

æsthetic

Johanna Su & Laura Koivunen
DES 186 Environmental Graphics
Winter Quarter 2009



TAHOE CENTER FOR ENVIRONMENTAL SCIENCES

The Tahoe Center for Environmental Sciences (TCES) is a unique partnership between public and private institutions of higher education in California and Nevada.

The TCES provides a world-class center for scientific research in the preservation of important environmental resources, and is LEED certified.

*Sierra Nevada College
999 Tahoe Boulevard
Incline Village, NV 89451-9500*



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TABLE OF CONTENTS

TABLE OF CONTENTS

Creative Brief & Project Summary3

Colors/Materials Palette.....4

Sign References.....5

Outdoor Pathways & Sign Location Map.....6

Indoor Pathways & Sign Location Map.....7

Sketches.....8

Colors, Fonts, Pictograms & Logotypes.....10

Outdoor Sign Levels.....11

Indoor Sign Levels.....12

Campus Entrance Sign.....14

Campus Outdoor Directional Signage.....15

Main Lobby Orientation Column.....17

Directional Signage.....19

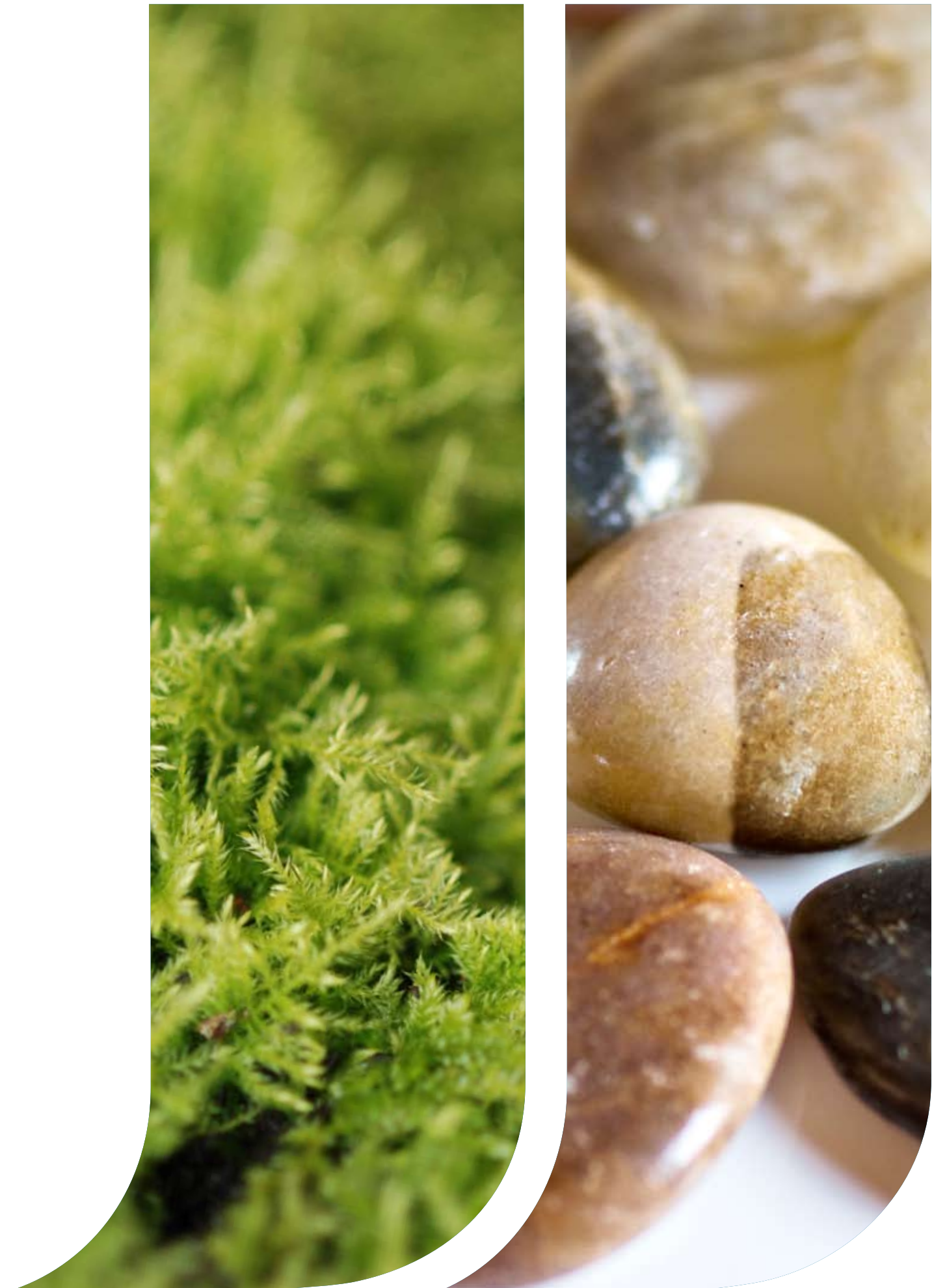
Floor Level Directory.....21

Room Identification.....22

Green Points of Interest Signs.....23

LEED Certification Sign.....26

Docent Appreciation Wall.....27



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03/16/2009

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CREATIVE BRIEF & PROJECT OUTLINE

PROJECT SUMMARY

The project was to redesign a signage system for the Tahoe Center for Environmental Sciences (TCES) facility located at on the Sierra Nevada College campus. The center serves as a research facility and educational center for several other academic institutions, including: UC Davis, the Desert Research Institute, and the University of Nevada, Reno. Because the building houses many institutions with varying visual identities, the challenge was to create a signage system that could represent the center as a whole without excluding or favoring any one group.

Some of the prominent issues identified in the current signage system included: lack of guiding design standard in system, huge variety of materials (most of which not LEED certified materials), lack of directional signage, bad placement of existing signs, and clutter of information (flyers, brochures, event advertising, and free-standing signage).

Thus our main focus was to create a clear, concise, and informational signage system. Simplifying and prioritizing the necessities for the building drove our design process. The following sign types were examined:

Exterior:

- Sierra Nevada College Main entry sign
- Directional signs (vehicle & pedestrian)

Interior:

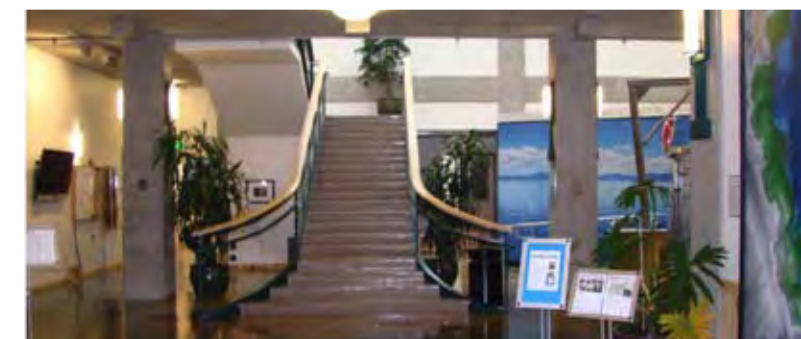
- Orientation sign (building map & directory)
- Directional sign
- Information sign (key room identification)
- Regulatory sign (general room identification)
- Celebratory sign (docent recognition)
- Interpretive sign (LEED Informational signs)

AUDIENCE

The daily occupants of the building include students, volunteers, researchers, educational groups, and college administration. TCES offers educational tours and exhibits to the public, and the majority of the first floor exhibits are targeted towards children. However, the remaining floors house research laboratories and offices not frequented by the public. Therefore signage is mostly focused on first floor visitors who may not know their way around the building; signage must be able to convey information clearly and appeal to all age groups.

GUIDELINES

Use UC Davis/Sierra Nevada College design standards for color and type
Utilize more LEED certified materials in signage system



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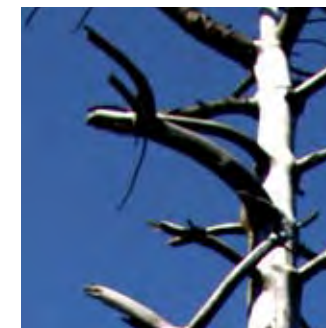
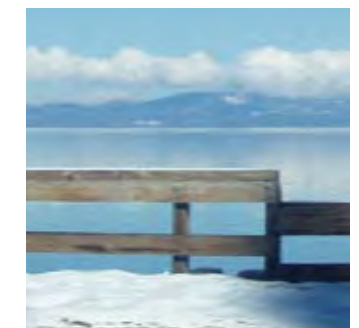
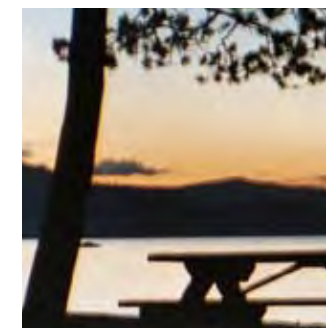
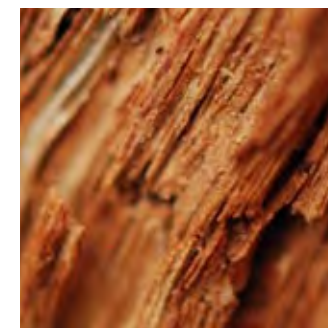
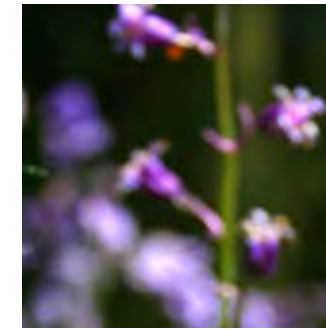
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COLORS/MATERIALS PALETTE

Inspired by the natural environment surrounding the TCES building.



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SIGN REFERENCES

The following are examples of dimensional signage. Each sign uses different materials to emphasize its shape and form.



