

MAY 4-6

2022

ATLANTA, GA

ISA **SIGN**
INTERNATIONAL **EXPO**
2022

75 YEARS

Designer/Fabricator Best Practices for Maximum Profitability

Craig Berger

Chair, Communication Design Pathways, FIT



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Designer/Fabricator Best Practices for Maximum Profitability



Why are fabricators so deceitful?

A designer I worked on a project with recently?

You have to be out of your mind to go into this business

A very close fabricator friend of mine?



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Hard Facts for Fabricators

- Bidding is even more cutthroat as bids are easier to find.
- More designers than ever are getting involved in sign and wayfinding design but they know less.
- Fabricators are being held to tighter cost constraints.
- Fabricators are being asked to do more things that designers used to do from design guidelines to message schedules.

But with difficulty there is opportunity!



Hard Facts for Designers

- It is harder to maintain a long term relationship with a fabricator.
- Clients are questioning the benefits of designers taking on a wholistic role in the process and the fee that involves.
- The experiential design process has become more widespread
- Designers are being asked to take responsibility for more things outside their control.


But with difficulty there is opportunity!



Three Types of Designer Intent For Fabricators

FROM 2019

*Note: These are broad generalizations and do not account for design firms that integrate these disciplines together.



Brand Identity

Branding Agencies
Graphic Design/Brand Firms
Internal Design Management and Facilities Teams

Attributes


- Strong knowledge of brand, type, Graphics
- Palette builders and maintainers
- Relatively weak in scale/architectural drawings
- Relatively weak in materials/illumination

Types of Fabricators

- Strong internal project management team
- Good educators in material/lighting technology
- Project management of large complex projects
- Strong knowledge of guidelines
- Visualization ability
- Powerful specification team

Strategies

- Focus on color matching and mockup Development
- Specification writing is key. Tight material and connection specification
- Communicating through guidelines packages and database development



Architectural/Placemaking

Architects
Interior Designers
Landscape Architects

Attributes

- Weak understanding of graphic design trends
- Weak knowledge of legibility and hierarchy
- Material and lighting specification oriented
- Strong in materials/illumination
- Strong in dimensional design
- Tight documentation/specification

Types of Fabricators

- Strong internal graphic design team with Professional(Environmental) ability
- Leadership in legibility and code development
- Strict documenters and specification writers
- Powerful dimensional visualization ability within the architectural framework

Strategies

- Architectural dimensional visualization and the language of architectural drawing
- Must take lead on color, type and illumination
- Provide specification guidance and best practices on materials as a support to larger Documentation package
- Ability to collaborate and coordinate closely with the general contractor



Object Design

Environmental Graphic Design Firms
Brand Environment/Fixture Designers
Exhibition Designers

Attributes

- Design control
- Tight design intent
- Interested in learning new methodologies/methods
- Design Intent document as the foundation
- Reliant on strong mockups and samples

Types of Fabricators

- Designer emphasis as the key to the work you do
- Strong construction documentation specialists
- Dedicated ongoing relationships
- Stable of 3-5 frequent collaborators
- Fast prototyping capability

Strategies

- Have one or two key design collaborators as a model for working with others
Integrate mockup and sample testing in the process.
- Tight shop drawings as an extension and explanation of design intent
- Clear checklists of questions and information for each stage in the process



Designer/Fabricator Best Practices for Maximum Profitability



It is not a silo. It is a continuum

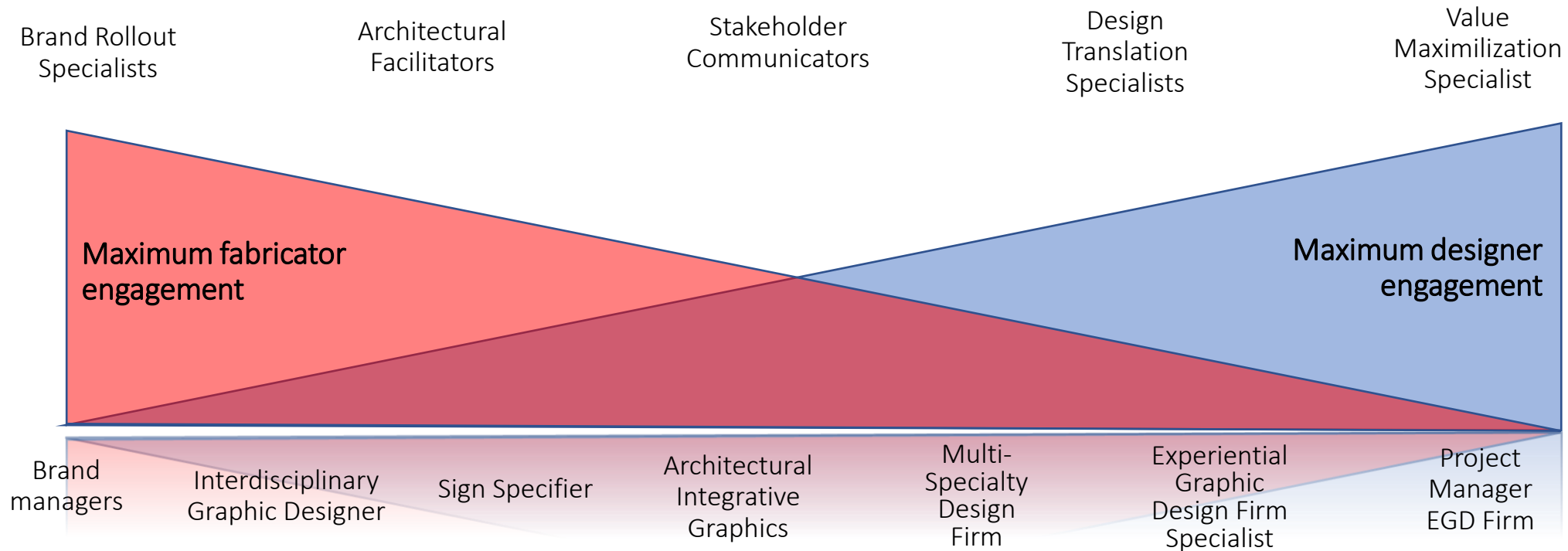
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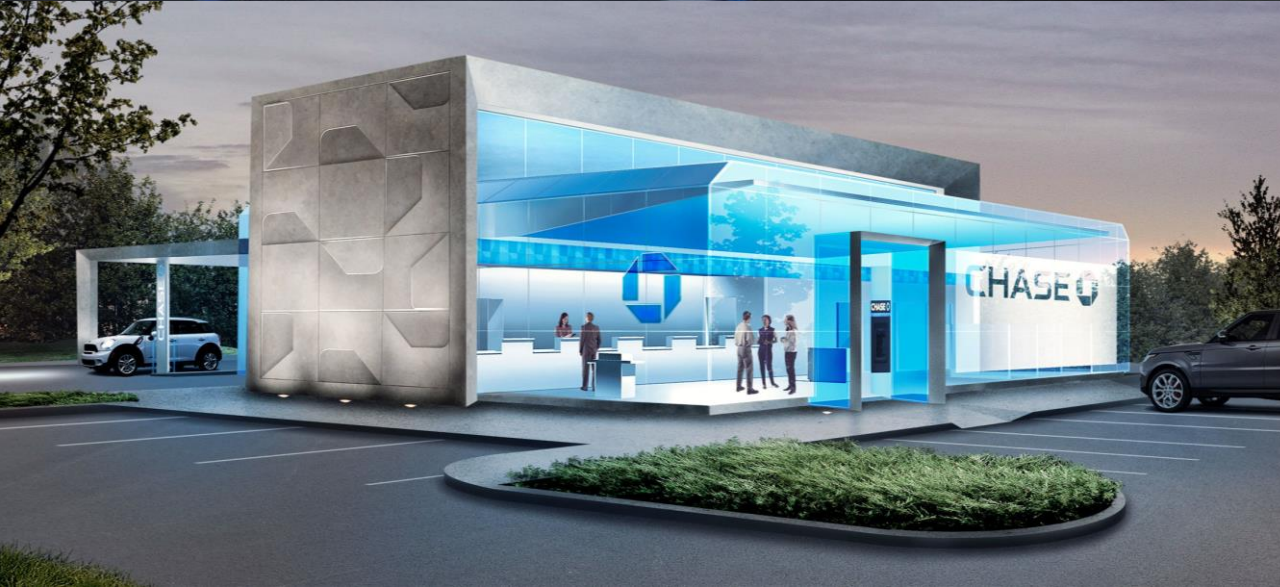
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Build Your Strategy Around the Designer Relationship



