



dream center peoria



WAYFINDING SYSTEM

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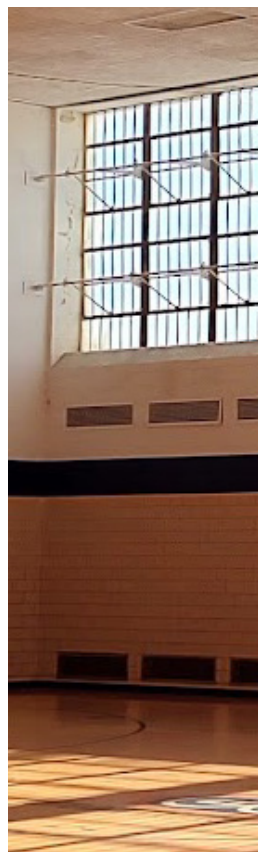
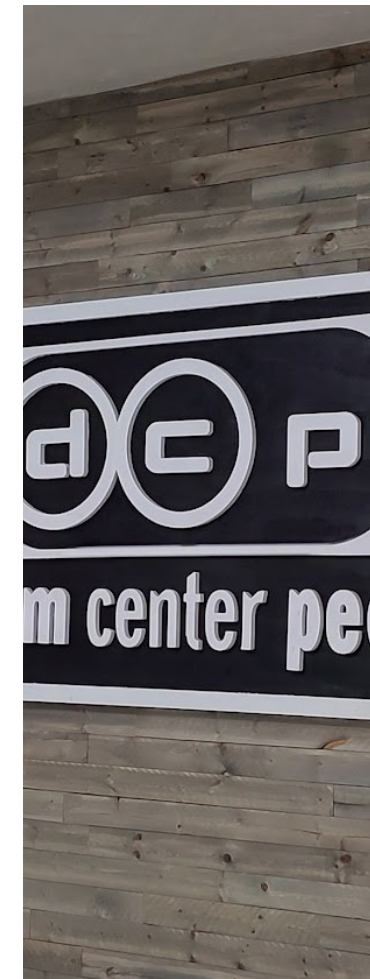
Why a Wayfinding System?

Newcomers and guests of Dream Center Peoria need a clear system to find their way.

The DCP building supports and welcomes those in need from a variety of backgrounds, so navigation must be as accessible as possible.

The current system lacks the immediate, broad clarity needed to effectively guide visitors through.

We are proposing a more fixed and branded system that would not only strengthen the DCP's identity throughout, but more importantly grant visitors an improved navigation experience.



Rationale & Considerations

We considered the identity and aims of Dream Center Peoria when preparing and designing this wayfinding system to ensure it was symbiotic with both the building and the essence of the organization.

We were greatly drawn to the DCP's dignified, grounded, and optimistic tone, and its identity as a place to foster success and opportunity to lift people out of poverty and desperate situations.

Mission:

*“ Impact families
living in poverty,
starting with kids
and youth.*

Core Values:

*DIGNITY
COMPASSION
PURPOSE*

**TURNING
DREAMS
INTO
REALITY.**

Brand Use

To properly tune the wayfinding to the DCP's existing identity, we researched and pulled the brand elements from the official site.

Proper fonts are used for large display and small understated text. Core colors white, gray, and black are used to complement the building's sophistication while pillar colors draw attention as accents, labeling, and design elements.

Keeping in the brand allowed us to employ the same tone and principles when developing the signage.

Brand of Dream Center Peoria:

Fonts

PROXIMA NOVA EXTRABOLD Proxima Nova Regular
PROXIMA NOVA BLACK Proxima Nova Medium

