

PEORIA CIVIC CENTER WAYFINDING REDESIGN

GRANT EARLY
KATIE FREDRICH

PROBLEMS WITH CURRENT WAYFINDING SYSTEM

- Brown colored signage doesn't stand out against brick walls
- Easy to get lost if you do not frequent the Civic Center
- Inefficient directory and map systems
- Various areas poorly named/labeled



OUR PROPOSED SOLUTIONS

- Implementing assigned colors to each major section for clarity and separation
- Using preexisting signage/mounting with a fresh and updated appearance
- Additional signage and iconography for improved clarity
- Implementing helpful maps and directories throughout Civic Center

FONTS AND COLORS

Brandon Grotesque

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#%&*(){}[].,/?

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#%&*(){}[].,/?**

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#%&*(){}[].,/?**

#333333

#818181

#c3c6c8

7549 C

3005 C

179 C

361 C

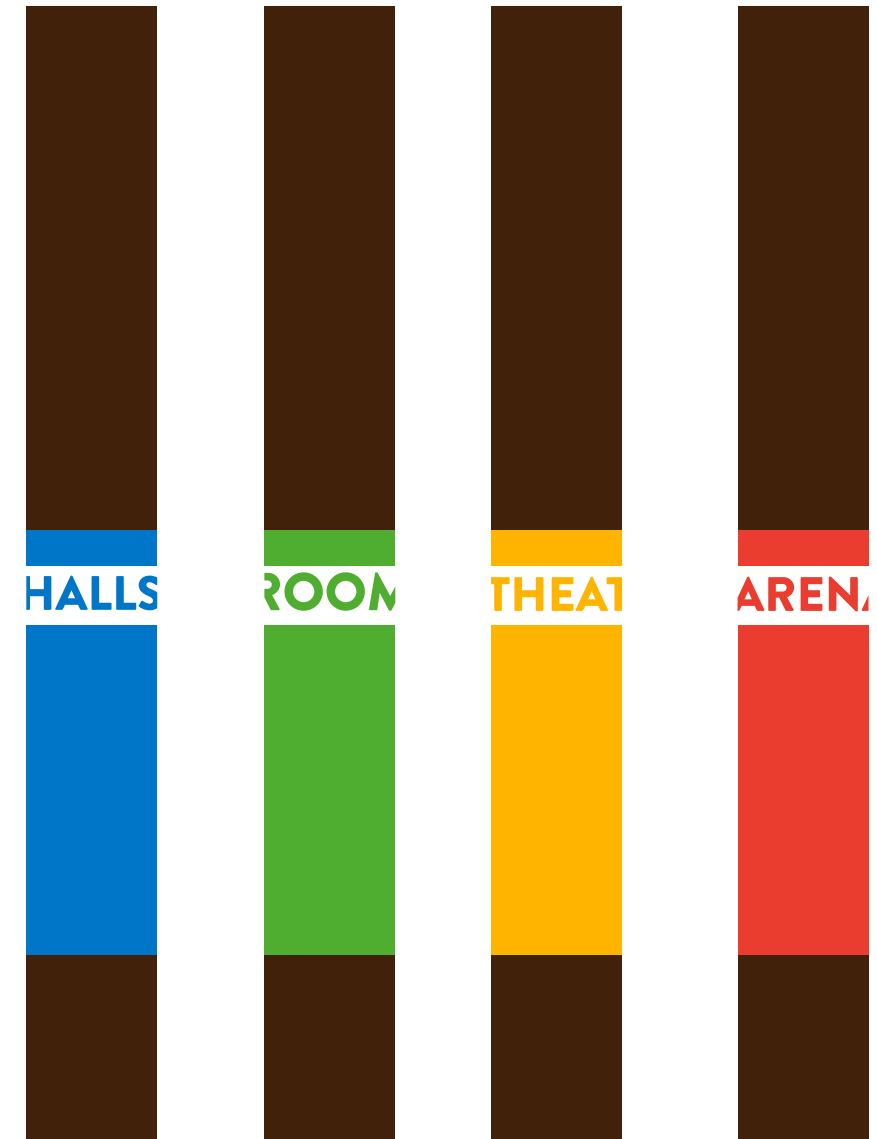
COLOR ASSOCIATIONS

ARENA

THEATER

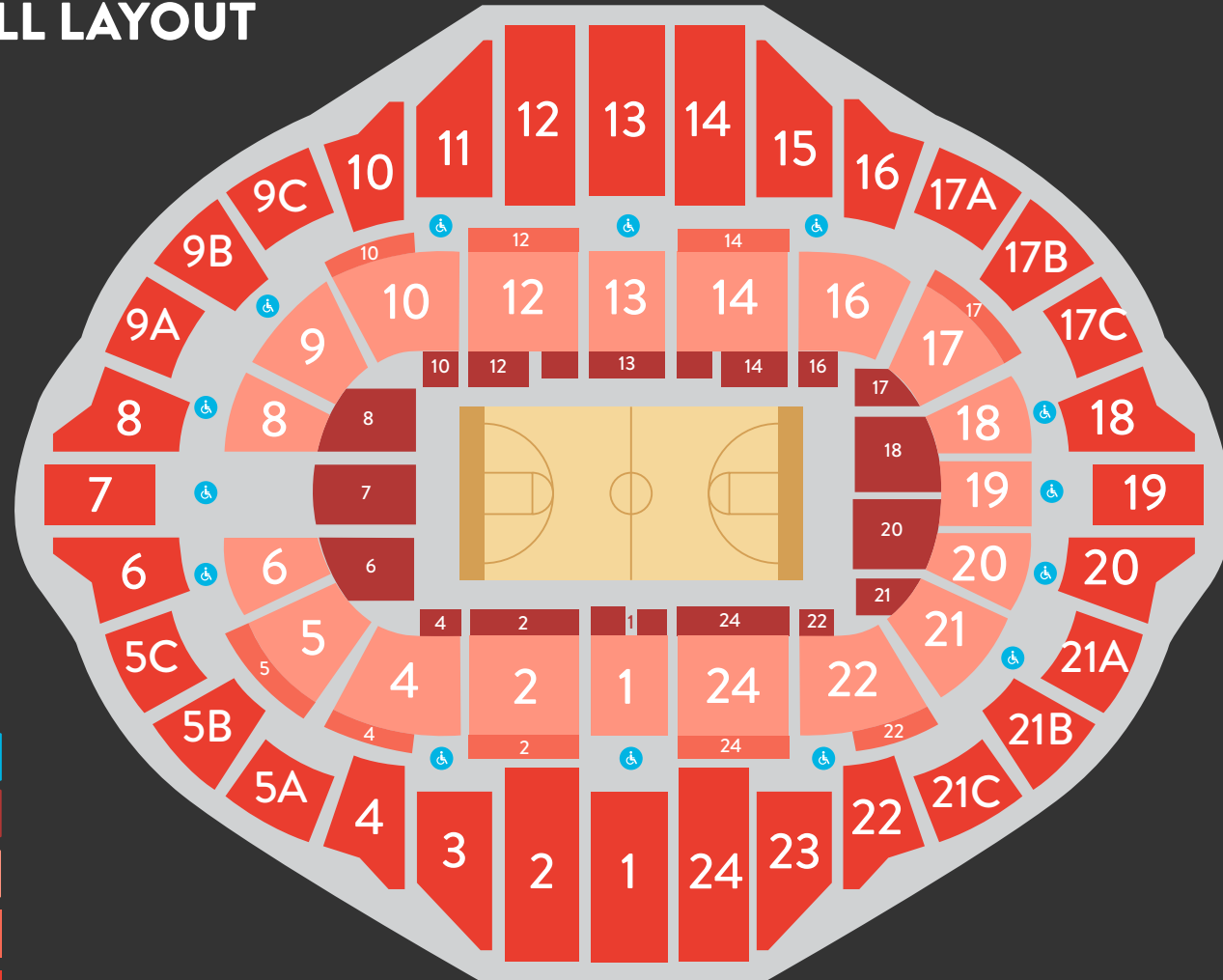
CONVENTION HALLS

MEETING ROOMS



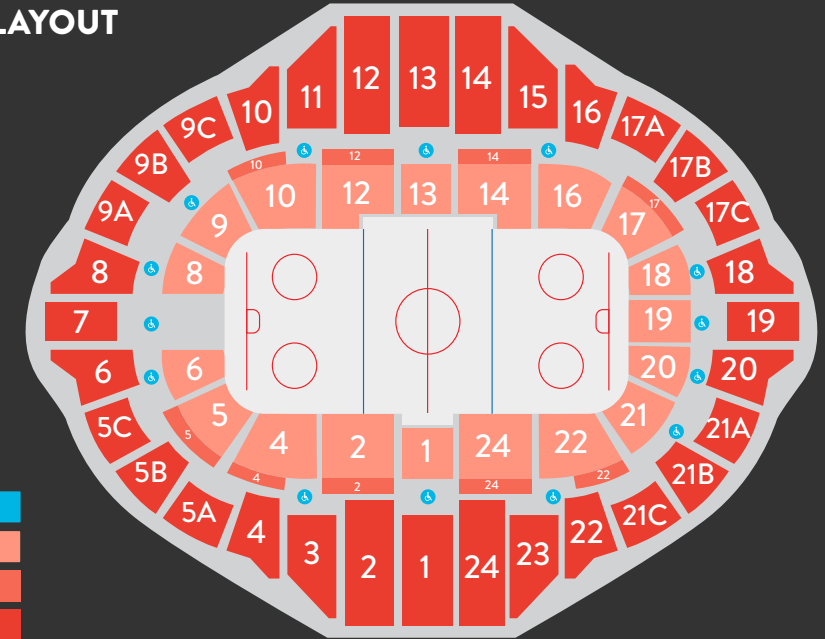
MAPS

BASKETBALL LAYOUT



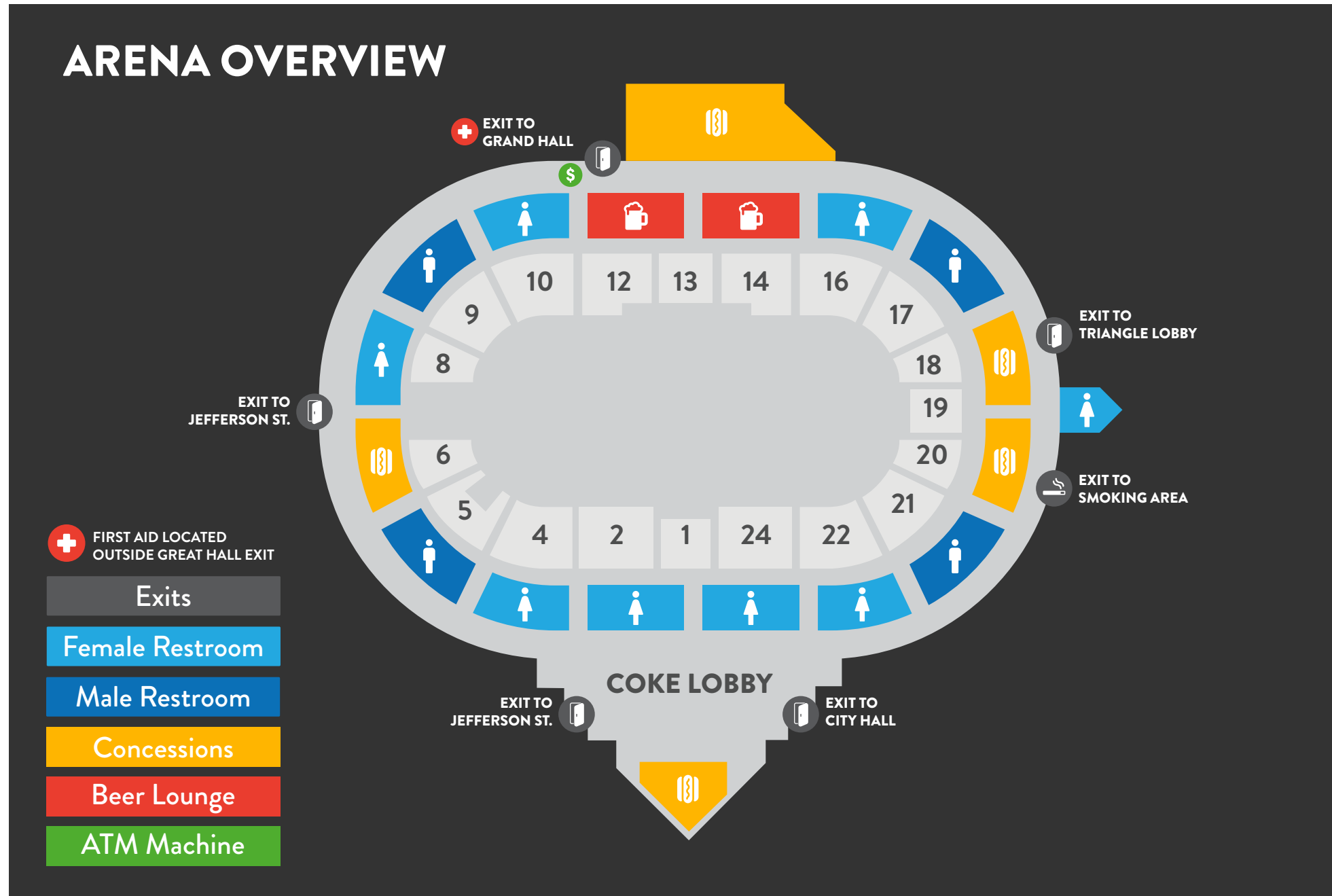
Accessible
Riser
Lower Bowl
Mezzanine
Upper Bowl

