



Kingsport Library Environmental Graphics

Concept Design Study Report

Project Team

Owner

Kingsport Public Library
400 Broad Street
Kingsport, TN 37660

Architect

CainRashWest Architects
130 Regional Park Drive
Kingsport, TN 37660

Environmental Graphic Design

Iconograph
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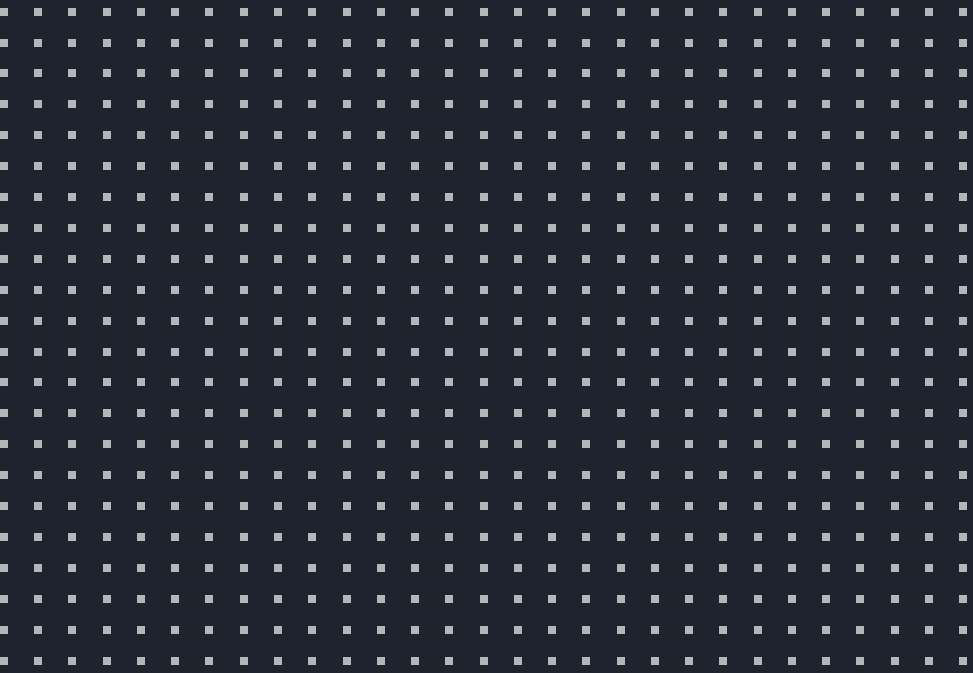
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DATE
09/23/2024

Table of Contents

Concept Design Study Report

- Process & Scope
- EGD Methodology
- Selected Design Direction
- Next Steps



Process & Scope

Kingsport Library

Process

Kingsport Library

- **Meeting 1: Kickoff**
~~EGD Process, Scope, & Initial Look and Feel~~
- **Meeting 2: Initial Design Direction**
~~Scope, Location Plans, & Initial Aesthetic Direction~~
- **Meeting 3: Concept Development**
~~Design & Sign Family Development~~
- **Final Concept Design Report**

Future Scope

- **Design Development**
Finalize Signage Content & Design Intent
- **Pricing Package**
Fabrication & Installation Documentation for Competitive Vendor Pricing
- **Final Artwork**
Custom Designs & Sign Templates for Fabrication
- **Construction Administration**
Shop Drawing & Sample Review, Fabrication, Installation, & Punch List

Schedule

Kingsport Library

- Kickoff ————— October 2023
- Programming ————— December 2023
- Concept Development ————— January 2024
- **Final Concept Design Report** **September 2024** **Future Scope**

- Design Development Q4 2024
- Pricing Package Q4 2024
- Final Artwork Q1 2025
- Construction Administration Q2 2025+

Scope (Anticipated)

Kingsport Library

CODE Signage

ADA, Fire, & Life Safety Requirements

- CODE_A: Typical Room Identification
- CODE_B: Changeable Room Identification
- CODE_C: BOH Room Identification
- CODE_D: Restroom Identification
- CODE_E: Stair Identification
- CODE_F: Maximum Occupancy
- CODE_G: Elevator Emergency
- CODE_H: Evacuation Signs
- CODE_J: Specialty Signs

EXT Signage

Identification

- EXT_A: Building Identification

WAY Signage

Orientation, Navigation, and Identification

- WAY_A: Building Directory
- WAY_B: Destination ID (Circulation Desk)
- WAY_C: Destination ID
- WAY_D: Amenity Tab
- WAY_E: Section ID
- WAY_F: Stacks End Caps

GRAPH Signage

Theming, Education, & Placemaking

- GRAPH_A: Architectural Graphic Wallcoverings
- GRAPH_B: Glass Graphics
- GRAPH_C: Timeline/Exhibit
- GRAPH_D: Donor Wall

Scope (Anticipated)

Kingsport Library



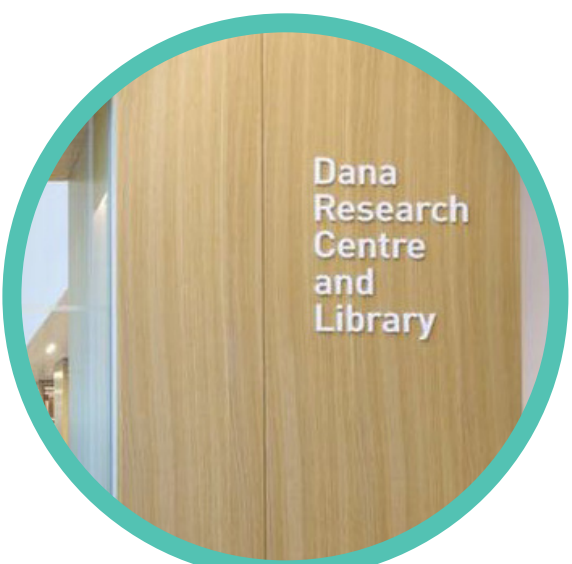
Building Directory



Building Identification



Destination Identification



Destination Identification



Amenity Tab



Section Identification



Stacks End Caps



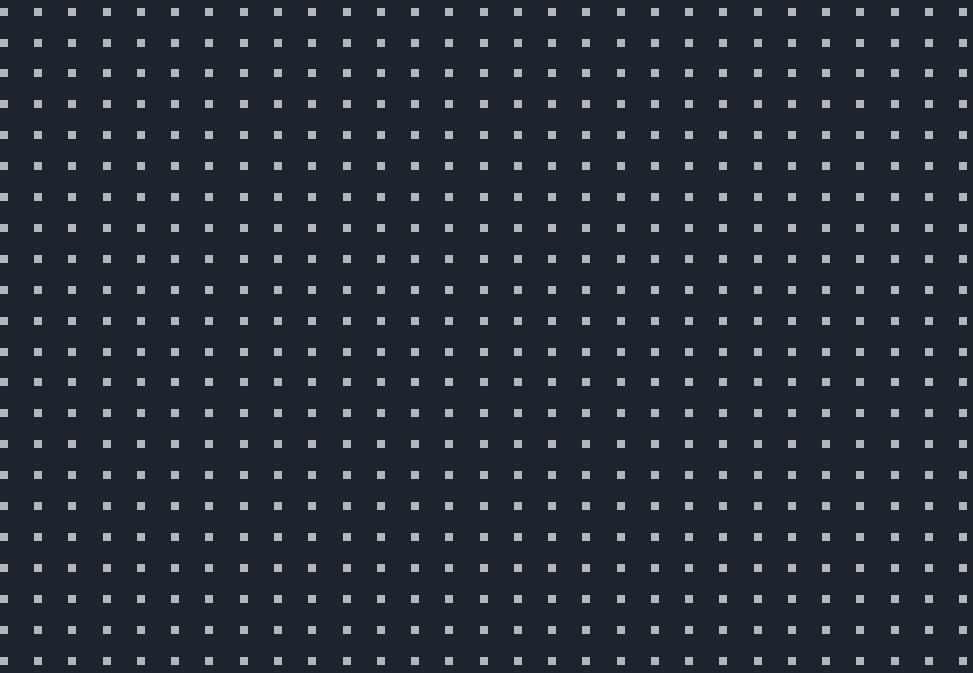
Wallcoverings



Glass Graphics



Code Signage



EGD Methodology

Kingsport Library

Program Plans

Wayfinding & Graphics Locations

Color Application Methodology

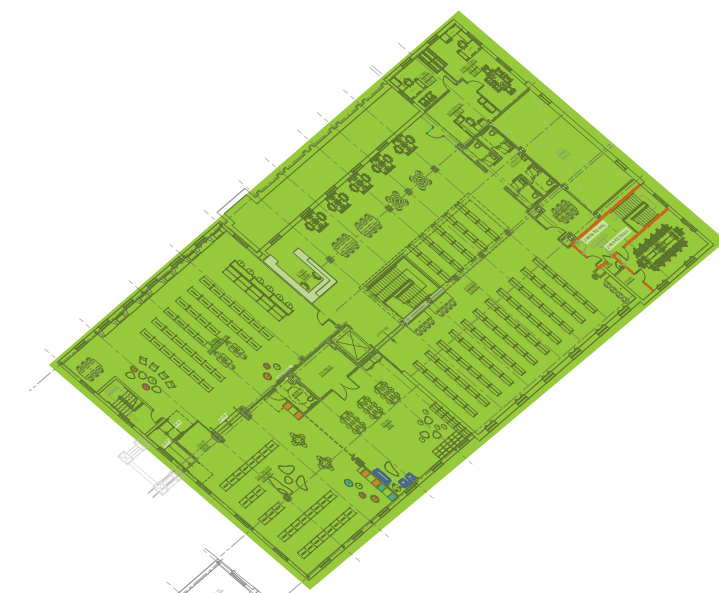
Color by Level

- Each level has a distinct brand color as its primary accent color
- Levels alternate between cool and warm tones to support wayfinding

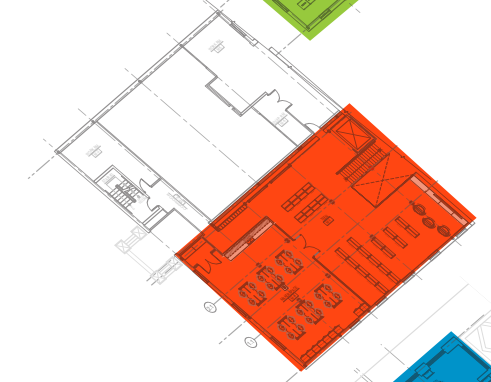
Red = City & Industry
 Blue = Waterways
 Green = Parks
 Purple = Mountains

AQUA Refreshing Clarity Tranquility	GREEN Vitality Growth Freshness	YELLOW Happy Warmth Playfulness			
RED Energy Courage Passion	BLUE Trust Loyalty Stability	GREEN Growth Balance Success	PURPLE Creativity Majesty Mystery	CREAM Soft Warmth Classical	BROWN Strength Reliable Grounded

