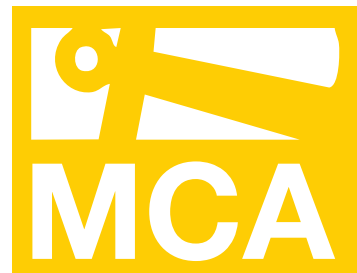


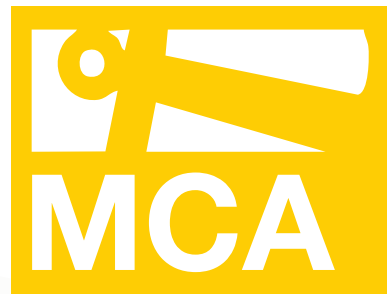
Pedro H. Youssef

Boston University
Fall 2025



**The Museum of
Contemporary
Arts**
At Boston's Pier 4

Wayfinding Proposal



**The Museum of
Contemporary
Arts**

At Boston's Pier 4

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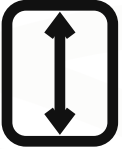
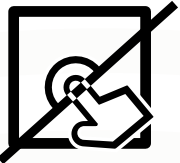
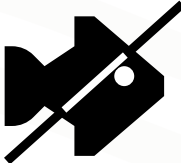
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Visual Identity

The visual identity for the Museum of Contemporary Art at Pier 4 is rooted in its setting on a historic loading dock once used by fishermen and seafarers. The wayfinding system uses clean iconography, simple yet modern typography, and a bold color palette to connect contemporary design with the working harbor that surrounds the museum. The typography was chosen for its modern yet understated character, offering clear legibility at various distances while quietly echoing the museum's focus on contemporary art.

A “fishermen raincoat” yellow serves as the primary color, a direct reference to the gear worn on the docks at Pier 4. It brings warmth, visibility, and a strong contrast to the industrial waterfront environment. Black typography and iconography sit sharply against this yellow, creating a high-contrast system that is both accessible and visually striking. Together, these elements form a unified language that honors the site's maritime history while guiding visitors through a crisp, contemporary space.

Iconography

				
Coffee Shop	Information Desk	Coat Room	Restroom Men	Restroom Women
				
Restroom All Gender	Restroom Accessible	No Smoking	No Flash Photography	Arrow Left
				
Arrow Right	Arrow Up	Arrow Down	Stairs	Elevator
				
Gift Shop	Do Not Touch Artwork	No Pets Service Animals Only	No Food or Beverage	Tour Starts Here

