KENT STATE UNIVERSITY

Campus Vehicular Wayfinding Signage

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Introduction:
This packet represents the implementation of new campus wayfinding signage for Kent State University. The new signage will help visitors and guests to campus navigate and find their destination more easily. We have included a mock-up of all the signs. This will enable groups on campus and outside event planners to order and purchase temporary signs that are to be inserted into the bottom portion of the sign. This area is indicated on the signs by the area in yellow with the words “Insert Copy by Others”. We welcome comments regarding the signs and hope that system will better serve the university community and our visitors.

Background:
After spending some time reviewing the previous signs and their shortcomings, it was apparent that the new way finding should be completely reevaluated and designed. Some of the shortcomings of the previous system were lack of consistency in verbiage, too much verbiage on individual signs, letter height and style and routes being “lost” prior to the final destination.

A committee was assembled with a broad base of involvement in University and City activities. This was done in an effort to be able to see the goals and needs of the signs from as many different viewpoints as possible. The committee was comprised of:

Thomas Euclide, Facilities, Planning and Operations for overall project steering
Michael Bruder, Office of the University Architect for overall campus planning and long term goals
Brian Feeley, Office of the University Architect for project bidding and management
Ramona Stamm, University Communications and Marketing for consistency with KSU’s message and naming conventions
Diane Sperko, Design Solutions (KSU Library) for design input and assistance with future special event signage coordination
David Middleton, Professor, School of Visual Communication Design for his environmental graphic design experience and expertise, as well as student involvement in other related projects and research
Mark Ledoux, Admissions, to help the committee understand the primary destinations of potential students and their families
Jon Giaquinto, City of Kent Department of Engineering to closely coordinate our efforts with the city’s effort at improved aesthetics for signage and better traffic flow

The group spent some time defining some guiding principles and goals for the wayfinding. The primary objectives were to

a. Recognize that there are two primary ways into campus for most visitors: from the south to Route 261 and Campus Center Drive and from the north to the corner of Lincoln and Main Street.
b. Provide signage that defines major destinations from farther locations and becomes more detailed as the destinations are nearer.
c. Ensure that all destinations are consistently identified and do not "disappear" from a route prior to reaching the destination.
d. Limit each sign to eight lines of text which is a guideline from the Society for Environmental Graphic Designers (SEGD) based on viewer's abilities to read signs while moving.
e. Improve legibility of the text to comply with ADA guidelines.
f. Identify the intended, primary audience for the signs. In general, the signs favor the following users, first time visitors to the campus for admissions and visitors for special events (graduation, athletic events, conferences, large performances and museums/destinations with consistently large audiences).
g. Recognize that we cannot identify every building or location on all signs. SEGD has an anecdotal rule which is the "80/80" rule, meaning that signs can really only be expected to get 80% of the people to 80% of the destinations.
h. Provide for flexibility and consistency for temporary and special event needs (some of which repeat annually such as Destination Kent State and Residence Hall move-in/move-out). This was achieved through a "slot" in the lower section of each sign.
i. Other than "Admissions" (to ensure our most critical audience finds their way), no other individual departments are listed on the signs. The group agreed that destinations should be identified by buildings only.
j. These signs are intended for visitors in cars, not necessarily pedestrians.
k. Ensure that all KSU buildings have a building identification sign (and some with multiple signs to cover each main entrance).

With these ideas in mind, the committee reviewed every location of each sign to determine if it was effectively located. If not, a new location was proposed. Some locations were deemed unnecessary or redundant. Other locations had been omitted from the previous installation. As each location was agreed upon, the group literally reviewed every line of every sign to propose the most appropriate destinations for that particular location. This process was often challenging as we felt it was important for the signs not to get "too crowded" with text. In the end, the final solution is very effective and successful. It is recognized that some signs are arguably imperfect but utilizing a large committee in this instance did ensure that nearly all options were carefully considered.

There will likely be some departments or destinations that would like to be included on the permanent signage. In general, this should be discouraged for consistency of the policy and

to prevent overly filled signs. There are two options available to these departments and groups to assist them in providing easy wayfinding to their locations.

1. Temporary signage in the slot provided on each sign. The Office of the University Architect is working with Design Solutions in the library to publish a map showing the numbered locations of each sign and the corresponding text on each sign. The intent is that for special events (move-in, conferences, fund drives) a department can order inexpensive temporary signs through Design Solutions for any location. These signs can be reused for annual events.

2. Street Addresses for buildings have been assigned. This new system mimics the typical street address system used in the City of Kent. These addresses are being uploaded to national databases and should be available to on-line mapping websites and GPS units soon helping visitors navigate.

