

**THE**  
**GOLDEN**  
**HOUR** WAYFINDING  
& SIGNAGE  
SYSTEM FOR  
CALIFORNIA HALL



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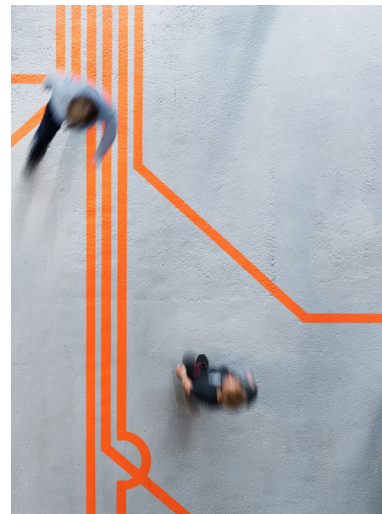
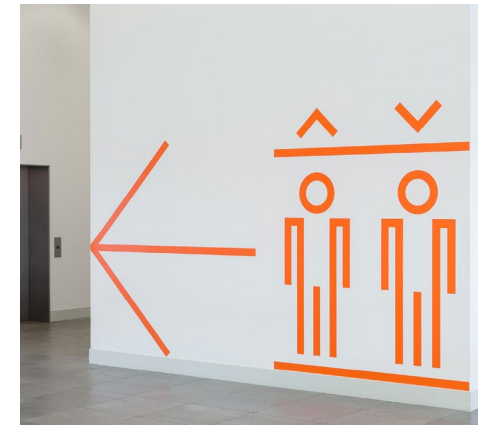
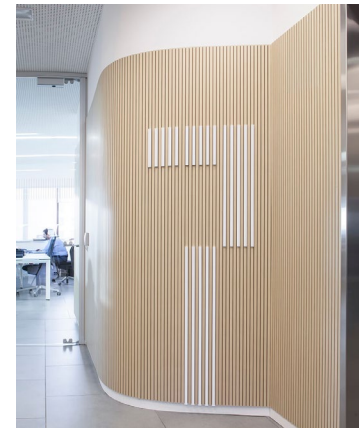
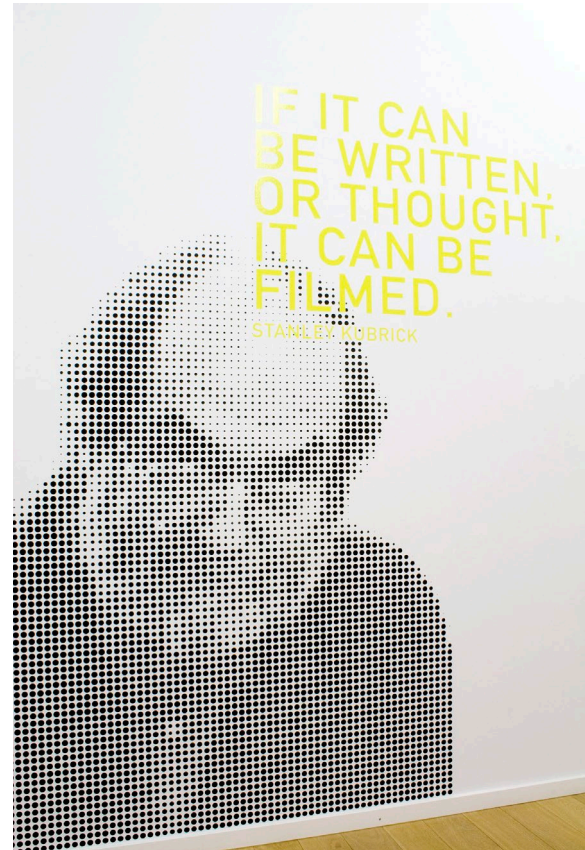
# CALIFORNIA HALL

## PROJECT DESCRIPTION

### **GOLDEN HOUR**

For the signage system, the main source of inspiration is Californian nature and its golden light. From refreshing coastal beaches, to beautiful redwood forests, to hot open deserts, California represents a diverse ecosystem that thrives on sunshine. For the building branding, the emphasis is put on the abundant amount of sunshine as it is well known for being the golden state. In choosing the colors, the goal was to emulate the “golden hour” as well as the reoccurring color of orange, frequently found in nature. Orange works well with the existing colors and materials in California Hall while moving away from the typical blue and gold systems seen in other buildings on campus. An important motif used in the branding is wood as a material, but also as an image of tree rings. Maple is a stand-out material used in the existing architecture, so a lot of the sign types will be incorporating either a maple backing or a maple inkjet print on the side of the signs. For the typeface, URW DIN Semi Condensed, Demi was chosen because of its simplicity, legibility, and ability to allow viewers to focus on the content.

INSPIRATIONS LOOK BOOK



CALIFORNIA HALL

BACKGROUND

INSPIRATIONS LOOK BOOK

When looking for inspiration, simple but bold wayfinding with bright colors stood out.

# CALIFORNIA HALL

## BACKGROUND

### SITE EVALUATIONS/ EXISTING CONDITIONS

Evaluating and photographing the building was an essential step in creating the wayfinding and signage for California Hall. Since the building is new, the only signage at the moment is code-regulated signage, like bathroom and exit signs. By researching the building, an important material that stood out was maple wood, which later would guide the sign development.

## SITE EVALUATIONS/ EXISTING CONDITIONS



# CALIFORNIA HALL

## BACKGROUND

### AUDIENCE PERSONAS

By understanding who the audience of the wayfinding system is, it became easier to address their needs.

## AUDIENCE PERSONAS



### Theresa Mora

Professor of Molecular Biology

Age: 39 Years

Hometown: Tampa, Florida

Height: 5'4"

Theresa Mora has been teaching molecular biology for nine years. She came to UC Davis three years ago from Washington University. She loves warm weather, going to the farmers market, and is a director at the Davis Ecological Garden.



