



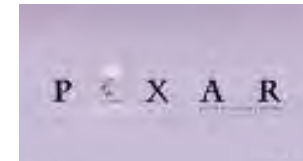
**Branding & Theming In
Collegiate
Recreation Facilities
2011 NIRSA Facilities Institute
Erik Kocher, AIA LEED AP**

- Identify and establish branding and theming opportunities in facilities
- Understand how branding and theming adds value to the leisure experience
- Using branding and theming to create desirable “third places”
- Color theory in collegiate facilities
- Understanding the “additional” cost of branding & theming
- Sharing a recent example

Presentation Objectives



TOYOTA



The Power of Branding



The Power of Theming



Our Blank Slate

- Recreation's Long Term Connection to Athletics & Academics
- Fear of Cost
- Aversion to Risk
- We Think it Gets Tired



**Why We Haven't Branded
& Themed Before**





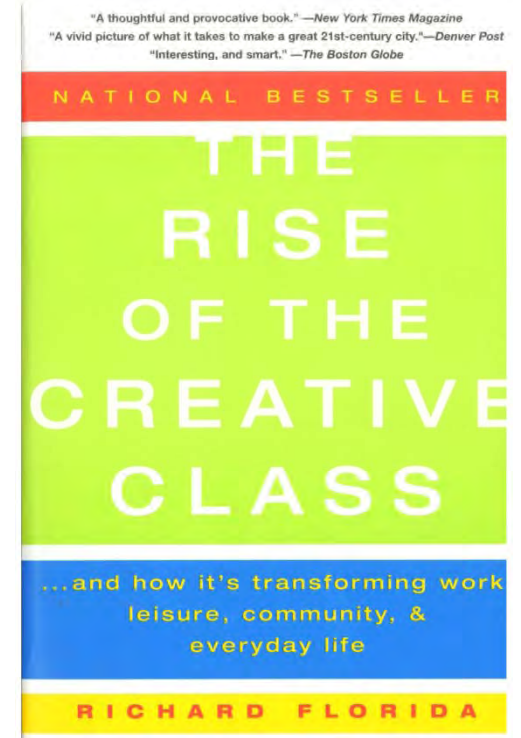
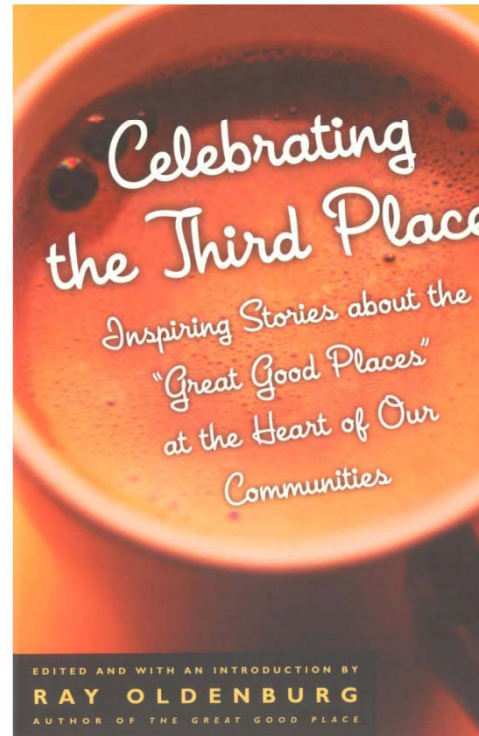
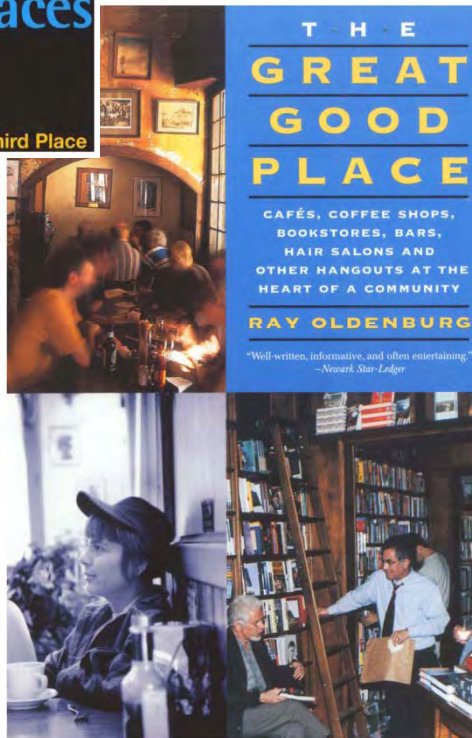
Branding Strengthens Relationships



Branding Helps Build Community



**Branding Underscores Traditions &
Shared History**

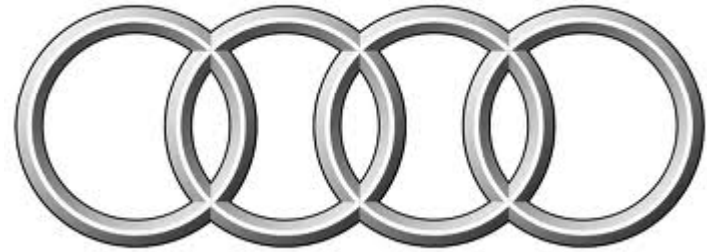
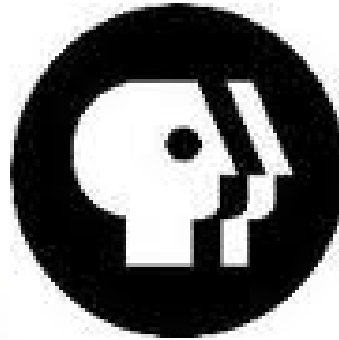


What is all the Talk About

- Branding is the sum of your organization's value - proposition: products, services, facilities, advertising, people, positioning and culture represented in a distinct mark.



What is Branding



The Real Power of Branding

- Theming is a recurrent idea or motif used to project a message or continuous environment.



What Is Theming?



Subtle & Extreme Themes

- Third place is the place behind your home (first place) and your work (your second place)
- These are the informal places where people gather to develop friendships, discuss issues and interact with others.
- Where everybody knows your



What Is Third Place?

- Third place as a stage for engagement
- Third place as destination place to learn
- Third place as a place to share experiences
- Third place as a place to celebrate and compete



What is the role of third place



**Accessibility
Activity**

**Comfort
Sociability**



Four Key Qualities Of Successful Places

- Comfortable Seating
- Good Lighting
- Something To See
- Safe
- Something To Eat & Drink
- Something To Do



Features of Successful Places



**Image & Identity are essential to
successful places**

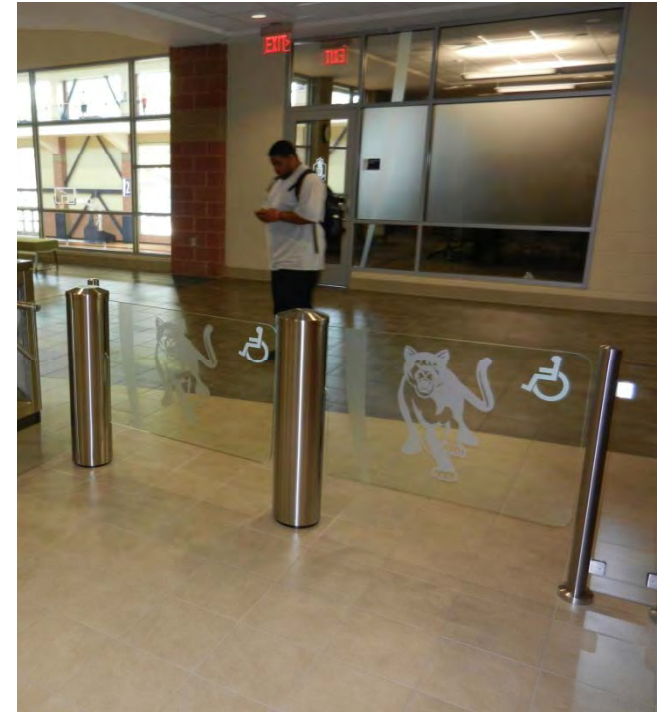


Every Space Can Tell a Story



Look for Unusual Opportunities

- **Outcomes**
 - Repeat Business
 - Spreading the Word
- **Preferred Behavior**
 - Less Damage
- **Organizational Values**
 - Expressed as Quality & Service
- **Community (Campus) Mission & Vision**



What Is Your Message?



