UNIVERSITY OF IDAHO

CAMPUS SIGN & WAYFINDING MASTER PLAN

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1.0 INTRODUCTION

1.1 PROJECT HISTORY

The Campus Sign & Wayfinding Master Plan program is a 2008 initiative of Facilities Services. The initiative serves to acknowledge the substantial impact signs have on the campus landscape and visitors' ability to successfully navigate the University of Idaho environment. Disorganized and inconsistent signs can detract from a campus environment, leading to the complaint of "sign clutter" on campus while risking confusion of campus visitors. In the absence of a comprehensive formally documented sign program, inconsistency of execution over time can cause campus signs to evolve to this state despite the best efforts of those who maintain (or more appropriately, contain) them.

The program summarized in this manual sets out to formalize a family of signs to enhance the campus environment and improve wayfinding. Beyond a collection of sign designs, this manual serves as a definitive sign policy for the University of Idaho.

1.2 WAYFINDING COMMITTEE

The program was developed with the active participation of a sign committee representing a cross-section of stakeholder groups on campus, including:

- Architectural and Engineering Services
- Auxiliary Services
- Boise Center for Higher Education
- Campus Planning and Advisory Committee
- City of Moscow, Idaho
- Coeur d'Alene Center for Higher Eduction
- College of Agriculture and Life Sciences
- Creative Services and Print management
- Disability Services
- Environmental Health and Safety
- Facilities and Operations
- Human Rights Compliance/ADA
- Parking and Transportation Services
- Student Union/Commons
- University Housing

1.3 GUIDING PRINCIPLES

With the assistance of the Wayfinding Committee, the design team identified the following key principles to guide development of the Campus Sign & Wayfinding Plan.

- Leverage existing graphic standards and landscape elements.
- Support the notion that the campus character as a whole is more important than any individual element within it.
- Design for simple and cost-effective long term maintenance.
- Allow for fabrication by Facilities Division when practical for cost savings and control.

1.4 ADMINISTRATION & PROCEDURE

Standards

The University of Idaho Campus Sign & Wayfinding Master Plan establishes standards for design, programming, implementation and upkeep of all permanent exterior signs in the University system, as well as guidelines for campus gateways and appropriate use of temporary exterior signs. These standards must be adhered to in order to promote a consistent and easily navigable environment for members of the campus community and guests alike.

Authority

Implementation and maintenance of the sign system is the responsibility of University of Idaho Facilities Services.

All proposals or requests for installation of exterior signs on campus, including regulatory and safety related signs, should be addressed to Facilities Services and are subject to its approval.

Implementation

New signs may either be fabricated by Facilities Services or bid out to commercial sign fabricators. A bid process requires a full bid package, which will reference the Campus Sign & Wayfinding Master Plan and set explicit requirements for shop drawings, sample submittal, and performance specifications.

Updates and replacements may be fabricated by Facilities Services or implemented from stock-on-hand. Requests which qualify will be released by Facilities Services authorities directly to the shop.

1.5 MANUAL USAGE

Intended Use

The Campus Sign & Wayfinding Master Plan is available for all to review from the University of Idaho Facilities Services web site. It is intended for use by administrators, consultants, and planners to understand the design, scope and procedure of the Sign & Wayfinding Program. When special conditions arise which are not addressed in this manual, consult with University of Idaho Facilities Services.

Manual Components

The main body of the manual explains the design of each sign in the program, along with guidelines for its application and implementation. As such it should be consulted for information regarding the appropriate use for a given sign, standards for text messages, location, and orientation in the campus environment. Consistent application of these guidelines over time will ensure a coherent, uncluttered and easily navigable sign system.

The manual may also be supplemented by fabrication drawings for individual signs, produced by the University or in the course of a phased rollout. These drawings provide specific guidelines for standardized details of each sign type and would form the basis for a competitive bid package.

Revisions and Updates

Some signs in this manual have been adopted for design intent, but have yet to be constructed. At such time as these signs are fully detailed and prototypes have been made, this manual should be updated to reflect the latest information.

2.0 ASSESSMENT AND ANALYSIS

2.1 DESTINATIONS

As with many Universities, the UI campus offers myriad destinations; all are important to somebody, yet there are far more than would be practical to call out on signs or in some instances even on a map. The Wayfinding Committee undertook the sizable challenge of winnowing this list into a manageable list of key destinations for use in vehicular and pedestrian wayfinding signs.

Primary: Vehicular Destinations

To simplify vehicular wayfinding, a short list of priority destinations has been developed, as follows. These key destinations anticipate the needs of most visitors and account for the proximity of parking in order to move vehicles through campus efficiently.

- Administration
- Arboretum
- Golf Course
- Hartung Theater
- Kibbie Dome
- Library
- Rec Center
- Student Union Building
- Ticket Office
- Visitor Info

Secondary: Pedestrian Destinations

In addition to the primary destinations, these secondary locations have been identified specifically for pedestrian direction, either because they are within the campus core and therefore inaccessible by vehicle, or because they would typically be visited after parking elsewhere on campus (e.g. Visitor Info)

- Housing (Wallace)
- Idaho Commons
- Living and Learning Community
- Kiva

Existing campus maps
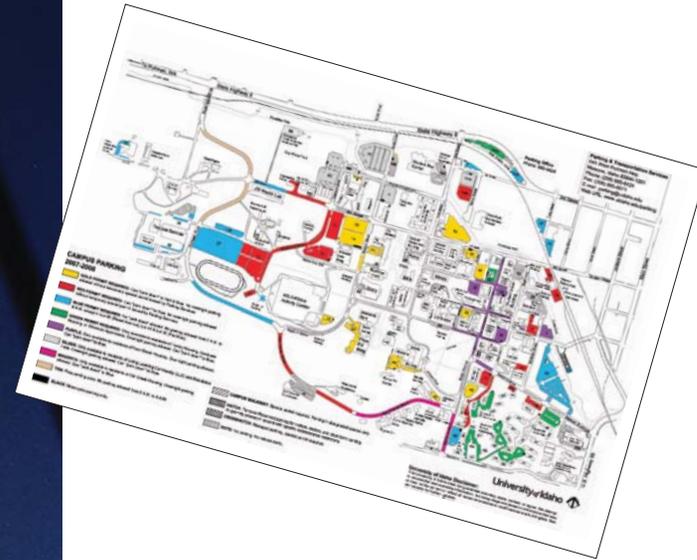
2.2 MAPS

Campus maps, no matter what form they take or how they are distributed, are a key piece of University Communication. A simple, consistent, and user-friendly map goes far in creating the impression of a welcoming and easy to navigate campus environment. Maps distributed at the time of the study, built on a CAD base, were challenging to decipher and to orient in space.

Recommendations

- Because the landscape is a distinguishing feature on campus (and provides several useful points of orientation) it would be beneficial to incorporate topographic cues into the campus map.

- Accessible routes are presently communicated via a separate map; however, this information is helpful to guests with varying degrees of mobility (consider even grandparents visiting for commencement) and should be incorporated into the general campus map.

- For ease of communication and a unified image, use a consistent map base for kiosks, paper maps & web maps alike. Make this base available to individual departments for use in their own materials.

Key

◆ Proposed Primary Identity

◆ Proposed Secondary Identity

★ Visitor Information

● Decision point off campus (Trailblazer)

● Decision point on campus (Vehicular Directional)

Circulation From Points
→ North
→ West
→ East
→ South

2.3 CIRCULATION

Regional Circulation

Arrival at campus via common routes may involve any number of wayfinding challenges which this program seeks to address:

- Decision points (turns or apparent turns) off-campus/downtown (address with trailblazers)

- Passing secondary entrances before arriving at preferred primary entrances (address with enhanced gateways, vehicular directionals)

- Under-identified entrances to campus (address with enhanced gateways)

- Decision points within campus (address with vehicular directionals)

Key

- ● Decision Point
- ○ Decision Point (campus edge)
- ▪ Major Destination
- — Primary Vehicular Circulation
- — Secondary Vehicular Circulation
- ▪ Visitor Parking
- ▪ Pedestrian Core
- — Active circulation through core

N

Vehicular Circulation

Circulation within campus may be via Perimeter (recommended for events), via 6th & Deakin (recommended for first time visitors to traverse the core campus), or via Stadium Drive.

Decision points along these paths are relatively few, owing in part to the limited number of destinations accessible directly by car. Vehicular directionals should focus on a limited number of key destinations and prioritize the one destination most needed by the first time visitor: Visitor Information and associated parking.

Because of the limited routes across campus, there is heavy pedestrian conflict in red zones shown here. A focus on traffic calming measures beyond signs is advised.
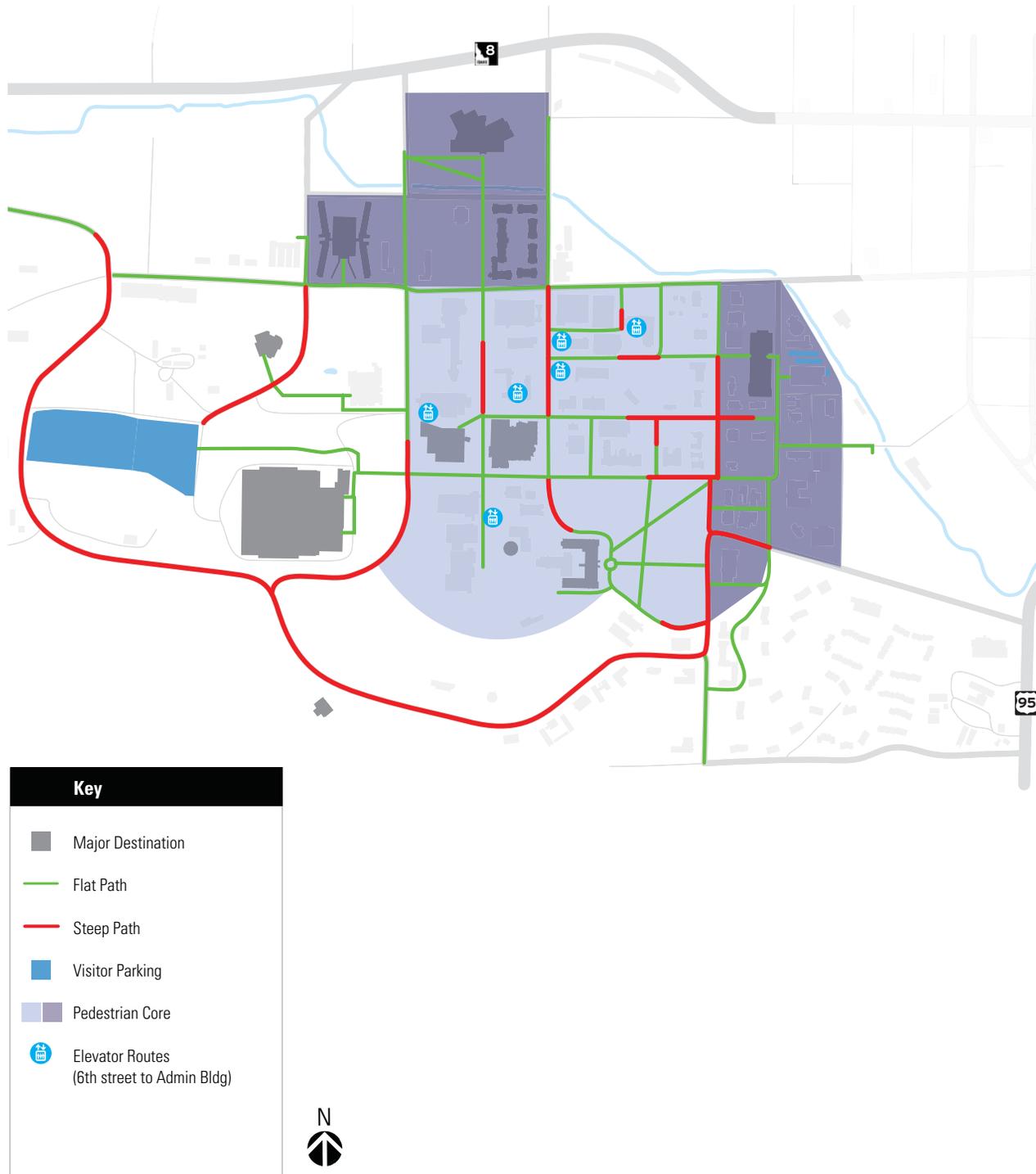
Key
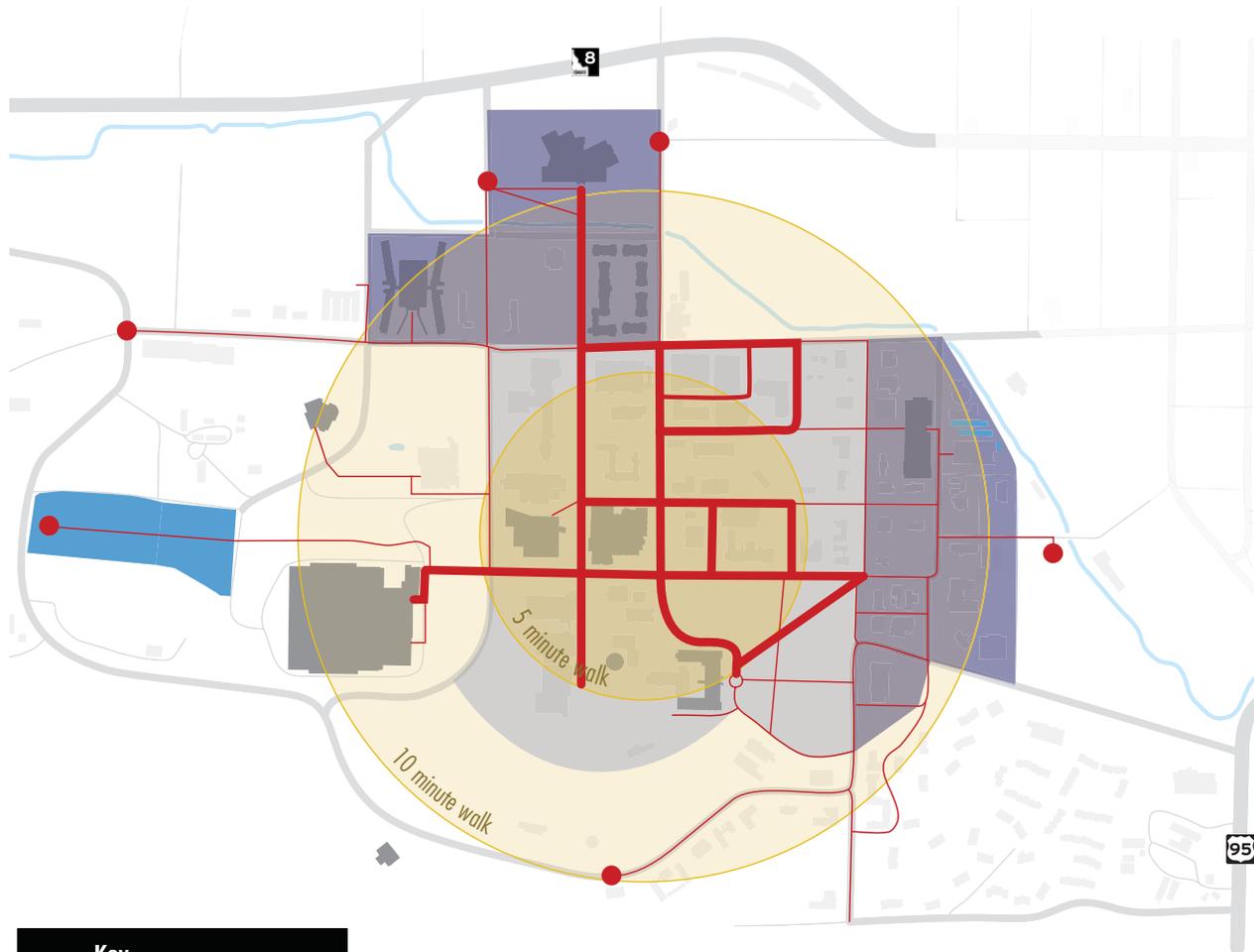
- ■ Major Destination
- ▬ Primary Pedestrian Circulation
- ─ Secondary Pedestrian Circulation
- ■ Visitor Parking
- ■ Pedestrian Core
- ● Sample walking points of origin

Pedestrian Circulation

Pedestrian paths crisscross the campus, particularly in the core where the formal Campus Walkway System excludes most vehicular traffic. Additional areas of high pedestrian concentration are located just outside the core, but without exclusive access by foot.

Because most parking is located outside the core, persons arriving by vehicle have to transition from the perimeter parking environment to the core walking network. Care should be taken to provide directional information to assist in this transition, as well as conveniently located maps within the core itself.

Key

- ◼ Major Destination
- — Flat Path
- — Steep Path
- ◼ Visitor Parking
- ◼ Pedestrian Core
- 🛗 Elevator Routes
  (6th street to Admin Bldg)

N

Accessible Circulation

The hilly topography of campus makes accessible circulation challenging. A network of paths with modest slopes and shortcuts through buildings with elevators has evolved over time and is presently communicated in the form of a downloadable paper map. It is recommended that accessibility information be incorporated into artwork on comprehensive campus maps located in kiosks, and supplemented by small directionals in the environment designed to reinforce accessible routes.

2.4 SIGN LOCATION PLANS

Plans on the following pages show recommended preliminary locations for key sign types in order to demonstrate their intended use.

Page 12-13: Vehicular Directionals and Gateways

Vehicular directionals are organized around key decision points and occur in advance of the turn in each relevant direction. Messages for each proposed sign are shown and make use of the primary destinations of section 2.1. Gateways are located at major entry points as identified in the campus master plan.
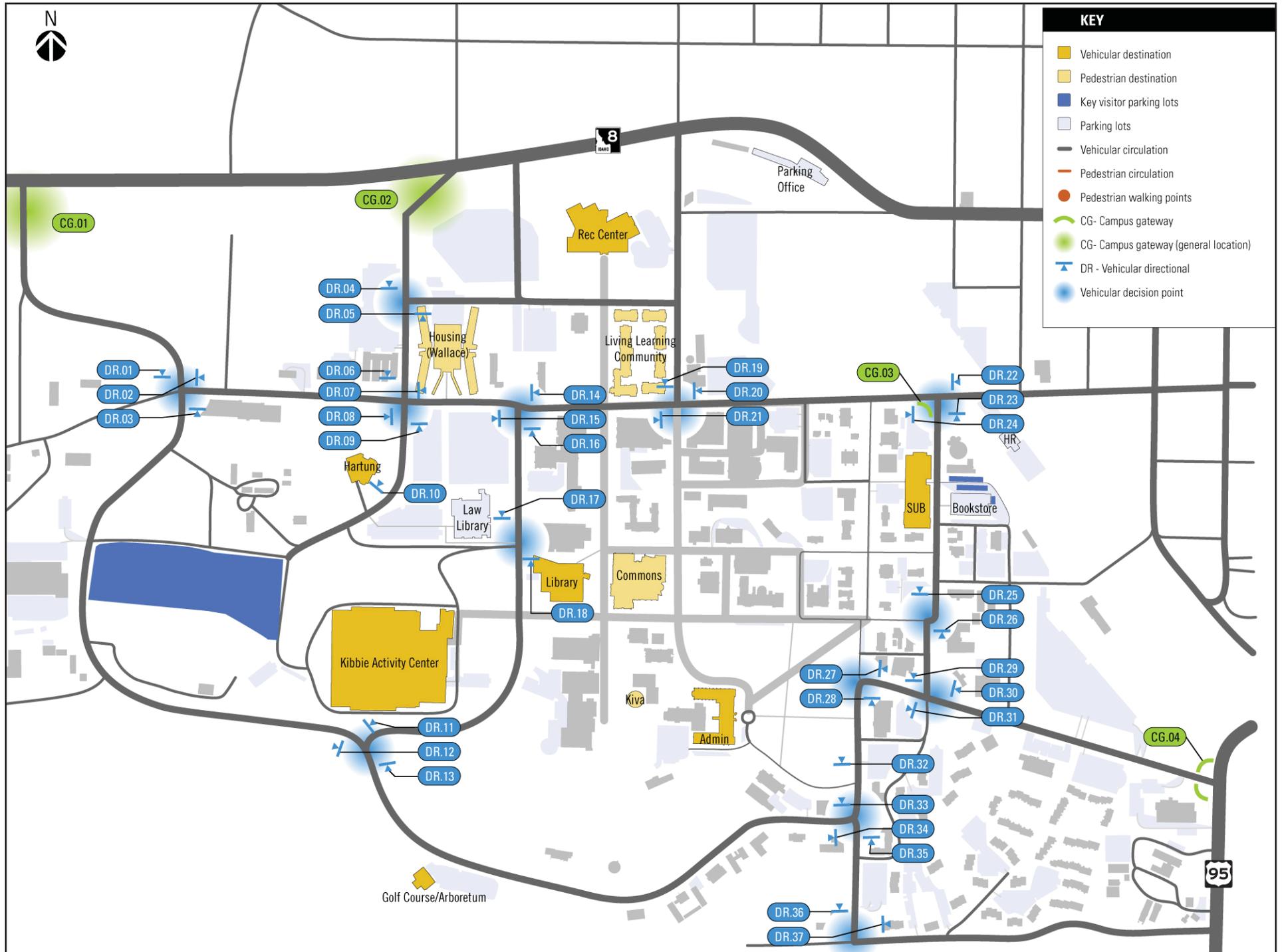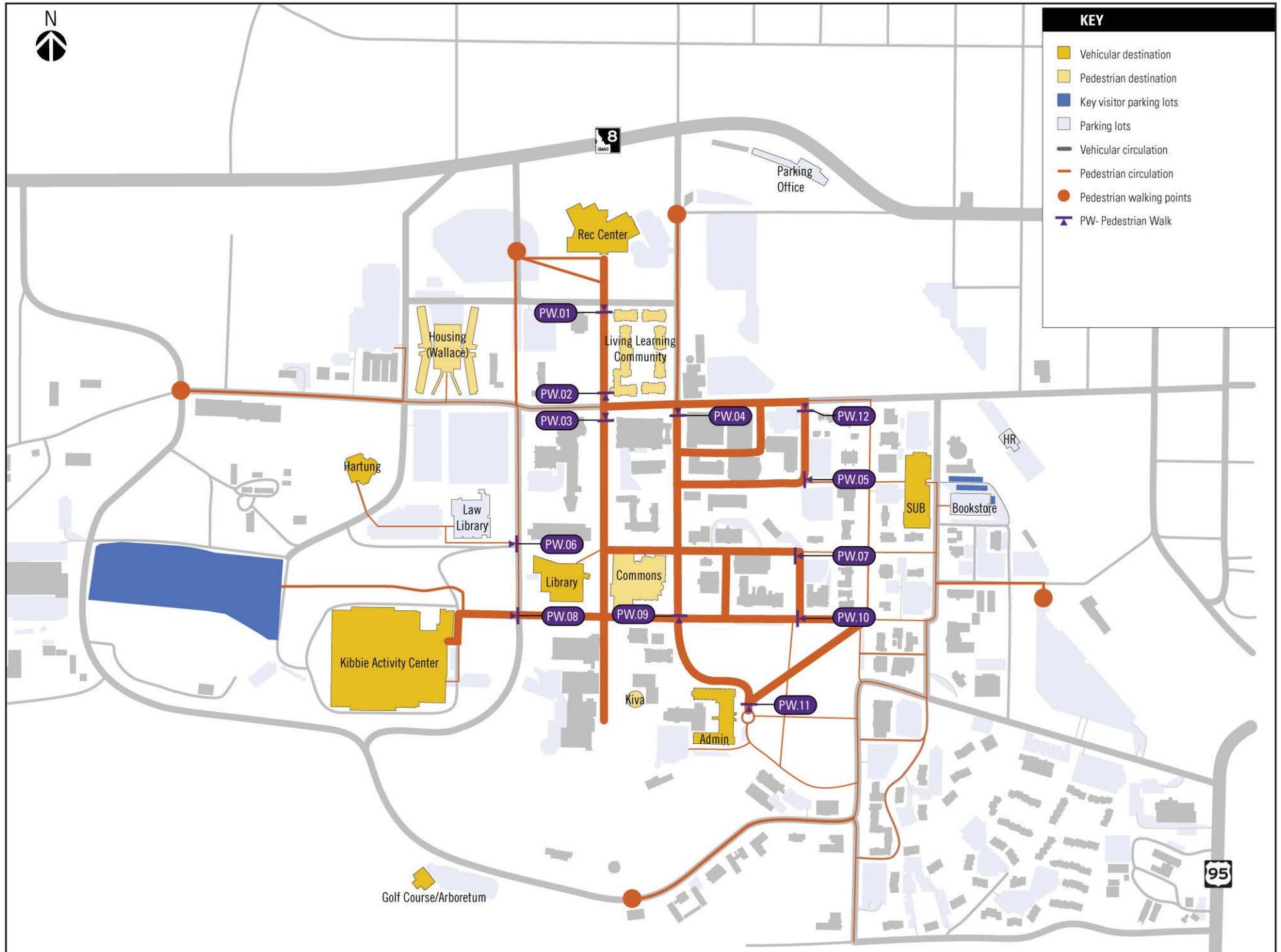
Page 14: Campus Walk