BEWARE. These are not hard categories and there is considerable nuance







RI

HALLETT'S
POINT
ASTORIA
ENJOY
FAMILY RECREATION
WATER PARKING

STOP

Tramway Plaza
Roosevelt Island
RI



Documentation Speaks Volumes

Design Guidelines Experiential Spatial Visualization Narrative Oriented Documentation Ongoing Development Documentation Architectural Construction Documentation


Multi-Stakeholder Instruction

Apples to Apples Bidding

BEWARE. These are not hard categories and there is considerable nuance





 VANCOUVER 304-1228 Hamilton Street Vancouver, B.C., Canada V6B 6L2 ☎ 604.261.3330 ☎ 604.261.3909 www.cygnusgroup.ca	ISSUANCE		DATE	©CYGNUS These drawings involve confidential proprietary rights of Cygnus Sign Management and all design, manufacturing, reproductions, use and sale rights regarding the same are expressly reserved. These drawings are submitted under a confidential relationship for a specified purpose and the recipient, by accepting this document, assumes custody and agrees (a) that this document will not be copied or reproduced in whole or in part, nor its contents revealed in any manner or to any person except to meet the purpose for which it was delivered and (b) that any special features peculiar to this design will not be incorporated into other projects.	CLIENT / PROJECT		CLIENT SIGN OFF		SCALE				
	ISSUED FOR REVIEW		MAY 17, 2017		WESGROUP				NOTED ABOVE VA 6 OF 21				
	ISSUED FOR APPROVAL		DEC 21, 2015		RIVER DISTRICT								
	ISSUED FOR REVIEW		DEC 04, 2015		PROJECT NUMBER		DRAWING TITLE			REVISION	DRAWN / CHECKED		
			VAN 43150					RIVER DISTRICT		3	AT/JM		

Block S

Standard

Our standard Block S is solid and does not contain an outline. This version should be applied in most contexts, ideally in Syracuse University Orange. The standard Block S is the only version approved for use in our logo lockups. For approved variations when used as a supergraphic, see page 26.



Amplified

In environments where high contrast is required (e.g., basketball court, broadcast television) or where our school spirit and pride are heightened (e.g., athletics, athletic apparel), the amplified Block S may be used. While the amplified Block S can be applied in the context of athletics, it should not appear in a lockup for Syracuse University overall or its schools and colleges.



Amplified Variations

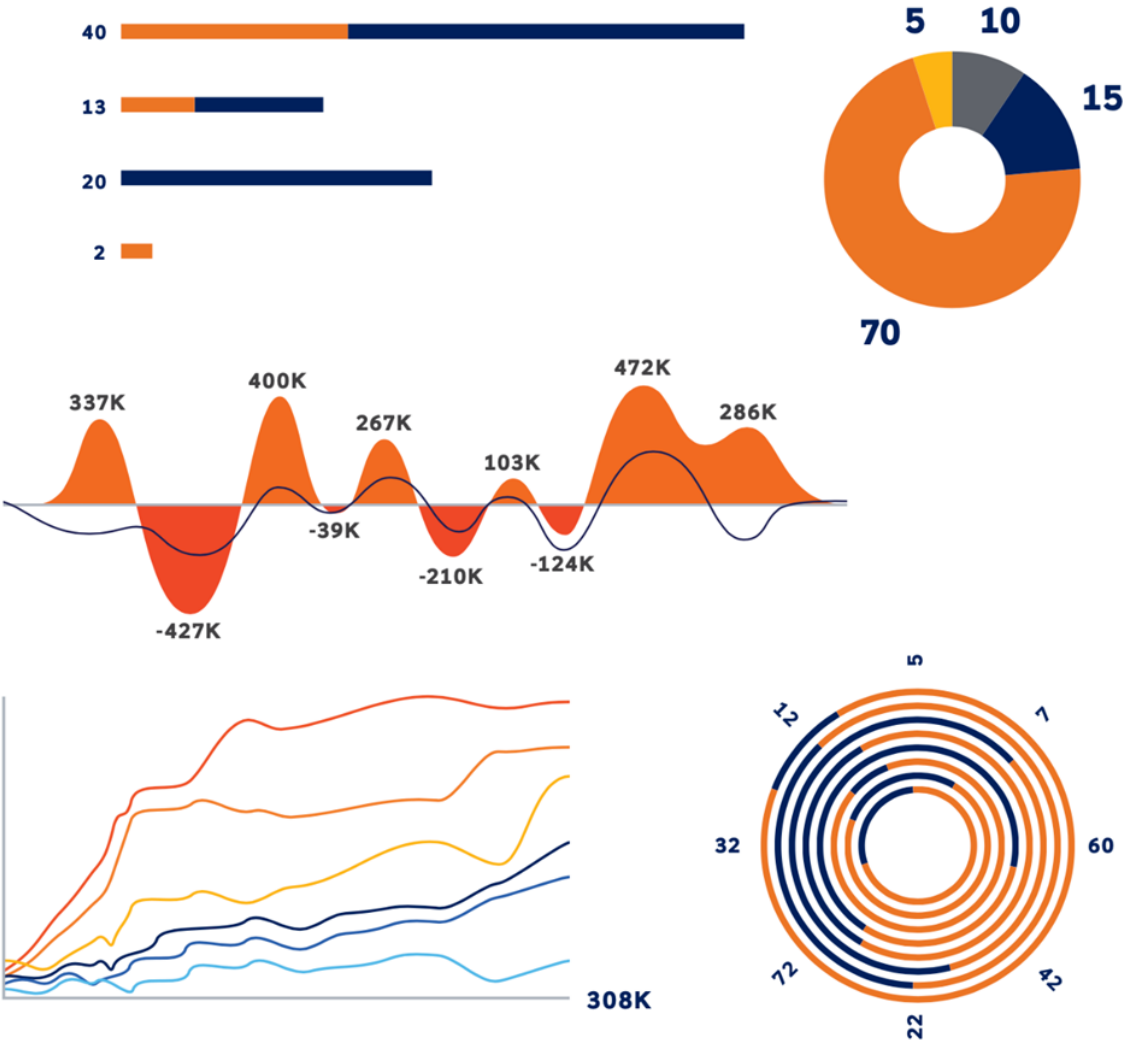


Data Visualization

Syracuse University creates and connects a powerful community of game changers that move ideas, individuals and society forward.

Establishing a cohesive style to visualize data helps us clarify and amplify our distinct story of impact.

The following examples demonstrate how to apply our primary and secondary colors to highlight numbers and data in clean, clear and compelling ways.



Inspiration

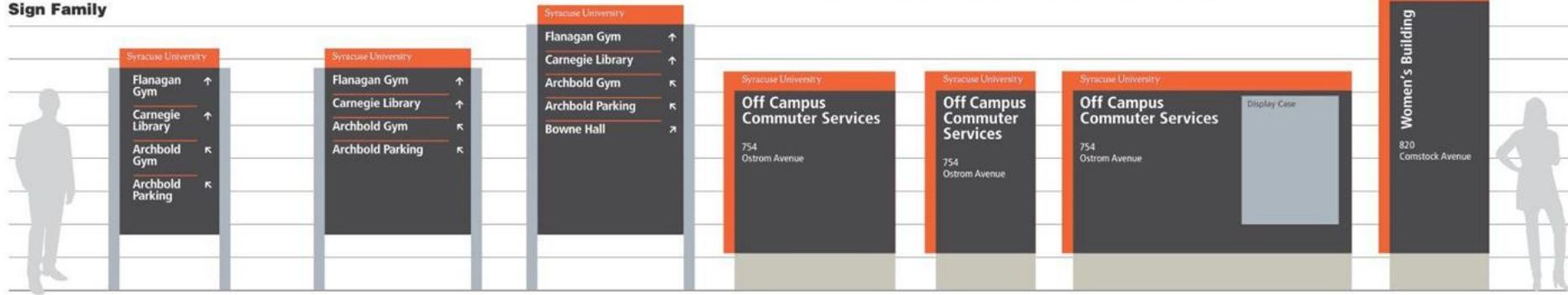
Environmental



Syracuse University Wayfinding

Copy on signs is for demonstration.
Refer to message schedule for actual sign face layouts.

