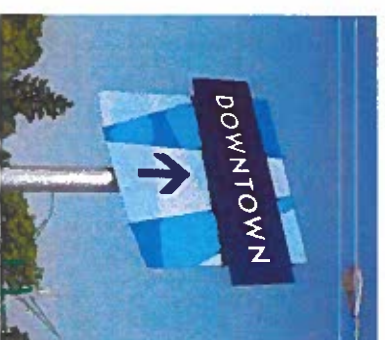


## More than the Roller Coaster Capital of the World

Best known for Cedar Point, Sandusky has a lot more to offer beyond the thrill of roller coasters. The city has developed into a diverse Lake Erie port town and gateway to nearby island recreation destinations. However, limited public awareness around community assets outside of Cedar Point meant visitors were missing out much of what Sandusky has to offer.

City leaders understood that attracting even a small percentage of Cedar Point traffic would transform visitors into advocates, resulting in a tremendous impact on local businesses. The comprehensive brand strategy and wayfinding system champions a special experience beyond the “Roller Coaster Capital of the World.” Bearing a nautical design, the signage points the way to and through Sandusky’s bustling waterfront downtown.

The wayfinding program has been a piece of a larger branding, placemaking and development puzzle for the City. Named “Best Coastal Small Town” in the 2019 USA Today Readers’ Choice Poll, Sandusky continues to position itself as a welcoming place for regional residents, investors, and visitors.



“The goal is to give people a sense of arrival not only to Sandusky, but to our core and historic district as well. We’re building on existing assets like Cedar Point while letting visitors know there is an entire city they can explore.”

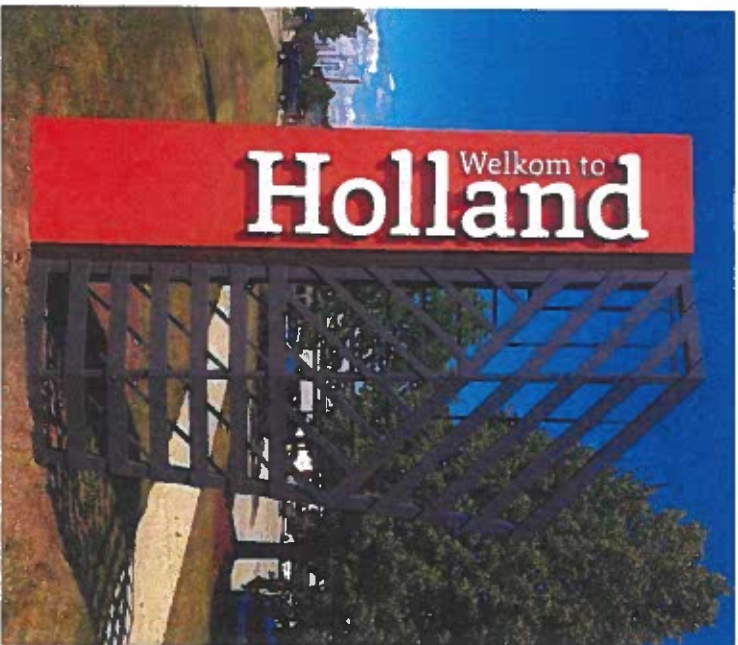
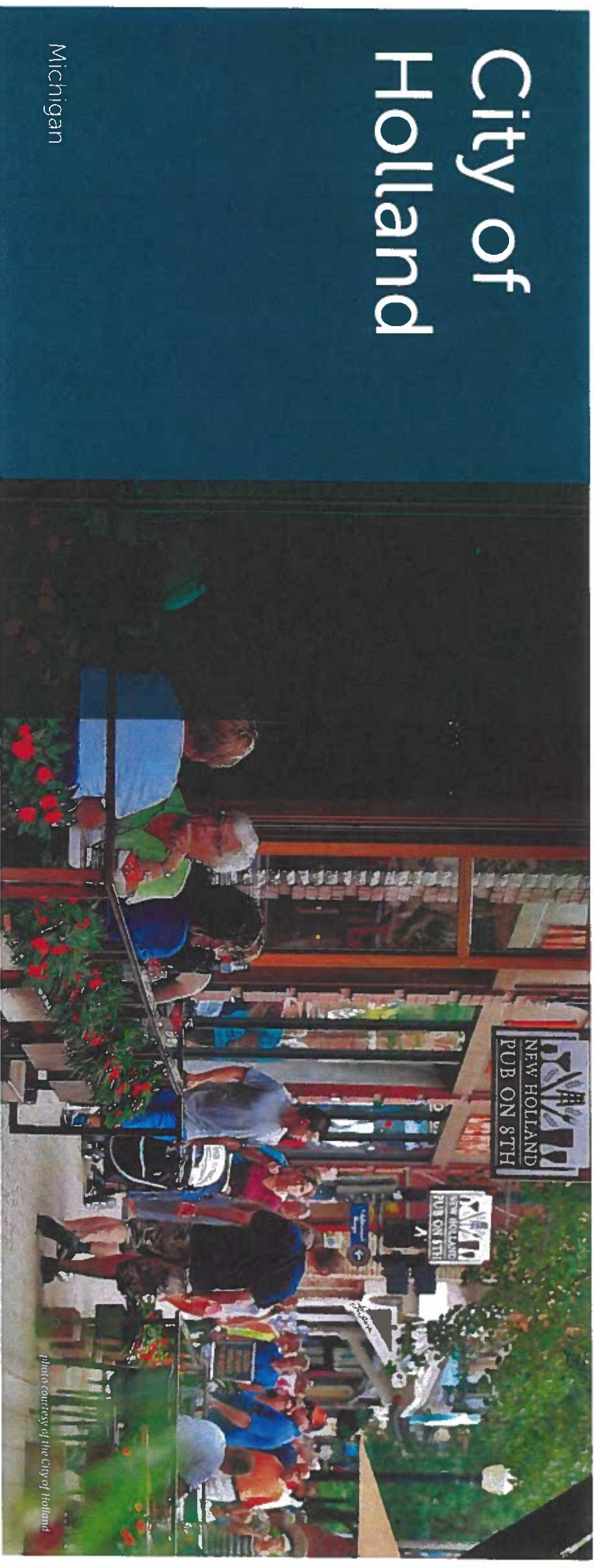
Eric Wobser, City Manager, City of Sandusky



- Guide
- Services
- Site Audit
- Stakeholder Engagement
- Brand Positioning
- Wayfinding Framework
- Sign System Design
- Message & Location Programming
- Bid Evaluation
- Implementation Management
- Client
- City of Sandusky, OH

### A Bright Culture

Guide Studio provided a comprehensive wayfinding system for the City of Holland. With a recent logo and branding update the city needed a refresh of their family of wayfinding signs. Drawing on the prominence of Hollands connection to Lake Michigan, and the deep cultural ties in the region, Guide Studio created signs that at once gesture to the city's rich culture and also speak to the vision for its future.



