

**CREATE
YOUR
FUTURE**

WAYFINDING AND SIGNAGE SYSTEM FOR CALIFORNIA HALL

Jeremy Dang and Karissa Tom
DES 186 Winter 2019

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BACKGROUND



INTRODUCTION

Create Your Future is about capturing the creative spirit of California and motivating visitors to pursue their passions. Innovation is ingrained in the Californian mindset from the invention of blue jeans to the startups of Silicon Valley. Throughout history, people have traveled west to test their innovative ideas. Many of today's leading companies, like Apple and Disney, started in California. In California, the future is today.

SITE ANALYSIS

California Hall stands on the west of central campus at UC Davis. It is within walking distance of student hubs like the Quad. As the largest lecture hall on campus, this hall is designed for collaboration with shared tabletops and swivel seats. UC Davis, a research university, works to find new ways to innovate from agriculture to design. This campus stands as a place for learning methodology and experimenting new ideas.

AUDIENCE



Sin Dee Chang Student

As a first-year Aerospace Science and Engineering student, Cindy mainly navigates campus by walking from her Segundo dorm room. She likes to change up the places she studies. Because she is new to Davis, Cindy enjoys exploring different parts of campus.



Jack Homelawn Professor

Jack is a Animal Science professor lecturing at California Hall. As a former Aggie, he has lived in Davis for 34 years. Jack is passionate about his research and sharing his ideas. His main goal everyday is to inspire students. He walks from his research lab to get to the different halls.



Frank Muniz Student

Frank is a third-year Communications major and Art History minor. He is currently taking a Linguistics class in California Hall. As someone who is chronically running late, he needs quick navigation to get to the right room. Frank mainly gets around by bike or skateboard.



Mel Zendaya Young Professional

Mel currently works at UC Davis in the marketing department of Strategic Communications. She likes to take walks throughout her busy schedule to refresh her brain and get new ideas. During her break, Mel likes to go to California Hall to pick up an iced chai and get fresh air.

BACKGROUND PROJECT OVERVIEW



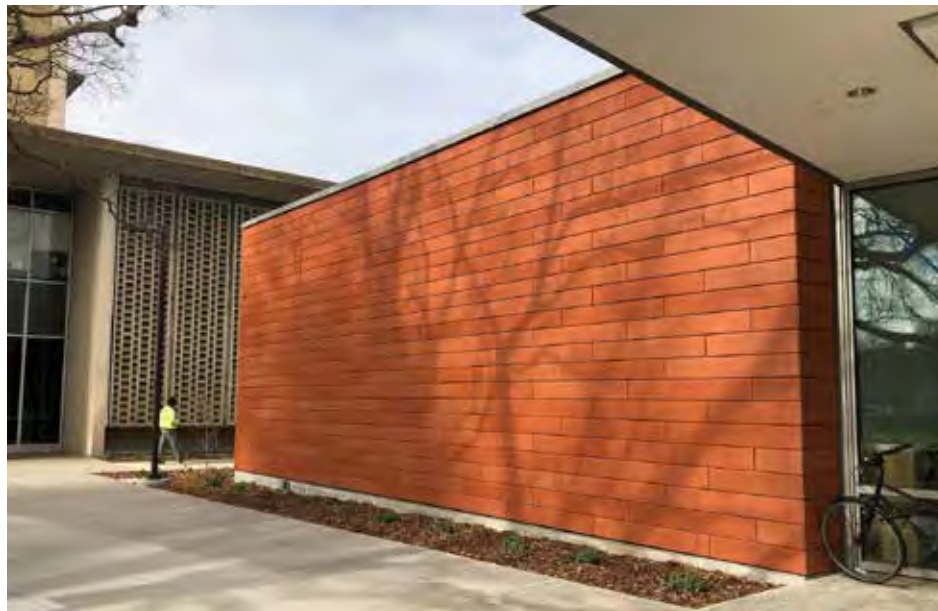
View of building from across the street.



Front entrance features wall of glass windows.



Right side features wall of glass windows and extended space.



Front entrance and right side features "brick" wall.



White poles in front entrance hold white patio.

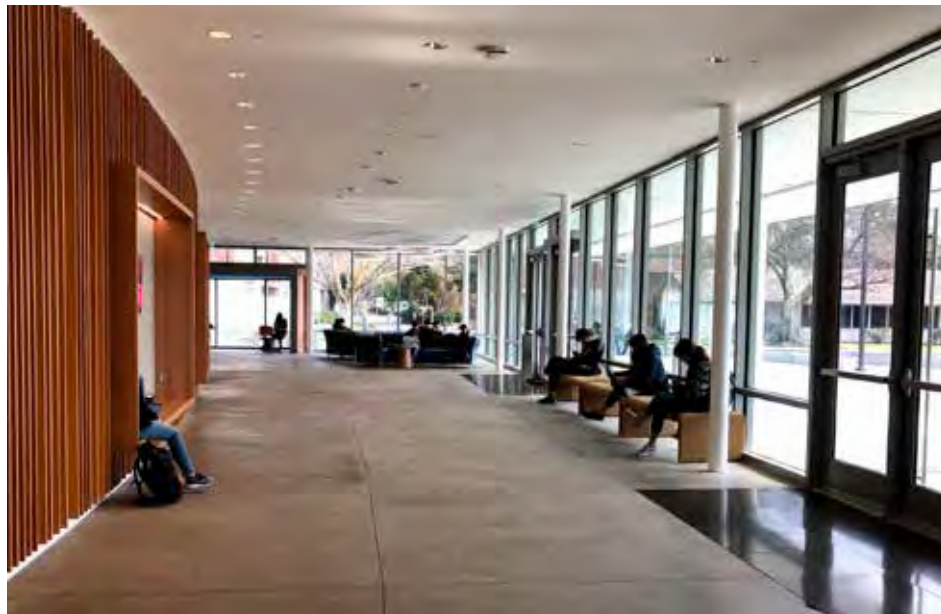


Outdoor seating.

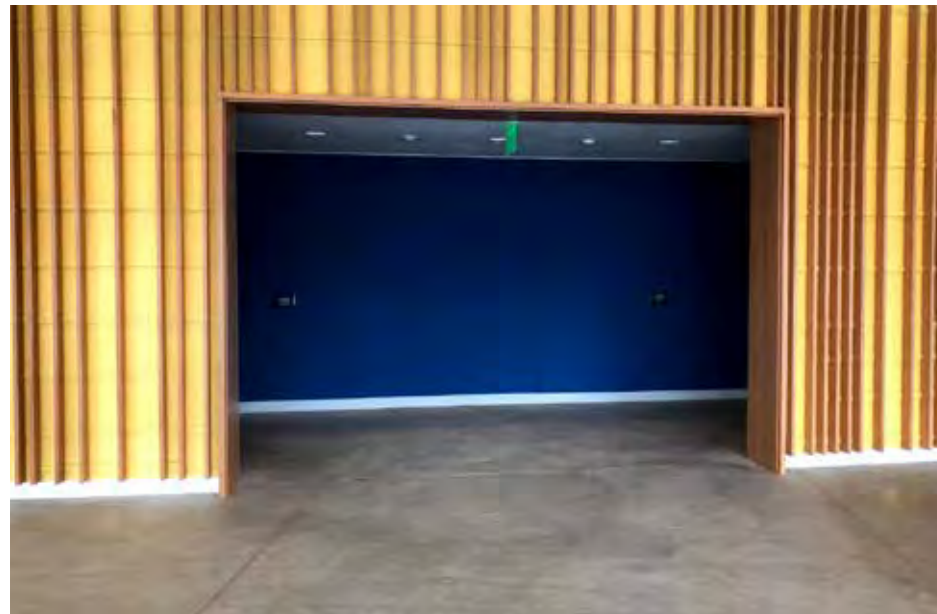
LOOKBOOK SITE EXTERIOR

Outside, the hall has several different materials including glass, metal and a "brick" texture. The exterior shape is flat and angular.

