



CAPITAL PLANNING

Students First Center: Interior Updates 3.0

April 2026 | Interior Wayfinding and Branded Touchpoint Concepts

Recap

Project Goal

Transform Bouillon Hall into a welcoming, clear and simplified, one-stop shop for student services (registrar, admissions, financial aid, advising, etc.), improving enrollment and retention.

Priorities

Improve wayfinding, Simplify the space, Strengthen branding

Areas of Concern

West Lobby (Interior): Too much signage, inconsistent colors, dim lighting, temporary banners.

West Entrance (Exterior): Signage hidden, no "SFC" visibility.

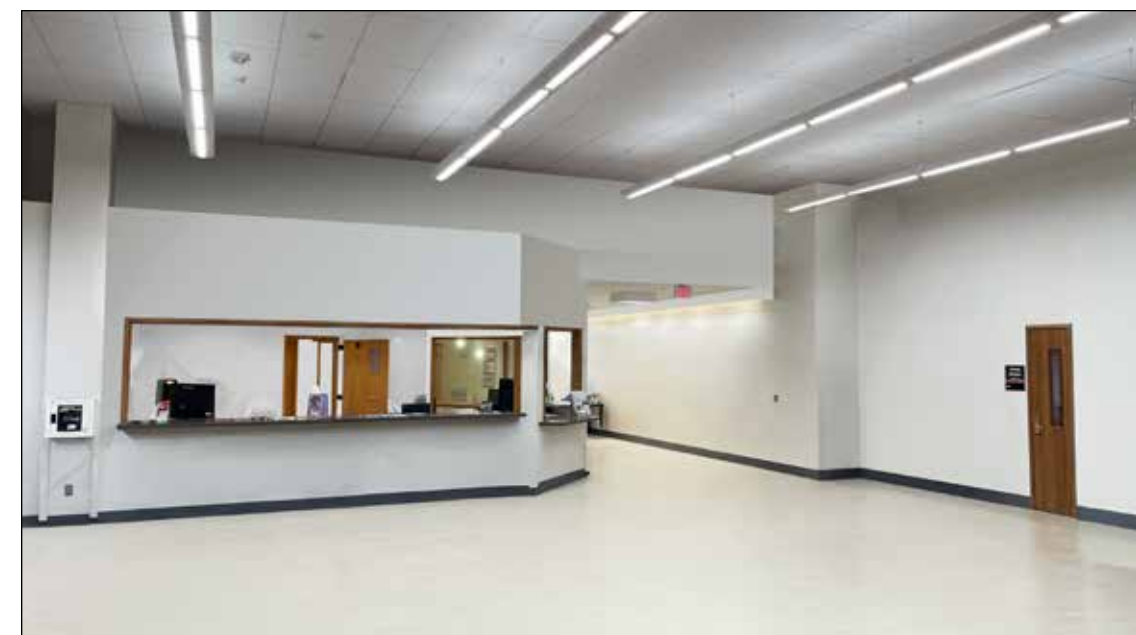
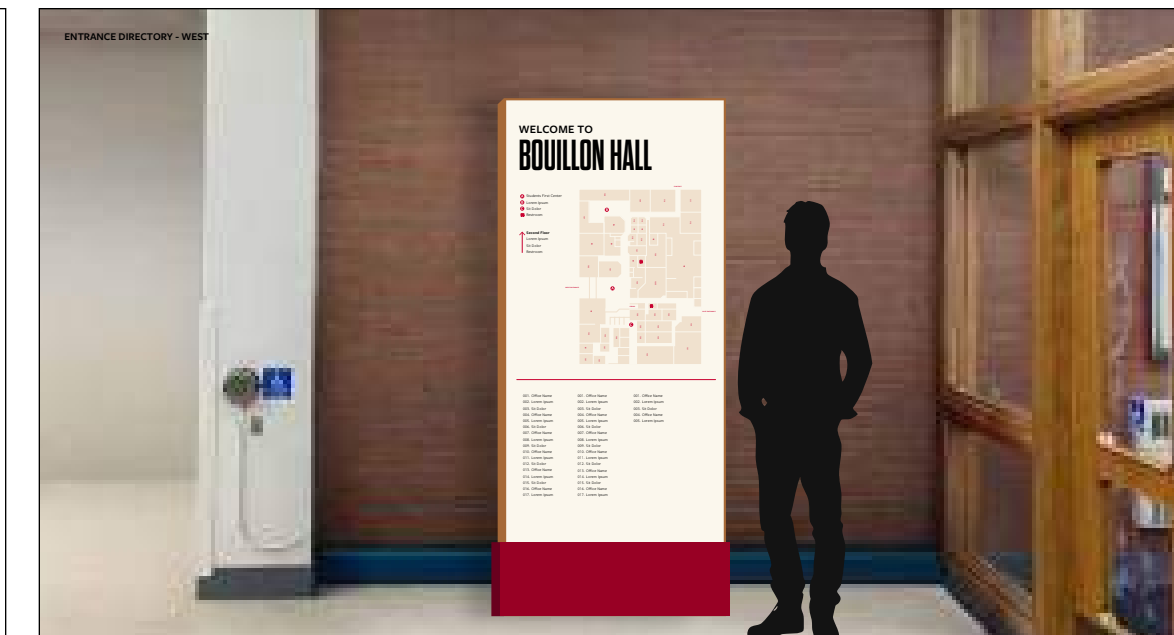
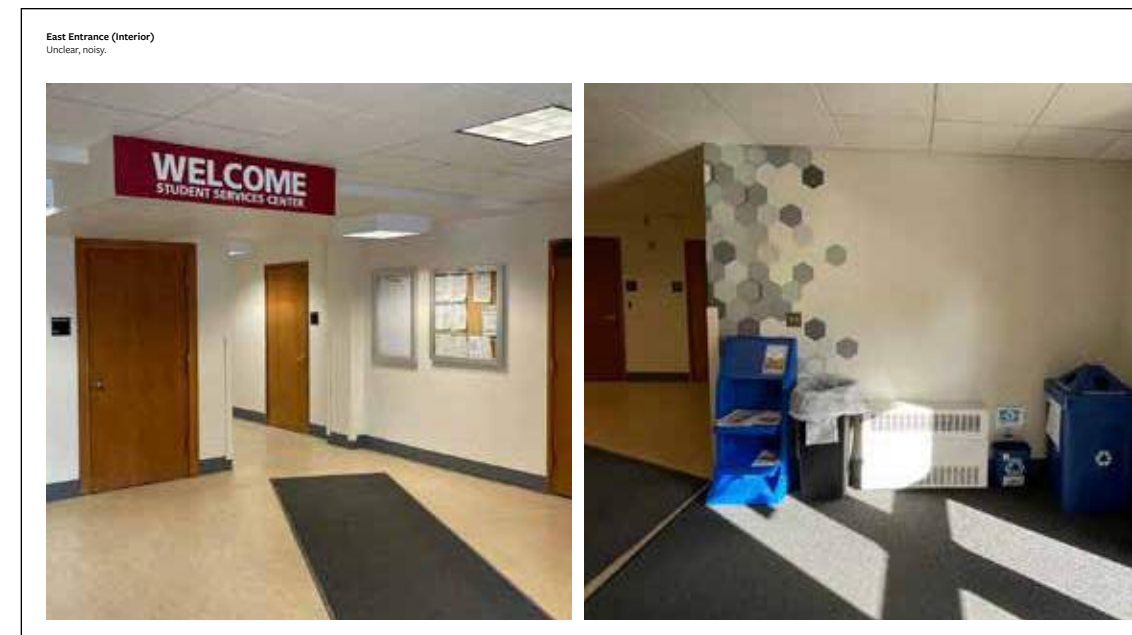
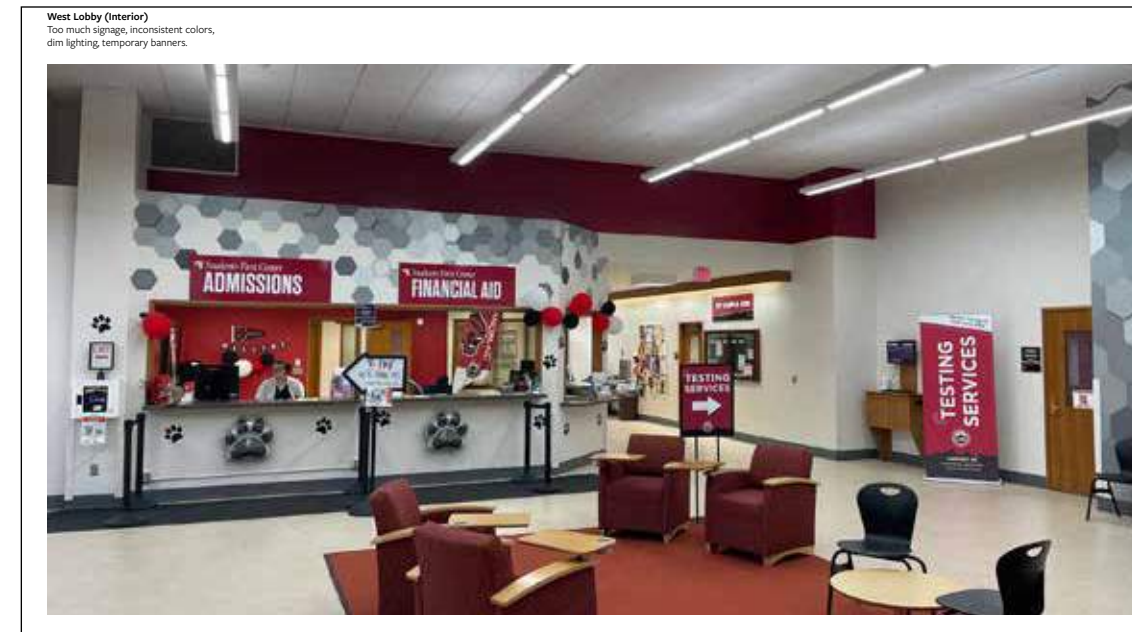
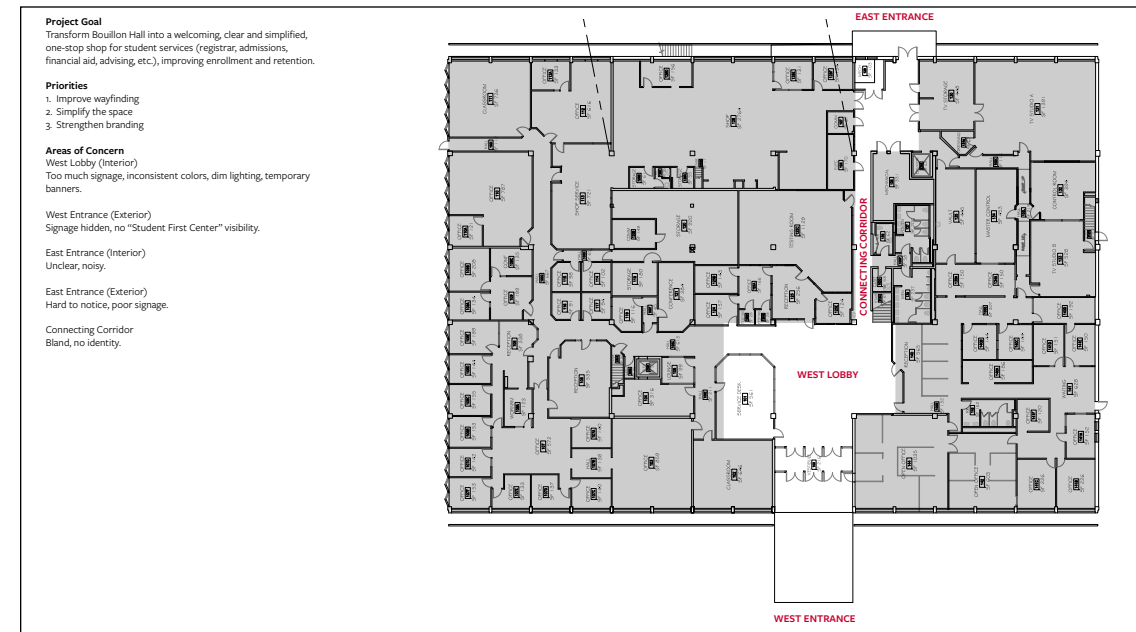
East Entrance (Interior): Unclear, noisy.

