



El Paso

Citywide Wayfinding

October 30, 2018



El Paso Citywide Wayfinding

- Mycotoo City Council Presentation – August 20, 2018
 - Directed Staff to present the concepts to the PAC and MCAD Board
- Presented to the Public Art Committee (PAC) – September 11, 2018
- MCAD Board – October 18, 2018



BENEFITS OF DISTRICT WAYFINDING

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1 Informs visitors about **alternative destinations.**



2 Further enhances El Paso with a **sense of place and unique character.**



3 Inspires repeat visitation by increasing awareness of depth of overall city.



4 Enhances overall **visitor satisfaction** by providing easy navigation routes.



5 Helps move visitors and residents throughout the city and to destinations and attractions to **enhance economic impact.**

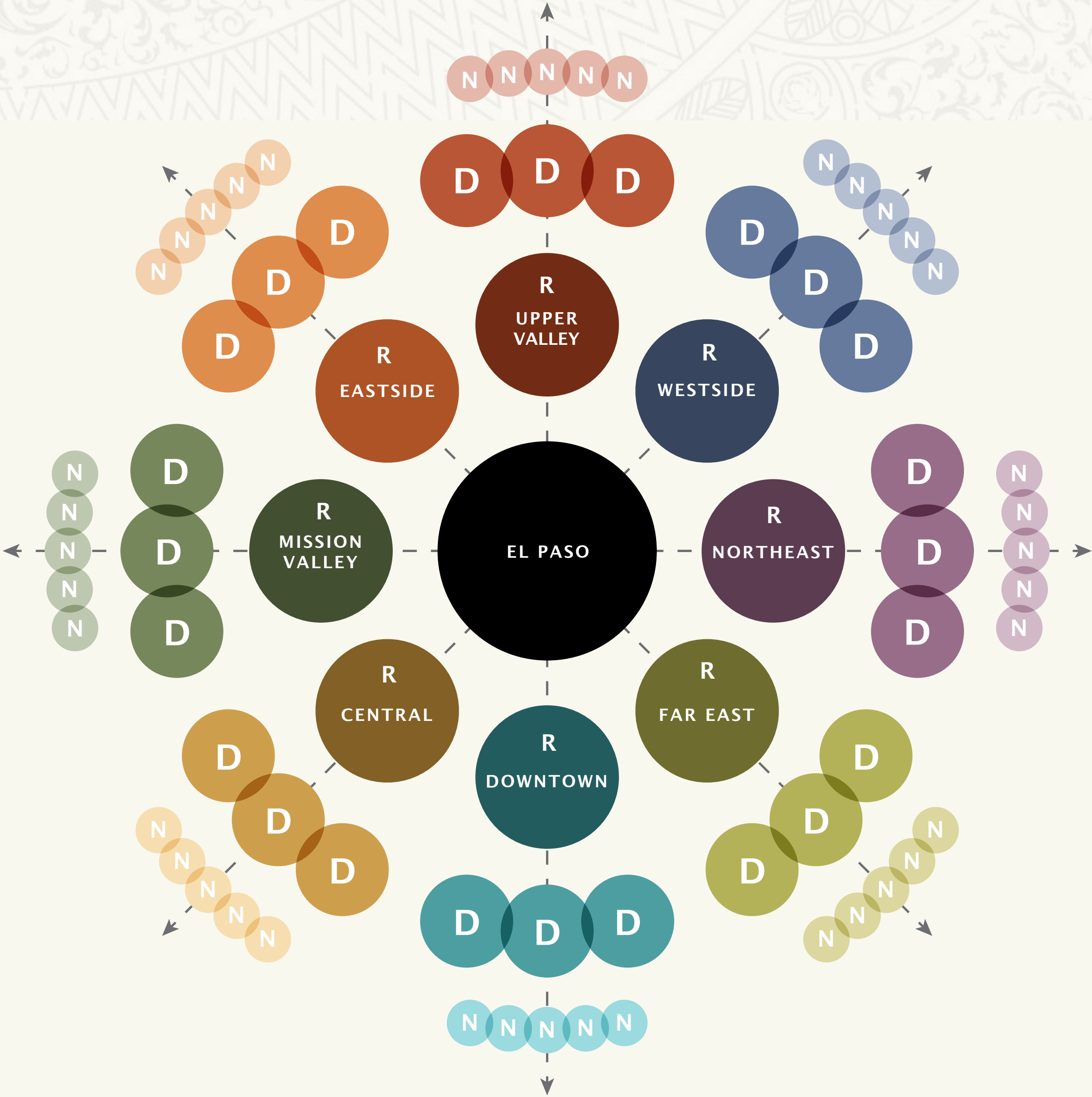
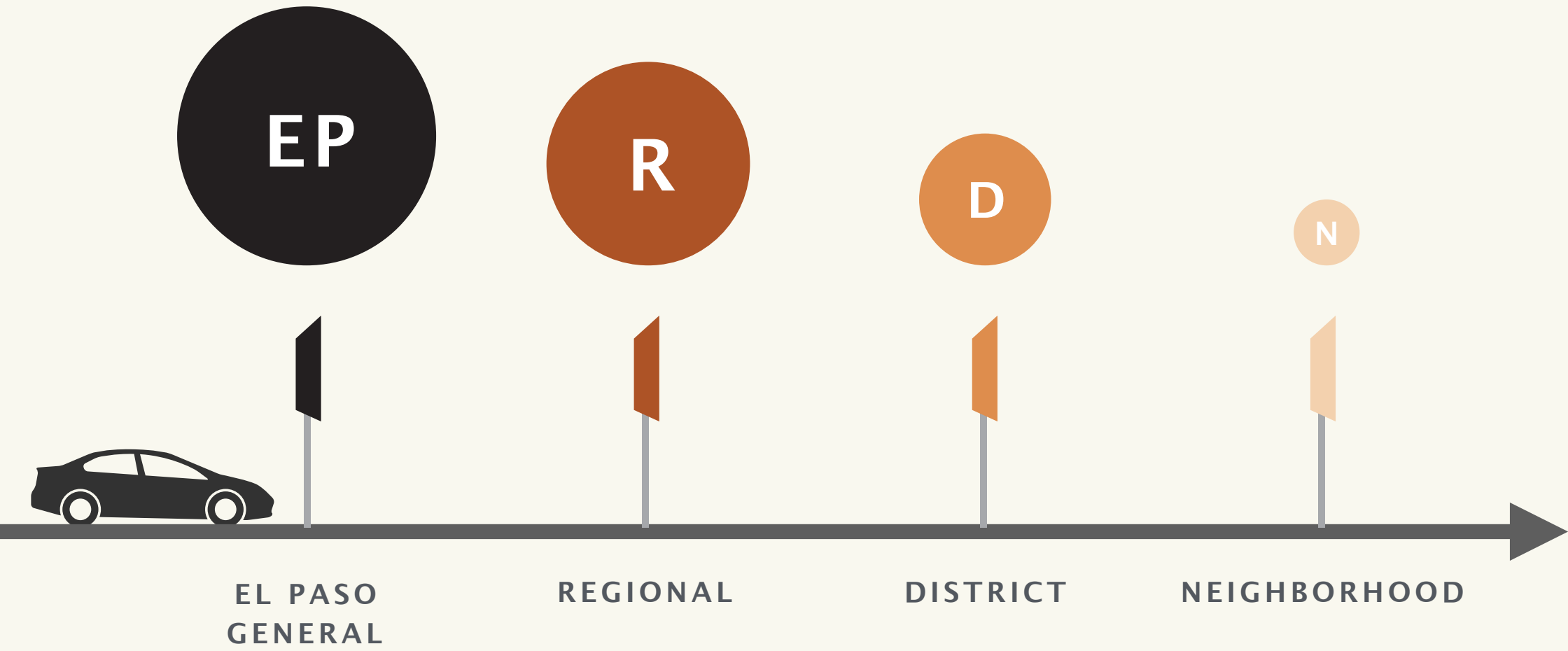
DESIGN INTENTION FOR WAYFINDING

