



FINDING WAYS

Introduction and Industry Insight

Who are we?

Mike Sanders *Project Associate - Business Development*

Sarah Martin *Senior Project Manager*

Chris Glanzman *Vice President of Operations*

Who are we?

*Environmental Graphic Designers & Architectural Sign
Specialists with over 23 years experience implementing
static and digital solutions.*

Who are we?

*An organization that prioritizes **Collaboration, Efficiency,**
& **Innovation** to develop long term partnerships and
drive sustainable turn-key projects.*

Who are we?

*Educated **Wayfinding Professionals** working to help our clients navigate the built environment through strategic planning and tangible solutions.*

Who are we?

*Experts in **ADA** & **NFPA** code compliance with creative design, project management, fabrication, & installation capabilities all under one roof.*

*The **ADA** & You*



What is the ADA?

*The **Americans with Disabilities Act** protects the civil rights of people with disabilities in employment and access to goods and services.*

Where does signage come in?

Title III of the ADA applies to any place of public accommodation and commercial facilities open to public access.

Where does signage come in?

Division 10 is the section pertaining to ADA compliant signage - most notably tactile characters and grade II braille.

How is it enforced?

ADA compliance is enforced by the DOJ and the DOT.

Any person can file a lawsuit as an individual or within a class action suit.

How is it enforced?

*Penalties for a first time ADA violation - per asset - can be up to **\$75,000**. This increases to **\$150,000** for each subsequent offense.*

What is affected?

Room Identification and Wayfinding signage used to identify permanent rooms or spaces.

What is affected?



Identification

Room ID Signs

Restroom ID Signs

Utility ID Signs



Wayfinding

Elevator Egress

Directional Signs

Stairwell Egress



Other

Hours of Operation

Floor Directory

Temporary Notices

Who is affected?

*The **blind** and **visually impaired** population.*

***2%-3%** of our population are blind.*

***3%** of that group can read braille.*

Anatomy of a Sign



*Non-Glare, Matte, or
Metallic Sign Panel*

*Contrasting Color for
Elements / Panel*

*Grade II Braille - 1/4"
-189 Contractions or
Short Form Words*



*1/32" Raised Icons,
Letters & Characters*

*Sans Serif Fonts for
All ADA Copy - Min.
5/8" and Max. 2"*

Finding Ways



Why choose GDS?



Graphic Design



Wayfinding Studies



Project Management

Why choose GDS?

We have completed over 29,000 signage projects.

We operate using environmentally sustainable practices.

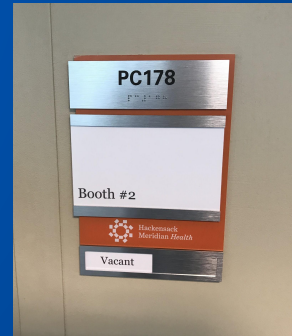
We are available.



Who chose GDS?



Hackensack
Meridian Health



Who chose GDS?

Acadia Realty

ASPCA

Atlantic Health

Boston University

Brooklyn Hospital

Caldwell & Walsh

CBRE

Central Consulting

DASNY

EW Howell

Gotham Group

Hilton Hotels

HSS

Marriott Hotels

Medici Living Group

Mercedes House

MIT

Montefiore

Mount Sinai

NBBJ

NIH

NYCH+H

Perkins Eastman

Posen Architects

Russell Design

RWJ Barnabas

Skanska

Sloan Kettering

Stalco

Stantec

SUNY

Trinitas RMC

Two Twelve

WMC

Yale New Haven

and many more...

Thank you.

