

# ETHS District 202

## Update on Signage Project

### Report to the District 202 Board of Education

**Evangeline Semark**, Director of Communications and Engagement

**February 8, 2016**



# Why revise the signage around ETHS?



## Signage & Wayfinding Goals

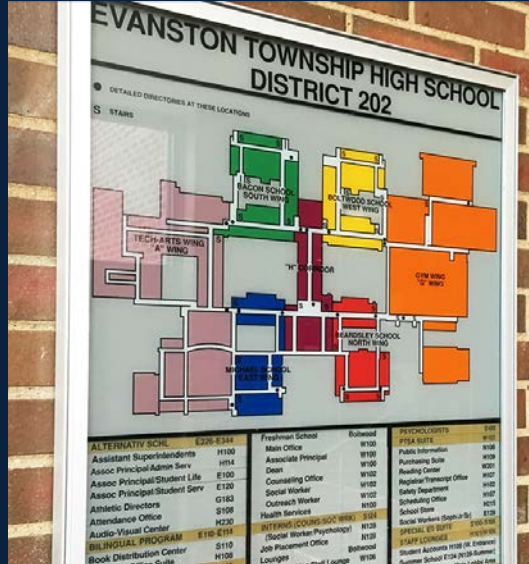
Primary Goal:

**Provide a more inviting, self-directed, and visitor-friendly experience at ETHS, with priority given to the needs of first-time visitors, students, and their parents.**

*(Complete list of goals available in Board Report)*

# Outdated Information on Current Signage

**EXAMPLE:** Directories list rooms, people, and functions that no longer exist at ETHS.



# Ineffective Signage

## EXAMPLE

Overhead Directional Signs:

- Lack of directional arrows
- No indication of current wing
- Outdated information



# Ineffective Signage

## EXAMPLE

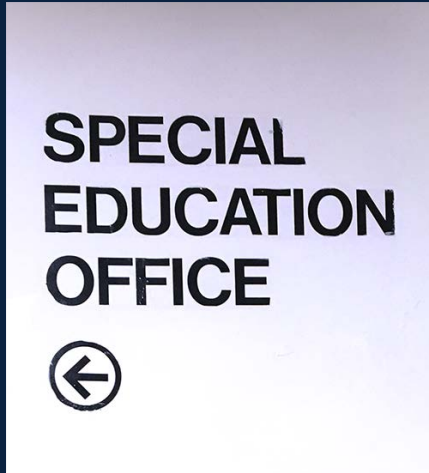
Room ID Signs:

- **No indication of current wing**
- **Cannot be easily updated**
- **Not ADA Compliant**  
(requires Braille and relocation of sign)



## Inconsistent Sign Types

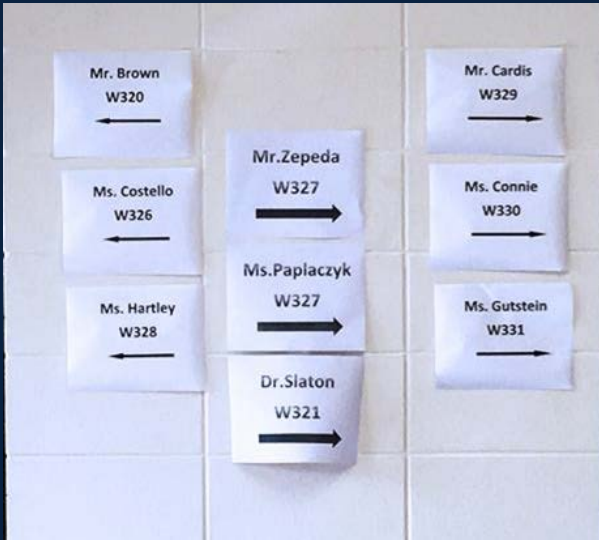
Current signs are printed on a variety of substrates, use different fonts and have inconsistent terminology.





# Temporary Solutions

Over the years, staff have created a variety of temporary signage to help address signage and wayfinding issues.





# Survey & Feedback Session Findings

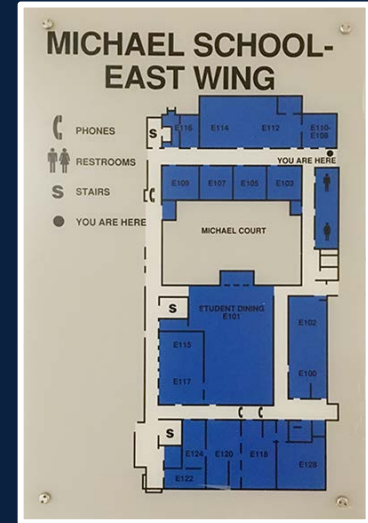




**The current wayfinding system creates an intimidating atmosphere for new visitors, students, and their parents.**



**The color coding system used throughout the building is loved across all audiences, but awareness is low.**



**The use of historical terms (Bacon, Beardsley, Boltwood and Michael) to reference wings is ineffective, confusing.**





Room numbers – especially those in  
“The Cuts” – are illogical, confusing.

