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# Thrive

Process Book

LISA FISCHER

[lisasuefischer@gmail.com](mailto:lisasuefischer@gmail.com)

[lisasuefischer.com](http://lisasuefischer.com)

908.723.4511

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## Sources

Research

# > Overview

Research (on the City of Charlotte and the benefit of urban parks), brand development and concept generation.

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# Overview

## OBJECTIVE

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Through independent research and studio work, develop a complex design system and visual narrative to create unique and unified outcomes across multiple media formats.

## GOALS

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1. Analyze and comprehend the needs and services of a specific design opportunity and design a compelling, media-appropriate design outcome.
2. Extend visual communications across media to communicate to multiple audiences.

## OUTCOME

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1. Demonstrate an understanding of research's value in developing both form and content.
2. Identify appropriate media applications to multiple design opportunities.
3. Generate a cohesive body of work that employs both print and screen based media with visual and communicative unity and continuity.
4. Develop a substantial body of visual investigation that represents a thorough exploration of the chosen subject matter.
5. Articulate justification for media choices.

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## Discovery

Objective + Goals + Outcome

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# Overview

THRIVE

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t

# Triple Bottom Line

PROFIT PEOPLE PLANET



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ensuring a sustainable park design

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**PROFIT**

Guaranteed economic success for the City of Charlotte: parks in urban spaces increase property value and help retain current businesses and residents.



**PEOPLE**

A place for urban young professionals to escape stress and improve mental and physical wellbeing while building a sense of community.



**PLANET**

The sustainable solution to Charlotte's current ranking as the #1 city in the U.S. for the least access to green space.

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## Discovery

# Overview

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Here are seven cities with especially poor city park access, according to TPL. In each case, over 60 percent of residents do not have walkable access to a city park:

- › Charlotte
- › Jacksonville
- › Louisville
- › San Antonio
- › Indianapolis
- › Fresno
- › Nashville

## CITY PARK ACCESS

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t

## Discovery

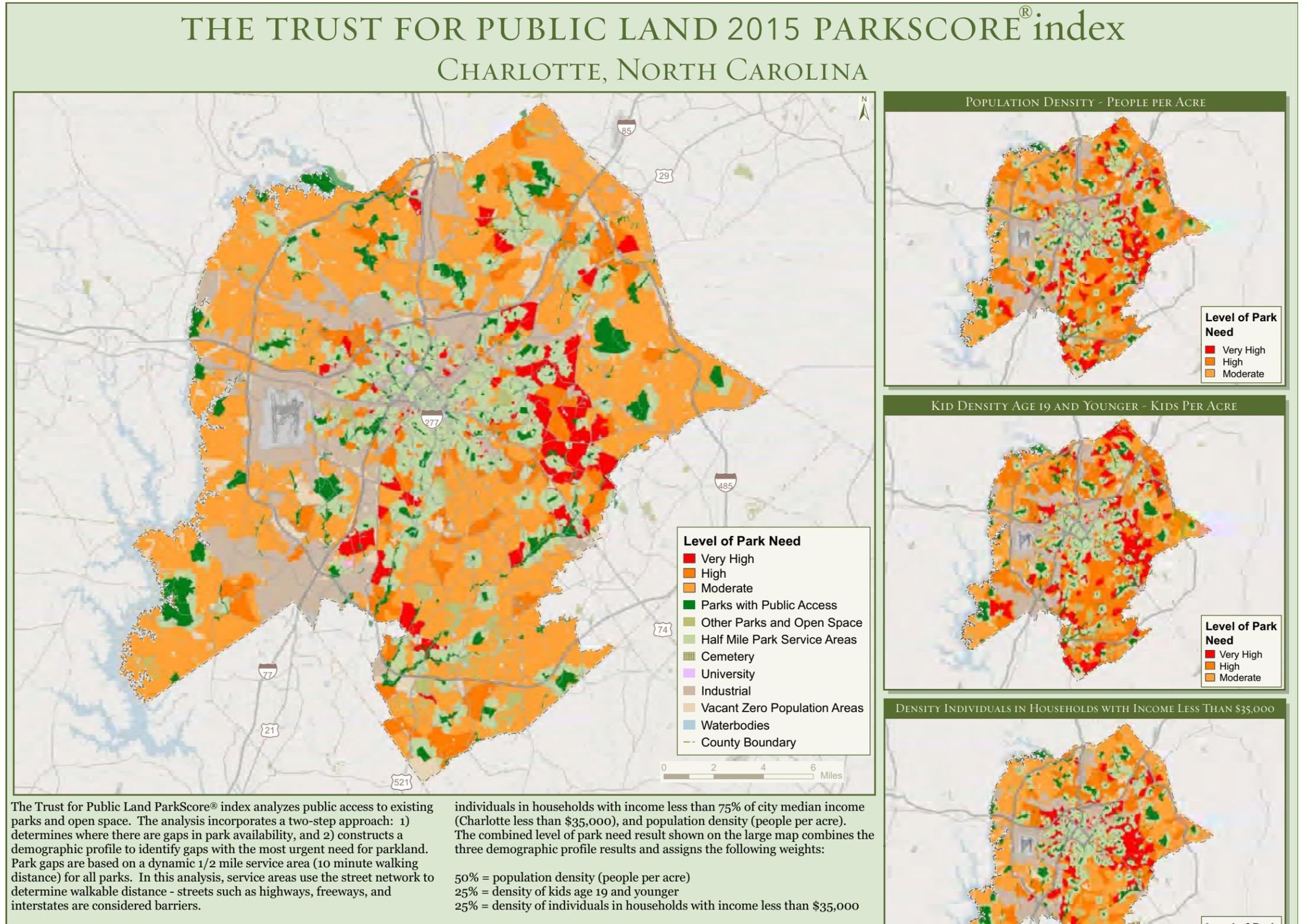
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# Overview



## NEED FOR GREEN SPACE

As I continued researching, I realized just how much the city needed more green space. The image above shows the City of New York (a city with a decent amount of park space) as a comparison to Charlotte (a city with a high need for more parks).



## Discovery

# Overview

## CHARLOTTE POPULATION

Once I established Charlotte as the location, I began researching facts about population and demographics in the city. Sure enough, I came across research that identifies Charlotte as a booming city - particularly among young professionals. This research guided my decision to make the target audience young professionals.

## Discovery

Data Collection | Charlotte, NC Expanding

NEWS

# More proof that Charlotte is a boomtown

Mar 5, 2015, 2:12pm EST

INDUSTRIES & TAGS [Demographics](#), [Economic Snapshot](#)

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**Jen Wilson**

Associate  
Editor/Online  
*Charlotte Business  
Journal*



As if Charlotte needed confirmation that people are moving to the area in droves, a new report from the **U.S. Census Bureau** shows the city is among the fastest-growing in the nation in its size category.

The Queen City ranks No. 2 among the country's 25 largest cities for population growth between 2010 and 2013, topped only by Austin, Texas. Charlotte experienced an influx of more than 61,000 people in that three-year period, representing population growth of 8.4 percent.

**BIZSPACE SPOTLIGHT**

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# Overview

It's also easy to argue for the economic benefits of adding greenery. In the United States, "city parks increase the value of nearby residential properties by an average of 5 percent; excellent parks can provide a 15 percent increase."

## ECONOMIC BENEFIT

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After establishing a location and audience, I began researching other benefits of city parks to make sure my design opportunity had as much value as I had hoped. This piece of research proved to me that I could not only make a design solution that would help people and the environment, but also, could create economic benefits. Once I realized that I could benefit the economy, people, and environment too, I knew that I had a design opportunity that could be rooted in the idea of the triple bottom line.

## Discovery

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# Overview

## MISSION + VISION

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### Mission

To provide a safe, fun, peaceful, and sustainable park space to young professionals in the City of Charlotte that can improve their wellbeing along with benefiting the City of Charlotte economy and the environment.

### Vision

To better the planet, economy, and people of Charlotte, NC through the establishment of more green space in the city.

## VALUES

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Thrive values the importance of the triple bottom line: people, planet, profits and is committed to creating a park experience that benefits everyone.

## FACILITIES

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Facilities include jogging trail, bike path, fields for intramural sports teams and community events.

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## Discovery

# Overview



## STEPHANIE ROBERTS

*/ Sales Marketing Representative*

### Demographic

Female, 28, Charlotte, middle class, single, bachelor's degree, annual income: \$55,000

### Psychographic

- / values friends + family + health
- / food preferences: healthy, trendy, brunching, baking.
- / reads NYTimes, Refinery29, Vogue
- / wears Madewell, JCrew, Michael Kors
- / tech preferences: iPhone, Macbook, Fitbit
- / likes the beach, concerts, festivals, jogging, going out at night, cooking, movies, yoga

## ANDREW LAWRENCE

*/ Financial Analyst*

### Demographic

Male, 30, Charlotte, upper middle class, dating, master's degree, annual income: \$80,000

### Psychographic

- / values hard work, financial security, + family
- / food preferences: eating out, trendy restaurants, breweries, bars,
- / reads WSJ, NYTimes, Bloomberg, Deadspin
- / wears Ralph Lauren, JCrew, Rayban
- / tech preferences: iPhone, Macbook, Apple TV
- / likes Netflix, sports, Football. concerts, going out, outdoor activities

## MICHELLE BRODY

*/ Senior Account Manager*

### Demographic

Female, 25, Charlotte, middle class, dating, bachelor's degree, annual income: \$65,000

### Psychographic

- / values friends + family
- / food preferences: healthy, trendy food places, sushi, brunching, cooking
- / reads Refinery29, Glamour, HuffingtonPost
- / wears TopShop, Jcrew, H&M, Kate Spade
- / tech preferences: iPhone, Macbook, Apple TV
- / likes music, movies, Netflix, spinning, art

## DAVID SCOTTS

*/ Technology Consultant*

### Demographic

Female, 33, Charlotte, middle class, single, bachelor's degree, annual income: \$60,000

### Psychographic

- / values friends + family + education
- / food preferences: healthy, organic foods, wine tastings, bars
- / reads NYTimes, FastCompany, Wired, Mashable
- / wears Rayban, Nike
- / tech preferences: iPhone, Macbook, Apple TV
- / likes music, film, concerts, guitar, biking, outdoor + water sports

## Discovery

Audience

# Overview

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## PARK

---

Environment  
Unwind  
**Sustainability**  
Mental Health  
Physical Health  
**Vitality**  
Jog  
Bike  
Relax  
Greenery  
Nature  
**Community**  
Outdoors  
Motivation  
Yoga  
**Escape**  
Breathe  
Meditate  
**Well-Being**  
Strength  
**Active**  
Comfort  
Reflection

## YUPPIES

---

Organized  
Determined  
Educated  
Young Adult  
**Healthy**  
Self-sufficient  
Active  
**Trendy**  
Cultured  
Hip  
Fashionable  
Poised  
Networkers  
Excited  
Busy  
Accomplished  
Pride  
Goal-Oriented  
**Successful**  
Motivated  
Fast-Paced  
**Intelligent**  
Preppy

## CHARLOTTE

---

**Expanding**  
Urban  
Finance  
Basketball  
NASCAR  
Cityscape  
South  
Humid  
Subtropical  
Arts  
Democratic  
Desirable  
Growth  
Farmers Market  
Hip  
Young  
Colorful

## KEY WORDS

---

**Sustainability**  
**Intelligent**  
**Vitality**  
**Successful**  
**Community**  
**Escape**  
**Well-Being**  
**Active**  
**Healthy**  
**Trendy**  
**Expanding**

## Design

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Attribute List



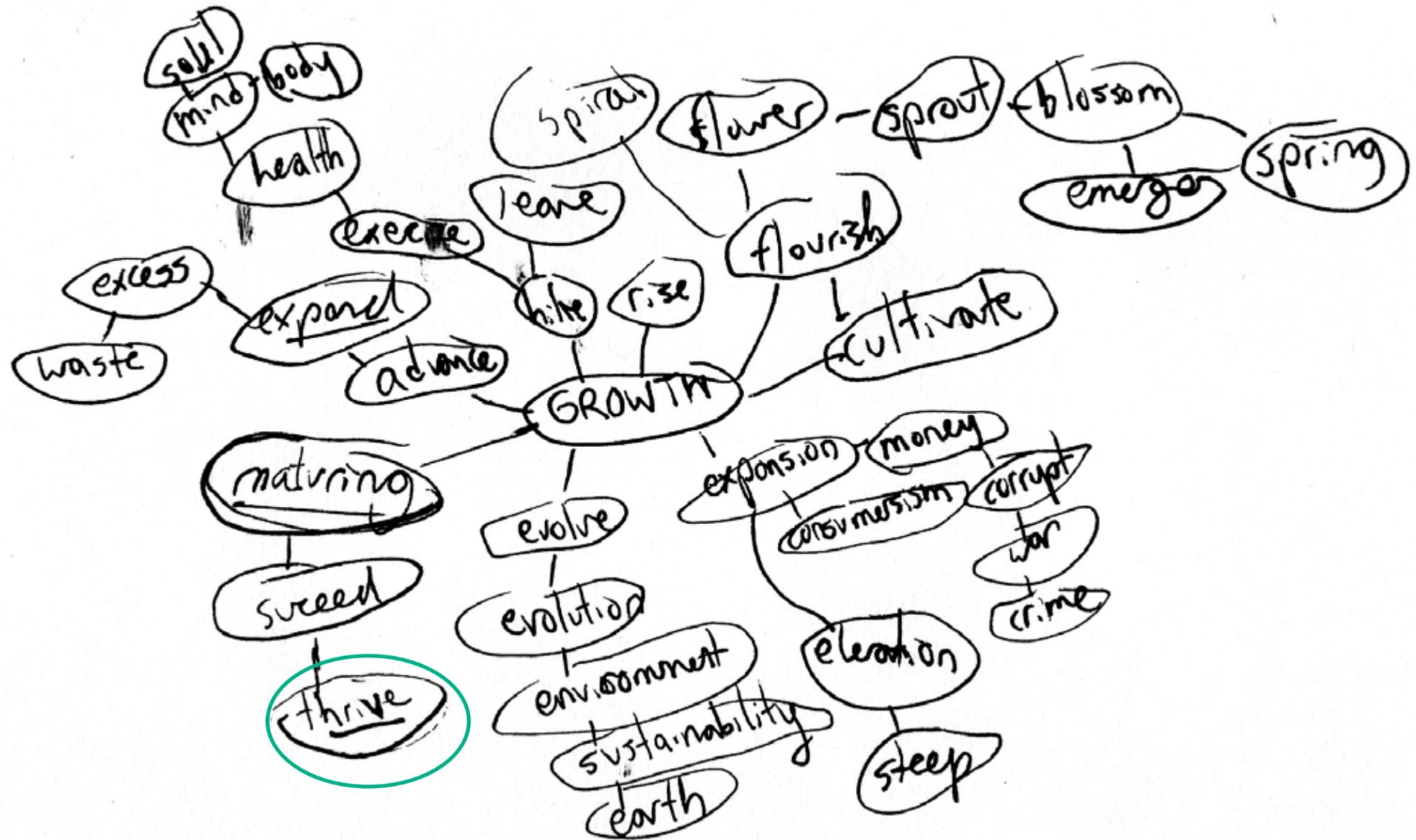
# Overview

## Process

From sustainability I discovered GROWTH and realized it could hold a positive meaning in this context. Young professionals are looking to grow as people and succeed at their jobs, the city relies on growth for economic success, and ultimately this growth leads to the need for something good - this park.

Mindmapping growth led me to the name, Thrive because that is ultimately the goal of the park: to thrive for the city, the people, and the environment.

I decided to call it just "THRIVE" and not "Thrive Park" because the word alone puts emphasis on that idea of succeeding in a way that people can go to the park and subtly be reminded that they came there to thrive.



## Design

# Overview



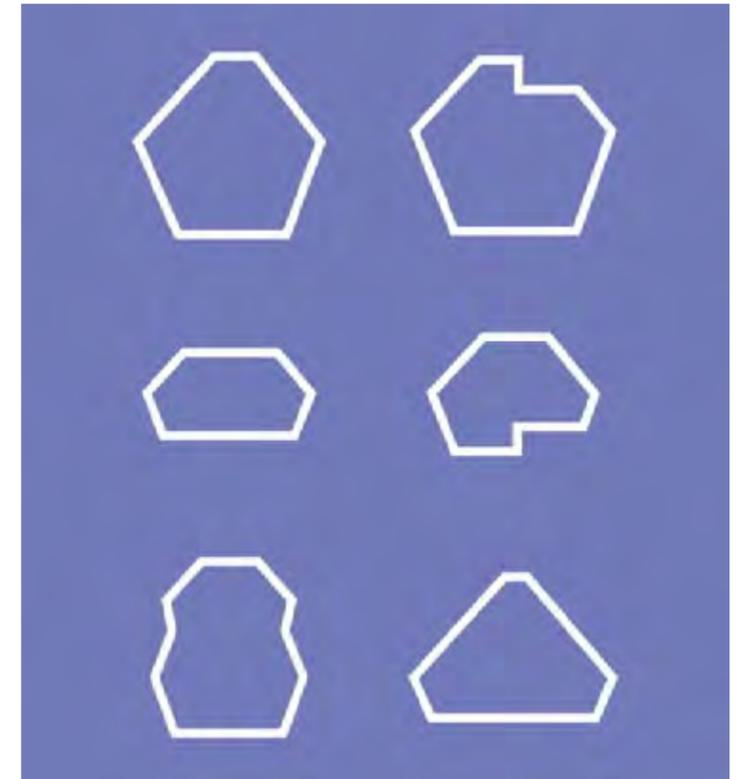
## Design

Moodboard

# > **Material #1** Identity Program

Designed to communicate the uniqueness and key feature (triple bottom line) of Thrive Park in a way that is inviting, desirable, enduring, and appropriate to the audience.

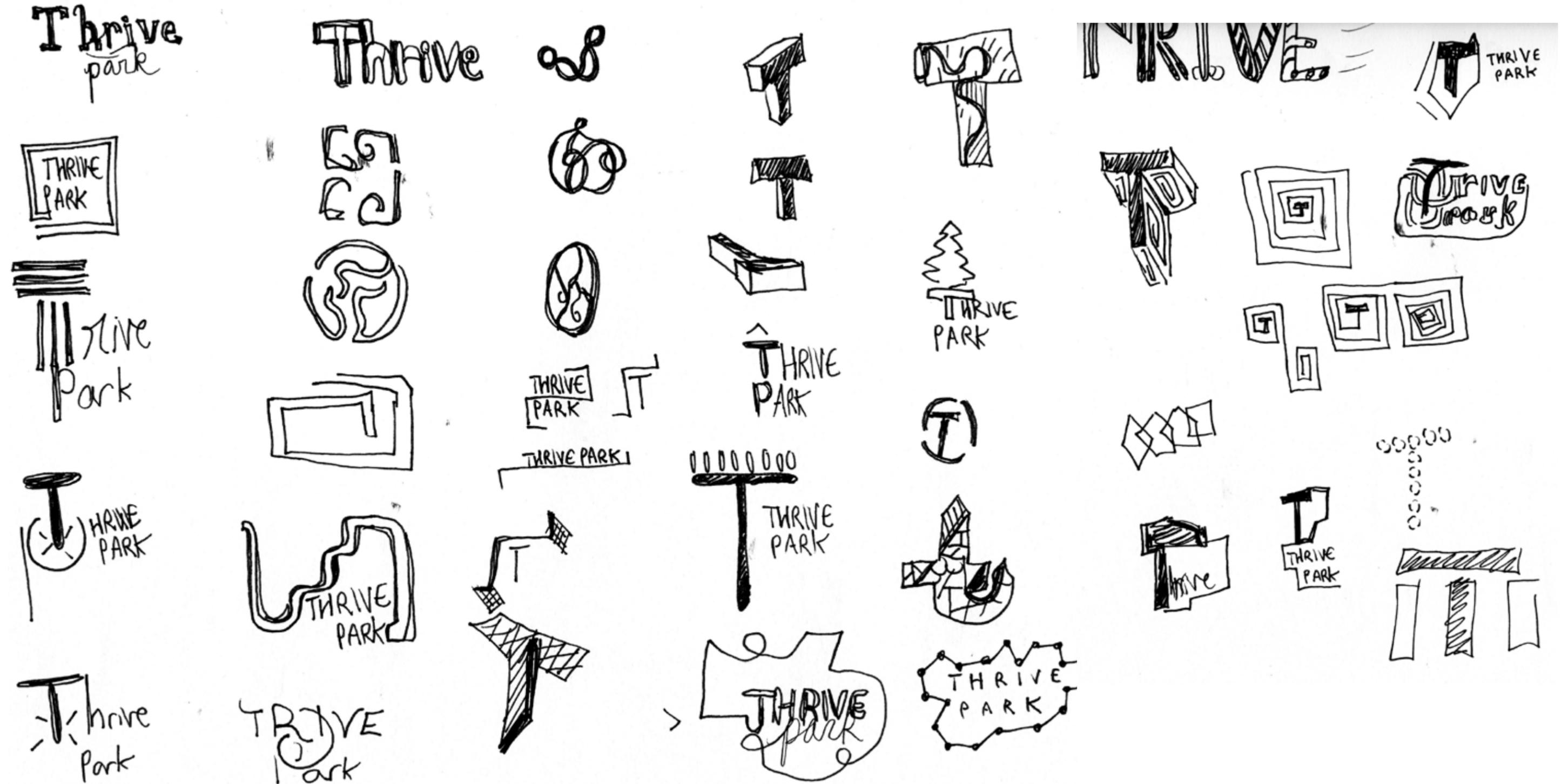
# #1 | Identity



## Discovery

Visual Reference

# #1 | Identity



## Design

Thumbnails





# #1 | Identity

## Process

This third round was where I finally became close to my final outcome. I took the idea from the first logo exploration of using the topography of the park to incorporate in the symbol. I then took the idea of incorporating a "P" for park from the second exploration. Here I rounded all the corners, which definitely helped in making it visually more friendly and earthy (which was integral since this is a park based off the triple bottom line). The second logo exploration also got me thinking about ways to build out a dynamic system or at least create brand elements, which I realized I could do by making multiple forms.



## Development

Digital Exploration #3

# #1 | Identity

## Process

In this last round of exploration I knew I was getting close because visually the forms were matching words on my attribute list. More so, I established here that the P could be the main symbol and the other shapes could become brand elements. Visually exploring, I realized that I could fit the word THRIVE going through the "P" so that the line of "P" and the "I" in Thrive could line up. This was a perfect way of subtly and cleverly alluding to the idea of "I thrive when I go to the park" - something important for park goers to feel. The logo never fully says "I thrive" or "Thrive Park", but the P shape represents park, and the lining up of the word Thrive with the P shape still express that in a non-obtrusive way.

Lastly, in this logo exploration I incorporated two colors within the shape outline. I did this to make the logo more dynamic and representative of everything coming together in the park - meaning people come and collaborate and build community, and economic success meets green sustainability.



## Development

# #1 | Identity

## Process

Once I had the logo figured out, I moved on to finalizing the color palette. I wanted colors that were earthy and representative of sustainability, but still felt active, trendy, differentiated, and expressive of the other words on my attribute list.

My final palette choice consists of:

1. a vibrant green - selected to immediately capture the attention of the young professionals. while still alluding to the idea of being "green"
2. a light blue - selected to balance out the intensity of the green, still feel earthy and to represent the relaxed component of the park
3. a dark blue - selected to create a nice contrast with the vibrant green and add a touch of masculinity to the park (since it is for all genders and the light blue felt more feminine),

While my color exploration consisted of 5 colors to a palette, I realized that having just 3 colors was the perfect way of representing the triple bottom line: profit, planet, people - a color for each.



## Development

# #1 | Identity

## Process

For the main logo, I knew a sanserif was the way to go because the young professionals would want something that feels contemporary, clean, and simple. Aesthetically, it needed to be sanserif because I did not want the forms of a serif competing with the shape of the P in the logo. For this reason I decided on Whitney, a typeface that is contemporary and clean yet still has a friendly, fun kick that can be seen in the leg of the R in the way that it tilts up.

While I knew that a sanserif was needed for the logo, I still felt that a serif was integral in the identity system to capture the earthy, non-machine-like feeling of a park. I realized that I could include this secondary typeface throughout the identity system in places, such as wayfinding, and headers on the app. Through my serif studies I realized that a slab serif was the best solution because the thick serifs are easier to read on wayfinding and it gives off a slightly more friendly and young feeling - something that was important to convey for this audience.

