


# CONNECTED BY DESIGN

AGGIE SQUARE SIGNAGE SYSTEM

TRAVIS GARFF, MARA ALAGON, ARI ROMERO

DES 186 | W' 25

# SECTION 01



- Project Introduction
- Lookbook
- Audience Study
- Visual

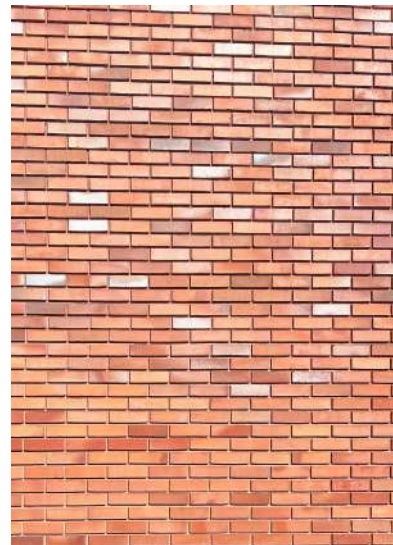
Keyword

# CONNECTIVITY

The signage and wayfinding system for Aggie Square is designed to reflect its core mission of fostering connection between the university, industry, and the local community. Inspired by molecular structures, the design emphasizes connectivity, symbolizing the collaborative exchange of ideas within this innovative space. The signage highlights key wayfinding points, making navigation intuitive while reinforcing Aggie Square's role as a bridge between public space and neighboring communities. Bold colors and organic shapes introduce a playful element, balancing scientific innovation with human connection. This system invites engagement, making Aggie Square an accessible and vibrant space.

# Lookbook

Our observation and documentation of existing materials, colors, and design elements on site at Aggie Square.



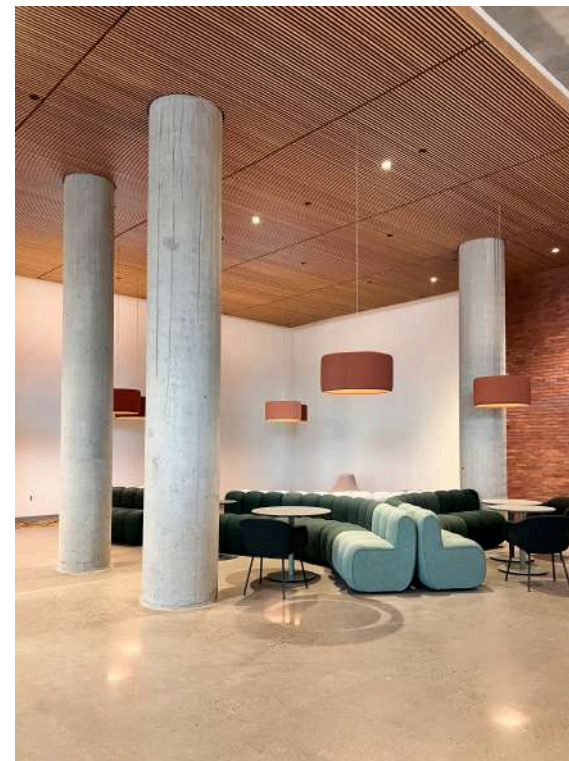
brick



organic shapes, wood, soft lighting



concrete



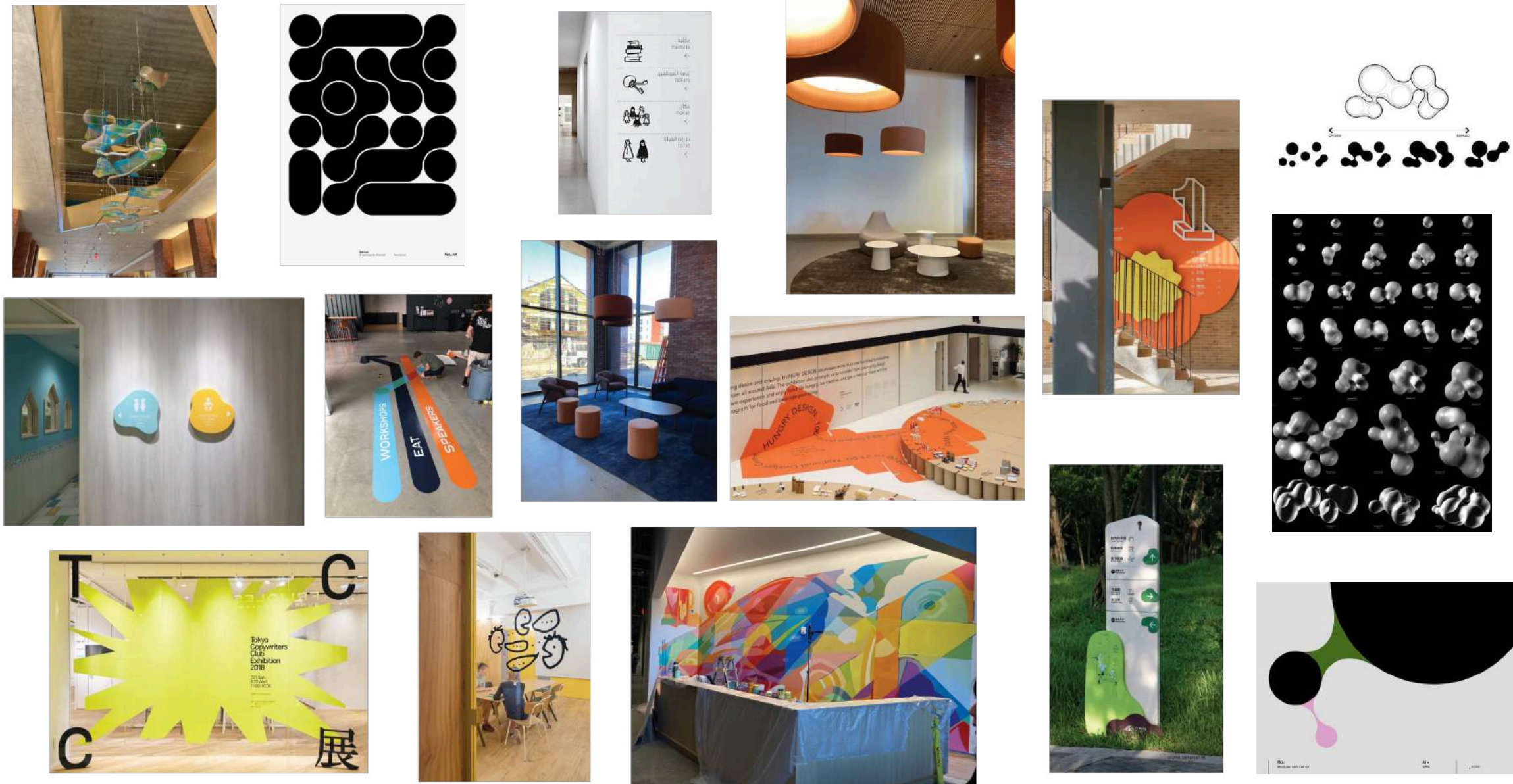
rounded furniture



green elements

# Lookbook

A look into our inspiration for the Aggie Square project. Includes type treatment, design inspiration, and photos that were taken at the site.



