

FY 2011/12 Community-Based Transportation
Planning Grant
FTA Contract No. 74A0643



THE **sage** PROJECT

Community Engagement for Sustainable Cities

WAYFINDING SYSTEM SAN DIEGO STATE UNIVERSITY



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TYPE/COLOR/MATERIAL BY DISTRICT RESOURCE

Activate Lobster font in your downloaded folder off the server (Amy Fonts).
Activate Gotham font family on Universal Type client in the HFJ Collection.

INSTRUCTIONS

FONTS: You can use any of the Gotham type family. As for the Lobster typeface, try to use for a display type only and not in uppercase.

DIRECTIONAL SIGNS: ONLY GOTHAM BLACK

COLORS: Use these pantone colors with any tints. FEEL FREE TO USE ANY THESE COLORS FOR YOUR GROUP.

MATERIALS: Four types of wood and one type of metal and mosiacs. Opening up all options of these materials to all groups. Copy and paste material square in your document and undo the clipping mask.

Arts Center Kimball

LOBSTER 1.4

Lobster 1.4

ARTS CENTER

GOTHAM FONT FAMILY

KIMBALL PARK

Greater NC

Lobster 1.4

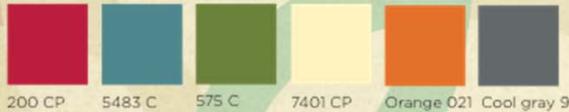
GREATER NC

Marina

Lobster 1.4

MARINA

COLORS

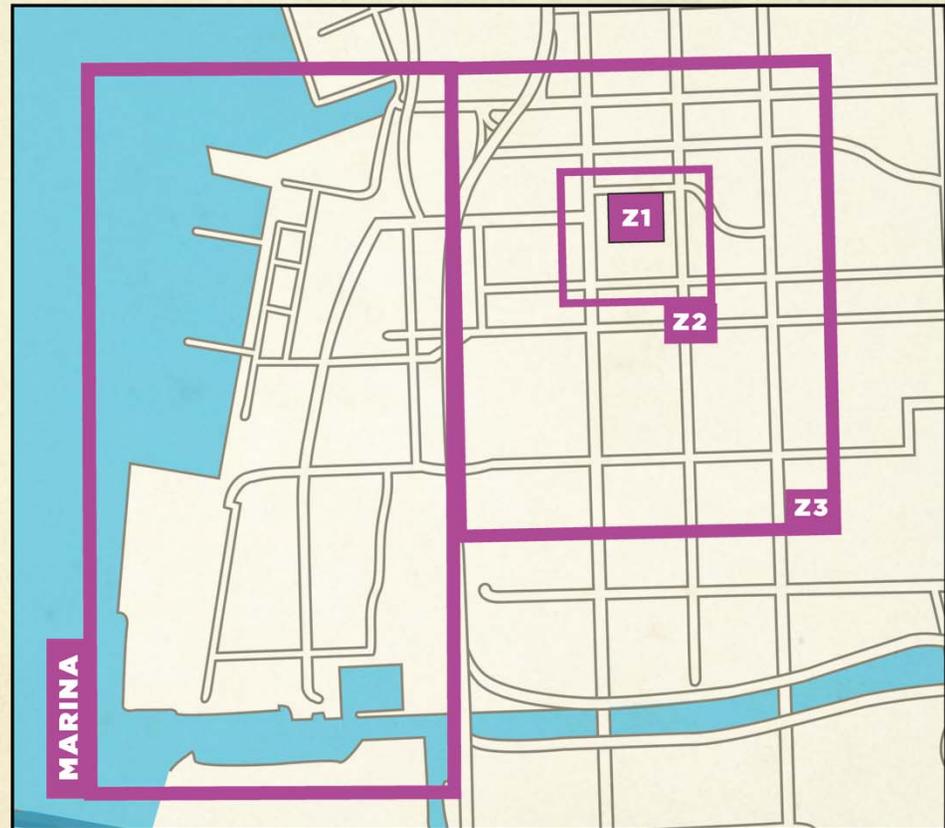


MATERIALS



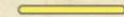
WAYFINDING SYSTEM SAN DIEGO STATE UNIVERSITY

- Zone 1 – ARTS
- Zone 2 – KIMBALL PARK
- Zone 3 – GREATER N.C
- Zone 4 – MARINA



ZONE 1

-  PATH
-  DIRECTIONAL (fork-in-road sign) [5]

