

Arboretum

UCDAVIS



Signage System Project

Designer: Gabrielle Hsia
Winter 2006
DES 186

Project Summary



Location:
UC Davis Campus

Audience:
All ages & demographics

Size of Site:
100 acres

Purpose:
Design a cohesive signage system for wayfinding that fits the surroundings of the Arboretum. This project focuses mainly in the eastern end of the Arboretum. Signage system should improve visitors’ experiences and improve visitor orientation.

The Arboretum:
The Arboretum is a living museum, an outdoor classroom, a public garden with over 4000 kinds of trees and plants, and a beautiful place for active recreation or peaceful contemplation.

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PHASE 1

Research & Analysis

- 1.1 Similar Sites
- 1.2 Visitor Profiles
- 1.3 Audit of Existing Signs
- 1.4 Preliminary Sign Location Plan
- 1.5 Message Hierarchy

1.1 Similar Sites



Earthlink sign



The University of Texas Cancer Center



Northampton Community College



River College



BCN Fashion Week



ACS Signs



Vista System Signage

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ARBORETUM VISITORS

- college students
- joggers/runners
- dog-walkers
- surrounding residents
- campus community
- staff/faculty
- tourists
- families/couples
- recreational users

ENTRY POINTS FOR JOGGERS

- South Davis - East end tunnel
- B St. (bikepath entry)
- D St. (bikepath entry) - a minor entry point; not commonly used
- old firehouse (service road) - Mrak Hall / grounds department
- desert section - service road
- Putah Creek Lodge - service road (interior crossover)
- closed old Davis Road (Foothill) - service road
- gravel road from old Route 40 - California Ave. to Equestrian Center
- Arboretum Drive (service road) Solano Park
- Aggie Village (bikeway section)
- TB32 (service road gravel)

There are many ways joggers could enter the Arboretum, but not a sufficient amount of clear signage to welcome them in. There is the large wooden sign for the Arboretum at the Mrak Hall entrance, but not many other clear identification signs.

An important symbol that should be acknowledged on some of the directional signage seems to be missing - water fountains. For joggers, a sense of where the nearest water fountain is, would be most helpful, especially on those hot summer days in Davis.

Also, certain areas appear to be ambiguous of whether they are actual paths that joggers can proceed on or not. There are a few dirt paths that appear to have been traveled on, but look as if they are not part of a designated path for users.

VISITOR PROFILE

NAME: Camille Kidd
AGE: 21
OCCUPATION: UC Davis student
YEAR IN SCHOOL: 4th
MAJOR: Biological Science/NPB
INTERESTS: horror movies, jogging, reading, snow boarding, and hanging out with friends.

Camille is usually on campus most of the day, attending classes or studying at the library. Because of her rigorous academic schedule she does not have much time to go to the gym. She does not like to go to the Arc to jog because she says she's already couped up in a building all day long and would rather be outside jogging.

Camille enjoys jogging at the Arboretum. Because it is located right off of campus, it is convenient for her. She also enjoys watching the ducks and looking at the plants during the Spring.



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1.3a Audit of Existing Signage

Old Signage
Temporary Signs



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1.3b Audit of Existing Signage



Arboretum system
Campus system

Overlapping of systems.
Inconsistencies.

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1.3c Audit of Existing Signage



Maps

Maps are dull and hard to read.

Too much information is crammed into small space.

Symbols aren't innate, so viewers have to continually cross-reference symbols on the map with the key.

Directional Signs

Needs more organization with symbols and arrows

Not a very flexible design.



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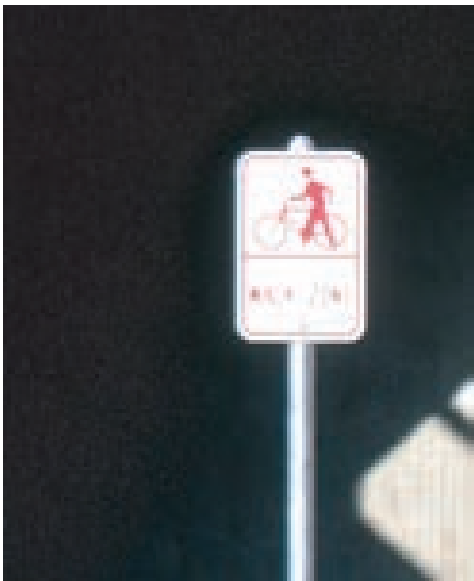
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1.3d Audit of Existing Signage

Signs in the East End

No cohesive system.

Very scattered.