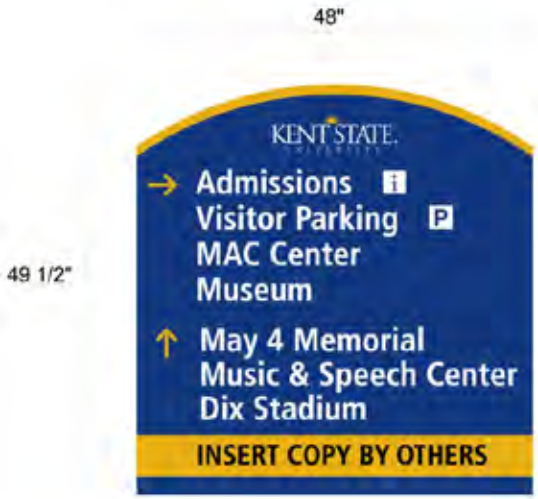
While not available yet, the Office of the University Architect has been working with Professor David Middleton and several students from the School of Visual Communication Design to develop a pedestrian scaled map and corresponding signage plan for the more interior locations on campus. The goal is to have a printed map that matches the posted pedestrian signs for ease of use. I anticipate having these proposals ready for review by the administration in the next several months.

Our hope for this project was to ensure that KSU visitors are able to find their way to campus and around campus with comfortable ease. We look forward to the final installations, first use of the temporary slots and comments from the administration and University community.

To order temporary signs, please contact:
Michael Lanese
ARC/eBlueprint, *Consultant*
1915 West Market Street
Akron, Ohio 44313
Cell 330.697.5494
Fax 330.865.4800
email: mlanese@eblueprint.com
www.eBlueprint.com | www.e-arc.com

Sign #1

Sign #2



Sign #1a

Sign #3

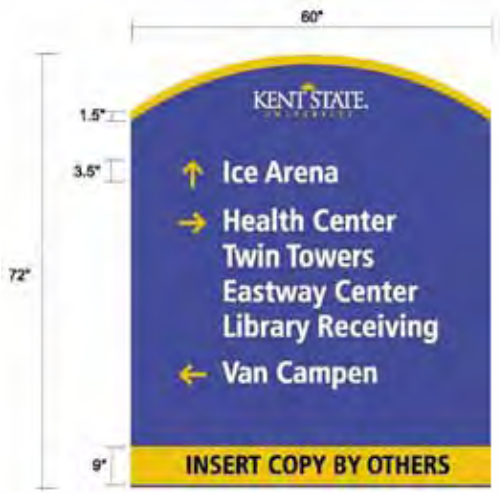
Sign #4

Sign #6

Sign #5

Sign #7

Sign #8



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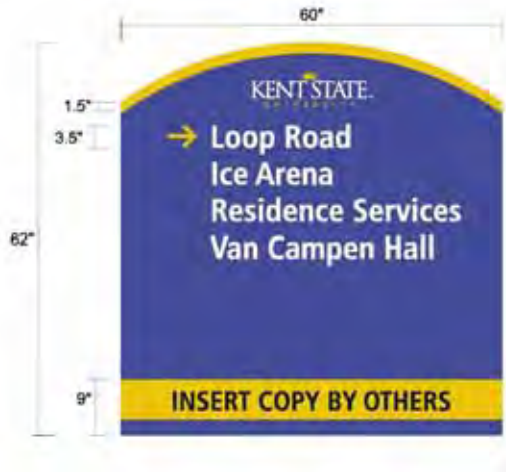

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Sign #11

Sign #12 (omitted)

