

Picking Signs at Orchard Park

Wayfinding System for Orchard Park

PROJECT DESCRIPTION

Inspired by the historic trees at Orchard Park, Picking Signs at Orchard Park draws on natural elements such as wood and leaves to create an organic counterpart to the modern aesthetic of the surrounding buildings. The signs provide a visual contrast to the apartments that complements the greenery in the area while harkening back to Orchard Park's original, cottage-esque appearance. Targeted at both graduate students and families alike, the signage system not only improves the wayfinding of the area, but also provides a sense of charm and visual distinction the current system is severely lacking.

SITE CONDITIONS



During our visit to our site we noticed that the site felt very much like a corporate workplace building instead of a residential space. So we wanted to incorporate fun forms and colors to lighten up the space and the signage to appeal to families with children and students alike.

AUDIENCE PERSONAS



Rebecca Smith is an undergraduate student in the English department at UC Davis. She is 19 years old, and is living off campus for the first time this year. Her friend moved into Orchard Park and she is visiting his apartment for the first time to work on homework together. Although he told her the number of his building, she is having difficulty finding it in the complex.



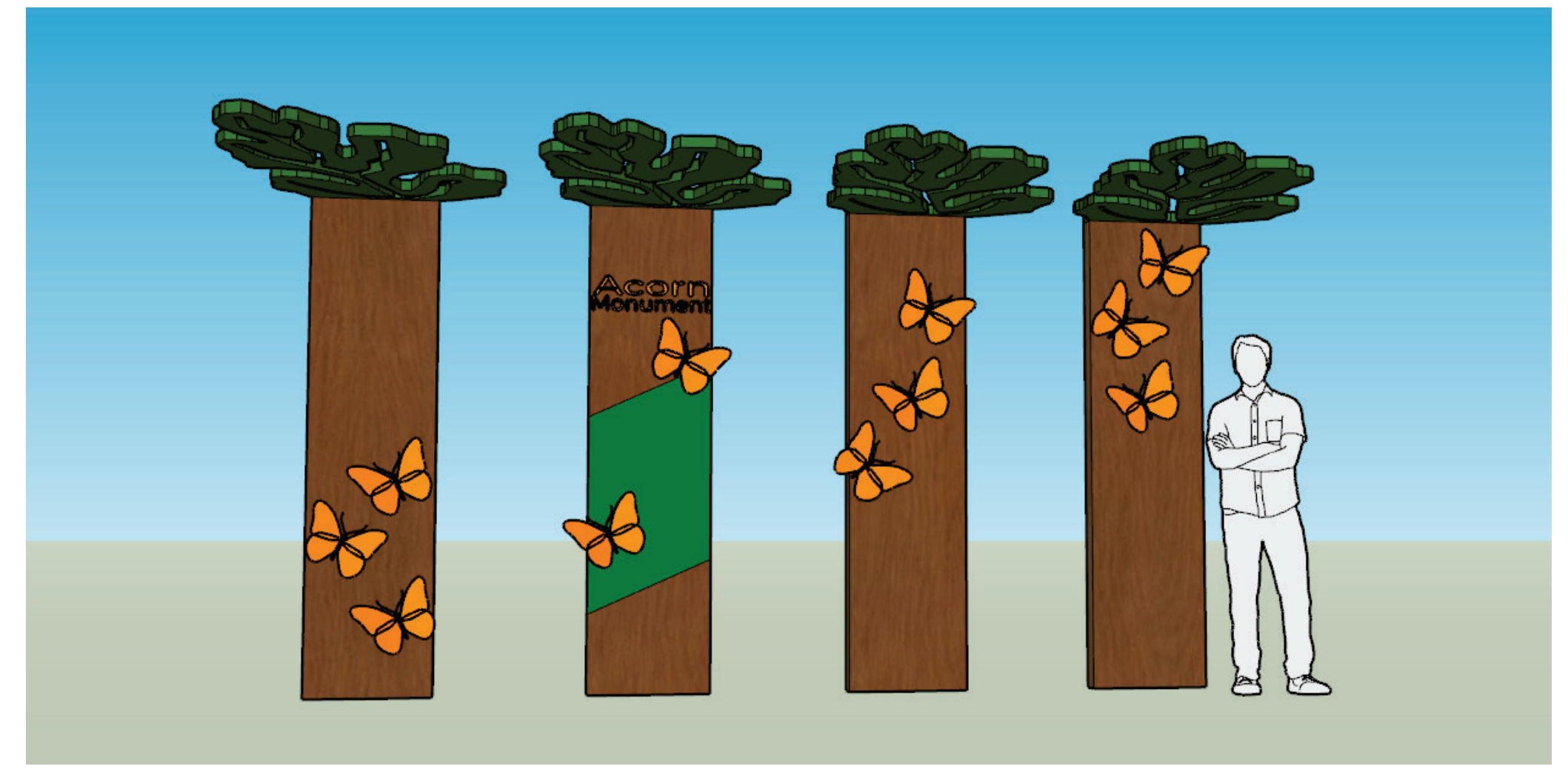
Lucas Bennett is an incoming transfer student. He is interested in looking to find a place to lease. He's 20 years old and enjoys being out in nature. He's visiting Orchard Park with his friends to debate on living here or another place.



