



Innovation Center | Exterior Design Treatments | Concepts

BOOKLET 2 - VARIATIONS

[FOR ORIGINAL CONCEPTS PLEASE REFER TO BOOKLET 1 PRESENTED DECEMBER 2019]

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*Submitted
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POSSIBLE CONFIGURATION

- 1 - GVSU FLOAT LETTERS - GENERAL SPECIFICATIONS PAGE 9
- 2 - BLUE BUILDING BAND - GENERAL SPECIFICATIONS PAGE 9
- 3 - THEME BANNERS - GENERAL SPECIFICATIONS PAGE 10
- 4 - DONOR NAME OVER ENTRANCE AREA - GENERAL SPECIFICATIONS PAGE 11

Please refer to the **General Specifications** section of this booklet for specifications of illustrated elements



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- 4 - DONOR NAME OVER ENTRANCE AREA - GENERAL SPECIFICATIONS PAGE 11
- 5 - RED/ORANGE ACCENT STRUCTURE - GENERAL SPECIFICATIONS PAGE 12

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- 4 - DONOR NAME OVER ENTRANCE AREA - GENERAL SPECIFICATIONS PAGE 11
- 6 - GEAR SCULPTURE - GENERAL SPECIFICATIONS & ADDITIONAL OPTIONS PAGE 13

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- 5 - RED/ORANGE ACCENT STRUCTURE - GENERAL SPECIFICATIONS PAGE 12
- 7 - STEAM SCULPTURE - GENERAL SPECIFICATIONS & ADDITIONAL OPTIONS PAGE 14

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- 8 - SCULPTURAL IDENTITY - GENERAL SPECIFICATIONS & ADDITIONAL OPTIONS PAGE 15

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2 ►
Blue building
band continues
down this wall

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- 9 - CIRCUIT PATTERN - GENERAL SPECIFICATIONS PAGE 16

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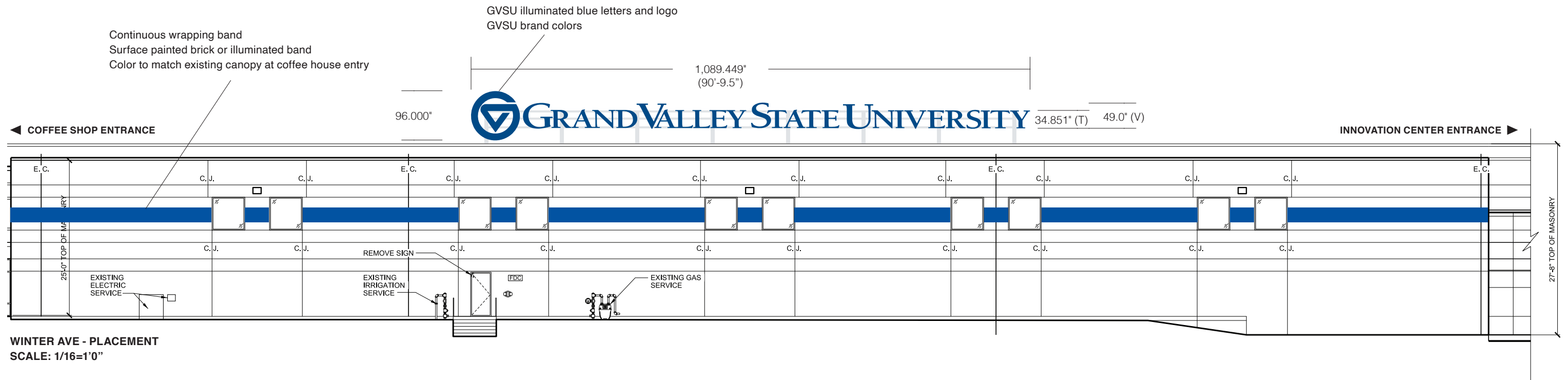


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- 8 - SCULPTURAL IDENTITY - GENERAL SPECIFICATIONS & ADDITIONAL OPTIONS PAGE 15
- 10 - ENTRY WAY BLUE BAND WITH GVSU LOGO CABINET - GENERAL SPECIFICATIONS PAGE 11

Please refer to the **General Specifications** section of this booklet for specifications of illustrated elements

GENERAL SPECIFICATIONS



1 FLOAT LETTERS

- Aluminum construction
- Face-lit blue
- LED illumination
- Mounted flush to float structure

2 BLUE BAND

- Continuous wrapping band
- Exact location and wrapping location to be finalized
- Surface painted brick or illuminated band
- Color to match existing canopy at coffee house entry

ADDITIONAL NOTES

- Field measurements required
- Exterior quality paints & materials
- All GVSU logo use to support GVSU brand colors - PMS 301C
- Float mount steel structure required - paint color to be determined
- Centered over entire length of window sets as unit on Winter Ave.
- All color specifics to be confirmed with site visual
- Full specifications required upon approval



