Wayfinding Tools

MAG Off-Street Bicycle Network

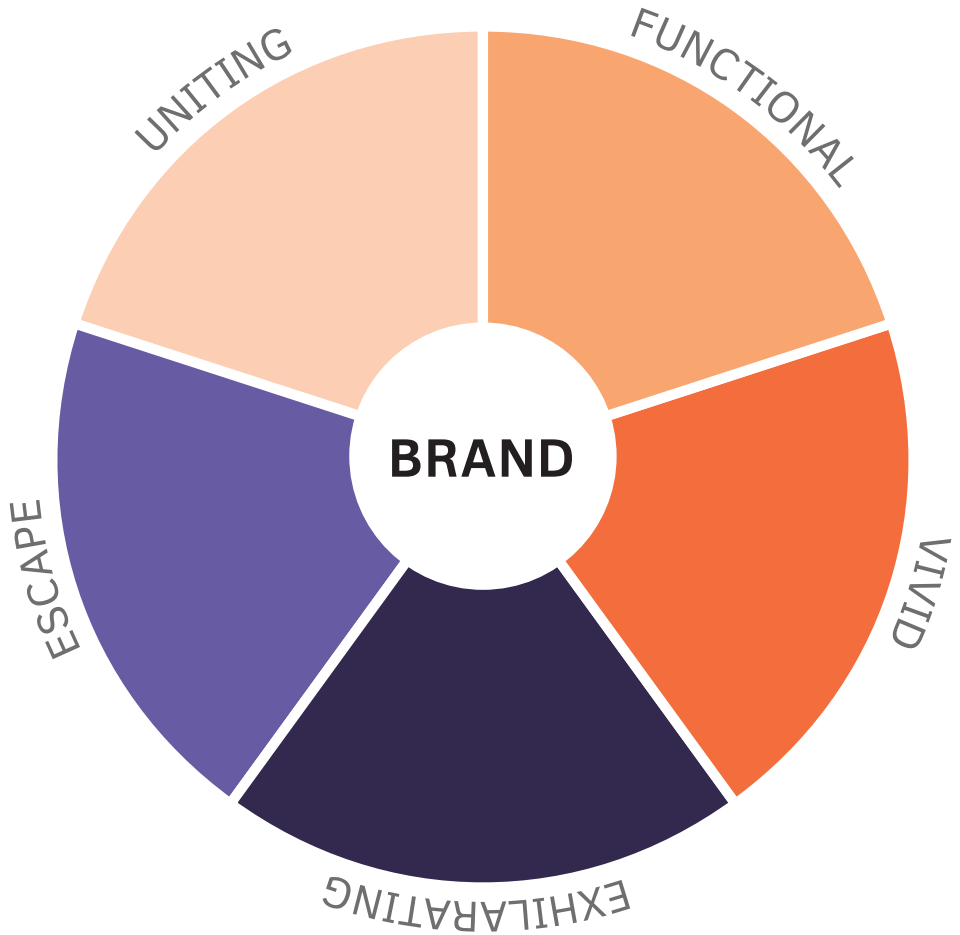
October 21, 2014

alta PLANNING + DESIGN

merje

gci

Brand Personality



Pulse
Path
Adventure Your Way

PULSE PATH - Vertical Logo

Vertical Logo
with Tagline

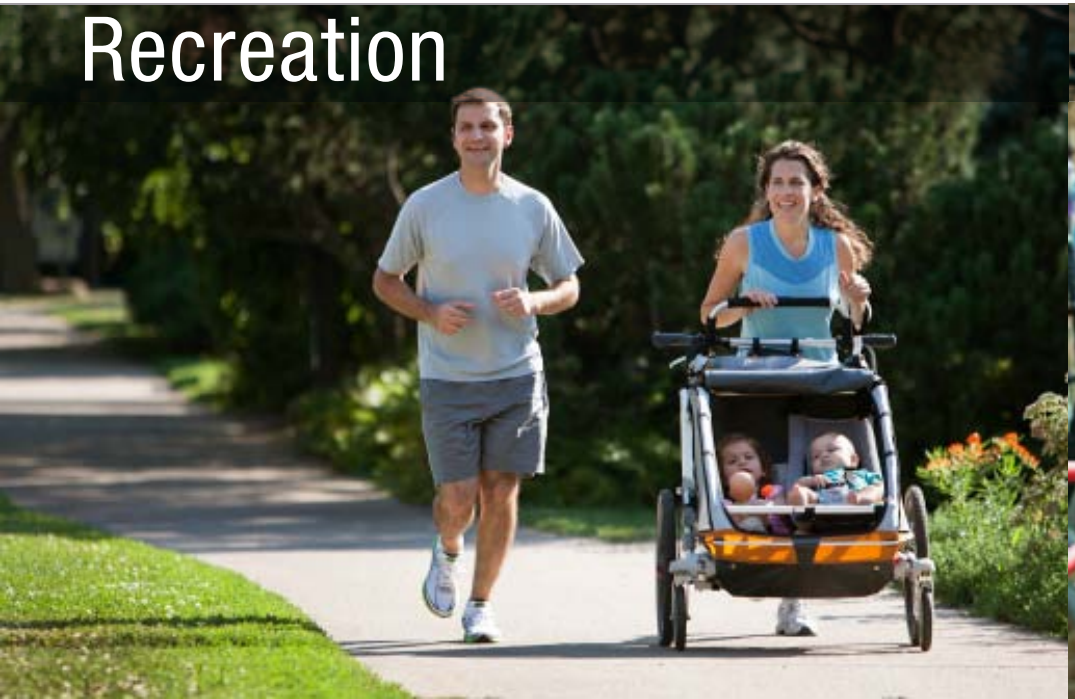
Vertical Logo
No Tagline

PULSE PATH - Horizontal Logo

Horizontal Logo
with Tagline

Horizontal Logo
No Tagline

Adventure Your Way



Goals of Pulse Path Wayfinding

Wayfinding:
Directing people from Point A to Point B.

- Builds TRUST in the Path
- Provides consistent information for all Path users
- Strengthens the new brand - Pulse Path!
- Helps the user fill in gaps that exist currently in the Network
- Makes the Pulse Path experience more enjoyable

Wayfinding Tools

Wayfinding Tools

Brand

Pulse Path

Adventure Your Way

PANTONE 526 C

PANTONE 130 C

Pulse Path

MUTCD Standards

PANTONE 341 C

MUTCD Spectrum

For Bicycle Signage

Rigid ← → Influenced

- Typeface
- Mileage & Time
- 3 listings/sign
- MUTCD Bike

Wayfinding Catergories

MUTCD

Decision Sign with distances | Decision Sign with Existing path name | Path Confirmation Sign | Turn Sign

Brand

Primary Path ID Sign | Secondary Path ID | Information Kiosk | Pedestrian Directional | Mile Marker | System Identifiers

