



Hapeville

georgia

SUMMARY REPORT ON WAYFINDING SIGNAGE CONCEPTS FOR

CITY OF HAPEVILLE

SEPTEMBER 26, 2019

BACKGROUND

The City of Hapeville has been engaged in a process of rebranding concurrent with Stantec's efforts involving the study of pedestrian and vehicular circulation along main corridors of the Hapeville urban core.

As these two processes progressed, the City of Hapeville engaged Stantec to help create a wayfinding concept for each of the four logo iterations that were under review. Part of the wayfinding visioning should include monument signage as well as street identification signage and directional wayfinding.

To this end, Stantec began working through wayfinding design concepts for each of the four logo variations that reflected in color, form, texture and material the unique properties of each of the individual logos.

The logo variation sheet prepared by ETHIC shown on the opposite page reflects the branding chosen by the City of Hapeville. Stantec endeavoured to respond with contextual forms and materials that reinforced the simultaneously classic and contemporary feel of the logo design created by ETHIC.

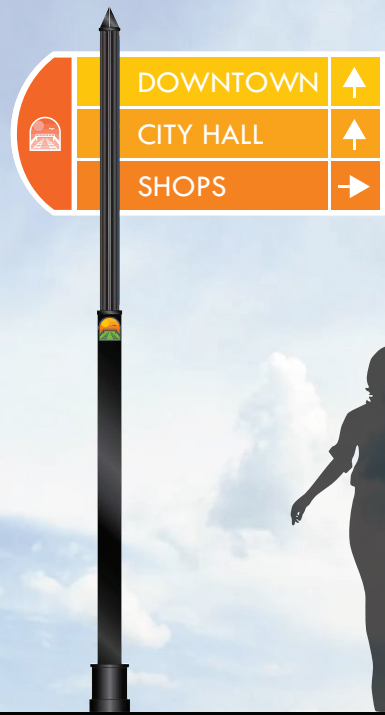




MONUMENT SIGNAGE



STREET ID SIGNAGE



VEHICULAR DIRECTIONAL SIGNAGE

THE MONUMENT SIGN

While specific materials styles and products were not necessarily considered as part of this process, general ideas about texture and color combinations as well as forms and shapes that complemented the logo style were envisioned.

The monument sign has to be grand and give the literal and figurative sense of strength and timelessness.

A textured raw concrete sculptural form contrasted with a solid yellow color field reinforces the classic and contemporary feel of the logo design. It is important in designing the monument signage to provide a conceptual design that engages the strong and active arts community that is prevalent in Hapeville.

As with many monument signs, this design could be used multifunctionally with kiosk type applications or wayfinding.



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THE STREET IDENTIFICATION SIGN

The street identification sign design took a slightly more traditional approach in both the sign post material and street signage itself, opting more for clarity and visibility than splashy design. With street identification sign design, it is imperative to satisfy the Manual on Uniform Traffic Control Devices (MUTCD) for color and functionality.

The use of the arch in the logo, however, provided an opportunity to create an architectural element on the street sign while reinforcing the new Hapeville brand.



DOUG DAVIS DRIVE

VIRGINIA AVENUE

STOP

DIRECTIONAL WAYFINDING SIGN

The approach for the directional wayfinding sign took a slightly more playful direction. Taking a cue from the graphic sunset in the logo design, Hapeville destinations are separated by the descending colors that make up the logo's background.

The darkest orange anchors the left side of the sign, providing an ample space to apply the brand.

Hoping to achieve both strong legibility as well as create a striking image in the urban landscape the "sunset" color fields satisfy both. Between the bold, striking nature of the monument sign, the restrained classical approach of the street identification signage and the playfulness of the wayfinding signage, we feel the many facets and personalities of Hapeville expressed by

the logo design are represented in the wayfinding concepts as well.



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