

# **UC Davis Arts: Signage Proposal**

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Design 156B - Winter 2006

Nicole Fogarty

*Arts@UCD*

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**The University of California, Davis** presents over 100 performances, concerts and exhibitions at eight different venues throughout the university. These include the Mondavi Center for the Performing Arts, Freeborn Hall, Main Theater, MU Gallery, Wyatt Pavilion Theater, Richard L. Nelson Gallery, Carl N. Gorman Museum, and the Design Museum. The arts constitute a major part of life on campus; they attract visitors from all over the region and are a valuable educational resource for faculty, staff and students.

UC Davis Arts would like to develop a more comprehensive and effective architectural signage system for its performing and visual arts venues. Most visitors have little trouble finding the larger Mondavi Performing Arts Center because of its close proximity to the I-80 freeway. However, visitors have greater difficulty finding their way to the smaller arts venues from the many parking lots located on the campus.

**Goals of this project:**

- Help visitors find their way to a particular venue upon arrival to campus
- Raise the profile and promote UC Davis Arts on campus
- Develop a consistent and recognizable identity for "arts" related signage

This package documents the entire design process for an arts signage system on the UC Davis campus. It begins with the documentation of existing signage and leads to brainstorming, typographic and color experimentation, and finally signage implementation (shown here through signage displayed in real environments and building scale models.) The resulting signage system is sleek and modern, yet classic, with a creative twist-- much like the arts themselves. Inspiration sprung from behind the scenes at the arts... from the dark backstage at a theater production to the colors on a painted canvas... all these different elements came together to make the UC Davis campus a better home for its arts.

## Wayfinding Study: Account of Existing Signage

### Description:

-Six slides of a larger  
Power Point presentation:

-This is my portion of a  
group audit of the  
existing signage on the  
UC Davis campus. I  
focused on the arts  
venues in north campus,  
the MU Gallery and  
Freeborn Hall.

### Wayfinding Study and Sign Audit: MU Gallery & Freeborn Hall

#### Getting to UCD by bus?



You might arrive at  
the MU terminal...  
But you won't find  
any signs about UC  
Davis Arts here!



[There is space for posters on the  
buses themselves and in the  
terminal as well]

You'll have to get to the MU on  
your own, and most likely ask  
how to get to the MU Gallery...

The MU Gallery is not super accessible, which may explain why it is  
often empty... The best way to find it is to ask at the Information Desk,  
because the signage directing you there is very minimal...



#### Getting to UCD on your bike?



...No signs for UCD Arts along the  
Russell bike paths, or anywhere around  
campus. You may decide to check in  
with the (often unoccupied) info booth  
outside the MU, or look at the poster area  
they maintain...

Who would want to look at this??

#### How about by Car?



If you're looking for Freeborn Hall or the MU Gallery,  
your best bet is to park in the Visitor Parking Lot off of  
Russell Blvd. Where a daily Permit is \$6. A sign on  
Russell directs you towards Freeborn Hall.

A good place for  
signs would be at the  
parking meters or  
permit dispensers...  
this would give  
visitors information  
right when they  
arrive.



A campus events poster area is blank.

If you're looking for Freeborn Hall from the Russell entrance to Campus, it is pretty  
intuitive to walk straight towards it at the MU, even though there aren't any signs there.



The Ticket Office isn't hard to  
find, but their signs are often  
faded so much you can barely  
read them!



## Decision Tree and Key Messages

### Description:

-Decision-making points are mapped out in the order they would be experienced by visitors in cars, on bikes, or by foot

-These decision points represent the critical need for signage of different types in different locations



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## Signage Locations Map

### Description:

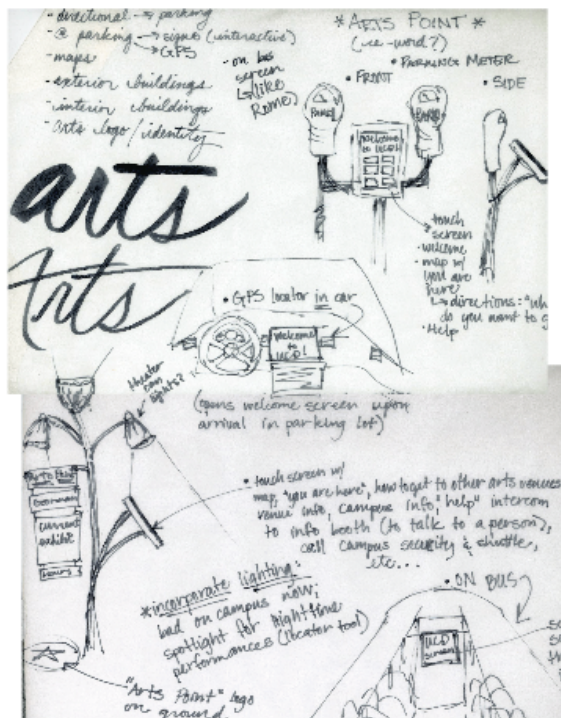
-This campus map identifies arts venues on campus and details various locations of specific sign types



