

University of Washington Campus wayfinding and graphics strategy

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)

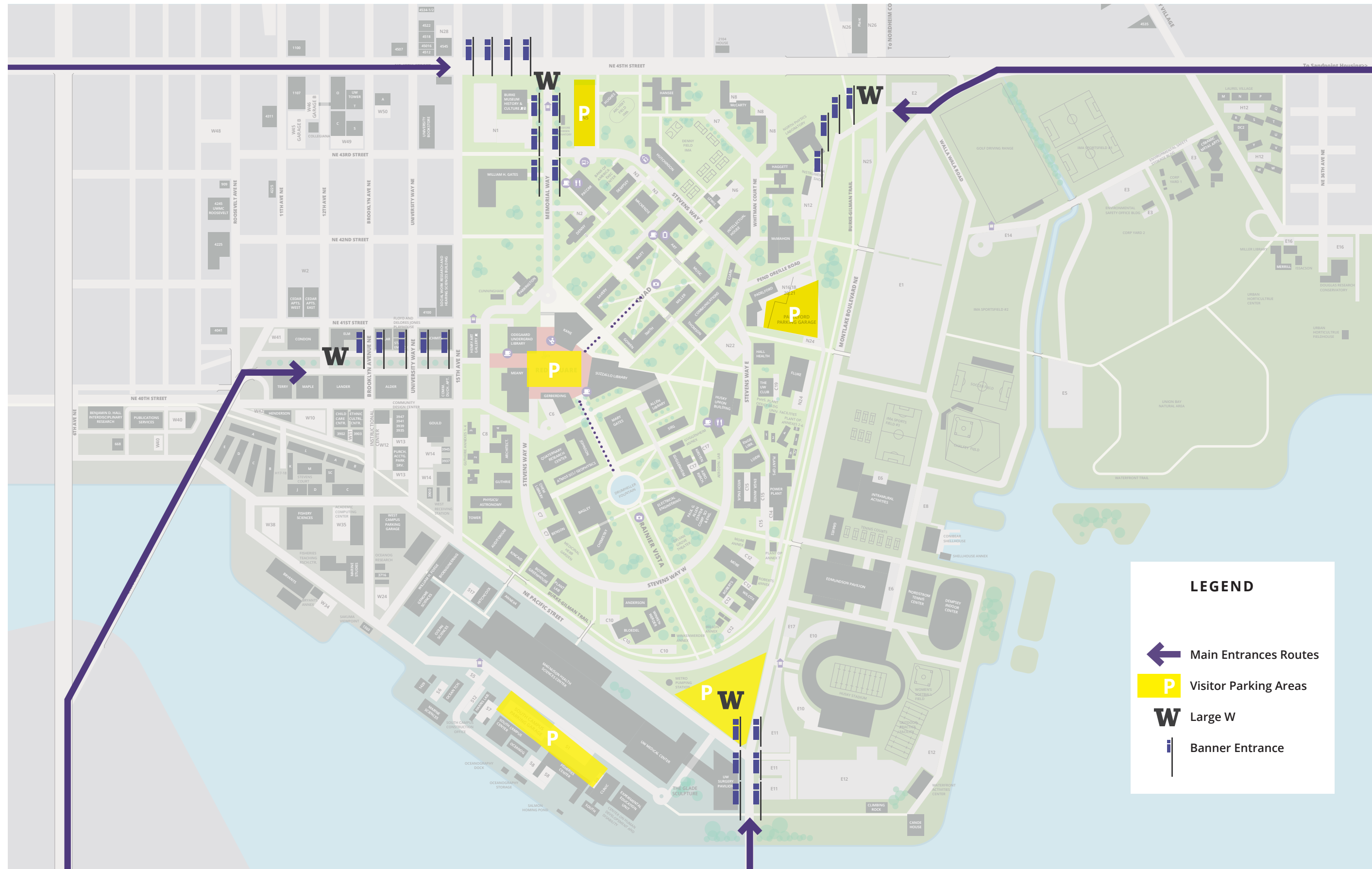
Main arrival points by car







LEGEND

- ← Main Entrances Routes
- P Visitor Parking Areas

Use of W signs, banner series can herald key entrances



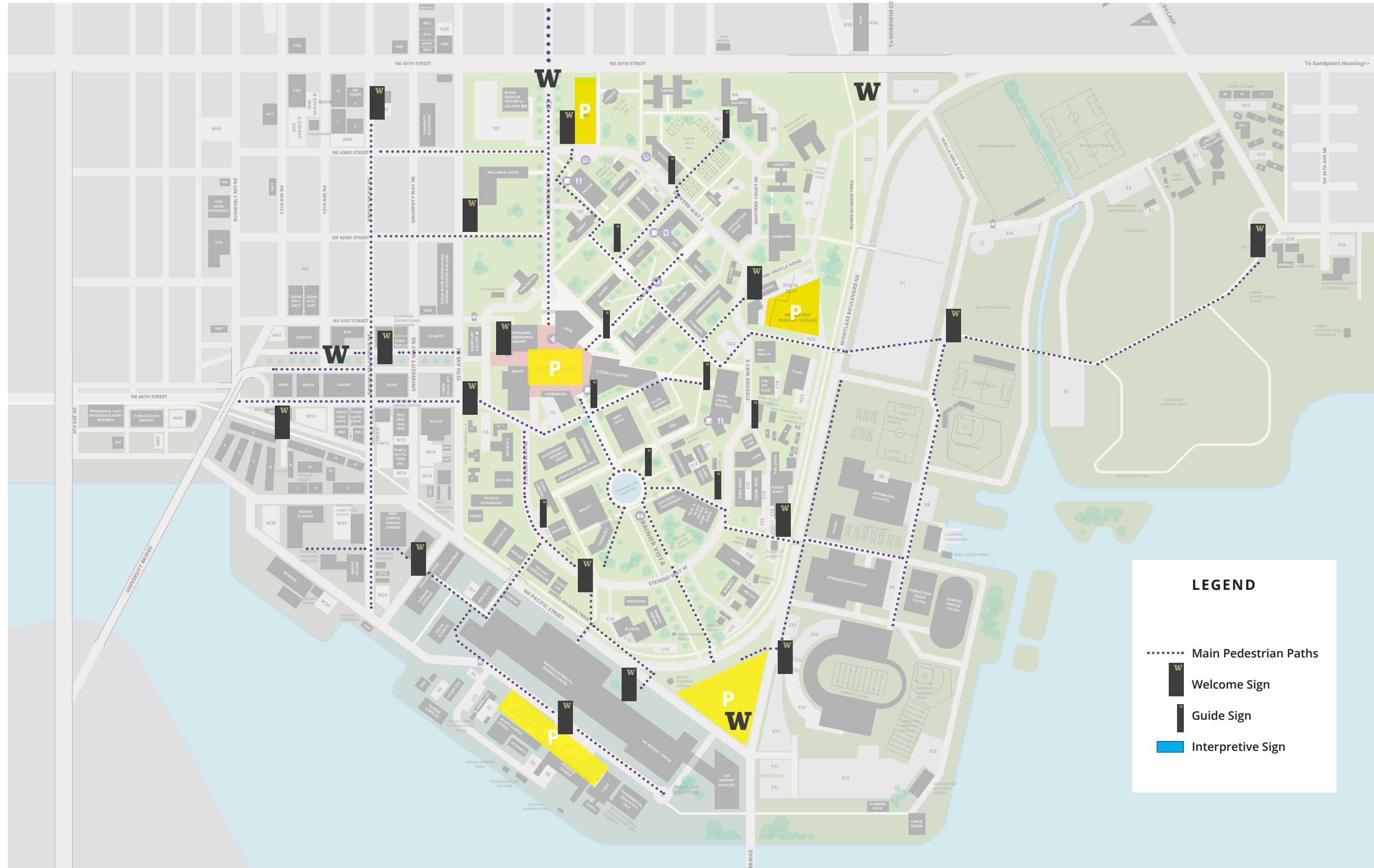
LEGEND

-  Main Entrances Routes
