To finish the moment, to find the journey’s end in every step of the road, to live the greatest number of good hours, is wisdom.

RALPH WALDO EMERSON
Signage and Wayfinding are essential to creating a cohesive and navigable campus environment. Although these terms are used interchangeably, they are, in fact, distinct. Signage helps people find their way through an environment, whereas wayfinding is more diverse and includes elements like clearly-defined pathways, prominent landmarks, locator maps, and printed guide pamphlets. While wayfinding solutions are discussed throughout the entire LRDP, this chapter primarily suggests recommendations for a cohesive and visually-unified signage system to successfully orient people to and on the campus.
Primary Goals
An overall signage and wayfinding program will not only visually knit the UW campus together, it will also assist residents and visitors in finding their way in and around the campus with convenience and ease. The goals for the signage and wayfinding concepts rely on three main principles, which will provide clear direction for all future signage and wayfinding efforts.

1. Promote a distinctive identity and unified character on campus
One of the primary goals for the campus’ signage and wayfinding package is to establish cohesive signage and gateway elements, including consistent material and color palettes. Encouraging coherent material and color palettes that reflect the UW vernacular – such as sandstone rock and a range of brown tones – will create a family resemblance among the various signs, and will establish a strong visual character for the campus and its districts.
2. Establish a coherent signage and gateway hierarchy to navigate to and through campus

A key element in an effective signage and gateway program will be identifying suitable on- and off-campus sign locations and determining the appropriate treatment of each of these locations. Creating a signage and gateway hierarchy will help to prioritize pertinent information, to organize and enhance communication and to improve legibility and navigation at both a campus and a regional level. This strategy will also provide users with the navigational cues they need to guide them from one point to the next with ease and efficiency.

3. Provide information about the physical layout and organization of the campus

Developing a signage system that provides orientation, operational and warning information will assist people in locating and directing themselves within the campus environment. In addition to providing a map of the campus’ buildings and open spaces, these signs will also organize and give informational cues about the pedestrian, bicycle, accessibility, transit and parking networks.
Signage Hierarchy
A key step in the creation of a Signage and Wayfinding plan for the UW campus is to establish a signage hierarchy for locations on and off campus. An integrated and coordinated pedestrian and vehicular signage system will provide clear directions and information to pedestrians and drivers, and will contribute to the overall image of the campus. The proposed UW signage program includes the following hierarchical outline for its signage elements:

- Off-Campus (trailblazer) Signage
- Boundary Markers
- On-Campus Directional Signs
- On-Campus Directories
- Building Signage
- Parking Signage
- Shuttle Bus Signage
- Universal Design Signage
- Temporary Signage

OFF-CAMPUS AND PERIPHERY SIGNAGE
The existing off-campus signage referring to UW is not easily recognizable to pedestrians or motorists. A successful off-campus signage system is consistent in its appearance, clear in its demonstration of information, begins beyond the boundaries of the campus and guides visitors from interstate exits through surrounding neighborhoods and to appropriate campus entryways. Directional signs are then strategically placed to offer pedestrian and vehicular traffic quick help at intersections, through parking areas and around multiple building complexes. With these goals in mind, the proposed off-campus signs will employ familiar materials that reflect the campus’ vernacular and display clear, legible information. The suggested off-campus signage package includes the following components:

- Off-Campus Gateways
- Off-Campus Directional Signs
- Campus Monuments
- Campus Entry Markers

Each of the four signage types performs a specific function within the wayfinding system, and all of the signs will make a strong and consistent visual statement that represents the character and image of UW.
The University should work with the City of Laramie and the State of Wyoming to develop a more comprehensive system of gateways and wayfinding signage leading visitors to campus. All modes of travel and major routes should be considered for gateway and directional signage. Visitors should be guided to campus with a hierarchy of strategically placed signage throughout the City of Laramie. The signage could be single purpose or incorporated into existing and future freeway and city-wide wayfinding signage.
Map 6A  **City-Wide Gateway and Wayfinding**

- Off Site Gateway Sign
- Major Campus Gateway
- Vehicular Directional
- City Limits
- Study Area
- UW Property
- Interstate/Freeway
- State Highway
- Major Road
- Proposed Harney Overcrossing
- Local Street
- Minor Road
- Railroad
- Waterbody

*Source: University of Wyoming*
Off-Campus Gateways

Off-campus gateways will be located at the major entrances to the City of Laramie. They will support a strong sense of arrival, and will help people navigate to the campus from major arterial roads and transportation hubs, such as the Laramie Airport and exits along Highway I-80.

