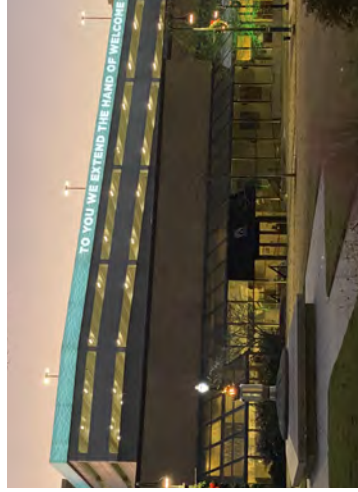
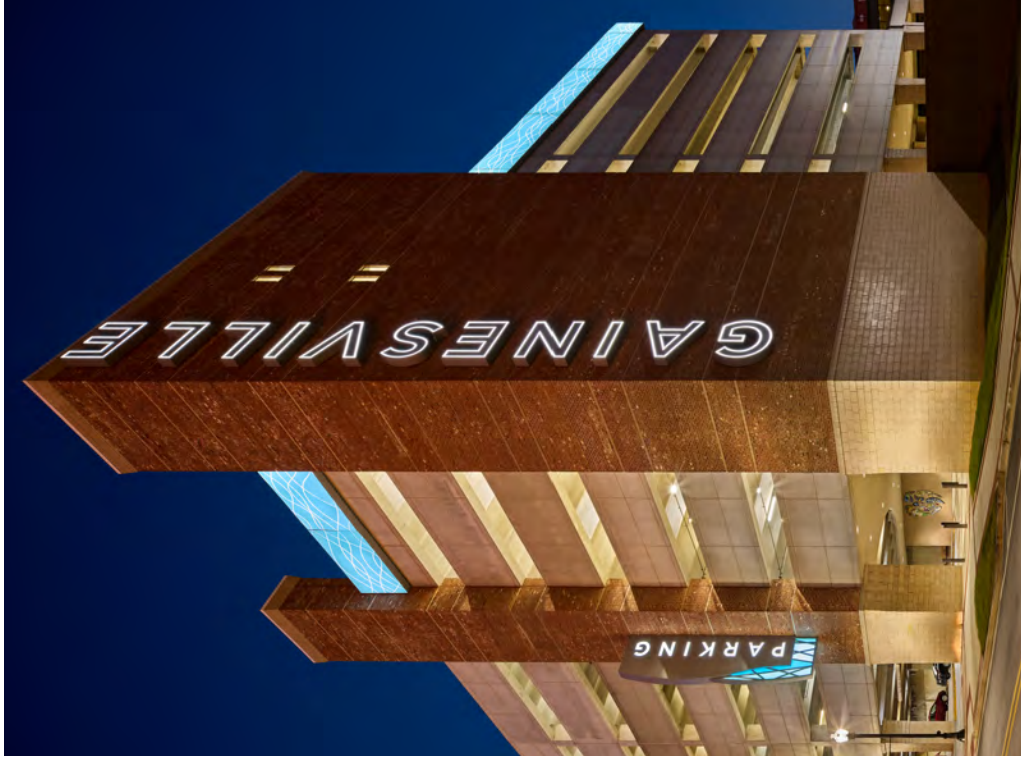