**Guide Services**  
 Sign System Design  
 Message & Location  
 Programming

Client

City of Holland, MI

Image of fabricated signs currently in use

Schematic Design

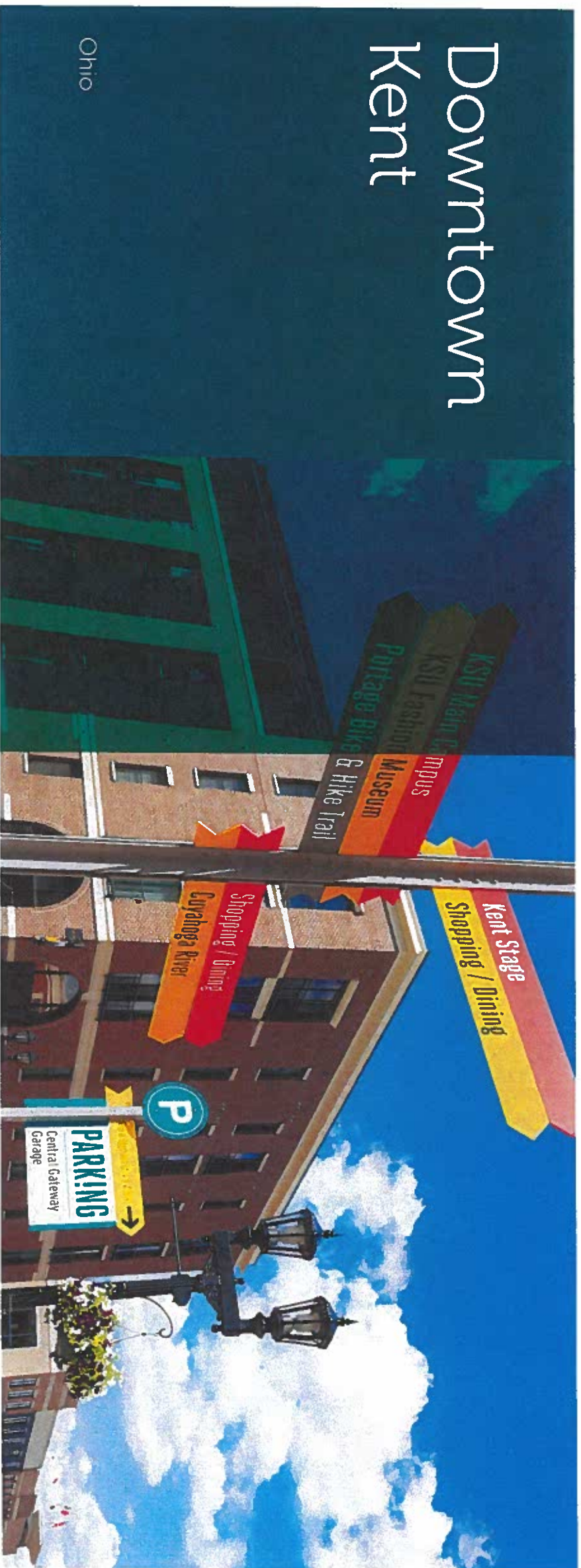
## Kent Speaks Through Signage

Every college town has the hope of becoming a destination. While the re-development efforts addressed the infrastructure, Downtown Kent, home to Kent State University, needed to champion their brand identity through wayfinding to stand tall as it's own destination.

Guide Studio was provided with some early identity studies completed by Kent State students. Through stakeholder engagement, our team dove deeper to understand the community's character and develop a brand identity.

"Kent Speaks" which is the foundation for the visual brand — is built off of the premise that Downtown Kent has a story to tell. A story that expresses its history and traditions but balances that with a fun loving, eclectic energy. The sign program balanced the purpose of guiding visitors through the downtown while offering a positive energy and interaction.

The resulting program has been embraced by Kent's Main Street Organization and soon, Kent Speaks inspired the community to use its unique theme in new downtown events and parks' programming. The brand and wayfinding program has helped to cement Downtown Kent's status as a true visitor destination.

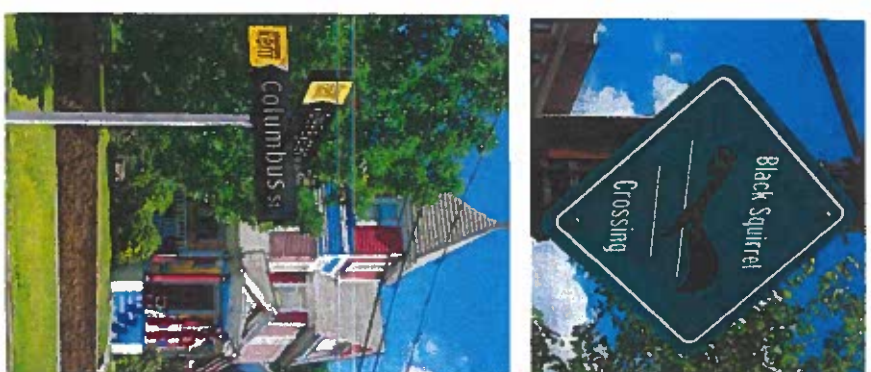


# Downtown Kent

Ohio

"We wanted to instill a sense of 'you have arrived' when people walked or drove around the downtown. To do that, we needed to strengthen the connection between all of our amenities."

James Bowling, Deputy Service Director at City of Kent



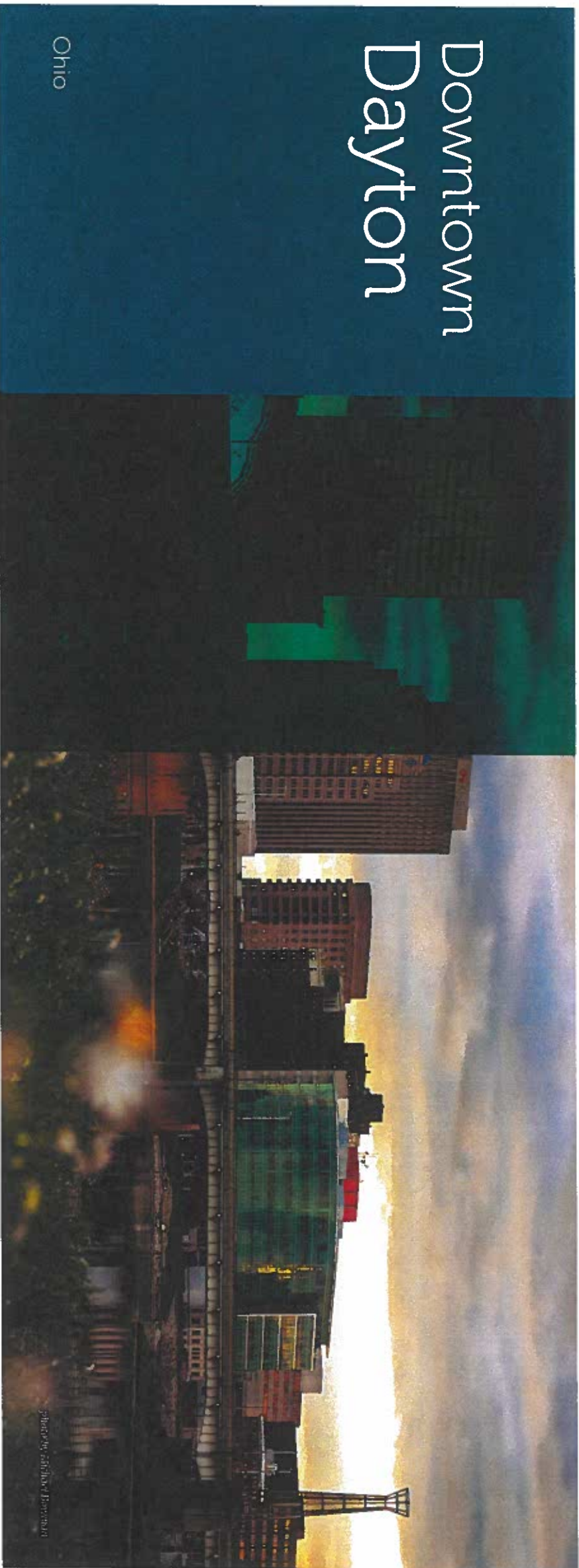
- Guide Services
- Site Audit
- Stakeholder Engagement
- Identity Development
- Wayfinding Plan
- Sign System Development
- Government Reviews
- Design Intent Documentation
- Implementation Management
- Client
- City of Kent, OH