# Signage & Wayfinding Recommendations





## Process for Vetting Signage Project Recommendations

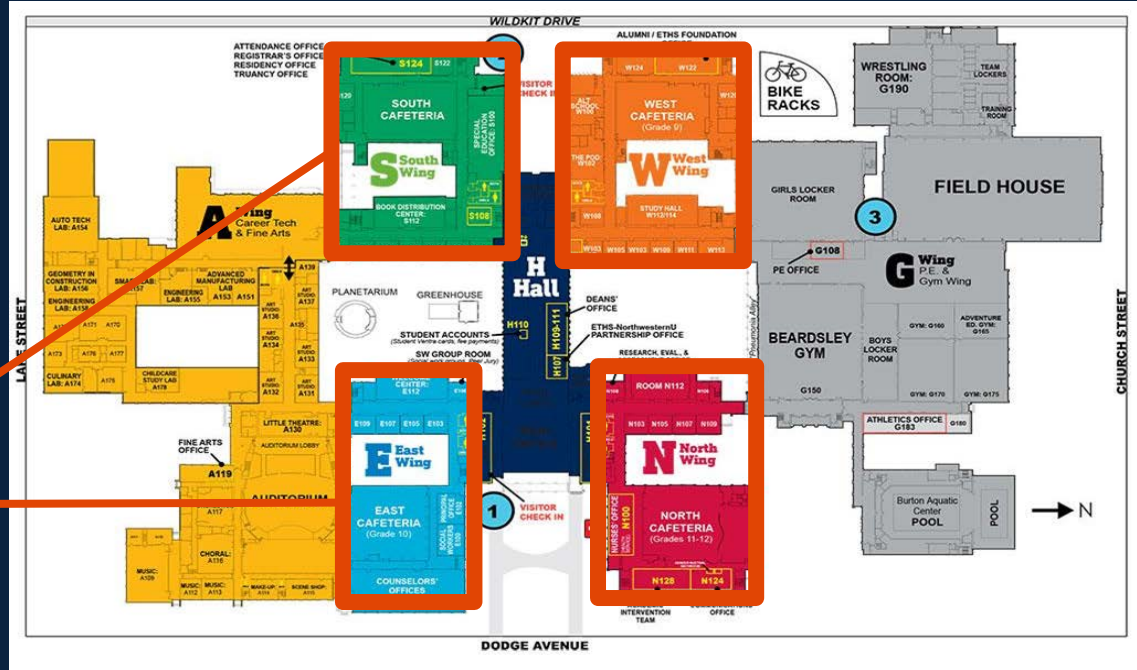
Recommendations for new terminology, numbering, and sign design concepts were developed in Phase 2.0 and vetted in feedback sessions with various ETHS stakeholders, including:

- **Students in graphic design classes, history classes, and AVID classes**
- **Facilities management team**
- **Administrative approvers** *(final approval by Superintendent)*

# Terminology: Wing & Cafeteria Names

## Approved:

ETHS will use North, South, East, West directional names to identify the four central wings and cafeterias.