VISUAL PLACEMENT - FLOAT LETTERS AND BLUE BAND

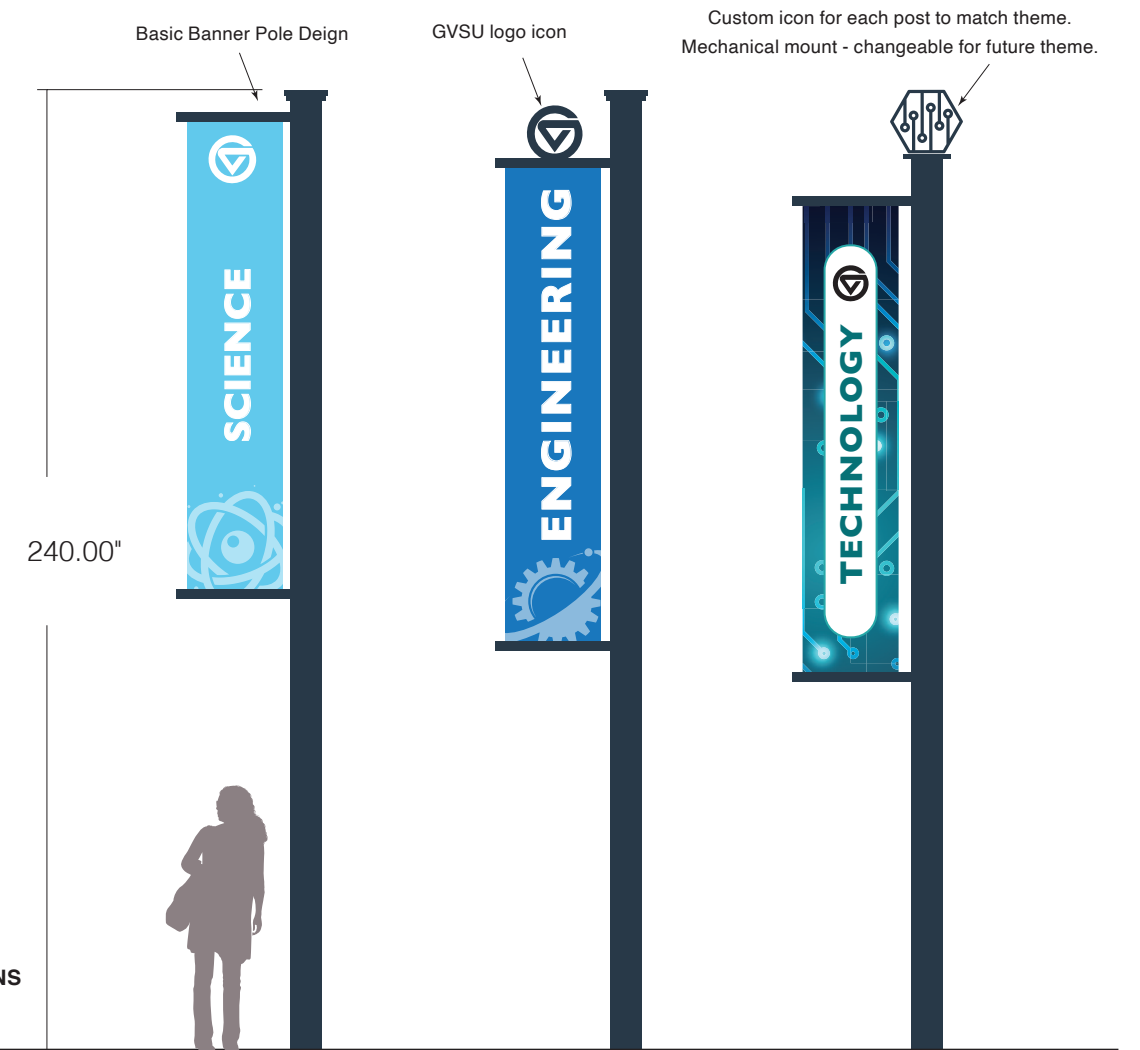


OPTION 3A
BANNER DESIGN OPTIONS - SOLID BACKGROUND
 SCALE: 1/4"=1'-0

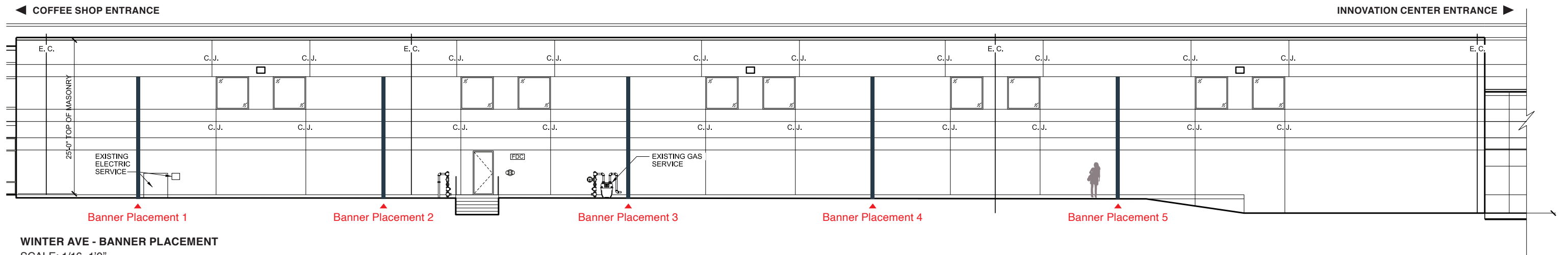


OPTION 3B
BANNER DESIGN OPTIONS - IMAGE BACKGROUND
 SCALE: 1/4"=1'-0

- 3 THEME BANNERS - WINTER AVE INSTALLATION**
- Changeable banners
 - Various pole designs available
 - Field measurements required
 - Exterior quality paints & material



