



**dream center peoria**

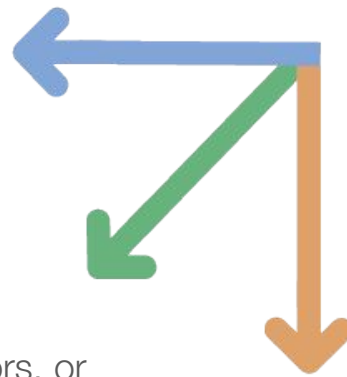
# **Wayfinding**

By Kaitlyn Reich and Sebastian Salas



## Brief

We as a team have created a easy and effective wayfinding system to help visitors, or recurring guests make their way through Dream Center Peoria. We have created general wayfinding, room labels, and trails leading anyone anywhere they want to go!



**← Moodboard →**

## Color Palette



## Typography

**Ruddy Bold**

**Arial Black**

Helvetica Neu

# Icons

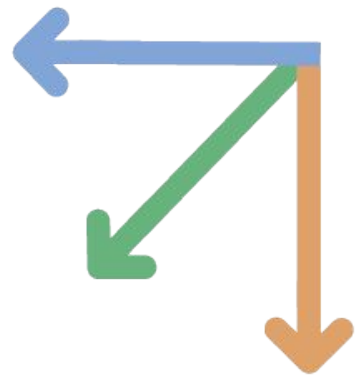
1



2











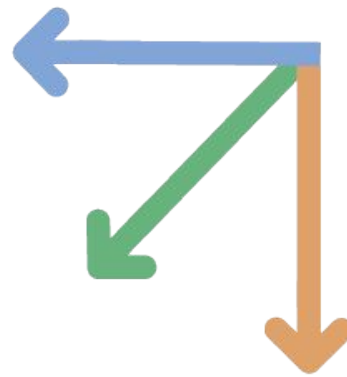
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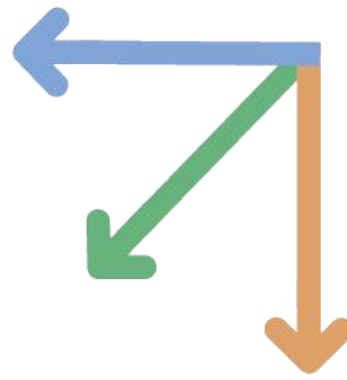
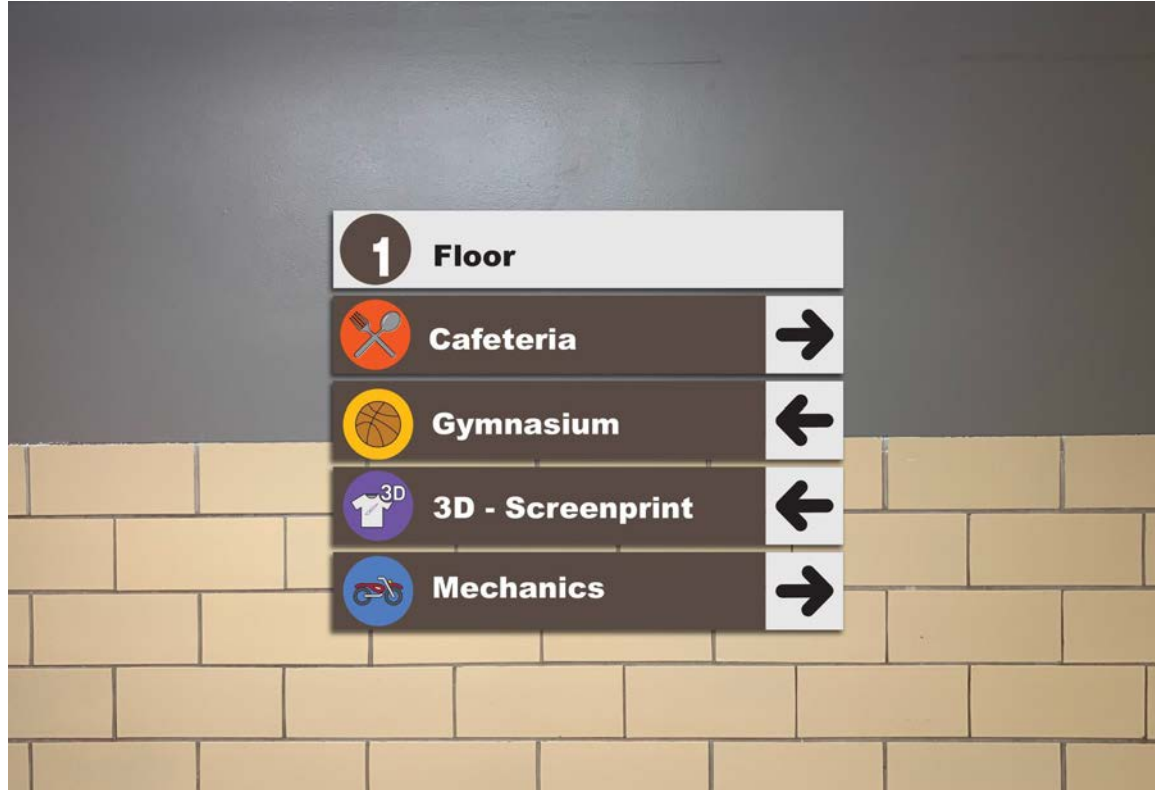
 **Signage** 

