

**Gainesville.**  
**Citizen centered**  
**People empowered**



WAYFINDING DESIGN  
**Guidelines & Standards**



# Wayfinding Design Standards

- Existing Standard signs



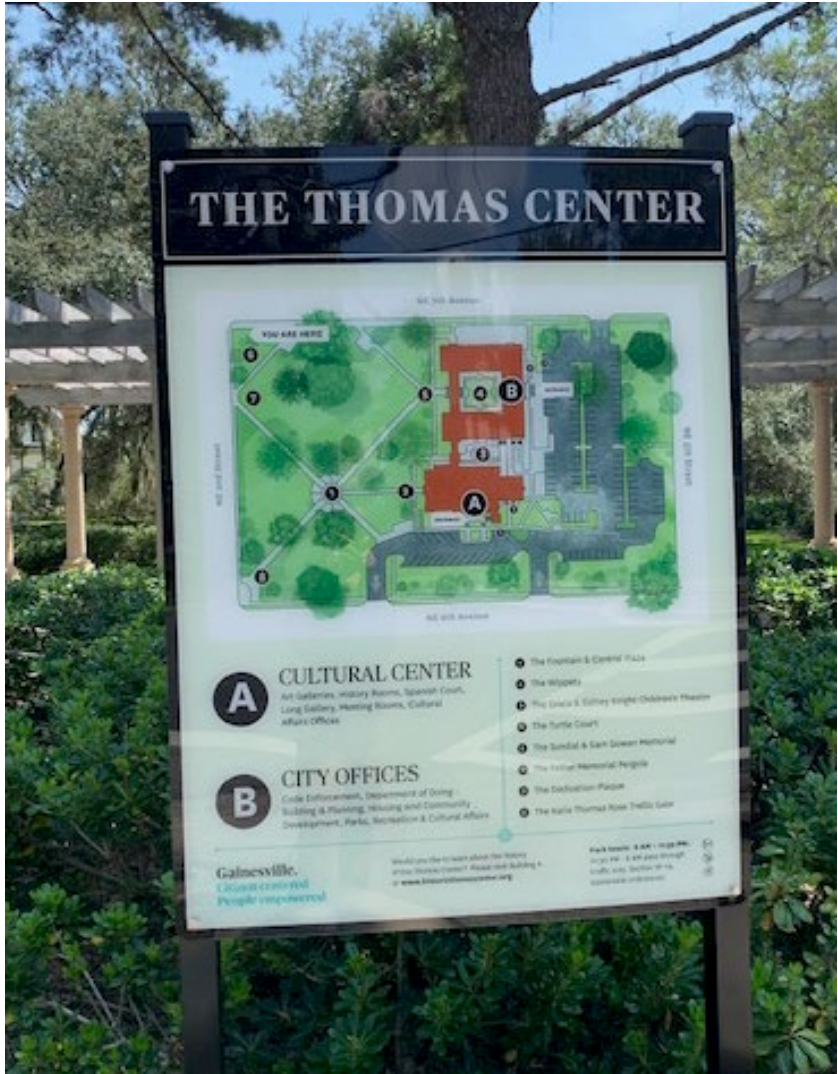
# Wayfinding Design Standards

- Existing Standard signs



# Wayfinding Design Standards

- Non-Standard signs: Unique Designs
- Brand identity?



# Wayfinding Design Standards

- Non-Standard signs: Unique Designs
- Brand identity?



**Boulware Springs Park**  
**Historic Water Works**  
 3400 SE 15th Street

American Water Works Association  
 Water Landmark

National Register of Historic Places

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**GRU**  
 More than Energy



**Boulware Springs Park**  
 3300 SE 15th Street

Park Hours: 7:00 am-8:00 pm (May-Sept.)  
 7:00 am-6:00 pm (Oct.-Apr.)  
 No trespassing after hours.

