









GATEWAY PROJECTS SIGNAGE

SIGNAGE COMMITTEE PRESENTATION /
SEPTEMBER 28, 2022

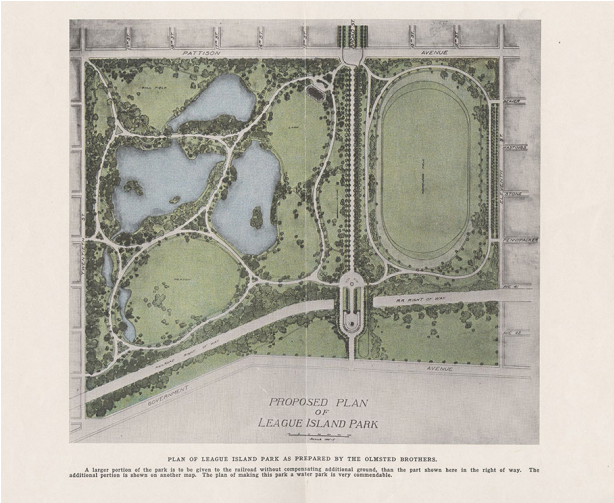


Presentation Overview

-  FDR BRANDING
-  PPR STANDARD SIGNAGE
-  PROJECT OVERVIEW
-  DONOR SIGNS
-  WELCOME CENTER SIGNAGE
-  FDR GATEWAY SIGN

FDR Park Branding

FDR Park Branding

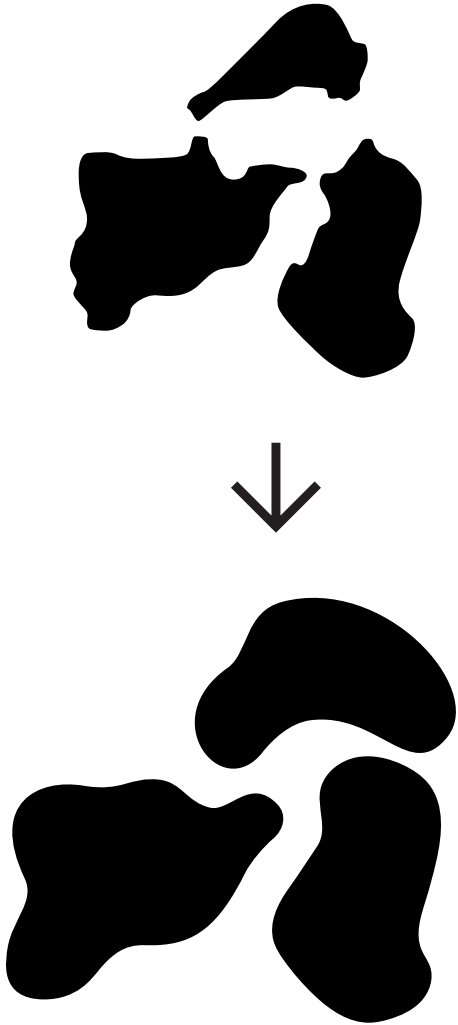


**THE FDR GRAPHIC IDENTITY
BALANCES THE HISTORIC WITH A
PROGRESSIVE DESIGN APPROACH.**

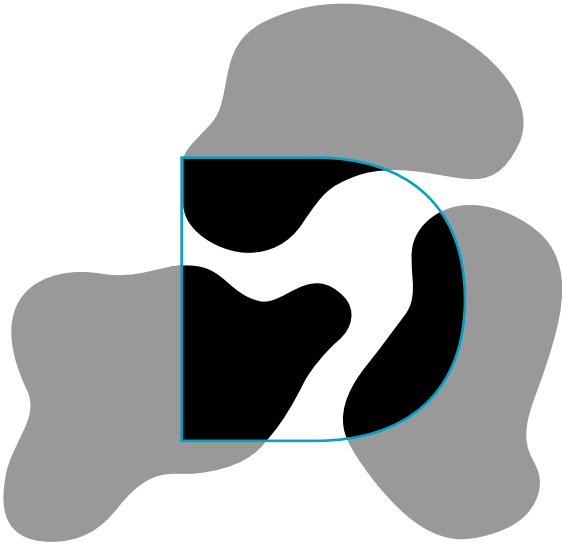
The visual branding of FDR is a typographic-based logo that expands into a graphic system verses the promotion of a specific icon. By utilizing just a few letters the “logo” streamlines the park’s longer name and references the initials of the park that are used by the community.

The logo type for FDR melds typography and iconography to express the uniqueness of FDR. Referred to as “the lakes” by the community, the nickname refers to the water bodies that makes FDR special from other city parks, serving as the draw for many visitors. Patterson, Edgewood and Meadow lakes were the focal point of the Olmsted brothers design. The logo type references these water bodies (by incorporating simplified drawings) shapes within the counter of the “D”.

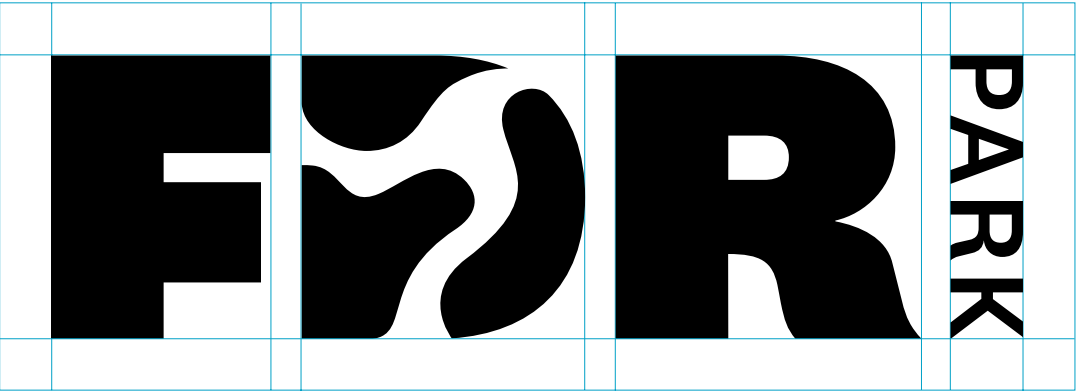
The logo is experiential— promoting exploration, play and discovery/engagement between the audience and the park, prompted through this action of “revealing” of the graphic system. Though the cropping of the lake shapes within the “D” may not be evident at first viewing, the intention is for the lake shapes to reveal as the viewer encounters the graphics within the various applications.



Lake Cropping



Letter Alignment



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FDR Park Branding

Color Palette

The color system presents a brighter palette that is complementary to the established Parks and Recreation design system colors used for signage. The primary colors can be used interchangeably and has been selected to represent the branding pillars: green for nature, orange for activity, and blue for water. The secondary colors are inspired by the established PPR signage system colors.

Only use the logotype in the primary color palette, black or reversed. No Secondary colors are to be used on the logo.

PRIMARY PALETTE



FDR RED/ ORANGE	FDR GREEN	FDR BLUE
R: 245 G: 82 B: 33	R:36 G:128 B:88	R:38 G:156 B:212
C: 0 M: 83 Y: 97 K: 0	C: 84 M: 27 Y: 78 K: 12	C: 74 M: 24 Y: 2 K: 0
PMS: 1505 C 1505 U	PMS: 341 C 341 U	PMS: Process Cyan C Process Cyan U

SECONDARY PALETTE



Bark	Midnight	Pink	Orange	Lime	Indigo Blue
R: 195 G: 109 B: 21	R: 0 G: 51 B: 73	R: 250 G: 166 B: 182	R: 250 G: 141 B: 21	R: 155 G: 177 B: 52	R: 18 G: 33 B: 125
C: 20 M: 64 Y: 100 K: 6	C: 99 M: 74 Y: 47 K: 43	C: 0 M: 43 Y: 12 K: 0	C: 0 M: 54 Y: 100 K: 0	C: 45 M: 16 Y: 100 K: .50	C: 100 M: 97 Y: 20 K: 10
PMS 7414 C 7414 U	PMS 2189 C 2189 U	PMS 203 C 203 U	PMS 151 C 151 U	PMS 398 C 398 U	PMS 288 C 288 U



PPR Standard Signage

Park wayfinding utilizes the existing PPR Signage branding system. The FDR identity plays a secondary role in these situations, primarily applying the logotype in the designated areas in the predetermined designs.