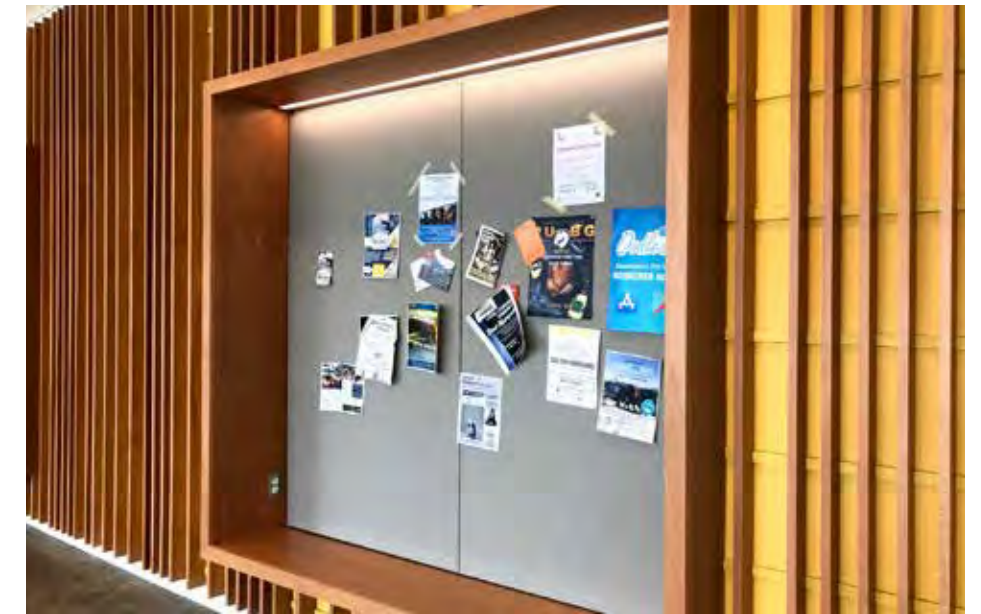
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Open lobby space and lighting from windows.



Entrance to lecture room.



Wall features panels of wood in addition to bulletin board and seating area.



Left side of lobby features study lounge with sofas.



Circular light fixtures hang above seating area.

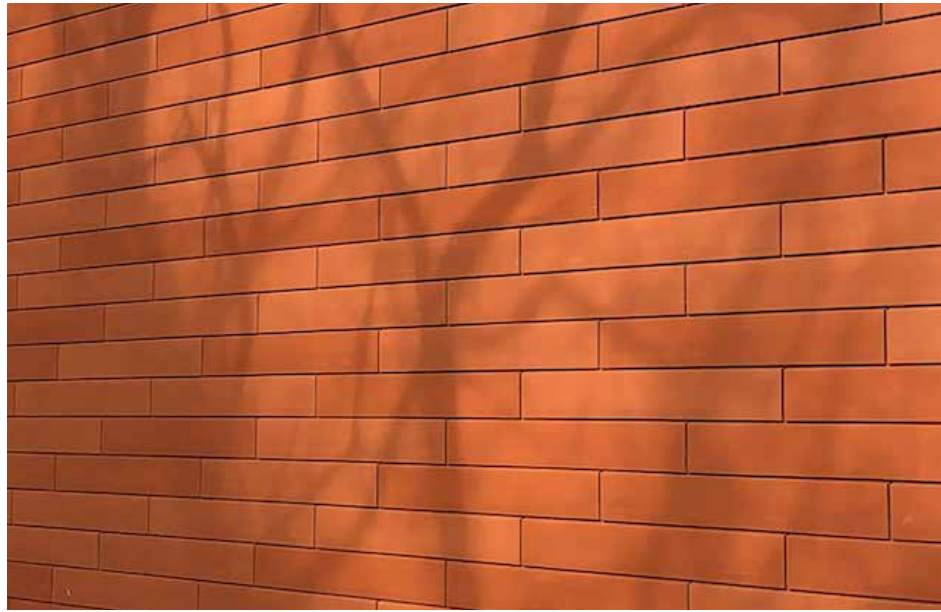


Inner left side of structure features study lounge with chairs and desks.

LOOKBOOK SITE INTERIOR

Inside, the study areas use maple wood and colored fabric to draw attention to different elements throughout the space. A combination of sunlight and overhead lights are used to light the area.

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Exterior — “brick” like wall.



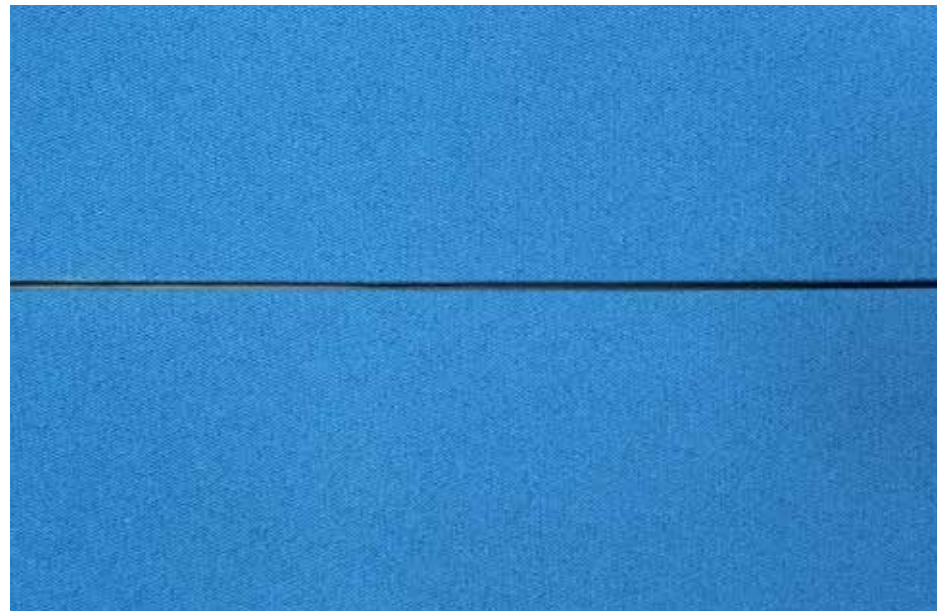
Exterior — glass windows and concrete floors.



Interior — wooden panels.



Interior — wooden ceiling panels.



Interior — soft material.



Interior — concrete floor.

LOOKBOOK
SITE MATERIALS

California Hall uses different textures throughout the building to create a sense of consistency and tactility.

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Banners for San Francisco International LGBT Film Festival. Rainbow gradient type.



California exhibition at The Design Museum. Orange-pink gradient and halftone textures.



Signage for Manetti Shrem Museum. Purple-yellow gradient.



Signage for Parisian Prix Emile Hermès exhibition. Yellow-blue gradient.



Art piece in LA. Blue-yellow gradient.



Sign system by Mind Design. Purple-pink-blue gradient type.

LOOKBOOK COMPARABLE VISUAL IDENTITIES

Inspiration came from existing visual identities and artworks.

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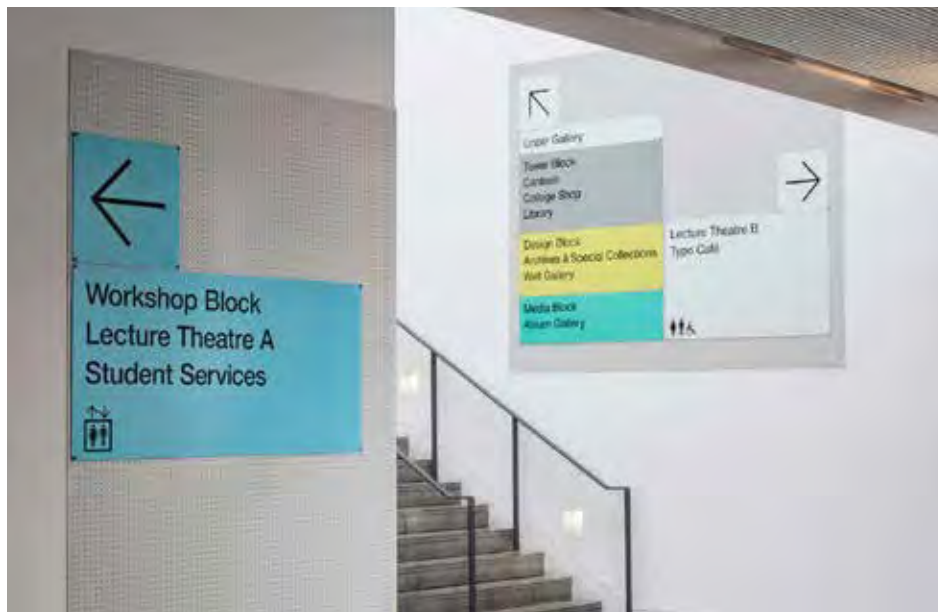
Inspirational Signs by Susan O'Malley, an installation of posters displayed in the public.