### Polina Pamona

Major: Animal Science

Age: 20 Years

Hometown: Fresno, CA

Height: 5'4"

Polina Pamona is a first year student at UC Davis and has a love for horses and traveling. She is a member of Theta sorority and is a student tutor for biology. She is an organized person who arrives early to class and finds that she is able to study practically anywhere while she isn't busy rushing from one place to another.



### Cody Smith

Major: Psychology

Age: 22 Years

Hometown: Santa Barbara, CA

Height: 6'2"

Cody Smith is a 3rd year student who has lived in California all his life. He enjoys surfing, being outdoors, and participating in various sports clubs. He is a social person and enjoys studying with friends at the library. Cody is an avid coffee drinker and often stops by Peete's before his morning classes.



### Billy Cyrus

Major: Computer Science

Age: 20 Years

Hometown: Columbus, Ohio

Height: 5'9"

Billy Cyrus is 2nd years computer science major from Columbus, Ohio. He is shy, studious, and prefers studying in secluded, quiet spaces like the library. He enjoys the outdoors and uses his free time to workout at the Arc. He wears glasses because he is near sighted and often sits at the front of the class to help keep focus.

# CALIFORNIA HALL

## BACKGROUND

### LOGO

Keeping in mind that the wayfinding and signage is for a campus building, the intent for the logo and the rest of the graphic identity is to keep it simple. Based on the background and legibility of the logo, it will either be orange and gray, or white text with an orange outline.

## LOGOS

CALIFORNIA HALL

CALIFORNIA HALL

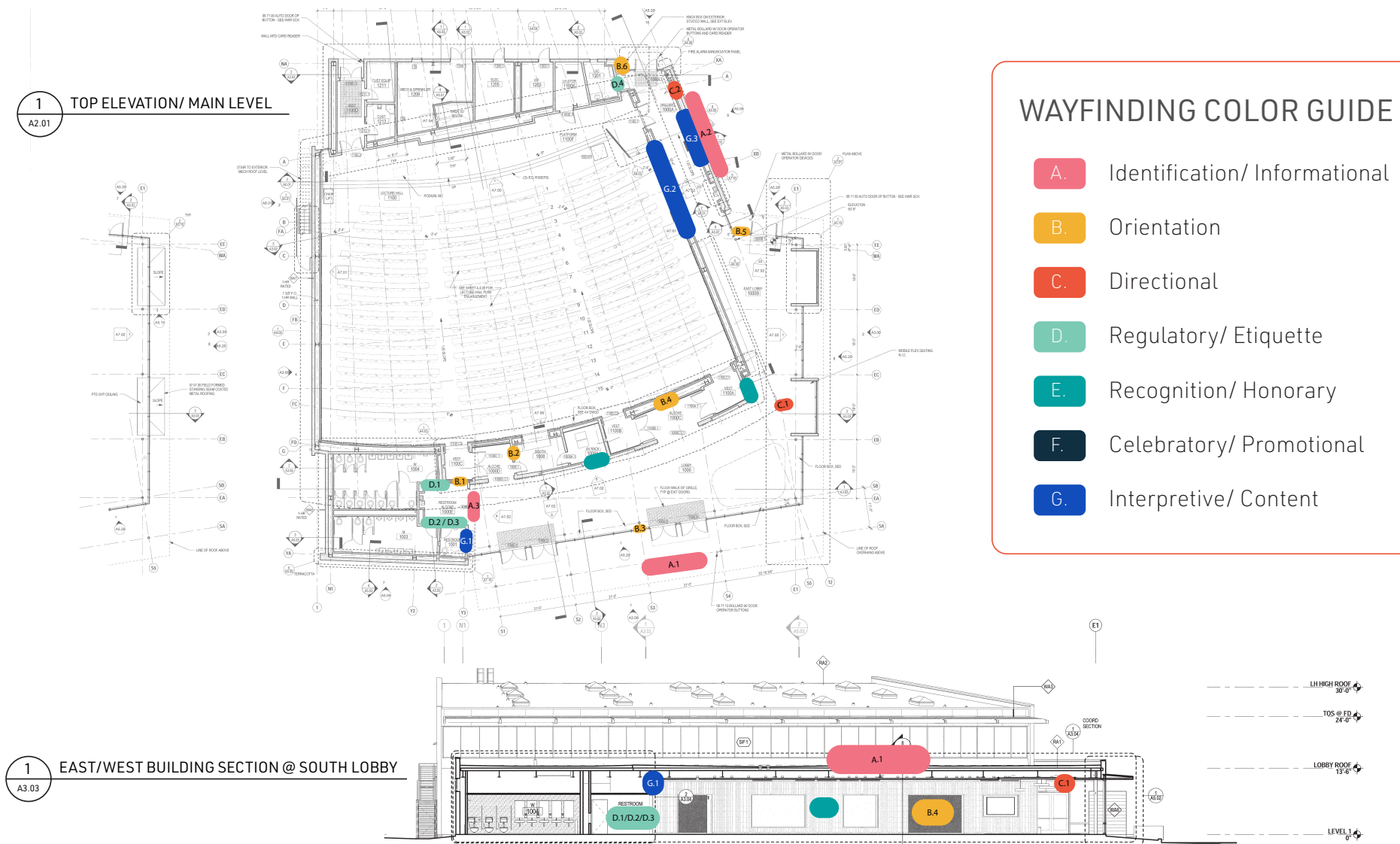


# CALIFORNIA HALL

## BACKGROUND

### SITE LOCATION PLAN

The site location plan designates where the signs will be placed around California Hall. The color guide indicates the type of signage.