-  Visitor Parking Areas
-  Large W
-  Banner Entrance

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



Smaller, quieter guide signs in campus interior



LEGEND

- ⋯⋯⋯ Main Pedestrian Paths
- W** Welcome Sign
- |** Guide Sign
- P** Interpretive Sign

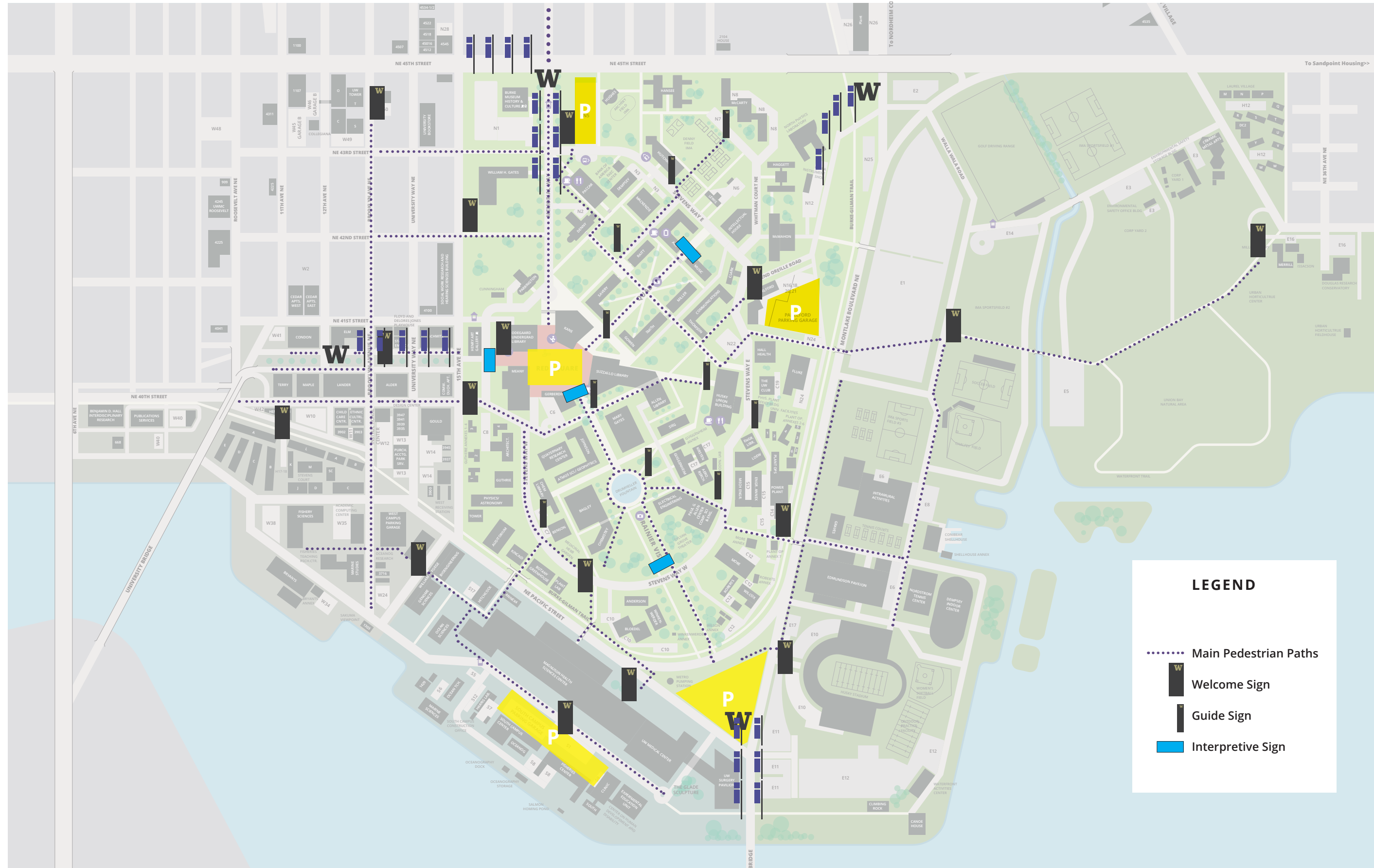
Interpretive signs at viewpoints, reinforce axes through campus



