



ST. CLOUD ENVIRONMENTAL BRANDING & SIGNAGE

Kahler Slater
ENVIRONMENTAL BRANDING

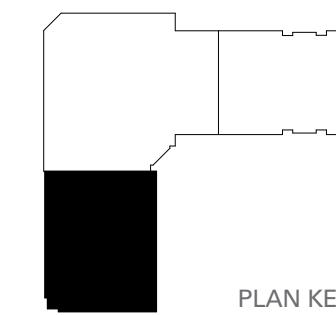
12.28.17 | 216109.01

ST. CLOUD
BRANDING



FLOOR 1S

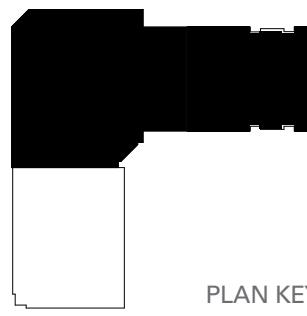
- A** Dimensional Logo
- B** Kinetic Boom
- C** Awards Display



PLAN KEY



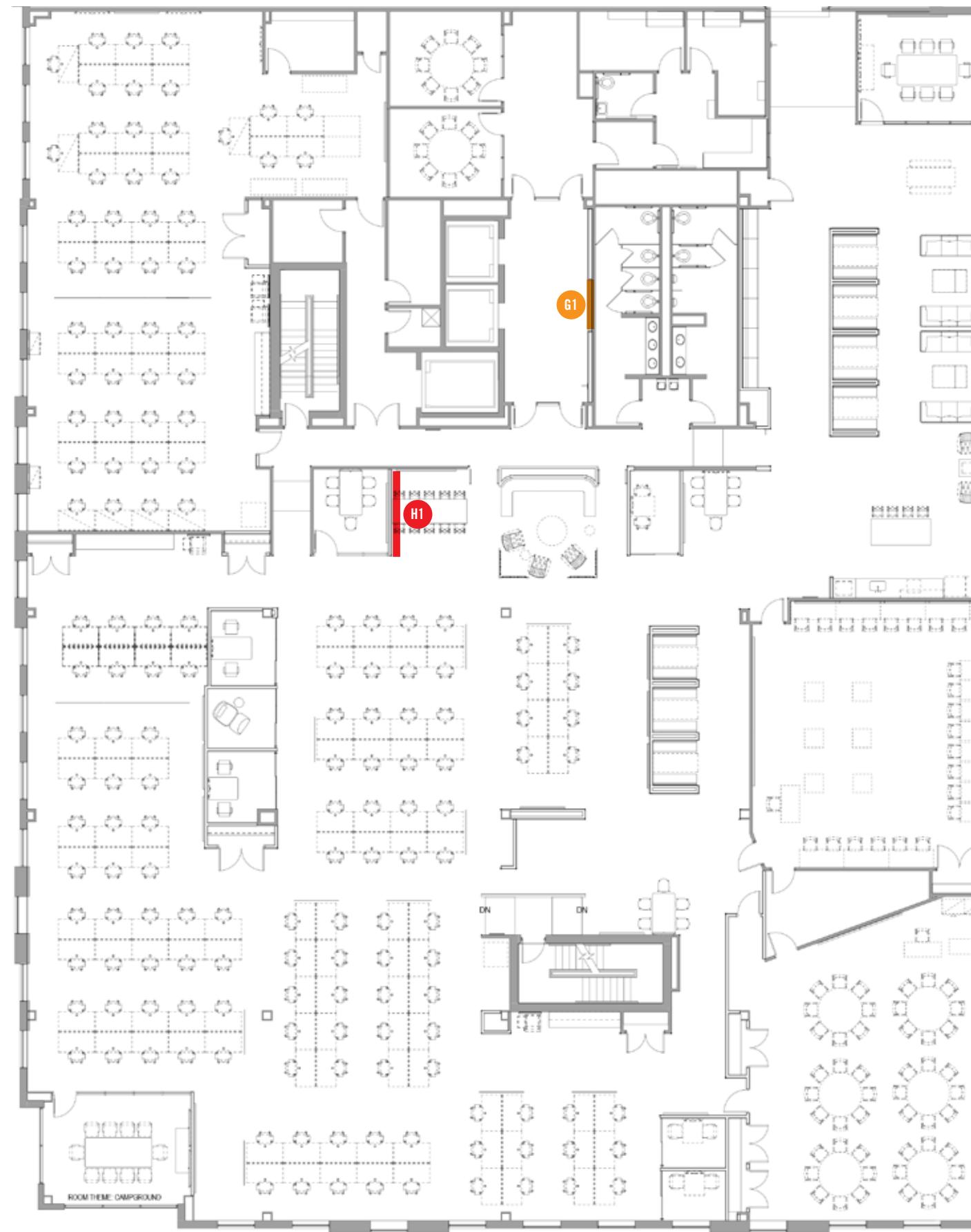
FLOOR 2N



PLAN KEY

E
Painted Typography

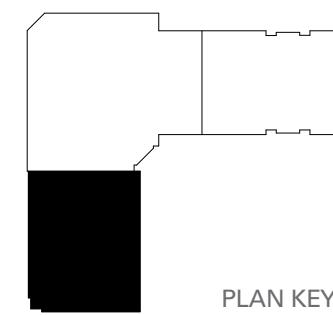
F
Dimensional Typography



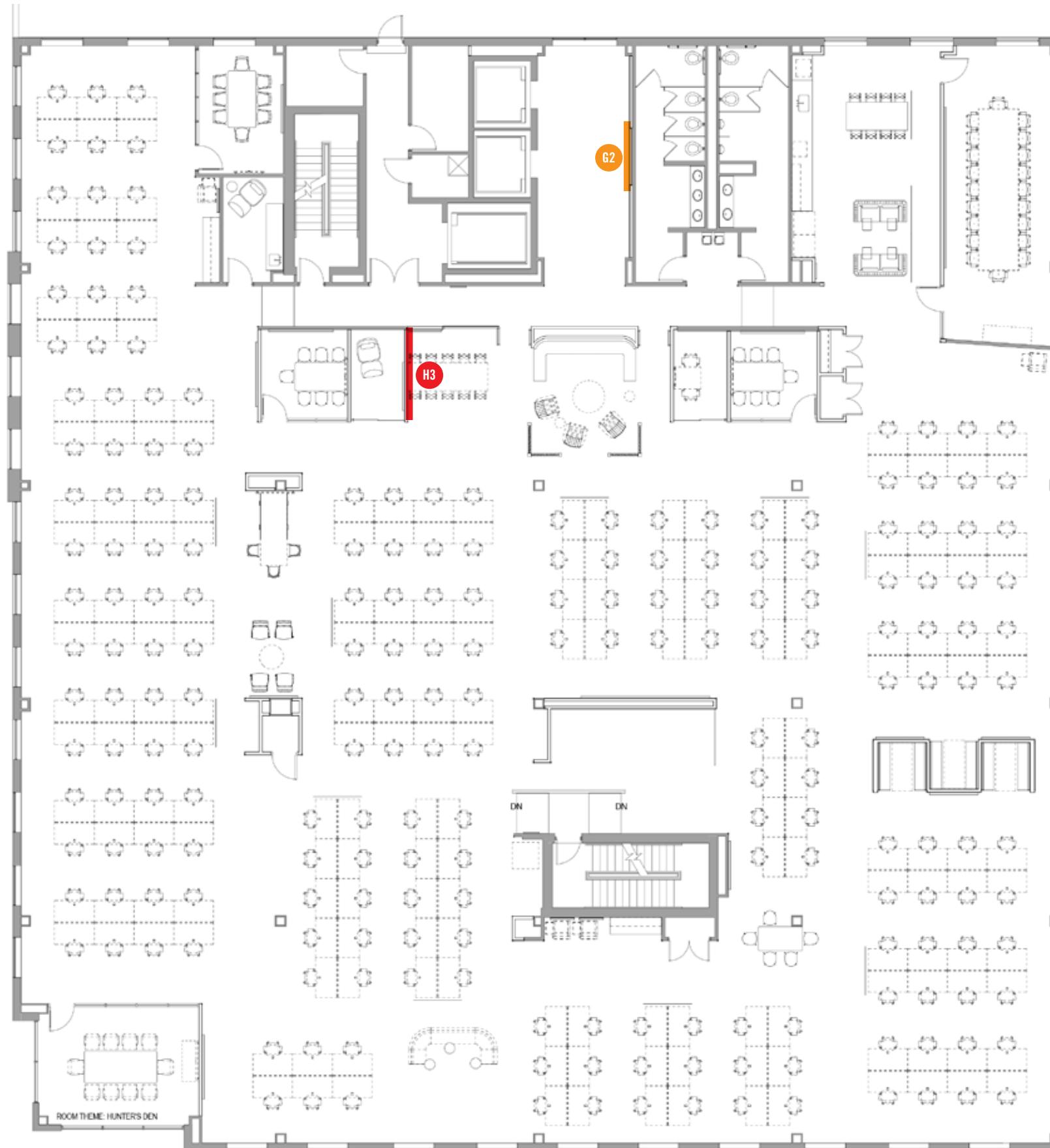
FLOOR 2S

G
Backlit Image

H
Sculptural Typography

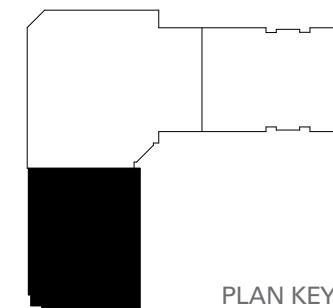


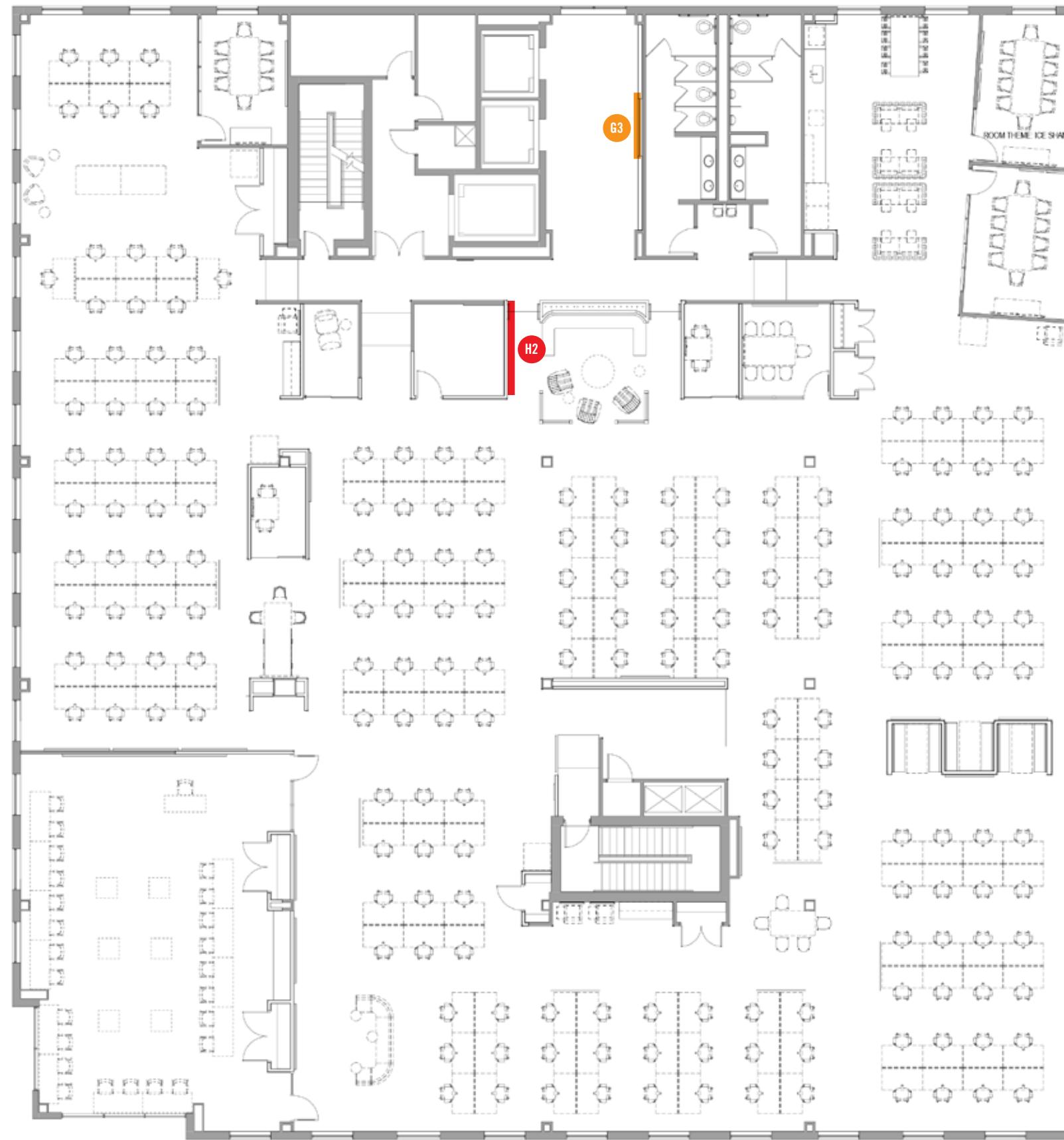
PLAN KEY



FLOOR 3S

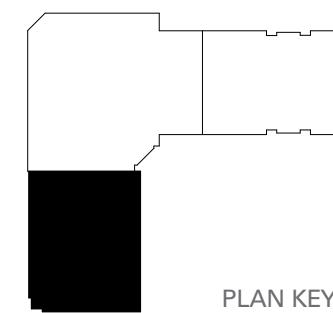
 G
Backlit Image





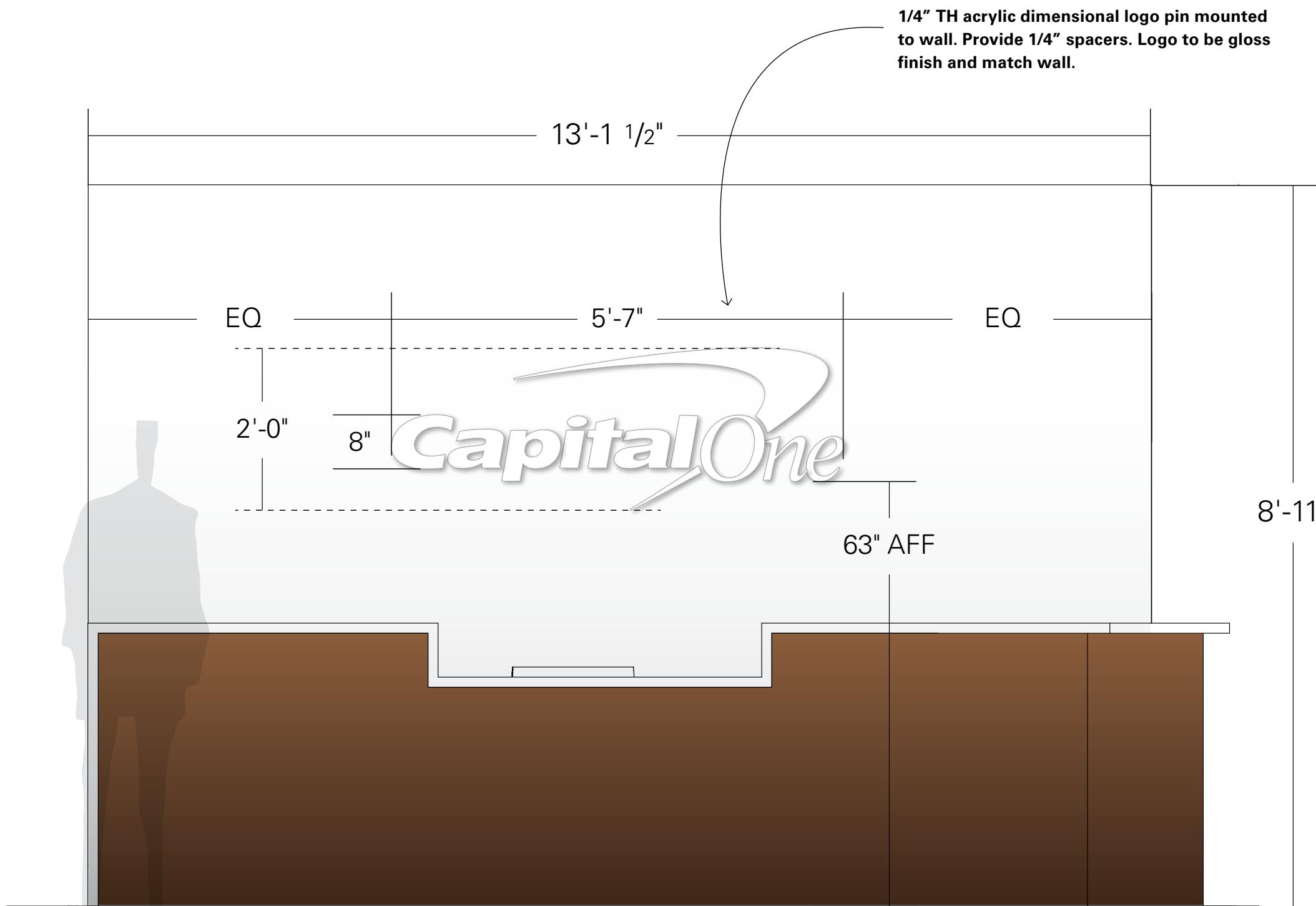
FLOOR 4S

- █ **G**
Backlit Image
- █ **H**
Sculptural Typography



PLAN KEY

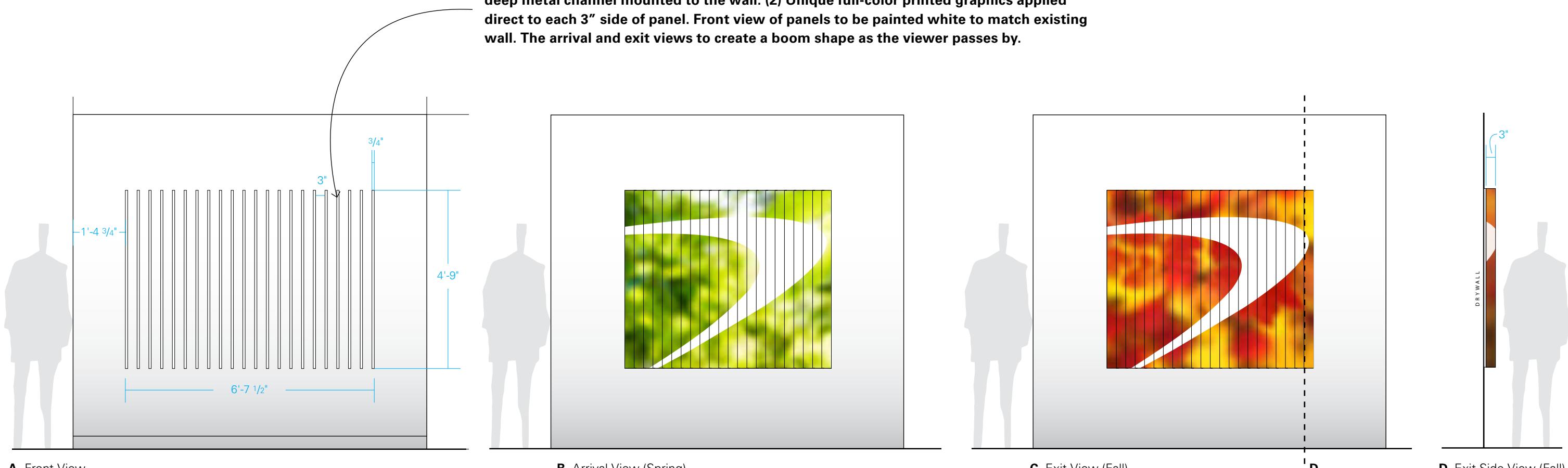
A. DIMENSIONAL LOGO



Reference

B. KINETIC BOOM

(22) 3/4" TH acrylic (or MDF) panels mounted flush to wall. Each panel to sit within a 1/2" deep metal channel mounted to the wall. (2) Unique full-color printed graphics applied direct to each 3" side of panel. Front view of panels to be painted white to match existing wall. The arrival and exit views to create a boom shape as the viewer passes by.