## Preliminary Sketches

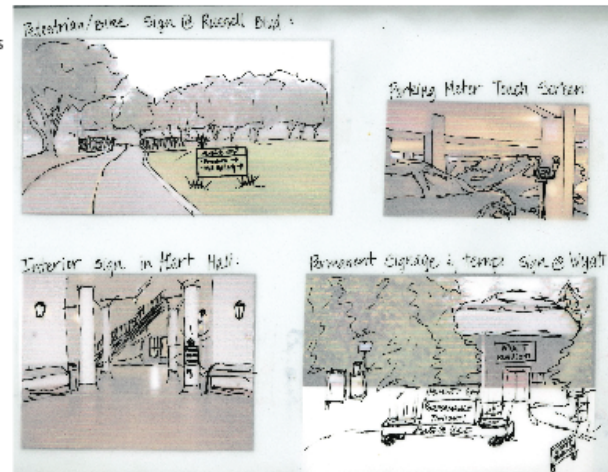
Preliminary sketches for:

- Interactive GPS and parking meter touch screen signs
- Arts logo type
- Lamp post sign
- Bus informational screens



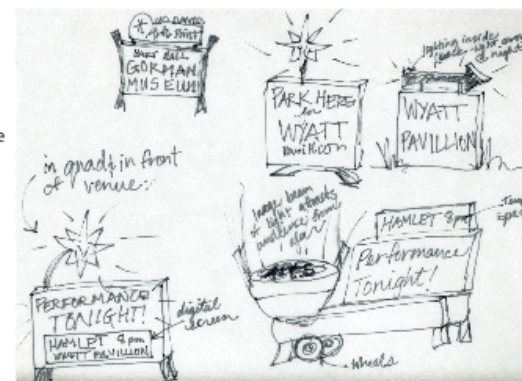
Preliminary sketches for:

- Signs in various situations on campus



Preliminary sketches for:

- Building identification signs
- Arts point indicator
- Temporary/removable signage for "Performance Tonight"



## Description:

- Early sketches for signage types and sign family styles
- First look into placing signs in the campus environment.



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Font Exploration: type here TYPE HERE  
type here TYPE HERE  
type here TYPE HERE  
type here TYPE HERE\*\*  
type here TYPE HERE

Granjon LT Std  
ITC New baskerville  
Minion Pro  
Century Old Style Std  
Times New Roman MT Std

Final Font Selection:  
Century Old Style Std

Font Choice and  
Logo Development

**Description:**

When selecting a font-family, I wanted to use a classic, serif font that would add to the clean feel of my signs. I also wanted a font that would kern well and be legible at many sizes.

I wanted to create an umbrella logo for the UC Davis Arts that could be applied to any sign, publication, or poster associated with any venue or event on campus.

By starting with Zapfino, an artistic yet hard-to-read font, I found the artistic feeling I was looking for. Modifying the font increased its legibility and integrated it more with the primary font applied to "UCD."

Original Font for Logo: Zapfino

*Zapfino: "Arts"*

Primary Modified Font: Zapfino

*Arts*

Final Modified Font: Zapfino

*Arts*

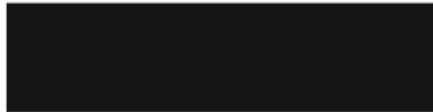
Final Arts Logo: Zapfino (modified) & Century Old Style Std

*Arts @* UCD

*Arts @* UCD



main background color: flat black



3-D lettering: anodized aluminum



screen printed lettering: grey



accent colors:



Primary Font: Century Old Style Std Regular

a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

Secondary Font: Century Old Style Std Bold

a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z



*Arts @UCD*

*Arts @UCD*

*Arts @UCD*

*Arts @UCD*

Description:

I wanted a color scheme and font family that would be classic, clean, and fun. The colors remind me of the arts themselves:

- Black recalls the dark paint and clothing "behind the scenes" at theater, dance, and vocal productions
- Aluminum has a sleek look, and will last until the next update of campus signage
- Bright, warm, "sunset" colors really pop against the black background
- The dimensional arrows and colored strips have an individuality and character just as the arts do. The shapes refer to the fine art side of the UC Davis arts.