These freestanding signs will be constructed as an aluminum panel attached to two posts that rise from the ground. This form will be used throughout the signage package and will contribute to a unified signage hardware system. The signs’ panels will be painted in the University’s two-color palette of brown and gold – making them instantly recognizable to visitors and residents – and the surfaces will contain the ADA-recommended low gloss level finish. It is recommended that The University works with the appropriate jurisdictions to determine the most effective sizes and locations for these signs and to ensure that the sign graphics are adequately sized to promote visibility for fast moving vehicles, both at night and in inclement weather.

Off-Campus Directional Signs

Off-campus directional signs will be located at major intersections throughout the City of Laramie. These signs will be in the same family as the off-campus gateways and will be constructed using the same forms, materials and graphic styling. The off-campus directional signs will orient drivers, bicyclists and pedestrians to major campus destinations, including the various short- and long-term parking areas. With strategically located and informative directional signage, campus users will be able to easily navigate to a convenient parking spot and then walk, bike, or take transit to their final destination.
Gateway Monuments

Gateway monuments will be located at the intersection of public interface streets and major roads (see Chapter 4, Transportation and Parking, for more detail). As one approaches the campus from any of the primary roads, this formal signage element will help to create a true entrance to the University of Wyoming.

These signs will be constructed from local sandstone rock (or a manufactured alternative) and will display the University of Wyoming name in warm brown tones. Depending on their location and context, these stone ledgers will be designed in a linear form or in a “V” shape so that they are visible from two different vehicular approaches. The gateway monuments should be accented with landscaping and should be lit in a way that enhances their appearance and legibility during non-daylight hours.

Campus Entry Markers

Similar to the campus gateway monuments, campus entry markers are stone monuments with a stone cap and square panels that display the University’s logo and/or the Steamboat symbol. These signs, however, will be located along the edges of campus at the intersections of major and minor roads and will mark the vehicular approaches and major pedestrian/bicycle entryways that do not warrant a full gateway monument. A pair of entry markers has already been installed at the campus’ 13th Street entry and in this location, they are lit by fixtures that are mounted directly on the markers. This lighting technique will be the standard for all future entry marker installations.

ON-CAMPUS DIRECTIONAL AND DIRECTORY SIGNS

The on-campus directional signs and directories that are currently installed provide good orientation value to the user, but the overall directional signage system lacks consistency. As a way to organize the campus, to clarify reference points and to improve overall navigation, this on-campus signage package will contain a
The system of campus gateways and wayfinding is recommended as a key component of the LRDP. The general placement of gateway features and signage on the campus should be determined by the proposed circulation typologies and adjacent campus uses. Major and minor gateways mark the edges of campus and vehicular, bicycle, and pedestrian identity and directional signage is located at key intersections and decision points throughout campus.
Map 6B  **Campus Gateway and Wayfinding**

- Gateway Monument
- Entry Marker
- Pedestrian Directory
- Vehicular Directional
- Pedestrian Directional
- Bicycle Directional
- Promenade
- **Transit Route/Mall**
- **Off Campus Shuttle**
- **Existing/Planned Campus Building**
- **Campus Open Space**
- **Major Road**
- **Minor Road**
- **Campus Boundary**

Source: University of Wyoming
common palette of sandstone bases, brown painted aluminum sign panels and white and gold graphics. The individual signs in this system include:

- Vehicular Directional Signs
- Bicycle Directional Signs
- Pedestrian Directional Signs
- Pedestrian Directories

A destination should be included in the overall directional signage system (which includes vehicular, bicycle and pedestrian signage) according to the following prioritized criteria:

- The proximity of the destination or point of interest to the sign
- The importance of the destination to visitors, taking into account the number of visitors each destination will receive

Key destinations, for example, are the Visitor Center; the Admissions and Alumni offices; venues for public lectures, exhibits, galleries, or sporting events; and public amenities such as the bookstore at the Wyoming Union.

