

IN PROGRESS DRAFT FOR DISCUSSION

EXHIBIT B - CURRENT STATE & RECOMMENDATIONS

University of Washington Wayfinding

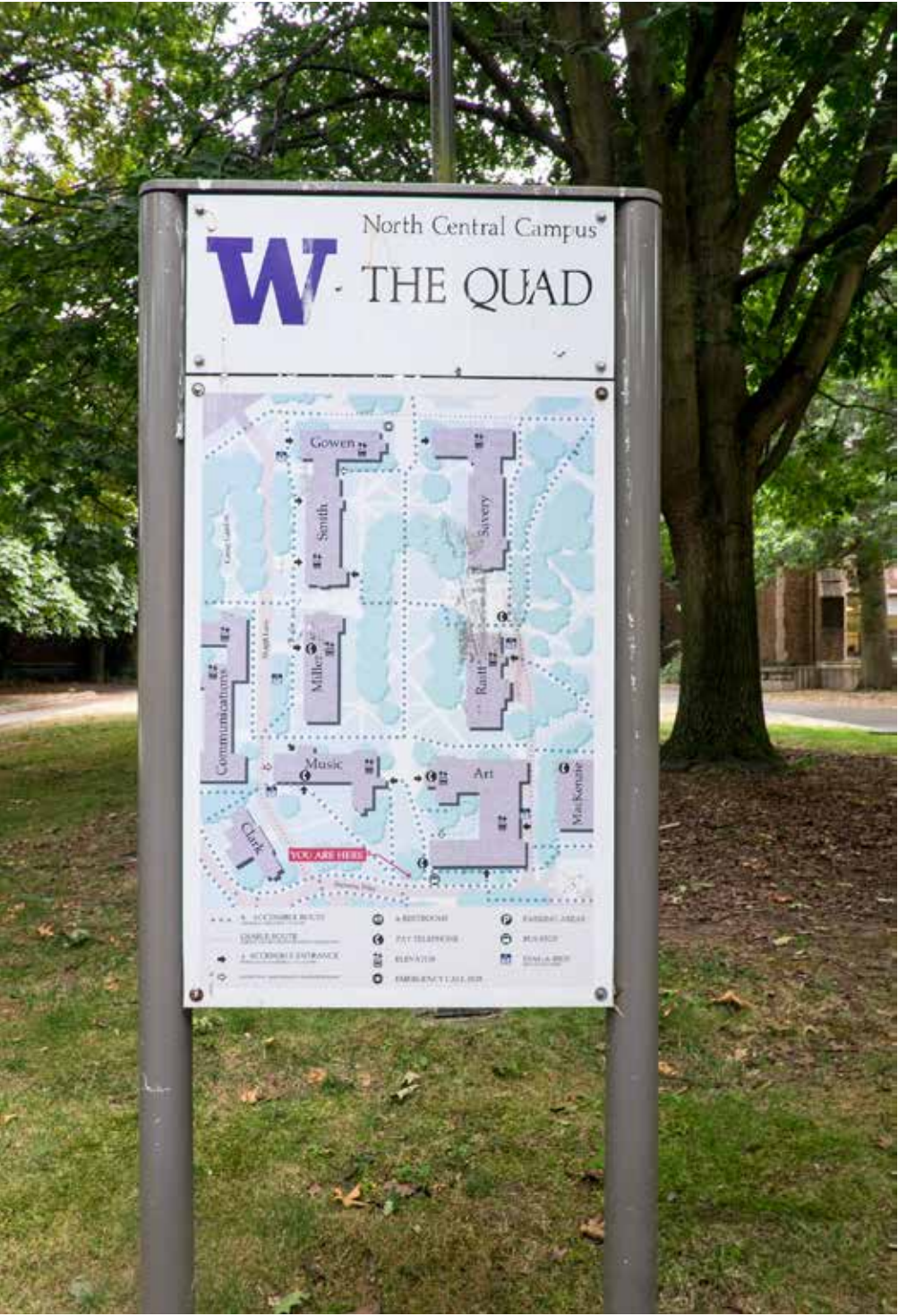


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Existing Signage

EXISTING CAMPUS SIGNS



A DISJOINTED FAMILY

A diverse array of signs are currently found across campus. There is no cohesiveness across different categories of signs, including pedestrian, vehicular, and parking, and is limited consistency even within sign categories.

Replacing this disjointed family with a consistent, elegant family of signs can:

- Improve visitor experience through better wayfinding
- Compliment the iconic campus landscape
- Reinforce a consistent UW identity
- Save costs through efficiency of design and production

EXISTING SIGNAGE

PEDESTRIAN SIGNAGE



EXISTING SIGNAGE

VEHICULAR ENTRANCE SIGNAGE



PARKING LOT SIGNAGE



PARKING GARAGE SIGNAGE



EXISTING SIGNAGE

VEHICULAR GUIDE SIGNAGE



CYCLING SIGNAGE



EXISTING SIGNAGE

ATHLETICS SIGNAGE



HEALTH SCIENCES SIGNAGE



Global Recommendations



“Signs should not be works of art that draw attention to themselves but rather set in the background; you become aware of them when you need them.”

Jennifer Jones, Principal, Carol R. Johnson Associates,
UW Landscape Advisory Committee (ULAC)

CONSISTENT

The campus suffers from a mish-mash of signs with little visual consistency. A clear, cohesive sign family and accompanying graphic standards can reinforce UW's brand and compliment one of the most beautiful university campuses in the country.

TIMELESS

Many current campus signs have been in place for more than a decade. The new sign family will also need to be functional and timeless—we are designing for the next ten to twenty years.

VISUAL

The proposed system features visuals (maps) to communicate rather than use words. Visual maps help users to develop effective mental models for wayfinding. Text listings of featured destinations supplement the map content.



STRATEGIC USE OF COLOR

UW’s brand colors—gold and purple—should be used in a strategic manner in the physical environment. Matte gold—timeless, classic and understated—should signify wayfinding. Purple—vibrant, attention-getting—should predominantly be used for celebratory purposes such as banners. Purple can be used on the wayfinding at key entry points to campus, to celebrate arrival. In pedestrianized, central campus, subdued colors—matte gold accents and no purple—is recommended.