LEGEND

- Main Pedestrian Paths
- Welcome Sign
- Guide Sign
- Interpretive Sign

Unified system



LEGEND

- Main Pedestrian Paths
- W Welcome Sign
- G Guide Sign
- I Interpretive Sign

Creating consistency

Existing sign family (a small selection)

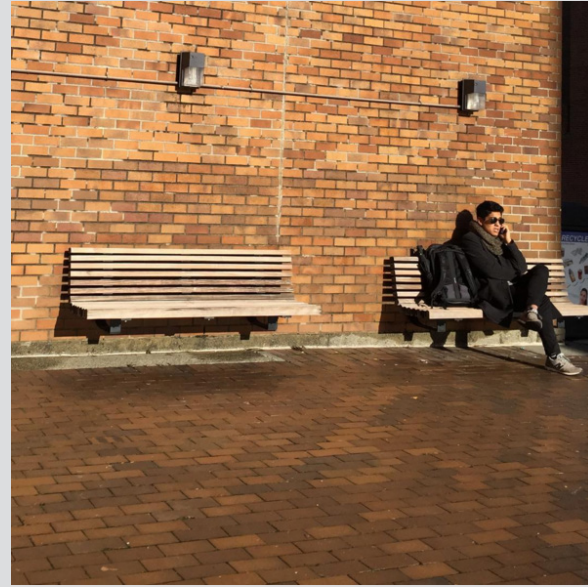


Recommended Sign Family



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)

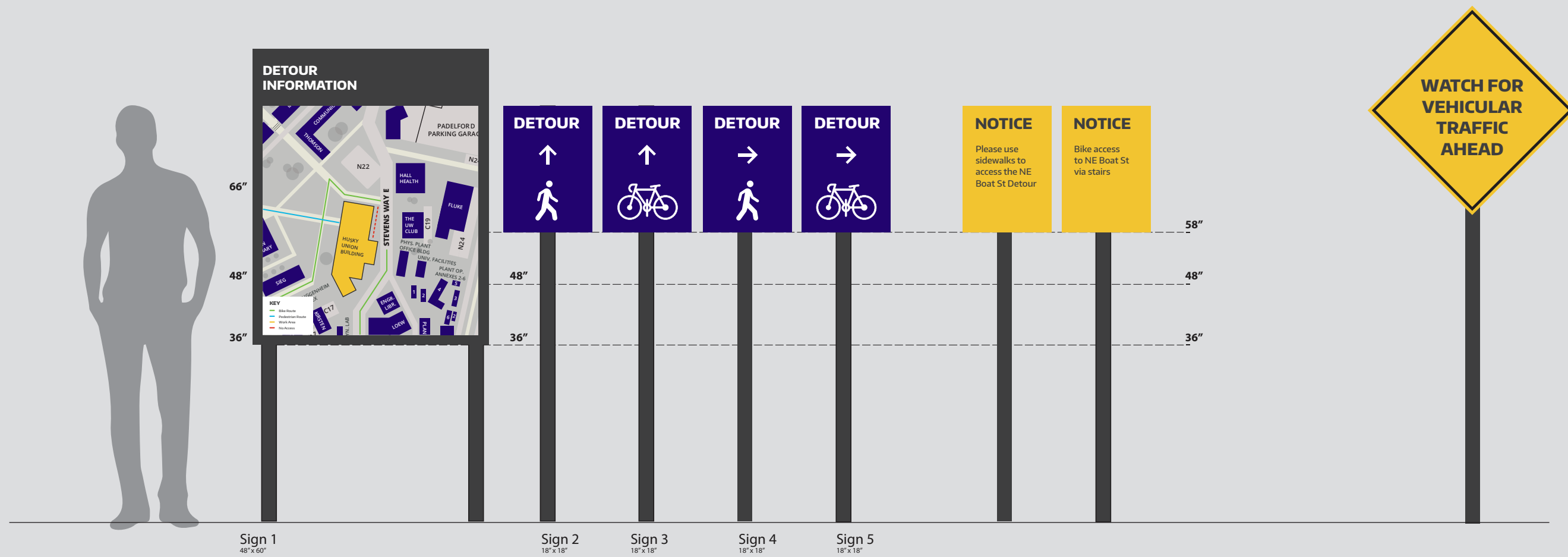


CONSTRUCTION SCRIMS - ADDITIONAL PANELS WILL INCLUDE ACADEMIC AND RESEARCH COMPONENTS, THE CAMPUS EXPERIENCE AND INTERACTIVE LEARNING.