So everyone can enjoy the park, we have rules that prohibit:

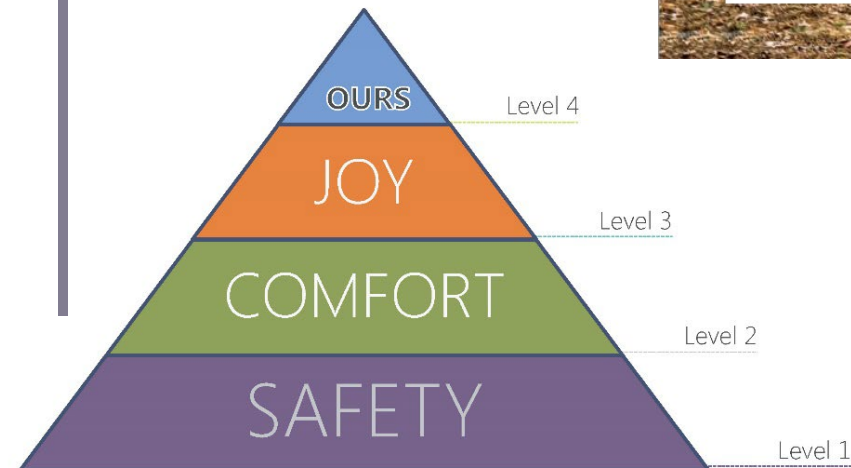
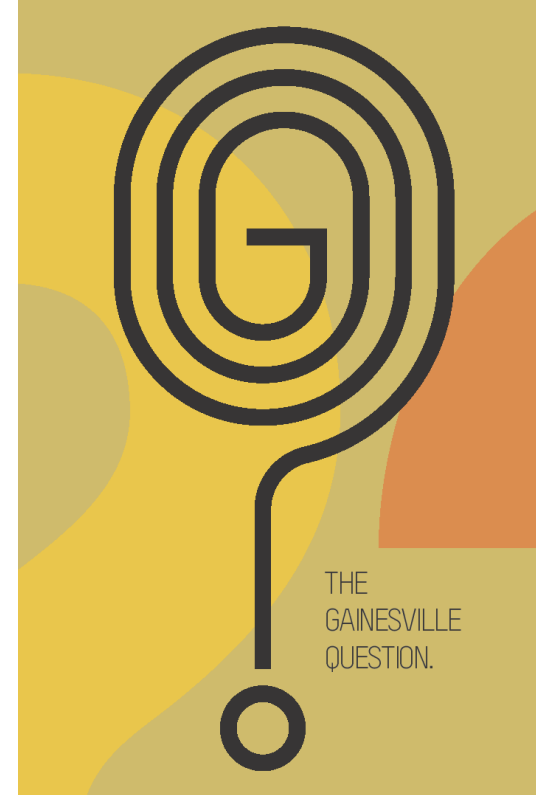
- ⊗ Digging, removal of animals or plants.
- ⊗ Littering or dumping of debris.
- ⊗ Alcohol, illegal drugs or intoxicating substances.
- ⊗ Tobacco use of any type.
- ⊗ Camping or open fires at any time, except for park's grills.
- ⊗ Motor vehicles except in parking area.
- ⊗ Loud music.
- ⊗ Dogs off-leash.
- ⊗ Leaving animal waste without proper disposal.

For information, please call 352-334-9187 or visit [www.ci.gainesville.fl.us](http://www.ci.gainesville.fl.us).

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# Resources for the New Wayfinding Standards

- The Sign Policy
- PRCA Vision 2020 Master Plan, 2012
  - Visibility, accessibility
- The Blue Ribbon Report:
  - Parks as Front Doors
  - Inclusive design
  - Brand colors, aesthetics, and fonts
- Wild Spaces Public Places guiding principles



# Wayfinding Design Standards

- New Wayfinding Design Goals
  - Parks as Front Doors
  - Clear, welcoming, accessible wayfinding
  - Unified look to enhance City and Parks brand
  - Create opportunity for unique design and character at each park

Unbranded Wordmark

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Unbrand Colors

Typography

**Publico**

A, B, C, D, E, F, G, H, I, J,  
 K, L, M, N, O, P, Q, R, S,  
 T, U, V, W, X, Y, Z

a, b, c, d, e, f, g, h, i, j, k,  
 l, m, n, o, p, q, r, s, t, u,  
 v, w, x, y, z

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

**National**

A, B, C, D, E, F, G, H, I,  
 J, K, L, M, N, O, P, Q, R,  
 S, T, U, V, W, X, Y, Z

a, b, c, d, e, f, g, h, i, j,  
 k, l, m, n, o, p, q, r, s, t,  
 u, v, w, x, y, z

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

WSPP Brand

Completed Projects

Basketball

Skating

Grills

Playground

Gardens

Dogs Allowed

Pets are welcome.  
 Leash and clean up  
 after them.