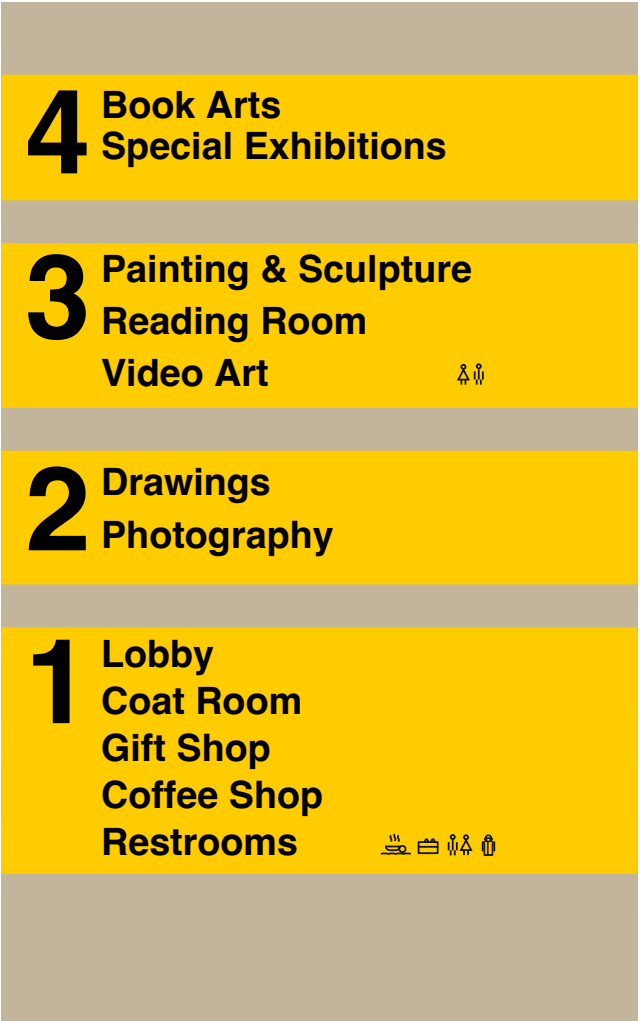
Typography

Primary Directory

Typeface
Helvetica

Weight
Bold

Size
128 pt



Secondary Directory

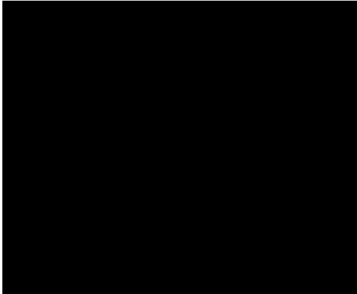
Typeface
Helvetica

Weight
Bold

Size
96 pt



Color



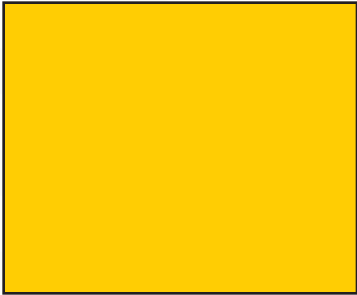
Black

<i>RGB</i>	<i>CMYK</i>	<i>HEX</i>	<i>Pantone</i>
<i>R0 G0 B0</i>	<i>C0 M0 Y0 K100</i>	<i>#000000</i>	<i>Black C</i>



Warm Dock Neutral

<i>RGB</i>	<i>CMYK</i>	<i>HEX</i>	<i>Pantone</i>
<i>R191 G191 B153</i>	<i>C25 M25 Y40 K0</i>	<i>#BFBF99</i>	<i>4545 C</i>



Fishermen Raincoat Yellow

<i>RGB</i>	<i>CMYK</i>	<i>HEX</i>	<i>Pantone</i>
<i>R255 G205 B3</i>	<i>C0 M20 Y99 K0</i>	<i>#FFCD03</i>	<i>123 C</i>



White

<i>RGB</i>	<i>CMYK</i>	<i>HEX</i>	<i>Pantone</i>
<i>R255 G255 B255</i>	<i>C0 M0 Y0 K0</i>	<i>#FFFFFF</i>	<i>Paper Stock</i>

Signage

The museum's wayfinding signage at Pier 4 translates the visual identity into clear, functional tools for navigation. Each sign uses Helvetica Neue in black against the bold yellow, maintaining strong contrast and legibility throughout the former loading dock spaces. Type sizes are scaled appropriately depending on viewing distance and location, from large directional signs in open corridors to smaller labels at doors and thresholds.

Accessibility is a key consideration, with letter heights meeting minimum standards so information can be read quickly and comfortably. Generous spacing between sections and consistent alignment help visitors scan information without confusion. Icon sizes are calibrated to work alongside the typography, remaining easily recognizable whether viewed up close or from across the pier. Together, these decisions create a coherent system that feels contemporary while still grounded in the working waterfront history of Pier 4.