Campus Walk signs replace current campus walkway signs one-for-one.
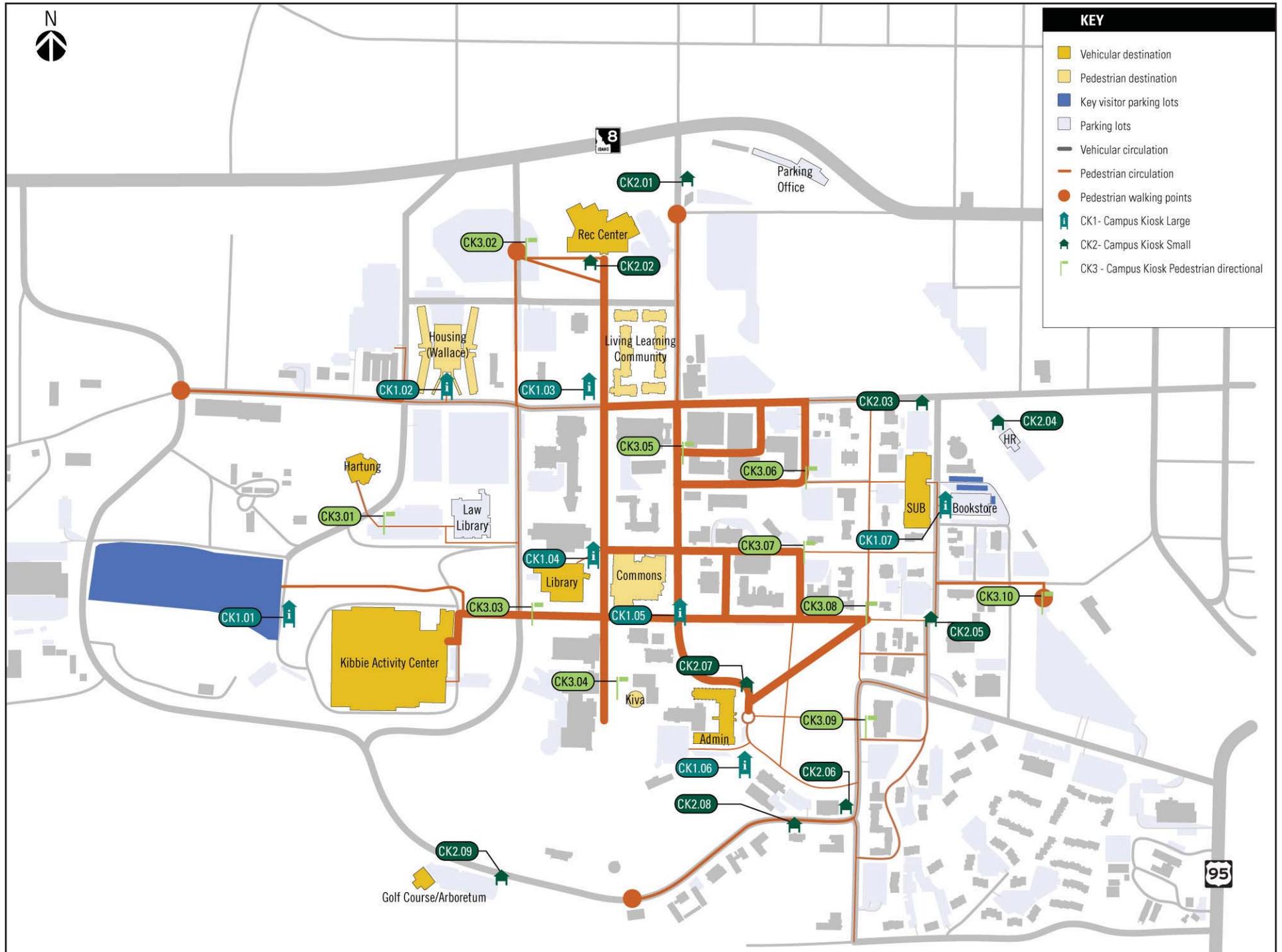
Page 15: Campus Kiosks and Pedestrian Directionals

These three types of pedestrian oriented signs are meant to be programmed in unison, with large kiosks located in central plaza spaces, small kiosks in tighter spots where a map would be helpful, and directionals at key crossroads where an overhead path differentiation would be useful.

DR.01
←
Visitor Info Ⓟ
Rec Center
Student Union Bldg
Administration
↑
Kibbie Dome
Ticket Office
Golf Course
Arboreteum

DR.02
←
Kibbie Dome
Golf Course
Arboretum
→
Hwy 8

DR.03
→
Rec Center
Student Union Bldg
Administration
↑
Hwy 8

DR.04
←
Rec Center
↑
Visitor Info Ⓟ
Student Union Bldg
Hartung Theater
Kibbie Dome
Ticket Office
Golf Course
Arboreteum

DR.05
→
Rec Center
↑
Hwy 8

DR.06
←
Visitor Info Ⓟ
Student Union Bldg
Library
Ticket Office
Golf Course
Arboreteum
↑
Hartung Theater
Kibbie Dome

DR.07
←
Hartung Theatre
Kibbie Dome
→
Hwy 8

DR.08
→
Hartung Theatre
Kibbie Dome
←
Rec Center
↑
Visitor Info Ⓟ
Student Union Bldg
Administration

DR.09
→
Student Union Bldg
Administration
↑
Hwy 8
Rec Center

DR.10
↑
Visitor Parking Ⓟ

DR.11
←
Golf Course
Arboreteum
→
Kibbie Dome
Hwy 8

DR.12
←
Ticket Office
Library
↑
Golf Course
Arboreteum

DR.13
←
Kibbie Dome
Hwy 8
→
Visitor Info Ⓟ
Ticket Office
Library
Student Union Bldg

DR.14
←
Library
Ticket Office
↑
Kibbie Dome

DR.15
→
Library
Ticket Office
↑
Visitor Info Ⓟ
Student Union Bldg

DR.16
←
Hwy 8
→
Visitor Info Ⓟ
Student Union Bldg
Rec Center

DR.17
→
Ticket Office

DR.18
←
Ticket Office

DR.19
←
Visitor Info Ⓟ
Student Union Bldg
→
Library
Kibbie Dome

DR.20
→
Rec Center
Hwy 8
←
Kibbie Dome
Library

DR.21
←
Rec Center
Hwy 8
↑
Visitor Info Ⓟ
Student Union Bldg

DR.22
→
Visitor Info Ⓟ
Student Union Bldg
Administration
Kibbie Dome
↑
Rec Center
Library

DR.23
→
Downtown Moscow
←
Rec Center
Library

DR.24
→
Visitor Info Ⓟ
Student Union Bldg
Administration
↑
Downtown Moscow

DR.25
↑
Administration
Kibbie Dome

DR.26
↑
Visitor Info Ⓟ
Student Union Bldg

DR.27
←
Administration
Golf Course
Arboretum
Kibbie Dome

DR.28
→
Visitor Info Ⓟ
Student Union Bldg
Hwy 95

DR.29
→
Administration
Kibbie Dome
←
Hwy 95

DR.30
→
Visitor Info Ⓟ
Student Union Bldg
↑
Administration
Golf Course
Arboretum
Kibbie Dome

DR.31
←
Visitor Info Ⓟ
Student Union Bldg
↑
Hwy 95

DR.32
→
Administration
↑
Golf Course
Arboretum
Kibbie Dome

DR.33
→
Golf Course
Arboretum
Kibbie Dome
↑
Hwy 95

DR.34
←
Administration
Visitor Info Ⓟ
Student Union Bldg.
→
Hwy 95

DR.35
←
Golf Course
Arboretum
Kibbie Dome
↑
Administration
Visitor Info Ⓟ
Student Union Bldg

DR.36
←
Hwy 95

DR.37
→
University of Idaho

N

KEY

- Vehicular destination
- Pedestrian destination
- Key visitor parking lots
- Parking lots
- Vehicular circulation
- Pedestrian circulation
- Pedestrian walking points
- CG- Campus gateway
- CG- Campus gateway (general location)
- DR - Vehicular directional
- Vehicular decision point

8 IDAHO

Parking Office

CG.02

CG.01

Rec Center

DR.04

DR.05

Housing (Wallace)

Living Learning Community

DR.19

DR.01

DR.02

DR.03

DR.06

DR.07

DR.08

DR.09

DR.14

DR.20

DR.15

DR.21

DR.16

CG.03

DR.22

DR.23

DR.24

HR

Hartung

DR.10

Law Library

DR.17

SUB

Bookstore

Library

DR.18

Commons

DR.25

DR.26

Kibbie Activity Center

DR.27

DR.28

DR.29

DR.30

DR.31

Kiva

Admin

CG.04

DR.11

DR.12

DR.13

DR.32

DR.33

DR.34

DR.35

Golf Course/Arboretum

DR.36

DR.37

95

N

KEY

- Vehicular destination
- Pedestrian destination
- Key visitor parking lots
- Parking lots
- Vehicular circulation
- Pedestrian circulation
- Pedestrian walking points
- PW- Pedestrian Walk

8 IDAHO

Parking Office

Rec Center

PW.01

Housing (Wallace)

Living Learning Community

PW.02

PW.03

PW.04

PW.12

HR

Hartung

PW.05

SUB

Bookstore

Law Library

PW.06

PW.07

Library

Commons

PW.08

PW.09

PW.10

Kibbie Activity Center

Kiva

Admin

PW.11

Golf Course/Arboretum

95

N

KEY

- Vehicular destination
- Pedestrian destination
- Key visitor parking lots
- Parking lots
- Vehicular circulation
- Pedestrian circulation
- Pedestrian walking points
- **i** CK1- Campus Kiosk Large
- CK2- Campus Kiosk Small
- CK3 - Campus Kiosk Pedestrian directional

IDAHO 8

Parking Office

CK2.01

Rec Center

CK3.02

CK2.02

Housing (Wallace)

Living Learning Community

CK1.02 **i**

CK1.03 **i**

CK2.03

CK2.04

HR

Hartung

CK3.05

CK3.06

CK3.01

Law Library

SUB **i** Bookstore

CK1.04 **i**

CK3.07

CK1.07

Commons

CK3.03

Library

CK1.05 **i**

CK3.08

CK3.10

CK2.05

CK1.01 **i**

Kibbie Activity Center

CK2.07

CK3.04

Kiva

CK3.09

Admin

CK1.06 **i**

CK2.06

CK2.08

CK2.09

Golf Course/Arboretum

95

2.5 CAMPUS GATEWAYS

Gateways have a critical dual function on campus owing to their prominence. They are key contributors to the image and character of the campus landscape through their size, shape and material. They also support pedestrian and vehicular wayfinding by accentuating entries and prominent paths.

Presently a gateway exists at Sweet Avenue. Additional gateway elements are proposed for Highway 8 & Stadium Avenue Extension, 6th & Deakin, and Highway 8 & Perimeter.

Material and design vocabulary

Generally, gateways should utilize the materials of traditional campus architecture (brick and limestone) and incorporate planting and lighting elements. Two different approaches are proposed for the application of text:

- Contemporary vocabulary: Text should reflect the current University wordmark executed in bold, graphic dimensional letters. Reverse pan fabricated letters with gold faces and black returns for contrast, and potential for white or gold halo illumination. Letters may be easily updated if the University wordmark changes in the future.

- Classic vocabulary: Text should be integrated into the architectural material (cast or incised in stone) as classical carved letterforms. This technique does not provide as much visibility, but the more integrated look will withstand changes in University identity over time *if the letterforms are executed with care.*

Examples of rough design and massing concepts follow for each proposed gateway location.

Main St and Sweet Avenue (On left, existing gateway. On right, proposed modifications using contemporary vocabulary.)

Observations:

- Brick surface is monolithic/unmodulated
- Fountain water stains brick
- Lighting has hot spots. Location of fixtures is not optimal
- Type font is neither University standard nor "timeless"
- Type is undersized, flat and applied to face; appears flimsy
- Seal is executed as flat, applied graphic
- Lantern detail is flat

Recommendations:

- Eliminate fountain functionality and apply maintenance funds to planting. Planting area in front of sign can flexibly accommodate light fixtures for an even light wash
- Retrofit lanterns with dimensional detailing (waterjet, or cast metal/resin)
- Replace seal with a dimensional medallion (cast metal/resin or layered waterjet)
- Contemporary vocabulary: Retrofit brick face with additional brick detail to add visual relief and create a space to better relate to the University logo. Utilize reverse pan fabricated letters for greater depth. Consider gold faces with black returns for contrast. Consider halo accent illumination (white or gold)
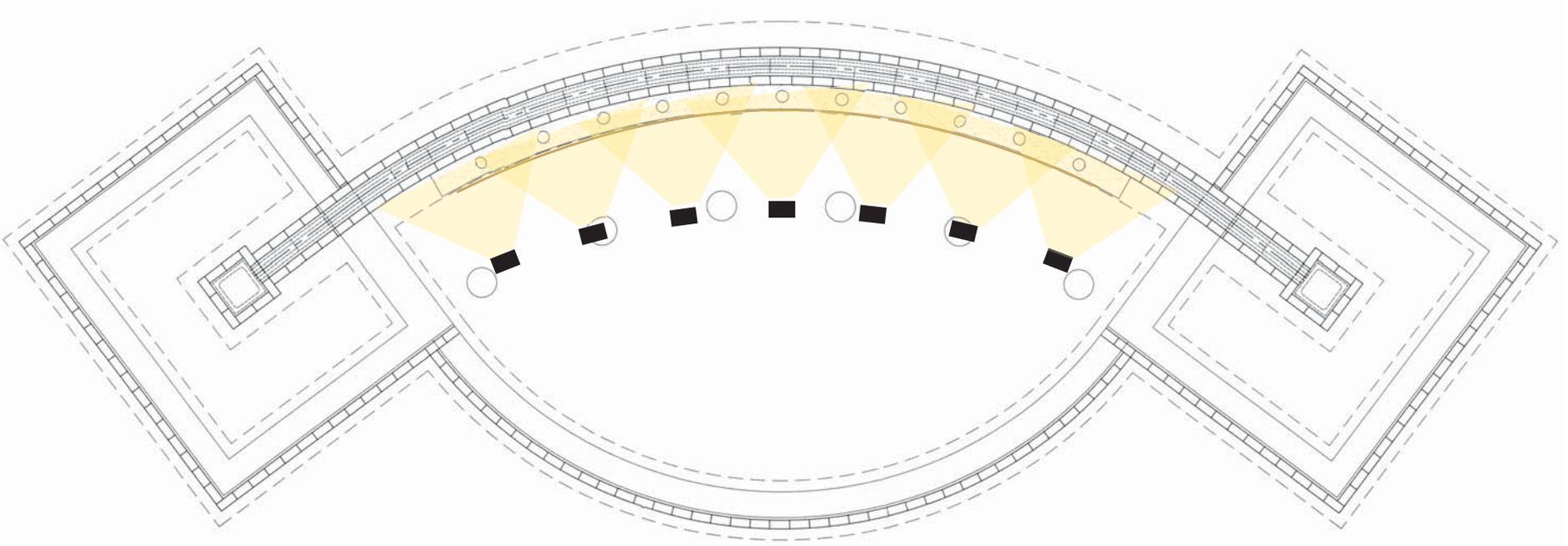- Classic vocabulary: Retrofit brick face with inset cast stone.
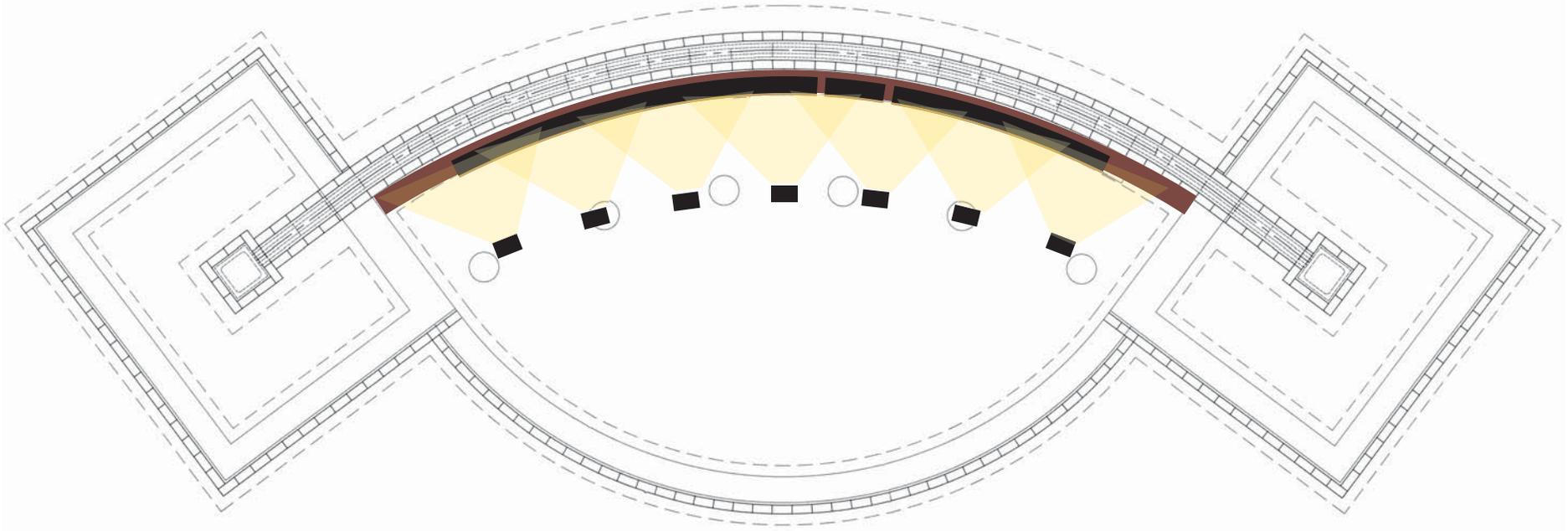
1 CG: Plan View (Study 1)
Scale: 3/16″ = 1'-0"

2 CG: Elevation (Study 1)
Scale: 3/16″ = 1'-0"

Study 1: Contemporary Gateway Vocabulary

Utilizes individual letters standing on a ledge to present the current University wordmark in fresh, engaging way.
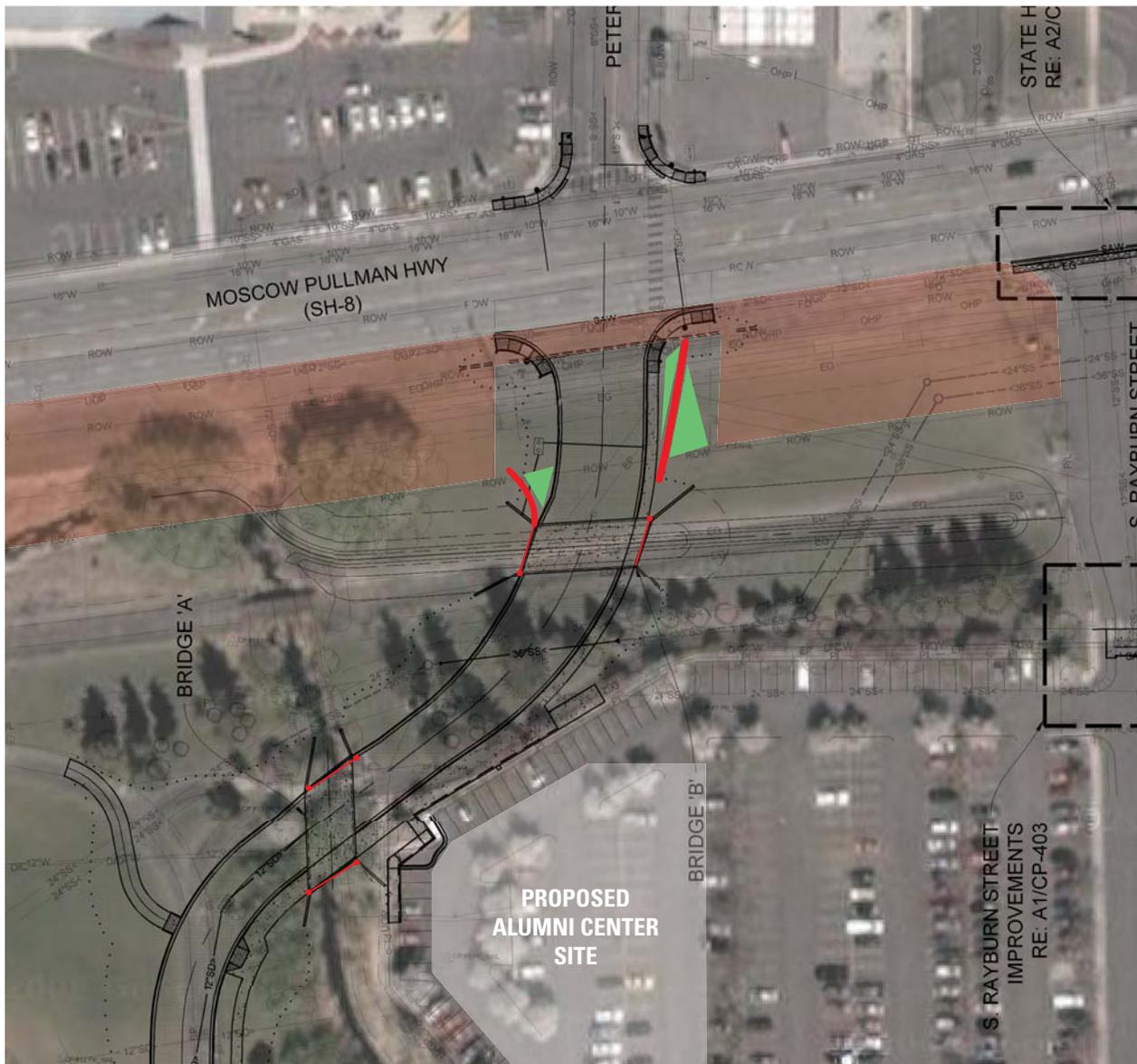
1 CG: Plan View (Study 2)
Scale: 1/2" = 1'-0"

2 CG: Elevation (Study 2)
Scale: 3/16" = 1'-0"

Study 2: Classic Gateway Vocabulary

Incised letters in a cast stone panel give a timeless architectural character that would hold up through future rebranding exercises.

