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## foreword

Our objective for this project was to implement a new signage and wayfinding system for the California Museum in Sacramento, California. Our mission required us to perform an audit and analyze the existing identity and wayfinding systems at the museum. We had to find difficulties that visitors may have encountered reading the signs and locating the exhibits within the museum. Simply locating the museum in Downtown Sacramento was difficult due to the lack of exterior signs. Our parameters for this project were to design a new symbol for the California Museum, choose a new color palette to apply to our system, produce three new exterior signs, three new interior signs, and introduce all these aspects into a new and improved wayfinding system.

CLIENT: California Museum  
DESIGNERS: Jane Lee  
Polly Louie  
Michael Wang  
DES 186: Summer Session II

## the california museum mission statement

The California Museum's mission is to engage, educate, and enlighten people about California's rich history and its unique influence on the world of ideas, innovation, art and culture. Through captivating, active and state-of-the-art experiences, the Museum seeks to inspire men, women, and children to dream the California dream and dare to make their mark on history.

The California Museum will be a new kind of history museum, using interactive exhibits to highlight California's ideas, innovations and influence. Four main galleries will explore California's unique culture that attracts newcomers, fosters creativity, and affects life within and outside the state. Engaging exhibits, topical programs, and changing temporary shows, will present a broad view of California culture for schoolchildren and adults alike. The new California Hall of Fame has already started the transformation of the museum.

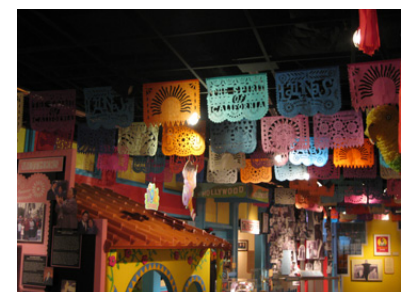
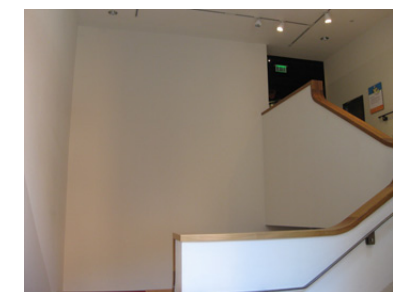
Credit: californiamuseum.org

## visitor profile

- Age: 5 yrs to 60 yrs old
- Income: Middle to upper middle class
- Education: Kindergarten to college graduate
- Gender: Male or female
- Ethnicity: Caucasian
- Reason for visiting: California enthusiasts eager to learn more about the history behind the state of California.
- Main mode of transportation: Automobile
- Most popular exhibit: California Hall of Fame
- Length of stay: 1 to 2 hours
- Knowledge of California history: Minimal

### Clockwise, from top left:

1. Exterior view of museum - Interesting architecture with multiple levels. Difficult to locate the museum. Size of signage not large enough to be seen from afar.
2. Symbol for the museum - Logo design of the California Museum located on the building above the entrance. Difficult to read the type on logo from afar.
3. Exterior signage on window of entrance - Type on window located above entrance to the museum. Large enough to be seen from far. Large window space could be used for signage.
4. California Hall of Fame - Exhibits mission statement of museum by educating visitors instantly as they enter through the doors.
5. Stairway to second floor - Plenty of wall space for signage to be placed or painted on. Visitors can see the possible signage as they walk up and down the stairs.
6. Latinas exhibit located on second floor - Vibrant use of colors. Overwhelming to visitor. Visitors feel as if the area is completely filled and there's too much to see and learn at once.



**1: identity**

## problem statement

The California Museum will be a new kind of history museum, using interactive exhibits to highlight California's ideas, innovations and influence. Four main galleries will explore California's unique culture that attracts newcomers, fosters creativity, and affects life within and outside the state. Engaging exhibits, topical programs, and changing temporary shows, will present a broad view of California culture for schoolchildren and adults alike. The new California Hall of Fame has already started the transformation of the museum.

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## objectives

- Update the California Museum with a new identity system that maintains the concept of their mission statement.
- The new symbol must convey the mission statement and also work as a future signage campaign.
- We will experiment with unique and creative design concepts to successfully create a multi-useful identity.
- We will utilize everything from sketches to digitally created designs in Adobe Illustrator as well as Adobe InDesign.
- This portion of the project will approximately take three weeks to complete.
- The majority of the research will be conducted during classtime, however, the digital creations will be created outside of class.
- A successful project will be determined by the amount of research and execution of the objectives defined above.

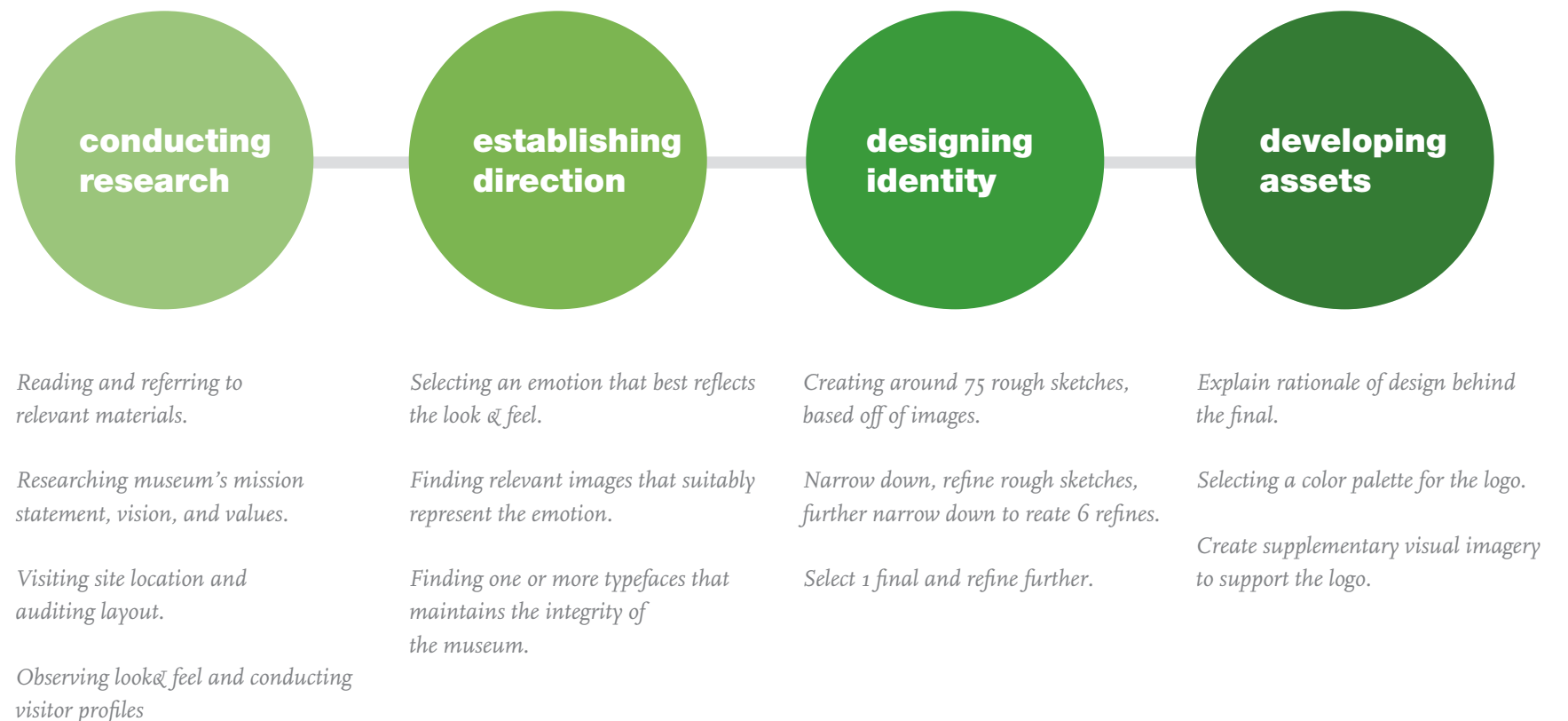
## what we learned

Our goal for this identity was to create a new identity that would be simple yet portray the beauty of the state of California. The purpose of the identity was not to create a design that would necessarily be associated with California but rather conceptual.

During this section of the project, we learned the value that the identity has within a system for the museum. Furthermore, we learned how to perform outstanding research as well as facts about the sunny state of California.

Prior to this project, we were uncertain as toward what to expect. We had no knowledge of this museum, therefore, this project has allowed for us to explore beyond what we already had knowledge of.

