

PARK WIDE WAYFINDING

Creative content and graphic design

San Antonio, Texas



Presented to:

Ms. Sharon A. Aguillen - Vice President
SeaWorld San Antonio
Entertainment
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SHEET SCHEDULE

- 01 - EXISTING SIGNS
- 02 - EXISTING SIGN PLAN
- 03 - NEW SIGN PLAN
- 04 - SAMPLE BOARD
- 05 - SIGN STYLE PORTFOLIO
- 06 - PARK MAP & KIOSK
- 07 - VISITOR SIGN EXPERIENCE STORY BOARD
- 08 - PARK AREA STUDY PLAN
- 09 - INITIAL APPROACH FROM PARKING LOT
- 10 - EXISTING ENTRY AREA
- 11 - REDESIGNED ENTRY AREA
- 12 - REDESIGNED ENTRY AREA
- 13 - REDESIGNED ENTRY AREA
- 14 - REDESIGNED ENTRY AREA
- 15 - SECURITY ENTRY
- 16 - INTERIOR ENTRY PLAN
- 17 - INTERIOR ENTRY AREA
- 18 - INTERIOR STORE FRONTS
- 19 - FOUNTAIN & DISCOVERY POINT
- 20 - PARK ENTRY PLAN
- 21 - PARK ENTRY STUDY
- 22 - PARK INTERIOR STUDY
- 23 - PACIFIC Pt. & BAY of PLAY APPROACH
- 24 - BAY of PLAY NORTH PLAN
- 25 - BAY of PLAY NORTH AREA
- 26 - PENQUIN ENCOUNTER PLAN
- 27 - RIO LOCO AREA
- 28 - SHAMU AREA
- 29 - BAY of PLAY SOUTH PLAN
- 30 - BAY of PLAY SOUTH AREA
- 31 - BAY of PLAY SOUTH AREA
- 32 - CHARGING STATION & JOURNEY TO ATLANTIS
MISC BUILDINGS

Final Concept Design



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Coppell, Texas 75019
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EXISTING
SIGNS