New construction fence panel graphics

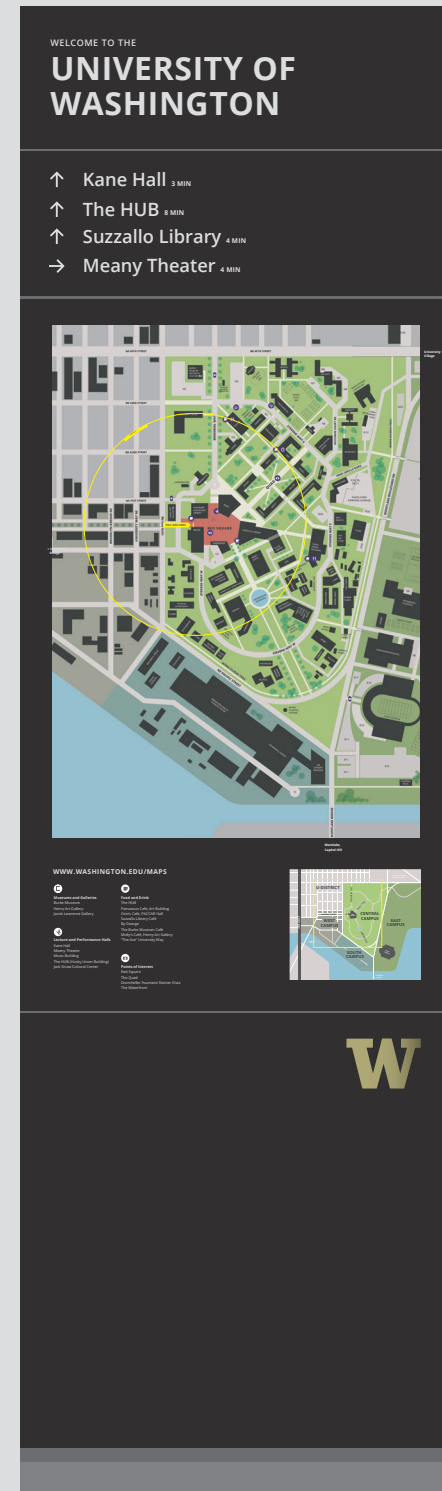


New unified campus construction signage system (in progress)



