

AUGUST 22, 2023

Wayfinding Signage Design Presentation

1. ANALYSIS REVIEW
2. DESIGN DEVELOPMENT
3. PRELIMINARY CONSTRUCTION DETAILS
4. FULL SIGN TYPE ARRAY
5. SIGN LOCATION RENDERINGS

ANALYSIS REVIEW

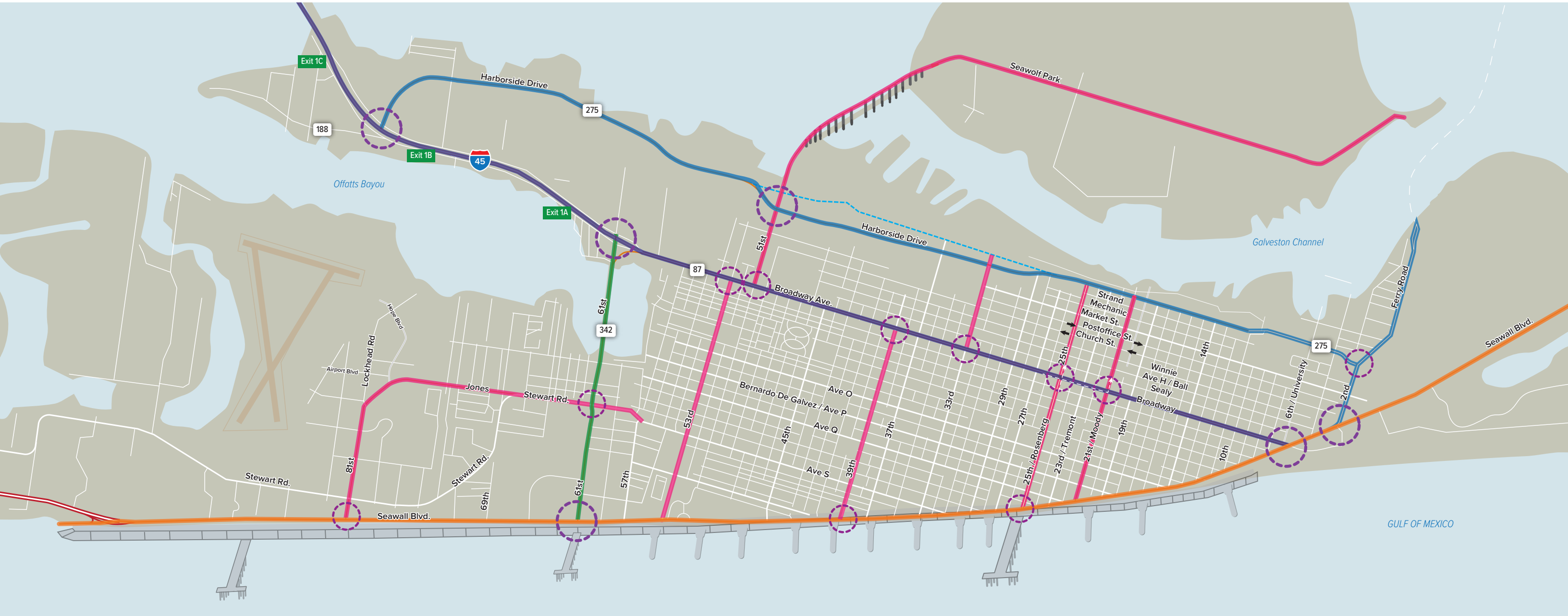
Wayfinding Districts

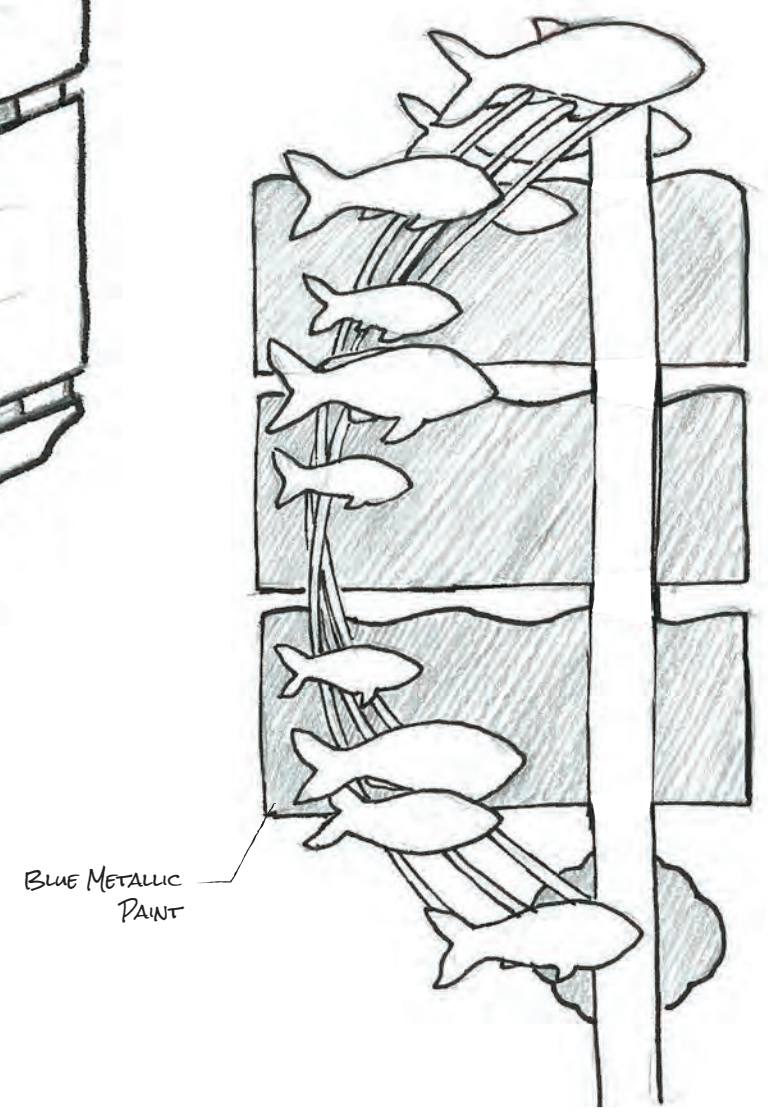
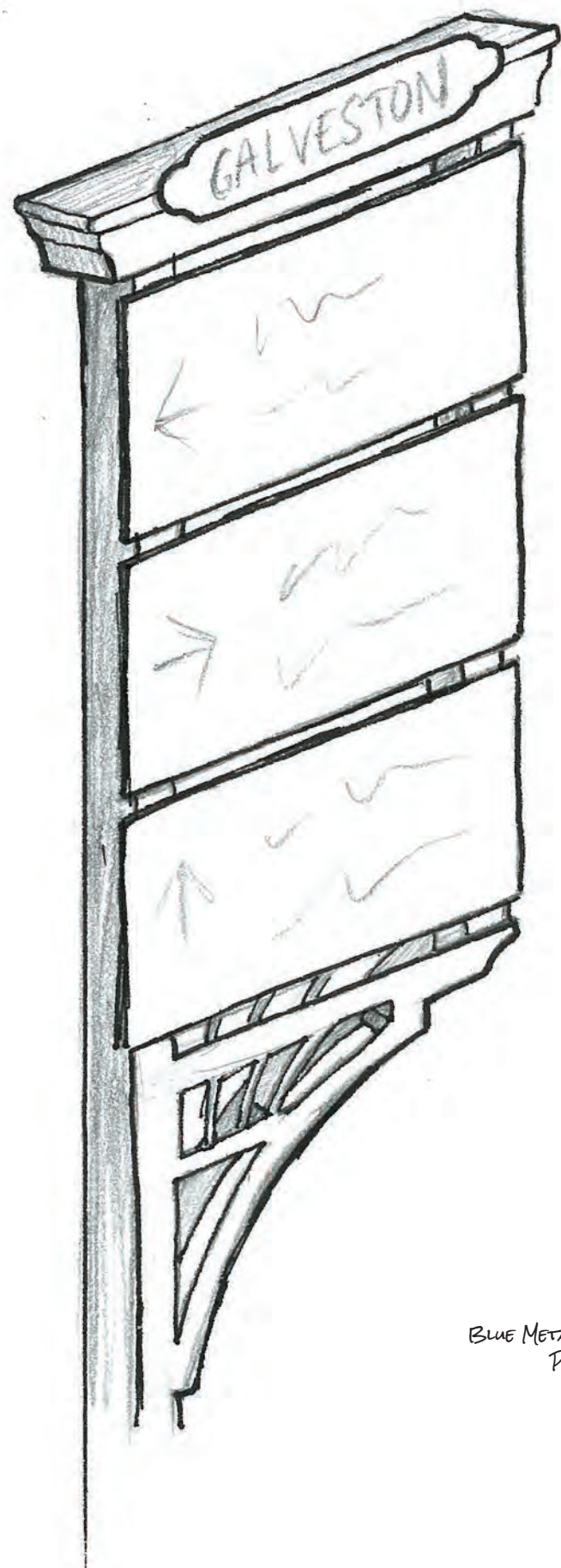
- Harborside
- Historic Downtown
- Seawall
- East End
- West End