HOCKEY LAYOUT



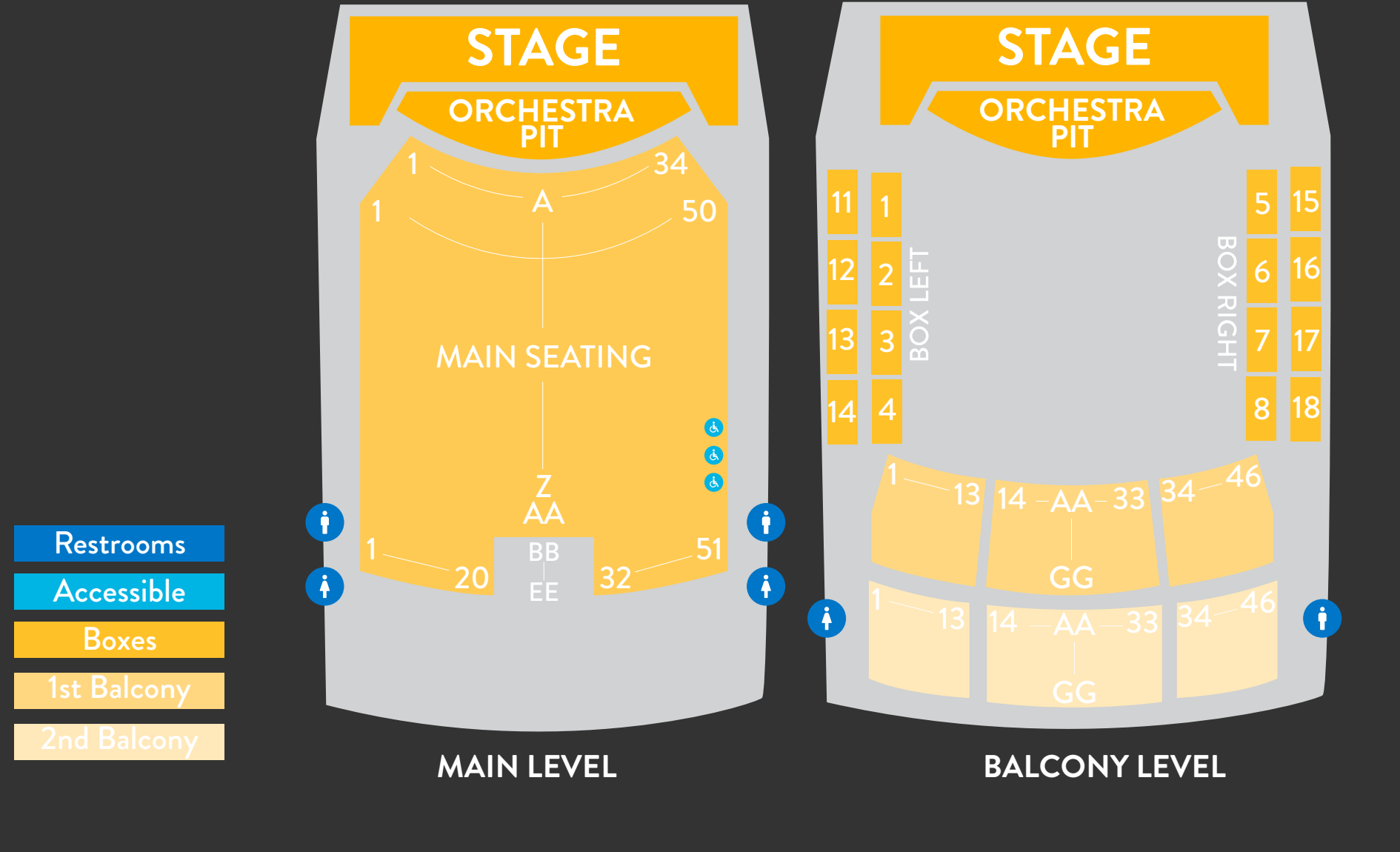
Accessible
Lower Bowl
Mezzanine
Upper Bowl

