



WAYFINDING RESEARCH

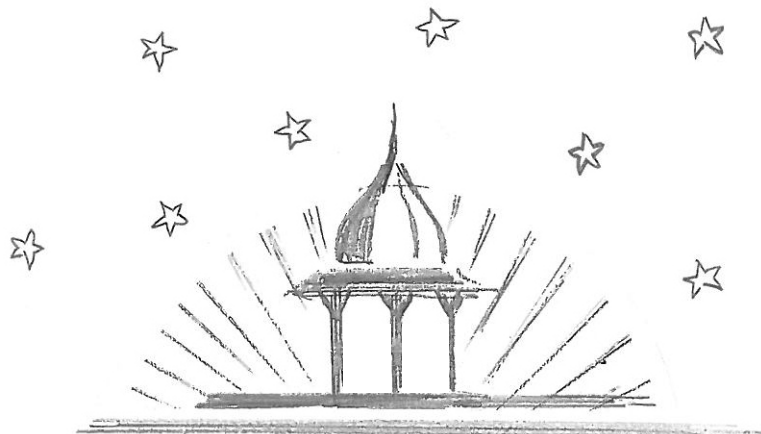


EXISTING LOGOS

Balboa  
Village

Balboa  
VILLAGE  
Home of the Fun Zone

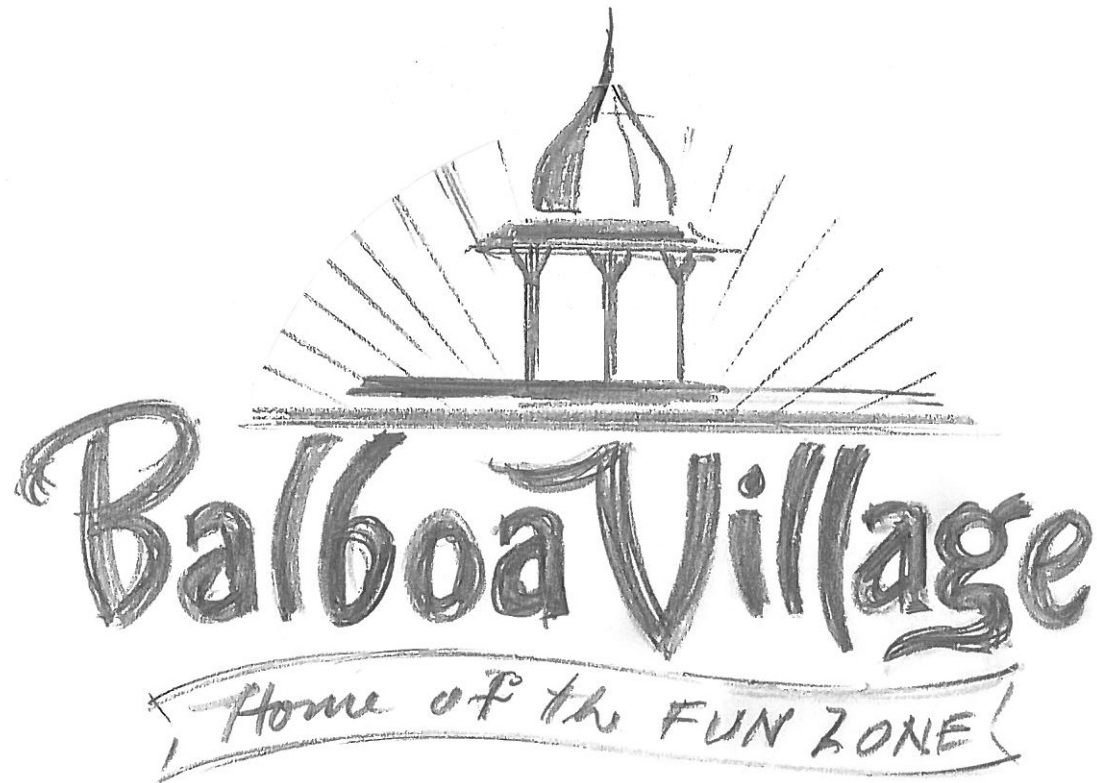


