



Signage & Wayfinding System

Environmental Graphic Design

Winter 2007

Designer: Emily K. Baker

Client: Explorit Science Center

Davis, California



Client: Explorit Science Center

Location: 2801 2nd Street, Davis, CA

Purpose: To involve people in science experiences that “touch our lives” through hand-on science exploration and exhibits.

Audience: All ages and demographics including school groups of children ages 3-12, teachers, families with children of all ages, out-of-towners, visiting lecturers/professionals, donors, volunteers, etc.

Size of Site: 6,000 sq. ft.

Existing Signage: Yes, but mostly temporary for changing exhibits.

Identity: Explorit has a recognizable brand within the community. There is an existing logo and typographic palette that should be respected.

General Project Scope: Explorit Science Center opened a new facility in September 2006. The public spaces have a mixture of temporary signage and a comprehensive permanent signage system has yet to be designed and installed. Explorit is now in a position to begin this phase of the renovation and requires a sign system that announces their new location, identifies key areas of the building, recognizes donors and facilitates visitor wayfinding.

Website: www.explorit.org

reference: Design 186 Syllabus Winter 2007

Design 186
Winter 2007

Designer: Emily Baker

Project: Explorit
Science Center

Project
Overview



Project: To create a signage system that facilitates wayfinding within a particular environment. The process followed a professional Environmental Graphics Design studio model through three specific phases:

PHASE 1: Finding Your Way (site analysis, best practice, user profiles, existing messages)

PHASE 2: Vocabulary of Signs (human factors, form, color, typography, symbols, materials)

PHASE 3: Integration into the Environment (scale, placement, fabrication, design intent)

reference: Design 186 Syllabus Winter 2007



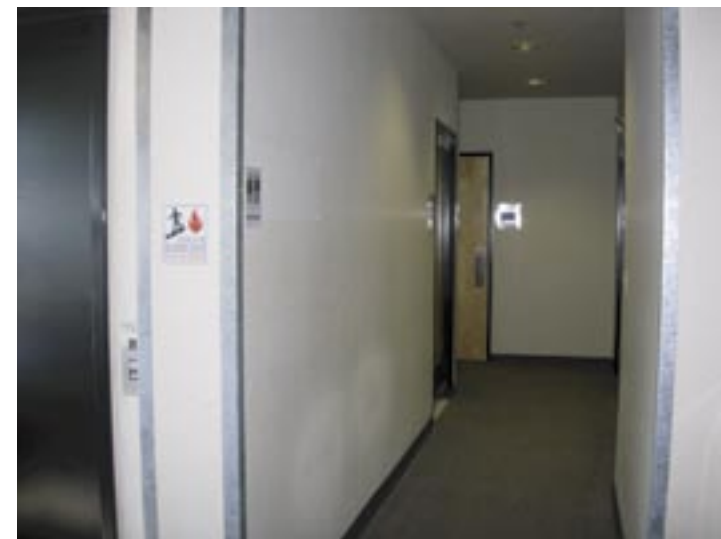
Concept: To create a signage system that meets Explorit's budget needs, is expandable & flexible/interchangable, and is visually cohesive and conveys a clear wayfinding system. Ideally, the signage system I have created can be as inexpensive as color prints on foam-board, or as permanent as 3-D aluminum signs. I have developed a palette of shapes and modules that can be grouped, stacked, overlaid, & combined in an infinite number of ways while maintaining a cohesive design scheme and overall look. The concept is fresh, fun, user-friendly and pops against the interior & exterior spaces in which it will be situated.