BANNER POST OPTIONS
 SCALE: 1/4"=1'-0



WINTER AVE - BANNER PLACEMENT
 SCALE: 1/16=1'0"



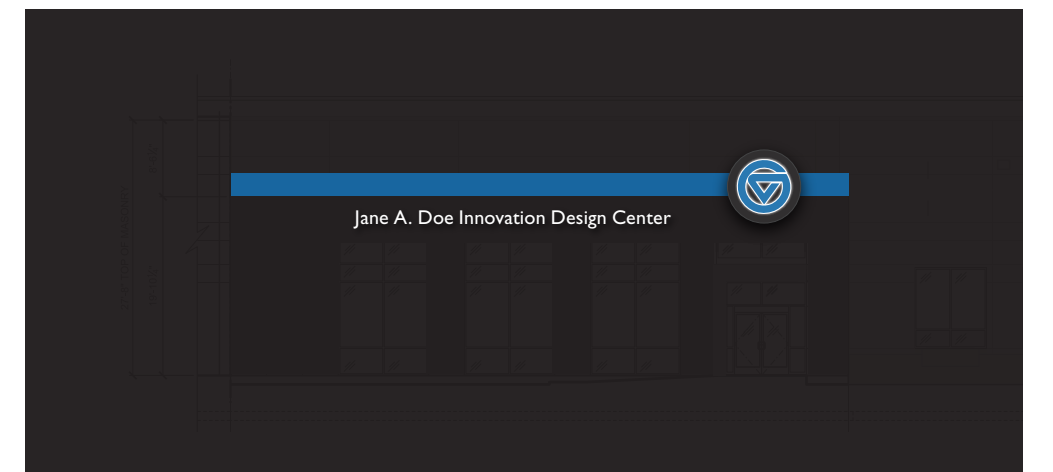
ILLUMINATED DONOR NAME LETTERS, BLUE BAND & LOGO

ENTRANCE TREATMENT

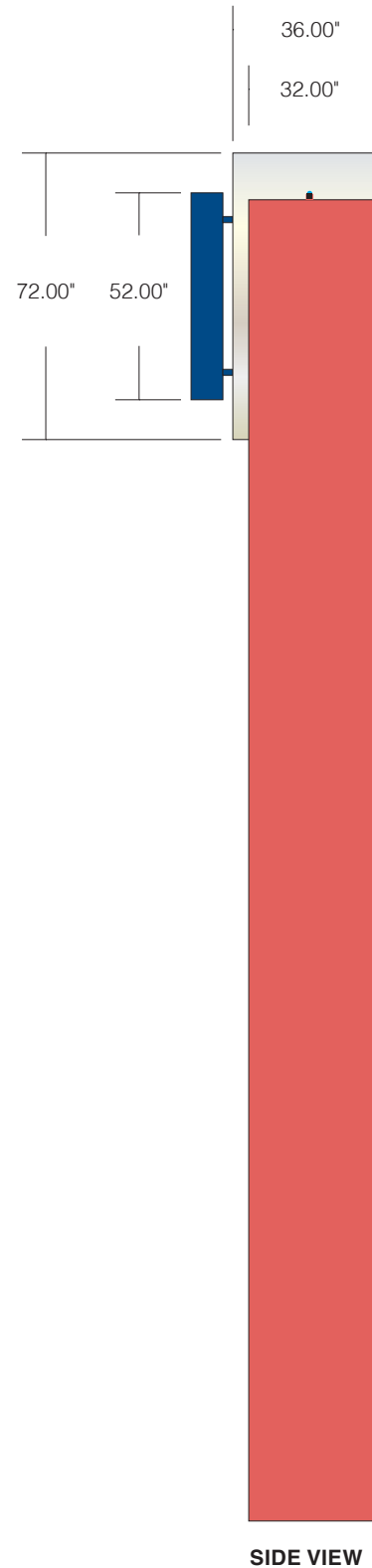
- Illuminated top band - aluminum construction with panaflex face & GVSU blue translucent vinyl
- Face-lit "Jane A. Doe..." wall letters - aluminum construction - white acrylic faces
- Aluminum logo cabinet with Illuminated logo
- GVSU logo to be face-lit & back-lit
- Mounted flush

ADDITIONAL NOTES

- Field measurements required
- Exterior quality paints & materials
- LED illumination
- All GVSU logo use to support GVSU brand colors - PMS 301C
- Full specifications required upon approval



SIMULATION NIGHTTIME ILLUMINATION - REDUCED SCALE



SIDE VIEW

5 ENTRANCE ACCENT STRUCTURE WITH ILLUMINATED DONOR NAME

ACCENT STRUCTURE

- Aluminum construction
- Aluminum logo cabinet with illuminated logo
- GVSU logo to be face-lit & back-lit
- Faux blue neon accent
- Specific color to be determined
- Internal support steel as required

ILLUMINATED DONOR WALL LETTERS

- 5" deep face-lit illuminated wall letters
- Aluminum construction - acrylic faces
- Mounted flush to entrance area
- Type font Gill Sans Regular (For illustration purposes only, approval required).