Brands Establish Presence



University of Missouri

REC SERVICES & FACILITIES

- **Selling Special Experiences**
- **Making The Most Of Leisure Time**
- **Heighten Self-Esteem**
- **Foster Sense Of Belonging**
- **Benefits Of Membership**
- **Strengthens Long Term Connection (Commitment) to the Institution**



Adding Value

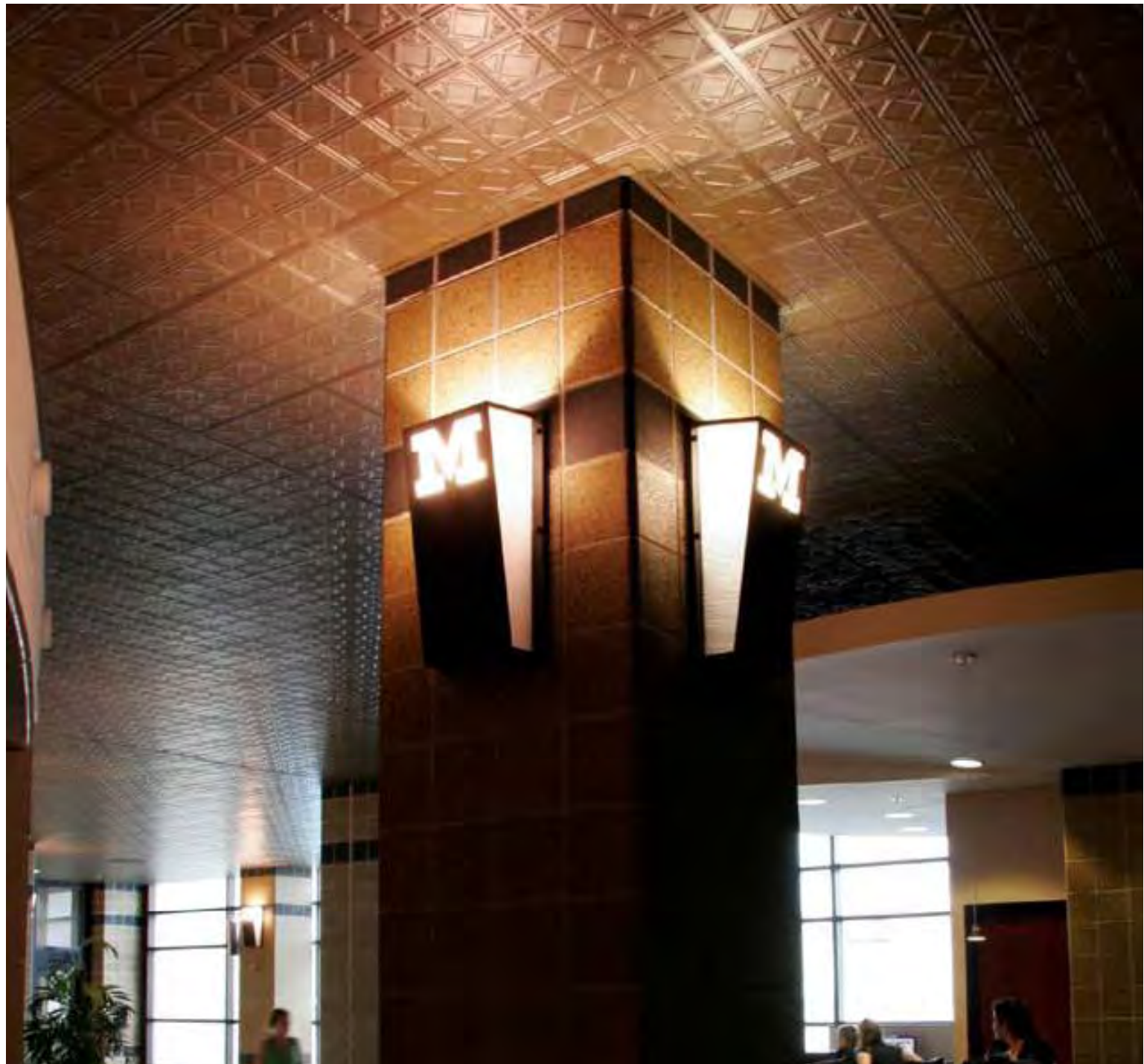




Blending Themes & Brands



Communicating Traditions





**Image & Identity Communicate
Expectations**

STUDENT RECREATION CENTER







STUDENT RECREATION
CENTER



2005

UNIVERSITY OF MISSOURI
STUDENT RECREATION COMPLEX



Use Themes to Communicate the Experience

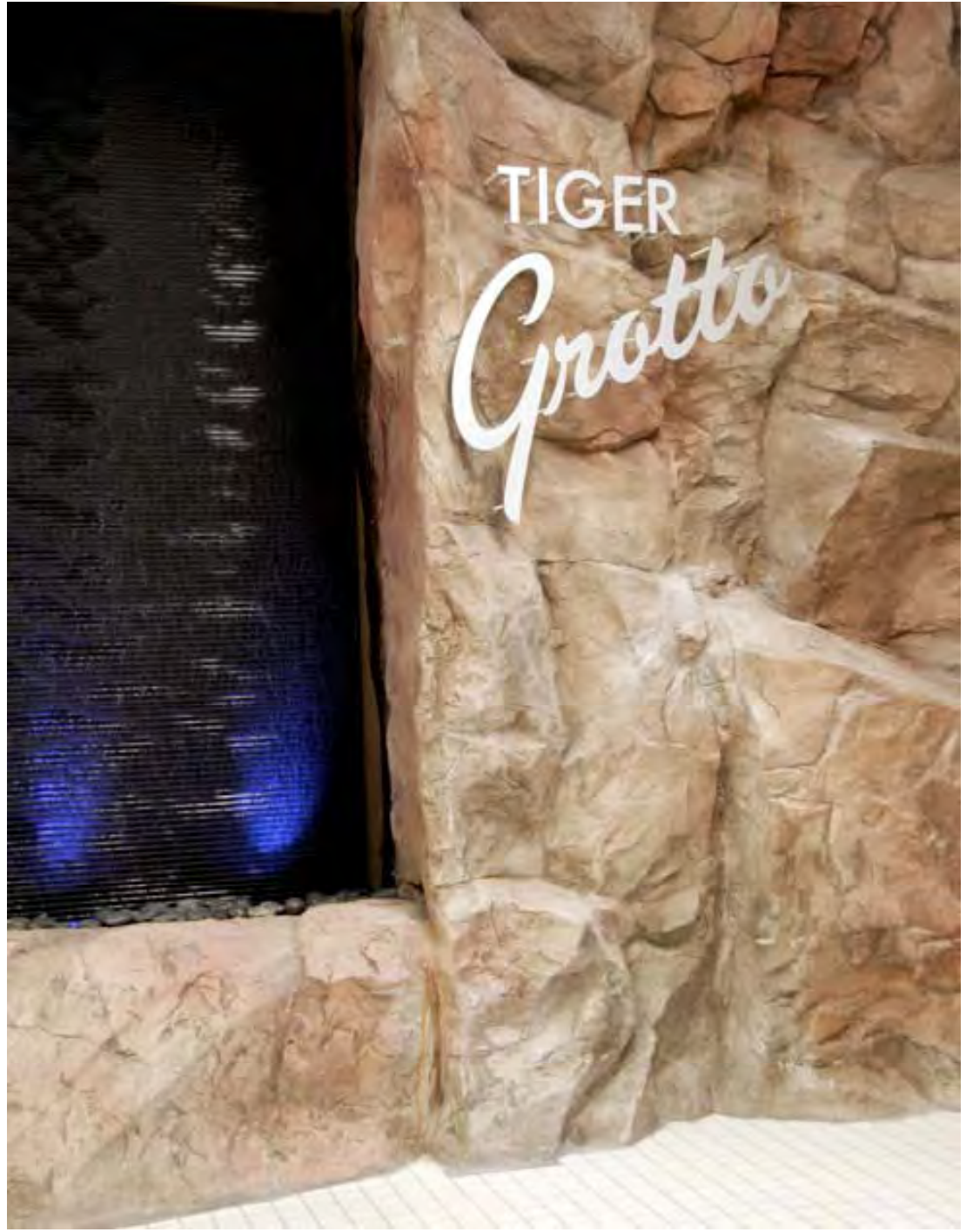


**Themes Can Create a Distinct
Ambiance**

WELCOME TO

THE LAIR











Finishes & Window Treatments



Site Amenities



Flooring Graphics





Communicate With Color

- Color Affects Branding & Corporate Image
- Color Increases Branding Awareness
- 80% of Visual Image is Color Dependent
- Color Engages & Increase Participation



Color Effects

- Age, Gender, Nationality Affect Color Response
