

SIGNAGE BRANDING  
*Program for Vancouver's*  
***Cousteau School***





*If we keep dumping garbage in the sea,  
we will become garbage...*

***Jacques-Yves Cousteau***

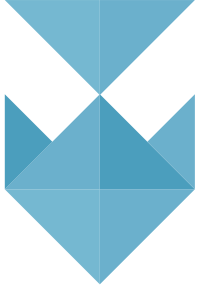




*This is not just about respecting others, the world or ourselves. But it is about teaching future generations how to deal with respect and internal, interpersonal and environmental relationships. This is about **EDUCATION!***

*We have to deal carefully with the content information we produce today because it has never been so influencing as it's in times like these. Quoting Antoine Saint-Exupéry, in *Le Petit Prince passage ... Tu deviens responsable pour toujours de ce que tu as apprivoisé. Tu es responsable de ta rose...* **makes us think about the educator's duty and how it can impact the creativity and gracefulness in the art of teaching.***

*The present **SIGNAGE PROJECT** for **COUSTEAU** school students keeps in mind this responsibility and aims to add more content to the simple task of locating people by the corridors and exits, but also to dive into the history and stories about Jacques Cousteau and his relationship with the ocean. A guide for students and teachers to become questioners without judging the different one, and to know more about their history, the history of their village, city and the planet we live on.*



# *Tiles and the concept of building a better future*

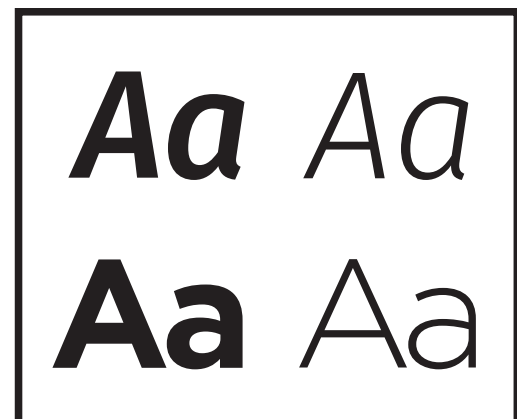
*The basic concept of signage has as its main tool the tile. With the tile we can “build without destroying” narratives and stories about our past and future. We can also use the idea of tile modules at school, in dynamics for present activities.*





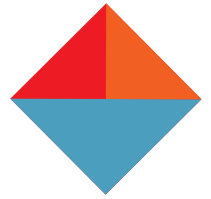
# Colors and Fonts

**COUSTEAU**  
L'ÉCOLE FRANÇAISE  
INTERNATIONALE DE VANCOUVER



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*Colors from the LOGO ID and French flag. Clear and modern  
Typeface - Sans Serif, Humanist, pliant and web styled.*