WAYFINDING SPECIFICATIONS

- + Follow PPR Branding Standards—colors / fonts material specs
- + Match park materials
- + Use FDR brand logo in designated areas in close proximity with the PPR logo



Project Overview

FDR Park Gateway Projects

- A.) Pattison Playground
- B.) Welcome Center
- C.) The Gateway Plaza

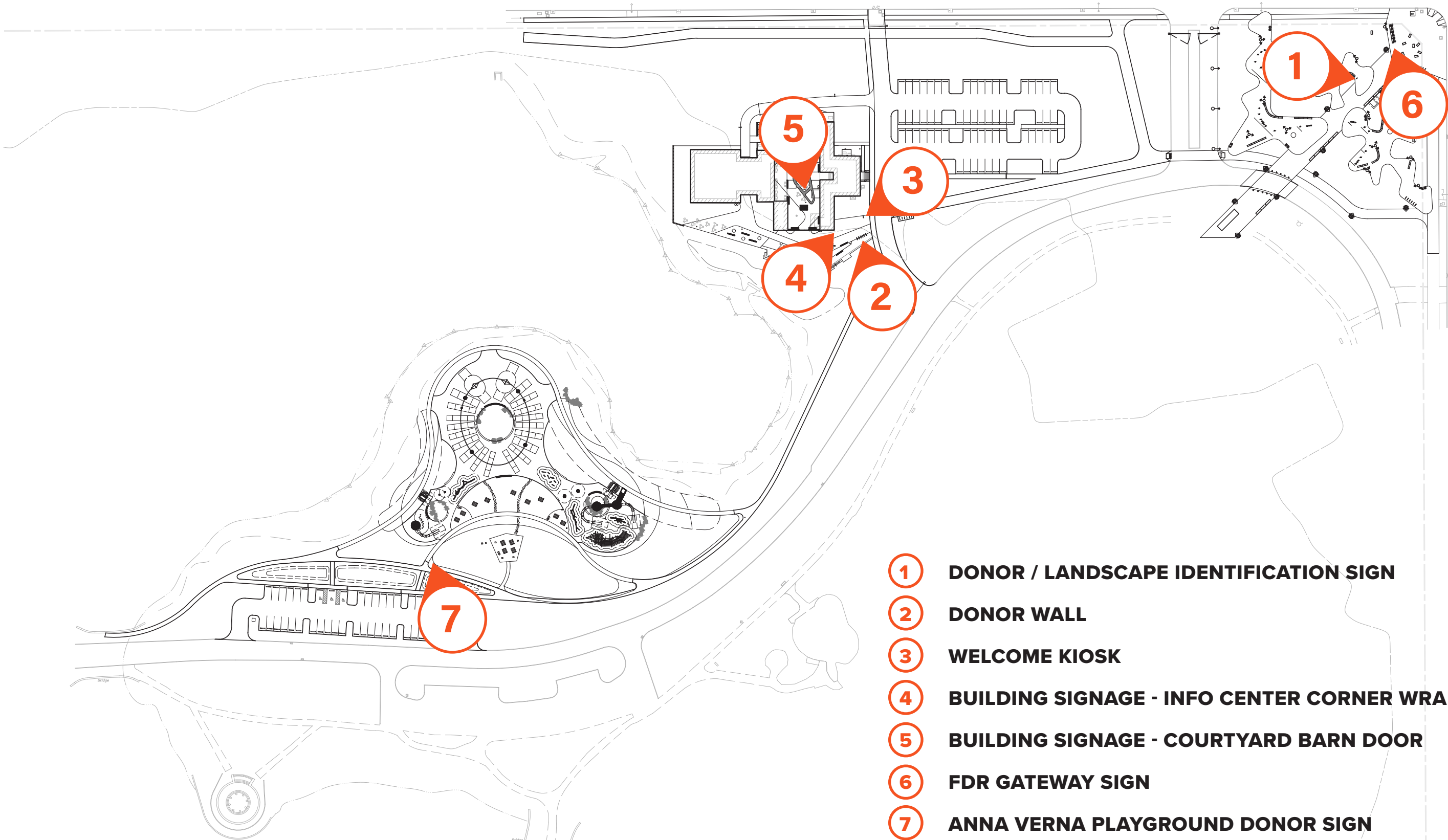


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Signage Keymap



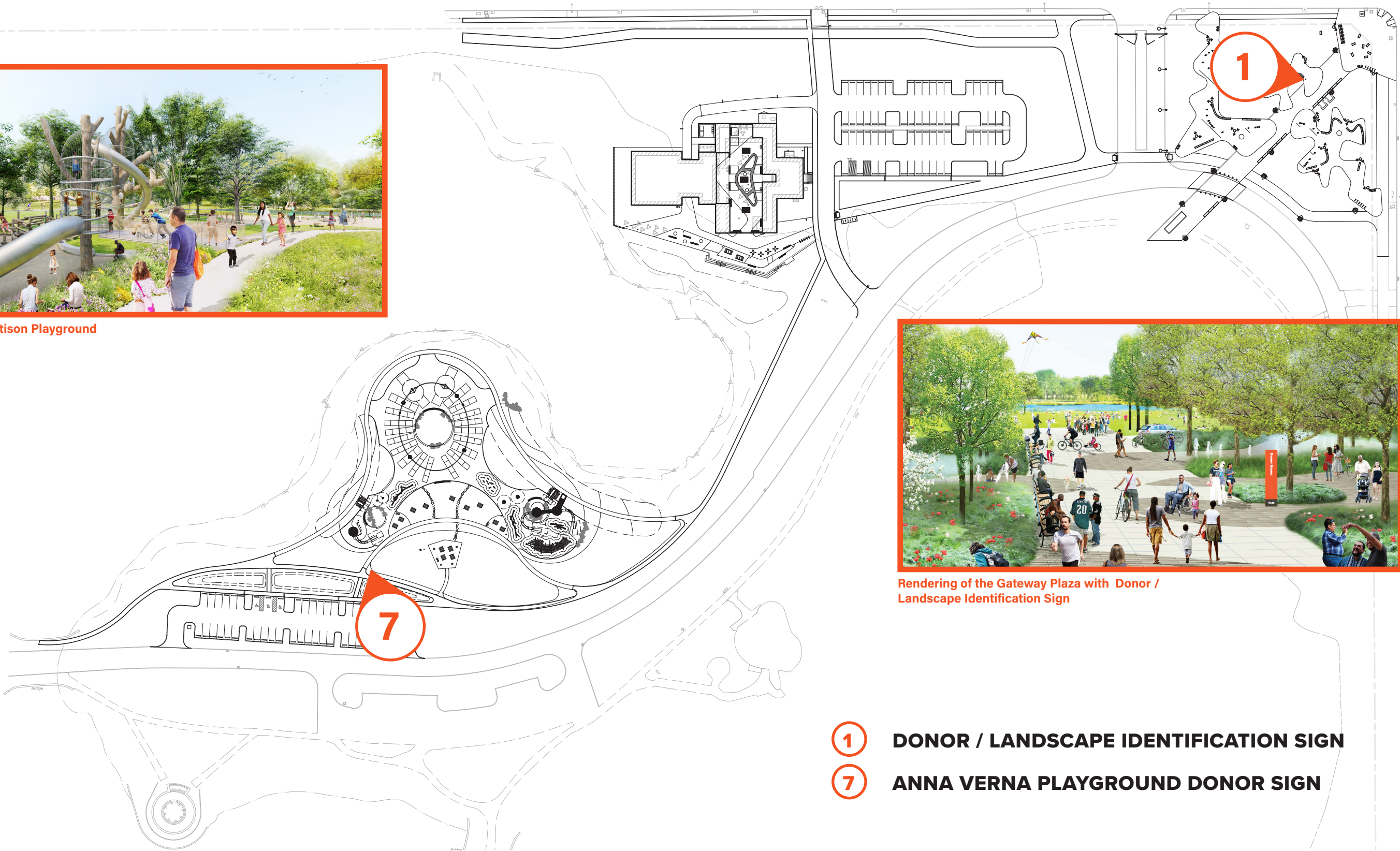
- 1 DONOR / LANDSCAPE IDENTIFICATION SIGN
- 2 DONOR WALL
- 3 WELCOME KIOSK
- 4 BUILDING SIGNAGE - INFO CENTER CORNER WRAP
- 5 BUILDING SIGNAGE - COURTYARD BARN DOOR
- 6 FDR GATEWAY SIGN
- 7 ANNA VERNA PLAYGROUND DONOR SIGN