A. Front View

B. Arrival View (Spring)

C. Exit View (Fall)

D. Exit Side View (Fall)

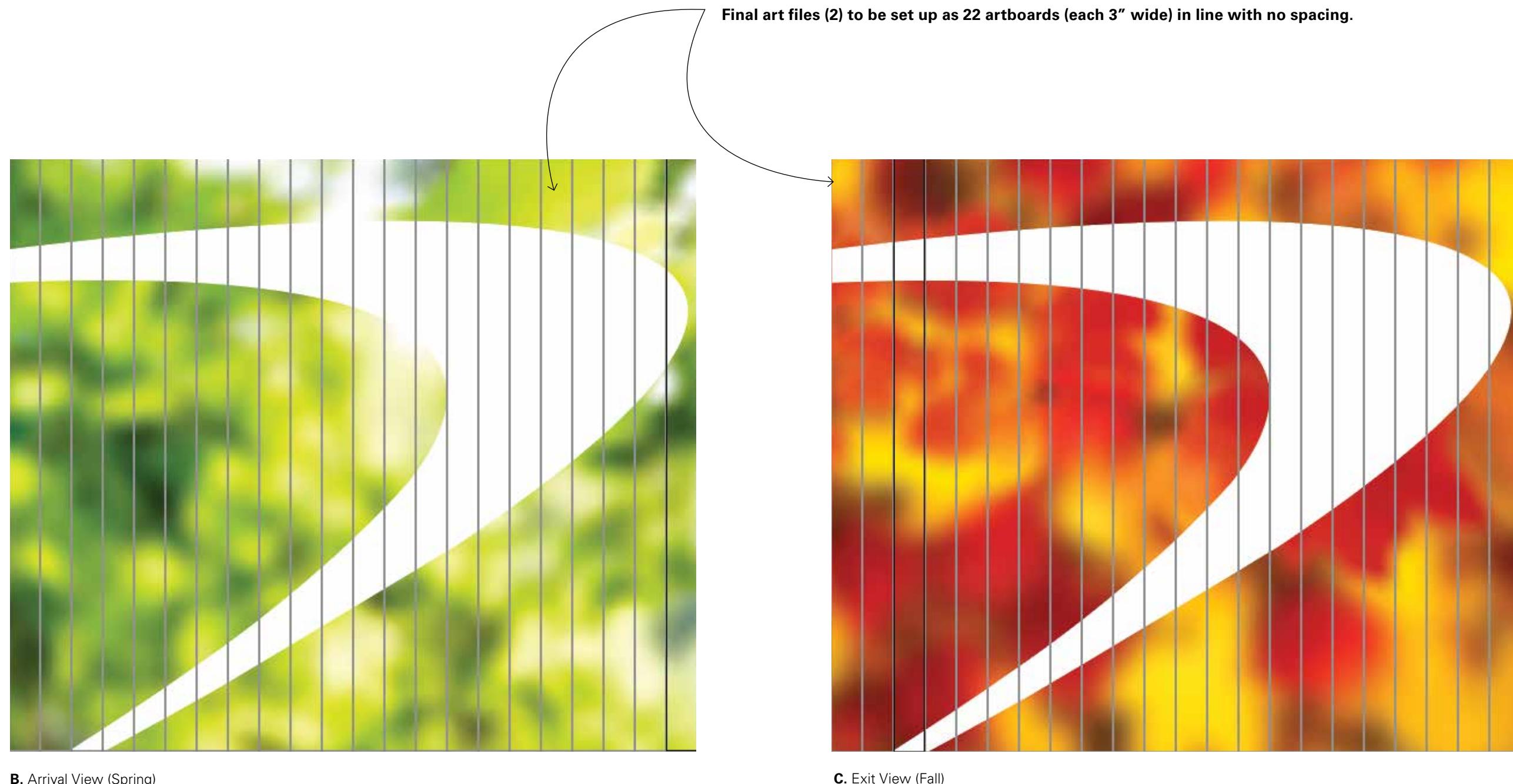


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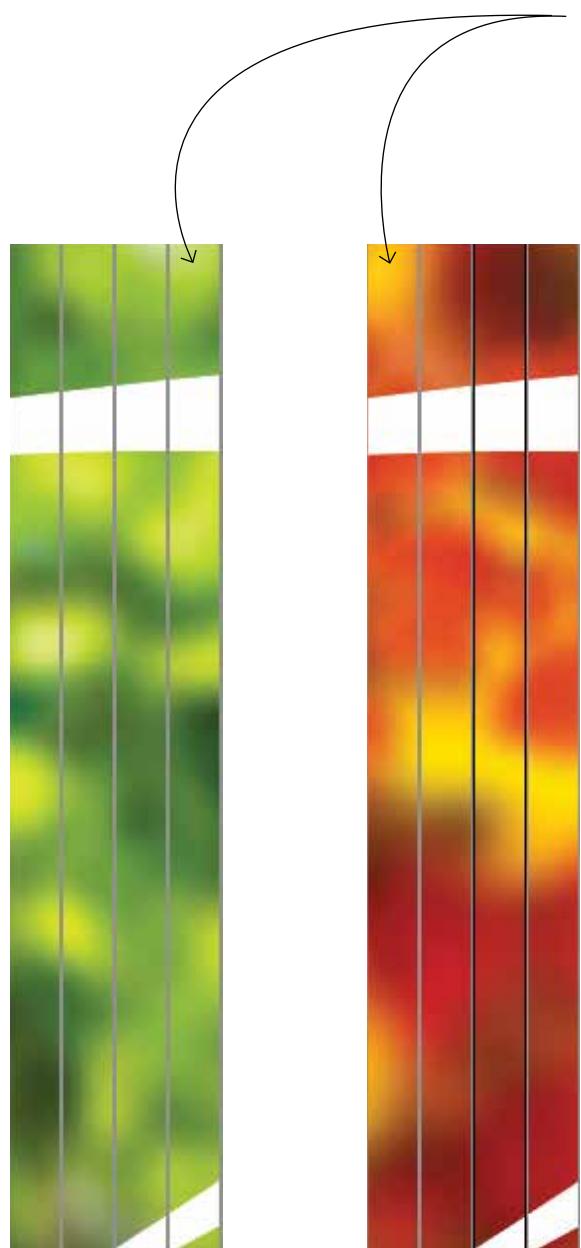


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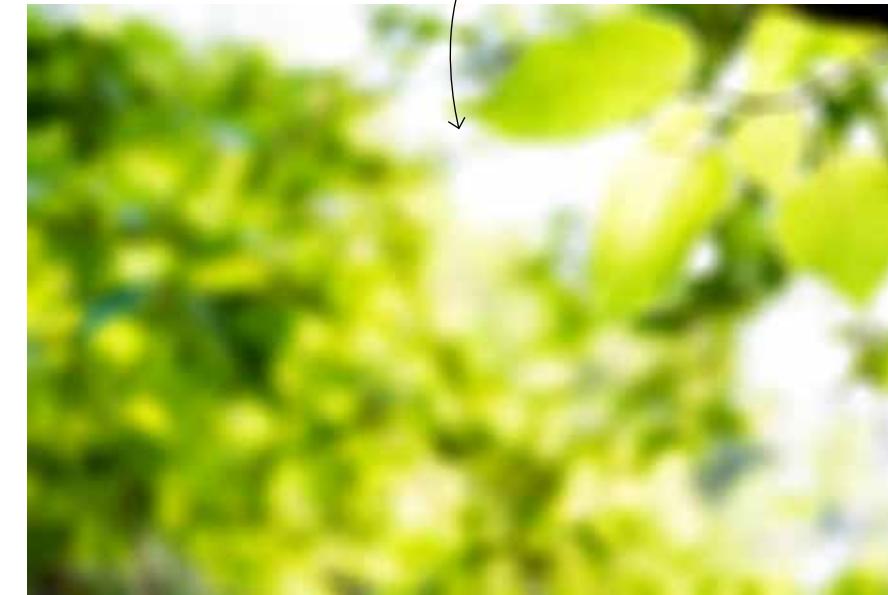
B. KINETIC BOOM



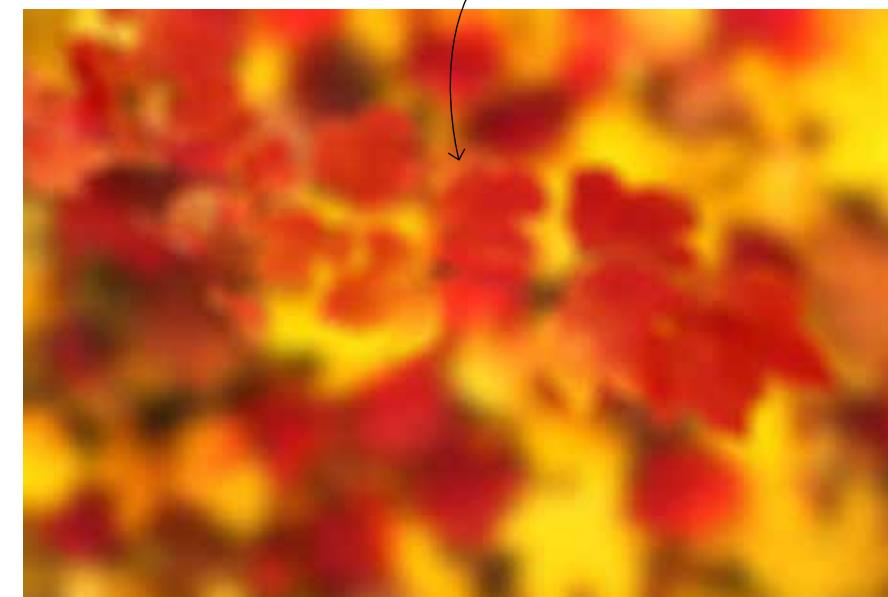
B. KINETIC BOOM: SAMPLE

SAMPLE 1

Full scale sample (4'-9" h) to include the first four acrylic panels with graphics printed to both sides.

SAMPLE 2

Half scale sample of Spring image printed to acrylic

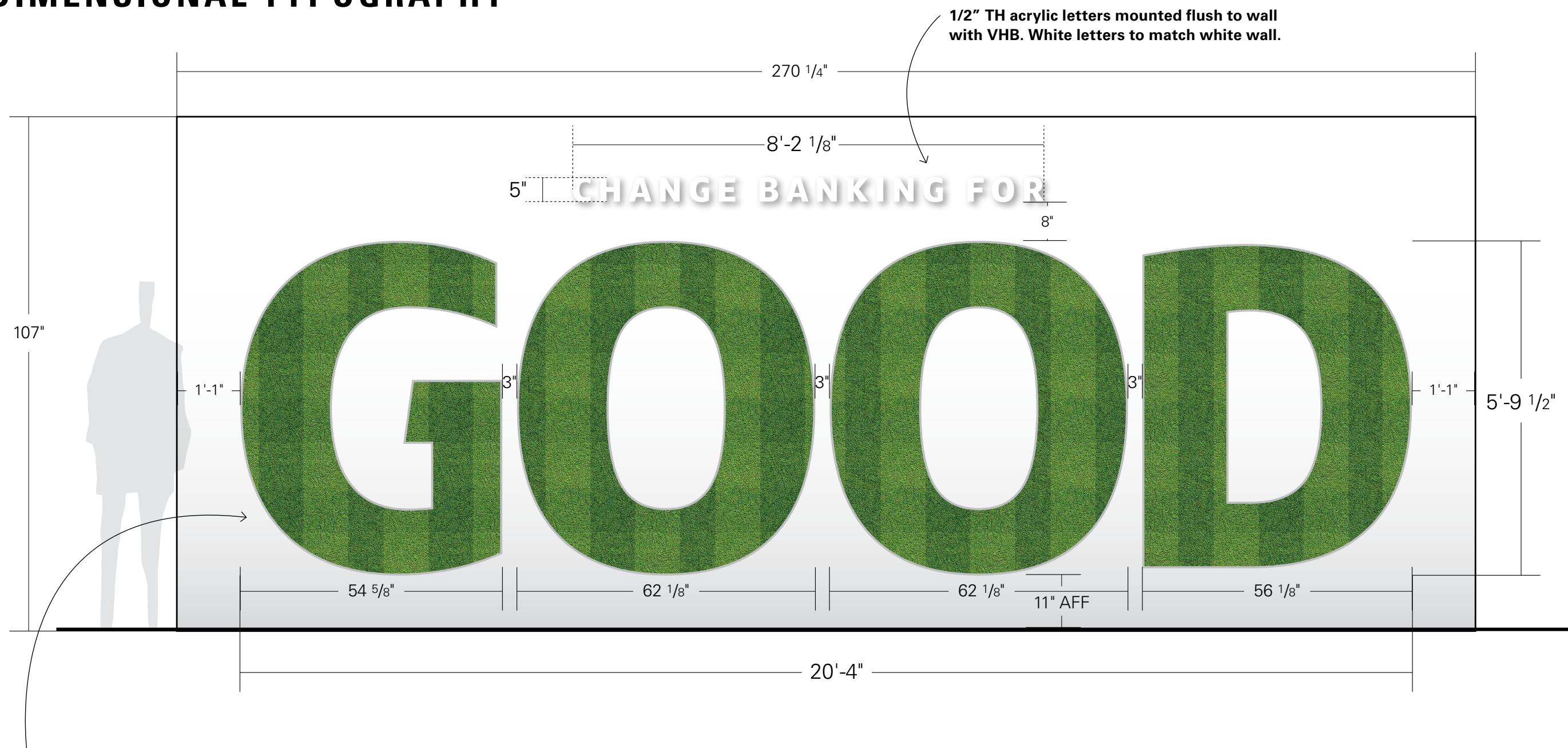
SAMPLE 3

Half scale sample of Fall image printed to acrylic

B. Arrival View (Spring)**C. Exit View (Fall)**

F. DIMENSIONAL TYPOGRAPHY

SPRING



**2" deep metal channel letters
mounted direct to wall.
Metal to be powder coated
(color TBD).**

**AstroTurf (or similar) to infill
letters and be in a gingham
pattern. See reference image.**



Reference: White dimensional typography



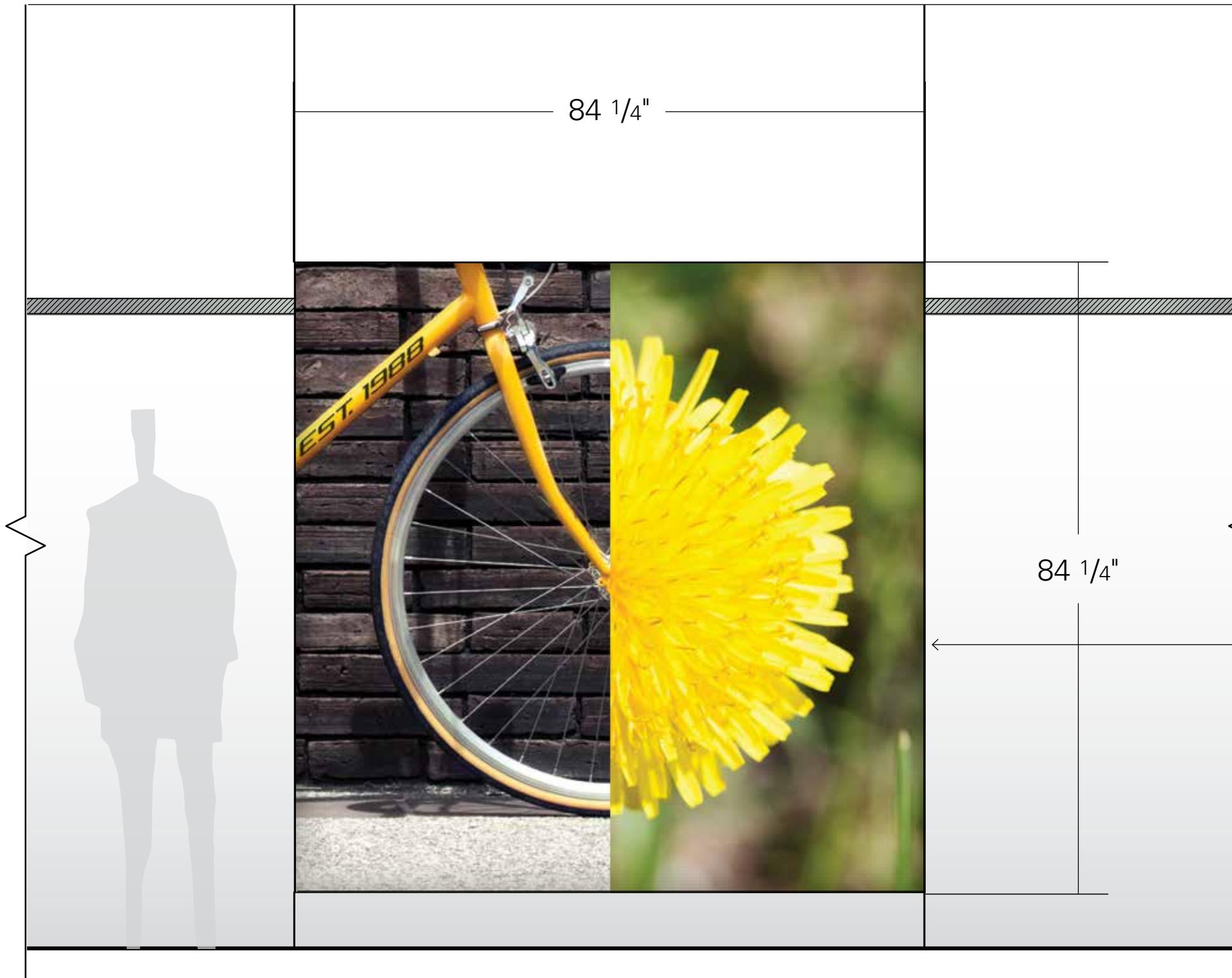
Reference: Letter mounted to wall



Reference: Grass pattern

G1, G2, G3: BACKLIT SEASONAL IMAGERY

SUMMER

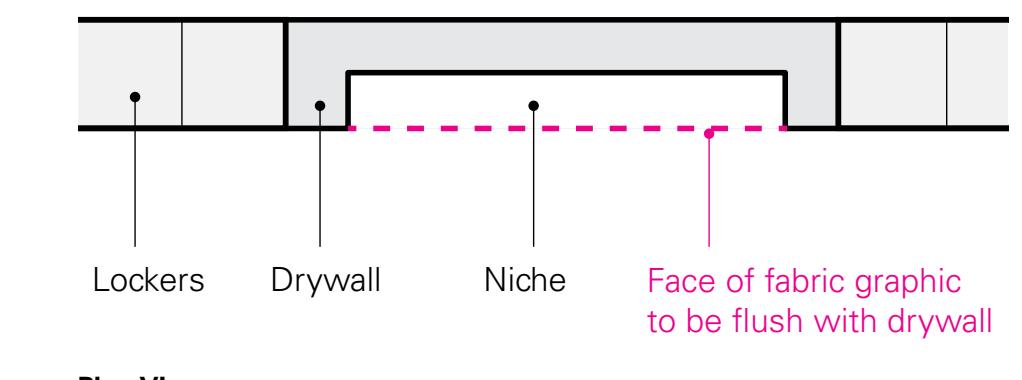
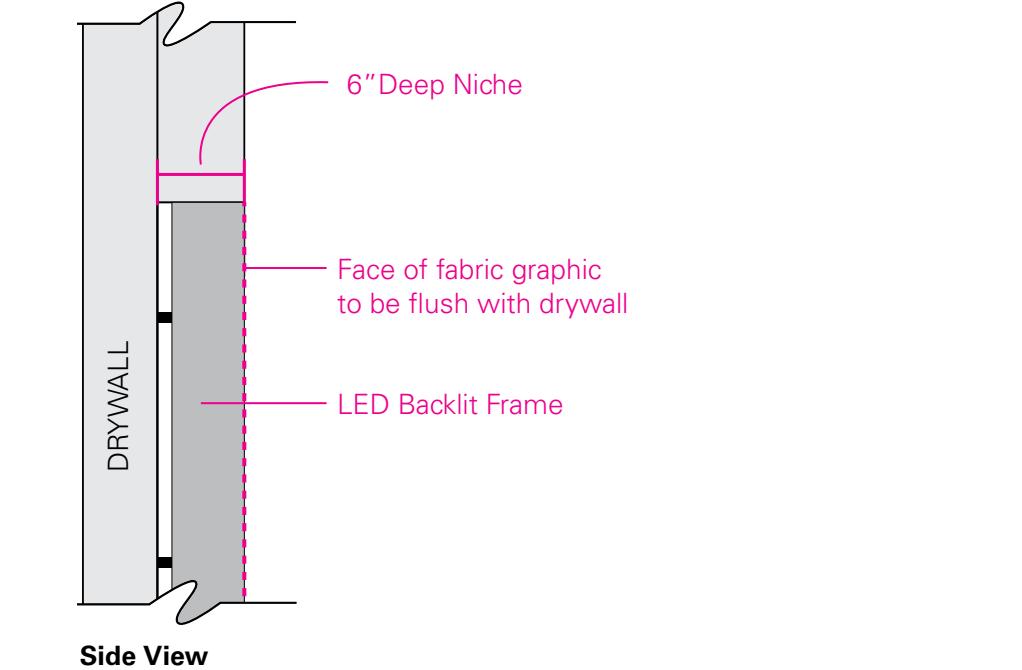
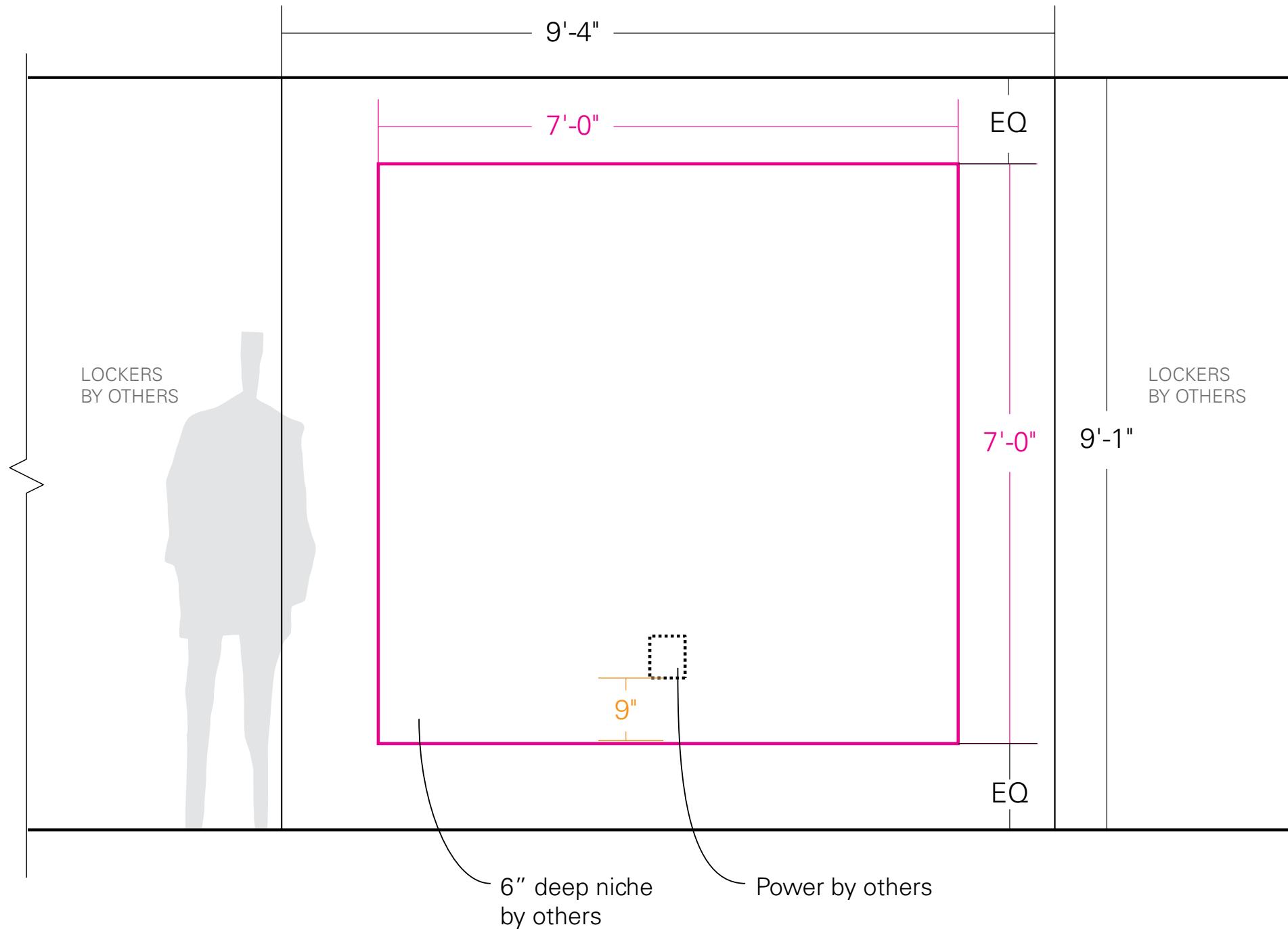


Reference

Full color image printed direct to fabric substrate. Fabric to be backlit and recessed into existing niche. Fabric to be taut when installed. See next page for additional specs.

