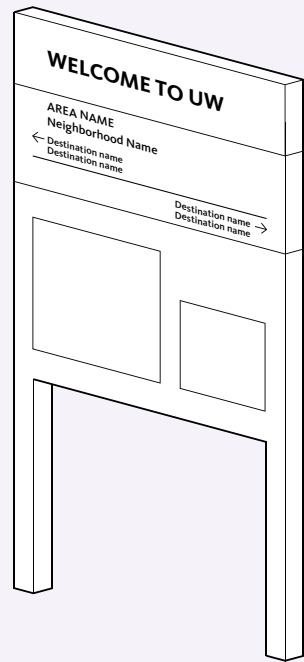


UW Wayfinding

Sign typology

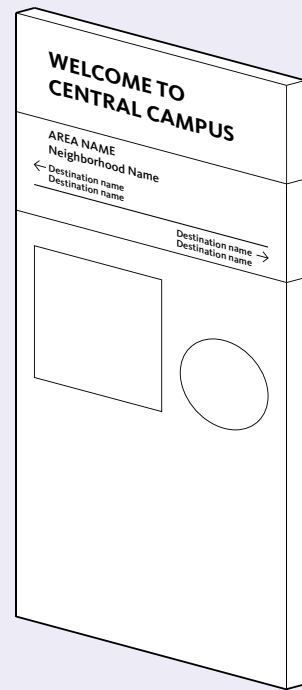
Pedestrian signs

Arrival points



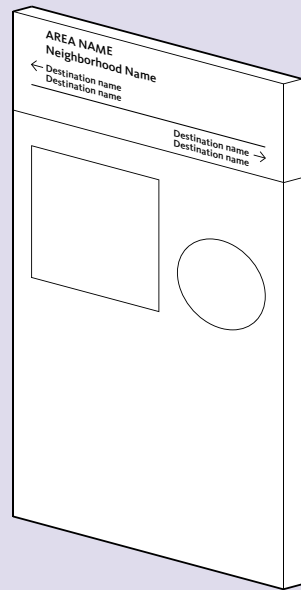
Arrival sign

Thresholds

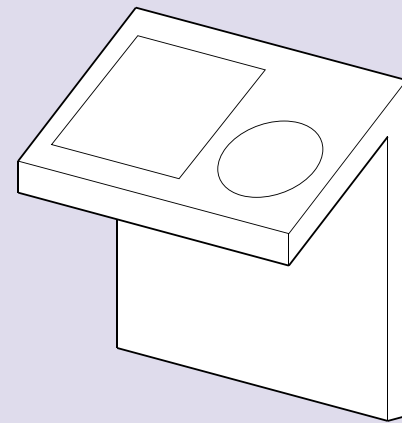


Campus Threshold

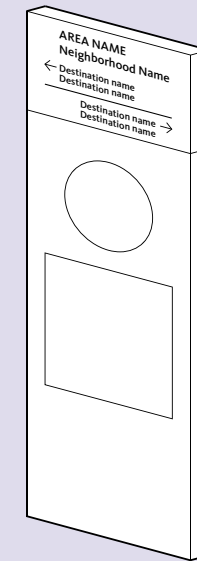
Locals



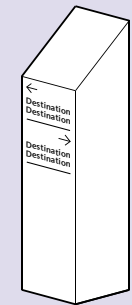
Local monolith



Local lectern



Local midolith



Nudge post

REFERENCE PROJECTS



REFERENCE PROJECTS

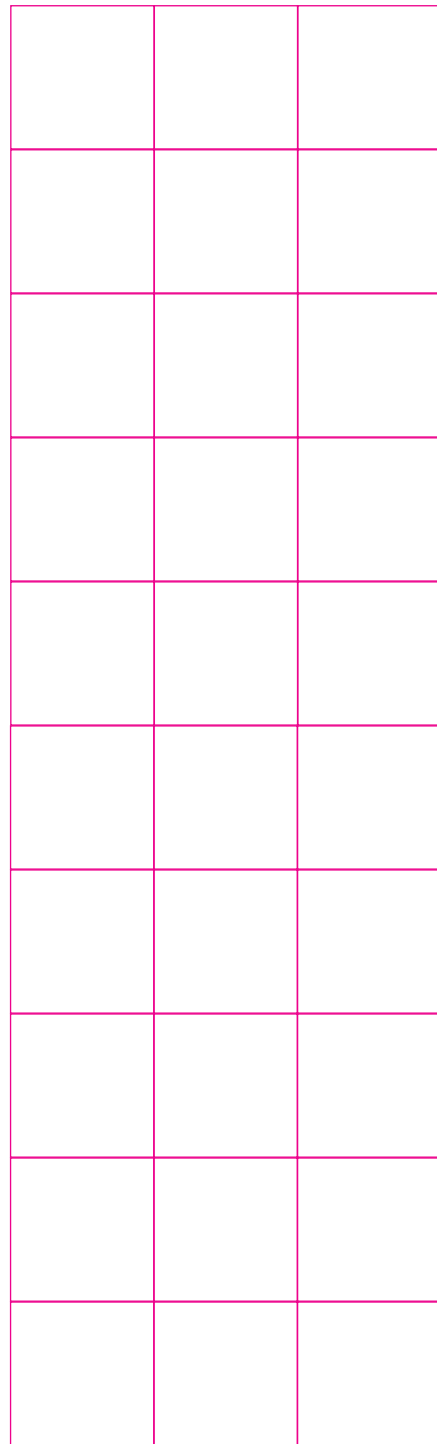


REFERENCE PROJECTS



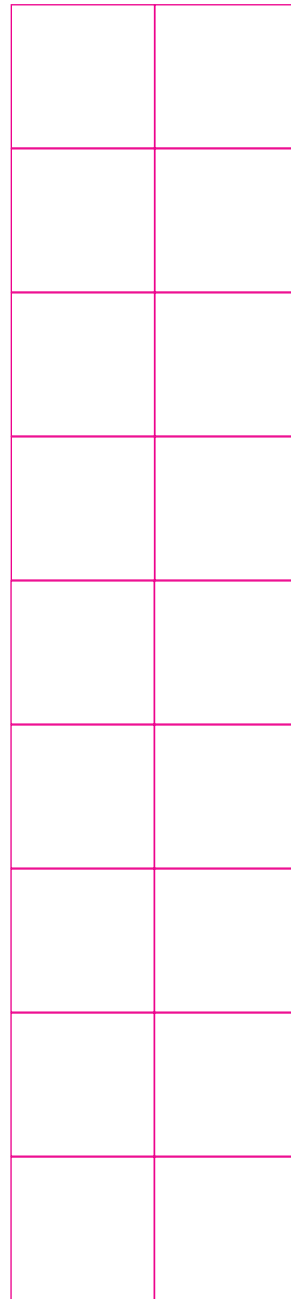
A GRID SYSTEM IS USED TO CREATE A FAMILY OF RELATED SIGNS