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OUTDOOR PATHWAYS & SIGN LOCATION MAP



Key

- Current Roadways
- Main Entry Sign
- Driving Pathway
- Driving Directional Sign
- Walking Pathway
- Walking Directional Sign
- Door Entrance Directional Sign

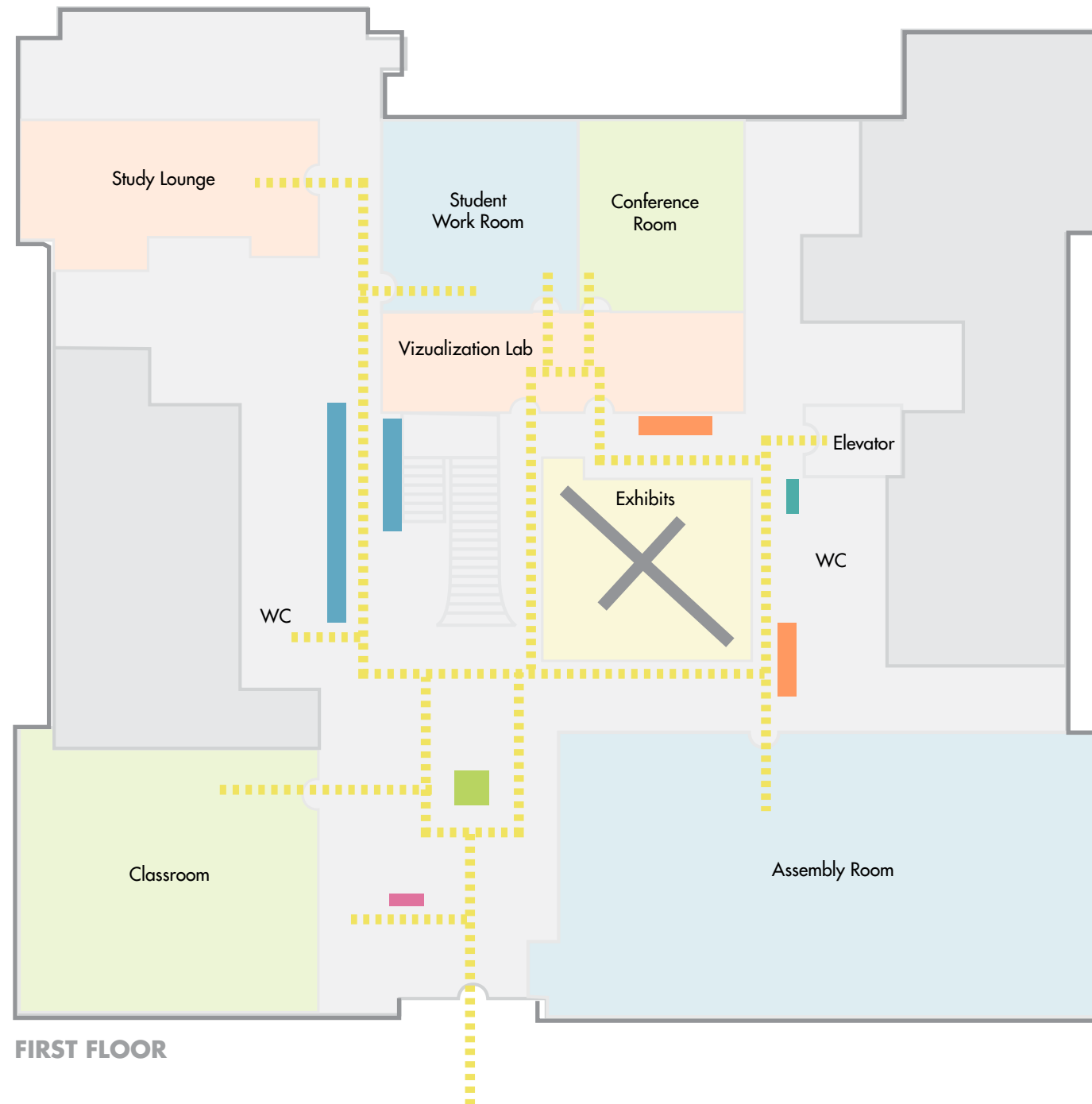
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INDOOR PATHWAYS & SIGN LOCATION MAP



Key

- Rooms not in Public Use
- Pathway
- Reception
- Orientation Pylon
- Volunteer Appreciation Walls
- Green Building/Leed Info
- Floor Directory

