



City of Topeka Wayfinding  
Technical Proposal

May 14, 2015



**AXIA**  
FLORIDA • CALGARY

T E C H N I C A L

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Contracts & Procurement Director  
City of Topeka  
Budget & Finance Department  
Contracts & Procurement Division  
215 SE 7th Street, Room 60  
Topeka, KS 66603-3914

May 14, 2015

Dear Jay,

We are pleased to submit our technical and pricing proposals for the City of Topeka's wayfinding program. We are confident of our ability to provide solutions that will exceed your expectations. If we are fortunate to be your wayfinding consultants, I will personally take the lead role in your initiative and invest the time it takes and use our resources to ensure that Topeka's brand supportive wayfinding system is the envy of cities large and small.

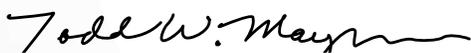
Axia is a US based firm specializing in both branding and wayfinding for cities, towns and regions throughout the US, Canada and the Caribbean. We qualify as a DBE with a female partner of East Indian decent who holds 51% company ownership.

Roger Brooks, who developed your brand, is one of our strategic partners. We have been working with Roger's team on US and Canadian wayfinding programs for over a decade. We also maintain strong relationships with other destination development consultants such as Total Destination Marketing in Portland and Great Destination Strategies in Seattle.

We have itemized our scope, included qualifying information and summarized our understanding of the tasks at hand. At the end of our proposal you will see several community wayfinding samples.

If you have any questions or would like to discuss the details in this proposal, please call me anytime.

Sincerely,



Todd Mayfield, Principal and Group Creative Director  
Axia Creative



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## INTRODUCTION

Axia Creative is an award-winning visual communications company specializing in wayfinding, branding and advertising for civic, corporate and retail markets. The company was incorporated in 2003. Axia's main office is located in West Palm Beach (Wellington), Florida with a client base that covers the entire US, parts of Canada and over 19 Caribbean territories.

We maintain a core staff of 7 people with several freelance professionals who we use for specialized assignments or if our project load requires additional hands.

We are among the best when it comes to developing wayfinding programs for small, medium and large communities. We have worked with cities who have populations from 7,000 to 150,000. Because of our experience, we have an intuitive ability to collect the necessary information about a community, understand its culture and become intimately connected with its anatomy in order to create a wayfinding system that is uniquely tailored to specific needs. No two of our projects are alike. We never borrow parts of other systems to quickly build others. Our documentation is detailed but very easy to understand. We have a thorough understanding of the MUTCD (Manual on Uniform Traffic Control Devices), a standards manual that was developed by the USDOT to control the design and placement of signage on US highways.

Our graphic design experience is versatile. We can replicate almost any style. This means each project gets a unique character. We have a talent for developing iconic symbols and graphics that are designed to be legible in a range of applications and communicate a basic message without fussy detail. Our maps are easy to read and are designed to echo the essence of the brand.

Axia Creative helps transform communities and urban centers into memorable destinations. We achieve this through strategic brand interpretation, thematic wayfinding and compelling visual communications. We help destinations become more visible and findable by developing new brands that set them apart from their competitors or by supporting their existing brands through the design of visual communications. We help them deliver the right message to the right audience through print and web media. We plan, design and implement wayfinding programs that bring people to communities and help create a memorable sense of place.

Axia is an industry leader when it comes to developing destination wayfinding programs. For 30 years Todd Mayfield has been winning awards and earning profound respect among clients and constituents for his design excellence. Through Todd's leadership, Axia has developed dozens of branded community wayfinding programs in North America.



We will include your team early in the design process. We value your input because it is based on insight and passion. Topeka is your community. Our goal is to help you make it the best it can be. The program we will design for Topeka will serve two primary functions. First, it will help people efficiently navigate through the city and to the destinations within it. Secondly, it will package Topeka giving visitors a unique sense of place and strengthen community pride.

## PROJECT UNDERSTANDING

We understand that the City of Topeka seeks to expand upon a previously developed wayfinding system that has been partially implemented. We also understand that one of our tasks will be to evaluate existing wayfinding devices to determine their validity in the new system. We are excited about the challenge before us and look forward to developing a system that Topeka will be proud of.

We will design a system that will improve vehicular, pedestrian, trail and bicycle navigation through Topeka, to parking areas and to your primary destinations. City and district gateways will be designed to tell visitors “Welcome, you have arrived at a great destination!”. We understand the importance of place-making and the goal to enhance Topeka’s visitor experience through the strategic planning and design of coordinated wayfinding devices. Furthermore, we recognize the additional goal to nurture community pride and support the Kansas lifestyle with a program that is aesthetically pleasing, functional and represents the character of the Topeka experience.

As a strategic partner of Roger Brooks International, we will have unprecedented access to the mechanics of Topeka’s new brand from the perspective of Roger Brooks.

Our goal is to accomplish, at a minimum, three things: first, to become intimately in tune with Topeka and the work provided by Roger’s team so that we may successfully represent your brand into the system; second, to provide an attractive, functional program that will exceed expectations; and third, to stay within budget, on target and on time. These, among other things, are our commitments to you.



## PROPOSED SERVICES

The Axia team proposes to provide a comprehensive and strategic wayfinding program that will enable the efficient navigation through the City of Topeka and to key destinations within it. While we put function before form, we treat both aspects with equal value. Aesthetically, the Topeka wayfinding program will represent “The Capital City of Fun” brand consistently and in compliance with Identity Standards.

We will take a 4 phased (task) approach to accomplish this in alignment with your RFP requirements. The first Task, **Planning and Project Area Analysis**, will begin with a kick-off meeting with the Topeka Project Team. During this first visit to the project site we will review existing master plans, related design and documents. We will identify and interview key stakeholders.

In addition to the review and understanding of previous wayfinding studies and the existing in-place signage, we will conduct a thorough site survey and assessment where we will review definable destinations previously established, analyze traffic flow, traffic speed and planned roadway improvements, review and photograph existing conditions and in-place wayfinding devices, identify and photograph proposed wayfinding opportunities.

Through the new assessment and existing documentation we will review the system framework of ingress and egress points, vehicular and pedestrian traffic trends/density, destinations, diversions and service resources, critical on-path decision points, retail centers, definable districts, etc. We will confirm the existing list of sign types and their locations. If we find that there needs to be scope or deliverable additions or changes to maximize the desired results, we will make recommendations for your consideration. We will establish design criteria as it relates to existing devices and in support of the Topeka brand. This first task will be summarized in an Assessment Report.

Once we have obtained approvals on the way forward, we will begin Task 2, **Preliminary Programming and Design**. We will generate three design concepts based on “The Capital City of Fun” brand, the assessment findings and pre-existing signage. We will develop a wayfinding strategy using an interactive Google map. We will then conduct a Powerpoint presentation where we will present the concepts to the Topeka Project Team to gain feedback. The feedback we collect from this meeting will be considered during the design development phase.