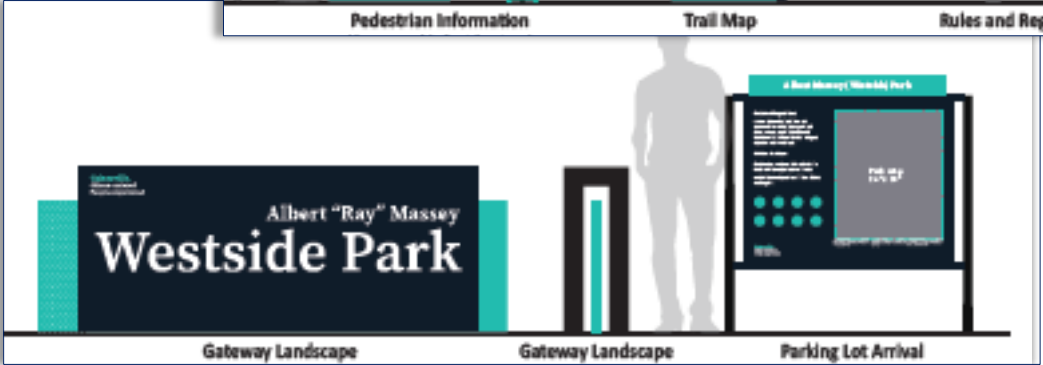
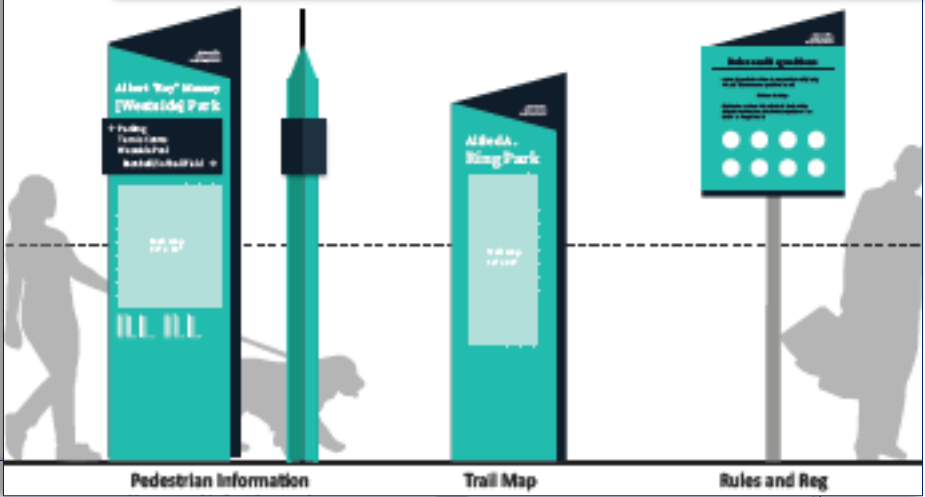
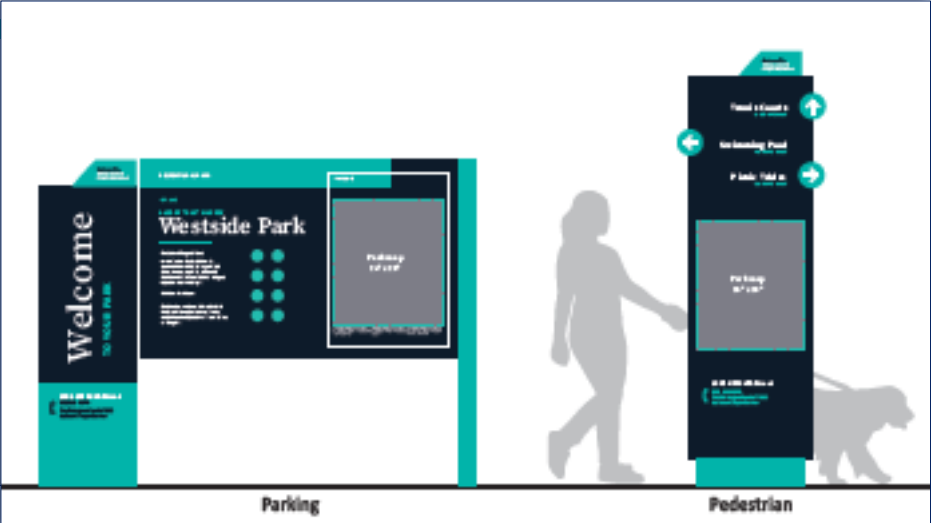
Digging is not  
 permitted.