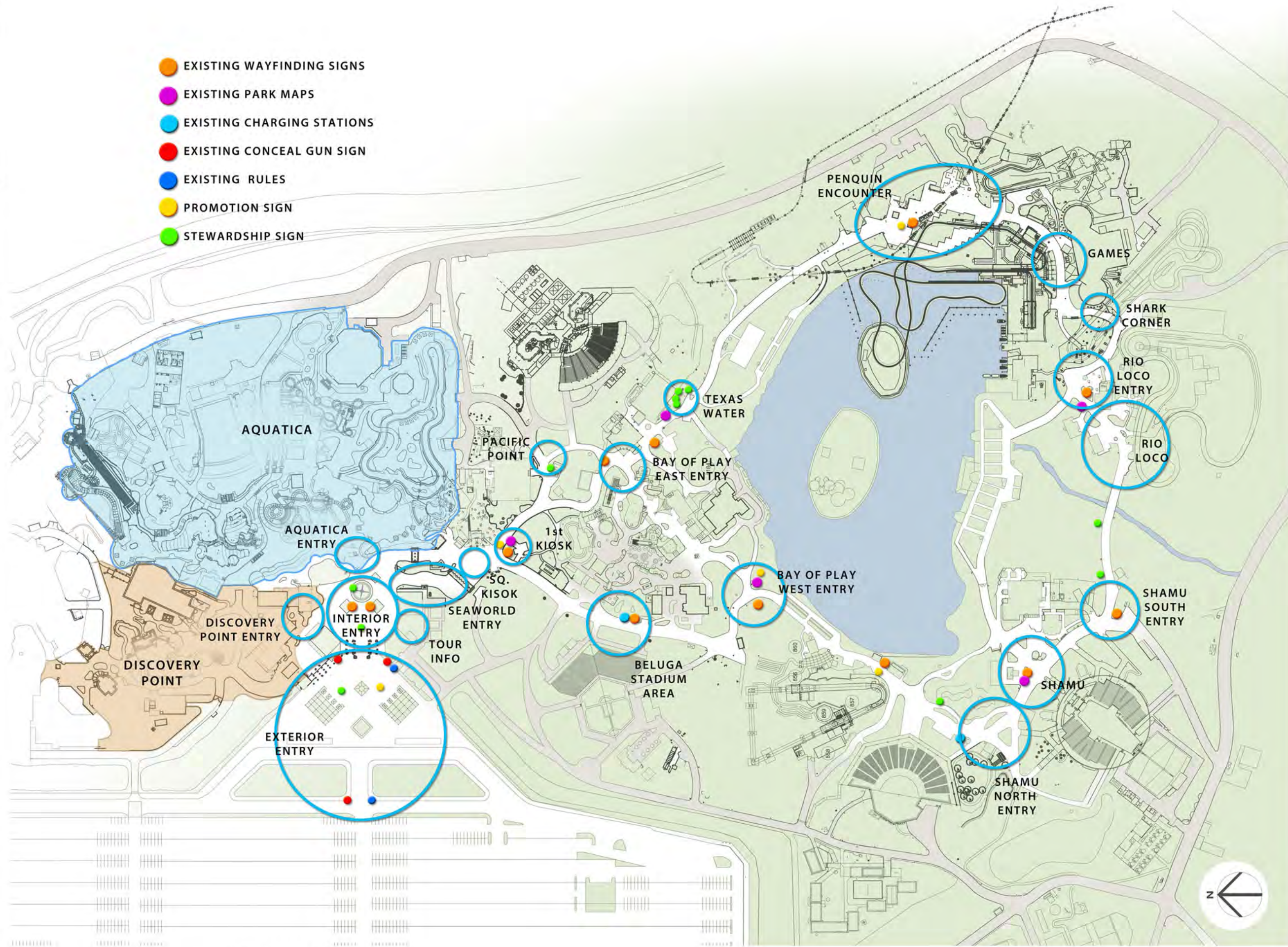
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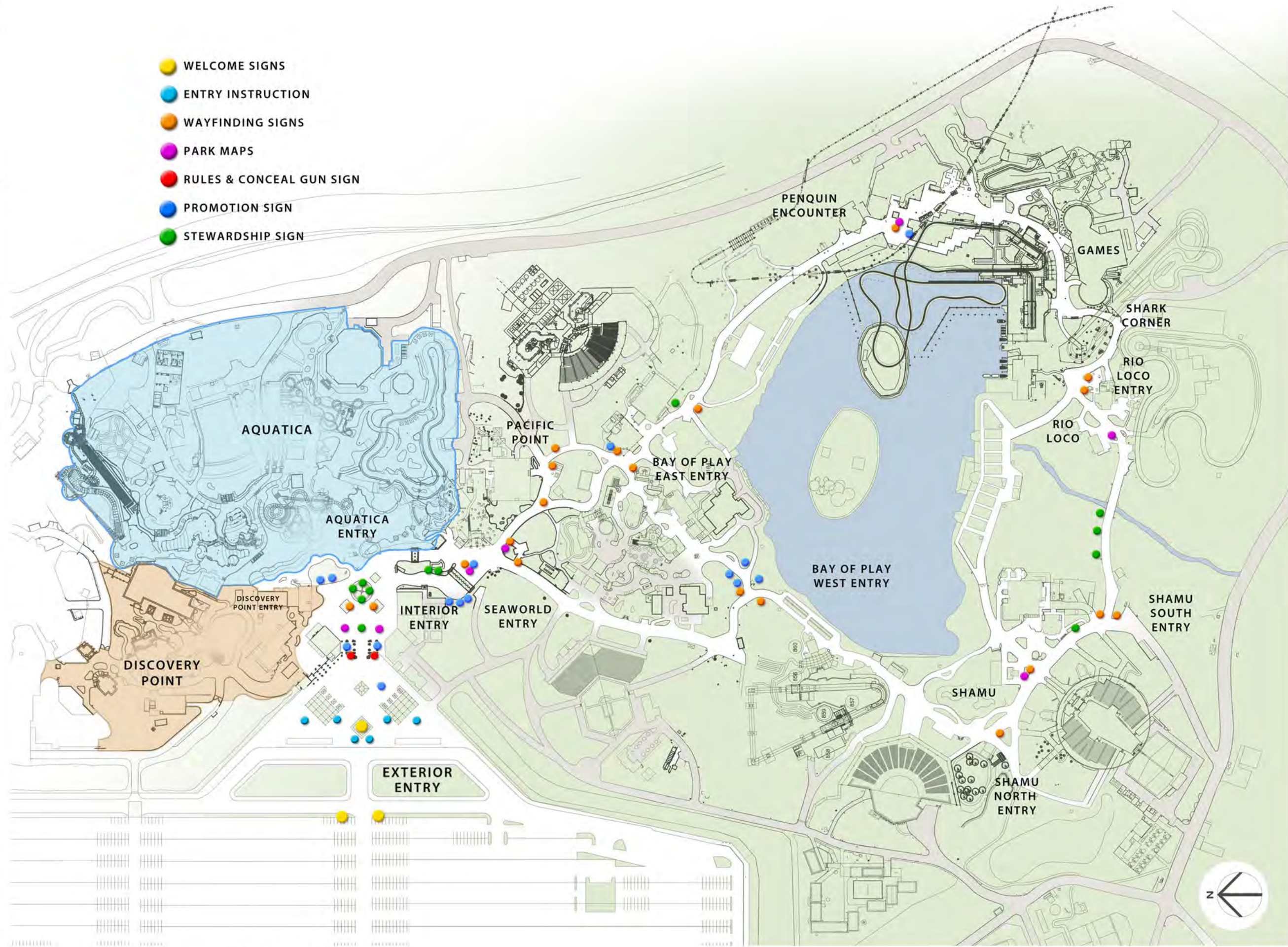
- EXISTING WAYFINDING SIGNS
- EXISTING PARK MAPS
- EXISTING CHARGING STATIONS
- EXISTING CONCEAL GUN SIGN
- EXISTING RULES
- PROMOTION SIGN
- STEWARDSHIP SIGN



**EXISTING
SIGN
PLAN**



- WELCOME SIGNS
- ENTRY INSTRUCTION
- WAYFINDING SIGNS
- PARK MAPS
- RULES & CONCEAL GUN SIGN
- PROMOTION SIGN
- STEWARDSHIP SIGN



**NEW
SIGN
PLAN**



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PROJECT
SAMPLE
BOARD



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PINK MUHLEY



SALVIA



MEXICAN
FEATHER
GRASS



DECOMPOSED GRANITE



RIVER
ROCK

- Journey to Atlantis ←
- Texas Splashdown ←
- Orcas →
- Rio Loco ←
- The Great White ←
- Penquin Encounters →
- The Steel Eel →
- Exit ←



