



Baywide Signage Strategic Plan Update Informational Wayfinding Design Concept

February, 2019

Agenda

- Signage Plan Goals
- Signage Analysis
- Wayfinding Principles
- Brand Components
- The Wave Design Concept
- Crosswalk Graphics



Signage Plan Goals

Defining our goals and directions

DEFINING OUR GOALS

The wayfinding signage will both communicate and reinforce the character of the Port of San Diego. Applications are thoughtful interventions in location, scale, and messaging. Graphics extend the brand vocabulary and narrative concepts with type, color, pattern and materiality. Creating an emphasis on the pedestrian experience, encouraging exploration and inviting guests to linger and connect in various gathering spaces.

01

REDUCE THE NUMBER
OF SIGNS, ESPECIALLY
'NO' SIGNS

Create positive experiences that
promote appropriate activities while
regulating others.

02

EASE OF NAVIGATION
THROUGH EFFICIENT &
FLEXIBLE MESSAGING

Responsive to the site, the mix of
tenants and the budget

03

ENGAGEMENT &
ENHANCEMENT OF THE
USER EXPERIENCE

Inspired by the location & true to
the community

04

CREATE A HOLISTIC
& COHESIVE EXPERIENCE
ACROSS ALL SPACES

A place that makes sense
& connects

05

ACTIVATE THE WATERFRONT &
CONNECT THE PLACE WITH THE
PORT OF SAN DIEGO BRAND

Create awareness of all
amenities available and
how to learn more



Signage Analysis

