

PYRAMID HILL SCULPTURE PARK

Comprehensive Wayfinding System

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GRD 356 Identity Design
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Mount St. Joseph University, Cincinnati, OH

IDENTITY SYSTEM

A brand re-design project for Pyramid Hill Sculpture Park + Museum including a new brand mark and identity system. The brand exploration incorporates a simple aesthetic that infuses the concept of art, nature, and history. The color palette evolved from personal photographs taken while visiting the park, and include elements of the natural landscape.



513.887.9514
pyramid@pyramidhill.org
1763 Hamilton-Cleves Road State Route 128
Hamilton, OH 45013



Business card 3.5" x 2"



Harry Wilks
Founder
513.887.9514
pyramid@pyramidhill.org
1763 Hamilton-Cleves Road State Route 128
Hamilton, OH 45013

Letterhead 8.5" x 11"

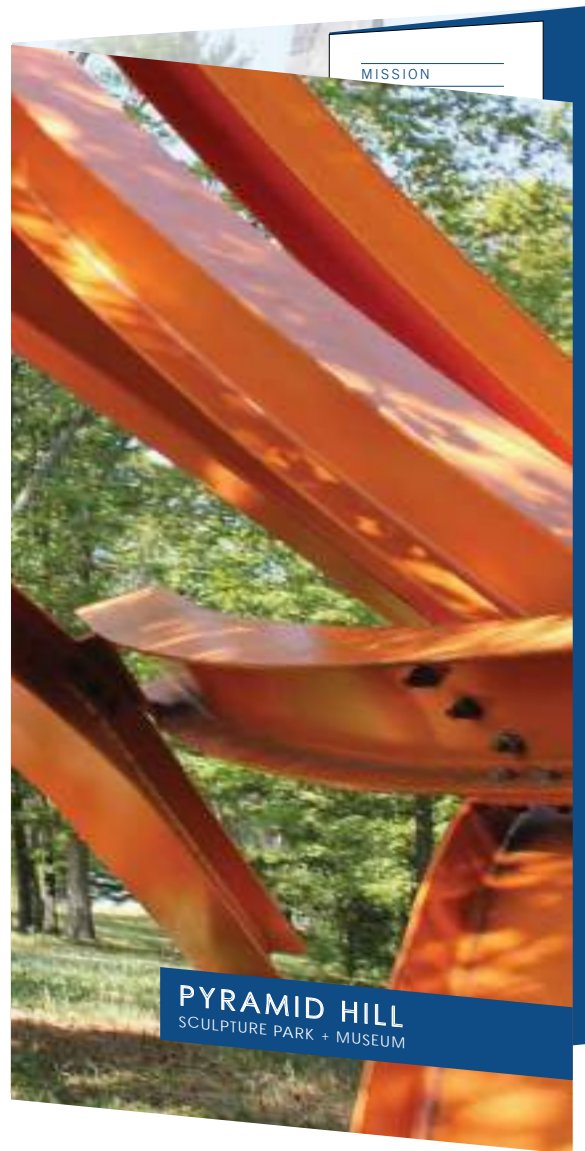


1763 Hamilton-Cleves Road State Route 128
Hamilton, OH 45013

Envelope 9.5" x 4"

PARK BROCHURE, MAP + SCULPTURE INVENTORY

An informational brochure and map insert designed as a supplemental support to the wayfinding signage system in the park to assist all user types in navigating the 265 acres of land. The map insert includes zones, sculpture locations/ images, major park destinations, restrooms and trail locations. The map was designed to be a simple, user-friendly navigation device for all user types.



Map insert outside 11" x 17"