**Vehicular Directional Signs**

Vehicular directional signs provide the information needed to guide motorists to and around campus in a safe and efficient manner. These signs will be located at major gateways and at major intersections on or near campus, will be clearly visible to motorists and pedestrians and will display information that is easy to understand and can be read quickly. The size of sign text should be appropriate to the motorist’s speed approaching the sign and the distance from which the motorist will likely be viewing the sign.

Vehicular directional signs will be designed with stone bases made from the same sandstone materials as the gateway monuments and will support a series of four foot wide by eight foot tall directional panels. The double-sided panels will contain changeable word bar systems that allow for quick and easy changes in infor-
Each removable word bar will list a campus building, destination, or parking area and will show a directional arrow to lead motorists in the right direction. Where it is appropriate, the new directional signs will take a cue from the existing directional signs and will list the larger area in which the signs and/or destinations are located.

The directional signs will also display the universal ADA symbol to specify whether or not a building contains ADA parking spaces adjacent to it. In order to accommodate vehicular traffic, these signs will contain large type that is clearly visible from further distances. Additionally and where it is possible, directional signs should be lit using a combination of proximal overhead lighting, up-lighting and fixtures that are mounted directly on the signs.

Finally, because directional signage is linked, it is important to provide sequential line-of-sight connections, especially if a change in direction is required to reach a destination.

**Bicycle Directional Signage**

The purpose of incorporating bicycle directional signage into the campus signage and wayfinding program is to inform cyclists about significant destinations on or along the route they are traveling. Standardizing these bicycle signs will help a cyclist immediately recognize them as specific navigational aids, even if they are encountering them for the first time.

Bicycle directional signage will be located at the intersections of major pathways and then every ¼ mile along the promenades and other designated bikeways. They build on the success of the existing UW signage and are designed using solid stone or stone clad bases that support a single post and a painted aluminum, double-sided sign. (A less expensive option would be to pour a concrete base that measures six to eight inches above the ground.) The signs’ panels will feature a symbol of a bicyclist and will list the distances and biking times to campus buildings and significant outdoor spaces, such as Prexy’s Pasture.
The same signs will also be used to indicate the recommended dismount zones in areas with high pedestrian traffic volumes.

**Pedestrian Directional Signs**

Freestanding pedestrian directional signs will be located at the intersections of promenades, walks and malls. Signs along promenades and malls should be three feet wide by six feet tall and should be built on stone bases. They will include painted aluminum, changeable word bars and the UW logo in the top left hand corner. Each directional panel will list a campus building or destination in white type and will provide a white directional arrow to point pedestrians in the correct direction. New pedestrian directional signs along walks should be at least two and a half feet wide and four feet tall and should have the same form as the larger signs that are used for promenades and malls.

Where it is possible, directional signs should be lit with some combination of proximal overhead lighting, up-lighting or fixtures that are mounted directly on the signs. Finally, because some vehicular and pedestrian directional signs already exist on campus, it is recommended that the University update them with a sandstone cladding on the base.

**Pedestrian Directory**

Pedestrian directories are meant to aid pedestrians in navigating their way across campus. These ground mounted signs will be located at or near parking areas and in major open spaces and will be designed using solid sandstone or sandstone clad bases that support two panels, one for the UW logo and one for a campus map. In addition, a graphic image of Steamboat, the cowboy riding the bucking horse, may be placed just below the campus map. The campus map will identify the locations of all University buildings, open spaces, streets, pathways, accessible routes and entries, bus stops and parking lots and will contain a “You Are Here” indicator. Maps should be oriented in the direction of viewing for ease of wayfinding.