Core Colors



Pillar Colors

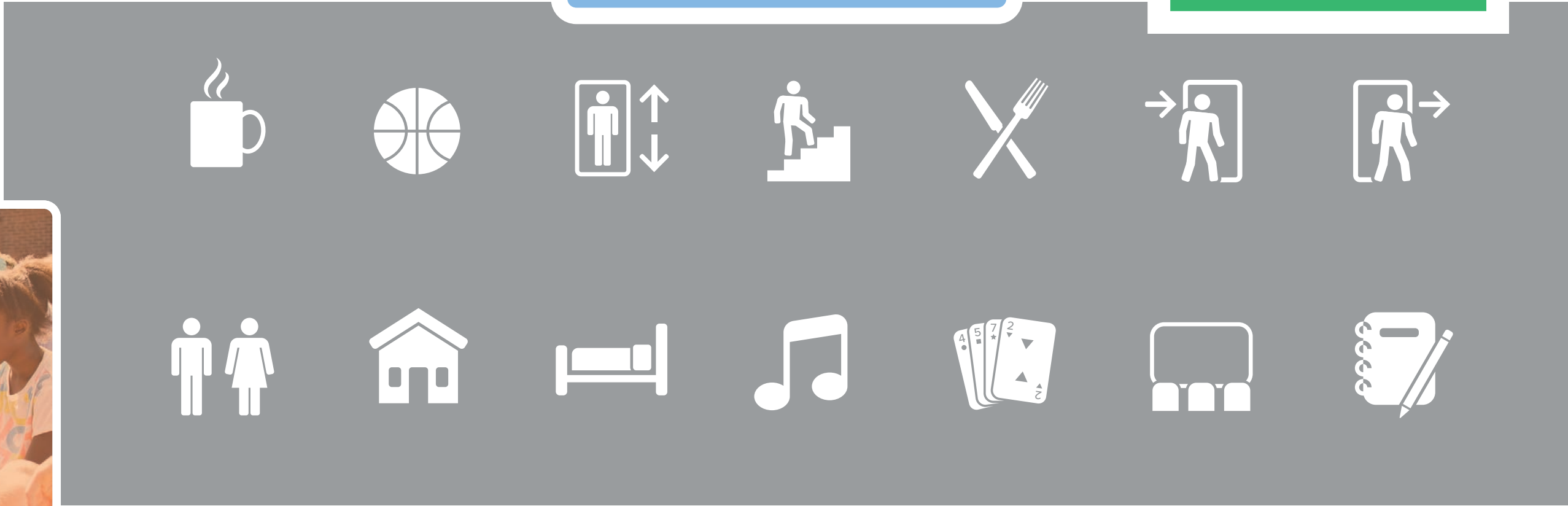
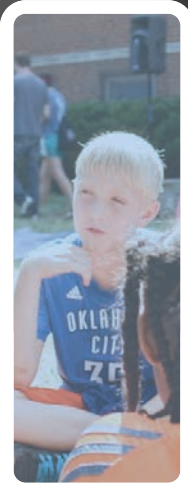
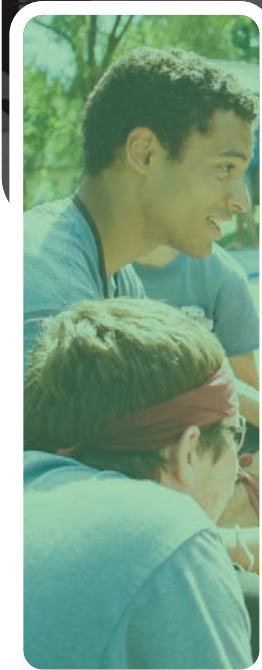
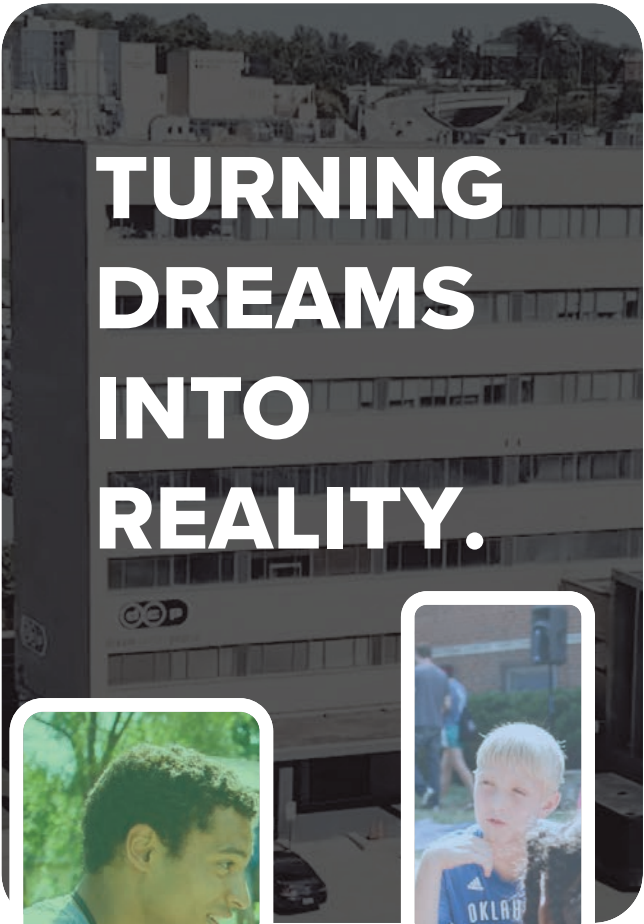