MUTCD Signage

Option A - Brand Footer

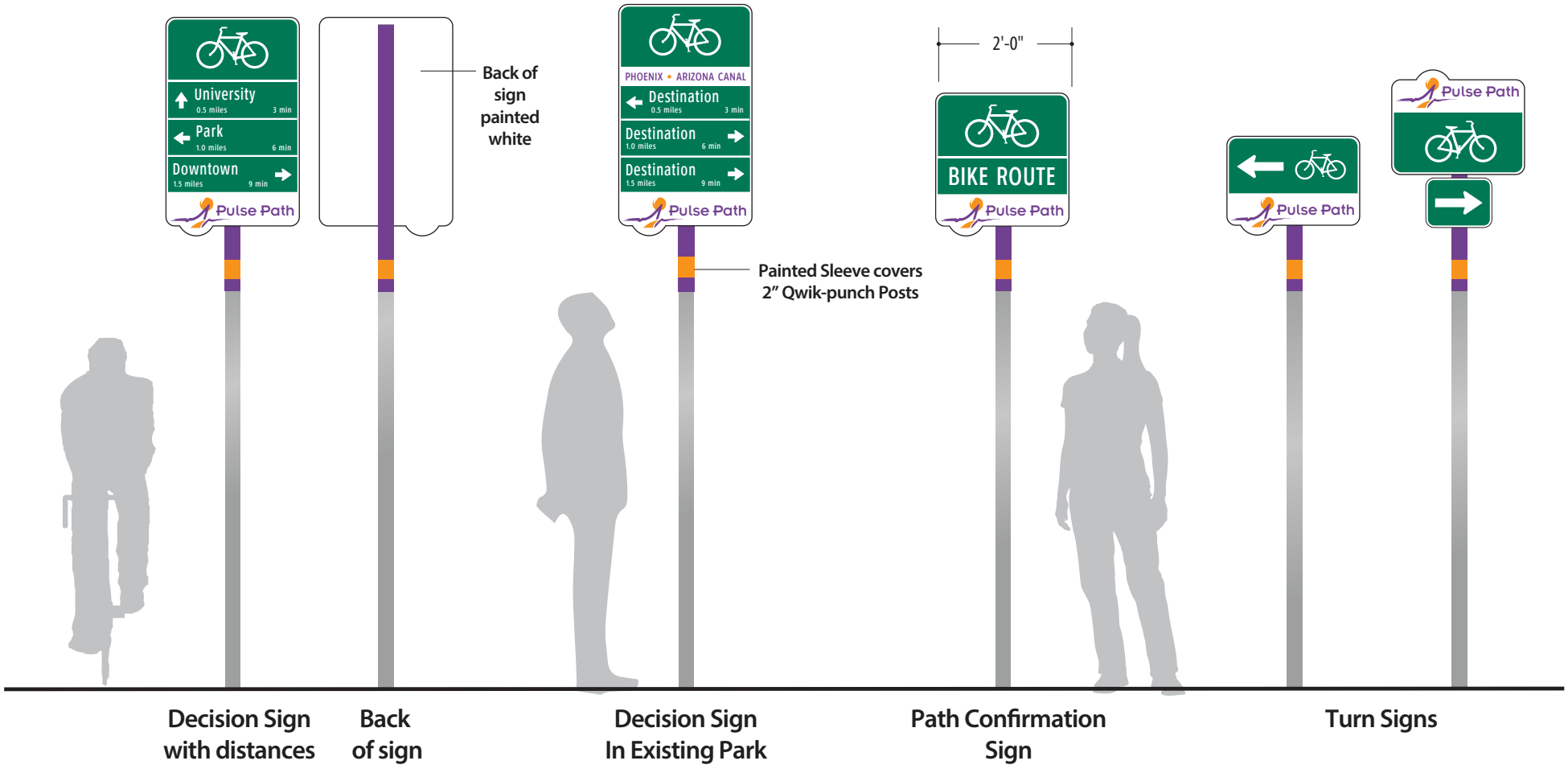
Decision Sign
In Existing Park

Path Confirmation Sign

Turn Sign

MUTCD Signage

Option A - Brand Footer



MUTCD Signage

Option B - Brand Header

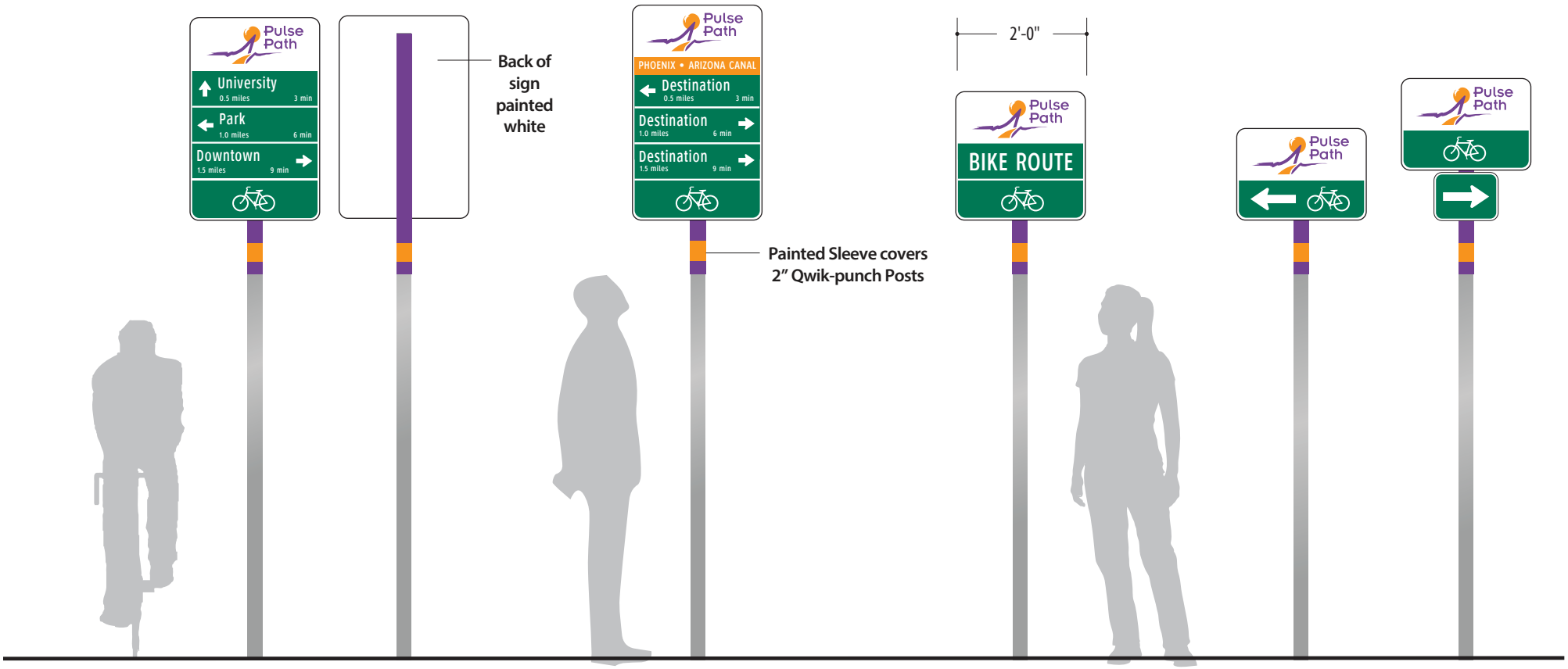
Decision Sign
In Existing Park

Path Confirmation Sign

Turn Sign

MUTCD Signage

Option B - Brand Header



GLENDALE • THUNDERBIRD
PASEO
Destination
0.5 miles
3 min
Destination
1.0 miles
6 min
Destination
1.5 miles
9 min
Pulse Path

MUTCD Signage

Option A
Brand Footer

Option B
Brand Header

Brand Influenced Wayfinding Tools

- 3 design options
- Simplified designs can be added to the menus
- Focus on design aesthetic