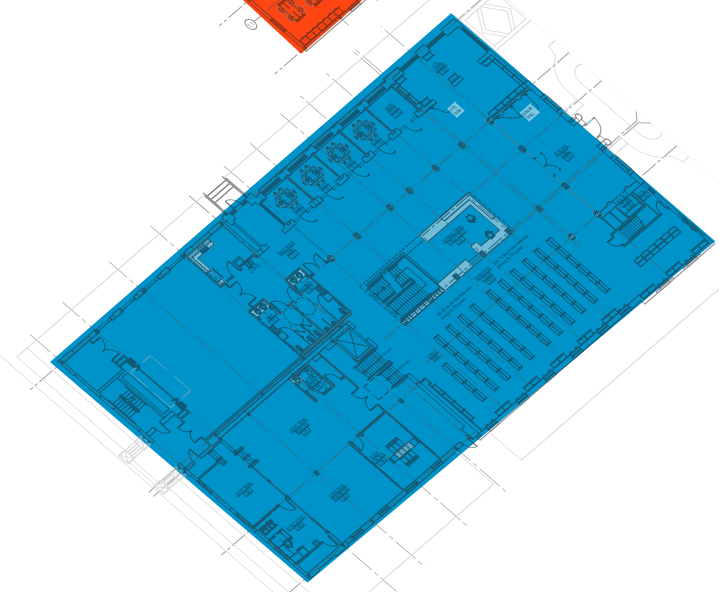
LEVEL 02



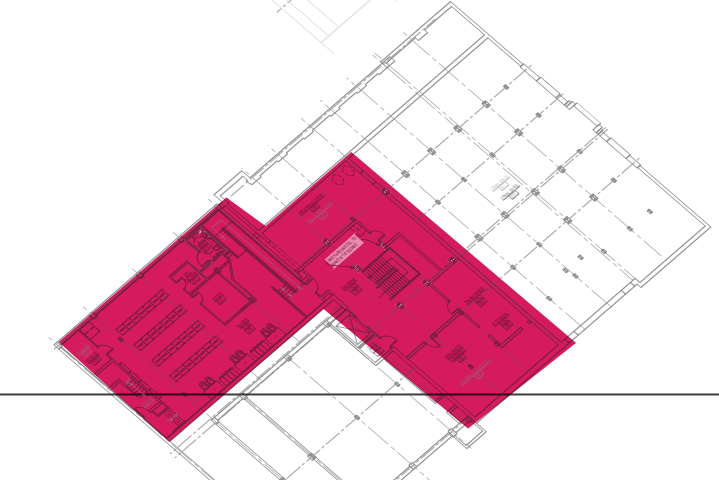
MEZZANINE

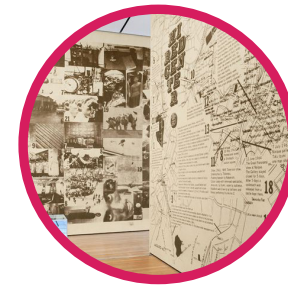


LEVEL 01




BASEMENT











Program Plan Basement



EXTERIOR

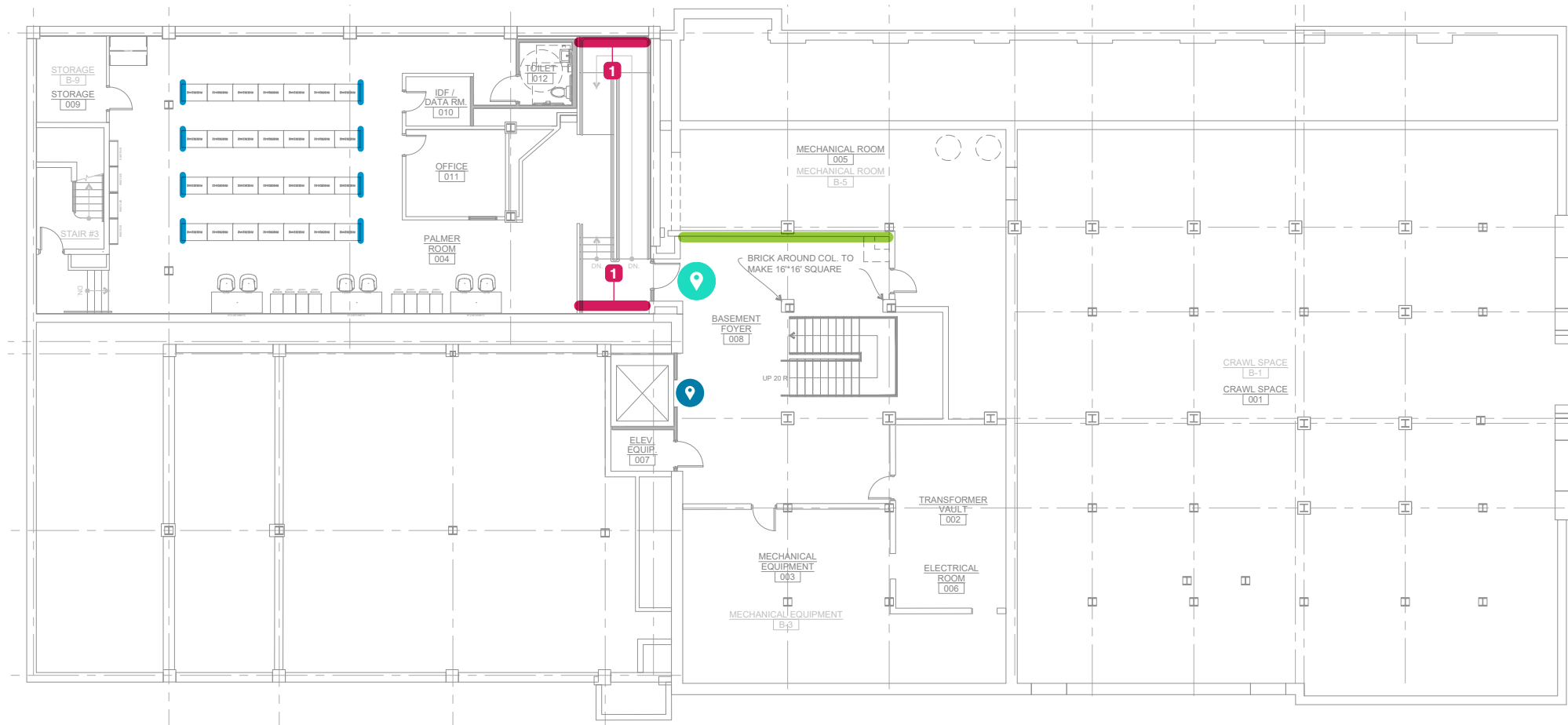
-  EXT_A: Exterior Building ID

WAYFINDING

-  WAY_A: Building Directory
-  WAY_B: Destination ID (Circulation)
-  WAY_C: Destination ID
-  WAY_D: Amenity Tab
-  WAY_E: Section ID
-  WAY_F: Stacks End Caps

PLACEMAKING


-  Wallcovering
-  Glass Graphics
-  Timeline/Exhibit
-  Donor Wall











Program Plan Level 01

EXTERIOR

-  EXT_A: Exterior Building ID

WAYFINDING

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Program Plan Mezzanine


EXTERIOR

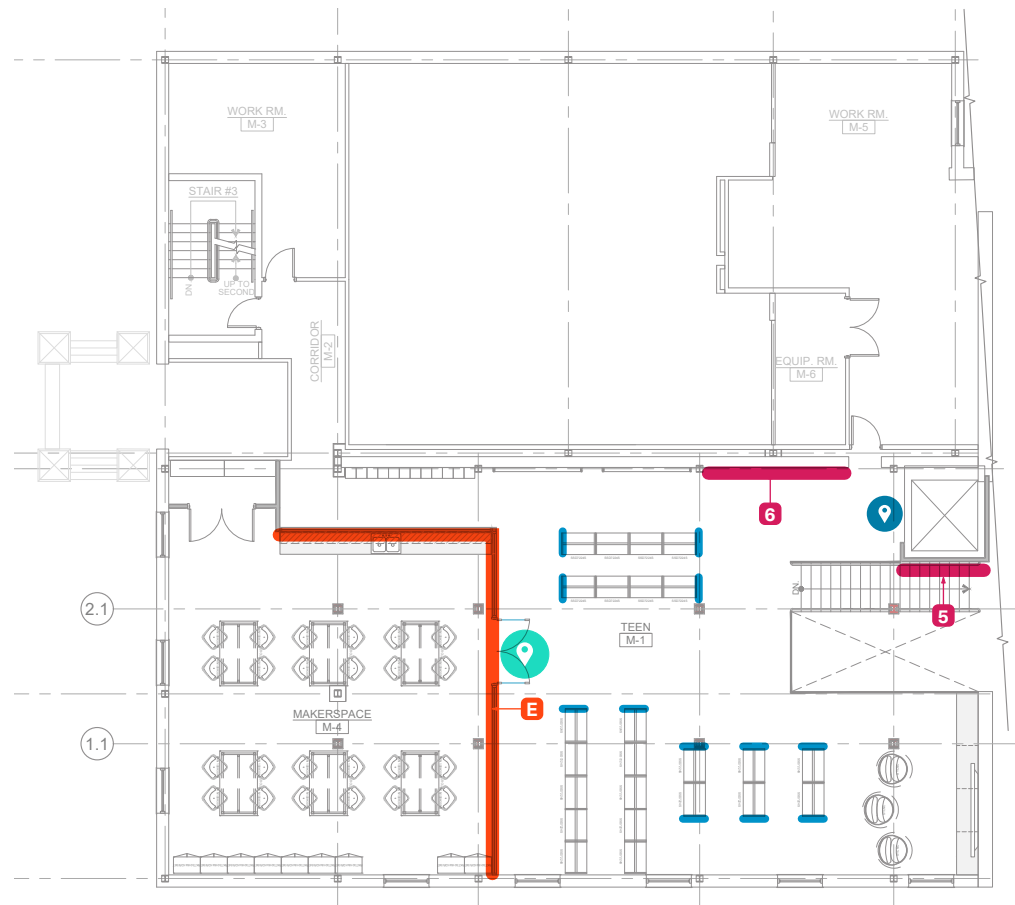
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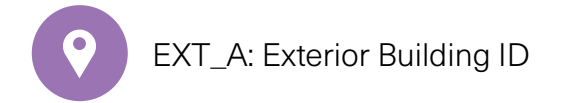