Use only the  
 grills provided  
 in the park.

Respect park hours.  
 Camping is  
 not permitted.

# Wayfinding Design Standards

- Stakeholder input
  - Open House
  - Focus Groups
  - PRCA Advisory Boards
  - Cross-disciplinary Staff Team





# Wayfinding Design Standards

- Clear, unifying design, consistent with City's brand
- Allow for unique creative expression

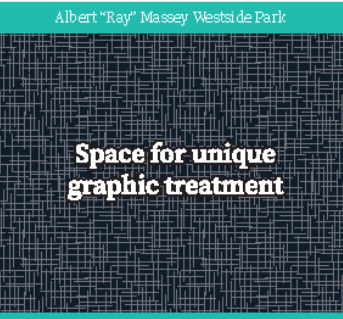


# Wayfinding Design Standards

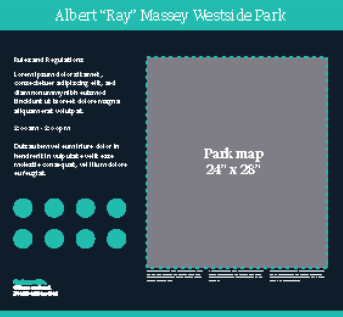
- EXAMPLE: Unique creative expression



# Wayfinding Design Standards



Parking Lot Arrival  
(Back panel)



Parking Lot Arrival



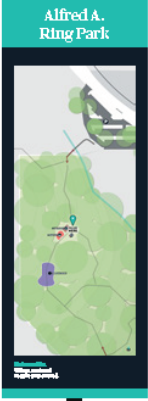
Pedestrian Directional Totem  
(Double Sided)



Pedestrian Directional  
(Front View)



Pedestrian Directional  
(Back View)