## process

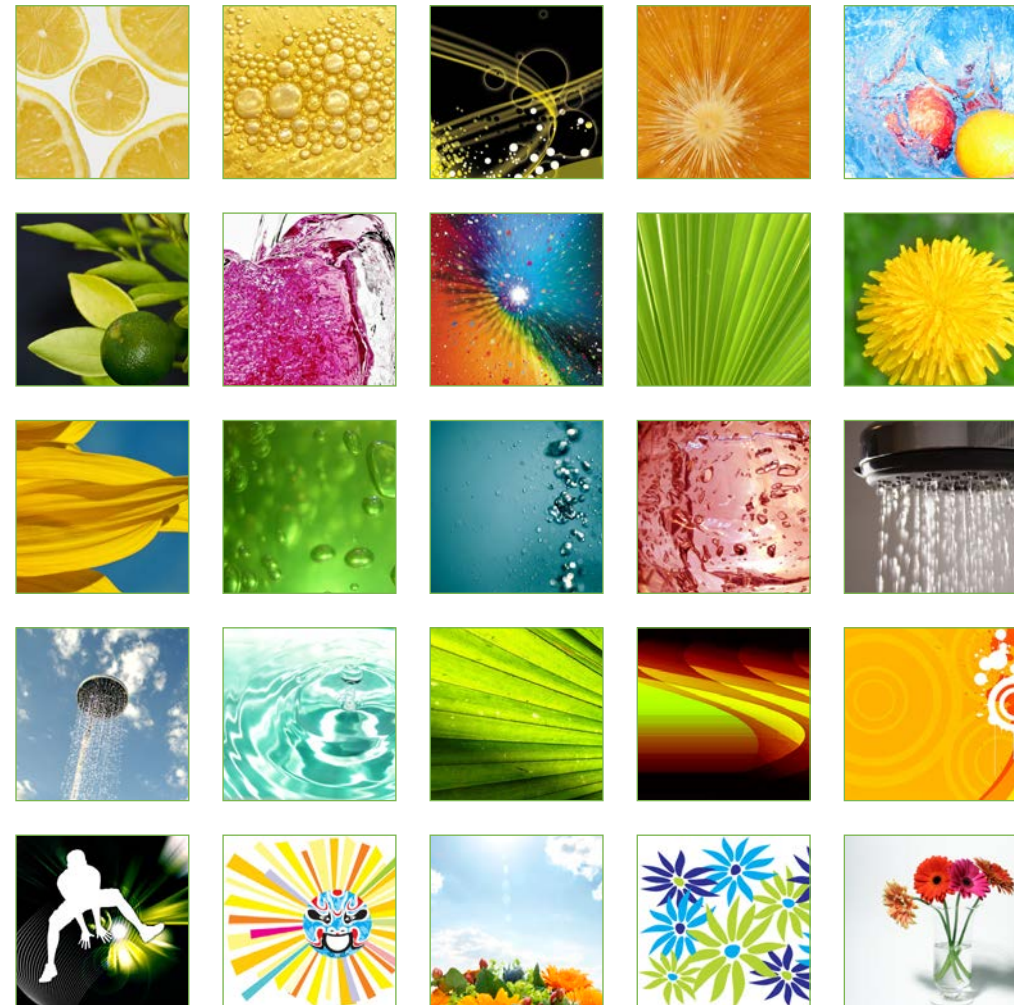




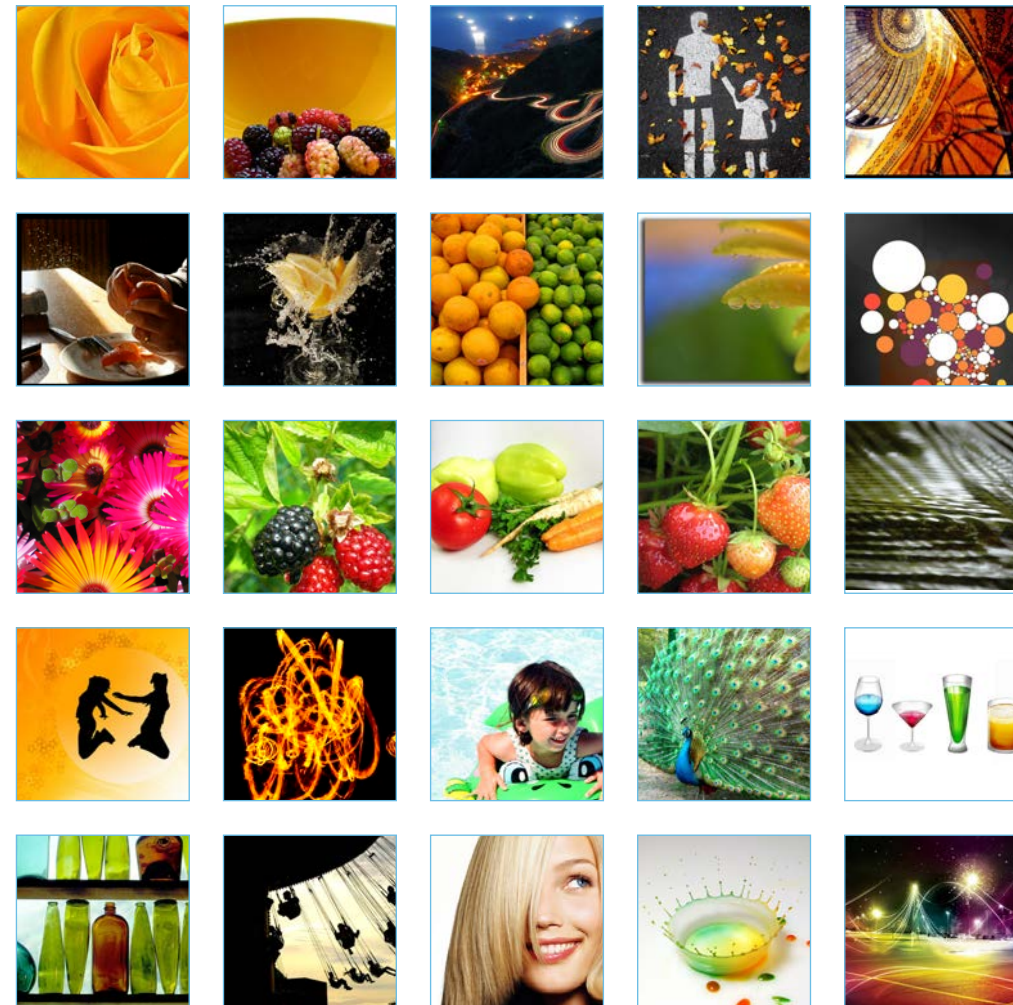
sources:

- |            |                      |                         |
|------------|----------------------|-------------------------|
| 1. sxc.hu  | 26. flickr.com       | 51. apple.com           |
| 2. sxc.hu  | 27. flickr.com       | 52. History of Graphics |
| 3. sxc.hu  | 28. flickr.com       | 53. History of Graphics |
| 4. sxc.hu  | 29. flickr.com       | 54. History of Graphics |
| 5. sxc.hu  | 30. flickr.com       | 55. History of Graphics |
| 6. sxc.hu  | 31. flickr.com       | 56. History of Graphics |
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| 8. sxc.hu  | 33. flickr.com       | 58. History of Graphics |
| 9. sxc.hu  | 34. flickr.com       | 59. History of Graphics |
| 10. sxc.hu | 35. Design Reception | 60. History of Graphics |
| 11. sxc.hu | 36. sxc.hu           | 61. History of Graphics |
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| 23. sxc.hu | 48. sxc.hu           | 73. flickr.com          |
| 24. sxc.hu | 49. sxc.hu           | 74. flickr.com          |
| 25. sxc.hu | 50. dirtymouse.co.uk | 75. flickr.com          |

