

Park Branding Identity

Branding Brief

Brand Voice and Brand Personality

Planning Signs and Events

Logo Sketches

Digital Logo

Final Vision

Color Palette

Type Choice

Elements and Patterns

Audience

Branding Brief

McClatchey Park, located at 57 E Park Ln NE, Atlanta, 30309, is a neighborhood park that features three free standard tennis courts, a public playground, a pavilion, and a natural trail. The intention for this project is to build a cheerful and crisp neighborhood. An organic wayfinding and signage system can effectively and clearly help visitors understand the features and structure of the local park.

Brand Voice & Personality

Brand Voice

- Natural
- Lack of credibility evaluation
- Cheerful

Brand Personality

- Modern
- Down-to-earth
- Friendly

Planning Signs and Events

sign list.

- ~~map~~ map sign (2) ✓
- entrance sign (2)
- road sign (2) =
- tennis court
- public playground
- basketball
- pavilion
- natural trail

common sign.

- park rules
- public playground safety guideline
- pavilion rules
- warning (creek)

• ~~to~~ floor stickers?

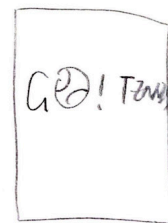
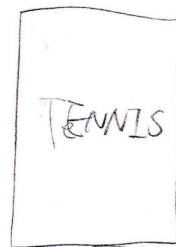
ICON.

- tennis court.
- basketball court.
- pavilion icon.
- Natural path icon
- creek icon.
- dog sign.

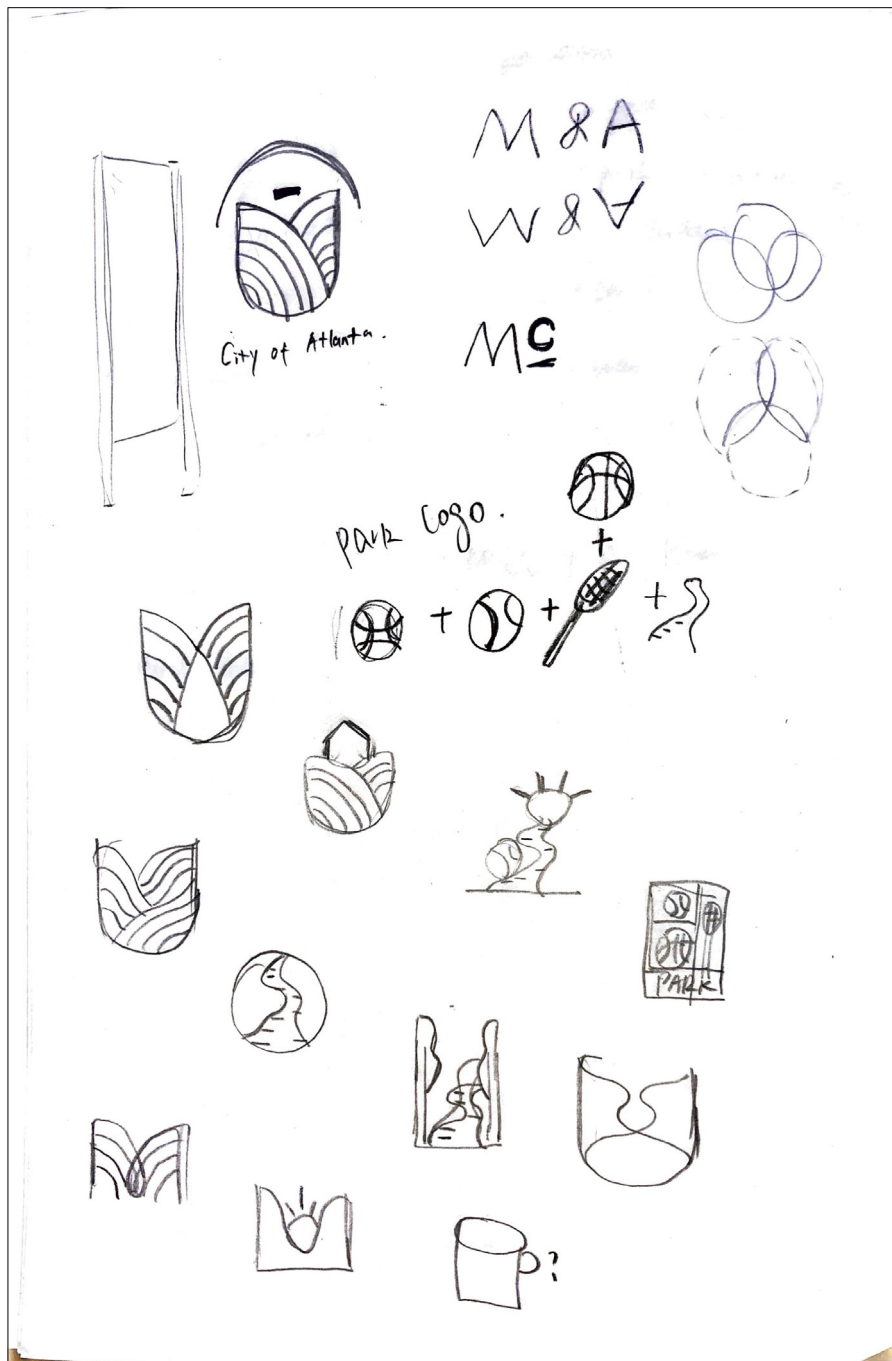
forbidden sign (no smoking. no skating.

