

# Walk With the Sacramento Wildlife

## Project Description

The goal of this project was to make a cohesive signage system for the Del Rio Trail. Walk With the Sacramento Wildlife is a proposal to this project that focuses on the wildlife native to the area. This concept features bright colors to offset the neutral shades on the trail. The signs also have a sculptural feel to them to fit with the art pieces that will be installed along the trail.

The goal behind using native animals in the signage system is to appeal to people's emotions to encourage them to stop dumping. For this reason, native species were chosen to highlight who is effected by the local dumping.



## Site Evaluation

The Del Rio Trail is a trail that follows an old rail-road running through Sacramento. There are a lot of parks and places to go site seeing in the area as well. Unfortunately, the trail also has a dumping problem.

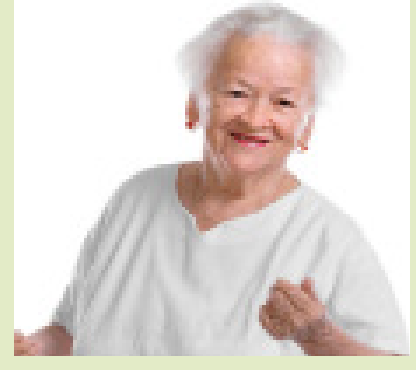


## Audience Personas



**JACK**

- 21 years old, Triathlete, Local Native
- Comes to the trail to train : Biking, Running
- Enjoys the cleanliness, distance indicators, water fountains and safety installations.



**MARGE**

- 75, living life best life in senior living, SAC native
- She stops at our various pull offs in her wheelchair with other seniors, participates in our accessibility resources and interactive components like our "local libraries"



**ELLIE**

- 11 years old, Student, Local Resident
- Uses the trail to get to and from school
- Art installations make the route to school exciting, safety installations keep her parents at ease and location indicators help her familiarize where she is.



**JANE**

- 30, Lawyer, new to the area
- In a rush to meet friends downtown
- Jane uses the trail in order to get from where she lives to various stores, parks and restaurants in the surrounding area

## Lookbook

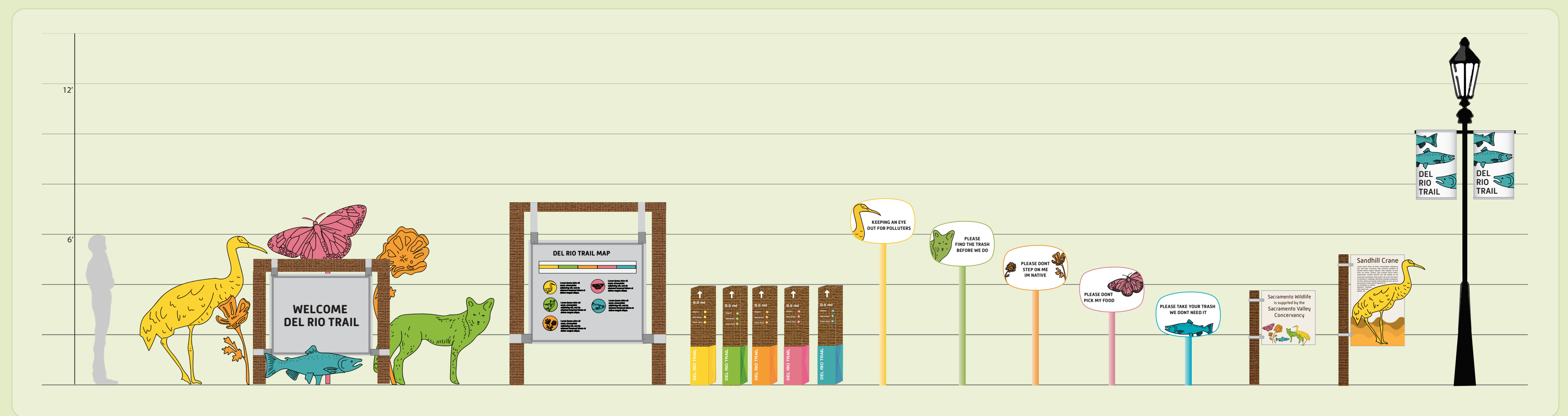


The top left image was one of the main points of inspiration for the animal sculptures. The top right image helped shape the message of the regulatory signage.

