Enchanted Grove

Wayfinding and Signage System for Village Homes

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Project Overview

Whimsical, Natural, Fantasy, Organic

Enchanted Grove takes on the challenge of designing an engaging and whimsical signage and wayfinding system for the experimental and peaceful community of Village Homes in Davis, CA. This sign system includes fantastical and ecclectic elements that tie into both the community and the community's associations with the Tolkein Novels and Lord of the Rings.

Phase 1

Design Research

Look Book: Part One

Current signage in Village Homes, looking at typography and materials being used.

Signage is constructed of natural materials that are meant to weather and change over time the way communities do. Hand carved lettering emphasizes the DIY element of Village Homes.

More wood with simple plexiglass to showcase bulletin notices and general community announcements, stays true to simplicity and "community first" ethos of Village Homes.

Ringbearer font is used for title on this sign here, a font that is known for its primary usage in Lord of the Rings. The community is greatly inspired by Tolkien's universe within the Hobbit and LOTR. This mixed with a bold serif communicates information effectively without compromising the inspiration and whimsy behind the community.

Look Book: Part Two

our ideations of refreshed signage system for the community.
Inspirations behind Village Homes and elements/materials that might find their way into

Inspirations pulled from the map in the Hobbit as well as handmade signs using wood carving and natural fibers like twine to hang the sign.

Material honesty is central to Village Homes' identity. Signage should be made of what the neighborhood is made of, or what grows in it.

Look Book: Part Three

Comparable or competing visual identities.

Potential points of inspiration pulled from hand painted signage used primarily in Renaissance Faires. Hobbiton is also featured here as it is the main source from which Village Homes is inspired by.

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Audience Study

The four main audiences considered while designing signs for Village Homes

The Curious Kid

Age: 7-10
Occupation: student
This is a kid who likes to be outside and investigate their surroundings.
Goals: Create interpretive signage that will keep them engaged and spark curiosity.

The Dog Walker

Age : 20+
Occupation: Varies
Local adults looking for somewhere to walk while out with their dog. The pathways through Village Homes could be used as part of a loop on their daily walk and or either of the greens could be used for a game of fetch.

The Childminder

Age 25-75
Occupation: varies
Adults in the community and surrounding area want to find safe outdoor activities they can do with the kids in their life. Village homes provides safe walking and biking paths, and playground spaces.

The Visitor

Age: All ages
Out of town people visiting Davis/Village homes residents. They want to explore the pathways and discover the unique attributes of the Village Homes community.

Preliminary Visual Identity

This pages hows some preliminary ideas for Color Palettes, Typography, Sign Types, Arrows, and Pictograms

Color Palette

#DFA08A	#6E8B45	#C62F29	#7D6685	#FFC400	#A9D9FF	#A78EAF
#A96F5A	#3F5A1E	#930D0A	#62416C	#FFA000	#18A3FF	
#6D4131	#2D4900	#700002	#432550	#E87000	#0078FF	

Typography

Aladin
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

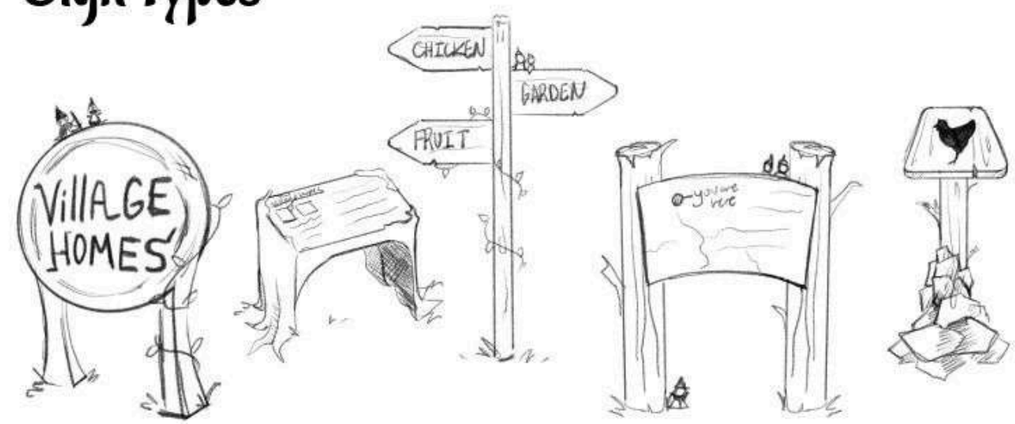
Merriweather Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Merriweather Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