STADIUM DRIVE EXTENSION

Recommendations:

- Make use of stone and brick material vocabulary

- Consider use of iconic tower with "I" (as at Sweet Avenue gateway)

- Gateways along Highway 8 will need to be larger in scale than the existing Sweet Avenue gateway due to road speeds and visual clutter

- Consider a more contemporary form due to scale (compare to campus recreation center)

- Gateways along Highway 8 may also face siting challenges due to the railroad right-of-way; optimal siting would allow for maximum visibility, particularly approaching from the West

- Consider a long wall capped by a tower at one end to guide motorists into the site, or with an archway framing a pedestrian walkway

- Consider a secondary wall, integrated with bridge railing to extend the gateway expression

- Consider how mature trees can become a backdrop to a structure & effectively increase the visual prominence of the gateway expression

- Compose environment with trees/plantings/lighting

Highway 8 & Stadium Drive Extension (contemporary vocabulary)

Highway 8 & Stadium Drive Extension (classic vocabulary)

Sixth & Deakin (Contemporary vocabulary)

Sixth & Deakin (Classic vocabulary)

SIXTH STREET

Recommendations:

- Consider locating gateway atop existing seat wall:
    - creates a photo opportunity
    - existing sign replaced by a directional
    - taller wall further screens parking lot
    - implied importance of Deakin as a campus roadway
- Make use of stone and brick material vocabulary
- Consider remote illumination mounted on existing light pole
- Contemporary vocabulary: Use current logo; Utilize reverse pan fabricated letters for greater depth. Consider gold faces with black returns for contrast. Consider halo accent illumination (white or gold). Wall can be simple & monolithic.
- Classic vocabulary: Use incised text in stone inset.
- Consider use of iconic towers to frame the wall.

Perimeter (Contemporary vocabulary)

Perimeter (Classic vocabulary)

PERIMETER DRIVE

Recommendations:

- Make use of stone and brick material vocabulary
- Consider a slightly undersized gateway, to allow Stadium Extension to appear as the primary entrance
- Consider a more contemporary form due to scale (compare to campus recreation center)
- Gateways along Highway 8 may also face siting challenges due to the railroad right-of-way; optimal siting would allow for maximum visibility, particularly approaching from the West
- Consider a long wall capped by an iconic tower at one end to guide motorists into the site
- Consider how mature trees can become a backdrop to a structure & effectively increase the visual prominence of the gateway expression
- Compose environment with trees/plantings

Highway 8 Edge

Sixth Street Corridor

2.6 CORRIDOR IDENTITY (EXTERIOR)

Highway 8 Edge:

- Banners on existing light poles along Highway 8 would help define a unified campus edge in contrast to the commercial properties across the street. This may be a desirable interim strategy until the future of the railroad right-of-way is determined and gateway portals can be better defined.
- Consider alternating between permanent (painted aluminum) and seasonal (fabric/vinyl) banners on every other post.
- Banners in this location may be restricted by IDT.

Sixth Street Corridor:

- Banners are currently installed along Sixth Street connecting the campus to downtown.
- This corridor could be an effective and spirited linking of the University and the community, but the spacing of light poles and age/height of street trees result in less than optimal impact.
- Consider additional banners on unused poles or adding posts specifically for the purpose.
- Consider an alternative corridor treatment: for example a ground plaque "walk of fame" featuring famous graduates and residents.
- Banners in this location may be restricted by the City of Moscow.

Sixth Street Corridor

Sweet Avenue Corridor

CORRIDOR IDENTITY (INTERIOR)

Sixth Street Corridor:

- The Sixth Street corridor on campus is a major vehicular and pedestrian thoroughfare; road alignment is such that the character changes several times while traversing campus. Banners along this corridor could help to define the core area of campus and counteract the "have I walked too far?" feeling for pedestrians.
- Locating banners in this area could be challenging due to variations in existing pole spacing & type; aim for consistent groupings of banners along segments of the corridor.

Sweet Avenue Corridor:

- The relatively new Sweet Avenue is a distinctive corridor whose character abruptly ends at the intersection of Railroad Street. Use of banners which continue up Sweet Avenue to Deakin Street (or continue along both Sweet and Deakin for an additional block) could help to reinforce this entrance in the absence of other streetscape upgrades.

CORRIDOR IDENTITY (PEDESTRIAN: ACADEMIC MALL)

Observations:

- The academic mall is a primary pedestrian corridor for circulation and a prominent open space on campus
- The individual spaces that make up the mall are somewhat disjointed in their alignment, and views up and down the mall are not continuous.

Recommendations:

- Consider subtle use of banners along the extent of the academic mall, particularly during special event periods (orientation, homecoming, graduation, etc) to help visually unify the full corridor.

Preliminary concept only

CORRIDOR IDENTITY (PEDESTRIAN: HELLO WALK)

Observations:

- Hello Walk is a stunning pedestrian space that long ago inspired a treasured campus tradition of greeting passersby.
- Long-term plans for redevelopment East of campus may create the opportunity for a prominent pedestrian connection to downtown, serving as an "extension" to Hello Walk.
- An extended Hello Walk creates the challenge of visually identifying the new section and connecting it to the historic section without undermining the beauty of the original.

Recommendations:

- Utilize permanent metal emblems affixed to light posts or embedded in the sidewalk to designate the full path of Hello Walk. Locate these sparingly in the historic section.
- Locate interpretive signs along the course of Hello Walk to tell its story, and to establish the story of the new section for future generations.

NeoPlex Hardwood A-Frame
Model# ns-2400fo
24 x 32 inserts
or equal

NeoPlex Black Steel A-Frame
Model# nss-2436fo
24 x 42 inserts
or equal

2.7 TEMPORARY SIGNS

Observations:

- Sandwich board signs on campus are used for temporary messaging needs; they are owned and maintained by individual departments and no coordinated standard exists.
- Several sandwich board signs on campus are left in place at all times--they accommodate changeable messages, but are not truly temporary.

Recommendations:

- Adopt a single standard sandwich board for use by all groups for consistency. Consider a model which allows for both a full rigid insert sheet and a grid which accepts removable letters.
- Allow sandwich board signs to be used for a specific, limited period of time.
- Consider installing permanent changeable message signs at key visible locations on campus.

3.0 DESIGN PHILOSOPHY

3.1 UNIVERSITY OF IDAHO CHARACTER

The design team was charged with developing a solution that would appear "borne of the campus." In other words, along with providing clear directional guidance, a successful design should be in harmony with the context of its surroundings and aligned with the vision of the University.

The words and images shown here represent a sampling of inspirational reference points identified through collaboration with the Wayfinding Committee and photo surveys of the campus. They provide a visual and conceptual framework of the unique environment of which the wayfinding program must be an integral part.

INNOVATIVE

ELEMENTAL

AUTHENTIC

CONTEXTUAL

PRACTICAL

HONEST

SUSTAINABLE

TIMELESS

FLEXIBLE

THE IDAHO WAY
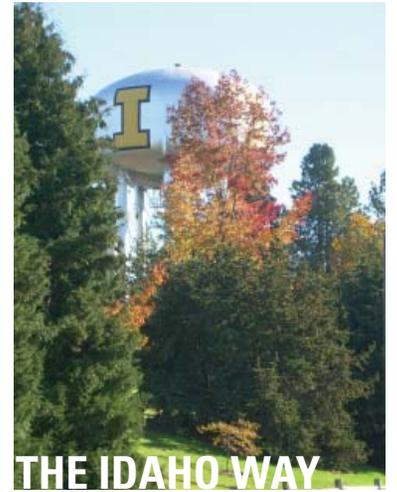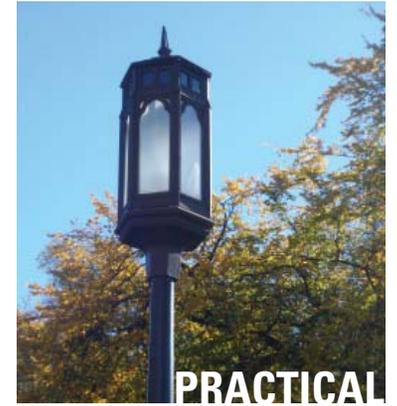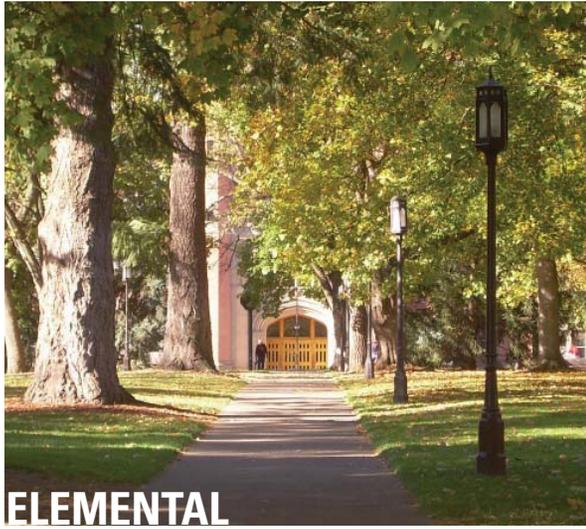
3.2 CONCEPTUAL BUILDING BLOCKS

To fit within the University context, a design palette was developed to serve as the conceptual building blocks which would form the basis for an entire system of coordinated sign structures. The images and words on the following page represent a sampling of such inspiration for select design elements. These building blocks can be summarized in the following categories:
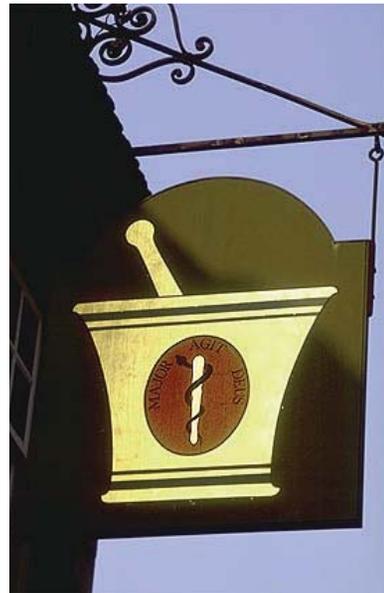
University of Idaho Identity

- Silver and Gold serve as accent colors
- Posts and hardware are bronze to coordinate with other landscape elements on campus (railings, lamp posts, etc.)
- The University seal lends an official, dignified quality to select signs
- The University of Idaho wordmark is utilized on signs for extension sites to reinforce university affiliation statewide.

Sophisticated style borne of the campus

- Strong typographic treatment for clean, legible, distinctive signs
- InfoText is the standard typeface because it is highly legible and contemporary
- Sign forms emphasize classic character, but with modern refinement
- Gothic design elements echo detailing of other campus fixtures.

System Continuity

- Each element has been designed to coordinate with all the other elements, so that all components will function together as a united system.
- Shared components help keep initial costs reasonable and maintenance practical.
- Signs for use at extension sites share elements of the program design vocabulary, adapted for larger scale and a less campus-specific look.

SIGNATURE UI STRUCTURE

METALWORK

ONE COLOR

UNIVERSITY OF CALIFORNIA

The Inn at' Harvard

FLOURISH

Home Economics

ARCHES

4.0 GENERAL STANDARDS

A strategy of design standards, applied throughout the sign program, helps to maintain a consistent look and feel as well as presentation of information. Standards have been developed for the following design elements:

4.1 UNIVERSITY IDENTITY

Wordmark: The University of Idaho logo should appear on signs only as specifically designated in this manual. Use of the University logo in the sign and wayfinding program follows standards outlined in the Brand Resource Guide (January 2008, version 1.0)

Seal: The University of Idaho seal should appear on signs only as specifically designated in this manual. Use of the University seal in the sign and wayfinding program follows standards outlined in the Brand Resource Guide (January 2008, version 1.0)

4.2 PROJECT COLORS & MATERIALS

Appropriate use of color is explicitly defined for each individual sign type and should be implemented consistently. Colors shown on the following page are for visual reference only and are not to be used for color matching. Due to the limitations of the printing process, these samples may not be accurate.

- Paints are Matthews Acrylic Polyurethane, available from
  Matthews Paint Company
  LakeView Corporate Park
  8201 100th Street
  Pleasant Prairie, WI 53158-2201
  1-800-323-6593 www.matthewspaint.com
- Vinyls are 3M, available from
  3M
  3M Center, Building 0220-12-E-04
  St. Paul, MN 55144 USA
  1-800-328-3908 www.3M.com/graphics

4.3 TYPOGRAPHY

The standard typeface for the sign program is Info-Text. Specific fonts are used for various applications and are called out for each sign type. Characters from each font are shown here for visual reference.

- Info Text is available in PC and Macintosh formats from:
  FSI FontShop International
  149 Ninth Street
  3rd Floor, Suite 302
  San Francisco, CA 94103
- Gotham is available from:
  Hoefler & Frere-Jones Inc.
  611 Broadway, Rm. 728
  New York, NY, 10012

4.4 ARROWS AND SYMBOLS

Symbols used in the sign program are custom designed for the University of Idaho or are accepted standards established by:

- Federal Highway Administration
- Society for Environmental Graphic Design
- American Institute of Graphic Arts

4.1 UNIVERSITY IDENTITY
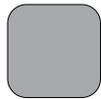
University *of* **Idaho**

University *of* **Idaho**

Wordmark

Seal
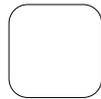
Cropped Seal

4.2 PROJECT COLORS

Gold
PMS 874
MP 63685-R90570

Silver
PMS 877
MP 6368670

Black
PMS Black
MP 23591

White
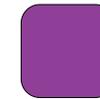MP 11477

Bronze
(match site
hardware)
MP 38574

Dark Gold
MP 20156

MUTCD Red
TBD

MUTCD Green
TBD

HC Blue
TBD

Purple
TBD

Blue
TBD

4.3 TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Info Text
Medium

Info Text (numerals only)
Medium TF-Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Info Text
Bold

Info Text (numerals only)
Bold TF-Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

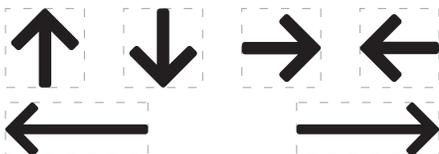1 2 3 4 5 6 7 8 9 0

Info Text
Regular

Info Text (numerals only)
Regular TF-Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham
Bold

4.4 ARROWS AND SYMBOLS

4.5 MESSAGING GUIDELINES / NOMENCLATURE

Guidelines for sign messaging are provided in order to consistently represent individual facilities by name - important for ease of wayfinding, and for moderating the amount of text on an individual sign. The authority for final determination of sign messages lies with University of Idaho Facilities Services, who will coordinate sign messaging with appropriate campus units and departments.

Building names

Building identification signs should display the complete, official building name rather than a "shorthand" version.

Building Addresses

Building addresses appear on signs to aid in wayfinding and in emergency response. Addresses should be consistent in format throughout the University and are determined by Facilities Services.

Department Names

Department names shall not be included on any Facility ID sign types with the exception of signs for extension campuses (EX.01, EX.02). As space is limited, priority should be given to individual academic departments or University functions which generate significant visitor traffic to assist in wayfinding. Authority to determine sign content rests with Facilities Services.

Destinations for directional signs

Individual destinations are limited to those included in the master wayfinding list (page six). These messages are short and simple by design for ease of wayfinding and to require minimal sign space.
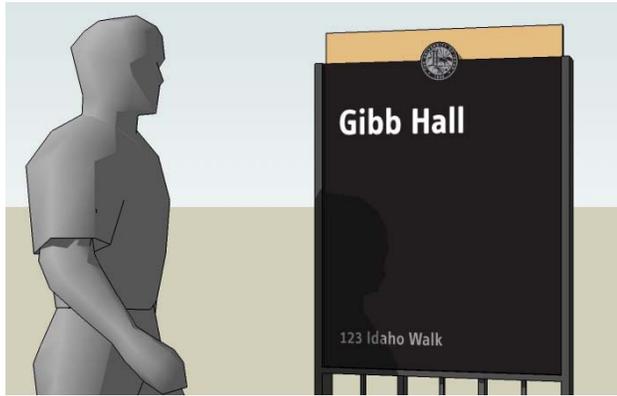
5.0 DESIGN GUIDELINES

The components of the sign system were designed individually for optimal functionality while complementing each other in form and finish to create a unified sign family. This section of guidelines exhibits individual sign solutions which address each of the following sign functions:

Campus Identity

Signs and structures distinguishing campus edges, entry portals, or key corridors.

Vehicular Wayfinding and Parking

Signs serving to direct vehicular traffic to campus as well as within, culminating in a clear system of regulatory parking signs.

Pedestrian Wayfinding

Signs and maps intended to orient and direct individuals on foot throughout the campus.
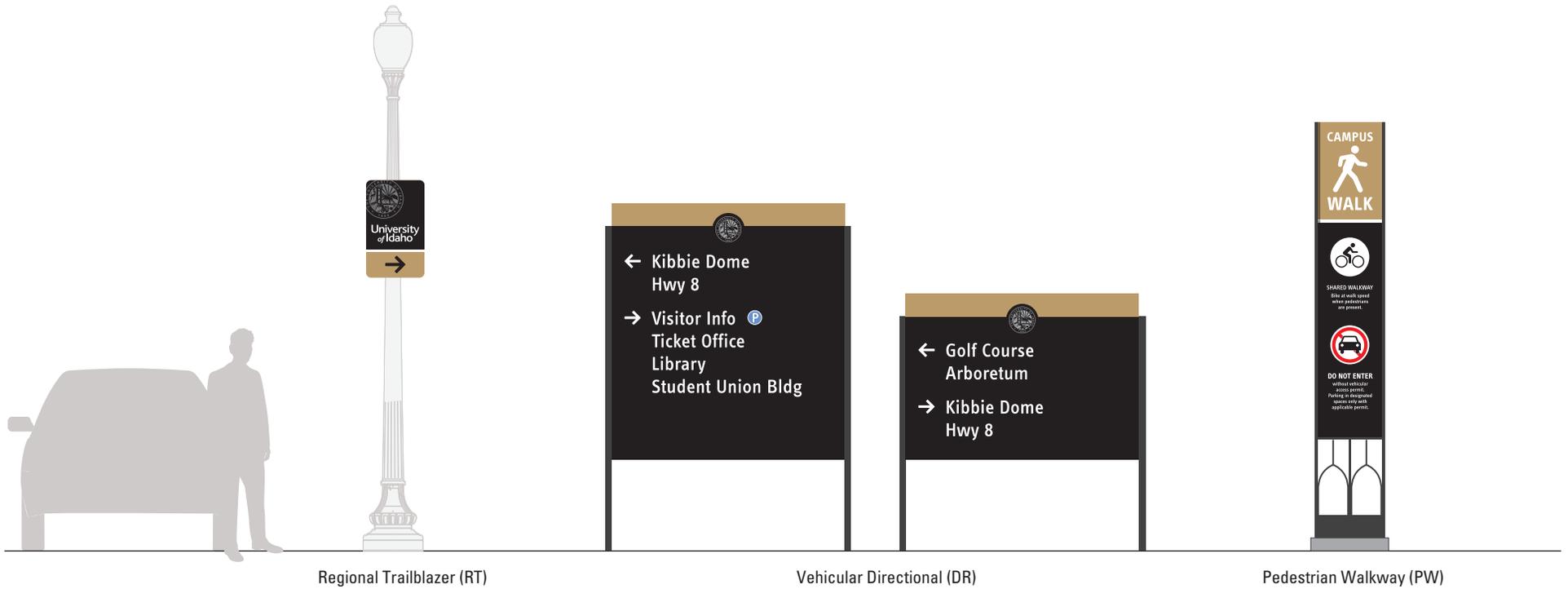
Facility Identification

Signs identifying the name and address of a building or facility, including building-mounted and freestanding configurations.
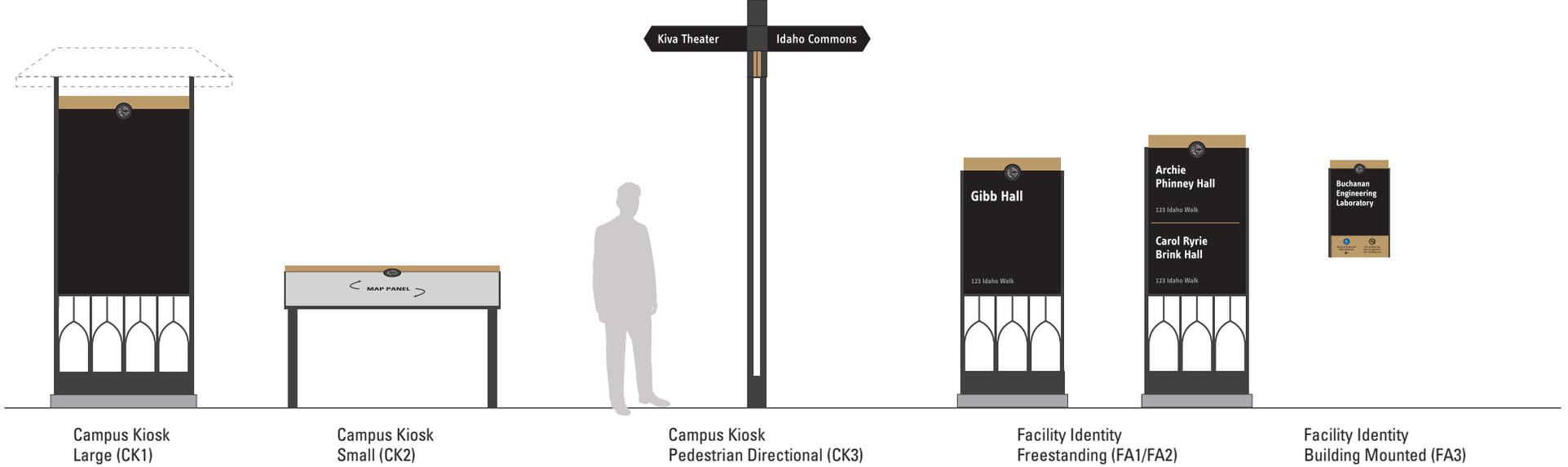
Temporary Signs

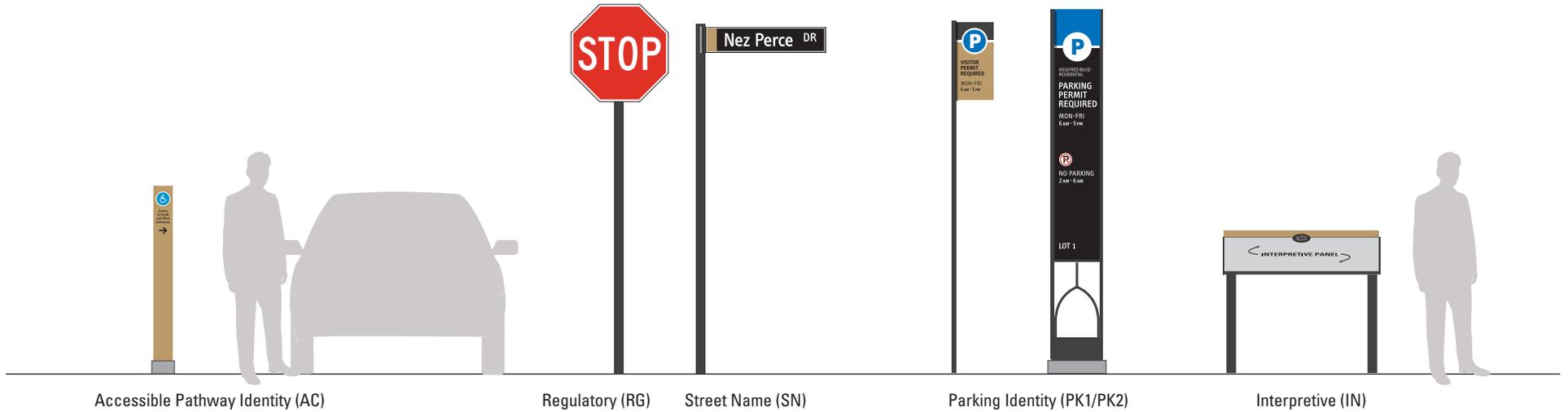Banners and other short-term sign standards.