- Culture, Psychology, Physiology Affect Color Response
- Warm Colors vs Cool Colors are Preferred in Room Studies
- Men Like Blue – Women Like Red
- Pink Locker Rooms Reduce the Desire to Compete
- Don't eat Blue Food



Color Choices

- Architects Responding to Cultural Trends
- 60's & 70's Institutional Color
- 80's Primary Colors
- 90's "The White Box"
- 00's Quality Colors



Color History in Rec Centers

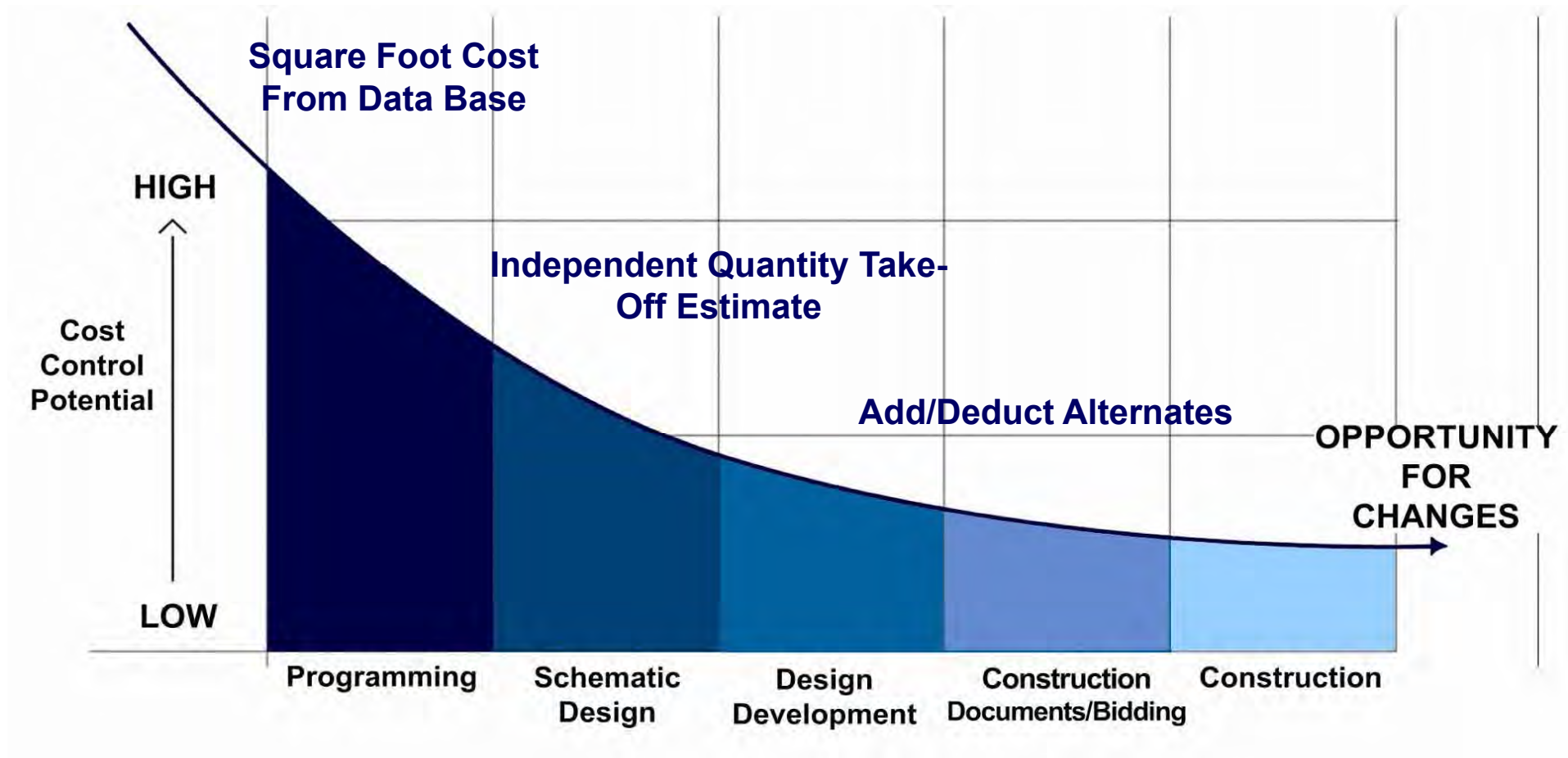
- **Red** Energy, Strength, Power, Desire, War
- **Orange** Joy, Enthusiasm, Creativity, Success
- **Yellow** happiness, Intellect, Energy, Sunshine
- **Green** Fresh, Fertility, Growth, Money, Greed
- **Blue** Depth, Stability, Trust, Wisdom, Heaven
- **Purple** Power, Nobility, Luxury, Ambition
Goodness, Innocence, Purity, Virginity
- **Black** Power, Elegance, Formality, Death, Evil

Color's Effect

- Significant Data Links Sales & Color
- Significant Data Links Color to Emotions
- No Data Linking Color & Fitness Activities
- Research Indicates Yellow is the ONLY Color That Generates Muscle Activity



Color Theory?



