These five action points serve as the foundation of the First Impressions Program. These points incorporate everything from simple or limited improvements to full-scale renovation work. They are:

- **reduce clutter**
  Signs, posters, and newspapers should not be randomly placed around the lobby, walls, and columns. Signs and posters should be strategically placed to promote clarity and cleanliness.

- **consolidate functions**
  Group amenities by function and create centrally located business centers in the lobbies (mailboxes, ATMs, and retail).

- **unify signage**
  Create a clear, consistent system throughout the building.

- **streamline security**
  Create unobtrusive pockets of space in lobbies to provide for security needs. Outside, ensure that exterior security contributes to public spaces and blends in.

- **transform your image**
  Integrating architecture, interior, and graphic elements creates a welcoming professional environment. New lighting brightens dull, dark lobbies, and new materials complement existing conditions while refreshing tired, worn interiors.

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**U.S. General Services Administration**
Public Buildings Service
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The Design Excellence Program was established in 1994 to address the decline of Federal buildings and public spaces. By refreshing lobbies and redesigning public areas that welcome visitors while maintaining safe, quality environments, First Impressions is able to create lively spaces that foster collaboration and productivity.

The First Impressions Program fosters collaboration between property managers, project managers, and asset managers. It provides a strategic vision for design and construction projects, and emphasizes materials, methods, and equipment of proven sustainability. Properties, which are economical to operate, maintain, and are more cohesive in design, result in more efficient operations.

The First Impressions Program strengthens our assets, makes our buildings more profitable, and improves tenant satisfaction.