Extension Campuses

Signs and structures distinguishing University of Idaho facilities throughout the state.
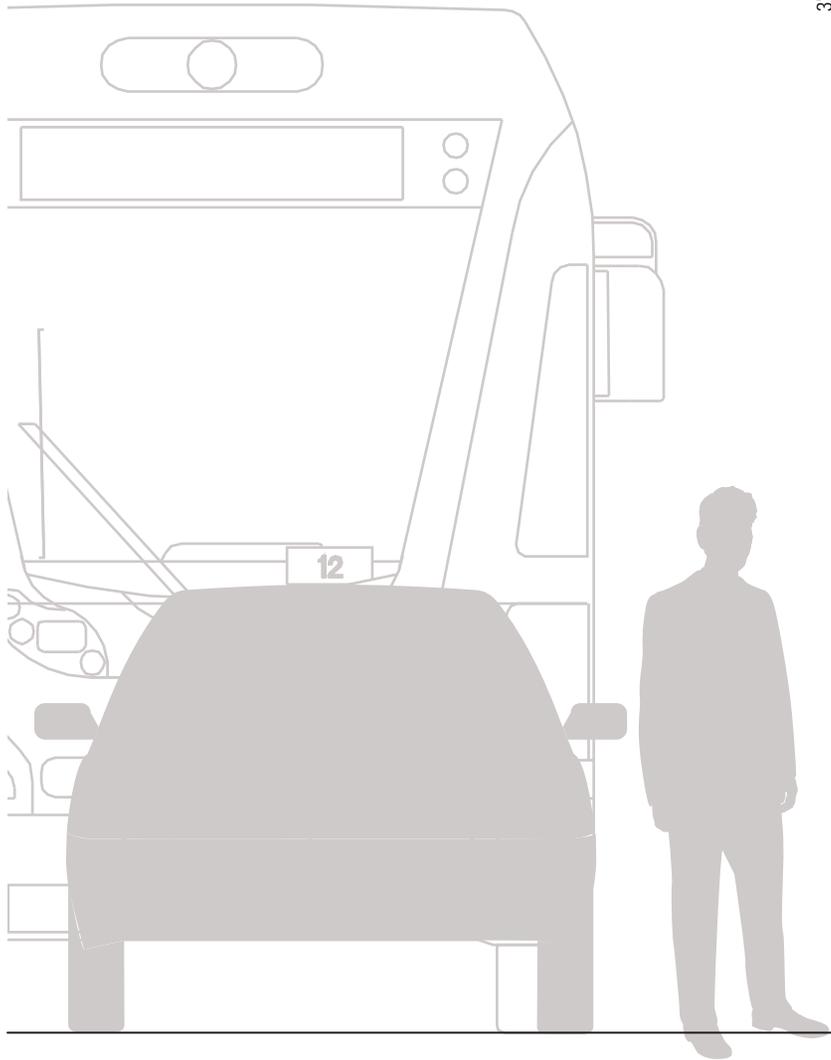
University
of Idaho

→

← Kibbie Dome
Hwy 8

→ Visitor Info ℗
Ticket Office
Library
Student Union Bldg

← Golf Course
Arboretum

→ Kibbie Dome
Hwy 8

CAMPUS
WALK

SHARED WALKWAY
Bike at walk speed
when pedestrians
are present.

DO NOT ENTER
without vehicular
access permit.
Parking in designated
spaces only with
applicable permit.

Regional Trailblazer (RT)   Vehicular Directional (DR)   Pedestrian Walkway (PW)

① System at a Glance (full sign line-up)
Scale: 1/4″ = 1'-0"

Kiva Theater | Idaho Commons

MAP PANEL

Gibb Hall

123 Idaho Walk

Archie
Phinney Hall

123 Idaho Walk

Carol Ryrie
Brink Hall

123 Idaho Walk

Buchanan
Engineering
Laboratory

Campus Kiosk
Large (CK1)

Campus Kiosk
Small (CK2)

Campus Kiosk
Pedestrian Directional (CK3)

Facility Identity
Freestanding (FA1/FA2)

Facility Identity
Building Mounted (FA3)

STOP

Nez Perce DR

P
VISITOR
PERMIT
REQUIRED
MON-FRI
6 AM - 5 PM

P
GOLD/RED/BLUE/
RESIDENTIAL
PARKING
PERMIT
REQUIRED
MON-FRI
6 AM - 5 PM

NO PARKING
2 AM - 6 AM

LOT 1

INTERPRETIVE PANEL

Accessible Pathway Identity (AC)   Regulatory (RG)   Street Name (SN)   Parking Identity (PK1/PK2)   Interpretive (IN)

(2) System at a Glance (full sign line-up)
Scale: 1/4″ = 1'-0"

University of Idaho

CALDWELL COMPLEX

Research & Extension Center
District II Extension Office
Business & Technology Incubator
Food Technology Center

University of Idaho
**Canyon
County
Extension**
Cooperative Extension System

University of Idaho

**IDAHO
WATER
CENTER**

University of Idaho

Idaho Department of
Water Resources

Office of Energy Resources

U.S. Dept. of Agriculture
Forest Service,
Rocky Mountain
Research Station

CH2M HILL

Idaho State University

123 Street Address

University of Idaho
**ADA COUNTY
EXTENSION
SYSTEM**

University of Idaho   **ADA COUNTY EXTENSION SYSTEM**

Extension Campus Identity
Freestanding (EX.01)

Extension Campus Identity
Storefront (EX.02)

Extension Campus Identity
Monument (EX.03)

Extension Campus Identity
Building Mounted (EX.04) - (not to Scale)

2'-3"

3'-9"

University *of* Idaho

1'-6"

2'-6"

University *of* Idaho

① RT: Elevation (large version)
Scale: 1/2" = 1'-0"

② RT: Elevation (small version)
Scale: 1/2" = 1'-0"

1'-6"

1'-6"

3"

8 1/2"

3 1/2"

2"

8"

2"

University
of **Idaho**

→

2 1/4"

C̶L

3 **Detail: Graphic Face**
Scale: 1" = 1'-0"

1'-0"

1'-0"

1 3/4"

5 3/4"

2"

1 1/2"

5 1/2"

1 1/2"

University
of **Idaho**

→

C̶L

4 **Detail: Graphic Face**
Scale: 1" = 1'-0"

REGIONAL TRAILBLAZER (RT)

Description

One-sided painted aluminum panel, strap-mounted to an existing pole. Consider reflective vinyl for University logo & arrow.

Function

Regional trailblazers are intended to reinforce the path of travel for vehicles arriving at a University of Idaho campus. Large vehicular trailblazers are designed for wide, higher speed roadways such as Highway 8. Small vehicular trailblazers are designed for slower, two-lane vehicular environments such as downtown Moscow.

Location Guidelines

As a general rule of thumb, large vehicular trailblazers should be located every mile or so, and small vehicular trailblazers every half-mile to mile. Trailblazers should also be located in advance of major intersections to reinforce the appropriate direction of travel. When meant to indicate a turn, a trailblazer with turned arrow should occur twice—once in advance of the turn and again as close as possible to the turn itself.
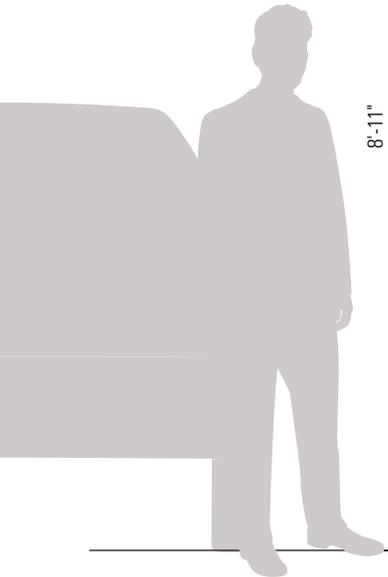
10"

① **DR: Plan View**
Scale: 1/2″ = 1'-0"

2" 6' 2"

7"

6'-0"

8'-11"

6'-4"

2'-4"

← Kibbie Dome
Hwy 8

→ Visitor Info Ⓟ
Ticket Office
Library
Student Union Bldg
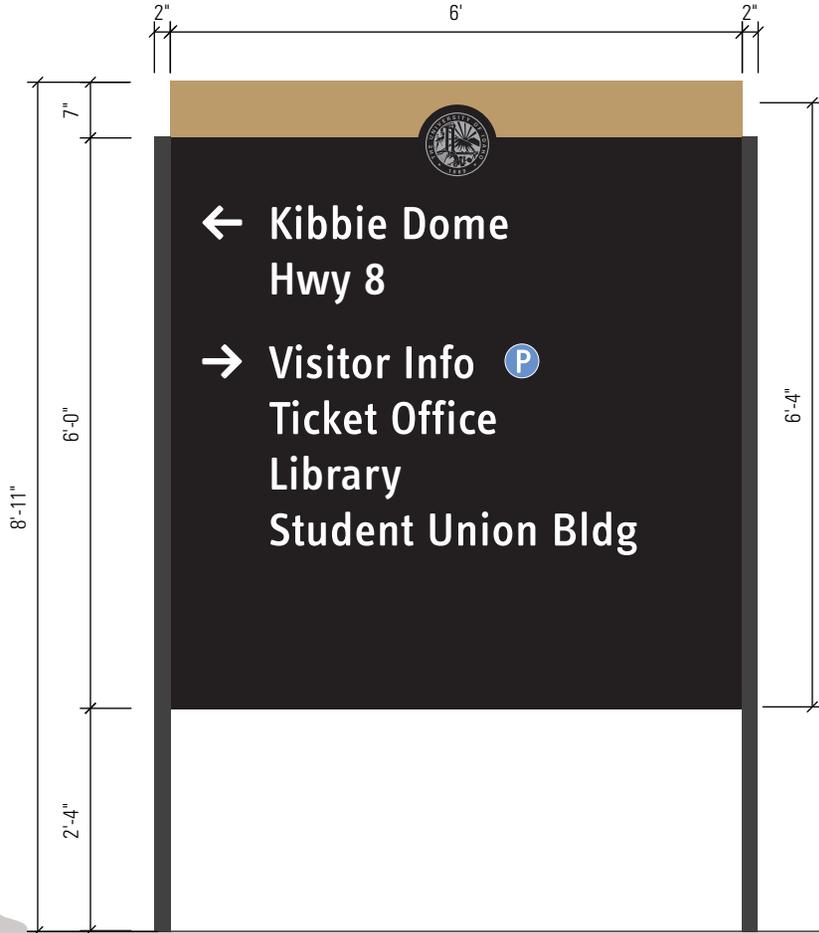
② **DR large: Elevation**
Scale: 1/2″ = 1'-0"

2" 6' 2"

7"

6'-7"

3'-8"

4'-0"

2'-4"

← Golf Course
Arboretum

→ Kibbie Dome
Hwy 8

③ **DR small: Elevation**
Scale: 1/2″ = 1'-0"

← Golf Course
Arboretum

→ Kibbie Dome
Hwy 8

VEHICULAR DIRECTIONAL (DR)

Description

One sided aluminum structural tube post & panel sign, with gold "core" and removable face. InfoText Medium Roman text.

Function

Located in advance of key vehicular intersections, the large vehicular directional directs to major University destinations via preferred vehicular routes. The 4-inch text is scaled for legibility on public roads

Location Guidelines

Vehicular directionals should be located in advance of the intersection to which they refer, so that drivers have sufficient time to execute the desired maneuver. Where possible, 200' minimum in advance of the turn is preferred. Maintain a minimum of 30' approach clearance between small trees and signs. Remove existing concrete pylon signs where applicable.
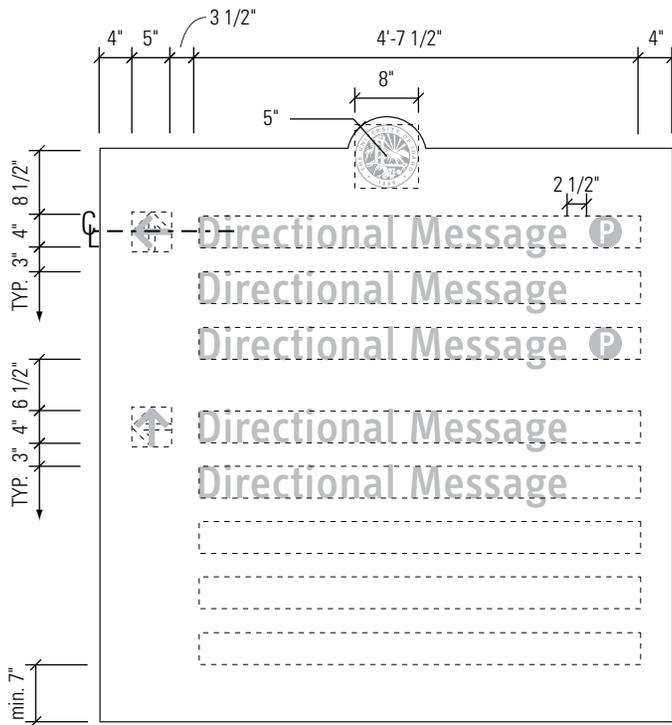
Message Guidelines

Moscow campus destinations are limited to those included in Section 2.1. When used at another site, destinations may be programmed specifically to suit the needs of that site.
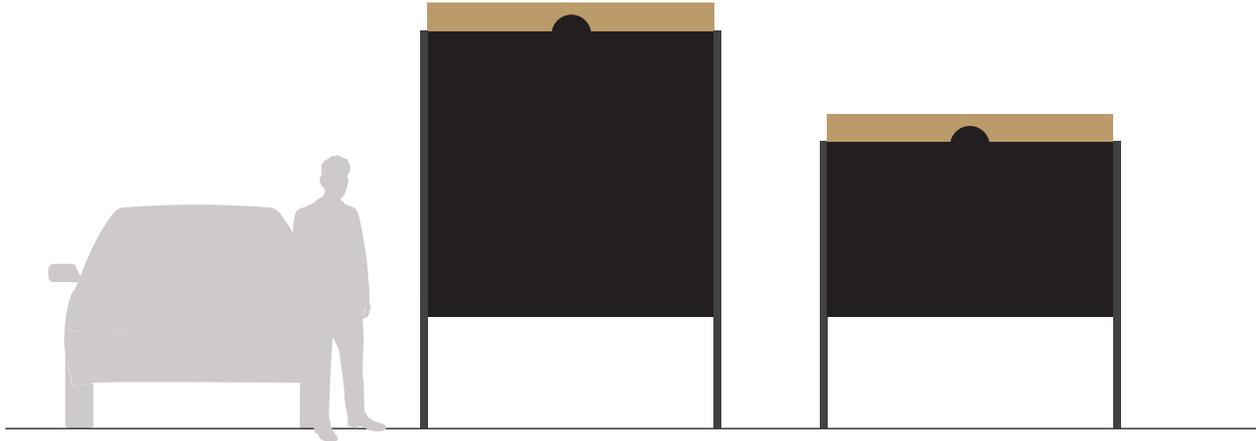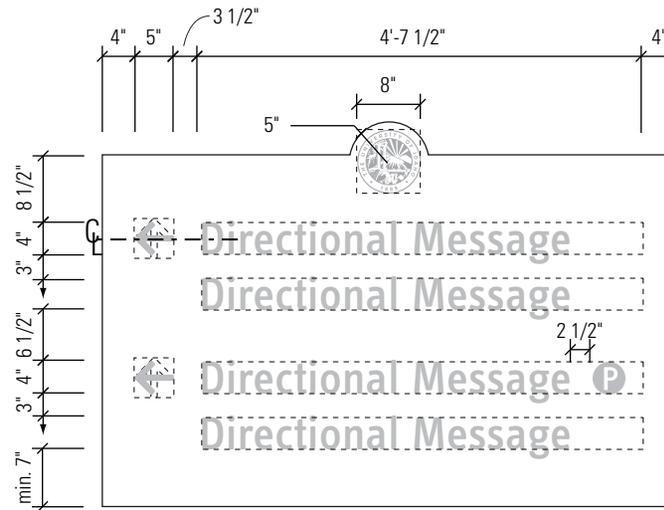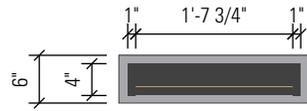
1 **DR: back elevation**
Scale: 1/4″ = 1'-0"
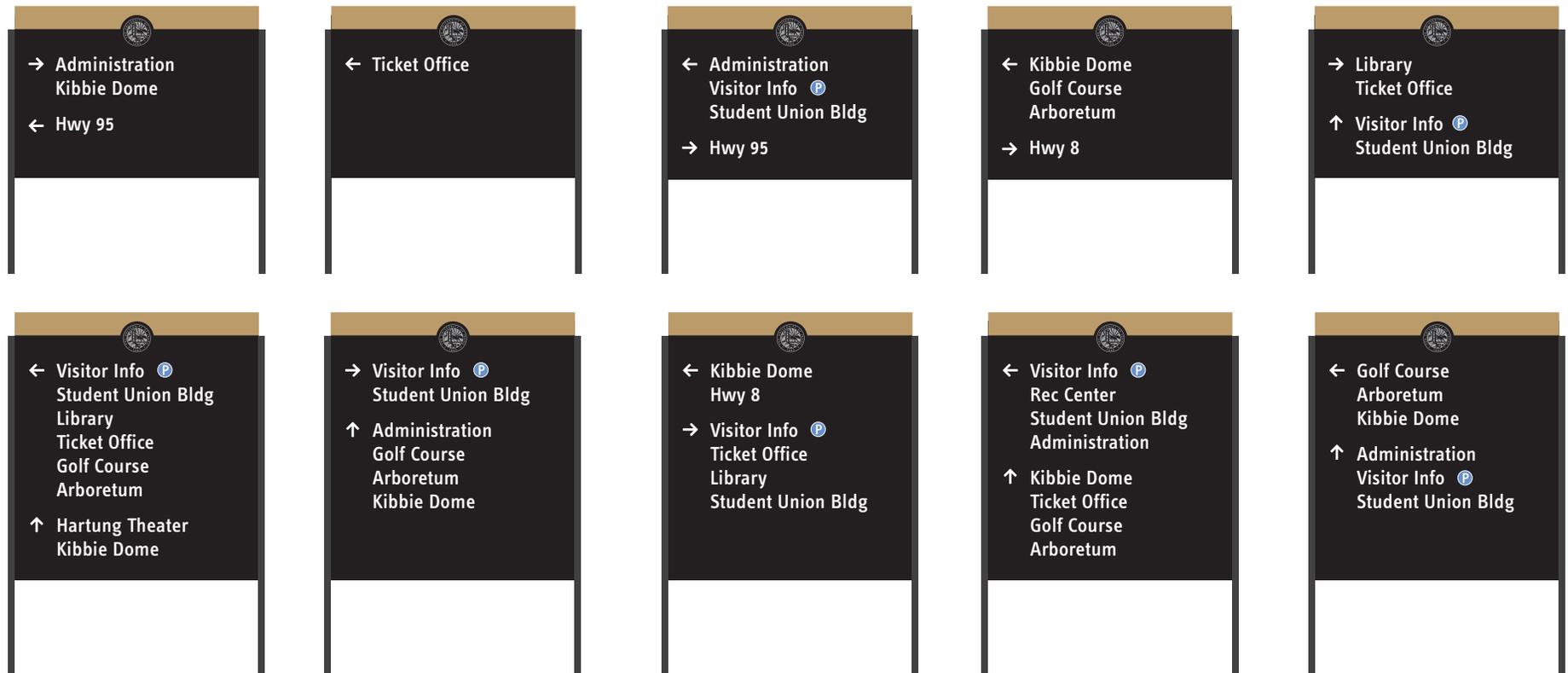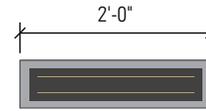

2 **DR: typical messages**
Scale: 1/4″ = 1'-0"

Detail 1:

4" 5" 3 1/2" 4'-7 1/2" 4"

8"

5"

8 1/2"

2 1/2"
1.1

TYP. 3" 4" ₵

Directional Message Ⓟ

Directional Message

Directional Message Ⓟ

TYP. 3" 4" 6 1/2"

Directional Message

Directional Message

min. 7"

① Detail: Graphic Face
Scale: 1/2″ = 1'-0"

Detail 2:

4" 5" 3 1/2" 4'-7 1/2" 4"

8"

5"

8 1/2"

3" 4" ₵

Directional Message

Directional Message

3" 4" 6 1/2"

2 1/2"
1.1

Directional Message Ⓟ

Directional Message

min. 7"

② Detail: Graphic Face
Scale: 1/2″ = 1'-0"

1" | 1'-7 3/4" | 1"

6" | 4"

PW: Plan View
(1) Scale: 1/2" = 1'-0"

2'-0"

PW: Plan View two-sided option
(2) Scale: 1/2" = 1'-0"

11'

8'-1"

CAMPUS

WALK

SHARED WALKWAY
Bike at walk speed
when pedestrians
are present.

DO NOT ENTER
without vehicular
access permit.
Parking in designated
spaces only with
applicable permit.

3/4"
8"
1'-3 1/4"
7"
4"

PW: Elevation - Preferred Option
(3) Scale: 1/2" = 1'-0"

PW: Side View
(4) Scale: 1/2" = 1'-0"

CAMPUS

WALK

SHARED WALKWAY
Bike at walk speed
when pedestrians
are present.

DO NOT ENTER
without vehicular
access permit.
Parking in designated
spaces only with
applicable permit.

PW: Elevation - Alternate
(5) Scale: 1/2" = 1'-0"

1'-7 3/4"

C̸L

3"

2'-6"

2'-0"

CAMPUS

WALK

3"

1"

4"

1'-0"

2'-7"

2 3/4"
1 3/8"
7/8"
1 1/8"
5/8"

SHARED WALKWAY
Bike at walk speed
when pedestrians
are present.

1'-0"

5'-6"

DO NOT ENTER
without vehicular
access permit.
Parking in designated
spaces only with
applicable permit.

2 3/4"
1 5/8"
7/8"
1 1/8"
5/8"
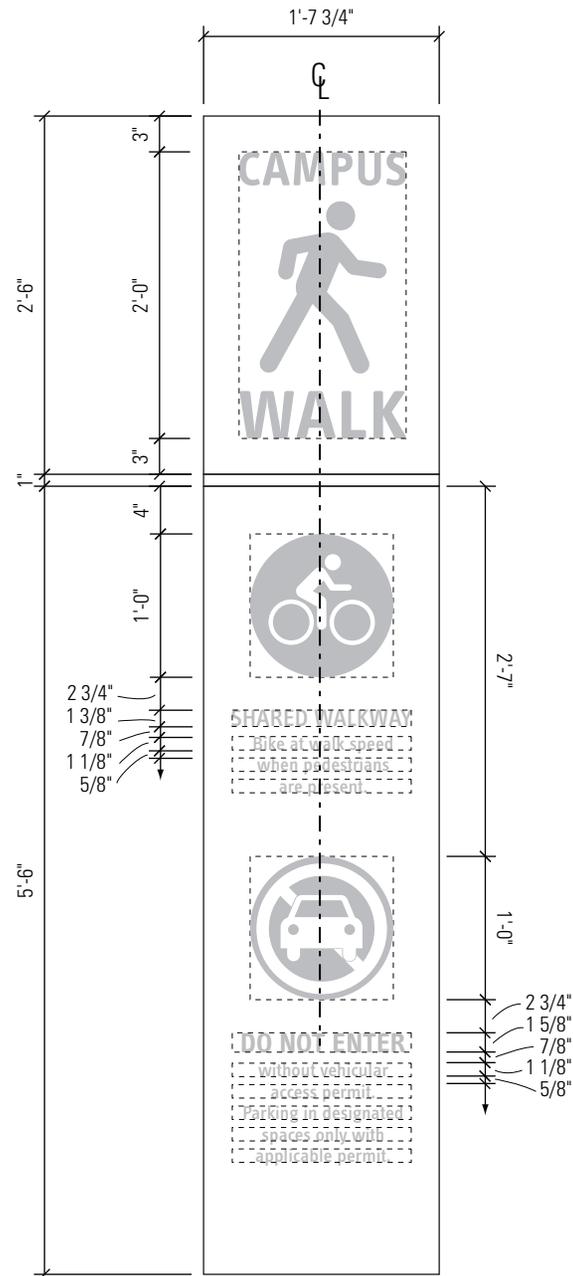
① **Detail: Graphic Face**
Scale: 3/4" = 1'-0"

PEDESTRIAN WALKWAY (PW)

Description

Painted aluminum or steel frame structure with gothic arch detail & single-sided removable face.

