

WAY FINDING

2018

PLANNER

MENU**STRATEGY**

ESTRATEGIA

VISUAL ELEMENTS

ELEMENTOS VISUALES

PREPLANNING

PREPLANEANDO

INSTRUCTIONS

INSTRUCCIONES

IMPLEMENTATION

IMPLEMENTACION



2018 **PLANNER** **WAYFINDING** - OVERVIEW

STRATEGIC OVERVIEW

- Use store wayfinding to improve the overall Customer Experience. Elements in this rollout are designed to help her find her way throughout the store and are bilingual.
- Read through the entire planner before assembling signs as it contains key information and planning guidelines for permanent placement of all elements.
- Navigation signs include a variety of department names, along with interchangeable directional arrows that will allow stores flexibility to easily adapt the program to their layout.
 - Signing helps provide awareness to new businesses such as Mattresses and Appliances.
- It also helps guide customers to frequently asked for areas such as restrooms and fitting rooms.

WAYFINDING ELEMENTS

1. Floor Standing Pylons at entrance (single level stores) and escalators/elevators (multi-level stores).
2. Hanging Wayfinding at key intersections with interchangeable department slides and directional arrows.
3. Hanging Large Checkout Signs above quad wraps and large checkout areas
4. Hanging Specialty Signs dedicated to:
 - Restrooms
 - Fitting Rooms
 - Elevators
 - Escalators

CLICK HERE for Store List

NOTE: The 2018 Wayfinding Rollout store list consists of all multilevel 1A-3A Box stores that do not already have a 3D wayfinding system in place. The 2018 rollout list prioritized these stores based on complexity of layout and customer navigation. If you have any questions regarding the store list, please submit a Two-Way Support Communication, Category: Store Environment.

2018 **PLANNER** WAYFINDING - OVERVIEW

STRATEGIC OVERVIEW

[CLICK HERE](#) for Wayfinding Load Plan

KEY DATES

5/16-5/25	In-Store date
6/1	Complete Wayfinding SET

TOOLS

- 8 ft. ladder for 10 ft.-12 ft. ceiling heights
- 10 ft. ladder for 14 ft. ceiling heights
- Box Cutters
- Wire Cutters
- Needle Nose Pliers
- Barnacle Clips
- Measuring Tape
- Dusting Cloths (to wipe fingerprints off after hanging)
- Trash Bags
- Rolling cart for laying out all graphic inserts, tools, and assembly

ELEMENTS BY STORE

Stores will receive different quantities of each Wayfinding element based on Box Type and number of store levels.

HOURS BY STORE

- The hours listed below take into account: pre-planning, unboxing, organizing, installation, hanging, and cleanup

STORE BOX	APPROXIMATE HOURS
1A	40
2A	40
3A	32

STEPS FOR EXECUTION

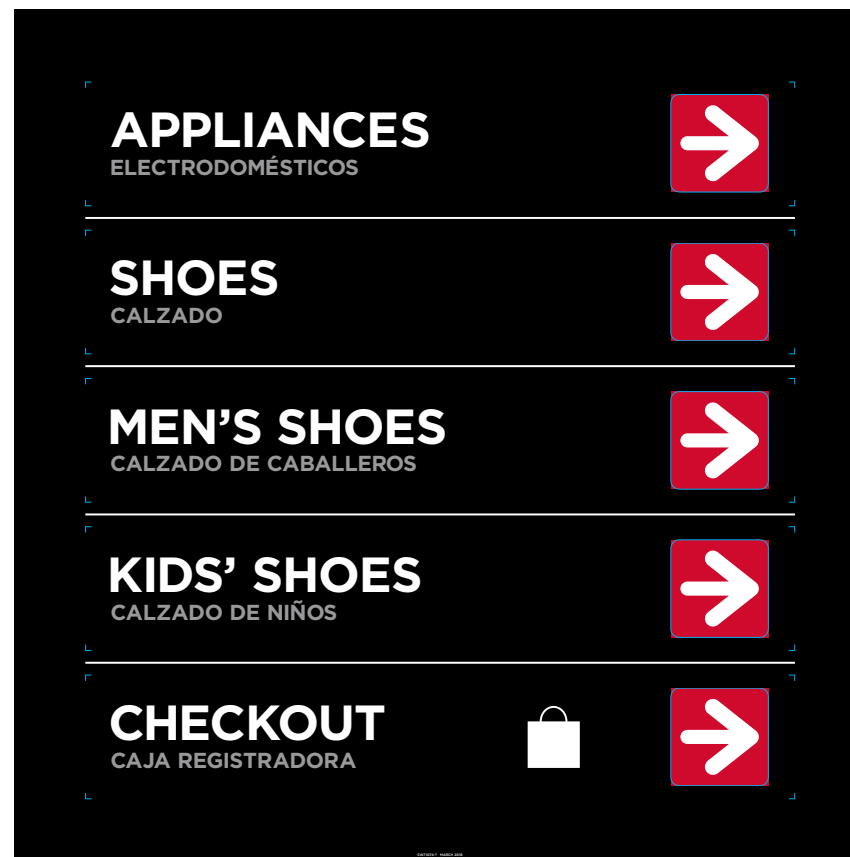
SIGN LOCATION AND PLACEMENT

- Plan the delivery of pallets.
 - Ensure stockroom space is available to receive the shipment.

Pallet #1		Pallet #2	
DIM's		DIM's	
84x40x50		58x40x54	
Pallet Qty	Pallet Wgt	Pallet Qty	Pallet Wgt
1	900	1	500



- Pre-Plan location for each sign
 - Review the elements you will receive
 - Use a floor plan to mark each location for each sign based on guidelines provided.
 - Walk the floor to decide best way finding inserts to use on each side of the hanging navigational signs.
 - Build sign inserts for both sides of each hanging navigation sign based on guidelines and your store's layout and guidelines/priorities provided.
- Complete a final review and ensure all signs are used and that navigation is effective in helping her find her way.

