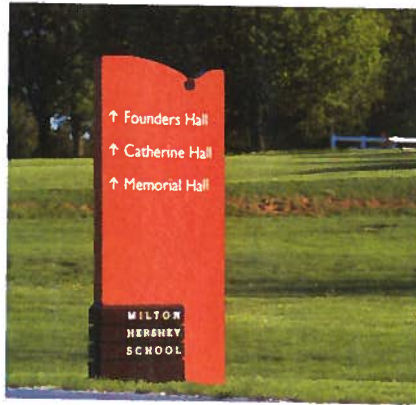
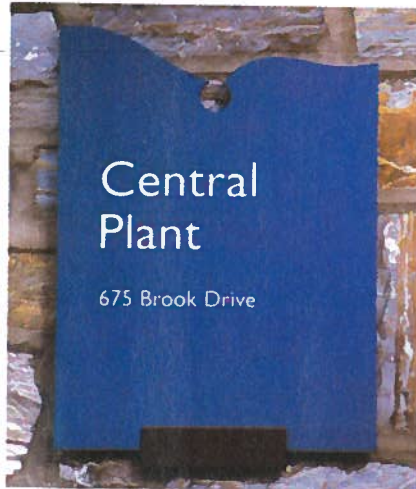


## Wayfinding Course



**Fabricator:** Architectural Graphics, Inc.  
**Designer:** Cloud and Gehshan Assoc., Inc.  
**Architect:** Wallace Roberts & Todd



of the classic Hershey-bar wrapper. Additionally, the bookend-like gateway signs that appear on either side of the highway at campus entrances are cocoa. Other sign colors include teal blue, blue violet, and red.

The campus employs directional, identification, informational, regulatory and commemorative signage. These multipurpose signs are made of aluminum; acrylic polyurethane paint; and reflective, die-cut vinyl lettering. The sign brackets are made of polyvinyl chloride (PVC).

While the project managers report few design and fabrication problems, they speak of a massive challenge in trying to minimize the number of sign messages. Existing campus signs contained too much information, which had to be distilled into clear, concise wording and design. Further, a common installation challenge was locating all the appropriate underground utilities. Here, the solution was in careful planning and consideration.

Overall, the Milton Hershey School project took almost two years to complete. Between November 1993-January 1994, CGA accepted the developer's offer, found a fabricator, and then spent the next nine months completing the design process. At the end of this task, Architectural Graphics took over and spent approximately the same amount of time completing the fabrication and installation process. Once completed, the new sign system fit well with the simple sweetness of Pennsylvania's chocolate town. As Gehshan says, it provides "a well-managed, welcoming environment."

CGA is now planning to design the pedestrian and directional signage for Milton Hershey's anticipated town center, as well as the interior signage for the school's academic buildings.

— Shannon Reinert

**T**here's a smile in every student, resident, faculty member and visitor of Milton Hershey School, Hershey, PA. And (despite what you may be thinking), their happiness has nothing to do with eating a calorie-rich chocolate bar. They are happy about a new sign system that characterizes this K-12 academic and residential campus; the system has made wayfinding quick and easy.

In November 1993, Developers Wallace Roberts & Todd, Philadelphia, PA, contacted Design Consultants Cloud and Gehshan Assoc., Inc., (CGA), also of Philadelphia, and asked them to be a part of the Milton Hershey project team. CGA accepted the design challenge and chose Architectural Graphics, Inc., Virginia Beach, VA, to fabricate and install the exterior sign program.

Design Director Jerome Cloud wanted a sign vocabulary that would blend well with the naturally beautiful countryside surrounding the campus. Therefore, he decided it would be best for the new sign system to maintain the "Philadelphia Chippendale" lettering style of existing campus signs. This method uses classic, symmetric and graceful styling to create a non-ornate appearance. By keeping with this traditional style, Cloud developed a sign system that complements the campus's rural environment while meeting the school's contemporary needs.

Virginia Gehshan, a member of the design team, says that the colors of the sign system are very "playful" yet special to the client. For example, the color of the brackets used to support the signs is the dark reddish-brown