

# AGGIE SOL

BRAND IDENTITY AND SIGN SYSTEM





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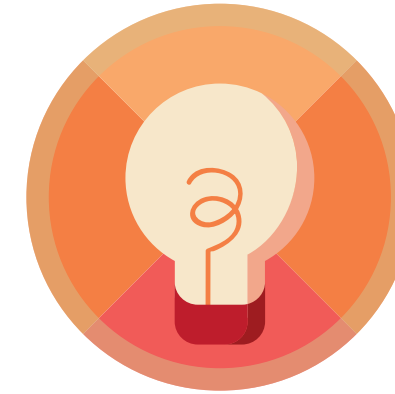
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**PROJECT SUMMARY****OBJECTIVE**

To create a graphic identity and sign system to supplement the visitor's experience when on tour at the Aggie Sol house at the 2015 Solar Decathlon competition. The sign system needs to be able to be revealed so that it does not overpower showcasing the house itself. However, the sign system must also make the Aggie Sol house memorable throughout the course of the competition.

**USERS & AUDIENCE**

The Solar Decathlon houses are open to judges, competitors, and visitors. The competition is open to the public for any visitors to view. The competition runs for ten days, from October 8–18, 2015 from 11 am to 8 pm.

**BACKGROUND**

The U.S. Department of Energy Solar Decathlon is a competition where collegiate teams design and build houses that are not only cost-effective and environmentally-friendly, but also marketable and attractive. The competition is held biannually and chooses the best house that is affordable, appealing, and designed well as a winner.

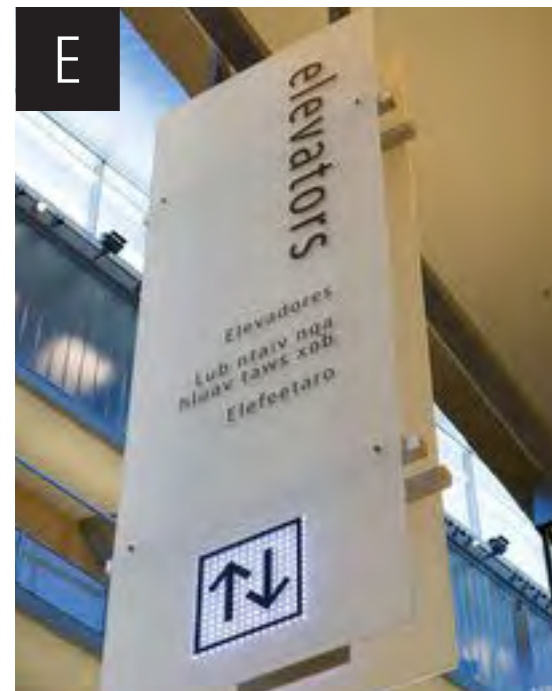
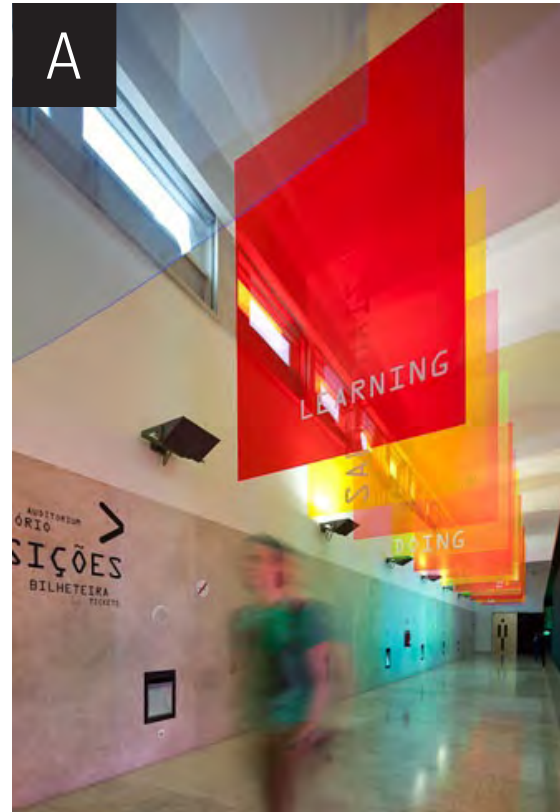
**LOCATION**

Solar Decathlon 2015  
Orange County Great Park  
Irvine, California



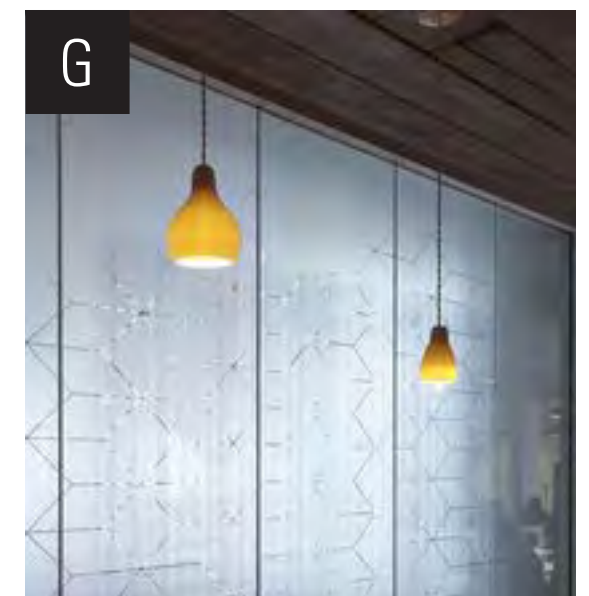
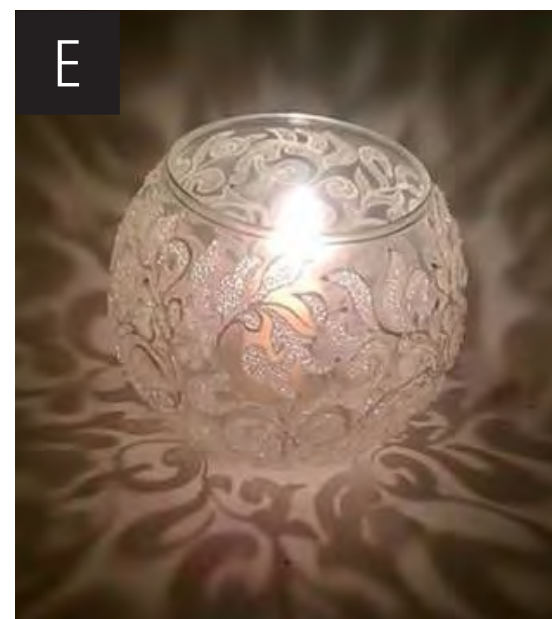
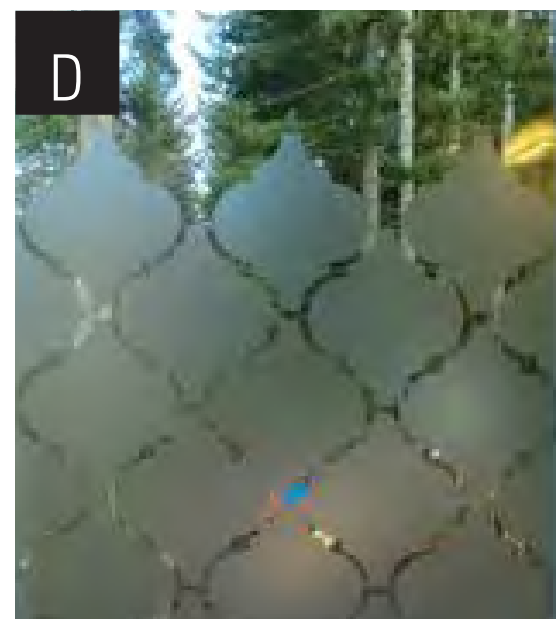
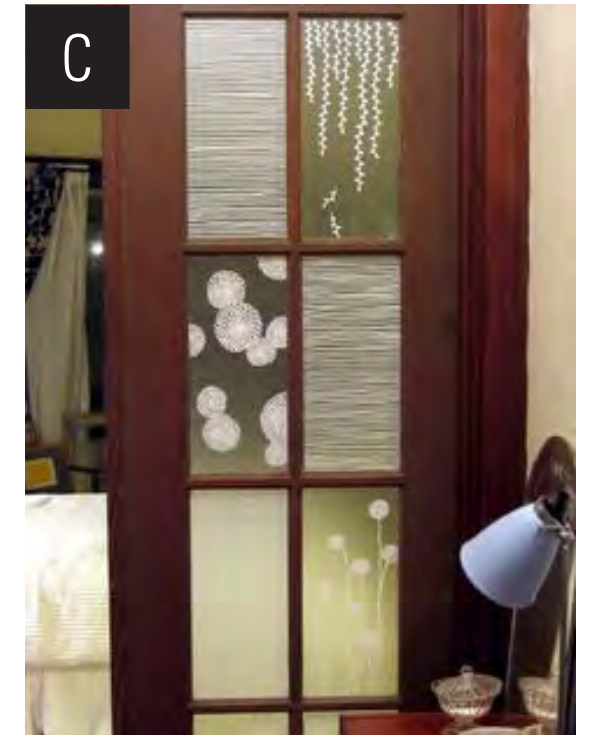
## DEFINING ELEMENTS

- A** – Semi-opaque transparent material
- B** – Clear messages need spacing
- C** – Using only white is very clear
- D** – Overlaying colors for effect
- E** – Frosted material for clarity
- F** – Be wary of surroundings



**MATERIALS**

- A – Semi-opaque mylar
- B – Frosted glass with type
- C – Frosted glass with designs
- D – Frosted glass with pattern
- E – Lit frosted glass
- F – Transparent mylar
- G – Frosted glass with pattern