# Terminology: Rename Back Drive

## Approved:

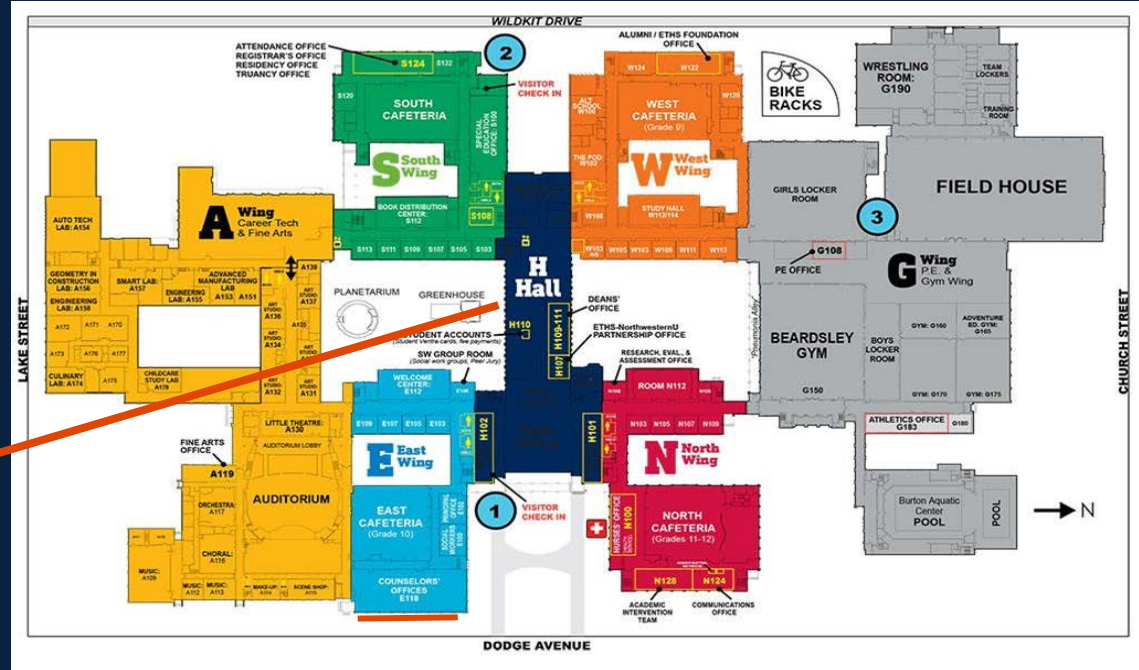
ETHS will rename the back drive “Wildkit Drive” to increase clarity when giving directions.



# Terminology: Revitalize & Rename “H Hall”

## Approved:

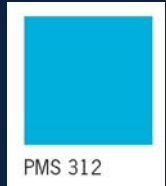
ETHS will revitalize the first floor of the H Corridor and rename it “Heritage Hall.”



# Color Coding: Heritage Hall, East Wing, Arts Wing

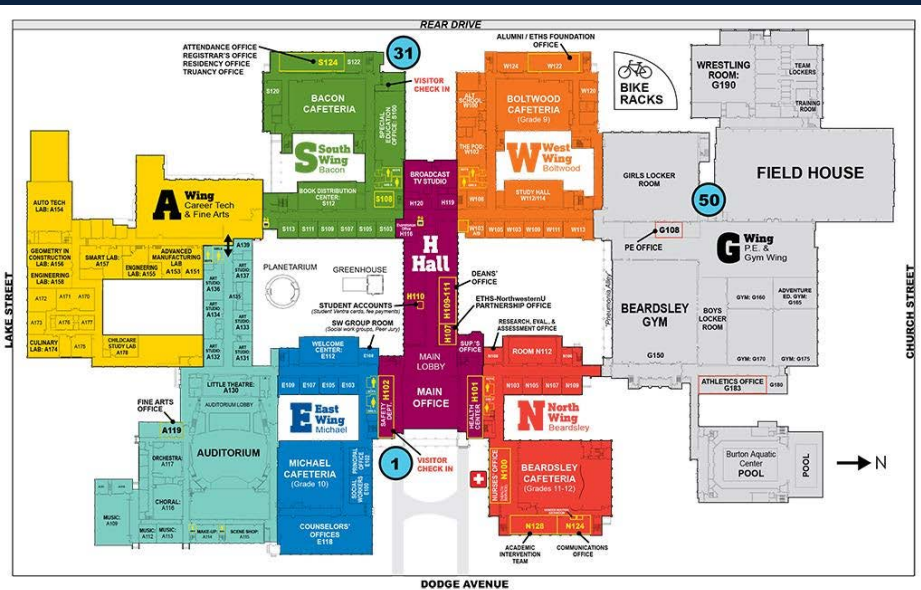
## Approved:

- ETHS will replace the burgundy color in Heritage Hall with the school's **navy blue** Pantone color.
- To allow for this change, ETHS will replace the navy blue color currently used in East Wing with a **brighter blue**.
- ETHS will use one color (**yellow**) to signify the "A" Arts Wing. Currently two colors are used.

