 Client: City of Metuchen  
Location: Metuchen, NJ  
Description: Citywide Wayfinding Signage & Identity Program

This program creates a strong identity for the city with distinctive gateway monuments and coordinated directional signage.
Client: City of Metuchen

Location: Metuchen, NJ

Description: Citywide Wayfinding Signage & Identity Program

A two-sided kiosk provides detailed map of the entire borough and a close-up map of the downtown walkable area, both styled to coordinate with the citywide wayfinding system.
URBAN ENVIRONMENTS

Client: City of Sebastopol

Location: Sebastopol, CA

Description: Citywide Wayfinding Signage & Identity Program

This program creates a vibrant identity for the city with distinctive pedestrian wayfinding and coordinated map kiosks.
URBAN ENVIRONMENTS

Client: City of Sebastopol

Location: Sebastopol, CA

Description: Citywide Wayfinding Signage & Identity Program

Distinctive park identification signs feature icons for park amenities. Where appropriate, the reverse side displays a pedestrian map, part of the PedLine pedestrian wayfinding initiative. This program also includes smaller maps at many locations throughout the city.
Client: BART & City of Oakland

Location: Oakland, CA

Description: Transit-oriented Pedestrian Wayfinding Program

In the heart of Chinatown, bilingual wayfinding signage directs visitors to area destinations. A distinctive illustrated flag panel was created to heighten community branding. Wayfinding continues in the adjacent areas, completing connections to transit.
URBAN ENVIRONMENTS

Client: City of El Cerrito

Location: El Cerrito, CA

Description: Citywide Wayfinding Signage & Identity Program

The main street of El Cerrito, San Pablo Avenue, now boasts distinctive wayfinding sign units. Visitors are greeted with unique city limit monuments featuring the city seal. Smaller signs extend the wayfinding program into the neighborhoods.
URBAN ENVIRONMENTS

Client: City of San Pablo

Location: San Pablo, CA

Description: Citywide Wayfinding Signage & Identity Program

This program creates a strong identity for the city with distinctive gateway monuments and coordinated wayfinding signage.
Client: City of San Pablo

Location: San Pablo, CA

Description: Citywide Wayfinding Signage & Identity Program

This program creates a strong identity for the city with distinctive directional signage and coordinated wayfinding kiosks.
URBAN ENVIRONMENTS

Client: City of San Pablo

Location: San Pablo, CA

Description: Citywide Wayfinding Signage & Identity Program

This program creates a strong identity for the city with distinctive directional signage and coordinated wayfinding kiosks.
Client: City of San Pablo
Location: San Pablo, CA

Description: Citywide Wayfinding Signage & Identity Program

This program creates a strong identity for the city with distinctive gateway monuments and coordinated wayfinding signage.