

*FINDING OUR WAY IN DRIGGS:*

# Graphics & Design Options for the Wayfinding System

DRIGGS, IDAHO  
FEBRUARY 2015





# Project Purpose

“This project will develop wayfinding sign designs (materials, graphics, fonts, colors, etc.) and produce construction (fabrication and installation) documents for 20-30 signs.

...The Wayfinding System Plan (already developed) only addresses vehicular needs, however this sign design phase will produce sign design templates for pathways and bike routes, as well as complete design and construction drawings for at least one kiosk.

...The City is working with a group of stakeholders to develop wayfinding sign designs that can be used as a unifying template for communities in the region.”

# Summary of Key Findings

- Images of the Teton west slope and Grand Teton silhouette strongly resonate with people.
- Local iconography influencing design includes cowboy images such as those on the 2<sup>nd</sup> story of the Corner Drug store, the Buffalo Nickel sign, the corrugated metal granary, outdoor sports symbols (skiers, fishing, mountain bikes), and the “false front” Western architectural style.
- Local materials influencing design include corrugated metal, stacked wood construction, and square cut finished posts.

- The developing artist's community in Driggs and the public art being displayed around the City is an important resource and source of inspiration for the Wayfinding Plan.
- Recreation destinations are abundant.
- The City can strengthen its presence along the Teton Scenic Byway and the Yellowstone Grand Teton Loop.
- A proposed outdoor kiosk would enhance and promote the Teton Geotourism Center.

- There also exists an opportunity to connect other municipalities and the County as a whole with a wayfinding system that can be adapted to incorporate different locales, perhaps with their own specific type style or color – but sharing a common design approach and structure.
- A discussion with an Idaho Department of Transportation representative yielded the sense that some flexibility will be possible for the County to implement its own sign system, which might replace some of the TODs signs, and that MUTCD standards would need to be addressed.

- Other key destinations and public resources include: the Teton County Museum, the airport, the USFS headquarters for Targhee National Forest, the Teton County Fairgrounds and several trailhead and riverfront access points.

- A site visit and workshop to gain insights and input was conducted in November 2014, and included:
- Meetings with state, county and city officials.
- An informal workshop with Driggs residents and stakeholders.
- Field study and review of sign locations and project context.

# FINDING OUR WAY IN DRIGGS

## *Workshops on City Wayfinding*

*WHEN* Three workshop sessions on Thursday November 20, 2014

*TIMES* 4-5:30 PM; 6-7:30 PM; and 7:30-9 PM

*WHERE* Driggs City Hall - 60 South Main Street

The City of Driggs is poised to design and implement a new sign and information system for the Driggs area, and potentially to be used in other parts of Teton County and the region. Come learn about the project and help us design this important and visible project!

Workshop participants will learn about Wayfinding and the details of the project. We will consider the value of branding for the city and county and attendees will have an opportunity to “brainstorm” - and weigh in on the design and graphics for the overall program.

*For more information contact Doug Self, Community Development Director  
208-354-2605 or [dself@driggsidaho.org](mailto:dself@driggsidaho.org)*



*Sponsored by the City of Driggs with funding from the Western Greater Yellowstone Consortium and Driggs Urban Renewal Agency.*

# Sign Graphics

Three design approaches for the sign graphics -  
All three based on Teton Range Imagery