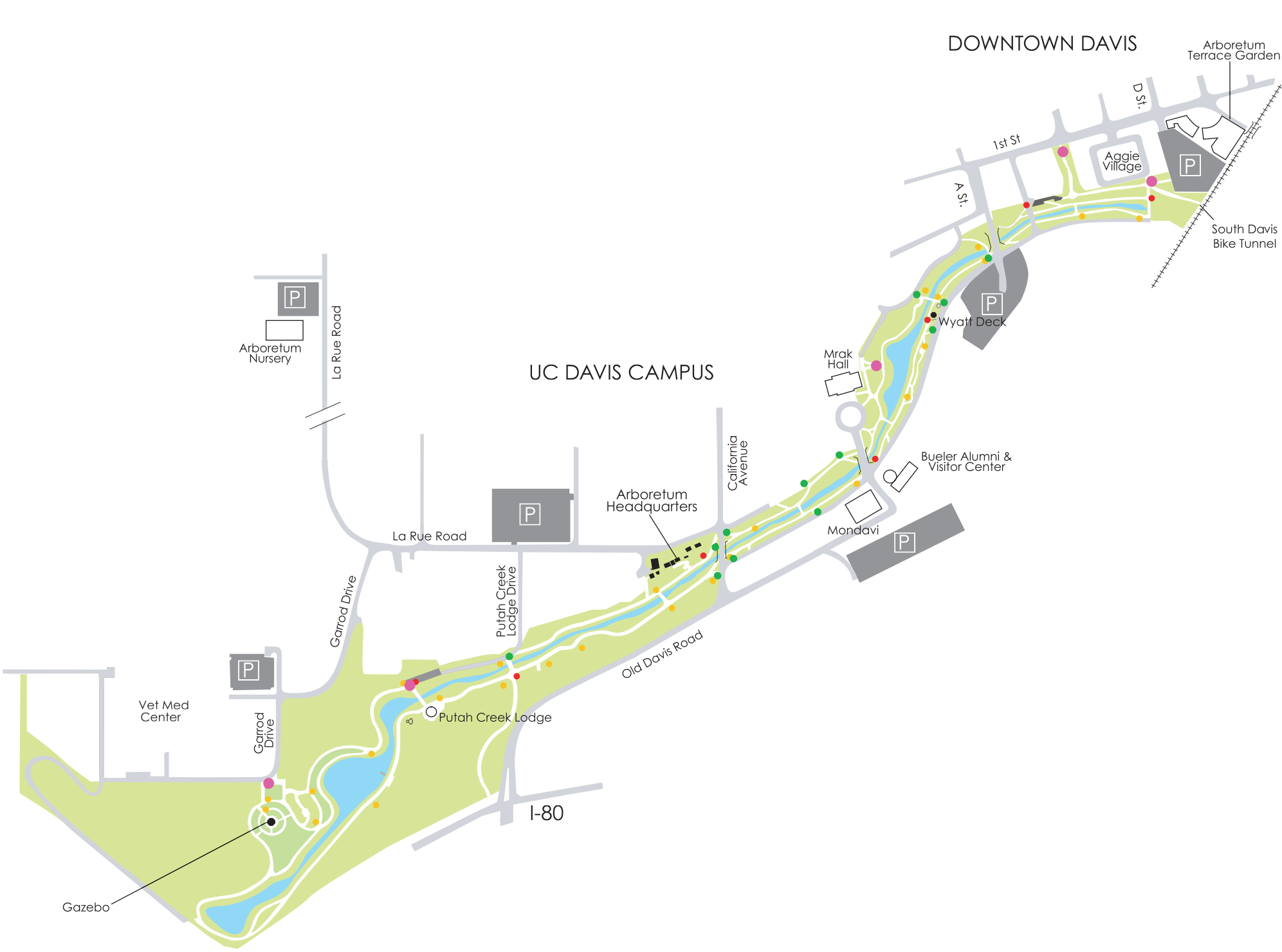


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1.4 Preliminary Sign Location Plan



- Main Entrances
- Small Entrances
- Map Directory
- Collection ID

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PHASE 2

Vocabulary of Sign Types

- 2.1 Signage Location Plan
- 2.2 Preliminary Vocabulary of Sign Types
- 2.3 Sign Contents
- 2.4 Sign Form
- 2.5 Vocabulary of Sign Types

2.1 Location Plan
& Preliminary Messages

Location Plan for the East
End of the Arboretum

- Included:
- Number
 - Sign Type
 - Sign Title
 - Sign Content



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2.2a Preliminary Vocabulary of Sign Types