Initial signage observations and
analysis of the existing conditions

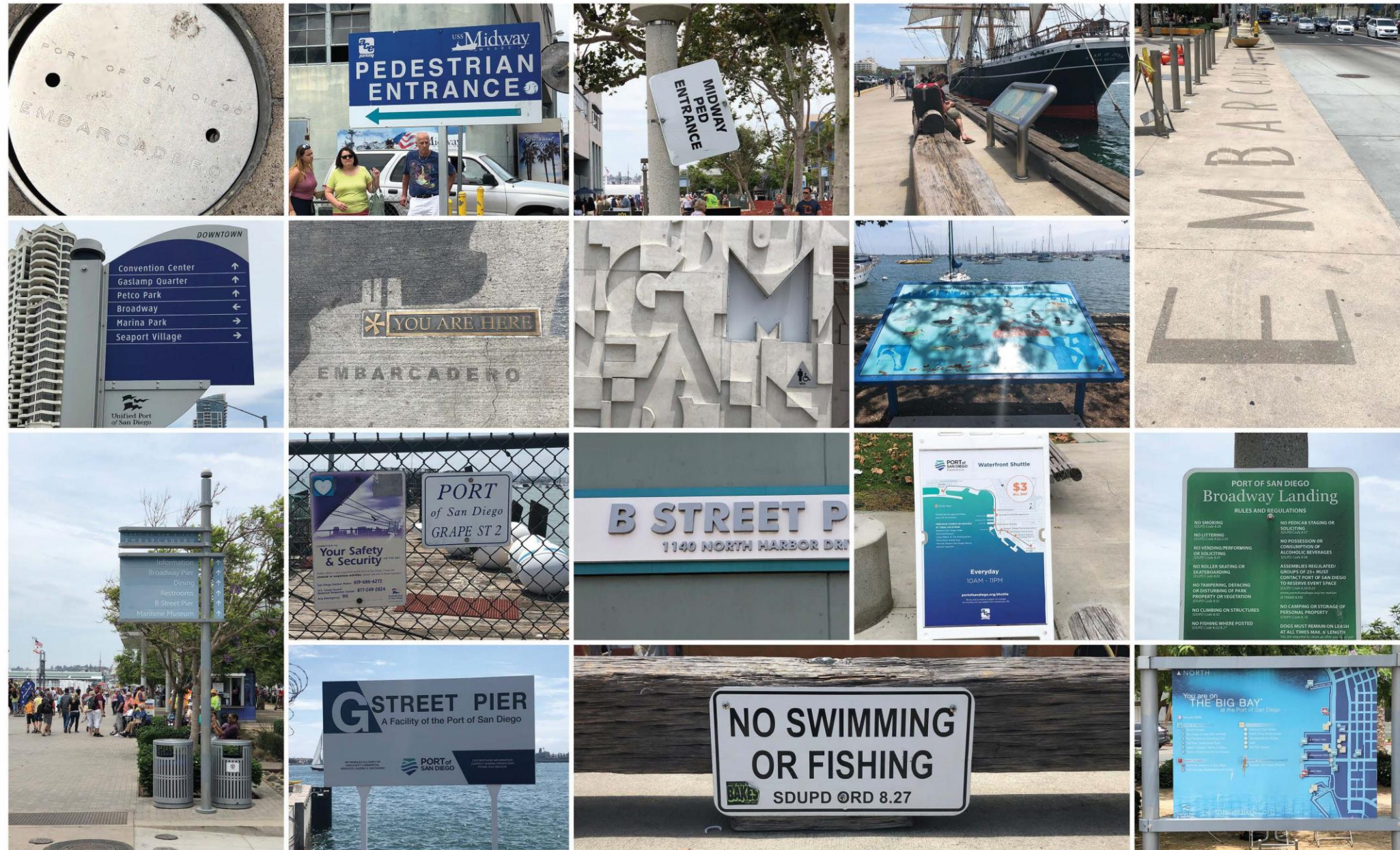
Shelter Island



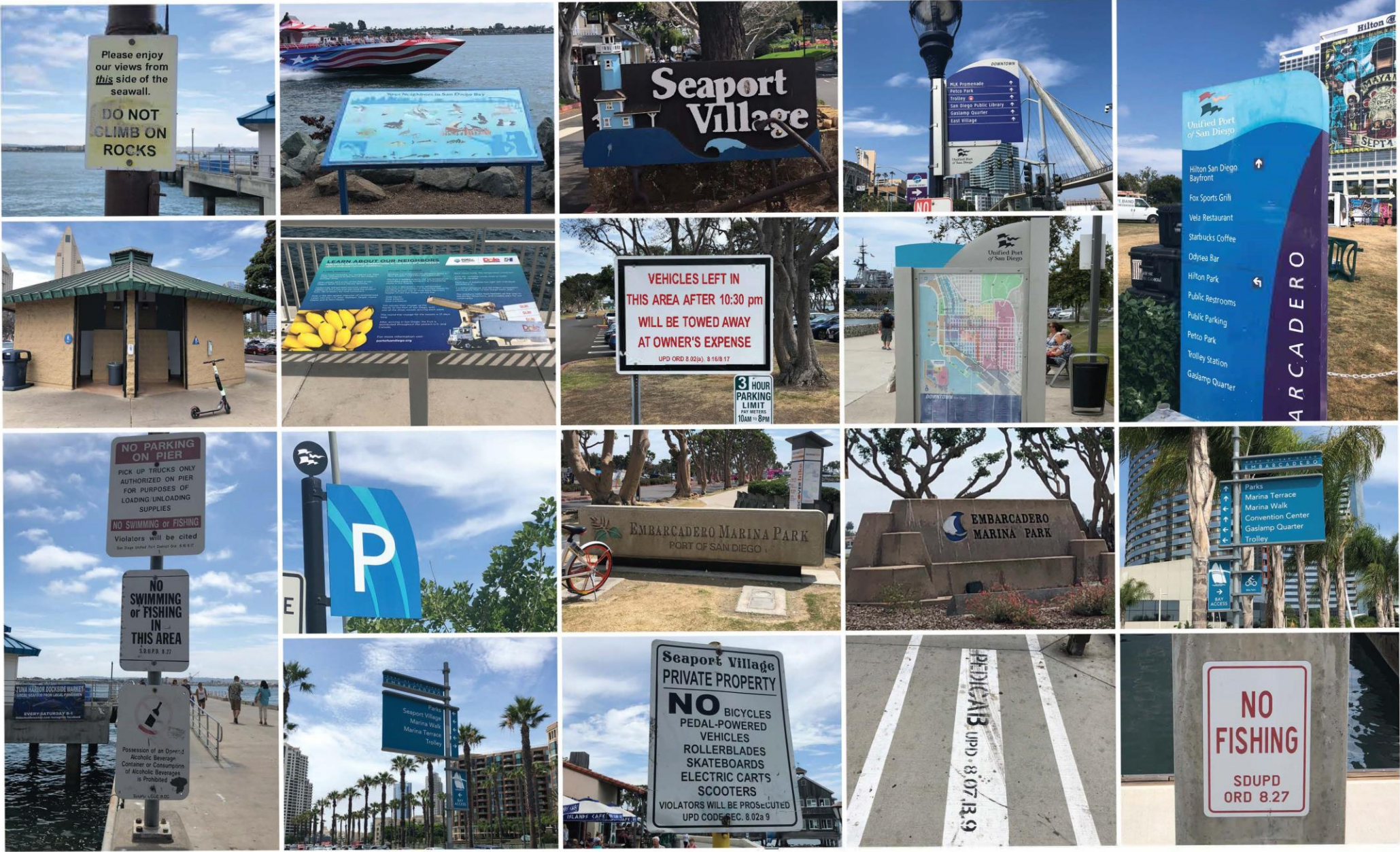
Harbor Island



Embarcadero - North



Embarcadero - South



Working Waterfront



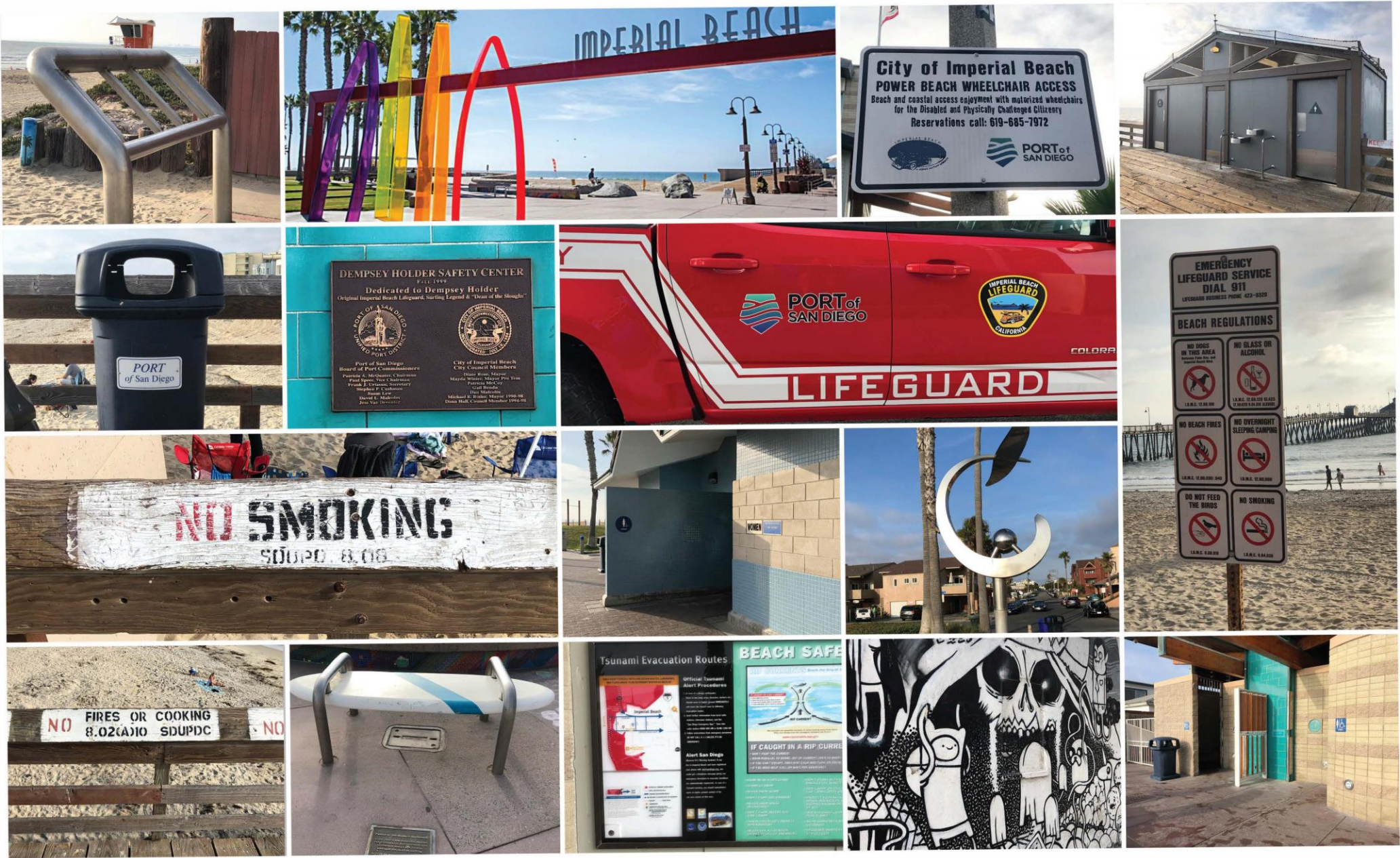
National City Marina District



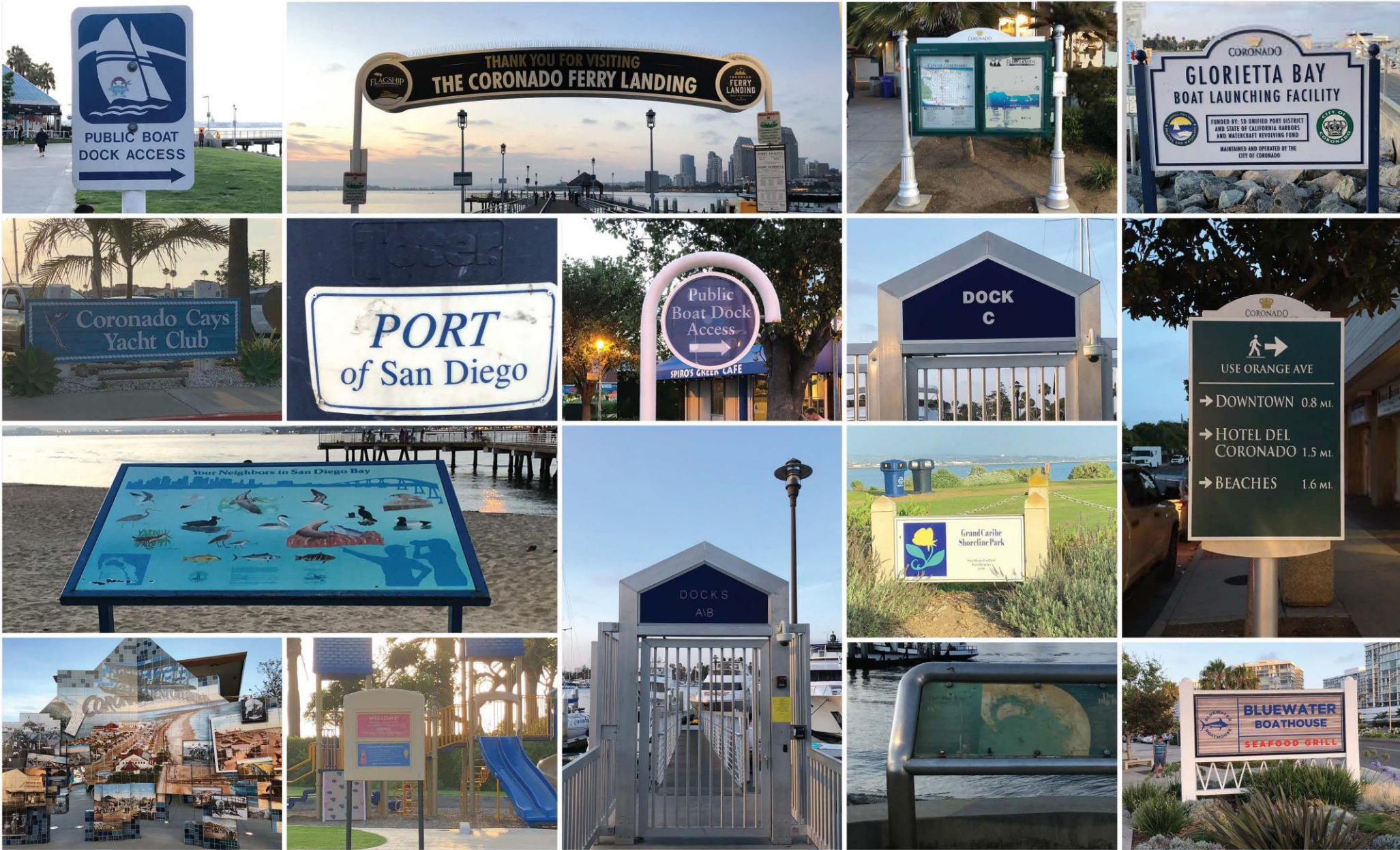
Chula Vista Bayfront



Imperial Beach Pier



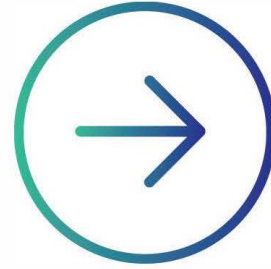
Coronado Bayside





Wayfinding Principles

Communicate and reinforce the nature of the Port of San Diego



THE ROLE OF **WAYFINDING**