## CASE STUDY: RESSO HOUSE

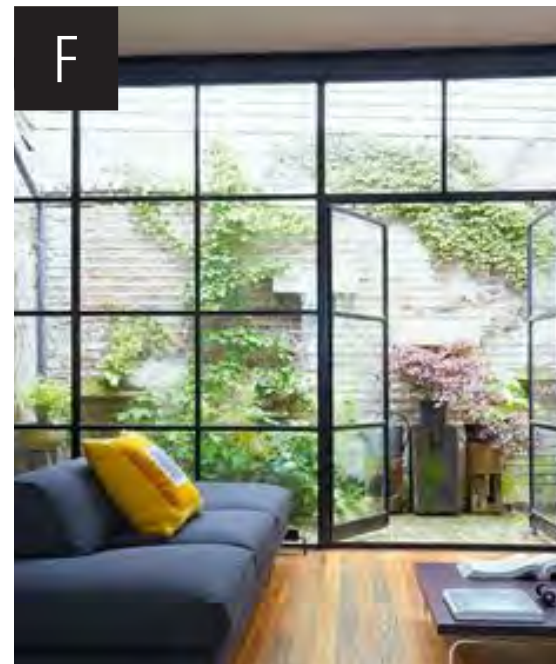
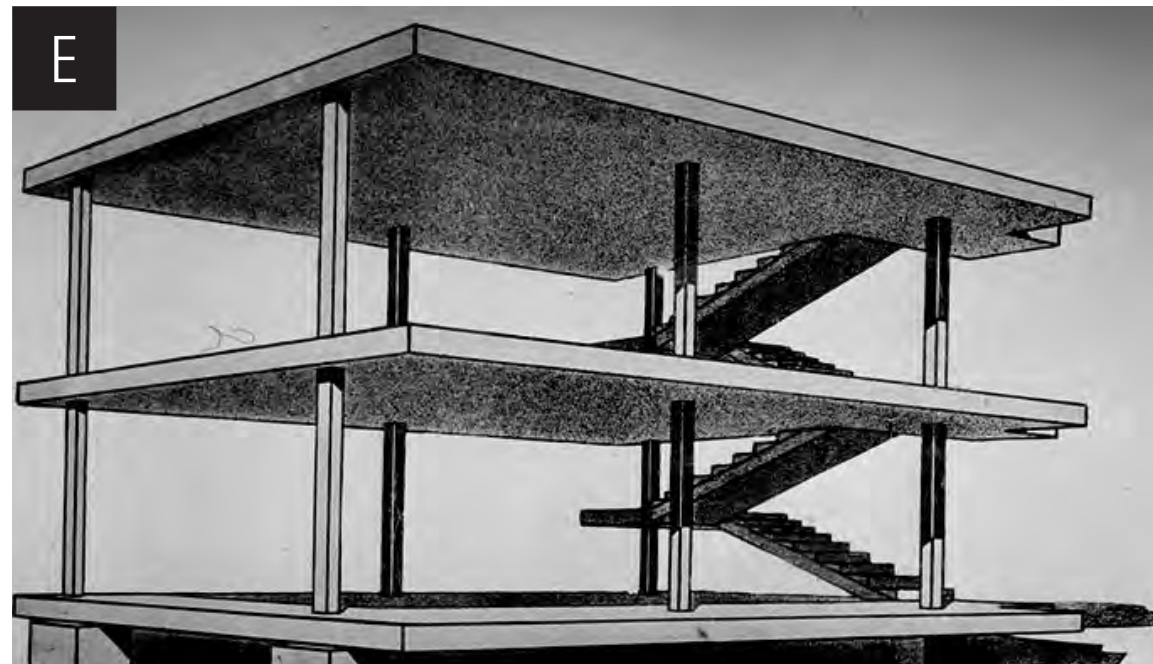
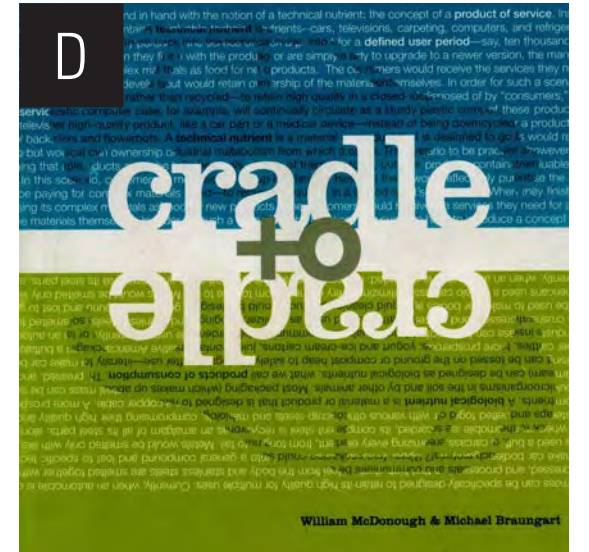
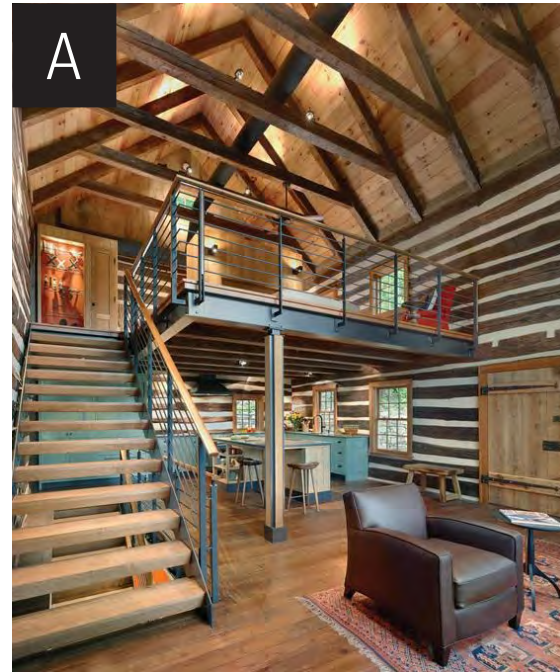
The Resso project, constructed by the Barcelona team, aims to breathe life into preexisting empty building space. The goal of the project is to maximize efficiency of this living area both in its energy consumption and in the embodied energy of its construction. The exposure of structural elements lend to a constructional aesthetic that attempts to subvert existing social barriers of class and wealth.





CASE STUDY (CONT.)

- A – Interplay of wood and metal elements
- B – Maximization of limited space by incorporating additional levels
- C – Reuse of construction materials in design
- D – Upcycling and repurposing preexisting materials and products
- E – “Domino House” design emphasizing large, centralized open spaces and a minimumization of enclosed areas
- F – Greenhouse-style wall composed entirely of window panels, maximizing daylight
- G – Utilization of recycled building materials
- H – Repurposing and rebranding of existing spaces and architecture.





**LOGO**

The logo was redesigned to include a greater representation of the house and add focus on its unique butterfly roof.

The logo redesign first started with very thin lines, which later turned into clearer shapes with distinct color blocking due to greater readability.

The redesigned logo also brands the Aggie Sol house with a certain minimalistic style. This minimalistic style is carried throughout the house in the style of the overall sign system and the location markers to brand each room.

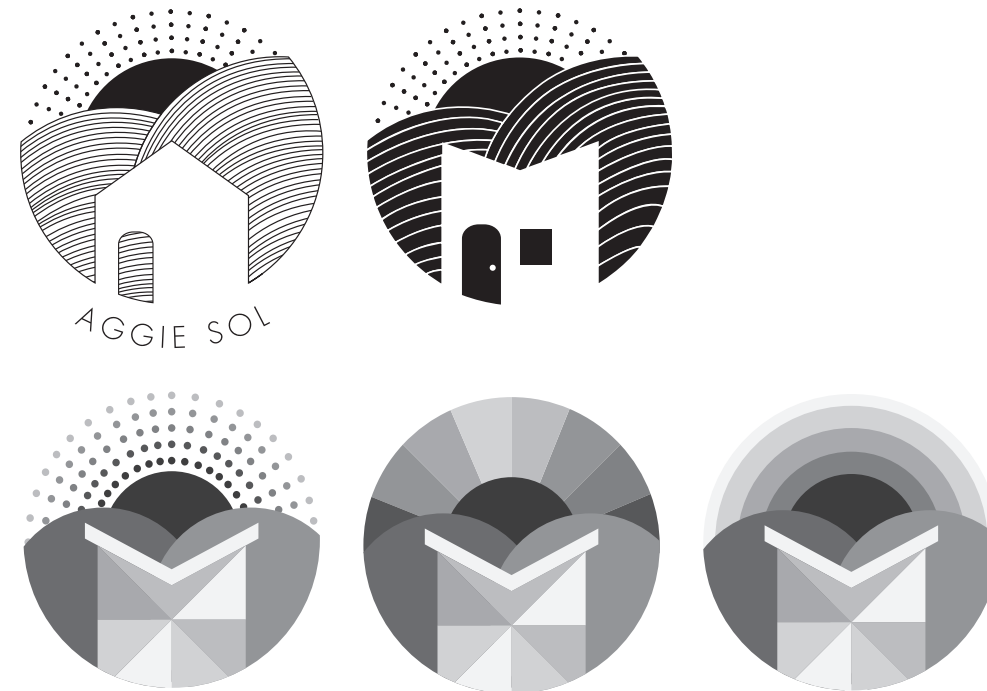
**Original Logo**



**Redesigned Logo**



**Redesigned Logo Mockups**



# GRAPHIC IDENTITY

## LOGO COLORS

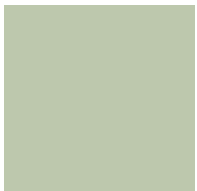
The colors were chosen to give the logo a relationship to the original UC Davis blue and branding, but other varying shades of blue were added to give the logo some depth.



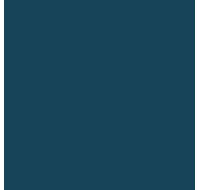
**House Shadow**  
C: 69 M: 25 Y: 37 K:11



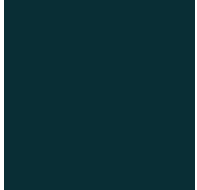
**House**  
C: 43 M: 12 Y: 39 K: 0



**Roof**  
C: 27 M: 12 Y: 35 K: 0



**Meadow (Light)**  
C: 93 M: 67 Y: 45 K: 32



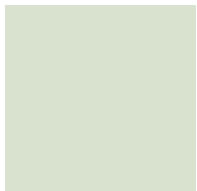
**Meadow (Dark)**  
C: 92 M: 62 Y: 56 K: 60



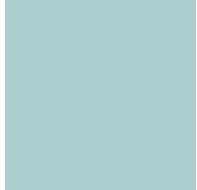
**Sun**  
C: 77 M: 41 Y: 25 K:2



**Sun Ray (Green)**  
C: 43 M: 12 Y: 39 K: 0



**Sun Ray (Yellow)**  
C: 15 M: 5 Y: 20 K: 0



**Sun Ray (Blue)**  
C: 32 M: 8 Y: 18 K: 0

## TYPOGRAPHY

All of the signage text will be set within the Univers font family. Univers' plethora of weights and condensed variants make it an ideal choice for both body text and display. The Univers fonts range a full spectrum of stroke widths and share a generous x-height, adding to their versatility and legibility. Combining practical European sensibilities with a number of friendly touches, Univers is a fitting typeface for the branding of Aggie Sol.

