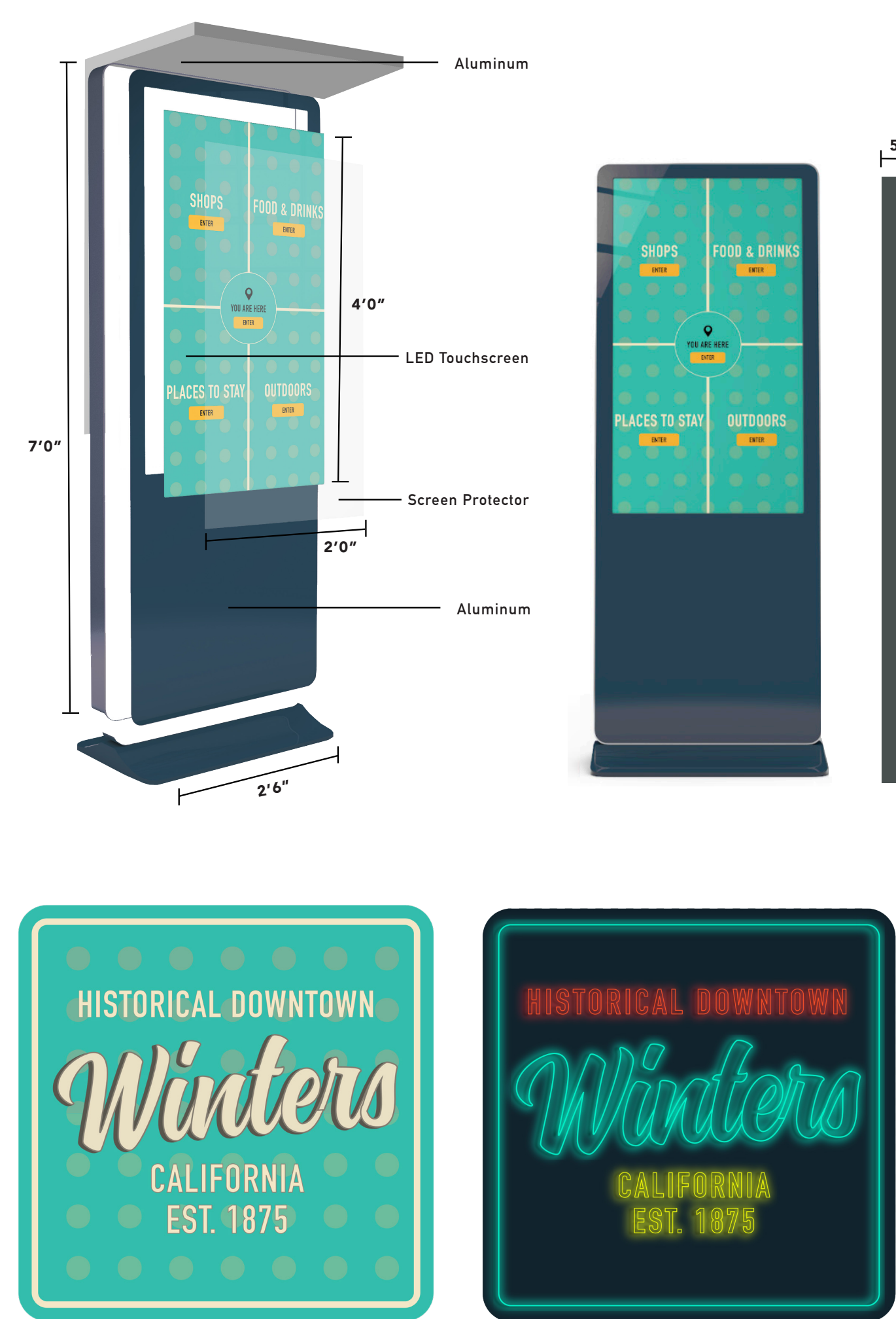
The Animating Winters wayfinding and signage system includes seven different sign types: Etiquette, Honorary, Orientation, Directional, Promotional, Interpretive, and Identification signs. With the exception of the promotional banner, these seven sign types all utilize the same turquoise color scheme and DIN condensed/alternate type. Most signs in the system can be easily placed on poles, posts, or walls for easy implementation into the already built environment.

### IN SITU RENDERINGS:



The in-situ rendering represent the entire sign vocabulary in proportion to their surroundings and other signs. All signs share similar colors and typography. Design elements are derived from the Animating Winters Logo. The signs are optimized for people outside of Winters. The bright color of the sign attracts and guides visitors throughout the city, improving their wayfinding and their search for activities to participate in.