COR-TEN STEEL



PMS 632



PMS 2925



PMS 2715



PMS 3005

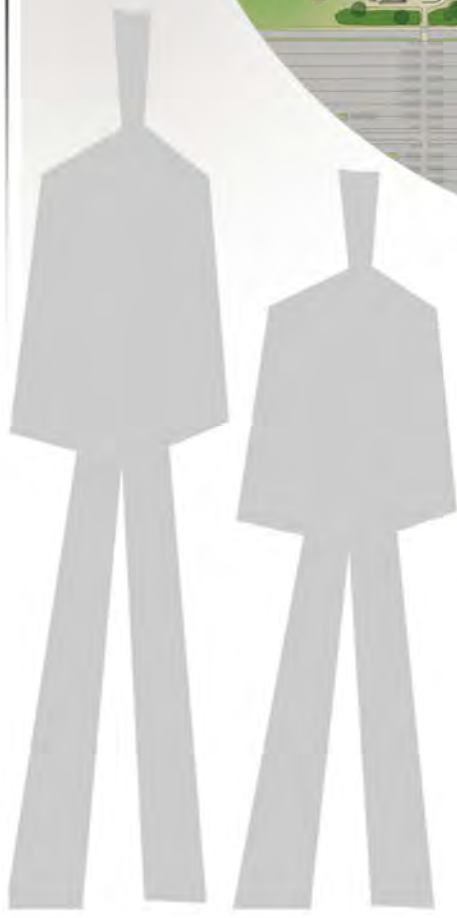


SIGN
STYLE
PORTFOLIO





Your Visit Today Helps
Animals in the Wild



Project
PARK WAYFINDING
Graphic Signage

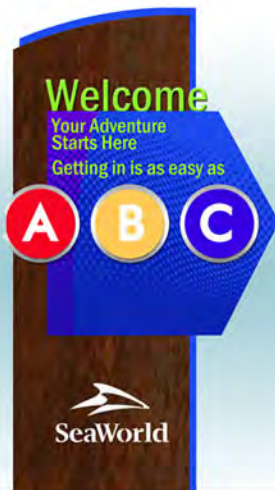
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PARK
MAP
&
KIOSK