TARGET AUDIENCES

There are two key audiences for the wayfinding: tourists and destination seekers. Tourists need information to help plan walking routes to visit areas of interest. Destination seekers require the wayfinding to quickly and clearly show the most efficient route to a specific destination.



DESTINATION SEEKERS



TOURISTS

MAP INDEX WITH ICONS

CURRENT MAP SIGN



PROPOSED INDEX APPROACH

Content is for general indication only.

Museums and Galleries
Burke Museum
Henry Art Gallery
Jacob Lawrence Gallery

Food and Drink
The HUB
Parnassus Cafe, Art Building
Orin's Cafe, PACCAR Hall
Suzzallo Library Café
By George
The Burke Museum Café
Molly's Café, Henry Art Gallery
"The Ave" University Way

Lecture and Performance Halls
Kane Hall
Meany Theatre
Music Building
The HUB (Husky Union Building)
Jack Straw Theatre

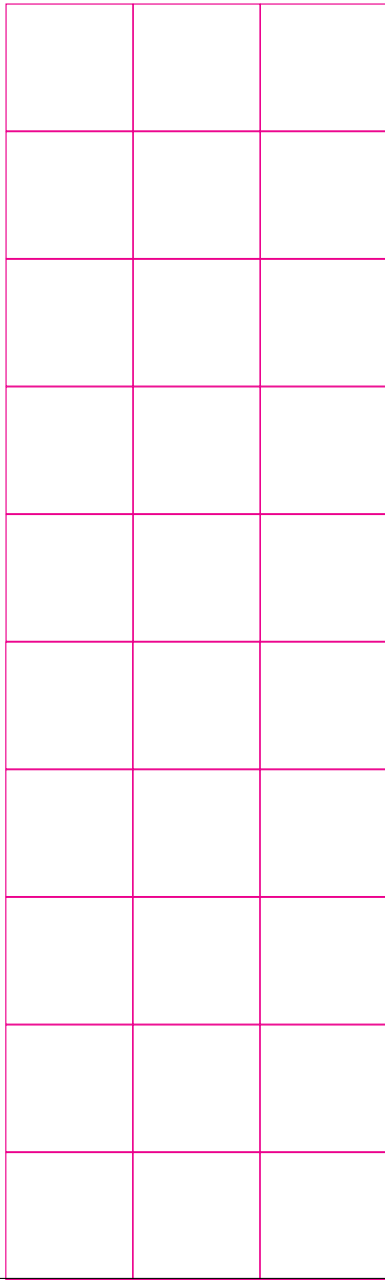
Points of Interest
Red Square
The Quad
Drumheller Fountain/ Rainier Vista
The Waterfront

SIMPLIFIED INDEX

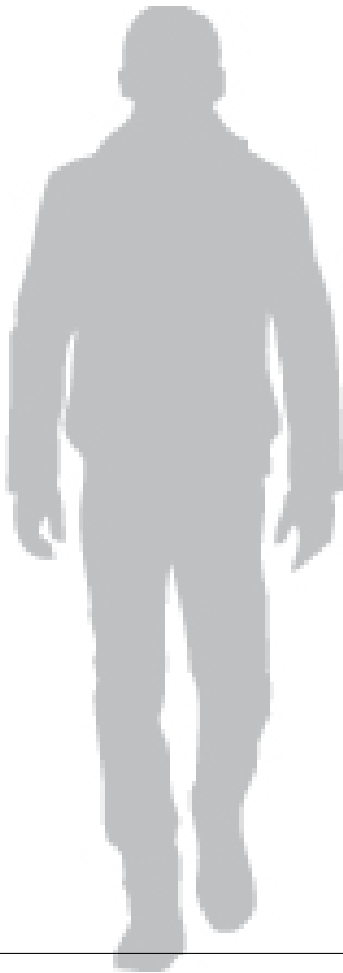
The current map index is filled with an overwhelming amount of information. Changing the index to a short list of featured amenities makes it accessible and useful to tourists as well as regular campus users. Icons help users—including international visitors—to quickly find featured destinations and amenities.

A GRID SYSTEM CREATES A RELATED FAMILY OF SIGNS

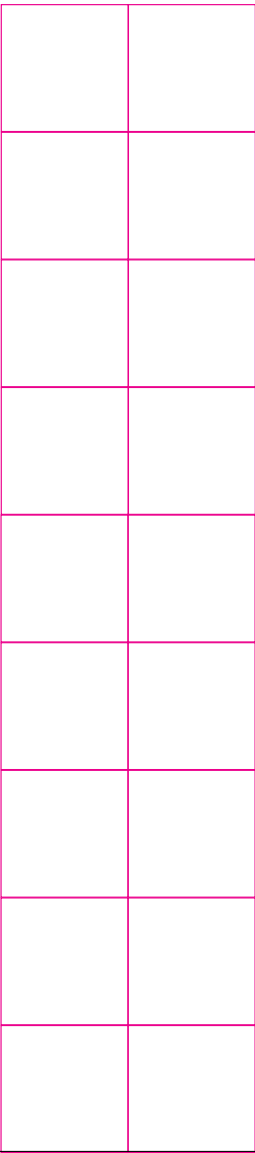
ARRIVAL SIGN



27" x 90"

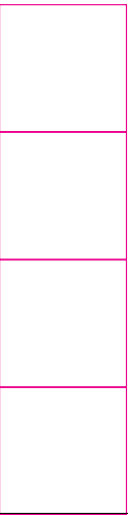


LOCAL SIGN



18" x 81"

NUDGE POST



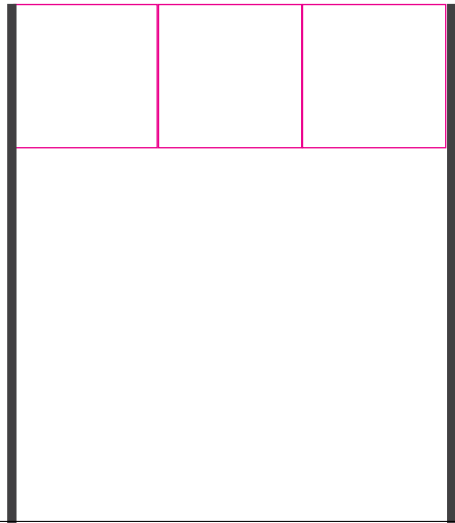
9" x 36"