## A Modern Industrious City

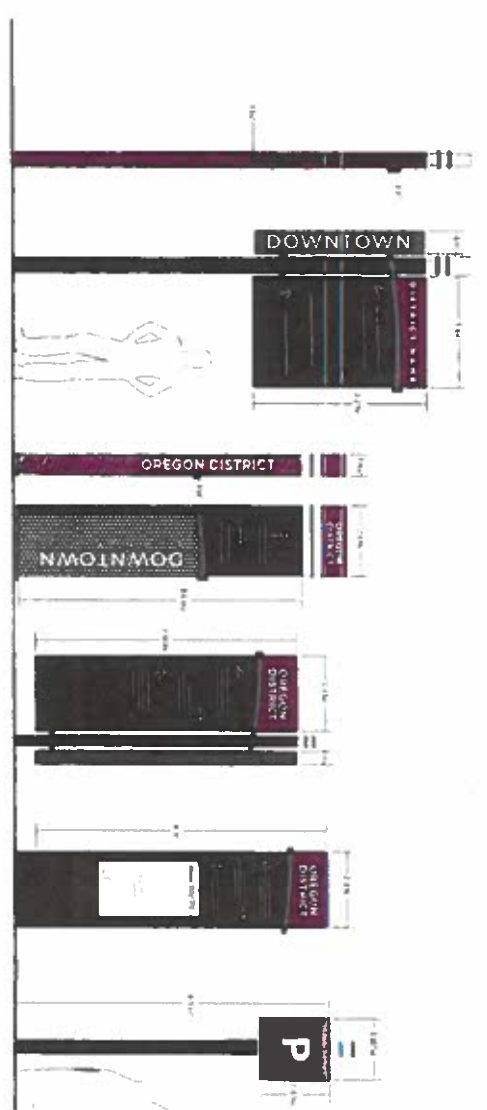
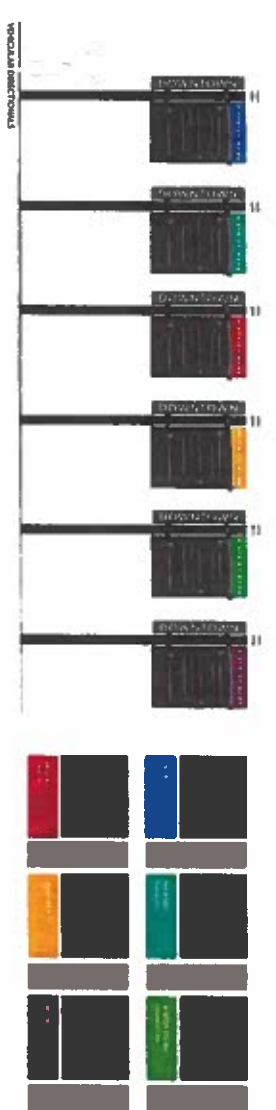
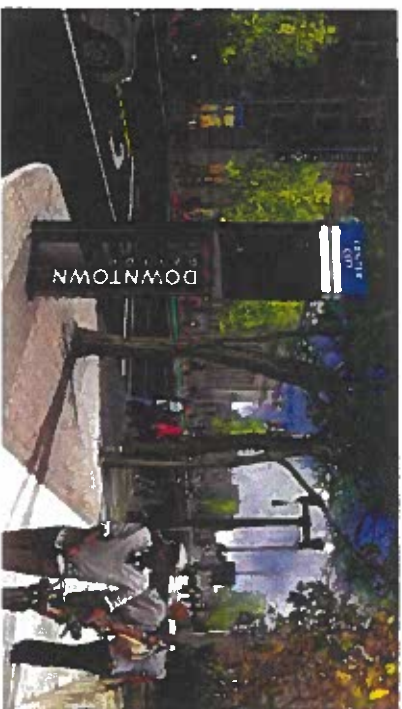
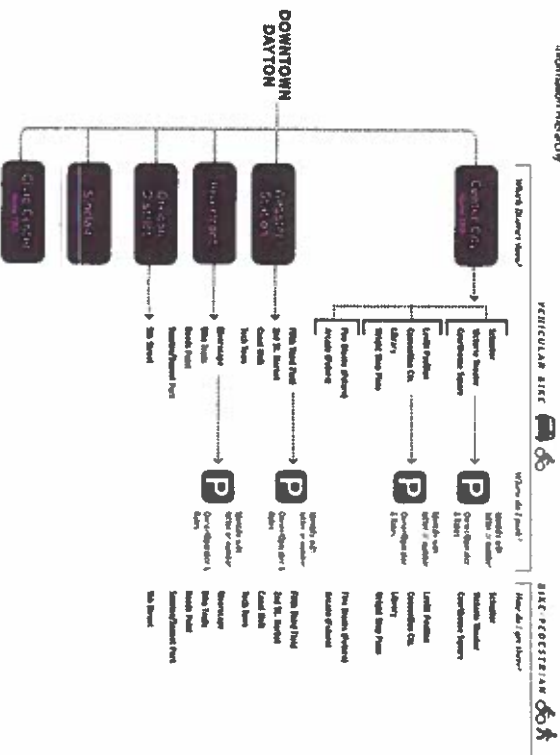
Downtown Dayton understands that a healthy downtown makes for a prosperous region, and has been steadily making investments in it as a part of the Greater Downtown Dayton plan. With new developments, infrastructure updates, and emerging and existing districts starting to come into focus, it was time to develop a Signage and Wayfinding Masterplan to address the changing Downtown landscape.

Guide Studio worked with Downtown Dayton Partnership to facilitate conversations with community stakeholders to identify signage and wayfinding goals and challenges, and to discover the qualities that make Downtown Dayton unique. The resulting Wayfinding Masterplan encourages exploration – letting visitors know how easy it is to extend their experience Downtown. The plan also focuses in on connecting the dots for pedestrians, and flexible design to accommodate a Downtown that is growing and changing quickly.

Sign design concepts pay homage to the city's industrial past with a modern twist, picking up on visual clues from the districts/areas in which they reside.



Information Hierarchy



Guide Services  
Stakeholder Engagement  
Signage and Wayfinding Masterplan  
Sign System Programming

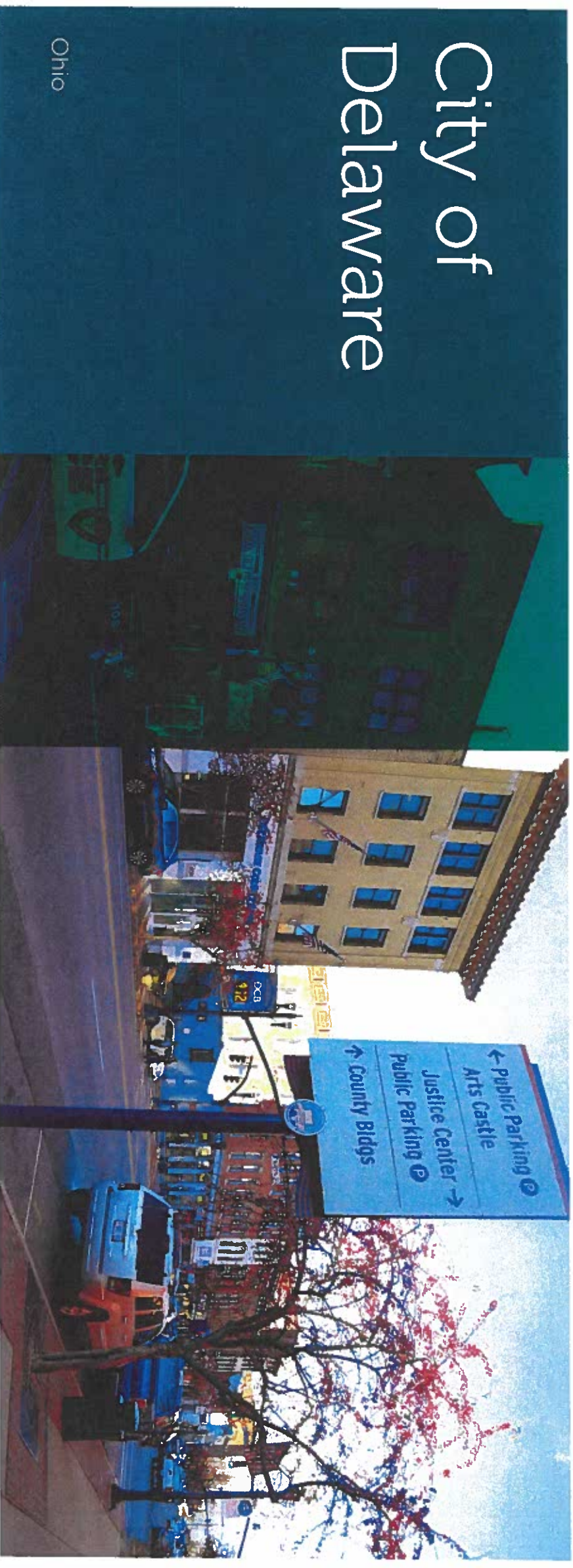
Client  
Downtown Dayton Development Partnership, Dayton, OH