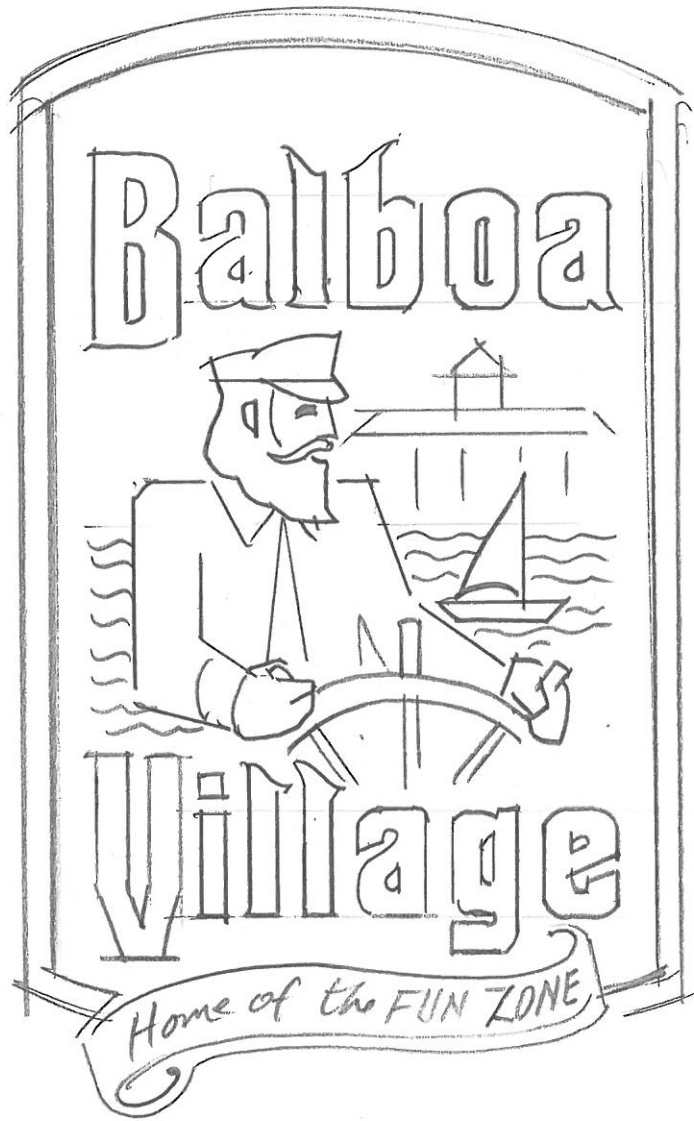


# Balboa Village

*Home of the FUN ZONE!*











DAY NITE  
TWINKLE STARS



ENTRY GATEWAY



ENTRY GATEWAY LOCATION



