

dream center peoria

Wayfinding

Designed By: Emily Mooney & Olivia Stieg

Project Brief & Overview

- The aim of this project is to create a strategic/creative plan and execution for wayfinding around Dream Center Peoria from the street to all areas of DCP. DCP has many areas that are being used daily, weekly and for events. The areas also have different functions and rooms can change for different ministries/ events.
- Taking into consideration the various different individuals coming into the building who may have different needs when it comes to levels of reading abilities we needed to find a way to take all of these different people into account. Since most of the people who come here fall into the 9-12 age range we must consider this as well.
- A few areas of DCP have other not for profits in the building. We would like the brand of DCP to be consistent but also showing direction to these spaces for the not for profits.
- *Dignity is a big deal to DCP so we want to have directional wayfinding to also bring dignity and excellence throughout the building. Using the asset found on the organizations' website and follow accordingly.*



Goal for Dream Center

- Our personal goal for Dream Center with our upcoming presentation on wayfinding, is to give a new fresh look to the building with a better way of getting around. We found ourselves getting lost quite a bit! Even our own guide got lost a few times. So we knew we needed to make a huge impact.
- We took many of the different iconographic elements from the story of Dream Center and incorporated them into our designs coming forward.
- We wanted a way for the directory to not only be explanatory but also entertaining, interactive, and informative. Since dream center is always changing and coming under new challenges and expansions we have taken that into consideration as well.
- ***Overall, we want to provide the Dream Center with a fresh interactive experience that can also guide the new faces the Dream Center greets everyday. We have done this by providing color, light, and a welcoming environment in our designs coming forward.***



Our Suggestions & Ideas

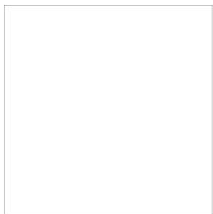
- In our upcoming designs you will see that we have suggested a wide range of wayfinding materials. Most of these materials are either plastic materials or acrylic materials to which can be considered for more permanent aspects of the building.
- We have combined these materials with the color scheme given to use at the introductory brief here at Dream Center and used them to bring color and light to the hallways of Dream Center.
- To make it a more interactive experience you will see how the designs have considered the many children who roam and run through the halls of the Dream Center. For those looking for shelter and refuge, we have given them a safe way to find their way to the required entrance by means of icons and color coding.
- Icons and color coding have a huge impact on our designs throughout our wayfinding experience and were extremely helpful to the means of the Dream Centers mission.





Wayfinding Designs

Typography and Color Scheme



R: 255 G: 255 B: 255

C: 0 M: 0 Y: 0 K: 0

Pantone: P 179-1 C

Hex: #ffffff

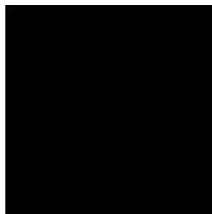


R: 153 G: 155 B: 158

C: 0 M: 0 Y: 0 K: 47

Pantone: P 179-7 C

Hex: #999b9e



R: 0 G: 0 B: 0

C: 75 M: 68 Y: 67 K: 90

Pantone: 426 C

Hex: #000000

Display Fonts

Display typefaces are used to entice a reader into text copy or to announce important information. Uses include titles and headlines.

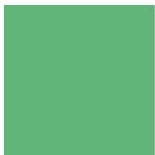
Proxima Nova Extrabold

PROXIMA NOVA

Proxima Nova Black

PROXIMA NOVA

Colors Used To Coordinate Each Pillar Of Dream Center.



