



Lawrence University Student Center | Feature Profile



PROJECT

Lawrence University, located in Appleton, Wis., expanded its campus in 2009 with the addition of the 107,000 sq. ft. Richard and Margot Warch Campus Center. The center, which includes dining, retail outlets and offices throughout four levels, is the first higher education building in Wisconsin to achieve LEED®-certified Gold status.

CHALLENGES

This project required several on-site meetings and coordination to develop, produce and install a signage package that reflected already established concepts and enhanced the new facility's architectural design. Additionally, it was essential for all signage to be environmentally-friendly, in compliance with the building's designation of LEED® gold certification.

SOLUTION

Cast aluminum dimensional letters displayed on both sides of an overpass walking bridge present the Lawrence University campus. An exterior monument sign located along the road provides additional identification for passing viewers.

Meeting the sustainability guidelines, all interior signage was designed with the option of dismantling and recycling if needed. The designs for room naming and identification signs were inspired by the building's open architecture and brightness from large, glass windows and walls.

Overhead signs and vibrant dimensional letters create a trendy, informative system within the campus dining hall. As each area of cuisine was entertainingly named, these signs effectively guide students throughout cafeteria lines.

Overall, this architectural package appropriately completes the vision and innovative objectives of the new Lawrence University campus center.

CLIENT

Lawrence University
Gregory L. Griffin
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LOCATION

Appleton, Wisconsin

DATE

Fall 2009

PROJECT SCOPE

Interior and Exterior Signage

MATERIAL/PROCESS

Acrylic, Aluminum, Stainless Steel, Vinyl

BUDGET

\$60,000

"The signage designed and provided by SignElements has been a great addition to the Warch Campus Center. The staff listened to our needs and found creative solutions that enhanced the architectural features of the building."

Gregory L. Griffin, Director
Lawrence University Warch Campus Center