Brand Signage

OPTION 1

Primary Path ID

Secondary Path ID

Bicycle Directional

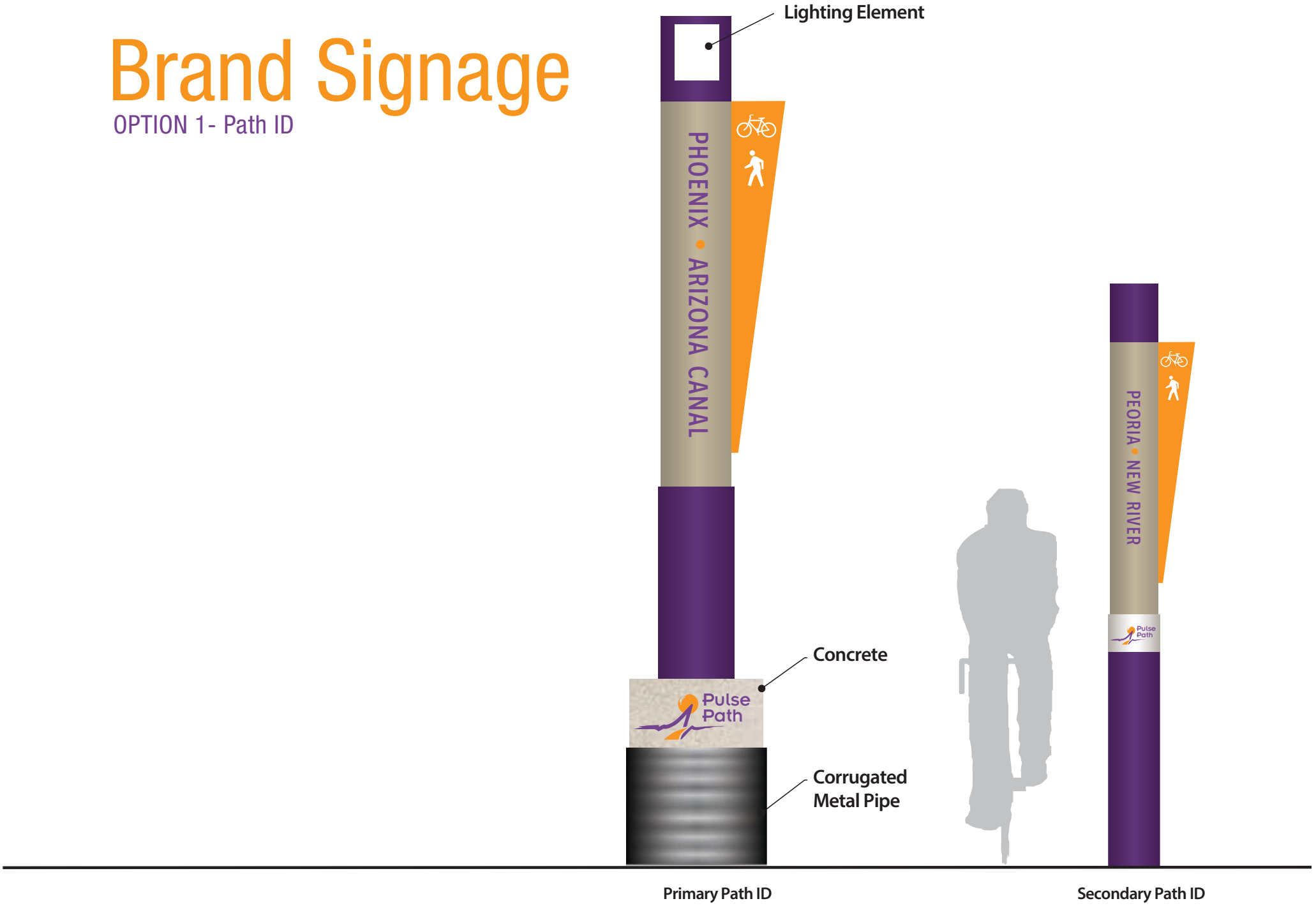
Large Trail Kiosk

Small Trail Kiosk

Mile Marker

Brand Signage

OPTION 1- Path ID



Brand Signage

OPTION 1- Pedestrian

Large Trail Kiosk

Small Trail Kiosk

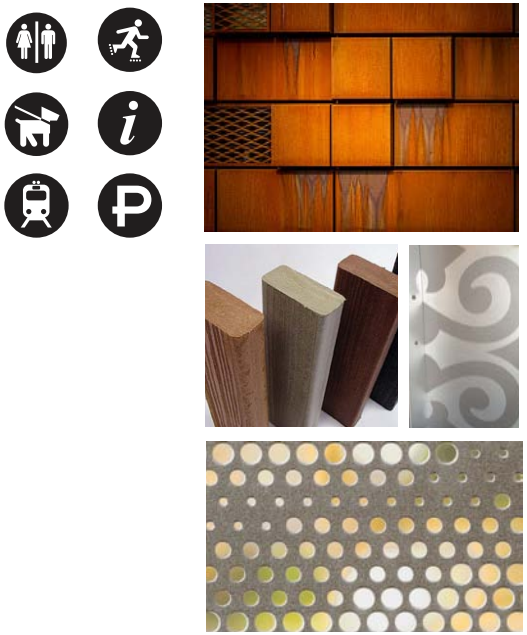
Mile Marker

SCOTTSDALE • INDIAN BEND WASH LOCAL JURISDICTION
Pulse Path
Rules & regulations
Pulse Path