MAPS

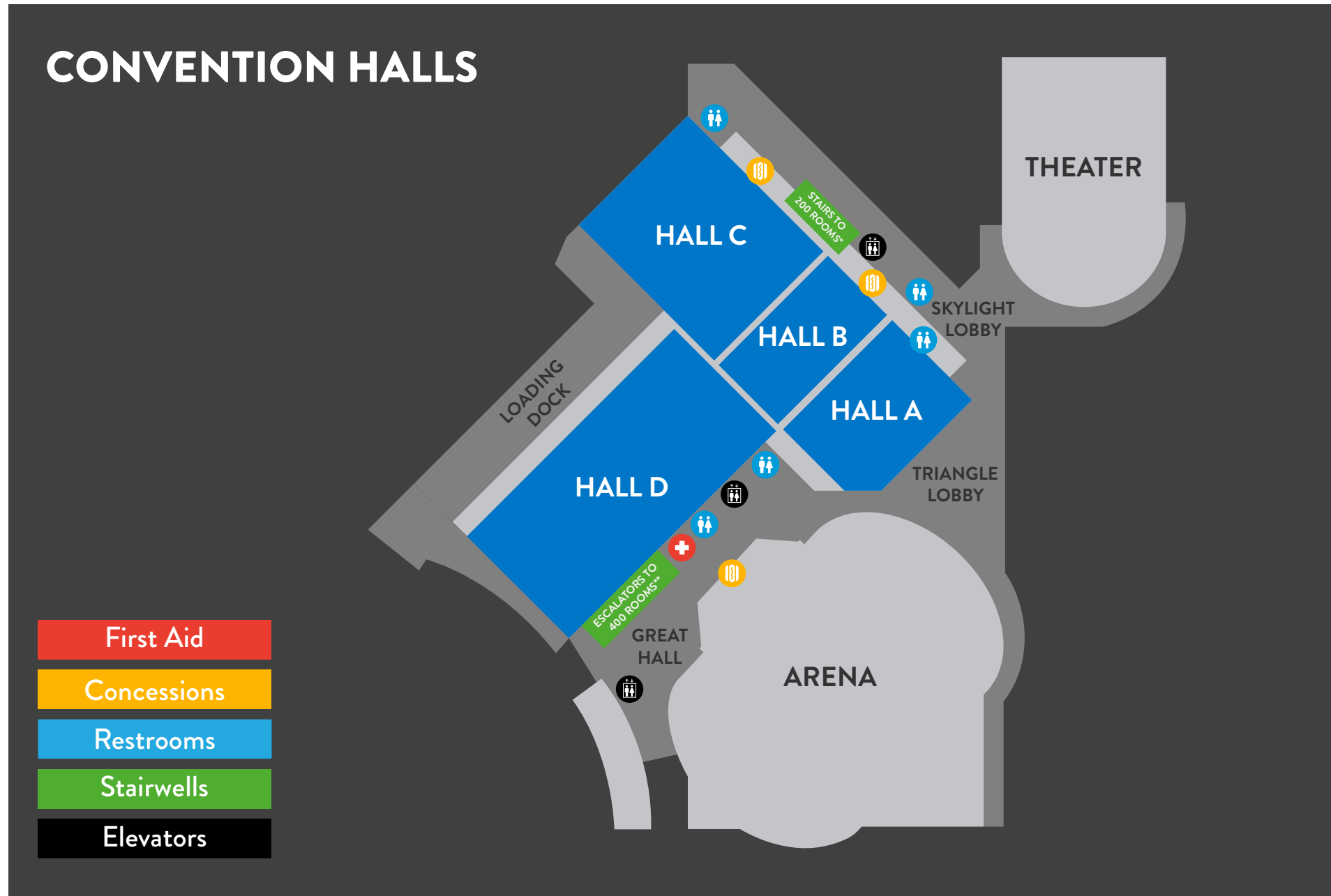


MAPS

THEATRE LAYOUT



MAPS



DIRECTORY

WELCOME TO THE
PEORIA CIVIC CENTER

★ YOU ARE HERE
+ FIRST AID
♿ RESTROOMS
🍷 CONCESSIONS
🛗 ELEVATORS

1 GREAT HALL ENTRANCE
2 TOYOTA BOX OFFICE ENTRANCE
3 TERRAZZO ENTRANCE
4 MONROE THEATER ENTRANCE
5 FULTON THEATER ENTRANCE
6 SKYLIGHT LOBBY ENTRANCE
7 TRIANGLE LOBBY ENTRANCE
8 ARENA ENTRANCE
9 ARENA ENTRANCE
10 ARENA VIP ENTRANCE

*** 200 ROOMS**

**** BALLROOM AND 400 ROOMS**



ICONOGRAPHY AND USE



ATM



BEVERAGES



CONCESSIONS



FIRST AID



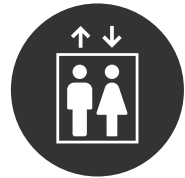
SMOKING
AREA



NO
SMOKING



HANDICAP
ACCESSABLE



ELEVATORS



EXIT



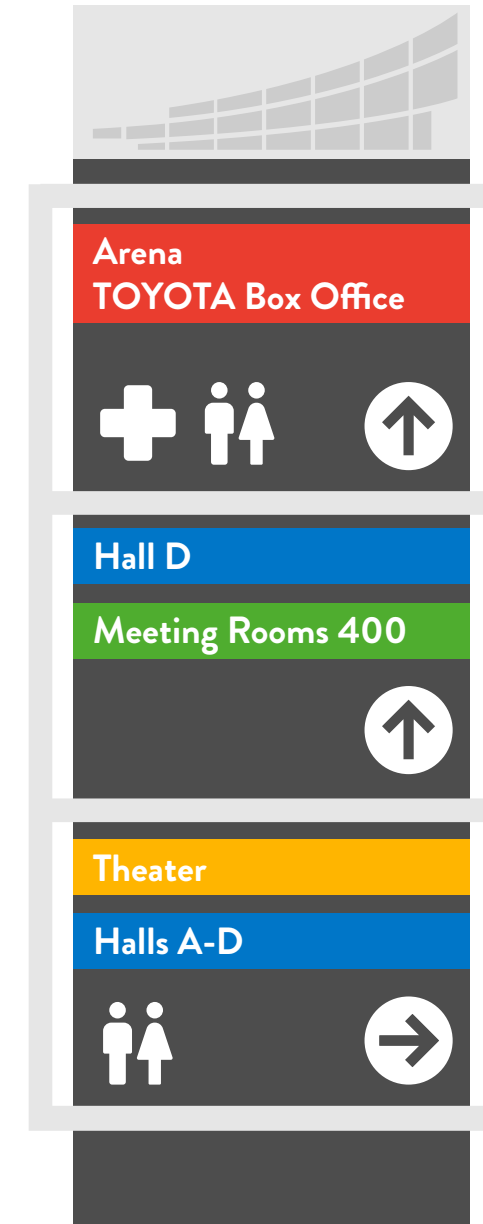
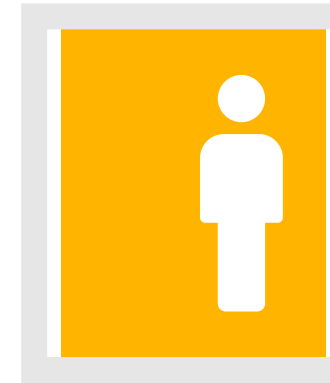
MENS
RESTROOM