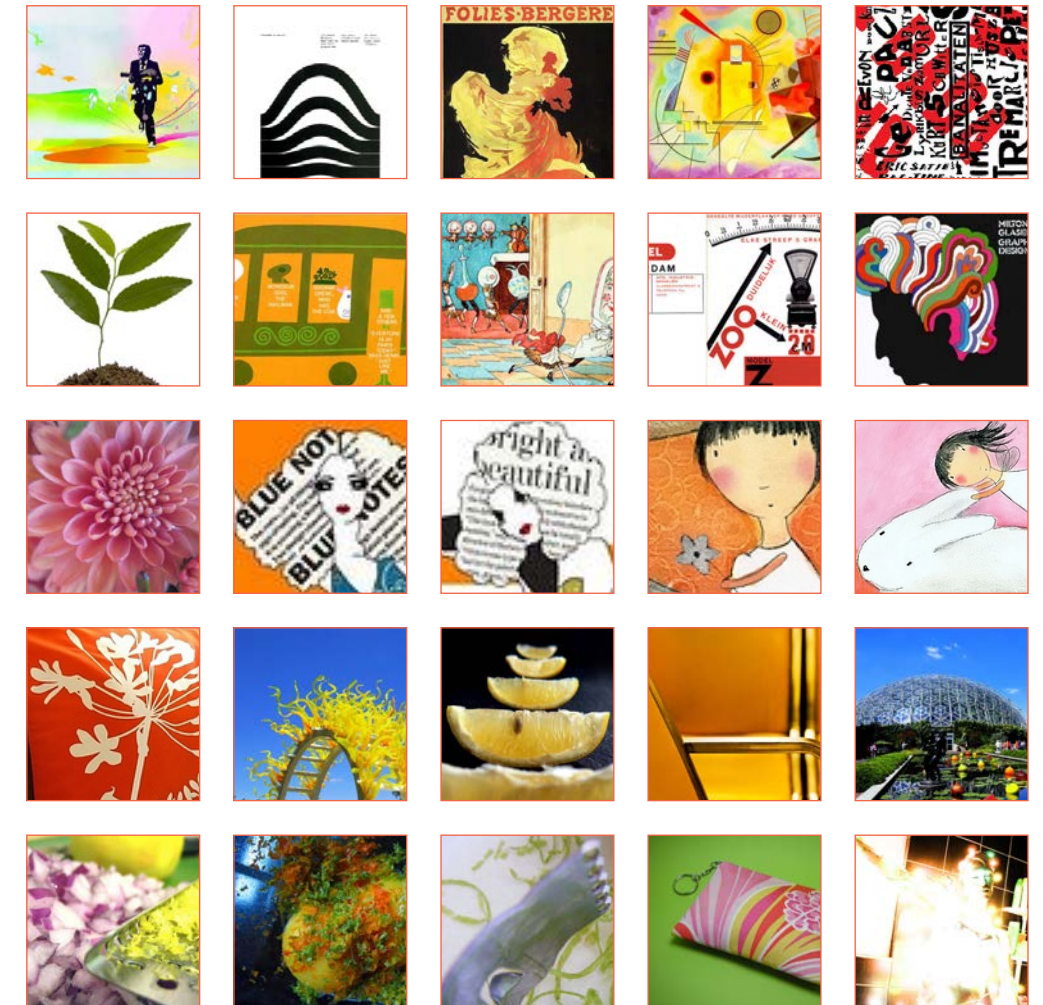
1-25



26-50



51-75





## research images

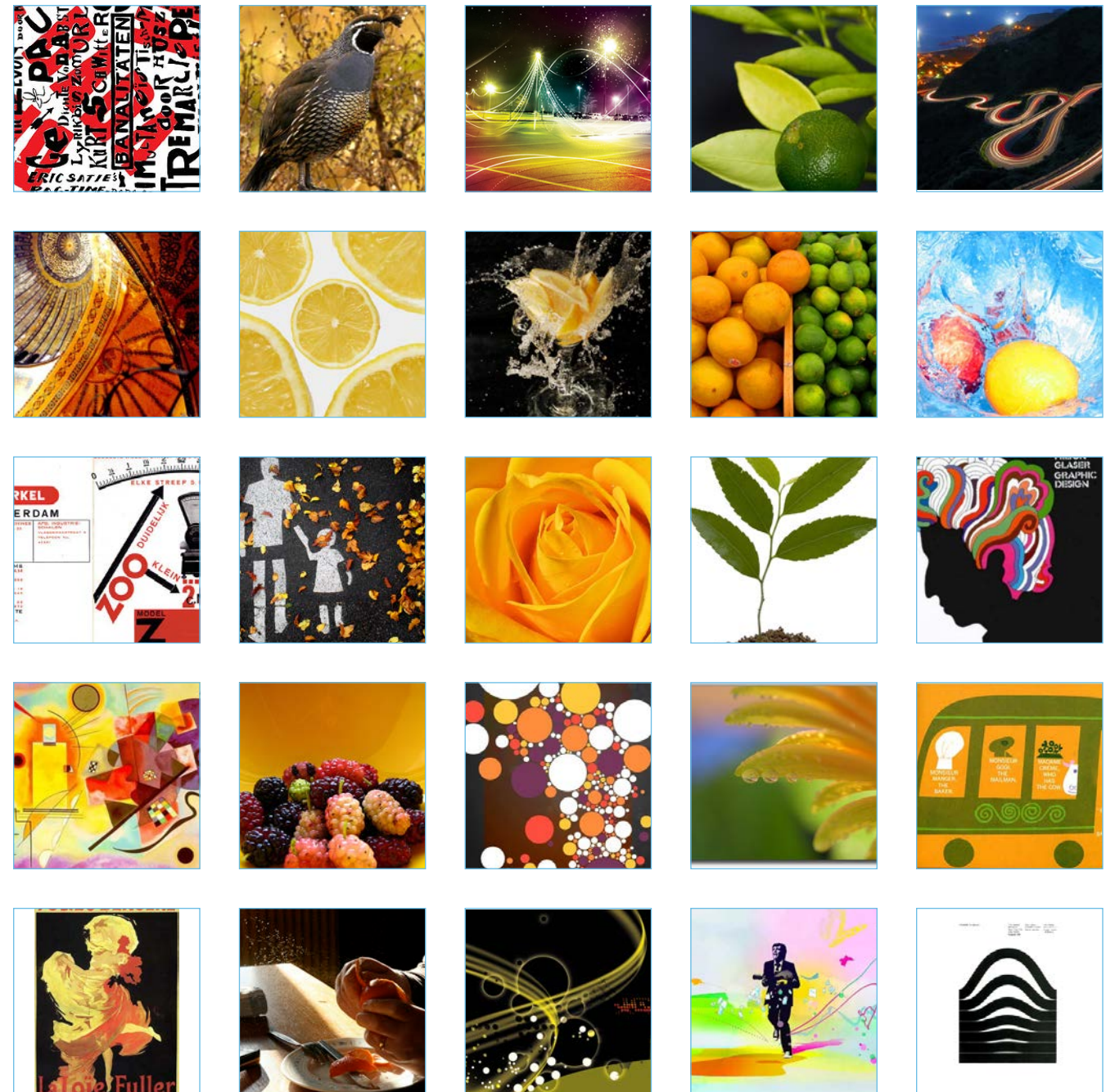
Zest

The emotion we selected to work with in our development of our marks and images is *zest*. Miriam Webster defines the word to mean liveliness or energy; animating spirit. The word is often associated with terms such as enthusiasm, zeal, excitement, thrill, and exhilaration.

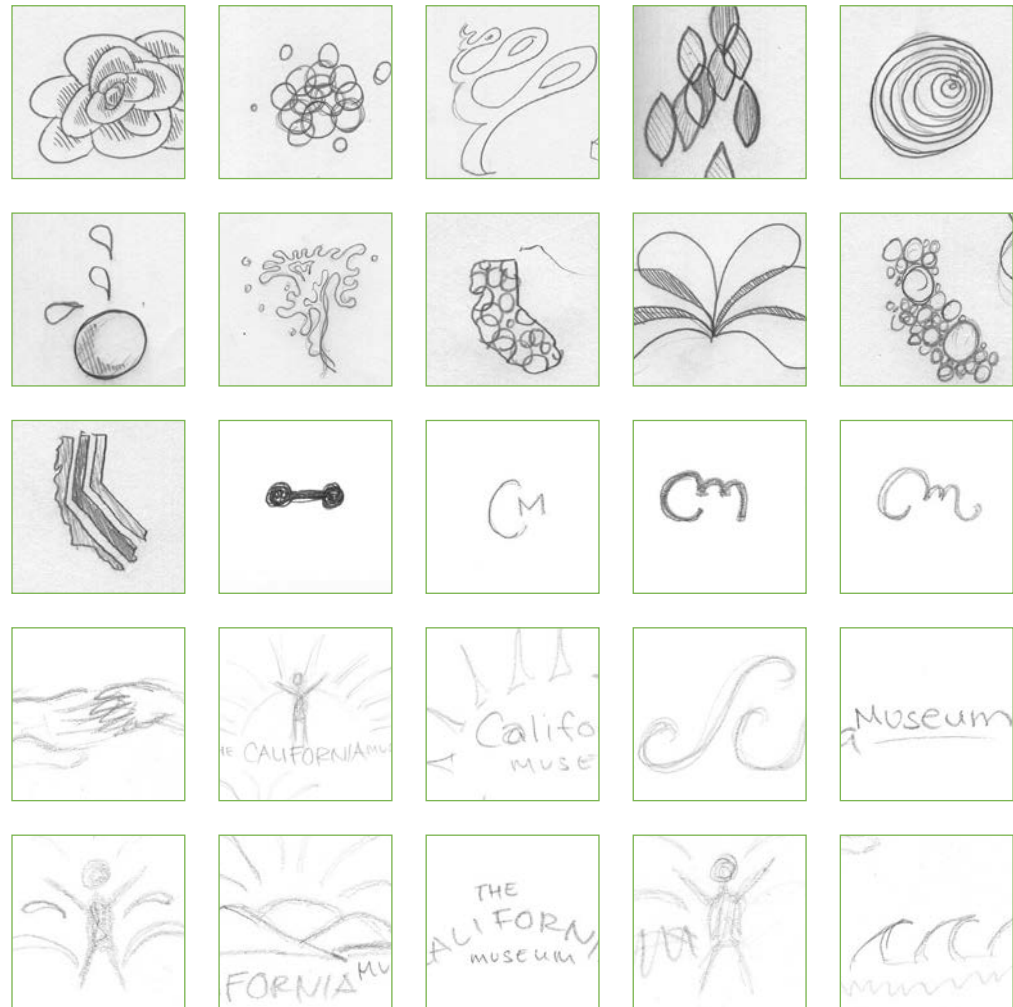
### sources:

1. History of Graphics
2. flickr.com
3. dirtymouse.co.uk
4. sxc.hu
5. flickr.com
6. fsxc.hu
7. flickr.com
8. flickr.com
9. flickr.com
10. fsxc.hu
11. History of Graphics
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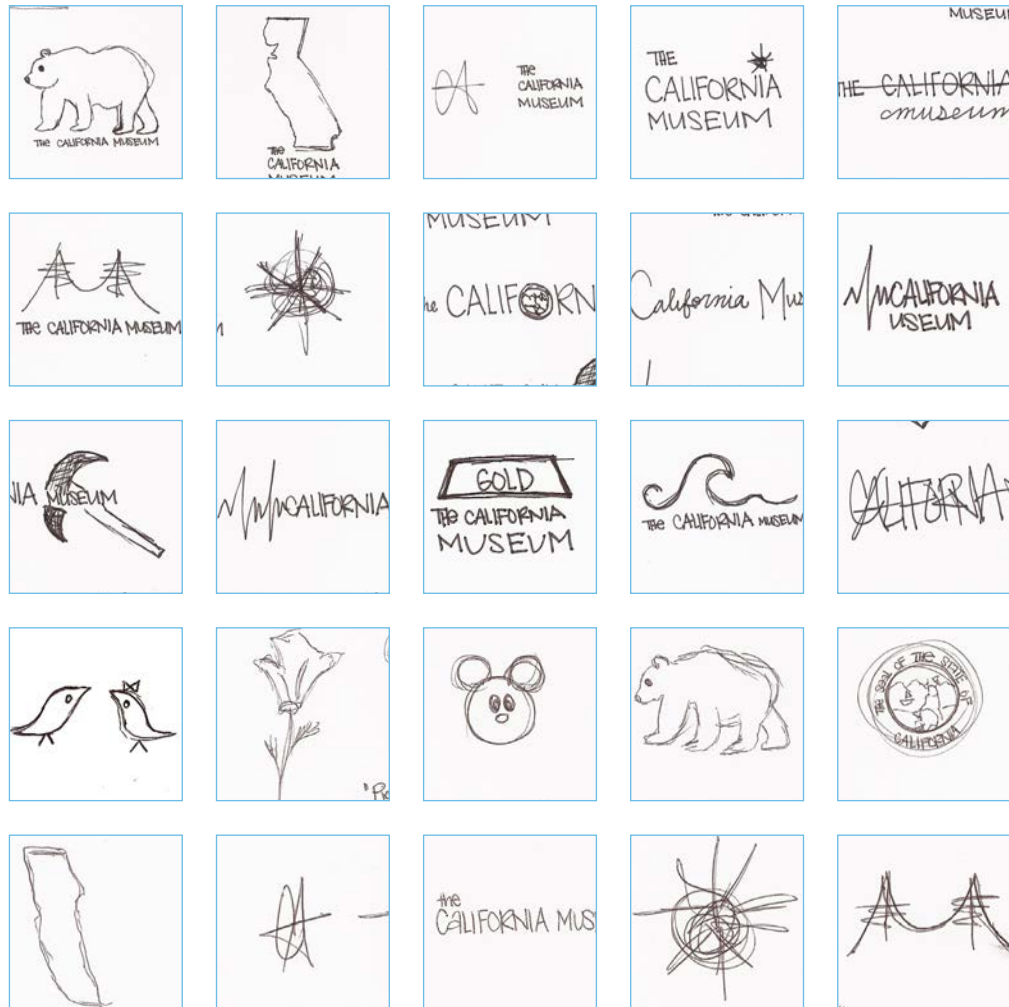
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Polly Louie  
Michael Wang  
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1-25



26-50



51-75





## inventory

### Emotion - Zest

Miriam-Webster defines the word to mean liveliness or energy; animating spirit. The word is often associated with terms such as enthusiasm, zeal, excitement, thrill, and exhilaration.

### Mission Statement

The California Museum's mission is to engage, educate, and enlighten people about California's rich history and its unique influence on the world of ideas, innovation, art and culture. Through captivating, active and state-of-the-art experiences, the Museum seeks to inspire men, women, and children to dream the California dream and dare to make their mark on history.

*Credit: californiamuseum.org*

### Poetic Device

"Experience California Today"

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Polly Louie  
Michael Wang  
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## research image



Photo credit birdie1925  
www.flickr.com



Photo credit Flaivolak  
www.sxc.hu

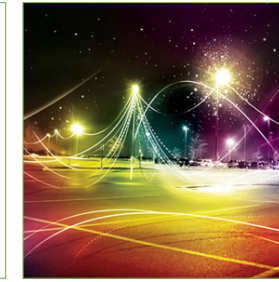


Photo credit dirtymouse.co.uk



UC Davis Design Reception  
Michael Wang



Photo credit www.flickr.com

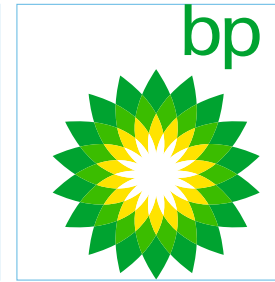


Photo credit www.sxc.hu

## research mark



Adreano Esteves  
Created by Burokratic



British Petroleum Logo  
Firm unknown



TIGITalent  
Created by vanityclaire



Agriculture Experience  
source: logopond.com

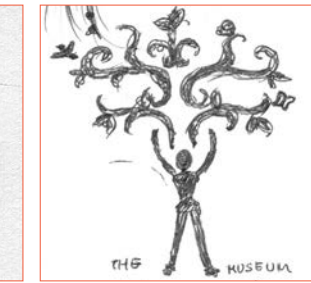
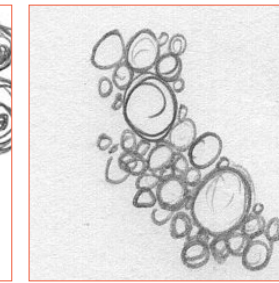
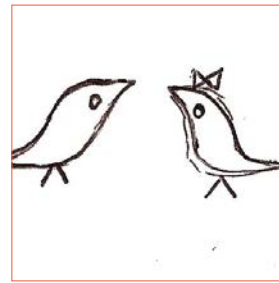