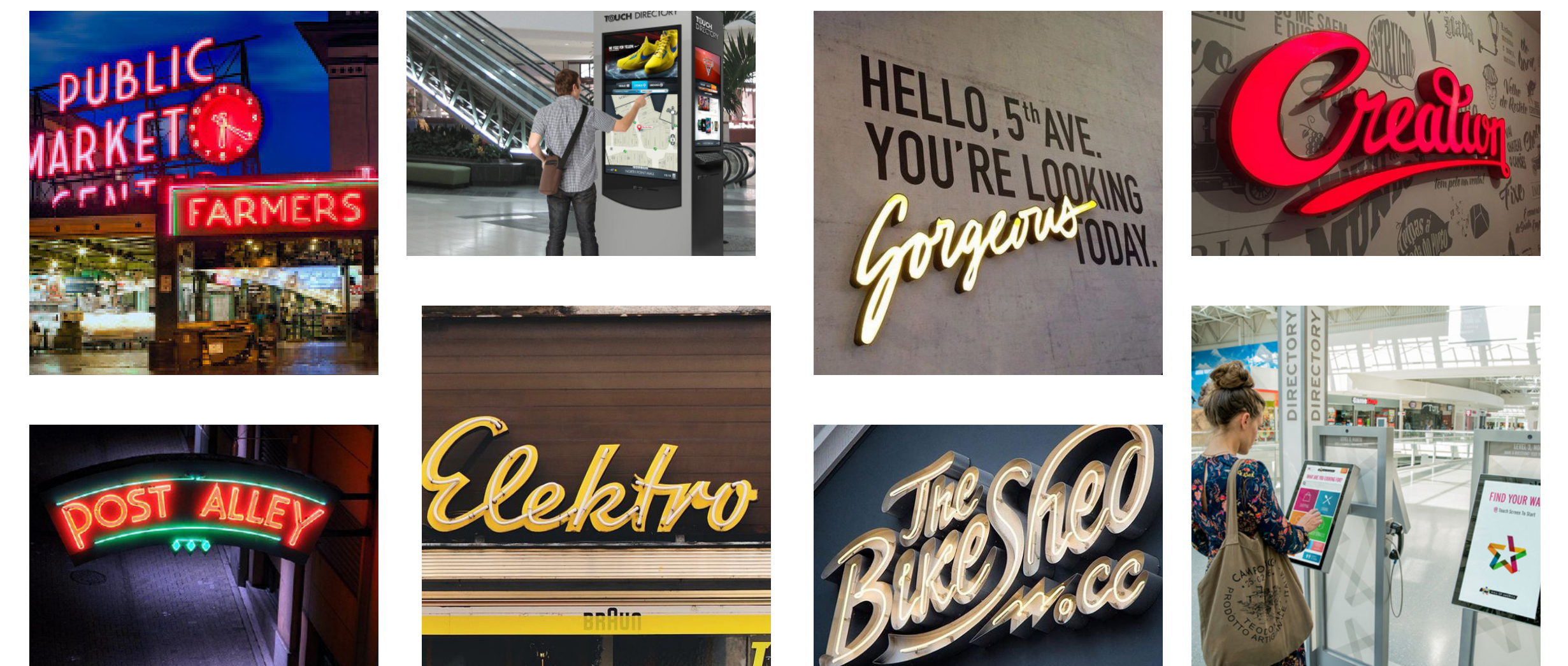
### SIGN DETAIL:



### LOOKBOOKS:



The lookbook seen above lays out the city of Winters, CA and what the city looks like from an outsider's perspective. These images aided the design team in finalizing the proper color scheme and sign locations.



The best practice examples above, with the simple designs, the bold colors, and the lighted neon colors for nighttime use, inspired the design team's process and final design for Animating Winters.