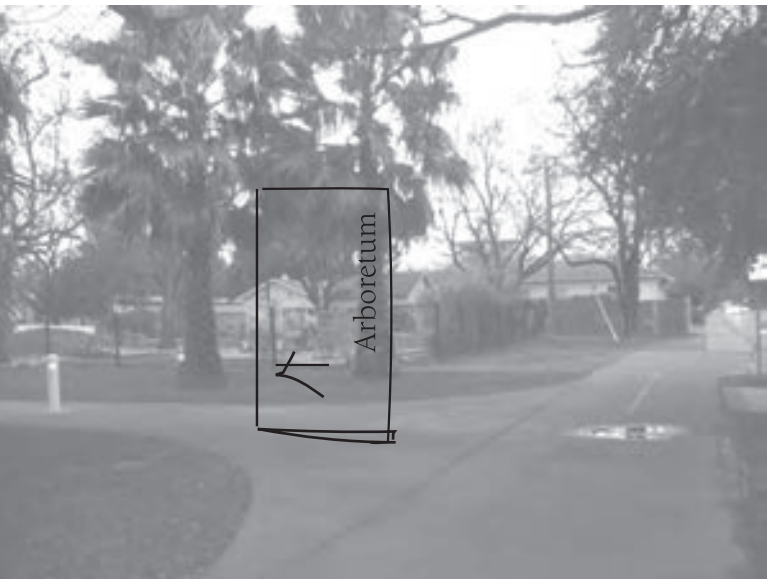
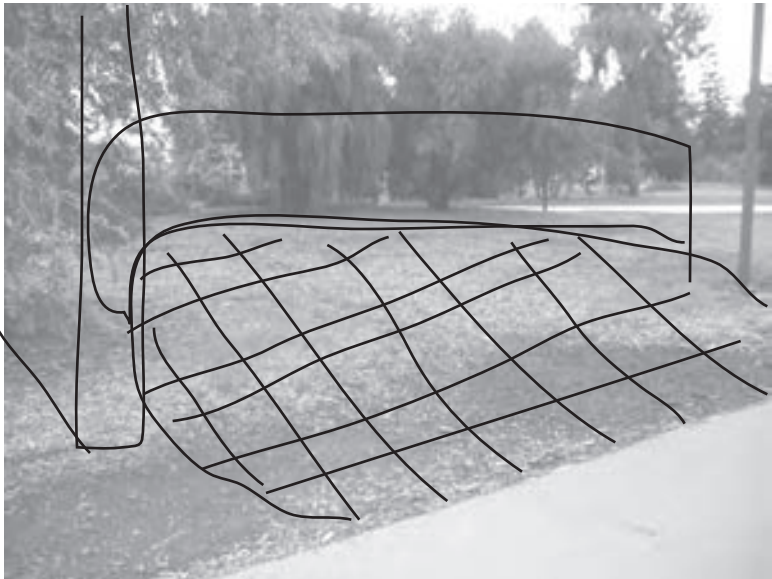
Sketches

main entrance:
Banners in Parking Lot
Large pylon
Small pylon with description

map:
Behind large pylon

large wall:
Info about collections, activities.
Map.
Stone paved area.

street entrance:
Sign to attract people from the street.

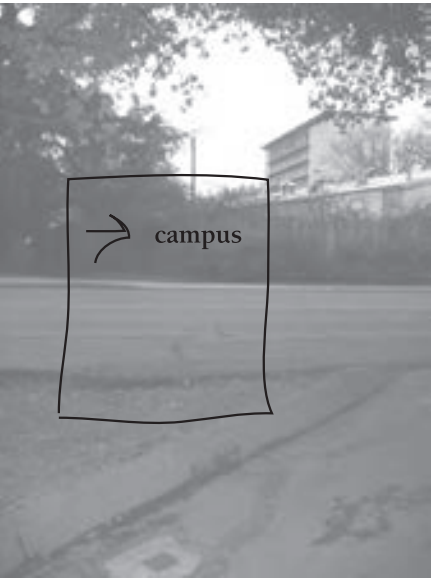
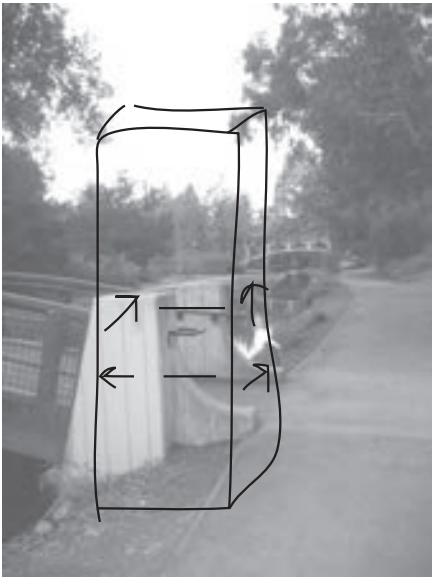
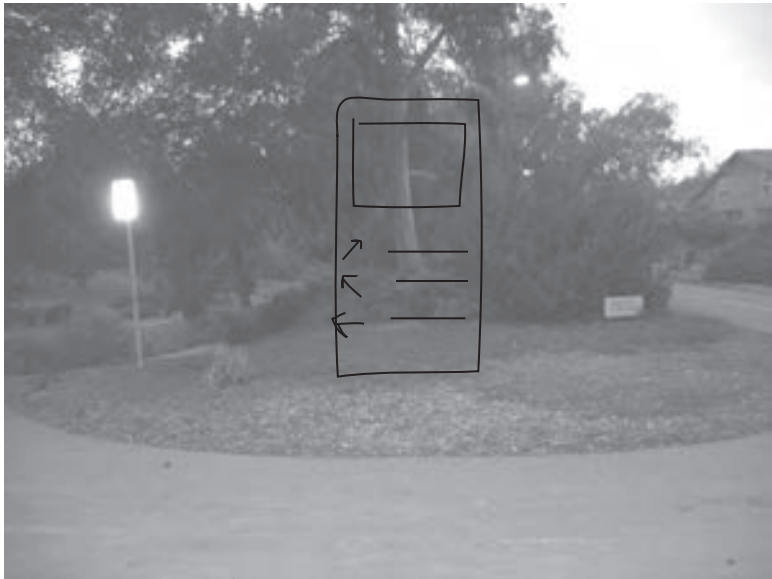