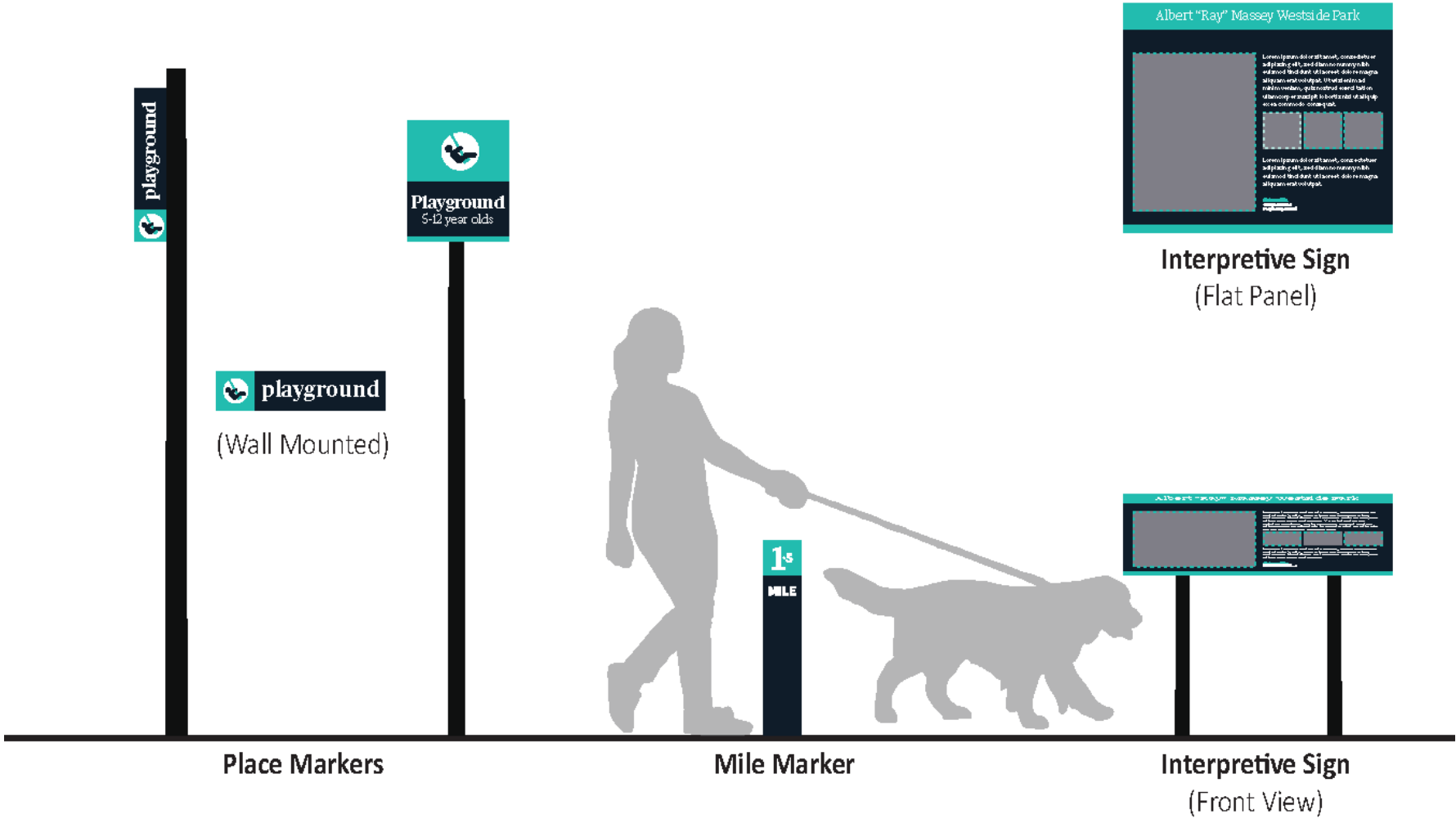


Trail Map



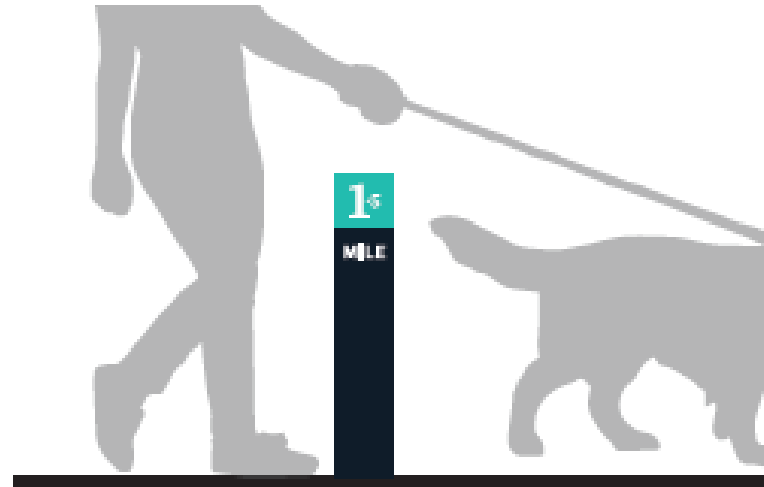
Rules and Regulations

