

ST. HELENS WAYFINDING

Wayfinding Concept Designs 03.13.2017

1

WAYFINDING CONCEPT:

STONE

Enduring, Approachable, Durable

Enhanced Navigational Elements • Off Street Signage



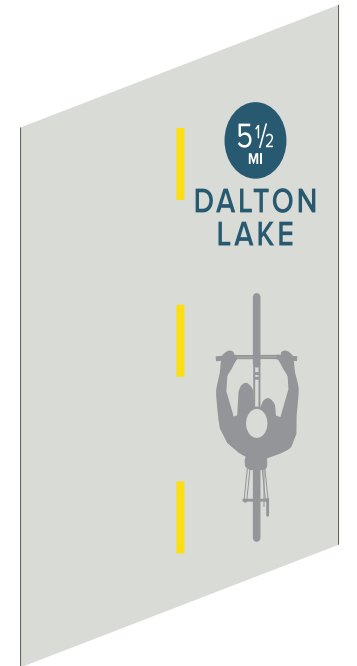
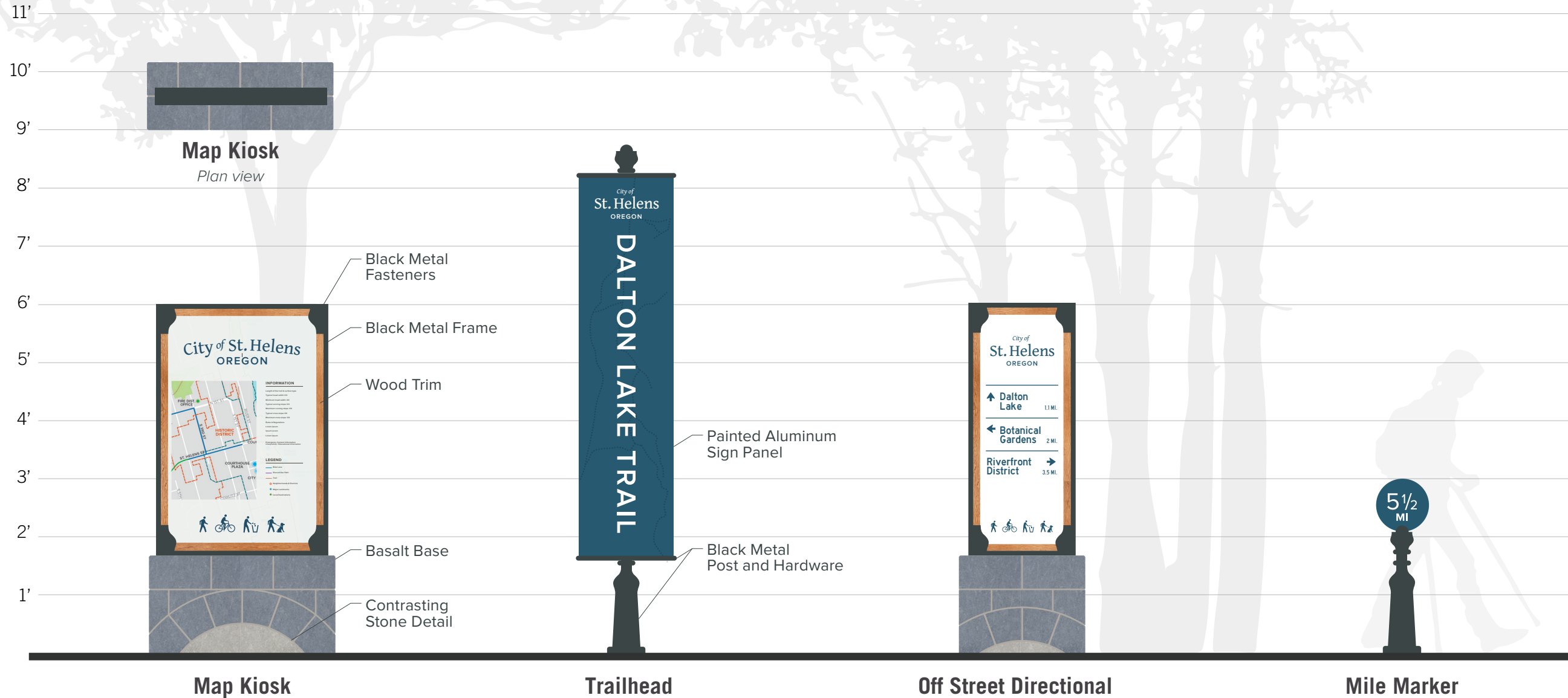
HERITAGE: ARCHITECTURE