2.5
miles
PEORIA • NEW RIVER
PEORIA • NEW RIVER

Brand Signage

OPTION 2



Primary Path ID

Secondary Path ID

Bicycle Directional

Large Trail Kiosk

Small Trail Kiosk

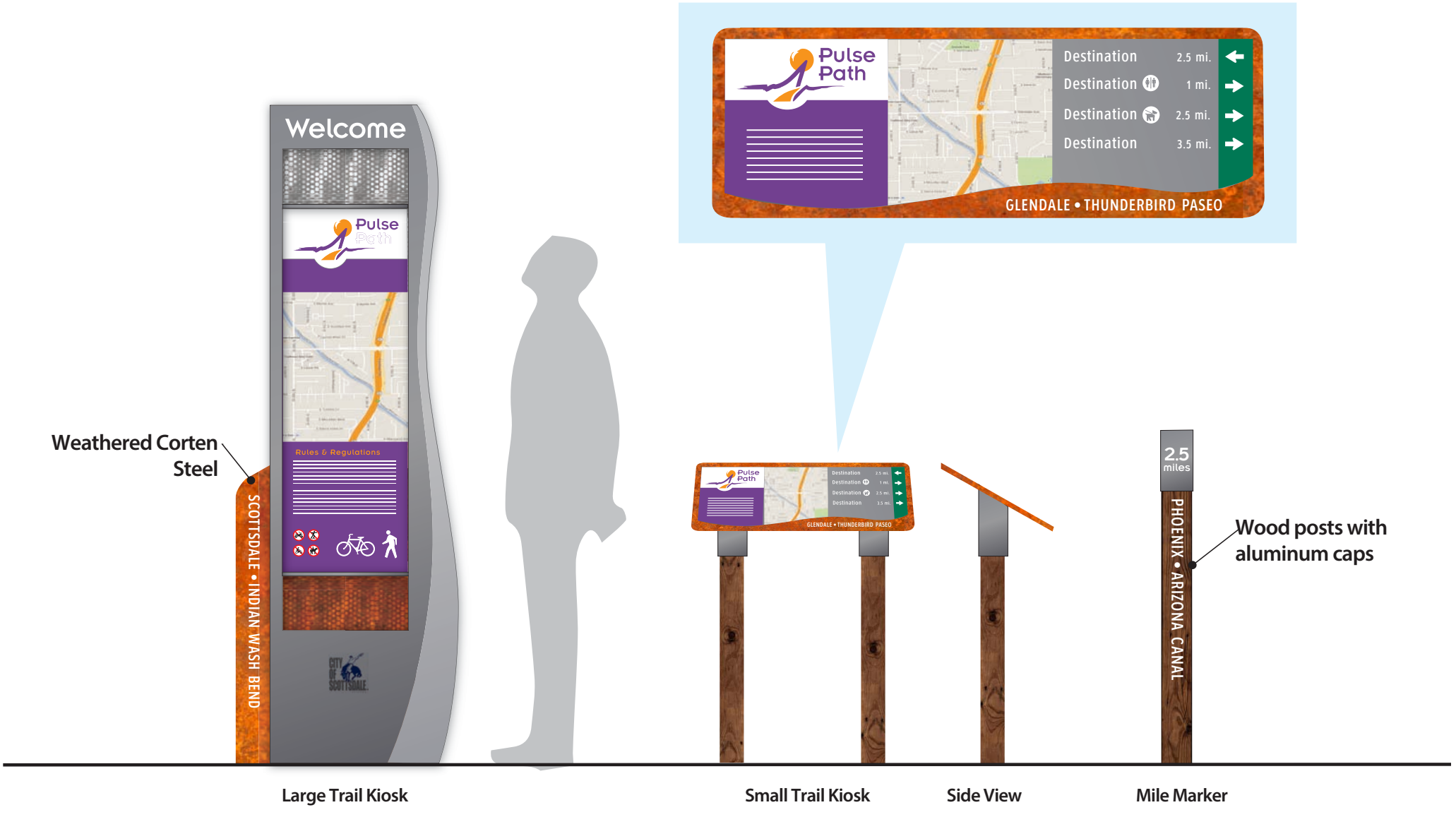
Mile Marker

Brand Signage

OPTION 2- Path ID

Brand Signage

OPTION 2- Pedestrian



Welcome
Pulse Path
Rules & Regulations
SCOTTSDALE • INDIAN WASH BEND
CITY OF SCOTTSDALE