- 1. Consistency with traditional and contemporary design elements**
- 2. Integration with existing signage**
- 3. Provide orientation with regional color scheme**
- 4. Design a structure to minimize the vandalism and allow easier maintenance**



WAYFINDING REGIONAL COLOR SCHEMES

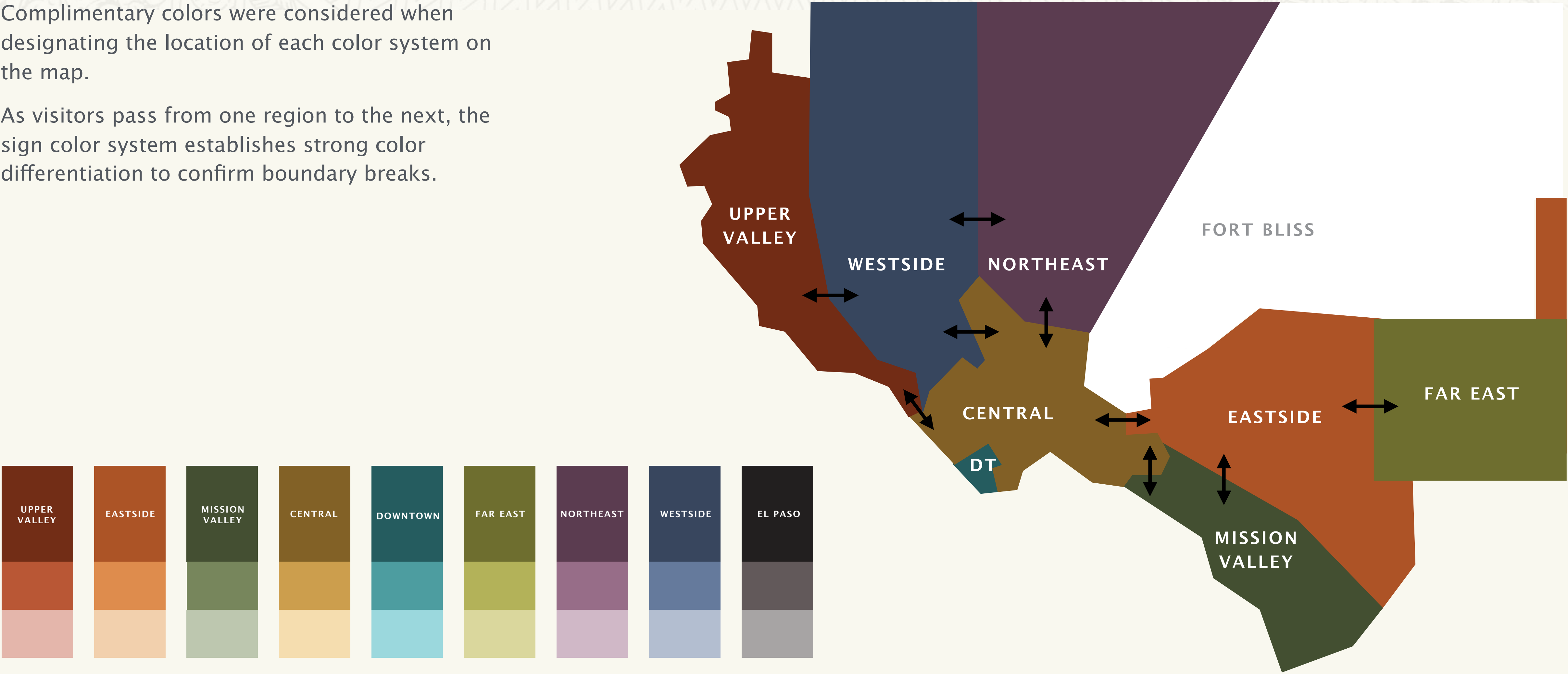
COLOR HIERARCHY OF SIGN TYPES



WAYFINDING REGIONAL COLOR MAP

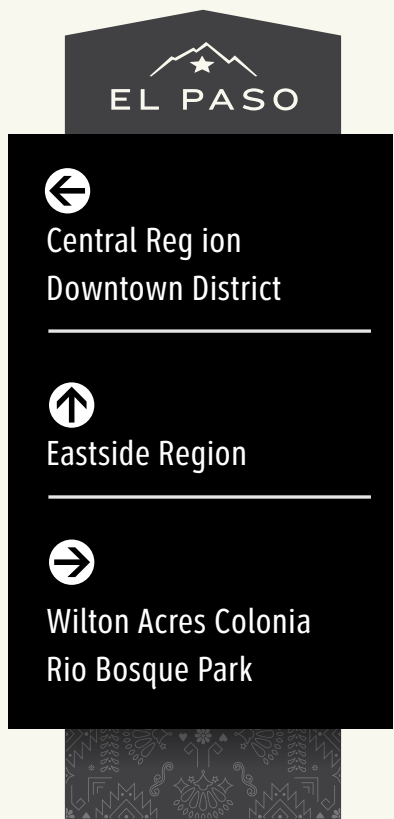
Complimentary colors were considered when designating the location of each color system on the map.

As visitors pass from one region to the next, the sign color system establishes strong color differentiation to confirm boundary breaks.



