BACKGROUND

A TSU wayfinding campaign was initiated last year with the intent of helping patrons of the TSU more easily navigate their way around the building. Vinyl logo extensions have been installed on some ASI offices and meeting rooms but some offices and meeting spaces do not have any identifying information.

PROPOSAL

Vote on whether or not to use the secondary ASI logo (i.e., disc) on doors to office spaces that house more than one ASI program or service.

RATIONALE

As stated above, this project will further develop the TSU wayfinding campaign and improve the ease of building navigation. The inclusion of the secondary ASI logo (with programming names below) on doors of shared spaces, will contribute to the goals of the campaign.

IMPACT

It will make it easier for TSU patrons to navigate within the building and improve student access to ASI programs and services.

BUDGET IMPACT

None. Vinyl printing and installation to be completed in-house by Marketing, Communications, & Design staff.

IMPLEMENTATION TIMELINE

Production and installation to occur following board approval.