

HINSDALE PUBLIC LIBRARY

Signage Project Team
March 22 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.

On a motion by Kathleen Wilson and seconded by Laura Tortorello, the minutes from the January 5 and February 24 meetings were unanimously approved.

Kim Cardosi, President of the Cardosi Kiper Design Group, Inc. reviewed the project timeline and the purpose of the Phase 2 Schematic Design meeting—to identify a preferred scheme and collect review comments that will drive the final design.

Cardosi showed the project team samples of some materials that would be referenced in the schematic design. She then provided an overview of the types of signs included in the design, including her recommendation to use existing columns as a “signpost.”

Cardosi then reviewed three concepts with the project team. Concept One included the dialogue boxes that she had shown the team previously. Concept Two used color bands to identify spaces. New labels on a color background would be affixed over existing hanging signage. Concept Three was a more neutral option—showing silver and frosted plexi-glass or a white on black treatment.

The project team discussed the need for desk signage to identify services, not necessarily the full name of the department providing them.

In addition to creating a new template for the existing range-end signage, Cardosi would design 3-dimensional signage for the tops of ranges to identify larger collections. Main collections would be at 5” height, sub-collections would have a smaller sign.

Kathleen Wilson asked Cardosi if there was cost differentiation between the options. Cardosi said that Concept One would probably have the lowest overall cost. Wilson also asked Cardosi if she had a concept she would recommend. Cardosi liked elements from each design.

Laura Tortorello asked if the dialogue boxes in Concept One were meant to connect signs or if they could be placed elsewhere on the sign. Tortorello said that she liked the “life” in the color bands of Concept Two.



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Kathleen Wilson said that she thought the dialogue boxes in Concept One detracted from the intended utility of the signs. Cardosi recommend that, if used, the dialogue boxes not be on every sign.

Executive Director Keefe said that she would not recommend investing in wraps for the service desks. The desks are not designed for the collaborative work that staff are doing with patrons. Ultimately, they may need to be modified or replaced.

The project team discussed their preferred elements from the Main Entry and Main Lobby concepts. Cardosi would recommend color on the display case and the decals on the entry doors. "Color is our friend," she explained.

Kathleen Wilson asked Cardosi if she could recommend a treatment for the elevator, as well.

There was agreement that a more abstract image on the stair leading to the lower level – a ball bouncing down the stairs, for example – would be more age appropriate for the different user groups using that space. In the next review, Cardosi will show options for different wall colors for this treatment.

The project team agreed that, for the wayfinding signage, Concept Two was the preferred option. Branding each floor with one color, the main floor would be blue, the second floor would be orange, and the lower level would be green or purple. There was concern that the green in the Library's logo would clash with some of the other green used in the space. Cardosi will mock up treatments in both colors.

Cardosi will incorporate the feedback from this meeting and send Executive Director Keefe a revised schematic design. Keefe will collect feedback from the project team and send back to Cardosi. The next meeting will be approximately a month after that. Cardosi will bring full size print outs of the design elements for the project team to evaluate in place.

There being no further business, the meeting was adjourned at 2:21 p.m.

Approved: May 24, 2016