Donor Signs

1. DONOR / LANDSCAPE IDENTIFICATION SIGN



Rendering of the Pattison Playground



Rendering of the Gateway Plaza with Donor / Landscape Identification Sign

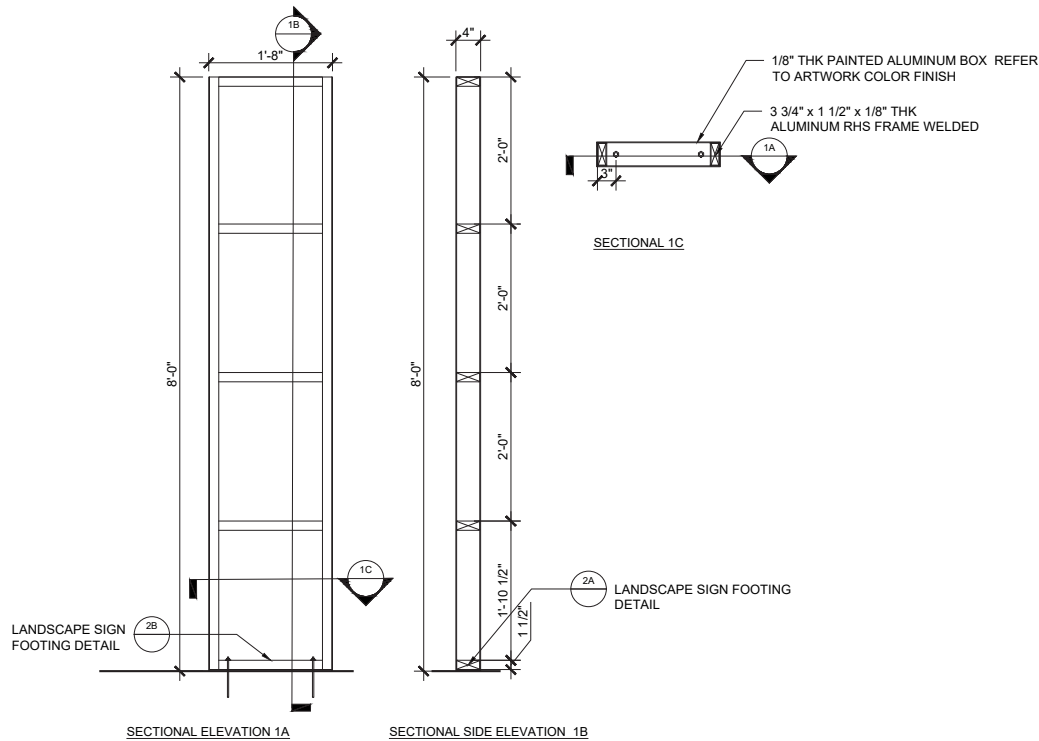
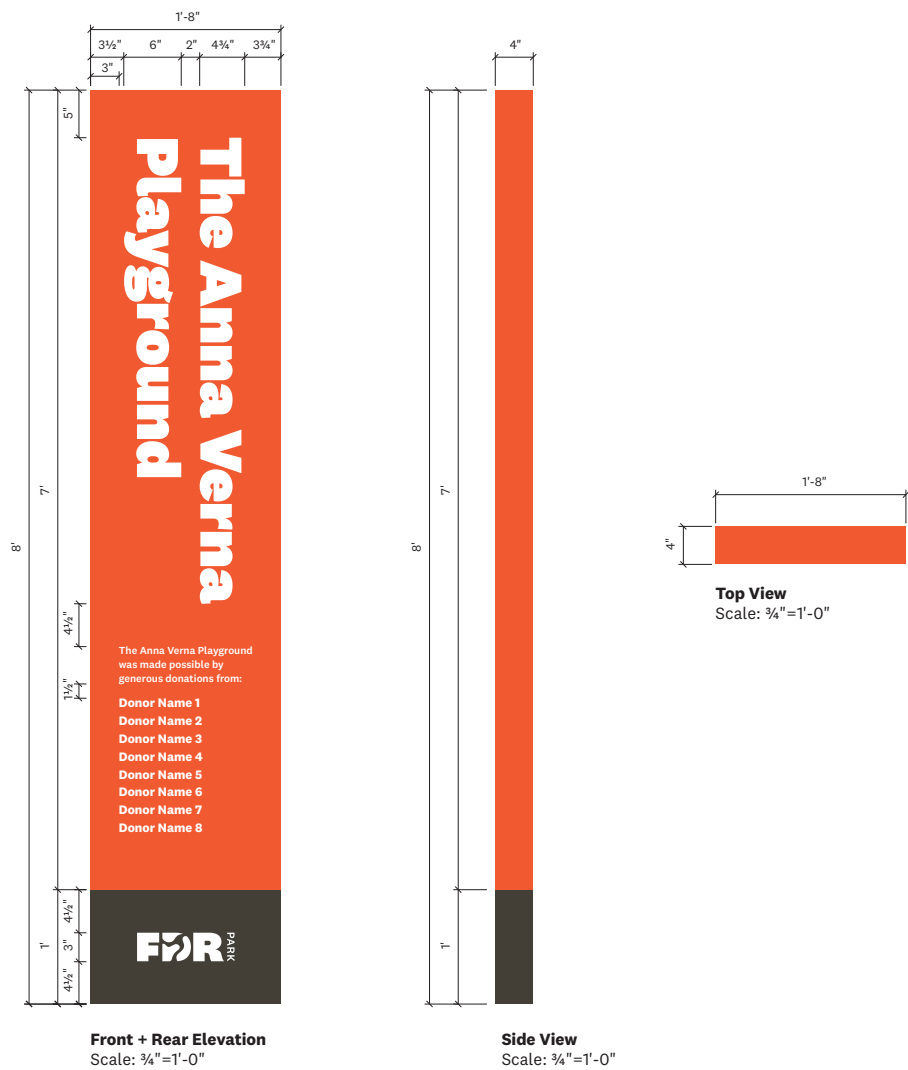
- 1 DONOR / LANDSCAPE IDENTIFICATION SIGN
- 7 ANNA VERNA PLAYGROUND DONOR SIGN