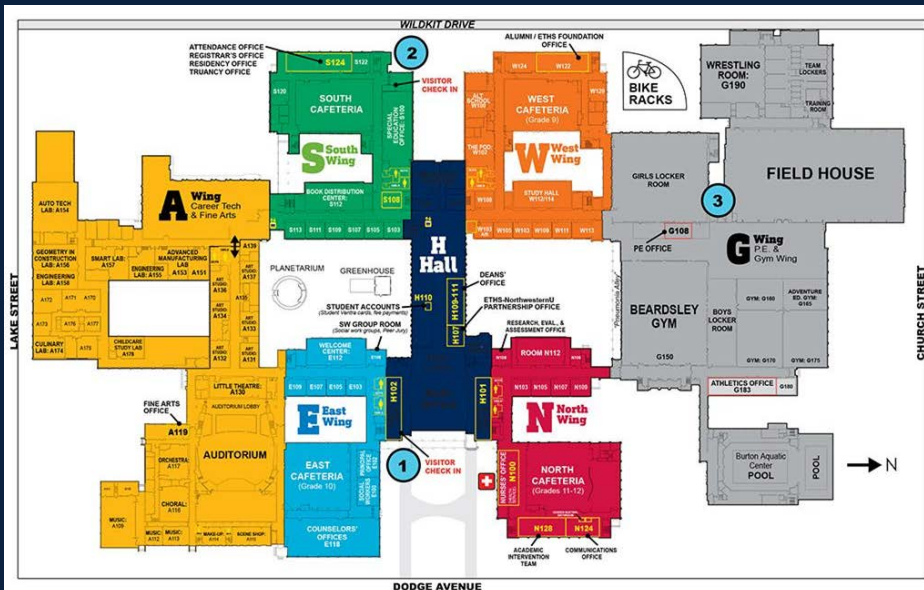




## Color Coding: Heritage Hall, East Wing, Arts Wing



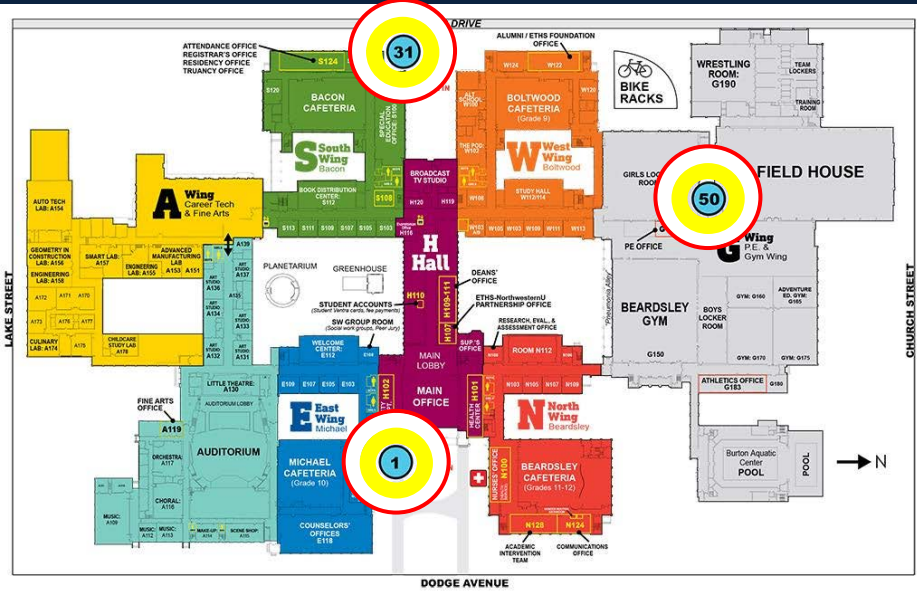
## Existing Color Coding



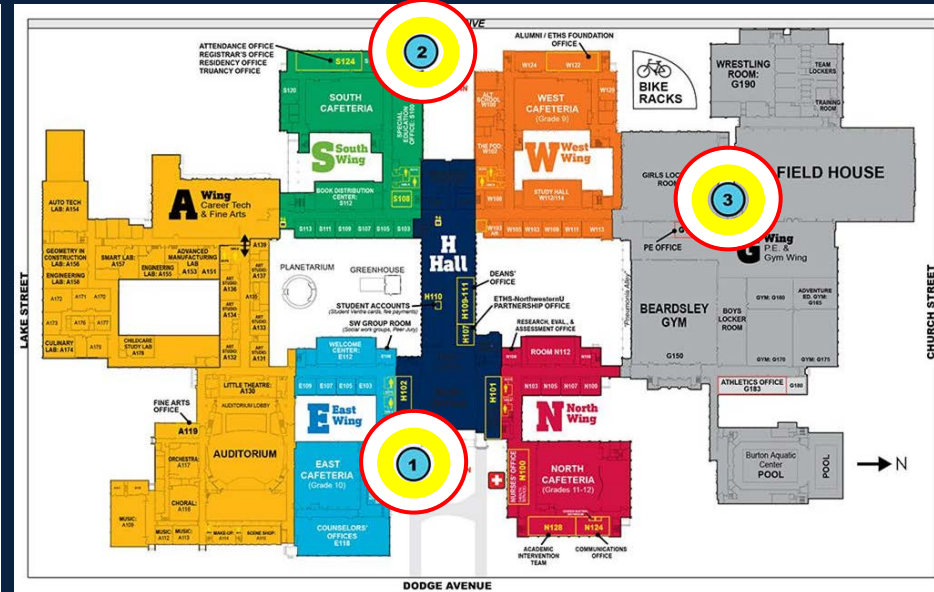
## Approved: New Color Coding



# Numbering: Renumber Three Primary Entrances

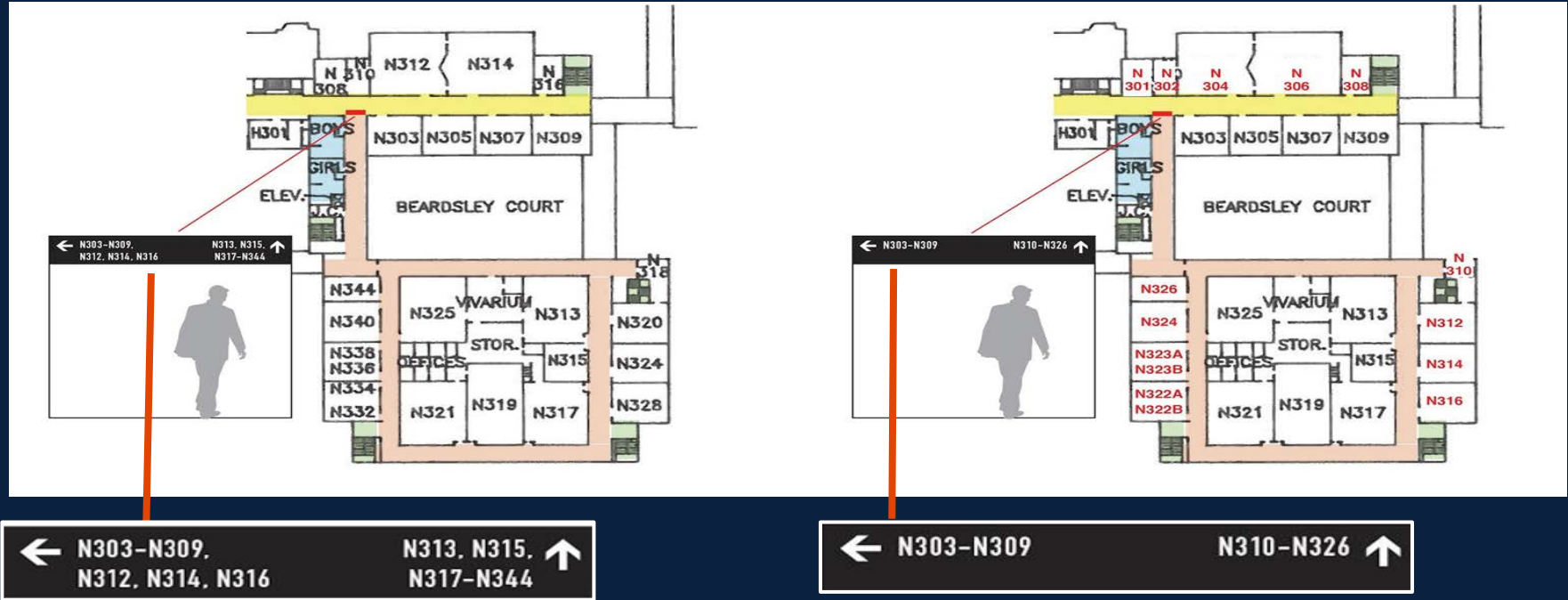


