



MENIFEE

New. Better. Best.

SIGNAGE + WAYFINDING

100% CONCEPT PACKAGE

NOVEMBER 2, 2022

rsmdesign

Previous Design



Summary

Our Approach

- 01**
— Create a unified branded signage system that reflects the culture, history, context and future of the city
- 02**
— Establish a clear sense of arrival and departure from the city to reinforce the brand, scale and character of the community

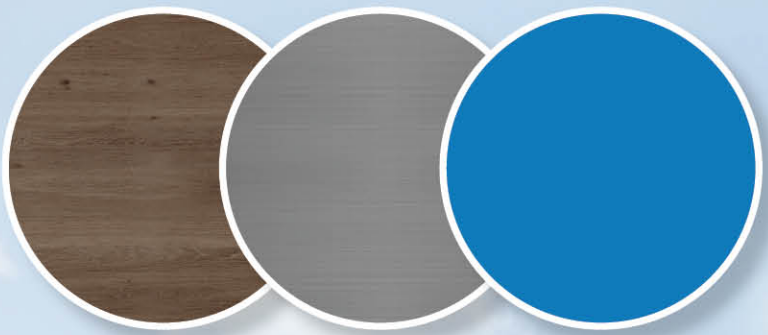
- 03**
— Design a tiered signage system that allows for growth as well as a cohesive design that reflects the density of the zoning
- 04**
— Create a flexible system that can evolve with the growth mindset of the city by utilizing interchangeability, expandable elements and clear location and message strategies