The Cost of Branding & Theming

Total Project Cost Summary		
Construction Cost	Cost	Total
Base Bid (With A13, EPDM Roof System)	\$16,406,000	
Accepted Cost Reductions	(\$651,996)	
Construction Contract Amount		\$15,754,004
Construction contingency	3% \$472,620	
Electrical distribution upgrade (Owner Allowance)	\$260,000	
Hazardous materials abatement	\$140,000	
Boiler removal	\$25,000	
Lead Paint Management by GC	\$15,000	
Landscaping	\$26,000	
Total Construction Cost		\$16,692,624
FFE		
Furniture	\$200,000	
Equipment	\$150,000	
Building Maintenance Equipment	\$45,000	
Telephone and Information Technology Systems	\$25,000	
Total FFE		\$420,000
Professional Fees & Expenses		
Programming/pre-design fee	\$48,500	
A/E Fee - Basic services	\$1,184,145	
A/E Fee - Alternates	\$69,979	
Construction Manager Fee (Owner Allowance)	\$200,000	
Furniture/interior design	8.00% \$16,000	
Graphics/Banners/Art/Theming	\$18,500	
Code/Life Safety Consultant	\$3,414	
Measured Drawings	\$0	
As-Built Drawings	\$12,000	
A/V systems design	\$21,450	
Cost consultant	\$1,265	
Hazardous materials abatement consultant	\$20,000	
Geotechnical report (Goyle Engineering)	\$11,200	
Geotechnical Peer Review (BBC&M)	\$7,600	
Geotechnical Peer Review (Shannon & Wilson)	\$26,451	
Survey	\$10,000	
Material testing (included in construction contract)	\$0	
Reimbursable expenses	\$130,000	
Legal fees (Owner Allowance)	\$10,000	
Temporary facilities (Owner Allowance)	\$20,000	
Building permits	\$25,000	
Financing cost (Owner Allowance)	\$0	
Total Professional Fees & Expenses		\$1,835,505
Project Contingency	\$100,000	\$100,000
Total Project Cost	\$19,048,129	\$19,048,129



University of Missouri - Columbia

Item	Quantity	Cost/Unit	Total Cost
Exterior Signage			
Main Entry	1		\$8,000
Campus Entry	1		\$6,000
Special Lobby Treatments			
Jungle Theming Plants	1		\$130,000
Tin Ceiling Upgrade	1		\$5,000
Interior Signage			
Downtown Brewer	6		\$12,000
Pump Room	2		\$2,500
Multipurpose Rooms	3		\$750
Fitness Center/Fitness Bar	2		\$4,000
Grotto	1		\$2,500
Climbing Wall Sign	1		\$5,000
Red Hall Beverage Company	1		\$3,000
Misc Signage			\$1,000
Special Painting			
Mizzu Logo	1		\$1,200
Tigers	1		\$10,000
Locker Room Logo Panels	6		\$1,500
Tigers' Lair	1		\$10,000
Misc Upgrade/Difficulty Factor	1		\$5,000
Special Construction Features			
Grotto/Rockscape	1		\$145,000
Palm Trees in Leisure pool			\$71,000
Leisure Pool Balcony Upgrade	1		\$20,000
Leisure Pool Sauna & Steam Room Shelters Upgrade	2		\$20,000
Pump Room Pumps	1		\$0
Diving Tower Sculpture	1		\$15,000
Custom Light Fixtures Upgrade	16	\$50	\$800
Hand Rail Design Logo Upgrade	1		\$5,000
Exterior Fire Place	1		\$30,000
Diving Pool Logo	1		\$10,000
Shading Print Upgrades	12		\$12,000
Permanent Photograph Wall Coverings	12		\$6,000
Lighting Upgrade Tiger Lair	1		\$5,000
Glass Etched Mizzu Panels	30	\$120	\$3,600
Parking Meter	1		\$0
Re - Use of Original Rothwell Artifacts (Installation Only)	9		\$0
Miscellaneous Items			
Building Wide Tiger Decals	100		\$2,000
Total Branding & Theming Cost			\$552,850
Percentage of Total Construction Budget			
	\$38,785,000		1.43%
	\$49,200,000		1.12%



University of North Dakota

Item	Quantity	Cost/Unit	Total Cost
Exterior Signage			
Main Entry	1		\$2,500
Interior Signage			
Lobby Quotes	1		\$6,000
Announcements Boards/Room Signs	1		\$18,000
Main Signs/Lobby Desk			\$2,400
Special Painting			
Corridors	1		\$2,000
Special Construction Features			
Lobby fireplace	1		\$18,000
Meditation Fireplace	1		\$14,000
Meditation Carpet Flooring	1		\$8,000
Meditation Water Feature	1		\$2,000
Tack Boards	6		\$5,000
Acoustic Panels	48		\$12,000
Lobby Glass Logo	1		\$500
Lobby Terrazzo Pattern Upgrade	1		\$15,000
Glass Partition Patterns	1		\$2,400
Special Art			
Spinning Room	1		\$2,000
Fireplace	2		\$2,400
Multipurpose Room Posters	3		\$1,000
Lobby Banners	7		\$12,000
Misc Art	1		\$5,000
Total Branding & Theming Cost			\$130,200
Percentage of Total Construction Budget			
		\$17,970,000	0.72%
		\$22,600,000	0.58%



Centre College Suttcliff Center

Item	Quantity	Cost/Unit	Total Cost
Exterior Signage			
Main Entry	1		\$12,000
Side Entry Gates	1		\$8,000
Special Lobby Treatments			
Permanent Photograph Wall Coverings	6		\$7,800
Lobby Panel systems	1		\$54,000
Interior Signage			
Misc Signage Up Grade	1		\$4,000
Special Painting			
Performance Court Special Painting	1		\$4,500
Misc Upgrade/Difficulty Factor	1		\$10,000
Special Construction Features			
Café Basketball Hoop	1		\$40,000
Records Wall	1		\$15,000
Total Branding & Theming Cost			\$143,300
Percentage of Total Construction Budget		\$18,500,000	0.77%
Percentage of Total Project Budget		\$22,950,000	0.62%



Utes

Kokopelli

Salt flats

Arches

Canyon

Desert

Wasatch

Trails

Bring the outdoor in

Snow

Lift chairs

Mountain

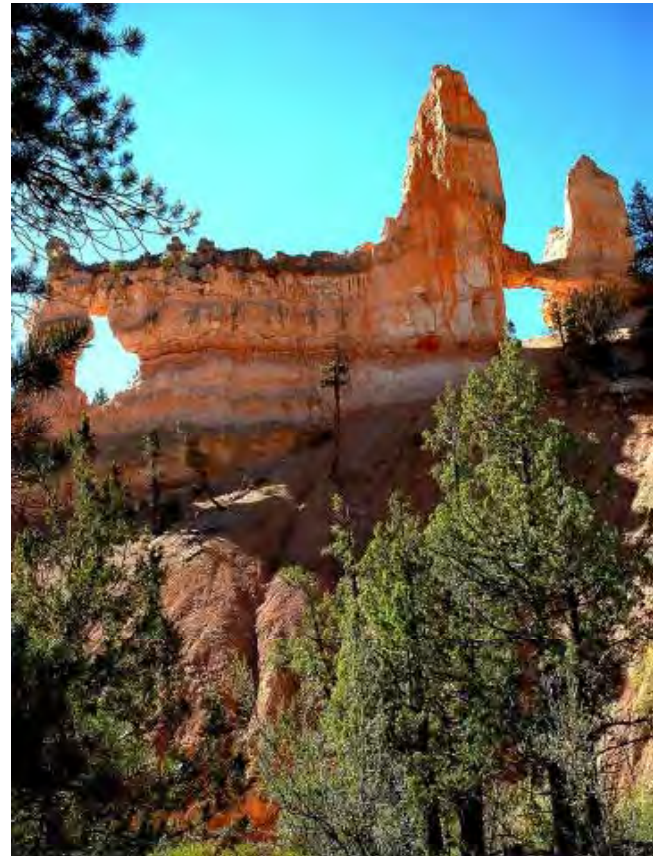
SNOW "BIRD"