Signage A

Directory

26in x 48in

Floor Number Cap Height:
4.5 in

Section Spacing:
2 in

4

Book Arts
Special Exhibitions

3

Painting & Sculpture
Reading Room
Video Art



2

Drawings
Photography

1

Lobby
Coat Room
Gift Shop
Coffee Shop
Restrooms



Description Cap Height:
1.25 in

Pictogram Height:
1.25 in

4 Book Arts
Special Exhibitions

3 Painting & Sculpture
Reading Room
Video Art 

2 Drawings
Photography

1 Lobby
Coat Room
Gift Shop
Coffee Shop
Restrooms   

Signage B

Directional First Floor

18 in x 18 in

Description Cap Height:
1 in



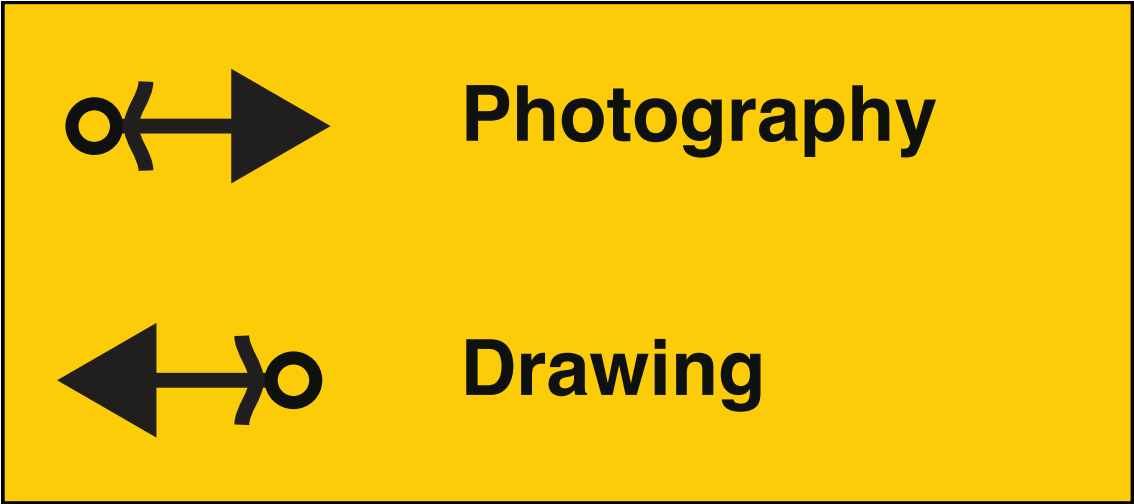
Pictogram Height:
1 in

Signage C

Directional Second Floor

18 in x 8 in

Section Spacing:
2 in



Description Cap Height:
1 in

Signage D

Directional Third Floor

18 in x 12 in

Section Spacing:
2 in



Description Cap Height:
1 in

Signage E

Directional Third Floor II

18 in x 8 in

Description Cap Height:
1 in

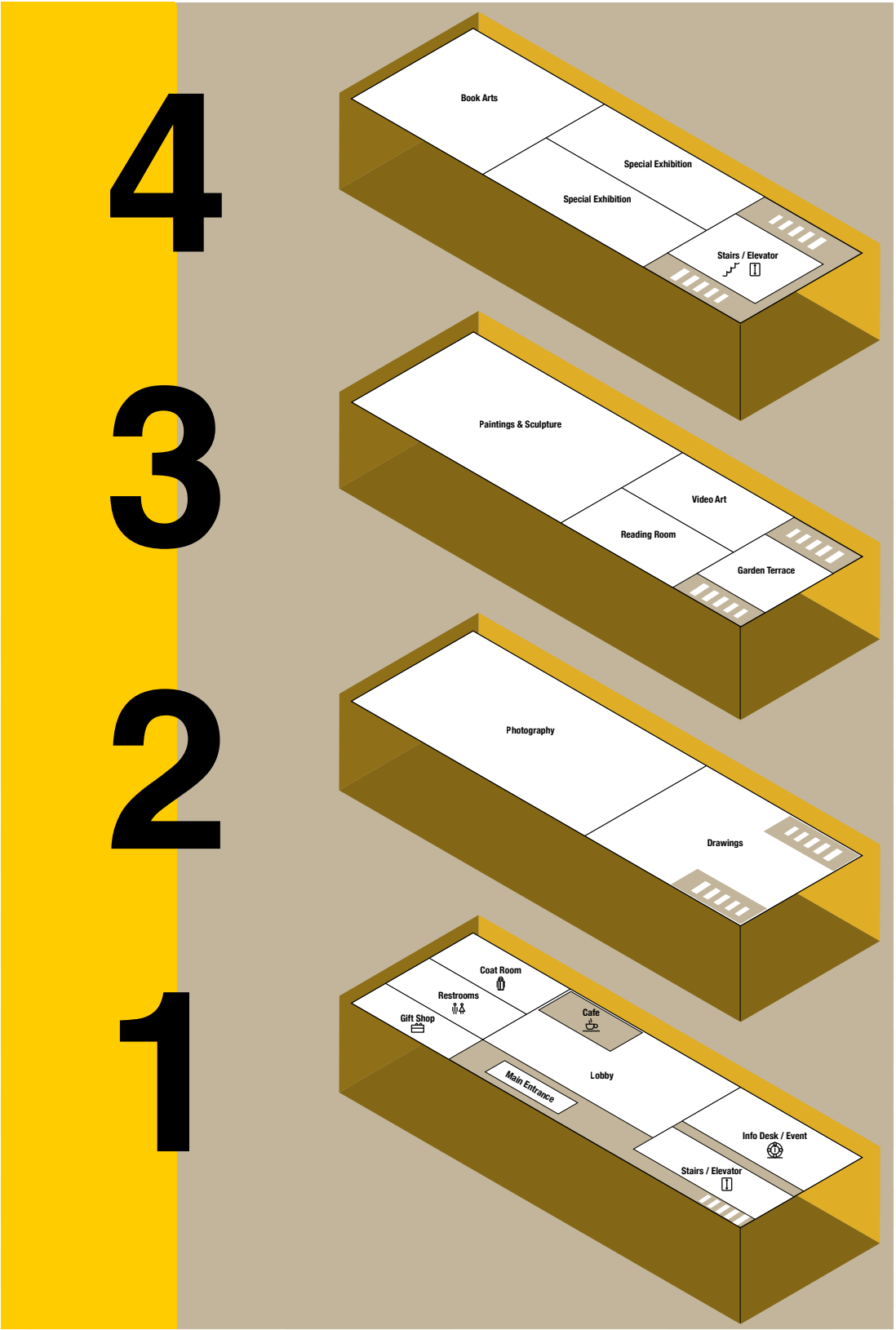


Floorplan

32 in x 58 in

Floor Number Cap Height:
7.4 in

Pictogram Height:
.70 in



Description Cap Height:
.5 in



Signage F, G, H, I

Restroom Signage

18 in x 10 in

Description Cap Height:
1.25 in



Pictogram Height:
4 in



All Signage

4

Book Arts
Special Exhibitions

3

Painting & Sculpture
Reading Room
Video Art

2

Drawings
Photography

1

Lobby
Coat Room
Gift Shop
Coffee Shop
Restrooms

Signage A: Directory

↔

Elevators

🚪

