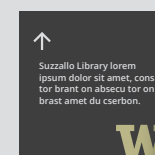
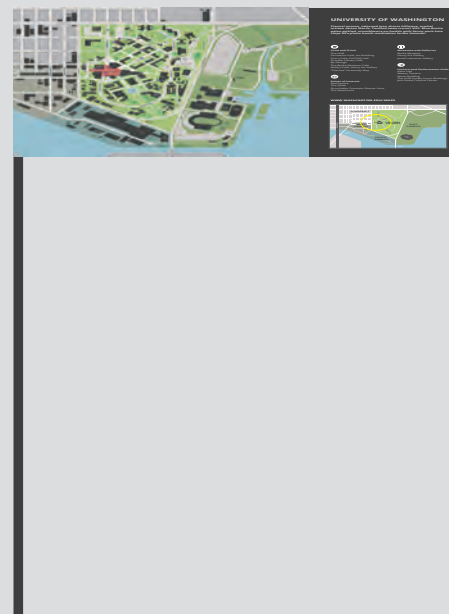
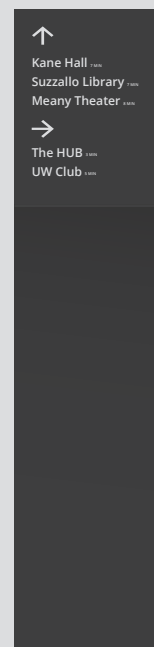