## Univers 65

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Univers 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Univers 67

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Univers 75

ABCDEFGHIJKLMNOPQRSTUVWXYZ

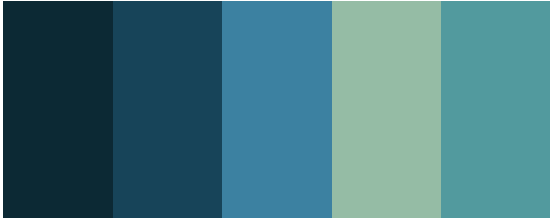
abcdefghijklmnopqrstuvwxyz

1234567890

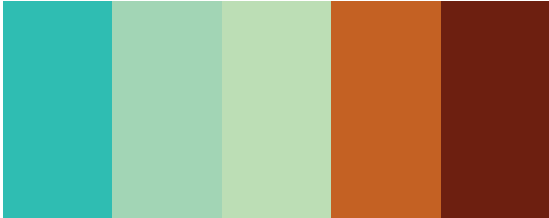
# GRAPHIC IDENTITY

## COLOR PALETTE

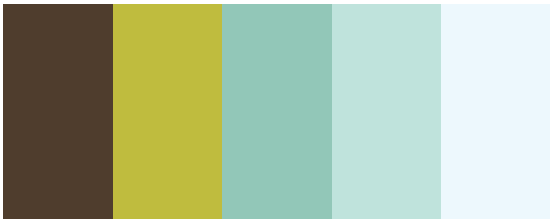
Each zone will be branded with a logo and corresponding color palette.



**Zone 1 & 7**  
Entrance and Exit



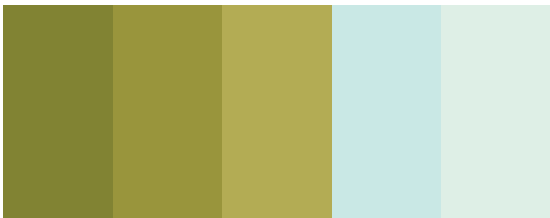
**Zone 4**  
Occupants



**Zone 2**  
Design



**Zone 5**  
Innovation



**Zone 3**  
Sustainability



**Zone 6**  
Zero Net Water

**LOCATION MARKERS**

A location marker has been designed to brand each location. This will assist with wayfinding and helping the visitor remember their time at each of the locations.

The location markers are designed to correspond to the location's color palette and signify the main topic of each zone.

The main Aggie Sol logo is also used for the logo of the entrance and exits of the Aggie Sol house to further assist with branding the house as a whole.



**Zone 1 & 7**  
Entrance and Exit



**Zone 4**  
Occupants



**Zone 2**  
Design



**Zone 5**  
Innovation



**Zone 3**  
Sustainability



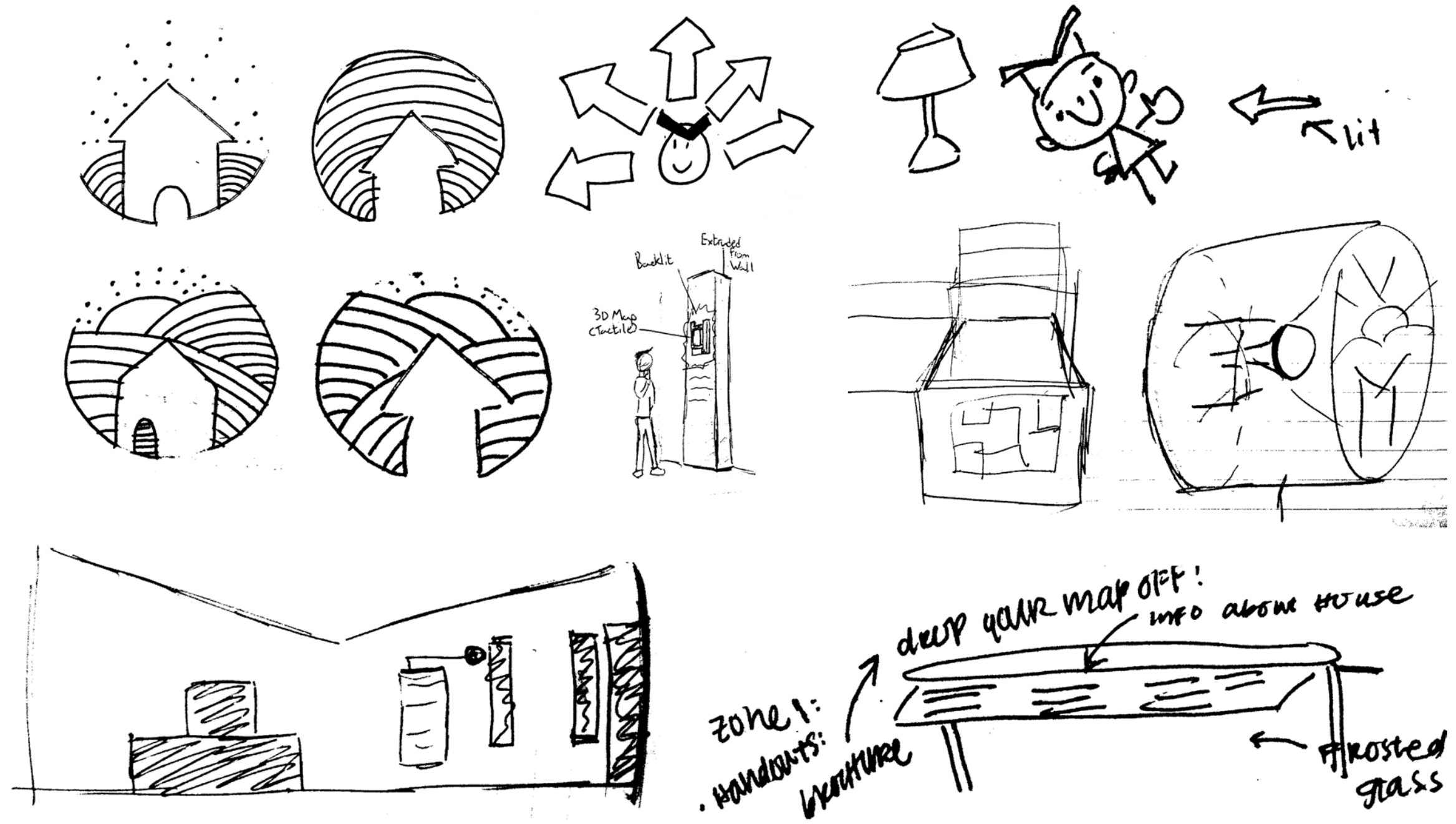
**Zone 6**  
Zero Net Water





PRELIMINARY SKETCHES

Sketches were made to fully flesh out preliminary ideas, including logos, the location markers, and the different signage to be added to the Aggie Sol house.



# RESEARCH

## PRELIMINARY MOCKUPS

Initially, the signage system was going to be much more obvious. The idea was to create a signage system that would act similarly to Google Maps and would pinpoint certain areas within the Aggie Sol house. The signs would be made of frosted glass and lit from the back. However, this method would be too obvious and imposing throughout the tour and the idea was scrapped (but improved upon).



### HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque quis sapien quis mi dapibus dapibus non ultrices odio. Phasellus porta ex eu tortor faucibus sagittis quis at enim. Duis elementum quam non ex venenatis pretium. Donec nunc nunc, convallis non nisi id, tincidunt pulvinar orci. Vivamus ut vulputate est. Etiam sodales auctor accumsan. Praesent ac eleifend nunc, in tempus diam.



### HEADER

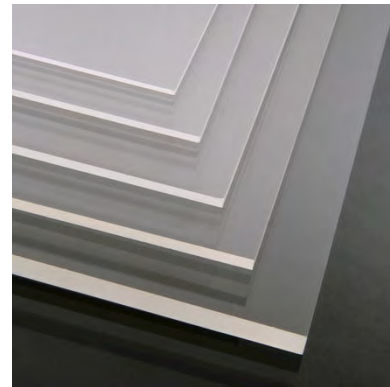
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque quis sapien quis mi dapibus dapibus non ultrices odio. Phasellus porta ex eu tortor faucibus sagittis quis at enim. Duis elementum quam non ex venenatis pretium. Donec nunc nunc, convallis non nisi id, tincidunt pulvinar orci. Vivamus ut vulputate est. Etiam sodales auctor accumsan. Praesent ac eleifend nunc, in tempus diam.

## SIGNAGE MATERIALS

Recycled aluminum is an inexpensive, sturdy and sustainable material for constructing exterior signage. The Regulatory and Identification signs will be constructed out of painted recycled aluminum. After the competition, they can be recycled again for other uses.



The large logo and text on the Identification sign will be constructed out of laser-cut sheets of acrylic. These sheets will have sufficient translucency to glow when light is shone behind it.



