

SAN YSIDRO SIGNAGE GUIDELINES

Final Recommendations
Signage Guidelines

REVISION ISSUED: MARCH 21st, 2016

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160315_San Ysidro Signage Guidelines.pdf

SECTION 1

INTRO + PROCESS

- A. Goals of these guidelines
- B. Process used to create the guidelines
- C. Recommendations from the community workshop
- D. How to use this document

A. GOALS OF THE GUIDELINES

As a gateway to both the United States and Mexico, the San Ysidro Port of Entry bridges two cultures. It is the busiest port in the world.

The guidelines look at San Ysidro as a place where many paths cross. The community has identified the port as a place of confusion, stress and fatigue. These guidelines address this challenges with a system of wayfinding specifically designed to meet those needs. *Wayfinding is the term used to describe the discipline of getting people from A-to-B in a clear and consistent manner.*

This document provides a well-vetted and easy-to-use guide for the development of signage and wayfinding in San Ysidro, with particular focus on the highly trafficked areas adjacent to the existing Port of Entry and the future West Pedestrian Facilities. These guidelines have been designed for the community of San Ysidro that take into consideration the following:

- 1 WHERE PEOPLE ARE GOING
- 2 HOW LONG IT TAKES TO GET THERE
- 3 OPTIMUM ROUTES

The goal of the wayfinding system is to improve the experience of users—to make San Ysidro more inviting and relaxed. They define a system of signs and sign messaging that is ordered, inviting, flexible, durable and economical.

By following the guidelines,

San Ysidro will establish a consistent and recognizable identity signage system that is informative, visually attractive, and easy-to-use and assemble. A successfully implemented signage system will **create a legible path of travel** that will **encourage exploration and travel** within the San Ysidro community.

B. DESIGN PROCESS

The illustrated process below provides an overview of the steps RSM and GSA took to develop these guidelines.

1

REVIEW OF SITE CONDITIONS

November 27, 2016

GSA and RSM Design visited San Ysidro, with focus on the area surrounding the port. The site visit helped establish an understanding of site circulation, site conditions as well as existing signage, important destinations, and common areas of confusion.

The site analysis was documented with photos and notes. Additional research explored future master plans, existing guidelines and studies of the location.

2

EMAIL SURVEY + PHONE CALLS

November 16-27 2016

Based on data learned from the site analysis and other work to date, RSM Design gathered information from primary users and stakeholders, by phone and email survey. Feedback from both surveys & in-depth set of phone calls helped define A.) wayfinding priorities B.) the needs of the community and C.) important destinations

3

WORKSHOP

December 7, 2016

Together, GSA and RSM Design hosted a design dialogue with the stakeholders of San Ysidro.

The goal of the workshop was to refine the information gathered at in the stakeholder survey and phone calls.

Survey results were presented as a starting point of the workshop.

A series of interactive activities composed by the GSA and the RSM Design team provided feedback on destinations and their relative importance, naming conventions, paths of travel, preferred sign applications, design vocabulary, and local aesthetics.

Workshop results were formalized as a set of design recommendations.

4

DESIGN ALTERNATIVES

January 20, 2016

The design alternative phase combined research and information from all previous phases to create a series of four options of sign applications to meet the community's needs. The wayfinding system translated the abstract needs into a set of solutions that could be measured and evaluated.

Four design alternatives were presented to a technical working group of stakeholders. Their feedback on the potential wayfinding solution for the San Ysidro Community was incorporated into revisions and the selection of the final design guidelines.

5

DESIGN GUIDELINES

March 15, 2016

The selected design solution has been resolved into the set of guidelines shown here. These drawing define parameters for sign construction, design, messaging, typography, color and sign locations.

The guidelines establish the character of the wayfinding system for use by future teams as a starting point for implementation.

6

NEXT STEPS

The guidelines serving as a framework for signage development.

Next steps include defining the messaging and locations of the signage. The sign system included here is flexible to bend to the needs of specific projects and should not be interpreted as the final design.

Prior to bidding, fabrication and installation additional documentation and details are required.

1

REVIEW OF SITE CONDITIONS

GSA and RSM Design visited San Ysidro, with focus on the area surrounding the port. The site visit helped establish an understanding of site circulation, site conditions as well as existing signage, important destinations, and common areas of confusion.

The site analysis was documented with photos and notes. Additional research explored future master plans, existing guidelines and studies of the location.



EMAIL SURVEY + PHONE CALLS

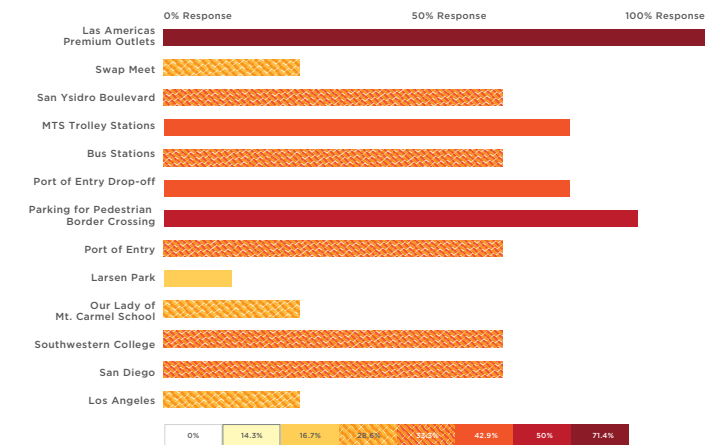
Based on data learned from the site analysis and other work to date, RSM Design gathered information from primary users and stakeholders, by phone and email survey. Feedback from both surveys & in-depth set of phone calls helped define:

- A.) Wayfinding priorities.
- B.) The needs of the community
- C.) Important destinations

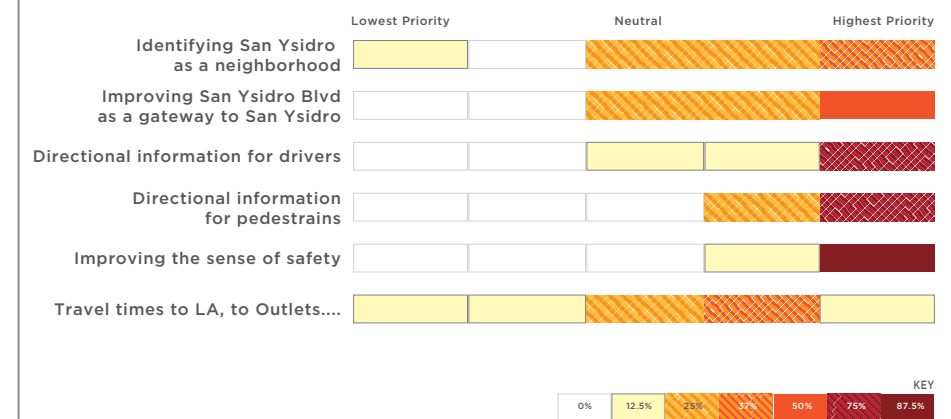
WHAT DO YOU LOVE ABOUT SAN YSIDRO?



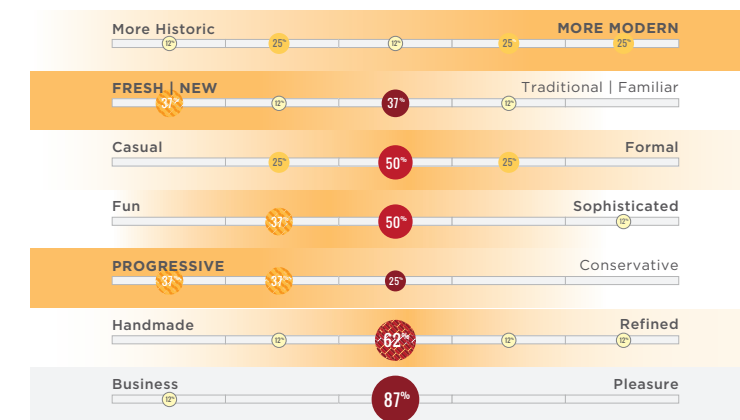
THE MOST IMPORTANT DESTINATIONS IN SAN YSIDRO



PRIORITIES



SAN YSIDRO AESTHETICS & PERSONALITY



WORKSHOP

Together, GSA and RSM Design hosted a design dialogue with the stakeholders of San Ysidro. The goal of the workshop was to refine the information gathered through the stakeholder survey and phone calls. The survey results were presented as a starting point of the workshop.

A series of interactive activities composed by the GSA and the RSM Design team provided feedback on destinations and their relative importance, naming conventions, paths of travel, preferred sign applications, design vocabulary, and local aesthetics.

Workshop results were formalized as a set of design recommendations.



RANK YOUR PREFERENCES

	NO	MAYBE			YES		
Landmark Lanterns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clearly Marked Crosswalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Landmark Meeting Points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beacons That Mark Your Route	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consistent Parking Directional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Icons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gateway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arrows For Directional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tenant Listings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Art Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Place To Rest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Place To Refresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear Place Names	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel Times And/Or Distances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3D Maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An Invitation To Explore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photo Opportunity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Place To Leave Your Mark / Big Letters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A People Centered Place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

★ Place a star next to your 2-3 favorites

DESIGN ALTERNATIVES

The design alternative phase combined research and information from all previous phases to create a series of four options of sign applications to meet the community's needs. The wayfinding system translated the abstract needs into a set of solutions that could be measured and evaluated.

Four design alternatives were presented to a technical working group of stakeholders. Their feedback on the potential wayfinding solution for the San Ysidro Community was incorporated into revisions and the selection of the final design guidelines.



SELECTED SCHEME: 4

5 DESIGN GUIDELINES

The selected design solution has been resolved into the set of guidelines shown here. These drawing define parameters for sign construction, design, messaging, typography, color and sign locations.

The guidelines establish the character of the wayfinding system for use by future teams as a starting point for implementation.



SIGN TYPE S1

FUNCTION: This sign identifies primary destinations for both vehicular and pedestrian users.

MESSAGING: Sign should include the name of one destination on the Extra Large Location Identity Panel at 7' high. Copy is oriented to read from top to bottom and should be set in all caps. Identical type layout should be used.

ICONS AND COLOR SCHEDULE

This page expresses which colors will be used to help identify the districts and colorize the icons.

ICONS WITH PROPOSED COLORS

MP 15164 Russet Red	MP 05044 Columbine Yellow	MP 15194 Russet Red	MP 05112 Dusky / Can Fly	MP 05083 Limonite	MP 05192 Mantle Car Charge	MP 05176 Berry Berry	MP 15124 Blue Pearl	MP 05192 Mantle Car Charge

DISTRICTS AND DESTINATIONS WITH PROPOSED COLORS

San Ysidro Boulevard MP 05120 Pebble Grey	Outlets MP 05044 Pebble	Transit Center MP 15194 Russet Red	Port of Entry & other U.S. Government MP 05142 Slate Blue	PUBLIC Parks MP 05039 Green Ribbon	Parking MP 05192 Mantle Car Charge	Other MP 05148 Grey Marlin

NOTE: These are recommendations only and are subject to change. Additional icons may be needed.

KIT OF PARTS

These sheets will show you the names of each of the panel types and a quick example of their variations. The panels are organized by type and size.

FREESTANDING POSTS

These posts are designed to hold interchangeable panels for flexible messaging.

LOCATION IDENTITY PANELS

These panels are used to identify districts, destinations, and transportation locations.

CIRCULAR ICON PANELS

These panels use icons to help identify districts, transportation, or San Ysidro branding.

D1: POST DIRECTIONAL LARGE

FUNCTION: This panel is used for directional information, maps, and travel times for pedestrians.

MESSAGING: The panel should include up to 4 directionals with icons, arrows, and travel times. It is also optional to include a full sized map on the panel, or both directional information and a map.

LOCATION: These types of panels are to be used as a major decision making nodes and within reasonable walking distance of important destinations.

FABRICATION: 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

MOUNTING HEIGHT

SCALE: 1/4" = 1'-0"

VARIATIONS

SCALE: 3/4" = 1'-0"

FRONT VIEW

SCALE: 1/4" = 1'-0"

OPTIONAL VEHICULAR DIRECTIONS

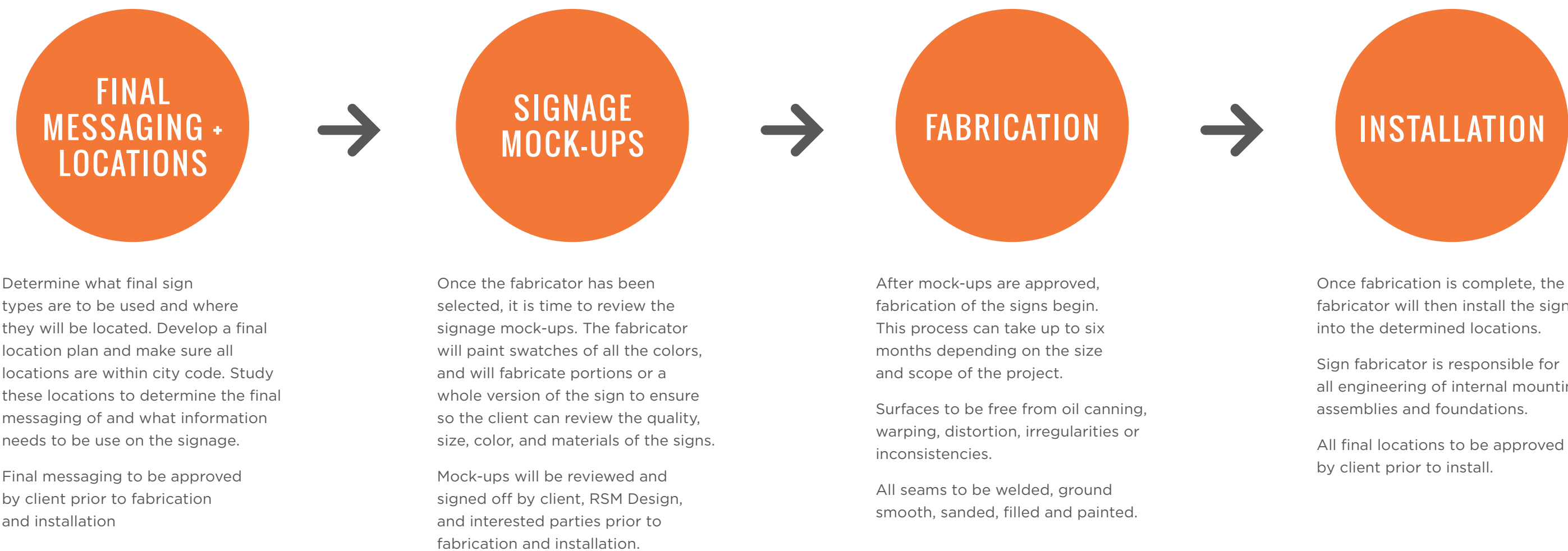
This panel to have no more than two messages

NEXT STEPS

The guidelines serving as a framework for signage development.

Next steps include defining the messaging and locations of the signage. The sign system included here is flexible to bend to the needs of specific projects and should not be interpreted as the final design.

Prior to bidding, fabrication and installation additional documentation and details are required.



C. RECOMMENDED WAYFINDING, SIGN & GRAPHIC APPLICATIONS

Based on stakeholder input from the workshop, the following applications are most strongly supported for San Ysidro. While some of these beyond the scope of the guidelines, most have been addressed within this document.

For those applications that are out-of-scope, we have included inspiration and important precedent images. Additional community input and design work will be needed to fully realize these stakeholder recommendations.

1. CLEAR PLACE NAMES + ICONS

Consistent information, icons, and place names are the most fundamental tools to build comfort and confidence in San Ysidro.

2. CLEARLY MARKED CROSSWALKS

Crosswalks are a way to add clarity along pedestrian paths of travel. The use of color-coding should be incorporated to maintain strong consistency.

3. CONSISTENT PARKING DIRECTIONAL

By creating a consistent vocabulary for these parking directional signs, this empowers the users and gives them confidence that they know where they are going.

4. TRANSIT INSPIRED VOCABULARY

Transit vocabulary is consistent internationally. With similar icons, arrows and directional information used across the world, thus creating ease of navigation for users.

5. COLORFUL LANDMARKS + SURPRISING APPLICATIONS

Landmarks that use light and color in strategic ways help clarify place names and destinations. This design element can give users multiple levels of important information in one or two central locations.

6. WELCOME TO SAN YSIDRO

Defining San Ysidro is an excellent way to mark and celebrate the experience of the busiest port in the world. The graphics can help cut through the chaos of the experience and communicate the core narrative of the place.

7. PHOTO OPPORTUNITY

The border is already a popular photo spot, therefore a strategic response to this existing use would be a framed view that aligns with the goals of the community. Example: San Ysidro wants to celebrate it's identity as the world's busiest port.

8. MAPS + TRAVEL TIMES

Maps and other information help travelers with clarity. This information can also foster a sense of security and even safety. By giving visitors maps and pairing it with travel times, they can plan their journeys with confidence and venture further than before.

9. NEIGHBORHOOD IDENTITY

Within the city of San Diego, there is a strong tradition of neighborhood signs spanning the streets. Canvas banners mounted to existing light poles will also emphasize this identity.

10. COLORS + KEYWORDS

Colors chosen in the workshop help clarify what the users and community are drawn towards. The key words also help to define San Ysidro and the community.

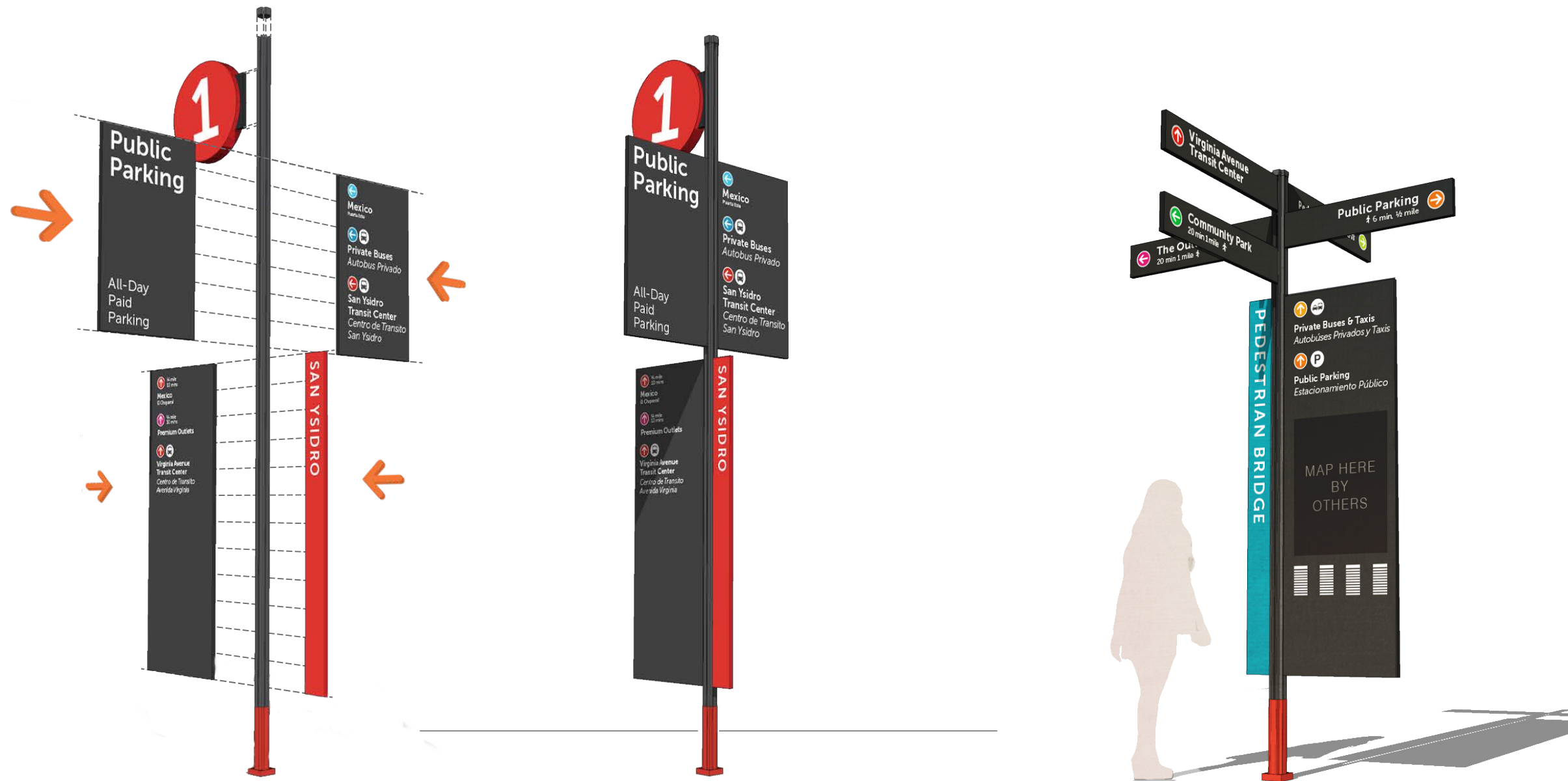
DESIGN FUNDAMENTALS

The formal construction of the sign guidelines uses a modular system that is highly flexible with a set of messaging panels that can be arranged as needed. Sign panels include vehicular and pedestrian information, as well as color coded icons for major destinations.

A single pole design is sensitive to the needs of the space because of its small footprint.

The guidelines include description of the suite of elements as a series of sign types, as well as detailed drawing for each piece in the kit of parts. Sign types are presented in two sheets with the first addressing design and the second sheet describing recommended sign locations.

In addition to the construction and locations, the technical sheet within the guidelines define the use of color and contrast, letter height for legibility, uniform standards of type, color and icons.

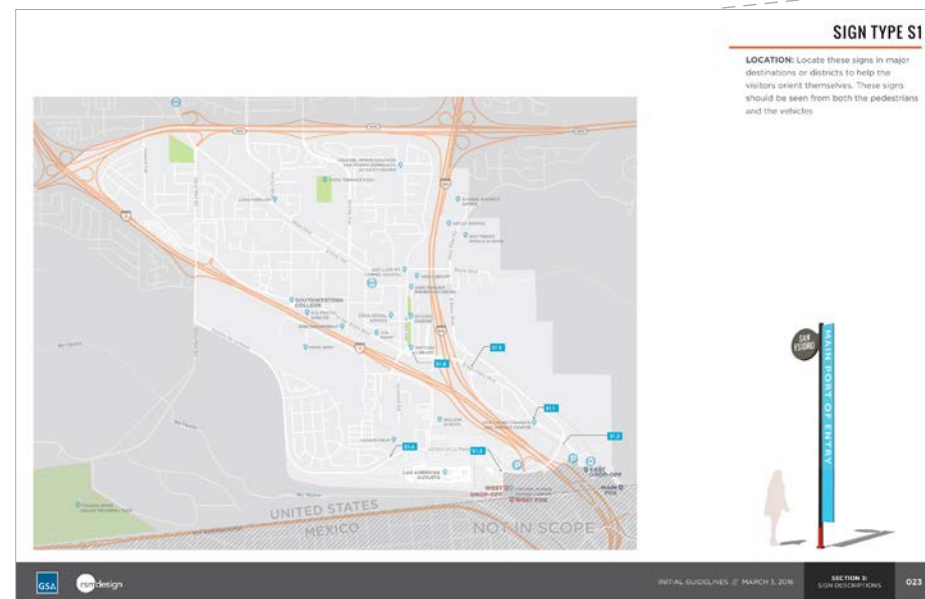
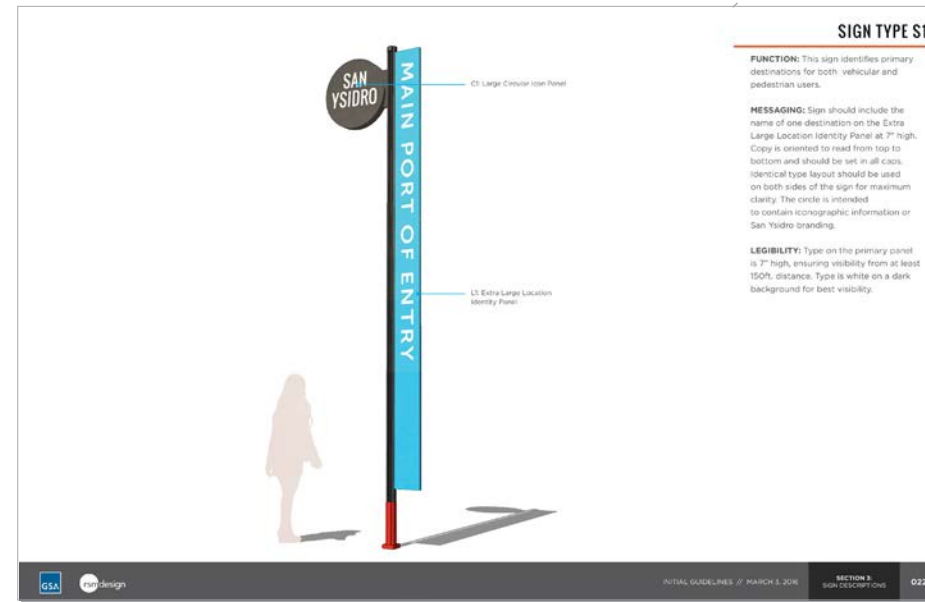


D. HOW TO USE THIS DOCUMENT

SECTION 3: SIGN DESCRIPTIONS

This section shows the recommended sign types. These diagrams document how to group together related sign panels.

The first sheet addresses design; the second addresses sign locations.



SIGN TYPE S1

FUNCTION: This sign identifies primary destinations for both vehicular and pedestrian users.

MESSAGING: Sign should include the name of one destination on the Extra Large Location Identity Panel at 7" high. Copy is oriented to read from top to bottom and should be set in all caps. Identical type layout should be used on both sides of the sign for maximum clarity. The circle is intended to contain iconographic information or San Ysidro branding.

LEGIBILITY: Type on the primary panel is 7" high, ensuring visibility from at least 150ft. distance. Type is white on a dark background for best visibility.

SIGNAGE DETAIL
Summary of key information.

SIGN TYPE DESIGNATION
Number codes are used within the sign location plan as a shorthand abbreviation within eventual bid documents, such as the sign schedule.

SIGN FUNCTION
This section explains the function/purpose of the sign and how it is commonly used.

MESSAGING
The drawings here show sign messages to express design intent only. Final messaging to be determined by GSA in collaboration with a wayfinding consultant and based on site analysis.

To accommodate the fluid nature of the site, changeable sign panels have been noted in the sign drawings. Messages are to be located within the designated space per panel.

To maximize clarity and functionality of the wayfinding system, limited messages and consistent priorities should be developed by GSA to maintain the integrity of the site.

LEGIBILITY
This section identifies the contrast, size, and visibility of the messaging.

SIGN TYPE S1

LOCATION: Locate these signs in major destinations or districts to help the visitors orient themselves. These signs should be seen from both the pedestrians and the vehicles

SIGN LOCATIONS
Additional location recommendations can be found in the conceptual programming plans. Final sign locations will be dependent on field verification of conditions, such as existing sight-lines, view obstructions, legibility, and space available. Landscape renovations will also affect locations.

D. HOW TO USE THIS DOCUMENT

SECTION 4: TECHNICAL SHEETS

Detailed description of design layout, dimensions, and type in a scale drawings with key variations for use as a prototype in the future development of sign panels

TYPE & ICON SCHEDULE
This is a brief overview of the typography and iconography used within the sign family.

MUSEO SANS 700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SANS 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SANS 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SANS 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SANS 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SANS 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ICONS AND COLOR SCHEDULE
This page expresses which colors will be used to help identify the districts and colorize the icons.

ICONS WITH PROPOSED COLORS

Bus MP 15194 Ranjet Red	Taxi MP14044 Celadine Yellow	Trolley MP 15194 Ranjet Red	Taxi & Private Bus MP07932 Dream I Can Fly	Car / Drop-off MP 00483 Limonima	Parking MP00190 Matchbox Car Orange	Pedicab MP00876 Berry Berry	Pedestrian Bridge MP13728 Blue Hawaii	Bike Parking MP00190 Matchbox Car Orange

DISTRICTS AND DESTINATIONS WITH PROPOSED COLORS

			Port of Entry & other U.S. Governmentment MP02160 Sailboat Blue	Public Parks MP00039 Green Ribbon	Parking MP00190 Matchbox Car Orange	Other MP00488 Gray Matter

NOTE: These are recommendations only and are subject to change. Additional icons may be needed.

GSA rsm design INITIAL GUIDELINES // MARCH 15, 2016 © 2016 RSM Design SECTION 4: TECHNICAL SHEETS 042

SCHEDULES

TYPE, ICONS, COLOR, AND MATERIAL

Design direction for type, icons, arrow, color coding, etc...

These elements are the informational building blocks of the sign panels

KIT OF PARTS
These sheets will show you the names of each of the panel types and a quick example of their variations. The panels are organized by type and size.

FREESTANDING POSTS
These posts are designed to hold interchangeable panels for flexible messaging.

LARGE SMALL

LOCATION IDENTITY PANELS
These panels are used to identify districts, destinations, and transportation locations.

EXTRA LARGE LARGE MEDIUM SMALL

CIRCULAR ICON PANELS
These panels use icons in circles to help identify districts, use, transportation, or San Ysidro Branding.

LARGE SMALL

POST DIRECTIONAL PANELS
These panels contain directional information such as maps, arrows, icons and travel times. Many of these panels may contain bilingual information.

LARGE MEDIUM SMALL

GSA rsm design INITIAL GUIDELINES // JANUARY 20, 2016 023

KIT OF PARTS PAGE

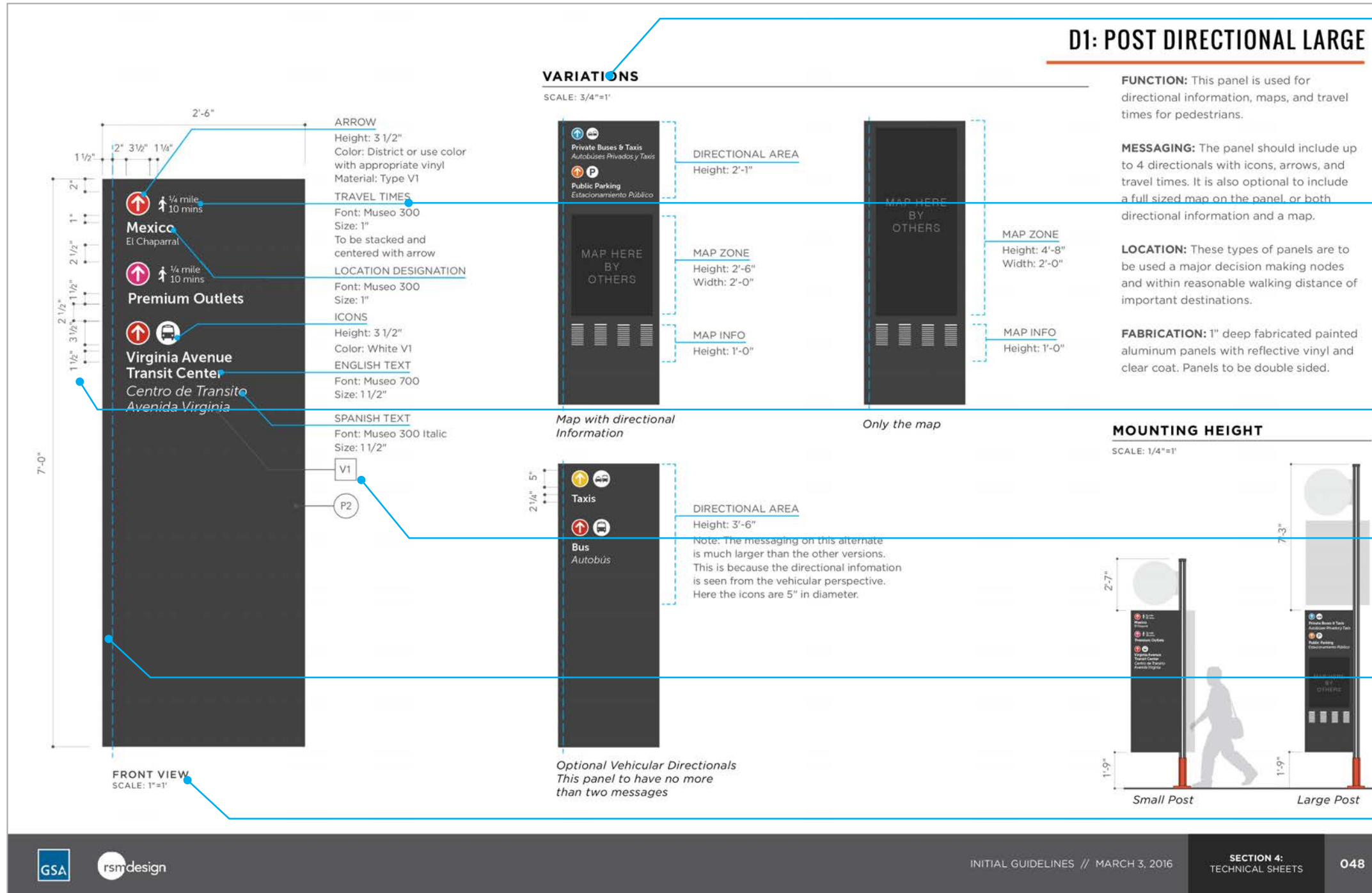
Indicated here are the names of the panels, their overall heights, and what they are used for.

Use this guide as a way to mix and match panels with posts to create the most useful sign type for your needs.

D. HOW TO USE THIS DOCUMENT

SECTION 4: TECHNICAL SHEETS

Detailed description of design layout, dimensions, and type in a scale drawings with key variations for use as a prototype in the future development of sign panels



VARIATIONS

This section indicates alternate layouts for the information on this sign type.

NOTES

These descriptions establish the design character of the sign, but are subject to change. Type details are included within the sign drawing.

DIMENSIONS

Final dimensions will be dependent on field verification of site conditions and messaging needs.

COLOR AND MATERIAL DESIGNATIONS

See schedules for more details. Samples of each paint and material should be submitted for approval as part of the fabrication review process.

MOUNTING SPACE

The blue dashed line indicates how deep the sign will be mounted into the post. This will be 1.5" deep.

