

# 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

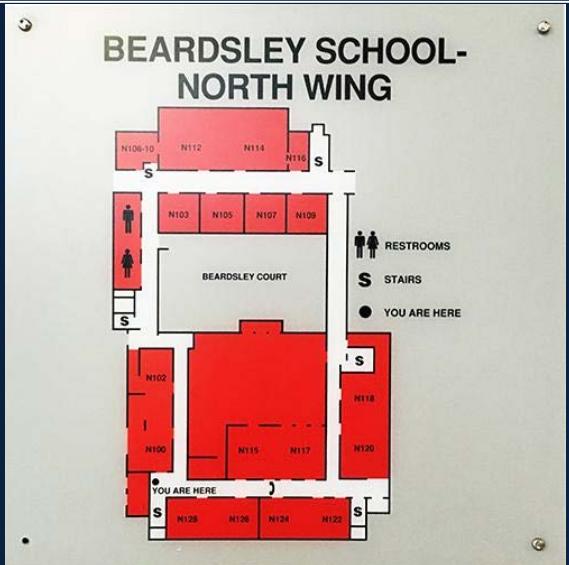
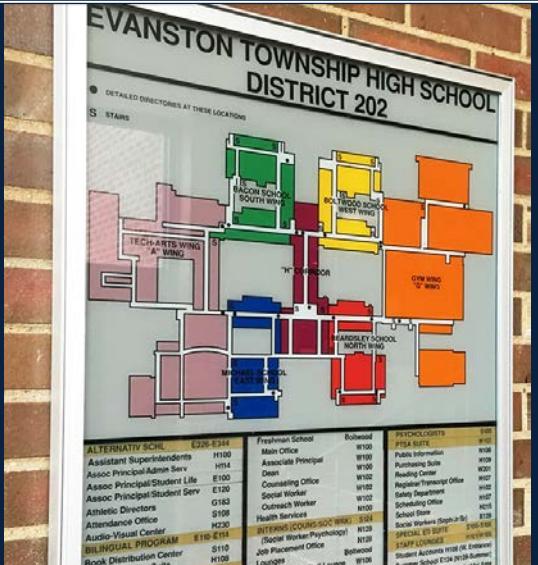
**Primary Goal:**

**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# Outdated Information on Current Signage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.

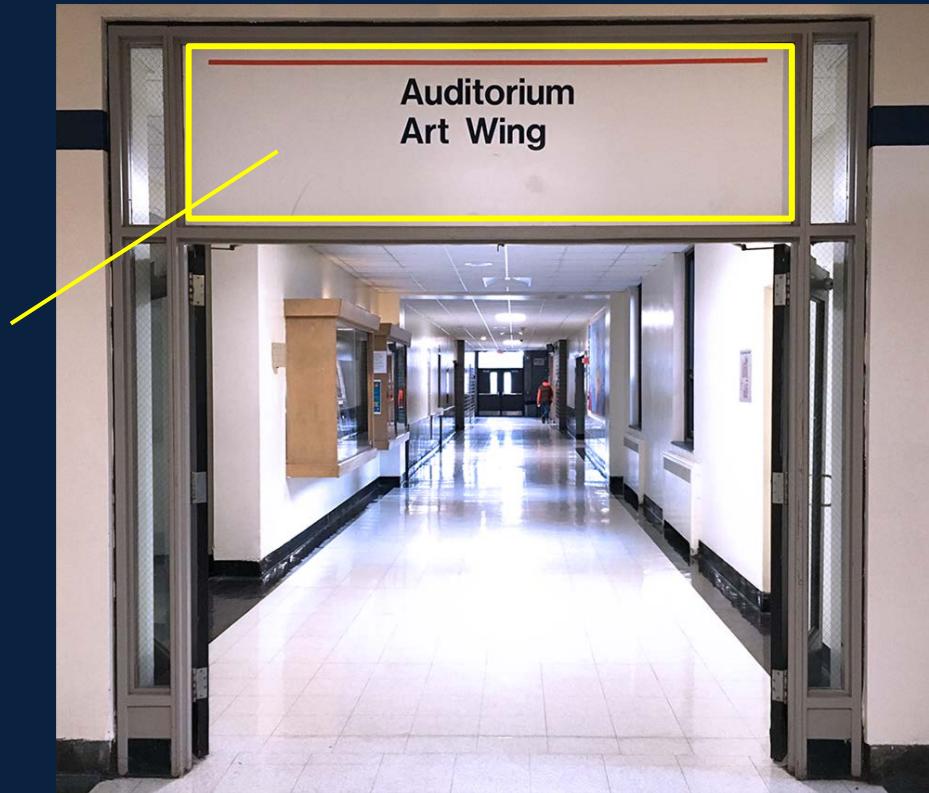


# Ineffective Signage

## EXAMPLE

Overhead Directional Signs:

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- Outdated information



# Ineffective Signage

## EXAMPLE

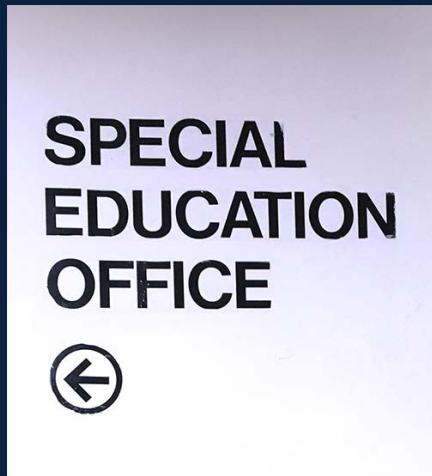
Room ID Signs:

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



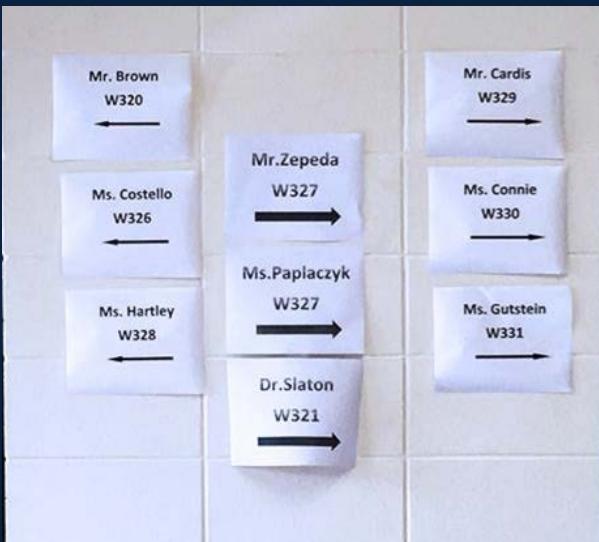
## Inconsistent Sign Types

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

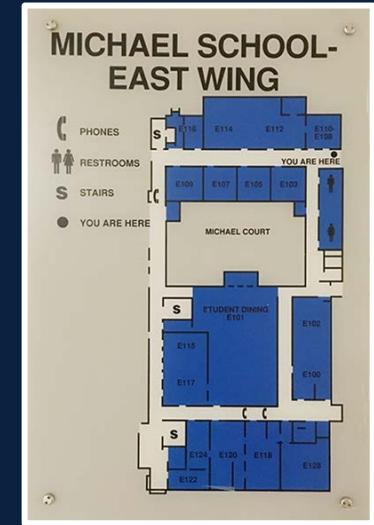




**The current wayfinding system creates an intimidating atmosphere for new visitors, students, and their parents.**



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

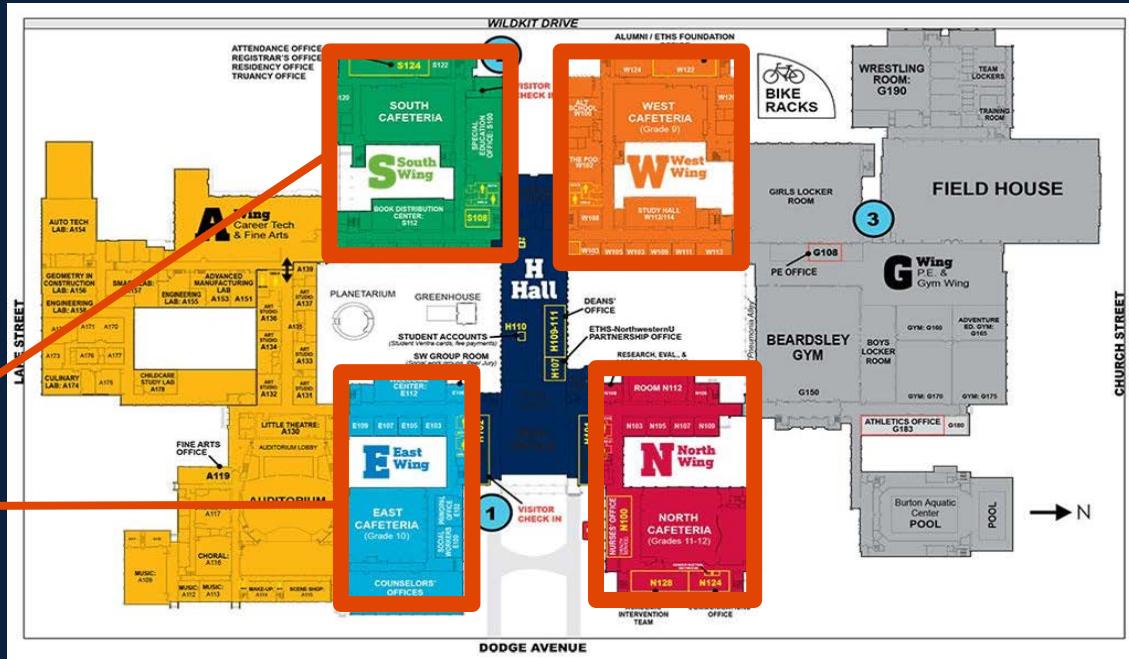
Recommendations for new terminology, numbering, and sign design concepts were developed in Phase 2.0 and vetted in feedback sessions with various ETHS stakeholders, including:

- **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:**

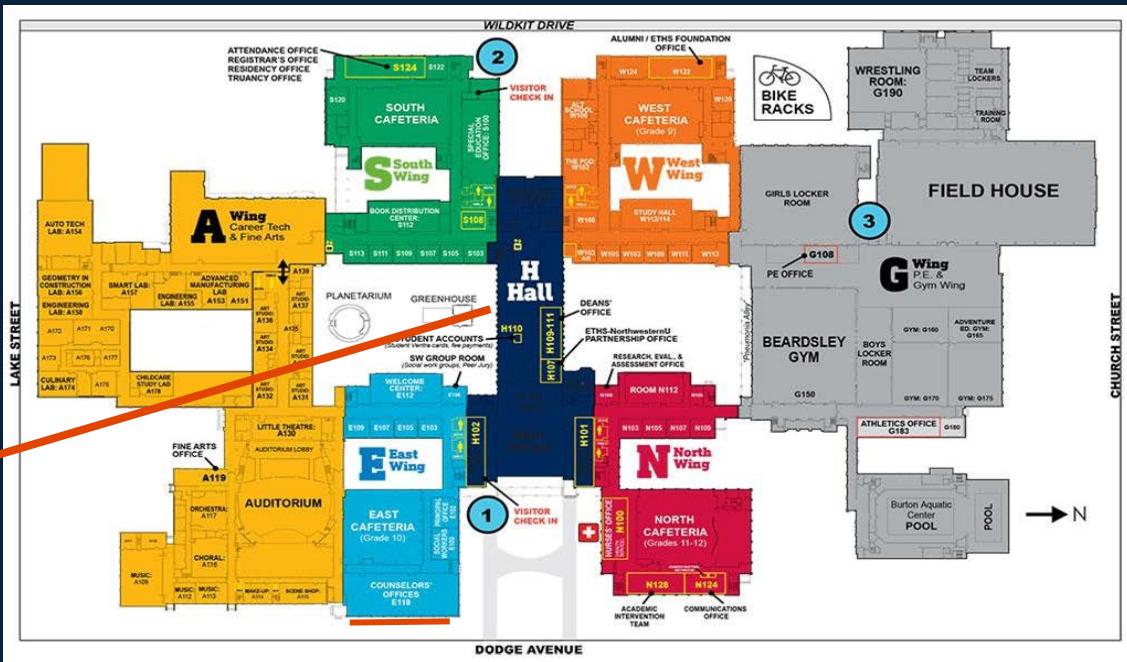
ETHS will rename the back drive “Wildkit Drive” to increase clarity when giving directions.