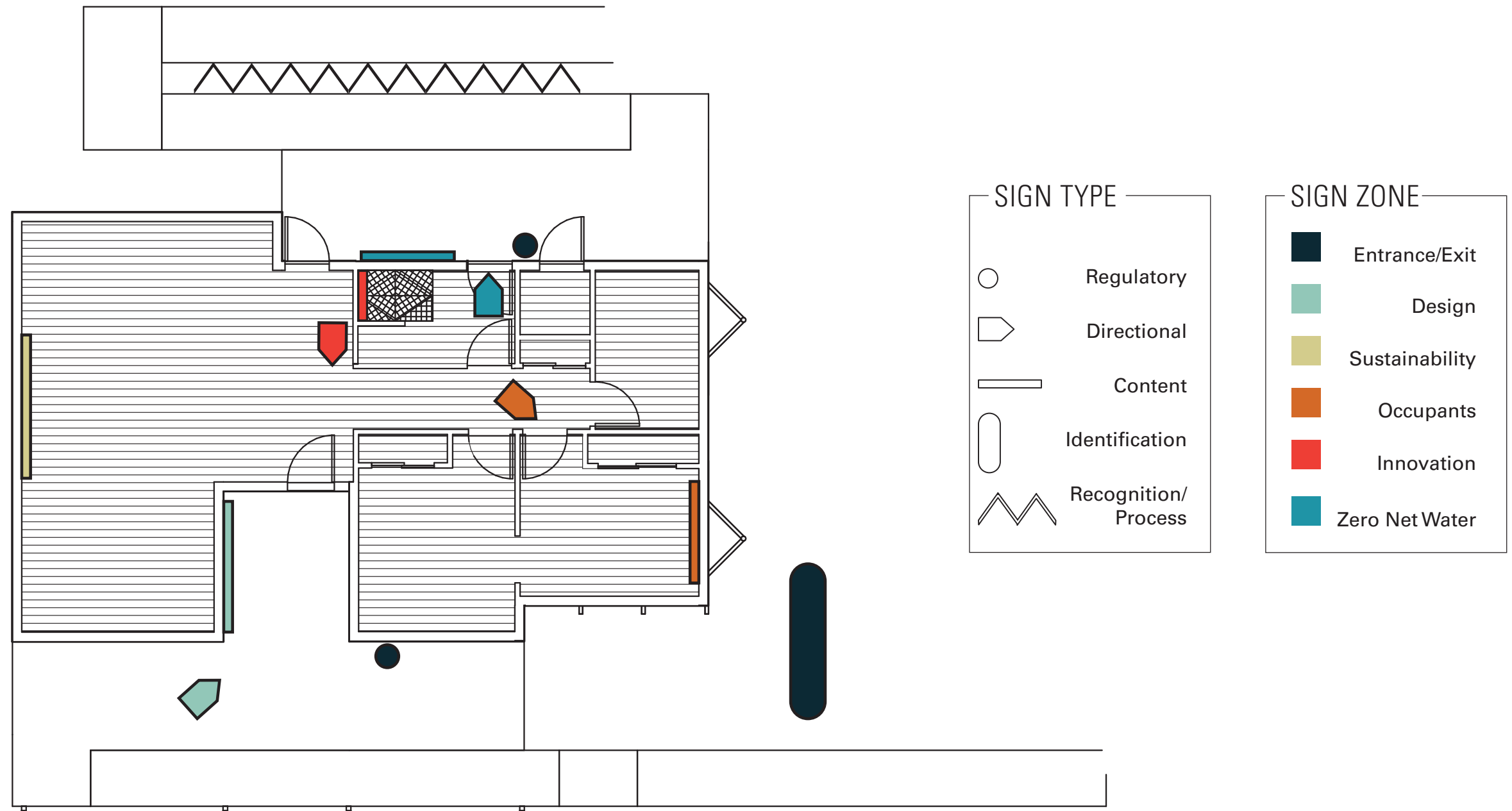
The iPico Projector is a small, portable projector for displaying videos and graphics from an iPhone onto a wall. The device is small enough to fit in a tour guide's pocket, and a rechargeable lithium ion battery means that it can be held in hand while in use.





## SIGN LOCATION PLAN

This map shows the location of each sign.



# SIGN SYSTEM

## SIGN ELEVATIONS

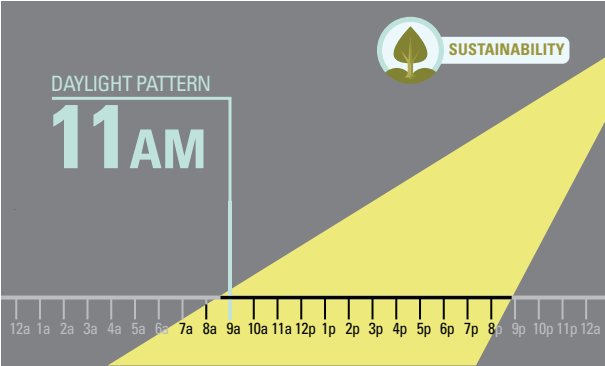
Here is an overview of the sign system designed for the Aggie Sol house. The following pages will go into greater detail about each sign.



Identification



Regulatory



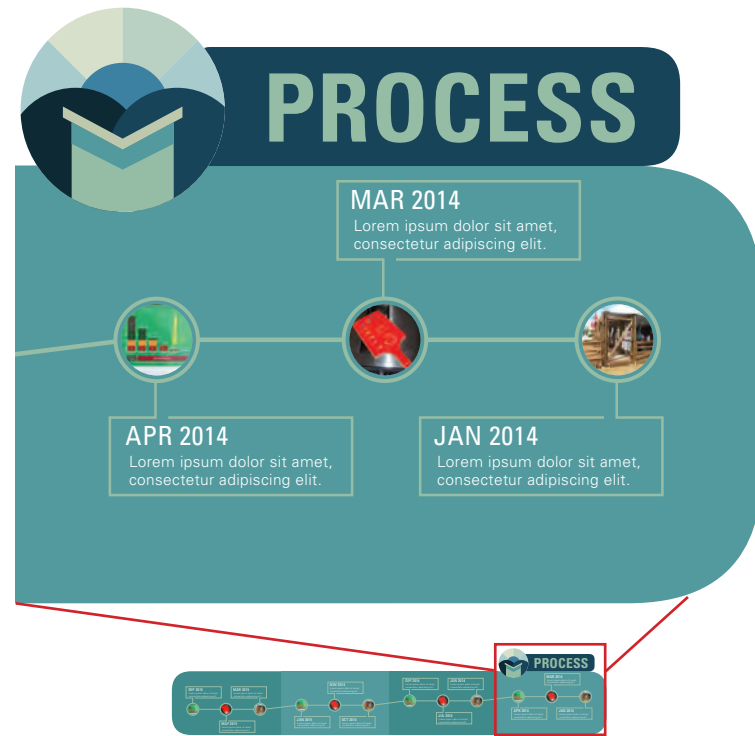
Content



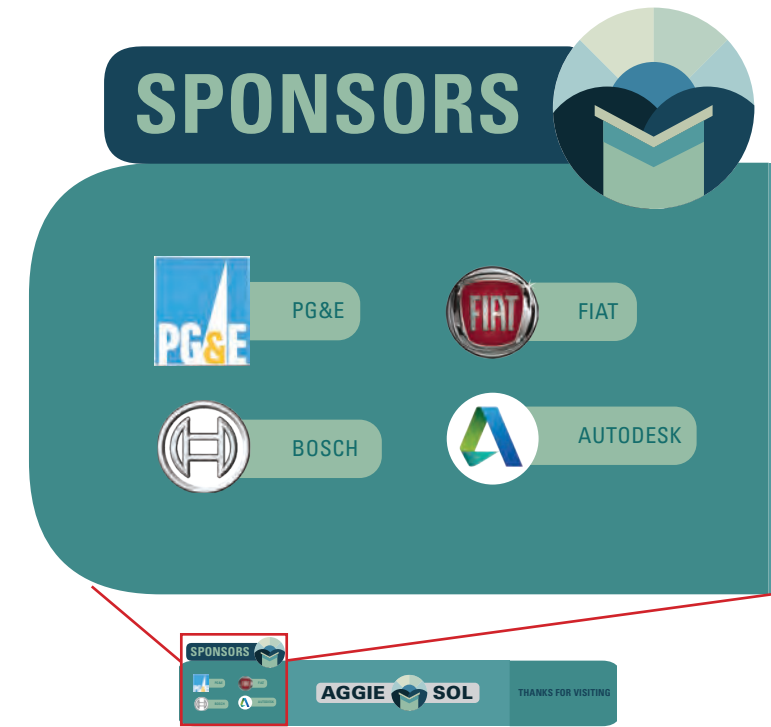
Orientation



Navigation



Celebratory



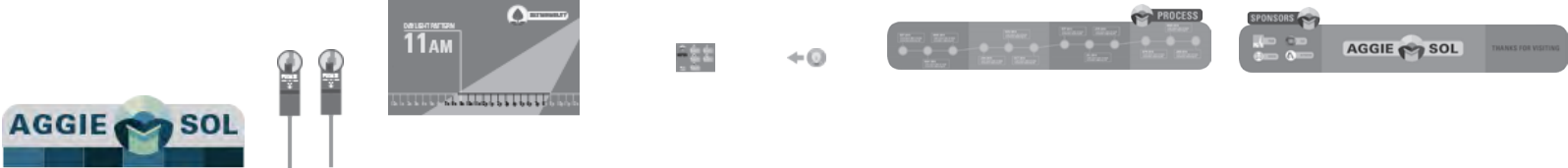
Recognition



# SIGN SYSTEM

## IDENTIFICATION SIGNAGE

The identification signage is found on the east side of the Aggie Sol house and helps potential visitors identify the house from a distance. The identification sign includes the logo with type treatment and is mounted on top of a platform that includes the color palette of the main graphic identity.