## Home Town Living, Modern Spirit

Located in the center of Ohio just north of Columbus, the City of Delaware is home to a population of around 38,000 residents, a robust light industrial/ manufacturing base, Ohio Wesleyan University and a charming downtown shopping district.

While the city was doing just fine, they wanted to stand out even more. With their sights set on continued development and economic vitality, they asked for our help with a new wayfinding system. But during the process, they ended up with a new brand first.

The new logo triggers nostalgia and pride with its classic, Americana vibe. Along with the logo, “Traditions Badges” highlight the city’s eclectic attributes and can be used in a variety of marketing communications pieces. A new wayfinding program was developed and infused with brand character and prioritized getting people to and from the historic downtown district. With brand guidelines and robust sign standards in place, the City has been to building and expanding brand awareness through their own platforms as well as those of their community stakeholders.



# City of Delaware

Ohio



Traditions Badges



In 2019, Historic Downtown Delaware was designated by the American Planning Association as 1 of 4 Great Neighborhoods in America for their Great Places Awards.



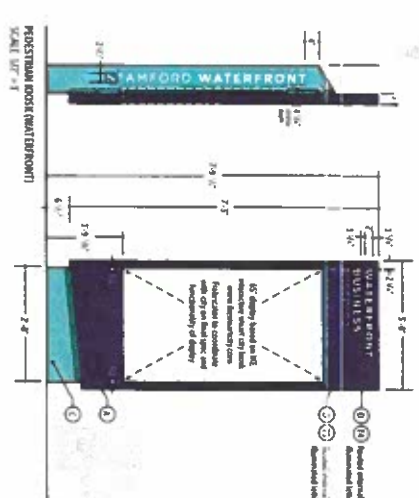
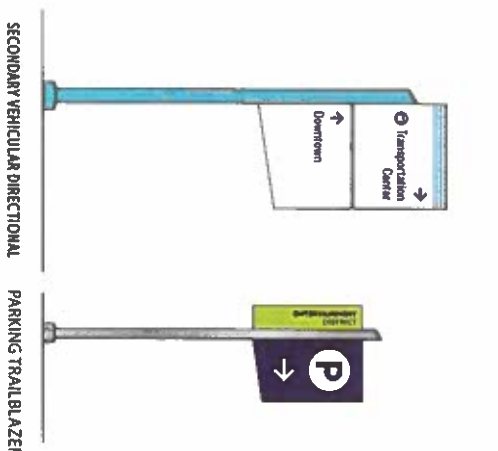
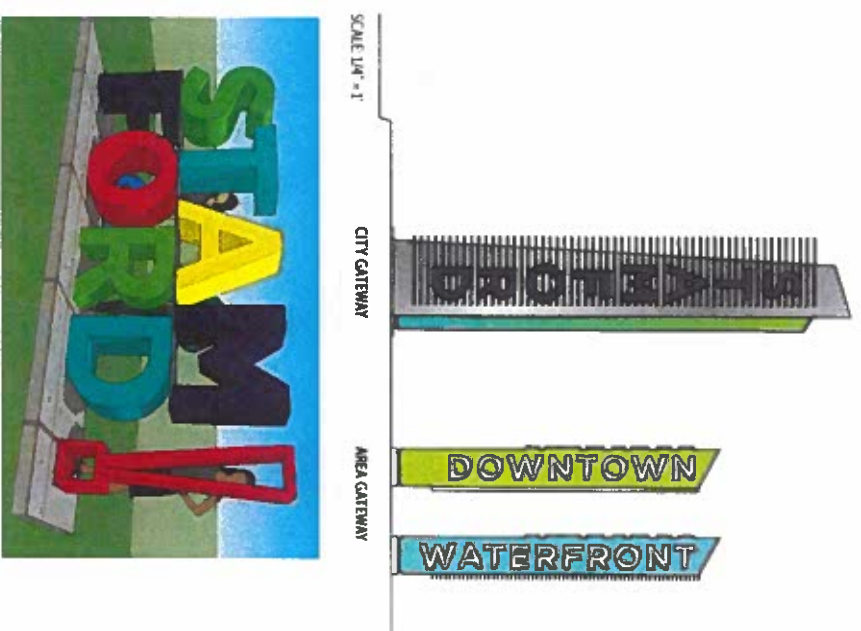
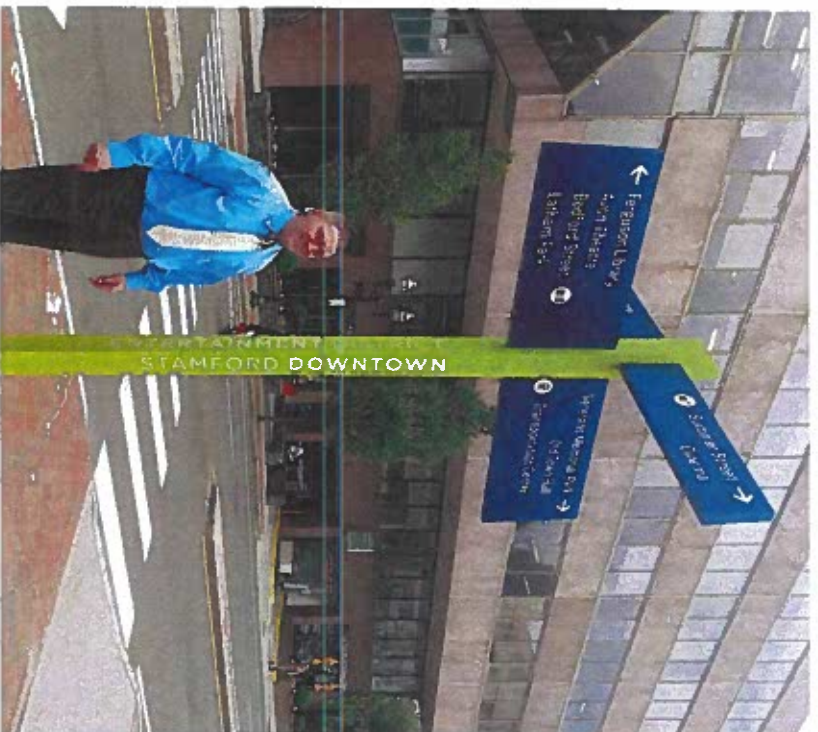
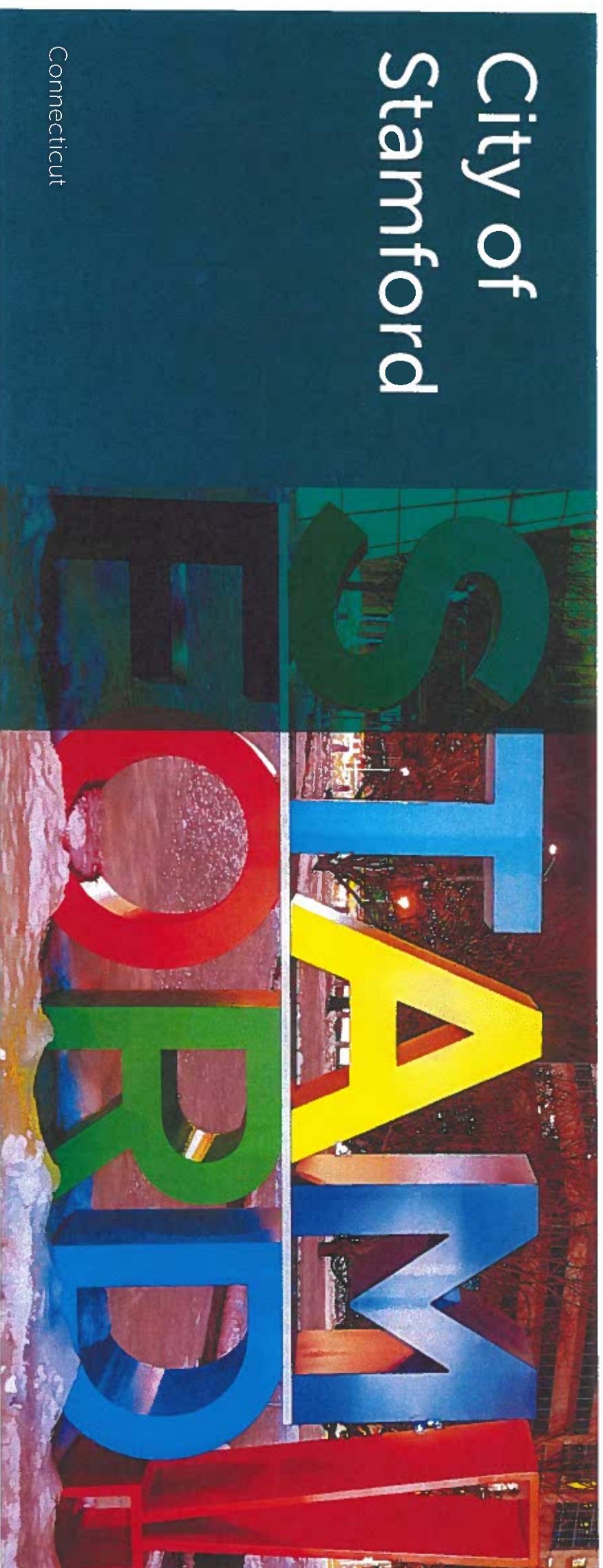
- Guide Services
- Community Engagement
- Brand Strategy
- Brand Identity Design
- Brand Standards
- Downtown Wayfinding
- City-wide Wayfinding
- Park System Sign Standards
- Industrial/Business Park Sign Strategy
- Client
- City of Delaware, OH