### FORM, PALETTE, & MATERIALS:

TYPE:

**Montana Regular**  
0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**DIN Condensed**  
0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**DIN Alternate**  
0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

COLOR:

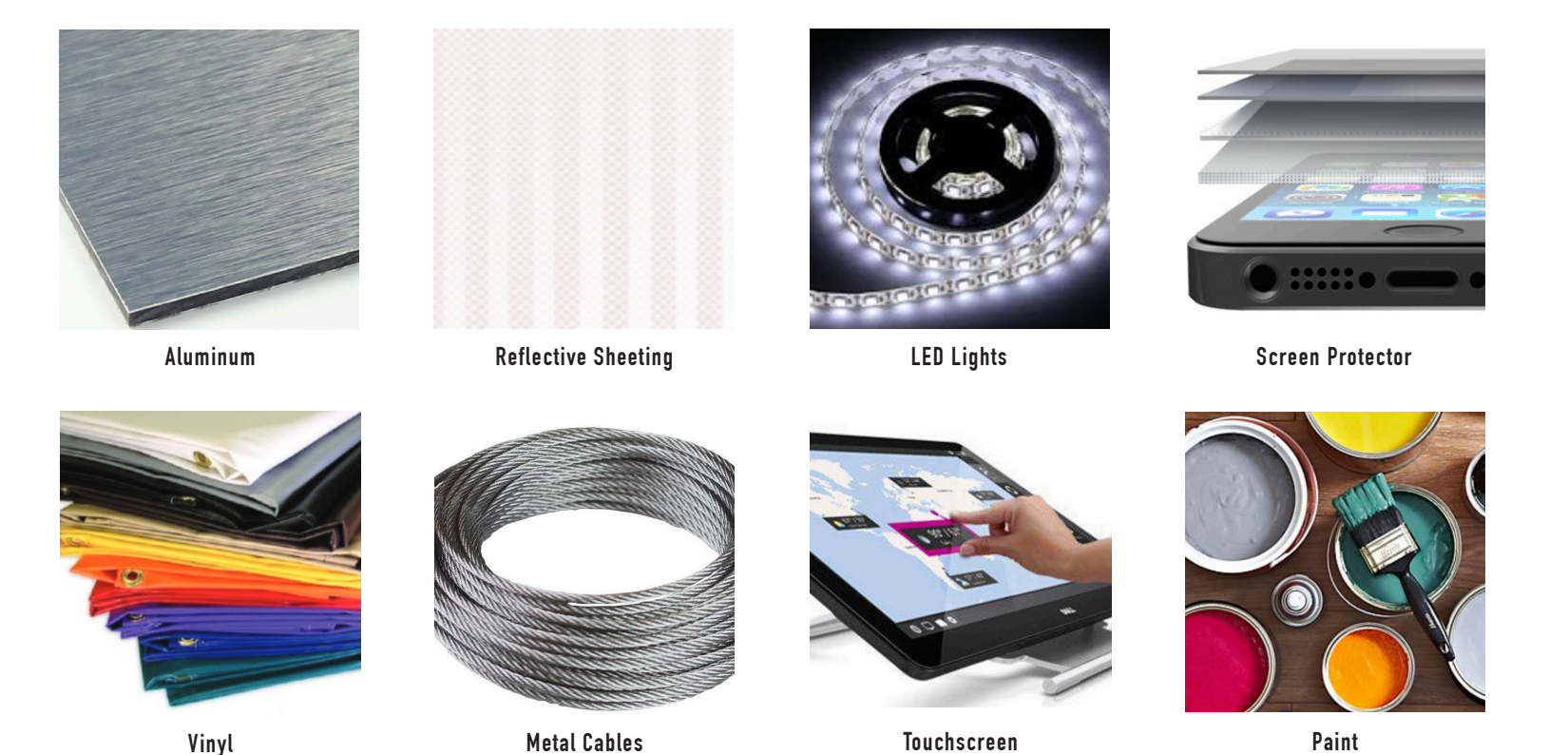
	CMYK: M 72, Y 78, C 0, K 0 PANTONE: 7527C		CMYK: M 33, Y 91, C 0, K 0 PANTONE: 143C		CMYK: C 4, M 23, Y 24, K 0 PANTONE: 7506C
	CMYK: C 67, M 40, Y 40, K 0 PANTONE: 7465C		CMYK: C 45, M 142, Y 30, K 7 PANTONE: 463C		CMYK: C 1, M 25, Y 11, K 0 PANTONE: 7527C



IDENTITY:



MATERIALS:



The identity of Animating Winters aims to create feelings of comfort, happiness, and nostalgia. Winters is likely to attract visitors on road trips, a leisure activity that began in the 50's. During this time period, the use of television and cars drastically increased in the U.S., which initiated an influx of family road trips and a new era of hospitality. The visual identity of Animating Winters resemble the graphic elements of this era, bringing the excitement and prosperity of the past to the present.