

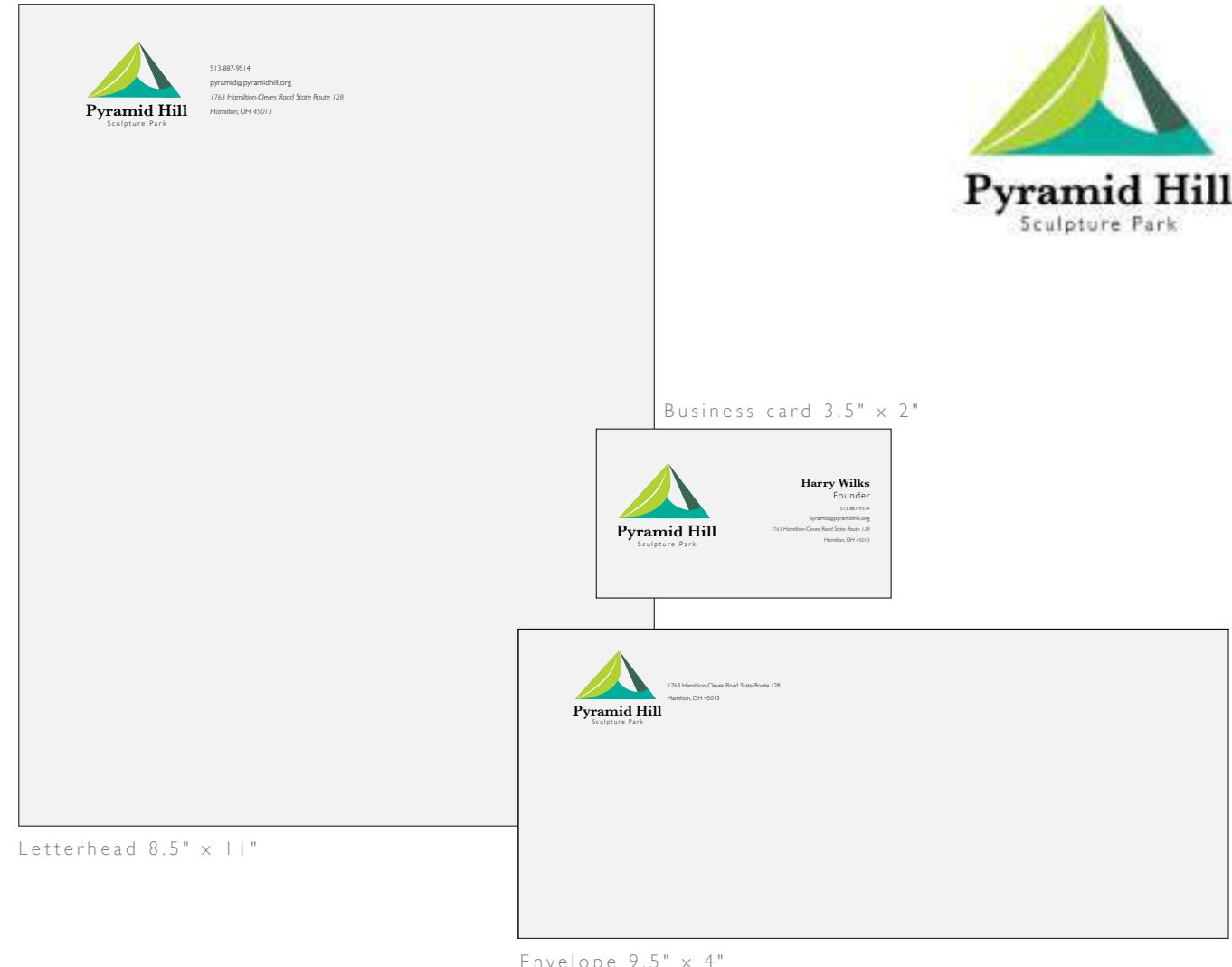
PYRAMID HILL SCULPTURE PARK

Comprehensive Wayfinding System

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GRD 356 Identity Design
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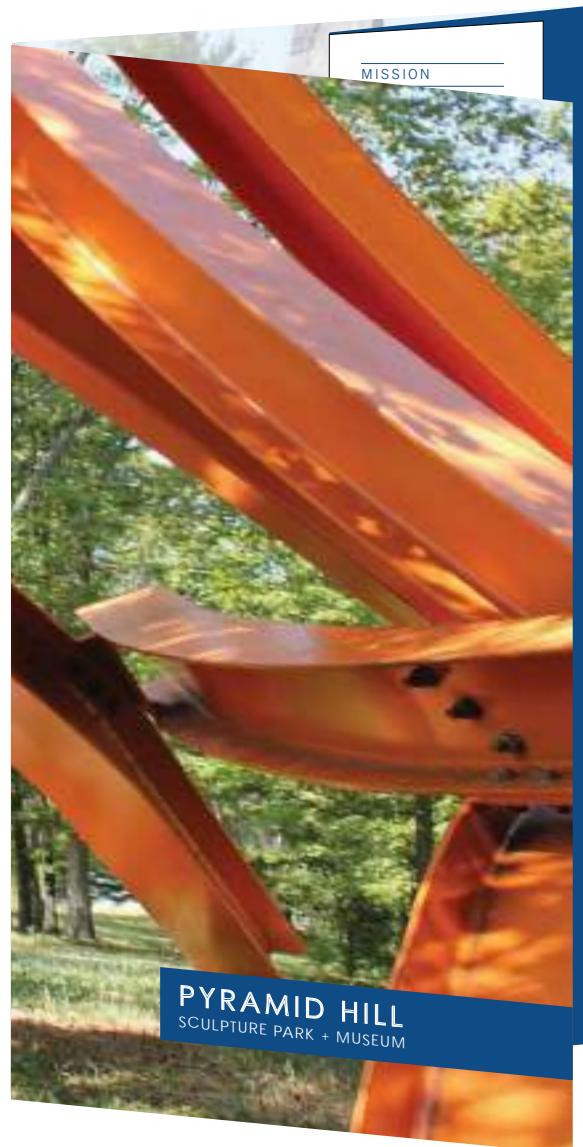
IDENTITY SYSTEM

