University of Washington Wayfinding
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Existing Signage
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

EXISTING CAMPUS SIGNS
EXISTING SIGNAGE

PEDESTRIAN SIGNAGE
EXISTING SIGNAGE

VEHICULAR ENTRANCE SIGNAGE

PARKING LOT SIGNAGE
EXISTING 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.
AUDIENCE

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.
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

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<td>27&quot; x 90&quot;</td>
<td>18&quot; x 81&quot;</td>
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North Central Campus

The Quad

Kane Hall
The HUB
Suzzallo Library
Meany Theater

www.washington.edu/maps

Museums and Galleries
Burke Museum
Henry Art Gallery
Jacob Lawrence Gallery

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

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

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

ARIVAL MAP
Zoomed-in map highlighting current location.

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

ADRESSING
Neighborhood Name
Current Location

DIRECTIONAL INFORMATION
High-use destinations with estimated walking times.

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

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

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

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
UW RECOMMENDED SIGNS

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

PARRINGTON LAWN

- North Quad
- Red Square
- Suzzallo Library
- Henry Bolle Hall

THE SUZZALLO LIBRARY
Named after Harry Suzzallo, who was president of the University of Washington from 1915 to 1926.
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.
“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
WALKING CIRCLE
A walking distance circle provides a quickly understandable human scale.

IMPLIED ROUTES
Emphasized axes and named vistas create implied main routes through campus. For example central pathways through the Quad and Rainier Vista have been widened.

ICONS
Icons highlight amenities and points of interest.

ORIENTATION POINTS
Features like Red Square and The Quad are clearly labeled to provide orientation points.

INVITING
Vibrant colors reflect the green, leafy campus and invite visitors to explore its various landscapes.

LANDSCAPE AS A FEATURE
The landscape becomes a subtle wayfinding tool, for example by showing wooded areas on the map.

SIMPLIFIED
The shapes of structures, pathways and roads are simplified. Minor lane names and other minor naming is removed.
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.
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.
**RECOMMENDED SIGN FAMILY**

**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: Entrance to Red Square.

**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

BUILDING SIGN

BUILDING SIGN W/ DETAILS

VEHICULAR SIGN

PARKING SIGNS

PARKING LOT SIGN

CAMPUSS 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.
SPECIFICATION FEATURES

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.
Sign Fabrication Specifications
ARRIVAL SIGN FRONT

FRONT PANELS

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

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

PANEL 3
Direct to substrate printing in full color.
Panted 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.

SIDE PANELS

SIDE PANEL 1
Painted aluminum.

SIDE CORE
TBC; potentially painted aluminum.

SIDE PANEL 2
Painted aluminum.

FRONT PANELS

FOOTER
TBC; highly durable.
-local sign — front

front panels

LOCAL SIGN SIDE
NO PURPLE CORE

side panel 1
painted aluminum

side panel 2
painted aluminum

front panels

THE QUAD

• Kane Hall...
• The Hub...
• Suzzallo Library...
• Meany Theater...

same specs as arrival sign

husky stadium

red square

university village
shopping center

montlake bridge

university bridge

east campus

ranier vista

west campus

u-district

south campus

memorial way

olympic vista

quad path

central campus

interstate–5

museums and galleries

burke museum

henry art gallery

jacob lawrence gallery

lecture and performance halls

kane hall

meany theatre

music building

the hub (husky union building)

jack straw cultural center

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

points of interest

red square

the quad

drumheller fountain/ rainier vista

the waterfront

footer
durable material
LECTERN SIGN

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

INTERIOR TOP AND SIDES
Painted aluminum

LECTERN SIGN
Exterior faces - painted aluminum (dark gray)

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

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