Arrival Sign Variations

ORIGINAL



CLASSIC GOLD W



ARRIVAL SIGN VARIATIONS

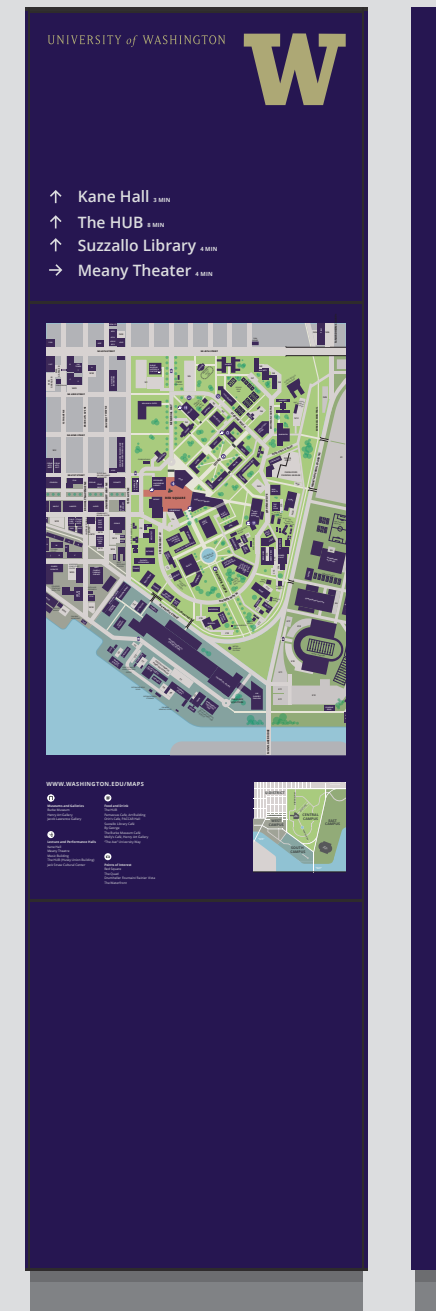
PURPLE WRAP OVER TOP



PURPLE SIDES



ALL PURPLE



Recommended Sign Family



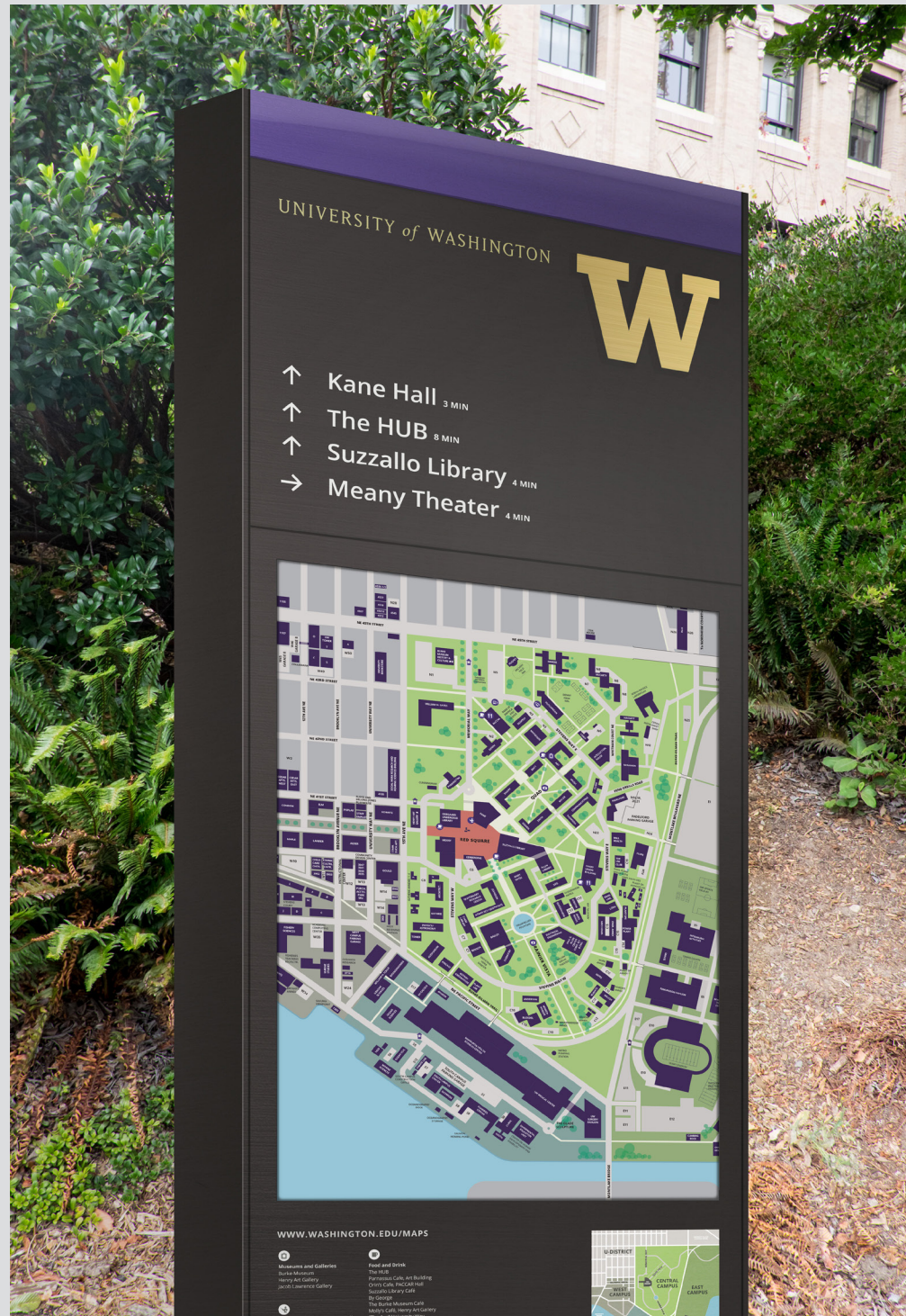
Recommended Sign Family



Sign family - Option 2



Sign family - Option 2



Sign family - Option 3



Sign family - Option 3



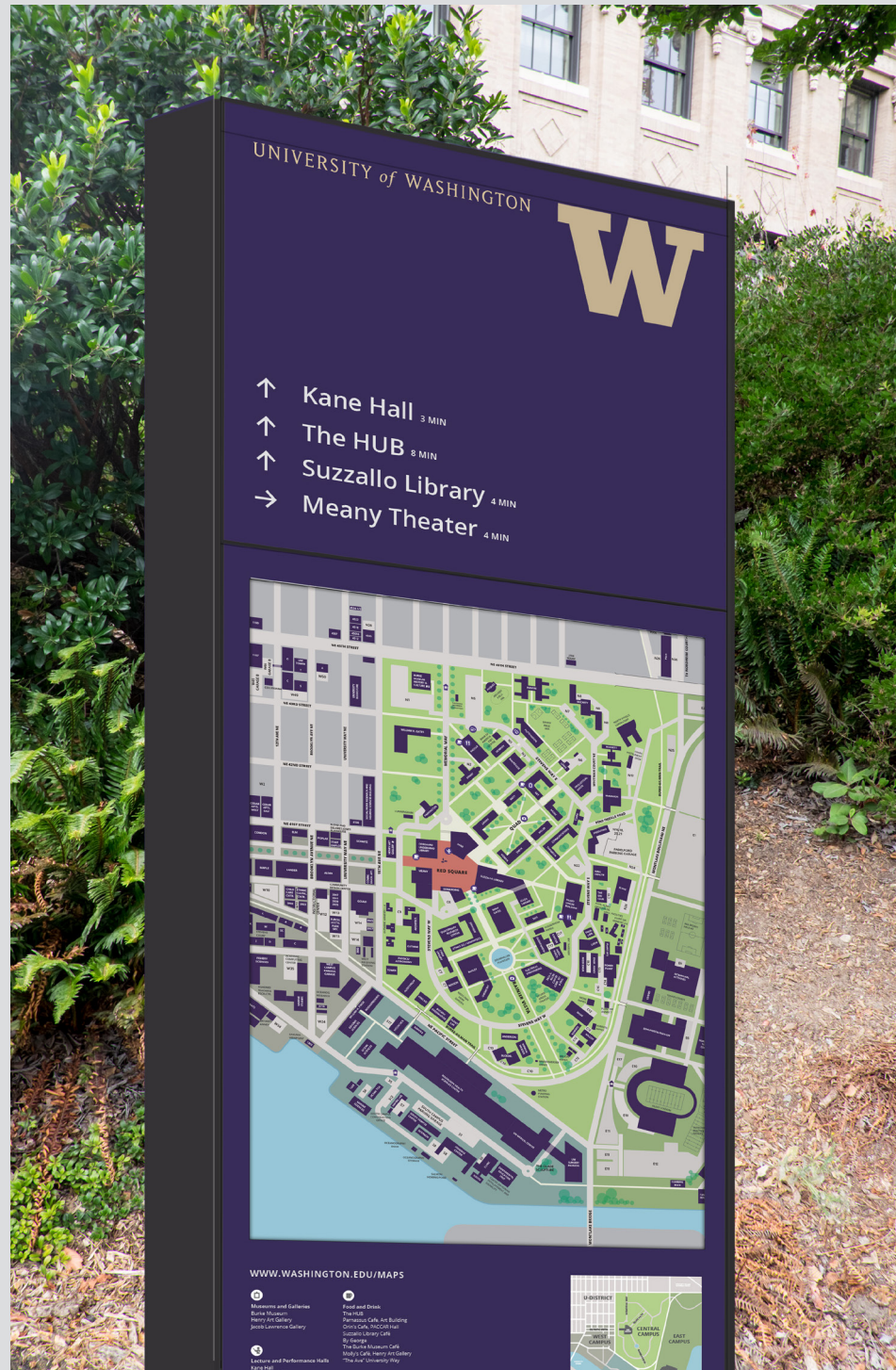
