# TABLE OF CONTENTS

## SECTION 1: **Intro + Process**
- A. Goals of the Guidelines ........................................ 4
- B. Design Process ................................................ 5
- C. Recommendations for Applications .......................... 12
- D. How to Use this Document .................................... 14

## SECTION 2: **Design Principles**
- A. Distance & Legibility ........................................... 19
- B. Information Hierarchy ........................................... 20
- C. Contrast & Legibility ............................................ 21
- D. Distance & Travel Time ......................................... 22
- E. Districts & Destinations ........................................ 23
- F. Paths of Travel .................................................. 24

## SECTION 3: **Sign Descriptions**
- A. Sign Type Summary ............................................. 26
- B. Flexible Wayfinding System .................................... 27
- C. Sign Type S1 ................................................... 28
- D. Sign Type S2 ................................................... 30
- E. Sign Type S3 ................................................... 32
- F. Sign Type S4 ................................................... 34
- G. Sign Type S5 ................................................... 36
- H. Pole Mounted Sign Panel ....................................... 38

## SECTION 4: **Technical Sheets**
- A. Schedule of Type, Icons, Colors + Materials ............. 41
- B. Kit of Parts Summary ........................................... 44
- C. Individual Sign Details ........................................ 46
- D. Signage Sections ............................................... 64

## SECTION 5: **Additional Design Recommendations**
- A. San Ysidro Identity ............................................. 68
- B. Gateway Identity ............................................... 69
- C. Photo Opportunity ............................................. 70
- D. Lantern Elements ............................................... 71
- E. Crosswalks ..................................................... 72
- F. Furniture ....................................................... 73
- G. Banners ........................................................ 74
- H. Sculpture ....................................................... 75

CONTACT INFORMATION ............................................. 76

160315_San Ysidro Signage Guidelines.pdf
SECTION 1

INTRO + PROCESS

A. Goals of these guidelines
B. Process used to create the guidelines
C. Recommendations from the community workshop
D. How to use this document
A. GOALS OF THE GUIDELINES

As a gateway to both the United States and Mexico, the San Ysidro Port of Entry bridges two cultures. It is the busiest port in the world.
The guidelines look at San Ysidro as a place where many paths cross. The community has identified the port as a place of confusion, stress and fatigue. These guidelines address this challenges with a system of wayfinding specifically designed to meet those needs. Wayfinding is the term used to describe the discipline of getting people from A-to-B in a clear and consistent manner.

This document provides a well-vetted and easy-to-use guide for the development of signage and wayfinding in San Ysidro, with particular focus on the highly trafficked areas adjacent to the existing Port of Entry and the future West Pedestrian Facilities. These guidelines have been designed for the community of San Ysidro that take into consideration the following:

1. WHERE PEOPLE ARE GOING
2. HOW LONG IT TAKES TO GET THERE
3. OPTIMUM ROUTES

The goal of the wayfinding system is to improve the experience of users—to make San Ysidro more inviting and relaxed. They define a system of signs and sign messaging that is ordered, inviting, flexible, durable and economical.

By following the guidelines, San Ysidro will establish a consistent and recognizable identity signage system that is informative, visually attractive, and easy-to-use and assemble. A successfully implemented signage system will create a legible path of travel that will encourage exploration and travel within the San Ysidro community.
B. DESIGN PROCESS

The illustrated process below provides an overview of the steps RSM and GSA took to develop these guidelines.

1. REVIEW OF SITE CONDITIONS
   November 27, 2016

   GSA and RSM Design visited San Ysidro, with focus on the area surrounding the port. The site visit helped establish an understanding of site circulation, site conditions as well as existing signage, important destinations, and common areas of confusion.

   The site analysis was documented with photos and notes. Additional research explored future master plans, existing guidelines and studies of the location.

2. EMAIL SURVEY + PHONE CALLS
   November 16–27, 2016

   Based on data learned from the site analysis and other work to date, RSM Design gathered information from primary users and stakeholders, by phone and email survey. Feedback from both surveys & in-depth set of phone calls helped define A.) wayfinding priorities B.) the needs of the community and C.) important destinations

3. WORKSHOP
   December 7, 2016

   Together, GSA and RSM Design hosted a design dialogue with the stakeholders of San Ysidro.

   The goal of the workshop was to refine the information gathered at in the stakeholder survey and phone calls.

   Survey results were presented as a starting point of the workshop.

   A series of interactive activities composed by the GSA and the RSM Design team provided feedback on destinations and their relative importance, naming conventions, paths of travel, preferred sign applications, design vocabulary, and local aesthetics.

   Workshop results were formalized as a set of design recommendations.

4. DESIGN ALTERNATIVES
   January 20, 2016

   The design alternative phase combined research and information from all previous phases to create a series of four options of sign applications to meet the community’s needs. The wayfinding system translated the abstract needs into a set of solutions that could be measured and evaluated.

   Four design alternatives were presented to a technical working group of stakeholders. Their feedback on the potential wayfinding solution for the San Ysidro Community was incorporated into revisions and the selection of the final design guidelines.

5. DESIGN GUIDELINES
   March 15, 2016

   The selected design solution has been resolved into the set of guidelines shown here. These drawings define parameters for sign construction, design, messaging, typography, color and sign locations.

   The guidelines establish the character of the wayfinding system for use by future teams as a starting point for implementation.

6. NEXT STEPS

   The guidelines serving as a framework for signage development.

   Next steps include defining the messaging and locations of the signage. The sign system included here is flexible to bend to the needs of specific projects and should not be interpreted as the final design.

   Prior to bidding, fabrication and installation additional documentation and details are required.
SECTION 1: INTRO + PROCESS

REVIEW OF SITE CONDITIONS

GSA and RSM Design visited San Ysidro, with focus on the area surrounding the port. The site visit helped establish an understanding of site circulation, site conditions as well as existing signage, important destinations, and common areas of confusion.

The site analysis was documented with photos and notes. Additional research explored future master plans, existing guidelines and studies of the location.
**EMAIL SURVEY • PHONE CALLS**

Based on data learned from the site analysis and other work to date, RSM Design gathered information from primary users and stakeholders, by phone and email survey. Feedback from both surveys & in-depth set of phone calls helped define:

A.) Wayfinding priorities.
B.) The needs of the community
C.) Important destinations

---

**WHAT DO YOU LOVE ABOUT SAN YSIDRO?**

**GLOBAL + INTERNATIONAL**

**EVERYONE KNOWS EACH OTHER**

**THE BUSIEST**

**BORDER TOWN WITH HEART**

**COMMUNITY**

**LATINO**

**PEOPLE**

**HISTORY**

**CULTURAL DIVERSITY**

**GENERATIONS**

**FRIENDLY**

**BORDER**

**PRIDE IN IT’S PAST**

**LIVELY PLACE**

**TOURISM**

**MEXICAN VILLAGE**

**CAPTURE A MEMORY**

**ALL KINDS OF PEOPLE**

---

**THE MOST IMPORTANT DESTINATIONS IN SAN YSIDRO**

- Las Americas Premium Outlets
- Swap Meet
- San Ysidro Boulevard
- MTS Trolley Stations
- Bus Stations
- Port of Entry Drop-off
- Parking for Pedestrians
- Border Crossing
- Port of Entry
- Larsen Park
- Our Lady of Mt. Carmel School
- Southwestern College
- San Diego
- Los Angeles

---

**PRIORITIES**

- Identifying San Ysidro as a neighborhood
- Improving San Ysidro Blvd as a gateway to San Ysidro
- Directional information for drivers
- Directional information for pedestrians
- Improving the sense of safety
- Travel times to LA, to Outlets...