feature events (tennis)

2G feeds



Logo Sketches



Digital Logo Explorations



Final Vision



McClatchey Park



Ansley Park



CITY OF ATLANTA

Responsive Logo



McClatchey Park



Ansley Park



CITY OF ATLANTA

Color Palette

Primary Color



CMKY: 71/27/100/0
RGB:87/152/52
HEX: 579834



CMKY: 7/61/92/0
RGB:239/129/21
HEX: ef8115



CMKY: 12/18/87/0
RGB:242/212/31
HEX: f2d41f

Secondary Color



CMKY: 38/17/3/0
RGB:172/199/232
HEX: acc7e8



CMKY: 35/5/63/0
RGB:186/215/122
HEX: bad77a



CMKY: 93/65/79/42
RGB:0/61/52
HEX: 003d34

Type Choice

HEADLINE

Titling Gothic FB
Skyline Medium

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

BODY COPY

Titling Gothic FB
Normal Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

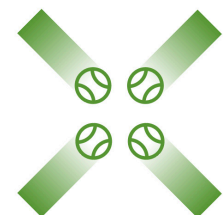
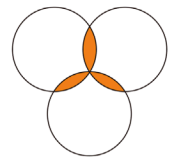
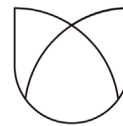
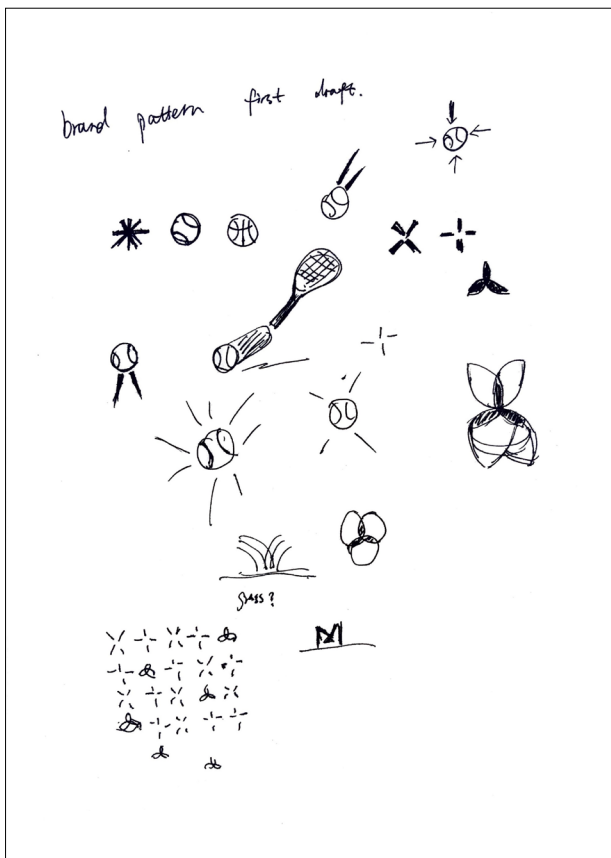
SUBHEADLINE