"Environment"  
Brazil-EU Workshop  
source: logopond.com

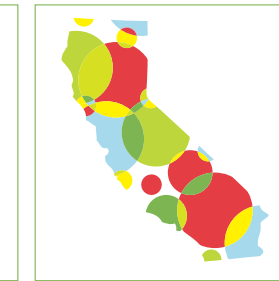
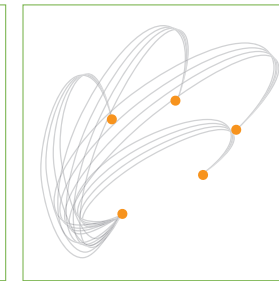
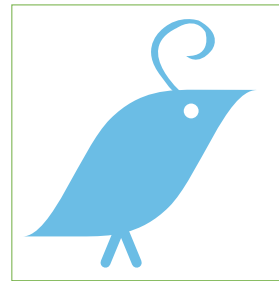


Growing Together Festival  
Firm unknown

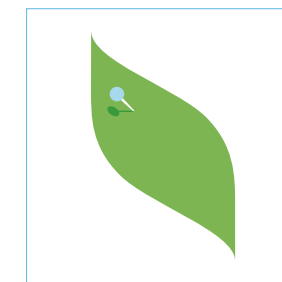
## rough symbol



## refined symbol



## final symbol



## selecting a typeface

After careful consideration of the look and feel as well as the audience of the museum, our team narrowed down our of typeface to a few choices. Our logotype uses the following two typefaces.

### typefaces

## Helvetica

The quick brown fox jumped over the lazy dog.  
1234567890

Helvetica is one of the most popular typefaces of all time. It was designed by Max Miedinger in 1957 for the Haas foundry of Switzerland. In the early 1980s, Linotype redrew the entire Helvetica family and named it Neue Helvetica.  
*source: adobe.com/type*

## Helvetica Black

The quick brown fox jumped over the lazy dog.  
1234567890

## Meta

The quick brown fox jumped over the lazy dog.  
1234567890

FF Meta is a humanist sans-serif typeface family designed by Erik Spiekermann in 1984 as a commission for a corporate typeface, but was never adopted for use. Attention was paid to creating a face that was easily readable from an angle, and in smaller point sizes.  
*Source: wikipedia.org*

## Meta Bold

The quick brown fox jumped over the lazy dog.  
1234567890

### final lettermark

ca  
museum

Helvetica Neue LT Std 95 Black

Meta Bold

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*black on white*



*one color*



*three color on background*



*white on black*



*two color*

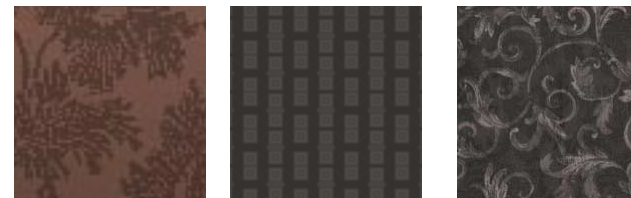


## symbol applications

## color scheme



## pattern research



source:  
uniqueexports.com

source:  
noblanco.com

source:  
noblanco.com

## pattern



Black on white

White on black

One color

Two color

Two color on background

CLIENT: California Museum

DESIGNERS: Jane Lee

Polly Louie

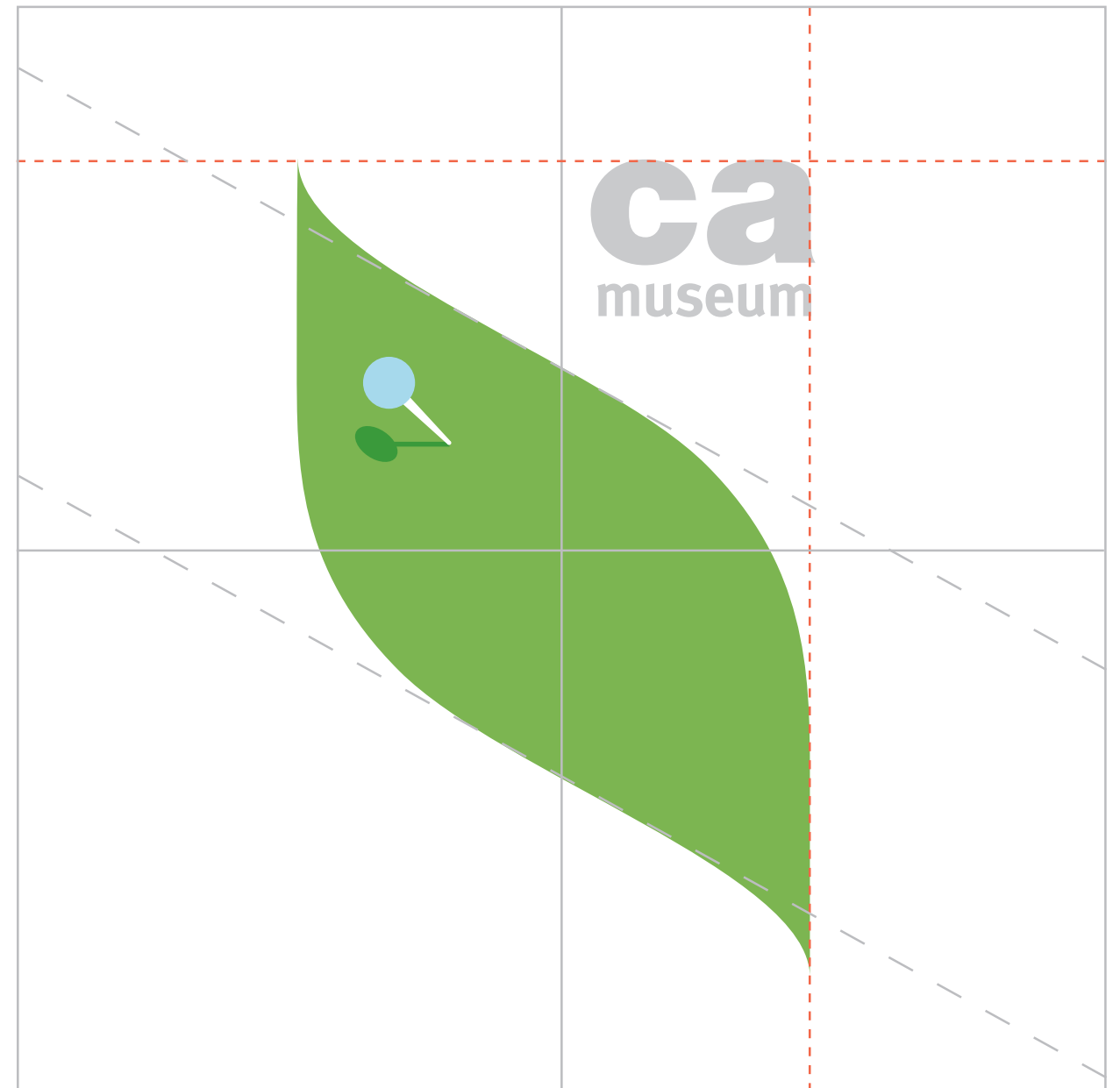
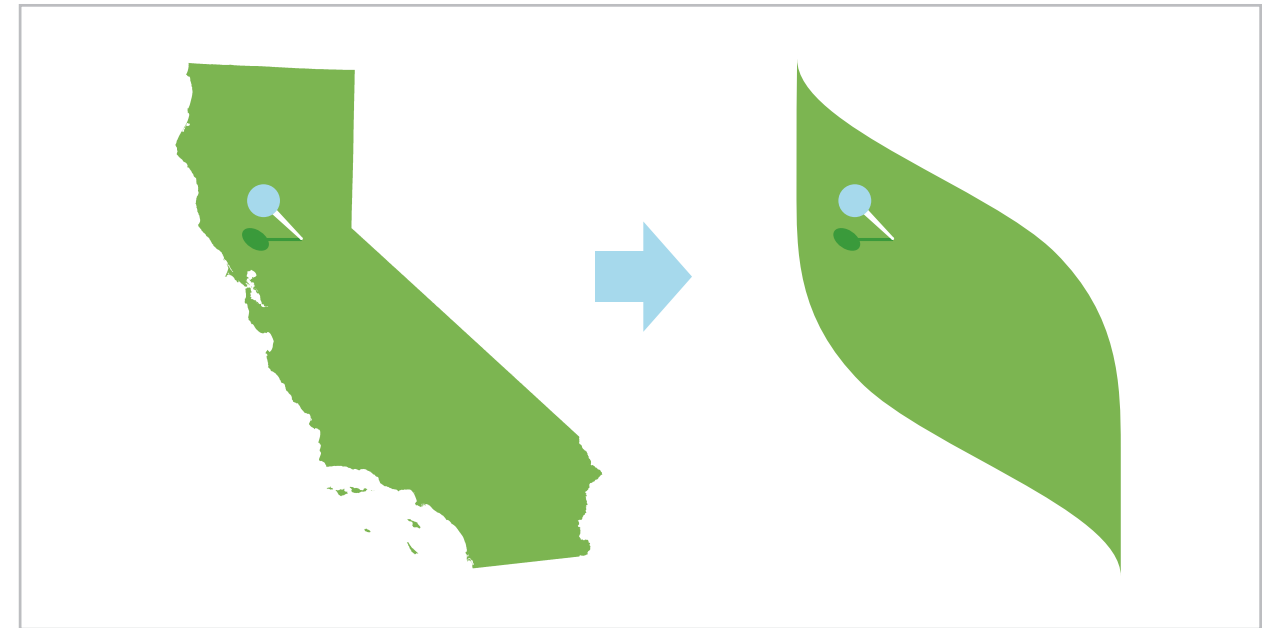
Michael Wang

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## symbol analysis

- *Art Elements*: Point of highest contrast runs 30° through the image, 3 color + B/W
- *Balance*: Mirrored vertically and horizontally, symmetrical weight
- *Composition*: Focal point is ambiguous, line of motion starting from bottom opening geometrically upwards
- *Devices / Techniques*: Overlapping & value
- *Gestalt Principles*: Similarity
- *Visual messages*: Representational
- *Visual Techniques*: Contrast, opaque / transparent

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# **2: sign types**



## problem statement

The California Museum is seeking an identity system that will preserve their professional look while inspiring a new design that will maintain their mission statement.

Upon visiting the museum and performing an audit, the museum was found to use vibrant hues of the state colors, blue and gold, as well as signage on facts relating to the state of California. The concepts used throughout the museum are incorporated into our designs in order to create a consistency within our system.