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## Signage Family

Scale: 1/2" = 1'

See following pages for  
descriptions and  
material specifications



Light bulbs shine directly up, towards a reflective panel. This panel then reflects the light down towards the ground, and can be directed where it will be most useful.



Promotional Lamp Posts

Promotional/directional banners lead a moving pedestrian towards a destination, and engages their interest by spreading the information out over the course of multiple signs.

Signs are printed in the opposite order on the opposite side so that an approaching pedestrian would be led towards the same location from any direction.



Promotional/Directional signs- Set of 3

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## Signage Family: Promotional and Directional

Scale: 1/2" = 1'

### Material Specifications:

- Brushed aluminum used for support poles and decorative bars
- Silk screened vinyl for all elements of promotional lamp post banners
- Promotional/directional banners are solid aluminum panels, 1.5" thick, painted black with a matte finish.
- Aluminum details, arrows, and color supports, are painted a matte finish
- Lettering is screen printed on black panels in grey or the warm color scheme

### Description:

- Promotional and directional banners bring attention to the arts on campus
- Lamp posts provide more lighting throughout campus, making signs easier to read and campus more safe



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Text on the Parking and Directional- Pedestrian signs is screen printed onto painted aluminum panels.

The arrows are dimensional, as is the color strip that supports the "Wyatt Pavilion" text.

The blue cube is painted aluminum. The "P" is white acrylic mounted on the back of each side of the cube and the whole unit is lit from the interior.

Campus Maps promote interactivity by including a speaker system that connects visitors to one of the campus help desks. Visitors then benefit from help provided by a real person, and from the convenience of having assistance at the tips of their fingertips.

The roof structure protects visitors from the elements and provides a reflective surface for more upward directed lights. The lights increase readability of the map, draw attention to the map, and make it a safer place to be at night.

The text "Campus Map" on the side panel is cut out, filled with acrylic panels, and lit from the interior to draw attention to the sign at night.

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Signage Family:  
Vehicular and  
Pedestrian

Scale: 3/4" = 1'

#### Material Specifications:

##### Structure:

- Brushed aluminum support poles and decorative bars
- Solid aluminum panels, 1.5" thick, painted black with a matte finish
- Painted aluminum details, arrows, and color supports, matte finish
- Lettering is screen printed on black panels in grey or the warm color scheme

Parking Sign



Directional Sign



Campus Map



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## Signage Family: Building Specific, Wall-Mounted

Scale: 3/4" = 1'

### Material Specifications & Structure:

- All signs wall-mounted
- Solid aluminum panels, 1.5" thick, are painted black with a matte finish
- Aluminum details, arrows, and color supports are painted a matte finish
- Anodized aluminum title lettering is float-mounted 1/2" out from black panels
- Informational lettering is screen printed on black panels in grey

Building identification sign is a wall-mounted informational sign that has float-mounted titles and screen-printed hours.

Color strips are dimensional and support the float-mounted titles. They wrap around to the side of the black panel.



Building  
Identification

Interior directional sign is wall-mounted with aluminum accent bars.

Colored arrows are dimensional and wrap around the side of the panel.

Text is grey paint, screen printed directly on the black aluminum panel.



Interior-  
Directional

Interior informational sign provides space for names and room numbers that can easily be switched out and re-screen printed.

The title block is dimensional lettering float-mounted and visually supported by the dimensional color strip.



Interior-  
Informational



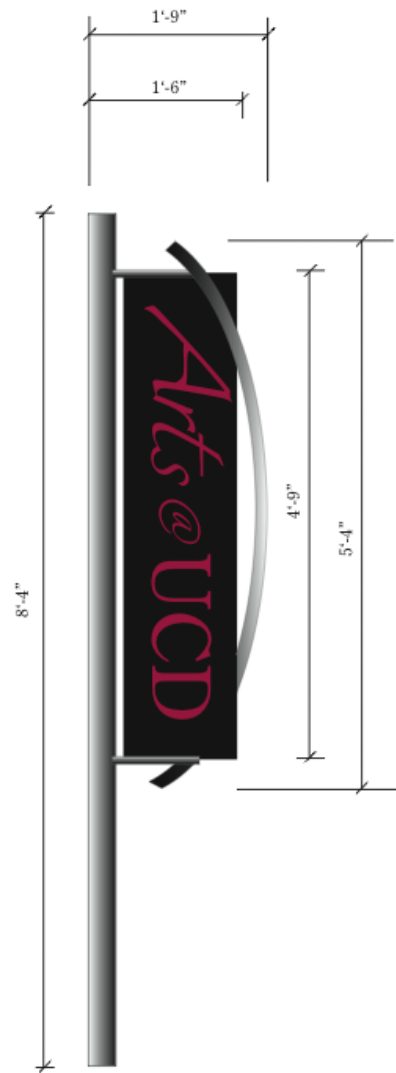
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Specific  
Dimensions for  
a Single Sign Type:  
**Promotional/  
Directional Banner**  
(1 sign of 3)