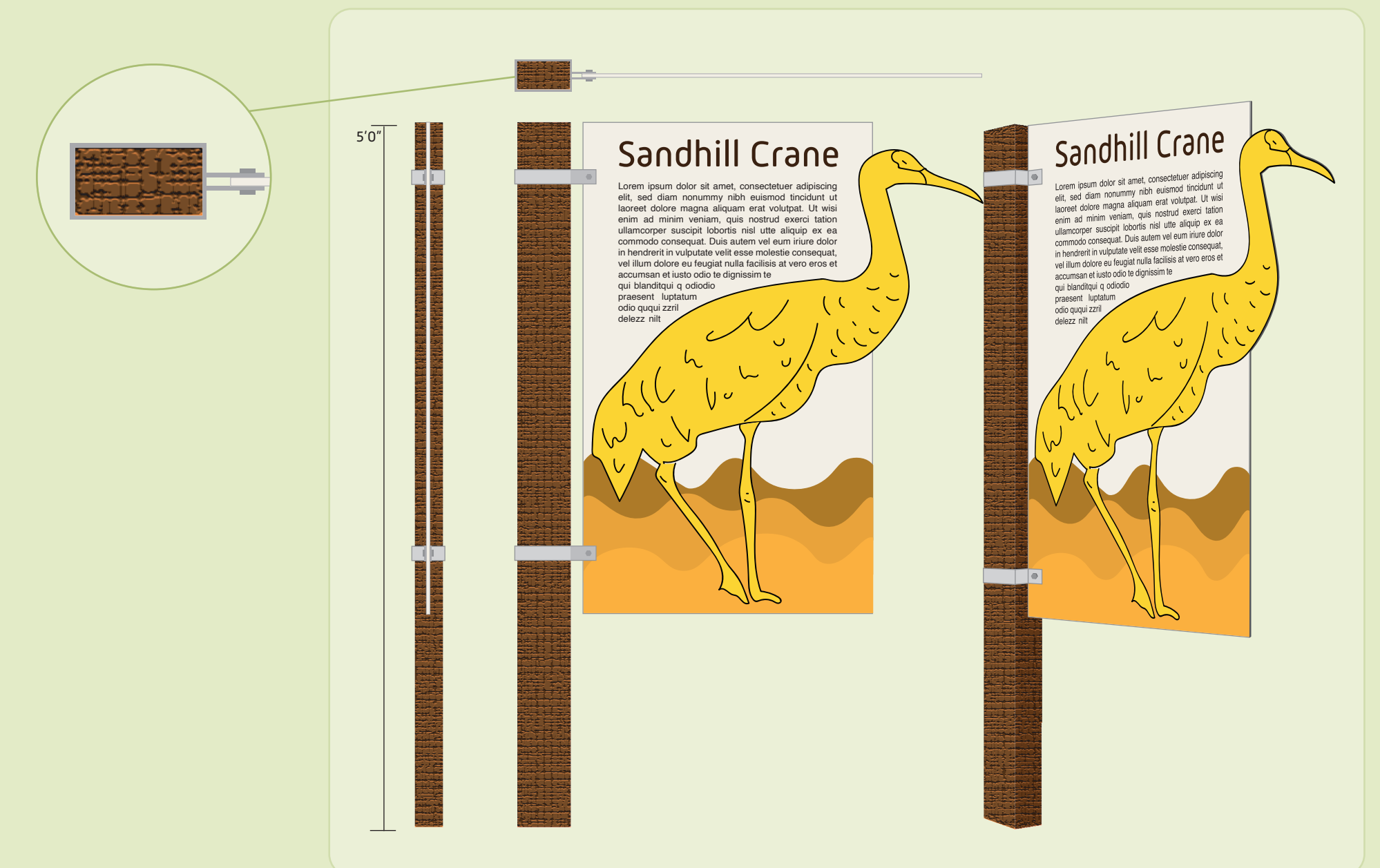