Program Plan

Level 02

EXTERIOR

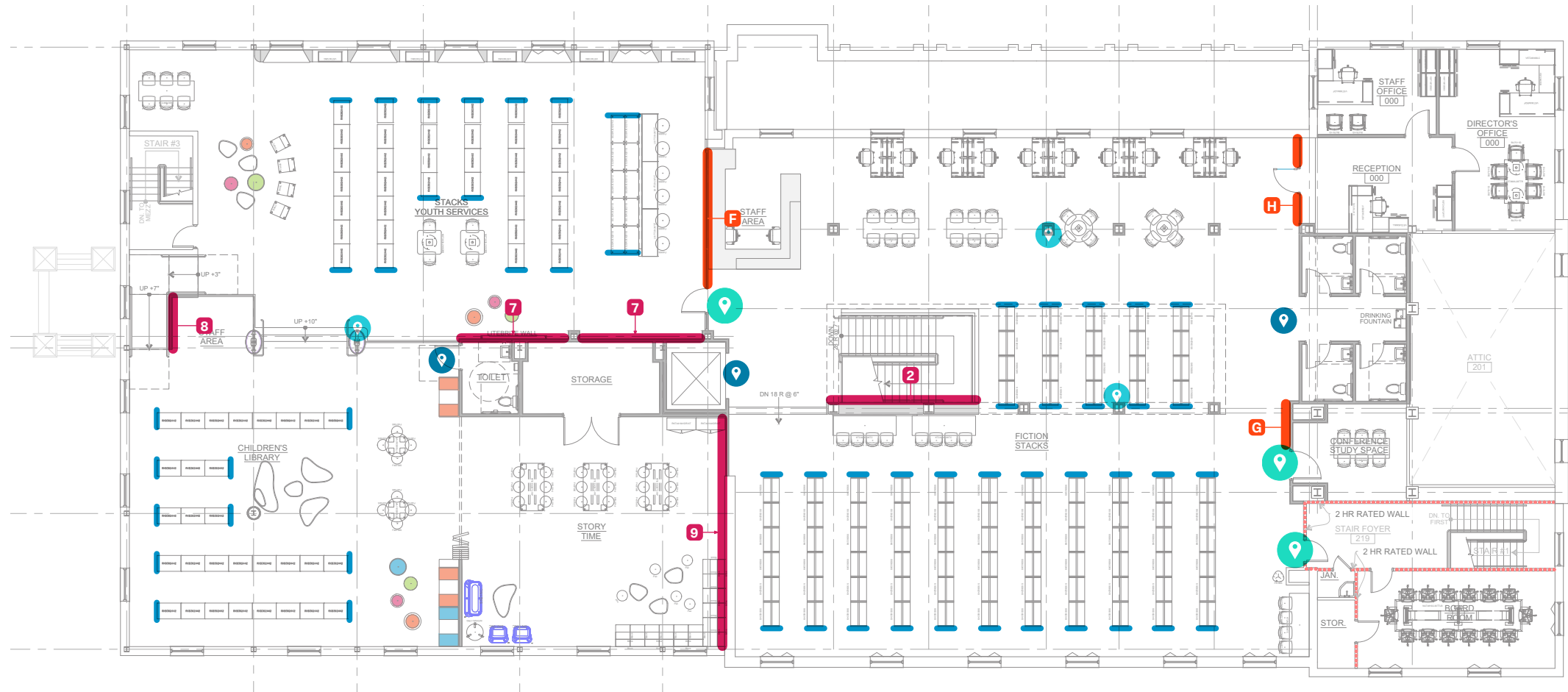


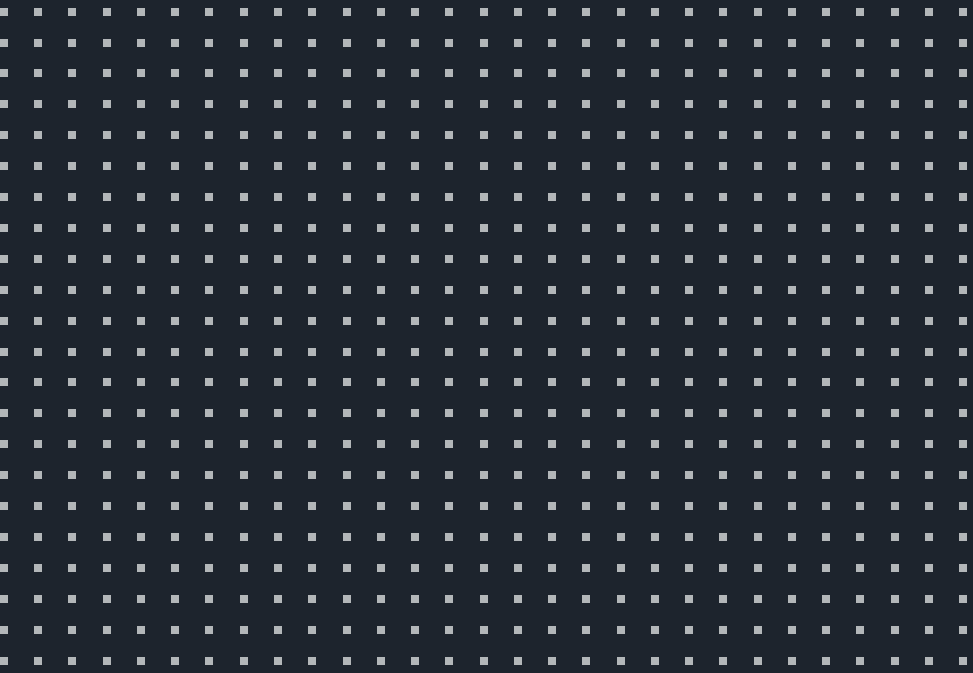
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PLACEMAKING


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Selected Design Direction

Kingsport Library




Design Feedback Summary

Aesthetics & Priorities

Visuals & Priorities

Feedback from Owner Kickoff

1. Branding: “Gather, Learn, Grow”
2. Geographic Location & Biophilia: Garden City, Industrial Roots, part of “Mountain Empire,” connection to Tennessee Valley, Cherokee, Wilderness Road, etc.
3. Graphics: Important to set this project apart, make a significant impact
4. Wayfinding: Clear & effective
5. Donor: Donor wall location in Memorial Lobby

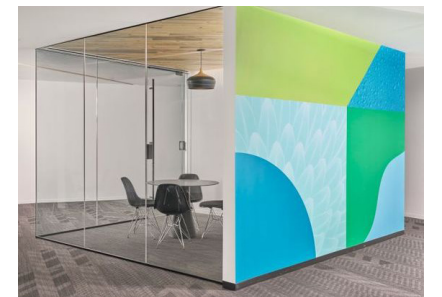
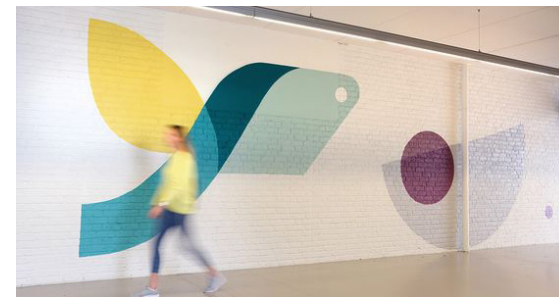
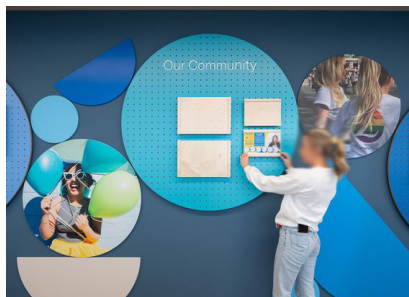
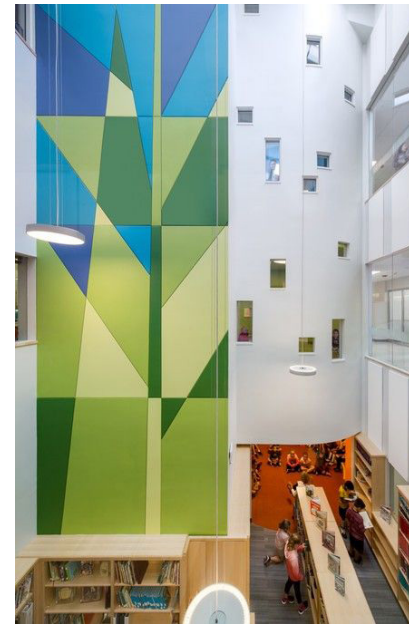


marble walls in memorial lobby may cause some logistical challenges to the donor wall location

Selected Precedents

Initial Design Direction Feedback

1. Higher abstraction in common spaces
2. More representational in Childrens' and Teen area
3. No photos (local mall has large photos)
4. Graphics that continue across multiple surfaces (e.g. from wallcovering to glass)
5. Acknowledge Kingsport



Brand-based

Place-based, Abstracted



Signage Family

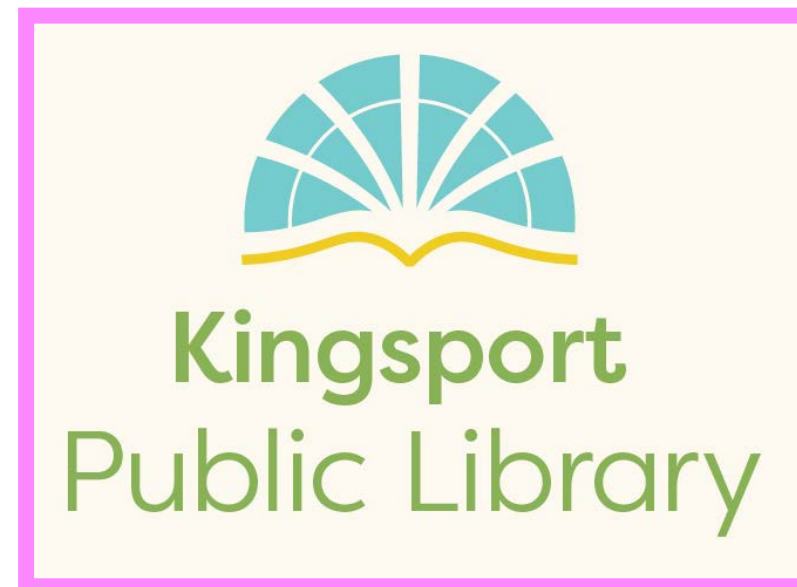
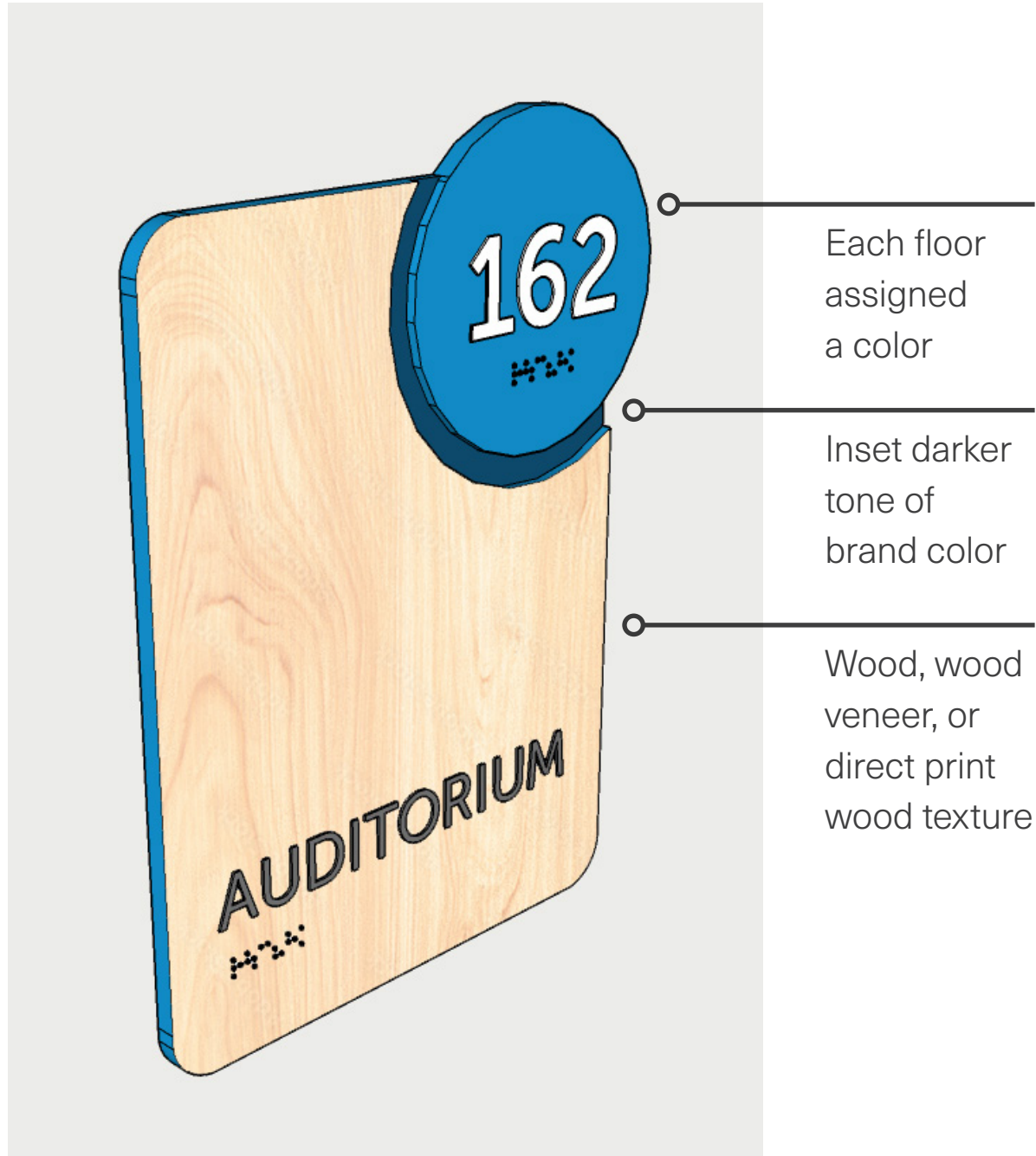
Selected Design