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1 - ENTRY FROM PARKING



2 - EXTERIOR ENTRY AREA



3 - APPROACH TICKETING



4 - SECURITY ENTRY TO PARK



5 - WELCOME



6 - PARK MAP



7 - WAYFINDING



8 - PARK ENTRY KIOSK

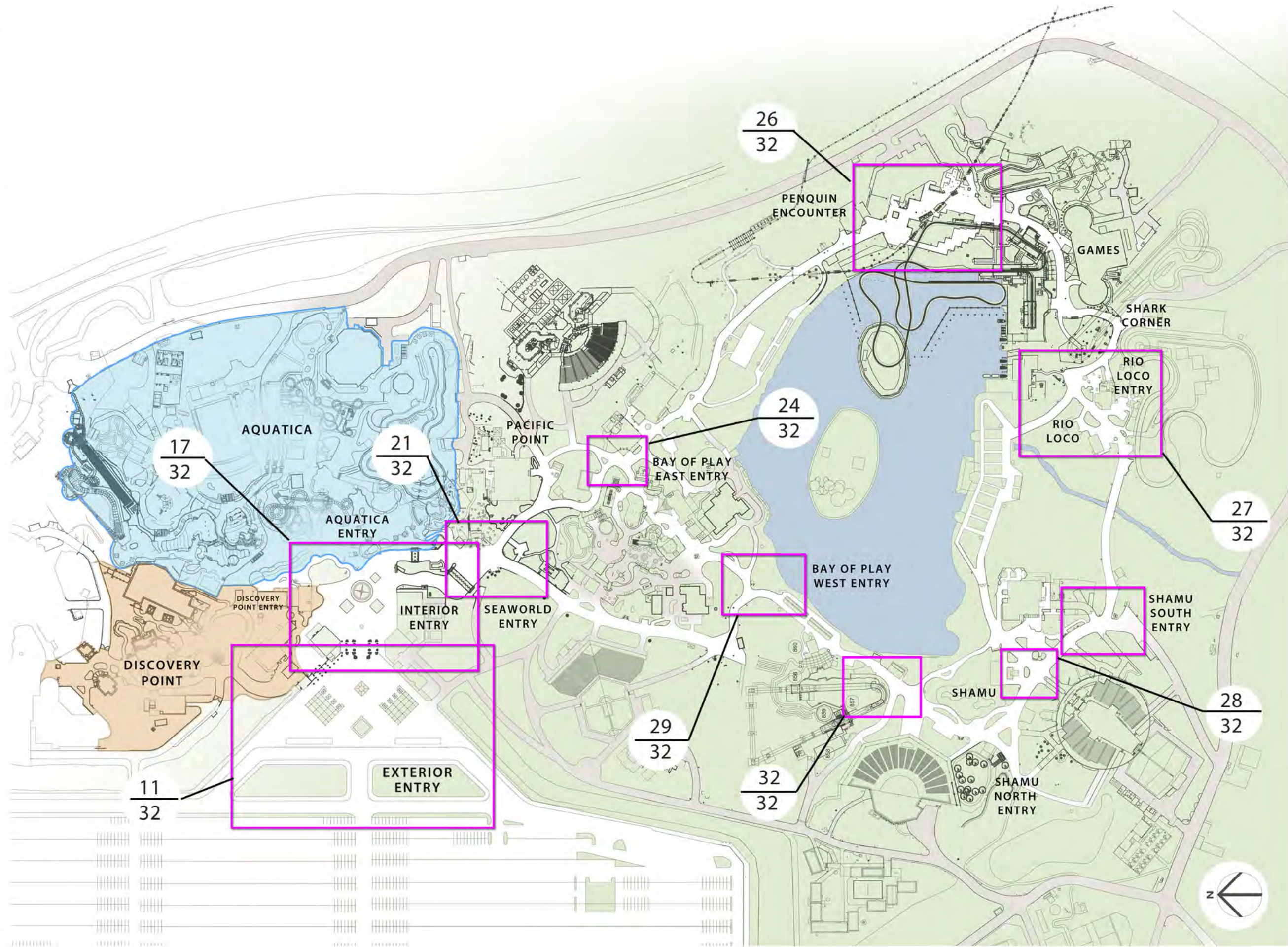


9 - SQ. ORIENTATION KIOSK



10 - WAYFINDING & MAP

PARK AREA STUDY PLAN



INITIAL
APPROACH
FROM
PARKING
LOT



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Project

PARK WAYFINDING
Graphic Signage

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EXISTING
ENTRY
AREA



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MULTIPLE THEMES

- CURVED LINES
- SUSTAINABILITY AND ECO-FRIENDLY
- LOW WATER/DROUGHT TOLERANT LANDSCAPING
 - MEXICAN FEATHER GRASS, PINK MUHLEY, AND SAGE
- TEXAS HILL COUNTRY MATERIALS AND FINISHES
- BEST USE OF EXISTING BUILDINGS (WITH SELECT REFURBISHMENT)
- INCORPRATION OF SELECT ELEMENTS FROM ENTRY DESIGN (SEE PAGE)