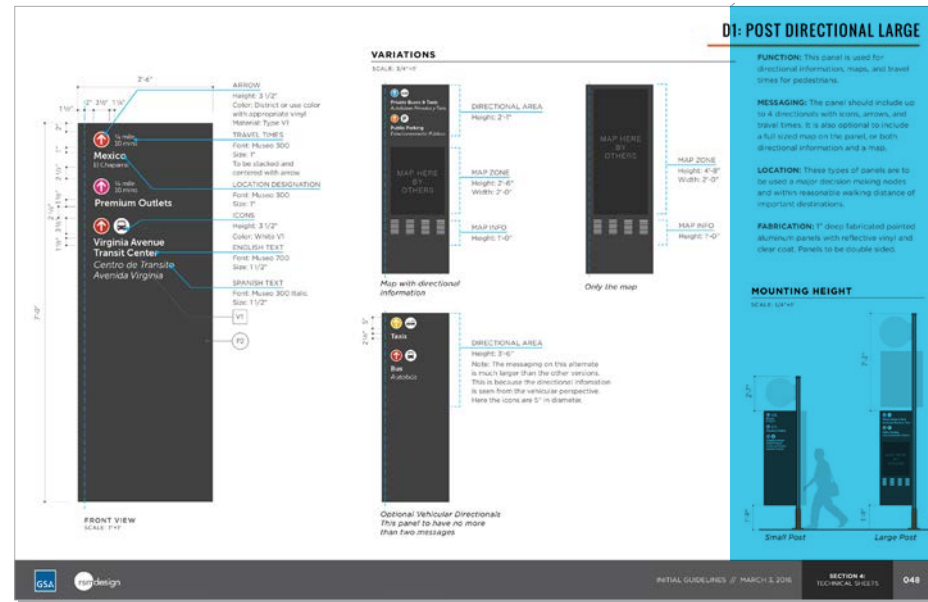
DRAWING TITLE

Indicates view and scale of drawing.

D. HOW TO USE THIS DOCUMENT

SECTION 4: TECHNICAL SHEETS

The upper left corner summarizes the key design elements.



D1: POST DIRECTIONAL LARGE

FUNCTION: This panel is used for directional information, maps, and travel times for pedestrians.

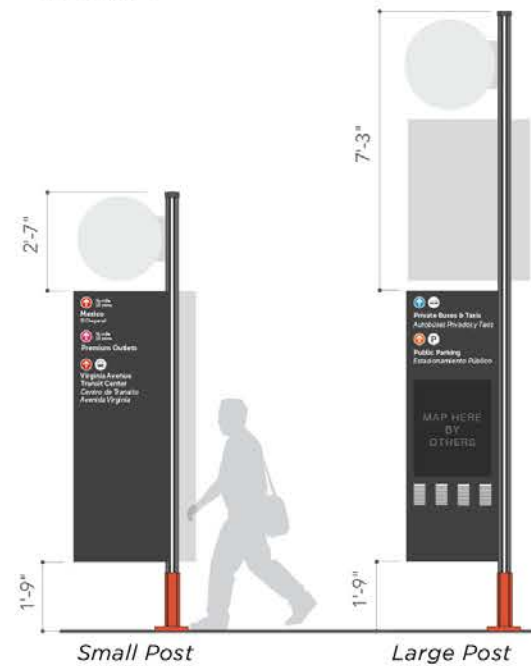
MESSAGING: The panel should include up to 4 directionals with icons, arrows, and travel times. It is also optional to include a full sized map on the panel, or both directional information and a map.

LOCATION: These types of panels are to be used a major decision making nodes and within reasonable walking distance of important destinations.

FABRICATION: 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

MOUNTING HEIGHT

SCALE: 1/4"=1'



SIGNAGE DETAIL
Summary of key information.

PANEL NAME
These names identify which signage part is referenced. A set of panels with the post make up each sign type.

SIGN FUNCTION
This section explains the function/purpose of the sign and how it is commonly used.

MESSAGING
The drawings here show sign messages to express design intent only. Final messaging to be determined by GSA in collaboration with a wayfinding consultant and based on site analysis.

To accommodate the fluid nature of the site, changeable sign panels have been noted in the sign drawings. Messages are to be located within the designated space per panel.

To maximize clarity and functionality of the wayfinding system, limited messages and consistent priorities should be developed by GSA to maintain the integrity of the site.

LOCATION
This section defines the best types of locations this panel should be used in.

FABRICATION
Recommendations and details of best methods for fabrication.

MOUNTING HEIGHT
A visual guide showing the height of the panels on both the large and small posts with a scaled figure for reference.

SECTION 2

DESIGN PRINCIPLES

This section defines design standards at the core of the wayfinding systems. These principles are explained using includes charts, and diagrams. The ideas shown here should be incorporated into the implementation of the guidelines.

- A. Distance & Legibility | B. Information Hierarchy
- C. Contrast & Legibility | D. Districts + Destinations
- E. Paths of Travel

A. DISTANCE & LEGIBILITY

The fonts shown here are used on the signage. The legibility vs distance chart shows how type height is determined for maximum clarity.

More about the font:

“ Museo is a contemporary semi-slab serif font family designed by Jos Buivenga. His love for the uppercase letter U inspired this unique set of fonts: “In a daydream I saw the top of both stems bended into semi-slab serifs. From this principle I worked out the rest of the uppercase letters. My first intention was to make it an all-caps display font but after a few months I changed my mind. I wanted it to be a bit more versatile, so I decided to add lowercase and adjusted spacing and kerning to increase legibility.” The Museo font family supports Western and Central European languages and a variety of OpenType features including case sensitive forms, ligatures, contextual alternatives, stylistic alternates, fractions and proportional/tabular figures. The Museo font family has five weights (100 300 500 700 900). Museo is a trademark of Exljbris Font Foundry and may be registered in certain jurisdictions.”

from fonts.com



Breakdown of typography.

Letter Height	Maximum Impact	Maximum Readability
.75"	8'	18'
1"	10'	24'
1.5"	15'	36'
2"	20'	48'
3"	30'	100'
4"	40'	150'
5"	50'	175'
6"	60'	200'
7"	70'	275'
8"	80'	350'
9"	90'	400'
12"	100'	450'
15"	120'	525'
18"	180'	630'
24"	240'	750'

Legibility chart from CalTech. Heights of letters with how visible they are from a distance.

TYPOGRAPHY STANDARDS

MUSEO SANS 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 &

MUSEO SANS 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 &

MUSEO SANS 300 ITALIC

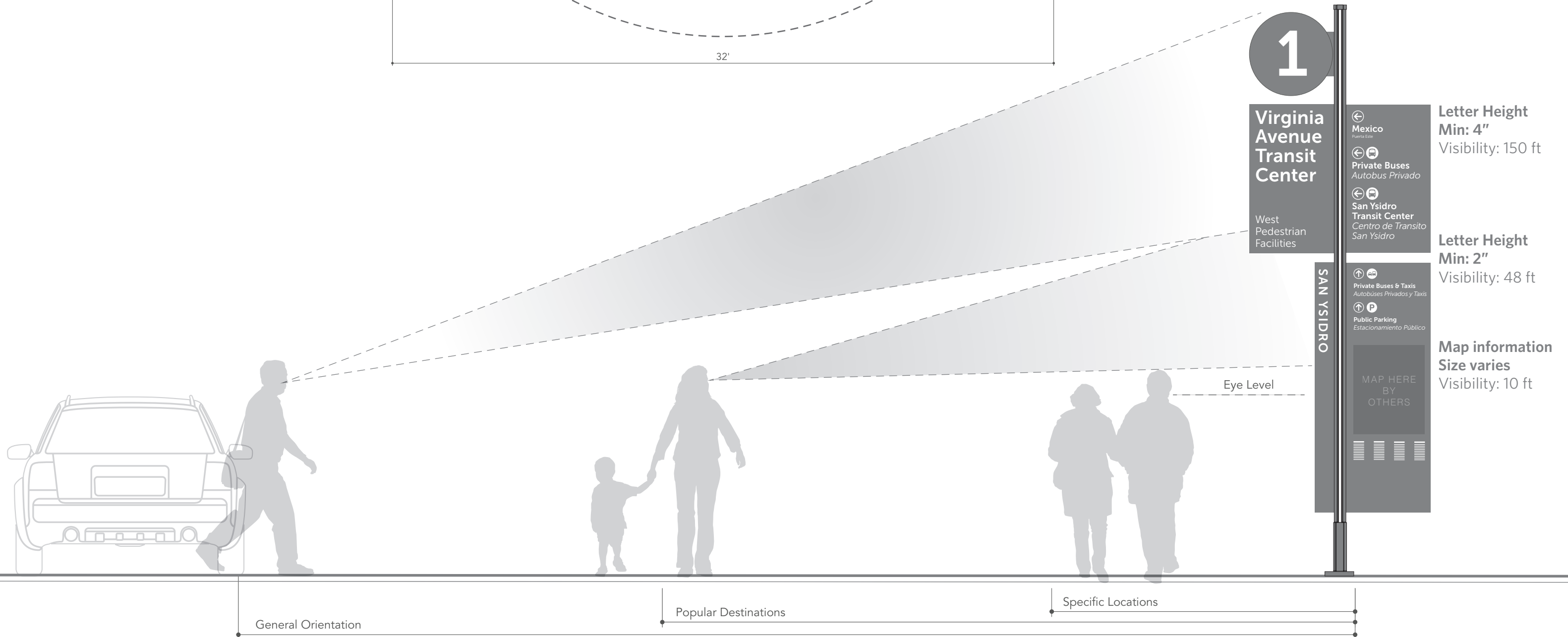
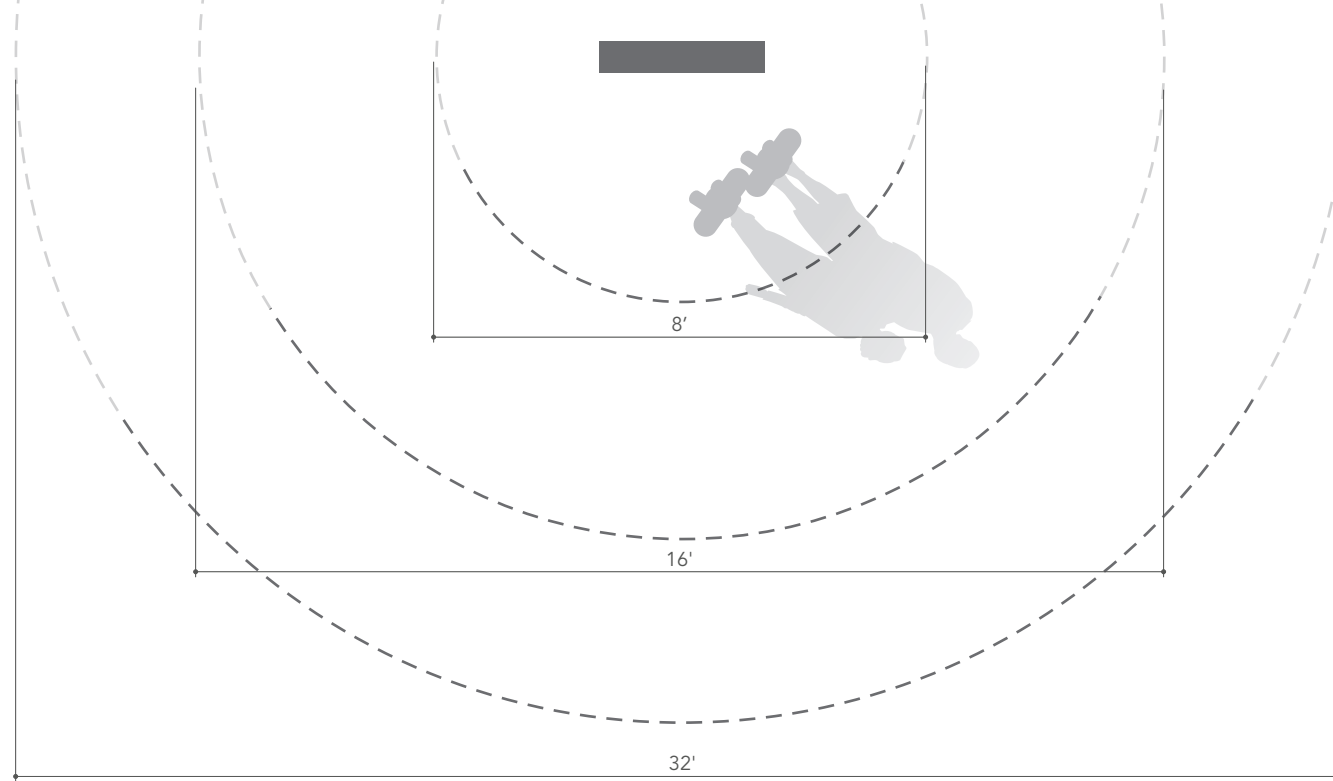
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

B. INFORMATION HIERARCHY

This diagram explains the organization of the sign.

Information at the top addresses the largest audience with good visibility from the furthest distance— including vehicular traffic.

Lower panels address pedestrian traffic.



1

Virginia Avenue Transit Center
West Pedestrian Facilities

← Mexico
Punta Este
← Private Buses
Autobus Privado
← San Ysidro Transit Center
Centro de Transito San Ysidro

Letter Height Min: 4"
Visibility: 150 ft

SAN YSIDRO

↑ Private Buses & Taxis
Autobuses Privados y Taxis
↑ Public Parking
Estacionamiento Público

Letter Height Min: 2"
Visibility: 48 ft

MAP HERE BY OTHERS

Map information Size varies
Visibility: 10 ft

General Orientation

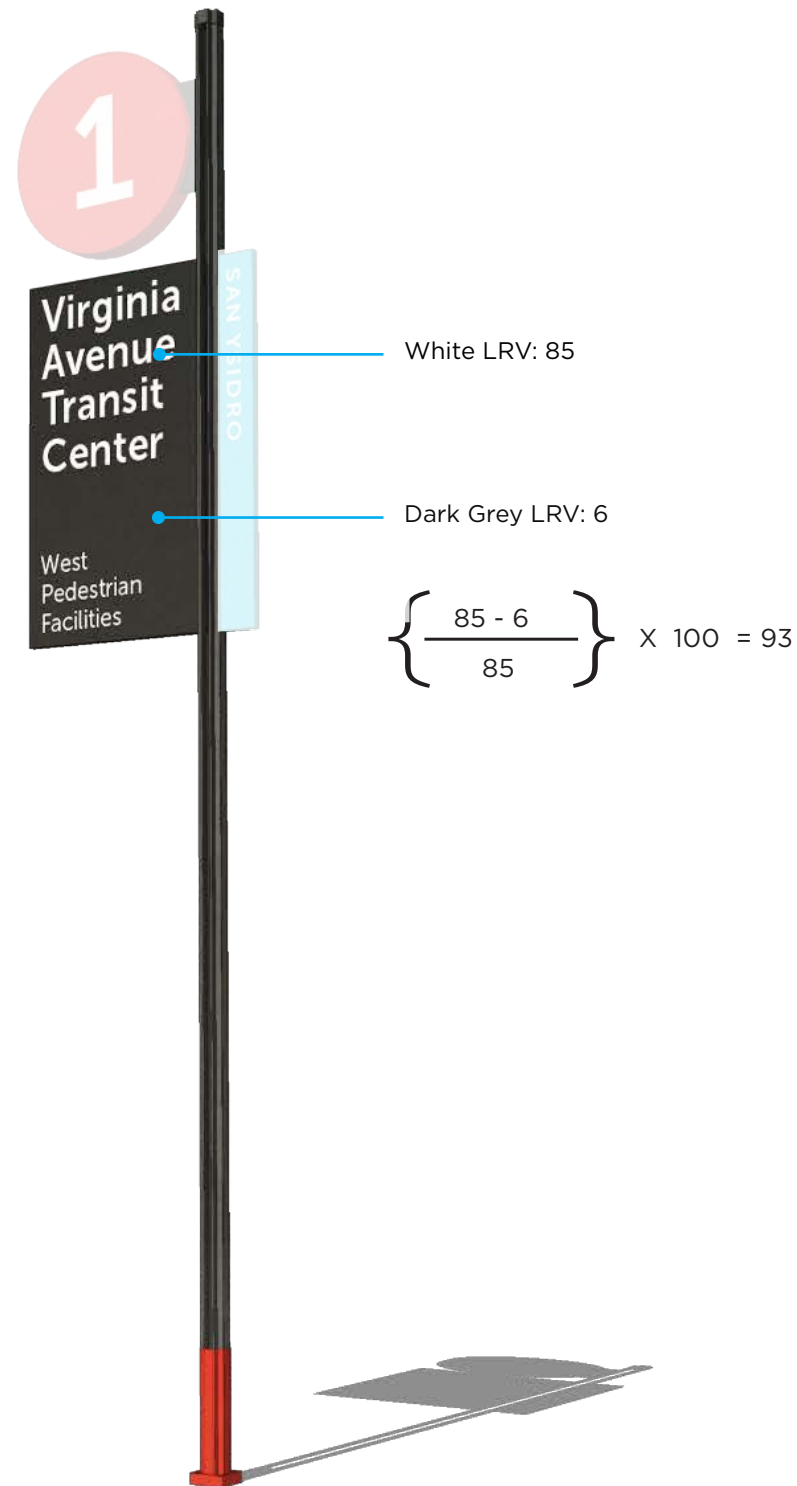
Popular Destinations

Specific Locations

Eye Level

C. CONTRAST & LEGIBILITY

There is a mathematical way to determine the contrast of typography on a background. The way to determine these contrast values is to use the light reflectance value of the color within the equation.



HUE	LR (%)
RED	13
YELLOW	71
BLUE	15
ORANGE	34
GREEN	17
PURPLE	18
PINK	30
BROWN	14
BLACK	8
GREY	19
WHITE	85
BEIGE	61

SCIENTIFIC CALCULATION

$$\left\{ \frac{K1 - K2}{K1} \right\} \times 100 = H$$

K1 = Highest color value
 K2 = Lowest color value
 H = Contrast value

Optimal contrast value is at least a hue of 70.

CONTRAST VALUE AND RELATIONSHIP

	82	13	62	24	28	56	7	38	32	84	78
82		79	52	76	75	58	80	89	73	16	14
13	79		56	12	17	50	7	47	21	82	75
62	52	56		50	47	12	59	76	44	60	44
24	76	12	50		6	43	18	53	11	80	72
28	75	17	47	6		40	22	56	5	79	70
57	58	50	12	43	40		53	73	37	65	51
7	80	7	59	18	22	53		43	26	84	77
38	89	47	76	53	56	73	43		58	91	89
32	73	21	44	11	5	37	26	58		78	69
84	16	82	60	80	79	65	84	91	78		28
78	14	75	44	72	70	51	77	89	69	28	

ARTHUR + PASSINI 1992

EXAMPLES

1

TEXT

Text color: black 8
 Background Color: Red 13

$$\left\{ \frac{13 - 8}{13} \right\} \times 100 = 38$$

Contrast Not Sufficient for Display

2

TEXT

Text color: White 85
 Background Color: Red 13

$$\left\{ \frac{85 - 13}{85} \right\} \times 100 = 84$$

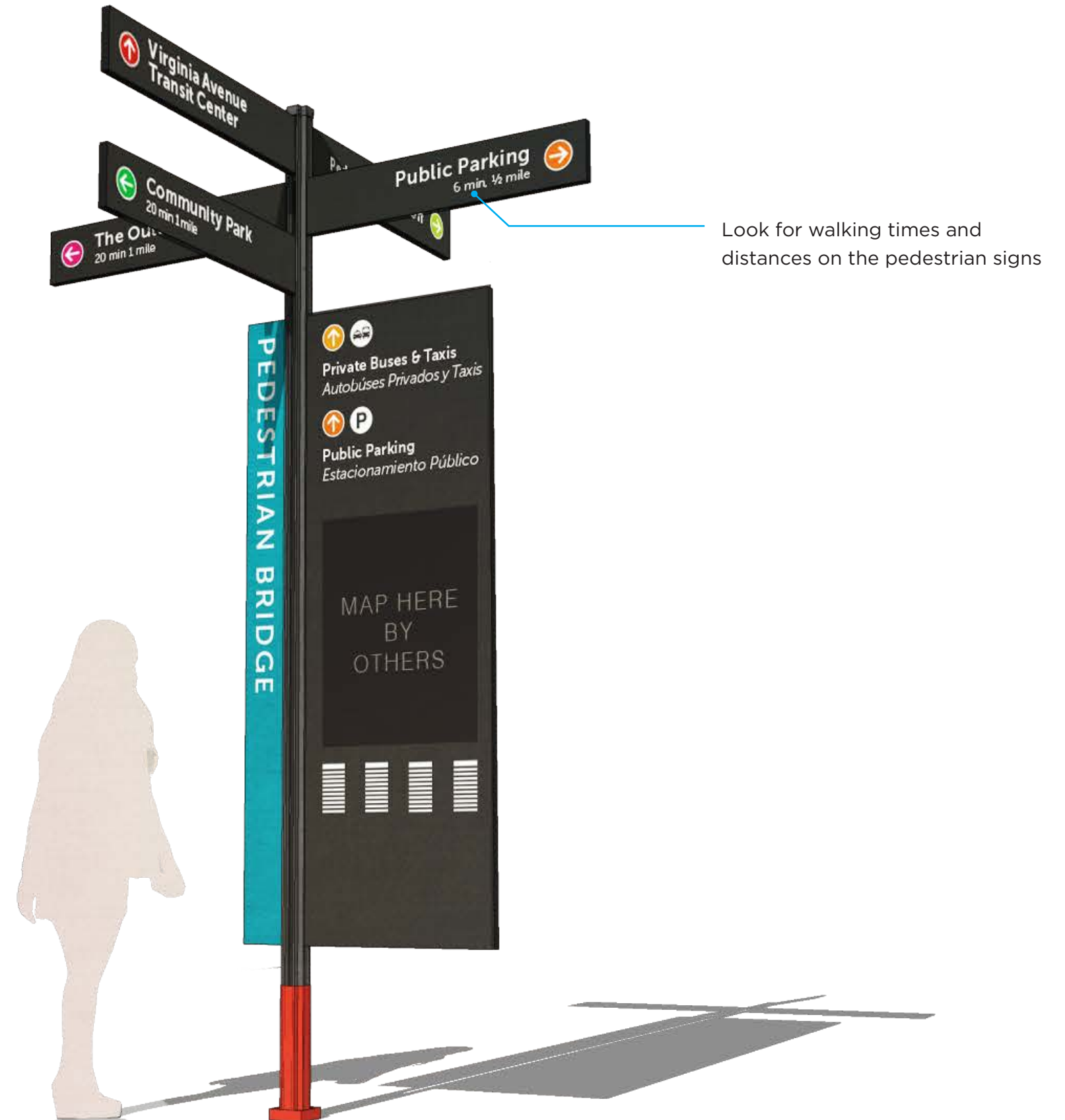
Sufficient Contrast for Display

D. DISTANCE & TRAVEL TIME

Showing walking times on the signs empowers the user and gives them a better idea of what destinations are achievable, and what locations are close by. San Ysidro has a strong need for this additional layer of information. Travel times increase confidence and use of signs for trip planning

This chart defines estimated walking times based on distances between destinations.

Pedestrian Distance Conversions								
Based on Average Walking Speed of 3 mph								
Feet/Miles	400	800	1000	0.25	0.5	1	1.5	2.0
Minutes	1	2	2.5	6	11	20	30	40



Look for walking times and distances on the pedestrian signs

E. DISTRICTS + DESTINATIONS

This map indicates the four main districts of San Ysidro as described during the community workshop. These districts include the El Pueblo Viejo Village, the Boulevard (San Ysidro Business District), the Outlets, and the Port of Entry.

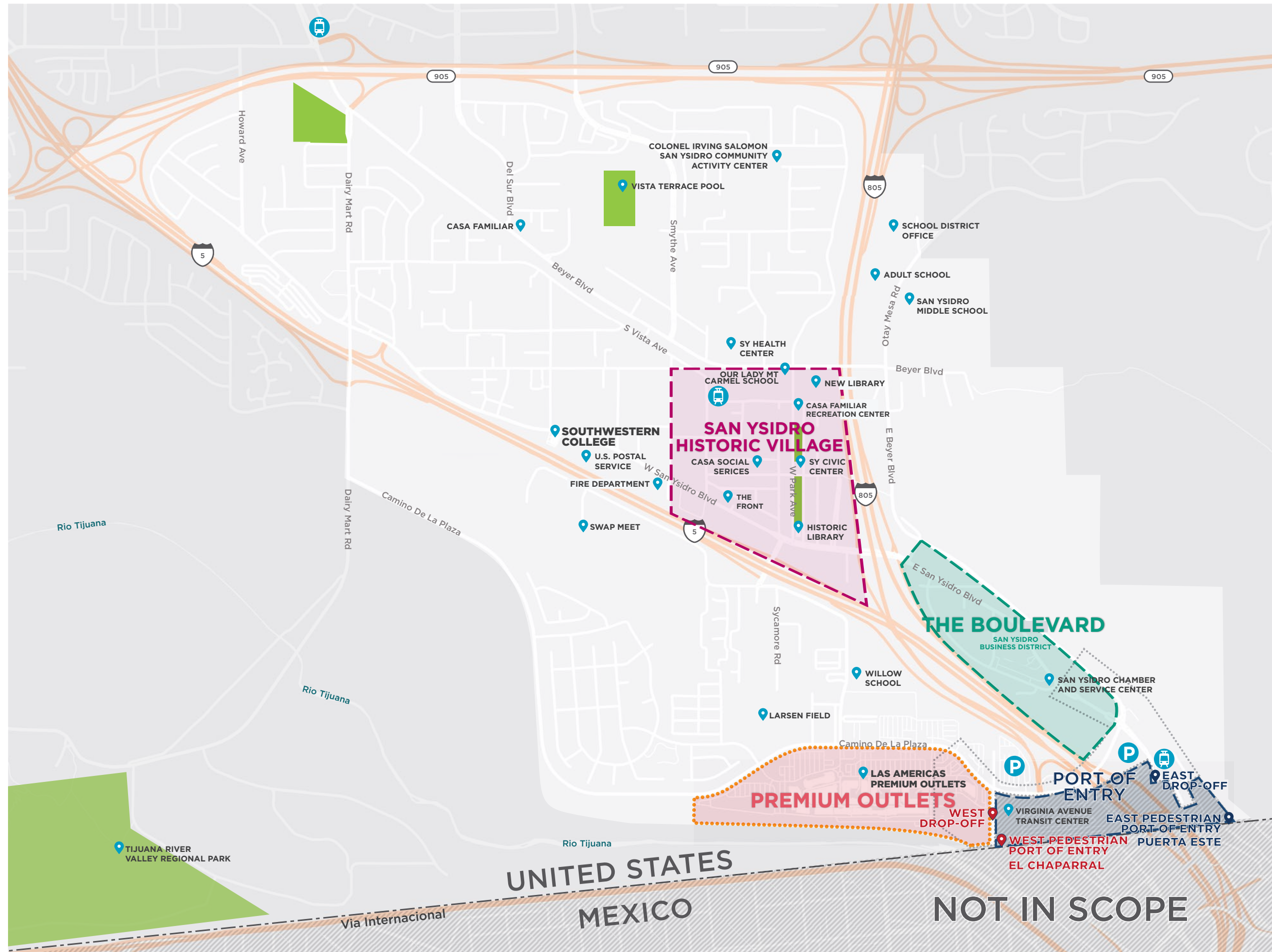
This map also includes the main destinations that were pointed out during the workshop.

Primary Destinations:

- Premium Outlets
- Parking for Pedestrian Border Crossing
- Port of Entry Drop-Off
- San Ysidro Boulevard
- MTS
- Port of Entry
- SW College
- San Diego

Secondary Destinations:

- Swap Meet
- Our Lady of Mt. Carmel
- Los Angeles
- Larsen Park

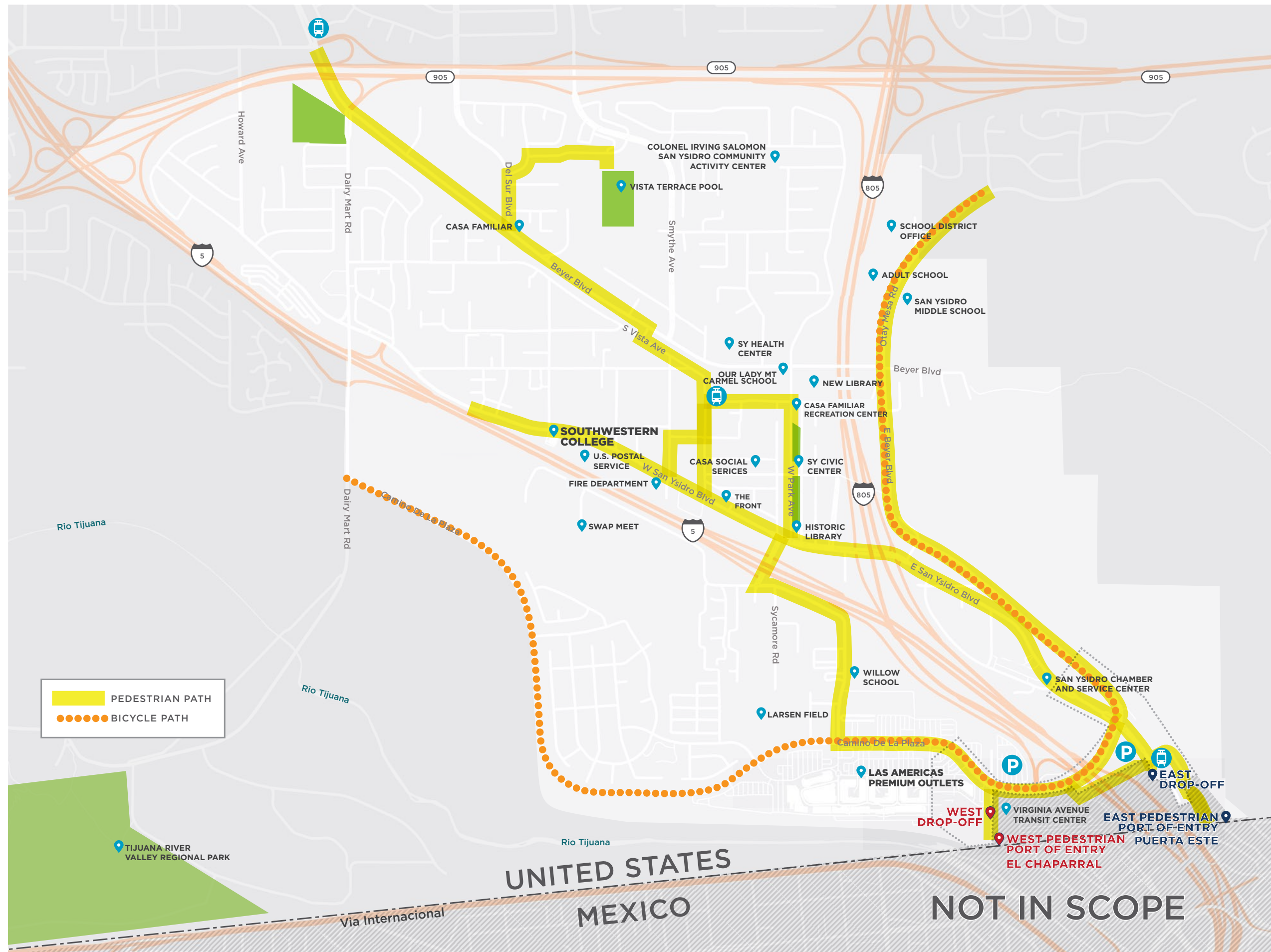


F. PATHS OF TRAVEL

Indicated on this map are the main paths of travel described during the community workshop. These paths include both highly trafficked pedestrian routes and bicycle paths.

This map also includes the main destinations that were pointed out during the workshop.

These paths of travel should be used to locate signs.



SECTION 3

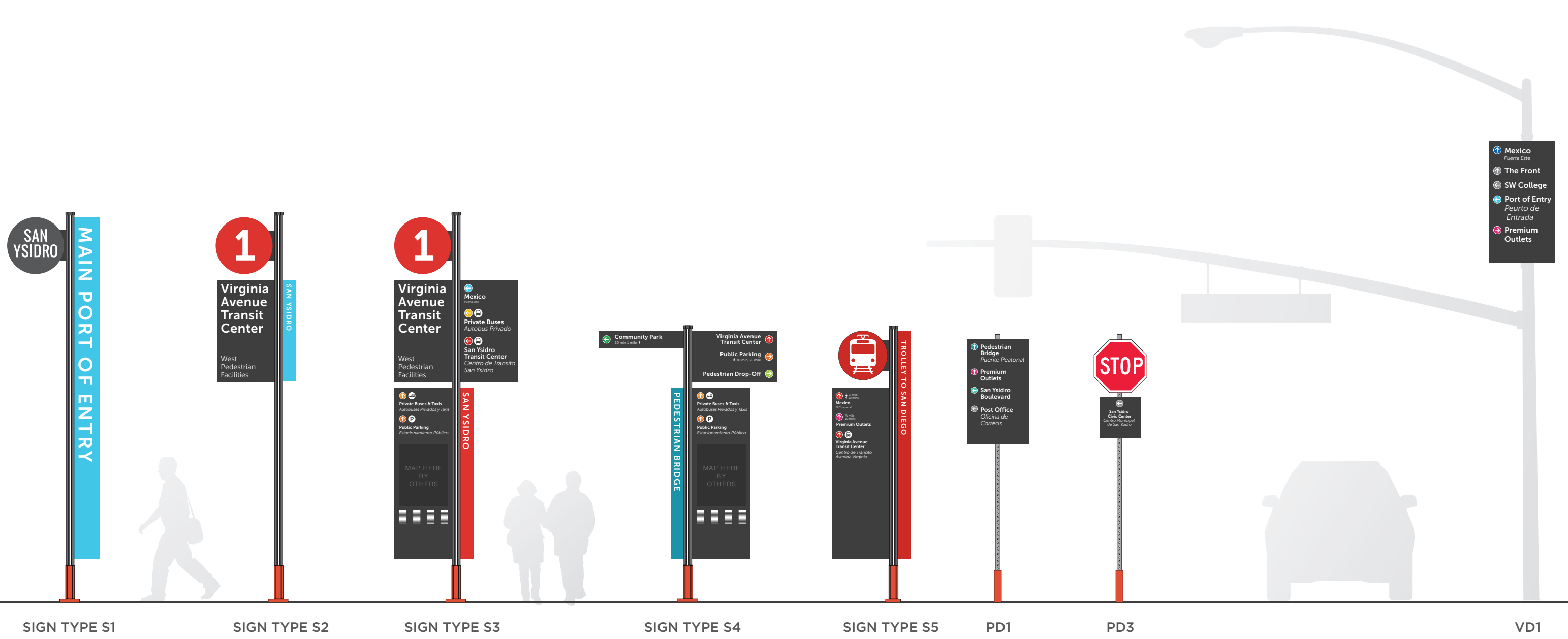
SIGN DESCRIPTIONS

This section is an overview of the different sign types, their locations and what type of messaging should be on the panels

THE SIGN TYPES

The sign types below are based on the initial site analysis, workshop and technical review. This is a quick reference for scale.

