COLOR CODING PARK AREAS FOR VISITOR ORIENTATION

Considering the size of Mission Bay Park, we recommend breaking the park into smaller sections, or distinct “Parks Within a Park,” as named in the Master Plan, so that visitors can better orient themselves to their location within the park and locate nearby facilities, hotels, and other attractions. By identifying these localized park areas with color coding, a simple orientation system is created that can be applied to signs and directories within each distinct Mission Bay park area, so that visitors can easily identify their current location, and be informed when they transition from one area of the park to the next.

This color coding system is based off the City’s style guide color palette with suggested added colors to identify 12 distinct park areas. The color codes can be used on both permanent and temporary signage, directories, leaflets, and other event promotional materials to make navigating through the entire Mission Bay Park area much easier.
CONCEPT DESCRIPTION
This concept focuses on the natural elements of sand and sea with light beige and aqua colors making up the main palette for the sign structures. Concrete bases for the signs and directories would be sand colored, incorporate natural elements such as seashells and stones found around the bay area, and use flowing shapes and colors to represent the natural beauty of the park.

A color coded arch element at the top of each sign helps visitors orient themselves within each of the park's delineated areas.

Semi-translucent colored polycarbonate panels allow monument signs to illuminate during the day with natural sunlight, and also be uplit at night using solar powered lighting elements. The Mission Bay logo dimensional type is silhouetted against the lighted background, while the dimensional type tagline/waves and City logo would be backlit from within the sign structure.

Directory signage showcases each of the color-coded neighborhoods and is angled at 45° for easy viewing. Dimensional elements involving lighting and texture can be added to the display, as well as interactive monitor technology similar to Balboa Park's electronic kiosks, where appropriate.

LOGO & TYPE TREATMENT
The Mission Bay logo and associated sign typefaces use a bold and modern type style very similar to the new City of San Diego logo. A tagline was created to expand on the idea that Mission Bay is more than just a City park – it’s where San Diegans go to play. Wavy shaped lines underscore the mark representing the wave action in the waters of the bay as well as the shifting shoreline sands during tide fluctuations. These lineal elements are accented throughout the signage concepts and provide a unifying identity to the concept.

TYPEFACE
Futura Medium
Futura Bold Condensed

ARROW APPLICATION
Large directory signs allow for easy viewing of directions and regulatory information to guide park users. Temporary signs announcing events or parking configurations could be installed on crossbars below the large panels.

Smaller sign templates can be used for pedestrian guides, parking, and speed limit information. They would be various sizes and shapes depending on the City’s needs.
Mission Bay Branding and Wayfinding Signage

SIGNAGE CONCEPT A @ CORNER OF WEST MISSION BAY DRIVE AND MISSION BLVD
Mission Bay Branding and Wayfinding Signage

Current Condition

Proposed Signage

SOURCE: Dudek 2019
Mission Bay Branding and Wayfinding Signage

Mission Bay Park PEIR

SIGNAGE CONCEPT A @ DE ANZA COVE BOAT RAMP
Mission Bay Branding and Wayfinding Signage
Mission Bay Park PEIR

Current Condition

Proposed Signage

SOURCE: Dudek 2019
Current Condition

Proposed Signage
Mission Bay Branding and Wayfinding Signage

Proposed Signage

Current Condition

SOURCE: Dudek 2019
**LOGO & TYPE TREATMENT**

The Mission Bay logo and associated sign typefaces use a bold and modern type style very similar to the new City of San Diego logo. A tagline was created to expand on the idea that Mission Bay is more than just a City park—it’s where San Diegans go to play. The bay horizon line is depicted in the letterforms, along with a cutout of a sailboat silhouetted against a setting “sun” shape reflecting in the water, which also makes up the O in the word Mission.

**TYPEFACES**

NEXA RUST SANS BLACK
Avenir Black
Avenir Medium

**CONCEPT DESCRIPTION**

This concept focuses on the views of beach and bay, and the vivid colors that visitors experience at sunrise and sunset when the sun is low on the horizon. Concrete bases for the signs and directories would be sand colored, incorporate natural elements, and provide opportunities for photos with a “bench” area for seating.

The monument design includes multiple translucent polycarbonate elements and textures that are welcoming and colorful, as well as durable. These elements would be lit for high visibility at night. Dimensional letterforms with graphic cutouts and multi-dimensional base structures add depth and unique shapes to the design.

Shoreline trail signs use neighborhood color-coded panels to identify mile markers and nearby facilities. Directory/interpretive panel is angled at 45º for easy viewing. These sign posts could also serve double duty as workout stations with the proper equipment and hardware attachments.

Vehicular wayfinding signs incorporate the MBP logo and colors specific to each of the park districts where they are located. Each district could be further identified by a specific icon related to the area, the design of which could be selected by stakeholders.

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**PRIMARY COLOR PALETTE**

**MISSION BAY “Walkable Neighborhood” Color Codes**

- West Mission Bay
- South Shore
- North Shore
- San Diego River
- North Shore Park
- South Shores Park
- Quivira Basin
- Adventure Park
- Polycarbonate “SUNSET SAILS” ALLOW NATURAL LIGHT TO PASS THROUGH

Sample directory panel, front elevation view.

**ARROW APPLICATION**

Arrows could be attached to the posts to designate the direction of the walkways.
Current Condition

Proposed Signage

SIGNAGE CONCEPT B @ CORNER OF WEST MISSION BAY DRIVE AND MISSION BLVD
Mission Bay Branding and Wayfinding Signage

SOURCE: Dudek 2019
Current Condition

Proposed Signage

SOURCE: Dudek 2019

SIGNAGE CONCEPT B @ COASTLINE TRAIL DIRECTORY
Mission Bay Branding and Wayfinding Signage
Mission Bay Park PEIR