Where it is possible, pedestrian directories should also be lit with some combination of proximal overhead lighting, up-lighting or fixtures that are mounted directly on the signs. As with the other
existing signs, it is recommended that the University update them with sandstone cladding on their bases.

BUILDING SIGNAGE

The current UW building signage is fairly inconsistent, reflecting different construction periods, both formal and informal design standards and varied stylistic preferences. As with the other signs across campus, a building sign hierarchy that uses a common palette of colors, materials and graphics will create a unified standard for building identification. Existing signs that are historic in nature – both stand alone signs and ones that are integrated into buildings – will be retained and supplemented where possible. The building signage package includes the following two signage types:

- Building Identity Signs
- Building Directories

Building Identity Sign

Building identity signs will be located at the entrances to all primary buildings and are designed for both pedestrian and vehicular traffic. These signs will resemble the vehicular directional signs, where a stone base supports a single, one- or two-sided sign that displays the UW logo, the building’s name and the universal ADA symbol for buildings that have accessible parking spaces. Like the directional signage, there may be a watermarked image of UW’s Steamboat set behind the sign’s bold white text. Building identity signs along vehicular and transit circulation routes will measure approximately three feet wide by six feet tall so that they are clearly visible from a distance, but signs that are along routes that are restricted to pedestrians and bicyclists will not be quite as tall.

Building Directory

Building directory signs will be located at the main entrances to each building and are primarily designed for pedestrians. These signs will be constructed like the vehicular and pedestrian directional signs, containing a stone base, the UW logo, the building’s name, key destinations with-
in the building and the universal ADA symbol to indicate the building’s accessible entrances. Building directories are typically three feet wide by six feet tall, but can be as small as two and a half feet wide by four feet tall, depending on the setting and location on campus. Because these signs are meant to be read at a closer distance, they can contain a smaller font than the building identity signs.

PARKING SIGNAGE
Parking signage will help visitors find their way from any campus entrance to a designated parking area. To ensure that visitors can easily follow the designated route, these signs will be placed at every intersection and change-of-direction point. Additionally, parking signs will be incorporated into the vehicular directional signs and will designate either the name of the parking lot or the type of parking available (i.e. “Visitor Parking”), along with an arrow to point visitors in the right direction.

Parking signs will also identify all of the parking facilities throughout campus. Because the existing letter system that differentiates parking lot types can be challenging for everyday users and visitors, a new and simpler system will be devised to manage the valuable parking resources on campus. Using a combination of symbols, colors, sizes, shapes, the new system’s primary goal will be to clearly illustrate who can use each parking lot.

SHUTTLE ROUTE SIGNAGE
Currently, TransPark provides a series of distinct shuttle routes to transport people between campus destinations and between outlying parking areas and on-campus destinations. The existing routes include the Campus Shuttle, the Union Express, the South Express, the Resident Park ‘N’ Ride, the Classroom Express and the Night Owl Express. One of the LRDP directives is to streamline this system by creating a simple and legible campus shuttle bus that loops in two directions and stops at 26 different locations on
campus. (Refer to the Transportation and Parking chapter for further details about the campus shuttles and transit loop). This new campus shuttle loop will reduce any confusion that is created by multiple overlapping routes, will enhance transit legibility, will contribute to UW’s branding endeavors, will improve service and will likely increase ridership.

