

STAMPING THROUGH DAVIS

WAYFINDING SYSTEM FOR C & 3RD ST.



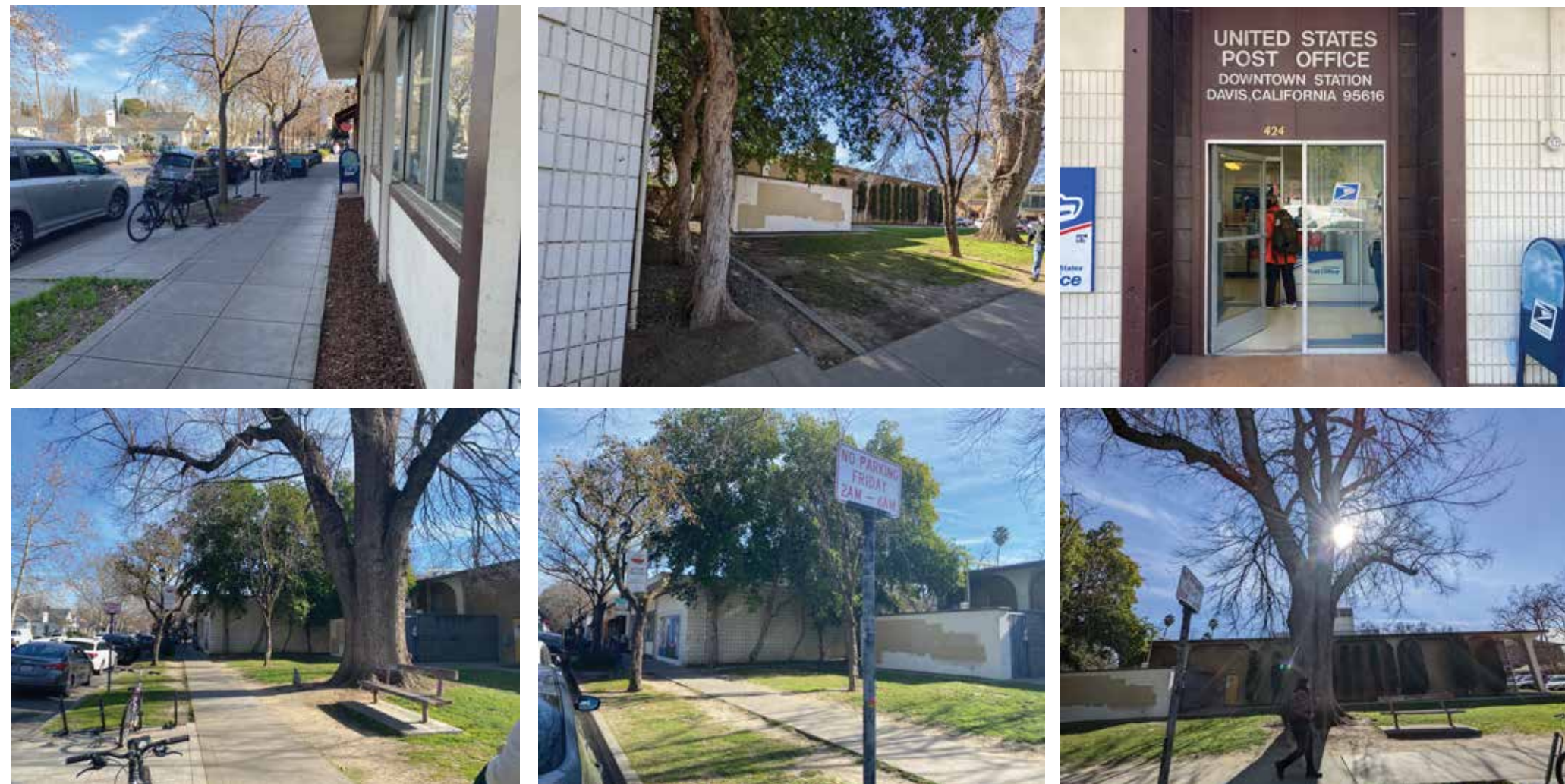
PROJECT DESCRIPTION

Inspired by the visuals of vintage postage and close proximity to USPS, Stamping Through Davis takes the modern viewer on a journey following the development of Davis. This signage system seeks to act as an informative and immersive experience for the audience as they walk through Downtown Davis.

Stamping Through Davis guides viewers, providing them with information about the sign system and location while also engaging them through a visual timeline of the history of Davis.



