Rowan University
Campus Signage Assessment

January 12, 2006
1. Evaluation and assessment

2. Refine wayfinding strategy

3. Design exploration
   Initial sketch concepts, selected sign types
   Showing application of RU identity
   Proposed line-up

4. Approved designs, guideline manual
   Approved line-up
   Priority signage for development
   Organized in to manual

5. Phased installations
   Specific projects based on funding and building priorities
Audience and Key Destinations

Wayfinding is directed primarily to the first-time visitor:

- New/visiting students
- Parents
- Community
  - Events
  - Library
- Alumni
- Prospective Students
- Athletic Events
- Summer Conferences
- Service, Contractors, Deliveries
Design Expression: University Identity

Rowan University
Hoeffer Text-book

Rowan University
Hoeffer Text-bold

Rowan University
Hoeffer Text-italic

Rowan University
Gotham-book

Rowan University
Gotham-medium

Rowan University
Gotham-bold

Rowan University
Gotham-book-italic
Phase 3: Concept Design

Overall theme

- Clean & Elegant
- Unadorned
- Respects tradition (brown, gold, oak, torch)
- Versatile

Core of Light

Academic Columns

New Classic
Phase 3: Concept Design

Theme A: "core of light"

Modern
Sleek
Clean lines
Unadorned typography
Light as a design element

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Phase 3: Concept Design

Theme A: "core of light" - SELECTED
Phase 3: Concept Design

Other ideas
Phase 3: Concept Design

**Rowan Likes**

- Timeless/Classic
- Solid monolith
- Textured metal
- Integrated logo
- Not fussy
- Accent light shining downward
- Backlit letters
- Custom street sign

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Phase 3: Concept Design

Rowan Disikes

- Double posted legs
- Upward lighting
- Ornate
Design Expression: University Identity

Materials

- Black / White Acrylic
- Painted Metal
- Painted Textured Metal
- Anodized Metal
- Bronze or Dark Stainless Steel
Phase 3: Concept Design

Full line-up
Phase 3: Concept Design

Building Identity (BI) - Freestanding

Option 1
Number text 7.5"
Building name text 4"
Small text 2"

Option 2
Number text 6.5"
Building name text 6
Phase 2: Wayfinding Strategy

Building Identity (BI) - Freestanding

Sign Location Plan Detail (Route 322)
Phase 3: Concept Design

Building Identity (BI) - Freestanding

Option 1

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Phase 3: Concept Design

Building Identity (BI) - Freestanding

Option 2
Mounted Building Identity

Building Identity (BI) – Building Mounted

Option A

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Mounted Building Identity

Building Identity (BI) – Building Mounted

Option B

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Mounted Building Identity

Building Identity (BI) – Building Mounted

Option C

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Phase 3: Concept Design

Building Identity (BI) – Building Mounted

Pros:
- Building name legible at night
- Building name can be seen at a distance

Cons:
- On campus light pollution
- Can be hard to read
- Individual pinned letters place many holes in a building

Backlit Examples
Phase 3: Concept Design

Building Identity (BI) – Building Mounted

Backlit Examples Cambridge College

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Phase 3: Concept Design

**Building Identity (BI) – Building Mounted**

Backlit Examples Boston University

[Images of buildings with backlit examples]

Detail
Rowan University
Phase 3: Concept Design

Street Sign (ST)

Street name text 6”
Subtext 4”

Post mounted

Variety of Street names
Phase 3: Concept Design

Street Sign (ST)

Detail

N. Campus DR

Detail
Phase 3: Concept Design

Vehicular Directional on 322 (322 DR)

Large text 4"
Subtext 3.5"

Visitor Center
Parking P
Student Center
Admissions
Bookstore

Administration
Bunce Hall
Athletic Fields

Front
Back
Phase 3: Concept Design

Vehicular Directional on 322 (322 DR)

Visitor Center
Parking
Student Center
Admissions
Bookstore

Administration
Bunce Hall
Athletic Fields
Vehicular Directional on 322 (322 DR)

Sign Location Plan Detail (Route 322)
Phase 3: Concept Design

Vehicular Directional on 322 (322 DR)
Phase 3: Concept Design

Vehicular Directional on 322 (322 DR)
Phase 3: Concept Design

Vehicular Directional on Campus Roadways (DR)

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Phase 2: Wayfinding Strategy

Vehicular Directional on Campus Roadways (DR)

Sign Location Plan Detail (Route 322)
Phase 3: Concept Design

Vehicular Directional on Campus Roadways (DR)

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Phase 3: Concept Design

Vehicular Directional on Campus Roadways (DR)
Phase 3: Concept Design

Pedestrian Directional (PD)

Option 1
Text 2"

Option 2
Text 2"
Phase 3: Concept Design

Pedestrian Directional (PD)

Option 1 detail

Option 2 detail

Robinson Hall Rec Center

Science Hall Bosshart Hall Admissions

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Phase 3: Concept Design

Visitor parking (VP)

VP
Number text 5.5"
Message text 3"

Detail
Phase 3: Concept Design

Parking (PK)

PK
Text 3"

Detail

Visitor Parking

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Regulatory Parking (RP)

RP
Number text 5.5"
Message text 3"

Detail
Phase 3: Concept Design

Regulatory Parking (RP)

Before

After

Rowan University
Rowan Concerns

- Maintenance
  - Repairable
  - Secured easy access
- Mowing strip (6" minimum)
- Vandalism
  - Graffiti
  - Stickers
  - Theft

Rowan University
Rowan Concerns

- Color fast
- Light Pollution
  - up-lighting vs down-lighting
- Skateboarders (no exposed ledges)
Phase 3: Concept Design

Campus Examples - Georgia Tech