# Signage

<b>1</b>	<b>Floor</b>	
	<b>Cafeteria</b>	
	<b>Gymnasium</b>	
	<b>3D - Screenprint</b>	
	<b>Mechanics</b>	

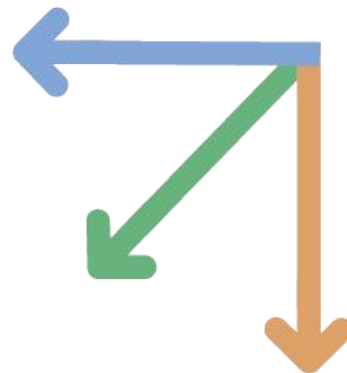
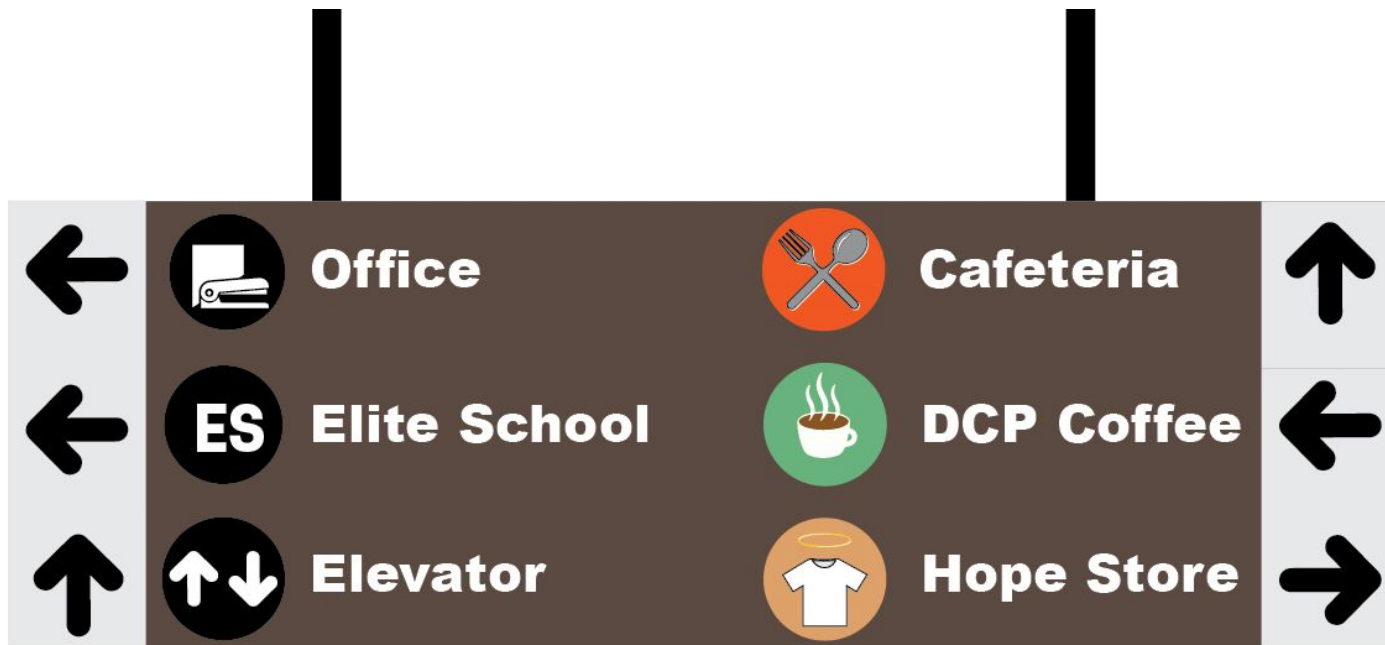