# University of Washington Campus wayfinding and graphics strategy

## 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)

Main arrival points by car

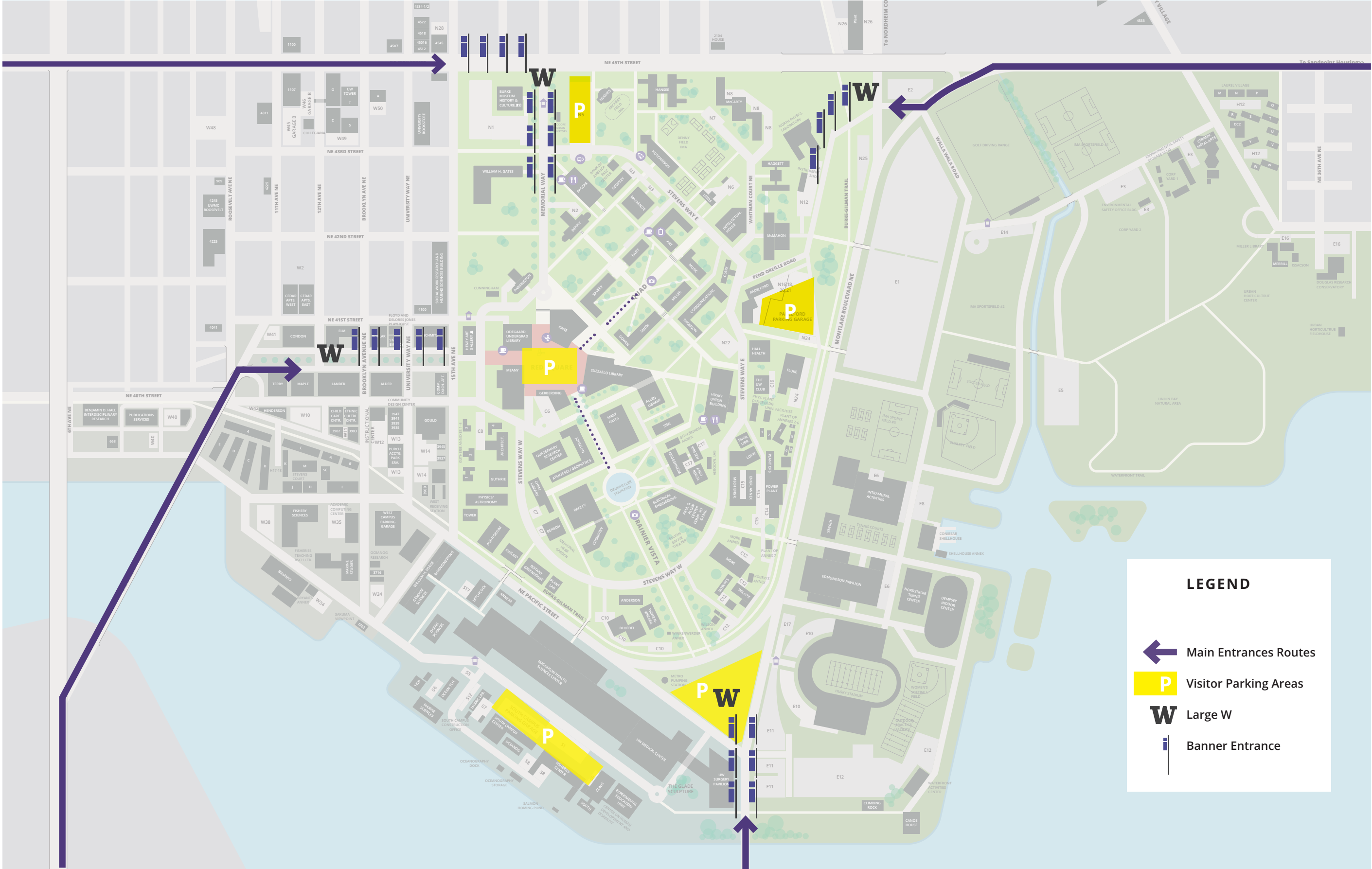


**LEGEND**

← Main Entrances Routes

P Visitor Parking Areas

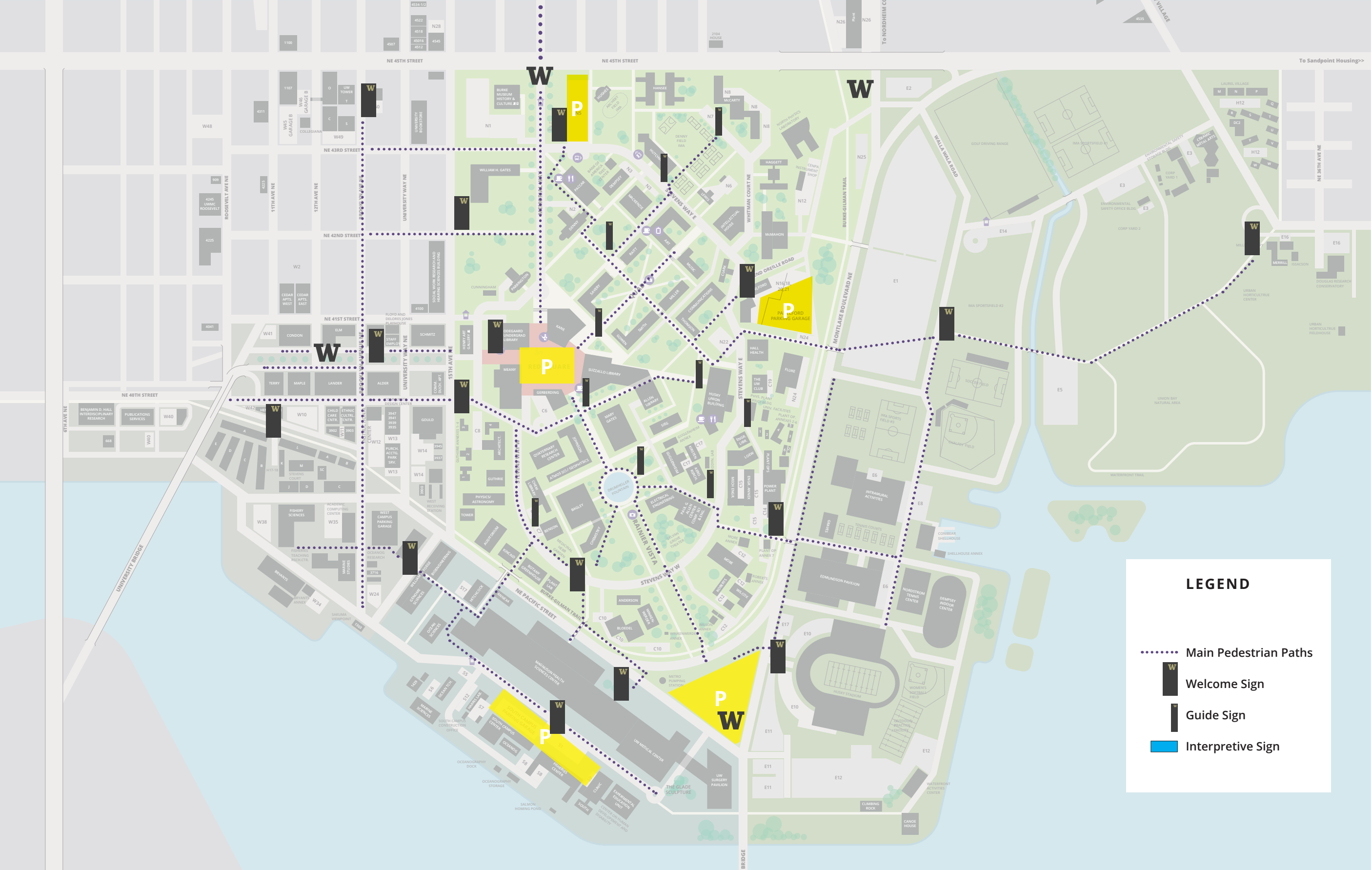
## Use of W signs, banner series can herald key entrances



On foot: welcome signs greet/orient at campus perimeter and at main visitor parking lots