2.5
miles
PEORIA • NEW RIVER

Brand Signage

OPTION 3

Primary Path ID

Secondary Path ID

Bicycle Directional

Large Trail Kiosk

Small Trail Kiosk

Mile Marker

Brand Signage

OPTION 3- Path ID

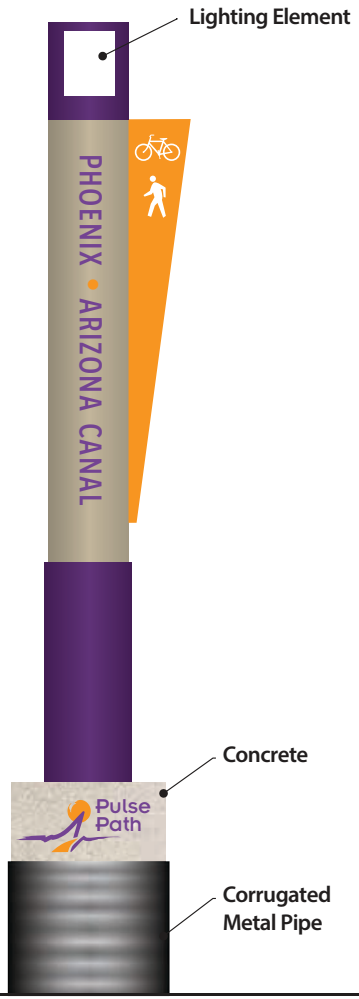
Brand Signage

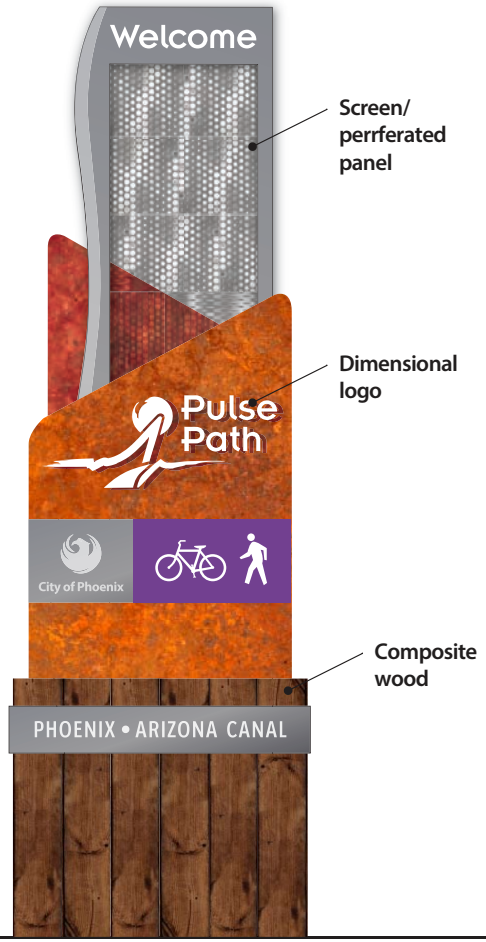
OPTION 3- Pedestrian

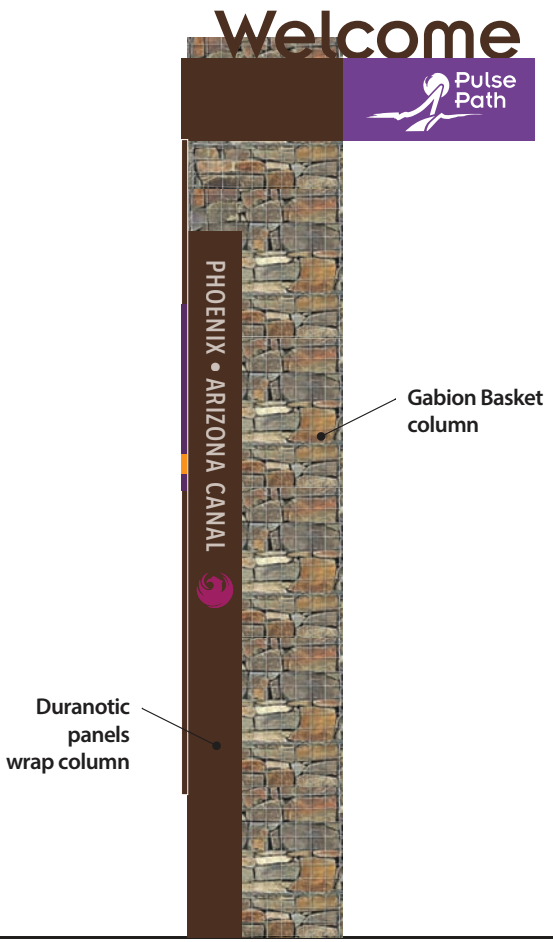
Pulse Path
Pulse Path
Rules & Regulations
SCOTTSDALE • INDIAN
BEND WASH