# Audience Personas

Documenting people who are likely to use/visit Aggie Square,



## Sophia Patel

**Age:** 50  
**Occupation:** Community Member  
**Local or Visiting:** Local  
**Why:** Sophia is a local community member who enjoys using the space for public events, workshops, and recreation.  
**Design Needs:** Pedestrian-friendly wayfinding, Public vs Private access, Community accessible amenities.



## Dr. Maria Chen

**Age:** 43  
**Occupation:** Medical Researcher  
**Local or Visiting:** Local  
**Why:** Maria frequently goes to conferences and research in and around the Aggie Square area.  
**Design Needs:** Digital wayfinding, Real-time updates, pedestrian and car friendly.



## James Rodriguez

**Age:** 34  
**Occupation:** Entrepreneur  
**Local or Visiting:** Local  
**Why:** James is using Aggie square's co-working spaces to start his business.  
**Design Needs:** Easy to find working spaces, room directory, outlet and computer access.

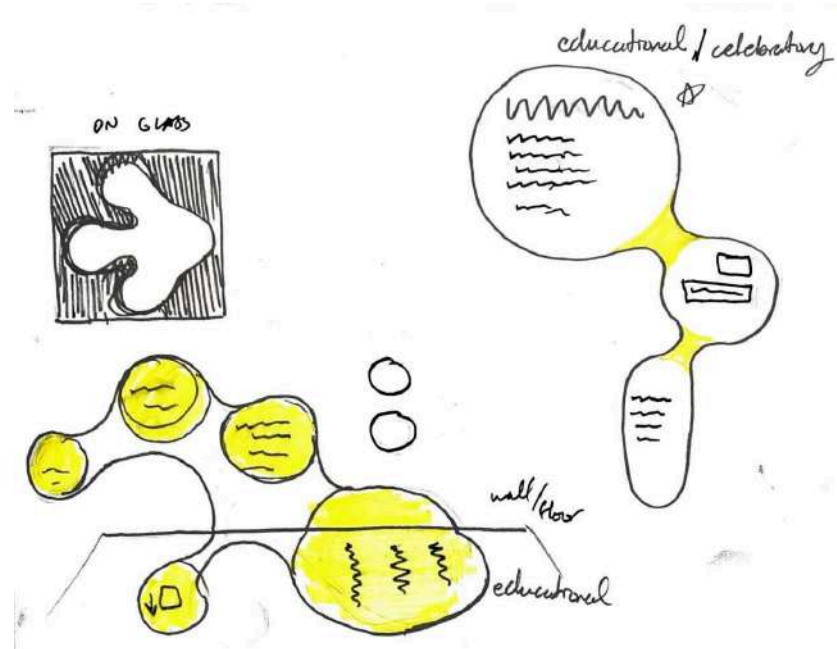


## Aisha Williams

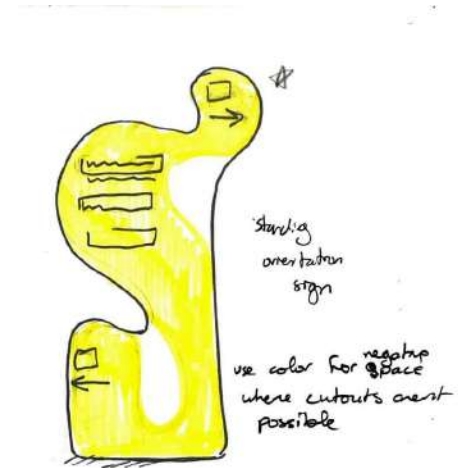
**Age:** 18  
**Occupation:** High School Student  
**Local or Visiting:** Visiting  
**Why:** Aisha is a prospective medical student who is preparing to enter college, and wants to find out if the UC Davis program is right for her.  
**Design Needs:** Clear general signage for orientation, maps, clear labeling of labs and

# Visual Language

Preliminary sign vocabulary, showing a variety of different sign types.

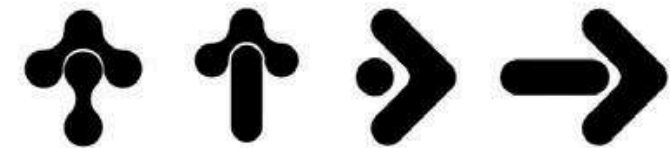


organic connections between shapes

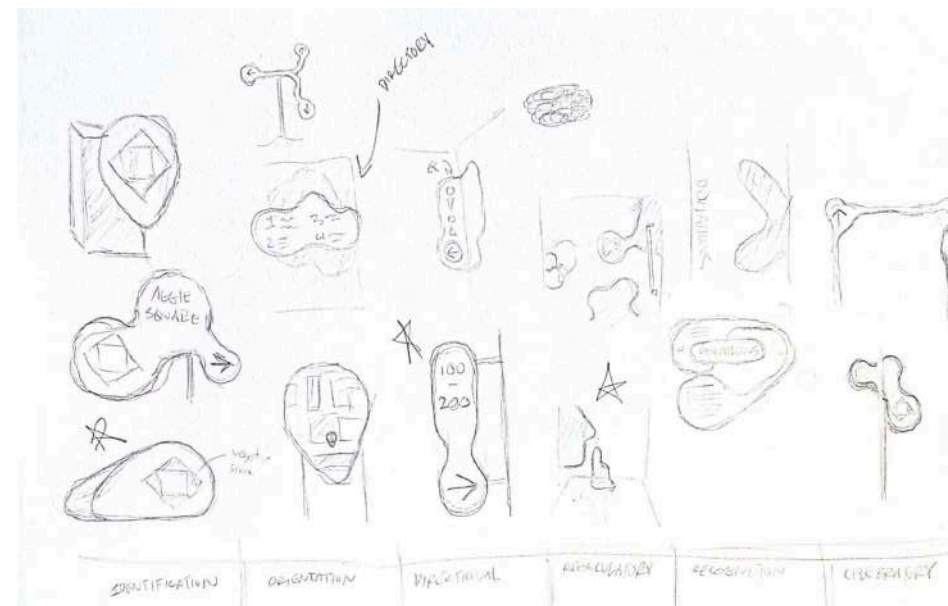
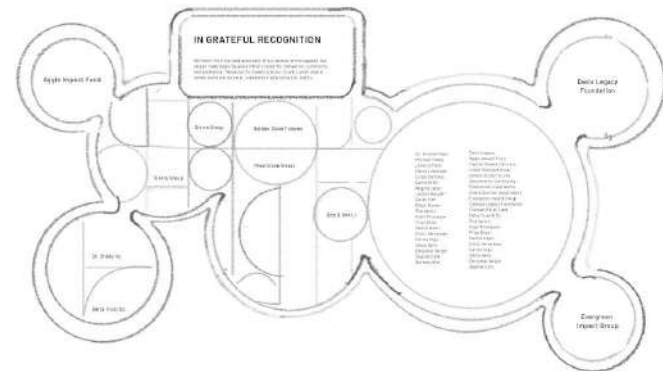
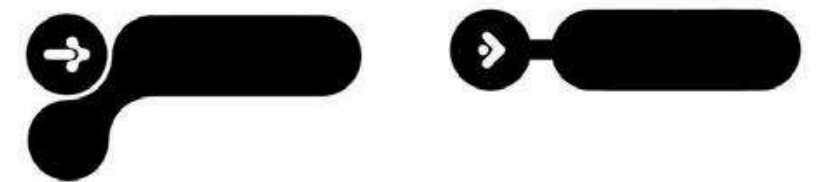


## GRAPHICS

Arrow ideas



Sign shape ideas



rounded forms

# SECTION 02

Wayfinding Hubs  
Sign Location Plans  
Design Palettes  
Vocabulary of Sign Types



# Design Palettes

Visual identity, displaying color, typography, and graphics.