Sign Family



**Pedestrian Directional
Type CM 00**

Height 7' 4"
Width 3'
Posts 4"

**Pedestrian Directional
Type CM 01**

Height 7' 4"
Width 4' 5"
Posts 4"

**Pedestrian Directional
Type CM 02**

Height 8' 8"
Width 4' 5"
Posts 4"

**Destination Arrival
Type CM 03**

Height 6' 7"
Width 4' 10"
Base 4' 6"

**Dest Arrival
Type CM 04**

Height 6' 7"
Width 3'
Base 2' 8"

**Destination Arrival
Type CM 05**

Height 6' 7"
Width 8' 11"
Base 8' 7"

**Vertical Arrival
Type CM 06**

Height 9' 6"
Width 3'
Base 2' 8"



**Vehicular Sign
Type CM 07**

Height 13' 2"
Width 4' 5"
Post 6"

**Vehicular Signs
Type CM 08**

Height 12'
Width 4' 5"
Post 6"

**Parking Information
Type CM 09**

Height 6' 2"
Width 2' 3"
Posts 4"

**Street Name
Type CM 10**

Height 10' 6"
Width 8' 2"
Post 5"

**Map
Type CM 11**

Height 6' 7"
Width 4' 10"
Base 4' 6"

**Small Map Directional
Type CM 12**

Height 9' 2"
Width 3'
Base 2' 8"

Syracuse Identity:

Sherman Serif Book

Message Typeface:

Frutiger Lt Std

67 Bold Condensed

57 Condensed

SU Orange

SU X-Drk Gray

SU Med Gray

Concrete



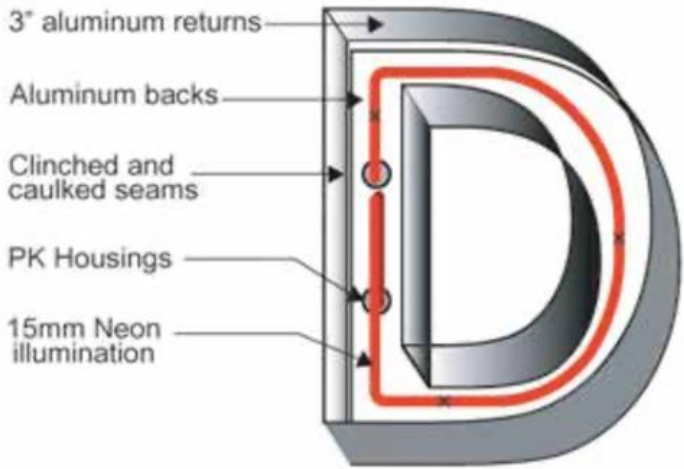


SIGN TYPE 1: GATEWAY

FREESTANDING

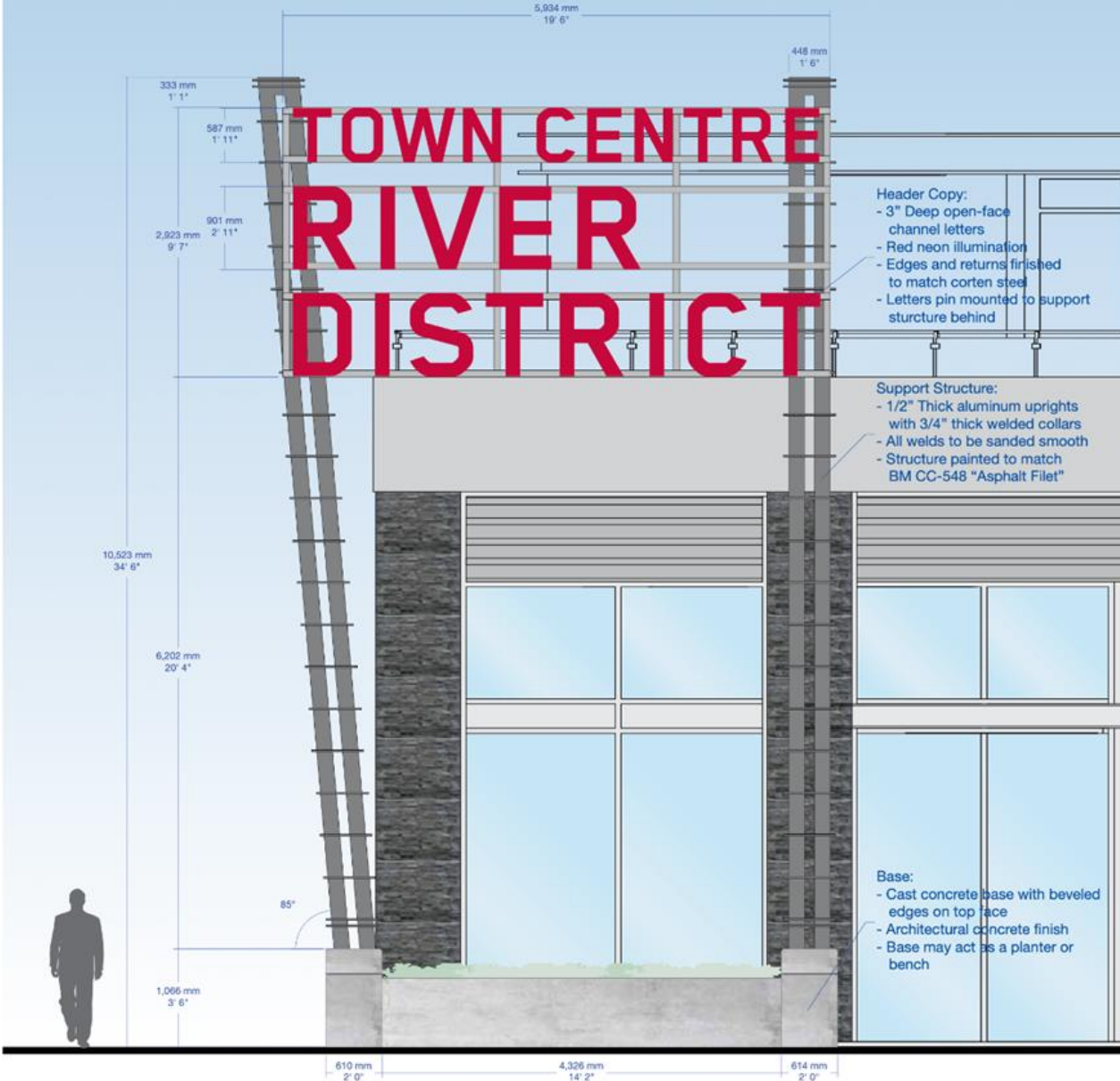
NOTES:

- Illuminated freestanding sign.



