

# WAYFINDING STRATEGY STRATHROY-CARADOC

July 19<sup>th</sup>, 2021

PHASE 2A: 50% STRATEGY & DESIGN



## WHAT WE HEARD

- A system that is elegant, friendly and welcoming but not overly playful
- Consistent with Strathroy-Caradoc brand, feel and character
- Considers rural and urban characteristics
- Avoid over designed, playful, bright or modern design choices
- Creates a memorable arrival experience
- Mix of materials, natural elements with brand colours (wood/cedar with primary brand blues)
- Ensure consistency across destinations and brand presence
- Provide clear information hierarchy – identify amenities and resources available at the destination



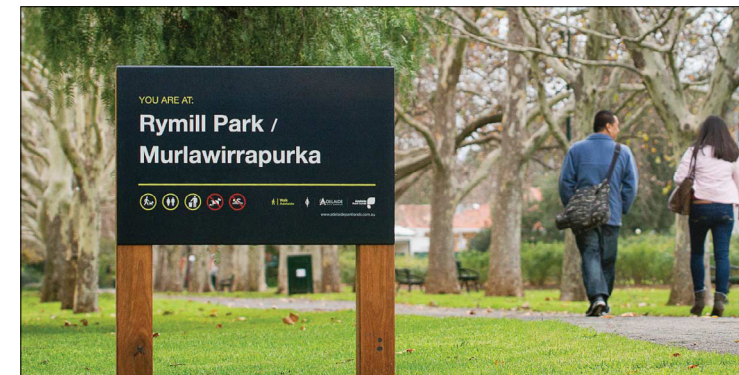
**POSITIVE**

- “Modern. Similar to the current branding strategy.”
- “Nice vista in the background.”
- “Modern. But does not fit brand essence.”
- “Party beach”



**POSITIVE**

“Landscaping softens the sign up”  
 “Lack of logo is a positive, no need to change the sign in the future if the brand changes”



**POSITIVE**

- “Functional and clear for all ages and languages”
- “Readability for all”
- “Colours used help break up the sign, not just all one colour is nice”
- “Functional and clear”



**POSITIVE**

“Can include many amenities. Alexandra park and all its destinations (splash pad, courts..)”  
 “Can create organized information hierarchy”  
 “Substantial”





# PROPOSED SIGNAGE FAMILY

## SIGN TYPE LIST

Following a detailed survey of the site area and understanding of the key destinations and culture, we were able to identify key challenges and opportunities that currently exist while navigating the municipality.

Below are some of the key considerations that helped inform the recommend sign type list that will help clarify the signage and wayfinding needs for the municipality:

- Create clear and unique identity.
- Provide clear hierarchy of information to the users at the right time along their journey.
- Promote consistent appearance and placement

### A1.1: PRIMARY ENTRANCE/EXIT

Sign designed to provide a welcoming sense of arrival to and from the community at primary locations which helps define the boundaries of the town.

### A2.1: SECONDARY ENTRANCE/EXIT

Sign designed to provide a welcoming sense of arrival to and from the community at secondary locations which helps define the boundaries of the town.

This sign is a smaller version of the primary town entrance ID to accommodate the smaller roads and pathways.

### A5.1: DESTINATION ID

Used for identifying the primary and secondary destinations, placed at the main entrance.

### A6.1: PARK ID

Municipal park identification signage is used at park entrances to help vehicular and pedestrian visitors. Placed at entrance to destination, perpendicular to the main road confirming your arrival.

### A7.1: TRAILHEAD MARKER

Pedestrian level sign for use on roads and pathways to lead to a trailhead or trail parking area.

### A8.1: BANNERS

Town banners can be placed all through the municipality to help build a sense of place and identity. Banners can include the Strathroy-Caradoc logo/identity, the community name or event/festival identification.

### A9.1: PARKING ID

Placed at entrance to parking lot in a prominent position, perpendicular to the main road.

### C1.1: MAP DIRECTORY

Pedestrian level information/orientation for the downtown community areas formatted to provide area specific community information. For example amenity, and trail information.

### B1.1: PRIMARY VEHICULAR DIRECTIONAL

Vehicular level sign designed to provide directional information to destinations within the communities.