MATERIAL: BASALT



PALETTE





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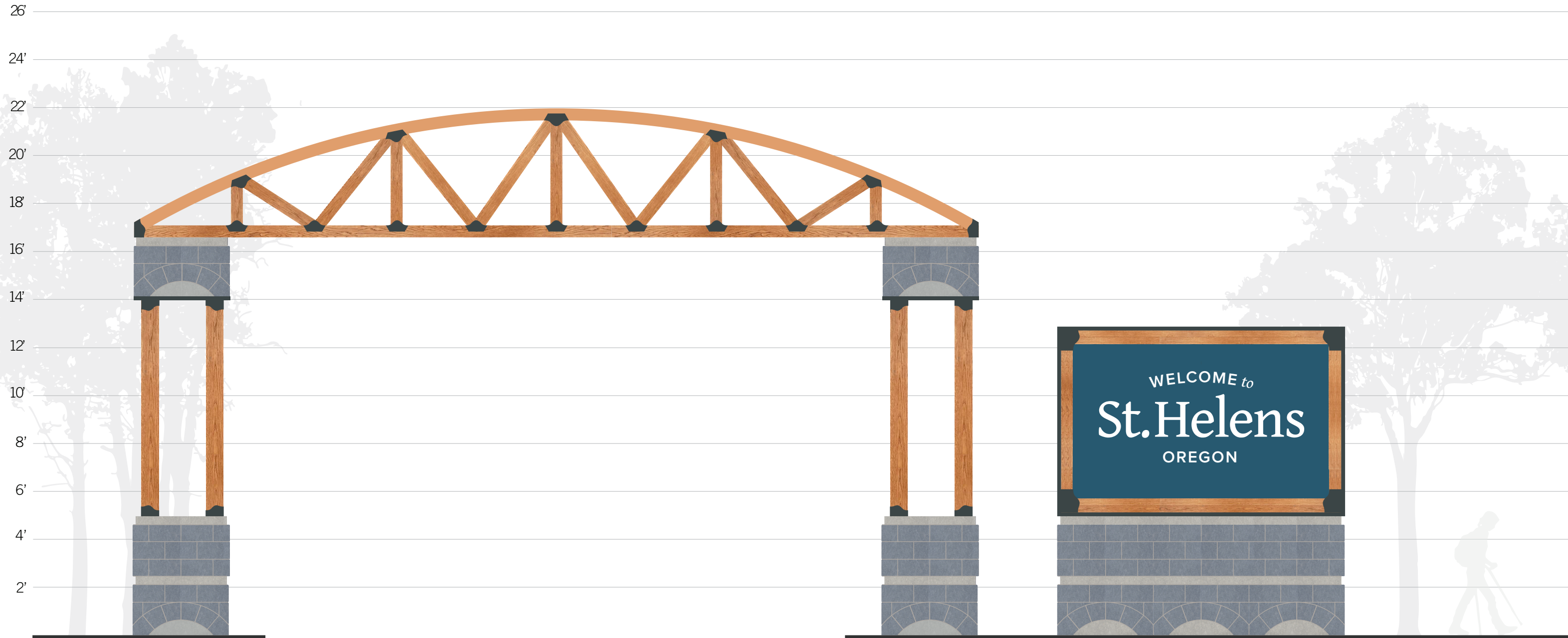


WAYFINDING CONCEPT: Stone

Enduring, Approachable, Durable

SHEET 1-2

Identity Signage



Gateway
For conceptual design only. Not to scale.