**Existing #s for Primary Entrances:  
Door 1, Door 31, and Door 50**



**Approved: New #s for Primary Entrances:  
Door 1, Door 2, Door 3**

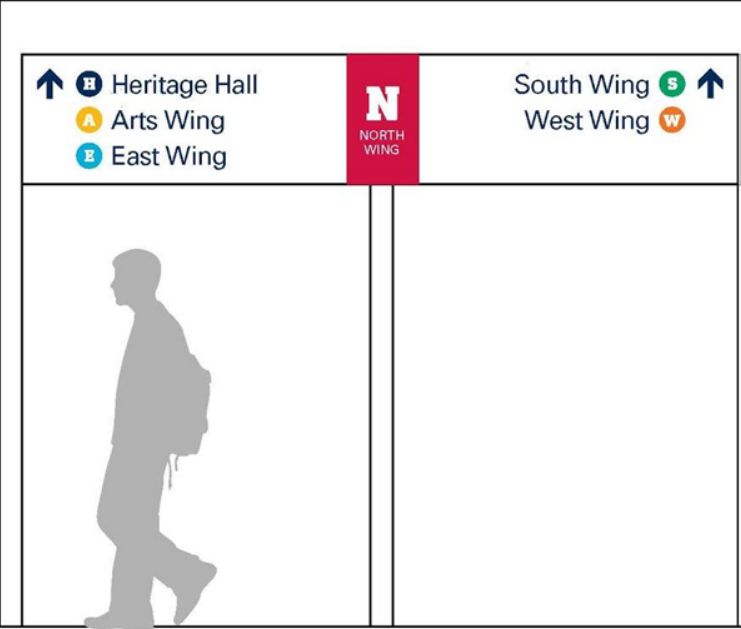




# Numbering: Develop Room Renumbering Plan



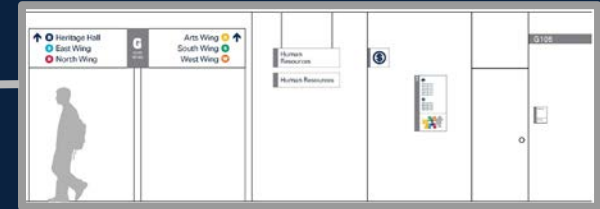
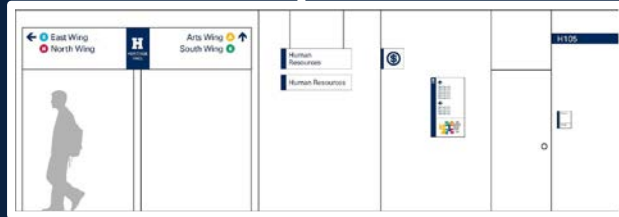