Public engagement is an important factor in the design of a wayfinding system that properly represents the voice of the community. A project can get stalled if too much public participation is included, we recommend, however, that before the design is finalized, the community is invited to a public forum whereby Topeka citizens can have an opportunity to voice concerns and share ideas. Viable ideas and comments will be considered for inclusion during the design development phase. We propose such a forum be included in the scope. It has been added as a 3rd optional task.



A draft message schedule, location plan and concept visuals will be submitted to a KDOT representative for compliance review. Pending their response, the findings will influence the development of a final direction.

We will consult with a fabricator to determine probable costs so that early adjustments may be considered before the design is developed into its final form. At the end of phase 2, we will present a Design Summary to the Topeka Project Team for final approval and/or comment.

Upon design and strategic plan approval, we will enter into Task 3, **Final Programming and Design**. The selected concept will be developed to include all system sign types. The wayfinding strategy will be updated if needed. We will design a graphic map to be used in the information kiosks. The final design will be presented via Powerpoint to the Wayfinding Committee for review and approval. The Powerpoint may be used by the Topeka Project Team for internal presentations if needed.

In Task 4, **Contract Documents**, we'll prepare four companion documents which will be used by qualified sign contractors to prepare their bids to fabricate and install the system. These include, a Design Intent document (scaled drawings, general specifications, colors and finishes schedule), Message Schedule (proposed messages and phase recommendations) a Sign Location Plan (locations for every sign element) and a Sign Removal Plan (existing sign and devices to be removed or replaced). Final bid documents and production-ready art / templates will be uploaded to the Topeka project website.

During this task, we will prepare and submit a revised budgetary cost summary.

Production art will be finalized and uploaded to the project website for convenient access. Also, as an optional service during this last phase, we will develop ArcMap files for the City's use. For this task we are inviting another one of our strategic partners to assist us. Stantec has a local office in Kansas. We feel it is best to work with someone who has ready access to local map data-bases.

As another optional service, Axia will provide **Production Oversight**. This Task 5 scope, will include consulting on RFP language, fabricator qualifications and recommendations on RFP distribution. During the bidding process, Axia will help respond to bidder's technical questions and will be available to review short listed respondents and make an award recommendation. Upon contract award, Axia will interact with the sign contractor, answer questions, consider product/process alternates and address any challenges as they arrive. Axia will receive and review the sign contractor's shop drawings for design compliance. Axia will also receive and review samples (materials and finishes) prior to full execution. After the program is installed, Axia will be on site to inspect the program for completeness and provide a post installation summary report to the Topeka wayfinding committee prior to final payment to the sign contractor.

Axia will prepare meeting minutes after every meeting and distribute them electronically to the Topeka Project Team.



## CHALLENGES & OPPORTUNITIES

The challenges we anticipate for Topeka's wayfinding program are not insurmountable. One challenge most communities are confronted with is gaining public consensus. Many communities have individuals or groups who resist any form of change and are hard to win over. Others have political agendas or vested interests that may, at first, seem threatened by a new branding or wayfinding initiative. We have a strong record of including public involvement early in the process so they have an opportunity to voice concerns, share ideas and gain a better understanding about the benefits of the proposed program. We understand public interface is not in the scope of work. If you would like to consider us giving public presentations, we would be happy to negotiate fees to include this in our scope.

Another potential challenge may be acquiring land access for some signs and devices. After we have had a chance to study the project area and perform a thorough assessment, we will know what is available and attainable. Preliminary observation suggests that obtaining the required locations will not be a problem.

A challenge we are often confronted with is the request to include directions to every possible destination. It is impossible to accommodate destinations so we will create a measuring mechanism to prioritize which destination will be included on a given sign. We will also look at how some long messages may be abbreviated without losing comprehension.

Before we finalize the design and commit it to scaled drawings, we will ask one or more fabricators to provide probable costs based on the current concepts. If estimates come in high, we will look for ways to value-engineer the design to suit available funds. We can also help prioritize implementation – phased over a few years or as funding becomes available.

Protecting the design intent and keeping sign contractors on task can be quite a moving target for the inexperienced. Just about every community that has elected to oversee the production without a design consultant has experienced difficulty. Deadlines are often missed, cost overruns occur and quality is sacrificed. If we help you with the bidding process and the production oversight we will keep the project on track, on time and on budget. We speak the fabricator's language, so there is little that gets by us. They know that if they don't perform well with us, they risk losing future business.

Maintaining the system over time and assuring that added elements remain consistent require a wayfinding manual. Our manuals include renderings of the system sign types, scaled drawings, specifications and maintenance information. We include a Sign Inventory Record and Conditions Report spreadsheet that can be used by your staff to manage the system in the future.



## AXIA VALUE

There are many values that come from a working relationship with Axia. Not only will you receive highly successful creative solutions, you will benefit from a well-managed, diligent methodology that is rooted in thorough research, open collaboration, strategic thinking and dedication to fulfilling objectives.

**We are connected.** We have several resources that we can tap into to help with fund resourcing, tourism/product development and other information that will help make your community a true destination. Roger Brooks, Bill Baker, John Kelsh and Bill Geist are just some of the tourism gurus who we partner with.

**We are pragmatic.** While we would love to win more awards for great design, we realize who we are doing this for and understand that our performance must meet or exceed our client's expectations. We always place function before form.

**We are current.** Successful designers who rest on their laurels become old guys in black turtlenecks. We believe that for designers to remain fresh and energetic, they have to stay current with technology, culture and process. We are always looking to broaden our experience and knowledge base with new ideas and challenging projects.

**We are efficient.** Axia Creative practices smart and efficient project management. We maintain a select core staff of talented professionals. We also have an expanded network of available contract designers who we can draw from if a project has a special need or project loads start to get heavy. Our business model insures that we stay on target, on budget, on time, every time. We like to keep things simple yet effective.