**Tile**

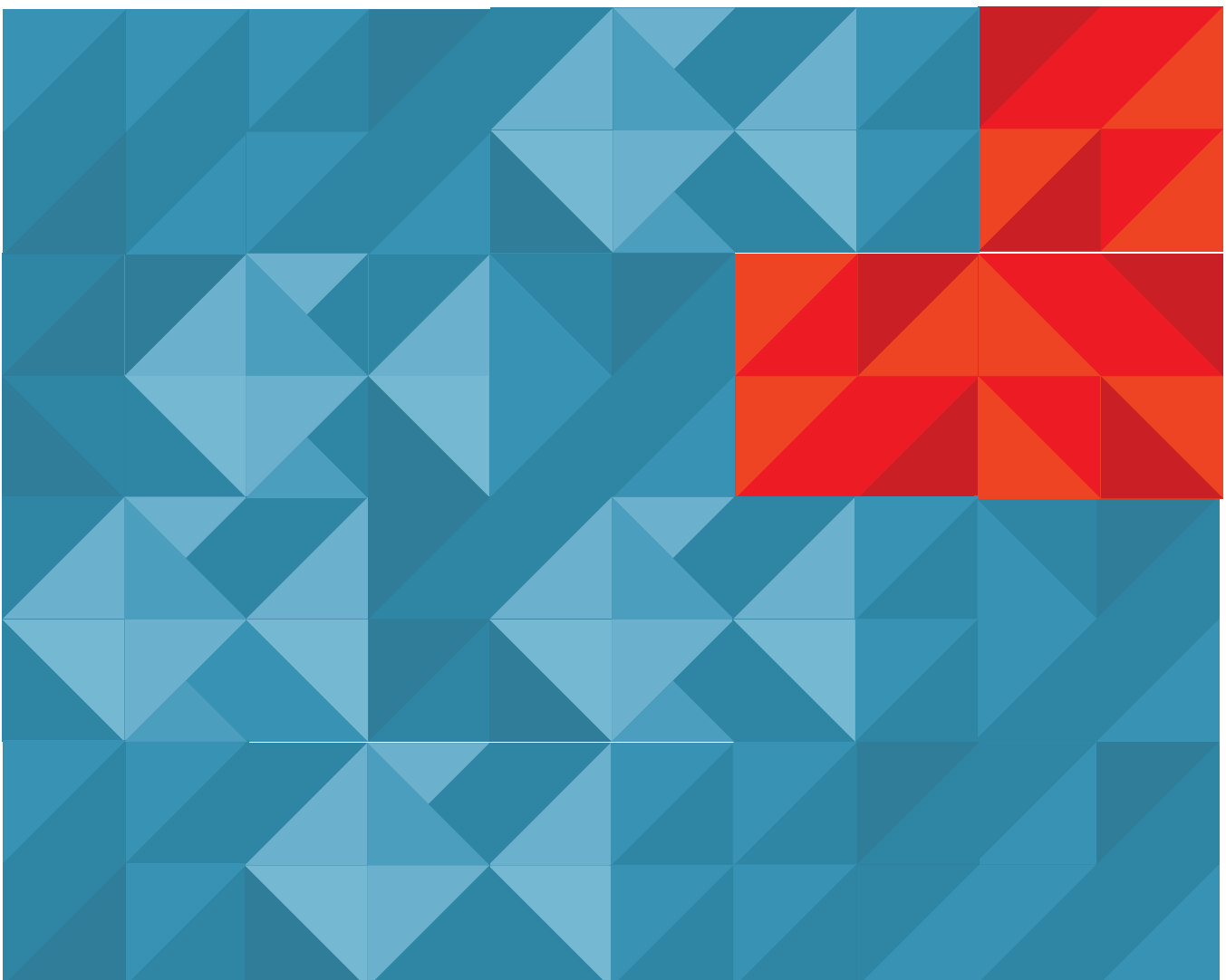
Jacques Cousteau

## Mural 1 - The Big Blue



*The blue whale, the largest animal on earth.*

## Mural 2 - The Shoal



*fishes swim in shoals for protection and to migrate.*



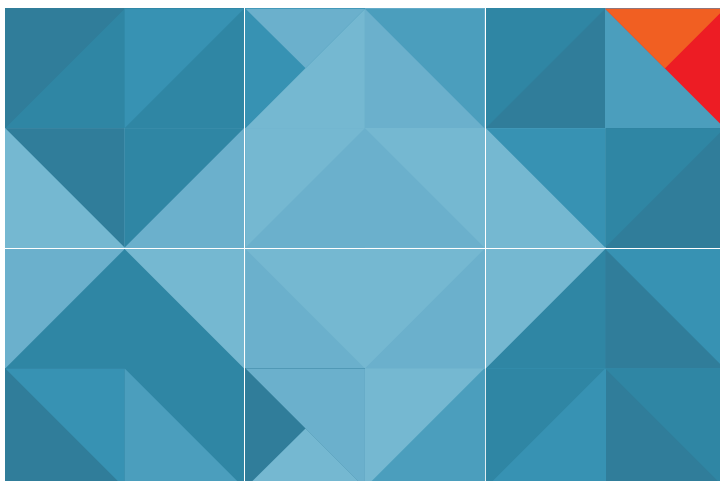
### *Mural 3 - Moray eel through the sea current*