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SKETCHES

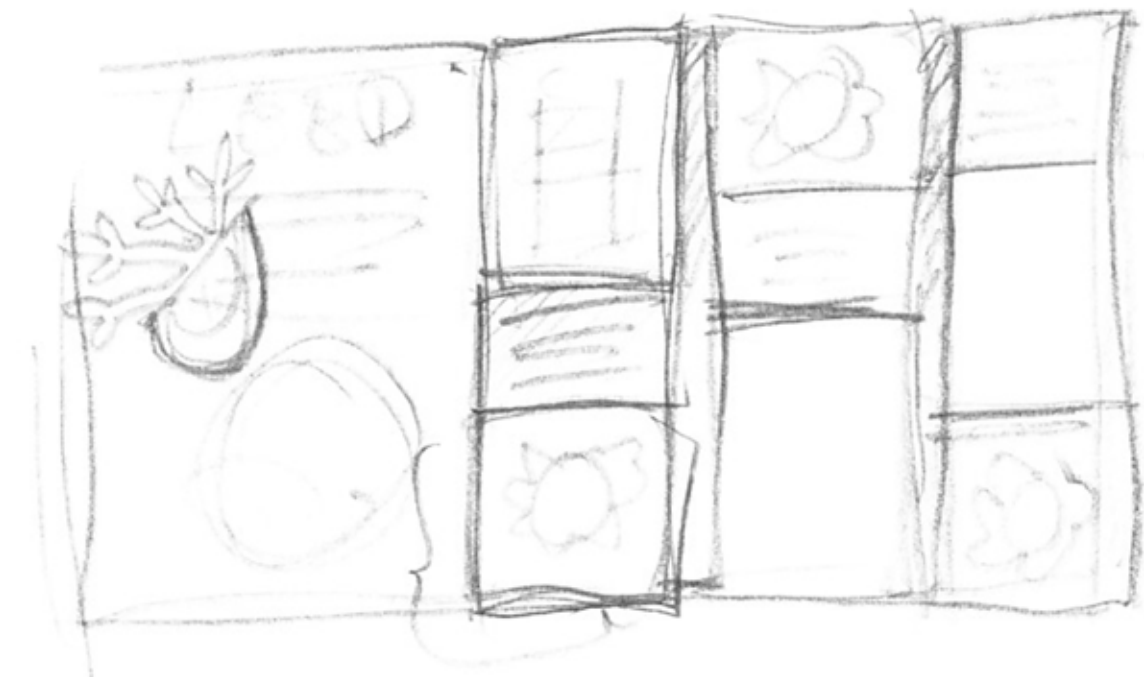
DOCENT APPRECIATION WALL



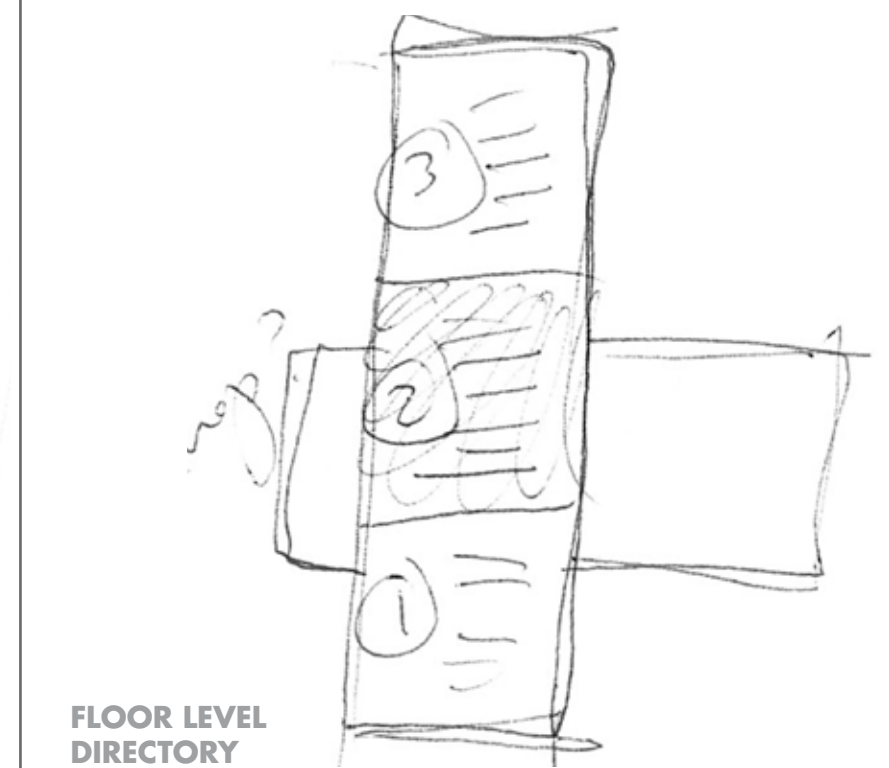
GREEN POINTS OF INTEREST



ROOM IDENTIFICATION



LEED CERTIFICATION SIGN & GREEN BUILDING POINTS



FLOOR LEVEL DIRECTORY

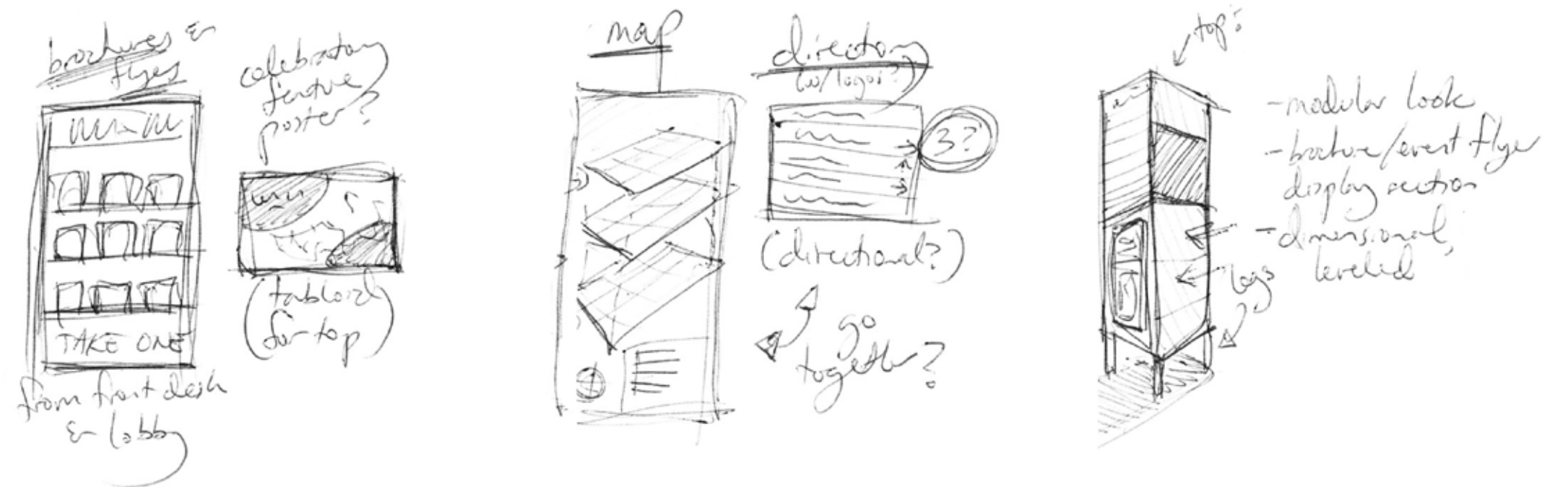
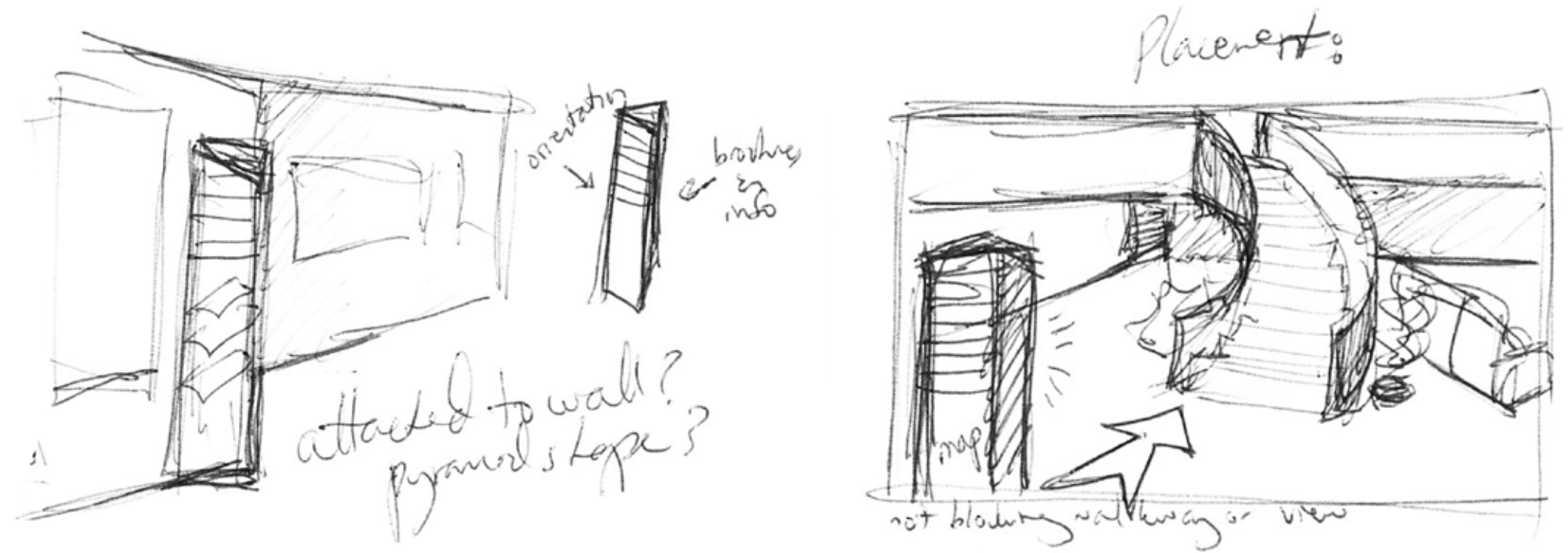
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SKETCHES FOR MAIN LOBBY ORIENTATION SIGN



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COLORS, FONTS, PICTOGRAMS & LOGOTYPES

FONTS

Futura Std. Medium

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Berkeley Oldstyle

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura Std. Bold

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Berkeley Oldstyle Bold

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura Std. Medium Oblique

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

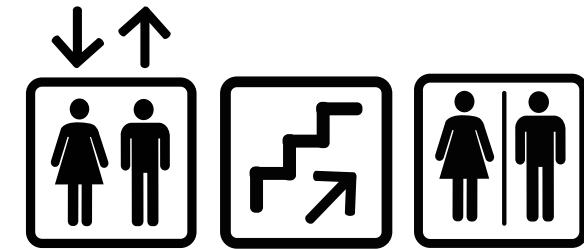
Berkeley Oldstyle Italic

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

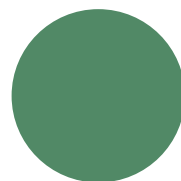
PICTOGRAMS



LOGOTYPES



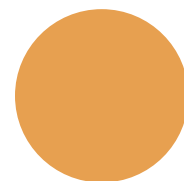
PAINT COLORS (MATTHEWS PAINTS)



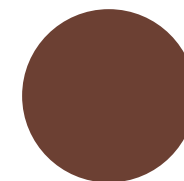
Mp25899
Kryptonite
Green
LRV 21.7



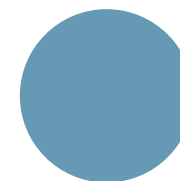
Mp28434
Granny Smith
LRV 39



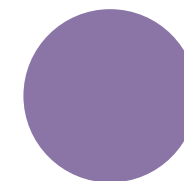
Mp56966
Orange
County
LRV 22.9



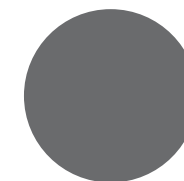
Mp10217
Rich Brown
LRV 5.8



Mp25771
Bayou Blue
LRV 15



Mp25956
Royal Purple
LRV 7.4



Mp25849
Durango Grey
LRV 24.6

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OUTDOOR SIGN LEVELS



CAMPUS ENTRANCE SIGN

CAMPUS OUTDOOR DIRECTIONAL SIGNAGE

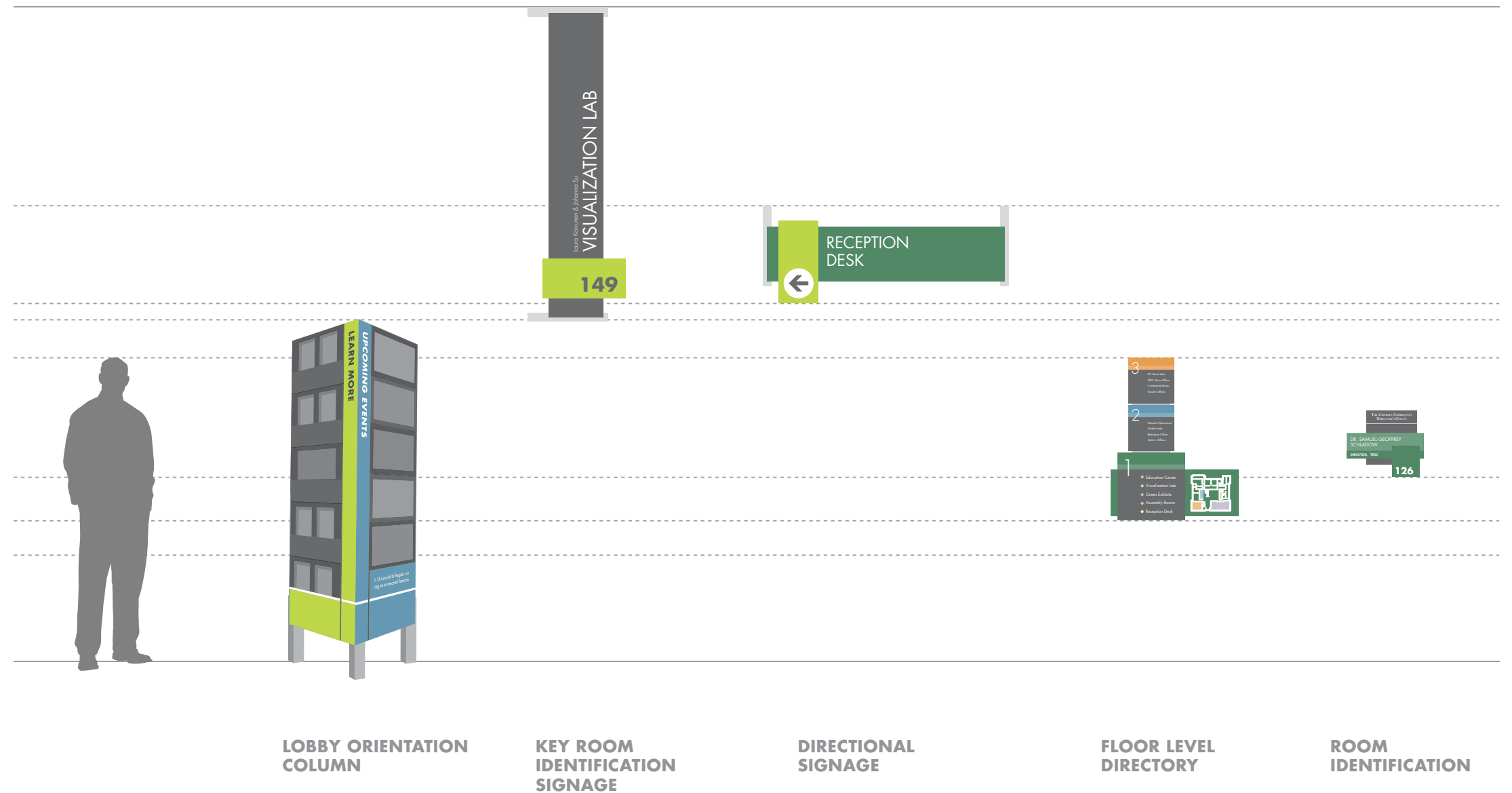
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INDOOR SIGN LEVELS