## BENEFITS OF AN AXIA WAYFINDING PROGRAM

- Improves traffic flow
- Marks best routes to destinations - gets people there faster
- Guides vehicles to parking - less time in cars, more time in shops
- Encourages pedestrians to explore - exposes less visible retail areas
- Stimulates local economy
- Supports the brand
- Serves as a visual catalyst - unites districts and regions
- Raises community pride
- Encourages storefront improvements
- A relatively inexpensive face-lift
- Reassures visitors that an area is safe
- Access to Axia's expertise long after project is complete



## PROCESS

V1 = Site Visits    D1 = Deliverable

### Task 1 – Planning and Project Area Analysis

#### a. Planning & Research V1

- Kick-off meeting with the Topeka Project Team. Issue detailed project schedule D1
- Review applicable regulations, land use bylaws and planning strategies
- Identify and Interview key stakeholders - including but not limited to:
  - Visit Topeka
  - MTPD staff and partners
  - Vested business leaders (hospitality, retail, tour operators, realtors, etc)
  - Government representative(s)
  - Parks representative(s)
  - Individual members of the Review Committee
  - City marketing consultants
  - KDOT (Kansas Department of Transportation) representative
  - Any existing contracted urban planners and/or architects
- On-Site Assessment
  - Evaluate and reconfirm destinations
  - Evaluate and reconfirm vehicular and pedestrian decision points
  - Identify bicycle routes and biker decision points
  - Analyze traffic flow, traffic speed and planned roadway improvements
  - Review and photograph existing conditions and in-place wayfinding devices
  - Identify and photograph new potential wayfinding opportunities
  - Get out and talk with people on the street– users and front line service providers
- Create an online, interactive map for team collaboration D2
  - Identify/confirm vehicular routes, decision points, destinations, existing wayfinding signs and potential placements for new signage.
- Create project website for project file upload, storage and download D3
- Develop preliminary system framework
  - Document ingress and egress points, vehicular and pedestrian traffic trends/density, destinations, diversions and service resources, crucial on-path decision points, retail centers, definable districts, etc.
- Evaluate and reconfirm system sign types and consider new or revised
- Evaluate and reconfirm locations for signage and other wayfinding devices
- Establish design criteria and how best to support “The Capital City of Fun” brand



- Evaluate and reconfirm messaging concepts and consider new or revised
- Prepare the Assessment Report **D4**

## Task 2 – Preliminary Programming and Design

- Generate three concepts based on “The Capital City of Fun” brand and assessment findings from Task 1. **D5**
- Create a Powerpoint presentation for the Review Committee and for use in internal presentations. **D6**
- Team meeting and concept presentation to the various oversight groups. Follow-up site survey **V2**
- Public Forum (**Optional 1**) During the 2nd site visit, Axia will extend their visit by 1 day to host a public presentation/forum to allow interested Topeka residents to preview the concepts, ask questions, provide comments and share ideas. This will allow the public sufficient weigh-in and have involvement in the final design of the system.
- Create a Draft Location Plan and Message Schedule for review by KDOT for regulatory compliances. **D7**
- Submit the three concepts to a fabricator to determine probable costs.
- Prepare a Probable Cost Report which will include funding options and submit to the Project Team. **D8**

## Task 3 – Final Programming and Design

- Develop single approved concept-submit Preliminary Design Summary **D9**
- Update online, interactive location map
- Present Design Powerpoint and follow-up site review **D10 V3**
- Meet with Project Team
- Refine the online location map and adjust proposed messaging
- Prepare Final Design Report **D11**

## Task 4 – Contract Documents

### a. Bid Documentation

- Prepare bid documents (draft)
  - Design Intent Documents (Scaled drawings, general specifications, colors and finishes schedule)
  - Update Message Schedule (Proposed messages, Phased recommendations)
  - Update Sign Location Plan
  - Create Sign Removal Plan
- Submit Bid Documents Draft to Project Team **D12**
- Meet with Project Team (teleconference)
- Final Bid Documents (uploaded to project website) **D13**
- Prepare a Revised Budgetary Cost Summary **D14**



- Prepare ArcMap (Optional 2) **D15**
  - Convert GPS latitude and longitude coordinates into an ESRI point shapefile and as a Google KML file
  - Create map using ESRI ArcMAP version 10.1. Used publicly available base map layers from ESRI or from the Kansas Data Access Support Center
  - QC shapefile and mapping prior to submittal to client
  - Deliver point Shapefile in projection and coordinate system defined by client. Deliver map as a PDF and the MXD file with spatial data to client

b. Production Files

- Production-ready art (uploaded to project website) **D16**
  - Arrows, symbols, icons and misc. graphics
  - Kiosk map/legend (layered, InDesign file)

c. Wayfinding Signage Manual **D17**

- Summary of wayfinding system sign types, scaled drawings and specifications for future implementation
- Wayfinding system maintenance information

It might be worth considering finalizing this manual after the sign contractor has completed their shop drawings and when all materials and methods are in place. During this process, there are often discoveries that may influence the final program and should be included in the manual as “as-built” details. The fabricator will also be able to provide maintenance information on final materials, finishes and components.

**Phase 5: Production Oversight (Optional 3)**

- Review RFP/RFQ requirements with Project Team (teleconference)
- Review bid submittals with Project Team (teleconference)
- Interview finalists (teleconference)
- Discuss contract award with Project Team (teleconference)
- Kick-off teleconference with sign contractor and Project Team
- Review Sign contractor’s shop drawings and sample submittals
- Project progress review with Project Team (teleconference)
- Pre-installation site walk through with sign installer **V4**
- Post-installation (punch) assessment report **D18 V5**
- Project follow-up and on-going support (teleconference)



## SITE VISITS

- Visit 1: Site survey and assessment including interviews with stakeholders
- Visit 2: Team meeting and concept presentation to the various oversight groups. This will be accomplished over several days if necessary. Includes 2nd site review
- Visit 3: Final Design presentation and 3rd site review (to confirm sign placements).
- Visit 4: (Optional 3) As part of the optional production oversight phase, we will conduct a pre-installation site inspection with the sign installer to verify sign placements and environmental conditions.
- Visit 5: (Optional 3) As part of the optional production oversight phase, we will inspect the installation on site.

## DELIVERABLES

- Deliverable #1: Detailed Project Schedule
- Deliverable #2: Create online (Google), map with sign locations (collaborative tool)
- Deliverable #3: Create password-protected project website (file storage and exchange)
- Deliverable #4: Assessment Report (Findings, research, interview summary and recommendations)
- Deliverable #5: Concept Overview
- Deliverable #6: Concept Powerpoint Presentation
- Deliverable #7: Draft Location Plan/Message Schedule for KDOT Review
- Deliverable #8: Probable Cost Report
- Deliverable #9: Preliminary Design Summary (all developed sign types and wayfinding devices)
- Deliverable #10: Design Powerpoint Presentation
- Deliverable #11: Final Design Summary
- Deliverable #12: Bid Documents (draft)
- Deliverable #13: Final Bid Documents
- Deliverable #14: ArcMap (Optional 2)
- Deliverable #15: Budgetary Cost Report
- Deliverable #16: Production Art & Production Templates
- Deliverable #17: Wayfinding Signage Manual
- Deliverable #18: (Optional 3) Post Installation Report
- Deliverable #19: Meeting Minutes (ongoing)



## PROJECT TIMELINE

The timeline included in this proposal is preliminary and based on current information and assumptions. At the beginning of a Step 1, an updated version will be submitted. During the course of the project we anticipate that some timeline adjustments may be necessary due to unforeseen conditions or client-requested adaptations. The final scope, start date, budget availability, extent of research, timing of meetings and timeliness of approvals may effect the timeline. We do not anticipate any delays generated by the Axia team.