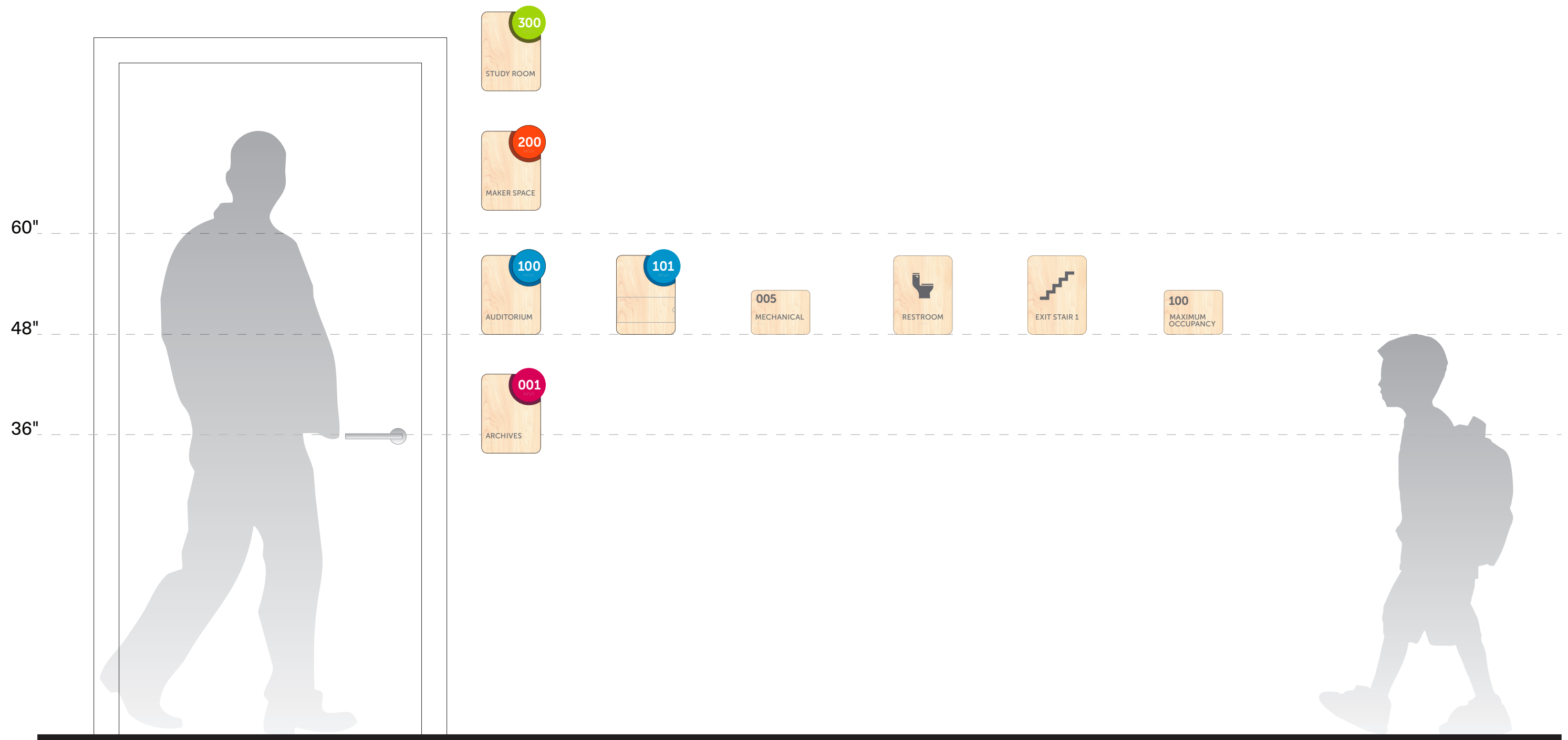
Precedents



Natural Materials

Methodology & Design Intent





1 CODE Sign Family, Option 2
Front Elevation View - Scale: 1"= 1'

CODE_A
Typical
Room ID

CODE_B
Typical
Room ID
Changeable

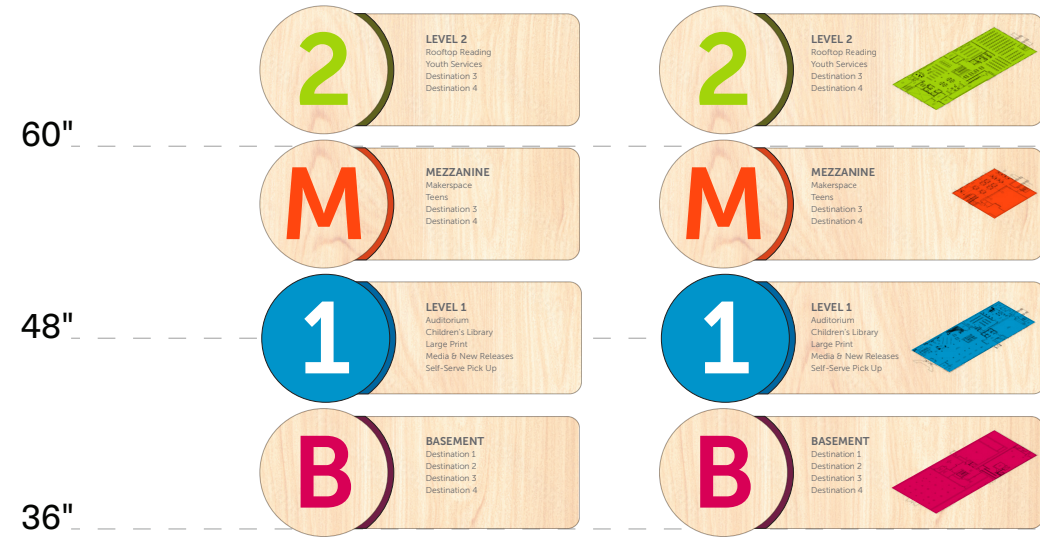
CODE_C
Typical
Room ID
BOH

CODE_D
Restroom ID

CODE_E
Exit Stair

CODE_G
Max Occupancy

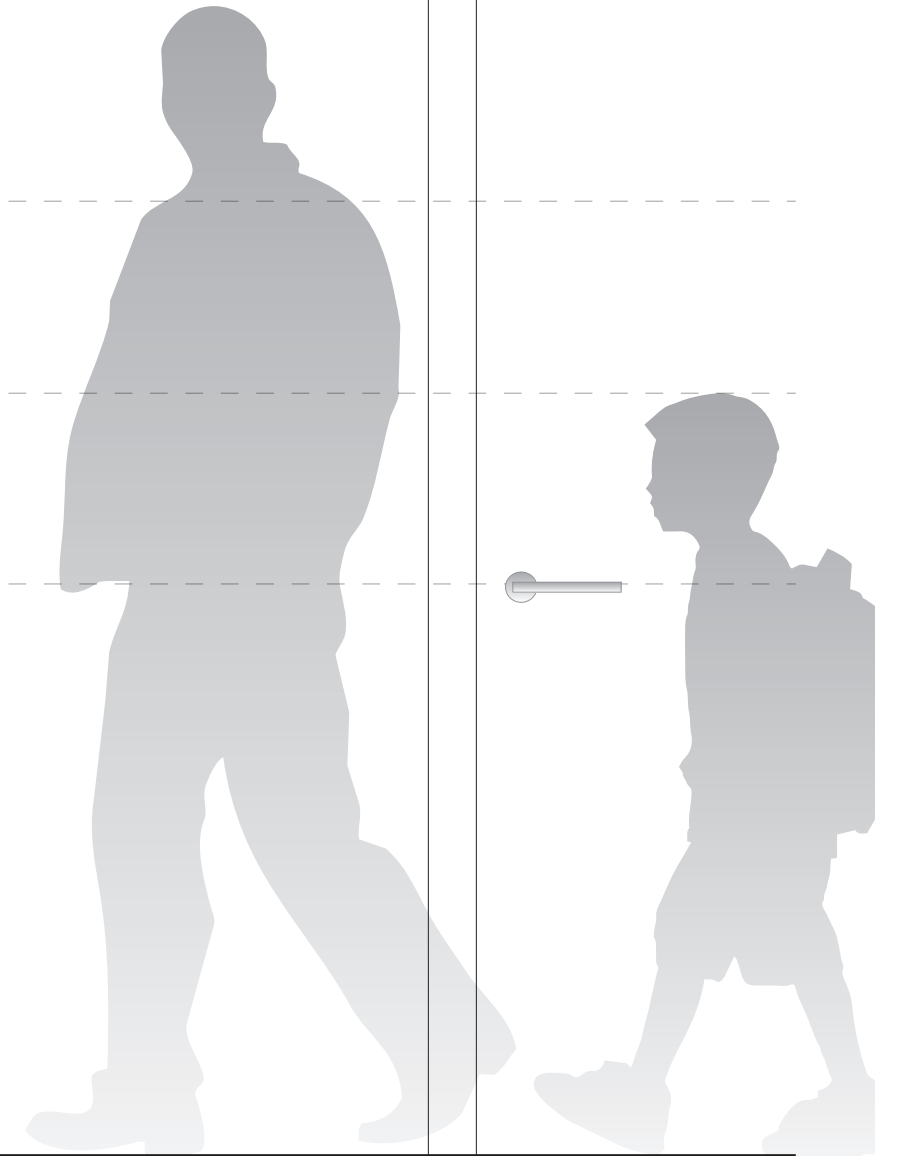
AUDITORIUM



60"