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Project
Concept

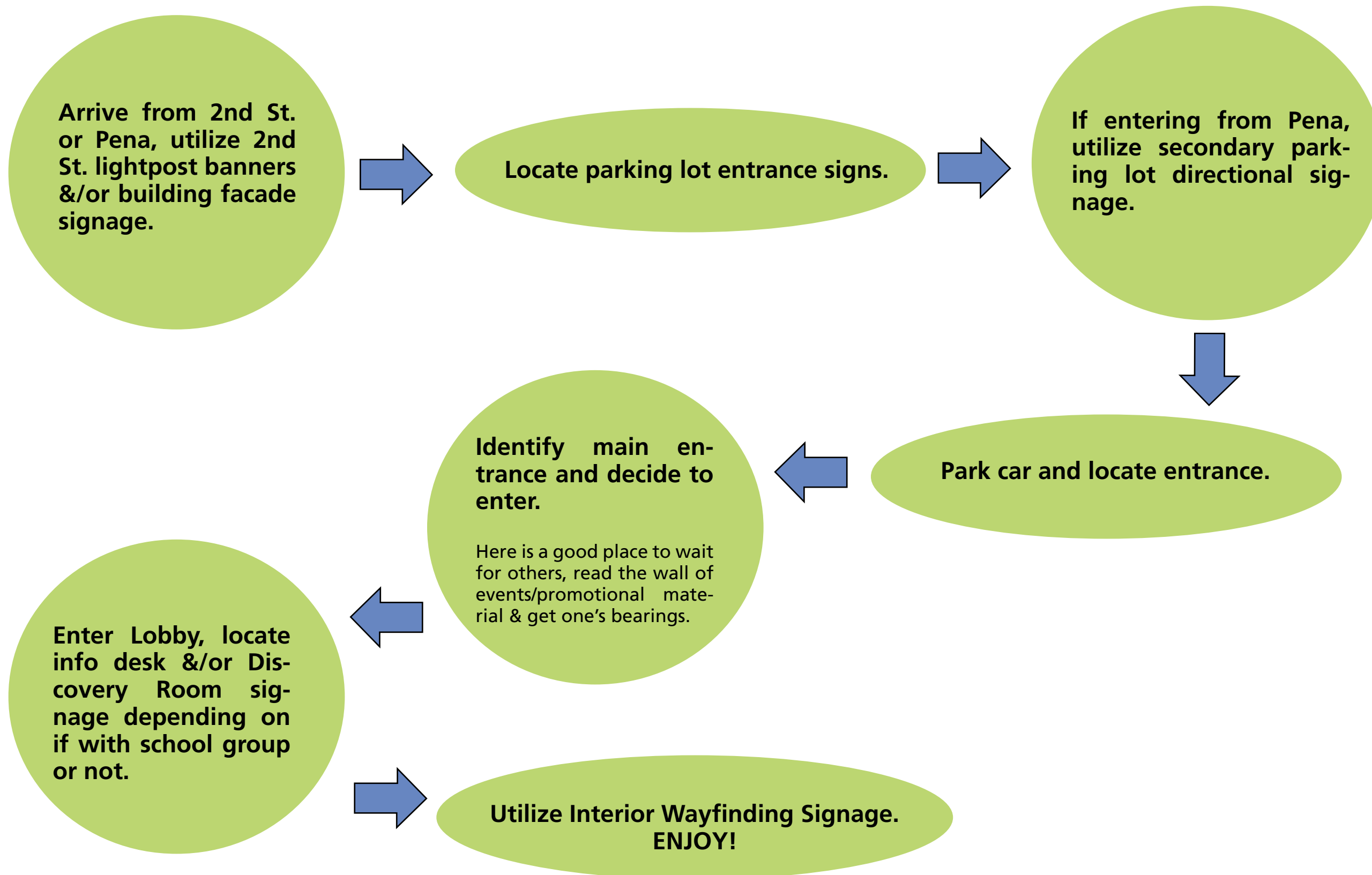


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Existing Sign Audit



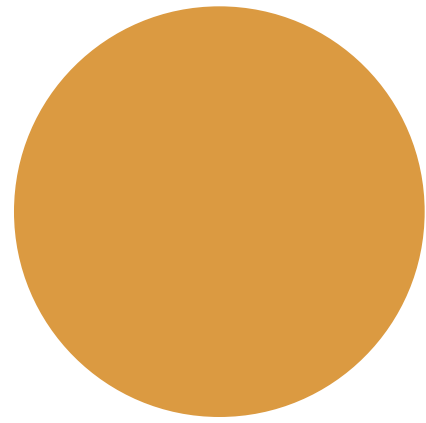
No.	Location	Sign Type	Interior/ Exterior	Quantity	Arrow	Wording
1	Pena Parking Lot Entrance & 2 nd Street Lot Entrance	Directional/ ID Parking/ Entrance Sign	Exterior	2	←	Explorit Science Center Hands-On Museum Parking & Entrance
2	2 nd Street Building Façade	ID Sign	Exterior	1		Explorit Science Center
3	Trash Area Door in Parking Lot	Directional Parking Sign	Exterior	1	→	Explorit Parking
4	Light Posts on 2 nd Street	ID Sign	Exterior	6		Explorit Science Center Hands-On Museum Think It. Try It. Explorit.
5	Front Entrance	ID Sign	Exterior	1		Explorit Science Center
6	Courtyard Pillars	ID/Donor	Exterior	2		Explorit/Donor Names: Jeff, Sam & Gwen Harrison Pillar
7	Donor Wall	ID/Donor	Exterior	???		Title/Thank You/Donor Info/Donor Names
8	Galleries	ID/Donor	Interior	2		Jonson Family Gallery & Gumerlock Family
9	Rooms	ID/Donor	Interior	4		Discovery, Rumsey Communications Fund Wet Lab, Explorer, Exhibit Workshop
10	Alcove	ID/Donor	Interior	1		Frank H. & Eva B. Buck Foundation Alcove
11	Nooks	ID/Donor	Interior	4		Hance Family Closer Look Nook, Book Nook, Computer Lab, Bin-Quiry
12	Welcome Center	ID/Donor	Interior	1		West Yost Associates Welcome Center
13	Lobby	ID/Donor	Interior	1		Davis Waste Management Lobby
14	Restrooms/ Phones	Directional	Interior	4	→	Restrooms/ Phones (symbol)