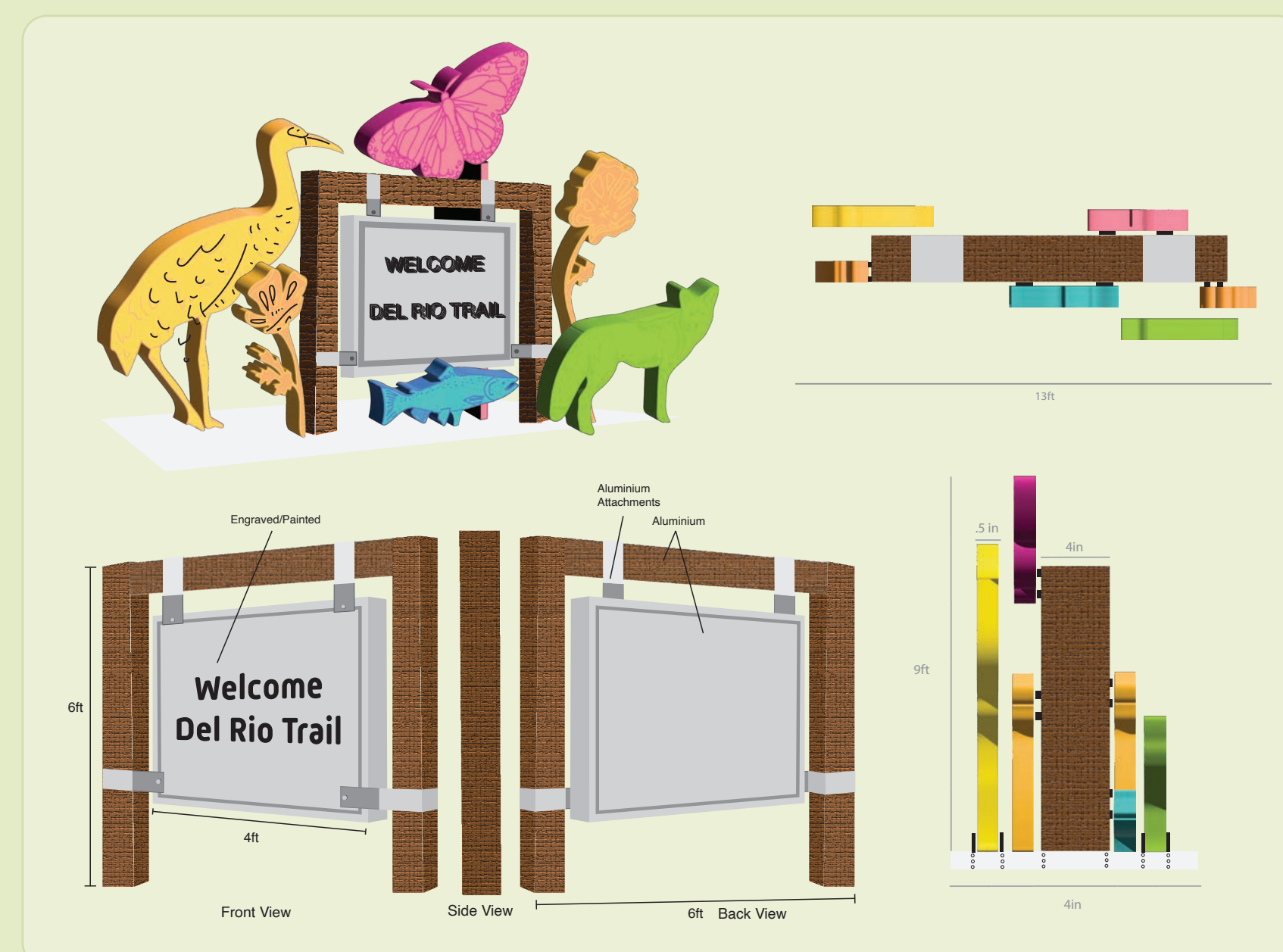
## Preliminary Sketches