The wayfinding signage will both communicate and reinforce the nature of the Port of San Diego. Applications are thoughtful interventions in location, scale, and messaging. Graphics extend the brand vocabulary and narrative concepts with type, color, pattern and materiality. Create an emphasis on the pedestrian experience, encouraging exploration and inviting guests linger and connect in various gathering spaces.

01

CLEAR

Legible and logical

02

AUTHENTIC

Inspired by the location &
true to the community

03

RELEVANT

Responsive to the site, the
mix of tenants and the budget

04

COHESIVE

A place that makes
sense & connects

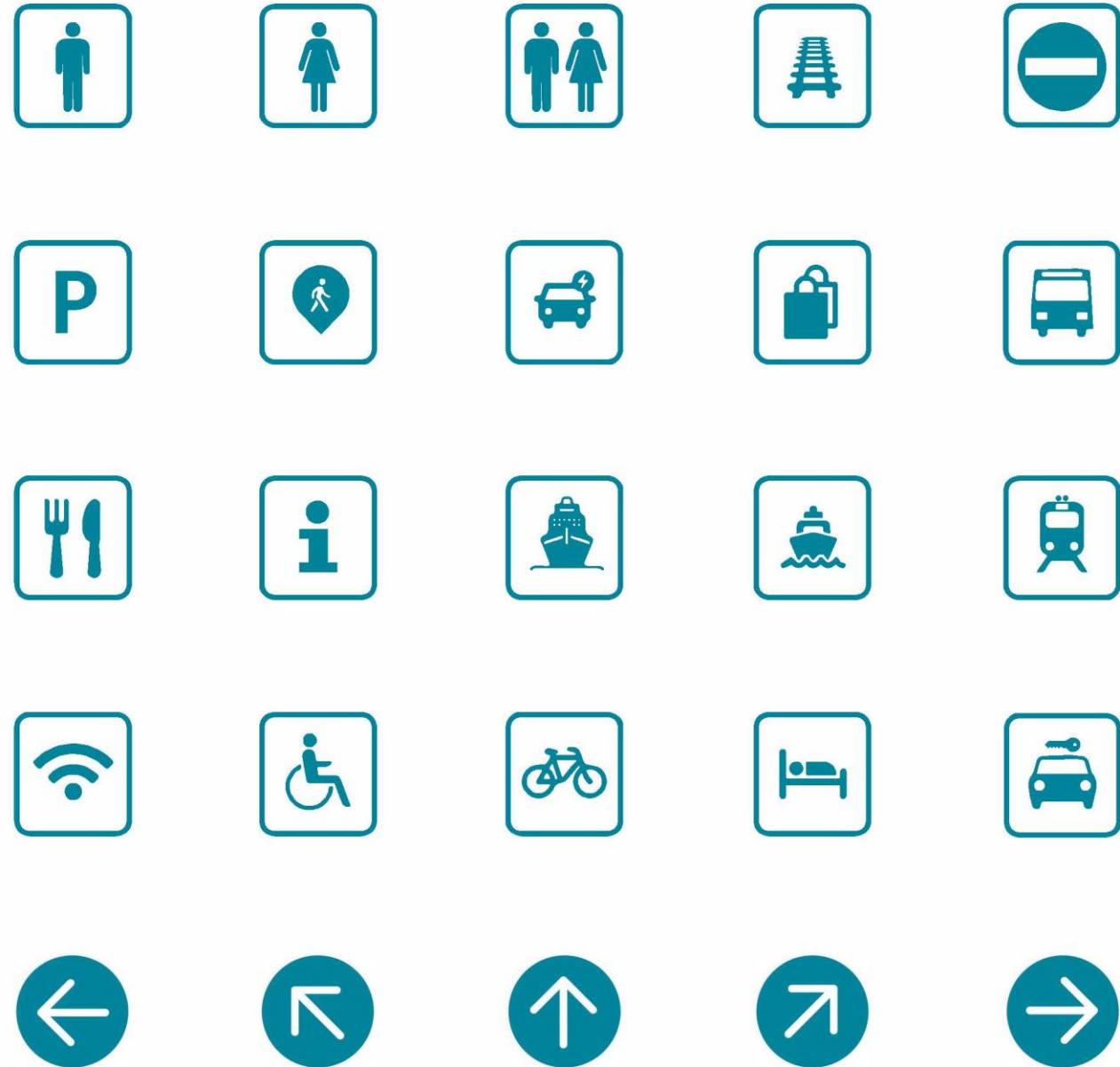


Brand Components

Implementing elements of the new brand in order to create something unique to the Port