PAVING INSERT



9" x 9"

LECTERN SIGN



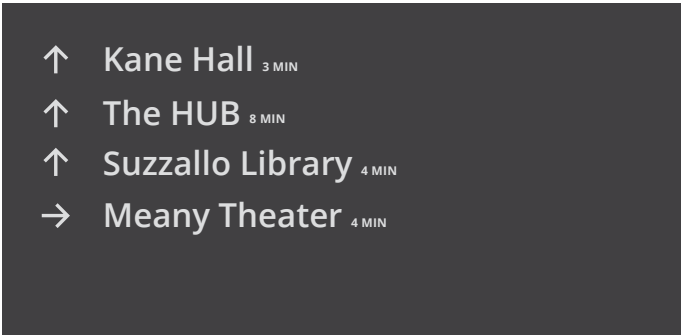
27" x 9"



ADDRESSING
Neighborhood Name
Current Location



DIRECTIONAL INFORMATION
High-use destinations with
estimated walking times.



ARRIVAL MAP INDEX
Index of local amenities and
points of interest.



ARRIVAL MAP
Zoomed-in map highlighting
current location.

INSET FINDER MAP:
Neighborhood Map to
orient users in the broader
campus context.

THE QUAD

Here is some interesting bit of history
or trivia about The Quad. Lorem ipsum
dolor sitters amet dolr lorem ipsum. Sit
amet dolor amen arcus ipsum dolor sit
amet dolr lorem in ipsum. Lorem ipsum
um dolor sit amet dolr lor peem ipsum
oh really.



CAMPUS STORIES
Short stories—"Did you
know...?"—about the
history of nearby buildings
or landscapes, with graphic
illustrations.

COLOR RECOMMENDATIONS

UW purple and gold can be present on the new wayfinding signs, but should be used in a timeless and restrained manner.

The base color of the signs should match existing UW street furniture: a neutral, dark gray.

For signs in classic garden environments at UW, use of purple and gold should be minimized. For example, a matte gold W can evoke UW's brand but sit quietly in the environment.

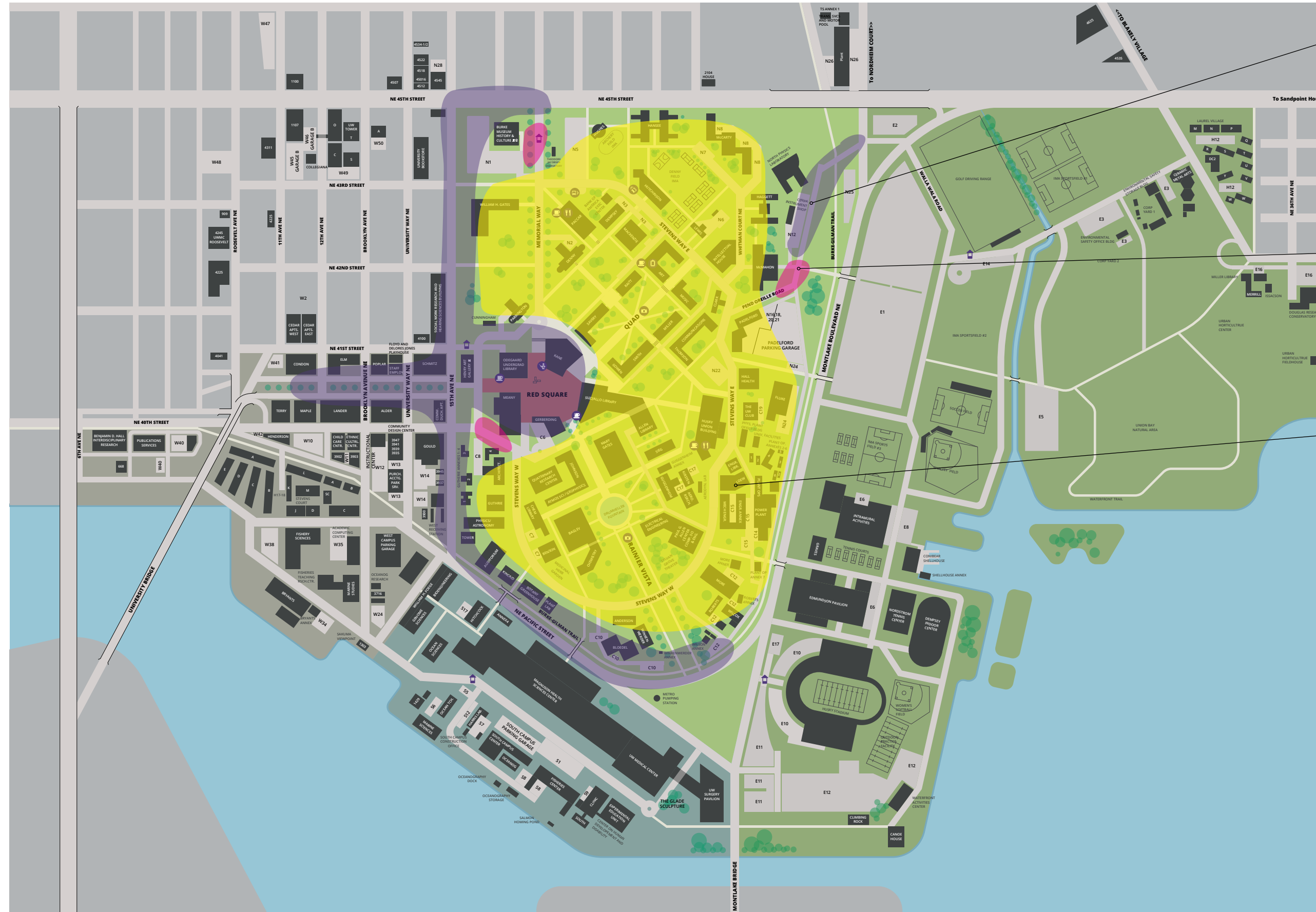
For signs at key arrival points to campus, signs can support a more “branded moment”—for example by displaying a larger area of purple on the reverse face.