Smaller, quieter guide signs in campus interior



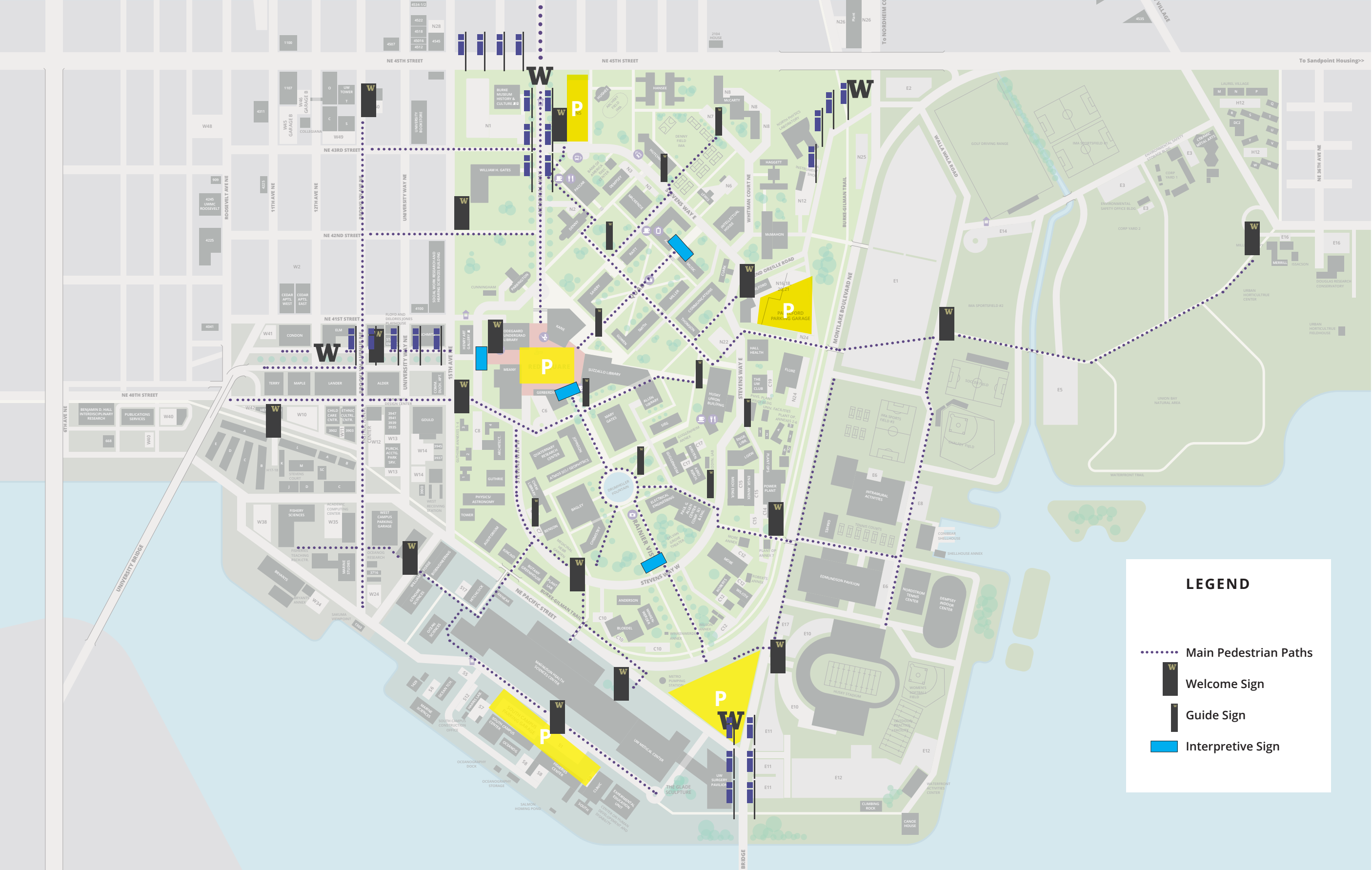
Interpretive signs at viewpoints, reinforce axes through campus



**LEGEND**

- ..... Main Pedestrian Paths
- W** Welcome Sign
- P** Guide Sign
- Interpretive Sign

Unified system



# 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)

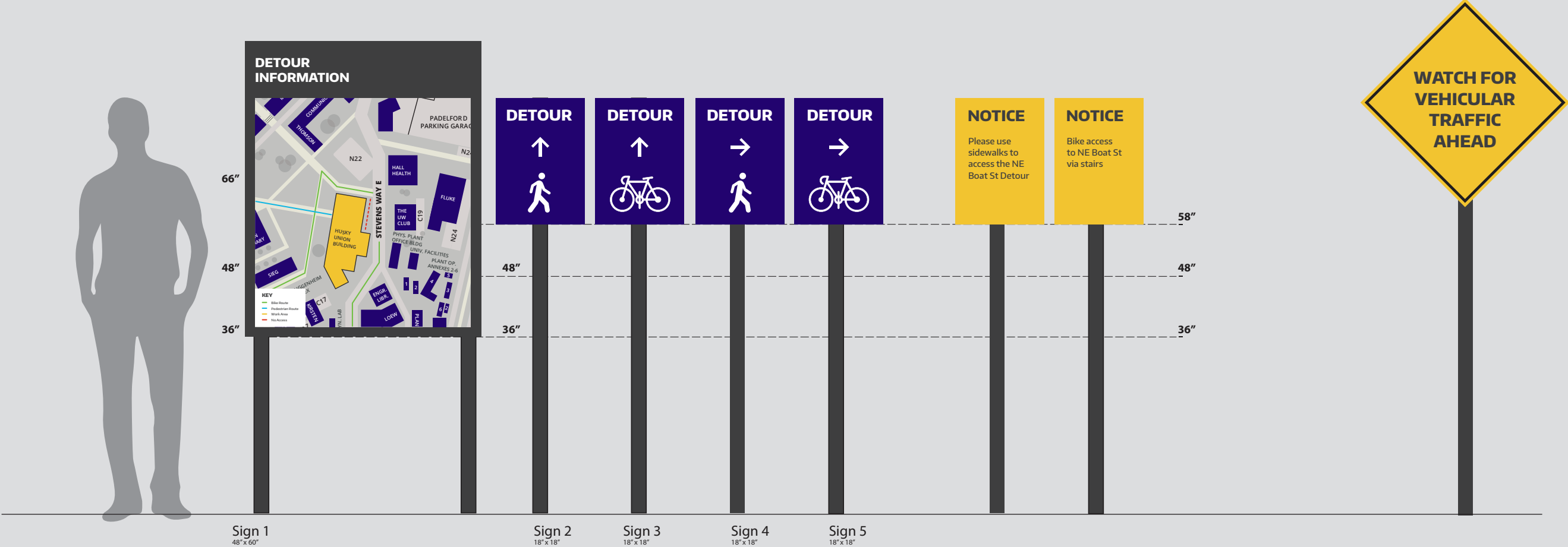


CONSTRUCTION SCRIMS - ADDITIONAL PANELS WILL INCLUDE ACADEMIC AND RESEARCH COMPONENTS, THE CAMPUS EXPERIENCE AND INTERACTIVE LEARNING.

