

ART 442  
Integrated Design Strategies

**SANDY  
RIDGE  
RESERVATION**



LORAIN COUNTY  
METRO PARKS

# SANDY RIDGE RESERVATION

# ENVIRONMENTAL GRAPHIC DESIGN SYSTEM

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# OVERVIEW

## Sandy Ridge Reservation

The Sandy Ridge Reservation is a wetland and wildlife preserve serves as a nature park for Lorain County. Equipped with a visitors center, the Johnson Wetland Center is a popular venue for parties and meetings. A popular area for guests is the porch off of the center that overlooks the aquatic life in a pond and a garden. The reservation also attracts guests for working out on the hiking trails as well as bird watching.

## Physical EDG

With minimal effort in creating a cohesive brand style, Sandy Ridge aims to let the visitors focus on nature and its pure, unaltered beauty. However, the design or lack thereof in place currently could be altered to further enhance the visitor's experience without taking away from nature. By changing signage to be more consistent and appealing as well as implementing design to areas that are not exciting to the user (like trash and recycling receptacles), the experience of going to Sandy Ridge will be more enjoyable.

## Current Design System

Most of the successful design elements are located by and inside the center. However, the signage throughout the walking trails are very attractive, nor are they consistent with the design elements at the center. It engages in place making with signage throughout the hiking trail, but there is very little of it and what is there is not consistent. Though many visitors use the reservation purely for exercise purposes, there are no markings for miles ran or what section of the map they are in (aside from a sign of the entire trail's map at the beginning and end of the trail. I also did not see many of these signs, but there are a few signs with imagery of the animals found in the reservation. I believe there are two of these signs throughout the entire reservation. While these two signs do have enjoyable illustrations and helpful information, the reservation has more information to be shared as they often host educational days for children in the community.

## New Concept

Sandy Ridge Reservation has been an attraction for athletes and nature lovers alike since 1999. The design of the park has not changed outside of adding a new playground. However, the worker that I spoke to explained that there has been a consistent stream of visitors regardless of the lack of updating. This is because the experience of coming to this park is meant to engage with nature. The priority of the workers at the park are the maintenance of the park and protection of wildlife. Understanding what the priorities of the user is, I decided to incorporate the successful illustrations into signage and create secondary deliverables that capture the favorite parts of the park in post cards and stickers. These not only allow the user to take home a piece of one of the favorite parts of the park, providing an engaging activity of writing and mailing a letter, but they are also a means to advertise the reservation. The same logic applies to the stickers, which are a widely popular souvenir.

## Strengthen the System

By focusing on enhancing signage, extending successful visual elements with illustrations, and informational signage, what once was the user walking through the wetlands becomes the user walking through Sandy Ridge. The experience will be much more detailed and immersive by adjusting the style of current attractions.

## Logo

I redesigned the current logo with an updated color palette and font. To stay consistent with other graphic elements within the design system, I modified the graphic of the ducks, plants, and arrowhead shape to be more illustrative and smooth.



## Typography

I chose Monarcha as my primary font as it resembled Sandy Ridge Reservation's current font, but in a more elegant style. The name also relates to butterflies that are seen in the reservation. The decorative font is a handwritten-style type to reflect the activities that the reservation holds for children who visit.

### Primary Font

**MONARCHA BOLD**  
 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  
 0 1 2 3 4 5 6 7 8 9 ? ! % & ? ()

Monarcha  
 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  
 0 1 2 3 4 5 6 7 8 9 ? ! % & ? ()

*Monarcha Italic*  
 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  
 0 1 2 3 4 5 6 7 8 9 ? ! % & ? ()

### Secondary Font

**SOURCE HANS SANS K LIGHT**  
 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  
 0 1 2 3 4 5 6 7 8 9 ? ! % & ? ()

**SOURCE HANS SANS K MEDIUM**  
 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  
 0 1 2 3 4 5 6 7 8 9 ? ! % & ? ()

**SOURCE HANS SANS K HEAVY**  
 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  
 0 1 2 3 4 5 6 7 8 9 ? ! % & ? ()

### Decorative Font

*Syrup*  
 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  
 0 1 2 3 4 5 6 7 8 9 ? ! % & ? ()

## Colors

My color palette is based on colors found in the flowers and foliage within the park. After photographing the park, I decided my primary colors would be a yellow for the abundance of yellow flowers, green

### Primary Colors



### Accent Colors



## Graphical Elements

Illustrations of wildlife found at the reservation is the main graphic element. With the most successful signage and graphic design being informational signs with illustrations with visitors stopping to read the names and search for the plants and animals, extending this to other areas of the park and in souvenirs enhances the experience of their visit.