Highway Identity



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2

WAYFINDING CONCEPT:

TIMBER

Re-use, Fun, Sophisticated

Enhanced Navigational Elements • Off Street Signage



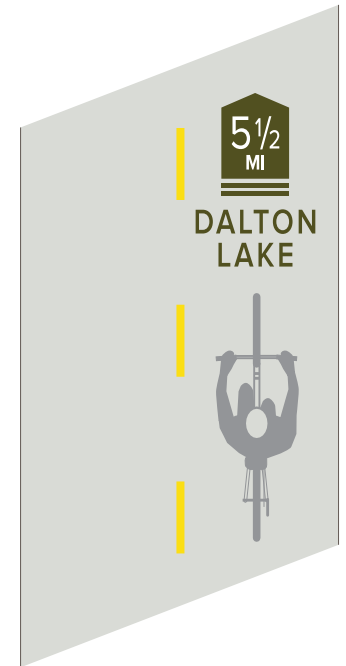
HERITAGE: LUMBER INDUSTRY

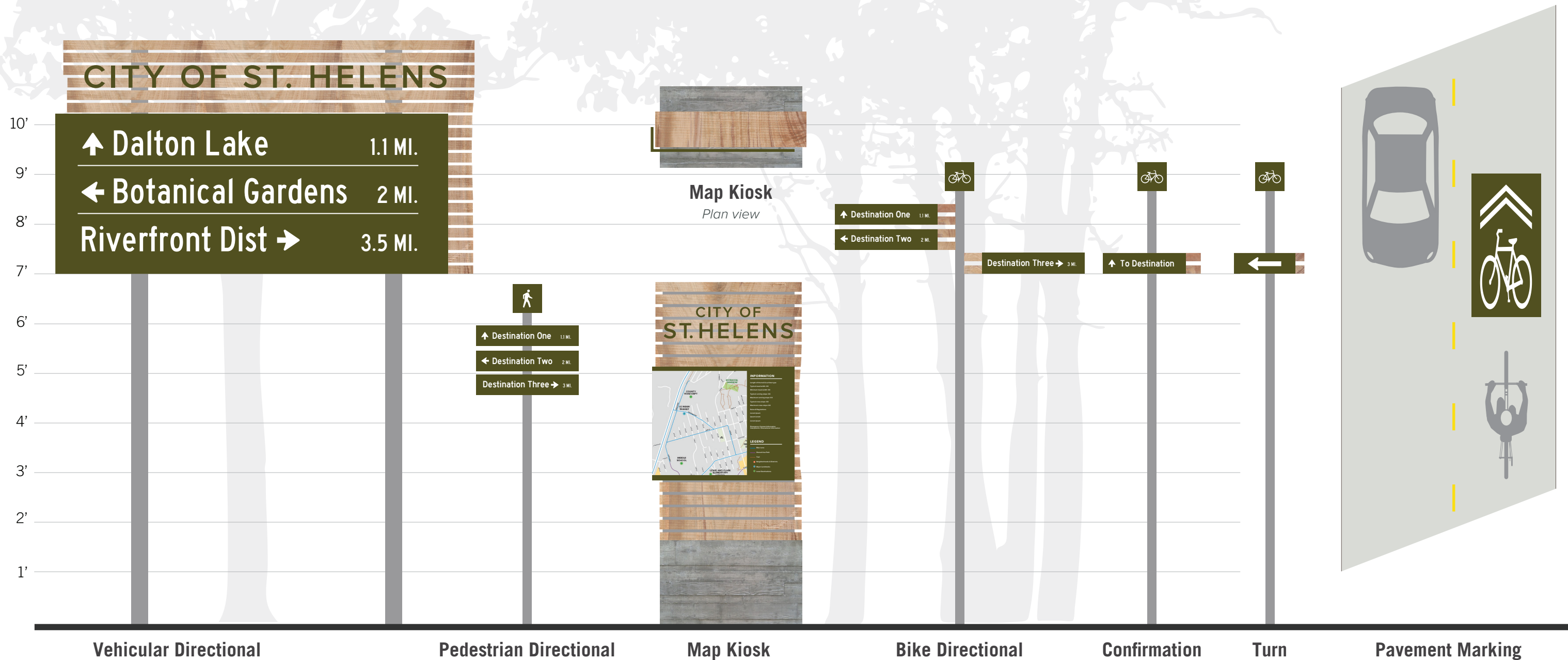


MATERIAL: MILLED WOOD



PALETTE INSPIRATION: FOREST





Vehicular Directional

Pedestrian Directional