Sign family - Option 4



Sign family - Option 5



Sign family - Option 5



Issues & concerns with using purple for permanent signage

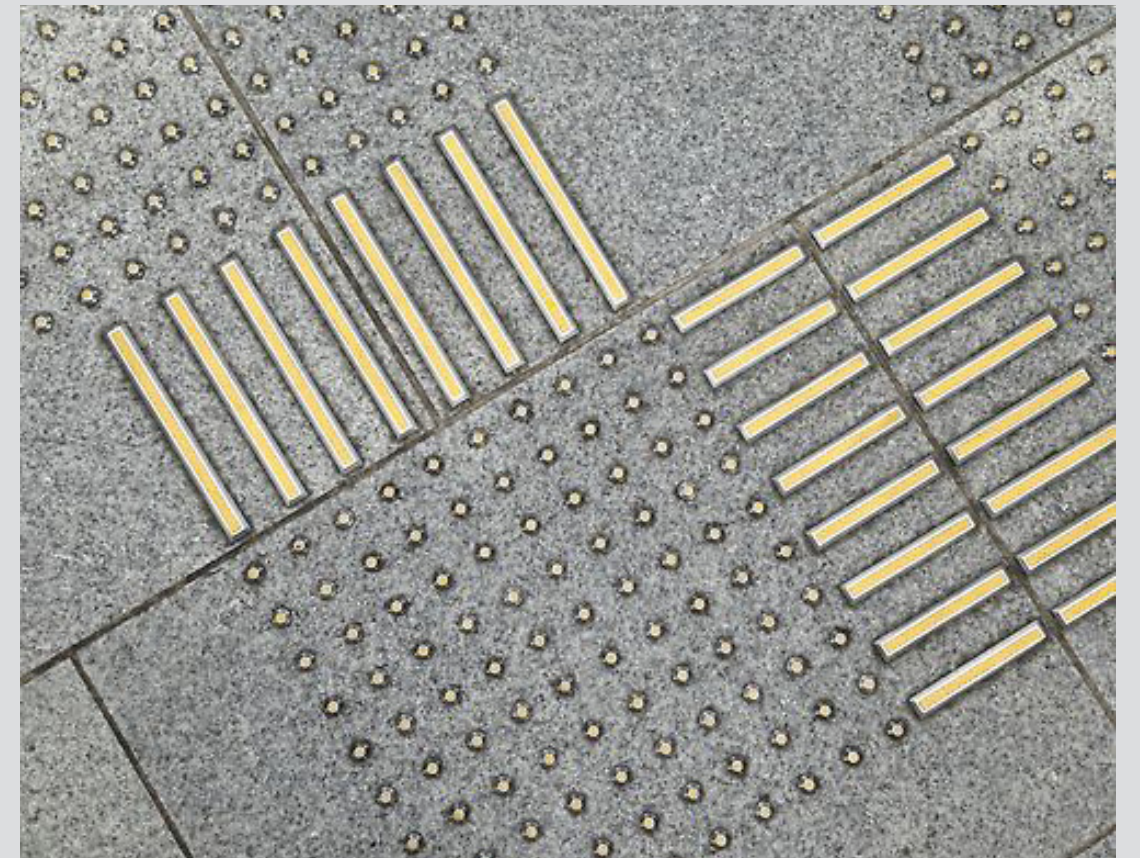
Multiple variations of purple across campus

Longevity of UW purple color over time (fading)

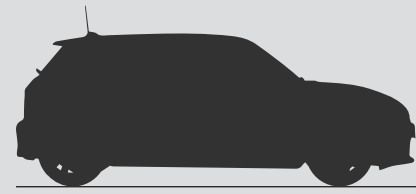
Hard to maintain (patching purple / clean up)

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...