Bodoni
Book

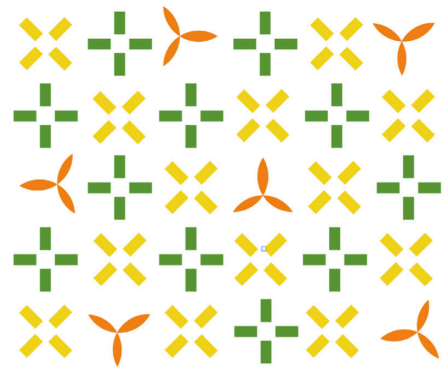
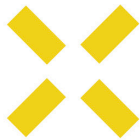
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Elements and Patterns

-First Exploration



Elements and Patterns



Audience



Park Wayfinding and Signage Design

Sign List

Sketches

Digital Visions

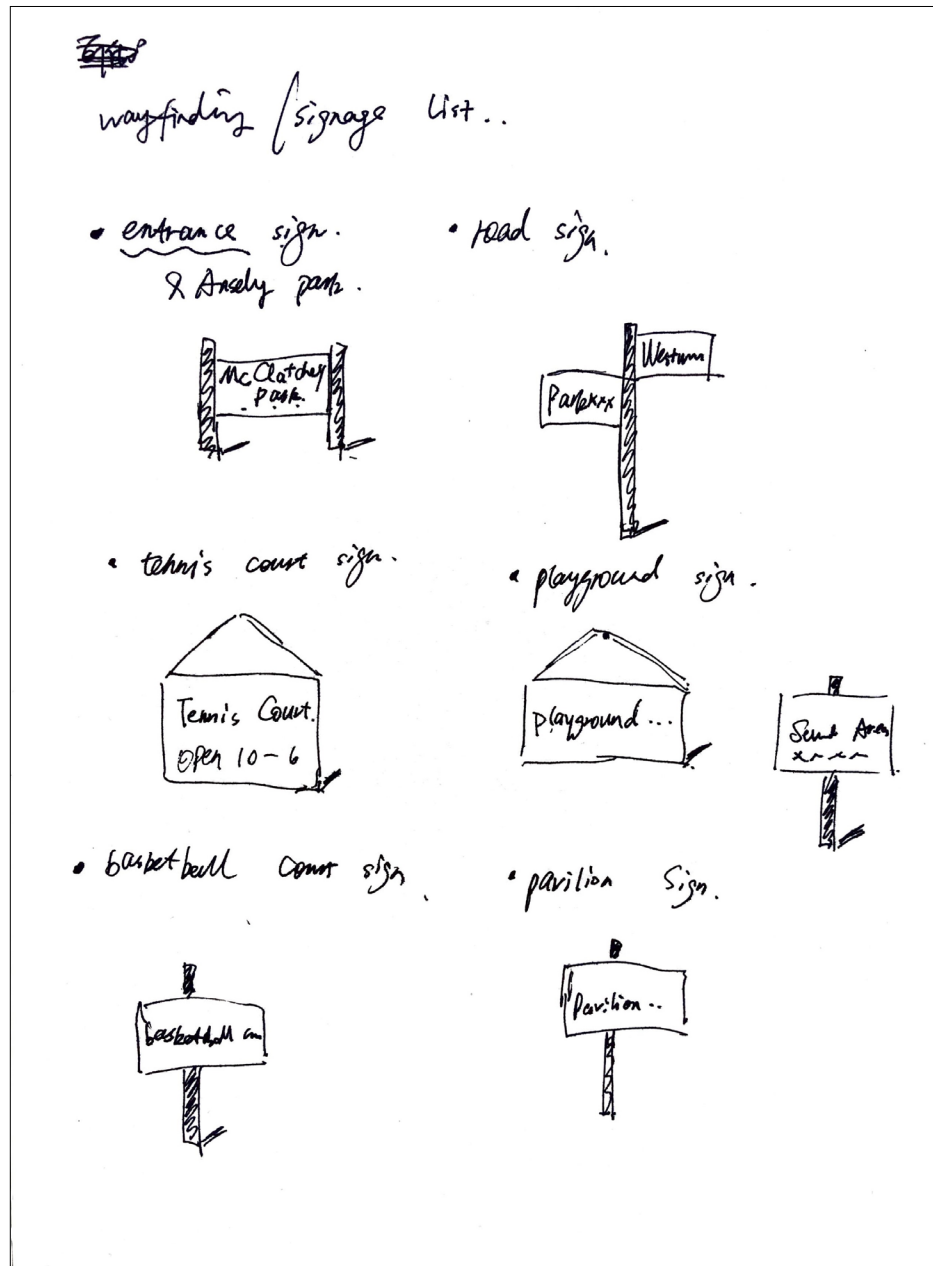
Revisions

Mock-Ups

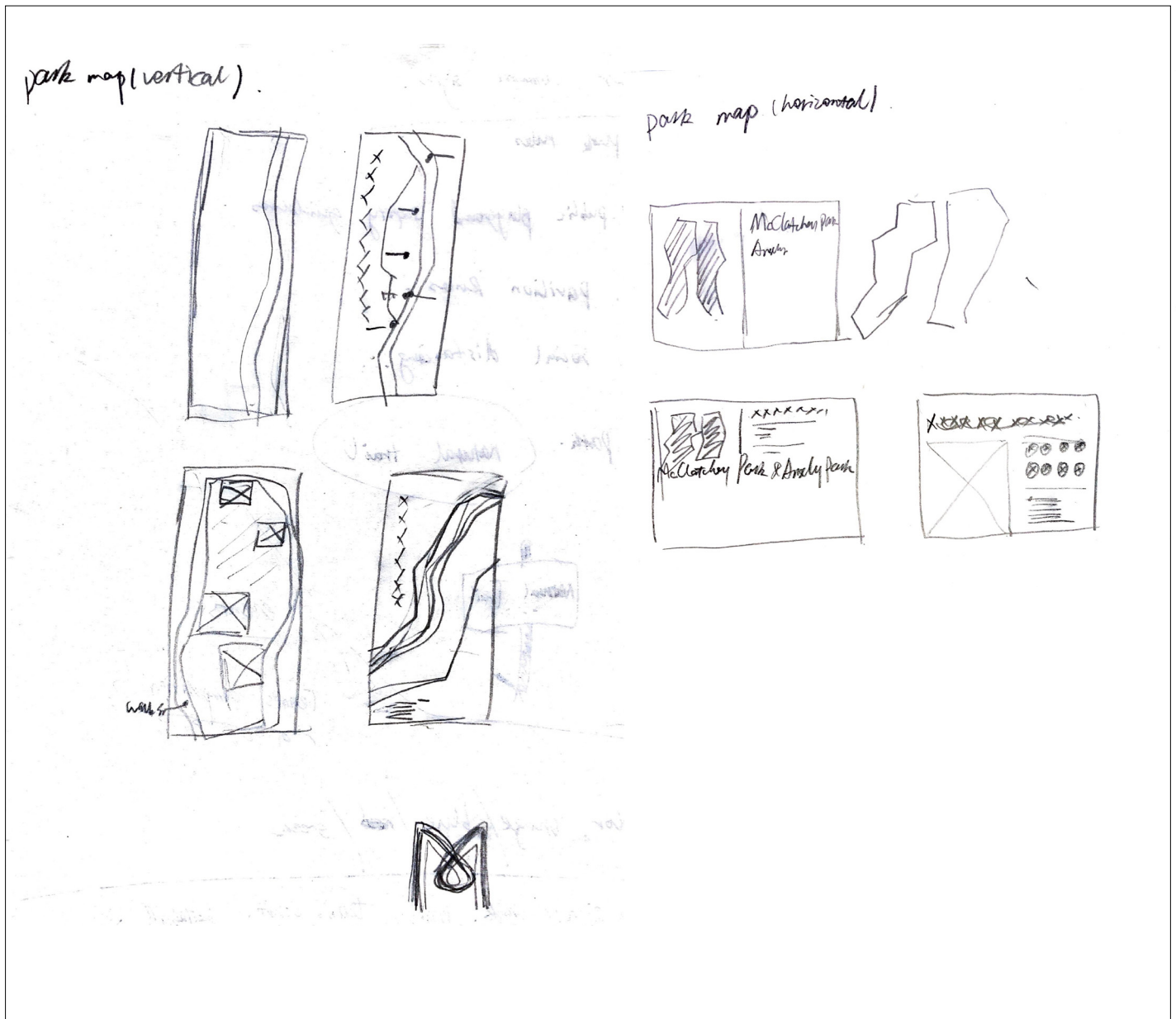
Sign List

- Map Sign (Horizontal & Vertical)
- Entrance Sign
- Road Sign
- Tennis Court
- Basketball Sign
- Public Playground
- Pavilion
- Natural Trail

