

Flat Rock, North Carolina

## Case Study

Campus Wayfinding & Branding  
Interior & Exterior Sign Systems



## Gateway Identification



## Vehicular Wayfinding



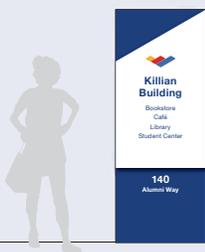
## Parking Lot ID



## Pedestrian Wayfinding & Maps



## Building ID (Ground Mount)



## Services Provided

- Design & Planning
- Map Development
- Value Engineering
- Consultation
- Fabrication
- Installation

## Products

- AluTek™
- Custom Exterior
- Elevate® (*Interior Only*)

## Background Information

Blue Ridge Community College is a two-year, comprehensive post-secondary institution located in Flat Rock, North Carolina, right in the heart of the beautiful Blue Ridge Mountains. With a growing enrollment and one of the largest Continuing Education Programs in the state, the college embarked upon a rebranding project to better communicate and represent the level of educational programs it offers to the surrounding counties.

They also wanted to create a more welcoming environment by providing an improved signage system to allow students and visitors to find their destinations more easily.

As part of this initiative, through a competitive process, APCO was selected to provide design-build services for a brand new, campus-wide signage program, beginning with the exterior.

## The Challenges

A preliminary design had already been established for the exterior sign program, with the focus on three, large gateway signs. But, there were changes needed.

Permitting challenges necessitated APCO reengineering two 22' wide horizontal ID signs so the existing stone bases could be utilized.

The college also wanted to convert the primary gateway ID sign from the existing horizontal format to a more impactful, 22' tall vertical installation.

These design and structural changes involved quite a bit of close collaboration between APCO and the college, in addition to a significant amount of value engineering to keep the entire program within budget.

## The Solution

APCO's Design & Planning team worked closely with the signage committee at the college over the course of several months to fine tune the details of a comprehensive plan to focus on both branding and wayfinding.

Fabrication and installation took place during the height of COVID-19 in the Southeast, so there were numerous related challenges for all parties involved. In the end however, APCO delivered and installed the complete exterior program on time and on budget.

## Products

For its frameless look and easy customization, APCO's AluTek™ system was selected as the primary exterior system, providing the college with the desired unique look while also offering updatability to accommodate future growth and change at the school.

### *SignTypes with the Exterior Program Included:*

- 1 Gateway ID
- 2 Vehicular Wayfinding
- 3 Parking Lot ID
- 4 Pedestrian Wayfinding & Maps
- 5 Building ID (*Ground-Mounted*)

A phased Interior Sign Program is also being designed, planned, fabricated, and installed in the Fall of 2020 using APCO's frameless Elevate® system. The interior signs will feature the same look and branding details as the exterior signs, thus establishing a comprehensive and cohesive program for the entire campus.

We are very thankful to the entire team at Blue Ridge Community College for trusting APCO as their signage partner, and we are proud to have been a part of their campus improvement objectives!

"APCO has been invaluable to me and my organization as we work through the process of rebranding our facilities, adding great looking, custom signage to both our interior and exterior spaces. The sales and install teams have been nothing short of magnificent; they are creative and hard-working folks with a keen eye for detail and a desire to make the customer happy. APCO has been instrumental in extending our brand to all of our locations, helping our customers find us, creating a cohesive and professional appearance for our organization, and making our buildings look great! I highly recommend APCO!"

**Lee Anna Haney**  
*Director of Marketing & Communications*

**Carol Ann Lydon**  
*Director of Planning, Research & Institutional Effectiveness*

**APCO**

apcosigns.com

**APCO Signs**

388 Grant St., SE  
Atlanta, GA USA 30312-2227  
Tel: 404.688.9000  
Toll Free: 877.988.APCO (2726)  
Email: sales@apcosigns.com  
www.apcosigns.com

**FRONT PHOTO DESCRIPTIONS**

1. Custom Core Panel with Two Custom Face Graphics Panels Mounted to Existing Stone Base
2. Custom Cabinet with Modular Elevated Panels and Aluminum Plate Logo
3. Custom Cabinet with Modular Elevated Map Panel and ADO Applied Logo
4. Rectangular Post and Aluminum Panel
5. AluTek Non-Internally Illuminated Monument with Structural Aluminum Core with Two Removable Face Graphic Cabinets