- EXTENSIVE USE OF:
 - STAINED STAMPED CONCRETE, DECOMPOSED GRANITE, CORTEN STEEL HARD SHADE STRUCTURES





**REDESIGNED
ENTRY
AREA**



REDESIGNED
ENTRY
AREA



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Columns covered in laser cut metal panel with a frosted white plexi-glass backing. This allows the light to be seen while hiding the glass blocks. Recommend either color changing LED lights in the columns for different seasonal looks or a colored plexi-glass backing to add color.



PPG 1160-7
BLUE TANG



PPG 1003-7
BLACKHEART



PPG 1003-7
BLACKHEART

Pool floor tile



MSI Premium Black Mini Ledger Panel
4.5 in. x 16 in. Natural Slate Tile
or similar

Arch lower tile



Multi-shades of grey and black stone tile





REDESIGNED
ENTRY
AREA



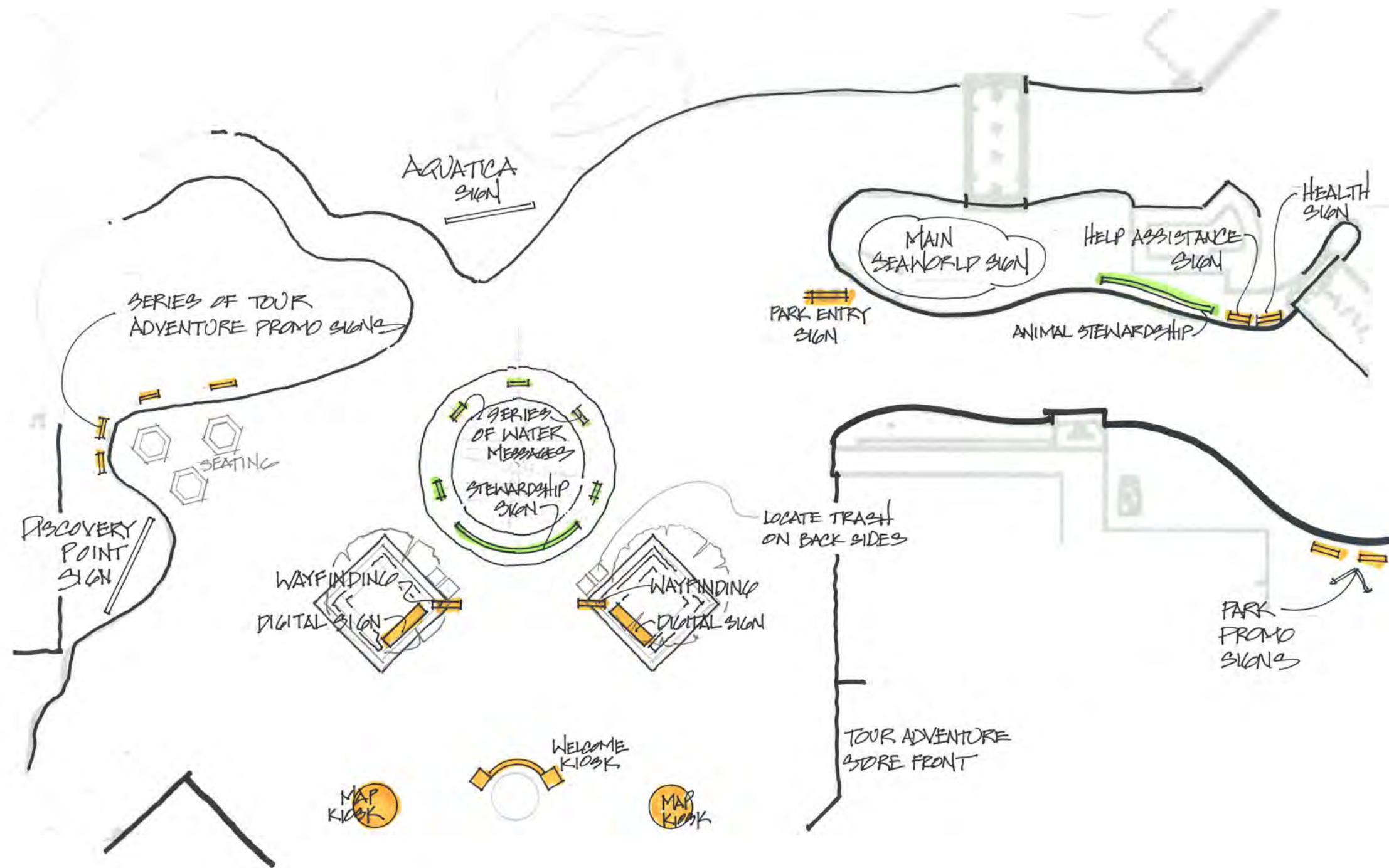
CONSOLIDATE AND LOCATE ALL RULES AND PARK REGULATIONS, SIGNS HERE.