# Wayfinding Design Standards



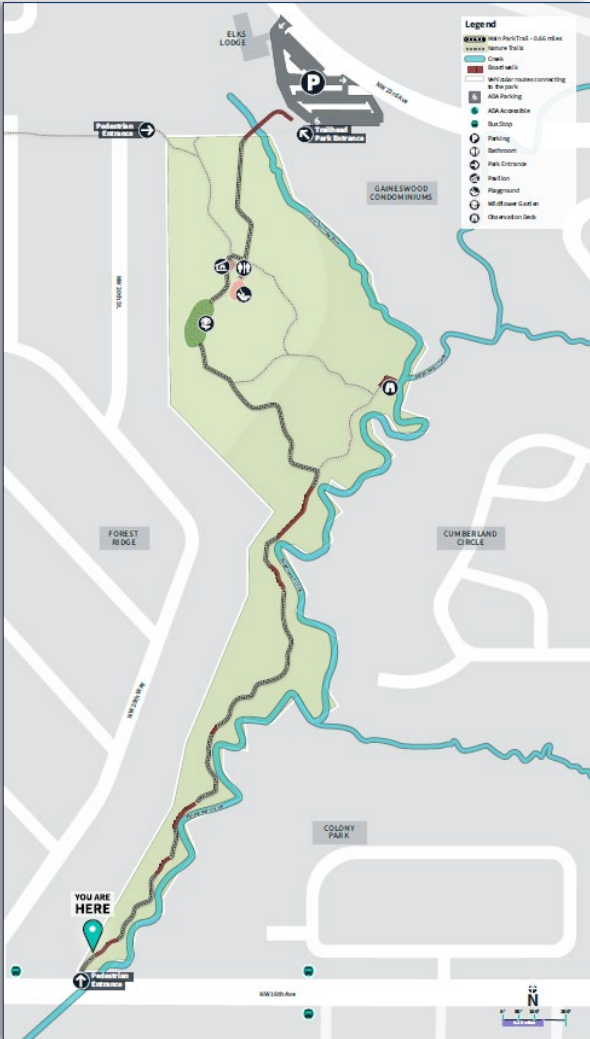
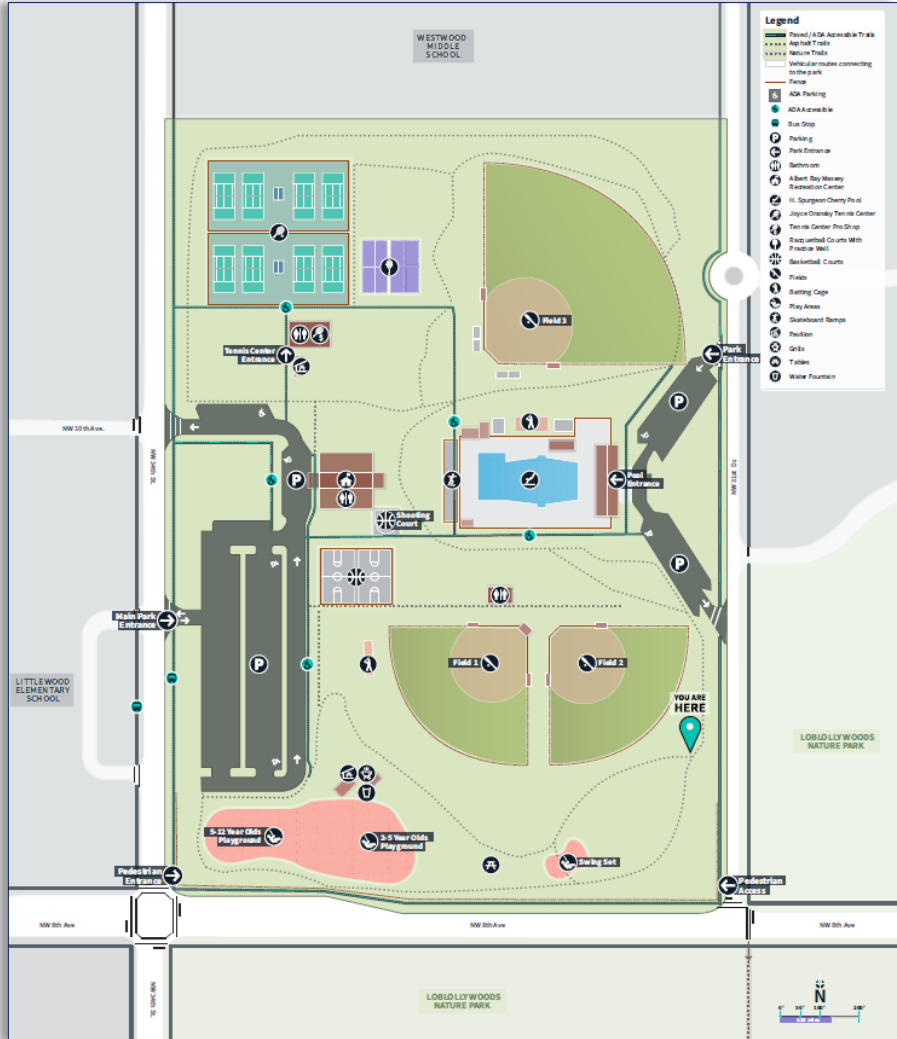
# Wayfinding Design Standards