Sign Sketches



Sign Sketches



Feature Poster

Event Brief

Poster Sketches

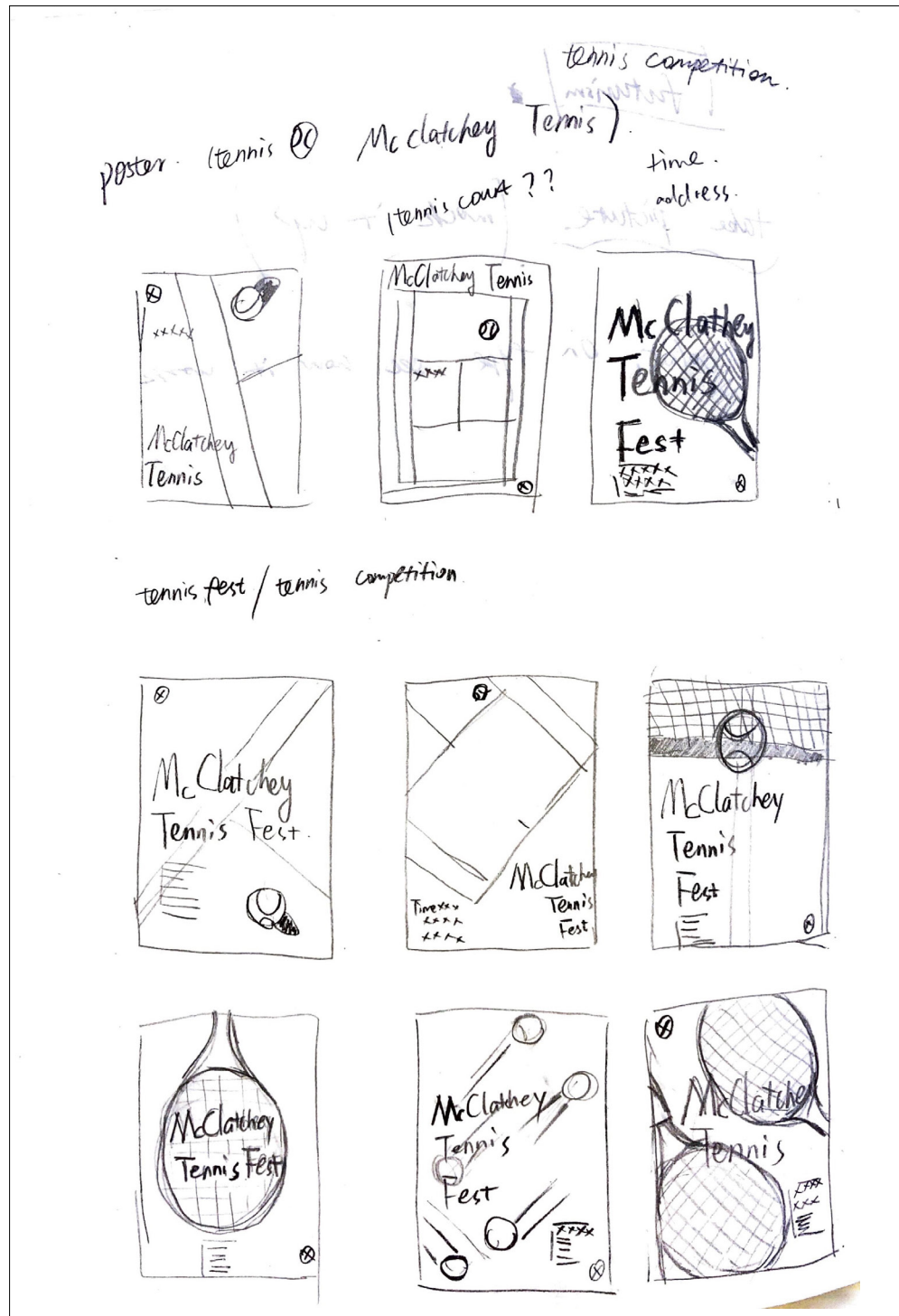
First Explorations

Revisions

Event Brief

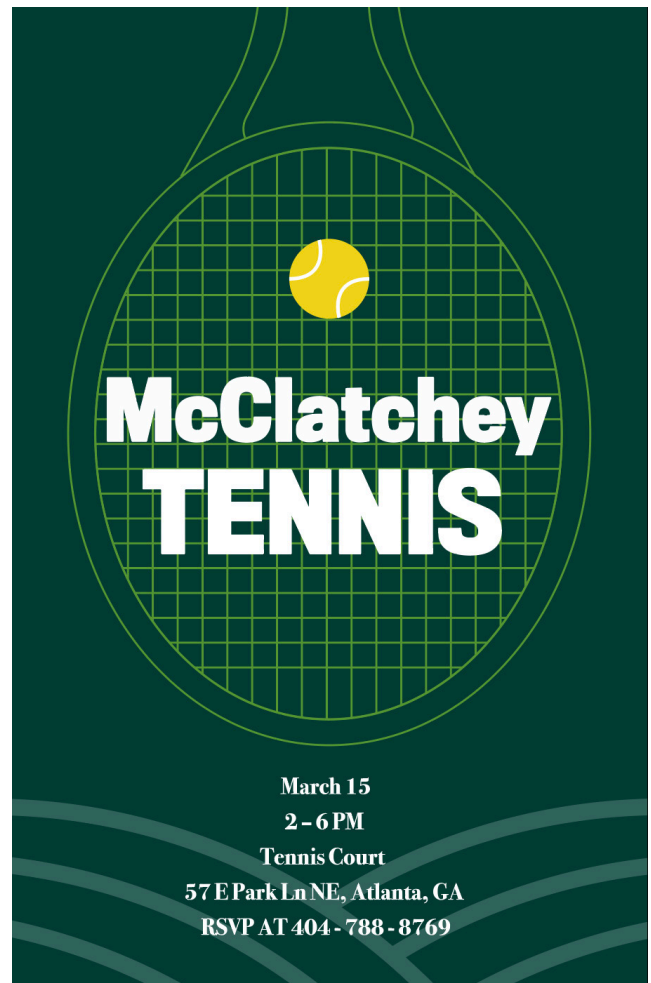
The tennis court is the most popular place in McClatchey Park. A McClatchey Tennis Fest can raise people's awareness about this local park. This event will be held by City of Atlanta Parks, and kick off on March 15, from 9 AM to 6 PM. Each attendance can participate for free.