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## objectives

- After the completion of a thorough audit and analysis of the site, a wayfinding system is developed.
- Wayfinding system combines graphic elements of typeface, color, grids, images, pictograms, maps, etc. with an understanding of materials, hardware, and lighting.
- Development of one direction map and one site location.
- Preparation and finalization of signage location plan and wayfinding approach.
- Proposal of sign type with scales produced.
- We will experiment with unique and creative design concepts to successfully create a useful wayfinding system of 3 exterior signs and 5 interior signs.
- We will utilize everything from sketches to digitally created designs in Adobe Illustrator as well as Adobe InDesign.

## what we learned

Our goal for the wayfinding system was to create a cohesive set of signs that would relate back to the logo design and inspire the design to preserve the mission statement of the museum. During this session of the project, we learned the value of performing a thorough audit and taking notations. Prior to this project, we were aware of wayfinding systems however we were unaware of how much work and effort goes into creation of a sign we view as being simple.

## process



*Visit museum and perform a thorough audit.*

*Numerous photographs and notations made on site and possible locations of signs.*

*Develop one direction map of museum and one site location map.*

*Direction map pinpoints the possible locations of signs.*

*Signs relate back to logo design and preserve the mission statement.*

*Cohesive signs are created relating back to audience of museum, children.*

*Hues used pertain to color palette that was established.*

*Sketches created on possible sign types.*

*Rough and final created with the use of Adobe Illustrator and Adobe InDesign.*

*Created with photomontage technique to present how the sign would look around people.*

## additional site audits

### Sacramento Library and Courts (from top left)

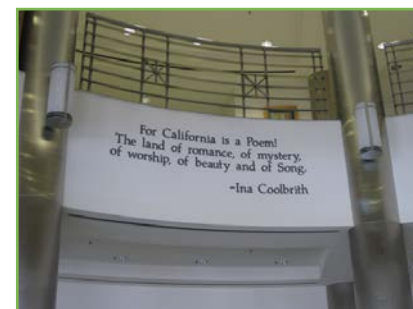
- Exterior of Sacramento Library and Courts - located in Downtown Sacramento, California. Modern design of building. Easily readable and legible from afar.
- Close up of exterior sign for building. Sleek, professional looking signage.
- Interior of Library and Courts - Main entrance has quotation above located in the center. Cohesiveness in type of signage seen with the exterior and interior use of letters on wall.
- Interior of Library and Courts - Main entrance floor has interesting layout of type in circle.
- Interior of Library for the Blind - Stacks of books coded with braille. Every other isle had signage hanging from hinges.
- Interior of building - Entrance way to gallery. Once again, cohesiveness seen through type of signage (lettering). Sleek, clean, professional look suits the buildings ambience.

### Downtown Parking Structure (from top left)

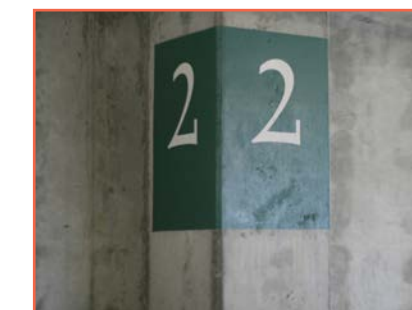
- Sign within parking structure in Downtown Sacramento, California. Easy legibility and readability. Use of color, number, and arrows as form of location. Simplicity to design of signage.
- Parking signage (You are Here) is color coded to match parking floor. Use of color as form of location.
- Handicap sign is seemingly of custom design. Very similar to standard sign, but slightly stylized.
- Hanging sign indicating location of the viewer. Again, displays the use of color to indicate what floor.
- Painted sign on concrete column in a serif font again displays the color-coding of the different locations in the parking structure.
- Welcome sign to the museum - Slab serif typeface deviates from the rest of the parking structures otherwise cohesive system.

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### Sacramento Library and Courts



### Downtown Parking Structure



## museum location

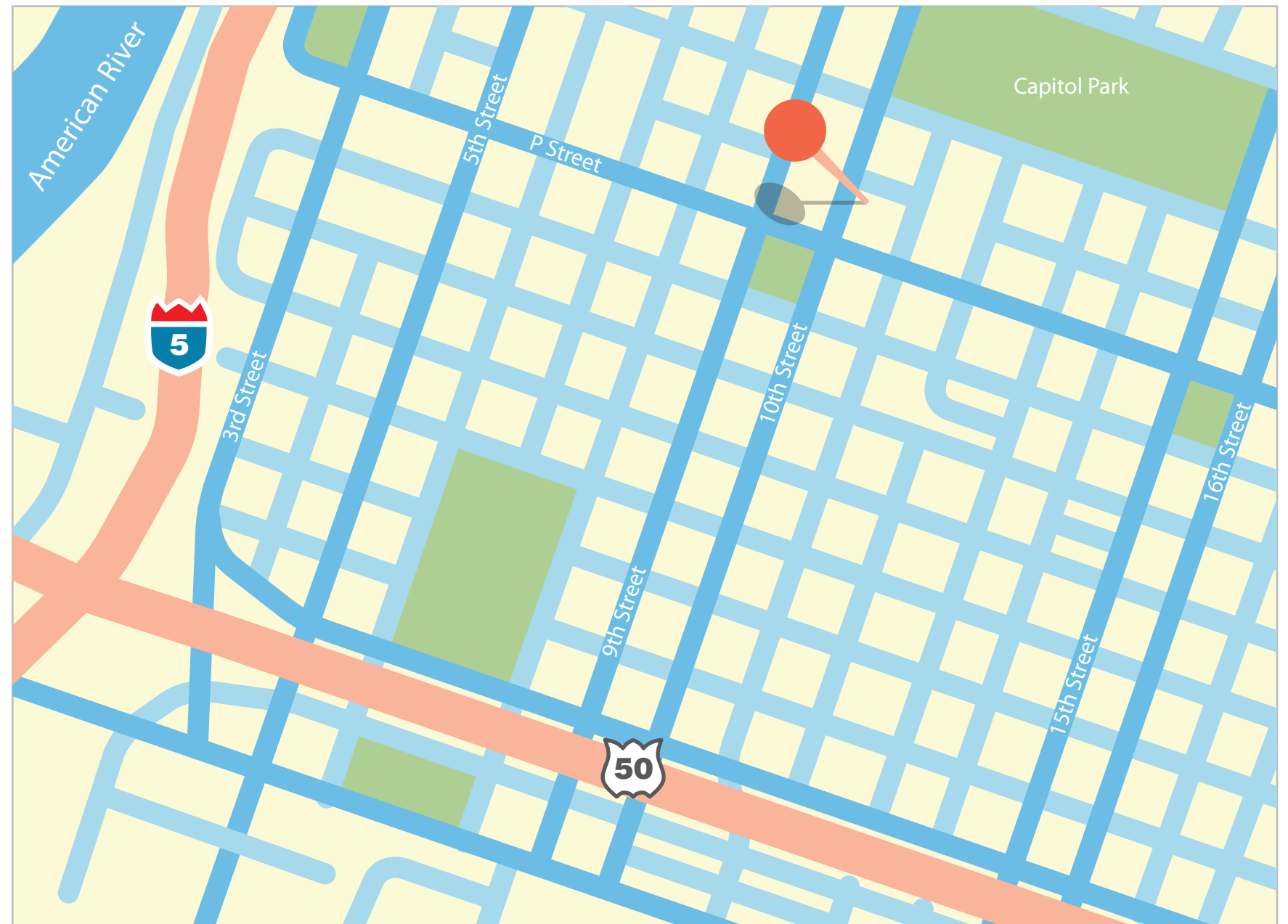
The California Museum for History, Women and the Arts is located at 1020 O Street, in the California State Archives building. It is at the corner of 10th and O Streets in downtown Sacramento, one block south of State Capitol Park. Click [here](#) to see a map of the location.

From I-5 (North or South), take the Q Street exit. At 10th Street, turn left. The Museum is two blocks up on the right.

From Highway 50/I-80 West, take the 10th Street exit. Turn right at 10th Street. The Museum is eight blocks up on the right.

*Credit: californiamuseum.org*

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DESIGNERS: Jane Lee  
Polly Louie  
Michael Wang  
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## the floorplan



### *"You Are Here" Sign*

The "you are here" sign features a map not unlike the one below to direct museum visitors to areas of interest in the museum.



### *Directory Sign*

The directory sign will indicate to museum visitors their current location as well as the location of exhibits of interest.



### *Directional Sign*

Throughout the museum, occasional directional signs will be erected in order to point museum visitors of the locations of important features in the museum, such as stairs or exhibits.



### *Regulatory Sign*

A sign that directs museum visitors to the restroom will be displayed down the stairs. Not pictured in map.



### *Interpretive Sign*

Our interpretive sign will serve as the description and explanations of exhibits and displays that have additional information. Each display will be detailed with relevant graphics and information.

*First floor*



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## the exterior



### Main Entry Sign

The main entry sign will serve both as a form of advertisement for passing by pedestrians and motorists, as well as identifying the museum.



### Museum Identification

The museum identification sign will primarily be used to direct pedestrians into the museum.



