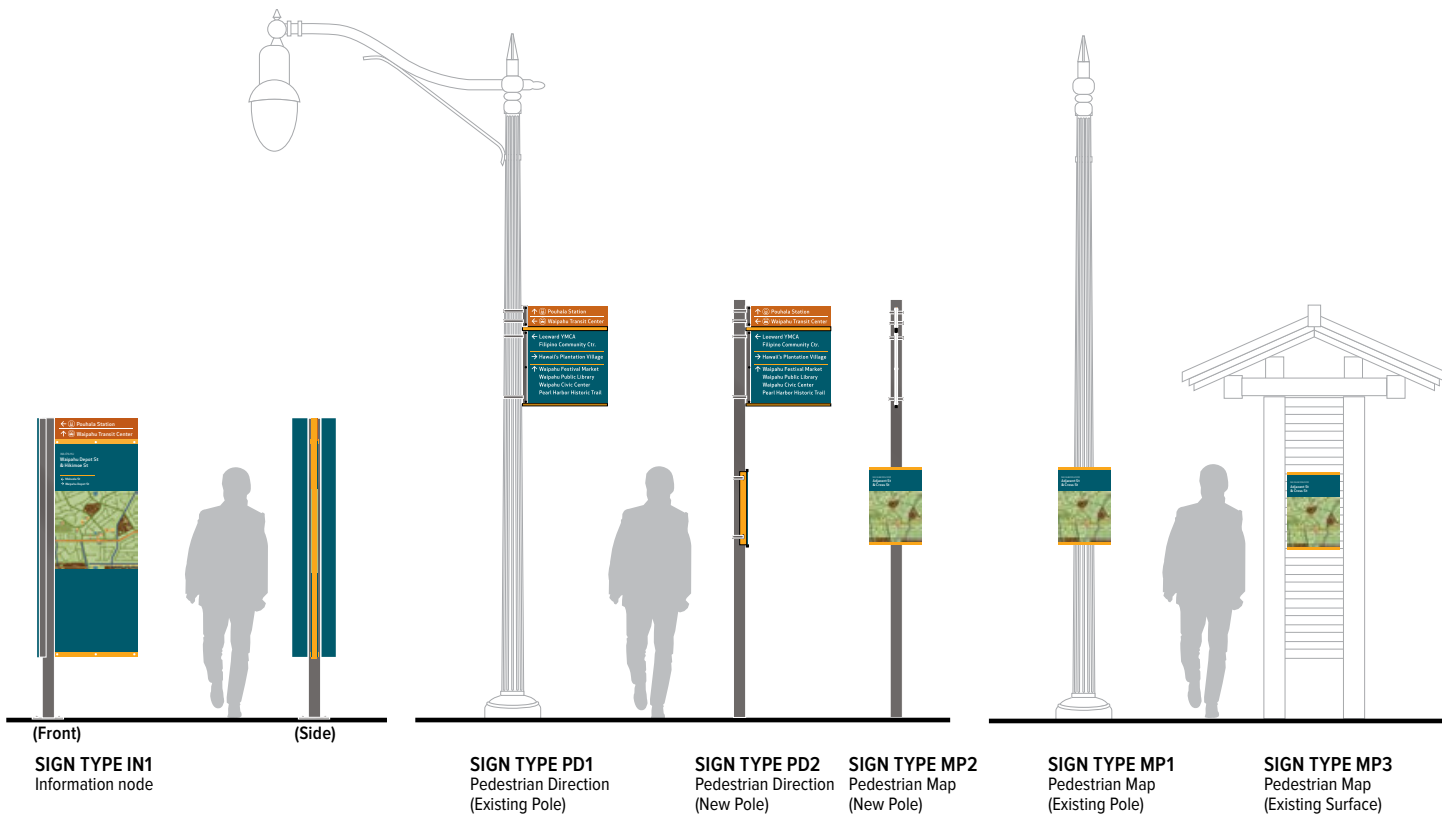


1. UNIFIED AESTHETIC

Phase 1 of the Wayfinding Master Plan determined the need for a consistent information system with a single wayfinding graphic aesthetic that is unified across all neighborhoods. Maintaining standards and consistency allows people to move from one neighborhood to another, using one or multiple modes of travel, and intuitively know where to find directions to destinations or make transit choices. This is especially important in the denser urban neighborhoods where station area boundaries overlap and the system reads more as a single stream than individual station neighborhoods. With unified wayfinding tools, people transitioning from one neighborhood to the next, through any mode of travel, can easily follow the thread of information taking them to their destinations.