## Option 1: Literal

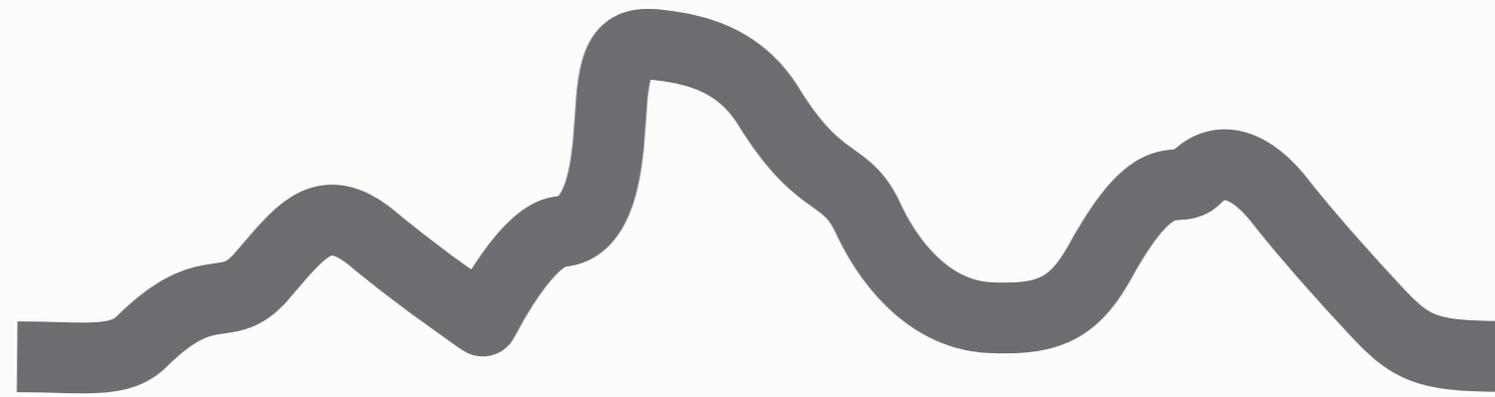
- A literal, high contrast representation of the Teton Range.
- City/County names potentially interchangeable.
- Option for silhouette as in Gateway, or silhouette incorporated into panel.



OPTION A

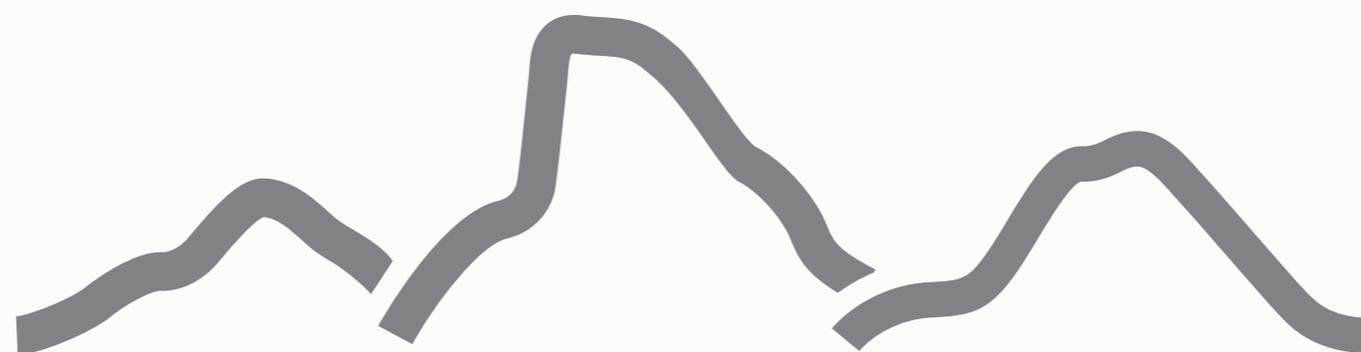


OPTION B



— CITY OF —  
**DRIGGS**

OPTION C



**DRIGGS**

ID A H O

OPTION D



OPTION E



OPTION F

## Option 2: Abstract

- A more abstract, simplified representation of the mountains and setting.
- Easy to replicate.
- Fresh/different image.
- City/County names potentially interchangeable.



**DRIGGS**

OPTION A



CITY OF

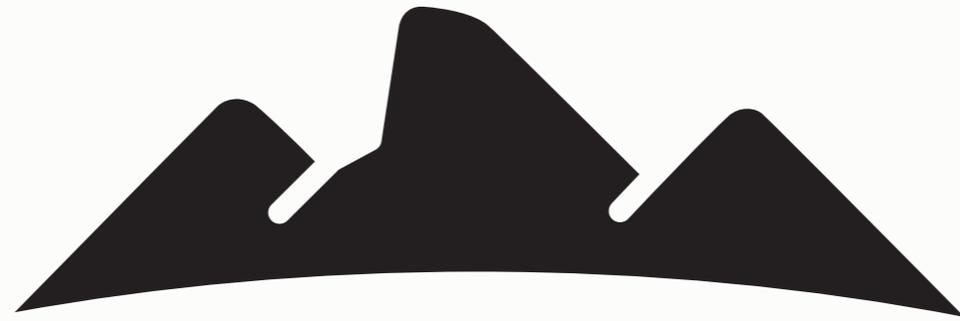
**DRIGGS**

OPTION B



**DRIGGS**

OPTION C



**DRIGGS**

OPTION D

## Option 3: Illustrative

- An illustrative approach that sets the range in context.
- Inspired by City seal.
- successful approach used with other wayfinding projects.