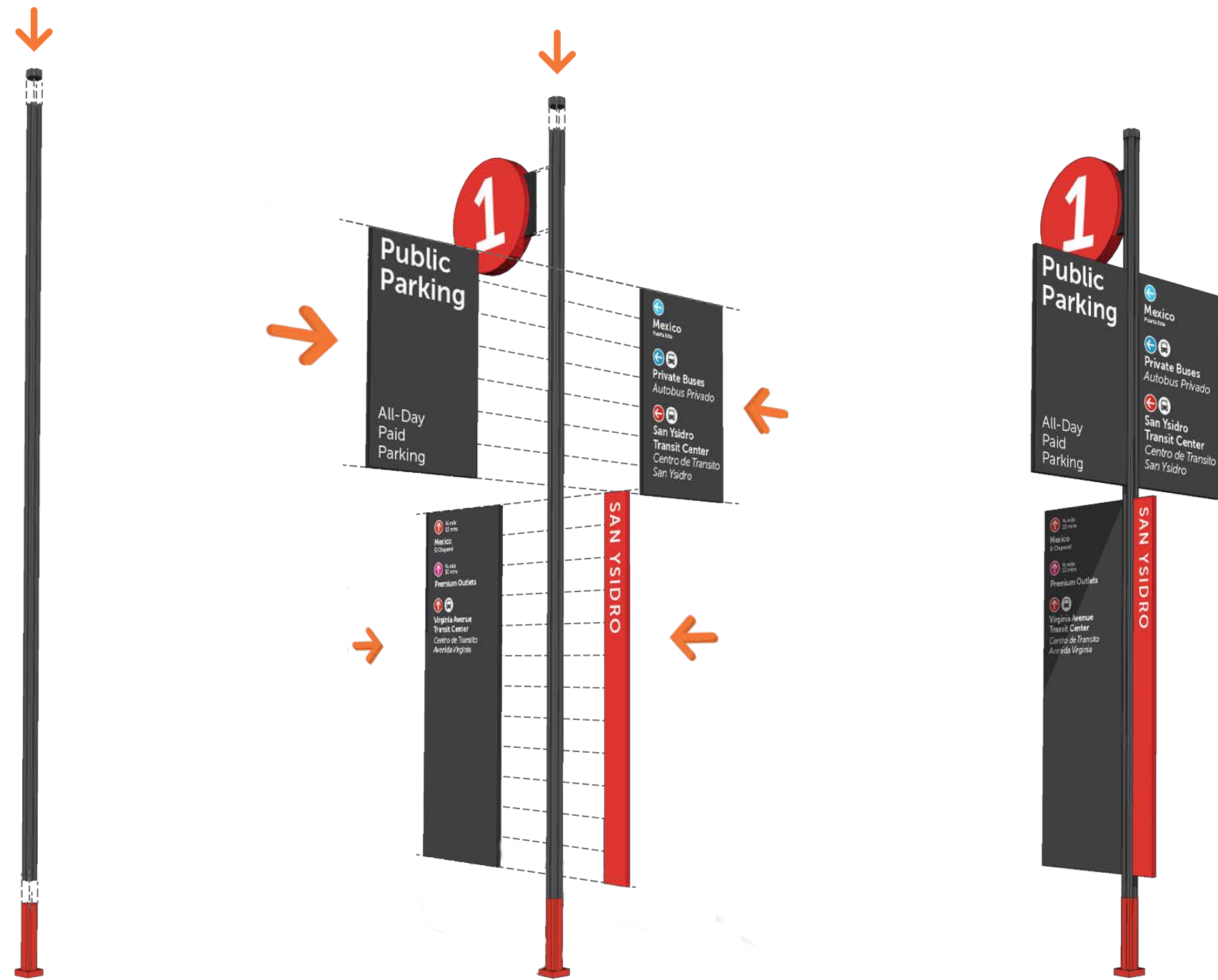
Additional sign types can easily be added to this system as needed based on the site conditions, wayfinding needs and design development



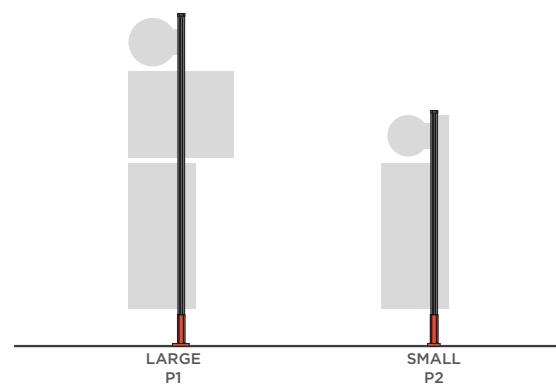
FLEXIBLE WAYFINDING SYSTEM

In an urban environment, it is important to have signage that is flexible. The signs here adapt to meet the needs of the specific location and circulation patterns.

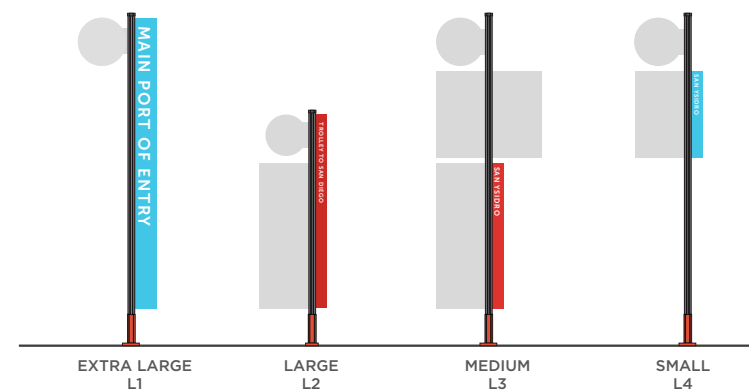
A panelized system built on a clear hierarchy of information is an effective approach that conserves space and enhances usability. Details on each individual piece can be found in the technical sheets in Section 4.



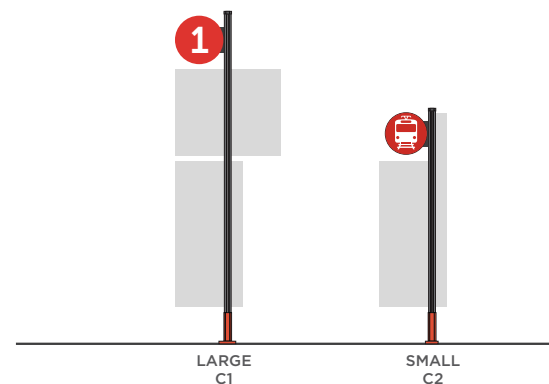
POSTS



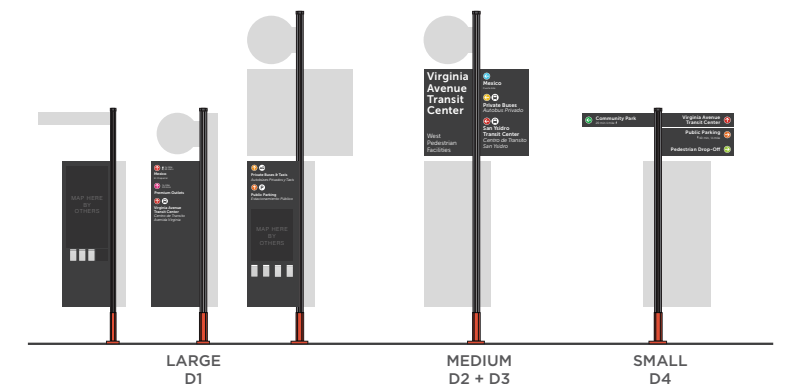
VERTICAL PANELS

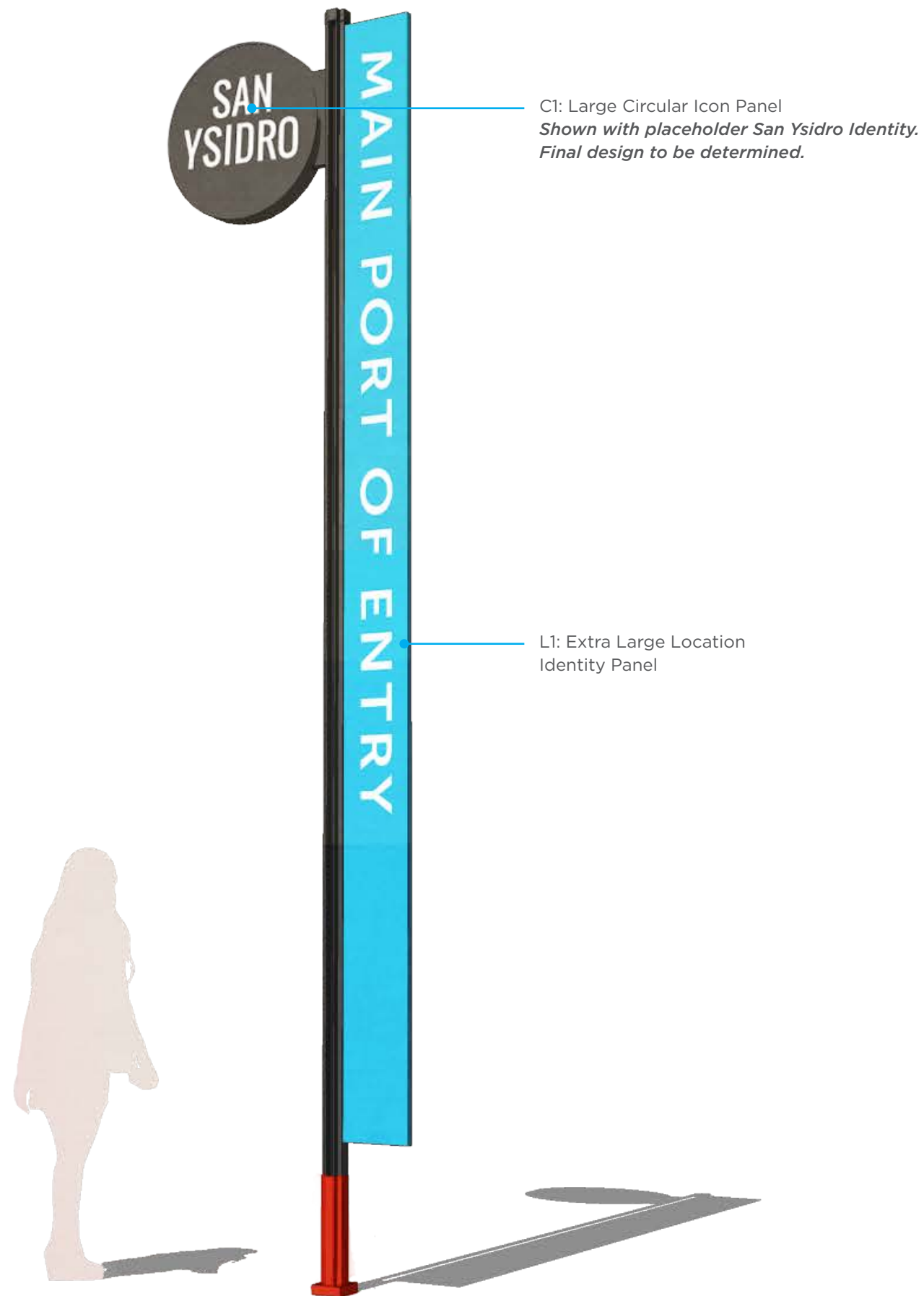


CIRCULAR ICONS



DIRECTIONAL PANELS





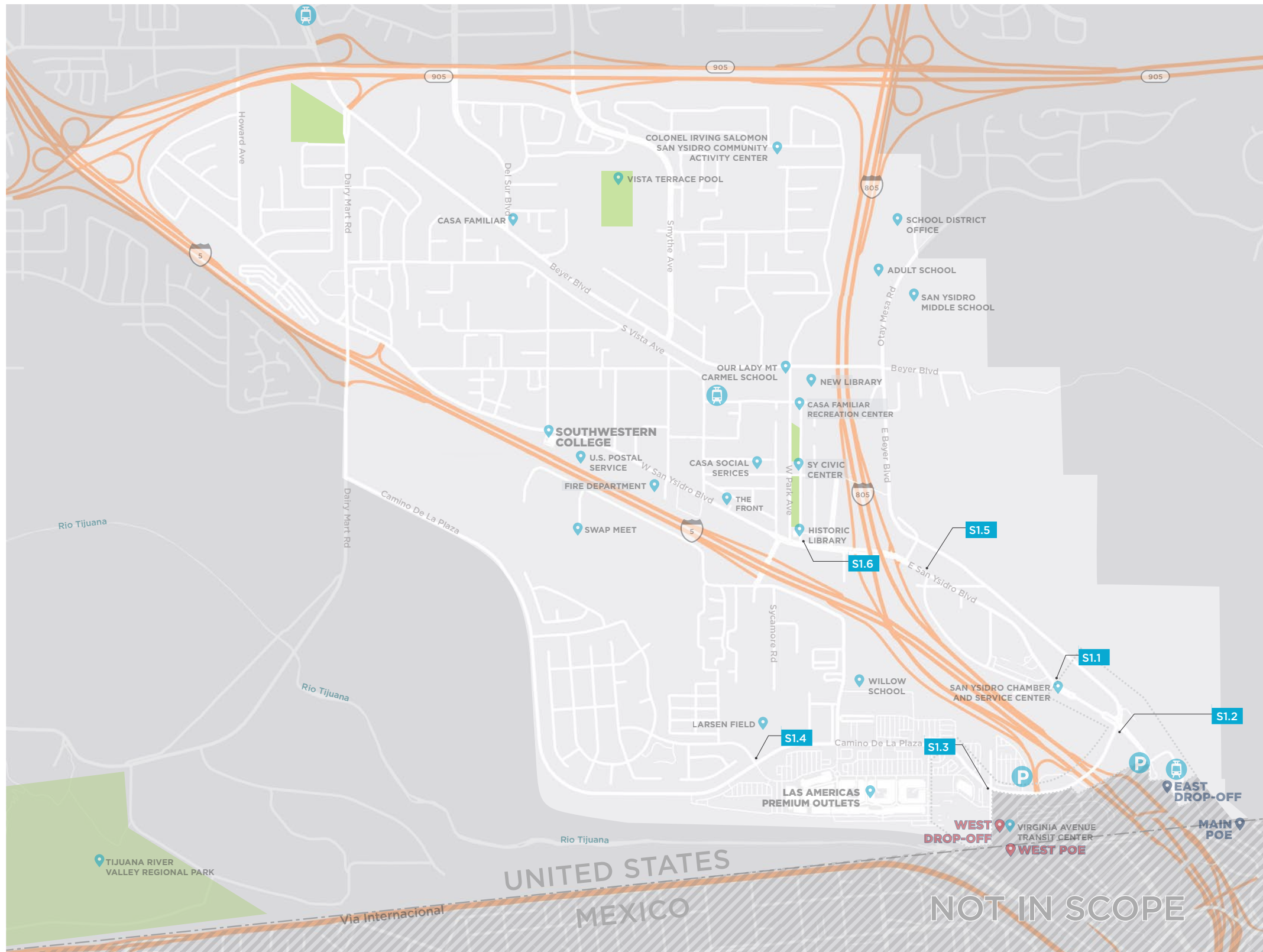
FUNCTION: This sign identifies primary destinations for both vehicular and pedestrian users.

MESSAGING: Sign should include the name of one destination on the Extra Large Location Identity Panel at 7" high. Copy is oriented to read from top to bottom and should be set in all caps. Identical type layout should be used on both sides of the sign for maximum clarity. The circle is intended to contain iconographic information or San Ysidro branding.

LEGIBILITY: Type on the primary panel is 7" high, ensuring visibility from at least 150ft. distance. Type is white on a dark background for best visibility.

SIGN TYPE S1

LOCATION: Locate these signs in major destinations or districts to help the visitors orient themselves. These signs should be seen from both the pedestrians and the vehicles



*Sign locations are shown for guideline purpose only to indicate design intent. Final locations and quantities to be determined.





FUNCTION: This sign identifies primary destinations for both vehicular and pedestrian users as well as secondary identity or directional information.

MESSAGING: Sign should include 3 panels: the Medium Post Directional Panel, Large Circular Icon Panel, and the Small Location Identity Panel. Identical type layout should be used on both sides of the sign for maximum clarity.

LEGIBILITY: This sign uses the advantage of bold colors and icons for easy to read information. The Medium Post Directional Panel has a black panel with white messaging for the best legibility.

SIGN TYPE S2

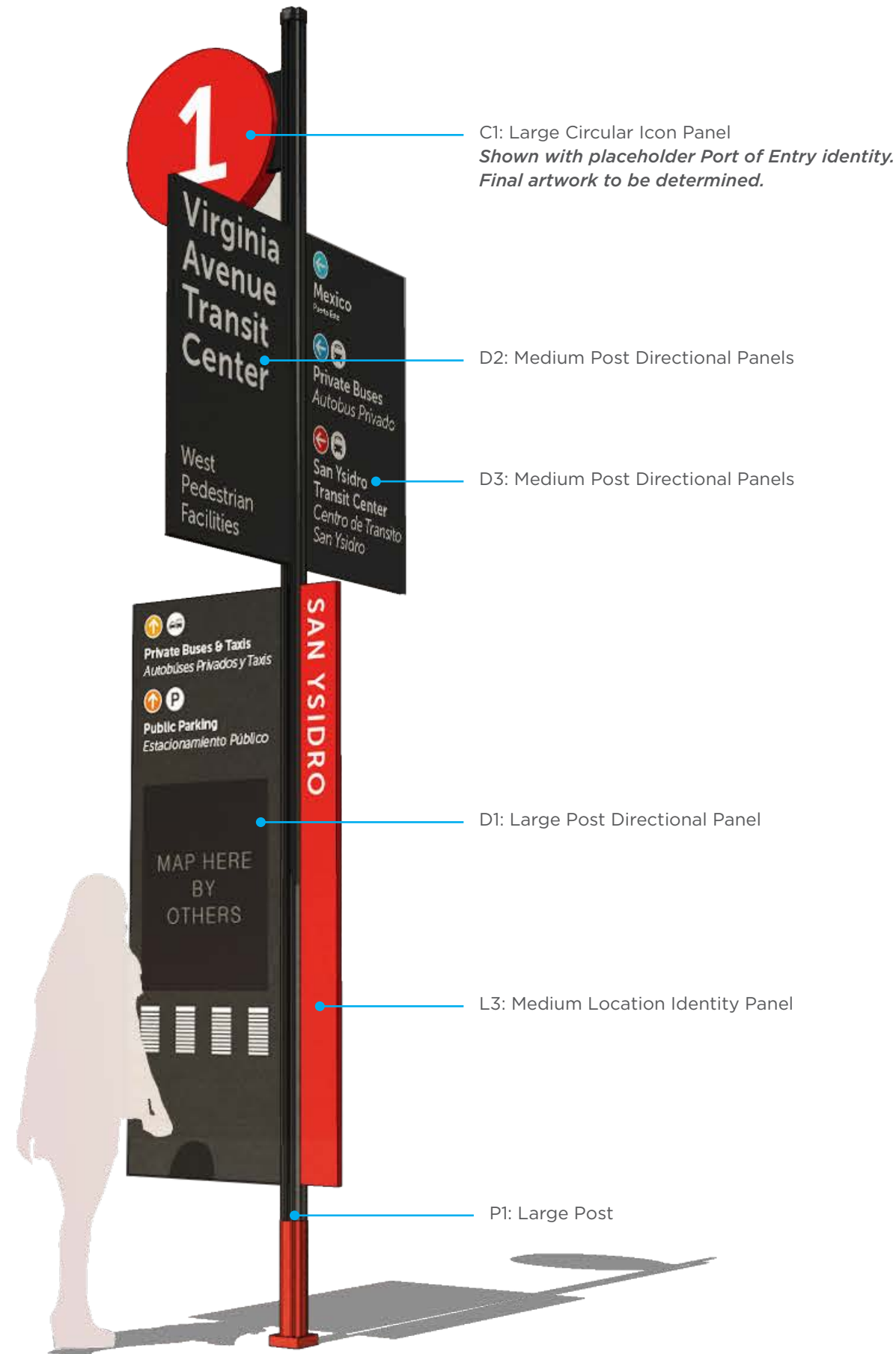
LOCATION: These signs are found at secondary destinations and can help identify transit, district, or destinations. The additional Medium Post Directional Panel offers an opportunity for directional information.

These signs should be oriented to be viewed from both the pedestrian perspective as well as the vehicular perspective.



*Sign locations are shown for guideline purpose only to indicate design intent. Final locations and quantities to be determined.





C1: Large Circular Icon Panel
Shown with placeholder Port of Entry identity.
Final artwork to be determined.

D2: Medium Post Directional Panels

D3: Medium Post Directional Panels

D1: Large Post Directional Panel

L3: Medium Location Identity Panel

P1: Large Post

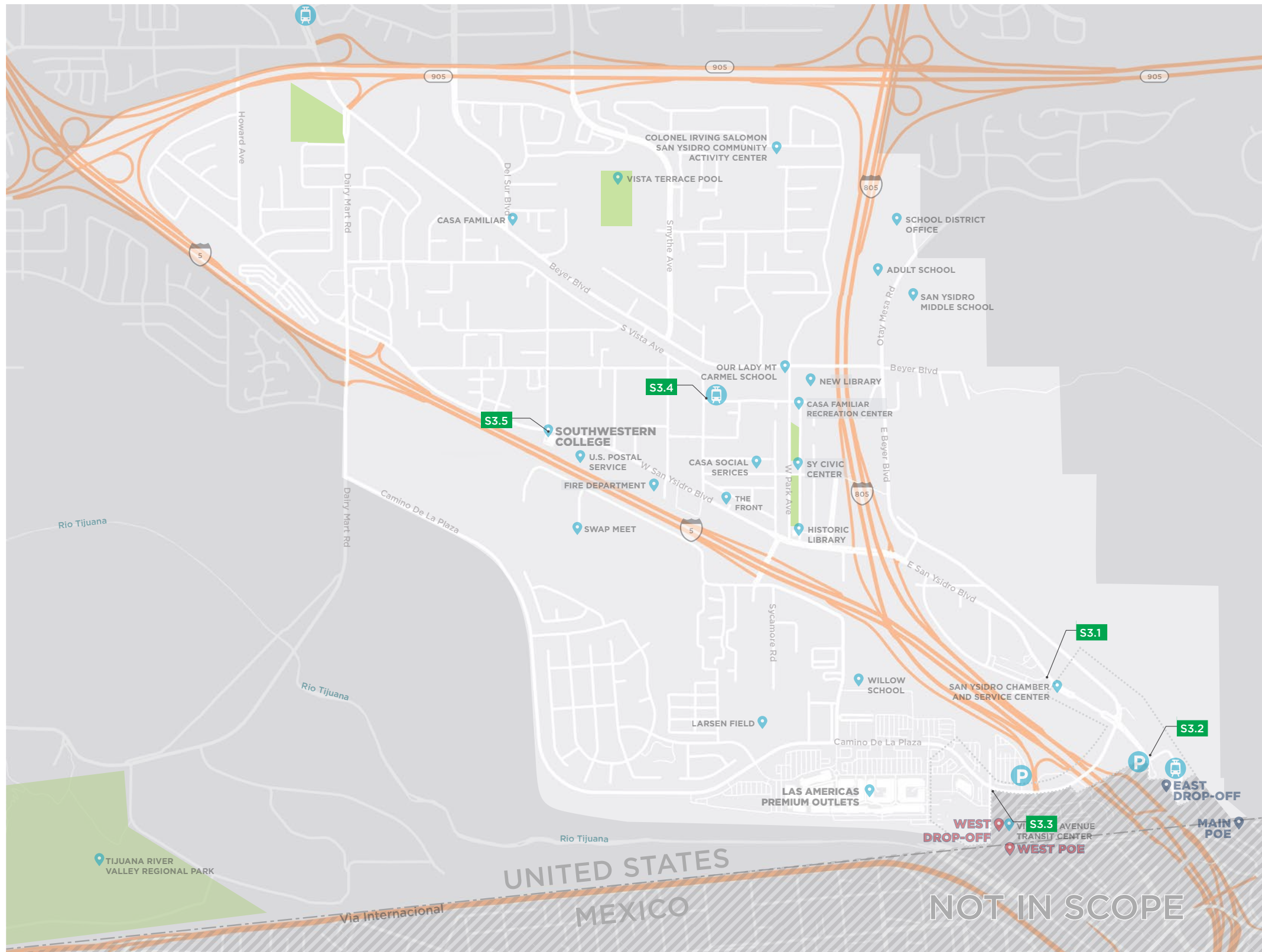
FUNCTION: This sign will be used in highly trafficked decision making points. It identifies primary destinations for both vehicular and pedestrian users as well as secondary identity or directional information. This sign also includes directional information such as maps for pedestrians.

MESSAGING: Sign should include 5 panels: two Medium Post Directional Panels, the Large Circular Icon Panel, the Medium Location Identity Panel, and the Large Post Directional Panel. Identical type layout should be used on both sides of the sign for maximum clarity.

LEGIBILITY: This sign uses the advantage of bold colors and icons for easy to read information. The panels with the most information are black with white messaging for the best legibility.

SIGN TYPE S3

LOCATION: These signs are best located at highly trafficked junctions, intersections or nodes. The messaging is appropriate for both pedestrian and vehicular experiences and should be oriented to provide the best visibility for both groups.



*Sign locations are shown for guideline purpose only to indicate design intent. Final locations and quantities to be determined.

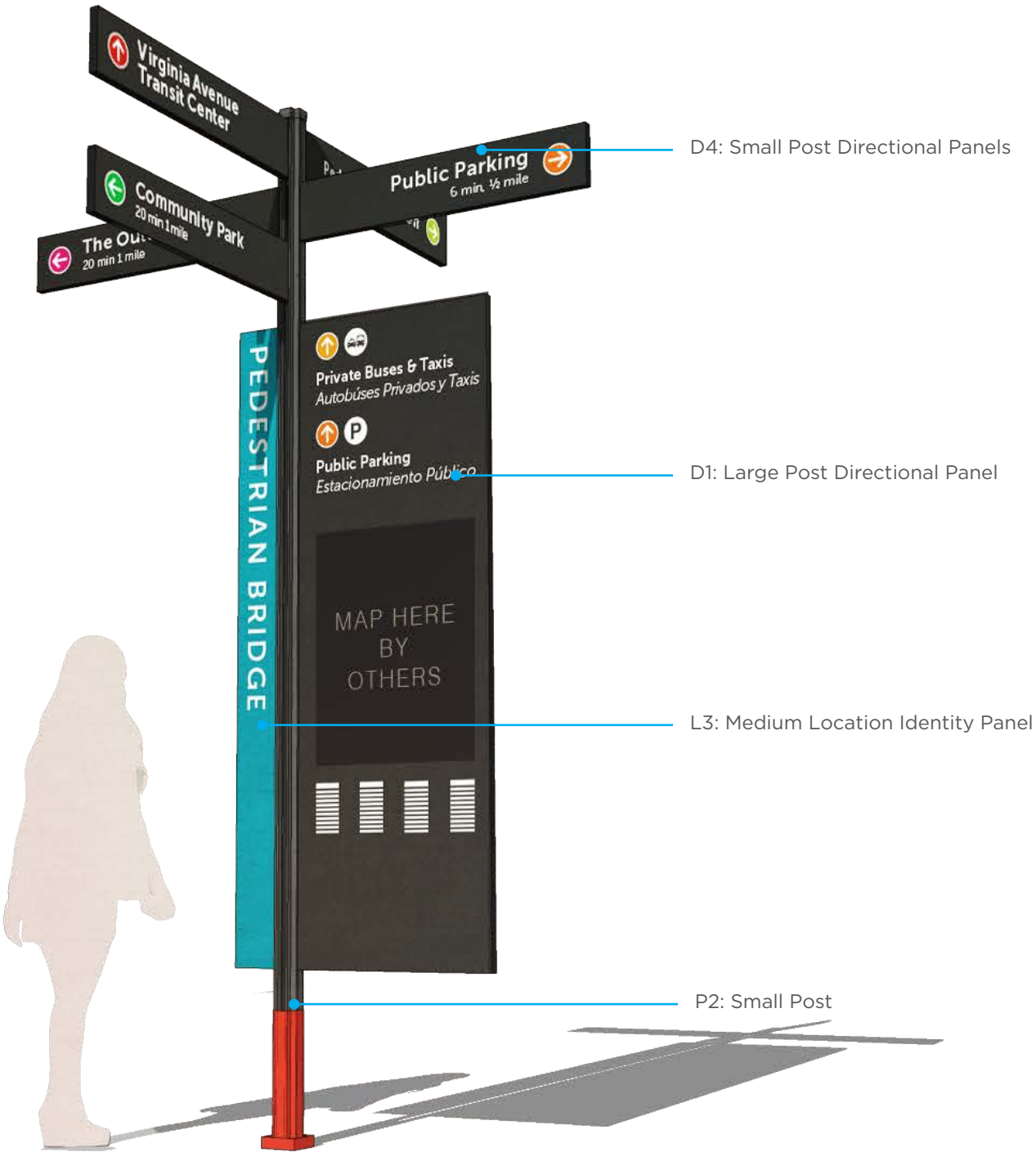


SIGN TYPE S4

FUNCTION: Directional information for pedestrians is the primary use of this sign. This sign also includes information to help identify what district, or destination you are in.

MESSAGING: Sign should include up to 6 Small Post Directional Panels. It will also include the Large Location Identity Panel, and the Large Post Directional Panel. Identical typography layout should be used on both sides of the sign for maximum clarity.

LEGIBILITY: This sign uses the flexibility of positioning the panels in 4 different directions to help the pedestrian better understand which direction their destination is. The contrast of black panels with white messaging make this sign easy to read and the addition of the colored Large Location Identity Panel helps the pedestrian to quickly recognize where they are.

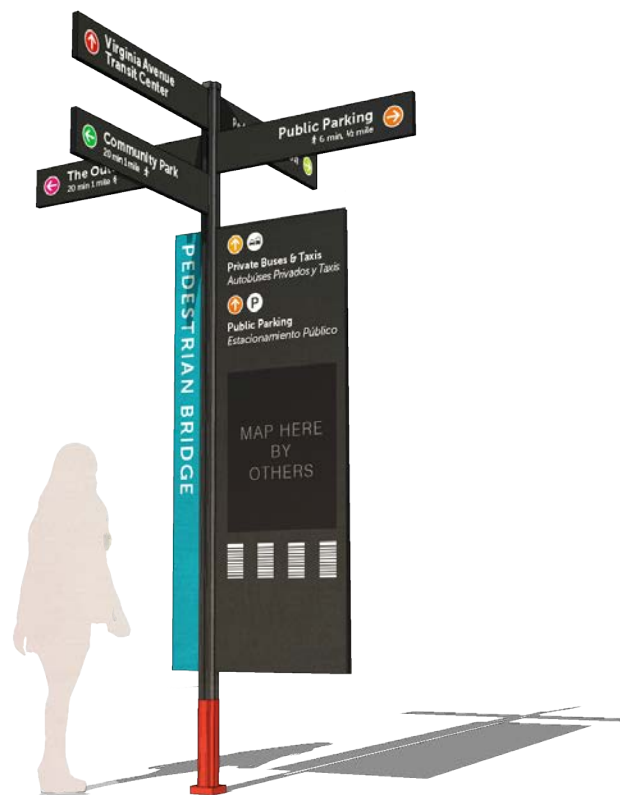


SIGN TYPE S4

LOCATION: Locate these signs in highly pedestrian trafficked areas where decisions are made or there is much confusion in wayfinding. This sign helps identify the district or destination and will help to navigate the user to their desired destination or district.



*Sign locations are shown for guideline purpose only to indicate design intent. Final locations and quantities to be determined.



FUNCTION: This sign type is used for transportation centers, stops, and quick pedestrian information in destinations.

MESSAGING: Sign should include 3 panels: the Small Circular Icon Panel, Large Location Identity Panel and the Large Post Directional Panel. Identical type layout should be used on both sides of the sign for maximum clarity.

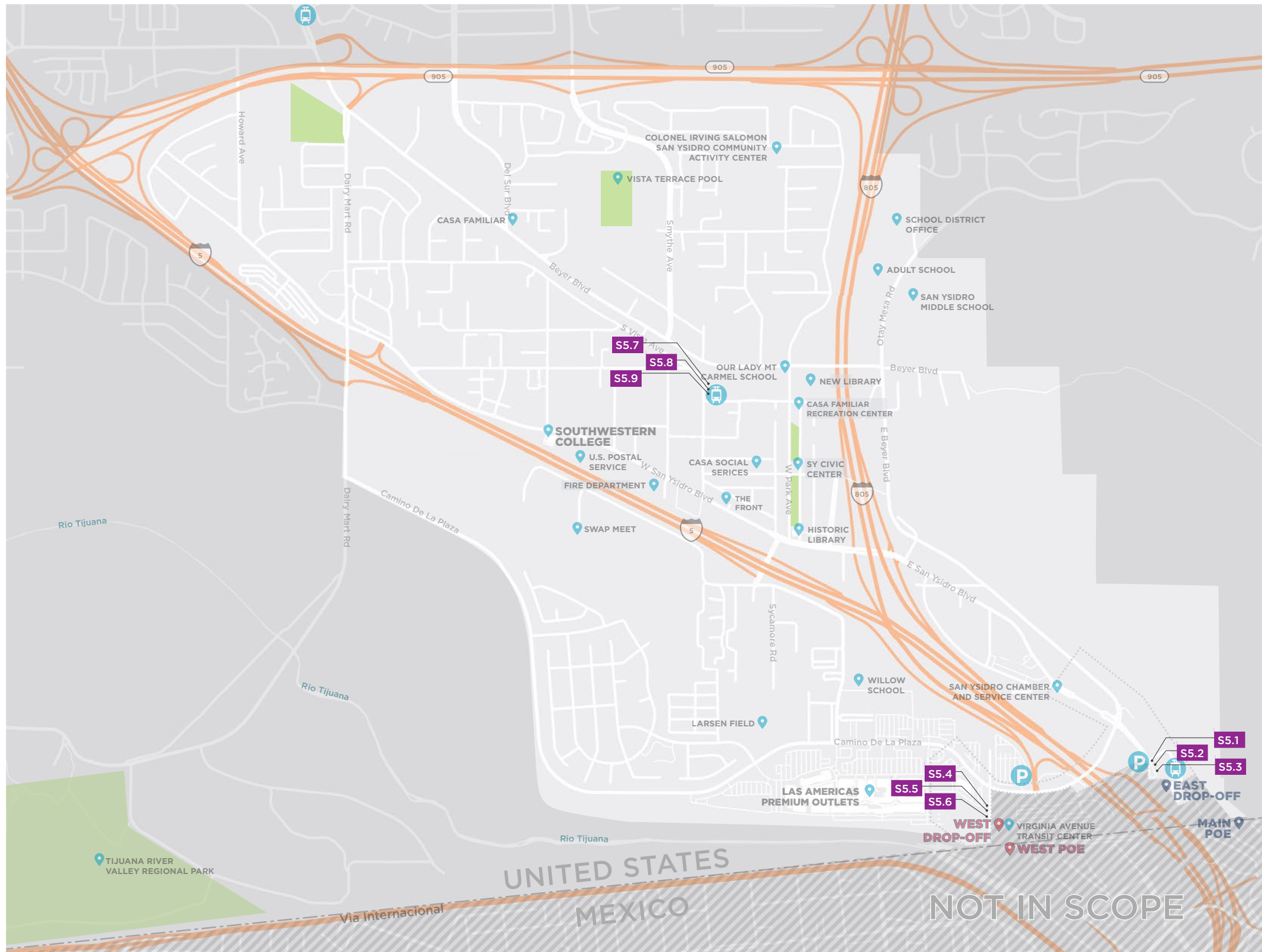
LEGIBILITY: This sign uses the advantage of bold colors and icons for easy to read information. The Large Post Directional Panel has a black panel with white messaging for the best legibility.