2018 PLANNER **WAYFINDING** - VISUAL ELEMENTS**25" X 24" NAVIGATION SIGNS**

SW71074-15
HANGING NAVIGATION SIGN
(SHELL)
25" X 24"

* USES REPOSITIONABLE MAGNETIC ARROWS

* USES REPOSITIONABLE MAGNETIC ARROWS



SW71074-12
Magnetic ARROW
2.75 X 2.75"



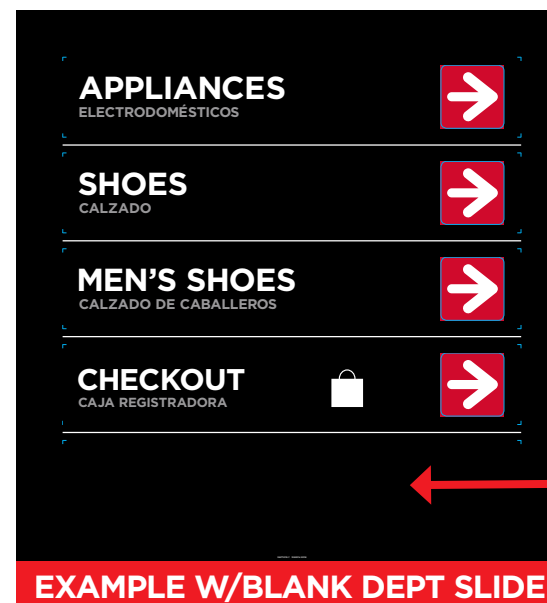
SW71074-14
MAGNETIC BLANK
SQUARE
2.75 X 2.75"



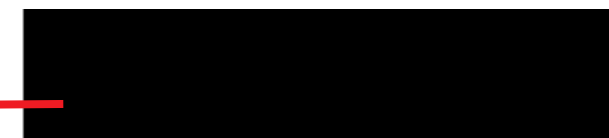
SW71074-13
Magnetic ARROW
2.75 X 2.75"

In rare occasions when
slot cannot be filled,
blank sides should be
used to fill the sign.

When using a blank
department slide, do
NOT use a red arrow.



EXAMPLE W/BLANK DEPT SLIDE




SW71074-57
BLANK DEPT SLIDE
15.75 X 3.5"

2018 PLANNER **WAYFINDING** - VISUAL ELEMENTS**DEPARTMENT SLIDES****39 UNIQUE COMPONENTS**

FOR NAVIGATIONAL HANGING SIGNS

15.75" X 3.5"



SW71074-14
MAGNETIC BLANK
SQUARE
2.75 X 2.75"

JCP.COM PICKUP
ENTREGA DE PEDIDOS

SW71074-21

HOME
HOGAR

SW71074-22

APPLIANCES
ELECTRODOMÉSTICOS

SW71074-23

BEDDING & BATH
ROPA DE CAMA & BAÑO

SW71074-24

MATTRESSES
COLCHONES

SW71074-25

FURNITURE
MUEBLES

SW71074-26

WINDOW COVERINGS
CORTINAS

SW71074-27

IN-HOME CUSTOM WINDOW
CORTINAS Y PERSIANAS A LA MEDIDA

SW71074-28

WOMEN'S APPAREL
ROPA DE DAMAS

SW71074-29

DRESSES
VESTIDOS

SW71074-30

PETITES
PETITE

SW71074-31

WOMEN'S PLUS
TALLAS PLUS

SW71074-32

INTIMATES
ROPA ÍNTIMA

SW71074-33

HANDBAGS
BOLSAS

SW71074-34

WOMEN'S SHOES
CALZADO DE DAMAS

SW71074-35

WOMEN'S ACCESSORIES
ACCESORIOS DE DAMAS

SW71074-36

JUNIORS
JOVENCITAS

SW71074-37

FINE JEWELRY
JOYERÍA FINA

SW71074-38

SALON
SALÓN DE BELLEZA

SW71074-39

SALON BY INSTYLE
SALÓN DE BELLEZA INSTYLE

SW71074-40

SEPHORA

SW71074-41

PORTRAIT STUDIO
ESTUDIO FOTOGRÁFICO

SW71074-42

MEN'S APPAREL
ROPA DE CABALLEROS

SW71074-43

MEN'S SHOES
CALZADO DE CABALLEROS

SW71074-44

BIG & TALL
TALLAS GRANDES

SW71074-45

OPTICAL
ÓPTICA

SW71074-46

OFFICES
OFICINAS

SW71074-47

CHECKOUT
CAJA REGISTRADORA

SW71074-48

ELEVATOR
ASCENSOR

SW71074-49

ESCALATOR
ESCALERAS ELÉCTRICAS

SW71074-50

FITTING ROOMS
PROBADORES

SW71074-51

KIDS' APPAREL
ROPA DE NIÑOS

SW71074-52

KIDS' SHOES
CALZADO DE NIÑOS

SW71074-53

DISNEY STORE
TIENDA DISNEY

SW71074-54

SHOES
CALZADO

SW71074-55

RESTROOMS
BAÑOS

SW71074-56



SW71074-57

CLEARANCE CENTER
ÁREA DE LIQUIDACIÓN**DESTROY SW71074-58**

Destroy the "Clearance Center"
sign (SW71074-58) inserts.
ONLY use "Clearance" sign
(SW71583-1) inserts.

