
DCP Wayfinding Presentation

— By: Tyler Franco and Taylor Betz —

Brief & Objectives

- Dream Center Peoria provides care to local families and has a large impact on the youth of this city. Using Compassion, Dignity, and believing every person has Purpose- DCP serves the community in amazing ways.
- We were tasked with helping DCP to better impact families and children living in poverty by creating a universally understandable wayfinding system, ensuring anyone of any age that enters through their doors can find where they belong.
- Our objective is to enhance DCP's signage to create a modern, easy to understand, and most of all fun and interesting to keep the children engaged that are always going from room to room.
- We decided to take a simple, albeit effective approach and included easy to understand iconography for each room and arrows that guide from location to location. These arrows and icons make sure no one can get lost as you can always follow the walls and get to whatever destination is desired.

“Good” & “Bad” Wayfinding



Color Palette & Typeface

ELZA
BLACK



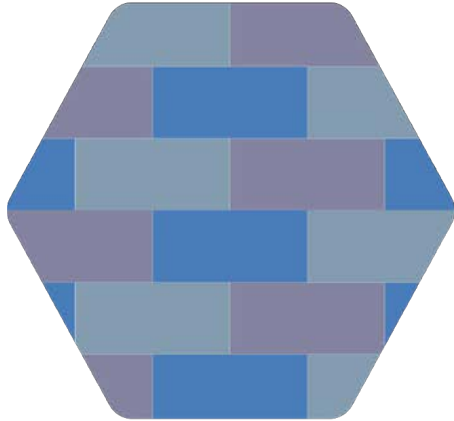
Icon Set

- We selected a handful of different locations
- Our wayfinding system is heavily dependent on icons and imagery instead of text
- DCP STUDENTS – Green
- DCP CARES – Orange
- DCP HOUSING – Blue

