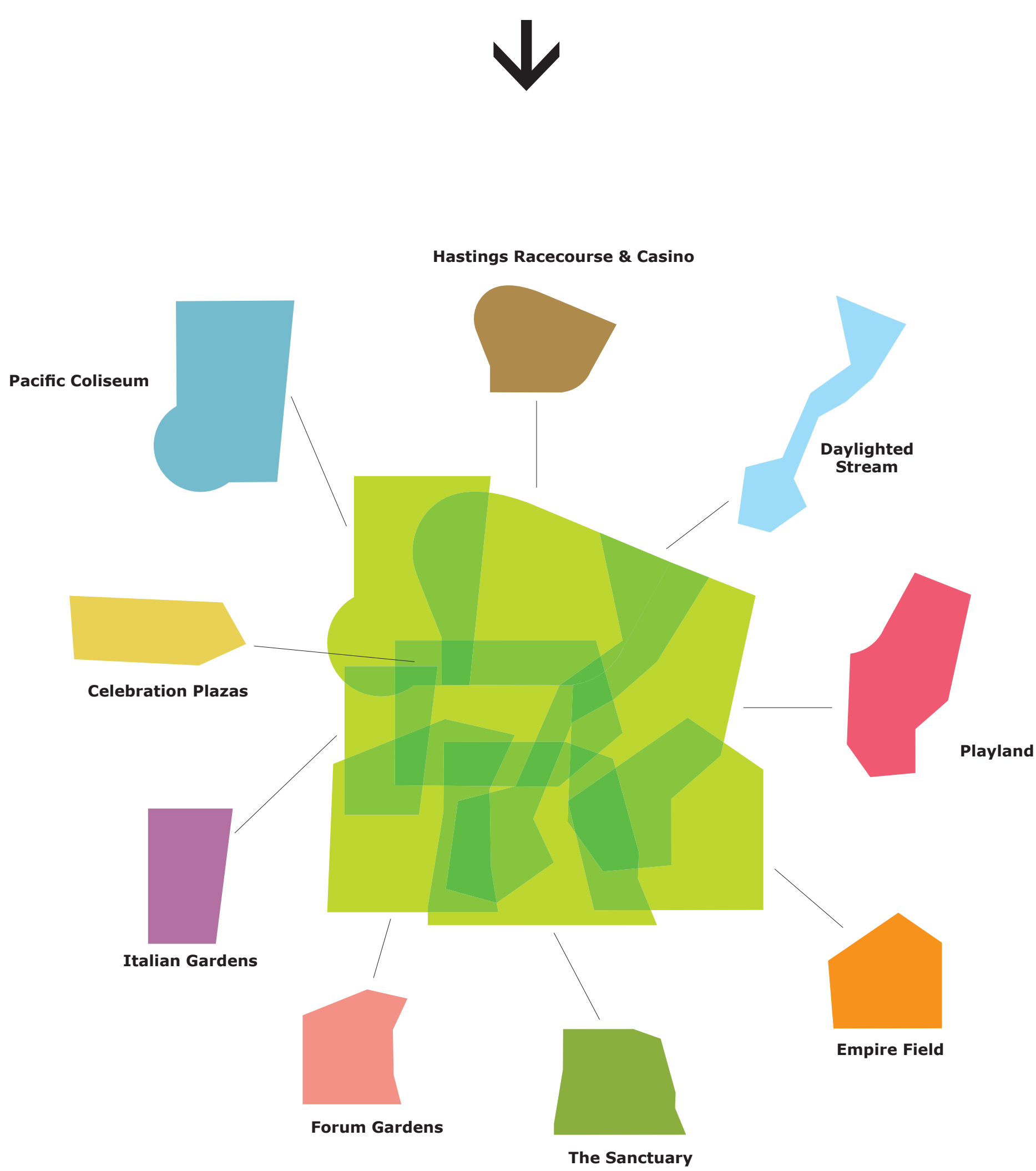


THE TRANSFORMATION BEGINS—

Hastings Park's New Look

Why a new visual identity for the Park?

TRANSFORMATION



HASTINGS
PARK



The place we call Hastings Park is a complex area with many destinations and attractions. In order to communicate that the name "Hastings Park" is the overarching entity that contains many components, a new distinctive visual identity has been created.