Poster Sketches



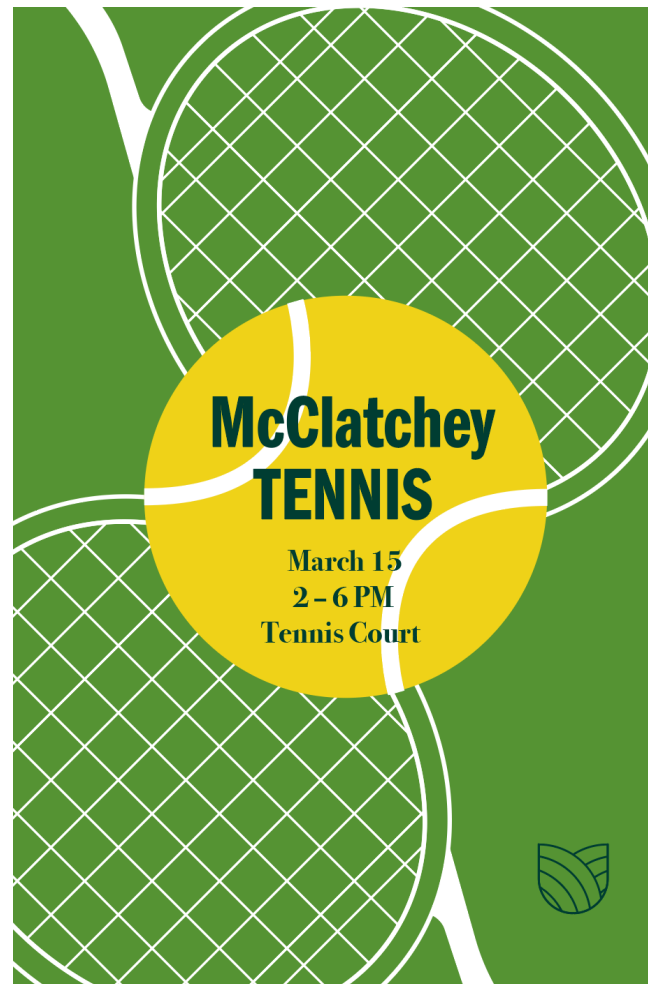
Poster Sketches

- Digital Visions