SITE EVALUATION/EXISTING CONDITIONS:

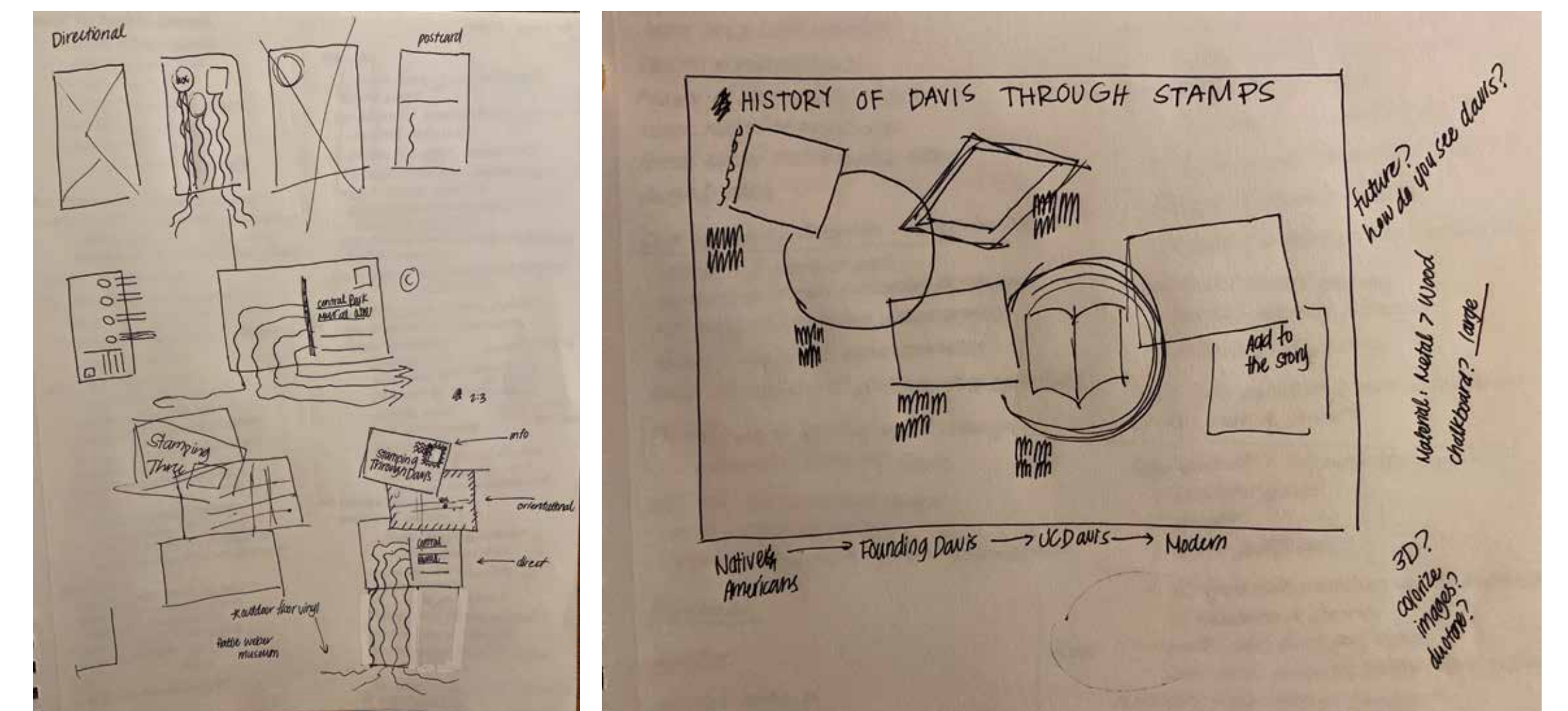


The focal location for the signage system is the bike rack next to the post office on C & 3rd St. Rather than restricting the signage system to one given bike rack, the goal of the project is to incorporate the open space surrounding the bike rack into the sign system.

AUDIENCE PERSONAS:

- Carl** has lived in Davis for most of his life. He has a package he needs to drop off at the USPS on C & 3rd Street. Carl is familiar with the area and notices the sign system on his way out of the post office. He checks to see what new project it could be. Being a long time resident, he enjoys finding new things in the city to further explore.
- Alice** has been studying at Davis while taking care of her daughter; it's a regular Saturday for them where they had lunch at Burgers & Brew. They like to go on a walk after eating and stumble upon what looks like an entertaining project that her daughter is especially excited to see.
- Paruela** just moved up to Davis and is about to begin her first year, before school starts she wants to go around on her bike and get familiar with the city. She notices the sign system and decides to park her bike and check it out; she might get lunch nearby afterwards.
- Dan** came with his son to tour the UC Davis campus. They are staying in a hotel in the downtown Davis area. While his son decides to stay at the hotel and relax for a bit, Dan goes to scope out the area and see what there is to do; he finds the sign system and is curious about it.