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INDOOR SIGN LEVELS



GREEN POINTS OF INTEREST SIGN

LEED INFORMATION SIGN

DOCENT APPRECIATION WALL

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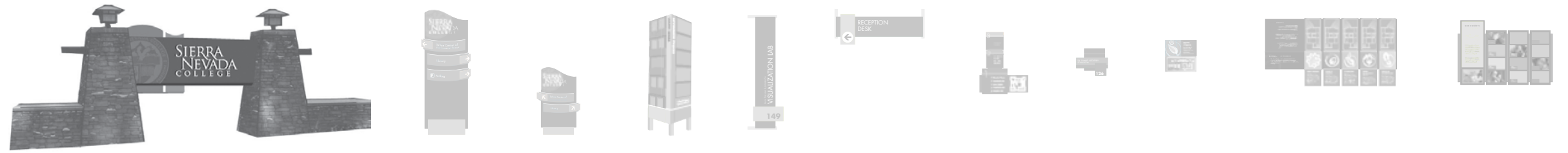
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CAMPUS ENTRANCE SIGN

MATERIALS

- Logo: Painted Acrylic
- Blues: Painted Aluminum
- Base: Sheet Rock
- Pillars: Concrete

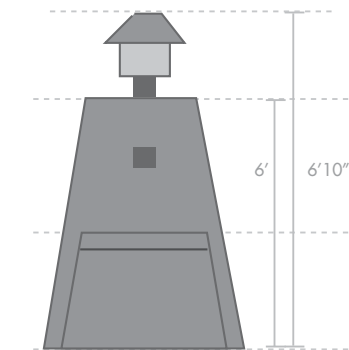
Note that measurements are approximate, based on photograph of current sign.



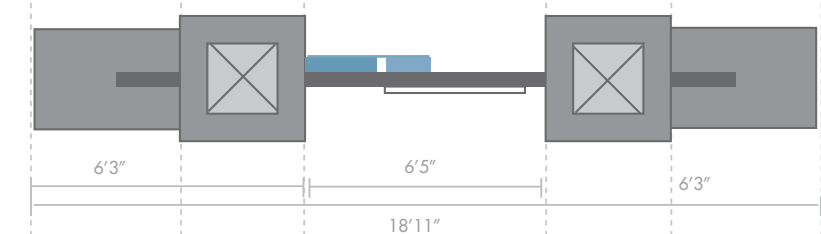
FRONT



SIDE



TOP



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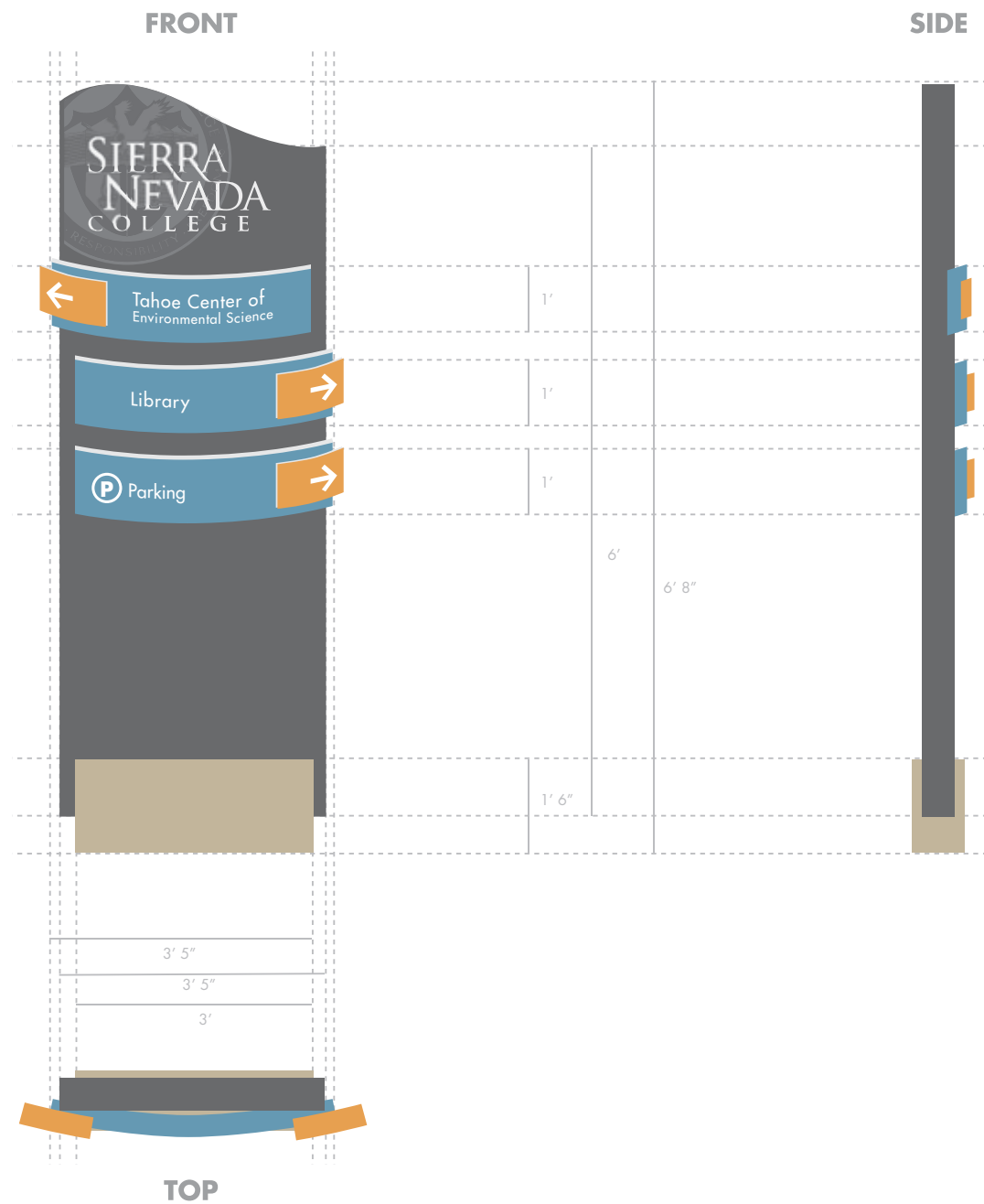
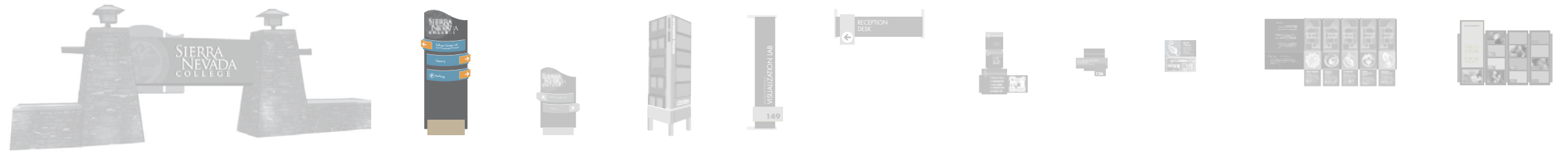
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CAMPUS OUTDOOR DIRECTIONAL SIGNAGE

MATERIALS

- Logo: Painted Acrylic
- Pillar: Painted Aluminum
- Base: Concrete
- Text: Silkscreen



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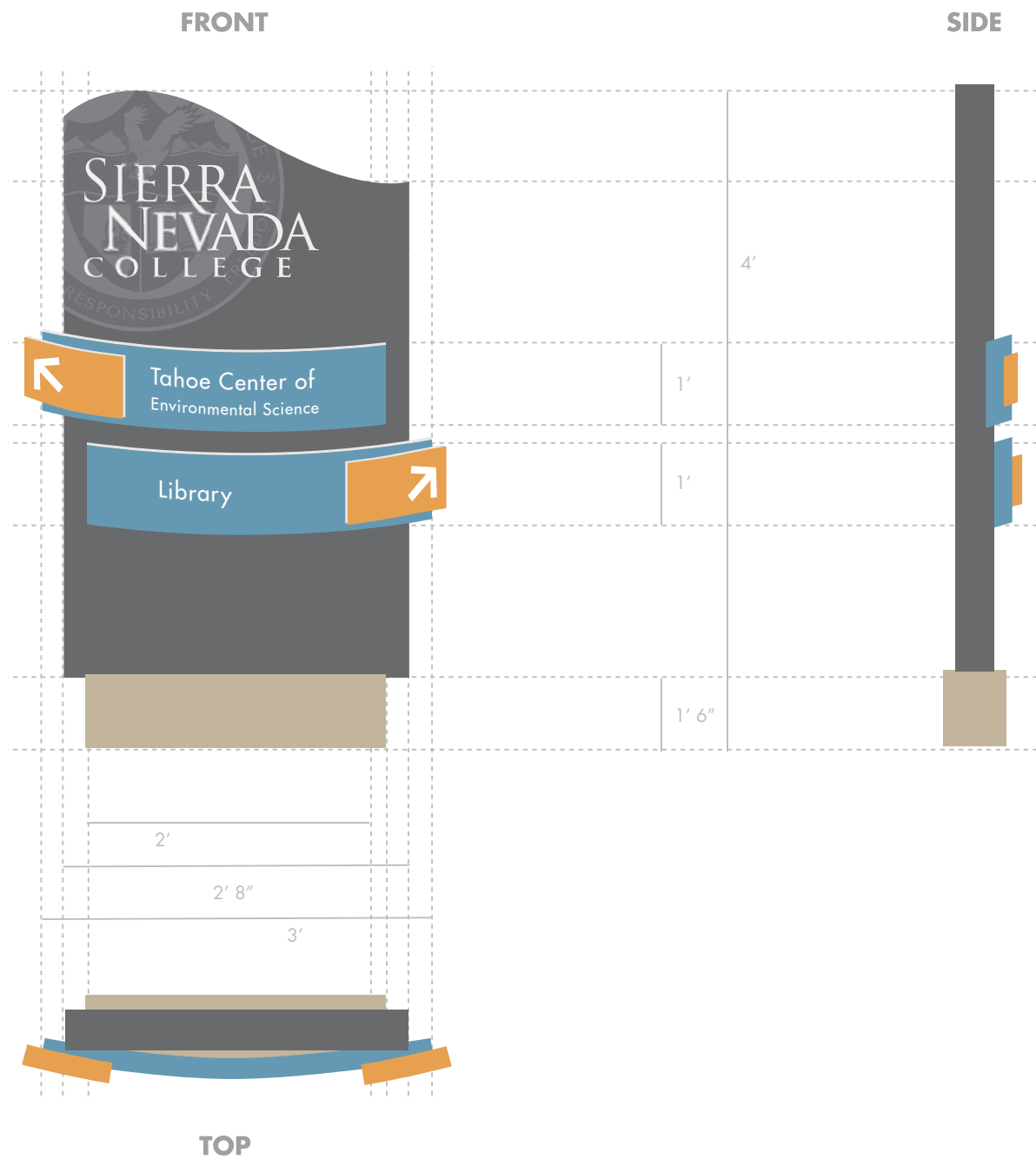
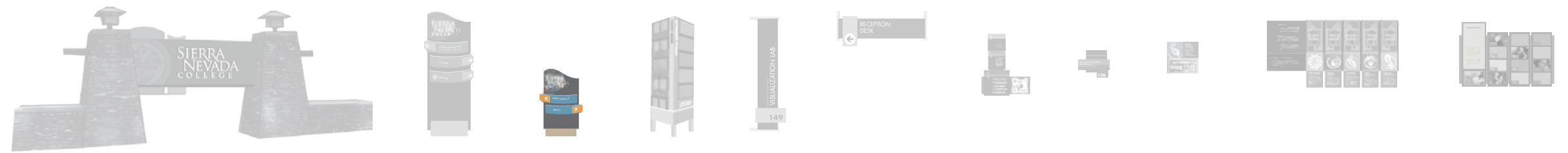
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CAMPUS OUTDOOR DIRECTIONAL SIGNAGE

