

# CREATE YOUR FUTURE

## WAYFINDING AND SIGNAGE SYSTEM FOR CALIFORNIA HALL

Innovation is ingrained in the Californian mindset, from the invention of blue jeans to the startups of Silicon Valley. Create Your Future aims to capture the creative spirit of our state and motivate visitors to pursue their passions. Through new signage and empowering posters, California Hall is transformed into a place of innovation.

The graphic identity abstracts the transformative and creative aspect of California through use of color. A gradient fading from a sky blue to a golden orange is used throughout our system, relating to a sunrise and symbolizing an era of inventive thinking. Quotes from California innovators and motivational phrases are displayed in a bold sans-serif to shout out California's innovative thinking.



### SITE EVALUATION/EXISTING CONDITIONS

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.



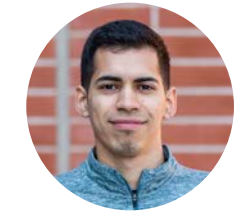
### AUDIENCE PERSONAS



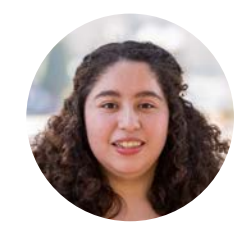
**Sin Dee Chang Student**  
As a first-year Aerospace Science and Engineering student, Cindy mainly navigates campus by walking from her Segundo dorm room. She likes to change up the places she studies. Because she is new to Davis, Cindy enjoys exploring different parts of campus.



**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 campus by bike or skateboard.



**Mei Zendaya Young Professional**  
Mei 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, Mei likes to go to California Hall to pick up an iced chai and get fresh air.

### LOOK BOOK



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



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



Art piece in LA. Blue-yellow gradient.



Inspirational Signs by Susan O'Malley, an installation of posters.



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



Signage for the Royal College of Art with a simple aluminum rail.