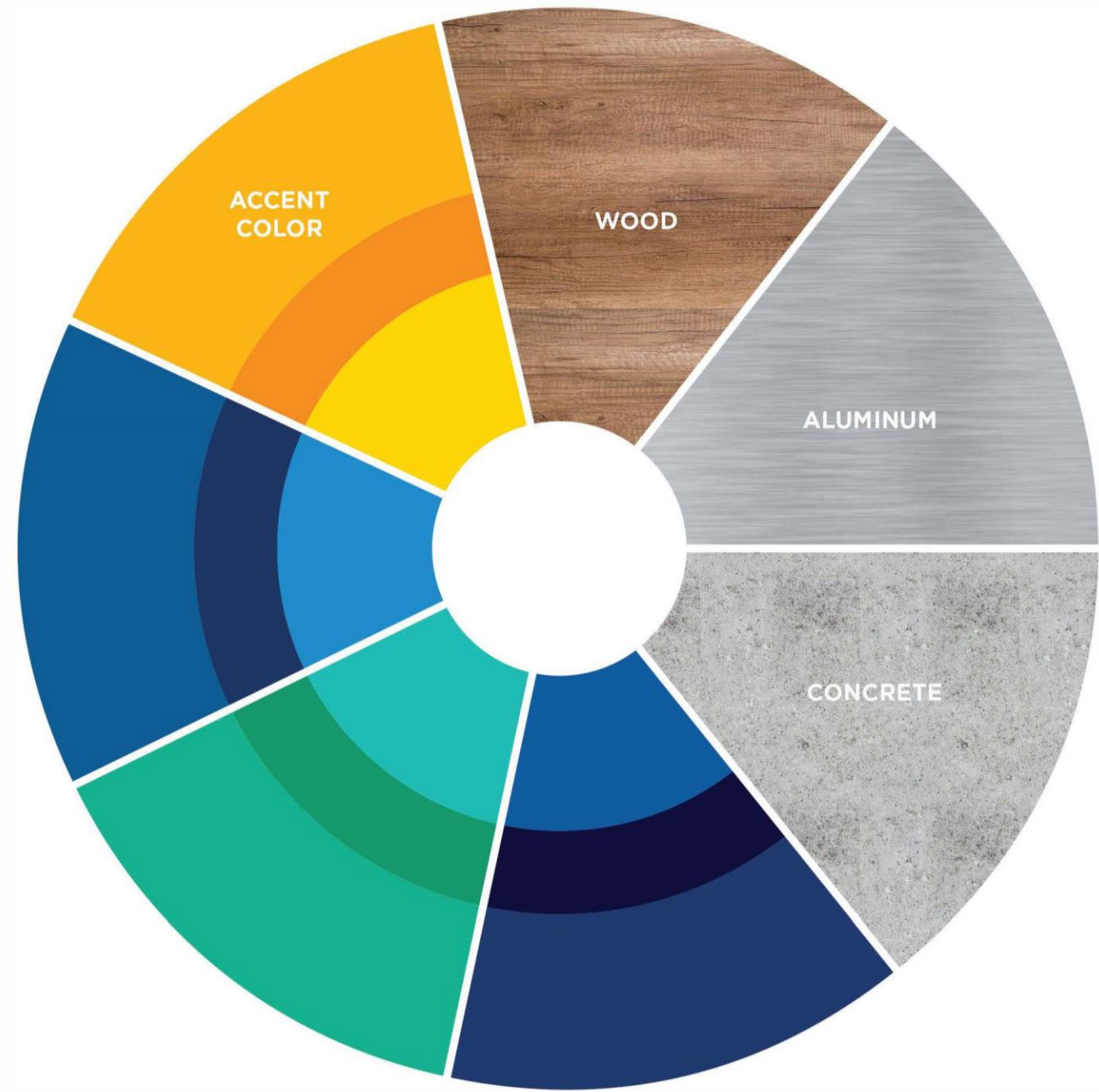
Icons & Arrows

San Diego is an international destination, therefore it is important to consider that there will be guests and visitors who do not speak nor read English. The use of international icons will not only provide a fast and easy to recognize message, but also communicate the character and brand of the Port.



Color & Material

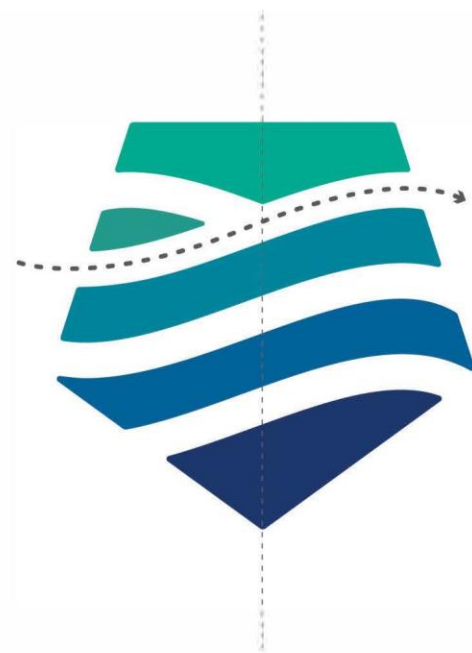
Looking at color for legibility and contrast, as well as materials that will hold up against the marine conditions in order to ensure quality and durability overtime.