Alta

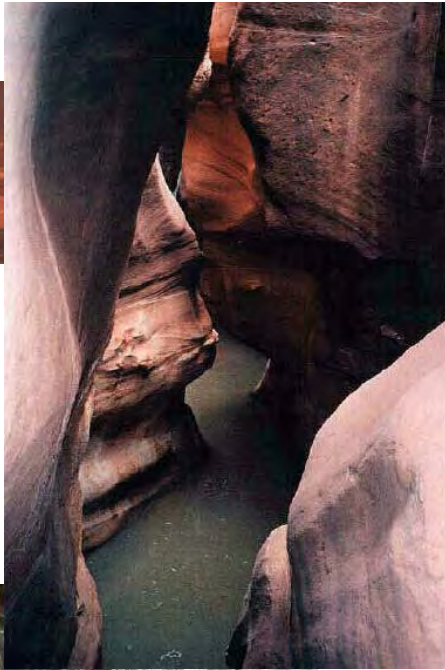
Lakes

Theming Cloud

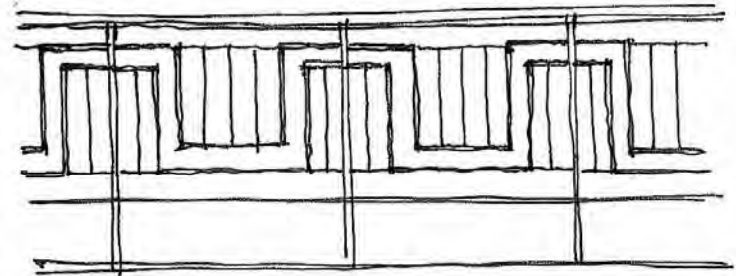
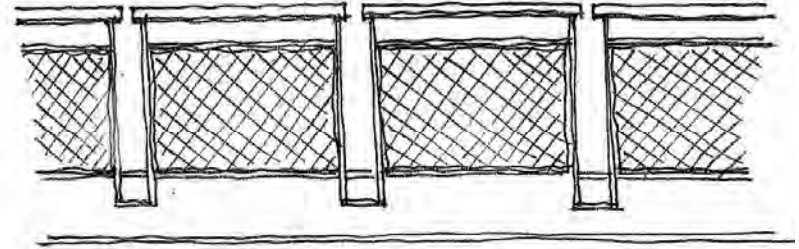
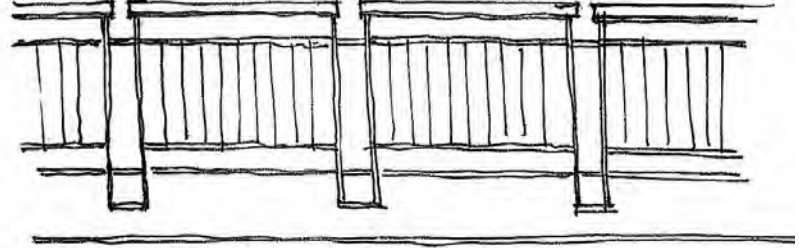
- Campus Recreation Services (CRS)
- Red Rock Outfitters
- Canyon Climbing
- Bonneville Trails
- Mountain View Café
- Subway Leisure Pool



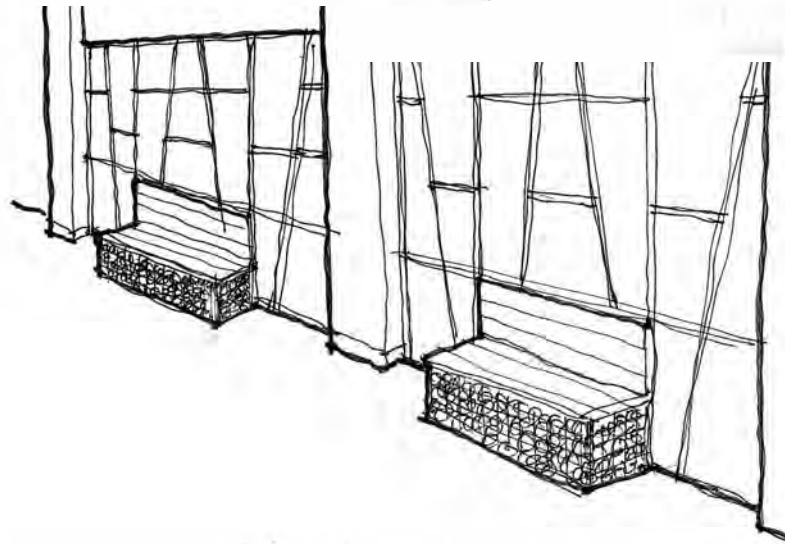
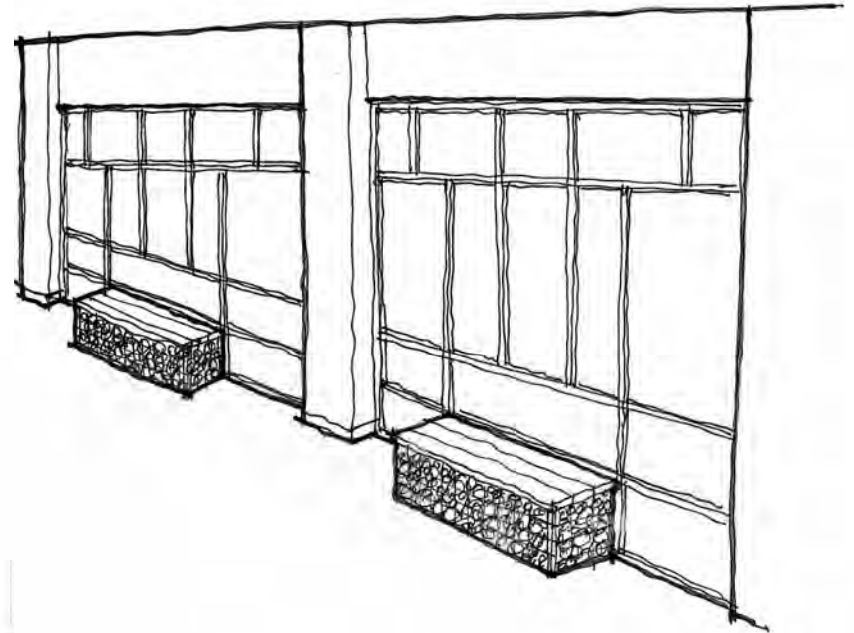
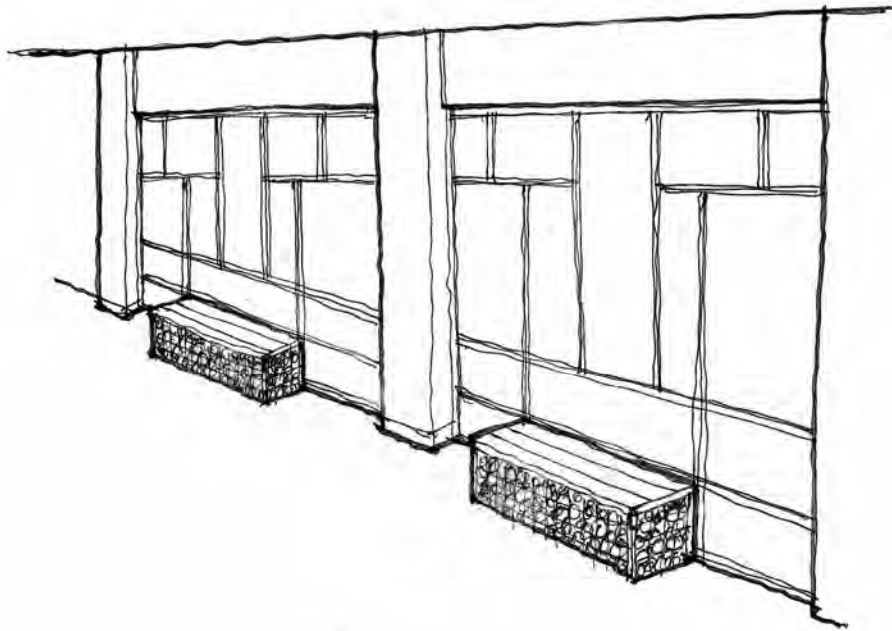
Theming Names