DCP STUDENTS

R: 61 G: 183 B: 113

C: 72 M: 0 Y: 76 K: 0

Pantone: P 142-6 C

Hex: #3db771



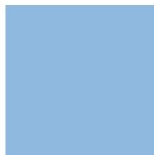
DCP CARES

R: 248 G: 157 B: 91

C: 0 M: 46 Y: 71 K: 0

Pantone: P 27-6 C

Hex: #f89d5b



DCP HOUSING

R: 132 G: 184 B: 227

C: 46 M: 16 Y: 0 K: 0

Pantone: P 109-4 C

Hex: #84b8e3



DCP MOBILE

R: 255 G: 214 B: 126

C: 0 M: 16 Y: 60 K: 0

Pantone: P 10-5 C

Hex: #ffd67e

Text Fonts

Text typefaces are easy to read in long blocks of copy. They do not call much attention to themselves. Uses include large bodies of text.

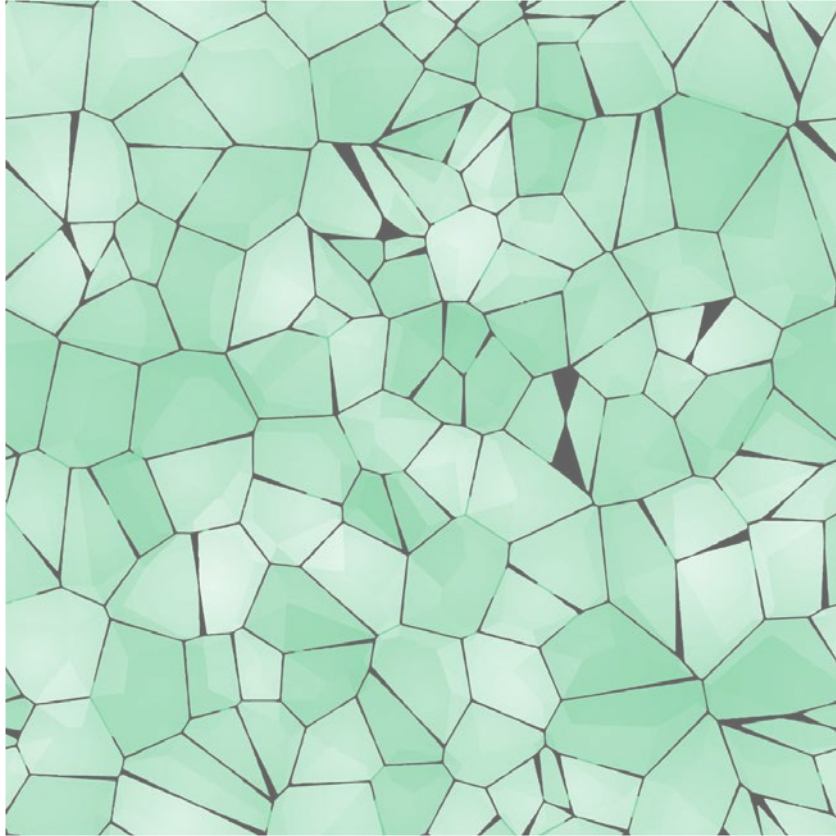
Proxima Nova Regular

Proxima Nova

Proxima Nova Medium


Proxima Nova

Geometric Pattern Iconography





- **Music Studio**
- **Art Studio**
- **Auditorium**
- **Kitchen 2**




- **Offices**
- **Big Gym**
- **Small Gym**
- **Elite School**



- **Cafeteria**
- **Hope Store**
- **Kitchen**
- **Coffee Shop**



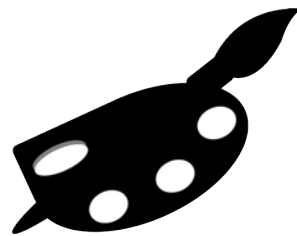
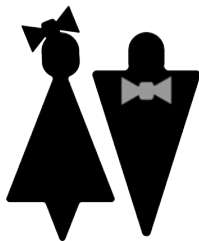
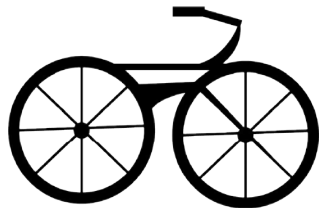
- **Music Studio**
- **Art Studio**
- **Auditorium**
- **Kitchen**