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.



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. <i>Phase I</i>	Harold Betz
4. <i>Torre II</i>	Alexander Lieberman
5. <i>The Gates</i>	John Hock
7. <i>Triumph</i>	Michael Tearney
13. <i>Coriolis (The Bench)</i>	Tony Rosenthal
15. <i>Jonah's Passage</i>	Jon Isherwood
16. <i>The Age of Stone</i>	Jon Isherwood
17. <i>Remembering</i>	Jon Isherwood
20. <i>Strength of the Silent</i>	Jon Isherwood
21. <i>Untitled Bench</i>	Jon Isherwood
25. <i>Butterflies</i>	Stan Thomson
28. <i>Roxanne</i>	George Sugarman
29. <i>Citizen</i>	Walter Driesbach
30. <i>Soaring Forms in Red</i>	Josefa Filosky
31. <i>Dragonfly Dome</i>	Voss Finn
33. <i>Trilogy</i>	Obie Simonis
34. <i>Paul</i>	Martin Gantman
42. <i>Melinda at the Beach</i>	Bill Barrett
43. <i>Venus and Psyche</i>	Bill Barrett
45. <i>Euclid's Cross</i>	Michael Dunbar
46. <i>Pattern IV</i>	Greg John
48. <i>Untitled</i>	Ken Valmaki
49. <i>The Fourth Obelisk</i>	Tom Gibbs
50. <i>A Smile From Bayon</i>	Joseph Manino
51. <i>The Web</i>	Brian Monaghan
53. <i>The Quatic of Giza</i>	Tim Scott
54. <i>Clear View</i>	Michael Steiner
55. <i>Swirl</i>	Kim Radochia
56. <i>Falline Flora</i>	Don Creech
61. <i>The General</i>	Unknown