---

**SAN YSIDRO AESTHETICS & PERSONALITY**

- More Modern
- More Historic
- Fresh | New
- Casual
- Fun
- Traditional | Familiar
- Formal
- Sophisticated
- Progressive
- Conservation
- Handmade
- Refined
- Business
- Pleasure
Together, GSA and RSM Design hosted a design dialogue with the stakeholders of San Ysidro. The goal of the workshop was to refine the information gathered through the stakeholder survey and phone calls. The survey results were presented as a starting point of the workshop.

A series of interactive activities composed by the GSA and the RSM Design team provided feedback on destinations and their relative importance, naming conventions, paths of travel, preferred sign applications, design vocabulary, and local aesthetics.

Workshop results were formalized as a set of design recommendations.
The design alternative phase combined research and information from all previous phases to create a series of four options of sign applications to meet the community’s needs. The wayfinding system translated the abstract needs into a set of solutions that could be measured and evaluated.

Four design alternatives were presented to a technical working group of stakeholders. Their feedback on the potential wayfinding solution for the San Ysidro Community was incorporated into revisions and the selection of the final design guidelines.
DESIGN GUIDELINES

The selected design solution has been resolved into the set of guidelines shown here. These drawings define parameters for sign construction, design, messaging, typography, color and sign locations.

The guidelines establish the character of the wayfinding system for use by future teams as a starting point for implementation.
NEXT STEPS

The guidelines serving as a framework for signage development.

Next steps include defining the messaging and locations of the signage. The sign system included here is flexible to bend to the needs of specific projects and should not be interpreted as the final design.

Prior to bidding, fabrication and installation additional documentation and details are required.

Determine what final sign types are to be used and where they will be located. Develop a final location plan and make sure all locations are within city code. Study these locations to determine the final messaging of and what information needs to be use on the signage.

Final messaging to be approved by client prior to fabrication and installation.

Once the fabricator has been selected, it is time to review the signage mock-ups. The fabricator will paint swatches of all the colors, and will fabricate portions or a whole version of the sign to ensure so the client can review the quality, size, color, and materials of the signs.

Mock-ups will be reviewed and signed off by client, RSM Design, and interested parties prior to fabrication and installation.

After mock-ups are approved, fabrication of the signs begin. This process can take up to six months depending on the size and scope of the project.

Surfaces to be free from oil canning, warping, distortion, irregularities or inconsistencies.

All seams to be welded, ground smooth, sanded, filled and painted.

Once fabrication is complete, the fabricator will then install the signs into the determined locations.

Sign fabricator is responsible for all engineering of internal mounting assemblies and foundations.

All final locations to be approved by client prior to install.
Based on stakeholder input from the workshop, the following applications are most strongly supported for San Ysidro. While some of these beyond the scope of the guidelines, most have been addressed within this document. For those applications that are out-of-scope, we have included inspiration and important precedent images. Additional community input and design work will be needed to fully realize these stakeholder recommendations.

1. CLEAR PLACE NAMES + ICONS
Consistent information, icons, and place names are the most fundamental tools to build comfort and confidence in San Ysidro.

2. CLEARLY MARKED CROSSWALKS
Crosswalks are a way to add clarity along pedestrian paths of travel. The use of color-coding should be incorporated to maintain strong consistency.

3. CONSISTENT PARKING DIRECTIONAL
By creating a consistent vocabulary for these parking directional signs, this empowers the users and gives them confidence that they know where they are going.

4. TRANSIT INSPIRED VOCABULARY
Transit vocabulary is consistent internationally. With similar icons, arrows and directional information used across the world, thus creating ease of navigation for users.

5. COLORFUL LANDMARKS + SURPRISING APPLICATIONS
Landmarks that use light and color in strategic ways help clarify place names and destinations. This design element can give users multiple levels of important information in one or two central locations.

6. WELCOME TO SAN YSIDRO
Defining San Ysidro is an excellent way to mark and celebrate the experience of the busiest port in the world. The graphics can help cut through the chaos of the experience and communicate the core narrative of the place.

7. PHOTO OPPORTUNITY
The border is already a popular photo spot, therefore a strategic response to this existing use would be a framed view that aligns with the goals of the community. Example: San Ysidro wants to celebrate its identity as the world’s busiest port.

8. MAPS + TRAVEL TIMES
Maps and other information help travelers with clarity. This information can also foster a sense of security and even safety. By giving visitors maps and pairing it with travel times, they can plan their journeys with confidence and venture further than before.

9. NEIGHBORHOOD IDENTITY
Within the city of San Diego, there is a strong tradition of neighborhood signs spanning the streets. Canvas banners mounted to existing light poles will also emphasize this identity.

10. COLORS + KEYWORDS
Colors chosen in the workshop help clarify what the users and community are drawn towards. The key words also help to define San Ysidro and the community.
DESIGN FUNDAMENTALS

The formal construction of the sign guidelines uses a modular system that is highly flexible with a set of messaging panels that can be arranged as needed. Sign panels include vehicular and pedestrian information, as well as color coded icons for major destinations.

A single pole design is sensitive to the needs of the space because of its small footprint.

The guidelines include description of the suite of elements as a series of sign types, as well as detailed drawings for each piece in the kit of parts. Sign types are presented in two sheets with the first addressing design and the second sheet describing recommended sign locations.

In addition to the construction and locations, the technical sheet within the guidelines define the use of color and contrast, letter height for legibility, uniform standards of type, color and icons.
SIGN TYPE DESIGNATION
Number codes are used within the sign location plan as a shorthand abbreviation within eventual bid documents, such as the sign schedule.

SIGN FUNCTION
This section explains the function/purpose of the sign and how it is commonly used.

MESSAGING
The drawings here show sign messages to express design intent only. Final messaging to be determined by GSA in collaboration with a wayfinding consultant and based on site analysis.
To accommodate the fluid nature of the site, changeable sign panels have been noted in the sign drawings. Messages are to be located within the designated space per panel.
To maximize clarity and functionality of the wayfinding system, limited messages and consistent priorities should be developed by GSA to maintain the integrity of the site.

LEGIBILITY
This section identifies the contrast, size, and visibility of the messaging.

SIGN LOCATIONS
Additional location recommendations can be found in the conceptual programming plans. Final sign locations will be dependent on field verification of conditions, such as existing sight-lines, view obstructions, legibility, and space available. Landscape renovations will also affect locations.
D. HOW TO USE THIS DOCUMENT

SECTION 4: TECHNICAL SHEETS
Detailed description of design layout, dimensions, and type in a scale drawings with key variations for use as a prototype in the future development of sign panels

TYPE & ICON SCHEDULE
This is an example of the typographic and iconography used within the sign family.

ICONS AND COLOR SCHEDULE
This represents which colors will be used to help identify the different and various sign icons.

ICONS WITH PROPOSED COLORS

DISTRICTS AND DESTINATIONS WITH PROPOSED COLORS

SCHEDULES
TYPE, ICONS, COLOR, AND MATERIAL
Design direction for type, icons, arrow, color coding, etc...
These elements are the informational building blocks of the sign panels

KIT OF PARTS PAGE
Indicated here are the names of the panels, their overall heights, and what they are used for.
Use this guide as a way to mix and match panels with posts to create the most useful sign type for your needs.
D. HOW TO USE THIS DOCUMENT

SECTION 4: TECHNICAL SHEETS

Detailed description of design layout, dimensions, and type in a scale drawings with key variations for use as a prototype in the future development of sign panels.

VARIATIONS
This section indicates alternate layouts for the information on this sign type.

NOTES
These descriptions establish the design character of the sign, but are subject to change. Type details are included within the sign drawing.

DIMENSIONS
Final dimensions will be dependent on field verification of site conditions and messaging needs.

COLOR AND MATERIAL DESIGNATIONS
See schedules for more details. Samples of each paint and material should be submitted for approval as part of the fabrication review process.

MOUNTING SPACE
The blue dashed line indicates how deep the sign will be mounted into the post. This will be 1.5” deep.