District Plan



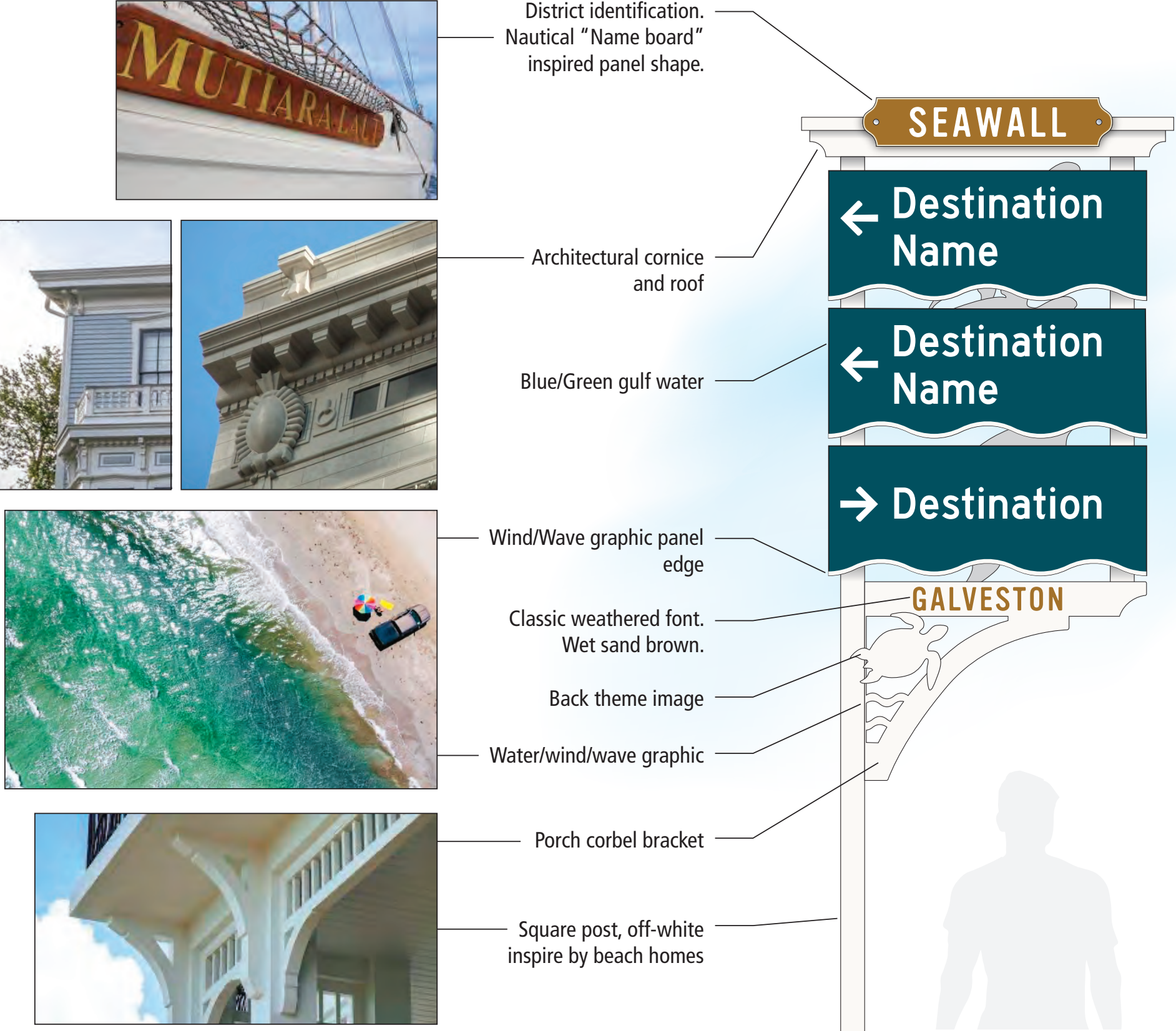
Circulation





DESIGN DEVELOPMENT

Architecture, History and Environmental Inspiration



Proposed Wayfinding Signage Colors		Existing Brand Colors	
Wet Sand		Earth	
Coastal White		Sand	
Gulf Blue		Navy	

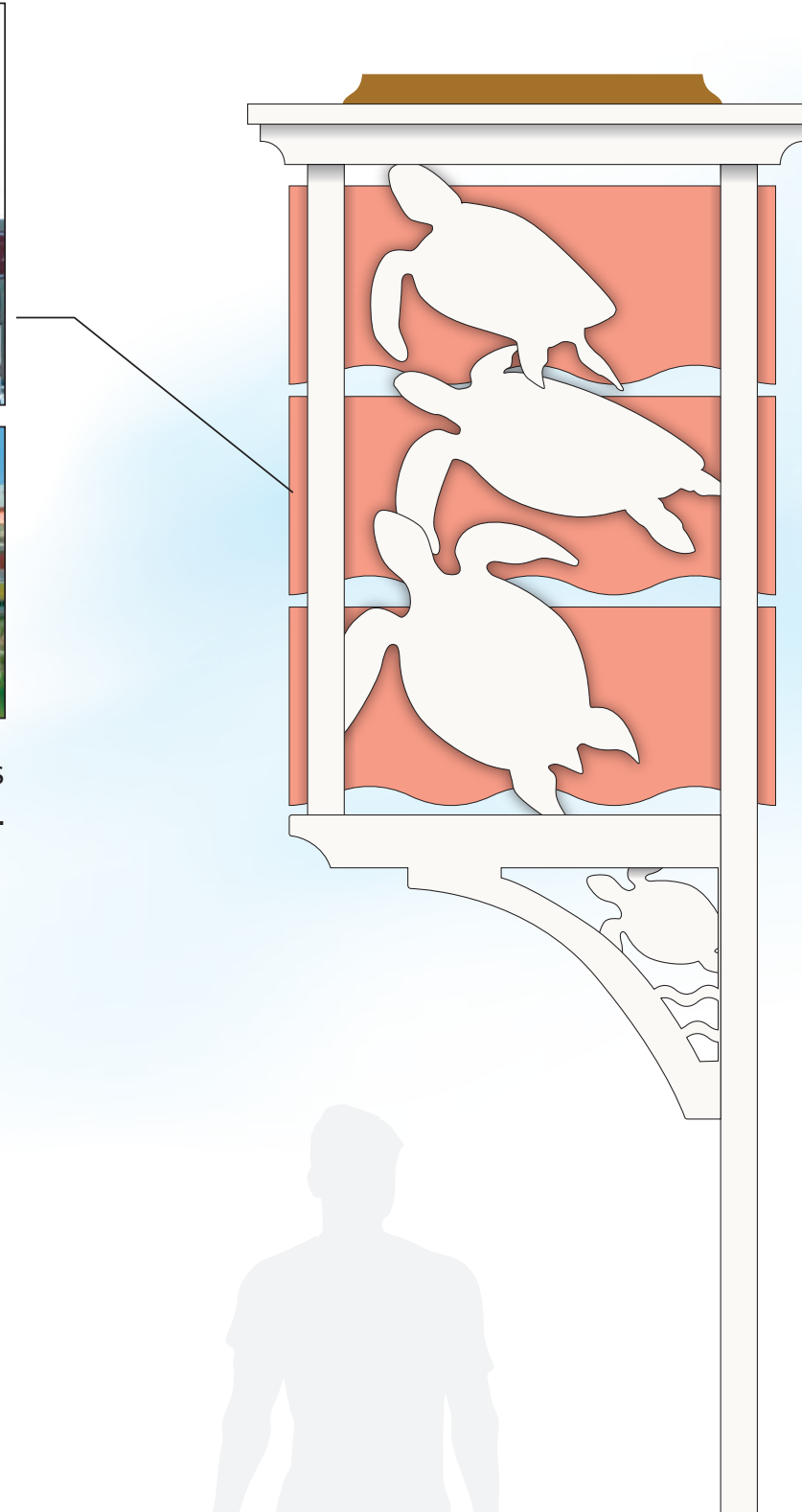
Primary Colors



Accent Colors



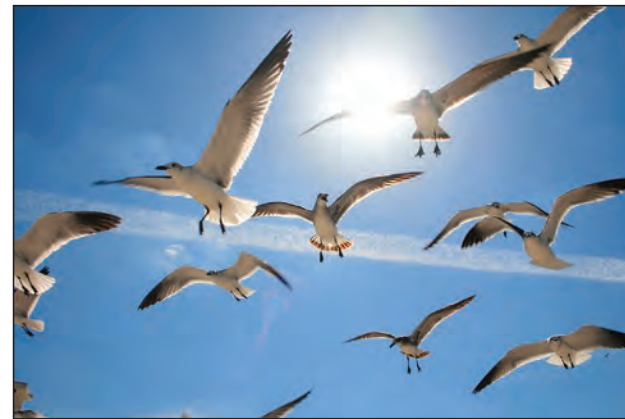
Three different color backgrounds inspired by home and building facades.



Proposed Wayfinding Signage Colors		Existing Brand Colors	
Sand			Sand
Island Blue			Island Blue
Coral			Coral

Accent Colors

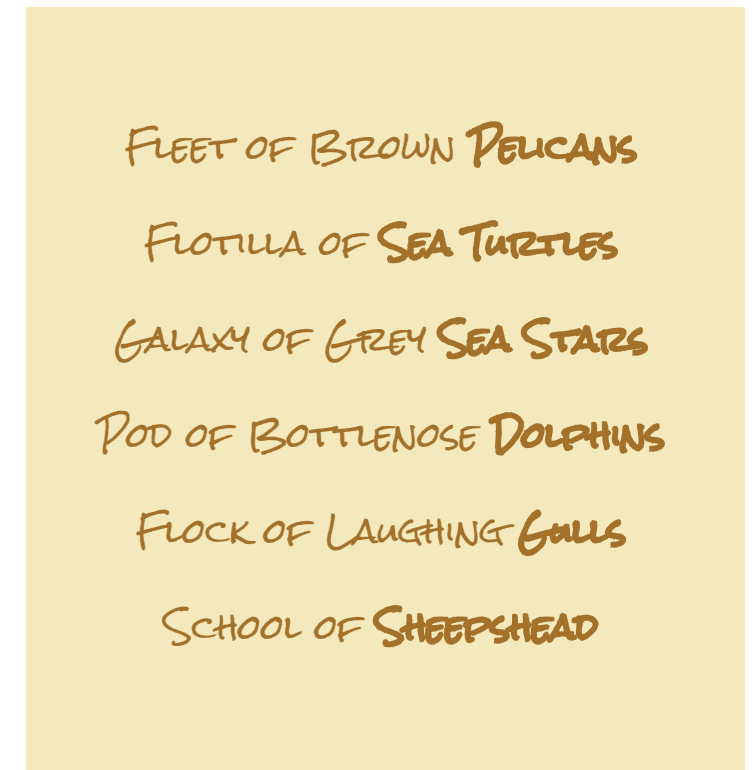
Natural Inspiration



Art Element Design Theme

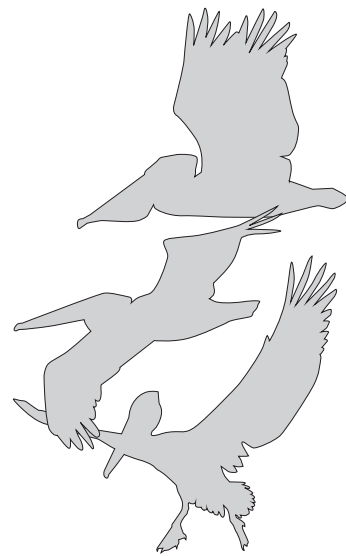
Design Theme:

- Gulf Wildlife
- Movement (Swim / drift / fly / glide)
- Background of: Sea / sky / beach
- Groups (Schools / pods / flocks)
- Island migration
- Environmental Awareness & Protection for the Island's "other" residents.
- **FUN & DISCOVERY**

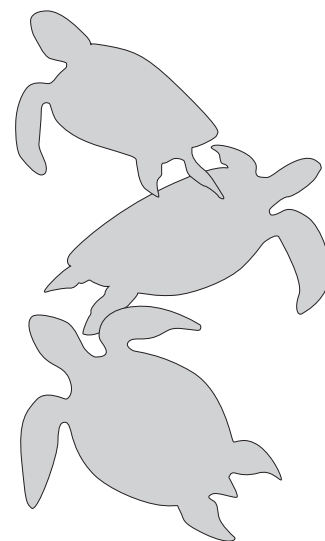


Individual Illustrations

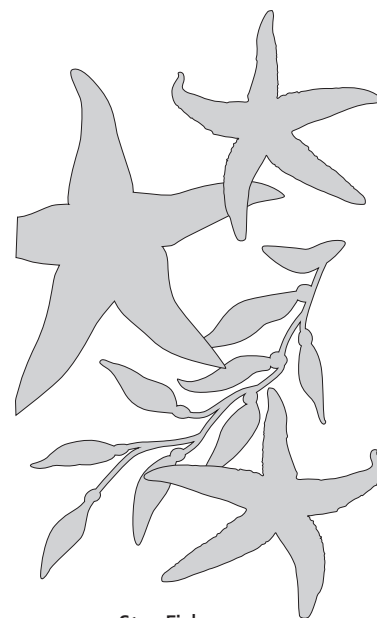
Art Element Designs