Task	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>1</b>	● 6 to 8 Weeks						
<b>2</b>			6 to 8 Weeks ●				
<b>3</b>				6 to 8 Weeks ●			
<b>4</b>						8 to 10 Weeks	
<b>5 (Optional 2)</b>						18 to 20 Weeks	●●

- Task Duration
- Site Visits



## AXIA TEAM

### **Todd Mayfield** – President and Group Creative Director

Having over 30 years of wayfinding, brand development, advertising and print graphics experience, Todd has earned numerous awards for design excellence and profound respect among his constituents. He is also an accomplished fine artist and illustrator.



Todd develops all wayfinding programs for Roger Brooks International (formerly Destination Development) and has done so for over 10 years. He provides brand design services for Bill Baker of Total Destination Marketing in Portland, Oregon. He has written wayfinding process standards for The Douglas Group (Washington DC), Great Destination Strategies, (Seattle), Farrington Design Group (Atlanta), Ambrosi Associates (Chicago) and Media Five LTD (Hawaii).

His work has been featured in national publications and books such as Print Magazine, Signs of the Times and American Corporate Identity. In late 2015, Todd will be publishing his book: “Branded Wayfinding for Cities & Towns”.

Prior to opening Axia Creative, Todd was the Creative Director for Nth Degree in Georgia where he provided design direction for large events and trade shows. While there, he designed audience acquisition campaigns and event graphics for high-profile companies such as Qualcomm, Intel, Kyocera, Hot Jobs, Mohawk and Pfizer.

Previously, he served as the Design Director for the Douglas Group in Washington, DC where he headed branding, wayfinding and interpretive projects for clients such as the US Capitol (DC), the US National Arboretum (DC), the City of Rockville (MD), the Ronald Reagan Building (DC), Marriott Hotels and Ritz-Carlton.

In Chicago, Todd was a senior designer for Ambrosi & Associates. His projects included in-store and point-of-sale graphics for Sears, Jacobsons, Walgreens and Herbingers. He also provided brand development and wayfinding for retail malls owned by General Growth Properties.

In Hawaii, Mr. Mayfield worked for a large international architectural and interior design firm called Media Five, Ltd. He was the lead designer for their graphic design team which specialized in creative services for the hospitality industry. His projects included branding and wayfinding for large hotels, resorts and communities such as the historic Royal Hawaiian Hotel in Waikiki, the Kapalua Beach Hotel on Maui and the Kapolei residential development on Oahu.

**Todd will serve as the Project Lead. He will provide design direction to the team, oversee strategy and conduct all stakeholder interviews and presentations.**



**Marilyn Mayfield** – Vice President and CFO for Axia Creative

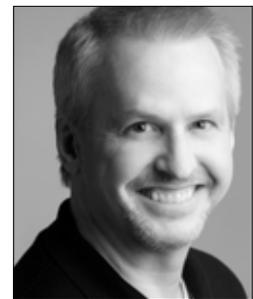
Marilyn manages the operational mechanics of the company and provides financial direction for all Axia business activity. As collaborating partner, she holds 51% company ownership. She participates in Axia’s business development strategies and advises on overall marketing outreach efforts. She has a strong background in accounting and personnel management for companies such as Sony Music in New York where she served eight years as Accounting Manager. There, she interfaced with vendors, talent and upper management. In Atlanta, she was an accountant for Coca-Cola’s Legal Division in the Atlanta Office Complex.



Marilyn will manage all project business activity. She will acquire any additional insurances or bonds that are required by the City. She will be responsible for team member distributions and project invoicing. Marilyn will also manage time tracking and help monitor the project timeline.

**Michael Haug**– Senior Wayfinding Designer and Strategist

Mike is an experiential graphic designer with a strong portfolio of branded environments, “experience” design, signage and wayfinding projects. Over the last 25 years, he has worked on almost every type of environmental graphics project from municipal wayfinding plans and site signage to donor recognition, display and event graphics to sign systems for office buildings, hospitals and clinics.



He has had the privilege of working on a number of important cultural projects including the Minneapolis Institute of Arts, the Guthrie Theater, Minneapolis Central Library, Musical Instrument Museum, Minnesota Zoo, TCF Bank Stadium and Orchestra Hall. His ability to create solutions that both compliment the architecture and meet client needs is a testament to his collaborative style. Mike has a strong background in branding and graphic design and understands how to infuse a company’s brand into the environment to create a memorable experience.

Michael will provide design and plan strategy in collaboration with Todd Mayfield. He will be the second point of contact. In addition to concept and design, he will produce scaled drawings and assemble the design intent document. He will create the message schedule and assemble the location plan.



**Lara Sawczak** – Graphic Designer and Production Artist

Lara provides graphic design support and coordinates print production for Axia. She produces fabrication production templates and map artwork for information kiosks. She also produces and expedites signage standards manuals and assists Meghan with documentation. She contributes concepts for wayfinding signage and interpretive graphics. She has extensive schooling and two degrees in graphic design. She earned a Bachelor of Arts Degree in Graphic Design, while at Middlesex University, London, England. She attended Central Saint Martins School of Art, in London, England where she earned a Certificate of Graphic Design.



Lara will produce production-ready art files and working templates to be used during fabrication.

**Stephen Sinclair** – Signage production and engineering specialist

Stephen heads Axia’s Canadian operations in Calgary and represents Axia on all Canadian projects. In his 25 year career, he has become highly recognized for his advanced skills in signage systems and fabrication methods. His meticulous attention to detail, thorough knowledge of production and diplomatic demeanor is evident in his successful project history and long list of satisfied clients.



Stephen will be engaged as a documentation detail advisor. His roll will be minimal but his expertise on fabrication techniques and knowledge of engineering practices makes him a valuable asset for the later part of the project.

**Bryanna Aldridge** – ArcMap / GIS Technician (Santec) (Optional 1)

Ms. Aldridge is currently a GIS Analyst in the Kansas City office of Stantec, and a certified Geographic Information Systems Professional. The Kansas City office serves as the Regional Support Center (RSC) for the Federal Emergency Management Agency, Region VII and Bryana works on diverse GIS community projects using ArcMap. She recently graduated and can fully utilize diverse GIS software and programming options.



Bryanna will manage the preparation of ArcMap files in support of the signage location plan.