NORTH WOODS

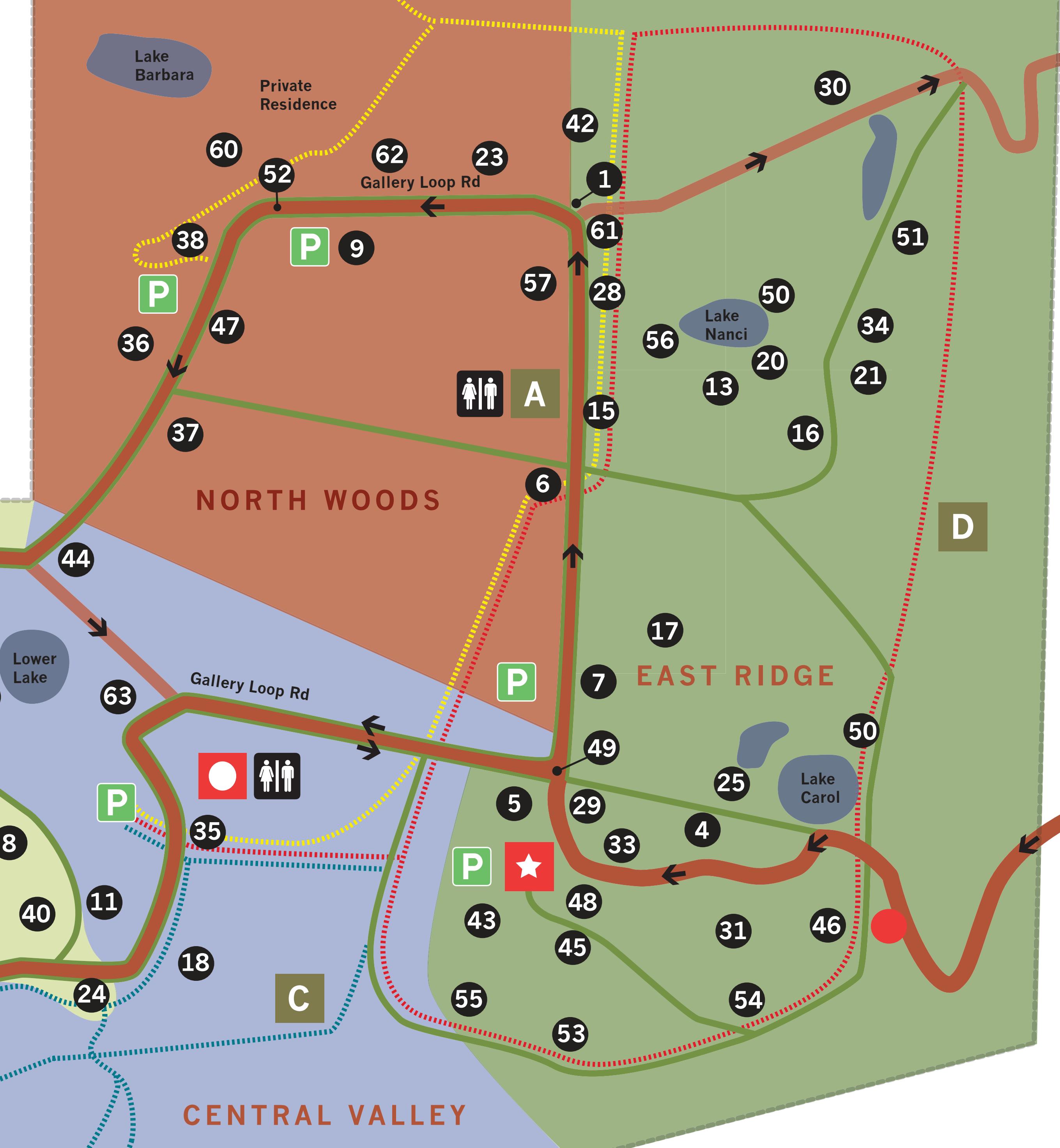
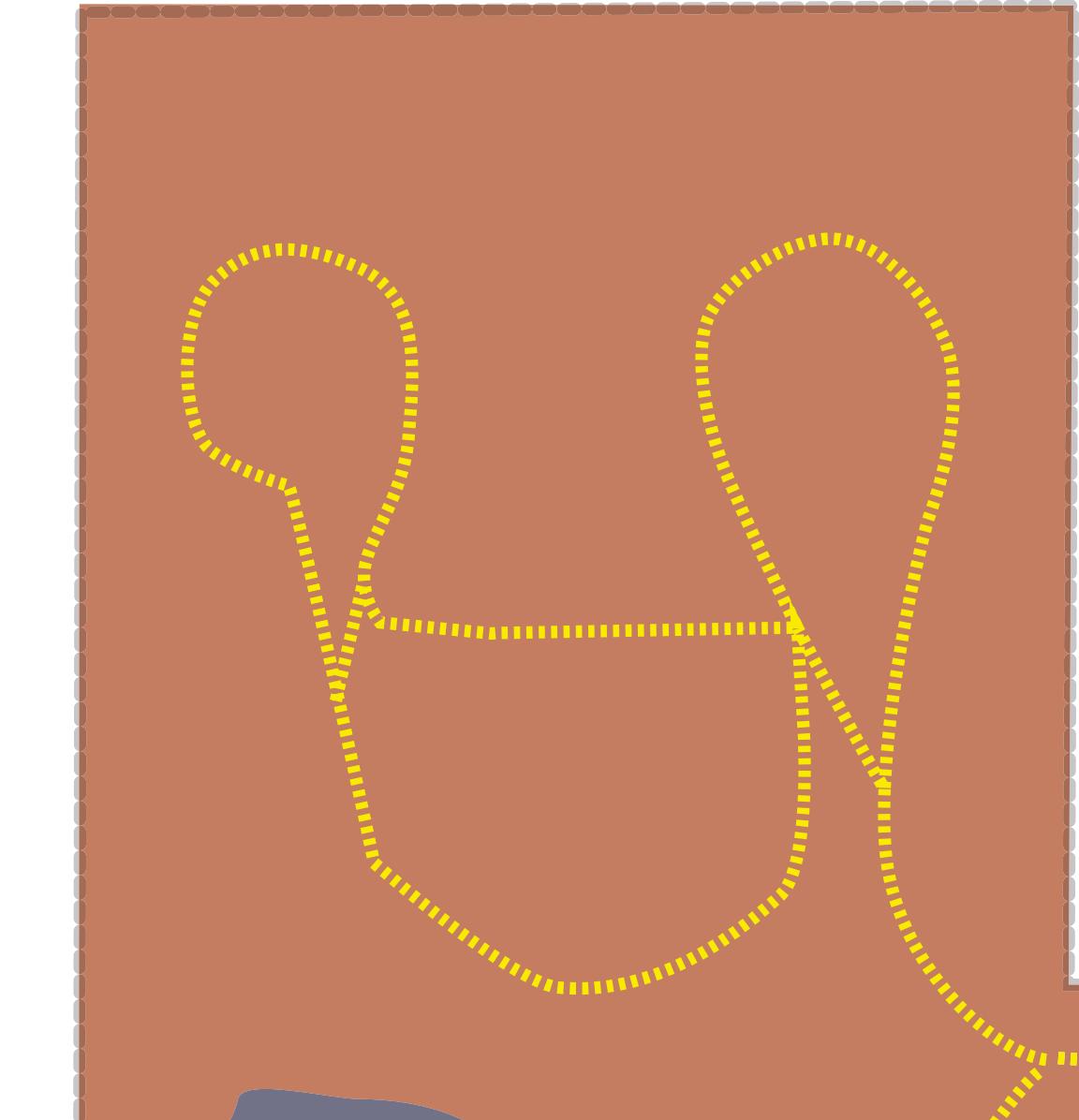
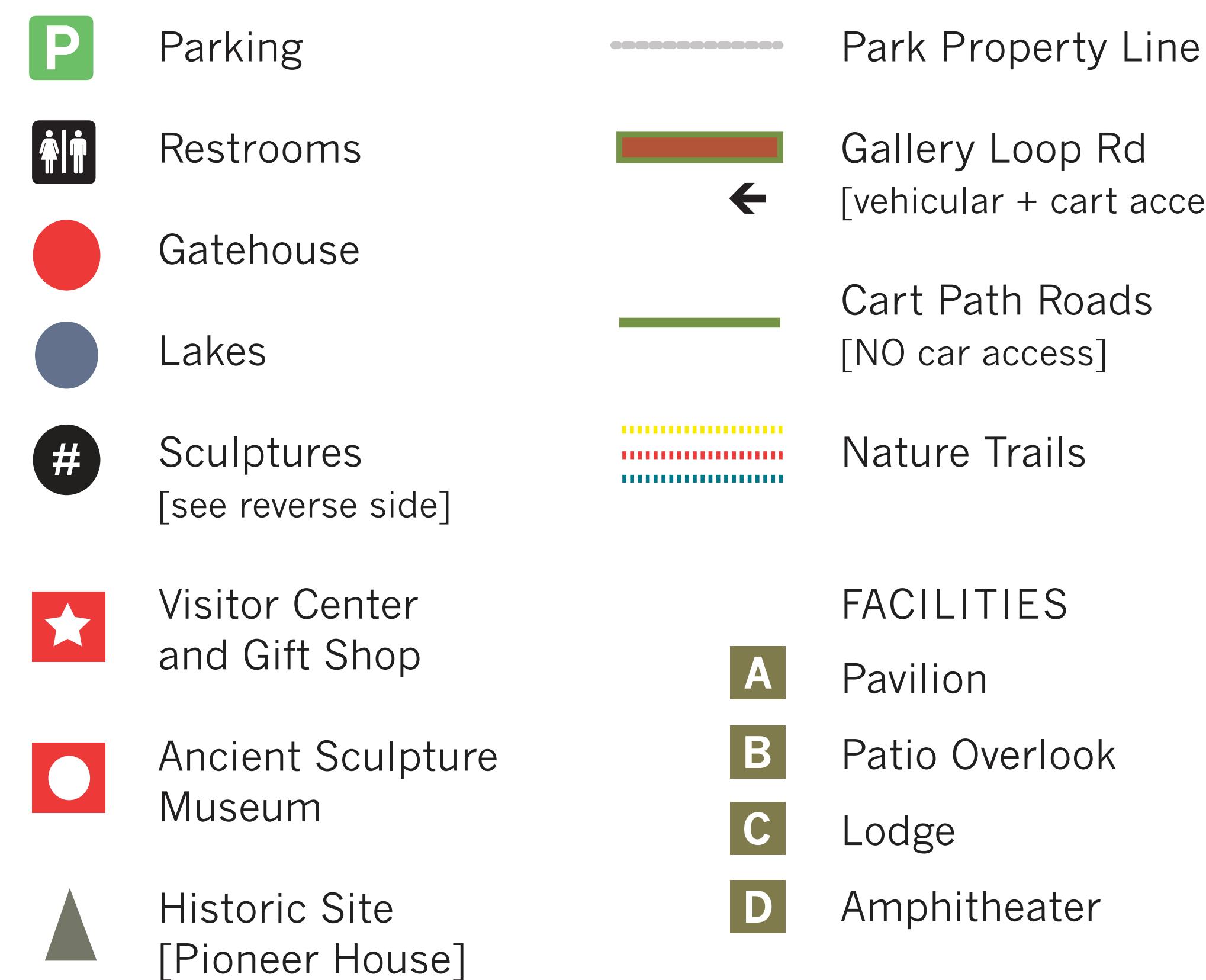
6. <i>Extent</i>	Clement Meadmore
9. <i>Ohio Star</i>	Joel Perlman
23. <i>Still Life</i>	Ed Benevente
36. <i>Looking at It</i>	Clasina Van Bemmel
37. <i>Looking from It</i>	Clasina Van Bemmel
38. <i>Adam's First Breath</i>	Sam McKinney
47. <i>Untitled</i>	Ken Valmaki
52. <i>Keepsake</i>	Antoinette Prien Schultze
57. <i>Off Minor</i>	Richard Heinrich
60. <i>Ten Thumbs Up</i>	Ed Casagrande
62. <i>Untitled</i>	John Leon