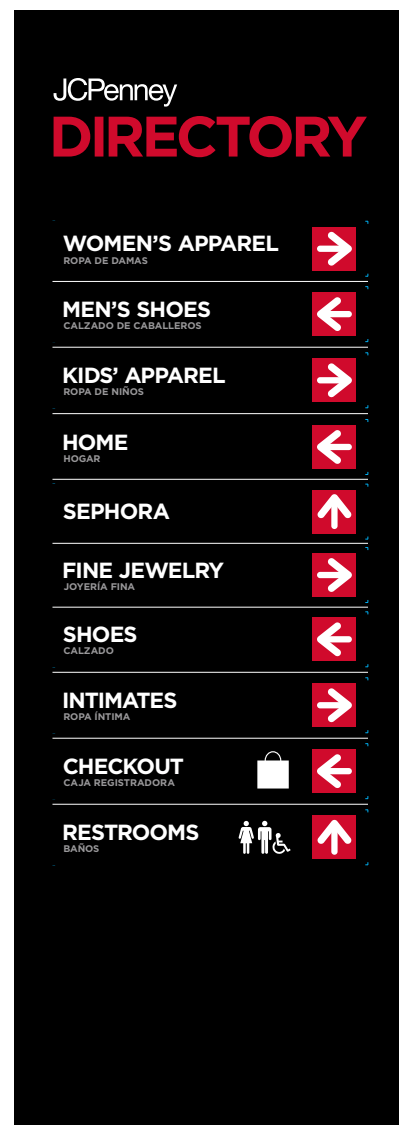
CLEARANCE
LIQUIDACIÓN

SW71583-1

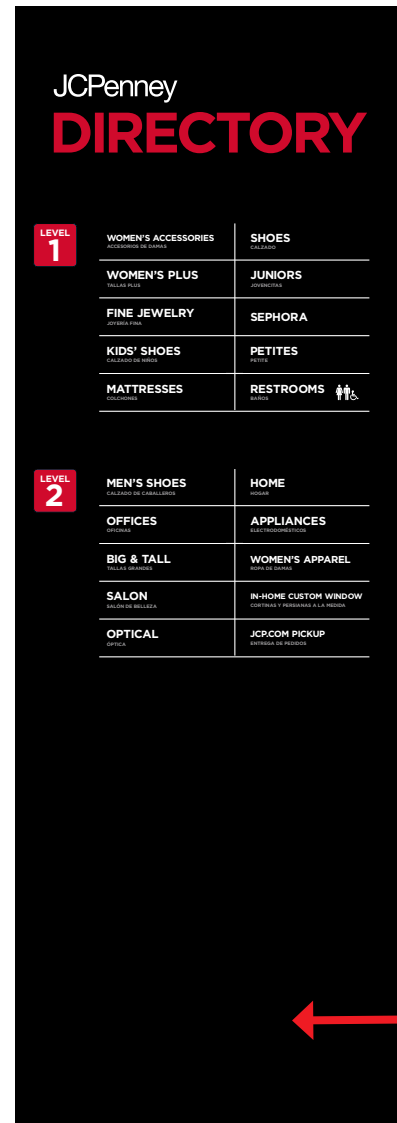
Department Slides listed on this page will be utilized with the
Single Level Pylons and 25" X 24" Navigational Signs.

2018 PLANNER WAYFINDING - VISUAL ELEMENTS

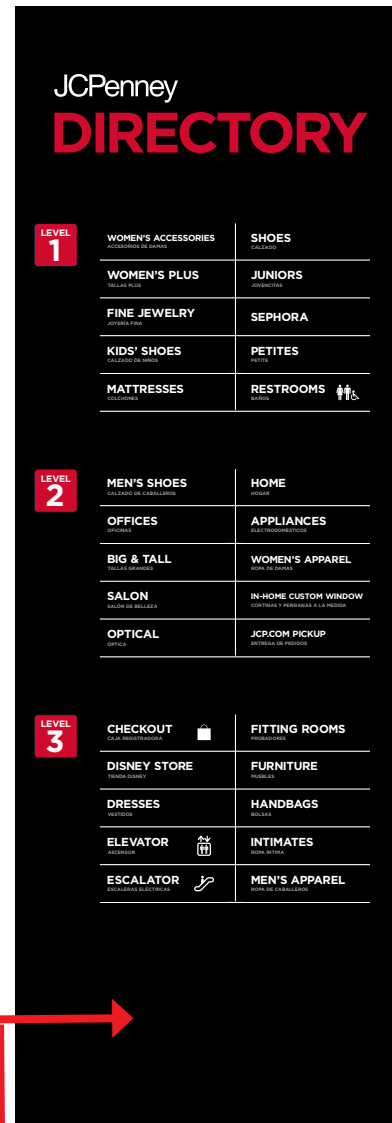
PYLONS



SW71074-1
SINGLE LEVEL PYLON
25" X 72"



SW71074-2
TWO LEVEL PYLON
25" X 72"



SW71074-2
THREE LEVEL PYLON
25" X 72"

**Use Multi
Level Pylons at
elevators and
escalators, NOT at
store entrances.**

MAGNETIC LEVELS

2.75" X 2.75"



SW71074-4



SW71074-5

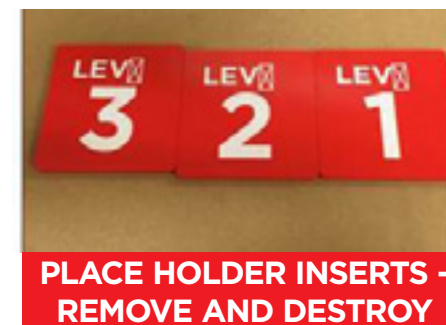


SW71074-6

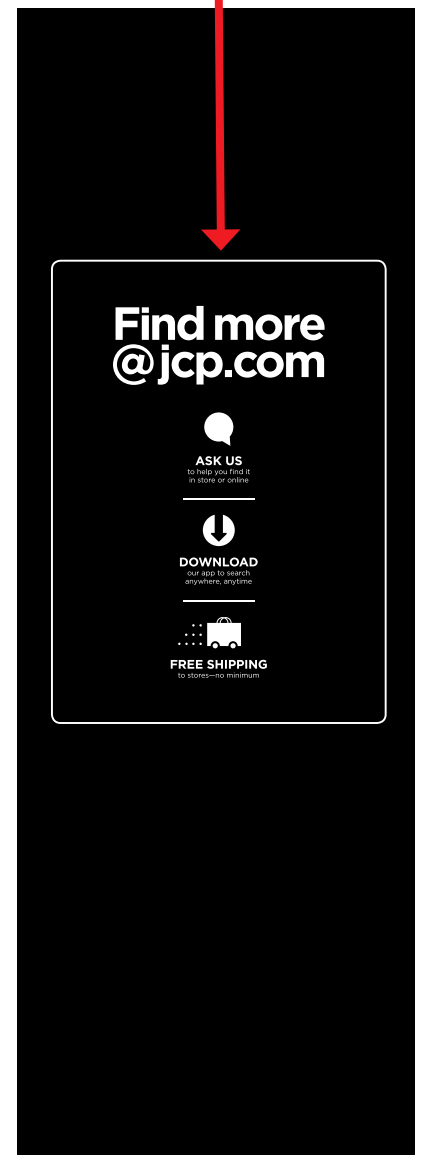


SW71074-7

**NOTE: Place holder
inserts were sent to
stores with glyphs,
remove and destroy
these inserts.
The correct inserts
shown above were
sent in a separate
package.**



**A Findmore
graphic will be
inserted into the
frame on the back
of each pylon.**



SW71074-8
**BACK OF PYLON
(W/FRAME)**
22" X 28" INSERT (24PT)

2018 **PLANNER** **WAYFINDING** - VISUAL ELEMENTS**MULTI LEVEL PYLON SLIDES**

SW71074-11

38 UNIQUE COMPONENTS FOR PYLON (SET OF 38)

(2 & 3 LEVEL INSERTS)

8" X 2.25"