“Gold can be reserved for wayfinding.”

Thaisa Way, UW Landscape Architecture faculty and member of ULAC

SIGNAGE ZONES



ARRIVAL ZONES

Larger scale signs include purple highlights and present a stronger 'branded' presence upon entering campus.

PARKING ENTRANCE ZONES

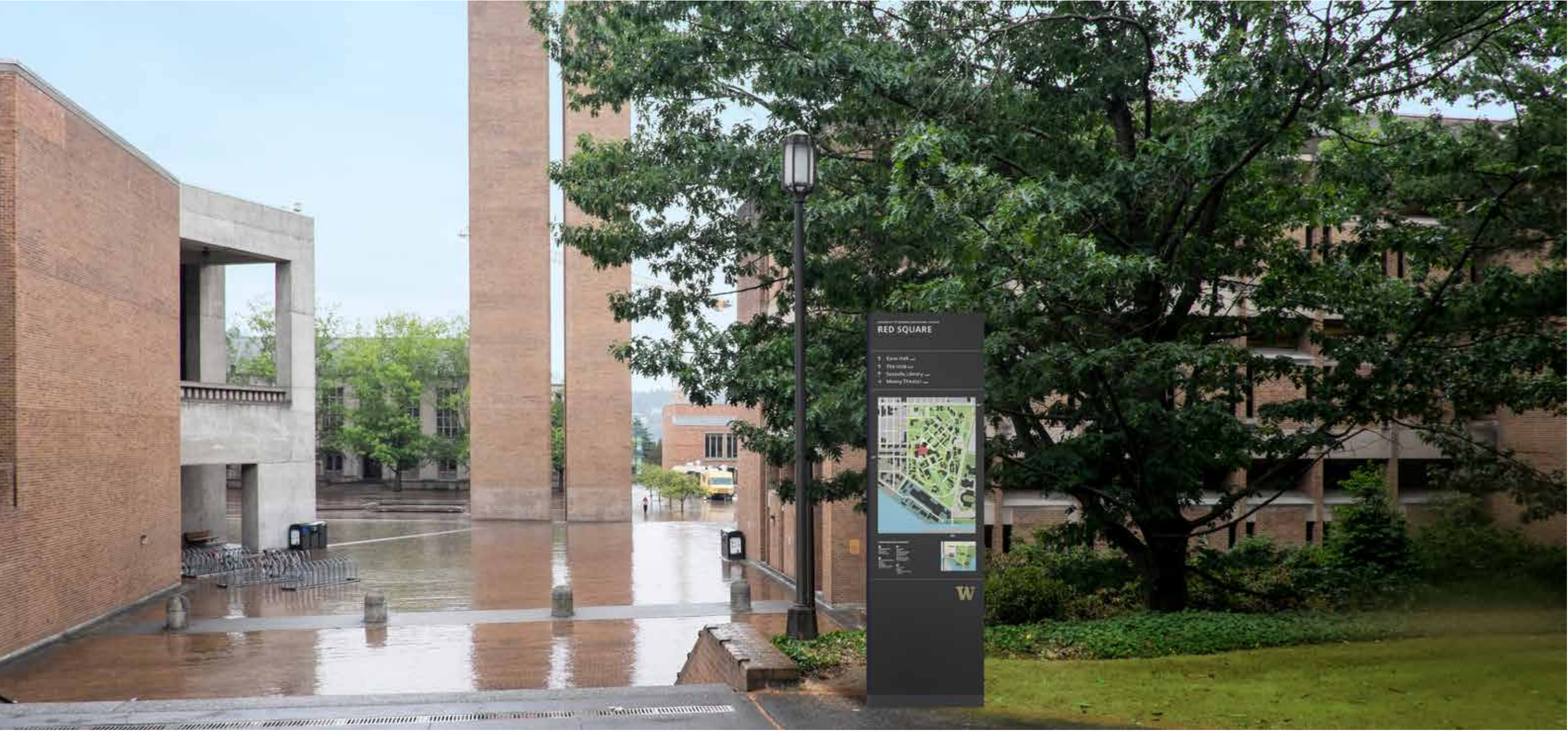
Welcoming and information signs at key vehicular entrances also include purple highlights.

LOCAL ZONES

Smaller scale signs, including Local Signs and Nudge Posts feature subdued colors that integrate into the landscape.



Arrival Sign at Red Square's west side



Arrival Sign at Red Square's north entrance



Local Sign at south entrance to the Quad.



