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<tr>
<th>SECTION</th>
<th>SUMMARY OF THE PLAN</th>
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<td>2.</td>
<td>Spotlights why this effort was pursued, how the guidelines should be utilized, and defines a variety of concepts and wayfinding elements.</td>
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<tr>
<th>SECTION</th>
<th>WAYFINDING PLANNING PROCESS</th>
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<tr>
<td>14.</td>
<td>Explores the origins of need at Ohio University for an updated wayfinding system, highlights the recommendations from the Comprehensive Master Plan, illustrates stakeholder involvement, makes observations on existing campus signs, and highlights key recommendations.</td>
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<th>SECTION</th>
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<td>28.</td>
<td>Identifies the planning principles that should guide development of a comprehensive wayfinding system.</td>
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<th>SECTION</th>
<th>FAMILY OF SIGNS</th>
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<tr>
<td>30.</td>
<td>Provides details for each sign type, including an overview of what the sign’s purpose is, sign dimensions, placement criteria, and sample trips.</td>
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<th>SECTION</th>
<th>MAINTAINING A LOOK AND FEEL</th>
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<tr>
<td>90.</td>
<td>Demonstrates the graphic layout standards and material recommendations for the Family of Signs, including University branding, the color palette, typography requirements, and symbology.</td>
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<td>Recommends next steps required to implement the Family of Signs, including developing programming and design, determining costs and phasing, as well as establishing policy and procedures.</td>
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<th>SECTION</th>
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<td>106.</td>
<td>Recognizes the contributions of the stakeholders that contributed to developing the Wayfinding and Signage Guidelines.</td>
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<th>SECTION</th>
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<tr>
<td>108.</td>
<td>Supplements the Wayfinding &amp; Signage Guidelines with additional context such as campus gateway concepts, additional campus signs, and other wayfinding tools.</td>
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HOW TO USE THESE GUIDELINES

The Wayfinding and Signage Guidelines are an essential planning tool to be utilized by University staff and consultants to ensure careful and thoughtful implementation of wayfinding elements across campus. They should be referenced for information regarding the appropriate use of each element, including their contextual relationships with the campus and each other as well as criteria and recommendations for their placement.

Established in 1804, Ohio University is the oldest public institution of higher learning in the State of Ohio and the first in the Northwest Territory. Its traditional architecture, historic character, and distinct topography require that wayfinding be developed with a careful and thoughtful approach to message clarity and logic.

A visitor’s first impressions of the University’s distinctive campus in Athens, Ohio are formed through their initial experiences navigating its roadways and paths. The experiences of prospective students, their families, and other visitors are affected by how they are guided through the physical environment and the measures taken to enhance their understanding of the campus. However, the vibrant growth of the University over the past several decades has outpaced the ability of the previous exterior sign system, implemented in 1987, to accommodate the wayfinding and communication needs of the campus community and its many guests. Today, a more robust family of vehicular, pedestrian, and specialty signage is needed to guide visitors through the University’s rich environment.

As Ohio University receives large numbers of visitors, it is essential to have a wayfinding system that assists with navigation for both newcomers and local community members. The University has recognized the necessity to update our former sign system within the framework of a system of comprehensive wayfinding elements that provide clear wayfinding and reassurance to visitors about the campus and its facilities. In response to that need, the University has extended the signage aspect of the Comprehensive Master Plan with Ayers Saint Gross, a firm with expertise in wayfinding and graphic design, to develop guidelines that will provide direction and flexibility as the campus continually evolves.
The success of a new sign system must not only rely on their thoughtful placement within the campus’s built-environment, but also within the context of a broader wayfinding strategy. This strategy must include a variety of tools and technologies that respond to the needs of our visitors and community, while complementing each other as they work to create a carefully crafted sequence of wayfinding guidance. Regardless of age, mobility needs, or preferred mode of transportation, Ohio University intends to develop a wayfinding and signage system that serves a diverse and transformative learning community and its guests. Informed and guided by the Comprehensive Master Plan, this document is intended to provide details about the new signage system developed for the Athens campus and to promote its use as part of a comprehensive collection of other wayfinding tools. The guidelines illustrate the strategic processes, research, and outcomes that have been developed to provide a comprehensive wayfinding roadmap for the University. By guiding implementation of new signage as part of a robust and comprehensive wayfinding system, Ohio University will carefully enhance the visitor experience at the Athens campus so it becomes more welcoming and user-friendly for decades to come.
KEY CONCEPTS

In order to have an effective Wayfinding & Signage Master Plan, it is important to understand the interrelated nature of wayfinding, signage, and audience impressions. The following key concepts provide an essential vocabulary necessary to create a successful wayfinding plan that will be capable of meeting the needs of Ohio University and its diverse community.

WAYFINDING
At its most basic level, wayfinding is a system for organizing and communicating information. A comprehensive wayfinding system can aid navigation with a variety of tools, each designed to guide people through an environment via a carefully planned sequence. While the terms wayfinding and signage are often mistakenly thought of as being interchangeable, signage is only a single element of a broader wayfinding system. A well-thought wayfinding system will have a wide reach by using colors, symbols, maps, online tools, signs, and other visual cues not only to provide reassurance and direction, but to also enhance a person's understanding and experience of a space.

SIGNAGE
The term signage refers to the entire system of signs that provide information regarding a person's current location relative to their desired destination, while also assisting with their navigation through an environment. Signage is designed to not only provide navigational guidance and location identification, but it is also meant to incorporate aesthetic, branding, and messaging needs, utilizing appropriate color and scale to communicate to a target audience. Signage is most successful when it can carefully balance several needs simultaneously, such as being sufficiently conspicuous to draw attention to itself without detracting from the character of the surrounding environment, while providing clear and concise messaging that can easily be absorbed by a user.

AUDIENCE & IMPRESSIONS
To be an effective wayfinding system, a thorough understanding of the system's target audiences must be developed before signs and other elements are implemented. By understanding the target audience's wayfinding needs, the different elements and their messaging can be appropriately crafted to successfully aid in navigation as well as define and shape their first impressions of a physical environment. When wayfinding tools are clear, concise, and user-friendly, it improves the likelihood that the audience's first impressions of a space will be one of comfort and assurance as they navigate.
COLOR
As a means of identifying and sorting objects, color provides strong and memorable associative connections, particularly with wayfinding elements. Similar groups of destinations, landmarks, or buildings can be grouped with unique colors and branding, which creates a visual link and reinforces a sense of place. Careful development of contrast between the background of a sign and the foreground text or graphics is also an important color consideration to help ensure optimal legibility in a variety of media and environments. The color palette must be carefully planned so that it complements the character of the environment without blending in to the point of being invisible or clashing to the point where it detracts from the surroundings.

COMPREHENSIBILITY
While the messaging and intent of a sign or other wayfinding element may be clear to the planner, it may not be clear to first time visitors and other users. To make certain that a new wayfinding element will function as intended, that element should be tested to ensure it can be comprehended by a representative group of target users before placement in the field. Messaging should be concise, and graphic symbols should be orientated to provide direction based on the perspective of the audience viewing the wayfinding element.

EXPRESS DESTINATIONS
Signs and other wayfinding elements are intended to communicate essential information about the physical environment to audiences quickly and concisely. However, not all destination information is of equal importance for a particular environment, and the amount of area available on a sign to place messaging can be limited. To avoid overwhelming audiences with information, express destinations are used to establish destination guidance based on a tiered hierarchy. Express destinations are first established by looking at destinations from a high level district view, followed by closer regional destinations within that district, and finally by prominent destinations within a regional destination. Creating a hierarchy of express destinations avoids overloading audiences with more information than they can comfortably process, but provides enough critical information that they are reassured as they travel through the physical environment.

PROGRAMMING
Programming refers to detailed planning that illustrates the exact type, location, and messaging for every element in a wayfinding system. Elements of programming may include a copy list that details the message and format for each wayfinding element, a location plan that indicates the specific placement of each element within a physical environment, and details regarding the color, typeface, and finish of each element. Other than a limited number of sample trips that illustrate representative examples, a detailed programming plan for Ohio University is not included within the Wayfinding and Signage Guidelines. While express destinations are provided in these guidelines, detailed programming must be performed as part of a more thorough planning process during implementation phases.

SCALE
The term scale refers to the physical size of the wayfinding element and its messaging in relation to the surrounding environment and how it is intended to be used. Wayfinding elements and their messaging must be large enough so that they can be observed and interpreted by their target audiences. Color and contrast also play a key role in establishing scale, and the relationships between them should be carefully considered to establish a high level of legibility.
SYMBOLS
Symbols are graphic images used to convey ideas or concepts to an audience, particularly those that may encompass multiple languages or cultures. It is critical that their usage in wayfinding be limited as much as is practical to universal symbols that convey typical, key information. Non-standard symbols should be used with caution, and they should provide an equivalent or greater understanding than a pre-existing, universal symbol. Symbol usage for vehicular directional signs must be compliant with governing Ohio MUTCD and other agency requirements.

TYPOGRAPHY
This term refers to the style and appearance of printed information on wayfinding elements. Elements of typography include the size or height of the typeface, the vertical space between lines of type, and hierarchy of sizes among different lines of type on the same sign. As part of the guidelines, the recommendations for sign typography have been carefully studied and developed for optimal legibility, particularly over distances in the physical environment. These recommendations should be adhered to, and the temptation to place more messaging within the limited surface area of each sign should be avoided.
COMPREHENSIVE WAYFINDING ELEMENTS

A comprehensive wayfinding system uses a variety of elements to organize and communicate navigational information to audiences. Comprehensive wayfinding systems utilize colors, symbols, maps, online tools, and signs to effectively communicate directions. While these guidelines focus primarily on signage, it is important to recognize that other wayfinding elements are equally critical to developing an effective navigation system at Ohio University. Implementation of these different wayfinding elements should be planned in an integrated manner to maximize their positive impact on visitors’ impressions of the campus.

The following high-level recommendations for a variety of wayfinding elements are provided to ensure that a comprehensive system can be effectively established as the Ohio University campus continually evolves.

PRE-ARRIVAL TOOLS

Pre-arrival refers to the research a visitor engages in prior to their arrival at Ohio University. This is the first opportunity a visitor has to form an impression of the University based on the online identity of the wayfinding system available for their use.