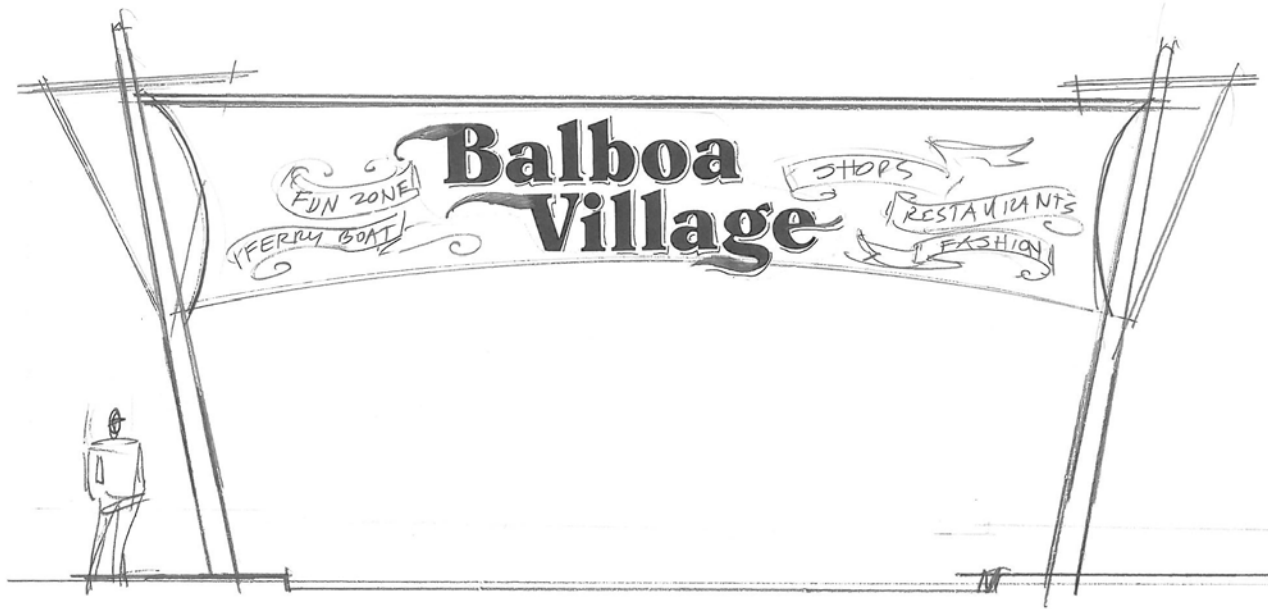
ENTRY GATEWAY DAYTIME



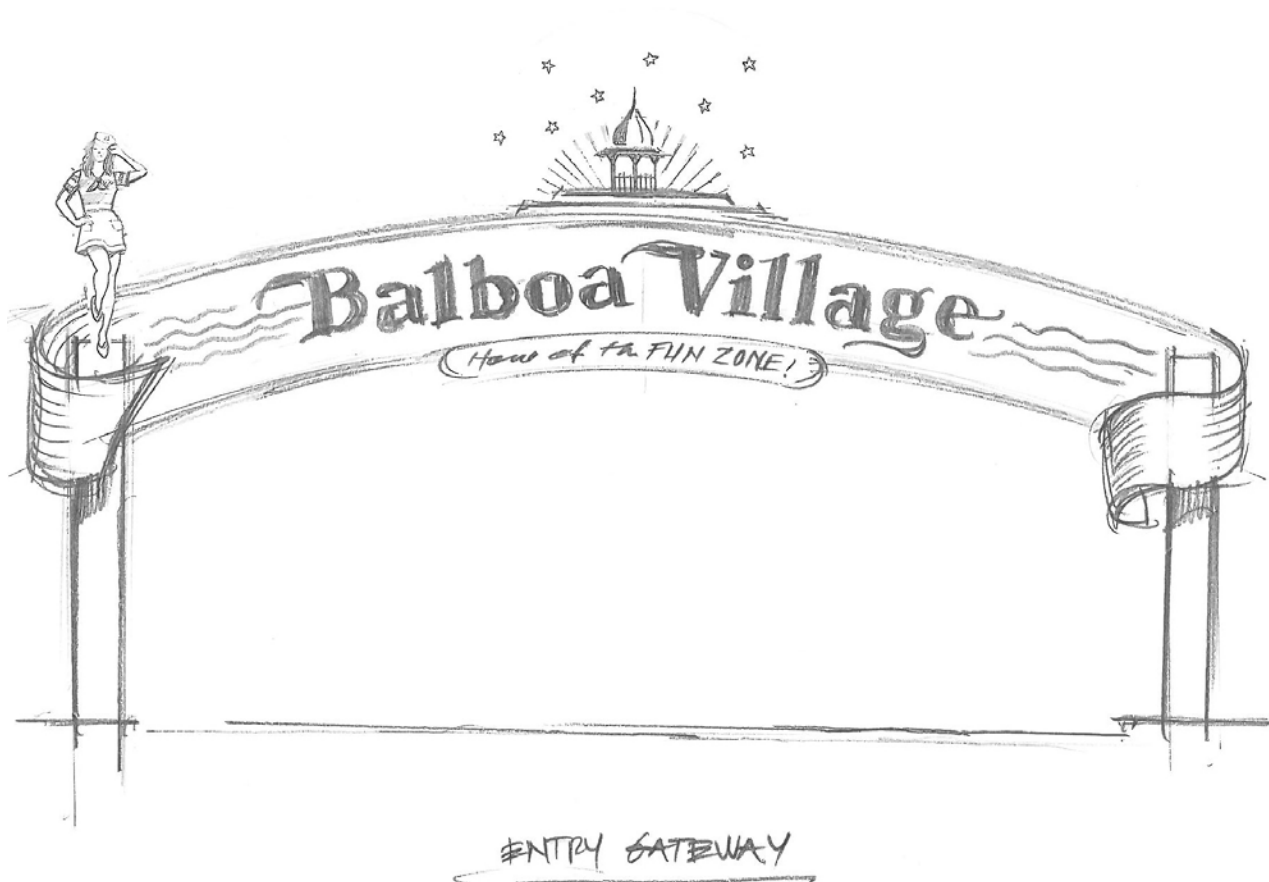
ENTRY GATEWAY NIGHTTIME



ENTRY GATEWAY



ENTRY GATEWAY