SIGN TYPE S5

LOCATION: This sign has two useful locations. One location is at transportation zones, such as transit centers, bus stops, and taxi and car drop-offs. These signs should mark the locations of each transit use.

An additional use of these signs is a smaller secondary identity system for additional destinations. The Large Post Directional Panel is useful to have a map and directional information to help the user navigate San Ysidro.



*Sign locations are shown for guideline purpose only to indicate design intent. Final locations and quantities to be determined.

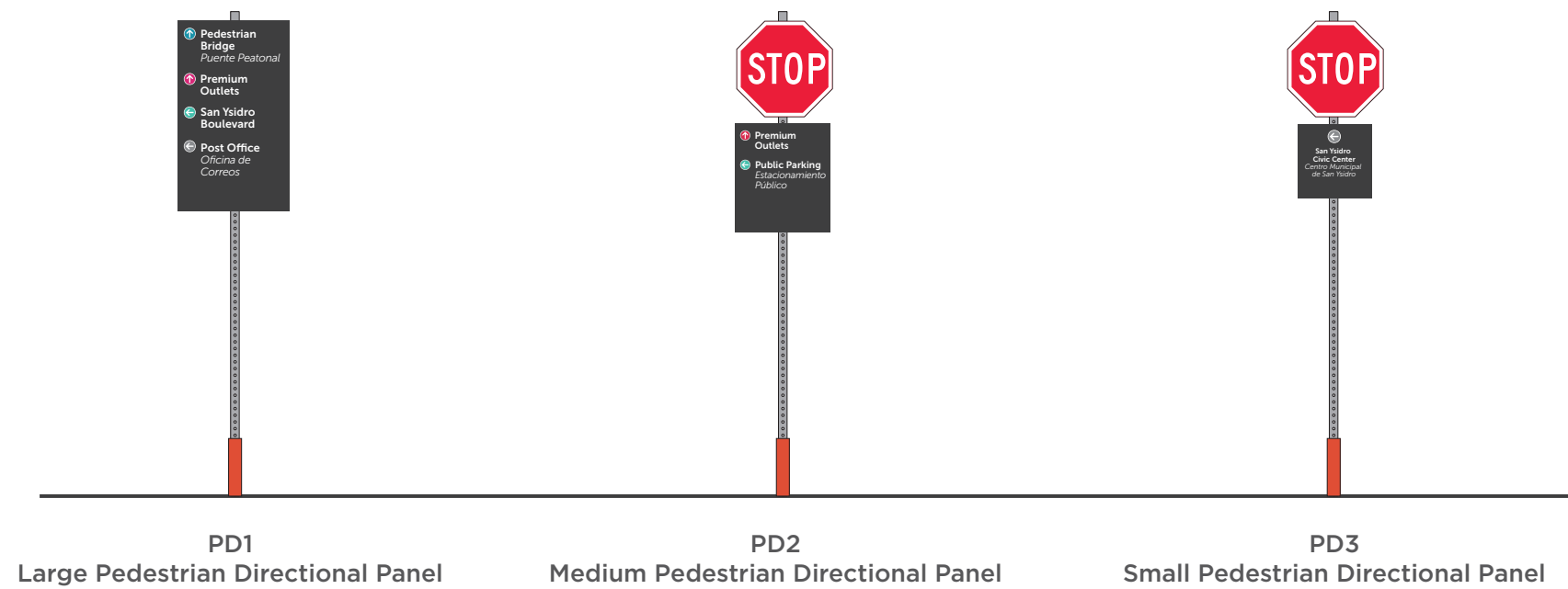
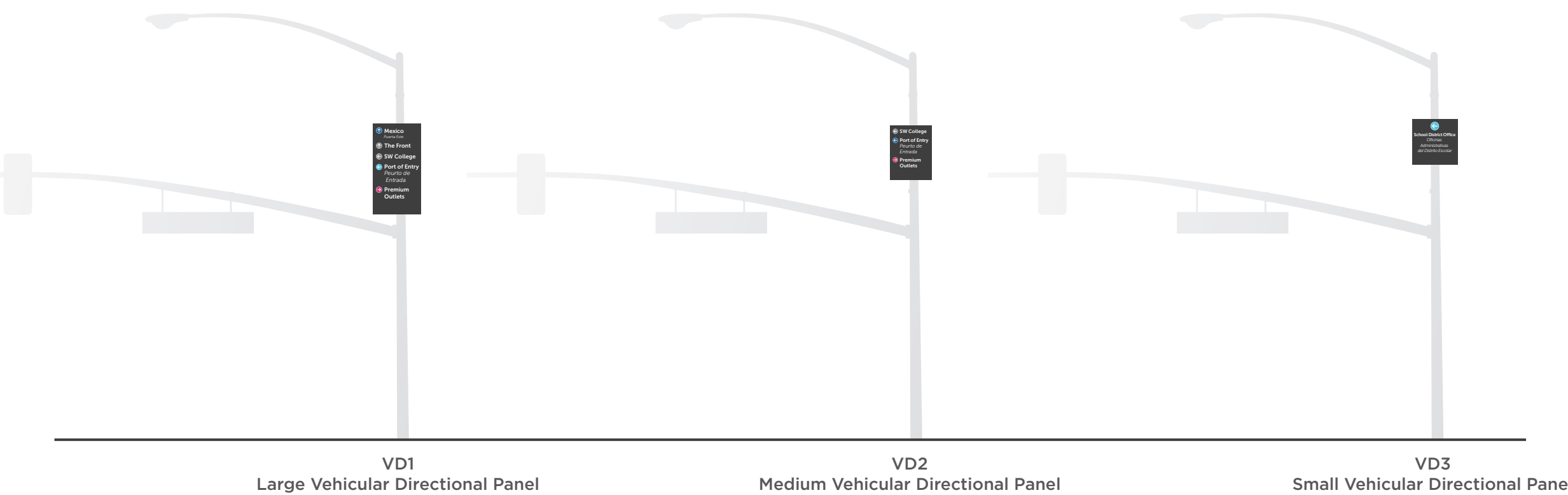


POLE MOUNTED SIGN PANEL

FUNCTION: This sign type is used on existing poles. Whether they are perforated regulatory poles or light poles. These signs will have the greatest visibility for vehicular and pedestrian navigation, and will be a less expensive solution.

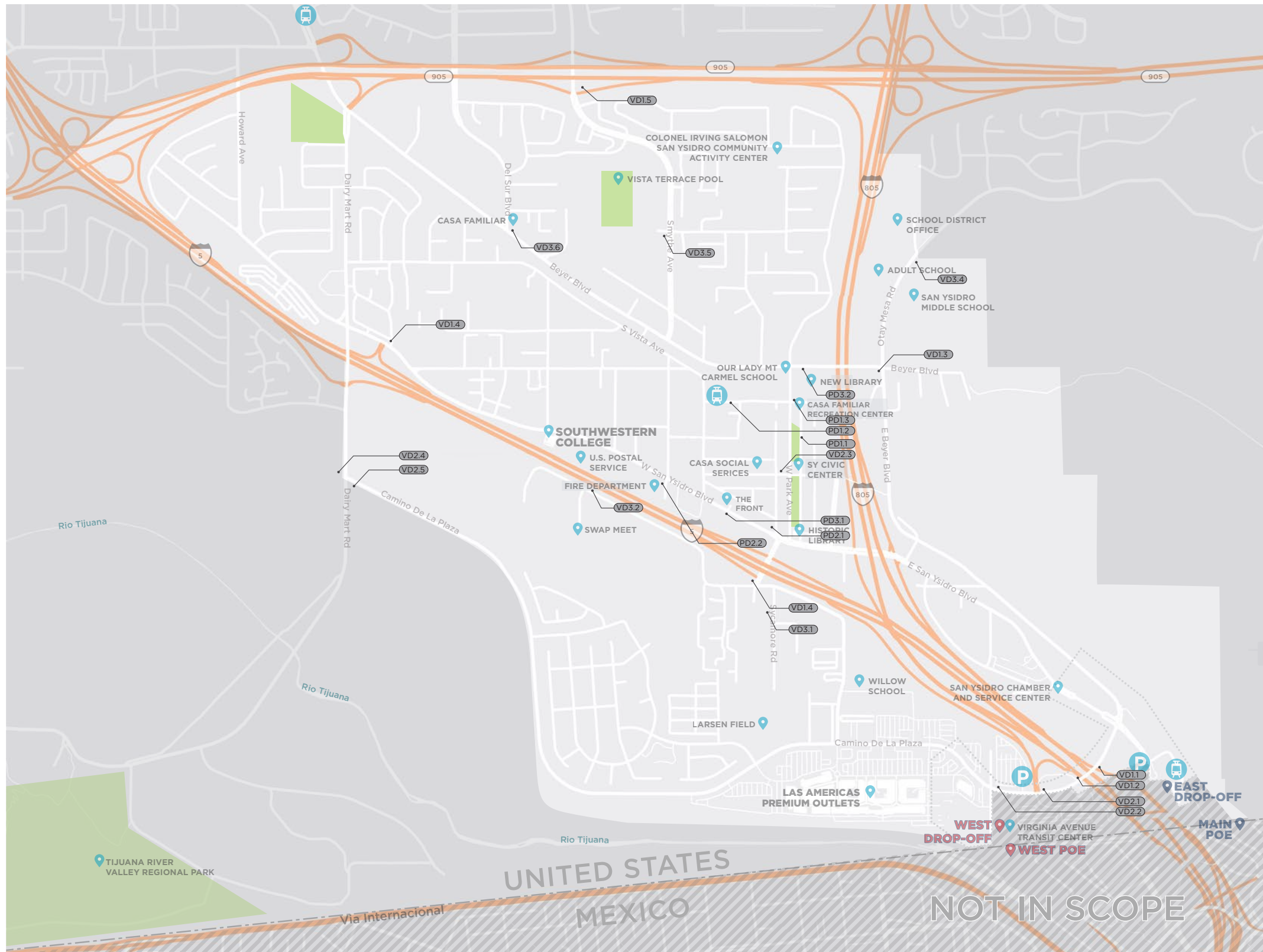
MESSAGING: These panels shall have directional information to the nearby distances. No more than 4 destinations on the largest panels.

LEGIBILITY: This sign uses the advantage of a dark background with reflective white vinyl for high contrast and visibility. The same standard fonts and sizes will be used on these panels as indicated on the other sign types.

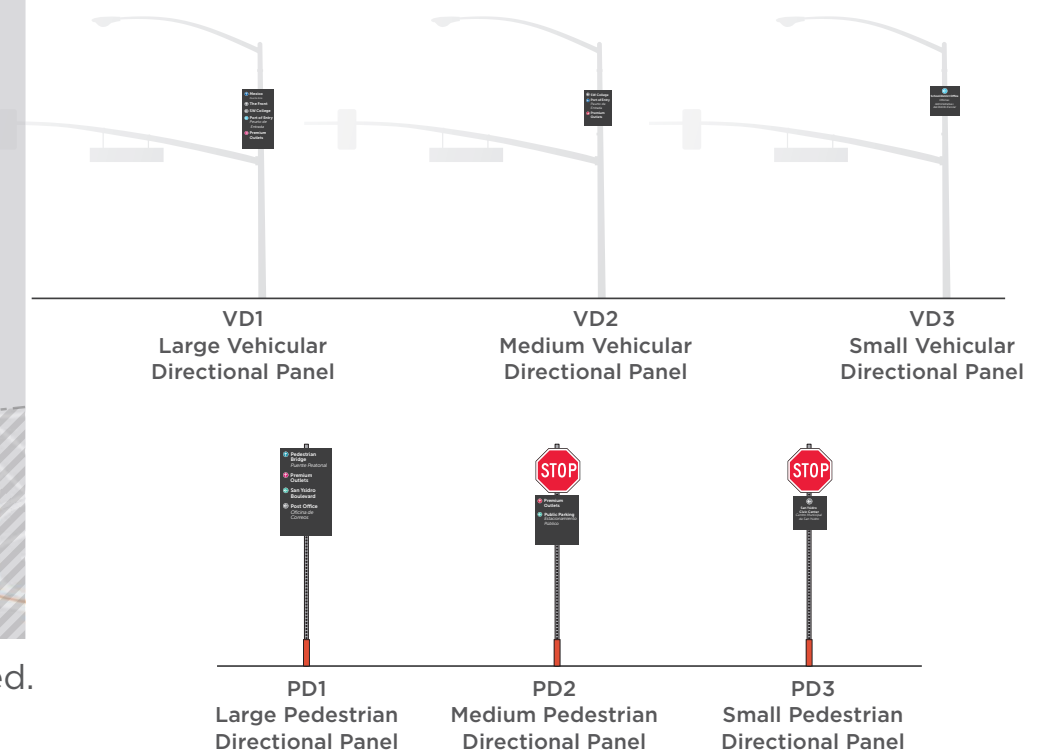


POLE MOUNTED SIGN PANEL

LOCATION: These signs are best located in areas that already have existing poles but need to clarify the nearby destinations. The best locations for these signs are in high trafficked intersections and decision making points.



*Sign locations are shown for guideline purpose only to indicate design intent. Final locations and quantities to be determined.



SECTION 4

TECHNICAL SHEETS

Following this page is all the technical information for each of the sign panels. This includes color and material schedules, dimensions, and more defined messaging and messaging areas.

TYPE & ICON SCHEDULE

This is a brief overview of the typography and iconography used within the sign family.

MUSEO SANS 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

MUSEO SANS 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

MUSEO SANS 300 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

ARROWS



ICONS



NOTE: These are recommendations only and are subject to change. Additional icons may be needed.

ICONS AND COLOR SCHEDULE

This page expresses which colors will be used to help identify the districts and colorize the icons.

ICONS WITH PROPOSED COLORS



Bus

MP 15194
Ramjet Red



Taxi

MP14064
Celandine Yellow



Trolley

MP 15194
Ramjet Red



Taxi & Private Bus

MP07932
Dream I Can Fly



Car / Drop-off

MP 00483
Limonlima



Parking

MP00190
Matchbox
Car Orange



Pedicab

MP00876
Berry Berry



*Pedestrian
Bridge*

MP13728
Blue Hawaii



Bike Parking

MP00190
Matchbox
Car Orange

DISTRICTS AND DESTINATIONS WITH PROPOSED COLORS



San Ysidro Boulevard

MP11709
Perfect Gem



Outlets

MP00244
Pinkish



Transit Center

MP 15194
Ramjet Red



*Port of Entry & other
U.S. Government*

MP02160
Sailboat Blue



Public Parks

MP00039
Green Ribbon



Parking

MP00190
Matchbox
Car Orange



Other

MP09648
Gray Matter

NOTE: These are recommendations only and are subject to change. Additional icons may be needed.














COLOR AND MATERIAL SCHEDULE

This page contains all the materials and colors used within the package

PAINTS All paints to have Satin Finish unless otherwise specified. All painted surfaces are to be on aluminum.

					
P1	P2	P3	P4	P5	P6
Drylac Powder Coat Pearl Dark Grey 38/90015 Metallic	MP31846 Onyx	MP09648 Gray Matter	Drylac Powder Coat Steel Rack Red 49/30052 Glossy	MP 15194 Ramjet Red	MP14064 Celandine Yellow
					
P7	P8	P9	P10	P11	P12
MP07932 Dream I Can Fly	MP 00483 Limonlima	MP00190 Matchbox Car Orange	MP00876 Berry Berry	MP13728 Blue Hawaii	MP11709 Perfect Gem
					
P13	P14	P15			
MP00244 Pinkish	MP 11584 Puget Sound Blue	MP00039 Green Ribbon			

VINYL All vinyl sheeting shall match exactly the color, finish, and durability of the manufacturers products as noted

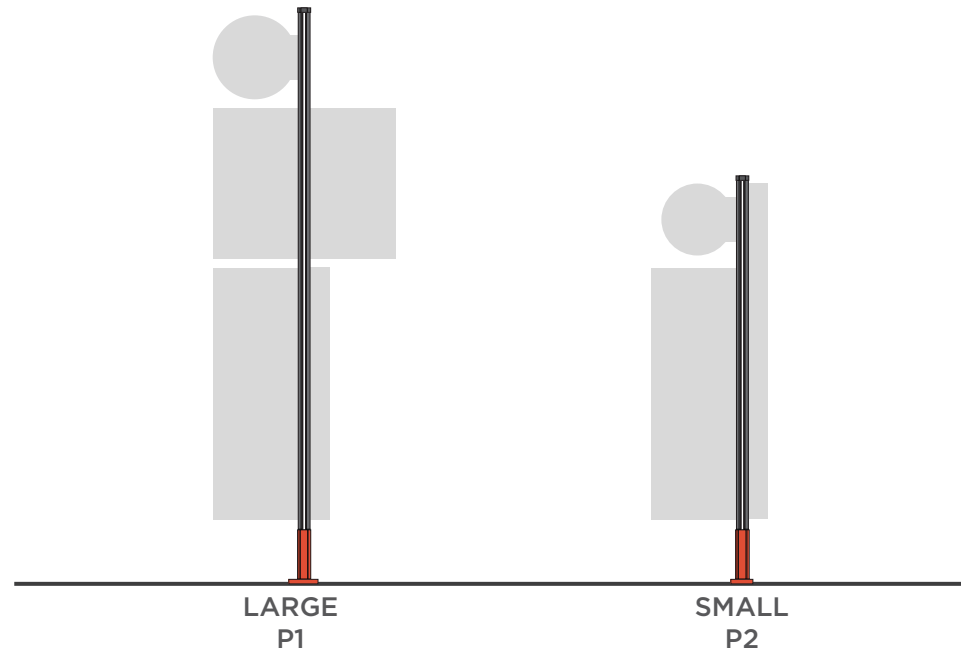
					
V1	V2	V3	V4	V5	V5
3M Vinyl 3990 Reflective White	Avery Vinyl Red SC 900-421-O	Avery Vinyl Dark Yellow SC 900-250-O	Avery Vinyl Peacock Blue SC 900-645-O	Avery Vinyl Vibrant Green SC 900-755-O	Avery Vinyl Orange SC 900-362-O
					
V6	V7	V8	V9	V10	V10
Avery Vinyl Raspberry SC 900-535-O	Avery Vinyl Medium Blue SC 900-655-O	Avery Vinyl Dark Aqua SC 900-705-O	Avery Vinyl Blossom SC 900-515-O	Avery Vinyl Interstate Blue SC 900-678-O	Avery Vinyl Bright Green SC 900-775-O
					
V6					
Avery Vinyl Pewter SC 900-804-O					

KIT OF PARTS

These sheets will show you the names of each of the panel types and a quick example of their variations. The panels are organized by type and size.

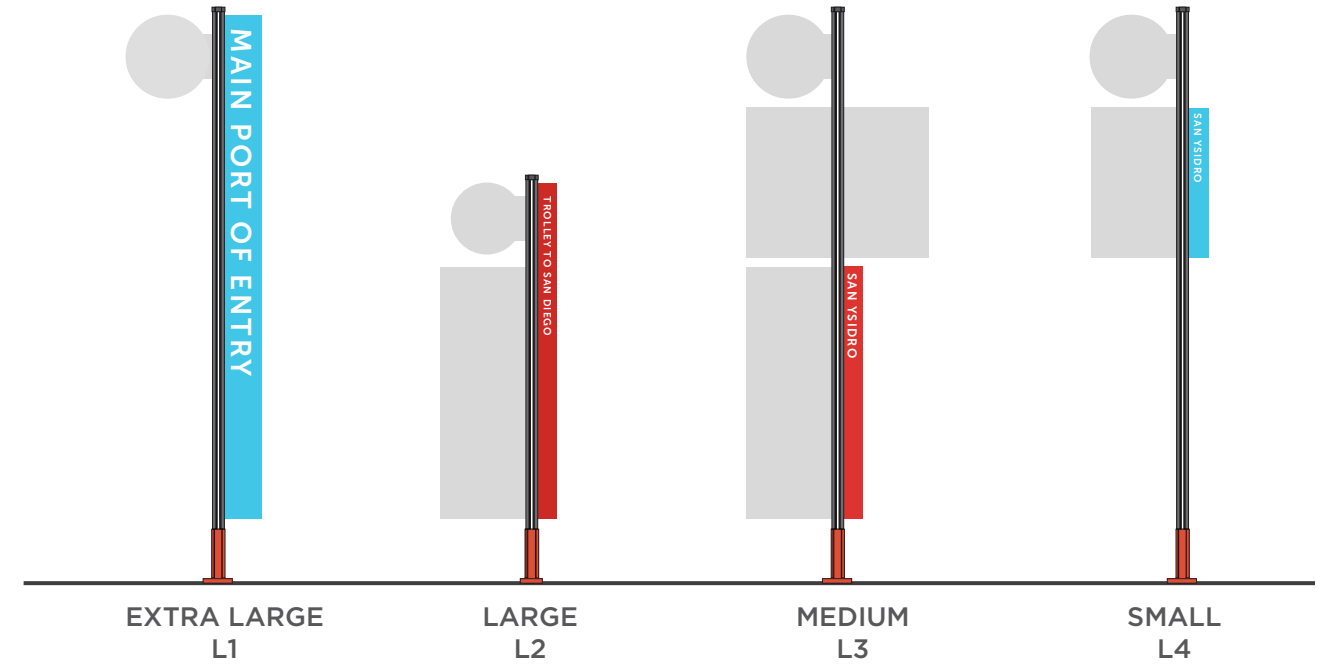
FREESTANDING POSTS

These posts are designed to hold interchangeable panels for flexible messaging



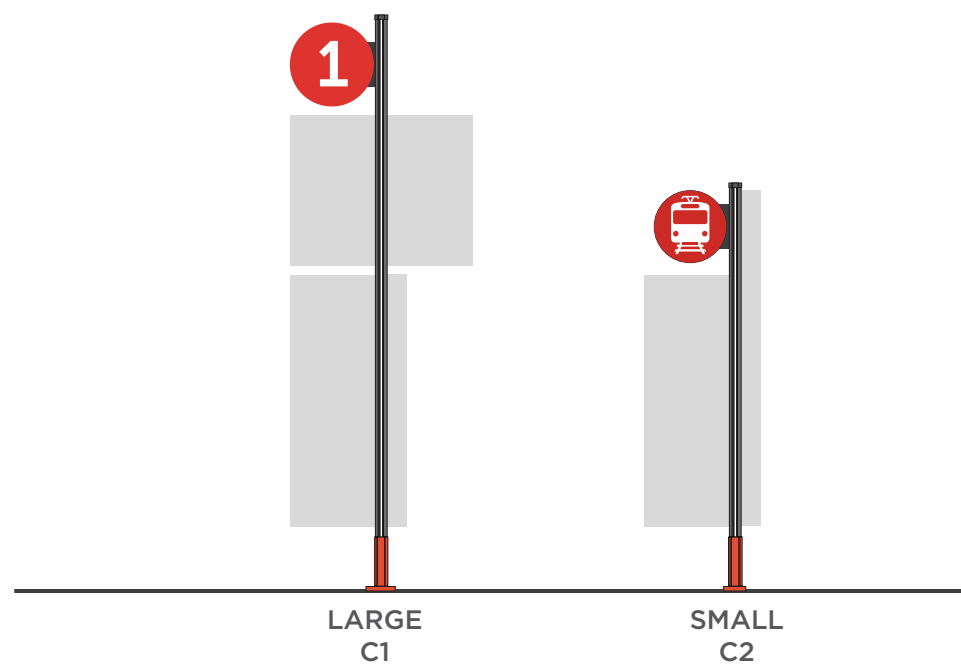
LOCATION IDENTITY PANELS

These panels are used to identify districts, destinations, and transportation locations.



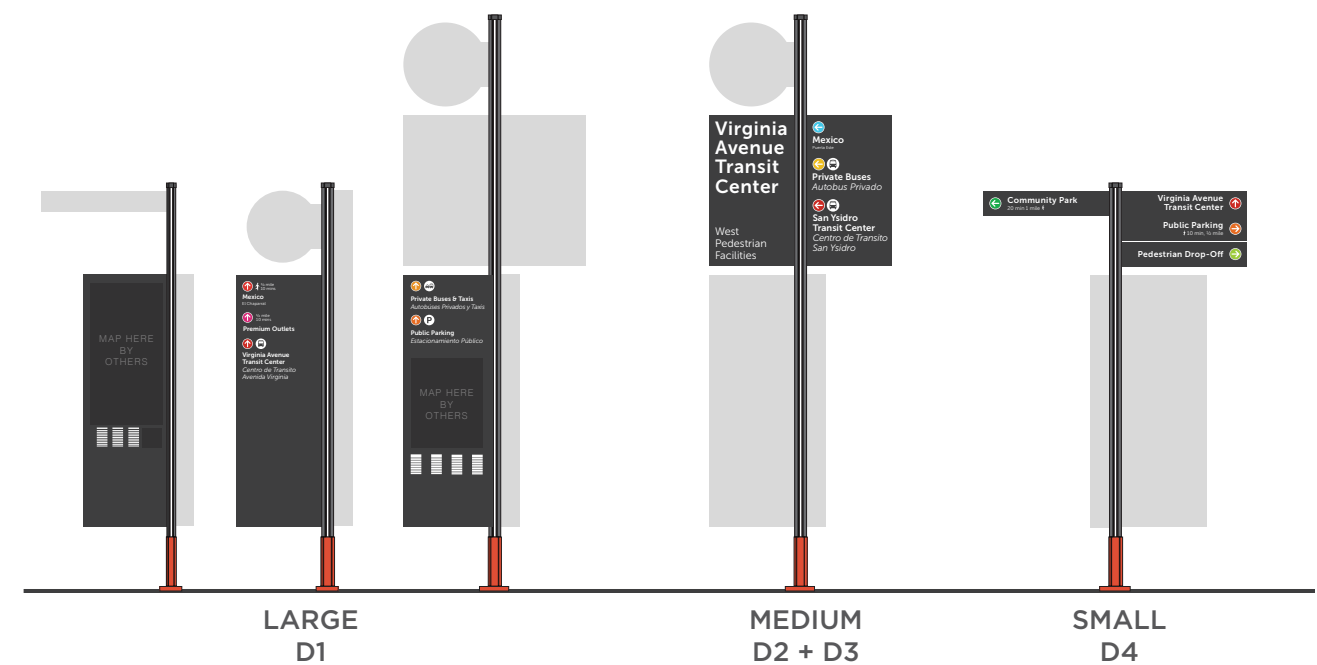
CIRCULAR ICON PANELS

These panels use icons in circles to help identify districts, use, transportation, or San Ysidro Branding



POST DIRECTIONAL PANELS

These panels contain directional information such as maps, arrows, icons and travel times. Many of these panels may contain bilingual information.

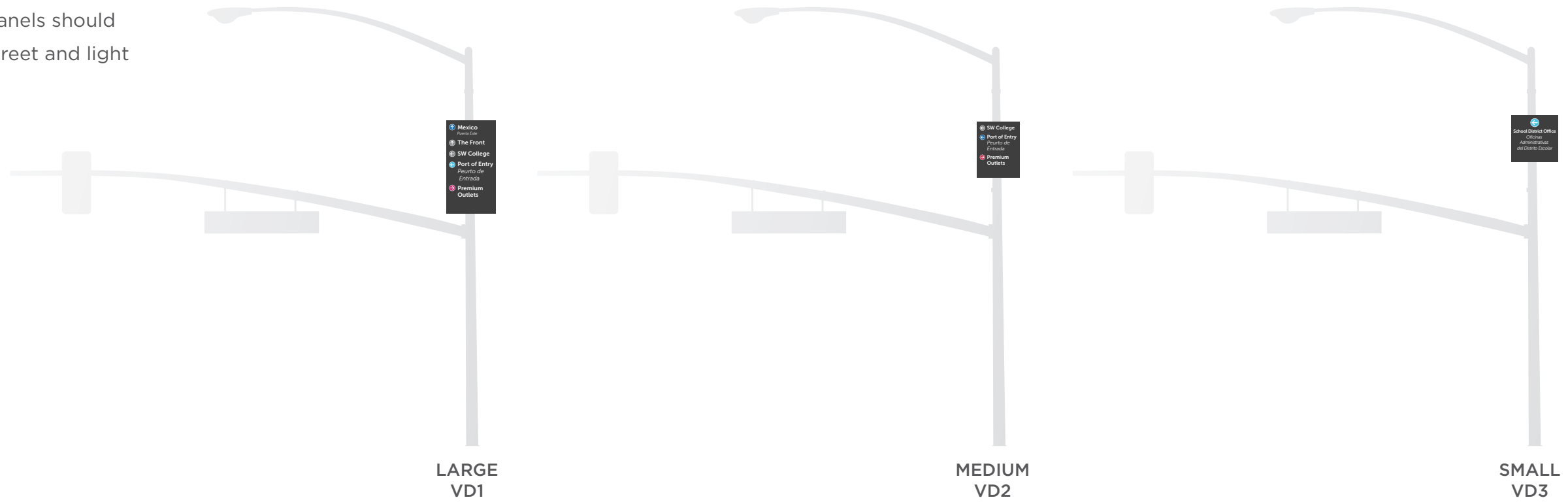


KIT OF PARTS

Additional panels are included as part of the guidelines. These panels should be mounted on existing street and light poles, as needed

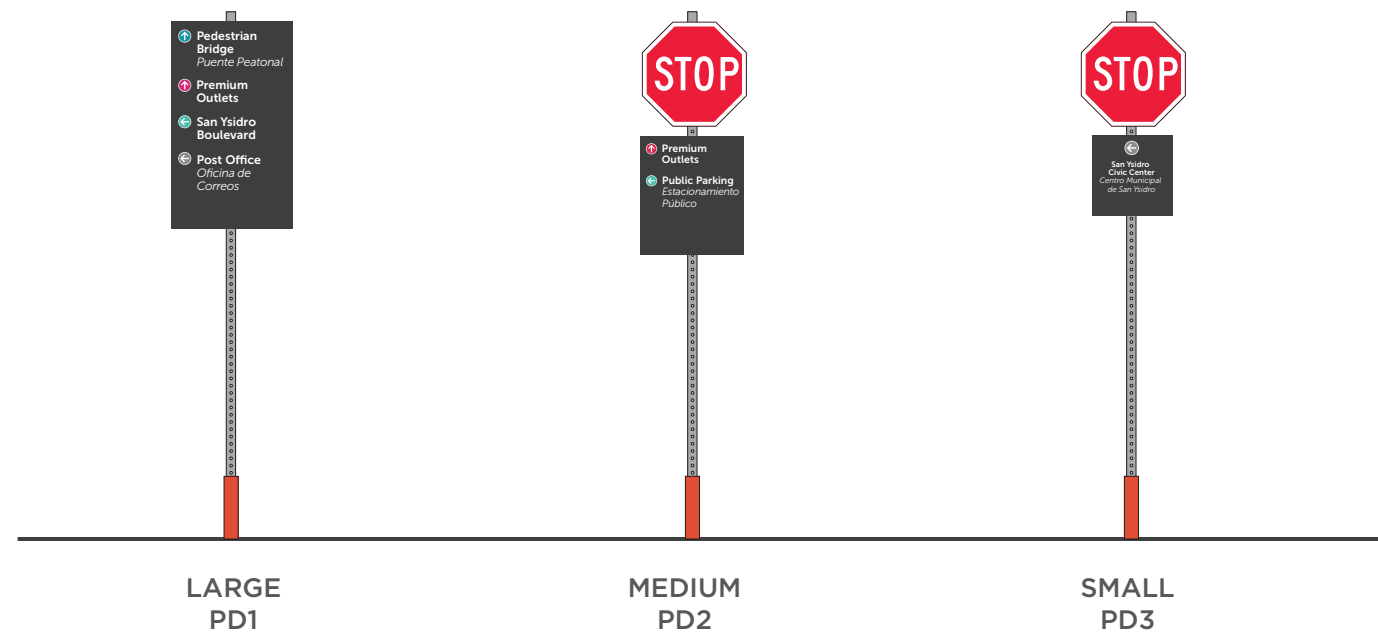
VEHICULAR DIRECTIONAL PANELS

These panels will be used on existing poles and contain directional information for vehicles.



PEDESTRIAN DIRECTIONAL PANELS

These panels will be used on existing poles and contain directional information for pedestrians.