### B2.1: SECONDARY VEHICULAR/PEDESTRIAN DIRECTIONAL

Combination of vehicular/pedestrian level sign designed to provide directional information to destinations within the communities.

# DESIGN DEVELOPMENT

## SELECTED CONCEPT 1



# DESIGN DEVELOPMENT

## LOOK & FEEL

- A clean and timeless system, that is friendly and elegant
- Colours are derived from the logo and the Strathroy-Caradoc brand colour
- Mix of materials to compliment the colours
- Inspired by recent logo interpretations on signage throughout the town





DESIGN DEVELOPMENT

LOOK & FEEL



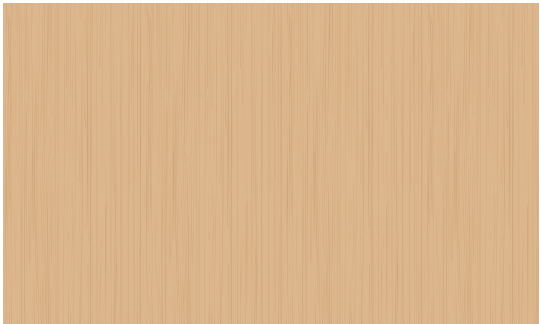
ACCENT 1  
PANTONE 653 C



ACCENT 2  
PANTONE 652 C



BACKGROUND  
PANTONE 2768 C



WOOD ACCENT







STRATHROY LOGO



STRATHROY LOGO – FOR WAYFINDING ONLY  
SCALE 1:5

- Primary brand colour used as a background
- Logo reduced to illustration only  
**(NOTE: Logo graphic for representation only. Final graphic under refinement.)**
- Town name and slogan shown at a larger scale on main portion of signs

Barlow, Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Barlow, SemiBold

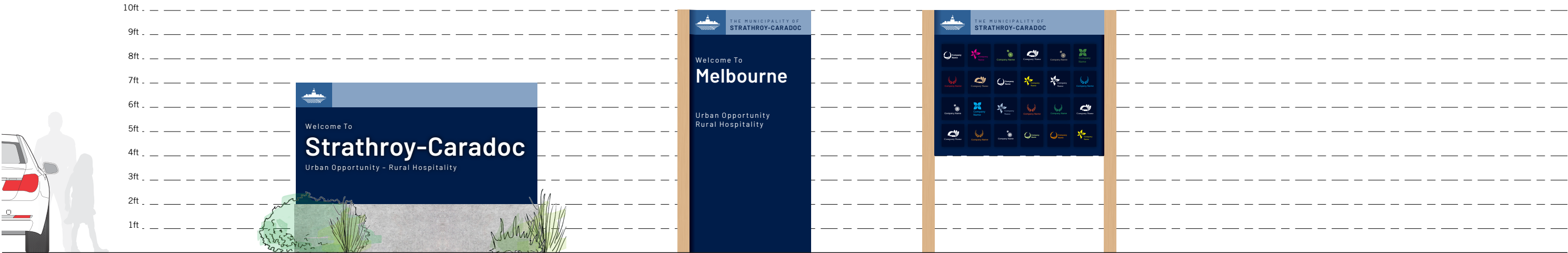
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**



# FAMILY OF PRODUCTS



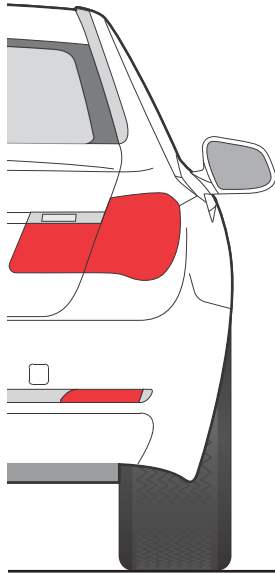
FAMILY OF PRODUCTS – VEHICULAR  
SCALE 1:50



