EXHIBIT B

Graphic & Wayfinding Design Services for UW Bothell & Cascadia College Campus

Campus Signage & Wayfinding Guide
and
Wayfinding Implementation Plan

GOAL

The goal of the plan is to develop a document that serves as a Campus blueprint and implementation of

1) an improved wayfinding signage system that makes the campus easier to navigate by students, faculty, staff and visitors, and 2) the identified network of accessible pathways to and from desirable locations.

Signage characteristics and technical specifications should meet ADA Title II requirements.

CAMPUS SIGNAGE GUIDE

Campus signage standards were established over the years and have been successful in creating a consistent approach to signage. They are out of date. Currently campuses has some wayfinding in place, the wayfinding consists of signs, maps and accessible route pavement markings from ADA parking stalls to pedestrian paths. The signage family requires updating to ensure current wayfinding needs are accommodated in a style that complements the original sign aesthetics. Developing map-based sign designs that can be strategically placed throughout campus to provide general wayfinding as the campus grows, and more specialized needs for accessible routes will be prioritized.

- Signage Audit – Verify wayfinding inventory related to UW Bothell and Cascadia College including photo records and location mapping of physical campus signage, identity, external building signage, and mobility related signage. Provide an overview of this and other campus information that may have an impact on the wayfinding experience, including advertising, event posters, interpretive panels, print and online maps.

- Sign Family – Develop a more complete signage family that complements the existing signs on campus while accommodating the increased demand for wayfinding signage with an emphasis on ADA access. The design of the family of physical sign structures should include their shape, proportion, content (including the campus map), materials, fabrication considerations, and placement. The sign family should include, at a minimum:
  - Map kiosks
  - Guide Signs
  - Building signs

- Signage Guide & Templates
Create a new signage guide for campus that includes detailed information about each sign in the family of signs, artwork requirements, and siting considerations. Generate standard sign templates
for each sign type in InDesign, or an equivalent program that can be readily adapted and used for new signage needs to hand off to fabricator for production.

- Sign types including sizes, shapes, colors, materials, poles and hardware.
- Letter sizes, fonts, heights, spacing and style.
- Design drawings and specifications. Provide preliminary pricing for the manufacturing of signs based on a cost estimate provided by a fabricator, including a description of which signs can be re-used. Signs should be designed to be durable and long lasting and explore the possibility of using recycled materials.
- Develop installation and mounting method requirements.

WAYFINDING LOCATION & IMPLEMENTATION PLAN
Each campus will implement wayfinding signage over time as new projects are constructed and as funding becomes available based on a Wayfinding Location & Implementation Plan for current and anticipated needs.

- Wayfinding Location & Implementation Plan - Develop an overall plan for new wayfinding on campus that specifically addresses accessibility using the sign typologies in the family of signs while ensuring that all necessary compliance measures with local, state, and federal codes (i.e, Zoning Ordinance and ADA) are met. The plan should include overall map showing sign locations and a key to sign types.
- Installation Details - Develop an implementation packet that includes detailed information for each sign as shown on the Wayfinding & Implementation Plan. Content should include sign type, layout, content and messaging, artwork, and site plan for each sign. The packet should also include fabrication intent drawings for each sign type, specifications, and typical installation details and notes.
- Prioritize the provision of signs by types and locations