

Evergreen Valley College

Identity & Wayfinding Signage
Design Development 100%

June 09, 2016



ROSS+LUTHIN CREATIVE

IDENTITY

Evergreen Valley College

Univers 39 Thin Ultra Condensed



Logomark

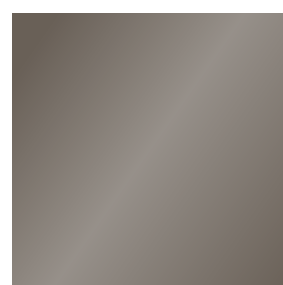
MESSAGE COPY

ABCDEFGHIJKLMNO
abcdefghijklmnopqrst

Univers 57 Condensed



P1
Matthews
MP46351
Subtle Silver Metallic



P2
Matthews
MP20185
Bell Metal Bronze Metallic



P3
Matthews
MP20146
Alpha Bronze Metallic



P4
Benjamin Moore
2145-30
Brookside Moss



P5
Benjamin Moore
2143-50
Old Prairie



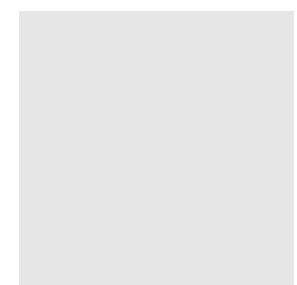
P6
Matthews
MP20046
Frosty Nickel Metallic



P7
Matthews
MP07327
Paddington Blue



P8
Matthews
MP01632
Sharp Green



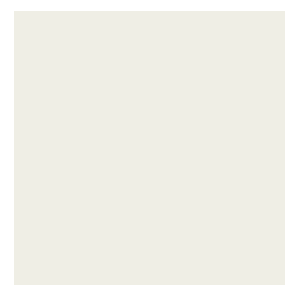
V1
3M Scotchlite Vinyl
White Reflective



V2
3M Scotchlite Vinyl
Light Blue Reflective



V3
3M Scotchlite Vinyl
Black Reflective



V4
3M Vinyl
Antique White

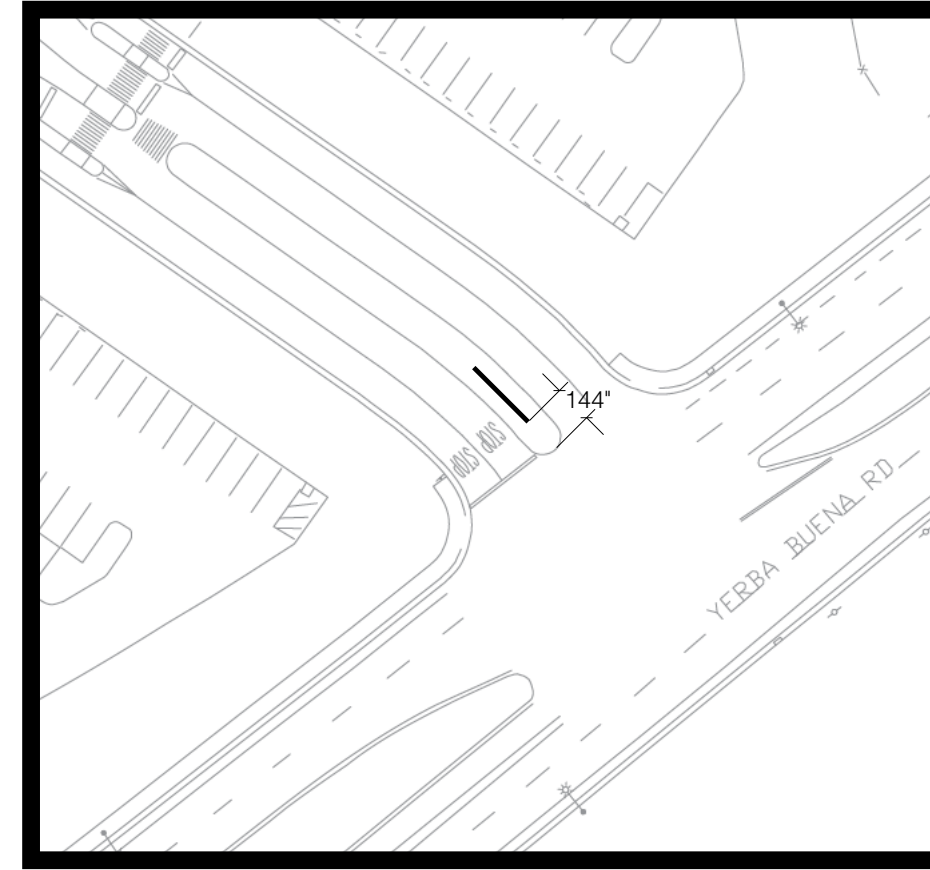


V5
3M Vinyl
Charcoal Metallic

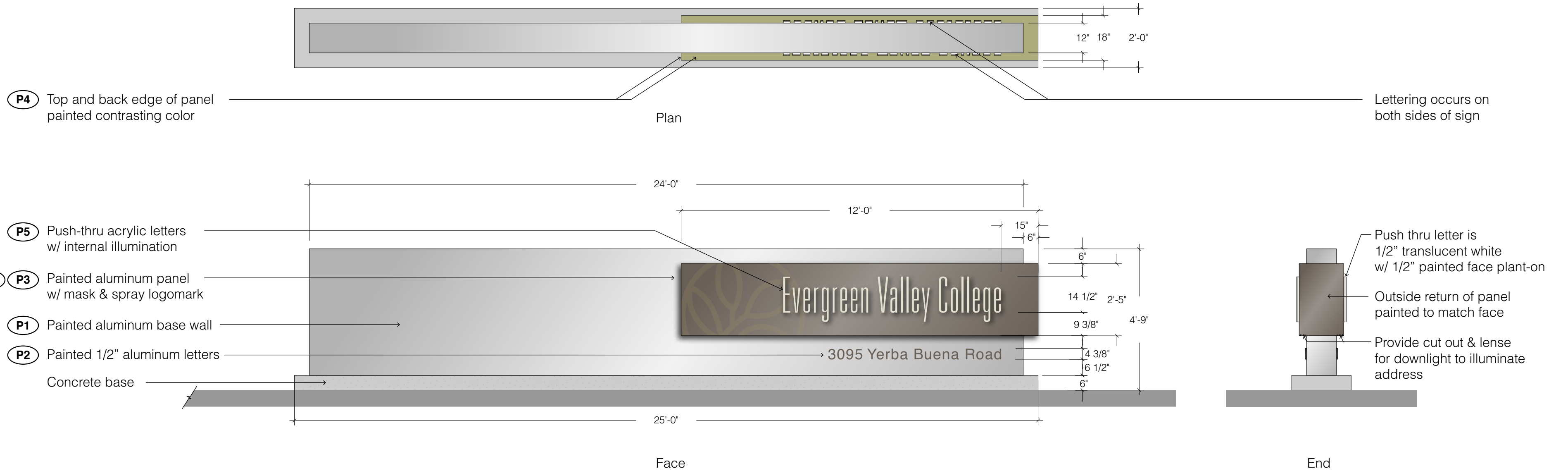


SAN FELIPE ENTRY

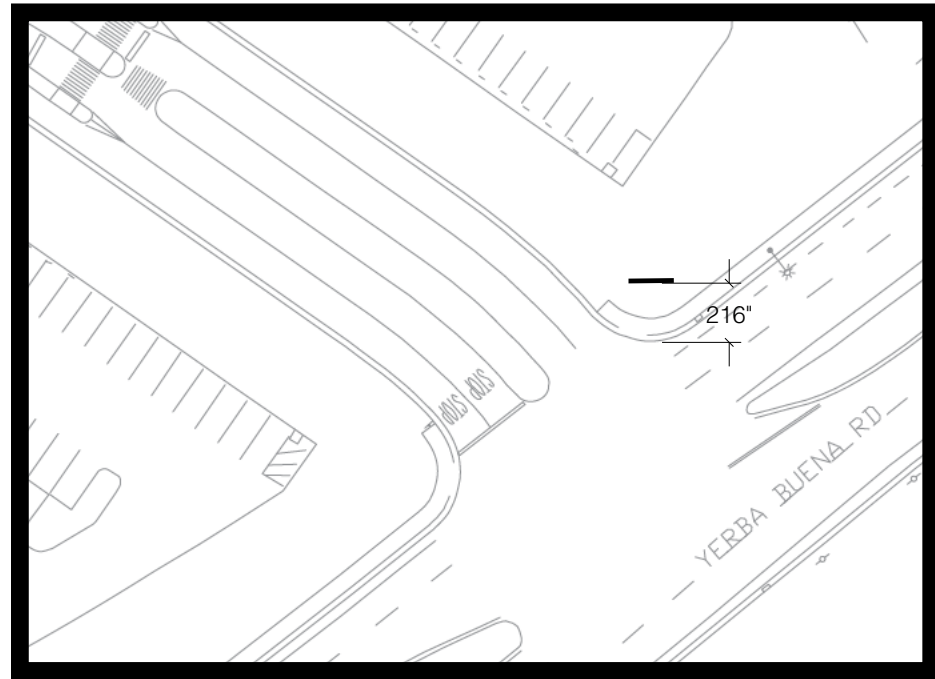
Hold back leading edge of sign panel 144" from furthest outside curb of median at both entries.