### 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.

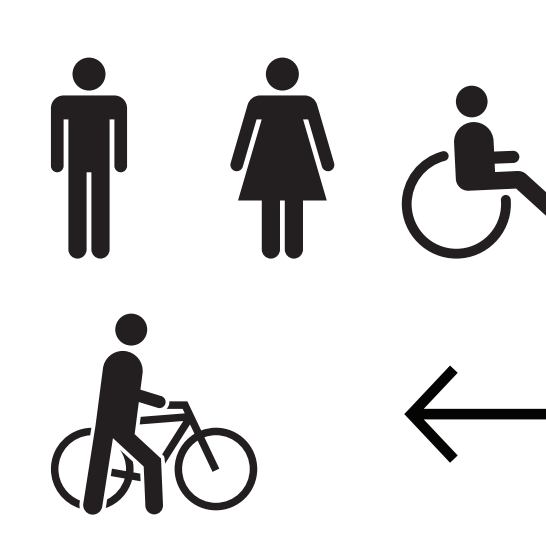
# CALIFORNIA HALL

#### COLOR

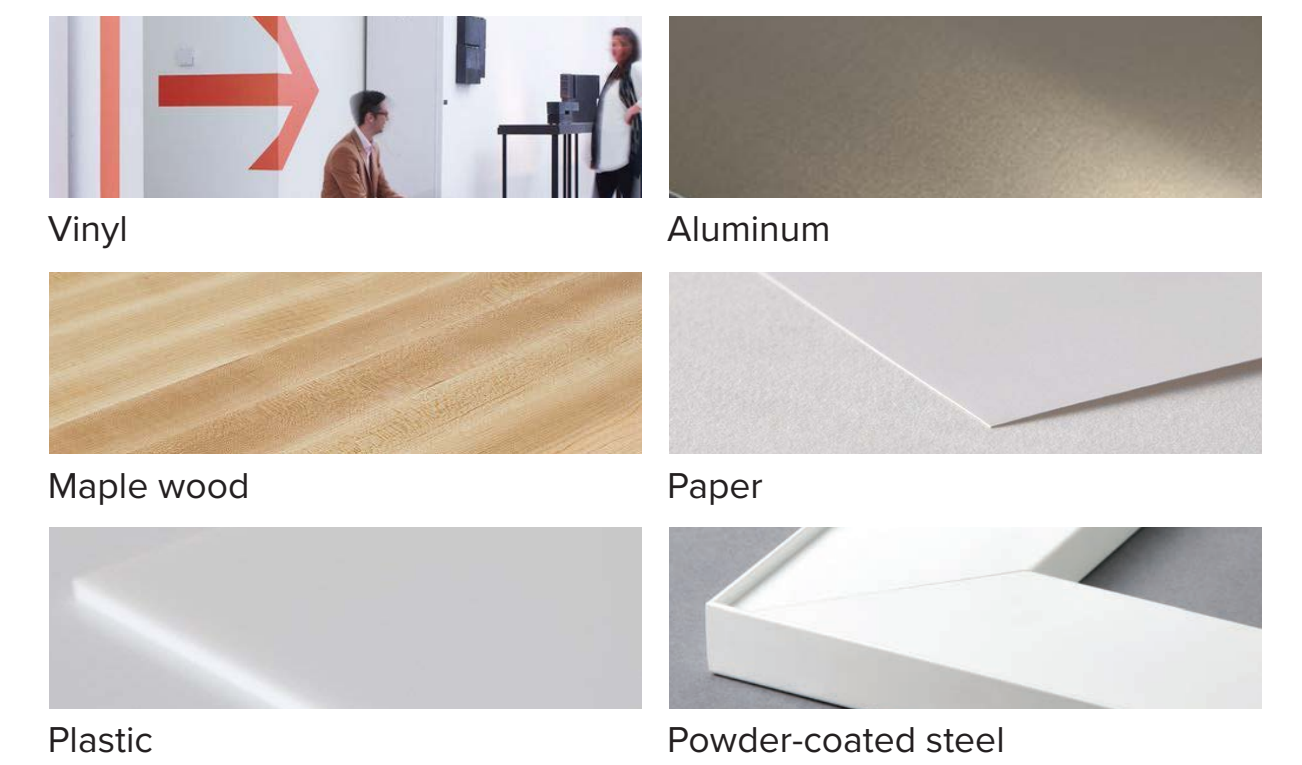
A gradient fading from a sky blue to a golden orange contain the main colors used throughout this project. The soft, almost pastel colors are inspired by the blue Pacific Ocean and warm, yellow sunshine.