## REFERENCES

### **City of Gulf Shores, Alabama**

**Grant Brown**, Recreation & Public Affairs Director  
Phone: 251.968.1848 Email: gbrown@gulfshoresal.gov

### **Town of Canmore, Alberta**

**Jacob Johnson**, Acting Manager Engineering Services  
Phone: 403.678.1549 Email: jjohnson@canmore.ca

### **City of Burlington, Iowa**

**Chelsea Tolle**, Executive Director Convention & Visitors Bureau  
Phone: 319.208.0045 Email: ctolle@greaterburlington.com

### **Terrebonne Parish, Louisiana**

**Sharon Alford**, Executive Director Houma Area CVB  
Phone: 985.868.2732 Email: sharon.alford@houmatravel.com

### **Russian River, California**

**Albert Lerma**, Sonoma County Economic Development Board  
Phone: 707.565.6428 Email: albert.lerma@sonoma-county.org

**Roger Brooks**

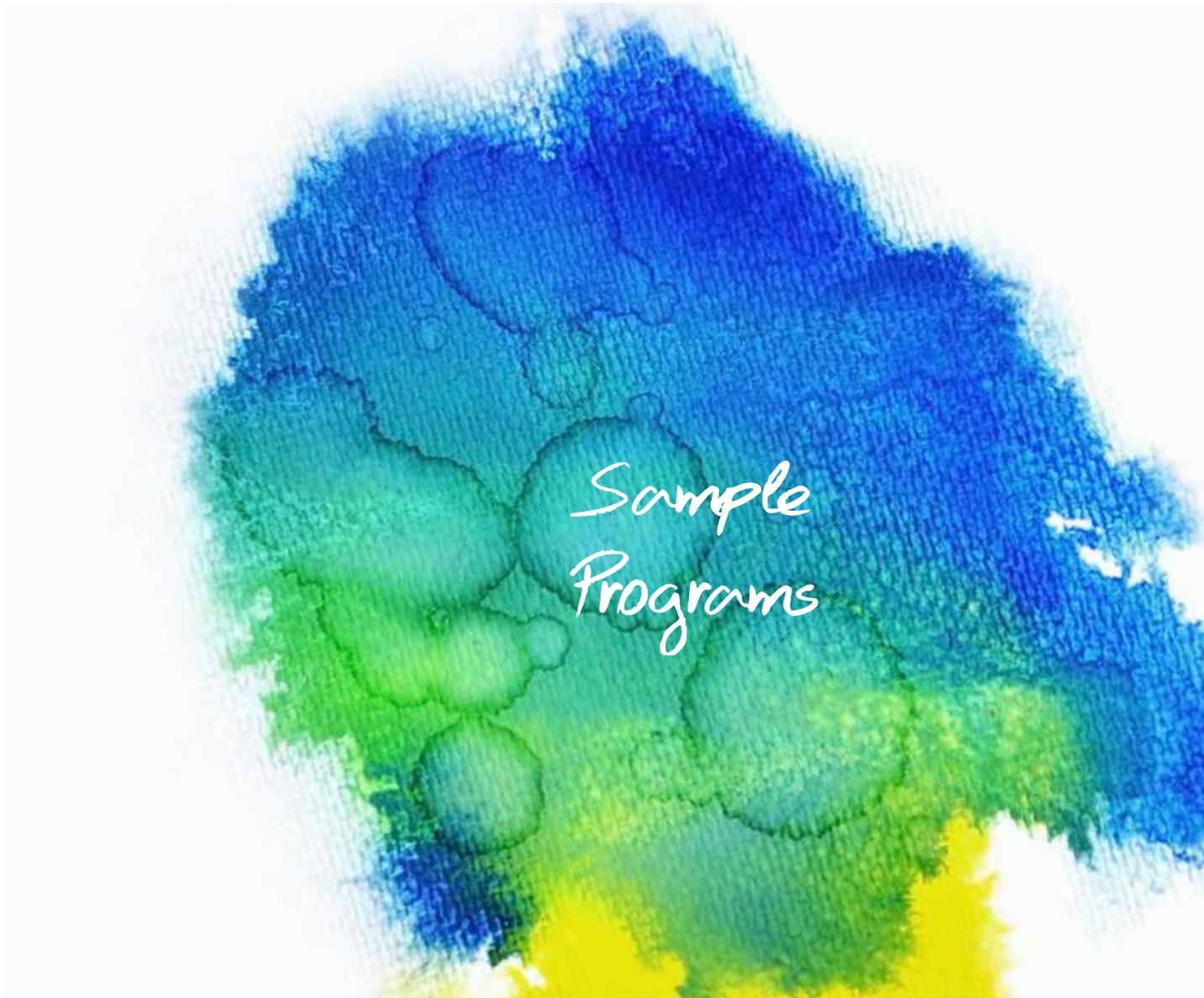
### **Roger Brooks International**

Phone: 206.241.4770 Email: roger@rogerbrooksteam.com

**Bill Baker**

### **Total Destination Marketing**

Phone: 503.692.4603 Email: billb@destinationbranding.com



Since 2003, Axia along with our strategic partners, has been providing a great product – *Creativity*. It is at the center of everything we do. Whether you call it “thinking out of the box”, “taking one step beyond” or simply “dancing on the edge of reality” it all adds up to one thing – *Success*. When we engage with a client, we aim for a long term relationship. We choose our clients as much as they choose us.

We’re all about making sincere connections with each client, their partners, the services and experiences they provide. This helps us develop successful and sustainable solutions.

The following are examples some of our work.