JCP.COM PICKUP
ENTREGA DE PEDIDOS**ELEVATOR**
ASCENSOR**JUNIORS**
JOVENCITAS**PETITES**
PETITE**WOMEN'S APPAREL**
ROPA DE DAMAS**APPLIANCES**
ELECTRODOMÉSTICOS**ESCALATOR**
ESCALERAS ELÉCTRICAS**KIDS' APPAREL**
ROPA DE NIÑOS**PORTRAIT STUDIO**
ESTUDIO FOTOGRÁFICO**WOMEN'S ACCESSORIES**
ACCESORIOS DE DAMAS**BEDDING & BATH**
ROPA DE CAMA & BAÑO**FITTING ROOMS**
PROBADORES**KIDS' SHOES**
CALZADO DE NIÑOS**RESTROOMS**
BAÑOS**WOMEN'S PLUS**
TALLAS PLUS**BIG & TALL**
TALLAS GRANDES**FURNITURE**
MUEBLES**MATTRESSES**
COLCHONES**SALON**
SALÓN DE BELLEZA**WOMEN'S SHOES**
CALZADO DE DAMAS**CHECKOUT**
CAJA REGISTRADORA**HANDBAGS**
BOLSAS**MEN'S APPAREL**
ROPA DE CABALLEROS**SALON BY INSTYLE**
SALÓN DE BELLEZA INSTYLE**SALON BY INSTYLE**
SALÓN DE BELLEZA INSTYLE**IN-HOME CUSTOM WINDOW**
CORTINAS Y PERSIANAS A LA MEDIDA**HOME**
HOGAR**MEN'S SHOES**
CALZADO DE CABALLEROS**SEPHORA****DISNEY STORE**
TIENDA DISNEY**INTIMATES**
ROPA ÍNTIMA**OFFICES**
OFICINAS**SHOES**
CALZADO**CLEARANCE CENTER**
ÁREA DE LIQUIDACIÓN**DRESSES**
VESTIDOS**FINE JEWELRY**
JOYERÍA FINA**OPTICAL**
ÓPTICA**WINDOW COVERINGS**
CORTINAS

Components listed on this page will be utilized with the Multi Level Pylons.
Stores will receive a set of 39 components for each pylon.

**Destroy the "Clearance Center"
sign inserts.
ONLY use "Clearance" sign
(SW71583-2) inserts.**

CLEARANCE
LIQUIDACIÓN

SW71583-2

2018 PLANNER **WAYFINDING** - VISUAL ELEMENTS

INFORMATIVE SIGNS

CHECKOUT

CAJA REGISTRADORA

Place 72" X 14" X 2" Hanging Checkout Sign over Quad or large Checkouts.

SW71074-20
CHECKOUT SIGN
72" X 14" X 2"

HANGING INFORMATIVE SIGN 19.75" X 19.75" (20" X 20")



SW71074-9



SW71074-10

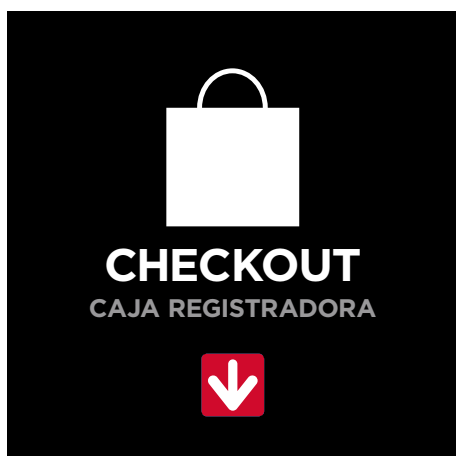


SW71074-16

All hanging
informative
signs include
re-positionable
arrow.



SW71074-17



SW71074-18
Place Checkout sign over
mobile carts



SW71074-19

* USES REPOSITIONABLE MAGNETIC ARROWS



SW71074-4
MAGNETIC ARROW
2.75" X 2.75"

2018 PLANNER **WAYFINDING - PLANNING**

FIRE CODE GUIDELINES

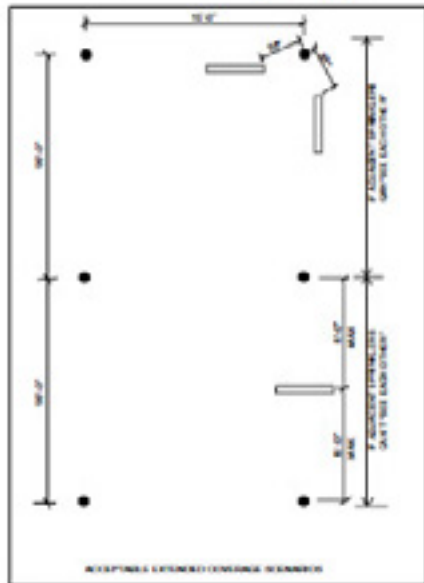
- When placing NEW Wayfinding hanging signs, ensure the signs aren't blocking sprinklers, cameras, lights, and Exit signs.
- The example to the right is where **NOT** to place a Wayfinding sign. →
- In this example, the sign should be moved over to the left one grid, so it isn't blocking the line of sight for the camera and spray area for the sprinkler.
- Stores with ceiling heights at or below 11 feet should reference the Fire Code maps below.
- Wayfinding signs should not block any alarm IR devices.
- Work with your Asset Protection Team on any issues to ensure all shrink prevention devices are in full working order.



BIG RULES - FIRE CODE

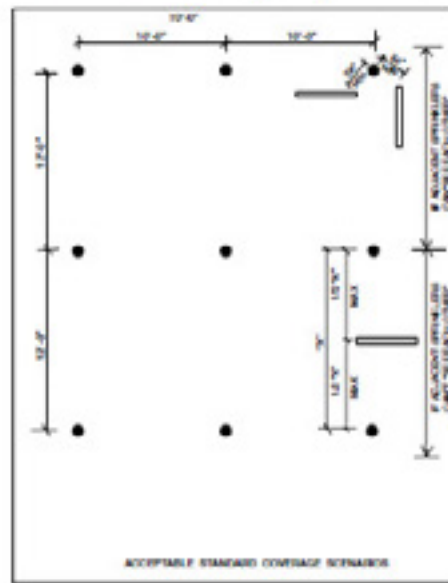
PLEASE REFER TO THIS INFORMATION IF YOU HAVE CEILINGS AT OR BELOW 11 FT.

Extended Coverage: Sprinklers are 16 ft. on center



- If Wayfinder is between sprinklers and the line of sight between sprinklers is interrupted, the Wayfinder must be in the middle, 8 ft. from each sprinkler.
- If the Wayfinder is not blocking the line of sight between sprinklers, it must maintain a 3 ft. minimum distance from corner of Wayfinder to sprinkler.

