



Signage, Wayfinding & Branding CASE STUDY

Seattle's South Lake Union Neighborhood Wayfinding

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Neighborhood Wayfinding
Seattle, WA

Designers: Michael Courtney Design
Fabricators: Rainier Industries, Creo
Industrial Arts, Tube Art Group

South Lake Union area within Seattle gets a technical update with the perfect pop of creative flair. The Fortune 100 technology Company introduced a newly designed complex in this neighborhood; several new buildings, employees and plans have been implemented to produce Seattle's next technical hotspot.

Michael Courtney Design was commissioned to develop a wayfinding Master Plan for the multi-block neighborhood. As part of the scope for the new signage MCD was instructed to leave off the company's name and add "Easter Eggs", which are a pop of creative flair or eye-catching images that reveal an insight of what you might find within the businesses.

These "Easter eggs" were reproduced on iZone Imaging's durable Custom High Pressure Laminate (CHPL). It's weather resistant and fade resistant properties were a perfect fit for this highly trafficked area. The material also allows an easy-to-change visual interest for the system as the area grows and develops creating a need for new directories while still retaining a cohesive look.

The top two panels, containing the wayfinding information, are composite with wood finish, covered with an acrylic face with second-surface printed graphics.

The project has recently been awarded the Marketing 2017 Marketing Award, Bronze "M" and the Graphic Design Annual 2018 Merit Award. With the great collaborative efforts of all parties involved, this wayfinding project will create a lasting impression for the community for years to come.