1. DONOR / LANDSCAPE IDENTIFICATION SIGN

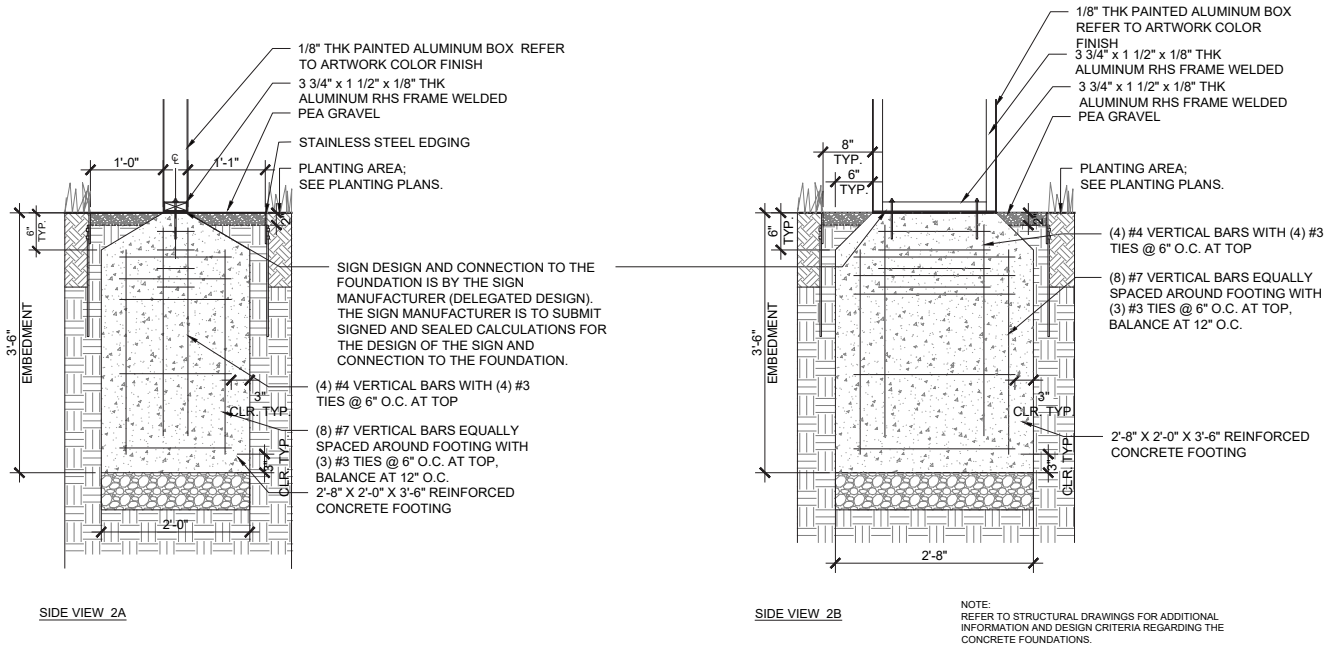
LANDSCAPE SIGN (LND-A)

LANDSCAPE ID PLAYGROUND

This double-sided exterior sign type identifies the Anna Verna Playground.



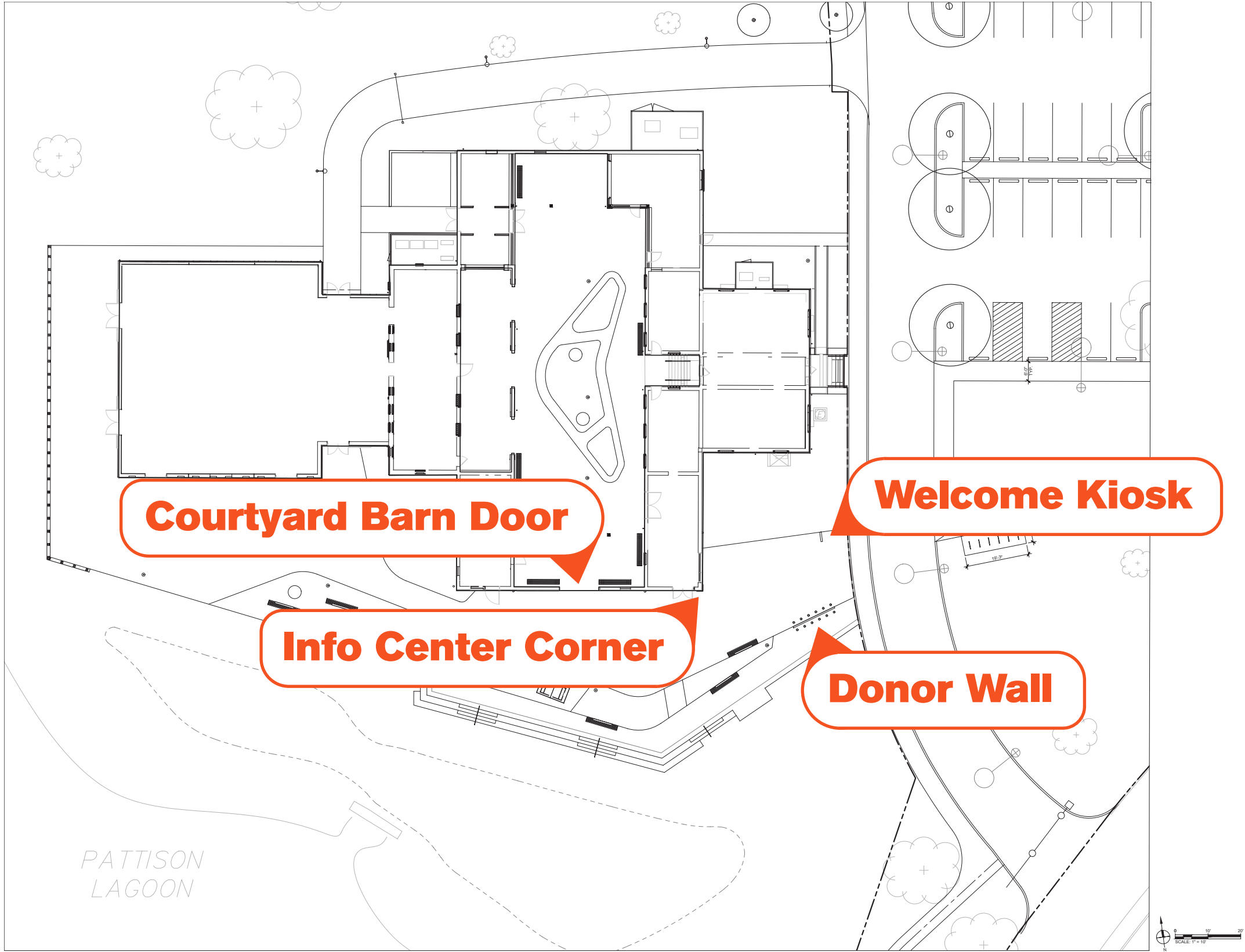
1 LANDSCAPE SIGN (LND-A) SECTIONAL ELEVATION
SCALE: 1" = 1'-0"