PROMINENTLY DISPLAY PROMOTIONS

ADD LARGE DIGITAL SIGNS, BOTH SIDES



FINAL CONCEPT DESIGN



INTERIOR
ENTRY
AREA PLAN



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INTERIOR
ENTRY
AREA



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ICONIC TOUR SIGN DESIGN



Pacific Edge Outdoor Post Mount 1-Light



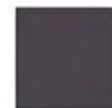
More wall design options



HOW TO USE
Moroccan Fish Scales



PPG 1160-7
BLUE TANG



PPG 1003-7
BLACKHEART

Columns covered in laser cut metal panel with a frosted white plexi-glass backing. This allows the light to be seen while hiding the glass blocks. Recommend either color changing LED lights in the columns for different seasonal looks or a colored plexi-glass backing to add color.



EXISTING FACADES
TREATED WITH
BIG, BOLD, GRAPHICS



This fountain water feature uses water collected as condensate from our air conditioning units.

As part of conservation measures in San Antonio during drought, all other decorative water features have been turned off.

THANK YOU
For conserving water.



ICONIC WATER
STORY SIGN
DESIGN



FOUNTAIN
and
DISCOVERY
POINT

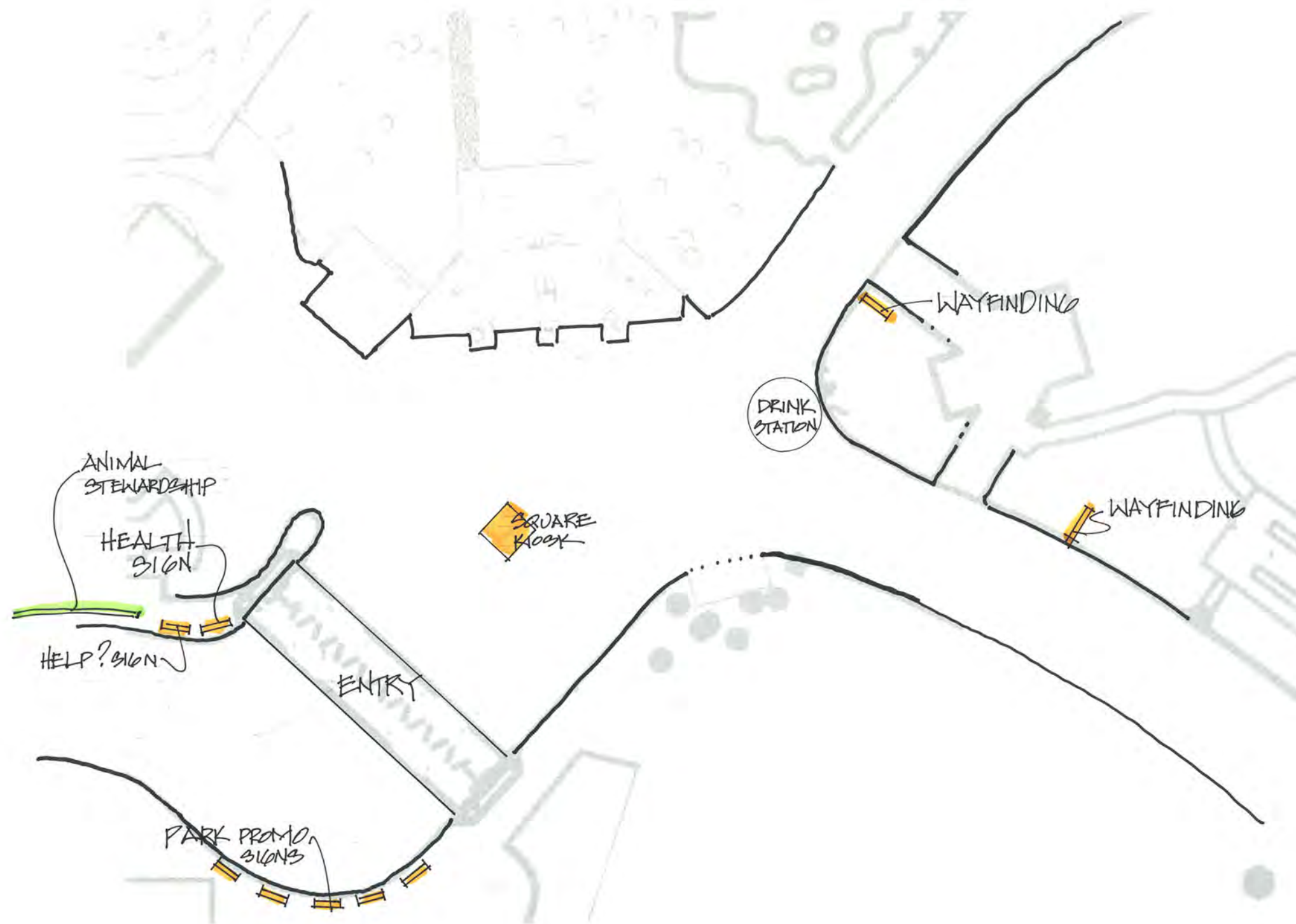


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PARK
ENTRY
PLAN



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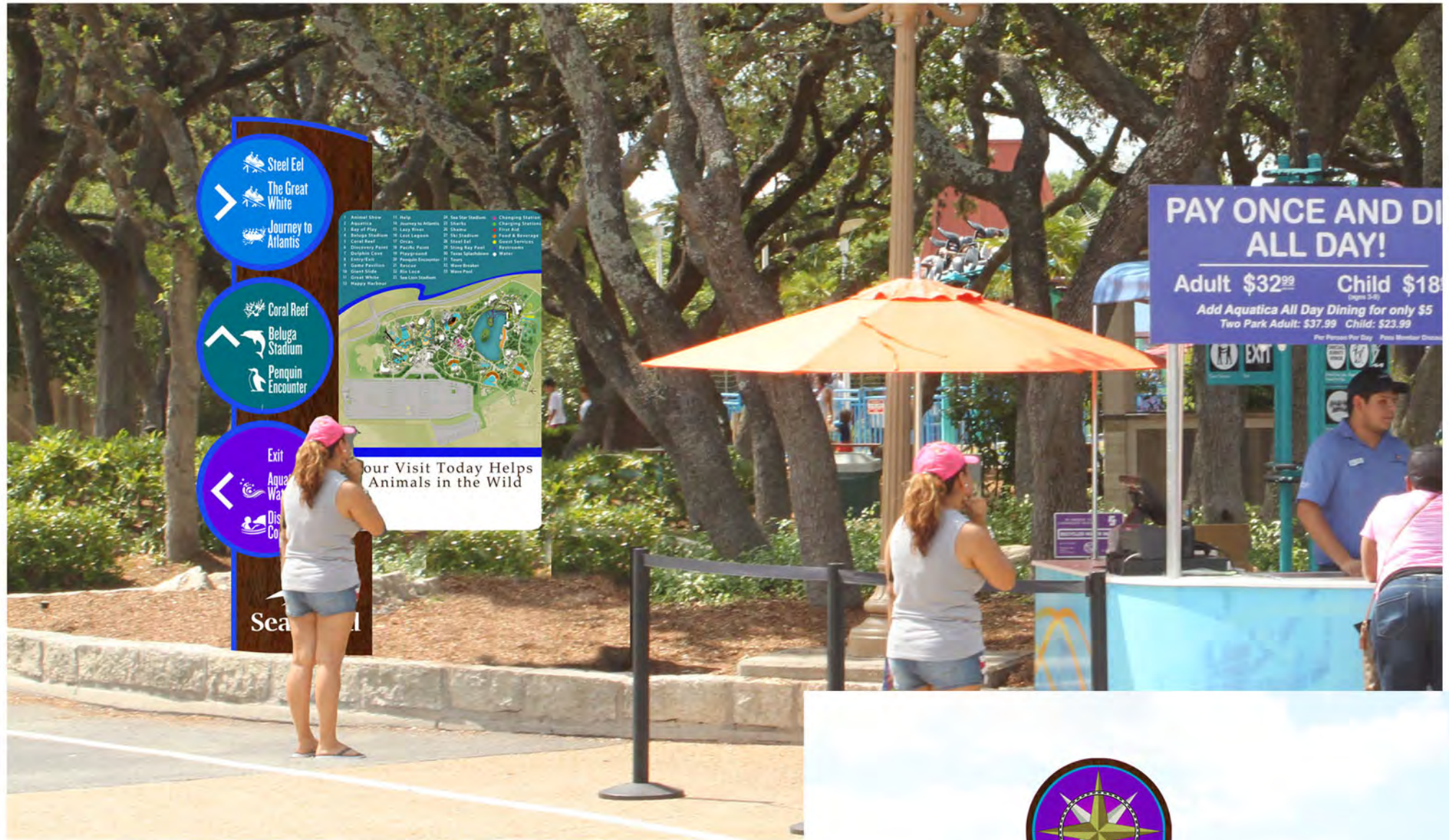
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STEWARDSHIP MESSAGE