ADDITIONAL NOTES

- Field measurements required
- Exterior quality paints & materials
- LED illumination
- All GVSU logo use to support GVSU brand colors - PMS 301C
- Relocate flood lighting on side of building
- Relocated bike rack
- Full specifications required upon approval

SCALE: 1/4"=1'-0"

52" high GVSU dimensional logo
Face-lit GVSU blue / back-lit white
Center line of logo to align with entrance door
Field measurement required for alignment

Faux blue neon accent

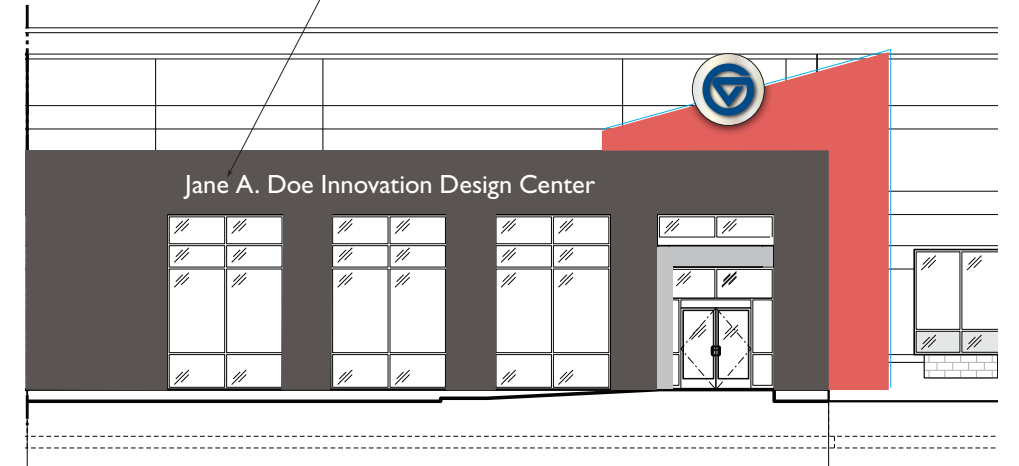
Painted circuit board graphic



60.00"

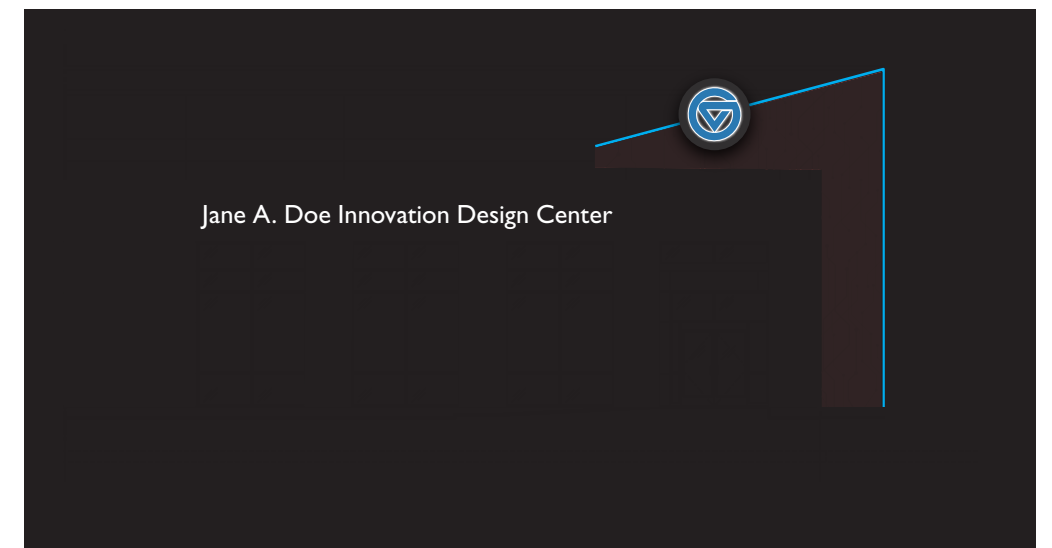
336.00"

18" high face-lit dimensional white wall letters (5" deep)

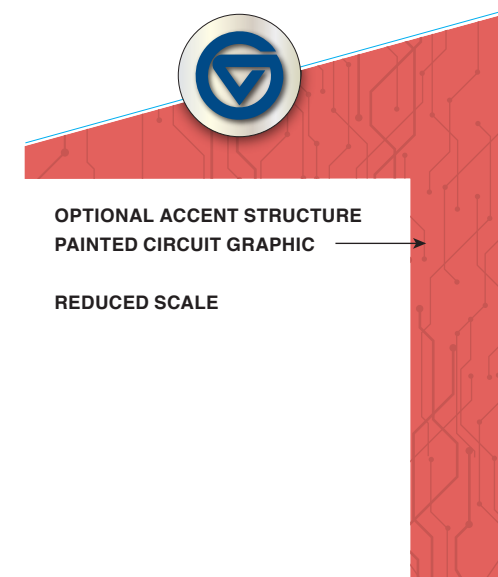


VISUAL PLACEMENT

SCALE: 1/16"=1'-0"

