SIGNAGE AND WAYFINDING GUIDELINES

CHALLENGES AND RECOMMENDATIONS

Identity and Visibility

All of the UTSA campuses are in need of identity elements that are visible from their surroundings and scaled to the distances and speeds of approaching viewers. The identity elements need to convey the permanence, energy, and aspirations of The University of Texas at San Antonio.

Edge Definition

All three campuses need to strengthen and define their boundaries, points of entry, campus open spaces, and facilities.

1. At the Main Campus this means having the campus stand out against the suburban pastoral setting.
2. At the Downtown Campus this requires differentiation from other institutions in the immediate vicinity as the campus grows and bleeds into the surrounding area.
3. For the HemisFair Park Campus there is strong definition on the east and south sides of the campus, but the distinction from the rest of the HemisFair Park site needs clarification.

Guidance and Orientation

The University should provide clear, sequential, vehicular, and pedestrian directional information for important destinations on each campus. In addition to providing guidance for students, staff, and visitors, consideration should also be given to those with special needs. The directional sign system should work from the macro scale—public transportation routes and vehicular roadways to parking, key drop-off points, and key visitor destinations—to the micro scale—orientation and direction on campus along pedestrian pathways complemented by well-signed facilities and services.

This may be accomplished by a combination of architectural elements, lighting features, and clear and visible identification of buildings and pathways, as well as other environmental enhancements such as paving patterns, banners, interpretive events, and donor recognition opportunities integrated into the campus architecture and landscape.

Highways

On highways and major routes, destination signs should be highly visible and well located to alert motorists to appropriate exits for the University. They should also prepare motorists to select the desired exit, and confirm the destination message by the end of the exit ramp or prior to the next turn.

1. Work with Texas Department of Transportation to place appropriate signs on I-10, I-35, and Loop 1604 to guide visitors to the campuses and to the appropriate points of access for their destination and parking.
2. At the Main Campus, guide signs on Loop 1604 and I-10 would direct motorists to either “Campus North” or “Campus South.” Guide signs indicating “West Campus” could be added to assist those going to residential and administrative destinations outside of the academic core. The North-South-West distinction would extend only to parking lot and garage names.
3. At the Downtown Campus, guide signs on I-10/I-35 from both directions and trailblazers on major surface streets leading to the campus would improve navigation.
4. Signs needed include:
   - Destination signs on highways for appropriate exits
   - Guide/attraction signs for exits
   - Directional signs on exit ramps and frontage roads
   - Trailblazers

Local Roads

Local roads need directional information signs on the periphery of campus and on interior campus streets. Local road names also need identification integrated with the overall wayfinding system.

1. Place directional signs scaled to traffic speed on UTSA Boulevard and Loop 1604 frontage roads directing motorists to appropriate areas of the campus. Visitor information and parking locations should be clearly identified.
2. At the Downtown Campus, place directional signs scaled to traffic speed on Frio, Buena Vista, Durango, and Pecos La Trinidad Streets directing motorists to parking and drop-off locations. These signs should clearly identify visitor parking.
3. Install street name signs on and near campus, scaled to traffic speeds. Ensure that street names stand out even during evening hours.
4. Provide vehicular pull-off locations where visitors can view large campus maps with “you-are-here” indications and find take-away campus maps with parking and other useful information.

Gateways

To enhance the image of the University, to identify when one has entered the University precincts, and to provide a hierarchy of entry into the University campuses, a series of primary and secondary gateways should be developed and placed at the periphery of the Main, Downtown, and HemisFair Park Campuses of the University.

1. Develop a set of gateway elements for each of the campuses that are appropriately scaled to the campus and setting.
2. Identify major and minor entrances onto the University Campuses. Identify a formal processional entrance route for the Main Campus.
3. Move the visitor information booths closer to the edge of the Main Campus near the primary gateways, particularly on the south side. Consider staffing them on the weekend and at other times visitors and event attendees would be expected on the campus beyond normal weekday operating hours.
4. Move the gateway sign for the HemisFair Park Campus to the edge of the campus on Durango Boulevard to increase visibility of the entrance road. An additional gateway may be needed for pedestrian paths entering the campus from the west in the area of the Tower of the Americas.

Vehicular Gateway Landmarks

The changes in the Main Campus setting and campus organization now require new forms and features to give the campus more visibility and presence from approaching roadways. The Downtown Campus should have landmarks visible from the multiple directions from which it is approached.