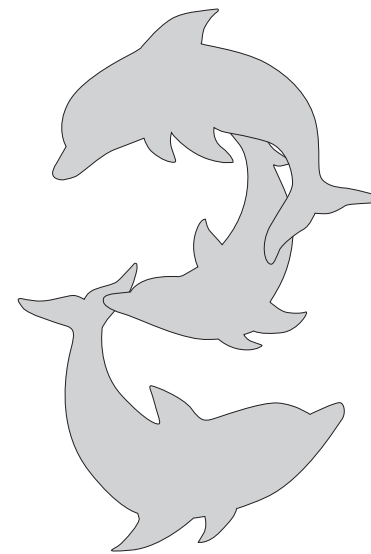
Pelicans



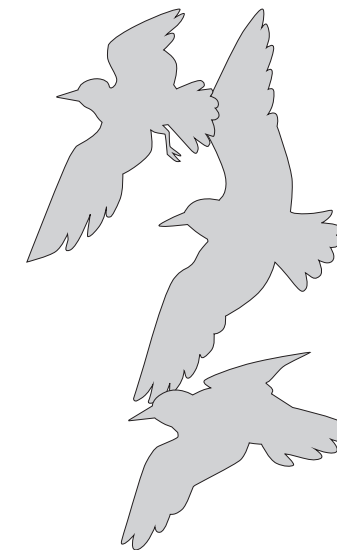
Sea Turtles



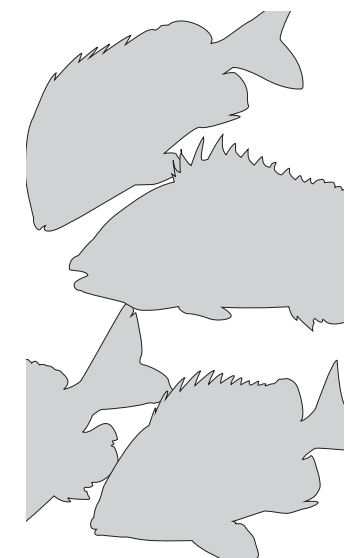
Star Fish



Dolphins

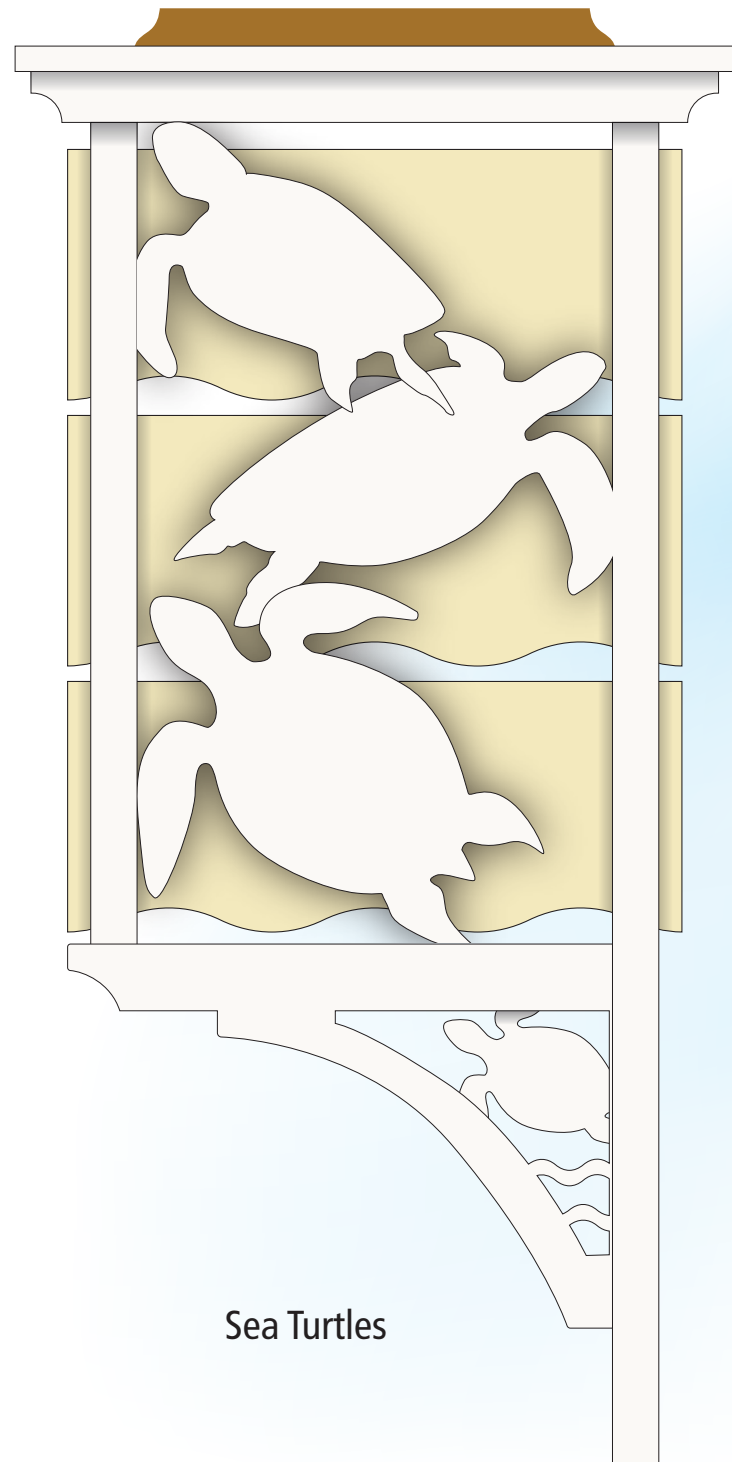


Sea Birds

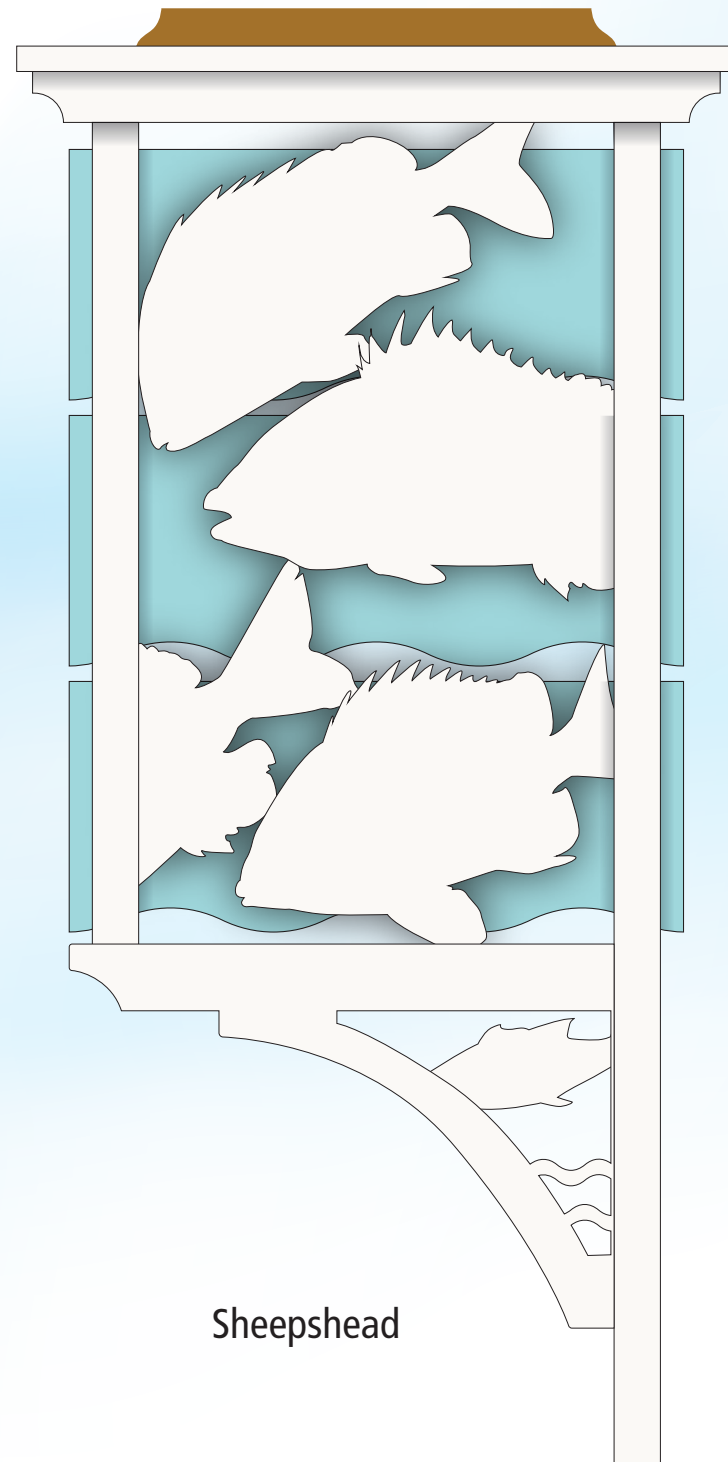


Sheepshead

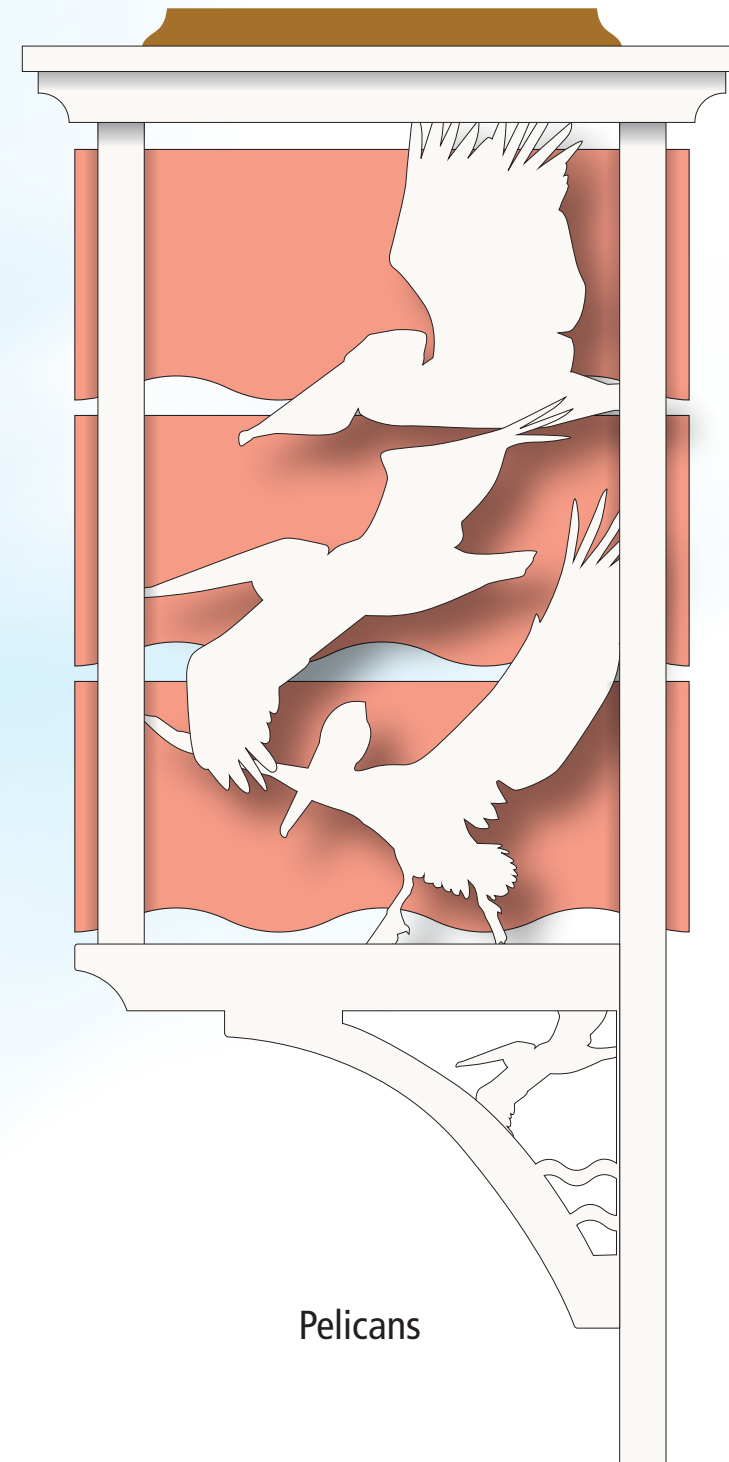
Art Element Application



Sea Turtles