DRAWING TITLE
Indicates view and scale of drawing.
D. HOW TO USE THIS DOCUMENT

SECTION 4: TECHNICAL SHEETS

The upper left corner summarizes the key design elements.

D1: POST DIRECTIONAL LARGE

FUNCTION: This panel is used for directional information, maps, and travel times for pedestrians.

MESSAGING: The panel should include up to 4 directionals with icons, arrows, and travel times. It is also optional to include a full sized map on the panel, or both directional information and a map.

LOCATION: These types of panels are to be used at major decision making nodes and within reasonable walking distance of important destinations.

FABRICATION: 1’ deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

SIGNAGE DETAIL
Summary of key information.

PANEL NAME
These names identify which signage part is referenced. A set of panels with the post make up each sign type.

SIGN FUNCTION
This section explains the function/purpose of the sign and how it is commonly used.

MESSAGING
The drawings here show sign messages to express design intent only. Final messaging to be determined by GSA in collaboration with a wayfinding consultant and based on site analysis.

To accommodate the fluid nature of the site, changeable sign panels have been noted in the sign drawings. Messages are to be located within the designated space per panel.

To maximize clarity and functionality of the wayfinding system, limited messages and consistent priorities should be developed by GSA to maintain the integrity of the site.

LOCATION
This section defines the best types of locations this panel should be used in.

FABRICATION
Recommendations and details of best methods for fabrication.

MOUNTING HEIGHT
A visual guide showing the height of the panels on both the large and small posts with a scaled figure for reference.
SECTION 2

DESIGN PRINCIPLES

This section defines design standards at the core of the wayfinding systems. These principles are explained using includes charts, and diagrams. The ideas shown here should be incorporated into the implementation of the guidelines.

A. Distance & Legibility  |  B. Information Hierarchy
C. Contrast & Legibility  |  D. Districts + Destinations
E. Paths of Travel
A. DISTANCE & LEGIBILITY

The fonts shown here are used on the signage. The legibility vs distance chart shows how type height is determined for maximum clarity.

More about the font: "Museo is a contemporary semi-slab serif font family designed by Jos Buivenga. His love for the uppercase letter U inspired this unique set of fonts: "In a daydream I saw the top of both stems bended into semi-slab serifs. From this principle I worked out the rest of the uppercase letters. My first intention was to make it an all-caps display font but after a few months I changed my mind. I wanted it to be a bit more versatile, so I decided to add lowercase and adjusted spacing and kerning to increase legibility." The Museo font family supports Western and Central European languages and a variety of OpenType features including case sensitive forms, ligatures, contextual alternatives, stylistic alternates, fractions and proportional/tabular figures. The Museo font family has five weights (100 300 500 700 900). Museo is a trademark of Exljbris Font Foundry and may be registered in certain jurisdictions."

from fonts.com

![Breakdown of typography.](image)

<table>
<thead>
<tr>
<th>Letter Height</th>
<th>Maximum Impact</th>
<th>Maximum Readability</th>
</tr>
</thead>
<tbody>
<tr>
<td>.75&quot;</td>
<td>8'</td>
<td>18'</td>
</tr>
<tr>
<td>1&quot;</td>
<td>10'</td>
<td>24'</td>
</tr>
<tr>
<td>1.5&quot;</td>
<td>15'</td>
<td>36'</td>
</tr>
<tr>
<td>2&quot;</td>
<td>20'</td>
<td>48'</td>
</tr>
<tr>
<td>3&quot;</td>
<td>30'</td>
<td>70'</td>
</tr>
<tr>
<td>4&quot;</td>
<td>40'</td>
<td>150'</td>
</tr>
<tr>
<td>5&quot;</td>
<td>50'</td>
<td>175'</td>
</tr>
<tr>
<td>6&quot;</td>
<td>60'</td>
<td>200'</td>
</tr>
<tr>
<td>7&quot;</td>
<td>70'</td>
<td>275'</td>
</tr>
<tr>
<td>8&quot;</td>
<td>80'</td>
<td>350'</td>
</tr>
<tr>
<td>9&quot;</td>
<td>90'</td>
<td>400'</td>
</tr>
<tr>
<td>10&quot;</td>
<td>100'</td>
<td>450'</td>
</tr>
<tr>
<td>12&quot;</td>
<td>120'</td>
<td>525'</td>
</tr>
<tr>
<td>15&quot;</td>
<td>180'</td>
<td>630'</td>
</tr>
<tr>
<td>18&quot;</td>
<td>240'</td>
<td>750'</td>
</tr>
</tbody>
</table>

Legibility chart from CalTech. Heights of letters with how visible they are from a distance.

TYPOGRAPHY STANDARDS

MUSEO SANS 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

MUSEO SANS 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

MUSEO SANS 300 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &
B. INFORMATION HIERARCHY

This diagram explains the organization of the sign. Information at the top addresses the largest audience with good visibility from the furthest distance—including vehicular traffic. Lower panels address pedestrian traffic.

Virginia Avenue Transit Center
West
Pedestrian Facilities

Private Buses
Autobus Privado

Mexico Puerta Este
San Ysidro Transit Center
Centro de Transito San Ysidro

Private Buses & Taxis
Autobús Privado y Taxis

Public Parking
Estacionamiento Público

MAP HERE
BY
OTHERS

Map information
Size varies
Visibility: 10 ft

Letter Height
Min: 2”
Visibility: 48 ft

Letter Height
Min: 4”
Visibility: 150 ft

General Orientation
Popular Destinations
Specific Locations

Eye Level
C. CONTRAST & LEGIBILITY

There is a mathematical way to determine the contrast of typography on a background. The way to determine these contrast values is to use the light reflectance value of the color within the equation.

### Scientific Calculation

\[
\frac{K1 - K2}{K1} \times 100 = H
\]

- \(K1\) = Highest color value
- \(K2\) = Lowest color value
- \(H\) = Contrast value

Optimal contrast value is at least a hue of 70.

### Contrast Value and Relationship

<table>
<thead>
<tr>
<th>HUE</th>
<th>LR (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RED</td>
<td>13</td>
</tr>
<tr>
<td>YELLOW</td>
<td>71</td>
</tr>
<tr>
<td>BLUE</td>
<td>15</td>
</tr>
<tr>
<td>ORANGE</td>
<td>34</td>
</tr>
<tr>
<td>GREEN</td>
<td>17</td>
</tr>
<tr>
<td>PURPLE</td>
<td>18</td>
</tr>
<tr>
<td>PINK</td>
<td>30</td>
</tr>
<tr>
<td>BROWN</td>
<td>14</td>
</tr>
<tr>
<td>BLACK</td>
<td>8</td>
</tr>
<tr>
<td>GREY</td>
<td>19</td>
</tr>
<tr>
<td>WHITE</td>
<td>85</td>
</tr>
<tr>
<td>BEIGE</td>
<td>61</td>
</tr>
</tbody>
</table>

### Examples

#### Example 1

Text color: black 8
Background Color: Red 13

\[
\frac{13 - 8}{13} \times 100 = 38
\]

Contrast Not Sufficient for Display

#### Example 2

Text color: White 85
Background Color: Red 13

\[
\frac{85 - 13}{85} \times 100 = 84
\]

Sufficient Contrast for Display
D. DISTANCE & TRAVEL TIME

Showing walking times on the signs empowers the user and gives them a better idea of what destinations are achievable, and what locations are close by. San Ysidro has a strong need for this additional layer of information. Travel times increase confidence and use of signs for trip planning.

This chart defines estimated walking times based on distances between destinations.

<table>
<thead>
<tr>
<th>Pedestrian Distance Conversions</th>
<th>Based on Average Walking Speed of 3 mph</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feet/Miles</td>
<td>400  800  1000  0.25  0.5  1  1.5  2.0</td>
</tr>
<tr>
<td>Minutes</td>
<td>1  2  2.5  6  11  20  30  40</td>
</tr>
</tbody>
</table>

Look for walking times and distances on the pedestrian signs.
This map indicates the four main districts of San Ysidro as described during the community workshop. These districts include the El Pueblo Viejo Village, the Boulevard (San Ysidro Business District), the Outlets, and the Port of Entry.

