

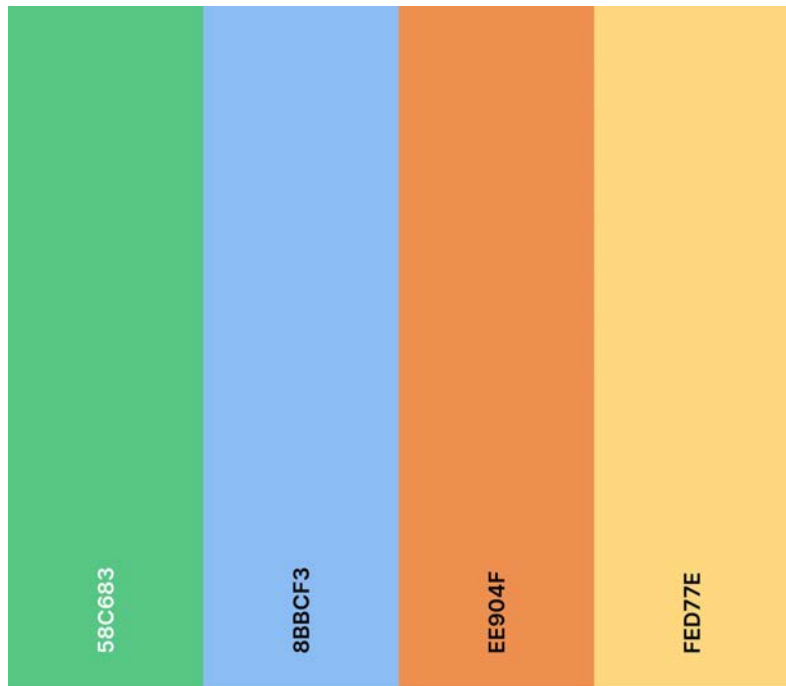
# DCP Wayfinding System

Mattie & Dimitra

# Design Brief

Create a wayfinding system to direct visitors throughout the Dream Center. The solution should be **creative, affordable, flexible, and expandable.**