Pre-arrival activities may include searching for online maps or downloading navigation apps. Previously, Ohio University has had an uncoordinated online wayfinding presence, with different department web pages containing information
that may be out of date and visually inconsistent with each other. The University should develop a stand-alone, interactive campus wayfinding map that prominently appears on its website and is based off of the University GIS data. The online map should have the ability for visitors to identify a variety of levels of campus information regarding the built environment, such as identifying parking, displaying wayfinding routes, and information specific to landmarks and facilities with their brief description, major occupants, and campus amenities. Individual departments and colleges should link to this stand-alone wayfinding map rather than creating their own ad-hoc solutions.

MOBILE APPLICATIONS
The use of technology to aid visitor navigation can become a core component of a comprehensive wayfinding system, and some visitors may be disappointed to find them unavailable or insufficiently developed. While vehicular navigational tools already exist in the marketplace to direct visitors to the Athens campus, a University-based navigation tool should focus primarily on the campus pedestrian experience, including building, landmark, and parking lot identification as well as routing. Implementation of a mobile wayfinding application should utilize the University’s GIS information as a base map, which is the most accurate record of the physical campus available. Mobile application functionality should also include alternate route identification for those with mobility challenges.

INTERACTIVE KIOSKS
With features similar to online pre-arrival tools and mobile applications, interactive technology can also be incorporated into campus kiosks to assist visitors. Located at key locations across campus, interactive kiosks can support multiple functions, including wayfinding, bus route identification, and interpretive needs. As with mobile applications, these functions should share a common base map derived from the University GIS. Each interactive kiosk should also share a consistent exterior identity that reinforces University branding and provides a visual clue as to their function. Locations of interactive kiosks should be strategically planned based on their individual functions, while also placed in areas that are...
Above: an example of a two-dimensional campus and street map.

Below: the Alumni Gate is a highly recognizable campus gateway inviting visitors to College Green.

Easily visible and accessible. Care should be taken that the kiosks are slightly removed from main flows of pedestrian traffic so that their use by large groups of people does not create obstructions for passersby.

**PRINTED MAPS**

While technology has made online and mobile map applications ubiquitous in society, there are still large demographics of campus visitors, including families of students and older alumni, who may prefer the use of physical maps. For this reason, printed maps and outdoor static map kiosks should remain available for visitors for the foreseeable future. However, Ohio University is a continually evolving community, and the challenge with physical maps is to ensure that they remain accurate. Physical maps should endeavor to utilize the existing, accurate GIS information as a base map. The department charged with maintaining the University GIS data should be the only source for the standard base map, and the use of the base map for individual needs such as Athletics, Parking Services, OUPD, Colleges, etc. should be administered in such a manner that all map versions are consistent and provide accurate information for visitors. The physical maps should be routinely evaluated and updated for accuracy, and their modification for non-standard University uses closely monitored.

**GATEWAYS & DIGITAL SIGNAGE**

Campus gateways celebrate the arrival of visitors to Ohio University, frequently serving as one of the first impressions visitors have of campus. Gateways also serve a critical function in distinguishing the University from surrounding neighborhoods, which is especially important given the merged interface between the campus and the City of Athens. While the distinct Richland Avenue gateway is and will be the preferred destination for first time visitors to campus, development of additional gateways on the west and east ends of campus should be no less distinct and also strive to identify and celebrate the campus. While development of new as well as improvement of existing campus gateways should utilize unique arrival signage, lighting, and landscaping, each of the gateways should share a consistent and coherent identity with similar elements massed appropriately for their surrounding environment. Implementation of digital signage components within campus gateways should be considered where
appropriate to communicate University events or other high-level messaging, but the placement of such signage should be done carefully to ensure it does not conflict with the surrounding campus aesthetic. Similar to vehicular directional signage, digital signs and their message heights should be scaled appropriately for visitors viewing from cars.

LANDMARKS
Landmarks are useful tools to orientate visitors, and they can assist with defining a physical space. The most desirable landmarks used in a wayfinding system are those that are visible from a longer distance or that have a major role of significant importance to the campus. Such landmarks may be large structures such as Peden Stadium or the Convocation Center, natural features such as Emeriti Park, or historically important structures such as Cutler Hall. However, the use of landmarks, especially within the context of express destinations, should be used sparingly, as their overuse can detract from their overall significance and usefulness as a wayfinding tool.

BANNERS
While banners are a cost-effective tool for short-term University advertising and promotion, they can also serve as wayfinding elements that assist with navigation. By leveraging the campus green colors established in the Wayfinding & Signage Guidelines as a consistent component of pole mounted banners, they can further reinforce a visitor’s sense of place within the campus environment. Consideration should be given as to how color elements for each green can be incorporated into the pole mounted banners. Additionally, the location and size of banners should reflect their target audience and surrounding campus environment to ensure they communicate effectively and do not detract from the visual character of the University. Effective use of banners should establish whether their target audience are vehicles or pedestrians, as each will have similar size and scale considerations as vehicular and pedestrian directional signs. As Ohio University has distinct architecture and visual character, large, suspended banners across building faces or between trees should be discouraged.

PLAQUES
Campus plaques are a specialized sign type that have been used throughout Ohio University’s history for a variety of needs, including commemorative events and acknowledgment of
donors. However, over time their placement has been somewhat ad-hoc, and they can easily be overlooked if they are small and ground mounted. Similar to interpretive signage, plaques should endeavor to tell a story that not only commemorates an event or individual, but also provides messaging that broadens a visitor’s understanding of the campus location where it is placed. While campus plaques have been installed in a variety of shapes and styles, the University should establish a common visual character for them moving forward, including typical sizes, materials, text standards, and mounting techniques. Given the challenges of maintaining plaques that are set flush to lawn areas, the University should consider discontinuing their use in favor of mounting them higher, whether as part of smaller interpretive signs or on stones as has been done previously.

SIGNS
The campus wayfinding system includes several different type of exterior signs. Directional signs, such as vehicular and pedestrian, provide information for visitors to find major destinations along a carefully sequenced route. Identification signs provide information for individual locations such as buildings and landmarks. Information signs, such as those for parking lots, also communicate policies and regulatory notices relevant to the physical environment. Each sign type has specific criteria for effective messaging and ideal placement to maximize their impact for assisting navigation across campus. The Family of Signs provided in these guidelines address either vehicular or pedestrian needs in detail.

STAFF
University employees, including student workers, faculty, and administrative staff all share a critical role in a wayfinding system by assisting first time visitors with navigational issues that other wayfinding devices may have not succeeded in solving. To assist with a variety of special events or routine campus visitations, University staff should be provided training to understand how to use the various elements in a comprehensive wayfinding system and how to best communicate those features to visitors, while providing clear directions in the process. In addition to orientating visitors on campus, staff should also play a key role in teaching visitors how to utilize and interpret the campus signs and other wayfinding tools on their own.
Section Two

Wayfinding Planning Process
UNDERSTANDING THE NEED

The Wayfinding & Signage Guidelines are the result of a broad planning effort that has its origins from a variety of Ohio University staff who have perceived the need for an improved wayfinding system for many years. In response to their need and the recommendations of the Comprehensive Master Plan 2016, a collaborative planning process was developed to define, assess, envision, and test ideas that improve campus wayfinding.

For many first time visitors to Ohio University, the process of wayfinding is a self-guided journey. Depending on their needs and particular campus destination interests, each guest’s navigational experience can be unique and require them to make numerous, complex wayfinding decisions during their visit. The University’s role is to provide consistent and well-organized wayfinding tools that allow visitors to make these decisions with a level of assurance, while also enhancing their understanding of the campus. Before a system of new tools can be established, however, it is critical to first understand what the wayfinding needs on campus are.

Early Impressions

Years prior to the start of this wayfinding and signage planning process, a number of campus stakeholders struggled with providing directions for visitors to Ohio University. In particular, those stakeholders that dealt with large volumes of first time visitors felt the deficiencies of the existing wayfinding system most keenly, including:

- Admissions
- Athletics
- Bobcat Student Orientation
- Residential Housing

Additionally, staff engaged in special campus events routinely experienced challenges directing visitors how to arrive on campus, where to park, and how to navigate to a destination. Deficient vehicular directional signs, an almost complete absence of pedestrian signs, and an ambiguous campus map resulted in University colleges and administrative units each creating their own ad-hoc solutions to improve the situation.
Common wayfinding sentiments and concerns from University staff included:

- “Visitors find access into the University from the highways confusing.”
- “Parking lot signs are small, hard to read, and confusing.”
- “Our first time visitors get confused and lost driving and walking through campus.”
- “Getting lost creates a negative first impression of campus for prospective students.”
- “It’s expensive and time consuming to maintain all of the temporary signs across campus.”