ARRIVAL SIGN

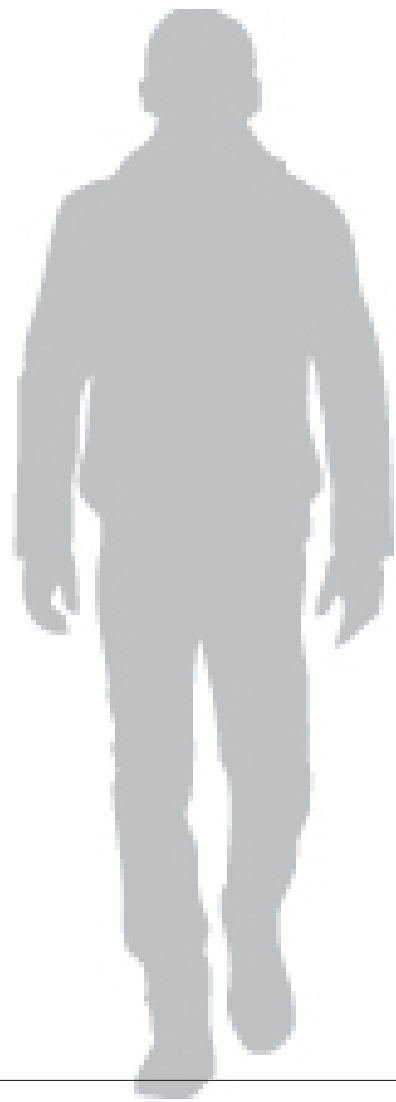


27" x 90"

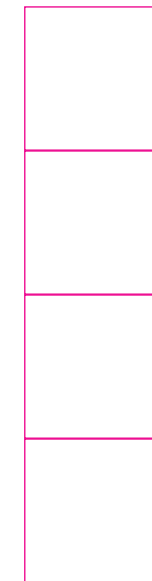
LOCAL SIGN



18" x 81"

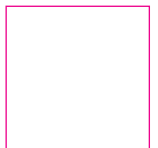


NUDGE POST



9" x 36"

PAVING INSERT



9" x 9"

ARRIVAL SIGN



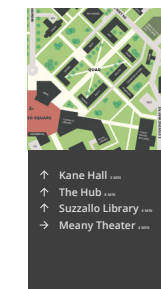
sign: 27" x 90"

LOCAL SIGN



18" x 81"

NUDGE POST



9" x 36" (+ 2" angle)

PAVING INSERT



9" x 9"

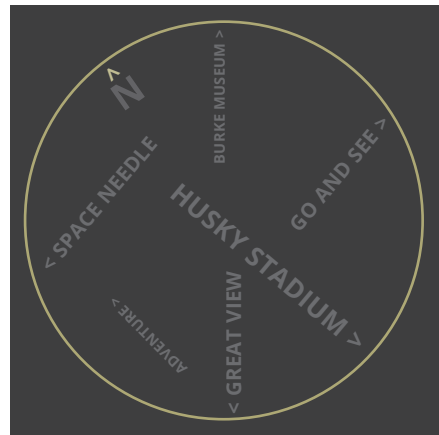
ARRIVAL SIGN WITH ROOF / GROUND INSET

Side

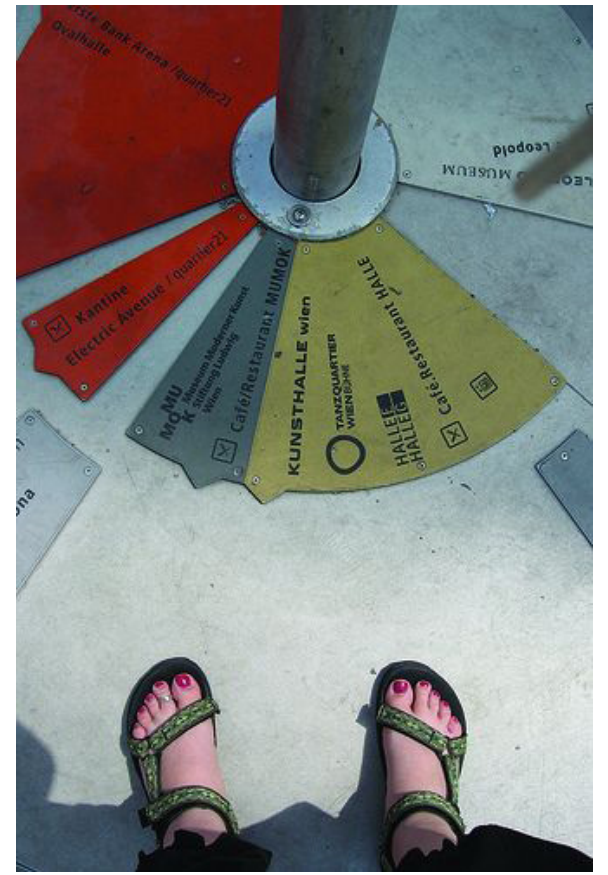
Front



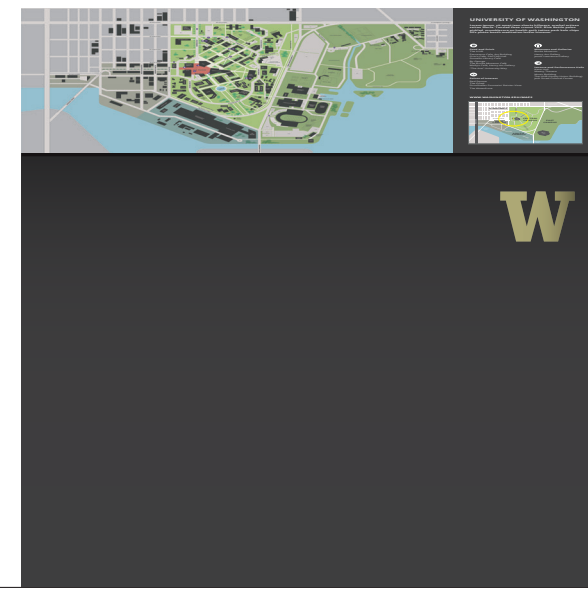
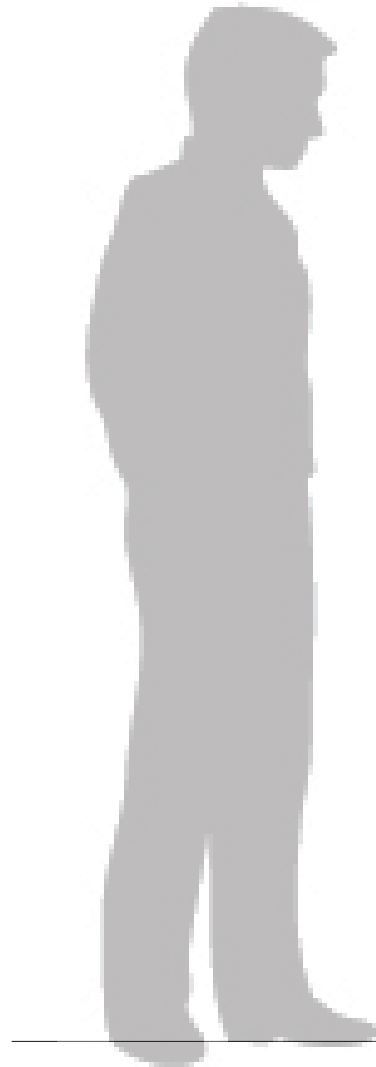
On ground



