THE GOLDEN HOUR

WAYFINDING AND SIGNAGE SYSTEM FOR
CALIFORNIA HALL

PROJECT DESCRIPTION

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 our colors we wanted to emulate the "golden hour" as well as the reoccuring 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.

IDENTITY

CALIFORNIA HALL

CALIFORNIA HALL

COLOR:

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

SITE EVALUATION/EXISTING CONDITIONS

AUDIENCE PERSONAS

Cody Smi
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.

Polina Pamona
Major: Animal Science
Age: 20 years
Hometown: Fresno, CA
Height: 5'7"

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 plaece to another.

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 the warm weather, going to the farmers market, and is a director at the Davis Ecological Garden.

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.
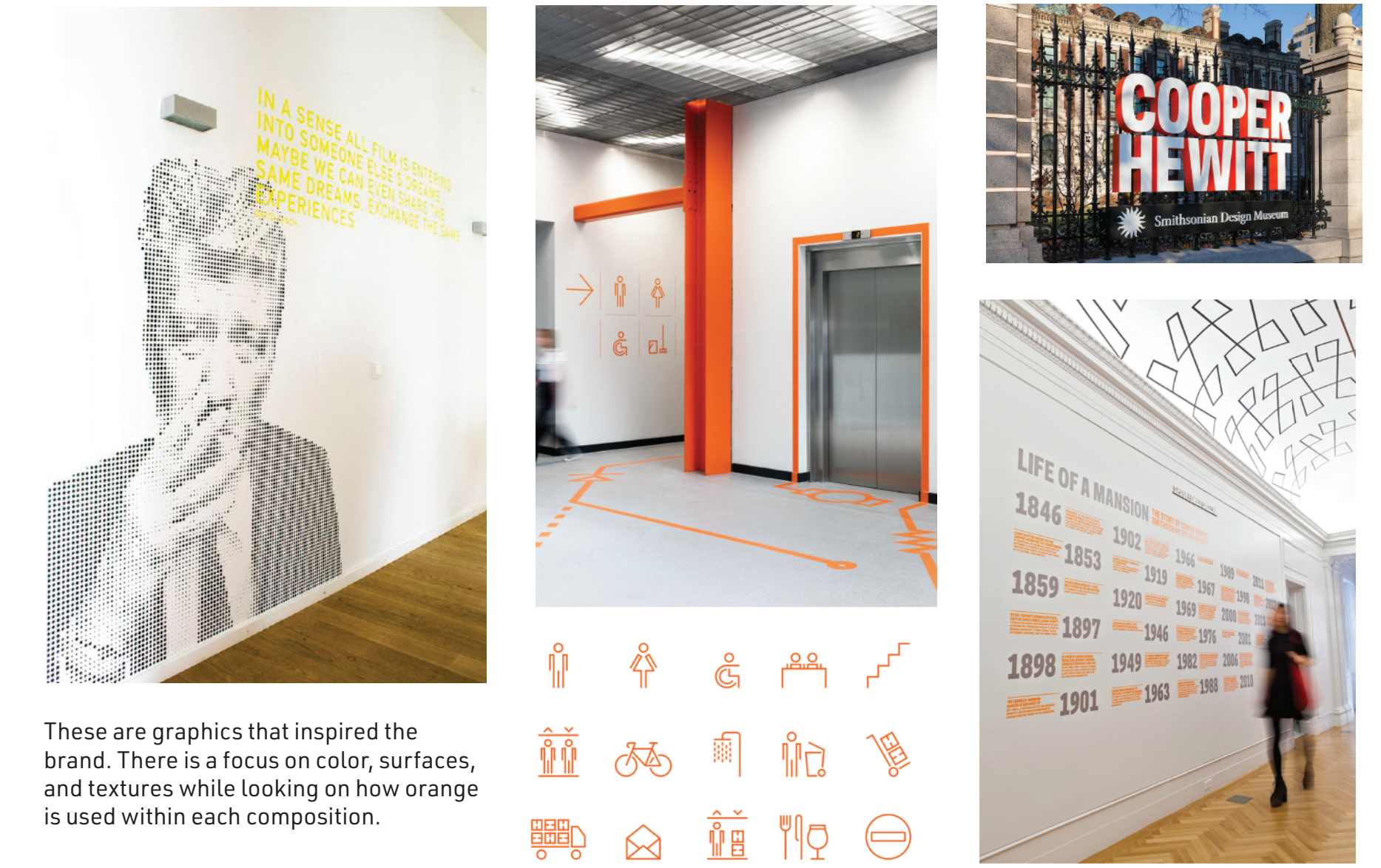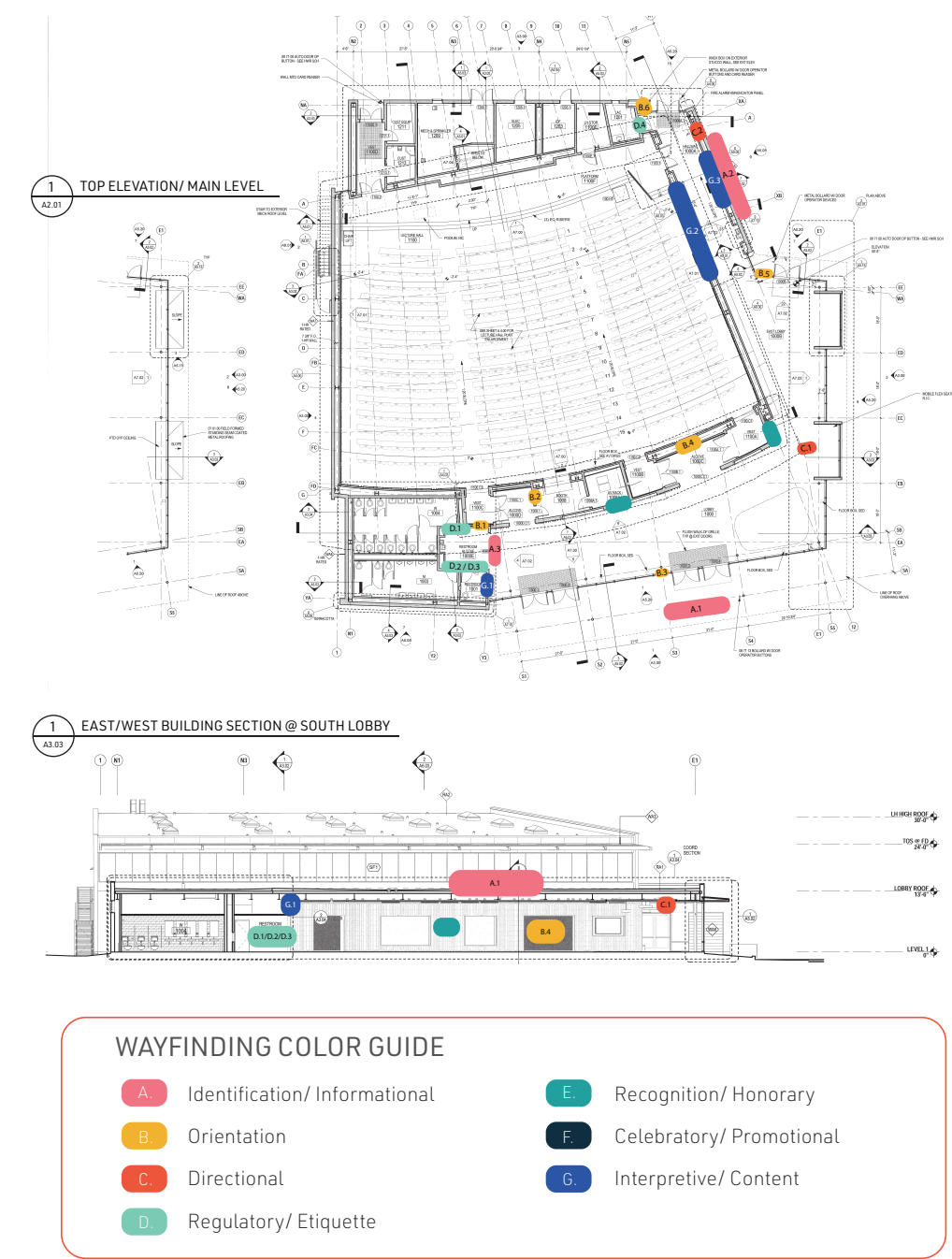
LOOK BOOK