03

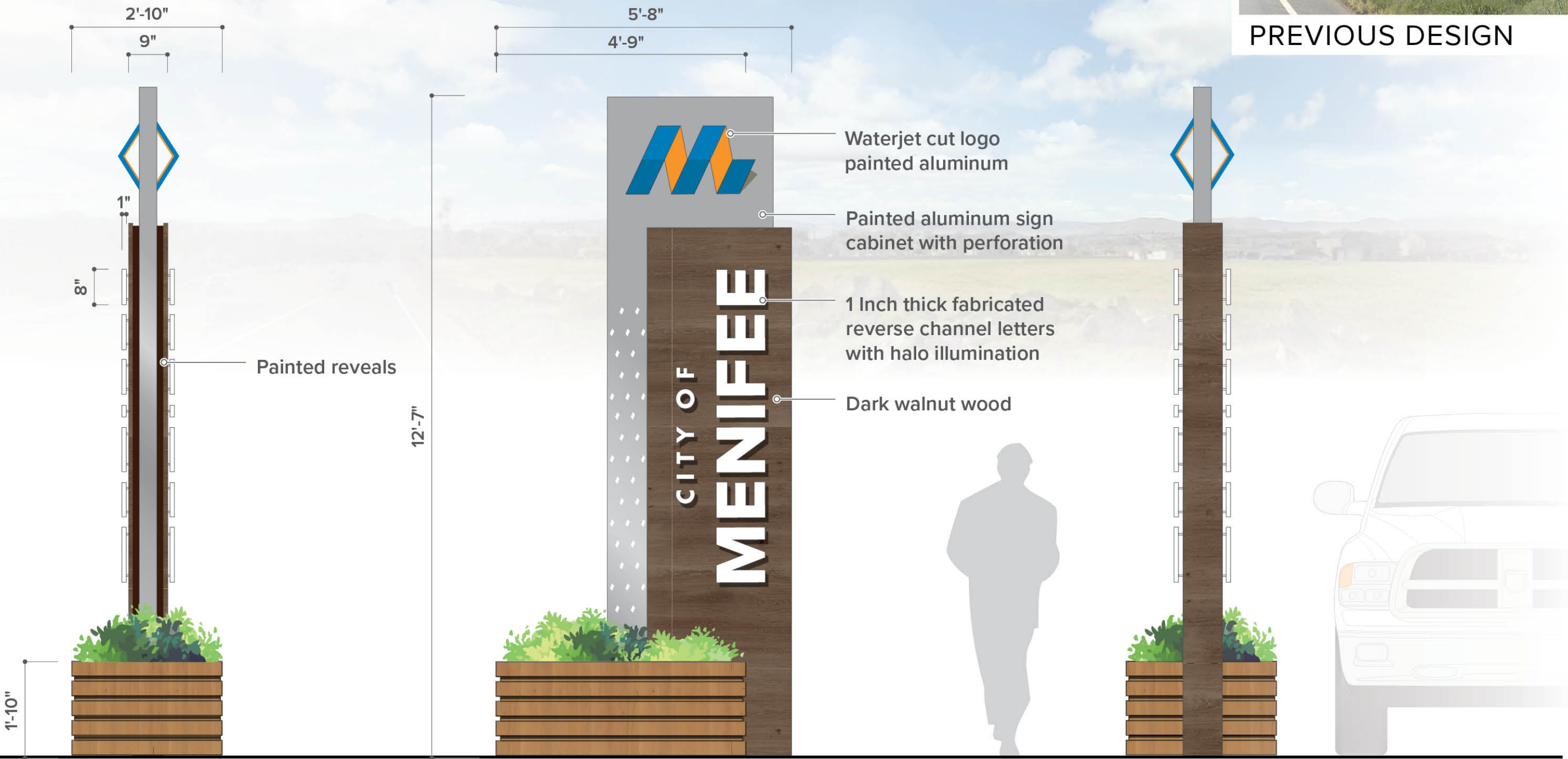
Proposed Concepts



Primary Gateway



PREVIOUS DESIGN

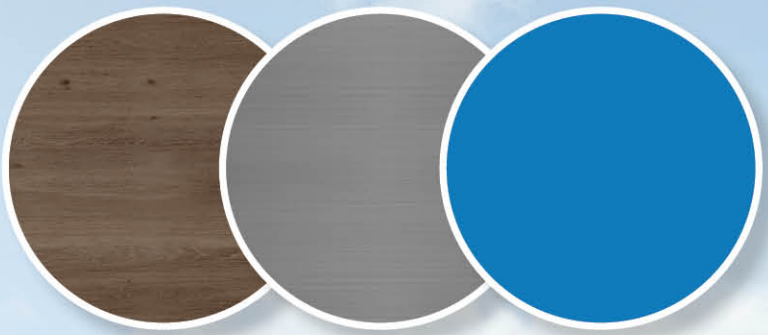


1 Side Elevation
Scale : 1/2"=1'

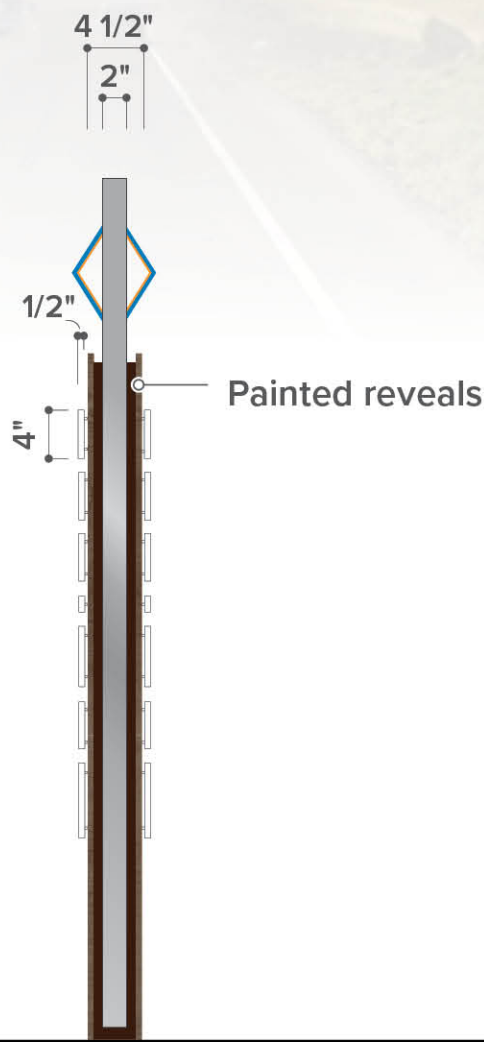
2 Front Elevation
Scale : 1/2"=1'