# 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.



PMS 289C

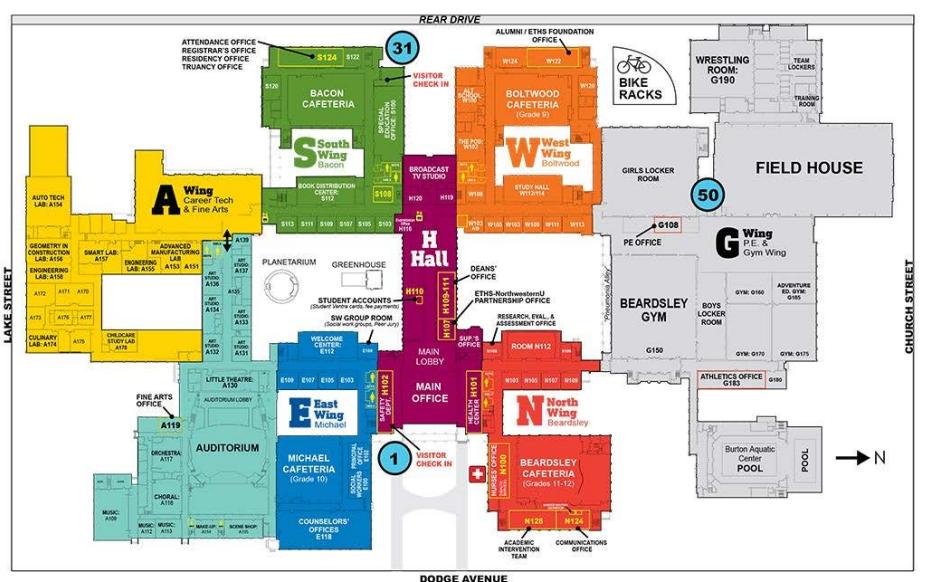


PMS 312

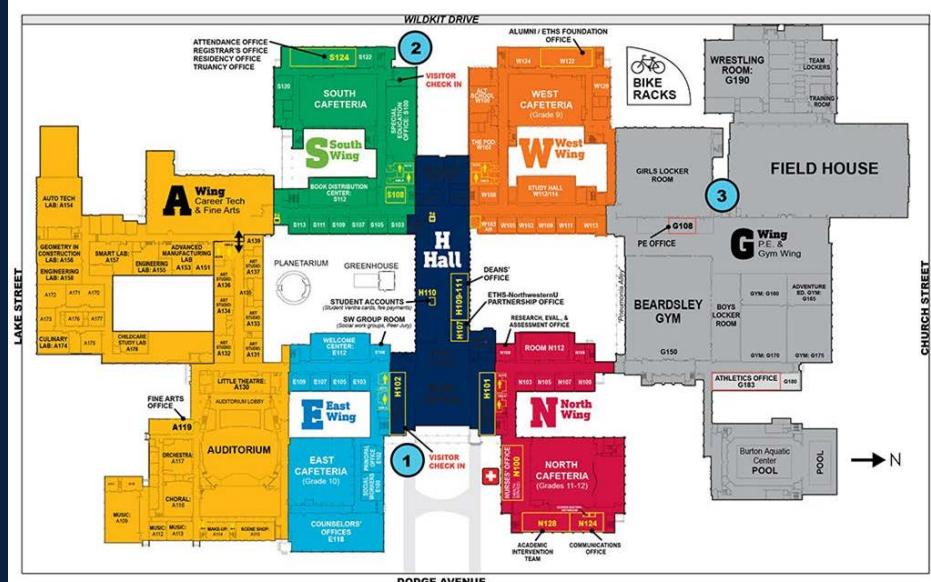


PMS 130C

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

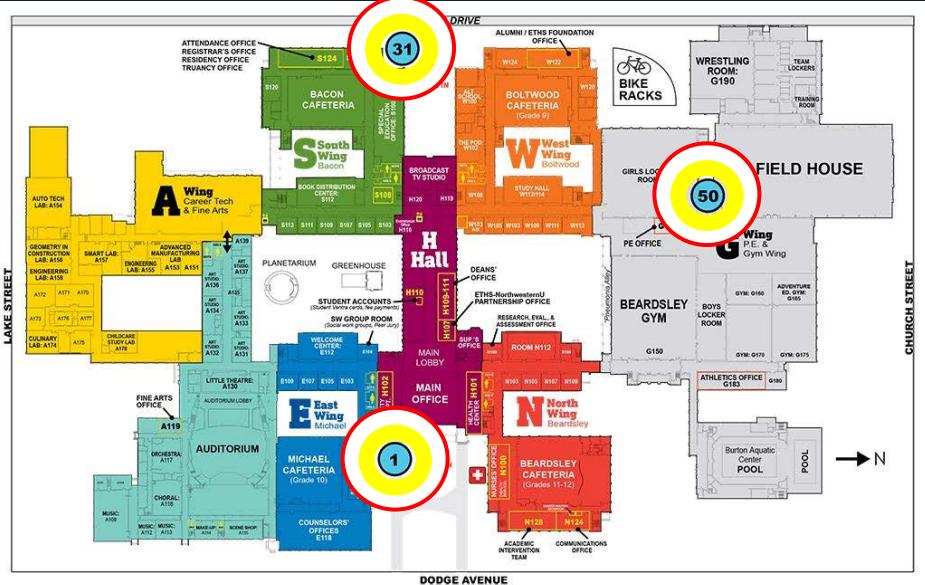


Existing Color Coding

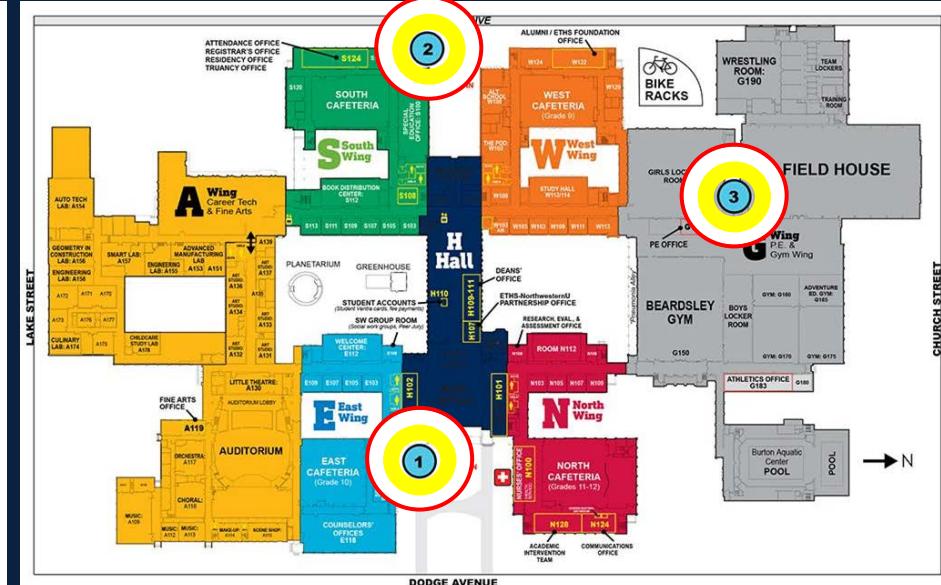


Approved: New Color Coding