New construction fence panel graphics



New unified campus construction signage system (in progress)



# Arrival Sign Variations

ORIGINAL



CLASSIC GOLD W



PURPLE WRAP OVER TOP



PURPLE SIDES



ALL PURPLE



Recommended Sign Family



Recommended Sign Family



Sign family – Option 2



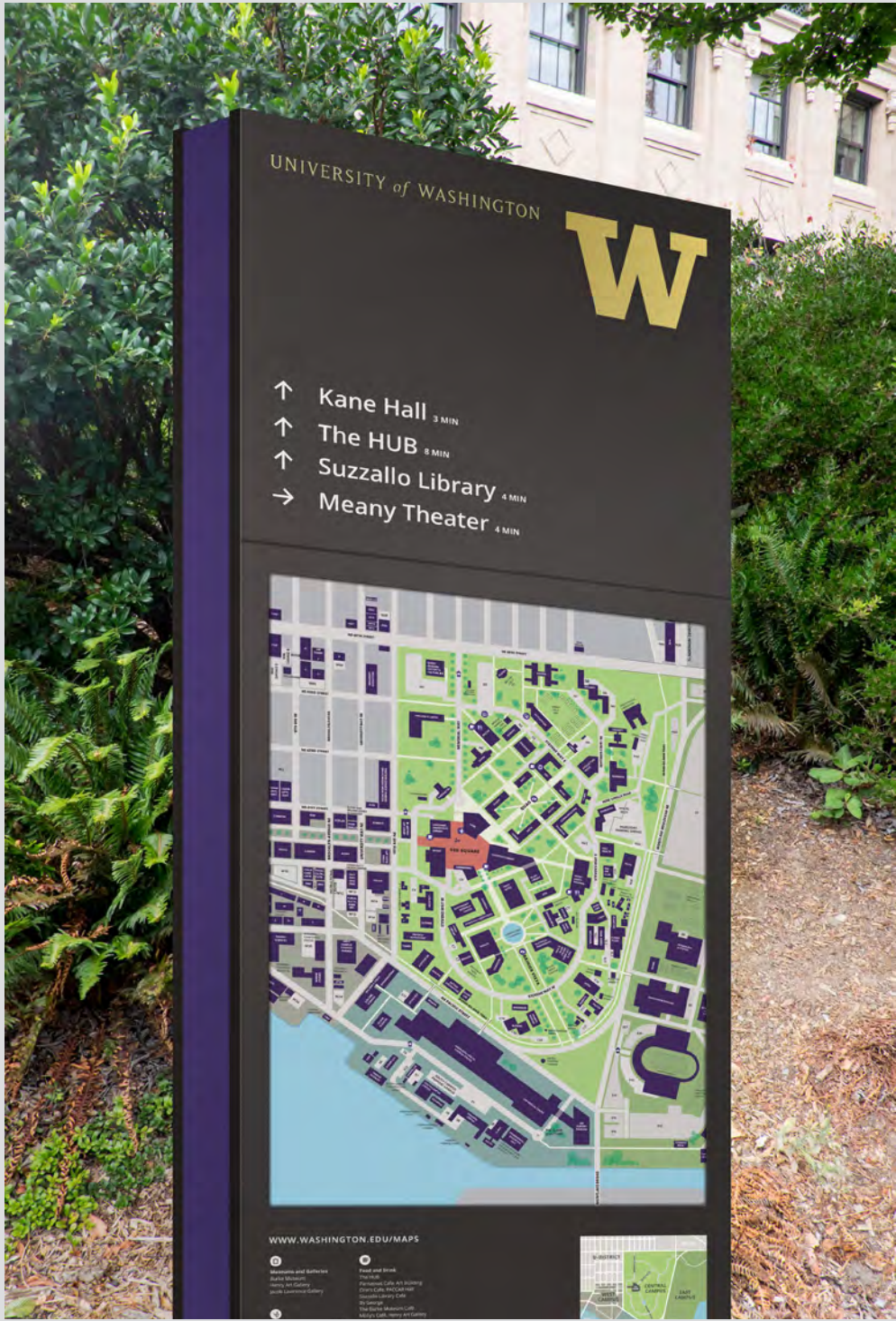
Sign family – Option 2



Sign family – Option 3



Sign family – Option 3



Sign family – Option 4



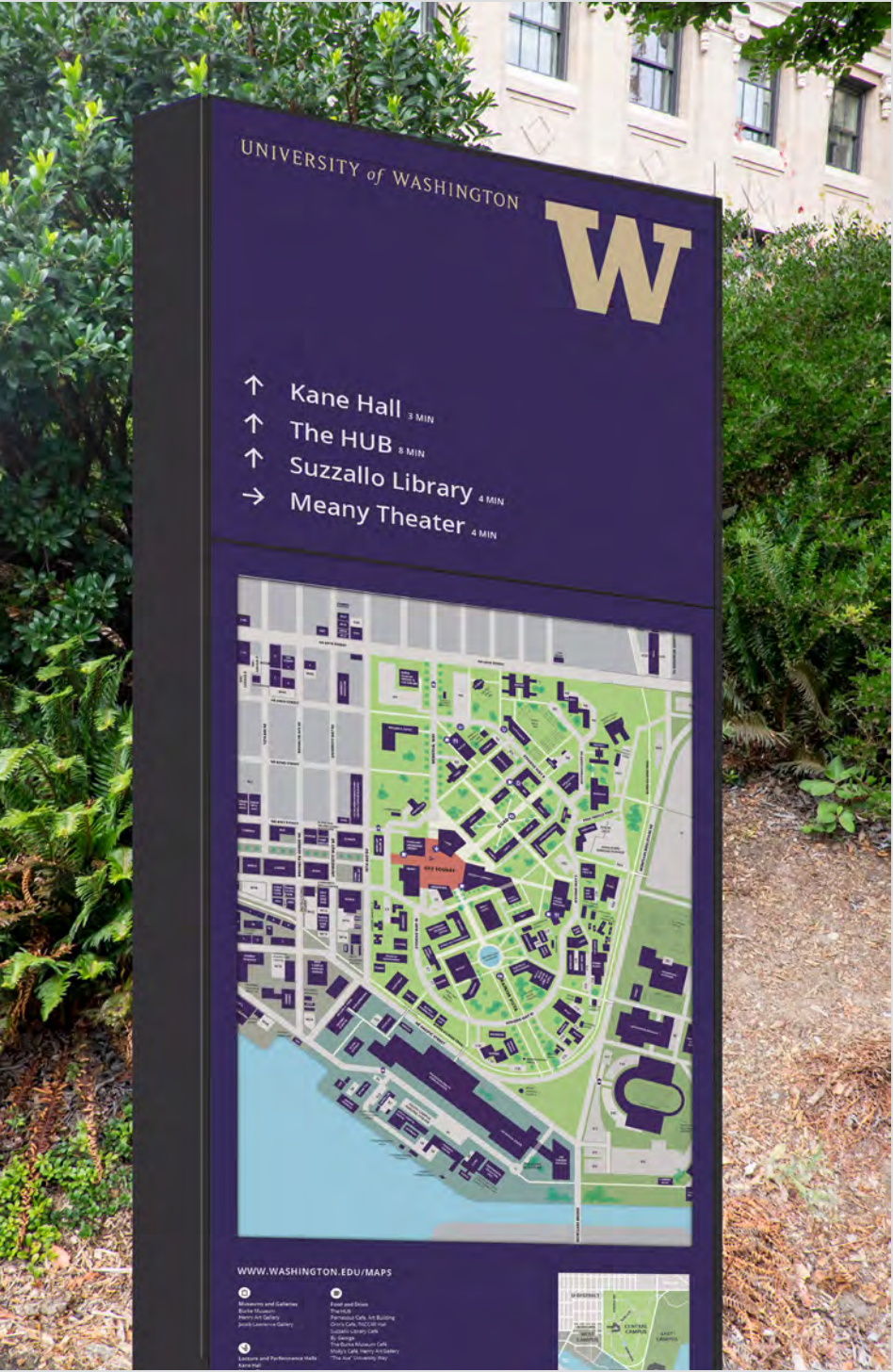
Sign family – Option 4



Sign family – Option 5



Sign family – Option 5