This bold logo and flexible graphic system represents the vision of **transformation** of the Council-adopted 2010 Hastings Park/PNE Master Plan. This new look for Hastings Park is a visible symbol of the dynamic changes taking place at Hastings Park both now and in the years to come.

How does it work?

Because Hastings Park means many things to many people, the new identity expresses the variety of spaces and functions of the Park. These overlapping ideas, represented by abstracted geometric shapes, come together to form an abstract, organic representation of the Park as a whole. They are wrapped by the Hastings Park name which has the bold quality of a uniquely East Vancouver urban space which is changing. This Visual Identity System is designed to bind together the disparate aspects of the Park—all with the unrefined, contemporary feel of a community work-in-progress.

How will it be used?

One of the most important ways this new look will be seen is in Park signage—for pedestrian, bicycle and vehicular purposes. The result will be an immediate and practical facelift providing wayfinding maps and directional signage at the perimeter and interior of the Park. Gateways, pathways and connections between Hastings Park and other City parks and greenways will be clearly and boldly defined. This identity system will also be expressed through the use of repeating elements in the park, such as new park furniture and lighting.

Overlapping Park Precincts

The graphic elements that make up the Hastings Park Visual Identity System were strongly influenced by the vision for a future park with a myriad of spaces and activities. The ideas of **renewal, celebration, connections, destination** and most importantly **transformation**, are embodied in the idea that the various precincts of the park each have a life of their own and are continually interacting with one another. The overlapping of these shapes relates as

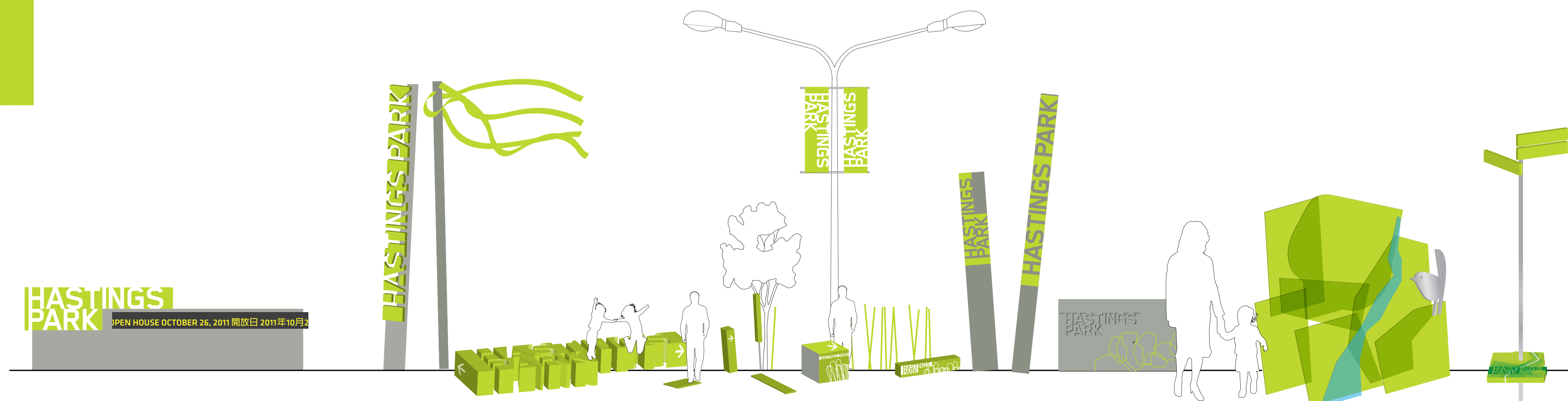
an idea to the layering of initiatives, activities and spaces within the park and lends itself to the easy identification of park areas for wayfinding.

The precinct shapes also present a visual language of colours and patterns that create a vibrant backdrop for the Hastings Park logo. In essence, the logo represents the Park vision and acts as a "wrapper", gathering together a complete Park which is greater than the sum of its parts.

Creating Clearer Pathways & Connections

Along with the implementation of new park spaces and greenways, the Hastings Park visual identity will be incorporated into a comprehensive set of signs for pedestrian pathways, vehicle entry-points, gateways and other information for the users of the Park.

It will be designed as a flexible system, often of temporary signs which will direct Park visitors around greening and construction projects while the transformation of the Park is occurring.



Preliminary identity ideas: signage