# Signage Example

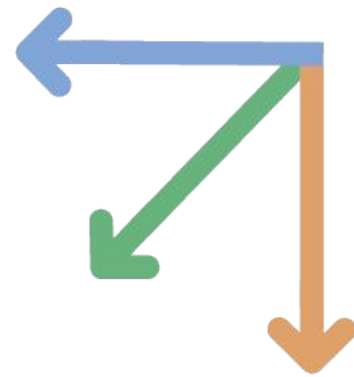
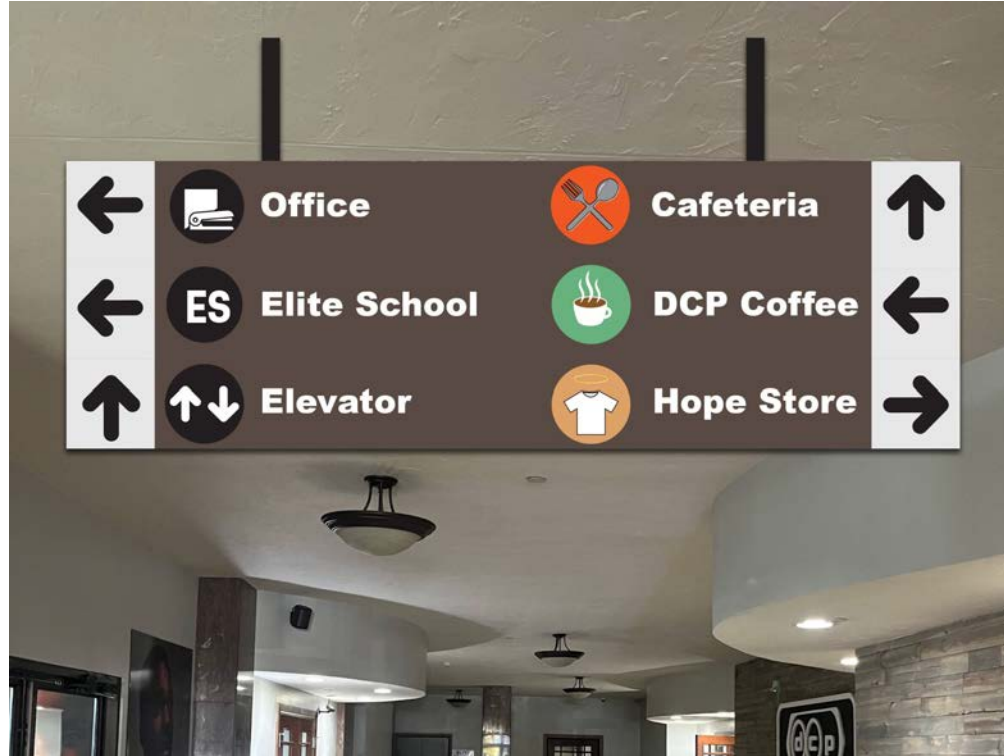