1. Develop a distinctive feature for the Main Campus that is visible above the tree canopy from Loop 1604, frontage roads, and UTSA Boulevard (if not also from I-10). These features should support the University brand, include illumination, and have architectural permanence and scale.
2. At the edges of the Downtown Campus along the approach roads of Frio, Durango, Buena Vista, and Pecos La Trinidad, place landmarks visible from a distance to alert drivers that they are entering a special district.

Parking

Given that driving is the dominant mode of transportation to and from the campuses, information about designated parking, locations, and payment should be clear and readily available.

1. Develop a new system of parking lot names that contain location information such as adjacent street names.
2. Place signs at entrances to parking lots with names and highly visible operational information.
3. Parking spaces are grouped at present. Identify rows of parking with easily visible devices that bracket the rows and are visible above cars. Where possible, consolidate parking types within

lots or break up large lots. The preferred outcome is one class of parking per lot.

4. Provide vertical elements that provide location identifiers within lots that can be easily read from a distance.
5. Use parking-type devices to mark roads that traverse the interior of parking lots. Provide street names on signs to reinforce location and relationship to campus street plan/grid.
6. In parking garages, provide parking location identifiers on the Main and Downtown Campuses. Ensure sufficient illumination for signs to be readable at all times.
7. For the Downtown and Main Campuses, provide clear and frequent information on how to pay for parking in garages and metered locations. This may also be necessary at UTSA Park West and the HemisFair Park Campus as they develop.

Pedestrian Orientation

For the Main and Downtown Campuses, provide a systematic set of signs and other elements that provide effective pathfinding to decision intersections, major activity areas, and back to transportation modes. These can perform the additional function of helping to knit the campus together into a legible whole.

1. Name pedestrian pathways in a familiar sequence so that pedestrians can predict locations.
2. Landscape pedestrian pathways, whether along streets or not, to improve visibility, comfort, and visual importance.
3. Develop and install a systematic pedestrian directional sign system (related in form to the totems) along all pedestrian paths on campus and entering campus. These signs should include small maps that are subsections of the larger campus map.
4. Develop devices for the pedestrian sign system that incorporate related activities such as posting notices and community information.
5. Include street names or adjacent building names on pedestrian directional signs.
6. Consider adding additional hanging solar shades along the major north–south and east–west pedestrian paths to provide additional visibility and importance to those paths.

Pedestrian Totems

Create recognizable and iconic information totems for pedestrian orientation that can be located at strategic decision intersections and major activity areas within the campus, such as: the Sombrilla, the portion of the West Paseo between University Center II & III, and the open area between University Center III and Convocation Center. This system should be designed as part of an integrated kit-of-parts.

1. It should have as part of its principal function to provide a better understanding of the layout of the campus.
2. It should also assist students and visitors with street/path identification, directional information to destinations, event announcements, and possible interpretive stories related to the history of UTSA and the region.
3. The form and vocabulary of these information totems should support high function and at the same time convey a warm, local, expressive personality.
4. Internal illumination and electronic messaging could be considered for inclusion in certain locations as this would enhance the nighttime visibility and public information display function.

Interpretive Enhancements

1. Consider adding unique features such as interpretive murals, graphic patterns, and quotations to blank and unused walls that might complement and animate a decision intersection or major activity area.

Building Identification

1. Building identification signs need contrast to stand out from the building as well as illumination during evening hours.
2. Building identification signs should, at a minimum, indicate level of entrance, building code, hours of operation if necessary, and accessibility information. Consider identifying destinations accessed by a particular entrance.

Campus Maps

1. Develop new “you-are-here” maps for each campus based on a standard base map for each campus. Include parking, accessibility, and visitor information at a minimum.
2. Provide a two-dimensional grid on the map for locating facilities.
3. Maps should be located along approach roads for drivers; at the pedestrian exits from parking garages and lots; at major intersections and activity zones; and at building entrances that contain visitor destinations.

Web and Print Information

1. Create a standard map base for the campus that all units use with their own layers of information. Separate Web and print versions may need to be created but must have a consistent look and features.
2. Limit detail on maps to that which conveys important information to users. Ensure that the detail is legible for all scales and forms of reproduction.
3. Develop a standard set of written and verbal directions for units to use to direct people to the campus and guidelines for giving directions to specific locations.