THRIVE THRIVE PARK  
THRIVE thrive PARK  
*THRIVE thrive PARK*  
*THRIVE thrive PARK*  
THRIVE thrive PARK  
THRIVE thrive PARK  
THRIVE thrive PARK  
*THRIVE thrive PARK*  
**THRIVE thrive PARK**  
THRIVE thrive PARK  
THRIVE THRIVE PARK

Bike Path | Jog Path  
Bike Path | Jogging PATH  
Bike Path | Jog Path  
Bike Path | Jogging PATH  
**BIKE PATH | JOGGING PATH**

## Development

Type Studies

**THRIVE** Biking  
Path

# #1 | Identity

## PRIMARY COMBINATION MARK



# #1 | Identity

---

B+W | PRIMARY COMBINATION MARK

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# #1 | Identity

## SECONDARY COMBINATION MARKS

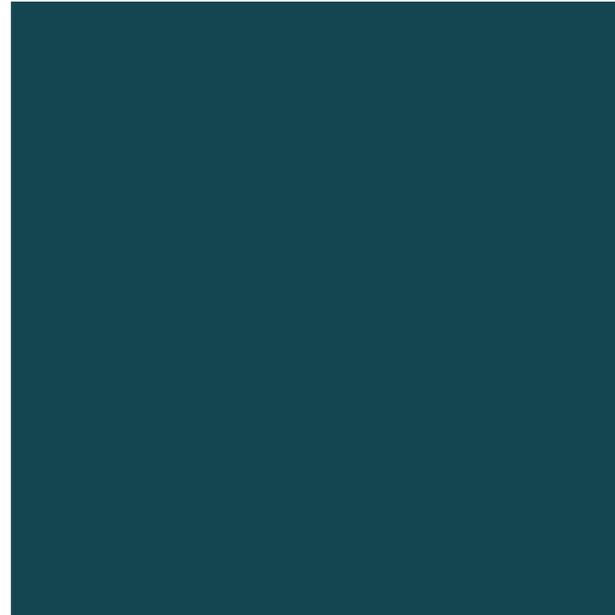


### Deploy

Logo

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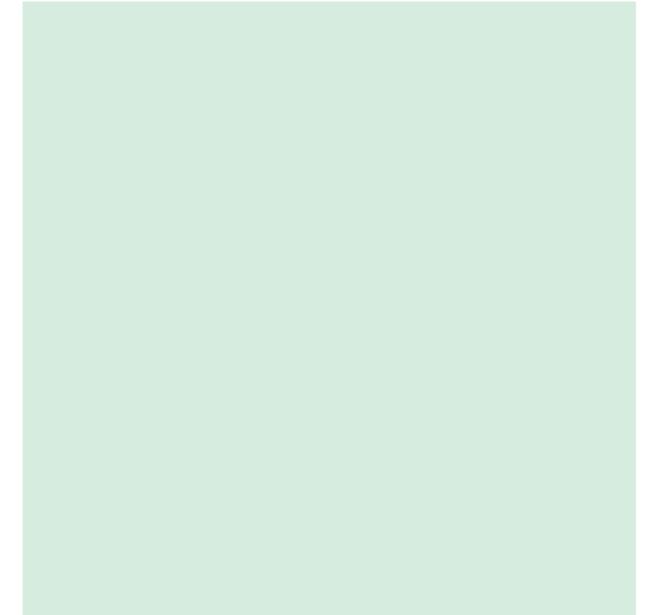
# #1 | Identity



PMS = 7477 C  
CMYK = 0, 0, 0, 100  
RGB = 20, 70, 81  
HEX = 144651



PMS = 2298 C  
CMYK = 29, 0, 91, 0  
RGB = 192, 216, 68  
HEX = c0d744



PMS = 9521 C  
CMYK = 16, 0, 14, 0  
RGB = 212, 236, 223  
HEX = d4ebde

# #1 | Identity

---

## WHITNEY

---

SC MEDIUM

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()

SC BOOK

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()

HTF BOOK

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()

## Deploy

---

Typefaces

## ARCHER

---

MEDIUM

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()

BOOK

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()

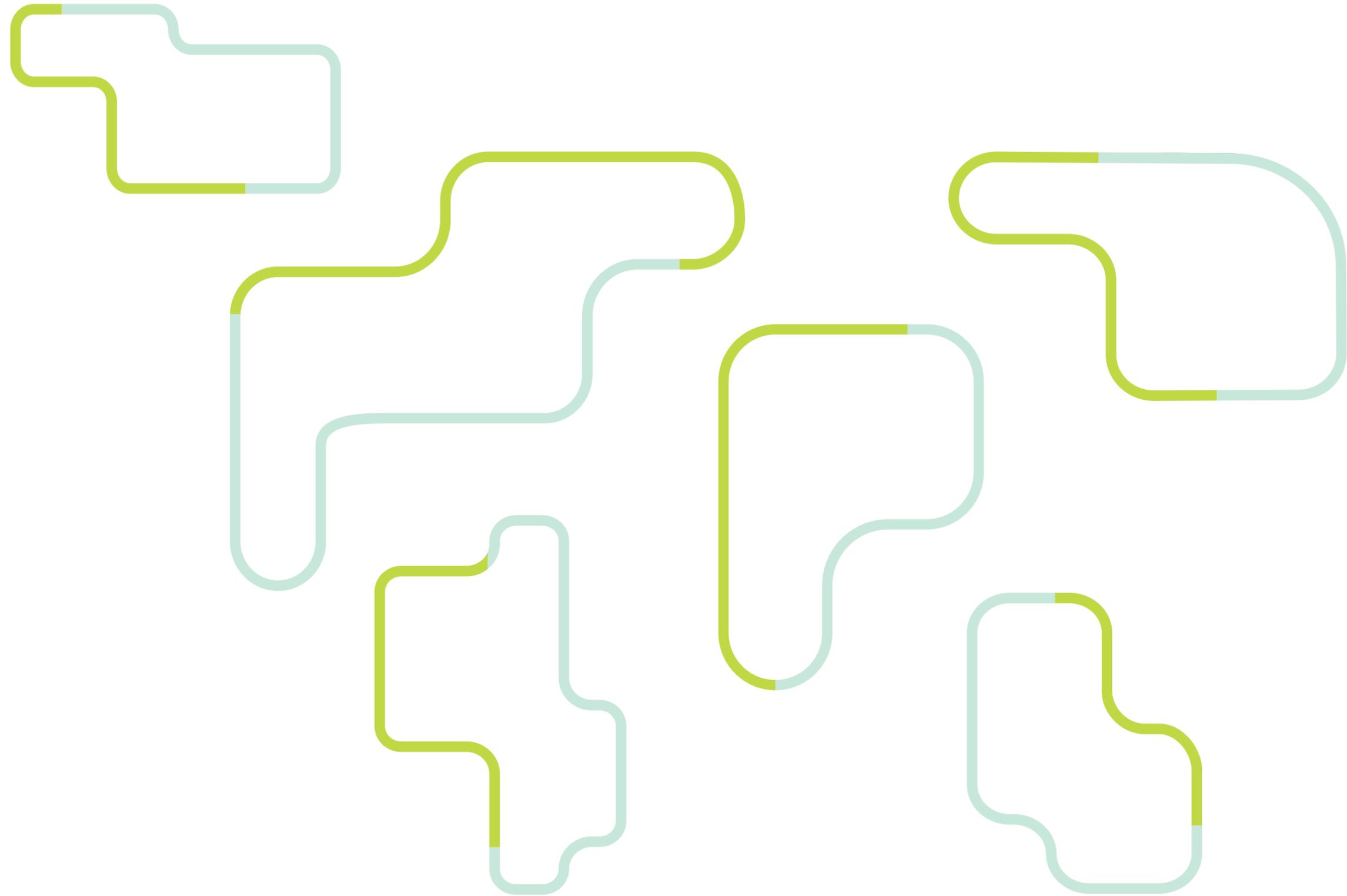
LIGHT

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()

---

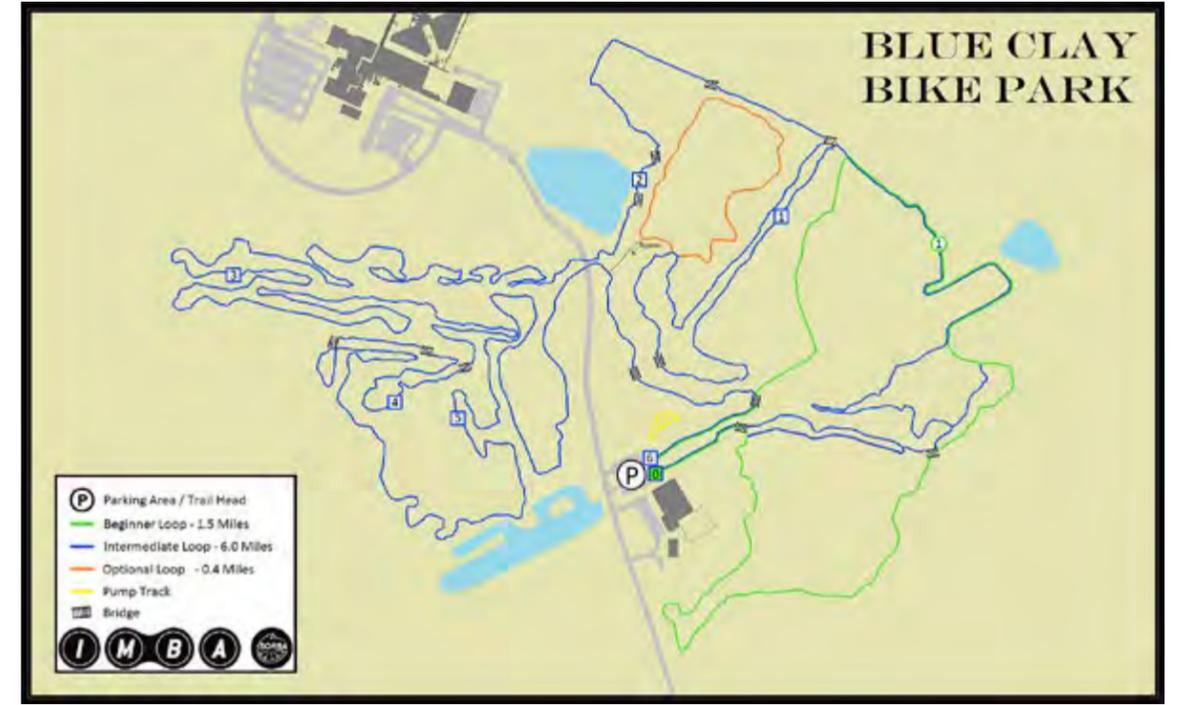
# #1 | Identity



## > **Material #2** Park Map

Designed to help people navigate and learn more about the facilities and paths throughout the park.

# #2 | Park Map



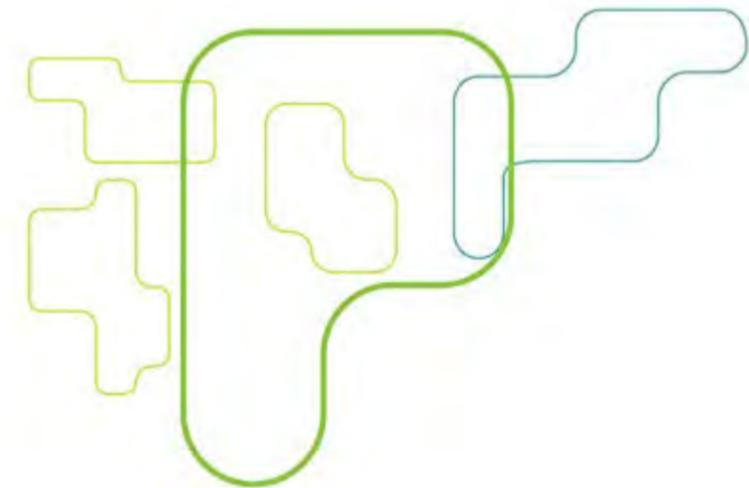
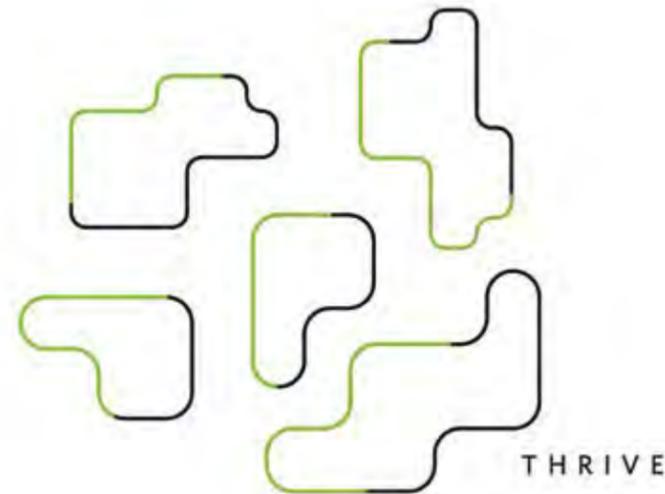
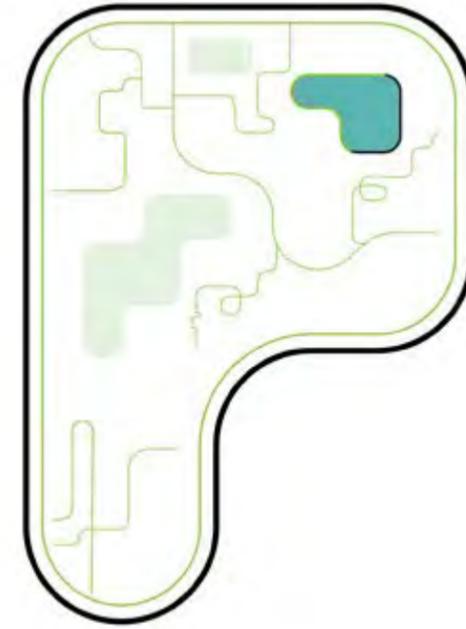
## Discovery

Visual Reference

# #2 | Park Map

## Process

From my logo process, I knew I wanted to incorporate the P in the symbol in the overall shape of the park. Up top I began exploring possible options for what the park would topographically look like. However, I realized I was making it too complex and that there could be a better solution already sitting in front of me: in the identity system I created various shapes as brand elements. I realized here that these shapes could be part of the park and live within the P. They could be used to outline the biking and jogging paths. This realization gave my identity system more meaning because I knew it wasn't just conceptual, but functional, as well.



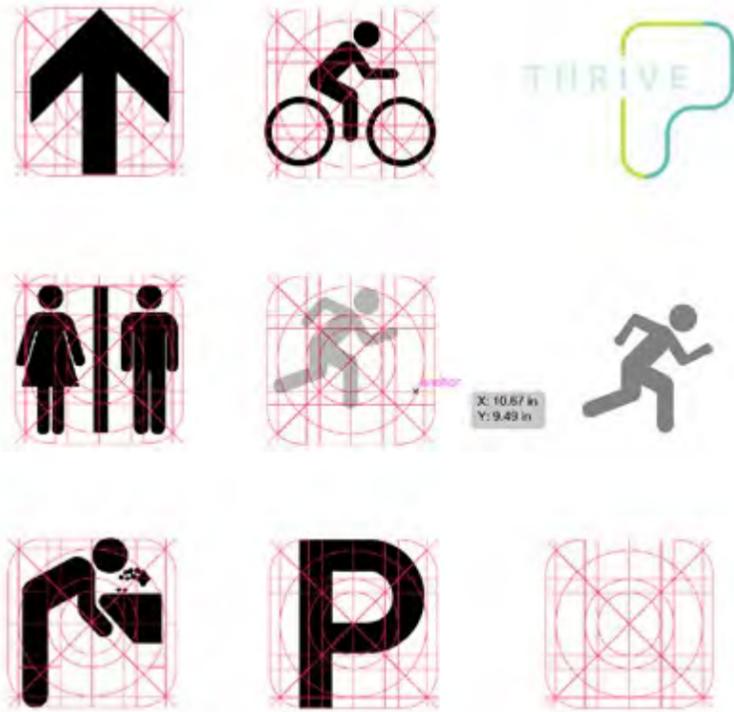
## Development

Digital Roughs

# #2 | Park Map

## Process

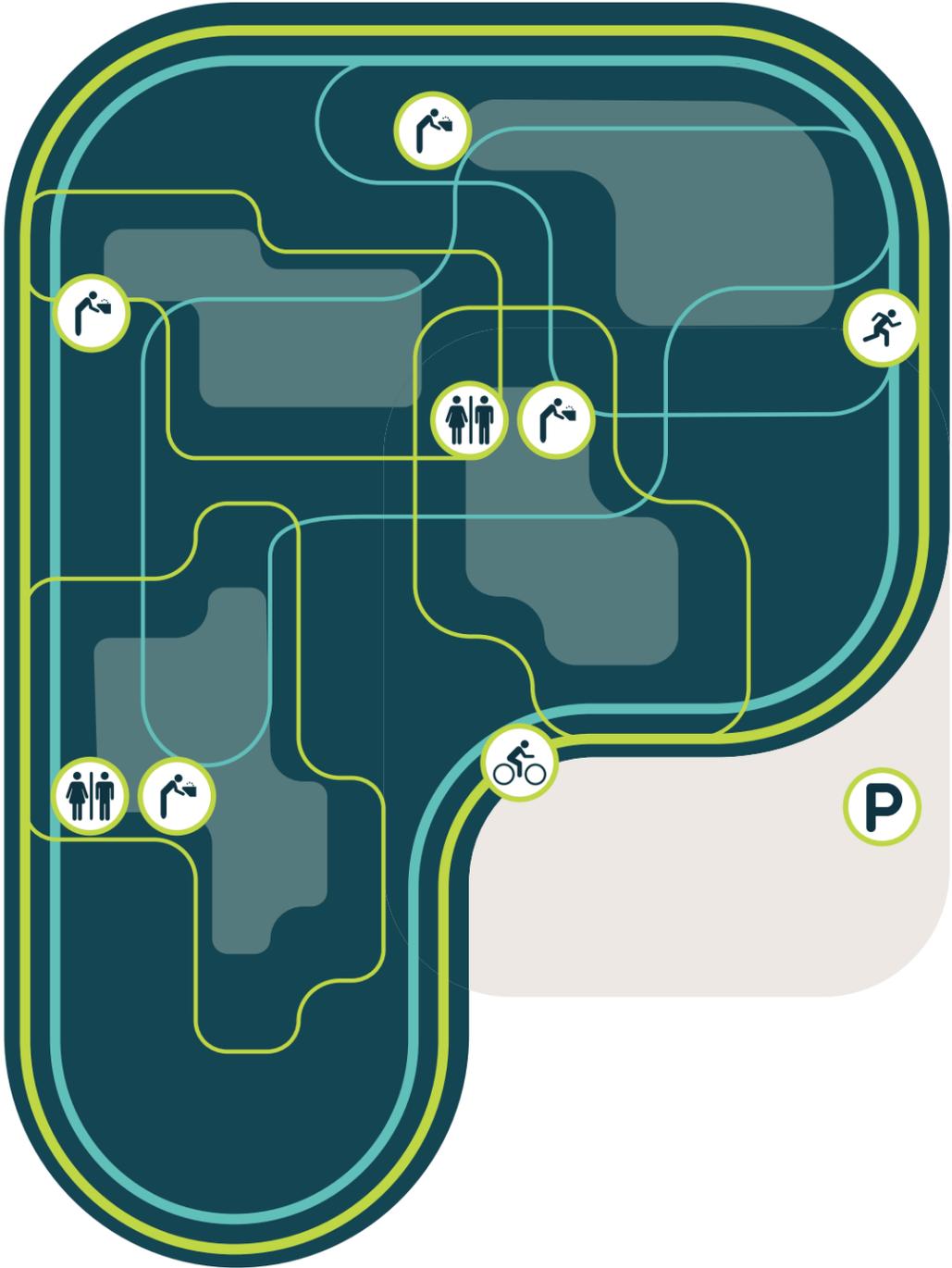
The next step in the park map process was to create the icons. I liked the idea of using the standard wayfinding icons that already exist for effective and clear communication. However, visually the forms were not working with my identity system. I found the perfect solution by modifying the standard icons to incorporate the rounded forms of the Thrive branding and created a grid too for if I needed to make brand new icons.



## Development

Icons

# #2 | Park Map



## LEGEND

BIKE PATH

JOGGING PATH

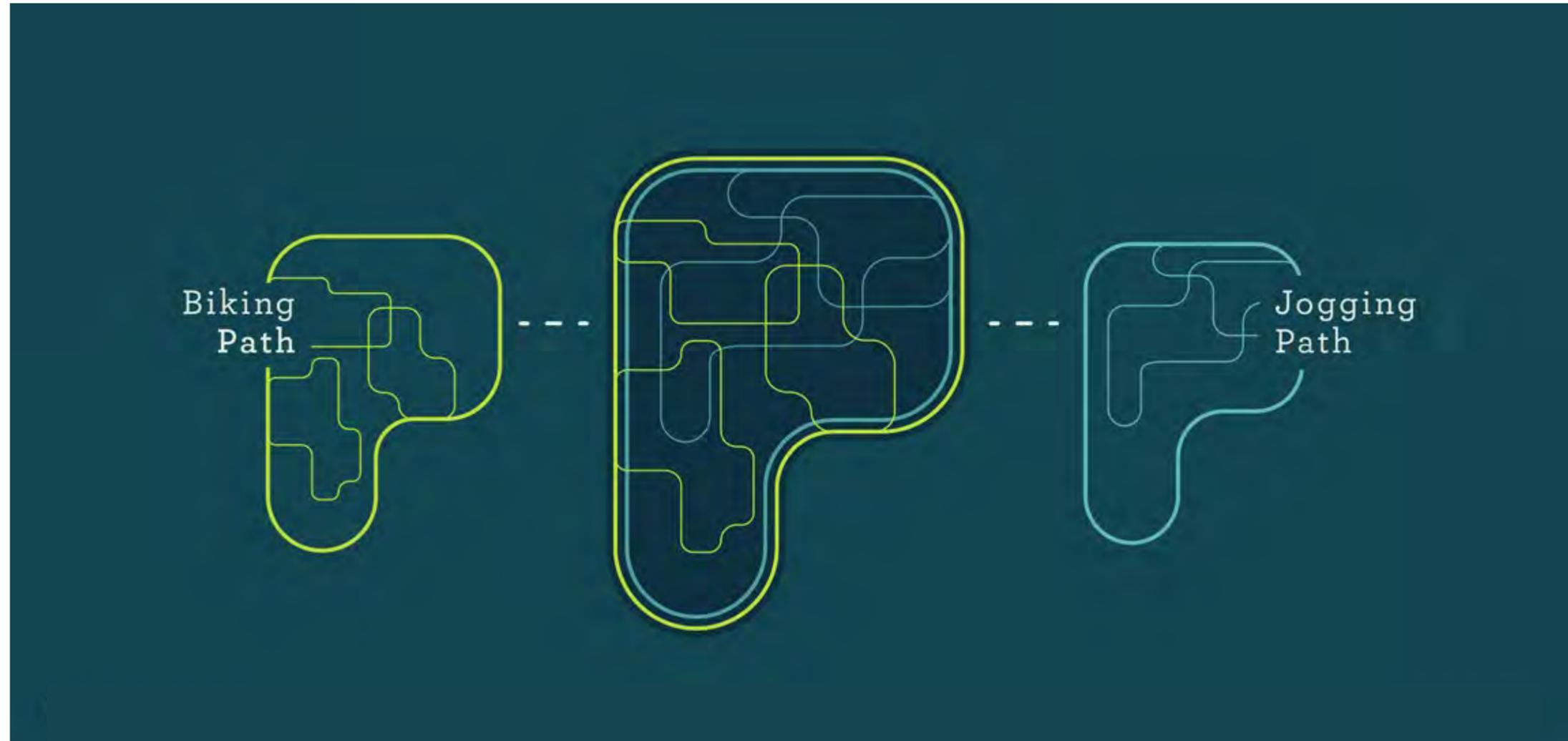
GRASS / FIELDS

WATER FOUNTION

RESTROOM

PARKING

## #2 | Park Map



# #2 | Park Map



## > **Material #3** Static Park Signage

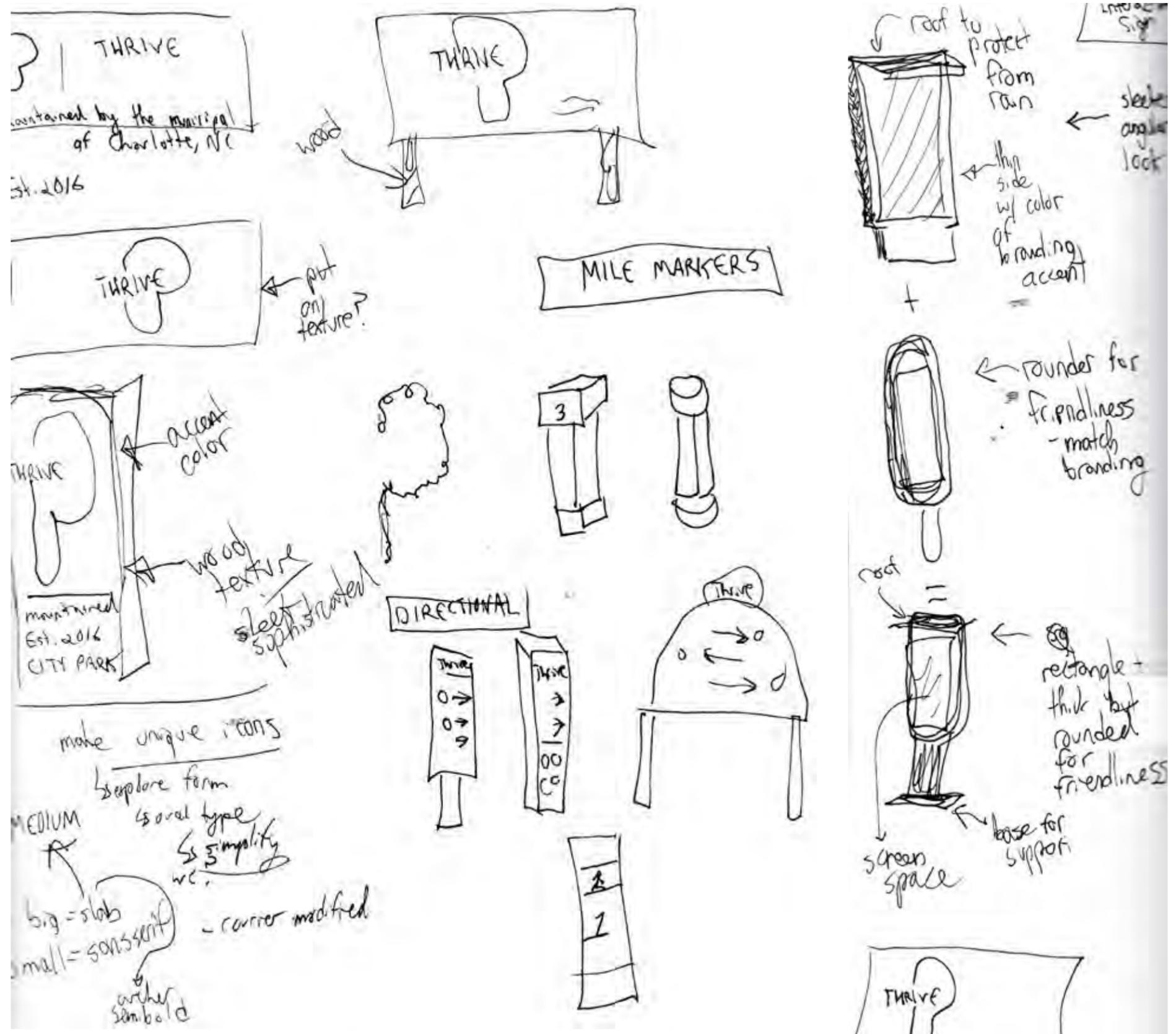
Designed to help people navigate while in the park.



# #3 | Static Park Signage

## Process

By sketching I was able to think of the different physical possibilities for each sign. However, I needed to at the same time consider how all of the signs would visually come together to create a cohesive system that would not feel like completely separated signs.



## Design

Thumbnails

# #3 | Static Park Signage

## Process

I started with the mile markers because they were the simplest signs. I used a wood material in the signs as a way of making them visually earthy but because the material is dark it also feels sophisticated, which the young professionals would lean towards. It also created a nice contrast with the vibrant green if I wanted to apply type or image directly on the wood.