3 Side Elevation
Scale : 1/2"=1'

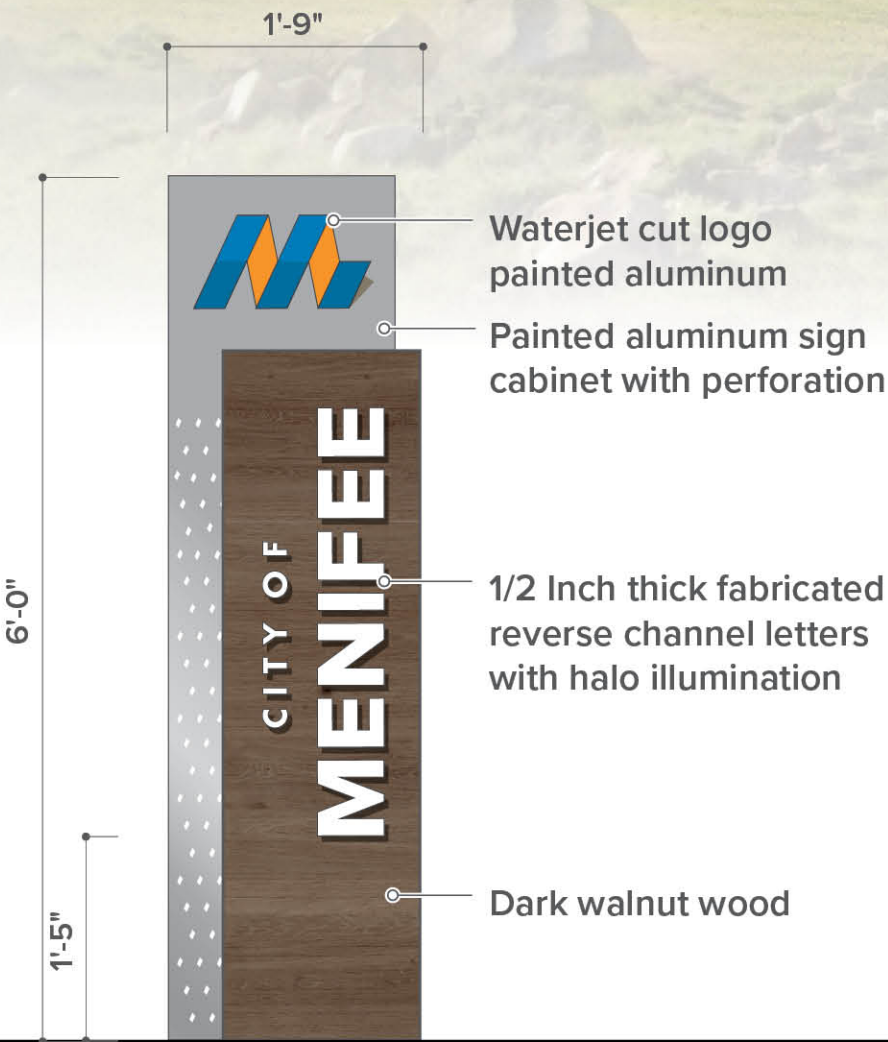
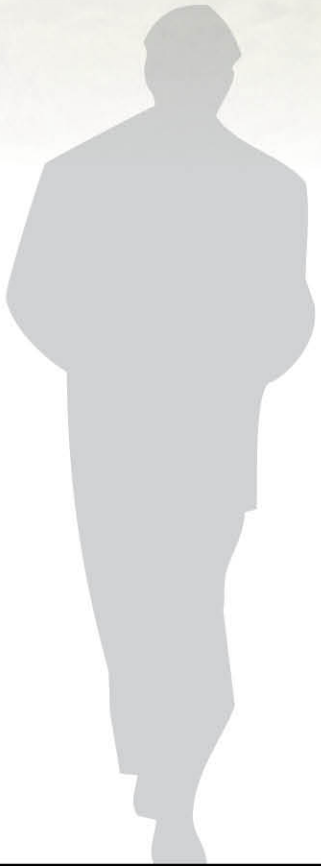
Monument