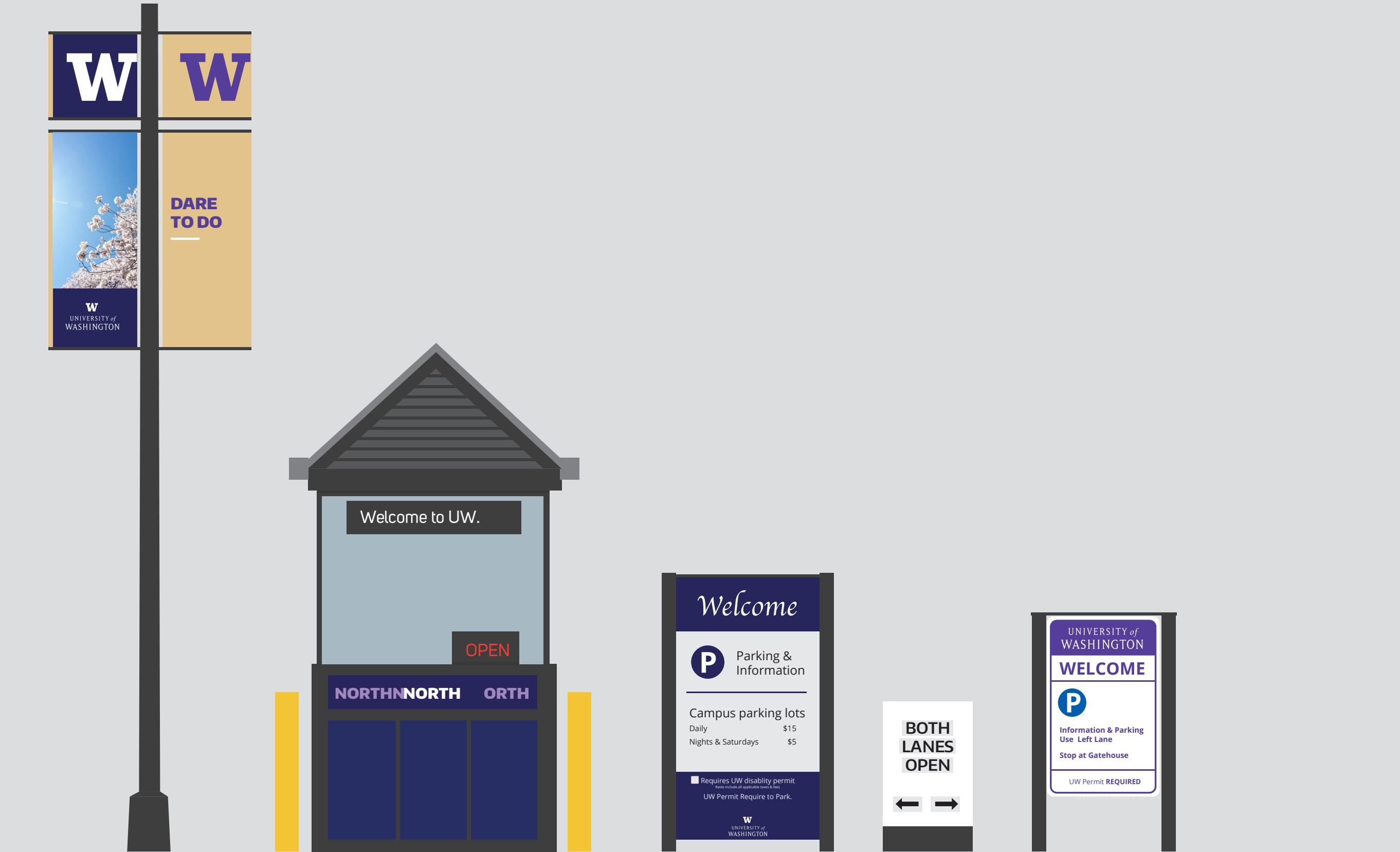


Current experience...



EXISTING NORTH ENTRANCE GRAPHICS

Existing



Update



Welcome signs to orient pedestrians...



Colorful maps help orient visitors



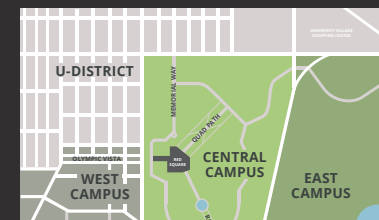
WWW.WASHINGTON.EDU/MAPS



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



W

NORTH CENTRAL CAMPUS
THE QUAD

- ↑ Kane Hall
- ↑ The HUB
- ↑ Suzzallo Library
- Meany Theater

WWW.WASHINGTON.EDU/MAPS

THE QUAD
Here is some interesting bit of history or trivia about The Quad. Lorem ipsum dolor sit amet...