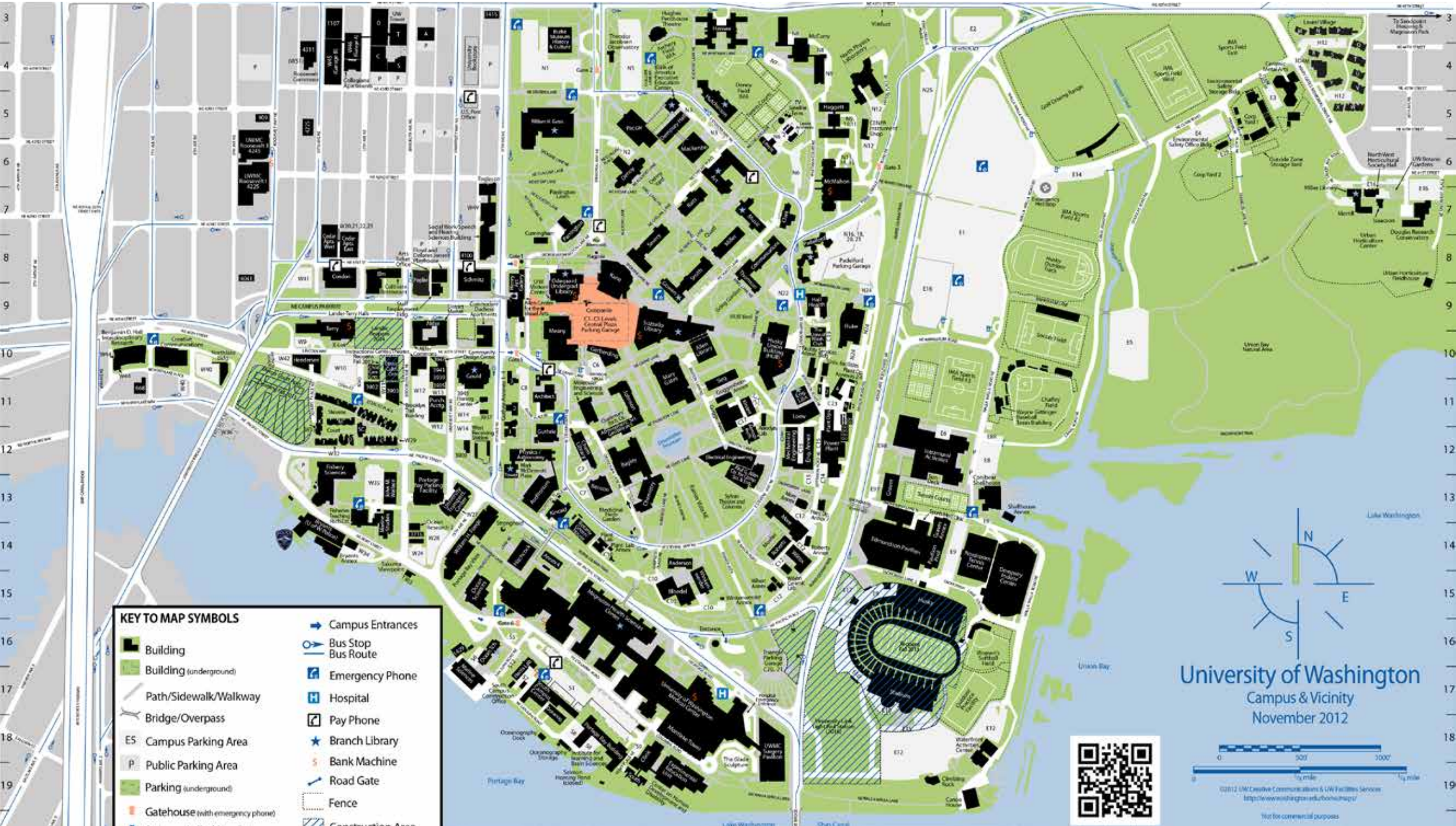
Lectern Sign on Rainier Vista in south campus.

UW RECOMMENDED SIGNS



Map Recommendations

CURRENT MAP OF THE UNIVERSITY OF WASHINGTON



AN OVERWHELMING INTRODUCTION TO UW

The current map—distributed at campus entrance gates—presents visitors with an overwhelming amount of content. The layout lacks hierarchy, allowing items like emergency phones (shown as blue icons) to assume great importance, while more useful information like parking areas are difficult to find at a glance.

MAP RECOMMENDATIONS

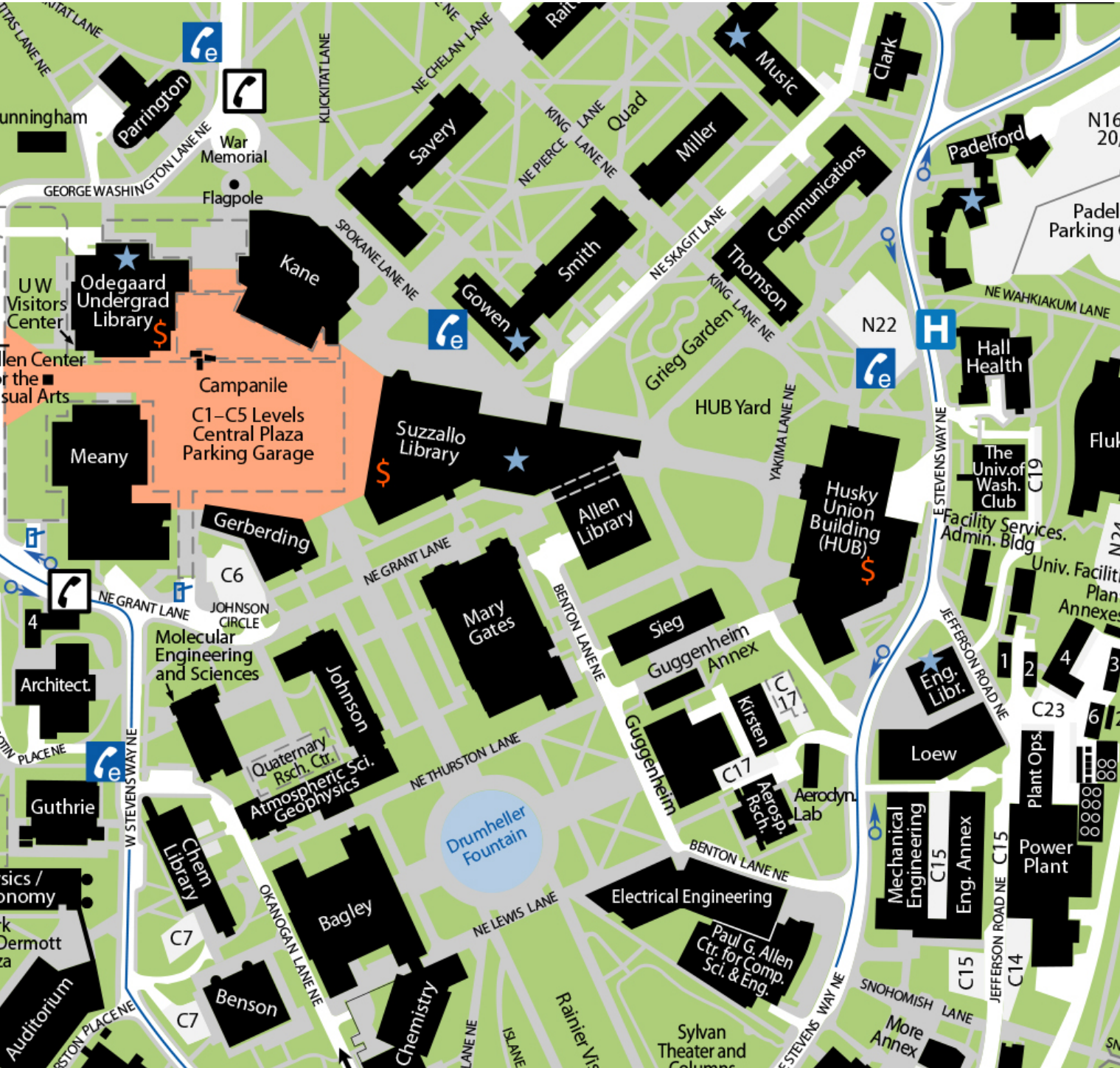


“Clutter and confusion are failures of design, not attributes of information.”