Map insert inside

EAST RIDGE

1. Phase I

4. Torre II

5. The Gates

7. Triumph

13. Coriolis (The Bench)

15. Jonah's Passage

16. The Age of Stone

17. Remembering

20. Strength of the Silent

21. Untitled Bench

25. Butterflies

28. Roxanne

29. Citizen

30. Soaring Forms in Red

31. Dragonfly Dome

33. Trilogy

34. Paul

42. Melinda at the Beach

43. Venus and Psyche

45. Euclid's Cross

46. Pattern IV

48. Untitled

49. The Fourth Obelisk

50. A Smile From Bayon

51. The Web

53. The Quatic of Giza

54. Clear View

55. Swirl

56. Fallline Flora

61. The General
- Harold Betz

Alexander Lieberman

John Hock

Michael Tearney

Tony Rosenthal

Jon Isherwood

Jon Isherwood

Jon Isherwood

Jon Isherwood

Jon Isherwood

Stan Thomson

George Sugarman

Walter Driesbach

Josefa Filosky

Voss Finn

Obie Simonis

Martin Gantman

Bill Barrett

Bill Barrett

Michael Dunbar

Greg John

Ken Valmaki

Tom Gibbs

Joseph Manino

Brian Monaghan

Tim Scott

Michael Steiner

Kim Radochia

Don Creech

Unknown

NORTH WOODS

6. Extent

9. Ohio Star

23. Still Life

36. Looking at It

37. Looking from It

38. Adam's First Breath

47. Untitled

52. Keepsake

57. Off Minor

60. Ten Thumbs Up

62. Untitled
- Clement Meadmore

Joel Perlman

Ed Benevente

Clasina Van Bemmell

Clasina Van Bemmell

Sam McKinney

Ken Valmaki

Antoinette Prien Schultze

Richard Heinrich

Ed Casagrande

John Leon

CENTRAL VALLEY

3. Laocoon

18. Collonade

22. Tory's Comet

11. Skywalk

35. Gyro Chair

44. Oh! Belisk

63. Wherefore Art Thou
- Alexander Lieberman

Jon Isherwood

Harry Gordon

Joel Perlman

Jim Killy

John Adduci

Sam McKinney

OVERLOOK HILL

2. Abracadabra

8. Pterosaur II

10. Long Wall

12. The Cube

14. J.S. Bach Fugue #1

19. White Face

24. Aspiration

26. Restoration

27. Cincinnati Story

32. Clash of Arms

39. Baroque Trajectory

40. Serpentine Column

41. Pier Portal

58. Midnight Serenade Pose 2

59. Arbre Rouge
- Alexander Lieberman

John Parker

Joel Perlman

Tony Rosenthal

Tony Rosenthal

Jon Isherwood

Ann Melanie

Jim Agard

George Sugarman

Dan Kainz

Michael Poast

Christoph Spath

Barry Tinsley

Pokey Park

Albert Chmelar

- P

Parking

Restrooms

Gatehouse

Lakes

Sculptures

[see reverse side]

Visitor Center and Gift Shop

Ancient Sculpture Museum

Historic Site

[Pioneer House]