G1, G2, G3: BACKLIT SEASONAL IMAGERY

FALL



G1, G2, G3: BACKLIT SEASONAL IMAGERY



G1



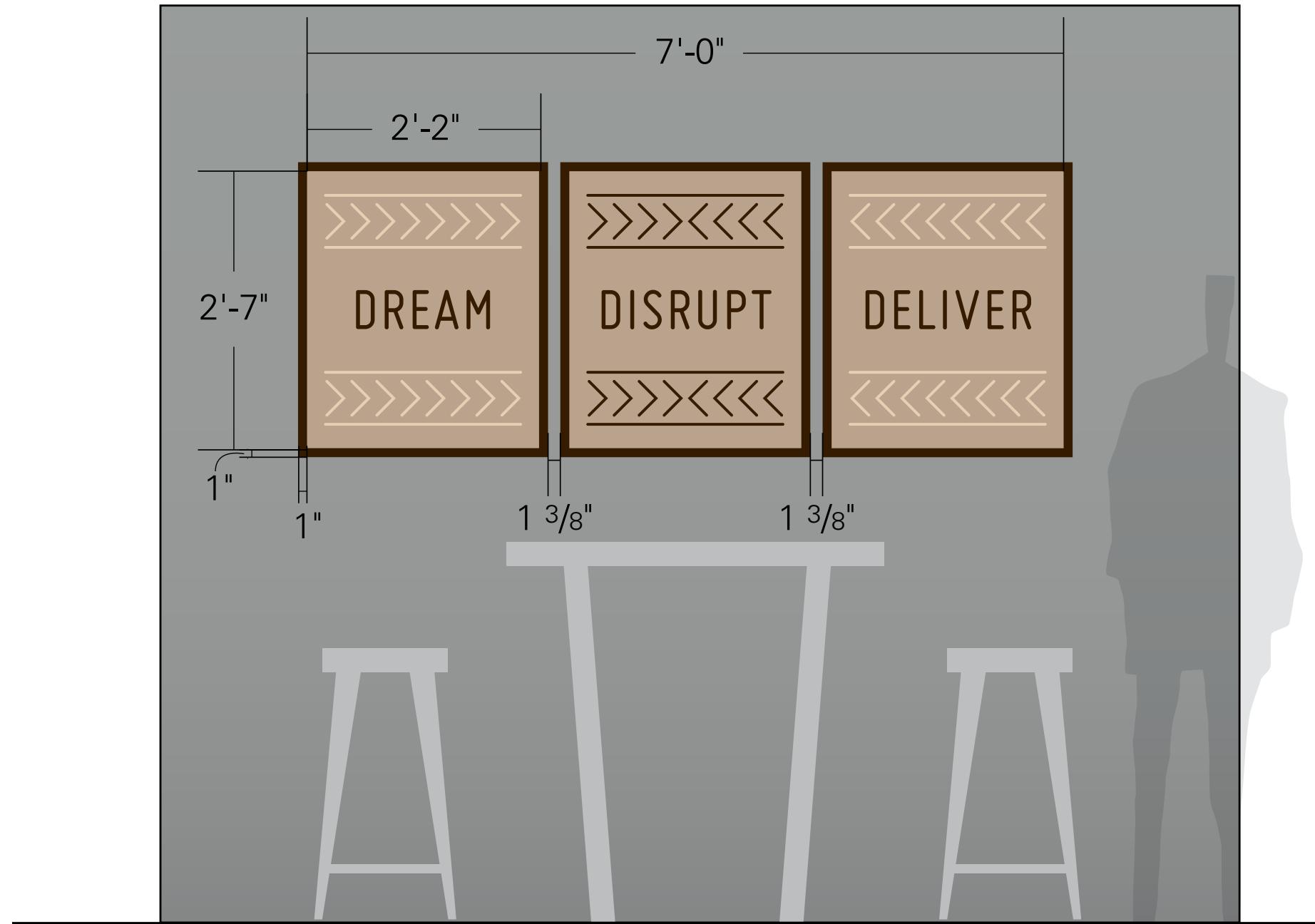
G2



G3

H1. SCULPTURAL TYPOGRAPHY: DREAM DISRUPT DELIVER

SUMMER

**SPECS:**

DREAM Panel: (1) wood panel measuring 2'-2" (W) x 2'-7" (H). Wood to be birch with clear coat stain. Arrow and line graphics to be engraved into wood. 'DREAM' to be engraved and infilled. Infill PT color to match Valencia teak frame color. Engraved depth TBD. Frame specifications to match H2 & H3.

DISRUPT Panel: (1) wood panel measuring 2'-2" (W) x 2'-7" (H). Wood to be birch with clear coat stain. Arrow, line graphics and DISRUPT to be engraved into wood and infilled. Infill PT color to match Valencia teak frame color. Engraved depth TBD. Frame specifications to match H2 & H3.

DELIVER Panel: (1) wood panel measuring 2'-2" (W) x 2'-7" (H). Wood to be birch with clear coat stain. Arrow and line graphics to be engraved into wood. 'DELIVER' to be engraved and infilled. Infill PT color to match Valencia teak frame color. Engraved depth TBD. Frame specifications to match H2 & H3.

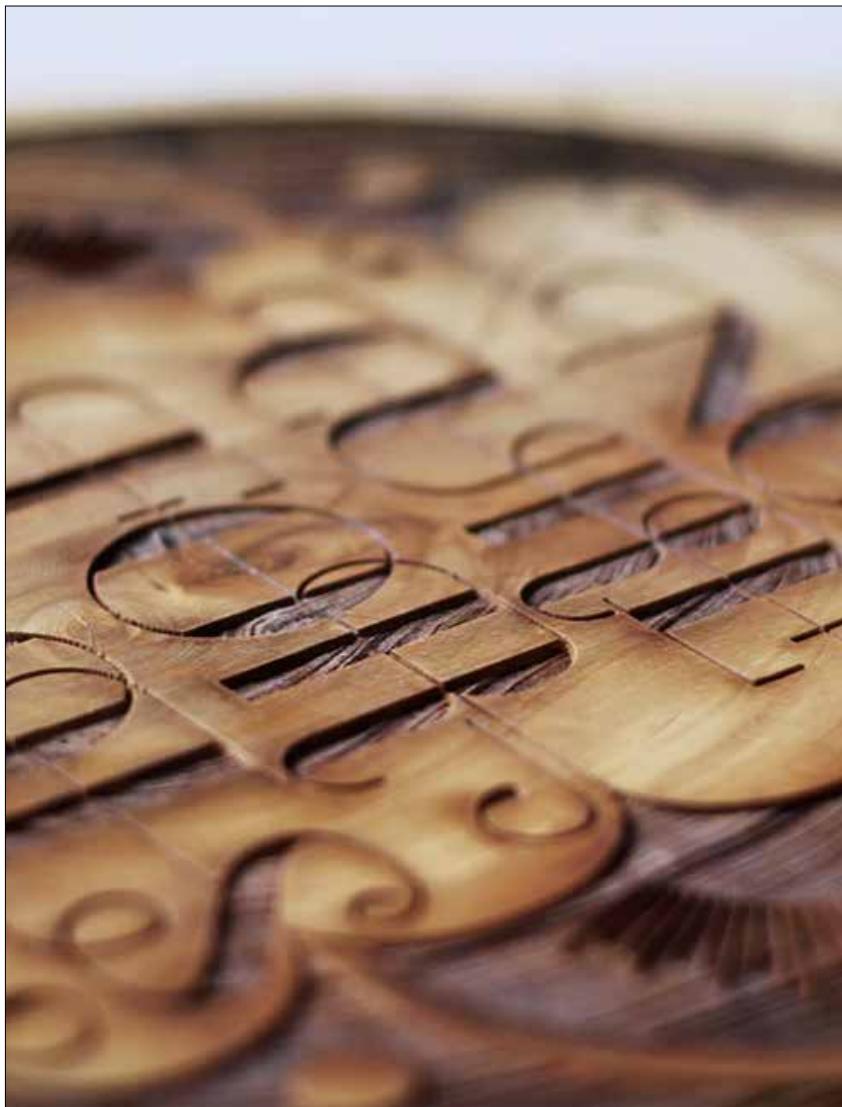
FRAME: Frame face to be 1" wide. Frame to be 2" deep. Frame to match plastic laminate Nevamar, Valencia Teak #WT0003PV. Frame to have clean edges with mitered corners. All fasteners to be hidden. Frame to be hung flush on wall.

H1. SCULPTURAL TYPOGRAPHY: REFERENCE

SUMMER



Engraved Birch



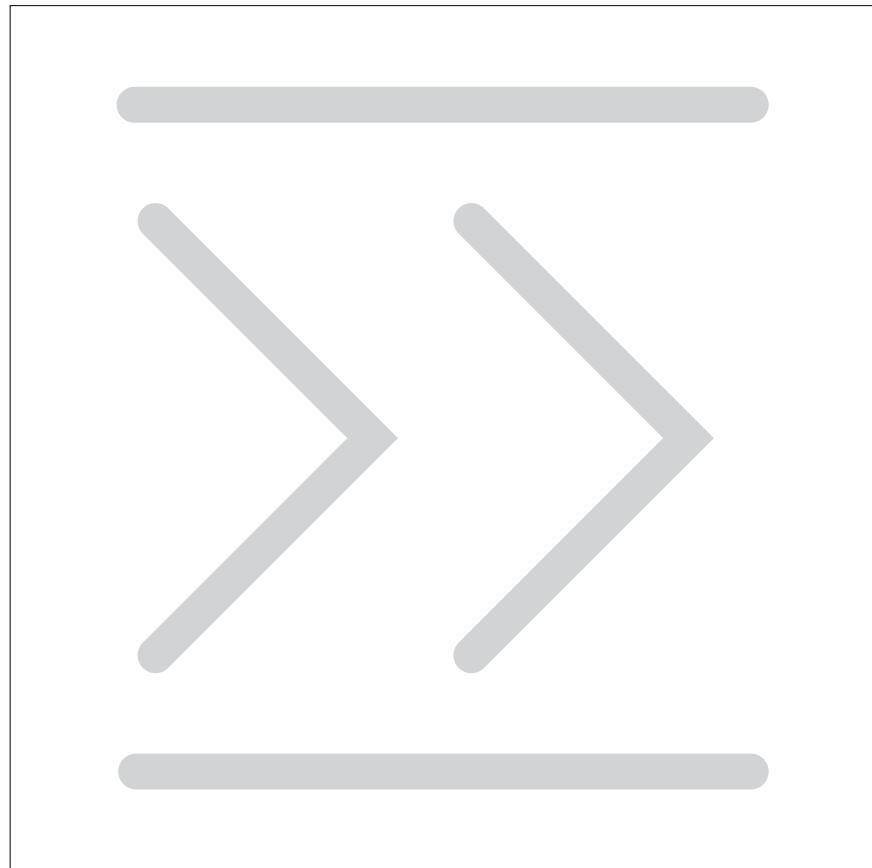
Laser Etched



Paint Infill

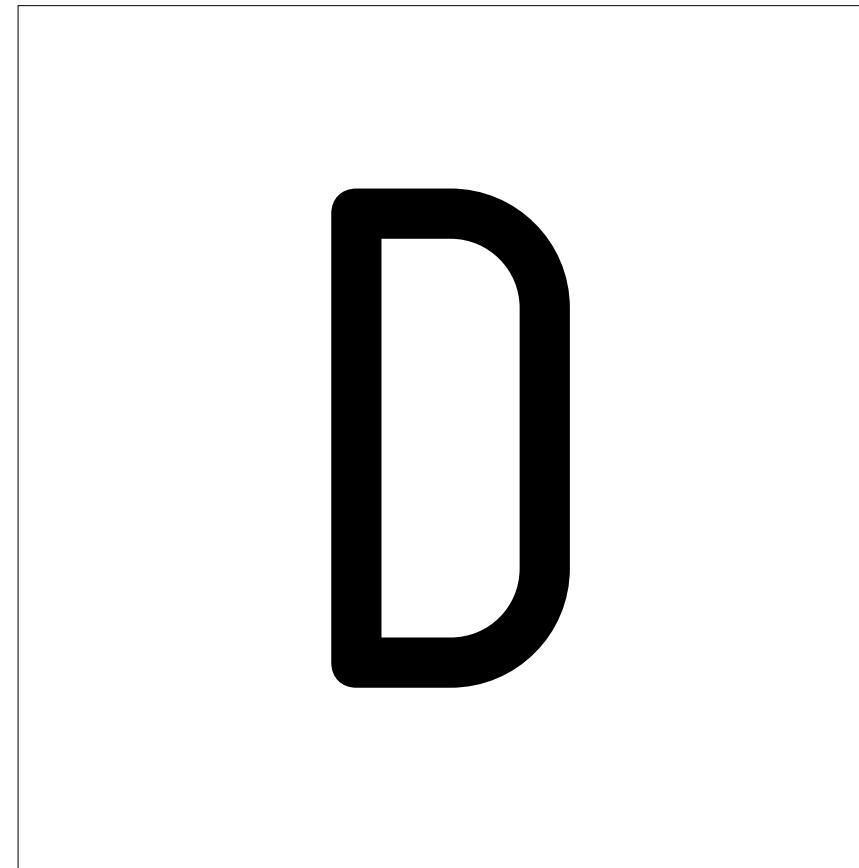
H1. SCULPTURAL TYPOGRAPHY: SAMPLES

SUMMER



Sample 1

- (1) 7 1/2" x 7 1/2" birch wood panel
- Arrows and lines engraved 1/8" deep, no infill



Sample 2

- (1) 7 1/2" x 7 1/2" birch wood panel
- "D" engraved 1/16" deep and infilled with PT to match Valencia Teak wood spec.

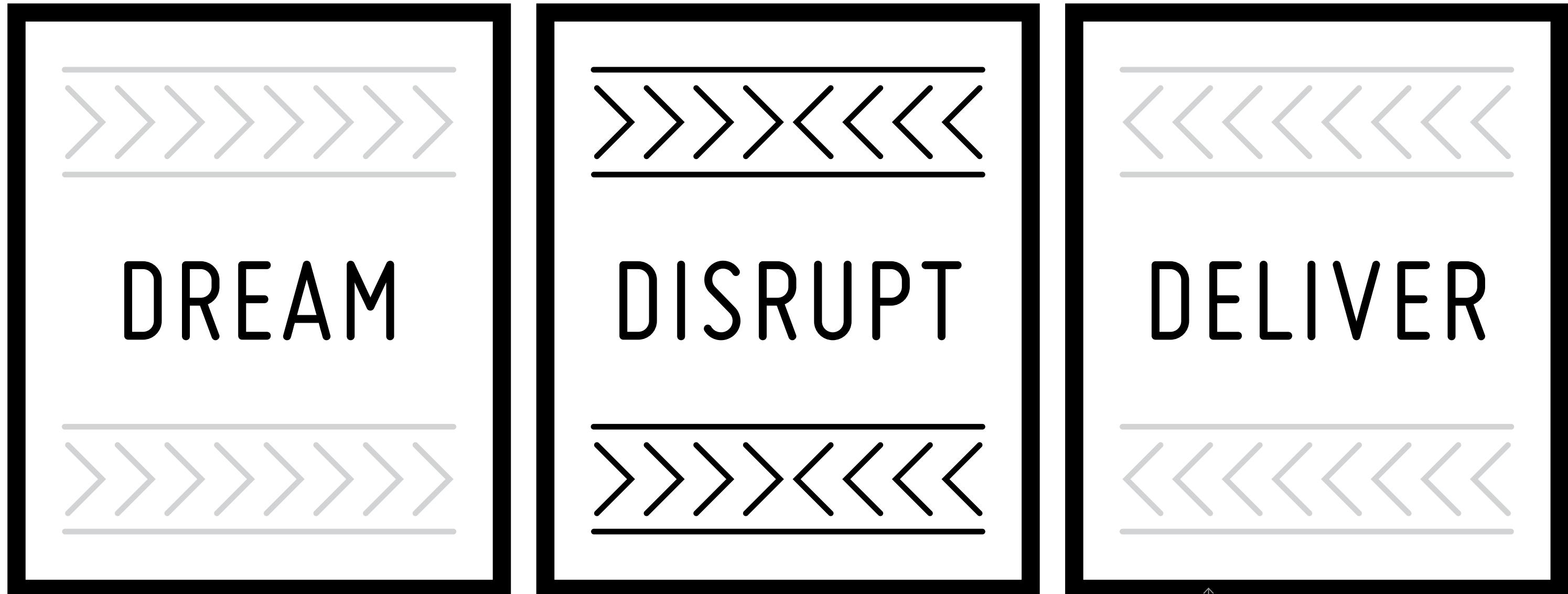


Sample 3

- (1) 7 1/2" x 7 1/2" birch wood panel
- "D" laser etched 1/8" deep

H1. SCULPTURAL TYPOGRAPHY: FINAL ART

SUMMER



■ = PT infill to match Valencia Teak stain

■ = No infill, engraved wood only

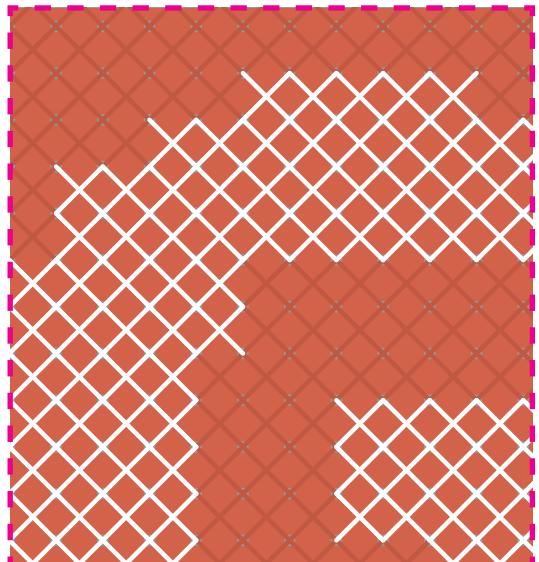
H3. SCULPTURAL TYPOGRAPHY

FALL

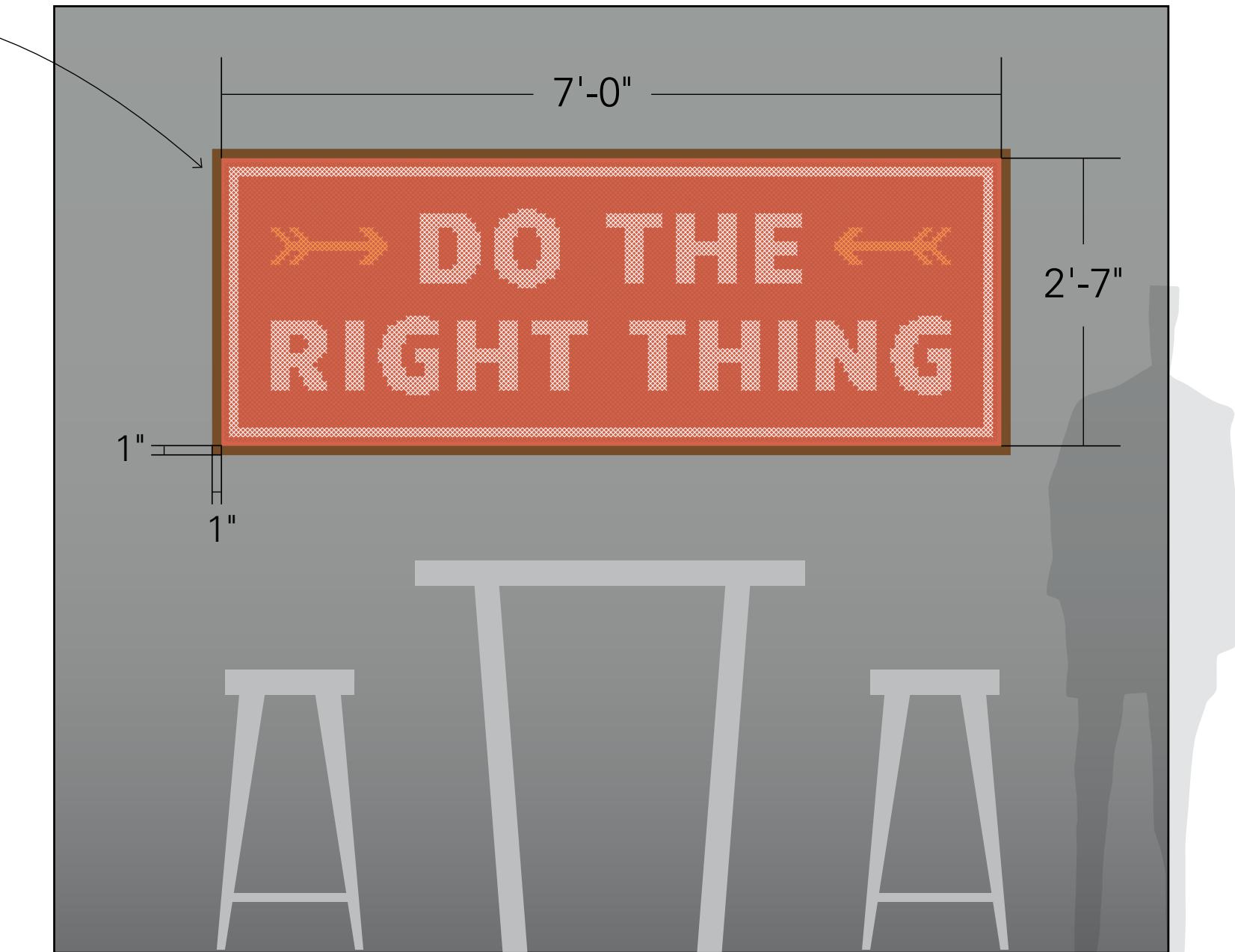
Peg board painted to match PMS 173 M. Piece to have (3) yarn colors (to match PMS 173 M, PMS 143 M, and white) and spell out the text 'DO THE RIGHT THING'. Peg board holes to be 1/8" in diameter and 1/2" apart. All fixtures to be hidden.

Frame face to be 1" wide. Frame to be 2" deep. Frame to match plastic laminate Nevamar, Valencia Teak #WT0003PV. Frame to have clean edges with mitered corners. All fasteners to be hidden. Frame to be hung flush on wall.

Sample: Fabricator to provide a peg board sample with stitching and all yarn colors for approval (page 3).



