



# **Dream Center Peoria**

## **Wayfinding System Proposal**

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# introduction

What is the task?

Who is the audience?

# moodboard



# fonts & colors

## Proxima Nova

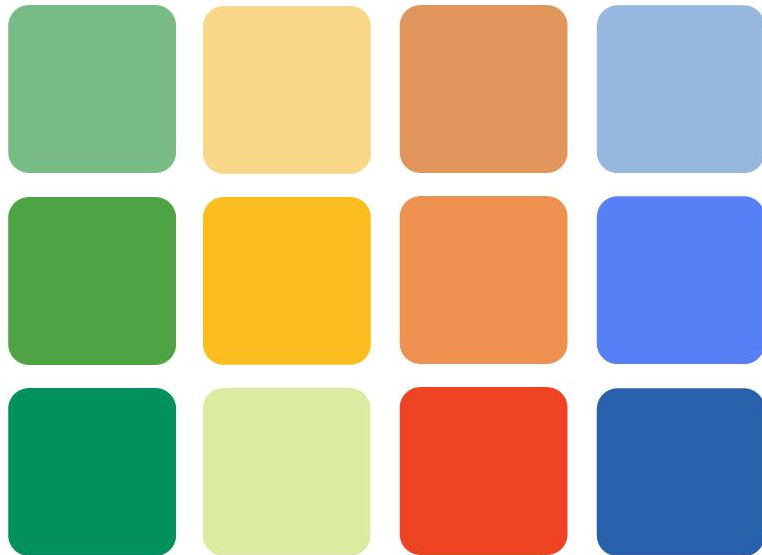
dream center peoria

dream center peoria

dream center peoria

**dream center peoria**

**dream center peoria**



# our objectives

*emphasize* DCP's core values & focus on people

*express* creativity but also professionalism

*enhance* the inspiring environment

# directory icons



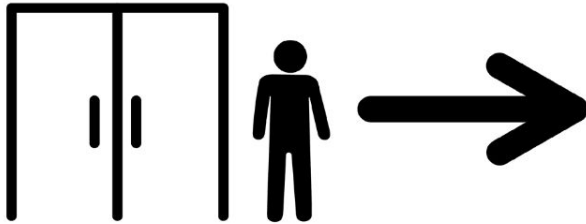
# icons (continued)



