

HINSDALE PUBLIC LIBRARY

Signage Project Team
February 24, 2016 at 1 p.m.
Board Room, Main Floor

Present: Kathleen Wilson, Trustee; Callie Revord, Trustee; Laura Tortorello, Trustee; Julie Liesse, Trustee; Karen Keefe, Executive Director, Molly Castor, Marketing and Outreach Manager; Ridgeway Burns, Youth and Young Adult Services Manager; Maura Schoo, Adult Services Librarian; Martha Kennedy, Patron Services Assistant Manger

Also Present: Kim Cardosi, Cardosi Kiper Design Group, Inc.

The meeting was called to order at 1:02 p.m.

Kim Cardosi, President of the Cardosi Kiper Design Group, Inc. reviewed the project timeline and the purpose of the Phase 1, Program Requirement meeting to understand the design criteria and to gather information for the design options to be presented at the next meeting. The next meeting will be scheduled for the end of March.

Cardosi explained the value of evaluating the terminology used on signage to make sure that it was consistent and user-friendly. She also discussed the need to identify areas that were permanent (location of bathrooms, for example) and those that might shift (materials collections, for example.)

Cardosi took the team through a review of the existing signage and noted where there were deficiencies. She recommended that overhead signage be hung to be perpendicular to the path of travel. She also suggested that the Library's existing overhead signage could be repurposed. She noted that the hardware for the range signage was good and that her firm could design a new template for the inserts.

Laura Tortorello asked about the consistency of letter case and orientation of graphics on some of the Library's existing signage. Cardosi confirmed that uppercase letters should be used for tactile signs.

She pointed out that overhead/hanging signage may not be ideal for identifying collections that may shift.

Next, Cardosi reviewed the Sign Type Overview. She identified several new sign types that they may recommend.

Cardosi showed how a variant of the "dialogue bubbles" that the Library already uses could become an additive element on the Library's directional signage. They would be a rigid panel attached on both sides of the sign face. She recommended altering the shape of the bubble to remove the angle and shadow. The committee discussed matching any new decals to the new shape and limiting text.



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Kathleen Wilson asked Cardosi's opinion on the use of exclamation points in signage. Julie Liesse said that she thinks they are overused. Cardosi agreed that they aren't necessary.

Cardosi shared some ideas for improving signage in the Main Lobby/Arrival area. She told the group it was an opportunity to not only welcome visitors, but also to confirm that they have arrived in the right place. Cardosi pointed out that a large element, like the etched logo illustrated in the Program Requirements could also go on an unused/repurposed display case.

Callie Revord reminded the group of a previous discussion of using an animal decal to lead children and families downstairs to the children's area. Cardosi pointed out that an oversized visual element that has a distinct start and finish can help children self-navigate. Laura Tortorello reminded the group of the wide age range that uses the space, and to be careful not to select a design that could be off-putting to older children. Cardosi said that using just a silhouette is a way to make things look abstract and appealing to a larger audience.

Tortorello pointed out that the children's area had a more modern look, and that the even the planned art commission by David Lee Csicsko had a modern feel. Cardosi is familiar with Csicsko's work and suggested that perhaps an element from his work for the Library could be incorporated into the signage.

Cardosi showed the group examples of how an overlay on a service desk could provide an opportunity to add text or other wayfinding clues. She also shared "vision images" that she hoped would elicit feedback from the group.

She asked the group to share what had not been addressed in the Program Requirements and what they thought was particularly helpful/not helpful.

Kathleen Wilson thanked Cardosi for a review that underscored the importance of consistency, function, and simplicity.

Callie Revord said that, from a financial perspective, she appreciated that the plan built on what the Library already has that can be repurposed. She really liked the idea of an inviting graphic that can draw families downstairs and incorporating the forthcoming art project into the design.

Ridgeway Burns liked the idea for age-appropriate signs for Youth Services.

Laura Tortorello liked the simplicity of the concepts Cardosi shared and using signs to start a conversation with patrons.

Maura Schoo liked making the entry more inviting.

Julie Liesse liked using the Library's brand colors on signs.



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Cardosi would like Executive Director Keefe to collect feedback on the terminology on page 2 of the Program Requirements and to indicate collections that are smaller/may move. She would also like to know how each of the service desks should be identified. The group agreed that on the main floor the most helpful signage would be signage that differentiated the three service points. She would also like Keefe to review the floor plan and note any changes.

The Signage Project Team will meet again at the end of March.

There being no further business, the meeting was adjourned at 3:32 p.m.

Approved: March 22, 2016