MATERIALS

- Logo: Painted Acrylic
- Pillar: Painted Aluminum
- Base: Concrete
- Text: Silkscreen



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MAIN LOBBY ORIENTATION COLUMN 1/2

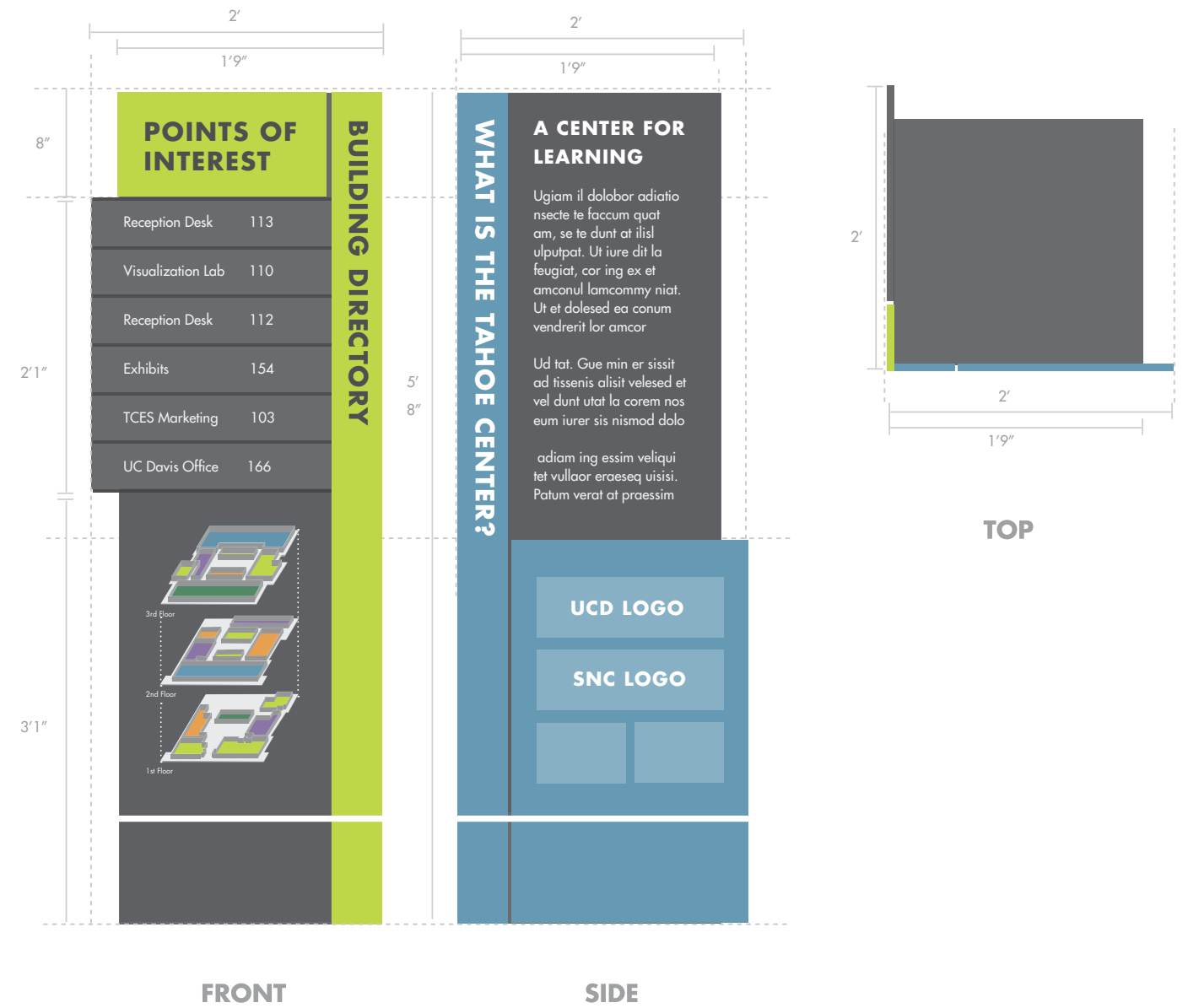
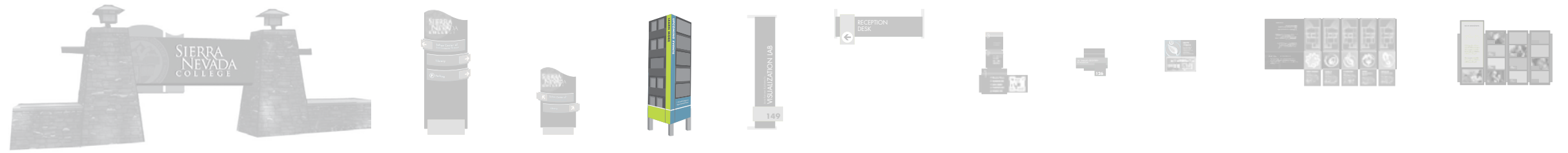
MATERIALS

Feet: Acrylic

Directory: Painted Acrylic

Column: Painted particle board

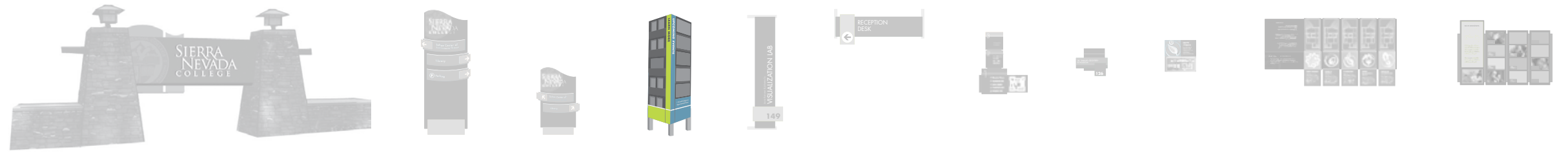
Text: Silkscreen



TOP

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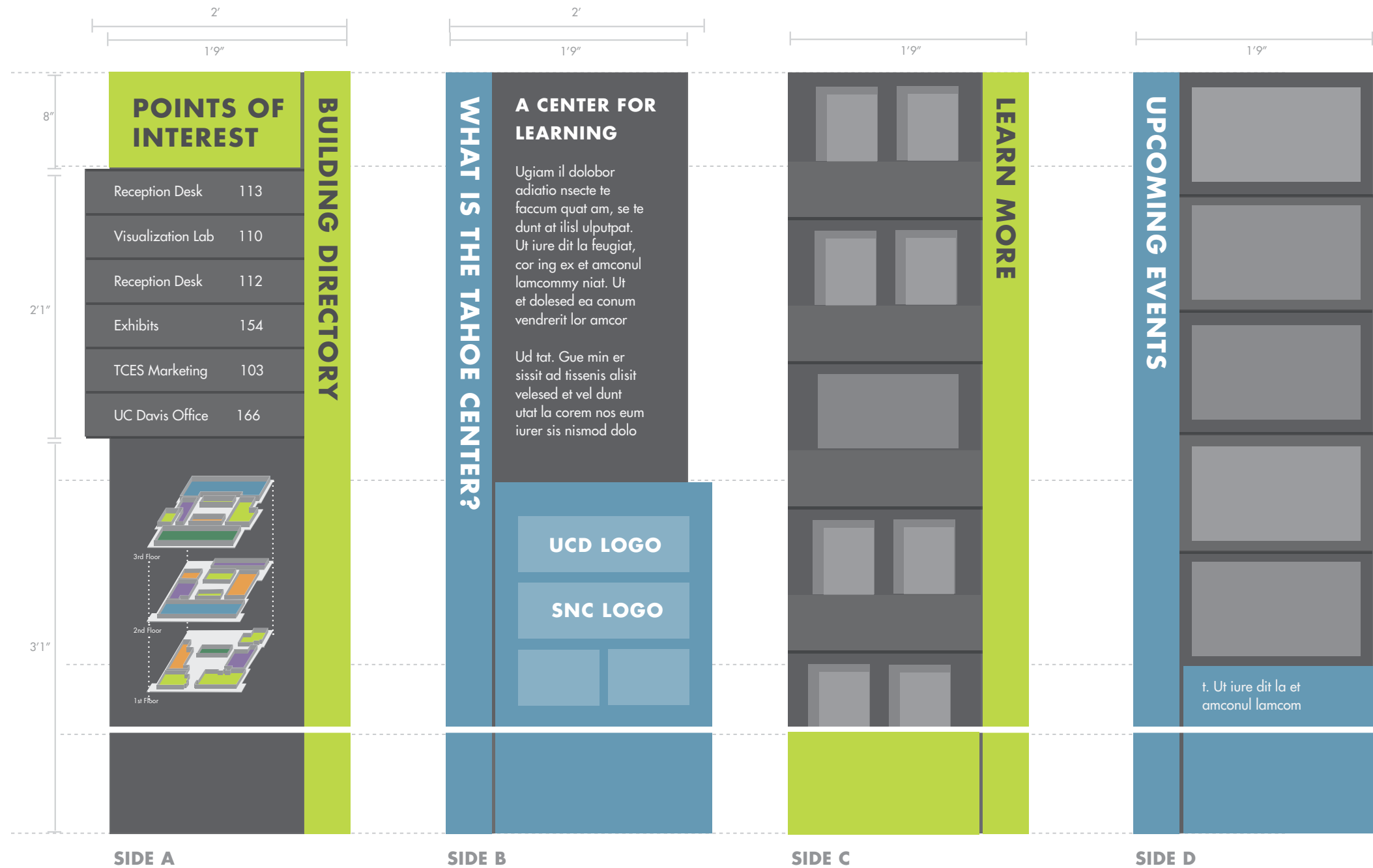
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MAIN LOBBY ORIENTATION COLUMN DETAIL 2/2