# Sign Design Concepts



# Sign Design Concepts (Example of North Wing)

 <p>Primary Overhead Directional</p>	 <p>Overhead ID</p>	 <p>Symbol Flag</p>	 <p>Primary Wall Directional</p>	 <p>Room ID</p>
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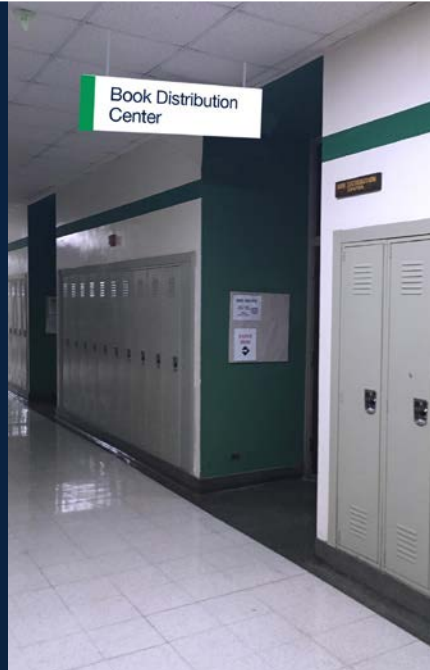
## Sign Design Concepts: Color Coded by Wing



