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Spencerport Schools' District-Wide Signage Transformation



The Spencerport School District Sign Implementation Success Story

Client: Spencerport School District
Location: High School, Middle School and Elementary School Campuses, Spencerport, NY
Market: Educational Campus
Solution: Campus Wayfinding | Campus Branding

When one of the Rochester areas largest school districts needed to revitalize their aging signage system, ID Signsystems delivered a comprehensive solution that exceeded expectations. Within just six months, we transformed **Spencerport School District's** visual identity across their main campus—housing multiple schools—and remote facilities.

The Challenge

Spencerport School District's existing signage had become worn and faded, no longer reflecting their position as a dynamic educational institution. The project required a complete signage overhaul while maintaining daily school operations, including careful coordination around bus schedules and student activities.

The Solution

We implemented a sophisticated **design-build process** that began with a cloud-based survey of existing locations. Through stakeholder meetings and concept development, the team created a unique design that celebrated the school's mascot branding while ensuring practical functionality. The system was designed to be both adaptable and weather-resistant—crucial for Rochester's climate.

The manufacturing process incorporated:

- Advanced CNC and metal fabrication
- Specialized paint finishes
- Reflective vinyl graphics
- Flatbed digital printing
- Vacuum hole digging for minimal site disruption

Innovation in Implementation

IDS distinguishes itself through high-level 3D visualization and detailed engineering documentation, ensuring stakeholders could fully envision the completed system before fabrication began. This approach, combined with coordinated planning, allowed for seamless installation while the schools remained fully operational.

Results

The final implementation exceeded the client's original vision, delivering a cohesive signage system that enhanced navigation throughout the campus while elevating the district's visual presence. The Spencerport school signage project's success was particularly meaningful as several IDS team members are Spencerport alumni.

Before & After



The success at Spencerport stands as a testament to the power of reimagining how signage projects can be executed, setting a new standard for what clients can expect when partnering with ID Signsystems.

THE IDS PROCESS

1 Planning

- Stakeholder Planning
- Visual Site Survey
- Concept Exploration to Extract the Client's DNA

2 Development

3 Design Visualization

4 Manufacturing & Installation



IDS partnered with **Essential Constructs** who provided Spencerport School District a streamlined purchasing solution to the cumbersome and time-consuming bidding process.

Essential Constructs facilitates Cooperative Procurement contracts by helping to facilitate and administer cooperative purchasing networks (COOPs) for schools, government facilities, municipalities, and any public entity that falls under the General Municipal Law, delivering these purchasing advantages:

- Works with local and owner-preferred contractors
- Projects completed on time and on-budget
- Cost savings & enhanced cost visibility
- Fewer change orders and reduced deferred maintenance backlog
- Construction completed in the same calendar year
- Reduced administrative burden
- Project transparency

CONTACT ESSENTIAL CONSTRUCTS