



**PROJECT  
FOR  
THE CITY OF MANTECA**



# WAYFINDING DESIGNS





#1



#2



#3



#4



#5

# Variations Fonts Styles

*Welcome to City of Manteca*

*Pristina*

*Welcome to City of Manteca*

*Monotype Corsiva*

WELCOME TO CITY OF MANTECA

ORATOR STD

WELCOME to City of Manteca

Bernhard Modern Std

WELCOME to City of Manteca

Bernhard Modern Std

**Welcome to City of Manteca**

**Franklin Gothic Demi**

WELCOME TO CITY OF MANTECA

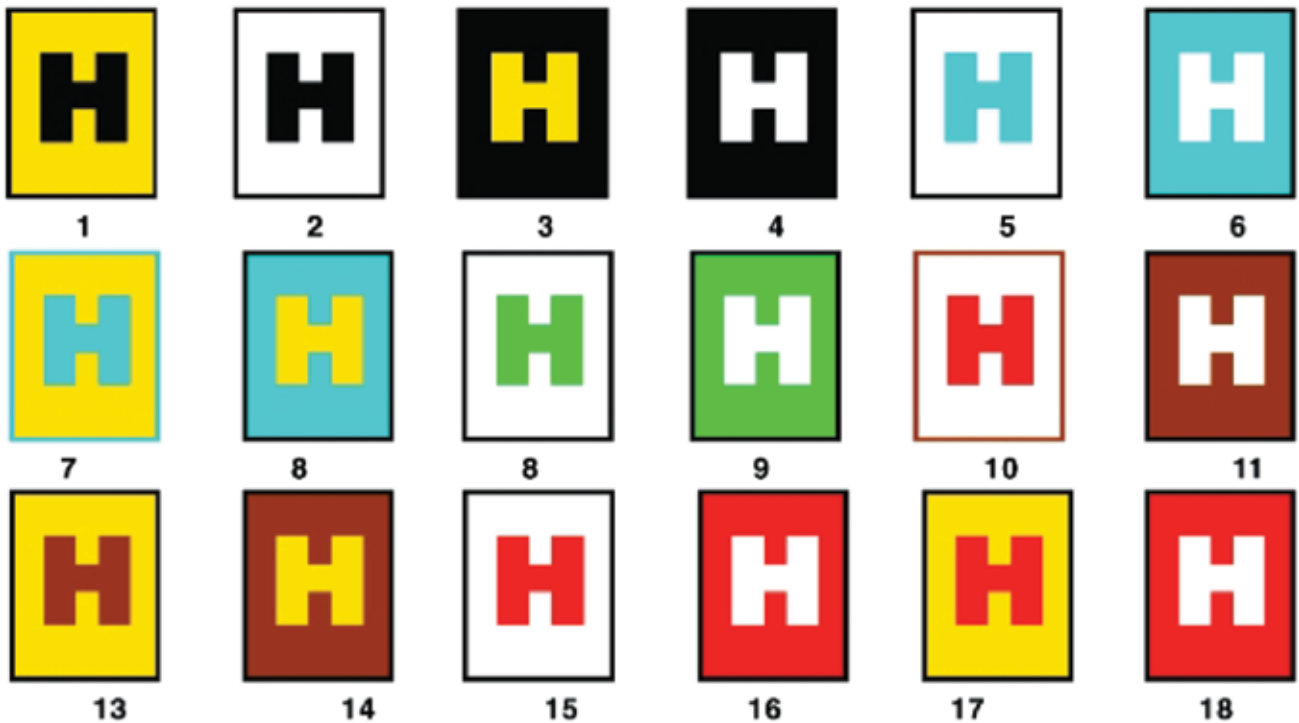
ROSEWOOD STD

WELCOME TO CITY OF MANTECA

Palatino Linotype

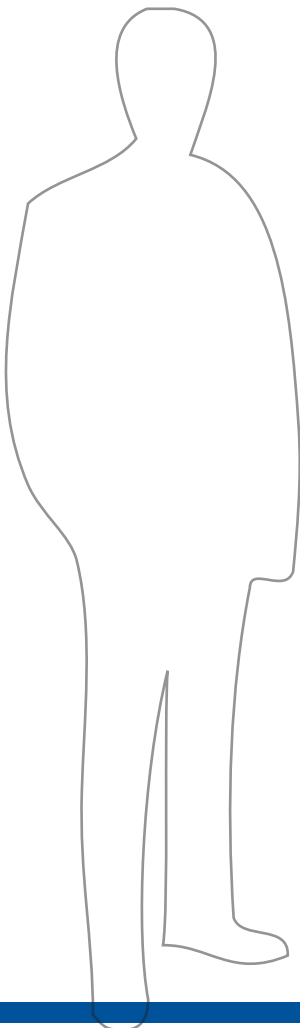
# Color Contrast is Vital

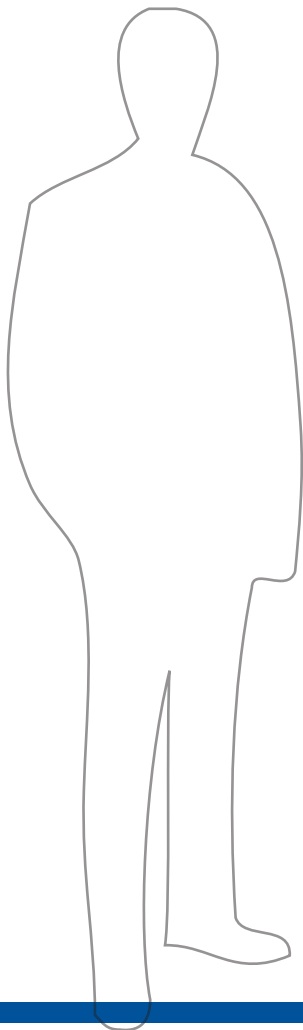