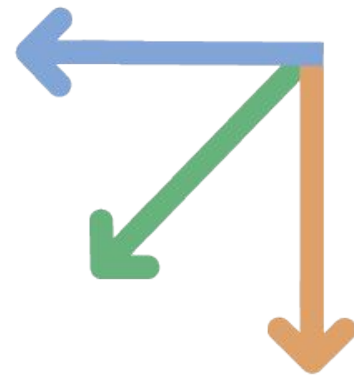
# Signage



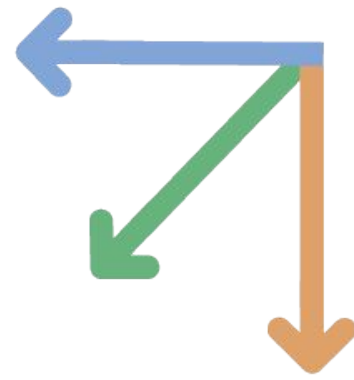
# Signage Example



# Signage

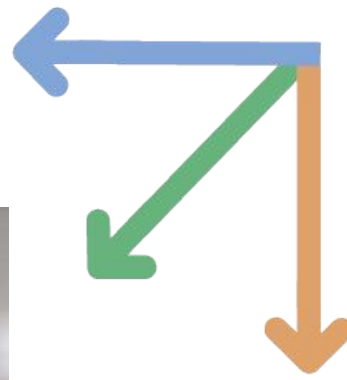
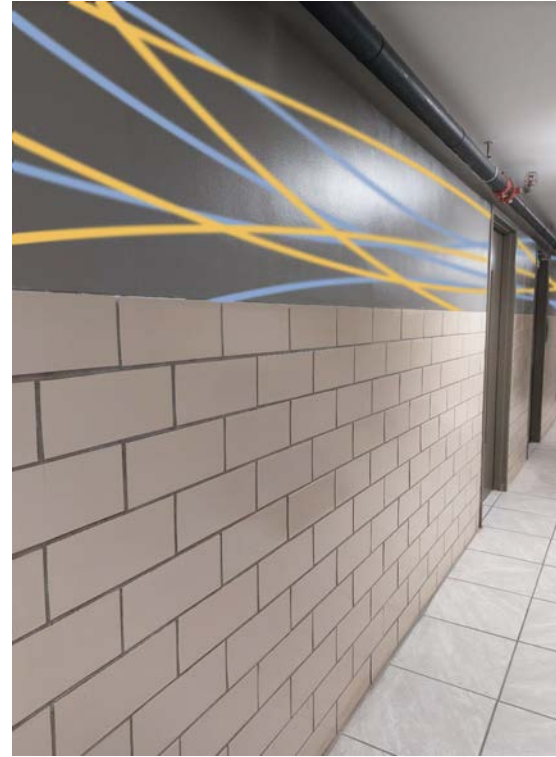


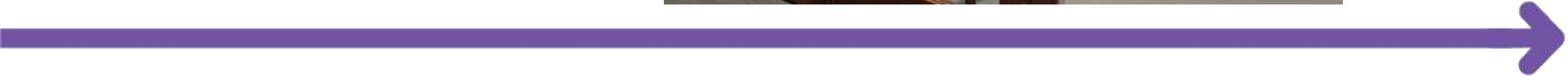
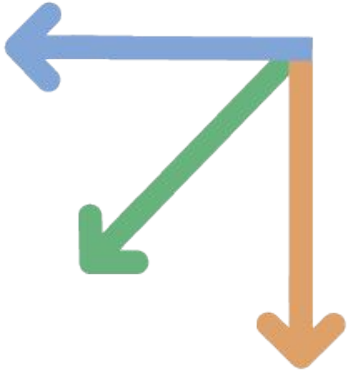
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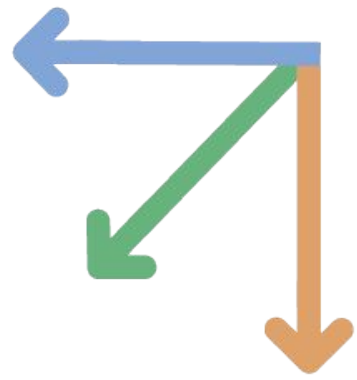


**← Color Coding →**

# Color Coded Wayfinding





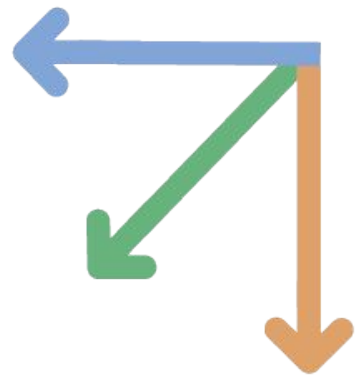


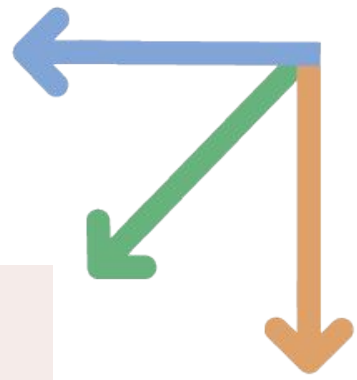


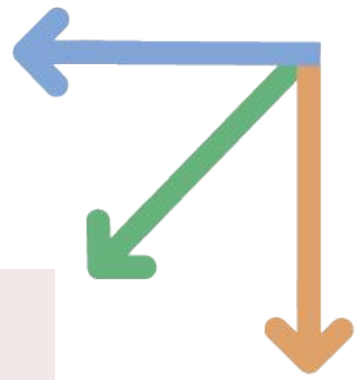
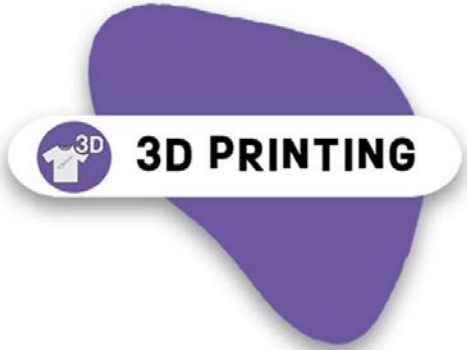