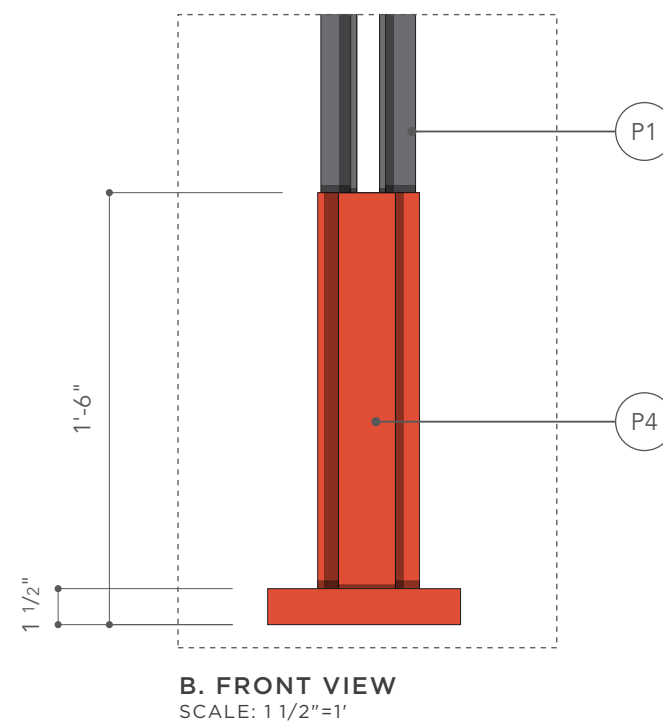
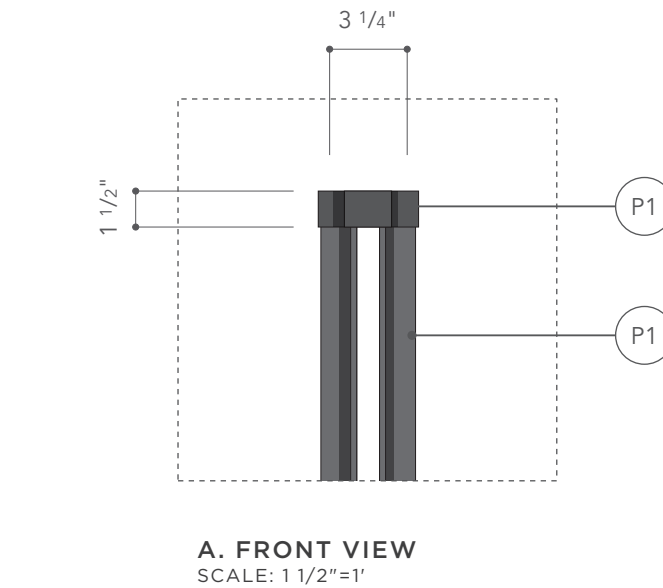
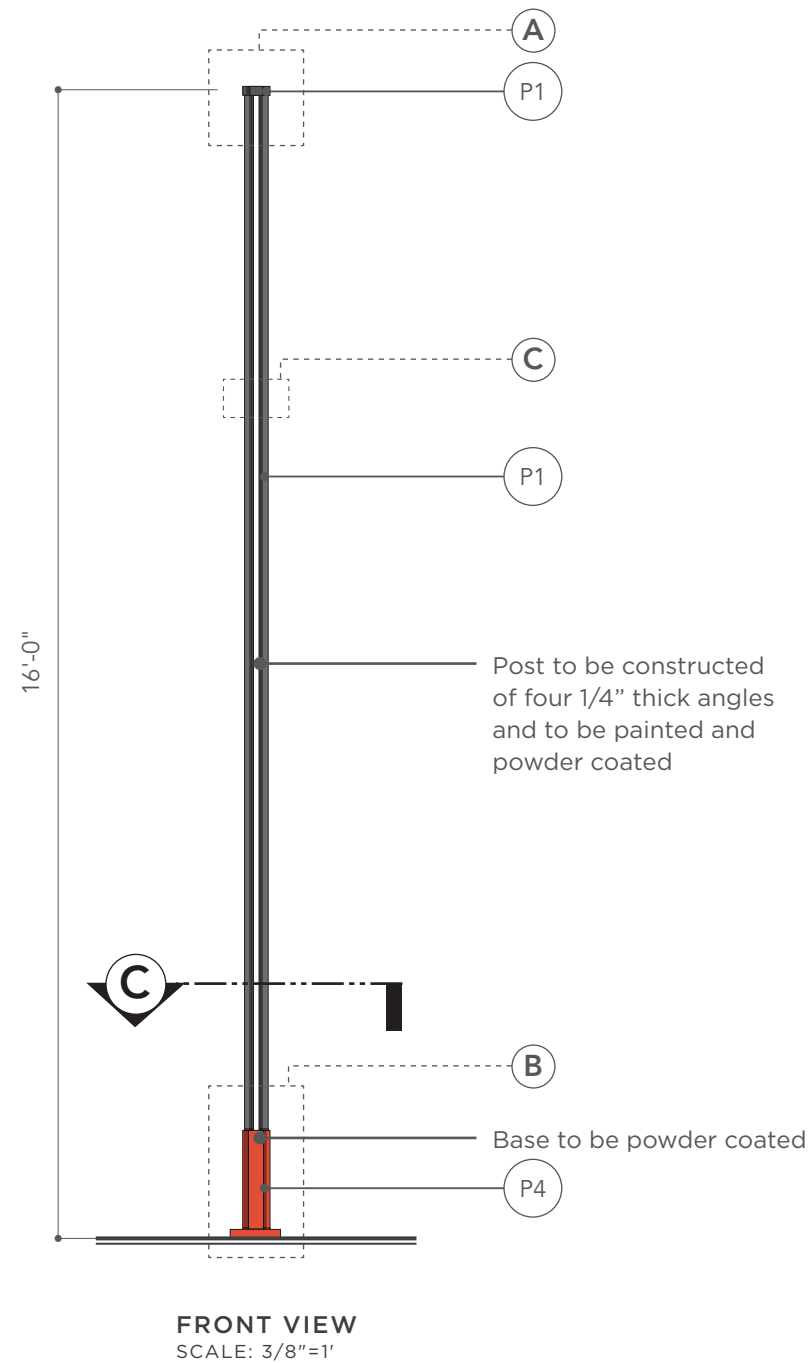


P1: LARGE FREESTANDING POST

FUNCTION: This post is designed for maximum flexibility for interchangeable panels. There are a set number of mounting holes located on the post for ease of installation of flexible panel system.

MATERIALS: The post will be powder coated and made of sturdy materials to prevent vandalism and will be easy to repair.

FOUNDATION: There are two types of foundations to use when installing this post. (A.) In soft-scape - the post foundation will be below grade. (B.) In hard-scape - the post foundation will be a baseplate mounted to the hard-scape. See end of section for sign section details.

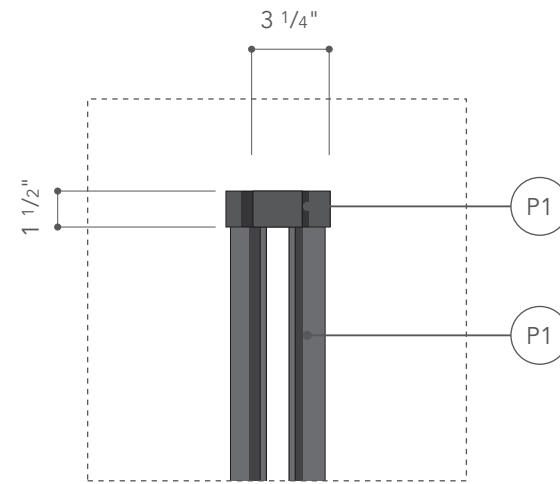


P2: SMALL FREESTANDING POST

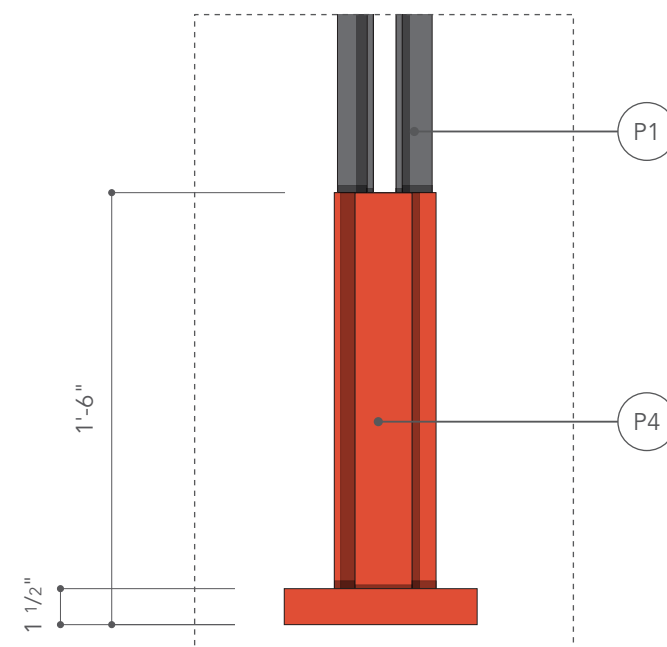
FUNCTION: This post is designed for maximum flexibility for interchangeable panels. There are a set number of mounting holes located on the post for ease of installation of flexible panel system.

MATERIALS: The post will be powder coated and made of sturdy materials to prevent vandalism and will be easy to repair.

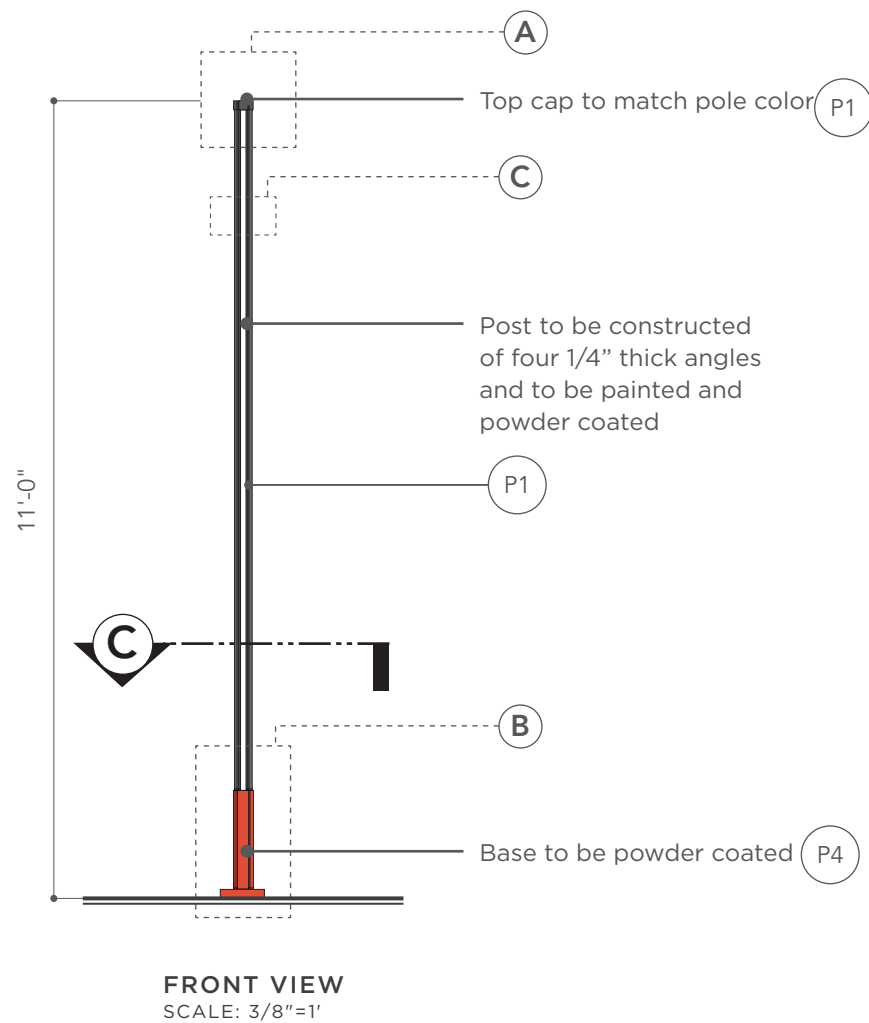
FOUNDATION: There are two types of foundations to use when installing this post. (A.) In soft-scape - the post foundation will be below grade. (B.) In hard-scape - the post foundation will be a baseplate mounted to the hard-scape. See end of section for sign section details.



A. FRONT VIEW
SCALE: 1 1/2"=1'



B. FRONT VIEW
SCALE: 1 1/2"=1'

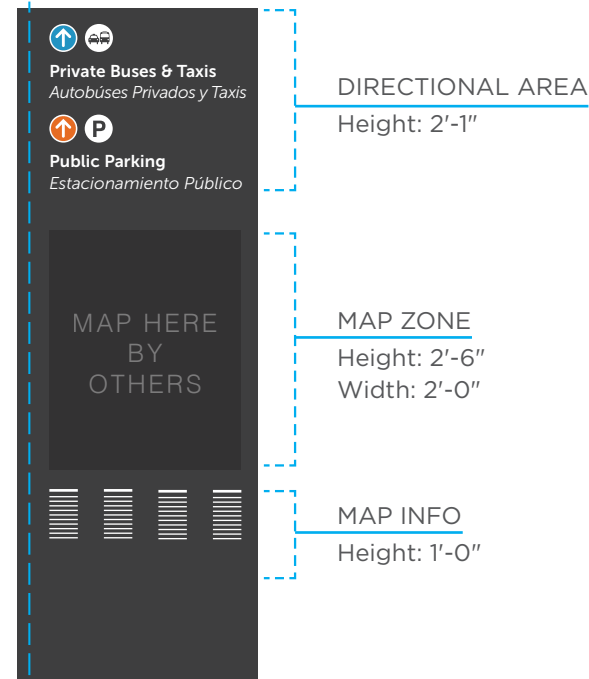
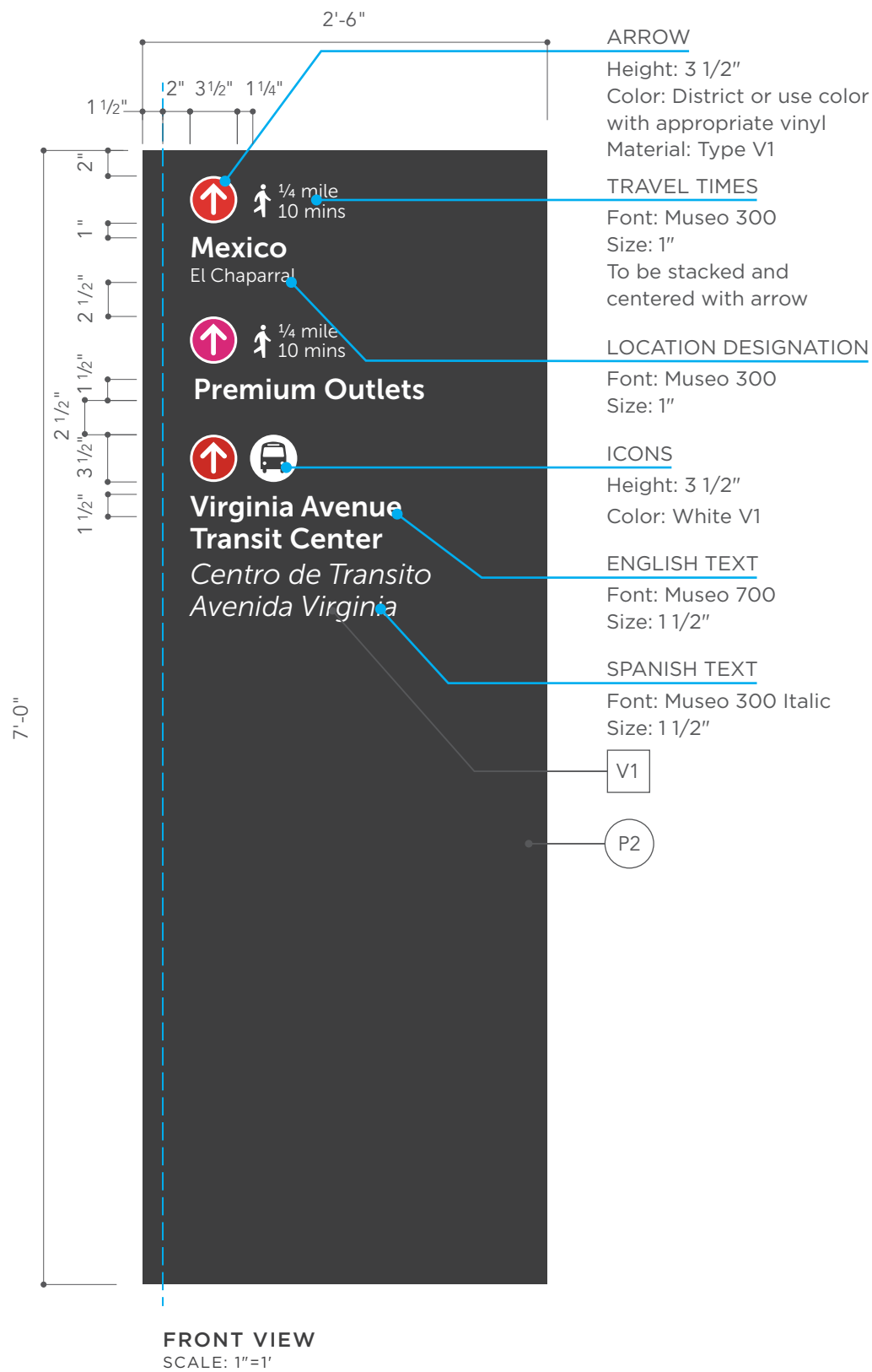


FRONT VIEW
SCALE: 3/8"=1'

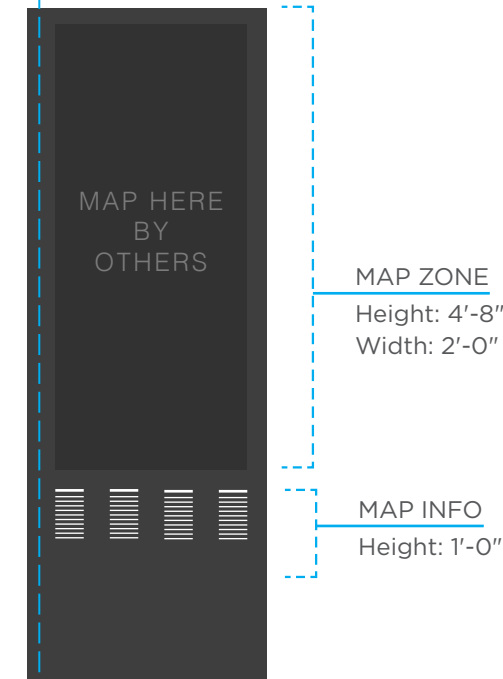
D1: POST DIRECTIONAL LARGE

VARIATIONS

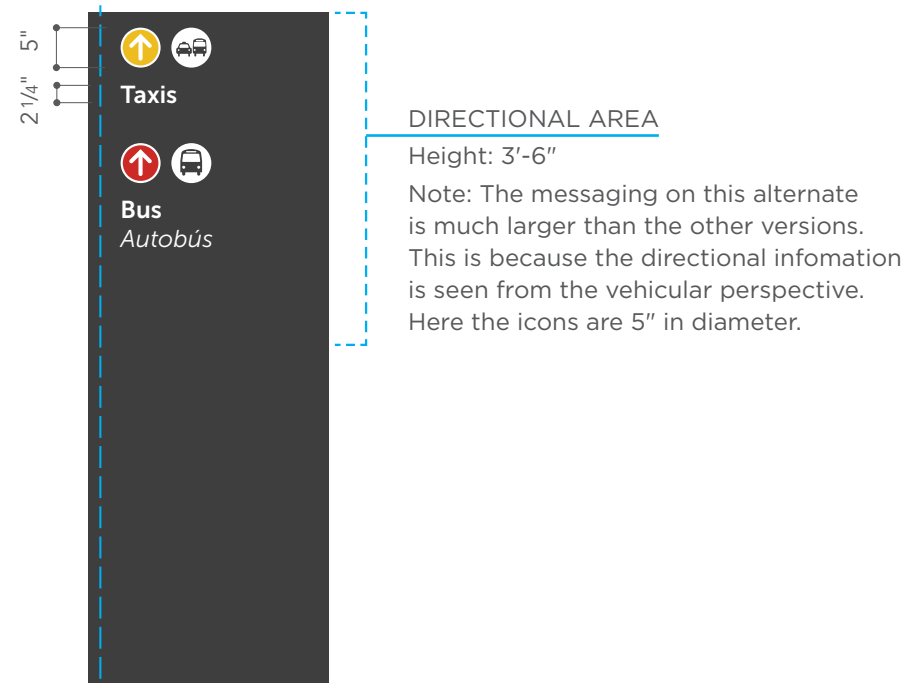
SCALE: 3/4"=1'



Map with directional Information



Only the map



Optional Vehicular Directionals
This panel to have no more than two messages

FUNCTION: This panel is used for directional information, maps, and travel times for pedestrians.

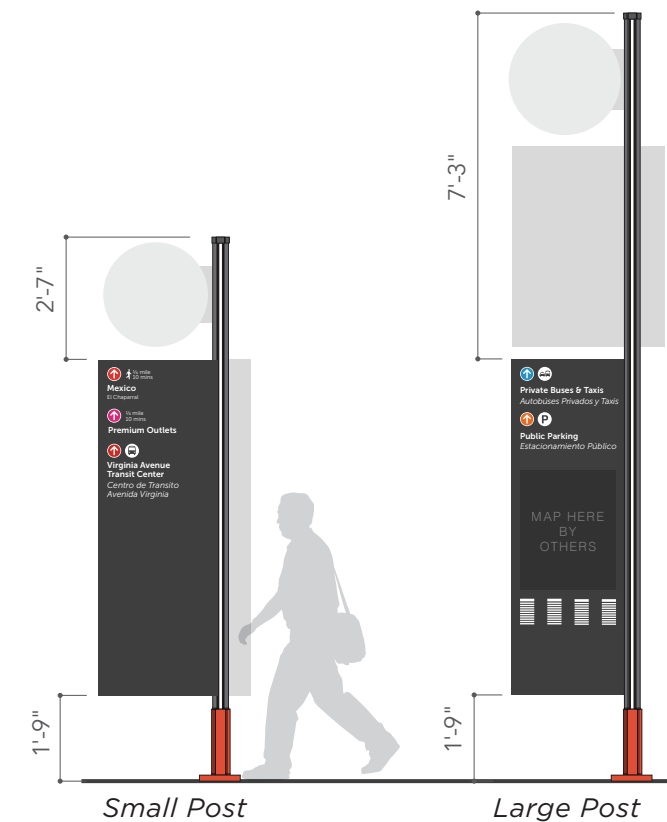
MESSAGING: The panel should include up to 4 directionals with icons, arrows, and travel times. It is also optional to include a full sized map on the panel, or both directional information and a map.

LOCATION: These types of panels are to be used a major decision making nodes and within reasonable walking distance of important destinations.

FABRICATION: 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

MOUNTING HEIGHT

SCALE: 1/4"=1'



D2: POST DIRECTIONAL MEDIUM

FUNCTION: This panel is used for identity information for both vehicles and pedestrians.

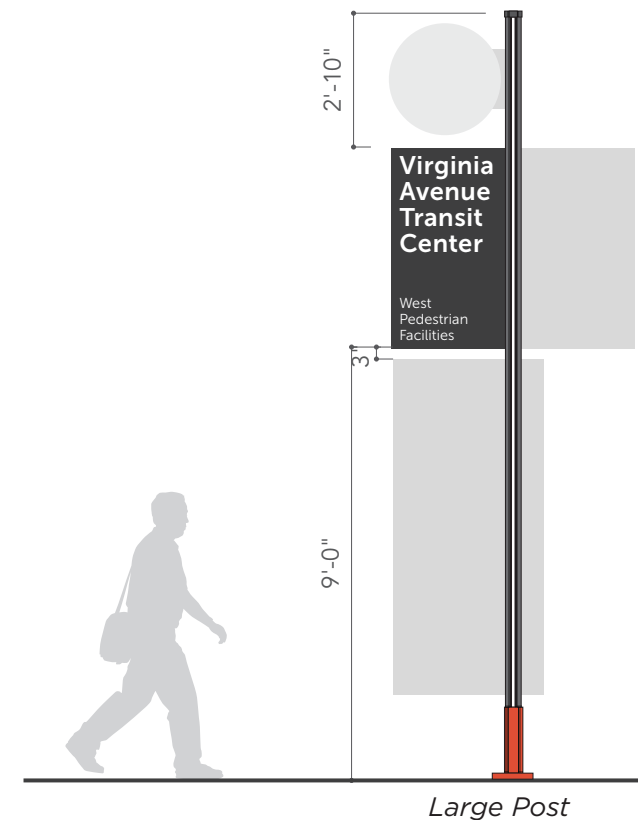
MESSAGING: The panel includes one primary destination at 4 1/2" and secondary location information at 2 1/2". Identical type layout should be used on both sides of the sign for maximum clarity.

LEGIBILITY: The messaging on these panels is large enough to be visible from at least 150 ft. The stark contrast of the dark background with the white copy offers maximum legibility.

FABRICATION: 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

MOUNTING HEIGHT

SCALE: 1/4"=1'

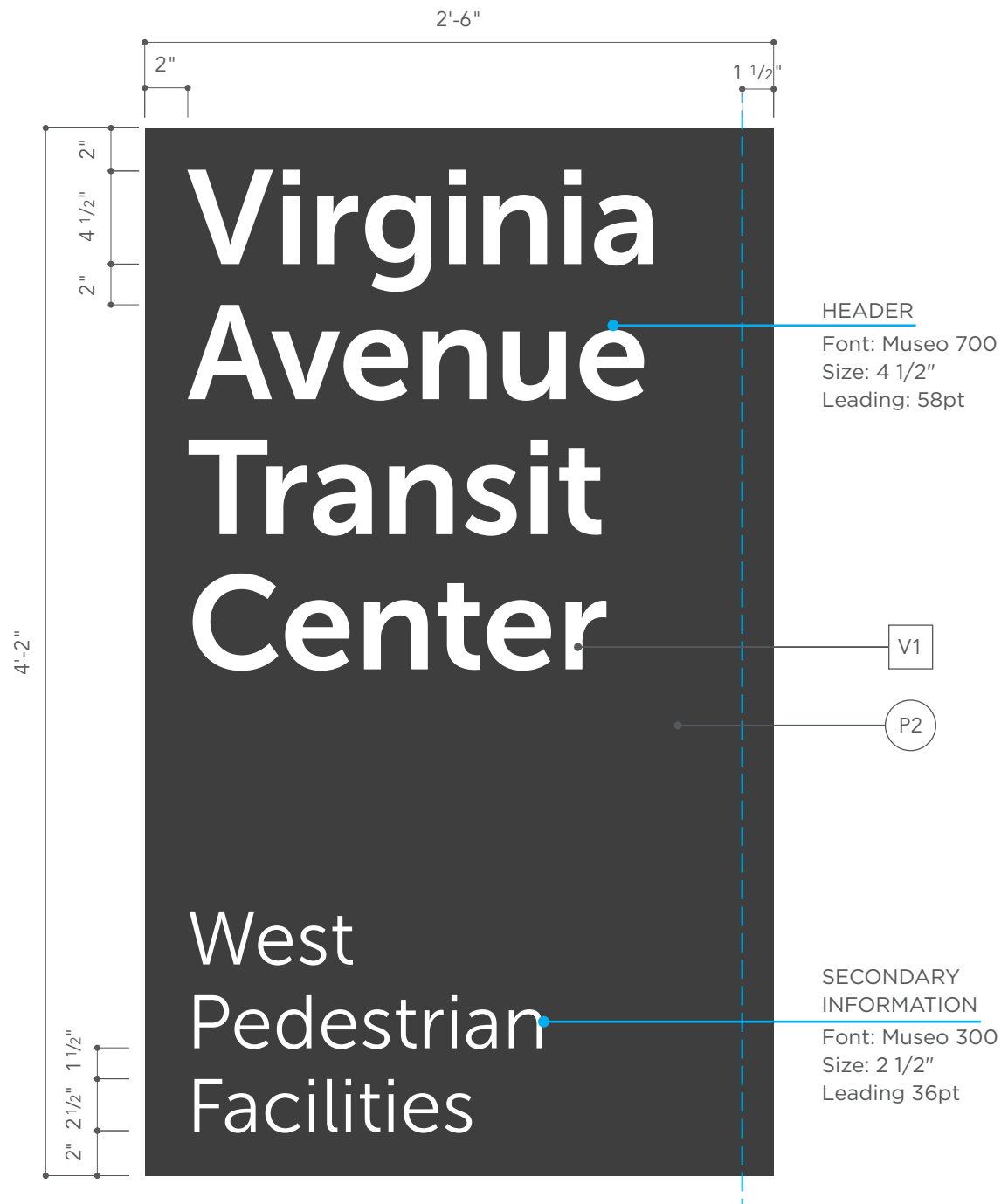


VARIATIONS

SCALE: 3/4"=1'

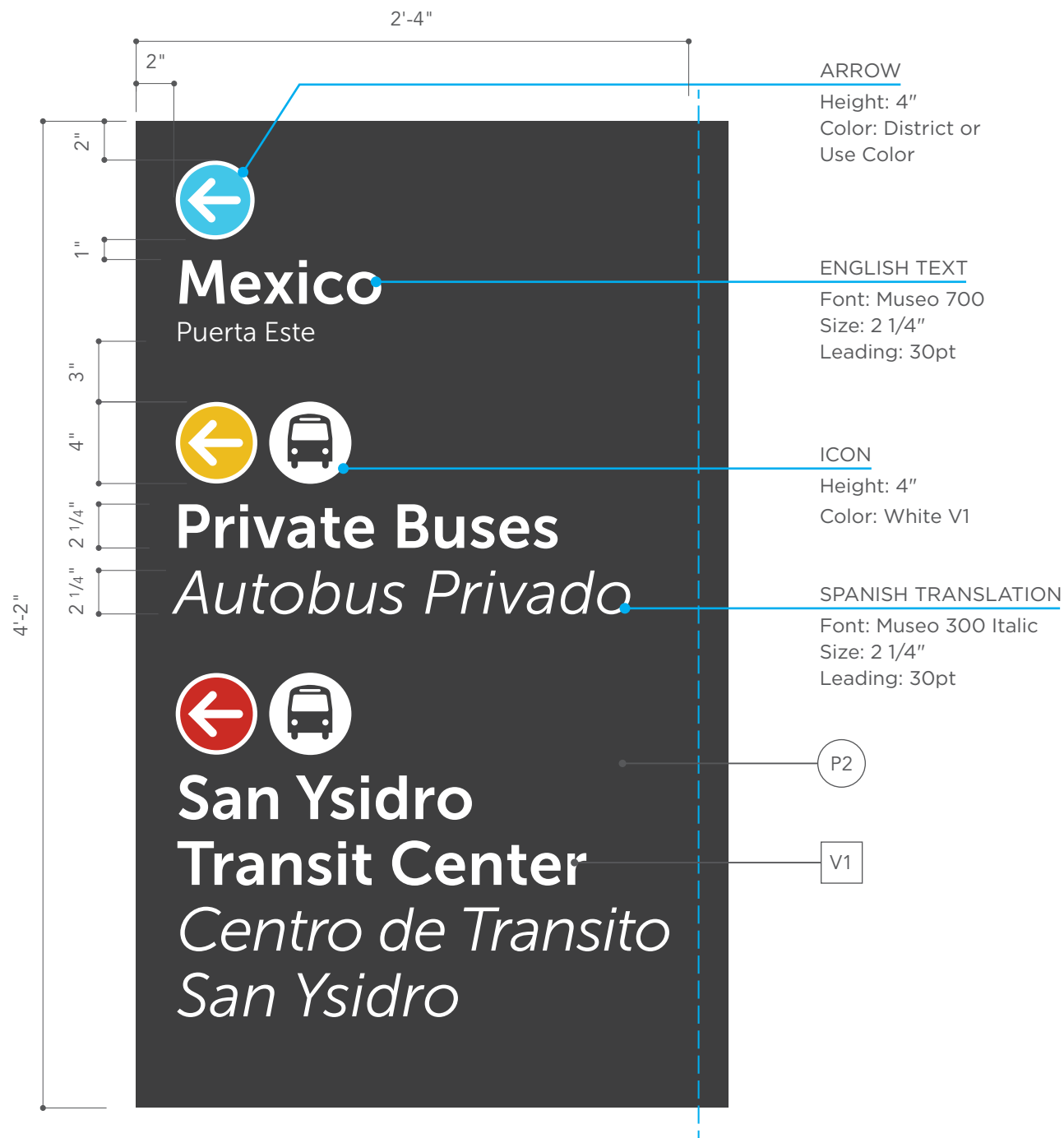


Signs are used to identify destinations



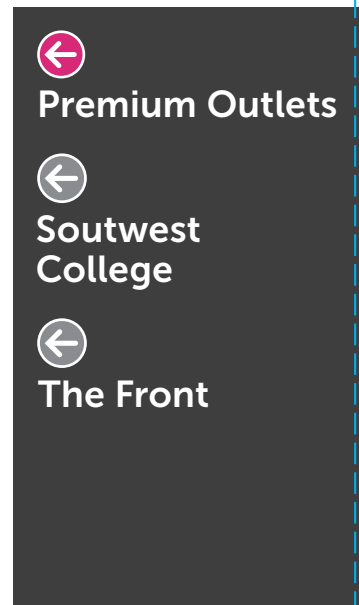
FRONT VIEW
SCALE: 1 1/2"=1'

D3: POST DIRECTIONAL MEDIUM



VARIATIONS

SCALE: 3/4"=1'



No Spanish Translations



Transportation with mounting on the left

FUNCTION: This panel is used for directional information for both vehicles and pedestrians.

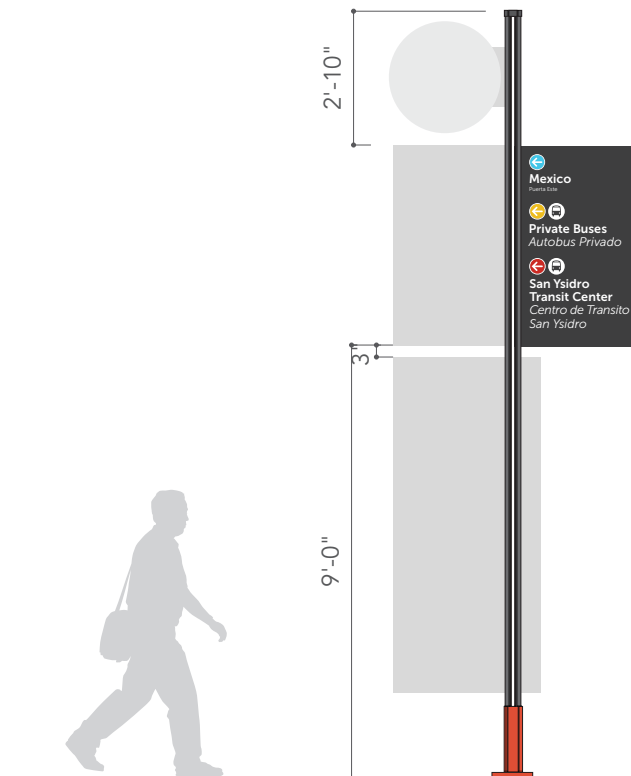
MESSAGING: The panel can include up to three destinations with Spanish translations. The panels will also incorporate 4" directional arrows (colored to match district color) and 4" icons. The type is 2 1/4" in height.