**A.1-** Main California sign atop canopy

**A.2-** Main sign mounted on wall

**A.3-** Bathroom Sign

**B.1-6** - Hall Orientation Map

**C.1-** Ceiling directional Map to bathroom

**C.2-** Wall directional map to bathroom, coffee shop

**D.1-4-** Restroom

**A.1-** Main California sign atop canopy

**A.2-** Main sign mounted on wall

**A.3-** Bathroom Sign

**B.1-6** - Hall Orientation Map

**C.1-** Ceiling directional Map to bathroom

**C.2-** Wall directional map to bathroom, coffee shop

**D.1-4-** Restroom

# CALIFORNIA HALL

## VISUAL LANGUAGE

### GRAPHIC & MATERIAL PALETTE

URW DIN SemiCond was the perfect choice for the main typeface because of its legibility and high x-height. The color palette is also kept simple, using just 3 shades of orange and a dark grey for contrast.

### TYPOGRAPHY

#### URW DIN SemiCond Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

#### URW DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

### COLORS



C:0% M:0%  
 Y:0% K:80%  
 Pantone:  
 P179-12C



C:0% M:70%  
 Y:100% K:0%  
 Pantone:  
 165 CP

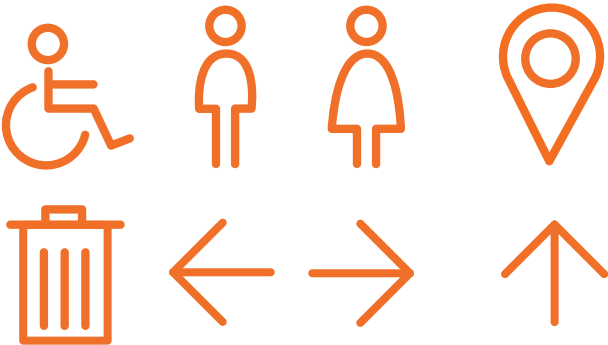


C:0% M:54%  
 Y:88% K:0%  
 Pantone:  
 715 CP

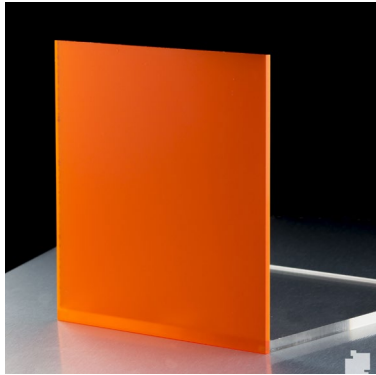


C:1% M:27%  
 Y:63% K:0%  
 Pantone:  
 1365 UP

### PICTOGRAMS



### FROSTED ACRYLIC SHEETS



These sheets will be the primary materials used for interior signage. They create a high contrast between the white icons, making messages visible from a long distance.

### ALUMINIUM SHEETS



Aluminum sheets will be used on outdoor signage as it is durable as well affordable.

### VINYL



Vinyl will be used mainly for decorative purposes, like the mural featuring the different tree rings.

### MAPLE WOOD



Within the signage, maple is used to accent the border of the acrylic panels as to tie the signs with the existing architecture.