Edward R. Tufte, Professor Emeritus of political science,
statistics, and computer science at Yale University

MAP RECOMMENDATIONS

CURRENT ONLINE MAP FOR COMPARISON



PROPOSED DESIGN APPROACH





The campus map still a work in progress. Information, including building names, ADA access areas and icons are FPO.

NEIGHBORHOOD MAP

DISTINCT
NEIGHBORHOODS

The map divides the campus into distinct, color-coded neighborhoods to orient visitors within the 750 acre campus. These colors are reinforced on the more detailed local map.



CAMPUS SPOKES

Preferred routes and main vistas are suggested by wider pathways. These become orientation references for nearby destinations, helping users form a “mental map” of campus.

MAP ICON RECOMMENDATIONS



FOOD / DRINK



DINING



POINT OF
INTEREST



MUSEUM /
GALLERY



LECTURE /
PERFORMANCE
SPACE



INFORMATION



GATE HOUSE



BUS



LIGHT RAIL



PARKING



WALKING
DISTANCE

Recommended Sign Family



“An important aspect of a part’s performance is how it interacts with other parts to affect the performance of the whole.”

Russell Ackoff, organizational theorist and a pioneer in the field of operations research, systems thinking and management science.

PEDESTRIAN WAYFINDING

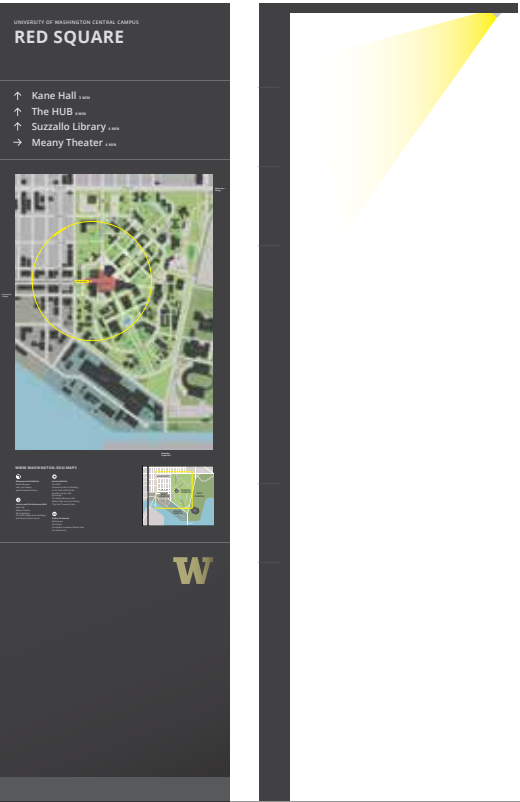
ARRIVAL SIGN



Location:
The arrival signs will be found on the edges of the main campus and at high traffic pedestrian hubs.

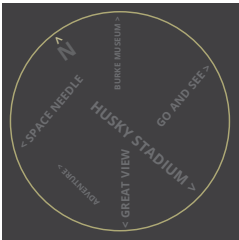
Example Location:
Entrance to Red Square.

ARRIVAL SIGN WITH LIGHTING



Location:
The lighted arrival signs will be found on the edges of the main campus. The lighted signs will help in low light areas. They will also act as campus entrance beacons.

Example Location:
15th & 47th st entrance.



LOCAL SIGN



Location:
The local signs will be found in the pedestrian zones within local campus. They will be situated in high traffic decision points. Commonly found at main orientation points.

Example Location:
Entrance to the Quad

NUDGE POST



Location:
The nudge posts will be found bridging the spaces between the local signs. They will act as stepping stones throughout campus.

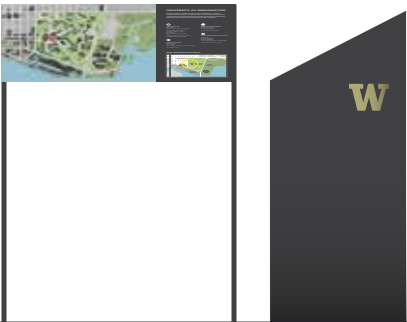
Example Location:
Between Red Square and the Quad.

PAVING INSERT



Location:
The paving insert will act as subtle prompts helping guide people to their destination. They will be found where buildings are visible, but the signs are still too far away to read.

LECTERN



Location:
The lectern signs will be found at key entrances to campus in order. They will welcome guests and students to the campus.

RECOMMENDED SIGN FAMILY

BUILDING & DRIVING

PARKING SIGNS

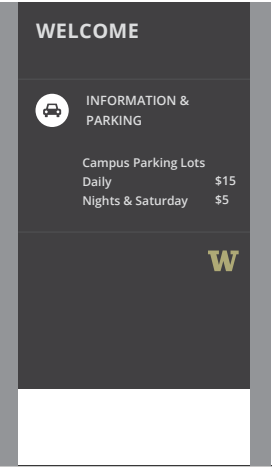
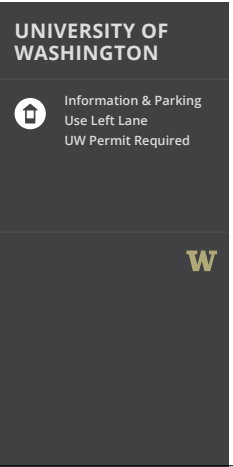
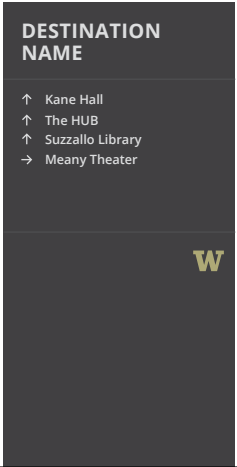
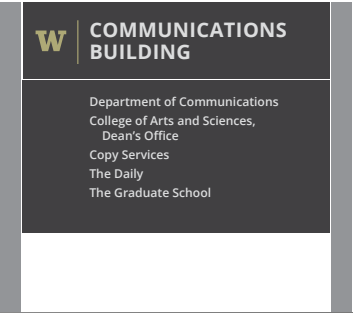
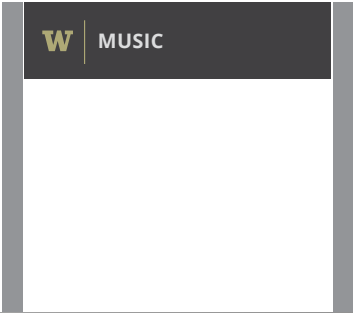
BUILDING SIGN