- Park Property Line
- Gallery Loop Rd

[vehicular + cart access]
- Cart Path Roads

[NO car access]
- Nature Trails
- A

Pavilion

B

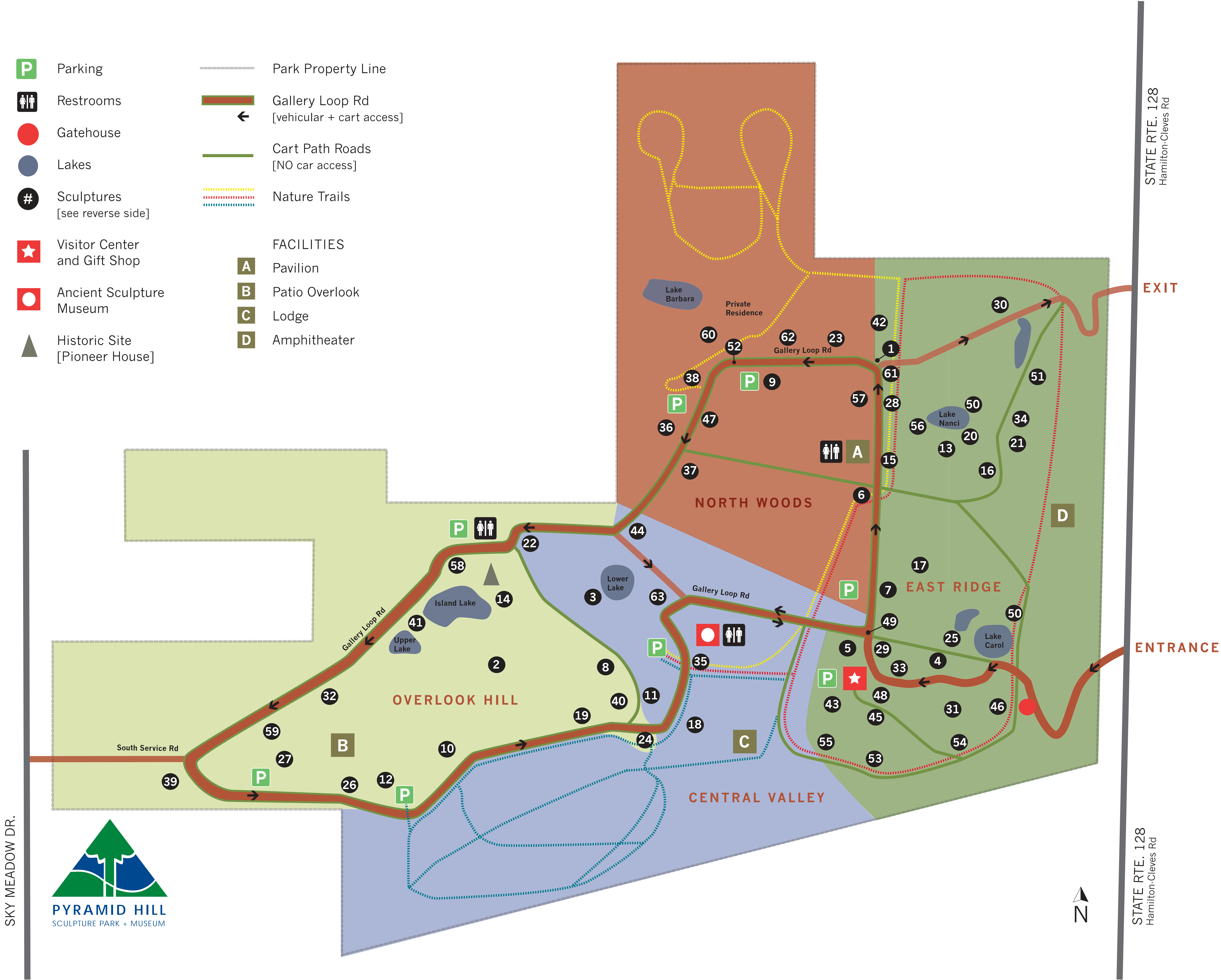
Patio Overlook

C

Lodge

D

Amphitheater



WAYFINDING SIGNAGE SYSTEM

A practicum project designed for a “real” client, Pyramid Hill Sculpture Park + Museum, a 265 acre park in Southwestern, Ohio. The project included a comprehensive wayfinding signage system designed to guide visitors through the park and to major event destinations within.



Signtype Codes

A - Identification Sign

- A1 - Entrance ID
- A2 - Building ID
- A3 - Sculpture ID
- A4 - Trail ID
- A5 - Parking ID
- A6 - Zone ID

B - Directional Sign

- B1 - Highway Vehicular Directional
- B2 - Park Vehicular Directional
- B3 - Art Cart Directional
- B4 - Trail Directional

C - Regulatory Sign

- C1 - Vehicular Regulatory
- C2 - Art Cart Regulatory
- C3 - Trail Regulatory

D - Operational / Orientation Sign

- D1 - Park Rules / Hours / Pricing
- D2 - Special Events
- D3 - Map Kiosks

E - Interpretive Sign

- E1 - Sculpture
- E2 - Horticulture
- E3 - Park History

F - Honorific / Donor Sign

- F1 - Donor Plaques

10'-0"
9'-0"
8'-0"
7'-0"
6'-0"
5'-0"
4'-0"
3'-0"
2'-0"
1'-0"
-0"



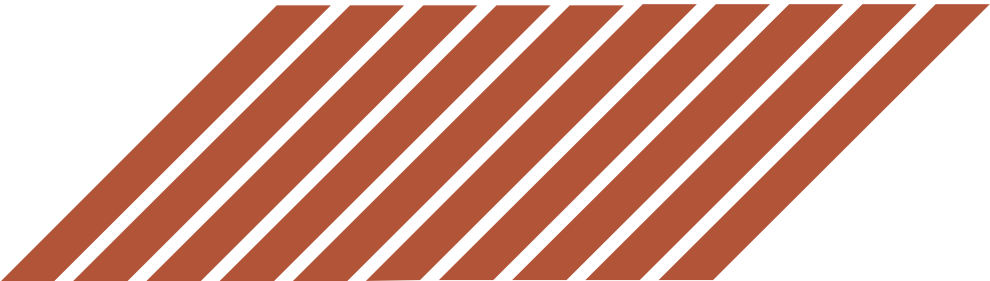
A1 Sign on Route 128



A1 Entrance ID



B 2 Park Vehicular Directional (arrow at decision point/
line continues around the whole gallery loop)