7.1 GATEWAY SIGN - DETAIL
NTS

7.2 GATEWAY SIGN - WEST ELEVATION
Scale 1:50



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		ISSUED FOR REVIEW	MAY 17, 2017					
		ISSUED FOR APPROVAL	DEC 21, 2015					
		ISSUED FOR REVIEW	DEC 04, 2015					
				PROJECT NUMBER VAN 43150	DRAWING TITLE RIVER DISTRICT	REVISION 3	DRAWN / CHECKED AT/JM	VA 7 OF 21

Sign Preliminary Rendering
Scale: NTS

4"X 4"X 3/16" STEEL TUBING W/
WELDED CAPS

WELD FRAME EXTENSION

LETTERING TO BE LASER CUT
INTO PANEL

PANEL TO BE WELDED
TO FRAME

"36"X20" GRAPHICS PANEL"
MOUNTED USING S/S 10-24
PIN-IN-HEX DRIVE SCREWS (6)

RAIL MECHANICALLY FASTEN
TO MOUNTING PLATE

1/4" STEEL ANGLED
RAIL MOUNTING

10"X 30"X 1/2" BASE PLATE
W/ (4) 5/8" DIAMETER HOLES
FOR 1/2" DIAMETER ANCHOR BOLTS

Front View

SIGN CANOPY TO HAVE 3/16" T
PERFORATED STEEL PANEL W/ WELDED
1"X 2" TUBE STEEL FRAME
(*PERFORATED PANEL WELDED TO TOP
OF STEEL FRAME)

GRAPHIC PANELS .250" DIA
MOUNTING HOLES

3"X 3"X 3/16" SQUARE TUBING
FOR STRUCTURAL REGIDITY

Back View

10-24 S/S PIN-IN-HEX
BUTTON HEAD
CAP SCREW

1/8" STEEL GRAPHIC PANEL

10-24 S/S HEX NUT GLUED
TO BACK OF GRAPHIC PANEL

1/8" STEEL BACKER PANEL

Mounting Detail
Scale: 1" = 1"



CORPORATE OFFICE
410 Atlantic Avenue, Rochester, NY 14609
IDSignsystems.com
☎ (585) 266-5750 📠 (585) 266-5798

CLIENT



TOWN OF BRIGHTON

DRAWING DESCRIPTION
MINOR STEEL KIOSK

LOCATION
BRICKYARD TRAIL

ACCOUNT MANAGER **DESIGNER**
Paul Dudley FR

QTY. **DRAWING #** **DATE**
01 id3281 02/24/16

REVISIONS		
DATE	REVISIONS/COMMENTS	INITIAL
03/09	Request for Revision	FR
03/23	Request for Revision	FR
04/22	Request for Revision	NGS
05/04	Request for Additions	FR
05/23	Revised direct embed panel attachment	NGS

THE PURPOSE OF THIS DRAWING IS FOR

■ Client Approval ■ Estimating ■ Production

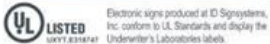
I have carefully reviewed and hereby accept the drawing(s) as shown. I realize that any changes to these designs made before or after production may alter the contract price. All changes must be in writing and approved by both parties prior to production.

PROJECT MANAGER **DATE**
SIGNATURE

ACCOUNT MANAGER **DATE**
SIGNATURE

CLIENT SIGNATURE **DATE**

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REVISION **PAGE NUMBER**





SCALE - NTS

Face Piece Letters

10" (254mm)

36.5" (924mm)

BRITONE 130C / Subtle

Wipe Wip Locations

Mounting Locations

bitro

300 Lord St., Hackensack, NJ 07601
T: 201.641.1004 / F: 201.641.0057
www.bitrogroup.com
www.resno.com

A1 Signification

B1 Section Elevation

B1.1 Sign and Section Elevation

B2 Section Elevation

C1 Detail Elevation - Station View

Reference

< RS-AC-81 Style >

< Face Acrylic Protusion >

< Fastening Screw Location >

< Flattened Surface for Large Stroke >

CLIENT INFORMATION

CUSTOMER: _____

PROJECT NAME: LAYOUT

CUSTOMER PO#: 1234567

RESNO STYLE #: RS-AC-81

CREATION DATE: MM/DD/YYYY

DESIGNED BY: BITRO

DRAWING #: DR(MANAGE_CLIENT_PROJECT_Resno_No_5)

REVISIONS: _____

PAGE #: 1/1

Specifications

1 Face: ☒ White ☐ Resin ☐ Semi-transparent ☐ Glossed ☐ Matte

Protusion: ☒ 10mm ☐ 12mm ☐ 15mm

2 2nd Surface: By Customer

3 LED: White, 6000K, Exterior

4 Backlum: 20mm Deep Stainless Steel

5 Fastening: Screw Location: ☒ Top ☐ Bottom ☐ Side ☐ etc.

6 Mounting: Standard Pin Mount, M4 / 2" Long

7 Wipe Wip: 10mm - 3" Long / Location: Designed

8 Drilling: ☒ Yes ☐ No - Refer to C1

9 Location: Interior ☐ Exterior

10 Gly: 2 set

Package

Included: ☒ Mounting Pattern ☒ Mounting Accessories ☐ Screws ☒ LED Label

Dimensions: ☐ Box ☐ Case

Shipping Mode: ☐ Standard ☐ Express

Notes:

- Mounting pattern and accessories supplied with letters
- Class B SA ASU-40-120 variable primary with 12VDC secondary power supply
- Electrical connections by customer
- Permitted if applicable by customer
- Installation by customer

CLIENT ACCEPTANCE

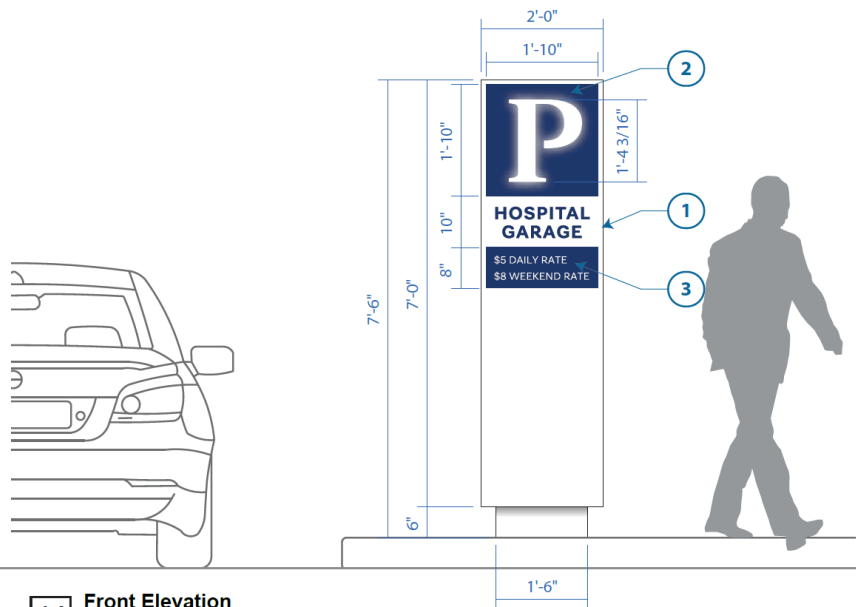
Drawing must be signed, dated and returned to Bitro Group Inc. to commence fabrication.

Approved By: _____

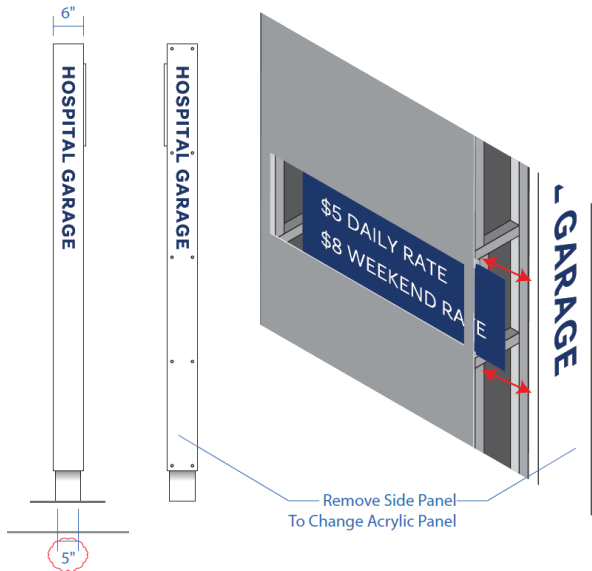
Date: _____

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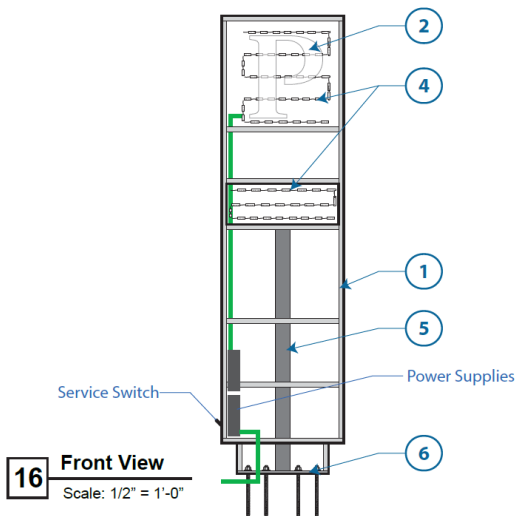
EX-INF - DIGITAL INFO PYLON CABINET - SINGLE SIDED (Total: 2)