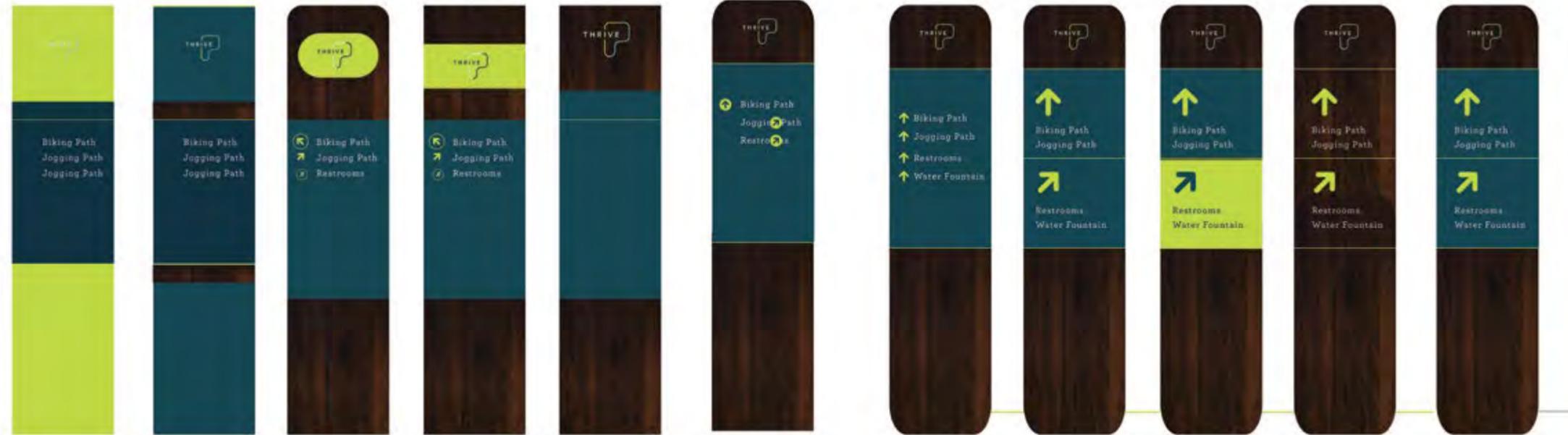


## Development

# #3 | Static Park Signage

## Process

When approaching the wayfinding, I came across the challenge of balancing clear and quick communication with visually expressing the brand identity. However, as I continued to develop options, I learned along the way how to balance the two. I also had to be mindful that the final outcome was visually connected to the mile markers I had made prior. I rounded all of the edges to be unified with the rest of the branding and to make the wayfinding more approachable and friendly.



## Development

## #2 | Static Park Signage



**DIRECTIONAL**  
*Wayfinding*

**IDENTIFICATION**  
*Mile Marker*

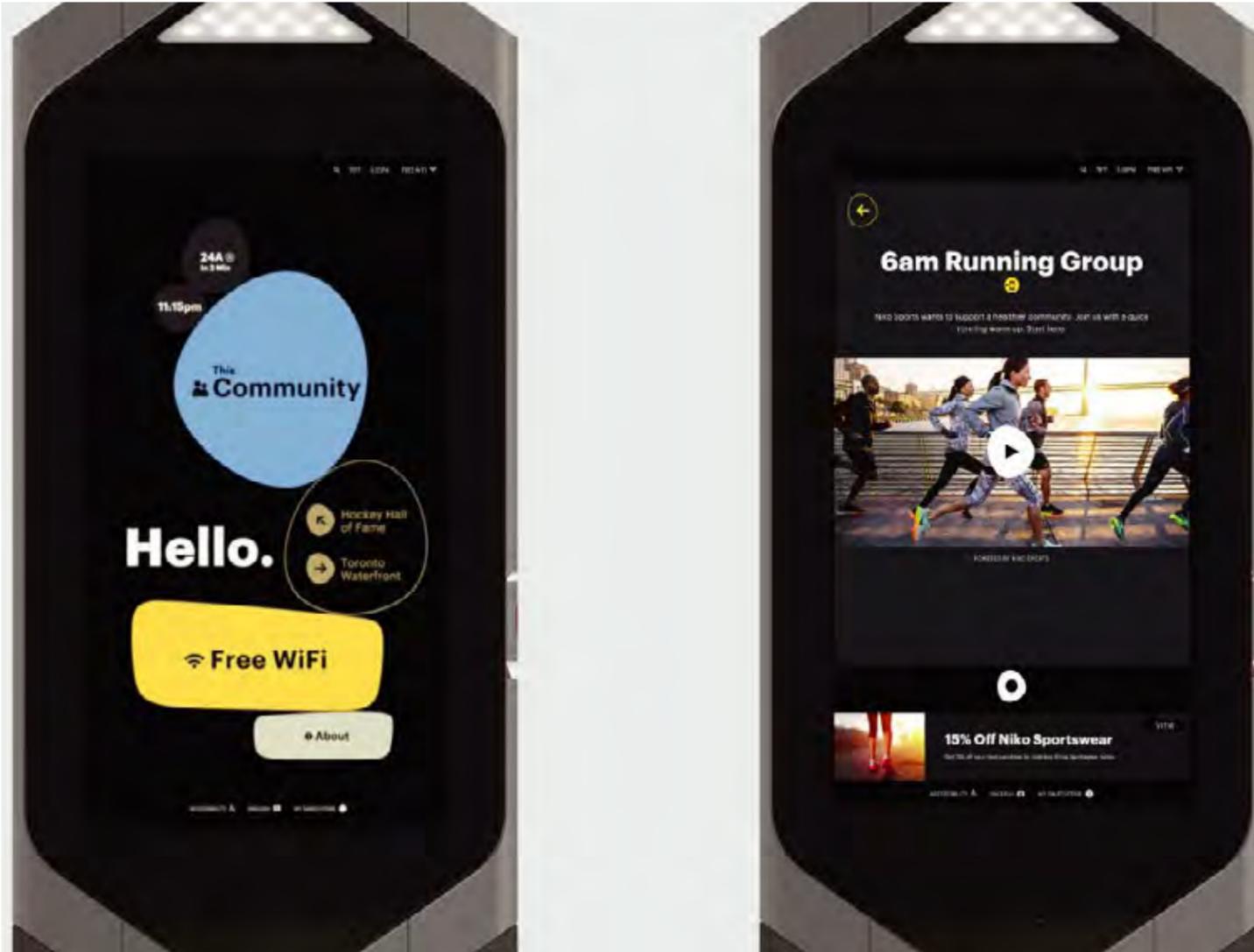
### Deploy

2d Static Sign Family

## > **Material #4** Interactive Park Signage

Designed to provide wayfinding, orientation and park information with the option of connecting one's phone as a way of enhancing the overall user experience while in the park.

# #4 | Interactive Park Signage

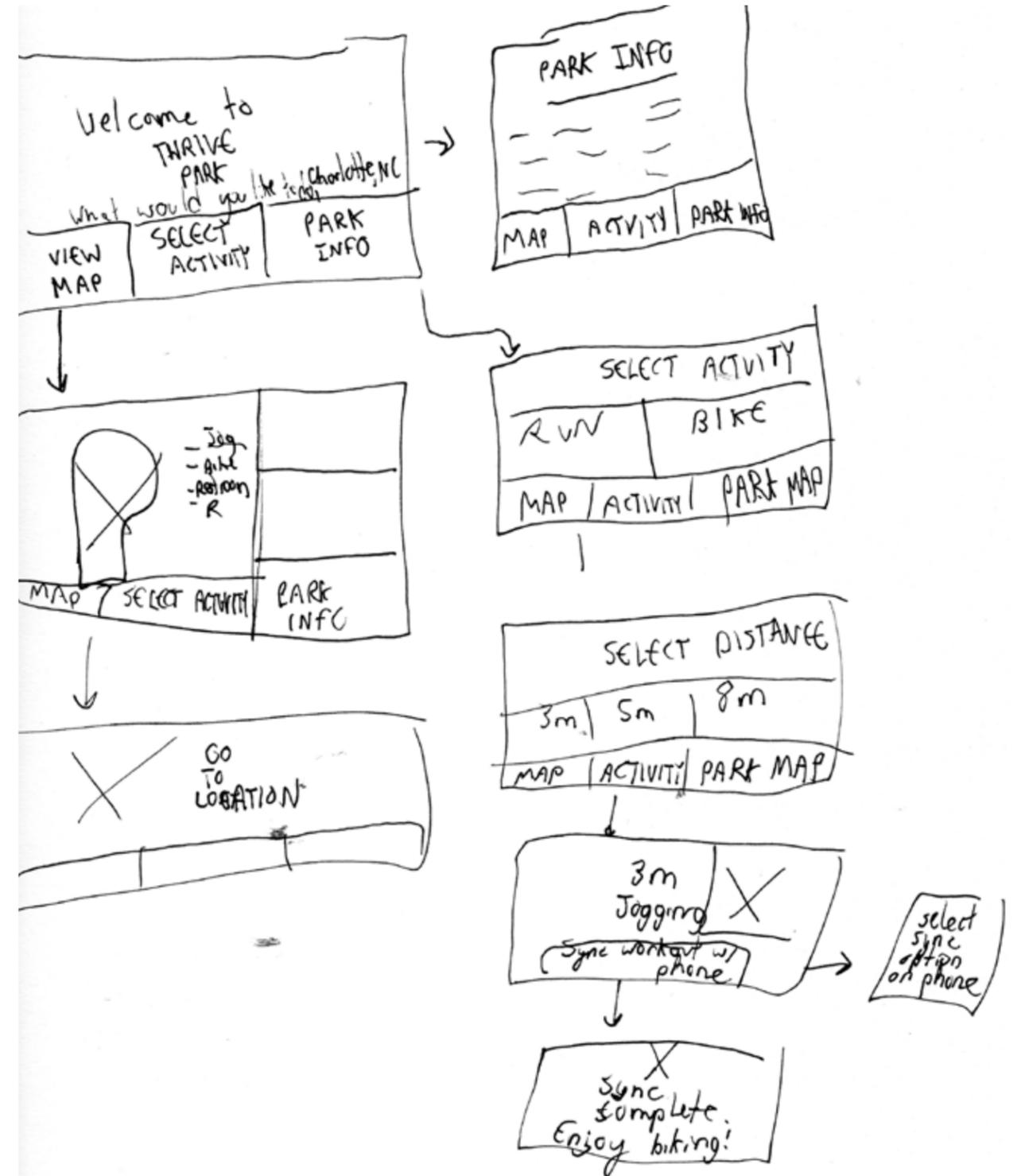
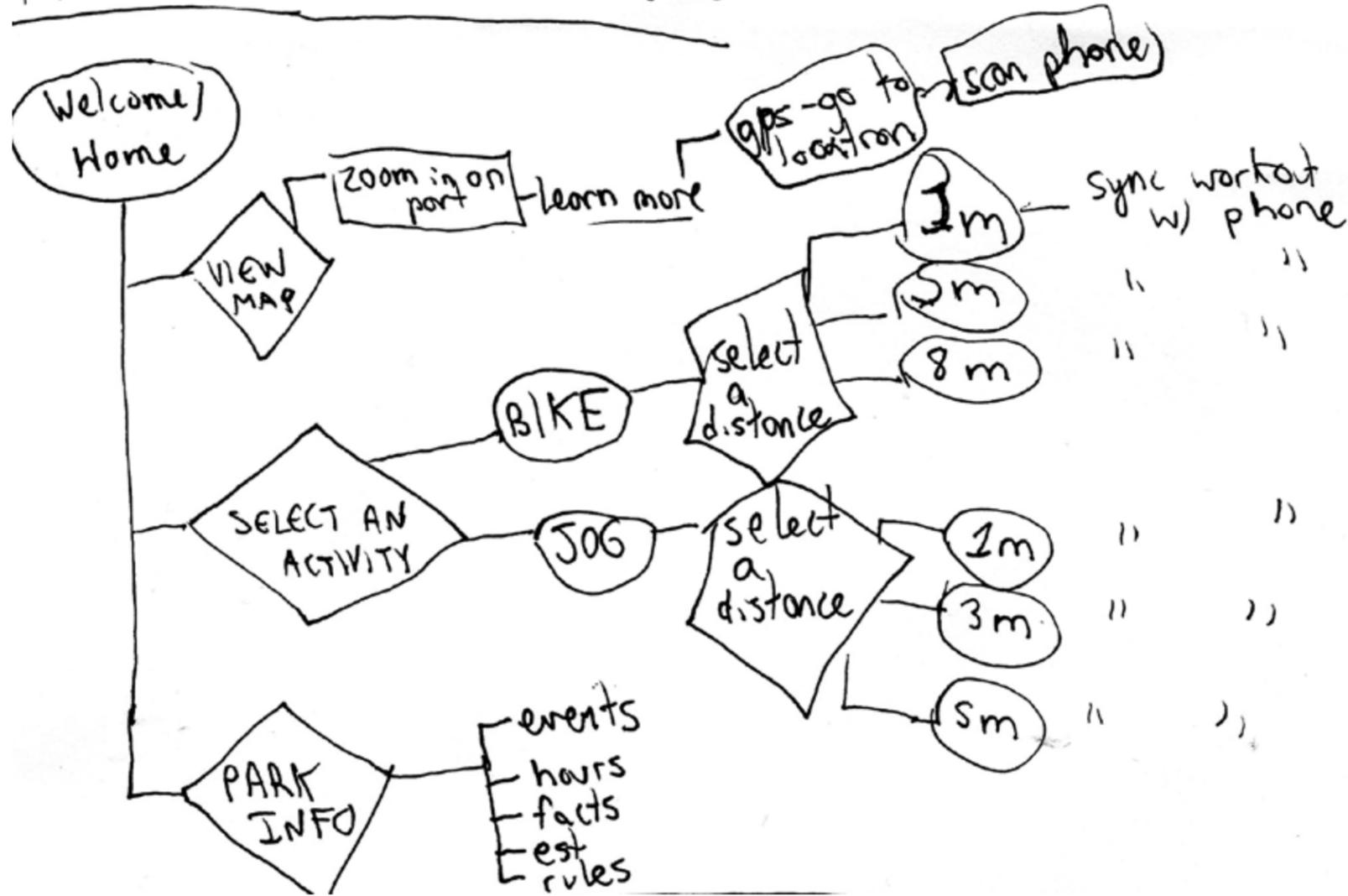


## Discovery

Visual Reference

# #4 | Interactive Park Signage

## FLOWCHART - Interactive Signage

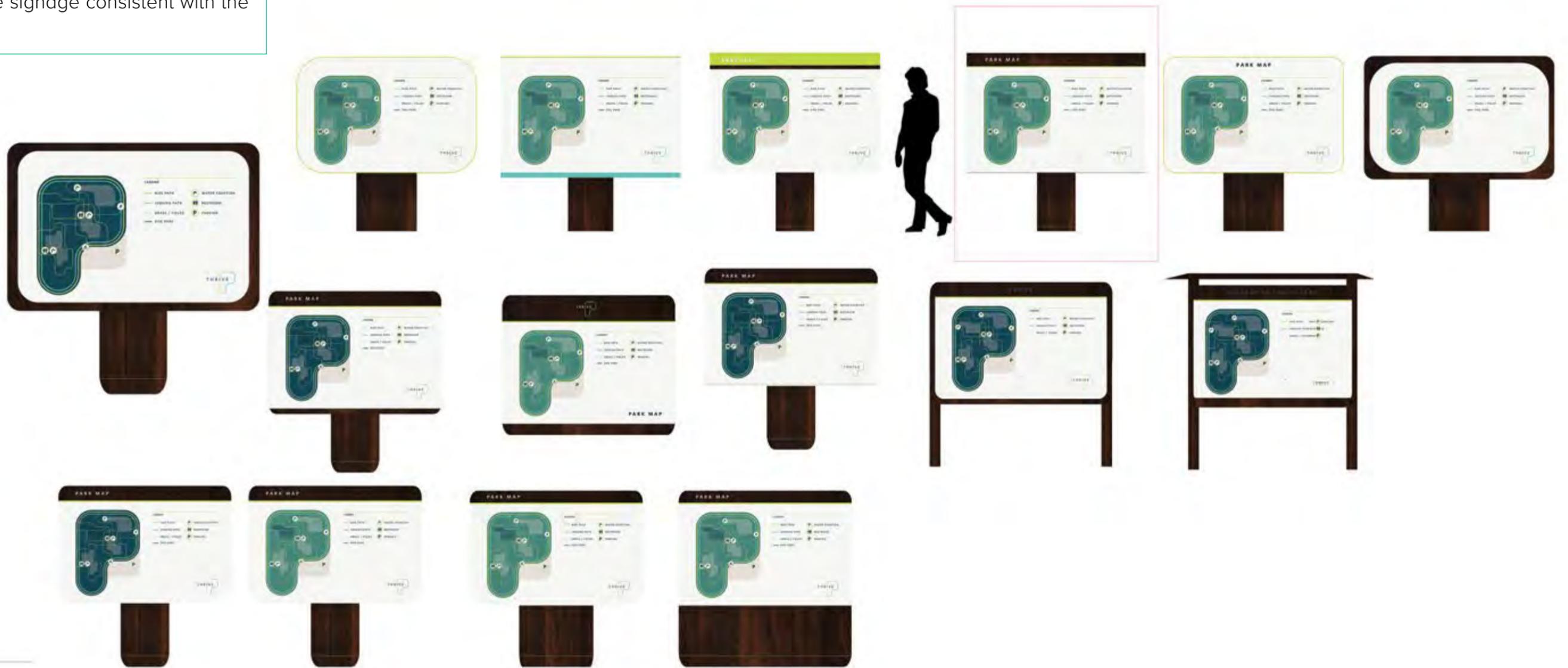


### Design

# #4 | Interactive Park Signage

## Process

Before I could start designing the screen, I had to consider what the physical structure would look like. I knew it needed to be accessible to many heights and decided that a big rectangular shape would work best. I brought back the wood material to keep the signage consistent with the static signs too.

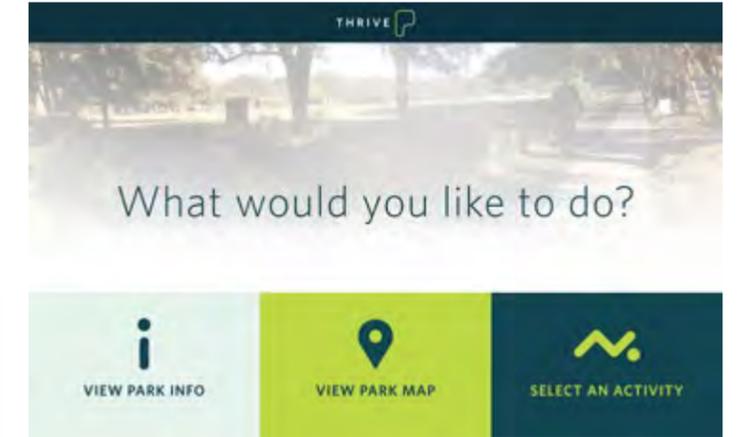
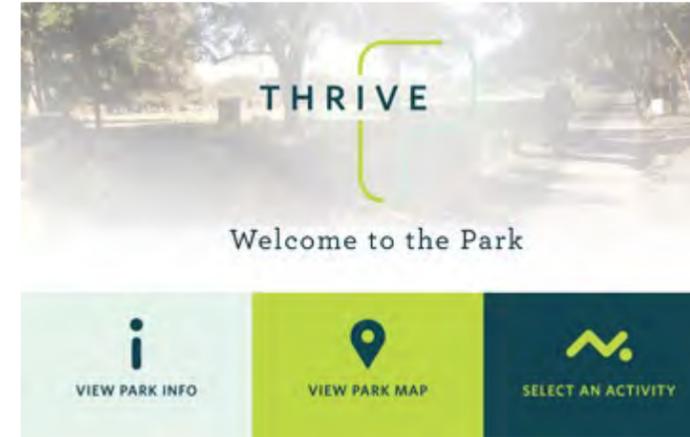
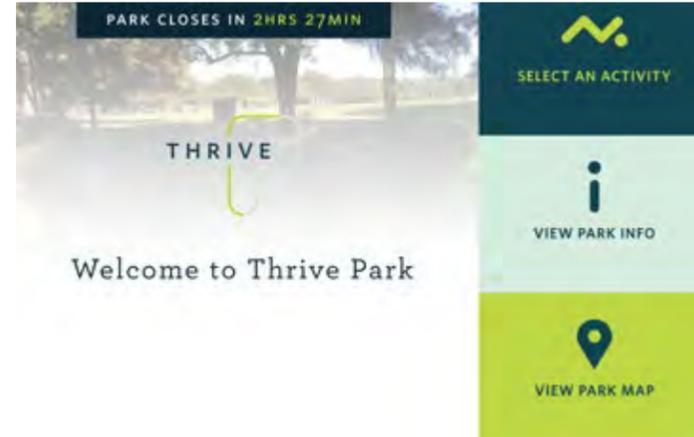


## Development

# #4 | Interactive Park Signage

## Process

My biggest challenge was figuring out where was the best location to put things that needed to be selected. I tried stacking items but was afraid someone could be too short and would not be able to reach the top option. For this reason, I tried to make most of the touch options lower on the screen.



## Development

# #4 | Interactive Park Signage

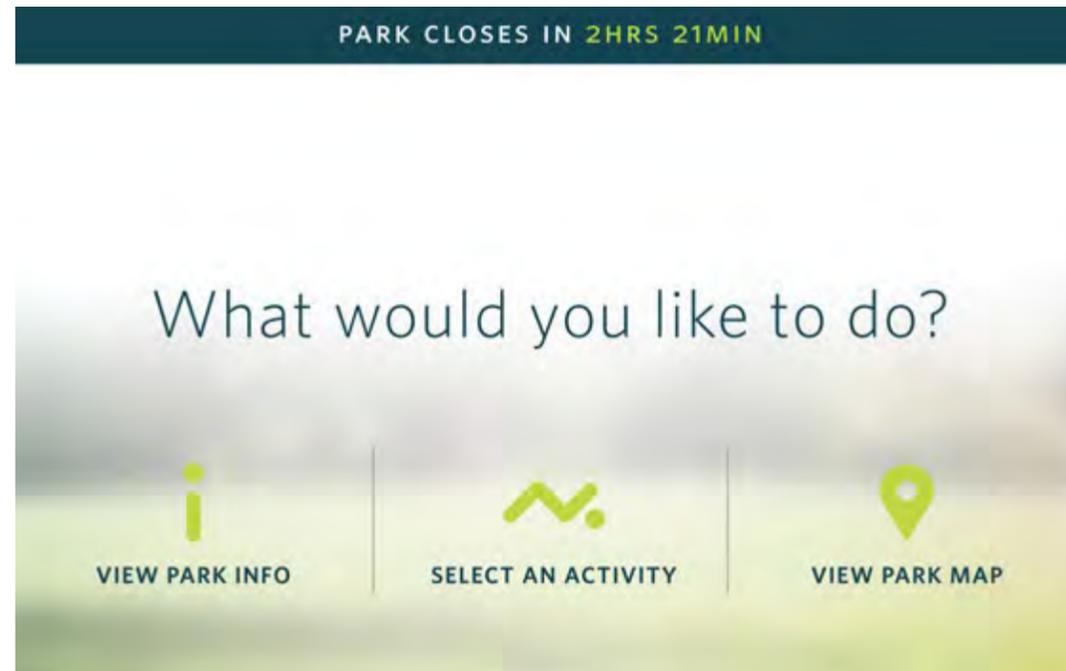
## Process

Since I completed the screen before the app, I had time to go and test it. I am happy I did because I got valuable feedback. I let 5 people try the prototype and 3 of them mentioned that they found the dark boxes with the type to be overwhelming or unnecessary. I originally decided to use them as a way of organizing information but without that feedback I would have never seen how they could actually feel obtrusive or unnecessary. I went back and removed the boxes and sure enough the screens were clearer to interpret and easier on the eye.



## Development

# #4 | Interactive Park Signage



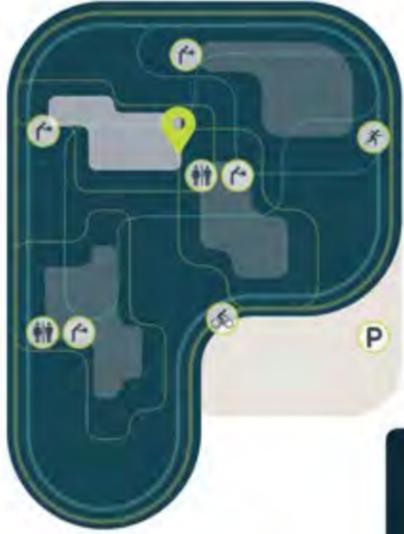
# #4 | Interactive Park Signage

PARK CLOSES IN 2HRS 21MIN

## Park Map

### Friedman Field

Located on the northwest side of the park, Friedman field is easily accessible from all other fields. Enjoy pick up soccer with some friends or grab a bite at one of the many picnic tables.



**7 minute**  
walk from your current location.

VIEW ROUTE

Menu

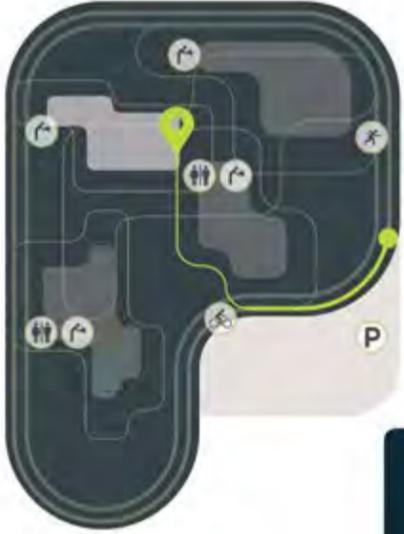
← ⓘ ⌂ 📍

PARK CLOSING IN 2HRS 21MIN

## Park Map

### Directions to Friedman Field

- Head southwest alongside the biking path. 0.18 miles
- Turn right and continue along the biking path. 50 feet
- Continue walking north following the path. 0.1 miles



**7 min**  
0.42 mi

Menu

← ⓘ ⌂ 📍

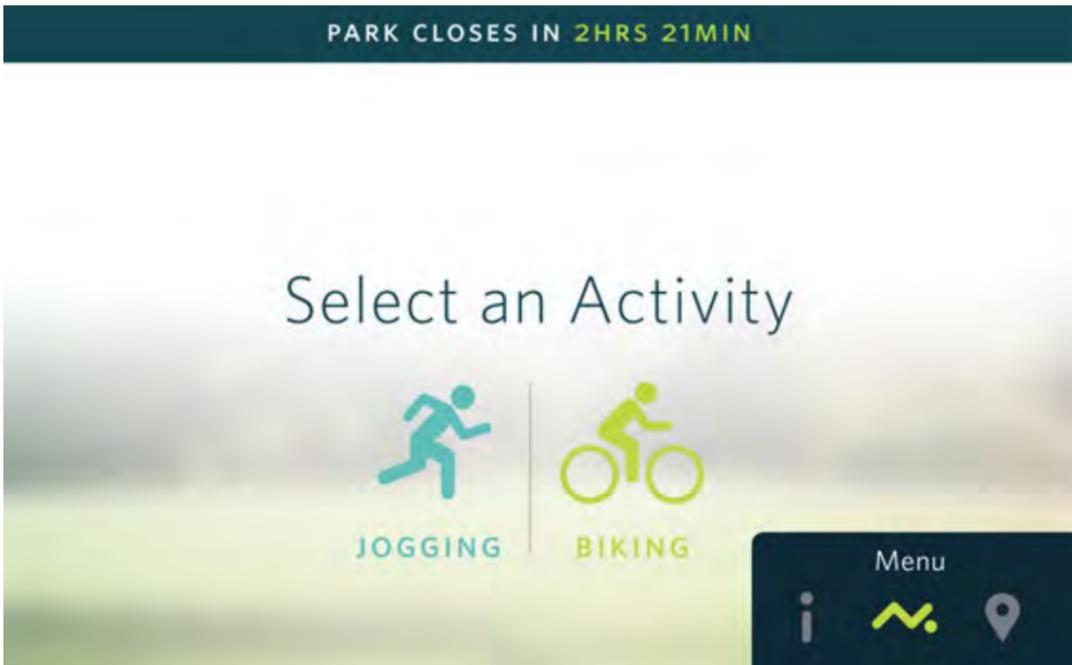
SEND

Get directions on your phone. Download the Thrive iOS app, turn bluetooth on then press send below. [Download on the App Store](#)

PARK CLOSING IN 2HRS 21MIN

## Select an Activity

JOGGING | BIKING



Menu

← ⓘ ⌂ 📍

PARK CLOSING IN 2HRS 21MIN

## Biking

Select a distance to view different biking paths.