## Issues & concerns with using purple for permanent signage

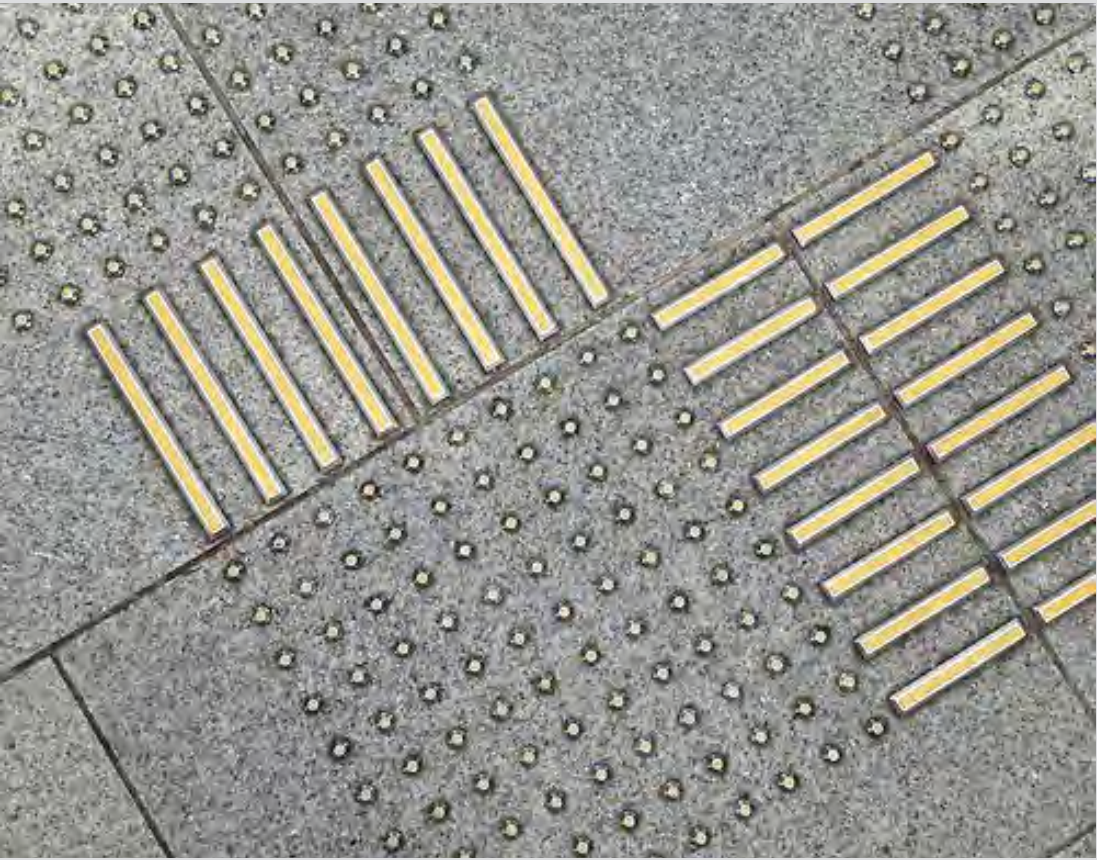
Multiple variations of purple across campus

Longevity of UW purple color over time (fading)

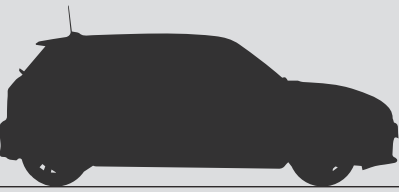
Hard to maintain (patching purple / clean up)

Distraction from iconic UW architecture and landscape





System of signs welcomes you into campus



WELCOME BANNERS

LARGE W

DOUBLE BANNERS

WELCOME INFORMATION BOOTH

WELCOME DRIVING SIGN



WELCOME SIGN

GUIDE SIGN

NUDGE POST

BUILDING SIGN



Approaching north entrance...