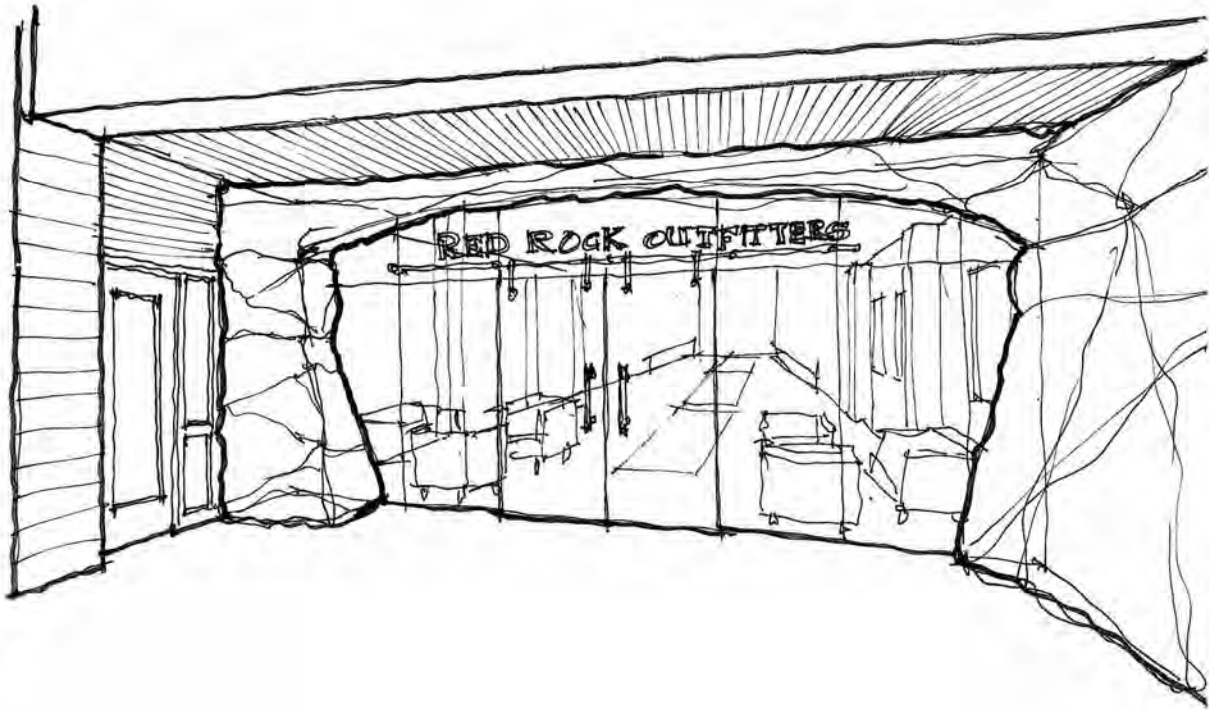
Theming Images



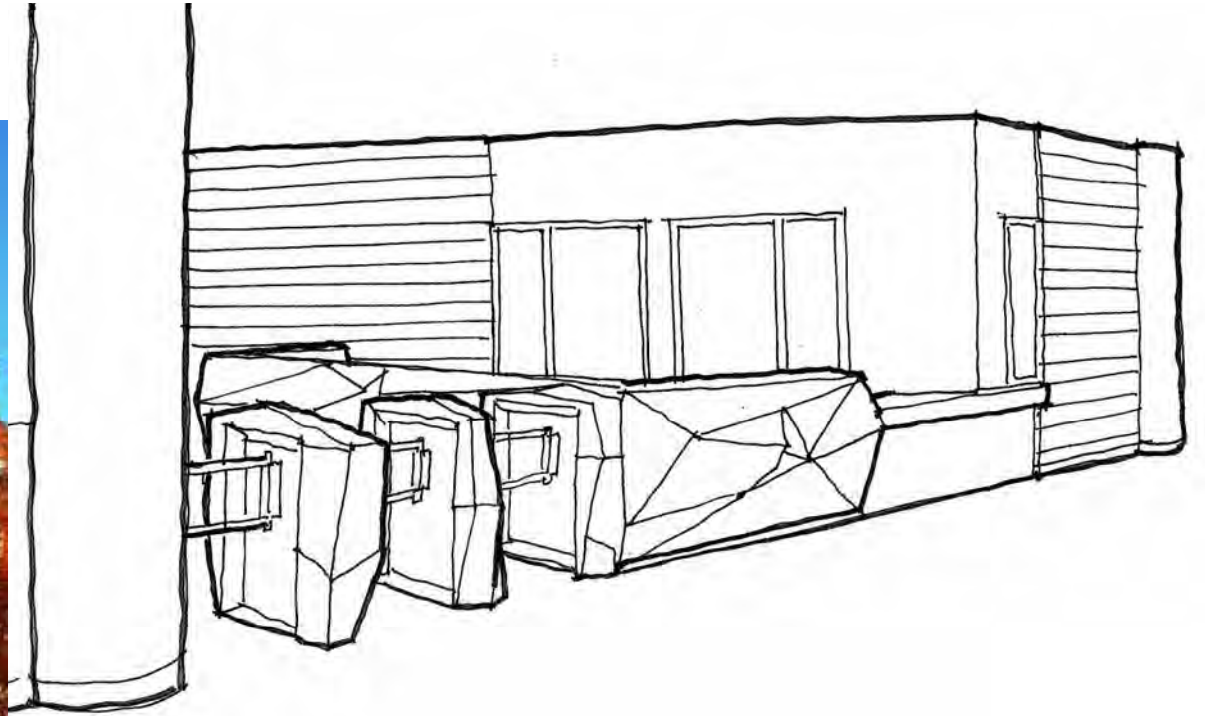
Railing - Branding



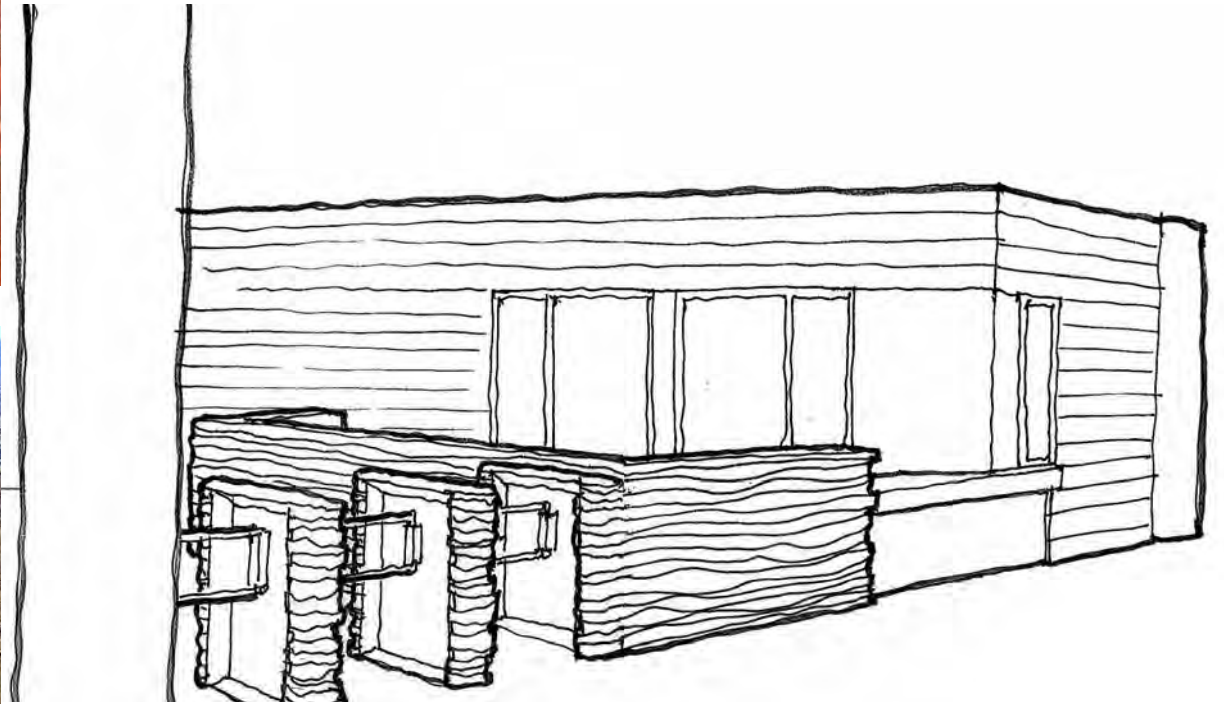
