Main Campus Identity (ID-1)  

Daytime expression

**Rowan University**

Nighttime expression

Top View
(Sign is curved)

**Design Rationale:**
- Horizontal format for Mullica Hill Rd / Whitney Ave setting
- Elegant expression of Rowan Identity
- Unadorned, simple, classic
- High quality materials (stone, bronze)

Rowan University
Main Campus Identity (ID-1)

Proposed

Rowan University

Building Identity (BI) - Freestanding

Design Refinements:
- Slimmer profile, lower
- Signs felt to be over-scaled
- Use of dark stone / pre-cast for base of sign
- More durability at ground plane vs. metal
- Use of dark stone / pre-cast for body of sign
- Concern with impact of yellow accent due to high quantity and close spacing of these signs, esp. in campus core areas

Original Concept

Proposed Refinement

Rowan University
Building Identity (BI) - Freestanding

Proposed

Rowan University

Building Identity (BI) – Building Mounted

Design Refinements:
- BI-2 Illuminated Letters:
  - Fabricated stainless steel with LED Halo-lighting
- BI-3 Non-illuminated letters:
  - ½” stainless plate

Buildings proposed to receive illuminated letters:
- Rowan Hall
- Savitz Hall
- Chamberlain Student Center

Illumination Style

Rowan University
Building Identity (BI) – Building Mounted

Proposed

Rowan University

Street Sign (ST)

Design Notes:
Retained Black background (vs. brown) for system consistency
Rowan University

Vehicular Directional, Route 322 (DR-1)

Front  Back  Assembly Detail

Rowan University
Vehicular Directional, Route 322 (DR-1)

Proposed Textured Metal (yellow core) Rigidized Metals Corp Pattern 2FL .125” Aluminum

Design Refinements:
- Use of dark stone / pre-cast for base of sign
- More durability at ground plane vs. metal

Notes:
- Sign is non-illuminated, utilizing reflective vinyl

Vehicular Directional, Campus Roadways (DR-2)

Proposed Textured Metal (yellow core) Rigidized Metals Corp Pattern 2FL .125” Aluminum

Design Refinements:
- Use of dark stone / pre-cast for base of sign
- More durability at ground plane vs. metal

Notes:
- Sign is non-illuminated, utilizing reflective vinyl
Vehicular Directional, Campus Roadways (DR-2)

Existing

Rowan University

Vehicular Directional, Campus Roadways (DR-2)

Proposed

Rowan University
**Campus Map (MP)**

- **Design Rationale:**
  - Separate map function from notice-posting
  - Map is accessible and oriented to point of view
  - Stone base for durability
  - Digitally printed laminate map panel (DHPL)
  - Changeable, durable

**Bulletin Kiosk (BK)**

- **Design Rationale:**
  - Separate notice-posting from map function
  - Stone base for durability
  - Simple frame and tackable surface