



project Identity, Wayfinding & Interpretive Graphics - Elk Country Visitor Center
Benzette, PA

client Department of Conservation and Natural Resources (DCNR)

services Content Development and Script Writing
Identity Design and Marketing Materials
Interpretive Graphic Design
Wayfinding Planning & Design
Fabrication & Installation

Working with DCNR we developed a comprehensive plan for the new Visitor Center which included all interpretive messages and orientation maps in the form of traditional waysides on the exterior and interior graphics that interpreted a diorama of elk and other animals in a woodland setting with low-tech interactives. A complete wayfinding system was also developed for vehicular and pedestrian traffic that reflects the building's architectural style and the natural setting of the area.