This map also includes the main destinations that were pointed out during the workshop.

**Primary Destinations:**
- Premium Outlets
- Parking for Pedestrian Border Crossing
- Port of Entry Drop-Off
- San Ysidro Boulevard
- MTS
- Port of Entry
- SW College
- San Diego

**Secondary Destinations:**
- Swap Meet
- Our Lady of Mt. Carmel
- Los Angeles
- Larsen Park

**E. DISTRICTS + DESTINATIONS**

**SECTION 2:**
DESIGN PRINCIPLES
F. PATHS OF TRAVEL

Indicated on this map are the main paths of travel described during the community workshop. These paths include both highly trafficked pedestrian routes and bicycle paths.

This map also includes the main destinations that were pointed out during the workshop.

These paths of travel should be used to locate signs.
SECTION 3

SIGN DESCRIPTIONS

This section is an overview of the different sign types, their locations and what type of messaging should be on the panels.
THE SIGN TYPES
The sign types below are based on the initial site analysis, workshop and technical review. This is a quick reference for scale. Additional sign types can easily be added to this system as needed based on the site conditions, wayfinding needs and design development.
FLEXIBLE WAYFINDING SYSTEM

In an urban environment, it is important to have signage that is flexible. The signs here adapt to meet the needs of the specific location and circulation patterns.

A panelized system built on a clear hierarchy of information is an effective approach that conserves space and enhances usability. Details on each individual piece can be found in the technical sheets in Section 4.
SIGN TYPE S1

FUNCTION: This sign identifies primary destinations for both vehicular and pedestrian users.

MESSAGING: Sign should include the name of one destination on the Extra Large Location Identity Panel at 7” high. Copy is oriented to read from top to bottom and should be set in all caps. Identical type layout should be used on both sides of the sign for maximum clarity. The circle is intended to contain iconographic information or San Ysidro branding.

LEGIBILITY: Type on the primary panel is 7” high, ensuring visibility from at least 150ft. distance. Type is white on a dark background for best visibility.
SIGN TYPE S1

LOCATION: Locate these signs in major destinations or districts to help the visitors orient themselves. These signs should be seen from both the pedestrians and the vehicles.

*Sign locations are shown for guideline purpose only to indicate design intent. Final locations and quantities to be determined.
SIGN TYPE S2

FUNCTION: This sign identifies primary destinations for both vehicular and pedestrian users as well as secondary identity or directional information.

MESSAGING: Sign should include 3 panels: the Medium Post Directional Panel, Large Circular Icon Panel, and the Small Location Identity Panel. Identical type layout should be used on both sides of the sign for maximum clarity.

LEGIBILITY: This sign uses the advantage of bold colors and icons for easy to read information. The Medium Post Directional Panel has a black panel with white messaging for the best legibility.
SIGN TYPE S2

LOCATION: These signs are found at secondary destinations and can help identify transit, district, or destinations. The additional Medium Post Directional Panel offers an opportunity for directional information.

These signs should be oriented to be viewed from both the pedestrian perspective as well as the vehicular perspective.

*Sign locations are shown for guideline purpose only to indicate design intent. Final locations and quantities to be determined.
SIGN TYPE S3

FUNCTION: This sign will be used in highly trafficked decision making points. It identifies primary destinations for both vehicular and pedestrian users as well as secondary identity or directional information. This sign also includes directional information such as maps for pedestrians.

MESSAGING: Sign should include 5 panels: two Medium Post Directional Panels, the Large Circular Icon Panel, the Medium Location Identity Panel, and the Large Post Directional Panel. Identical type layout should be used on both sides of the sign for maximum clarity.

LEGIBILITY: This sign uses the advantage of bold colors and icons for easy to read information. The panels with the most information are black with white messaging for the best legibility.
SIGN TYPE S3

LOCATION: These signs are best located at highly trafficked junctions, intersections or nodes. The messaging is appropriate for both pedestrian and vehicular experiences and should be oriented to provide the best visibility for both groups.

*Sign locations are shown for guideline purpose only to indicate design intent. Final locations and quantities to be determined.
SIGN TYPE S4

**FUNCTION:** Directional information for pedestrians is the primary use of this sign. This sign also includes information to help identify what district, or destination you are in.

**MESSAGING:** Sign should include up to 6 Small Post Directional Panels. It will also include the Large Location Identity Panel, and the Large Post Directional Panel. Identical typography layout should be used on both sides of the sign for maximum clarity.

**LEGIBILITY:** This sign uses the flexibility of positioning the panels in 4 different directions to help the pedestrian better understand which direction their destination is. The contrast of black panels with white messaging make this sign easy to read and the addition of the colored Large Location Identity Panel helps the pedestrian to quickly recognize where they are.
SIGN TYPE S4

LOCATION: Locate these signs in highly pedestrian trafficked areas where decisions are made or there is much confusion in wayfinding. This sign helps identify the district or destination and will help to navigate the user to their desired destination or district.

*Sign locations are shown for guideline purpose only to indicate design intent. Final locations and quantities to be determined.
SIGN TYPE S5

FUNCTION: This sign type is used for transportation centers, stops, and quick pedestrian information in destinations.

MESSAGING: Sign should include 3 panels: the Small Circular Icon Panel, Large Location Identity Panel and the Large Post Directional Panel. Identical type layout should be used on both sides of the sign for maximum clarity.

LEGIBILITY: This sign uses the advantage of bold colors and icons for easy to read information. The Large Post Directional Panel has a black panel with white messaging for the best legibility.
SIGN TYPE S5

LOCATION: This sign has two useful locations. One location is at transportation zones, such as transit centers, bus stops, and taxi and car drop-offs. These signs should mark the locations of each transit use.

An additional use of these signs is a smaller secondary identity system for additional destinations. The Large Post Directional Panel is useful to have a map and directional information to help the user navigate San Ysidro.

*Sign locations are shown for guideline purpose only to indicate design intent. Final locations and quantities to be determined.
POLE MOUNTED SIGN PANEL

FUNCTION: This sign type is used on existing poles. Whether they are perforated regulatory poles or light poles. These signs will have the greatest visibility for vehicular and pedestrian navigation, and will be a less expensive solution.

MESSAGING: These panels shall have directional information to the nearby distances. No more than 4 destinations on the largest panels.

LEGIBILITY: This sign uses the advantage of a dark background with reflective white vinyl for high contrast and visibility. The same standard fonts and sizes will be used on these panels as indicated on the other sign types.
LOCATION: These signs are best located in areas that already have existing poles but need to clarify the nearby destinations. The best locations for these signs are in high trafficked intersections and decision making points.

*Sign locations are shown for guideline purpose only to indicate design intent. Final locations and quantities to be determined.
SECTION 4

TECHNICAL SHEETS

Following this page is all the technical information for each of the sign panels. This includes color and material schedules, dimensions, and more defined messaging areas.
TYPE & ICON SCHEDULE
This is a brief overview of the typography and iconography used within the sign family.

MUSEO SANS 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

MUSEO SANS 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

MUSEO SANS 300 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

ARROWS

↑ Ahead
← Left
→ Right
↑ Up to the Right
← Up to the Left

ICONS

Bus
Taxi
Trolley
Taxi & Private Bus
Car
Parking
Pedicab
Bike/Bike Parking
Pedestrian
Pedestrian (no circle)

NOTE: These are recommendations only and are subject to change. Additional icons may be needed.
ICONS AND COLOR SCHEDULE

This page expresses which colors will be used to help identify the districts and colorize the icons.