27" w x 83" h; roof projects 27"



LECTERN SIGN



LECTERN SIGN



UNIVERSITY OF WASHINGTON

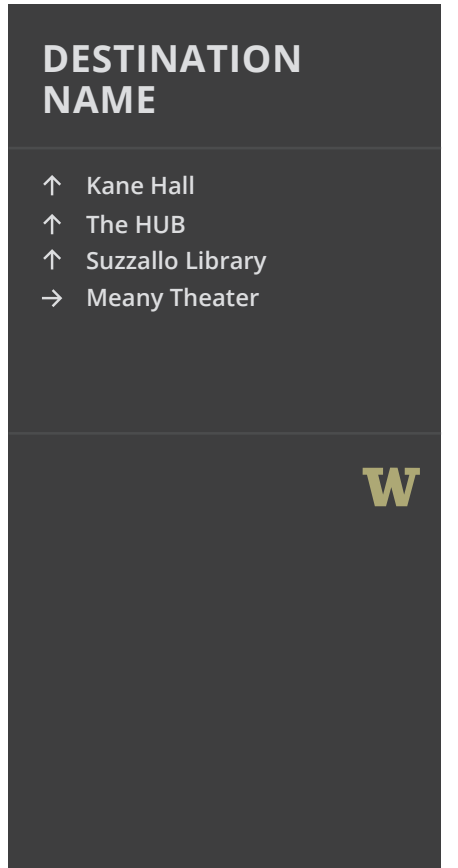
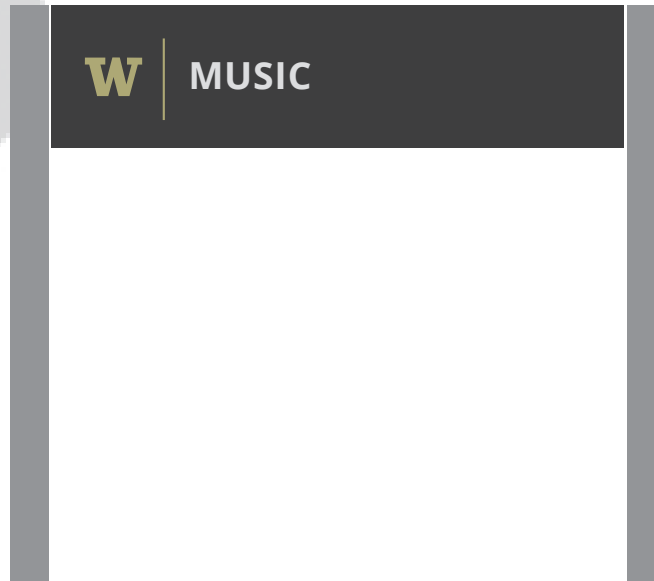
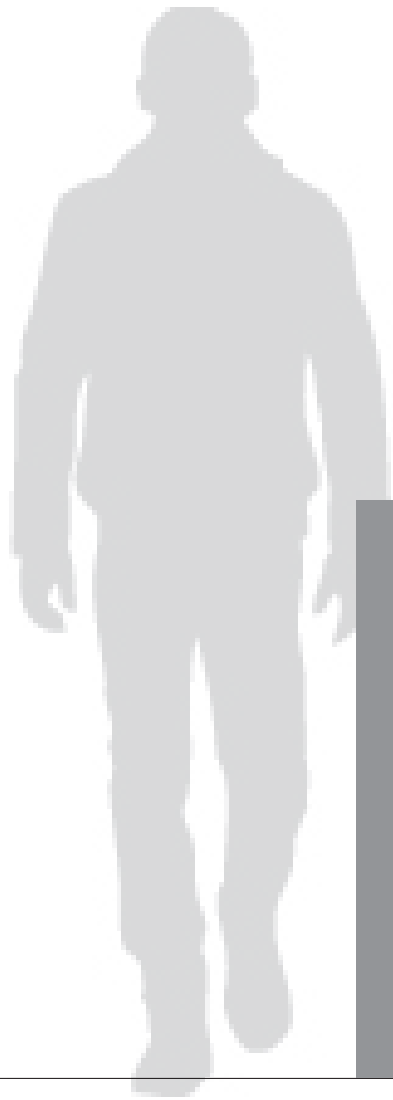
Lorem ipsum, sit amet jean shorts hillwave, arwhal artisan seitan Marfa. Tousled twee cronut VHS. Blue Bottle paleo pickled, mumblecore on health goth tattoo pack kale chips 90's photo booth meditation lorem himsum.

- 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
- Museums and Galleries**
 - Burke Museum
 - Henry Art Gallery
 - Jacob Lawrence Gallery
- Lecture and Performance Halls**
 - Kane Hall
 - Mearns 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