Policy

1. Identify a unit and position with necessary resources responsible for maintaining and updating the campus maps, the directions to campus, and providing that material to the University community.
2. Make orientation available to all incoming students.
3. Make use of full six-character field in registrar’s database in identifying buildings.

Other

1. Work with GPS data providers to identify significant buildings on Main and Downtown Campuses in their databases.
2. Seek to give buildings memorable and informative names as opportunities arise. Honorific, donor, and specific function terms would distinguish buildings and make them more memorable.
3. Create a grid of identified locations within large parking lots to make it easier to remember where you left your car. This can be an abstract system (letters or numbers).
4. Activity areas should be encouraged to grow to important public spaces with programmed activity to keep them lively and identifiable.

FIGURE 1
UTSA Official Logo

FIGURE 2
UTSA Official Signature

FIGURE 3
UTSA Official Colors

FIGURE 4
Reference images for Wayfinding Color Palette

FIGURE 5
Wayfinding Color Palette derived from both built and naturalistic elements

FIGURE 6
Vehicular Sign System

CAMPUS IDENTITY

The graphic identity of an institution should be appropriate to the stature of the institution. It should be memorable to those who encounter it, easy to understand, and able to be successfully applied to the widest range of mediums. Creating an identity involves both discovery and invention, looking backward and forward; it should inspire as well as represent.

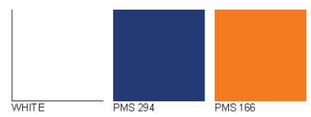
The University of Texas at San Antonio is a growing institution. As such, its identity should reflect its vitality and achievement. The identity language currently found on campus—with its traditional or simple typeface, use of refined dynamic shapes, and rich colors—provides appropriate visual context, communicating academic professionalism and vitality without being overly corporate.

The logo, the graphic signature of an institution, often incorporates school colors, the institution name, and a visual element that has achieved a measure of recognizability, such as a school mascot. Currently, there is one logo in use by The University of Texas at San Antonio: the horizontal line illustration of the "UTSA" (primary logo), and the wordmark, "The University of Texas at San Antonio." The roadrunner—wild bird of the region—is the University mascot; the official school colors are orange, blue, and white.

Understanding the contextual language of an institution is the first step in designing a graphic system. These design influences include: campus architecture—its shapes, forms, colors, and decorative elements; predominating or unusual features of the landscape; the urban or rural setting of the campus; the institution's history; and anything specific or unique to the institution. A thorough process to understand and catalog such elements will prove invaluable to the graphic designer, and indeed the institution, when embarking on the development of a graphic identity.

1

2



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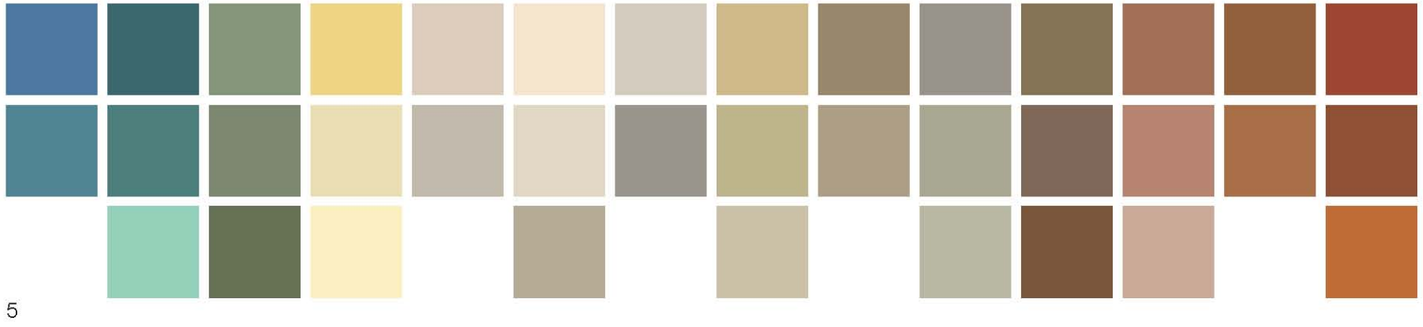