-  IDENTIFIERS [3]
-  PLACEMAKING [3]

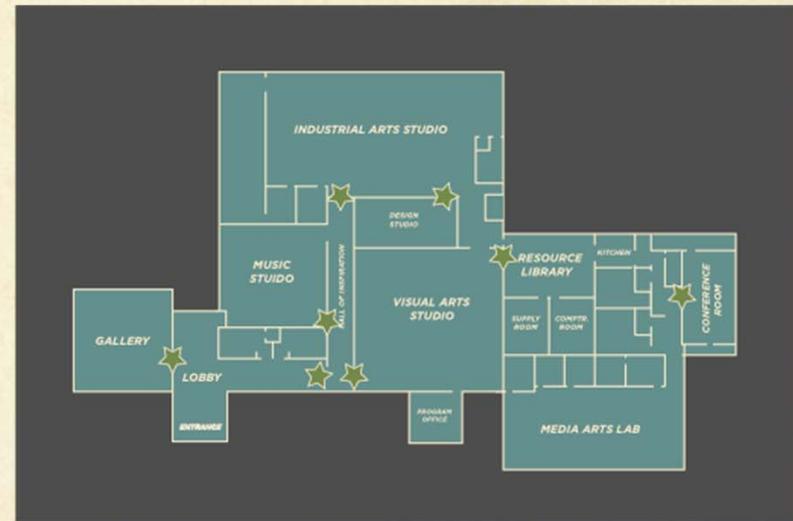


Zone 1 – ARTS Center Interior Map

Wayfinding



Identifier Signs



Zone 1 – ARTS Center Interior Identifiers

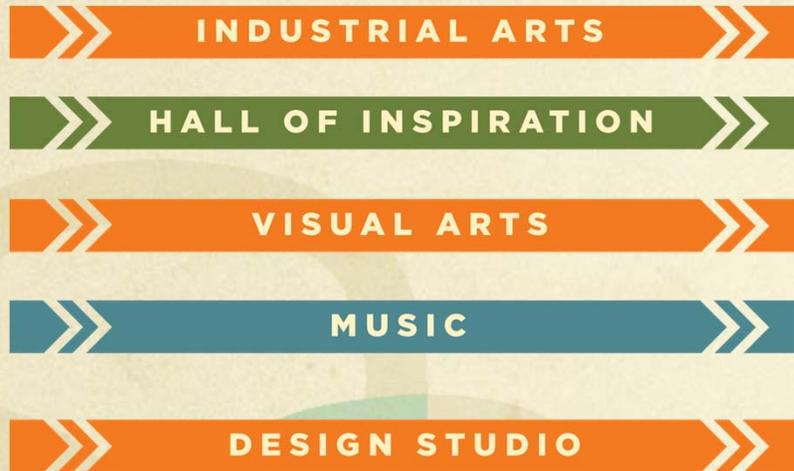


Zone 1 – ARTS Center Interior Identifiers



Zone 1 – ARTS Center

Interior Wayfinding



Zone 1 – Exterior Identifiers – MLK Recreation Center



Zone 2: Kimball Park

	ART CENTER
	MLK BUILDING
	LIBRARY
	PARKING
	PLAYGROUND
	SKATEPARK
	BASKETBALL COURT
	REASSURANCE
	DIRECTIONAL
	DIRECTIONAL/BLADES
	GATEWAY