## This is the Place

The City of Stamford hired Guide Studio to develop a master wayfinding signage program that would unify the Downtown Special Services District and the Harbor Point development as the Innovation District. In the center of the two areas is the Stamford Transportation Center, which acts as a hub for visitors and workers traveling from New York and other surrounding cities. As the home of one of the largest financial districts in the region and a high concentration of large corporations, including prestigious Fortune 500 and Fortune 1000 businesses, this small community transforms into a bustling metropolis every day.

Guide Studio worked with a steering committee to name sub-districts and create a nomenclature hierarchy within the Innovation District, allowing for simplified directions to destinations and parking.

As Stamford continues to attract economic investment, new residents and commuters, the new wayfinding strategy not only helps people navigate everything it has to offer, but establishes the sense of place they lacked in years past. Most importantly, it gives people a reason to stay, explore, and experience this thriving community.



Guide Studio created a fresh and inspiring wayfinding plan for the City of Stamford. It beautifully captures the spirit and energy of our thriving city, and we look forward to continuing our partnership as our needs and desires evolve.

John R. Varamo Jr., Program Manager, City of Stamford

### Guide Services

- Stakeholder Engagement
- Wayfinding Strategy
- Wayfinding Master Plan
- District Naming & Nomenclature
- Message & Location Programming
- Sign System Design
- Prototype Coordination

Client

City of Stamford

## A lot to Like

The City of Lowell, Massachusetts received a Federal Highway Administration Federal Lands Access Program grant to increase pedestrian safety, mobility, preservation, economic development, and sustainability of access to federal lands within its downtown core.

Downtown Lowell is unique in that Lowell National Historic Park (LNHP) is interwoven into the fabric of the city. Vistation, mobility and access, and commercial development are inextricably linked because the park boundaries encompass downtown. Therefore, the wayfinding project had to address not only LNHP attractions, but also commercial districts and other recreational and civic amenities.

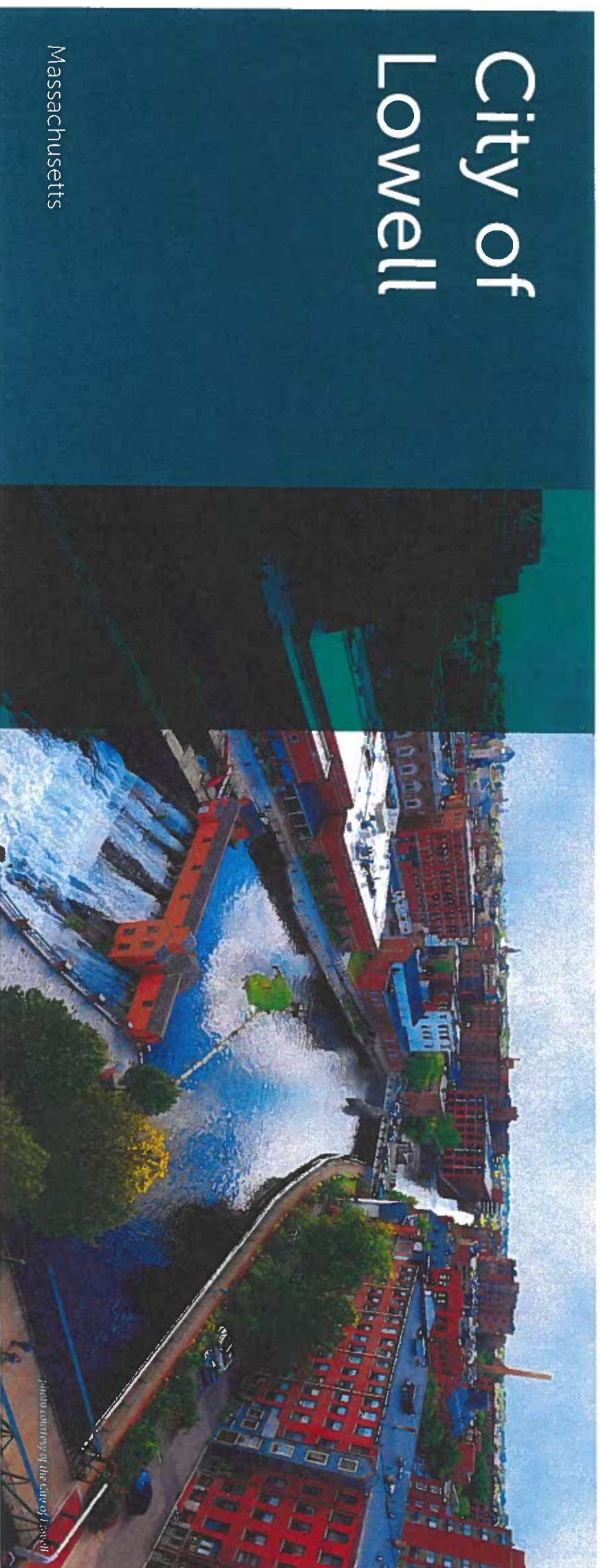
Guide partnered with SLR, formerly Milone and MacBroom, global experts in the areas of Landscape Architecture, Traffic and Transportation Engineering, Structural Engineering, Urban and Neighborhood Planning, and Complete Street Design. Located in Massachusetts, SLR functioned as the project managers—coordinating client interaction, public outreach, and more. This local partnership proved to be invaluable, as the wayfinding project happened during the COVID-19 pandemic.