2 LANDSCAPE SIGN (LND-A) FOOTING DETAIL
SCALE: 1" = 1'-0"

Welcome Center Signage

2-5 WELCOME CENTER SIGNS



2-5 WELCOME CENTER SIGNS



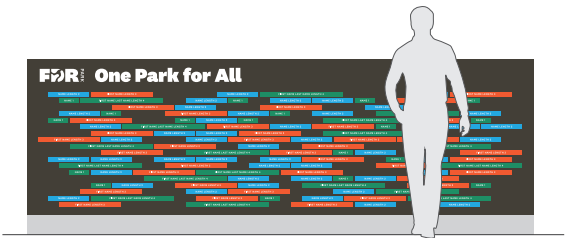
2-5 WELCOME CENTER SIGNS



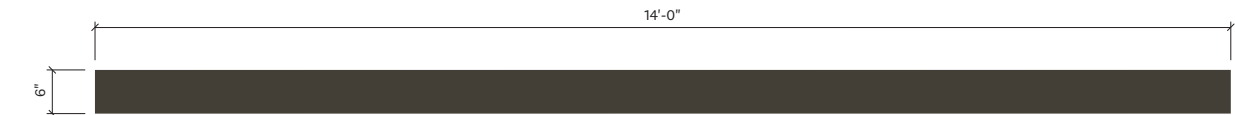
2. DONOR WALL

DONOR WALL

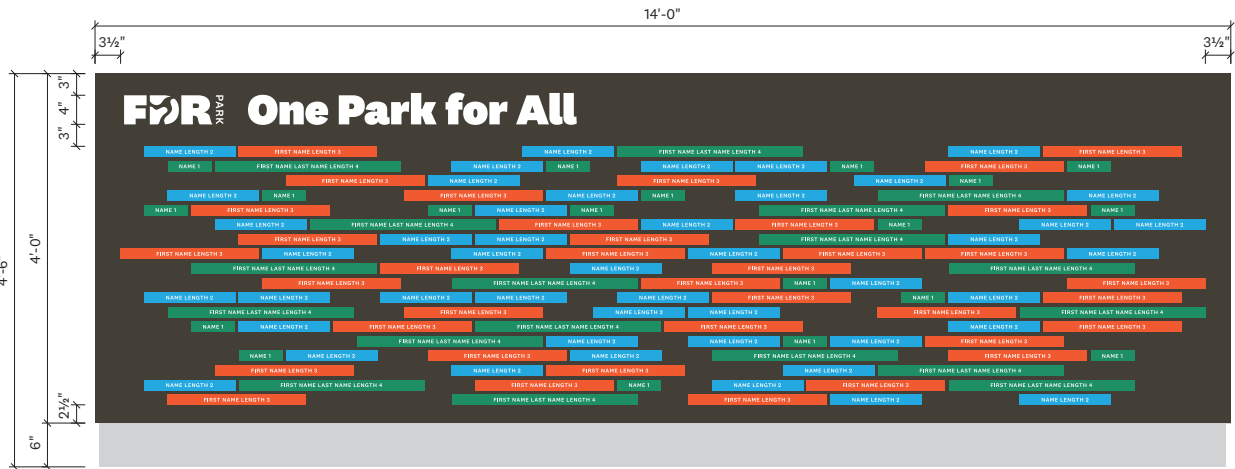
This sign is a donor wall for all who have donated to FDR Park. This double-sided sign is located in the Welcome Center Plaza. This side (Front) faces towards the Welcome Center. A 4-foot tall metal wall is attached to a 6-inch tall base. The donor wall is designed to be addative over time as more donors contribute. A donor’s name is engraved on one of four Donor Plaque types (the type is chosen based on name length) and attached in a designated spot on the wall.



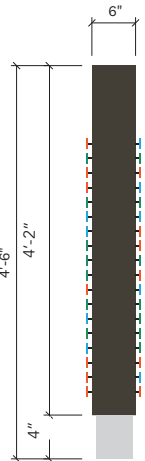
Scale Reference



Top View
Scale: 1/2"=1'-0"



Front Elevation
Scale: 1/2"=1'-0"

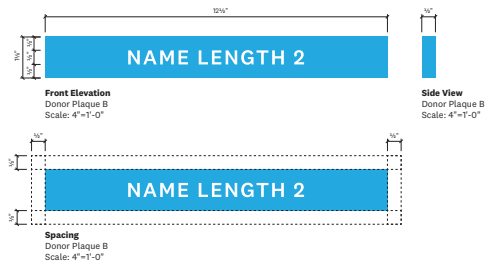
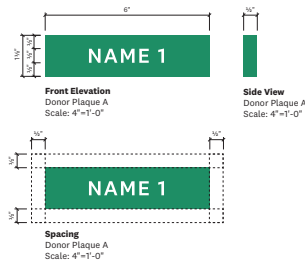


Side View
Scale: 1/2"=1'-0"

Panels will be internally backlit. Header text / letters will be cut out with acrylic panels and backlit from within on both the rear and front sides of the sign. Lighting and electrical engineering details will be provided.

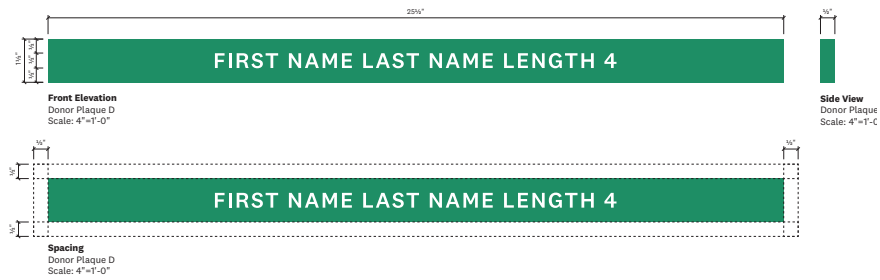
DONOR PLAQUE

Donor names are engraved on one of four Donor Plaque types (A-D) and attached in a designated spot on the donor wall (located in the Welcome Center Plaza). The Donor Plaque type is chosen based on the length of the donor's name. Donor names are centered within the plaque. When attached to the wall each plaque should have 1/4-inch of space on all sides separating it from surrounding plaques.

