Wayfinding, Signage & Masterplan
“Develop freestanding ambassadors for the University and bring the UW brand to the forefront.”
About MCD
160 million people use one of our projects each year.
Masterplan: Education

Old Signage

Monument Sign

Vehicular Directional

Pedestrian Directories
Masterplan: Education

Old Sign

Monument Sign

Building Signs
Branding & Masterplan: Healthcare

The Everett Clinic
For the whole you.

Logo & Marketing Images
Monument Sign & Landmark
Vehicular Directional
Ad Campaign
Information Design: UW GIS

Printed Map

Neighborhood Map on Directional

Campus Map on Directory Kiosk

Map Guidelines for Web

Map Guidelines for Web
UW Signage Program
Programming

**Information Design**
- Wayfinding
- Identification
- Maps & Icons

**Branding Initiative**
- Alignment & One "Voice"
- Integration of "W" logo & brand standards

**Built Environment**
- Buildings
- Open Spaces
- Landscapes

**UW: Perception**
- Undergrads & Parents
- Current & potential staff
- Visitors
- Fundraising
- Community
- Business Community
- Partners

**Requests**
- Visitor Walk
- Landmarks
- Photo Opportunity
- Money Walk
Assessment

The key problems we noticed:

- Limited signs that clearly direct people, identify specific areas.
- Signs are placed where people cannot find them quickly and easily.
- Most signs are not branded as UW.
- Some signage is old, dingy, and gives the wrong impression of the UW.
Executive Summary

1. Make the signage more welcoming and celebratory.
2. Make it easier for all people to experience and find their way around the UW campus.
3. Brand the new signage as distinctive to the UW.
4. Unify all the signage into one, unified, cohesive program.
5. Develop a new system for the signage, and create standards.
6. Develop additional strategies and concepts to extend these goals:
   - Visitor/Money Walk: marked pathways and Landmarks.
   - Portals and Gateways: mark edges and entrances to the UW with distinctive landmarks.
   - The “W”: strategically place “W” for brand recognition and photo opportunities.
Concept Phase
Information Hierarchy
The Airport Model

1. Monument Entry Sign
   Purpose: To Announce the property. Located at the main entrances.

2. Primary Directional
   Purpose: To direct traffic to the major areas on the property.

3. Secondary Directional
   Purpose: To direct vehicles to the main destinations within a major area.

4. Pedestrian Directional
   Purpose: To direct people to specific location in a major area.

5. Destination Marker
   Purpose: Identify final destination or building.

Typical way visitors see these signs
Information Hierarchy
Applied to the UW

1. Primary Identification
   Purpose: to announce the campus at main entrances.

2. Vehicular Directional
   Purpose: to direct traffic to the major areas on campus.

3. Parking Lot Designation
   Purpose: identify main destinations in major areas.

4. Pedestrian Directional
   Purpose: direct people to specific location in a major area.

5. Destination Marker
   Purpose: identify final destination or building.

Typical way visitors see these signs
Preliminary Sign Family

1. Primary Identification
2. Entry Monument Sign
3. Primary Vehicular Directional
4. Secondary Vehicular Directional
5. Pedestrian Directory
6. Pedestrian Directional
7. Primary Building ID
8. Secondary Building ID
9. Pedestrian Portal
Driving: Sign location
Pedestrian: Sign location

9 Pedestrian Portal
5 Pedestrian Directory
6 Pedestrian Directional
7 Primary Building ID
Visual Strategy Board 1

timeless

adaptable

contemporary
Concept A

- ST3.1 Primary Vehicular Directional
- ST3.2 Secondary Vehicular Directional
- ST9 Pedestrian Directory
- ST10 Pedestrian Directional
- ST12.1 Building Identification
- ST12.2 Secondary Building Identification

Example

- Bronze Post
- Sign Face: "Cream"
- Straps: Light bronze
- Stone Base
Concept B

- Modern & Timeless.
- Fits with various architectural styles on campus.
- Contemporary use of type.
- Modern materials, hidden attachments.
- Clean lines, shapes and form.
- Integrated illustrative elements.
- Distinctive in landscape.
Concept C

- Design has historic and modern elements.
- “Of this time and place” and timeless.
- Modern materials, hidden attachments.
- Fits with various architectural styles on campus.
- Distinctive in landscape.
- Materials relate to old and new (stone base & aluminum).
Prototype & Design Development
Prototype: Front

- Neighborhood Name
- UW “W” Logo
- Metal accent references contemporary campus architecture.
- Type & Layout: contemporary (timeless) typeface, friendly and approachable layout.
- Stone base references elements of central campus architecture.
Prototype: Back

Pedestrian Directional: Back

Campus Neighborhood Map

Central Campus Neighborhood
Sign Family

**ST3.1**
Primary Driving Directional
Size: 4'-3"x 3'-5"

**ST3.2**
Secondary Driving Directional
Size: 4'-6"x 1'-10"

**ST6**
Parking Lot Designation
Size: 3'-6"x 1'-10"

**ST10**
Primary Pedestrian Directional
Size: 5'-1"x 1'-10"

**ST11**
Secondary Pedestrian Directional
Size: 4'-0"x 1'-0"

**ST12.1**
Primary Building Sign
Size: 3'-6"x 1'-10"

**ST12.2**
Secondary Building Sign
Size: 1'-5"x 1'-0"

**Central Campus**
- Red Square
- Henry Art Gallery
- Burke Museum
- N1
- North Residence Halls
  - N3 - N7
  - Pedelford Garage
- Mason Road
- Plant Operations
  - C12 - 15
- N16, N18
- N20 - N21
- The QUAD
- The Hub
- Pedelford Garage
- East Campus
- Suzzallo Library
- Red Square
- Rainier Vista
- South Campus
- Brechemin Auditorium
- Residence Halls
- Hillside
- East Campus

**East Campus**
- Roberts Hall
- More Hall
- Mueller Hall

**Roberts Hall**

**Paul G. Allen Building for Computer Science & Engineering**

**Mason Road**

**CENTRAL CAMPUS**
- Pedelford Garage
- East Campus
- Suzzallo Library
- Red Square
- Rainier Vista
- South Campus
- Brechemin Auditorium
- Residence Halls
- Hillside
- East Campus

**Roberts Hall**

**More Hall**

**Mueller Hall**

**The Hub**

**Pedelford Garage**

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**East Campus**
Neighborhoods

Why “neighborhoods” at UW works

- Breaks a large, complicated, urban place into smaller, understandable pieces.
- There are naturally occurring boundaries to help define the areas. Both physical 15th, etc. and by function or activity.
- Campuses and neighborhoods are an easy to understand concept familiar to locals (University District, Wallingford, Capitol Hill, etc.)
- Helps new students and visitors learn the campus and find their way easily by identifying describable areas rather than memorizing the 200+ building locations.
The “W”

“W” at Memorial Drive

Initial Sketch

“W” Size
Implementation
Moving Forward

- Pedestrian Directional Locations
- Visitor/Money Walk
- Secondary Paths
Sign Placement

Building Sign: Location Criteria

- Place in location to “greet” visitors.
- Sign should be clearly visible when approaching from the front and sides.
- Position left or right of door depending on location facing oncoming pedestrians.
- Sign should be placed away from planters where applicable.
- Confirm location with client.