#### SYMBOLS



#### MATERIALS



#### TYPOGRAPHY

##### Logo Type

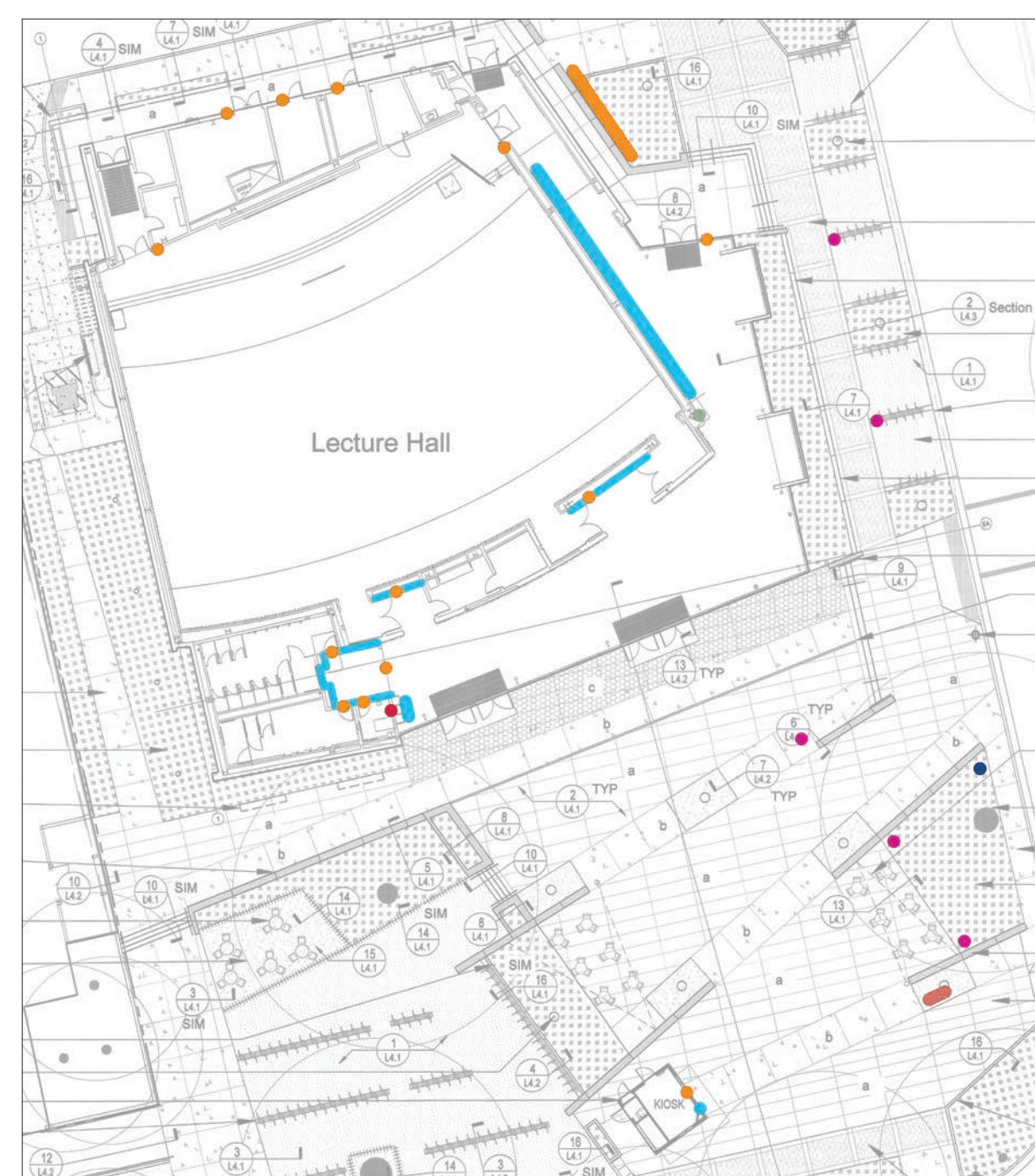
**Titling Gothic FB Condensed Black**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

##### Signage Type

**Titling Gothic FB Condensed Medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Titling Gothic FB Condensed Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### SITE LOCATION PLAN



- IDENTIFICATION
- ORIENTATION
- DIRECTIONAL
- REGULATORY
- HONORARY
- CELEBRATORY
- INTERPRETIVE

### VOCABULARY OF SIGNS

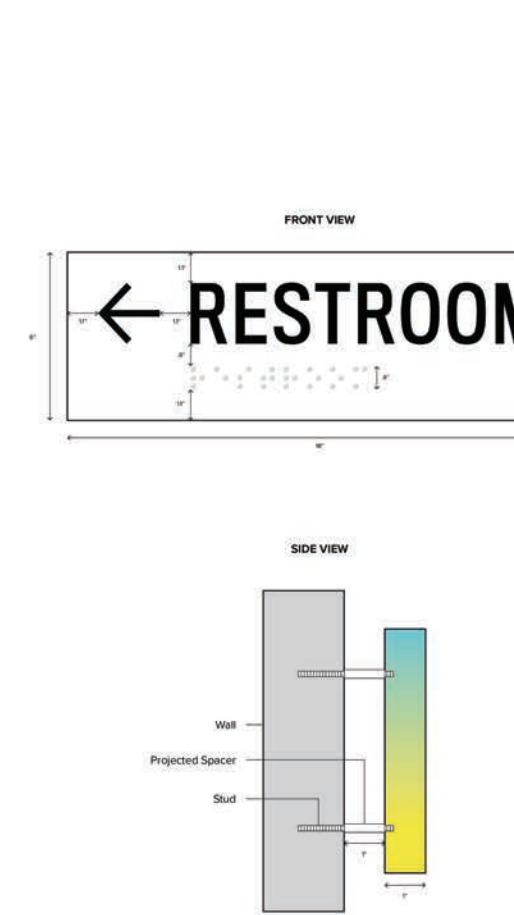


### IN SITU RENDERINGS



### SIGN DETAIL

#### DIRECTIONAL, RESTROOM



#### ORIENTATION, TACTILE MAP