**Let the journey begin**

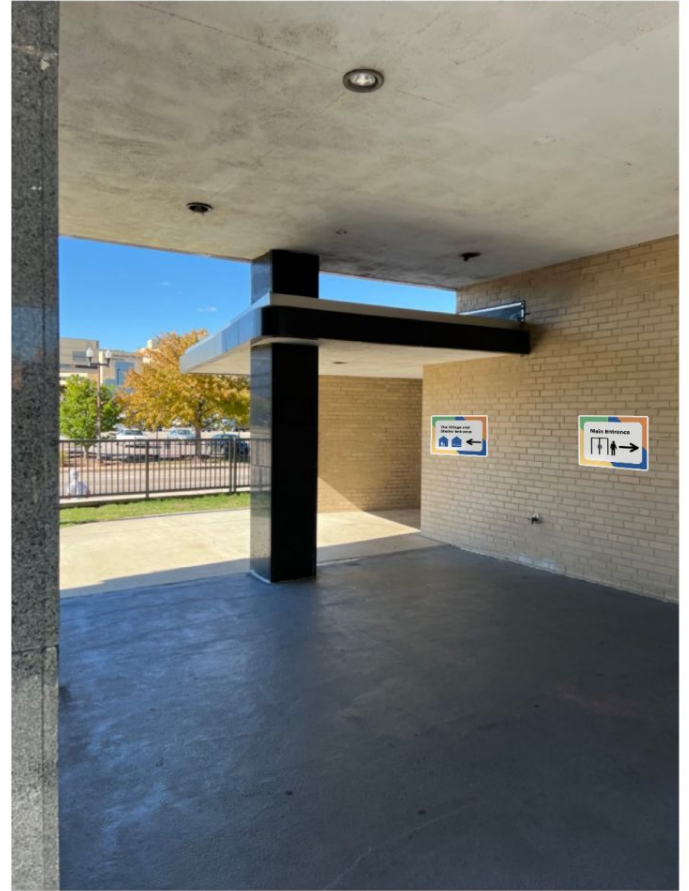
# outside

**Main Entrance**



**The Village and  
Shelter Entrance**





# directory

## Directory

### B ase ment Floor



Art Room



Recording Studio



Auditorium

### 1<sup>st</sup> Floor



Kitchen



Hope Store



Coffee Shop



Printmaking and  
3D Printing



Carpentry



Motor Shop

### 2<sup>nd</sup> Floor



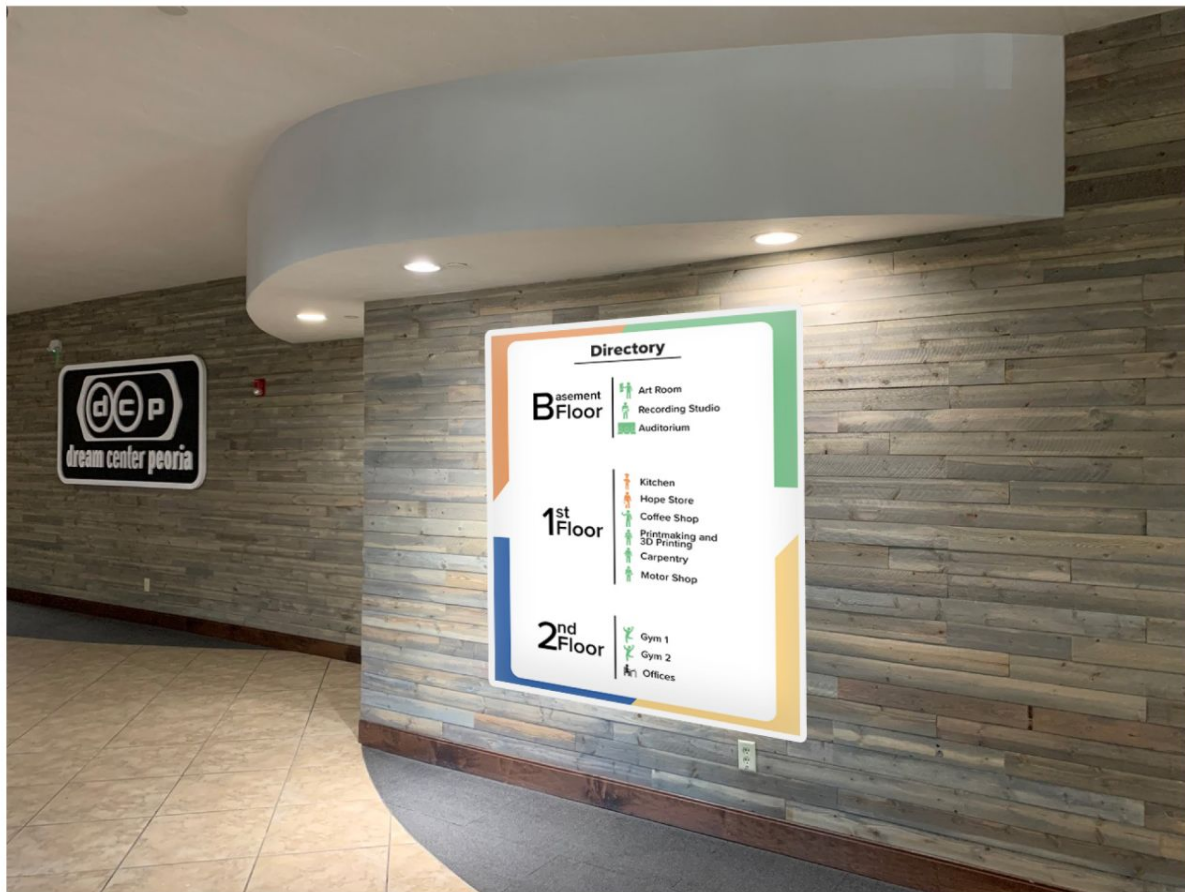
Gym 1



Gym 2



Offices



### Directory

#### Basement B Floor

- Art Room
- Recording Studio
- Auditorium

#### 1st Floor

- Kitchen
- Hope Store
- Coffee Shop
- Printing and 3D Printing
- Carpentry
- Motor Shop

