



THE UNIVERSITY OF
ALABAMA IN HUNTSVILLE

Updates

- Athens State

Updates

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- Construction projects

**Univ Dr
Entrance**

**Holmes Ave
Entrance**



Greenway (II)

Madison







University Dr

LEFT
TURN
SIGNAL

LEFT
TURN
SIGNAL





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Purdue University

West Lafayette, Indiana

This Big Ten school with a 2,300-acre campus needed an updated wayfinding system to direct its 38,000 students along with its many visitors.

We recommended an 11-point strategy to improve campus wayfinding. This included using a series of vehicular signs to direct drivers to appropriate parking, and pedestrian signage to direct to destinations; designing strong gateway experiences that say "you have arrived" and integrate into the campus aesthetic; and installing a thorough pedestrian guide and mapping system.

We then designed a signage system to implement that strategy. The visual design reflects the classic red brick, mortar and limestone campus architecture. Most proposed sign types use the Purdue colors of "old gold and black" to remind visitors that they're on the campus. Athletic signage uses a brighter "yellow gold" and the Purdue Boilermakers "P" to differentiate athletic facilities.

The proposed illuminated pedestrian map kiosks display a map of the campus day and night.

At Discovery Park, home to Purdue's interdisciplinary research programs, the proposed pedestrian map kiosks sit atop a base of aluminum rather than limestone or cast concrete base, to match the more contemporary architecture there.



Building Identifier photomontage



Map Kiosk photomontage showing a retrofitted version of an existing kiosk with the updated system design.



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Northern Michigan Univ.

Marquette, MI

NMU is located in Michigan's Upper Peninsula along the southern shore of Lake Superior. Known as much for its academic programs as for its natural environment, it offers 180 degree programs to 5,400 students from across the globe. Sporting events, concert and performing arts venues attract first-time visitors year-round.

Because the campus is located a short distance from the center of Marquette, the wayfinding system is designed to bridge the "town and gown" divide for visitors and residents alike. Department of transportation signage is enhanced by custom trailblazers that direct efficiently to campus entry points. For students, shuttles provide a link to shopping and entertainment venues.

At campus boundaries, gateway signage welcomes visitors, and directional signs guide to primary destinations. Special lighting effects enhance the NMU brand, and elements of the design reflect the natural setting that is such a part of the NMU culture. Building identification signs include primary interior destinations to assist campus visitors.

As you might imagine, winters along the shore of Superior can be lengthy and harsh. The signage system is designed to withstand both environmental extremes and the special requirements of snow removal equipment.



Gateway elements create a dramatic effect as visitors enter campus. Painted design elements reflect the natural environment.



Dimensional fabrication details bring special prominence to the NMU seal.

Because the campus is comprised of different districts, building identification signage includes the "zone" or "cup" campus, with an orange header panel, designed to contrast with the environment. The nature of the building is pronounced, followed by the primary interior destinations.



Trailblazer signs direct from downtown streets to campus.



Outlying destinations, such as the NMU Golf Course, need the same signage designed and brand consistent.

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- Evaluation of GPA and ACT
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