During Phase 2, the design team investigated form, colors, materials, typography, iconography, nomenclature and content hierarchy and to develop the unified aesthetic and information hierarchy for the TOD wayfinding sign types. Each component was studied to ensure the complete system employs an easy to understand hierarchy and achievable constructibility. The design aesthetic is key to imbuing a sense of place in the signage. For Honolulu specifically, this aesthetic is derived from a combination of sustainable thinking and cultural context.

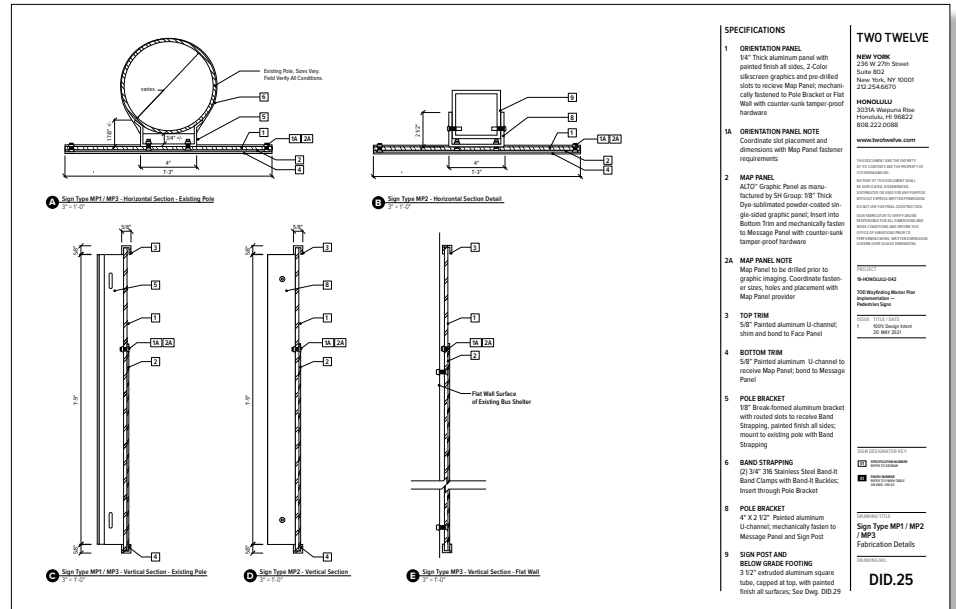
TOD Wayfinding Pedestrian Sign System



FORM

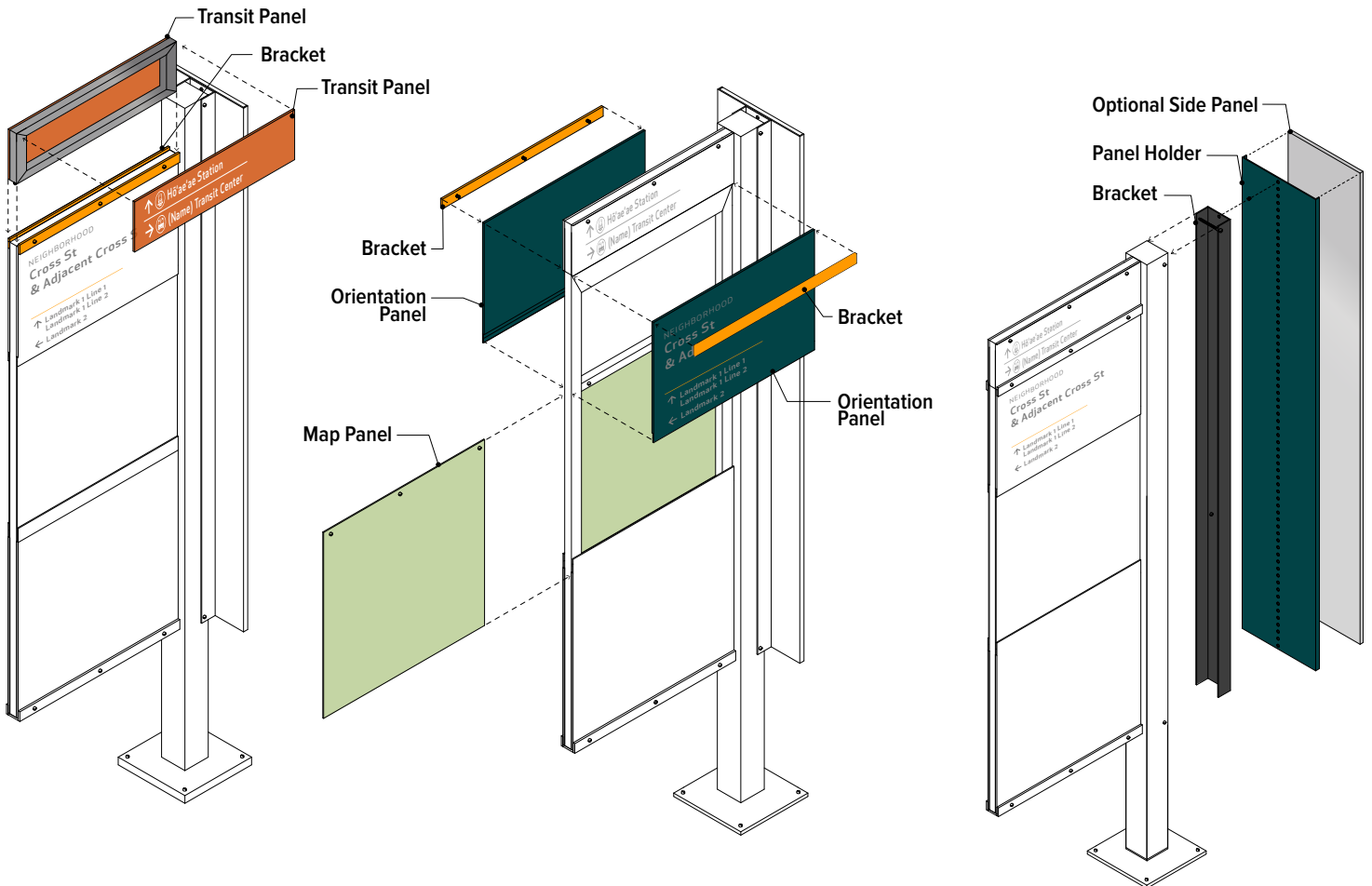
The final design is a post and panel system that can be constructed out of standard aluminum extrusions and panels. It is designed to use minimal materials with components capable of being fabricated on-island.