48"

36"



1 WAYFINDING Sign Family, Option 2
Front Elevation View - Scale: 1" = 1'

WAY_A:
Building
Directory

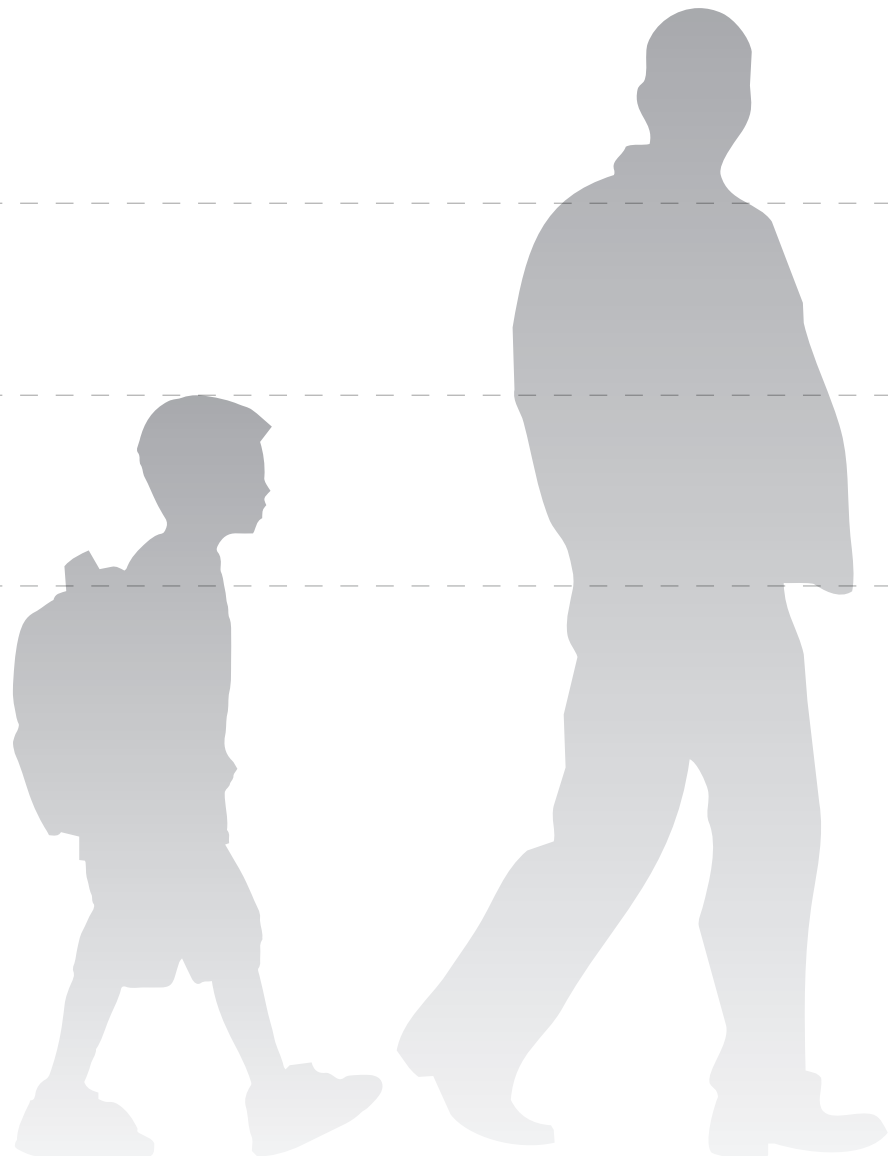
WAY_C:
Destination ID

WAY_D:
Amenity Tab

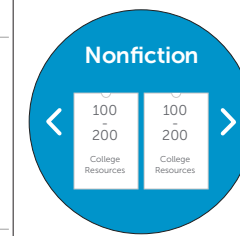
60"

48"

36"



Fiction



1 WAYFINDING Sign Family, Option 1
 Front Elevation View - Scale: 1"= 1'

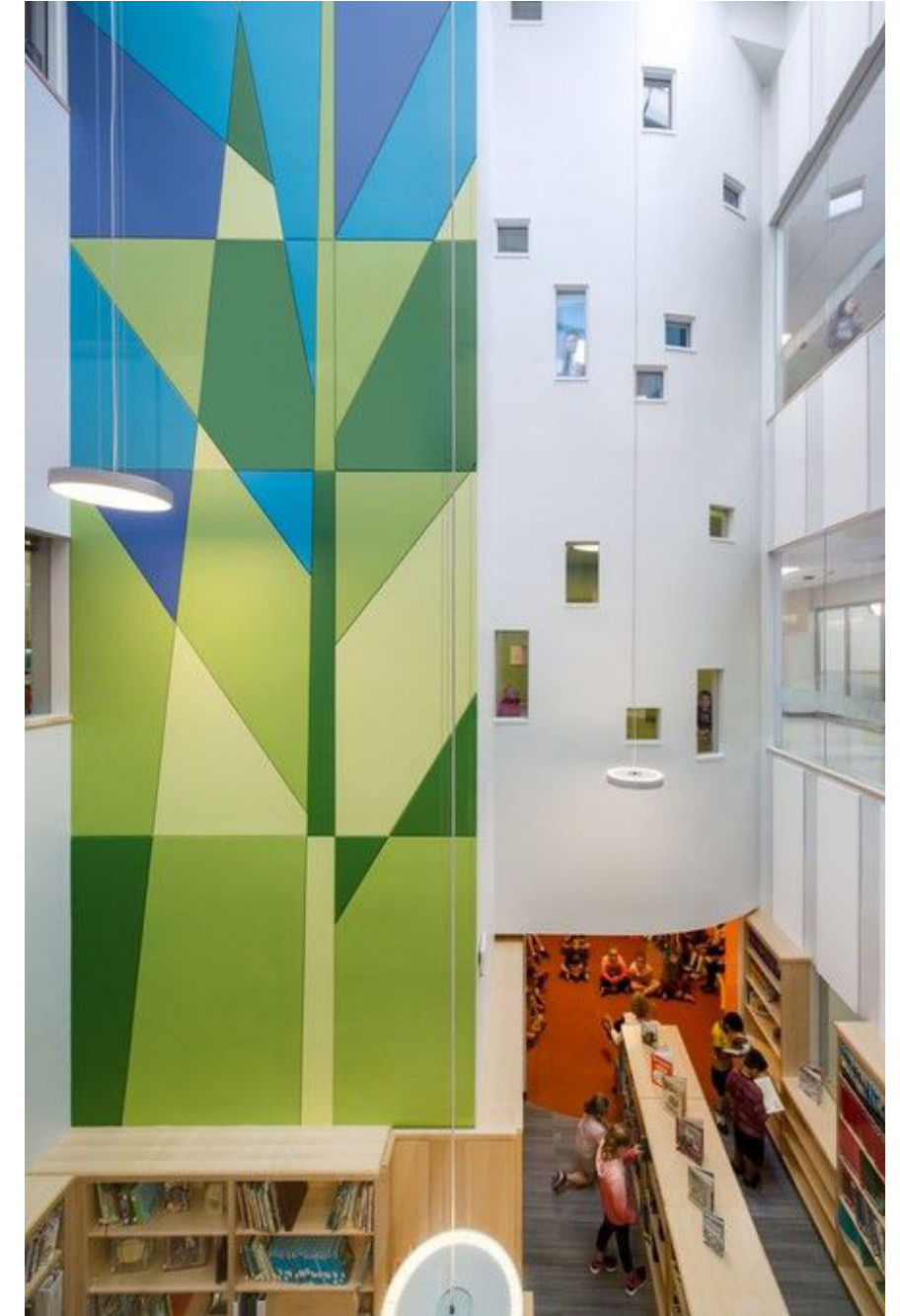
WAY_E:
 Section ID

WAY_F:
 Stacks End Caps

Wallcoverings & Glass Graphics

Concept Design

Precedents



Place-based with Brand Elements

Methodology & Design Intent



2



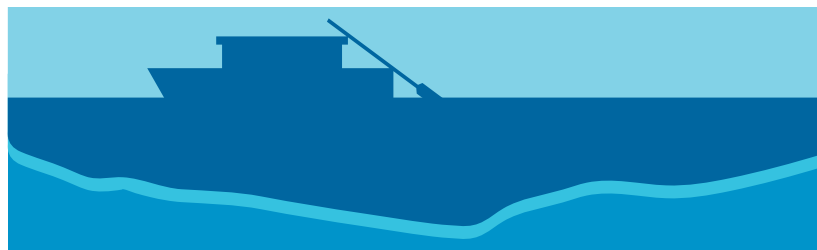
Mountains

M



City

1



River

B



Industry

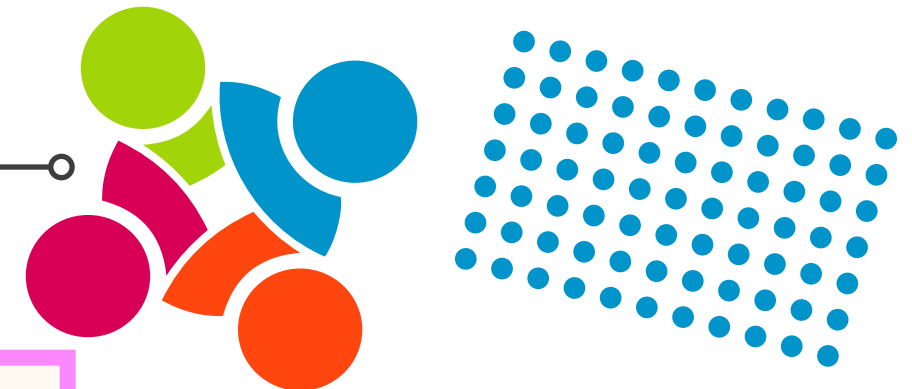


Each floor assigned a location, icon, and brand color

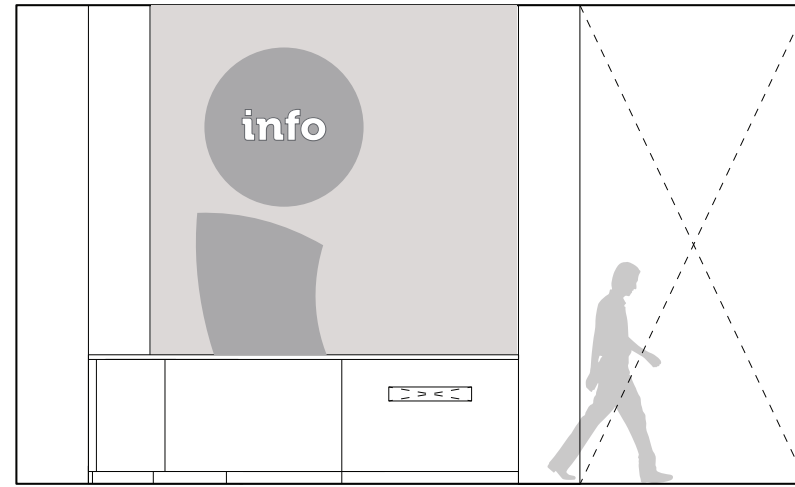
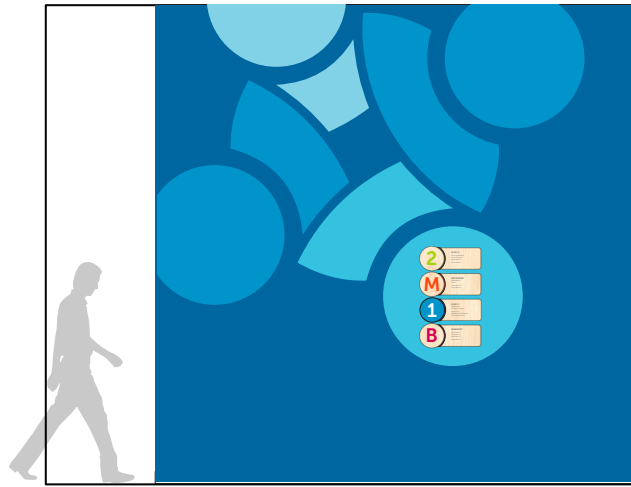