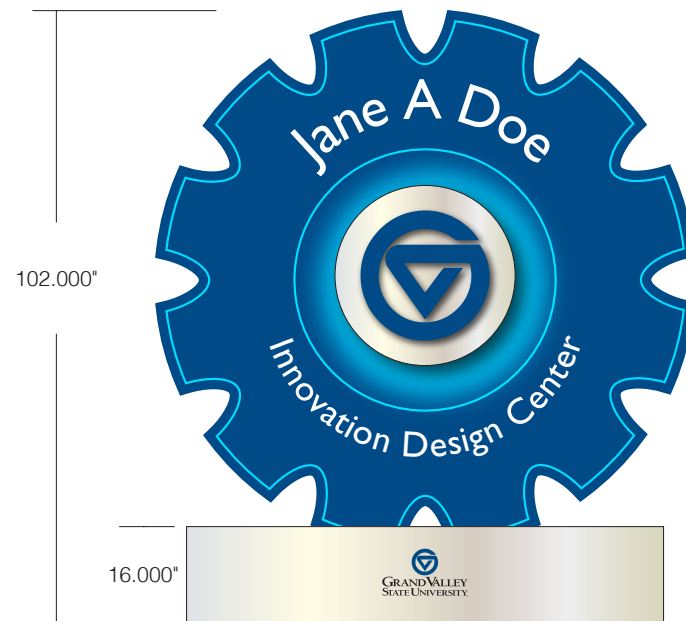


SIMULATION NIGHTTIME ILLUMINATION



OPTIONAL ACCENT STRUCTURE
PAINTED CIRCUIT GRAPHIC

REDUCED SCALE

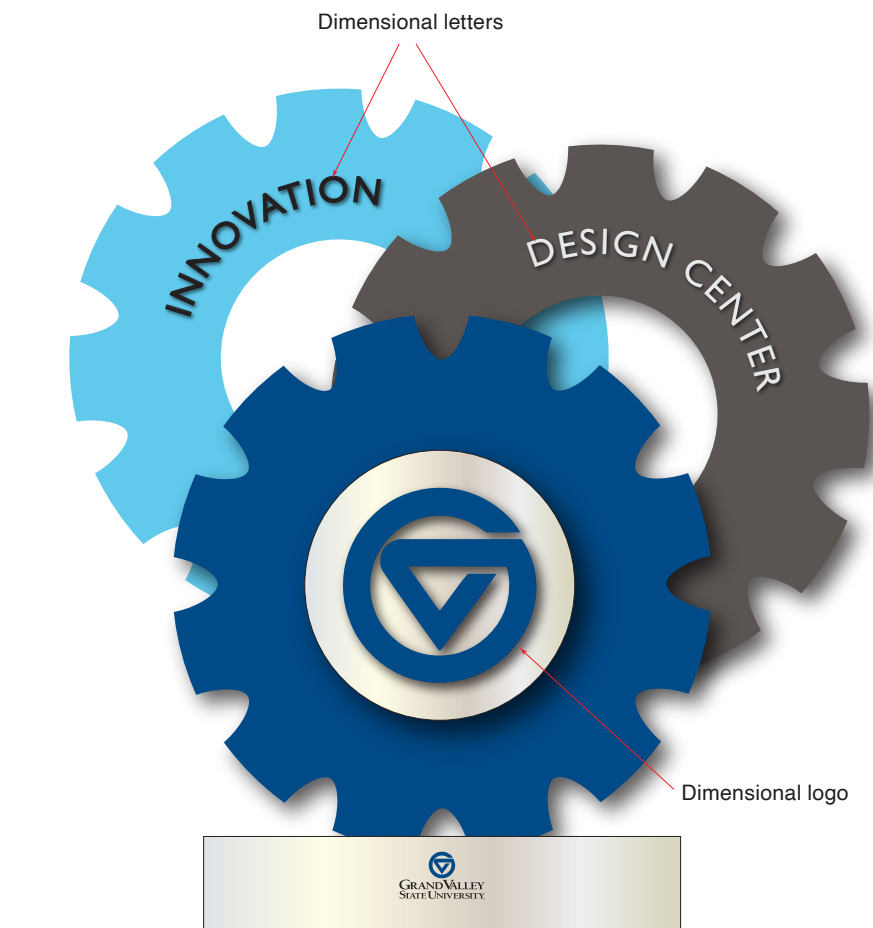


OPTION 6A
GVSU BLUE
DONOR NAME & TITLE OF CENTER

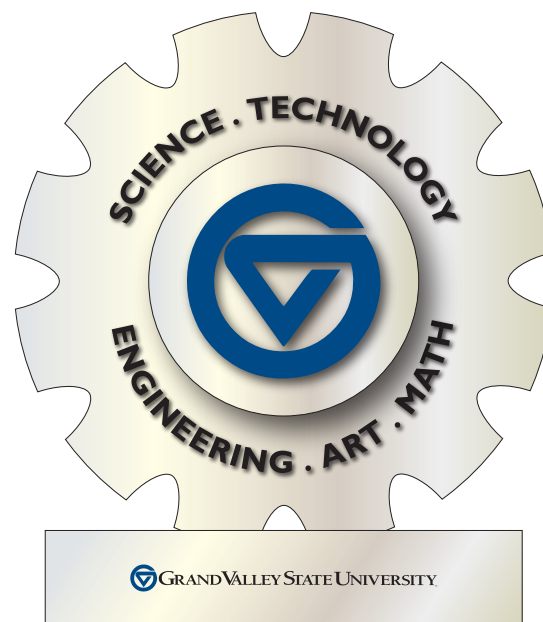
6 GEAR SCULPTURE OPTIONS

- Final size to be determined. Suggested size will be based on final placement selection and surroundings
- Internal support(s) as required
- Direct bury
- Field measurements required
- Exterior quality paints & materials
- Full specifications required upon approval