East Entrance (Exterior): Hard to notice, poor signage.

Connecting Corridor: Bland, no identity.

Wayfinding Touchpoints

1. Awareness: How will people learn about the organization? Marketing & Communications / Website / Social Media
2. Planning, Parking, & Arriving: How will visitors prepare for a successful journey? Emailed Directions / Website / Mobile Application. How can the parking experience provide a positive and comfortable first impression? Parking Signage / Parking Availability / Payment Information / Proximity. What is your visitors' first impression? Signage / Gateway / Display Map
3. Entering & Finding: What greeting and information helps visitors feel appreciated and informed as they enter? Welcome Moment / Building Identifiers / Signage / Sightlines. What tools do visitors need to provide support along their journey? Greeters / Verbal Directions / Signage / Directories
4. Waiting: What experience can be provided for people waiting for an appointment? How will visitors interact with your brand at key and in-between moments? Storytelling / Branded Experiences / Information / Personal Support
5. Leaving: How will visitors find their way back to their car or entry point? Verbal Directions / Signage / Landmarks



Approved Design Direction

West Entrance Directory

- Directory to be installed where current vending machines are.
Vending machines to be moved elsewhere. WHERE? Are vending machines necessary in this building?



Approved Design Direction

Placemaker Signage

- STUDENTS FIRST CENTER primary signage above window with Admissions and Financial Aid nameplates on the counter



Approved Branded Wall Concept 1

Primary Branded Wall

- CWU logo and oak wood vertical slats.
 - Dimensional PVC for logo
 - Single glass door, with aluminum trip and “frosted” privacy film

What is happening to this window? It would be better for the space to lose it. Is it important to the testing center? It appears to be currently covered up.

Potential spot for the TV monitor (that currently sits where the logo is)



Approved Branded Wall Concept 2

Secondary Branded Wall

- Continuing with CREATE YOUR FUTURE tagline instead of YOU BELONG HERE to avoid redundancy from MCC wall graphics
- Track lighting installed
- Raised PVC letters
- Current art installation relocated to another area of the building



Approved East Entrance

East Entrance Wall

- Remove current hexagon graphics to keep consistent look with Student First Center lobby.
- Trash can, recycle bins, and newspaper stand add clutter to the entrance and should be moved away from the door.
- Directory with wayfinding highlighting the Student First Center to be wall mounted.



East Entrance Corridor Observations

Entrance and Hallway

- Welcome sign to a transitory area is confusing. Paint over.
- Runway carpeting should be removed.
- Multiple doors are confusing.
Doors that are not meant for public concern should be painted the same color as the walls.



East Entrance Corridor Concept 1A

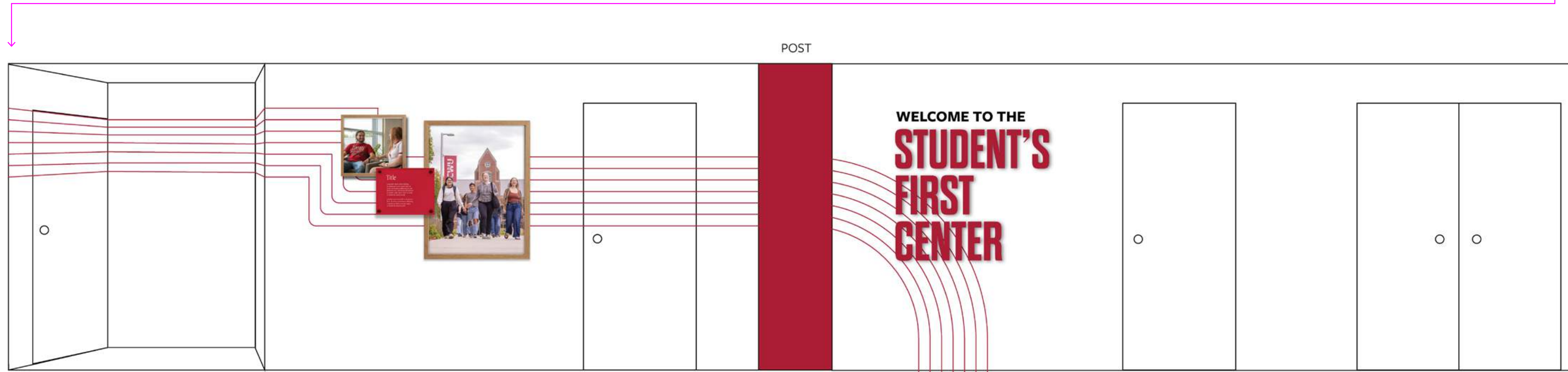
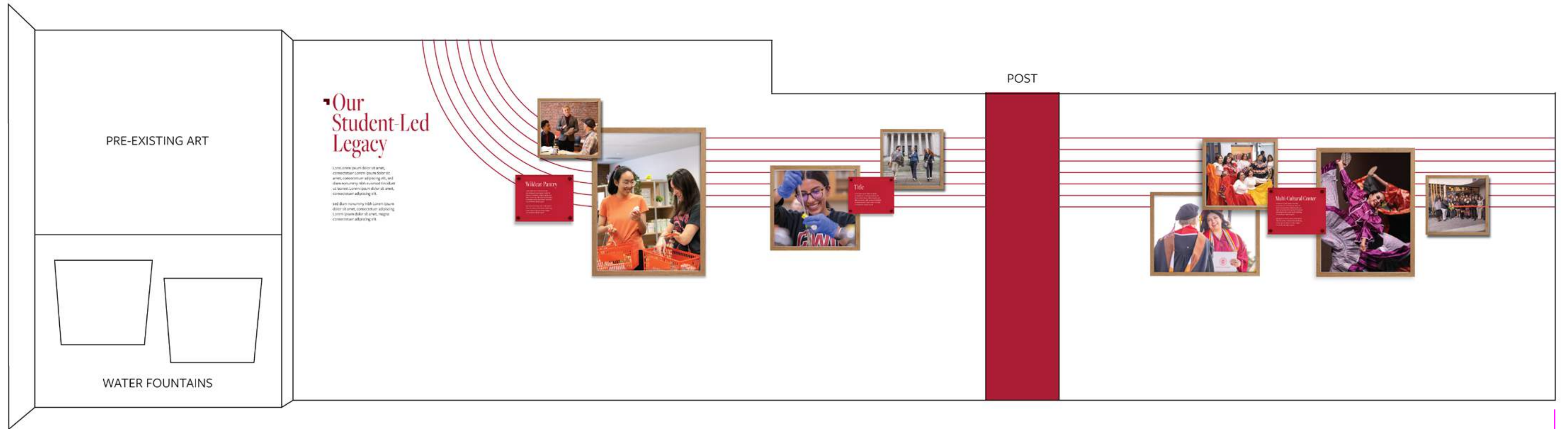
Entrance and Hallway

- Help hide the doors by painting them the same color as the wall
- Relocate bulletin board
- Install Student First Center wall graphics.
Alternative: this could be a placement the TV monitor removed from the main branded wall. (see concept 1B)