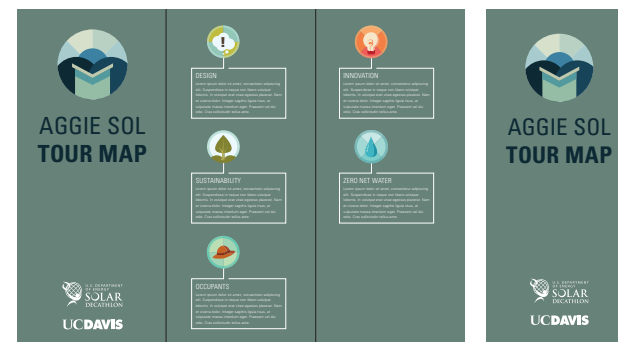
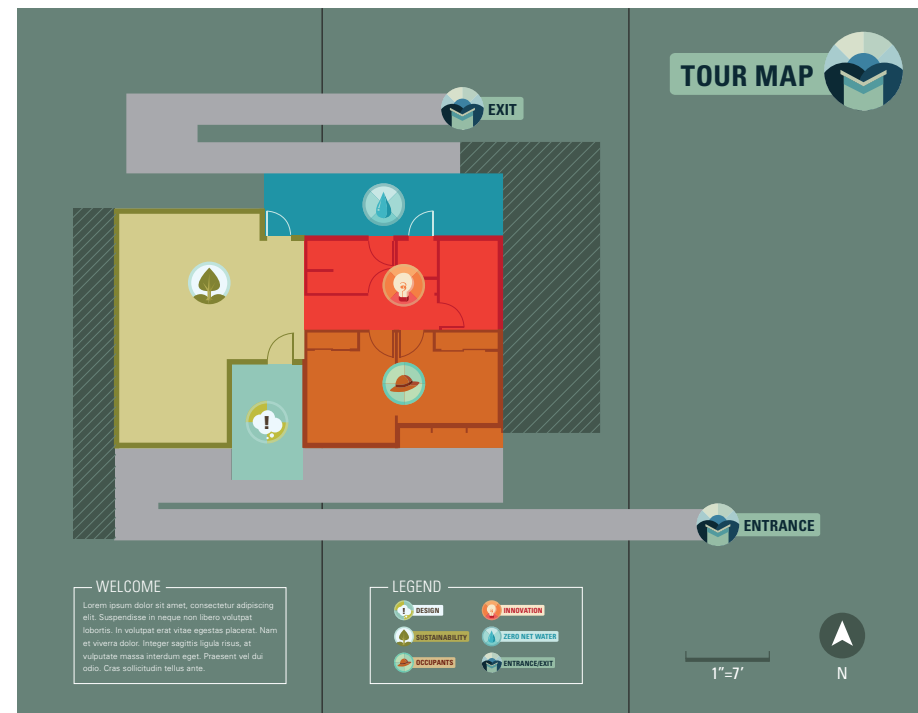


**ORIENTATION SIGNAGE**

Every visitor will be offered a map (or a QR code where they can view the map onto their phones). The map will be offered at the beginning of the tour, and a drop off box will be placed at the end of the tour. The maps will be printed on recycled paper.

The map is colorblocked and clearly marked with the logos used in each location. This way the visitor can easily find their way around the house and follow along with what information the tour guide presents to them.

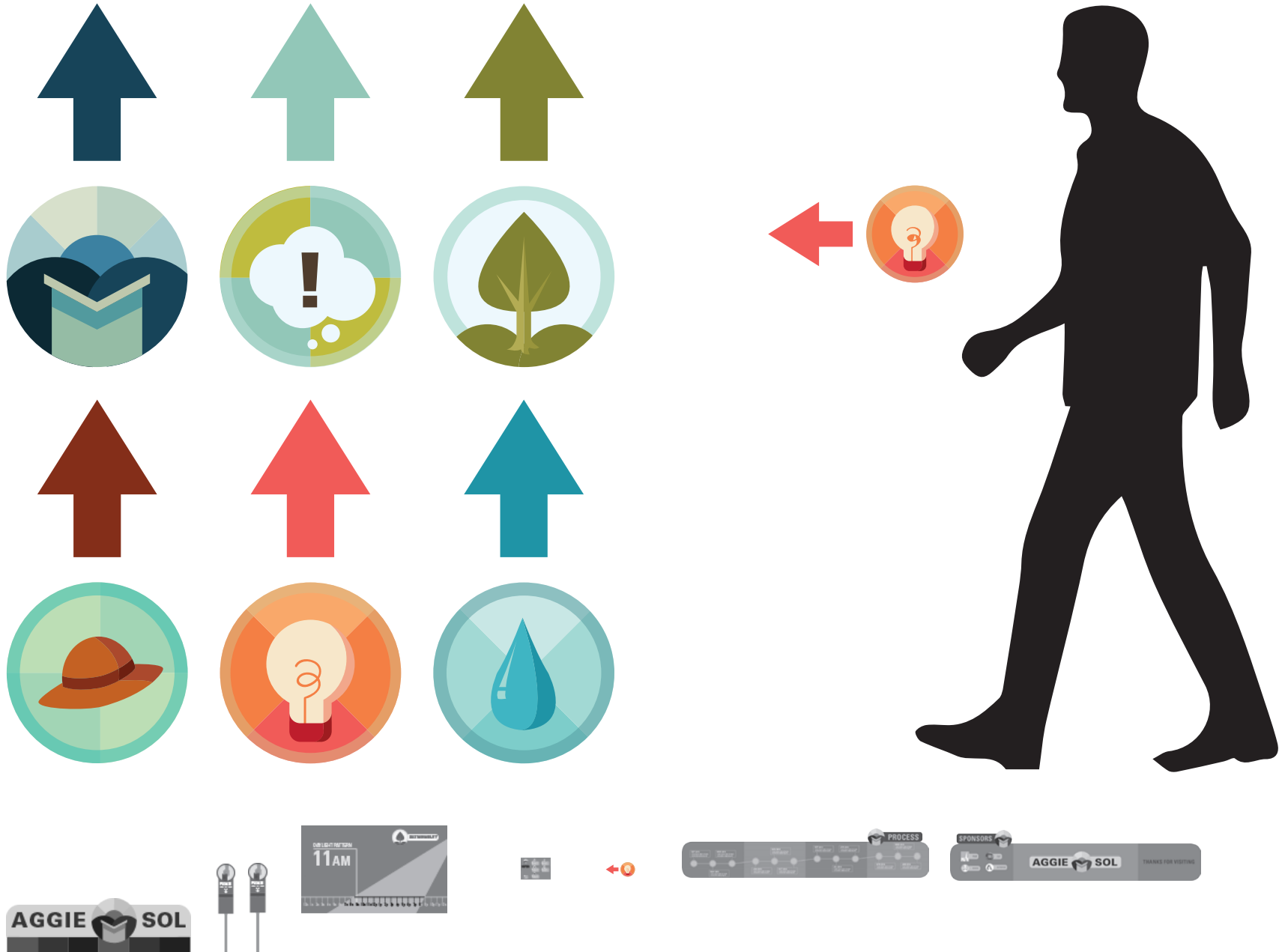
On the back of the map are short blurbs to introduce them to the area and supplement the tour guide's presentations.



# SIGN SYSTEM

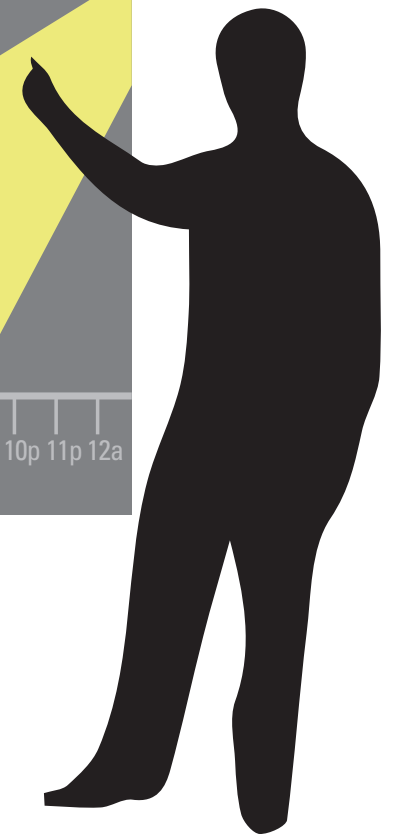
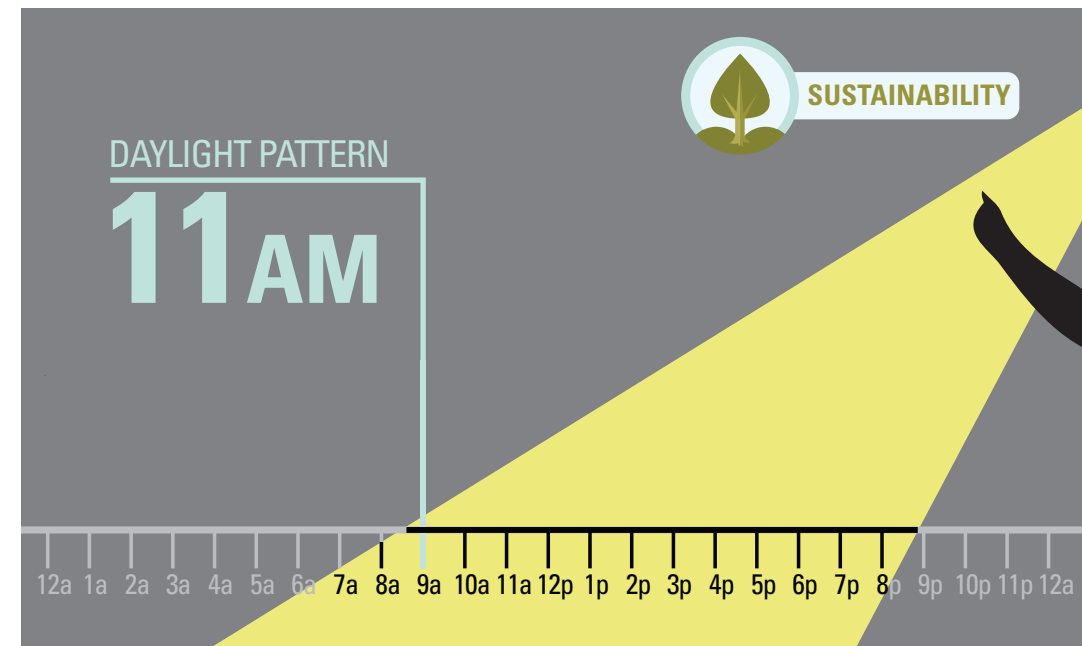
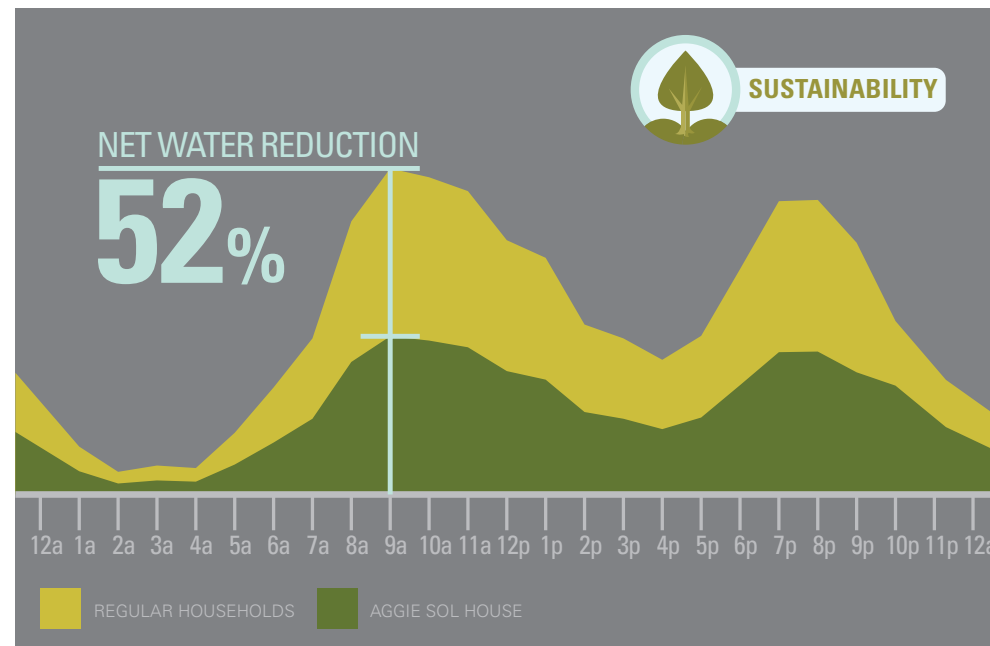
## DIRECTIONAL SIGNAGE

The directional signage consists of an arrow and the logo of the place the tour will visit next. It will be a stagnant projection shown throughout areas of the house. The directional signage will assist with wayfinding from within the house.