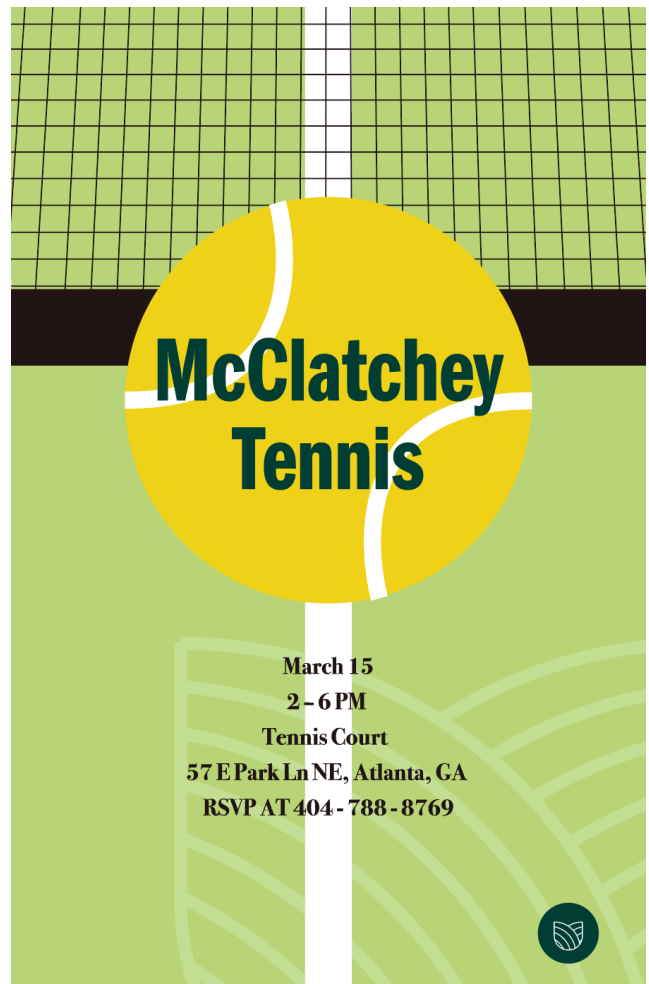
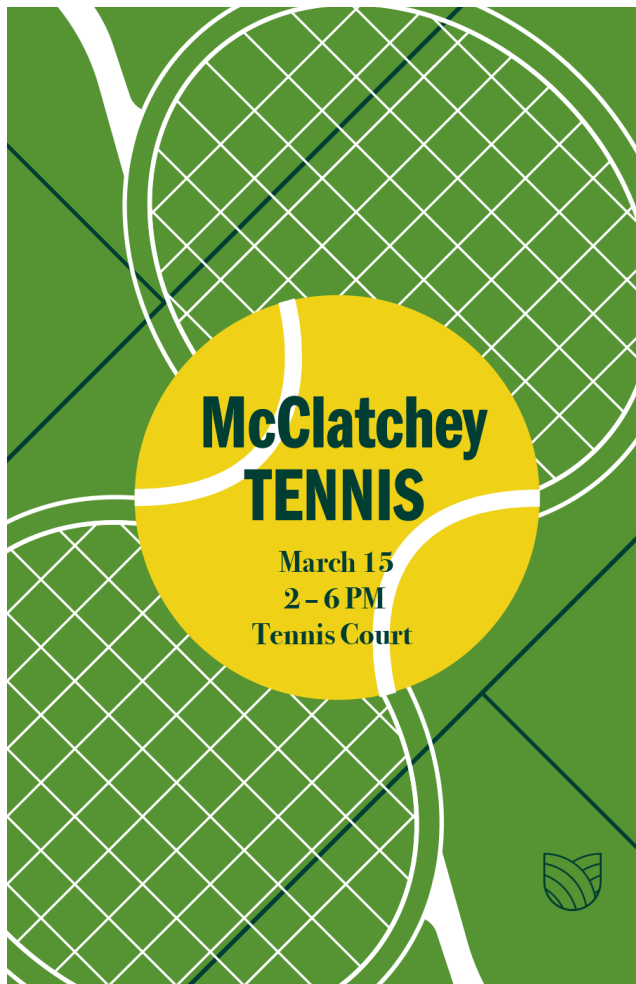
Poster Sketches