LEGIBILITY: The messaging on these panels is large enough to be visible from 65ft. The stark contrast of the dark background with the white copy offers maximum legibility.

FABRICATION: 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

MOUNTING HEIGHT

SCALE: 1/4"=1'



Large Post

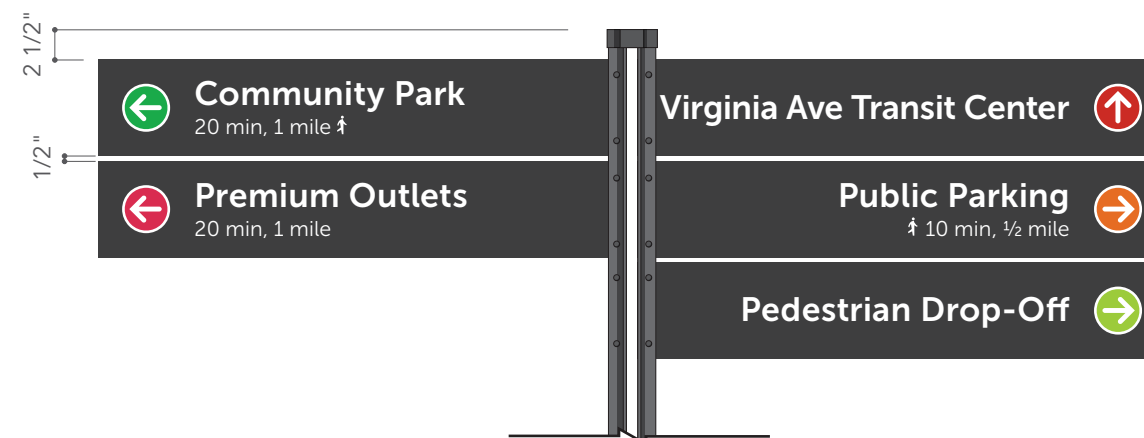
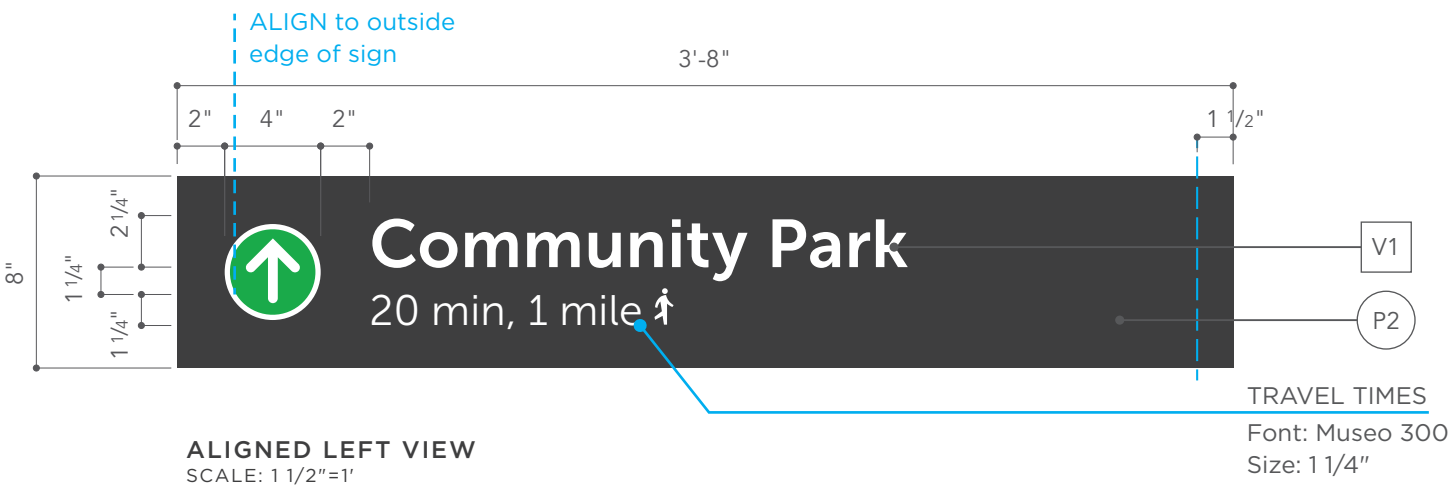
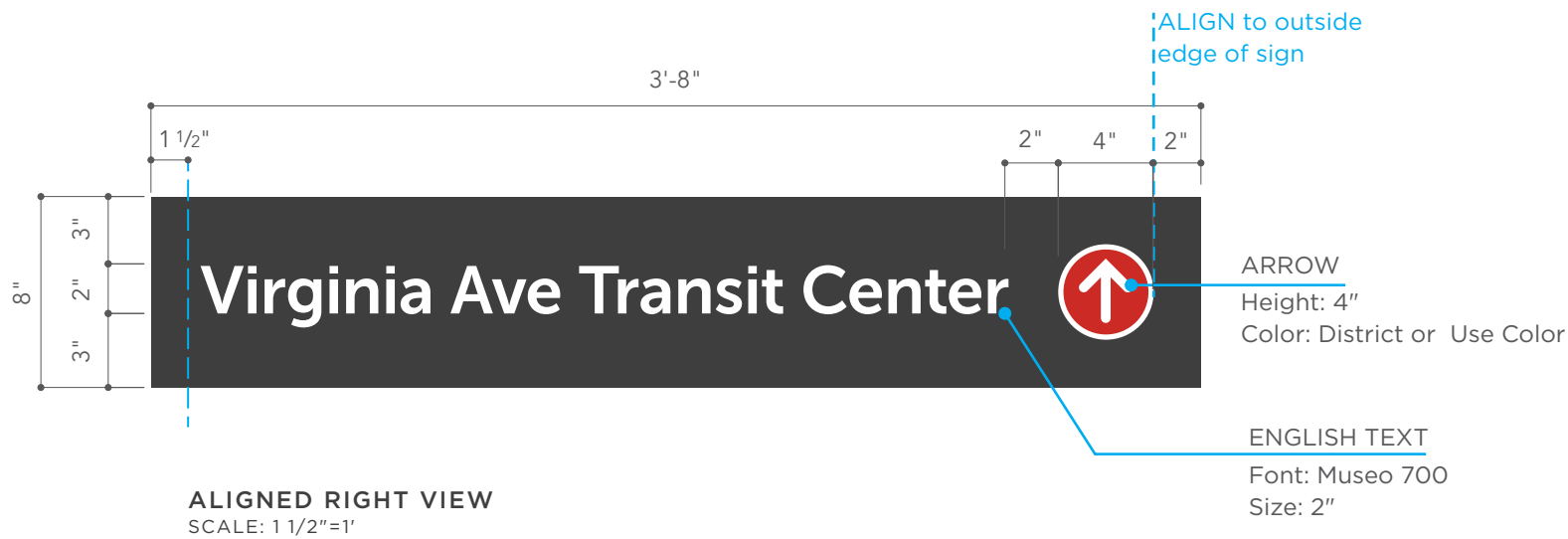
D4: POST DIRECTIONAL SMALL

FUNCTION: This panel is used for directional information and travel times for pedestrians.

MESSAGING: The panel includes one destination and a 4" colored arrow icon. It is optional for the panel to include travel times and distances. Identical type layout should be used on both sides of the sign for maximum clarity.

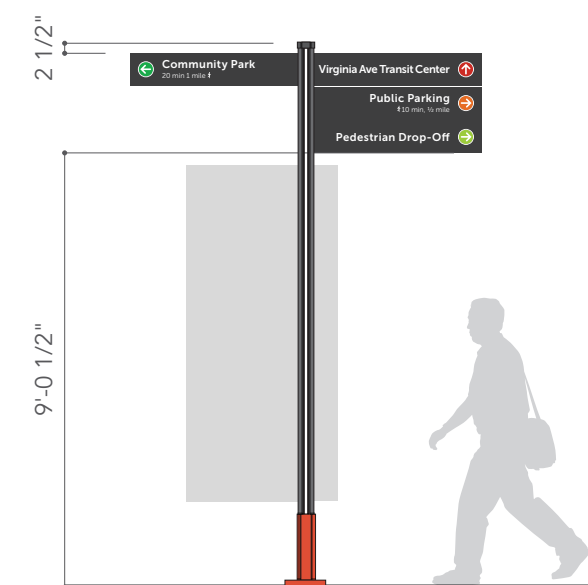
LEGIBILITY: The messaging on these panels is large enough to be visible from 65ft. The stark contrast of the dark background with the white copy offers maximum legibility.

FABRICATION: 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.



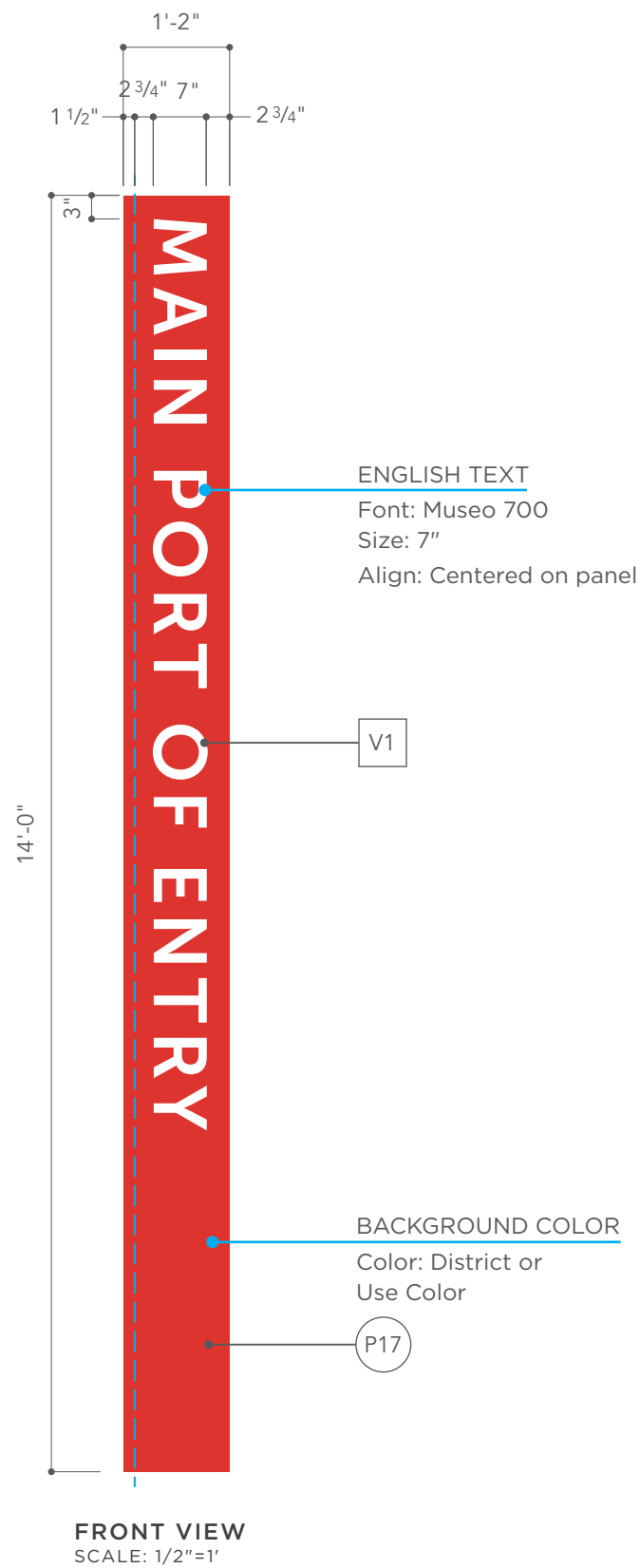
MOUNTING HEIGHT

SCALE: 1/4"=1'



Small Post

L1: LOCATION IDENTITY PANEL EXTRA LARGE



FUNCTION: This panel is used to help identify destinations, districts, and transportation for vehicles and pedestrians.

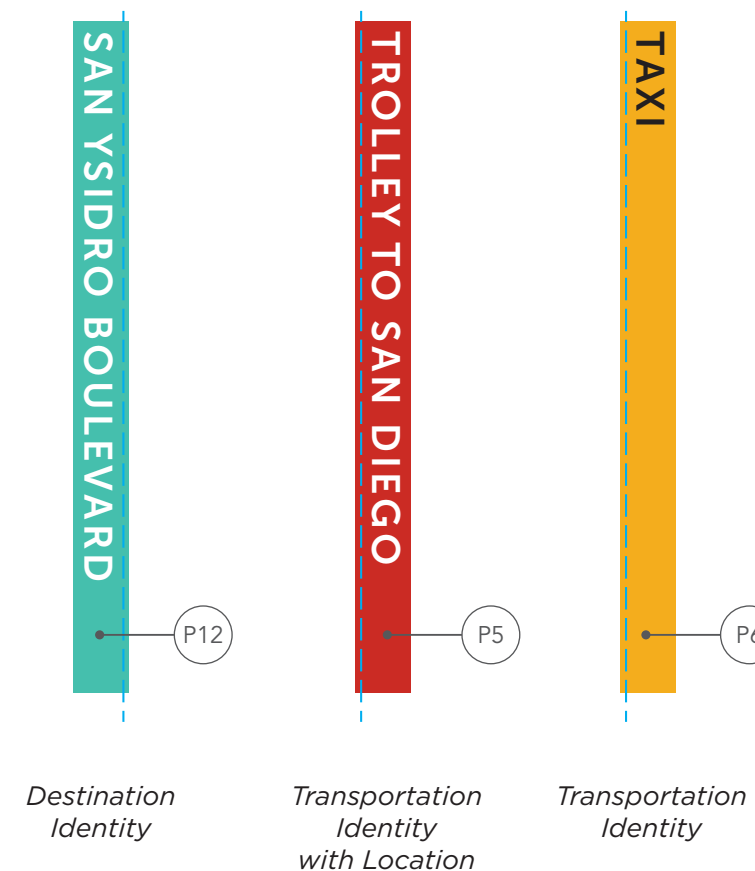
MESSAGING: The panel includes one destination, district, or transportation identity at 7" height. The type is oriented from top to bottom. The color represents the destination, district, or transportation identity.

LEGIBILITY: The messaging on these panels is large enough to be visible from 150ft. Refer to the Contrast page for best legible typography.

FABRICATION: 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

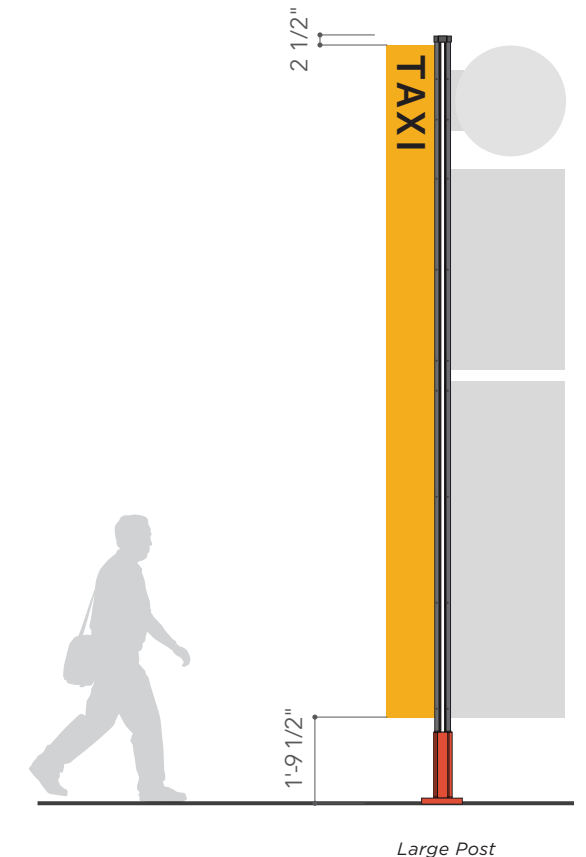
VARIATIONS

SCALE: 1/4"=1'



MOUNTING HEIGHTS

SCALE: 1/4"=1'



L2: LOCATION IDENTITY PANEL LARGE

FUNCTION: This panel is used to help identify destinations, districts, and transportation for pedestrians.

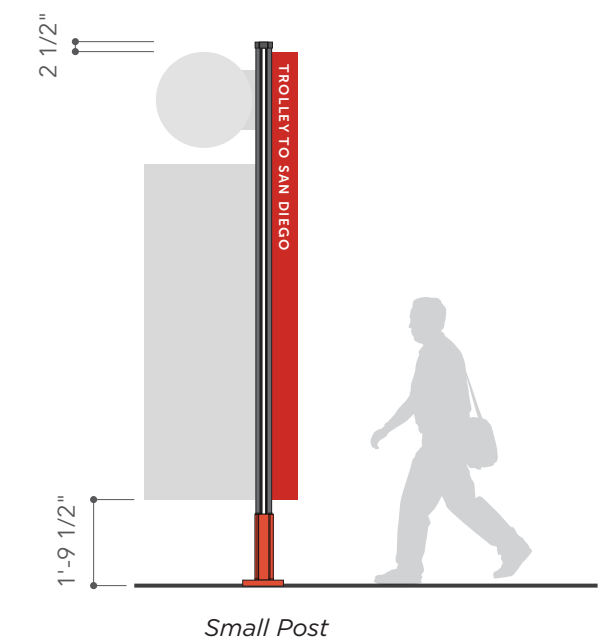
MESSAGING: Panel includes one destination, district, or transportation identity at 3" height. The type is oriented from top to bottom. Color is to match the destination color. Identical type layout should be used on both sides of the panel.

LEGIBILITY: The messaging on these panels is large enough to be visible from 65ft. Refer to the Contrast page for best legible typography.

FABRICATION: 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

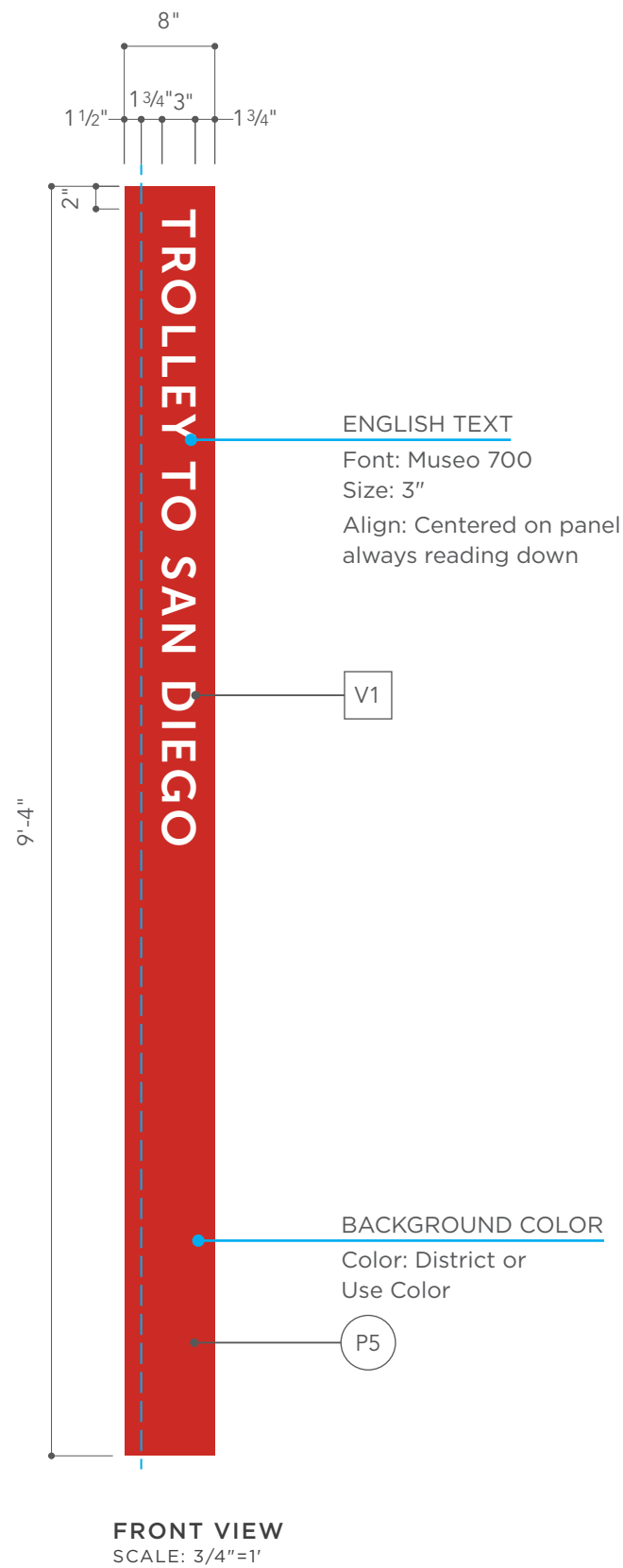
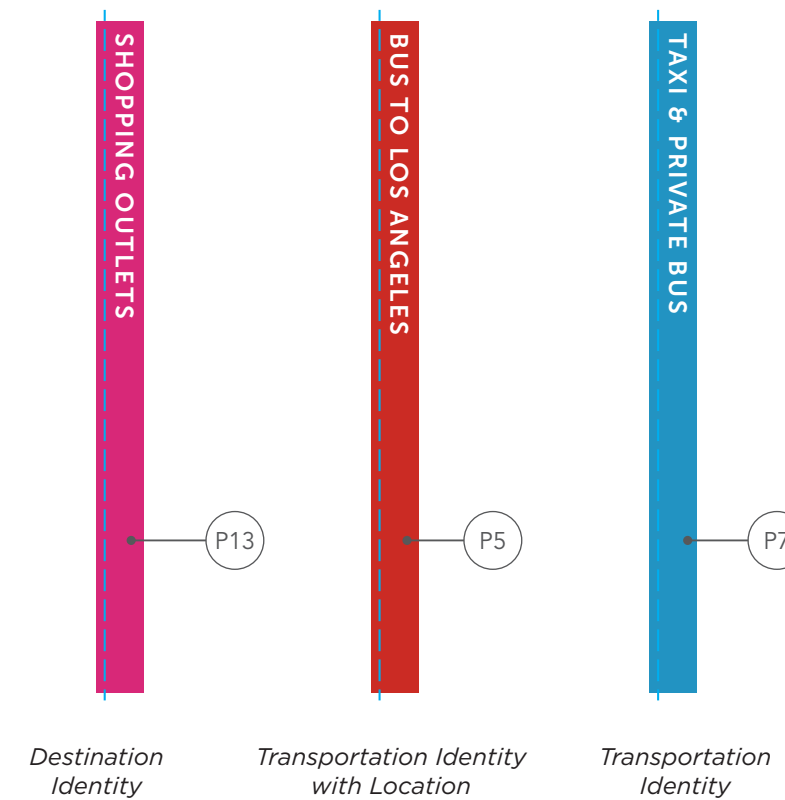
MOUNTING HEIGHTS

SCALE: 1/4"=1'

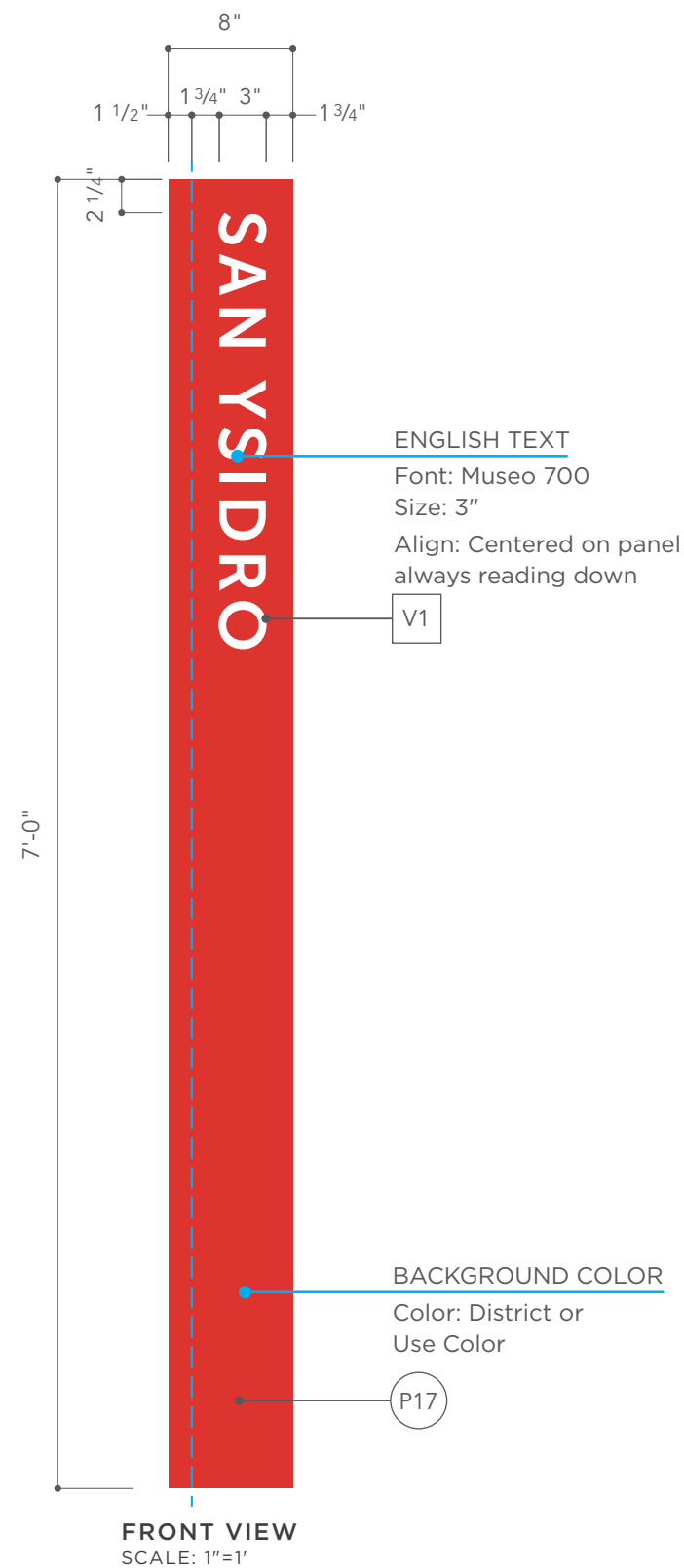


VARIATIONS

SCALE: 1/2"=1'



L3: LOCATION IDENTITY PANEL MEDIUM



FUNCTION: This panel is used to help identify destinations, districts, and transportation for pedestrians.

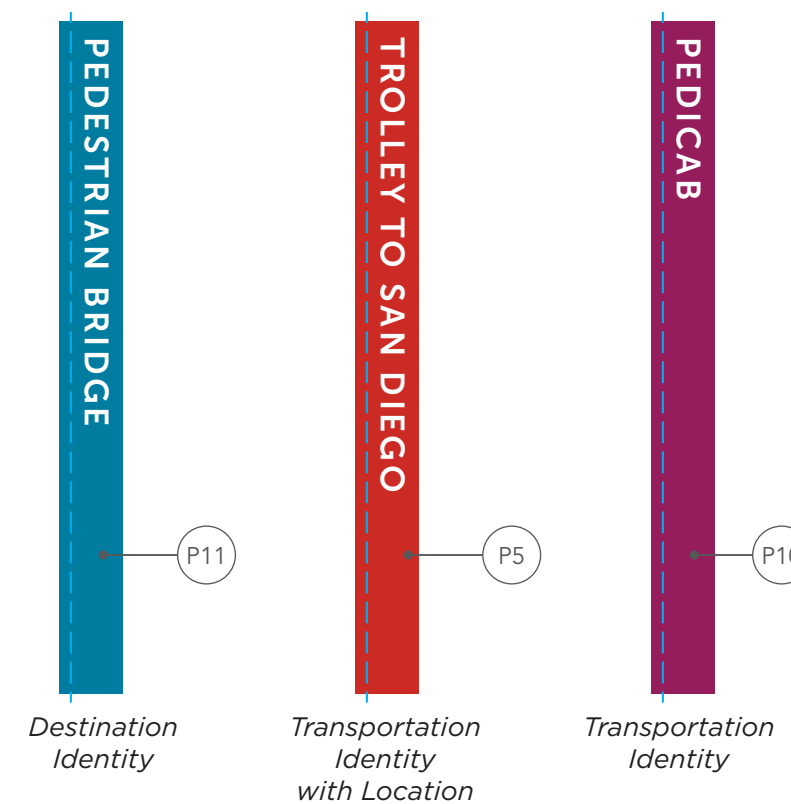
MESSAGING: Panel includes one destination, district, or transportation identity at 3" height. The type is oriented from top to bottom. Color is to match the destination color. Identical type layout should be used on both sides of the panel.

LEGIBILITY: The messaging on these panels is large enough to be visible from 65ft. Refer to the Contrast page for best legible typography.

FABRICATION: 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

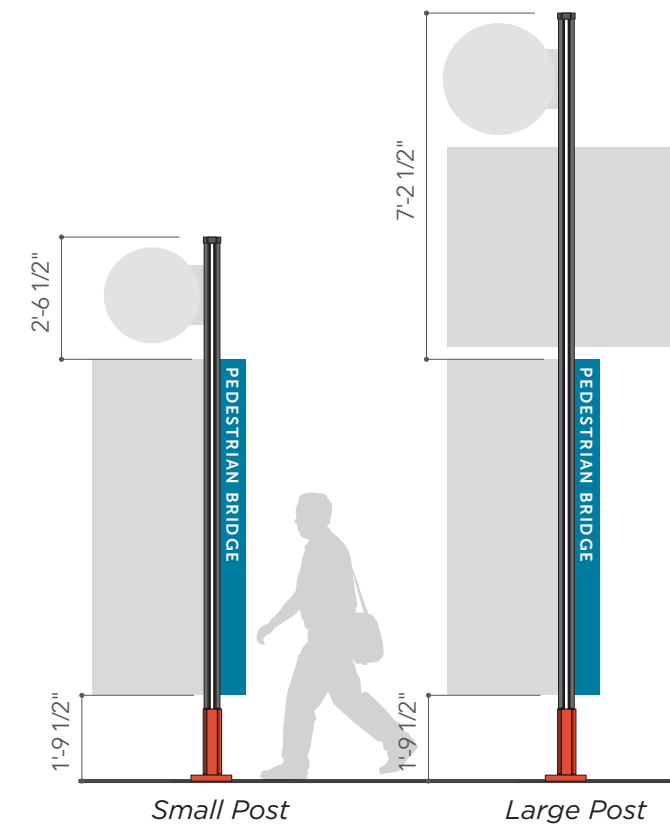
VARIATIONS

SCALE: 1/2"=1'

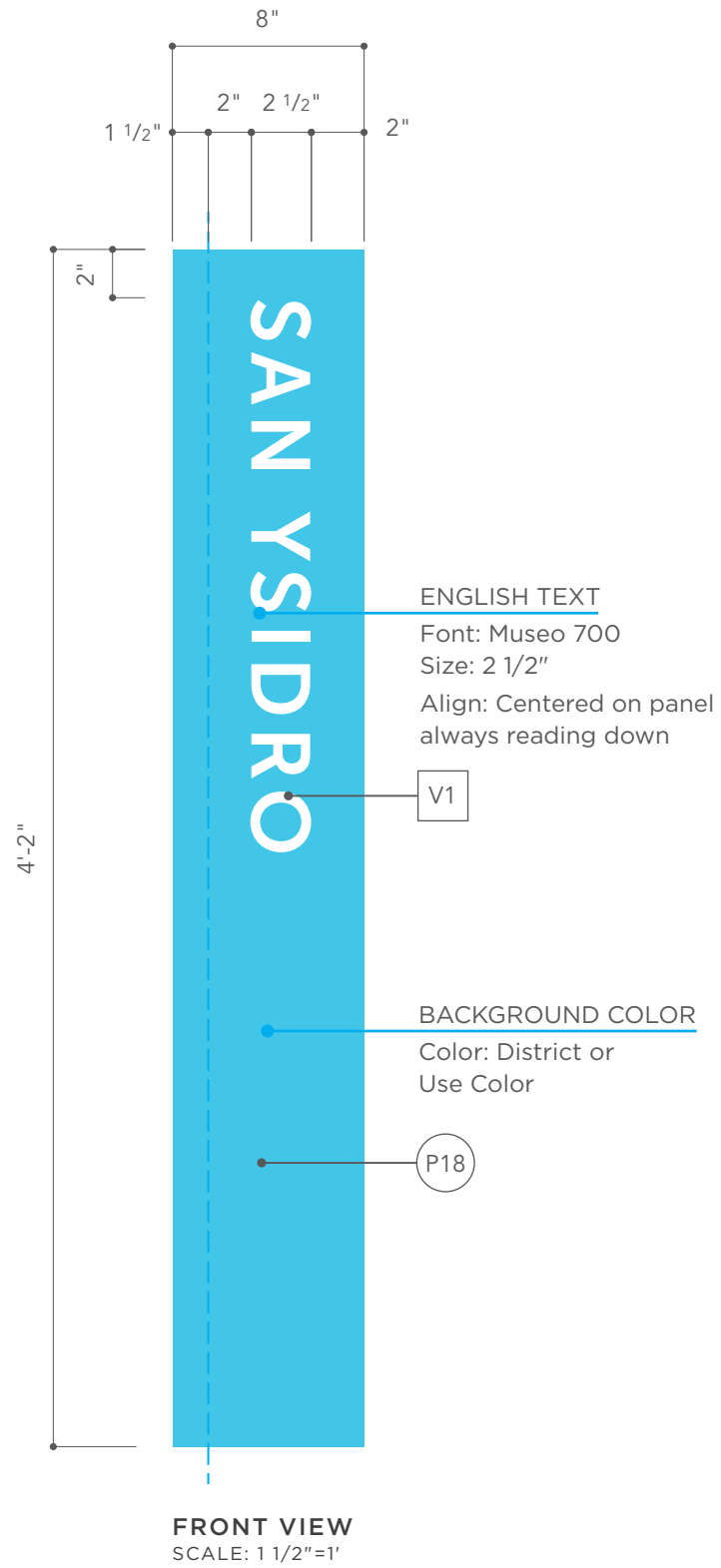


MOUNTING HEIGHTS

SCALE: 3/16"=1'



L4: LOCATION IDENTITY PANEL SMALL



FUNCTION: This panel is used to help identify destinations, districts, and transportation for pedestrians.