**3 MILES** | 5 MILES | 8 MILES

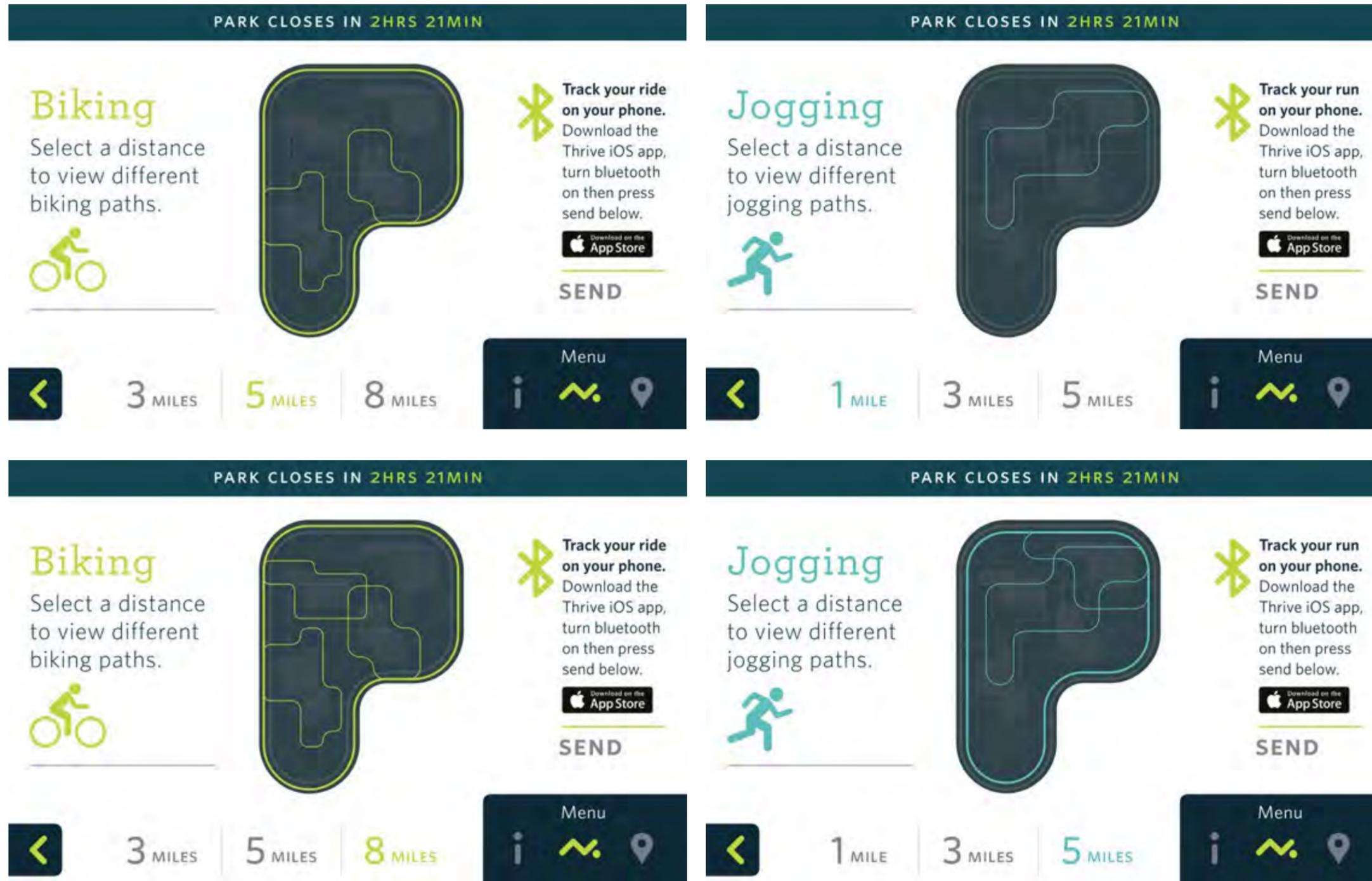
Menu

← ⓘ ⌂ 📍

SEND

Track your ride on your phone. Download the Thrive iOS app, turn bluetooth on then press send below. [Download on the App Store](#)

# #4 | Interactive Park Signage

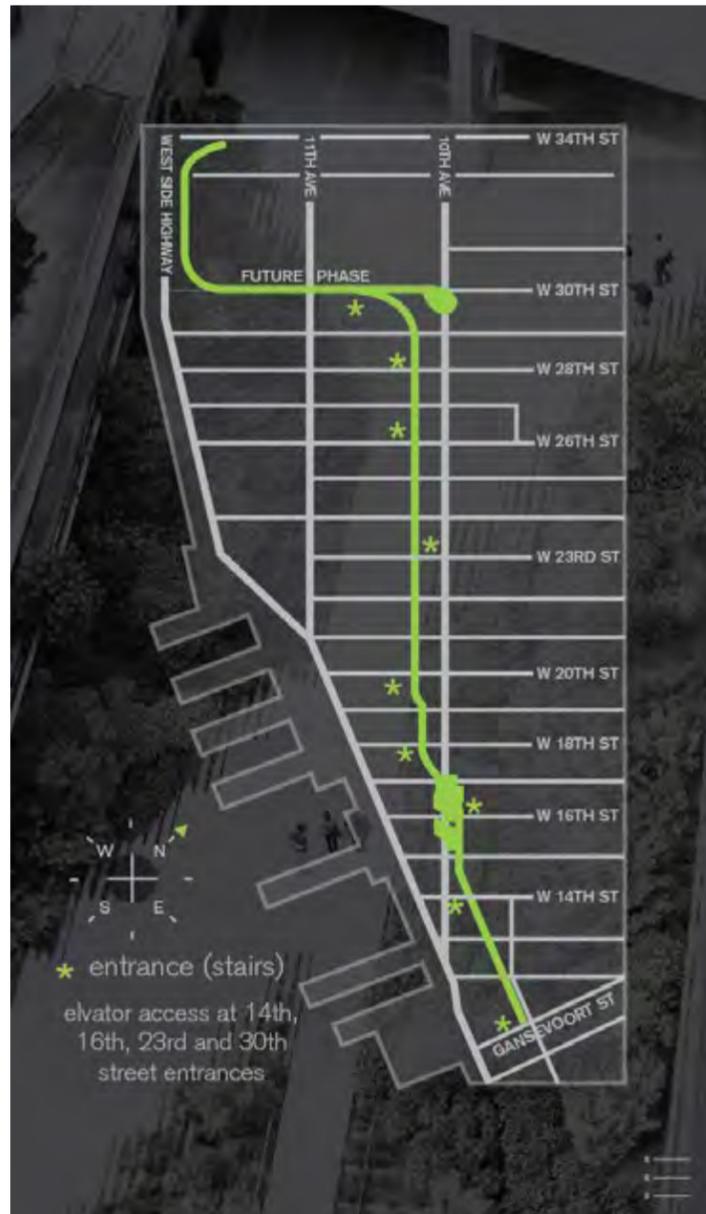
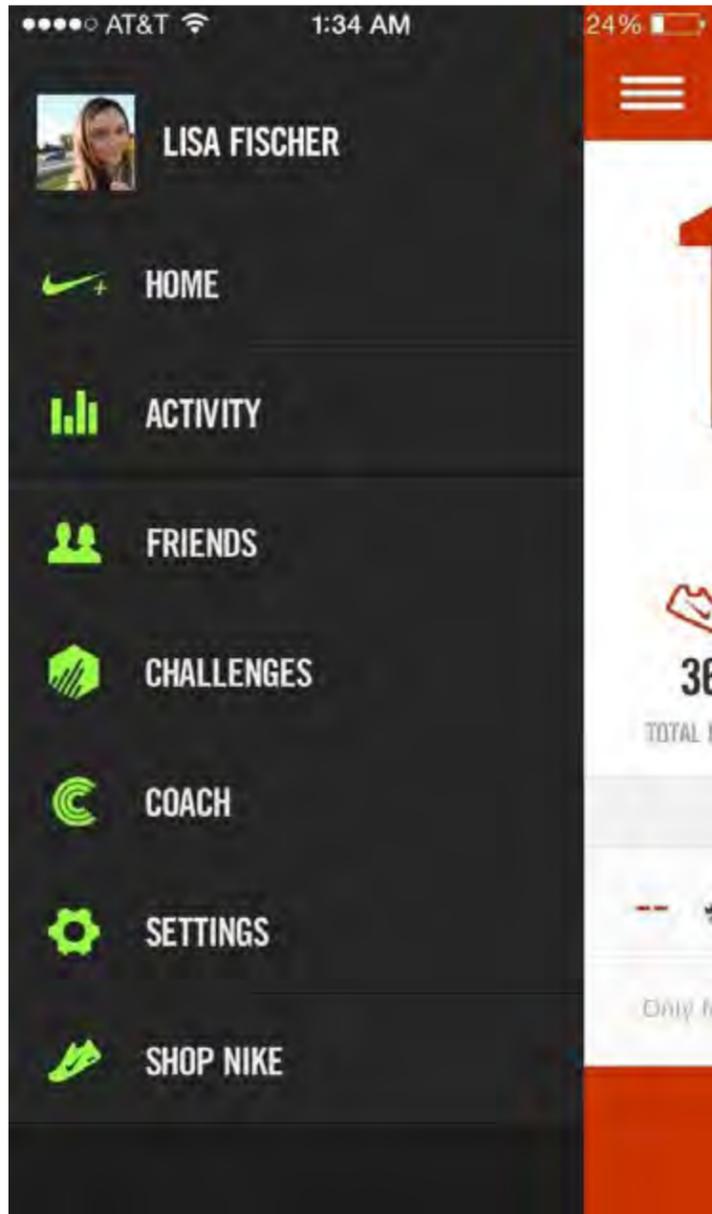


## Deploy

## > **Material #5** Mobile App

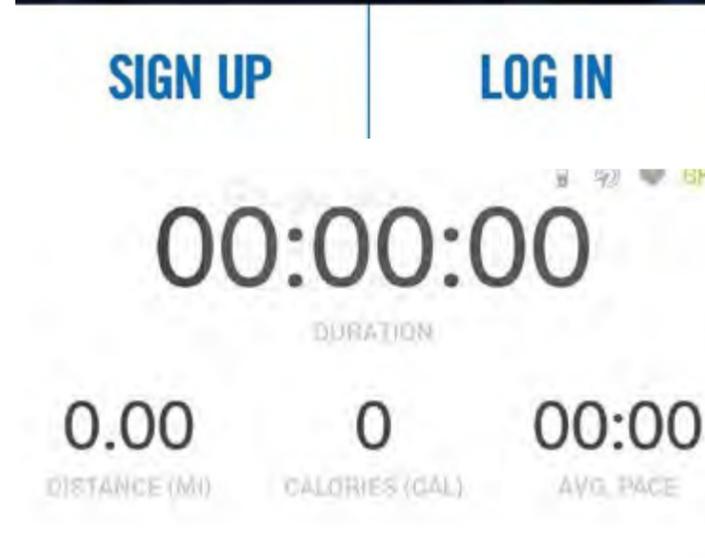
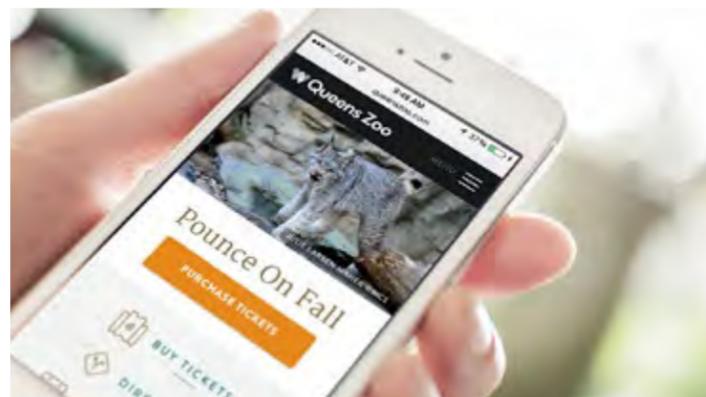
Designed to make the park experience more personal by allowing people to access park information, navigation, and activity tracking from their user account.

# #5 | Mobile App



SIGN UP

LOG IN

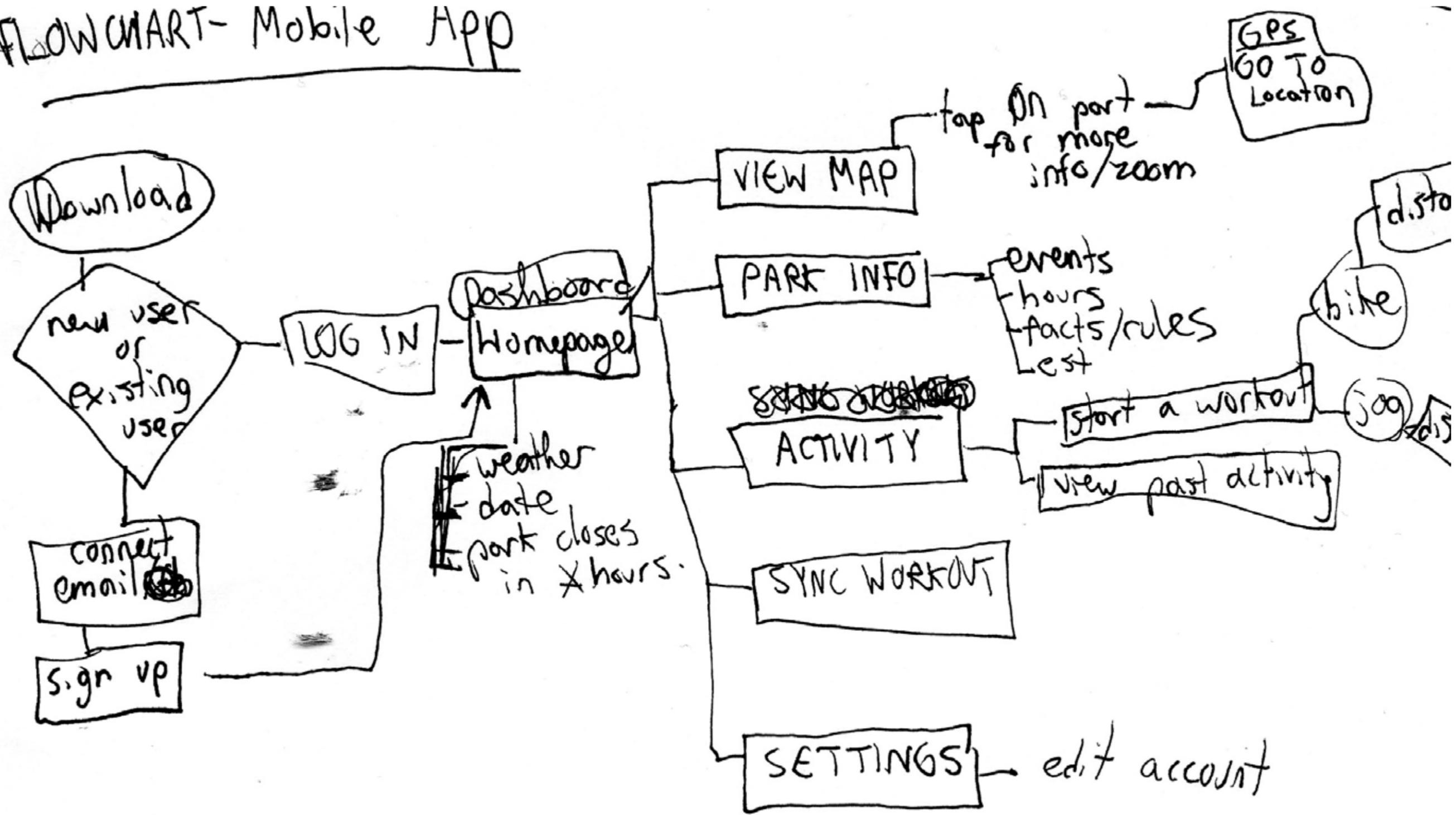


Discover

Visual Reference

# #5 | Mobile App

## FLOWCHART- Mobile App

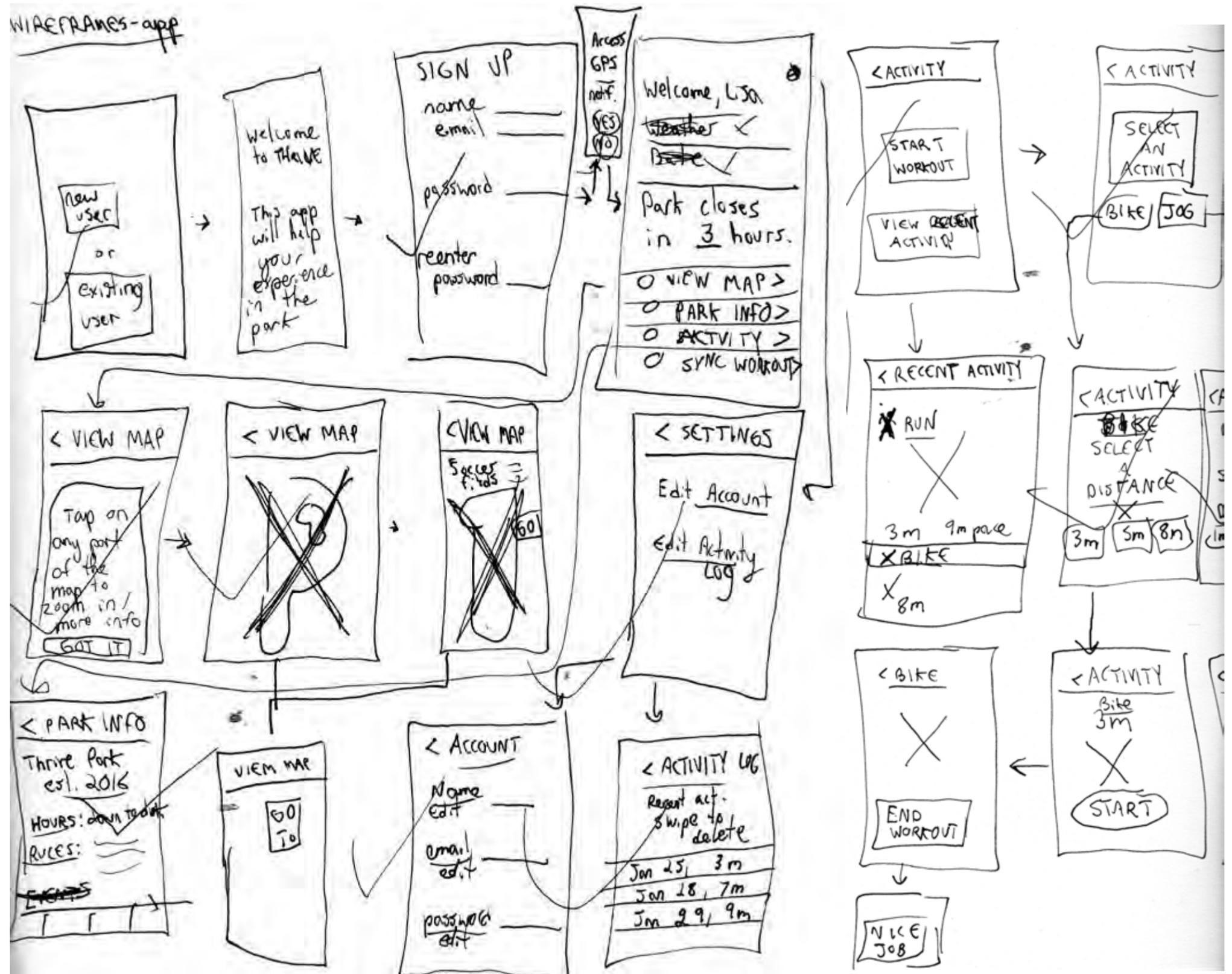


# #5 | Mobile App

## Process

Designing the wireframes for the app was a fairly simple process because I made a flowchart prior. Overall, I faced the same challenge building the app that I faced with the interactive sign: integrating a clear user experience and interface with the overall visual language of the brand.

Fortunately, one of the key features of the app is the map, which can be used to look up places in the park, get directions, or view activity routes. Since the logo was created off of the shape of the park, this functional aspect also added to the brand's visual language - thus, proving to me that the identity system was working well.



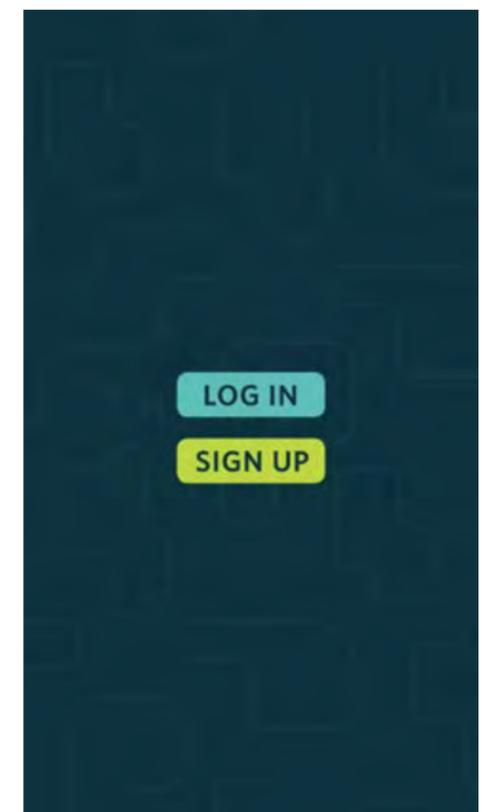
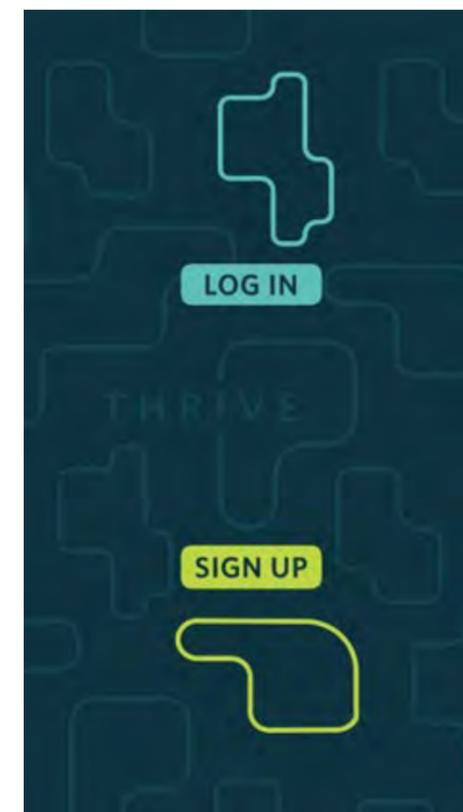
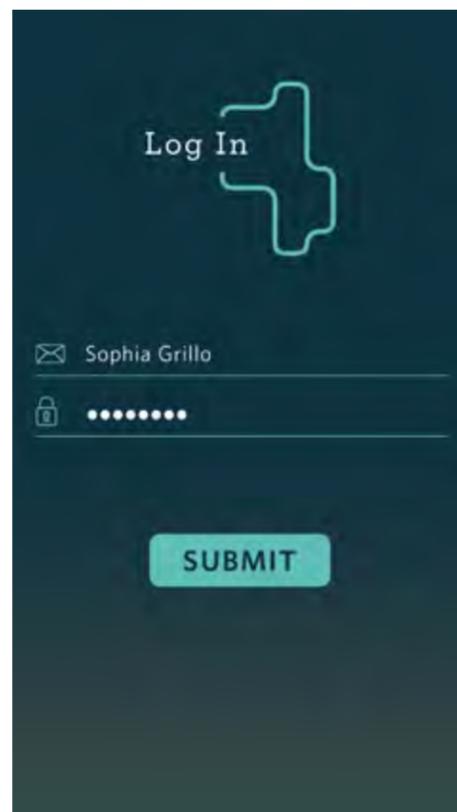
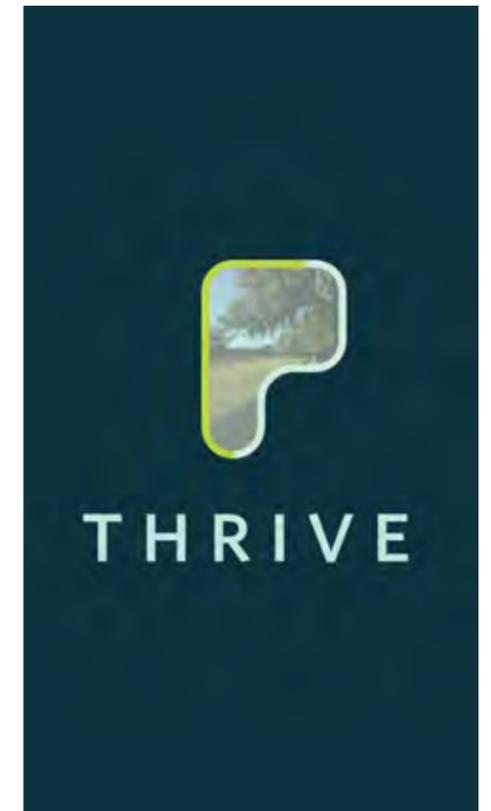
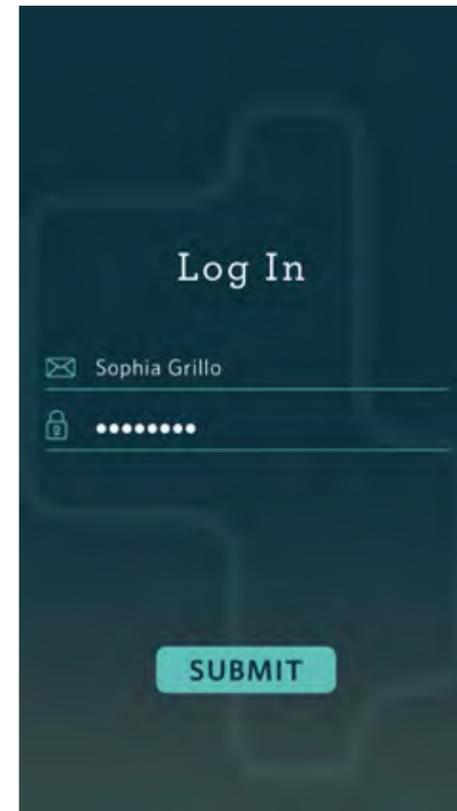
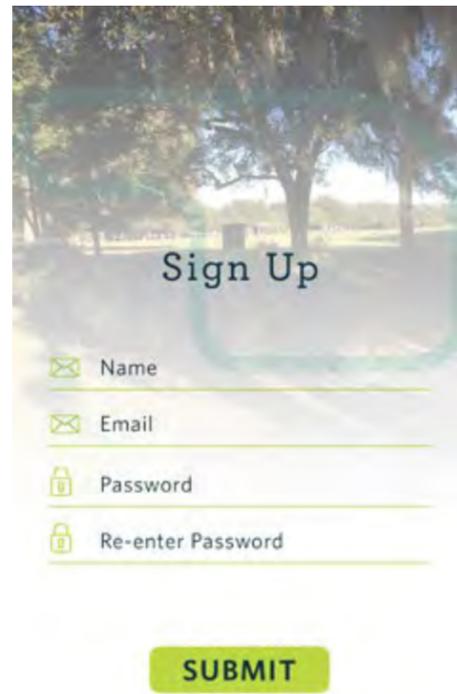
## Design

Wireframes

# #5 | Mobile App

## Process

Since the opening screen is one of the first screen that people see, I saw this to be just as important as all of the other more complex screens. I played around with different ways that i could showcase the brand and realized that I could use the brand shape elements to cleverly light up for "log in" or "sign up". While I could have just had a standard screen that listed the options, I saw this as a fun way of incorporating the overall brand intelligence and tapping into the audience's empathy by getting them excited to use the app during the sign up phase.