SIGN VARIANTS

EL PASO GENERAL



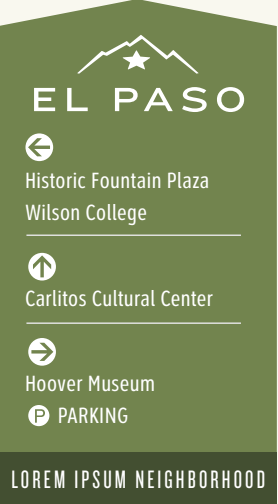
REGIONAL



DISTRICT



NEIGHBORHOOD



SIGN VARIANTS



WAYFINDING FULL COLOR SUITE - REGIONAL SIGNS

EL PASO GENERAL UPPER VALLEY EAST SIDE MISSION VALLEY CENTRAL DOWNTOWN FAR EAST NORTHEAST WESTSIDE

EL PASO

←
Central Region
Downtown District

↑
Eastside Region

→
Wilton Acres Colonia
Rio Bosque Park

EL PASO

←
Central Region
Downtown District

↑
Eastside Region

→
Wilton Acres Colonia
Rio Bosque Park

UPPER VALLEY

EL PASO

←
Central Region
Downtown District

↑
Eastside Region

→
Wilton Acres Colonia
Rio Bosque Park

EAST SIDE

EL PASO

←
Central Region
Downtown District

↑
Eastside Region

→
Wilton Acres Colonia
Rio Bosque Park

MISSION VALLEY