PRELIMINARY SKETCHES:



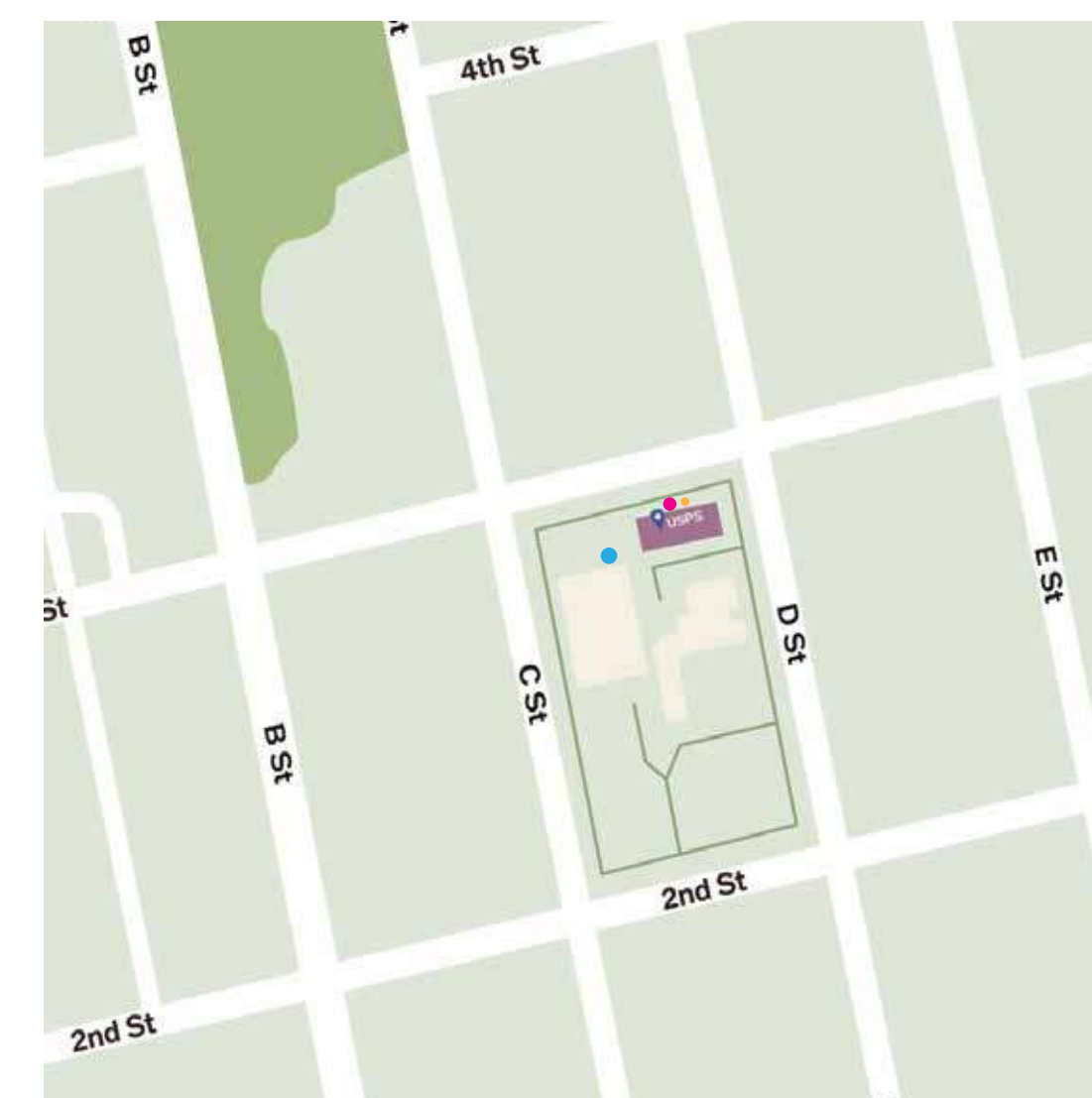
Sketches for the identification, directional, and orientational sign as well as the Mural Wall: honorary, celebratory, and interpretive sign.