The city plans to role out the first phase of signs as part of this grant. The rest of the program will be strategically phased to maximize budgets and coordinate with future projects.

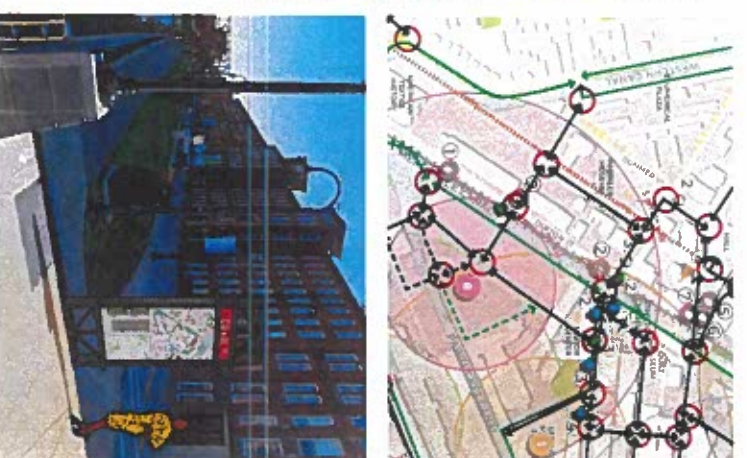


Walking analysis from parking garages & lots to visitor destinations, based on 2-5 minute walks.

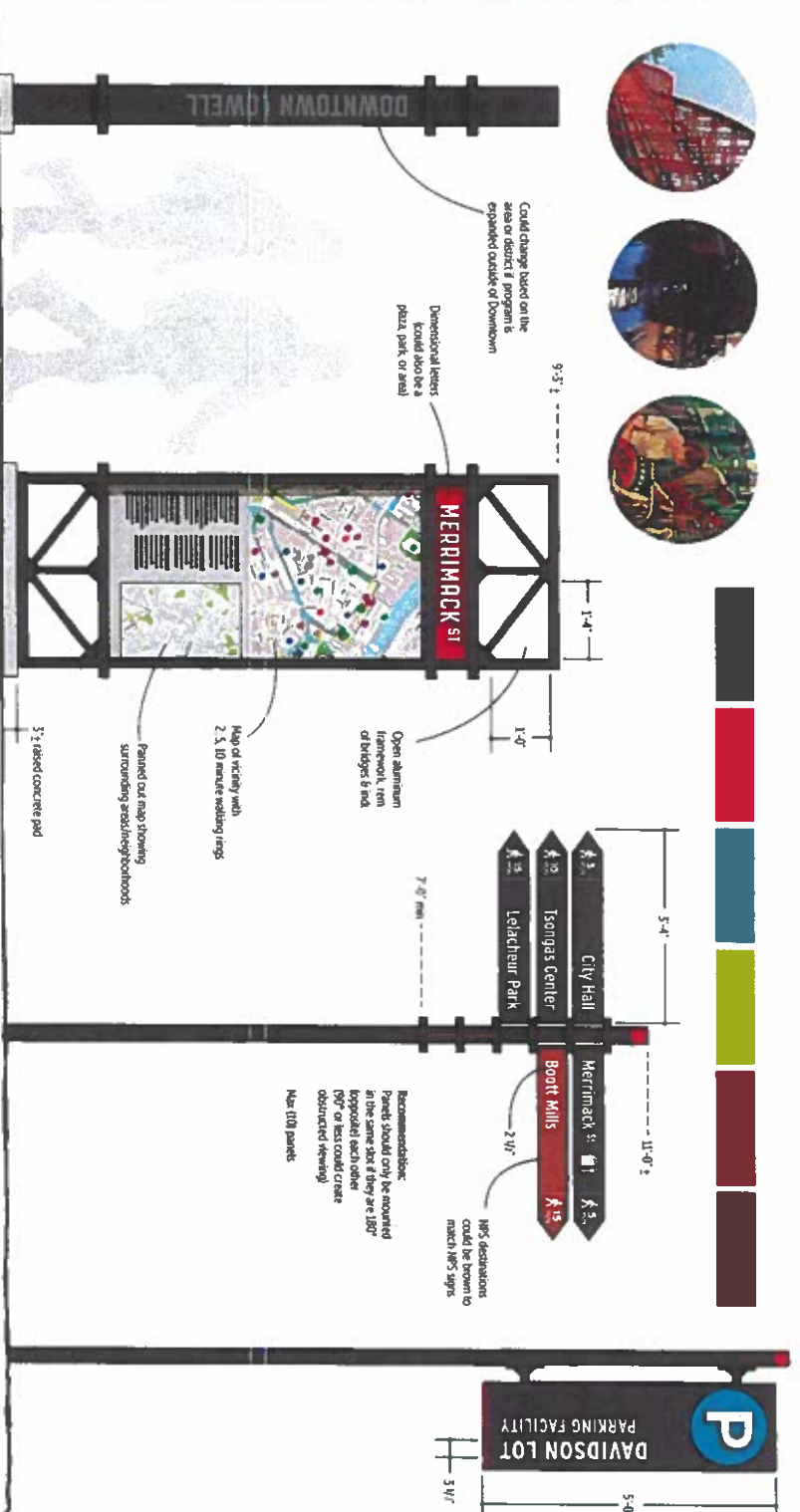
©Guide Studio/SLR Regular Session



# City of Lowell Massachusetts



Model rendering for context



Schematic Design

### Guide Services

- Pedestrian Wayfinding Analysis & Master Plan
- Public Outreach & Stakeholder Engagement Support
- Sign System Design
- Message & Location Programming