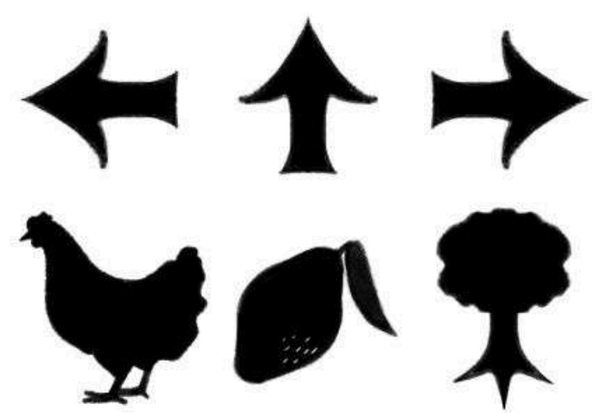
Merriweather Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Merriweather Sans
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Sign Types



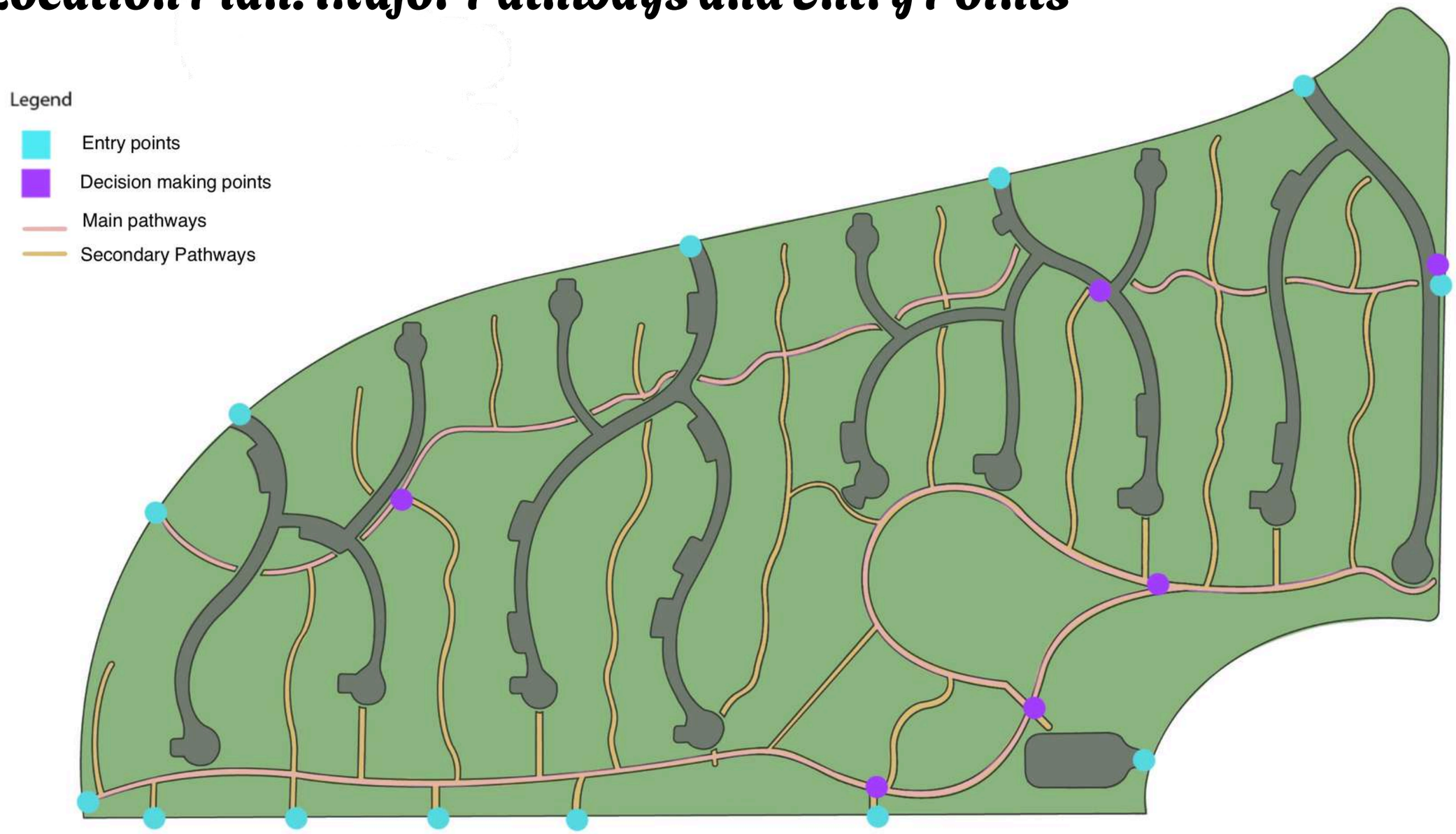
Pictograms and Arrows



Phase 2

Sign Typology

Sign Location Plan: Major Pathways and Entry Points



Sign Location Plan

Legend

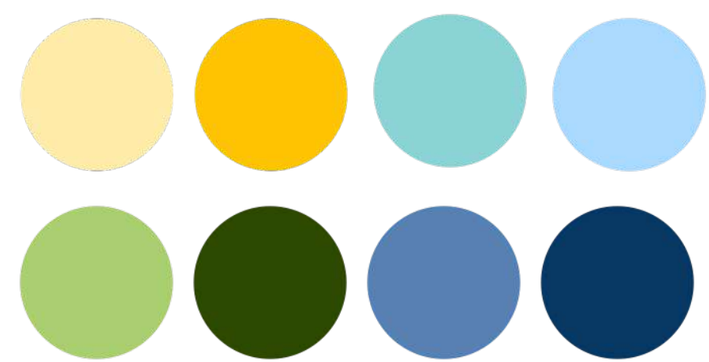
- Identification/Informational
- Orientation
- Directional
- Celebratory/Promotional
- Interpertive/Content
- Recognition/Honoary
- Regulatory/Etiquette

Design Palettes: Color & Typography

This color palette draws on natural elements such as the sky and nature to further emphasize the beautiful natural environment that surrounds Village Homes. The colors that inspired this were dialed up in boldness to stand out amongst the natural environment without drawing away from it.

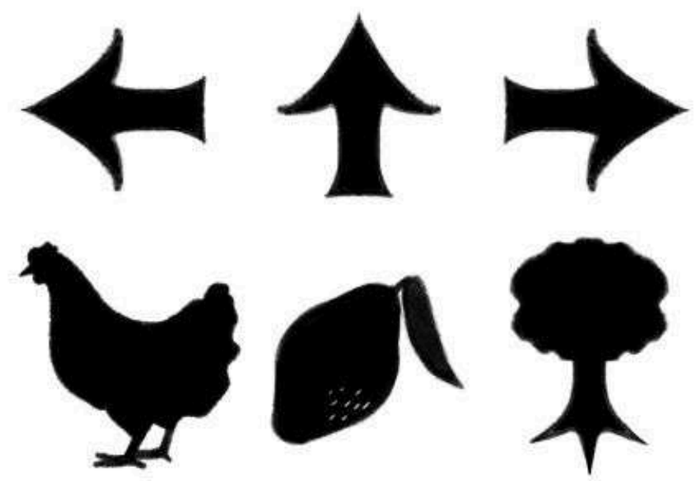
Agbalumo

Aa Bb CC Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz



Anek Bangla Condensed-SemiBold

Aa Bb CC Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



Design Palette: Materials

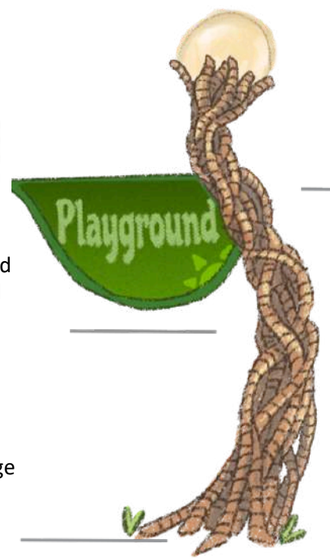
Natural Material Choices to compliment natural environments like Village Homes.

Design Palette: Engineering

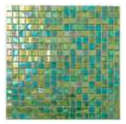
This page introduces ideas of sign engineering with materials included.

Frosted glass orb that would house light fixtures.

steel reinforced insides to hold the organic shapes.

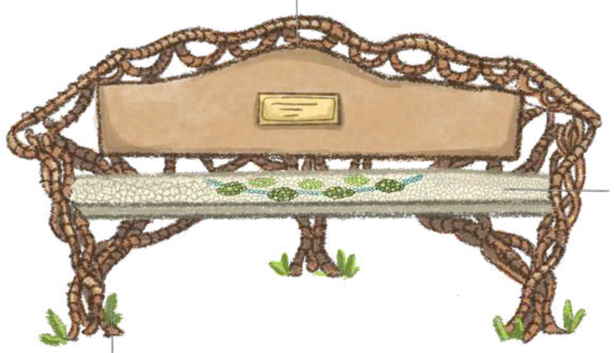


Plasma or laser-cut 10–14ga steel leaf/vine shapes, welded to trunk. Inlaid with intricate tiling in different greens to emphasize the sheen of leaves within the space.



Concrete base to reinforce and stabilize weight of signage into the ground without eyesore (would go underground out of sight).

Spindly rebar twisted to immitate wood that creates the frame of the bench, with metal like iron to further enforce backing to be leaned on by visitors.