# Numbering: Renumber Three Primary Entrances

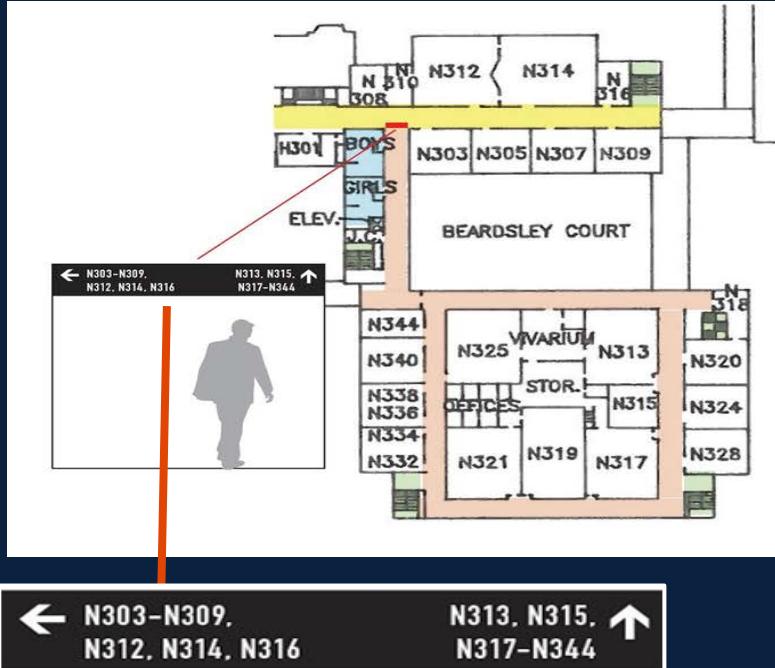


Existing #s for Primary Entrances:  
Door 1, Door 31, and Door 50

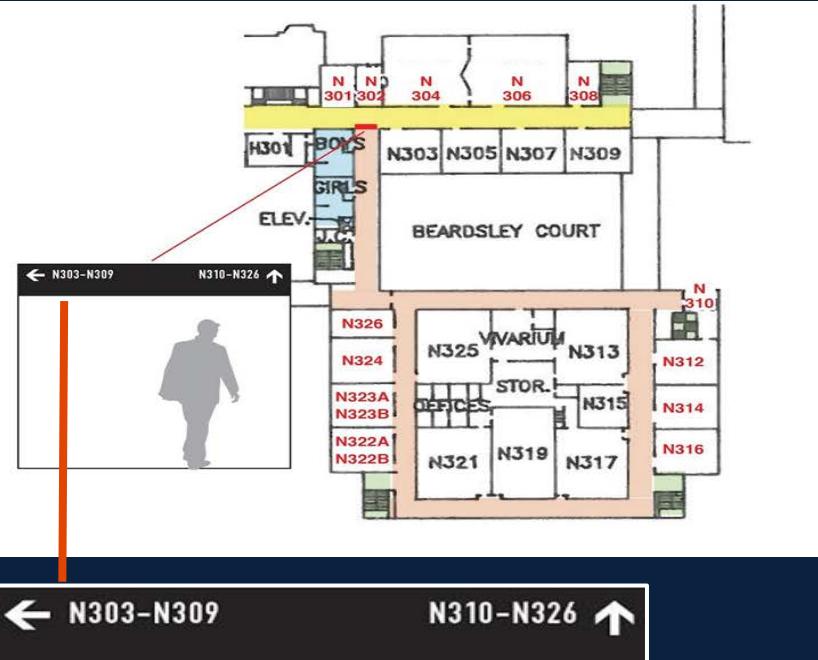


Approved: New #s for Primary Entrances:  
Door 1, Door 2, Door 3

# Numbering: Develop Room Renumbering Plan



Existing #s for North Wing, 3rd Floor Room Numbers (in The Cut).