C4 Warning Pedestrian/Trail
Crossing

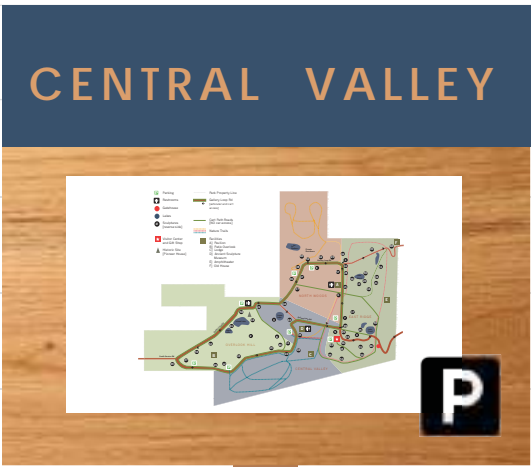
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B 2 Park Vehicular Directional



A2 Building ID



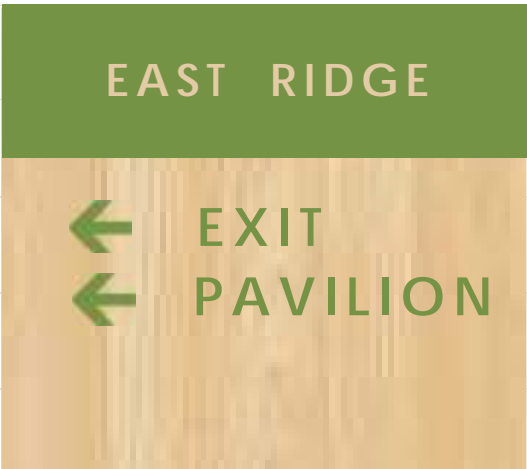
B 2 Park Vehicular Directional



Trail ID



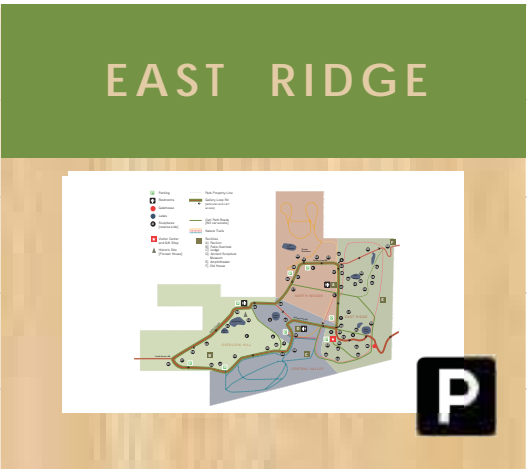
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B 2 Park Vechicular Directional



A2 Building ID



B 2 Park Vechicular Directional



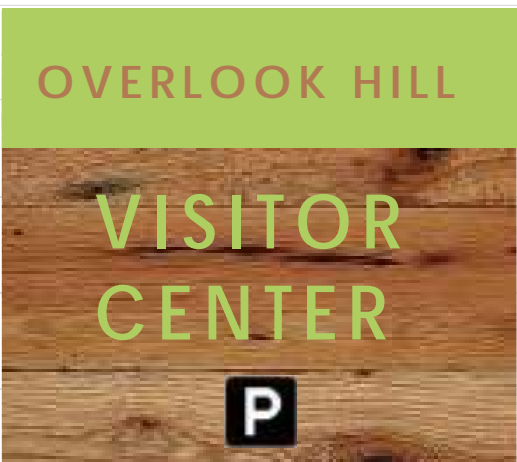
Trail ID



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B 2 Park Vechicular Directional



