



Signaletic,
it plays a key role in navigating
the Rasude. More than just
signs, it's a system designed
to support the building's public
function by guiding movement
and clarifying circulation.

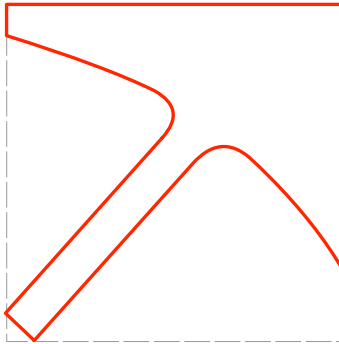
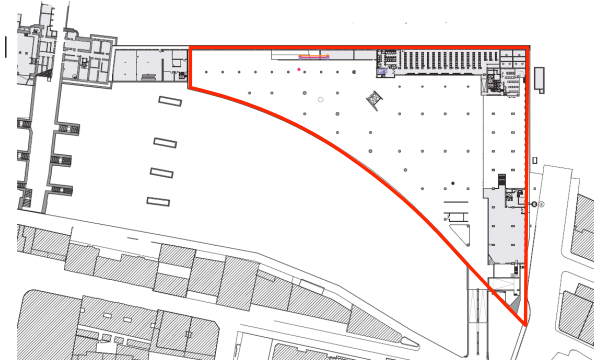
This booklet explores the
graphic language designed for
this purpose.

The Colours



We've chosen bright, fun colours that stand out from the grey monotony of concrete. They are eye-catching and inviting. There are six colours, one for each Rasude path connecting the 4 four entrances.

The Arrow



The arrow is the plan of the Rasude retraced

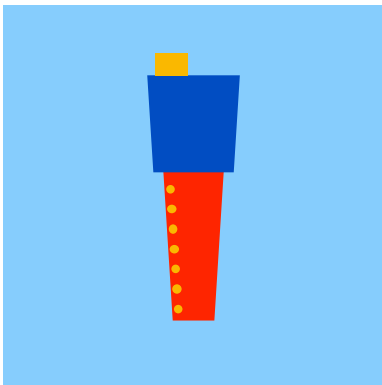
The Signs



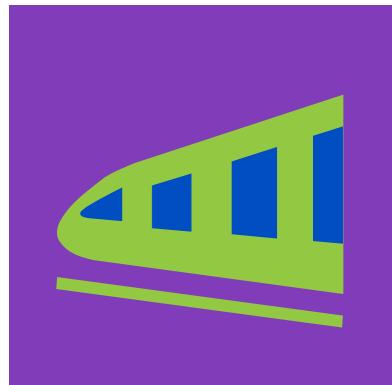
La Poste



Simplon



Ouchy



La Gare

La Rasude has 4 main entrances, to differentiate them and to help understand the internal circulation, they each need their own logo. They use the six colours of the paths.