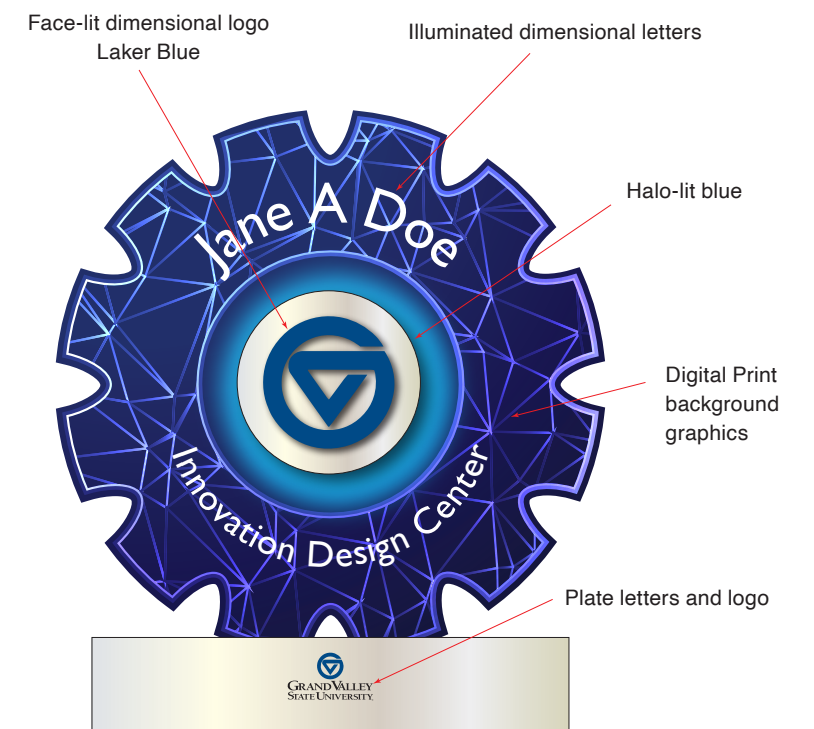
SCALE: 3/8"=1'-0



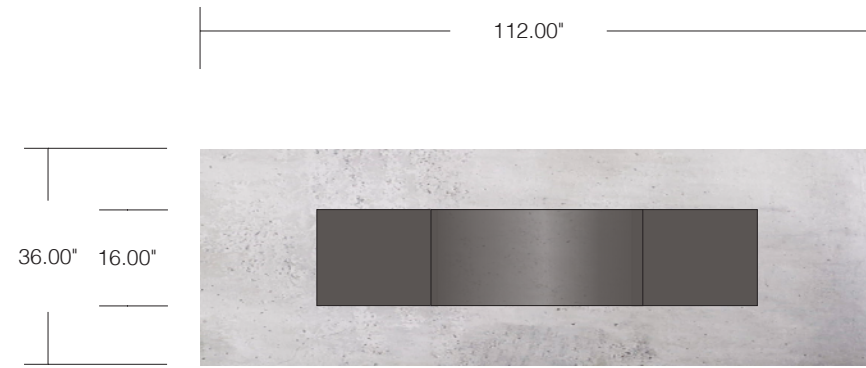
OPTION 6B
GVSU BLUE
DONOR NAME & TITLE OF CENTER



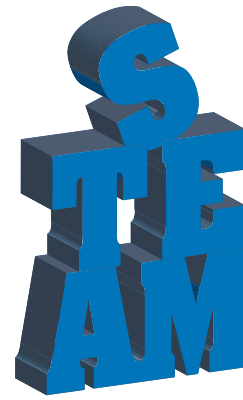
OPTION 6C
PAINTED BRUSHED ALUMINUM
TEXT LIST "STEAM"