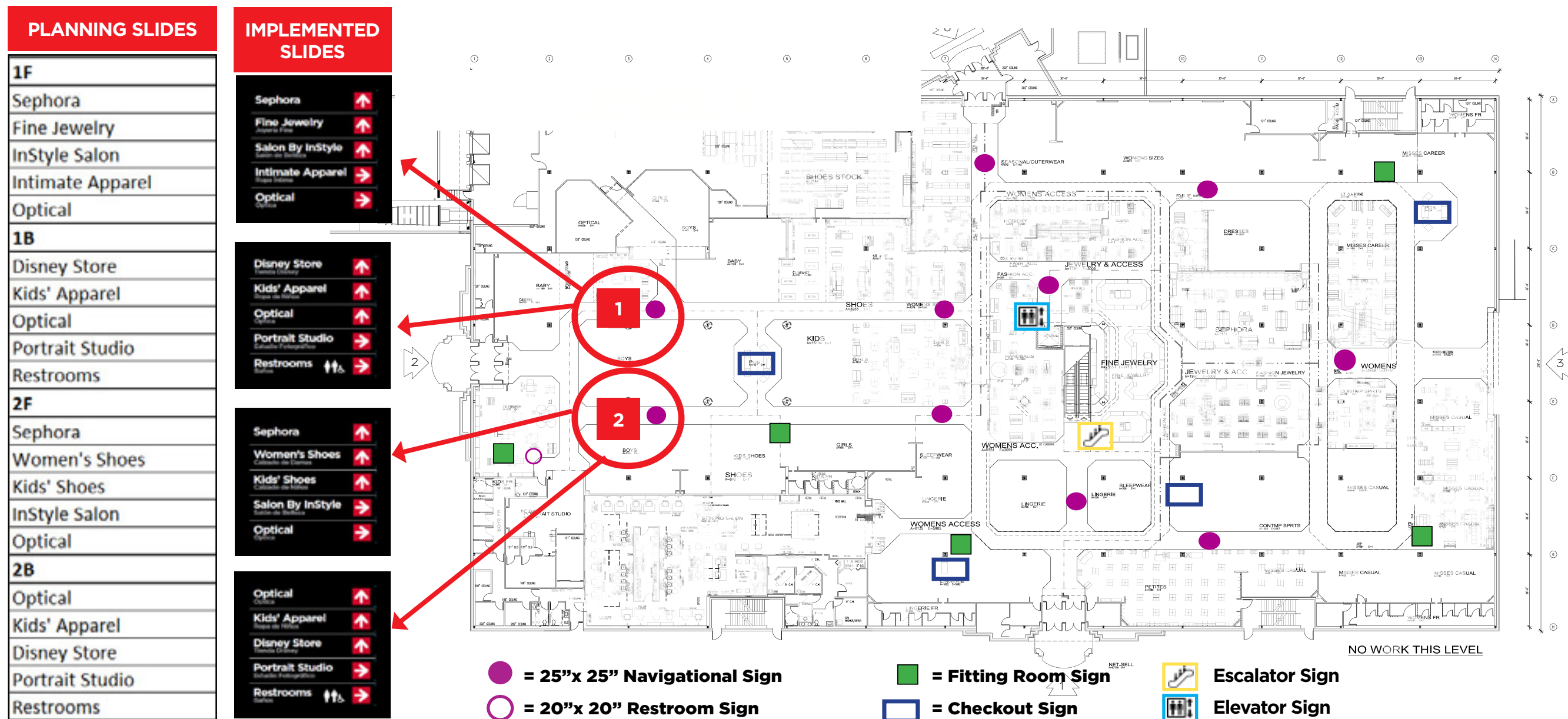
Standard Coverage: Sprinklers are less than 16 ft. on center.



- If Wayfinder is between sprinklers and the line of sight between sprinklers is interrupted, the Wayfinder must be in the middle: half the distance between sprinklers.
- If the Wayfinder is not blocking the line of sight between sprinklers, it must maintain a 2 ft. minimum distance from corner of Wayfinder to sprinkler.