- **Offices**
- **Big Gym**
- **Small Gym**
- **Storage Space**



- **Cafeteria**
- **Hope Store**
- **Kitchen**
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Bike Shop



Music Studio



Shelter Entrance



Wood Shop Studio



Cafeteria



Restrooms



Barista Coffee



Art Studio

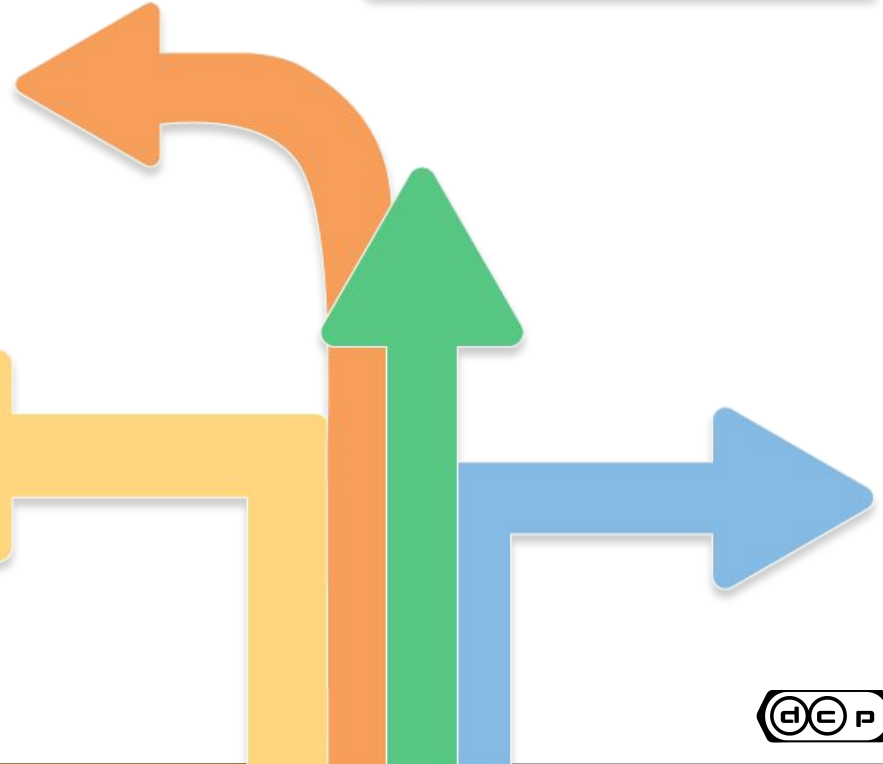
Welcome!

Directory

8	Shelter — Cafeteria Apartment Program	
7	Hope Store Barista Coffee	
6	Elite School Offices Dream Center Offices	
5	Hope Store Barista Coffee — Cafeteria	
4	Elite School Offices Dream Center Offices	
3	Hope Store Barista Coffee — Cafeteria	
2	Elite School Offices Dream Center Offices	
1★	Hope Store Barista Coffee — Cafeteria	
G	Art Studio Music Studio — Kitchens Auditorium — Storage Space	



Vinyl Sticker Arrow Floor Directory





Design Placements

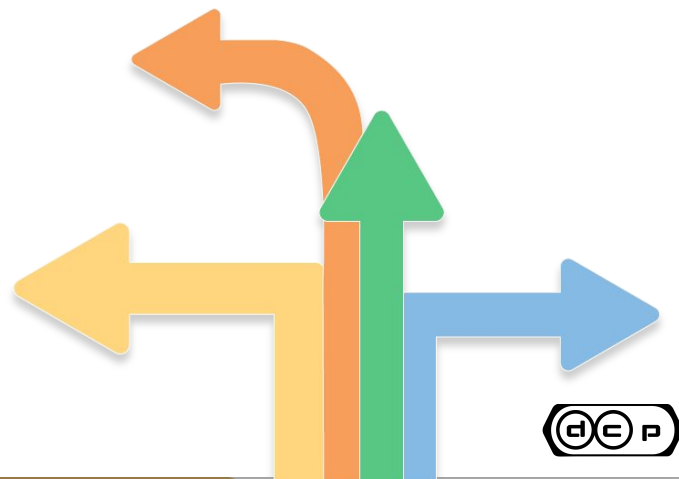
(In action!)