A preliminary investigation of existing campus signage by the University confirmed several observations from staff. In particular, the insufficient vehicular directional signs, small-sized parking lot signs, and the complete absence of pedestrian wayfinding left a clear negative first impression of campus for visitors. By the latter half of 2014, the receipt of sufficient concerns and impressions from various campus stakeholders led to a wayfinding and signage planning study to better understand and address campus needs.
EARLY OBSERVATIONS

Along Roadways
- No directional signs for passing vehicles that identify campus centers or destinations
- Parking lot signs are too small to be read by passing vehicles, even at low speed
- Visitors must rely on interpreting geographic landmarks to locate buildings

Within the Campus Core
- There are no directional or precinct signs for vehicular wayfinding
- There is no pedestrian wayfinding system for campus visitors
- The University architecture and character make one part of campus look much like another, which can be confusing to visitors

Between Greens
- At the entrance to West Green, there is a high volume pedestrian crossing at Richland Avenue with little wayfinding present.
- There is inadequate vehicular directional signage along the Richland Avenue corridor
- There are no visual clues indicating to visitors when they have entered West Green
Comprehensive Master Plan 2016
As the idea of a wayfinding and signage planning study was taking hold, the update of Ohio University's Comprehensive Master Plan was also beginning. From this master planning effort, five core ideas were established to shape all future campus development:

- Stewardship of Assets
- Distinctive Setting
- Campus of Greens
- Connected and Integrated
- Welcoming and User-Friendly

Within the context of these core ideas as well as the complementary Campus Planning Principles, it was determined that as part of the master plan process, campus signage and wayfinding should be evaluated at a high level. Specific to the core idea of a more welcoming and user-friendly campus, the Comprehensive Master Plan provided the following recommendation:

“Campus signage and wayfinding is an important tool to both effectively navigate a network of streets and paths and strengthen the Ohio University brand. The Master Plan identifies a need to improve wayfinding throughout the campus, and new signage standards and placement are recommended.”
Consultant Role
From the beginning stages of the wayfinding and signage project, Ohio University determined that it was appropriate to have a consultant as part of the planning process. Wayfinding and signage is a highly specialized form of graphic design with many human factor considerations that require specialized expertise and experience. However, the University also determined that a pre-designed, off-the-shelf signage solution was not appropriate, either. Instead, Ohio University looked to establish a relationship with a consultant who would educate and guide University stakeholders through a comprehensive process of wayfinding education and discovery, establishing guiding principles and a vision to create a unique signage system that helps create a more user-friendly and welcoming campus. Through the Comprehensive Master Plan 2016 experience, Ayers Saint Gross was selected to provide the guidance and expertise Ohio University required.
**Stakeholder Involvement**

From the earliest inception of the wayfinding and signage planning study, direct involvement by a broad group of stakeholders was deemed essential to the success of this endeavor. Active participation of stakeholders, guided by the expertise of the qualified wayfinding consultant, ensured that the processes of Discovery and Concept Development was thorough and responsive to the needs and interests of Ohio University.

Two groups of stakeholders were established to facilitate the wayfinding and signage planning study. The first group, the Advisory Committee, was a large collection of staff in leadership roles from a variety of University departments, as well as the City of Athens, and included those who had frequent interaction with campus visitors. The function of the Advisory Committee was to provide broad input on the wayfinding process and provide recommendations at key milestones along a multi-phase process. The Advisory Committee also served as the first audience where new ideas were envisioned, tested, and vetted before moving forward to University Leadership for approval. The second group of stakeholders, the Working Groups, were several smaller teams of staff selected from the same pool of departments as the Advisory Committee. The function of the Working Groups was to assist the consultant with a variety of detailed decisions related to the Discovery and Conceptual Development phases of the planning process.

**Advisory Committee & Working Group Representation**

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<td>Architecture Design &amp; Construction</td>
<td>Ohio University Police Department</td>
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<td>Athletics</td>
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<td>Baker University Center</td>
<td>Printing Services</td>
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<td>Campus Recreation</td>
<td>Provost’s Office</td>
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<td>Campus Visit Programs</td>
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<td>Center for International Studies</td>
<td>Risk Management</td>
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<td>Communications &amp; Marketing</td>
<td>Student Affairs</td>
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<tr>
<td>City of Athens</td>
<td>Transportation &amp; Parking</td>
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<td>Facilities Management</td>
<td>University Planning</td>
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Discovery
The Ohio University wayfinding and signage planning project was established not to simply replace existing signs with newer versions, but to have a careful and thoughtful approach through which comprehensive wayfinding on the Athens campus could be improved. Before conceptual sketches for new signs were ever contemplated, it was critical that a robust Discovery phase be initiated between the University stakeholders and the consultant to establish not only the true issues and needs on campus, but to also educate stakeholders about the foundational principles of wayfinding development. This Discovery phase was a crucial step to successfully informing all decisions throughout the entire planning process. At a high level, the Discovery phase was also intended allow for the study and evaluation of the University’s existing signage.
Vision Sessions
The Vision Sessions allowed the consultant and the Advisory Committee to define key wayfinding terminology as well as engage in preliminary exercises to develop a baseline of design preferences, University image, and brand integration. The committee also assisted the consultant with defining key issues, identifying primary wayfinding audiences, and exploring primary destinations. In addition to foundational meetings, the committee was divided into several groups and asked a series of high-level questions aimed at helping the consultant gain a better understanding of Ohio University’s overall project goals and expectations, including role-playing a variety of user profile scenarios, imagining how visitors to our campus might identify areas of confusion or other wayfinding deficiencies on campus. Additional work group sessions were conducted to create discussions regarding other areas of concern or objectives for the planning project as well as high-level departmental needs.

Image Calibration
To establish a broad characterization of the strengths and weaknesses of the existing signs as well as the desired look of new signs, stakeholders were asked to select adjectives describing both sign systems. The goal of this exercise was to determine overall impression of the existing signage system and gain a better understanding of the desired look of the new signage system. Collectively, the stakeholders described Ohio University’s existing signage system as very formal, traditional, minimalist, and understated. And while the stakeholders agreed that the existing signs complemented the campus character very effectively, their size and color made them almost invisible within the context of the campus architecture and trees. However, the stakeholders also indicated very clearly that they did not want a dramatic shift with the new signs, and instead they recommended that, for most of the criteria, the new signs adjust the image calibration scale just enough to make them more effective. They also recommended the signs be more obvious, active, and contrasting.
While the previous 1987 signage standards were deficient to meet the current and future needs of Ohio University, this did not mean that it was appropriate to assume the new systems should be radically different in tone and style. It was also not appropriate to assume that the older sign standards were without strengths that should not be carried over to a new signage system. To establish a broad characterization of the strengths and weaknesses of the existing signs as well as the desired look of new signs, stakeholders were asked to select adjectives describing both sign systems. The goal of this exercise was to determine overall impression of the existing signage system and gain a better understanding of the desired look of the new signage system.
EXISTING SIGN OBSERVATIONS

CAMPUS MAP

Observations
- Pre-arrival and on-campus maps are out of date
- The 3-D campus map is not easily updated and confusing
- Greens are colored and labeled inconsistently
- ADA routes are not consistent between maps and signs

Key Recommendations
- Create a master base-map for all online & physical maps using the University GIS
- Centralize all University GIS map modifications
- Update ADA maps for accuracy
- Replace the 3-D campus map with an intuitive 2-D map

FEATURES AND LANDMARKS

Observations
- College Green is compact with well-defined boundaries, but other green boundaries are less clear
- Many greens have no clear sense of arrival or identity
- The campus character & topography imparts natural beauty, but also wayfinding challenges

Key Recommendations
- Capitalize on the realignment of campus greens recommended in the Comprehensive Master Plan
- Establish a visual language with signage to provide an identity to campus greens and aid wayfinding
- Utilize key features and landmarks as part of the express destinations
Observations

- The vehicular arrival sequence is undersigned and not consistently located before decision points
- Signs are undersized relative to driving speeds
- Site conditions obscure visibility
- Temporary signs attempt to compensate for the lack of vehicular signs, but are too small

Key Recommendations

- Improve sign size and placement on Richland & Stimson Avenues
- Utilize express destinations to simplify messaging for visitors
- Utilize a hierarchy of sign sizes and express destinations from the edges of campus to the core

Observations

- The visitor parking experience is confusing and detracts from campus
- Pre-arrival parking regulations are difficult to understand
- Color system is difficult to read
- Parking lot signs are undersized and attempt to convey too much info
- Sign message hierarchies are unclear

Key Recommendations

- Designate a more visible visitor parking info center
- Simplify the campus parking policy to ease confusion and coordinate with parking lot sign development
- Increase the size of the parking lot signs and simplify messaging
- Consider naming parking lots by green to reinforce wayfinding
EXISTING SIGN OBSERVATIONS

PEDESTRIAN DIRECTIONAL SIGNS

Observations
• Pedestrian wayfinding is almost non-existent
• Inconsistent, semi-permanent signs are present across campus
• Temporary event signs attempt to compensate for deficiencies
• ADA pedestrian signage is unclear and inconsistent

Key Recommendations
• Provide permanent, pedestrian wayfinding at key decision points across campus
• Create a visual language with pedestrian signs that distinguishes campus greens from each other
• Develop an ADA pedestrian sign system that clearly designates major routes between greens

BUILDING IDENTIFICATION SIGNS

Observations
• Signs are not consistently located relative to building entrances
• Wall mounted signs are too small to be visible to vehicles
• Building architecture and vegetation can overwhelm signs
• Architectural lettering, while inconsistent, does not detract from the campus aesthetic.

Key Recommendations
• Establish ground mounted and wall mounted building signs
• Increase their scale and legibility
• Incorporate major occupants or departments on the ground signs
• Incorporate emergency services numbering on the wall signs
• Use the visual language from the pedestrian signs to identify greens
TEMPORARY SIGNS

Observations
- Temporary signs are widely used to compensate for wayfinding deficiencies across campus
- The signs are difficult to maintain and expensive
- They are often too small to be legible by cars and negatively impact the campus character

Key Recommendations
- Improved vehicular, parking, pedestrian, and building signs will reduce the need for temp signs
- Establish standards for temp signs to create consistency and familiarity when they are required
- Restrict the locations and numbers of temp signs that can be used

TRANSIT SIGNS

Observations
- Transit signage is visually overwhelming
- The signs lack clarity and hierarchy
- Messaging is too small to be legible
- There is no consistent standard for transit signage among CATS, Athens Public Transit, and private operators

Key Recommendations
- Develop a common sign style for both CATS and APT to use
- Increase the sizes of primary and secondary bus stop signs
- Provide a simplified, legible system for informing riders of routes and arrival times
- Leverage recognizable branding for CATS and APT
SECTION THREE

Wayfinding Planning Principles
The Wayfinding Planning Principles complement Ohio University’s Campus Planning Principles, which are predicated on the idea that the physical place plays an important role in attracting, retaining, and growing talented students, faculty, and staff.

The Campus Planning Principles sustain and strengthen Ohio University’s position as one of the nation’s best transformative learning communities.

- Enhance OHIO’s distinctive physical environment and strengthen connections to its natural setting, City of Athens and southeast Ohio, and 200 years of campus history.

- Support OHIO’s commitment to sustainability and Smart Growth by responsibly renewing, using and leveraging our existing built and natural resources.

- Support a transformative living and learning environment including flexible, technology-enabled and collaborative spaces for teaching, research, outreach and innovation.

- Make our campus engaging, accessible and safe to a diverse and inclusive campus community and visitors.