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

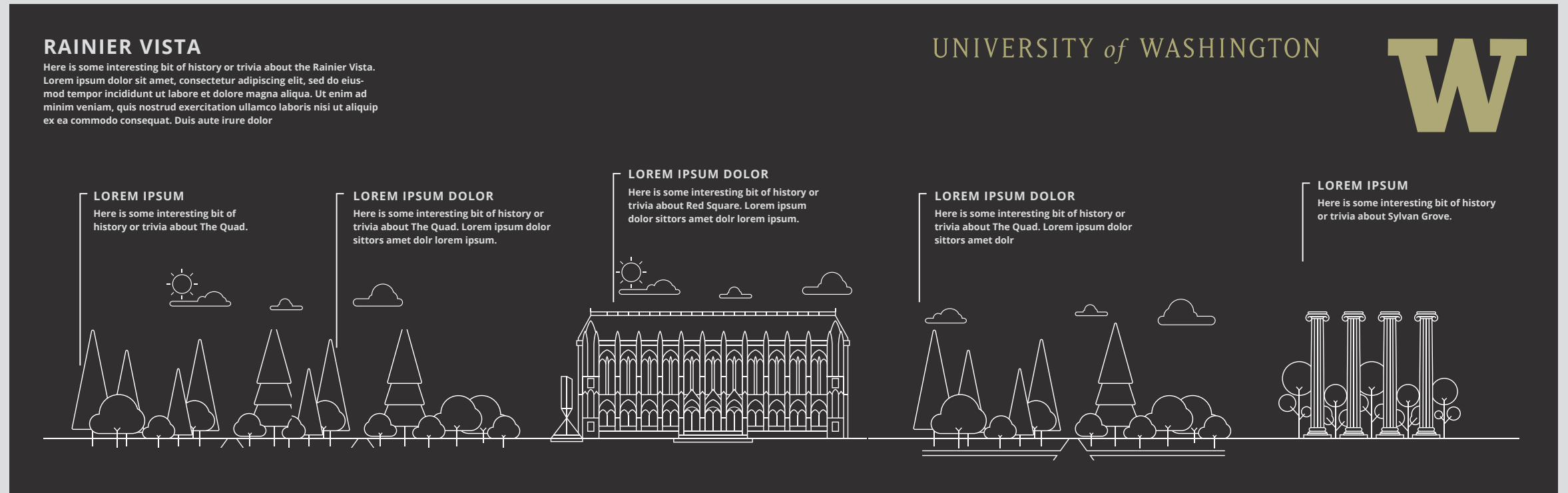


THE QUAD

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



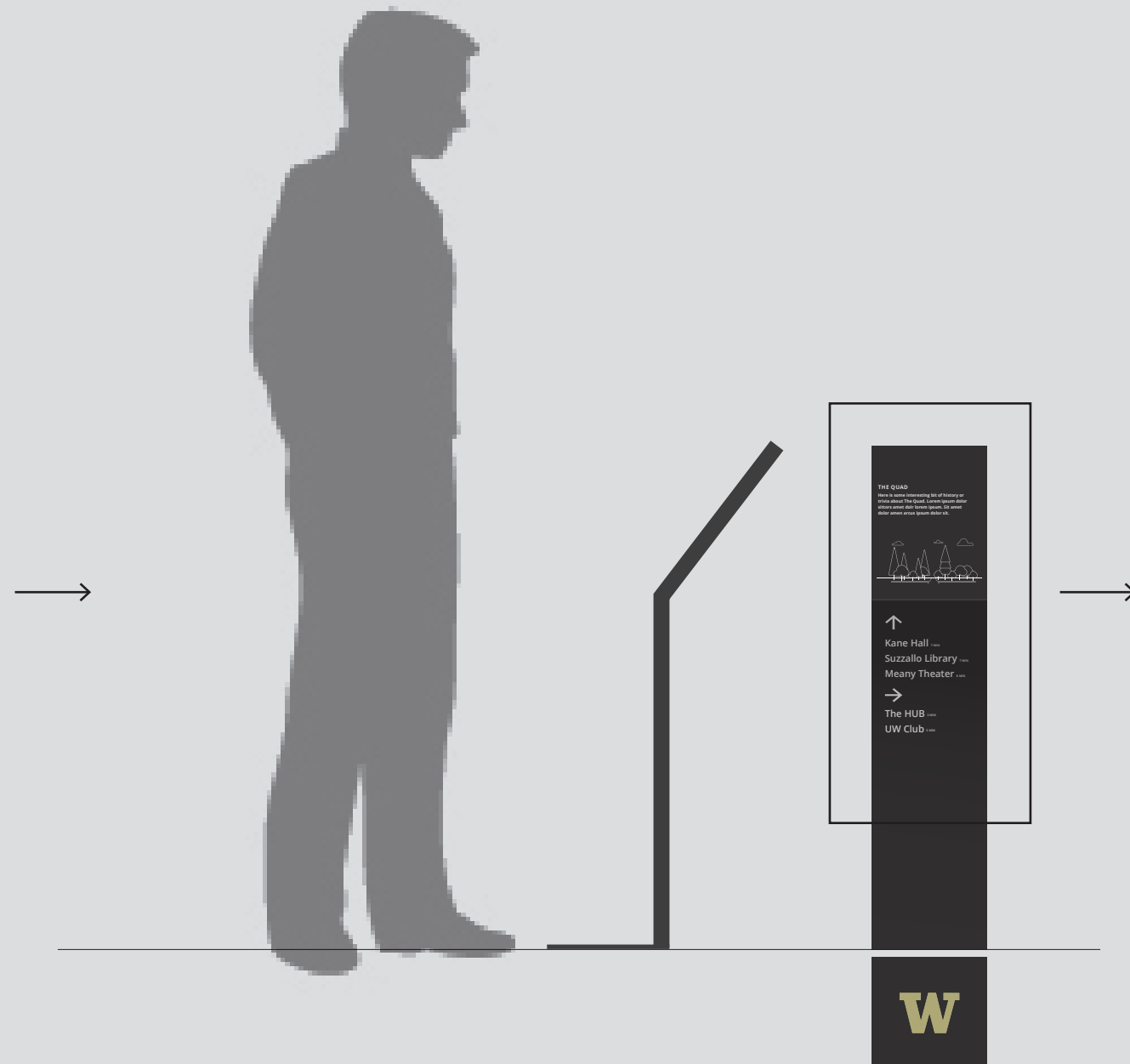
Interpretive signs tell the UW story as well as introduce main orientation points across campus



INTERPRETIVE SIGN DETAIL

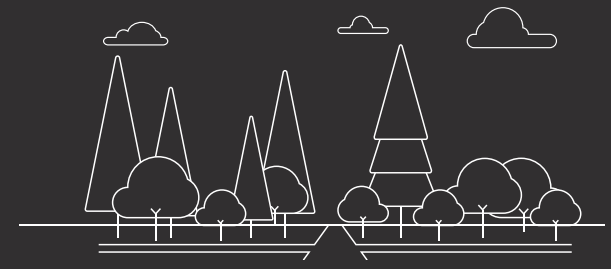


Small nudge posts tell more of the UW story and help guide visitors



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.