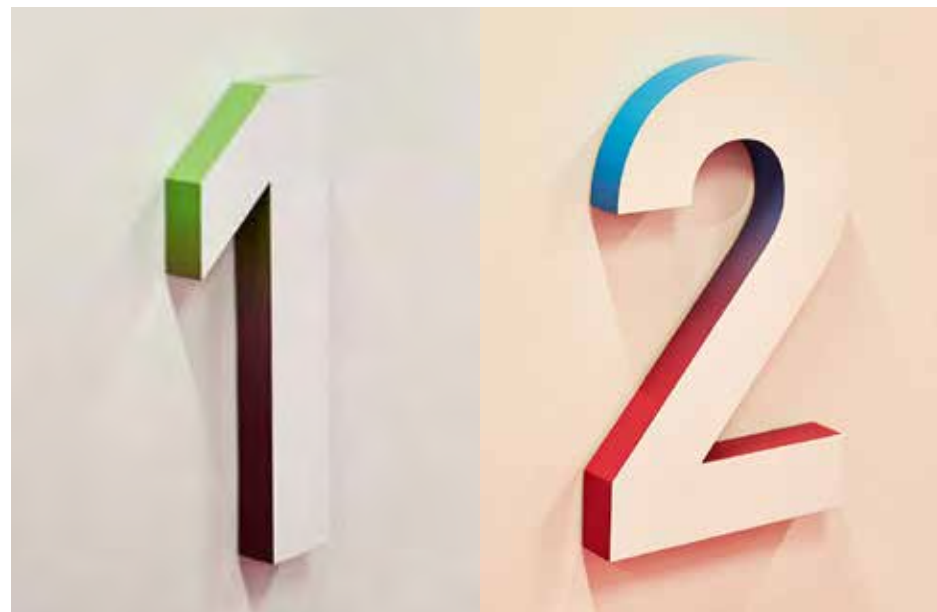
Raw Color exhibition signage, inspired by commercial signage and supermarket shelving.



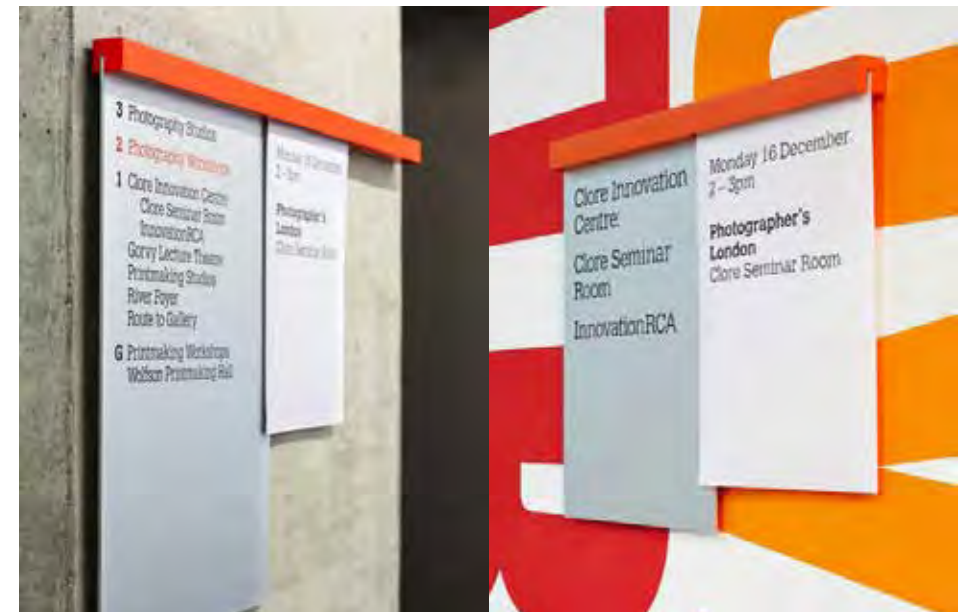
Signage for the Royal College of Art, dots on the wall hold posters and flyers for daily events.



London College of Communications by Pentagram, an adaptable sign system for a constantly changing building.



Level numbers with gradient edges to identify the floor that visitors are on.



Signage for the Royal College of Art, a simple aluminum rail holds a permanent element and A4 paper for events.

LOOKBOOK PROFESSIONAL EXAMPLES

VISUAL IDENTITY



LOGO

The wordmark is set in a bold font that calls towards the strength and resilience of California. The progressive nature of the west coast often works to bring innovation into reality. The heavy weight reflects the bold strides Californian research has made. The slight slant pushes it to the future. The font stands as a juxtaposition against the soft gradient.

PRIMARY LOGO

CALIFORNIA HALL

TYPOGRAPHY

Titling Gothic FB Condensed was chosen for its various weights and versatility. The Black version is suitable for the logo while Medium and Regular are used on smaller signs. The condensed letterforms fit more information into smaller spaces.

LOGO TYPE

Titling Gothic FB Condensed Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SIGNAGE TYPE

Titling Gothic FB Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Titling Gothic FB Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

VISUAL IDENTITY GRAPHICS PALETTE

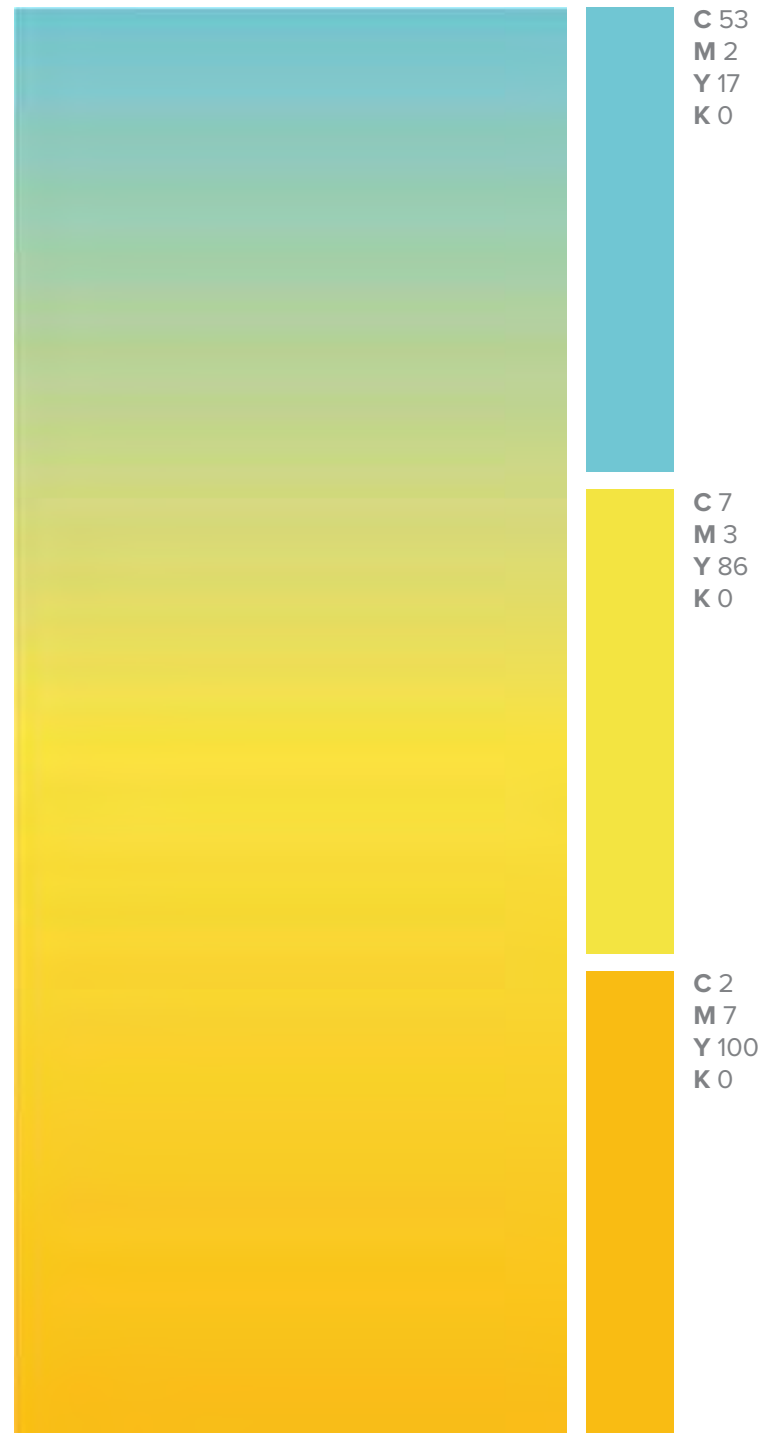
During the research phase, a survey was sent out to understand what key colors/themes students associate with California. According to the data, students mainly thought of blue and yellow. Other associations include sunsets, beaches and opportunity. This research was incorporated into the graphics.