# Design Elements

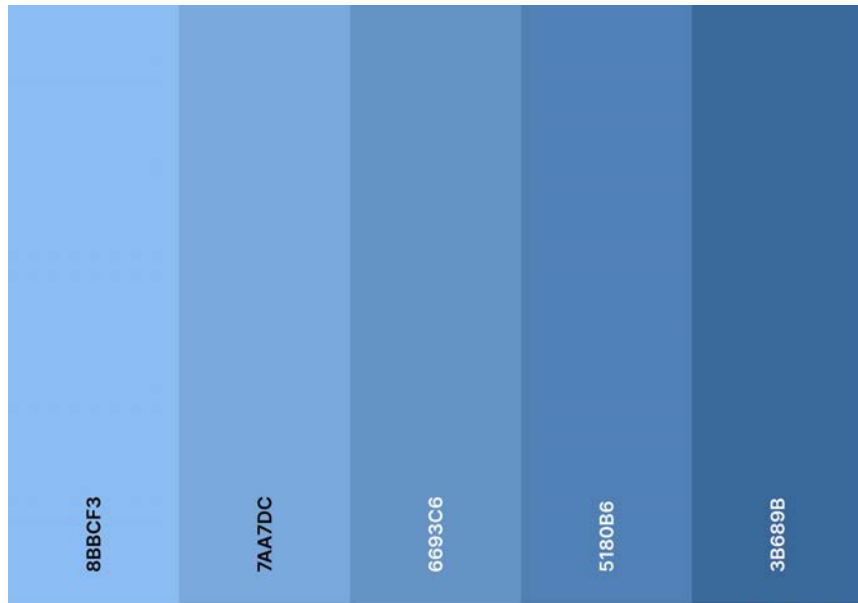


Type: Futura

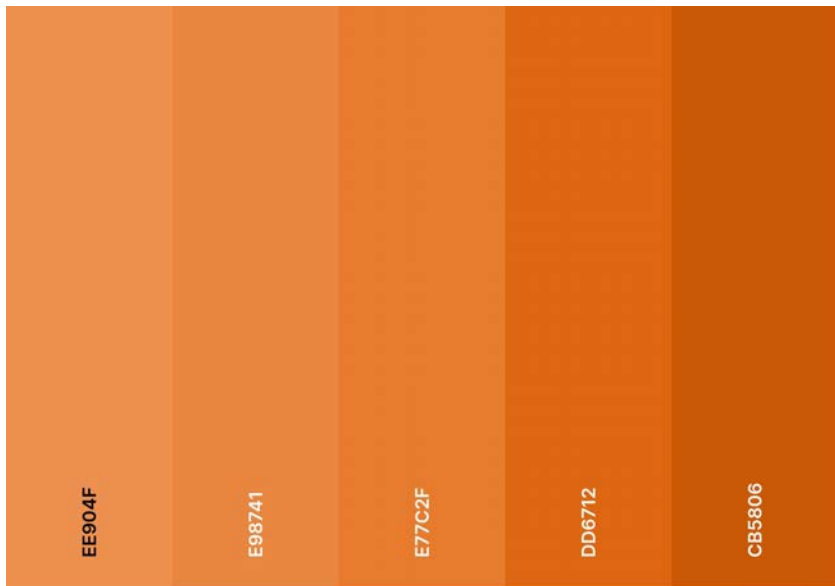
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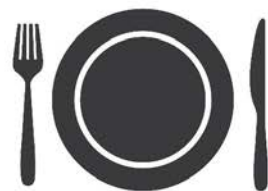
Colors and Typeface



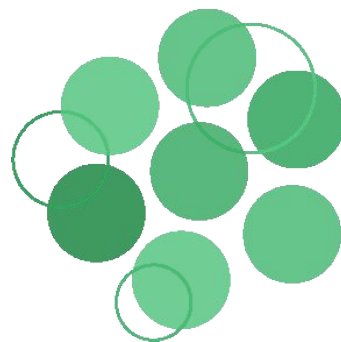
Colors cont.



Colors cont.