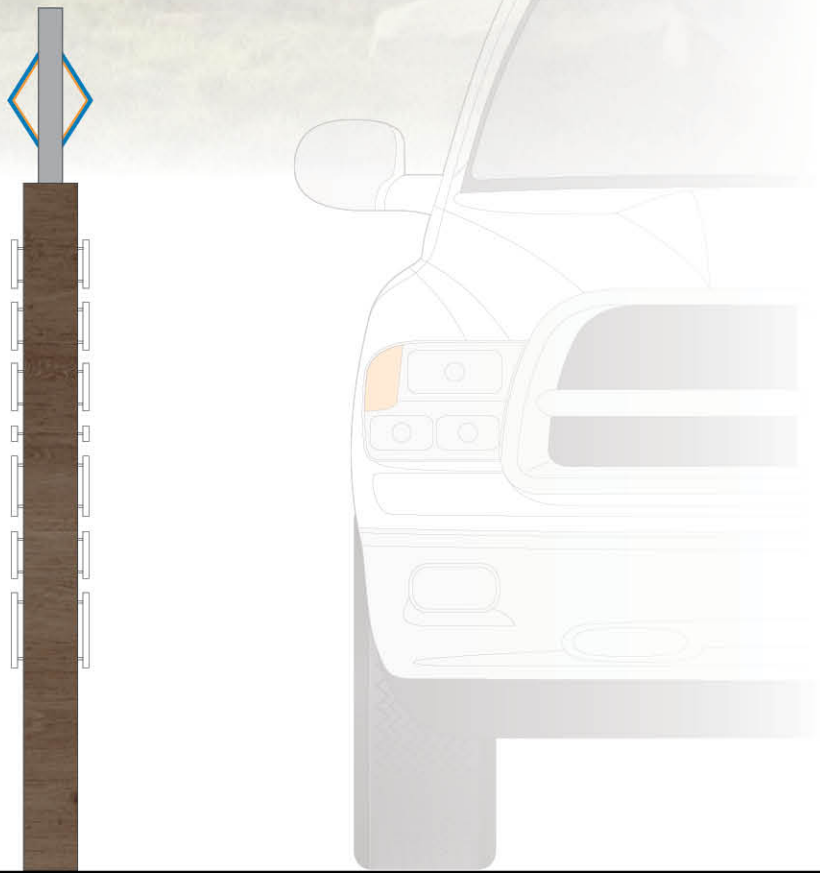
PREVIOUS DESIGN



1 Side Elevation
Scale : 3/4"=1'

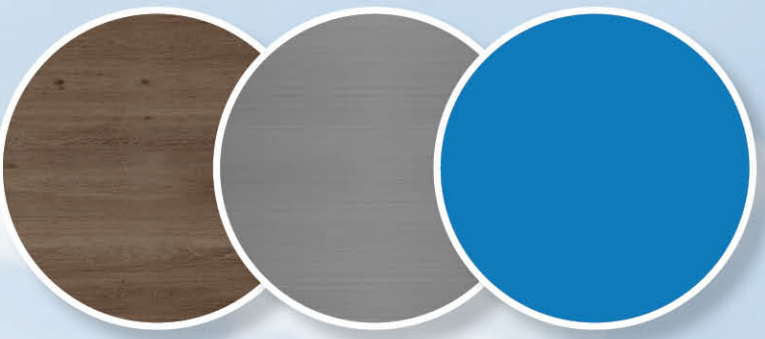


2 Front Elevation
Scale : 3/4"=1'

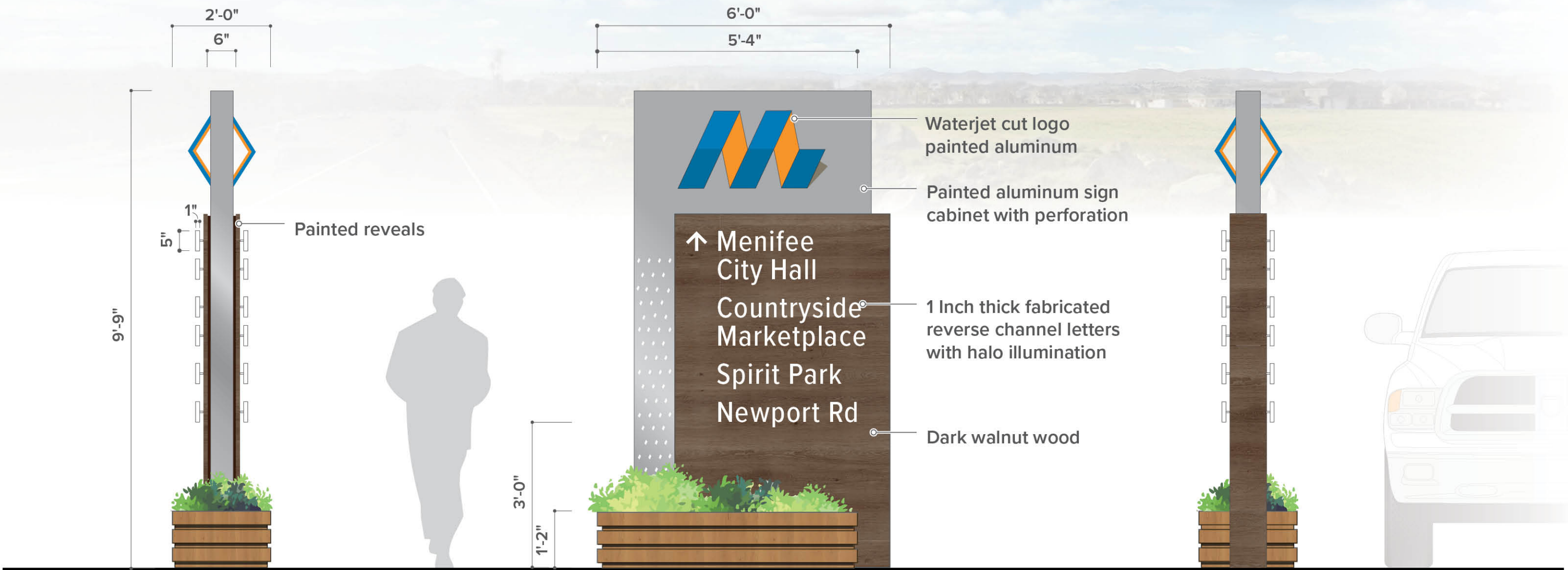


3 Side Elevation
Scale : 3/4"=1'

Vehicular Directional