EXISTING NORTH ENTRANCE STREET BANNERS



POTENTIAL WELCOME BANNER SCHEME

At north entry...

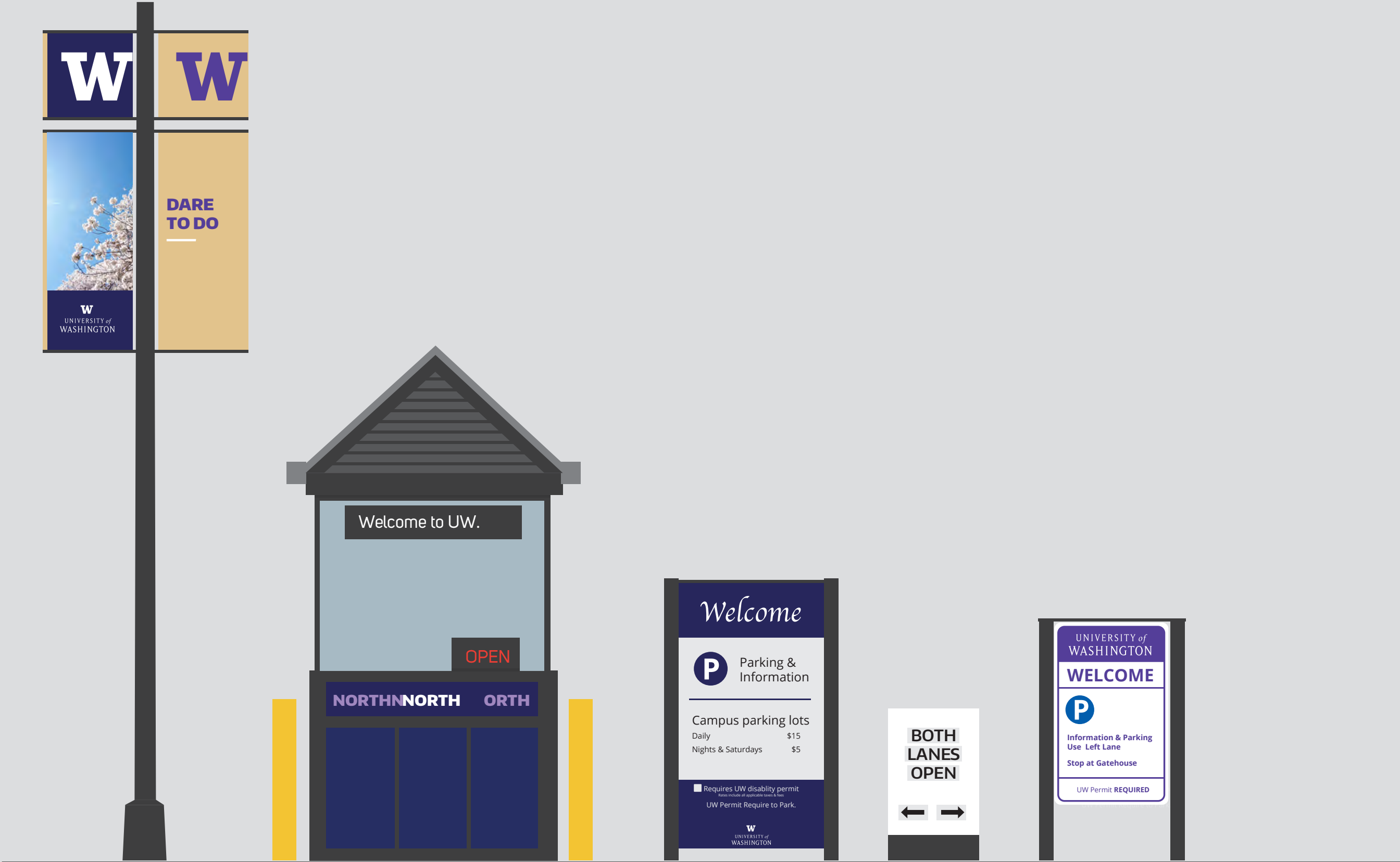


Current experience...



EXISTING NORTH ENTRANCE GRAPHICS

Existing

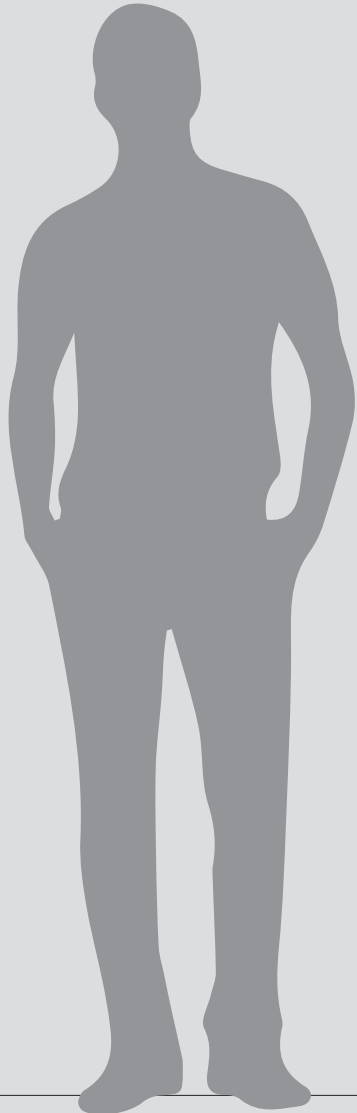




Welcome signs to orient pedestrians...