ICONS WITH PROPOSED COLORS

<table>
<thead>
<tr>
<th>Icon</th>
<th>Color Code</th>
<th>Color Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus</td>
<td>MP15194</td>
<td>Ramjet Red</td>
</tr>
<tr>
<td>Taxi</td>
<td>MP14664</td>
<td>Calandine Yellow</td>
</tr>
<tr>
<td>Trolley</td>
<td>MP15194</td>
<td>Ramjet Red</td>
</tr>
<tr>
<td>Taxi &amp; Private Bus</td>
<td>MP07932</td>
<td>Dream I Can Fly</td>
</tr>
<tr>
<td>Car / Drop-off</td>
<td>MP00483</td>
<td>Limonlime</td>
</tr>
<tr>
<td>Parking</td>
<td>MP00190</td>
<td>Matchbox Car Orange</td>
</tr>
<tr>
<td>Pedicab</td>
<td>MP00876</td>
<td>Berry Berry</td>
</tr>
<tr>
<td>Pedestrian Bridge</td>
<td>MP13728</td>
<td>Blue Hawaii</td>
</tr>
<tr>
<td>Bike Parking</td>
<td>MP00190</td>
<td>Matchbox Car Orange</td>
</tr>
</tbody>
</table>

DISTRICTS AND DESTINATIONS WITH PROPOSED COLORS

<table>
<thead>
<tr>
<th>District/Term</th>
<th>Color Code</th>
<th>Color Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Ysidro Boulevard</td>
<td>MP11709</td>
<td>Perfect Gem</td>
</tr>
<tr>
<td>Outlets</td>
<td>MP00244</td>
<td>Pinkish</td>
</tr>
<tr>
<td>Transit Center</td>
<td>MP15194</td>
<td>Ramjet Red</td>
</tr>
<tr>
<td>Port of Entry &amp; other U.S. Government</td>
<td>MP02160</td>
<td>Sailboat Blue</td>
</tr>
<tr>
<td>Public Parks</td>
<td>MP00039</td>
<td>Green Ribbon</td>
</tr>
<tr>
<td>Parking</td>
<td>MP00190</td>
<td>Matchbox Car Orange</td>
</tr>
<tr>
<td>Other</td>
<td>MPO9648</td>
<td>Gray Matter</td>
</tr>
</tbody>
</table>

NOTE: These are recommendations only and are subject to change. Additional icons may be needed.
COLOR AND MATERIAL SCHEDULE

This page contains all the materials and colors used within the package.

PAINTS
All paints to have Satin Finish unless otherwise specified. All painted surfaces are to be on aluminum.

VINYL
All vinyl sheeting shall match exactly the color, finish, and durability of the manufacturer’s products as noted.

<table>
<thead>
<tr>
<th>Paint/Color</th>
<th>Vinyl/Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drylac Powder Coat</td>
<td>3M Vinyl 2993 Reflective White</td>
</tr>
<tr>
<td>Pearl Dark Grey</td>
<td>SC 900-421-O</td>
</tr>
<tr>
<td>P1</td>
<td></td>
</tr>
<tr>
<td>MP31846 Onyx</td>
<td>Avery Vinyl Red</td>
</tr>
<tr>
<td>MP 00483 Limonlima</td>
<td>SC 900-250-O</td>
</tr>
<tr>
<td>P7</td>
<td></td>
</tr>
<tr>
<td>Drylac Powder Coat</td>
<td>Avery Vinyl Dark Yellow</td>
</tr>
<tr>
<td>Steel Rack Red</td>
<td>SC 900-445-O</td>
</tr>
<tr>
<td>P4</td>
<td></td>
</tr>
<tr>
<td>Drylac Powder Coat</td>
<td>Avery Vinyl Peacock Blue</td>
</tr>
<tr>
<td>Steel Rack Red</td>
<td>SC 900-755-O</td>
</tr>
<tr>
<td>P5</td>
<td></td>
</tr>
<tr>
<td>MP15194 Ramjet Red</td>
<td>Avery Vinyl Orange</td>
</tr>
<tr>
<td>Calandine Yellow</td>
<td>SC 900-362-O</td>
</tr>
<tr>
<td>P6</td>
<td></td>
</tr>
<tr>
<td>MP14064 Calandine Yellow</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Paint/Color</th>
<th>Vinyl/Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dream I Can Fly</td>
<td>Avery Vinyl Raspberry</td>
</tr>
<tr>
<td>P1</td>
<td>SC 900-535-O</td>
</tr>
<tr>
<td>MP07932</td>
<td></td>
</tr>
<tr>
<td>MP 00876 Berry Berry</td>
<td>Avery Vinyl Medium Blue</td>
</tr>
<tr>
<td>P10</td>
<td>SC 900-655-O</td>
</tr>
<tr>
<td>Drylac Powder Coat</td>
<td>Avery Vinyl Dark Aqua</td>
</tr>
<tr>
<td>Car Orange</td>
<td>SC 900-705-O</td>
</tr>
<tr>
<td>P11</td>
<td></td>
</tr>
<tr>
<td>Drylac Powder Coat</td>
<td>Avery Vinyl Blossom</td>
</tr>
<tr>
<td>Steel Rack Red</td>
<td>SC 900-515-O</td>
</tr>
<tr>
<td>P12</td>
<td></td>
</tr>
<tr>
<td>Drylac Powder Coat</td>
<td>Avery Vinyl Interstate Blue</td>
</tr>
<tr>
<td>Steel Rack Red</td>
<td>SC 900-678-O</td>
</tr>
<tr>
<td>P13</td>
<td></td>
</tr>
<tr>
<td>Dream I Can Fly</td>
<td>Avery Vinyl Bright Green</td>
</tr>
<tr>
<td>P14</td>
<td>SC 900-775-O</td>
</tr>
<tr>
<td>MP00244 Pinkish</td>
<td></td>
</tr>
<tr>
<td>P15</td>
<td></td>
</tr>
<tr>
<td>MP 00839 Green Ribbon</td>
<td></td>
</tr>
<tr>
<td>P16</td>
<td></td>
</tr>
</tbody>
</table>
KIT OF PARTS
These sheets will show you the names of each of the panel types and a quick example of their variations. The panels are organized by type and size.

FREESTANDING POSTS
These posts are designed to hold interchangeable panels for flexible messaging.

LOCATION IDENTITY PANELS
These panels are used to identify districts, destinations, and transportation locations.

CIRCULAR ICON PANELS
These panels use icons in circles to help identify districts, use, transportation, or San Ysidro Branding.

POST DIRECTIONAL PANELS
These panels contain directional information such as maps, arrows, icons and travel times. Many of these panels may contain bilingual information.
**KIT OF PARTS**

Additional panels are included as part of the guidelines. These panels should be mounted on existing street and light poles, as needed.

**VEHICULAR DIRECTIONAL PANELS**

These panels will be used on existing poles and contain directional information for vehicles.

- **LARGE VD1**
- **MEDIUM VD2**
- **SMALL VD3**

**PEDESTRIAN DIRECTIONAL PANELS**

These panels will be used on existing poles and contain directional information for pedestrians.

- **LARGE PD1**
- **MEDIUM PD2**
- **SMALL PD3**
**FUNCTION:** This post is designed for maximum flexibility for interchangeable panels. There are a set number of mounting holes located on the post for ease of installation of flexible panel system.

**MATERIALS:** The post will be powder coated and made of sturdy materials to prevent vandalism and will be easy to repair.

**FOUNDATION:** There are two types of foundations to use when installing this post. (A.) In soft-scape - the post foundation will be below grade. (B.) In hard-scape - the post foundation will be a baseplate mounted to the hard-scape. See end of section for sign section details.
**P2: SMALL FREESTANDING POST**

**FUNCTION:** This post is designed for maximum flexibility for interchangeable panels. There are a set number of mounting holes located on the post for ease of installation of flexible panel system.

