



ARTEFACT DESIGN

POB 102
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WATERFRONT PARK, SAN DIEGO, CA

PARKING GARAGE SIGNAGE PROGRAM

The underground parking lot in the newly designed Waterfront Park was in need of a new identity and wayfinding. The facility received a comprehensive vehicular and pedestrian signage program. A wave graphic representing movement and flow was introduced as the branding element along with a bright, energetic color palette.

The Artefact team provided planning, design, and fabrication/installation coordination. Fabrication and installation by Glanz Signs, Inc. Installed 2015.

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