## Color



#C0D6FF

#547CC6



#88A83E

#B7D570

#264C23

## Materials



ALUMINUM

VINYL

OAK WOOD

## Typography

Aa

BARLOW - SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890

Aa

BARLOW - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890

Aa

BARLOW - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890

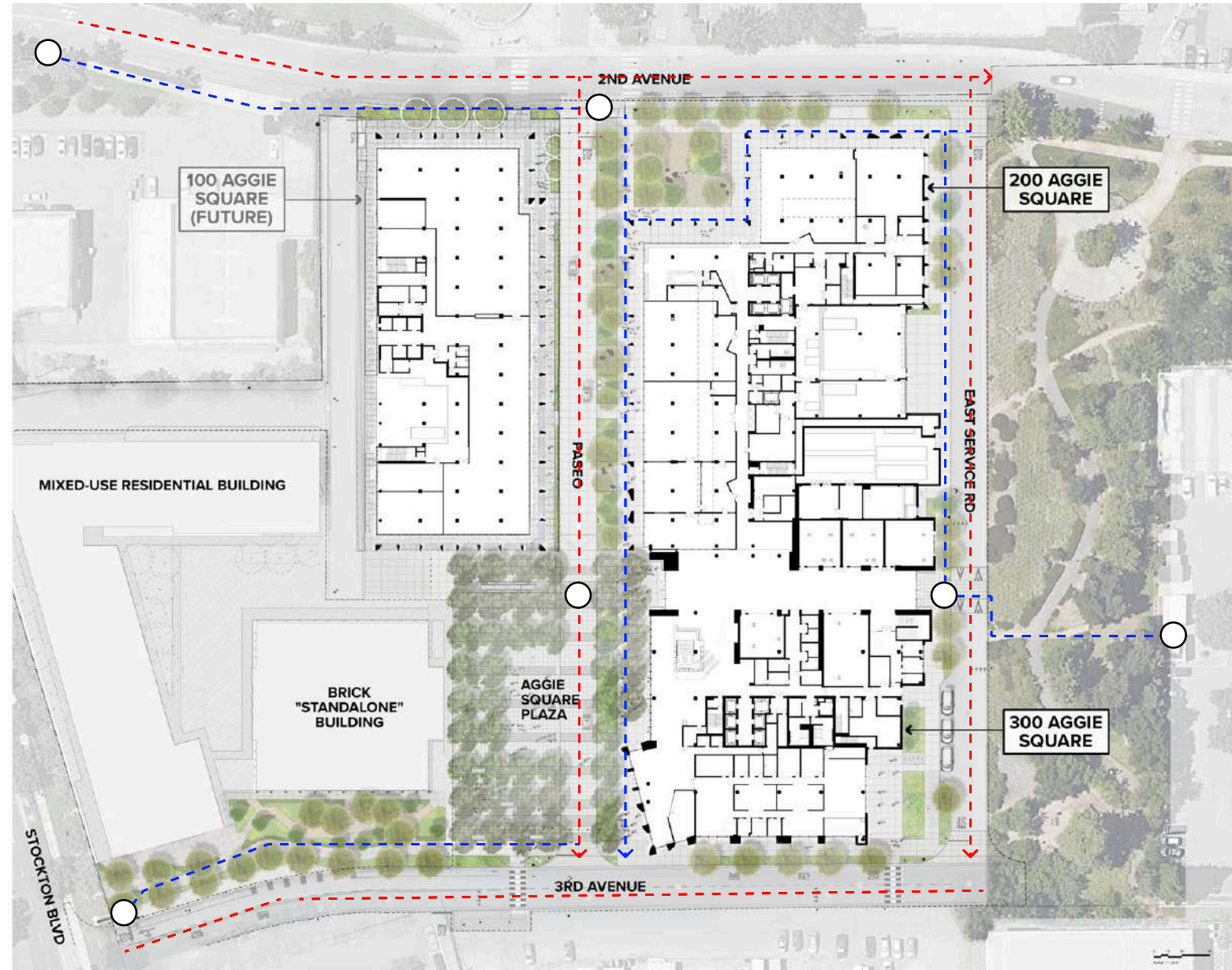
## Graphics



# Key Wayfinding Hubs / Entry Points

Map of sign locations found outdoors.

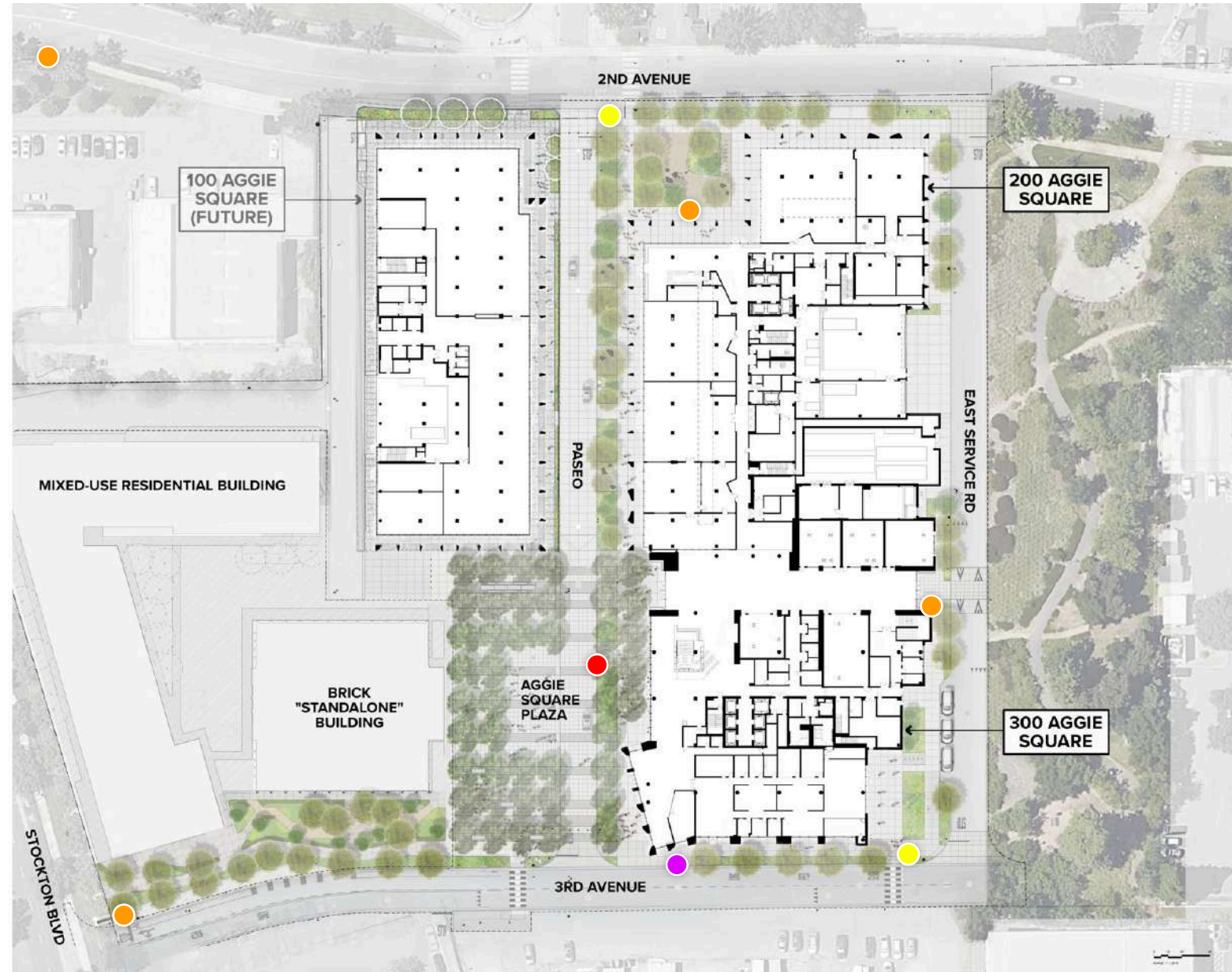
- Wayfinding Hub
- - - Vehicular Path
- - - Pedestrian Path