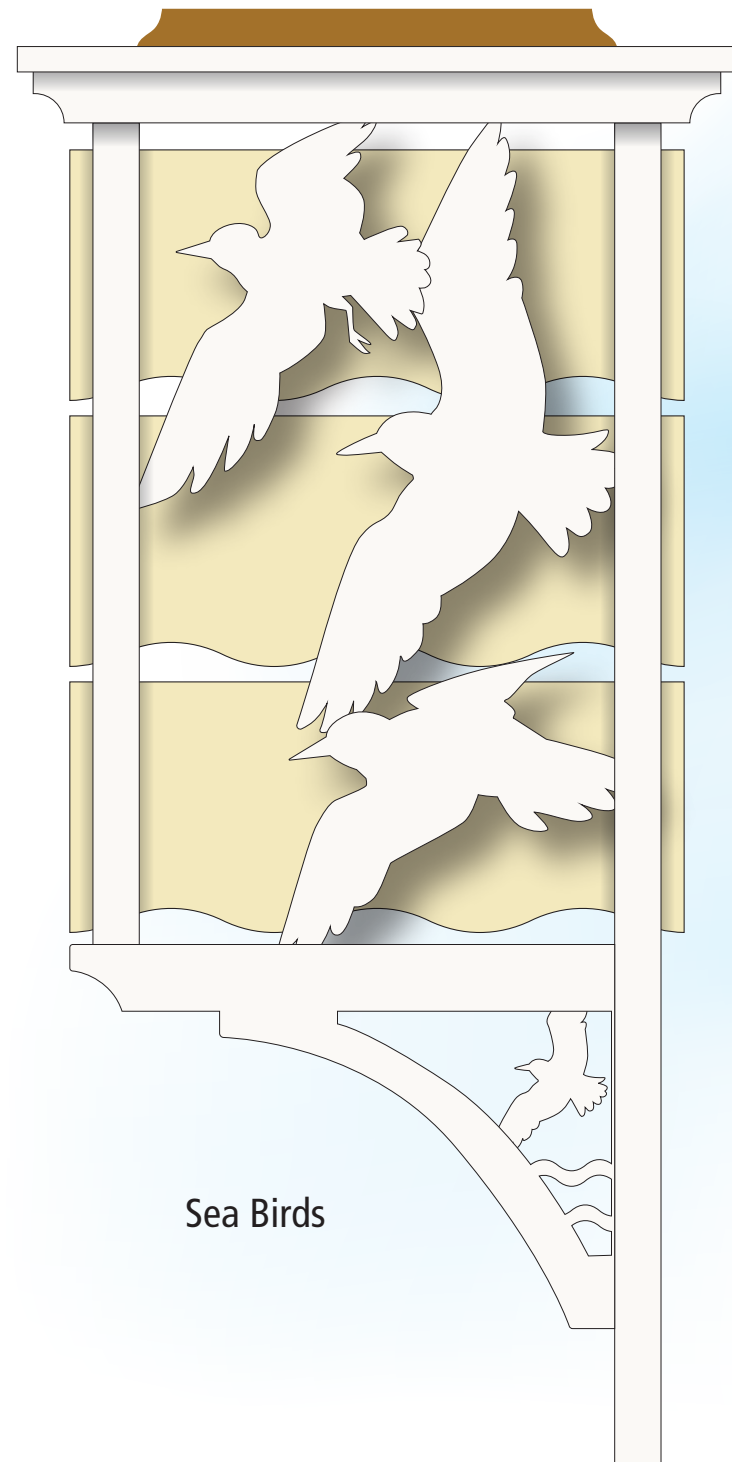


Sheepshead

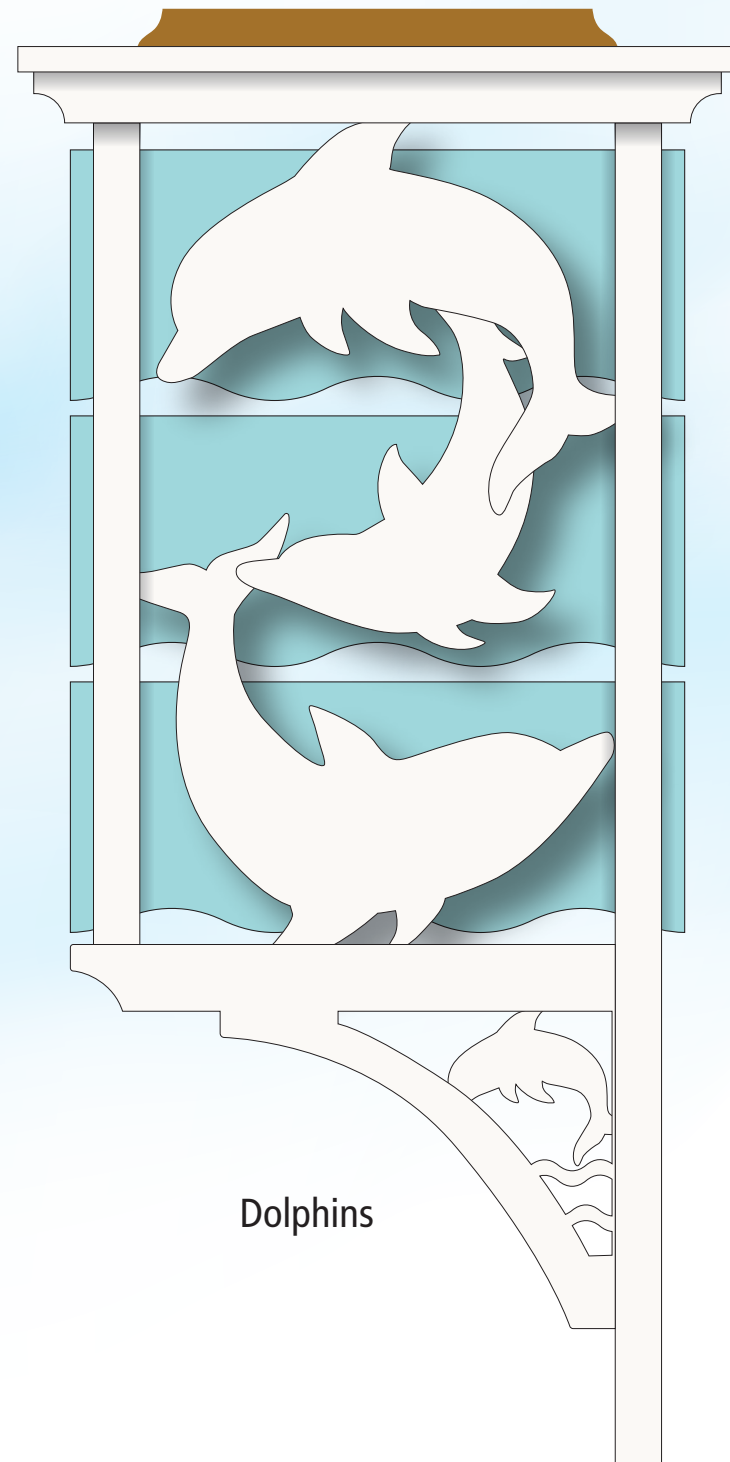


Pelicans

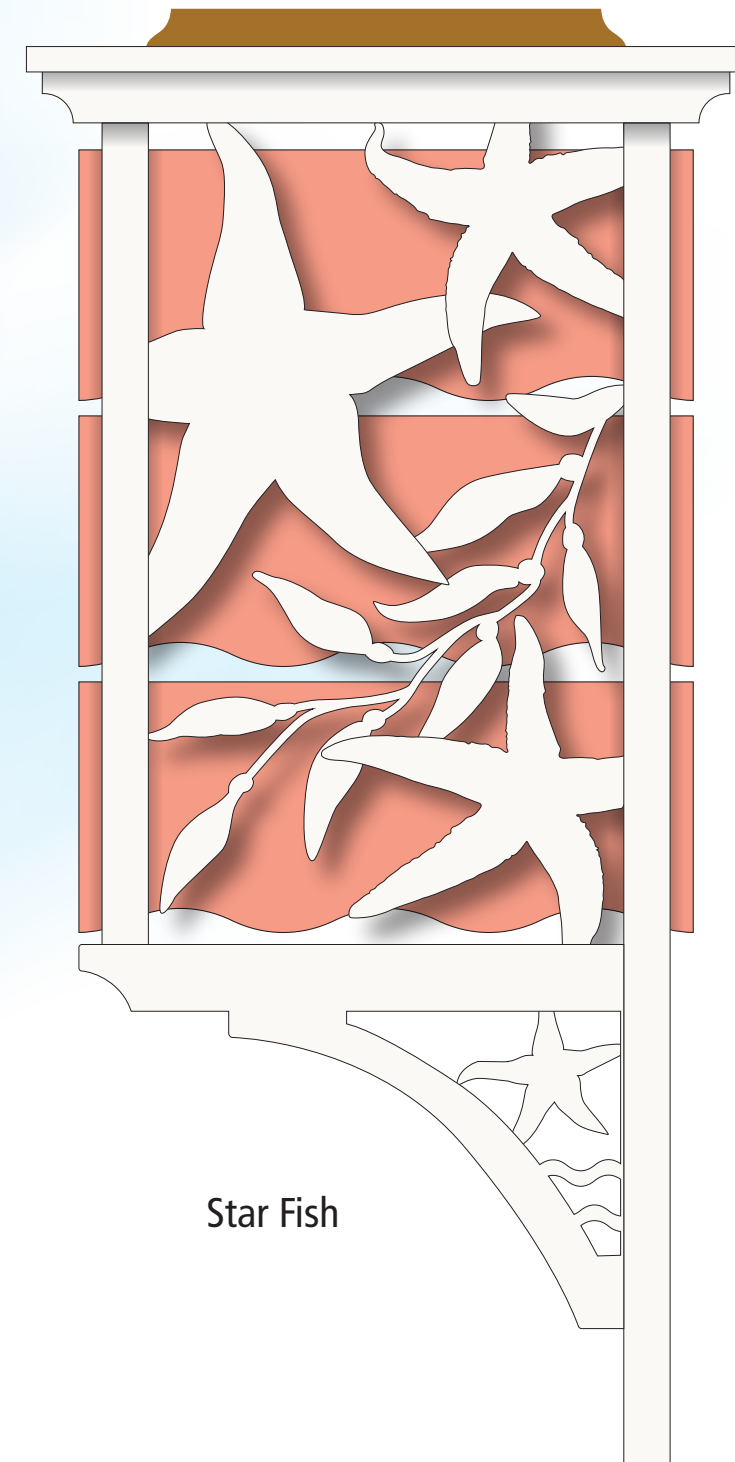
Art Element Application - continued



Sea Birds



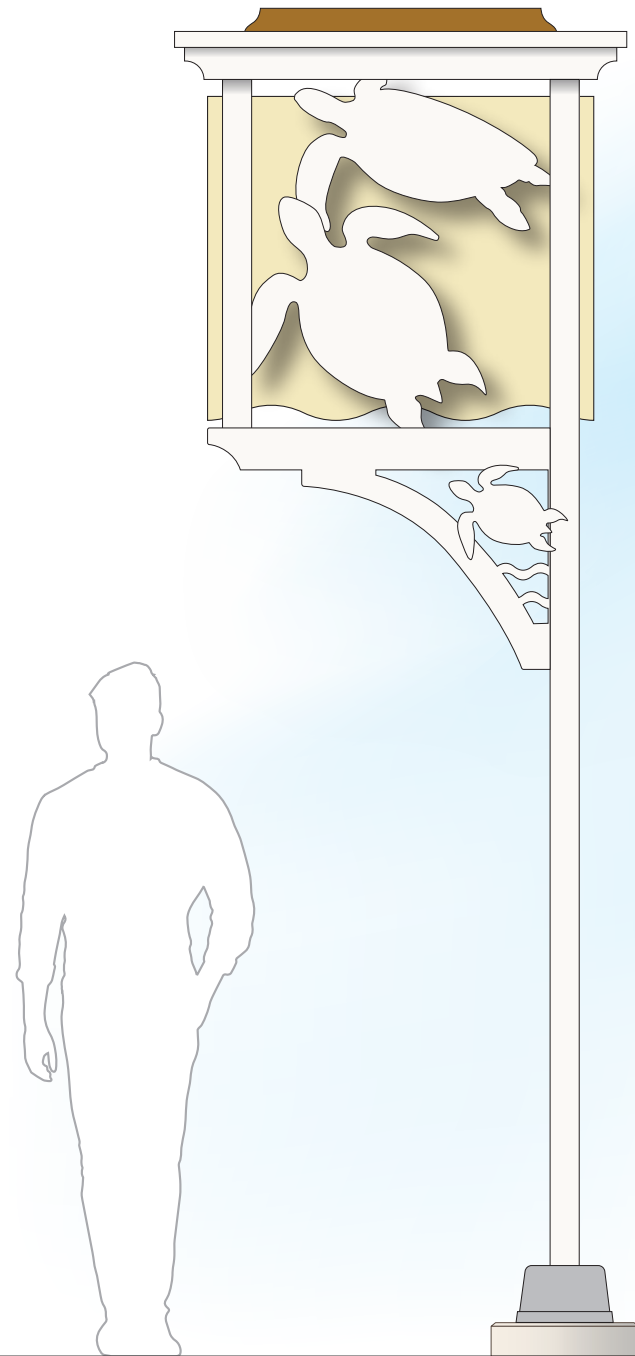
Dolphins



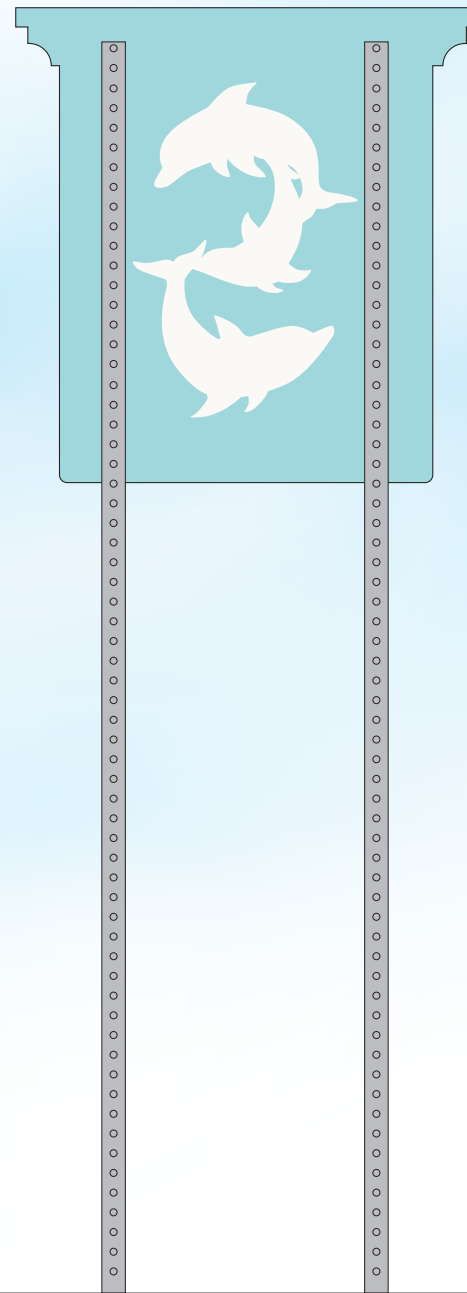
Star Fish



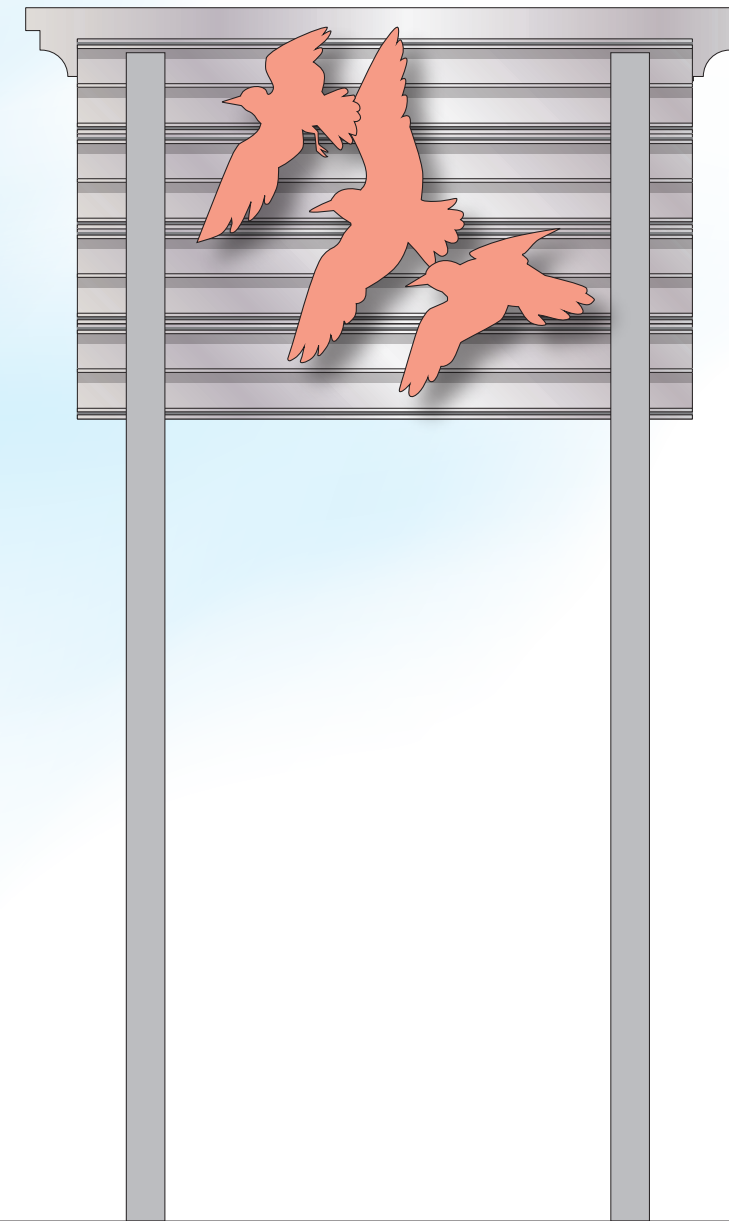
Art Element Application - other sign types