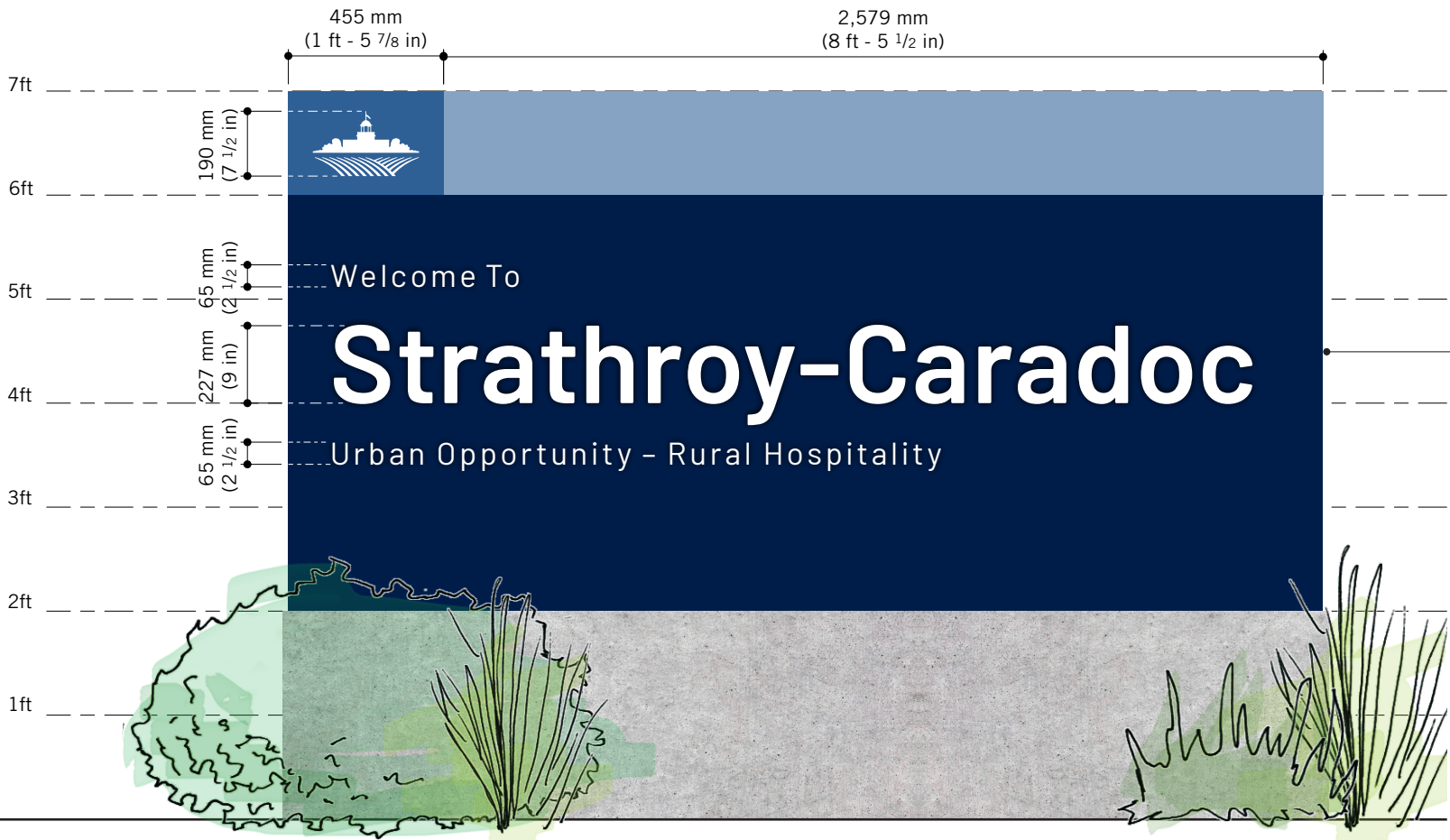
FAMILY OF PRODUCTS – PEDESTRIAN/VEHICULAR  
SCALE 1:50

IDENTIFICATION SIGNAGE

PRIMARY ENTRANCE ID



SCALE 1:20

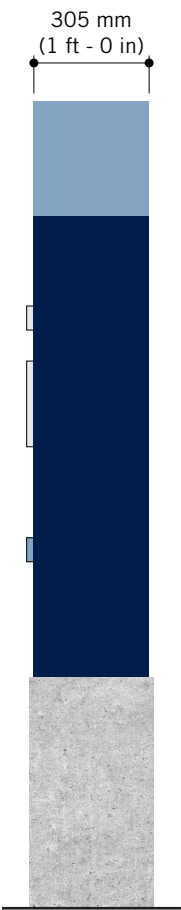


A1.1 - PRIMARY ENTRANCE ID

Aluminum frame sign box painted to match DARK BLUE colour.