Detail



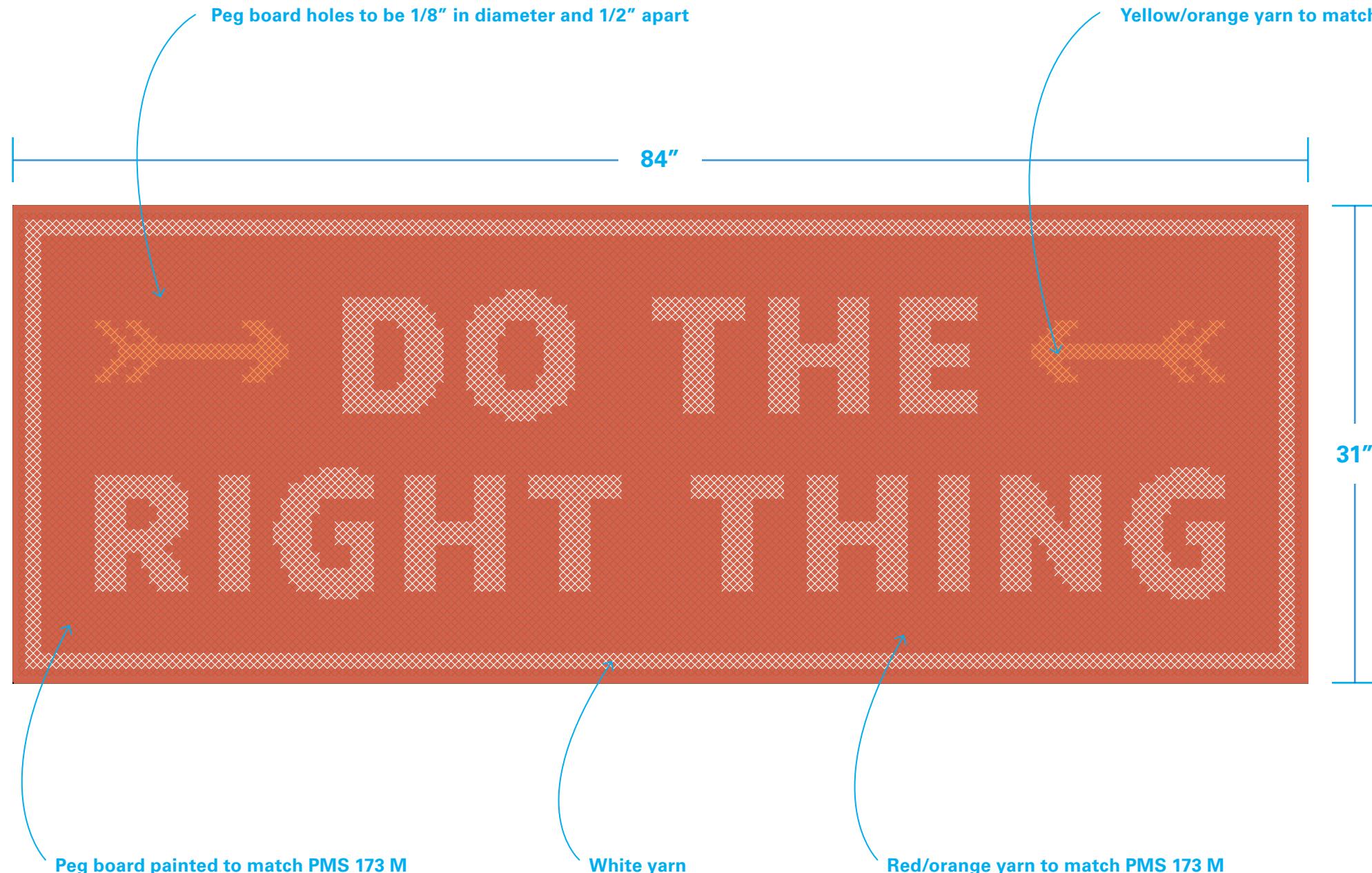
Reference



Reference

H3. SCULPTURAL TYPOGRAPHY

FALL



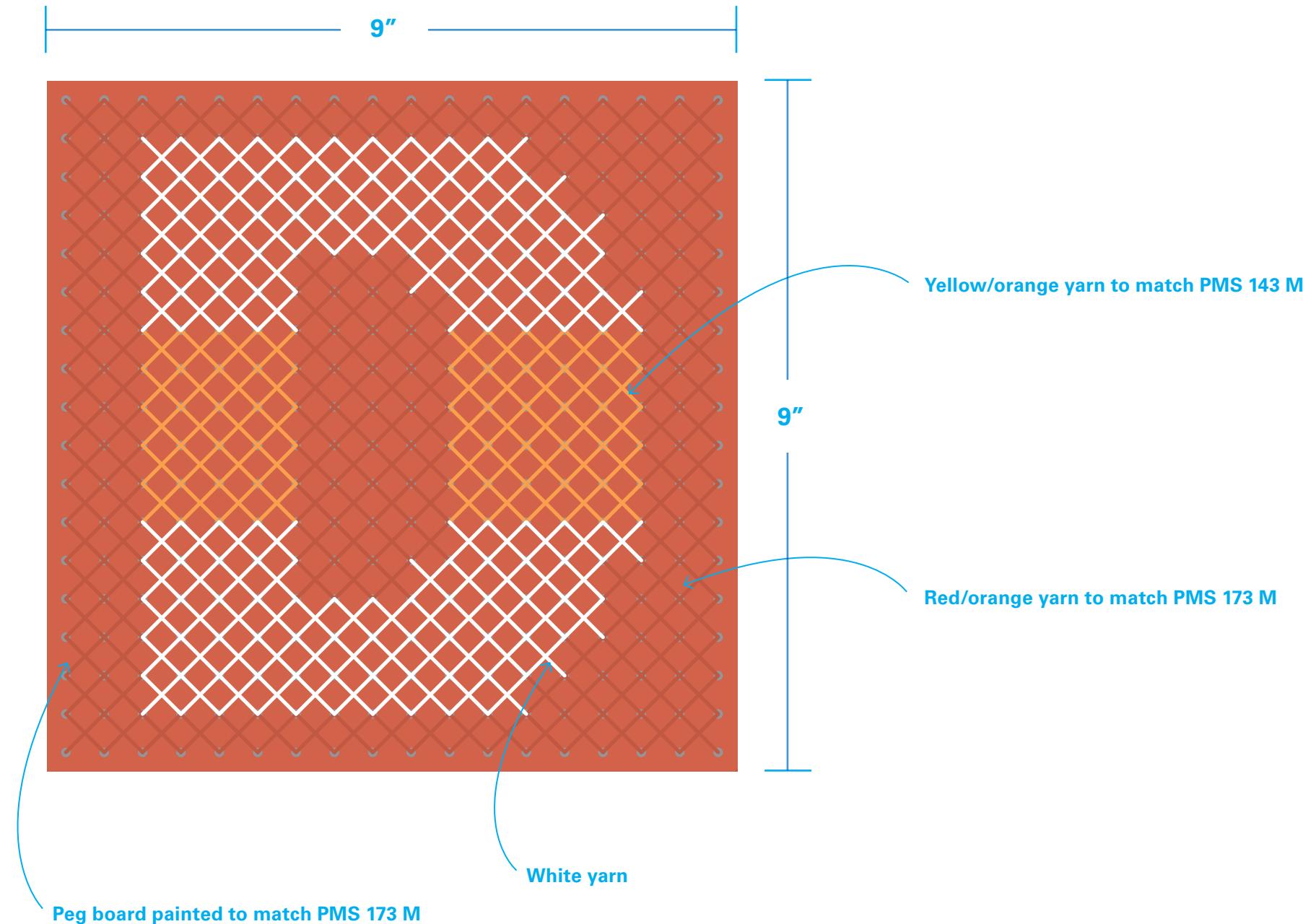
Reference



Reference

H3. SCULPTURAL TYPOGRAPHY: SAMPLE

FALL

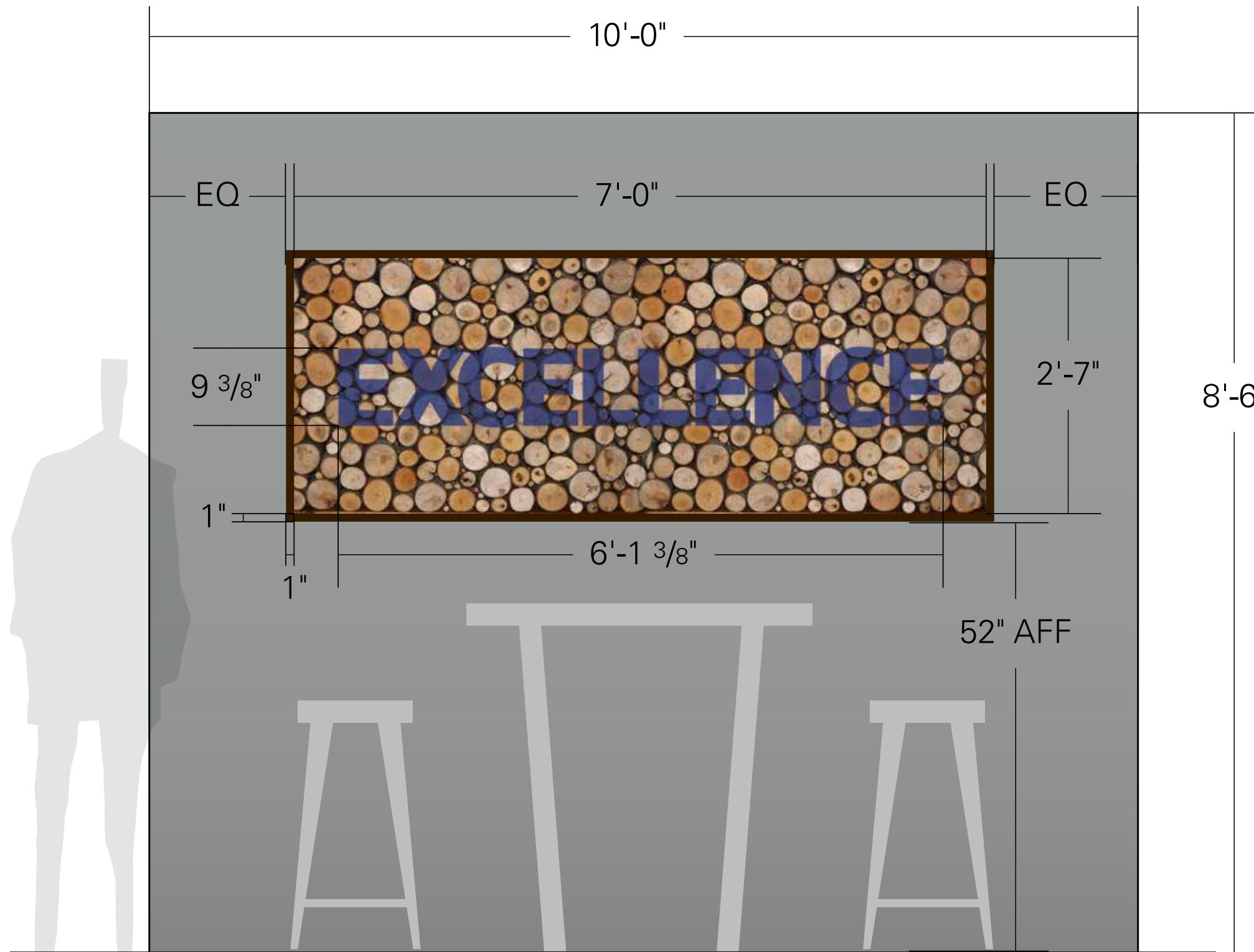


- SAMPLE NOTES:**
- Sample to be 9" x 9"
 - Peg board to be painted to match PMS 173 M
 - Peg board holes to be 1/8" in diameter and 1/2" apart
 - Sample to use specified yarn colors and include all stitching shown



H2. SCULPTURAL TYPOGRAPHY

WINTER



Reference: Approved sample

'EXCELLENCE' to be painted direct to birch tree slices. Paint color to be semi-transparent to allow for wood grain/textures to telegraph through type. Text color TBD.

Birch slices to be of varying sizes and to be adhered to one backer panel (all fasteners hidden). Back panel to be painted TBD color. Wood slices to be 1/2"(TH).

Frame face to be 1" wide. Frame to be 2" deep. Frame to match plastic laminate Nevamar, Valencia Teak #WT0003PV. Frame to have clean edges with mitered corners. All fasteners to be hidden.

Frame to be hung flush on wall.

H2. SCULPTURAL TYPOGRAPHY: FINAL ART

WINTER



SPECS:

EXCELLENCE to match PMS 1807
EXCELLENCE to be 6-0"(W) x 9 1/4"(H)
Back panel to match PMS 7596

ST. CLOUD

INTERIOR SIGNAGE

INTERIOR SIGN FAMILY

A. Workstation / Conference / Room ID



A.1
Workstation ID

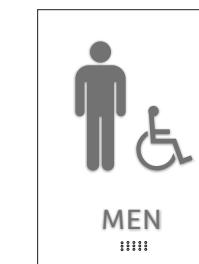


A.2
Conference ID

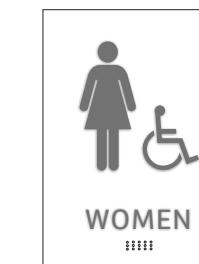


A.3
Room ID

B. Restroom Room ID



B.1
Restroom ID (Men)



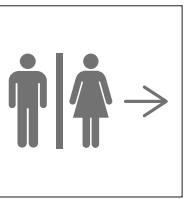
B.2
Restroom ID (Women)



B.3
Restroom ID (Unisex)

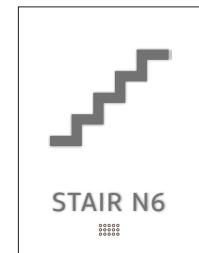


B.4
Restroom Flag

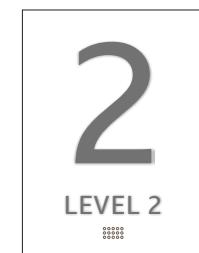


B.5
Restroom Flag

C. Stair ID



C.1
Stair ID



C.2
Stairwell ID

D. Directory ID



D.1
Directory ID



D.2
Directory ID



D.3
Directory ID



D.4
Directory ID

E. Wayfinding Map ID



E.1
Wayfinding Map ID



E.2
Wayfinding Map ID

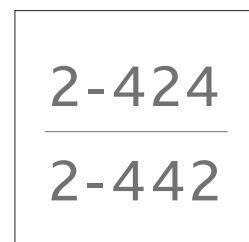


E.3
Wayfinding Map ID



E.4
Wayfinding Map ID

G. Workstation Group ID



G.1
Workstation Group ID

H. FEC ID

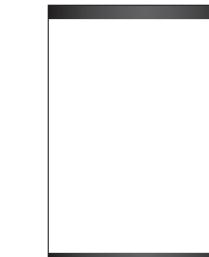


H.1
FEC Flag

J. Frame ID



J.1
Frame ID



J.2
Frame ID



K.1
No Smoking ID

FIGURE 1 - Distraction Vinyl & Signage

FOR LOCATIONS WITH FRAME SYSTEM

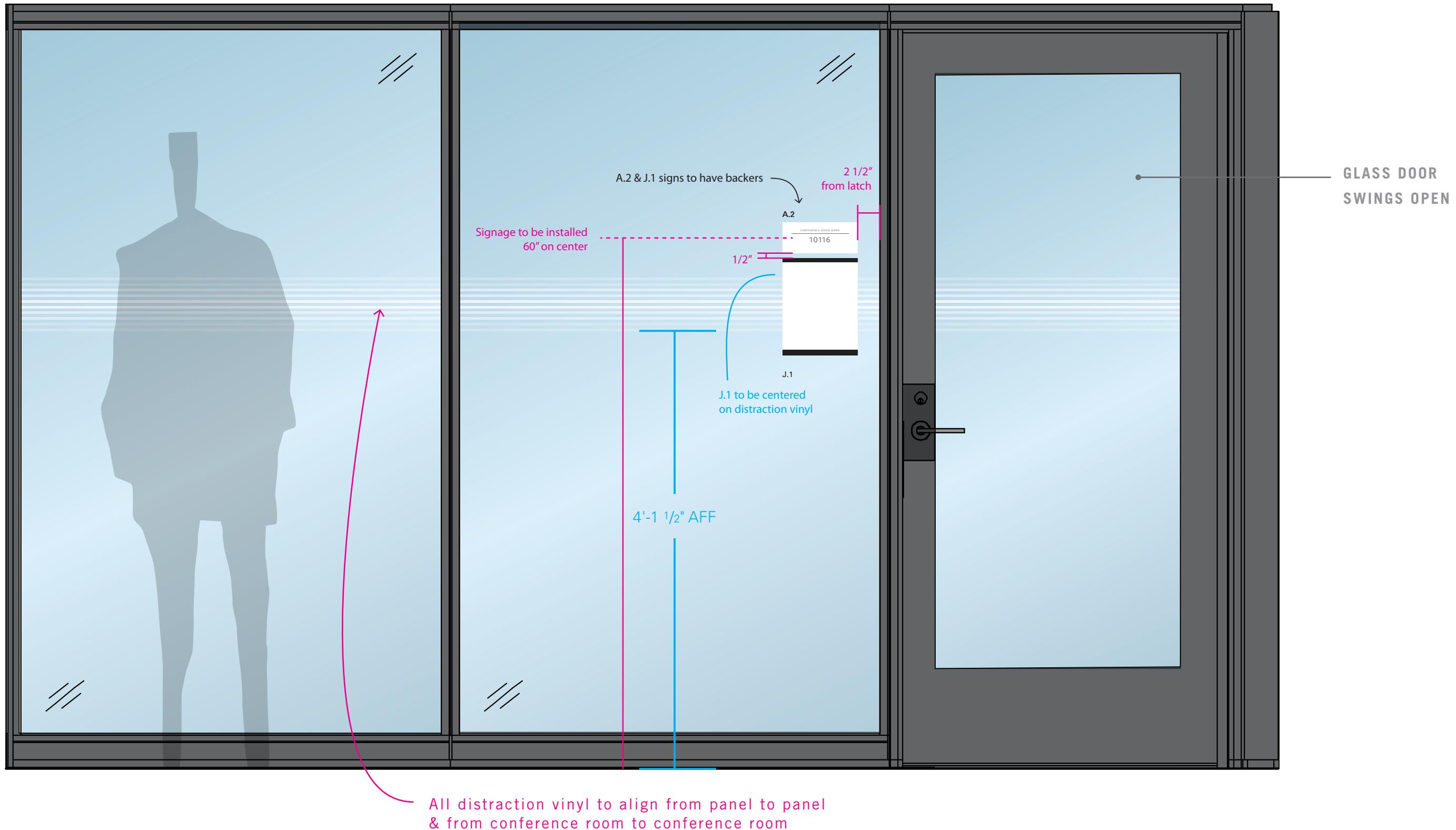
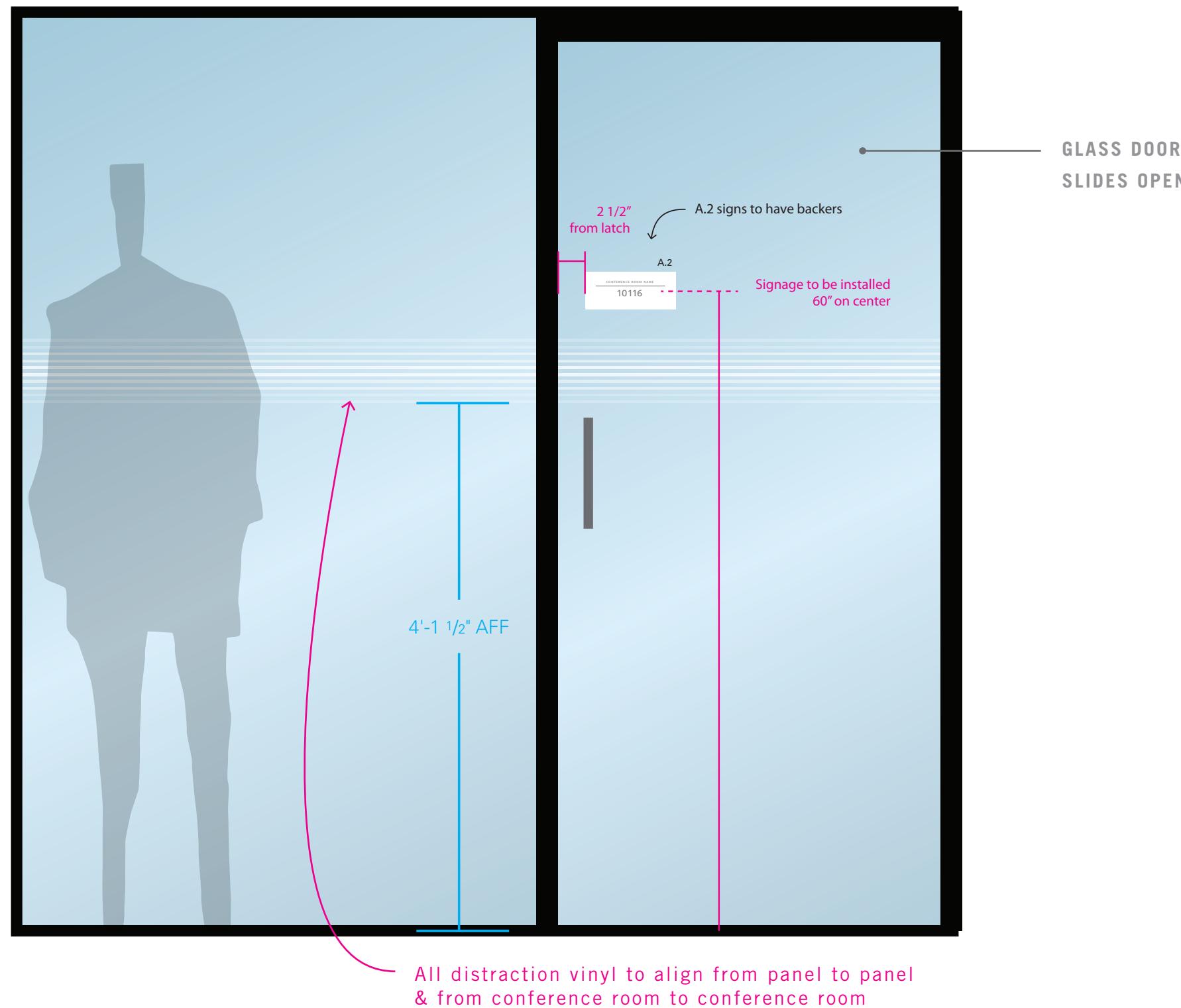
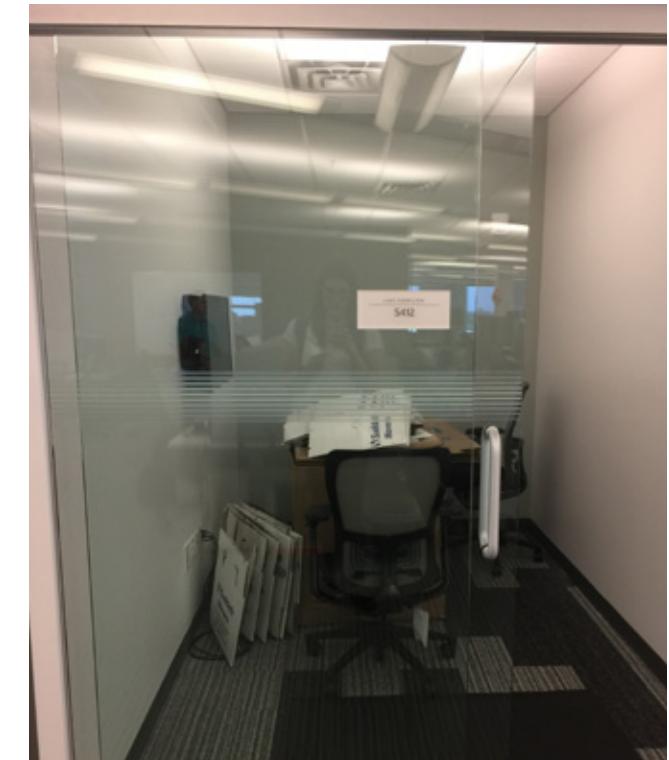


FIGURE 2 - Distraction Vinyl & Signage

FOR LOCATIONS WITH FRAMELESS SYSTEM



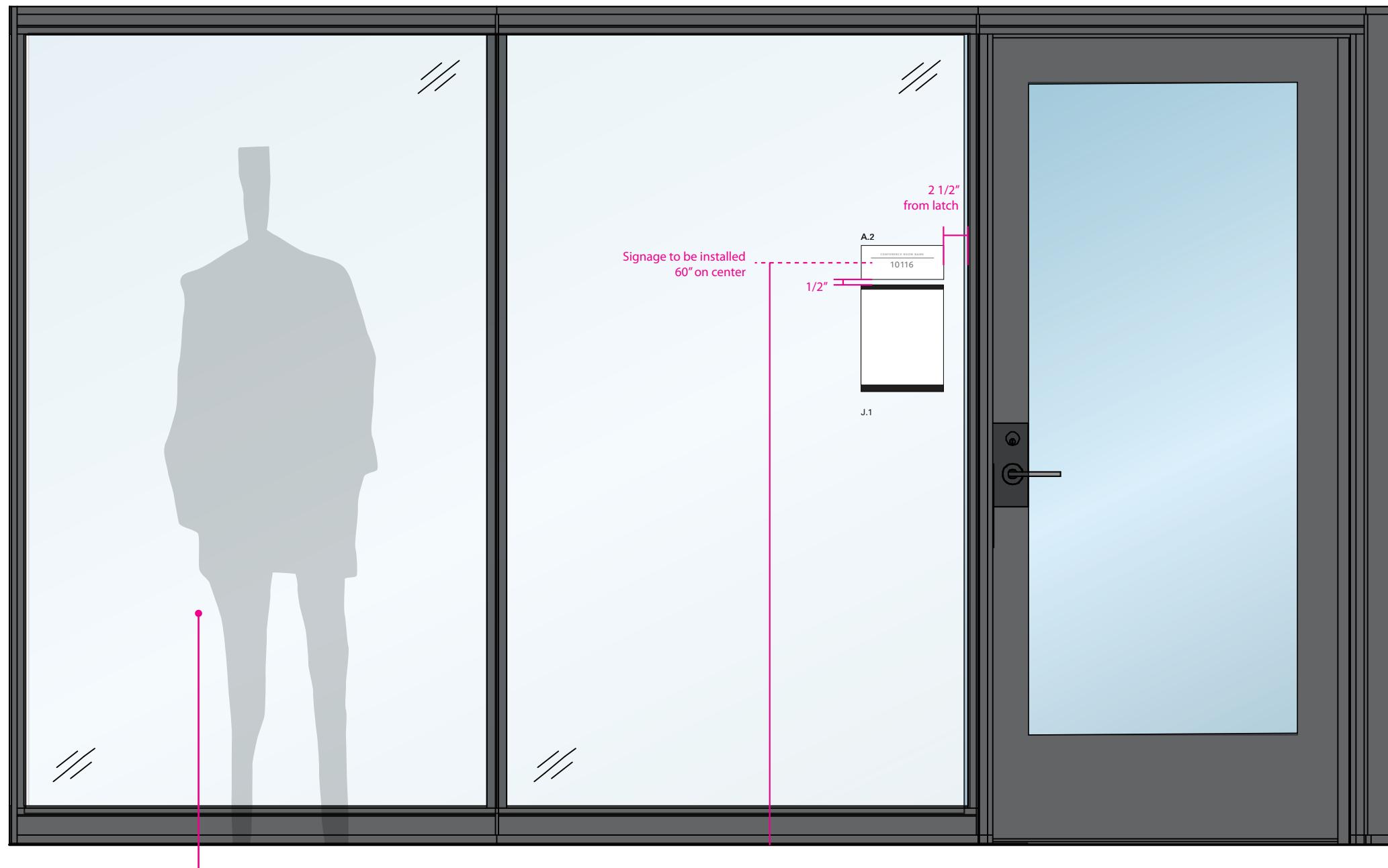
REFERENCE IMAGE:



Installed signage and distraction vinyl

FIGURE 3 - Distraction Vinyl & Signage

FOR ROOMS WITH EXISTING FROSTED VINYL



For conditions where a room has existing frosted vinyl:

- Distraction vinyl is not to be installed at these locations
- Existing frosted vinyl to stay
- Signage is to be installed per directions provided above

REFERENCE IMAGE:



Installed signage on glass with existing frosted vinyl

FIGURE 4 - Typical Signage

FOR SIGNS INSTALLED ON DRYWALL

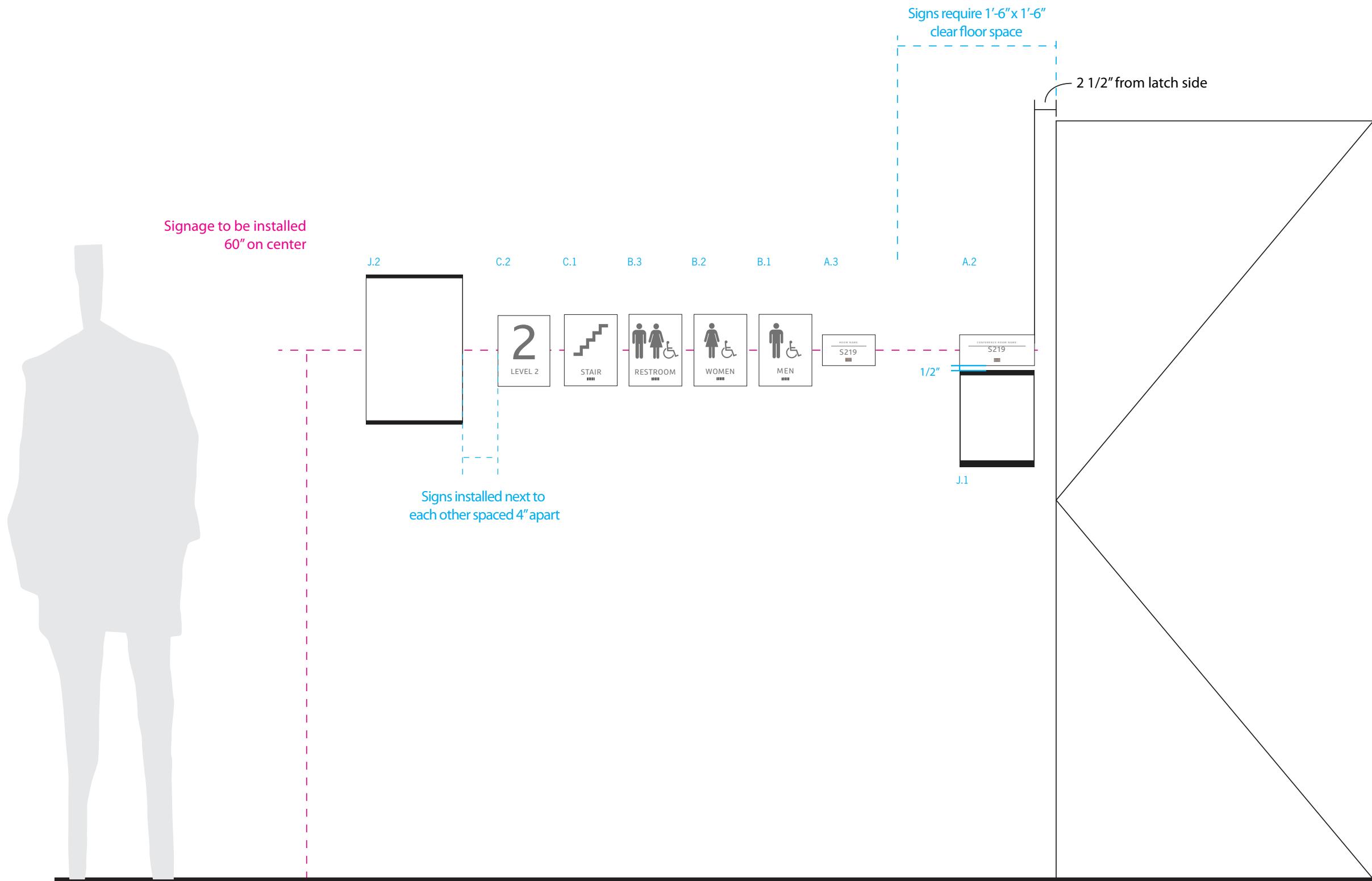


FIGURE 5 - Flag Signage

FOR FLAG SIGNS INSTALLED ON DRYWALL

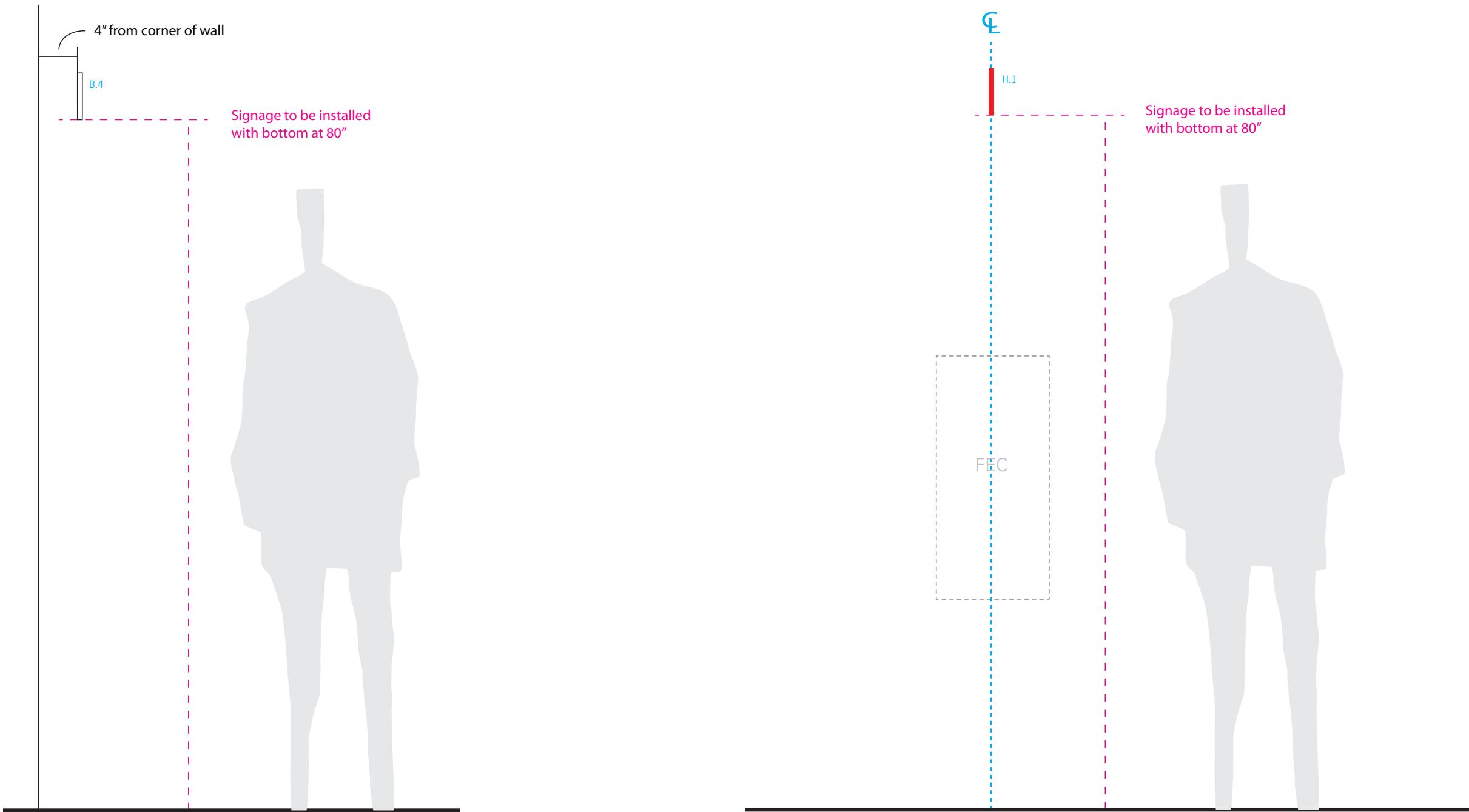
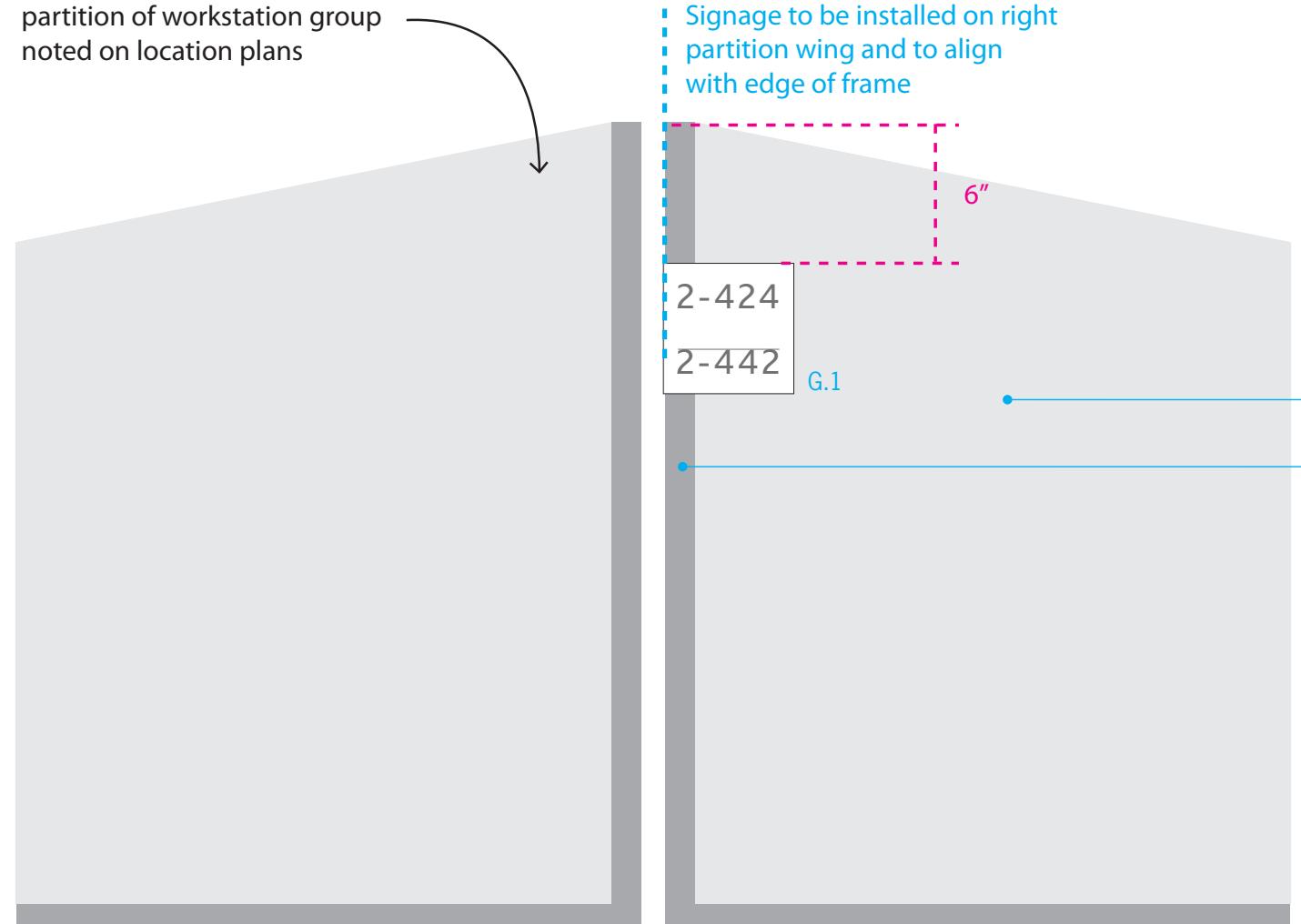


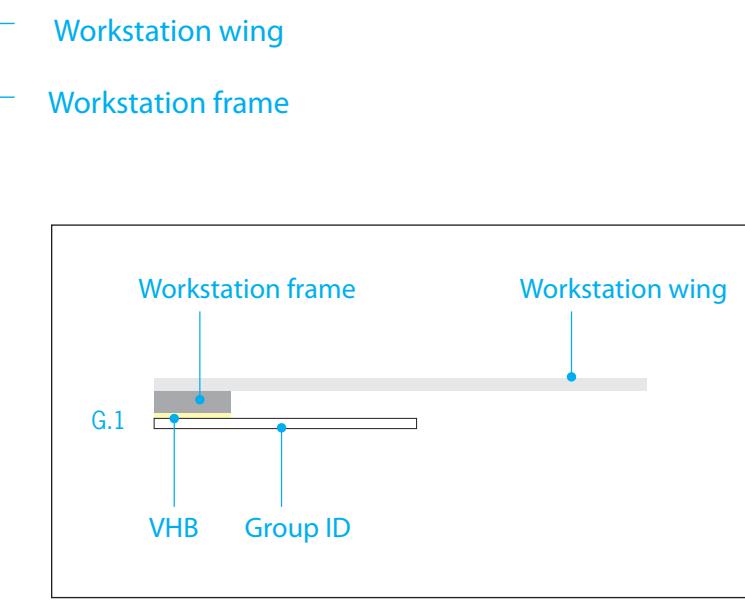
FIGURE 6 - Workstation Partition Signage

FOR SIGNAGE INSTALLED ON WORKSTATION PARTITIONS

Signs to be installed on end partition of workstation group noted on location plans



SIDE VIEW



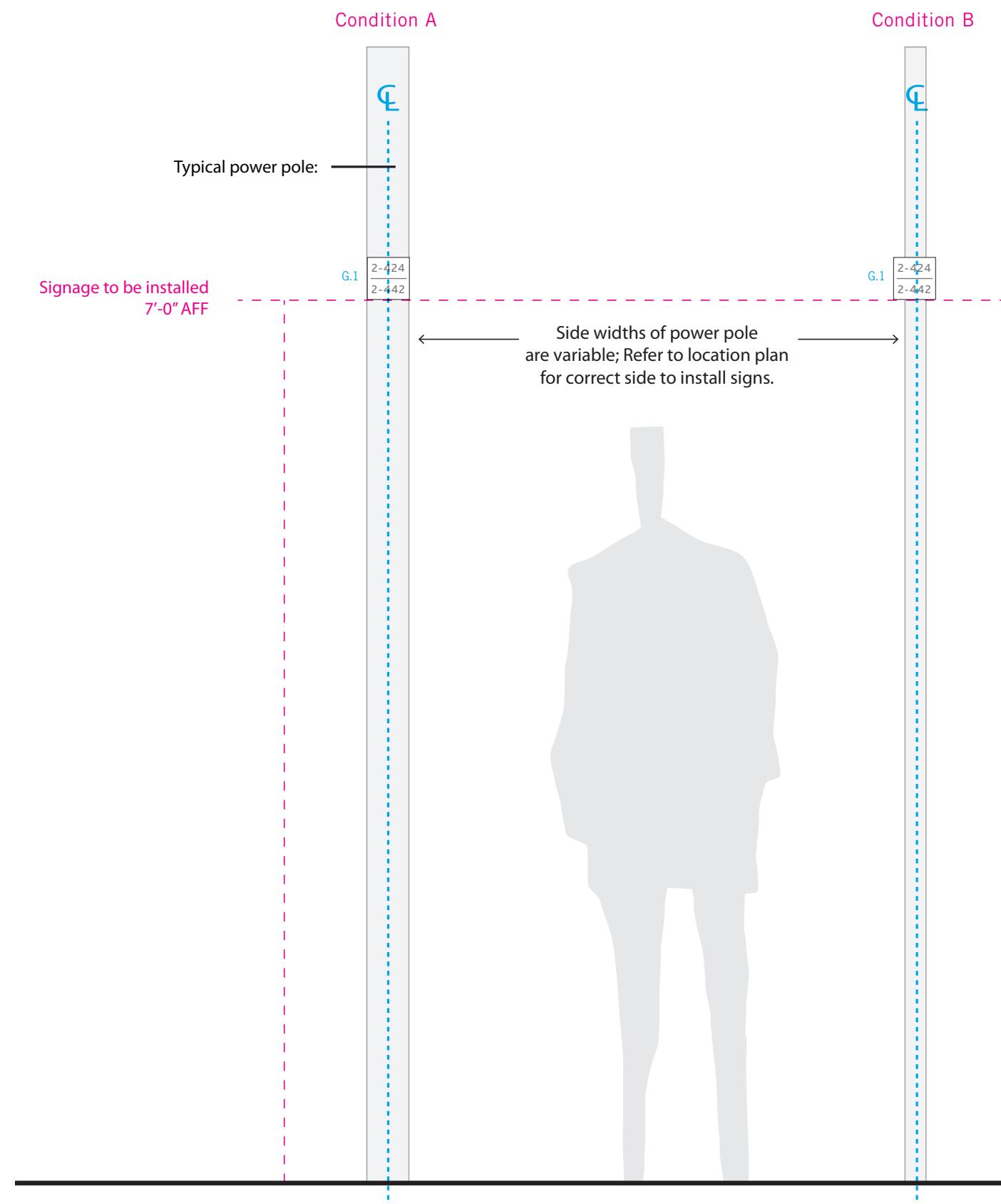
PLAN VIEW

REFERENCE IMAGE:



FIGURE 7 - Power Pole Signage

FOR SIGNAGE INSTALLED ON POWER POLES



REFERENCE IMAGE:

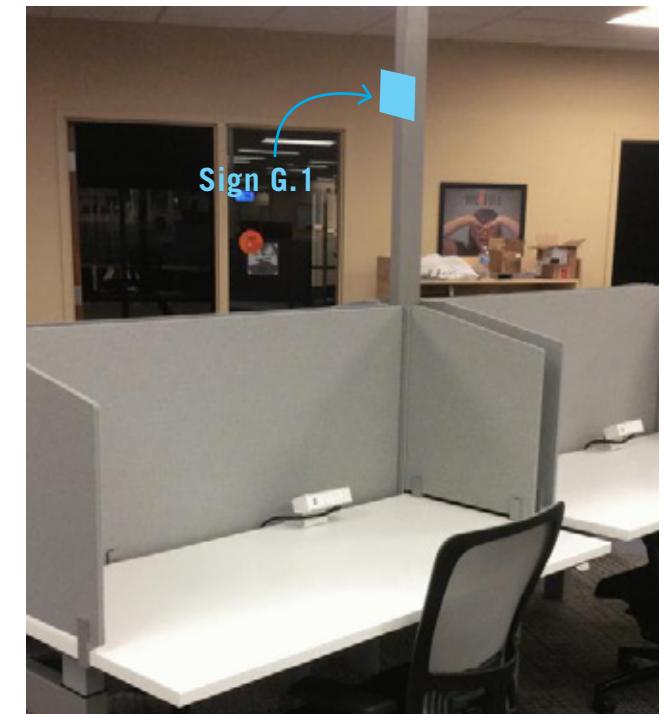


FIGURE 8 - Exterior Building Signage

FOR SIGNAGE INSTALLED ON EXTERIOR

CSC TO PROVIDE SITE PHOTOS OF EACH LOCATION PRIOR TO INSTALL

INSTALL

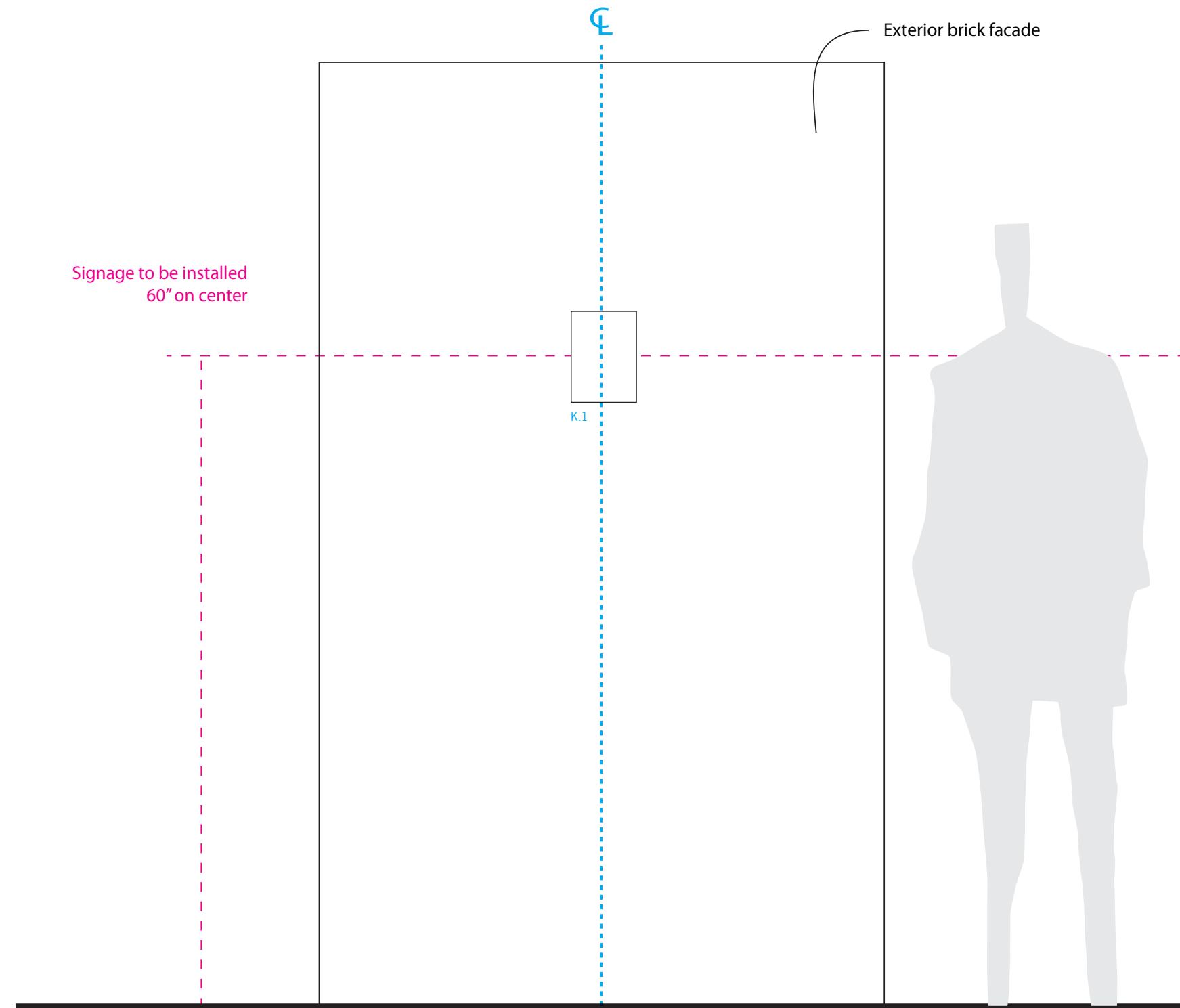
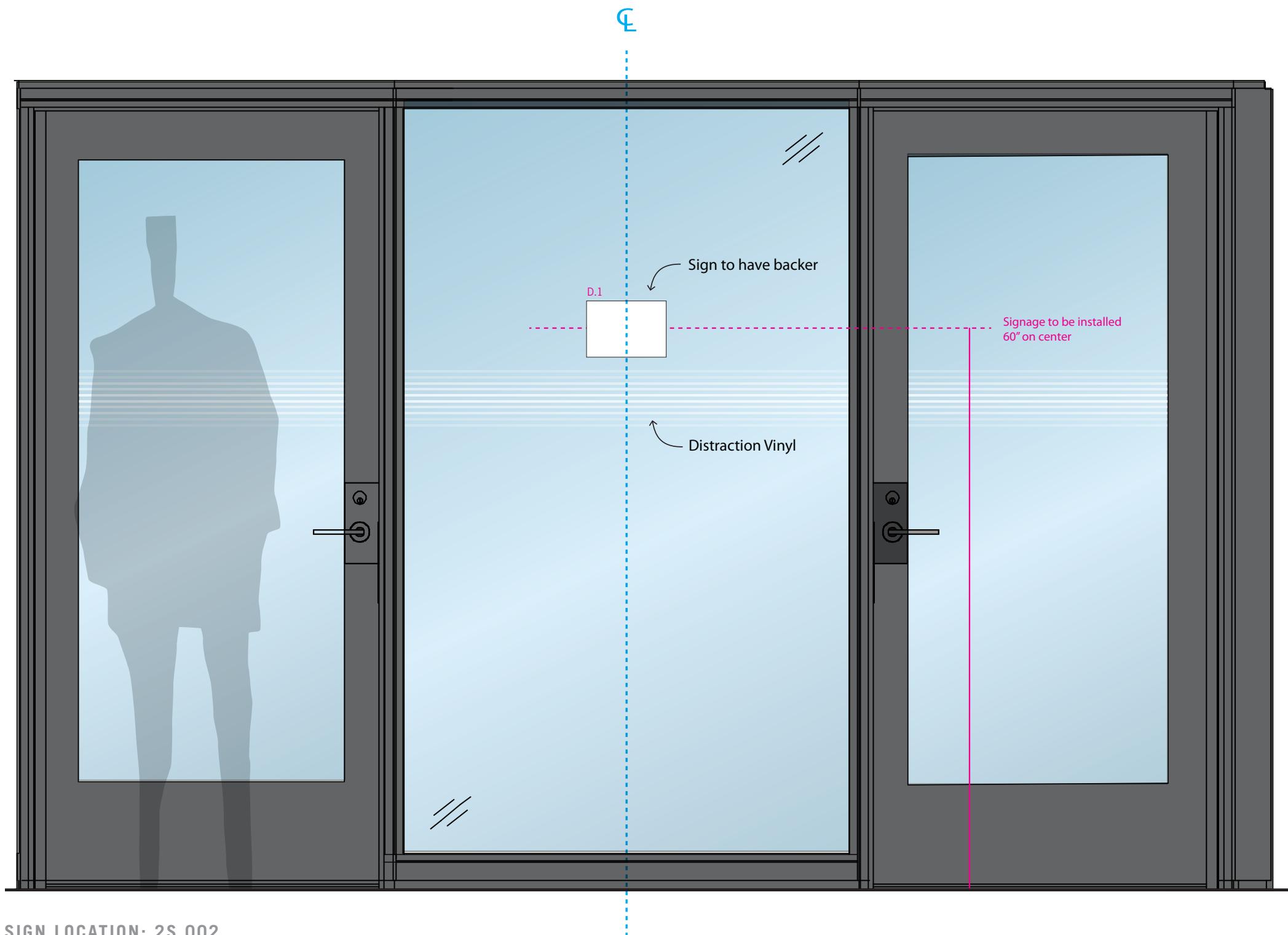


FIGURE 9 - Directory Signage

DIRECTORY SIGNAGE



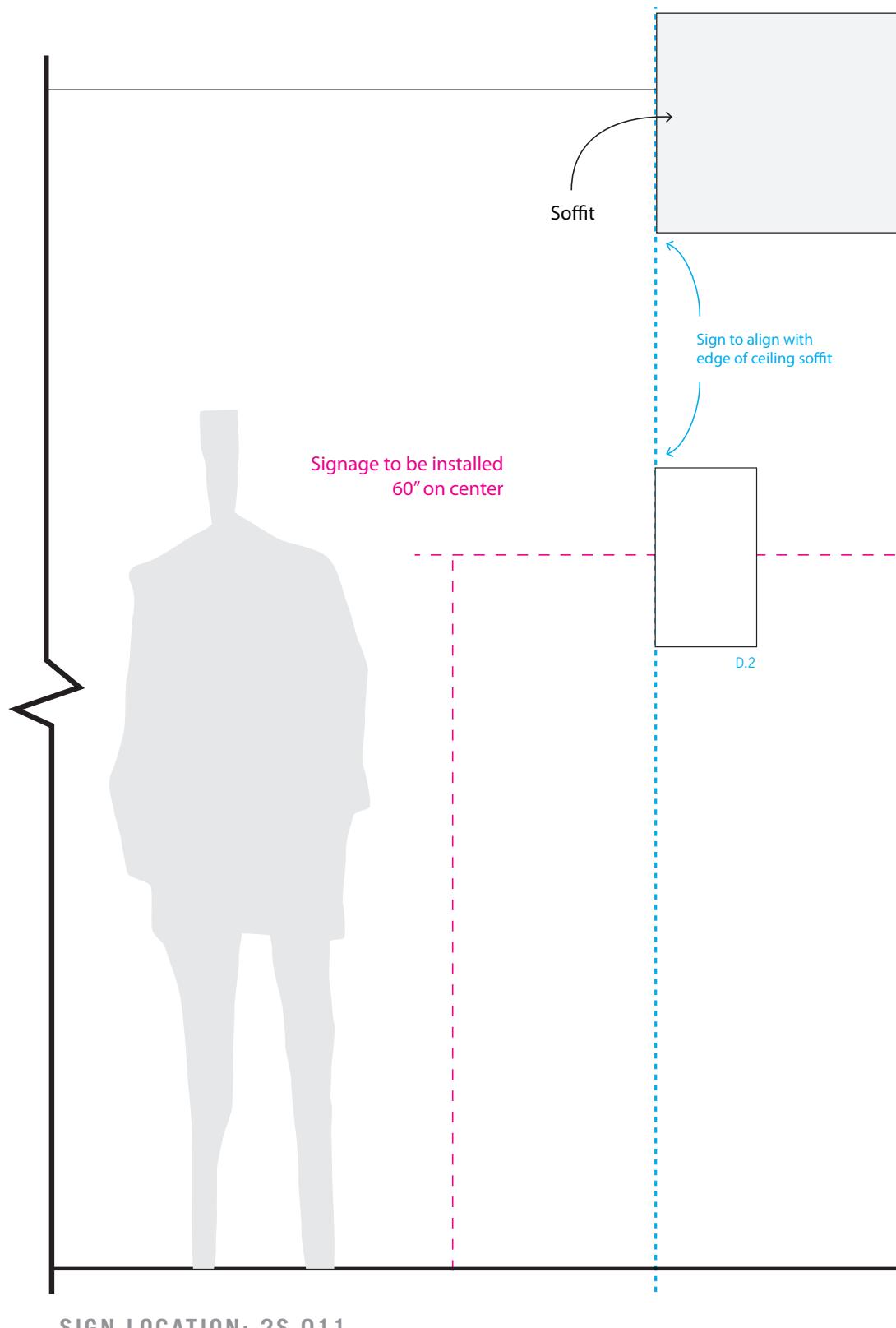
REFERENCE IMAGE:



Sign Location

FIGURE 9 - Directory Signage (CONT)

DIRECTORY SIGNAGE



REFERENCE IMAGE:

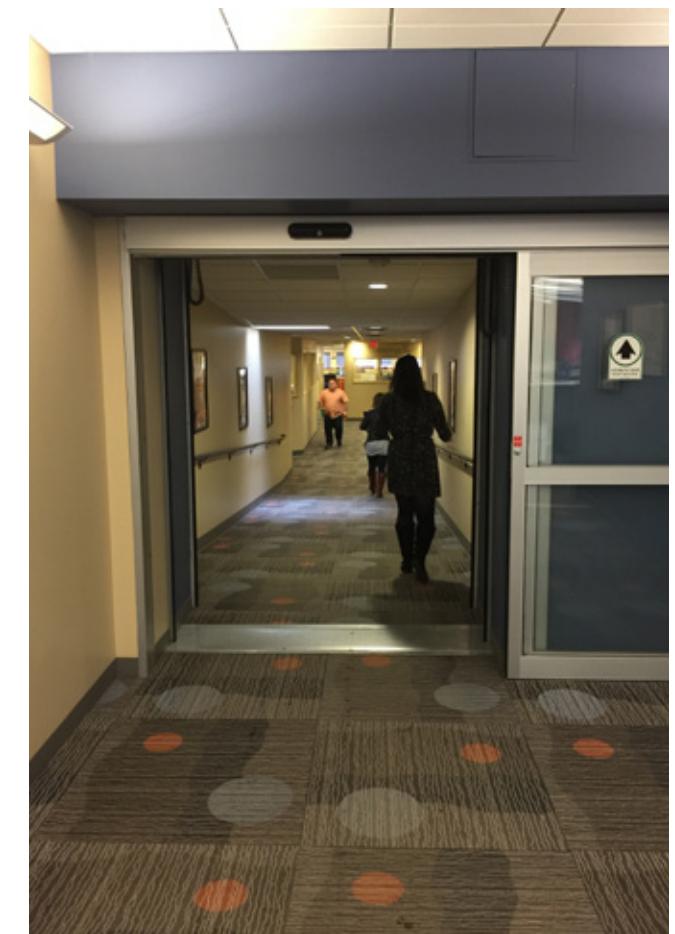
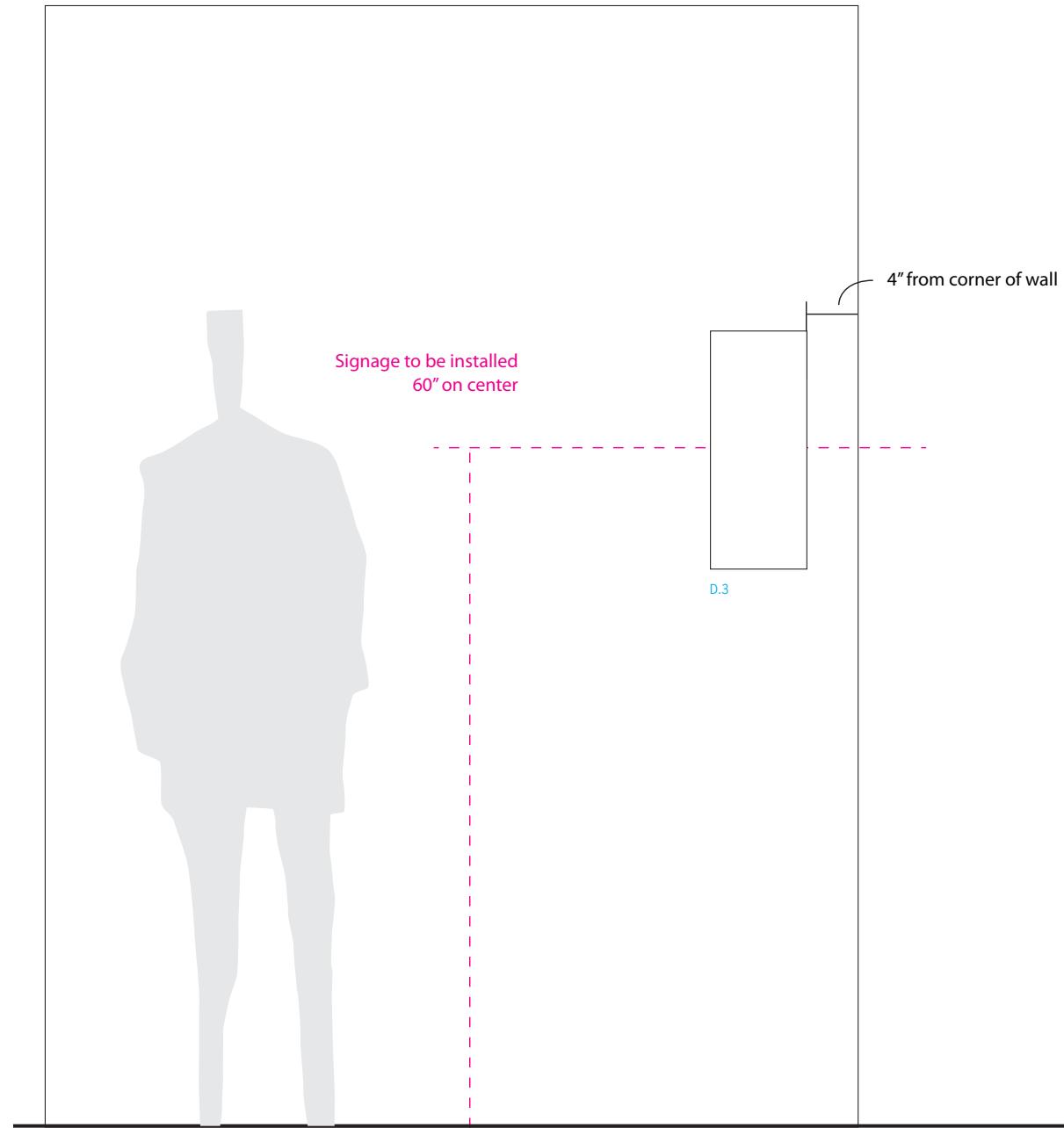
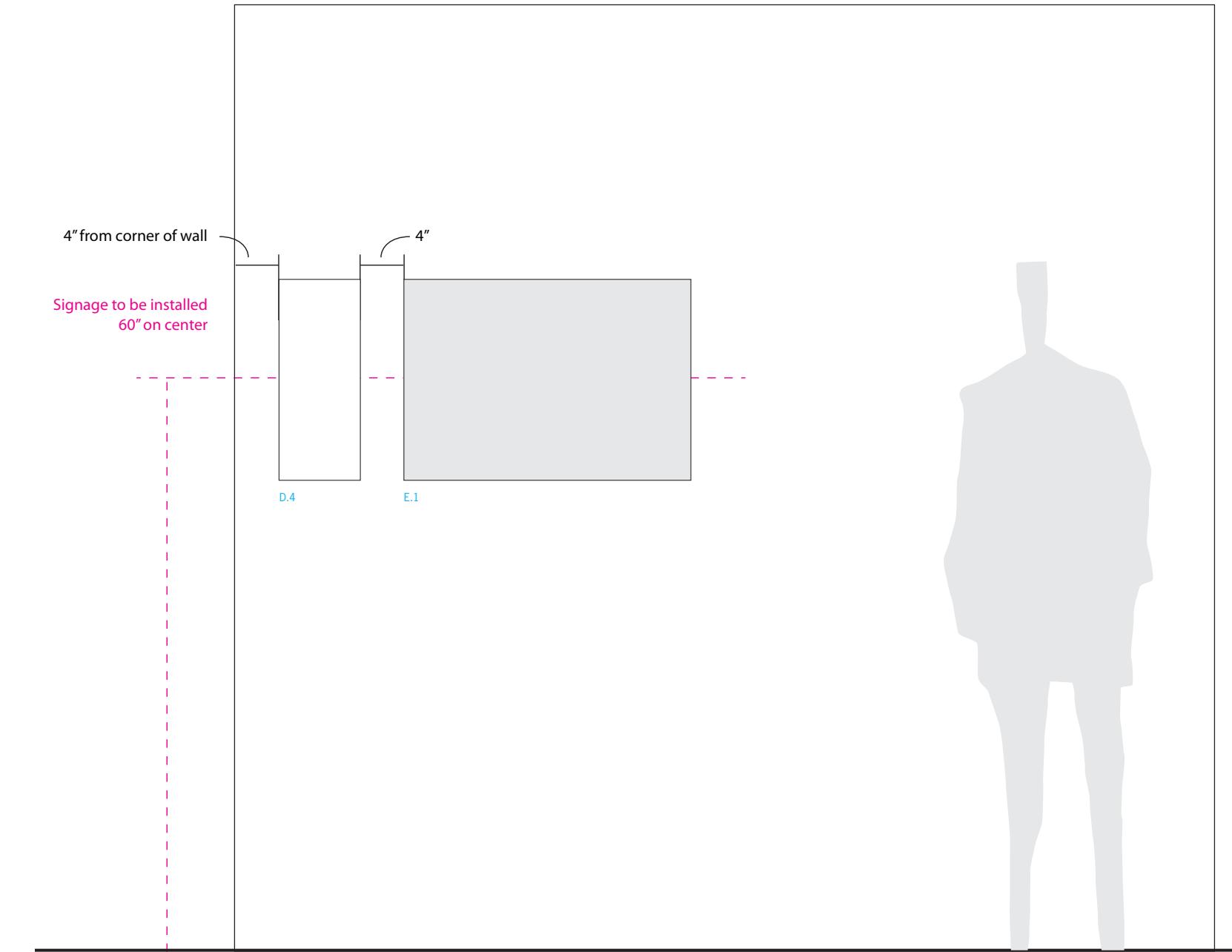


FIGURE 9 - Directory Signage (CONT)

DIRECTORY SIGNAGE



SIGN 2S.013A



SIGN 2N.006

FIGURE 10 - Wayfinding Map Signage

WAYFINDING MAPS

INSTALL

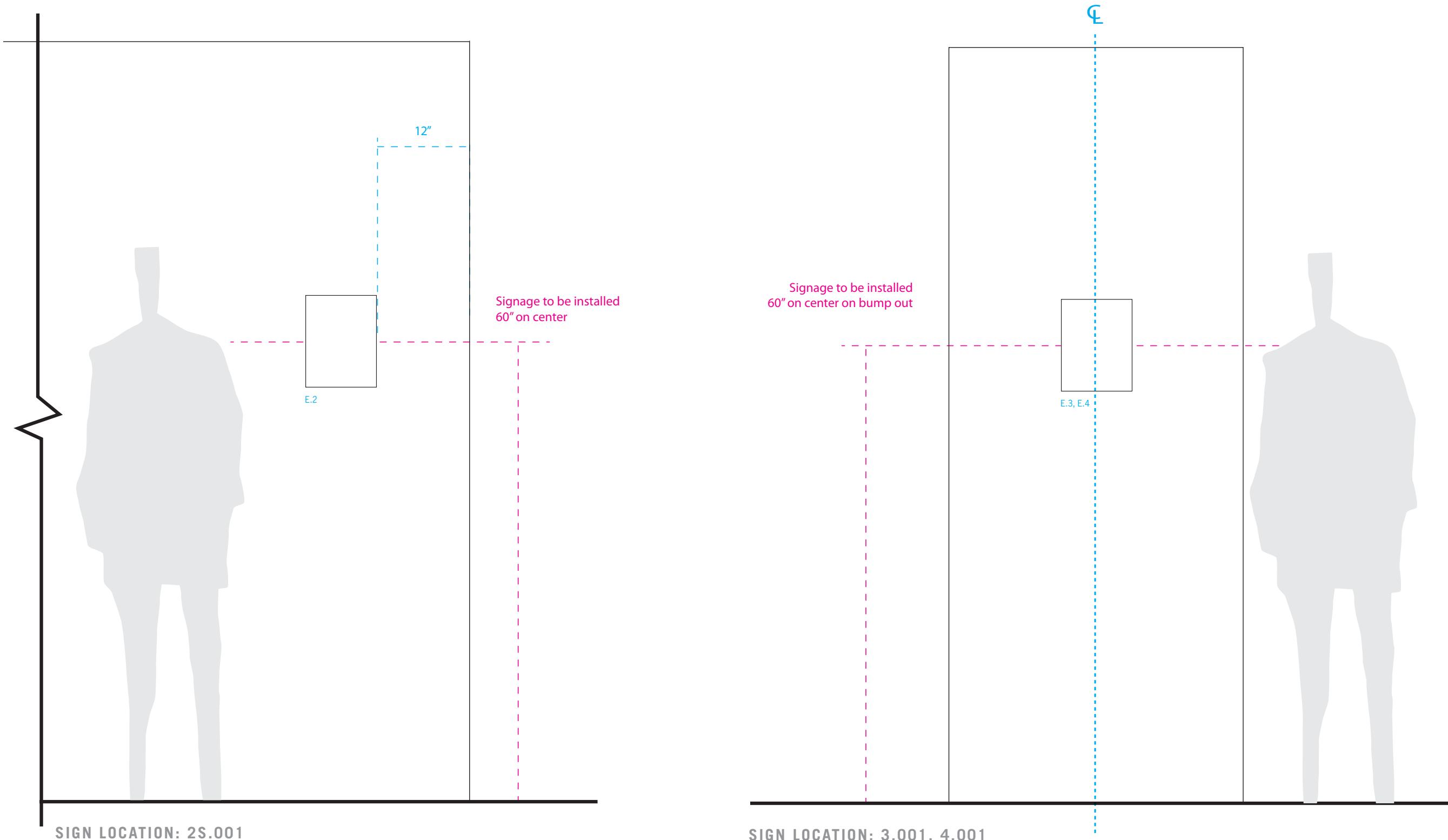


FIGURE 10 - Wayfinding Map Signage (CONT)

WAYFINDING MAPS

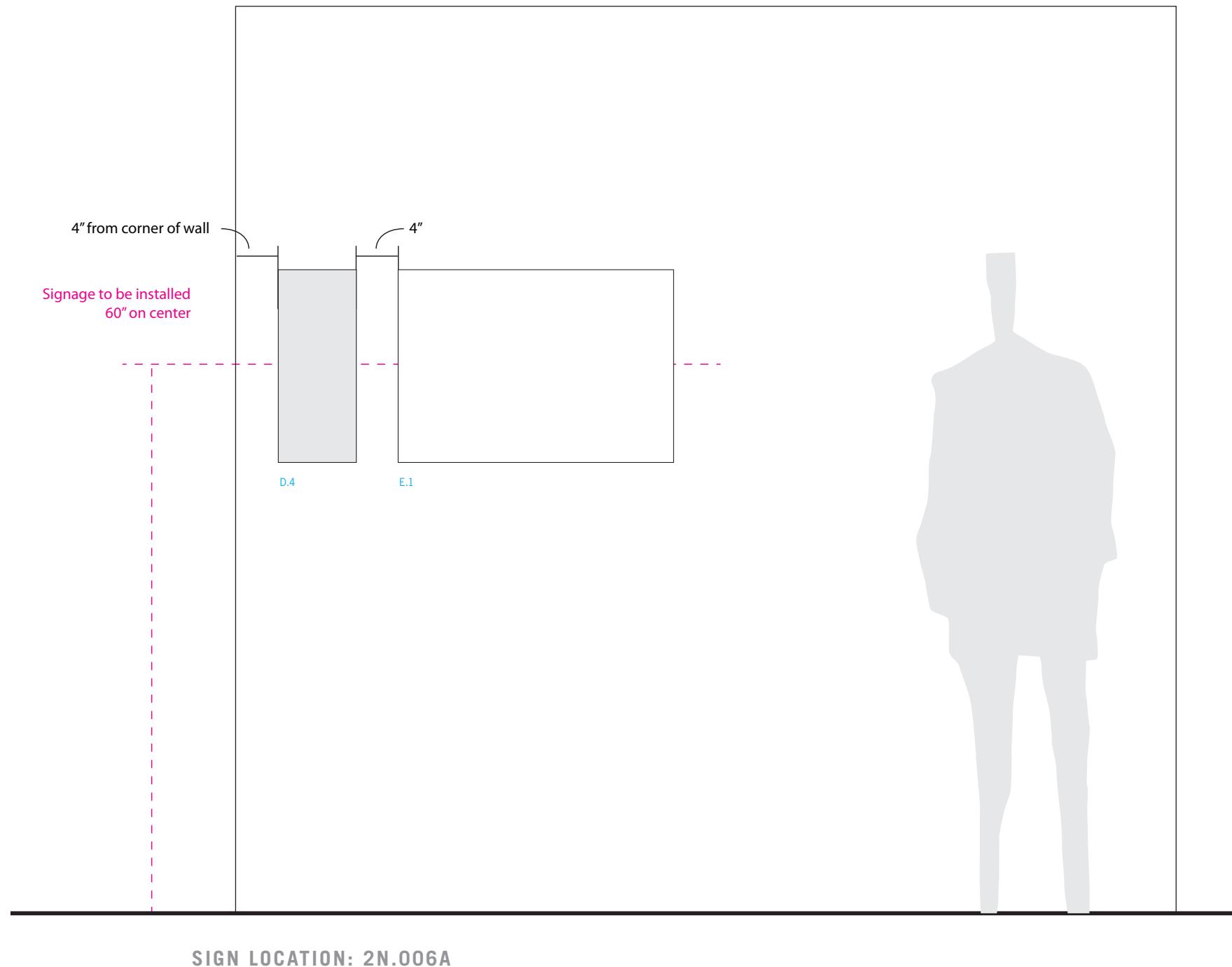


FIGURE 11 - Frame Signage

FOR J.1 (8.5" x 11") SIGNS INSTALLED OVER LIGHT SWITCH

CSC TO PROVIDE SITE PHOTOS OF EACH LOCATION PRIOR TO INSTALL

SIGN LOCATION:

- 2S.158A
- 2S.157A
- 2N.005E
- 2N.014A
- 2N.035C
- 2N.101C
- 2N.234C
- 2N.308C
- 2N.477B
- 2N.486A
- 3.001A
- 3.220B
- 4.006A

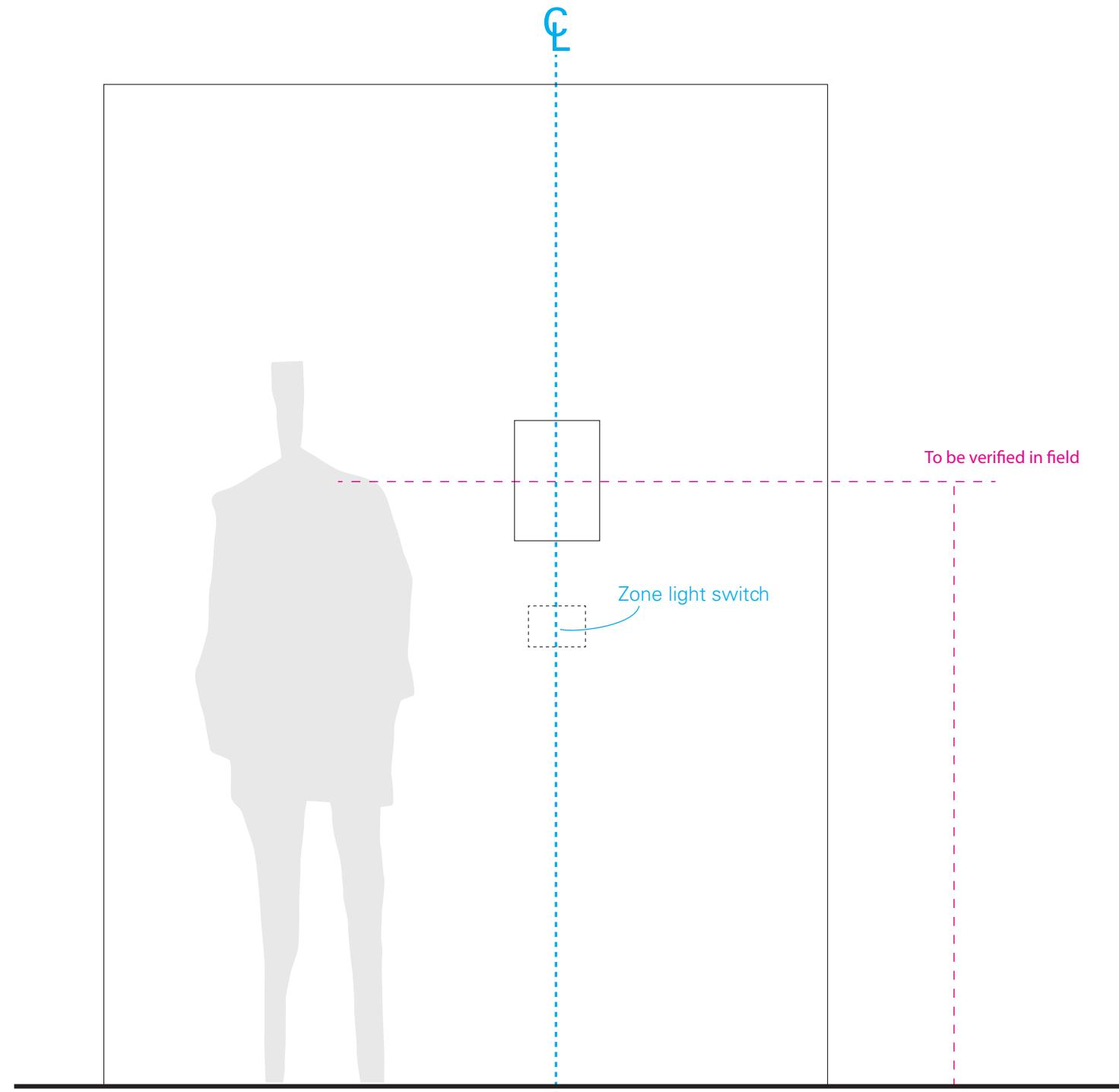
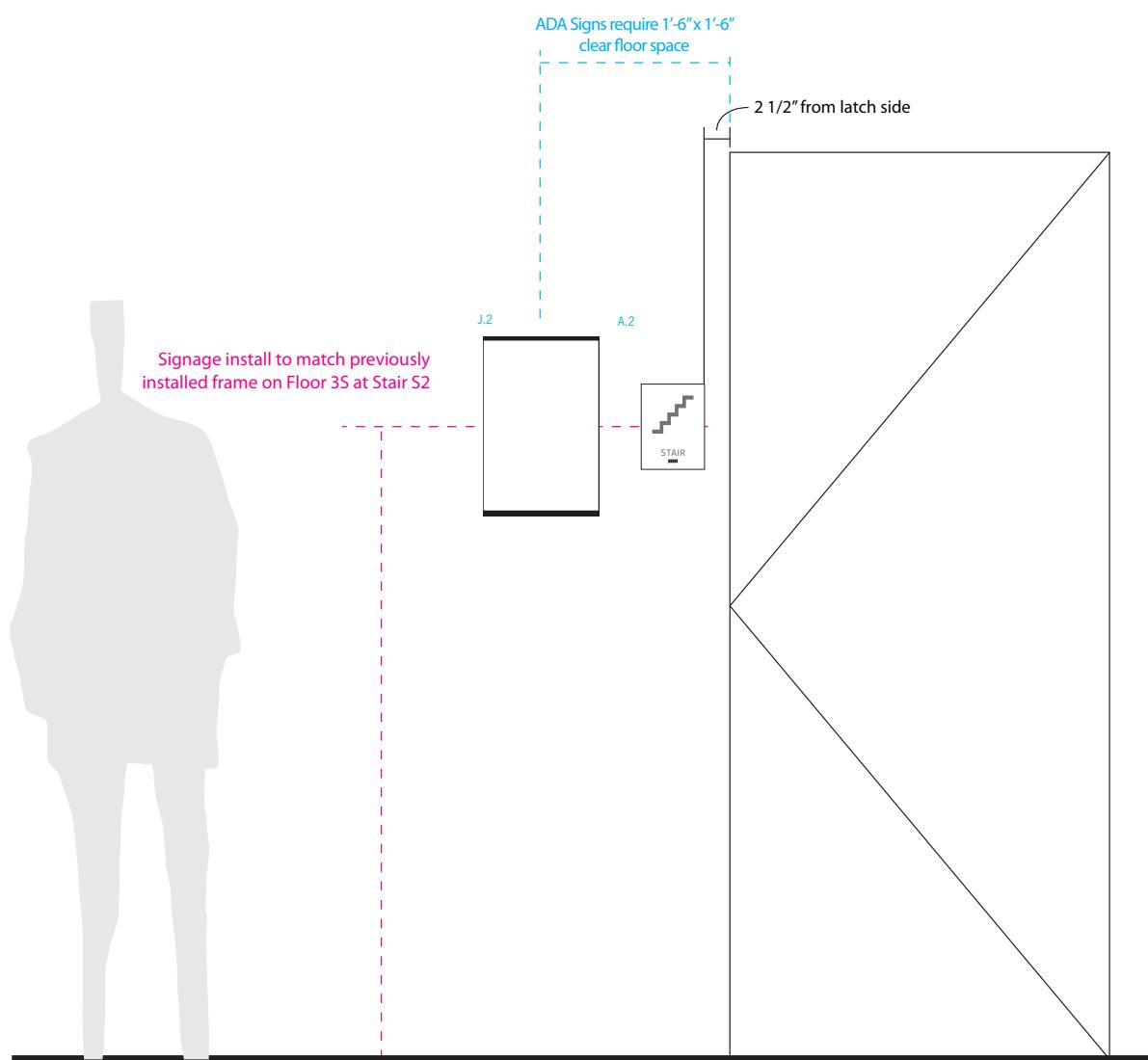


FIGURE 12 - Frame Signage

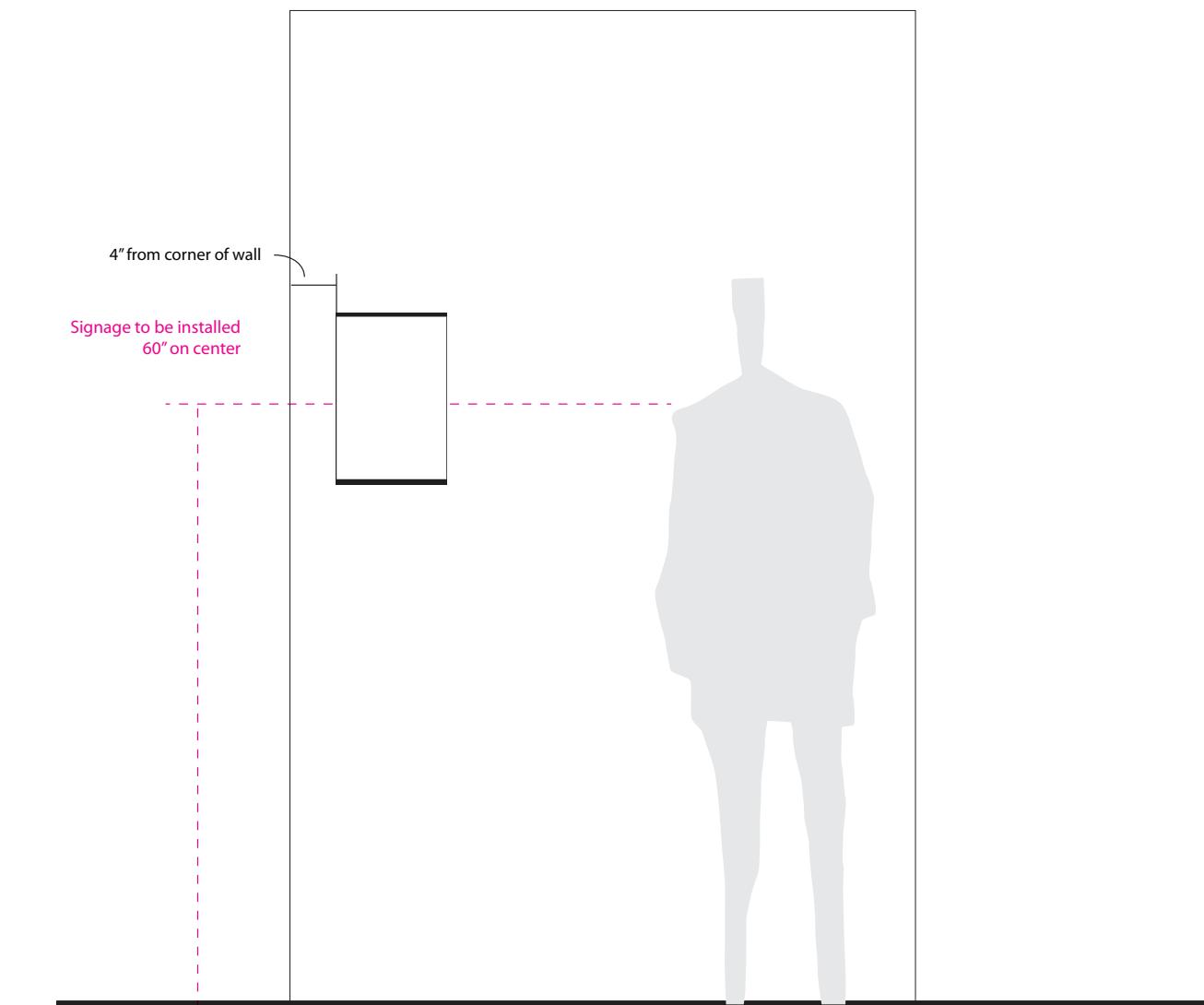
FOR J.2 (11"x17") SIGNS



CONDITION A : FRAMES INSTALLED ASDJACENT TO STAIR SIGNAGE

SIGN LOCATION:

- 2S.171C • 2N.312C
- 2N.005G • 2N.475C
- 2N.078B • 2N.490B



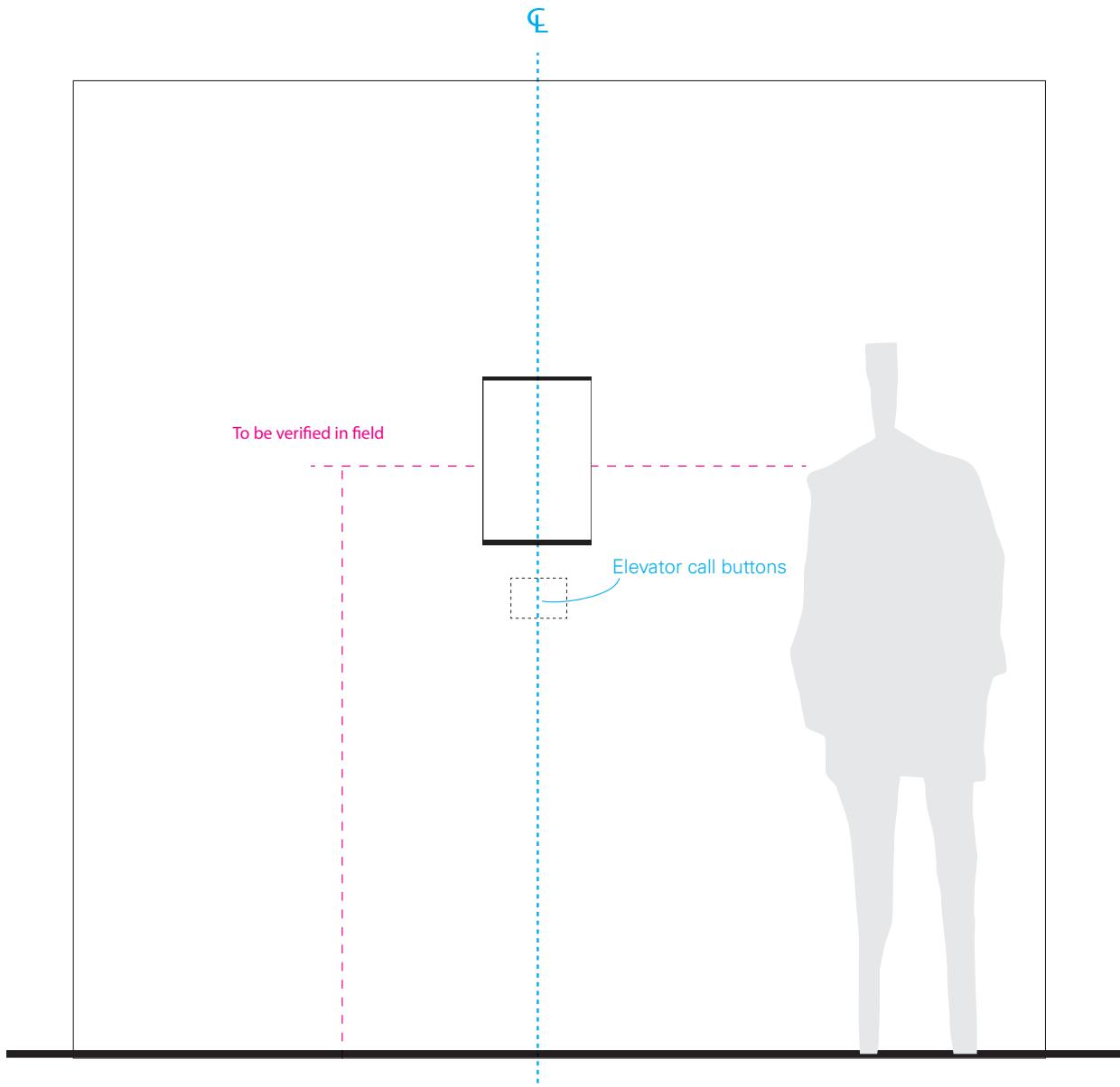
CONDITION B: FRAMES INSTALLED ON OPEN DRYWALL

SIGN LOCATION:

- 2S.013C • 3.220D • 4.125E
- 2S.171D • 3.153D
- 2N.006B • 4.192B

FIGURE 12 - Frame Signage (CONT)

FOR J.2 (11"x17") SIGNS

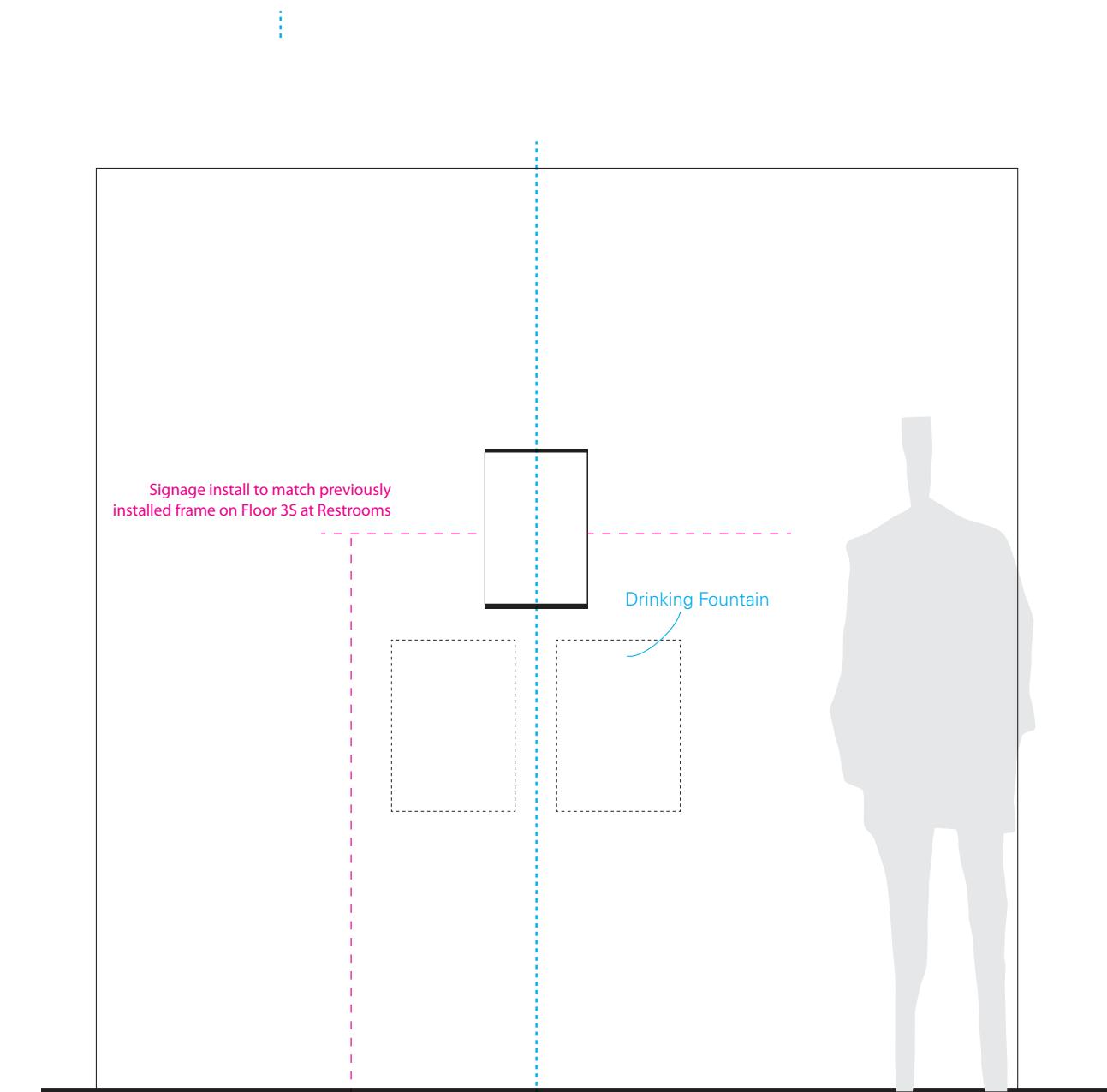


CONDITION C: FRAMES INSTALLED IN ELEVATOR LOBBIES

CSC TO PROVIDE SITE PHOTOS OF EACH LOCATION PRIOR TO INSTALL

SIGN LOCATION:

- 2S.000
- 3.000
- 4.000



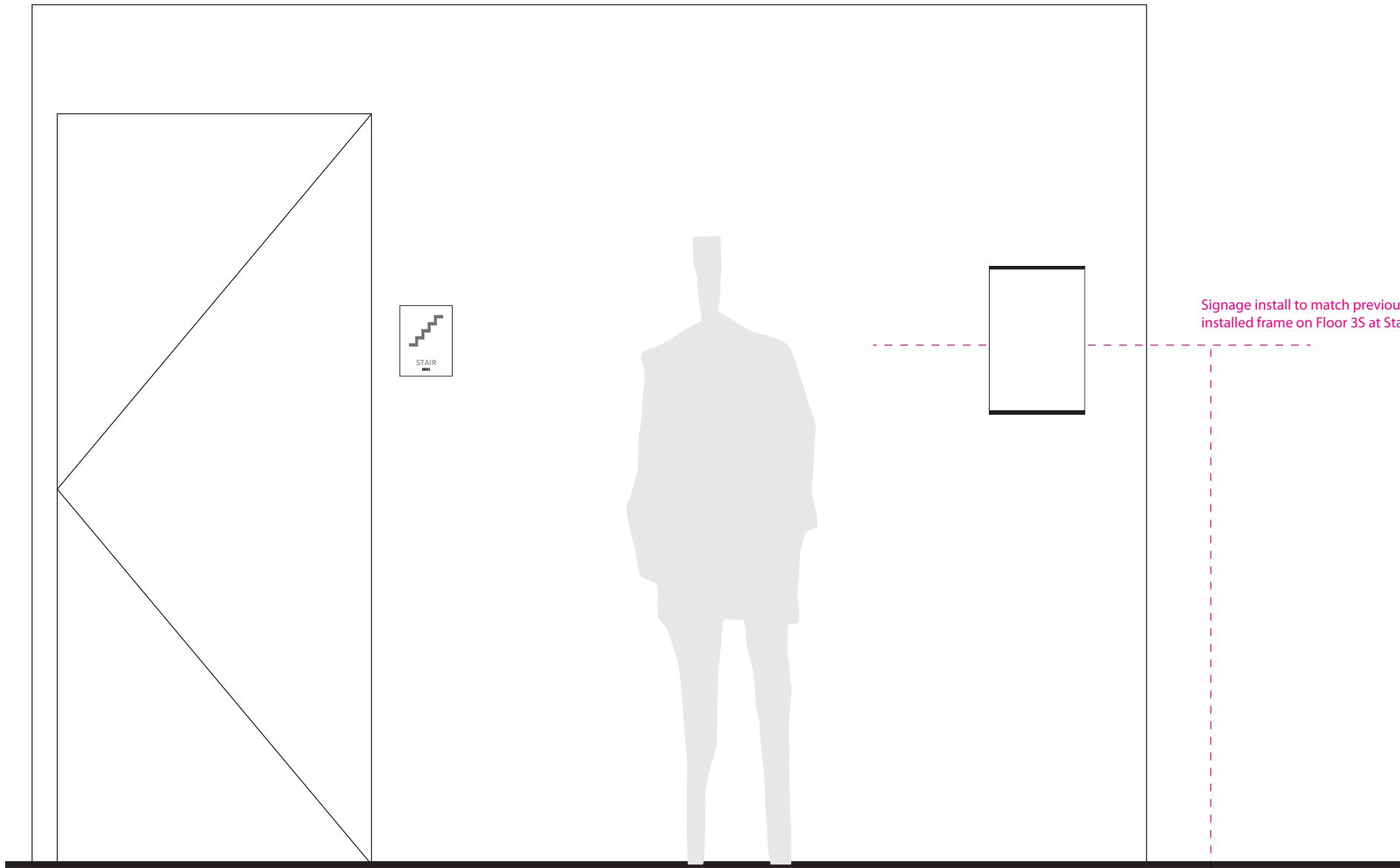
CONDITION D: FRAMES INSTALLED BY DRINKING FOUNTAINS

SIGN LOCATION:

- 2S.013D
- 2N.017A
- 2N.493A

FIGURE 12 - Frame Signage (CONT)

FOR J.2 (11"x17") SIGNS



CONDITION E: FRAMES INSTALLED OPPOSITE STAIR SIGNAGE

SIGN LOCATION:

- 2S.019B
- 3.005A
- 4.006B

INTERIOR SIGNAGE

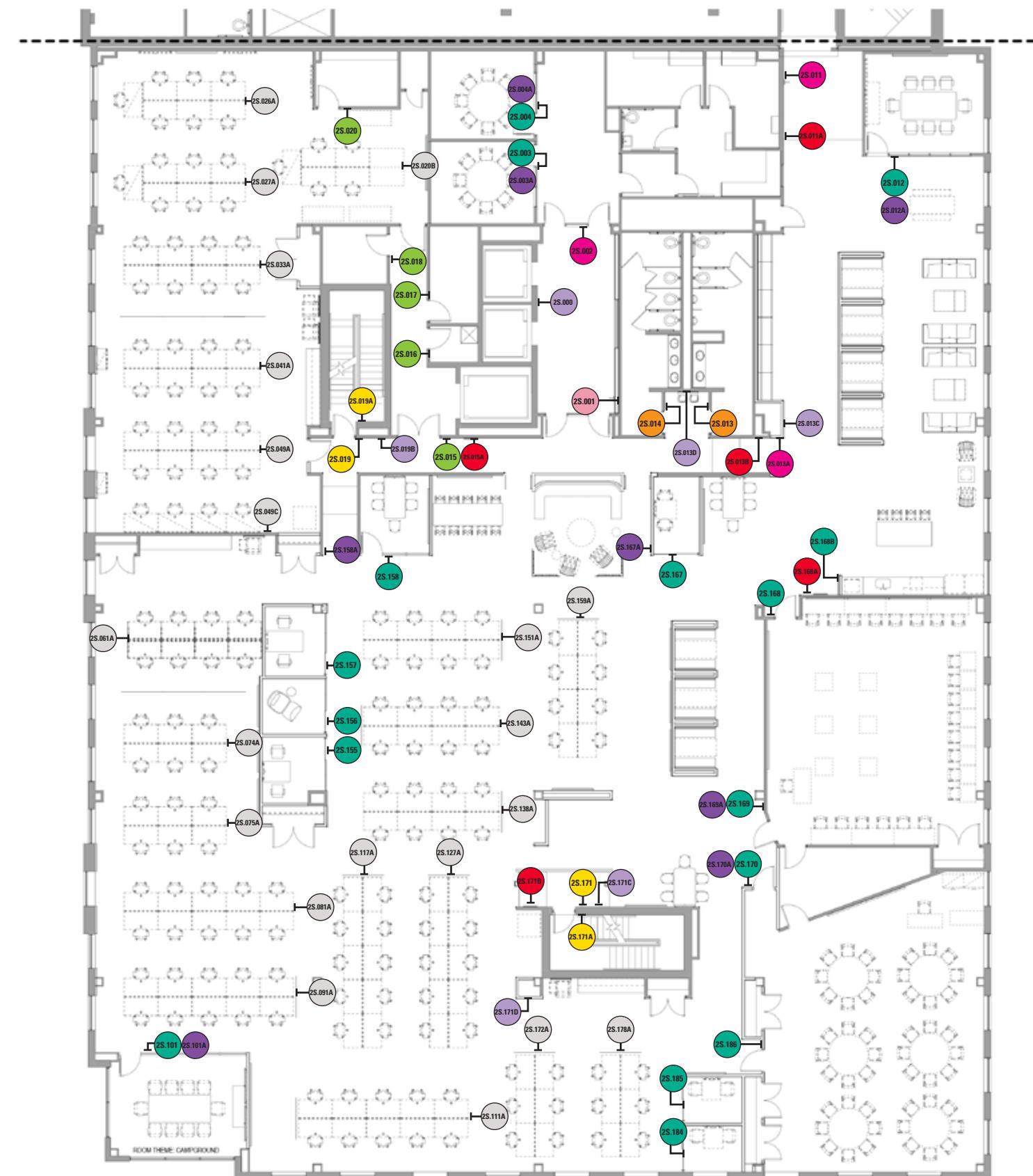
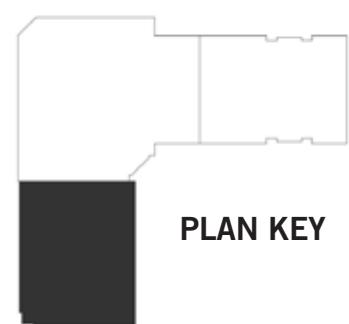
LOCATION PLAN

FLOOR 2S

LOCATION PLAN

PHASE II ITEMS

- ELEMENT A2**
CONFERENCE ROOM SIGNAGE
- ELEMENT A3**
ROOM SIGNAGE
- ELEMENT B1, B2, B3, B4, B5**
RESTROOM SIGNAGE
- ELEMENT C1, C2**
STAIR SIGNAGE
- ELEMENT H1**
FEC FLAG
- ELEMENT J1 (8.5" x 11")**
ROOM & LIGHTING FRAME ID
- ELEMENT J2 (11" x 17")**
EVACUATION MAP FRAME ID
- ELEMENT D1, D2**
DIRECTORY SIGNAGE
- ELEMENT E1, E2, E3, E4**
WAYFINDING MAPS
- ELEMENT G1**
WORKSTATION GROUP SIGNAGE



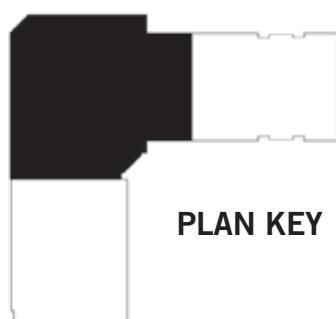
PLAN KEY

FLOOR 2N

LOCATION PLAN

PHASE II ITEMS

- ELEMENT A2**
CONFERENCE ROOM SIGNAGE
- ELEMENT A3**
ROOM SIGNAGE
- ELEMENT B1, B2, B3, B4, B5**
RESTROOM SIGNAGE
- ELEMENT C1, C2**
STAIR SIGNAGE
- ELEMENT H1**
FEC FLAG
- ELEMENT J1 (8.5" x 11")**
ROOM & LIGHTING FRAME ID
- ELEMENT J2 (11" x 17")**
EVACUATION MAP FRAME ID
- ELEMENT D1, D2**
DIRECTORY SIGNAGE
- ELEMENT E1, E2, E3, E4**
WAYFINDING MAPS
- ELEMENT G1**
WORKSTATION GROUP SIGNAGE



PLAN KEY

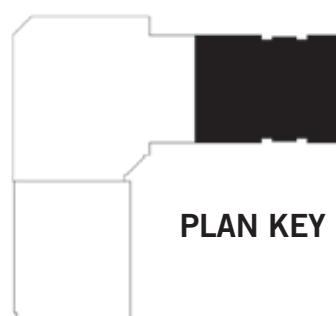
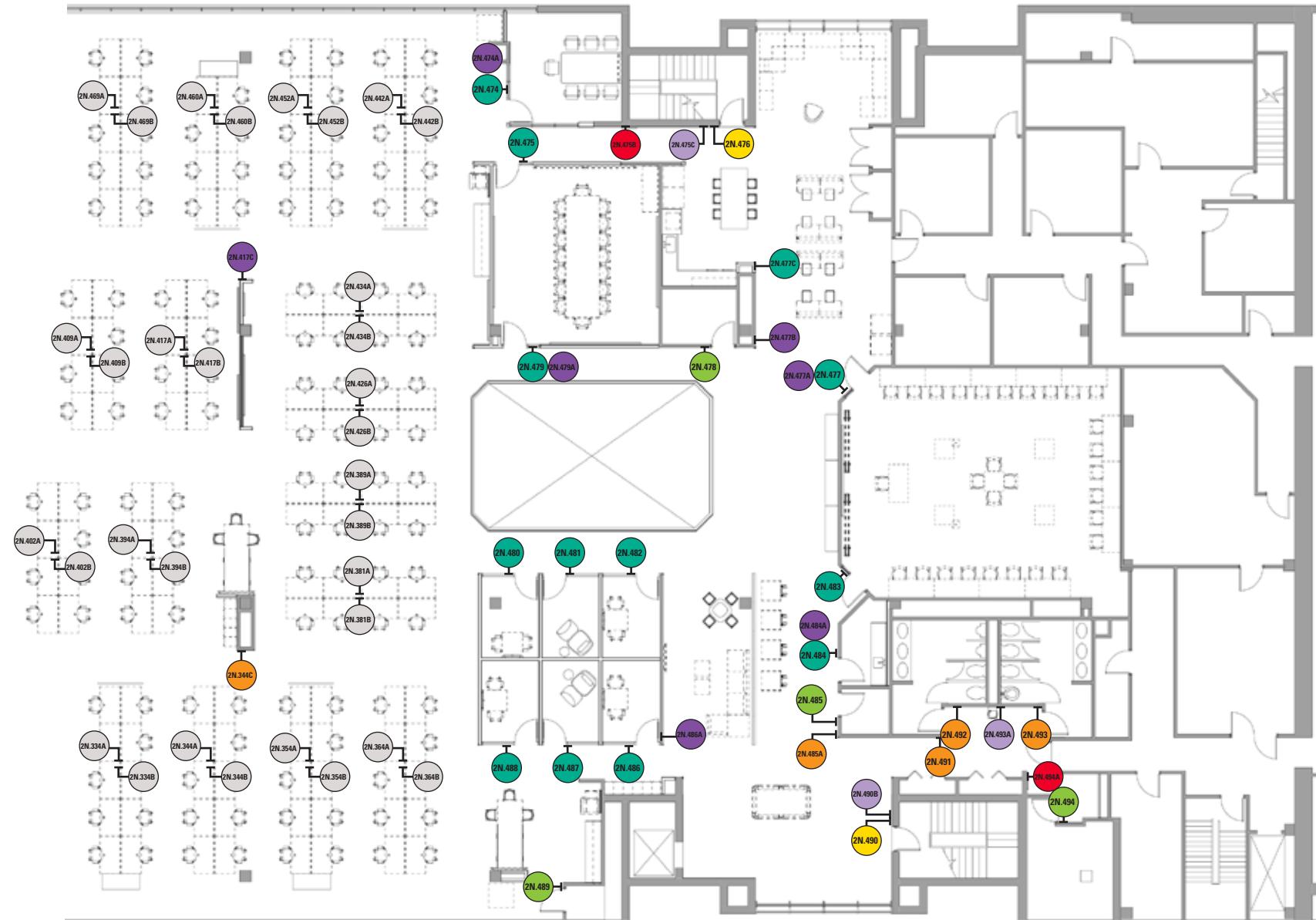


FLOOR 2N (EAST)

LOCATION PLAN

PHASE II ITEMS

- ELEMENT A2**
CONFERENCE ROOM SIGNAGE
- ELEMENT A3**
ROOM SIGNAGE
- ELEMENT B1, B2, B3, B4, B5**
RESTROOM SIGNAGE
- ELEMENT C1, C2**
STAIR SIGNAGE
- ELEMENT H1**
FEC FLAG
- ELEMENT J1 (8.5" x 11")**
ROOM & LIGHTING FRAME ID
- ELEMENT J2 (11" x 17")**
EVACUATION MAP FRAME ID
- ELEMENT D1, D2**
DIRECTORY SIGNAGE
- ELEMENT E1, E2, E3, E4**
WAYFINDING MAPS
- ELEMENT G1**
WORKSTATION GROUP SIGNAGE



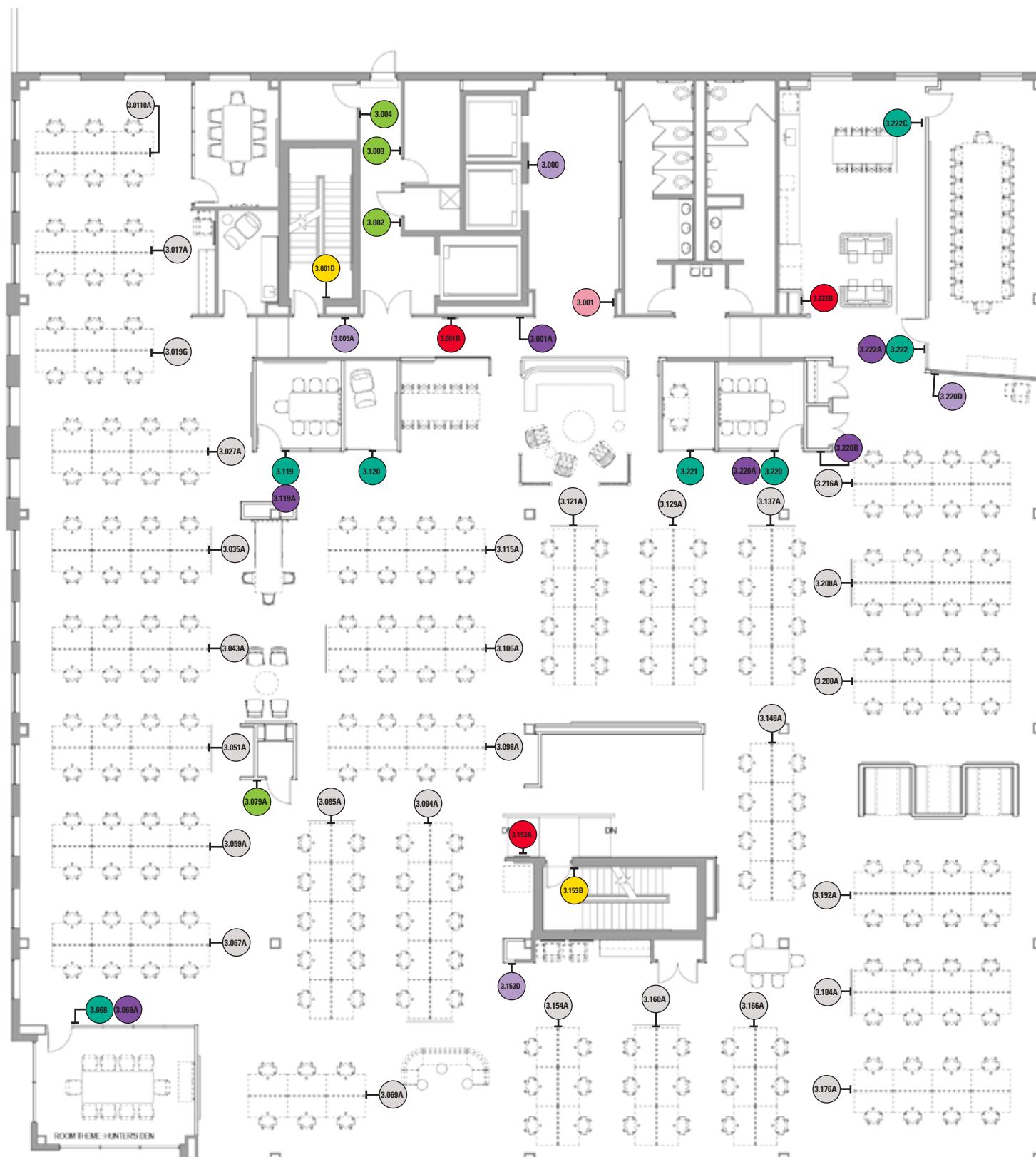
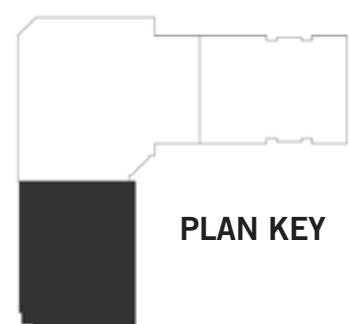
PLAN KEY

FLOOR 3S

LOCATION PLAN

PHASE II ITEMS

- ELEMENT A2**
CONFERENCE ROOM SIGNAGE
- ELEMENT A3**
ROOM SIGNAGE
- ELEMENT B1, B2, B3, B4, B5**
RESTROOM SIGNAGE
- ELEMENT C1, C2**
STAIR SIGNAGE
- ELEMENT H1**
FEC FLAG
- ELEMENT J1 (8.5" x 11")**
ROOM & LIGHTING FRAME ID
- ELEMENT J2 (11" x 17")**
EVACUATION MAP FRAME ID
- ELEMENT D1, D2**
DIRECTORY SIGNAGE
- ELEMENT E1, E2, E3, E4**
WAYFINDING MAPS
- ELEMENT G1**
WORKSTATION GROUP SIGNAGE

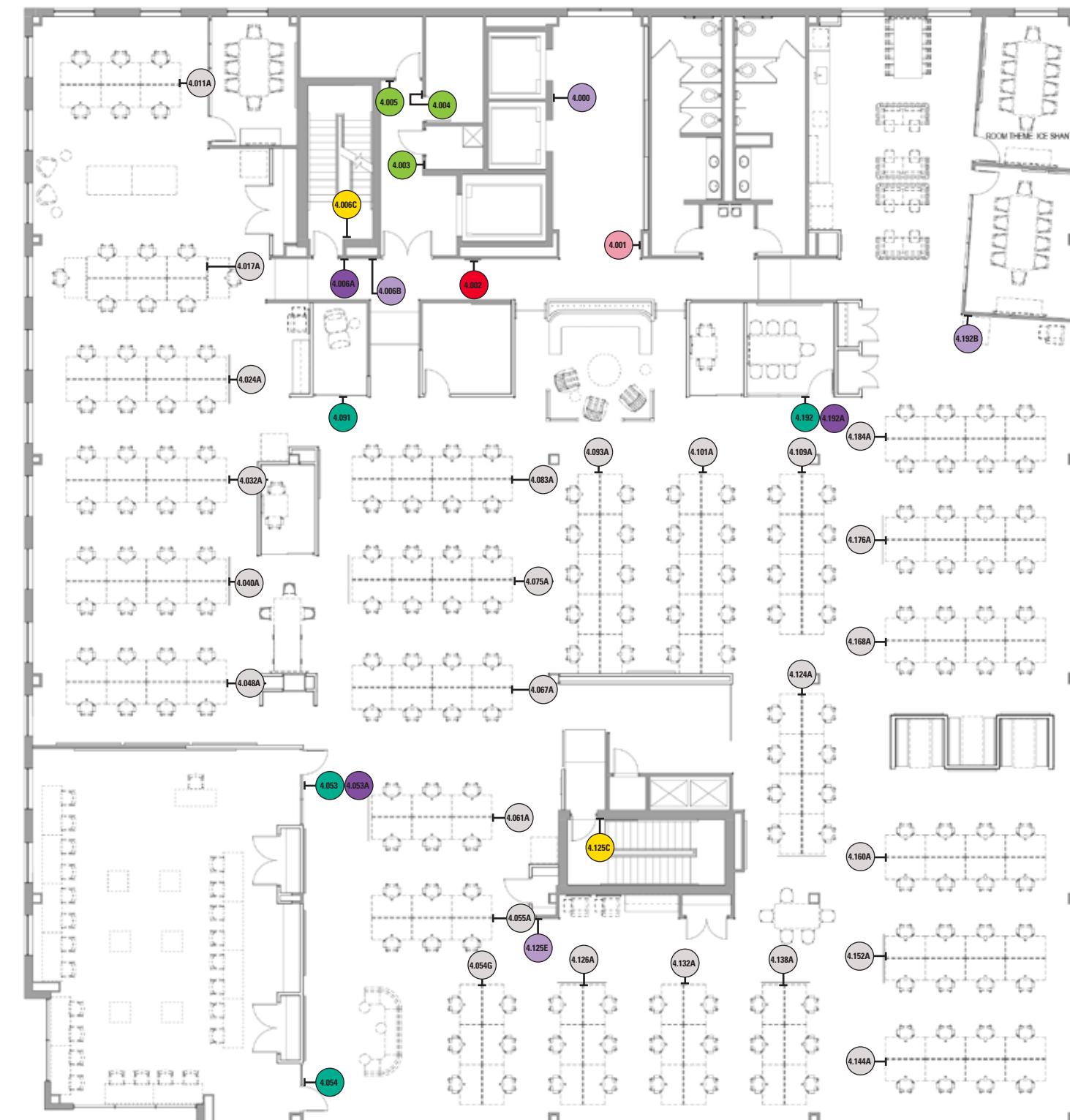
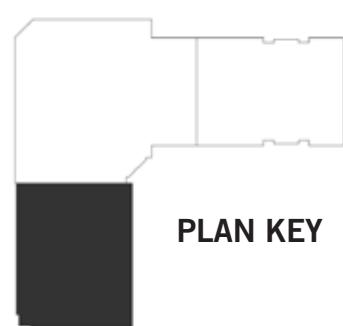


FLOOR 4S

LOCATION PLAN

PHASE II ITEMS

- ELEMENT A2**
CONFERENCE ROOM SIGNAGE
- ELEMENT A3**
ROOM SIGNAGE
- ELEMENT B1, B2, B3, B4, B5**
RESTROOM SIGNAGE
- ELEMENT C1, C2**
STAIR SIGNAGE
- ELEMENT H1**
FEC FLAG
- ELEMENT J1 (8.5" x 11")**
ROOM & LIGHTING FRAME ID
- ELEMENT J2 (11" x 17")**
EVACUATION MAP FRAME ID
- ELEMENT D1, D2**
DIRECTORY SIGNAGE
- ELEMENT E1, E2, E3, E4**
WAYFINDING MAPS
- ELEMENT G1**
WORKSTATION GROUP SIGNAGE



EXTERIOR

PHASE II ITEMS

ELEMENT K1
NO SMOKING SIGNAGE

Sign placement to be
verified on site; location
not visible on plan



LOCATION PLAN