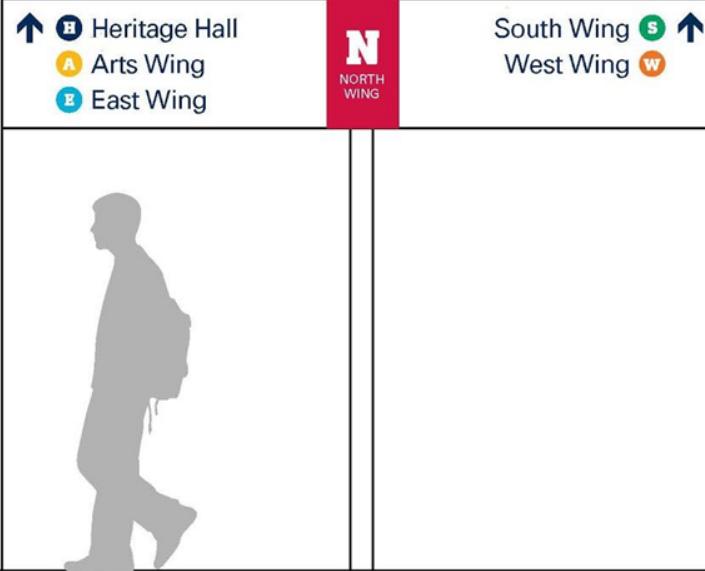


**Approved:** Develop room renumbering plan to address missing room numbers and those that are out-of-sequence.

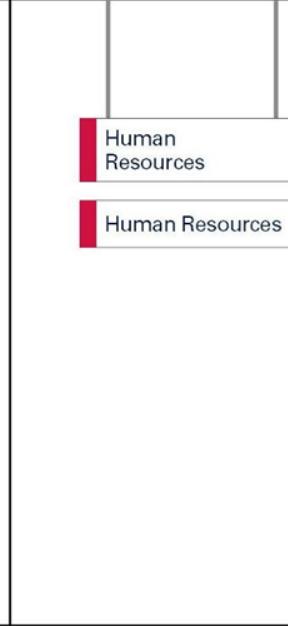
# Sign Design Concepts



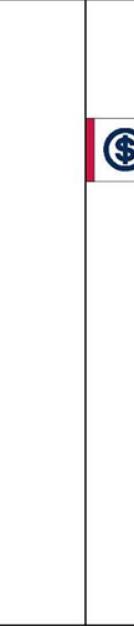
# Sign Design Concepts (Example of North Wing)



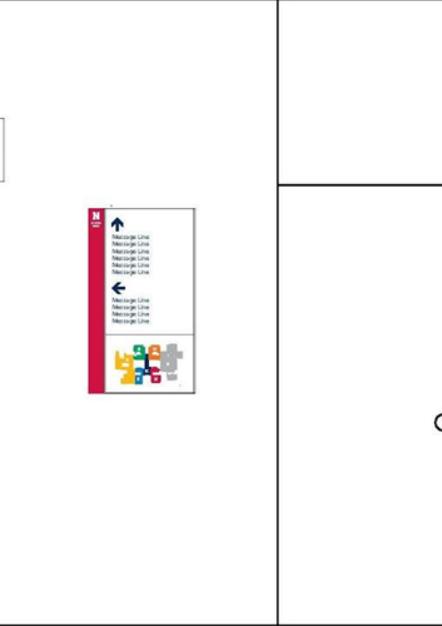
Primary Overhead Directional



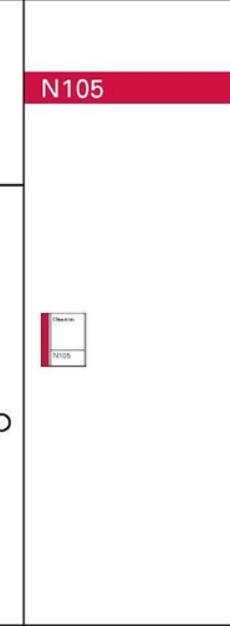
Overhead ID



Symbol Flag

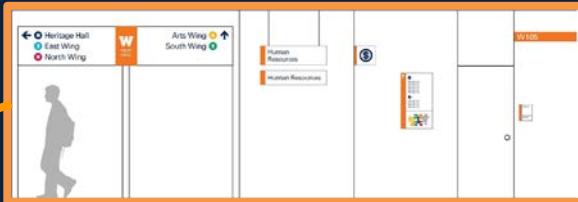
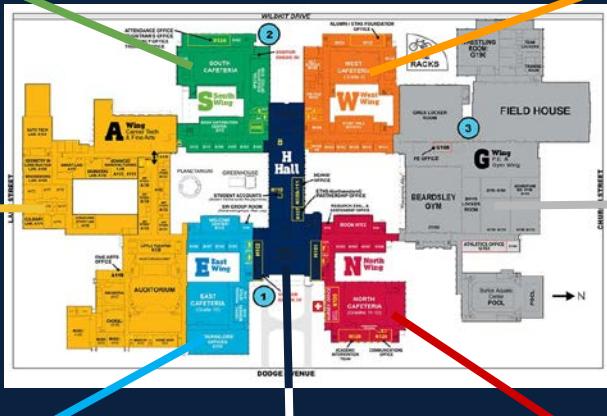