A2 Building ID



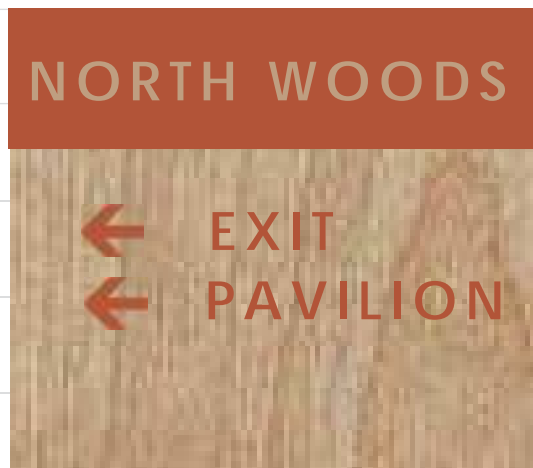
B 2 Park Vechicular Directional



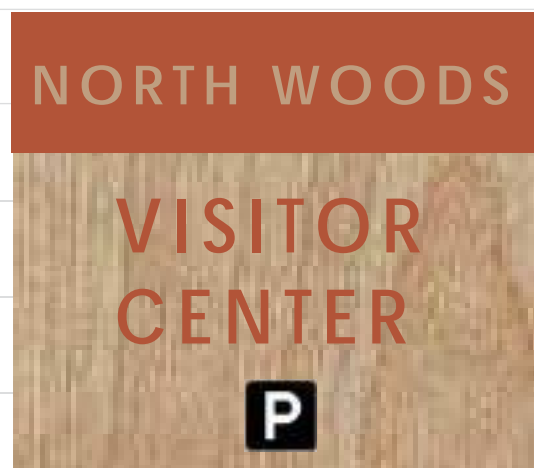
Trail ID



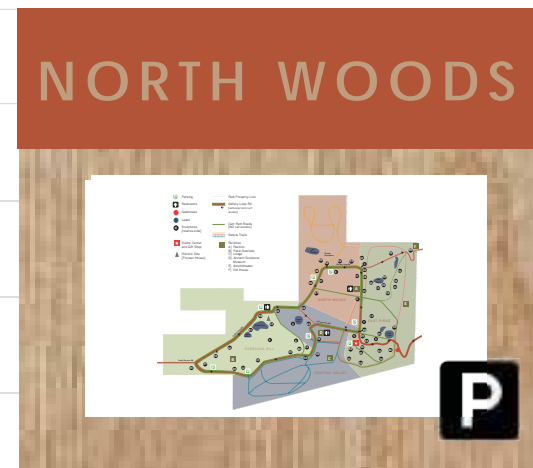
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2'-0"
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B 2 Park Vehicular Directional



A2 Building ID



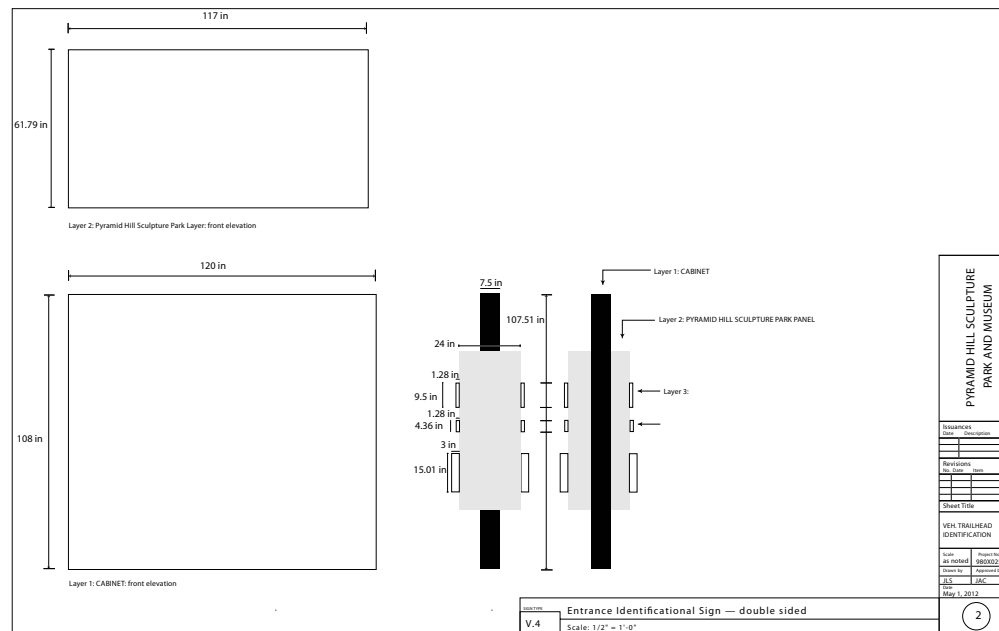
B 2 Park Vehicular Directional



Trail ID



The system is specified to be fabricated out of fallen timber from the park grounds to support the sustainable materials philosophy established with the client as well as incorporate the existing park brand. The park users include pedestrian, vehicular and art cart.



Signtype B1- Highway Vehicular Directional Sign



Signtype D2- Special Events Vehicular Sign



Signtype A1- Vehicluar Entrance Identificaiton Sign



Signtype C1 - Park Vehicular Regulatory (recommended message - keep left) (on sign or pavement)



Signtype B2- Park Vehicular Directional (recommended message - Visitor Center Check-IN - diagonal left arrow)



Signtype A1- Vehicluar Entrance Enhancement Structure



Signtype C1- Park Vehicular Regulatory (recommended message - Keep Left) (sign or pavement marking)



Signtype B2 - Park Vehicular Directional (recommended message - Visitor Center Check-IN - diagonal left arrow / Art Cart Path (No Vehicles) diagonal right arrowor ? **Signtype C2-** Cart Path Regulatory (recommended message - Art Cart Path (No Vehicles) (possible pavement marking or sign)