LOOK BOOK:



The set location is next to the USPS office. The setting inspired the exploration of a postage and mail themed signage system. The goal of the postage theme is to utilize identifiable visual components into the signage system while making it an immersive experience for the audience.

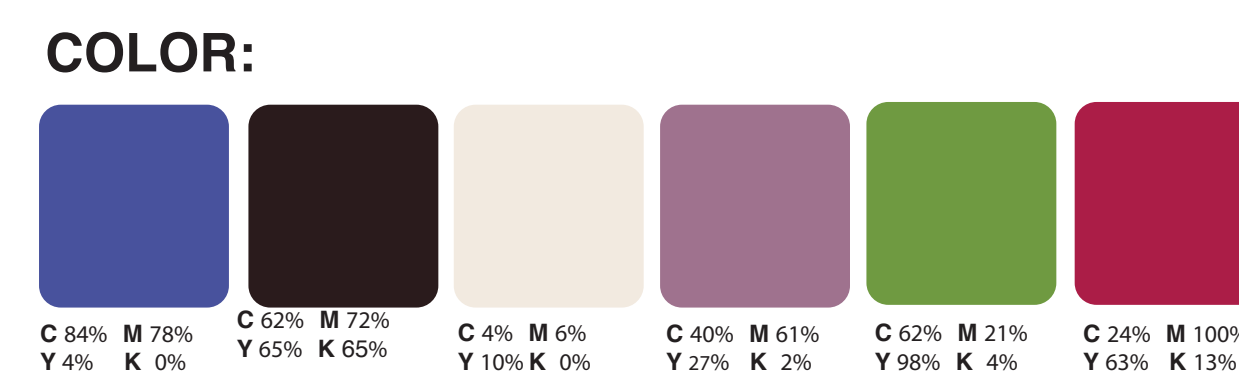
SIGN LOCATION PLAN:



- Celebratory
Honorary
Interpretive
- Orientational
Directional
Identification
- Regulatory

FORM, PALETTE, AND MATERIALS:

TYPE:
CALDER DARK GRIT
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Franklin Gothic ATF
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

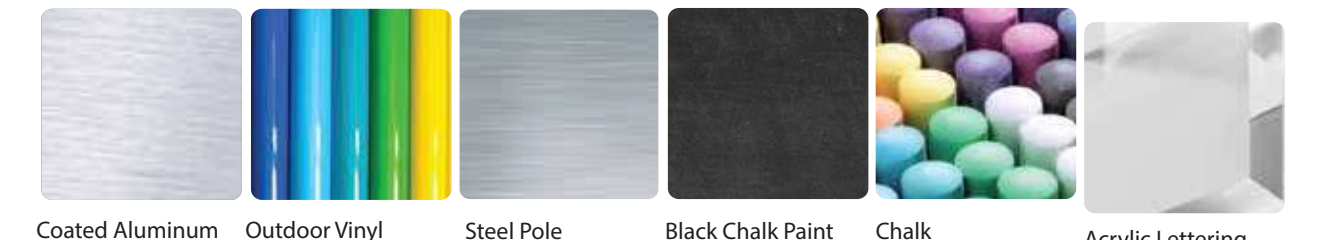


The identity of the sign system is created through the various visual elements that linked back to the vintage postal theme. Utilizing gritty textures for the pictograms, image treatment, a textured bold font, and a saturated color palette the sign system seeks to recreate identifiable visual elements seen on vintage postal mail.

PICTOGRAMS & ARROWS:

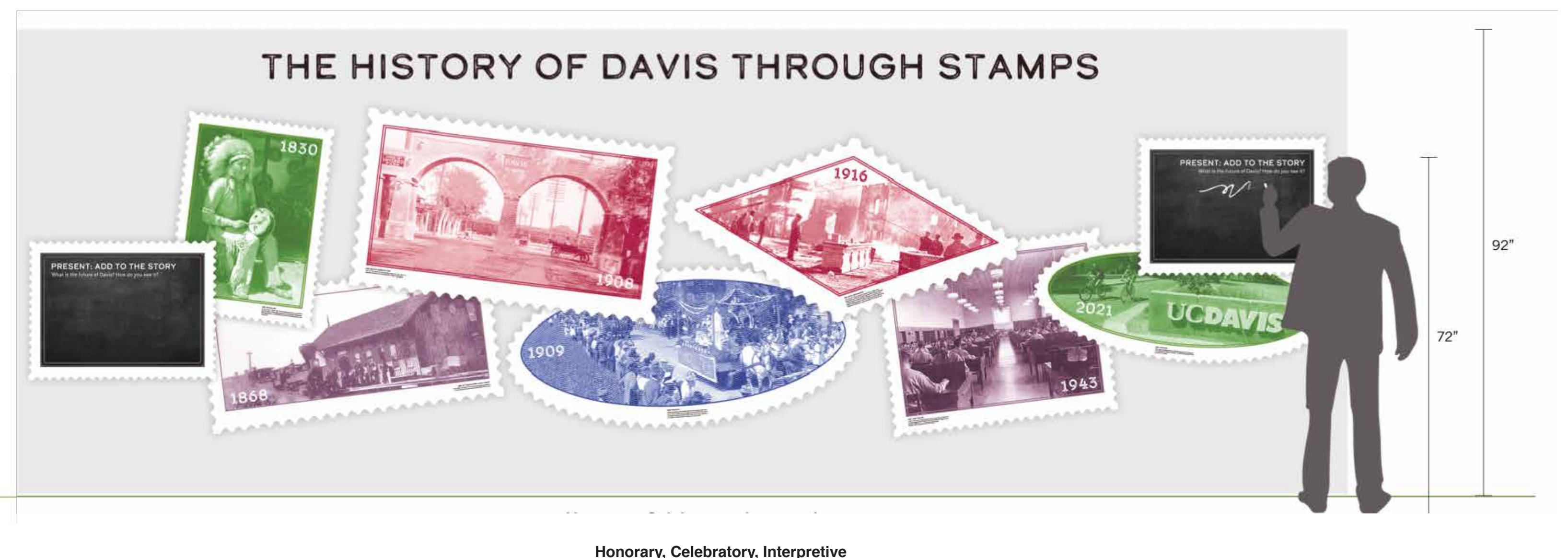
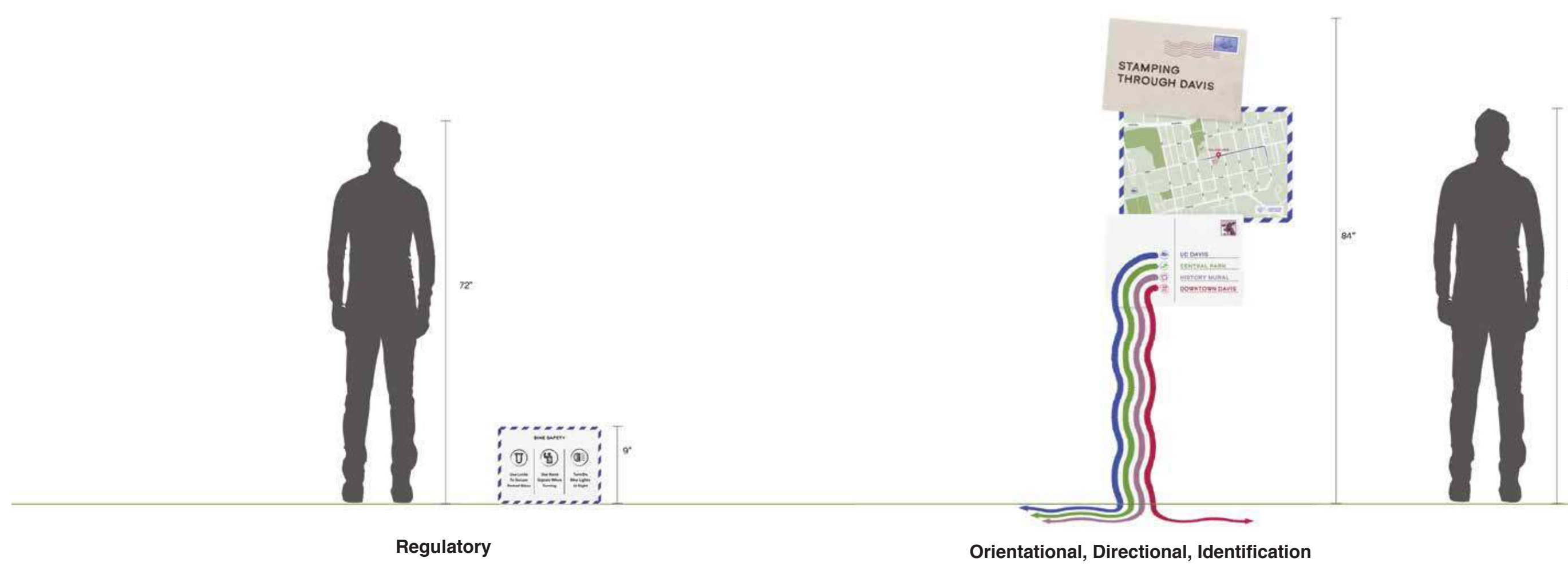


