**Sign typology**

**Pedestrian signs**

**Arrival points**
- Arrival sign

**Thresholds**
- Campus Threshold

**Locals**
- Local monolith
- Local lectern
- Local midilith
- Nudge post
A Grid System is used to create a family of related signs.
ARRIVAL SIGN WITH ROOF / GROUND INSET

27" w x 83" h; roof projects 27"
BUILDING SIGNS / VEHICULAR SIGNS

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PROPOSED DESIGN APPROACH

• Simplified structures, pathways and roads
• Clear type hierarchy (large and bold all caps for key roads and areas, etc)
• Removal of lane names and other minor naming
• Steps indicate no ADA access
• Preferred routes and main vistas are suggested by wider pathways
• Trees/green backdrop evoke lush quality of campus, trees also work as landmarks
• Icons indicate features around campus (food/drink, performance spaces, etc)
DEVELOPMENT OF ICONS (IN PROGRESS)

**FOOD / DRINK**
- Museums and Galleries
  - Burke Museum
  - Henry Art Gallery
  - Jacob Lawrence Gallery

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

**POINT OF INTEREST**
- Lecture and Performance Halls
  - Kane Hall
  - Meany Theatre
  - Music Building
  - The HUB (Husky Union Building)
  - Jack Straw Theatre

**MUSEUM / GALLERY**
- Points of Interest
  - Red Square
  - The Quad
  - Drumheller Fountain/ Rainier Vista
  - The Waterfront

**LECTURE / PERFORMANCE SPACE**
REFERENCE: USE OF PURPLE
REFERENCE: USE OF COLOR
MAP COLOR PALETTE — VARIATIONS

ORIGINAL
Muted colors did not work well with vibrancy of purple

Opt 1 (recommended)
Brighter palette harmonizes with UW purple

Opt 2
Incorporating purple buildings
ARRIVAL SIGN — COLOR VARIATIONS

PREVIOUS
Dark grey panels, matte gold W

Opt 1
Purple W
Dark-purple buildings on map

Opt 2
Gold W, purple edge
Dark grey buildings and adj. colors on map
FAMILY OF SIGNS – REVISED, WITH GOLD W

ARRIVAL SIGN

LOCAL SIGN

NUDGE POST

PAVING INSERT

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ARRIVAL SIGN

LOCAL SIGN

NUDGE POST

PAVING INSERT

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UNIVERSITY OF WASHINGTON CENTRAL CAMPUS

RED SQUARE

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

LOCAL SIGN

NUDGE POST

PAVING INSERT

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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

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