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2.2b Preliminary Vocabulary of Sign Types



Sketches

directional sign:

Pylons.
Directions.
Map of east end.

collection:

Graphic identifying collection

campus:

Direct pedestrians to campus

bridge:

Cube?
Directions for all sides.
Cirecting to Campus
and to rest of arboretum.

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original logo



new logo



Sign Color Palette



Sign structure color



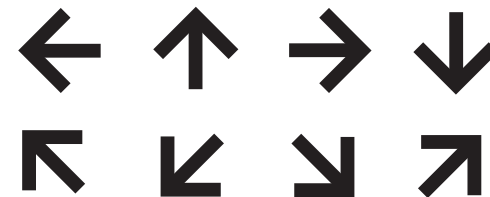
Sign background color

Berkeley Oldstyle Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Franklin Gothic Medium

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ



2.3a Sign Contents

logo:

Changed the Arboretum's logo.
Took out the brush stroke &
gradient.
Changed the colors to color
scheme.

colors:

brown 4C2904
gold FFB300
green 154D1A
blue 050828

sign stucture color:

bronze

sign background color:

FFFAE4

type:

Primary font:
Berkeley Oldstyle Bold

Secondary font:
Franklin Gothic Medium

pictograms:

arrows, toilets, drinking
fountain, collections

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2.3b Sign Contents



- maps:**
- 1. Whole Arboretum
 - 2. Regional Map - East End

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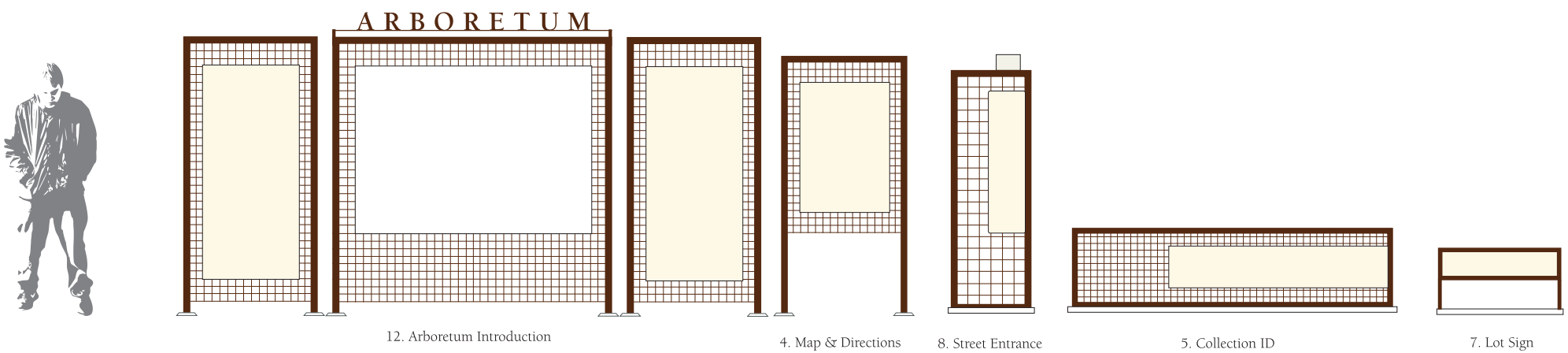
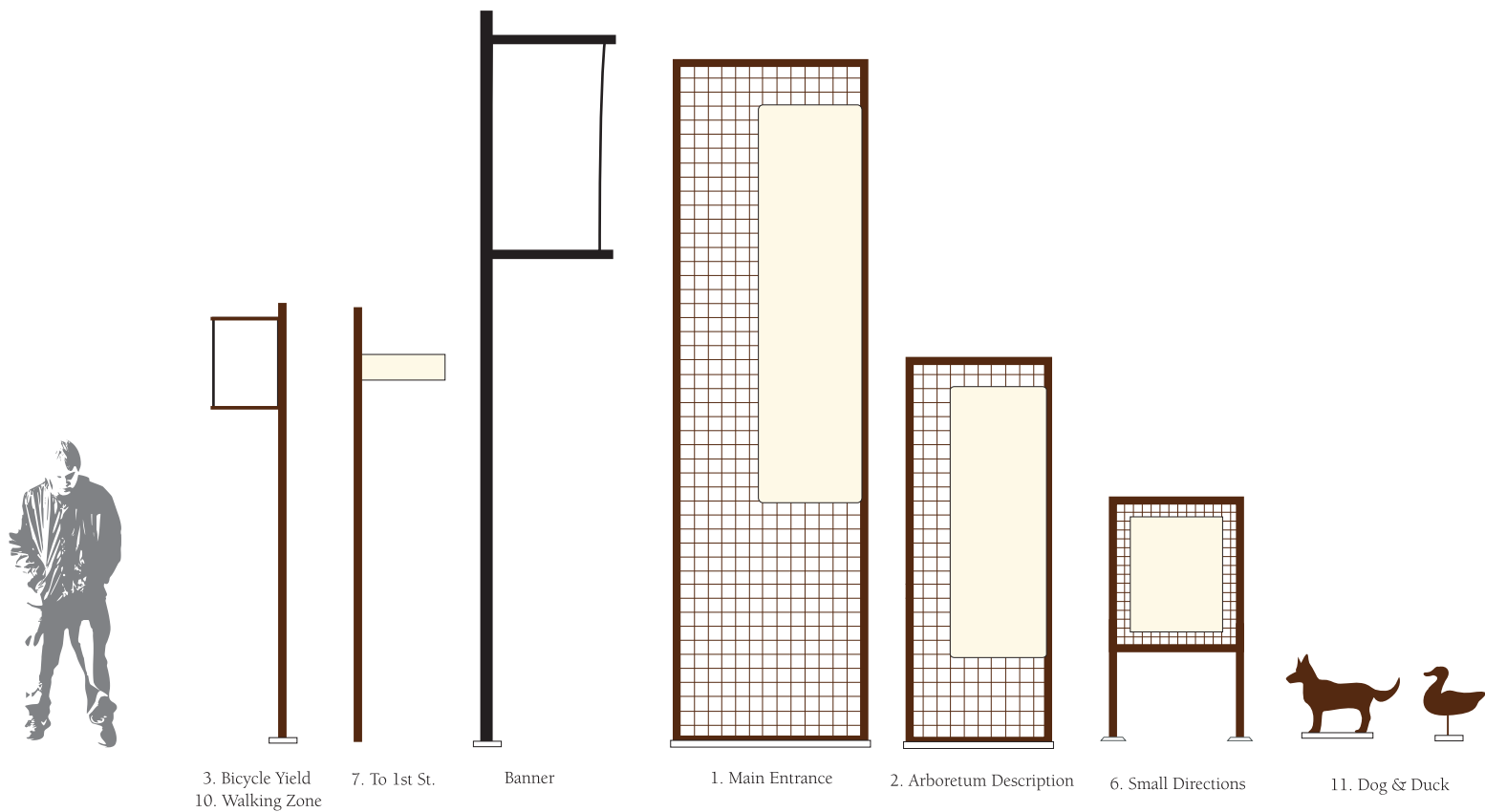
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2.4 Sign Form

materials:

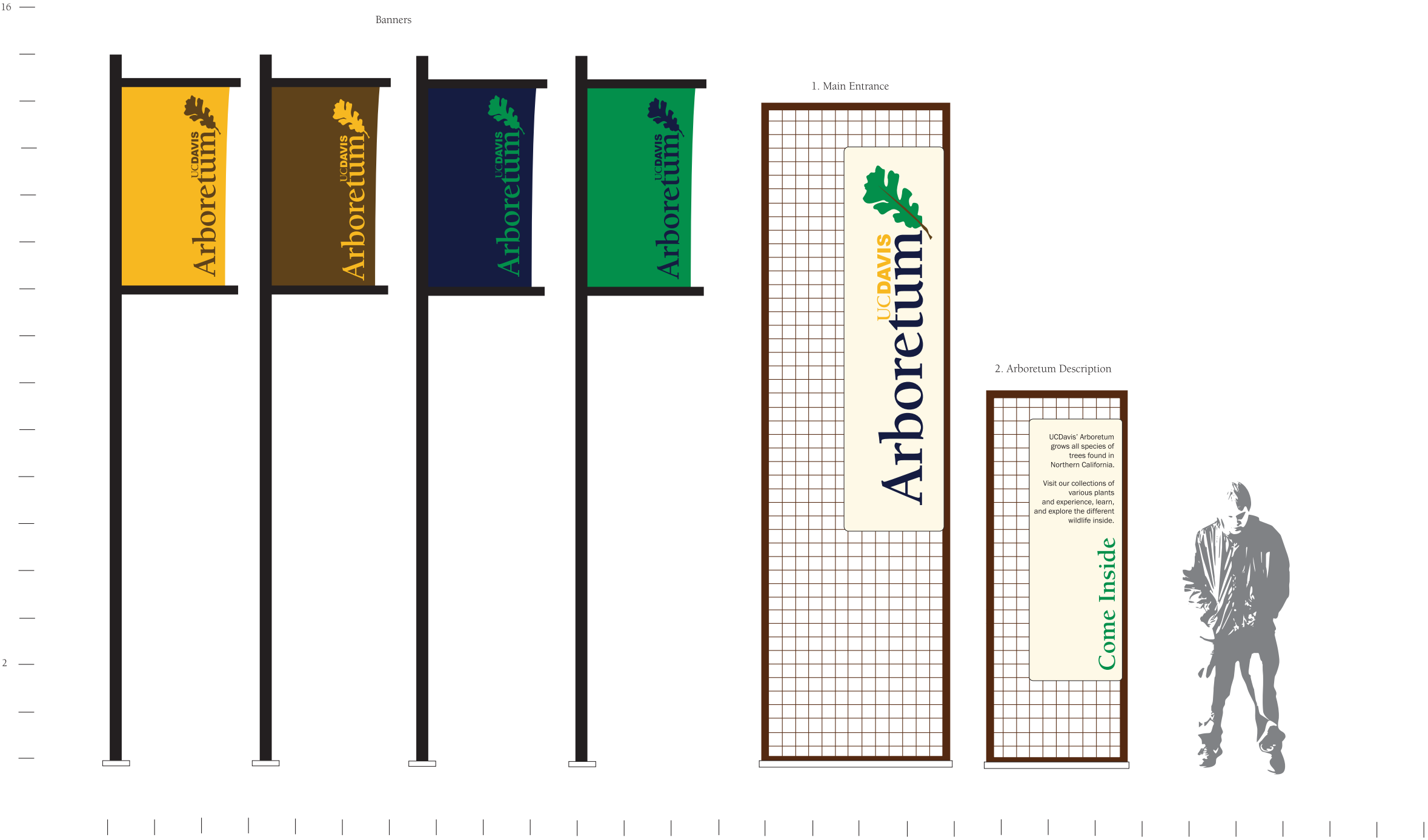
- bronze frame
- wire mesh
- aluminum sign
- anchored by concrete