### Celebratory Banner

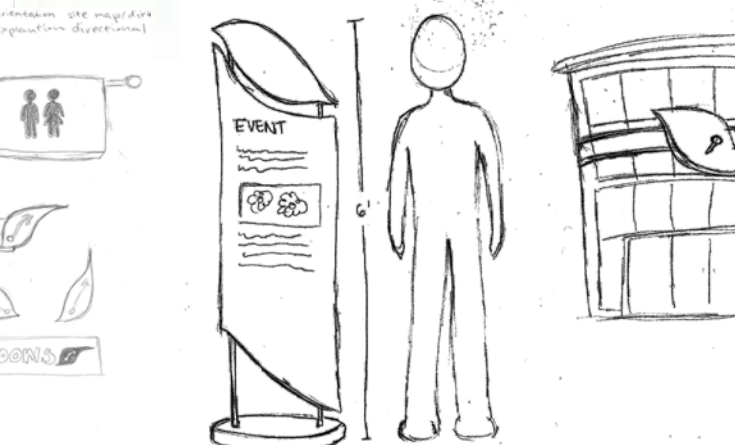
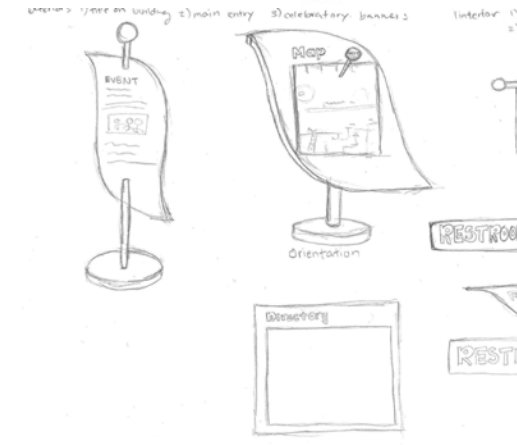
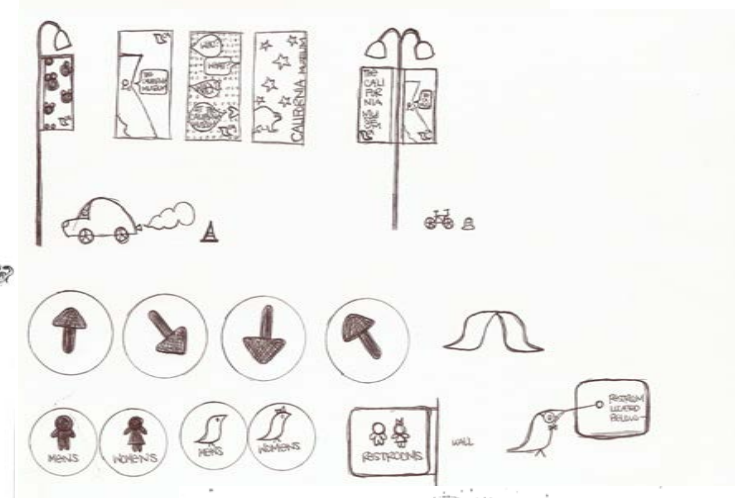
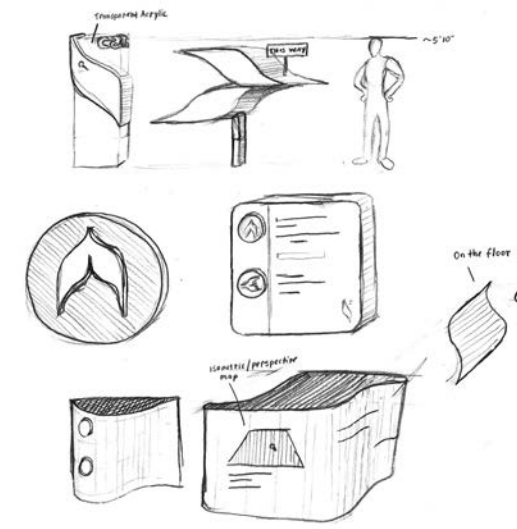
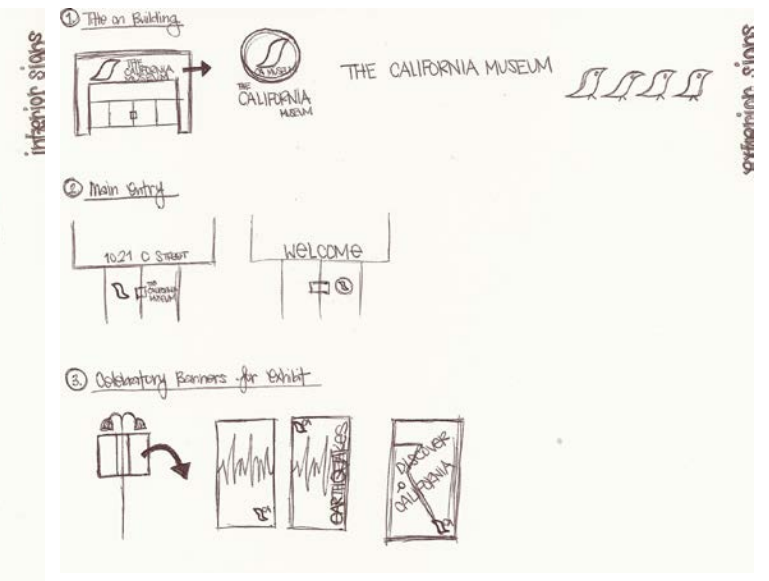
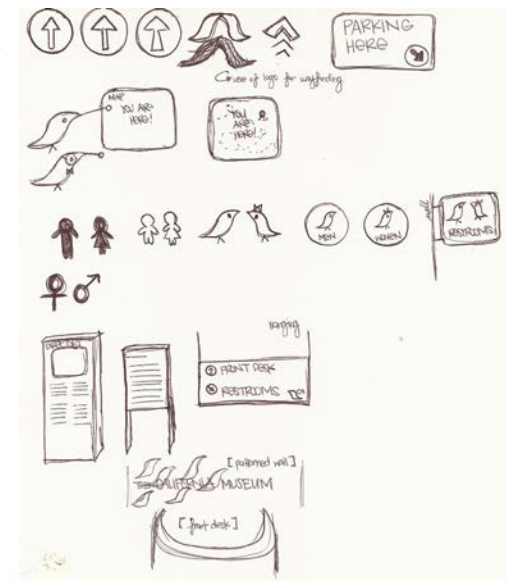
Celebratory banners will be placed along nearby streets as well as outside the museum as a form of advertisement for passing motorists.



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rough sign forms

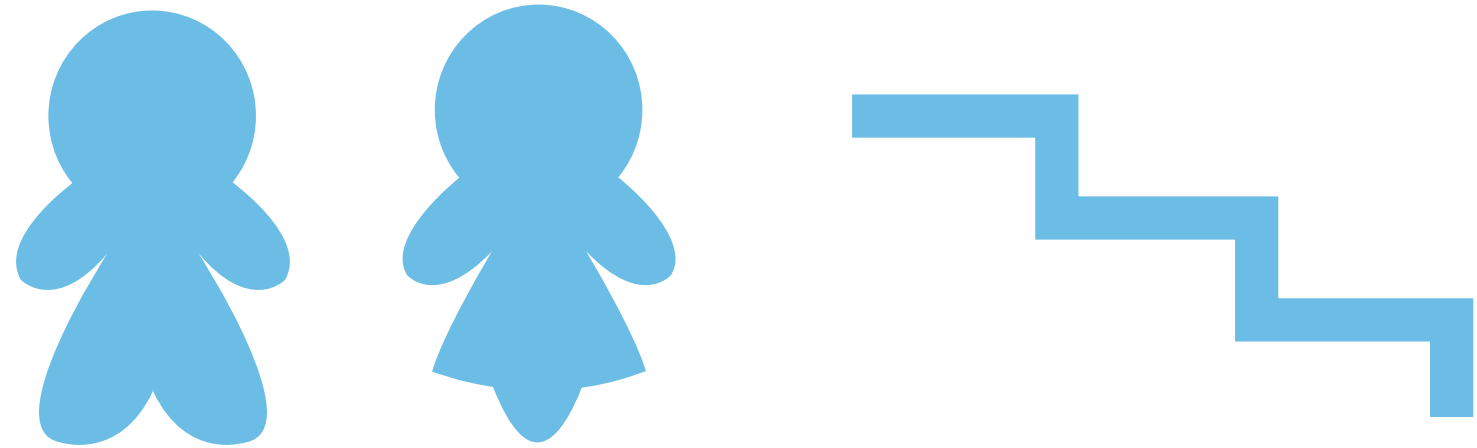


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directional arrow



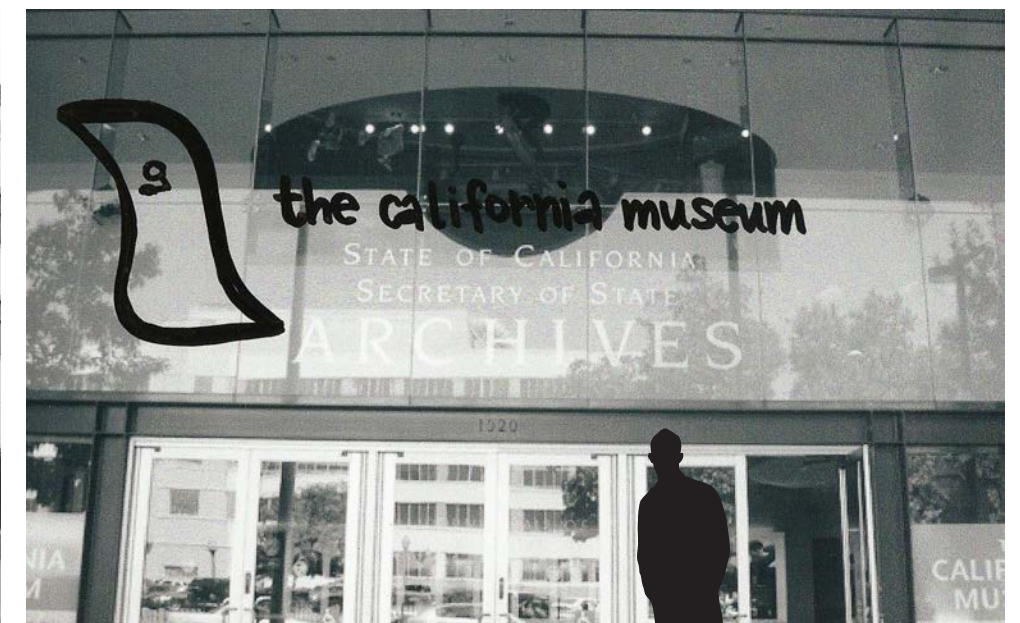
pictograms



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## sign photomontages



CLIENT: California Museum  
DESIGNERS: Jane Lee  
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# **3: wayfinding**

## problem statement

Final sign types are designed with detailed dimensions, materials, and colors. The objective is to create a signage system that will incorporate the existing site with the new California Museum symbol and color schemes. Our goal is to create a unique and professional look with readable and easily visible placement of the signs. The final product will be seven unique sign types, 3 exterior and 4 interior.

## objectives

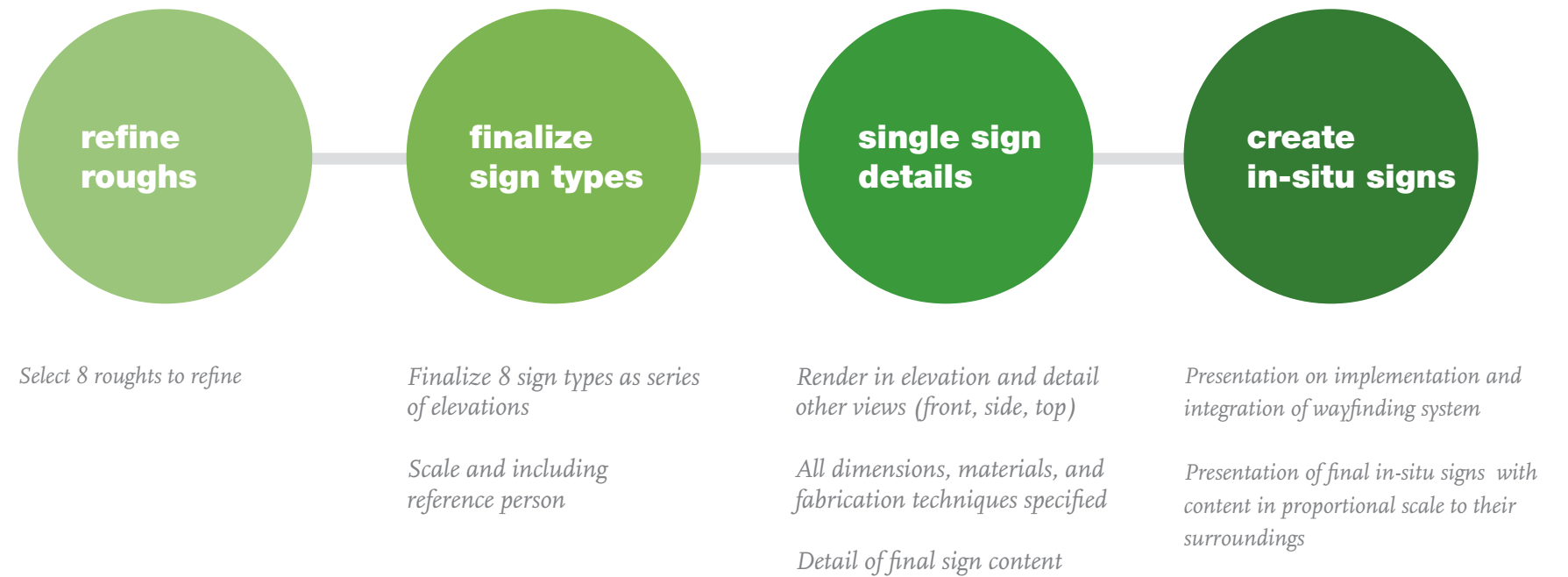
- Reading and researching of reference materials.
- Gathering information (Size, location, visibility, material) from researched images.
- Pull elements from the California Museum symbol and apply them to the sign types.
- Construct seven sign types with dimensions and colors.
- Choose one sign type for a detailed schematic.
- A successful project will be determined by the amount of research and skillful execution of the objectives above.