**OPTION 1: ILLUMINATED**  
19mm (3/4") thick face illuminated acrylic letters. Returns painted to match WHITE.

**OPTION 2: NON-ILLUMINATED**  
19mm (3/4") thick surface applied acrylic letters. Returns painted to match WHITE.

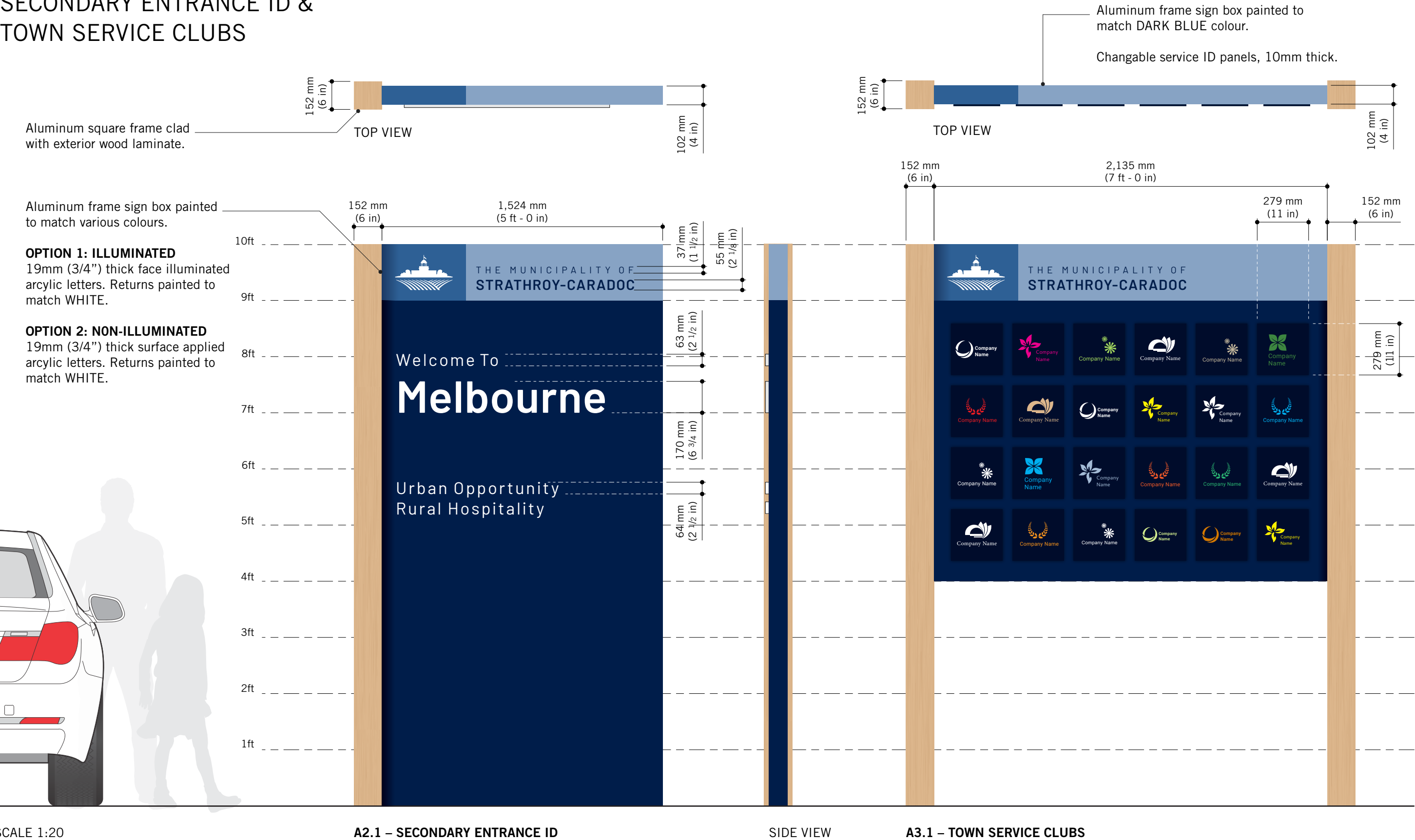


SIDE VIEW



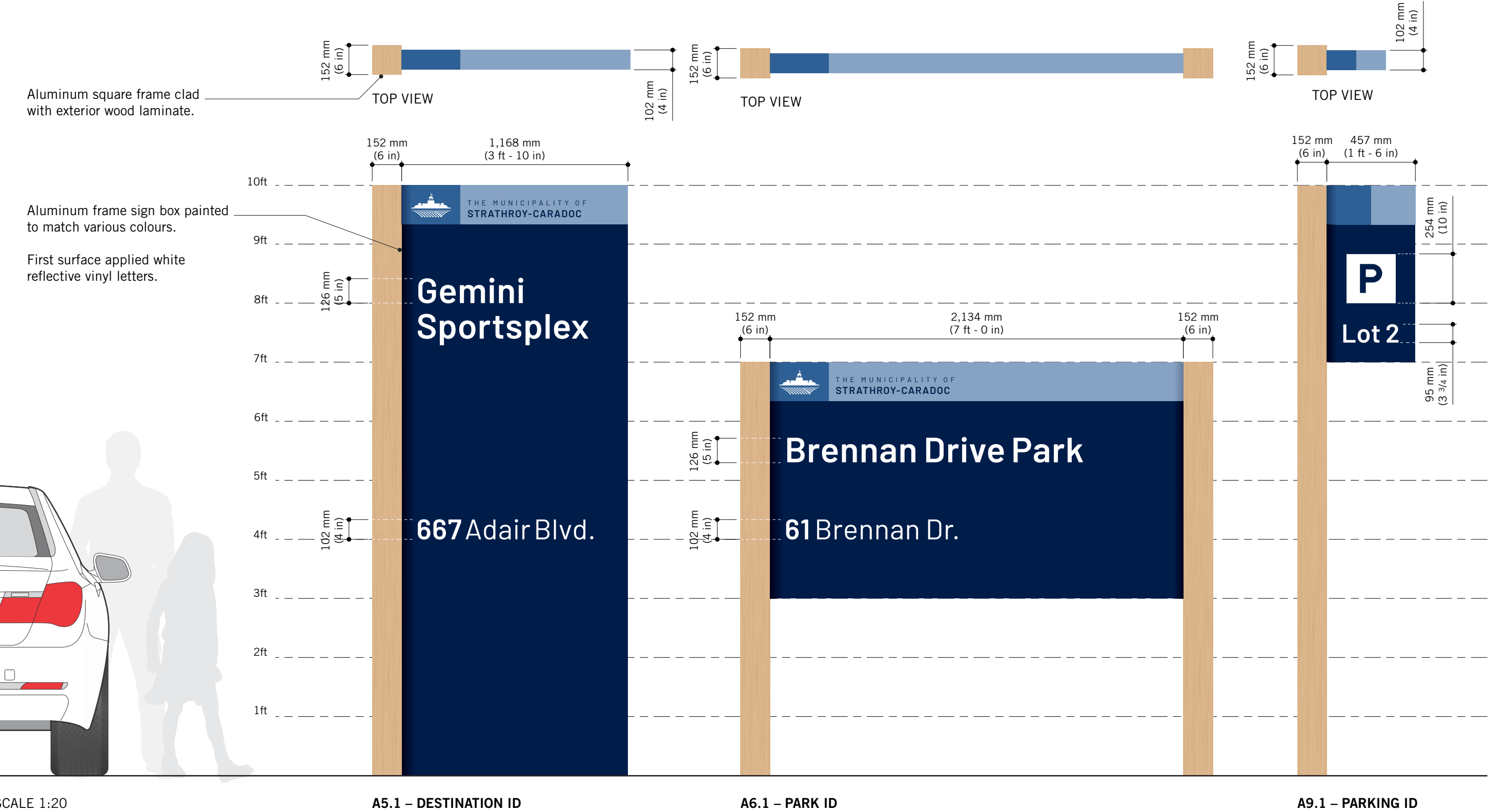
IDENTIFICATION SIGNAGE

SECONDARY ENTRANCE ID & TOWN SERVICE CLUBS



IDENTIFICATION SIGNAGE