- Create flexible plans that will meet our future needs through integrating functions, supporting partnerships, smart utilization and agile implementation.

The Wayfinding Planning Principles ensure the development and implementation of signage and other tools that support the Comprehensive Master Plan.

- Improve the visitor experience and support the University brand.

- Be extensible and flexible to accommodate a growing population and diverse needs for current and planned improvements.

- Allow for incremental implementation over several phases, while complementing existing signs.

- Complement the campus character and traditions, while celebrating its best features.

- Be effective and efficient with a thoughtful economy of information in strategic locations.
SECTION FOUR

Family of Signs
FAMILY OF SIGNS

This section provides a visual representation of the design intent for each sign in the guidelines, along with an overview of each sign’s purpose, dimensions, message hierarchy, and placement criteria. Sample trips are also provided to illustrate how the various signs interrelate with each other to create a careful sequence that guides visitors through the physical environment and enhances their understanding and experience of campus space. Information in this section can be used as the basis for informing the development of construction detail drawings, specifications, programming during implementation phases.

VEHICULAR DIRECTIONAL
V1 Vehicular Directional (Large)
V2 Vehicular Directional (Medium)
V3 Vehicular Directional (Small)

PARKING SIGNS
PK1 Parking Identification

PEDESTRIAN SIGNS
P1 Pedestrian Directional
K1 Pedestrian Map Kiosk

BUILDING SIGNS
B1 Building Identification (Ground)
B2 Building Identification (Wall)

ACCESSIBILITY SIGNS
ADA1 Accessible Directional (Large)
ADA2 Accessible Directional (Small)
ADA3 Entrance Identification (Small)
ADA4 Entrance & Building Name (Large)

INTERPRETIVE SIGNS
INT1 Interpretive (Large)
INT2 Interpretive (Small)

TRANSIT SIGNS
TR1 Transit Identification (Large)
TR2 Transit Identification (Small)

TEMPORARY SIGNS
TMP1 Temporary (Large)
TMP2 Temporary (Medium)
TMP3 Temporary (Yard)

THE RIDGES SIGN CONCEPTS
VEHICULAR DIRECTIONAL & PARKING SIGNS

Vehicular signs are used to assist vehicular audiences navigate to key destinations and parking lots along streets using brief messages, universal symbols, and directional arrows. Unlike roadway regulatory signs, vehicular directional signs are tailored specifically for providing carefully sequenced destination guidance, utilizing express destinations to efficiently move visitors from one district or regional area to another. These signs must be thoughtfully placed before key decision points, typically intersections, so that drivers have sufficient time to observe the sign, comprehend its messaging, and make a decision before committing to a traffic movement. Parking signs identify the entrances to lots and provide high-level information and regulations about each lot on campus. Typeface and scale of both signs are established to provide maximum legibility for motorists at driving speeds.
VEHICULAR DIRECTIONAL MESSAGING

Vehicular directional signs are programmed with the first-time visitor in mind. Visitors, unfamiliar with the campus, want to find their specific destination and the nearest available parking lot. A maximum of six lines of messages are allowed for larger vehicular signs, therefore, approved “key destinations” and parking areas with visitor parking spaces have been prioritized for use on the signs. Sign messages are listed in the following order: left-turn messages first, followed by right-turn messages, and straight-ahead last.

Left and right turn maneuvers are generally more complicated to execute than continuing on a straight path, therefore it is important to follow these guidelines for messaging.

A portion of the “Ohio University” brand appears on the bottom of the vehicular sign panels. Vehicular signs are often the first physical objects a visitor will encounter while visiting the campus. Including the text portion of the University’s logo is an important arrival identifier and re-enforcement of the overall brand.

PARKING SIGNS MESSAGING

Parking lot signs announce the arrival to a particular parking lot on campus.

These signs are sized similar to vehicular directional signs for consistency of message and content placement relative to motorists. The universal parking symbol is used on all parking signs as the primary identifier. Parking lots have been organized and named according to the particular campus “green” in which they are located. The campus green is listed immediately under the parking symbol.

Each campus green has multiple parking areas that fall within its boundary. The lower portion of the sign panel includes the unique parking lot number as well as the parking “zone” that it accommodates. Parking zones are determined based on proximity to the center or core of the campus.

The graphic portion of the “Ohio University” brand anchors the bottom of the parking sign panels and provides additional brand recognition.

SIGN PLACEMENT METHODOLOGY

As often as feasible, vehicular signs are placed on the right side of each drive lane in unobstructed locations. Sign placement must be considered on a case by case basis due to utility and landscaping variables. Vehicular signs only have messages on one side and are placed perpendicular to the roadway.

Vehicular signs are located in advance of an intersection or decision making point, allowing a driver to read the messaging with a safe margin of time to make the appropriate maneuvers.

Signs should always be placed a minimum of 3 feet from the curb to the vertical edge of the sign panel. Parking signs are placed at the entrances of each lot. If there are multiple entrances to a lot, multiple signs will be required. Parking signs are typically double-sided and placed perpendicular to the roadway, as drivers will approach lots from various directions. As with vehicular signs, parking lot signs should also be placed a minimum of 3 feet from the curb to the vertical edge of the sign panel.
Photo rendering showing vehicular directional sign
Message One
Two Messages

 Visitor
Parking

Long Message
for Destination

FRONT ELEVATION VIEW
SIGN TYPE V1 - VEHICULAR DIRECTIONAL (LG)
Scale 1/2” = 1’-0”

BACK ELEVATION VIEW
SIGN TYPE V1 - VEHICULAR DIRECTIONAL (LG)
Scale 1/2” = 1’-0”
GRAPHIC LAYOUT
VEHICULAR DIRECTIONAL (LG)
Scale 3/4" = 1'-0"

Message One
Two Messages

Visitor Parking

Long Message for Destination

OHIO UNIVERSITY

3.25" copy; Type style T3

3D rendering
ALTERNATIVE GRAPHIC LAYOUTS
SIGN TYPE 1.3 - VEHICULAR DIRECTIONAL (SM)
Scale 1/2” = 1’-0”

FRONT ELEVATION VIEW
SIGN TYPE V3 - VEHICULAR DIRECTIONAL (SM)
Scale 1/2” = 1’-0”

BACK ELEVATION VIEW
SIGN TYPE V3 - VEHICULAR DIRECTIONAL (SM)
Scale 1/2” = 1’-0”
ALTERNATIVE GRAPHIC LAYOUTS
SIGN TYPE 1.3 - VEHICULAR DIRECTIONAL (SM)
Scale 1/2" = 1'-0"

GRAPHIC LAYOUT
SIGN TYPE V3 - VEHICULAR DIRECTIONAL SMALL
Scale 1/2" = 1'-0"
SAMPLE TRIP
Navigating to the Baker University Center Garage via Richland Ave.

<table>
<thead>
<tr>
<th>Sequence</th>
<th>Sign Type</th>
<th>Message</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>V</td>
<td>&gt; Ohio University &gt; UPTOWN</td>
<td>Existing Ground DOT</td>
</tr>
<tr>
<td>02</td>
<td>V</td>
<td>&gt; Ohio University ^ Ridges Green</td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>V</td>
<td>&lt; O’Bleness Union St. Green &gt; South Green East Green ^ West Green (P) Baker Center</td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>V</td>
<td>&lt; West Green UMA &amp; Clinics</td>
<td></td>
</tr>
<tr>
<td>05</td>
<td>V</td>
<td>&gt; (P) Baker Center Bird Arena ^ College Green Uptown Athens</td>
<td></td>
</tr>
<tr>
<td>06</td>
<td>V</td>
<td>&lt; (P) Baker Center Parking Garage ^ South Green East Green</td>
<td></td>
</tr>
<tr>
<td>07</td>
<td>P</td>
<td>(P) South Green LOT (tbd) ZONE (tbd)</td>
<td></td>
</tr>
</tbody>
</table>
SAMPLE TRIP
Navigating to the Athens Municipal Parking Garage via Stimson Ave.

<table>
<thead>
<tr>
<th>Sequence</th>
<th>Sign Type</th>
<th>Message</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>V</td>
<td>&lt; Ohio University &lt; UPTOWN</td>
<td>Existing Ground DOT</td>
</tr>
<tr>
<td>02</td>
<td>V</td>
<td>&gt; Uptown Athens ^ Ohio University</td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>V</td>
<td>&gt; East Green North Green College Green ^ South Green River Greens</td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>V</td>
<td>^ East Green North Green College Green</td>
<td></td>
</tr>
<tr>
<td>05</td>
<td>V</td>
<td>&lt; College Green South Green ^ (P) City Parking Garage</td>
<td></td>
</tr>
<tr>
<td>06</td>
<td>V</td>
<td>&gt; (P) City Parking Garage ^ West Green W. Union Green</td>
<td></td>
</tr>
<tr>
<td>07</td>
<td>P</td>
<td>(P) City Parking Garage</td>
<td></td>
</tr>
</tbody>
</table>
PEDESTRIAN SIGNS

Pedestrian signs are used to assist visitors navigate and comprehend a physical environment. Guidance for pedestrians is also sequenced along carefully planned routes and may include orientation kiosks with maps, directional signs at key decision locations, building identification signs, as well as informational signs that enhance the understanding of a landmark or feature. Because pedestrian signs are viewed at a close distance, decorative elements, such as post details, are more refined than on vehicular signs. The post design complements the historic nature of College Green and buildings such as Culter Hall.

Pedestrian signs are not intended to provide direction to every location or building within an environment, but are instead designed to guide audiences to express destinations along preferred routes. While it is less desirable to have multiple pedestrian sign systems, in areas of steep topography, more than one pedestrian sign system may be required to accommodate those with mobility challenges.

The individual campus greens are identified through OU brand colors on pedestrian signs to aid in wayfinding.
SIGN PLACEMENT METHODOLOGY

Map kiosks shall be located at transitions from vehicular to pedestrian navigation such as parking lots, pedestrian drop-off areas, and transit tops. Additionally, locations such as areas of heavy pedestrian traffic and merging pathways should also be considered to help reinforce orientation within the campus setting.

Map kiosks may be single-sided and parallel to a pathway or double-sided and perpendicular to a pathway based on site conditions and visibility.