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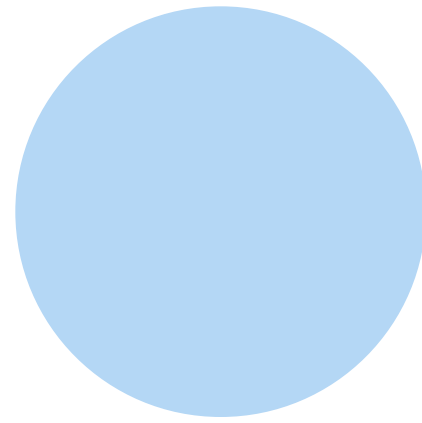
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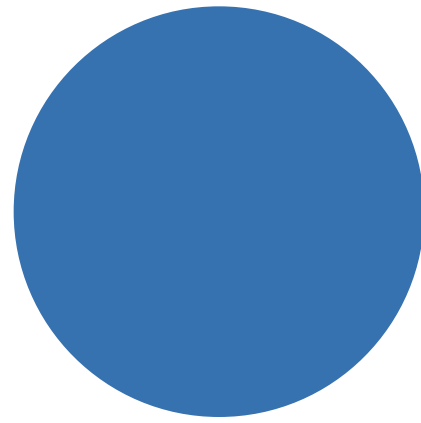
Signage Table



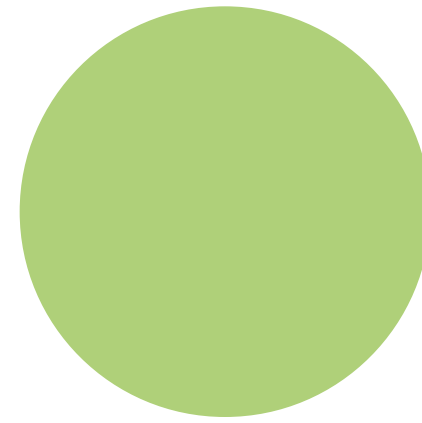
Pantone DS 36-2 C1



Pantone DS 218-6 C



Pantone DS 222-1 C



Pantone DS 290-3 C

ABCDEFGHIJKLMN OPQR

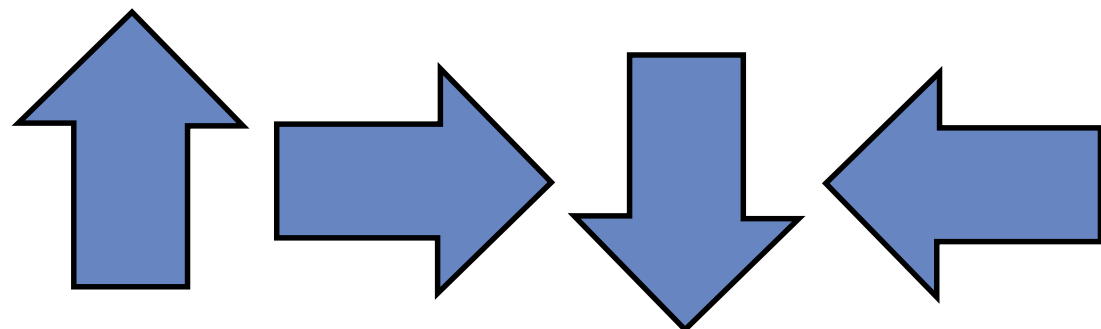
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Frutiger Bold

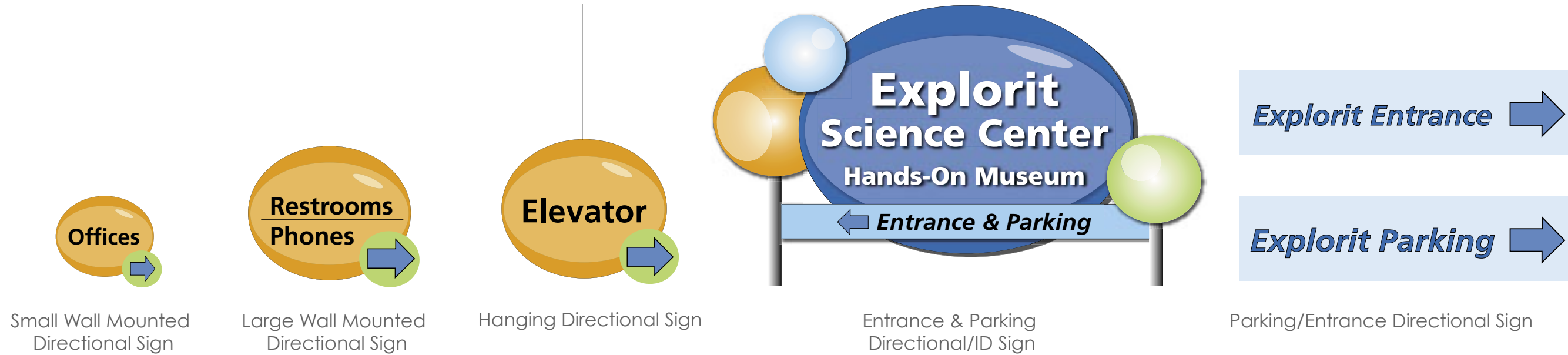
ABCDEFGHIJKLMN OPQ

RSTUVWXYZ0123456789

Frutiger Black



Directional Signage:



Small Wall Mounted Directional Sign

Large Wall Mounted Directional Sign

Hanging Directional Sign

Entrance & Parking Directional/ID Sign

Parking/Entrance Directional Sign

Descriptive Signage:



Hanging Descriptive Sign + Donor Name

Hanging Descriptive Sign

Wall Mounted Room Name Descriptive Sign (Can Attach Donor if Needed)

Hanging Gallery Name Descriptive Sign

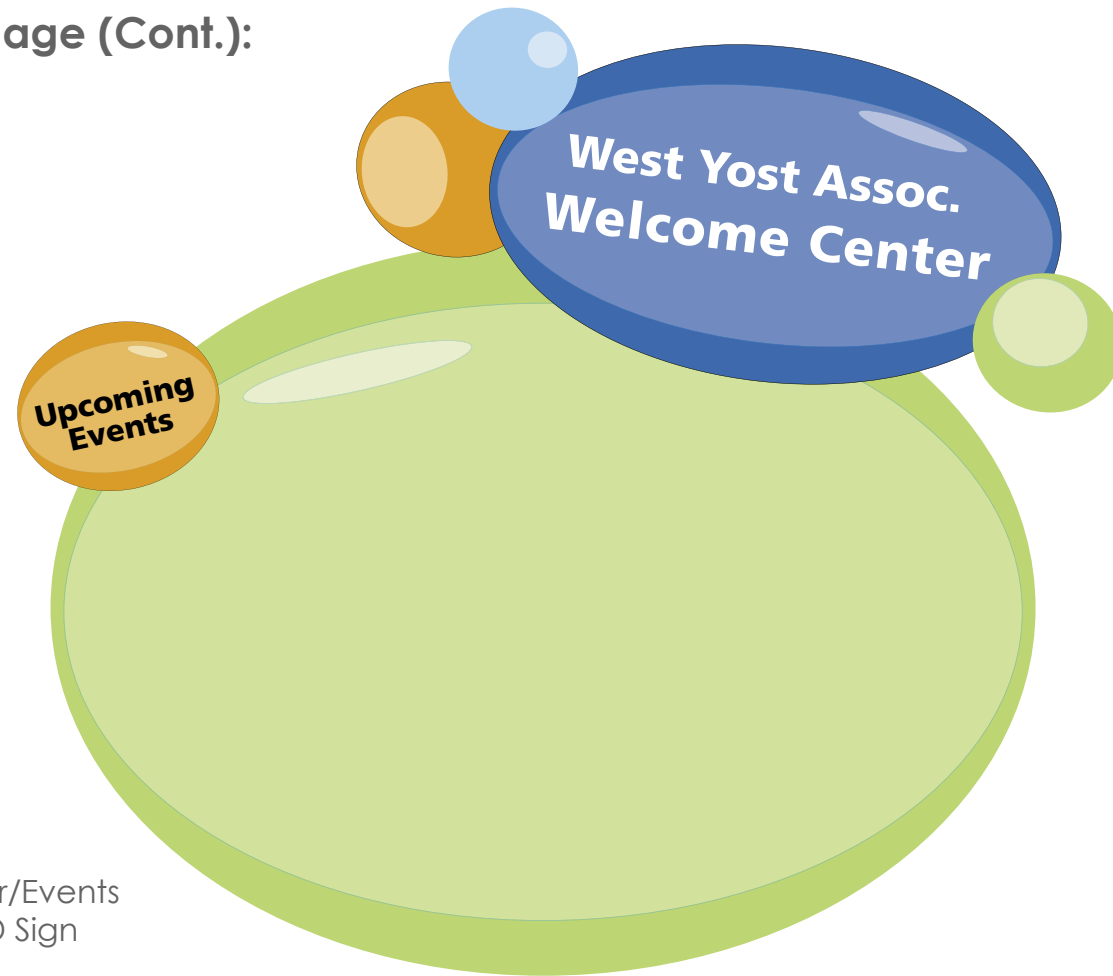
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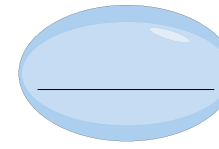
Signage Palette

Descriptive Signage (Cont.):

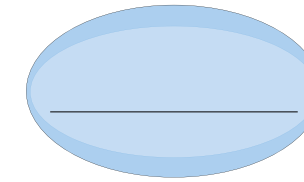


Welcome Center/Events
Directional/ID Sign

Regulatory Signage:



Small Regulatory Sign



Large Regulatory Sign

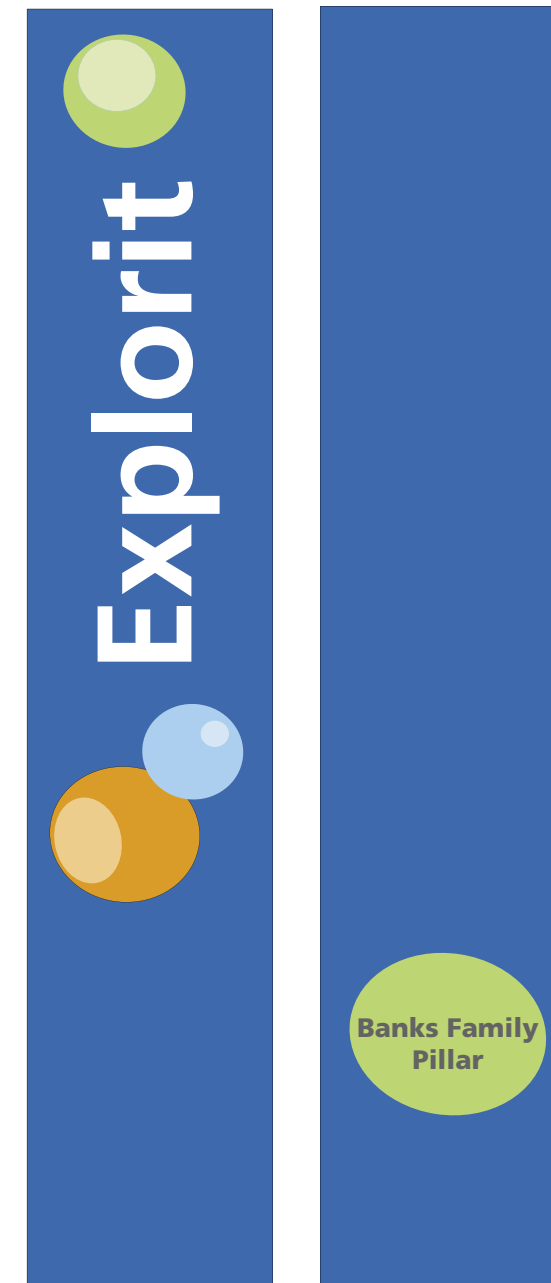
Identification Signage:



Explorit ID Banner Building Sign



Explorit ID Wall/Entrance Mounted Sign



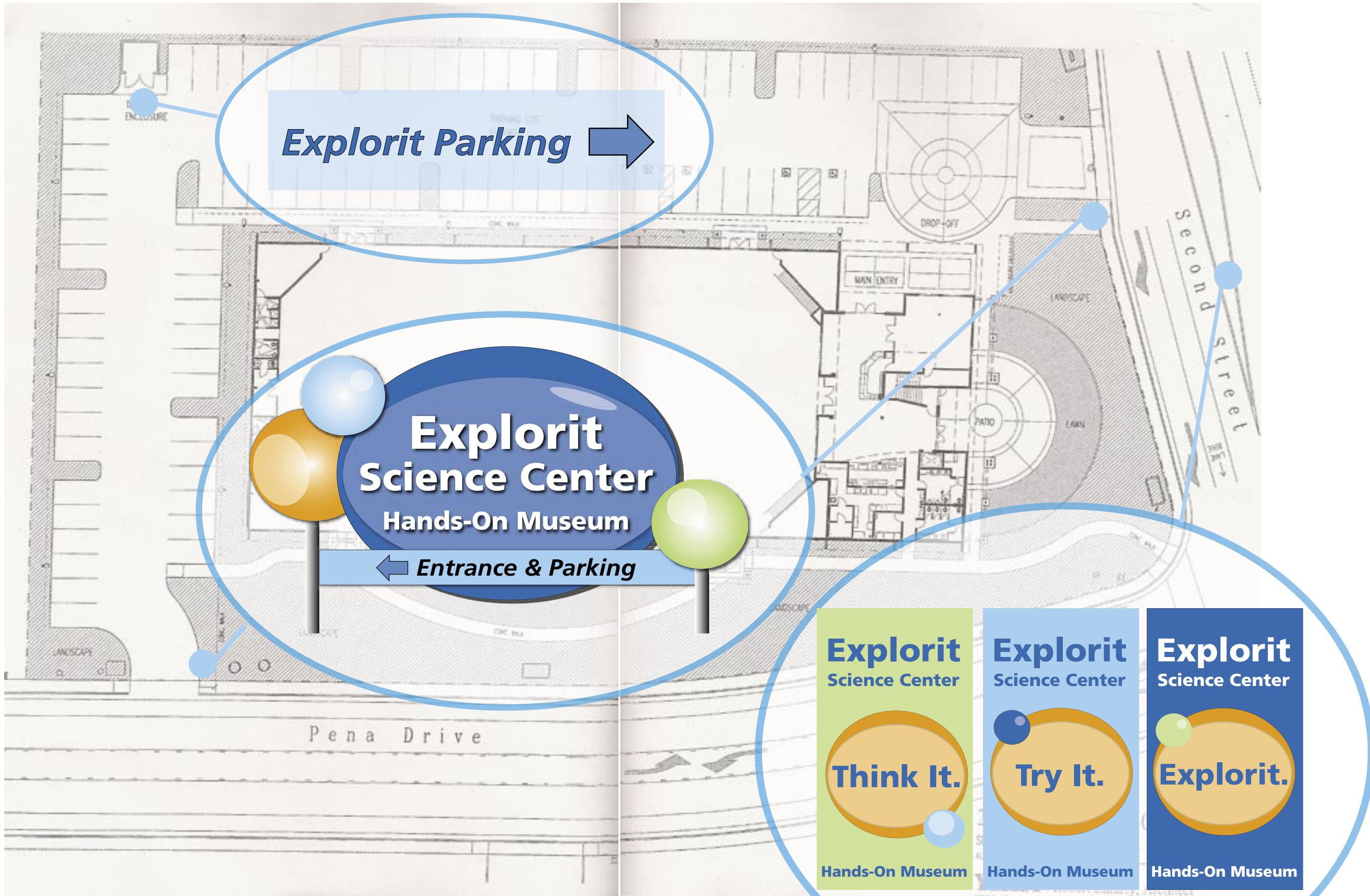
Explorit ID Post-Cover Sign
& Donor Post Cover Sign