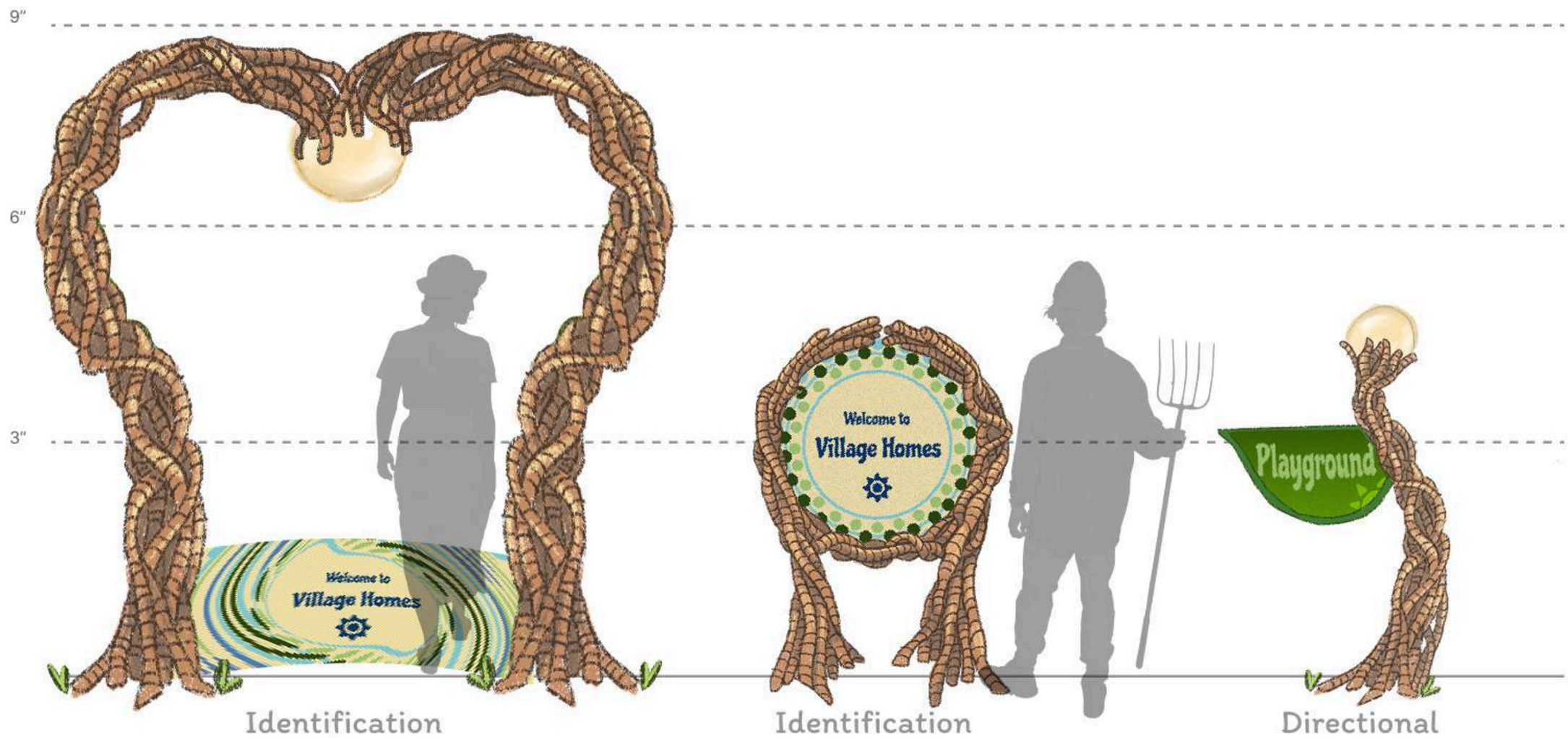


Glass or ceramic tile set into welded steel angle frame. Epoxy grout, flush surface. Interpretive or decorative motif like leaves and vines within the mosaic.

The insides of the bench are reinforced with steel bars to hold weight and keep it sturdy.