### *Mural 4 - A Salmon, Stingray and the goldfishes*



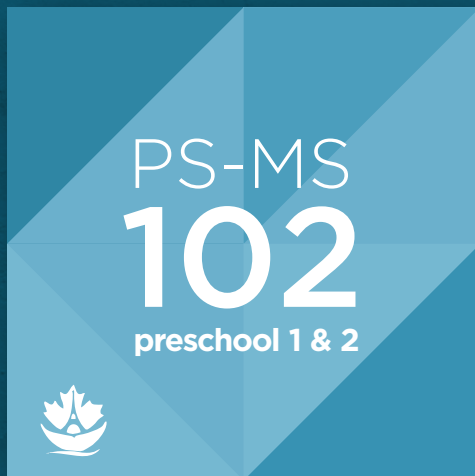
*Pacific salmon are born in the sea and migrate to river water to breed. Stingrays travel in packs of up to 10,000. In the Wild, Goldfish Turn From Pet to Pest.*



### *Mural 5- Anglefish*

*As the most beautiful marine fish in the world, they are therefore much sought after by aquarium owners, although these fish do not breed in captivity.*

# Plaqués

























# DOWNSTAIRS PLAQUES LIST

 <b>la reception</b> reception	 <b>ascenseur</b> elevator	 <b>agent d'entretien</b> custodian	<b>PS-MS</b> <b>102</b> preschool 1 & 2 
<b>MS</b> <b>104</b> preschool 2 	<b>PS</b> <b>106</b> preschool 1 	<b>107</b> F.L.E./F.F.L. 	<b>PS</b> <b>108</b> preschool 1 



EXTRA

2	 <b>toilettes garçons</b> boys washroom	 <b>toilettes garçons</b> boys washroom	 <b>toilettes du personnel</b> staff washroom	 <b>toilettes du personnel</b> staff washroom	
	1	 <b>toilettes garçons</b> boys washroom	<b>objets trouvés</b> lost and found	 <b>sale de copie</b> copy room	 <b>toilettes accessible</b> washroom
		 <b>stockage</b> storage	 <b>stockage</b> storage	 <b>sale de copie</b> copy room	 <b>sale de copie</b> copy room
	 <b>stockage</b> storage	 <b>stockage</b> storage	 <b>stockage</b> storage	 <b>toilettes filles</b> girls washroom	 <b>toilettes filles</b> girls washroom
	 <b>agent d'entretien</b> custodian	 <b>gymnase</b> gymnasium	 <b>vestiaires filles</b> girls change room	 <b>vestiaires garçons</b> boys change room	

# UPSTAIRS PLAQUES LIST

CP <b>201</b> Gr1	<b>202</b> KG-GS	CP <b>203</b> Gr1	<b>205</b> département anglais english department	<b>209</b> bibliothèque library
CE2 <b>211</b> Gr3	CM1 <b>210</b> Gr4	CP <b>204</b> Gr1	CEI <b>206</b> Gr2	CEI <b>208</b> Gr2
Cm2 <b>212</b> Gr5	<b>213</b> anglais english	<b>214</b> collège math	<b>215</b> collège english	<b>216</b> laboratoire scientifique science lab

<i>comptabilité</i> accounting	<i>salle du personnel</i> staff room	<i>headmaster</i> principal
<i>l'office</i> office	<i>administration</i>	<i>sale de réunion</i> meeting room



*You are not a drop  
in the ocean, you  
are an entire ocean  
in a drop...*

*Rumi*





WWW.JOAORENATOSOARES.COM  
[joaorenatomail@gmail.com](mailto:joaorenatomail@gmail.com)