The Wave Design Concept

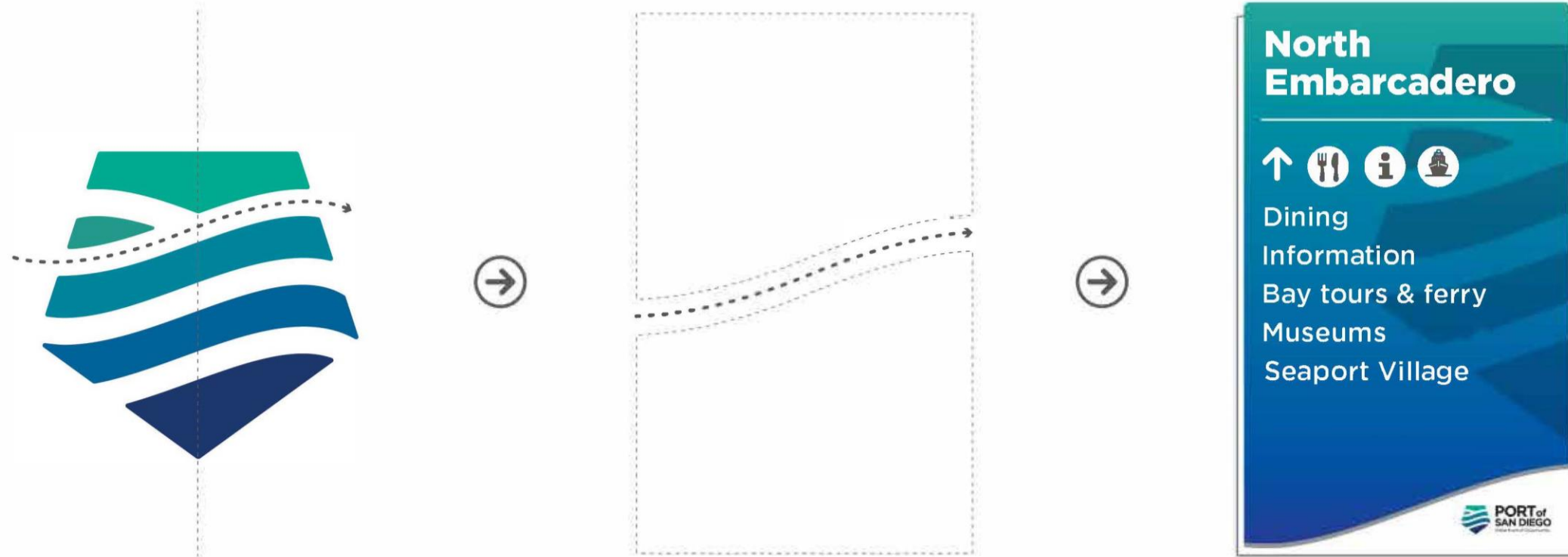
Using components of the brand and deriving
inspiration from the sea

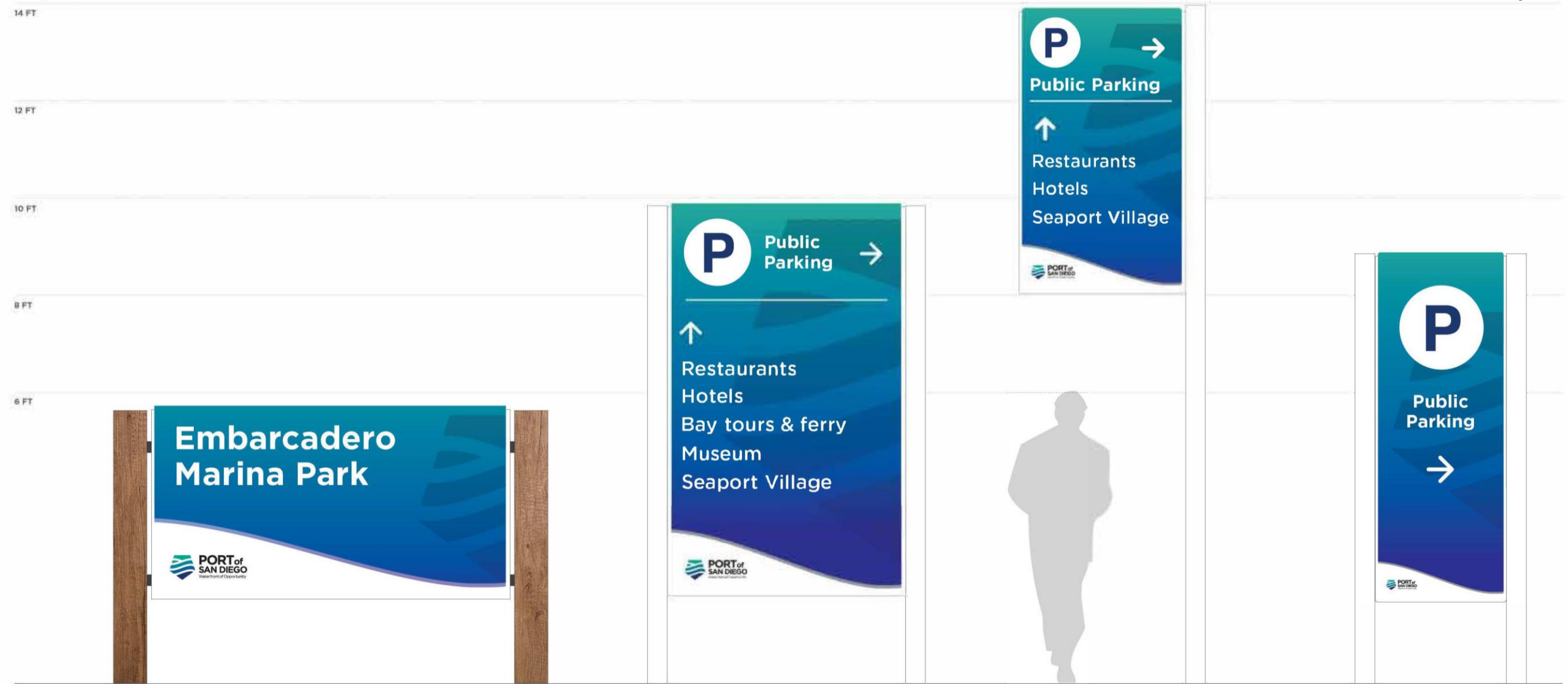


Design Inspiration

Using components of the brand and deriving inspiration from the sea.