The Chart below illustrates the need for contrast in hue and value. Eighteen color combinations were tested for visibility by the Outdoor Advertising Association of America. Visibility is ranked in the sequence shown with "1" being the most visible and "18" the least.





# WAYFINDING REVISION







**Main Street**



**Downtown**



**City Hall**



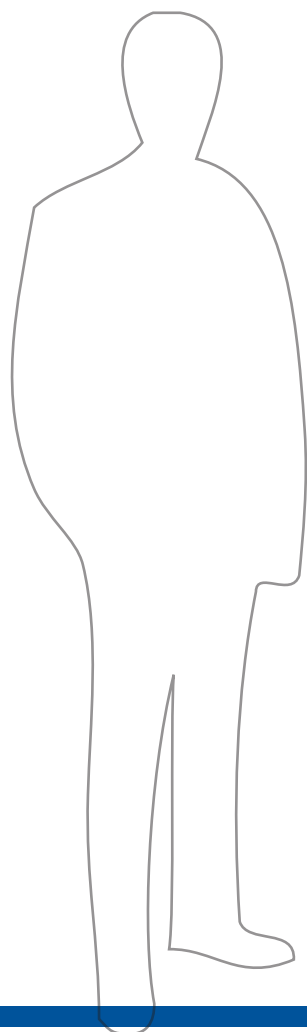
**Art Center**

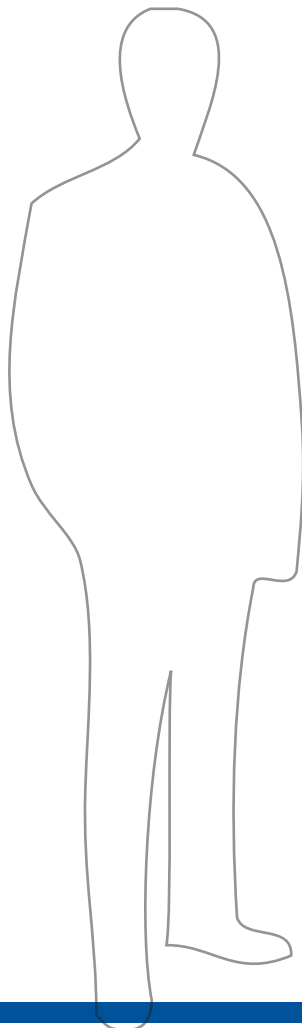


**Business Distric**



**Sport Venues**





**M  
A  
N  
T  
E  
C  
A**

**Downtown**



**City Hall**



**Art Center**



**Main Street**



**Sport Venues**