Function

Located at points of transition from vehicular to pedestrian priority, this sign emphasizes the campus walk with a positive message to pedestrians while communicating restrictions to vehicles.

Location Guidelines

Replaces current Campus Walkway signs; locate at transition points leaving sufficient clearance for permitted vehicle access.

1 1/2"   3'-4 1/4"   1 1/2"

4"

4'-9"

4'-11"

8'-0"

3/4"

8"

1'-3 1/4"

7"

4"
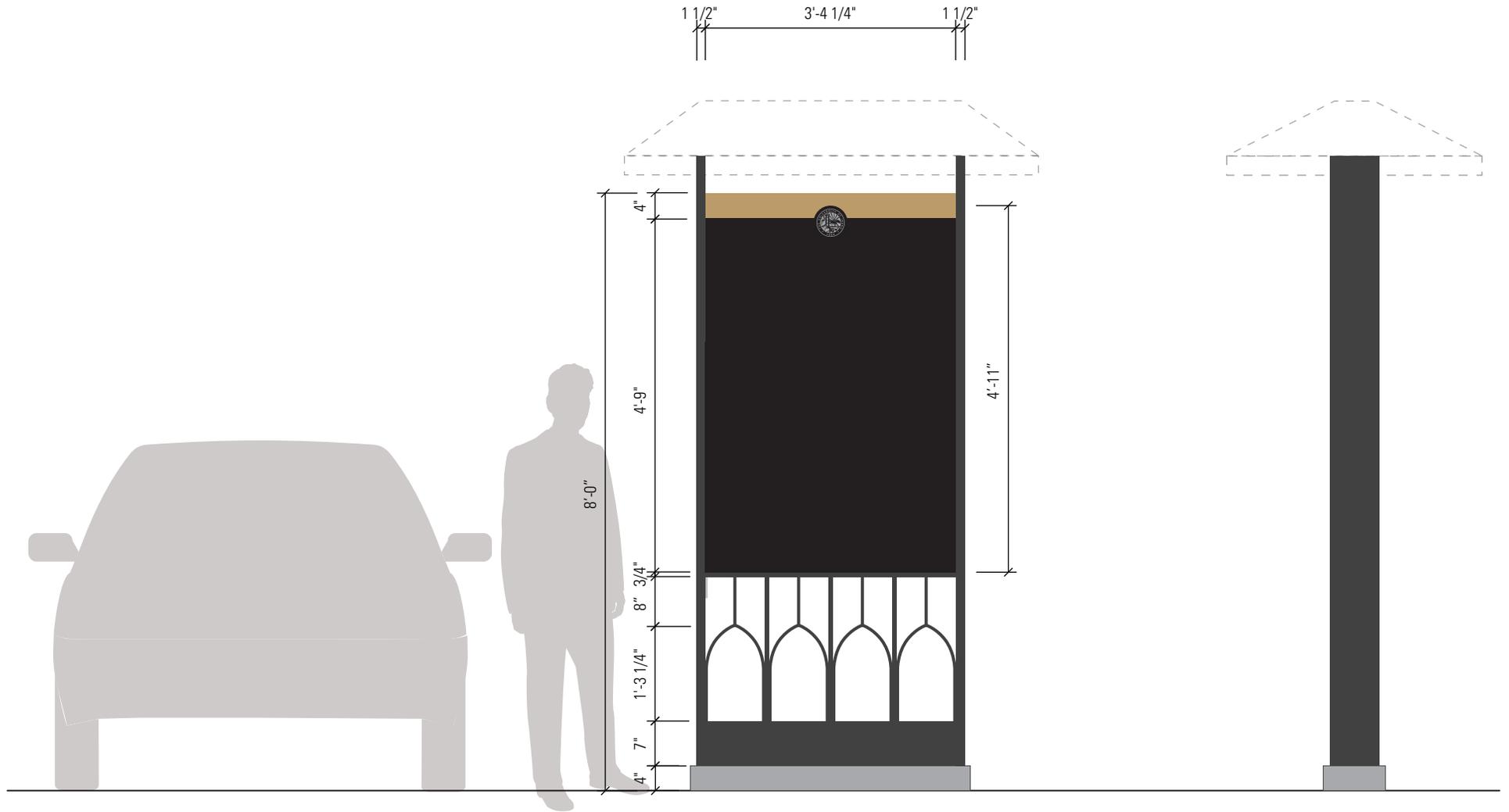
1 CK1: Elevation
Scale: 1/2″ = 1'-0"

2 CK1: Side View
Scale: 1/2″ = 1'-0"

Alternate option 1A: Solar roof (single panel)

Option 1: traditional roof

Alternate option 1B: Solar roof (double panel)
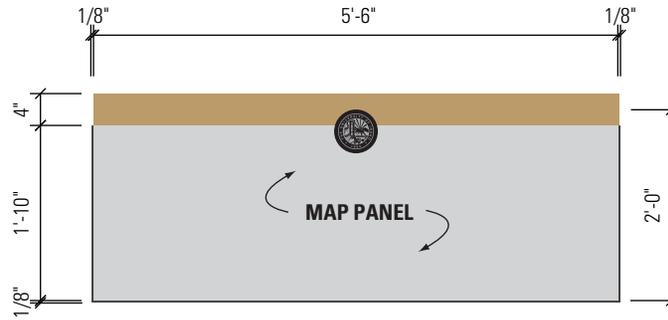
CAMPUS KIOSK (LARGE, CK1)

Description

Painted aluminum or steel frame structure with gothic arch detail, gold "core" & single-sided removable face(s). Face panel including seal may be aluminum with applied printed vinyl graphics (for 1-3 year lifespan), or a digital high pressure laminate panel (for up to 15 year lifespan). Roofing structure (traditional or solar panel) and lighting to be developed.

Function

Used in high-traffic, high-visibility locations on campus to display a comprehensive campus map on one side and flexible content on the other.

Location Guidelines

Locate in a plaza space where unobstructed approach from all sides is possible.
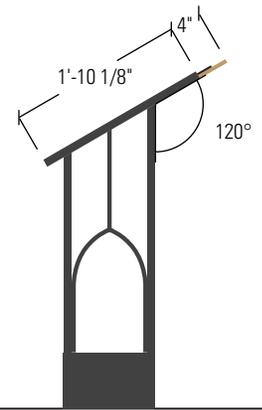
1/8"　　　　5'-6"　　　　1/8"
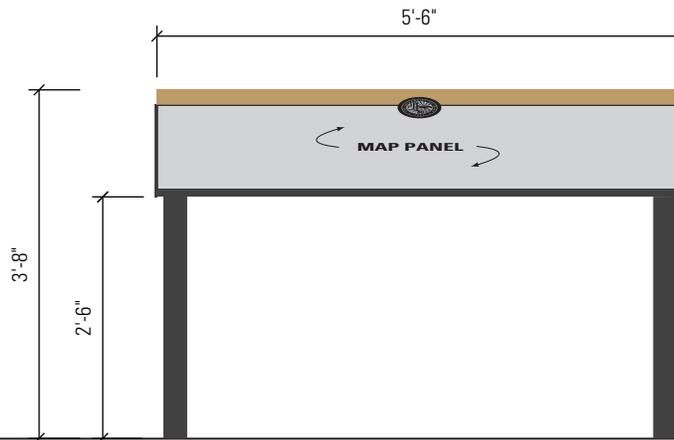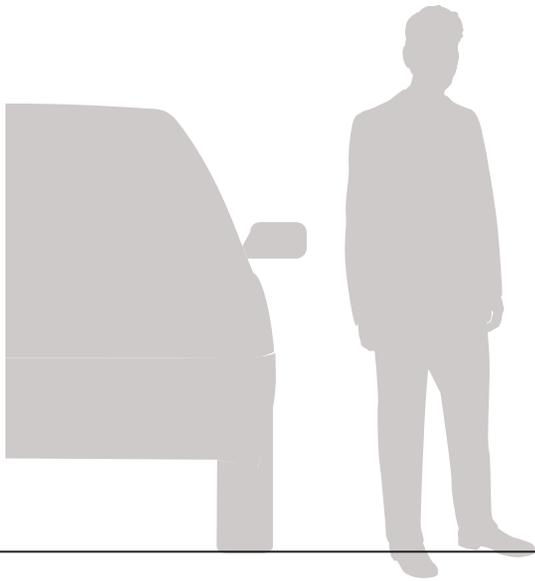
4"

1'-10"

1/8"

2'-0"

MAP PANEL

① CK2: Detail: Graphic Layout
Scale: 1/2″ = 1'-0"

5'-6"

3'-8"

2'-6"

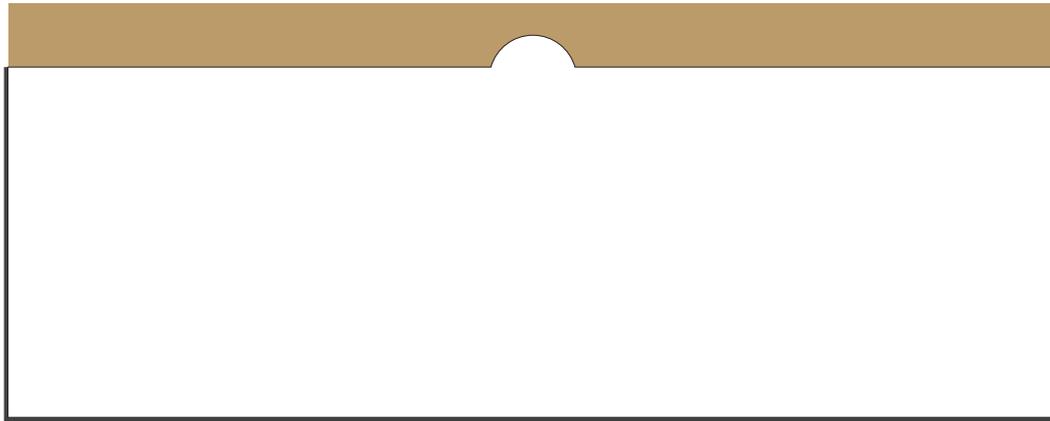**MAP PANEL**

1'-10 1/8"

4"

120°

② CK2: Elevation
Scale: 1/2″ = 1'-0"

③ IN: Side View
Scale: 1/2″ = 1'-0"

Detail: Solid DHPL Panel Cut to Custom Shape
(**3**) Scale: 1″ = 1'-0"
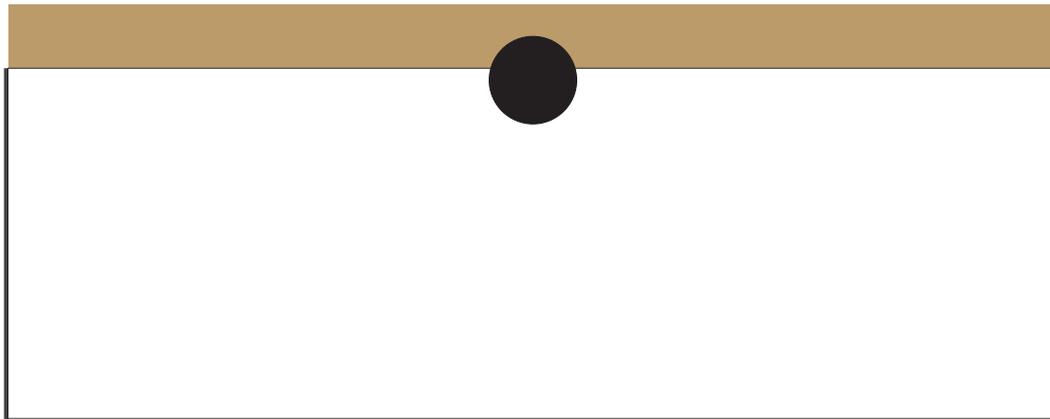
Side View
(**4**) Scale: 1″ = 1'-0"
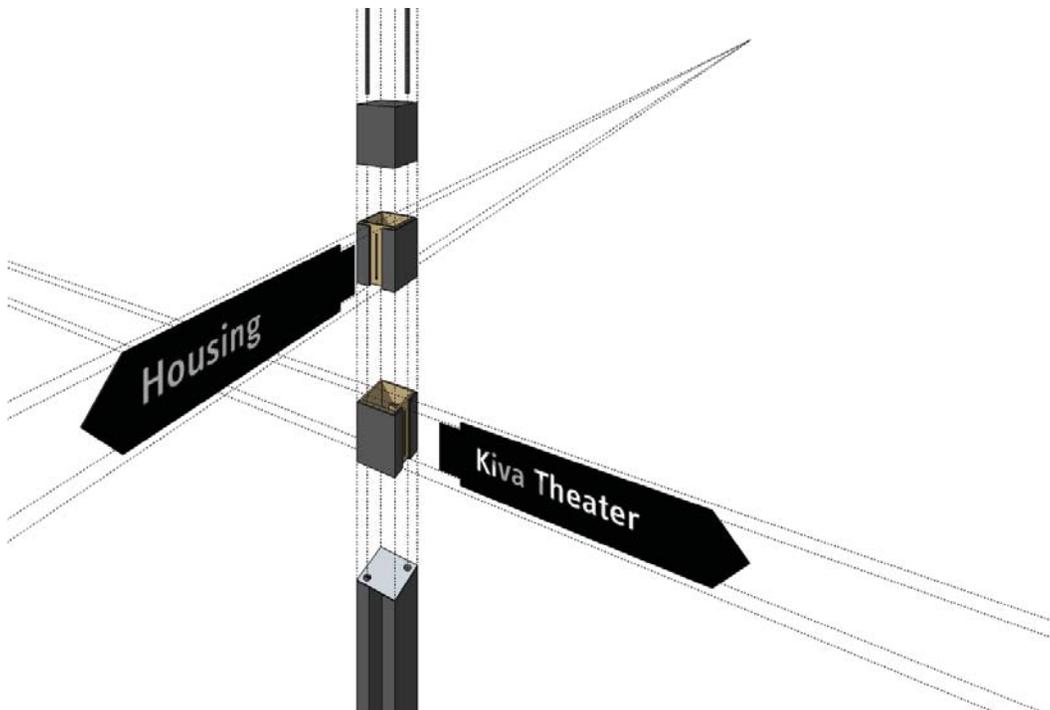

CAMPUS KIOSK (SMALL, CK2)

Description

Painted aluminum or steel frame with gothic arch detail and single-sided map panel set at a 30° angle. Map panel may be a digitally printed vinyl wrapped around a rigid substrate (for 1-3 year lifespan), or a digital high pressure laminate panel (for up to 15 year lifespan).

Function

Locate in areas of campus where a map would be useful but space does not permit, or activity levels do not warrant, a Large Campus Kiosk (CK1).

Location Guidelines

Locate parallel to a pedestrian path, either on a separate foundation butting against the paved surface or mounted within the paved surface if doing so would not restrict accessibility.

Detail: Reverse Pan with Graphic Wrap & Attached Seal Disc
(**5**) Scale: 1″ = 1'-0"

Side View
(**6**) Scale: 1″ = 1'-0"

① CK3: Plan View
Scale: 1/2" = 1'-0"

5'-10"

2'-8"   2" 2" 2"   2'-5 1/2"   2 1/2"

8"
8"
8"

Kiva Theater   Idaho Commons

10'-6"

7'-8"

10"

② CK3: Elevation
Scale: 1/2" = 1'-0"

6"   2'-5 1/2"   2 1/2"

Hello Walk

8'-6" min height

③ CK3: Side View
Scale: 1/2" = 1'-0"

4"

2 1/2"

2 1/2" 3" 2 1/2"

Location

① Detail: Graphic Face
Scale: 1" = 1'-0"

CAMPUS KIOSK (PEDESTRIAN DIRECTIONAL, CK3)

Description

Painted aluminum or steel post frame with modular mounting blocks to secure double-sided message blades.
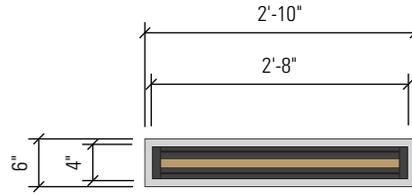
Function

Used at key pedestrian crossroads or any location where a quick, overhead pedestrian orientation is desired.

Location Guidelines

May be located within a paved plaza or off to the side. Should not be located where vehicular clearance would be an issue.
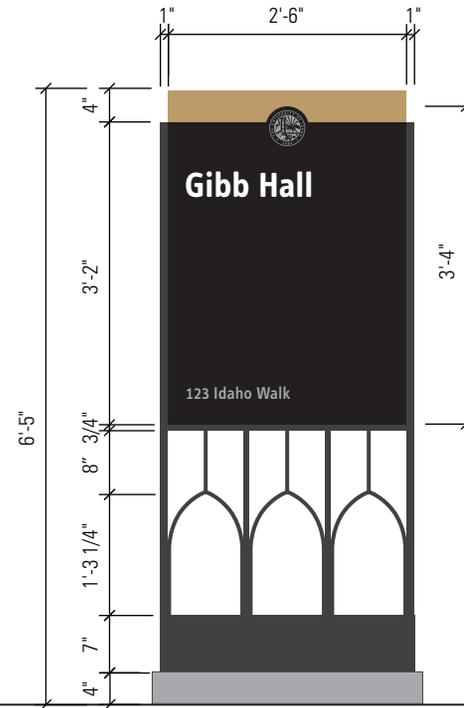
Message Guidelines

Moscow campus destinations are limited to those included in Section 2.1. When used at another site, destinations may be programmed specifically to suit the needs of that site.
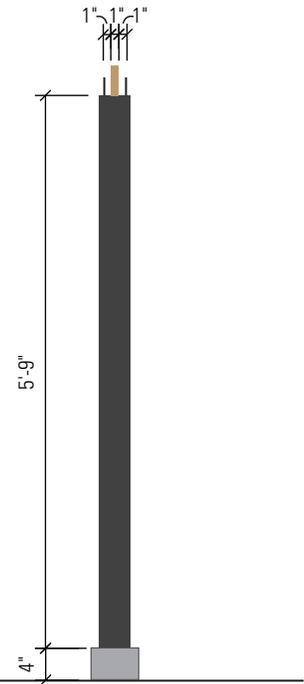
2'-10"

2'-8"

6"

4"

1 **FA1: Plan View**
Scale: 1/2" = 1'-0"

1" 2'-6" 1"

4"

Gibb Hall

3'-2"

3'-4"

123 Idaho Walk

3/4"

8"

1'-3 1/4"

7"

6'-5"

4"

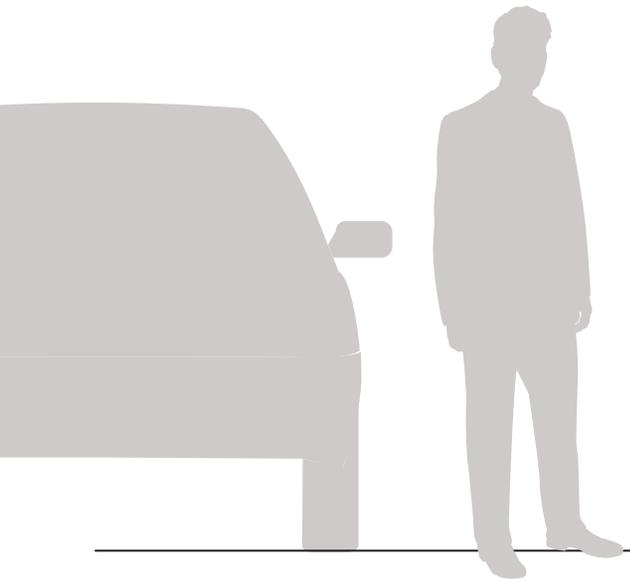1" 1" 1"

5'-9"

4"

2 **FA1: Elevation**
Scale: 1/2" = 1'-0"

3 **FA1: Side View**
Scale: 1/2" = 1'-0"

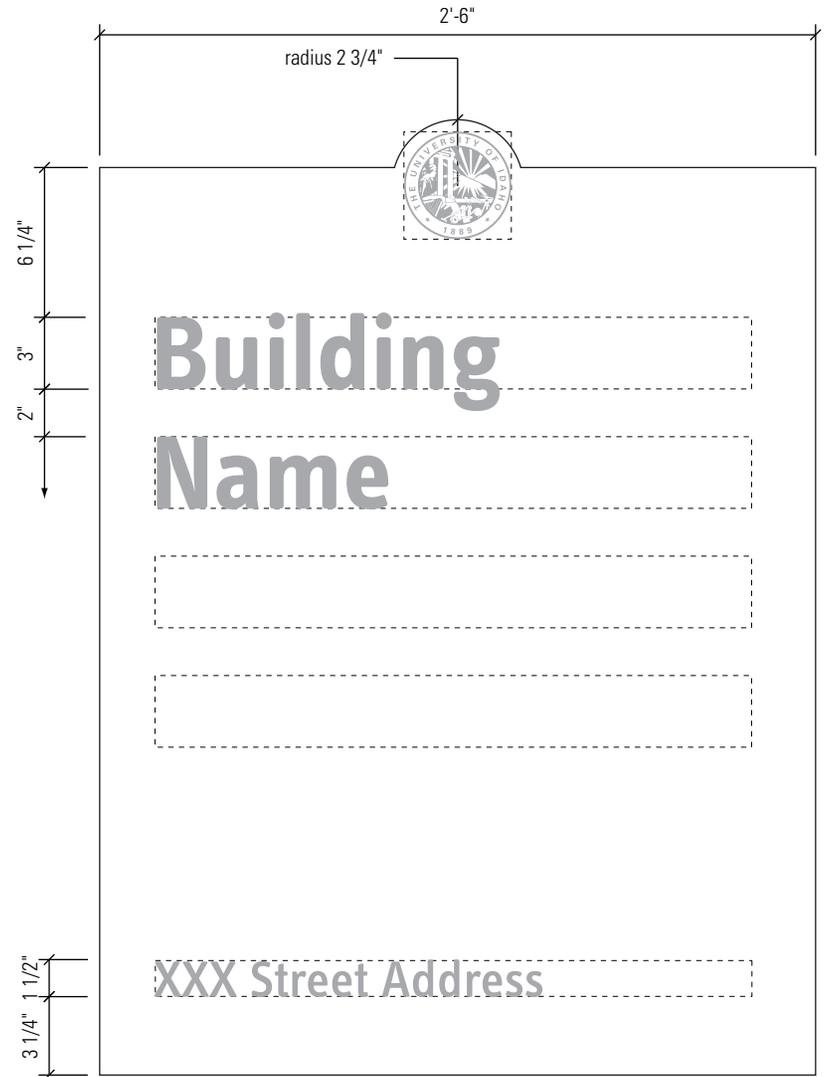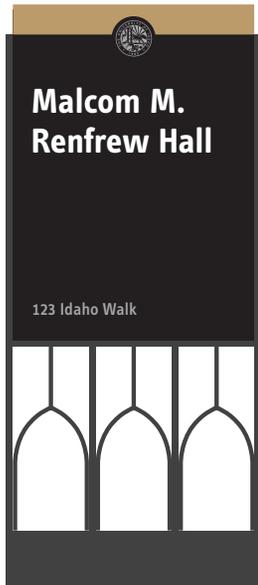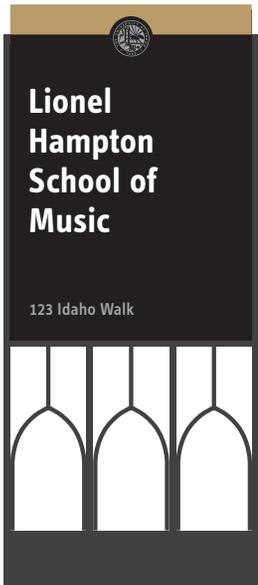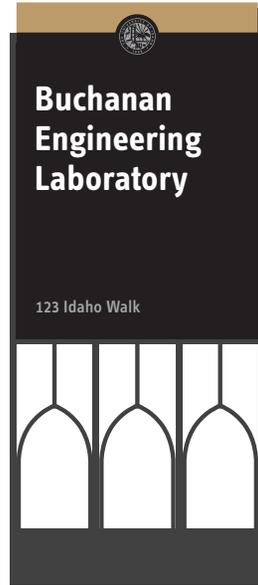## FACILITY IDENTITY (SMALL FREESTANDING, FA1)

Description

Painted aluminum or steel frame structure with gothic arch detail, gold "core" & single-sided removable face(s).