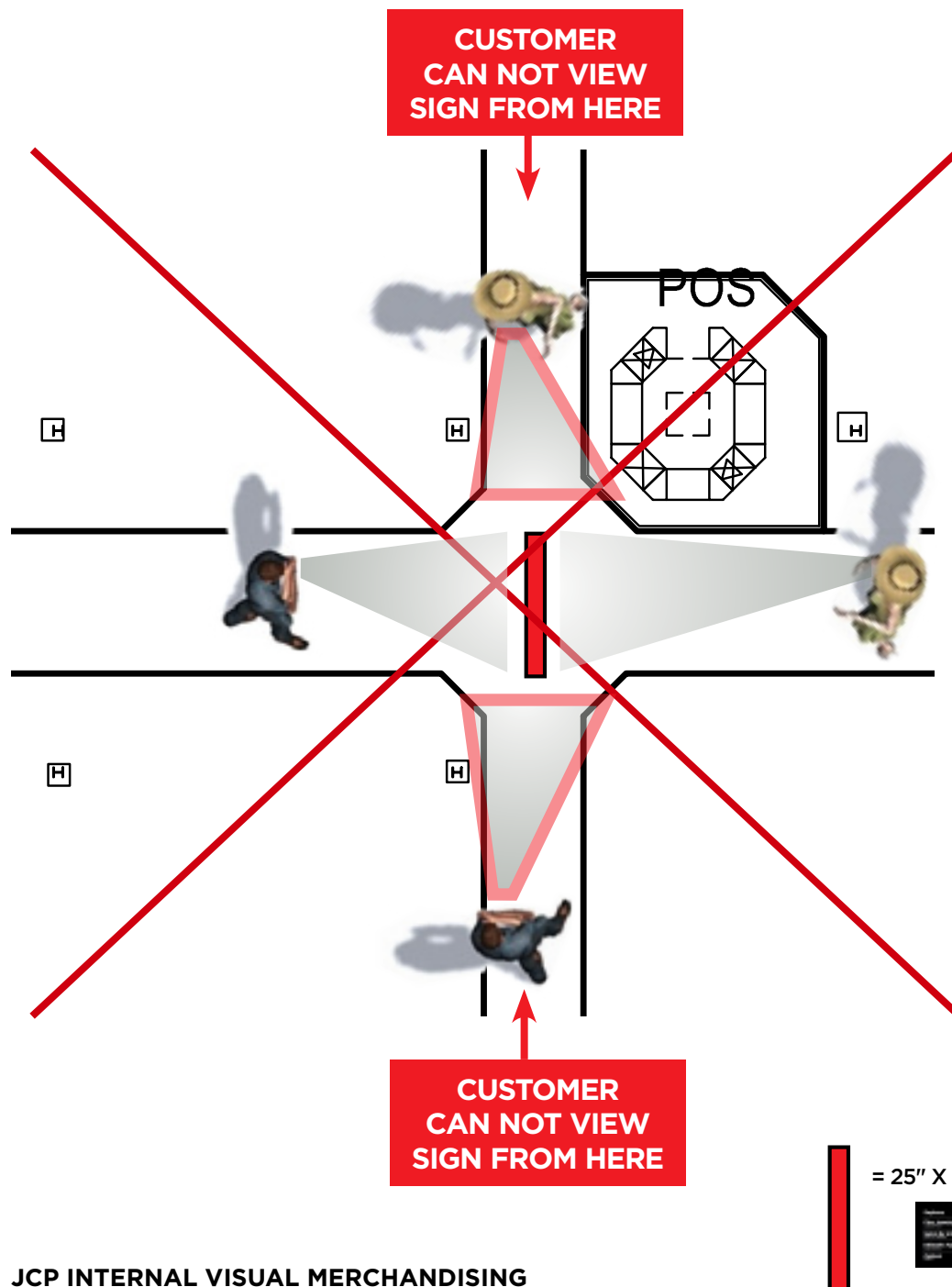
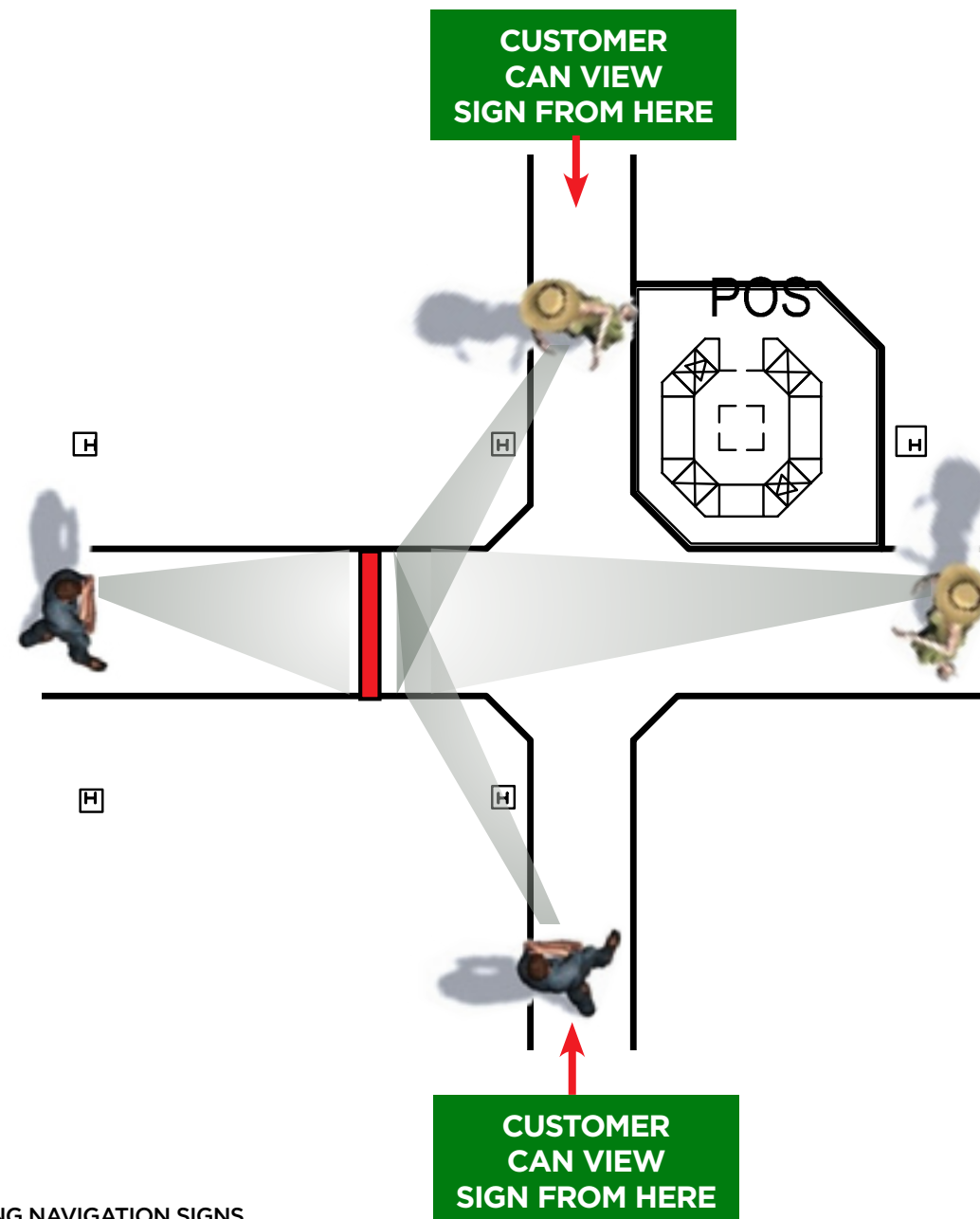
2018 **PLANNER** **WAYFINDING - PLANNING****FLOOR PLANS**

- Walk the floor and map out where to hang the 25" X 24" navigation signs.
- Standing in the "front" (side facing the closest entrance) of where the sign will be placed, map out department slides to use within the 5 slots.
- The same process should be followed when planning departments to use on the "back" side of the sign. See example shown below.
- The map has been marked with 25" X 24" Hanging Navigation signs, Informative signs (Restrooms, Checkouts, and Fitting Room), Checkout signs and Pylons.
- The department slides have been planned ahead on paper/iPad for the front (F) and back (B) sides of the navigation signs, making assembly easier and faster prior to placing in the 25" X 24" Hanging Navigation signs.



2018 PLANNER **WAYFINDING - PLANNING**

25" X 24" HANGING NAVIGATION SIGNS

DO NOT SET LIKE THIS**SET LIKE THIS**

2018 PLANNER **WAYFINDING - PLANNING****25" X 24" HANGING NAVIGATION SIGNS**

- Use generic division callouts (Ex. Kids' Apparel, Men's Apparel) when not in those departments.
- Use specific areas (Ex. Women's Accessories, Petites, Men's Shoes) when in the respective divisional floor space.

SLIDES ARE PLACED TOP TO BOTTOM WITHIN THE PANEL AS FOLLOWS:

**1st PRIORITY**

- **Arrows** – Group slides together that show arrows going the same direction.
 - Ex: If Women's Sizes and Dresses are both to the right, group the slides together since the arrows will both be pointing right.

**2nd PRIORITY**

- **Departments** – After prioritizing by arrows, departments are the second most important.
 - Ex: If your sign has Custom Window, Window Coverings should be listed first because Custom Window is within the Window department.

**3rd PRIORITY**

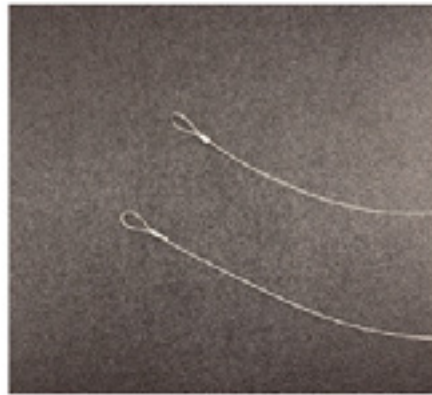
- **Adjacencies** – If you're standing right next to a department as you're looking at the sign, consider putting another slide in its place.
 - Ex: If you're standing in Intimate Apparel as you look at the sign, consider putting in another department that you're not standing next to but want to direct customers towards.