# Sign Location Plan (Outdoors)

Map of sign locations found outdoors.

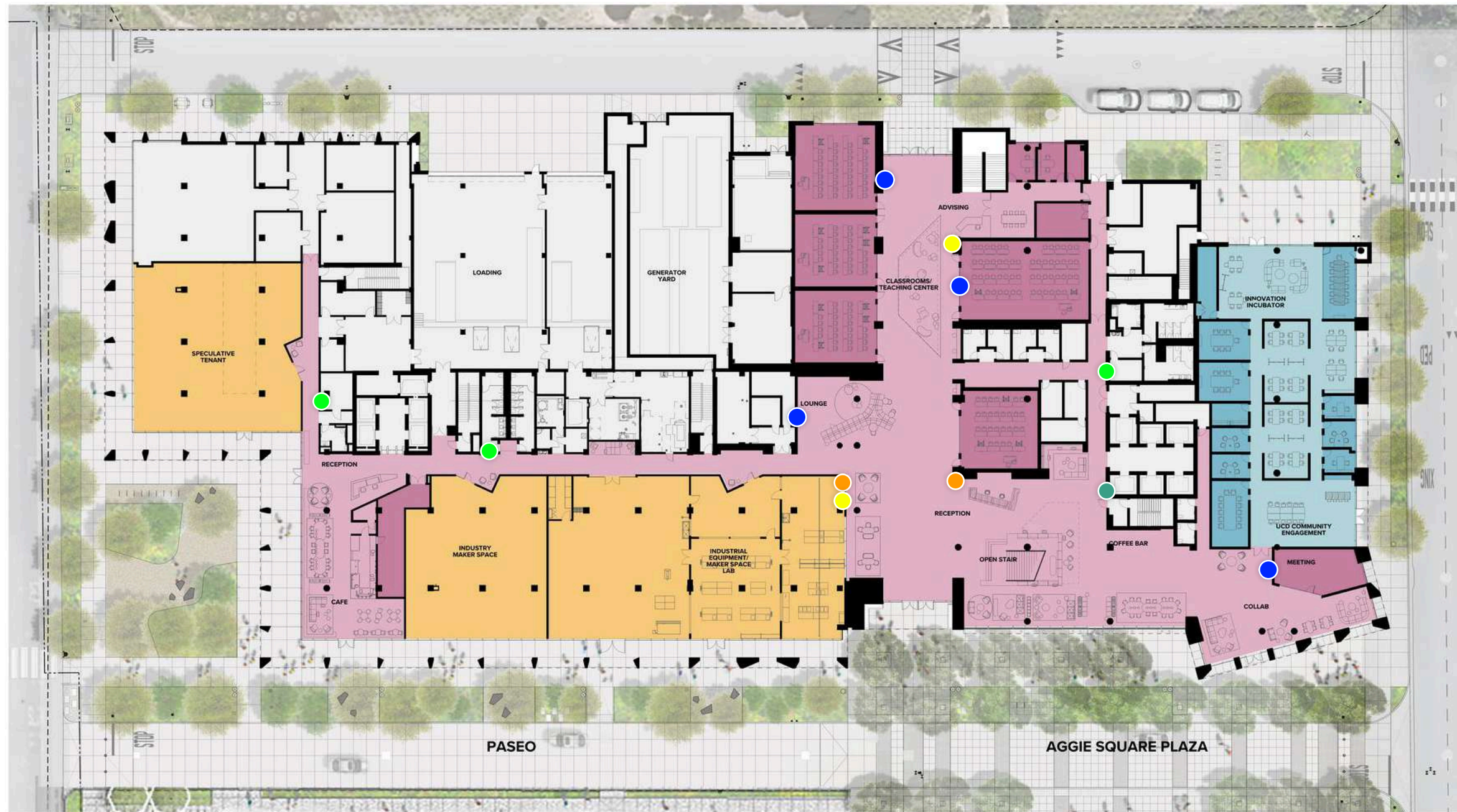
- Orientation
- Identification
- Directional
- Regulatory
- Recognition
- Celebratory
- Interpretive



# Sign Location Plan (Indoors)

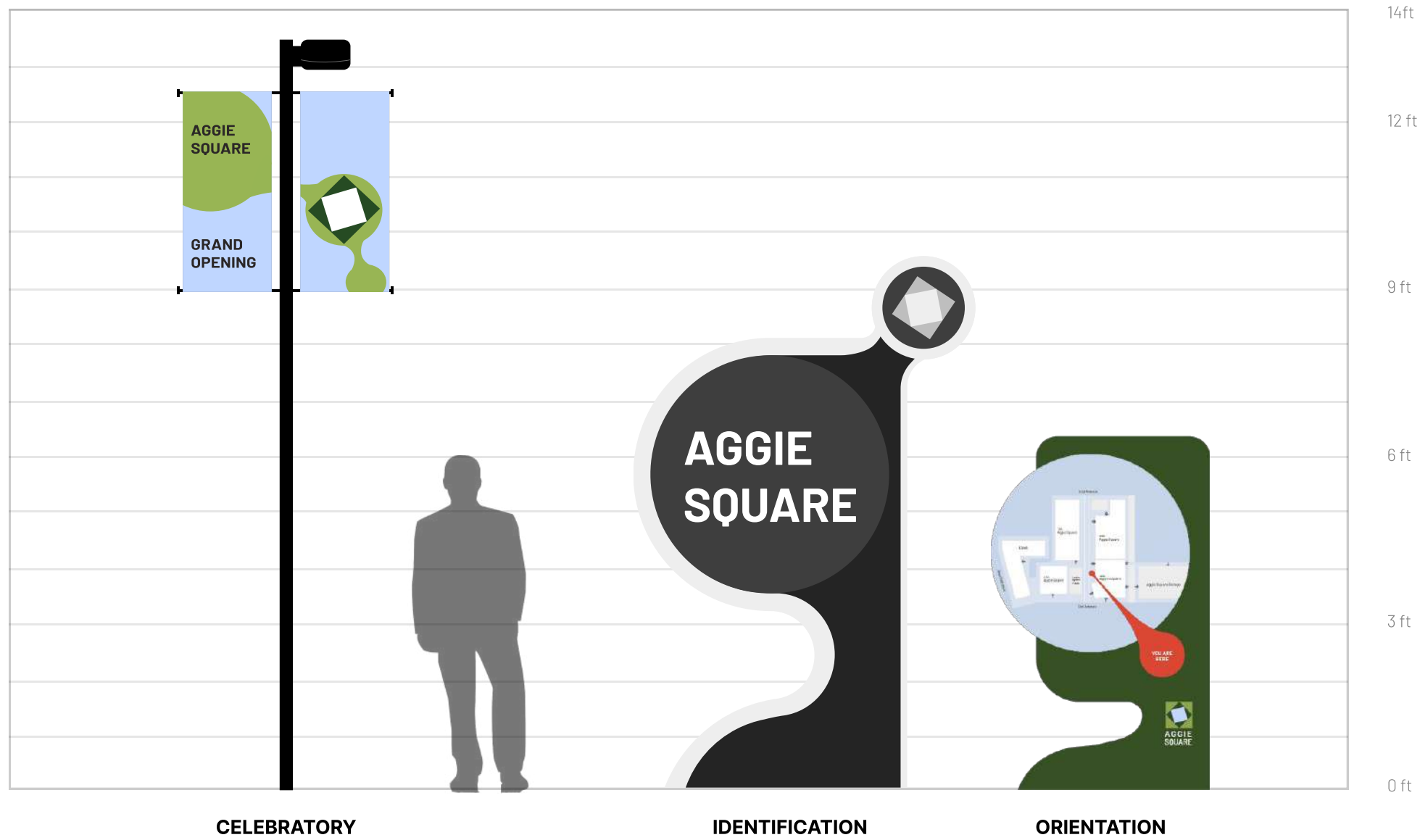
Map of sign locations found indoors.