PREVIOUS DESIGN

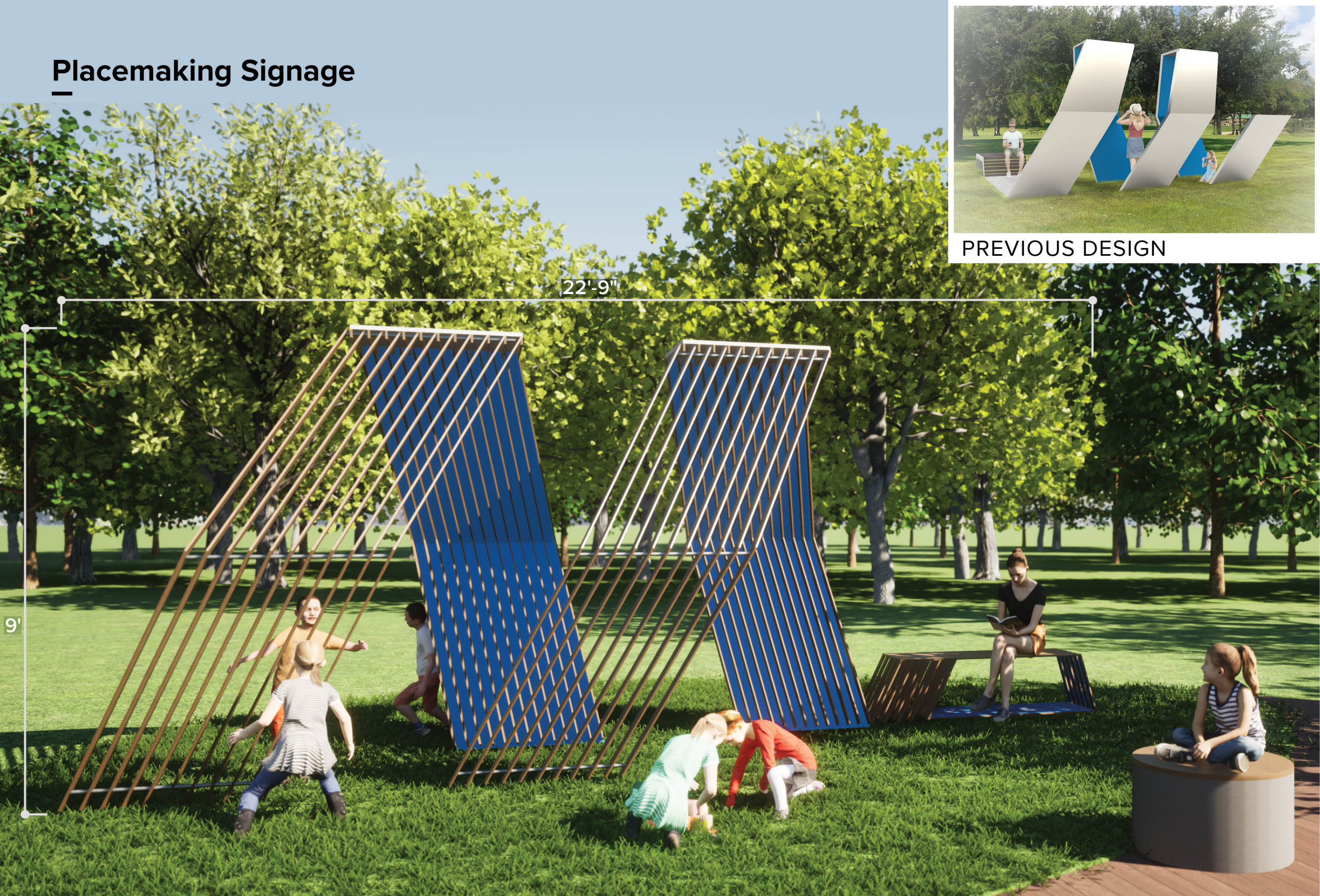


1 Side Elevation
Scale : 1/2"=1'

2 Front Elevation
Scale : 1/2"=1'

3 Side Elevation
Scale : 1/2"=1'

Placemaking Signage



PREVIOUS DESIGN

Design Summary

PREVIOUS DESIGN



REVISED DESIGN

