

Aspects of each sign option could be applied to the other, allowing some flexibility in final design.

Design Intent:

Use of existing branding in a bright, lively, and dynamic style. Simple in form, with graphic design adding interest, these signs are closely based on the design of the Kelsey Dock Interpretive Panels.

Pros:

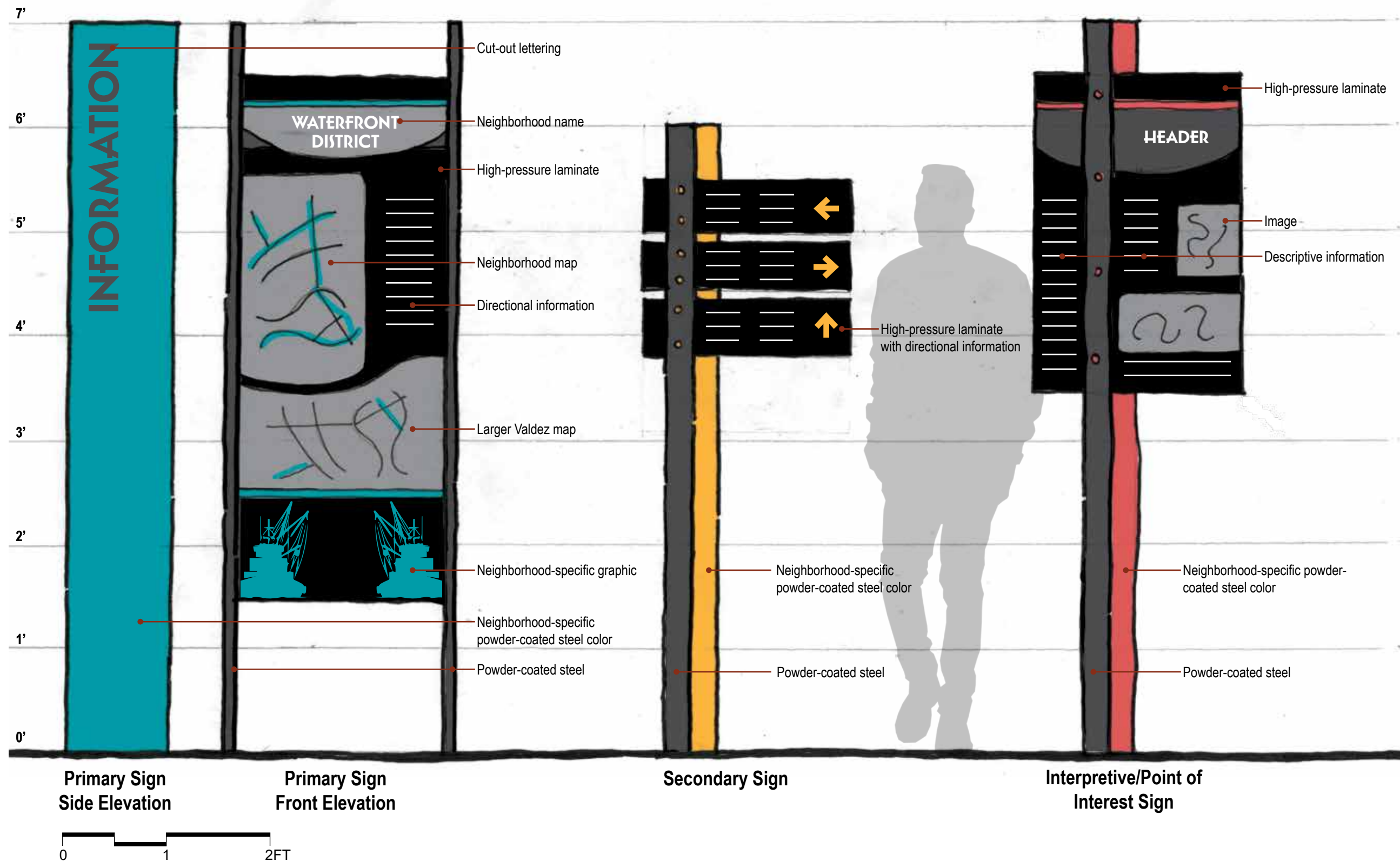
- Simple materials
- Clean forms
- Closely aligns with Kelsey Dock Panels
- Simple vertical design may blend in better with adjacent structures.

Cons:

- Use of the full branding color palette may become dated sooner
- Use of full branding color palette may visually clash with adjacent structures
- With the graphic design constrained to vertical materials, there is less room for content and font sizes will be limited. Reading from farther away may be limited.

Priorities for all signs:

- Branding consistency
- Wayfinding ease
- Visitor focus
- Compatibility with adjacent structures
- Material longevity
- Fabrication ease and cost
- Installation ease and cost
- Component replacement



Aspects of each sign option could be applied to the other, allowing some flexibility in final design.

Design Intent:

Use of more traditional sign elements, with more of a modern aesthetic. Elements of branding are used in strategic ways to simplify graphic and visual elements.

Pros:

- Use of a simplified branding color palette on any given sign make them less likely to become dated.
- A focus on simplified colors make them pop more.
- Design allows for horizontal graphic design, increasing amount of content, and visibility from a distance.

Cons:

- More complex fabrication
- More complex design may compete with adjacent structures.

Priorities for all signs:

- Branding consistency
- Wayfinding ease
- Visitor focus
- Compatibility with adjacent structures
- Material longevity
- Fabrication ease and cost
- Installation ease and cost
- Component replacement