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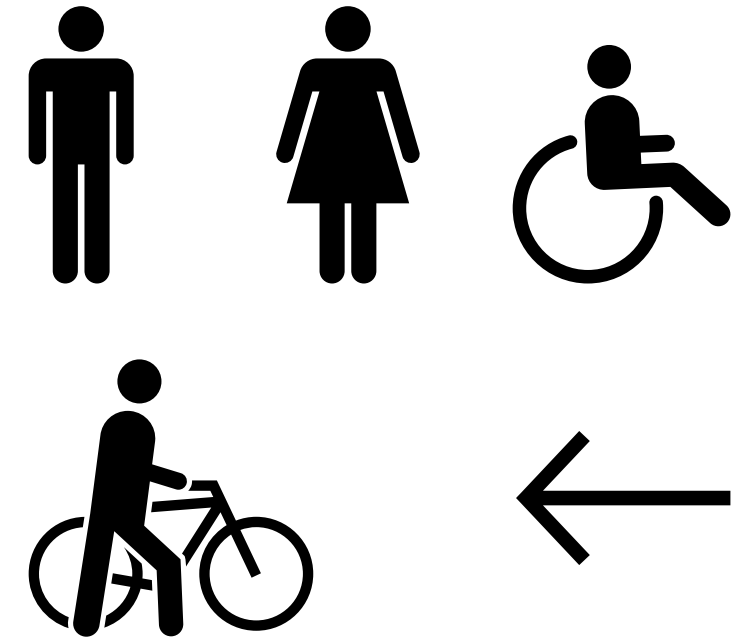
COLOR

A gradient fading from a sky blue to a golden orange contain the main colors used throughout this project. The soft, almost pastel colors are inspired by the blue Pacific Ocean and warm, yellow sunshine. The gradient is reminiscent of a sunrise, symbolic of an era of innovation thinking. In California, the future is today.

For years, California has been a hub for innovation from Silicon Valley to agricultural research. The fading colors further symbolize the diversity of thinking and interdisciplinary work. By choosing non-traditional University of California blue and yellow tones, the gradient looks towards the future while honoring the past.

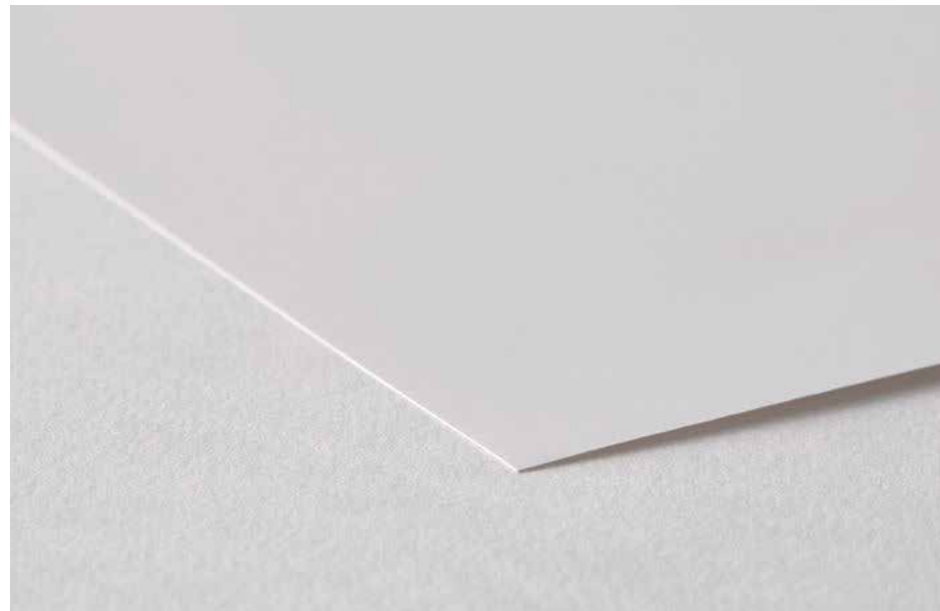


ICONS





Aluminum for the tactile map.



Paper for the posters.



Powder-coated steel for outdoor structures.



Vinyl for the gradient edge and sign lettering.



Maple wood for the poster slats.



Plastic for the signs.

VISUAL IDENTITY
MATERIALS PALETTE

SIGNAGE





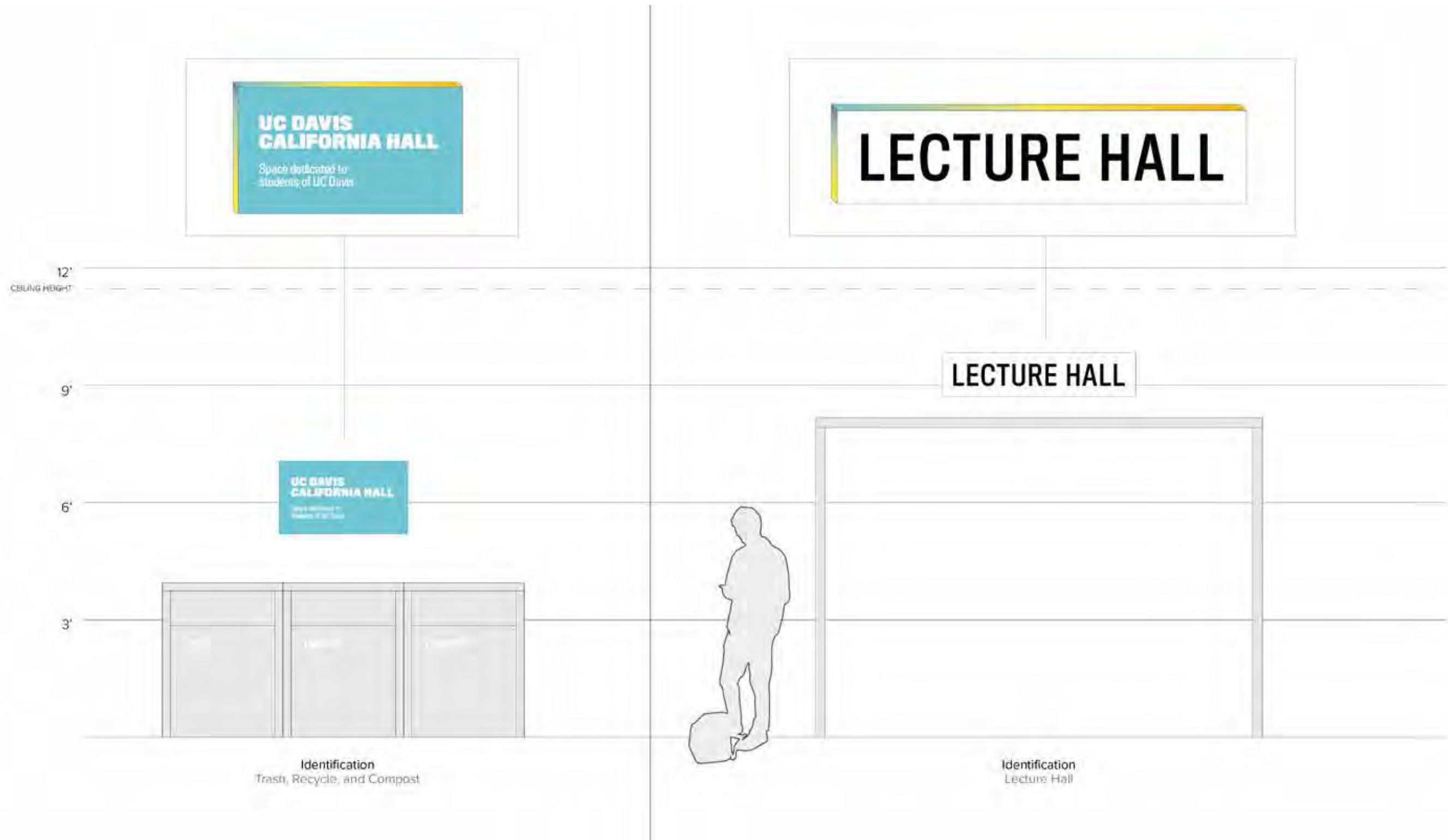
SIGNAGE
SITE LOCATION PLAN

The Site Location Plan maps out the existing signage in the building along with the new sign system.