YERBA BUENA ENTRY

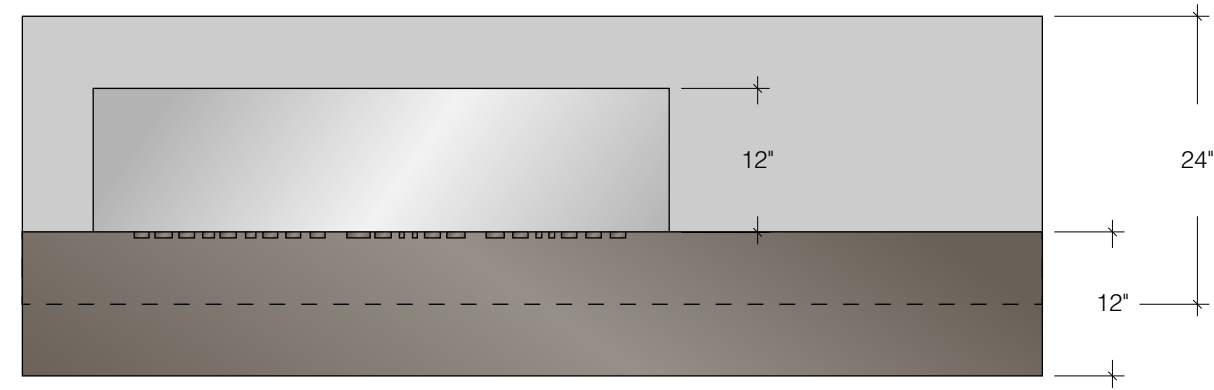


SECONDARY VEHICULAR DIRECTIONAL



YERBA BUENA ENTRY

Location Detail / NTS



Plan

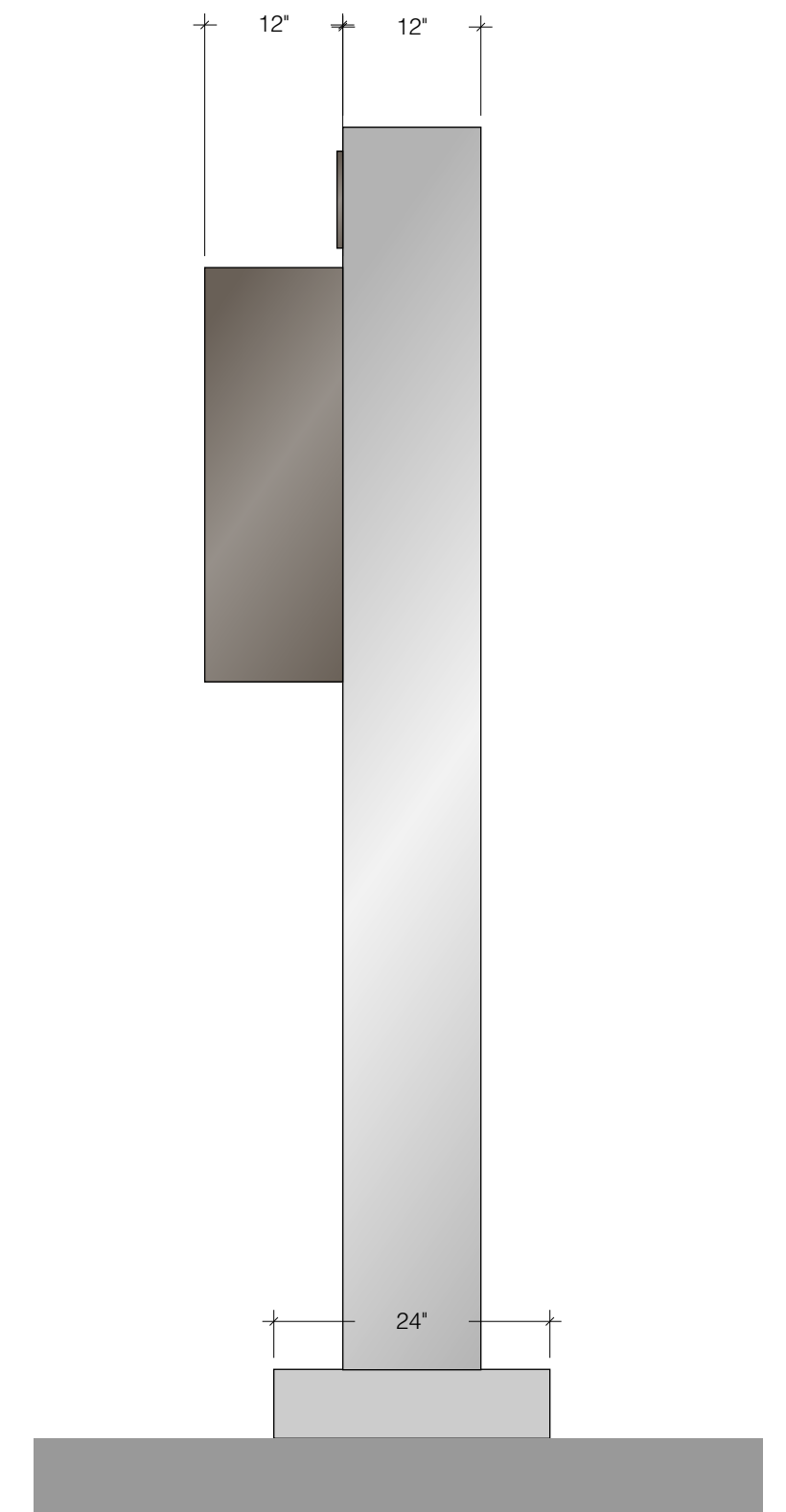
P2 1/2" thick acrylic letters applied flush to face, non-illuminated

P2 Watchfire 25MM resolution full color display w/ painted cabinet

P1 P6 Painted aluminum base wall w/ mask & spray logomark



Face

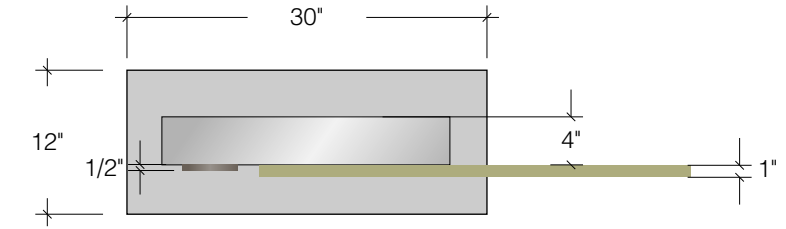
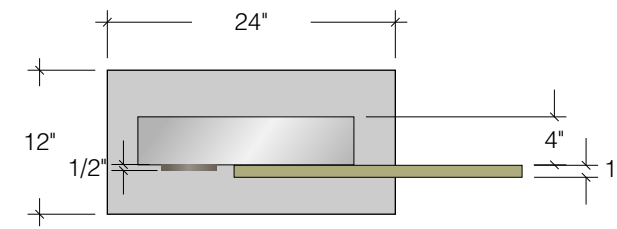
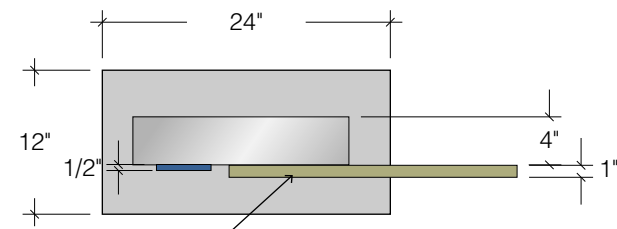


End

Concrete base

Sign Drawing

3/4"=1'-0"