- Signs that include direction to transit are designed so that the **Transit Panel** can be “added-on” as rail stations come on line.
- **Map panels** are replaceable, making the system easy to update.
- Destination directional signs are designed to be installed onto existing street poles whenever possible, minimizing impact to the streetscape and saving fabrication and installation costs.



Above: Fabrication detail drawing page for Map Panel sign type

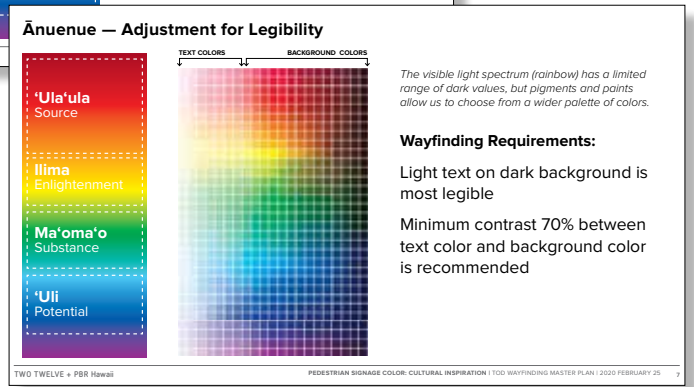
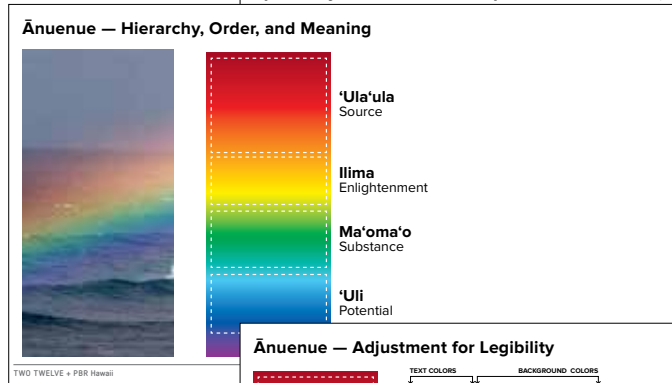
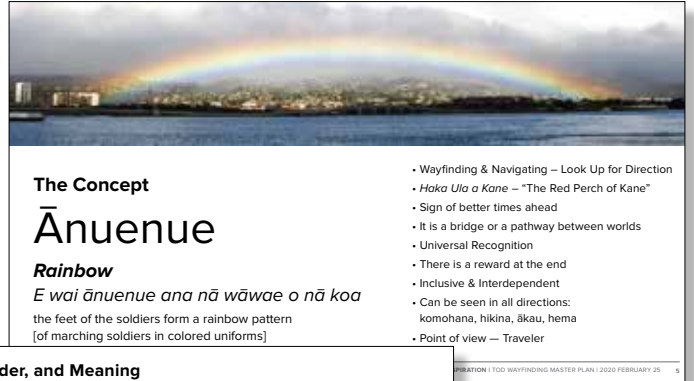
Below: Exploded views of Information Node sign type, illustrating removable panels