EL PASO

←
Central Region
Downtown District

↑
Eastside Region

→
Wilton Acres Colonia
Rio Bosque Park

CENTRAL

EL PASO

←
Central Region
Downtown District

↑
Eastside Region

→
Wilton Acres Colonia
Rio Bosque Park

DOWNTOWN

EL PASO

←
Central Region
Downtown District

↑
Eastside Region

→
Wilton Acres Colonia
Rio Bosque Park

FAR EAST

EL PASO

←
Central Region
Downtown District

↑
Eastside Region

→
Wilton Acres Colonia
Rio Bosque Park

NORTHEAST

EL PASO

←
Central Region
Downtown District

↑
Eastside Region

→
Wilton Acres Colonia
Rio Bosque Park

WESTSIDE



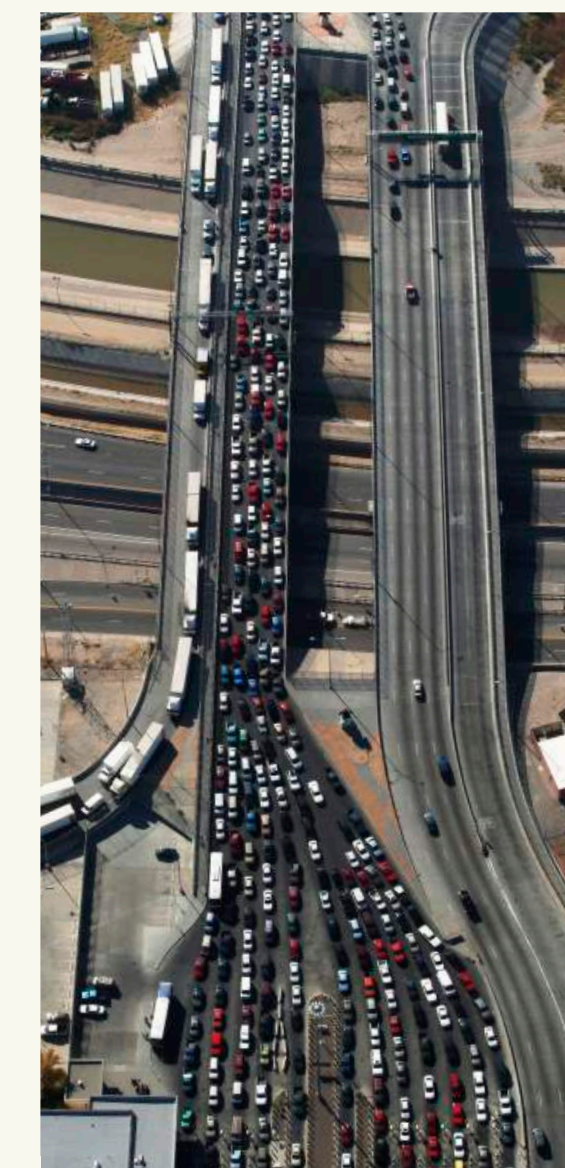
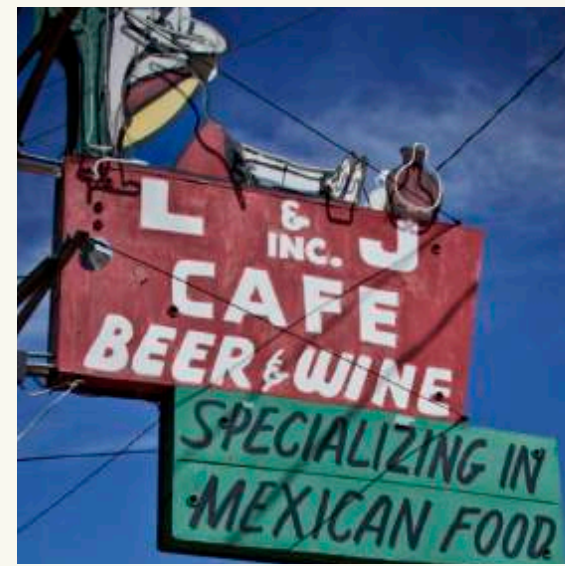
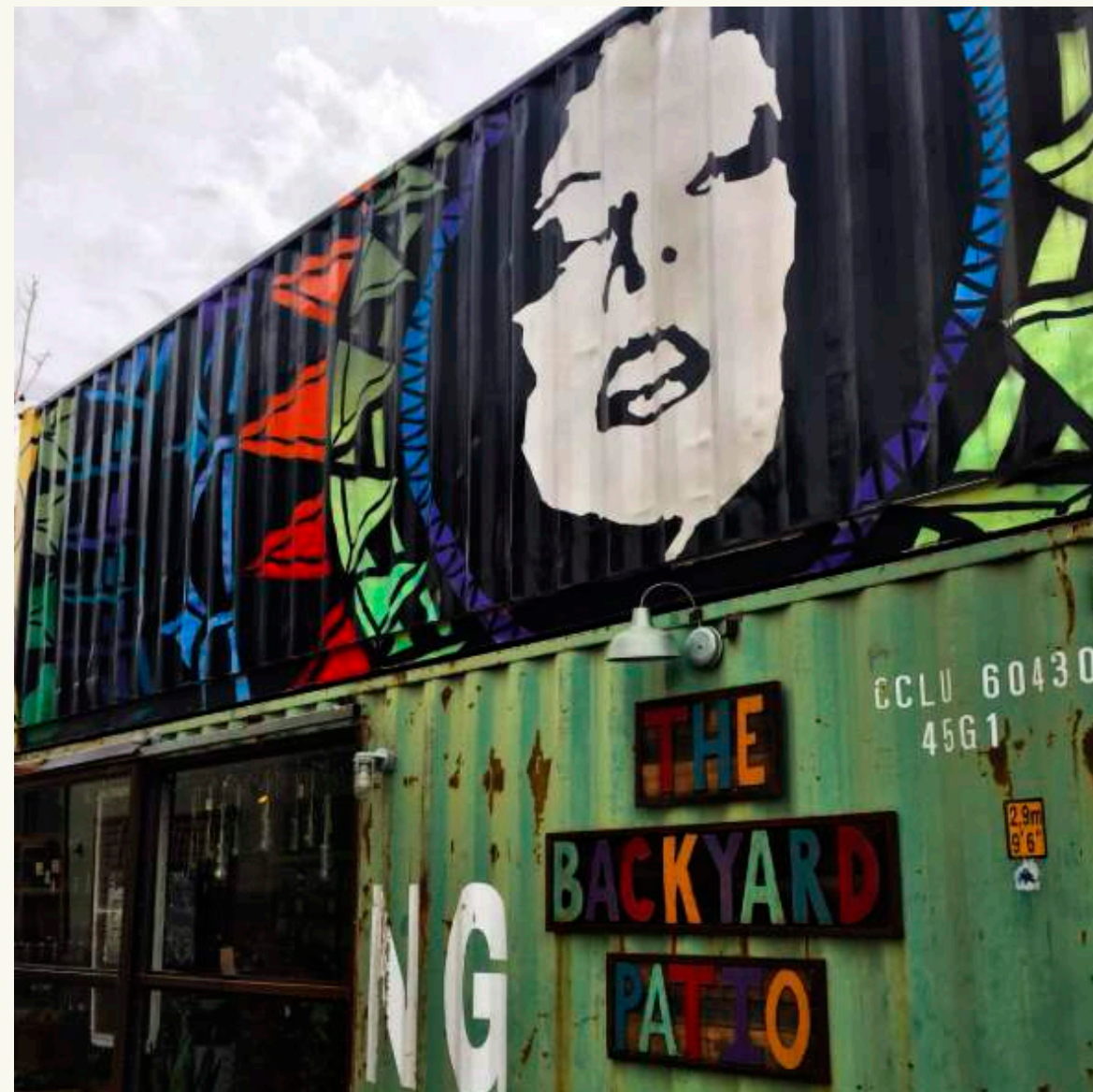
OPTION 1 WAYFINDING EXAMPLE IN ENVIRONMENT