MATERIALS:

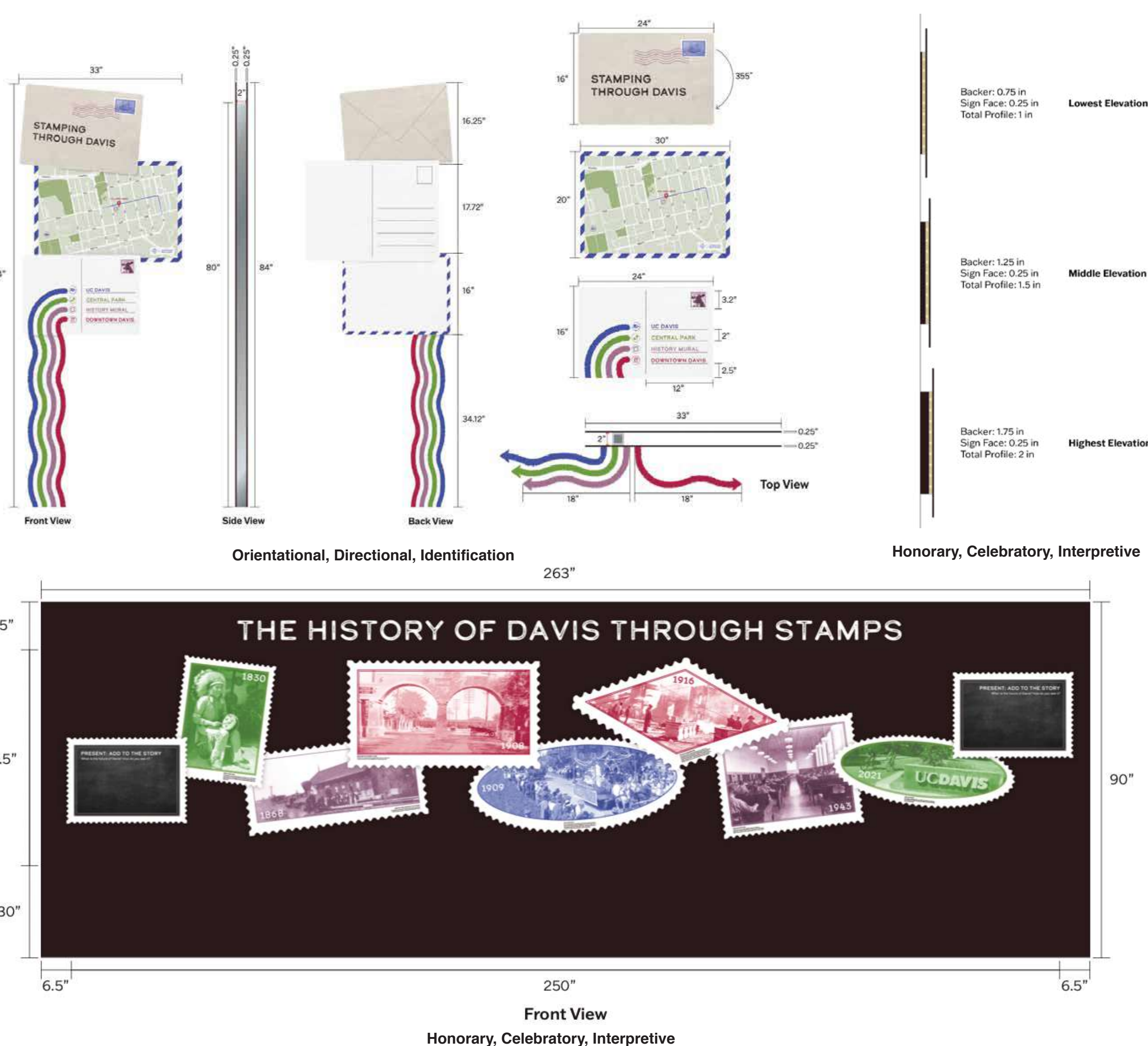


STAMPING THROUGH DAVIS

SIGN VOCABULARY:



SIGN VOCABULARY:



IN-SITU:

