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FOR IMMEDIATE RELEASE

Whitney Veigas: Signage For Berklee and Other Dorms

Architectural Sign Company's Recent Work for Three Student Living Facilities

NEEDHAM, MA — February 21, 2014 — Whitney Veigas Architectural Graphics recently completed, or is currently working on, architectural signage projects for three student living projects in Massachusetts. Whitney Veigas designs, supplies, and installs interior and exterior architectural signage for academic, institutional, and corporate facilities.

Whitney Veigas designed and supplied interior, exterior, and donor recognition signage for the new Berklee College of Music residence hall, designed by William Rawn Associates. The interior code-required signs are based on an existing campus-wide sign program, while wayfinding signage was created to help navigate the five floors of common areas, including a dining commons, practice rooms, and recording spaces. Donor recognition was handled with satin aluminum individual letters applied to architectural surfaces and satin aluminum plaques to identify room donors. Twenty-one large fabricated letters were mounted on the edge of the projecting canopy above the main entry, and are lit with a concealed light trough.

At Worcester State's new residence hall, Whitney Veigas designed and documented a sign program for the architect, Goody Clancy. Large panels at each suite integrate a tack board and a marker board with ADA compliant room numbers. Exterior metal letters identifying the building and interior metal letters defining common spaces are part of the package. An additional project involves the development of a major wayfinding sign, to clarify the circulation within the residential portion of the campus.

Whitney Veigas is also handling signs, with a design-build contract with Consigli Construction, for two renovated 1950's era residence halls at UMass Lowell (architect: ADD Inc.). The design of the signs follows the campus sign standards with added sign types designed as needed. The project also includes a fabricated stainless logo and other branding elements in the lobby. With only six weeks from receipt of the contract to signs on the wall, a design-build approach is the only way to accomplish a project with this type of timeline.

About Whitney Veigas

For more than 25 years, Whitney Veigas has been designing and supplying architectural signage. We work closely with architects and building owners to create interior and exterior sign programs for academic, institutional, and corporate facilities.

More information about Whitney Veigas is available at www.whitneyveigas.com