Map Kiosk

Bike Directional

Confirmation

Turn

Pavement Marking

ST. HELENS WAYFINDING

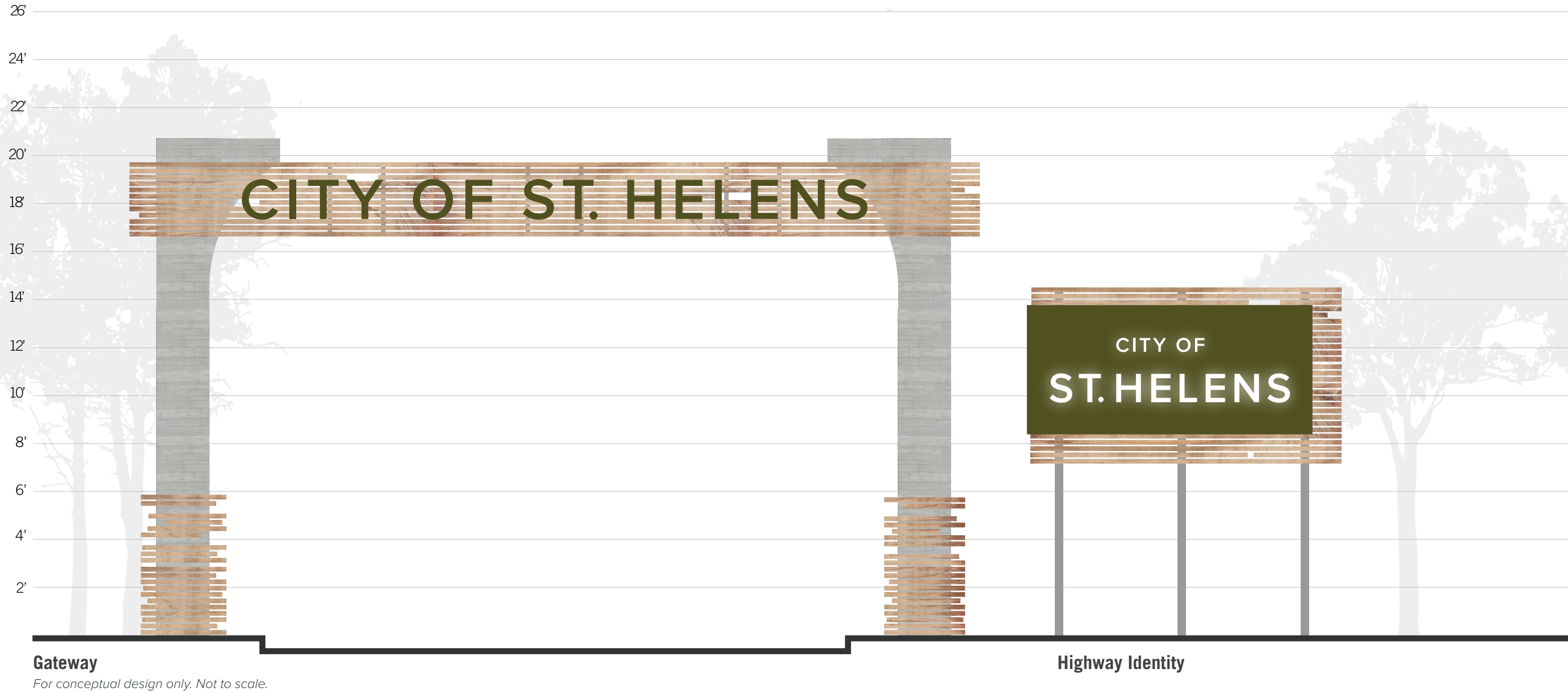
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WAYFINDING CONCEPT: Timber

Re-use, Fun, Sophisticated

SHEET 2-2



ST. HELENS WAYFINDING

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3

WAYFINDING CONCEPT:

RIVER

Light, Airy, Relaxed.