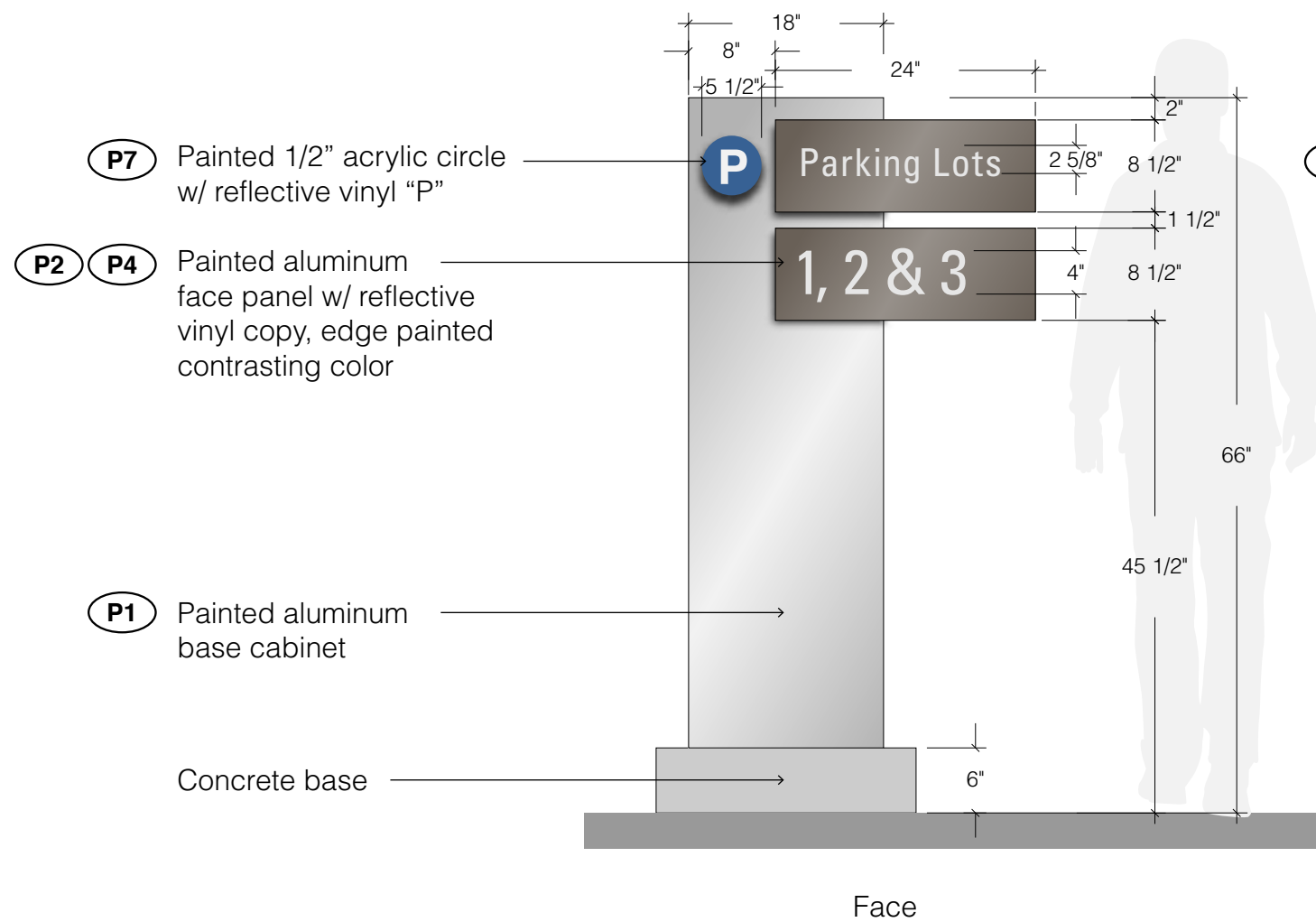


P4 Edge of panel painted contrasting color

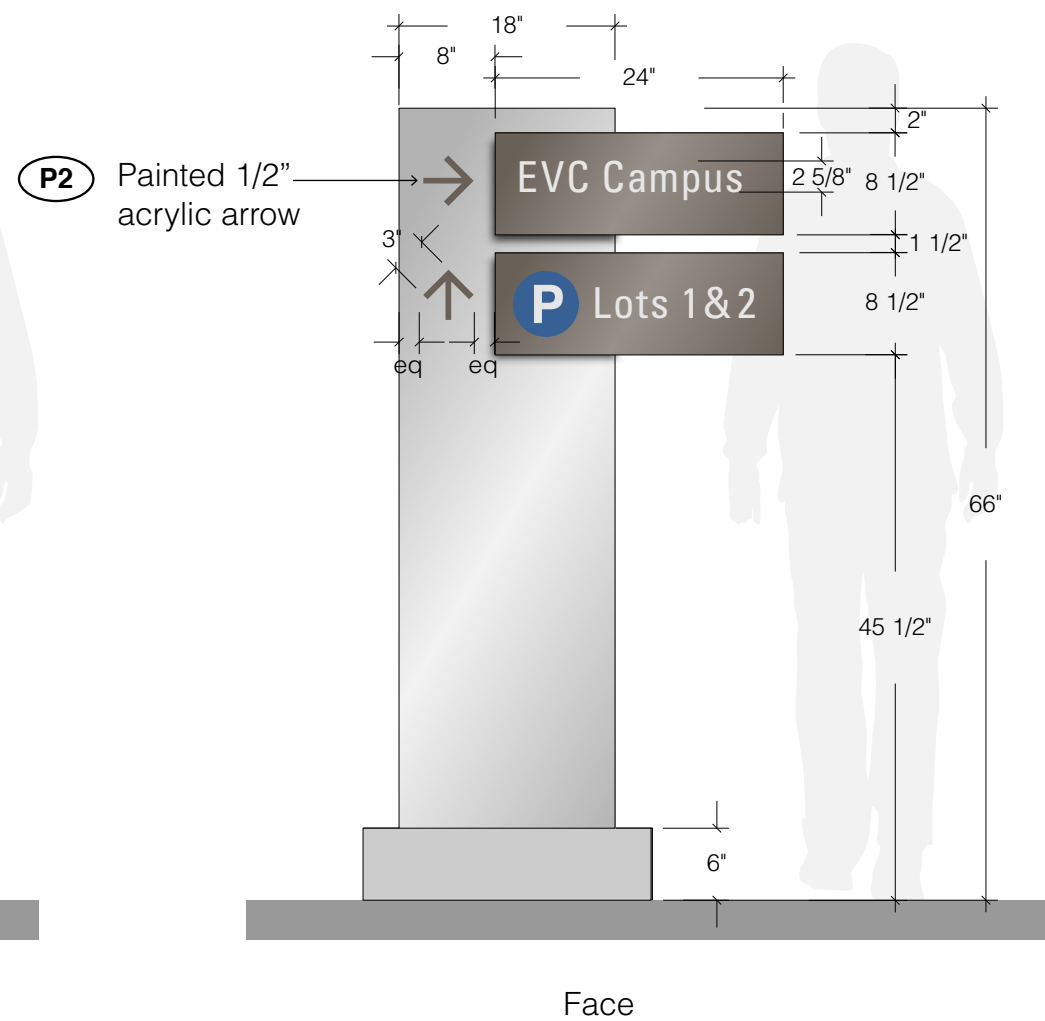
Plan

Plan

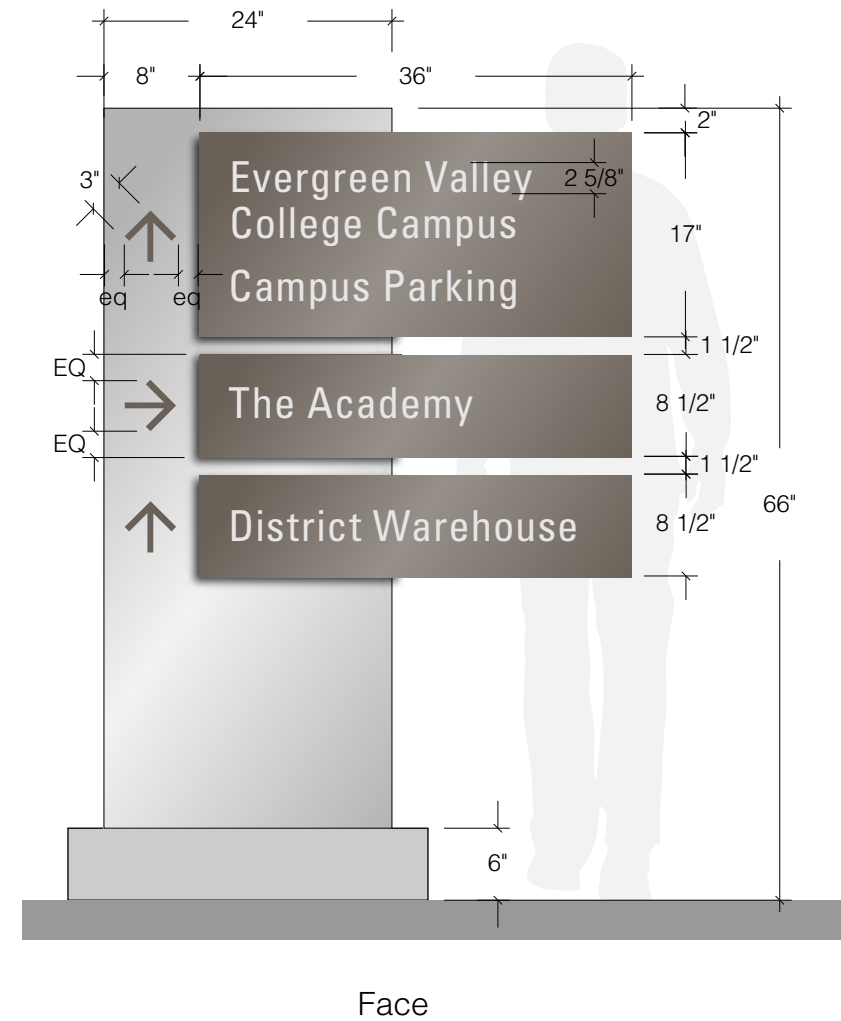
Plan



D PRIMARY PARKING LOT ID



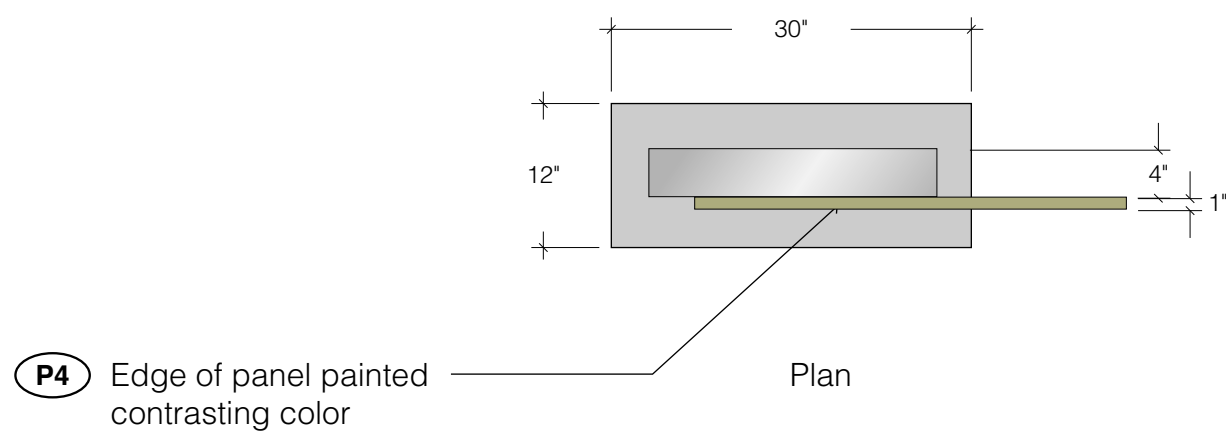
C SECONDARY VEHICULAR DIRECTIONAL



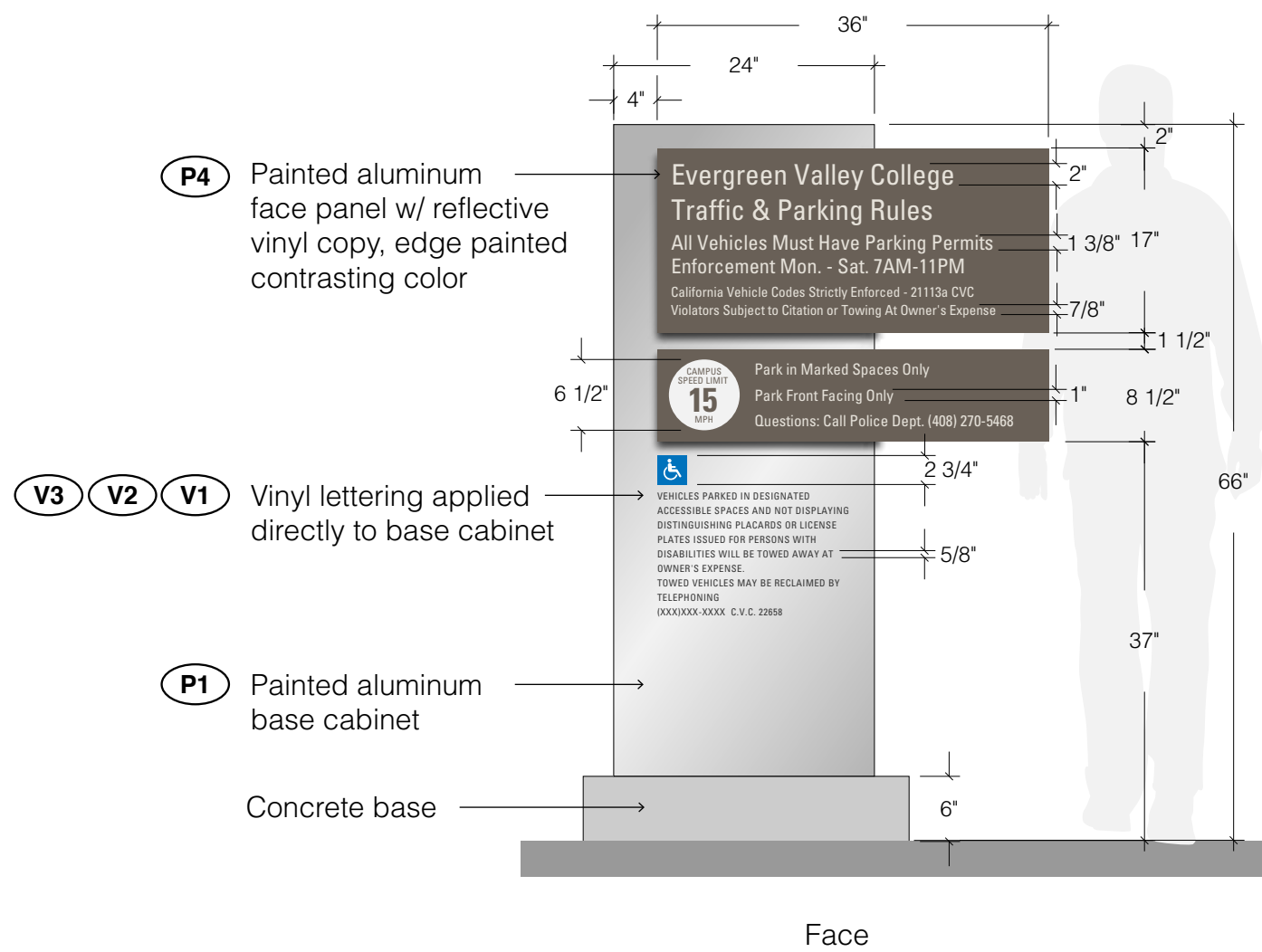
B PRIMARY VEHICULAR DIRECTIONAL

- P7** Painted 1/2" acrylic circle w/ reflective vinyl "P"
- P2** **P4** Painted aluminum face panel w/ reflective vinyl copy, edge painted contrasting color
- P1** Painted aluminum base cabinet