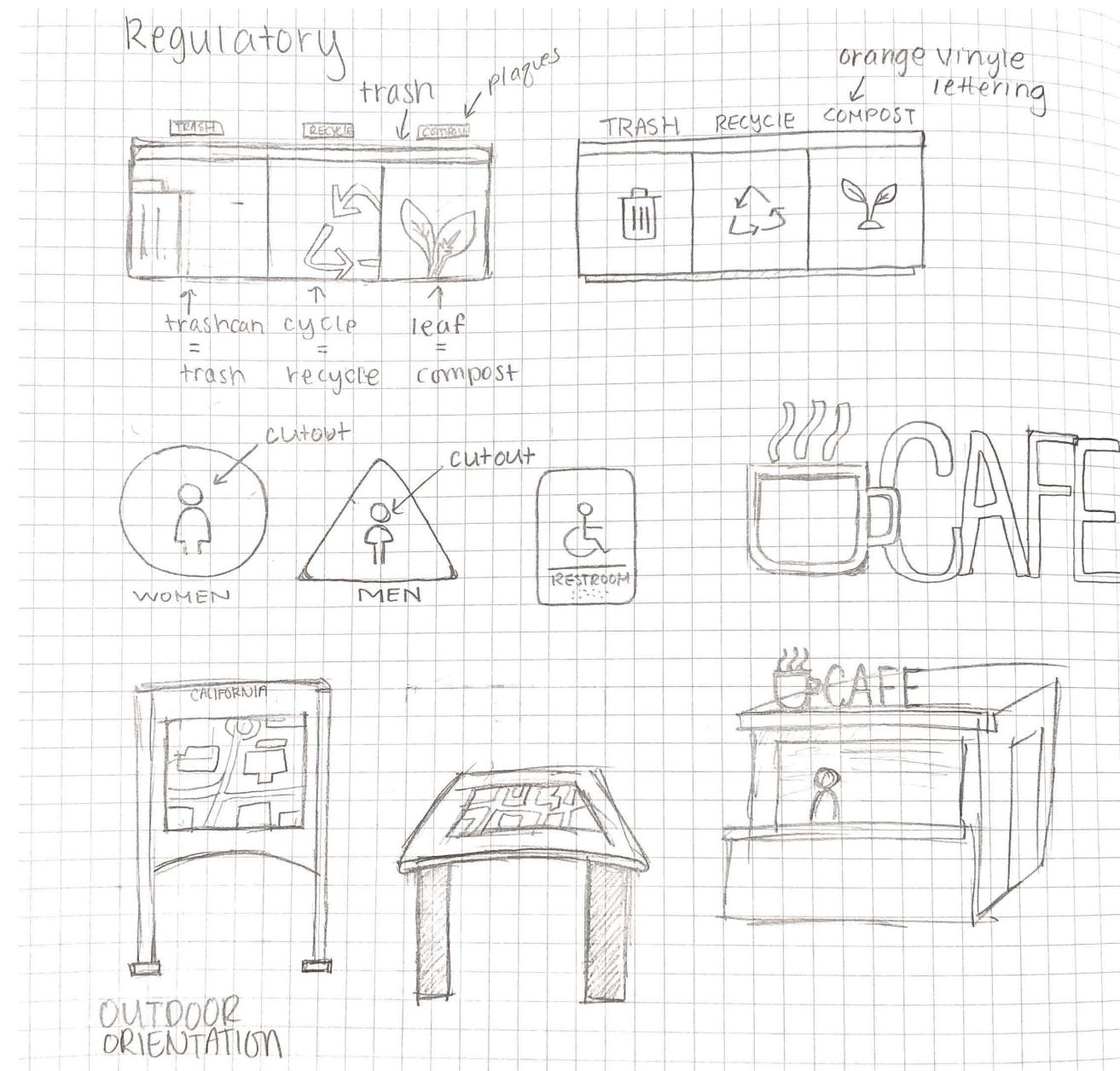
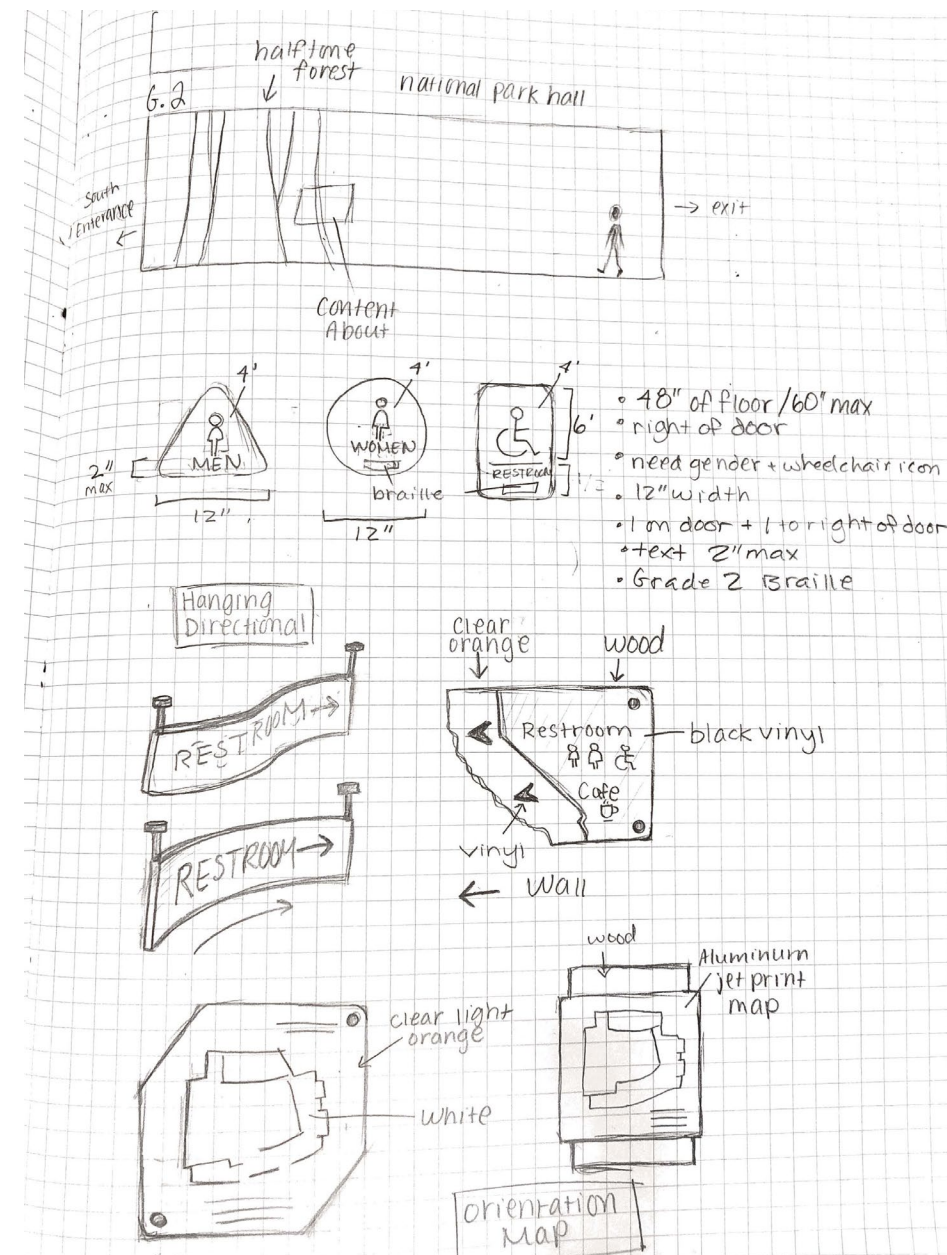
# CALIFORNIA HALL

## SIGNAGE SYSTEM

### PRELIMINARY SKETCHES

After the graphics and materials palette were decided, some sketches were done to further ideate the signage. Some of the sketches turned into actual signs, while others did not.

### PRELIMINARY SKETCHES

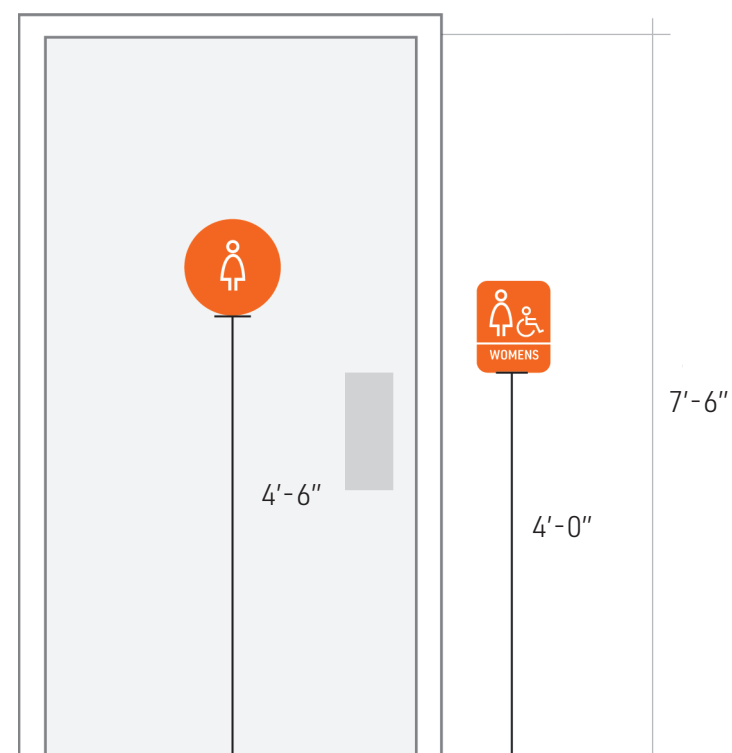




# CALIFORNIA HALL

## SIGNAGE SYSTEM

### VOCABULARY OF SIGN TYPES



REGULATORY

← LECTURE HALL

5'-6"