Graphics based on Kingsport locations

Patterns based on the logo

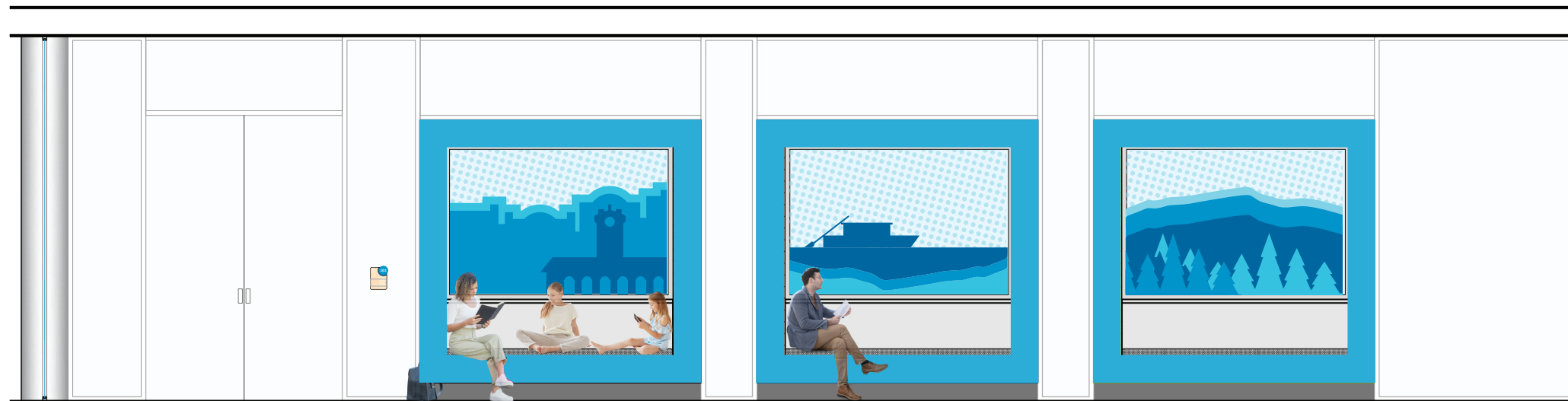


Place-based w/ Brand Elevations



Level 01 - Central Lobby

- Entry sequence.
- Blue color palette of Level 01 but content highlights all areas of the library with place-based silhouettes.
- Information desk uses neutral grays with logo elements forming a lowercase "i"



Place-based w/ Brand Elevations

Level 01 - Stacks

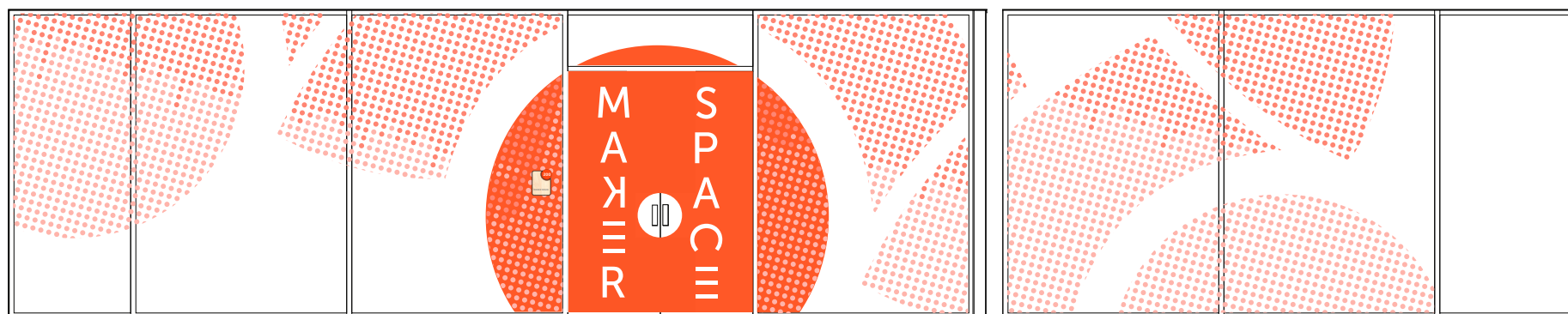
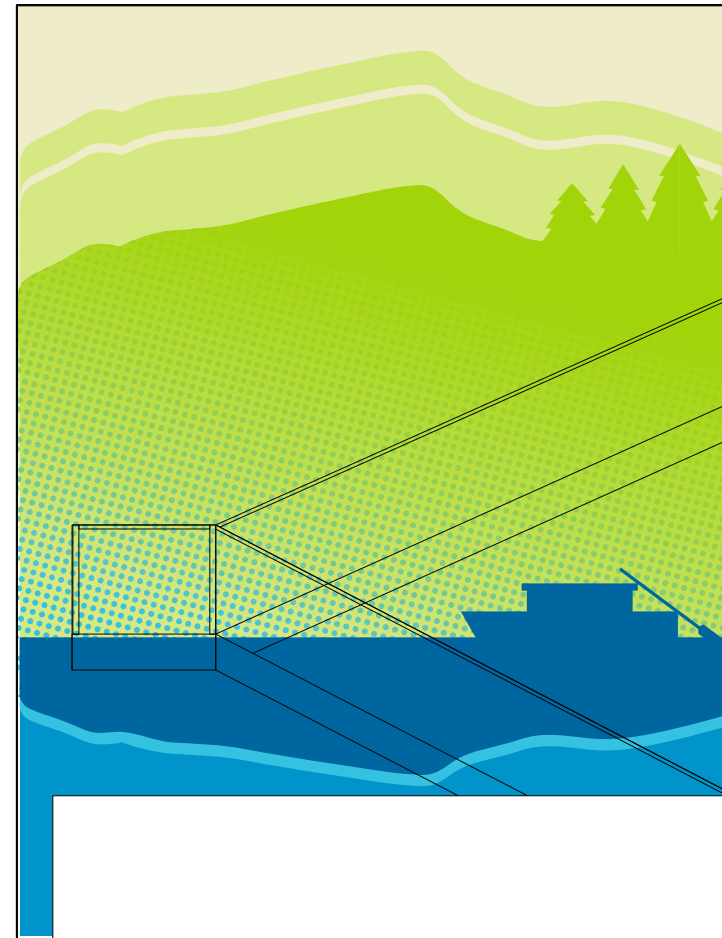
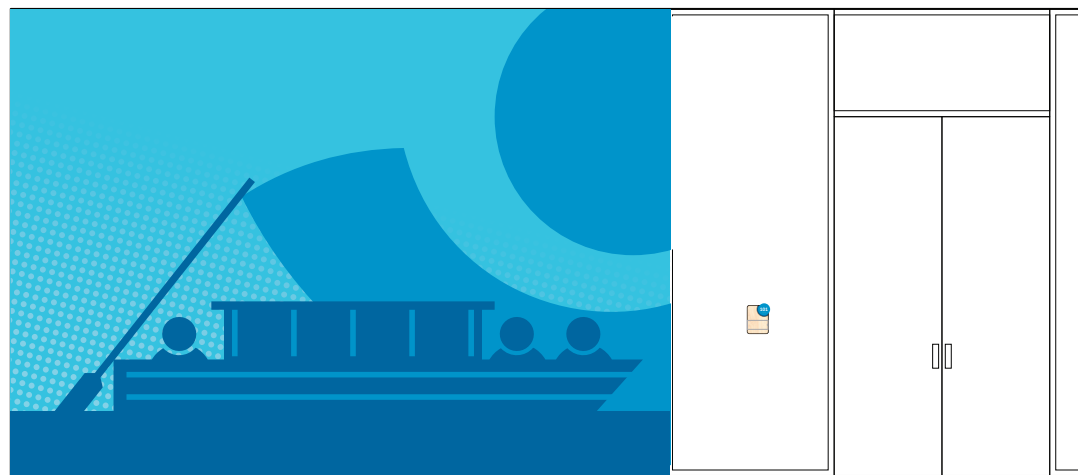
- River theme throughout

Level 01 - 02 Stair

- Color shifts from blue (Level 01) to green (Level 02).

