



## Modular Interior Signage and Wayfinding Solution for Recreational Complex

The Kettering Recreation Complex is a spectacular 145,000 sq. ft. facility that houses the Charles I. Lathrem Senior Center, the Kettering Ice Arena, a lap pool and spa, a multipurpose gymnasium, a walk/run track, a nursery, aerobics and fitness rooms, meeting rooms and more. The complex is located on a beautiful 95.2-acre park that features a one-mile fitness trail, a sledding hill, a two-acre stocked pond, the accessible Playground for All, a disc golf course, ball fields and more.

Because the complex provides activities and services for visitors that range from elementary school age to retirement age, they needed an easy to understand and easy to recognize wayfinding solution to guide visitors to the right area of the complex. In addition, the signage solution that conveyed the wayfinding information needed to be easy to update to accommodate future expansion.



**Service Offerings**

- Design
- Wayfinding
- Fabrication
- Installation

**Product Applications**

- Pacific Interior™, Modular Interior Signage
- Print-on-Panel Graphics

**Solution Partners**

- Schlegel Creative Resources

**About the Solution**

The Kettering Recreation Complex wayfinding plan is based on a color-coded solution that integrates easy to recognize pictograms, designed by Schlegel Creative Resources, to help guide people of all ages throughout the complex. ASI chose Pacific Interior™ with print-on-panel graphics as the primary interior signage and wayfinding solution for the complex. Pacific Interior's simple lines and graceful appearance complement the architectural environment, and because it is an expandable modular system, future message updates are easy to make. ASI's print-on-panel finishing solution delivers the highest-quality digitally printed graphics in the architectural signage marketplace today because it uses true white ink, not simulated white, to deliver crisp, vibrant and color-accurate graphics.

The color-coded plan uses a vibrant green for the Fitness Center, a light, icy blue for the Ice Arena, a dark blue for the Pool & Water Park, and a rich purple for the Senior Center area. In addition, the overhead directional signage integrates a circular color field with an eye-catching pictogram to identify and distinguish the four main complex areas.