EVOKING THE EL PASO BRAND

El Paso embodies diverse visual cues. From its natural environment, architecture, traditional and contemporary design elements, unique color, and the culture of its people, it shines with its own unique visual flare.

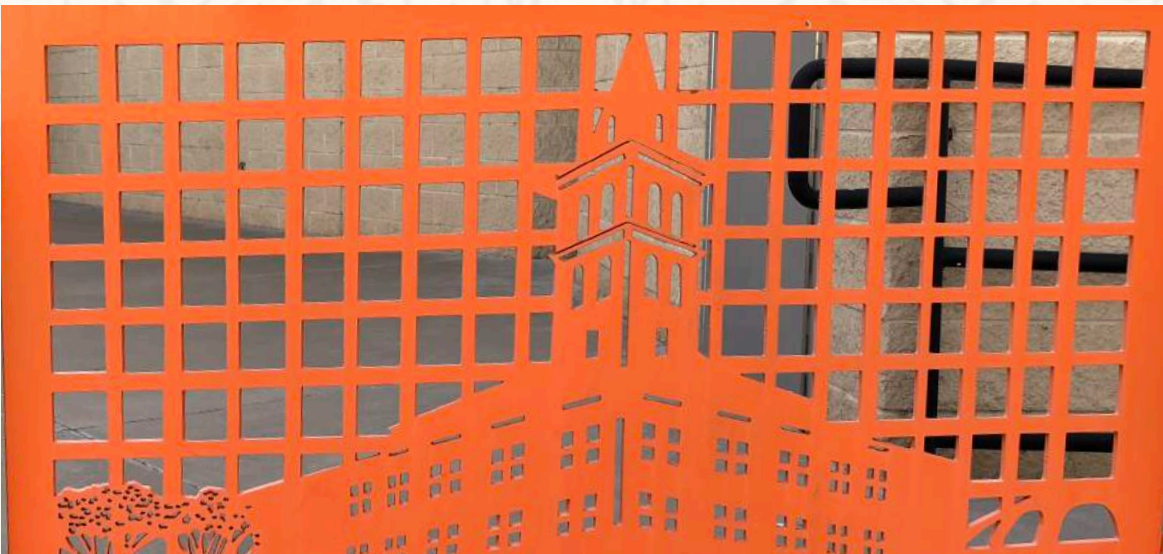
On the canvas of its natural environment is the star, embodying the heart of all that the people have created. We see this as an interrelationship in harmony: The land, and its people.