Mezzanine - Maker Space

- Glass graphic uses logo elements




Exhibit

Content & Design Precedents







Exhibit Location

Basement

EXTERIOR

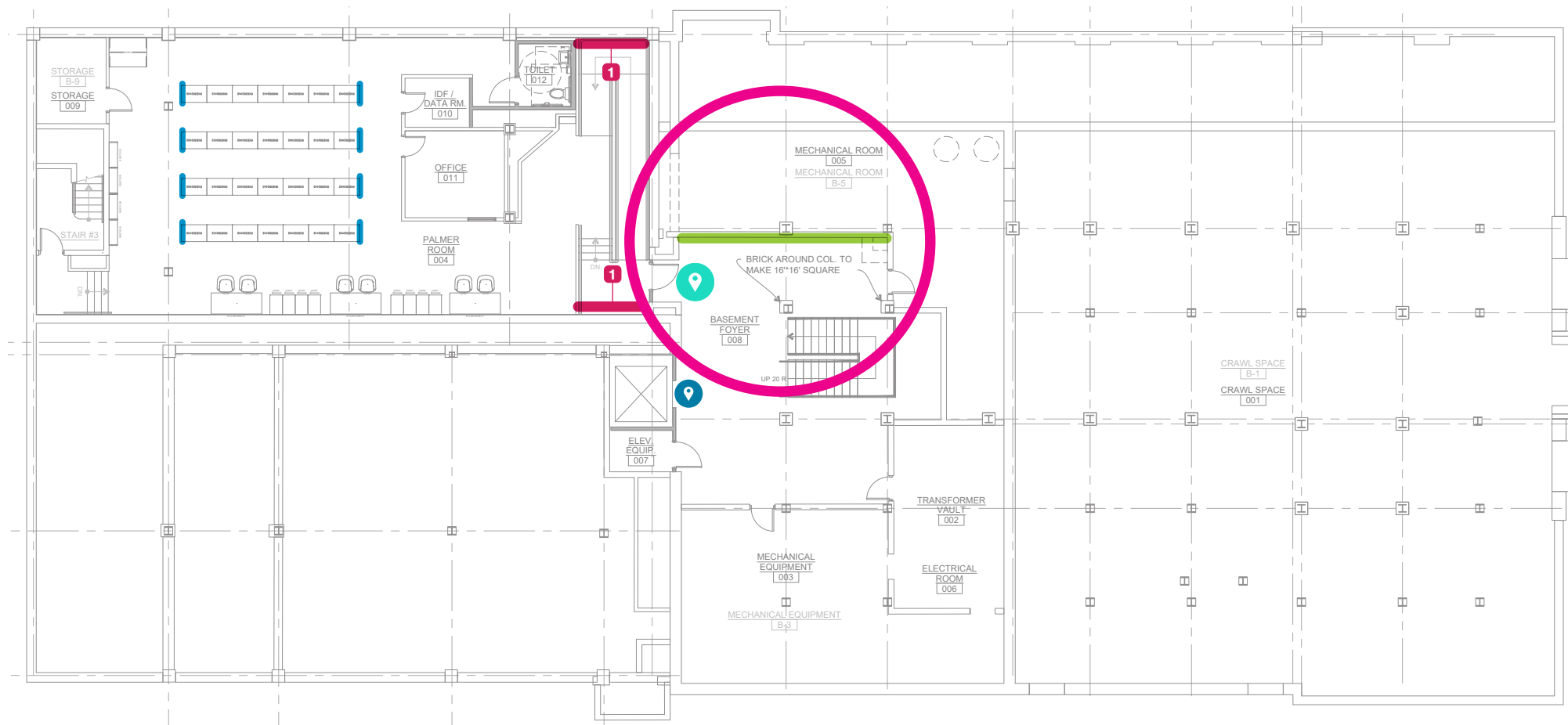
-  EXT_A: Exterior Building ID

WAYFINDING

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-  WAY_E: Section ID
-  WAY_F: Stacks End Caps

PLACEMAKING

-  Wallcovering
-  Glass Graphics
-  Timeline/Exhibit
-  Donor Wall



Exhibit

Content & Design Questions

What story are you telling?

- What is the main message? e.g. Timeline. Local history. Values/Mission.

Who is the audience?

- Who is the target audience? e.g. General public. Researchers/academics.
- Are there any accessibility considerations to account for? e.g. High contrast text/images. Languages. ADA Tactile accessibility (would have code restrictions).

How do you tell the story?

- What kind of content will you have? e.g. Photos. Illustrations. Artifacts.
- Do you want to rely mostly on graphics or copy to tell the story? How long will a visitor spend with the exhibit?
- Who will provide the content?

Exhibit

Content Precedents

Content: What story are you telling?

Precedents

Timeline (linear & date-based)



Historical (non-linear & topic-based)



Core Values (mission-based)



Content: Who is the audience?

Precedents

Researchers & Academics



General Public/Families



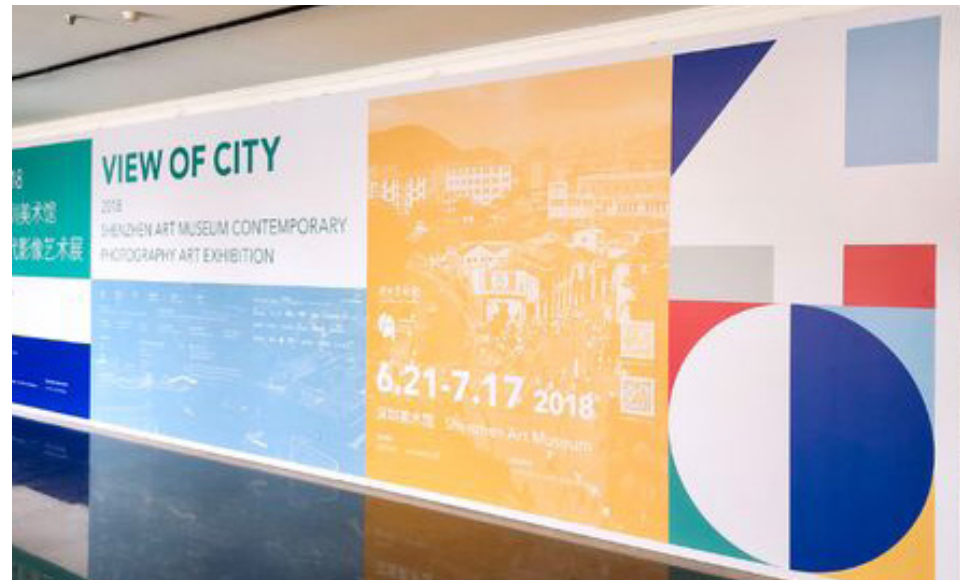
Accessibility Considerations



Content: How do you tell the story?