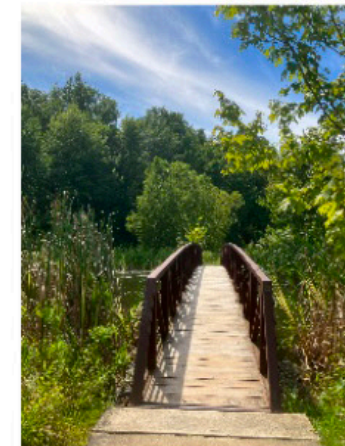
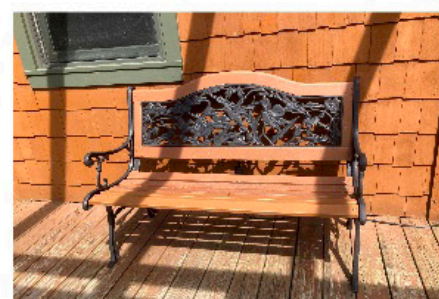
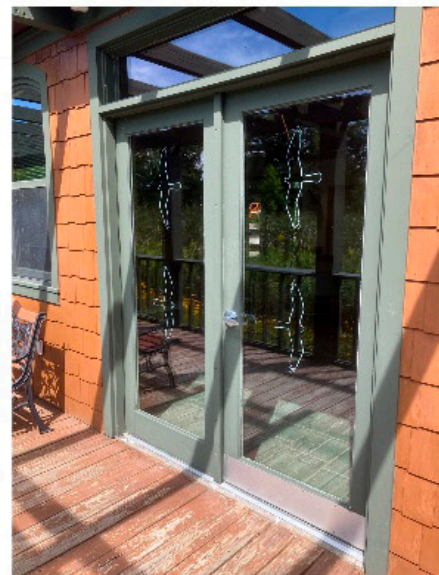
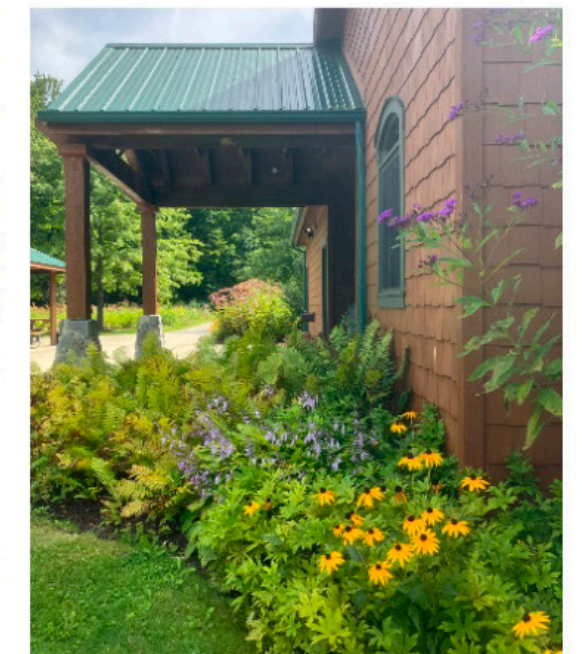
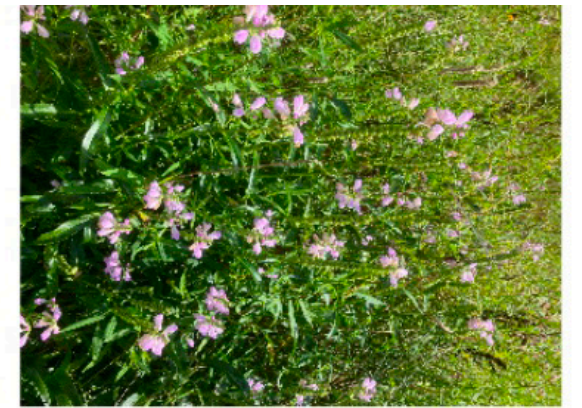
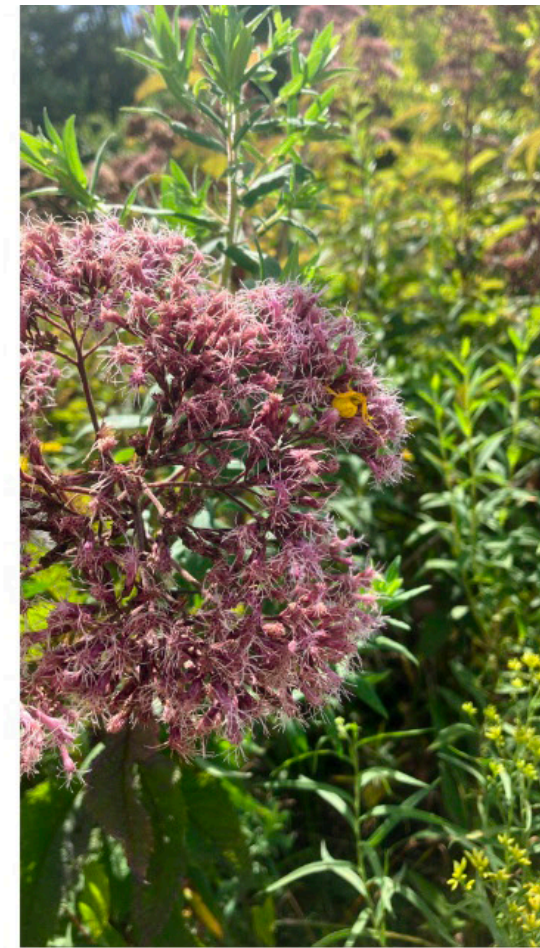




# PRIMARY RESEARCH THROUGH PHOTOS



This is the most visited sign in the park. Staff says people look at this more than the maps. This is the inspiration for my new signage.