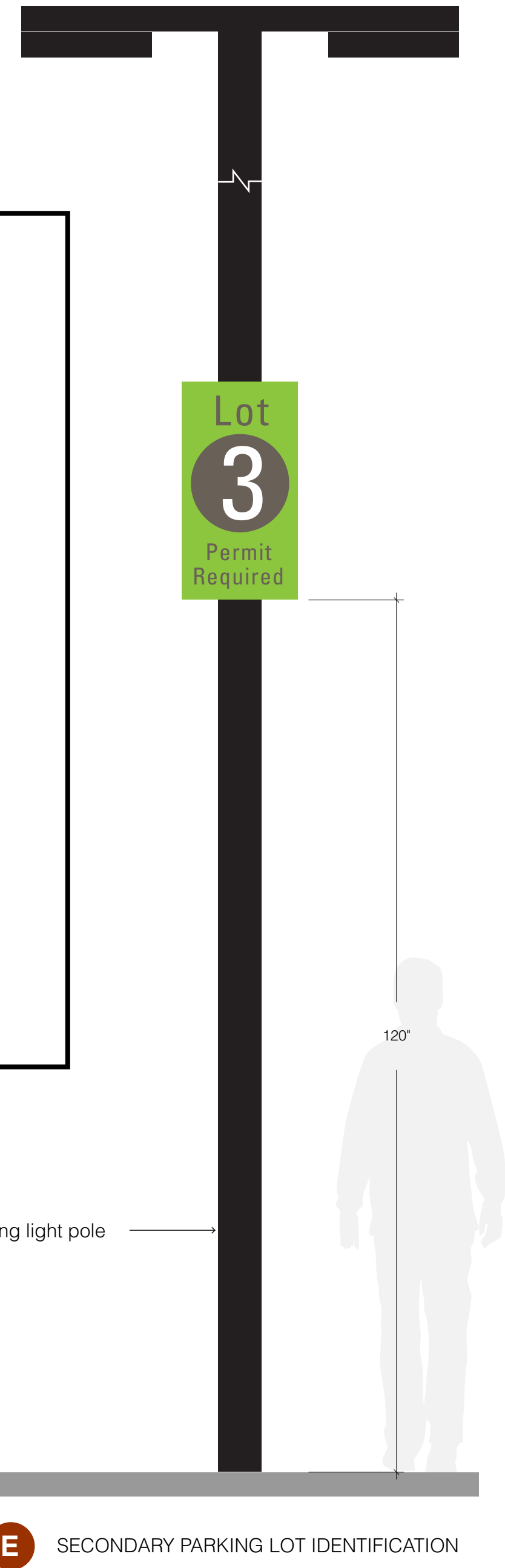
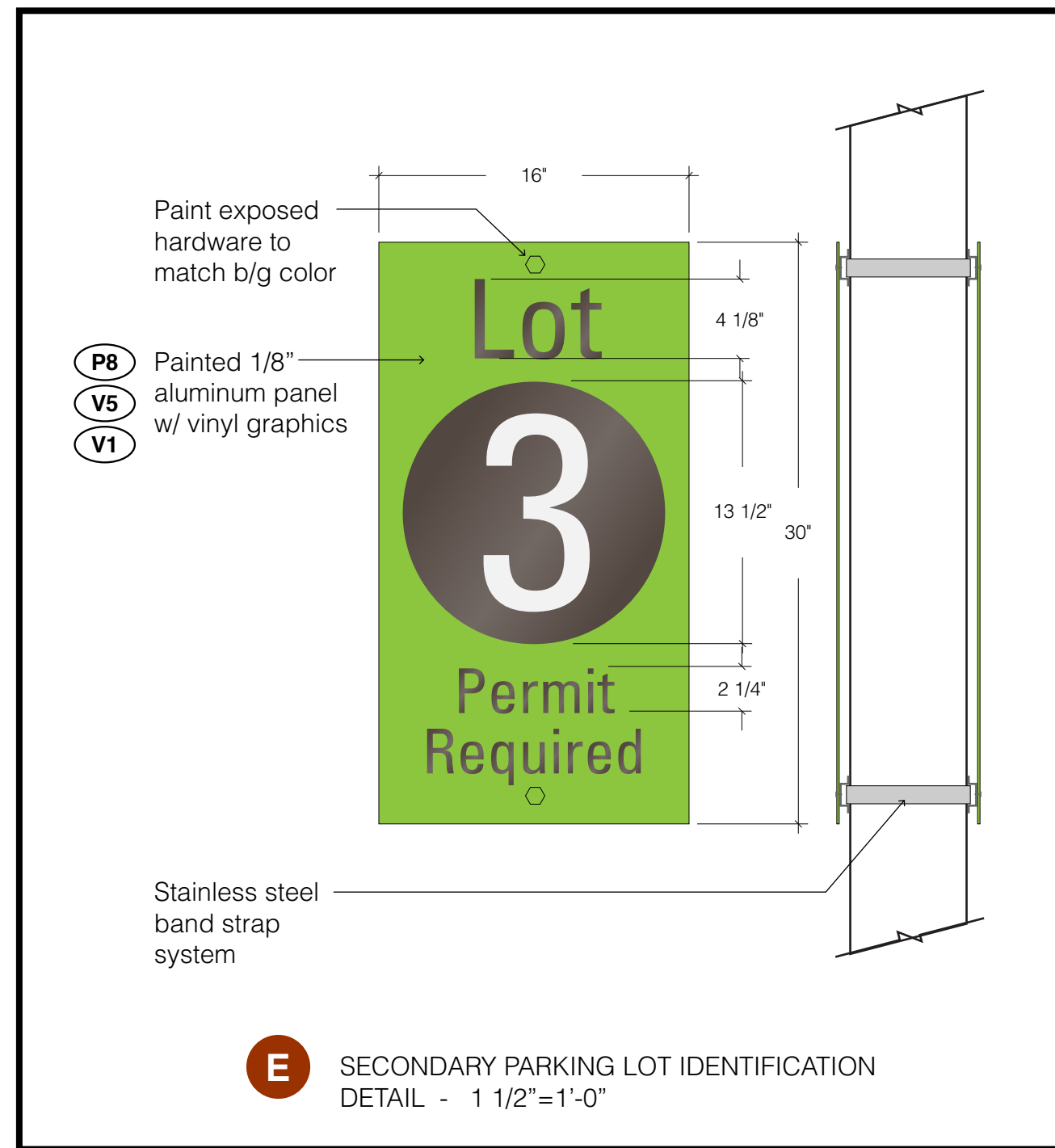
- P2** Painted 1/2" acrylic arrow