These are graphics that inspired the brand. There is a focus on color, surfaces, and textures while looking on how orange is used within each composition.

SIGN LOCATION PLAN

WAYFINDING COLOR GUIDE
- Identification/ Informational
- Orientation
- Directional
- Regulatory/ Etiquette
- Recognition/ Honorary
- Celebratory/ Promotional
- Interpretive/ Content

The site location plan designates where the signs are located around the lecture hall. The color guide indicates the type of signage.

FORM, PALETTE, AND MATERIALS

TYPE: URW DIN SemiCond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MATERIALS

FROSTED ACRYLIC SHEETS:
These acrylic 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.

COLORED VINYL:
Colored vinyl is used for the graphic elements against the orange colored acrylic sheets and for labeling on white surfaces.
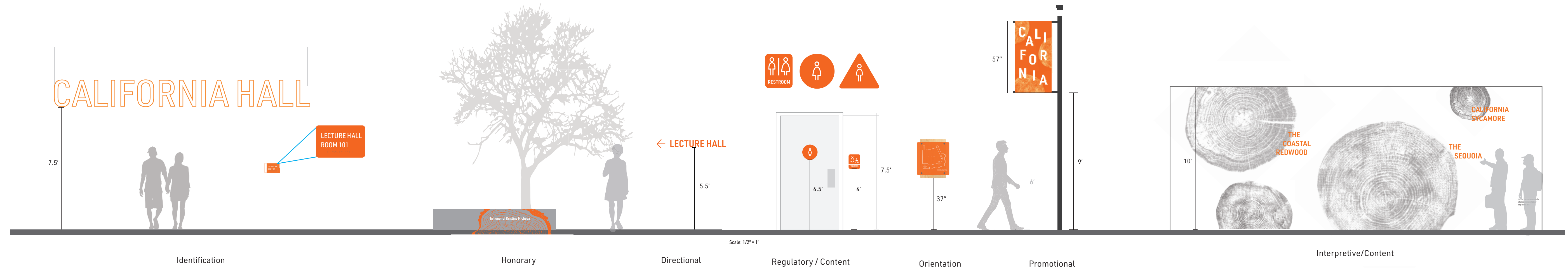
ALUMINIUM SHEETS:
Aluminum sheets will be used on outdoor signage as it is durable as well affordable.

MAPLE WOOD:
Within the signage, maple is used to accent the border of the acrylic panels as to tie the signs with the exisitng architecture.

SIGN DETAIL

Front · Isometric · Side

CALIFORNIA HALL

VISUAL LANGUAGE

Identification · Honorary · Directional · Regulatory / Content · Orientation · Promotional · Interpretive/Content

IN SITU RENDERINGS

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 corridoor that is visible once you enter the main doors of the building.

Directional:
The directional sign is located on the east lobby wall about 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.

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 enterance. It's meant to be large in scale so it is legible from far away. It is made of painted aluminum sheets.