

*A Division of Public Affairs*

# CREATIVE DESIGN GROUP

GRAPHIC DESIGN

EXHIBIT DESIGN

SIGN DESIGN

Creative Design Group seeks to **improve the visitor experience** by designing and producing official signage, developing and maintaining engaging visitor centers and exhibits, and by presenting a coherent and welcoming brand presence across our digital and printed communications materials.

*A Division of Public Affairs*

# CREATIVE DESIGN GROUP

## GRAPHIC DESIGN

- Park Map Brochures
- Publications
- Core Brand
- Parks Merchandise



Carol Klammer Sr. Graphic Designer



Todd Salerno Creative Design Manager

## EXHIBIT DESIGN

- Visitor Centers
- Interpretive Waysides
- Interpretive Kiosks & Pavilions



Jenn Webber Exhibit Supervisor



Jordan Scott Exhibit Designer



Rick Kitamata Exhibit Designer

## SIGN DESIGN

- Entrance Info Panels
- Park Signage & Banners
- Vehicle Graphics
- Wayfinding



Paul Braybrook Environmental Graphic Designer



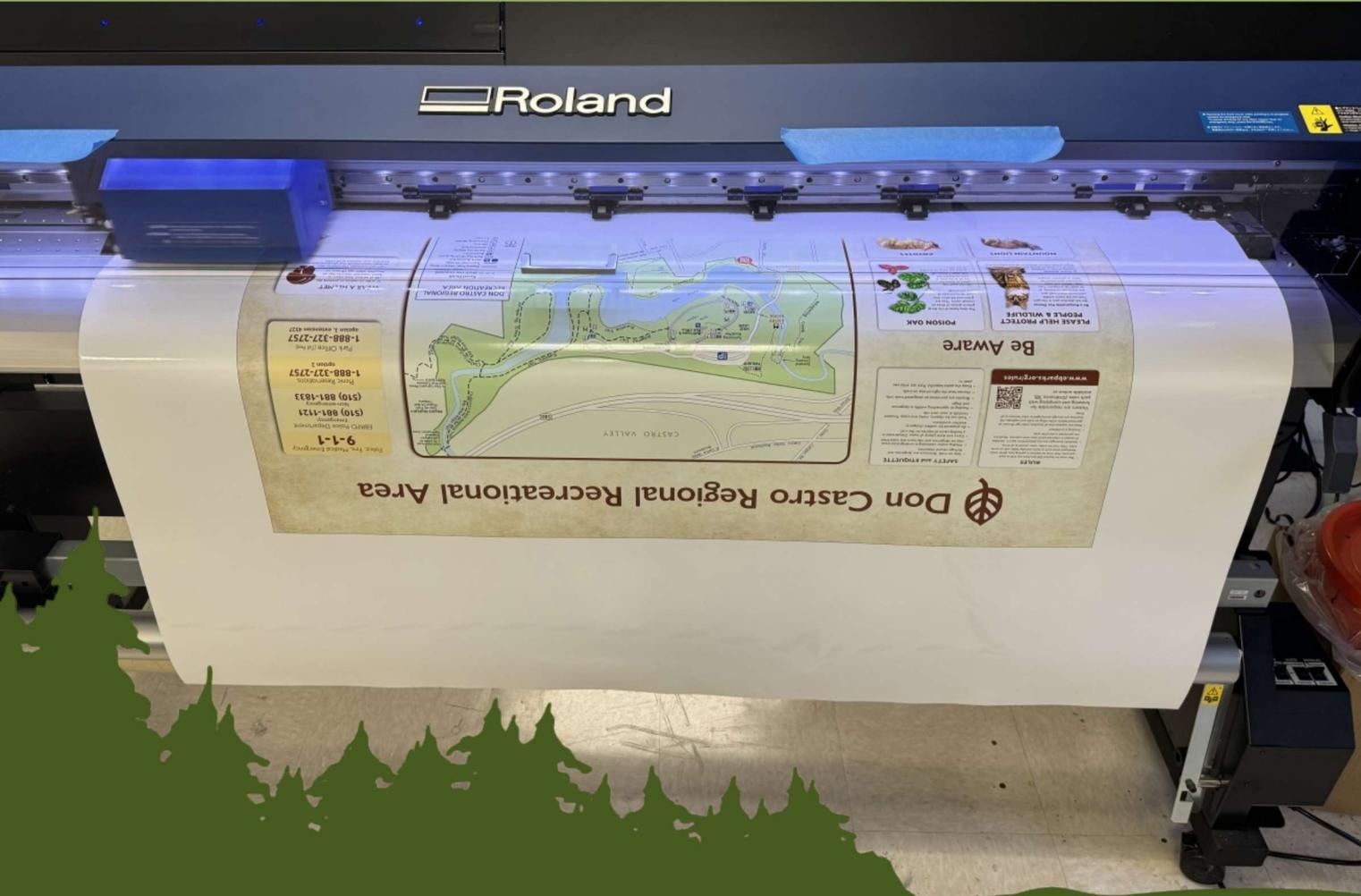
Mike Low Environmental Graphic Designer



Marian Denham Sr. Environmental Graphic Designer

# CREATIVE DESIGN GROUP

# SIGN DESIGN



- Entrance Info Panels
- Park Signage & Banners
- Vehicle Graphics
- Wayfinding



## CREATIVE DESIGN GROUP

## SIGN DESIGN



- Entrance Info Panels
- Park Signage & Banners
- Vehicle Graphics
- Wayfinding

## CREATIVE DESIGN GROUP

## SIGN DESIGN



- Entrance Info Panels
- Park Signage & Banners
- Vehicle Graphics
- Wayfinding

# CREATIVE DESIGN GROUP

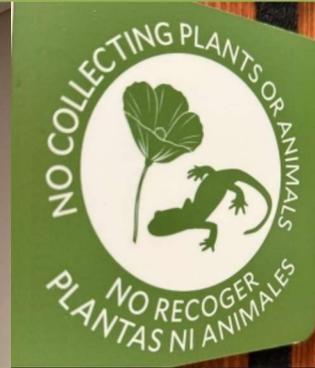
# SIGN DESIGN



- Entrance Info Panels
- Park Signage & Banners
- Vehicle Graphics
- Wayfinding

# CREATIVE DESIGN GROUP

# SIGN DESIGN



- Entrance Info Panels
- Park Signage & Banners
- Vehicle Graphics
- Wayfinding



# CREATIVE DESIGN GROUP

# SIGN DESIGN



Paul Braybrook Environmental Graphic Designer



Marian Denham Sr. Environmental Graphic Designer



Mike Low Environmental Graphic Designer

- Entrance Info Panels
- Park Signage & Banners