Concourse Windows



Red Rock Outfitters



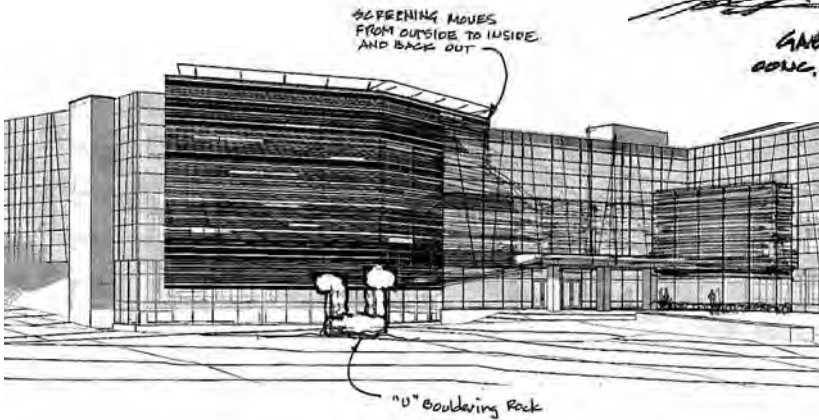
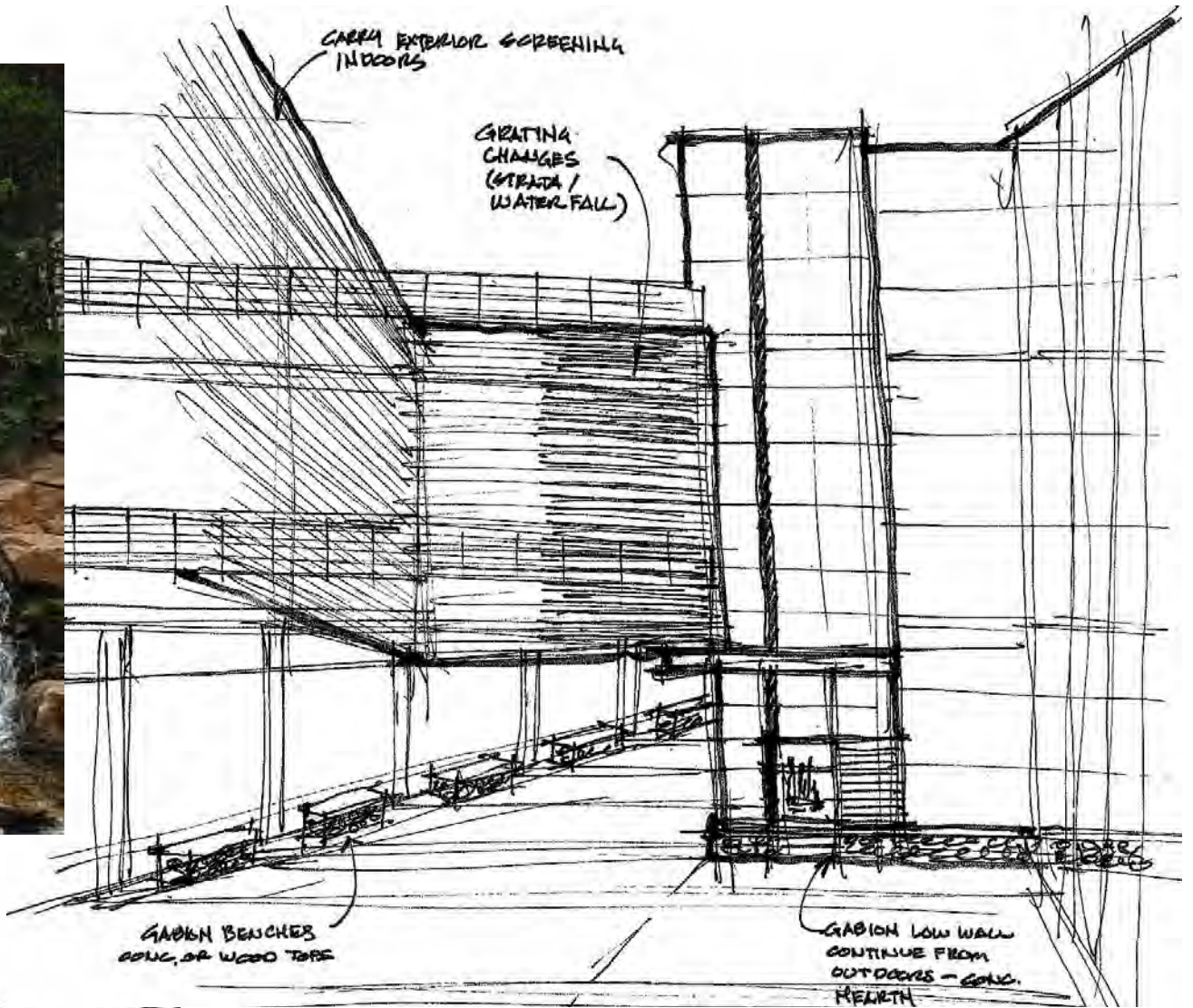
Control desk - Rock



