



ENVIRONMENTAL GRAPHICS & WAYFINDING  
SIGNAGE MASTERPLAN CONCEPT PRESENTATION  
EXECUTIVE SUMMARY

rsmdesign

DESIGN STRATEGY

# EVOLUTION NOT REVOLUTION

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The design strategy for the enhanced wayfinding and signage throughout Balboa Park is to be an evolution of the existing signage palette rather than a complete overhaul. Through proven principles of design and strategic wayfinding techniques, the signage can still conform to the current standards but be updated and enhanced to reflect the needs of today.

RSM Design has proposed 8 different subtle but impactful modifications that will help to communicate and reinforce the character and essence of Balboa Park. Not only will this strategy be more cost effective, but will also allow for real and immediate change throughout the site and beyond.

# DESIGN SUMMARY

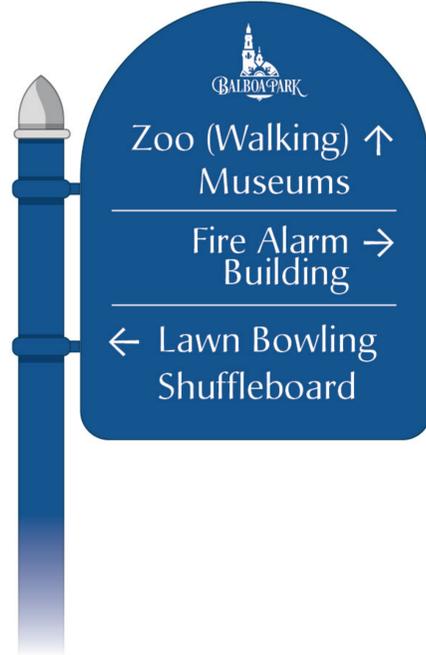
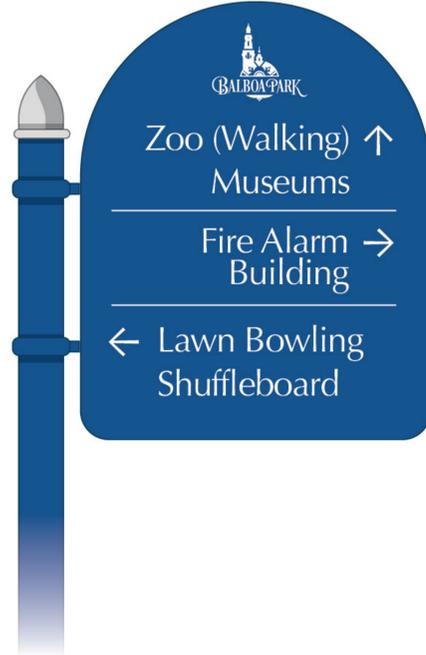
## EXISTING CONDITIONS

The following illustrates some of the existing site signage that is most widely used throughout the park from both a vehicular and pedestrian orientation.



# DESIGN EVOLUTIONS

HOW TO IMPROVE & EXPAND UPON THE EXISTING SIGNAGE THROUGH IMPACTFUL DESIGN EVOLUTIONS



## EXISTING CONDITIONS BASED ON PRECISE PLAN

The following illustrates the various branding, sizes, forms and signage referenced and drawn as standard guidelines within the Balboa Park Signage System Precise Plan from 1991.

While the intention is good to follow the precise plan, the various signs that are currently located throughout the park have become a mismatch of color, layout, scale, and legibility. Not only do they not work together as a system the locations and messaging out of date and should be updated to reflect the needs of the park today.

## UPDATE THE BRAND & REVISE THE LAYOUT

The Balboa Park Logo has been updated recently as well as the various brand collateral. Therefore, the logo on the signage should also be updated, and amended within the Signage Standards. Messaging and type layout is critical to the visibility and legibility of the sign. It is also important to have a clean layout that uses only one arrow for each direction and breaks up the messaging in clear and cohesive buckets of information.



## EVOLVE THE FONT TO REFLECT BRAND STANDARDS

While the current guidelines indicate that Optima should be used on signage throughout the Park, We are able to amend the Precise Plan to use a different font that would be more appropriate to restoring the history of the site or extending the new Balboa Park branding.

NEW BRAND STANDARDS FONT  
CHRISTIANA REGULAR

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmnop  
opqrstuvwxyz

## REVISE THE SCALE AND IDENTIFY DISTRICTS

Taking advantage of the lower portion of the signage by adding the current district or area in which it is located. This helps guest orient themselves while also allowing for messaging to direct guests and visitors to the various districts.

By assigning a color to the various districts, guests are able to associate that zone or district with the particular color and will help to simply messaging on both the directories adding another layer of strategic wayfinding to enhance the circulation and movement throughout the site.

## CHANGE THE COLOR TO MATCH HISTORIC

While the guidelines specify a particular blue, that color has been discontinued and attempts to recreate it over the years has created a broad range of colors from dark navy to electric blue.

There needs to be consistency and rationale behind the use of color throughout the site. The following proposed colors are derived and inspired by historic colors used throughout the park, as well as a neutral palette that uses color as more of a wayfinding element to identify one's location.

# DESIGN SUMMARY

## PROPOSED EVOLUTIONS

The following illustrates techniques and wayfinding strategies that will help to communicate and reinforce the nature of Balboa Park while evolving the current standards to reflect the needs of today. Applications are thoughtful interventions in location, scale, and messaging. Graphics extend the brand vocabulary and narrative concepts with type, color, pattern and materiality.



# NEW SIGN TYPES

DERIVING INSPIRATION FROM THE CURRENT SIGNAGE STANDARDS TO CREATE A COMPLIMENTARY SIGNAGE SYSTEM



**PARKING LOT ID**  
Not only does the Park need bolder parking lot graphics and directionals to know where to park, it also needs to help get people get back to where they parked.

**WHATS IN THIS AREA**  
In addition it is important to let guests know what they can access from the various lots. If one parks in one of the West Mesa lots, it is going to be a long trek to the SD Air & Space Museum.

**DIGITAL MESSAGING**  
As technology evolves so must wayfinding and the importance of dynamic messaging not only for events has become a standard.



## IDENTIFYING KEY SIGN TYPES & OPPORTUNITIES THAT ARE CURRENTLY MISSING FROM THE STANDARDS.

Looking at the current standards and evaluating what sign types may be missing in order to meet the needs of the park today and enhance the overall wayfinding and user experience throughout Balboa Park.

The need for a contemporary signage system that allows for flexible messaging, dynamic mapping, and digital wayfinding is critical to effective wayfinding throughout the park. While the various components currently in the park help, it is important to create a complimentary system that builds upon the existing while satisfying the needs of the park today.