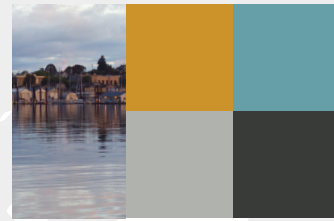
Enhanced Navigational Elements • Off Street Signage



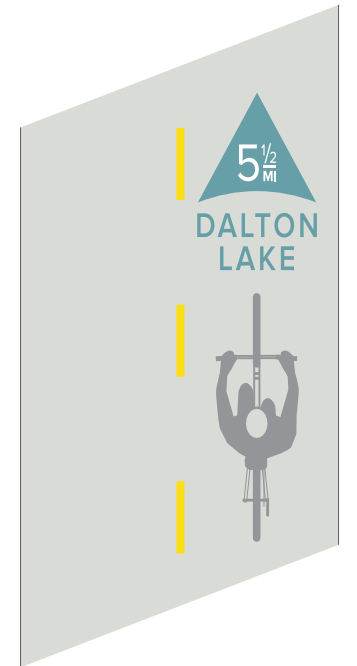
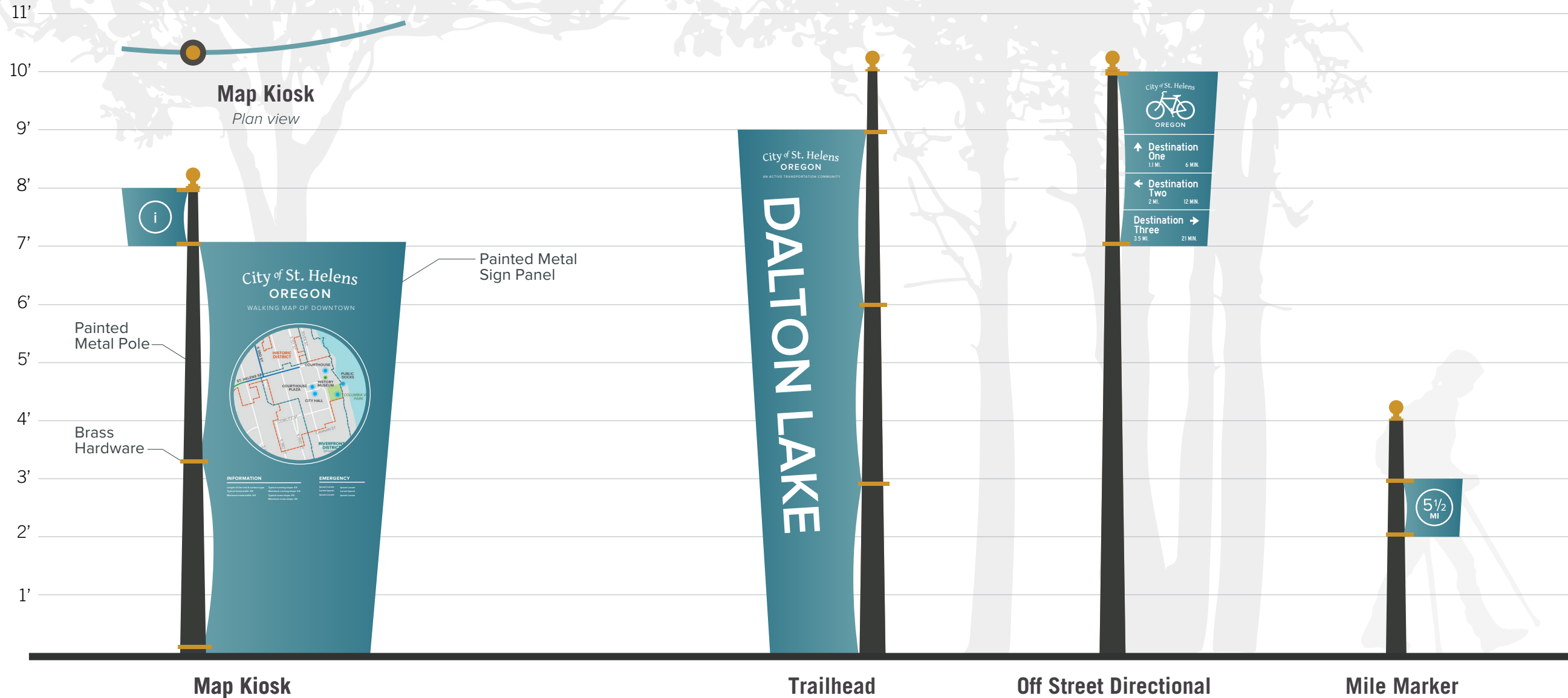
HERITAGE: SHIP BUILDING