- Same old Kiosk, new graphic template
- Mile marker



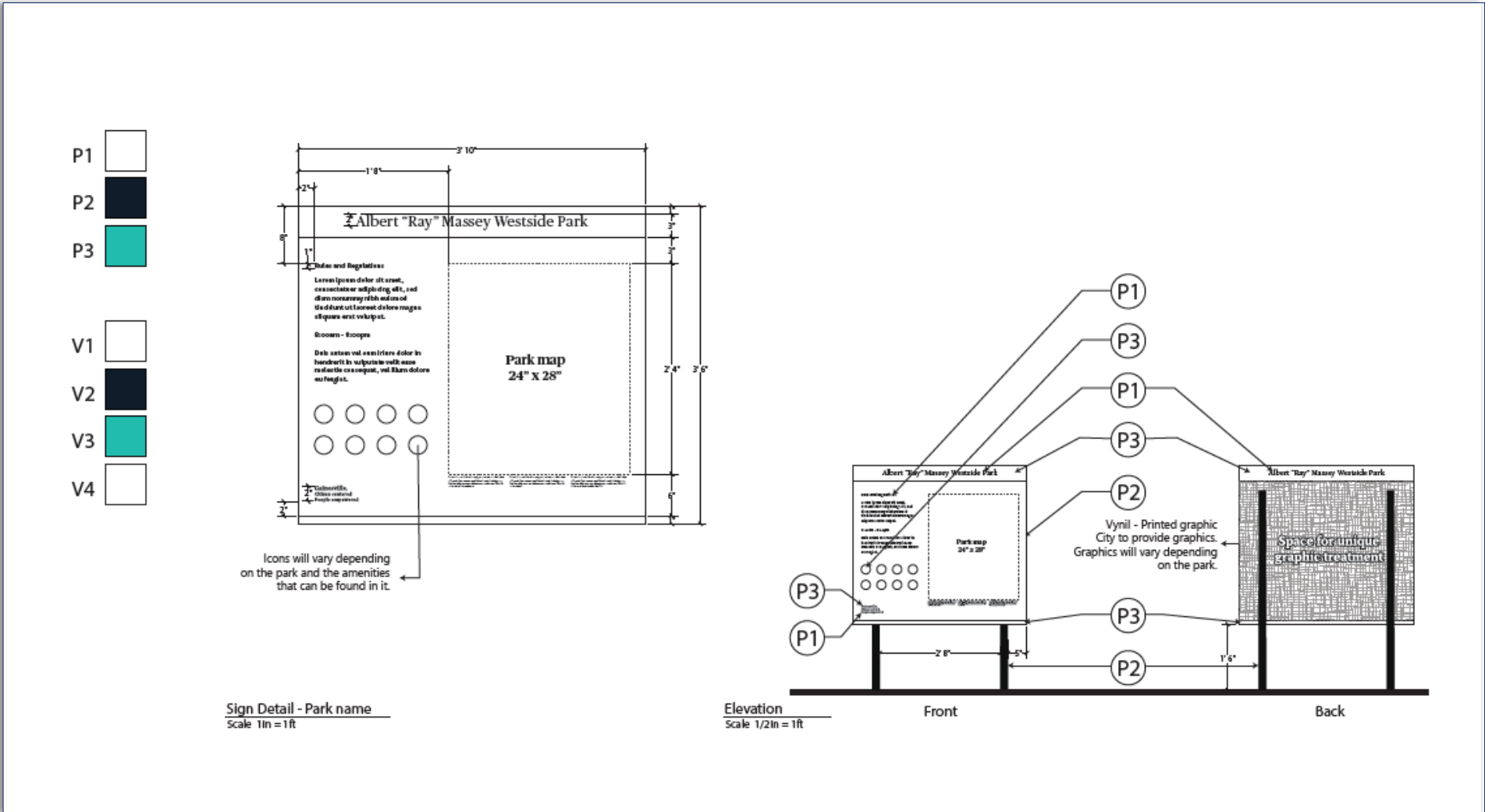
# Wayfinding Design Standards

- Map templates
  - Information included
  - Graphic style



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- Map templates
  - Information included
  - Graphic style



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**Thank you!**

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