# CHANGES IN IDEA DEVELOPMENT

## Revisioning

My initial idea for signage was to simply rework what was already in place. A major concern was cohesiveness, so I began distributing the illustrations and elements exactly as they were before. I realized after peer and professor critique that this is only meant to be inspiration and reevaluated what would truly enhance the park and decided to change my signage to informational illustrations. My post cards and stickers were less developed and smaller in quantity, so I changed them to a series. This reevaluation made me focus on enhancing the experience based off of the needs and wants of the visitor.

## Research & Sketches



## Mockups

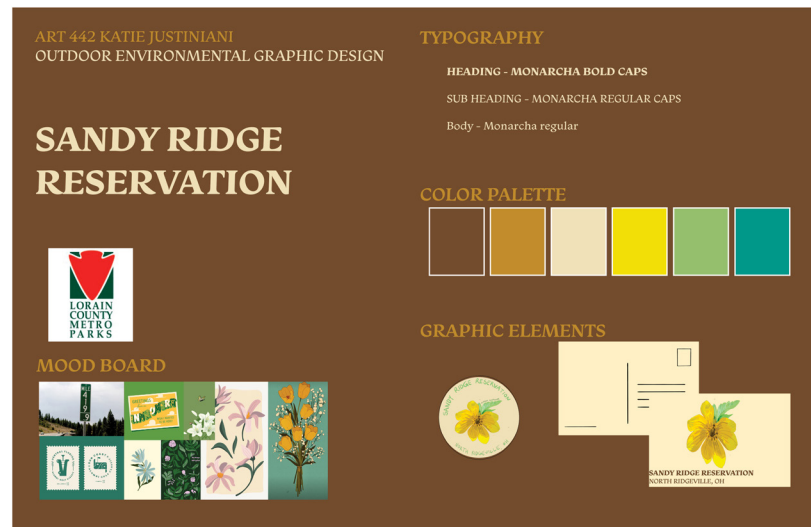
MAP SIGN REDESIGN



SANDY RIDGE RESERVATION PLAYGROUND SIGNS



## Previous Idea Development



## Previous Idea Development



ART 442 KATIE JUSTINIANI  
OUTDOOR ENVIRONMENTAL GRAPHIC DESIGN  
MAIN EDG



# POST CARD DEVELOPMENT

## First Drafts



## Finalized Designs





# FINAL POST CARD MOCKUPS



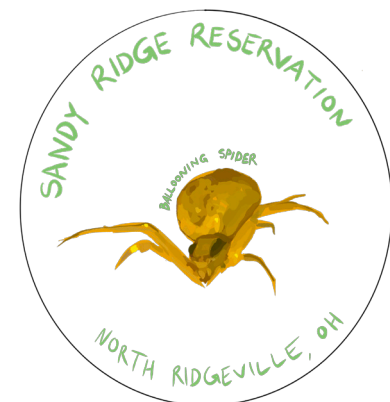


# STICKER DEVELOPMENT

## First Drafts



SANDY RIDGE RESERVATION  
STICKER SERIES



## Final Designs





# FINAL STICKER MOCKUP





# FINAL INFORMATIONAL SIGN DESIGN

## BLUE JAY

*Cyanocitta Cristata*

This common, large songbird is familiar to many people, with its perky crest; blue, white, and black plumage; and noisy calls. Blue Jays are known for their intelligence and complex social systems with tight family bonds. Their fondness for acorns is credited with helping spread oak trees after the last glacial period.



Green Herons are common breeders in coastal and inland wetlands. They nest along swamps, marshes, lakes, ponds, impoundments, and other wet habitats with trees and shrubs to provide secluded nest sites. They may even nest in dry woods and orchards as long as there is water nearby for foraging. Green Herons spend the winter in southern coastal areas of their range, and in marine and freshwater habitat throughout Mexico and Central America.

## GREEN HERON *Butorides Virescens*



## DOUBLE-CRESTED CORMORANT

*Nannopterum Auritum*

Double-crested Cormorants are large waterbirds with small heads on long, kinked necks. They have thin, strongly hooked bills, roughly the length of the head. Their heavy bodies sit low in the water. Double-crested Cormorants float low on the surface of water and dive to catch small fish. After fishing, they stand on docks, rocks, and tree limbs with wings spread open to dry. In flight, they often travel in V-shaped flocks that shift and reform as the birds alternate bursts of choppy flapping with short glides.



# FINAL INFORMATIONAL SIGN MOCKUPS