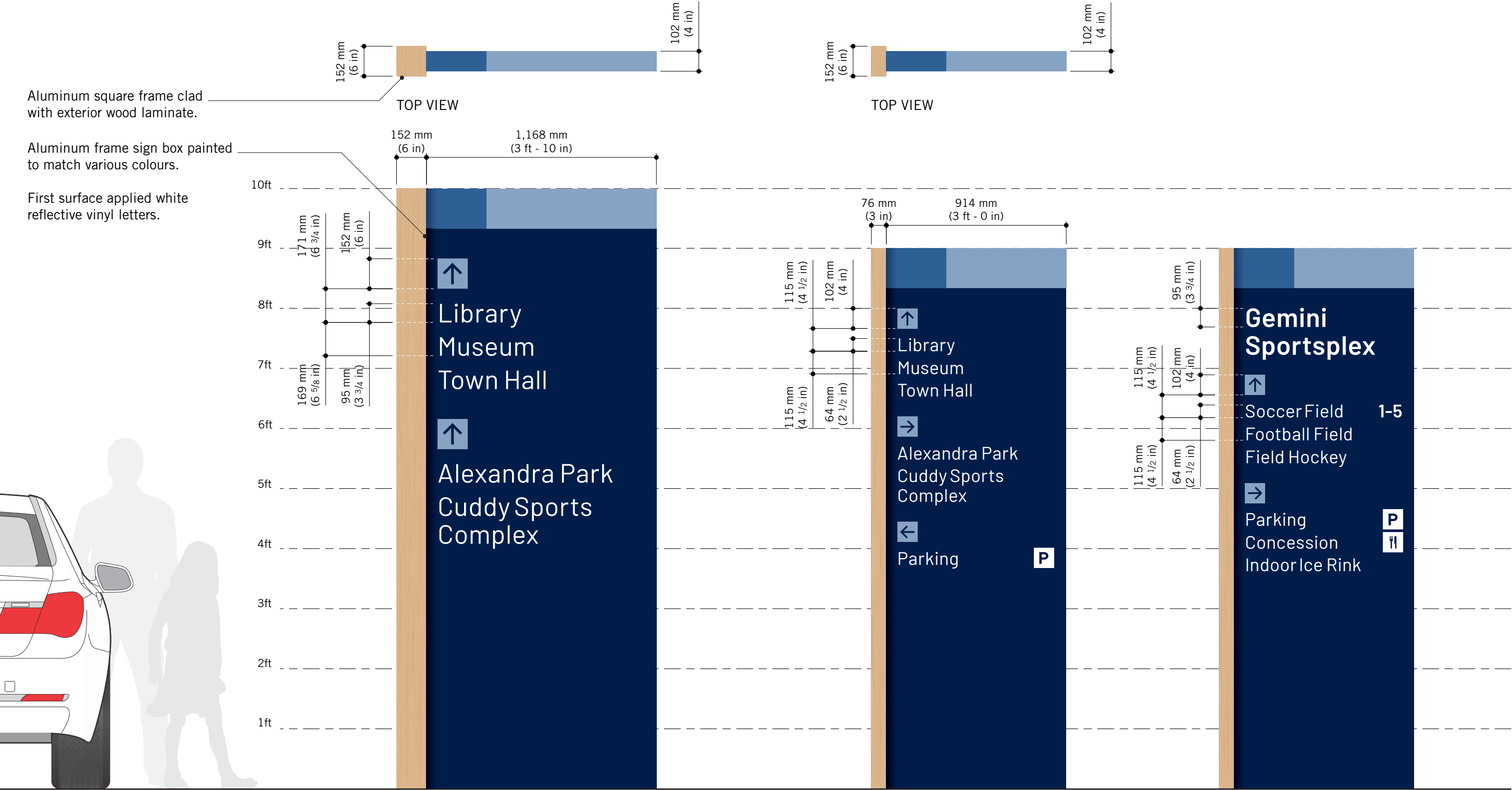
DESTINATION ID





DIRECTIONAL SIGNAGE

PRIMARY & SECONDARY



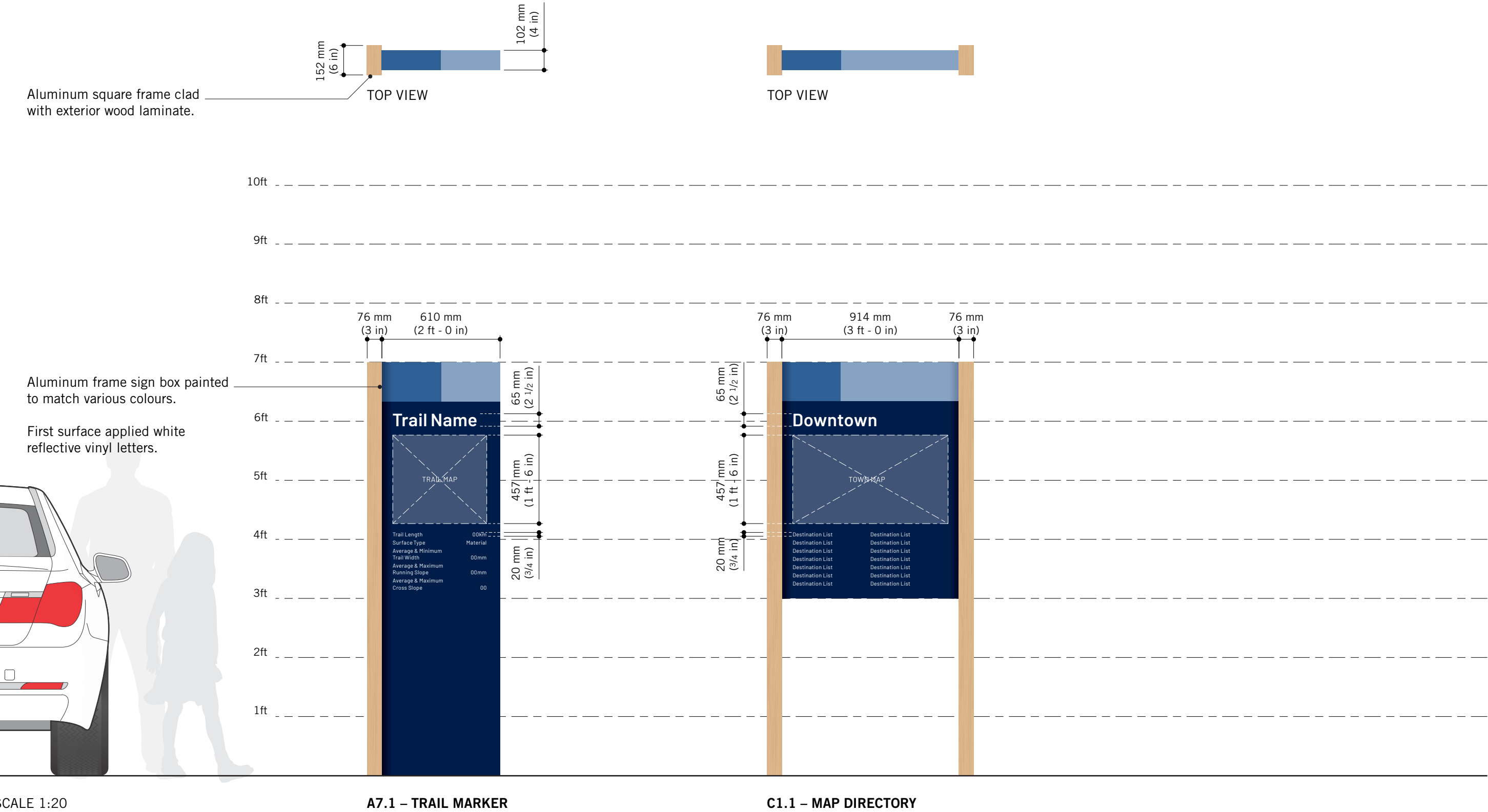
SCALE 1:20

B1.1 – PRIMARY DIRECTIONAL