Hana Agawa is a mom who is a graduate student in the Art Studio program. She is 35 years old and is living in Orchard Park with her husband and two children. She enjoys reading, writing, and spending time with her family. She often takes her children to the playground. But her and her children are not always sure how to use the playground.



Ansen Lam is a graduate student in the Food Science program at UC Davis. He is 24 years old, and just recently moved into the Orchard Park apartment complex from out of state. He chose this housing complex because he bikes to campus, and wanted to live somewhere close to campus that also has a sense of community.



LOOK BOOK



FORM, PALETTE, AND MATERIALS

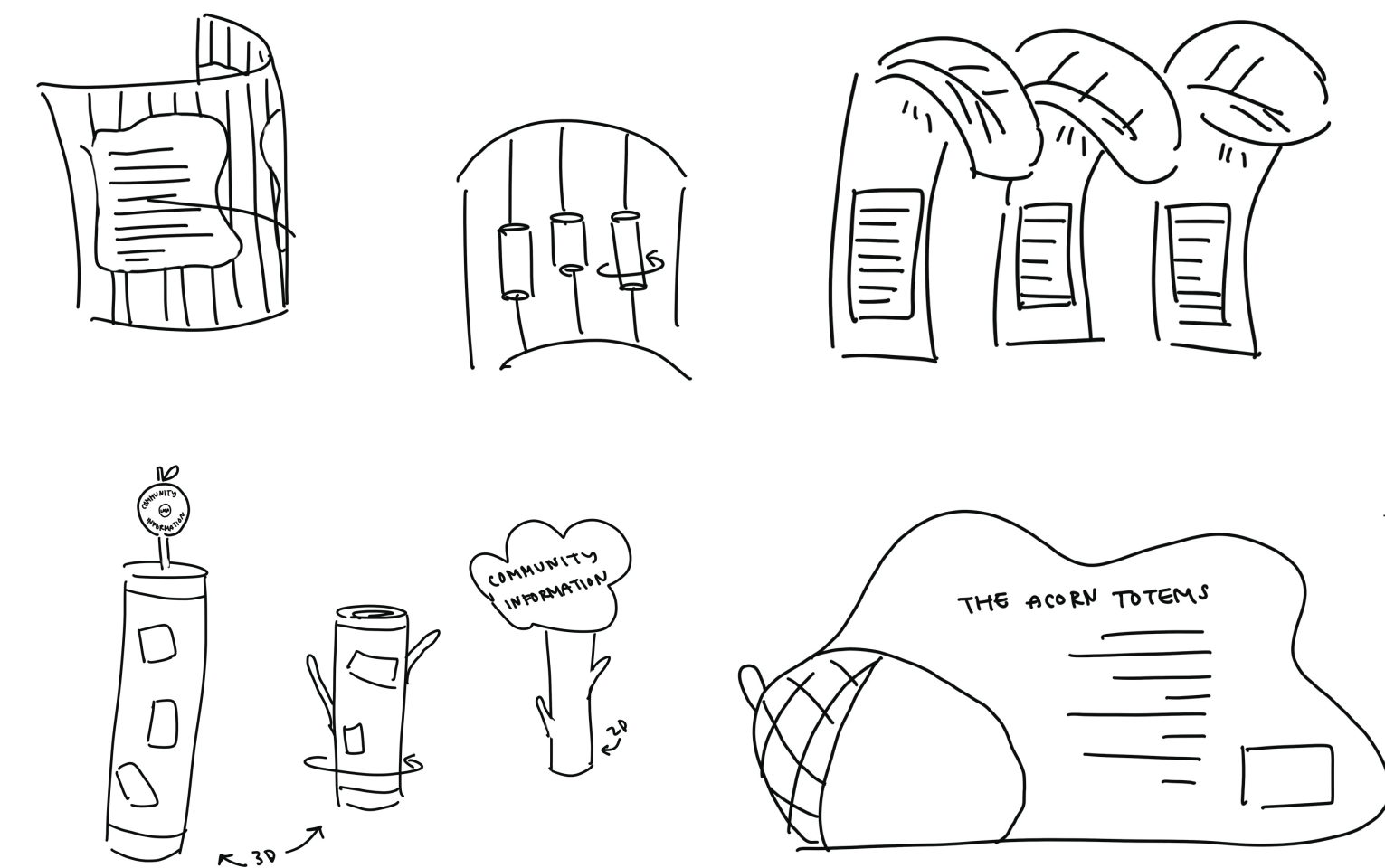
TYPE
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Montserrat Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890
COLOR