Because pedestrian directional signs are double-sided and visible to walkers approaching from multiple directions, placement in relation to a particular side of a walkway is not as critical as with vehicular signs.

Sign placement must be considered on a case by case basis due to utility and landscaping variables. Signs should always be placed a minimum of 1 feet from the curb to the vertical edge of the sign panel.

PEDESTRIAN MAP KIOSK MESSAGING

Both the map kiosks and pedestrian directional signs leverage the unique color-code of each of the campus “greens”. For the map kiosk, the color of the “Information” header panel changes depending on the specific green.

The map is broken up into three distinct components. The lower portion contains the map key information. This key lists all of the campus greens and the specific buildings located within each green. These buildings are numbered sequentially and labeled accordingly on the map.

The smaller overall campus map provides a complete campus snapshot and highlights, by color, the boundaries of the campus greens.

Buildings are numbered to match the key, with Key Destination buildings and major parking areas highlighted for easy recognition. The larger detailed map at the top is enlarged to show the actual location of the user - the “YOU ARE HERE.”

PEDESTRIAN DIRECTIONAL MESSAGING

Similar to the pedestrian map kiosks, the pedestrian directional signs also utilize the unique campus green color-coded through the use of a sign blade. This blade should always be located furthest from the pathway, so the message panels can be closer to the pathway as they are the key component of the signs and provide the critical directional content.

A maximum of six lines of messages are allowed for directional signs, therefore, approved “key destinations” have been prioritized for use on the signs. Sign messages are listed in the following order: left-turn messages first, followed by right-turn messages, and straight-ahead last.

The graphic portion of the “Ohio University” brand anchors the bottom of the sign panels and provides additional brand recognition.
Photo rendering showing pedestrian directional and building identification signs
FRONT ELEVATION VIEW
SIGN TYPE K1 - PEDESTRIAN MAP KIOSK
Scale 1/2” = 1’-0”

BACK ELEVATION VIEW
SIGN TYPE K1 - PEDESTRIAN MAP KIOSK
Scale 1/2” = 1’-0”
GRAPHIC LAYOUT

PEDESTRIAN MAP KIOSK (SMALL)
Scale 1/2" = 1'-0"
SAMPLE TRIP
Navigating from a University parking lot to Alden Library (with alternate accessible route shown)

<table>
<thead>
<tr>
<th>Sequence</th>
<th>Sign Type</th>
<th>Message Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>K</td>
<td>Information (map insert)</td>
</tr>
<tr>
<td>02</td>
<td>P</td>
<td>South Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>^ College Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Alden Library</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cutler Hall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chubb Hall</td>
</tr>
<tr>
<td>03</td>
<td>P</td>
<td>College Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&lt; Alden Library</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cutler Hall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chubb Hall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>^ North Green</td>
</tr>
<tr>
<td>04</td>
<td>B</td>
<td>College Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Vernon R. Alden</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Library (department name)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>30 PARK PLACE</td>
</tr>
</tbody>
</table>

Accessible Route

<table>
<thead>
<tr>
<th>Sequence</th>
<th>Sign Type</th>
<th>Message Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>K</td>
<td>Information (map insert)</td>
</tr>
<tr>
<td>02</td>
<td>HC</td>
<td>ACCESSIBLE ROUTE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>^ College Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>via Baker Center</td>
</tr>
<tr>
<td>03</td>
<td>HC</td>
<td>ACCESSIBLE ROUTE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&gt; College Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>via Baker Center</td>
</tr>
<tr>
<td>04</td>
<td>K</td>
<td>Information (map insert)</td>
</tr>
<tr>
<td>05</td>
<td>P</td>
<td>College Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&gt; Alden Library</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cutler Hall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>^ Chubb Hall</td>
</tr>
</tbody>
</table>
## SAMPLE TRIP
Navigating from the Convocation Center to Cutler Hall

**Diagram:**
- Convocation Center
- Cutler Hall
- Alden Library
- Cutler Hall
- College Green
- South Green
- Grover Center
- Bird Arena
- Aquatic Center
- Baker Center

### Table: Sample Trip

<table>
<thead>
<tr>
<th>Sequence</th>
<th>Sign</th>
<th>Message Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>P</td>
<td>West River Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>^ West Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>South Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Grover Center</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bird Arena</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Aquatic Center</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Baker Center</td>
</tr>
<tr>
<td>02</td>
<td>P</td>
<td>West Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&gt; South Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>College Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Grover Center</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bird Arena</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Aquatic Center</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Baker Center</td>
</tr>
<tr>
<td>03</td>
<td>K</td>
<td>Information (map insert)</td>
</tr>
<tr>
<td>04</td>
<td>P</td>
<td>South Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&gt; Bird Arena</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Aquatic Center</td>
</tr>
<tr>
<td></td>
<td></td>
<td>^ College Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Baker Center</td>
</tr>
<tr>
<td>05</td>
<td>K</td>
<td>Information (map insert)</td>
</tr>
<tr>
<td>06</td>
<td>K</td>
<td>Information (map insert)</td>
</tr>
<tr>
<td>07</td>
<td>P</td>
<td>College Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&gt; Alden Library</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cutler Hall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>^ Chub Hall</td>
</tr>
<tr>
<td>08</td>
<td>P</td>
<td>College Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&lt; Cutler Hall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>College Green</td>
</tr>
<tr>
<td>09</td>
<td>B</td>
<td>College Green</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cutler Hall</td>
</tr>
</tbody>
</table>
BUILDING SIGNS

Building signs are used to identify the arrival to a particular building or destination. The signage system utilizes two types of building signs, ground-mounted and wall-mounted, which can be used in various conditions.
SIGN PLACEMENT METHODOLOGY

In most cases, the larger ground-mounted building signs should be located close to the building main entrance. These signs act as a wayfinding tool, by marking the preferred entrance to a building at a distance as well as upon arrival. In cases where the building sign is located in proximity to a roadway, the lettering on the sign shall be reflective to match the vehicular signs. In all other cases, the lettering shall be matte white vinyl.

Signs may be single-sided and parallel to a pathway or double-sided and perpendicular to a pathway based on site conditions and visibility. Signs should always be placed a minimum of 1 foot from the curb to the vertical edge of the sign panel.

The smaller, building-mounted signs are used for building entrances that offer no opportunity for a ground-mounted sign. This is usually due to complex site conditions or a lack of available ground space. Building-mounted signs shall be placed 60” from finished grade.

The building-mounted sign contains the buildings approved short-name. There shall be no listing of department names on the building-mounted signs. The building address is included with 4” tall address numbers as required by local fire code. The street name (not required to be 4” tall) is a smaller, more discrete type style and color. At least one building-mounted sign with the address number should be on each campus building, in view of a major roadway or access drive per State of Ohio requirements. The graphic portion of the “Ohio University” brand anchors the bottom of the sign panels and provides additional brand recognition.

BUILDING IDENTIFICATION SIGNS MESSAGING

As with other pedestrian sign types, the building identification signs utilize campus green color-coding through the use of a header panel. The color of this panel changes depending on which campus green the specific building is located. The wall-mounted sign contains the buildings approved long-name. One line is available for a short list of approved department names, located within the building.

On wall-mounted signs, the building address is included in a smaller, more discrete type style and color. The area to the lower-left of the sign panel is reserved for accessible entrance information - as needed. This includes the use of directional arrows and symbols. The use of text in this area is discouraged.

The wall-mounted sign contains the building’s approved short-name. There shall be no listing of department names on the wall-mounted signs. On the wall-mounted signs, facility address is included with 4” tall address numbers as required by local fire code.

The logo mark of the “Ohio University” brand anchors the bottom of the sign panels and provides additional brand recognition.
GRAPHIC LAYOUT
BUILDING IDENTIFICATION SIGN (GROUND)
Scale 1/2" = 1'-0"
FRONT ELEVATION VIEW
SIGN TYPE B2 - BUILDING IDENTIFICATION SIGN
Scale 1/2" = 1'-0"
Family of Signs

GRAPHIC LAYOUT
BUILDING IDENTIFICATION SIGN
Scale 1/2" = 1'-0"
ACCESSIBILITY SIGNS

The signage and wayfinding system aims to bring primary and accessible paths into closer alignment with one another to offer inclusion of all pedestrians. Due to topographic challenges on campus, this is not always possible. In such cases, accessible paths should be marked with a secondary wayfinding sign, clearly labeled “accessible route.” Signs are also placed at building entrances to indicate accessible entry.

With this new system of accessibility signage, the University not only assists pedestrians from drop-off areas and transit stops to key destinations, travel from Green to Green, and upon arrival at buildings, but positions itself as leaders among their peers within the academic community.

Accessibility Sign Types
**SIGN PLACEMENT METHODOLOGY**

Accessible directional signs shall be placed at pedestrian decision points to identify and direct to alternate accessible routes throughout campus. Generally, they are placed perpendicular to the primary path of travel, with expectations as needed based on site conditions. Signs should always be placed a minimum of 1 foot from the curb to the vertical edge of the sign panel.

Wall-mounted accessible signs shall be placed at secondary accessible entrances to each building where building access is available to individual with mobility needs. Wall-mounted signs shall be placed 60” from finished grade.

**ACCESSIBLE DIRECTIONAL MESSAGING**

All accessible directional signs shall contain the international symbol of accessibility and the phrase “ACCESSIBLE ROUTE”.

A maximum of six lines of messages are allowed for large accessible directional signs and up to 3 lines of messages are allowed for small accessible directional signs. Sign messages are listed in the following order: left-turn messages first, followed by right-turn messages, and straight-ahead last.

**ACCESSIBLE ENTRANCE ID MESSAGING**

The main building-mounted accessible entrance sign is small and discrete. The signs all bear the international symbol of accessibility to match the directional signs with the wording “ENTRANCE”. These signs are intended to be visible from a distance.