↕

Stairs

🪜

↑

Coffee Shop

☕

↔

Coat Room

🧥

↔

Gift Shop

🛍️

↔

Restrooms

🚻

Signage B: Directional 1st Floor

↔

Photography

↔

Drawing

Signage C: Directional 2nd Floor

↔

Painting & Sculpture
Reading Room

↑

Video Art

Signage D: Directional 3rd Floor

↔

Reading Room
Video Art

Signage E: Directional 3rd Floor

Accessible
Restroom

♿

All Gender
Restroom

🚻

Men's
Restroom

🚺

Women's
Restroom

🚻

Signage F,G,H,I: Restrooms

Elevations

Elevations for the Museum of Contemporary Art at Pier 4 are carefully planned so that signage feels integrated with the architecture of the old loading docks while remaining easy to see and use. Typical eye level is considered to be around 65 inches, so most signs are installed with their center close to 60 inches from the floor, creating a consistent reading band as visitors move through the pier.

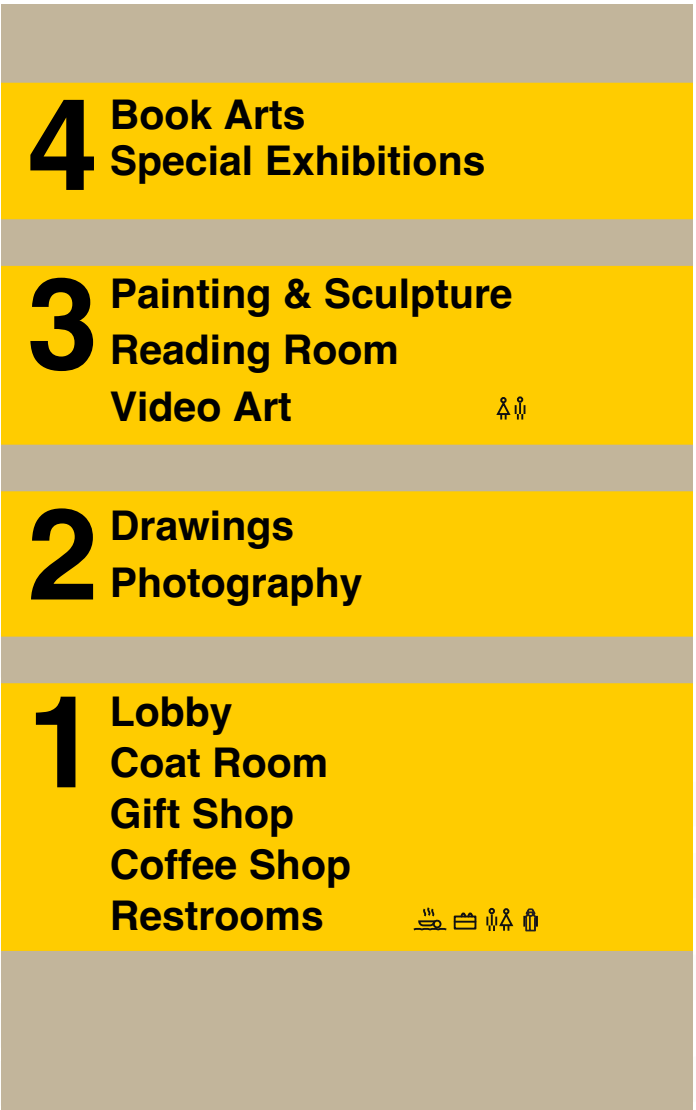
To support universal access, height ranges for wheelchair users are also taken into account. Signs that must be read up close, such as room identifiers or regulatory information, are placed between 43 and 51 inches from the ground for comfortable viewing by visitors with mobility impairments. These height guidelines, paired with the proportions of the Helvetica Neue typography and the overall sign dimensions, help establish a clear, predictable system that works across the varied spaces of Pier 4.