The development of a new signage and wayfinding program for the campus shuttle loop will assist in this effort and will accomplish the ongoing goal of creating a more unified graphic communication system throughout UW’s campus. It is recommended that the signage and wayfinding program for the campus shuttle system contain the following components:

- Shuttle Bus Signage
- Shuttle Stop Design

Shuttle Bus Signage
The existing TransPark shuttle buses come in a variety of sizes and styles, which makes it difficult for its users – a mix of on-campus residents, off-campus residents, frequent visitors and occasional visitors – to recognize them as part of a single system. Additionally, many of the shuttle buses are white, which makes them difficult to see in the winter and more prone to showing the roadway dirt that is associated with inclement weather. To solve these problems, the University could streamline the size and appearance of the shuttles to make them more unified and could provide colorful signage on their exterior to make them more visible and iconic.
There could be two conceptual designs for shuttle bus signage: 1) decals that wrap the bus completely; and 2) decals that sit below the bay of windows and span the distance between the tail end and the entrance doors. It is estimated that a full wrap sign will cost between $15,000 and $20,000 per vehicle and that a banner style sign will cost between $2,000 and $4,000 per sign, but discounts are available when purchasing decals for multiple vehicles.

In keeping with the recommended signage and wayfinding system, the exterior shuttle bus signage could be designed using UW’s standard color palette and graphic features. These signs could be as bold or as conservative as the University desires and can be changed relatively easily for different seasons or special events. Several shuttles will travel throughout the City and the campus, so shuttle bus signage will be an optimal way to advertise various UW happenings.

_Shuttle Bus Stops and Signs_
In addition to proposing signs on the shuttle buses themselves, the signage and wayfinding program could include improvements to shuttle stops. Overall, it is recommended that there are three types of shuttle bus stops: those with fully enclosed shelters, those with partially enclosed shelters and those without shelters.

The more popular bus stops could contain shelters, but because there are a range of costs associated with them, the University could be strategic about where to locate the fully enclosed shelters. For example,
if a shuttle stop is located in an exposed area that is not adjacent to a building – like at the East Campus parking lot along Willett Drive between 22nd Street and 30th Street, for example – then it would contain a fully enclosed shelter. This would provide the user with a safe place to wait for the shuttle at night and in inclement weather. All shelters could be translucent for optimal safety and it is recommended that each contain the UW logo and the TransPark name clearly visible on the front. An etched graphic of UW’s Steamboat could be included on the side of the enclosures. A map should be included inside the enclosures to illustrate the transit loop, the satellite routes, the shuttle stops, the headway times between buses and a “You are Here” indicator.

Regardless of whether a shuttle stop contains a shelter, all stops should contain a cohesive signage system. The concept design for the shuttle stop signage could include one foot wide by five foot tall Plexiglas light boxes that are mounted to powder-coated steel supports. Because these signs can be designed in UW’s iconic gold color, they can be visible from relatively far distances; and because they can be internally illuminated with LED lights, they could emit a glow that makes them clearly recognizable at night. In addition, each shuttle bus sign could display the name of the stop, the shuttle bus timetable and – like the existing shuttle signage – could provide the number of stops in the loop, the headway between stops, the shuttle’s hours of operation and a phone number to call in case of an emergency.

The current ADA standards recommend a minimum of 70% contrast between the figure (the typographic and pictoral elements) and the ground (the background) of all sign graphics. As far as whether signs should contrast or harmonize with the UW campus environment, there are no official recommendations. The goal, however, is to make all of the signs stand out enough from their surrounding environment that they can be easily distinguished, read and followed. Therefore, the yellow color recommended for this
Particular signage corresponds to UW’s color recommendations and has a bright gold tone that would not fade into the sandstone building material.

**Universal Design Signage**

Although there is currently a map that identifies accessible parking locations throughout the UW campus, there are few other resources or campus signage elements that identify building accessibility or preferred campus-wide travel routes. The University has been incorporating visual, auditory and tactile communication to accommodate the needs of people with handicaps on a rolling basis. In order to minimize hazards and other inconveniences, this Plan’s universal design signage system is easy to understand, is highly visible and meets ADA standards as far as placement and legibility. The components of this signage system include:

- ADA Mobility Route Maps
- ADA Building Entrance Signs
- ADA Parking Signs
- ADA Transportation Signs
- ADA Accessibility Incorporated into Building Signs

**ADA Mobility Route Maps**

ADA mobility route maps will identify accessible routes, significant hazards, key ADA parking locations and accessible building entrances. The maps should be made available on the UW website and at key campus locations. Many of these elements will also be incorporated into the campus maps that are mounted on the pedestrian directory signs.