2018 PLANNER **WAYFINDING** - IMPLEMENTATION

HANGING SIGNS

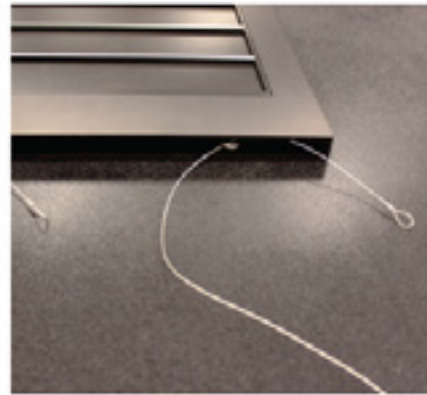
CONTENTS:

- 2X Rise Cable Locks
- 2X Braided Wires
- 1X Hanging Signage



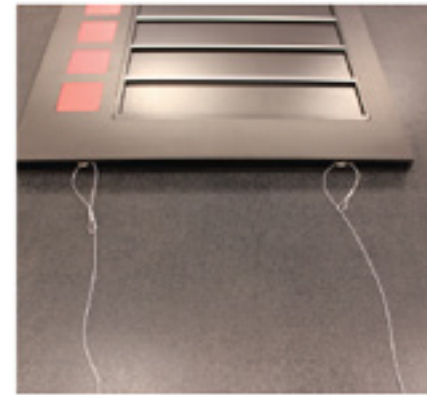
STEP 1

- Un-Coil the braided cable.



STEP 2

- Thread the braided cable through the eyelet.



STEP 3

- Then thread the braided cable through the loop at the end of the braided cable.



STEP 4

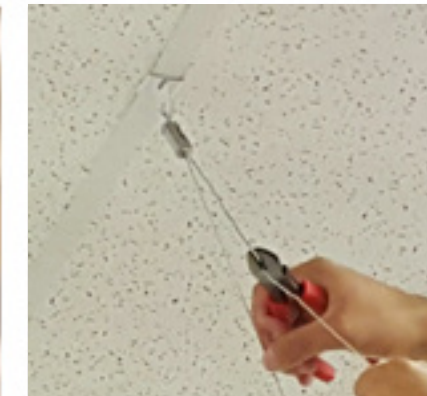
- Feed the braided cable through the Rise locks. While paying attention to the arrows on the side.



STEP 5

- Either loop onto ceiling truss or into a drop down ceiling clip. Then feed the braided cable through the other side of the Rise lock.

NOTE: UTILIZE 2 BARNACLE CLIPS PER CABLE TO ENSURE MAXIMUM HOLD AND SAFETY.

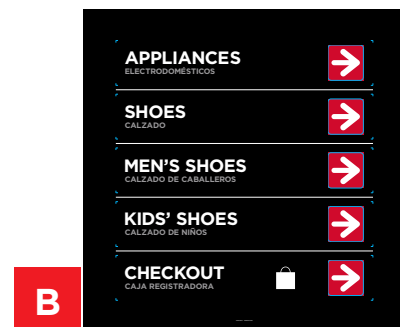


STEP 6

- Adjust the height and make sure the signage is level. Now trim the excess cable.

HANGING SIGNS

- a) Information Sign
- b) Navigation Sign
- c) Checkout Sign



2018 PLANNER **WAYFINDING** - IMPLEMENTATION**25" X 24" NAVIGATION SIGNS****SLIDING IN THE DEPARTMENT SIGNS****STEP 1**

- Prepare the signs you will be putting in the fixture.

STEP 2

- Pull the magnetic sheet off of the unit. Slide in the relevant departments into the insert. Once all department are in, press the insert back into place.

STEP 3

- Use the magnets to connect the sign holder into place.

Pre-plan which department slides will be used in ALL 25" X 25" navigation signs before assembly.

CHANGING THE DIRECTIONS OF THE ARROWS**STEP 1**

- To change the directions of the arrows press on the right side of the arrow. The arrow will popout of the channel.

**STEP 2**

- Place the arrow in the new direction..

2018 PLANNER **WAYFINDING** - IMPLEMENTATION**25" X 24" HANGING NAVIGATION SIGNS**

- If a side of the 25" X 25" Navigational sign is facing an exit, still fill in as many slots with department slides as possible.
- Mount the airline cables to barnacle clips used on the ceiling grid to hang Wayfinding signs. Intent is to be **96"** from the ground.



Be sure to wipe fingerprints off of the Navigation signs after hanging.

NOTE

- **DON'T** block the Wayfinding signs with other hanging elements, like trend zone collateral and event signage.

On average it should take **2 associates** **15 minutes** to hang each Navigation sign. Assign 1 associate to hang the sign and 1 to measure distance from the ground and determine if the sign is hanging straight.

2018 **PLANNER** **WAYFINDING - IMPLEMENTATION****20" X 20" HANGING INFORMATIVE SIGNS**

- 20" X 20" Informative signs hang at or near each public restroom entrance.
- If the restroom black lettering is highly visible from one direction, place the sign perpendicular so that it will be visible from the other approached direction. Rotate the directional arrow toward the restroom(s).

**Hang Informative Sign
102" from the ground.**



- 20" X 20" Informative signs hang on the border of the department and main aisle.
- Signs should hang directly above the carpet line.

**Be sure to wipe
fingerprints off of the
Navigation signs after
hanging.**



- 20" X 20" Informative signs hang next to the escalator(s)/elevator(s).
- Do NOT hang these at entrances or in main aisles.
- Use the escalator and/or elevator slides within the 25" X 25" Navigation signs to direct customers from the entrances and main aisles.

2018 PLANNER **WAYFINDING** - IMPLEMENTATION**72" X 14" HANGING CHECKOUT SIGNS****102"**

- Hang large Checkout signs 102" from the ground.
- Center over Quads and large registers.
- Use (2) 4" Hangups/S-Hooks to hang the Rewards sign on the bottom of the Checkout sign.
 - The 4" Hangups/S-Hooks will hook into eyelets located at the bottom of the Checkout sign.
- **DON'T** hang the Rewards sign separately from the Checkout sign. The two must be hung together.