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Signage Palette



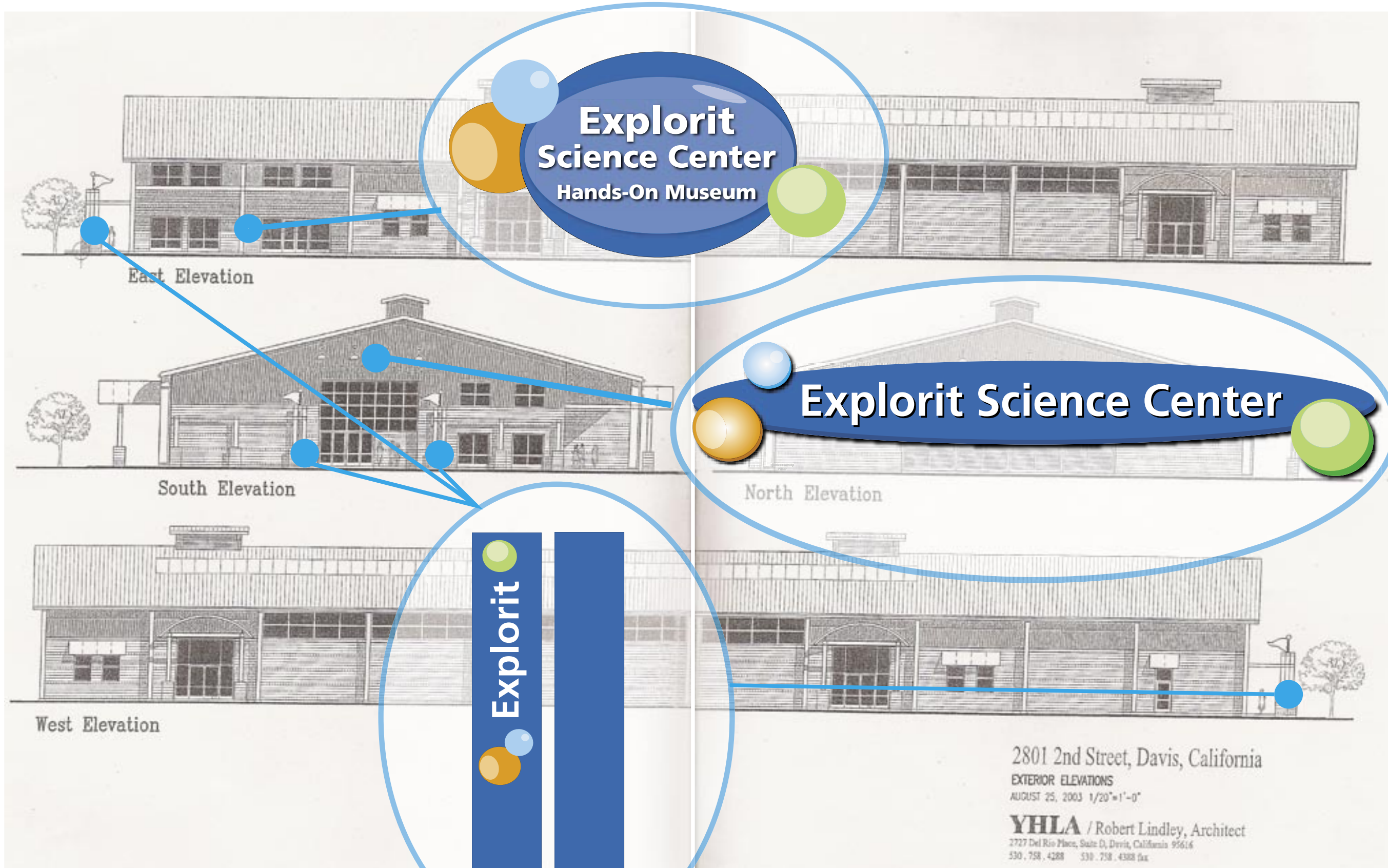
● #1, #3, #4 --- Directional Exterior Signage