Function

Used to identify buildings or facilities by name and address; This is the standard size and should be used by default unless conditions warrant use of the alternative FA2.

Location Guidelines

To be located at each primary building entrance (and may be located at more than one entrance if all are deemed of equal importance). May be oriented parallel or perpendicular to the path of travel depending on site conditions. May be surrounded by low plant material.

Gibb Hall

123 Idaho Walk

Art & Architecture

123 Idaho Walk

Buchanan Engineering Laboratory

123 Idaho Walk

Lionel Hampton School of Music

123 Idaho Walk

Malcom M. Renfrew Hall

123 Idaho Walk

Library

123 Idaho Walk

2'-6"

radius 2 3/4"

6 1/4"

3"

2"

Building Name

XXX Street Address

1 1/2"

3 1/4"

1 Detail: Graphic Face

Scale: 1 1/2" = 1'-0"

**Dan O'Brien
Track and Field
Complex**

123 Idaho Walk

**Native American
& Migrant
Education Center**

123 Idaho Walk

**Lionel Hampton
School of Music**

123 Idaho Walk

**ASUI Kibbie
Activity Center
Vandal
Athletic Center
Student Activity
Fields**

123 Idaho Walk

2'-6"

radius 2 3/4"

6 1/4"

2 1/2"

1 5/8"

**Building
Name**

3 1/4" 1 1/2"

XXX Street Address
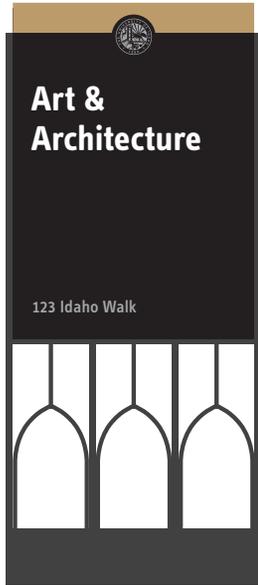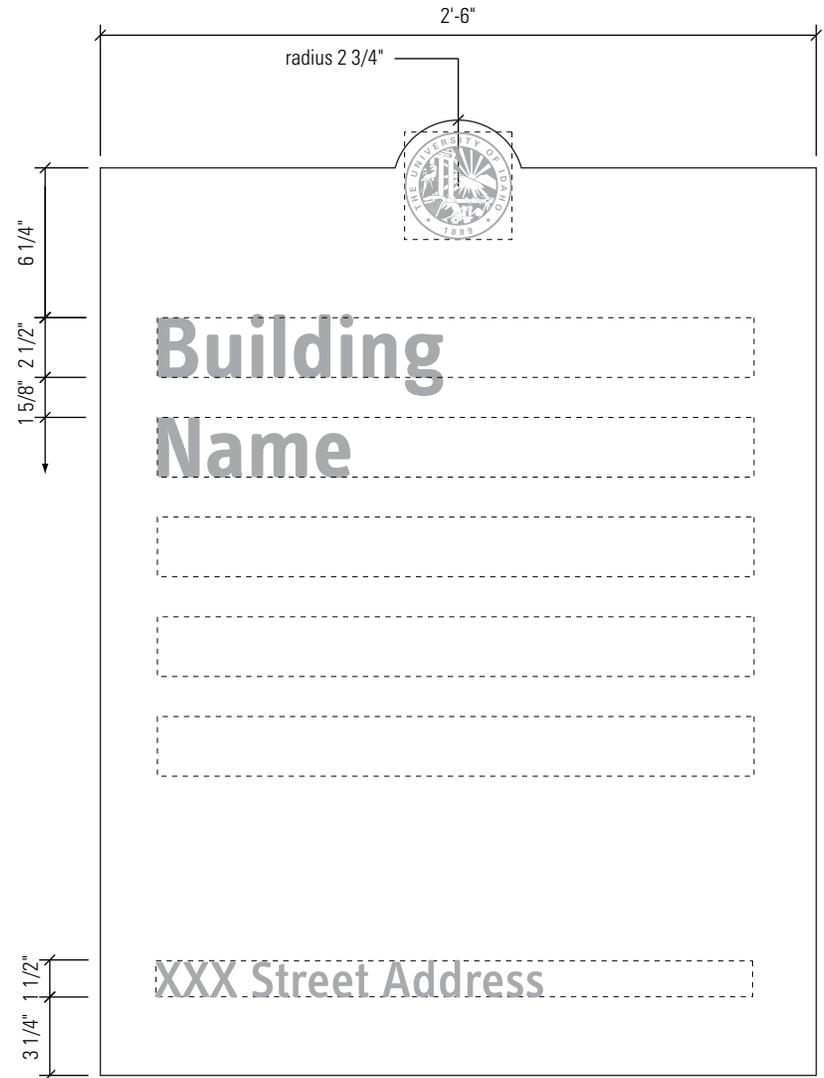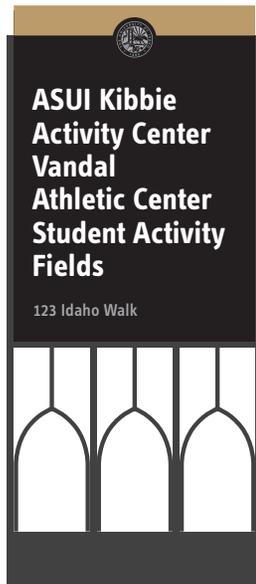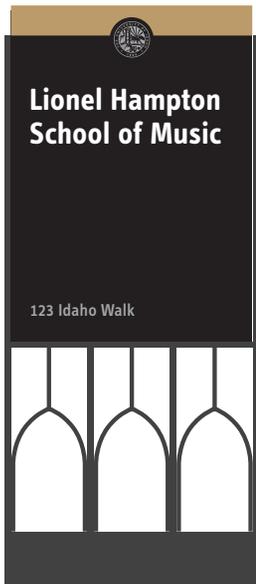
② **Detail: Graphic Face (Alternate layout for long message lines)**
Scale: 1 1/2″ = 1'-0"

2'-10"

2'-8"

6"

4"

① FA2: Plan View
Scale: 1/2″ = 1'-0"

1" 2'-6" 1"

4"

Archie
Phinney Hall

123 Idaho Walk

Carol Ryrie
Brink Hall

123 Idaho Walk

3'-11"

3'-9"

3/4"

8"

1'-3 1/4"

7"

4"

7'-0"

1" 1" 1"

6'-4"

4"

② FA2: Elevation
Scale: 1/2″ = 1'-0"

③ FA2: Side View
Scale: 1/2″ = 1'-0"
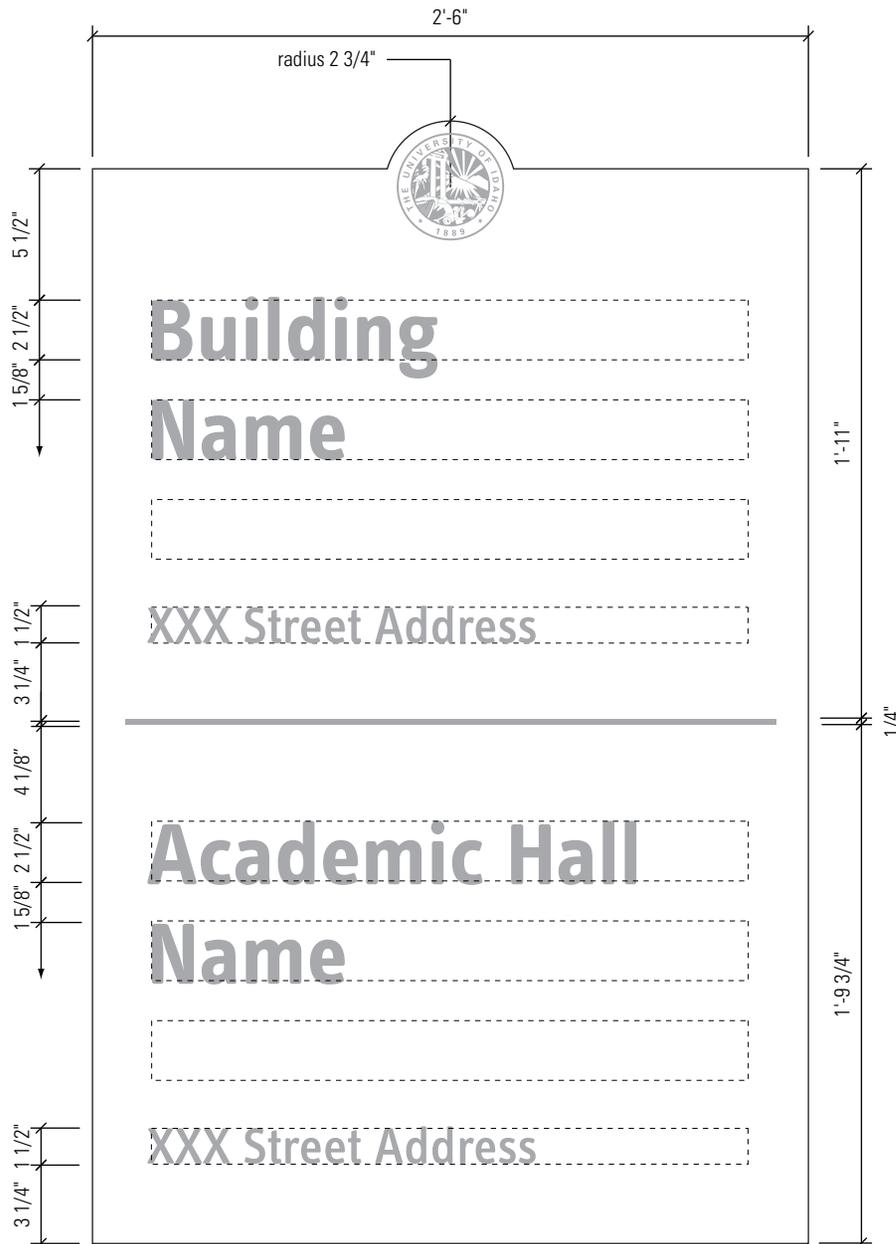
2'-6"

radius 2 3/4"

5 1/2"

1 5/8"   2 1/2"

**Building
Name**

1'-11"

XXX Street Address

3 1/4" 1 1/2"

1/4"

4 1/8"

1 5/8" 2 1/2"

**Academic Hall
Name**

1'-9 3/4"

3 1/4" 1 1/2"

XXX Street Address

4 **Detail: Graphic Face**
Scale: 1 1/2″ = 1'-0"

Description

Painted aluminum or steel frame structure with gothic arch detail, gold "core" & single-sided removable face(s).
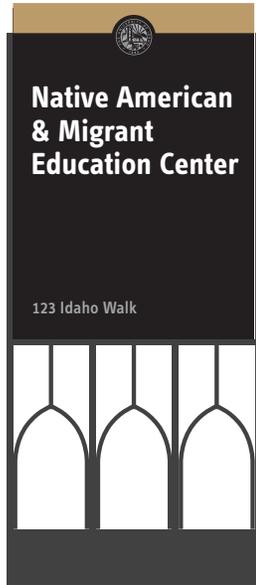
Function

Used to identify buildings or facilities by name and address. This extra-tall version is designed to accommodate two different anomalies which will not fit on a standard sign:

- a single building with a particularly long name
- an identity sign designating an entrance serving two separate buildings.

Location Guidelines

To be located at each primary building entrance (and may be located at more than one entrance if all are deemed of equal importance). May be oriented parallel or perpendicular to the path of travel depending on site conditions. May be surrounded by low plant material.
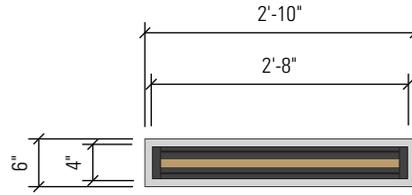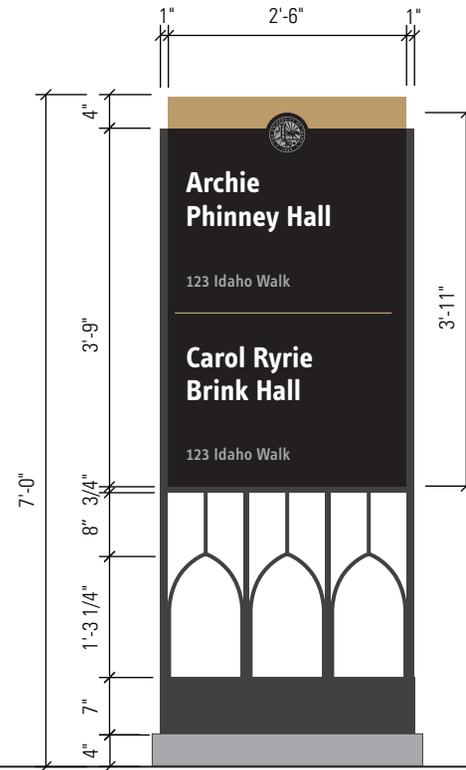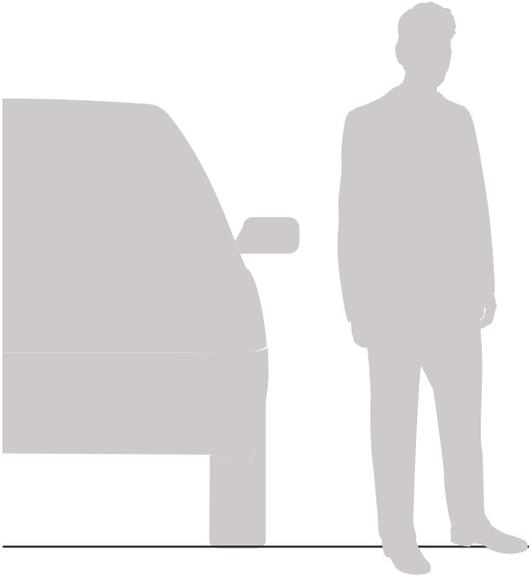
2"

1 FA3: Plan View
Scale: 1/2" = 1'-0"

1/2" 1'-6" 1/2"

2 1/2"

2'-6"

1'-8 1/2"

1'-10"

7"

Buchanan
Engineering
Laboratory

Access at South and
West Entrances

This location has
been designated a
non-smoking area

3'-9" AG

2 FA3: Elevation
Scale: 1/2" = 1'-0"

3 FA3: Side View
Scale: 1/2" = 1'-0"

2 3/4"

3 3/4"

1 1/4"

1 3/4"

Facility

Identity

1"

2"

3/8"
1/2"
1/4"
1/2"
1"
3/8"

⚿ Access at South and West Entrances
←

🚭 This location has been designated a non-smoking area

5"   8"   5"

C̶L̶   C̶L̶

④ **Detail: Graphic Face**
Scale: 1 1/2" = 1'-0"

Buchanan Engineering Laboratory

⚿ Access at South and West Entrances ←
🚭 This location has been designated a non-smoking area
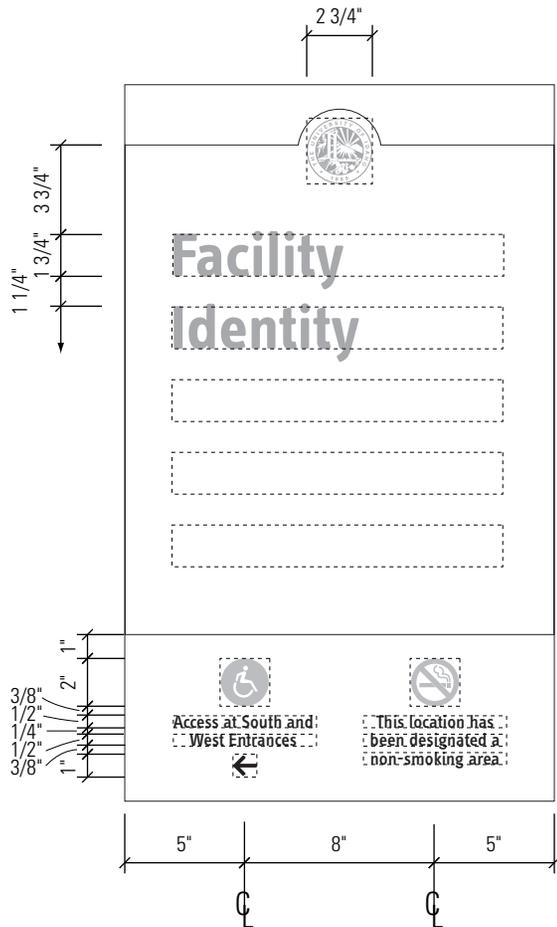
FACILITY IDENTITY (BUILDING MOUNTED, FA3)

Description

Painted aluminum frame with gold backplate and single-sided removable face with applied vinyl graphics.

Function

Used to identify buildings or facilities by name only and to provide a consolidated location for accessibility and regulatory information.

Location Guidelines

To be located adjacent to the door at any building entrance where display of the building name, accessibility, and/or regulatory information is desired.

Gibb Hall

Art & Architecture

J.W. Martin Laboratory

Engineering Annex

Albert A. Menard Law Building

Native American & Migrant Education Center

7"

3"

1 **AP: Plan View**
Scale: 1/2" = 1'-0"

5/8"   4 3/4"   5/8"

1 3/4"

4 1/2"

4"

1"

3/8" TYP

3/4"

Access
at South
and West
Entrances

1"

2 1/2"

6"

Access
at South
and West
Entrances
→

4'-6"

4"

2"
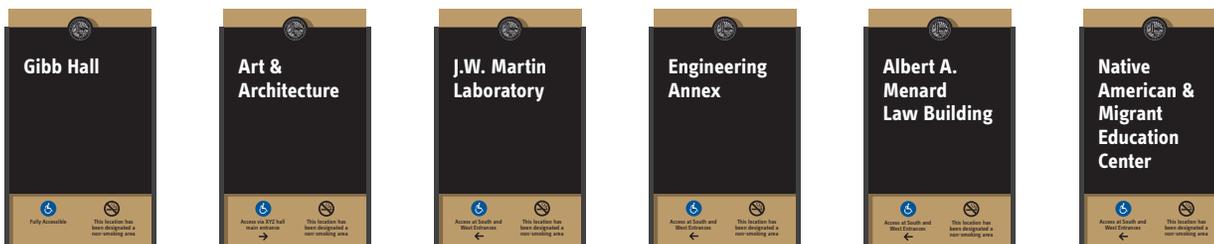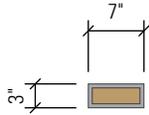
4'-10"
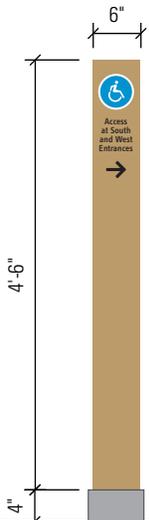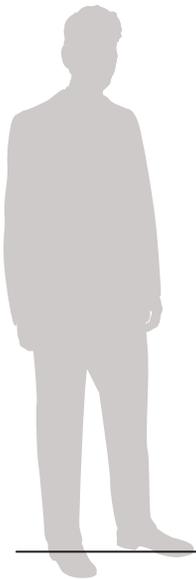
2 **AP: Elevation**
Scale: 1/2" = 1'-0"
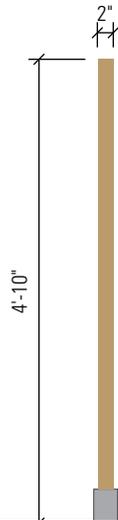
3 **AP: Side View**
Scale: 1/2" = 1'-0"
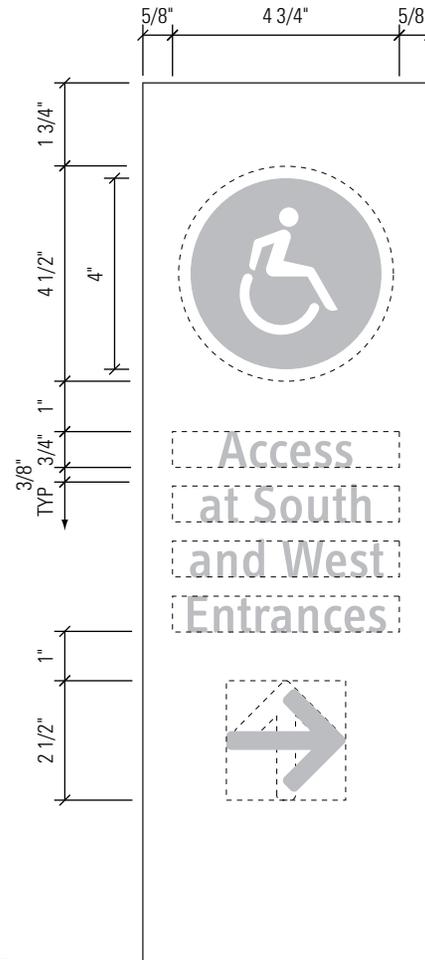
4 **Detail: Graphic Face**
Scale: 3" = 1'-0"

ACCESSIBLE PATHWAY IDENTITY (AP)

Description

Painted aluminum or steel pylon, with applied graphics.

Function

Designates an alternate accessible pathway as required by ADA. Particularly, used to direct to an accessible building entrance or an alternative route to circumnavigate a barrier or steep grade.

Location Guidelines

To be located at the point where the accessible pathway diverges from the primary pathway. May be surrounded by plant material.