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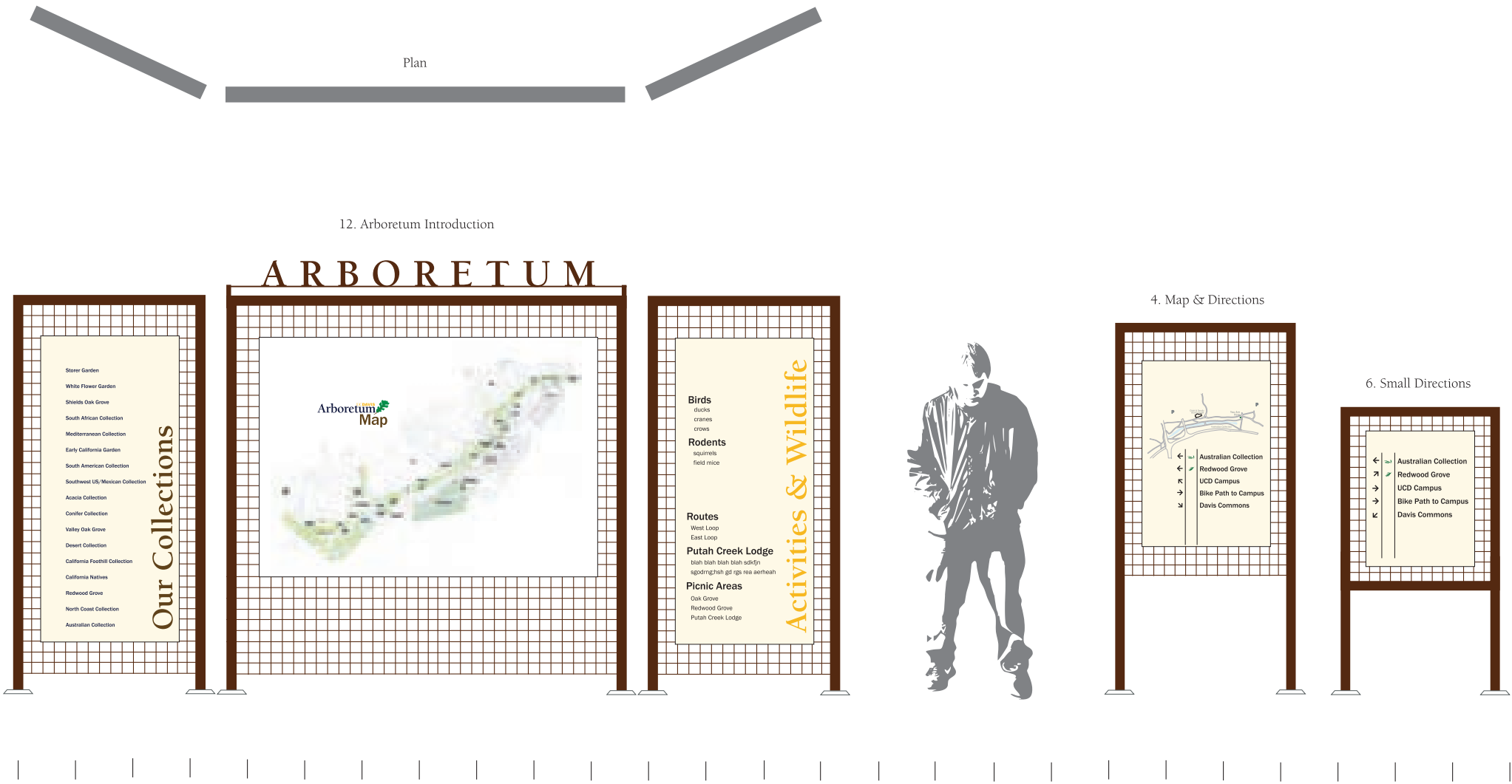