SERIES OF PARK PROMOTION SIGNS

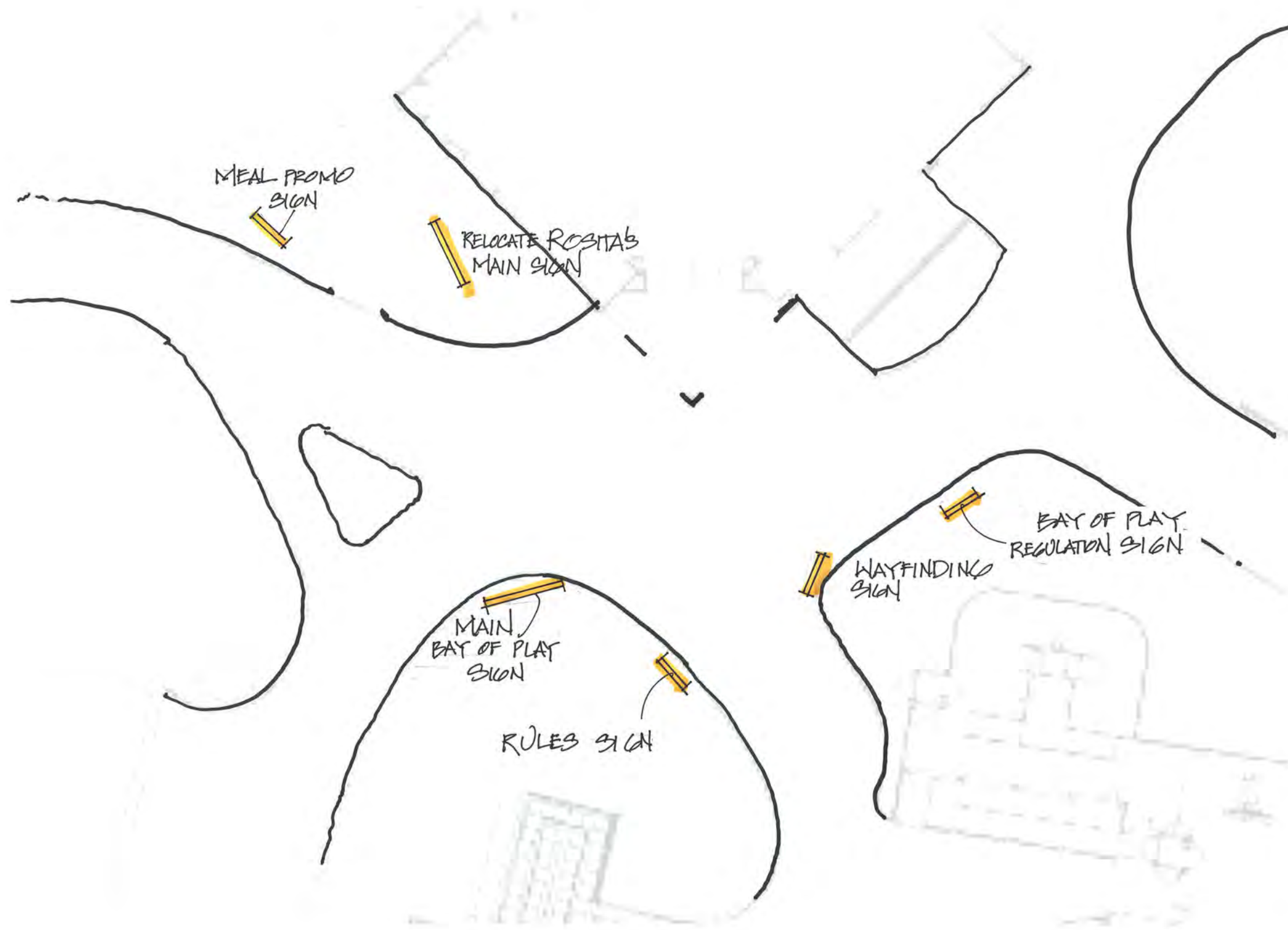




WAYFINDING SIGN
SUPPORTED WITH
ACCOMPANYING
CORNER-WRAPPING
CORTEN STEEL LOW SIGN



RELOCATE ROSITA'S CAFE
SIGN TO POSITION
SHOWN FOR VISIBILITY
ON THE APPROACH



BAY of PLAY
NORTH
END
AREA PLAN



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RELOCATE MAIN BAY of PLAY SIGN.
RELOCATION WILL IMPROVE
VISIBILITY INTO AREA AND BETTER
POSITION SIGN

RELOCATE HEALTH SIGN TO
NEARBY RESTROOM FOR BETTER
VISIBILITY



Project

PARK WAYFINDING
Graphic Signage

Final Concept Design

**PENQUIN
ENCOUNTER
PLAN**



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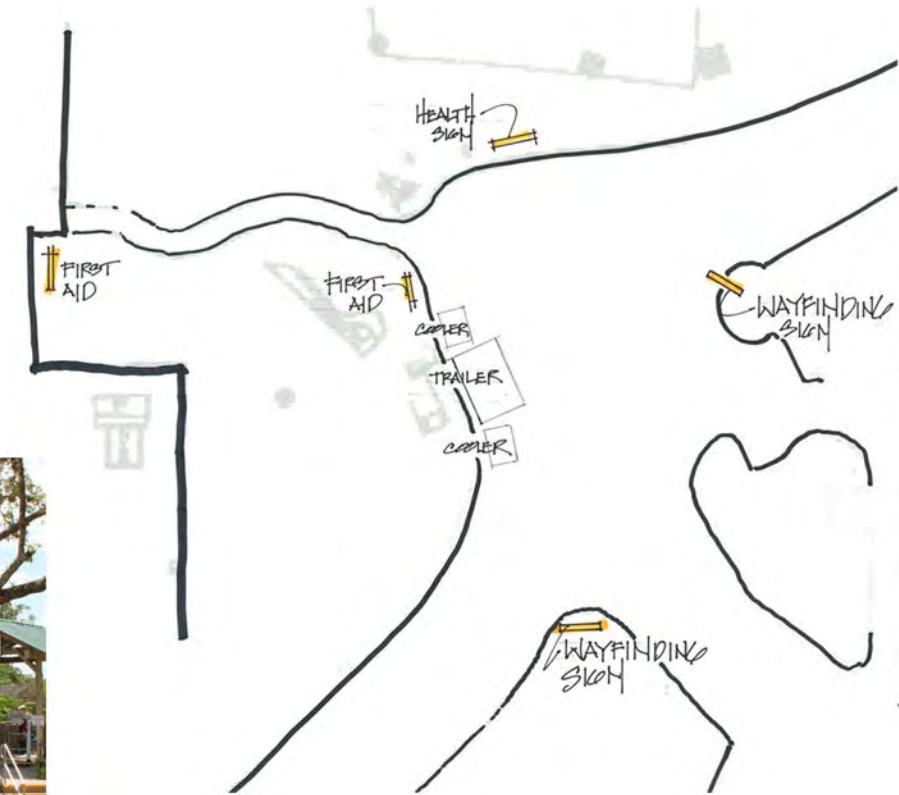
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RIO LOCO AREA