1 RG: Plan View
Scale: 1/2" = 1'-0"

2'-7"

2'-6"

9'-6"

7'

12

STOP
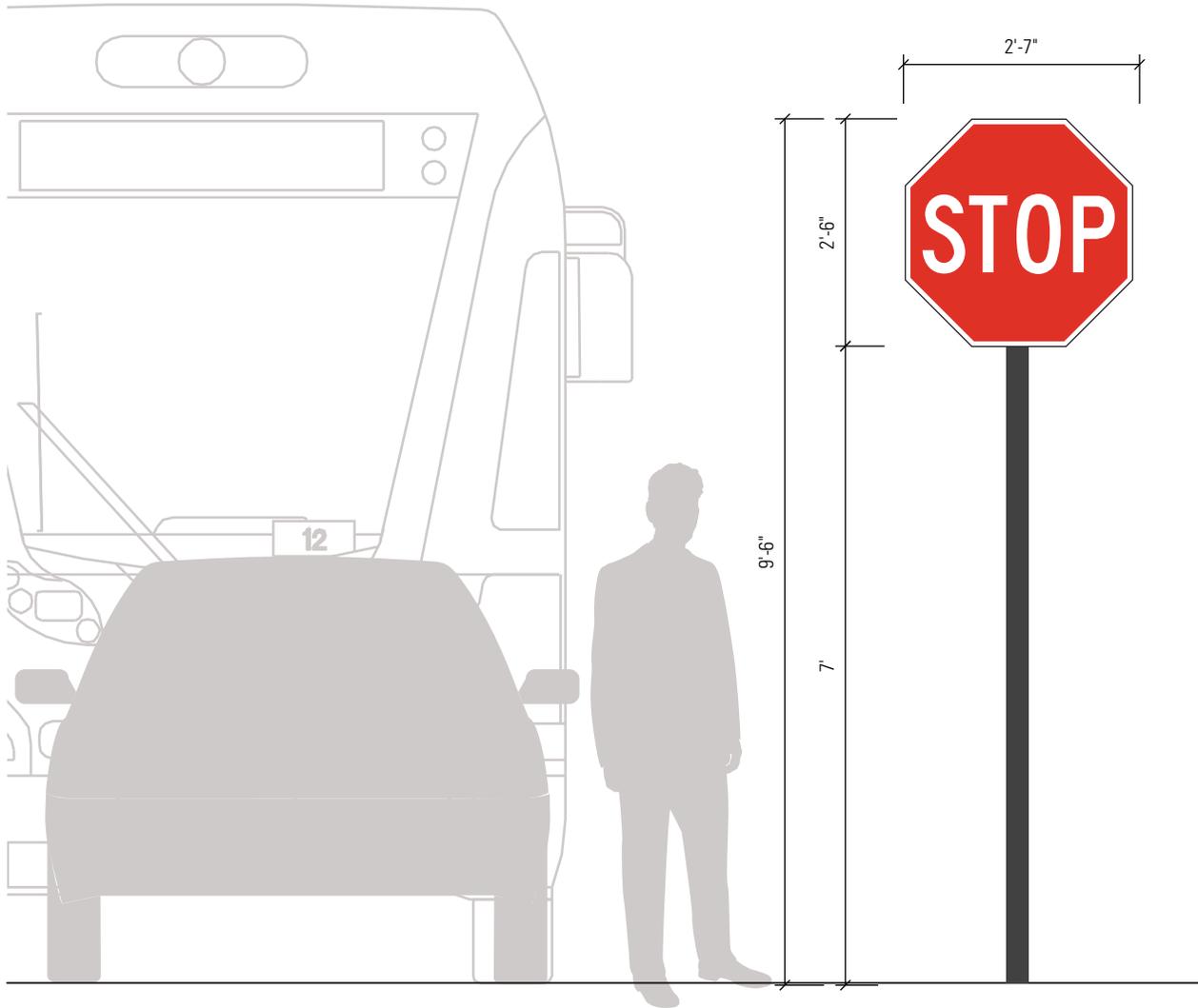
2 RG: Elevation
Scale: 1/2" = 1'-0"

REGULATORY (RG)

Description

Painted aluminum panel (including back) with applied reflective vinyl graphics. Painted aluminum or steel post. Applies to any regulatory traffic sign as noted in the MUTCD.

Location Guidelines

Facilities Services is responsible for programming and locating all traffic regulatory signs in compliance with the MUTCD.

4" varies

2"

10"

Line ST

STOP

11'-0"

10'-0"

3"

② **SN: Plan Option 2**
Scale: 1/2″ = 1'-0"

3" varies

1"

8"

Nez Perce DR

9'-0"

8'-3"
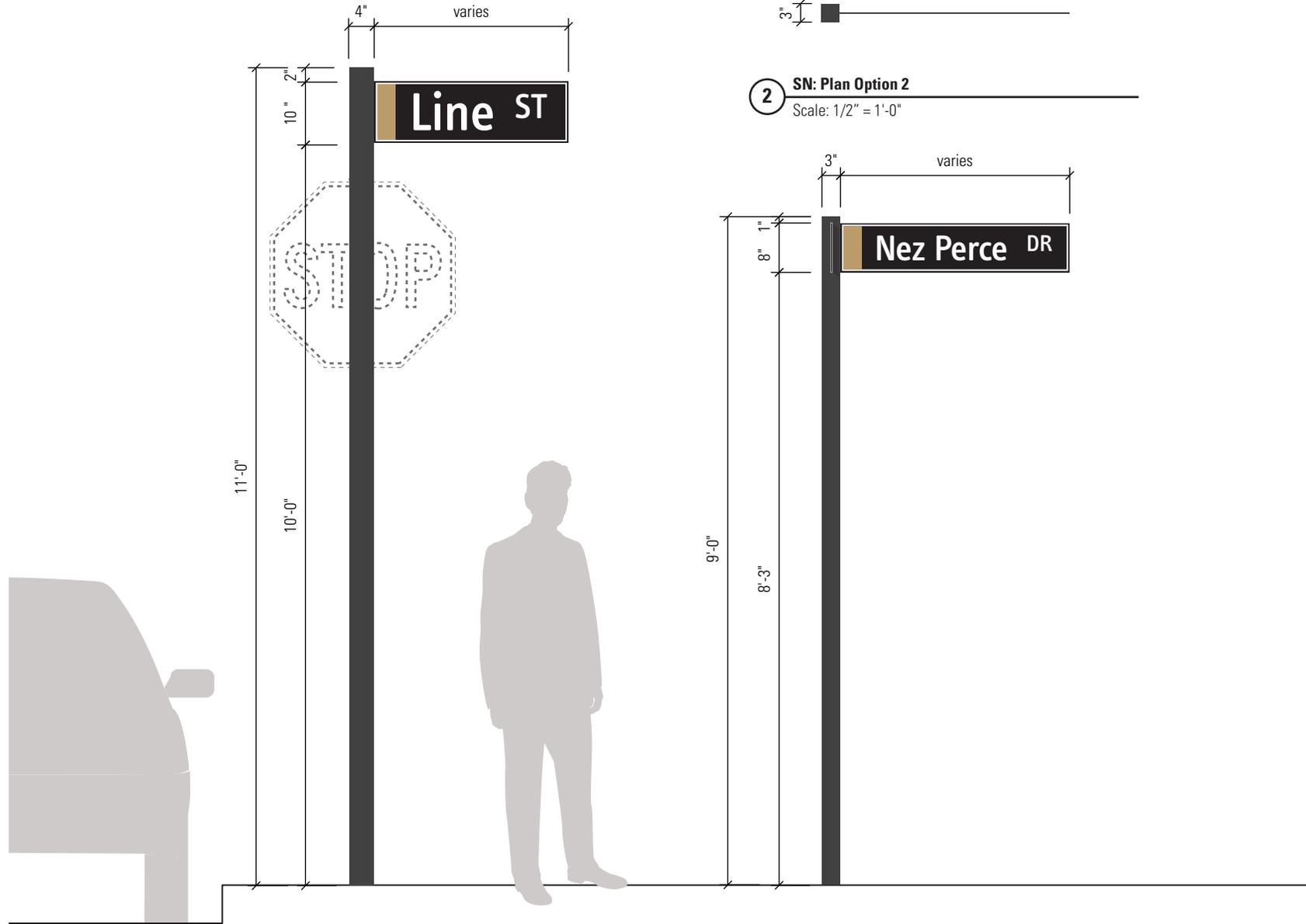
① **SN: Elevation Option 1**
Scale: 1/2″ = 1'-0"

③ **SN: Elevation Option 2**
Scale: 1/2″ = 1'-0"

Varies upon message length (minimum 2'0")

1/4" 1/4" 3" 3" varies 4" varies 4 1/2"

10" 2" 6" 2"

Street Name AVE

4"
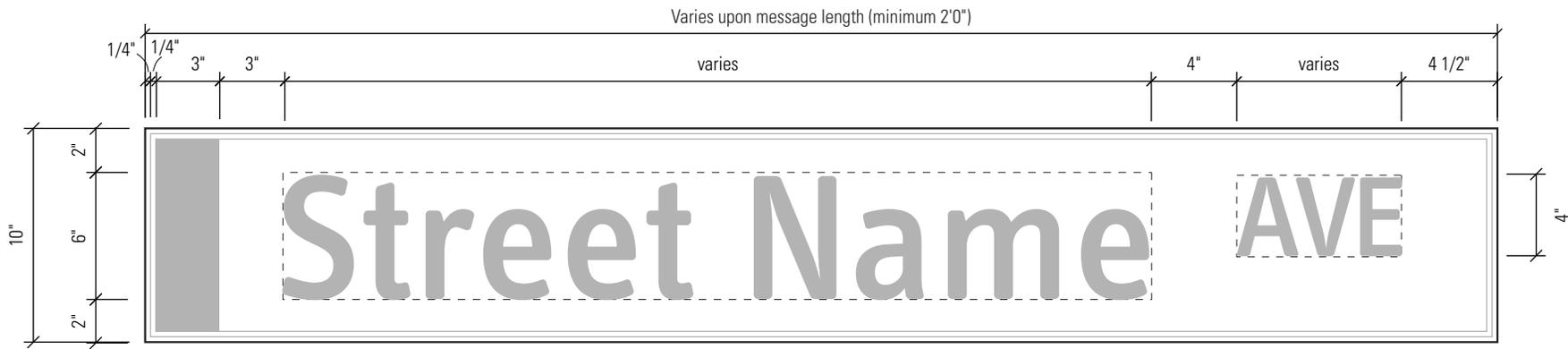
1 **Detail: Graphic Face Option 1**
Scale: 1 1/2" = 1' - 0"

Varies upon message length (minimum 2'0")

1/4" 1/4" 3" 2 1/2" varies 3 1/2" varies 3"

8" 2" 4" 2"

Street Name AVE

2 1/2"

1/4" rule inset 1/4" from edge
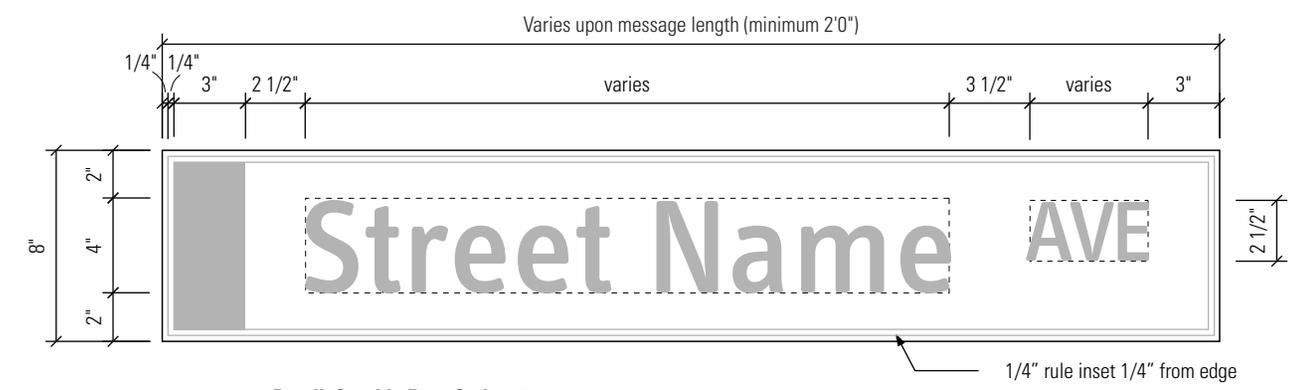
2 **Detail: Graphic Face Option 2**
Scale: 1 1/2" = 1' - 0"

Description

Painted aluminum blade with applied reflective vinyl. Optional post of painted aluminum, steel or mount to existing pole/light post. Use breakaway post as required.

Function

Designates a vehicular street or a pedestrian walk.

Location Guidelines

Locate in accordance with MUTCD and IDT guidelines.

1'-1"

4"

1 **PK1: Plan View**
Scale: 1/2″ = 1'-0"

P

VISITOR
PERMIT
REQUIRED

MON-FRI
6 AM – 5 PM

P

VISITOR
PERMIT
REQUIRED

MON-FRI
6 AM – 5 PM

2'-1"

9'-1"
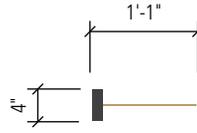
7'-0"

2 **PK1: Elevation**
Scale: 1/2″ = 1'-0"

3 **PK1: Side View**
Scale: 1/2″ = 1'-0"

4 **PK1: Alternate Elevation**
Scale: 1/2″ = 1'-0"

P
VISITOR
PERMIT
REQUIRED
MON-FRI
6 AM - 5 PM

Unauthorized vehicles
not displaying distin-
guishing license plates
or placards for the
disabled will be towed
at owners expense.

Vehicles may be
reclaimed by calling
Moscow PD at 882-5551

MOTORCYCLE
PARKING
ONLY

$100 FINE

RESERVED

MOSCOW
POLICE
DEPARTMENT

24 HRS / 7 DAYS
$100 FINE

RESERVED

HOUSING
VEHICLES

EXEMPT PLATES ONLY
24 HRS / 7 DAYS
$100 FINE

RESERVED

COLLEGE OF
NATURAL
RESOURCES

→

EXEMPT PLATES ONLY
24 HRS / 7 DAYS
$100 FINE

ADDITIONAL MESSAGE

RESTRICTED

SERVICE
PERMIT
REQUIRED

24 HRS

P
PURPLE
PARKING
PERMIT
REQUIRED

M-F 6 AM - 5 PM
←

P
GOLD/RED
PARKING
PERMIT
REQUIRED

M-F 6 AM - 5 PM
←

NO
PARKING
2 AM - 6 AM

PAY TO
PARK

M-F 6 AM - 9 PM
ENFORCED
YEAR ROUND
←

NO
PARKING
2 AM - 6 AM

NO
PARKING
ANY TIME
←

15
MINUTE
PARKING
24 HOURS
→

RESERVED

FOREST
RESOURCES
VEHICLES
←

EXEMPT PLATES ONLY
24 HRS / 7 DAYS
$100 FINE

NO
PARKING
ANY TIME
→

RESERVED

HOUSING
VEHICLES
←

EXEMPT PLATES ONLY
24 HRS / 7 DAYS
$100 FINE

NO
PARKING
ANY TIME
→

PARKING IDENTITY (PK1)

Description

Painted aluminum or steel post with single-sided removable face(s).

Function

Indicates parking regulations applicable to a single space or a row of adjacent spaces.

Location Guidelines

Locate behind the curb in earth where possible (either in a border strip or beyond a sidewalk). Where locating in pavement is required, locate closest edge 6" from face of curb.

For individual spaces, center sign face in space. For a range of spaces, align post with pavement striping.

VISITOR
PERMIT
REQUIRED
MON-FRI
6 AM – 5 PM

NO
PARKING
ANY TIME

Unauthorized vehicles not displaying distinguishing license plates or placards for the disabled will be towed at owners expense.

Vehicles may be reclaimed by calling Moscow PD at 882-5551

PURPLE
PARKING
PERMIT
REQUIRED
M-F 6 AM – 5 PM

PAY TO
PARK
M-F 6 AM – 4 PM
ENFORCED
YEAR ROUND
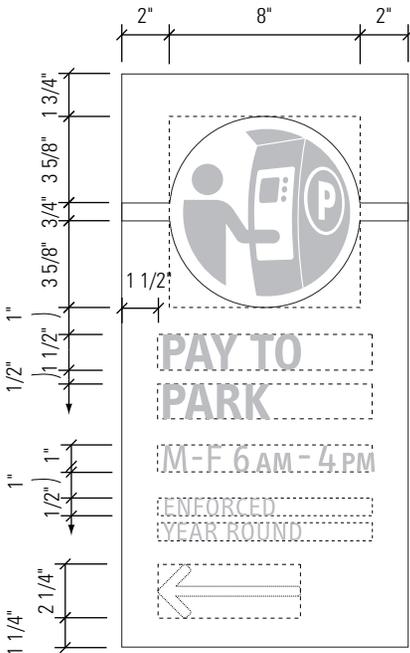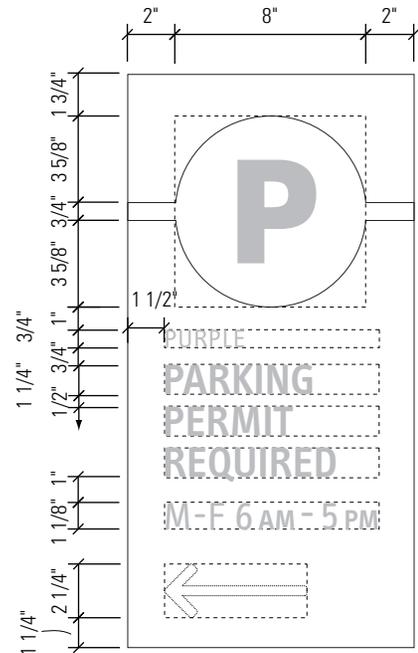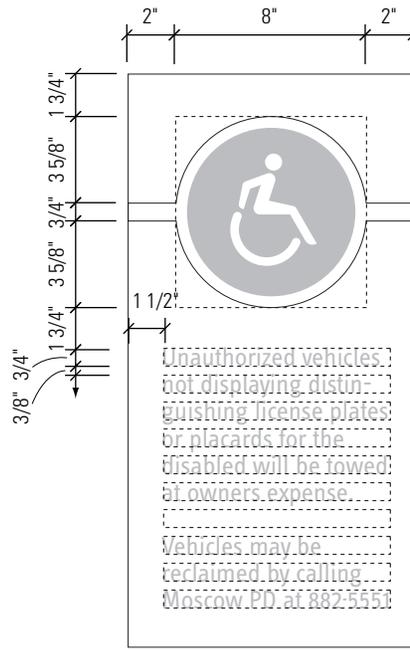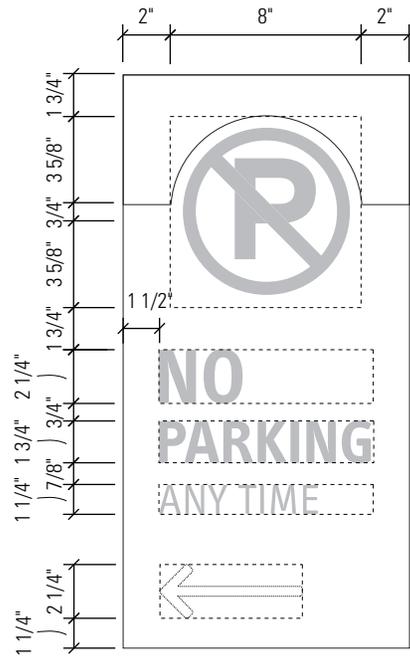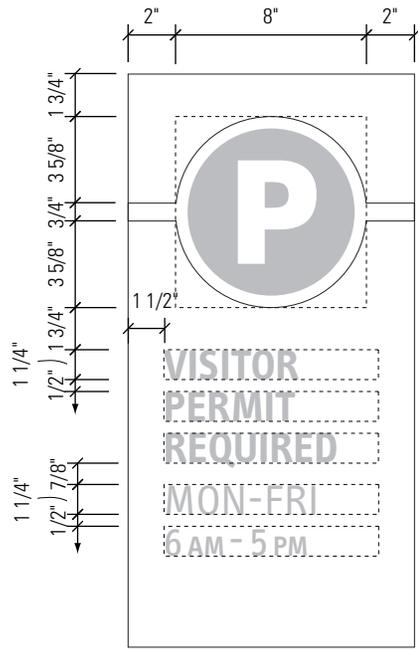
① **Detail: Graphic Faces (24-inch full panel)**
Scale: 1 1/2″ = 1'-0"

2"   8"   2"

3/4"
3 5/8"
3/4"
3 5/8"
1 3/4"
1/2"
1 1/4"
1 1/2"

MOTORCYCLE
PARKING
ONLY

1 1/2"   8 7/8"   1 5/8"

2"
1 3/8"
2 1/4"
1 3/4"
1 1/4"
1/2"
1 1/2"

RESERVED

MOSCOW
POLICE
DEPARTMENT

2 1/4"
1 1/4"

1 1/2"   9 3/8"   1 1/8"

2 1/4"
2 1/4"
2 1/4"
1 3/4"
1 1/4"
1/2"
1 1/2"

RESTRICTED

SERVICE
PERMIT
REQUIRED

2 1/4"
1 1/4"
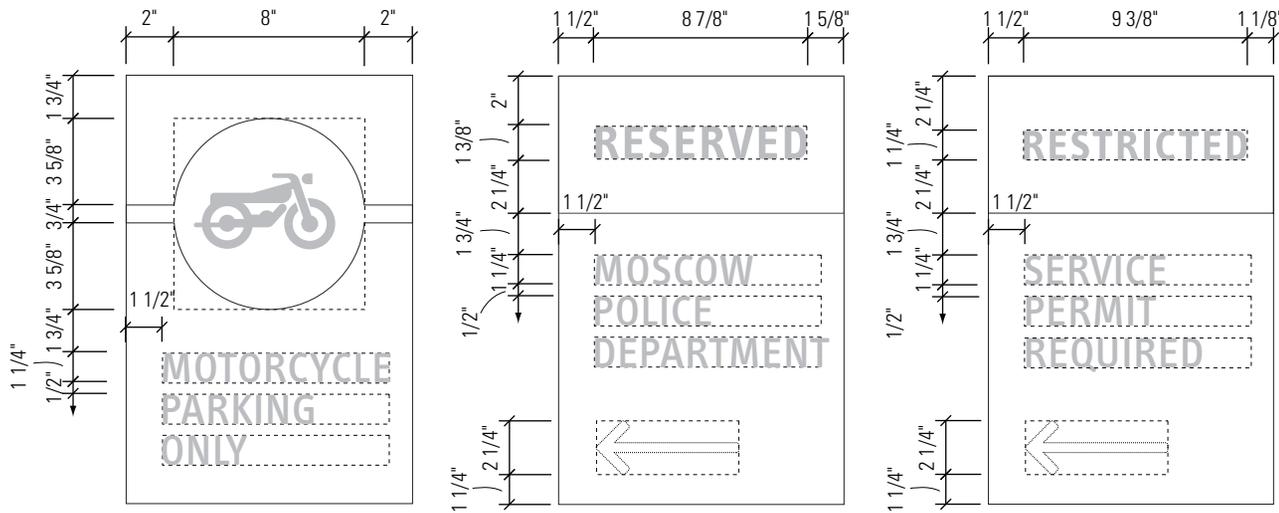
② **Detail: Graphic Faces (18-inch upper panel)**
Scale: 1 1/2″ = 1′-0″

1 1/2"

1 1/4"
1 1/8"

$100 FINE

1 1/2"

1 1/8"
1"
7/8"
1 1/4"

24 HRS / 7 DAYS
$100 FINE

1 1/2"

1 1/8"
3/4"
1/4"
3/4"
7/8"
1"

EXEMPT PLATES ONLY
24 HRS / 7 DAYS
$100 FINE

1 1/2"   3"   1 3/8"

1 1/2"
3"
1 1/2"

1"
1"
1 1/2"