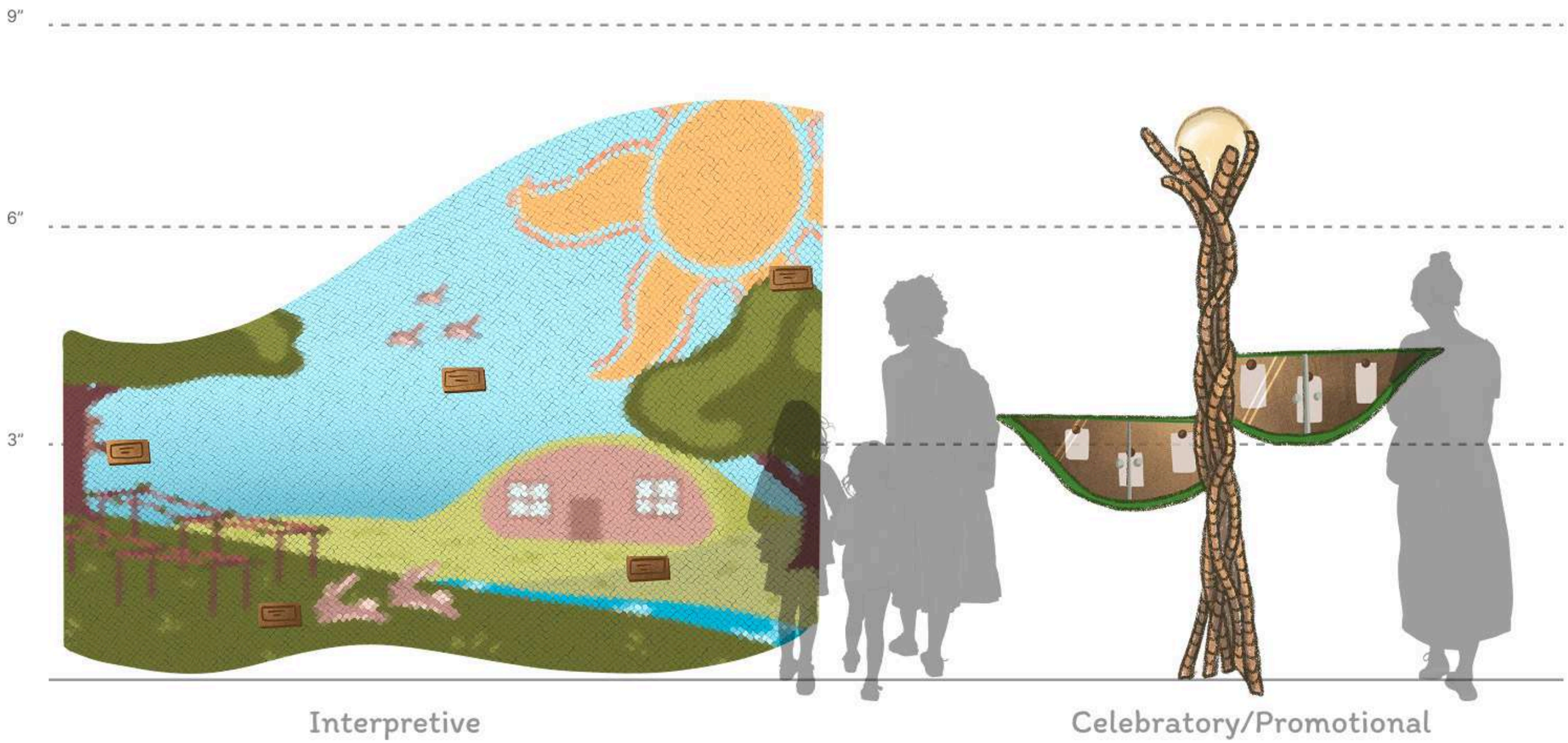
Vocabulary of Sign Types

This page shows a more detailed rendering of the identification signs and the directional sign. The first identification sign would be located at the most traveled entrance of Village homes and acts as a grander entrance. The second sign would be located at alternative entrances so that people who are traveling toVillage homes can easily identify when they have entered the site but on a smaller scale than the first. Lastly, the directional sign helps visitors know when they come across any landmarks during their journey by using the leaf shape of the sign as an arrow pointing towards it.



