

## Signage Committee 2/16/17

Attendance: Doni, Tim, Olivia, Jill, Phil, Nick, Geoff, Josephine, Thomas (Rogien's Proxy), Ty

### 1. Kiosks

1. Lots of positive comments these last couple of weeks.
2. Presentation this morning to Campus Advisory
  1. ACTION: solidify solution for logos within the system/mail merge
  2. Encouraging users to input request themselves
3. Clarified that standard is available for all events, many not sure this was an option.
4. Brochure: edit "questions ?s" on the back.
5. New Maps: Updated "play" icon, updated rooms.
  1. Review large wall-mounted maps, still need to see update for kiosks and digital
  2. Icons should always be listed in order: Eat, Play, Shop, Relax, Gather, Learn
  3. Wrapping columns, should we have multiples of the same icon?
  4. Sub-categories: Should we have them under learn? Need to be consistent
  5. If choosing between the two formats, larger map is favorite.
6. All digital wayfinding now updated to new ADA design
  1. ACTION: Doni to meet with Rose to make sure screens are working as intended
7. ACTION: Rogien to bring samples of digital signs around the building, plus a solution for the main staircase to direct to level 100 venues.
8. Dead Zones:
  1. Level 100 between commons and bookstore, has a screen but could move closer to where the trash can currently is (more open and eye-catching space).
  2. Level 200 by Sweets/El Centro/WGAC, something calling out those offices. (didn't notice SDPS screen)
  3. Level 200 by Intermissions, intersection of theatre, lounge, ASCSU etc. Could use some clarification as there are a lot of options.
  4. Level 200 Better call-out to student legal, didn't see the ceiling-mounted sign.
  5. Level 200 Grey Rock area, same sign that wasn't seen.
  6. In General: Arrows on wall-mounted signs confusing (pointing down meaning down stairs or behind?)
  7. Level 300 Long's Peak area
  8. Level 300 Int'l Programs area
  9. Level 300 by LSCGB meeting room, down to U-club
  10. In General: Kiosk arrows confusing, need more than just straight arrows? Needs to be solidified thoroughly
    1. ACTION: make sure each signage box has plenty of both types of arrows.
  11. Idea: tilted/waist-high screens vs flush wall mount? Specifically between

commons and Hallery area, might be more eye-catching. Could survey students to see what they are experiencing/wanting. Need to keep electricity, connectivity, accessibility and cleaning in mind.

1. ACTION: Olivia to lead sub-committee to get student feedback.
9. EMS data screen: updated to eliminate reservation info showing in pop-up.
  1. ACTION: Phil and Jason to continue assessing adding vertical screens for EMS data in other locations
10. ACTION: Ty to continue getting feedback from SDPS on digital screen update/alternative to high printed maps on kiosks.
11. Advertising for sign availability: Doni connected with 170ish communicators and directors to give info, and will continue to connect with Conference and Event services, updating brochure, and creation of ad campaign to promote signage options. Will send out finalized brochure across campus when finished.
12. Campaign planning in a month or so for better adoption of digital touch screens.
13. Level 100 promotion: bigger push once brewery and food concept are in, should help with map value.
  1. ACTION: Doni to push for Bagel Place 2 signage completion.
14. Should U-Club be Eat or Gather? Currently Gather
  1. ACTION: Geoff to check with Robert on preference.
15. Theatre: Changing to Gather, needs to be reserved.