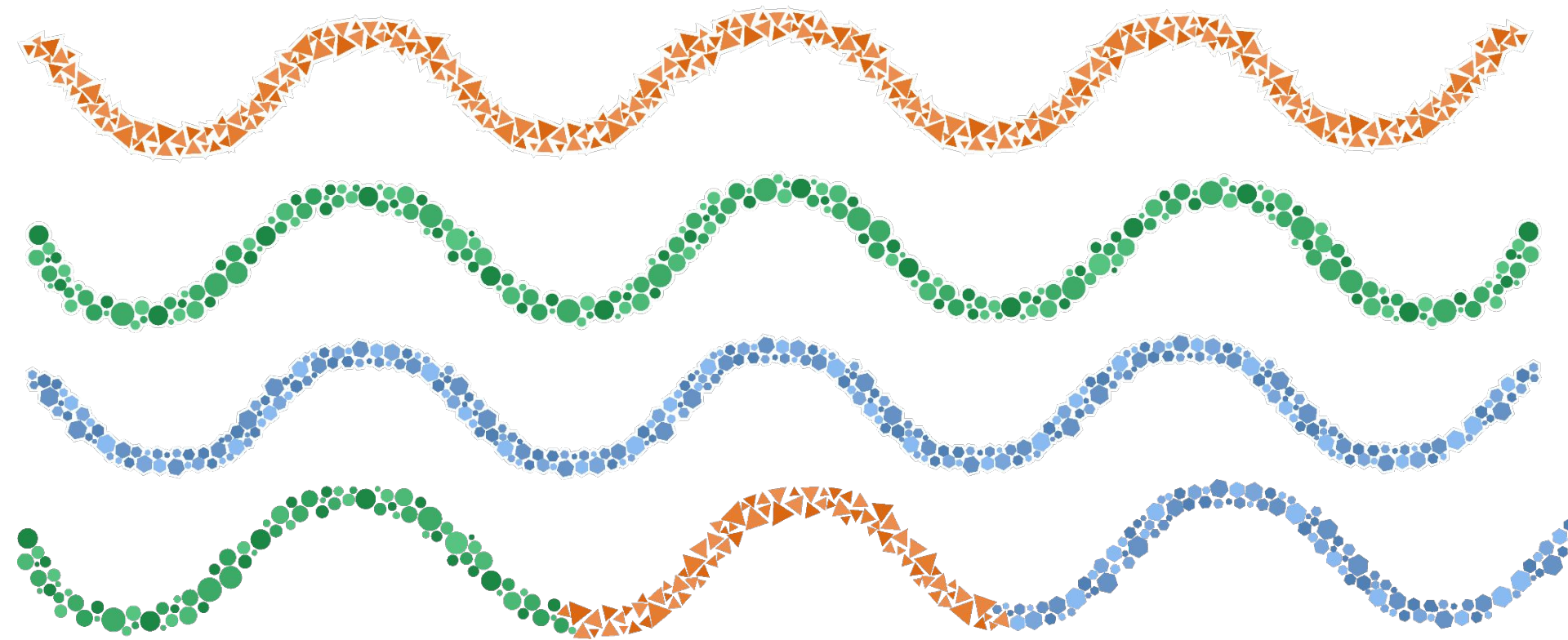


Iconography



Patterns



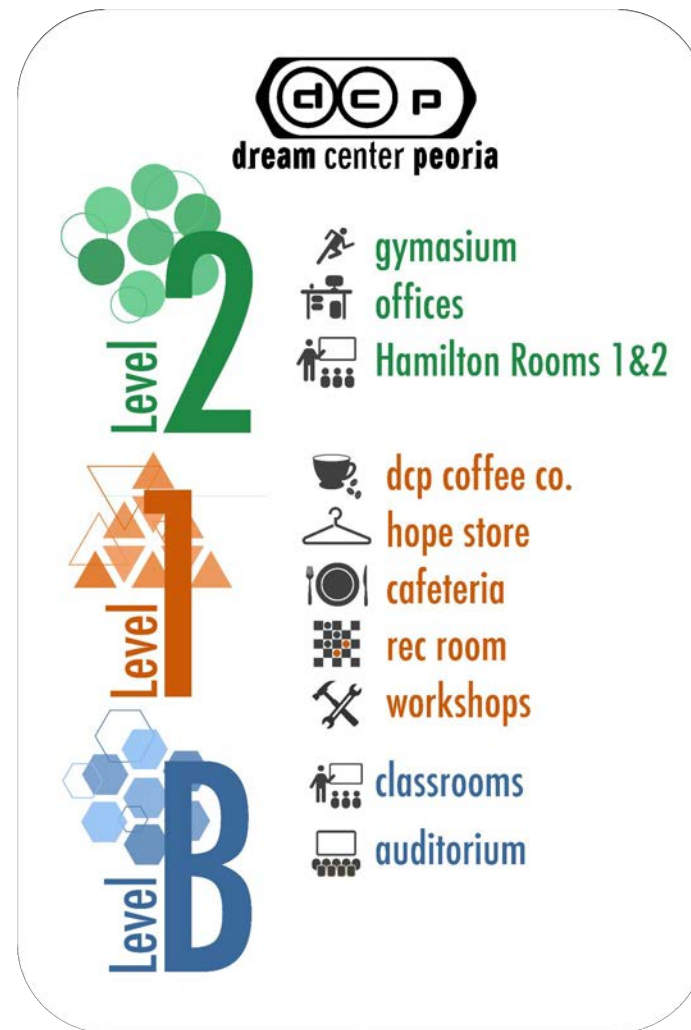


Patterns cont.