The Font

POSTE

SIMPLON

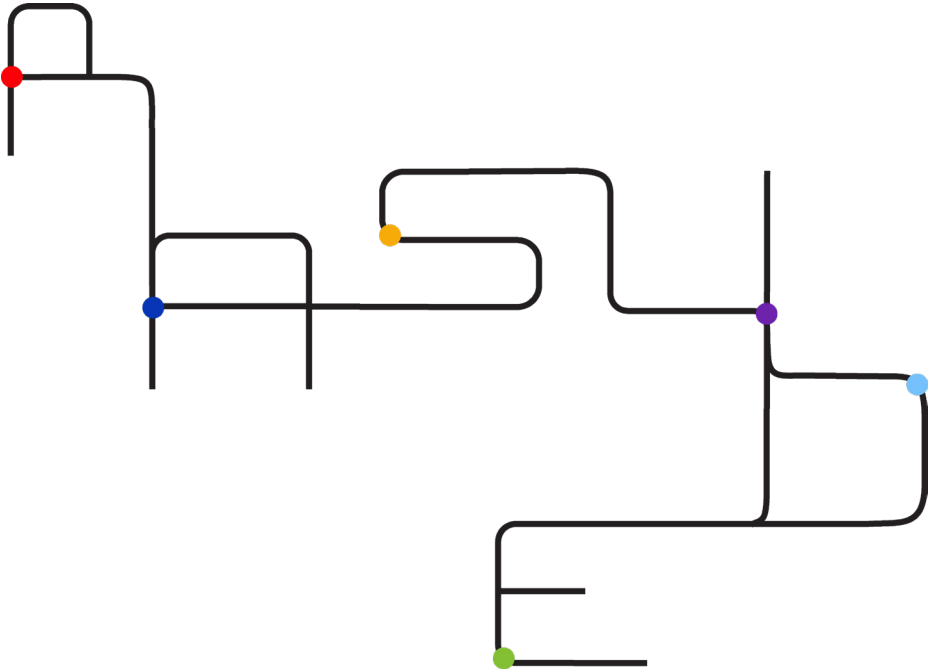
BAR

OUCHY

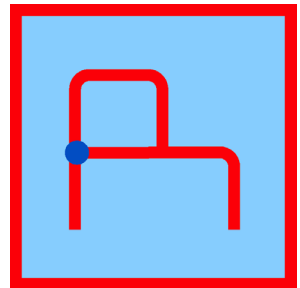
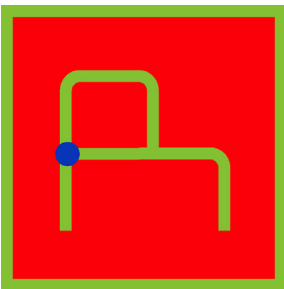
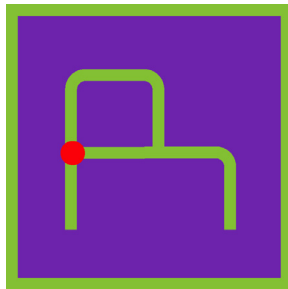
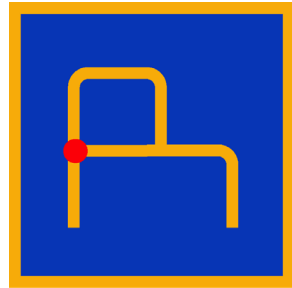
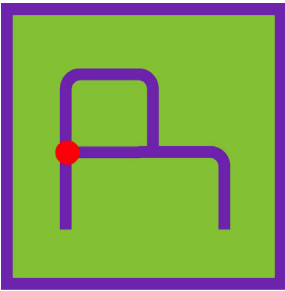
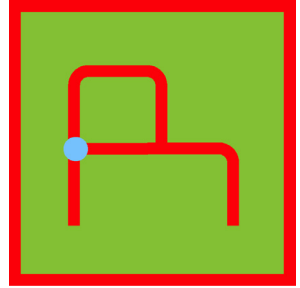
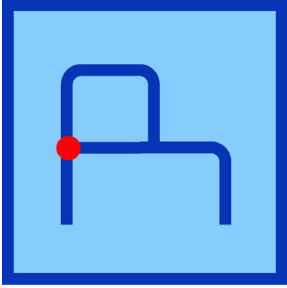
GARE

The font follows a grid similar to that of the columns. The lines meander like subway lines