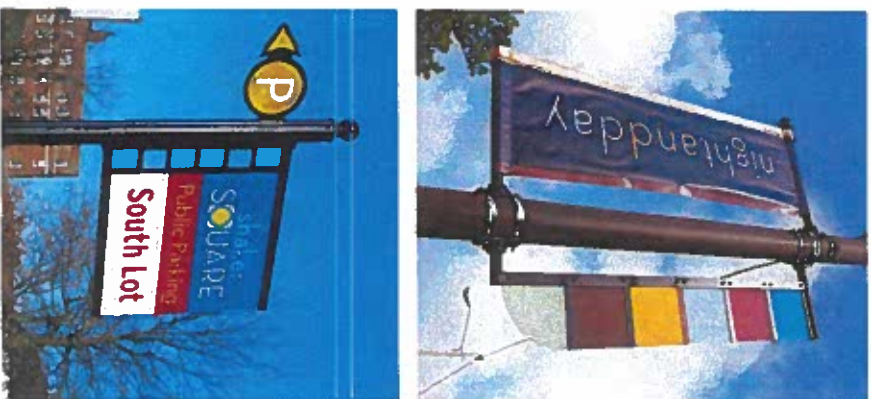
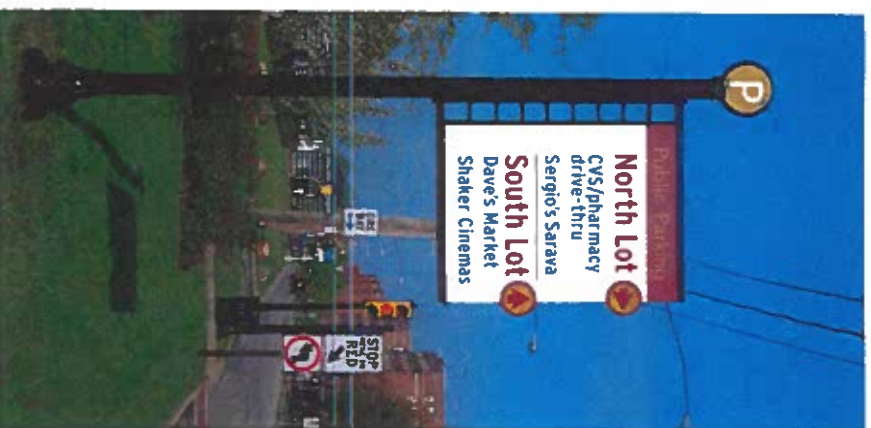
Client  
City of Lowell, MA

March 20, 2024

## The Oldest Shopping District In Ohio

The Coral Company acquired Shaker Square, the nation's second oldest planned shopping and neighborhood center, with a vision to enhance and energize this public space. The identity, which represents the four quadrant plan of the center, is contemporary, yet respects the historic nature of the site and architecture. A complementary color palette was introduced to contrast with the stark red brick and white framed Georgian-style architecture. To make this a viable destination on a regional scale, the wayfinding system focuses on safely directing visitors to rear-of-building parking, while using pedestrian directory kiosks to showcase the variety of destinations in all four quadrants.

Guide Studio is a proud tenant of Shaker Square.



### Guide Services

- Brand Identity Design
- Marketing Materials Design
- Wayfinding Analysis
- Sign Plan Development
- Sign System Design
- Implementation Management

### Client

The Coral Company  
Cleveland, OH

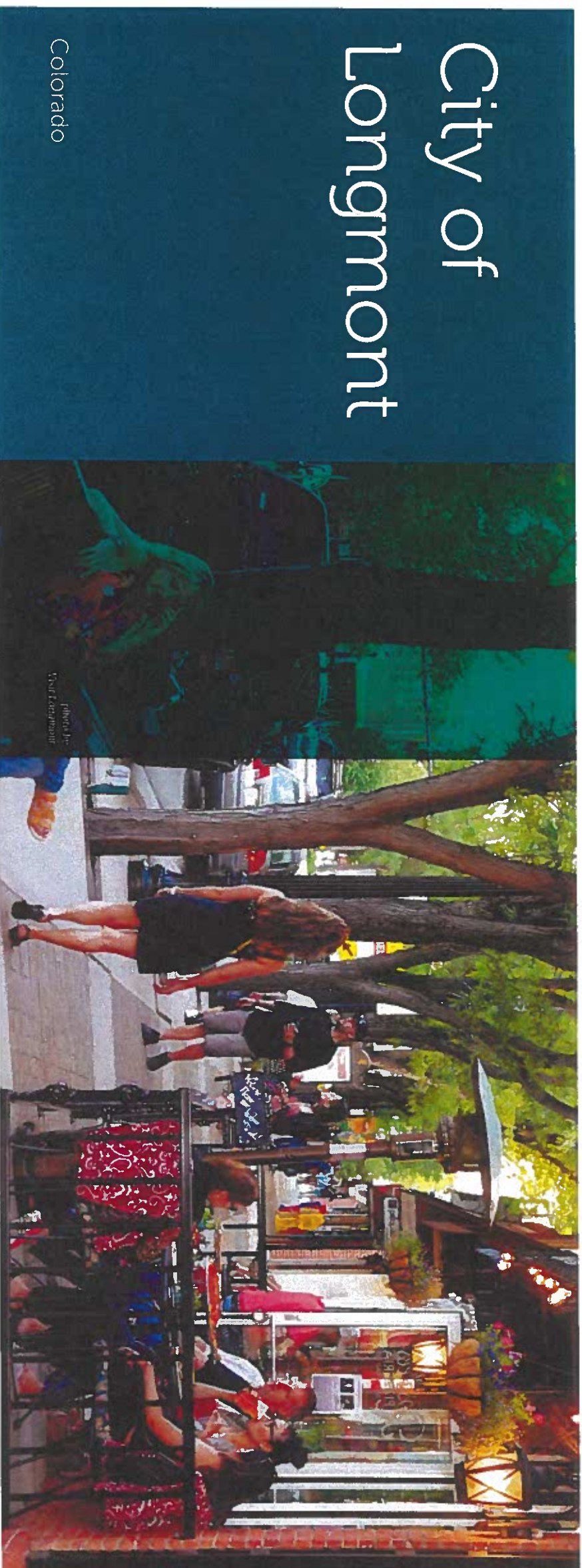


## City-wide and Downtown Wayfinding System

Home to nearly 100,000 people, the independently-governed city of Longmont, CO, blends rich urban amenities with small-town charm. Often characterized by a feisty personality, innovative spirit, and majestic Rocky Mountain views, this vibrant community continues to reach new heights in its pursuit of giving people a great place to live, work and visit.

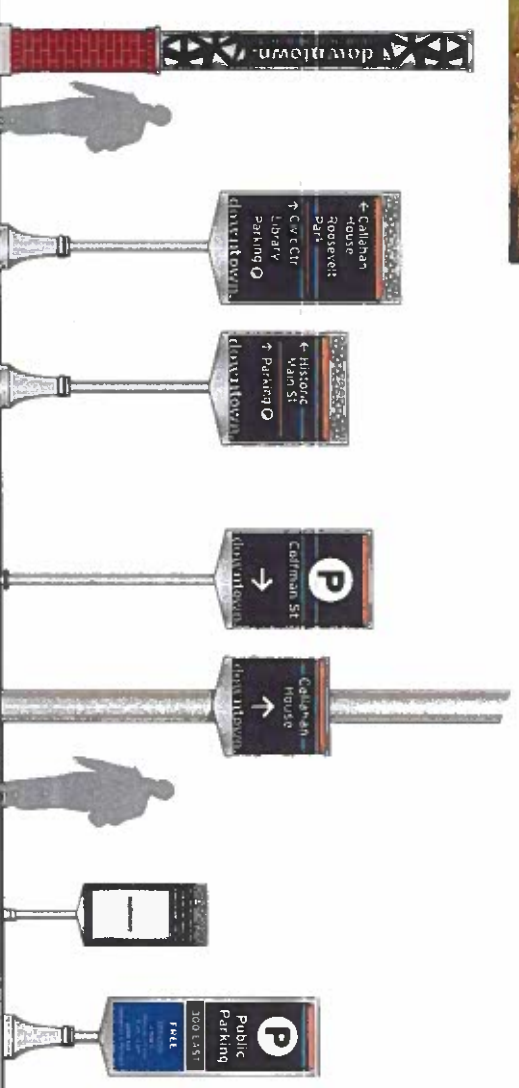
After the re-branding in 2019, the city knew that it was important that the visual identity make its way into the physical environment. Using brand through signage, banners, and other graphic interventions helps to create a sense of place by welcoming visitors, identifying key facilities and amenities, and providing a consistent and attractive visual that signals this place is well cared for.

Longmont also recognized that the quality of its amenities would draw visitors who were new and unfamiliar with their city. A wayfinding system was developed to make navigating and exploring this beautiful front-range community easier.