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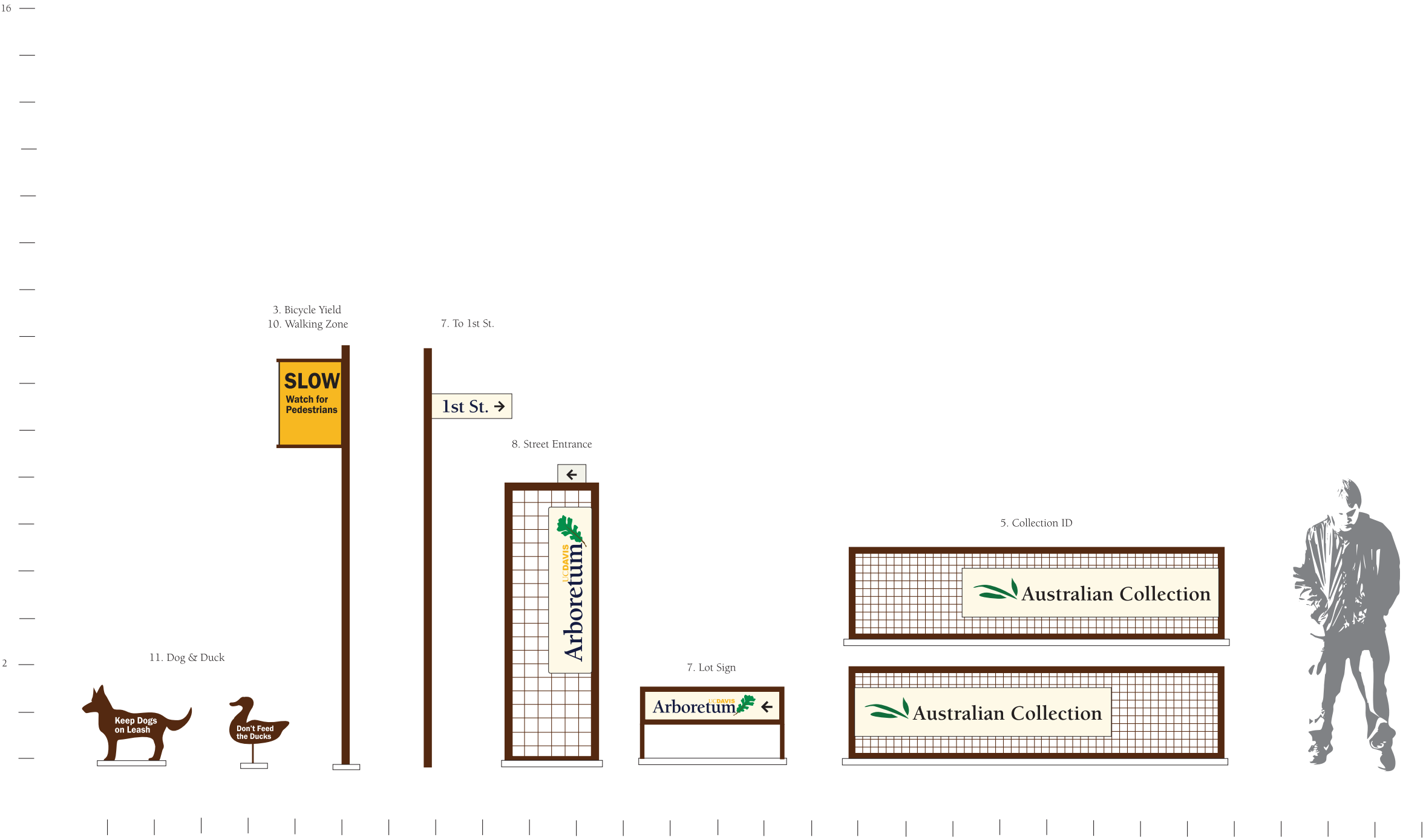
2