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SHAMU
AREA



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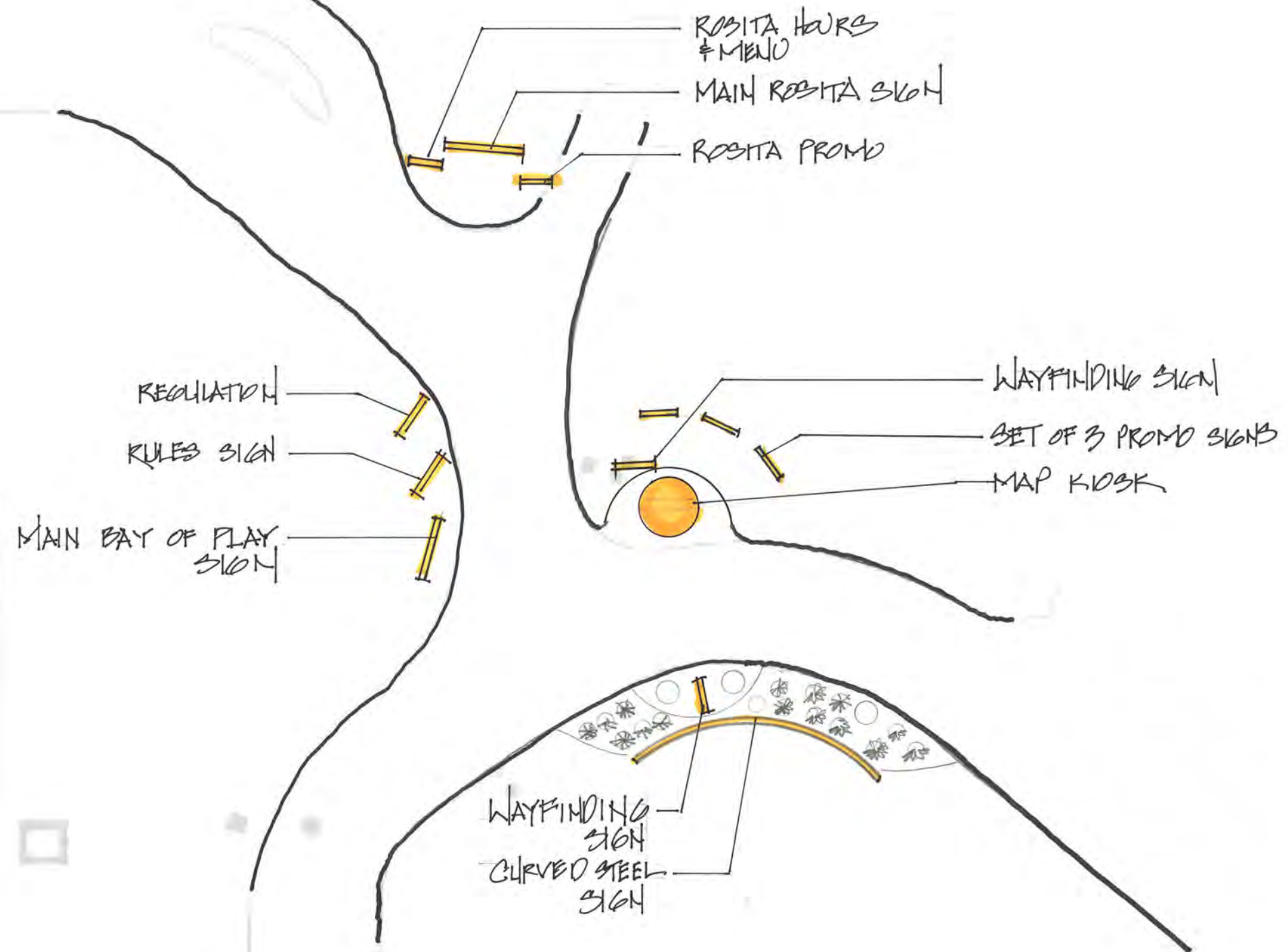
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**BAY of PLAY
SOUTH
AREA
PLAN**



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FINAL CONCEPT DESIGN

BAY of PLAN
SOUTH
AREA







Project

PARK WAYFINDING
Graphic Signage

Final Concept Design

CHARGING
STATION
&
JOURNEY
TO ATLANTIS
AREA



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