



# Apple Creek YMCA | Feature Profile



## PROJECT

With the donation of a 13-acre commercial building site, along with 3.7 million dollars toward construction costs, this unique 26,000 sq. ft. YMCA serves as a program center and a nature center for the 104-acre Bruce B. Purdy Nature Reserve.

## CHALLENGES

With the building's location in a densely wooded area on a considerably large hill, the original design of the exterior monument sign needed to be modified and displayed prominently higher, ensuring visibility from all directions.

SignElements needed to create a custom, themed architectural and donor recognition signage package that enhanced and echoed the new facility's architectural design, all within exceptionally tight time constraints.

## SOLUTION

The resulting signage exclusively reflects the facility's structural design, while still providing a functional, directing system.

Upon entering the center, one is welcomed with an intriguing verse presented with vinyl lettering, forming to an overhead, curvaceous wall. Similar forms are reproduced in a nearby donor recognition plaque that graciously thanks the Purdy's for their contribution and provides a brief overview of the center's tradition of yesterday and vision of tomorrow.

Incorporating more length and shifting sections to keep proportion, the exterior monument sign remains high enough to face the challenges of the building's environmental surroundings. Through the use of push-through lettering and fluorescent bulbs concealed within the aluminum cabinet, the display also has the ability of illumination to capture attention during night hours.

With the finish of the Apple Creek YMCA, SignElements has successfully created signage solutions for a total of seven YMCA centers.

## CLIENT

YMCA of the Fox Cities  
Sue Pawlowski, Community Relations Director  
920.729.9622

## LOCATION

Appleton, Wisconsin

## DATE

Summer 2009

## PROJECT SCOPE

Interior, Exterior and Donor Recognition Signage

## MATERIAL/PROCESS

Acrylic, Aluminum, Digital Prints, Vinyl

## BUDGET

\$25,000

*"We are very pleased with the interior and exterior signage that SignElements created for us. The staff listened very carefully to our ideas and brought them to reality. They were able to capture our essence with creative materials that became small pieces of 'art' throughout our building."*

Jill Rasmussen  
Apple Creek YMCA