- Orientation
- Identification
- Directional
- Regulatory
- Recognition
- Celebratory
- Interpretive



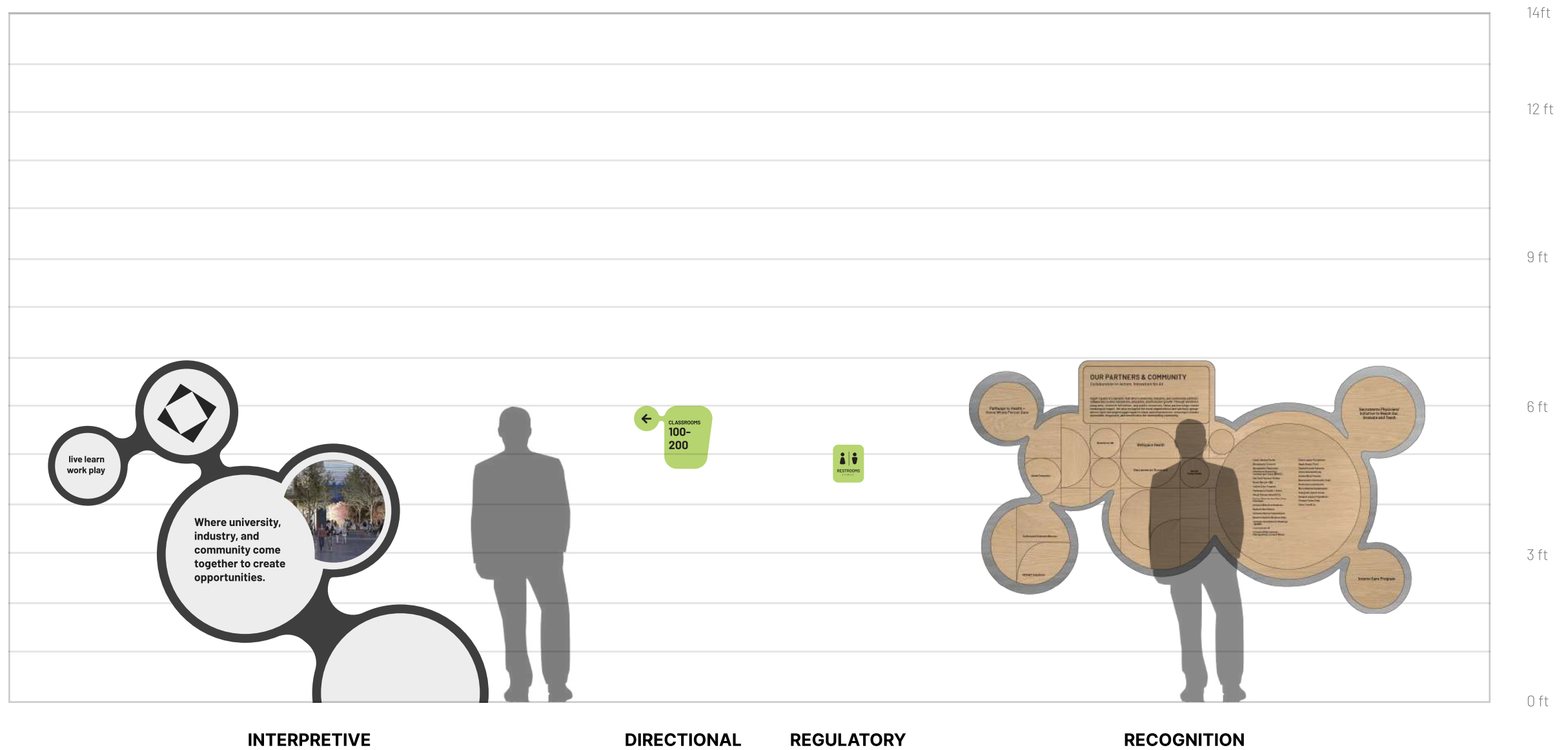
# Sign Vocabulary

Signage vocabulary for all sign types found outdoors.



# Sign Vocabulary

Signage vocabulary for all sign types found indoors.