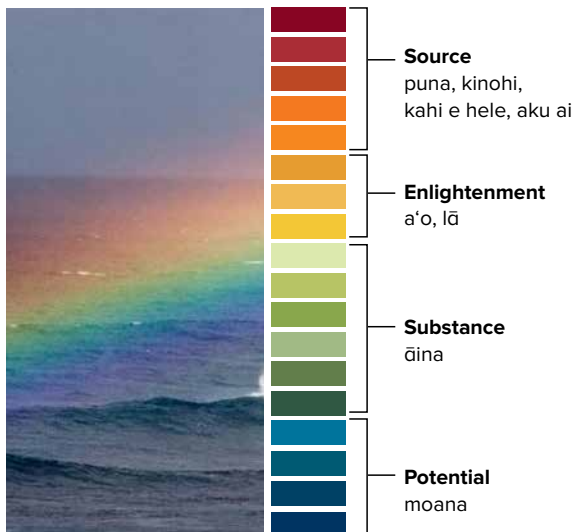
COLOR

The signage color palette is essential to conveying the information hierarchy. PBR’s Cultural Sustainability Planner consulted with the team, including the Mayor’s Office of Culture and the Arts, to ensure the color palette of the signs was developed out of a cultural narrative that is reflective of concepts that resonate with the island of O’ahu.

While the concept is rooted in the symbology of ānuenuē, the practicality of accessibility and legibility needed to be considered for the final color palette. The visible light spectrum was translated into pigments and paints that have a greater range of dark values and saturation levels. The application of these colors to the information hierarchy was based on the context provided by the cultural narrative.



Substance (āina) lives in the Holding Environment (moana)



**Paths (Green) live on the Container (Blue)
 The Source (Transit) leads to Enlightenment (Destinations)**



MATERIALS

During the design process, multiple rounds of nuanced testing were conducted to ensure the color concept translated correctly to painted surfaces in both the bright sunlight and tree-shaded conditions of O'ahu.

All of the aluminum sign parts are to be painted and have an overall clear coat to be graffiti resistant. Polyester powder-coating is recommended for longevity and inherent UV-resistance. Message panels are specified as 1- or 2-color silkscreen and map graphics are digitally printed in full color.

Two types of graphic panel products were investigated for the Map Panels. The products were compared for durability, print quality, cost, and fabrication lead time. The selected product, ALTO™ by SH Group, is a dye-sublimation process that embeds graphics into powder-coated aluminum. The product is highly durable, has rich color depth, is vandal and graffiti resistant, and is manufactured with environmentally friendly processes.



Top: Once initial paper paint swatches were selected, additional rounds of fine tuning were conducted on actual painted metal to ensure color depth in the sun was as expected.

Bottom: Comparison tests of graphic panel products. ALTO™ is pictured on the right.

TYPOGRAPHY

The selected typeface for the system is Apex New. It is a humanist sans-serif typeface that brings an organic and friendly quality to the signage design. Its high x-height and availability in multiple weights makes it highly legible at various sizes. It is also available in the cross-platform OpenType format and includes built-in glyphs for Hawaiian diacritical markings (kahakō and ‘okina).

ICONOGRAPHY

Consideration was taken to ensure the maps, which are the foundation of the sign system, are always visually clear. Symbol use is therefore limited to transit and select public services, as shown here. These symbols are then consistently applied alongside their respective destinations on the directional sign message panels. Symbol artwork shown here has been specifically tailored for application on pedestrian directional signs. A second version of the same set of symbols has also been developed for legibility at a small size when printed on the selected map product.

T1 - APEX NEW BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 āēīōū

T1 - EXAMPLE LETTER SPACING
 ALL CAPS

WAIPAHU

T2 - APEX NEW MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 āēīōū

T2 - EXAMPLE LETTER SPACING
 UPPER AND LOWER CASE

Hō‘ae‘ae Pearl Harbor Historic Trail

T3 - APEX NEW BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 āēīōū

T3 - EXAMPLE LETTER SPACING
 UPPER AND LOWER CASE

Pedestrian