DIRECTIONAL

# CALIFORNIA HALL

## SIGNAGE SYSTEM

### VOCABULARY OF SIGN TYPES

The mural featuring different tree rings is the most interesting part of the wayfinding and signage system. To show how old some of these trees are, a timeline is made out of the Sequoia tree rings.



INTERPRETIVE/CONTENT

# CALIFORNIA HALL

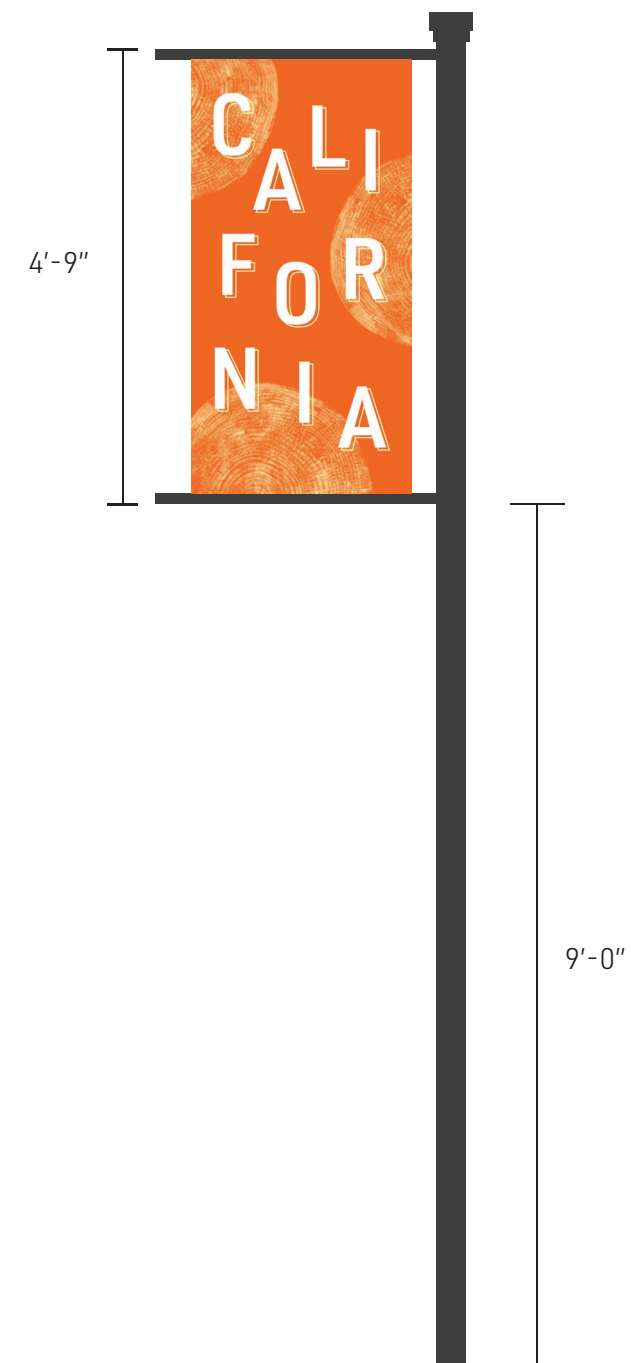
## SIGNAGE SYSTEM

### VOCABULARY OF SIGN TYPES

Since none of the signage on these pages are code, there is a little more room for playfulness with the tree ring motifs.