# Overhead ID: Color Coding Example *Sign Content & Locations Not Final*



**North Wing**



**South Wing**



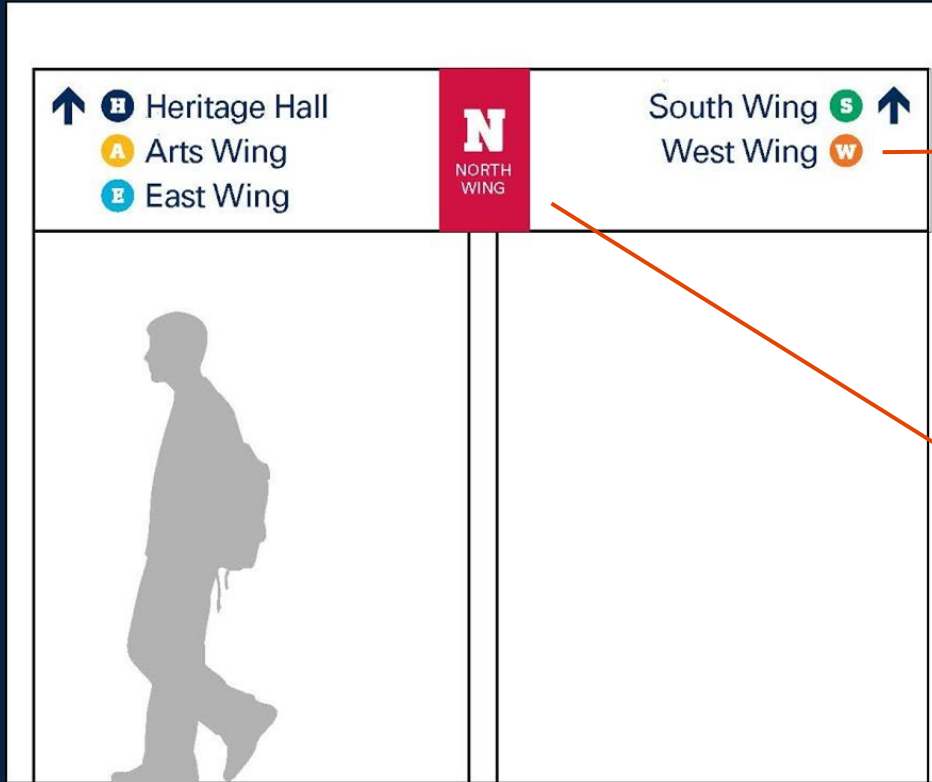
**East Wing**



**West Wing**



# Primary Overhead Directional Sign

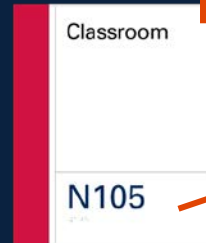


- Use of color coded symbols + text to help increase language accessibility
- Current wing listed and wing color used to help situate individuals in the space