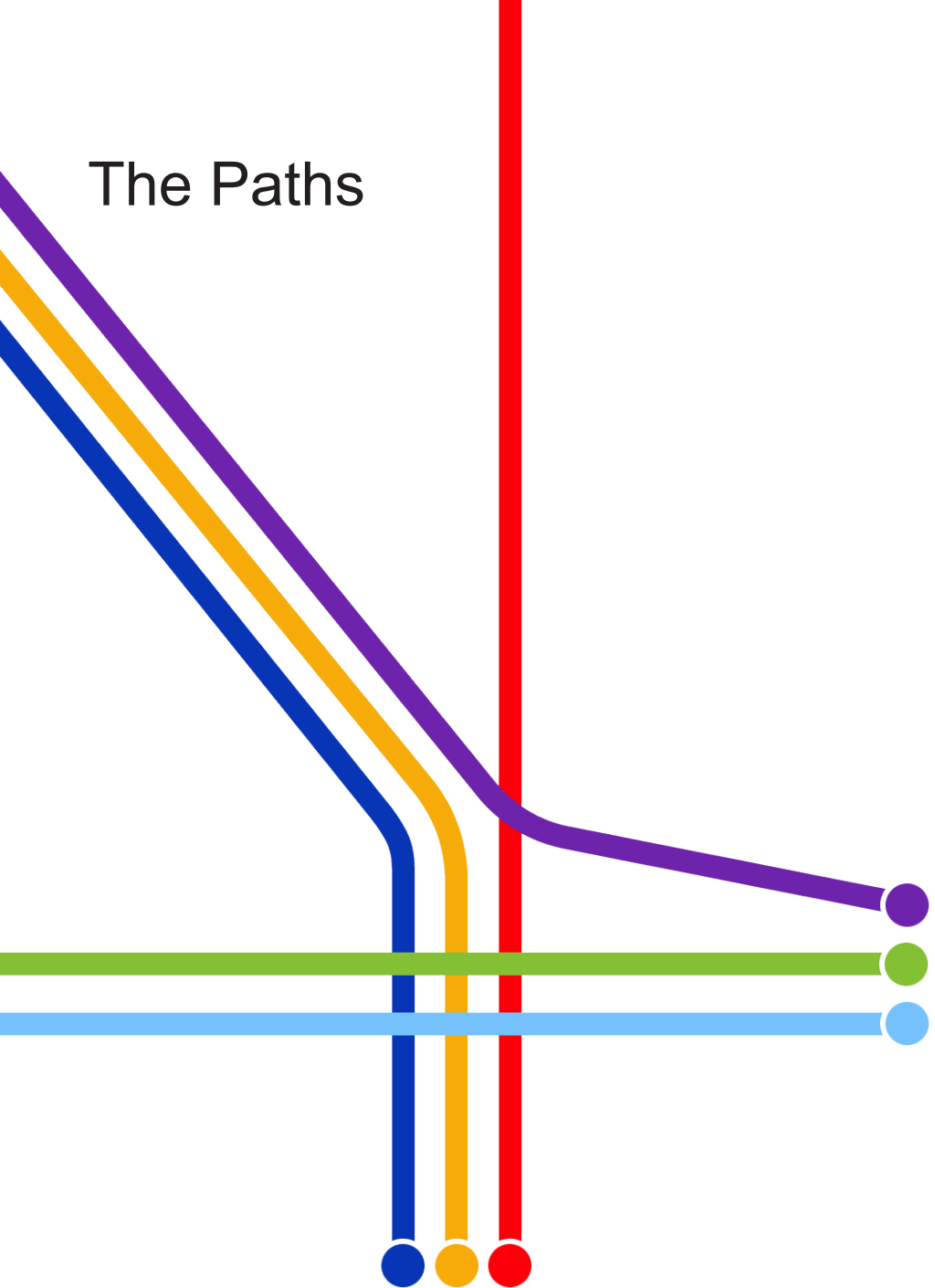
The Rasude



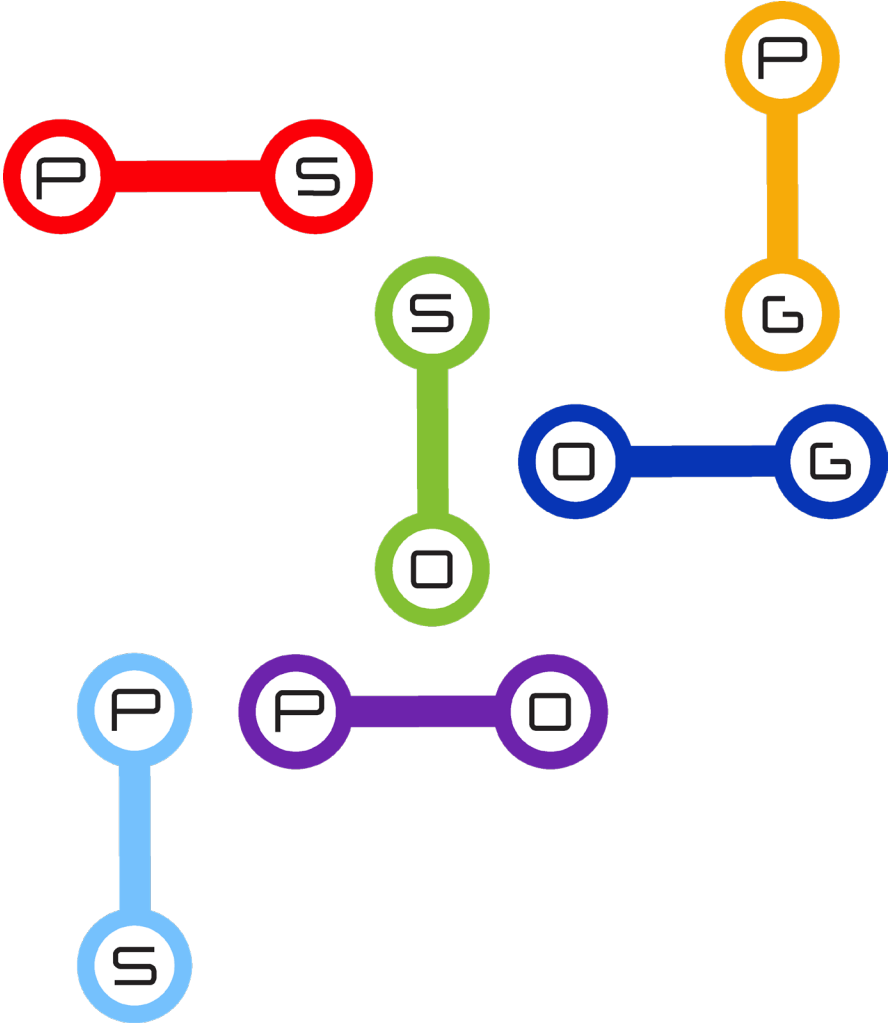
Variation of the font for signs



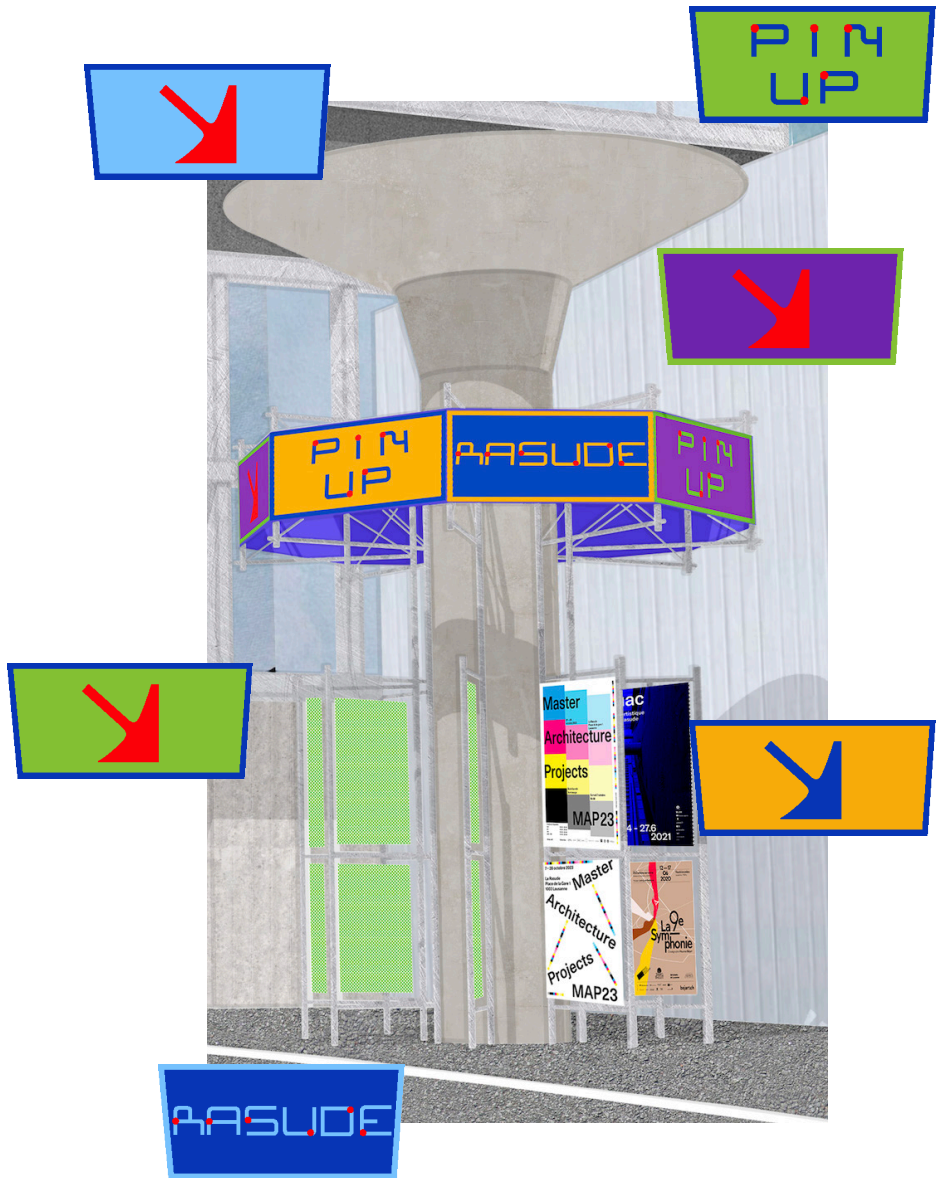