We were particularly impressed by Guide Studio's expertise in municipal branding, as well as their brand discovery process and community involvement. We believe their work will drive a shift in perception about the quality of life we offer.

Marjke Unger, Citywide Communications Manager, City of Longmont, CO



### Guide Services

- Wayfinding Analysis
- Wayfinding Framework
- Conceptual Design
- Sign Program Design
- Bid Package Development
- Implementation Plan and Budget

### Client

City of Longmont, CO

Gateway Signs

Front View

Side View

## City-wide Signage and Wayfinding Program

The City of Kaukauna, Wisconsin, is located approximately 100 miles north of Milwaukee and on the Fox River. Known for beautiful landscapes with over 240 acres of protected land and natural resources, Kaukauna is a true midwest city, rich in history and traditional values.

The City realized that when they seek to attract new business investment, maximize their tourism assets, or encourage new residential development. After working with Guide Studio to develop its brand strategy and new identity, they knew the next piece of the puzzle was to welcome, guide to, and identify the community's many amenities.

The team conducted a signage assessment and wayfinding analysis to identify the types of signage and other placemaking interventions that would help elevate the image and experience of the community.

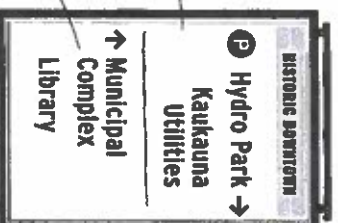
The new sign program was designed to help bring the new identity to the city's physical environment.

new logo



Layered aluminum panel with reflective text & graphics

4' text for slower traffic (less than 35 mph)

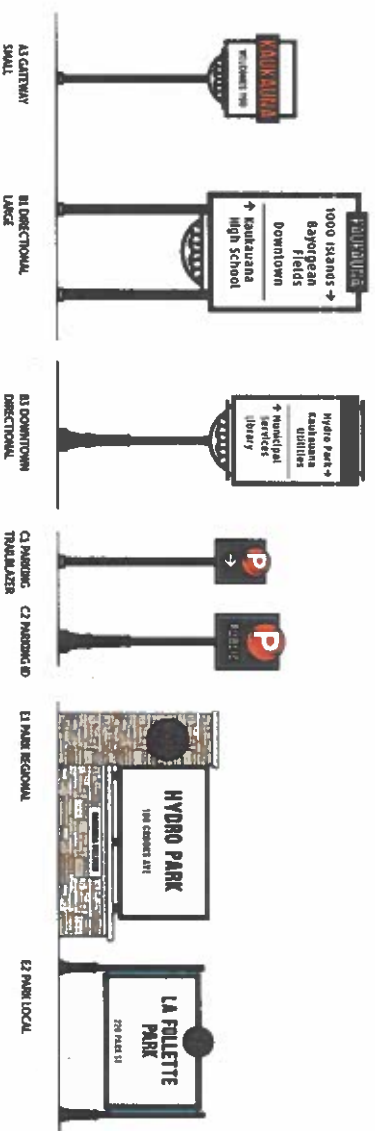
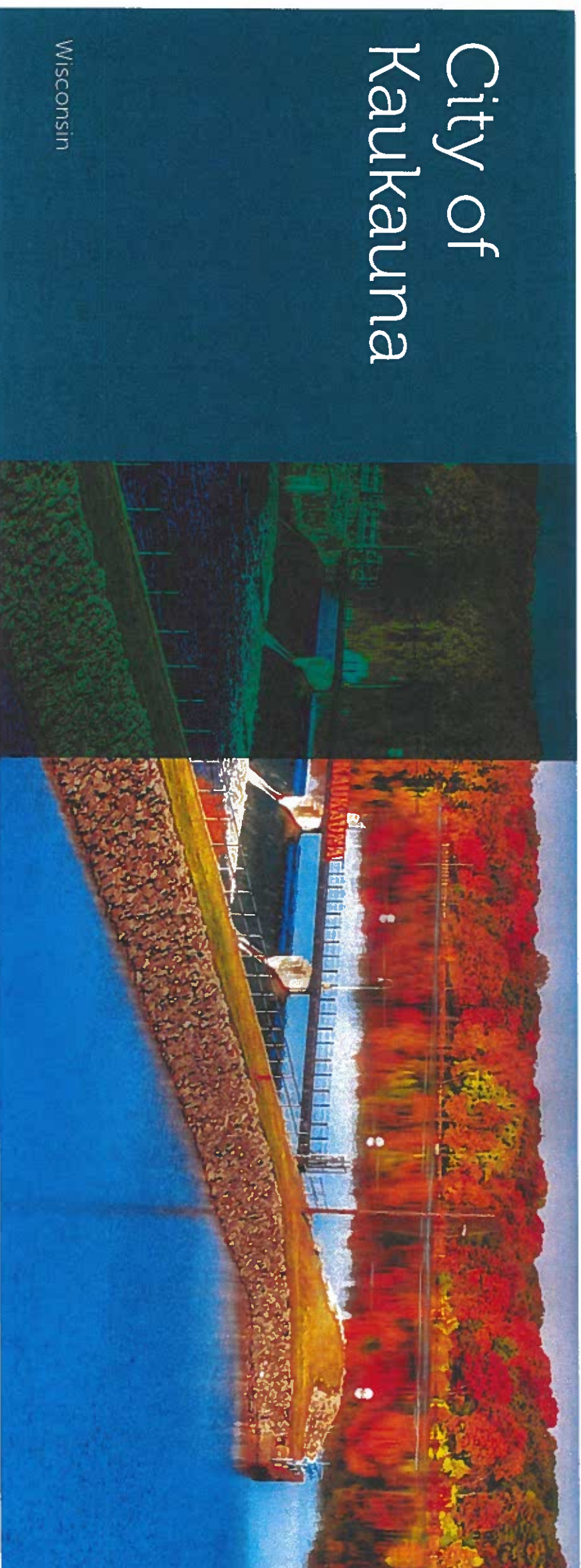


Aluminum metalwork to relate to logo & convey craftsmanship



Badge & story on back for pedestrians or traffic stopped at light

Decorative post in downtown area to relate to existing light poles & fixtures



- Guide Services
- Wayfinding Analysis
- Wayfinding Framework
- Conceptual Design
- Sign Program Design
- Bid Package Development
- Implementation Plan and Budget

Client  
City of Kaukauna, WI

## More than the Roller Coaster Capital of the World

Best known for Cedar Point, Sandusky has a lot more to offer beyond the thrill of roller coasters. The city has developed into a diverse Lake Erie port town and gateway to nearby island recreation destinations. However, limited public awareness around community assets outside of Cedar Point meant visitors were missing out much of what Sandusky has to offer.

City leaders understood that attracting even a small percentage of Cedar Point traffic would transform visitors into advocates, resulting in a tremendous impact on local businesses. The comprehensive brand strategy and wayfinding system champions a special experience beyond the “Roller Coaster Capital of the World.” Bearing a nautical design, the signage points the way to and through Sandusky’s bustling waterfront downtown.

The wayfinding program has been a piece of a larger branding, placemaking and development puzzle for the City. Named “Best Coastal Small Town” in the 2019 USA Today Readers’ Choice Poll, Sandusky continues to position itself as a welcoming place for regional residents, investors, and visitors.



“The goal is to give people a sense of arrival not only to Sandusky, but to our core and historic district as well. We’re building on existing assets like Cedar Point while letting visitors know there is an entire city they can explore.”

Eric Wobser, City Manager, City of Sandusky



- Guide Services
- Site Audit
- Stakeholder Engagement
- Brand Positioning
- Wayfinding Framework
- Sign System Design
- Message & Location Programming
- Bid Evaluation
- Implementation Management
- Client
- City of Sandusky, OH