We’re not in Kansas Anymore!
Signage and Storytelling in Kansas’ State Parks

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SIGNAGE: signs collectively
1. Preliminary Evaluation
   1. Define the project scope
   2. Prepare and present proposal

2. Planning
   1. Assess local code and ADA requirements
   2. Create visitor and staff profiles
   3. Prepare location plan
   4. Study facility layout
   5. Analyze circulation patterns
   6. Develop initial sign types and schedule

3. System Selection
   1. Identify key design elements
   2. Develop design/product options
   3. Make system recommendations
   4. Prepare budget estimates

4. Documentation
   1. Finalize message schedule, location plans, drawings
   2. Prepare final budget
   3. Compile Design Build manual
   4. Present a summary of findings, recommendations and timelines

5. Implementation
   1. Secure implementation approval
   2. Fabricate signage
   3. Installation
   4. Explore maintenance and reorder service solutions with client
PROCESS

MATERIALS & FABRICATION
TECHNOLOGY & DIGITAL SOLUTIONS
USER INSIGHT
CREATIVE & UNIVERSAL DESIGN
STRATEGY
BRANDING
STORYTELLING
SIGN SYSTEM DEVELOPMENT
STRATEGY
Creation of a Park Identity

Fall River State Park

Fall River State Park

Fall River State Park is located between the Green River and the Green River State Park in a scenic area of Kansas. The park is open year-round and offers a variety of activities for visitors of all ages and abilities. Visitors can enjoy hiking, fishing, camping, and more. The park also has a nature center where visitors can learn about the local wildlife and environment.

State Park Legend

- Parking Area
- Restrooms
- Picnic Area
- Campground
- Trails
- Interpretive Center
- State Park Store
- Historical Site
- State Park Map
- State Park Guide
- State Park Journal
- State Park News
- State Park Calendar
- State Park Facebook
- State Park Twitter
- State Park Instagram
- State Park Youtube
- State Park Reddit
- State Park Pinterest
- State Park LinkedIn
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Geographic location, context, and materiality were taken into consideration for each sign type utilized.

Creation of a Park Identity

Site tours, research, interviews, geographical mapping, historical studies, site context, current park programming, amenities, and park use were all analyzed for developing iconic imagery for the park.
Creation of a Park Identity
BRANDING & STORYTELLING

white throat and line above the eye

heavily patterned underneath with black, white and brown

stubby tail
Park Identity and Graphic Storytelling
Design Guidelines
Story telling & Signage
**Creative & Universal Design**

- **Visibility**
  Examines the readability level of the signs

- **Consistency**
  Examines the consistency of the signage system (crucial to branding)

- **Clarity**
  Examines the clarity of information and way-finding

- **Personality**
  Examines the character and image the signs are portraying (improves storytelling experience)

- **Practicality**
  Examines the implementation costs and maintenance
MATERIALS & FABRICATION
Story telling & Signage

ALUMINUM SIGN PANEL, COLOR 1, SEE SPECS
ALUMINUM SIGN FRAME BEYOND COLOR 2, SEE SPECS

(C) 3" O.D. STD. PIPE WITH CAPS. PIPE SUPPORTS EMBED/EPoxy MIN. 12" INTO FOUNDATION. PROVIDE NEOPRENE, OR ALTERNATE MATERIAL TO PREVENT GALVANIC ACTION, TYP.

CAST IN PLACE FOOTING, TYP. TOP OF FOOTING TO BE FLUSH WITH EXISTING GRADE.

FINISH GRADE VARIES, MATCH EXISTING.

TOPSOIL
(3)#5 TOP & BOTTOM W/#4 STIRRUPS AT 24" O.C.

UNDISTURBED SOIL
Signage Nomenclature

Park signage and wayfinding was developed based on geographical resources, previous signage character, and history. The proposed sign elements include classic materials with modern branding, regional context elements, and unifying features specific to the Kansas State Parks.

- Unique Park Identity Logo
- Consistent Kansas State Park Signage
- Geographic Region Identification Panel
- Regional Stone element
- Limestone Base

Regional stone element with post rock, stacked limestone, ashlar sandstone, and ashlar limestone

Regional identification panel showcasing site topography and geographic characteristic
The Kansas State Park Design Guidelines create a roadmap to interpretation of the state’s environmental and cultural icons specific to each park and site. The guidelines give design parameters, materials, dimensions, and site-specific recommendations based on site inventory and best practices for resource management and implementation.
Creation of a Signage Nomenclature
Signage Nomenclature
The Grand Entry: Intended for parks with large entry sequence areas, this sign utilizes limestone outcroppings and railings to create an integrated entrance portal.

The Entrance Portal: This utilizes the same entrance portal concept but sets the standard for areas with less space, while still designating the arrival at one of Kansas’ State Parks.
Signage Nomenclature: Park Entry Experience

Class A Monument Sign Horizontal

Class A Monument Sign Vertical

Class B Monument Sign

Class C Monument Sign

Class C Monument Sign Narrow Entrance Location
**Signage Nomenclature: Internal Park Signage**

During the development of the signage nomenclature and branding, it became evident that there was a need to create templates for various park structures that define design elements common to all, yet allow for variations within different geological regions, scale, and varying site conditions.
Twenty-eight separate identities were created to celebrate the unique landscape of each park. Each identity features a custom illustration and typography which will be used on merchandise, signage, and print collateral. The addition of location-based branding provides a cohesive visual experience for all visitors as they enter a Kansas state park.
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