HONORARY

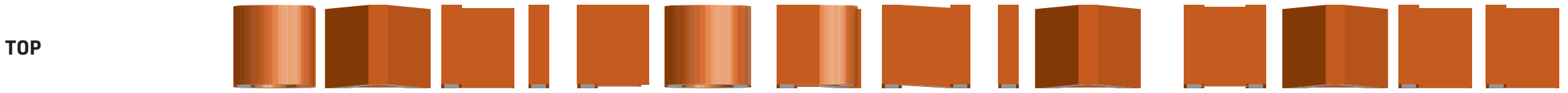


PROMOTIONAL

# CALIFORNIA HALL

## SIGNAGE SYSTEM

### SIGN SPECIFICATIONS



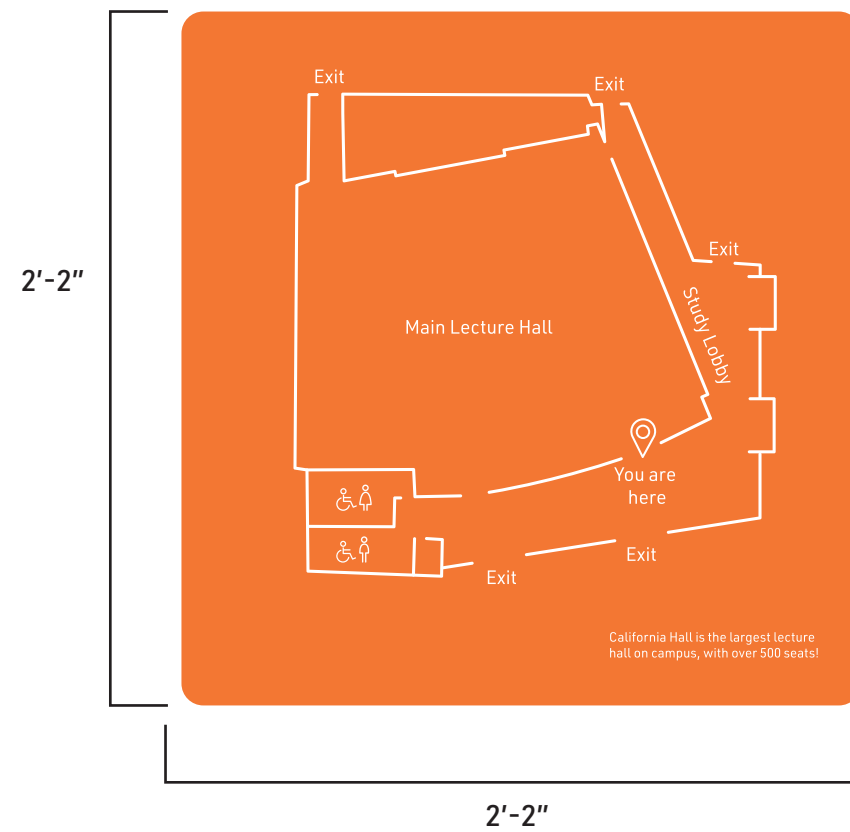


# CALIFORNIA HALL

## SIGNAGE SYSTEM

### SIGN SPECIFICATIONS

FRONT



TOP

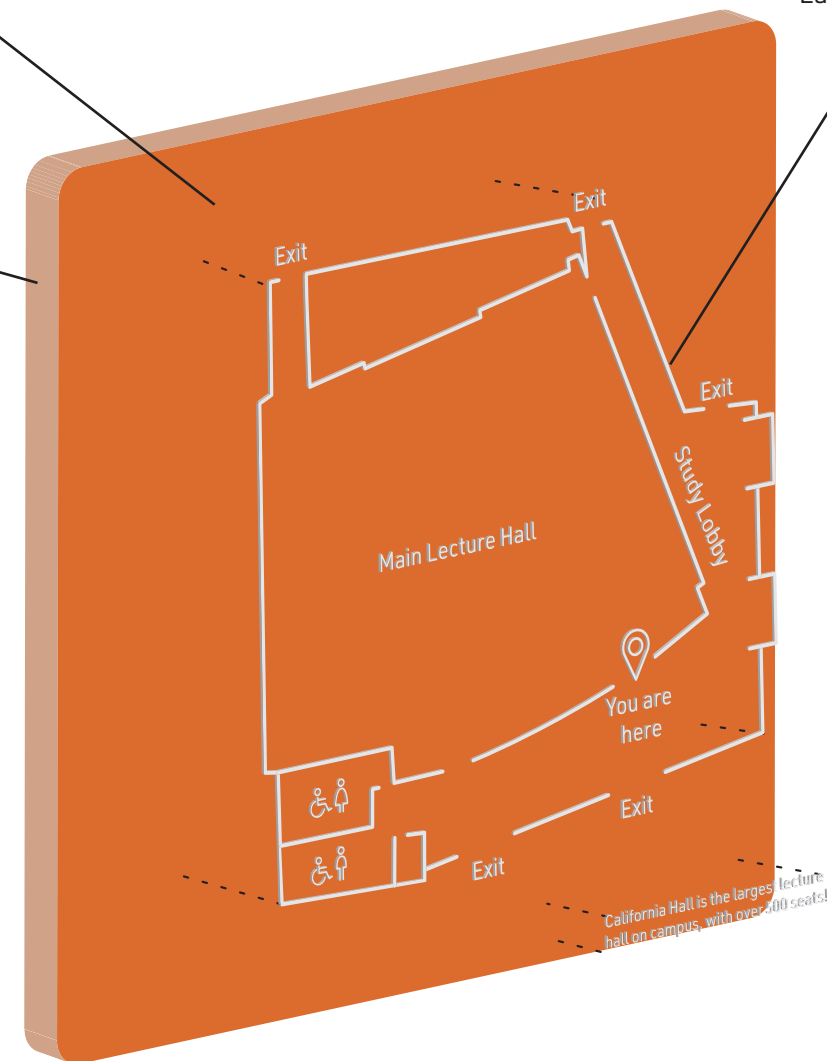


Orange frosted acrylic sheets

ISOMETRIC

Maple wood trimming

Laser cut white acrylic



# CALIFORNIA HALL

## SIGNAGE SYSTEM

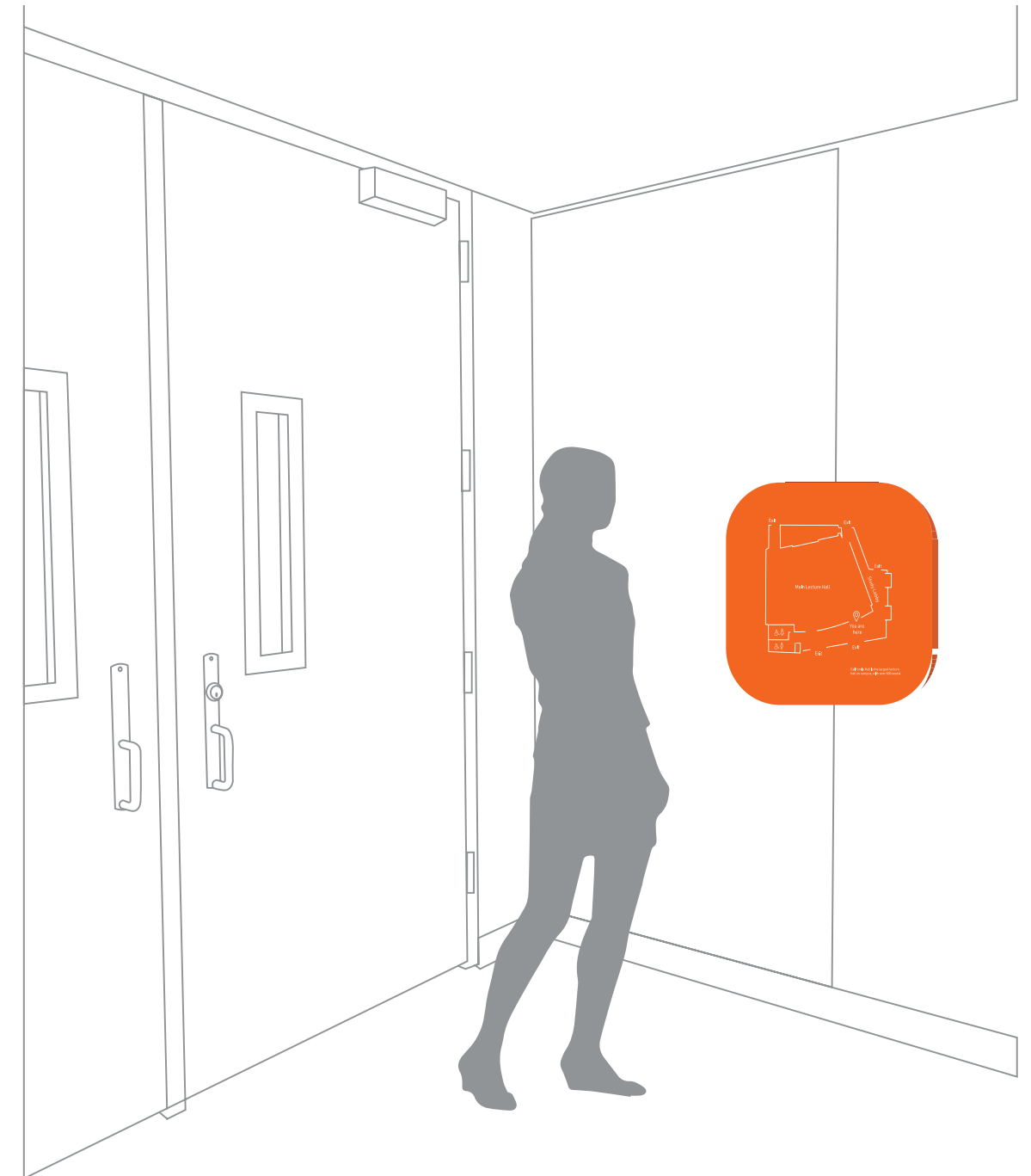
### IN SITU RENDERINGS

The ideal locations for the 7 sign types.