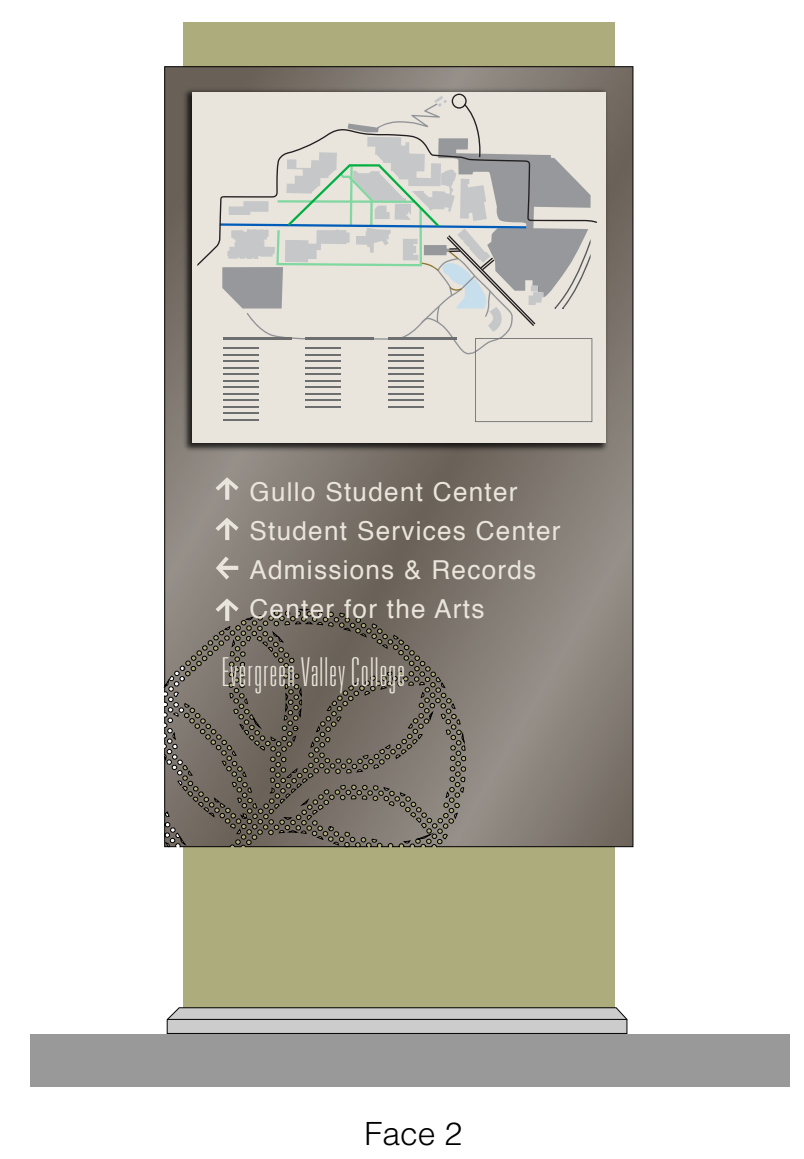
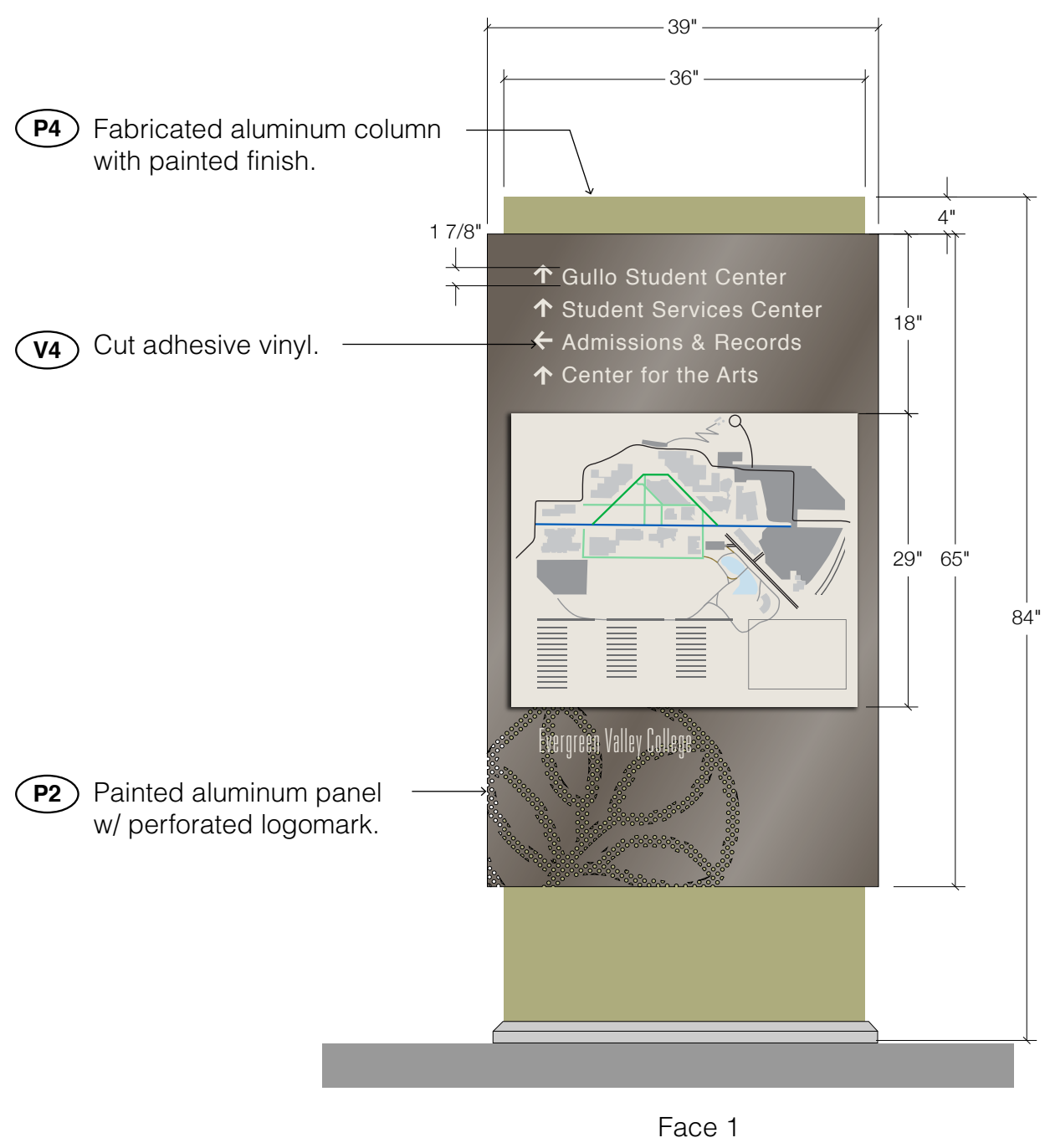
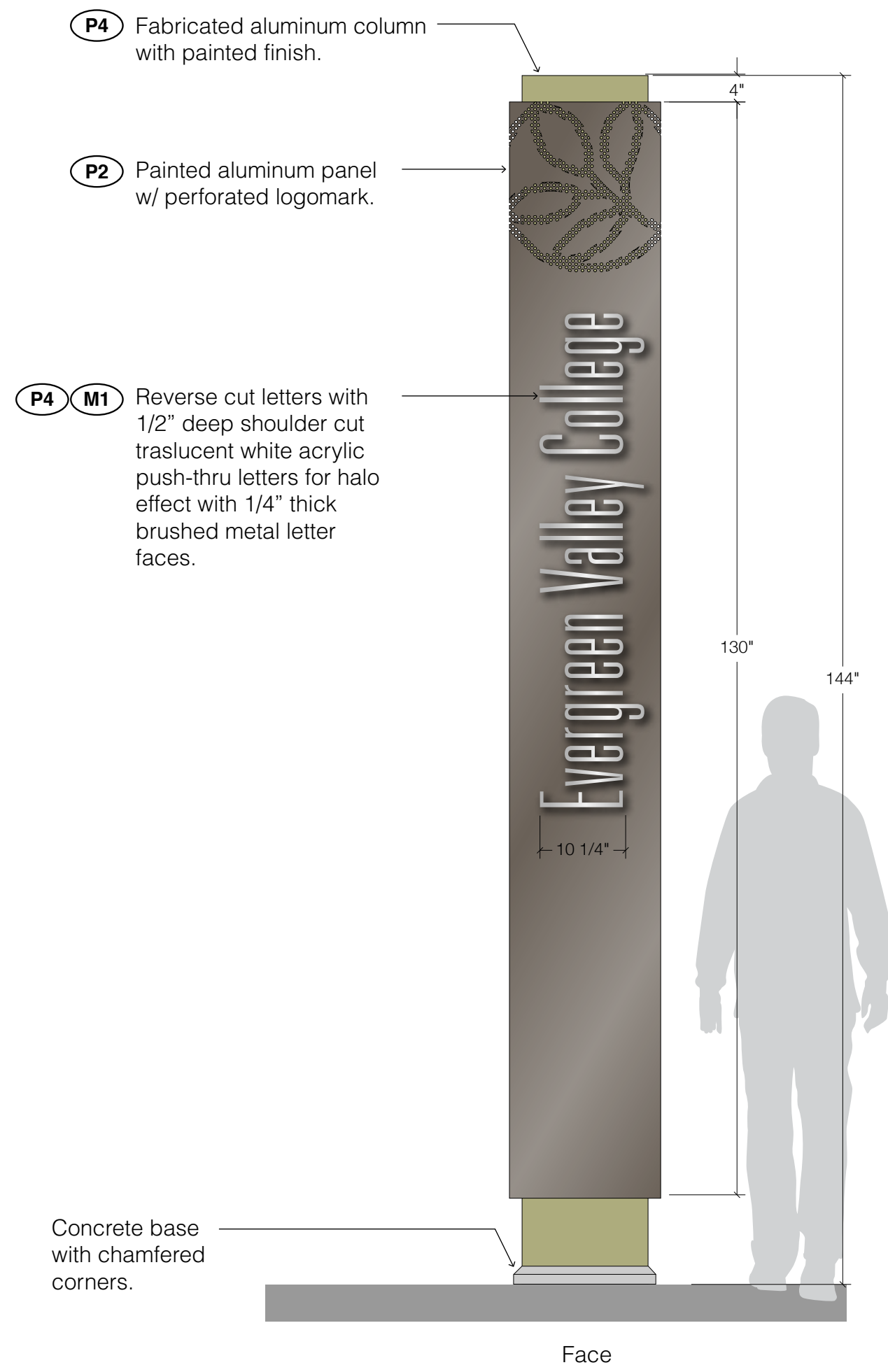
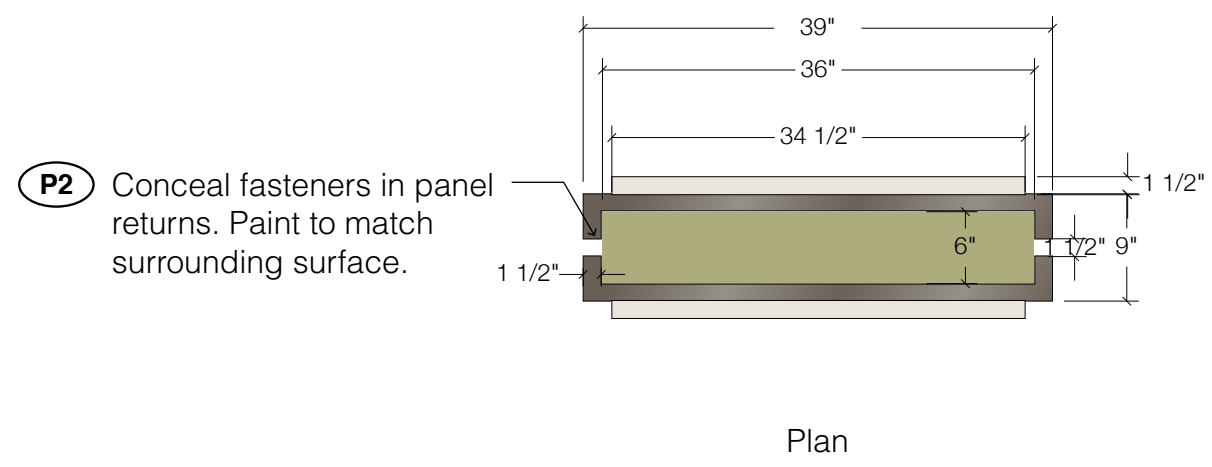
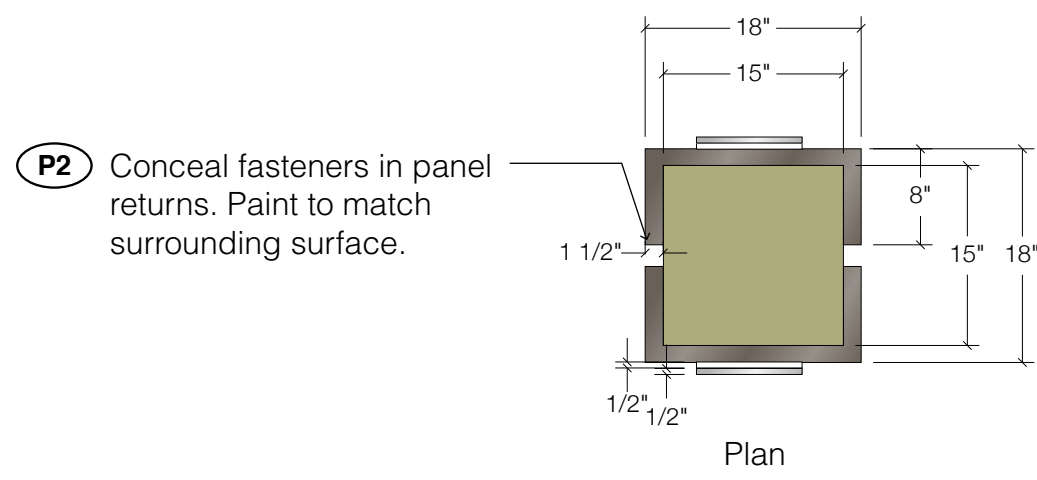