**MATERIALS:** The post will be powder coated and made of sturdy materials to prevent vandalism and will be easy to repair.

**FOUNDATION:** There are two types of foundations to use when installing this post. (A.) In soft-scape - the post foundation will be below grade. (B.) In hard-scape - the post foundation will be a baseplate mounted to the hard-scape. See end of section for sign section details.
**D1: POST DIRECTIONAL LARGE**

**FUNCTION:** This panel is used for directional information, maps, and travel times for pedestrians.

**MESSAGING:** The panel should include up to 4 directionals with icons, arrows, and travel times. It is also optional to include a full sized map on the panel, or both directional information and a map.

**LOCATION:** These types of panels are to be used at major decision making nodes and within reasonable walking distance of important destinations.

**FABRICATION:** 1” deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

**VARIATIONS**

**SCALE:** 3/4” = 1’

- **ARROW**
  - Height: 3 1/2”
  - Color: District or use color with appropriate vinyl
  - Material: Type V1

- **TRAVEL TIMES**
  - Font: Museo 300
  - Size: 1”
  - To be stacked and centered with arrow

- **LOCATION DESIGNATION**
  - Font: Museo 300
  - Size: 1”

- **ICONS**
  - Height: 3 1/2”
  - Color: White V1

- **ENGLISH TEXT**
  - Font: Museo 700
  - Size: 1 1/2”

- **SPANISH TEXT**
  - Font: Museo 300 Italic
  - Size: 1 1/2”

- **MAP HERE BY OTHERS**
  - Height: 2’-1”

- **MAP ZONE**
  - Height: 4’-8”
  - Width: 2’-0”

- **MAP INFO**
  - Height: 1’-0”

**MAP ZONE**

- Height: 4’-8”

**DIRECTIONAL AREA**

- Height: 2’-1”

- **MAP WITH DIRECTIONAL INFORMATION**

- **MAP INFO**
  - Height: 1’-0”

**MOUNTING HEIGHT**

**SECTION 4: TECHNICAL SHEETS**

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D2: POST DIRECTIONAL MEDIUM

**FUNCTION:** This panel is used for identity information for both vehicles and pedestrians.

**MESSAGING:** The panel includes one primary destination at 4 1/2" and secondary location information at 2 1/2". Identical type layout should be used on both sides of the sign for maximum clarity.

**LEGIBILITY:** The messaging on these panels is large enough to be visible from at least 150 ft. The stark contrast of the dark background with the white copy offers maximum legibility.

**FABRICATION:** 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

**MOUNTING HEIGHT**

**SCALE: 1/4"=1'**

**VARIATIONS**

**SCALE: 3/4"=1'**

**MAIN PORT OF ENTRY**

- **Main Pedestrian Facilities**

**PUBLIC PARKING**

- **All-Day Paid Parking**

**Signs are used to identify destinations**
D3: POST DIRECTIONAL MEDIUM

FUNCTION: This panel is used for directional information for both vehicles and pedestrians.

MESSAGING: The panel can include up to three destinations with Spanish translations. The panels will also incorporate 4" directional arrows (colored to match district color) and 4" icons. The type is 2 1/4" in height.

LEGIBILITY: The messaging on these panels is large enough to be visible from 65ft. The stark contrast of the dark background with the white copy offers maximum legibility.

FABRICATION: 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

MOUNTING HEIGHT

SCALE: 1/4"=1'

VARIATIONS

SCALE: 3/4"=1'

<table>
<thead>
<tr>
<th>ENGLISH TEXT</th>
<th>SPANISH TRANSLATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Outlets</td>
<td>Estacionamiento Público</td>
</tr>
<tr>
<td>Southwest College</td>
<td>Público</td>
</tr>
<tr>
<td>The Front</td>
<td>Tranvía a San Diego</td>
</tr>
</tbody>
</table>

No Spanish Translations

Transportation with mounting on the left

ARROW
Height: 4"
Color: District or Use Color

ICON
Height: 4"
Color: White V1

ENGLISH TEXT
Font: Museo 700
Size: 2 1/4"
Leading: 30pt

SPANISH TRANSLATION
Font: Museo 300 Italic
Size: 2 1/4"
Leading: 30pt

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INITIAL GUIDELINES / MARCH 15, 2016
SECTION 4: TECHNICAL SHEETS
D4: POST DIRECTIONAL SMALL

**FUNCTION:** This panel is used for directional information and travel times for pedestrians.

**MESSAGING:** The panel includes one destination and a 4" colored arrow icon. It is optional for the panel to include travel times and distances. Identical type layout should be used on both sides of the sign for maximum clarity.

**LEGIBILITY:** The messaging on these panels is large enough to be visible from 65ft. The stark contrast of the dark background with the white copy offers maximum legibility.

**FABRICATION:** 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

**MOUNTING HEIGHT**

**SCALE:** 1/4"=1'

**Dimension:**
- Height: 4'
- Font: Museo 700
- Size: 2"
**L1: LOCATION IDENTITY PANEL EXTRA LARGE**

**FUNCTION:** This panel is used to help identify destinations, districts, and transportation for vehicles and pedestrians.

**MESSAGING:** The panel includes one destination, district, or transportation identity at 7" height. The type is oriented from top to bottom. The color represents the destination, district, or transportation identity.

**LEGIBILITY:** The messaging on these panels is large enough to be visible from 150ft. Refer to the Contrast page for best legible typography.

**FABRICATION:** 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

---

**BACKGROUND COLOR**
- Color: District or Use Color

**ENGLISH TEXT**
- Font: Museo 700
- Size: 7"
- Align: Centered on panel

**VARIATIONS**

- SAN YSIDRO BOULEVARD
- TROLLEY TO SAN DIEGO
- TAXI

**MOUNTING HEIGHTS**

- 1'-2"
- 1 1/2"
- 2 3/4"
- 7"
FUNCTION: This panel is used to help identify destinations, districts, and transportation for pedestrians.

MESSAGING: Panel includes one destination, district, or transportation identity at 3" height. The type is oriented from top to bottom. Color is to match the destination color. Identical type layout should be used on both sides of the panel.

LEGIBILITY: The messaging on these panels is large enough to be visible from 65ft. Refer to the Contrast page for best legible typography.

FABRICATION: 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

**FUNCTION:**

This panel is used to help identify destinations, districts, and transportation for pedestrians.

**MESSAGING:**

Panel includes one destination, district, or transportation identity at 3" height. The type is oriented from top to bottom. Color is to match the destination color. Identical type layout should be used on both sides of the panel.

**LEGIBILITY:**

The messaging on these panels is large enough to be visible from 65ft. Refer to the Contrast page for best legible typography.

**FABRICATION:**

1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

---

**VARIATIONS**

**SCALE:** 1/2" = 1'

**BACKGROUND COLOR**

Color: District or Use Color

**ENGLISH TEXT**

Font: Museo 700
Size: 3"
Align: Centered on panel always reading down

---

**MOUNTING HEIGHTS**

**SCALE:** 1/4" = 1'

**SECTION 4: TECHNICAL SHEETS**
**FUNCTION:** This panel is used to help identify destinations, districts, and transportation for pedestrians.

**MESSAGING:** Panel includes one destination, district, or transportation identity at 3" height. The type is oriented from top to bottom. Color is to match the destination color. Identical type layout should be used on both sides of the panel.

**LEGIBILITY:** The messaging on these panels is large enough to be visible from 65ft. Refer to the Contrast page for best legible typography.

**FABRICATION:** 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

**BACKGROUND COLOR**
- Color: District or Use Color

**ENGLISH TEXT**
- Font: Museo 700
- Size: 3"
- Align: Centered on panel always reading down

**VARIATIONS**
- SCALE: 1/2" = 1'

**MOUNTING HEIGHTS**
- SCALE: 3/16" = 1'
L4: LOCATION IDENTITY PANEL SMALL

FUNCTION: This panel is used to help identify destinations, districts, and transportation for pedestrians.