**BETHEL**

**MAINE**



OPTION A



**DRIGGS**

OPTION B



**DRIGGS**

OPTION C



**DRIGGS**

OPTION D

- Elements in illustration could be substituted depending on locale and use.
- Adaptable graphics to represent different municipalities and counties.



## Typeface options

- New typeface that relates to Gateway font.
- Use Gateway font.
- Different serif/sans serif typeface options

- Recommended typeface for vehicular directional messaging is Clearview

# CLEARVIEW

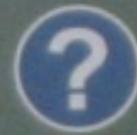
Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

JACKSON, WY

Town Square



Visitor Center



National Parks

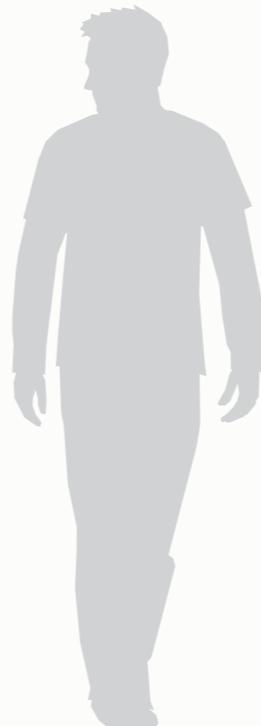
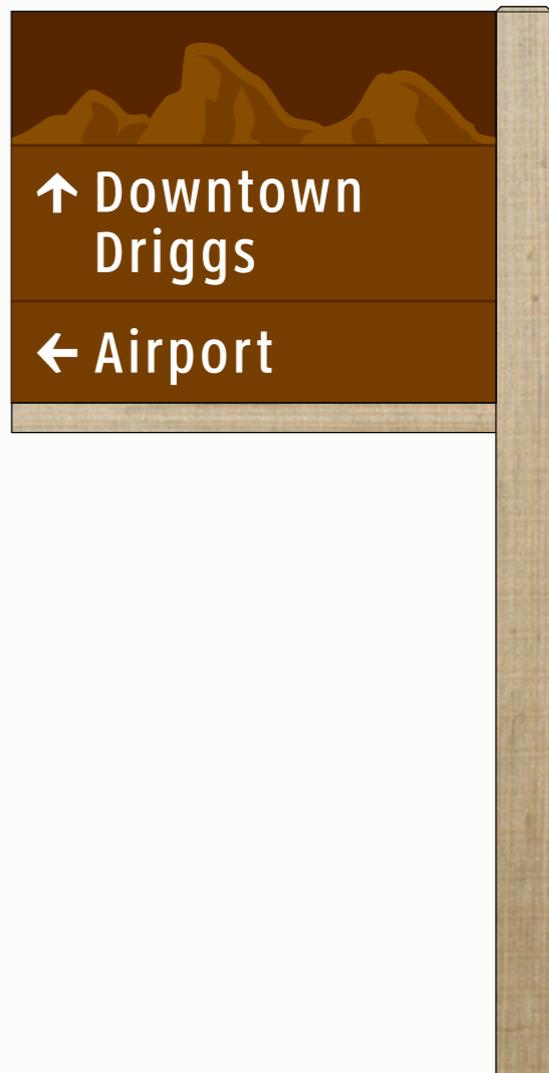
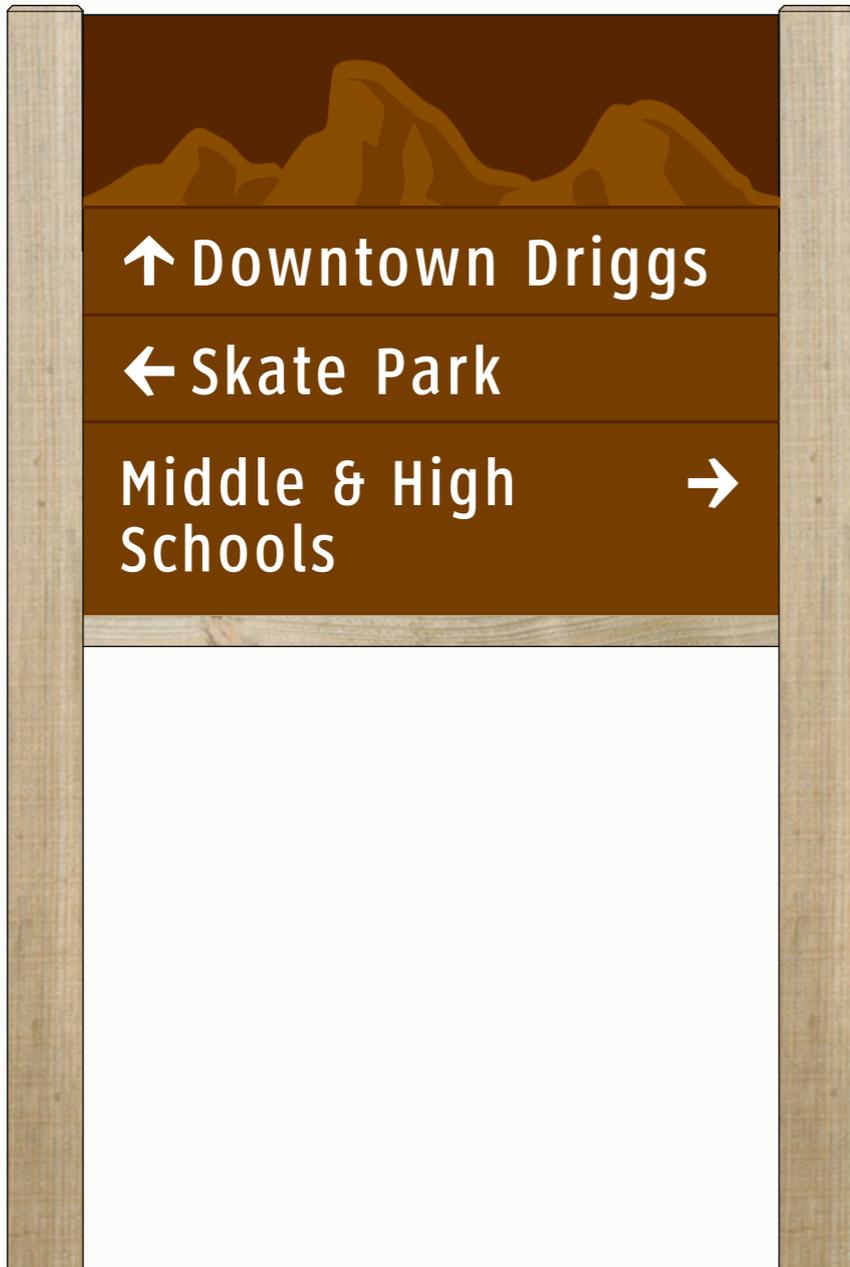