– Digital Visions



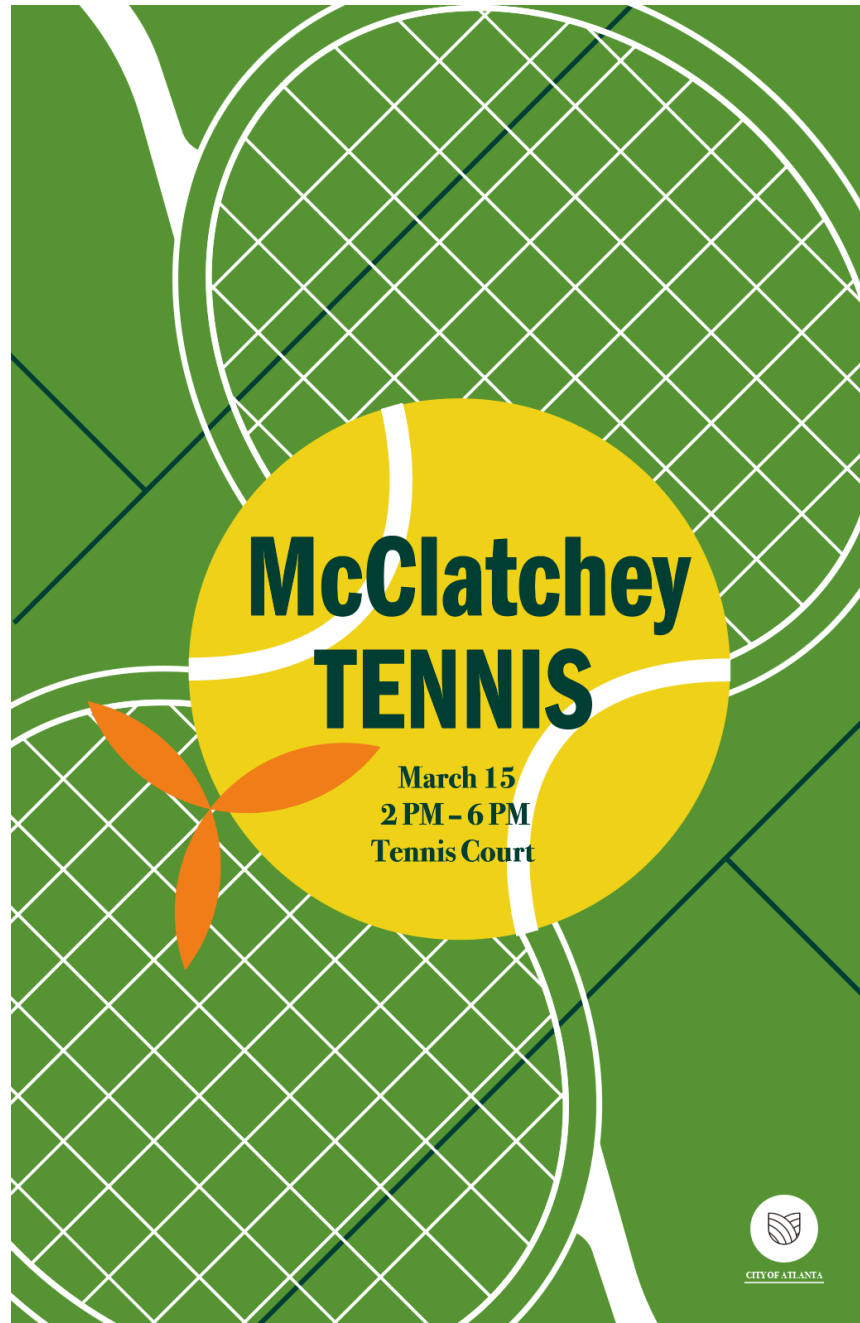
Poster Sketches

- Digital Visions



Revisions

Poster



Revisions



Revisions