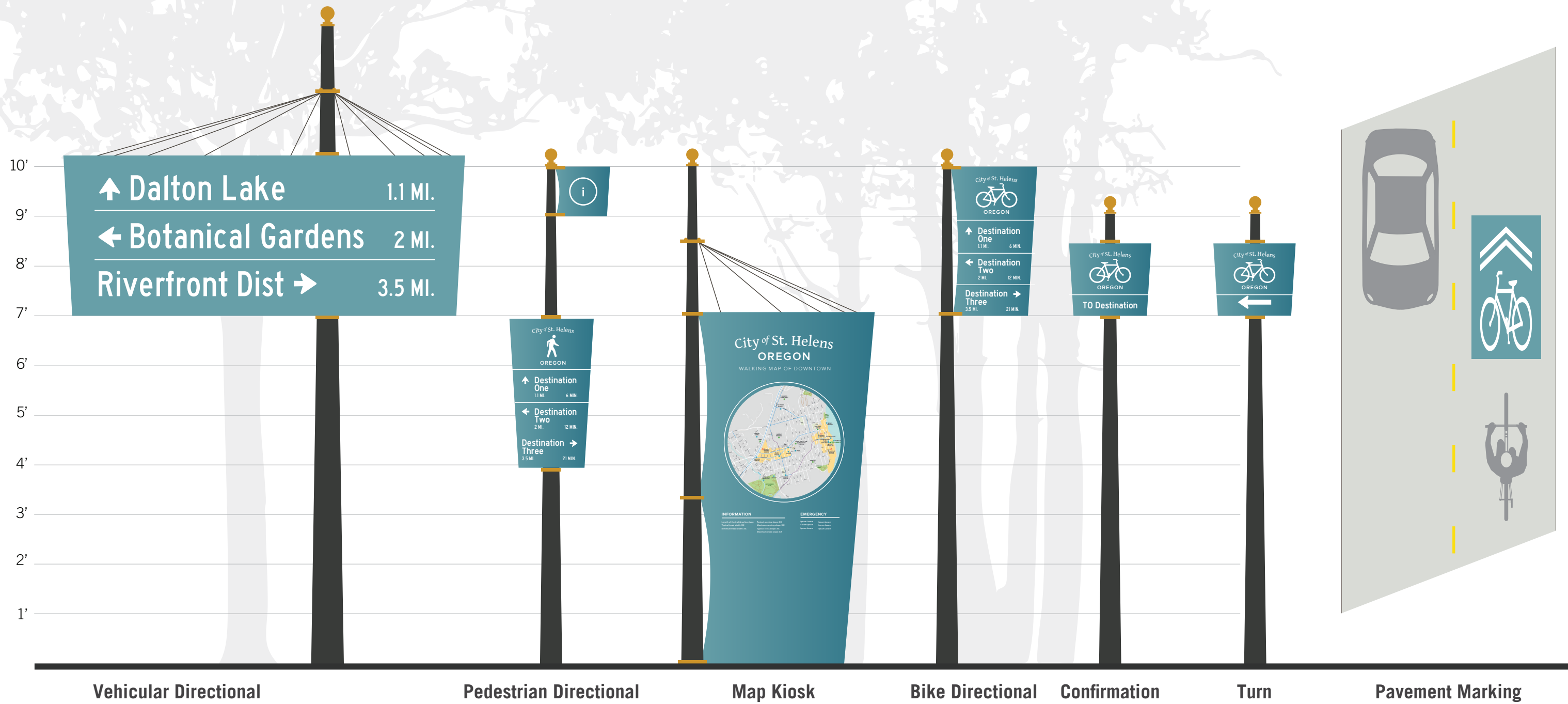


MATERIAL: WEATHERED WOOD



PALETTE INSPIRATION: THE COLUMBIA





Vehicular Directional

Pedestrian Directional

Map Kiosk

Bike Directional

Confirmation

Turn

Pavement Marking

ST. HELENS WAYFINDING

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WAYFINDING CONCEPT: River

Light, Airy, Relaxed

SHEET 3-2

Identity Signage



Gateway

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Highway Identity

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WAYFINDING CONCEPT: River

Light, Airy, Relaxed

SHEET 3-3