



Custom Rustic Wood-like Wayfinding Solution for Camp Ernst, YMCA

ASI, Cincinnati rebranded the exterior signage for the entire network of YMCAs of Greater Cincinnati. When it came time to rebrand the last location, there was a new twist on the project. The others used all aluminum cabinets with various types of illumination, and some with electronic message centers. Camp Ernst was different, as there was a camp-specific branding guideline specification. The complete package included 2 new entrance signs, several post and panel directional signs, building ID signs and a small donor recognition plaque.

SignStudies ❖ Cultural Institutions

Service Offerings

Wayfinding
Design
Fabrication
Installation

Product Applications

Custom Exterior Signage

About the Solution

Working with the YMCA VP of Facilities, as well as the Camp Director, real wood and HDU were thoroughly compared and contrasted. Ultimately, HDU (and EPS) were chosen for their durability and colorfast material that will stand up to the elements. The original wood signs were cracked and faded, so HDU / EPS were a natural fit. ASI worked with the camp director to determine the best size and wording for each of the directional signs. Also, the location and wording of the two main ID signs were critical to relay the proper camp entry information.

For the main / secondary entrance signs, EPS was used, as the signs were suspended and an aluminum bar was embedded along the top for support. The directional signage was produced using HDU sign panels. The structure for the entrance signs and posts for the directional signs were rough-hewn logs stained per the camp's specifications.

As this is a camp, the tree trunk structure and wood-look panels fit the camp feel and terrain, while providing durability by using a material that will hold up better to the elements.

