

## Introduction

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## **Introduction**



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## Foreword

Strategic options for campus improvements were outlined for Lawrence University by Sasaki Associates, Inc. in 1995. One of the critical improvements cited in the 1995 report was the need for a wayfinding study to enhance the clarity of public access to the campus. It was suggested that Lawrence University should establish a strong identity to enhance the visitor experience and upgrade the physical linkages between the academic core south of College Avenue and the Conservatory/Chapel area to the north. It was noted that this effort could help inform improvements in traffic patterns, visitor parking, landscape, and the pedestrian environment.

In the spring of 2000, a University Advisory Committee and Sasaki Associates conducted an assessment of existing signs on campus, and began developing the parameters of a wayfinding master plan for Lawrence University. This document sets forth guidelines for establishing a consistent identity for Lawrence University, and for establishing a comprehensive system of signage to provide a user-friendlier means of navigating the campus. Careful attention to the criteria established for implementing and maintaining a unified wayfinding system will ensure the clarity of public access to the campus for future generations.



## Overview

This manual is to be used as a basic guide by all University staff, sign shops, and consultants engaged in the planning, design, fabrication, installation and maintenance of the sign types included within. It provides necessary information and standards required to add, revise, or replace a sign. Adherence to the standards of this manual will ensure consistency throughout the Lawrence University campus.

The combination of all sign types comprises a coordinated "system" designed to assist visitors to the University, faculty, students and staff to get to a building or an event. Each sign type should be utilized only for the specific purpose(s) described in the manual. Because there exist along the public right-of-way many other streetscape elements, each location should be carefully field checked within its own environmental context to avoid conflicts of elements and proliferation of signage. All signs, their content and specific location, are subject to review and approval by the president and the president's administrative staff.

This manual is organized into four interrelated sections: design guidelines, general standards, location standards, and implementation recommendations.

## Design Guidelines

This section depicts and describes each sign type and variation, its purpose and application guidelines. An introduction of each sign category, (external identification, vehicular wayfinding, building identification, etc.), describes the purpose of the sign type from the standpoint of wayfinding and navigation. A typical page describes design, criteria for content and placement as well as description of construction materials. Since the content of signs can vary, and some signs are multi-sided, criteria as stated may apply to more than one panel of a side.

## General Standards

This section depicts and describes the graphic standards that visually communicate the University identity and wayfinding information in a unified, comprehensive manner. Materials developed by the Lawrence University Office of Public Affairs may supplement this section.

## Location Standards

This section illustrates general standards for locating each sign type in the field. Road/walkway to sign post dimensions are provided.

## Implementation Recommendations

This section outlines a phased implementation of the proposed exterior sign master plan for Lawrence University over a period of several years. Each plan will serve as a guide for determining the content of each sign and for obtaining competitive construction bids. Sign location plans and messages for each sign to be constructed will need to be provided by Lawrence University Physical Plant as needed according to the criteria established in this report. Exact locations should be marked in the field by the installer with University participation prior to installation.