MATERIALS

Feet: Acrylic
Directory: Painted Acrylic
Column: Painted particle board
Text: Silkscreen



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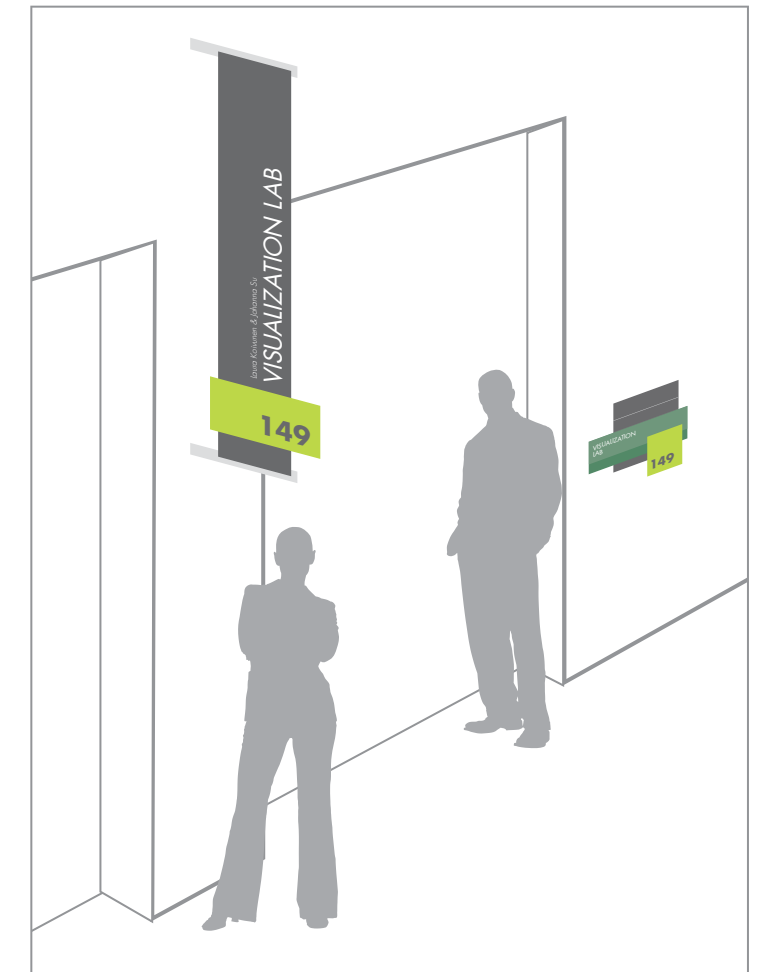
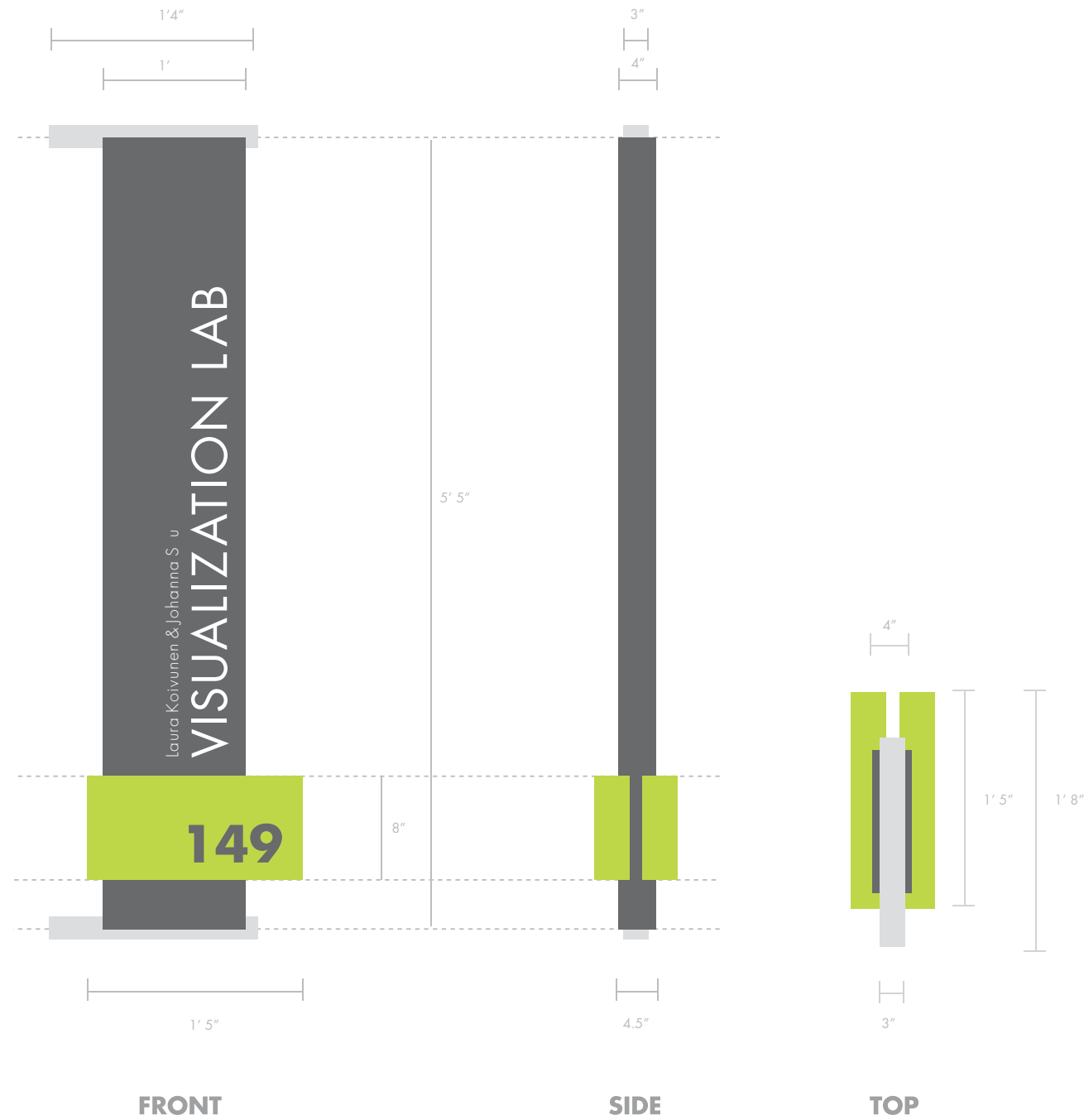
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DIRECTIONAL SIGNAGE