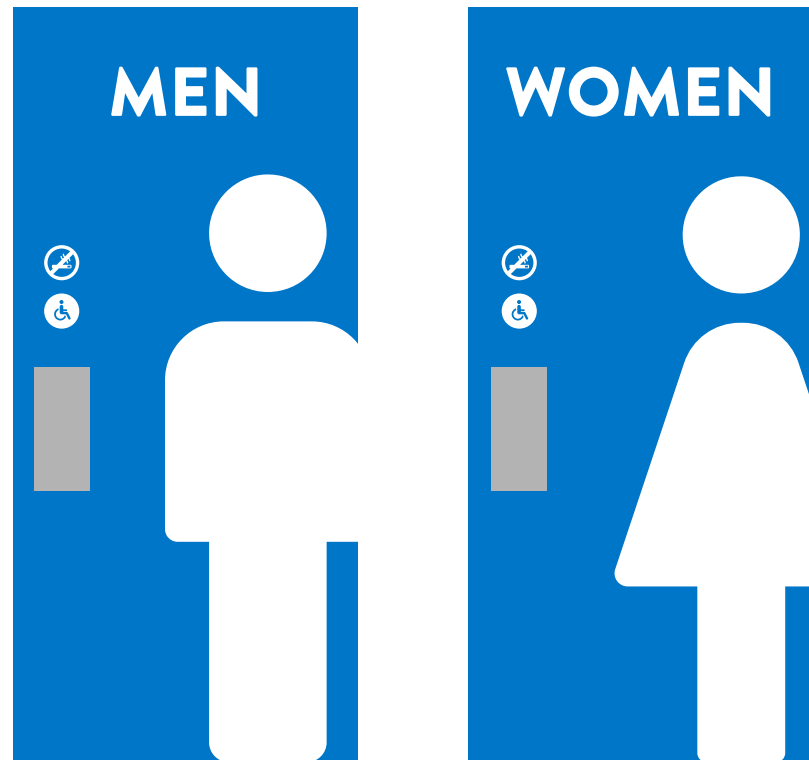
RESTROOMS



WOMENS
RESTROOM



ICONOGRAPHY AND USE



ARENA ICONOGRAPHY

SECTION
12

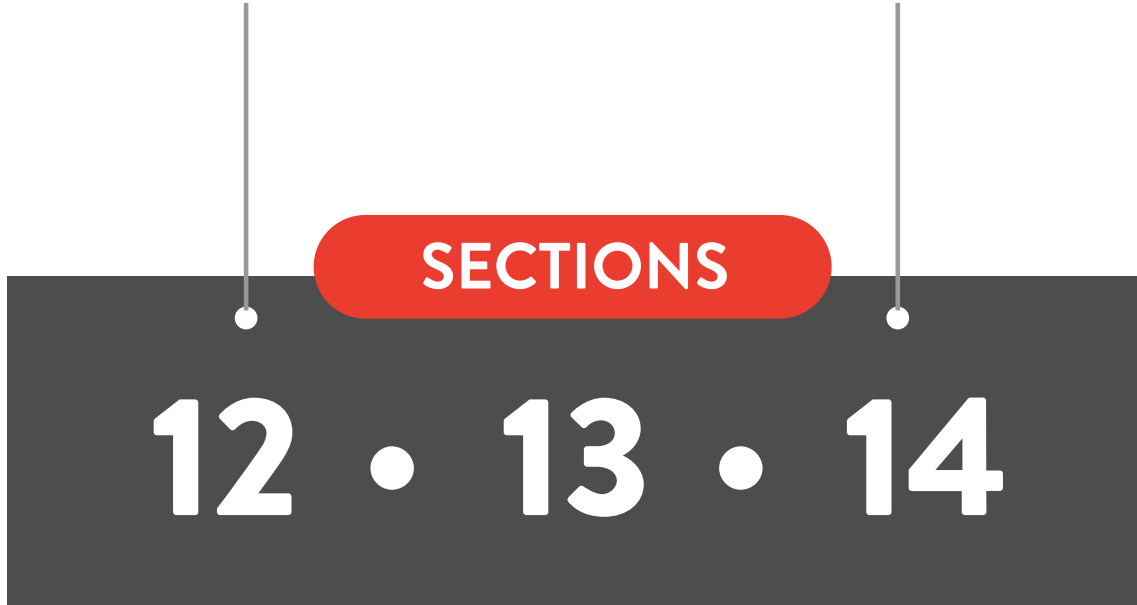
- EXIT
- FIRST AID
- ATM
- BEVERAGES
- RESTROOMS

SECTION
18

- EXIT
- SMOKING AREA
- CONCESSIONS
- WOMENS RESTROOM



ARENA SECTION MARKERS



ARENA SECTION MARKERS



GRANT EARLY
KATIE FREDRICH

ARENA EXIT SIGNAGE

EXIT TO
JEFFERSON STREET

EXIT TO
GRAND HALL

EXIT TO
TRIANGLE LOBBY



VINYL WALL CLINGS



MOBILE APP

PEORIA CIVIC CENTER

Welcome back, Grant! ☰

57 Your Total Points

You have **3** upcoming events you are interested in

UPCOMING EVENTS

PEORIA RIVERMEN VS **ICE BEARS**

 JAN. 3, 2019 [BUY TICKETS](#)

PEORIA CIVIC CENTER

Welcome back, Grant! ▼

57 Your Total Points

You have **3** upcoming events you are interested in

UPCOMING EVENTS

- My Tickets
- Redeem Points**
- Events
- Directions
- Concessions
- Event History
- Settings
- LOG OUT

PEORIA RIVERMEN VS **ICE BEARS**

 JAN. 3, 2019 [BUY TICKETS](#)