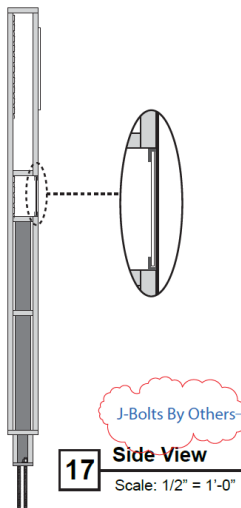
14 Front Elevation
Scale: 1/2" = 1'-0"



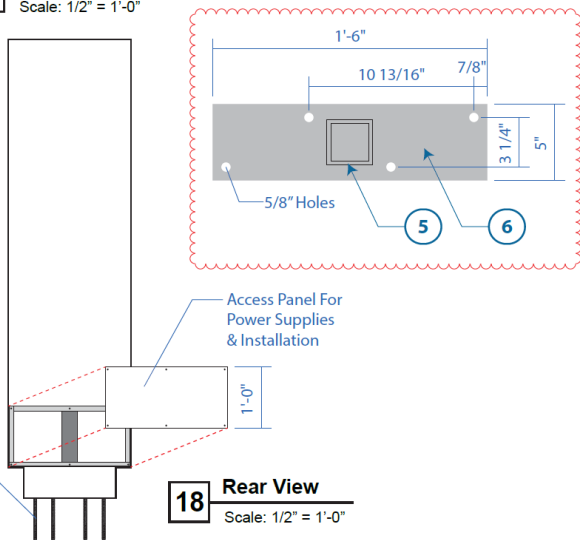
15 Side Elevations
Scale: 1/2" = 1'-0"



16 Front View
Scale: 1/2" = 1'-0"



17 Side View
Scale: 1/2" = 1'-0"



18 Rear View
Scale: 1/2" = 1'-0"

1. Cabinet:
6" Deep Aluminum Cabinet
Made Of Welded 1" x 1" x 18"
Thk Aluminum Tubing Frame
With Post & Mounting Plate.
Faces To Be 1/8" Thk Stencil Cut
Aluminum To Receive Push
Thru Acrylic Letter & Cut Out
For Digital Display Unit. Blue
Area To Be Painted C9 (PMS 288
C / MP3828 Custom Paint).
Returns Skinned With 1/8" Thk
Aluminum Panels With Vinyl
Letters To Match C9 Applied On
Both Sides. Cabinet Painted C6
(MP32071 White Wonder).

2. Push Thru Acrylic:
1/2" Thk Milky White
Translucent Push Thru Acrylic
Letters.

3. Internally Lit Display:
3/16" Thk Milky White
Translucent Acrylic Insert With
Translucent Vinyl Applied To
Match PMS 288 With Knockout
Copy. Mounted With L-Angle
Tracks On Top & Bottom To
Internal Framing.

4. LED Illumination:
White LEDs Mounted Inside
Upper Cabinet To Illuminate
The Push Thru Acrylic & Display
Area.

5. Post:
3" x 3" x 1/4" Thk Aluminum
Post For Structural Support.
Welded To Mounting Plate.

6. Mounting Plate:
3/4" Thk Aluminum Mounting
Plate Welded To Both Internal
Framing Of Cabinet & Post.
Pre-drilled 5/8" Holes For 1/2"
J-Bolts, 10" Min. Embedment &
Tied To Rebar Cage.



Client:
MAYO CLINIC

Project: SO# 7369
PARKING GARAGE
WAYFINDING SIGNAGE

Site:
4500 SAN PABLO ROAD,
JACKSONVILLE, FL 32224

Contact:
ERIC LENTZ

Date: 08.18.20

Rev #: 3 (09.25.20)

File Name:
MAYO CLINIC PARKING
GARAGE SIGNS R1

PM: B.SMITH / G.DE SILVA

Drawn By: I.SANTIAGO

Sales: E.KOSLOW

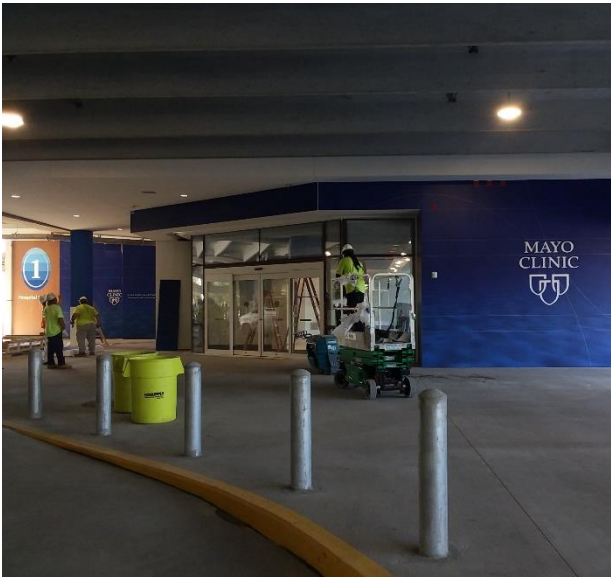
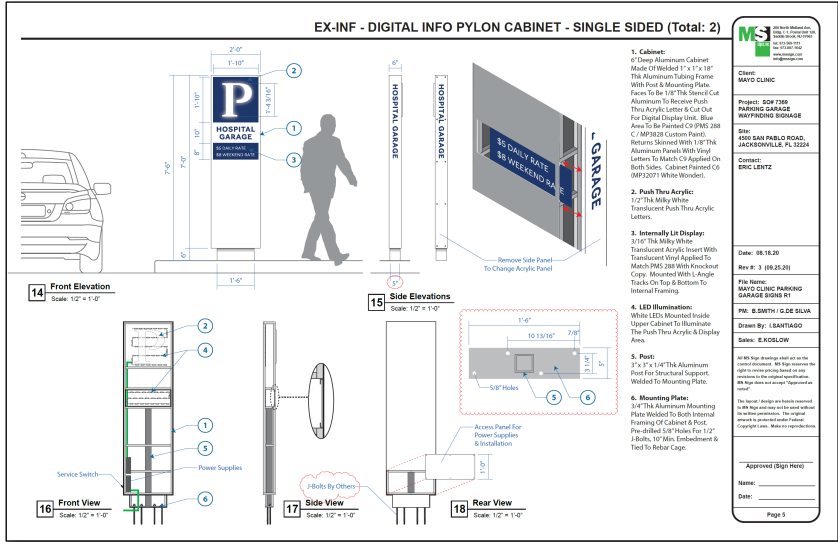
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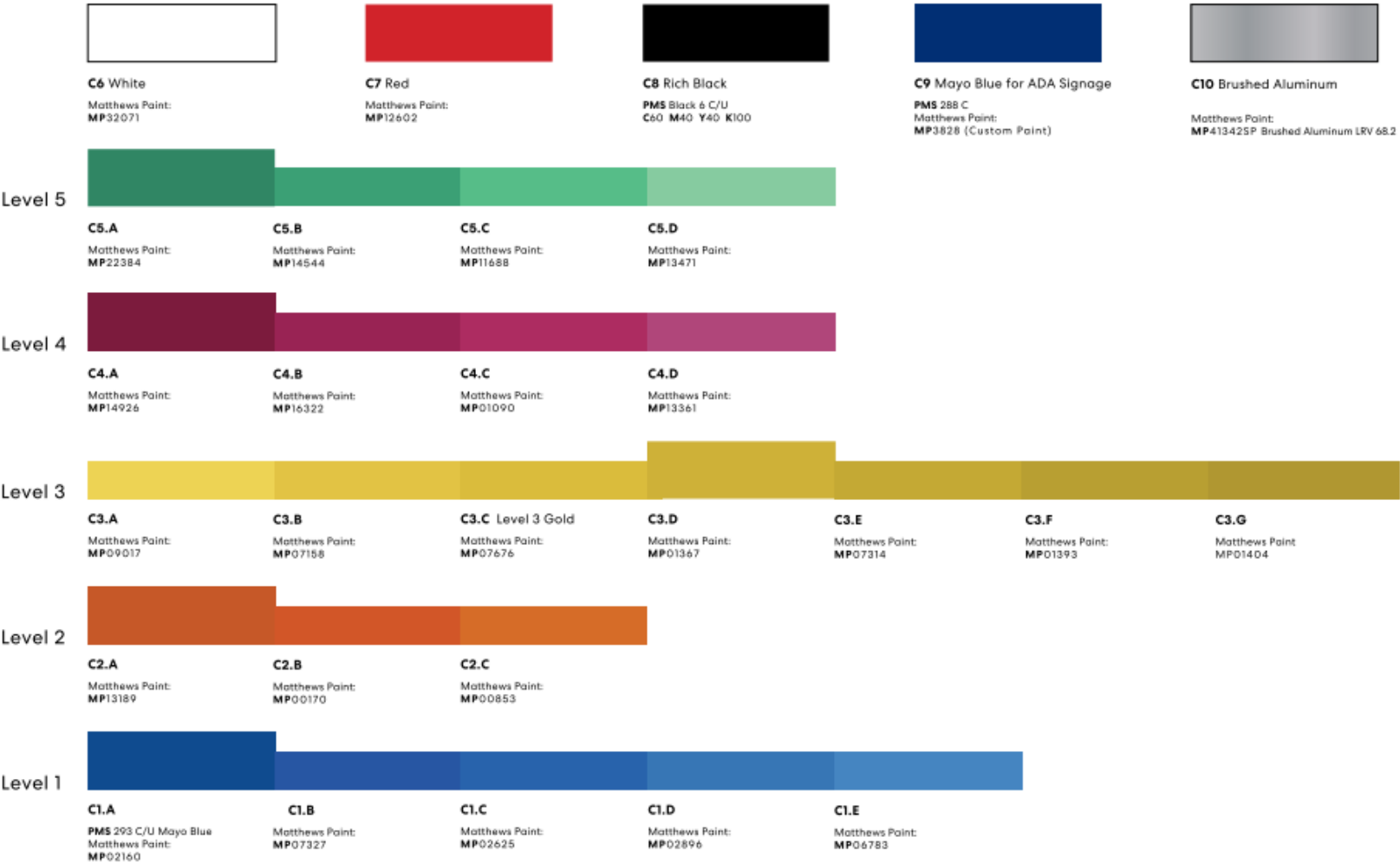
Approved (Sign Here)