#### REGULATORY/CONTENT

The restroom identification signage demonstrates the simplistic and minimal aesthetic of The Golden Hour branding using a bright orange acrylic sheet with maple wood trimming on the side to add dimension and depth.



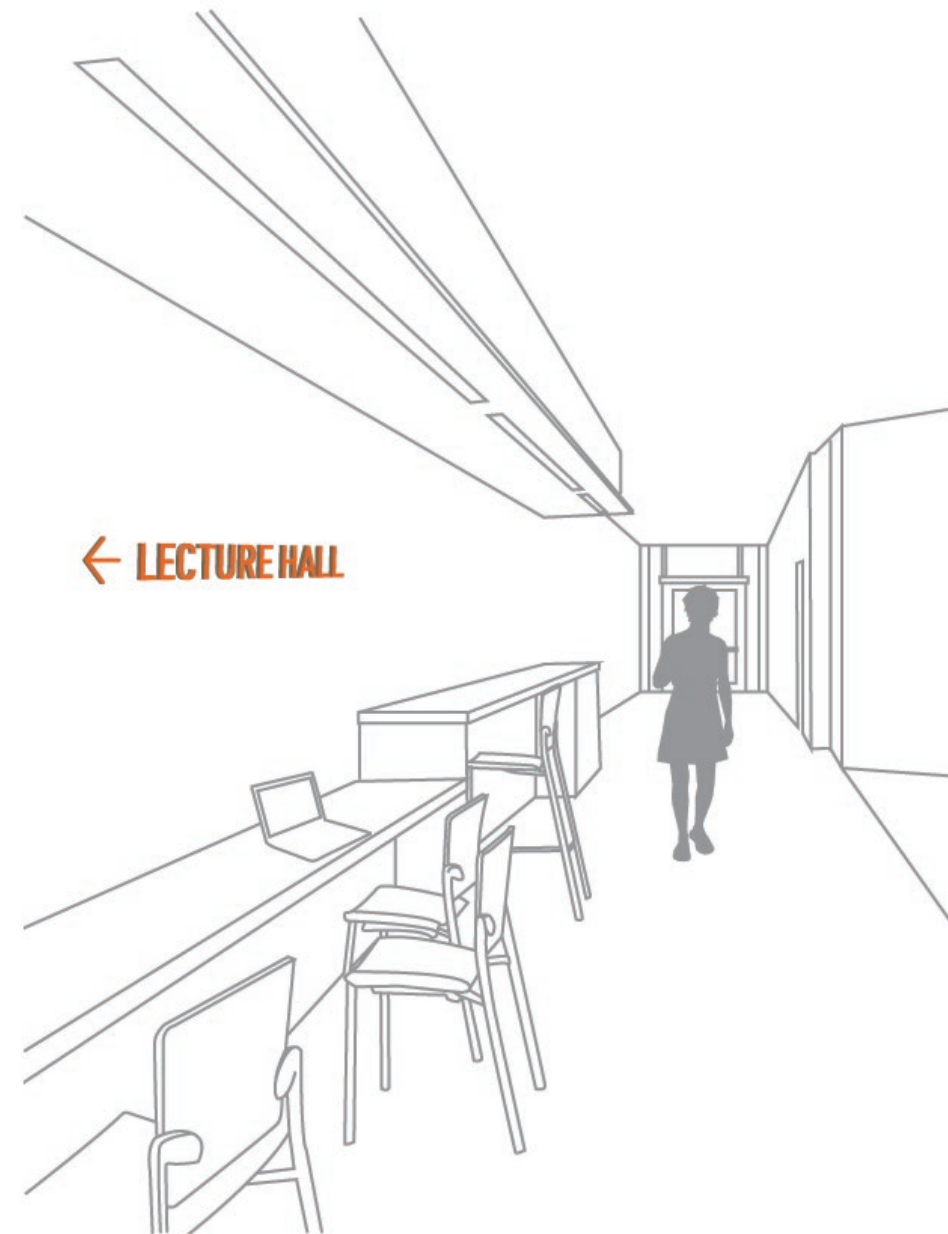
#### ORIENTATION

The orientation sign is of California Lecture Hall displaying major points in the building. It is a simple and easy to read sign that is located just outside of the lecture hall corridor that is visible once you enter the main doors of the building.