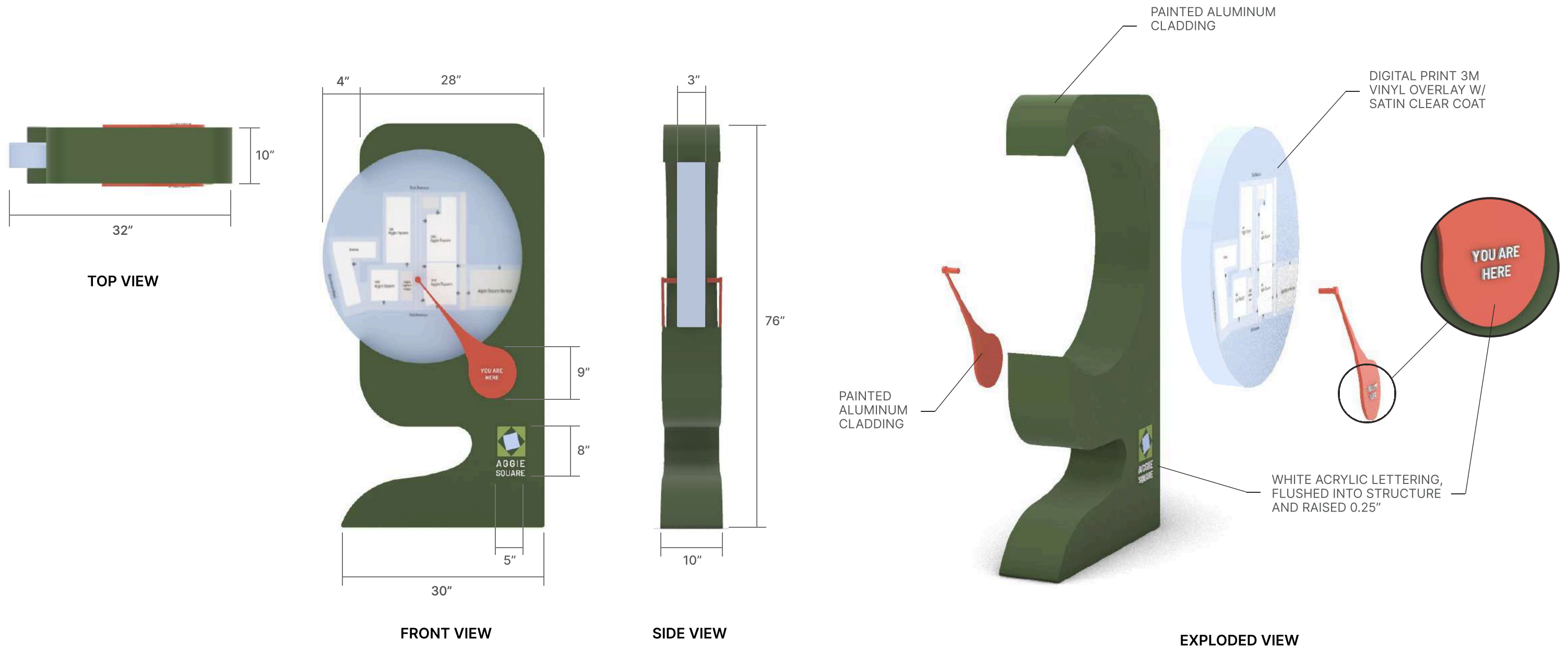


# SECTION 03

Sign Specifications  
In Situ Renderings

# Sign Specifications

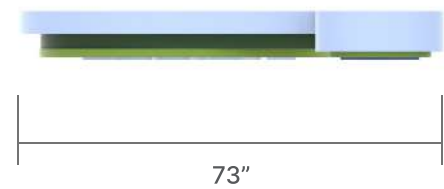
Dimension, material, and fabrication details for the Orientation sign.



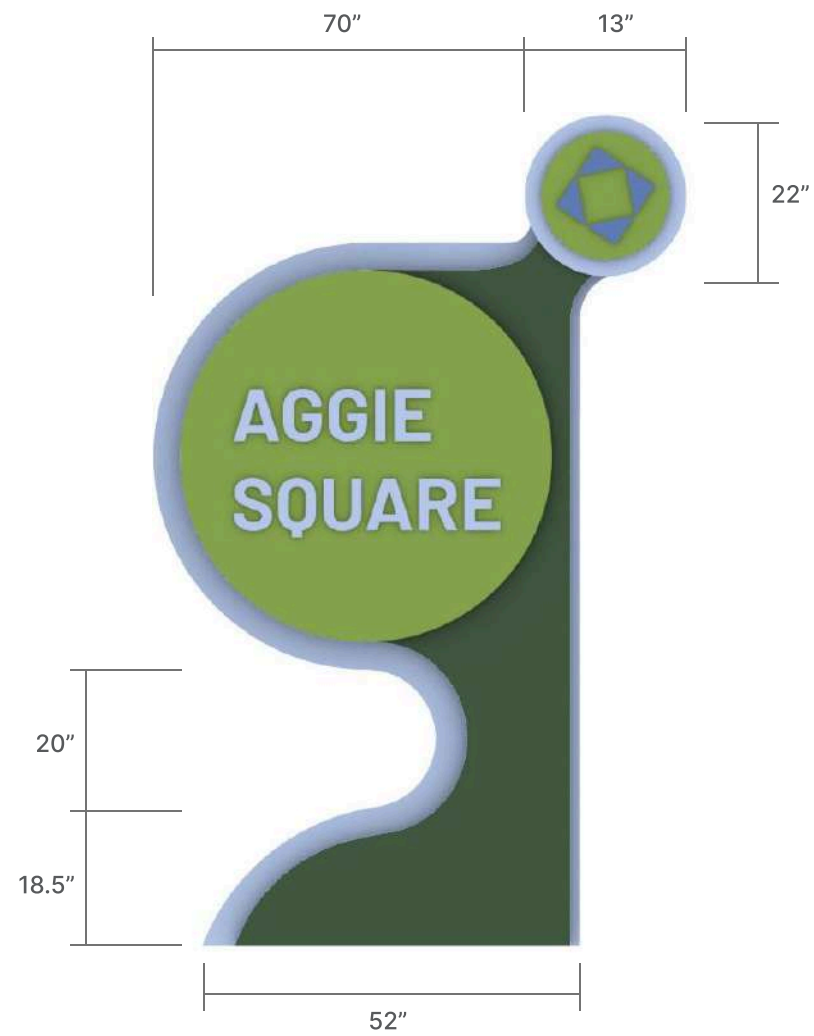


# Sign Specifications

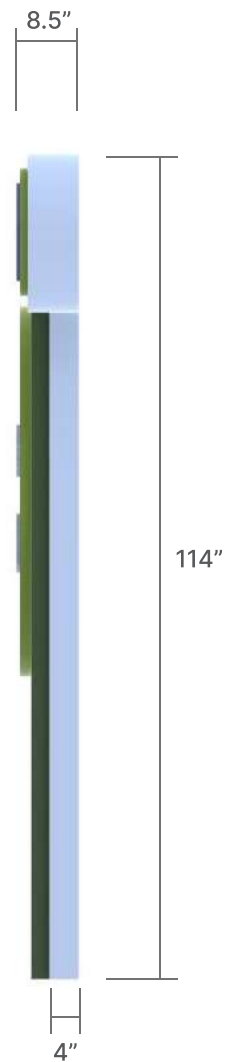
Dimension, material, and fabrication details for the Identification sign.