For the larger accessible entrance signs, the wordings replaced with the approved building short-name. These signs should be used in instances where it is difficult to distinguish between buildings that may be in close proximity of one another, or where the main building entrance is not visible.
FRONT ELEVATION VIEW
SIGN TYPE ADA1 - ACCESSIBLE DIRECTIONAL (LG)
Scale 1" = 1'-0"

BACK ELEVATION VIEW
SIGN TYPE ADA1 - ACCESSIBLE DIRECTIONAL (LG)
Scale 1" = 1'-0"
GRAPHIC LAYOUT
ACCESSIBLE DIRECTIONAL SIGN - SMALL
Scale 2" = 1'-0"
FRONT ELEVATION
SIGN TYPE ADA3 - ACCESSIBLE ENTRANCE ID (SM)
Scale 3/4” = 1'-0"

60" OC PER ADA

FRONT ELEVATION VIEW

BACK ELEVATION VIEW
SIGN TYPE ADA3 - ACCESSIBLE ENTRANCE ID (BUILDING ID ALT.)
Scale 3/4” = 1'-0"

60" OC PER ADA

5'

8'

9'

1'-0"
GRAPHIC LAYOUT
ACCESSIBLE ENTRANCE ID (SM)
Scale 2” = 1’-0”

GRAPHIC LAYOUT
ACCESSIBLE ENTRANCE ID (BUILDING ID ALT.)
Scale 2” = 1’-0”
INTERPRETIVE SIGNS

Interpretive signs provide educational information about various campus amenities and features. The system of interpretive signs includes a smaller single-topic sign and a larger multi-topic theme sign.
INTERPRETIVE SIGN MESSAGING

Two interpretive signs are included as part of the family. The larger of the two is a horizontal interpretive panel, allowing ample room for imagery, diagrams, and multiple levels of written interpretation. Including multiple levels of written and visual communication allows the audience to skim high-level information, or take a deeper dive into the messaging and content.

A typical message panel is shown as one example of how a layout may take form. It is intended for each panel layout to follow the same overall grid, but have a unique layout, befitting of the content. The smaller interpretive sign is provided to allow for interpretation of a single topic. This sign type also follows a similar grid and layout.

Guidelines for panel layouts are as follows: Headings and pull-quotes should be set in the serif font Galliard. Body copy and sub-headings should be set in the sans serif font Frutiger.

The type size of all headings should be 34pt. Body copy should be 17pt with 25pt leading (line spacing). Pull-quotes should be 34pt with 38pt leading.

There should be a 1in margin from the edge of the panel to the start of the content. A 1pt rule should separate columns. Images placed in a grid should be separated with a .25in margin.

SIGN PLACEMENT METHODOLOGY

The form, color, and fonts proposed for the interpretive signs were considered within the context of the larger signage and wayfinding system on campus. While these signs are not part of the wayfinding system, they do play an important role and should be seen as a “cousin” to the larger signage system.

The signs are placed at reading height and pitched backwards to give the audience an opportunity to read the interpretive information while viewing the subject of interpretation beyond the sign. The intent of this sign family is to celebrate moments of history, moments of significance, moments of culture and fun on campus. Examples include: The Ridges, The Grove of Cherry Trees, and Kissing Circle.
TRANSIT SIGNS

Transit identification signs are used to identify various transit stops throughout Ohio University's Campus Area Transit Service's (CATS) routes and Athens Public Transit's (APT) routes. The signage system utilizes two types of transit signs to accommodate various stops within the transit systems.

**SIGN TYPE TR1**
TRANSIT IDENTIFICATION SIGN (PRIMARY)

**SIGN TYPE TR2**
TRANSIT IDENTIFICATION SIGN (PRIMARY)
SIGN PLACEMENT METHODOLOGY

Primary transit identification sign should be placed at major transit stops such as Baker University Center or other major CATS and APT stops. These signs act as a beacon identifying a bus stop from a distance.

Secondary transit identification signs are similar in design and are located at remaining transit stops.

Signs should be double-sided and perpendicular to the roadway. Signs should be placed a minimum of 2 feet from the curb to the vertical edge of the sign panel.

TRANSIT IDENTIFICATION SIGNS MESSAGING

All transit signs shall have the bus symbol and accessible symbol at the top of the sign as shown. This allows for easy recognition across campus.

Permanent lettering indicates the approved transit stop name and the direction of travel. The logos for Bobcat Pass and Athens Public Transit are displayed at the bottom of both sign types.

Lockable display cabinets are provided on the primary transit identification sign. These cabinets house a changeable route and time schedule.
FRONT ELEVATION VIEW
SIGN TYPE TR1 - TRANSIT ID SIGN (LG)
Scale 3/4" = 1'-0"

WEST UNION STREET
Office Center
Stop

Buses towards
Ohio University

Routes & Stops
CATS: Blue Loop
Mon-Fri 7:00am-5:30pm
No Weekend Service

APT: Route 5
Mon-Fri 7:20am-7:26pm
Saturday 9:20am-5:26pm

APT: Route 6
Mon-Fri 6:52am-6:57pm
Saturday 8:52am-4:57pm

Buses arrive every 20 mins.

WEST UNION STREET
Office Center
Stop

Buses towards
Ohio University

Routes & Stops
CATS: Blue Loop
Mon-Fri 7:00am-5:30pm
No Weekend Service

APT: Route 5
Mon-Fri 7:20am-7:26pm
Saturday 9:20am-5:26pm

APT: Route 6
Mon-Fri 6:52am-6:57pm
Saturday 8:52am-4:57pm

Buses arrive every 20 mins.

BACK ELEVATION VIEW
SIGN TYPE TR1 - TRANSIT ID SIGN (LG)
Scale 3/4" = 1'-0"
**Routes & Stops**

**CATS: Blue Loop**
Mon-Fri: 7:00am-5:30pm
No Weekend Service

**APT: Route 5**
Mon-Fri: 7:20am-7:26pm
Saturday: 9:20am-5:26pm

**APT: Route 6**
Mon-Fri: 6:31am-6:57pm
Saturday: 8:52am-4:57pm

**Buses arrive every 20 mins.**

- **Blue Loop**: West Union Street Office Center
- **Route 5**: West Union Street Office Center
- **Route 6**: West Union Street Office Center

---

**GRAPHIC LAYOUT**

**TRANSIT ID SIGN (LG)**

Scale 1 1/4" = 1'-0"
West Union Street Office Center Stop
Buses towards Ohio University

FRONT ELEVATION VIEW
SIGN TYPE TR1 - TRANSIT ID SIGN (SM)
Scale 3/4" = 1'-0"

BACK ELEVATION VIEW
SIGN TYPE TR1 - TRANSIT ID SIGN (SM)
Scale 3/4" = 1'-0"
GRAPHIC LAYOUT
TRANSIT ID SIGN (SM)
Scale 1 1/2" = 1'-0"
TEMPORARY SIGNS
Temporary signs are used to supplement wayfinding during high-capacity events such as athletic events and graduation. Additionally, smaller pedestrian-scaled signs are used to help direct visitors to smaller events such as club meetings, valet parking for special events, etc.
SIGN PLACEMENT METHODOLOGY
Routes for re-occurring special events will be pre-planned. Mounting holes for permanent, flush bases will be installed at these pre-determined locations for ease of installation and removal of the temporary signs. Additional locations may be determined on an as-needed basis and the weighted-base option shall be used. To avoid sign clutter on campus, final determinations for temporary signage will be made by the office of planning.

TEMPORARY SIGN MESSAGING
Temporary signs are intended to give visitors information other than that has been allotted on the overall wayfinding signs. These signs are typically used during special events. A template is provided, allowing 1-3 messages per sign. The larger temporary signs are recommended for vehicular traffic, while the smaller signs are recommended for pedestrian traffic.

The sign panel follows the graphic standards outlined in this manual.

The background color shall match the other signs in the wayfinding system. Typography and arrow styles remain consistent as well, providing a cohesive look across campus.

Greens colors are not incorporated in this sign type.
WindMaster V4 4204
Insert Size: 28”W x 44”H
Quantity Discount Available $195
Made in the U.S.A.

WindMaster V4 4504
Insert Size: 28”W x 67”H
Quantity Discount Available $299
Made in the U.S.A.

Double-sided, snap open rails to load prints/posters

WindMaster V4 4204 - FRAME & PANEL ONLY
Insert Size: 28”W x 44”H
Quantity Discount Available $195
Made in the U.S.A.

WindMaster V4 4504 - FRAME & PANEL ONLY
Insert Size: 28”W x 67”H
Quantity Discount Available $299
Made in the U.S.A.

Double-sided, snap open rails to load prints/posters
GRAPHIC LAYOUTS
TEMPORARY SIGNAGE
Scale 3/4" = 1'-0"
THE RIDGES SIGN CONCEPTS

Formerly a large psychiatric hospital complex originally constructed in the 1870s, The Ridges is now an important part of Ohio University’s Athens campus. Encompassing a variety of educational, research, and recreational opportunities, The Ridges has the potential to become every bit as active as other campus greens, requiring similar wayfinding and signage needs. While the conceptual look of The Ridges signage retains the shape and typography of the main Family of Signs, minor accent and color changes are used to reflect the unique historic nature of this green. Ornamentation elements are inspired from the windows of the Kirkbride Complex, and flexible ground-mounted tenant signs are intended to support buildings that may have multiple public and private occupants in the future.

The Ridges Sign Types
Tenant Signage
SECTION FIVE

Maintaining a Look and Feel
GRAPHICS & MATERIALS

This section demonstrates the standards for sign graphics as well as general material and finish recommendations. University branding requirements, including approved logos and color palettes, are also illustrated as are standard sign typefaces.

With many miles of paved roads and pathways threading through Ohio University’s distinctive campus greens, the different wayfinding elements that allow visitors to navigate must have a uniform visual identity that provides reassurance and allows for clear communication. A consistent visual identity is maintained by adhering to graphic and color standards not only within the Family of Signs, but across all wayfinding elements to the greatest extent possible. By establishing a consistent graphic and color scheme to connect different wayfinding elements, each element can support one another as part of a robust, comprehensive system.

The graphic inspiration of the Family of Signs originates from the University’s 1987 sign system, taking aspects of those signs that worked very well, including their shape and contrasting colors, while improving upon their scale and legibility. Improvements to the signs include a new background panel color that provides a high contrast with white lettering, but that also stands out more from the campus surroundings without detracting from the University’s aesthetic.