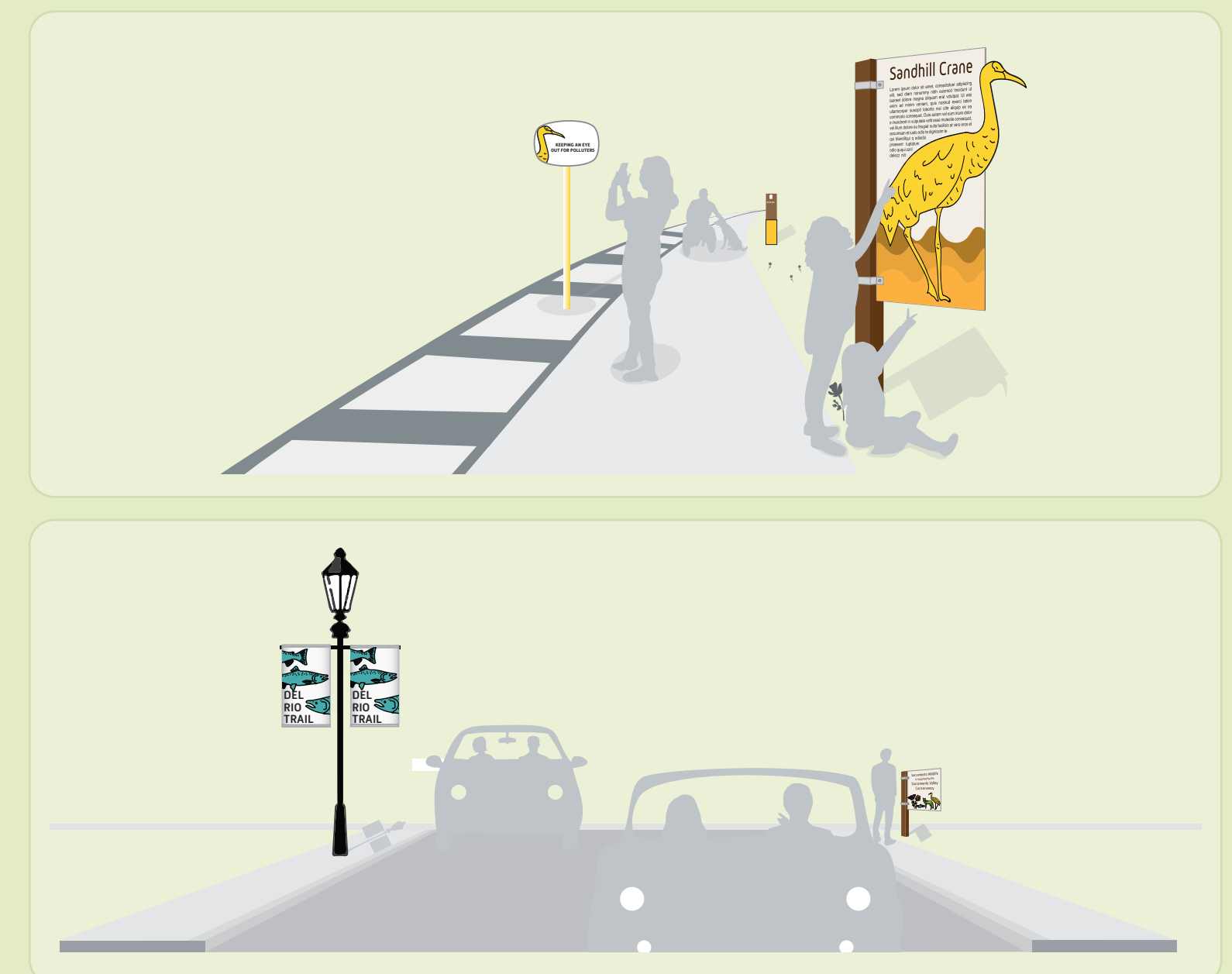
## Vocabulary of Sign Type



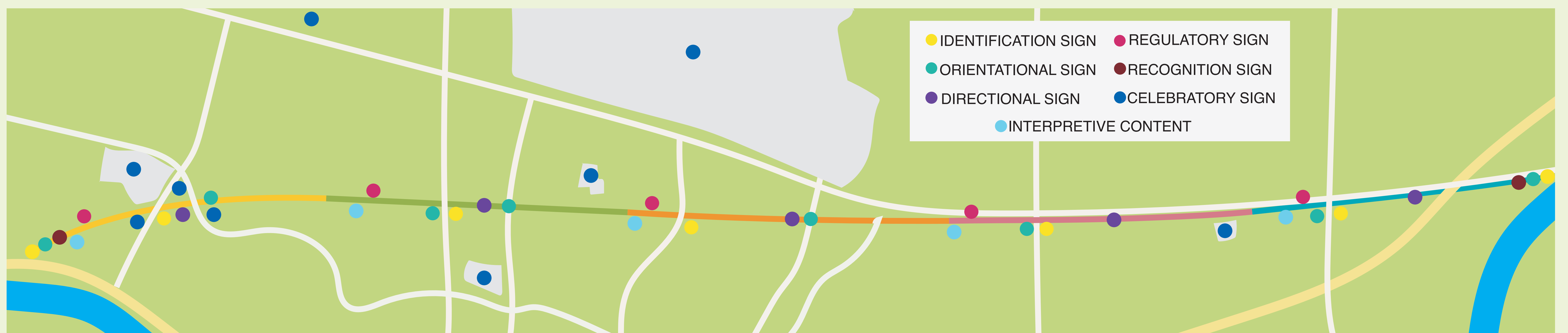
## Sign Details



## In Situ Renderings



## Sign Location Plan



## Form, Palette, And Materials

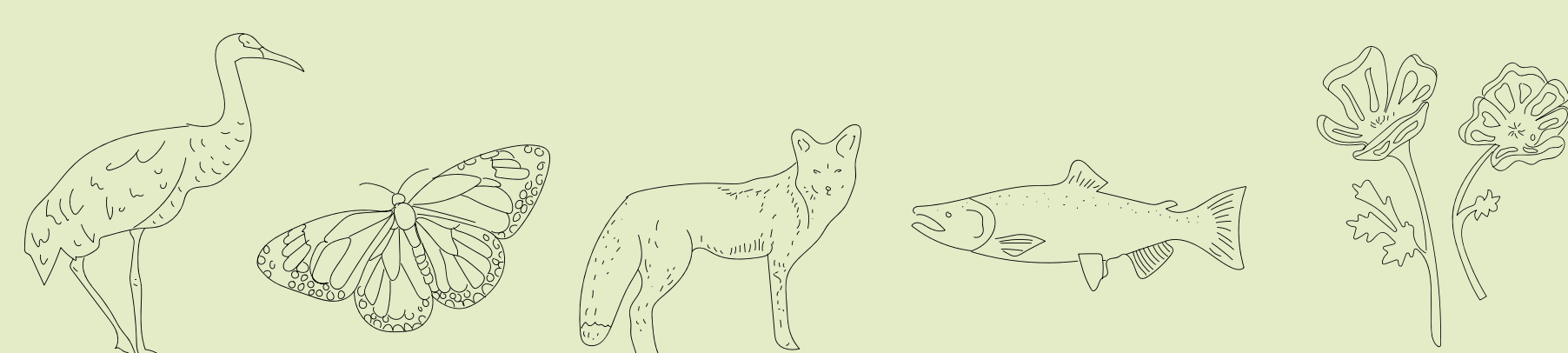
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**Typography:** Helvetica  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 0123456789

### Color:



### Identity:



### Materials:

- Aluminum
- Painted Aluminum
- Aluminum Composite Graphic
- Powder Coated Steel