WWW.WASHINGTON.EDU/MAPS



BUILDING SIGNS / VEHICULAR SIGNS



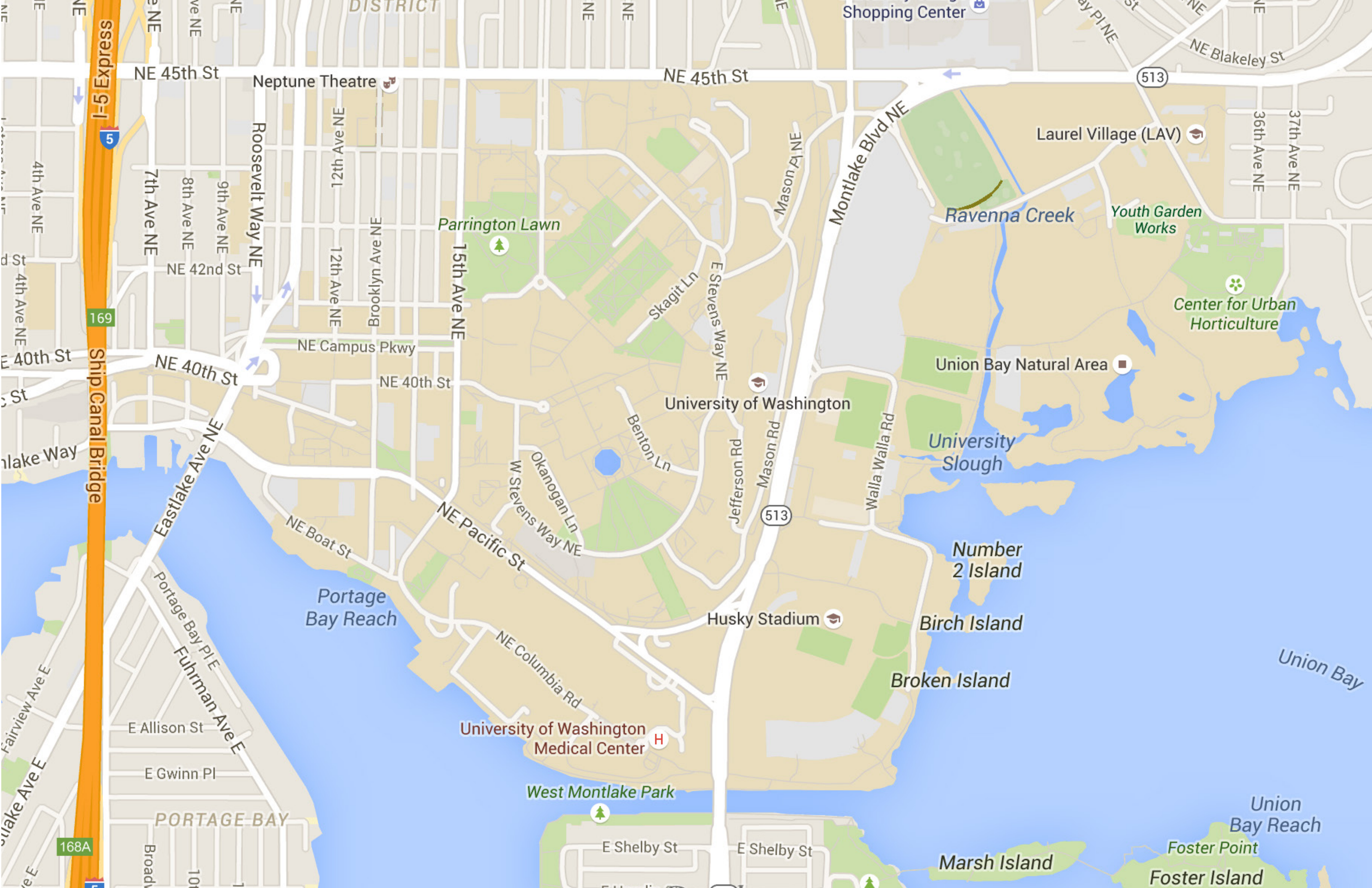
CURRENT ONLINE MAP FOR COMPARISON



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)





I-5 Express

169

Ship Canal Bridge

168A

NE 45th St

Neptune Theatre

NE 45th St

Shopping Center

513

NE Blakeley St

Laurel Village (LAV)

36th Ave NE
37th Ave NE

7th Ave NE
8th Ave NE
9th Ave NE

Roosevelt Way NE

12th Ave NE

12th Ave NE

Brooklyn Ave NE

Parrington Lawn

15th Ave NE

Skagit Ln

E Stevens Way NE

Mason Pl NE

Montlake Blvd NE

Ravenna Creek

Youth Garden Works

Center for Urban Horticulture

NE 40th St

NE Campus Pkwy

NE 40th St

University of Washington

Benton Ln

Jefferson Rd

513

Mason Rd

Walla Walla Rd

University Slough

Union Bay Natural Area

Eastlake Ave NE

NE Boat St

NE Pacific St

Okanogan Ln
W Stevens Way NE

Number 2 Island

Portage Bay Reach

Husky Stadium

Birch Island

Broken Island

Union Bay

E Allison St

University of Washington Medical Center

West Montlake Park

E Shelby St

E Shelby St

Marsh Island

Union Bay Reach

Foster Point

Foster Island

PORTAGE BAY

Broadway

100

100

NEIGHBORHOOD MAP





FOOD / DRINK



DINING



POINT OF INTEREST



MUSEUM / GALLERY



LECTURE / PERFORMANCE SPACE



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 Theatre



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



QUAD

PARRINGTON

SAVERY

MILLER

COMMUNICATIONS

CLARK

ODEGAARD UNDERGRAD LIBRARY

KANE

SMITH

THOMSON

GOWEN

N22

RED SQUARE

SUZZALLO LIBRARY

MEANY

HUSKY UNION BUILDING

GERBERDING

ALLEN LIBRARY

C6

MARY GATES

SIEG

GUGGENHEIM ANNEX

ENGR. LIBR.

JOHNSON

TERNARY

KIR

CHITECT.