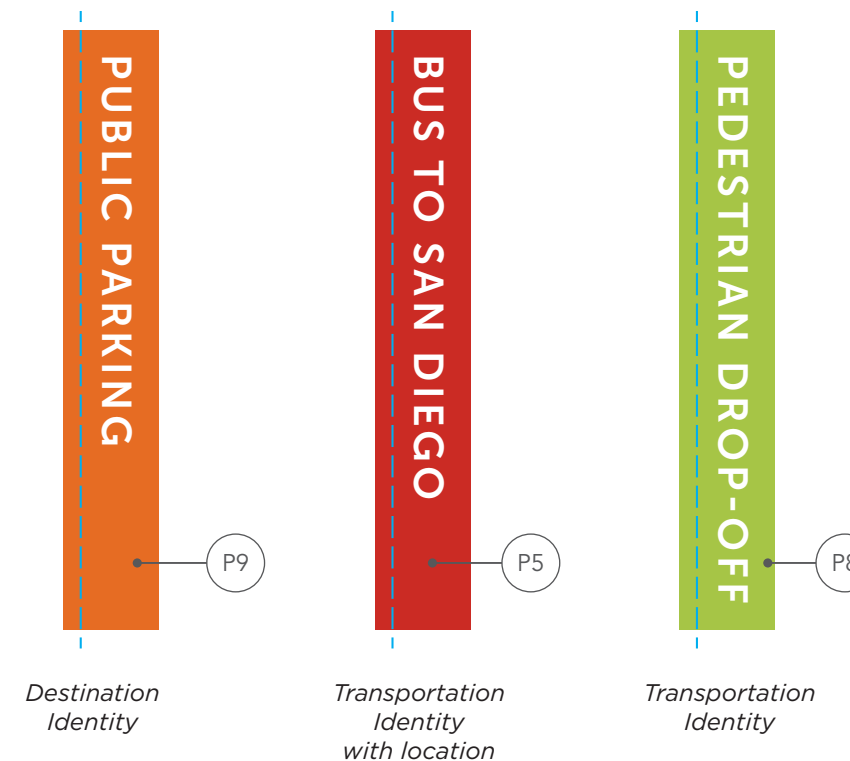
MESSAGING: Panel includes one destination, district, or transportation identity at 2 1/2" height. The type is oriented from top to bottom. Color is to match the destination color. Identical type layout should be used on both sides of the panel.

LEGIBILITY: The messaging on these panels is large enough to be visible from 65ft. Refer to the Contrast page for best legible typography.

FABRICATION: 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

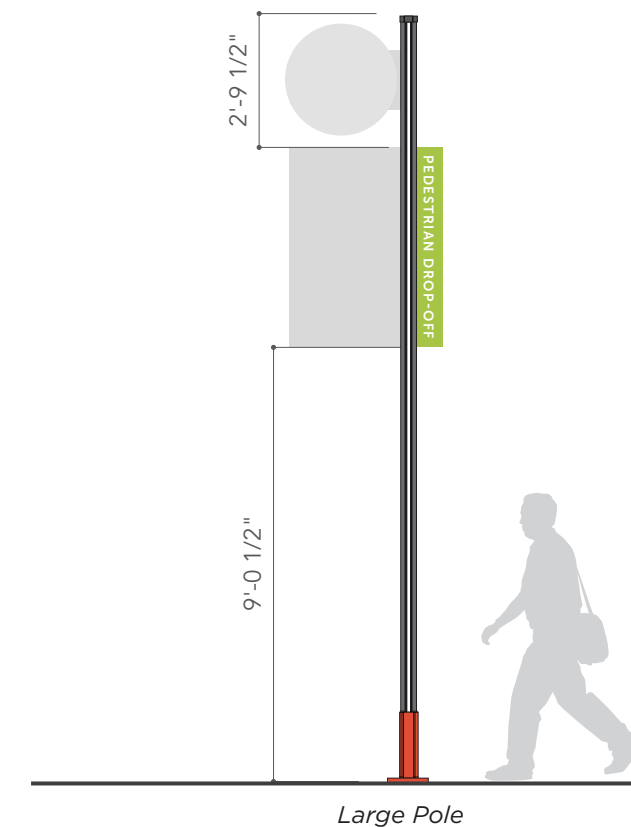
VARIATIONS

SCALE: 3/4"=1'

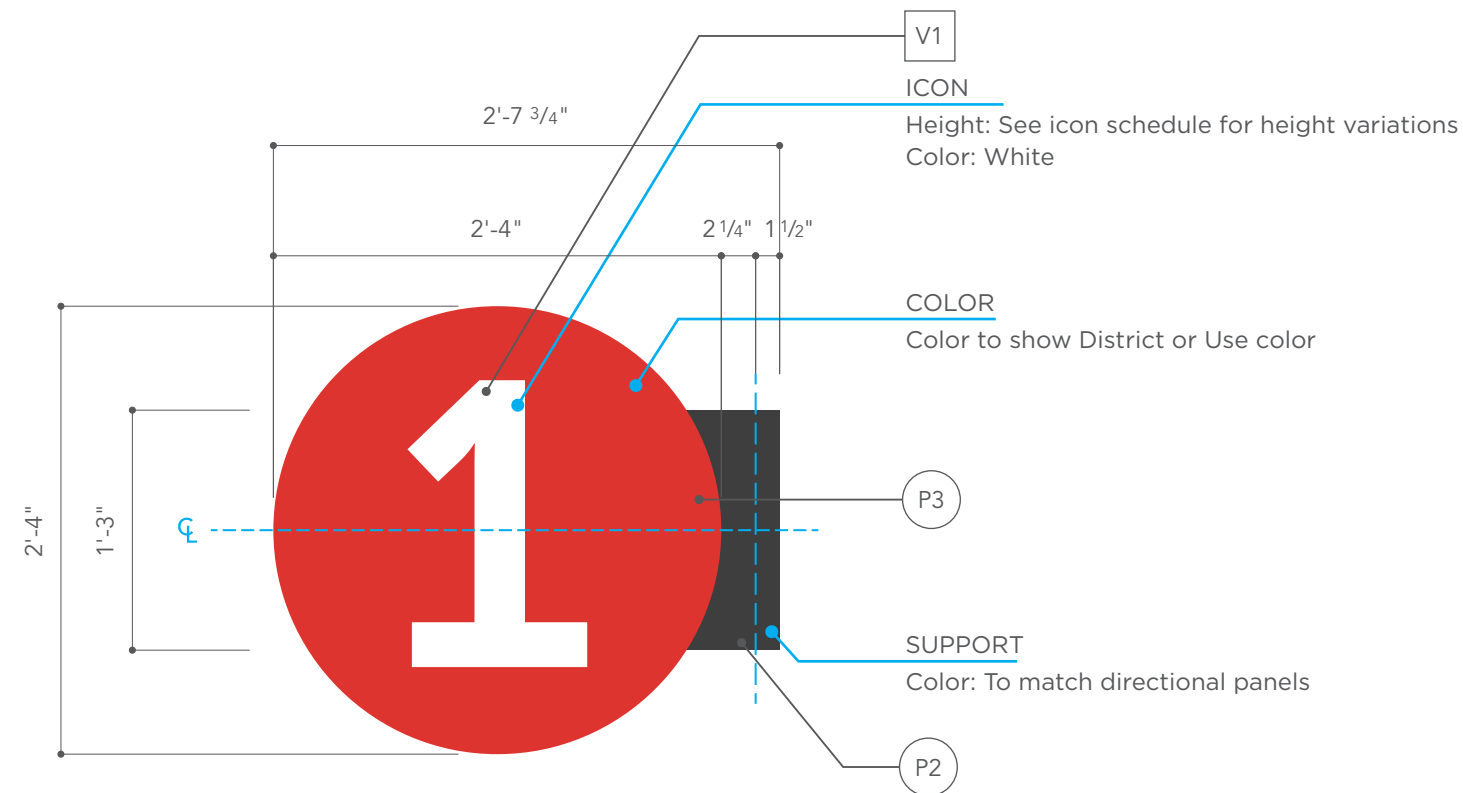


MOUNTING HEIGHTS

SCALE: 3/16"=1'



C1: CIRCULAR ICON PANEL LARGE



FRONT VIEW

SCALE: 1"=1'

Icon to be Port of Entry Identity
This is placeholder only
Shown for scale and design intent
final brand to be determined

VARIATIONS

SCALE: 3/4"=1'



San Ysidro Branding
This is placeholder only
Shown for scale and design intent
final brand to be determined



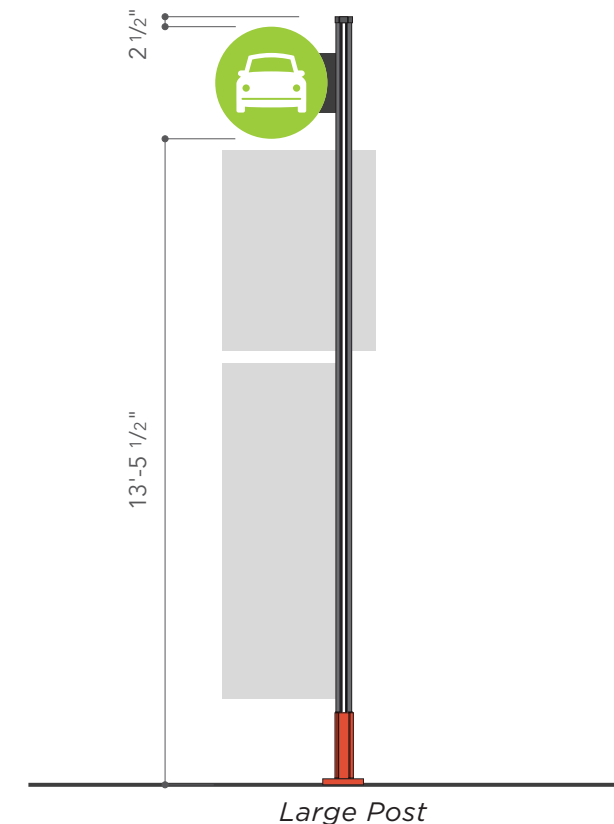
Parking Icon



Transportation Icon

MOUNTING HEIGHT

SCALE: 1/4"=1'



FUNCTION: This panel uses icons and color to help the user quickly identify the district, or transportation option.

MESSAGING: Panel includes the icon and the color of the district or transportation option.

LEGIBILITY: The size of the icon on the colored background gives it the greatest visibility.

FABRICATION: 1" deep fabricated painted aluminum supports. Circles to be 3" deep fabricated and painted aluminum cabinets with reflective vinyl and clear coat. Panels to be double sided.

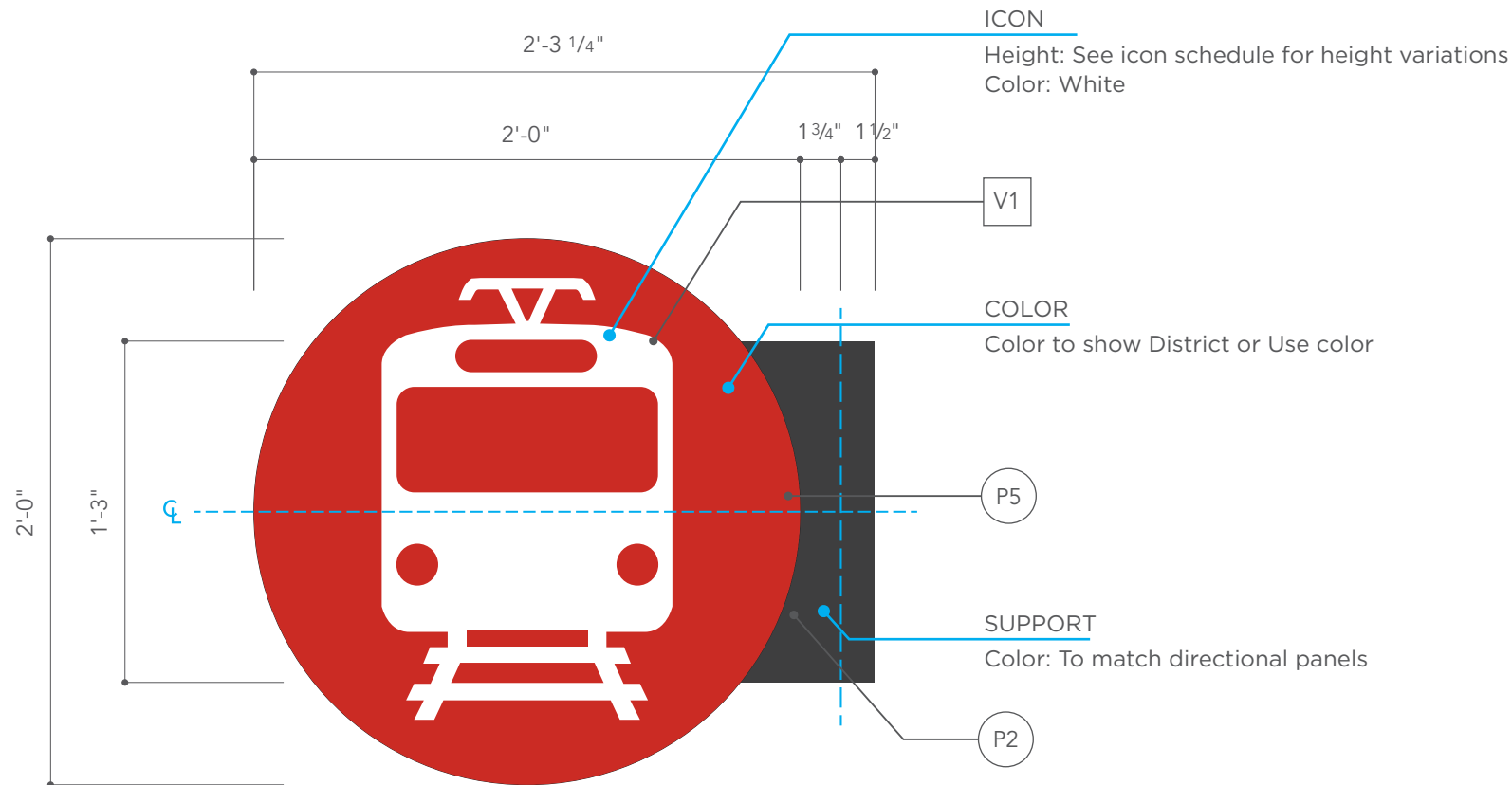
C2: CIRCULAR ICON PANEL SMALL

FUNCTION: This panel uses icons and color to help the user quickly identify the district, or transportation option.

MESSAGING: Panel includes the icon and the color of the district or transportation option.

LEGIBILITY: The size of the icon on the colored background gives it the greatest visibility.

FABRICATION: 1" deep fabricated painted aluminum supports. Circles to be 3" deep fabricated and painted aluminum cabinets with reflective vinyl and clear coat. Panels to be double sided.



FRONT VIEW
SCALE: 1 1/2"=1'

VARIATIONS

SCALE: 3/4"=1'



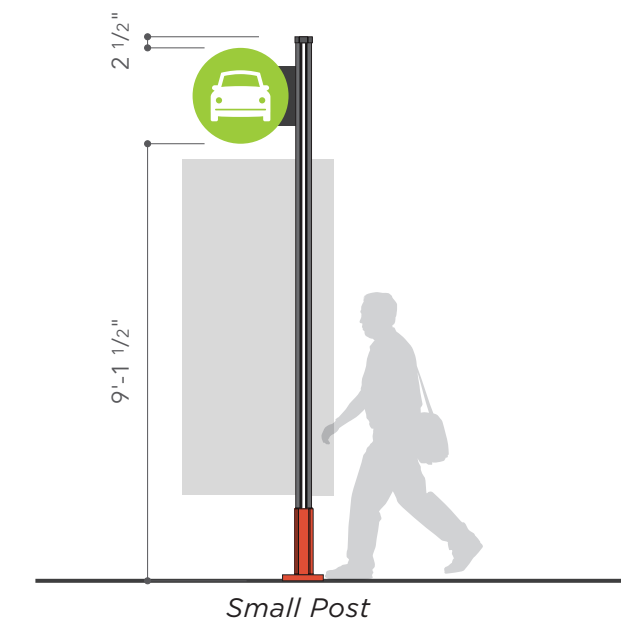
San Ysidro Branding
This is placeholder only
Shown for scale and design intent
final brand to be determined



Transportation Icon

MOUNTING HEIGHT

SCALE: 1/4"=1'



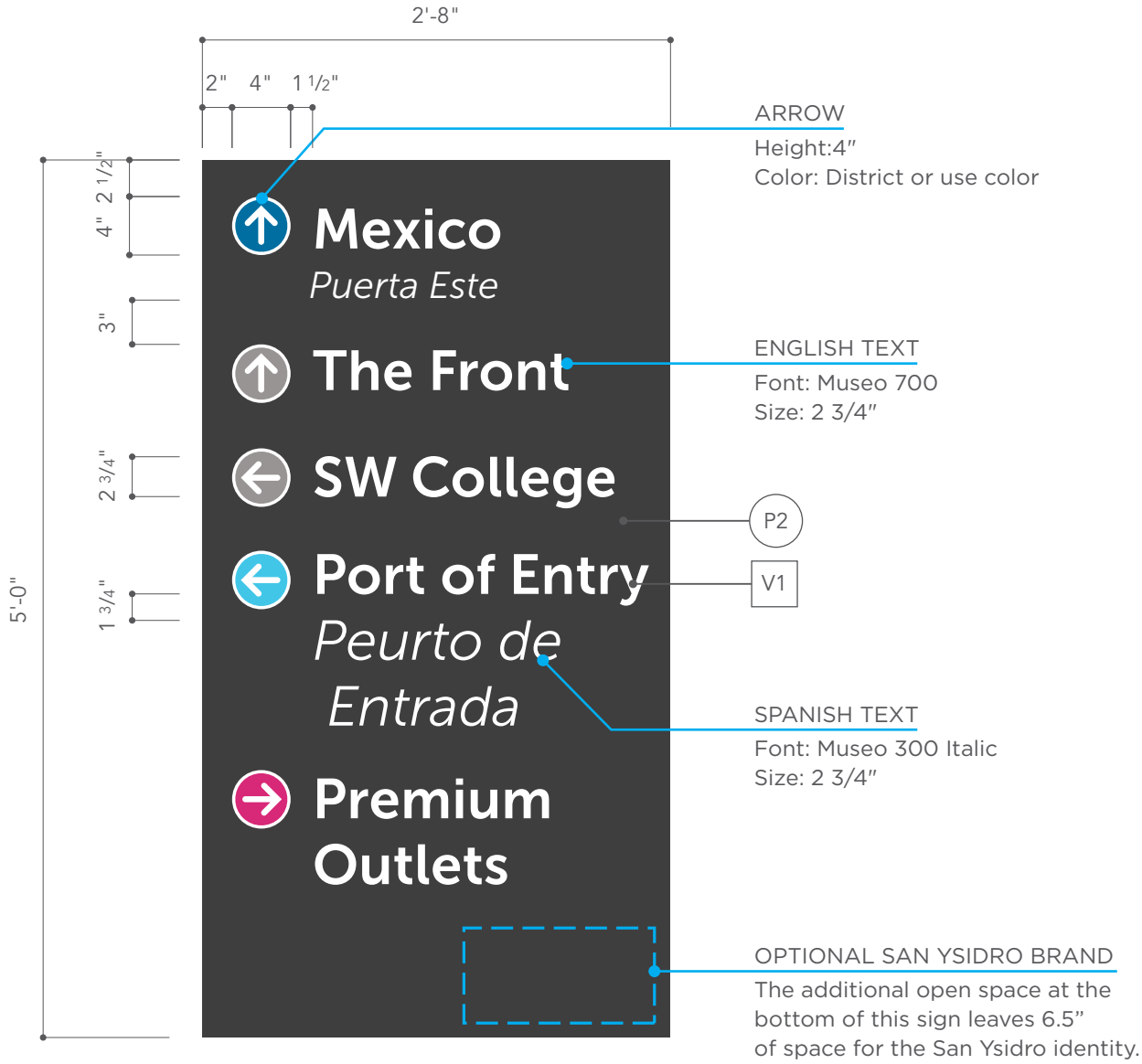
VD1: VEHICULAR DIRECTIONAL PANEL LARGE

FUNCTION: Panel is use for directional information for vehicles.

MESSAGING: Panel can include up to 5 destinations and can be bilingual. The arrows are 4" in height and will be colored to match the destination.

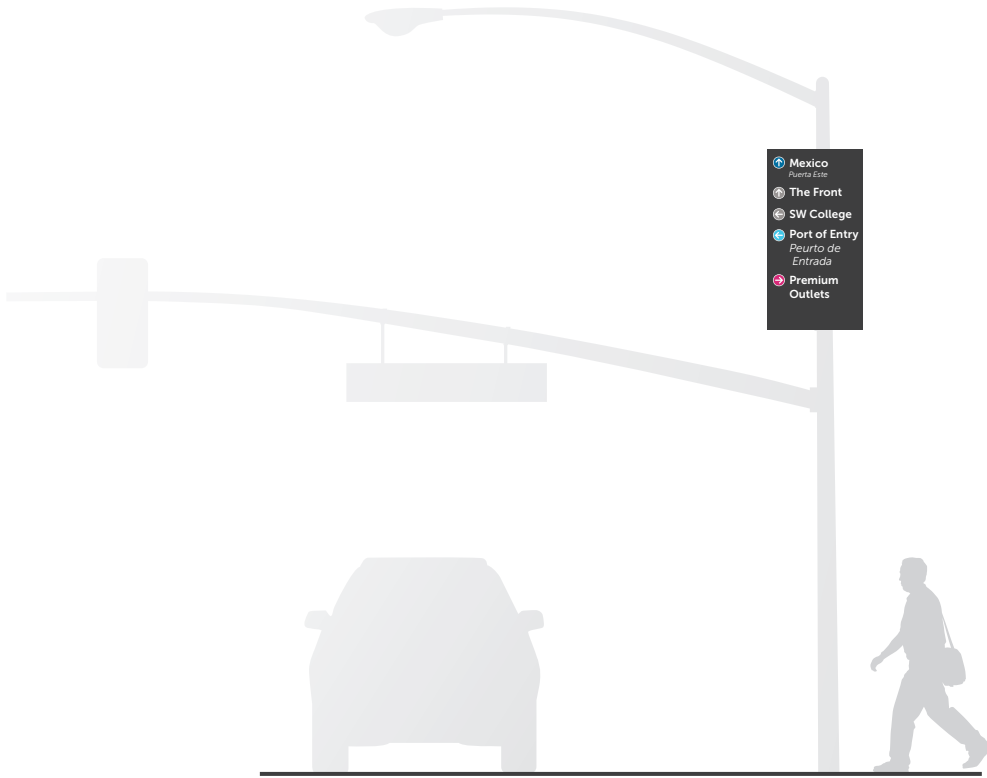
LEGIBILITY: The is large enough to be visible from 65ft. The stark contrast of the white messaging on the dark background offers the strongest level of legibility. This panel may also have reflective paint for messaging for maximum legibility at night.

FABRICATION: 3/16" thk, aluminum panels to be painted and have applied reflective vinyl with clear coat. Panels to be single sided with backs painted to match face.



MOUNTING HEIGHTS

SCALE: 3/16"=1'



VD2: VEHICULAR DIRECTIONAL PANEL MEDIUM

FUNCTION: Panel is use for directional information for vehicles.

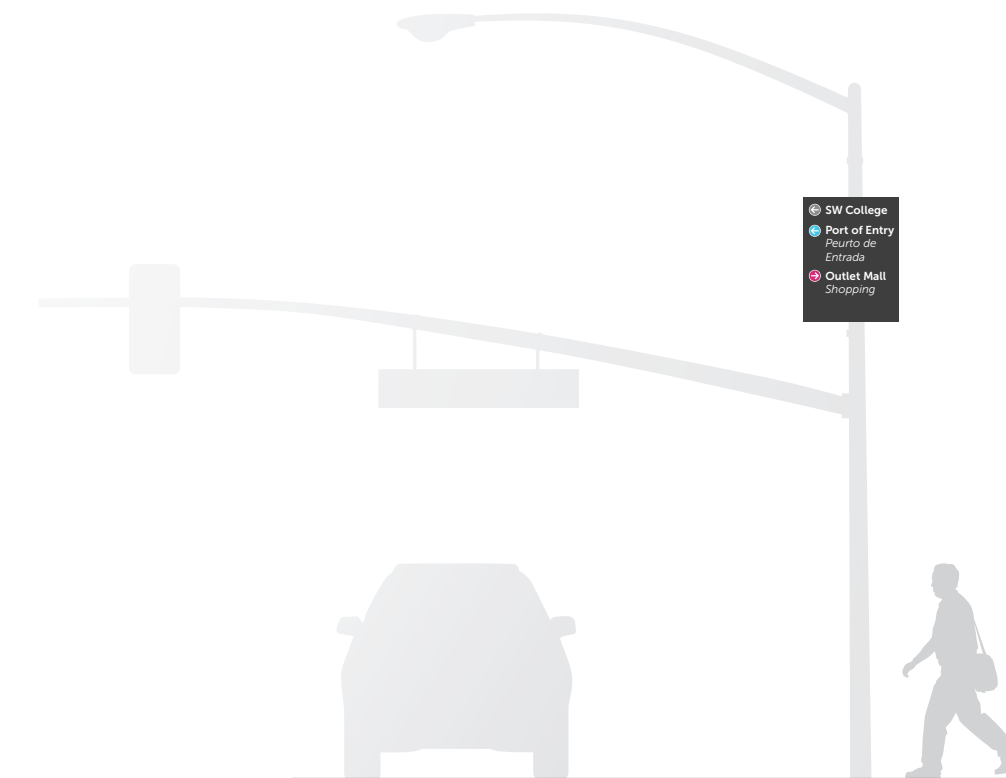
MESSAGING: Panel can include up to 3 destinations and can be bilingual. The arrows are 4" in height and will be colored to match the destination.

LEGIBILITY: The is large enough to be visible from 65ft. The stark contrast of the white messaging on the dark background offers the strongest level of legibility. This panel may also have reflective paint for messaging for maximum legibility at night.

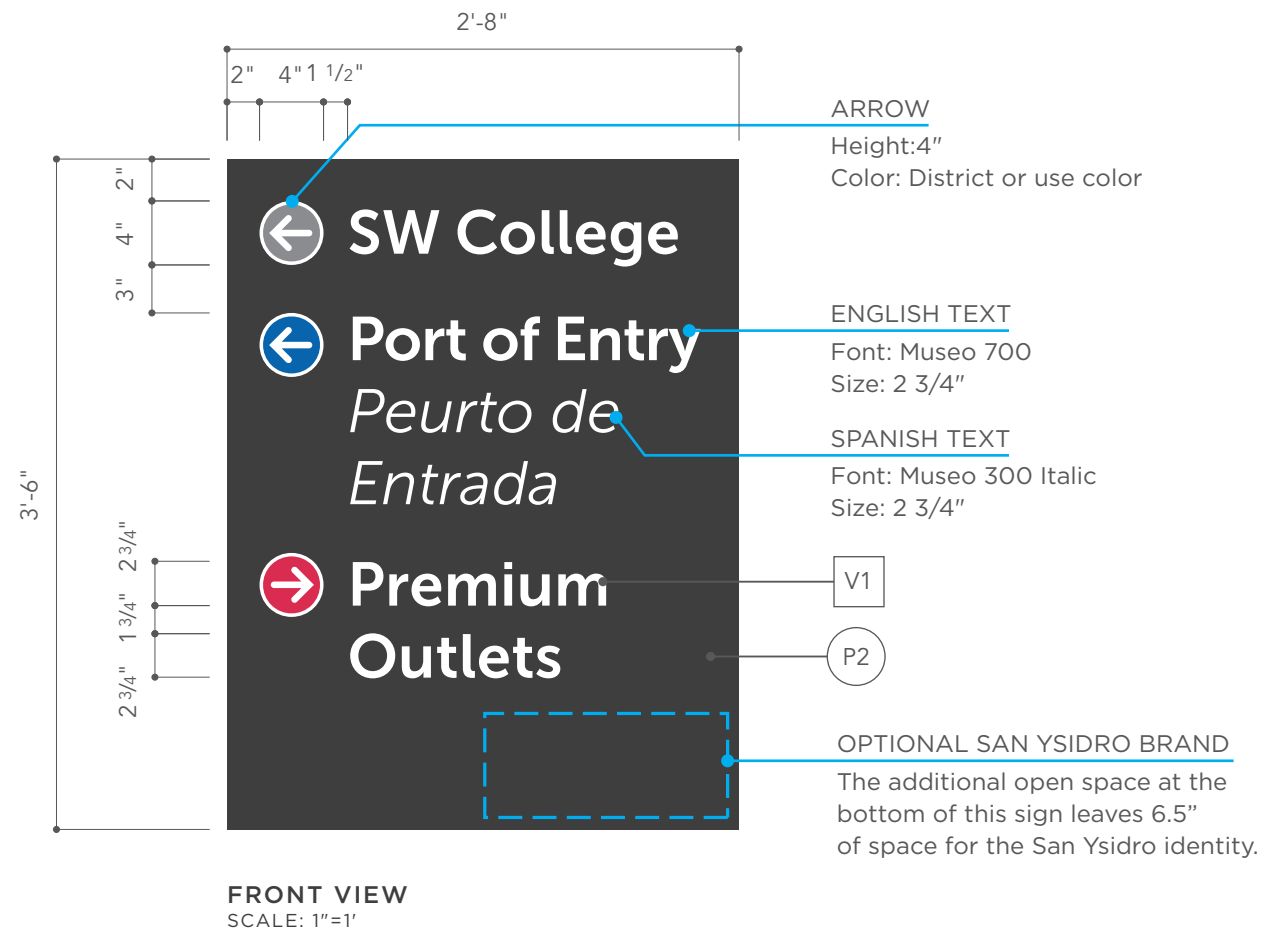
FABRICATION: 3/16" thick aluminum panels to be painted and have applied reflective vinyl with clear coat. Panels to be single sided with backs painted to match face.

MOUNTING HEIGHTS

SCALE: 3/16"=1'



Existing On-Site Poles



VD3: VEHICULAR DIRECTIONAL PANEL SMALL

FUNCTION: Panel is use for directional information for vehicles.

MESSAGING: Panel can include up to 1 destination and can be bilingual. The arrow is 6" in height and will be colored to match the destination.

LEGIBILITY: The is large enough to be visible from 65ft. The stark contrast of the white messaging on the dark background offers the strongest level of legibility. This panel may also have reflective paint for messaging for maximum legibility at night.

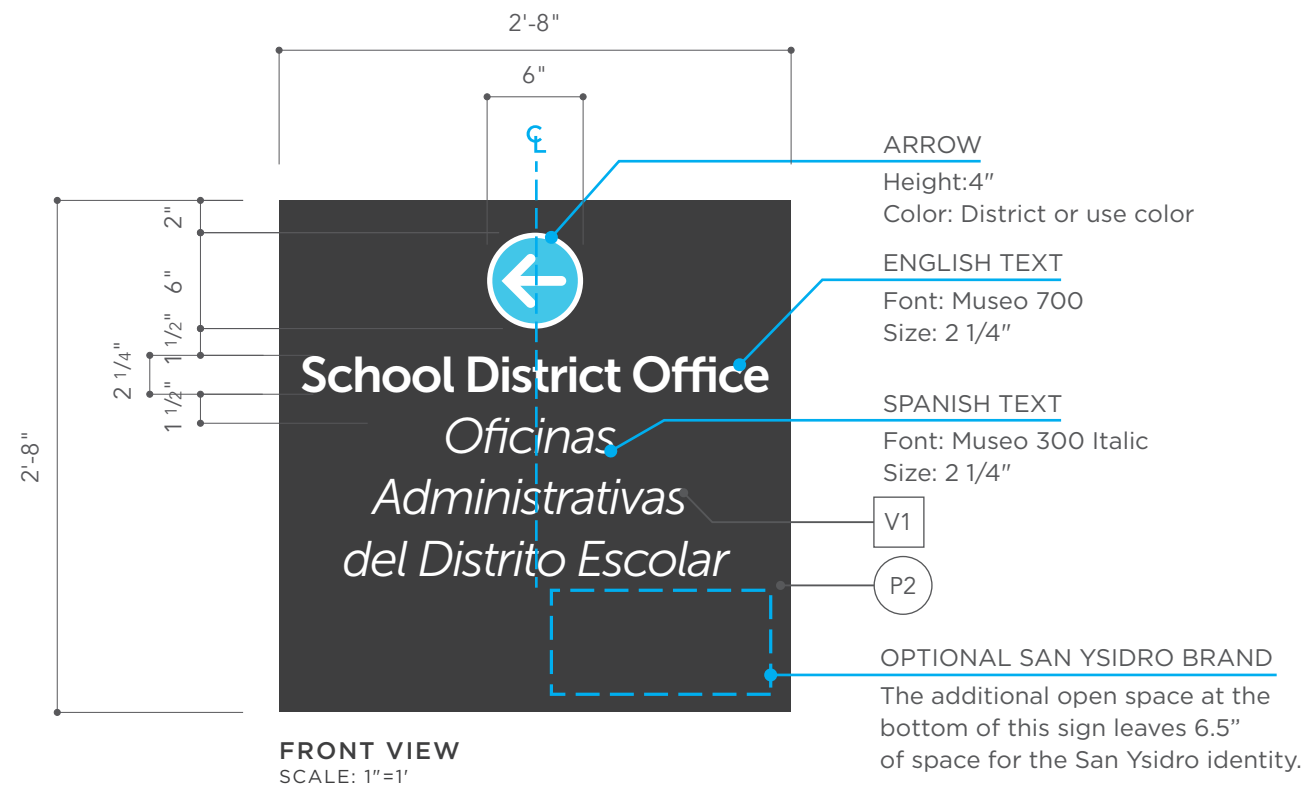
FABRICATION: 3/16" thick aluminum panels to be painted and have applied reflective vinyl with clear coat. Panels to be single sided with backs painted to match face.

MOUNTING HEIGHTS

SCALE: 3/16"=1'



Existing On-Site Poles



PD1: PEDESTRIAN DIRECTIONAL PANEL LARGE

FUNCTION: Panel is use for directional information for pedestrians.