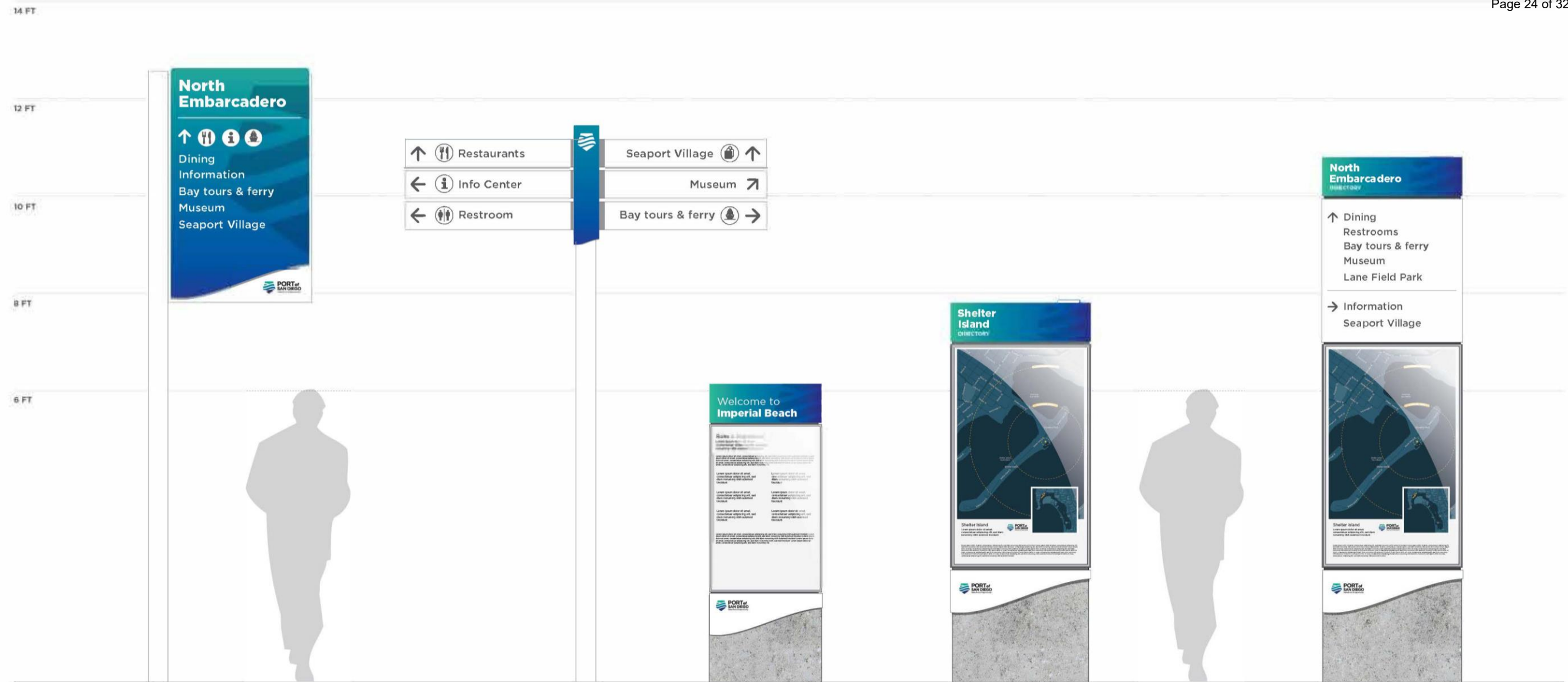






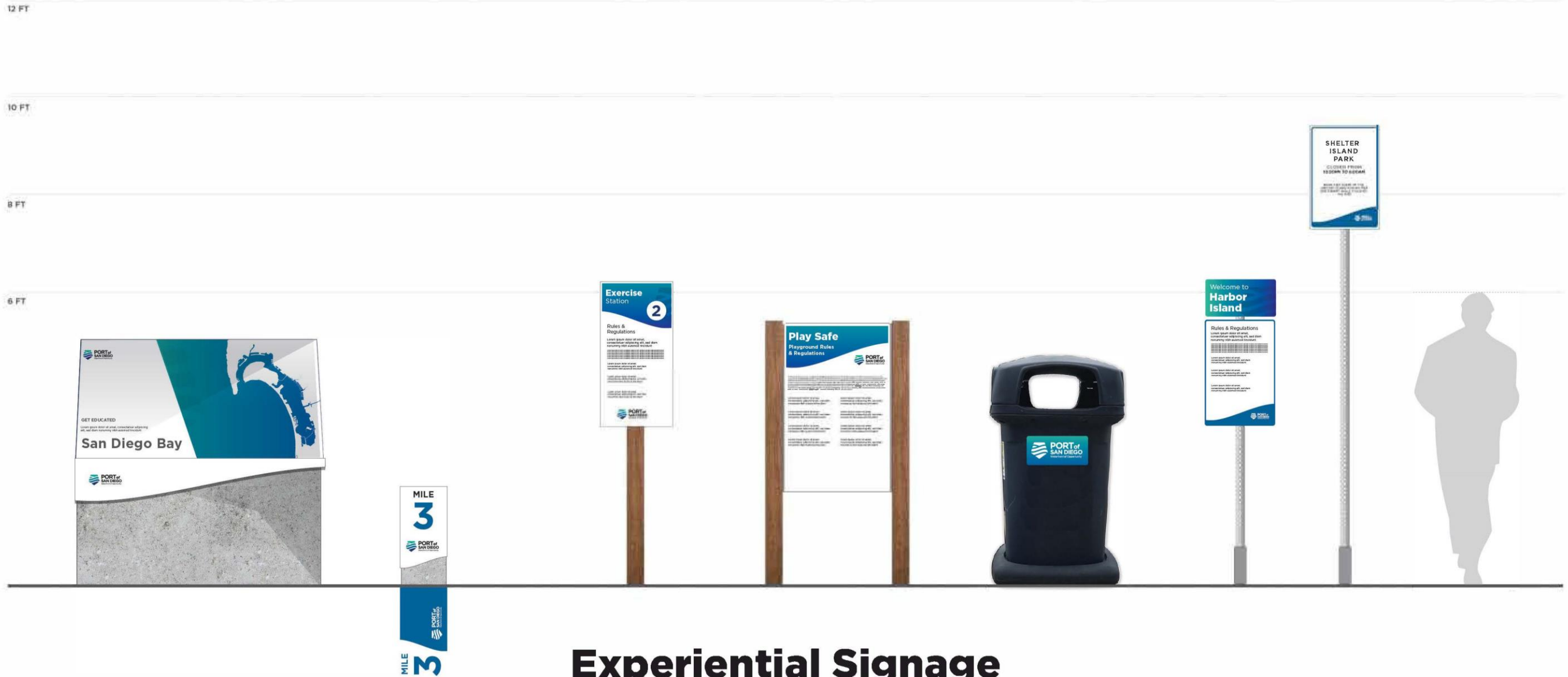
Vehicular Wayfinding

The proposed vehicular signage shows that while the site may be large the need for vehicular signage is only necessary at key decision making points. The integration of vehicular signage into identity monuments helps to reduce clutter and create featured elements throughout the site.



Pedestrian Wayfinding

The following pedestrian directionals will help to guide guests and visitors to the various amenities, and different areas of the Port. Therefore the following proposed directories will use an urban mapping system that showcases amenities with designated districts and encourages exploration.



Experiential Signage