AYW

CUNNINGHAM

PEN

PADEL

HAL

HEAR

TH

UV

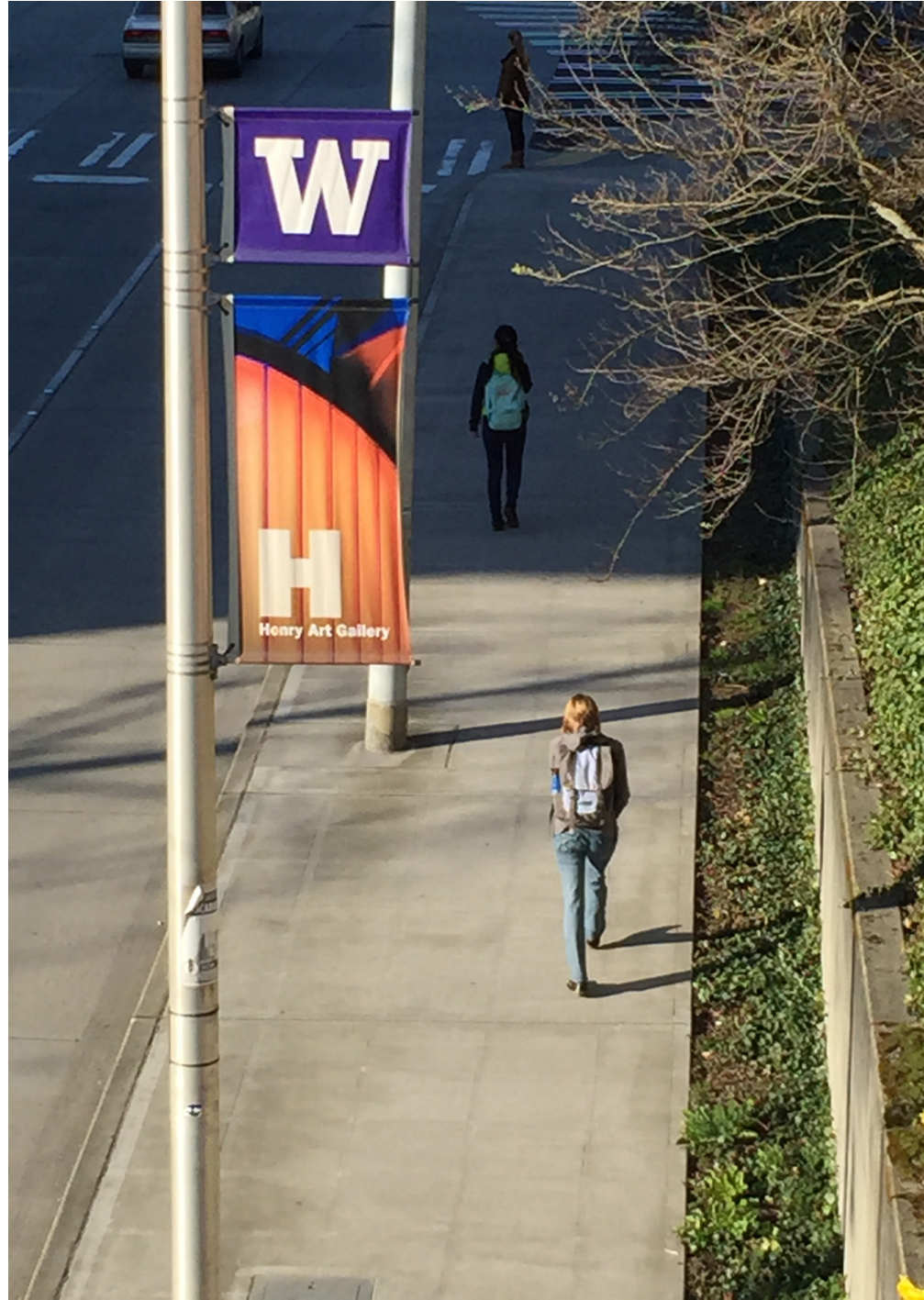
CL

STEVENS WAY E

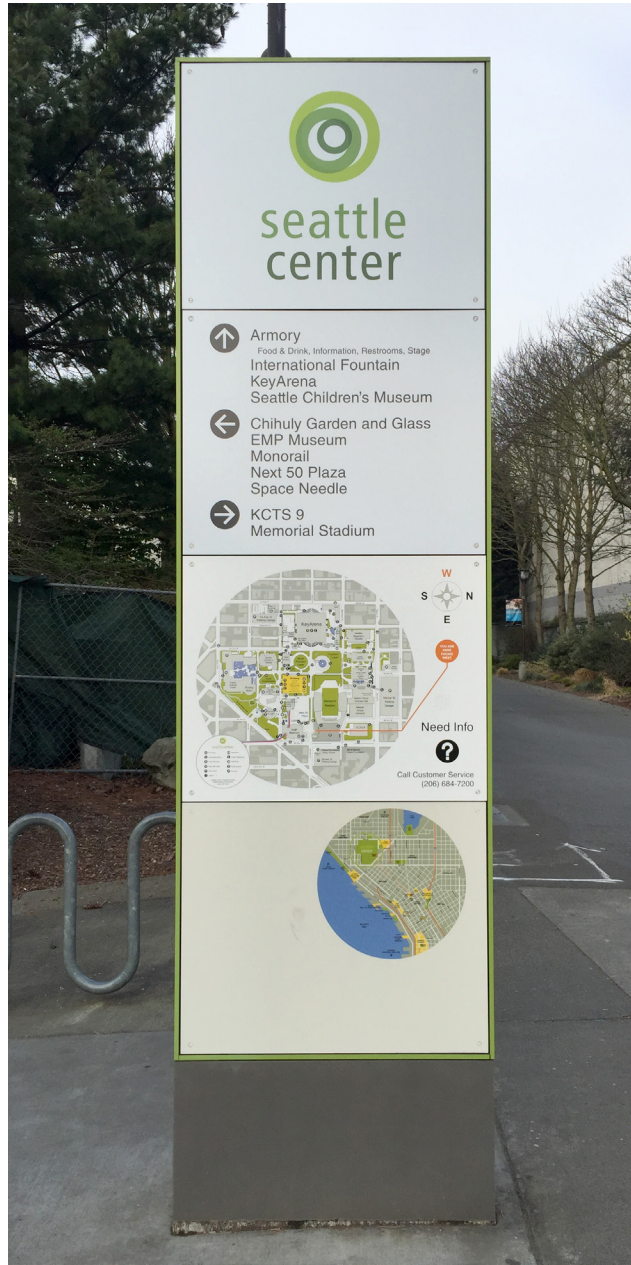




