

OVERVIEW

Purpose

The purpose of the Humboldt State University Sign Master plan is to establish a comprehensive identification and wayfinding system for the Humboldt campus. The plan is a framework which will reinforce Humboldt's sustainable identity and encourage its consistent use in order to create a "sense of place" apparent from the campus interior and perimeter.

Project Goals

- reinforce the Humboldt State University identity and campus experience to foster and strengthen a positive perception of the university
- create strong campus identity at perimeter and edges
- establish a "safe haven"
- improve campus wayfinding system by establishing consistent signage (style, typography, color, scale, materials)
- enhance the visitor experience with key placement of direction signs
- use appropriate scale and sign location to maximize identity and legibility
- establish a consistent hierarchy of sign types and messages
- design a flexible system to facilitate maintenance, repair, reprogramming, replacement, etc.
- design all signage to meet all local, state, and national codes

Process

I. Analysis

- site visits to Humboldt campus
- photodocument all signs and existing interior and exterior wayfinding
- provide circulation and location plans

III. Recommendations

- illustrate key sign types
- propose implementation phases

III. Design

- propose initial design directions that show (3) options in style
- establish look for overall sign system using approved design direction
- provide design guidelines for future implementation

Client:

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UNIVERSITY**

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DESIGN PRINCIPLES

Design Principles

The following design principles are to be used when designing identification and wayfinding elements for the Humboldt State University campus.

I. Provide a distinctive sense of arrival that is unique to Humboldt

- freeways
- airport
- periphery edges and corners
- entry gates
- path of circulation
- building identification

II. Reinforce vehicular and pedestrian wayfinding paths throughout the Humboldt campus

- directories
- directional signs
- accessibility

III. Enhance the sense of place unique to Humboldt campus

- historic reference
- interpretive elements
- landmarks

IV. Establish innovative and practical design guidelines

- appropriately unique
- flexible/adaptable
- cost effective
- durable/vandal resistant
- low maintenance

V. Comply with fire & safety codes

- building names
- street names and number system
- periphery identity

Target Audience

The Humboldt campus has a variety of uses from donors to first time visitors, including over 8100 combined faculty, staff and students.

I. New Students, Recruits & Parents

- unfamiliar with campus
- sense of pride
- need clear direction at decision points (day and night)
- need clear identification at destination (day and night)

II. Faculty/Staff & Students

- most familiar with campus
- know the "shortcuts"
- sense of pride
- use of common building names and codes

III. Donors

- require prominent recognition
- require official building name on building
- sense of pride

IV. General Public/Visitors

- perceive HSU from the perimeter
- unfamiliar with campus
- need clear direction at decision points (day and night)
- need clear identification at destination (day and night)

V. Media

- media market

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