

## Welcome Wayfinding for Seniors Facility

This privately owned senior living community recently underwent a campus wide expansion and renovation that included demolition, new construction and modernization of several existing buildings.

To give the campus a cohesive, neighborhood feel, and to help current and future residents navigate the new layout, ASI was contacted to work with Friendship Haven's executive committee to develop a signage master plan, and then fabricate and install a campus-wide exterior wayfinding signage system. Furthermore Friendship Haven wanted a "front door" feel and signage was critical in directing people to the new Welcome Center.





## SignStudies ❖ Senior Living

### Service Offerings

- Design-Build
- Brand Identity Integration
- Wayfinding
- Fabrication
- Installation

### Product Applications

- Custom Aluminum Exterior Signage
- Cut Metal Dimensional Letters

### Solution Partners

- ImageFirst
- Worker Creative

### About the Solution

The new buildings have a Prairie School architectural style, incorporating low pitched roofs with wide overhangs and linear accents. It was important to the client to tie into that theme, but at the same time carry a branded message. Custom aluminum and masonry construction were used to meet this goal, and reinforce the feeling of a professional, manicured environment, with a consistent style.

As always, scale and legibility were critical in the design phase, especially when considering the facilities senior population. A clear sans-serif typeface with tall x-height was chosen, along with contrasting colors to give the messages maximum readability. Potential traffic patterns were analyzed and key locations for landmark signage were identified.