KIMBALL PARK



IDENTIFIER



DIRECTIONAL



REASSURANCE



ZONE 3 MAP

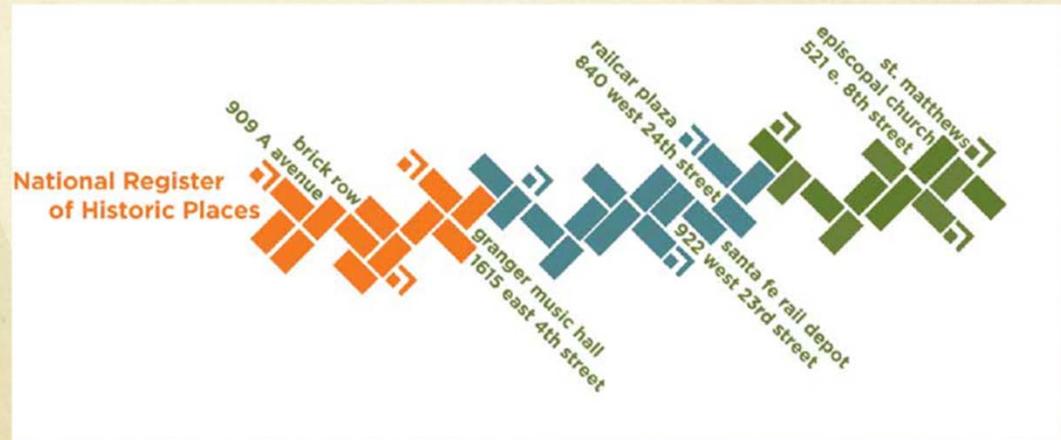
Greater
National
City

Zone 3 Map
Greater National City

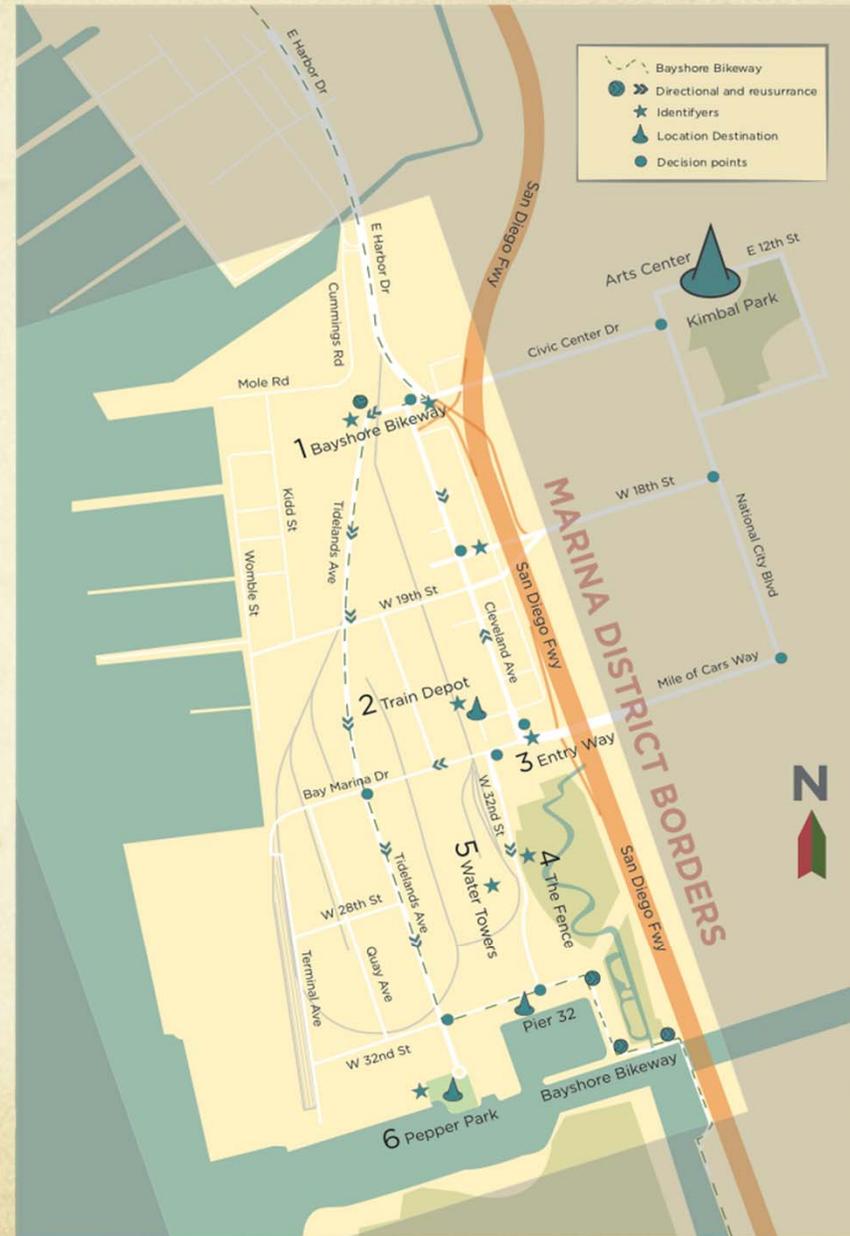


ZONE 3

24th St Trolley Station



MARINA DISTRICT



**MARINA DISTRICT
4. THE FENCE**



MARINA DISTRICT

1. Bike Path



*Welcome to the
Marina District*

Directions:

Train Depot
YMCA
Pepper Park
Pier 32



Start of bike path