TOP VIEW



FRONT VIEW

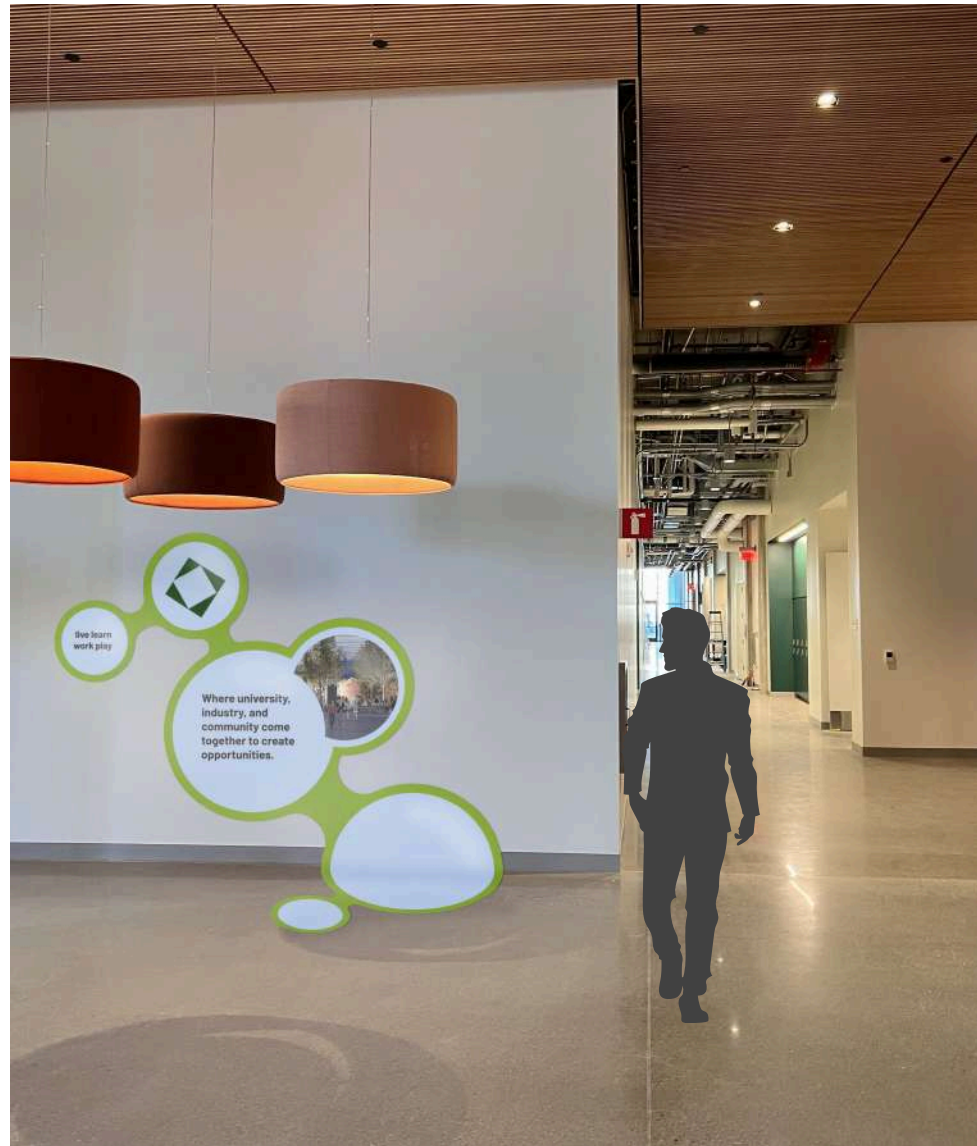


SIDE VIEW

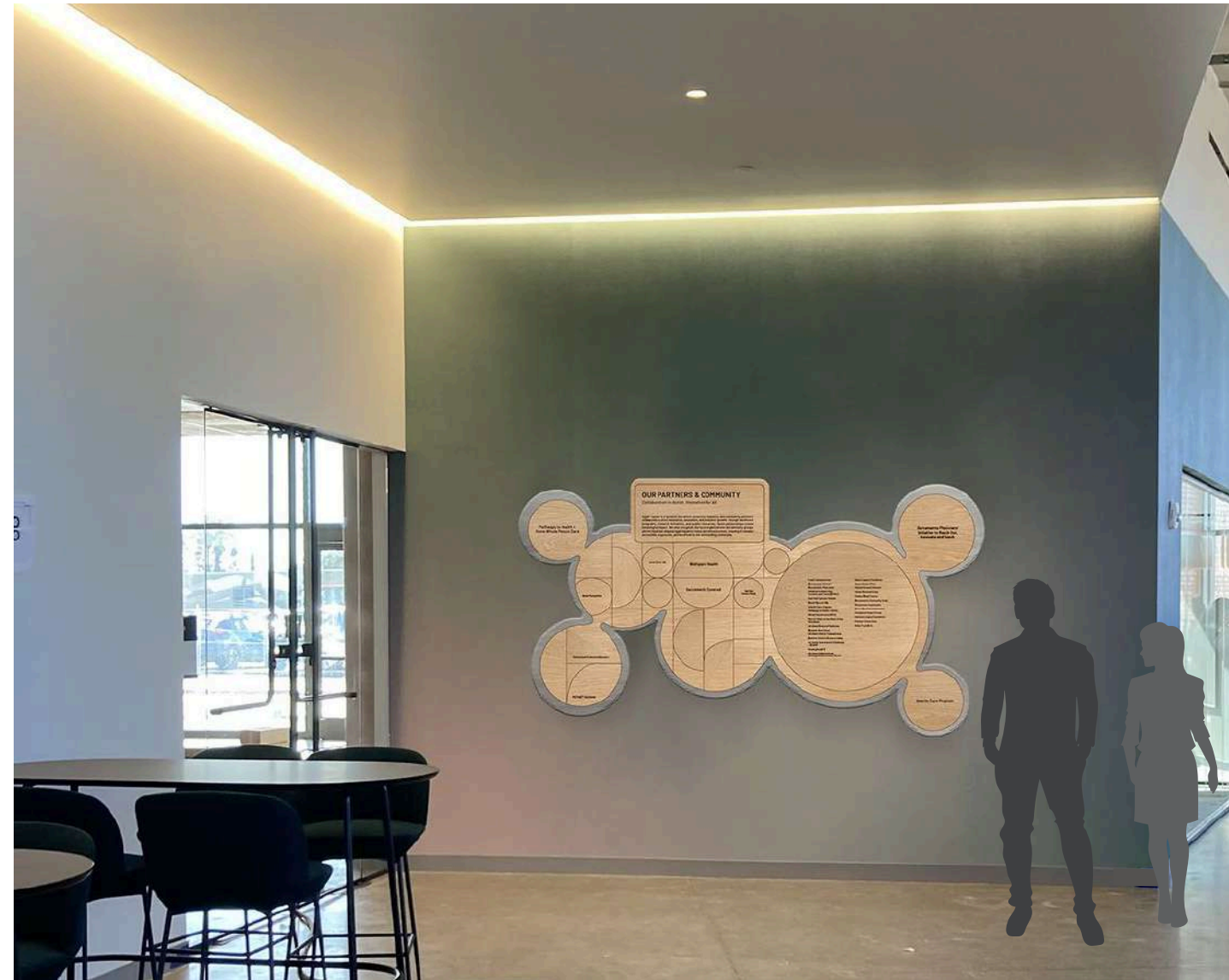


EXPLODED VIEW

# In Situ Renderings



INTERPRETIVE SIGN



HONORARY SIGN

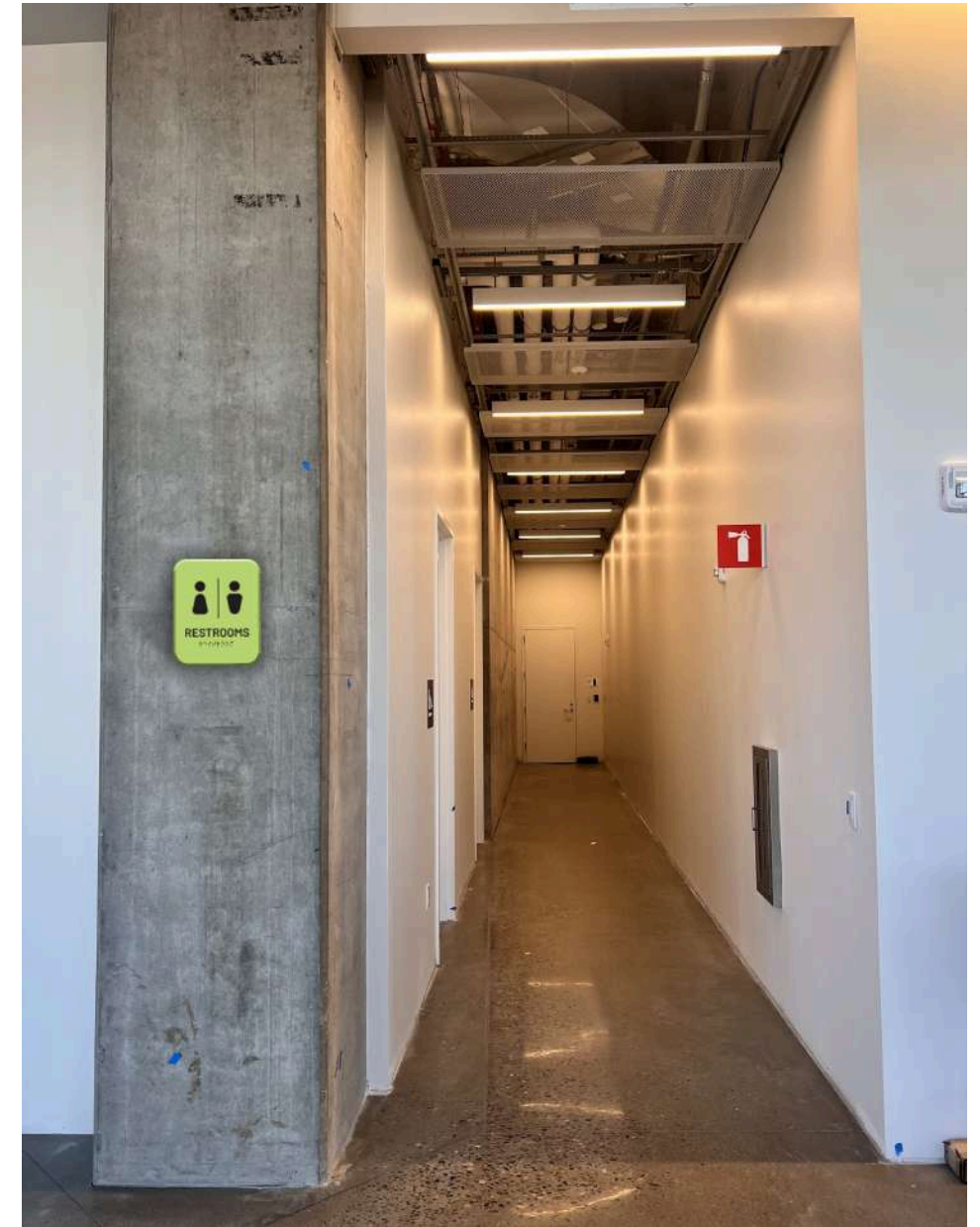
# In Situ Renderings



IDENTIFICATION SIGN

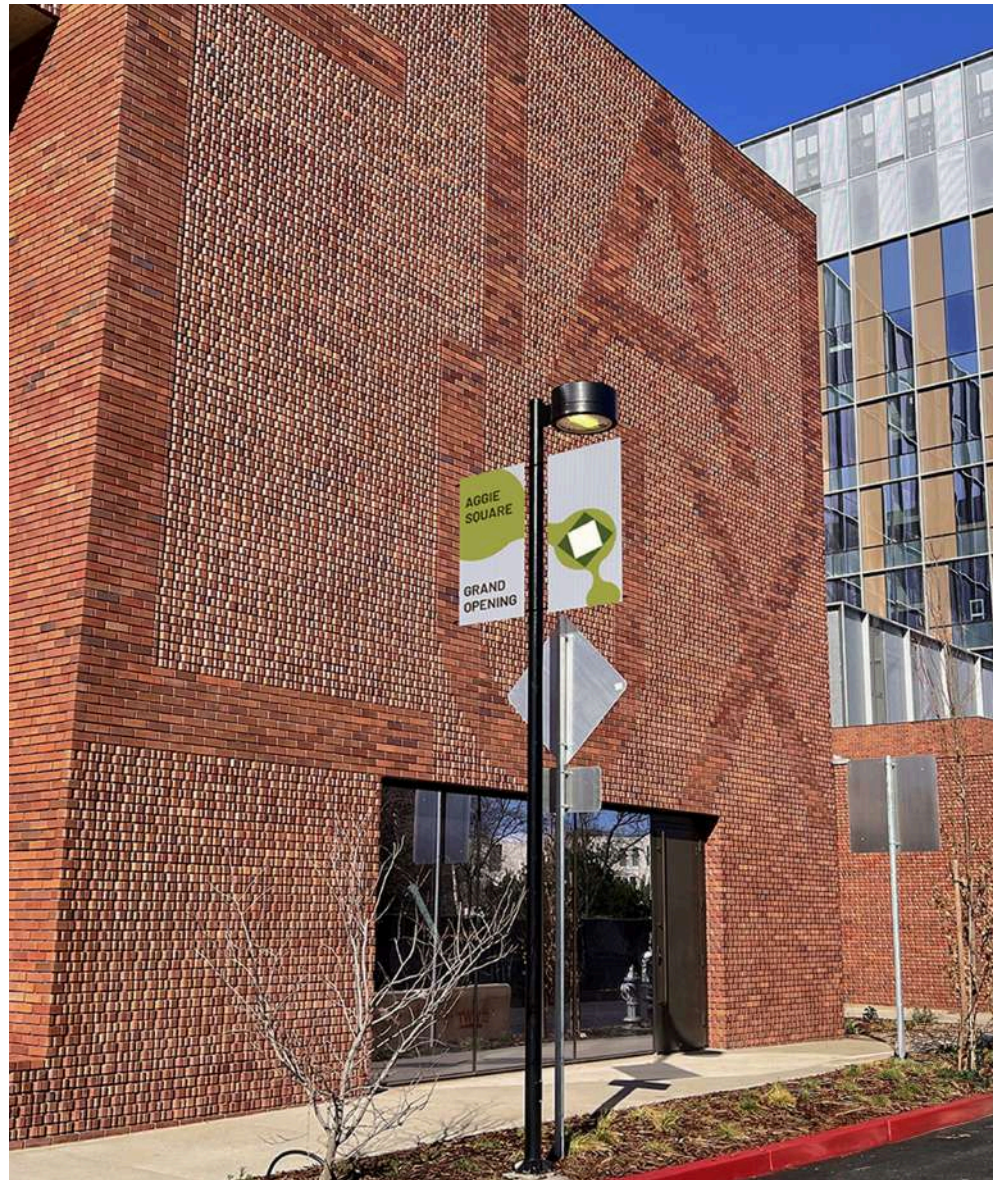


DIRECTIONAL SIGN



REGULATORY SIGN

# In Situ Renderings



CELEBRATORY SIGN



ORIENTATION SIGN

# SECTION 04

Meet the Design Team

## About The Team

### Travis Garff



Hello! My name is Travis Garff and I am a fourth year design student at UC Davis. I love all types of design work, but I mainly focus on posters, logos, and motion graphics. My favorite projects that I have worked on are stage visuals and rave posters!

### Mara Alagon



Hello! I'm Mara, a fourth-year Design student at UC Davis, interested in industrial and experiential design. I love to make things and am happiest when in a creative state of flow.

### Ari Romero



My name is Arianna Romero, and I am a fourth-year design student at UC Davis with a strong interest in graphic and industrial design. I focus on creating functional, visually engaging experiences across both 2D and 3D mediums. I enjoy designing furniture, posters, and products.