Two-line Decorative
Vehicular Guide

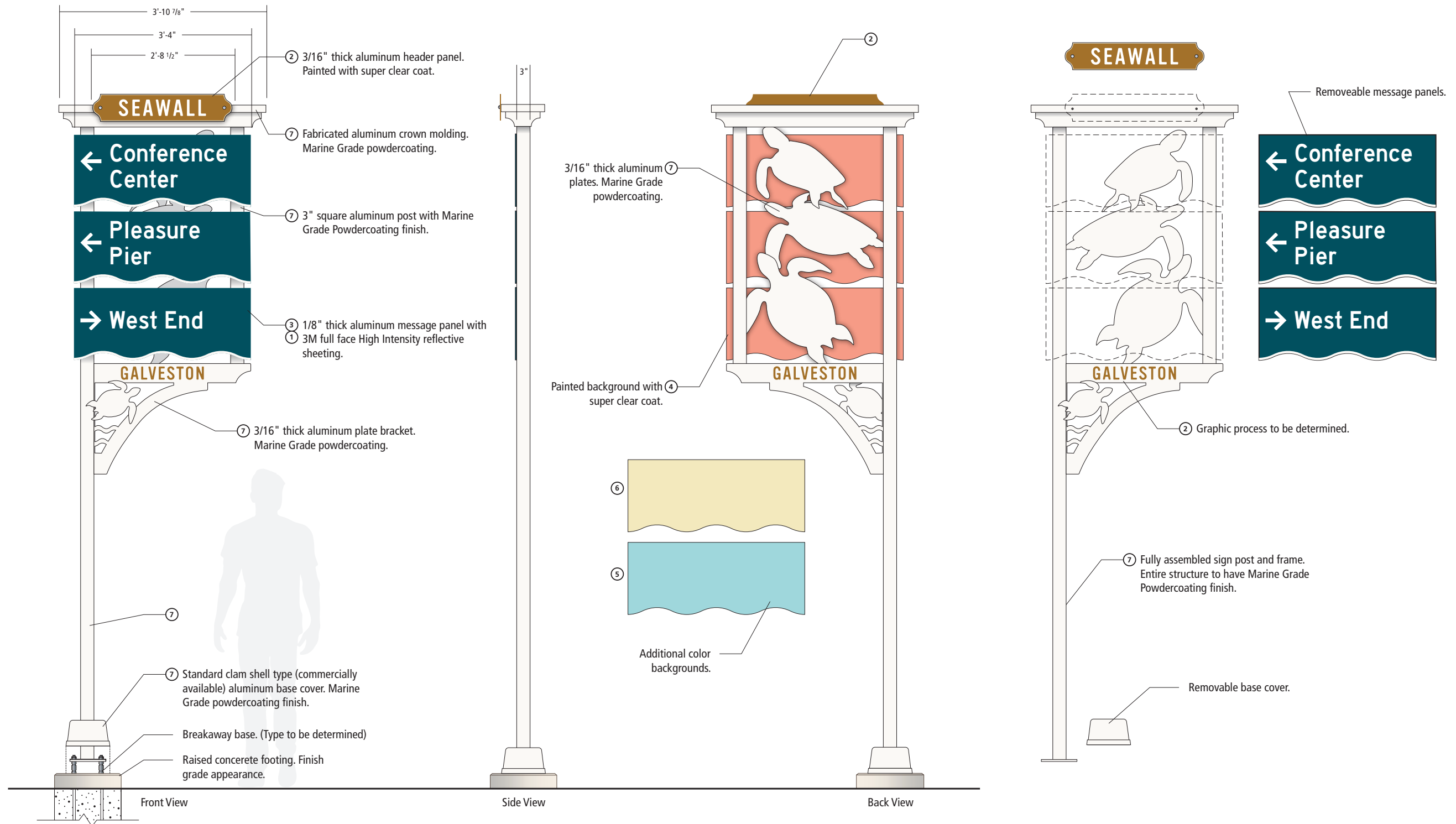


Utility Vehicular Guide

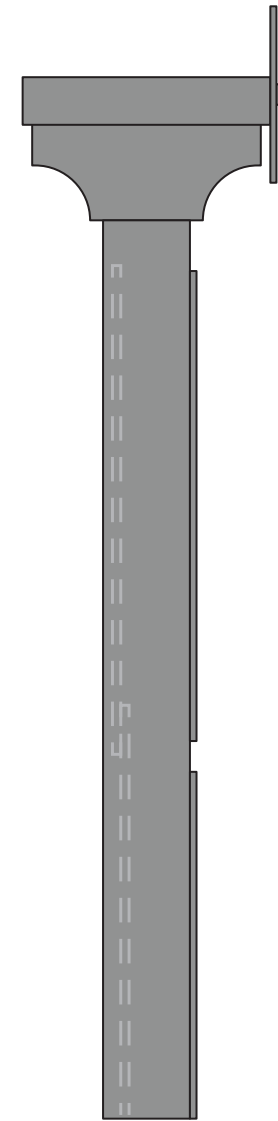
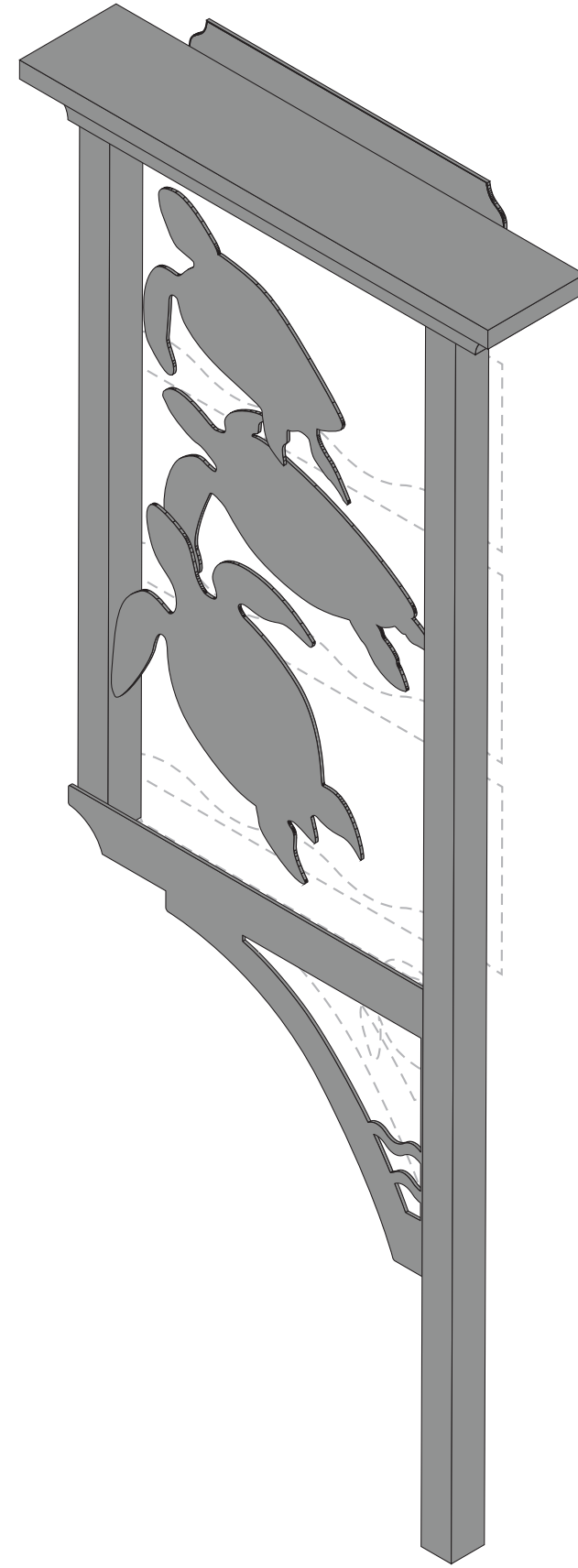