CENTRAL VALLEY

3. <i>Laocoön</i>	Alexander Lieberman
18. <i>Collonade</i>	Jon Isherwood
22. <i>Tory's Comet</i>	Harry Gordon
11. <i>Skywalk</i>	Joel Perlman
35. <i>Gyro Chair</i>	Jim Killy
44. <i>Oh! Belisk</i>	John Adduci
63. <i>Wherfore Art Thou</i>	Sam McKinney

OVERLOOK HILL

2. <i>Abracadabra</i>	Alexander Lieberman
8. <i>Pterosaur II</i>	John Parker
10. <i>Long Wall</i>	Joel Perlman
12. <i>The Cube</i>	Tony Rosenthal
14. <i>J.S. Bach Fugue #1</i>	Tony Rosenthal
19. <i>White Face</i>	Jon Isherwood
24. <i>Aspiration</i>	Ann Melanie
26. <i>Restoration</i>	Jim Agard
27. <i>Cincinnati Story</i>	George Sugarman
32. <i>Clash of Arms</i>	Dan Kainz
39. <i>Baroque Trajectory</i>	Michael Poast
40. <i>Serpentine Column</i>	Christoph Spath
41. <i>Pier Portal</i>	Barry Tinsley
58. <i>Midnight Seranade Pose 2</i>	Pokey Park
59. <i>Arbre Rouge</i>	Albert Chmelar



STATE RTE. 128
Hamilton-Cleves Rd

EXIT

ENTRANCE

Hamilton-Cleves Rd



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

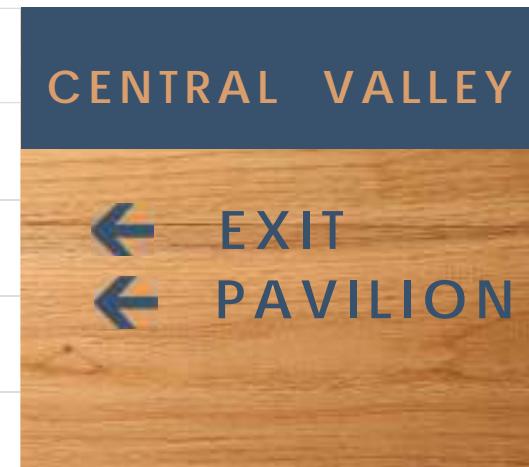


A1 Entrance ID



B2 Park Vehicular Directional (arrow at decision point/
line continues around the whole gallery loop)

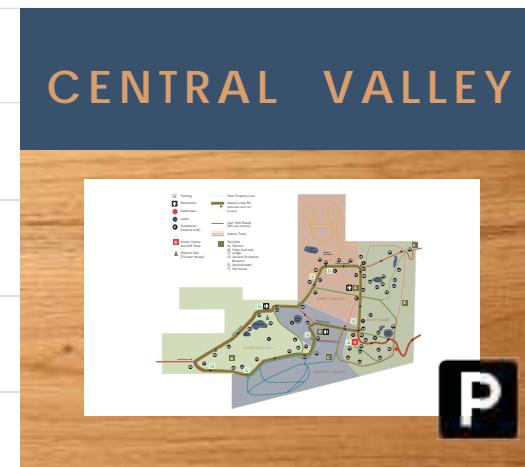
C4 Warning Pedestrian/Trail
Crossing



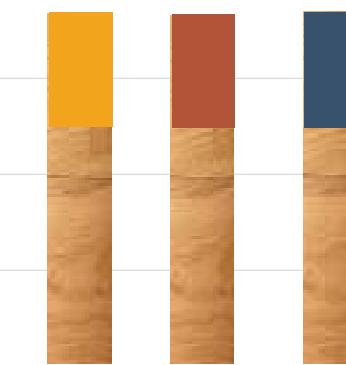
B 2 Park Vechicular Directiona



A2 Building ID



B 2 Park Vechicular Directiona



Trail ID

10'-0"

9'-0"

8'-0"

7'-0"

6'-0"

5'-0"

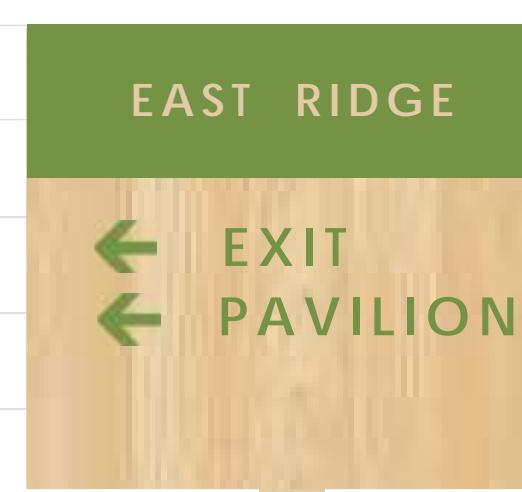
4'-0"

3'-0"