- Use of international symbols as an information band or within the message.

- |   |   |                            |   |  |                    |
|---|---|----------------------------|---|--|--------------------|
|    |    | Library                    |    |    | Hospital           |
|    |    | Skate Park                 |    |    | Information        |
|    |    | Shopping                   |    |    | Lodging            |
|    |    | Airport                    |    |    | Parking            |
|   |   | Bicycle Trail              |   |   | Post Office        |
|  |  | Bus / Shuttle Stop         |  |  | Restrooms          |
|  |  | Skiing / Winter Activities |  |  | Trailhead          |
|  |  | Food Service               |  |  | Picnic / Park Area |
|  |  | Golfing                    |   |  |                    |



# Proposed Sign System Structures / Supports & Panel Configurations



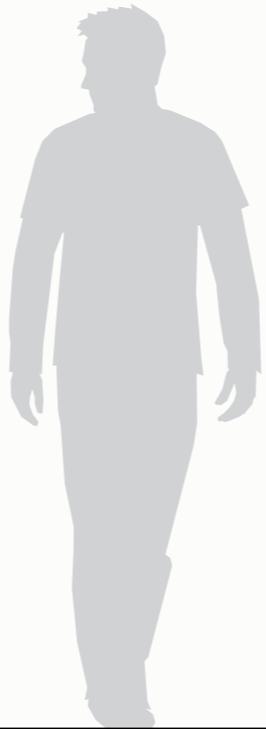
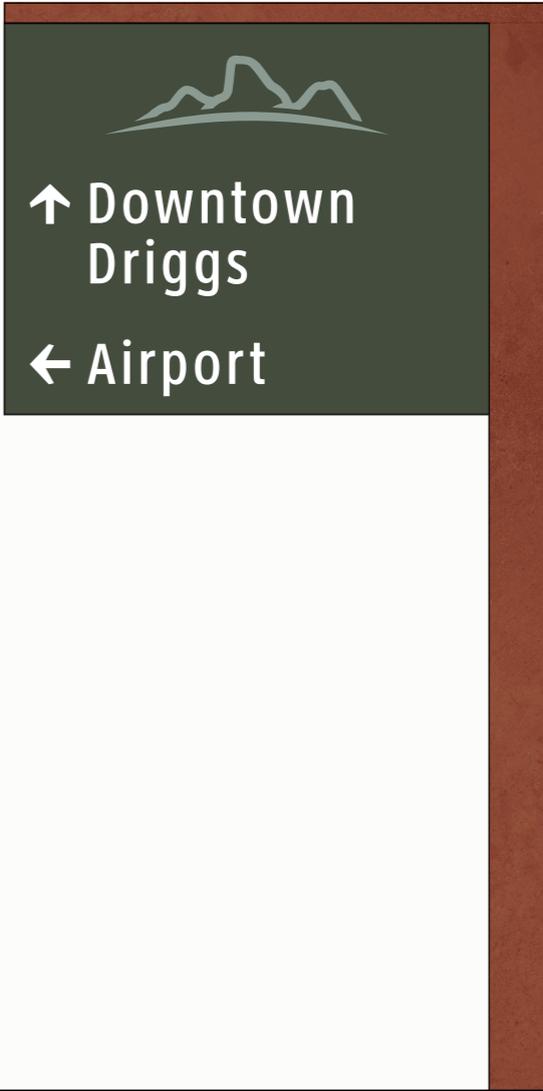
OPTION A



OPTION B



OPTION C



OPTION D



OPTION E



Signs use adaptable graphics to represent different municipalities and counties

# Kiosk Design Options

- A kiosk is planned for the plaza in front of City Hall and Geotourism Center but as a prototype could be used elsewhere.
- All options could be adapted for 2 or 4 sided use with content to include local and regional map, possible Geotourism/Byway information or interpretation, a changeable business directory (that will need management/ updating), and announcements of current events.
- Designs all have contextual, derivative references in design and materials.



OPTION A



OPTION B



OPTION C

# Pathway Signs System

- Pathway signs based on MUTCD/Federal bicycle sign standards.
- Adaptable with Teton Pathways or Driggs/County graphic imagery and color.
- Trailheads and pathway access areas might/should have identification signs that relate to the overall system; small kiosks with maps and information also recommended.
- Incorporate symbol system at Pathway entries.

  
CITY OF  
**DRIGGS**

↑ Downtown

↑ Elementary Schools

← Middle /  
High Schools

  
→  
1.5

  
→  
1.5

  
  