GAINESVILLE



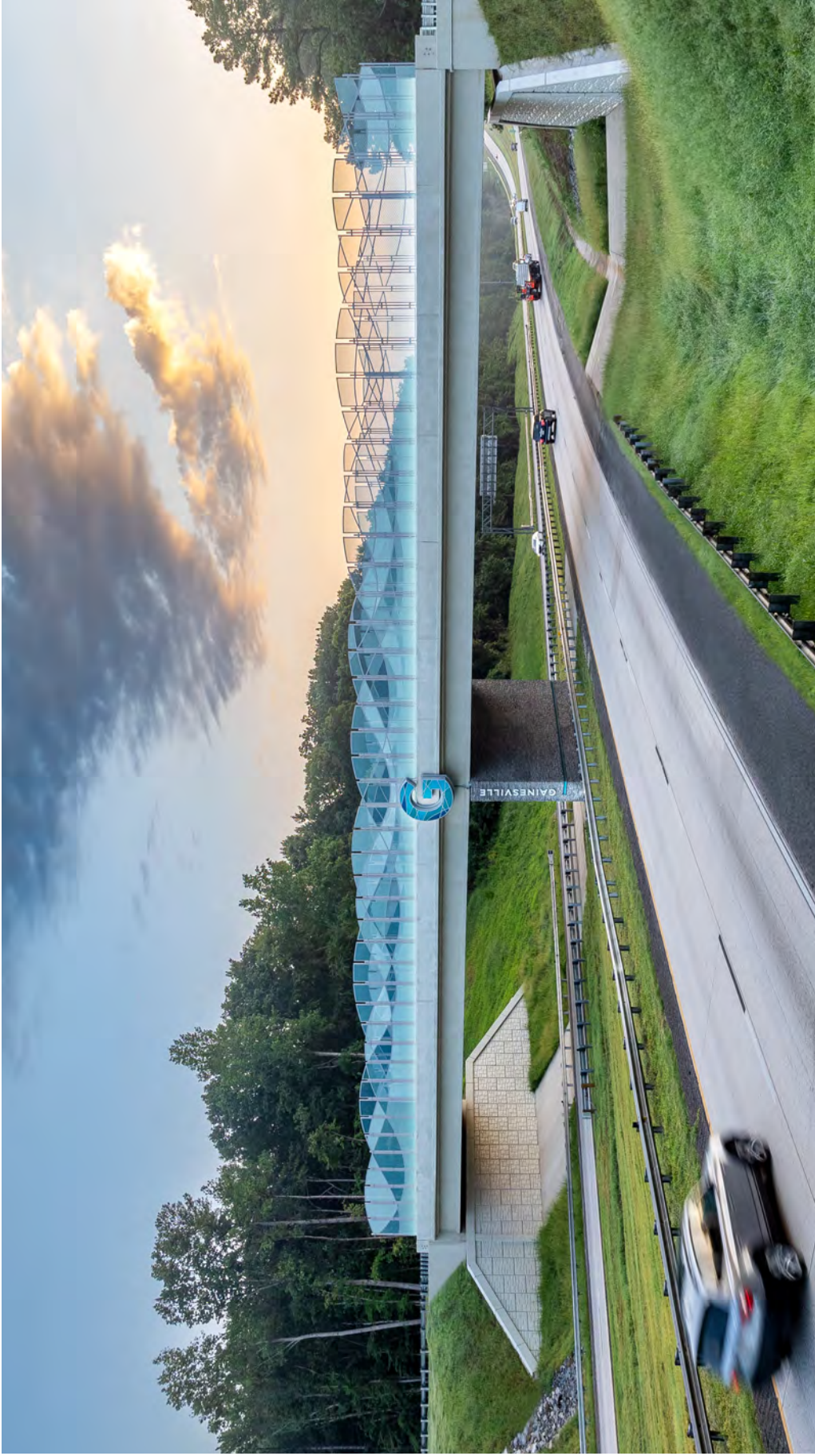


Gateway + Signage + Wayfinding | Gainesville, GA - 2019

Design and construction oversight of citywide signage and wayfinding program. The package was designed around the idea of water (Lake Lanier) as a key feature of the city's identity. Water is at the center of the city's tourism and is an economic development engine thus the abstracted water theme was developed as the primary brand element. The package included gateway landmarks, wayfinding signage, pedestrian map kiosks, public parking signage and building identification. After the initial gateway landmarks were installed, the design led to additional unique elements including specialty parking structure signage that will serve as an iconic city feature, a visitor center and CVB branding.

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Elachee Bridge | Gainesville, GA - 2024

Design and construction oversight of gateway branding to Elachee Bridge. This scope included a design effort to apply brand recognition to a standard DOT concrete bridge. Confluence developed a language of perforated panels allowing the safety fencing to be executed as a custom safety barrier recalling the brand pattern based on the Appalachian foothills. Further, an illuminated "G" utilizing consistent materials to the city gateway signage and stacked stone central pier cladding connect the new bridge to the existing gateway sign program.

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Gateway Features & City Signage | Woodstock, GA - 2024

Design and construction oversight of City of Woodstock Gateway and Signage Program. The package was designed to reflect the energy and vibrancy of downtown Woodstock. The multi-layered design was developed to keep cost down with minimal fabrication labor allowing the CNC machines to do all the work. The multiple layers symbolize the layers of activities available to those who visit. The visual language is used in a lighthearted fashion to reaffirm the brand of downtown Woodstock as a place to live, have fun and enjoy. Scope includes downtown gateway features, building identity monuments and wayfinding to public parking.

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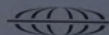
RED DECK