Colorful maps help orient visitors



UNIVERSITY of WASHINGTON

↑ Kane Hall 3 MIN

↑ The HUB 4 MIN

↑ Suzzallo Library 4 MIN

→ Meany Theater 4 MIN

WWW.WASHINGTON.EDU/MAPS

- 1 Museums and Galleries
- 2 Food and Drink
- 3 Academic Buildings
- 4 Student Union
- 5 Athletic Facilities
- 6 Health Services
- 7 Housing
- 8 Transportation
- 9 Other



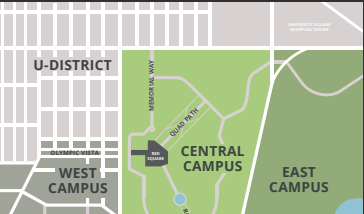
WWW.WASHINGTON.EDU/MAPS



Museums and Galleries  
Burke Museum  
Henry Art Gallery  
Jacob Lawrence Gallery



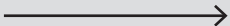
Food and Drink  
The HUB  
Parnassus Cafe, Art Building  
Orin's Cafe, PACCAR Hall  
Suzzallo Library Cafe  
By George  
The Burke Museum Cafe







Smaller guide signs are in campus interior; more low-key presence



Guide signs combine navigational tools and interpretive stories



WWW.WASHINGTON.EDU/MAPS

-  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 Cafe  
By George  
The Burke Museum Cafe  
Molly's Cafe, Henry Art Gallery  
"The Ave" University Way
-  Lecture and Performance Halls  
Kane Hall  
Meany Theatre  
Music Building  
The HUB (Husky Union Building)  
Jack Straw Cultural Center
-  Points of Interest  
Red Square  
The Quad  
Drumheller Fountain/ Rainier Vista  
The Waterfront

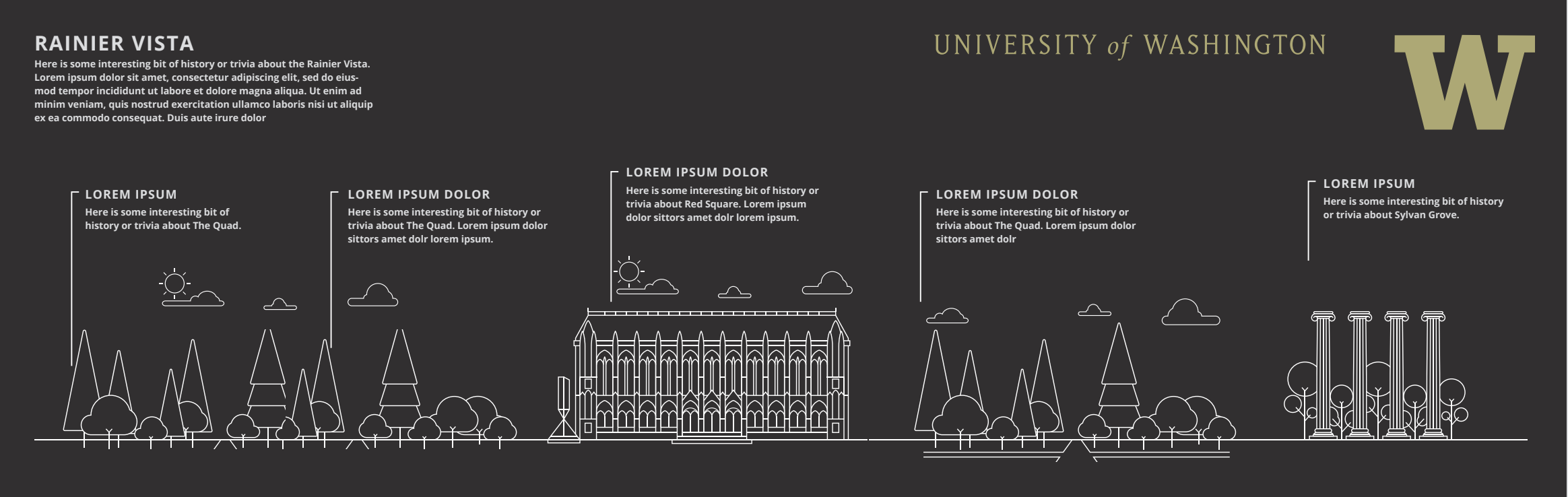


THE QUAD

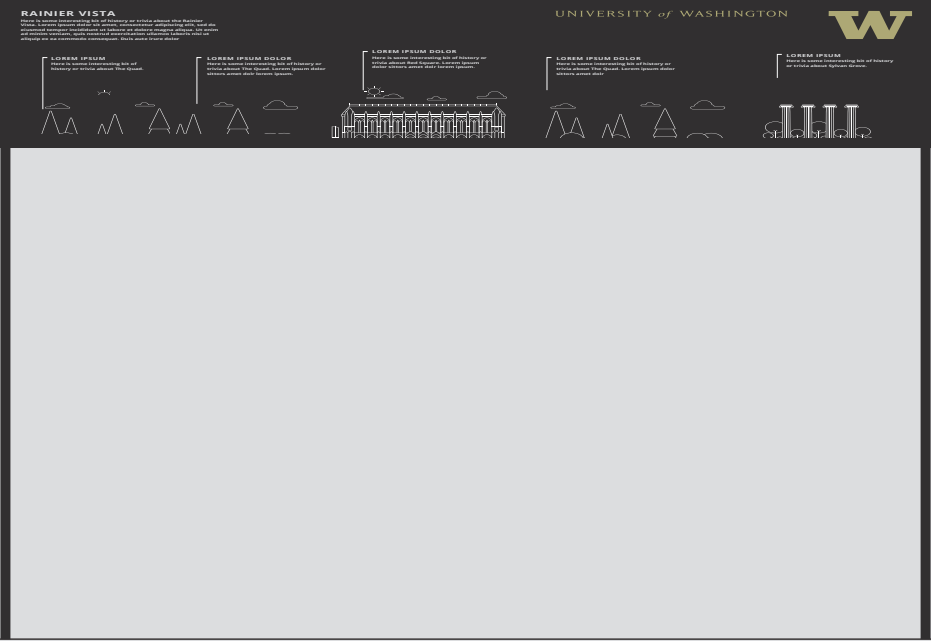
Here is some interesting bit of history or trivia about The Quad. Lorem ipsum dolor sitters amet dolr lorem ipsum. Sit amet dolor amen arcus ipsum dolor sit.