**ADA Building Entrance Sign**

ADA building entrance signs will identify accessible entrances and will act as directional markers. These signs will be designed using ADA-compliant colors and materials and will be incorporated into the building identity and directory signs at the main entrances of each campus building. If a secondary entrance to a building is not accessible, then a building-mounted sign will direct individuals to the nearest accessible entrance.
ADA Parking Sign
ADA parking signs will be used to designate parking stalls for people with disabilities. A solid sandstone or sandstone clad base will support a single post and painted aluminum panel with the universal ADA symbol and any additional type or symbols (such as a ‘P’ for parking) that will help communicate the designated parking area.

ADA Transportation Signage
ADA transportation signage displays information regarding van loading, unloading, boarding and accessibility. A solid sandstone or sandstone clad base will support a single post and painted aluminum panel that has the universal ADA symbol and verbiage such as “Accessible Passenger Loading Zone” written on it. These signs will be located at all shuttle stops and at all building entrances where vehicular traffic is permitted.

ADA Accessibility Plaques
Signs indicating ADA accessibility will be designed as formal building plaques that include the ADA symbol and, when appropriate, will provide an explanation to clarify direction or intent, such as “Please Use Lewis Street Entrance.”

Signage for No- and Limited-Vision Users
ADA guidelines require that identification signs for all permanent rooms and spaces display the room or space name in raised tactile typography and Grade 2 Braille. The tactile typography and Braille are required for people who have either no or very limited vision and who read the identification sign messages by touch rather than sight. The requirements for typography include:

- Character width—must fit within the specified character-width-to-height ratio range of 3:5 and 1:1.
- Stroke width—must fit with the specified stroke-width-to-height ratio range of 1:5 and 1:10.
- Typographic style—must be sans serif or simple serif typefaces, which include Garamond, Times Roman,
Bodoni and other similar faces.

- Case—must be all capitals.

The materials for these signs should include either Braille letters or rasters, which are small spheres of metal that are partially inset into the sign plaque.

It is important to note that the typography used on temporary or changeable room identification signs—such as directional signs—does not have to comply with all of the aforementioned ADA typographic specifications.

**TEMPORARY SIGNAGE**

Currently, temporary signs and posters that are attached to buildings, related structures, or landscape elements like fences and trees are not permitted. Because of this, kiosks will be located throughout the campus to display temporary signage. Additionally and in select locations, display panels will be incorporated into the pedestrian directory signage.

Sign content and the anticipated schedule for displaying all temporary signage should be approved by the appropriate office prior to installation. The appropriate office or committee will record expiration dates for all temporary signage and the expiration dates and the sponsoring organization or department will be printed on all temporary signage as well.
Event Signage
A formal process of review and approval for sign design, content and location should be established. Whenever practical, temporary sign panels should be inserted into slots that are designed to receive such panels, such as the vehicular and pedestrian directional signs described above. When the coordination of multiple temporary signage requests makes this approach infeasible or impractical, temporary signs should be displayed on standardized panels.

Another option for temporary signage is to use banners that are mounted on light poles. Because banners move in the wind, they lend animation and festivity to a site. These banners could incorporate special identity elements such as UW’s standard colors and other graphic elements; and, if they are placed along main pedestrian and vehicular corridors/nodes and the light poles are scaled for automobiles, they can be used as a wayfinding tool as well.

Finally, because event signage is often reused, it should incorporate elements that are common to permanent signage and undergo a relatively rigorous review.
Signage Design Studies

The designs that are proposed in this chapter represent a potential aesthetic for the UW signage and wayfinding package. When the University begins a more formal design process to improve its current system, however, it may choose to engage in further studies to determine which designs are the most effective and economical.

The Building Directory signs in this section are meant to initiate this exploration, and illustrate four possible options for the sign’s base, top color panel, and cornice. The entire sign system must be consistent on campus and meet visibility criteria of the primary user and universal accessibility in typology and contrast.