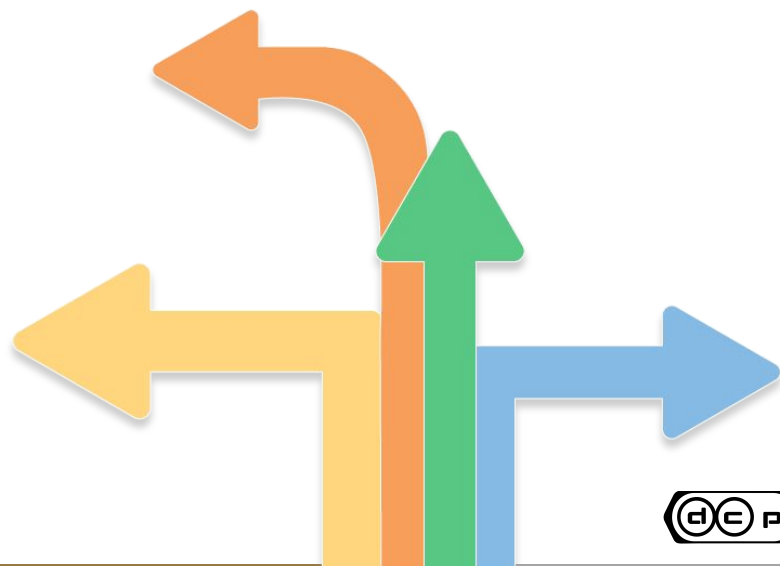


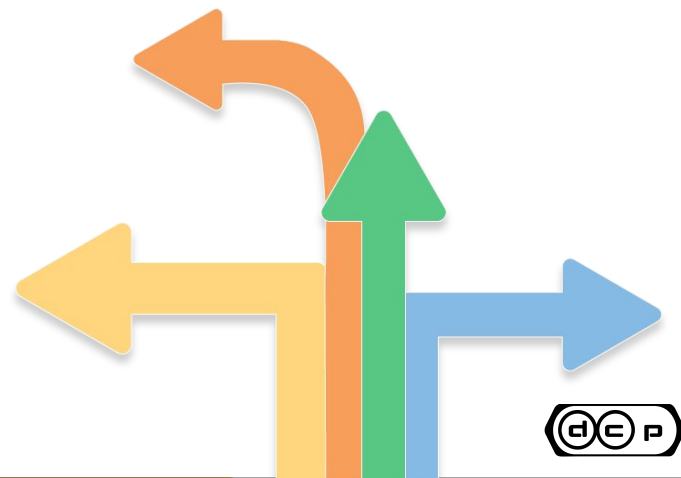
Welcome!