Name: _____

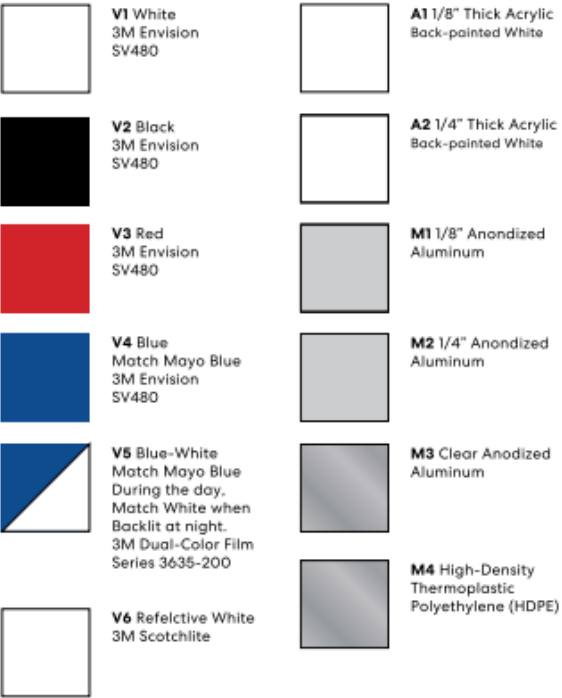
Date: _____



Colors



Materials



EX-ID.1 - PRIMARY HOSPITAL PARKING ID - DOUBLE SIDED



Client:
MAYO CLINIC

Project: SO# 7369
PARKING GARAGE
WAYFINDING SIGNAGE

Site:
4500 SAN PABLO ROAD,
JACKSONVILLE, FL 32224

Contact:
ERIC LENTZ

Date: 08.18.20

Rev #:

File Name:
MAYO CLINIC PARKING
GARAGE SIGNS R1

PM: B.SMITH / G.DE SILVA

Drawn By: I.SANTIAGO

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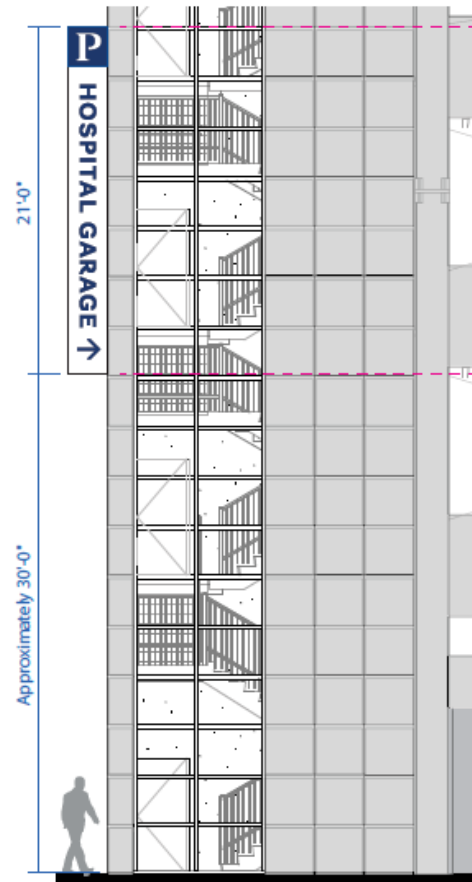
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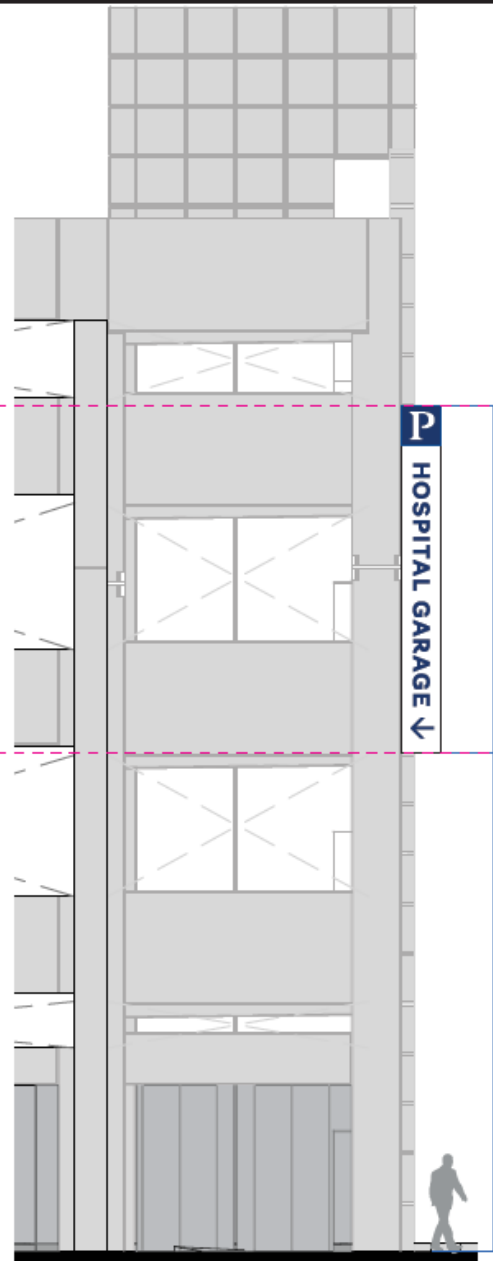
Name: _____