Installation Height:
84 in

Average Height:
65 in

Viewing Height:
60 in

Wheelchair Viewing Height:
40-50 in

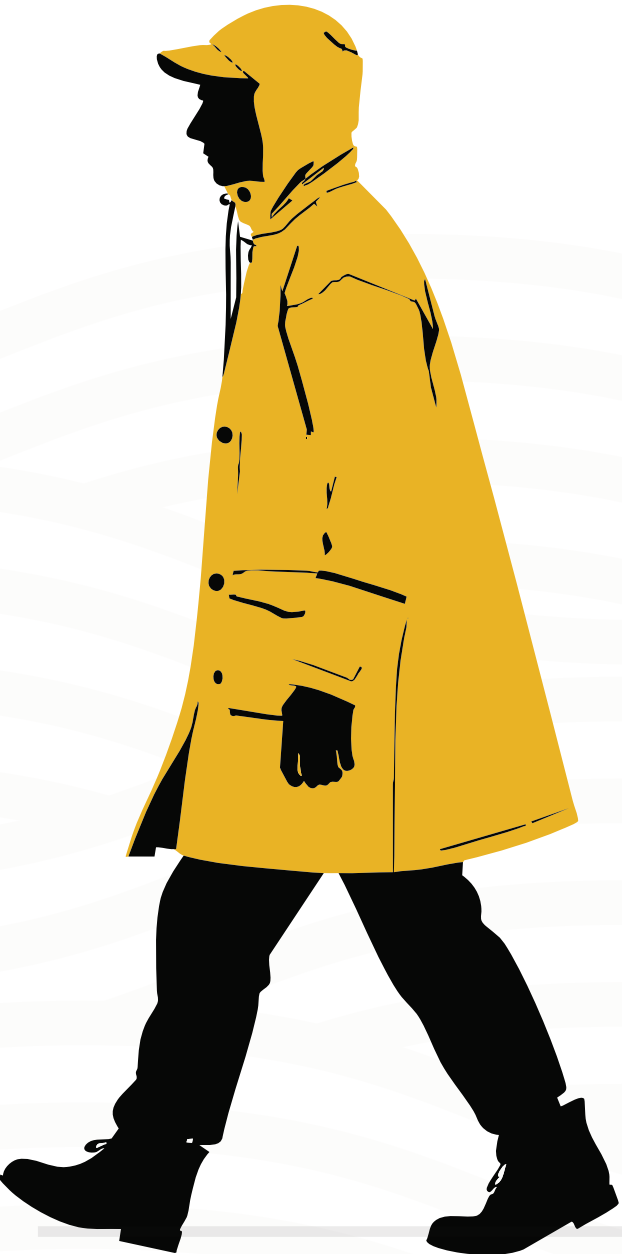


Description Cap Height:
.5 in

Floor Number Cap Height:
7.4 in

Section Spacing:
2 in

Pictogram Height:
.70 in



Description Cap Height:
1 in

Section Spacing:
2 in

Pictogram Height:
1 in

	Elevators	
	Stairs	
	Coffee Shop	
	Coat Room	
	Gift Shop	
	Restrooms	

Installation Height:
69 in

Average Height:
65 in

Viewing Height:
60 in

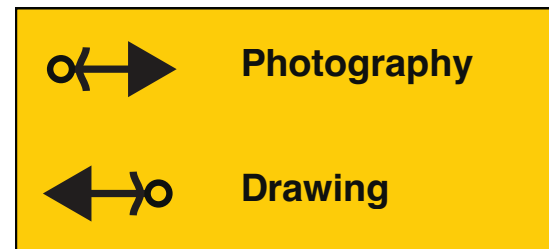
Wheelchair Viewing Height:
40-50 in





Description Cap Height:
1 in

Section Spacing:
2 in



Installation Height: **65 in** *Average Height:*
65 in

Viewing Height:
60 in

Wheelchair Viewing Height:
40-50 in

Installation Height:
69 in

Average Height:
65 in

Viewing Height:
60 in

Wheelchair Viewing Height:
40-50 in



Description Cap Height:
1 in

Section Spacing:
2 in





Description Cap Height:
1 in

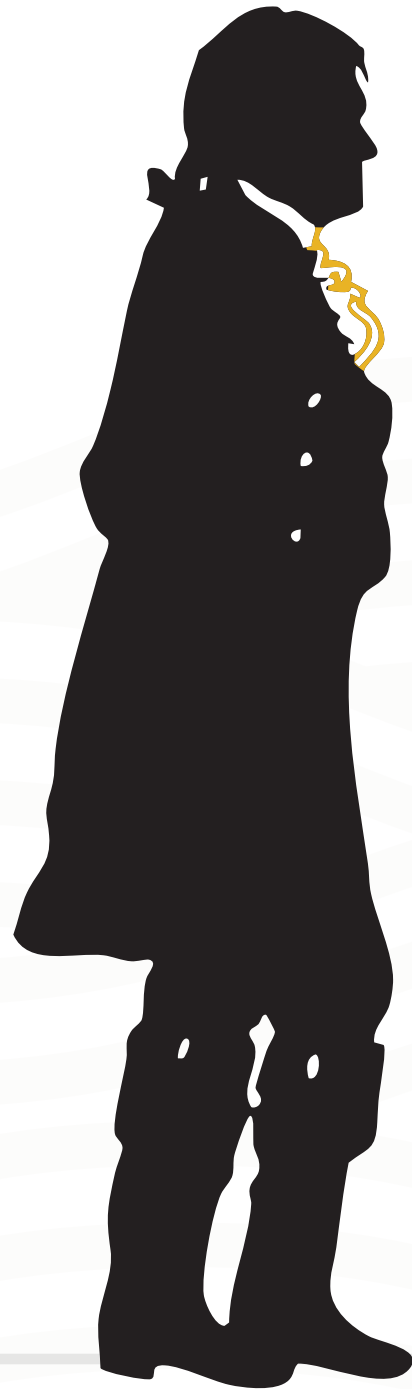