## Russian River Resort Area

Sonoma County, California

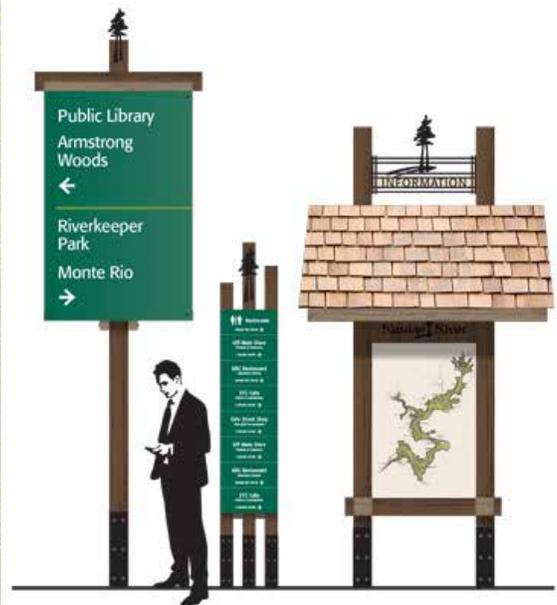
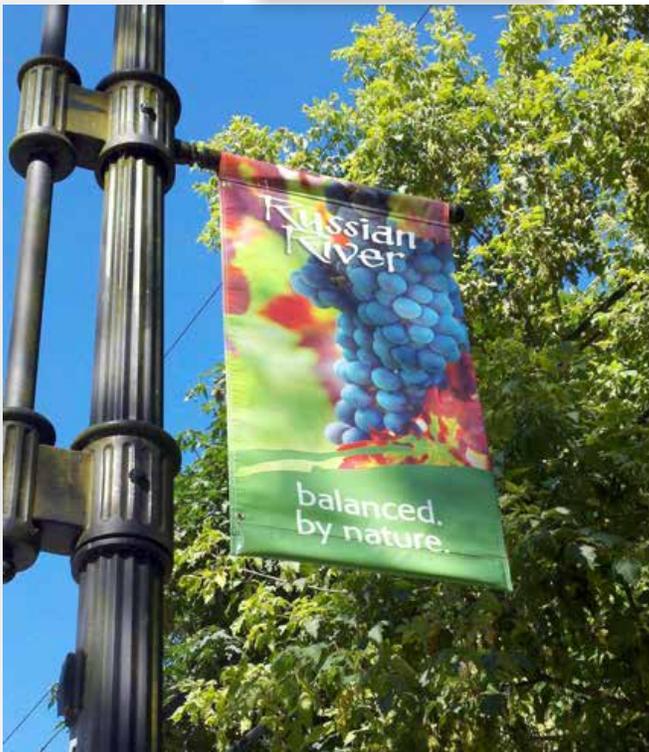
Regional Branding & Wayfinding

The scope included a formal branding of the Russian River Resort Area and a comprehensive wayfinding program. The wayfinding program included region, town and hamlet gateways, vehicular and pedestrian guides, information kiosks, park and facility identities, street banners and regulatory signs.

Phase 2 is currently in the bid process.



balanced. by nature.



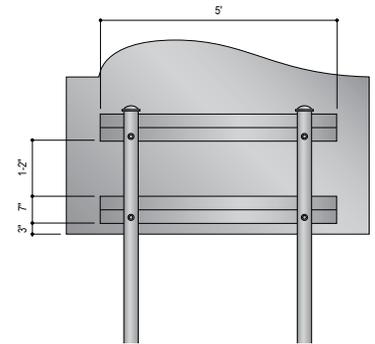
## City of Gulf Shores

Alabama

### Wayfinding

A comprehensive wayfinding program was designed for the City of Gulf Shores in the second phase of the project. The wayfinding system included city and district gateways, vehicular and pedestrian guides, beach access identities, information kiosks, regulatory signage, street banners, street and intersection identity signs, facility identities and digital message displays.

Gulf Shores is an on-going client for Axia which has rendered several branding and wayfinding assignments.



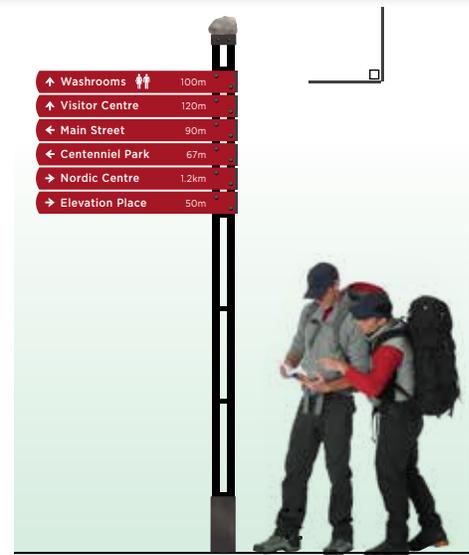
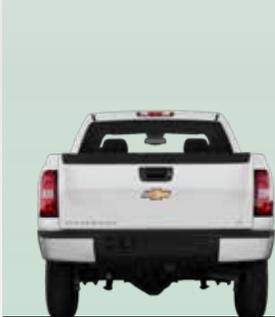
## City of Canmore

Alberta, Canada

### Wayfinding

Axia designed a wayfinding system to support a new brand for the Town of Canmore in Alberta. The project included primary, secondary and district gateways, vehicular and pedestrian guides, bike and hiker trailblazers, parking guide and identity signs, regulatory signs, pedestrian directory maps, bike fix-it stations, identity monuments for the Rocky Mountain Legacy Trail and temporary event signage.

The gateway phase of the program is currently in fabrication.



## City of Moses Lake

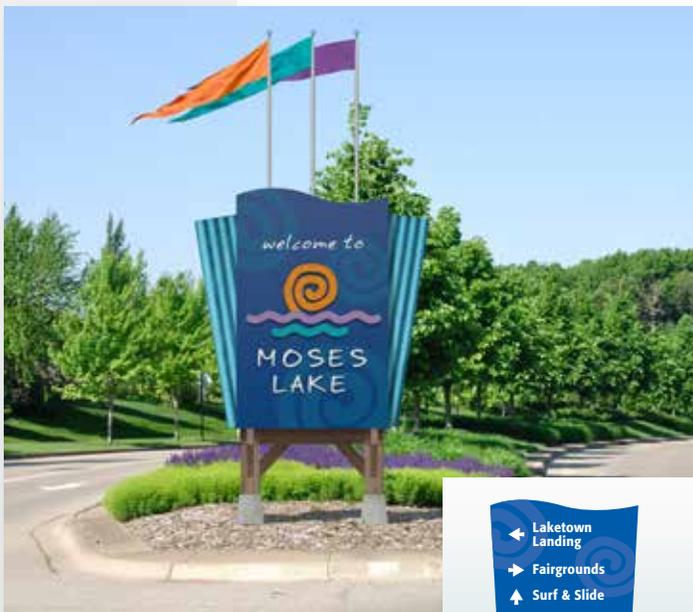
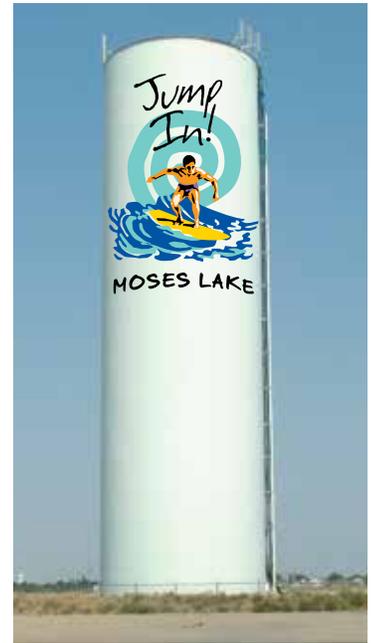
Washington

### Branding & Wayfinding

The first phase of the Moses Lake program included branding for the city, downtown district and a new water park. A tagline was developed along with graphic templates for print collateral and web media.

The wayfinding component included primary and district gateways, vehicular and pedestrian guides, information kiosks, bike and walking trailblazers, water park identity sign, parking guides and super graphics for five water towers.