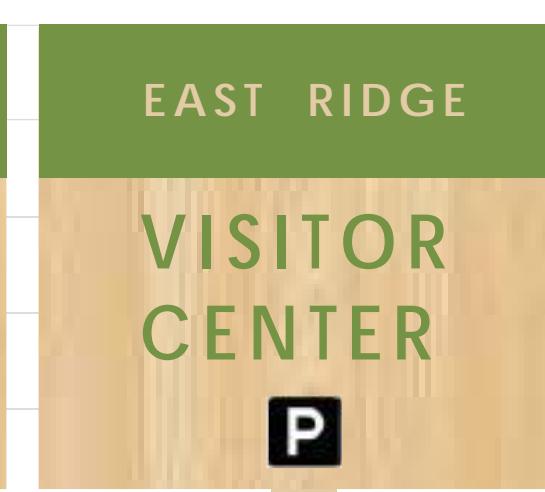
2'-0"

1'-0"

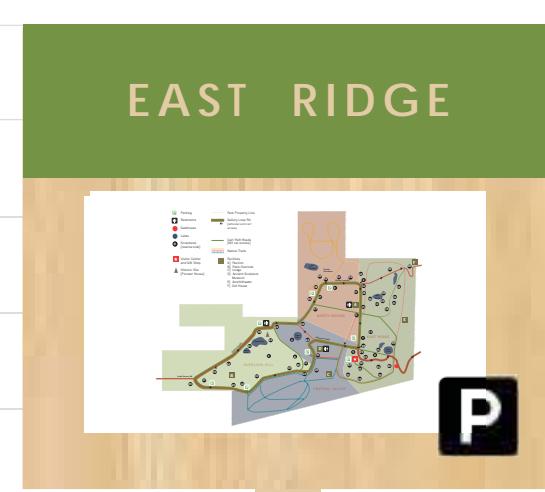
-0"



B 2 Park Vechicular Directional



A2 Building ID



B 2 Park Vechicular Directional



Trail ID

10'-0"

9'-0"

8'-0"

7'-0"

6'-0"

5'-0"

4'-0"

3'-0"

2'-0"

1'-0"

-0"



B 2 Park Vechicular Directional

A2 Building ID

B 2 Park Vechicular Directional

Trail ID

10'-0"

9'-0"

8'-0"

7'-0"

6'-0"

5'-0"

4'-0"

3'-0"

2'-0"

1'-0"

-0"

NORTH WOODS

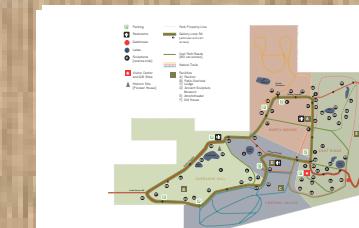
←
←
**EXIT
PAVILION**

NORTH WOODS

**VISITOR
CENTER**

P

NORTH WOODS



P

B 2 Park Vechicular Directional

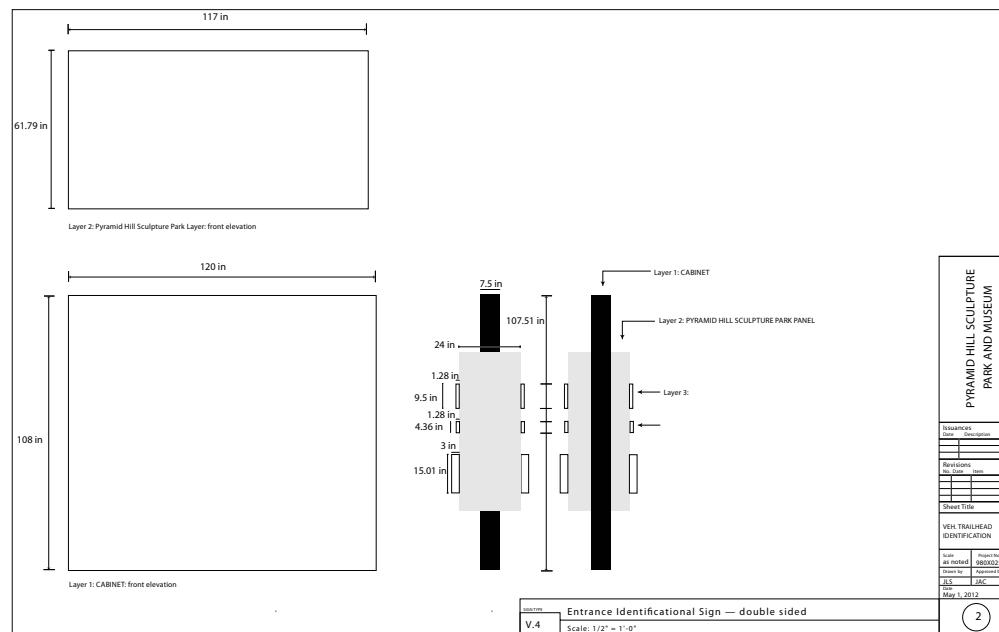
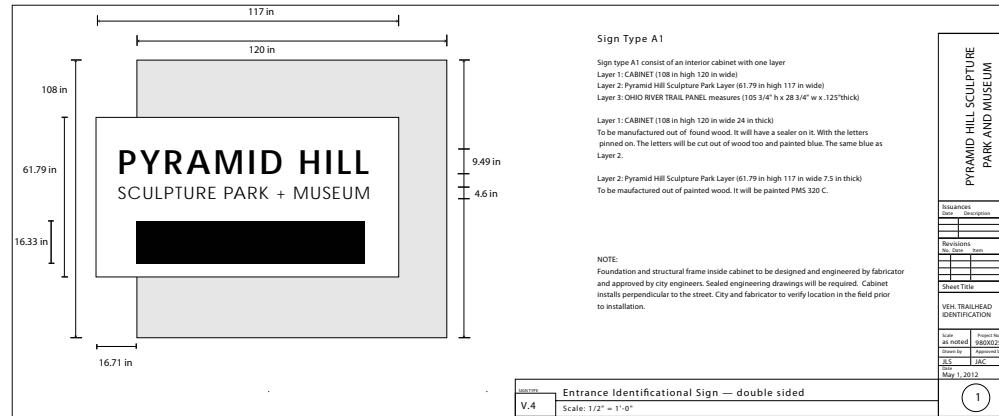
A2 Building ID