PEORIA CIVIC CENTER

Welcome back, Grant! ☰

ARENA CONCESSIONS

COKE LOBBY

- Hot dog ... \$4.25
- Pretzel ... \$5.00
- w/ cheese ... \$5.25
- Nachos ... \$6.00
- Water bottle ... \$3.00
- Hamburger ... \$5.50
- w/ cheese ... \$5.75

PEORIA CIVIC CENTER

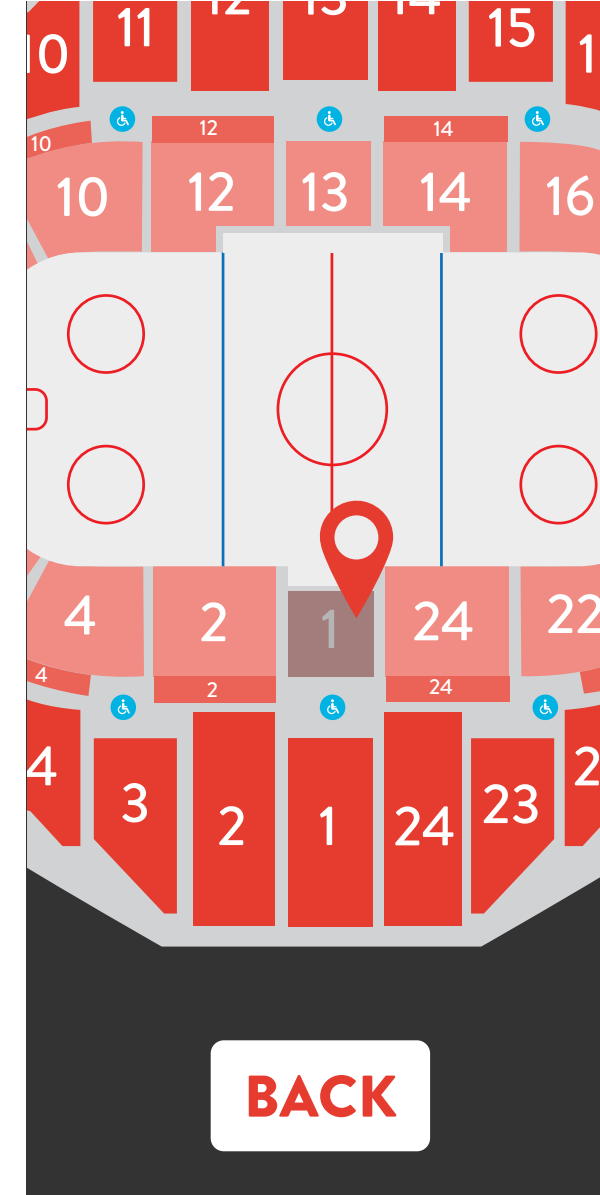
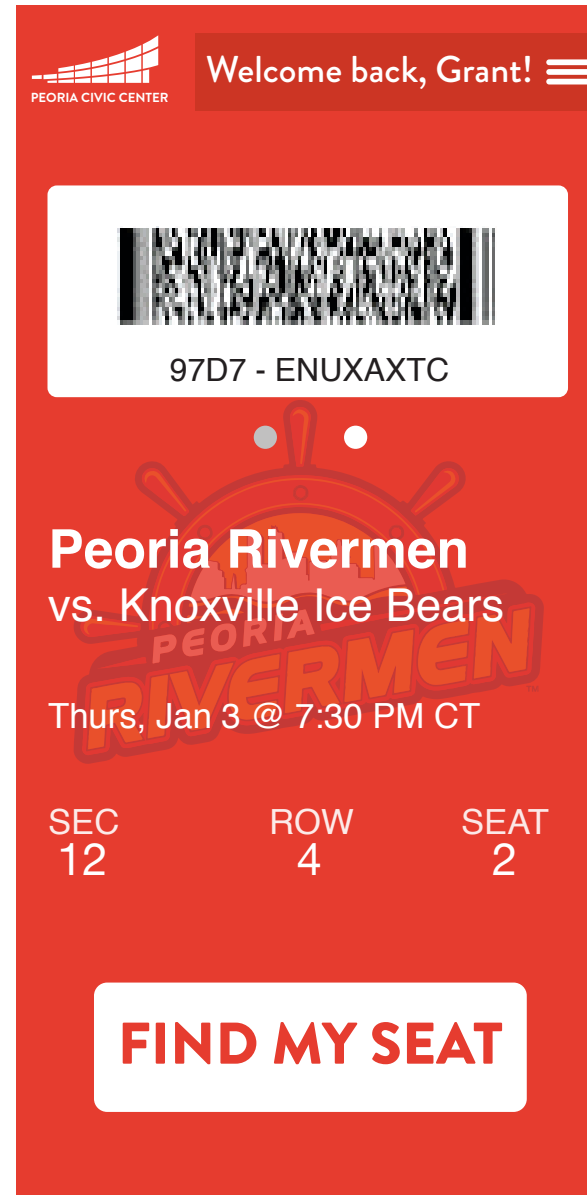
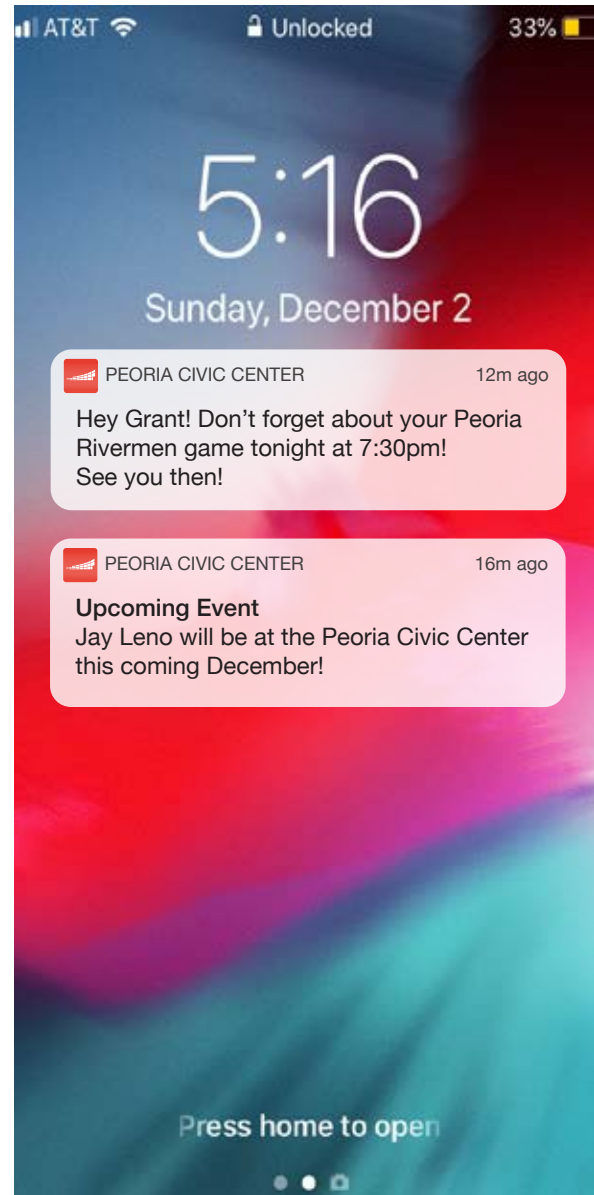
Welcome back, Grant! ☰