(R) NO
PARKING
2 AM – 6 AM
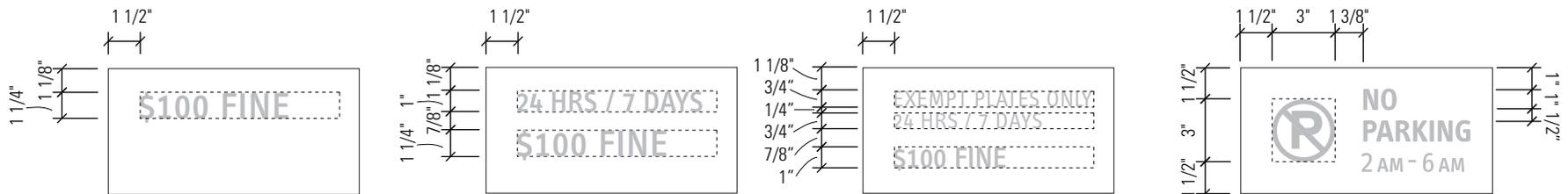
③ **Detail: Graphic Faces (6-inch lower panel)**
Scale: 1 1/2″ = 1′-0″

1'-4"

4"

1 PK2: Plan View
Scale: 1/2" = 1'-0"

1'-4"

P

GOLD/RED/BLUE/
RESIDENTIAL

**PARKING
PERMIT
REQUIRED**

MON-FRI
6 AM – 5 PM

NO PARKING
2 AM – 6 AM

LOT 1

6'-7"

9"

1'-10"

7"

4"
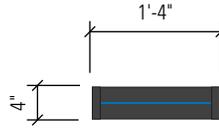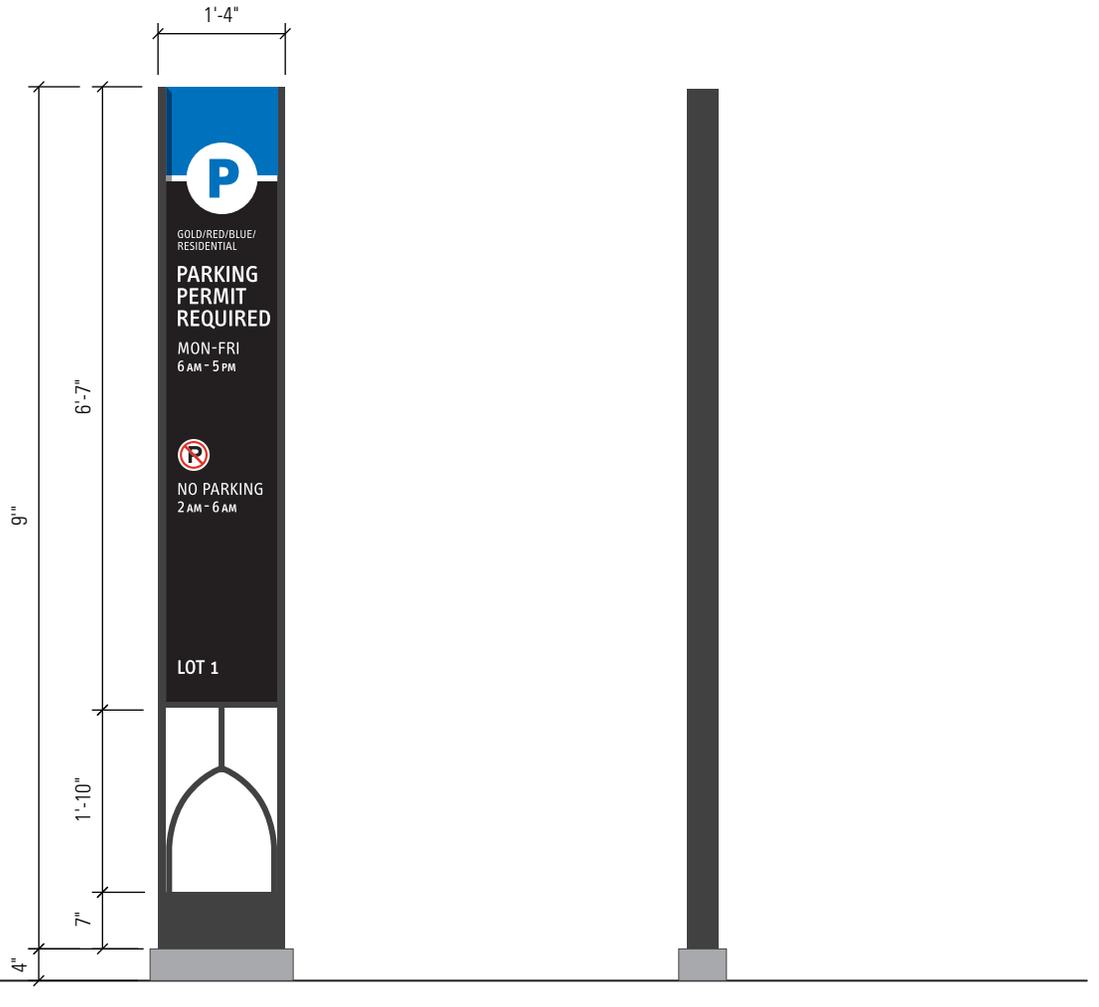
2 PK2: Elevation
Scale: 1/2" = 1'-0"

4 PK2: Side View
Scale: 1/2" = 1'-0"

P PURPLE

PARKING
PERMIT
REQUIRED

MON-FRI
6 AM – 5 PM

OVERNIGHT
PARKING
PERMITTED

LOT 2

P GOLD

PARKING
PERMIT
REQUIRED

MON-FRI
6 AM – 5 PM

ENFORCED
YEAR ROUND

NO PARKING
2 AM – 6 AM

LOT 4

P SILVER

PARKING
PERMIT
REQUIRED

MON-FRI
6 AM – 5 PM

OVERNIGHT
PARKING
PERMITTED

LOT 5

P GOLD/RED

PARKING
PERMIT
REQUIRED

MON-FRI
6 AM – 5 PM

NO PARKING
2 AM – 6 AM

LOT 6

P GOLD/RED/BLUE/
RESIDENTIAL

PARKING
PERMIT
REQUIRED

MON-FRI
6 AM – 5 PM

NO PARKING
2 AM – 6 AM

LOT 1

PAY TO
PARK

MON-FRI
6 AM – 4 PM

ENFORCED
YEAR ROUND

NO PARKING
2 AM – 6 AM

LOT 18

PARKING IDENTITY (SURFACE LOT PARKING, PK2)

Description

Painted aluminum or steel framework with single-sided removable face.

Function

Indicates parking regulations applicable to an entire parking lot.

Location Guidelines

Locate to the right of the travel lane at each lot entrance. May be surrounded by low planting.

P

GOLD/RED/BLUE/
RESIDENTIAL

**PARKING
PERMIT
REQUIRED**

MON-FRI
6 AM - 5 PM

NO PARKING
2 AM - 6 AM

LOT 1

Detail 1:

1 1/2" 11 1/4" 1 1/4"

7"

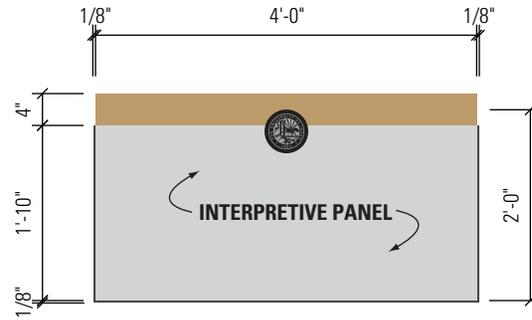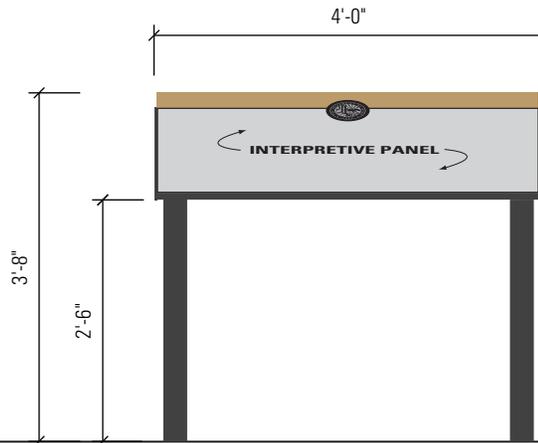4 1/8"

3/4"

4 1/8"

2"

2"

P

GOLD/RED/BLUE/
RESIDENTIAL

1 1/2"
1"

**PARKING
PERMIT
REQUIRED**

2 3/4"
2"

MON–FRI
6 AM – 5 PM

2 1/8"
1 1/2"

ENFORCED
YEAR ROUND

1 1/2"
1"

2"

R

1 1/2" 4"

NO PARKING
2 AM – 6 AM

2 1/8"
1 1/2"

2'-9"

3 1/2" 1 3/4"

LOT 1

1 **Detail: Graphic Face**
Scale: 1″ = 1'-0"

Detail 2:

1 1/2" 11 1/4" 1 1/4"

7"

4 1/8"

3/4"

4 1/8"

2"

2"

P

GOLD/RED/BLUE/
RESIDENTIAL

1 1/2"
1"

**PARKING
PERMIT
REQUIRED**

2 3/4"
2"

MON–FRI
6 AM – 5 PM

2 1/8"
1 1/2"

ENFORCED
YEAR ROUND

1 1/2"
1"

OVERNIGHT
PARKING
PERMITTED

2"
1 1/2"

2'-9"

3 1/2" 1 3/4"

LOT 1

2 **Detail: Graphic Face**
Scale: 1″ = 1'-0"

1/8"   4'-0"   1/8"

4"

1'-10"

INTERPRETIVE PANEL

2'-0"

1/8"

① IN: Detail: Graphic Layout
Scale: 1/2″ = 1'-0"

4'-0"

3'-8"

2'-6"

INTERPRETIVE PANEL

1'-10"   4"
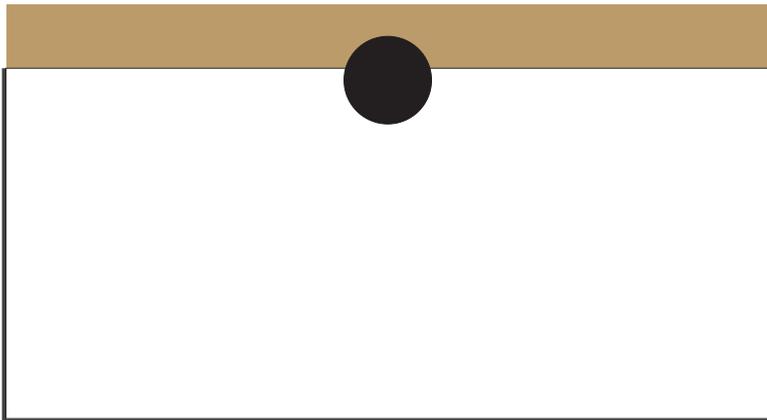
120°

② IN: Elevation
Scale: 1/2″ = 1'-0"

③ IN: Side View
Scale: 1/2″ = 1'-0"

Detail: Solid DHPL Panel Cut to Custom Shape
3
Scale: 1″ = 1'-0"

Section
4
Scale: 1″ = 1'-0"

Detail: Reverse Pan with Graphic Wrap & Attached Seal Disc
5
Scale: 1″ = 1'-0"

Section
6
Scale: 1″ = 1'-0"

INTERPRETIVE (IN)

Description

Painted aluminum or steel frame with gothic arch detail and single-sided interpretive panel set at a 30° angle. Panel may be a digitally printed vinyl wrapped around a rigid substrate (for 1-3 year lifespan), or a digital high pressure laminate panel (for up to 15 year lifespan).

Function

May be used to graphically communicate University of Idaho physical history, social history, outreach efforts, sustainability initiatives, etc. at any appropriate location on campus (for example, along Hello Walk)

Location Guidelines

Locate parallel to a pedestrian path, either on a separate foundation butting against the paved surface or mounted within the paved surface if doing so would not restrict accessibility.

6.0 DESIGN GUIDELINES: EXTENSION SITES

Signs for extension sites are developed from the same graphic vocabulary as the rest of the sign family, but are adapted to address the functional needs of sites found throughout the state. The individual signs exhibited in this section are intended to be used as a kit of parts: selectively combined as needed to effectively identify any given site and its specific conditions.

10"

1 EX1: Plan View
Scale: 1/2″ = 1'-0"

2"   8'-0"   2"

10"

University *of* **Idaho**

CALDWELL COMPLEX

Research & Extension Center
District II Extension Office
Business & Technology Incubator
Food Technology Center

7'-1"

6'-3"

2 EX1: Elevation
Scale: 1/2″ = 1'-0"

3 EX1: Side View
Scale: 1/2″ = 1'-0"

Ada County

Caine Vet

Caldwell

Parker Farm

Kambitsh

Parma

Example sites for which EX.01 is appropriate

EXTENSION CAMPUS IDENTITY, FREESTANDING (EX.01)

Description

Painted aluminum or steel posts with gold "core" & one or two single-sided removable face panel(s).

Function

Freestanding sign used to identify remote campus facilities while reinforcing a consistent University of Idaho identity throughout the state.

Location Guidelines

To be located at each site entrance, or at another location which provides optimal visibility from the road, set back as required by right-of-way. May be oriented parallel or perpendicular to the path of travel depending on site conditions. May be surrounded by plant material.

6" | 5'-8 1/4" | 1'-0" | 9 3/4"

radius 7 1/2"

2 1/2"
6"

University *of* Idaho

9 1/2"

FACILITY NAME

2 3/4" / 5 3/8" 4"

2 1/2"

Tenant Name
Tenant Name

Tenant Name
Tenant Name

min. 11"

1 **Detail: Graphic Face**
Scale: 1/2″ = 1'-0"

1 EX.02: Plan View
Scale: 1/2" = 1'-0"

1/2" 1'-6" 1/2"

University *of* Idaho

Canyon County Extension
Cooperative Extension System

51 North Street

University *of* Idaho

Cooperative Extension System
Agriculture
4H/Youth Development
Family/Consumer

Canyon County Extension

Education Center

SUITE 110A

2'-7"

3'-9" AG
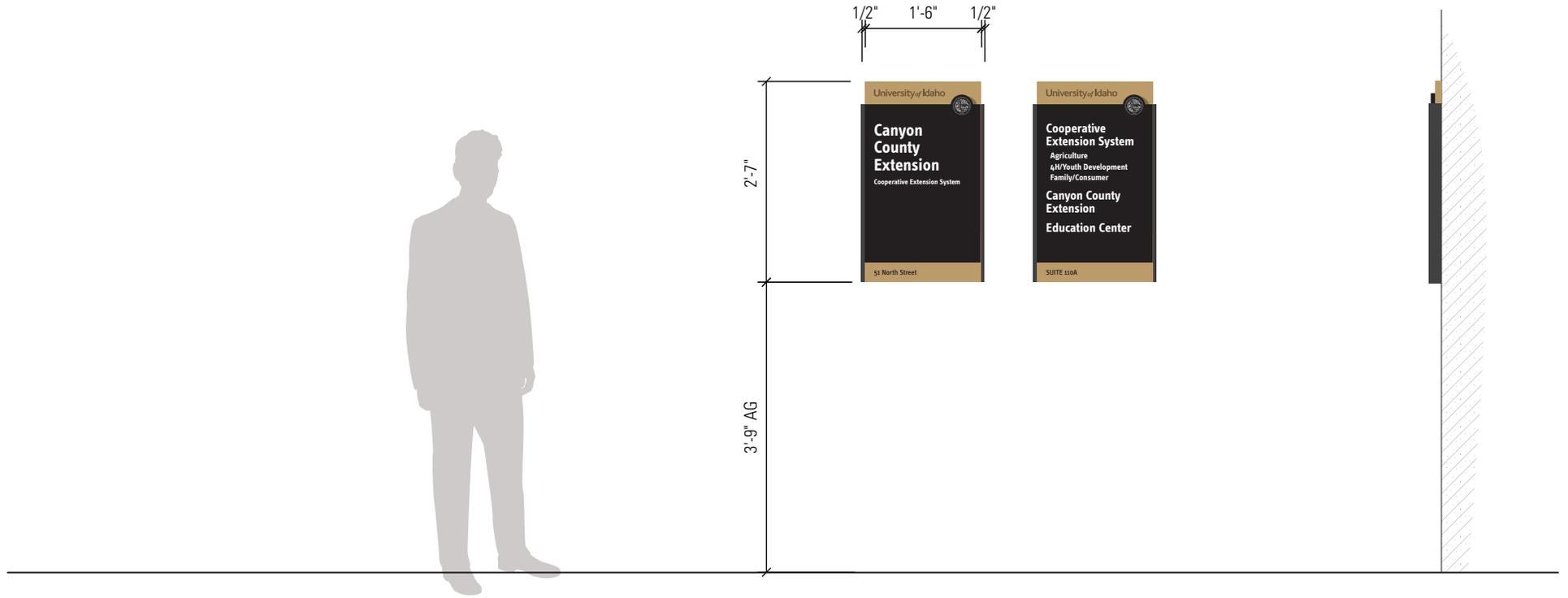
2 EX.02: Elevation
Scale: 1/2" = 1'-0"

3 EX.02: Side View
Scale: 1/2" = 1'-0"

Boise County Extension

Caldwell

Moscow County

Ada County

Example sites for which EX.02 is appropriate

EXTENSION CAMPUS IDENTITY, STOREFRONT (EX.02)

Description

Painted aluminum frame with applied vinyl graphics.

Function

Used to identify facilities by name along with street address or suite number in conditions where the University occupies a room, storefront, or small-scale freestanding building in an urban setting.

Location Guidelines

To be located adjacent to the door at a building or suite entrance.

University *of* **Idaho**

IDAHO WATER CENTER

University of Idaho

Idaho Department of Water Resources

Office of Energy Resources

U.S. Dept. of Agriculture Forest Service, Rocky Mountain Research Station

CH2M HILL

Idaho State University

123 Street Address

① **EX.03: Elevation Primary**
Scale: 1/2" = 1' - 0"

HARBOR CENTER

University *of* **Idaho**

Lewis-Clark S T A T E C O L L E G E

North Idaho College

Idaho State UNIVERSITY

BOISE STATE UNIVERSITY

123 Street Address

② **EX.03: Elevation Alternate**
Scale: 1/2" = 1' - 0"

Boise Water Center

Post Falls

Coeur d'Alene

Example sites for which EX.03 is appropriate

EXTENSION CAMPUS IDENTITY, MONUMENT (EX.03)

Description

Fabricated aluminum monument sign, may be remote or internally illuminated.

Function

Used to identify facilities by name along with street address in conditions where the University acts as landlord and tenant visibility is required. An alternate configuration allows for display of a University of Idaho facility as an equal partner to other tenants while maintaining the general character of the sign program.

Location Guidelines

To be located for maximum vehicular visibility on a case-by-case basis. Surrounding landscaping should be composed to complement both sign and site conditions.

University *of* **Idaho**

ADA COUNTY EXTENSION SYSTEM

1 **EX4: Elevation (Vertical configuration)**
Not to scale

University *of* **Idaho**   ADA COUNTY EXTENSION SYSTEM

2 **EX4: Elevation (Horizontal configuration)**
Not to scale

Caine Vet

Coeur d'Alene

Ada County

Example sites for which EX.04 is appropriate

EXTENSION CAMPUS IDENTITY, BUILDING MOUNTED (EX.04)

Description

Fabricated aluminum pan sign, painted or applied vinyl graphics. Both horizontal and vertical configurations are available. Signs may be scaled as appropriate to suit the building on which they are located, and dimensions may be modified slightly to fit existing sign frameworks as needed.

Function

Building mounted signs used to identify remote campus facilities while reinforcing a consistent University of Idaho identity throughout the state.

7.0 IMPLEMENTATION

7.1 FUTURE PHASING

Future phases may be implemented as funds become available and may follow either of the following strategies:

Strategy 1: Geographic Emphasis

An area of campus may be selected for implementation of every relevant sign type within a specific geographic boundary. This approach allows for a complete application of the sign standard and may also allow for budgeting as part of a greater capital project.

Strategy 2: Complete Sign Type Implementation

Signs may also be implemented one sign type at a time; for instance, all street signs, all parking signs, or all building identification signs. This approach creates an opportunity for cost savings through mass production of a single sign type in large quantity.

7.2 MAXIMUM IMPACT

In order to have the maximum positive impact on the user experience at the University of Idaho, as well as the maximum positive impact on the campus landscape, it is recommended that the following sign types be given priority attention for early implementation:

- Vehicular wayfinding, specifically to parking for visitor information
- Pedestrian wayfinding signs
- Parking regulatory signs

7.3 MAINTENANCE

Signs in the program are designed to balance the need for longevity with the need for easy updating, and must be monitored regularly to keep information current and to replace worn components. Establishing a routine maintenance procedure will protect the University's investment in the signs and extend their usable life.

Sign Database

A sign database should be established to track individual sign messages, location, and maintenance history. Each sign should be identified with a unique control number or barcode applied to the back of the sign face, or to another discreet location, to facilitate this tracking.

Annual Maintenance

- Evaluate maps to ensure they are current, and to check for fading or other damage. Campus maps are printed on vinyl for ease of updating, and have a limited lifespan consistent with their relative low cost, so should be replaced if necessary.
- Check all painted signs and applied vinyl text for damage and touch up/repair as necessary.
- Wash all signs in the spring, particularly those in contact with the ground, to remove winter grime and salt.

5-Year Maintenance

- Evaluate painted signs for potential refurbishment. Even architectural finishes with an expected 20-year lifespan are subject to some fading due to UV exposure, which in the case of signage may have an adverse impact on legibility. Individual message panels which require replacement should be removed, with the used panels refurbished for use elsewhere.
- Evaluate vinyl text for potential replacement. Vinyl text may be removed with a solvent and replaced, provided the surrounding paint finish has not faded.
- Signs which do not require maintenance at the 5-year checkup should be reinspected every other year thereafter.

8.0 REFERENCE

8.1 GLOSSARY OF TERMS USED IN THIS REPORT:

ADA

The Americans with Disabilities Act (ADA) Amendments Act of 2008 was signed into law on September 25, 2008 and became effective January 1, 2009.

Banner

Traditionally, a sign made of fabric, plastic, or other nonrigid material which has no enclosing framework and is designed to be temporary or changeable. May also be used in the sense of a more permanent, rigid sign installed in place of a banner.

Decision Point

A point in the wayfinding process where paths to various destinations diverge, or environmental conditions imply diverging paths. Typically decision points are a good location for directional or trailblazer signs.

Directional

A sign providing information to guide the user to any of several destinations, typically by means of arrows.

Font

A specific style and group of letterforms consisting of one complete set of letters, numerals, symbols, and punctuation used for composing written communications in a given typeface.

Gateway

Typically a sign, architectural element, landscape element, or combination thereof located at an entry point, intended to create a sense of arrival or transition in addition to identification.

IDT

Idaho Department of Transportation

Legibility

The quality of a sign's typefaces that allows letterforms to be easily read and deciphered.

M.U.T.C.D.

Manual on Uniform Traffic Control Devices, available from the US Department of Transportation. It defines highway sign standards and traffic control graphics.

Sign Code

A sign code may be part of a government body's land use planning regulations, or it may be a separate document designed to interact with other land use codes. As part of the police powers granted to local governments, a sign code normally seeks to promote the health, safety, and welfare of the public. Sign codes may regulate size, placement, illumination, structure and aesthetics of sign content and design.

Trailblazer

An individual sign used in repetition to create a "trail of bread crumbs" from an outlying starting point, such as a highway exit, to a final destination.

Wayfinding

The process of using spatial and environmental information to navigate in the built environment to a desired destination. Arrival at a destination represents merely conclusion of the wayfinding process. Arrival at a destination *with ease* represents a successful wayfinding process.

8.2 REFERENCED SOURCES

Manual on Uniform Traffic Control Devices

U.S. Department of Transportation (2002)

Long Range Campus Development Plan

University of Idaho (2000 update)

Brand Resource Guide Version 1.0

University of Idaho (2008)