Signtype A2- Building Identification Sign (recommended message - VISITOR CENTER)



Signtype D3 - Park Map Kiosk for Parking Lot

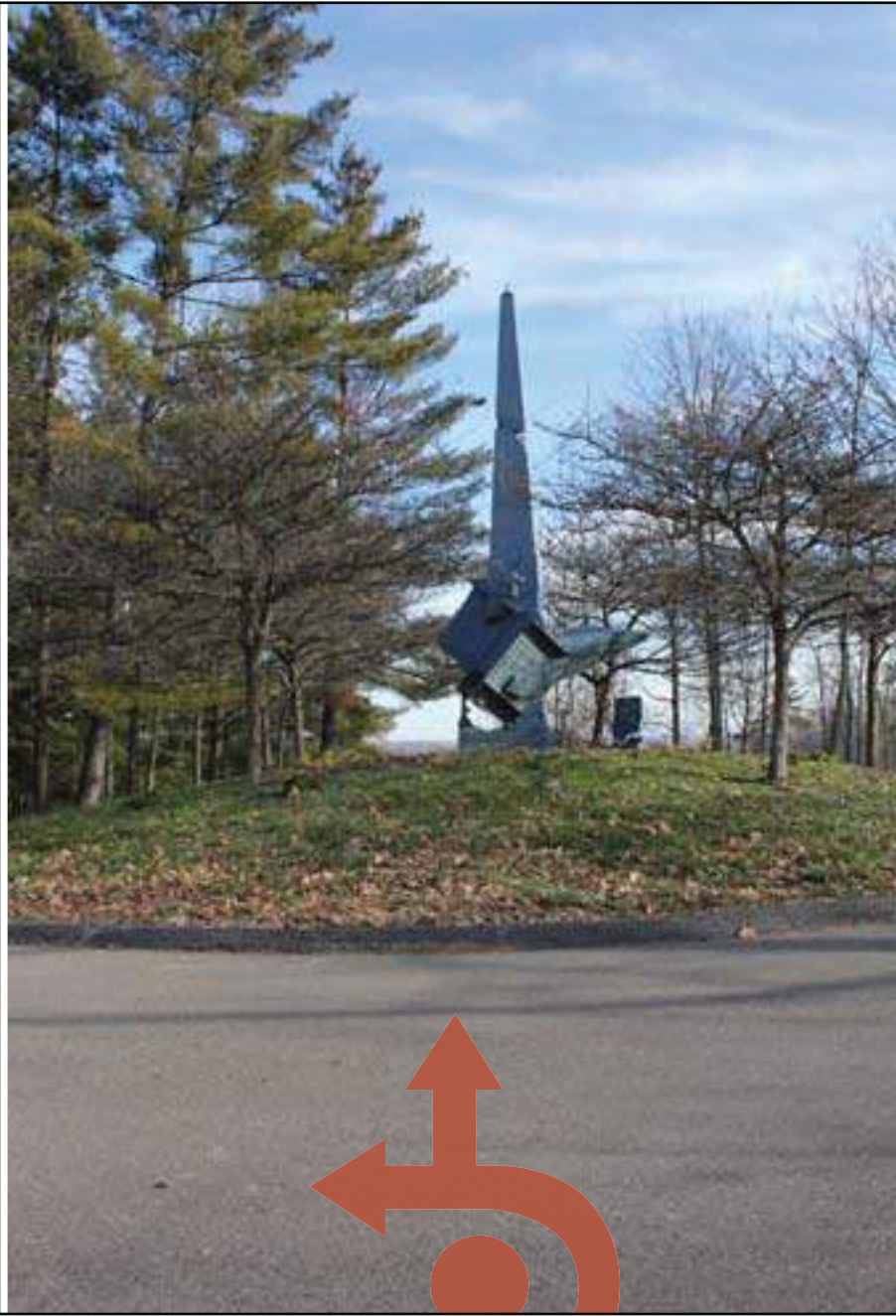
Signtype C2- Cart Path Regulatory (recommended message - Art Cart Path (No Vehicles)
Signtype C2- Cart Path Regulatory (pavement marking to warn carts of vehicular approach) / **Signtype A4-** Red Trail Identifi-



Signtype C2- Cart Path Regulatory (recommended message - Art Cart Path (No Vehicles)
Signtype C2- Cart Path Regulatory (pavement marking to warn carts of vehicular approach) / **Signtype A4-** Red Trail Identification