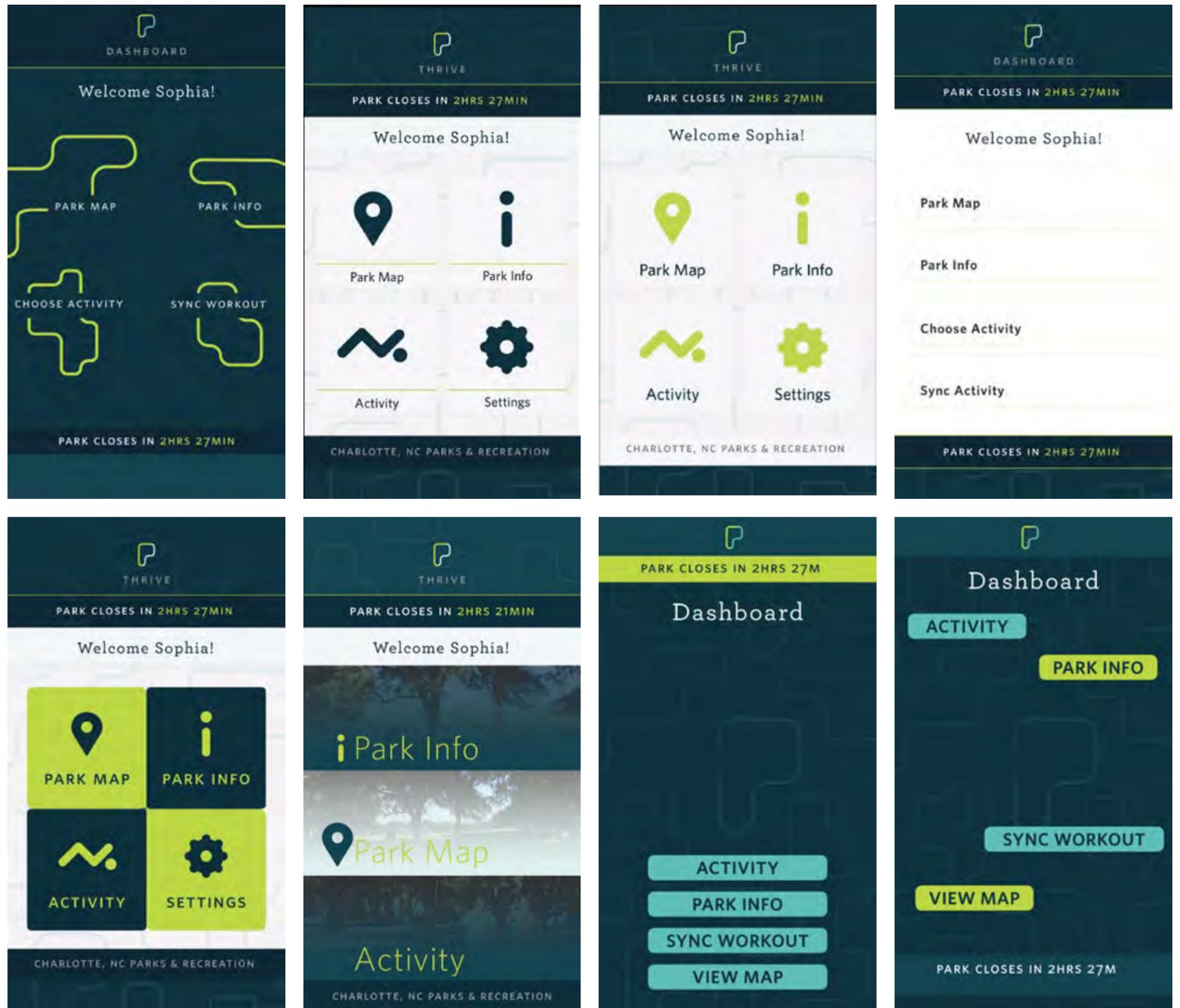


## Development

# #5 | Mobile App

## Process

I spent a lot of time on the dashboard exploring all possibilities of what it could look like. Some approaches were more conceptual (such as the one on the top left) while others were more functional (top right). I realized that I needed to find a balance between the two because people want the information but at the same time this young audience simply will not use the app if it feels like a boring generic app. I compromised by using clear boxes and icons to indicate each option but still incorporating background photos (that I took myself in the local Savannah park) to give the app a welcoming and branded feeling.



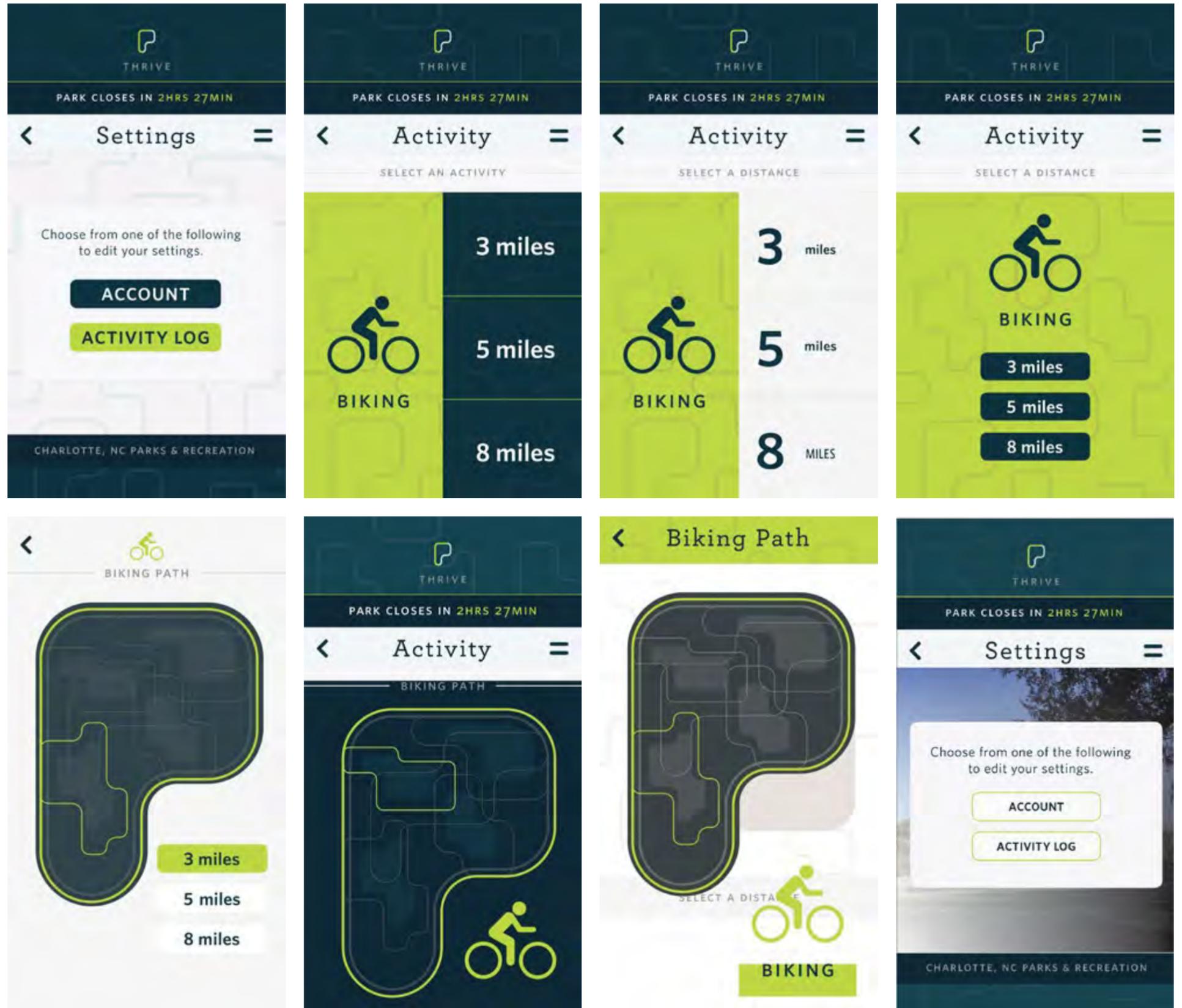
## Development

Dashboard Screens

# #5 | Mobile App

## Process

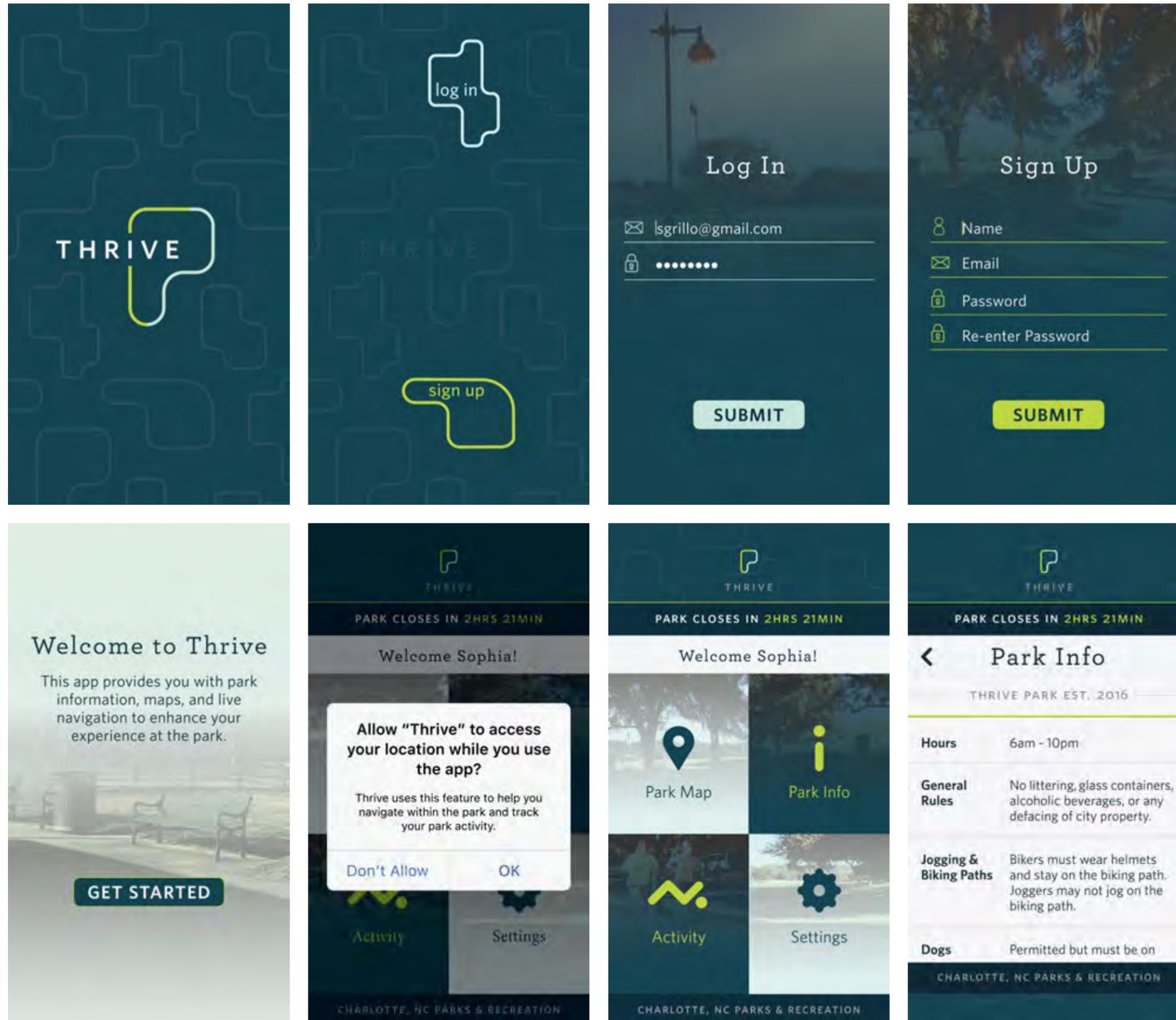
While I had the aesthetic and wireframes figured out, I struggled a lot with hierarchy. Thankfully, I was able to test as I designed with a few people who gave me helpful feedback that I would not have seen. For the activity pages, for example, I at first put the "start" buttons in a position that the eye went to last because a giant icon and map overtook the page. I did not realize this at first and assumed a vibrant green color would call enough hierarchy to the bottom. Luckily, I was able to go back, reposition the bottom, make it bigger, make the icon and map smaller and overall resolved the issue.



## Development

Settings + Activity

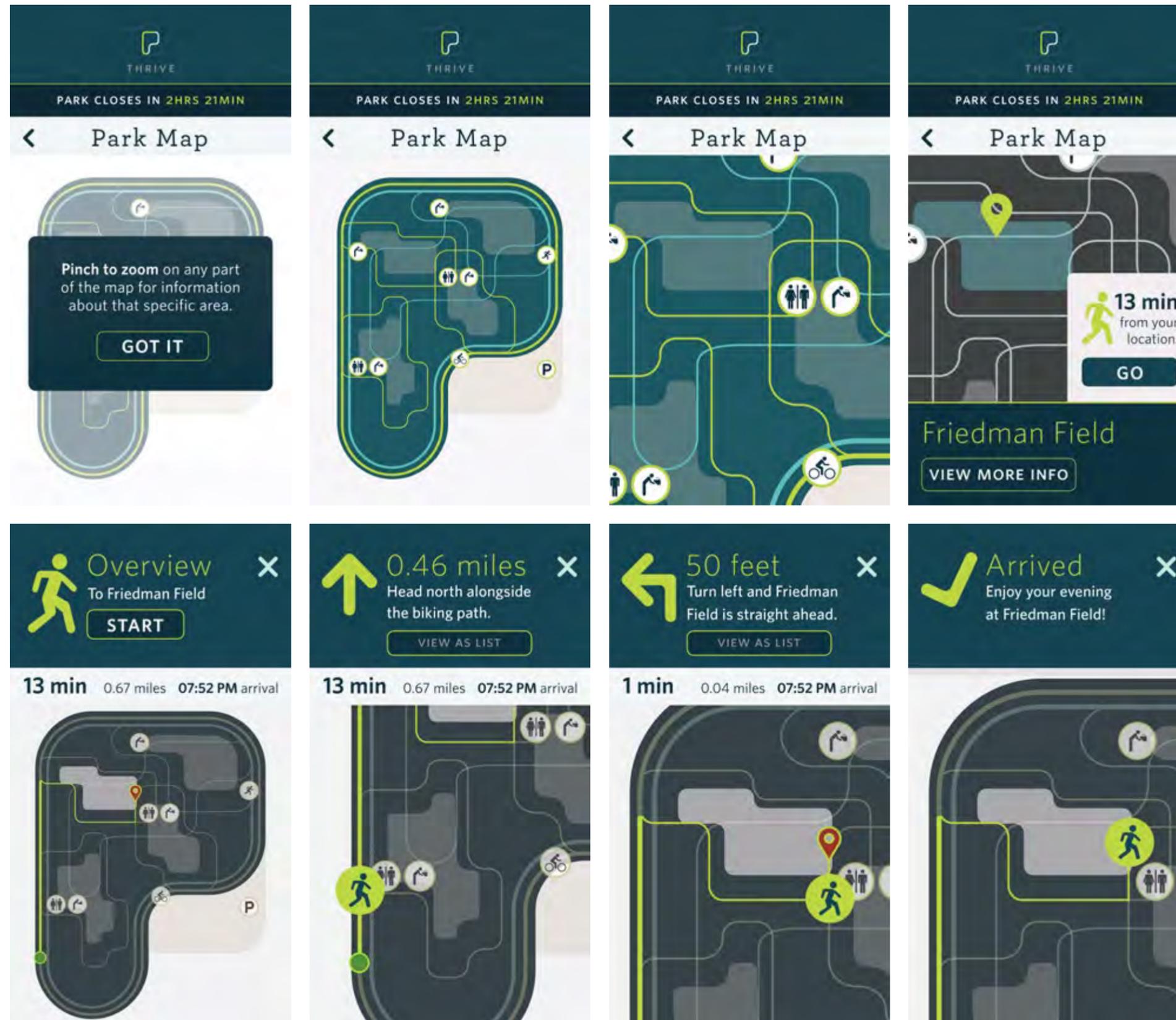
# #5 | Mobile App



## Deploy

Final Screens

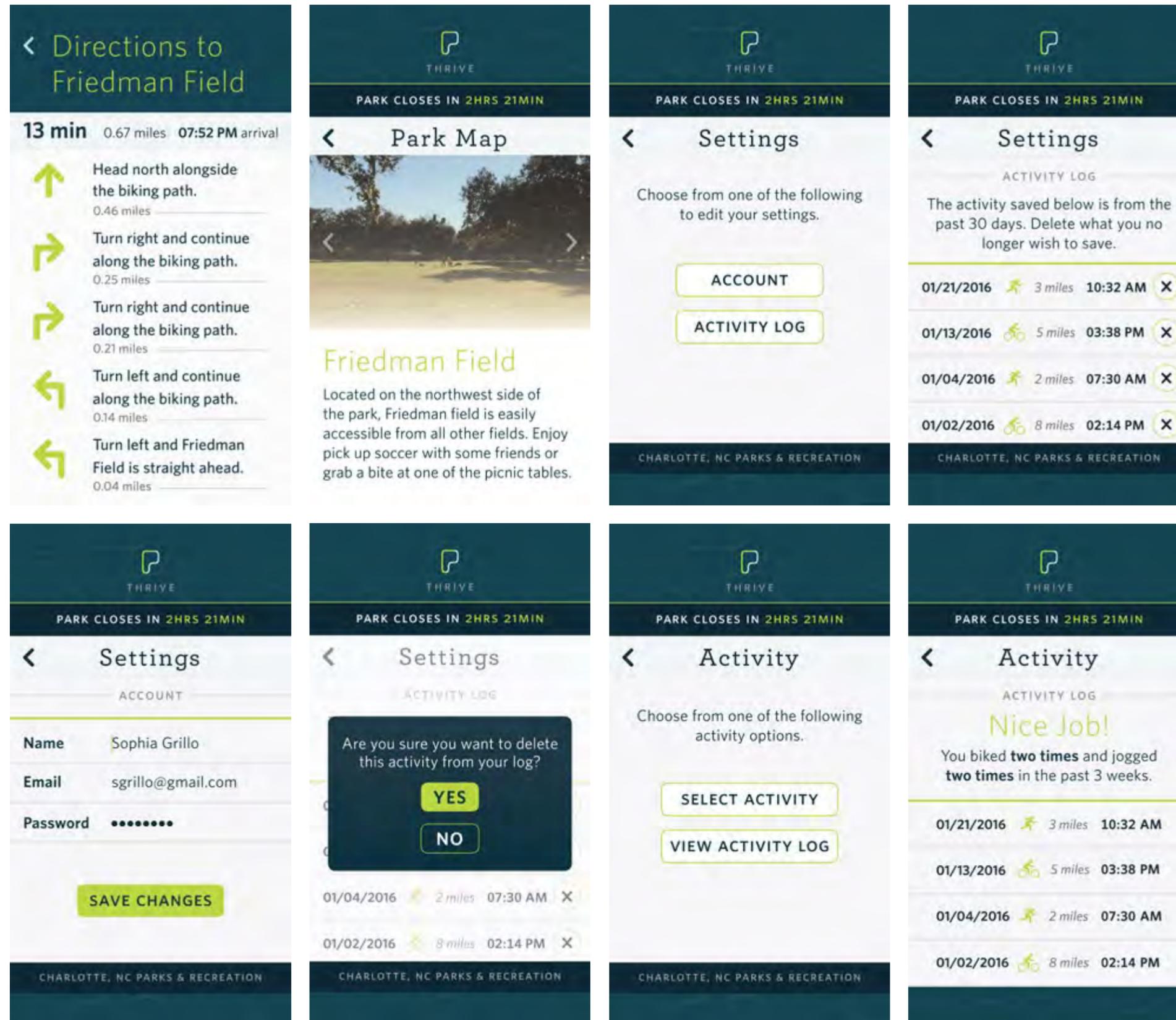
# #5 | Mobile App



Deploy

Final Screens

# #5 | Mobile App



## Deploy

# #5 | Mobile App



Deploy

Final Screens

## > **Material #4** Memorabilia

Designed to build awareness and create pride for the park throughout the City of Charlotte young professional community.

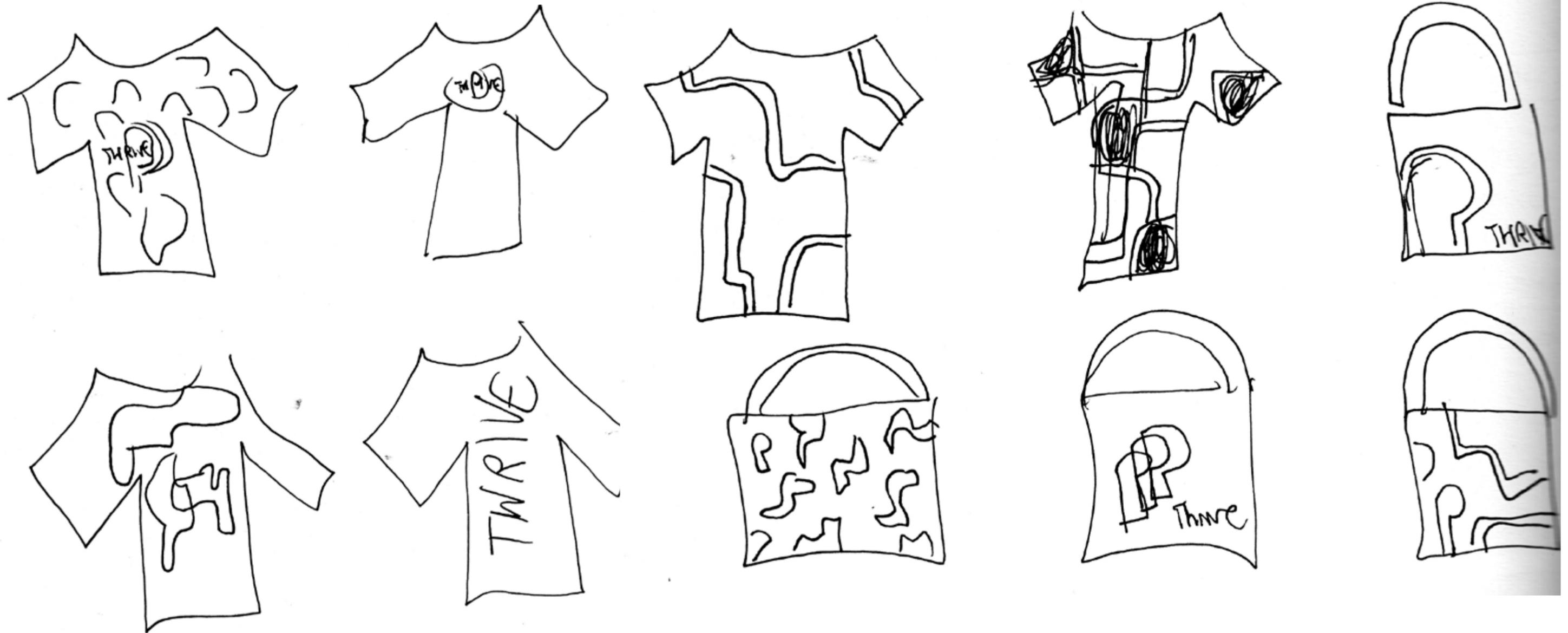
# #4 | Memorabilia



## Discovery

Visual Reference

# #4 | Memorabilia



## Design

Thumbnails

# #4 | Memorabilia

## Process

The purpose of the memorabilia was to create a design that the audience would love enough that they want to cherish that bag or shirt and wear it all the time. This design approach means that not only are the shirts and bags sustainable because they are being used over and over, but they are also making people feel proud to be part of the community while spreading awareness of the park.