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Signage Map



**Explorit
Science Center**
Hands-On Museum

Explorit Science Center

Explorit

● #2, #5, #6 --- ID Exterior Signage

2801 2nd Street, Davis, California

EXTERIOR ELEVATIONS
AUGUST 25, 2003 1/20"=1'-0"

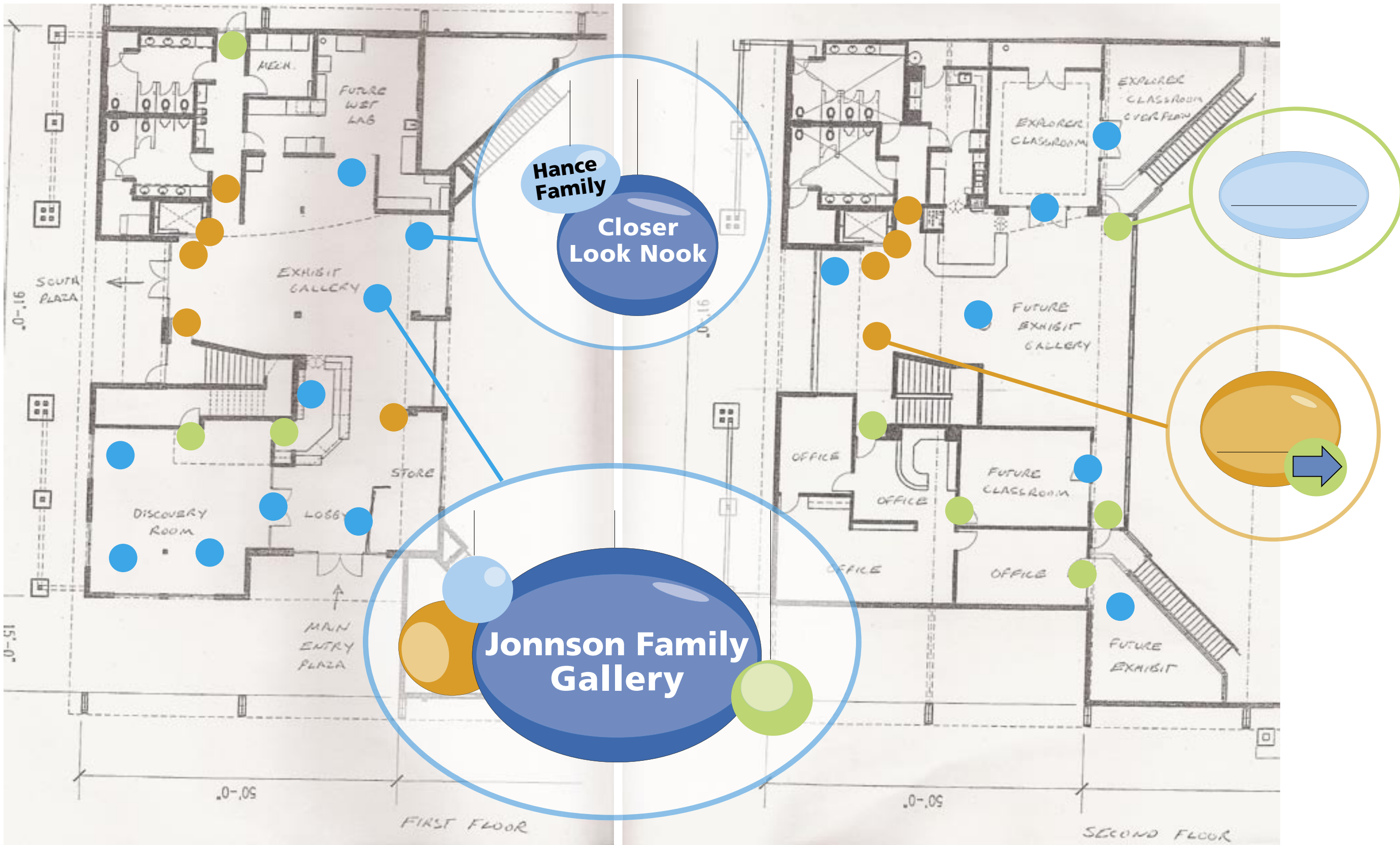
YHLA / Robert Lindley, Architect
2727 Del Rio Place, Suite D, Davis, California 95616
530.758.4288 530.758.4300 fax