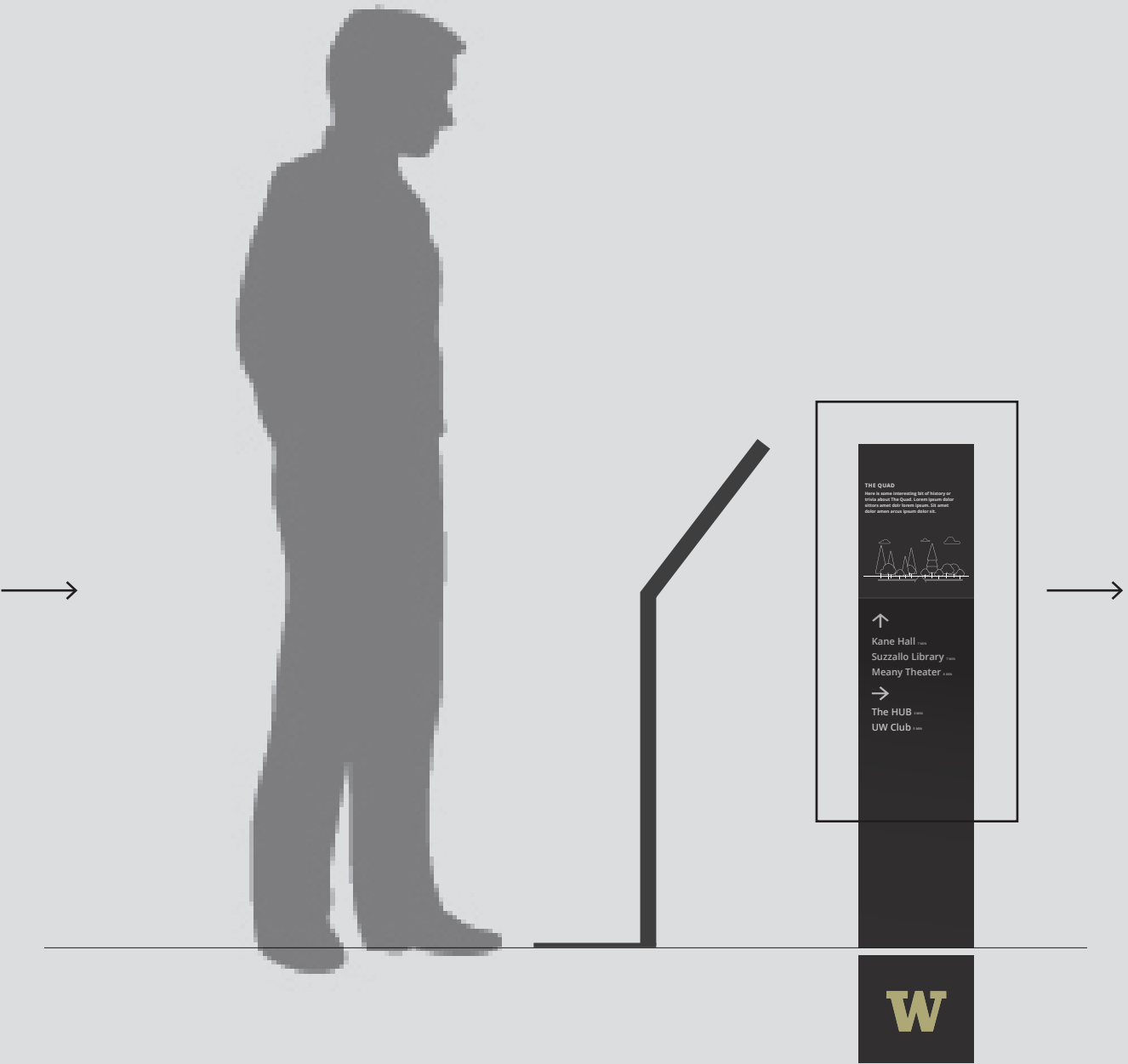
Interpretive signs tell the UW story as well as introduce main orientation points across campus



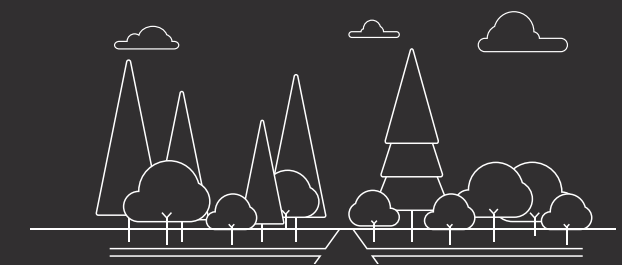
INTERPRETIVE SIGN DETAIL



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 sitters amet dolr lorem ipsum. Sit amet dolor amen arcus ipsum dolor sit.



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

Building signs



Storytelling embedded in landscape



Recommended sign family



## 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.**