

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.

VINYL - WHITE & ORANGE (CSUF COLORS) on Blue

	
<b>TITAN STUDENT UNION</b>	
<b>MAIN LEVEL</b>	
<b>UL UPPER LEVEL</b>	Accounting Administration Board of Directors Board of Trustees Boardroom Club Offices Dean of Students Executive Offices Human Resources Leader & Program Development Student Life & Leadership
<b>ML MAIN LEVEL</b>	Food Court Information & Services Meeting Rooms Titan Pride Center Titan Theater University Conference Center
<b>LL LOWER LEVEL</b>	Club Lockers Grand Stair Studio Marketing & Design Starbucks Titan Bowl & Billiards



# TSU Wayfinding - Main Level

Elevator Information - Wraps





# TSU Wayfinding - Upper Level

Elevator Information - Wraps





# TSU Wayfinding Lower Level

Elevator Information - Wraps