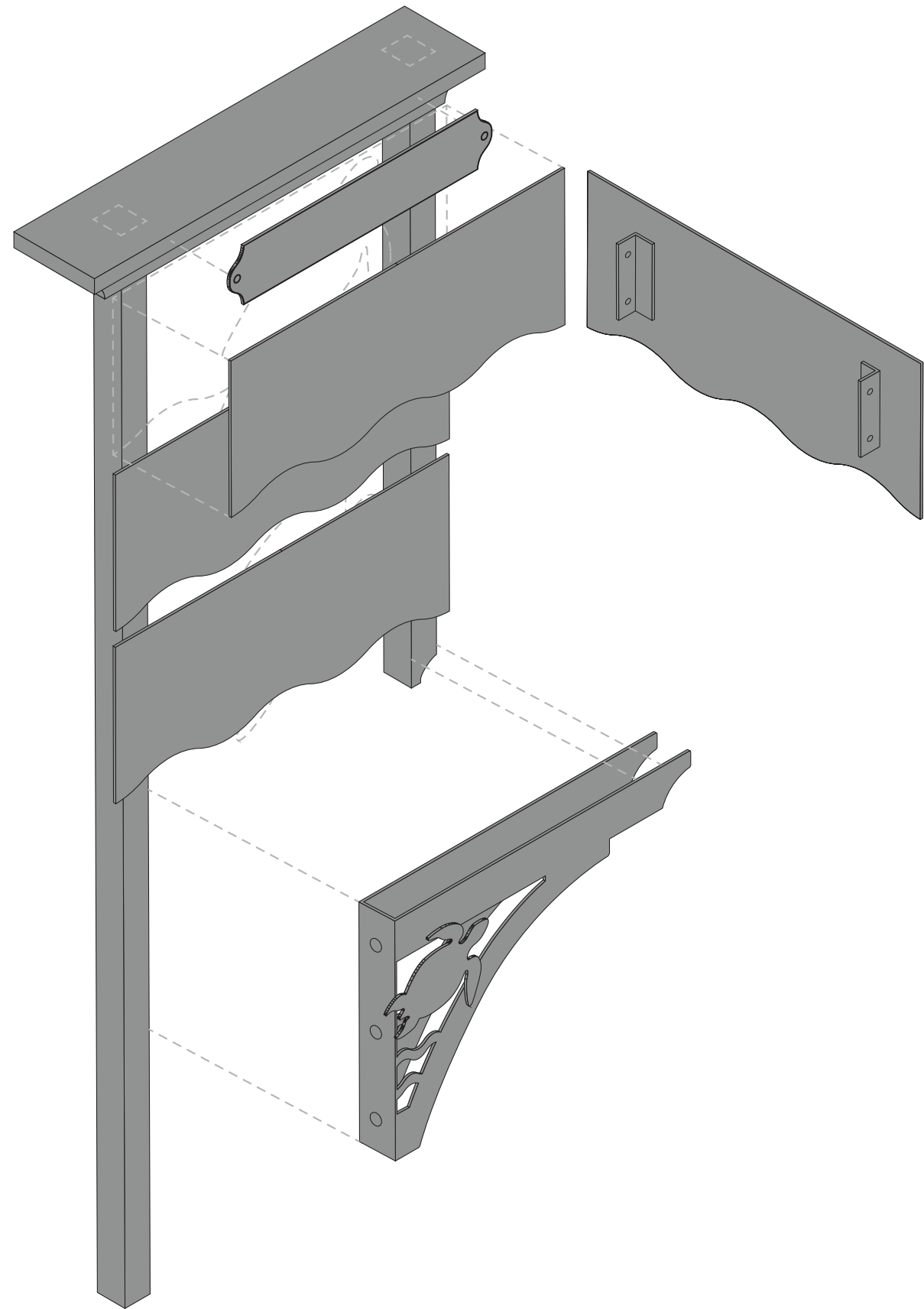


TXDOT Type High Speed Vehicular
Guide

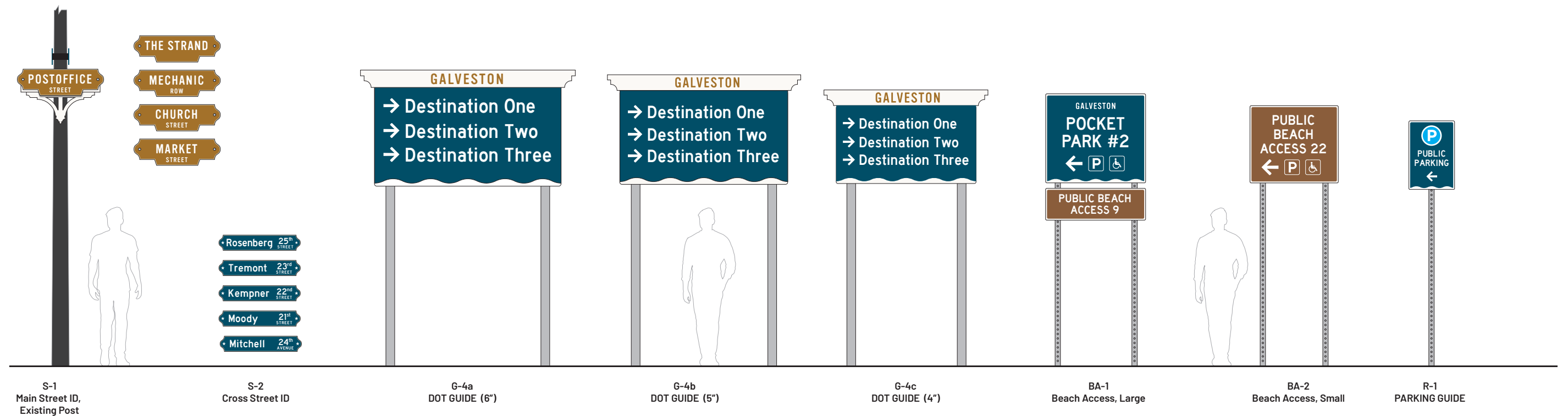
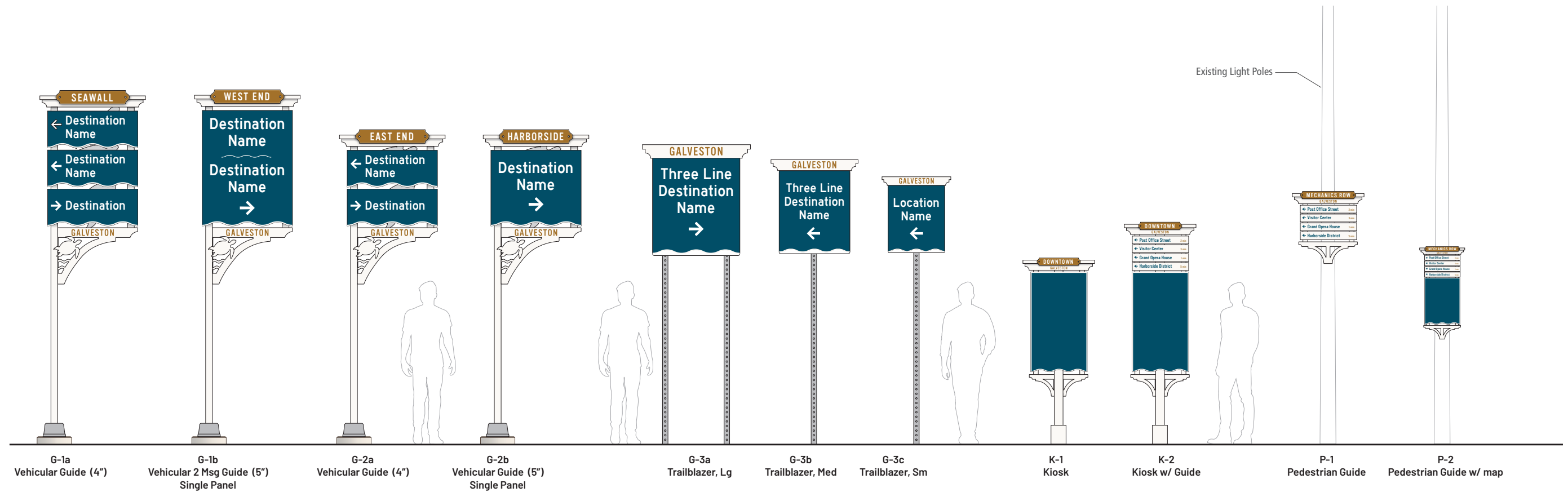
PRELIMINARY CONSTRUCTION DETAILS