MESSAGING: Panel includes one destination, district, or transportation identity at 2 1/2" height. The type is oriented from top to bottom. Color is to match the destination color. Identical type layout should be used on both sides of the panel.

LEGIBILITY: The messaging on these panels is large enough to be visible from 65ft. Refer to the Contrast page for best legible typography.

FABRICATION: 1" deep fabricated painted aluminum panels with reflective vinyl and clear coat. Panels to be double sided.

VARIATIONS

SCALE: 3/4"=1'

PUBLIC PARKING
Destination Identity
TRANSPORTATION Identity

BUS TO SAN DIEGO
Transportation Identity
TRANSPORTATION Identity with location

PEDESTRIAN DROP-OFF
Transportation Identity

BACKGROUND COLOR
Color: District or
Use Color

ENGLISH TEXT
Font: Museo 700
Size: 2 1/2"
Align: Centered on panel always reading down

SCALE: 3/16"=1'

SECTION 4: TECHNICAL SHEETS
C1: CIRCULAR ICON PANEL LARGE

FUNCTION: This panel uses icons and color to help the user quickly identify the district, or transportation option.

MESSAGING: Panel includes the icon and the color of the district or transportation option.

LEGIBILITY: The size of the icon on the colored background gives it the greatest visibility.

FABRICATION: 1" deep fabricated painted aluminum supports. Circles to be 3" deep fabricated and painted aluminum cabinets with reflective vinyl and clear coat. Panels to be double sided.

FUNCTION: This panel uses icons and color to help the user quickly identify the district, or transportation option.

MESSAGING: Panel includes the icon and the color of the district or transportation option.

LEGIBILITY: The size of the icon on the colored background gives it the greatest visibility.

FABRICATION: 1" deep fabricated painted aluminum supports. Circles to be 3" deep fabricated and painted aluminum cabinets with reflective vinyl and clear coat. Panels to be double sided.

San Ysidro Branding
This is placeholder only
Shown for scale and design intent
final brand to be determined

San Ysidro Branding
This is placeholder only
Shown for scale and design intent
final brand to be determined

Parking Icon

Transportation Icon

VARIATIONS
SCALE: 3/4"=1"

FRONT VIEW
SCALE: 1"=1'

Icon to be Port of Entry Identity
This is placeholder only
Shown for scale and design intent
final brand to be determined

MOUNTING HEIGHT
SCALE: 1/4"=1'

Large Post

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SECTION 4: TECHNICAL SHEETS
C2: CIRCULAR ICON PANEL SMALL

FUNCTION: This panel uses icons and color to help the user quickly identify the district, or transportation option.

MESSAGING: Panel includes the icon and the color of the district or transportation option.

LEGIBILITY: The size of the icon on the colored background gives it the greatest visibility.

FABRICATION: 1" deep fabricated painted aluminum supports. Circles to be 3" deep fabricated and painted aluminum cabinets with reflective vinyl and clear coat. Panels to be double sided.

FUNCTIONALITY:
- This panel uses icons and color to help the user quickly identify the district, or transportation option.
- Panel includes the icon and the color of the district or transportation option.
- The size of the icon on the colored background gives it the greatest visibility.
- 1" deep fabricated painted aluminum supports. Circles to be 3" deep fabricated and painted aluminum cabinets with reflective vinyl and clear coat. Panels to be double sided.

MESSAGING:
- Panel includes the icon and the color of the district or transportation option.

LEGIBILITY:
- The size of the icon on the colored background gives it the greatest visibility.

FABRICATION:
- 1" deep fabricated painted aluminum supports. Circles to be 3" deep fabricated and painted aluminum cabinets with reflective vinyl and clear coat. Panels to be double sided.

VARIATIONS
- Height: See icon schedule for height variations
- Color: White
- Color to show District or Use color
- Color: To match directional panels

MOUNTING HEIGHT
- Scale: 1/4" = 1'

San Ysidro Branding
- This is placeholder only
- Shown for scale and design intent
- Final brand to be determined

Transportation Icon

San Ysidro

Small Post
VD1: VEHICULAR DIRECTIONAL PANEL LARGE

**FUNCTION:** Panel is used for directional information for vehicles.

**MESSAGING:** Panel can include up to 5 destinations and can be bilingual. The arrows are 4” in height and will be colored to match the destination.

**LEGIBILITY:** The text is large enough to be visible from 65ft. The stark contrast of the white messaging on the dark background offers the strongest level of legibility. This panel may also have reflective paint for messaging for maximum legibility at night.

**FABRICATION:** 3/16” thk. aluminum panels to be painted and have applied reflective vinyl with clear coat. Panels to be single sided with backs painted to match face.

**MOUNTING HEIGHTS**

**SCALE: 3/16”=1’**

The additional open space at the bottom of this sign leaves 6.5” of space for the San Ysidro identity.

**OPTIONAL SAN YSIDRO BRAND**

**ENGLISH TEXT**
- Font: Museo 700
- Size: 2 3/4”

**SPANISH TEXT**
- Font: Museo 300 Italic
- Size: 2 3/4”

**ARROW**
- Height: 4”
- Color: District or use color
VD2: VEHICULAR DIRECTIONAL PANEL MEDIUM

**FUNCTION:** Panel is use for directional information for vehicles.

**MESSAGING:** Panel can include up to 3 destinations and can be bilingual. The arrows are 4” in height and will be colored to match the destination.

**LEGIBILITY:** The is large enough to be visible from 65ft. The stark contrast of the white messaging on the dark background offers the strongest level of legibility. This panel may also have reflective paint for messaging for maximum legibility at night.

**FABRICATION:** 3/16” thick aluminum panels to be painted and have applied reflective vinyl with clear coat. Panels to be single sided with backs painted to match face.

**MOUNTING HEIGHTS**

**FUNCTION:** Panel is use for directional information for vehicles.

**MESSAGING:** Panel can include up to 3 destinations and can be bilingual. The arrows are 4” in height and will be colored to match the destination.

**LEGIBILITY:** The is large enough to be visible from 65ft. The stark contrast of the white messaging on the dark background offers the strongest level of legibility. This panel may also have reflective paint for messaging for maximum legibility at night.

**FABRICATION:** 3/16” thick aluminum panels to be painted and have applied reflective vinyl with clear coat. Panels to be single sided with backs painted to match face.

**MOUNTING HEIGHTS**

- **SCALE:** 1”=1’

**EXISTING ON-SITE POLES**

- 2’-8”
- 2”
- 4”
- 1 1/2”
- 3’-6”
- 2”
- 4”
- 3”
- 2 3/4”
- 1 3/4”
- 2 3/4”

**OPTIONAL SAN YSIDRO BRAND**

The additional open space at the bottom of this sign leaves 6.5” of space for the San Ysidro identity.
**FUNCTION:** Panel is use for directional information for vehicles.

**MESSAGING:** Panel can include up to 1 destination and can be bilingual. The arrow is 6" in height and will be colored to match the destination.

**LEGIBILITY:** The is large enough to be visible from 65ft. The stark contrast of the white messaging on the dark background offers the strongest level of legibility. This panel may also have reflective paint for messaging for maximum legibility at night.

**FABRICATION:** 3/16" thick aluminum panels to be painted and have applied reflective vinyl with clear coat. Panels to be single sided with backs painted to match face.

**MOUNTING HEIGHTS**

**SCALE:** 3/16"=1’

- **Existing On-Site Poles**
  - 2'-8"
PD1: PEDESTRIAN DIRECTIONAL PANEL LARGE

**FUNCTION:** Panel is use for directional information for pedestrians.

**MESSAGING:** Panel can include up to 4 destinations and can be bilingual. The arrows are 3" in height and will be colored to match the destination.