DESIGN INFLUENCE



DESIGN INFLUENCE

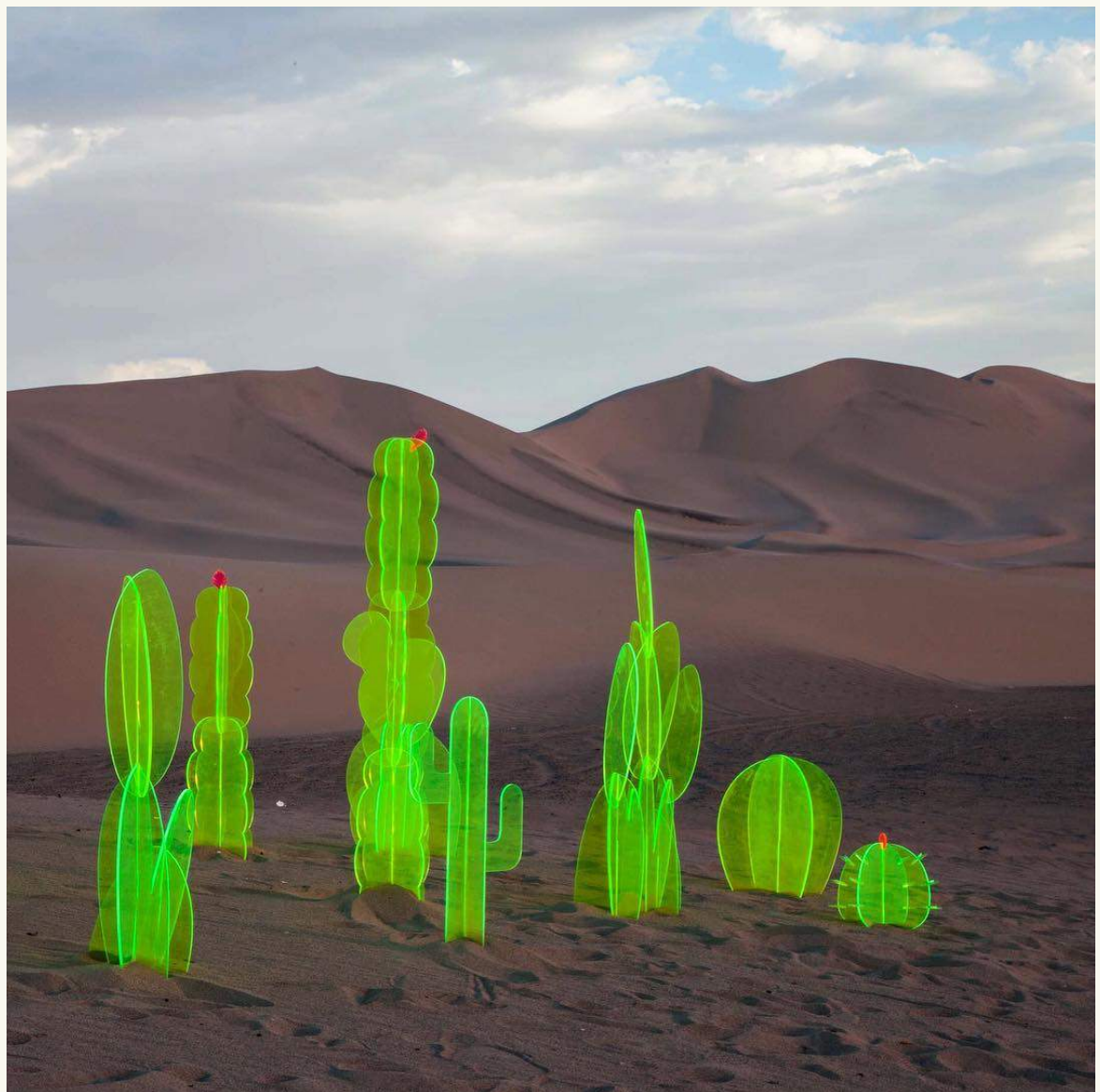






GATEWAY SIGN CONCEPTS

GATEWAY SIGN INSPIRATION











FEEDBACK RECEIVED

FEEDBACK RECEIVED: PAC 9-11-18

FEEDBACK RECEIVED

- In general, PAC was in agreement with the concept of wayfinding and color schemes
- Mixed reviews on the pattern
- Recommendation to include natural elements: vegetation, mountain, river, sunset
- Pattern is for effect and did not object to the idea – “Papel Picado” will tie into the existing wayfinding program within the downtown area