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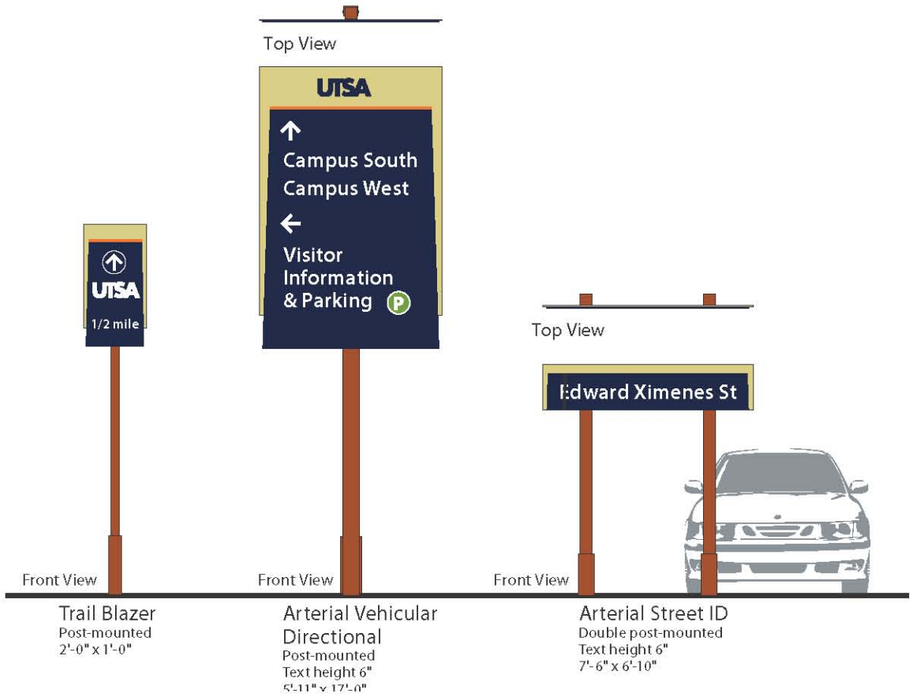


Trail Blazer
Post-mounted
2'-0" x 1'-0"

Arterial Vehicular Directional
Post-mounted
Text height 6"
5'-11" x 17'-0"

Arterial Street ID
Double post-mounted
Text height 6"
7'-6" x 6'-10"

Vehicular Map - Pull Off
Ground-mounted
Directory
Take away maps
Illumination
5'-4" x 8'-2"

Vehicular Directional
(medium)
Pole-mounted
5-6 Messages
Text Height 3 1/2"
4'-0" x 14'-7"

Vehicular Directional
(small)
Pole-mounted
5-6 Messages
Text Height 3 1/2"
4'-0" x 13'-1"