#### 2nd Floor

- Gym 1
- Gym 2
- Offices

# labels





# multi-directional



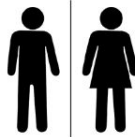




2nd  
Floor



Gym

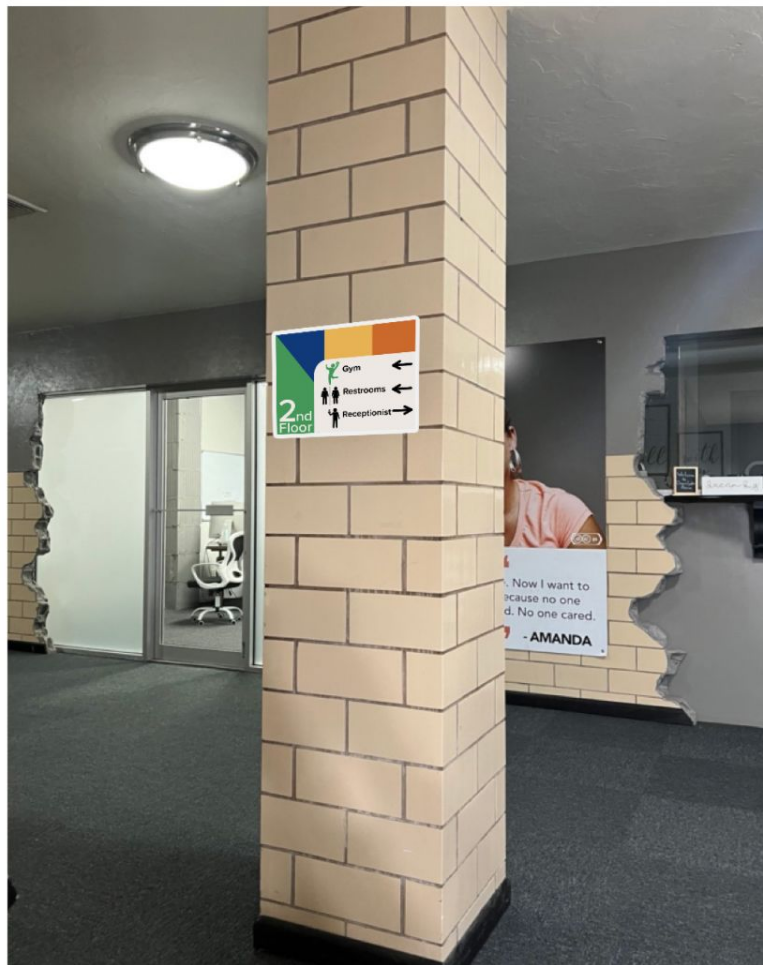


Restrooms

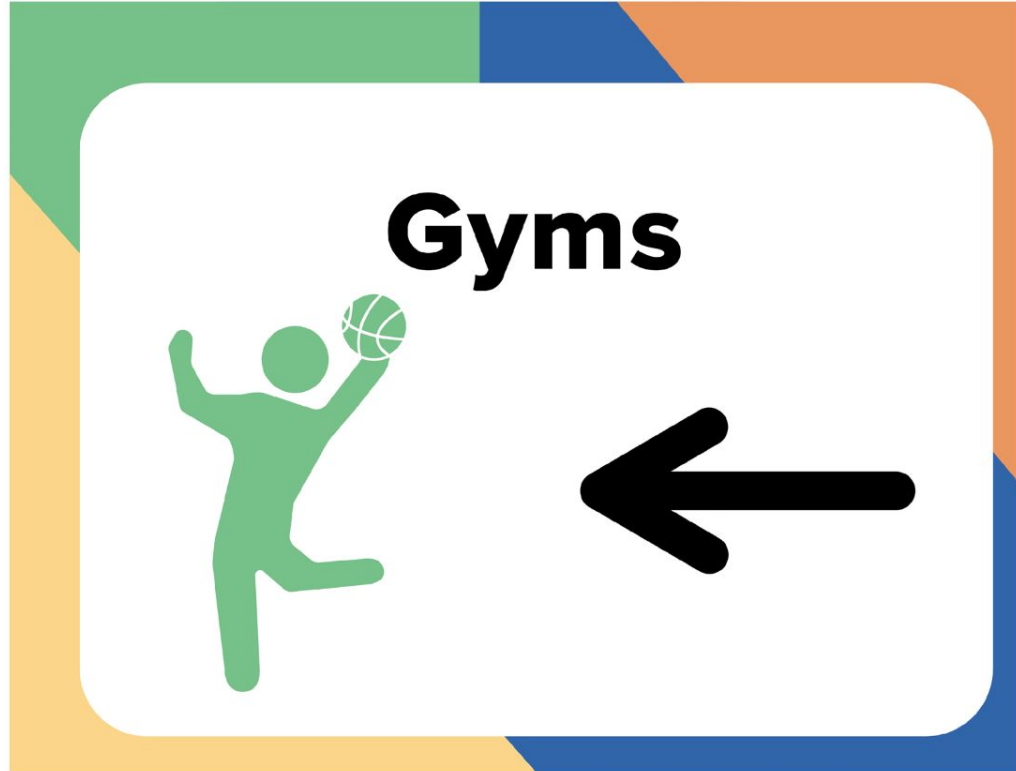


Elevator

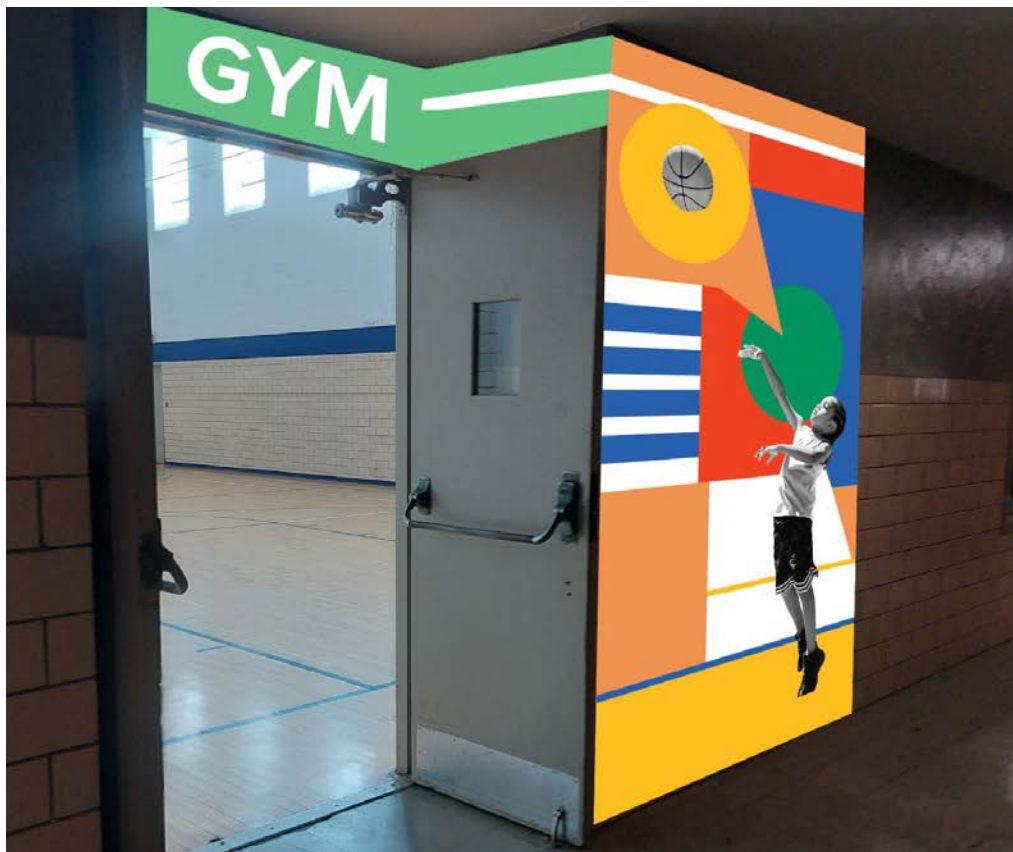




# singular direction





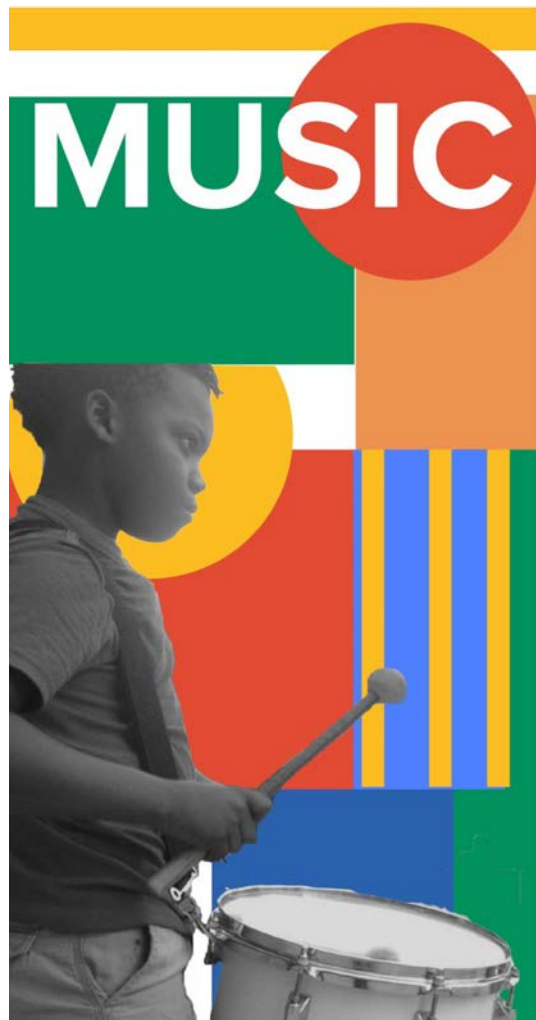














# costs

**total cost**

*rough estimate:*

**\$6,600**

**artwork & materials**

**\$3,500**

**installation fees**

**\$3,100**

# costs

## total cost

*rough estimate:*

**\$6,600**

## artwork & materials

2' x 7' door decal **\$90**

36x40 directory signs **\$90**

18x18 circular signs **\$26**

11x8.5 directorional signs **\$60**

outdoor signs **\$80**

## installation fees

**\$90** x10  
*per door*

**\$40** x10  
*per circular sign*

**\$90** x2  
*per directory*

**\$70** x10  
*per directorional signs*

**\$90** x10  
*per outdoor sign*

# conclusion

Colorful and Professional

Easily Adaptable

Focuses on the core values of DCP and their idea of putting the people first.