Style Development

LIFE LOUNGE

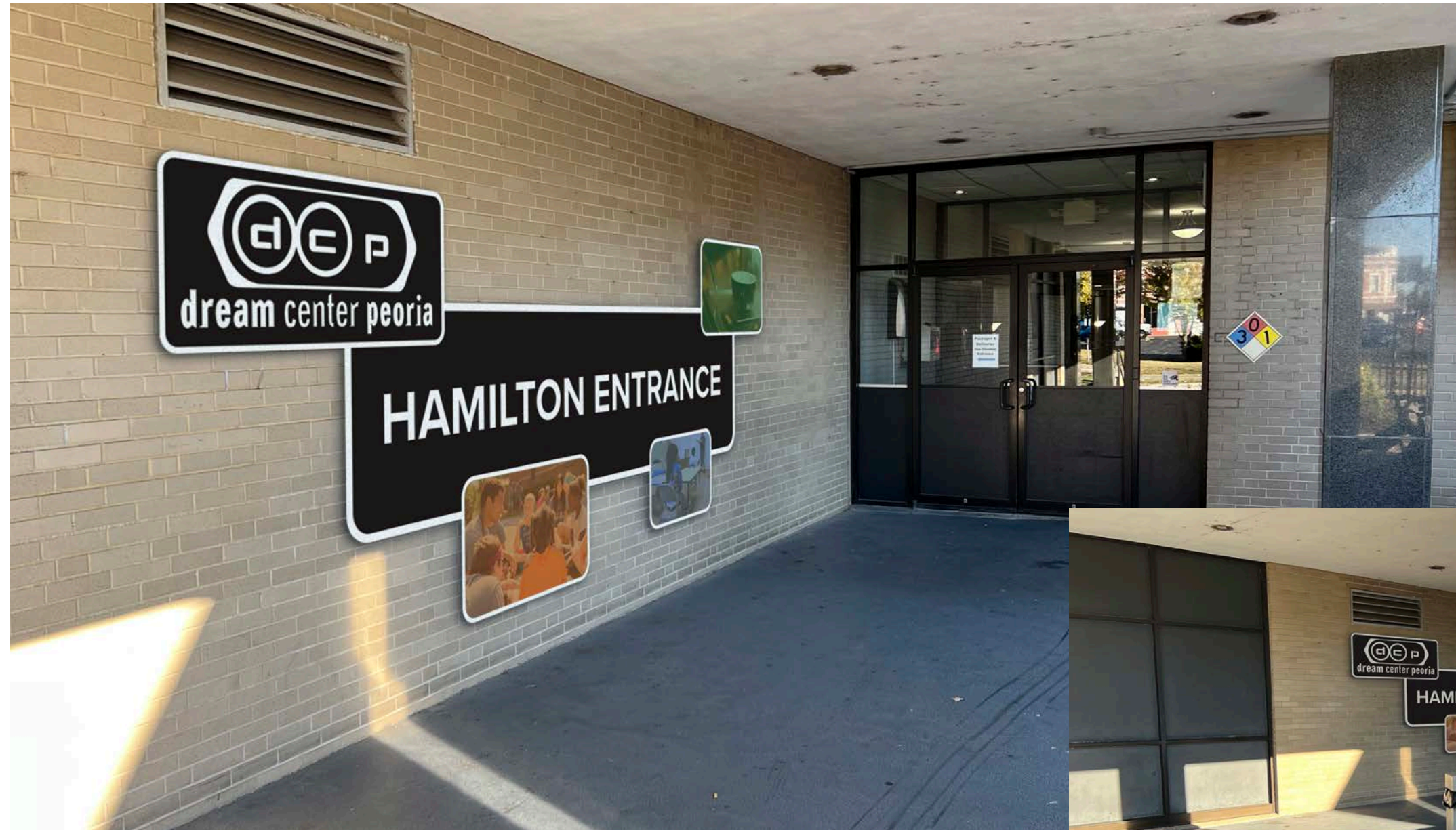


 DCP HOUSING
ELEVATOR



ENTRANCE & FIRST FLOOR

Hamilton Entrance



Main Hall



Life Lounge Door



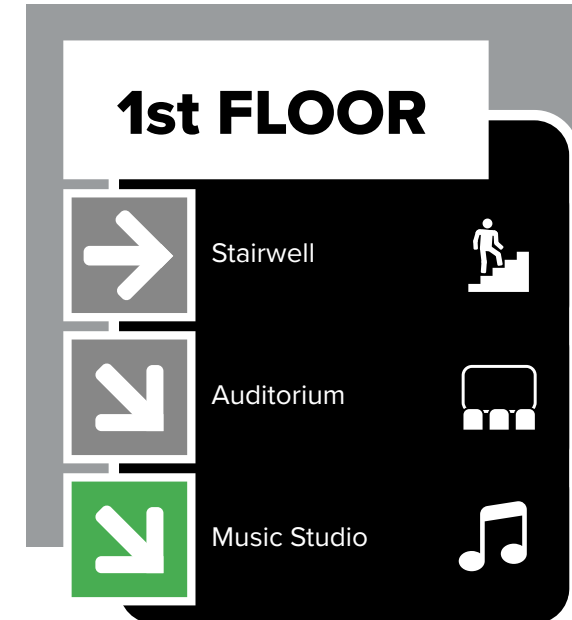
Glendale Stairwell



Game Room Anteroom Door



Auditorium Entrance

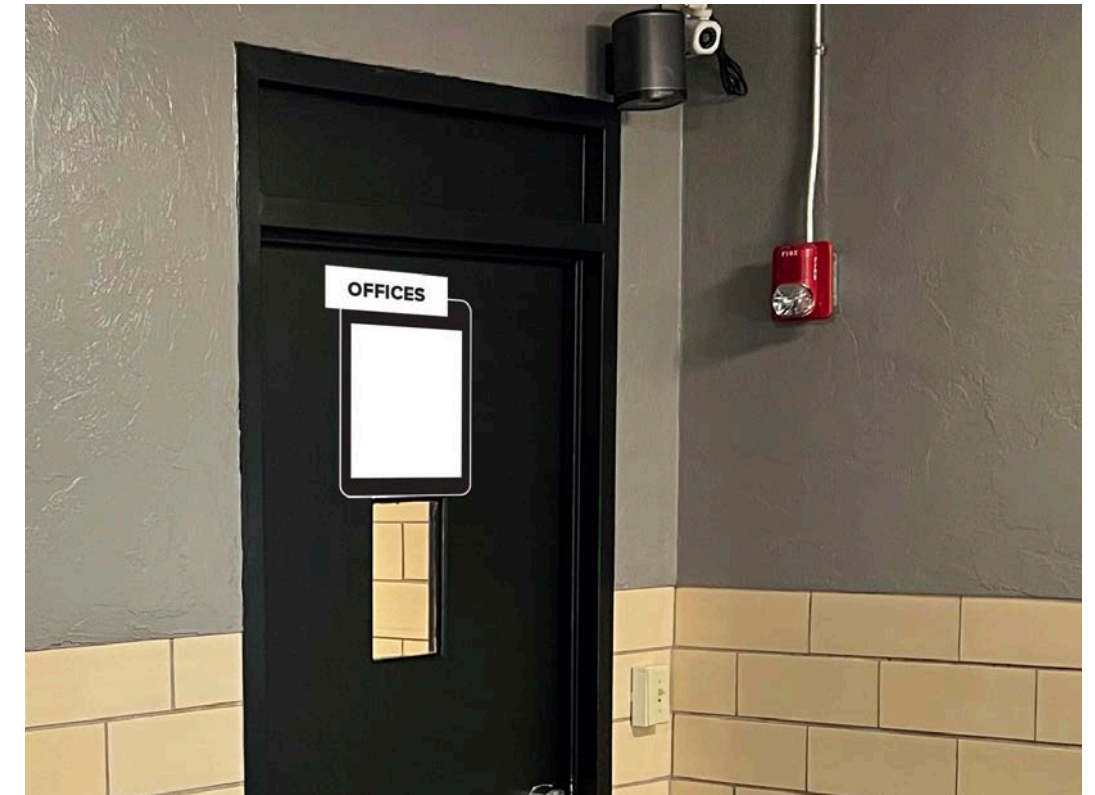


