February 18, 2010
Campus Development Advisory Committee
Wayfinding: refers to the user experience in choosing a path, and the visual elements which assist in that orientation.

An effective Wayfinding System is based on
• Predictability
• Logic
• Legibility
• Life Cycle Cost Efficiency
Cohesive Comprehensive Plan

- Focused on academics & research facilities
- Standardizes signage
- Unifies campus
- Timeless design
- Visually stimulating colors, materials, locations
- Portrays UNM as progressive institution
- Student driven origins & funding
- Sensitive to UNM’s unique architectural character
- Phased approach
WAYFINDING

Principles

• Consistent with UNM branding
• Maximum legibility (ADAAG)
• Flexible
• Able to be updated
• Life cycle cost efficient
• Sustainable
• Consistent use of materials
• Less is more
Phase One for Main and South Campus

- Sign for every major academic building
- You Are Here kiosks with updated campus maps
- Key directionals – for pedestrians and autos
- Key parking signage
- UNM Communications & Marketing providing select interim signs
WAYFINDING

Locations
WAYFINDING

Directional Sign example
Small Directional example

WAYFINDING

Building Monument example
WAYFINDING

You Are Here Maps
Why an interim sign?

• New sign fonts ADA compliant, current turquoise sign not compliant.
• New sign reflective index ADA compliant, current signs not compliant.
• New sign reinforces the UNM Branding Program. Current sign does not.
• New sign silver background, fonts tie into new Wayfinding Signs.
• Optimizes Wayfinding budget with low cost interim solution.
### Proposed Schedule: Wayfinding Reviews and Approvals

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 14</td>
<td>HSC Oversight Committee</td>
</tr>
<tr>
<td>January 22</td>
<td>Provost</td>
</tr>
<tr>
<td>January 25</td>
<td>Signage Standards &amp; Guidelines complete</td>
</tr>
<tr>
<td>February 2</td>
<td>Wayfinding Committee</td>
</tr>
<tr>
<td>February 4</td>
<td>Design Review Board</td>
</tr>
<tr>
<td>February 18</td>
<td>CDAC</td>
</tr>
<tr>
<td>February 22</td>
<td>Leadership Cabinet</td>
</tr>
<tr>
<td>March 15</td>
<td>DRB</td>
</tr>
<tr>
<td>March 26</td>
<td>Regents Wayfinding package</td>
</tr>
<tr>
<td>April 8</td>
<td>Regents Finance and Facilities</td>
</tr>
<tr>
<td>April 30</td>
<td>Full Regents</td>
</tr>
<tr>
<td>June</td>
<td>Higher Education Dept</td>
</tr>
<tr>
<td>July/August</td>
<td>Wayfinding RFP</td>
</tr>
</tbody>
</table>