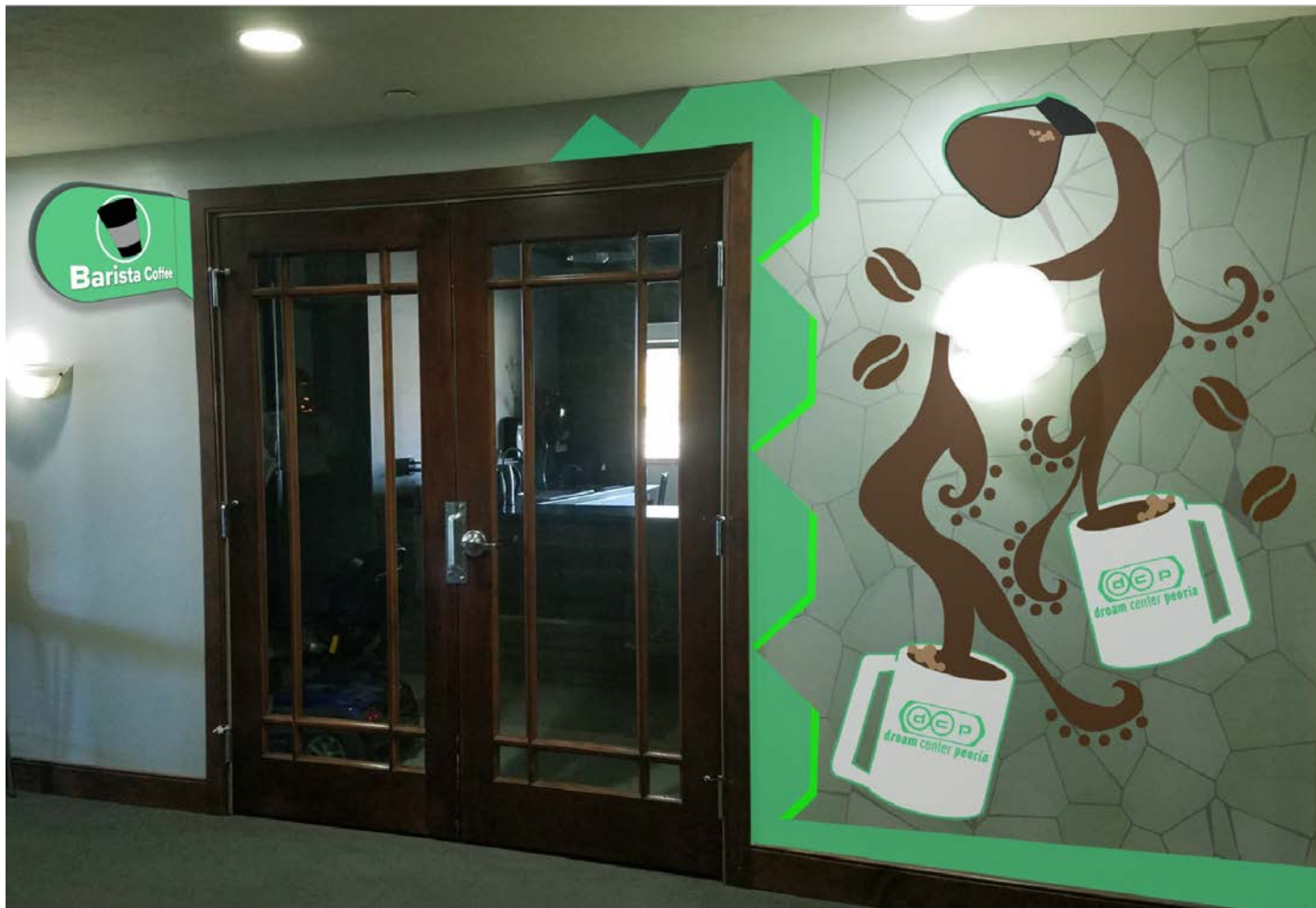


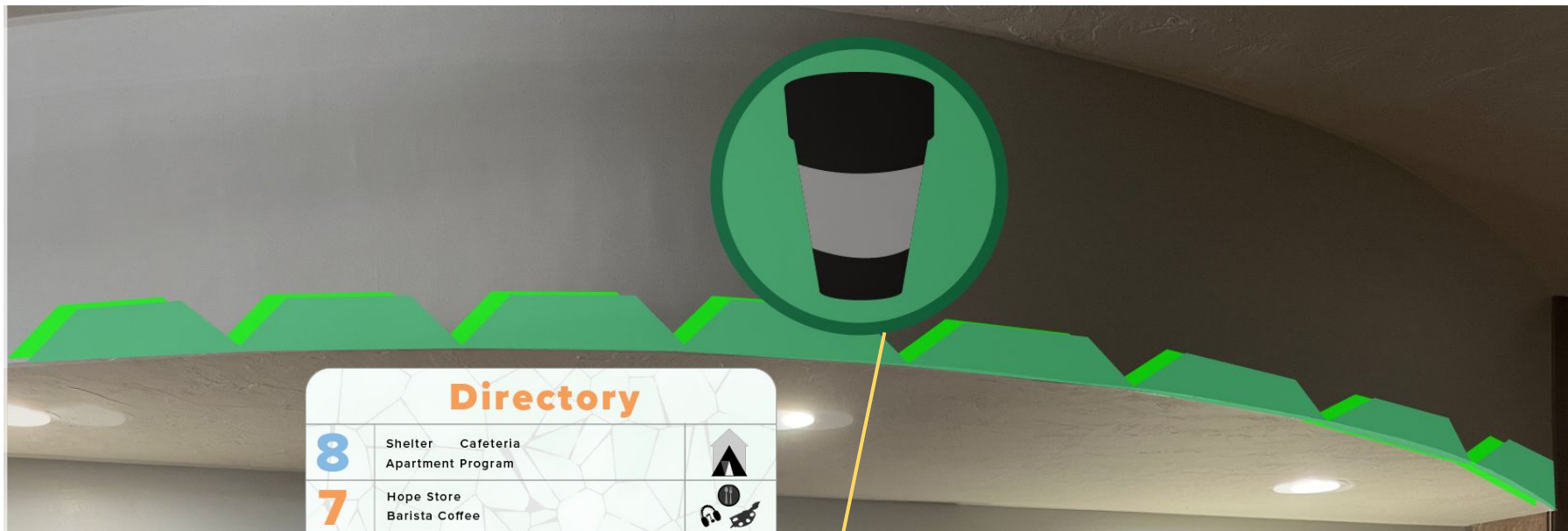












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Miscellaneous Suggestions



*Mural Idea/Extended to Outdoors



Conclusion

- Overall, our designs provide a light and fresh atmosphere for the Dream Center Peoria with the integration of the color scheme and typography to keep everything consistent with DCP as a brand. We have provided a new geographic element to pay homage to all the work that has been done for this place to show the dedication and care for the residence of DCP. The icons and interactive elements provide an easier opportunity to navigate the DCP for newcomers and current residents. The children can have fun following the icons and arrow pathways on the floor to their next step in their individual lives. The murals provide an opportunity for the students and residents to work together.