In collaboration with Roger Brooks International



## Downtown Gatlinburg

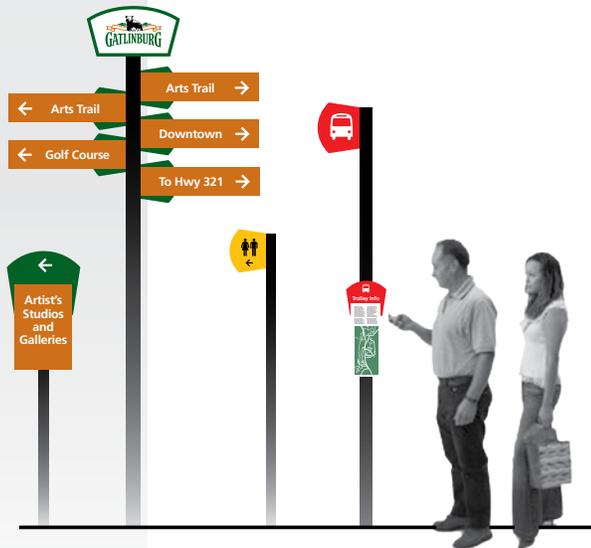
Tennessee

### Wayfinding

The Gatlinburg program included a brand enhancement with refinements made to their existing logo.

A comprehensive wayfinding system was designed and implemented for their downtown retail district which included vehicular and pedestrian guides, bus shelters, art trail guides to local galleries and studios, parking guides and street banners.

In collaboration with Roger Brooks International



## Downtown Bothell

Bothell, Washington

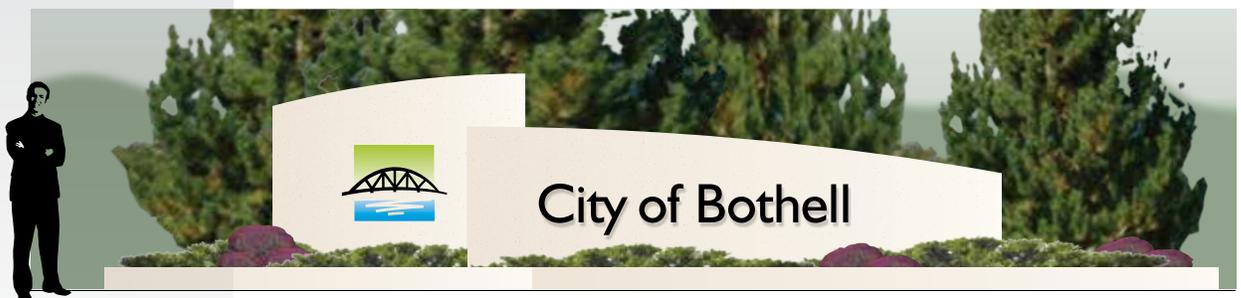
### Branding & Wayfinding

The city of Bothell underwent a robust roadway realignment and redevelopment of their downtown district. Axia and their strategic partner, Roger Brooks International, developed a new name for the downtown, logo and support graphics for marketing.

The wayfinding component included city and district gateways, pedestrian and vehicular guides, information kiosks, street banners and park regulatory signage.



## BOTHELL LANDING



## Terrebonne Parish

Louisiana

### Branding & Wayfinding

Axia worked with Great Destination Strategies, Total Destination Marketing and The Graham Group to brand Terrebonne Parish. The brand rendered a tagline, parish identity and various visual communications.

The entire project included parish branding, City of Houma identity & regional wayfinding.

A sub brand was developed for the City of Houma and the Houma Convention & Visitor's Bureau.

A regional wayfinding program was developed for Houma and smaller communities throughout Terrebonne Parish. The system included parish, community and district gateways, vehicular and pedestrian guides, information kiosk/maps, street banners, bayou bridge identity signs and regulatory signs.



# Houma

Louisiana's Bayou Country™



## Coos County

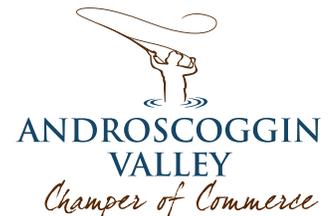
New Hampshire

### Wayfinding

Axia partnered with Roger Brooks International to develop regional tourism-oriented wayfinding for Coos County.

Each chamber of commerce within the county received companion branding treatments and all participated in a comprehensive campaign.

County wayfinding signage was designed to help visitors find places that were otherwise off the main routes and to support visitor centers with self serve kiosks. The system was adopted by the New Hampshire DOT and is being considered as a state-wide program.



## City of Green River

Wyoming

Wayfinding

Axia provided the City of Green River a simple wayfinding program which included refinement to their existing identity.

The project included an on site assessment, planing, concept generation, design development and specification documentation.



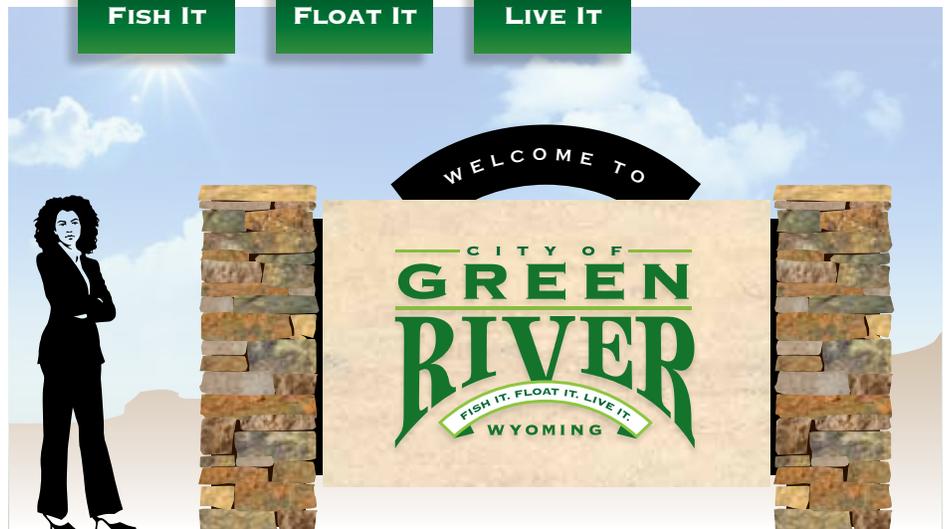
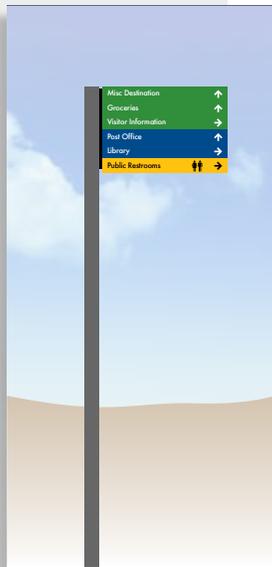
FISH IT



FLOAT IT



LIVE IT



## Town of Bracebridge

Ontario, Canada

### Wayfinding

The program included town gateway signage, vehicular and pedestrian guides, information kiosks, bike and walking trailblazers, parking guides and facility identification.