Plan



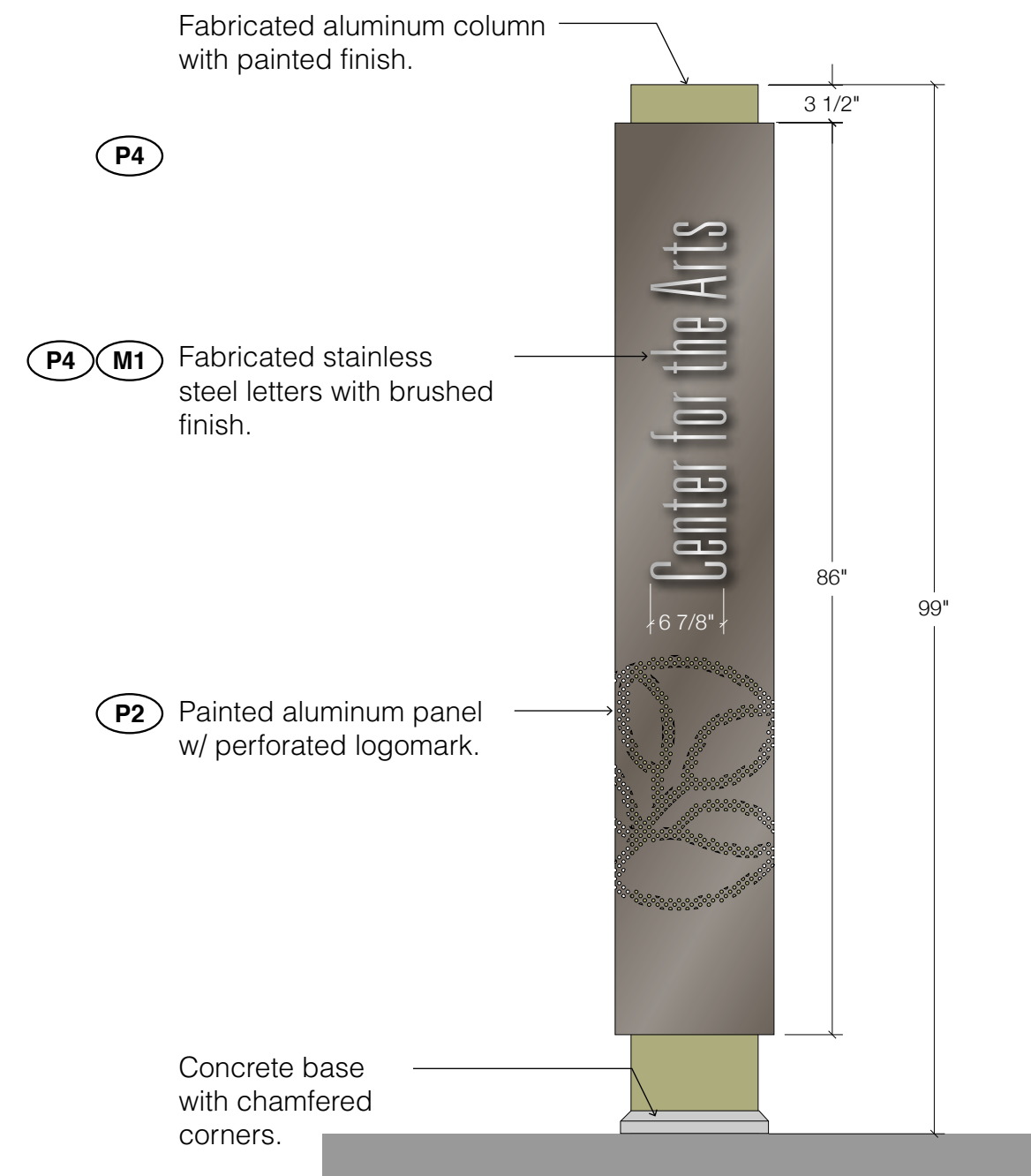
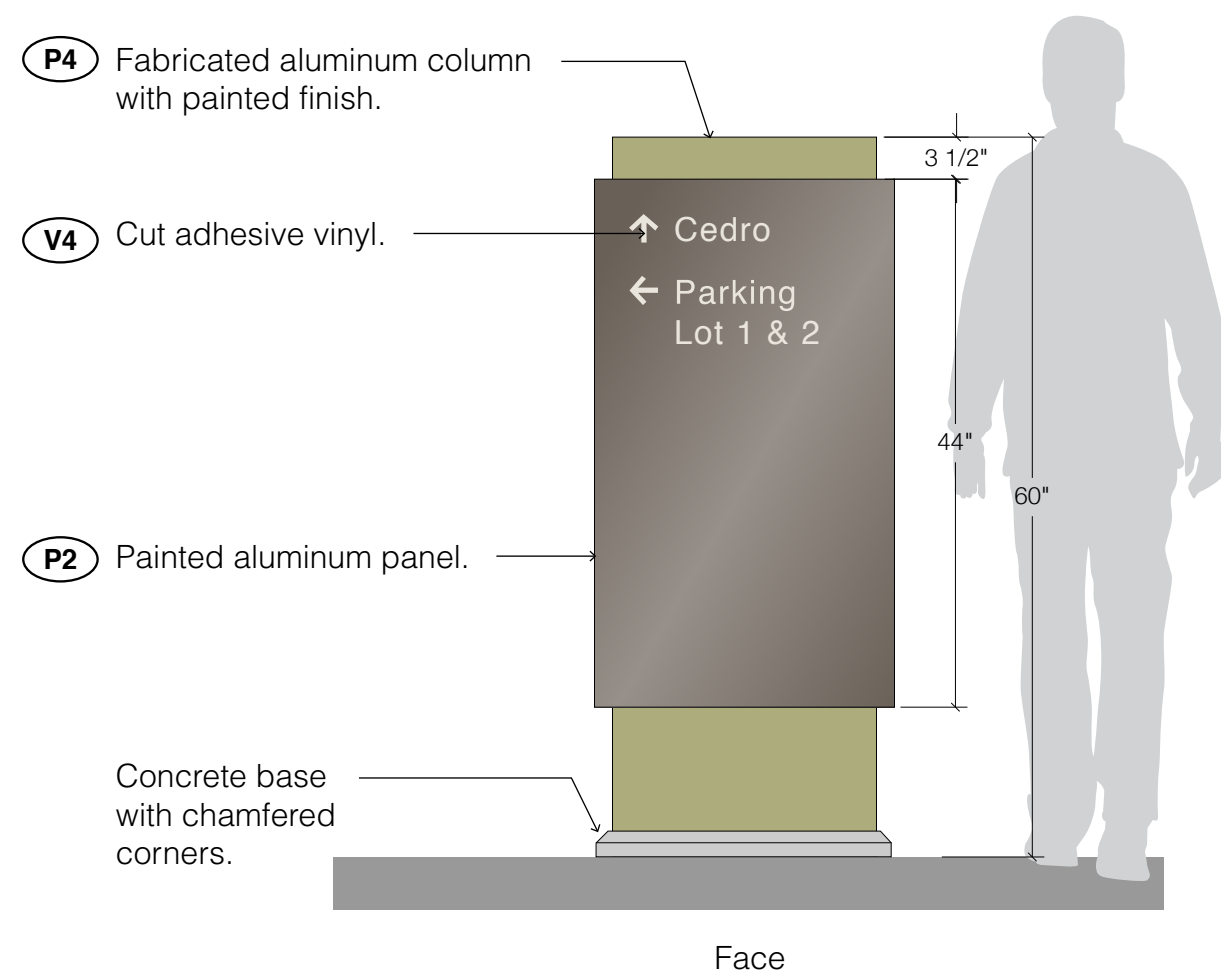
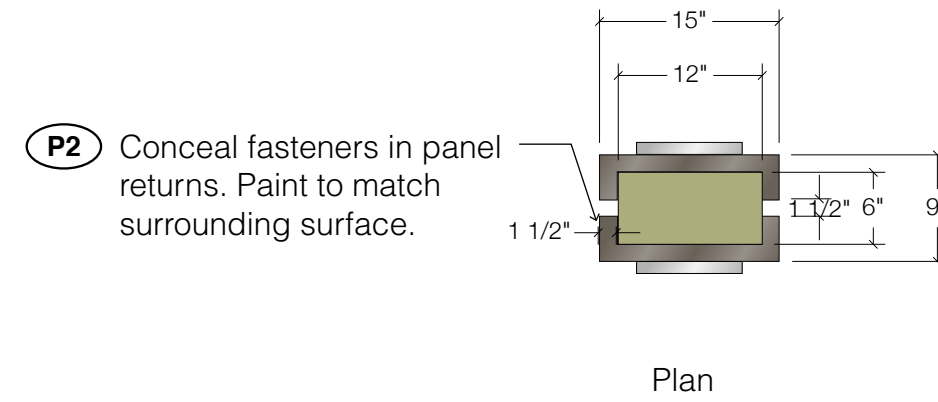
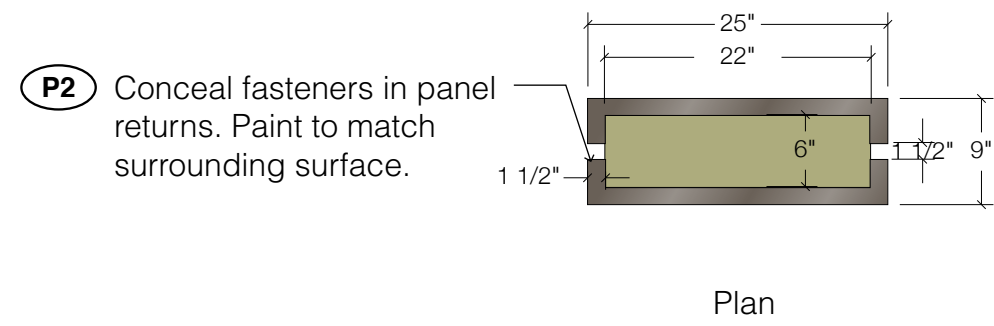
F VEHICULAR REGULATORY