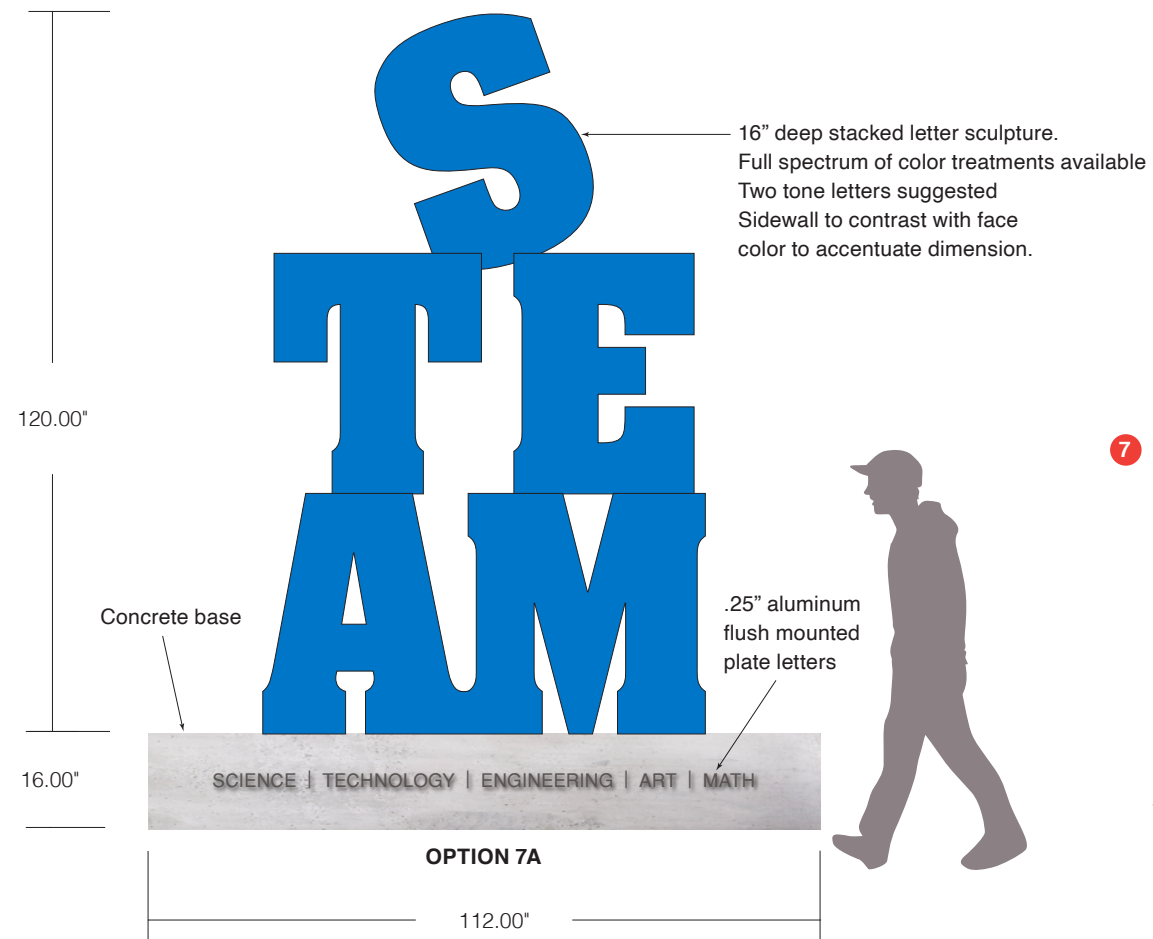
OPTION 6D
DARK BLUE WITH GRAPHIC LINES
DONOR NAME AND TITLE OF CENTER



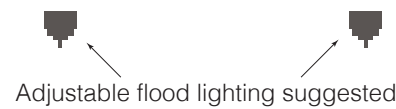
TOP VIEW



DIMENSIONAL VIEW OF LETTERS
REDUCED SCALE

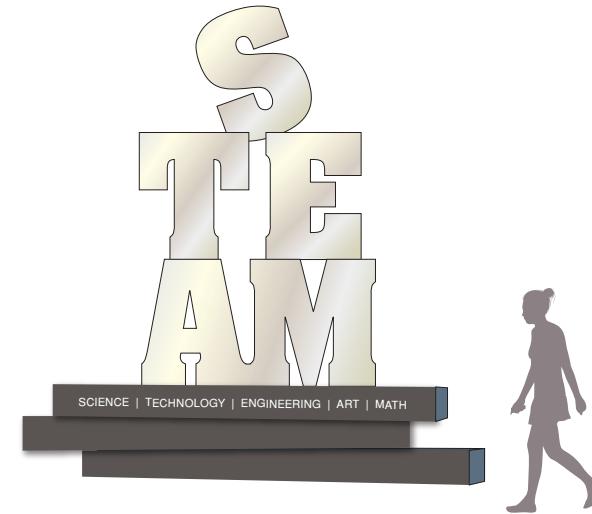


OPTION 7A



- 7 “STEAM” SCULPTURE**
- Aluminum construction
 - Final size to be determined. Suggested size will be based on final placement selection and surroundings
 - Color to be determined
 - Two tone letters suggested. Sidewall to contrast with face color to accentuate dimension
 - Internal support as required
 - Field measurements required
 - Exterior quality paints & materials
 - Ground flood lighting suggested