Main Elevator



Second Floor

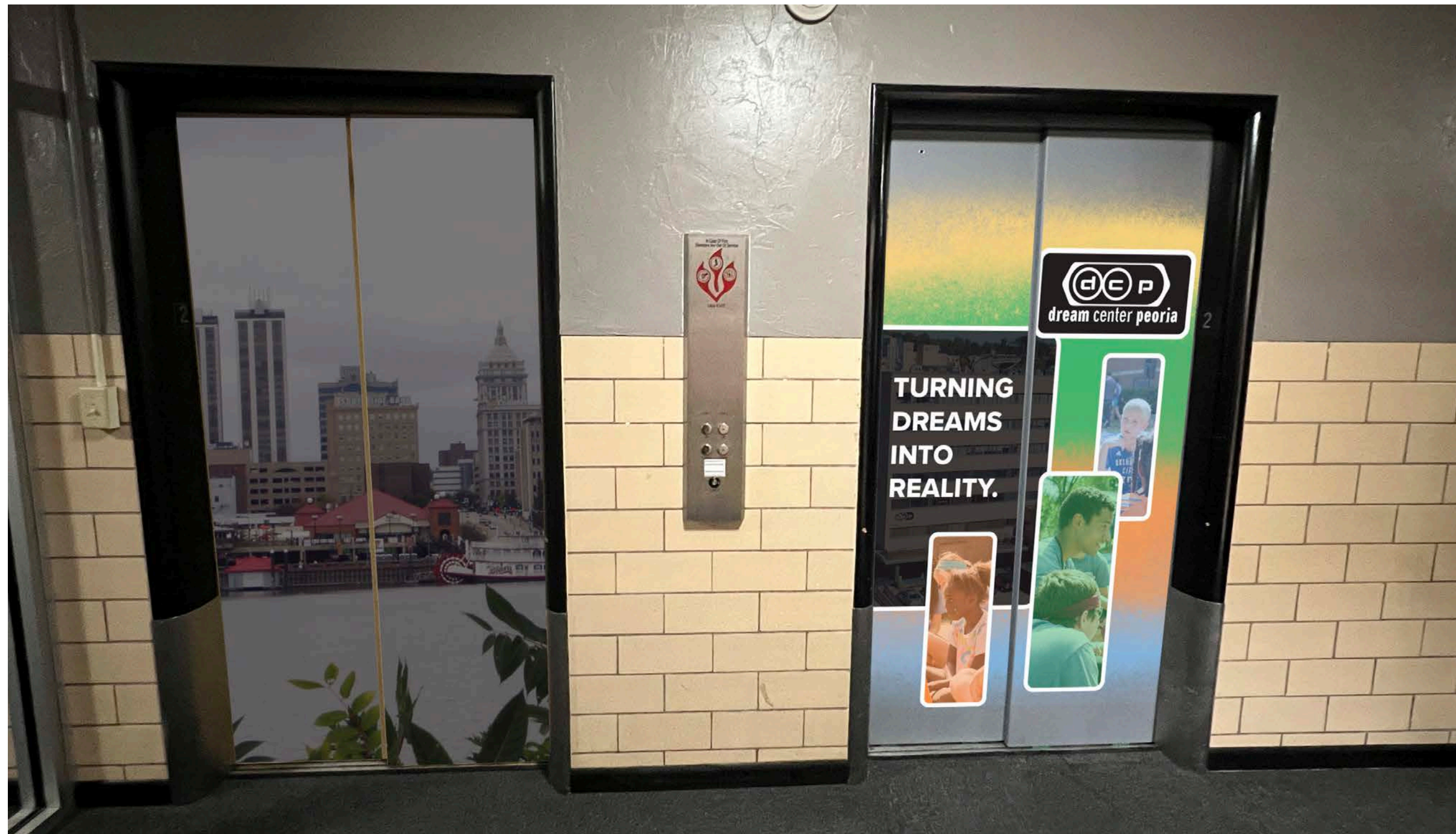
Receptionist & Elite School



Gym Entrance & Restroom

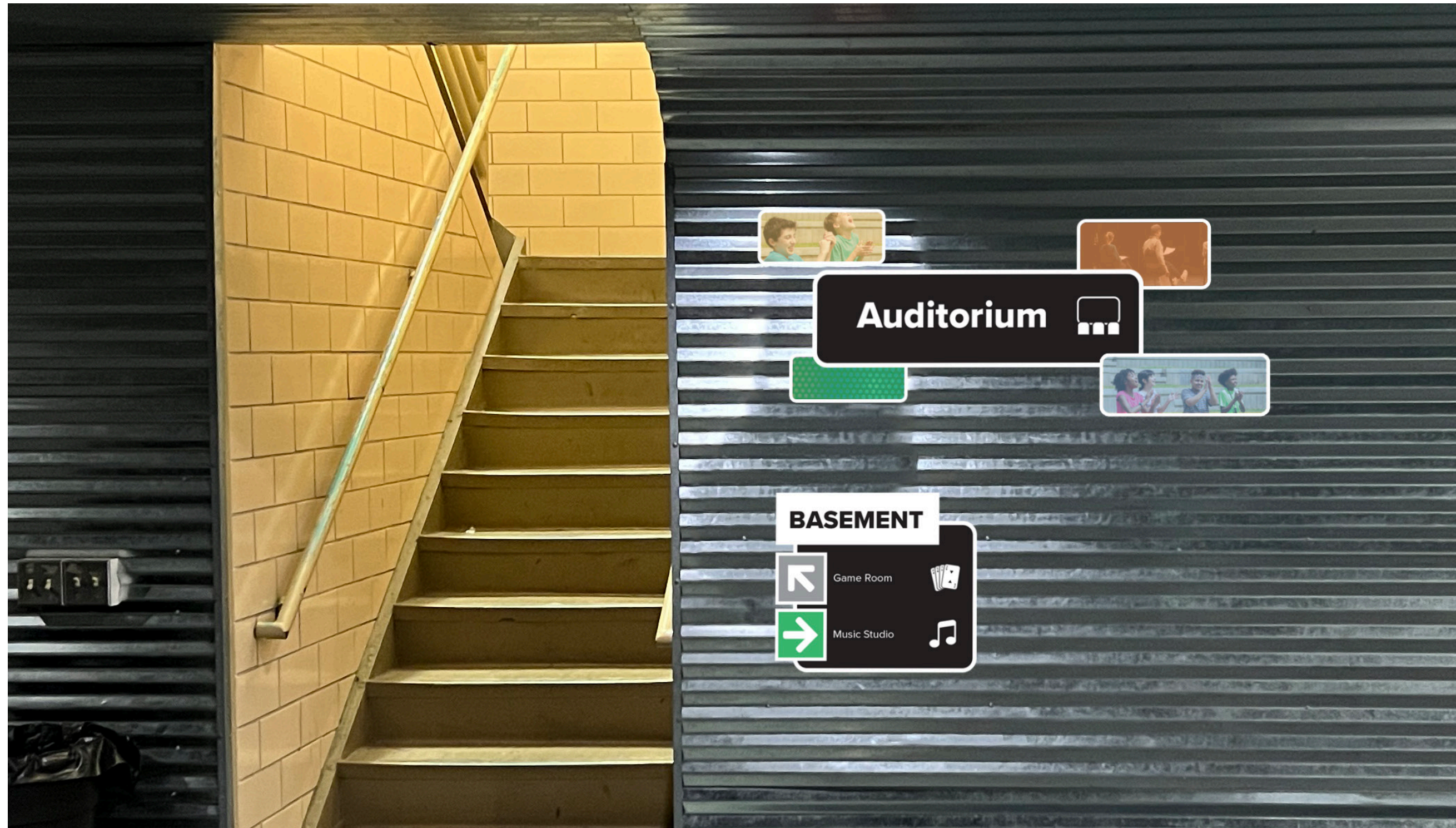


Separate Elevator Wraps

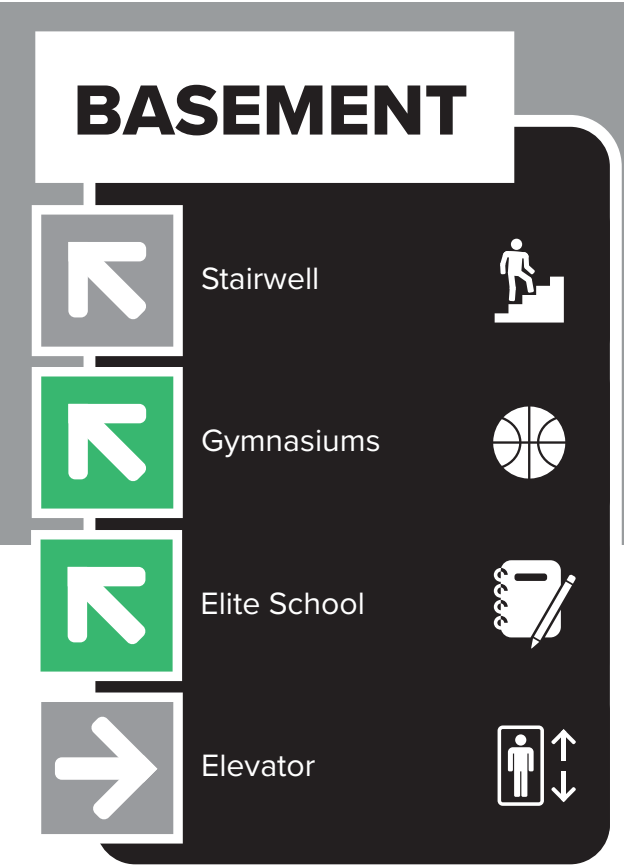


Basement

Auditorium Navigation



Basement Hall Navigation



Budget

Recommended Services:

PIP Marketing, Signs, Print - Peoria, IL

-Specialized in wayfinding and large business signs

Estimate for Proposed Materials/Design Expenses:

Custom shape 11"x17" 3mm plastic signs with screws

-\$30.00 each for 50 signs - **\$1500.00** total

Vinyl Wrap 36"x12" for location callouts

-\$36.00 each for 20 signs - **\$1200.00** total

Elevator Door Wrap

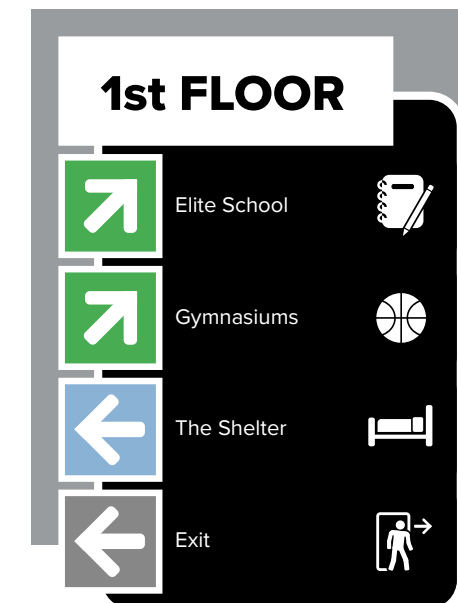
-\$160.00 each for 1 door - **\$1280.00** for 8 wraps

Price of exterior signs to be determined

Design Cost: \$25.00/hour

- Ben's Initial Hours: 22 (**\$550.00**)

- Jordan's Initial Hours: 20 (**\$500**)



 **LIFE LOUNGE**

Approximate Total Cost:

\$5030.00

Conclusion

Our wayfinding proposal would be a **strong**, **accessible**, and **fitting** system to complement the DCP building and identity with branding and placement, effectively guide visitors with clear signage, and make any newcomer at home as soon as possible.





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THANK YOU!