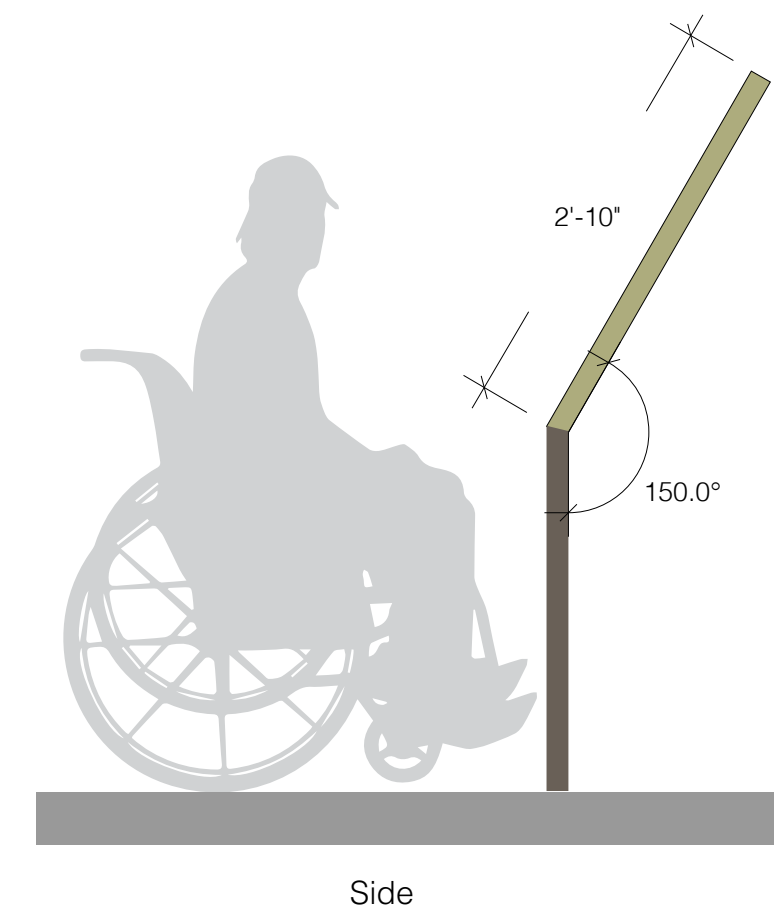
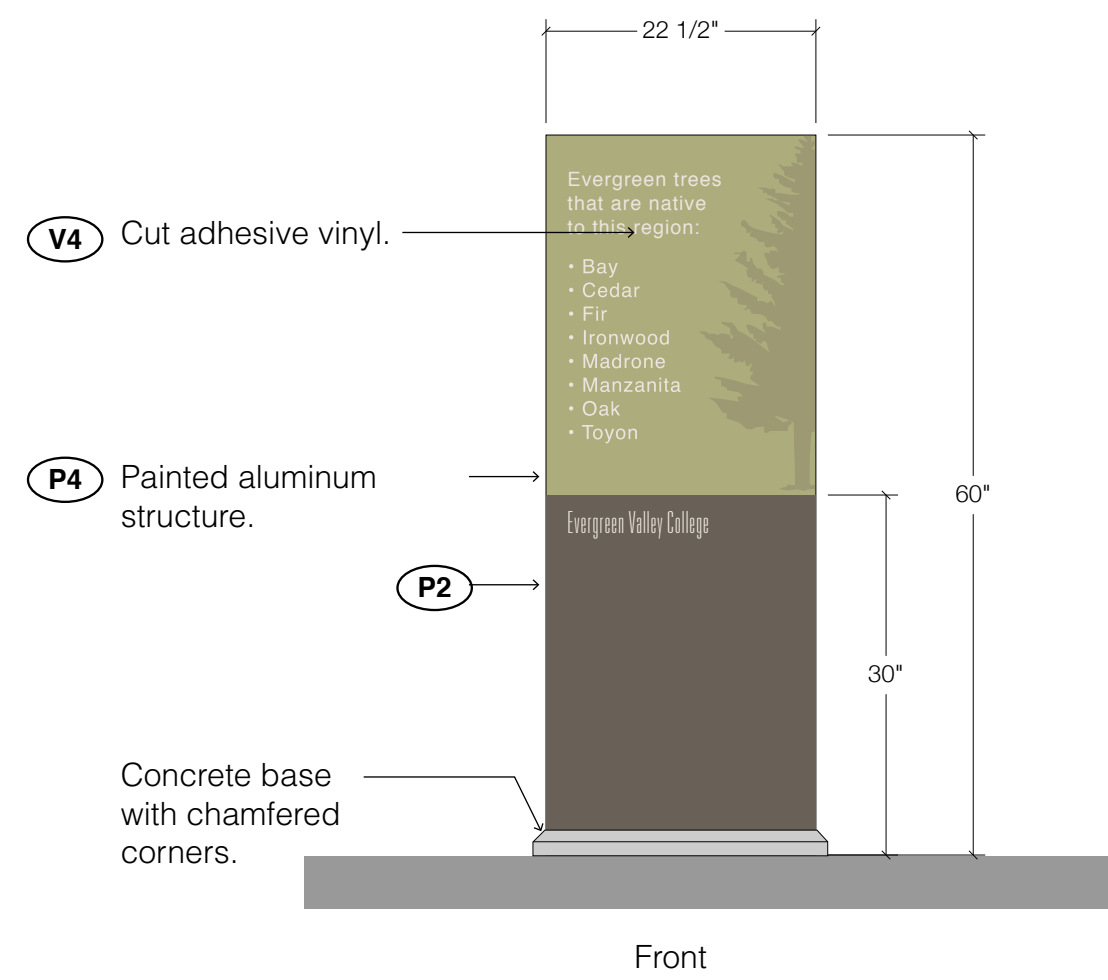
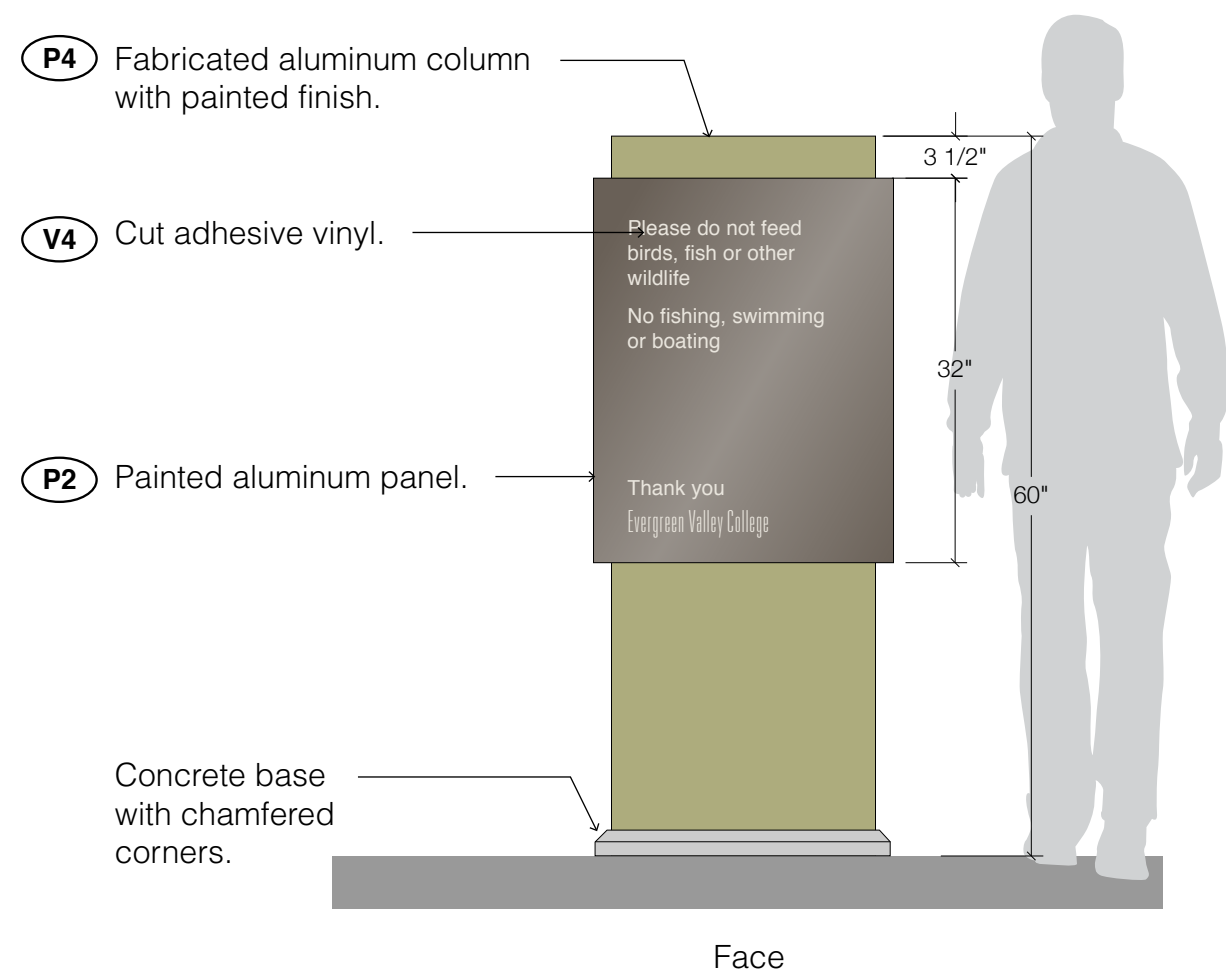
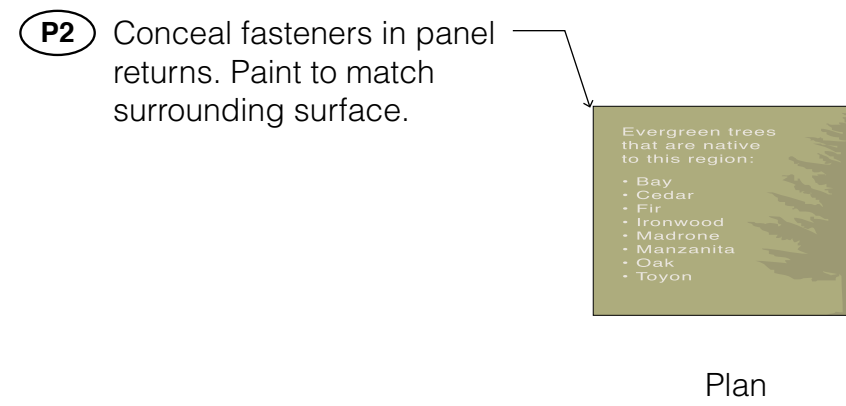
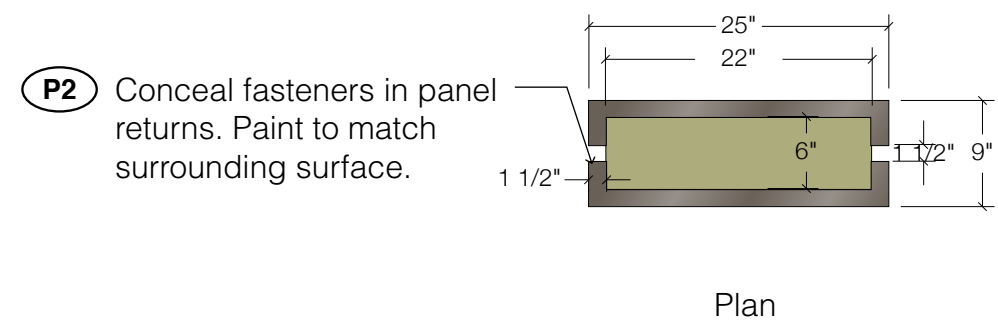
G CAMPUS THRESHOLD/GATE