BRANDING ON CAMPUS



REFERENCE: COLOR VARIATIONS



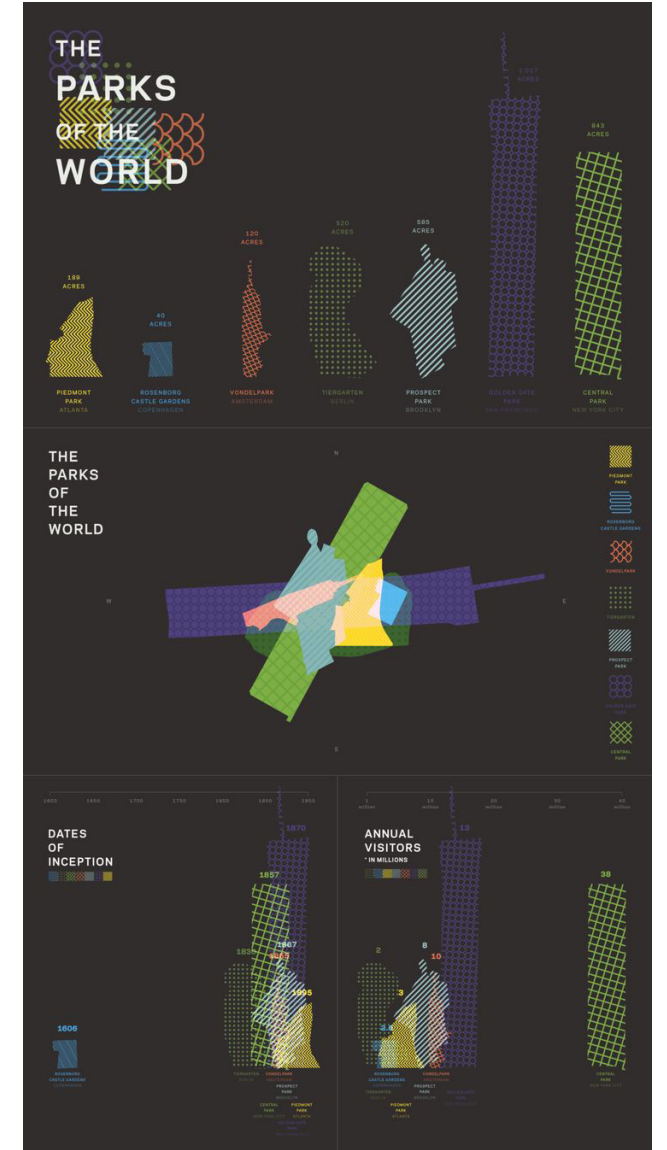
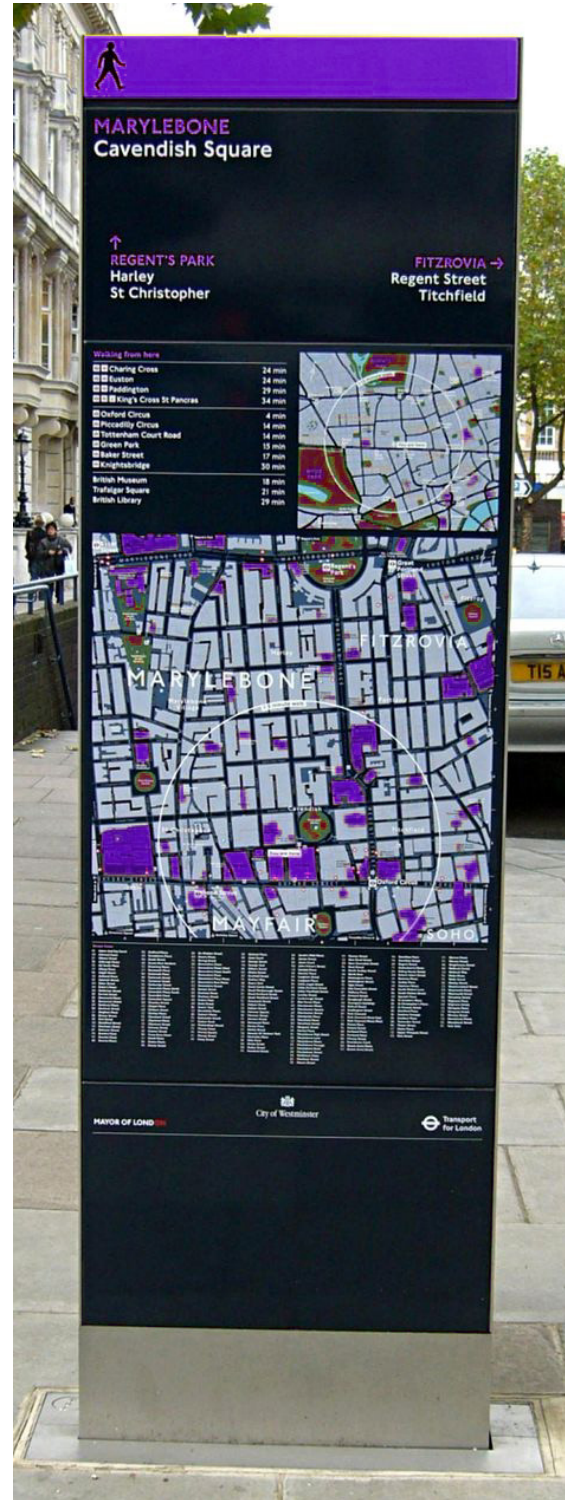
MATERIAL FINISHES