  
→

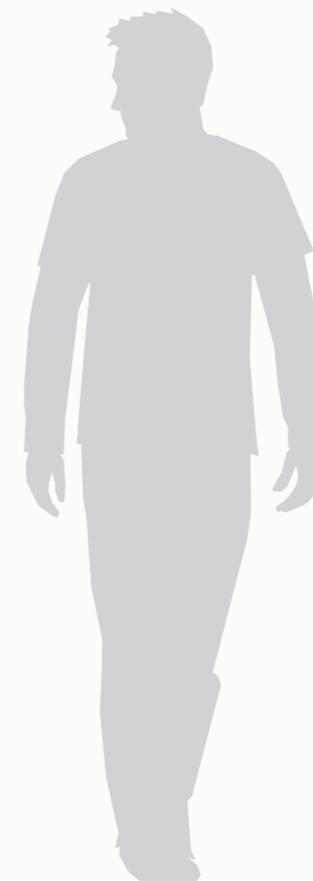
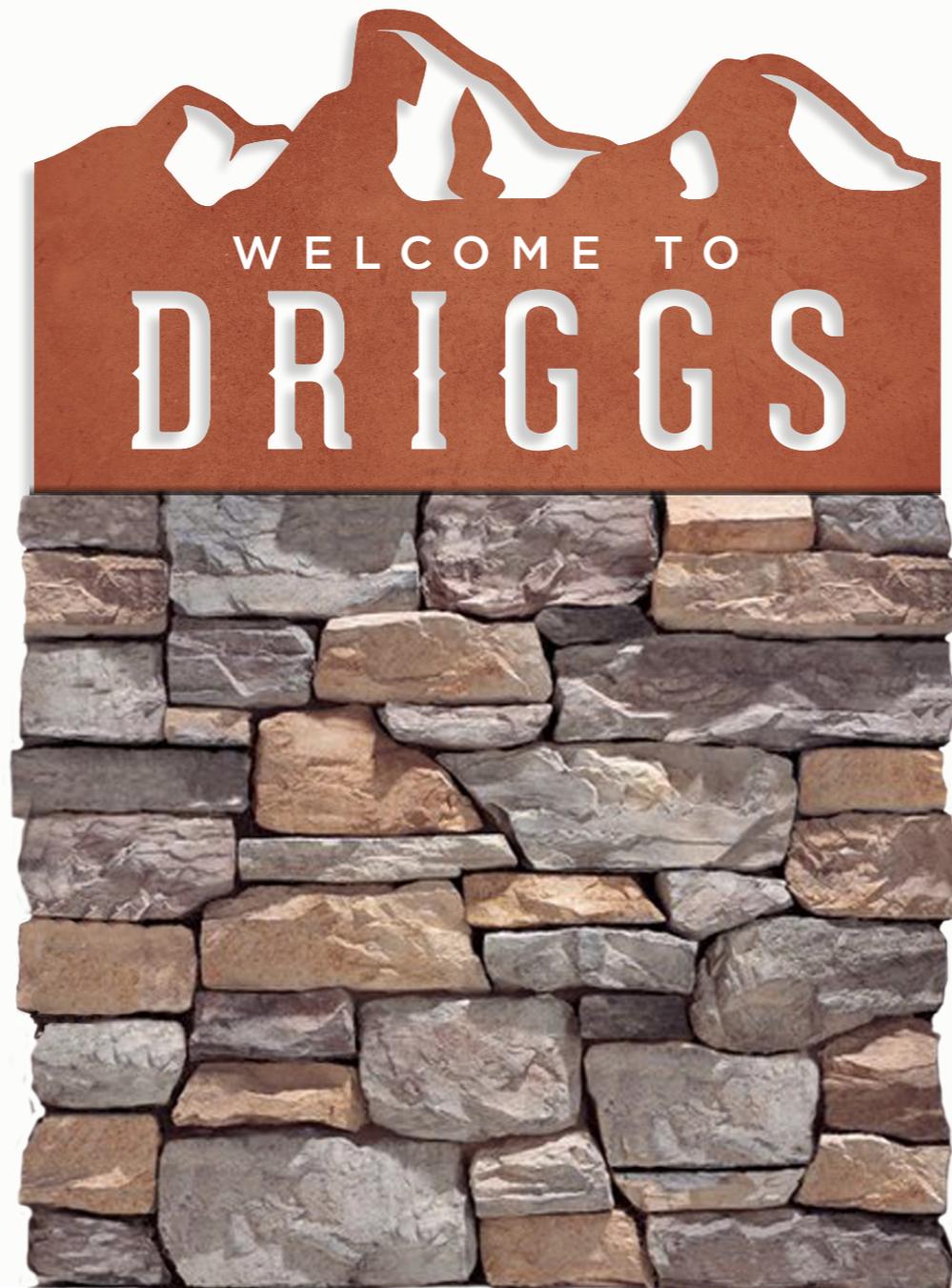
**Teton  
Pathways**  
  
  
→

  
  