2.5
miles
PEORIA • NEW RIVER

Brand Signage







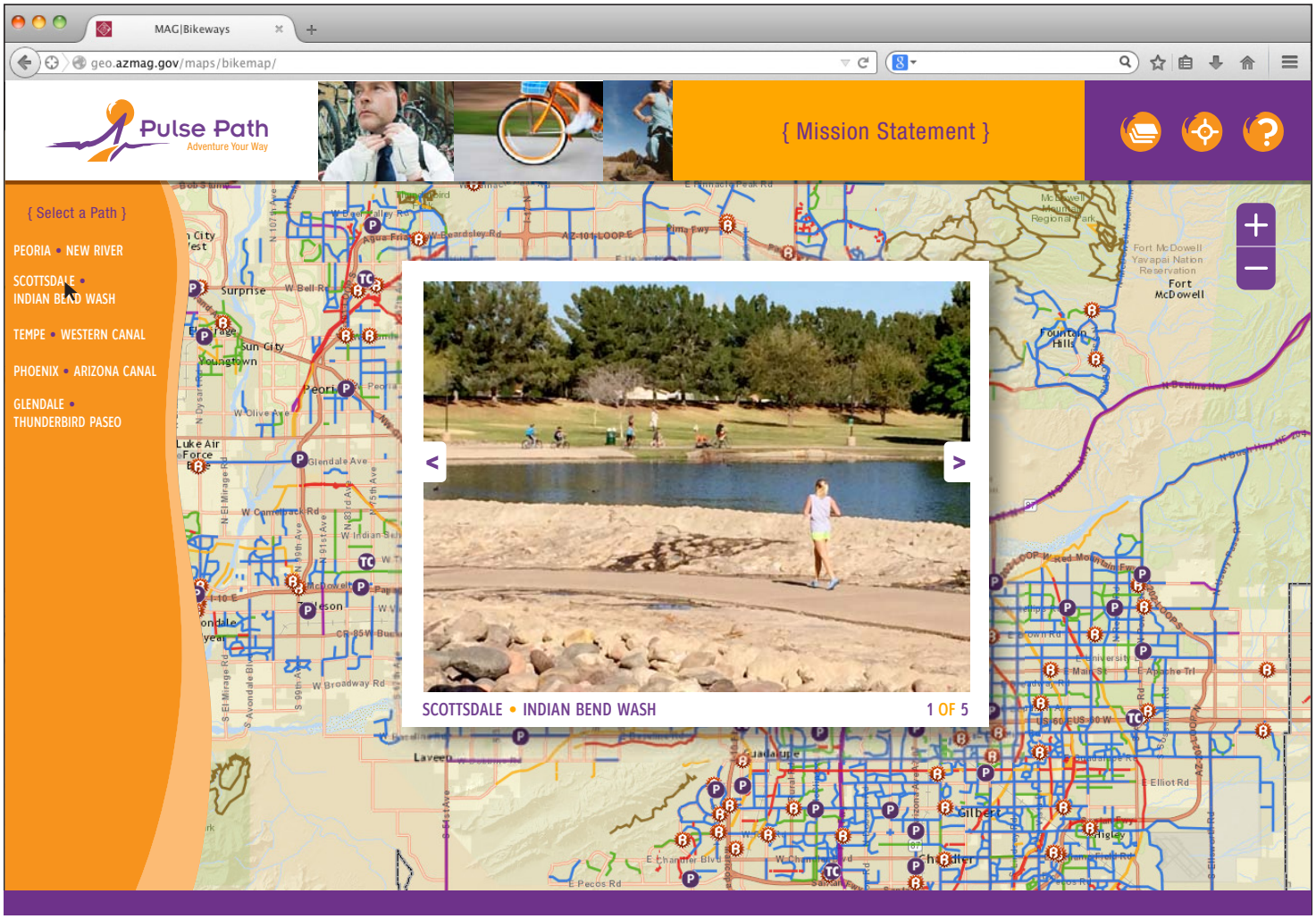
Option 1

Option 2

Option 3

System Identifiers

Web Graphics



• Bring Identity into header/sidebar • Established paths • Photo galleries • Legend

Pulse Path Merchandise

Pulse Path Marketing

- Light Rail stations
- Airport
- Visitor Centers