**CONTENT SIGNAGE**

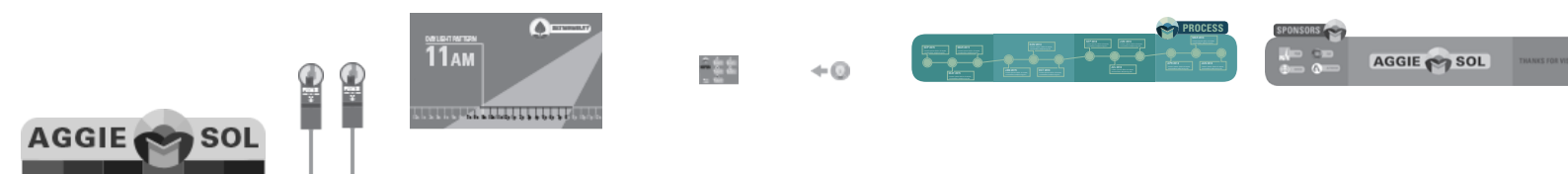
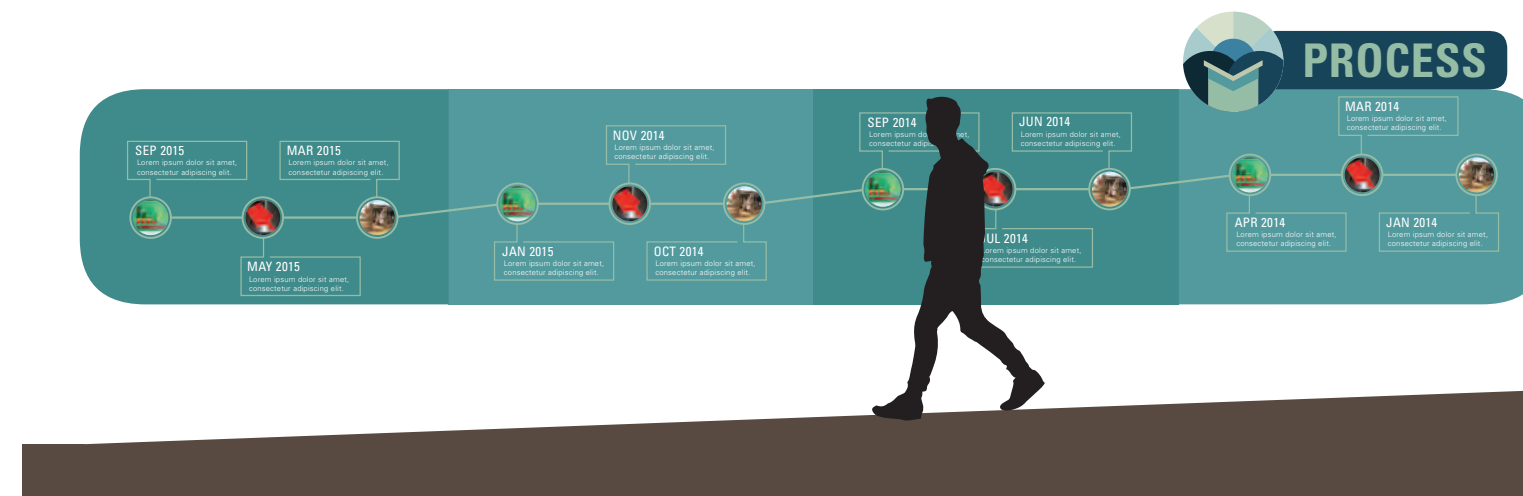
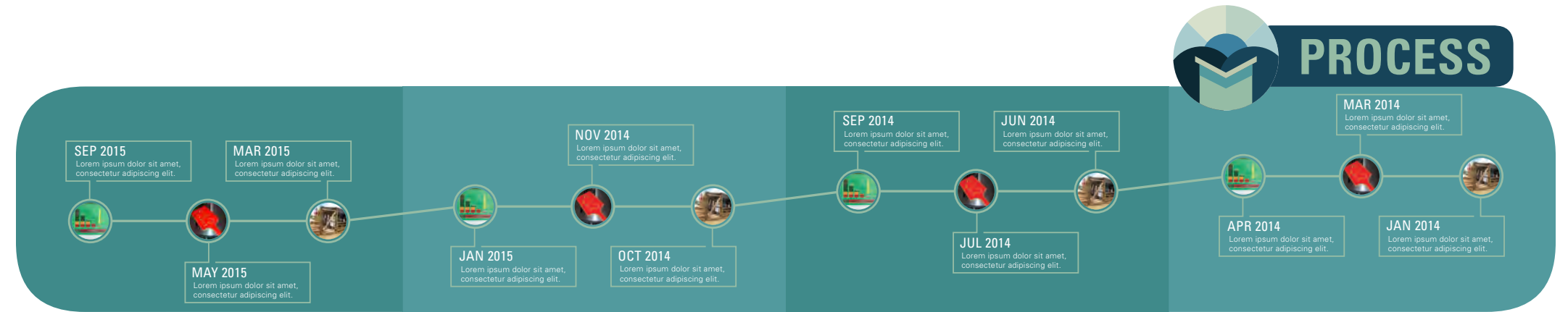
The tour guide will project supplementary material to assist with their presentation at various locations around the house. The content signage system mostly consists of infographics and quick wording, rather than body copy. The infographics can be animated if necessary to the presentation.



# SIGN SYSTEM

## CELEBRATORY SIGNAGE

At the end of the tour, the visitor will be able to view a timeline summarizing some major achievements regarding conceptualizing and building the Aggie Sol house.



**RECOGNITION SIGNAGE**

The recognition signage is found on the backside of the celebratory sign and can be viewed when the visitor follows the ramp, which wraps around the celebratory/recognition signs.

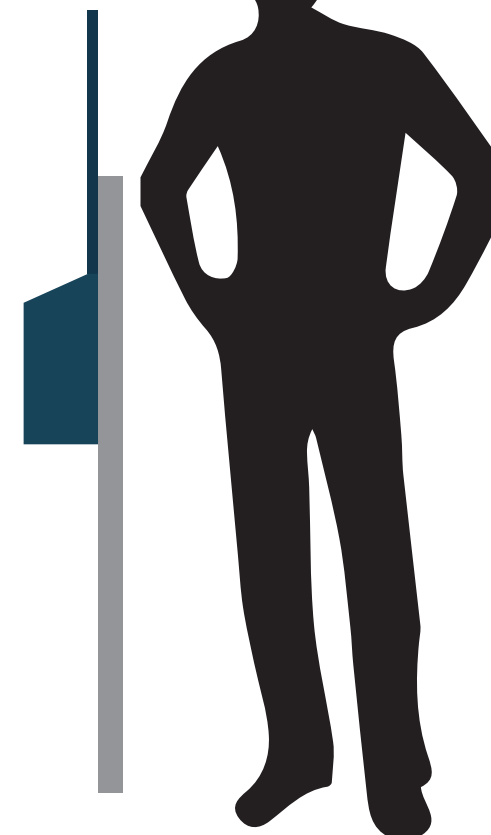
Each donor will either have their logo or a picture shown in addition to their name. At the end of the sign, it will thank the visitor for coming and include the Aggie Sol logo (with type treatment).