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Signage Map

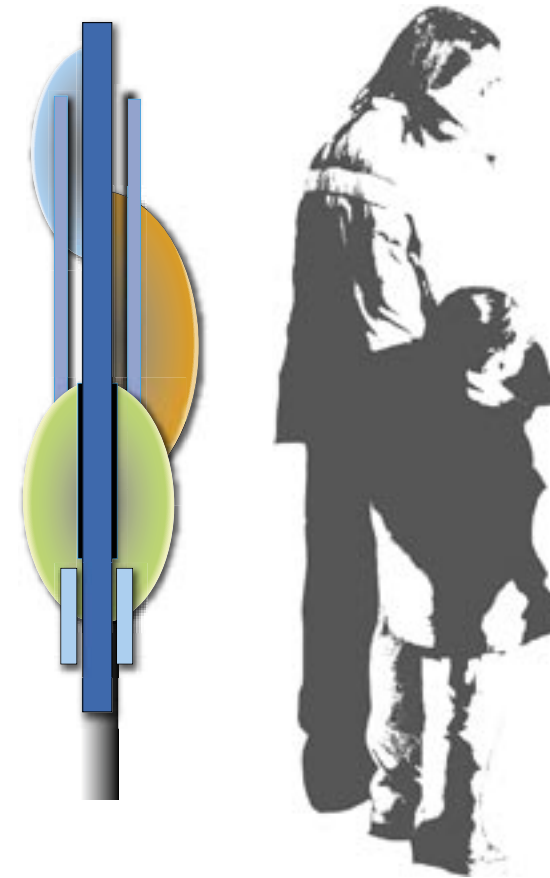


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Signage Map

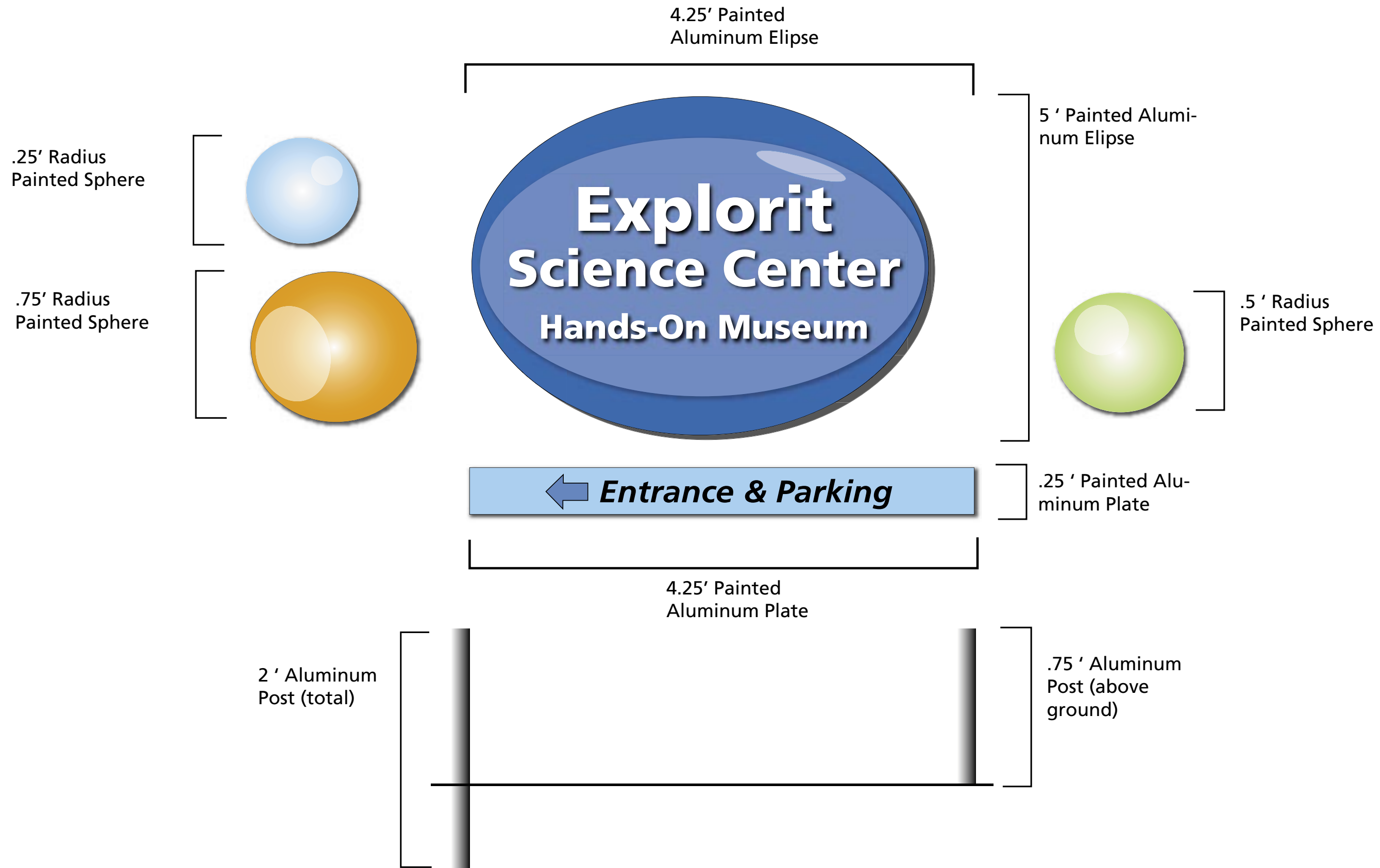


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3D Entrance Sign



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3D Entrance Sign



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Directional Signs



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Entrance Signs



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Exterior ID Signage



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Gallery/Lobby Sign



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Directional Signs



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Model