**EYELET**

2018 PLANNER **WAYFINDING** - IMPLEMENTATION

DIRECTIONAL PYLON

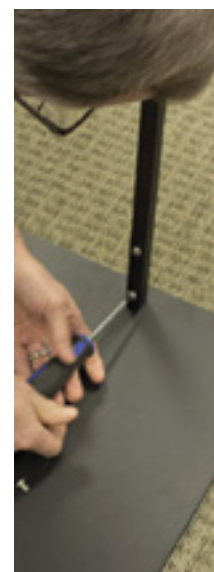
CONTENTS:

- Base
- Screws (4)
- Metal Bars (2)
- Directory Sign
- Department Inserts
- Back graphic



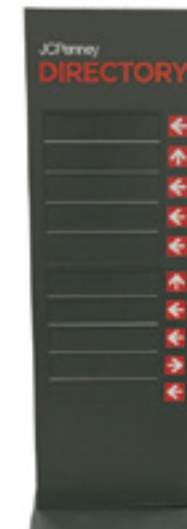
STEP 1

- Layout all the pieces.



STEP 2

- Slide the 2 metal bars onto and secure with screws.



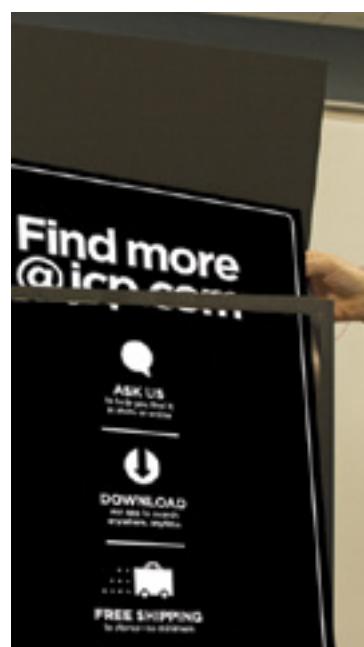
STEP 3

- Slide the Directory sign onto the metal bars.



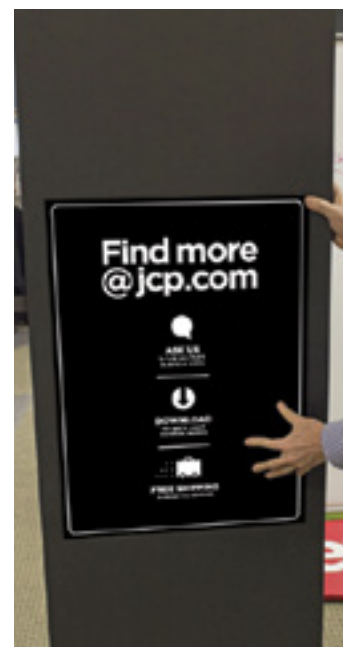
STEP 4

- Pull the magnetic insert off of the unit. Slide the relevant departments into the side of the insert. Once all departments are in, press the insert back into place. To change the directions of the arrows press on the right side of the arrow. The arrow will pop out of the channel.

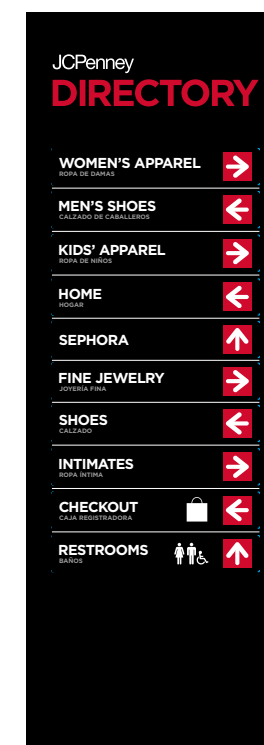


STEP 5

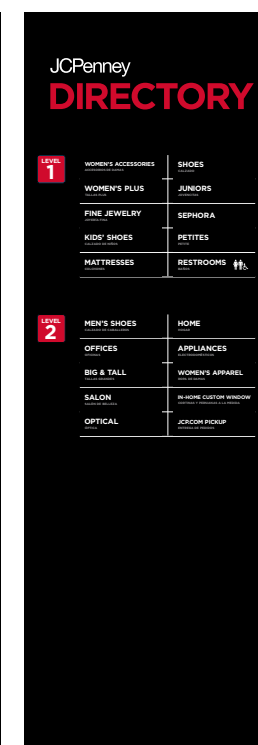
- Slide the back graphic into the channel frame until it sits within the frame.



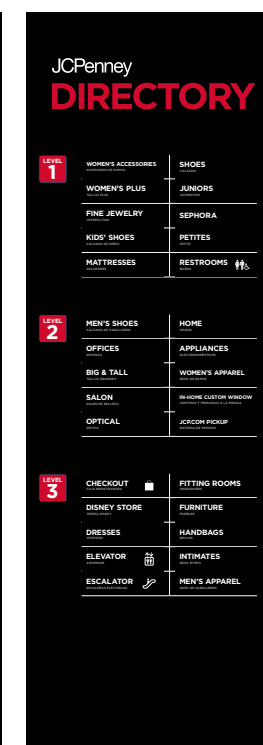
COMPLETED UNIT



SW71074-1
1 FLOOR
PYLON
25" X 72"



SW71074-2
2 FLOORS
PYLON
25" X 72"



SW71074-3
3 FLOORS
PYLON
25" X 72"

EACH INCLUDES LEVEL INSERTS

NOTE: Process is the same for all floor levels.

JCP INTERNAL VISUAL MERCHANDISING

LAST UPDATED: 06.08.18

STOREWIDE - 2018 PLANNER - 18

2018 PLANNER **WAYFINDING** - IMPLEMENTATION**SINGLE LEVEL STORE PYLONS**

- Place the single level pylon at the #1 main entrance.
- Utilize the extra 15.75" X 3.75" department slides to fill in the Single Level Pylon.

2018 PLANNER **WAYFINDING** - IMPLEMENTATION**MULTI LEVEL STORE PYLONS**

- Utilize multi level pylons next to escalators and elevators.
- **DO NOT** use the pylons at entrances and in major intersections.

JCPenney
DIRECTORY**LEVEL 1**WOMEN'S ACCESSORIES
ACCESORIOS DE DAMASSHOES
CALZADOWOMEN'S PLUS
TALLAS PLUSJUNIORS
JUNIORESFINE JEWELRY
JOYERIA FINA

SEPHORA

KIDS' SHOES
CALZADO NIÑOSPETITES
PETITASMATTRESSES
COLCHONESRESTROOMS
BAÑOS**LEVEL 2**MEN'S SHOES
CALZADO DE CABALLEROSHOME
HOGAROFFICES
OFICINASAPPLIANCES
REACTIVADORESBIG & TALL
TALLAS GRANDESWOMEN'S APPAREL
ROPA DE DAMASSALON
SALÓN DE BELLEZAIN-HOME CUSTOM WINDOW
CORTINAS Y PERSIANAS A LA MEDIDAOPTICAL
ÓPTICAJCP.COM PICKUP
ENTREGA DE PEDIDOS**SW71074-2**
2 FLOORS PYLON
25" X 72"

- Set pylon with Level 1 at the top.
- Pylons in all locations should be identical.