Proposed Campus Sign Program Replacement

Emory Exterior Sign and Wayfinding Program

November 12, 2007
August 12, 2008
November 2008
January 2009
June 2009

Emory University
Campus Services|Planning, Design, & Construction
modified design scheme based on darker blue/metallic gold

October 2008

General dissatisfied with the prototype color scheme, an alternative that was darker and predominantly blue was considered; prototype sent back for repainting and other detail modifications.

Building identification signs

**Donna & Marvin Schwartz Center for Performing Arts**

1700 N. Decatur Road

- framework in black
- darker blue border in shadow
- raised shield element with in gold on blue
- text PMS 7500C
- Blue PMS 282C
- address PMS 7501C
- metallic gold pin stripe

**Boisfeuillet Jones Center**

200 Dowman Drive

**Tufts House**

2004 Ridgewood Road

**Sabon Small Caps (outlined) with Myriad Pro Semibold**

1. Large building identifier
2. Standard building identifier
3. Minor building identifier

**Wayfinding Program**

Emory Exterior Sign and Replacement Sign Program

Proposed Campus

Tufts University

Campus Services | Planning, Design, & Construction

**WHY DO THIS?**

- The existing sign program stems from building identification development from the 1980s. Wayfinding is the reliance on signage for information.

- Emory provides little information to aid newcomers/visitors/patients in finding parking or their destinations cannot be reached by vehicle as in the past.

- Pedestrian-only core increases the number of cues in the environment as destinations cannot be reached by vehicle as in the past.

- Emory should increase the reliance on signage for information to aid newcomers/visitors/patients in finding parking or their destinations cannot be reached by vehicle as in the past.

- Institutions of higher learning focus of the proposed project, and used only when necessary.

- Support signs like building identification signs should match the system in appearance and as new buildings are added, the “breadcrumbs” should be used.

- A solution combining signage and support signs like building identification signs should match the system in appearance and as new buildings are added, the “breadcrumbs” should be used.

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**PROPOSED IMPLEMENTATION SCHEME (as of March 2008)**

- Prototype approved: February 2009
- 2nd prototype constructed: December 2008/January 2009
- 1st prototype constructed: August 2008
- Tentative funding awarded: March 2008
- WAM committee: January 2008
- Reviews with EVP: August and November 2007
- Consultant concepts reviewed: May 2007
- Consultant contracted: April 2007
- Report re-issued with revisions/updates: April 2006
- Report issued (draft): Fall 2005
- Findings and input compiled: Spring 2005
- First meeting: January 2005
- Wayfinding Committee established: November 2004

**WAYFINDING CHRONOLOGY:**

- Entrance gateway features: 4. Wayfinding for pedestrians
- Additional wayfinding: 3. Wayfinding to parking (for vehicles)
- Building identification: 2. Building identification for new buildings (already budgeted)
- Pilot project (sampling all sign types): 1. Pilot project (sampling all sign types)
- Completion of design detailing and contract documents: 0. Completion of design detailing and contract documents

**CAPITAL BUILDING PROJECTS WITH FUNDS FOR SIGNAGE**

- Entrance gateway features
- Additional wayfinding: other areas
- Building identification: others

**PROPOSED PRIORITIES**

SIGNS

EXISTING

REPRESENTATIVE ON THIS PLAN: $67,000 to $95,000

PROJECTED COST FOR SIGNS

(Does not receive new signage-monuments study)

- Entrance gateway features
- Additional wayfinding: other areas
- Building identification: others

**CONCRETE PAD IS NOT PREFERRED AND USED ONLY WHEN NECESSARY**
modified design scheme based on darker blue/metallic gold  

October 2008

Wayfinding/vehicles and drivers

Details of color, type style, and sizes are refined
modified design scheme based on darker blue/metallic gold

October 2008

Wayfinding/pedestrians

Pedestrian wayfinding signs are revised
modified design scheme based on darker blue/metallic gold
December 2008 and January 2009

a representative, but not final, extrusion is used in these prototypes

initial post extrusion

final post extrusion

Revised prototypes featured difference on the two sides for consideration, a revised post design, and panel attachment
Wayfinding Chronology:
- Wayfinding Committee proposed: March 2004
- Wayfinding Committee established: November 2004
- First meeting: January 2005
- Findings and input compiled: Spring 2005
- Report issued (draft): Fall 2005
- Report re-issued with revisions/updates: April 2006
- Consultant RFQ issued: Fall 2006
- Consultants interviewed: December 2006
- Consultant contracted: April 2007
- Consultant concepts reviewed: May 2007
- Reviews with EVP—design direction: August and November 2007
- WAM committee: January 2008
- REBG Committee: January and February 2008
- Tentative funding awarded: March 2008
- 1st prototype constructed: August 2008
- 2nd prototype constructed: December 2008/January 2009
- Prototype approved: February 2009
- Initial installations: May 2009
- Subsequent installations: ongoing

Proposed Implementation Scheme (as of March 2008):
- Year 1: ($200,000)
  - Pilot project (sampling various sign types at the front door to Emory)
  - Parking Deck identification
  - Wayfinding/directional signage for vehicles to parking
- Year 2: ($200,000)
  - Vehicular wayfinding signs
  - Pedestrian wayfinding signs
    - Map units
    - Pedestrian directional signs
    - Ten building identification signs for key buildings
- Year 3: ($200,000)
  - Next target area for maps/pedestrian signs
  - Continue building identification signage
- Year 4: ($300,000)
  - Oxford Road entrance feature
  - Other entrance features (2)
  - Additional vehicular wayfinding signs
  - Additional building identification signs

Proposed Priorities:
- 0. Completion of design detailing and contract documents
- 1. Pilot project (sampling all sign types)
- 2. Building identification for new buildings (already budgeted)
- 3. Wayfinding to parking (for vehicles)
- 4. Wayfinding for pedestrians
  - Later:
    - Building identification—others
    - Additional wayfinding—other areas
    - Entrance gateway features

Capital Building Projects with Funds for Signage:
- Oxford Road Building
- Psychology
- Few and Evans Residence Halls
- Candler School of Theology
- Rollin School of Public Health
- Means and Longstreet Residence Hall replacements
- Oxford Residence Halls
- Mixed-use development
- 1762 Clifton Road

Why Do This?
- Institutions of higher learning acknowledge that wayfinding forms part of the brand experience and visitor's perception is affected by the ability to navigate the campus.
- Emory should increase the number of cues in the environment to aid newcomers/visitors/patients in finding parking or their destination.
- A solution combining signage and demarking campus boundaries will aid in defining Emory to visitors.
- Emory provides little information to pedestrians on campus. Emory's pedestrian-only core increases the reliance on signage for information as destinations cannot be reached by vehicle as in the past.
- The existing sign program stems from building identification developed in 1989. Wayfinding is the focus of the proposed project, however, support signs like building signs should match the system in appearance and as new buildings are constructed the new aesthetic should be used.

Design and Scheme Approved: Darker blue/metallic gold

February 2009

Exception taken: marketing department rejects gold shield for compliance

Result: white logo with shield

Actual Product Installations: Phase One

Marketing department weighs in on the University insignia used which then changed to white from gold; this compromise paves the way for final approval; a number of orders are placed for new signs

Initial Installations of Final Design

April–May 2009
subsequent pilot project completed
May 2009

actual product installations phase one

Preliminary layout options and standards are compiled and sign planning with new orders continue; modifications to old signs discontinued