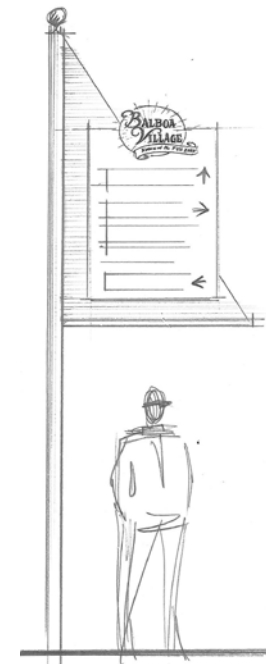
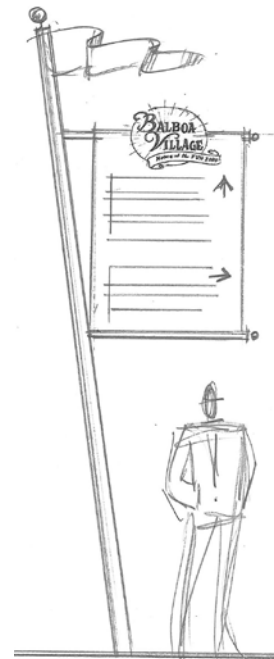
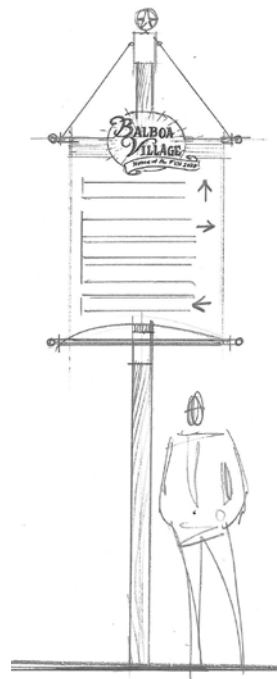
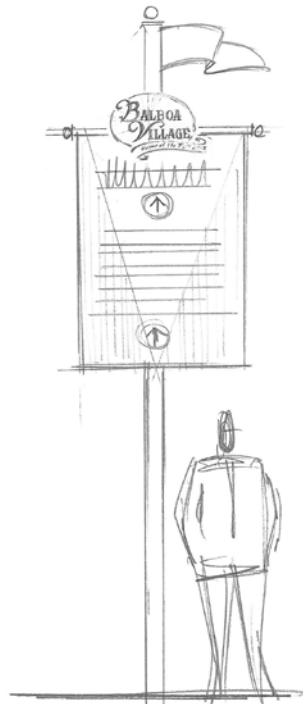
DIRECTIONAL SIGN