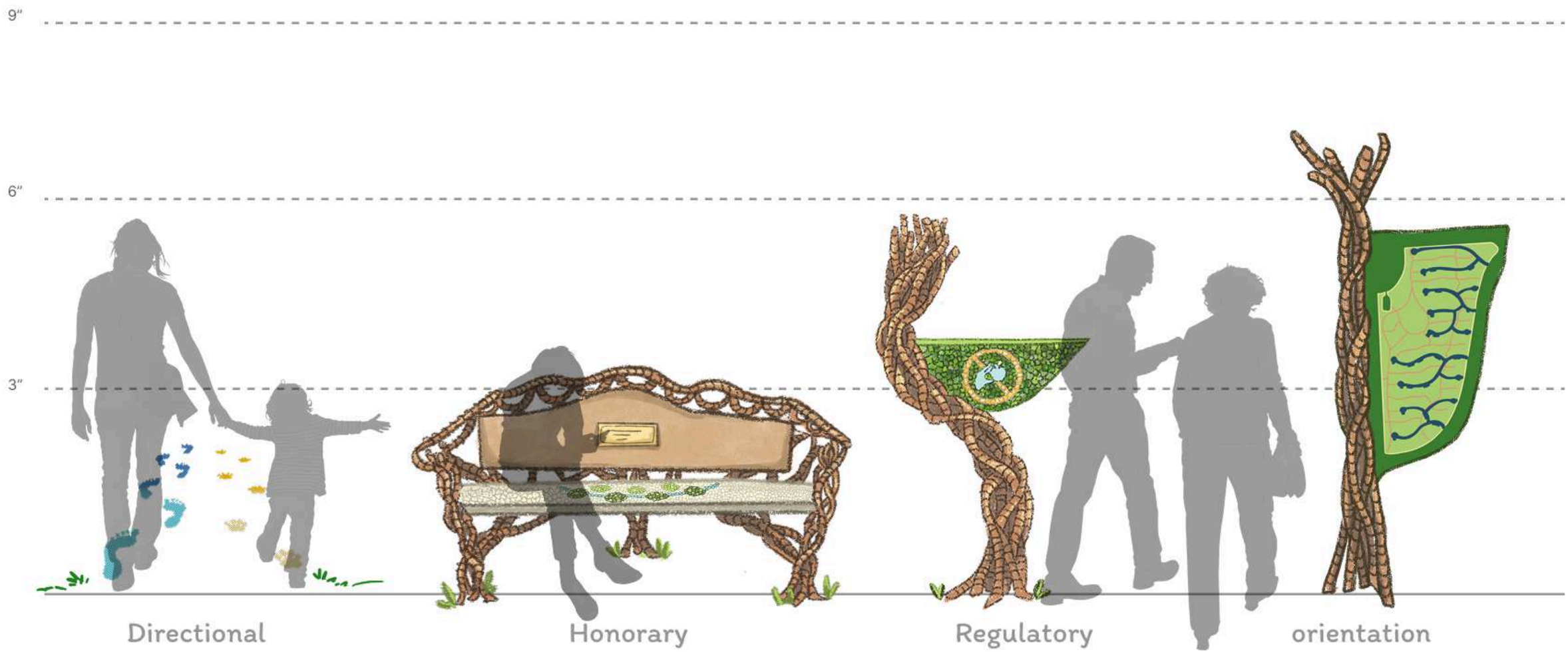
Vocabulary of Sign Types

This page shows more detailed renderings of the interpretive sign and the celebratory/promotional sign. The interpretive sign, rather than being a word-for-word story of Village Homes, acts as an art installation that features many prominent aspects related to the community with explanations included on small bronze tags strewn throughout the mosaic. The celebratory/promotional sign offers a place for community members to tack up flyers or posters to share events with other residents. Rather than using a cork board for pinning flyers, the sign features a magnetic surface to reduce any damage and increase the longevity of the sign.



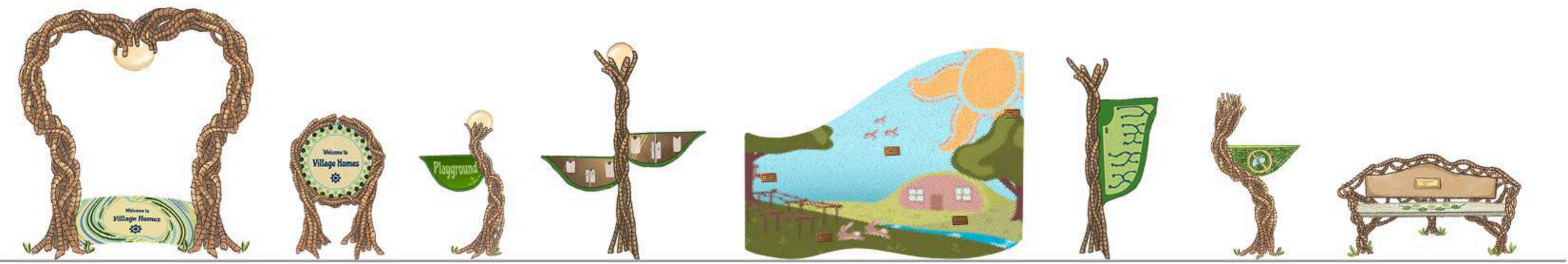
Vocabulary of Sign Types

This page shows some more detailed renderings of the secondary directional, honorary, regulatory, and orientation signs. The secondary directional signs will be mosaic footprints on the walkways that will loosely guide visitors around the site, but still give them the option to wander to locations rather than be directed. The honorary sign acts as both a place for visitors to sit, as well as a spot that honors the founders of Village Homes, Michael and Judy Corbett through a mosaic seat as well as a bronze plaque on the back of the bench. The regulatory signs act as a peaceful reminder to visitors to respect the wishes of the community while they travel through. Lastly, The orientation Sign is a map of the entirety of Village homes that would be available for visistors to look at immediately upon entry to the site.



Vocabulary of Sign Types

This page shows all 7 sign types in a flat view to show the scale of each of them in relation to one another.