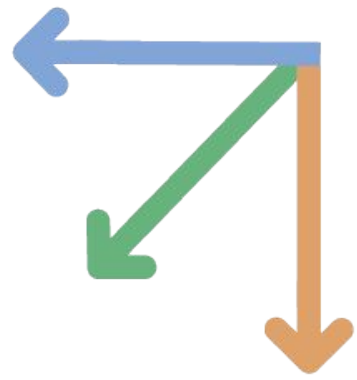
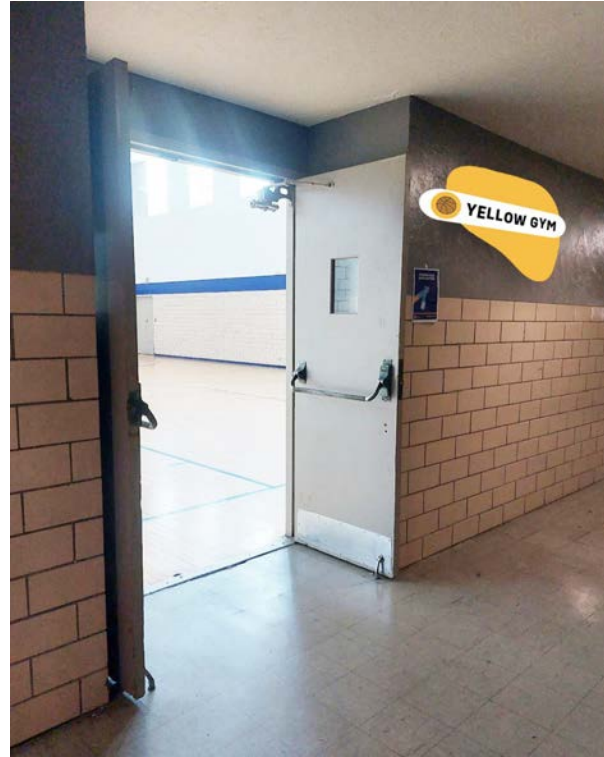
 **Cafeteria**

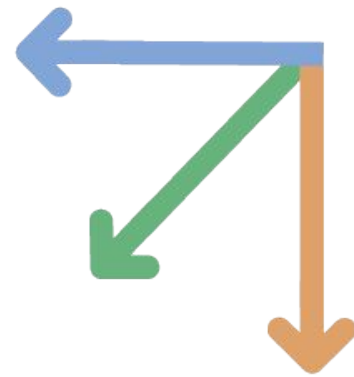
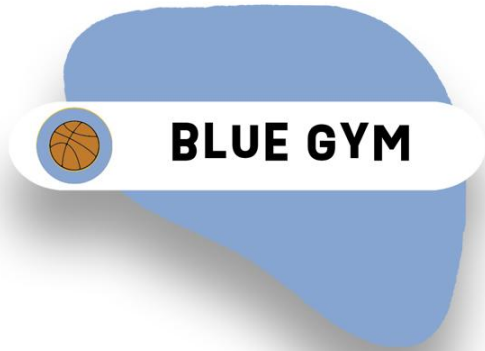








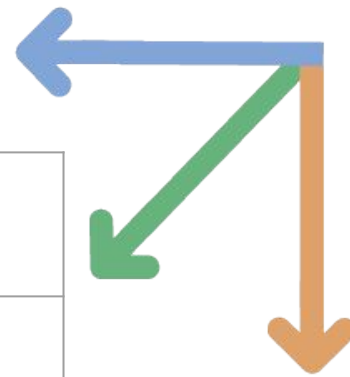




**← Prices →**

# Pricing

Colored Plastic <a href="https://www.signs.com">Signs.com</a>	4x4 (ft) : \$65.54 each - Sign : 2x2 8 Pieces : ~ \$195.88
White Bar Plastic w Graphic + Design <a href="https://www.signs.com">Signs.com</a>	8x8 (ft) - Piece : 1x1 1 Piece : \$69.85
Elite School Signage <a href="https://www.signs.com">Signs.com</a>	8x10 (in) 5 pieces : \$89.10
Directional Signage Plastic w Design	24 x 12 (in): \$31.93 12 x 6 (in): \$21.31
Paint Cans	~ \$40 per paint can
Designer Charge	\$30 / Hour





**← Closing →**

## Conclusion

We as a team feel as if our wayfinding system will be the most beneficial to Dream Center Peoria. Our organic shapes coincide with your goal in creating a modern-style environment. Pops of color along with understandable, yet creative icons include the kids in the wayfinding process.

With this new system of wayfinding, those trying to navigate through Dream Center Peoria will know exactly where to go, and have fun while doing it!