Date: _____

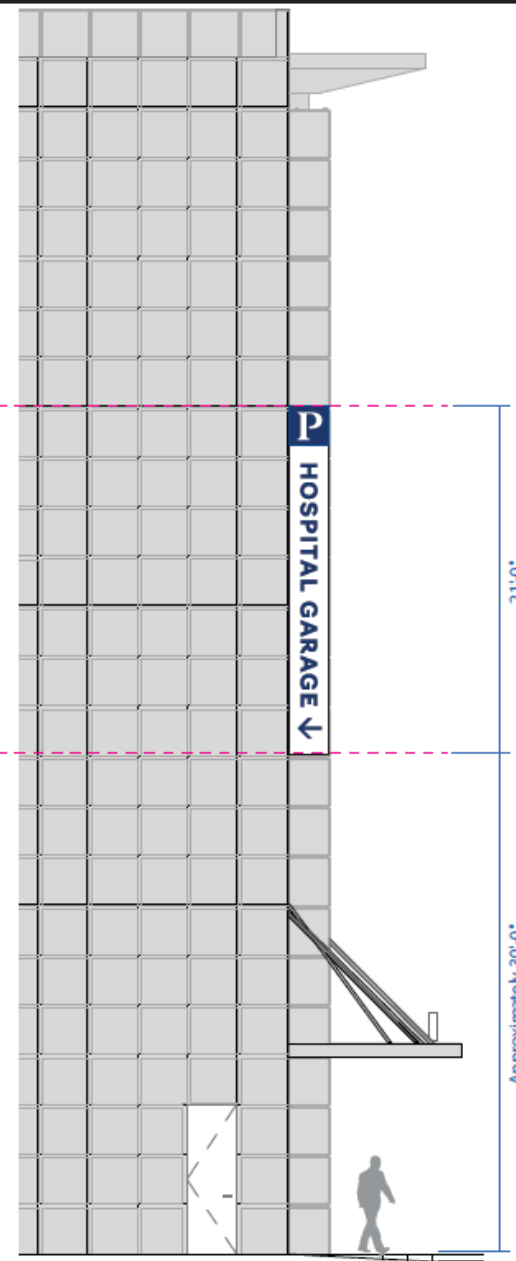
Note:
Signs to be centered on
architectural reveals &
visually align with other
adjacent blade signs.



5 West Elevation
Scale: 1/4" = 1'-0"



6 South Elevation (Off Of Mary Brigh Drive)
Scale: 1/4" = 1'-0"



7 East Elevation
Scale: 1/4" = 1'-0"

EX-DIR.3 - OVERHEAD ENTER - WEST SIDE BUILDING MOUNTED (Total: 1)



Client:
MAYO CLINIC

Project: SO# 7369
PARKING GARAGE
WAYFINDING SIGNAGE

Site:
4500 SAN PABLO ROAD,
JACKSONVILLE, FL 32224

Contact:
ERIC LENTZ

Date: 08.18.20

Rev #: 2 (09.08.20)

File Name:
MAYO CLINIC PARKING
GARAGE SIGNS R1

PM: B.SMITH / G.DE SILVA

Drawn By: I.SANTIAGO

Sales: E.KOSLOW

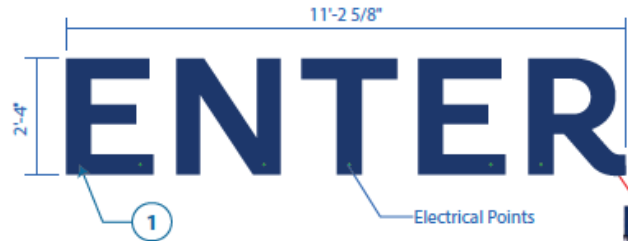
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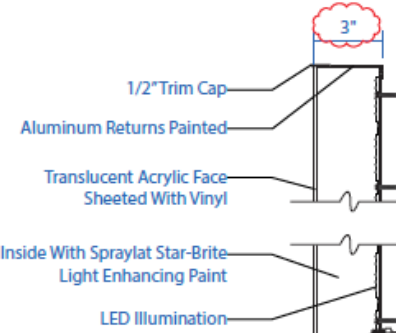
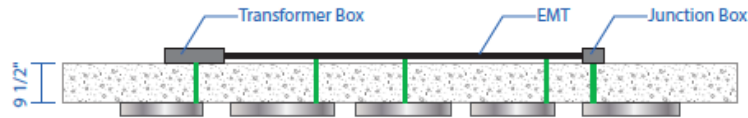
Approved (Sign Here)

Name: _____

Date: _____



24 Front View
Scale: 3/8" = 1'-0"

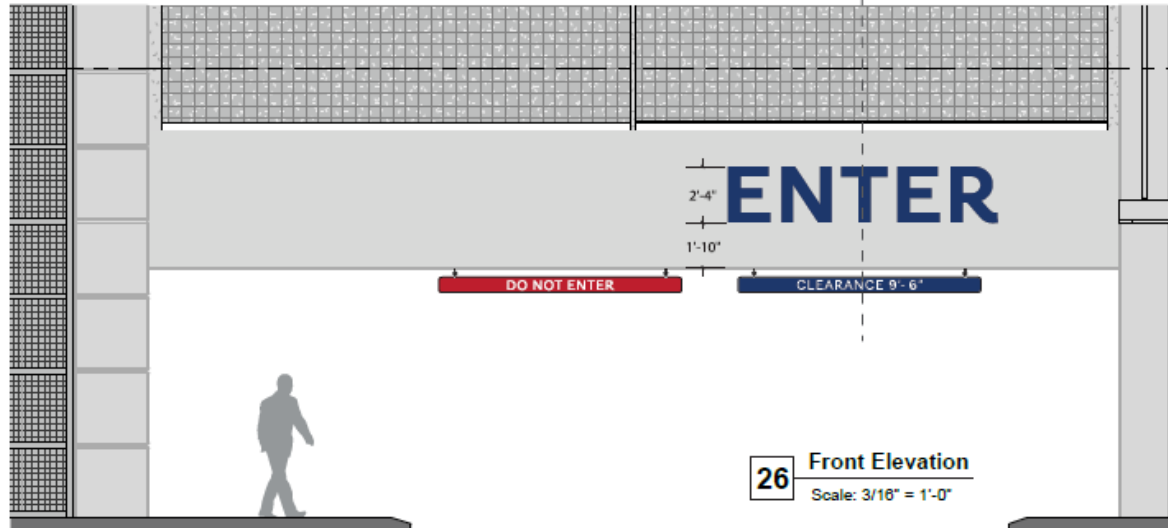
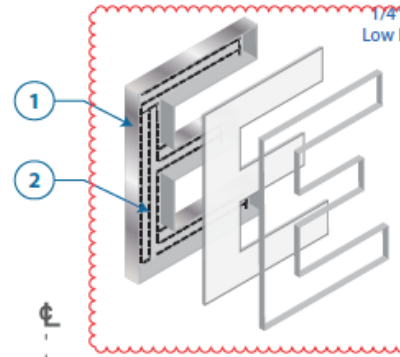


27 Cross Section
Scale: 3" = 1'-0"

1. Channel Letters:
3" Deep Face-Lit Aluminum
Channel Letter With .063" Thk
Aluminum Returns & 1/8" Thk
Aluminum Backer. 3/16" Thk
Milky White Translucent Acrylic
Faces Secured To Returns With
Jewelite Trim. Flush Mounted
To Building Facade With 1 1/4"
x 3/16" Tapcon From Inside
Can.

"Enter" Letterset:
Returns Painted Matthews
Brushed Aluminum 413425P.
Face Sheeted With 3M
Dual-Color Film Series
3635-210 To Match PMS 288 C.

2. LED Illumination:
White LEDs Mounted Inside
Each Letter. Wiring To Power
Supplies Located Behind The
Wall. (2) 120V Drivers, 2 Amps
(277V 1 Amp).



25 Night View
Scale: 3/32" = 1'-0"





Designer/Fabricator Best Practices for Maximum Profitability

The RFP/Proposals and Case Studies as Collaborative Vehicles for Outreach

- Communication device for designers and fabricators to articulate process.
- Statement of philosophy and approach.
- Utilize Specifications as a tool to enforce engagement.
- It pays to write articles and other communication about your process.