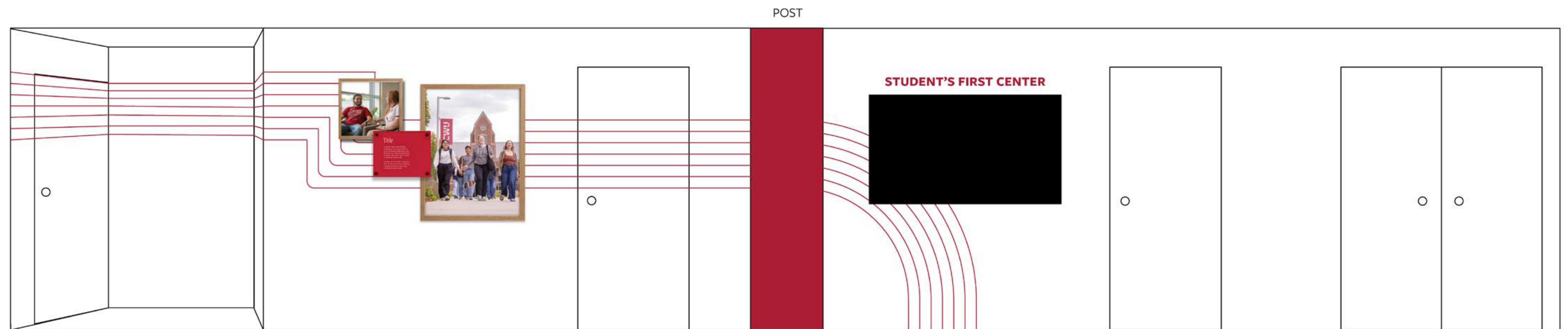
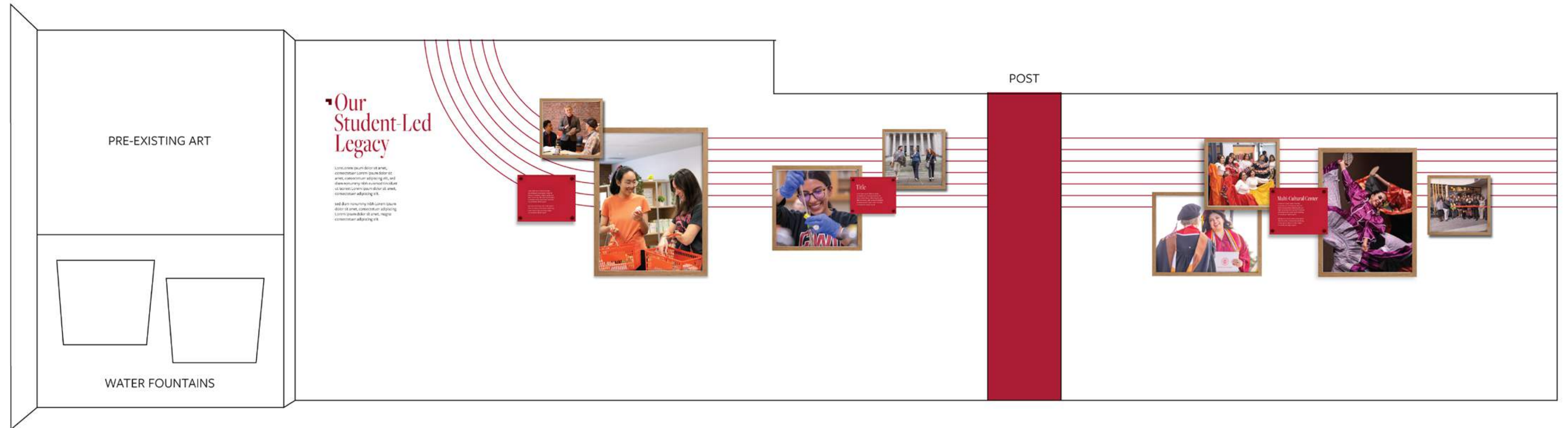
East Entrance Corridor Concept 1A

- Student First Center signage that leads into art install down hallway
- Art install celebrates the history of student-led programs on campus
- Raised, over-lapping panels with photos and text to add depth



East Entrance Corridor Concept 1B

- Student First Center signage minimized to make room for TV from Student First Center lobby
- Art install celebrates the history of student-led programs on campus
- Raised, over-lapping panels with photos and text to add depth





NEXT STEPS

- Contact vendor partners for fabrication
- Begin site prep (tear-down / clean-up)
- Build concepts for parking lot entrance
- Establish timeline