SCALE: 3/8"=1'-0



OPTION 7B
STAINLESS STEEL LETTERS ON STAGGERED BASE
REDUCED SCALE

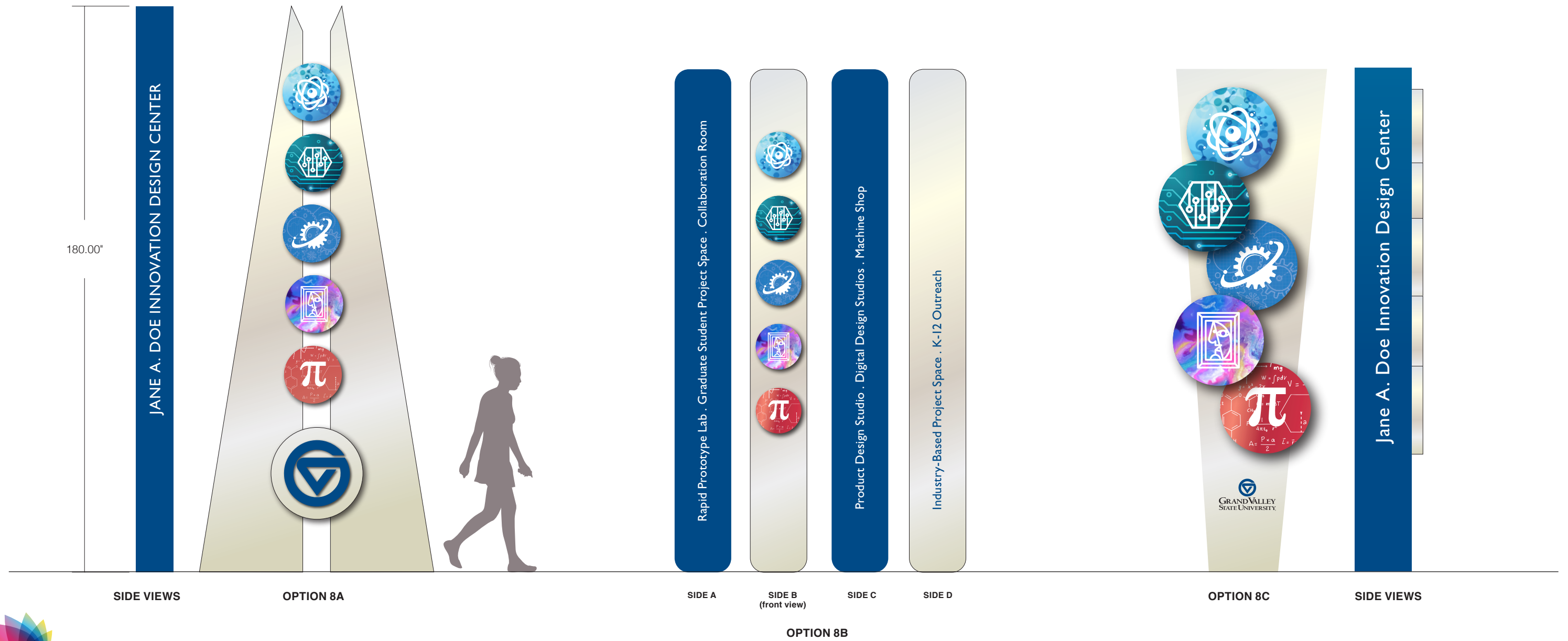
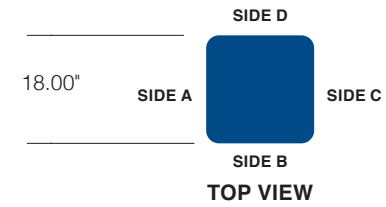


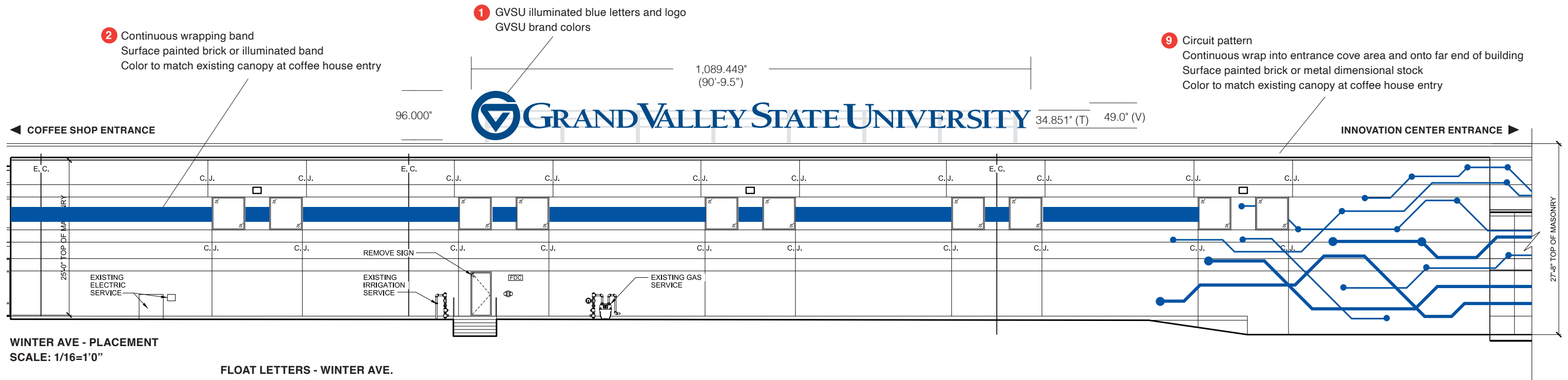
OPTION 7C
DIGITAL PRINT LETTERS ON CONCRETE BASE
REDUCED SCALE

8 SCULPTURAL IDENTITY OPTIONS

- Final size to be determined. Suggested size will be based on final placement selection and surroundings
- Internal support(s) as required
- Illuminated and non-illuminated options available
- Direct bury
- Field measurements required
- Exterior quality paints & materials

SCALE: 3/8"=1'-0





WINTER AVE - PLACEMENT
SCALE: 1/16=1'0"

FLOAT LETTERS - WINTER AVE.

- Aluminum construction
- Face-lit blue
- LED illumination
- Mounted flush to float structure

BLUE BAND

- Continuous wrapping band
- Surface painted brick or illuminated band
- Color to match existing canopy at coffee house entry

CIRCUIT PATTERN

- Painted or dimensional structure (depth to be determined)
- Wraps around wall into entrance cove area and back out - illustrated on page 6 of this document.

ADDITIONAL NOTES

- Field measurements required
- Exterior quality paints & materials
- All GVSU logo use to support GVSU brand colors - PMS 301C
- Float mount steel structure required - paint color to be determined
- Centered over entire length of window sets ad unit
- All color specifics to be confirmed with site visual



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