MATERIALS

Attachment: Acrylic
Column: Painted particle board
Text: Silkscreen



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DIRECTIONAL SIGNAGE

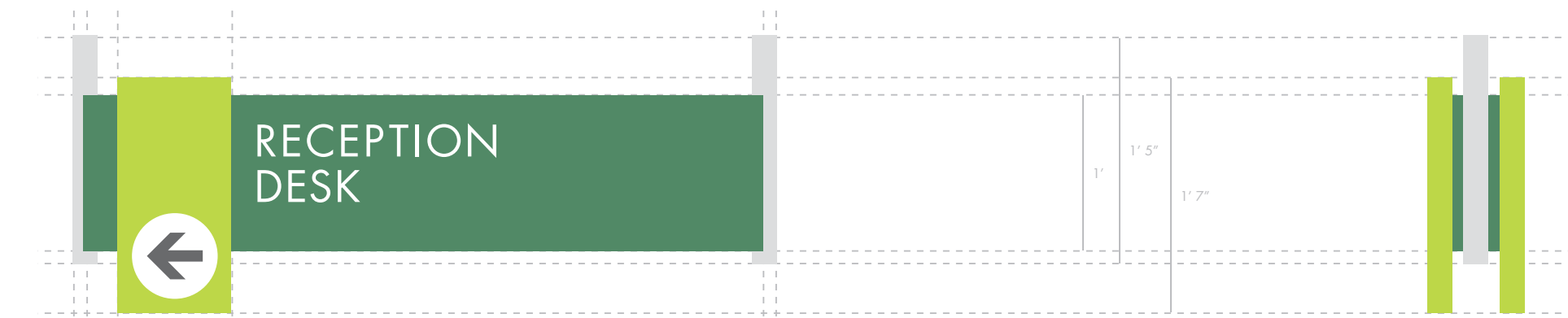
MATERIALS

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Text: Silkscreen

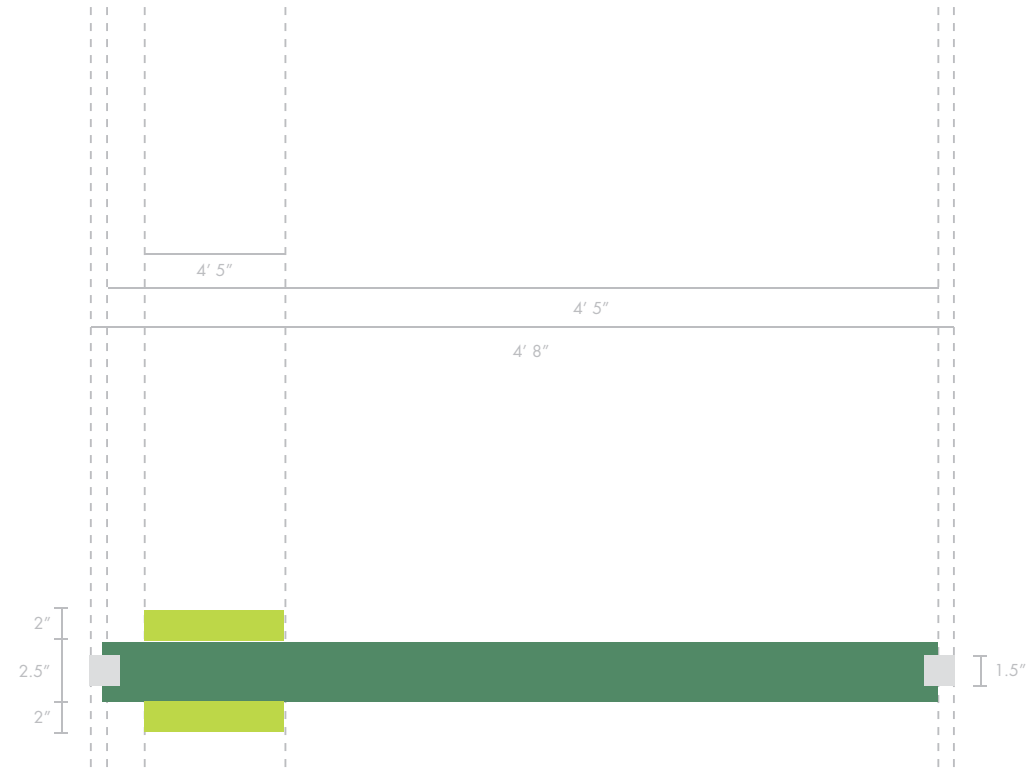


FRONT

SIDE

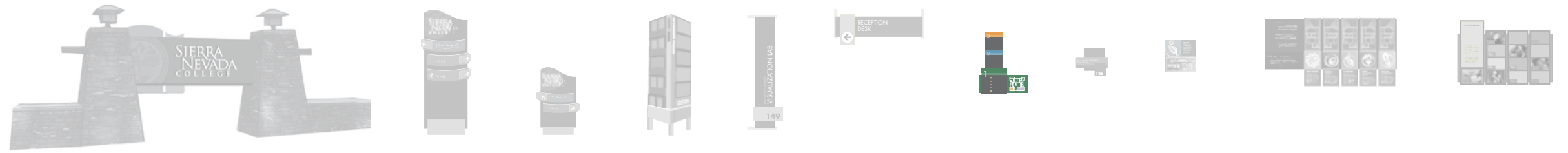


TOP



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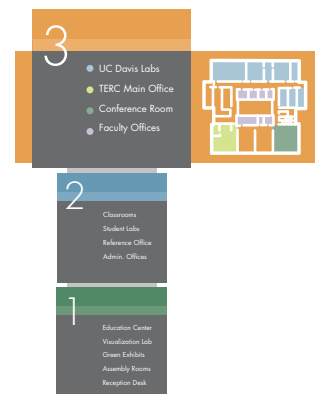
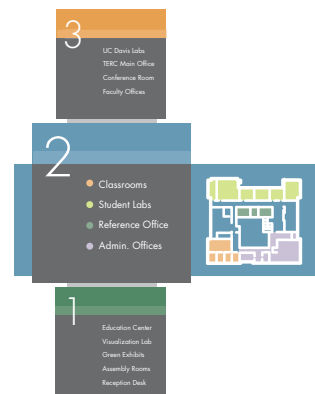
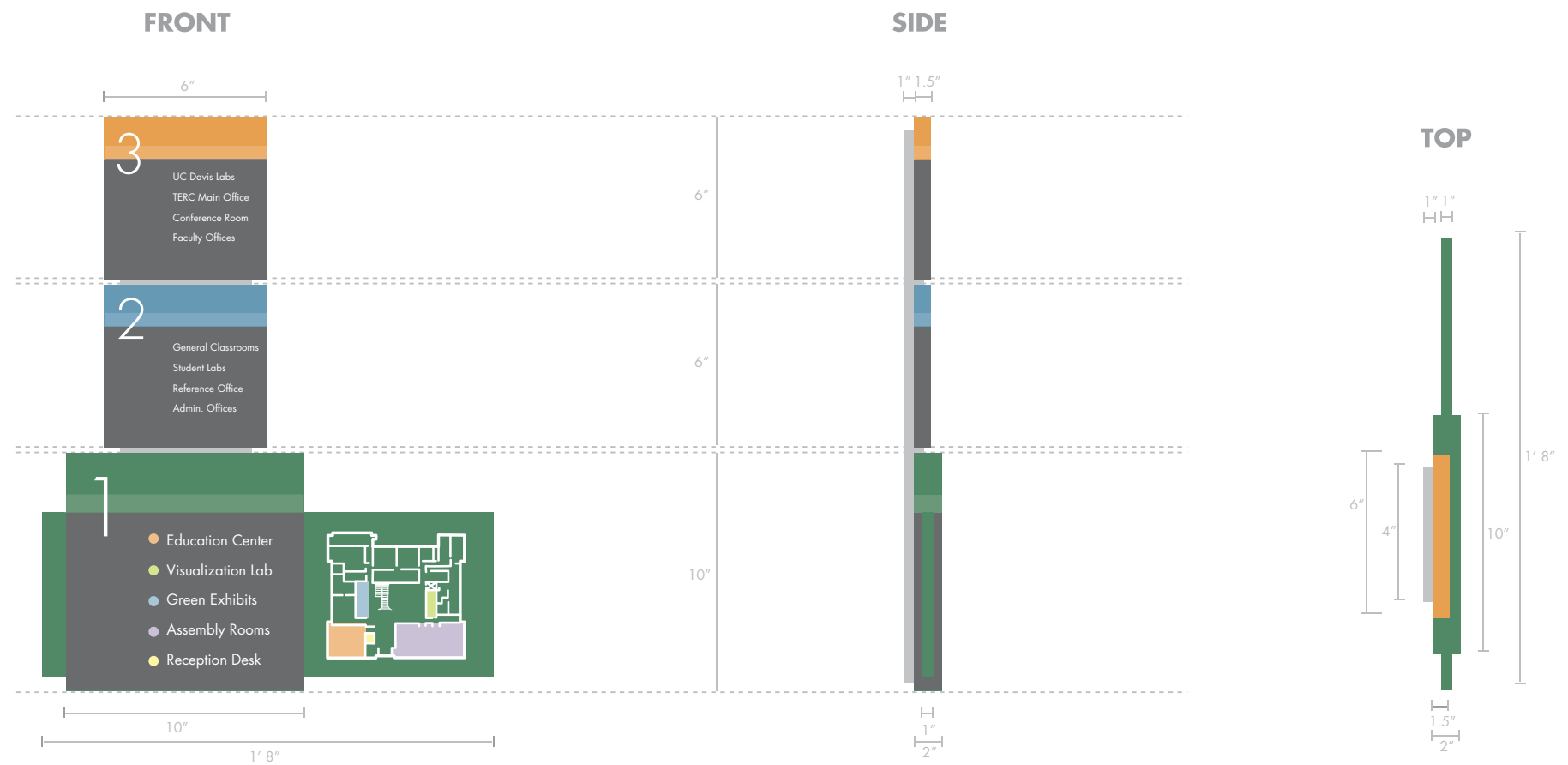
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FLOOR LEVEL DIRECTORY