SIGNAGE
PRELIMINARY DESIGN SKETCHES

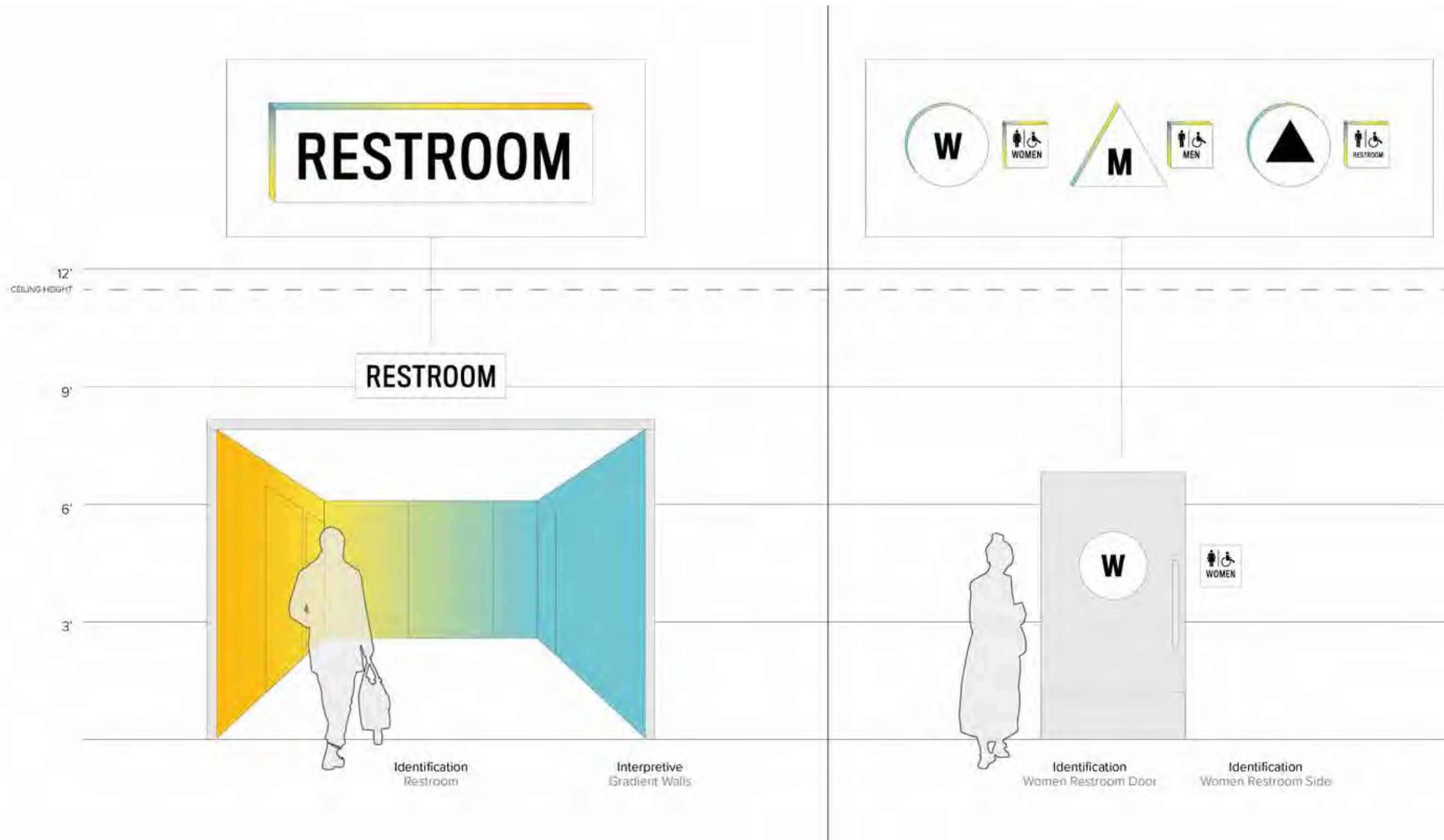
In the sketches, different sign types were explored. Many early concepts worked through the idea of modular elements to reflect constantly evolving innovation.



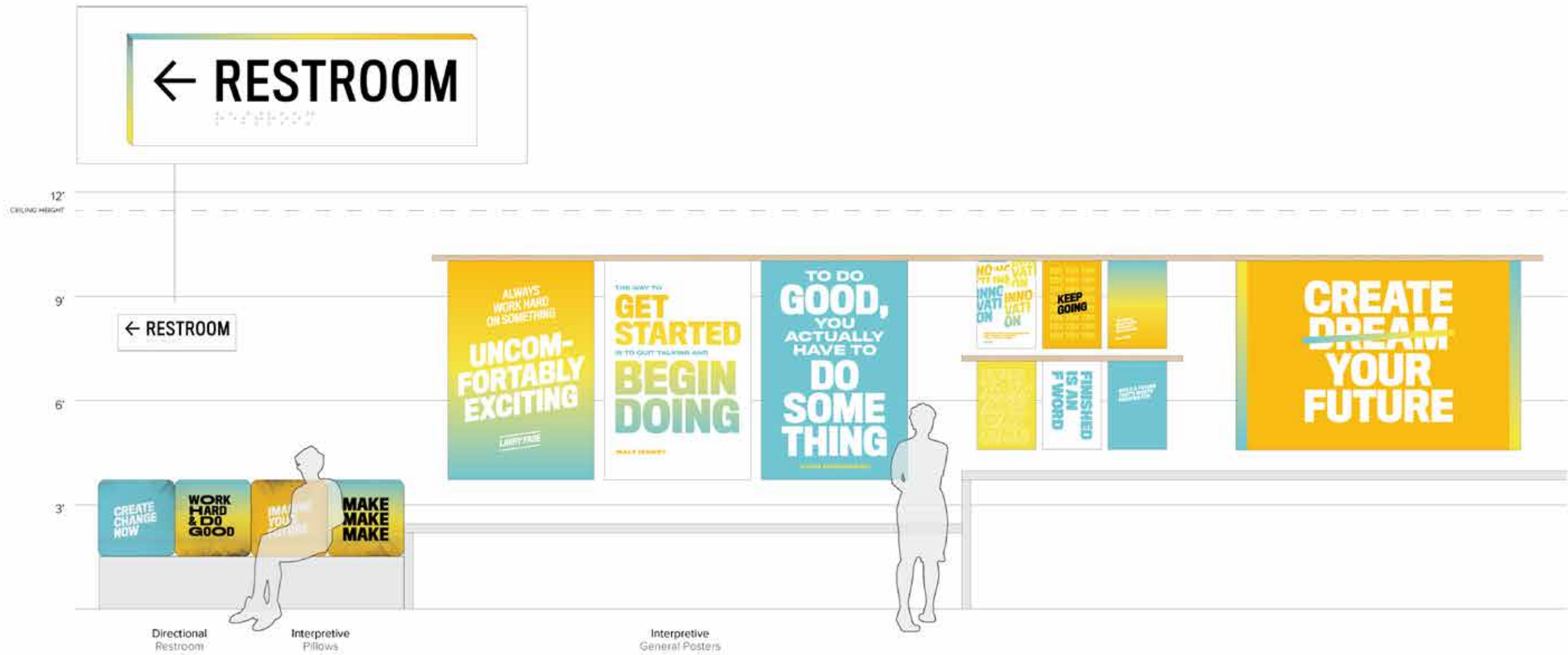
SIGNAGE
VOCABULARY OF SIGN TYPES

The Vocabulary of Sign Types is an overview of the signage system as a whole.

