

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.

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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



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CREATIVE DESIGN GROUP

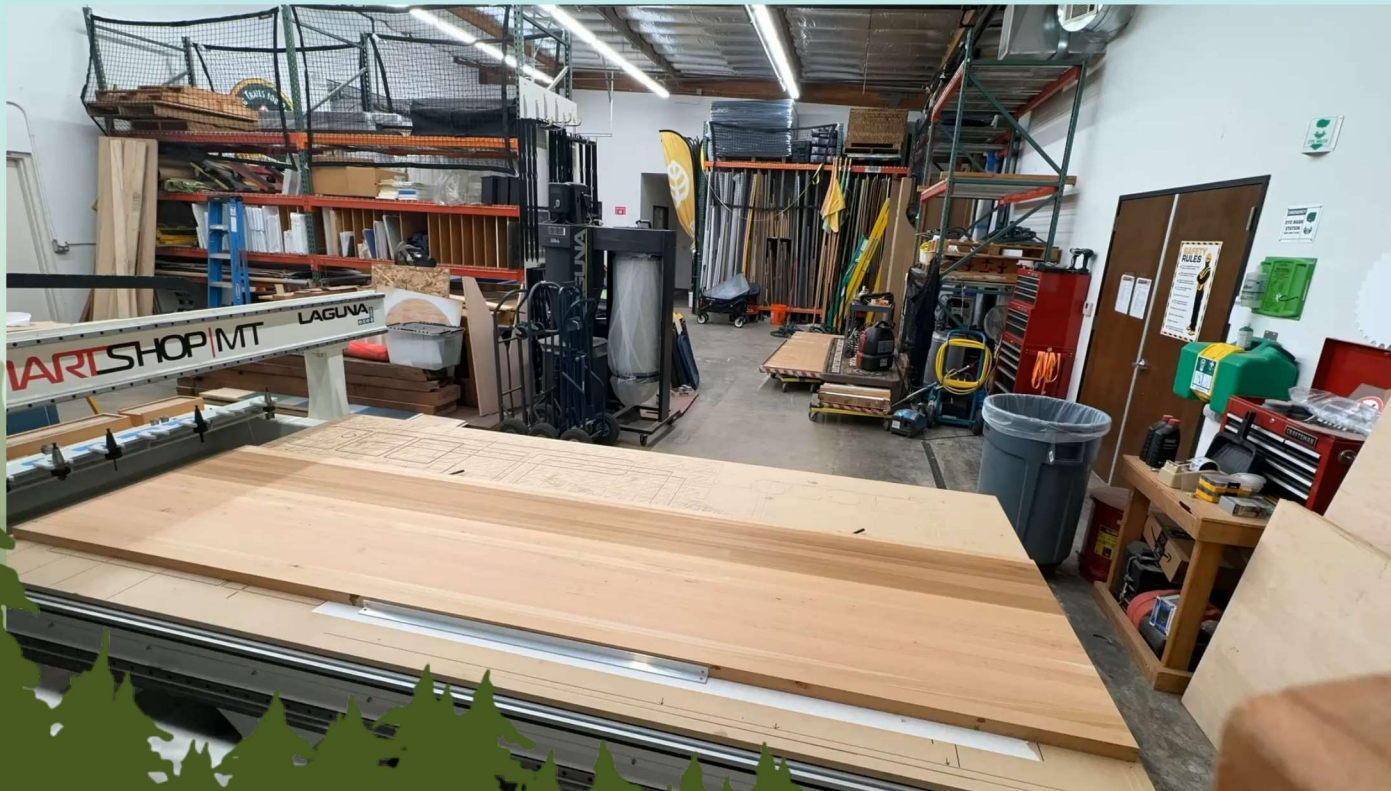
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2025