- Vehicle Graphics
- Wayfinding



## CREATIVE DESIGN GROUP

## SIGN DESIGN



Paul Braybrook Environmental Graphic Designer



Marian Denham Sr. Environmental Graphic Designer



Mike Low Environmental Graphic Designer

- Entrance Info Panels
- Park Signage & Banners
- Vehicle Graphics
- Wayfinding

# CREATIVE DESIGN GROUP

# SIGN DESIGN



- Entrance Info Panels
- Park Signage & Banners
- Vehicle Graphics
- Wayfinding

# 2025

- Solidify procurement of info panels, work on backlog
- Put our new HP flatbed printer to work
- Test new printing materials as appropriate
- Pilot-test improvements to the presentation of park entry signage
- Continue supporting prototyping for Habitat Conservation Plan parks



- Entrance Info Panels
- Park Signage & Banners
- Vehicle Graphics
- Wayfinding

# CREATIVE DESIGN GROUP

# EXHIBIT DESIGN

# 11

interpretive centers



- Visitor Centers
- Interpretive Waysides
- Interpretive Kiosks & Pavilions

# +3

expansion locations



# CREATIVE DESIGN GROUP

# EXHIBIT DESIGN



Rick Kitamata Exhibit Designer



Jenn Webber Exhibit Supervisor



Jordan Scott Exhibit Designer



- Visitor Centers
- Interpretive Waysides
- Interpretive Kiosks & Pavilions

# CREATIVE DESIGN GROUP

# EXHIBIT DESIGN



Rick Kitamata Exhibit Designer



Jenn Webber Exhibit Supervisor



Jordan Scott Exhibit Designer

- Visitor Centers
- Interpretive Waysides
- Interpretive Kiosks & Pavilions

# CREATIVE DESIGN GROUP

# EXHIBIT DESIGN

IN GROUND



MODIFIED SURFACE MOUNT



SURFACE MOUNT



RAIL MOUNT



Rick Kitamata Exhibit Designer



Jenn Webber Exhibit Supervisor



Jordan Scott Exhibit Designer



- Visitor Centers
- Interpretive Waysides
- Interpretive Kiosks & Pavilions

**350±**  
wayside panels systemwide

# 2025

- Tilden EEC design development
- Coyote Hills VC refurbishment planning
- Sunol VC repairs
- Roddy Ranch interpretive pavilion planning
- Tidewater park interpretive planning
- Thurgood Marshall S. of Bailey Rd interpretive planning