# CALIFORNIA HALL

## SIGNAGE SYSTEM

### IN SITU RENDERINGS



#### DIRECTIONAL

The directional sign is located on the east lobby wall above the study desks. It is meant to direct people who are entering from the far side of the building.



#### PROMOTIONAL

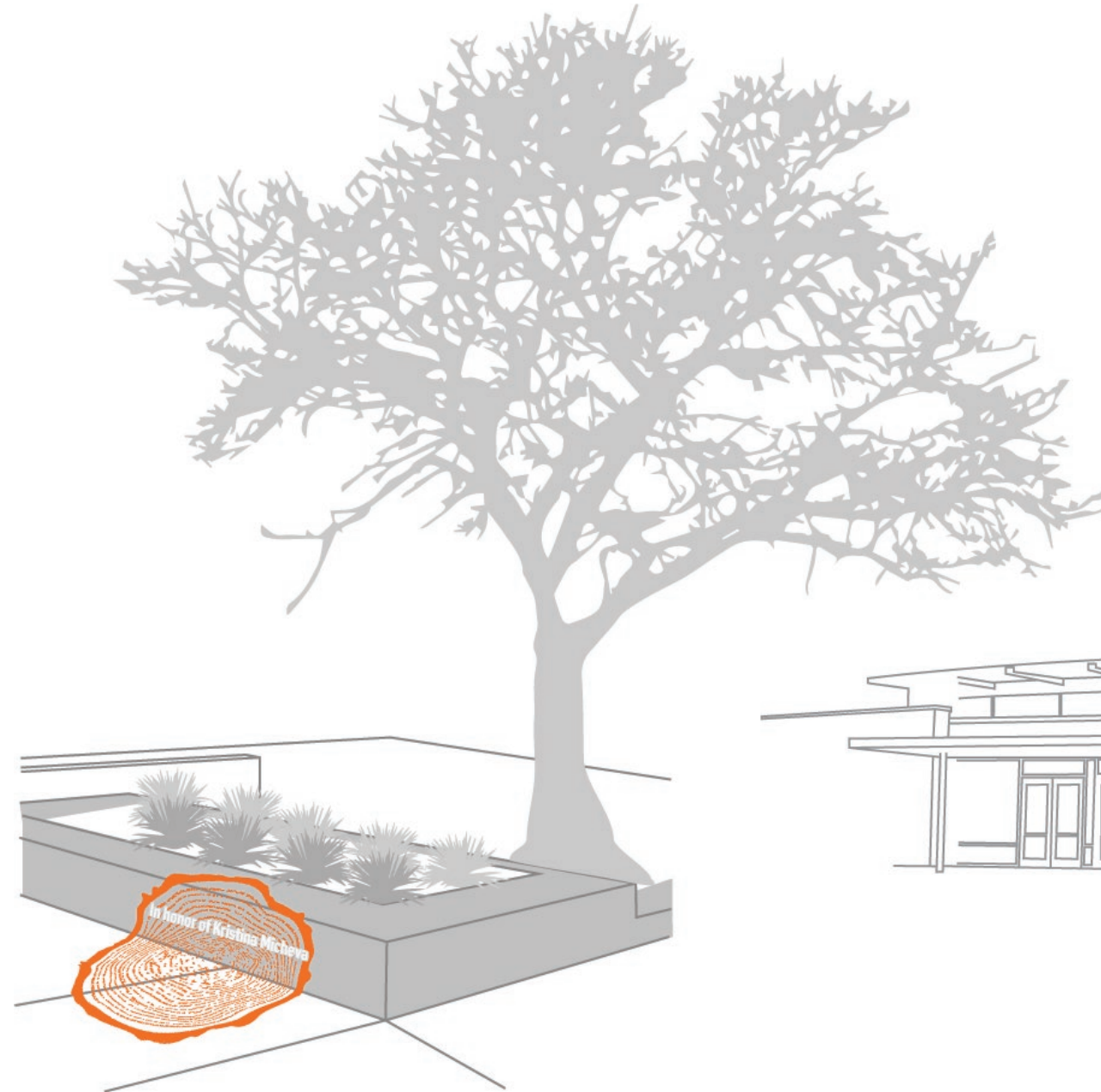
These promotional signs located along California Avenue display the tree rings that are found in the hallways of the building. The use of the orange and tree visuals as well as the dimensional lettering tie together interior and exterior concepts.

# CALIFORNIA HALL

## SIGNAGE SYSTEM

### IN SITU RENDERINGS

The ideal locations for the 7 sign types.



### HONORARY

This honorary sign is located in the courtyard of the Hall. The orange tree ring calls back to the tree motifs throughout the entire identity.



### IDENTIFICATION

The identification sign is the largest of the sign systems and is located at the top of the front entrance. It's meant to be large in scale so it is legible from far away. It is made of painted aluminum sheets.

# CALIFORNIA HALL

SIGNAGE SYSTEM

IN SITU RENDERINGS



## INTERPRETIVE

This mural is meant to go on the long and empty hallway near the study lounge. It celebrates the trees native to California, as well as showing how old they can get by creating a timeline.