

Campus Wayfinding Design Guidelines

The Sign and Wayfinding system in a College environment must support the full spectrum of user situations. From visits by out-of-towners, groups attending special events, prospective students visiting the campus, and current campus users; these groups need a navigation system with a clear hierarchy of messages that are integrated into the campus and community environment.

The Signage and Wayfinding system should function as a unifying element of the campus environment. It defines meeting destinations, building purposes, and recognition of accessible code compliance; all of which are part of the daily campus user experience.

The integration of a standard college sign system within the city fabric and campus environment results in a memorable visitor experience. A consistent system can capture the institution's unique sense of place and offer a branding opportunity.

Architectural signage strategy should complement the architectural style. The use of venerable materials is preferred for their longevity. Material selection would need to withstand both physical and climactic abuse.

- A campus-wide typeface should be adhered to.
- Architectural signage should be typical in size throughout all buildings.
- Architectural signage should be located in a prominent position at main entrances.
- Signage should be lighted to facilitate its role as a wayfinding device.
- Architectural signage should be clear, explicit, and conforming to defined architectural standards in colors, graphics and textures.
- Guidelines and minimum standards shall be established and approval granted in accordance with the process as defined in these guidelines.



Building Directional Signage



Automobile Directional Sign



Pedestrian Wayfinding Directory



Building Identification - Large