## what we learned

Our goal for the wayfinding system was to create a cohesive set of signs that would relate back to the logo design and inspire the design to preserve the mission statement of the museum.

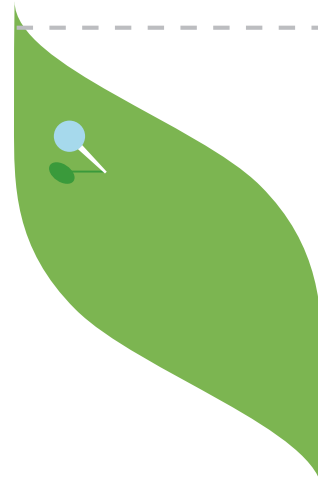
During this session of the project, we learned the value of performing a thorough audit and taking notations. Prior to this project, we were aware of wayfinding systems however we were unaware of how much work and effort goes into creation of a sign we view as being simple.

## process



CLIENT: California Museum  
DESIGNERS: Jane Lee  
Polly Louie  
Michael Wang  
DES 186: Summer Session II

Building Identification



the california museum

24'

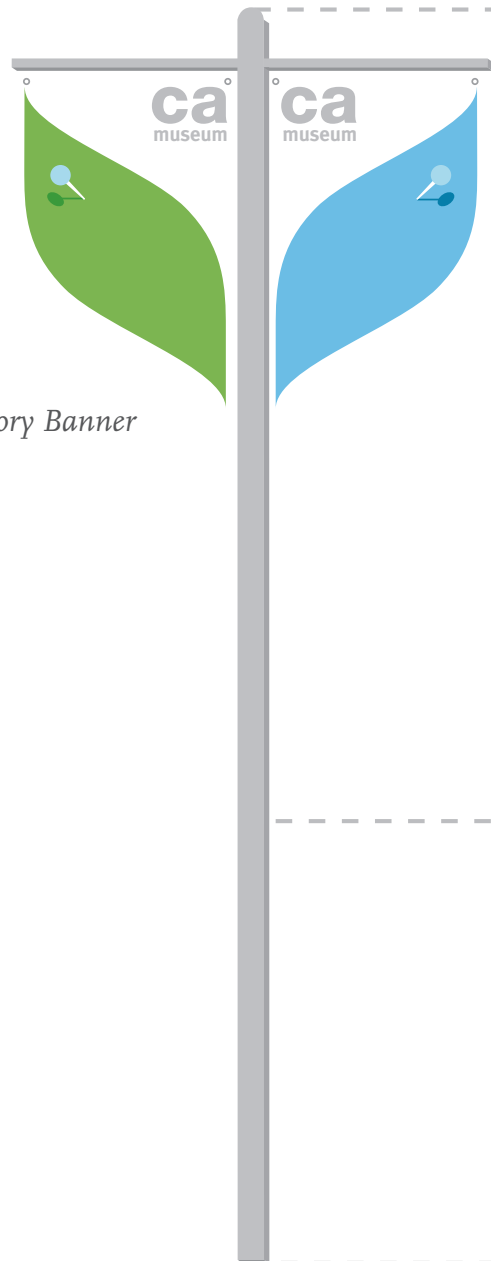
19'

16'6"

14'

5'10"

Celebratory Banner



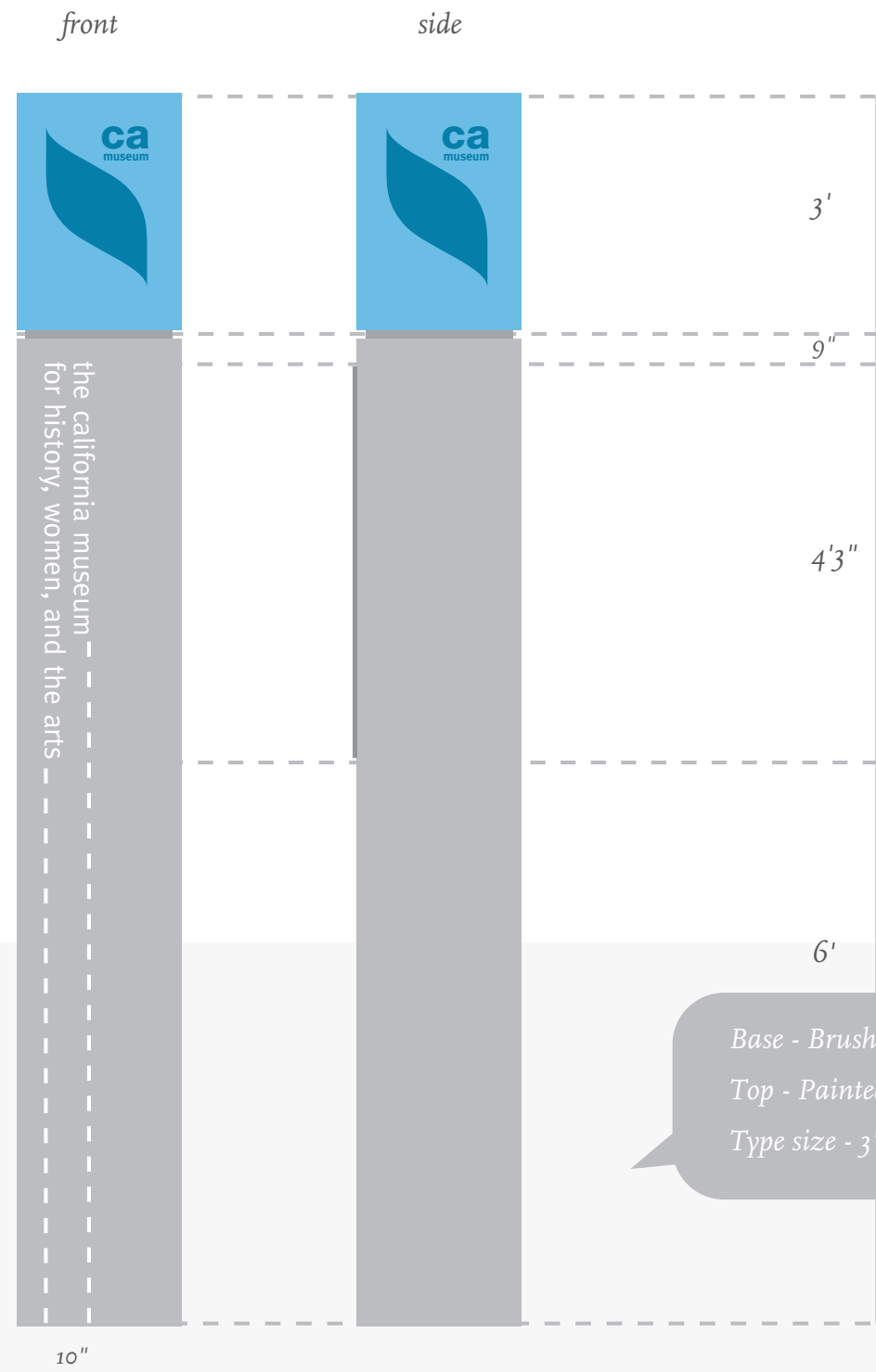
Main Entry Sign



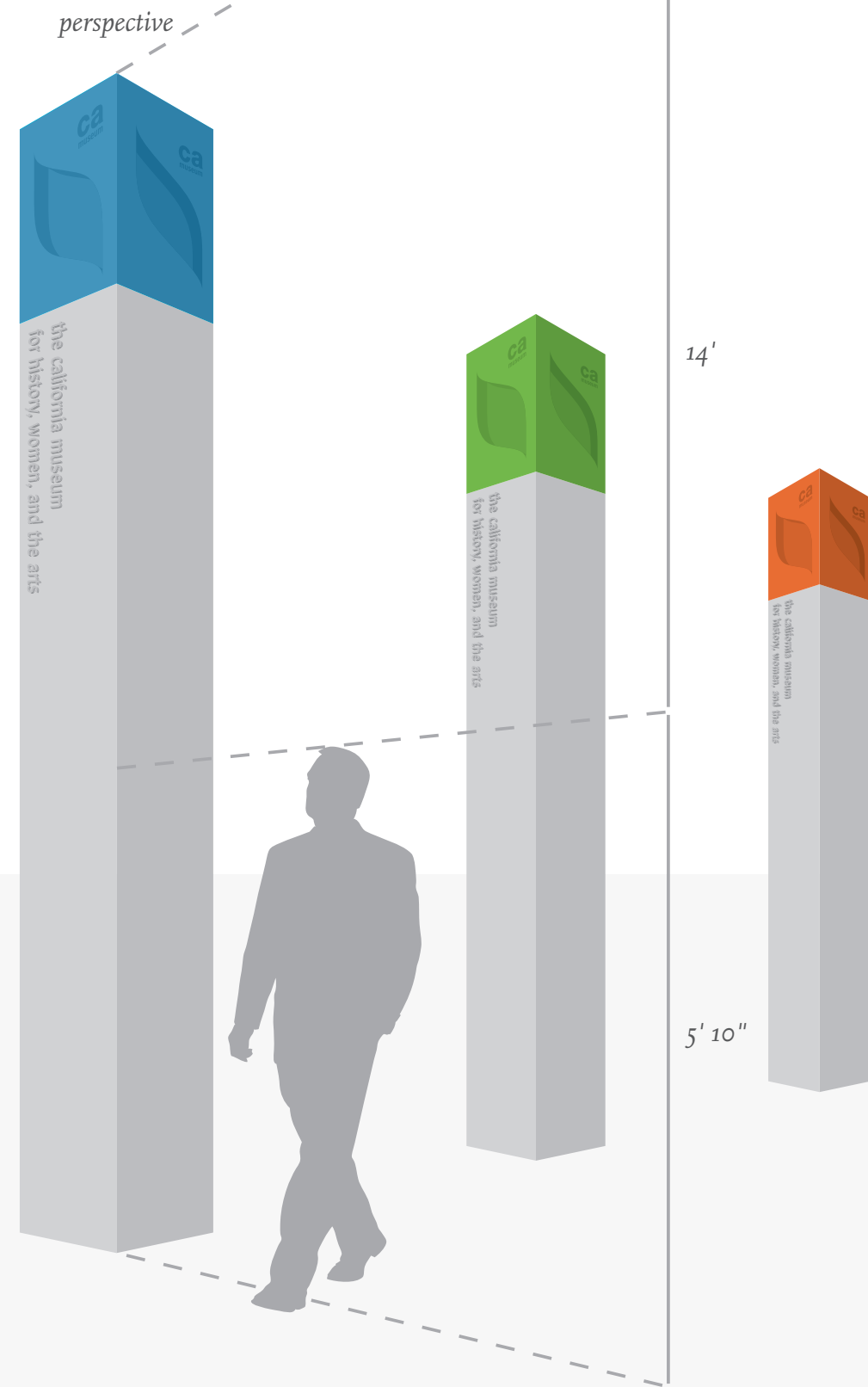
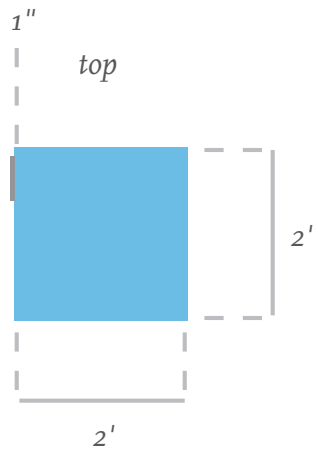




