MEMORANDUM

TO: UAH Faculty, Staff and Students

FROM: Robert A. Altenkirch, President

DATE: March 1, 2015

SUBJECT: Campus Signage Project Implementation

In October 2013, a Campus Signage Committee consisting of
Ray Garner, Chair, Chief of Staff
Michael Finnegans, Associate Vice President, Facilities and Operations
Gloria Greene, Director, Sponsored Programs
Deborah Heikes, Professor and Chair, Philosophy, Faculty Senate
Keith Jones, Associate Professor, Art and Art History, Faculty Senate
Joel Lonergan, Associate Vice President, Marketing and Communications
Ezekiel McBrayer, Student Government Association

was established to develop a signage plan that when implemented would assist
individuals more effectively in locating their campus destination, bring
consistency to our appearance, and promote the university’s brand

The process put in place by the Committee involved 1) seeking input from
various segments of the campus on our needs and requirements, 2) evaluating
proposals and hiring a consulting firm that would establish a campus-wide master
plan for signage, 3) review and choose a design deemed suitable for our
university, 4) review and approve sign locations, 5) review and approve sign
messaging, 6) establish a consistent three-letter code for buildings on campus,
and 7) recommend hiring a firm that would construct the signs to our
specifications. The consulting firm providing the Campus Signage Master plan,
Corbin Design, a national leader in wayfinding and signage design
(http://www.corbindesign.com/about-corbin-design/), conducted an analysis of
our wayfinding needs, provided concepts and system design and documentation.
They are now overseeing the implementation of that plan, which can be found

In November, the Board of Trustees approved construction and installation of
wayfinding signage as per the Campus Signage Master Plan. Installation of
exterior signs is now under way, and this portion of the project will be completed
during the spring semester. The second phase of our signage project includes
improvements in our wayfinding on interior signage in buildings. This phase of
our signage improvements has already begun, and will evolve over a longer
period of time.
Campus signage was in desperate need of renewal. Campus visitors often comment that there is lack of direction to their destination. We have not undertaken any campus-wide signage improvements or upgrades in 25 years, resulting in a lack of consistency in signage appearance and design and in wayfinding strategy. This is true for both exterior and interior signage. The hard work of the Campus Signage Committee and execution of the Campus Signage Master Plan provide solutions to a pressing need for an effective and cohesive signage plan.

Thanks,

Bob