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PHASE 3

Integration into the Environment

- 3.1

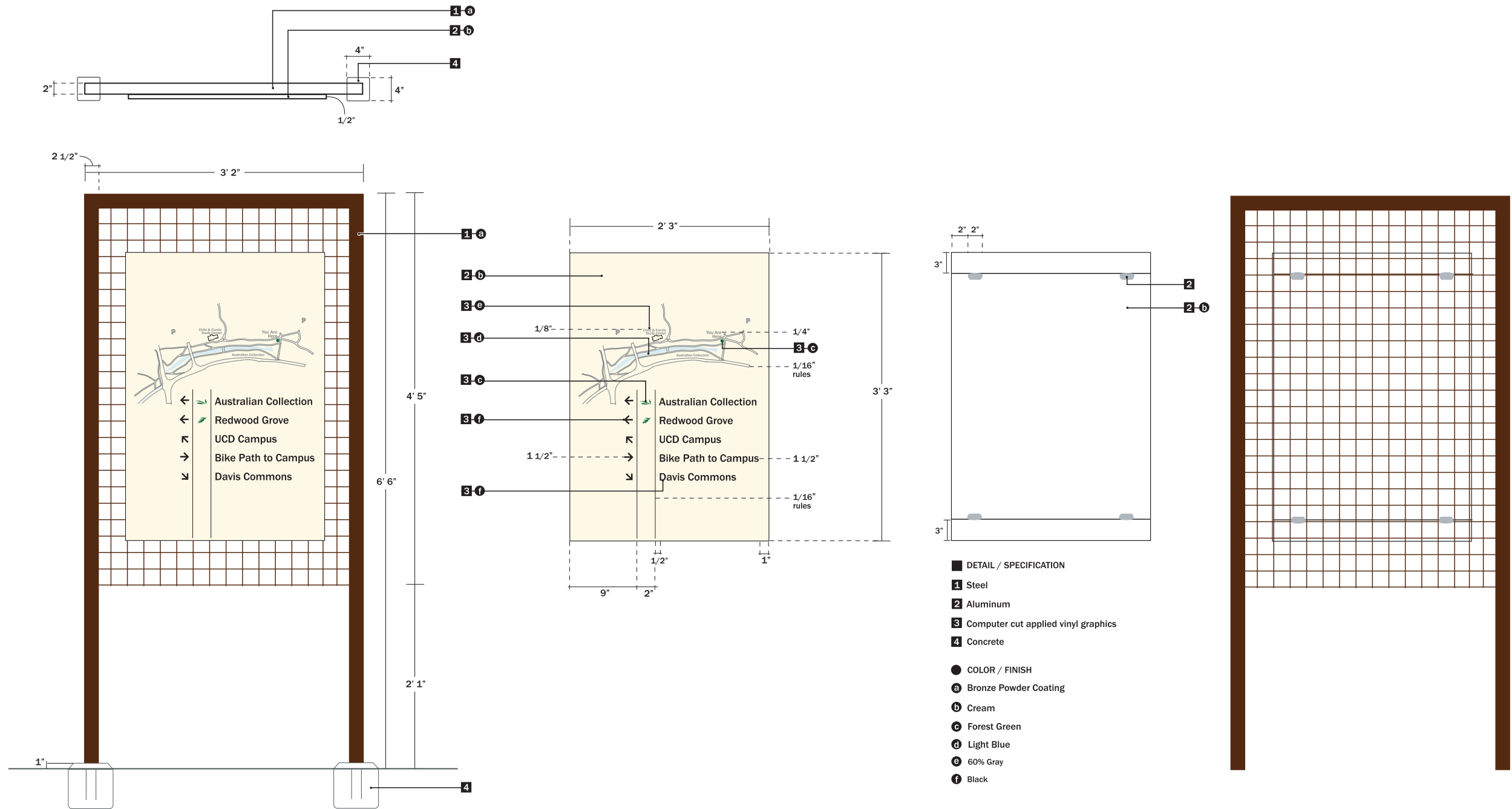
Sign Specifications
- 3.2

Signs In-Situ

3.1 Sign Specifications

SIGN TYPE: Site Orientational & Directional

A panel sign attached to wire mesh with bolted on brackets. Computer cut applied vinyl silk screen printed



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1



2



3



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3.2a Signs In-Situ

1. Main Entrance
2. Main Entrance with Banners
3. Lot Entrance
4. Lot Entrance with Banners

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2



3



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3.2b Signs In-Situ

1. Arboretum Introduction
2. Map & Directions
3. Small Directions by Bridge
4. Street Entrance

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3



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3.2c Signs In-Situ

1. Australian Collection ID
2. To 1st St.
3. Bicycle Yield
4. Dog & Duck Signs

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3.2d Signs In-Situ

1. Banners on street
2. Parking Sign at Davis Commons
3. Parking Lot Sign

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