Detail - Main Entrance Sign



Base - Brushed Aluminum metal  
Top - Painted Aluminum metal  
Type size - 3" Cap Height







Interior Signs - In Situ





# 4: process

## problem statement

The Process Manual represents a summary of the project planning process and our design intent. The objective is to create a thorough and cohesive process manual that presents the process we went about in order to create a wayfinding system for the California Museum. Our goal is to create a first rate process manual that presents our hard work as well consistency within our designs. The final product will be complete layouts of the wayfinding system we have created for the California Museum.

## objectives

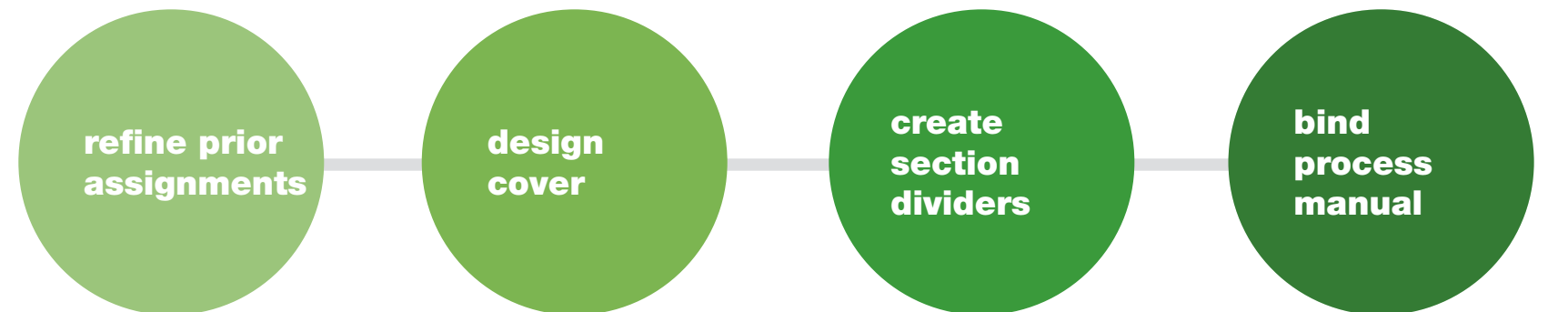
- Refining assignments 1 through 3.
- Designing a cover as well as a back cover with the use of the pattern.
- Creation of section dividers to separate assignments and content.
- Creation of comprehensive layout of assignments 1 through 3.
- Binding of process manual.
- A successful project will be determined by the amount of skillful execution of the objectives above.

## what we learned

Our goal for the process manual was to create a thorough and cohesive manual that would present the process we went through in order to design a wayfinding system for the California Museum.

During this final session of the project, we learned how to present all of our work through a clean, professional layout that would allow anyone to comprehend each step we took in order to design our wayfinding system. In addition, for the cover, we learned a different way to design an interesting layout. Rather than placing all of our information onto one page, we created a dicut of the designers information and placed the logo on the inner cover page as well. The dicut is a creative approach to our cover design.

## process



*Refine assignments 1 through 3*

*Sketch roughs of cover design*

*Create section dividers separating assignments and content*

*Presentation on complete process of designing wayfinding system*

*Symbol and pattern included within design*

*Symbol and title of site included on dividers*

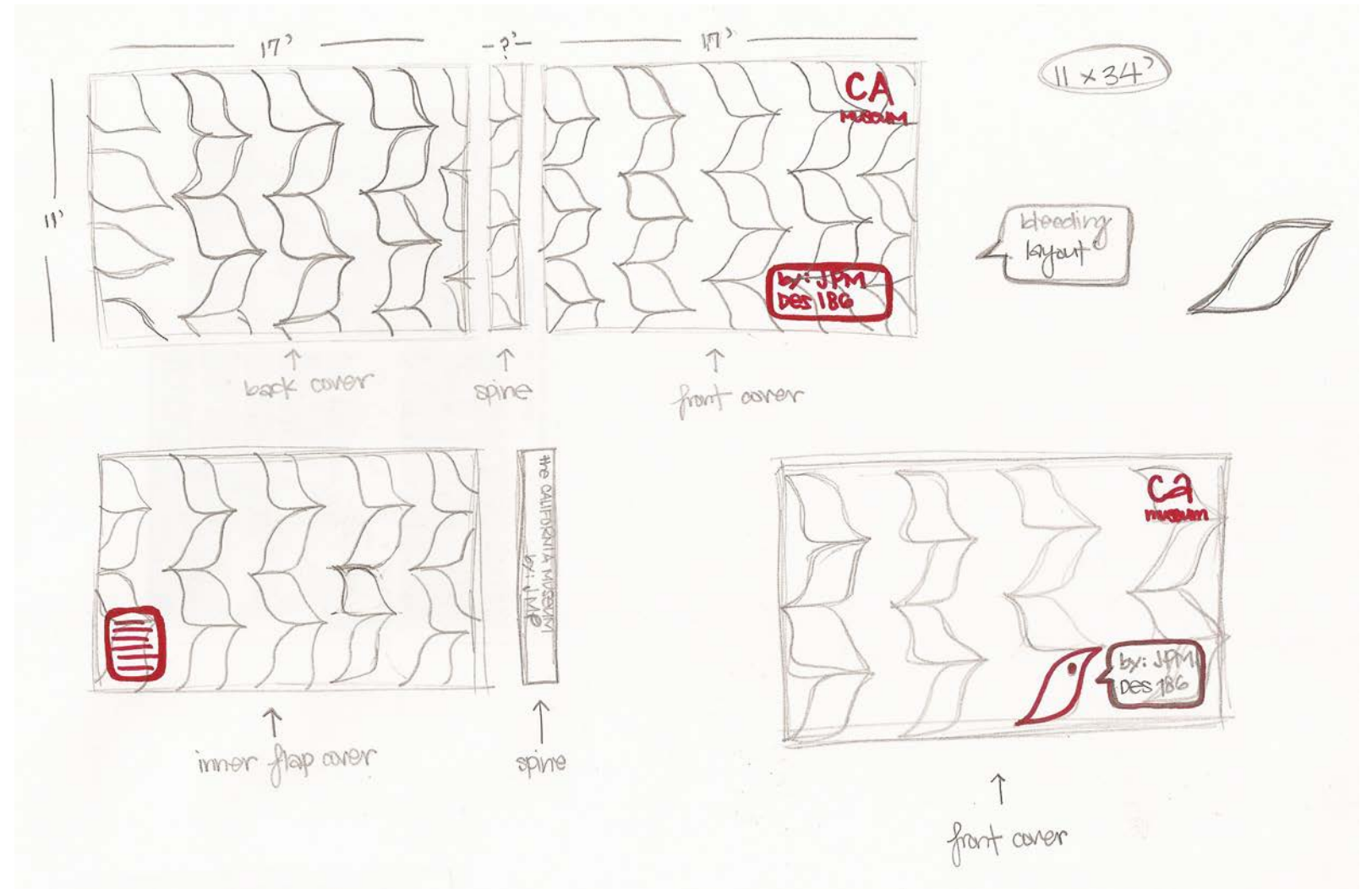
*Team member's names and other relevant information included on cover*

CLIENT: California Museum

DESIGNERS: Jane Lee  
Polly Louie  
Michael Wang

DES 186: Summer Session II

page sketches



CLIENT: California Museum  
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## page design

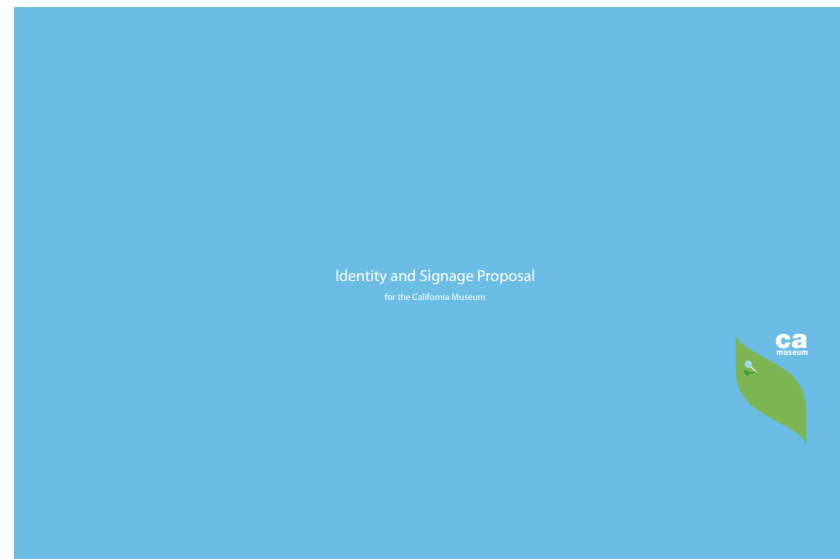
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Michael Wang  
*DES 186:* Summer Session II

## front cover



## inside cover



## section divider