MATERIALS

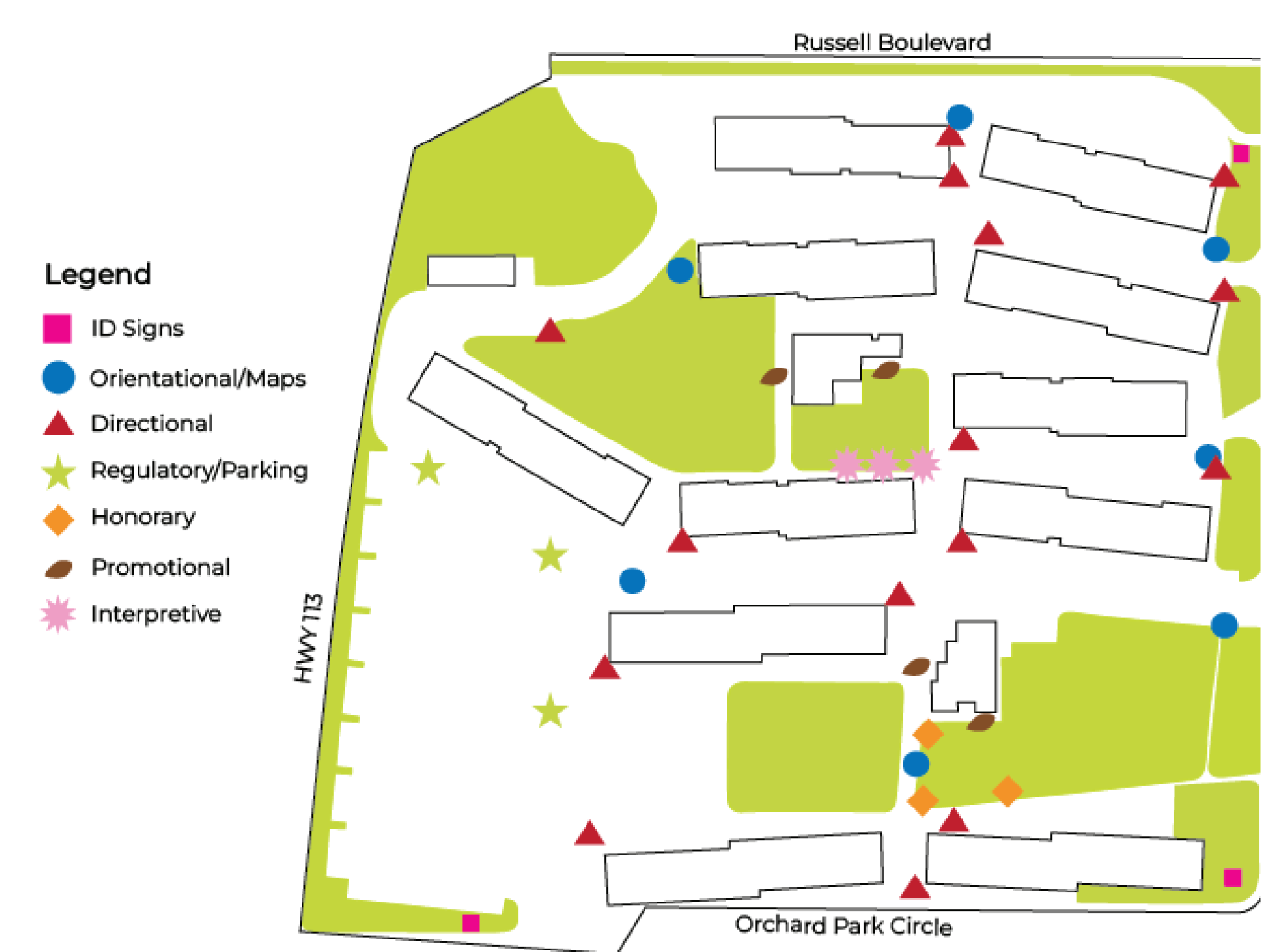


PRELIMINARY SKETCHES



Initial sketches and concepts explored using entirely organic forms to contrast the geometric forms of the buildings and any existing signage, as well as working to incorporate elements of trees and plants to tie in to the name 'Orchard Park'