Signtype B2 + B3 - Park Vehicular + Cart Directional (leaving Visitor Center parking lot in front of turn-about) (recommended message - Gallery Loop Road, Amphitheater, Pavilion roundabout right arrow / Ancient Sculpture Museum, Lodge roundabout left arrow? (CONSIDER PAVEMENT MARKING OR SIGNS))



Signtype A6 - Zone Identification (recommended message - EAST RIDGE on right / NORTH WOODS on left) / BEGIN LANE MARKINGS for Vehicle, Cart, Hiker / **Signtype B2 + B3 -** Park Vehicular + Cart Directional (recommended messages- Amphitheater, Pavilion straight arrow) / **Signtype C1 + C2 -** Vehicular + Cart Regulatory (ONE WAY)



Signtype A5- Parking Identification (“P” symbol) for Parking like on the map



Signtype B2 + B3 - Park Vehicular + Cart Directional (recommended messages- Ancient Sculpture Museum, Lodge straight arrow) / **Signtype C1 + C2 -** Vehicular + Cart Regulatory (TWO WAY) / BEGIN LANE MARKINGS



Signtype C3- Hiker Path Regulatory (pavement marking to warn hikers of vehicular/cart approach) / **Signtype A4-** Red Trail + Yellow Trail Identification / **Signtype A6 -** Zone Identification (recommended message - CENTRAL VALLEY on left / **Signtype C1 + C2 -** Vehicular + Cart Regulatory (Pedestrian Crossing / Consider AIGA Symbol System) / **Signtype C2-** Cart Path Regulatory (recommended message - Art Cart Path (No Vehicles))



Downhill Approach to Museum, Lodge + Parking for Yellow and Red Trails (see page 7 for signs along this path)



Signtype B2 + B3 - Park Vehicular + Cart Directional (recommended messages- Ancient Sculpture Museum, Lodge dog-leg left arrow) (right side of road)



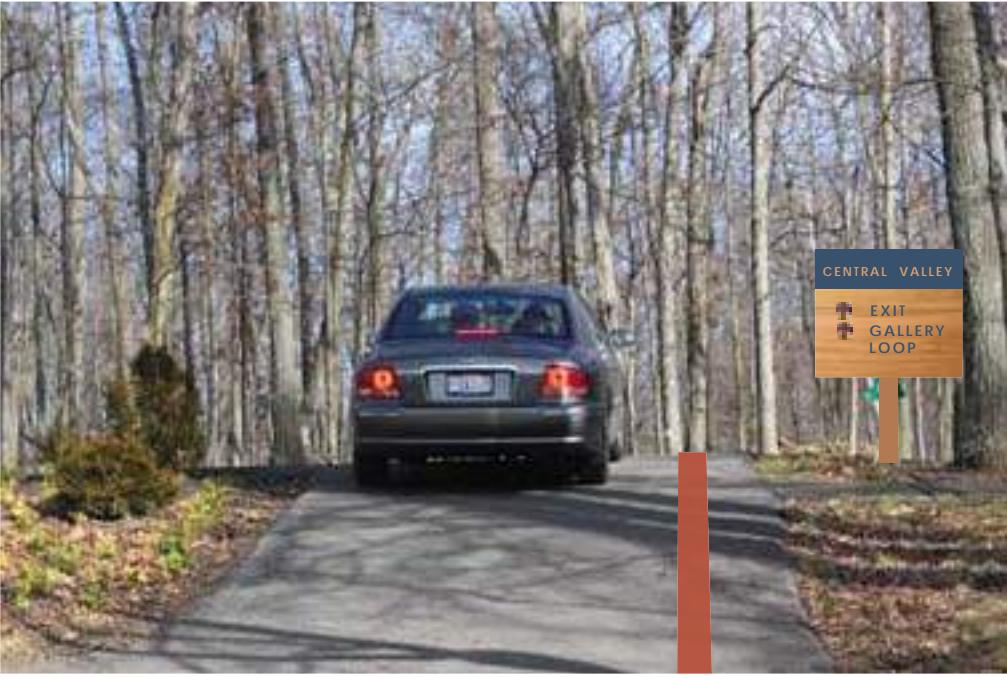
Signtype C1 - Vehicular Regulatory (Staff + Handicap Parking Only) Consider the AIGA Symbol for handicap accessibility) and ("P")for Parking



Signtype C1 + C2 - Vehicular+ Cart Regulatory (DO NOT ENTER)



Signtype B2 + B3 - Park Vehicular + Cart Directional (recommended messages- Gallery Loop Road, Exit right arrow) /