**LEGIBILITY:** The is large enough to be visible from 65ft. The stark contrast of the white messaging on the dark background offers the strongest level of legibility. This panel may also have reflective paint for messaging for maximum legibility at night.

**FABRICATION:** 3/16" thick aluminum panels to be painted and have applied reflective vinyl with clear coat. Panels to be single sided with backs painted to match face.

**MOUNTING HEIGHTS**

**SCALE: 3/8"=1'**

**EXISTING ON-SITE POLES**

- Pedestrian Bridge
- Puente Peatonal
- Premium Outlets
- San Ysidro Boulevard
- Post Office
- Oficina de Correos

**FRONT VIEW**

**SCALE: 1"=1'**

**ARROW**
- Height: 3"  
- Color: District or use color

**ENGLISH TEXT**
- Font: Museo 700  
- Size: 2"  
- Leading: 18pt

**SPANISH TEXT**
- Font: Museo 300 Italic  
- Size: 2"  
- Leading: 18pt

**OPTIONAL SAN YSIDRO BRAND**

The additional open space at the bottom of this sign leaves 6.5" of space for the San Ysidro identity.
**PD2: PEDESTRIAN DIRECTIONAL PANEL MEDIUM**

**FUNCTION:** Panel is used for directional information for pedestrians.

**MESSAGING:** Panel can include up to 2 destinations and can be bilingual. The arrows are 3" in height and will be colored to match the destination.

**LEGIBILITY:** The text is large enough to be visible from 65ft. The stark contrast of the white messaging on the dark background offers the strongest level of legibility. This panel may also have reflective paint for maximum legibility at night.

**FABRICATION:** 3/16" thick aluminum panels to be painted and have applied reflective vinyl with clear coat. Panels to be single sided with backs painted to match face.

**MOUNTING HEIGHTS**

**SCALE: 3/8”=1’**

- **Existing On-Site Poles:** 8'-0"
- **OPTIONAL SAN YSIDRO BRAND**
- **Additional open space at the bottom of this sign leaves 6.5" of space for the San Ysidro identity.**
PD3: PEDESTRIAN DIRECTIONAL PANEL SMALL

**FUNCTION:** Panel is use for directional information for pedestrians.

**MESSAGING:** Panel can include up to 1 destination and can be bilingual. The arrow is 5" in height and will be colored to match the destination.

**LEGIBILITY:** The is large enough to be visible from 65ft. The stark contrast of the white messaging on the dark background offers the strongest level of legibility. This panel may also have reflective paint for messaging for maximum legibility at night.

**FABRICATION:** 3/16" thick aluminum panels to be painted and have applied reflective vinyl with clear coat. Panels to be single sided with backs painted to match face.

**MOUNTING HEIGHTS**

**SCALE: 3/8"=1'**

Existing On-Site Poles

2'-2" 2'-4" 2'-6" 2'-8"
Typical Front View
Scale: 1/2" = 1'-0"

Section
Scale: 3" = 1'-0"

A

B

C

SIGNAGE SECTIONS

SECTION 4: TECHNICAL SHEETS

3/4" x 3/4" x 1/4" aluminum angle post
1/8" thk. fabricated aluminum cap

3/4" x 3/4" x 1/4" aluminum angle post
Fabricated aluminum panels w/ 3/4" x 1/8" wall aluminum channel internal frame and 1/8" thk. aluminum skin

3/4" x 3/4" x 1/4" aluminum angle post
Aluminum structure at base
Pole cover
Escutcheon (At hardscape condition only)
Mexico
Puerta Este

The Front

SW College

Port of Entry
Peurto de Entrada

Premium Outlets

Typical Front View
Scale: 1" = 1'-0"

Typical Back View
Scale: 1" = 1'-0"

SignFix system w/ brackets as required per manufacturers specifications. Painted to match panel color.
<table>
<thead>
<tr>
<th>ENGLISH</th>
<th>SPANISH</th>
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<tbody>
<tr>
<td>Premium Outlets</td>
<td>No Translation Needed</td>
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<tr>
<td>Parking for Pedestrian Border Crossing</td>
<td>Estacionamiento Para Peatones Cruzando la Frontera</td>
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<tr>
<td>Parking</td>
<td>Estacionamiento</td>
</tr>
<tr>
<td>Port of Entry</td>
<td>Puerto de Entrada</td>
</tr>
<tr>
<td>Drop-Off</td>
<td>Descargo de Pasajeros</td>
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<tr>
<td>Bus</td>
<td>Autobús</td>
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<tr>
<td>SW College</td>
<td>No Translation Needed</td>
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<td>Swap Meet</td>
<td>Tianguis</td>
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<td>Nuestra Señora de Mt Carmel</td>
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<td>Parque Larsen</td>
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<td>Tiendas B Menudeo</td>
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<td>Oficina de Correos</td>
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<td>Escuela para Adultos</td>
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<td>Oficinas Administrativas del Distrito Escolar</td>
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<td>Parque Regional Valle del Río Tijuana</td>
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<td>The Front</td>
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<td>Estación de Bomberos</td>
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<td>To Mexico</td>
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<td>Centro de Transito Avenida Virginia</td>
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<td>San Ysidro Transit Center</td>
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<tr>
<td>Private Buses</td>
<td>Autobus Privado</td>
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<td>Main Pedestrian Building</td>
<td>Edificio Principal Peatonal</td>
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<td>Taxis</td>
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<td>Bici-Taxi</td>
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<td>Estacionamiento Público</td>
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<td>Parque Comunitario</td>
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<tr>
<td>Pedestrian Bridge</td>
<td>Puente Peatonal</td>
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<td>Trolley</td>
<td>Tranvía</td>
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<tr>
<td>Private Buses and Taxi</td>
<td>Autobuses Privados y Taxis</td>
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SECTION 5

ADDITIONAL DESIGN RECOMMENDATIONS

Based on the community input from the November email survey and the December 7th Workshop, several new design interventions have been identified. The following pages outline a set of eight recommendations with precedents from existing projects. Images provide a reference point for future development and next steps.
Creating a consistent identity and brand for San Ysidro is for visitors to identify the neighborhood. Development of the brand is also a great way to emphasize the connectivity of the place.

The San Ysidro brand is the collection of memories your guests take away from their experiences with the project. This understanding of the brand is especially profound in the built environment, the sense of place is what compels both visitors and tenants.

The San Ysidro logo symbolizes your brand in a visual element that distills a broader range of ideas. It communicates your name. It becomes shorthand for a much larger set of experiences and memories.
An iconic destination such as San Ysidro should have an identity monument that is just as iconic. The following are references of different neighborhood gateways existing in the city of San Diego.

**SAN YSIDRO GATEWAY**
PHOTO OPPORTUNITY

Sculptural elements can be used to help frame a specific view or create a backdrop for visitors photos. These photographs, shared over social media will bring pride to the residents and visitors of San Ysidro.
Lanterns are an excellent way to illuminate the space at night in an aesthetically pleasing way. Lanterns can be used for navigation, meeting points or places to rest.
We learned from the workshop that crosswalks are invaluable to San Ysidro. Decorating crosswalks in new and unique ways will brighten up San Ysidro, and also provide artistic and safe places to cross the streets.
Having a place to rest is important in the chaos of San Ysidro, especially at the border crossing. Seating also helps the visitors linger and want to stay longer and experience San Ysidro.
BANNERS

Banners are an excellent and inexpensive way to express the branding of San Ysidro. Banners can help brighten up the area, enhance destinations, and provide a nice consistent visual through all the street clutter. RSM recommends using local street artists to develop visuals for the banners.
SCULPTURE

Sculptures create landmarks, meeting points, photo opportunities, and can be used to help enhance the San Ysidro brand. Sculptures can elevate the visual experience in San Ysidro by creating a beautiful moment for visitors to enjoy.
THANK YOU

This package was developed by GSA www.gsa.gov
and RSM Design www.rsmdesign.com