Primary Wall Directional

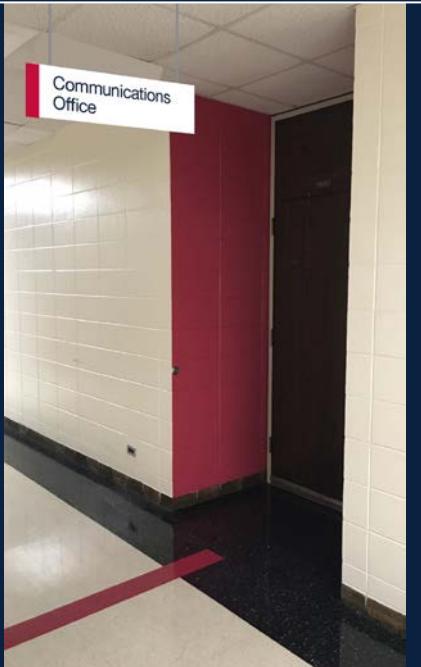


Room ID

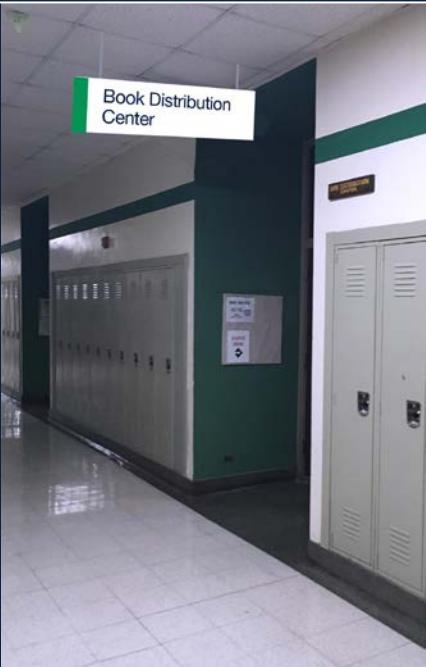
# Sign Design Concepts: Color Coded by Wing