B 2 Park Vechicular Directional

Trail ID

CONSTRUCTION DOCUMENTS

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 - Vehicular Entrance Identification 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 - Vehicular Entrance Enhancement Structure



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

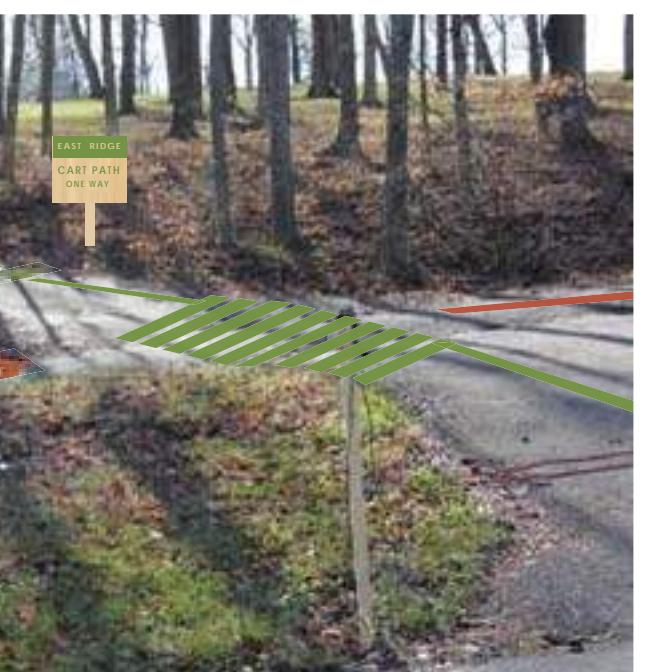


Signtype B2 - Park Vehicular Directional (recommended message - Visitor Center Check-IN - diagonal left arrow / Art Cart Path (No Vehicles) diagonal right arrowor ? **Signtype C2**- Cart Path Regulatory (recommended message - Art Cart Path (No Vehicles) (possible pavement marking or sign)



Signtype C2- Cart Path Regulatory (recommended message - Art Cart Path (No Vehicles)

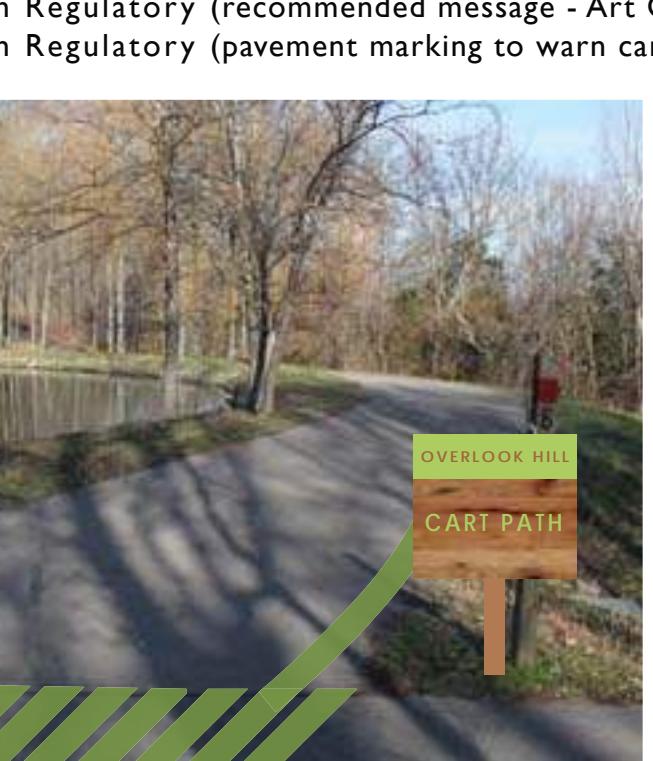
Signtype C2- Cart Path Regulatory (pavement marking to warn carts of vehicular approach) / **Signtype A4**- Red Trail Identifi-



Signtype 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 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