Sign #13

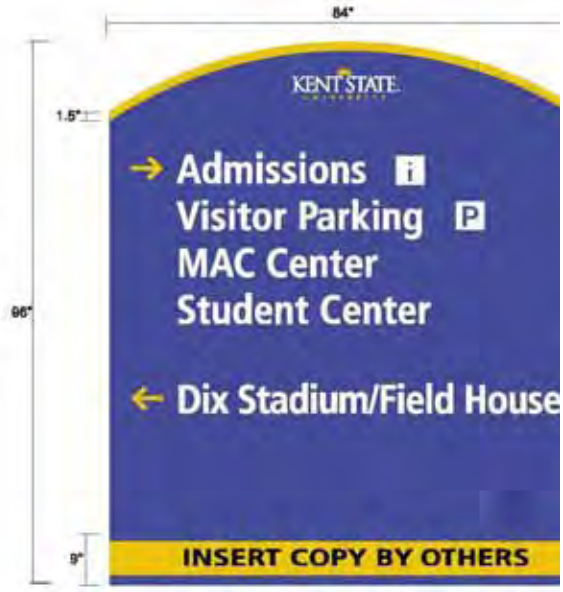
Sign #15

Sign #14

Sign #16

Sign #17

Sign #19



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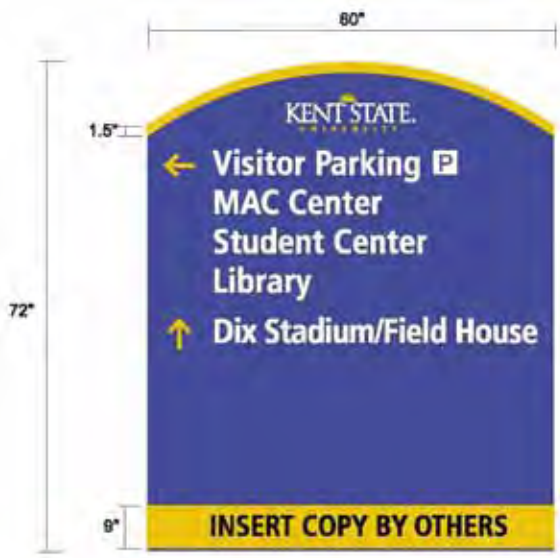
Sign #20

Sign #21

Sign #23

Sign #22

Sign #24



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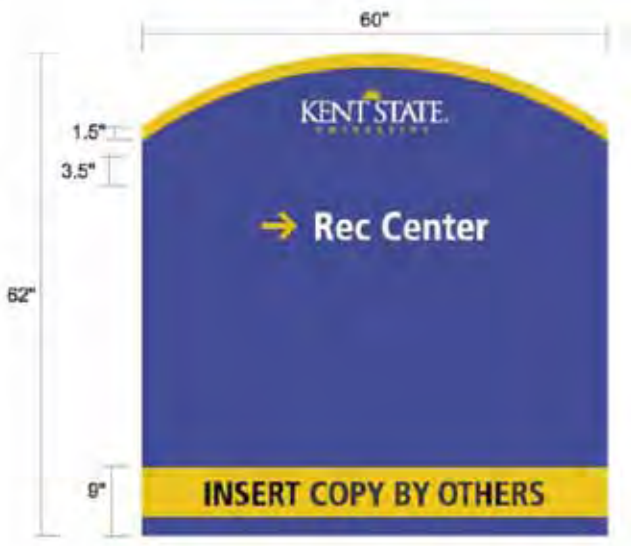

Sign#28

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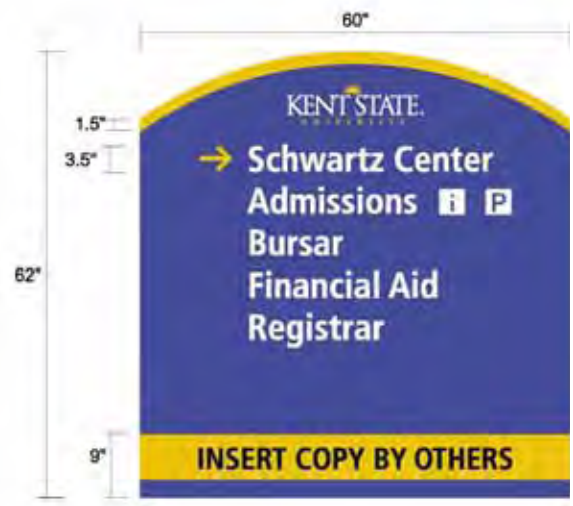
Sign #27

Sign #29



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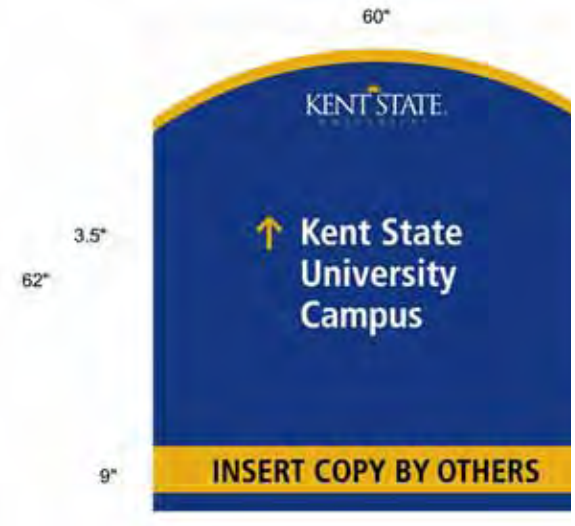
Sign #34