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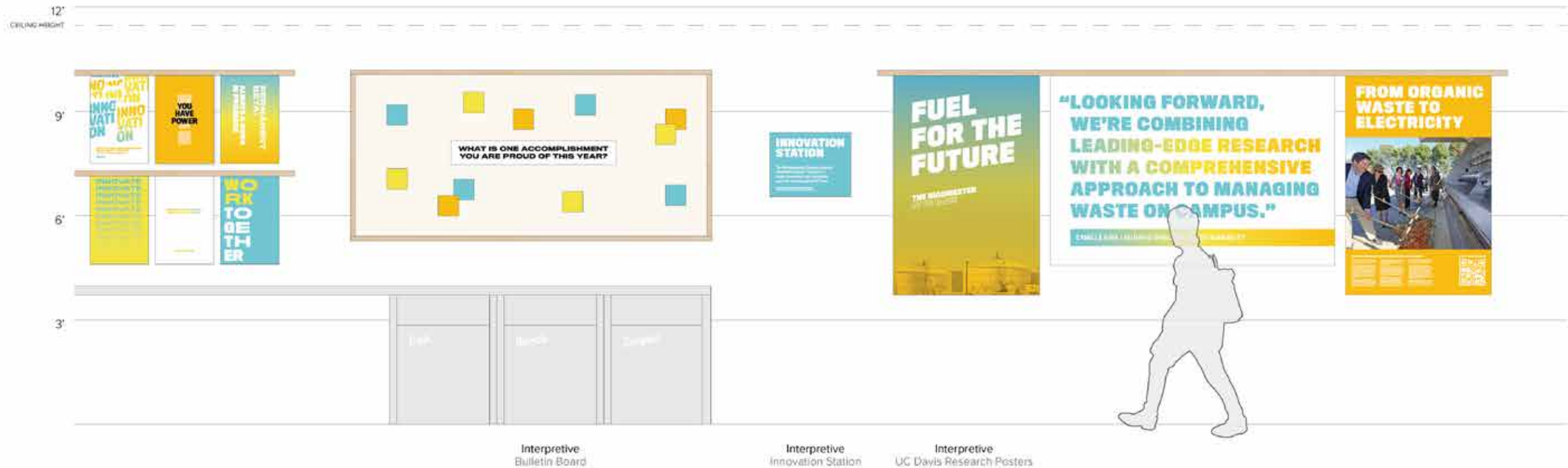
SIGNAGE
VOCABULARY OF SIGN TYPES



SIGNAGE
VOCABULARY OF SIGN TYPES

Quotations from famous Californian innovators are used throughout the sign system to motivate visitors.

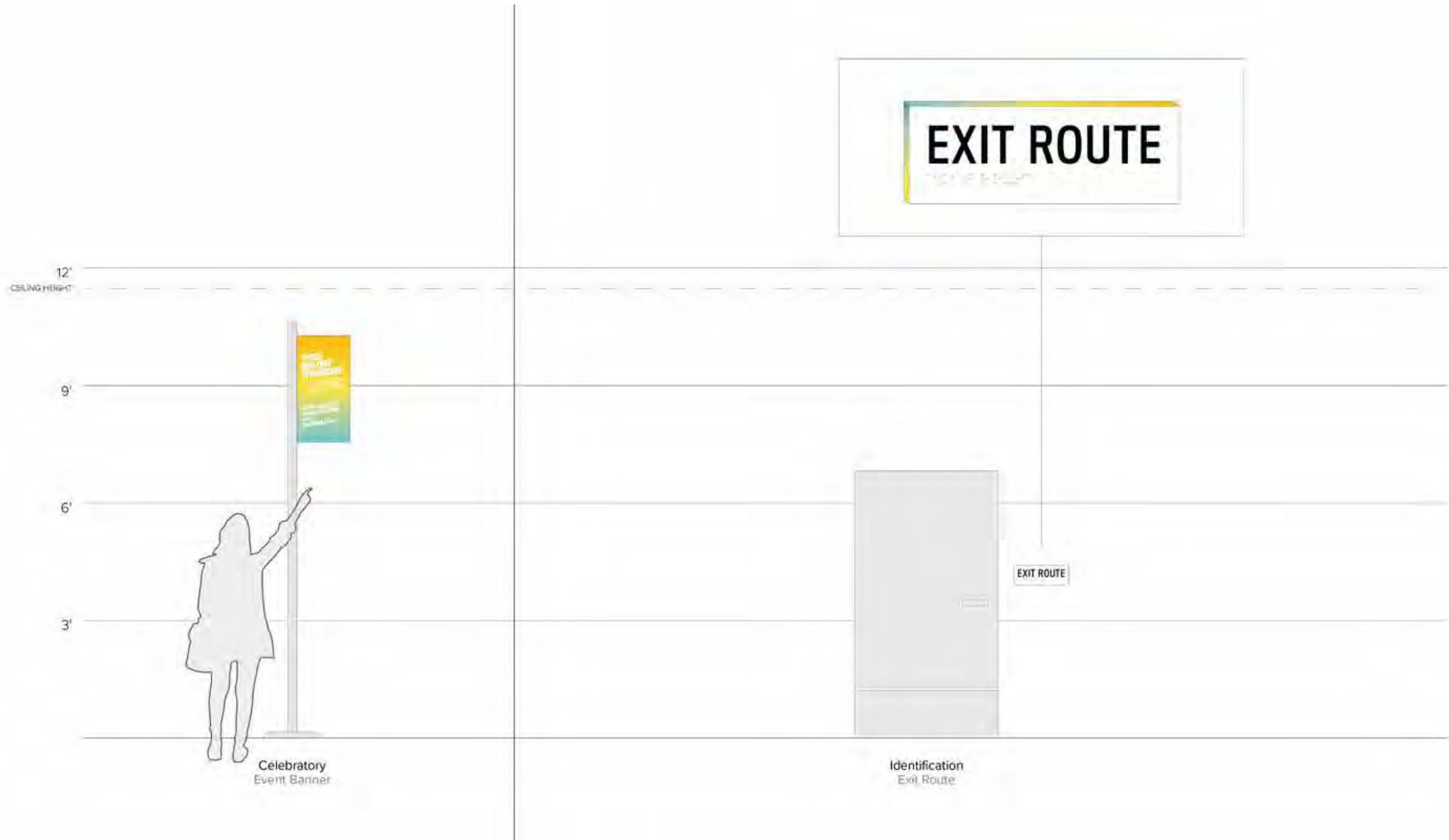
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SIGNAGE
VOCABULARY OF SIGN TYPES



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 VOCABULARY OF SIGN TYPES



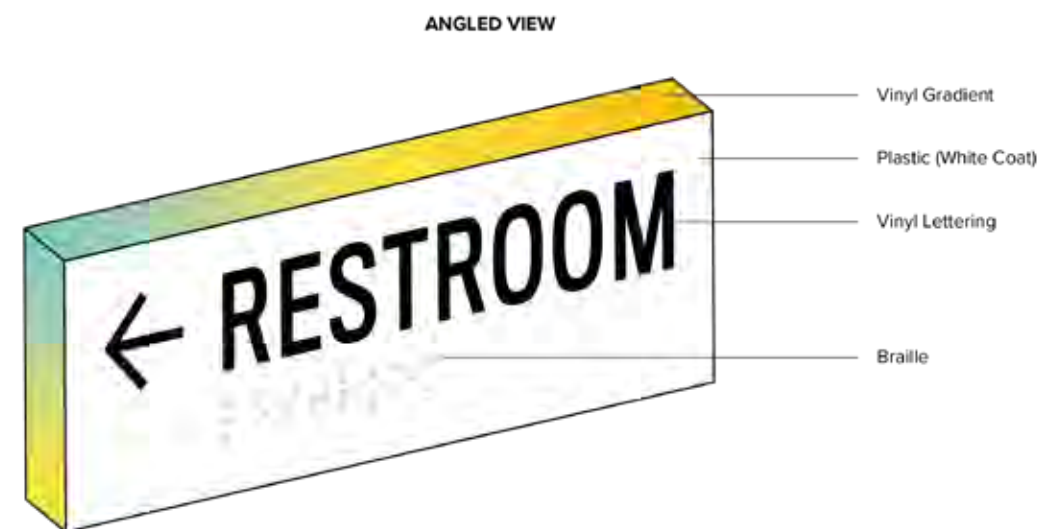
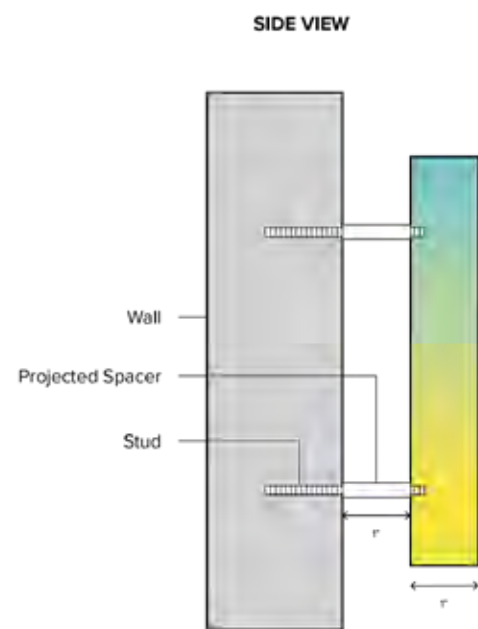
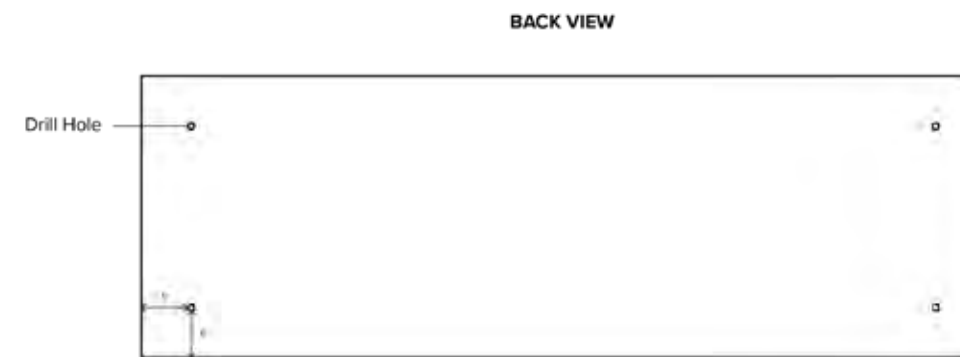
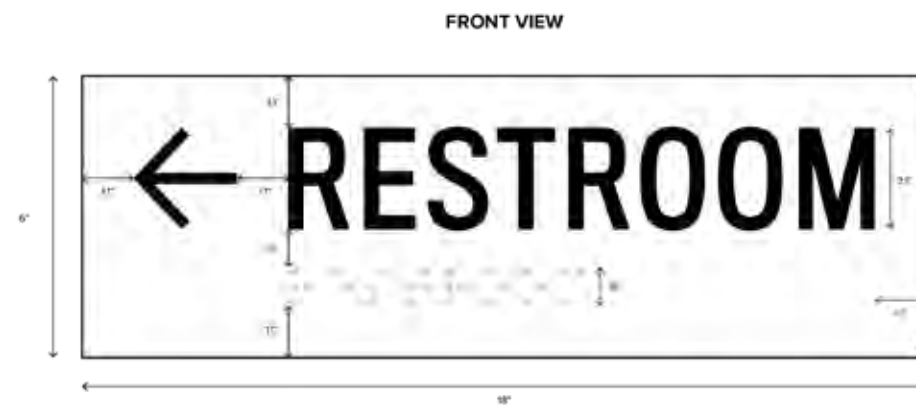
SIGNAGE
 VOCABULARY OF SIGN TYPES