EXISTING DIRECTIONAL SIGN



DIRECTIONAL SIGN



DIRECTIONAL SIGN



POLE SIGN



POLE SIGN LOCATION





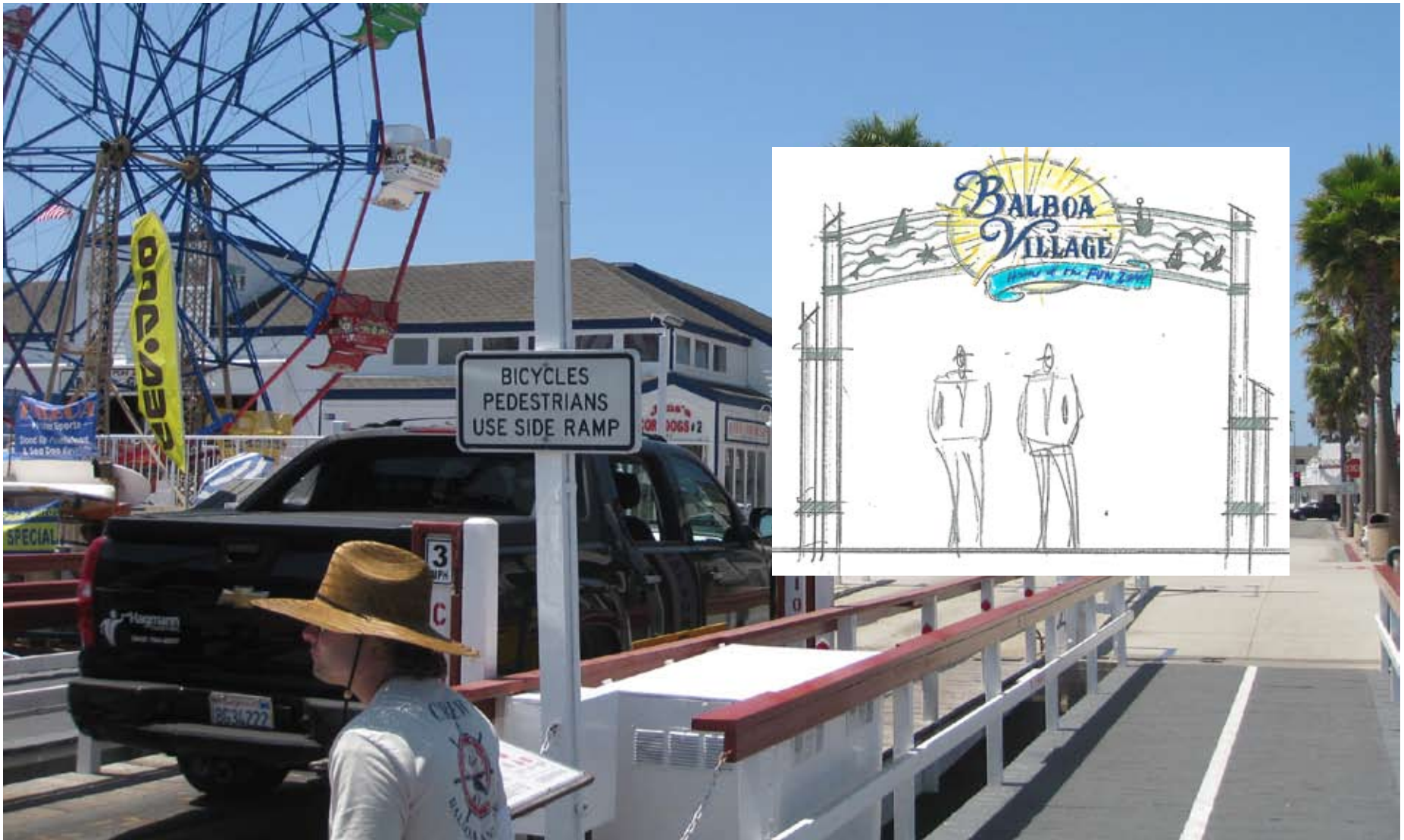
POLE SIGN



ENTRY GATEWAY AT FERRY LANDING



EXISTING ENTRY GATEWAY AT FERRY LANDING



ENTRY GATEWAY AT FERRY LANDING



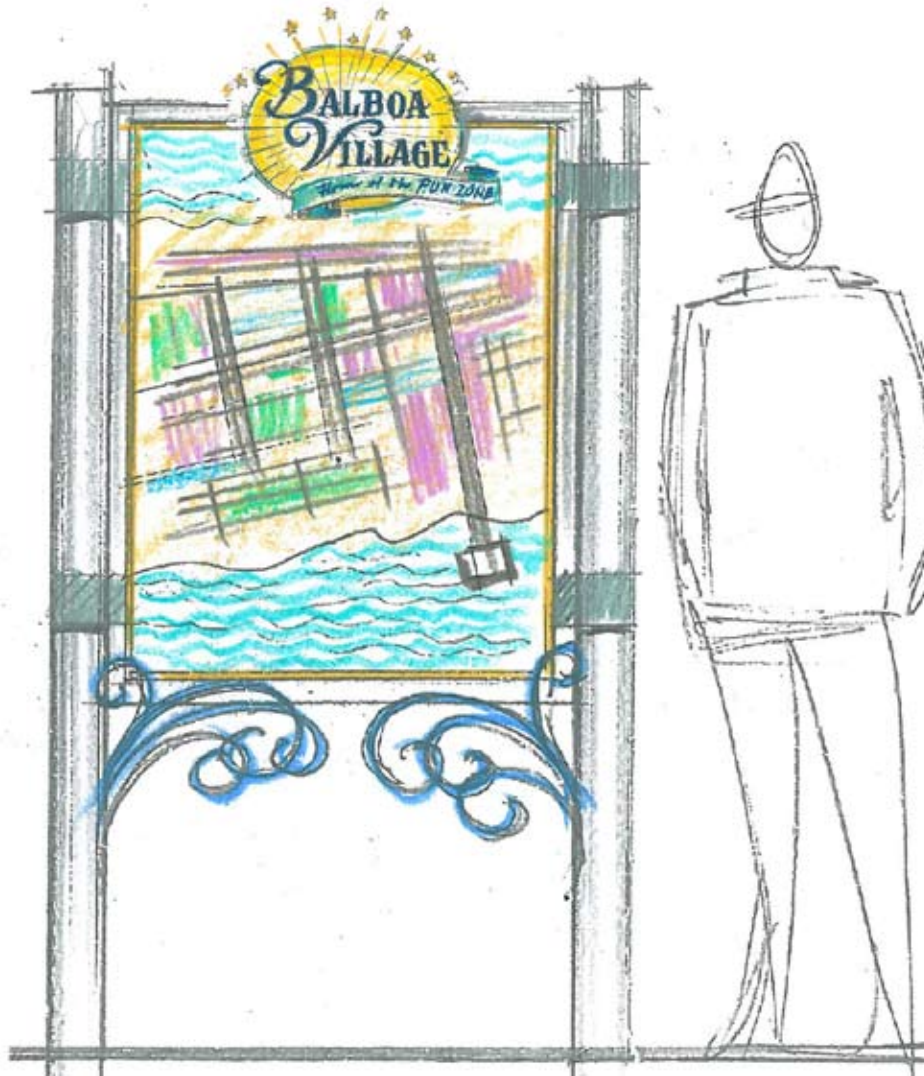
ENTRY MONUMENT WITH ELECTRONIC MESSAGE BOARD



EXISTING LOGO & ENTRY MONUMENT



ENTRY MONUMENT WITH ELECTRONIC MESSAGE BOARD



DIRECTORY / KIOSK





EXISTING LOCATION DIRECTORY / KIOSK



DIRECTORY / KIOSK



EXISTING LOCATION DIRECTORY / KIOSK



DIRECTORY / KIOSK



NO OUTLET SIGN LOCATION



NO OUTLET SIGN