B2.1 – SECONDARY DIRECTIONAL

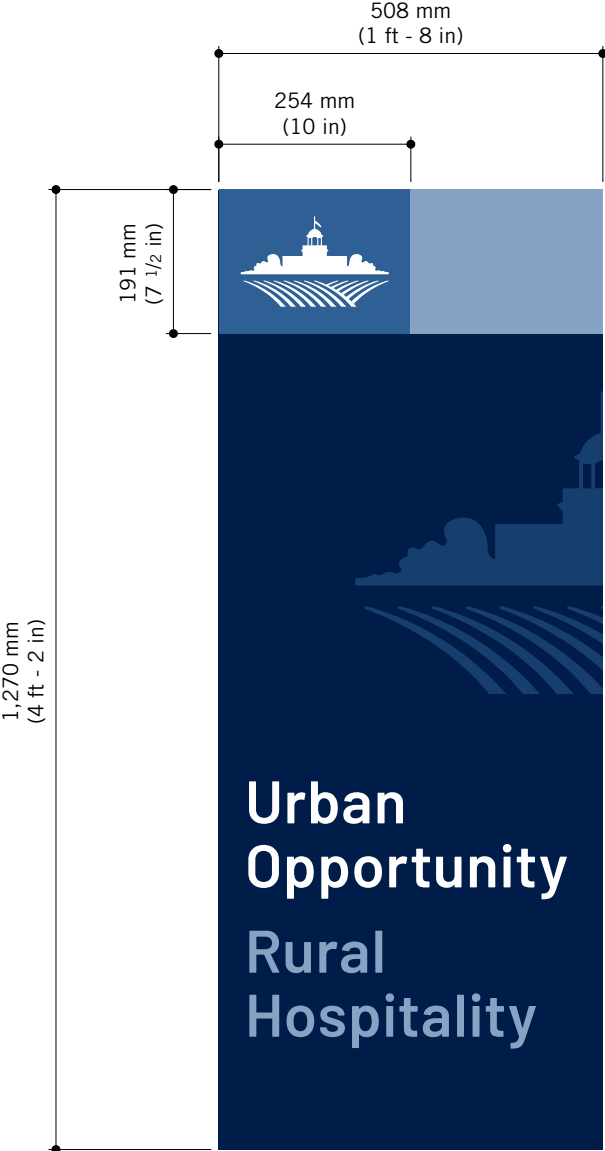
INFORMATION SIGNAGE

TRAILHEAD & DIRECTORY



INFORMATION SIGNAGE

BANNERS

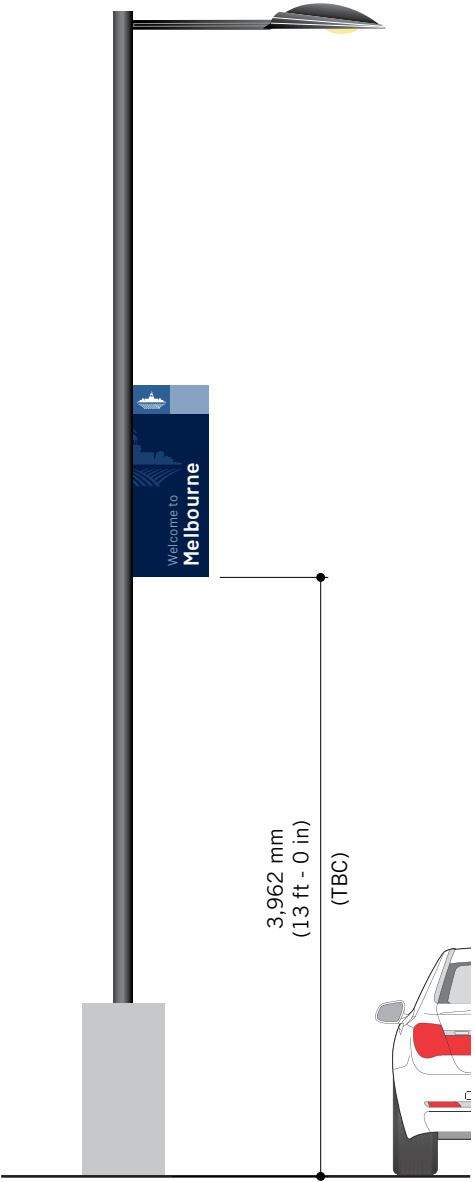


PROMOTIONAL VARIATION



TOWN ID VARIATIONS

Digitally printed graphics mounted to existing posts.  
OPTION for space to be used for event or campaign.



TYPICAL ELEVATION  
SCALE 1:50

A8.1 – BANNERS  
SCALE 1:10



**THANK YOU**