57 Total Points

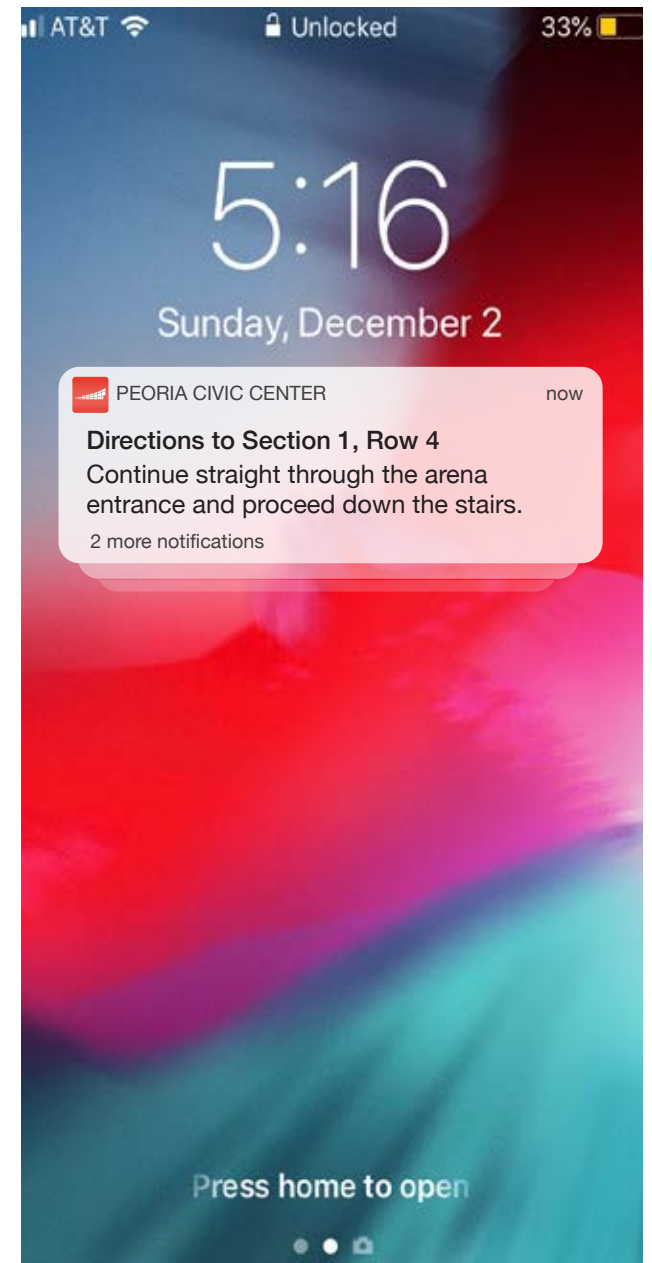
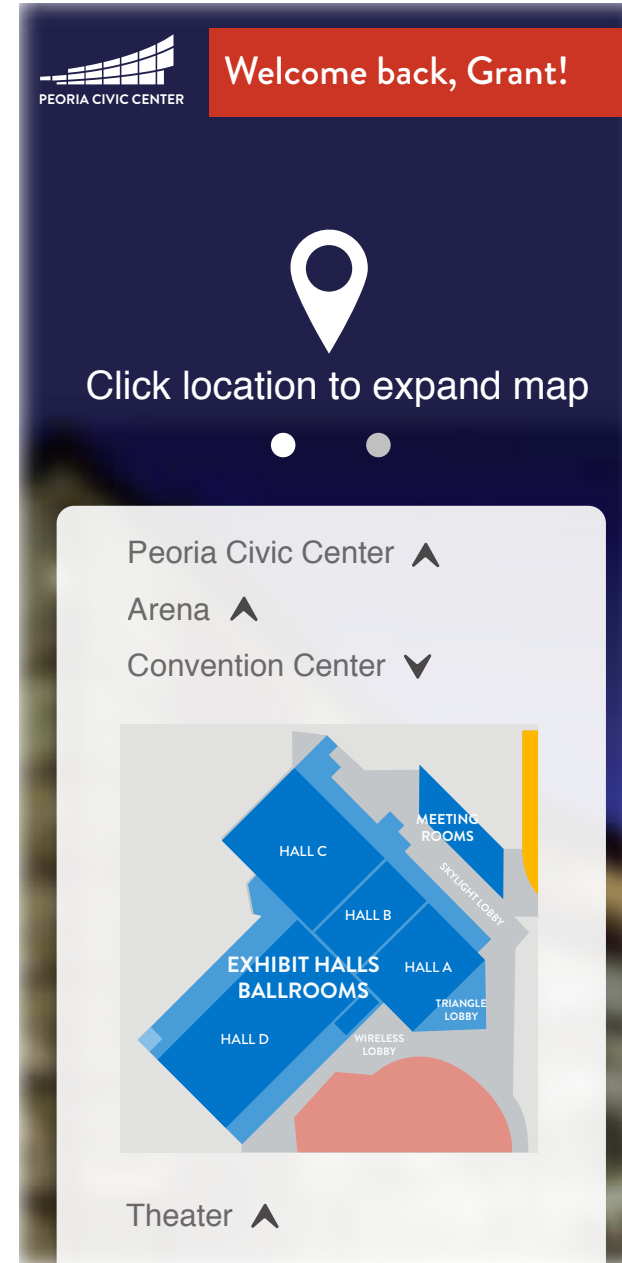
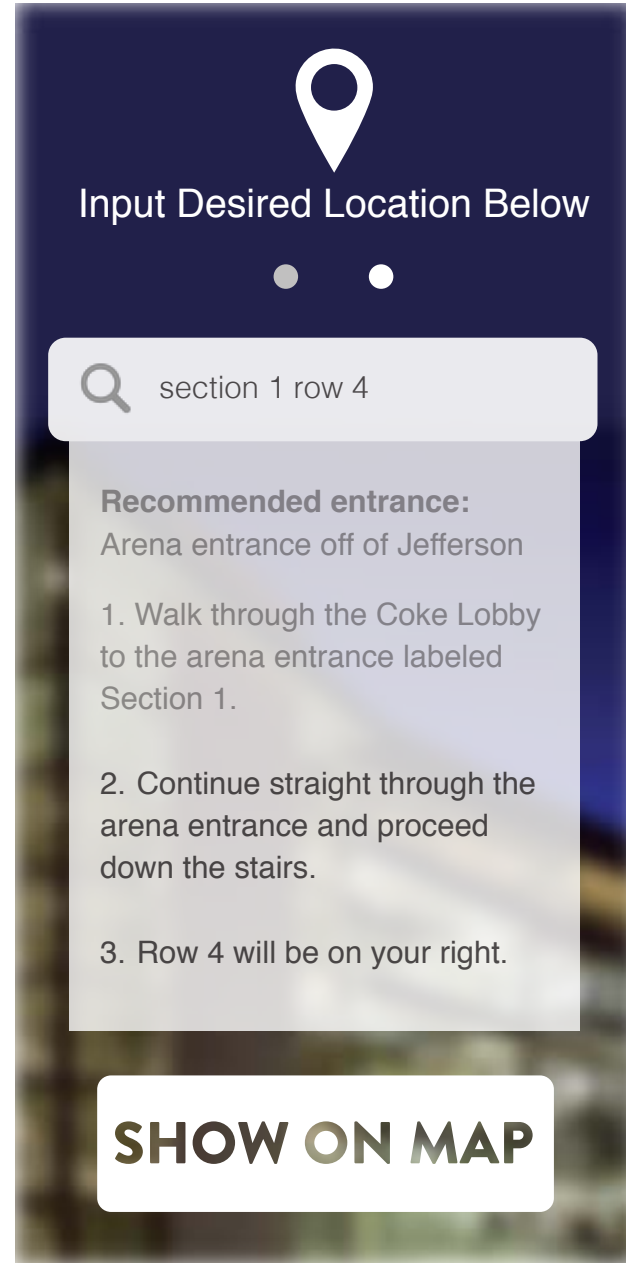
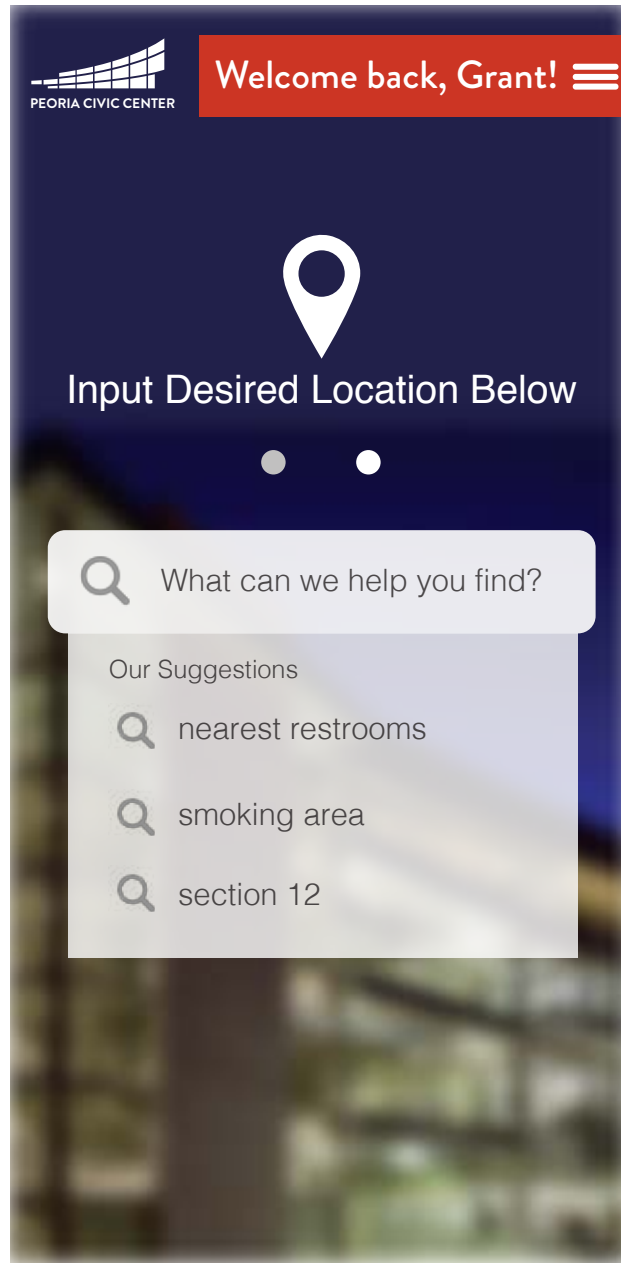
REDEEMABLE CONCESSIONS

- 8pts.** Non-Alcoholic Beverage
- 12pts.** Alcoholic Beverage
- 10pts.** Popcorn
- 12pts.** Hot Dog

MOBILE APP



MOBILE APP



CONCLUSION

- Clean, modern, and attention grabbing visual identity
- Uses preexisting signage/mounting with a fresh and updated appearance, not a complete overall
- Signage and iconography creates clarity and simplicity
- Unified, consistent, and functional wayfinding system

THANK YOU!