BUILDING SIGN
W/ DETAILS

VEHICULAR
SIGN

PARKING LOT SIGN

CAMPUS ENTRANCE SIGN



Location:
Identifying buildings across campus. Replacing the existing panels but using existing support structure.

Location:
Identifying buildings across campus. Replacing the existing panels but using existing support structure.

Location:
Placed along roads throughout campus and at approaches to campus.

Location:
Entrances to parking lots and guiding to lots.

Location:
At main vehicular entrances to campus, leading to gatehouses.

RELATES TO CURRENT STREET FURNITURE

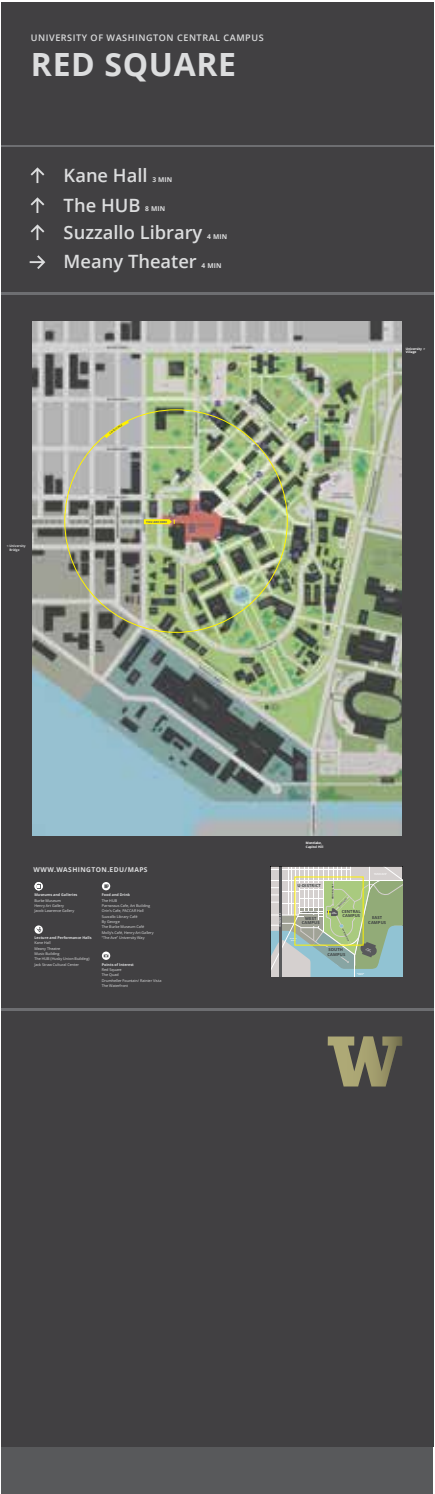
Dark gray panels fit in with existing campus street furniture.

FOCUS ON VISUAL MAPPING

The map is the primary focus for the signs so must be durable and of high quality.

HARD WEARING

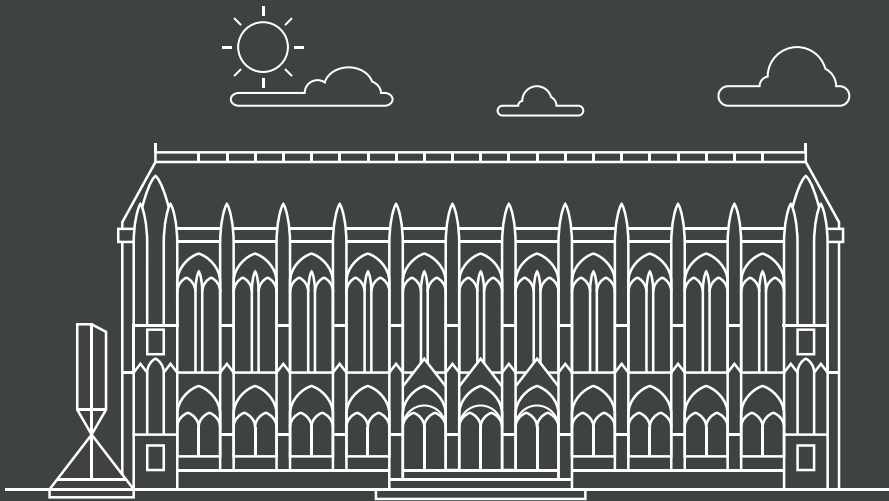
The signs should be easy for the UW to maintain over time. Anti-graffiti finish to protect against people touching it, putting stickers on it or spray painting it.



MODULAR PANELS

The panel system allows selected content on the signs to be updated without changing the entire sign, saving materials and costs.