# Primary Wall Directional Map Sign & Room ID Sign



**Inserts can be updated by  
ETHS Operations when  
information changes**



**Permanent Room Number  
(in English and Braille)**

# Themed Wall Concept Examples

*Designs & Locations Not Final*



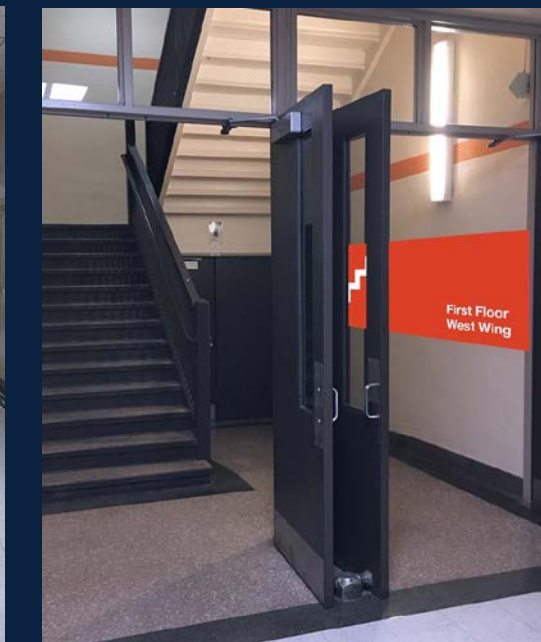
**Wing Entry Wall**

**Stairs**

**Cafeteria**

# Themed Wall Concept Examples

Designs & Locations Not Final



**Wing Entry Wall**

**Stairs**

**Cafeteria**

# Wall Directory for Entrances 1, 2, 3

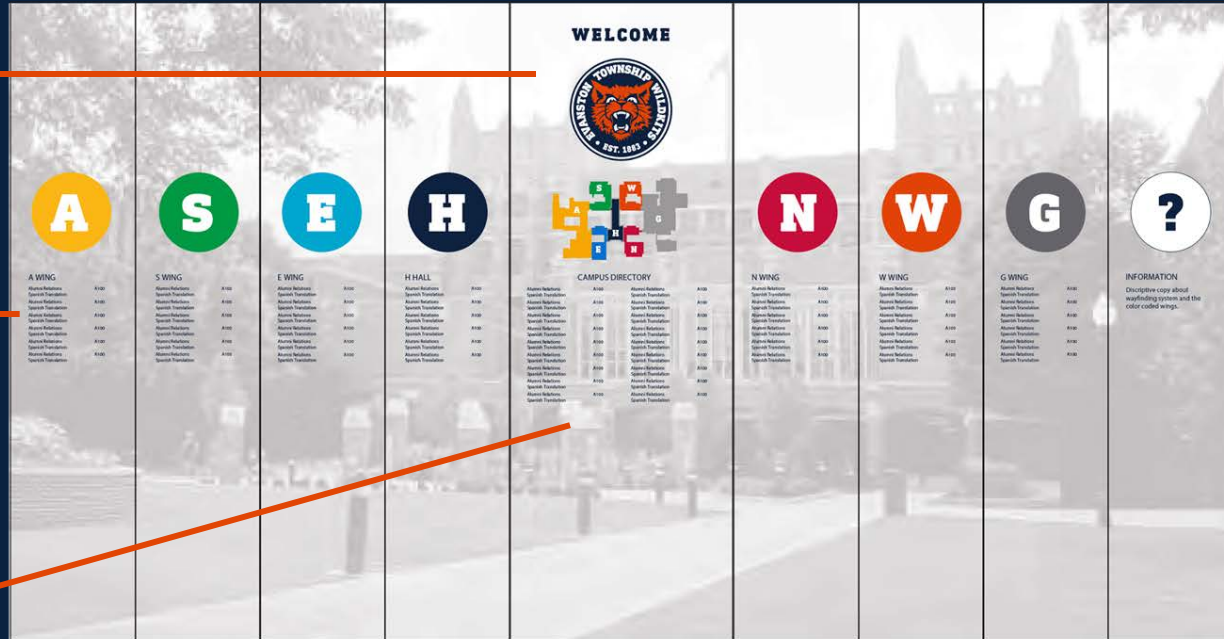


# Directory Concept for Entrances

*Design Not Final*

**“Welcome”**  
in multiple  
languages  
(design pending)

**Wing  
Directory**  
**Alpha  
Directory**  
(English/Spanish)



Directory

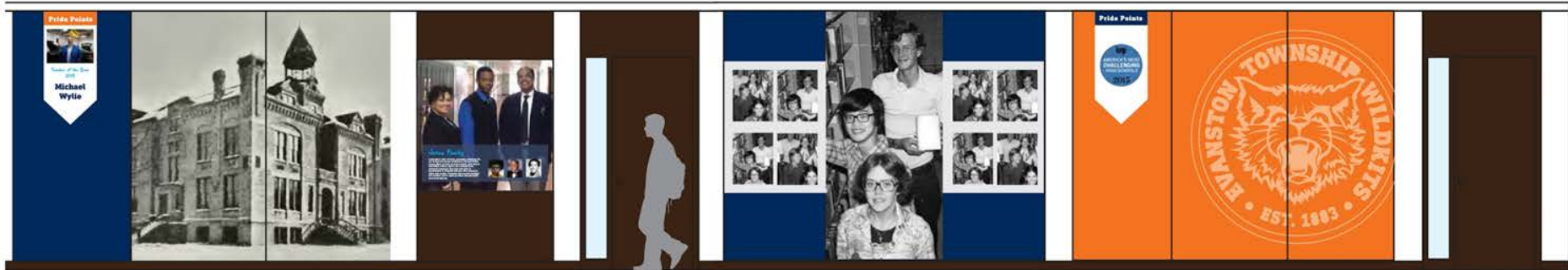


# Heritage Hall Theme Walls



# Heritage Hall 1st Floor Concepts

*Design Not Final*



# Heritage Hall 1st Floor Concepts

*Design Not Final*



Floor-to-ceiling  
images to tell  
our stories

Changeable acrylic panels  
with photos inserted in  
existing showcases

Changeable  
“pride point”  
banners

# Next Steps



# Phased Approach: Signage & Wayfinding Project

**Phase 1.0: Program Requirements** (July 2015-September 2015) – *Complete*

**Phase 2.0: Schematic Design** (September 2015-February 2016) – *Complete*

**Phase 3.0: Design Development** (February 2016-Current) - *In Progress*

- o Finalize design concepts
- o Develop a management and maintenance plan
- o Finalize a room renumbering plan
- o Finalize terminology
- o Produce Signage and Wayfinding Standards Manual
- o Work with Cardosi Kiper Design Group concludes; ETHS will develop sign message schedule and sign location plan with Allegra

# Phased Approach: Signage & Wayfinding Project

## **Phase 4.0: Installation of Signage** (March 2016- Ongoing until completed)

- o ETHS staff will develop timeline to renumber rooms on the first floor as detailed in the room renumbering plan
- o Beginning in June (estimated), ETHS staff will update room numbers in all related systems (IIT, Operations, class schedules, etc.)
- o Beginning in June, Allegra will fabricate and install wayfinding system based on Signage and Wayfinding Standards Manual
- o Implement staff training plan around new terminology and wayfinding for staff returning in August
  - **Floor 1** (Estimated June-August 2016)
  - **Floor 2** (TBD)
  - **Floors 3-4** (TBD)



## **Final Takeaways**

- **Capital Improvement Funds are being used for this project, which must be used for improvements to school facilities and infrastructure.**
- **Upon completion of Phase 4.0 (internal signage), ETHS will create a plan to revise the external signage for outdoor spaces around campus, including entrances, athletic fields, and parking lots.**

It's a **GREAT DAY**  
to be a Wildkit!