# SIGN SYSTEM

## REGULATORY SIGNAGE

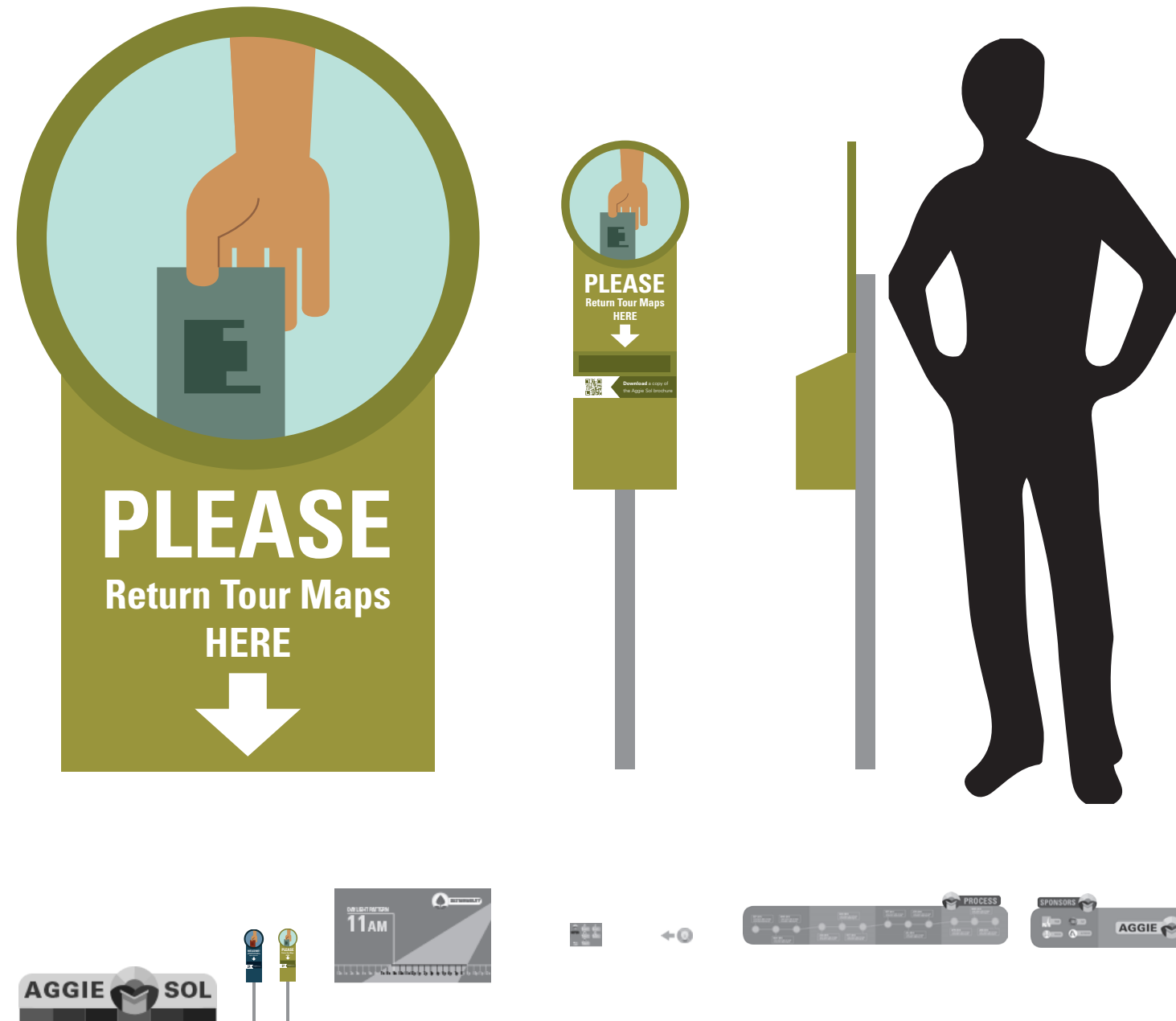
When a visitor arrives, they will be prompted to either take a map to Aggie Sol or scan a QR code to download the map onto their phone. A slot will be included in the sign where the maps can be taken.



**REGULATORY SIGNAGE (CONT.)**

The maps will be returned to the beginning of the tour for other visitors to use or, at the end of the Solar Decathlon competition, recycled.

The second regulatory signage also offers a QR code so that if a visitor wishes to download the map at the end of their tour, they have the option to do so.





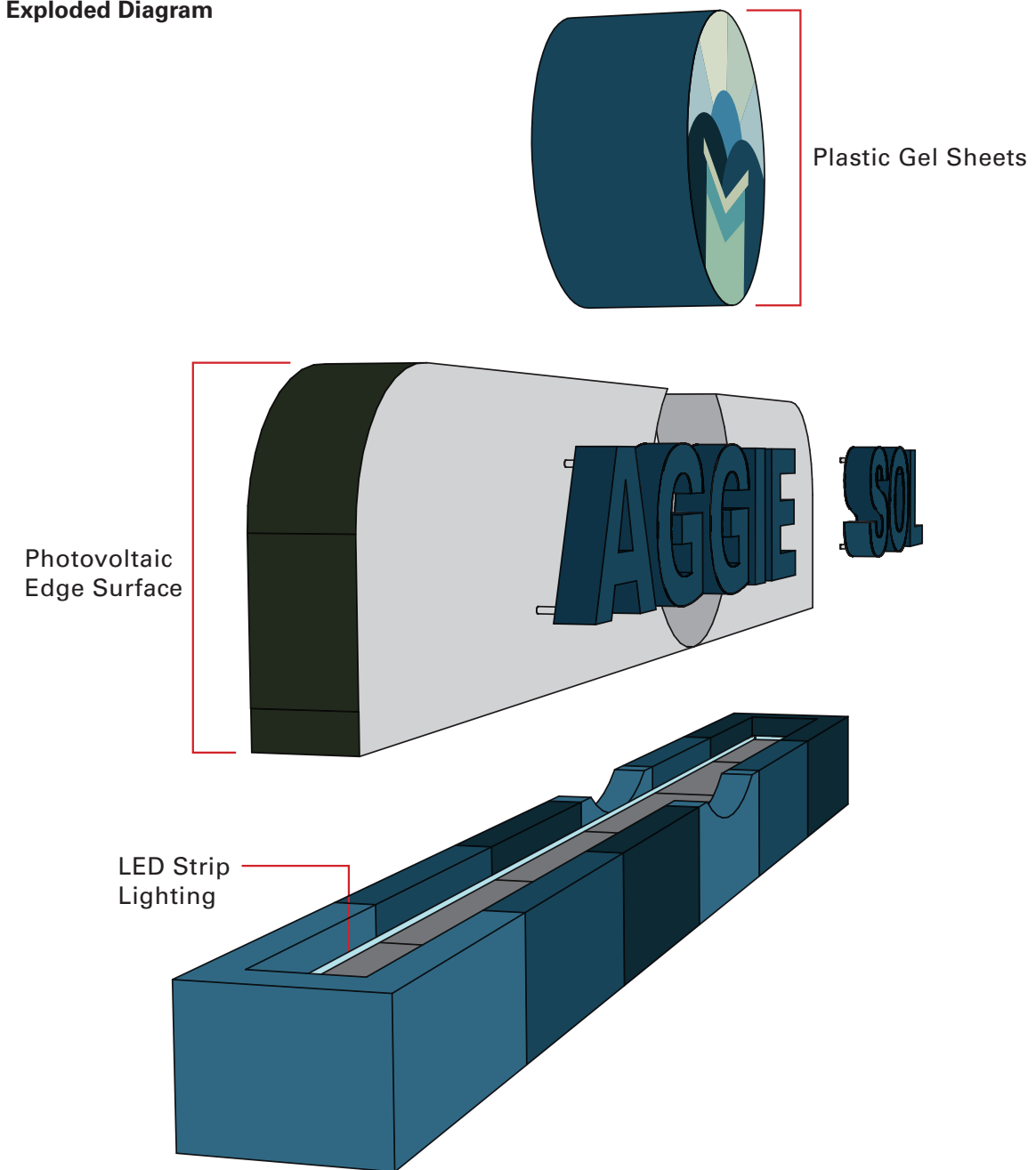


**IDENTIFICATION DETAIL**

The logo is displayed in a cylindrical container that rests within an aluminum box. The container is hollow with a shallow spotlight mounted inside.

The electricity needed to power the lights is supplied by solar panels integrated to the top and sides of the aluminum box. The self-sufficient power of the sign directly references the zero-net-energy mission of Aggie Sol.

**Exploded Diagram**



Identification signage detail shown at 100%.

# SIGNAGE DETAIL

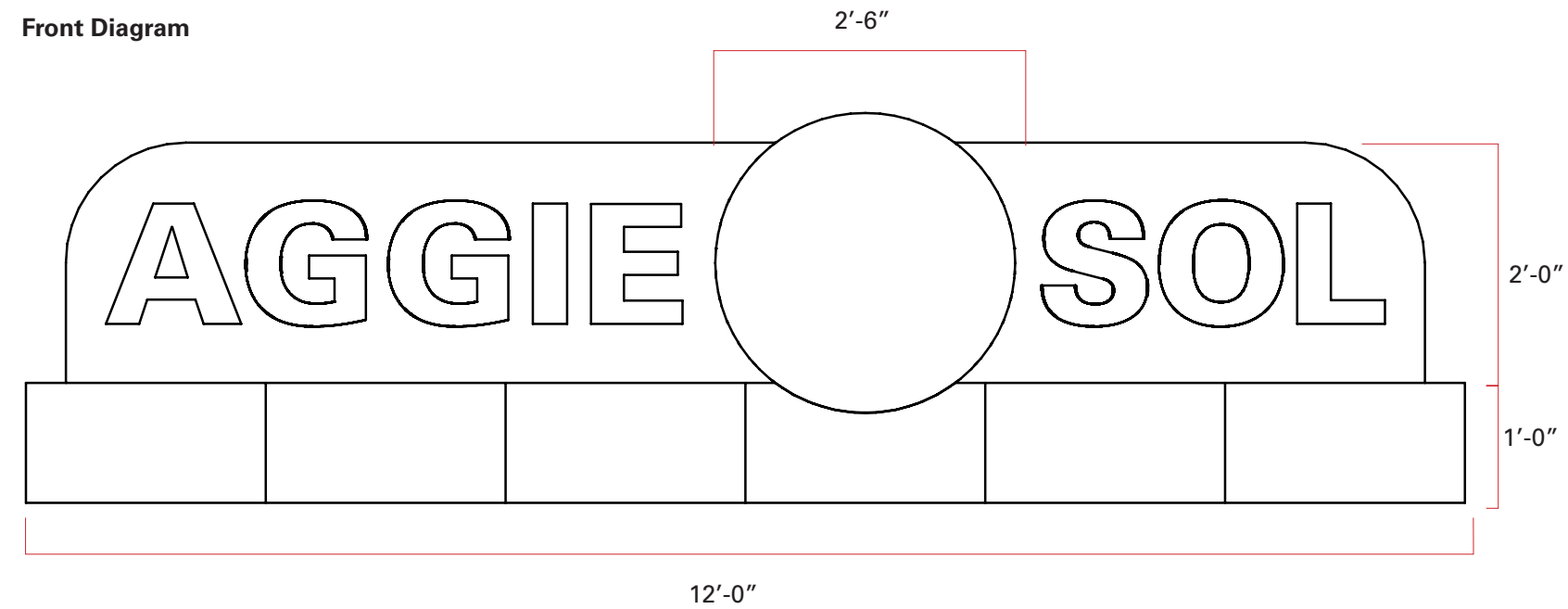
## IDENTIFICATION DETAIL (CONT.)

The identification sign is twelve feet long by three feet three inches tall. The 1' tall base houses a rounded-off aluminum box, which in turn houses the logo and wordmark.