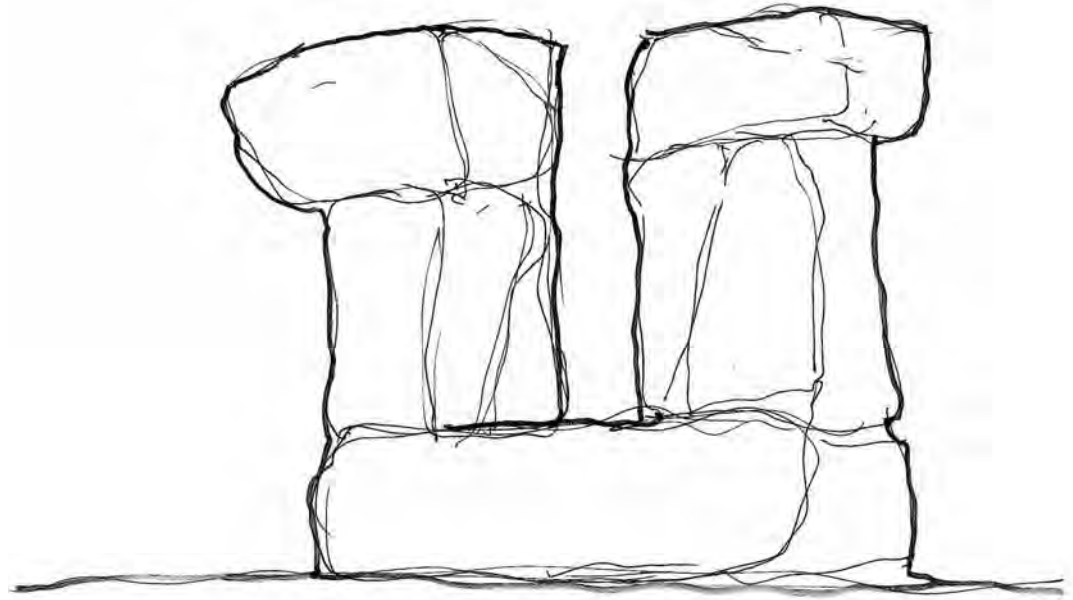
Control Desk - Strata



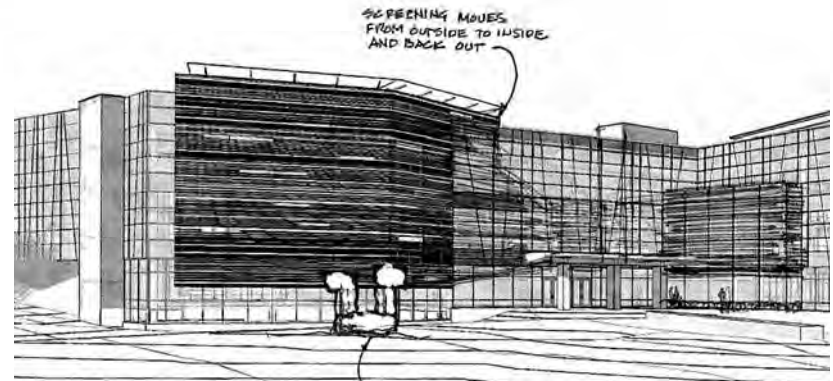
Control Desk - Stone



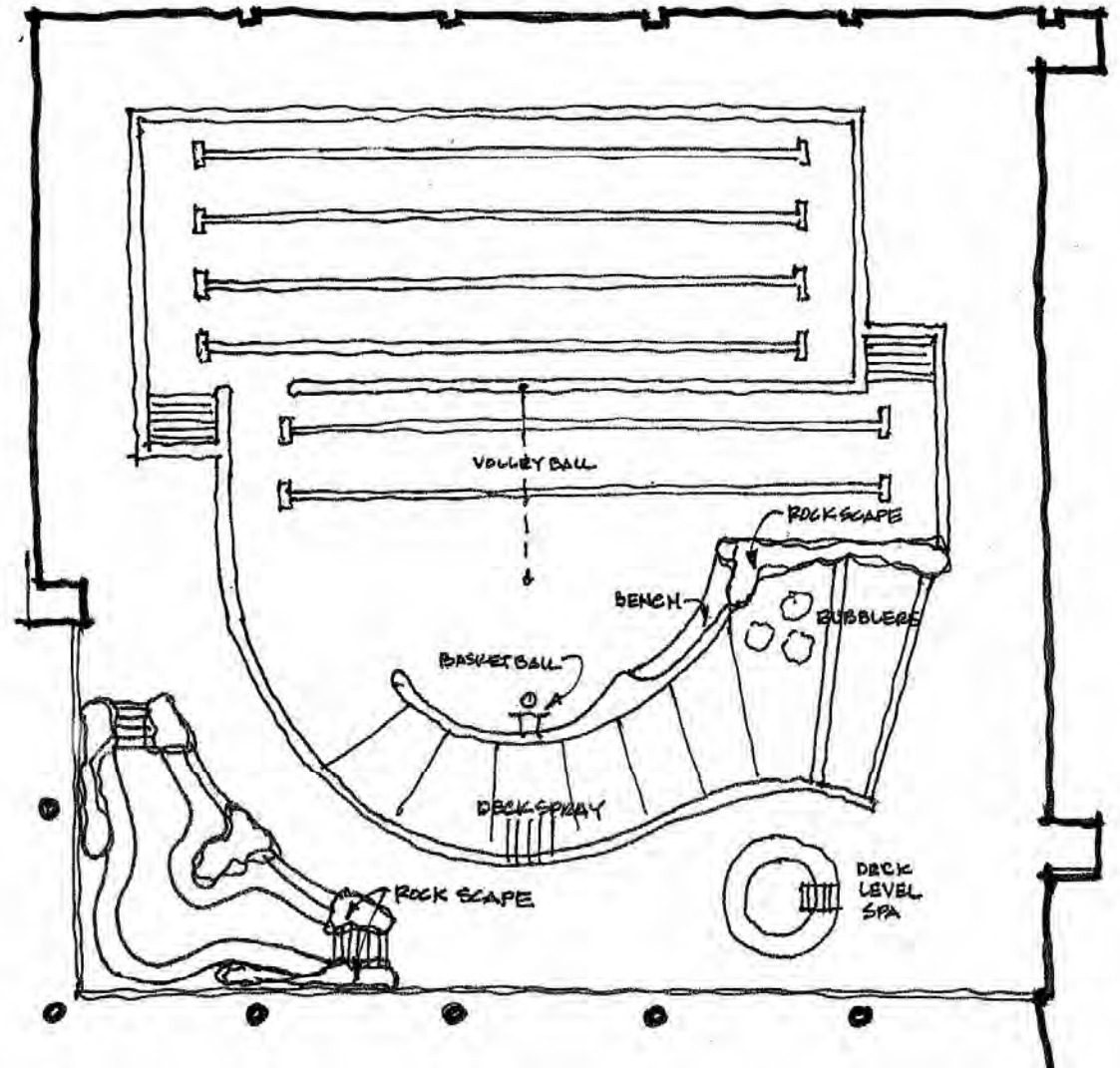
Lounge Fireplace



Bouldering Rock



Outdoor Climbing



Pool Layout



Interior Perspective - Outdoor Activities
Student Life Center



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Final Concepts



Interior Perspective - Entry Lobby
Student Life Center



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Interior Perspective - Multi-Purpose Gym
Student Life Center



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Interior Perspective - Natatorium
Student Life Center



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Interior Perspective - Fitness Center
Student Life Center



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Final Concepts

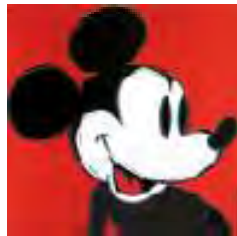
- Branding & Theming
 - Connects us to our institution
 - Positively effects behavior
 - Doesn't cost that much

- OK if linked to athletics
- Creates memories and experiences
- Increase potential use



So What Do We Leave With

- Diane Dahlmann – Mizzou
- Rick Cravens – Columbus State
- Mary Bohlig – U of Utah
- Gene Sherry – Columbus State
- Andy Darling – Marshall University
- Laurie Betting – University of North Dakota
- Linda Knight – William & Mary



Thank You

Very Much



Question & Answers