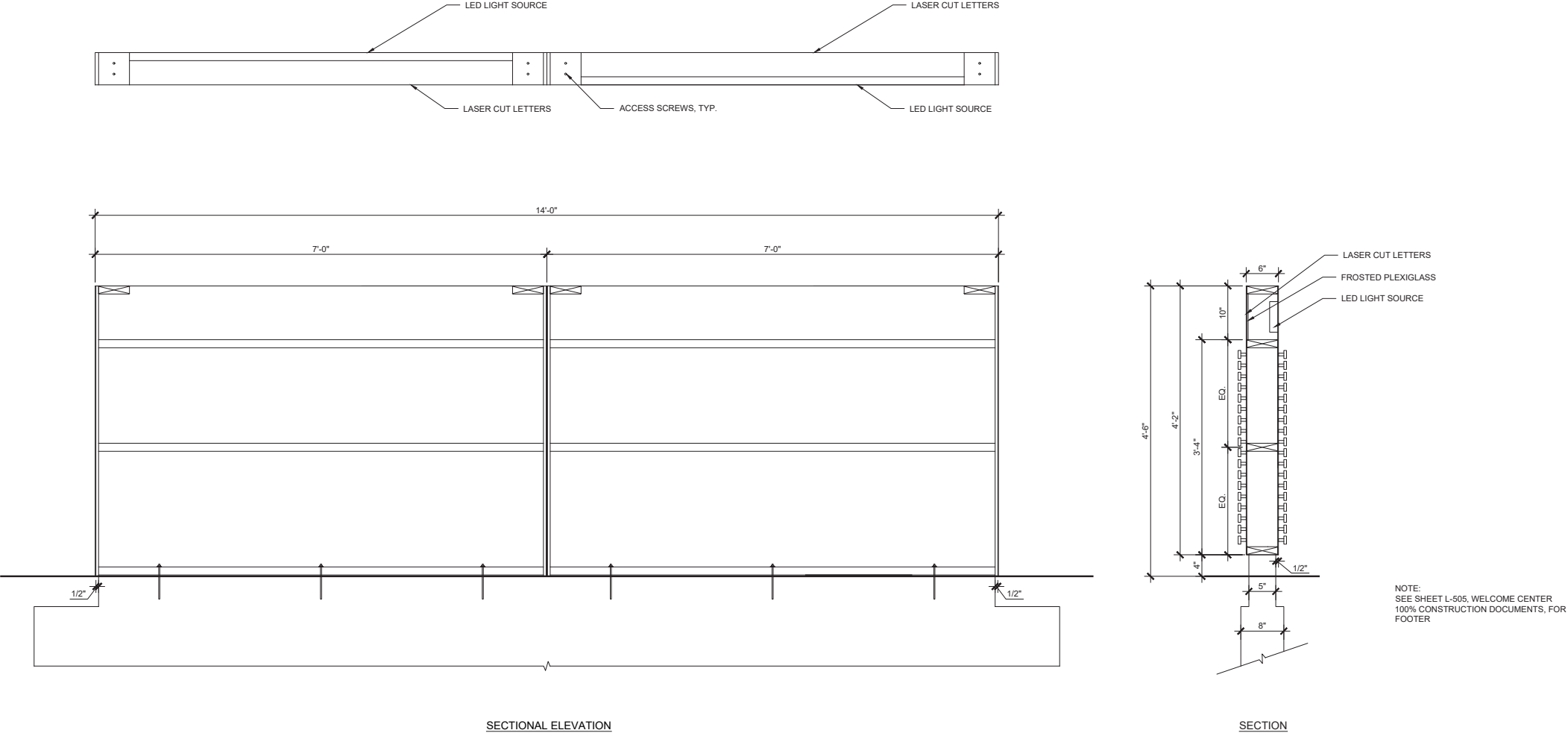


DONOR PLAQUE

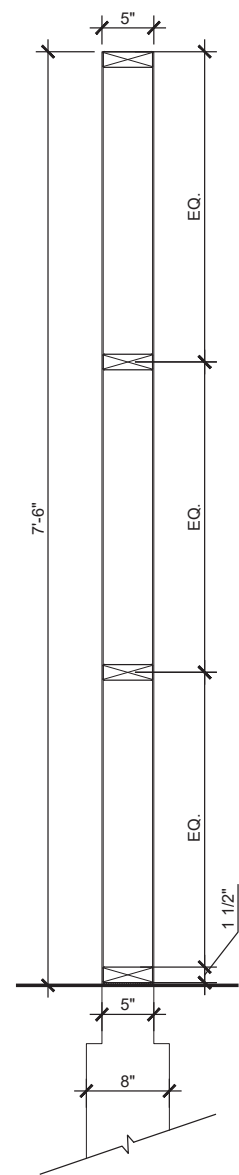
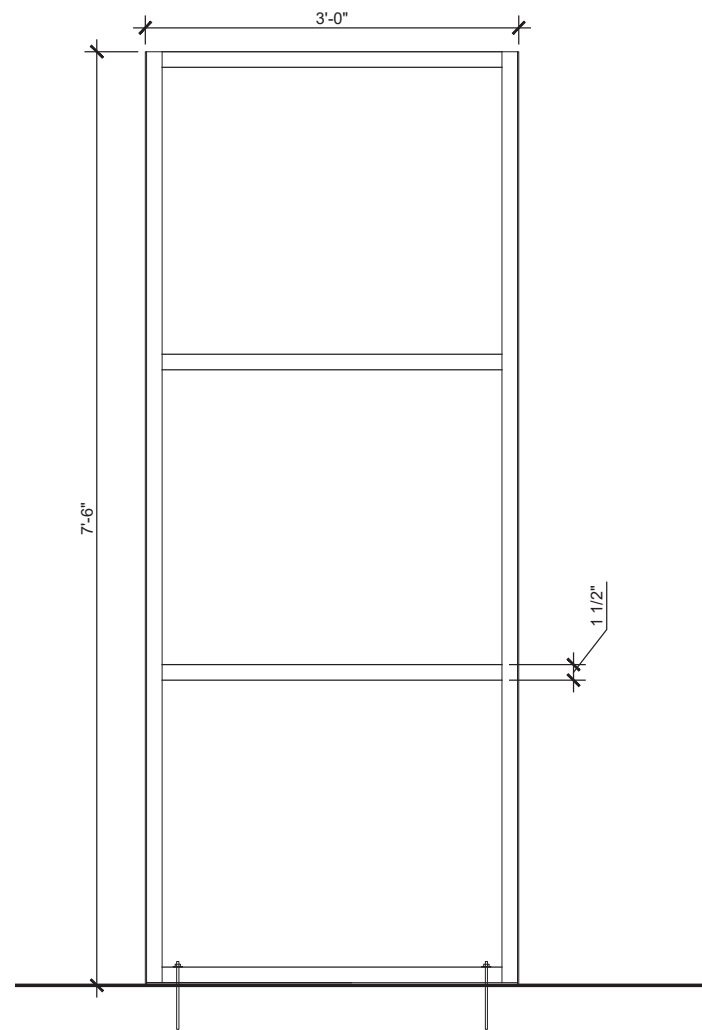
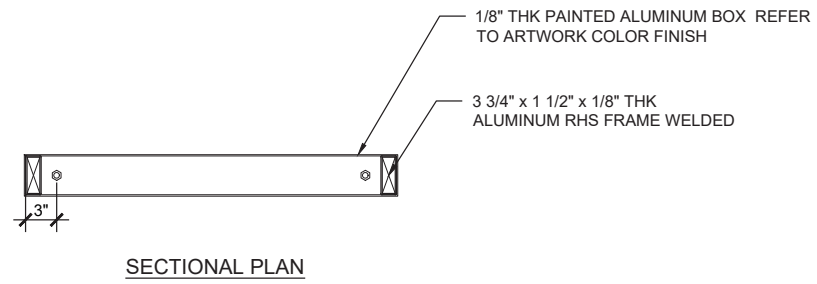
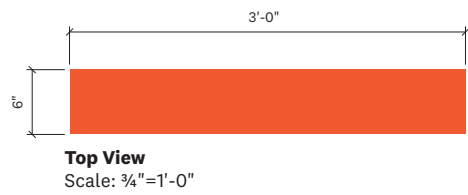
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2. DONOR WALL