In collaboration with Roger Brooks International



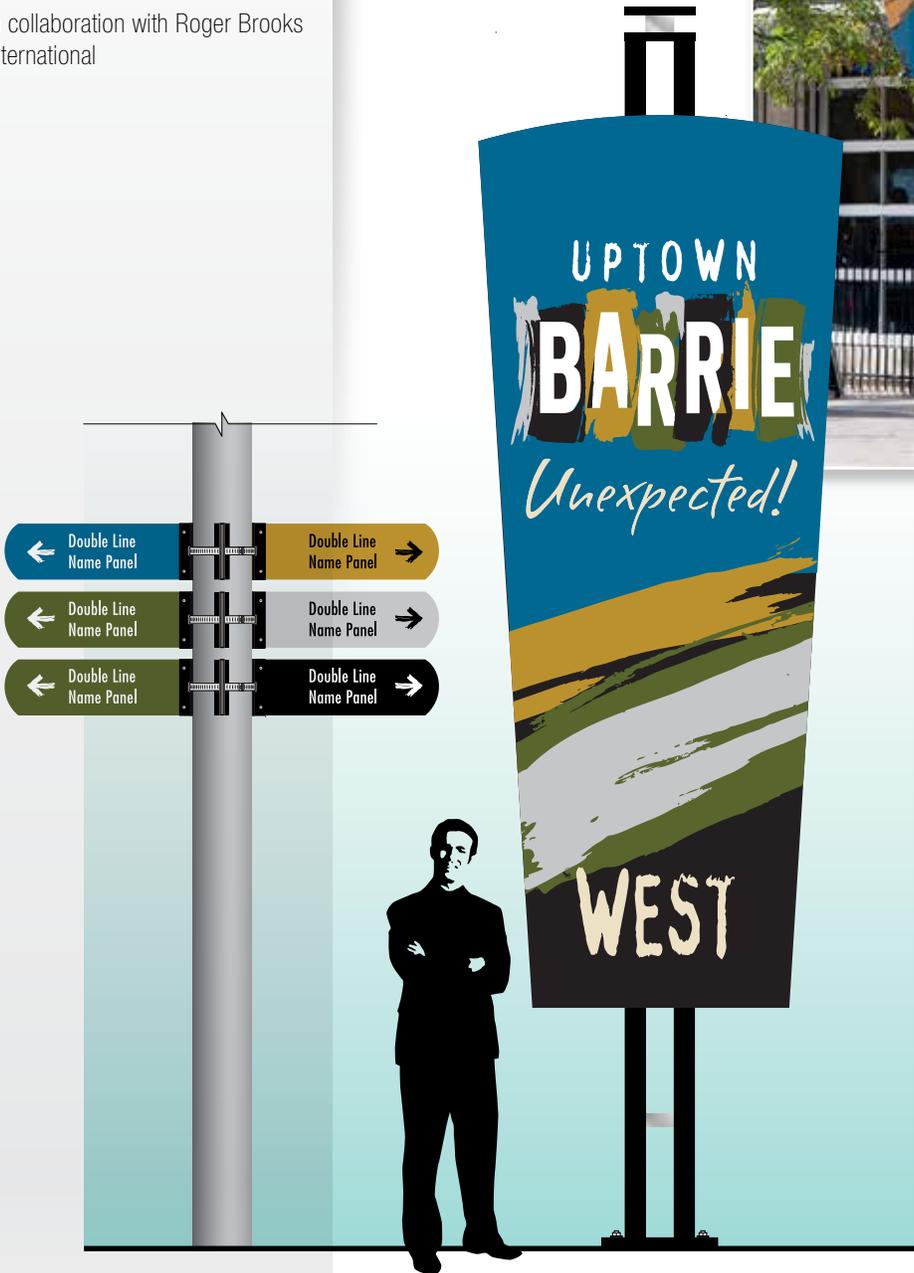
**Town of Barrie**

Ontario, Canada

Wayfinding

The program included downtown and retail district gateways, vehicular and pedestrian guides, parking guides and regulatory signage

In collaboration with Roger Brooks International



## US Botanic Garden

Washington, DC

Branding, Wayfinding & Interpretive

The project included Identity design, wayfinding & Interpretive displays.

The scope included facility identity, pedestrian guides, interpretive experiences, directory maps and exhibit and room identity signs for two properties of the National Garden: The Conservatory (glass atrium) and the exterior gardens.

In collaboration with the Douglas Group DC



## City of St. Albert

Alberta, Canada

### Wayfinding

The program included a retail district gateway, vehicular and pedestrian guides, information kiosks, bike and walking trailblazers, parking guides and identification and a block numbering system.

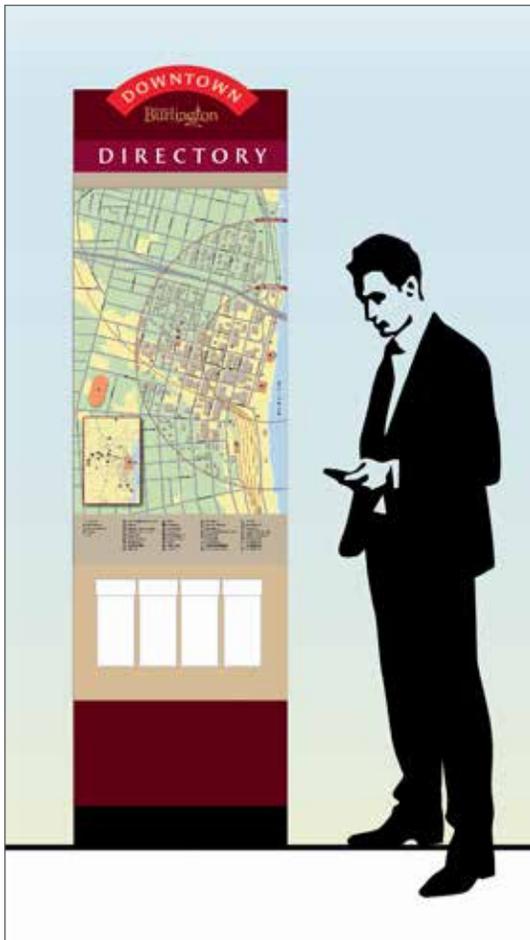
In collaboration with Roger Brooks International





## Information kiosk map for Downtown Burlington, Iowa

Wayfinding project is currently in final design





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