SUZZALLO LIBRARY



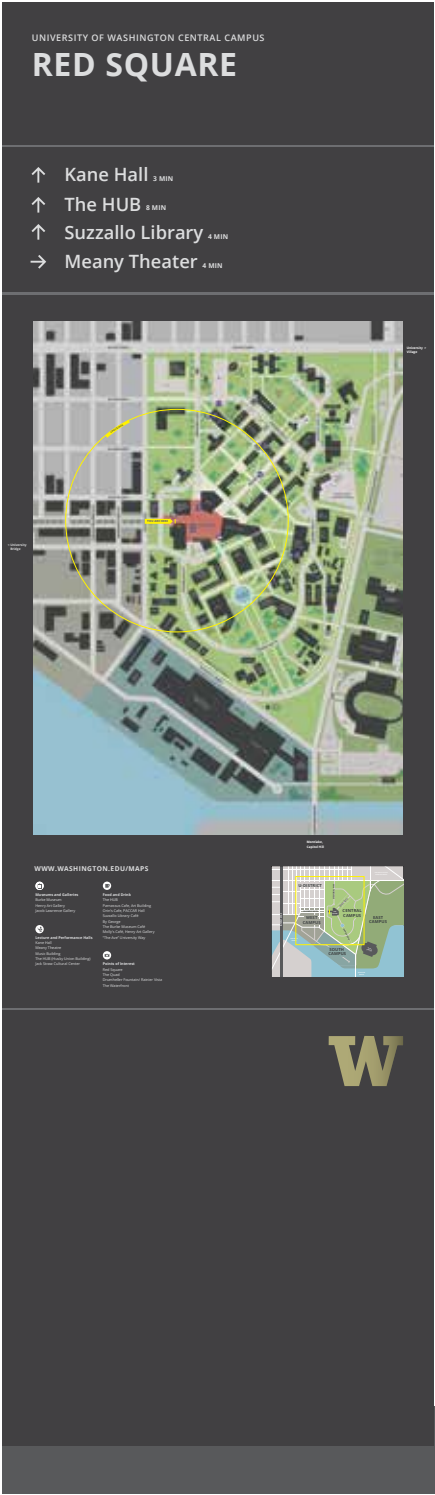
SYVLAN GARDENS



THE QUAD

Sign Fabrication Specifications

ARRIVAL SIGN FRONT



FRONT PANELS

PANEL 1
Direct to substrate
printing in one color.
Painted aluminum,
matte finish.

PANEL 2
Direct to substrate
printing in one color.
Painted aluminum,
matte finish.

PANEL 3
Direct to substrate print-
ing in full color.
Painted aluminum,
matte finish.

PANEL 4
Painted aluminum
panel with water-jet
cut "W", inset with
matte gold W,
potentially in bronze.

FOOTER
TBC; highly durable.

UNIVERSITY OF WASHINGTON CENTRAL CAMPUS

RED SQUARE

↑ Kane Hall 3 MIN
↑ The HUB 8 MIN
↑ Suzzallo Library 4 MIN
→ Meany Theater 4 MIN

WWW.WASHINGTON.EDU/ MAPS

W

SIDE PANELS

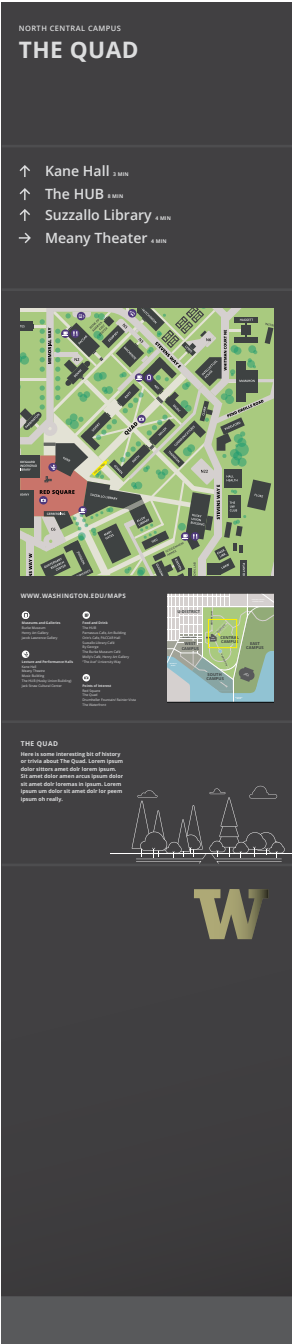
SIDE PANEL 1
Painted aluminum

SIDE CORE
TBC; potentially
painted aluminum.

SIDE PANEL 2
Painted aluminum

FRONT PANELS

LOCAL SIGN — FRONT



FRONT PANELS

SAME SPECS AS
ARRIVAL SIGN



FOOTER
DURABLE MATERIAL

LOCAL SIGN SIDE

NO PURPLE CORE



SIDE PANEL 1
Painted aluminum



SIDE PANEL 2
Painted aluminum



FRONT PANELS



FOOTER

LECTERN SIGN

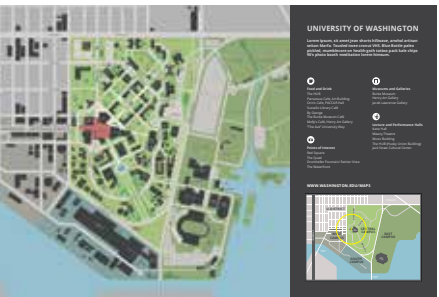
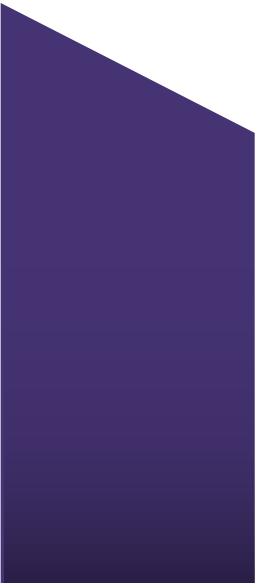
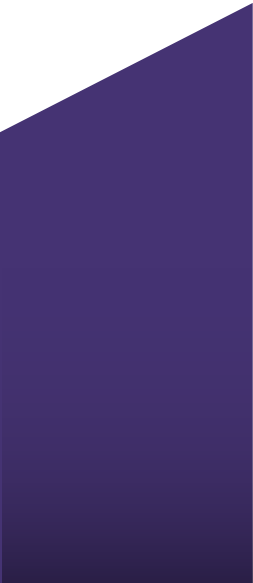
LECTERN SIGN

LECTERN SIGN
Interior faces - painted aluminum (purple),
matte finish

LECTERN SIGN
Exterior faces - painted aluminum (dark gray)

INTERIOR TOP AND SIDES
Painted aluminum

EXTERIOR TOP
Direct to Substrate printing (maps & content),
Painted Aluminum, Matte Finish, Anti-Graffiti
coating



EXTERIOR SIDES
Painted aluminum,
inset "W" potentially
in bronze