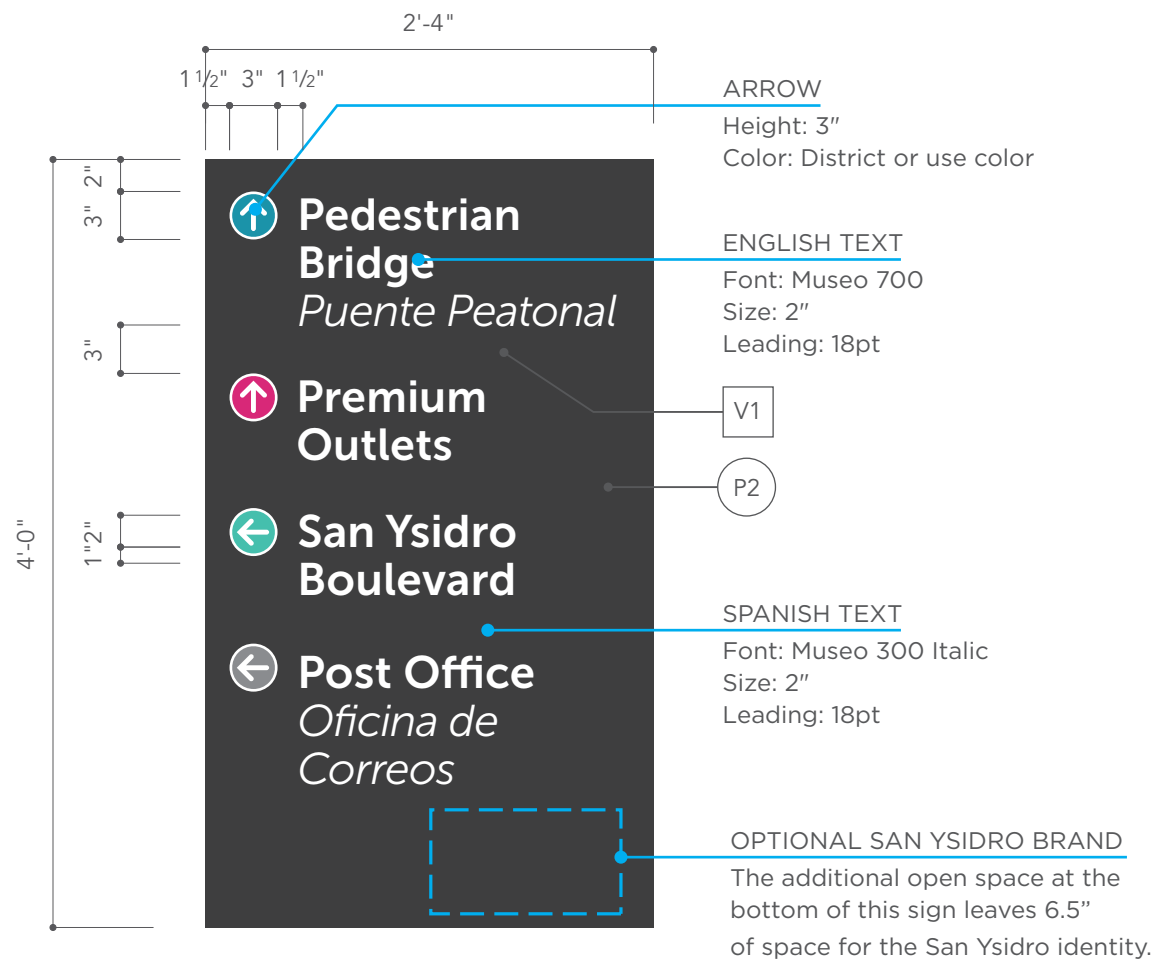
MESSAGING: Panel can include up to 4 destinations and can be bilingual. The arrows are 3" in height and will be colored to match the destination.

LEGIBILITY: The is large enough to be visible from 65ft. The stark contrast of the white messaging on the dark background offers the strongest level of legibility. This panel may also have reflective paint for messaging for maximum legibility at night.

FABRICATION: 3/16" thick aluminum panels to be painted and have applied reflective vinyl with clear coat. Panels to be single sided with backs painted to match face.

MOUNTING HEIGHTS

SCALE: 3/8"=1'



PD2: PEDESTRIAN DIRECTIONAL PANEL MEDIUM

FUNCTION: Panel is use for directional information for pedestrians.

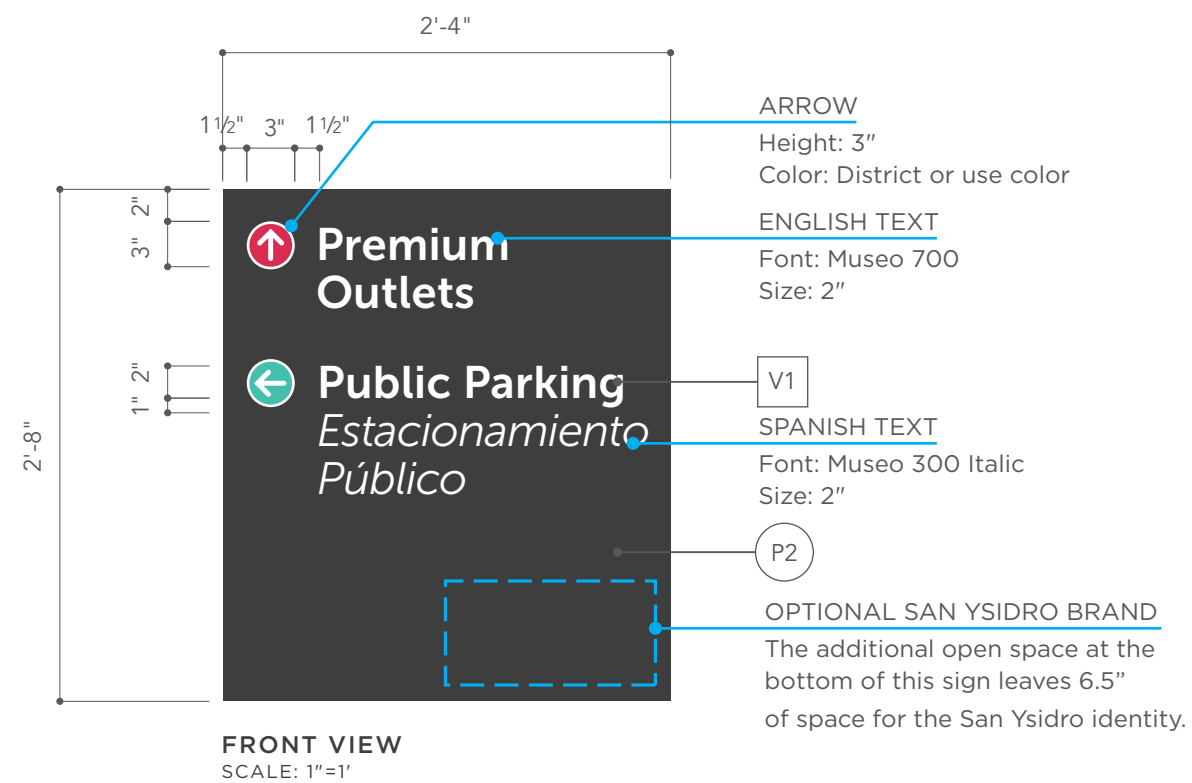
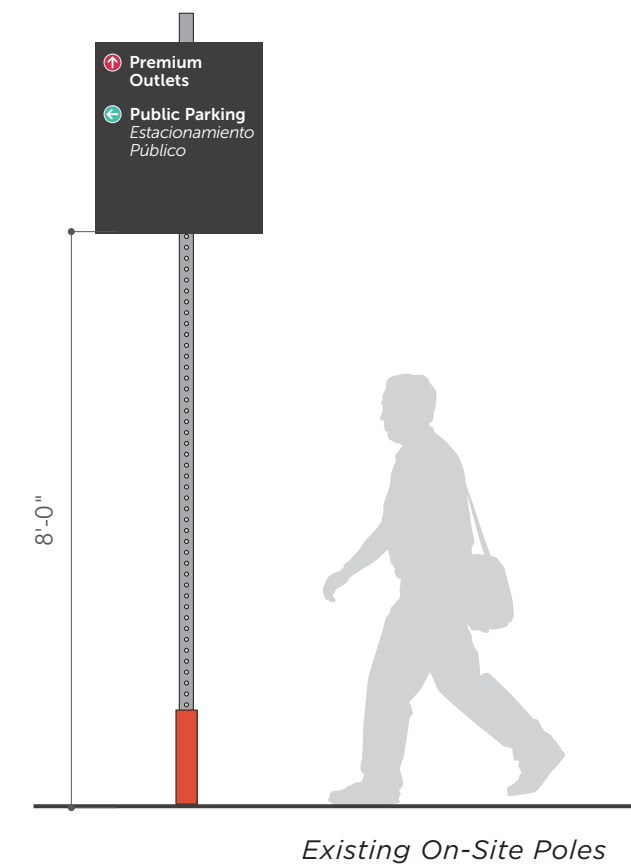
MESSAGING: Panel can include up to 2 destinations and can be bilingual. The arrows are 3" in height and will be colored to match the destination.

LEGIBILITY: The is large enough to be visible from 65ft. The stark contrast of the white messaging on the dark background offers the strongest level of legibility. This panel may also have reflective paint for messaging for maximum legibility at night.

FABRICATION: 3/16" thick aluminum panels to be painted and have applied reflective vinyl with clear coat. Panels to be single sided with backs painted to match face.

MOUNTING HEIGHTS

SCALE: 3/8"=1'



PD3: PEDESTRIAN DIRECTIONAL PANEL SMALL

FUNCTION: Panel is use for directional information for pedestrians.

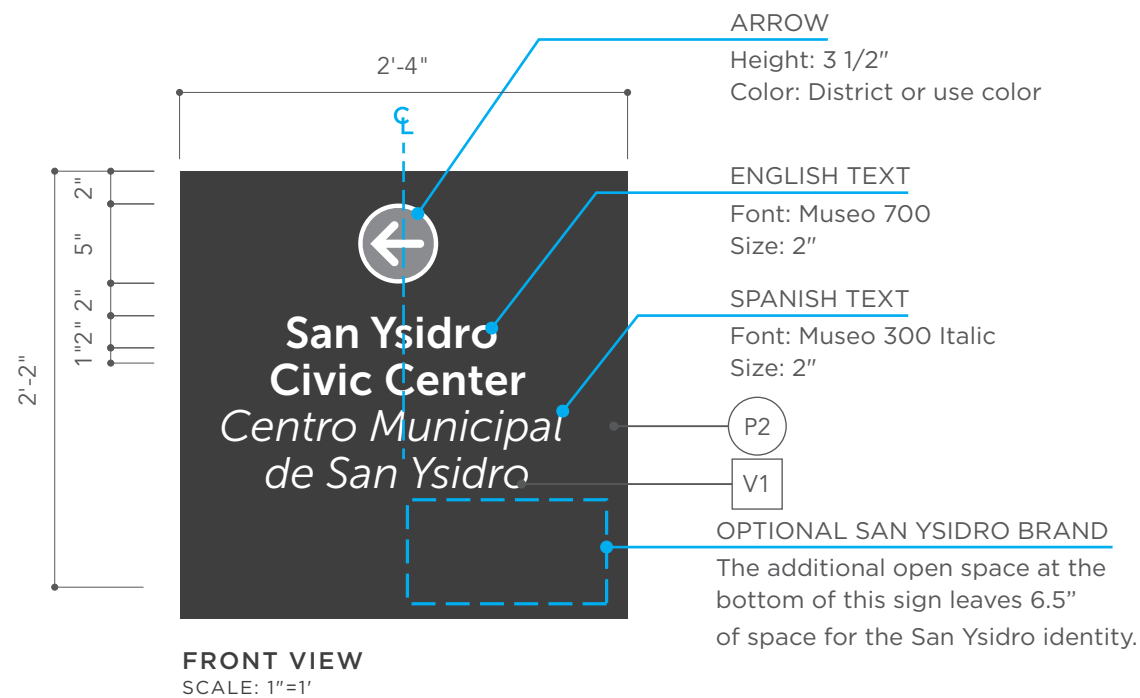
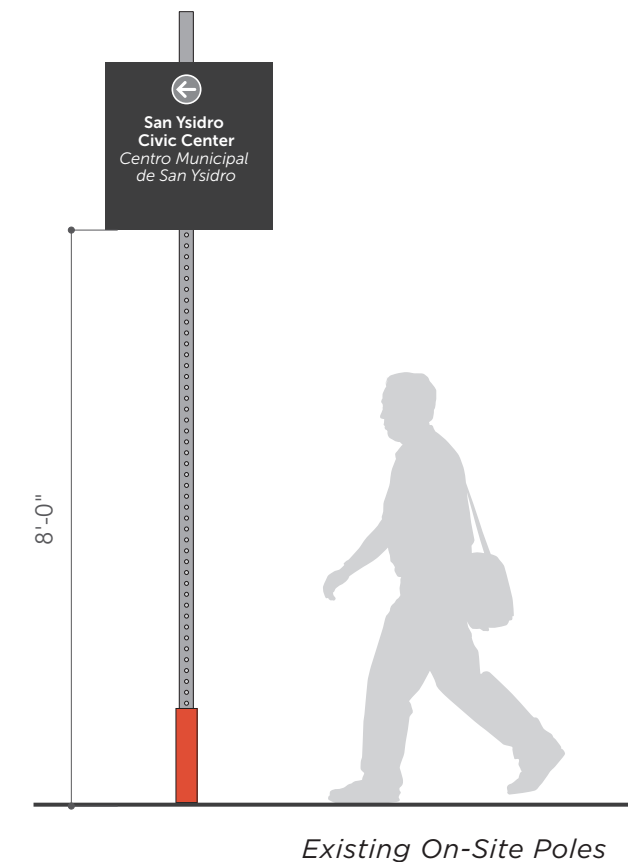
MESSAGING: Panel can include up to 1 destination and can be bilingual. The arrow is 5" in height and will be colored to match the destination.

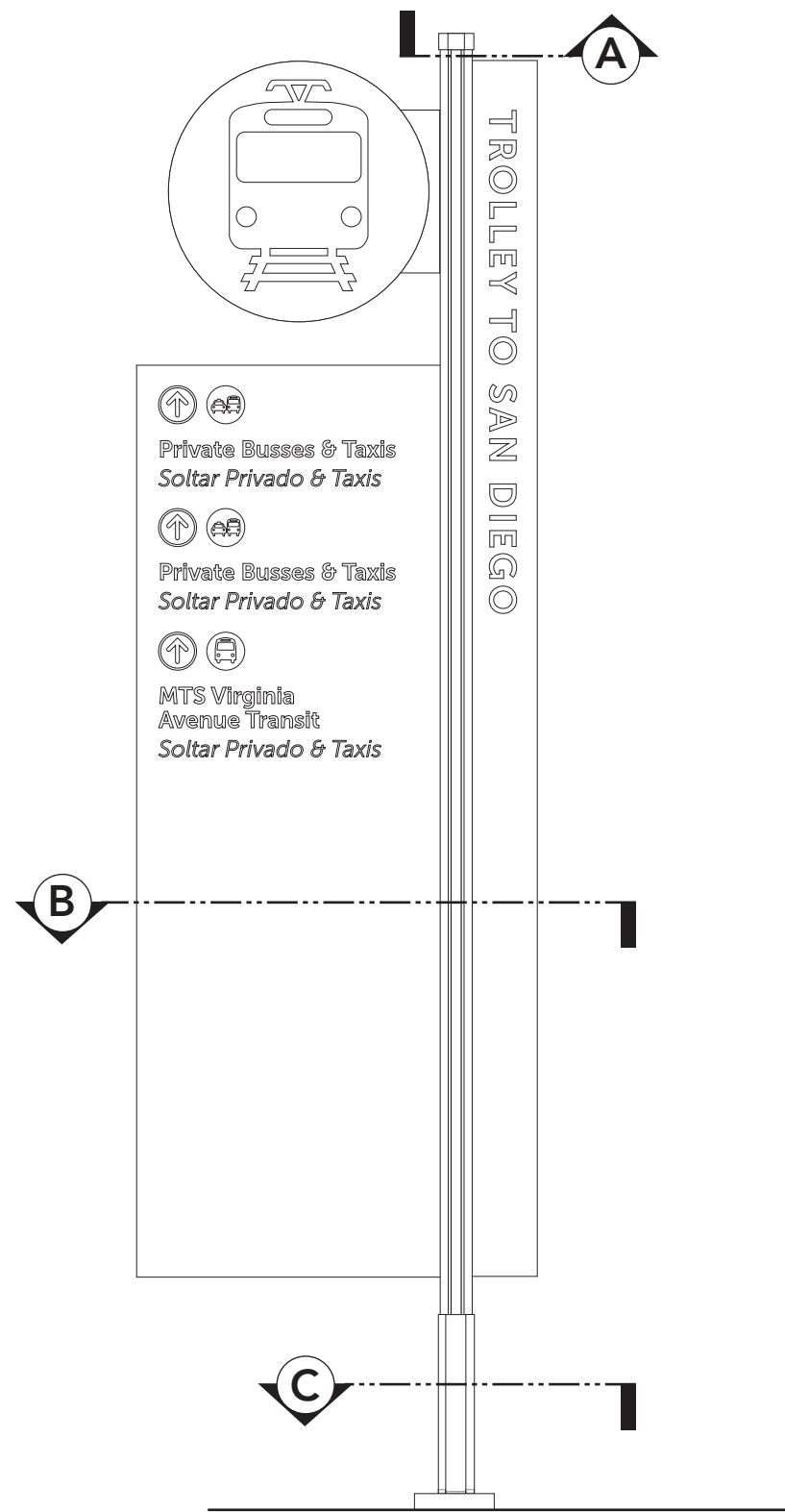
LEGIBILITY: The is large enough to be visible from 65ft. The stark contrast of the white messaging on the dark background offers the strongest level of legibility. This panel may also have reflective paint for messaging for maximum legibility at night.

FABRICATION: 3/16" thick aluminum panels to be painted and have applied reflective vinyl with clear coat. Panels to be single sided with backs painted to match face.

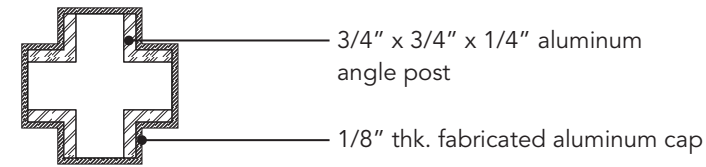
MOUNTING HEIGHTS

SCALE: 3/8"=1'

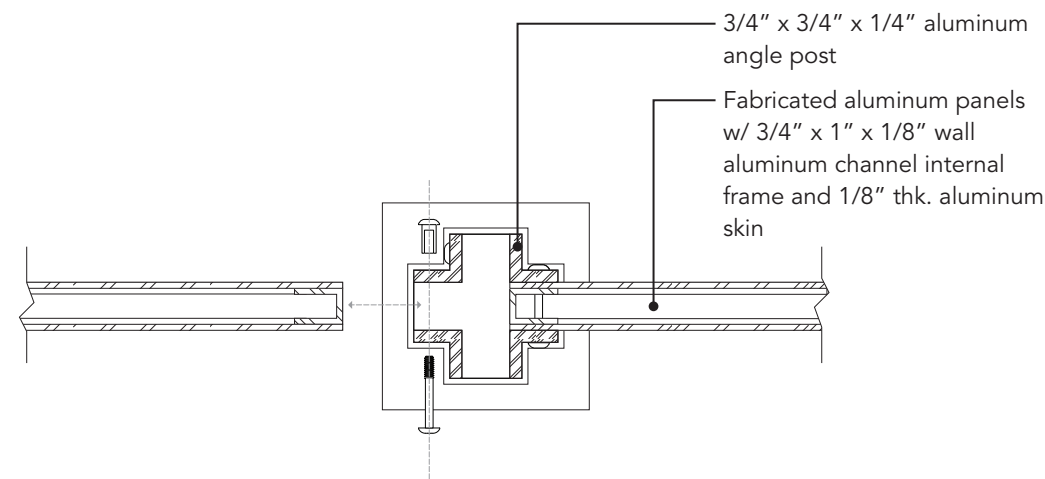




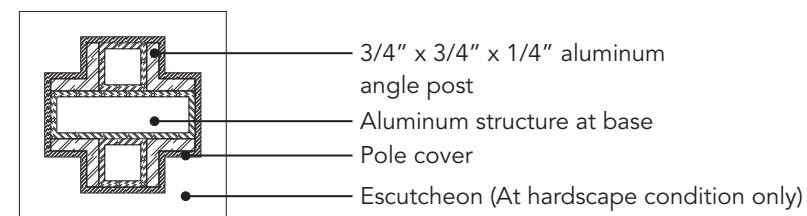
1 Typical Front View
Scale: 1/2" = 1'-0"



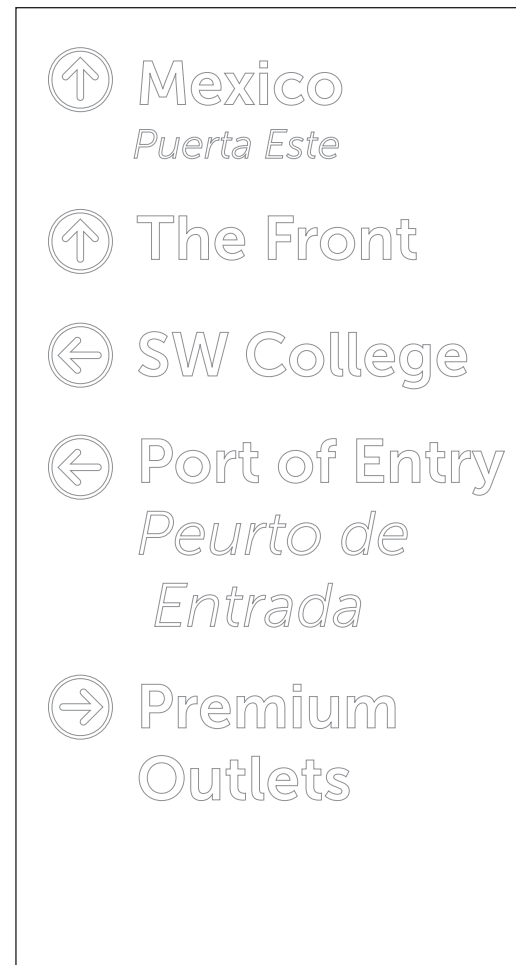
A Section
Scale: 3" = 1'-0"



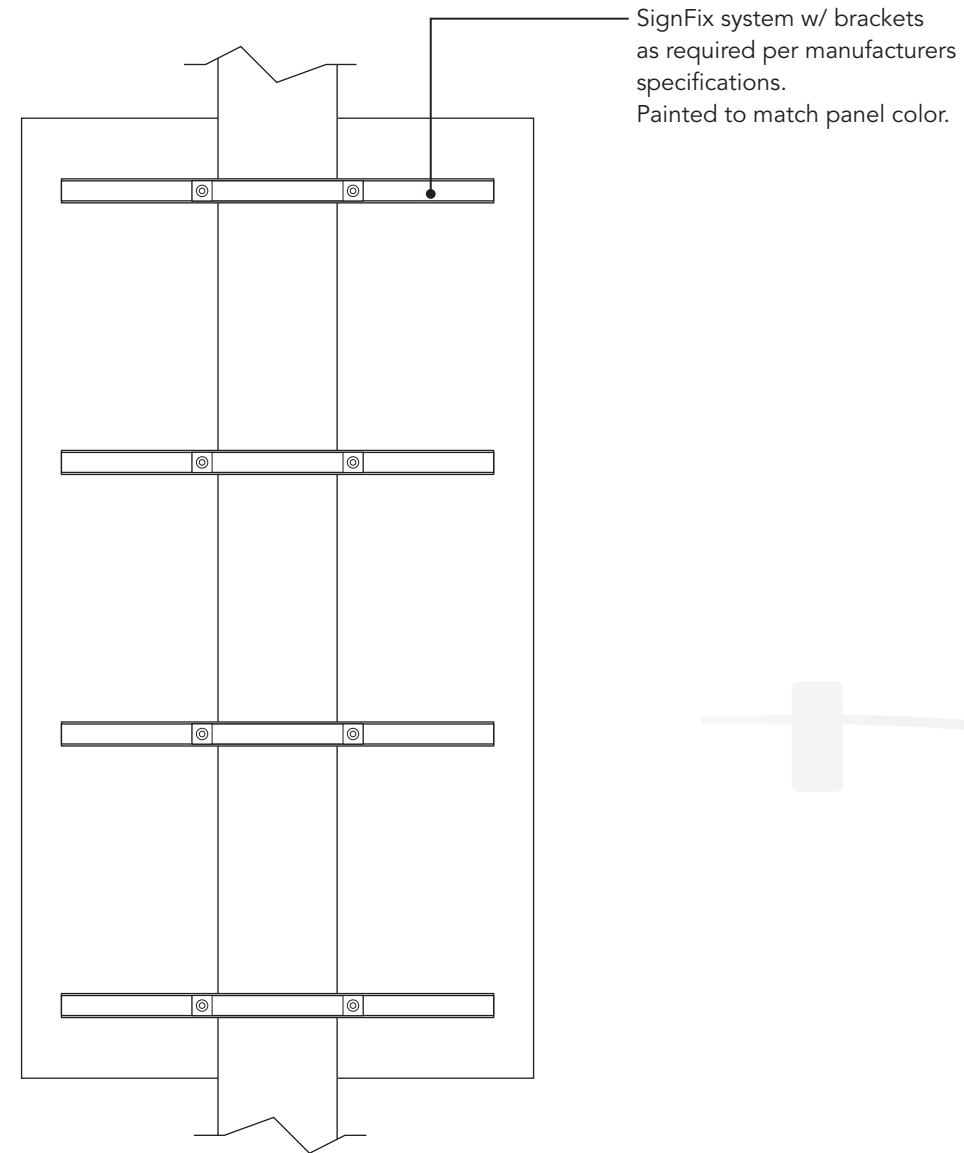
B Section
Scale: 3" = 1'-0"



C Section
Scale: 3" = 1'-0"



1 Typical Front View
Scale: 1" = 1'-0"



2 Typical Back View
Scale: 1" = 1'-0"



ENGLISH	SPANISH
Premium Outlets	No Translation Needed
Parking for Pedestrian Border Crossing	Estacionamiento Para Peatones Cruzando la Frontera
Parking	Estacionamiento
Port of Entry	Puerto de Entrada
Drop-Off	Descargo de Pasajeros
Bus	Autobús
SW College	No Translation Needed
San Diego	No Translation Needed
Swap Meet	Tianguis
Our Lady of Mt Carmel	Nuestra Señora de Mt Carmel
Larsen Park	Parque Larsen
San Ysidro Boulevard	No Translation Needed
Outlet Shopping	Tiendas 8 Menudeo
West Pedestrian Facility	Instalación Peatonal Oeste
East Pedestrian Facility	Instalación Peatonal Este
Post Office	Oficina de Correos
Adult School	Escuela para Adultos
School District Office	Oficinas Administrativas del Distrito Escolar
Vista Terrace Pool	Alberca de Vista Terraza
Tijuana River Valley Regional Park	Parque Regional Valle del Rio Tijuana
Historic Library	Biblioteca Historica
San Ysidro Civic Center	Centro Municipal de San Ysidro
The Front	No Translation Needed
Fire Department	Estación de Bomberos
To Mexico	No Translation Needed
Virginia Ave Transit Center	Centro de Transito Avenida Virginia
San Ysidro Transit Center	Centro de Transito San Ysidro
Private Buses	Autobus Privado
Main Pedestrian Building	Edificio Principal Peatonal
Taxis	No Translation Needed
Pedi-Cab	Bici-Taxi
Public Parking	Estacionamiento Público
Community Park	Parque Comunitario
Pedestrian Bridge	Puente Peatonal
Trolley	Tranvía
Private Buses and Taxi	Autobúses Privados y Taxis

SECTION 5

ADDITIONAL DESIGN RECOMMENDATIONS

Based on the community input from the November email survey and the December 7th Workshop, several new design interventions have been identified. The following pages outline a set of eight recommendations with precedents from existing projects. Images provide a reference point for future development and next steps.

Creating a consistent identity and brand for San Ysidro is for visitors to identify the neighborhood. Development of the brand is also a great way to emphasize the connectivity of the place.

The San Ysidro brand is the collection of memories your guests take away from their experiences with the project. This understanding of the brand is especially profound in the built environment, the sense of place is what compels both visitors and tenants.

The San Ysidro logo symbolizes your brand in a visual element that distills a broader range of ideas. It communicates your name. It becomes shorthand for a much larger set of experiences and memories.



Option 1



Option 2



Option 3



Option 4



Option 5



Option 6



Option 7



Option 8

SAN YSIDRO GATEWAY

An iconic destination such as San Ysidro should have an identity monument that is just as iconic. The following are references of different neighborhood gateways existing in the city of San Diego.



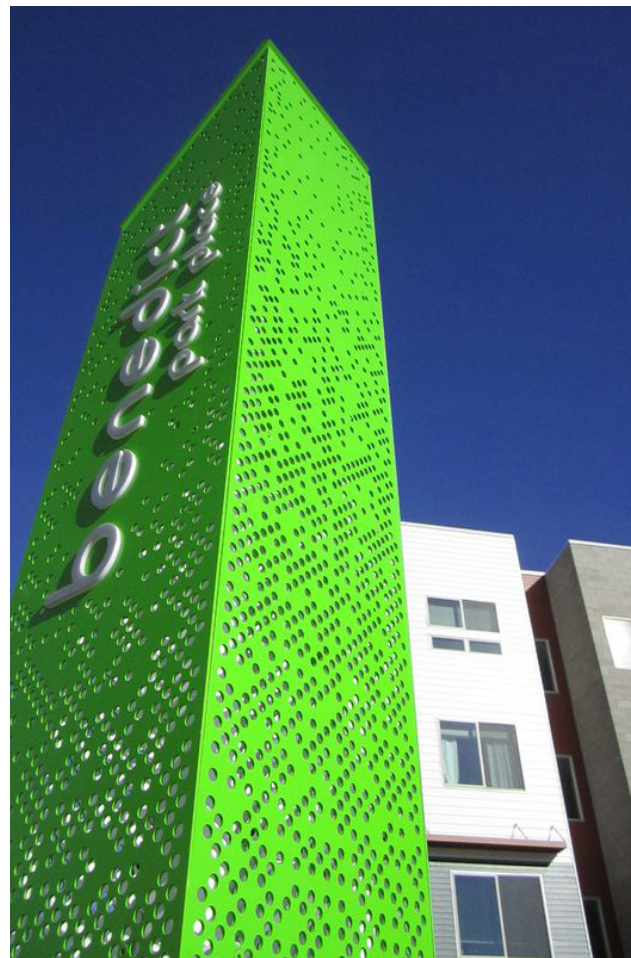
PHOTO OPPORTUNITY

Sculptural elements can be used to help frame a specific view or create a backdrop for visitors photos. These photographs, shared over social media will bring pride to the residents and visitors of San Ysidro.



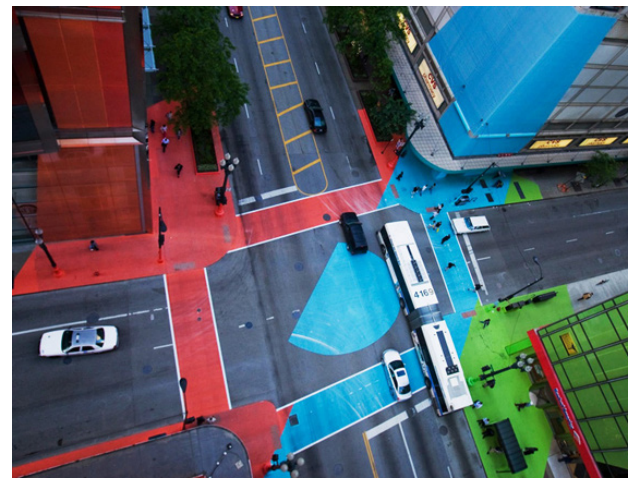
LANTERN ELEMENTS

Lanterns are an excellent way to illuminate the space at night in an aesthetically pleasing way. Lanterns can be used for navigation, meeting points or places to rest.



CROSSWALKS

We learned from the workshop that crosswalks are invaluable to San Ysidro. Decorating crosswalks in new and unique ways will brighten up San Ysidro, and also provide artistic and safe places to cross the streets.



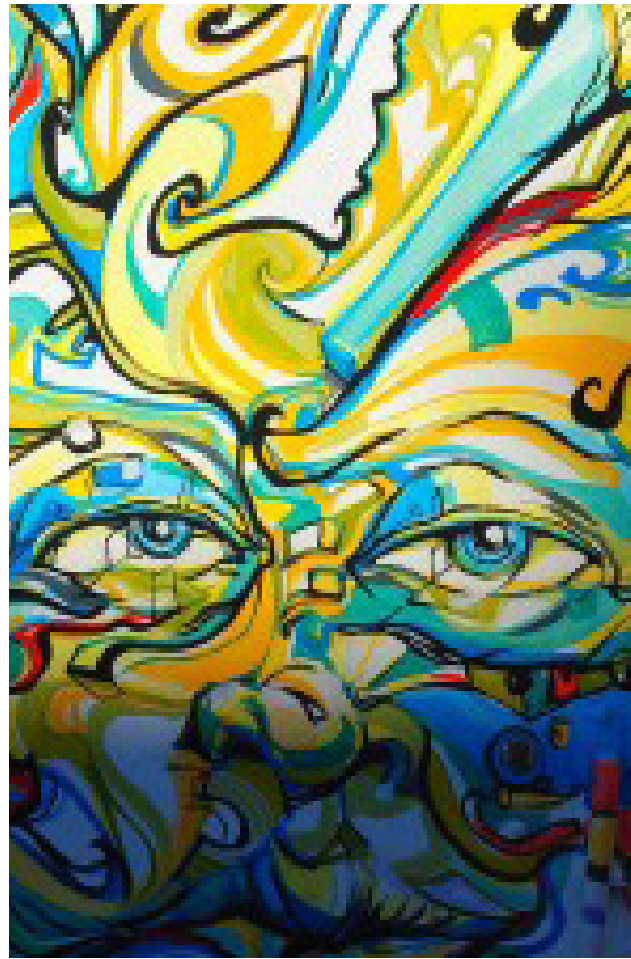
FURNITURE

Having a place to rest is important in the chaos of San Ysidro, especially at the border crossing. Seating also helps the visitors linger and want to stay longer and experience San Ysidro.



BANNERS

Banners are an excellent and inexpensive way to express the branding of San Ysidro. Banners can help brighten up the area, enhance destinations, and provide a nice consistent visual through all the street clutter. RSM recommends using local street artists to develop visuals for the banners.



SCULPTURE

Sculptures create landmarks, meeting points, photo opportunities, and can be used to help enhance the San Ysidro brand. Sculptures can elevate the visual experience in San Ysidro by creating a beautiful moment for visitors to enjoy.



THANK YOU

This package was developed by GSA www.gsa.gov
and RSM Design www.rsmdesign.com