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

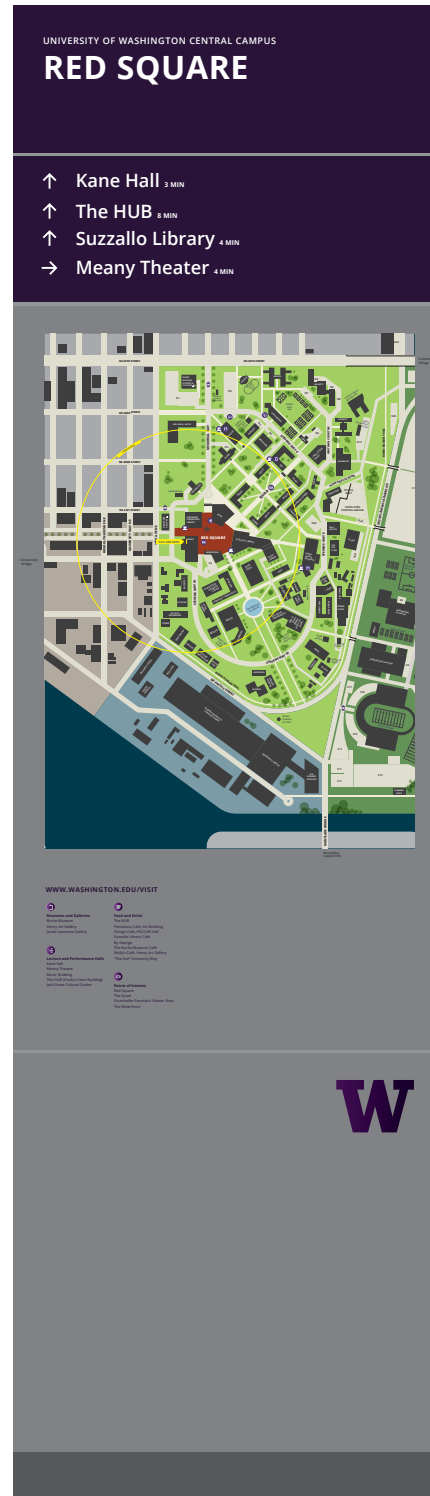


ARRIVAL SIGN — COLOR VARIATIONS

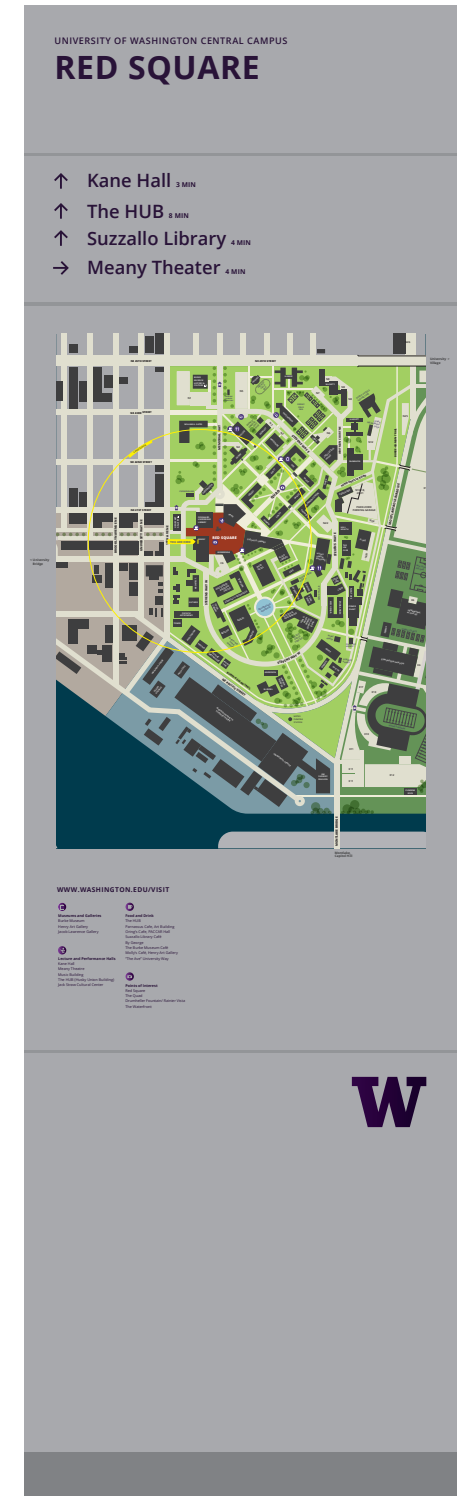
Opt 3
Purple top
Map w/dark blue water



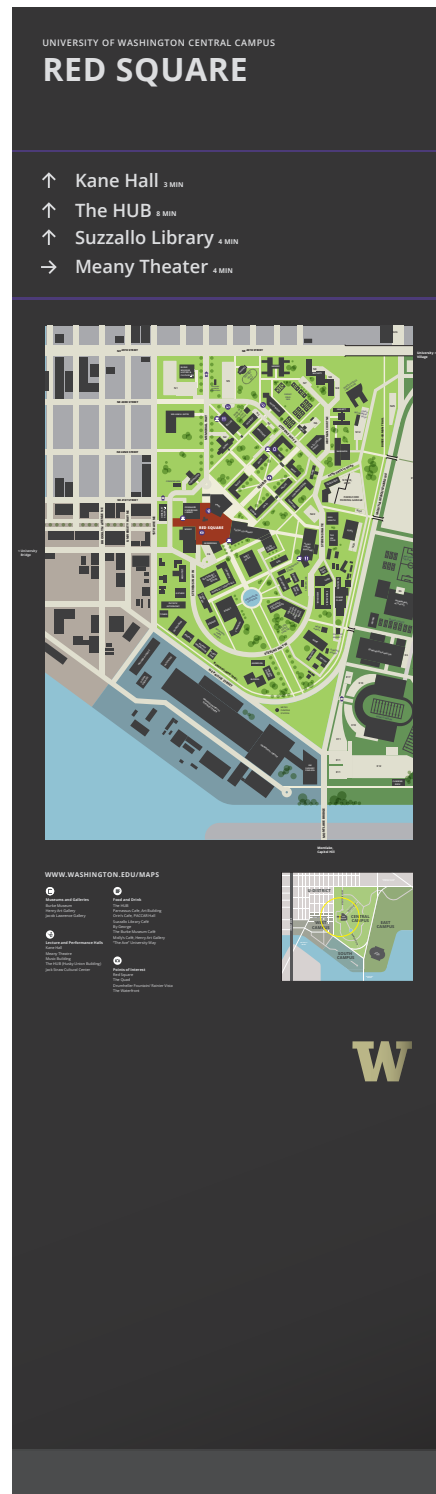
Opt 4
Color blocks, silver base color
Map w/dark blue water



Opt 5
Silver base color
Map w/dark blue water



ARRIVAL SIGN



sign: 27" x 90"

LOCAL SIGN



18" x 81"

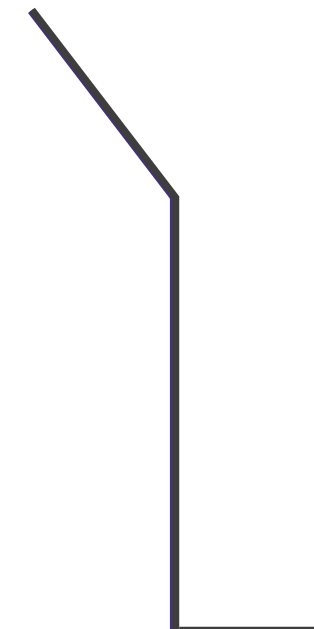
NUDGE POST

OPT 1

Front

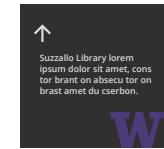
Back

Side



9" x 36" (+ 2" angle)

PAVING INSERT

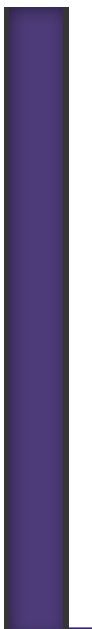


9" x 9"

OPT 2

Front,
Floor plate

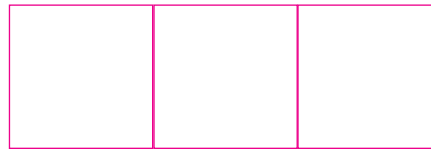
Side



LECTERN SIGN



Color on inside face



UNIVERSITY OF WASHINGTON

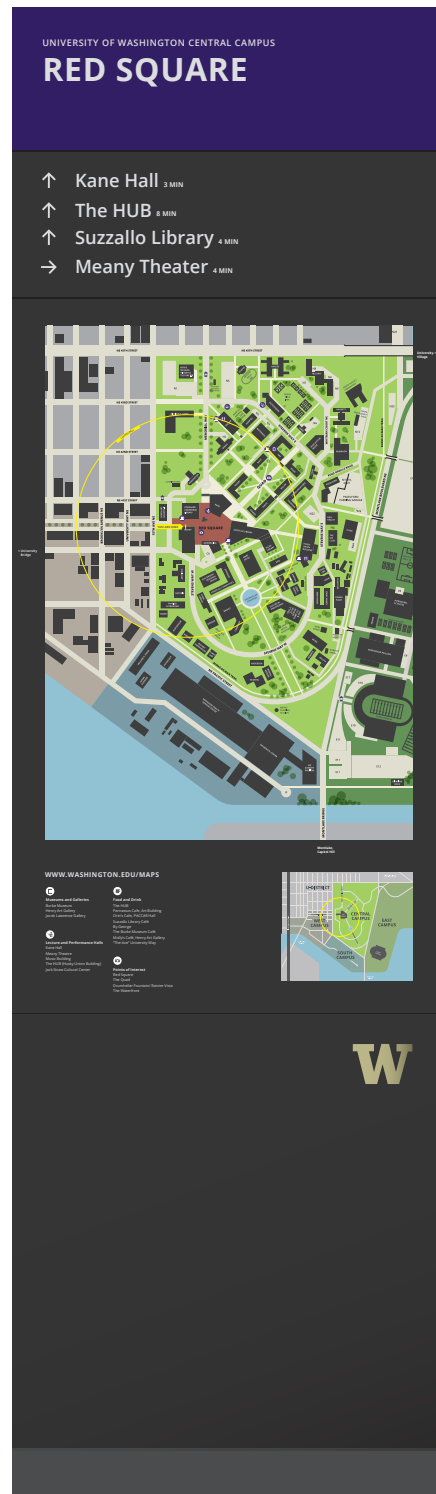
Lorem ipsum, sit amet jean shorts hillwave, arwhal artisan seitan Marfa. Tousled twee cronut VHS. Blue Bottle paleo pickled, mumblecore on health goth tattoo pack kale chips 90's photo booth meditation lorem himsum.

- 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
- Museums and Galleries**
 - Burke Museum
 - Henry Art Gallery
 - Jacob Lawrence Gallery
- Lecture and Performance Halls**
 - Kane Hall
 - Mearns 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

WWW.WASHINGTON.EDU/MAPS



ARRIVAL SIGN



sign: 27" x 90"

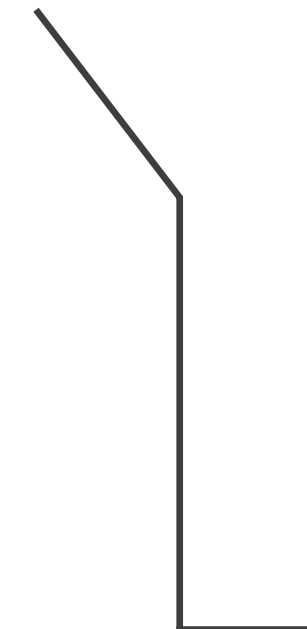
LOCAL SIGN



18" x 81"

NUDGE POST

Front Side



9" x 36" (+ 2" angle)

PAVING INSERT



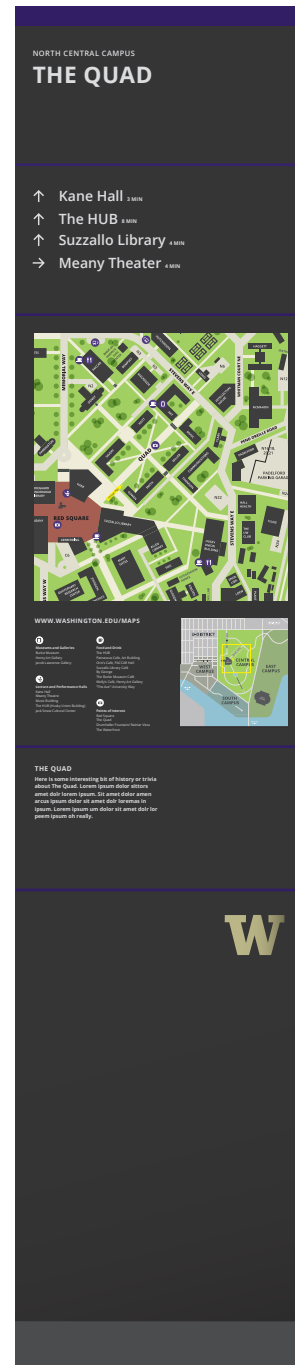
9" x 9"

ARRIVAL SIGN



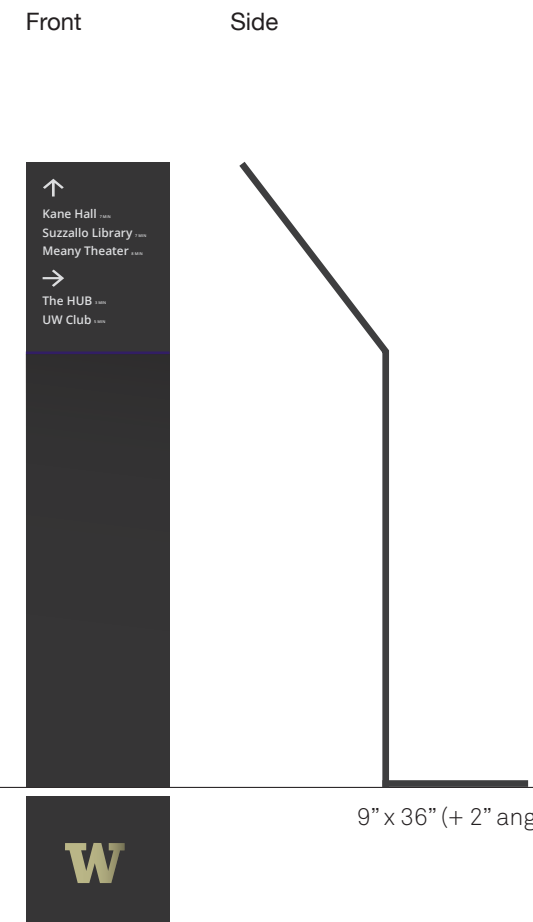
sign: 27" x 90"

LOCAL SIGN



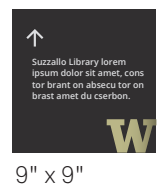
18" x 81"

NUDGE POST



9" x 36" (+ 2" angle)

PAVING INSERT



9" x 9"

UNIVERSITY OF WASHINGTON CENTRAL CAMPUS

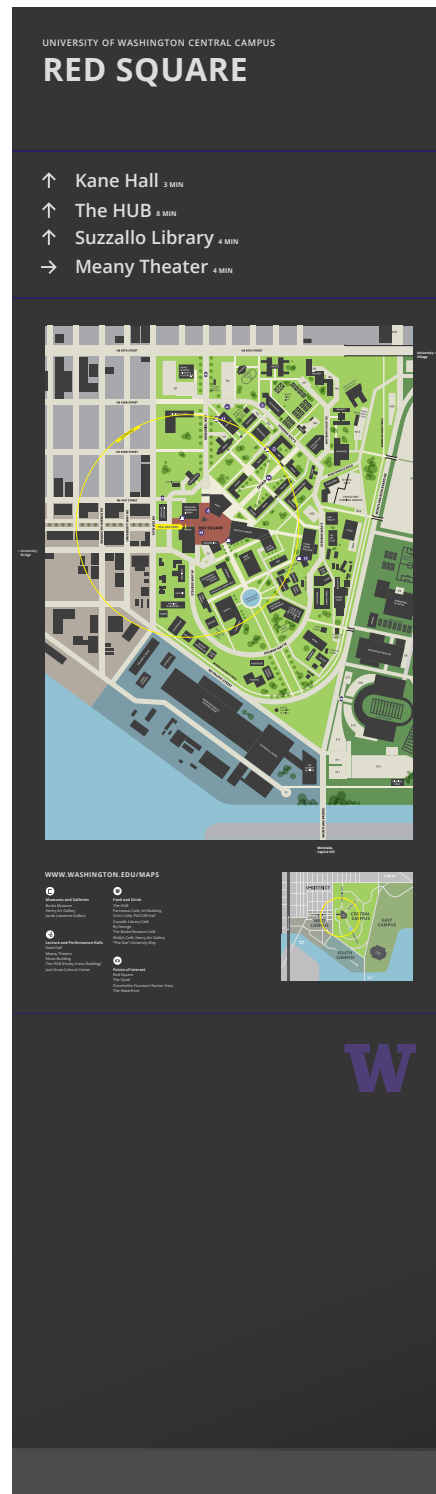
RED SQUARE

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



University >
Village

ARRIVAL SIGN



sign: 27" x 90"

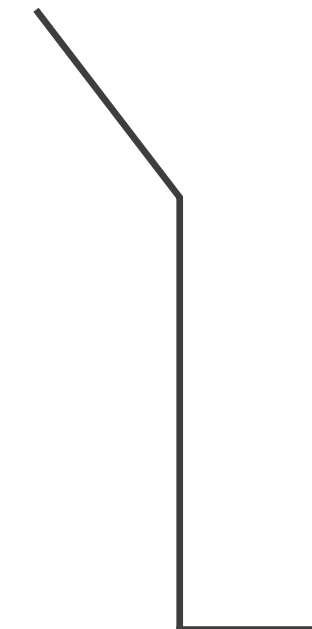
LOCAL SIGN



18" x 81"

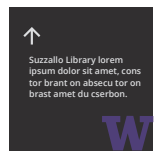
NUDGE POST

Front Side



9" x 36" (+ 2" angle)

PAVING INSERT



9" x 9"

UNIVERSITY OF WASHINGTON CENTRAL CAMPUS

RED SQUARE

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



University >
Village



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
 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