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



North Wing



South Wing

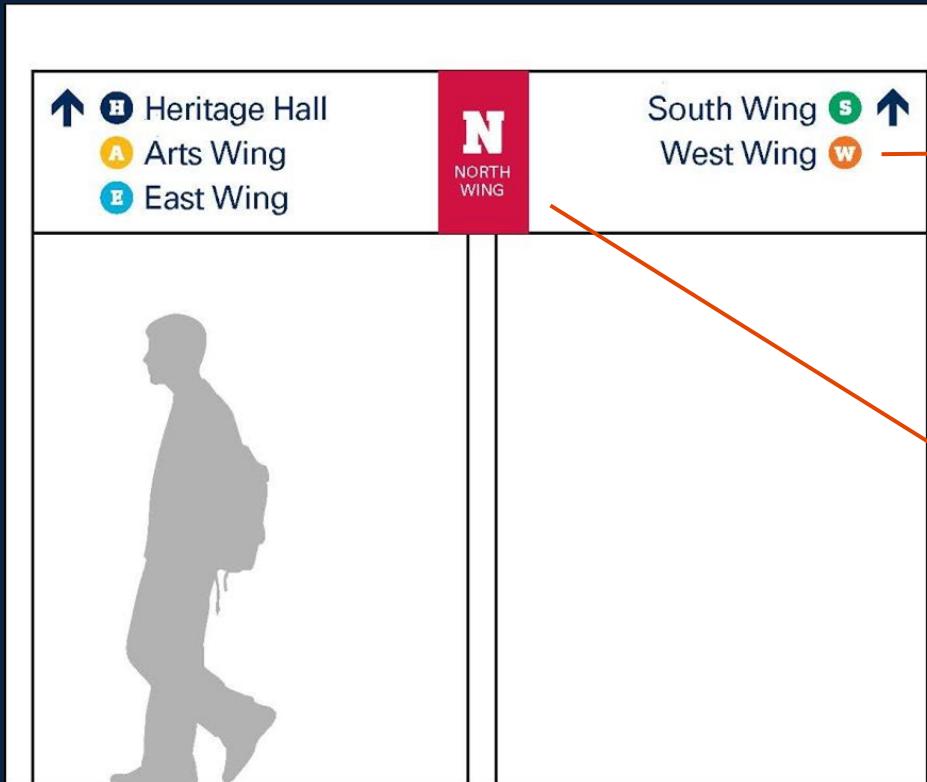


East Wing



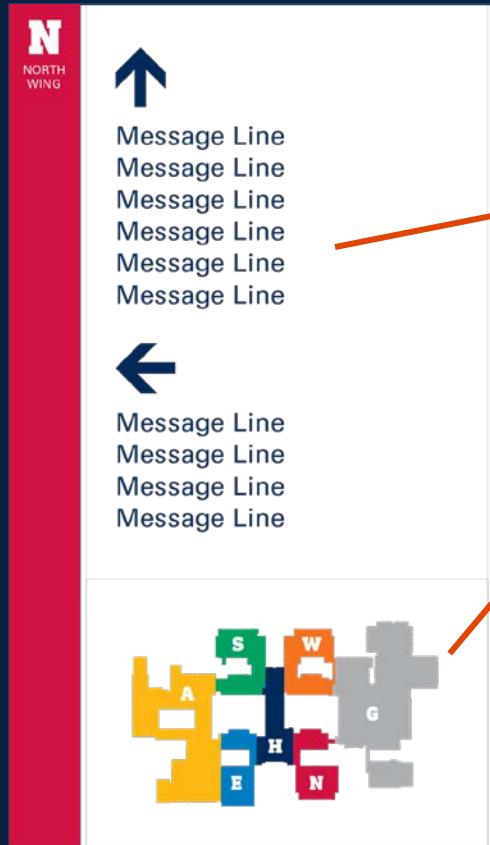
West Wing

# 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



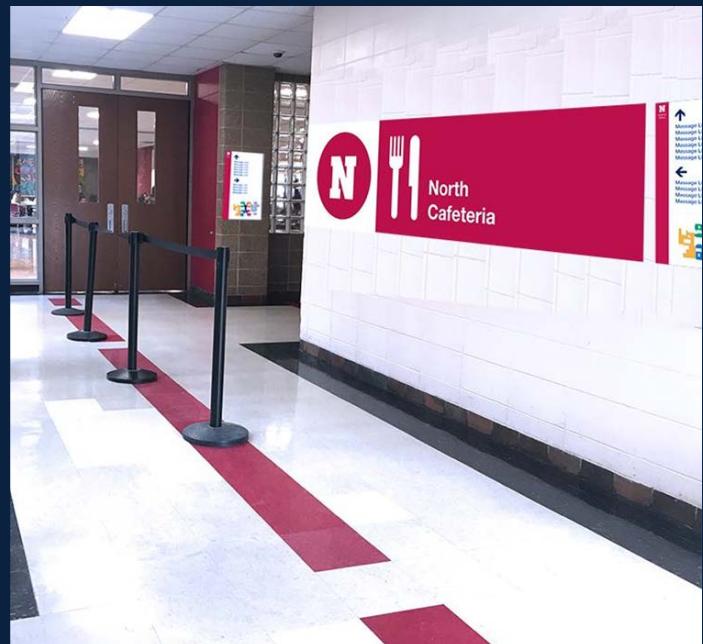
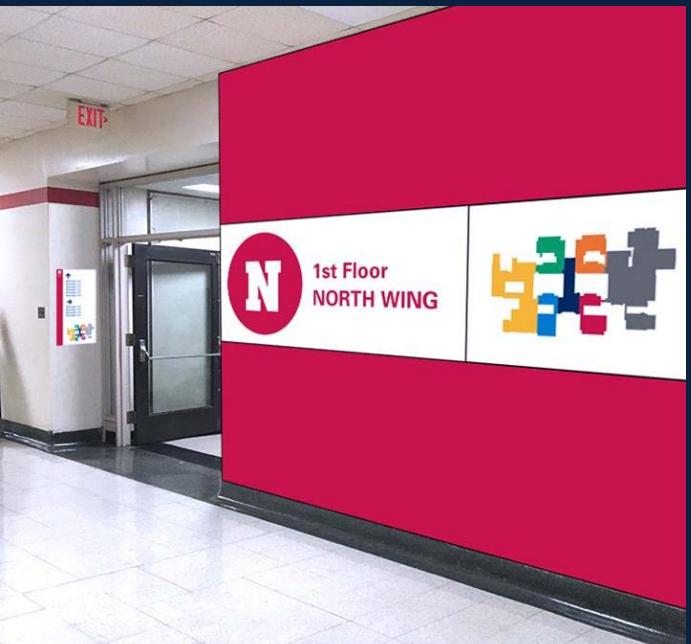
Inserts can be updated by  
ETHS Operations when  
information changes



Permanent Room Number  
(in English and Braille)

