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Elevator Vinyl

PRESENTED TO: Titan Student Centers Board of Trustees – Marketing & Outreach Committee

MEETING DATE: Wednesday, February 21, 2018

PRESENTED BY: Tori Hust, TSCBOT Vice Chair

Scott Martin, Marketing & Communications Associate Director

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. The development and installation of a building directory on the exterior of the main elevator doors on each floor will contribute to the goals of the campaign.

PROPOSAL

Vote on and finalize the photographs that will be incorporated in the vinyl elevator directory located on each floor.

RATIONALE

As stated above, this project will further develop the TSU wayfinding campaign and improve the ease of building navigation.

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

Quoted estimate of cost is \$992.66. This will be funded by the Marketing, Communications, & Design departmental budget.

IMPLEMENTATION TIMELINE

Production and installation to occur following board approval. Expected completion date to be within the Spring 2018 semester but subject to change based on vendor availability.

TSU Wayfinding

Elevator Information

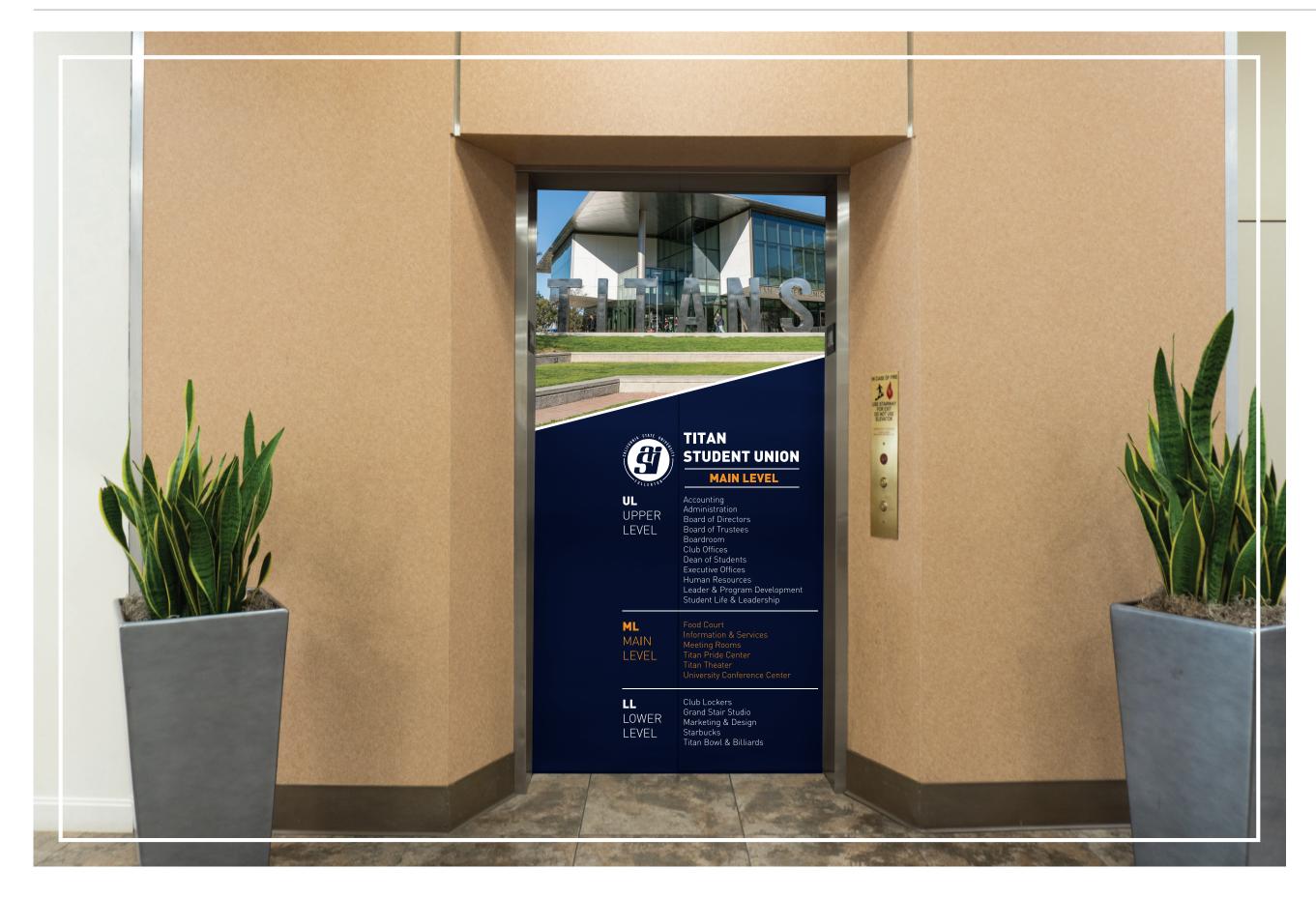


VINYL - WHITE & ORANGE (CSUF COLORS) on Blue



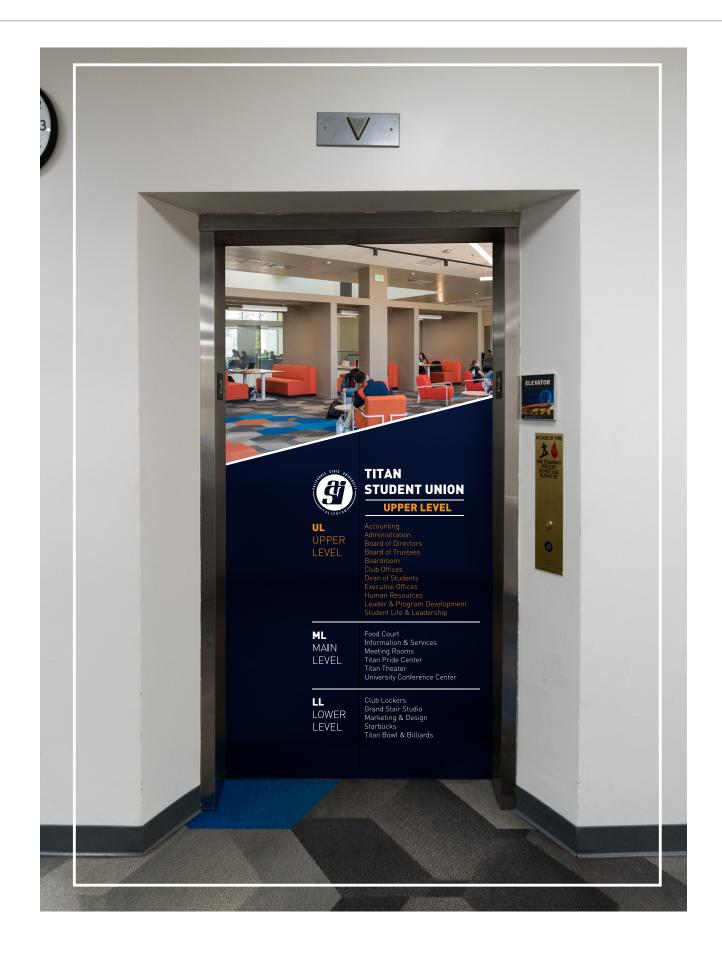
TSU Wayfinding - Main Level Elevator Information - Wraps





TSU Wayfinding - Upper Level Elevator Information - Wraps





TSU Wayfinding Lower Level Elevator Information - Wraps