Sign #31 (Omitted)

Sign #32 (Omitted)

Sign #33

Sign #35



Sign #36

Sign #38

Sign #37

Sign #39

Sign #40

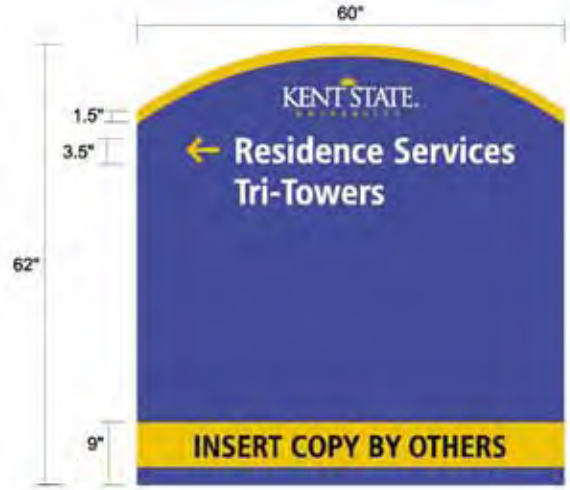
Sign #42

Sign #41

Sign #43

Sign #44a

Sign #45a



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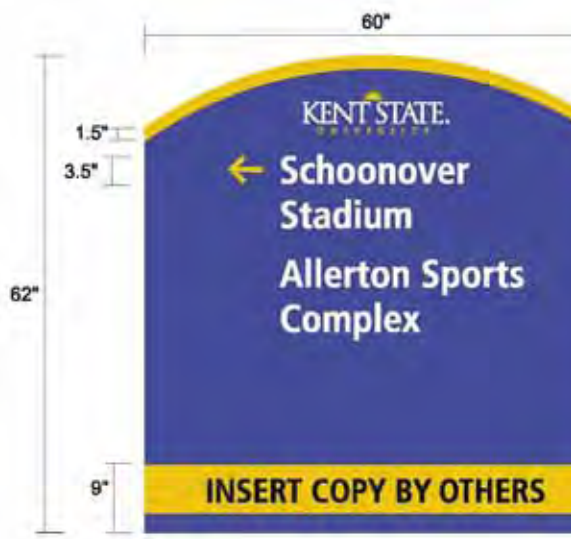

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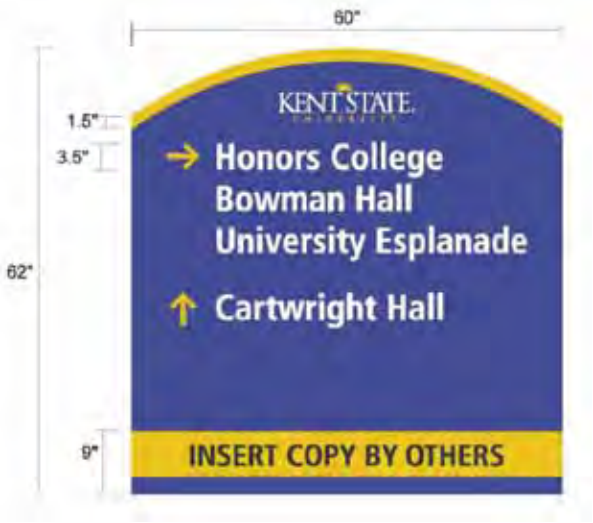


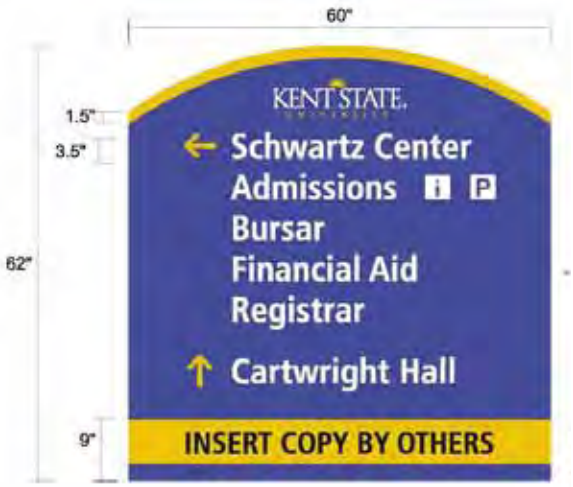
Sign #47

Sign #46b

Sign #48

Sign #49

Sign #51



Sign #50

Sign #52

Sign #53 (Omitted)

Sign #54

Sign #56

Sign #55

Sign #57