I saved this for last because I knew by the time I designed everything else that I would have the brand elements figured out and could find fun and creative ways to apply them to the bags and thirst. At first, I tried every possibility including patterns and other interesting ways to display the elements. This first round of exploration gave me many ideas but overall most of the designs felt too overwhelming and not cohesive with the identity system.



## Development

# #4 | Memorabilia

## Process

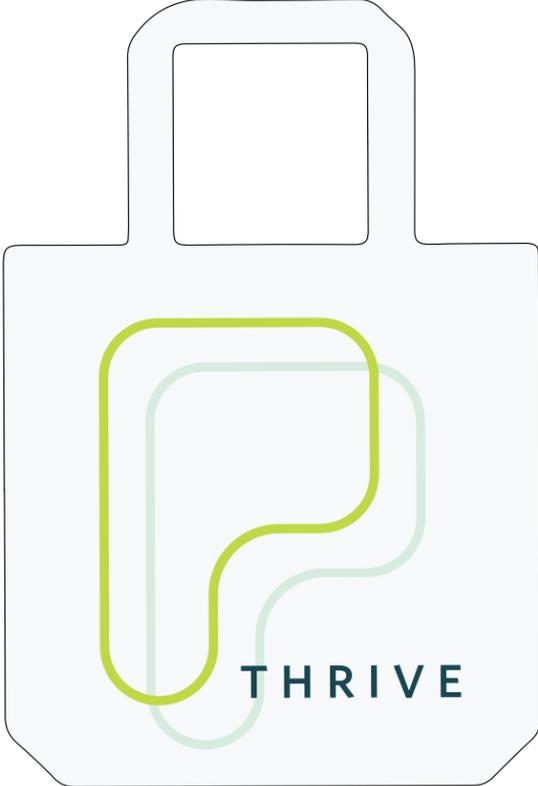
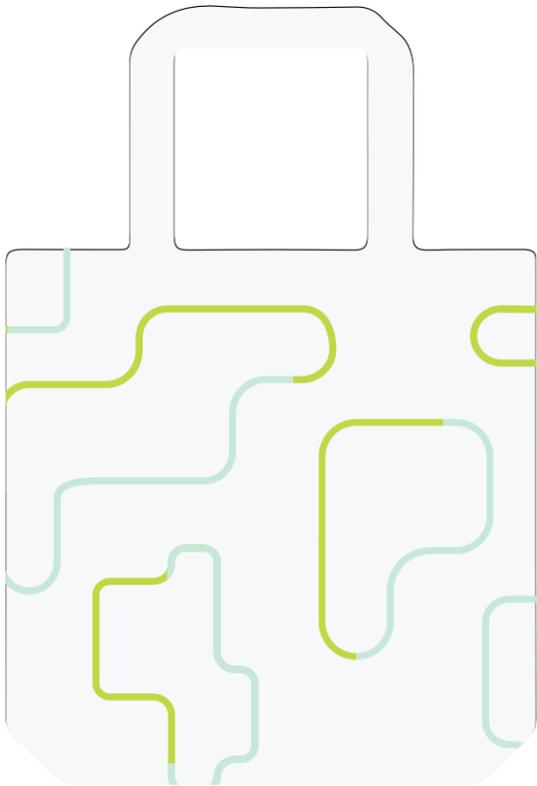
In the second round of digital explorations I was able to refine and simplify. Here I started to see a visual language that was more cohesive with the identity system while still remaining trendy, fun, and something that people would want to wear.



## Development

Digital Exploration #2

# #4 | Memorabilia



## Deploy

# > Deploy

The final design outcomes.

# Deploy

---

## PRIMARY COMBINATION MARK

---



# Deploy

---

B+W | PRIMARY COMBINATION MARK

---



# Deploy

## SECONDARY COMBINATION MARKS



### Identity Program

---

# Deploy

LOGO WITH PARK INFO

---



THRIVE

City of Charlotte, NC  
DEPARTMENT OF PARKS & RECREATION

---

## Identity Program

Logo

# Triple Bottom Line

PROFIT PEOPLE PLANET



ensuring a sustainable park design



**PROFIT**

Guaranteed economic success for the City of Charlotte: parks in urban spaces increase property value and help retain current businesses and residents.



**PEOPLE**

A place for urban young professionals to escape stress and improve mental and physical wellbeing while building a sense of community.



**PLANET**

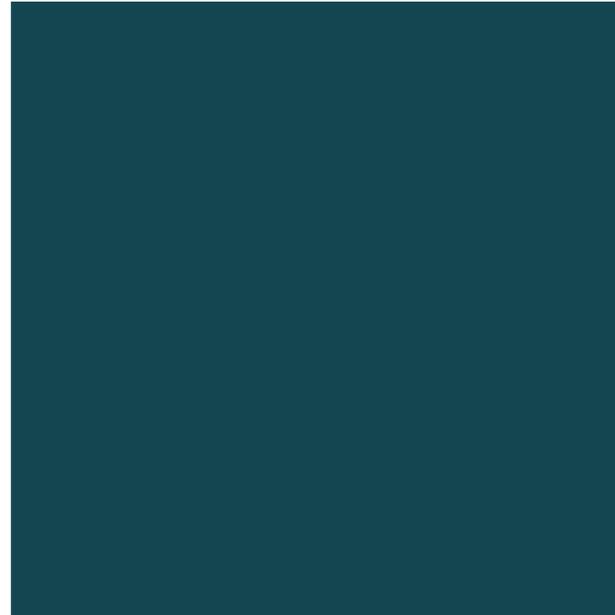
The sustainable solution to Charlotte's current ranking as the #1 city in the U.S. for the least access to green space.

---

# Deploy

## Process

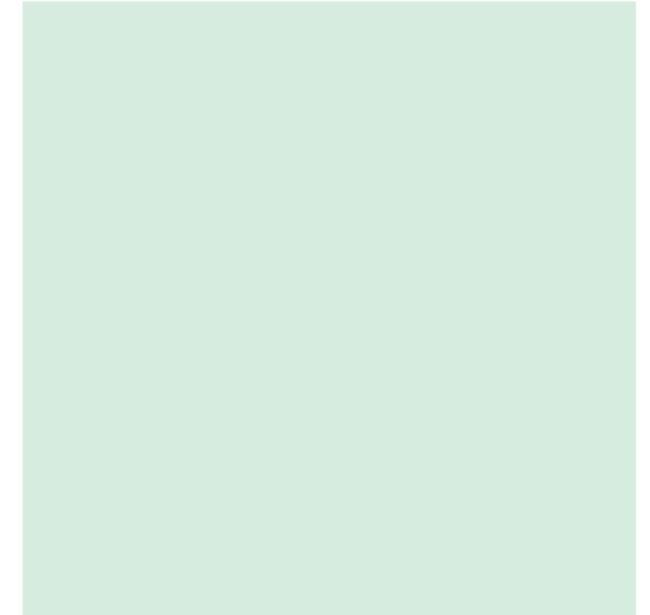
The color palette is a crucial component of Aurora's identity. Purple and green were chosen not only because they are the colors of an aurora, but also, because they are secondary colors that create enough of a contrast to represent the active and calm energy flowing in and out for a runner who uses Aurora's services. A bright green and bright purple color are used on each end of the color spectrum with the 7 lined-up dots to enforce the polarity idea and to draw the eye in on each side. As the eye wanders towards the middle of the 9 lined-up dots, the colors become more muted to create the feeling of entering a focused atmosphere.



PMS = 7477 C  
CMYK = 0, 0, 0, 100  
RGB = 20, 70, 81  
HEX = 144651



PMS = 2298 C  
CMYK = 29, 0, 91, 0  
RGB = 192, 216, 68  
HEX = c0d744



PMS = 9521 C  
CMYK = 16, 0, 14, 0  
RGB = 212, 236, 223  
HEX = d4ebde

---

# Deploy

## WHITNEY

---

SC MEDIUM

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()

SC BOOK

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()

HTF BOOK

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()

---

## Identity Program

Typefaces

## ARCHER

---

MEDIUM

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()

BOOK

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()

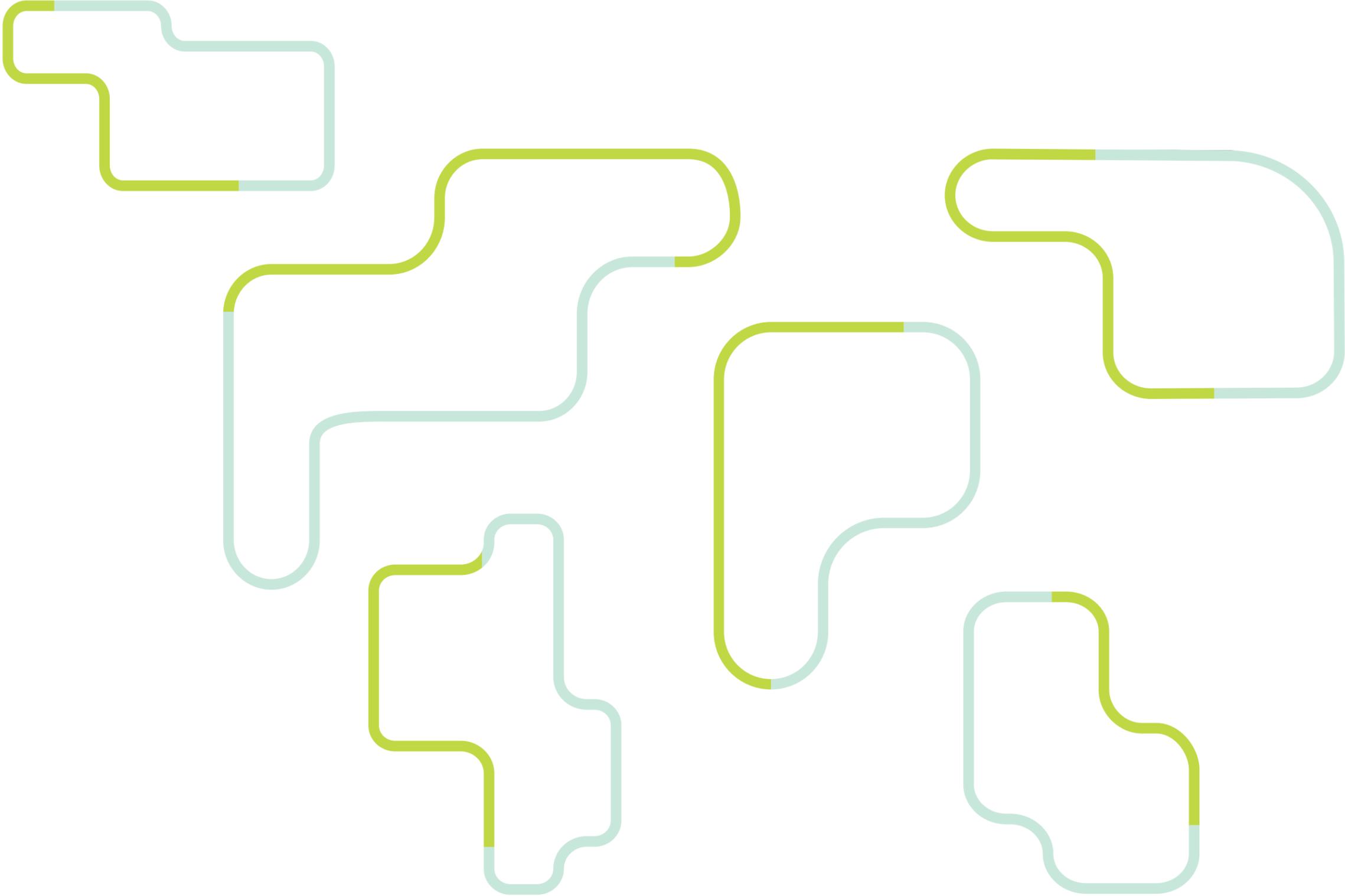
LIGHT

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()

---

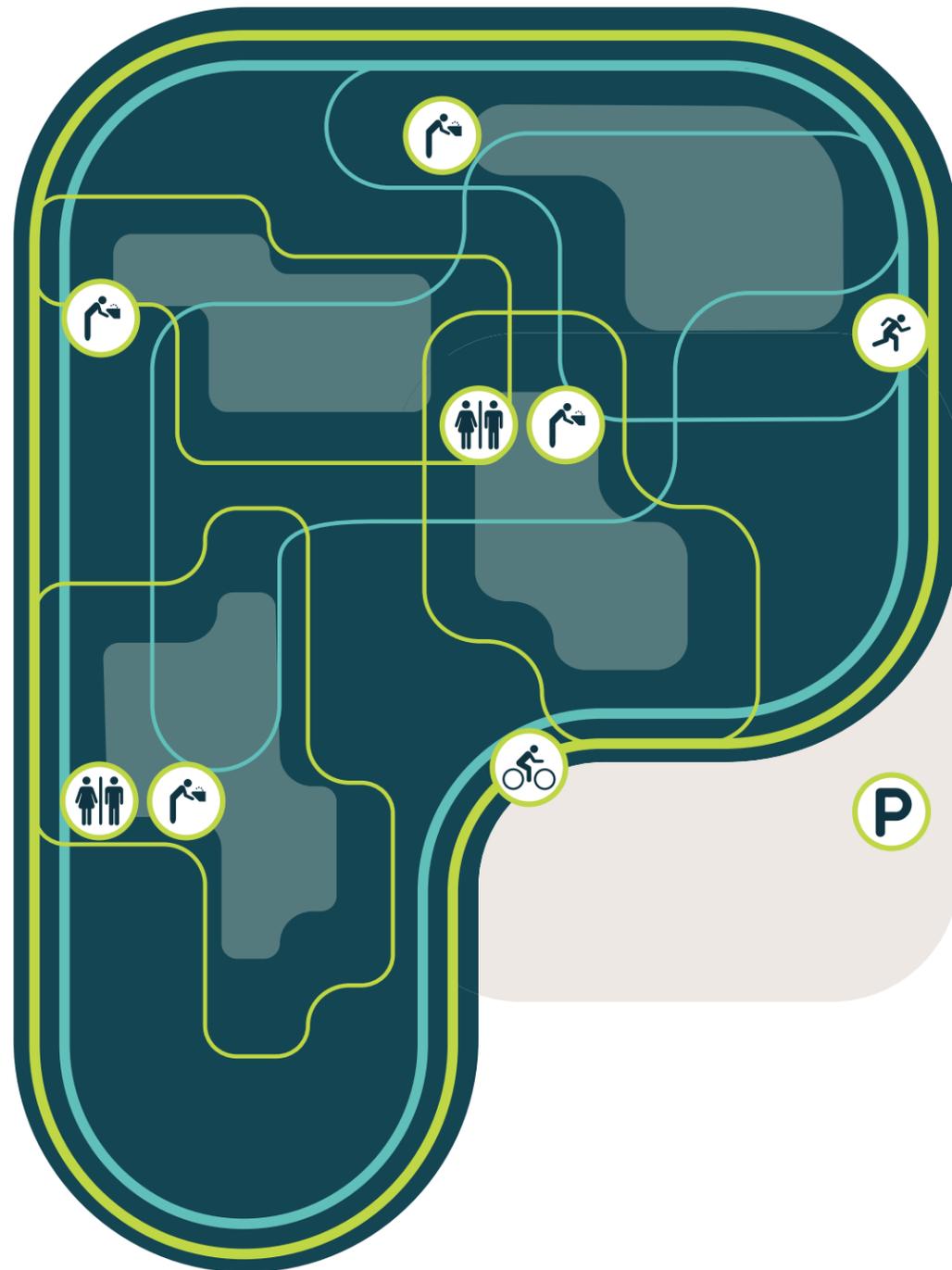
# Deploy



# Deploy



# Deploy



## LEGEND

- |  |  |
|--|--|
|  BIKE PATH      |  WATER FOUNTAIN |
|  JOGGING PATH   |  RESTROOM       |
|  GRASS / FIELDS |  PARKING        |

## Park Map

Icons

# Deploy



## ORIENTATION

*Interactive Signage & Map*

## DIRECTIONAL

*Wayfinding*

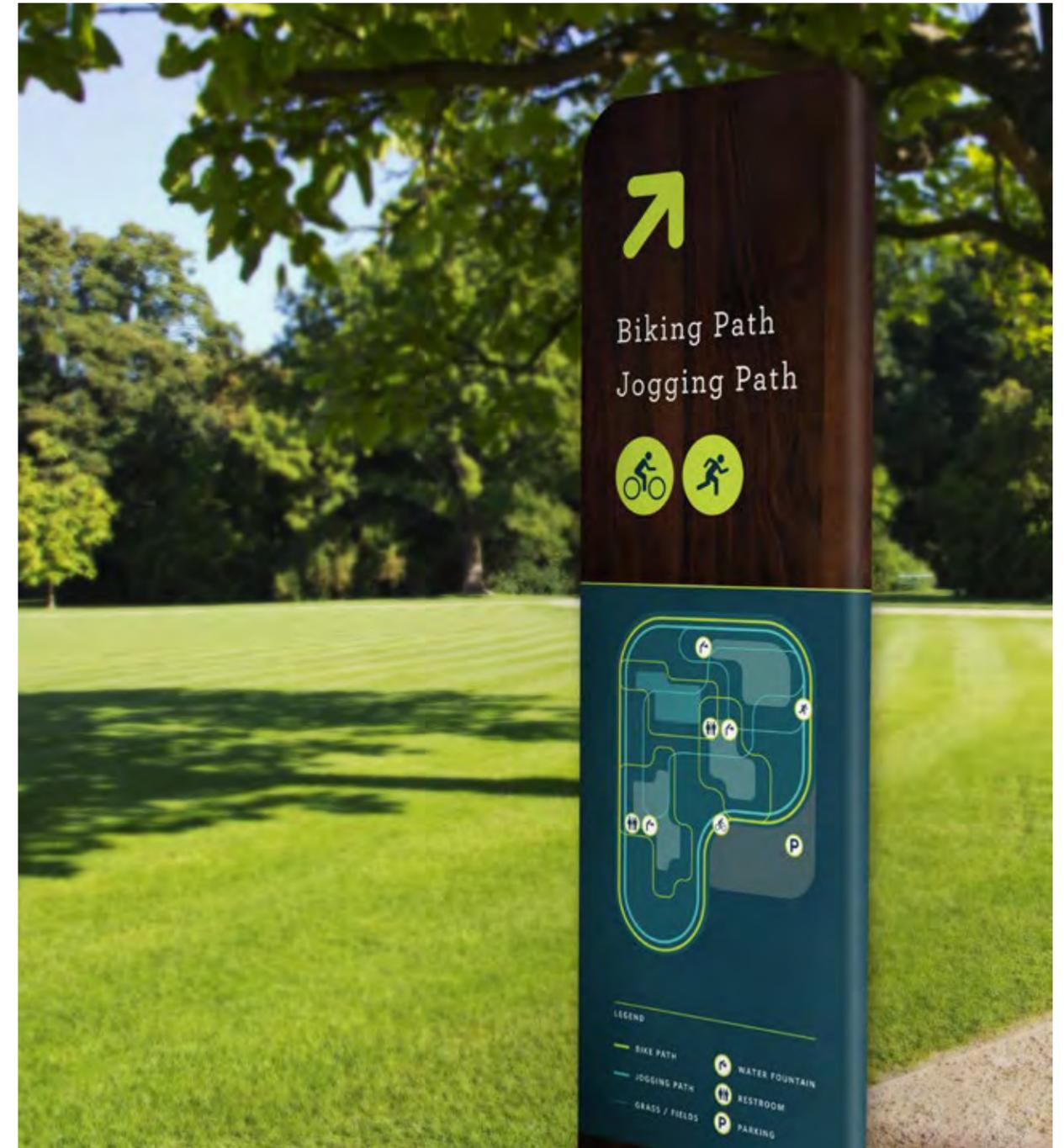
## IDENTIFICATION

*Mile Marker*

## Park Sign Family

Static + Interactive

# Deploy



## Park Signage | Static

3d Application

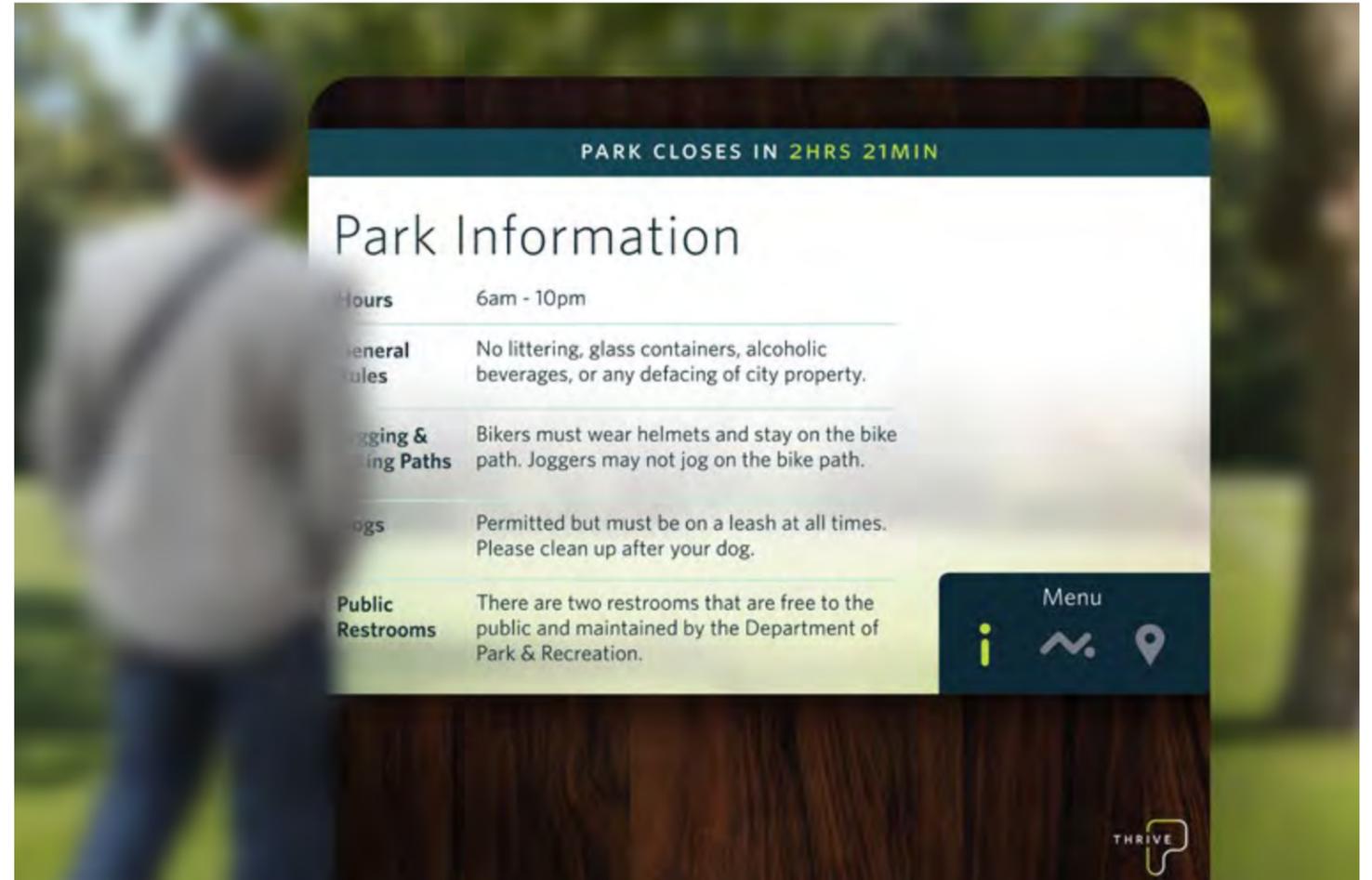
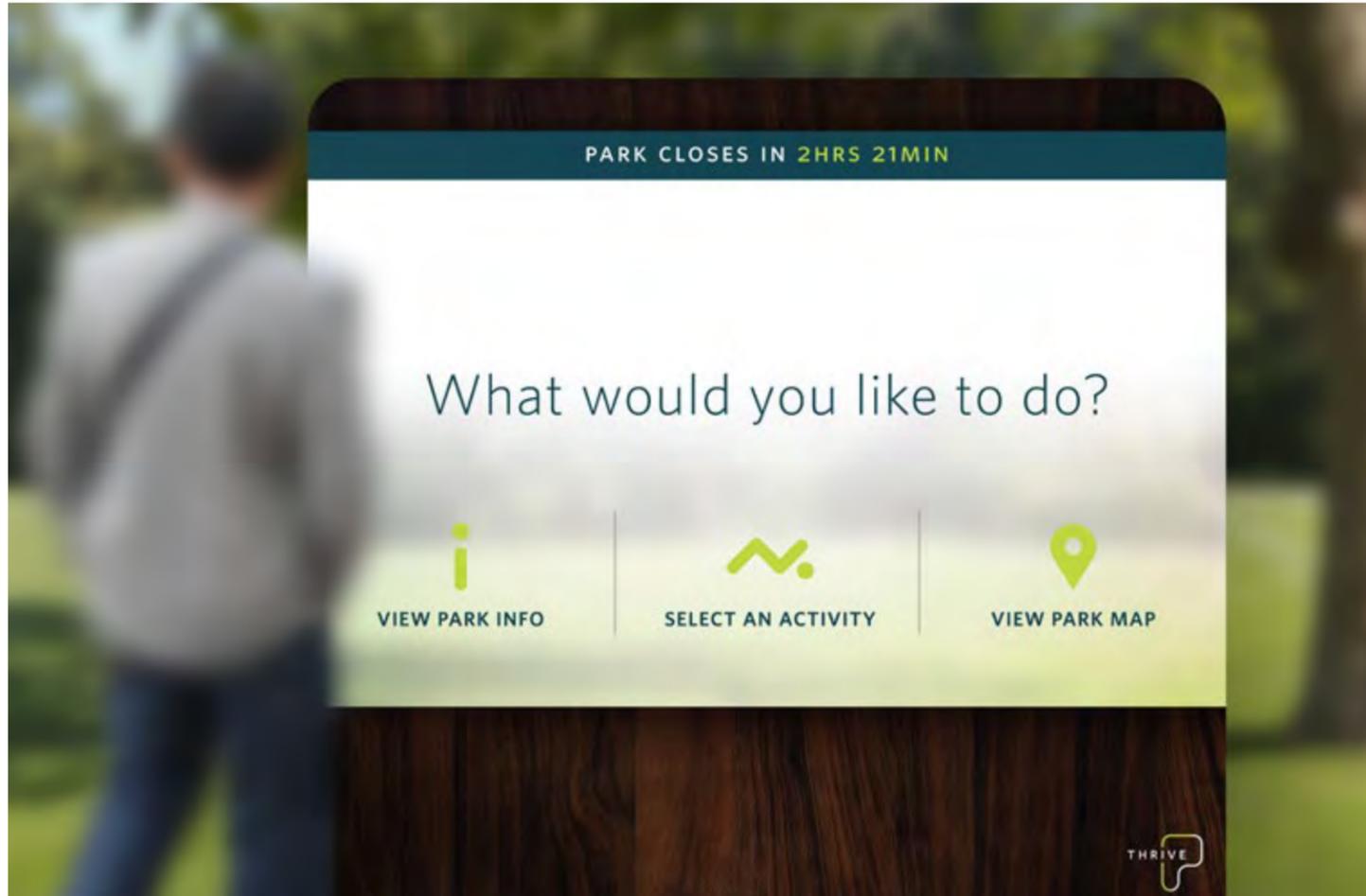
# Deploy