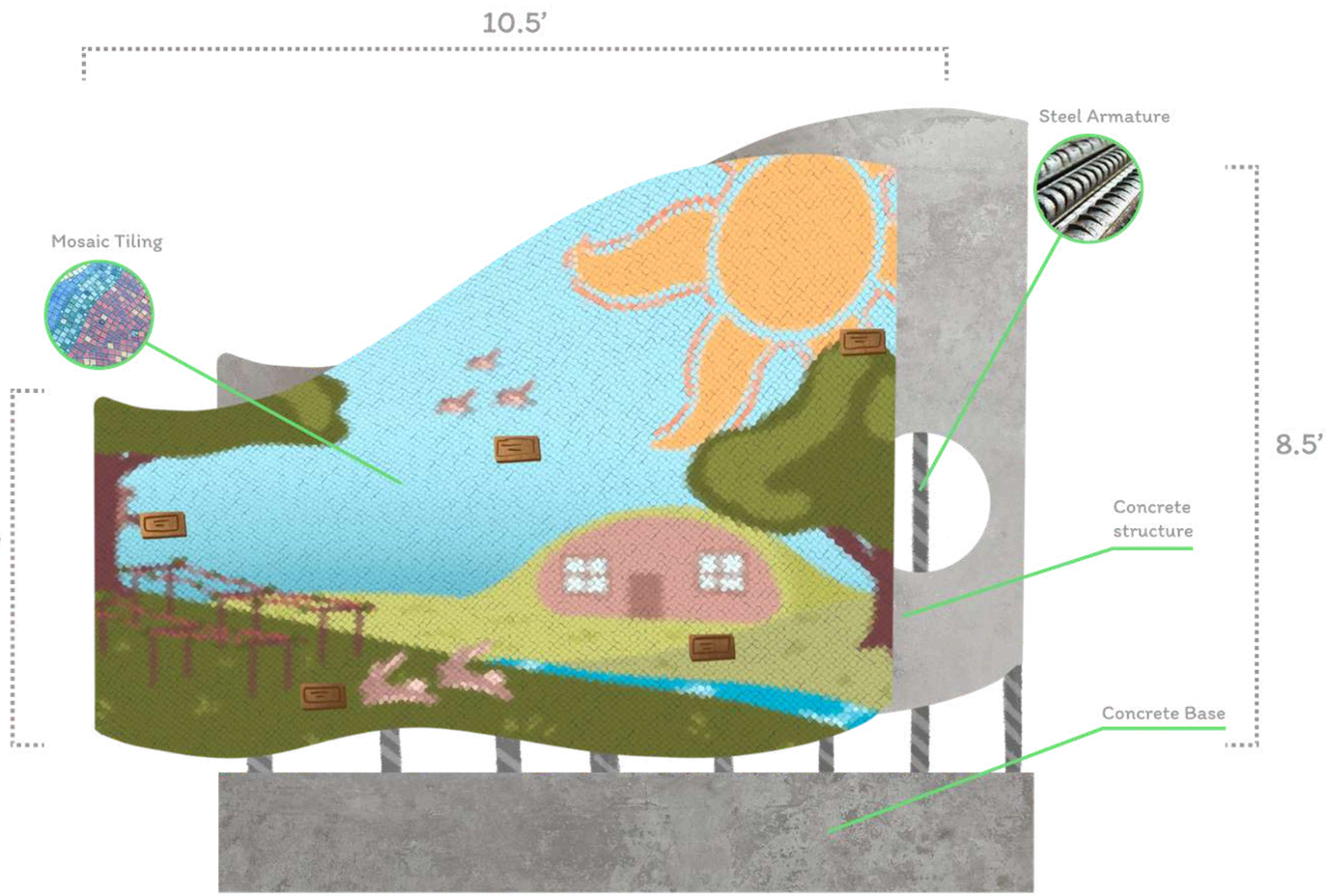
Identification | Identification Small | Directional | Celebratory/ Promotional | Interpretive | orientation | Regulatory | Honorary

Phase 3

Design Detailing

Detailed Specifications: Large Sign

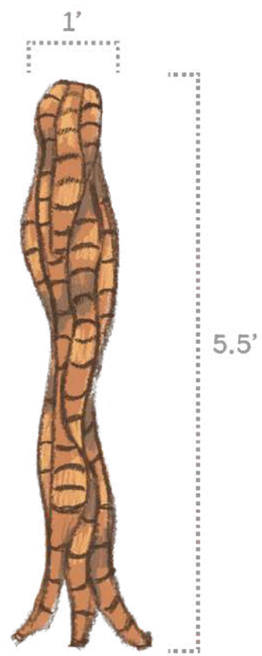
The sign depicted is the Interperative sign that will act as an art installation to tell the story of Village Homes. It will be entirely made in mosaic tiles that are attatched to a large concrete structure. To privide stability, the structure will be supported with internal steel armatures that feed into a larger concrete structure that will be buried underground.