FEEDBACK RECEIVED: PAC 9-11-18

FEEDBACK RECEIVED

- Did not encompass the essence of El Paso
- Did not include the River
- Shape of the mountain was too generic
- Not festive enough
- Design was too simple
- Recommended that a competition be held for the development of the logo

RESPONSE TO FEEDBACK

- Can a single sign capture the full essence of El Paso?
- The intent was to develop a simple, metaphorical concept that spoke to the residents based on the feedback for identifying the spirit of El Paso.
- Simple designs are recognizable

ALTERNATIVE LOGO DESIGN 1

- Picado inspired – relevant to other existing environmental designs elsewhere in city
- Simple and impactful without need for environment details (mountain/river)
- Still has strong relationship to El Paso star on Franklin mountains

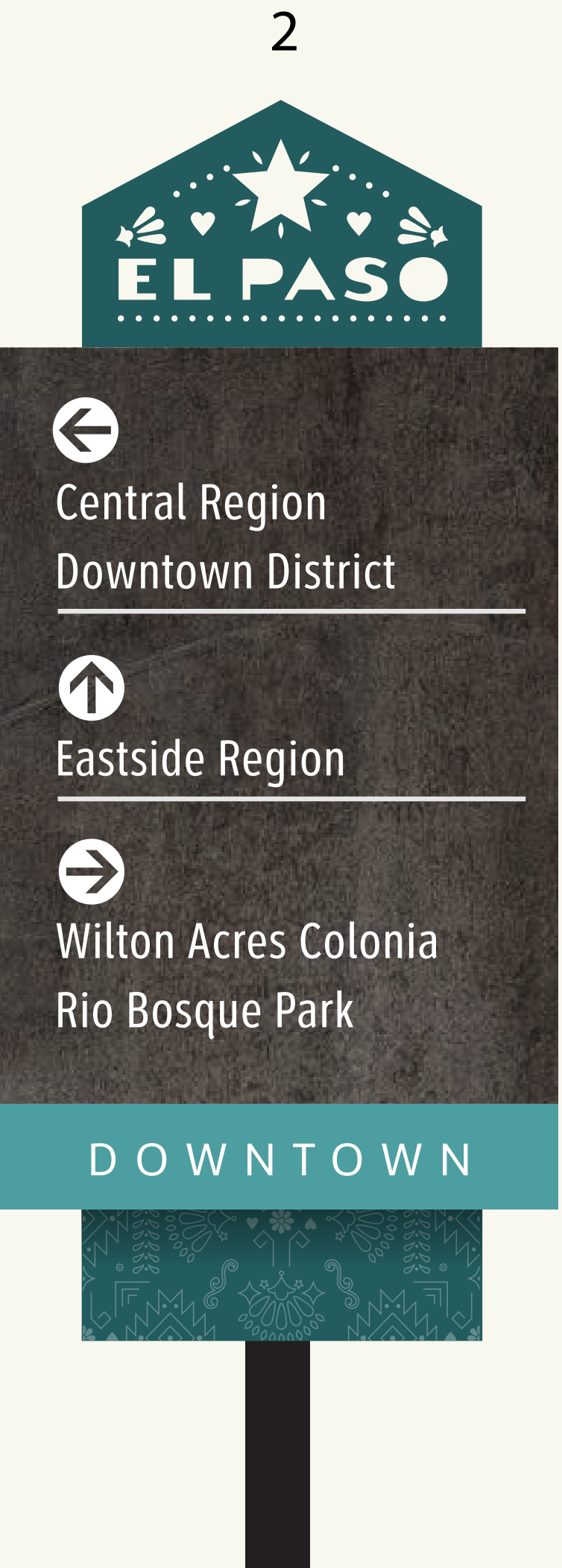


ALTERNATIVE LOGO DESIGN 2

- Picado inspired – relevant to other existing environmental designs elsewhere in city
- Classic picado details incorporated. Design mimics realistic cut paper, meaning design can actually be cut through any material.
- Works perfectly with existing citywide color pallet (see right).
- Can be used as actual papel picado decorations



SAMPLE LOGO APPLICATION TO WAYFINDING







FEEDBACK RECEIVED: MCAD BOARD 10-18-18

FEEDBACK RECEIVED

- Do Not do a Competition for the City Logo
- Look at using UTEP talent for specific tasks
- Change the font
- Incorporate Native American, Flora and the River into the Logo
- Gateway should have a #Tag
- Simple Design that will not become dated
- Agreed on the color scheme, pattern
- Option 1 and 2 were the better options, but need more work

RECOMMENDATION TO CITY COUNCIL

- Have the Consultant work on the logo and run it through PAC and MCAD board

STAFF ACTIONS

- Consultant developed additional logo concepts to consider and recommend the adopt or use official City Logo



NEW LOGO CONCEPTS

ALTERNATIVE LOGO DESIGN 1

- Inspired by simplicity of original logo
- Provides a more realistic mountains
- Star location is truer to landscape



ALTERNATIVE LOGO DESIGN 2

- Evokes cleaner, forward-thinking design appeal
- Star is hero
- Lowercase name strives for a humble and understated voice to El Paso



ALTERNATIVE LOGO DESIGN 3

- Papel Picado design has familiarity with existing environmental designs
- Design evokes light from mountain star



ALTERNATIVE LOGO DESIGN 4

- Inspired by incorporating Rio Grande with star
- Star encompasses both sides of border, embracing US and Mexico
- Subtle depiction of classic 'north' map arrows.