 - With all of this in mind, we hope to have made an impact for the future of DCP, its goals, and its residents!

Budget Overview

- <u>Custom Large Acrylic Wall Signs x8</u>	Approx. \$700.00
- <u>Custom Plastic Small Directory Signs x8</u>	Approx. \$40.00
- <u>Custom Protruding Signs x20</u>	Approx. \$500.00
- <u>Custom Hanging Wall Signs x3</u>	Approx. \$280.00
- <u>Custom Door Signage x20</u>	Approx. \$400.00
- <u>Outdoor Entrance Signage x2</u>	Approx. \$3,000.00
- <u>Floor Decals</u>	Approx. \$5,000.00 (\$5 per sq/ft)
- <u>Wall Decals/Murals</u>	Approx \$150.00 (Per room)
- <u>Designer Hire</u>	Approx. \$3,200 (Team Based)
- Estimated Budget	<u>\$13,270.00</u>

Sources

<https://www.signs.com/search/signs/?afm=products>

<https://www.zippia.com/designer-jobs/salary/>

https://www.customsigns.com/custom-text-projection-sign-6-x-6?gclid=Cj0KCQjw166aBhDEARIsAMeYzh52dlaENcKnxOlqdE0Yc9CWcmIzdolBUFj1KLvg0lopYXrsXzNF1oYaApwREALw_wcB





Thank You!