SIGN LOCATION PLAN

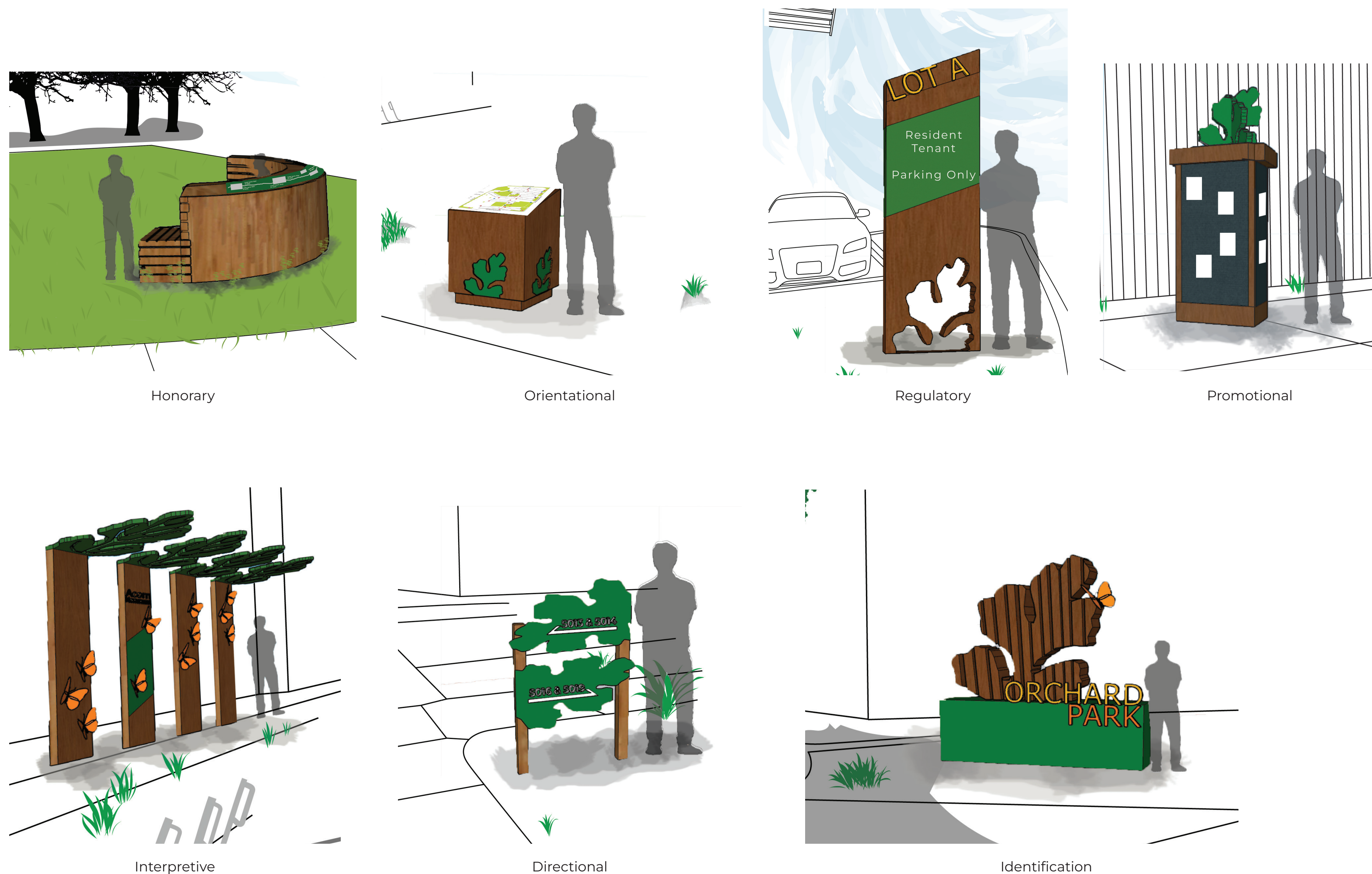


- Legend**
- ID Signs
 - Orientation/Maps
 - Directional
 - Regulatory/Parking
 - Honorary
 - Promotional
 - Interpretive

VOCABULARY OF SIGN TYPES



IN-SITU RENDERINGS



SIGN DETAILS

