

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 Finnegan, 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 (see: <http://www.uah.edu/images/administrative/president/memos/Campus%20Signage.pdf>).

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 at <http://www.uah.edu/facilities-and-operations/architect>.

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