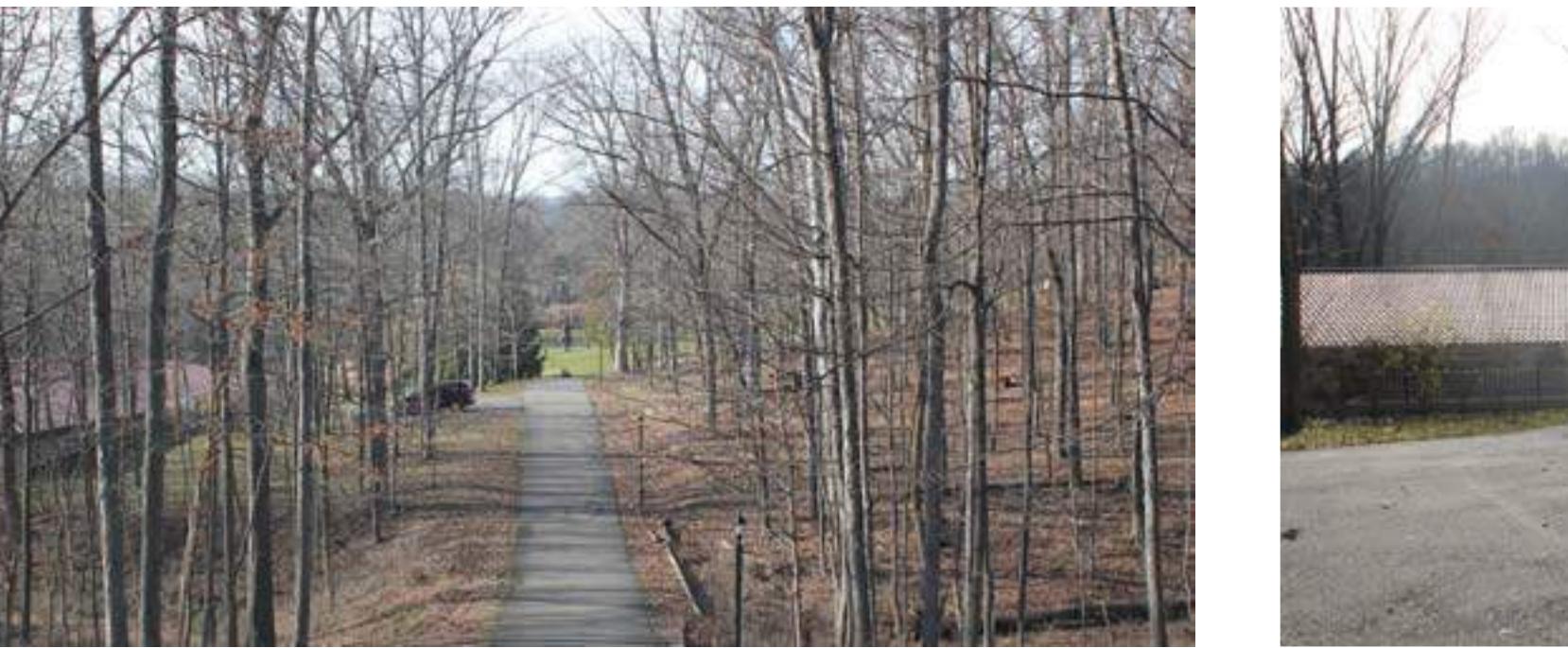
Signtype B2 + B3 - Park Vehicular + Cart Directional (recommended messages- Ancient Sculpture Museum, Lodge straight arrow) / **Signtype C1 + C2** - Vehicular + Cart Regulatory (TWO WAY) / BEGIN LANE MARKINGS



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



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



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



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



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



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



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



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



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



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



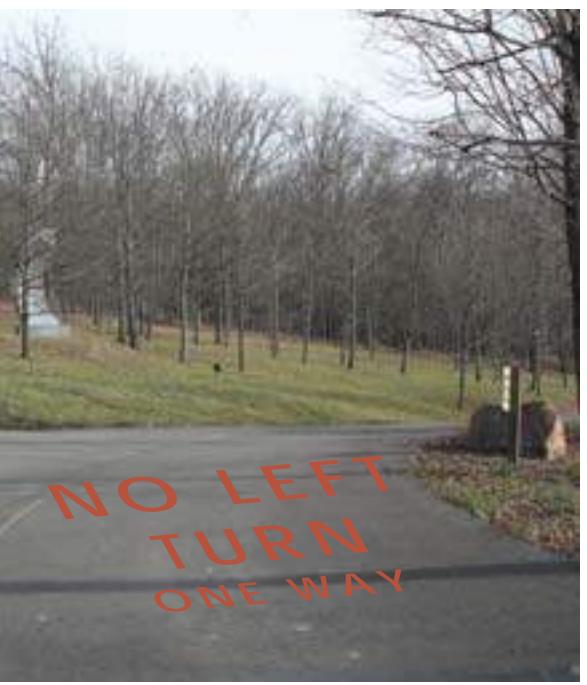
Signtype A4 - Trail Identificaiton
(recommended messages-Blue Trailhead / Pioneer Springs)



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



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



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



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