H DIRECTORY KIOSK



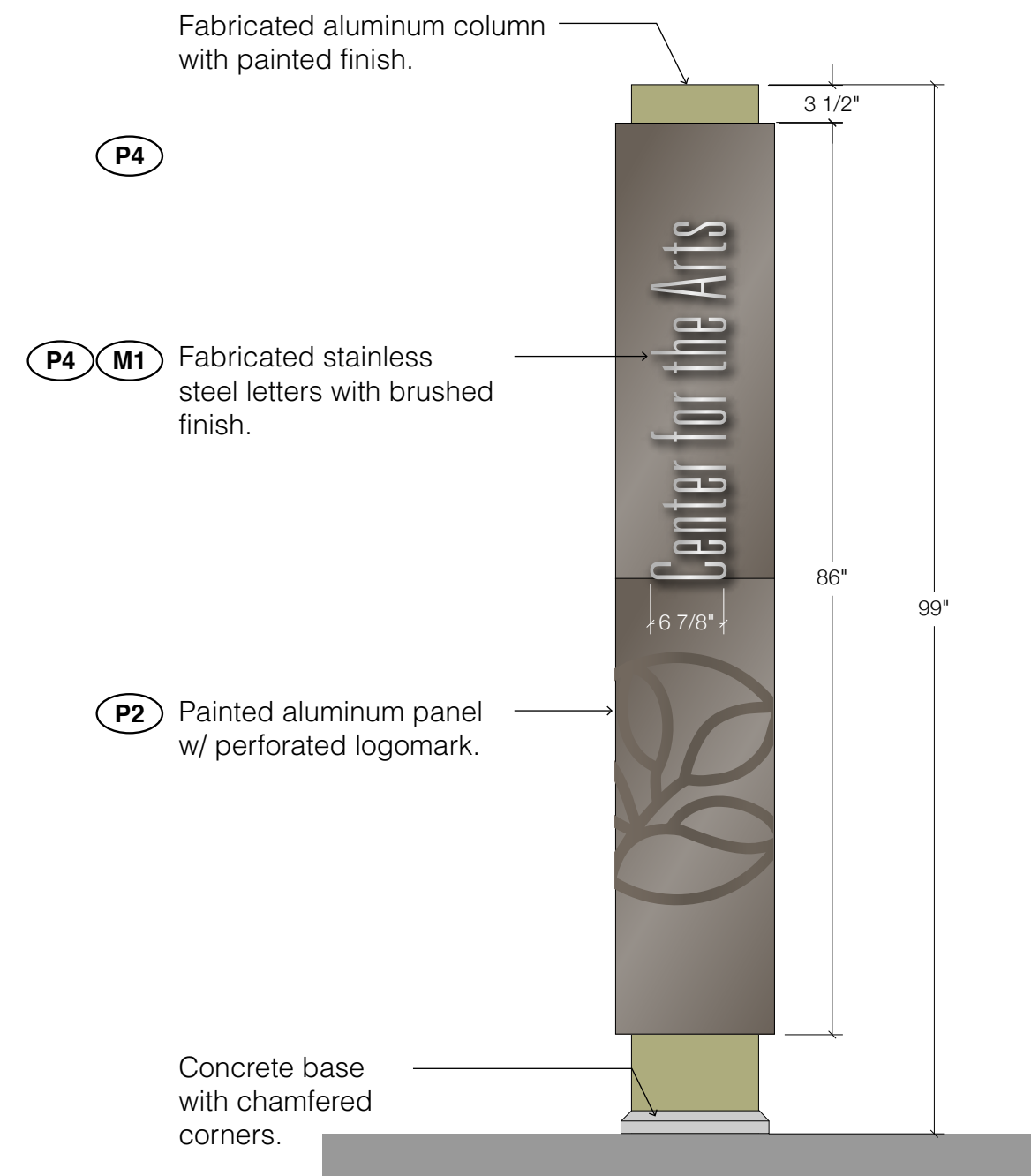
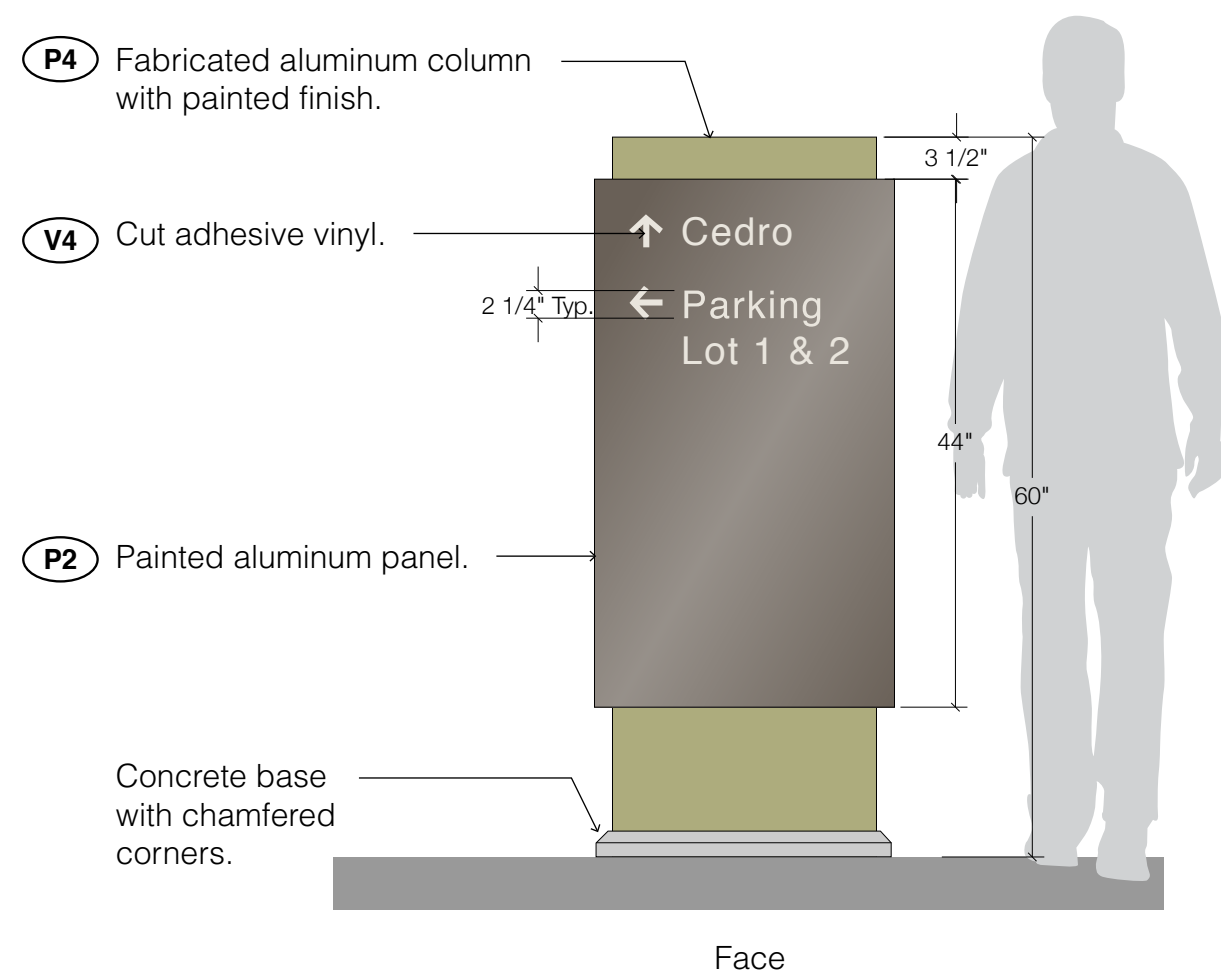
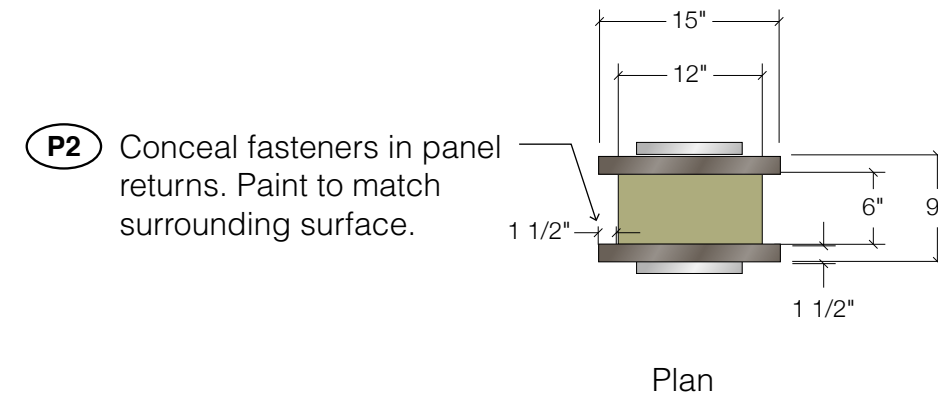
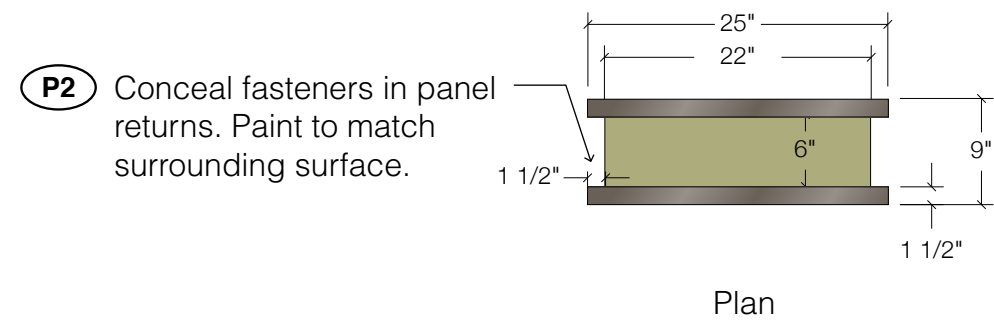
I SECONDARY PEDESTRIAN DIRECTIONAL

J CAMPUS LOCATION/AREA ID



K PEDESTRIAN REGULATORY

L INFO/HISTORY PLAQUE



I SECONDARY PEDESTRIAN DIRECTIONAL

J CAMPUS LOCATION/AREA ID