SCALE: 1/2" = 1'-0"



SIGN TYPE ARRAY



SIGN LOCATION RENDERINGS



Harborside Drive



61st Street



61st Street



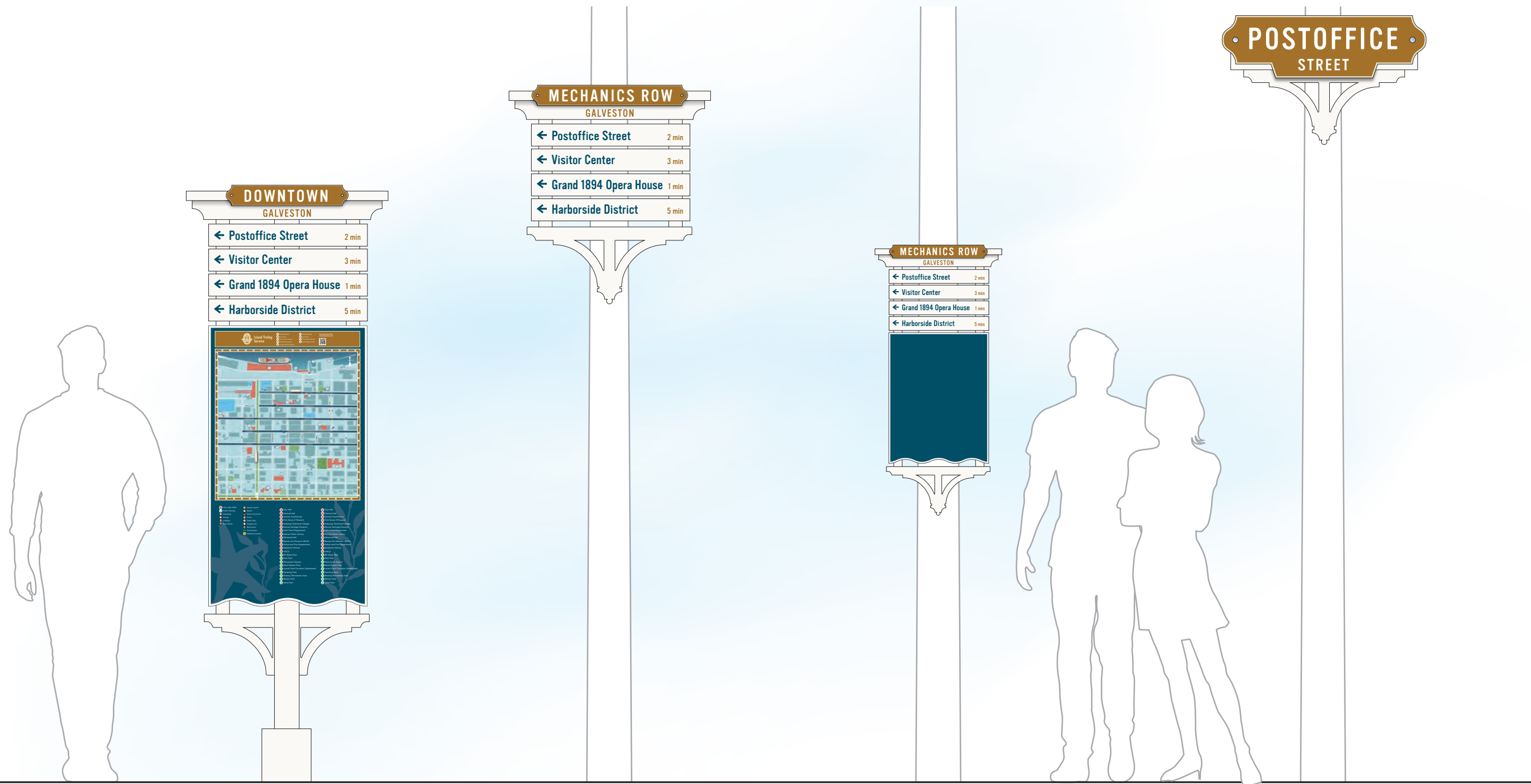
20th Street / Strand



25th Street / Winnie

DOWNTOWN STREET SIGN
RENDERINGS

Art Element Application - other sign types



Pedestrian Kiosk

Pedestrian Guide

Small Map/
Pedestrian Guide

Attraction Corridor
Street Identification



25th Street / Market



25th Street / Strand

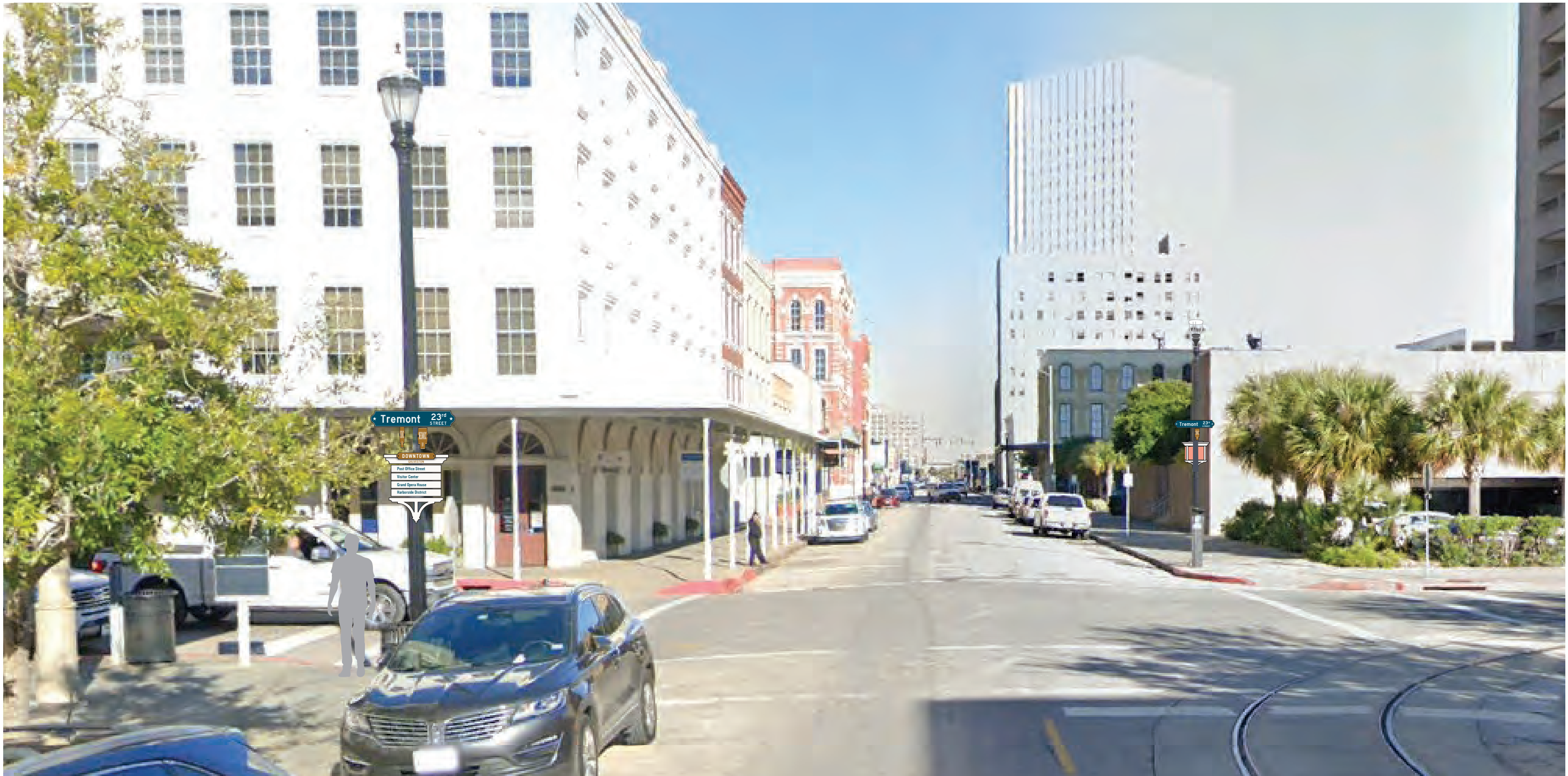


25th Street / Postoffice

DOWNTOWN PEDESTRIAN SIGN
RENDERINGS



Tremont (23rd) / Mechanic



Mechanic / Tremont (23rd)

TXDOT ROADWAYS SIGN
RENDERINGS



GALVESTON
→ Destination One
→ Destination Two
→ Destination Three
→ Destination Four





THANK YOU!