Scale:  $7/8" = 1'$

**Material Specifications:**

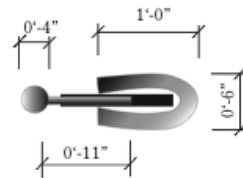
- Brushed aluminum used for support pole and decorative bar
- Banner is a solid aluminum panel, painted black with a matte finish.
- Aluminum details, arrows, and color supports, are painted a matte finish
- Lettering is screen printed on black panels in grey or the warm color scheme



Front View



Side View



Top View

Scale:  $1/2" = 1'$



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## Temporary and Interactive Signage

Scale: 3/4" = 1'

-Temporary Promotional Sign may be rolled outside on the evenings of performances to announce them to the public. The light beam will shine up into the night sky, and hopefully attract more audience members. The beam of light will also help drivers find the location of the arts venue.

-Parking Meters allow visitors to access campus information through touch-screen technology and easily pay for parking with cash, ATM, or Credit Card

Parking Meters

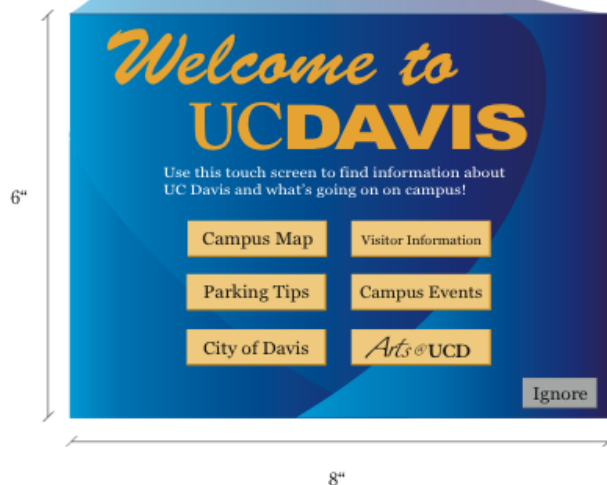


Temporary  
Promotional  
Sign/Light

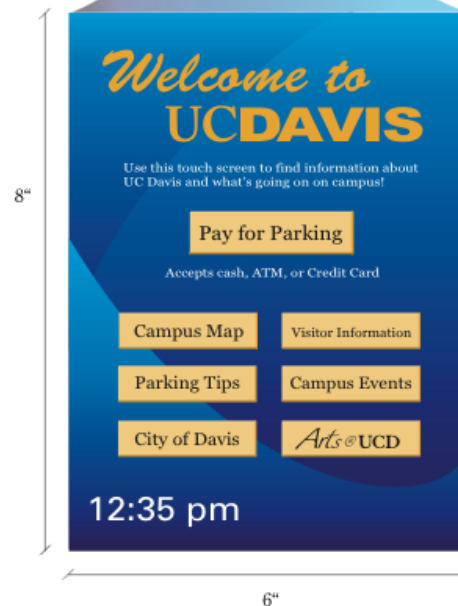




GPS touch screen:



Parking meter touch screen:



## Interactive Signage- Screen Details

### Description:

-Touch screen technology implemented in UC Davis parking lots

-GPS touch screen pops up when any GPS-compatible vehicle enters a UC Davis parking lot, and allows the visitor to choose from a number of options that link them to various information resources on campus. There is also an "ignore" to allow room for choice in the technology-user interface.

-Parking meter touch screen incorporates all the information resources of the GPS screen with a clock and an option to pay for parking with cash, ATM, or Credit Card.

Promotional Lamp Post Banners



Promotional/Directional Banners



Parking Lot Identification



Directional Sign



Building Specific: Hart Hall Hours



Building Specific: Hart Hall Interior Directional



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Final Signs  
in Situation

#### Description:

-Digital files of signs are placed in actual environments, to scale.

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### Scale Model of Promotional/ Directional Signs

scale:  $7/8" = 1'$

#### Description:

-Scale model of  
promotional/directional  
signs at  $7/8" = 1'$  scale.

#### -Materials used:

- Wooden dowels  
( of various  
diameters)
- Soft aluminum wire
- Black mat board
- Graphics printed  
out on matte paper
- Hot glue,  
double-sided tape,  
and Styrofoam used  
for support &  
structure