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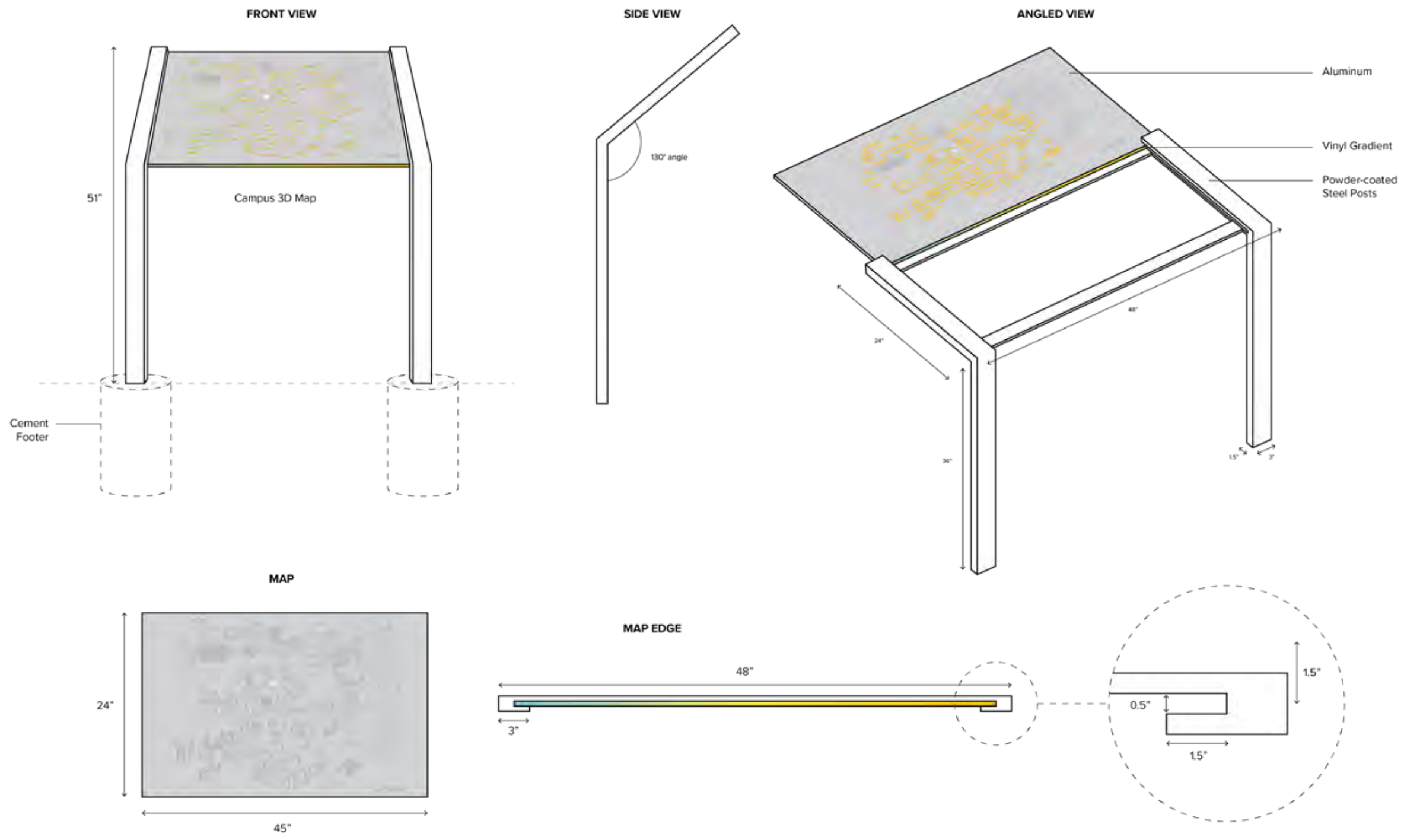


SIGNAGE
VOCABULARY OF SIGN TYPES



SIGNAGE
DETAILED SPECIFICATIONS, DIRECTIONAL

Detailed renderings of 2 different sign types.