Additional colors based upon the University secondary branding palette are used to give signs in each green a unique scheme that aids in navigation. These secondary colors used to brand signs to their greens should be leveraged to other wayfinding elements whenever possible, such as campus maps, to provide a consistent visual style. As University color palettes can change over time, special consideration should be given to the impact those changes may have on the Family of Signs and green identification. Care should be given to coordinate with University marketing and communication groups to evaluate the impacts of any color changes.

The University logo mark and logo type are utilized within the Family of Signs to reinforce branding within the campus, and typography sizes have been increased to improve legibility and communication. Whenever possible, symbols have been limited to common, universally interpreted pictograms to ensure messaging is inclusive to visitors. Unique graphics are used sparingly, and they are typically limited to specific University branding needs.
The University Logo
The heart of Ohio University’s brand is its trademarked logo, which must appear on all communication materials and promotional items. Use of the logo mark and logo type is controlled by University Communications and Marketing, and it is University policy to never separate these two elements in printed or online communications. However, as is often the case with wayfinding and signage, branded elements require slight enhancements or modifications for use in the physical environment.

Through the Discovery process, it was determined by the consultant and affirmed by the Advisory Committee that keeping the University logo mark and logo type together on vehicular directional signs and pedestrian signs was not appropriate from a visual scale perspective. On the vehicular directional signs, the logo mark details were too small to be effectively seen by motorists, and the Advisory Committee determined that branding the bottom of the vehicular signs with the “Ohio University” logo type was important to reinforce a sense of campus arrival. On pedestrian signs the Advisory Committee determined that the space required to accommodate both logo elements also made the logo mark too small, so the decision was made to recommend to omit the logo type from those signs. These decisions were supported by the 1987 University sign standards, which also recommended separation of the logo mark and type. Upon review of this recommendation from the Advisory Committee, University Communications and Marketing has approved this separation.

Color Palette
Sign colors and finishes are designed to feel appropriate not only to the overall campus aesthetic, but also to each Green. Sign panels are a charcoal color, bold enough to contrast from the surrounding environment, but not so much as to deter from the campus aesthetic in which they are located. The charcoal background complements existing amenities and light posts, while delivering both daytime and evening legibility. White sign messages are designed to have the highest contrast relationship to the background panel, and a decorative and functional fin is added to the pedestrian directional identification and kiosk signs to reinforce Green locations. The Advisory Committee selected colors for each Green, derived from OU’s secondary brand colors, which were extensively tested with the community as well as field mock-ups. The Matthews Paint colors are listed on the following page.
Matthews Paint is the industry standard color matching system for signage and environmental graphics. It is similar to the Pantone Matching System in that colors are assigned a numeric code that any signage fabricator will be able to match. To achieve the correct visual result, it is essential to specify these exact codes for consistent colors now and in the future. It should also be noted that all Matthews Paint colors have RGB and CMYK equivalents for printed applications. However, these equivalents should never be used for paint applications, as they will result in colors several shades lighter than desired. To achieve the desired colors, Matthews Paint relies on a specific pigment formula that is assigned to each of their numeric codes.

**Sign Panel Color (ALL signs except Ridges)**
- MP7102 Black
- Deep River

Use PMS 425 C for temporary signs

**East Green**
- MP2103 Blue Abyss

**Ridges Green**
- MP3849 Inerte Grey

**North Green**
- MP13189 Orange Cowry

**College Green**
- MP2782 Green Frog

**River Greens**
- MP375 Guantanamo Teal

**South Green**
- MP10245 Green Racer

**Union St. Green**
- MP158 Brown Betty

**West Green**
- MP14731 Amontillado

**Transit Sign Lower Panel and Parking “P” Circle**
- MP25595 Black Mamba

**Ridges Sign Panel**
- Interpretive Sign Panel
- MP3849 Inerte Grey
**Typeface**

Frutiger is a University brand standard that allows for create flexibility and enhanced readability. Used widely around the world, this sans serif typeface has humanist attributes and open counters that are optimized for legibility, and they shall be used for all exterior sign messaging. Upper and lowercase letter forms are used on all sign panels for ease and speed of recognition, and they have been tested and approved by the Advisory Committee for all sign types. As such typefaces may not be changed, and for each sign the height and width ratio of letter forms should be maintained proportionally. Please reference individual sign types within the Family of Signs section for recommendations pertaining to typographic hierarchies on sign panels.

Vehicular sign types and transit sign types should have reflective white lettering to maximize legibility under dark conditions. In instances where building identification signs are located adjacent to a roadway, the lettering should be also be reflective white. All other pedestrian sign types should have matte white lettering.
Typography

T1 - Frutiger LT Std - 65 Bold  10 pt. Leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

T2 - Frutiger LT Std - 66 Bold Italic  10 pt. Leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

T3 - Frutiger LT Std - 55 Roman  10 pt. Leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

T4 - Frutiger LT Std - 46 Light Italic  10 pt. Leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

T5 - Galliard  50 pt. Leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Symbols
The symbols used in these Wayfinding & Signage Guidelines are custom designed for Ohio University, and they have been carefully crafted to improve navigation and complement the identity of the Family of Signs. Each symbol component works together with the typography and programming to create a system of reassurance for visitors to the campus by providing universal information where written words alone may not be adequate. As the campus evolves and additional symbols needs are established that are not envisioned in these guidelines, careful planning and graphic design should be used to develop appropriate symbols that enhance, elevate, and complement the wayfinding system. All new symbols and their usage should be reviewed and approved by the University prior to implementation and incorporated into future editions of these guidelines.

Vehicular sign types and transit sign types should have reflective white symbols to enhance legibility under dark conditions. In instances where building identification signs are located adjacent to a roadway, the symbols should also be reflective white. All other pedestrian sign types should have matte white symbols to match their lettering.

Symbols

LEFT ARROW (circle denotes arrow size)
UP-LEFT ARROW (circle denotes arrow size)
UP-RIGHT ARROW (circle denotes arrow size)
STRAIGHT ARROW (circle denotes arrow size)
RIGHT ARROW (circle denotes arrow size)

PARKING SYMBOL
ACCESSIBLE SYMBOL
TRANSIT SYMBOL
BOBCAT PASS LOGO
ATHENS PUBLIC TRANSIT LOGO
Materials
While these material recommendations are presented to inform design direction, consideration should be made for all sign materials to ensure that they are appropriate for the massing of individual sign components, durability, and ease of overall assembly. Sign panels and sign cabinets are typically constructed from aluminum, with panels at least 0.25” thick and cabinets clad in at least 0.0125” thick aluminum. Sign panels should be attached to sign posts with aluminum brackets where shown. Sign posts should be extruded aluminum in various diameters and receive a decorative cap.

Finishes
All aluminum surface and components should be surface painted. All painted surface should receive an anti-graffiti clear coat, and all exposed hardware should be tamper-resistant to the greatest extent possible and painted to match the adjacent sign components.

Copy and Symbols
Vehicular sign types and transit sign types shall have reflective white lettering and symbols to maximize legibility under dark conditions. In instances where building identification signs are located adjacent to a roadway, the lettering shall be reflective white. Pedestrian sign types and accessibility sign types shall have matte white lettering and symbols.

Logos
Logos (Logo mark for pedestrian signs and logo type for vehicular signs) used on sign panels shall be surface screened PMS 445C - 60% tint.

Mounting
Vehicular sign types and transit sign types shall have be installed with a below-grade concrete footer of an approved size. Additionally, these sign types shall have a break-away mounting. In instances where building identification signs are located adjacent to a roadway, their mounting method shall follow that of vehicular signs. Pedestrian sign types and accessibility sign types shall have be installed with a below-grade concrete footer of an approved size. These sign types shall have a direct-burial mounting. Wall-mounted signs shall be mounted with a concealed back-plate and approved anchor type fasteners. Care shall be taken so as to not damage building wall surfaces.

Changeability
Signs shall be constructed to allow for changeability of major components in the instance of a message change, damage, or vandalism. All exposed hardware shall be tamper-resistant and painted to match the adjacent sign component.
SECTION SIX

Implementation Considerations
NEXT STEPS

To implement a successful, comprehensive wayfinding system, individual elements should be developed with careful planning, adhering to the Wayfinding & Signage Guidelines. Implementation should also carefully consider the need for smart, efficient programming and design, realistic cost estimating and project phasing, as well as policies and procedures that will support the wayfinding system for decades to come.

Programming and Design
With the completion of the Family of Signs concepts, the first step of signage implementation should be careful campus-wide programming and the development of bid documents. Programming refers to the detailed planning for every new sign on campus, including its location and messaging established on a schedule for future implementation. Bid documents refer to the specifications and detail drawing development necessary to release the signs for bidding by commercial sign fabricators.

The development of sign programming and bid documents should be performed by a consultant with sufficient experience to establish proper messaging and locations for each element in the Family of Signs within the context of the University's physical environment. This programming process should be carefully guided by the Wayfinding & Signage Guidelines and a knowledgeable Advisory Committee or other planning authority.

The Advisory Committee should thoroughly review the sign locations, express destinations and other messaging, as well as the physical design of the signs to ensure they are meeting the strategies and principles established in these guidelines. Typography, colors, and materials should be evaluated in high detail in the form of full-scale mock-ups that clearly illustrate not only the visual character of each sign, but also confirm that their fabrication meets University expectations.

When complete, the programming schedules and design details for each sign should be incorporated into these guidelines.
Conceptual Costs
For the purposes of establishing the financial feasibility of different implementation phases, in 2017 the consultant solicited conceptual fabrication costs for the Family of Signs from a custom manufacturer. The conceptual costs shown below are made without the benefit of detailed engineering design or data, and they do not include installation or materials associated with mounting the signs.