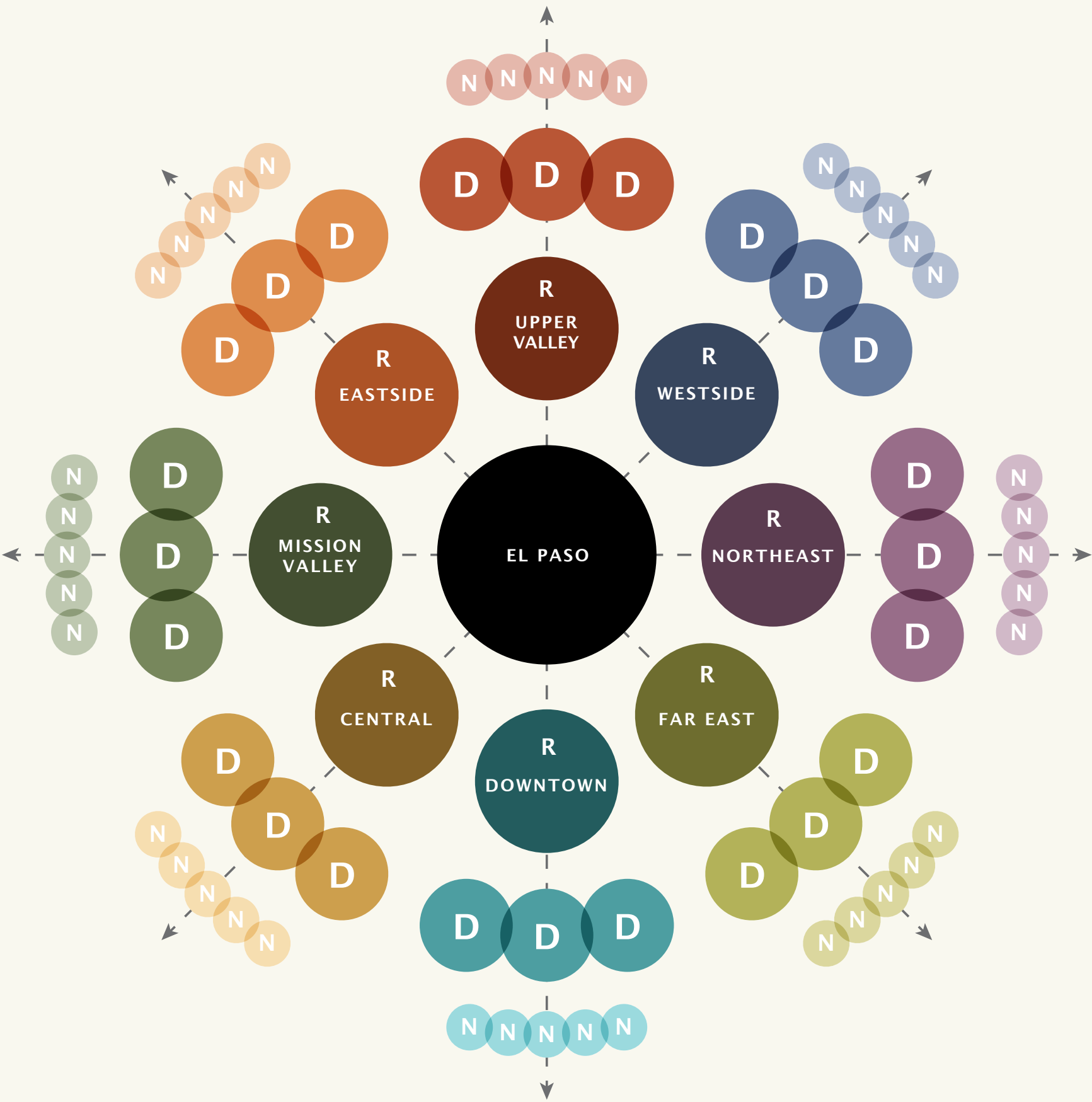


RECOMMENDATIONS

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Adopt the design concepts for the Citywide Wayfinding program

- Color Scheme



RECOMMENDATIONS

Adopt the design concepts for the Citywide Wayfinding program

- Font
- Color Schemes and Concept
- Logo– Staff recommended or Official City Logo
- Entrance Monument – City will refine the final design as part of the final location and design process.

CLEARVIEW ADA REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890

CLEARVIEW ADA BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890



An aerial night photograph of a city, likely San Francisco, with its lights reflecting on the water. The text "Thank You" is overlaid in the center.

Thank You