SIGNAGE
 DETAILED SPECIFICATIONS, ORIENTATION



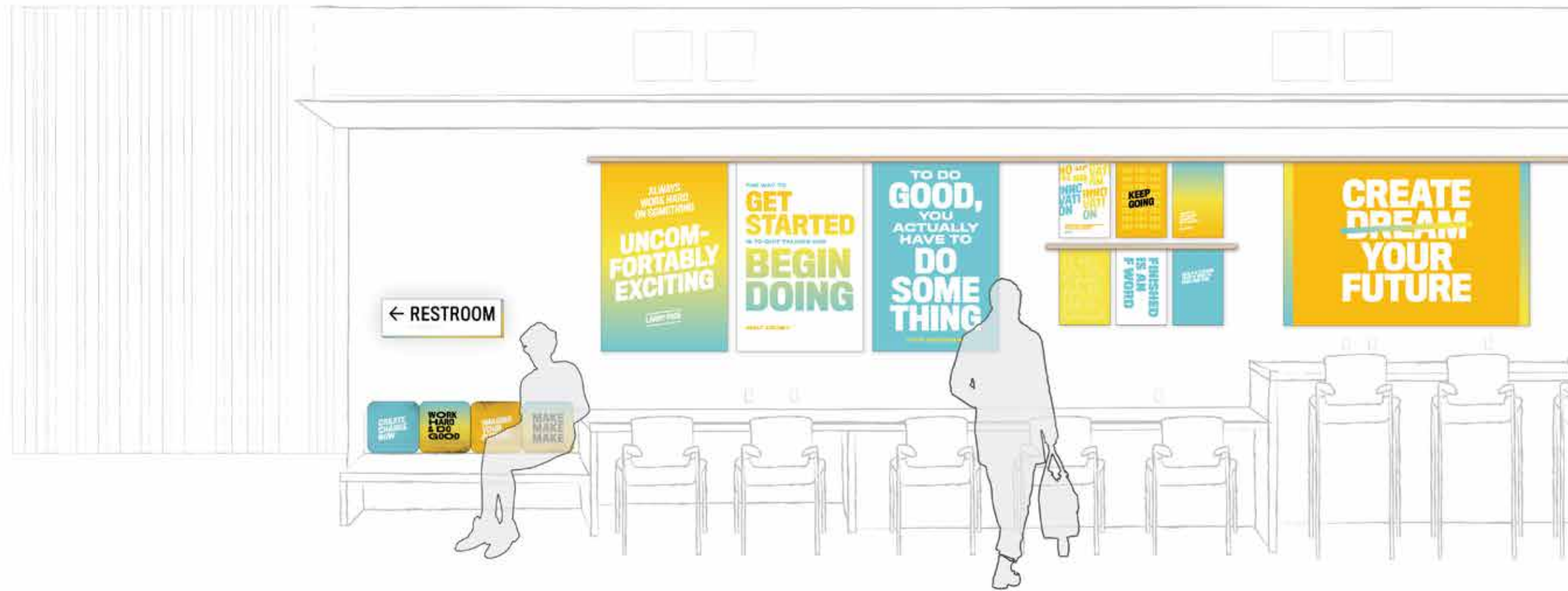
SIGNAGE
IN-SITU RENDERING, EXTERIOR

An overview of the various sign types on site.

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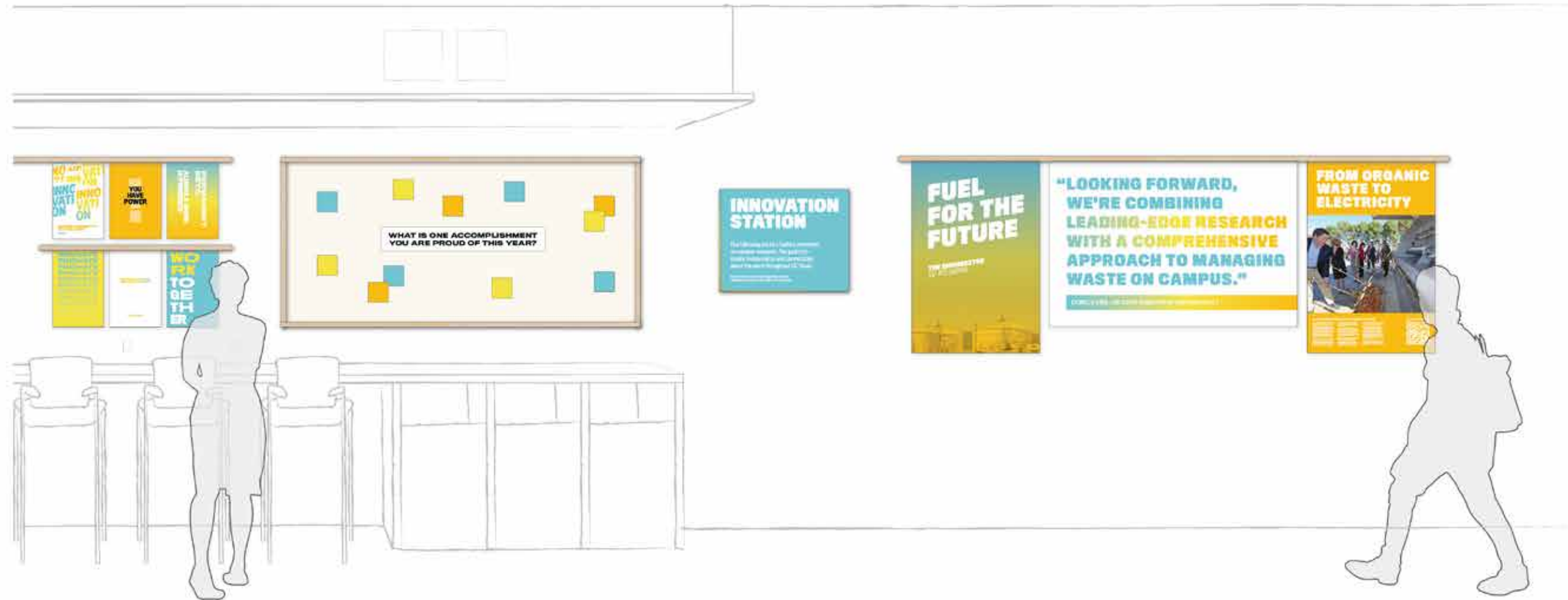


SIGNAGE
IN-SITU RENDERING, EXTERIOR



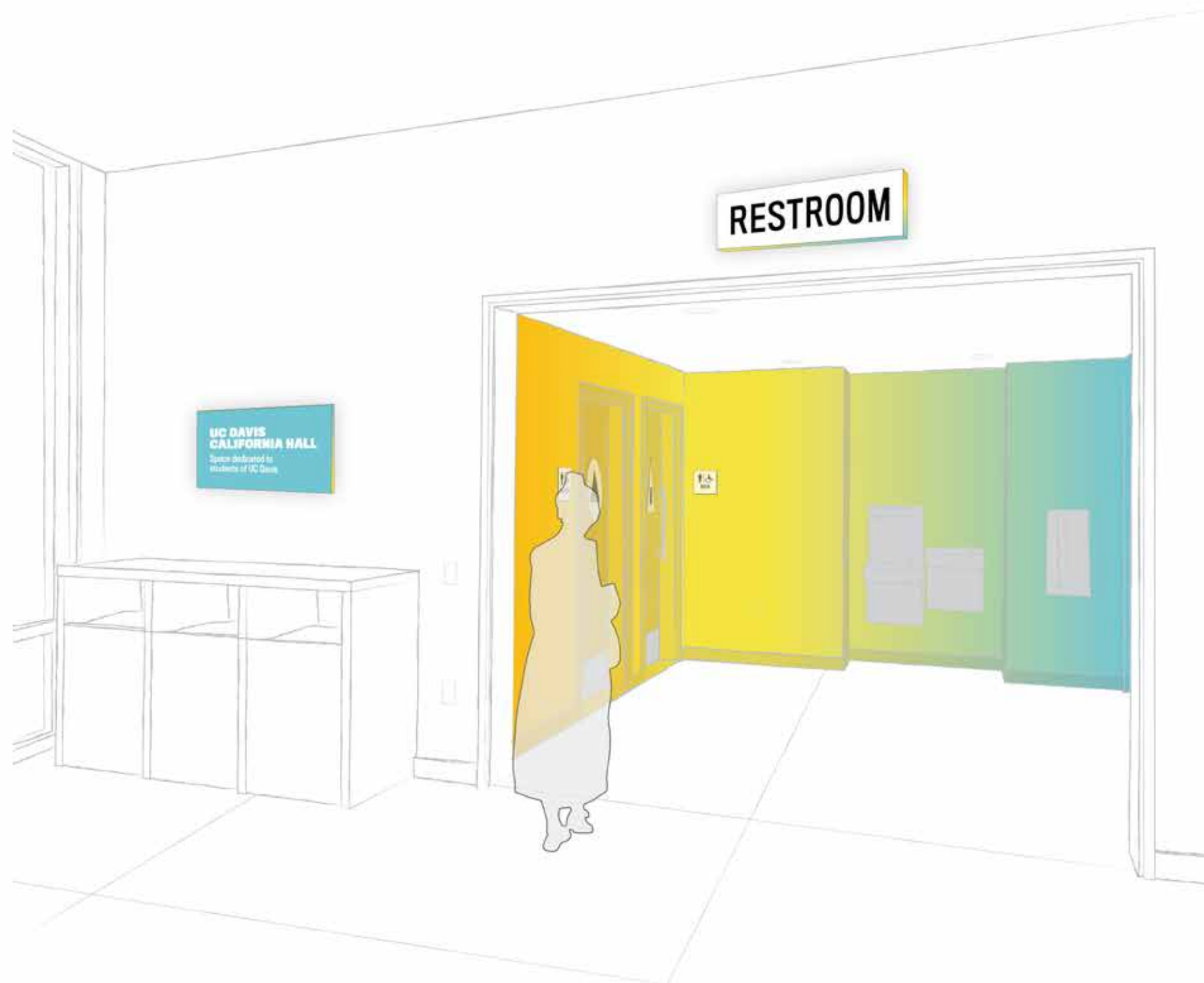
SIGNAGE
IN-SITU RENDERING, INTERIOR

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SIGNAGE
IN-SITU RENDERING, INTERIOR

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IN-SITU RENDERING, INTERIOR

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