  
→

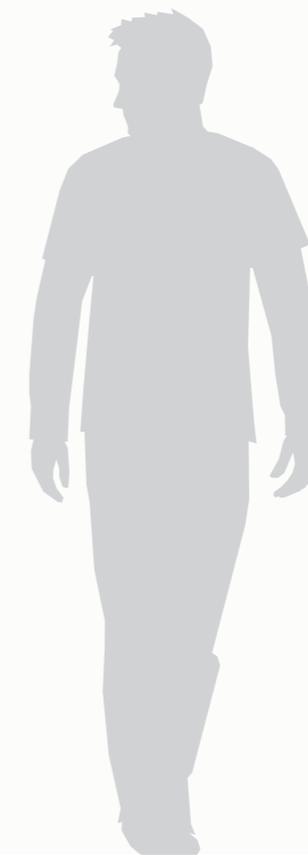
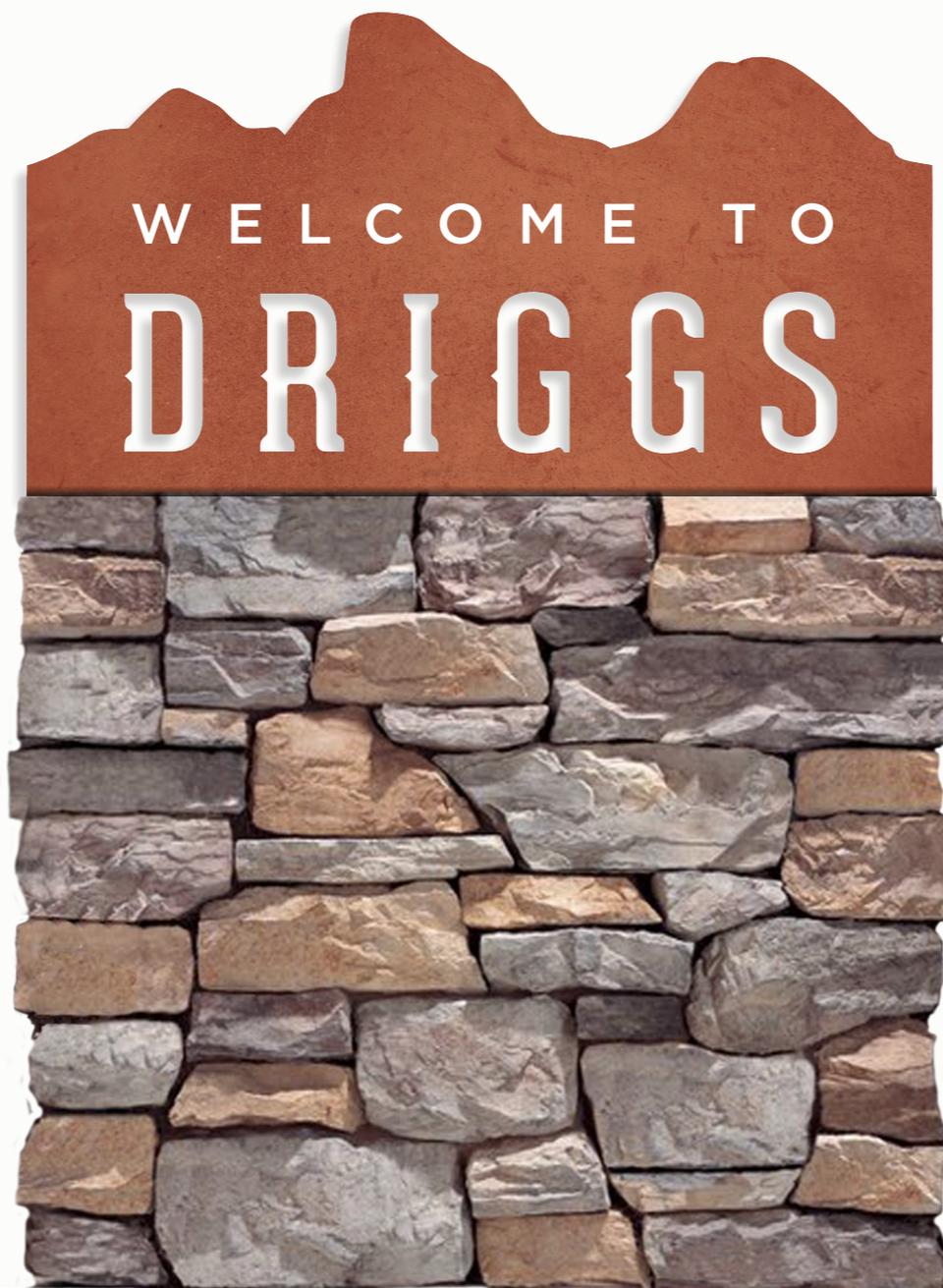
  
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# Alternative Gateway Design

- Alternative Gateway design derived for Ski Hill Road Location
- Uses same materials and approach for image as current gateway signs.
- Slightly smaller in scale to facilitate placement in the landscape.
- Driggs lettering to be lit or backlit.



OPTION A : Mountain with details



OPTION B : Mountain silhouette

# *Thank You*

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## And the City of Driggs

With funding from Western Greater Yellowstone Consortium and  
Driggs Urban Renewal Agency.