



WAYFINDING +
PLACEMAKING
Formerly Kate Keating Associates



Julie Vogel, President; Nikki San Miguel, Principal

Kate Keating Associates is now Clearstory—Wayfinding and Placemaking

We are delighted to announce our new name as we celebrate 25 years of collaborating with architects and institutions to bring clarity to the places they create.

“Our new name embodies our commitment to clear and effortless visual communication in the built environment.”
—Julie Vogel, President

The new name also serves as an opportunity to step back and note the transition of Julie Vogel to President and Nikki San Miguel to Principal, which occurred in 2017 when Kate Keating retired. Julie and Nikki champion our efforts to bring clarity to challenging wayfinding and placemaking problems through our collaborative design approach.

As we celebrate this milestone with our community, we look forward to crafting more exceptional experiences with new and long-time trusted collaborators. We will continue to focus on client-centric partnerships that develop extraordinary civic, educational, healthcare, and commercial projects in the San Francisco Bay Area and beyond.



[Visit our new website](#)