The Paths



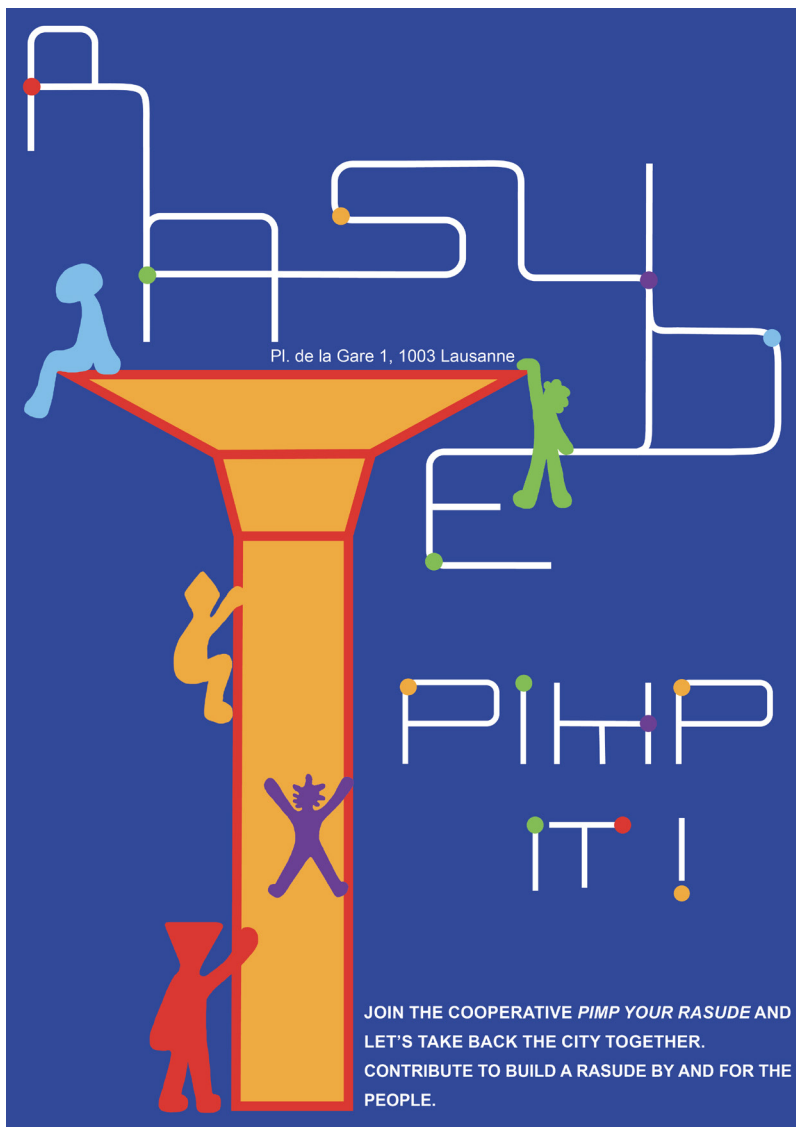
The six paths are painted on the ground to resemble subway lines.

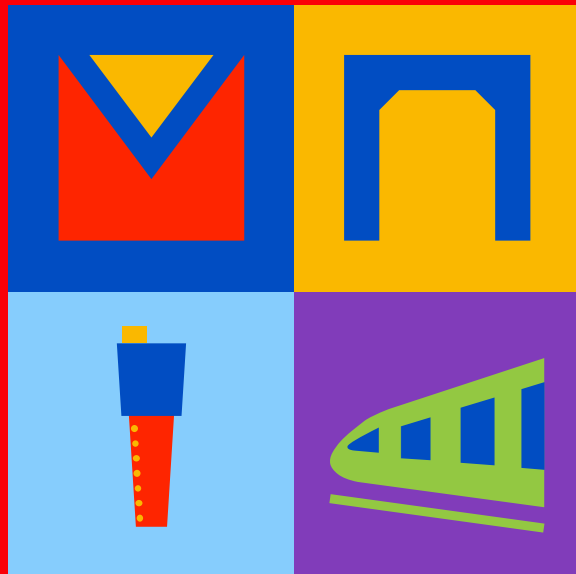


The Morris Column



The Poster





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Signaletic, Pimp my Rasude
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