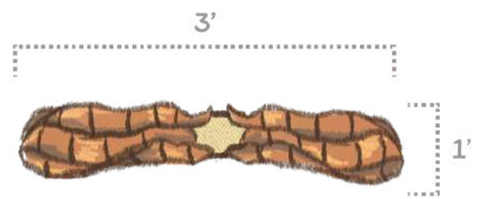
Detailed Specifications: Small Sign

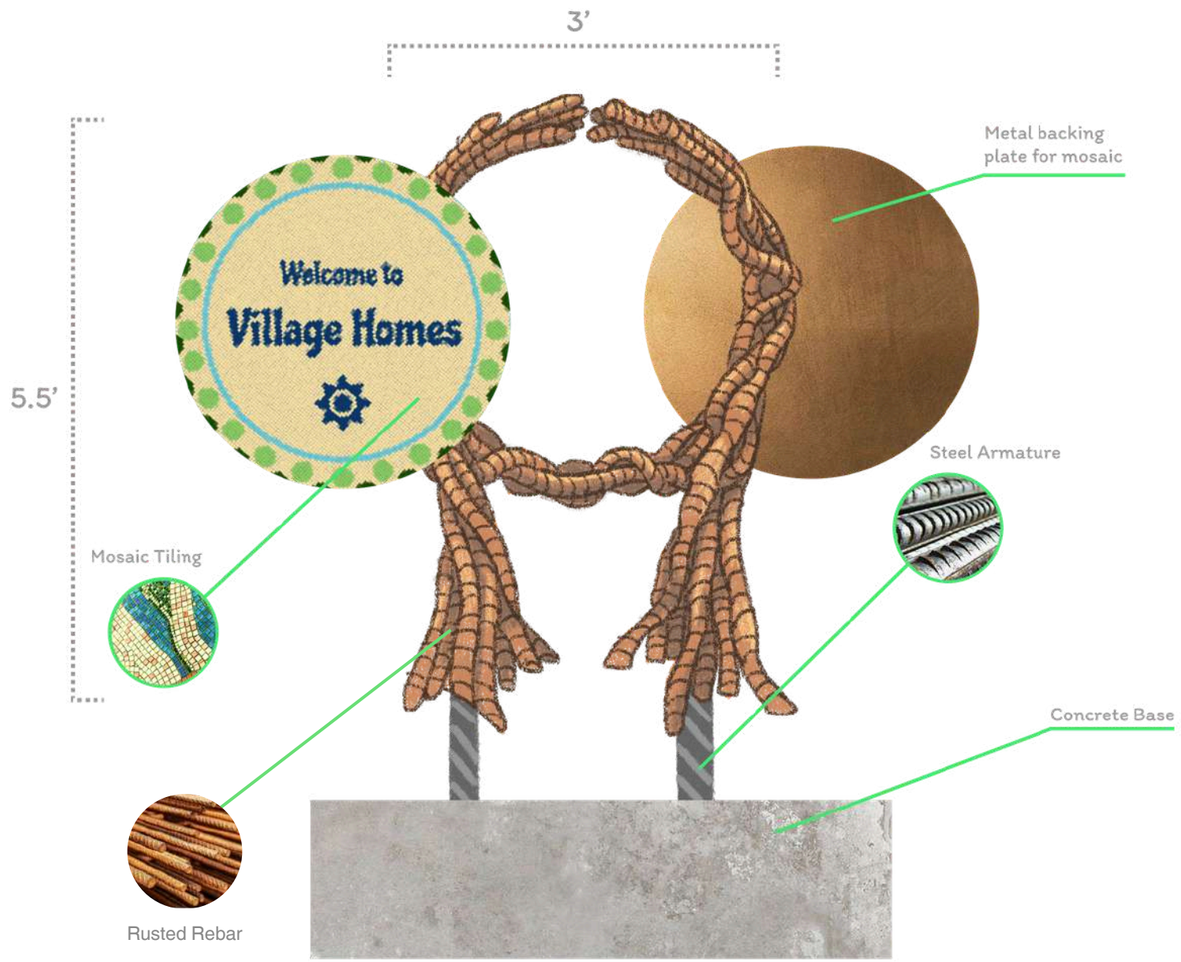
The sign depicted is the secondary Identification sign. It features the same mosaic tiling that can be seen throughout the different sign types. It also features the intricate rebar detailing that twists around to mimic the look of a whimsical tree. the backing of the mosaic on this sign is a piece of metal that the tiles would be mounted on to.

Side View



Top View





In-Situ Renderings

In-Situ Renderings

In-Situ Renderings

Phase 4

Meet the Designers

Meet the Designers

Lena Brumfield

Lena is a visual designer with a deep love for graphic design, illustration, and photography. When she is not designing, she is at the side of her rambunctious kitten Lola, who reminds her how fun life can be. She also enjoys Fantasy games and novels and she enoys interweaving themes and aesthetics inspired by those interests into her design work.

Celena DIxon

Celena is a visual and graphic designer fueled by live music, dimly lit theaters, and the communities that bloom around them. Every concert, play, and film is research that informs her design approach. In her free time, she can be found bribing her chubby cat, Heidi, with treats or losing herself somewhere in a crowd.

Kegan Chay

Kegan is a fourth-year design student specializing in museum exhibit design and multi-modal learning environments. They are passionate about connecting people with science through participatory experiences. Their work is grounded in hands-on building and collaboration; from the construction of four homes to multiple museum exhibits. They aim to design interactive exhibits that make scientific ideas engaging while encouraging visitors to think critically.