# Themed Wall Concept Examples

Designs & Locations Not Final



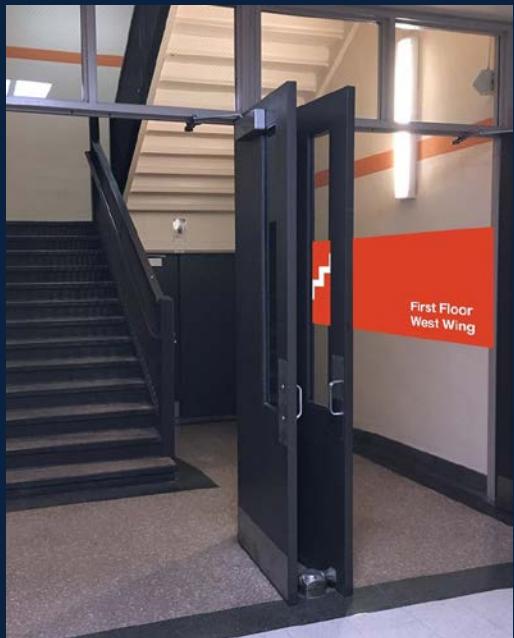
Wing Entry Wall

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

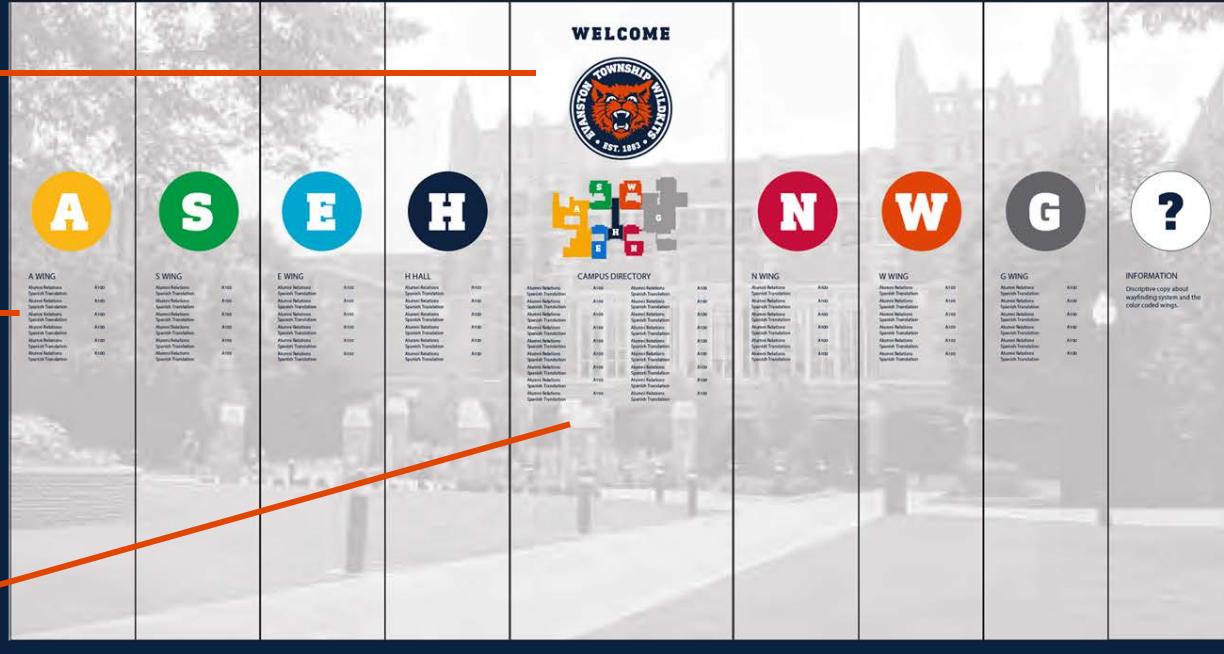
**Design Not Final**

# “Welcome” in multiple languages (design pending)

# Wing Directory

# Alpha Directory

(English/Spanish)

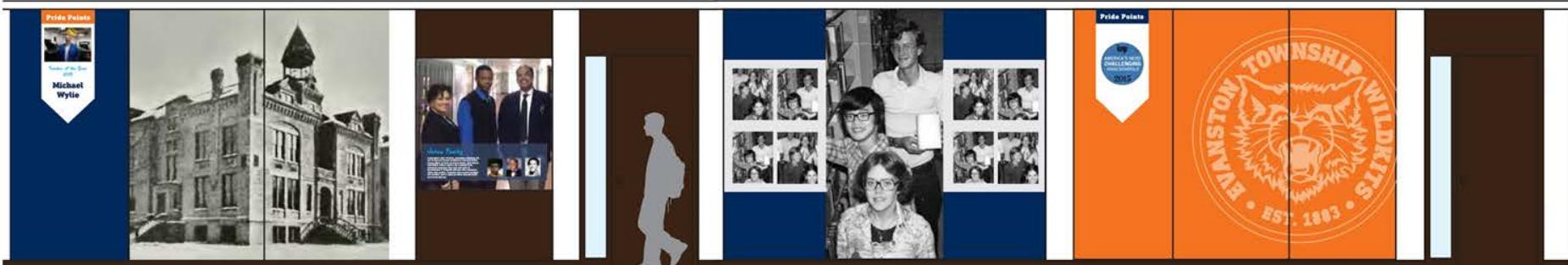
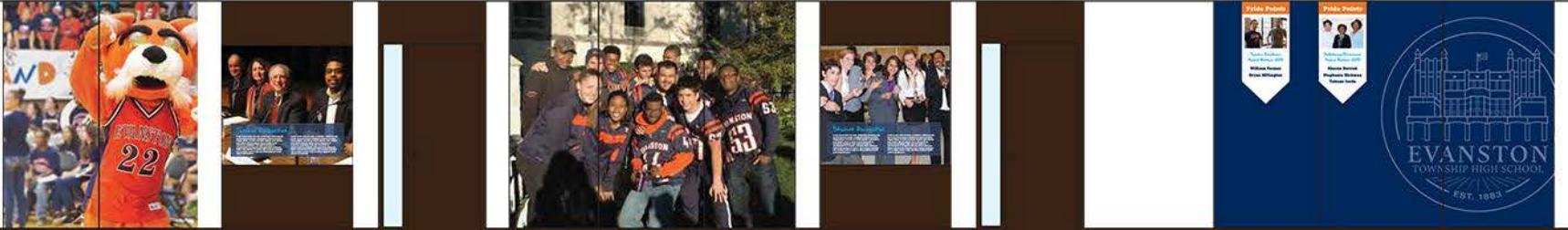


# Heritage Hall Theme Walls



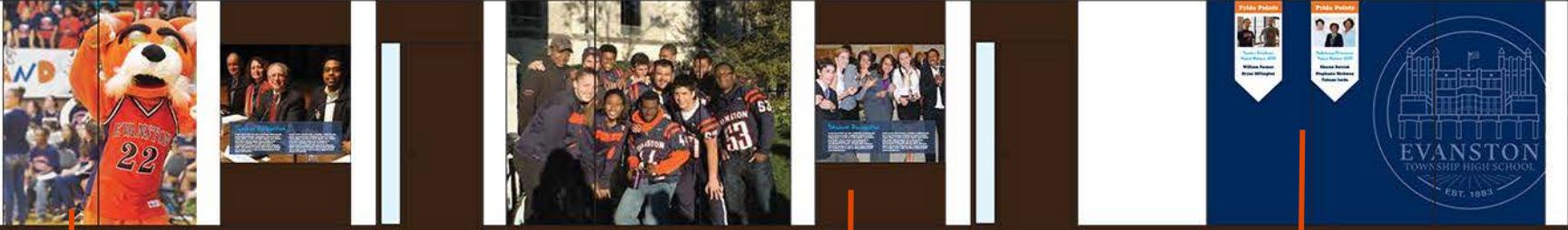
# Heritage Hall 1st Floor Concepts

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!