- 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



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CREATIVE DESIGN GROUP

EXHIBIT DESIGN

11

interpretive centers



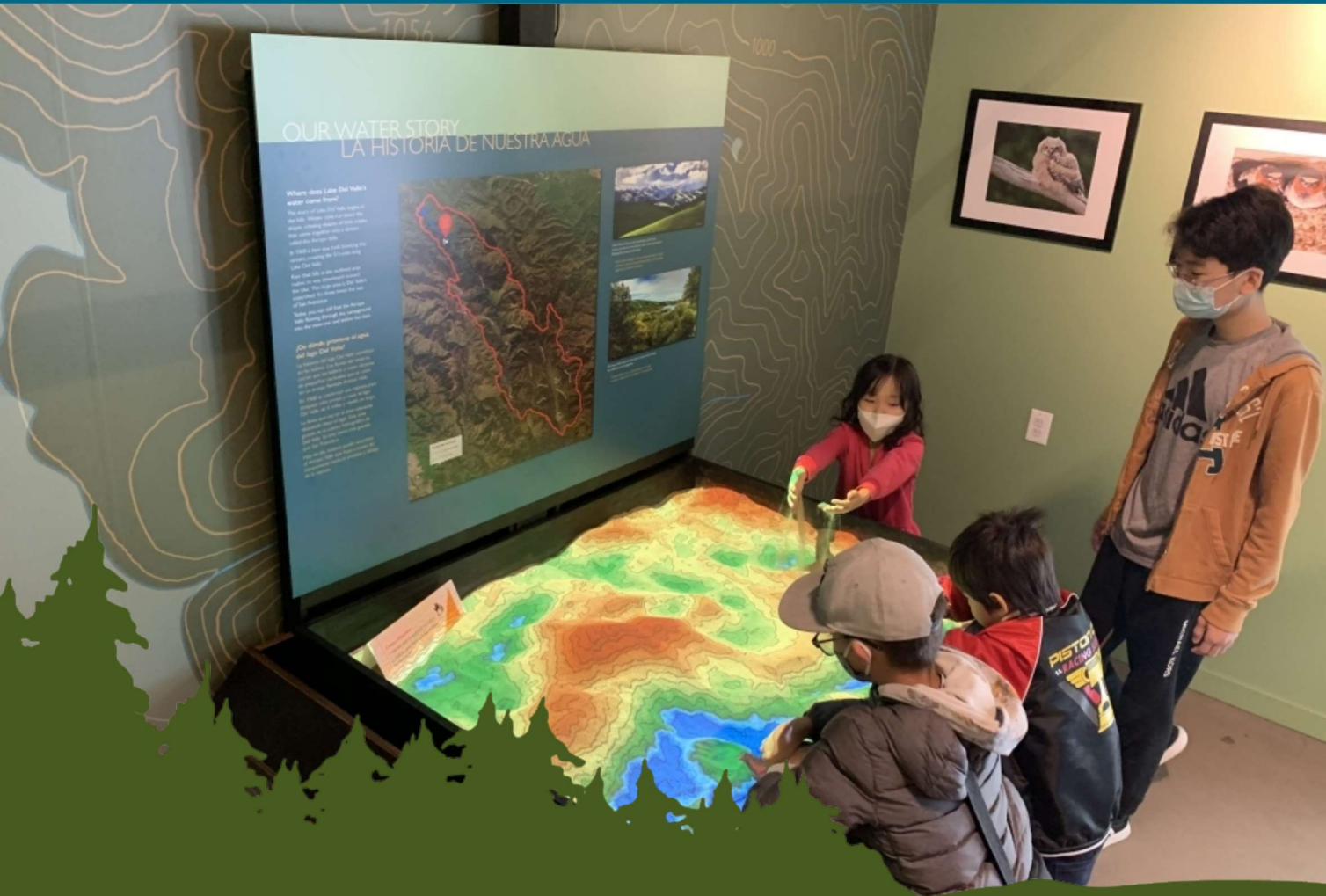
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+3

expansion locations

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IN
GROUND



MODIFIED
SURFACE
MOUNT



SURFACE
MOUNT



RAIL
MOUNT



- 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
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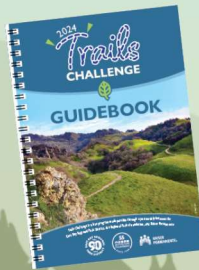




Regional in Nature

- Park Map Brochures
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Programs

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



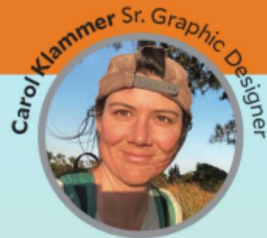
Core Brand Touchpoints

not in sync

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

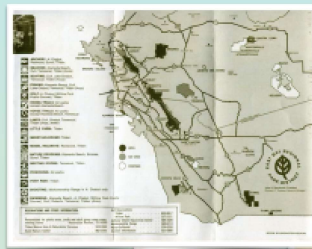
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Printed Collateral

1964



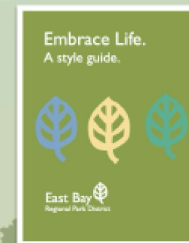
2006



2008



+ rules



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Clothing & Uniforms

1964



2006



2008

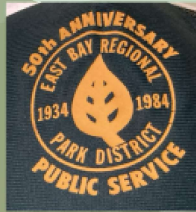


ribbons

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flames



thick





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

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