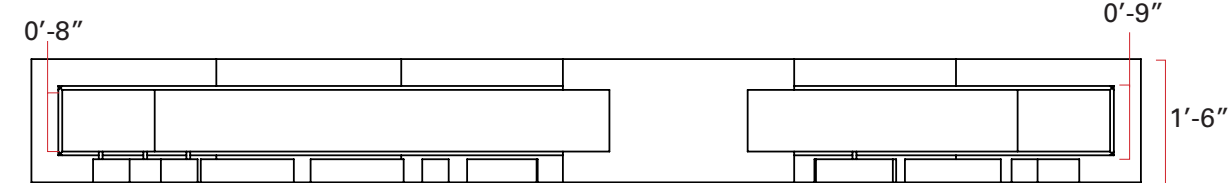
The letterforms are each twelve inches from baseline to capline. They are extruded to appear heavier, more substantial, and more authoritative. They are stood off one inch from the main sign surface with 1/4" diameter rivets.

At night, the spotlight illuminates the logo, which is composed of cut plastic gels. A strip of LED lights set into the base trough glow upward, lighting the sides of the aluminum box via a 1/2" cavity between the box and the base.

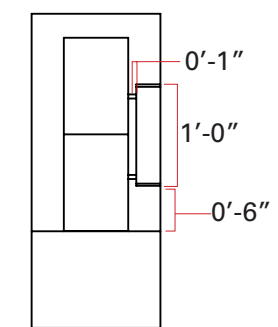
Front Diagram



Top Elevation



Left Elevation



## IDENTIFICATION

In-situ example of the identification signage. The identification signage would be found directly outside of the house so that it would be easily visible on the street Aggie Sol house is facing.

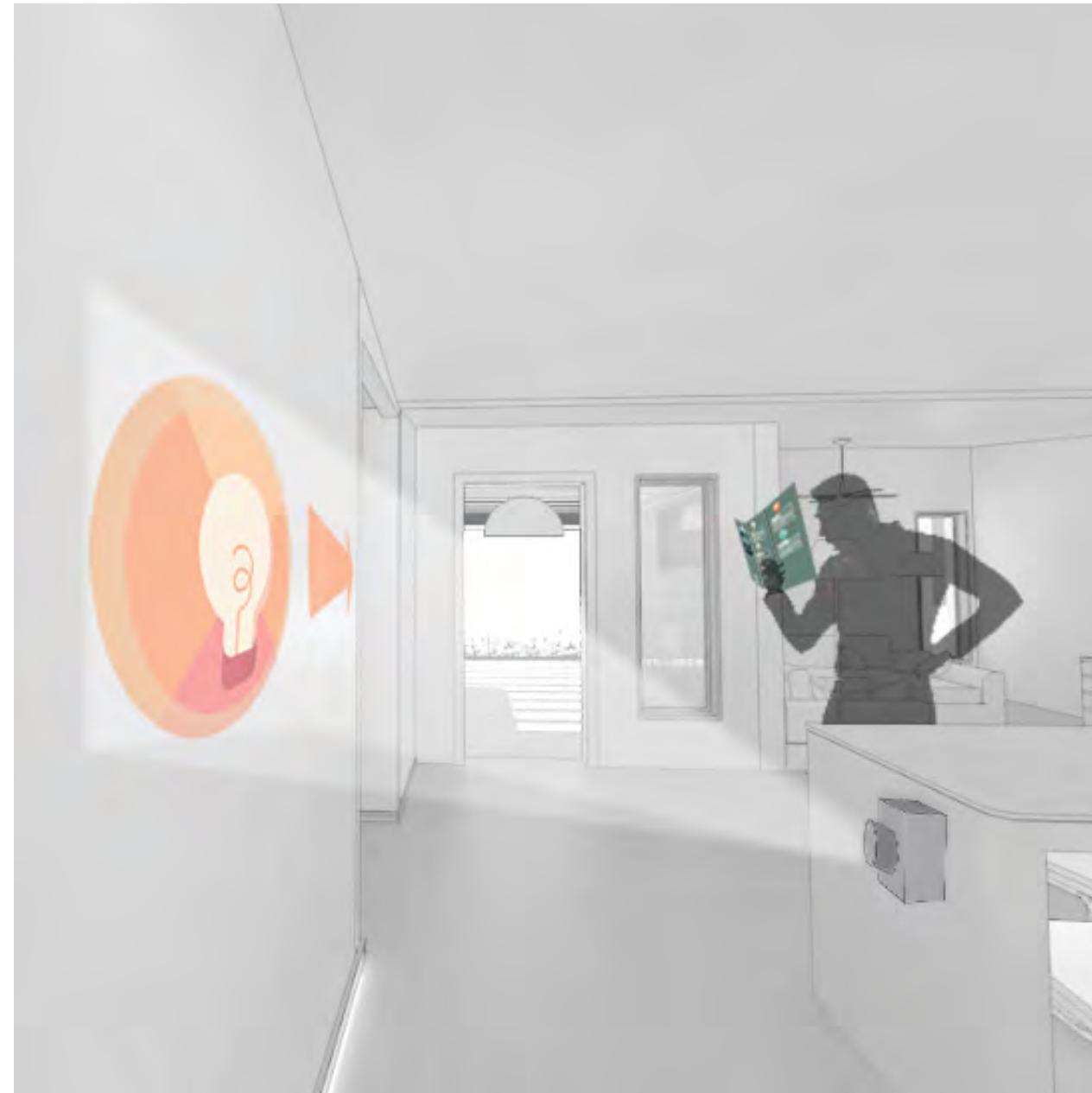


# SIGNAGE DETAIL

## ORIENTATION AND DIRECTIONAL

The directional signage will be found alongside certain walls to assist with wayfinding.

The map would be carried along with the visitor (or can be accessible by downloading it onto a phone via QR code located on the regulatory signs).



**CONTENT**

Content signage varies throughout the house depending on its location. Here it is shown in the living room exhibiting the net water reduction capabilities of Aggie Sol house.



# SIGNAGE DETAIL

## CELEBRATORY

The celebratory sign will be located at the very exit of the Aggie Sol house. It can be viewed as soon as the visitor exits the house.



**SPONSOR**

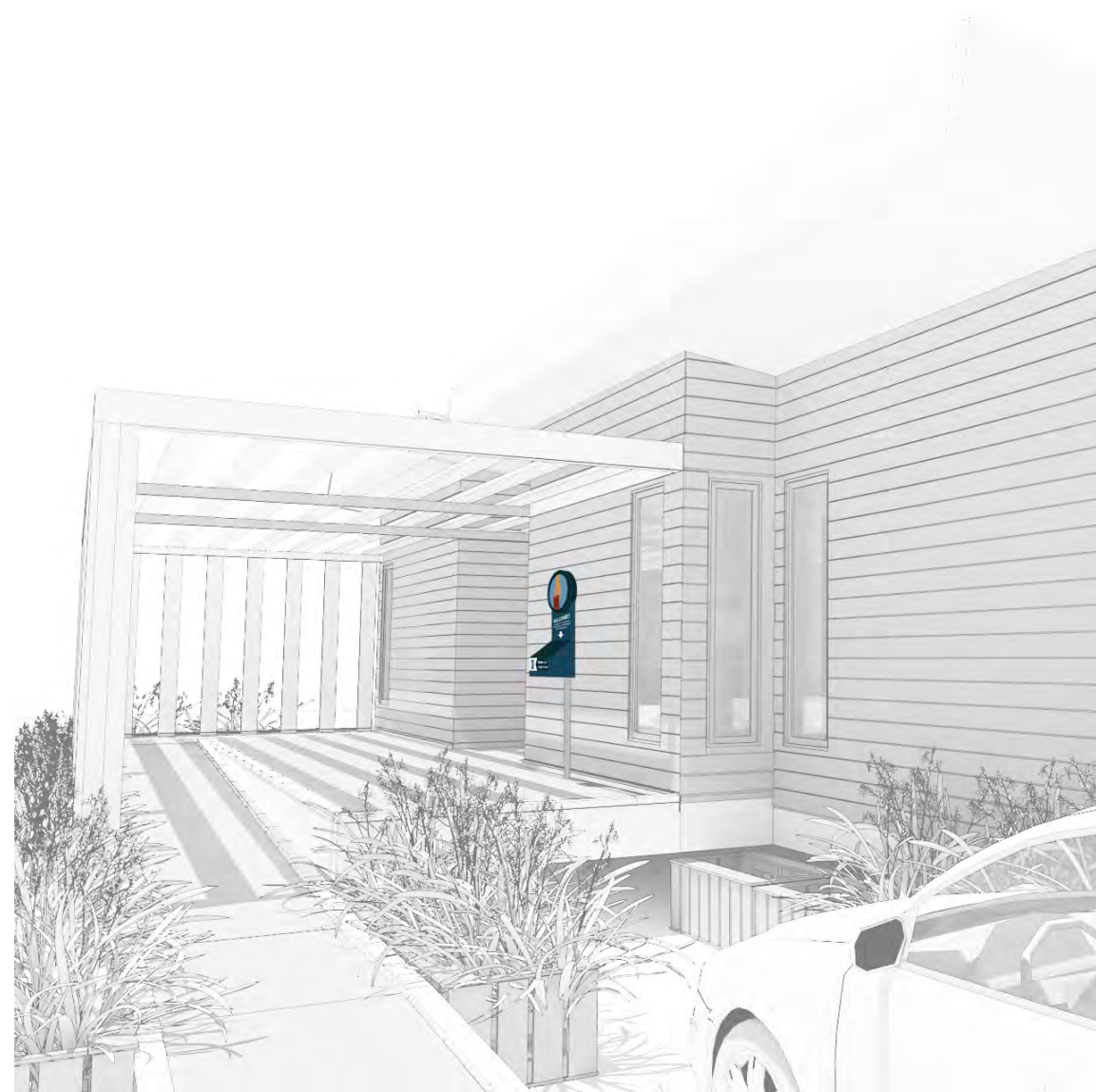
As the visitor wraps around the exit ramp they will see the Sponsor sign on the backside of the Celebratory sign.



# SIGNAGE DETAIL

## REGULATORY

Both regulatory signage will be found at the beginning and the end of the tour so that maps can be taken and then returned.



Entrance of Aggie Sol house.



Exit of Aggie Sol house.







**Aggie Sol House  
Process Manual**  
by Hannah Kan and Zack Jones  
for DES186 at UC Davis  
during Winter 2015