3. WELCOME KIOSK



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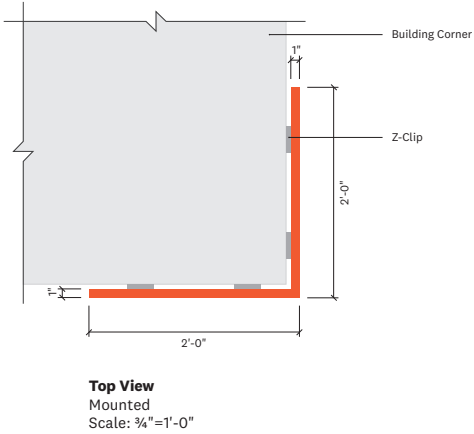
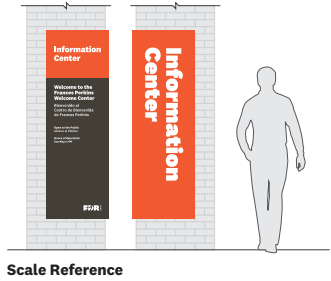
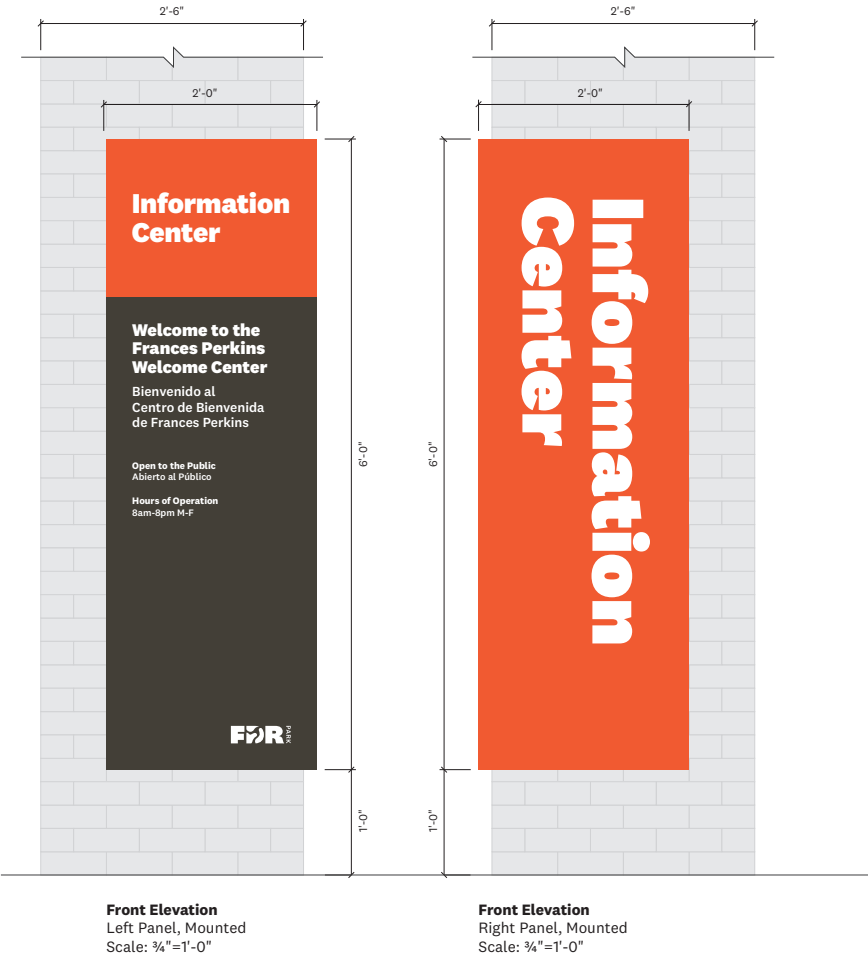
4. BUILDING SIGNAGE - INFO CENTER CORNER WRAP



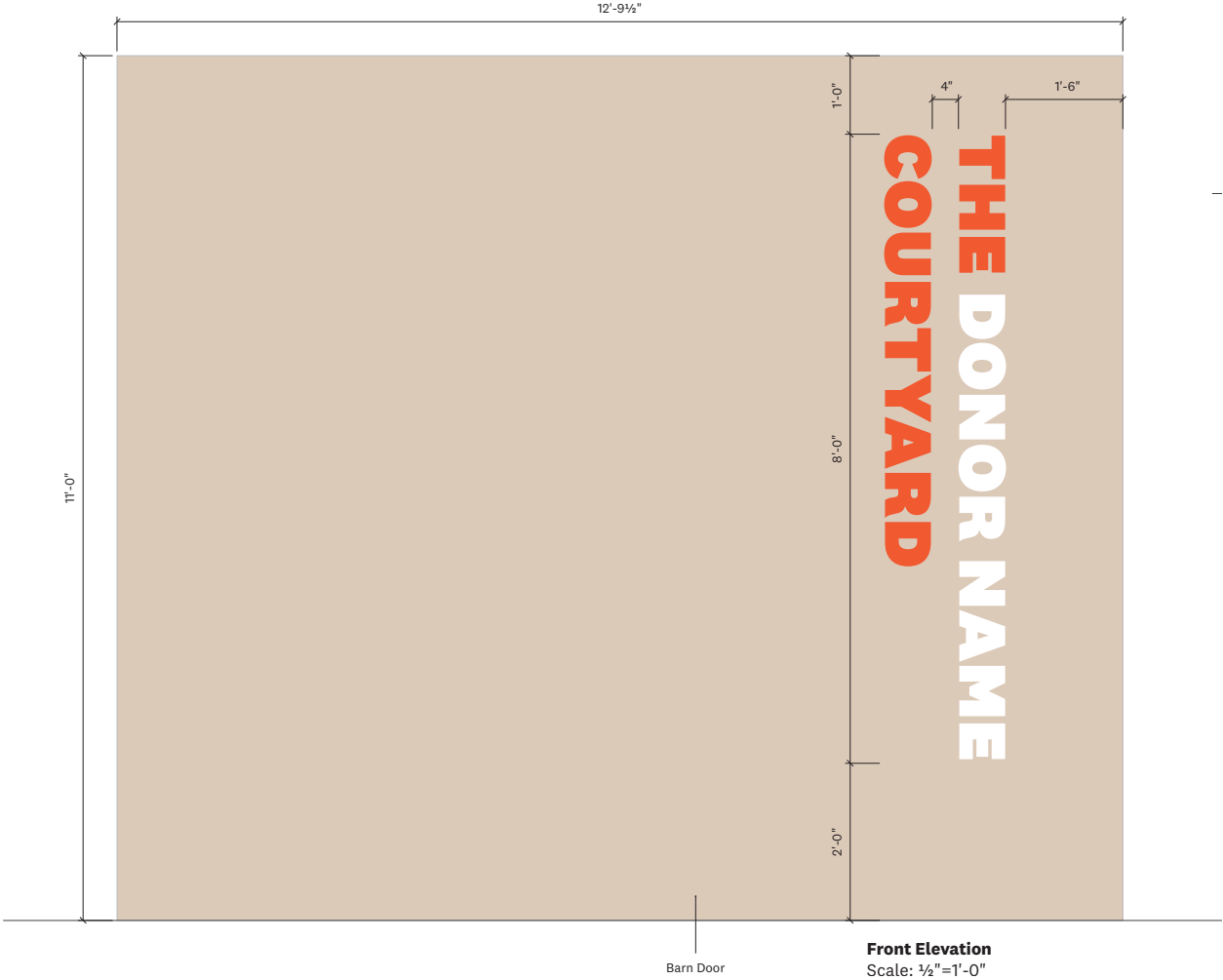
EXISTING - SOUTH COURTYARD ENTRANCE



PROPOSED - SOUTH COURTYARD ENTRANCE

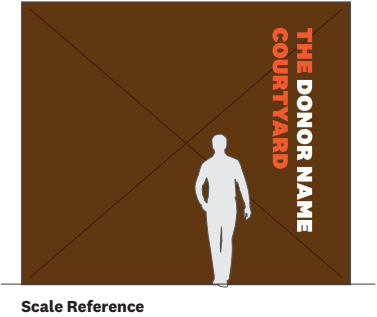
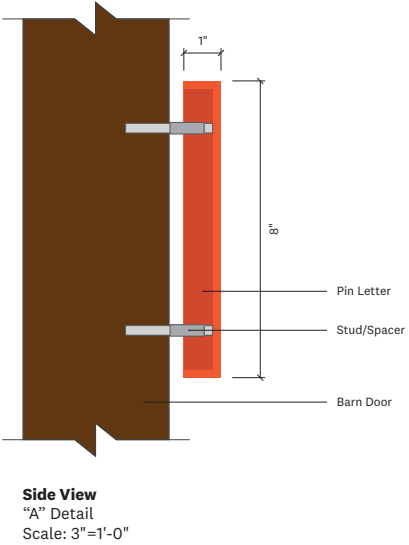
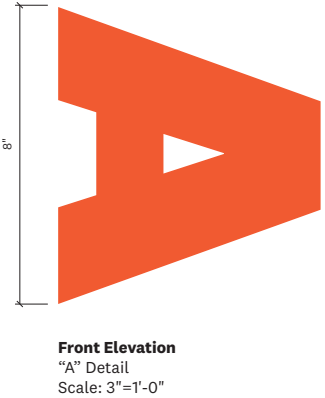