RED DECK

Georgia World Congress Center

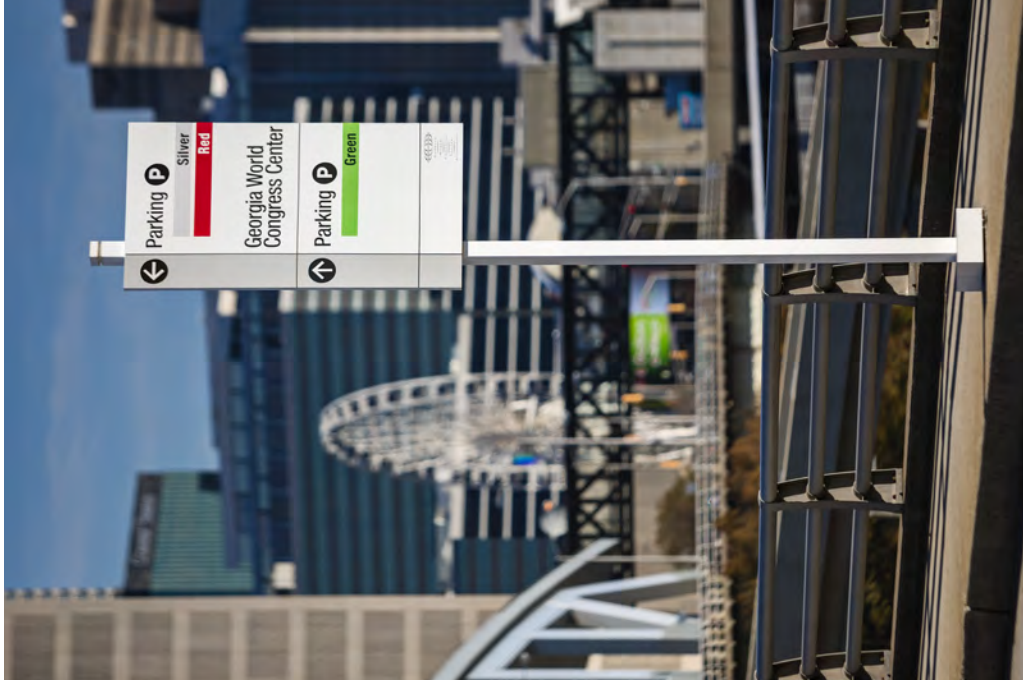
Mercedes-Benz Stadium



GEORGIA
WORLD
CONGRESS
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GEORGIA
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Georgia World Congress Center | Atlanta, GA - 2017

Design and execution oversight of exterior wayfinding program for the Georgia World Congress Center. This project considered vehicular and pedestrian wayfinding for key destinations around the GWCC campus including Parking options, GWCC Halls, Centennial-Olympic Park, Mercedes-Benz Stadium and State Farm Arena. This effort included rework of nomenclature for parking garage naming and color while also providing guidance to “campus limits” relative to extents of execution. This package did consider signage for identification of Halls A, B and C but was held for implementation along with future renovation work.

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◀ Public Parking **P**

▲ Old Cthouse Sq.

▲ D'town Bus. Dist.

▶ County Cthouse

▶ Police Station



Commerce Dr



Gateway + Wayfinding | Decatur, GA - 2008

Design and construction oversight of citywide signage and wayfinding program. The package was designed to reinforce the city logo and align with the significant amount of mission style architecture around the city's neighborhoods and civic buildings. The program included entry gateway landmarks, vehicular and pedestrian wayfinding, urban map kiosks and park signage. The parks program included significant interpretive graphics outlining many of the local environmental points of interest.

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SUWANEE CREEK GREENWAY



SUWANEE CREEK GREENWAY

LOOKED
WINDING
GLOVESOME
DANGEROUS
AMAZING VIEW
WALKING
A WIDE PILE OF
HAPPY DRIVING
HAPPY DRIVING





Suwanee Signage & City Hall History Exhibit – Suwanee, GA – 2010

Design of Citywide signage program including history of Suwanee displays for installation in the lobby of City Hall. This display required a unique design in that the building offered no wall space for a typical history wall. Freestanding displays were conceived with hidden casters to allow placement in the expansive open lobby while providing the ability to tilt and roll them out for events as needed. This full display included six kiosks with a total of 24 panels of written and visual content telling not only the history of Suwanee, but outlining plans for its future.









Peachtree Corners Pedestrian Bridge | Peachtree Corners, GA - 2020

Design and construction oversight of integrated branding to pedestrian bridge crossing Hwy 141. Design work included close coordination with bridge engineers around development of custom perforated bridge panels that introduce a pattern of branches and leaves inspired by the city's logo. Additional scope items include illuminated signage and stair tower features drawn from the city gateway towers previously developed by confluence.

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WESTSIDE PROVISIONS DISTRICT

OALYPSO
St. Barth

- SID & ANN MASHBURN
- STAR PROVISIONS
- ANTHROPOLOGIE
- PRESERVING PLACE
- STEVEN ALAN



N^o 1170

TOP OF THE WESTSIDE



Westside Provisions District - Atlanta, GA - 2016

Comprehensive wayfinding, retailer identification and overall site graphics for a redeveloped site by Jamestown Properties. The graphics were developed to align contextually with the site, originally a slaughterhouse and meatpacking center. Wayfinding elements utilized corten steel and reclaimed brick inherent to the site. Other graphic elements were developed utilizing bright colors for wayfinding to work in contrast to the weathered material palette. The intent of the design approach was to make the signage/graphics feel highly integrated as if they were always a part of the site that have grown in over time, aging with the buildings.

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Gateway + Wayfinding | Lawrenceville, GA - 2010

Design and construction oversight of citywide signage and wayfinding program. The package was designed utilizing reclaimed wood from a local architectural landmark that had recently undergone renovation. The lumber was originally locally sourced thus truly from the heart of the community. Many of the programs design elements were intended to reflect details of the iconic courthouse in the center of the downtown square. The program included city logo design, entry gateway landmarks, vehicular and pedestrian wayfinding, building identification, urban map kiosks and points of interest interpretive signage aligning to the downtown square map.

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