Signtype A5- Parking Identification



Signtype C2- Cart Path Regulatory (recommended message - Art Cart Path (No Vehicles) / **Signtype A4-** Trail Identification (Trailhead to Red, Yellow, and Blue Trail)



Signtype B2 + B3 - Park Vehicular + Cart Directional
(recommended messages- Lodge, Chapel dog-leg left arrow)



Signtype A2 - Building Directional
(recommended messages- Lodge)



Signtype C1+C2 - Vehicular + Cart Regulatory
(recommended messages-DO NOT ENTER)



Signtype B2 + B3 - Park Vehicular + Cart Directional
(recommended messages- Gallery Loop Road straight arrow,
Pioneer House left arrow, Restrooms, Parking symbol right arrow)



Signtype C2 - Cart Regulatory
(recommended messages- Art Cart Path (TWO WAY))



Signtype C1 + C2 - Vehicular + Cart Regulatory
(recommended messages- Art Cart Path (no vehicles))



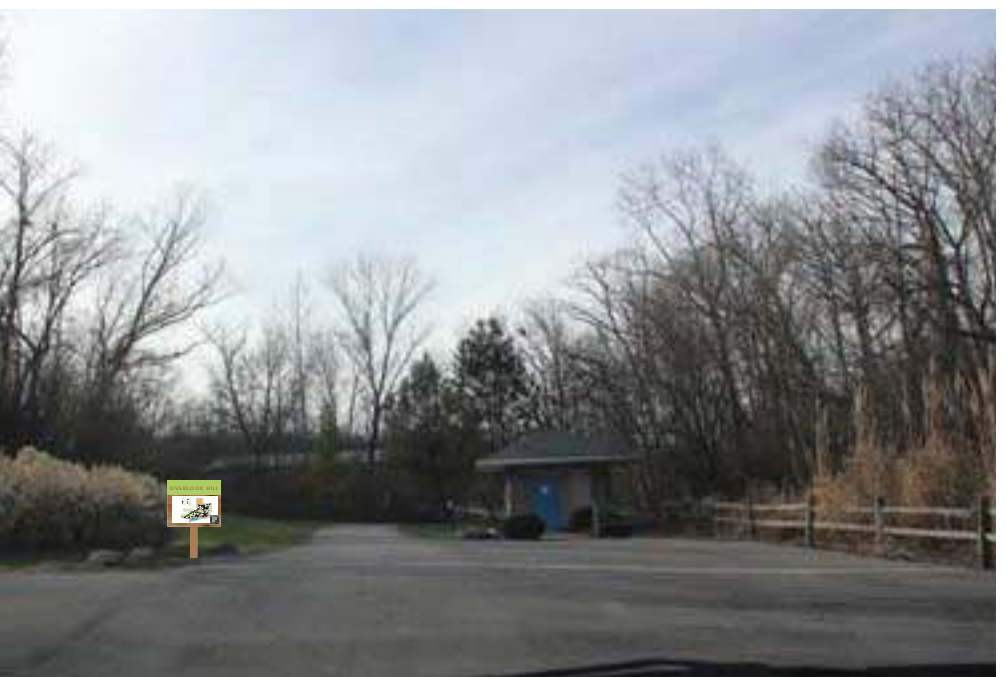
Signtype C1 + C2 - Cart Regulatory
(recommended messages-ONE WAY) (Pavement Markings?)



Signtype E3 - Interpretive Park History
(recommended messages-Pioneer House History Panel)



Signtype A2 - Building ID (recommended messages-Restrooms)
Signtype C1 - Regulatory (recommended Service Road
DO NOT ENTER)



Signtype C1 + C2 - Vehicular and Cart Regulatory
(recommended messages-LEFT TURN ONLY)



Signtype C1 + C2 - Vehicular and Cart Regulatory
(recommended messages-DO NOT ENTER)



Signtype E3 - Interpretive Park History
(recommended messages-Stone Wall Trail History)



Signtype A4 - Trail Identificaiton
(recommended messages-Blue Trailhead / Pioneer Springs)



Signtype A4 - Trail Identificaiton
(recommended messages-Blue Trailhead)



Signtype C1 + C2 - Vehicular + Cart Regulatory
(recommended messages-ONE WAY) / (NO LEFT TURN)



Signtype E3 - Interpretive Park History
(recommended messages-Community Garden History Panels)



Signtype A6 - Zone Identification (OVERLOOK HILL)
Signtype B2 + B3 - Park Vehicular + Cart Directional
(recommended messages- Gallery Loop Road, Pioneer House, Restroom right arrow /Ancient Sculpture Museum, Exit right arrow)