5. BUILDING SIGNAGE - COURTYARD BARN DOOR



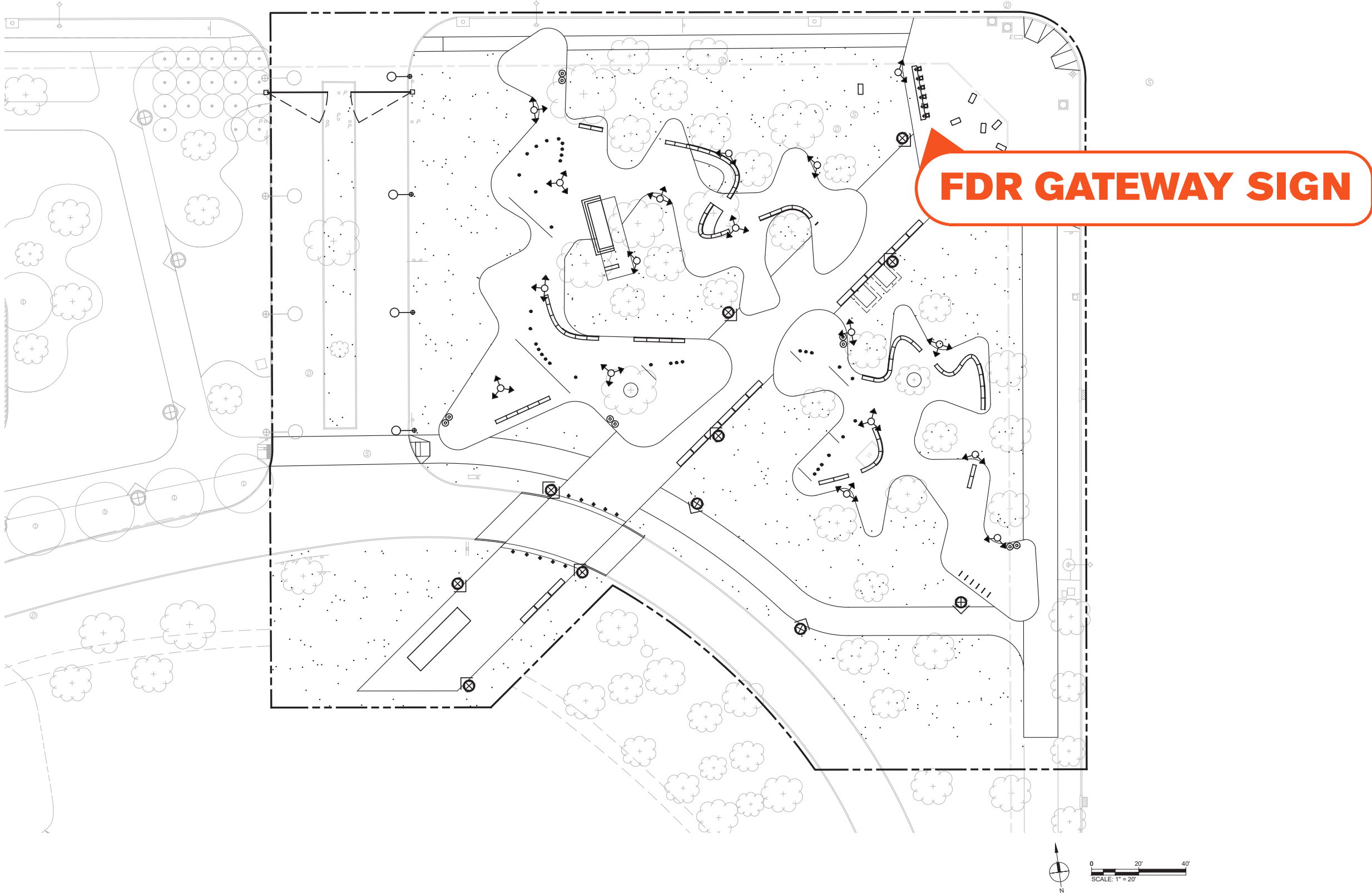
COURTYARD BARN DOOR

This exterior sign type both identifies and acts as a donor opportunity for the Welcome Center Courtyard. The sign is composed of Pin Letters attached to the barn door at the entrance to the Courtyard.



FDR Gateway Sign

6. FDR GATEWAY SIGN



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6. FDR GATEWAY SIGN



EXISTING - LOOKING EAST DOWN PATTISON FROM FDR PARK



EXISTING - LOOKING NORTH UP BROAD FROM FDR PARK

6. FDR GATEWAY SIGN



EXISTING - LOOKING TOWARDS FDR PARK FROM THE SOUTH-EAST CORNER OF BROAD AND PATTISON



EXISTING - LOOKING TOWARDS FDR PARK FROM THE NORTH-WEST CORNER OF BROAD AND PATTISON

6. FDR GATEWAY SIGN



6. FDR GATEWAY SIGN

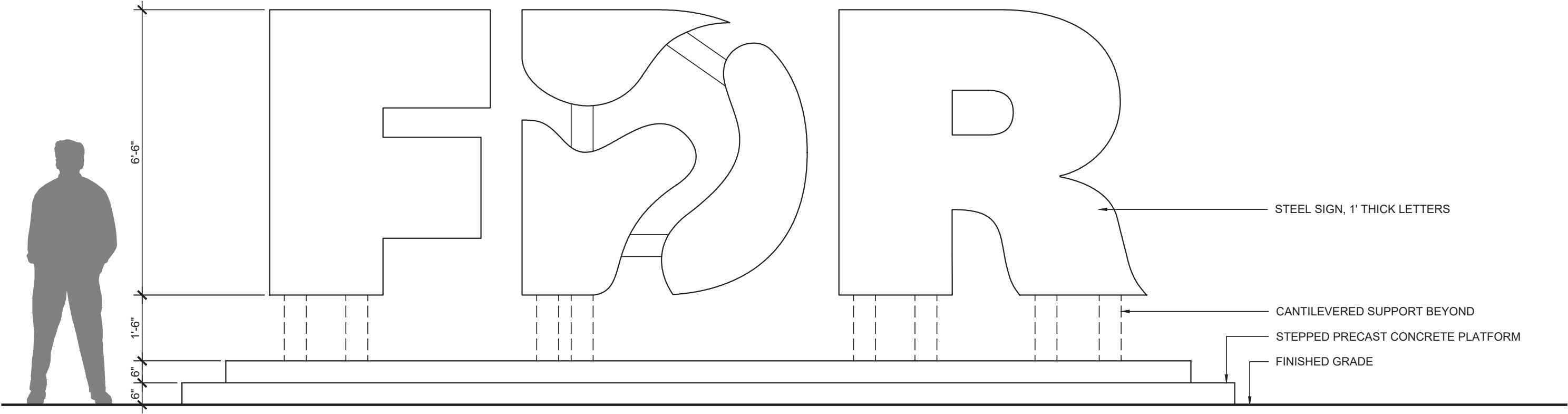


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6. FDR GATEWAY SIGN



ELEVATION

1 FDR GATEWAY SIGN
SCALE: 1/2" = 1'-0"