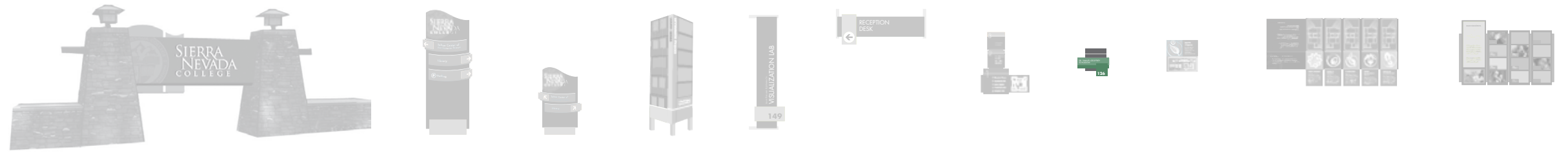
MATERIALS

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Text: Silkscreen



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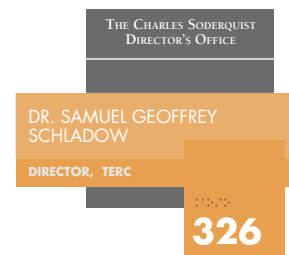
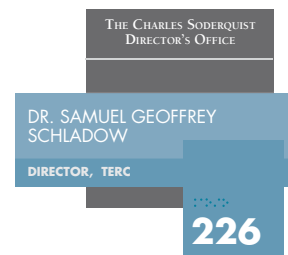
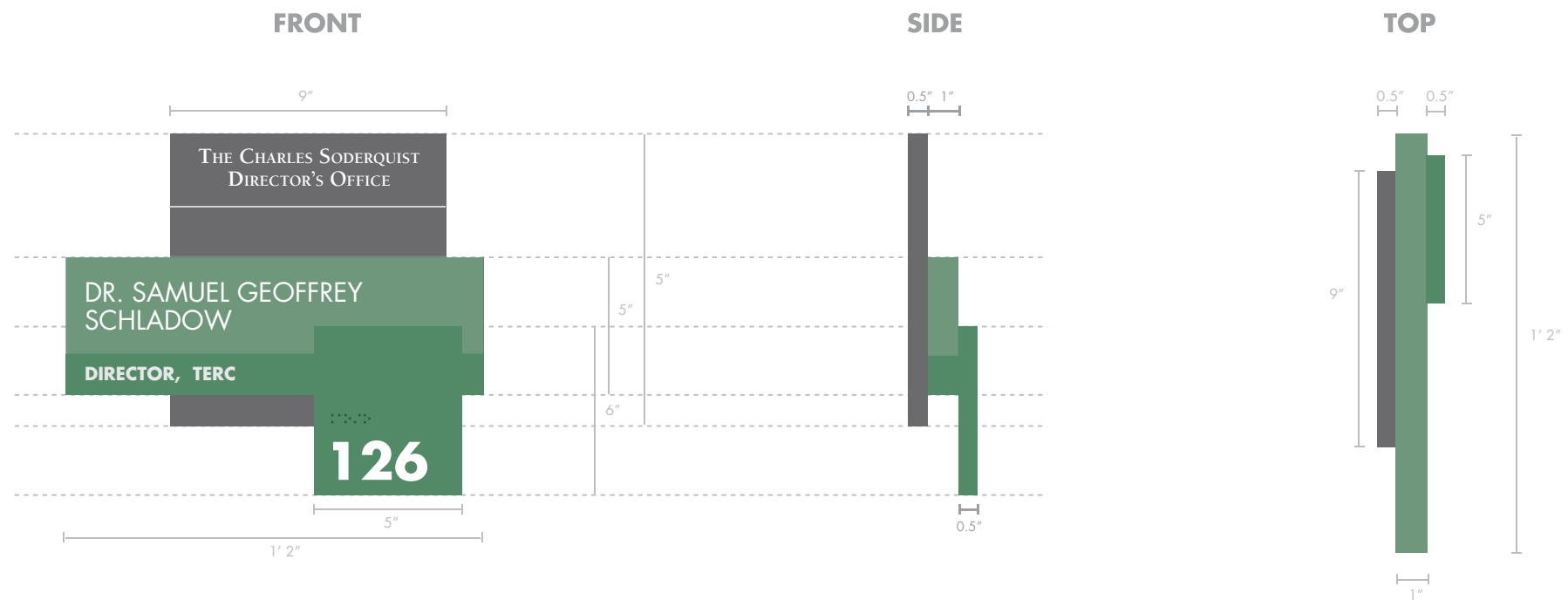
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ROOM IDENTIFICATION

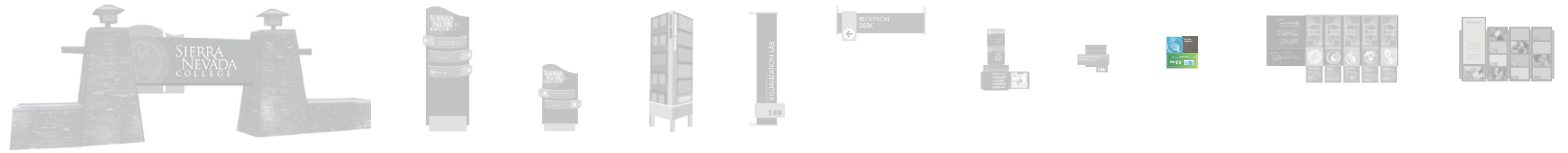
MATERIALS

Base: Painted particle board
Text: Silkscreen



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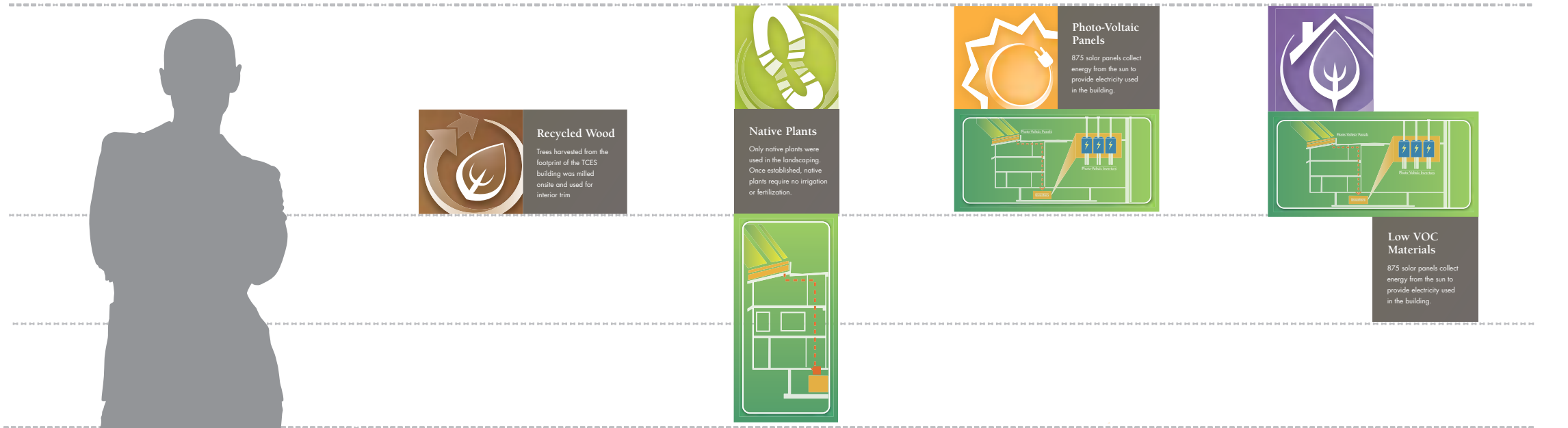
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GREEN POINTS OF INTEREST SIGN VARIATIONS

MATERIALS

Base: Painted particle board
Text: Silkscreen



LOGOTYPES



Energy Efficiency

Indoor Environment Quality

Materials Selection

Sustainable Site Development

Water Savings

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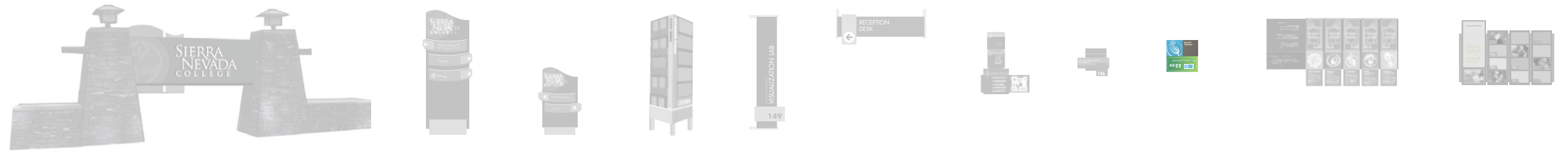
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GREEN POINTS OF INTEREST SIGN

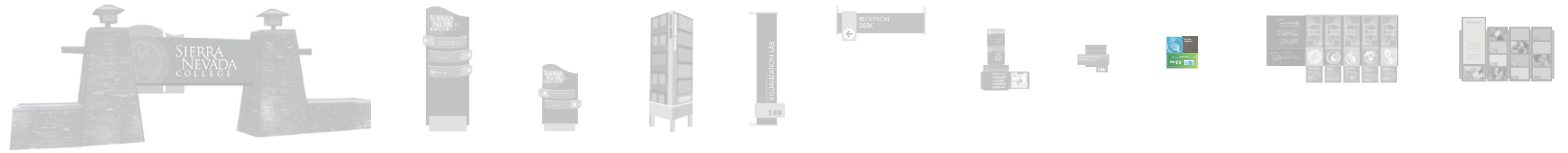
MATERIALS

Base: Painted particle board
Text: Silkscreen



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**GREEN POINTS OF
INTEREST SIGN
FULL-SCALE DETAIL**

MATERIALS

Base: Painted particle board
Text: Silkscreen

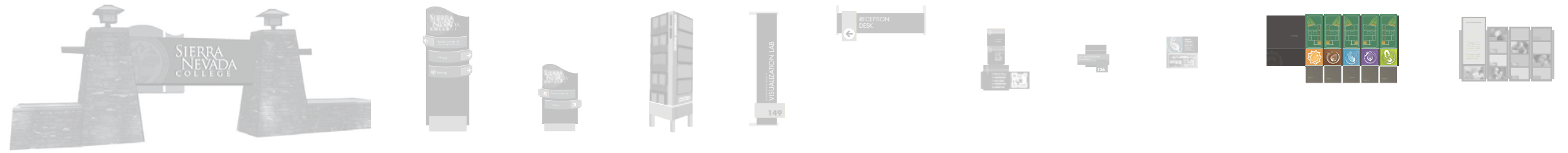


Recycled Graywater

Our oilets get their water
from a capturing system on
the roof that recycles rain-
water and snow-melt

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LEED CERTIFICATION & GREEN POINTS OF INTEREST SIGN

MATERIALS

Columns: Painted particle board
Text: Silkscreen

SIDE

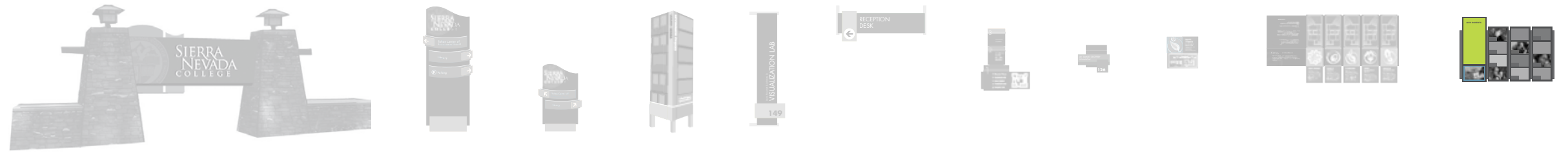
FRONT



TOP

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DOCENT APPRECIATION WALL

MATERIALS

Base: Painted particle board
Text: Silkscreen