## Park Signage | Interactive

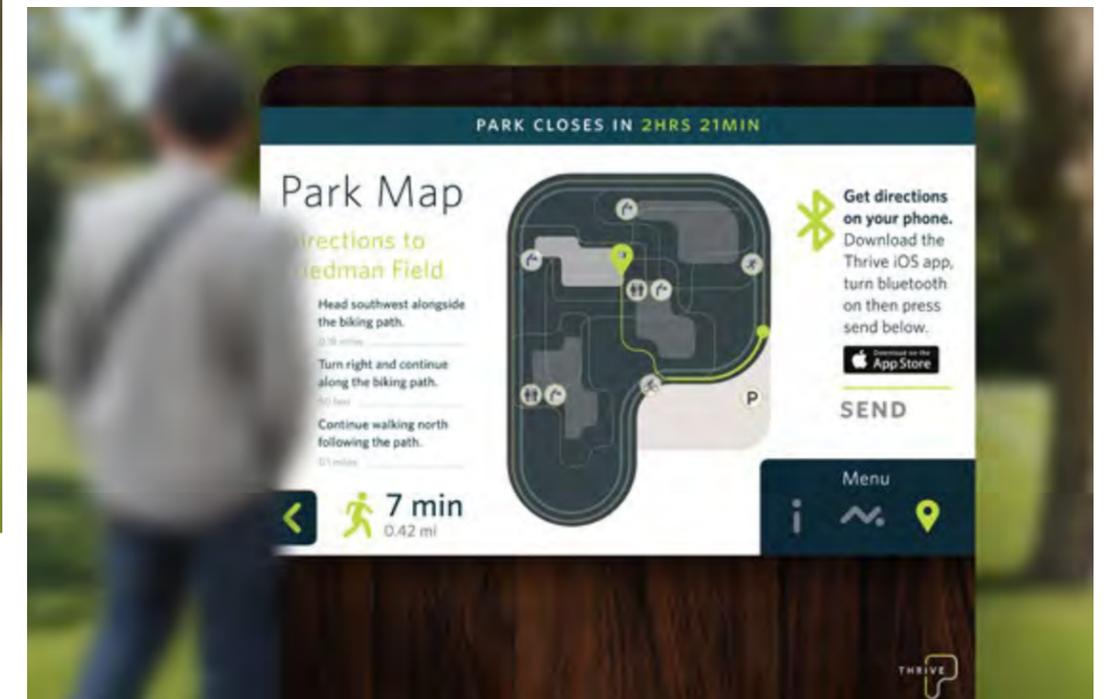
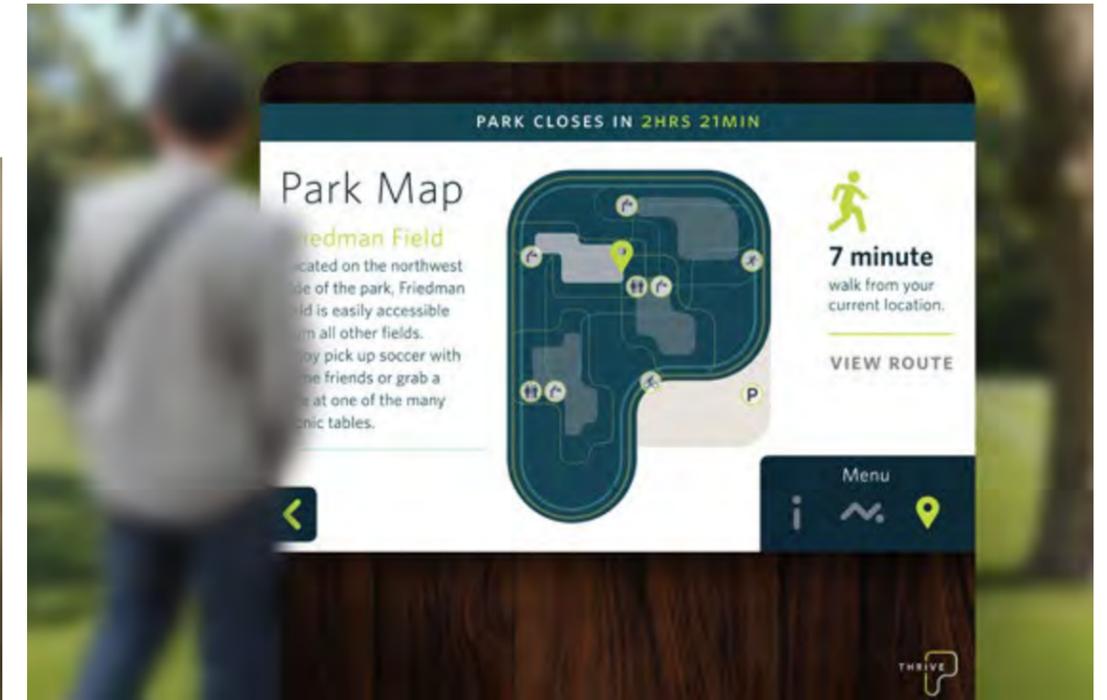
3d Application

# Deploy



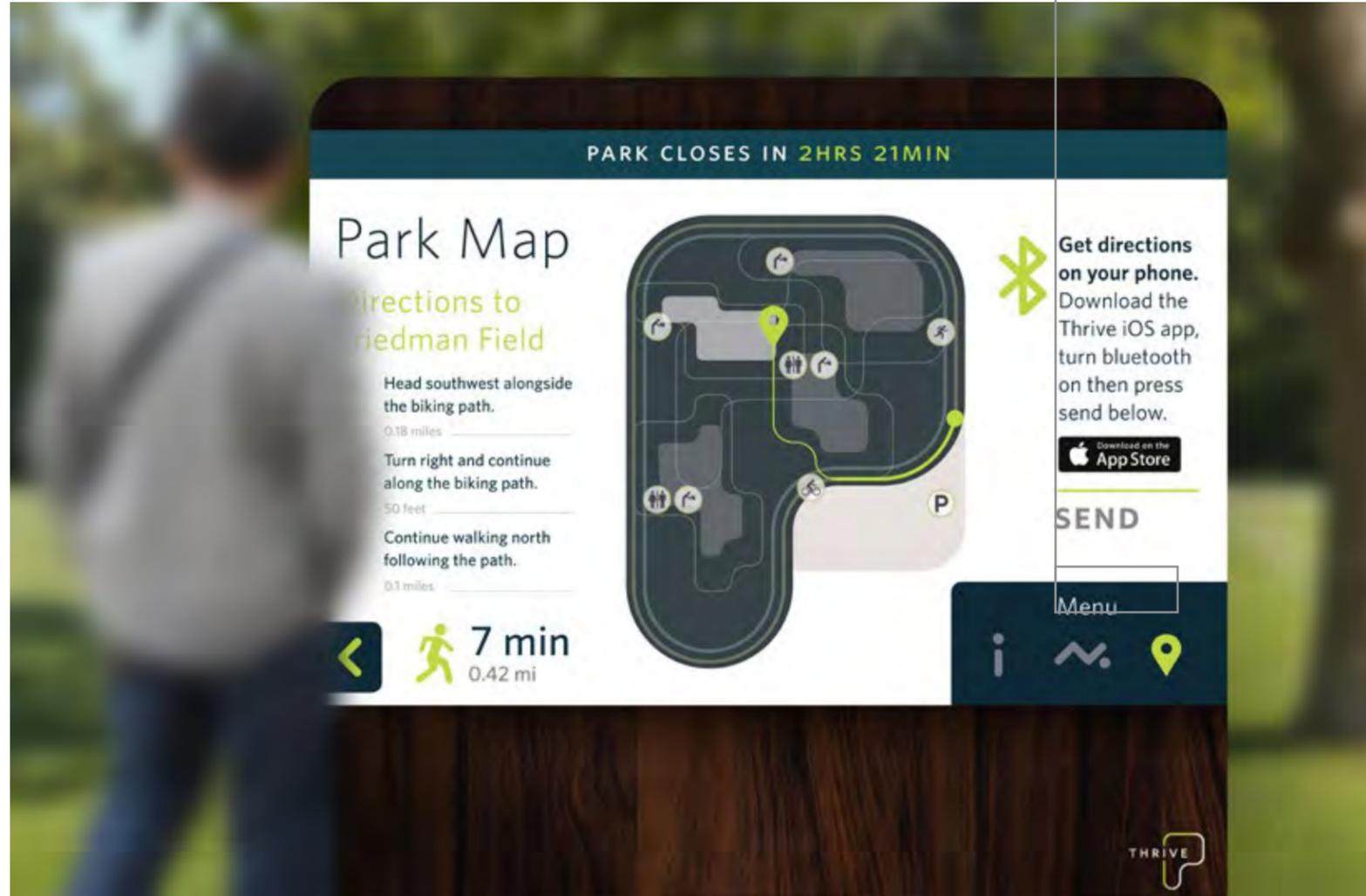
## Park Signage | Interactive

# Deploy



## Park Signage | Interactive

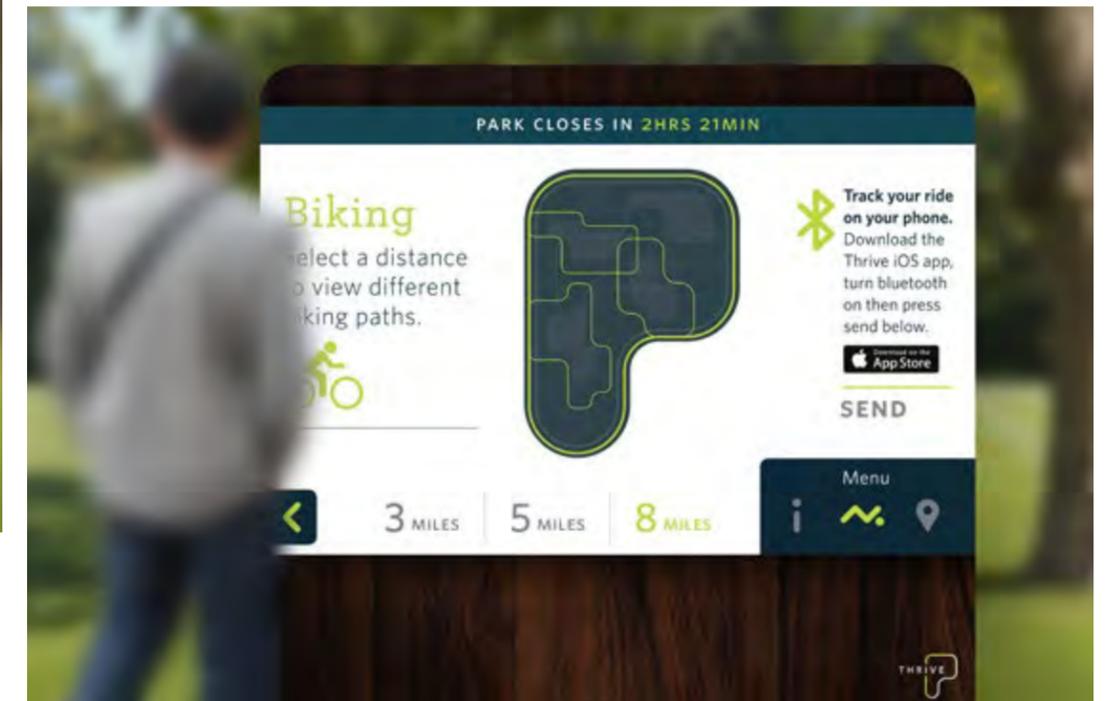
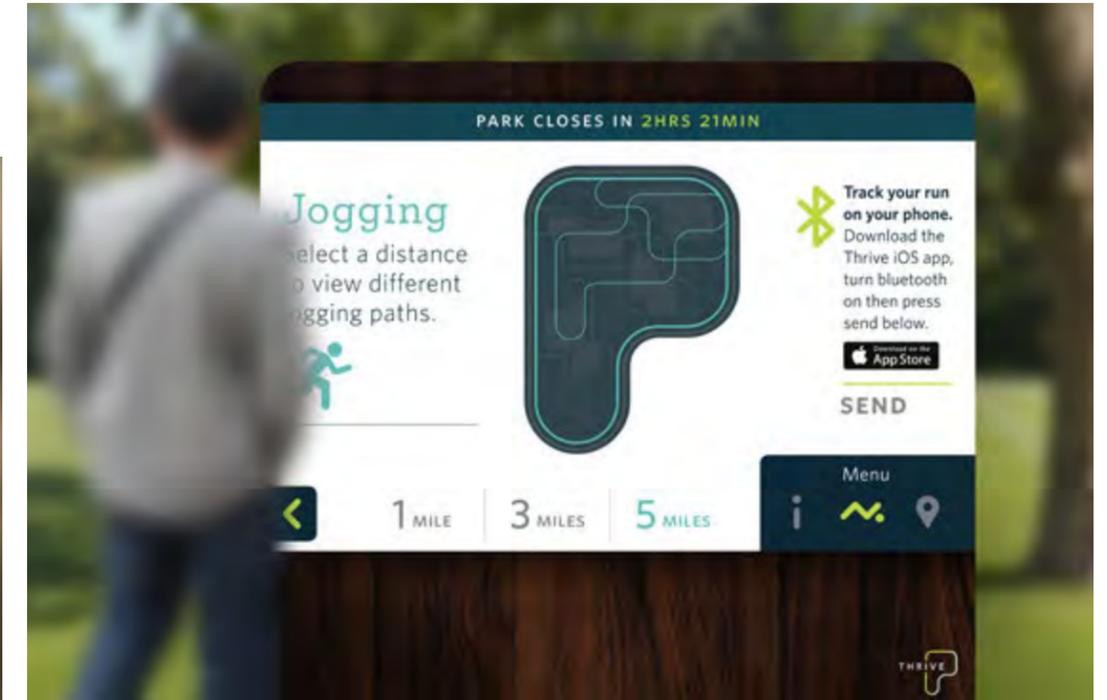
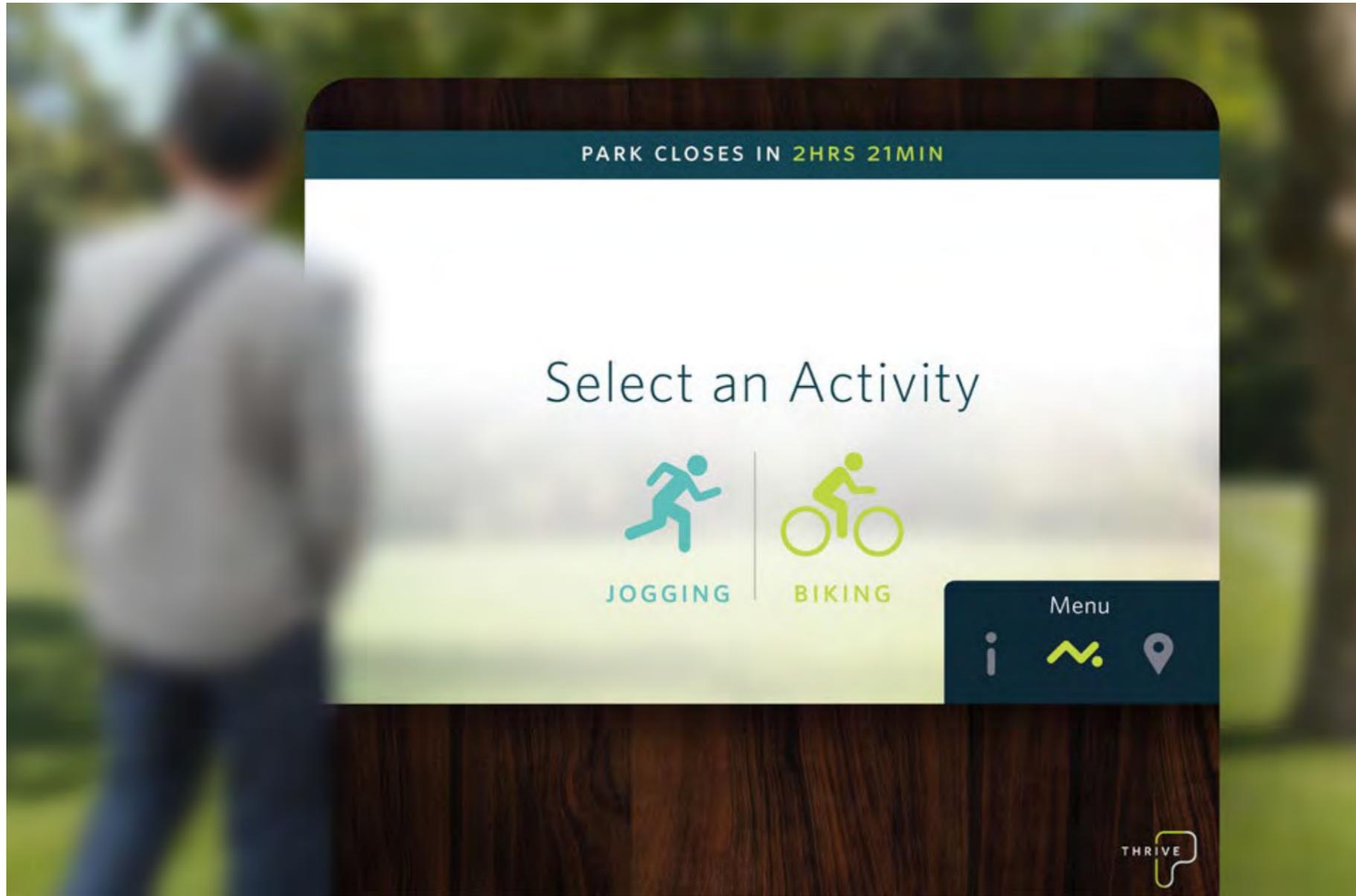
# Deploy