Signage

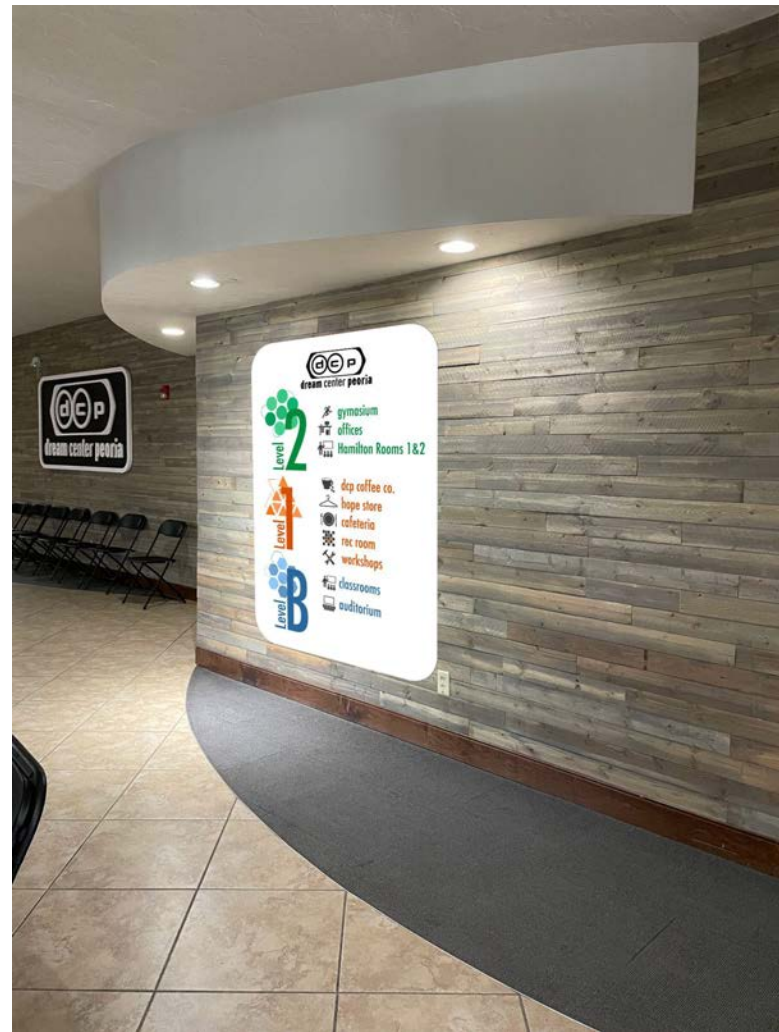
- Color coded by floor
- Use of icons and words to be comprehensible for all reading levels
- Establishes the color coding system used for the rest of the building

## Main Directory



- Well lit
- Easily viewable from both entrances
- Can be printed on plastic or wood and drilled into the wall

## Main Directory in Location

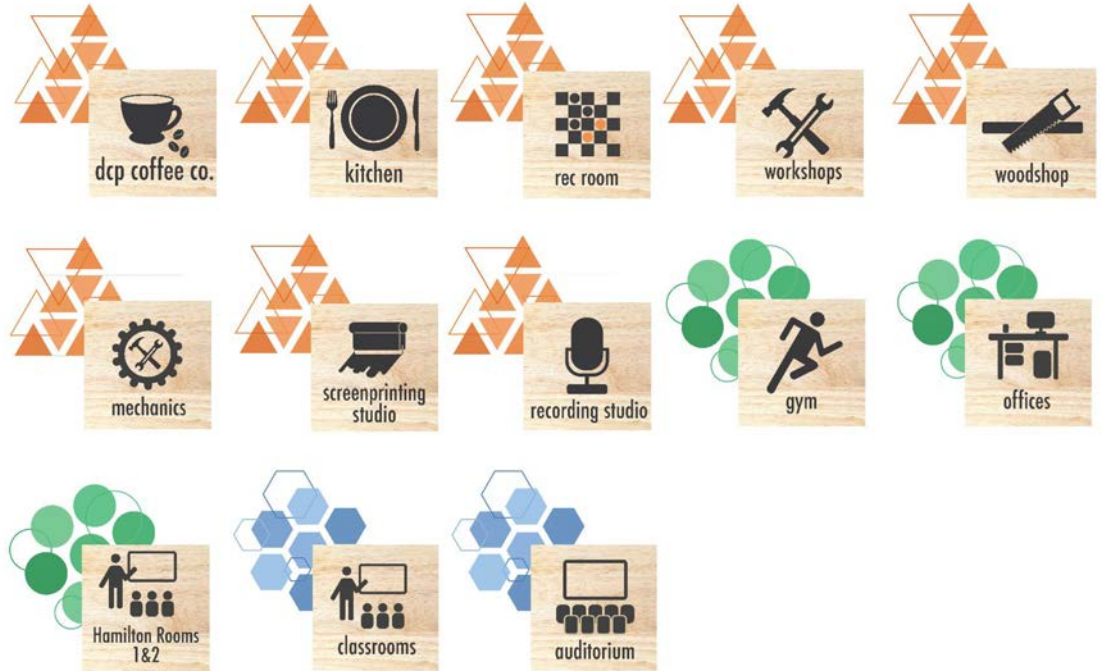


- Vinyl
- Easy Application
- Inexpensive
- Fun and great way to incorporate colors!