- Visitor Centers
- Interpretive Waysides
- Interpretive Kiosks & Pavilions





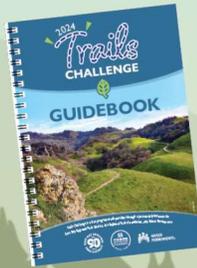
# Regional in Nature



- Park Map Brochures
- Publications
- Core Brand
- Parks Merchandise



# Programs



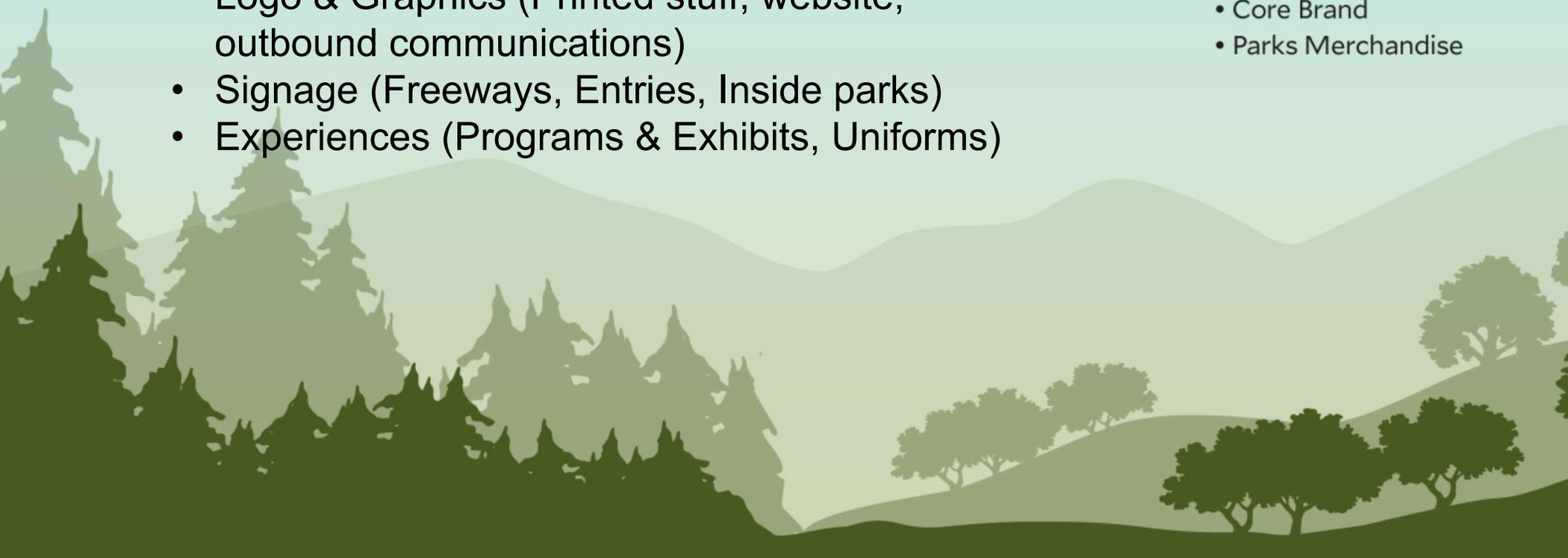
- Park Map Brochures
- Publications
- Core Brand
- Parks Merchandise



## Core Brand Touchpoints not in sync

- Logo & Graphics (Printed stuff, website, outbound communications)
- Signage (Freeways, Entries, Inside parks)
- Experiences (Programs & Exhibits, Uniforms)

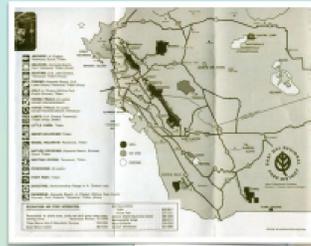
- Park Map Brochures
- Publications
- Core Brand
- Parks Merchandise





# Printed Collateral

1964



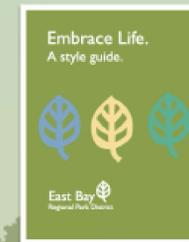
2006



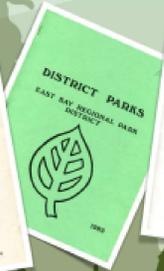
2008



+ rules



- Park Map Brochures
- Publications
- Core Brand
- Parks Merchandise





# Clothing & Uniforms

1964



2006



2008



ribbons



flames



thick



- Park Map Brochures
- Publications
- Core Brand
- Parks Merchandise



# 2025

- Assessing current logo usage Districtwide and begin drafting usage style guide, coinciding with the District Plan
- Continuing to promote the District through branded promotional giveaways that meet core brand and sustainability goals
- Strategic enhancement of the visitor experience
- Prioritizing staff work and workload for maximum benefit in the community over projects with less reach and benefit

- Park Map Brochures
- Publications
- Core Brand
- Parks Merchandise

*A Division of Public Affairs*

# CREATIVE DESIGN GROUP

## GRAPHIC DESIGN

- Park Map Brochures
- Publications
- Core Brand
- Parks Merchandise



Carol Klammer Sr. Graphic Designer



Todd Salerno Creative Design Manager

## EXHIBIT DESIGN

- Visitor Centers
- Interpretive Waysides
- Interpretive Kiosks & Pavilions



Jenn Webber Exhibit Supervisor



Jordan Scott Exhibit Designer



Rick Kitamata Exhibit Designer

## SIGN DESIGN

- Entrance Info Panels
- Park Signage & Banners
- Vehicle Graphics
- Wayfinding



Paul Braybrook Environmental Graphic Designer



Mike Low Environmental Graphic Designer



Marian Denham Sr. Environmental Graphic Designer