## Park Signage | Interactive

3d Application

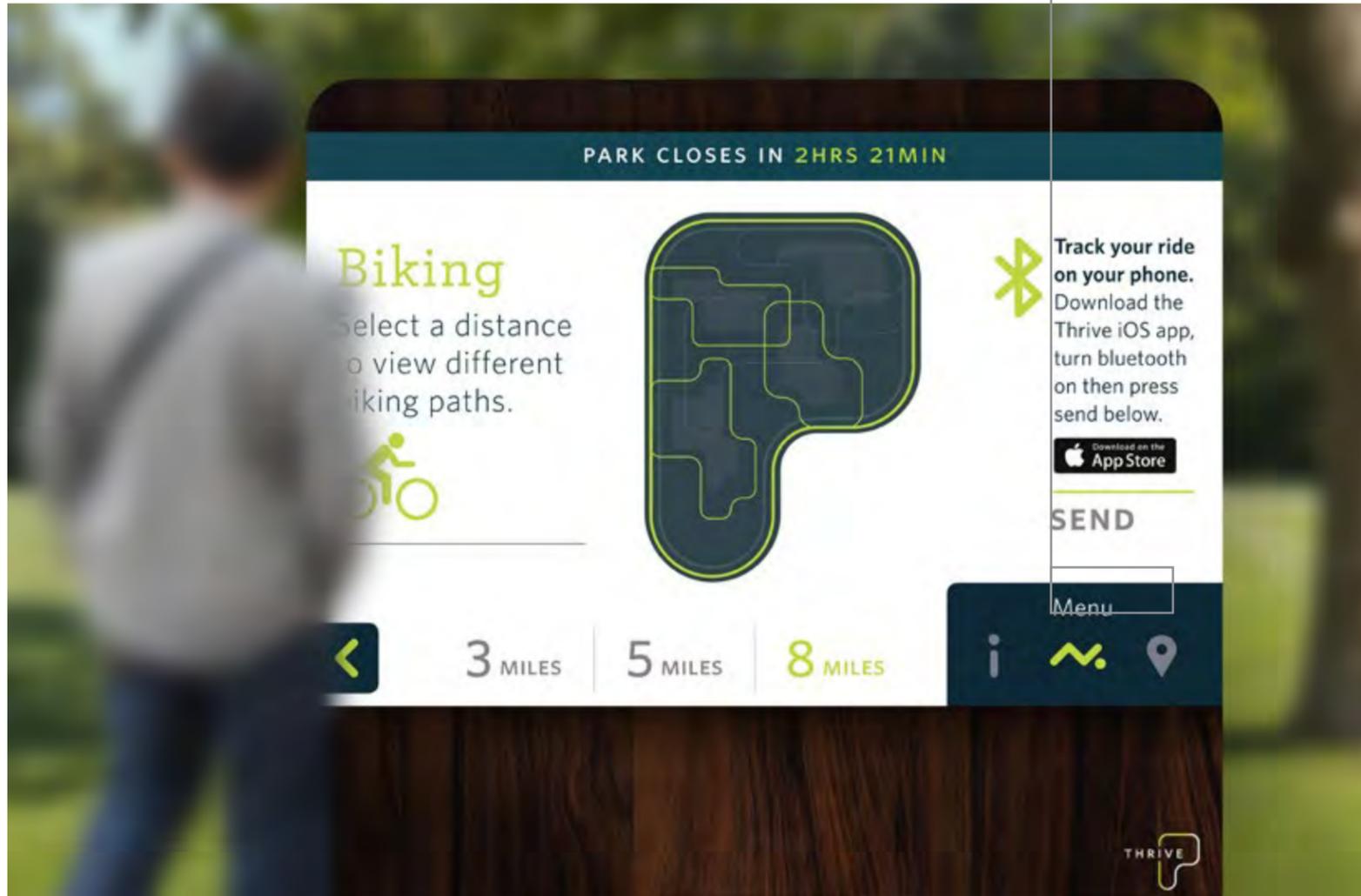
# Deploy



## Park Signage | Interactive

3d Application

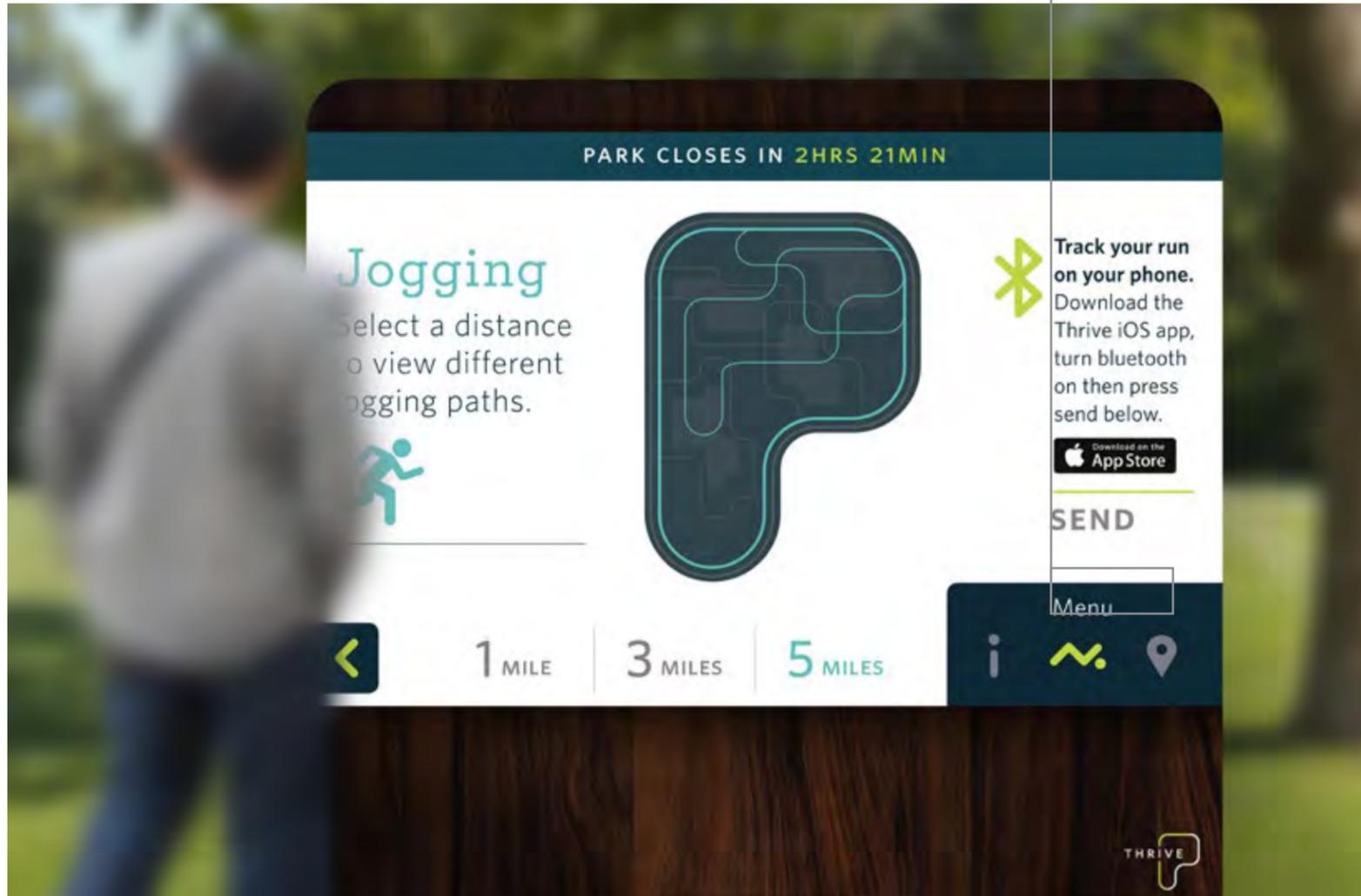
# Deploy



## Park Signage | Interactive

3d Application

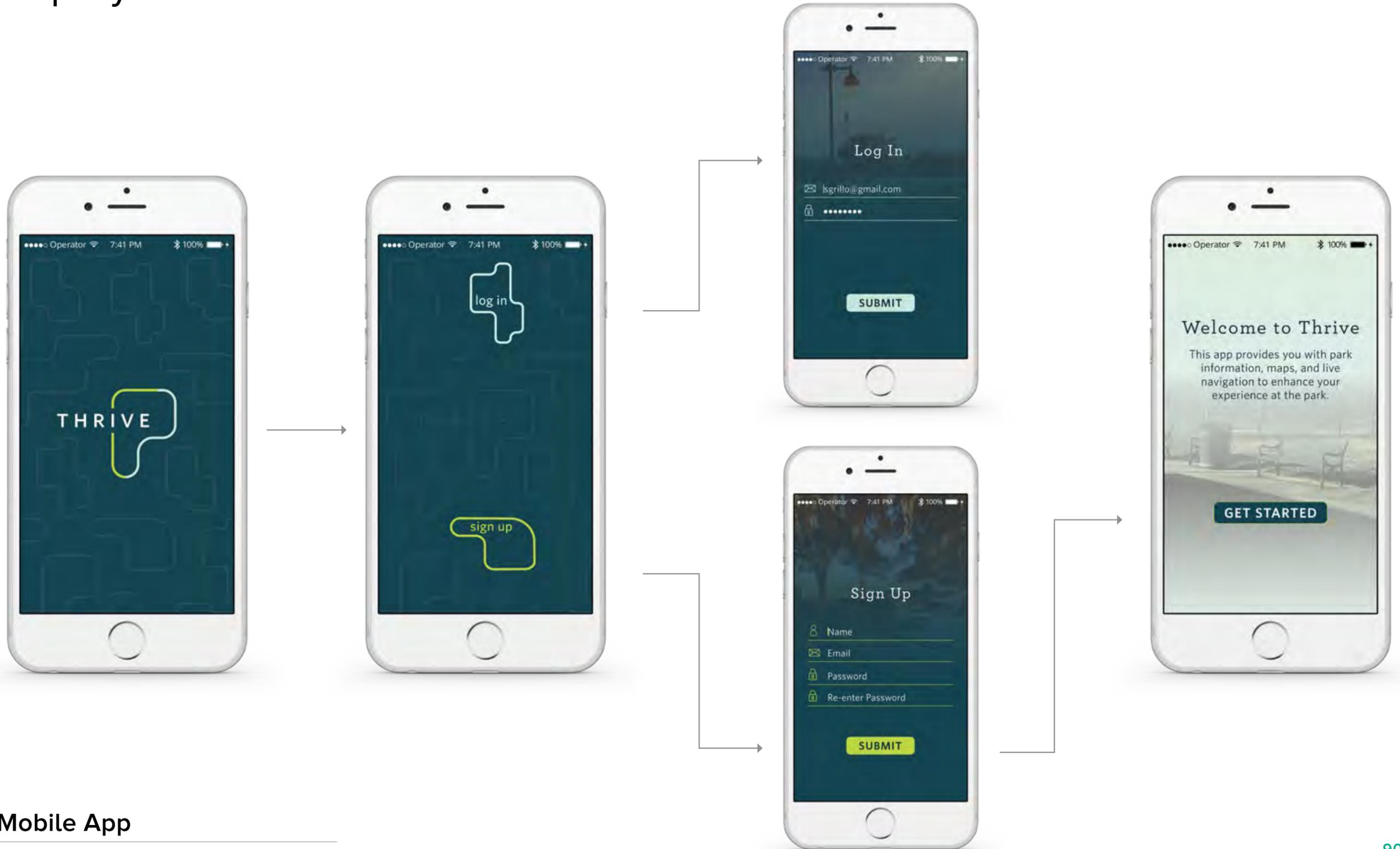
# Deploy



## Park Signage | Interactive

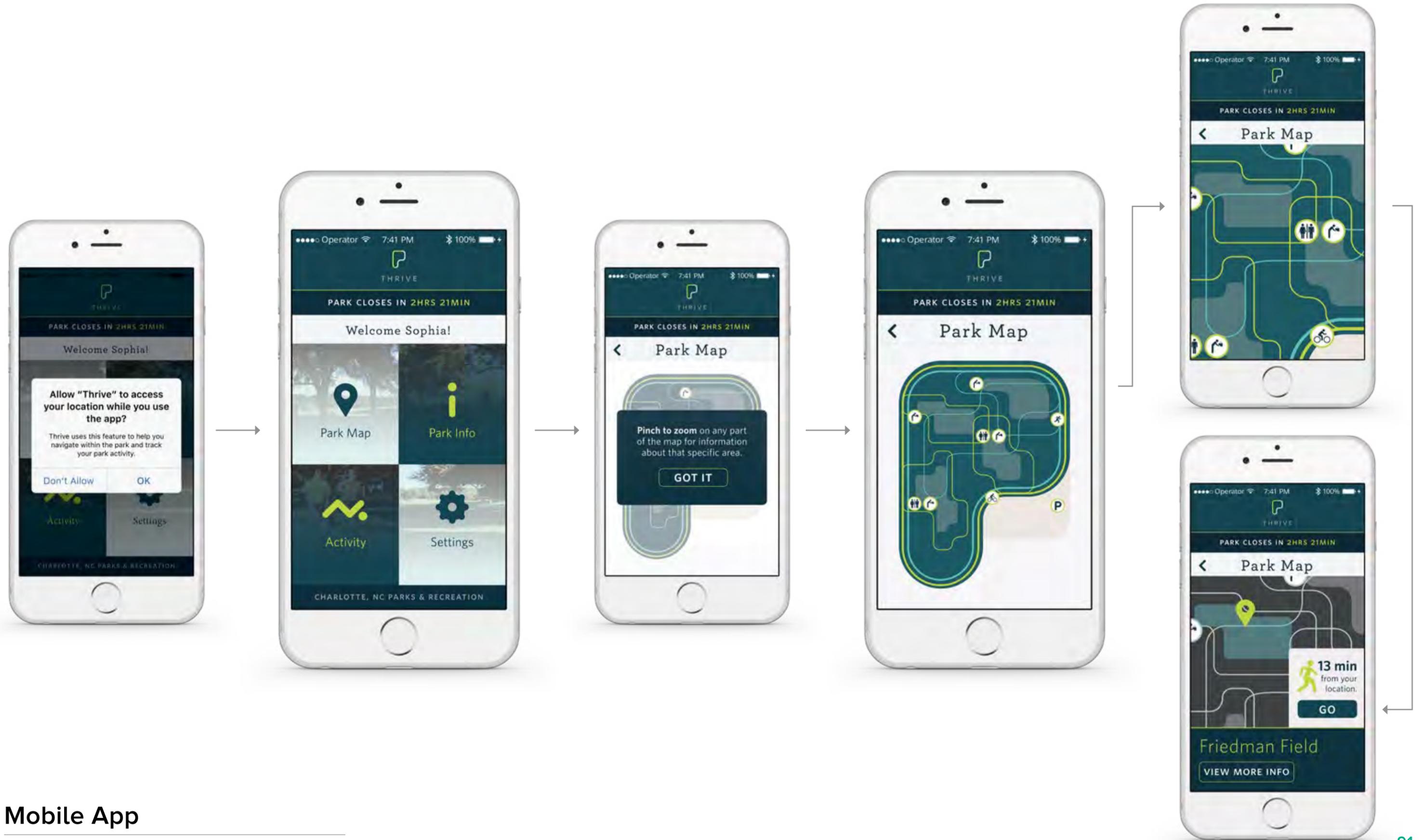
3d Application

# Deploy



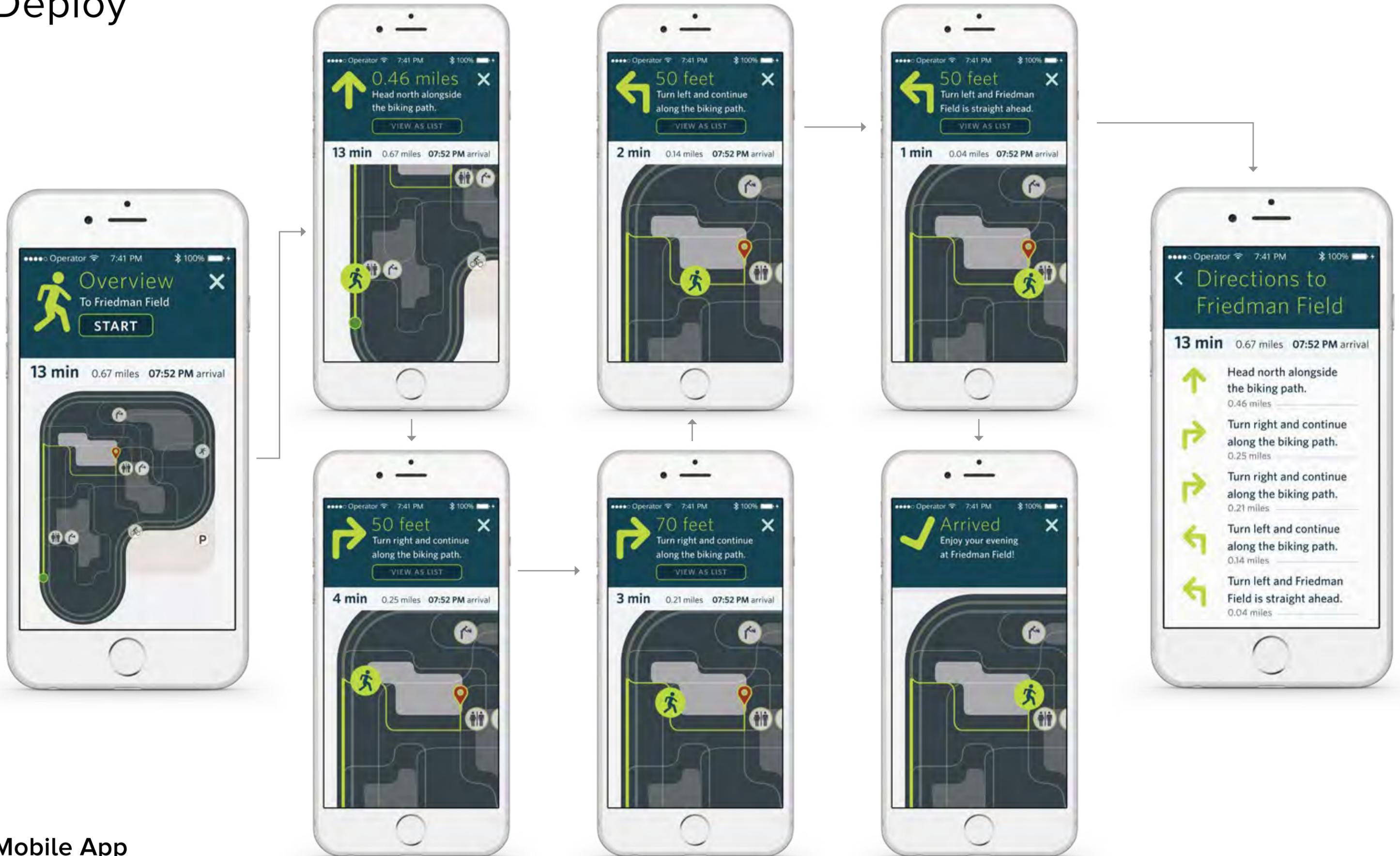
## Mobile App

# Deploy



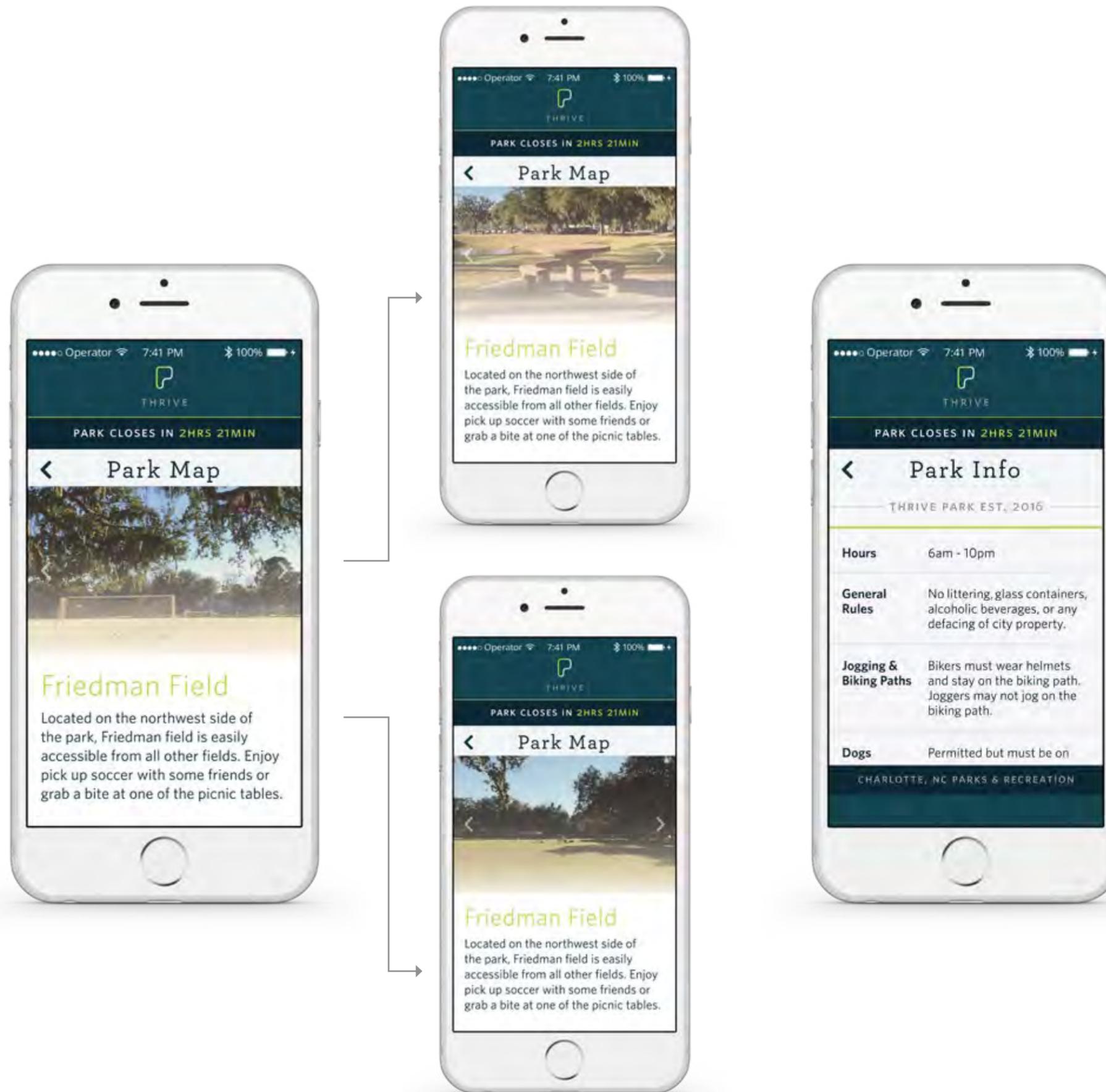
## Mobile App

# Deploy



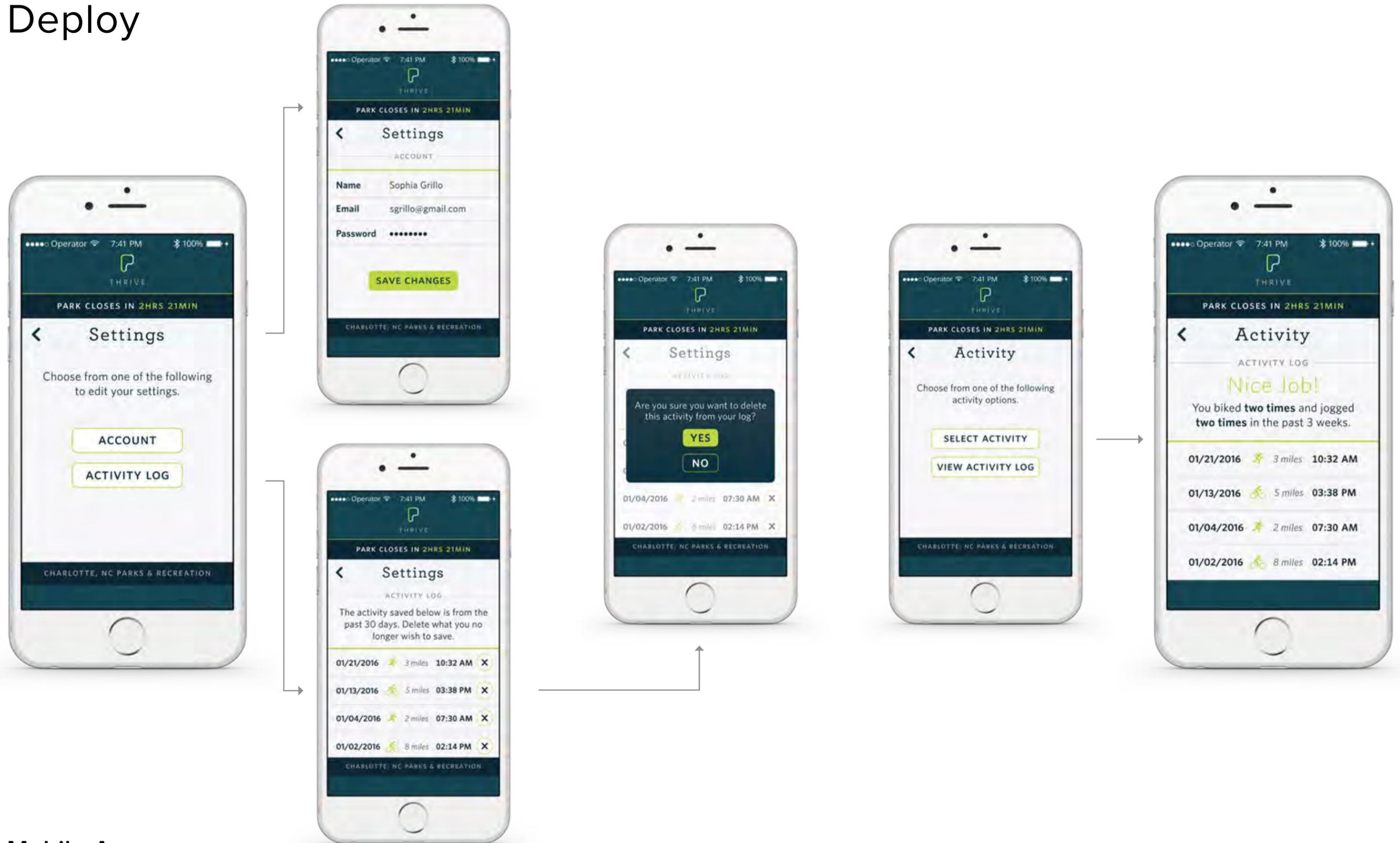
# Mobile App

# Deploy



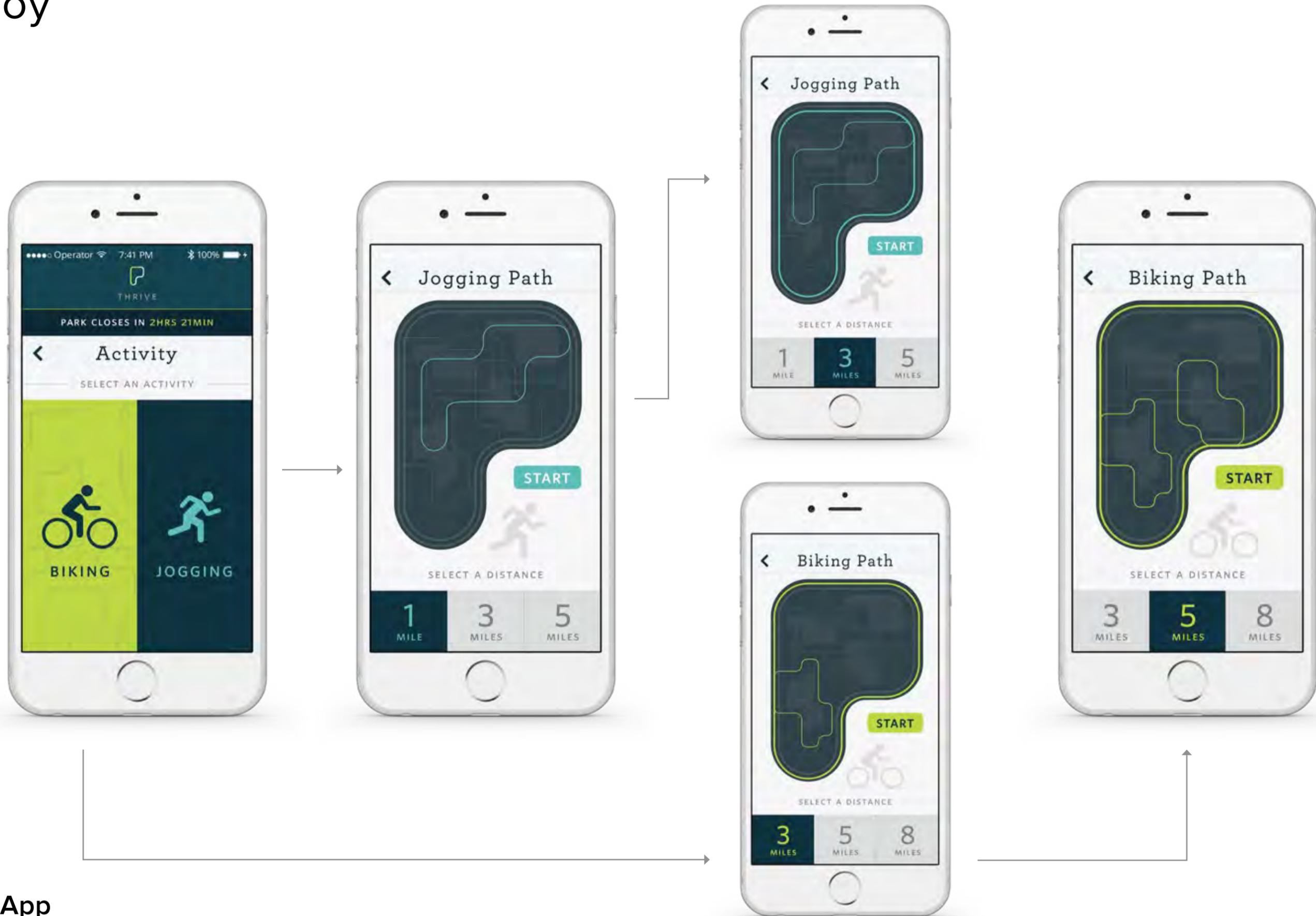
## Mobile App

# Deploy



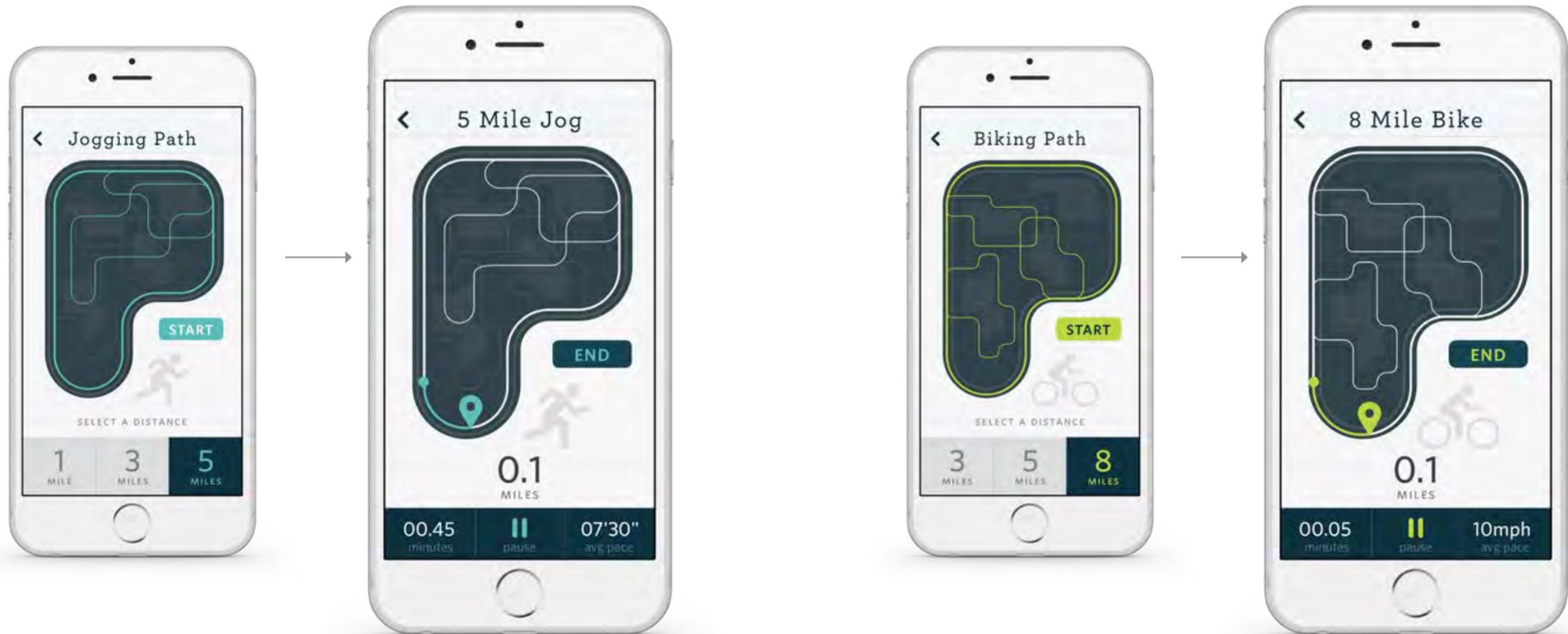
# Mobile App

# Deploy



Mobile App

# Deploy



## Mobile App

# Deploy



## Memorabilia

Canvas Bags

# Deploy



## Memorabilia

T-shirts

---

# Sources

## RESEARCH

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- <http://cleantechnica.com/2012/10/16/cities-will-greatly-benefit-from-more-greenery-as-urban-areas-rapidly-expand-un-report-finds/>
- [http://www.eastshorepark.org/benefits\\_of\\_parks%20tpl.pdf](http://www.eastshorepark.org/benefits_of_parks%20tpl.pdf)
- [http://switchboard.nrdc.org/blogs/kbenfield/cities\\_with\\_the\\_best\\_worst\\_acc.html](http://switchboard.nrdc.org/blogs/kbenfield/cities_with_the_best_worst_acc.html)
- <http://www.charlottemagazine.com/Charlotte-Magazine/September-2008/Goodbye-Green-Space/>
- <http://www.city-data.com/forum/atlanta/2111008-lack-intown-greenspace-worries-midtown-resident.html>
- <http://parkscore.tpl.org/city.php?city=Charlotte>
- <http://www.bizjournals.com/charlotte/news/2015/03/05/more-proof-that-charlotte-is-a-boomtown.html>