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>V1 Vehicular Directional (Large)</td>
<td>$4,500</td>
</tr>
<tr>
<td>V2 Vehicular Directional (Medium)</td>
<td>$3,400</td>
</tr>
<tr>
<td>V3 Vehicular Directional (Small)</td>
<td>$2,100</td>
</tr>
<tr>
<td>PK1 Parking Identification</td>
<td>$2,500</td>
</tr>
<tr>
<td>P1 Pedestrian Directional</td>
<td>$1,900</td>
</tr>
<tr>
<td>K1 Pedestrian Map Kiosk</td>
<td>$6,500</td>
</tr>
<tr>
<td>B1 Building Identification (Ground)</td>
<td>$2,600</td>
</tr>
<tr>
<td>B2 Building Identification (Wall)</td>
<td>$300</td>
</tr>
<tr>
<td>ADA1 Accessible Directional (Large)</td>
<td>$800</td>
</tr>
<tr>
<td>ADA2 Accessible Directional (Small)</td>
<td>$600</td>
</tr>
<tr>
<td>ADA3 Entrance Identification (Small)</td>
<td>$50</td>
</tr>
<tr>
<td>ADA4 Entrance &amp; Building Name (Large)</td>
<td>$150</td>
</tr>
<tr>
<td>INT1 Interpretive (Large)</td>
<td>$1,200</td>
</tr>
<tr>
<td>INT2 Interpretive (Small)</td>
<td>$500</td>
</tr>
<tr>
<td>TR1 Transit Identification (Large)</td>
<td>$2,400</td>
</tr>
<tr>
<td>TR2 Transit Identification (Small)</td>
<td>$1,200</td>
</tr>
<tr>
<td>TMP1 Temporary (Large)</td>
<td>$900</td>
</tr>
<tr>
<td>TMP2 Temporary (Medium)</td>
<td>$600</td>
</tr>
<tr>
<td>TMP3 Temporary (Yard)</td>
<td>$25</td>
</tr>
</tbody>
</table>
Phasing Considerations
From the earliest stages of the Wayfinding & Signage Guidelines development, a major guiding principle has been that the new sign system be extensible, flexible, and allow for incremental phasing to complement the existing signs. This principle acknowledges that implementation of a new signage program at Ohio University represents a significant investment of time and money, and it may not be economically feasible to roll out new signs campus-wide in a single phase. As such, the Family of Signs is designed to be scalable once the programming and design of bid documents is complete. In the development of phasing plans for sign implementation across campus, there are several considerations in addition to cost that should be evaluated.

- Phasing Priority – the University should consider which sign elements should be implemented first based on campus need or greatest positive impact to the visitor experience.

- Phasing Synergies – the University should anticipate that different sign elements may be best paired together, such as vehicular destination signs and parking signs or pedestrian directional signs and ADA directional signs.

- Construction Adjacencies – with the significant levels of construction anticipated by the University, there may be opportunities to not only implement new signs as part of specific projects, but also to implement signs in close proximity to these projects.

Right: an early mock-up in 2016 demonstrating a ground-mounted building sign to test color, typography, and scale. The mock-up is created with a number of readily available parts, not all of which may not be suitable for the final design.
Implementation Phases
Programming & Design
Messaging, materials, and specifications for the entire Family of Signs are developed.

Phase 1 Parking Signs
Existing parking lot signs are replaced to accommodate a new parking policy.

Phase 2 Vehicular Signs
Directional signs are placed around campus, including transit stops.

Phase 3 Pedestrian Signs
Directional signs are established across all of the campus greens, including ADA route signs, map kiosks, and interpretive signs.

Phase 4 Building Signs
Ground and wall mounted signs are placed on all buildings, included ADA entrances. This phase can be done in smaller portions over many years.

With the phased implementation of the Family of Signs, particular consideration should also be given to not only the removal of existing signage being replaced, but also the interaction between the new signs and existing signs that remain. While new and existing signs are intended to complement each other, careful evaluation between new signs installed in during a phase and existing signs left up should be performed to ensure their interaction does not create confusion or message conflict.

Policy and Procedures
Implementation of wayfinding elements, including online maps, virtual tours, temporary signs, and printed maps has generally been uncoordinated by the University. Wayfinding deficiencies have led to a number of colleges and departments developing their own wayfinding solutions, which may be ineffective, detract from the campus aesthetic, or promote inaccurate information. A central policy for all wayfinding needs at the University should be established to eliminate non-conforming, unapproved signage, which will promote a unified and attractive appearance across campus that provides clear, concise information to all users. The Wayfinding & Signage Guidelines should be the foundation for policy at the University, as adherence to the guidelines will ensure that the wayfinding elements maximize their effectiveness with as few signs as possible.
University procedures should be established to ensure that all elements of a comprehensive wayfinding system are guided, reviewed, and approved by a central administrative committee, including both standard and non-standard signs. The committee should review each proposed sign design, content, and location to ensure it meets the minimum criteria established in the guidelines. The procedures for colleges and departments to request new signs by should easily accessible and reference the Wayfinding & Signage Guidelines as the foundational policy. Prominent signage requests, such as those that involve digital signs or incorporate wayfinding elements in highly visible areas such as campus gateways, may require additional review by University leadership.

To ensure that all exterior signs have a cohesive identity that maintains the accuracy and integrity of the entire wayfinding system, the following, high-level procedures are recommended when considering new requests:

**ADA Requirements**
Sign mounting techniques, dimensions, and heights should be in conformance with the Americans with Disabilities Act.

**Sign Content**
The primary content for all signage should conform to the programming schedule for the campus. All other unique or non-standard sign content should be subject to the review of the administrative committee.

**Sign Design**
Design of all signs should adhere to the graphic layouts, colors, and typography established in the Family of Signs. Non-standard signs should be designed to reflect the major characteristics of the Family of Signs.

**Sign Installation**
After review and approval, all signs should be installed under the direction of Facilities Management & Safety, including clearance for underground utilities.

**Temporary Signs**
Temporary signs should not be used to replace standard signage, such as vehicular directional signs. Their placement should be limited and not affixed to buildings or other infrastructure.

**Wall Graphics & Banners**
Graphics, wall lettering, and banners, whether temporary or permanent, should not be attached to buildings, trees, or other surfaces without approval.
SECTION SEVEN

Acknowledgments
IN APPRECIATION OF OUR CONTRIBUTORS

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Athens Community Members
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Ayers Saint Gross

Michael McAvoy, Senior Planner
SECTION EIGHT

Appendices
CONTENTS OF THE APPENDICES

This section supplements the Family of Signs with additional recommendations and design intent for a variety of additional wayfinding elements, including campus map recommendations, campus gateway concepts, and auxiliary campus signage as they are developed. Over time, as these new elements take more form, it may be appropriate to move them into the main body of the Wayfinding and Signage Guidelines as part of future document revisions.

Conceptual Express Destinations
Developed during the Visioning Sessions, conceptual express destinations were drafted for vehicular and pedestrian directional signs. These destinations may be considered as a starting point for future sign programming discussions, though the destinations will need to be further evaluated for suitability based on University needs, available space for messaging on individual signs, and other considerations.

University Gateway Concepts
The University envisions additional gateways at key locations on the west and east sides of the Athens campus. Conceptual sketches for a future Stimson Avenue, West Union Street, and East Union Street gateways have been developed to demonstrate scale and massing for potential structures in these locations. The concepts borrow elements for the University’s campus aesthetic, and they may be considered as starting points for envisioning fully developed gateways at each location.
### Conceptual Vehicle Express Destinations

<table>
<thead>
<tr>
<th>FULL NAME</th>
<th>SIGN ABBREVIATION</th>
<th>ALT. LANGUAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Green</td>
<td>North Green</td>
<td></td>
</tr>
<tr>
<td>College Green</td>
<td>College Green</td>
<td></td>
</tr>
<tr>
<td>East Green</td>
<td>East Green</td>
<td></td>
</tr>
<tr>
<td>South Green</td>
<td>South Green</td>
<td></td>
</tr>
<tr>
<td>West Green</td>
<td>West Green</td>
<td></td>
</tr>
<tr>
<td>Union Street Green</td>
<td>Union St Green</td>
<td></td>
</tr>
<tr>
<td>West River Green</td>
<td>W. River Green</td>
<td>River Greens</td>
</tr>
<tr>
<td>South River Green</td>
<td>S. River Green</td>
<td>River Greens</td>
</tr>
<tr>
<td>East River Green</td>
<td>E. River Green</td>
<td>River Greens</td>
</tr>
<tr>
<td>The Ridges Green</td>
<td>Ridges Green</td>
<td></td>
</tr>
<tr>
<td>Baker University Center</td>
<td>Baker Ctr (w/P symbol)</td>
<td></td>
</tr>
<tr>
<td>Peden Stadium</td>
<td>Peden Stadium</td>
<td></td>
</tr>
<tr>
<td>OhioHealth O’Bleness Hospital</td>
<td>O’Bleness Hosp.</td>
<td></td>
</tr>
<tr>
<td>North McKinley Avenue</td>
<td>N. McKinley Ave</td>
<td></td>
</tr>
<tr>
<td>Richland Avenue</td>
<td>Richland Ave</td>
<td></td>
</tr>
<tr>
<td>Stimson Avenue</td>
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<tr>
<td>Uptown Athens</td>
<td>Uptown Athens</td>
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<tr>
<td>Athens Municipal Parking Garage</td>
<td>City Garage (w/P symbol)</td>
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### Conceptual Vehicular Regional Destinations within Greens

<table>
<thead>
<tr>
<th>FULL NAME</th>
<th>SIGN ABBREVIATION</th>
<th>ALT. LANGUAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alden Library</td>
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<tr>
<td>Baker Parking Garage</td>
<td>Parking Garage</td>
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<tr>
<td>Templeton-Blackburn Alumni</td>
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<tr>
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<td>Memorial Aud.</td>
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<tr>
<td>Hudson Health Center</td>
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<tr>
<td>Bird Arena</td>
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<tr>
<td>Nelson Commons</td>
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<tr>
<td>Kennedy Museum of Arts</td>
<td>Kennedy Museum</td>
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</tr>
<tr>
<td>Ohio University Observatory</td>
<td>Observatory</td>
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### Conceptual Pedestrian Express Destinations

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<td>South Green</td>
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<td>West Green</td>
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<td>Union Street Green</td>
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<td>West River Green</td>
<td>W. River Green</td>
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<tr>
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<td>Aquatic Center</td>
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<td>LLC</td>
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<tr>
<td>Wren Stadium</td>
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</table>
STIMSON AVENUE GATEWAY

Stimson Avenue - Digital Display

Stimson Avenue - Main Gateway
WEST UNION STREET GATEWAY

Site Plan

W. Union Street Gateway
EAST UNION STREET GATEWAY

Site Plan

E. Union Street Gateway