Precedents

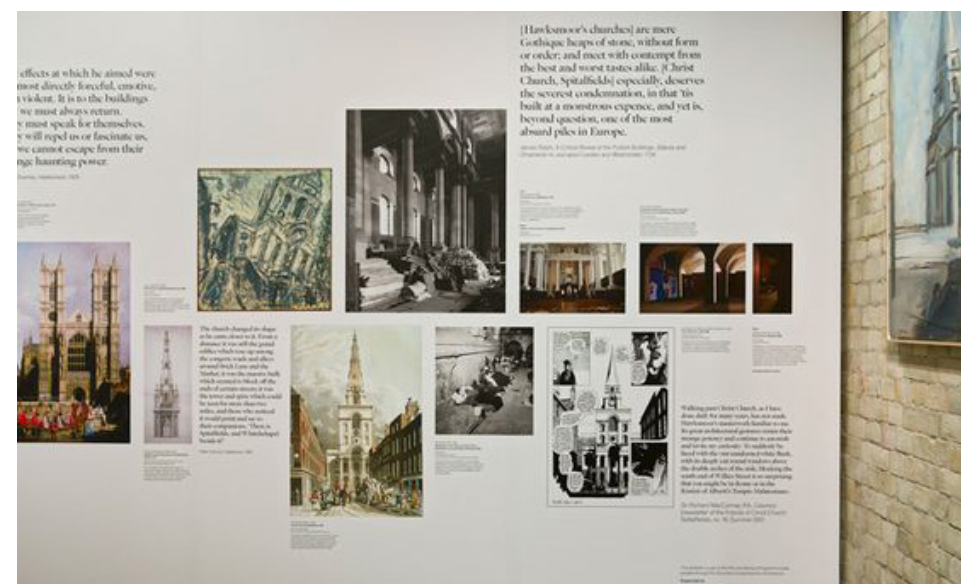
Heavily Photos and Illustrations



Heavily Copy



Artifacts

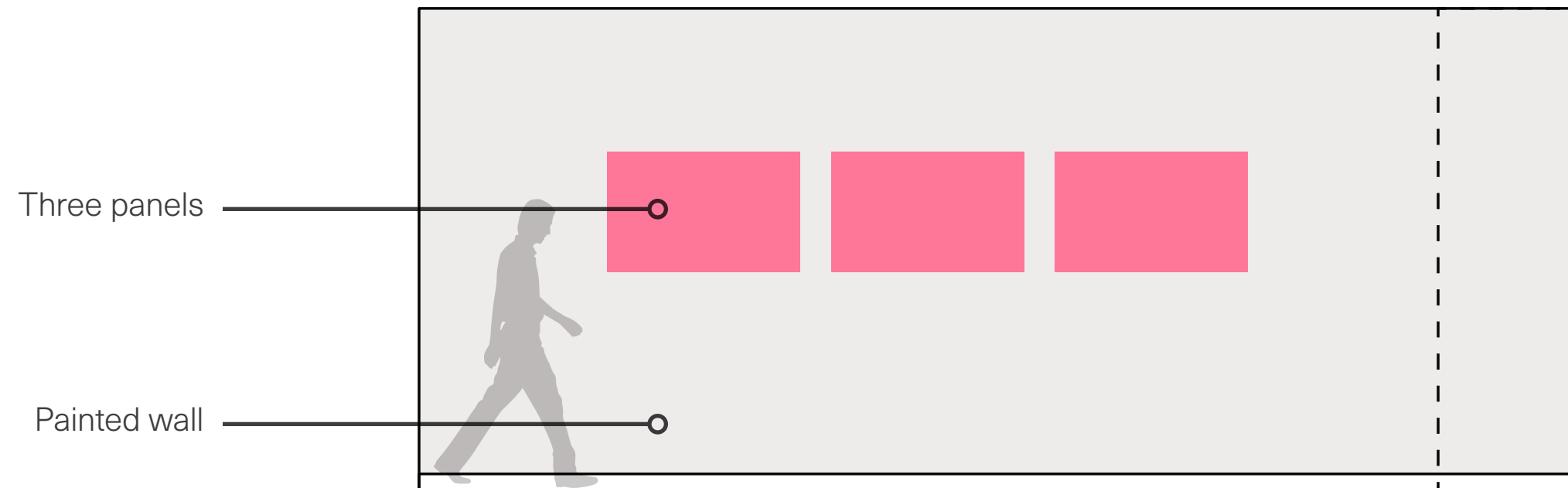


Exhibit

Coverage Options

Exhibit

“Good” Option



Exhibit

“Better” Option

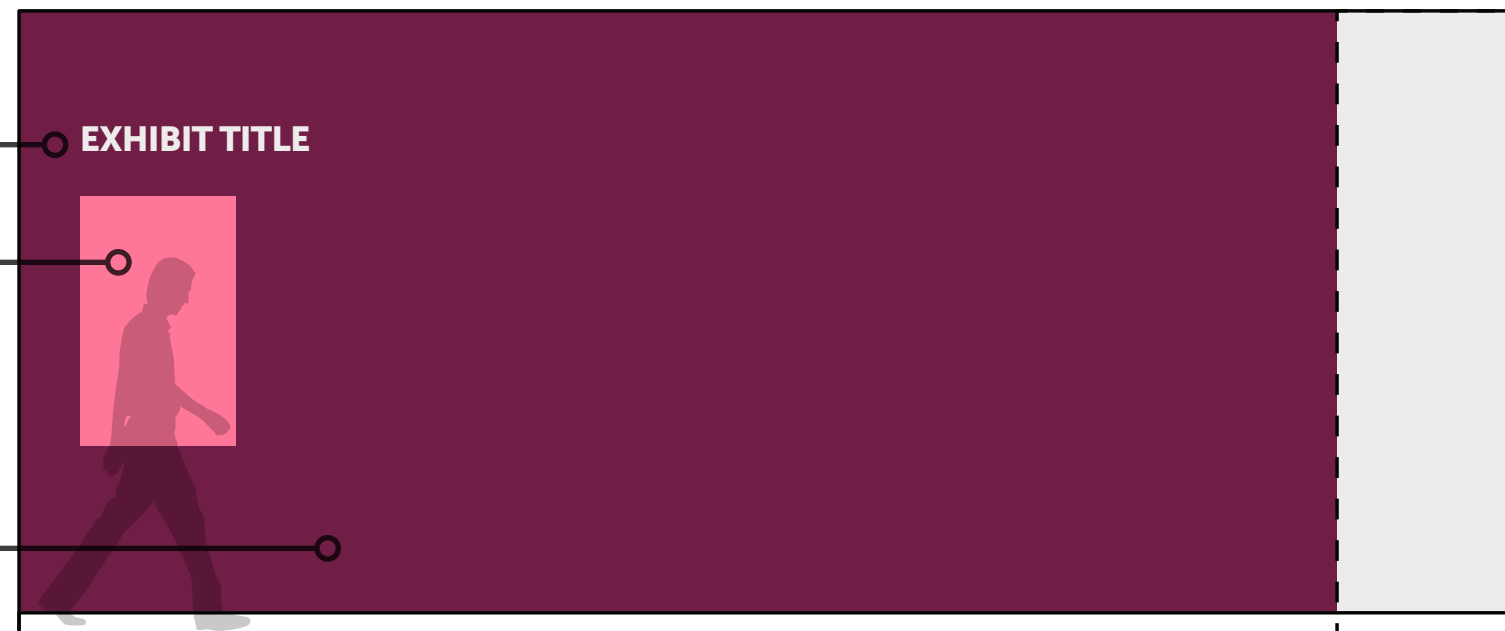


Dimensional lettering

OR

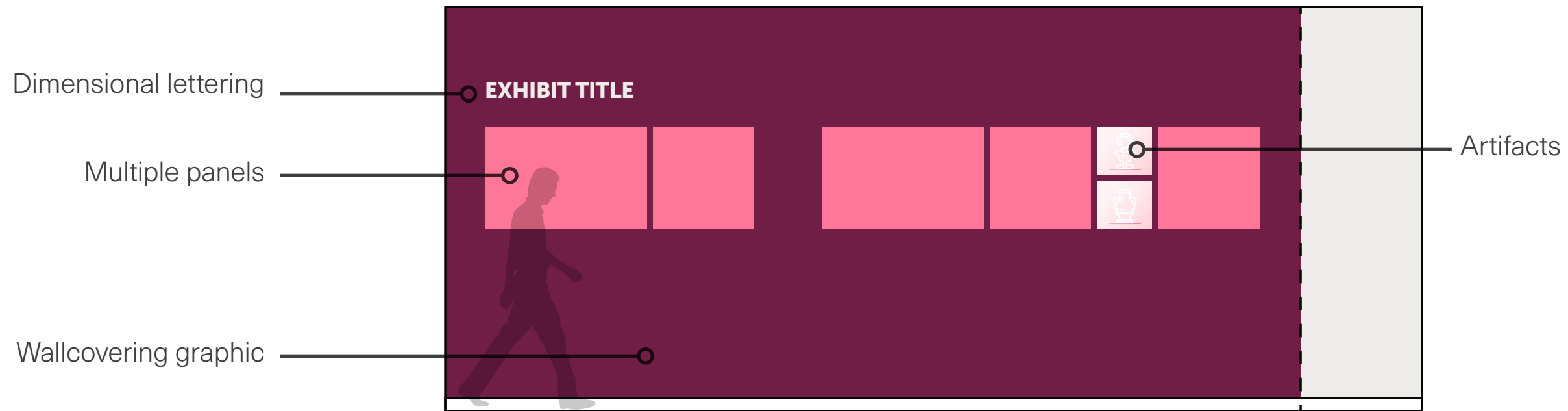
one panel

Wallcovering graphic



Exhibit

“Best” Option



Exhibit

Content & Design Questions

What story are you telling?

- What is the main message? e.g. Timeline. Local history. Values/Mission.

Who is the audience?

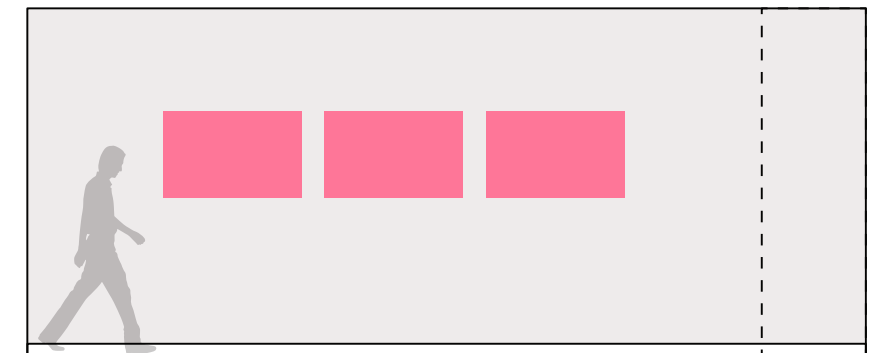
- Who is the target audience? e.g. General public. Researchers/ academics.
- Are there any accessibility considerations to account for? e.g. High contrast text/images. Languages. ADA Tactile accessibility (would have code restrictions).

How do you tell the story?

- What kind of content will you have? e.g. Photos. Illustrations. Artifacts.
- Do you want to rely mostly on graphics or copy to tell the story? How long will a visitor spend with the exhibit?
- Who will provide the content?

Design

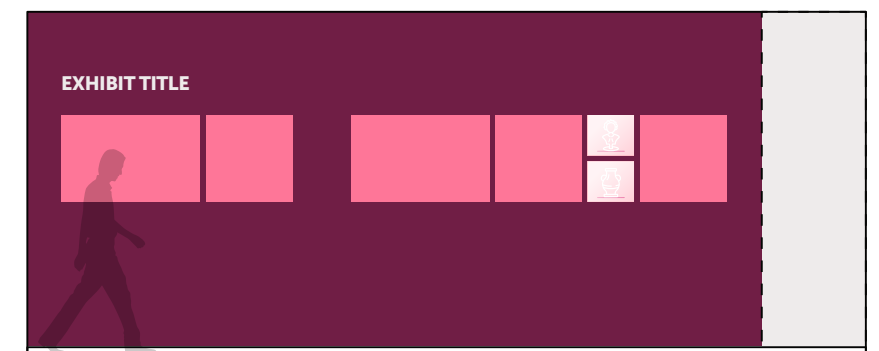
Good

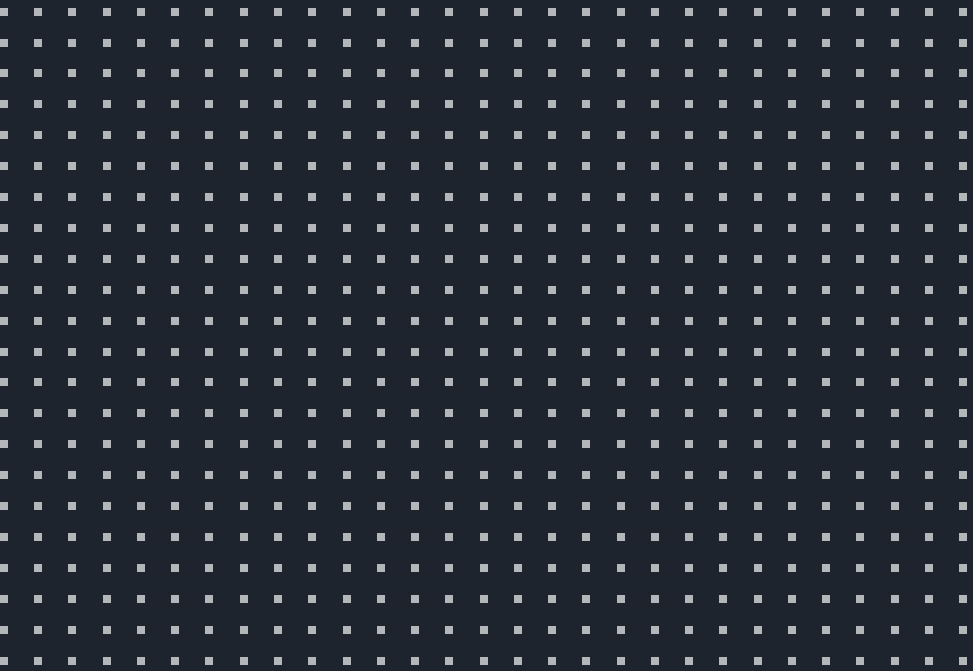


Better



Best





Preliminary Budget & Next Steps

Kingsport Library

Preliminary Budget

Kingsport Library

- Wallcovering & Glass Graphics coverage could easily be reduced to bring down overall budget - individual locations are given alphanumeric designation in the budget chart to the right that correspond to the location plans for reference
- Donor & Exhibit numbers are placeholder and conservative - these can adjust based on design development

Sign Type	Quantity	ROM Pricing	
		Unit Price	Extended
EXT Signage			\$10,000.00
EXT_A: Exterior Building ID	2	\$5,000	\$10,000
Code Signage			\$8,400
CODE: Average	60	\$140	\$8,400
WAY Signage			\$31,650
WAY_A: Building Directory	1	\$1,750	\$1,750
WAY_B: Destination ID (Circulation Desk)	1	\$750	\$750
WAY_C: Destination ID (Rooms)	7	\$600	\$4,200
WAY_D: Amenity Tab	8	\$550	\$4,400
WAY_E: Section ID	7	\$450	\$3,150
WAY_F: Stacks End Caps	116	\$150	\$17,400
	sf		
Wallcoverings (material only)	1,775		\$25,125
1: Palmer Room	100	\$15	\$1,500
2: Stair Wall	500	\$15	\$7,500
3: Welcome Wall	150	\$15	\$2,250
4: Auditorium Lobby	100	\$15	\$1,500
5: Elevator Wall	100	\$15	\$1,500
6: Mezzanine Graphic	150	\$15	\$2,250
7: Youth Stacks	300	\$15	\$4,500
8: Youth Staff Wall	75	\$15	\$1,125
9: Storytime Wall	300	\$15	\$4,500
	sf		
Glass Graphics (material only)	1,805		\$18,050
A: Memorial Lobby	300	\$10	\$3,000
B: Study Room Graphics	400	\$10	\$4,000
C: Auditorium Lobby	100	\$10	\$1,000
D: Book Sorting Glass	75	\$10	\$750
E: Maker Space	500	\$10	\$5,000
F: Youth Services Entry	300	\$10	\$3,000
G: Conference Room/Board Room Entry	65	\$10	\$650
H: Director Suite	65	\$10	\$650
Donor & Exhibit			\$27,000
Donor Wall	1	\$12,000	\$12,000
Exhibit (Basement)	1	\$15,000	\$15,000
Admin & Installation			\$62,275
Samples	1		\$2,500
Shop Drawings & Admin	1		\$15,000
FIV/Mobilization	1		\$3,000
Wallcovering Installation	1,775	\$10	\$17,750
Glass Graphics Installation	1,805	\$5	\$9,025
Additional Installation	1		\$15,000
Administration Total			\$62,275
Signage & Materials Total			\$120,225
PACKAGE TOTAL			\$182,500
Design Fee Estimate			\$65,000

Donor naming program as well

Kingsport can also provide an all-in budget and Iconograph can provide recommendations of how to prioritize locations to fit within that budget

Next Steps

Kingsport Library

Owner

- Review priorities & ROM to establish implementation scope
- Provide Iconograph an update on brand refresh activities

Iconograph

- Prepare fee proposal based on selected scope
- Begin design development - finalize graphics, content, etc.