University of Washington
Campus wayfinding and graphics strategy
Previous UW wayfinding scheme...
Broader Objective: Create an experience to welcome and orient visitors to campus with a cohesive family of wayfinding, signs and banners.
Current campus experience
Approaches to campus provide little sense of arrival.

Too many prohibitive signs, not enough helpful signs. (No, no, and more NO)

Broad hodge-podge of signs: different styles, colors, sizes, put up by different groups in different eras.

Inconsistent, ad hoc building and student signs appear across campus.
Approaches to campus provide little sense of arrival / welcome
No this, no that, and none of that either.
Hodge-podge of signs
Ad-hoc building signage and student signs
Current experience: no visual hierarchy, lack of consistency
The arrival experience (from the outside in)
Use of W signs, banner series can herald key entrances
On foot: welcome signs greet/orient at campus perimeter and at main visitor parking lots
Smaller, quieter guide signs in campus interior
Interpretive signs at viewpoints, reinforce axes through campus
Creating consistency
Existing sign family (a small selection)
Recommended Sign Family
Representing the Energy, Spirit and Culture of UW
Energy, Spirit and Culture of UW (Instagram feed from UW)
The landscape is an integral part of the UW identity
Husky Spirit
Sign families

**Purple**
Temporary / update-able
Welcome and celebratory graphics

**Bronze & Classic Gold**
Permanent / timeless
Landmarks and wayfinding
New construction fence panel graphics (additional content under development)

CONSTRUCTION SCRIMS - ADDITIONAL PANELS WILL INCLUDE ACADEMIC AND RESEARCH COMPONENTS, THE CAMPUS EXPERIENCE AND INTERACTIVE LEARNING.
New construction fence panel graphics
New unified campus construction signage system (in progress)
Arrival Sign Variations
ARRIVAL SIGN DEVELOPMENT

ORIGINAL

CLASSIC GOLD W

Welcome to the Meany Theatre
Lecture and Performance Halls
Burke Museum
Kane Hall...
The Hub...
Suzzallo Library....
Meany Theater....

Welcome to the UNIVERSITY OF WASHINGTON

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

Welcome to the UNIVERSITY at WASHINGTON

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

Welcome to the UNIVERSITY OF WASHINGTON

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

Welcome to the UNIVERSITY at WASHINGTON

Kane Hall...
The Hub...
Suzzallo Library....
Meany Theater....
ARRIVAL SIGN VARIATIONS

PURPLE WRAP OVER TOP

PURPLE SIDES

ALL PURPLE
Recommended Sign Family
Recommended Sign Family
Sign family – Option 2

Welcome to UW.

Department of Communications
College of Arts and Sciences,
Dean's Office
Copy Services
The Daily
The Graduate School

COMMUNICATIONS BUILDING

Sign family – Option 2
Sign family – Option 2
Welcome to UW.

NORTH

Welcome to UW.

WELCOME

Department of Communications
College of Arts and Sciences,
Dean's Office
Copy Services
The Daily
The Graduate School

Sign family – Option 3
Sign family – Option 3
Sign family – Option 4
Sign family – Option 4
Sign family – Option 5

Welcome to UW.

Information & parking stop at gatehouse.
Sign family – Option 5
Issues & concerns with using purple for permanent signage

Multiple variations of purple across campus

Longevity of UW purple color over time (fading)

Hard to maintain (patching purple / clean up)

Distraction from iconic UW architecture and landscape
MATERIALS
System of signs welcomes you into campus
Approaching north entrance...
At north entry...
Current experience...
Welcome to UW.

Parking & Information

Campus parking lots
- Daily: $15
- Nights & Saturdays: $5

Requires UW disability permit
Rates include all applicable taxes & fees
UW Permit Required to Park.

Use Left Lane
Stop at Gatehouse
UW Permit Required

Existing
Welcome to UW.

PARKING & INFORMATION

- Campus parking lots
  - Daily: $10
  - Evening & Saturdays: $5
  - Requires UW disability permit

WELCOME

Information & parking stop at gatehouse
Welcome signs to orient pedestrians...
Colorful maps help orient visitors
Smaller guide signs are in campus interior; more low-key presence
Guide signs combine navigational tools and interpretive stories
Interpretive signs tell the UW story as well as introduce main orientation points across campus.
Small nudge posts tell more of the UW story and help guide visitors

THE QUAD
Here is some interesting bit of history or trivia about The Quad. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed at neque.

- Kane Hall 7 MIN
- Suzzallo Library 7 MIN
- Meany Theater 8 MIN
- The HUB 3 MIN
- UW Club 5 MIN

Small nudge posts tell more of the UW story and help guide visitors.
Building signs

ART BUILDING

Art, Art History, Design
Art Library
Jacob Lawrence Gallery
Storytelling embedded in landscape
Next Steps / Recommendations

Collaborate with UW Brand and Marketing team to create a unified signage and brand experience.

Reimagine the UW welcome experience at major campus entrance points.

Create Signage Guidelines to unify all campus signs into one cohesive identity/system.
Thank you.