Installation Height:
65 in

Average Height:
65 in

Viewing Height:
60 in

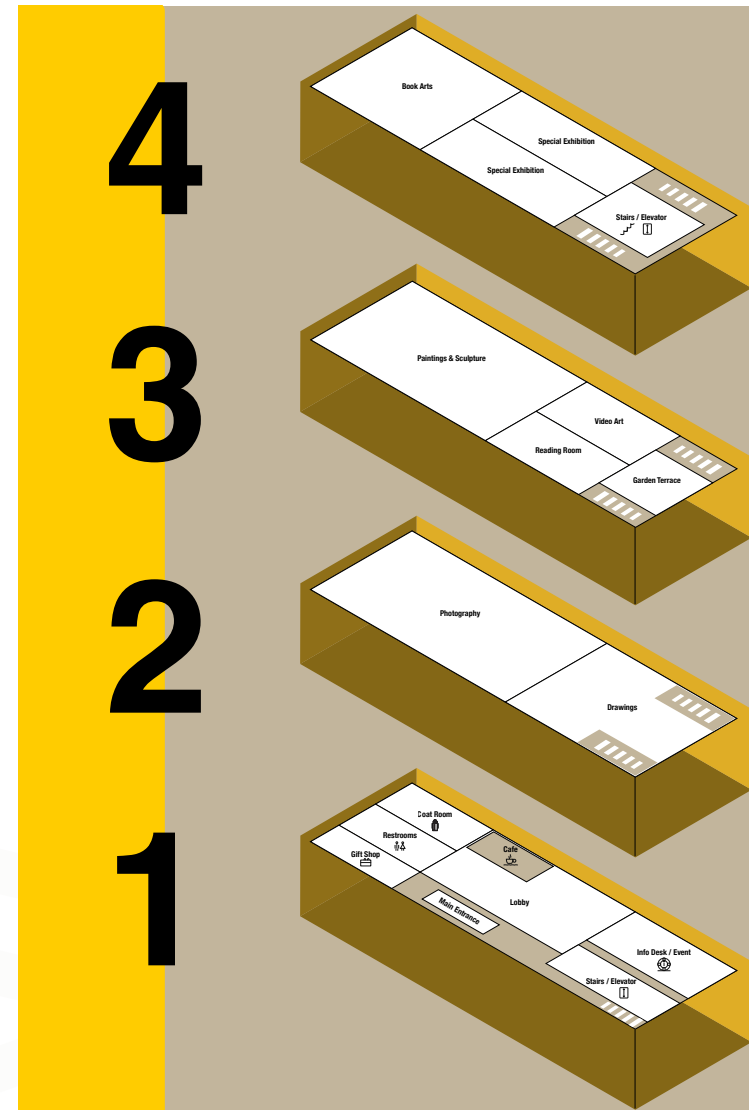
Wheelchair Viewing Height:
40-50 in



Floor Number Cap Height:
7.4 in

Description Cap Height:
.5 in

Pictogram Height:
.70 in



Installation Height:
89 in

Average Height:
65 in

Viewing Height:
60 in

Wheelchair Viewing Height:
40-50 in



*Installation Height:
80 in (IBC code)*

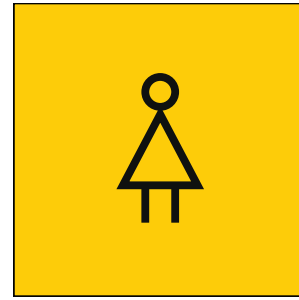
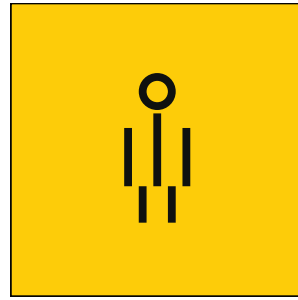
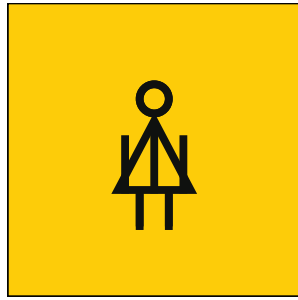
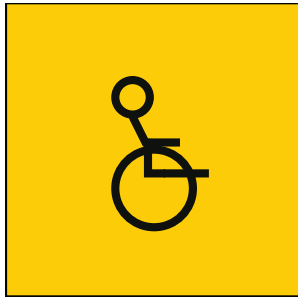
*Description Cap Height:
1.25 in*

*Pictogram Height:
4 in*



*Viewing Height:
60 in*

*Wheelchair Viewing Height:
40-50 in*



Digital

Digital signage at the Museum of Contemporary Art at Pier 4 extends the wayfinding system into a flexible, animated layer that still feels rooted in the old seafaring dock setting. Screens use the same “fishermen raincoat” yellow backgrounds and black Helvetica Neue typography as the physical signs, so information feels consistent whether it is printed or digital.

Layouts follow the same modular structure, allowing announcements, current exhibitions, and event schedules to rotate in a clear, organized way. This keeps content fresh while preserving a stable visual rhythm throughout the pier. The high contrast between yellow and black maintains strong readability on screen, even in brighter waterfront conditions. By mirroring the look and hierarchy of the physical signage, the digital system ties into the architecture of Pier 4 while offering real-time updates and a more responsive, engaging experience for visitors.

Highlights Tour



Explore some of the many highlights of our museum with a certified guide.



1:30 PM



Teen Program



Activities for the younger
explorers of art.



3:00 PM



Furniture Study

Highlights Tour



3:30PM



In a New Light



4:30PM

**Paintings from the
Collection**