## Secondary Floor Directories

- Inexpensive materials
- Durable and long lasting
- Easy installation
- Option to create on site in woodshop
- Color codes stay cohesive with the floors they were assigned to in the main directory



## Plywood Signage



Guiding Signage

# First Floor Directory





First Floor Directory





First Floor Directory





First Floor Directory





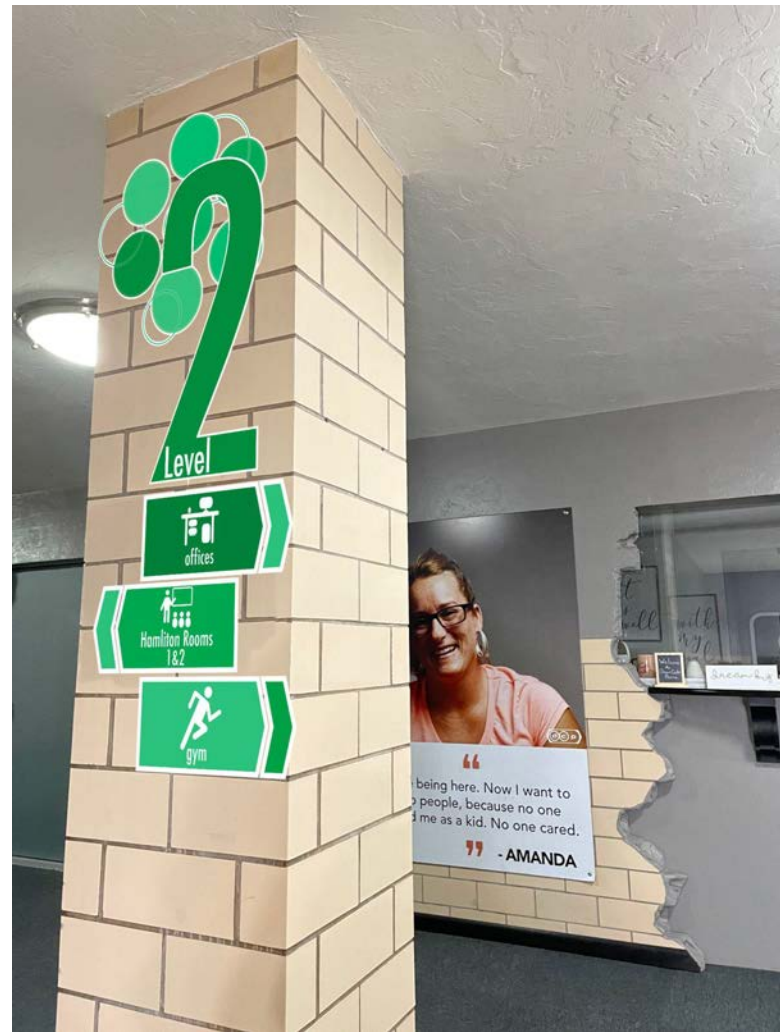
## First Floor Directory



# Second Floor Directory



Second Floor Directory





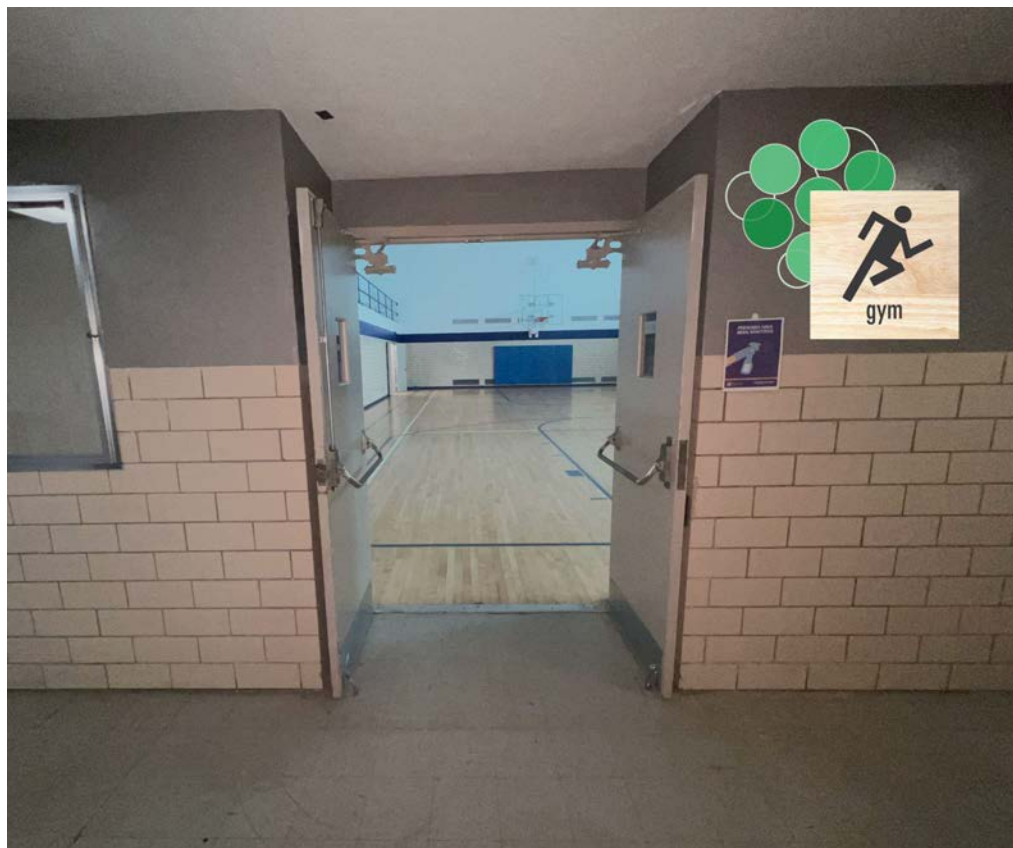


Guiding Signage in Place





Gym sign

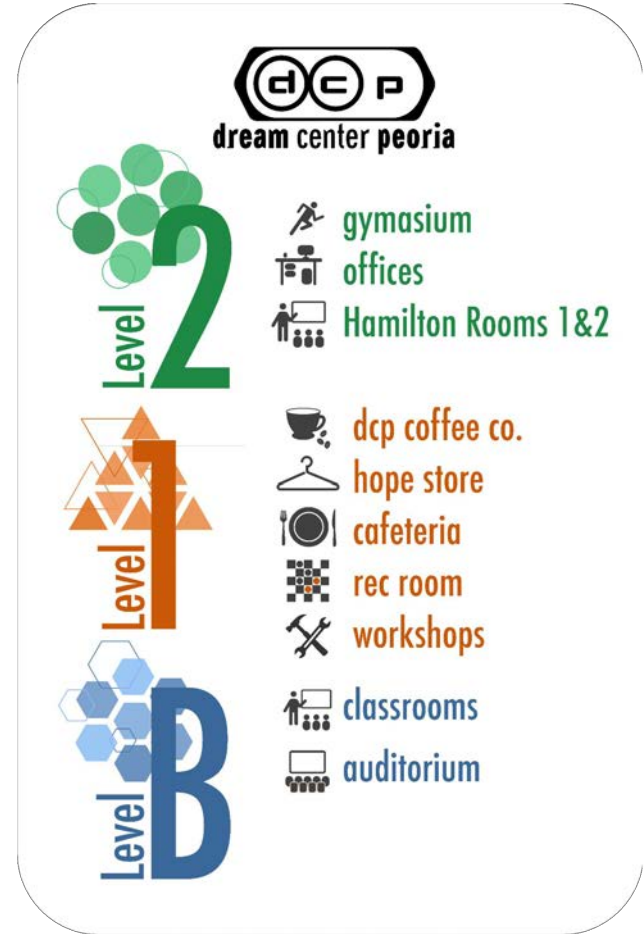




# Conclusion

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- All of our signs are easily adaptable if further updates are made to the building
- The materials are inexpensive and the wooden signs can be made on site to help reduce cost
- Patterns and colors help to brighten the hallways and look friendly and approachable



Budget

# Budget Summary

- Vinyl signs: approximately \$83 each for a custom shape
  - Reusable
  - Repositionable
  - Removable
- Plywood: making on site could reduce costs or approximately \$90 each
  - Provides the option of printing or burning the design into the wood.
  - Installation: drill holes into signs and use bolts to install or cut keyholes in the back and hang on the wall
  - Minimal damage to the walls
  - Reusable
- Design fee: \$25 per hour
  - Each of us worked approximately 18 hours for a total of 36 hours together
- Company referenced: <https://www.signs.com/>

	Approximate Cost
<b>Vinyl Signs</b>	\$1,909
<b>Wooden Signs</b>	\$1,260 (if outsourced)
<b>Design Fee</b>	\$900
<b>Total</b>	\$4,069

Questions?