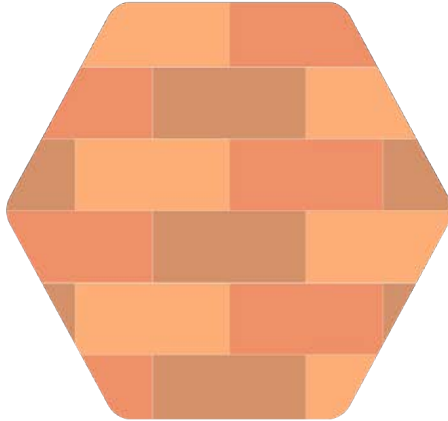


Signage Themes

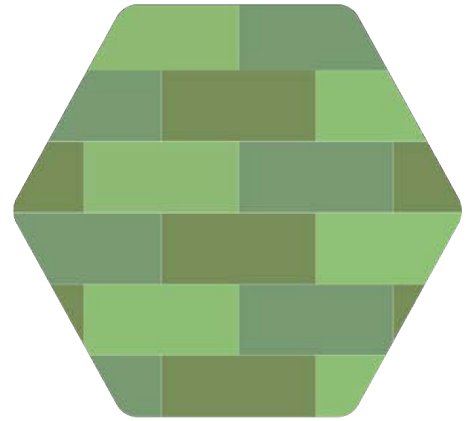
WAYFINDING SIGN TEXTURE



DCP HOUSING



DCP CARES



DCP STUDENTS

Installation Examples



VINYL STICKER



3D SIGN

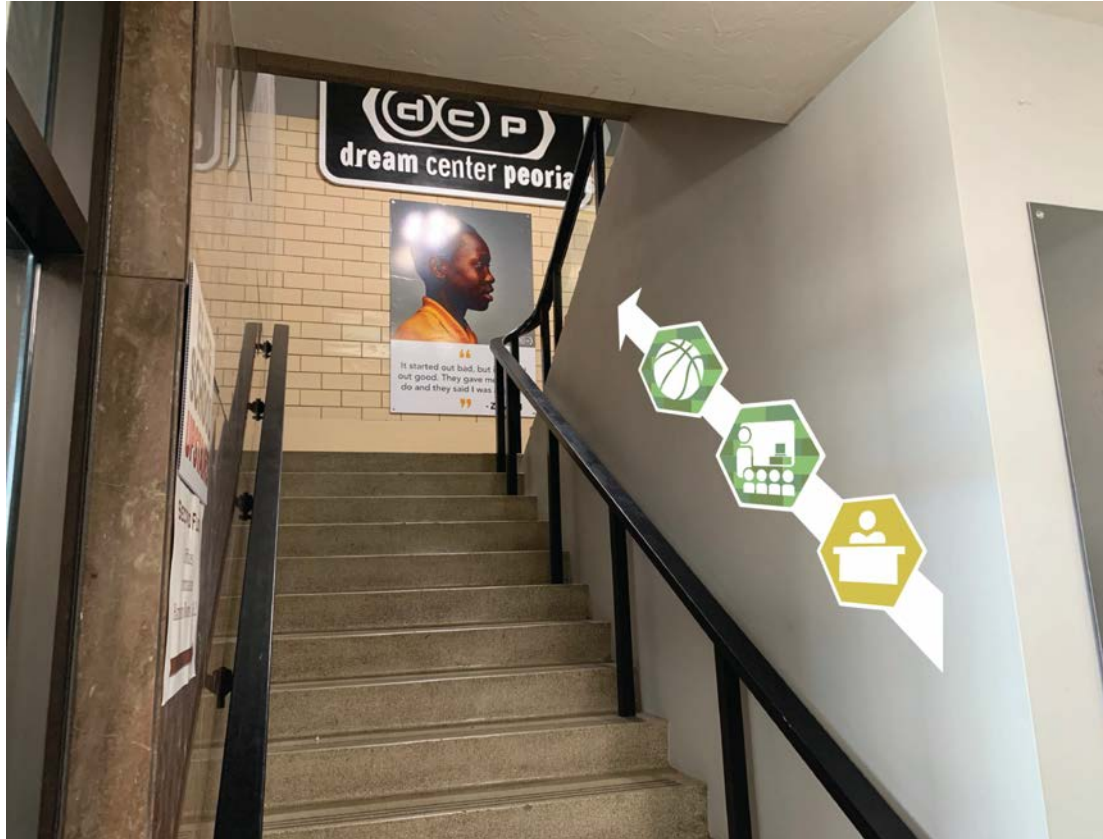


**3D SIGN WITH
LIGHTS**

Wayfinding Hub



Starting Point – Main Lobby



Journey -



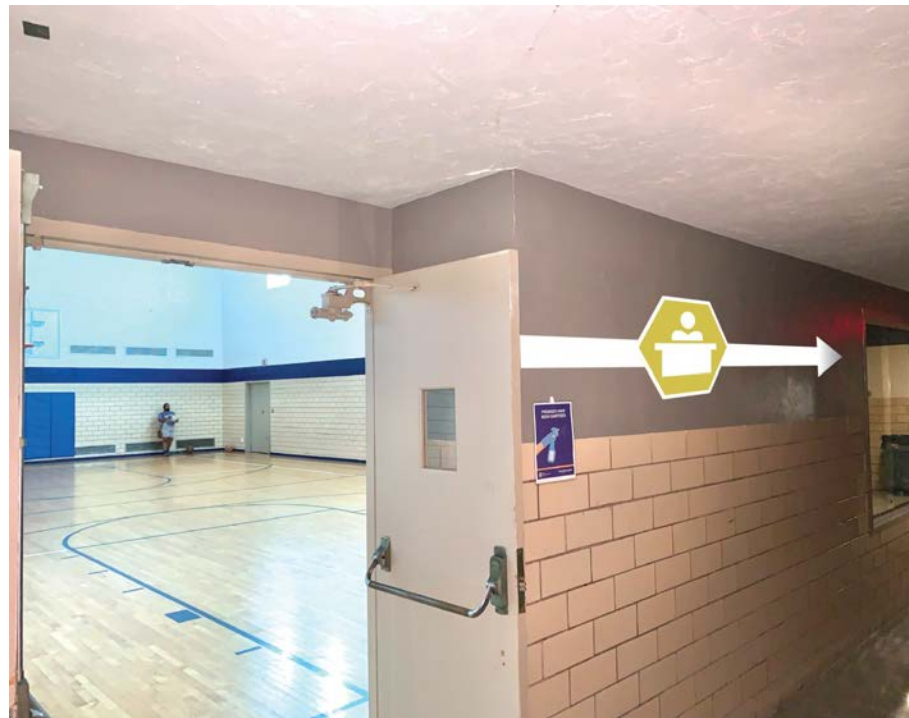
Journey -



Journey -



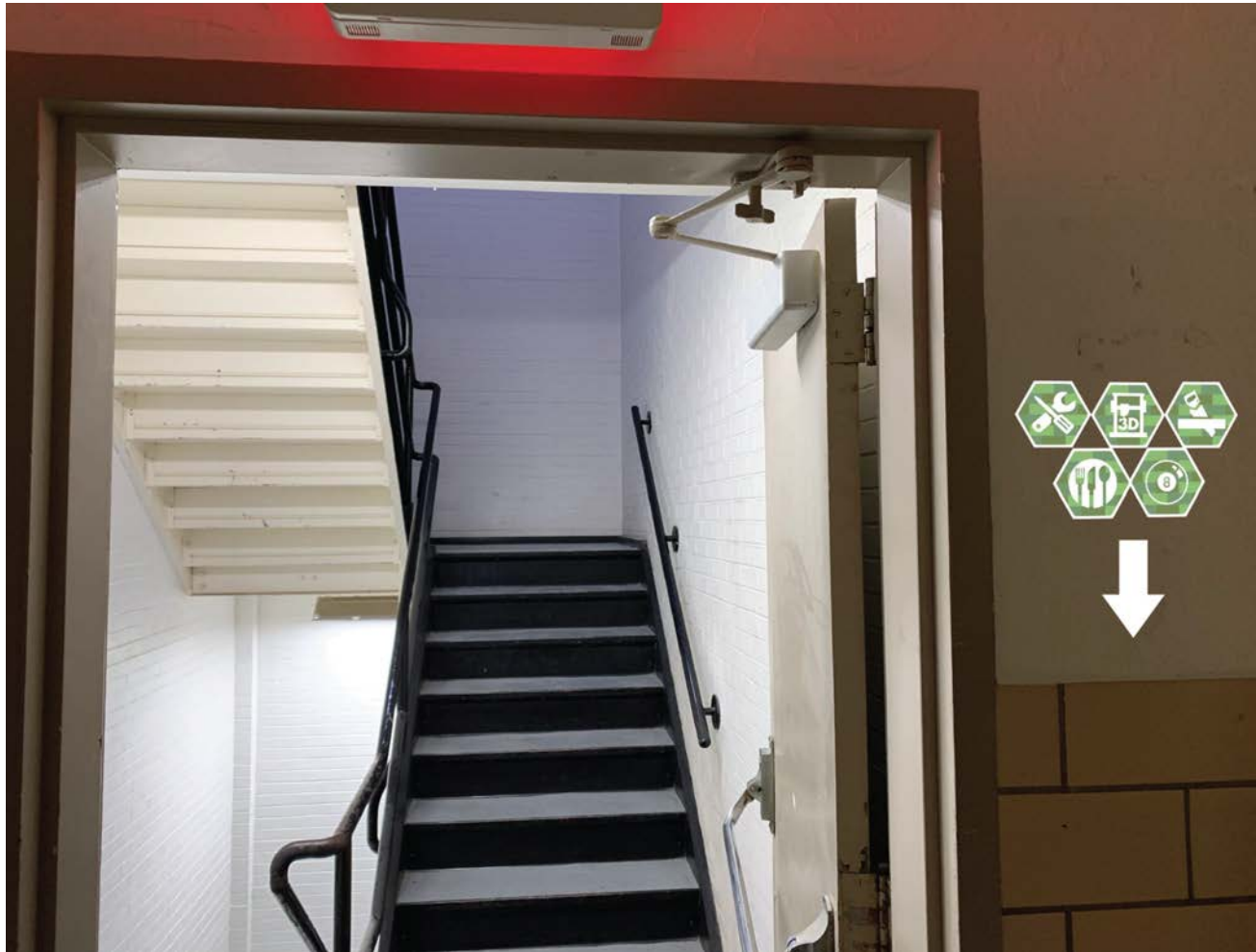
Destination – Gym



Starting Point – Gym



Journey -



Journey -



Destination – Rec “Game” Room



Conclusion

- We believe that our wayfinding system is strong due to our themes and color choices that are connected to the specific rooms and the icons that we chose. The system is reliant on icons and pictures instead of text, and we feel like this is the best way to use the system that is presented in both a visually appealing way and that the iconography is easy to understand for people of all ages.

Cost Estimates

→ VINYL STICKER

- ◆ Easily removable, for main hallways
- ◆ ~\$25-50 depending on width & height

→ 3D SIGN

- ◆ Plastic (acrylic sheet over front)
- ◆ Custom shaped (hexagon), roughly 1 1/2 ft sign with 3-6 mm sides
- ◆ ~\$120+ each

→ 3D SIGN WITH LIGHTING CAPABILITIES

- ◆ Internally illuminated
- ◆ Battery operated
- ◆ ~\$250-500+ each