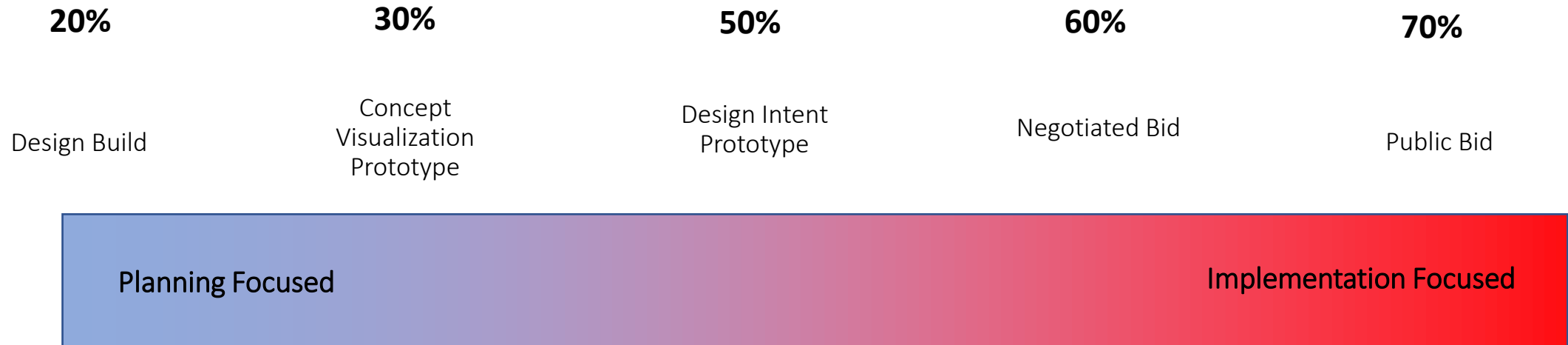
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The Importance of Explaining the Value Process



BEWARE. These are not hard categories and there is considerable nuance





6B115

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CONFERENCE ROOM

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4

4A

4B

4C

X-Ray
Spanish Translation

CT Scan
Spanish Translation

Ultrasound
Spanish Translation

Film Library
Spanish Translation

Nuclear Medicine
Spanish Translation

Radiology
Spanish Translation

EEG
Spanish Translation

Echocardiography
Spanish Translation

MRI
Spanish Translation

Interventional Radiology
Spanish Translation

Cardiovascular Surgery
Spanish Translation

Neuroscience
Spanish Translation

9A

RESTROOM

6B115
DEXA LAB ROOM

6B115
Eric Boucher MD
Director

CASE STUDY

THE EMPIRE STATE TRAIL LANDMARK SIGNAGE

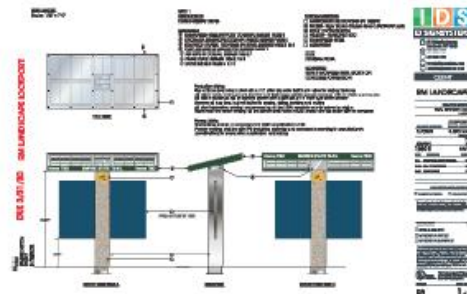
PARTNERSHIP IN DEVELOPMENT OF TRAIL KIOSKS OVER 750 MILES

Starr Whitehouse, working with C&G Partners, created a “kit of parts” for access points on the trail running from Buffalo to Albany and down the Hudson River to the Southern tip of Manhattan. The interpretive kiosks are the best of what park signs should be: durable, solar-powered landmarks integrated with the infrastructure and surrounding landscape.



1 DESIGN PHASE

IDS developed final documentation and production process, based on the design intent documents provided in the guidelines, that would allow for quick development of each sign.



2 ENGINEERING PHASE

IDS value-engineered all aspects of the signs to balance value with durability. With final approval of materials and connections, the signs were ready for large-scale implementation.



3 MANUFACTURING PHASE

All elements were manufactured in-house to match the approved documentation. Tight production communication allowed dozens of signs to be constructed consistently.



4 INSTALLATION PHASE

With a clear rollout methodology in place, IDS was able to efficiently build and install each landmark sign while maintaining consistency and satisfying the designer's intent. We were particularly careful to install the sign elements in coordination with the construction of landscape features.

William Galligan

William Galligan

Simplifying the experience in experience design

Wayfinder Collaborative

Providence, RI

[Read more](#) | [Email this page](#)



Placemaking in a Corporate Lobby: Olympus Sculptural Installation

Read Time: 4 minutes

SEGD member Bill Galligan of Wayfinder Collaborative recently led a team of designers, fabricators, and contractors to create a sculptural installation inside the new North American headquarters of the Olympus Corporation. Read on to learn how this complex project successfully came together through the skillful coordination of schedules and work tasks.



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Anderson



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Agoustari



Tom Geismar



Jenny Huang
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Michael Dean



Yann Follain

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Designer/Fabricator Best Practices for Maximum Profitability

Profitability Through Project Management

- Cloud Based Message and Location Schedules
- True valuing of project management in the process
- A proper accounting for collaboration reviews of locations and schedules



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Designer/Fabricator Best Practices for Maximum Profitability



Incorporating Value into Design/Fabricator Project Management

Final
Construction
Document
Review

Designer Check
Set

Fluid
Communication
Documentation



BEWARE. These are not hard categories and there is considerable nuance

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WAYFINDIT

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Paul Dudley

St. Peters Hospital

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Text Only
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Quantities (CSV)
Project Data (CSV)
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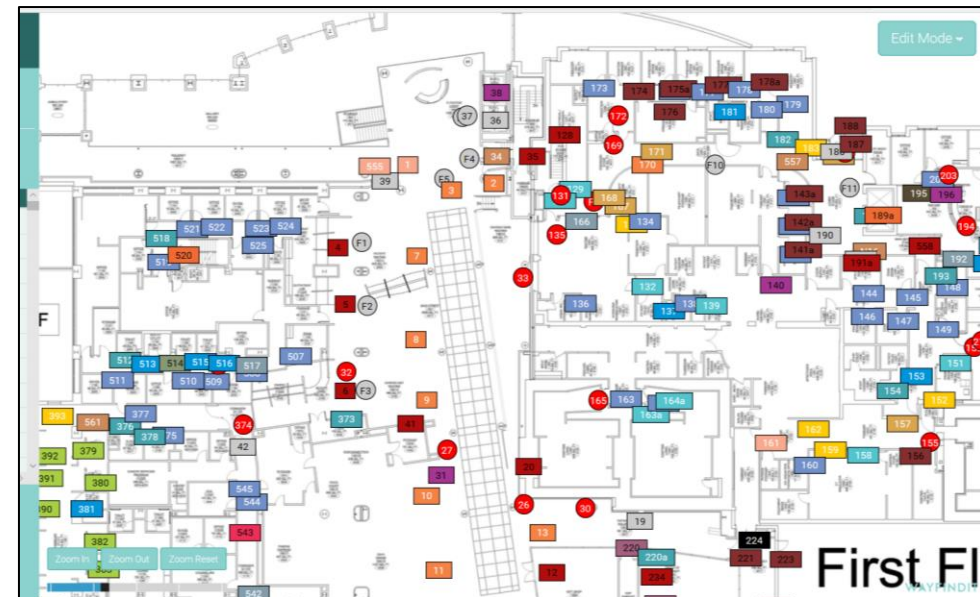
St. Peters Hospital

St. Peters Hospital

Site Quantities

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Ground Floor	548	Quantity: 529 Download Photos	Text Only Survey Report Master Document Plan Quantities
Second Floor	478	Quantity: 484 Download Photos	Text Only Survey Report Master Document Plan Quantities
Third Floor	428	Quantity: 421 Download Photos	Text Only Survey Report Master Document Plan Quantities
Fourth Floor	354	Quantity: 353 Download Photos	Text Only Survey Report Master Document



Overview

19.00'

54.00'

Custom Fields

Brand Status
Punchlist
Fire Extinguisher
Services
Fixing Substrate
Existing Sign Material
Electrician Assessment
Plant & Equipment

Messages

Message 1
Message 2
Message 3
Message 4

Details

Width
Height
Depth
Overhead
Survey Notes
Mounting Type
Quantity
Room Name
Room Number

Final Summary

- Be a student of the variations designer/fabricator engagement models
- When in doubt **back out**
- Know how to charge correctly for value and what is most valuable
- Have a core team of manufacturers and fabricators
- Building and engaging with a community is central to success (SEGD, ISA)
- Create a clear visual picture and deliverables for the path you are taking
- RFP's and Proposals as an educational tool for designers and fabricators to create a collaborative approach
- Use specification to enforce collaboration