Rules and regulation signage, education plaques, and even fitness stations typically are overlooked and can add clutter to the site. Therefore it is important to create elegant signs that fit within the overall design character of the signage system, and engage users to follow the rules and make the most of their experience.

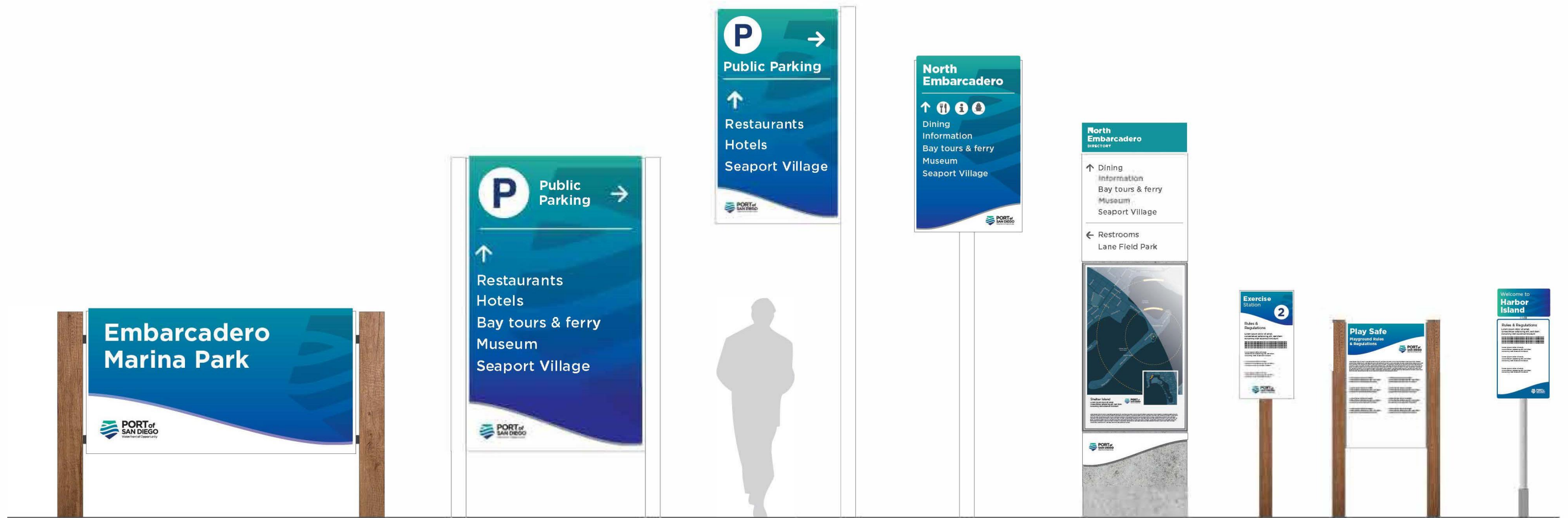


Area Flexibility

Allowing for diversity between different areas of the Port while instilling consistency of brand and overall character through different mounting options that relate to the place.







The Wave

Using components of the brand and deriving inspiration from the sea.



Crosswalk Graphics

Capturing the brand character through design principles and strategies

Crosswalk Graphics

Bold and iconic treatments to crosswalks help to leave lasting impressions with guests while distinguishing the project and creating a unique pedestrian connection.