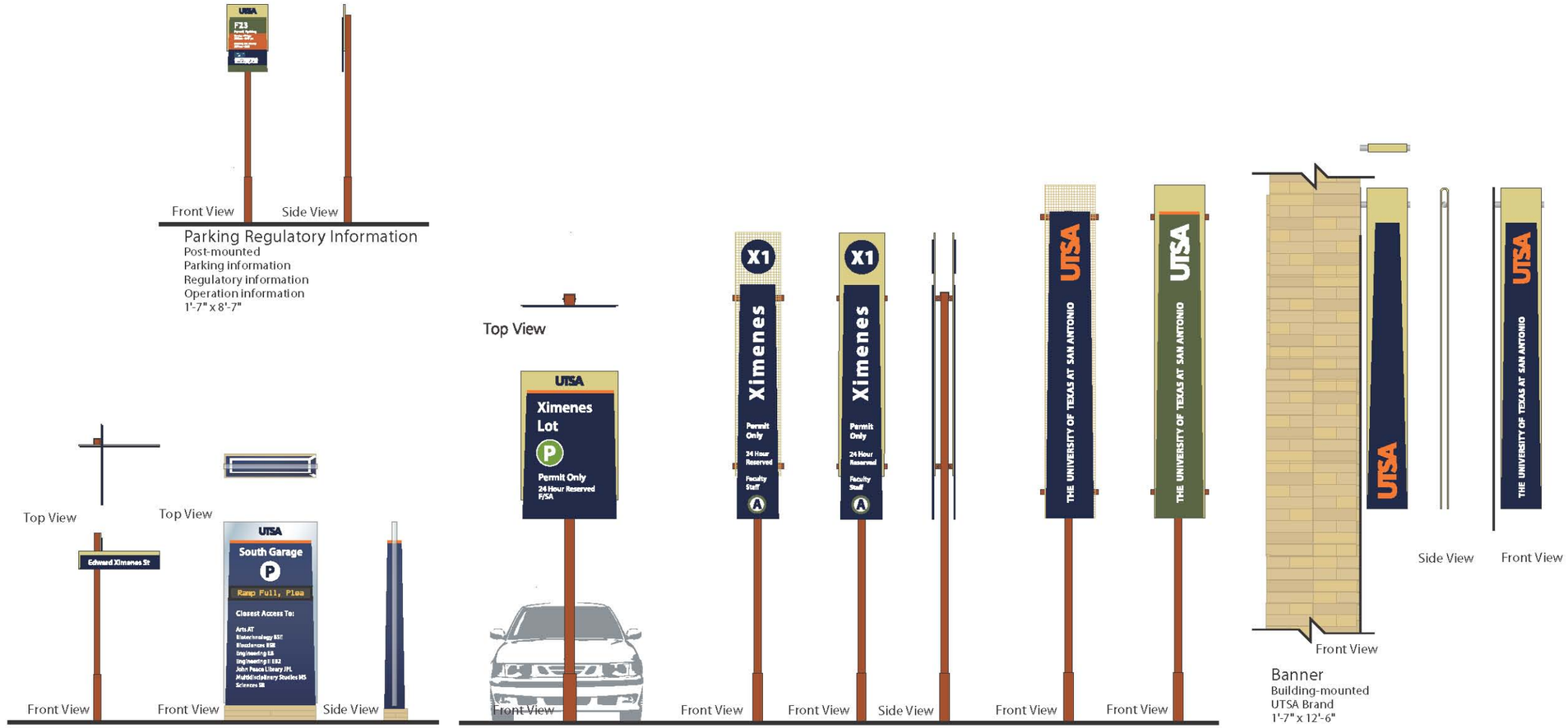
Secondary Gateway
UTSA Identity, Ground-mounted,Illumination
8'-7" x 27'-5"

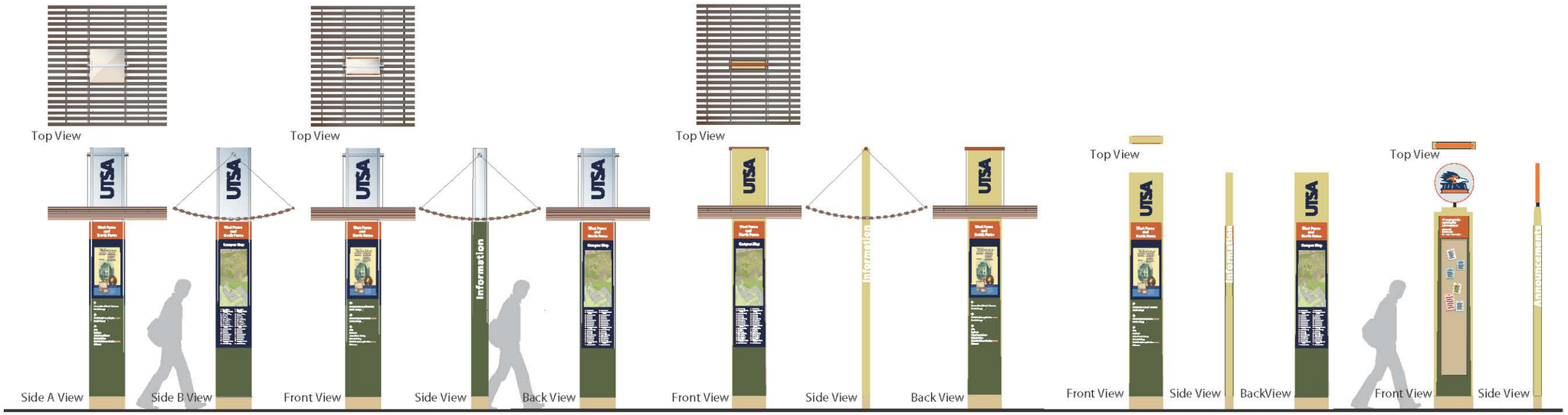
Primary Gateway
UTSA Identity, Ground-mounted,Illumination
8'-7" x 37'-0"

FIGURE 1
Parking Identification System

FIGURE 2
Pedestrian Sign System

FIGURE 3
Building Identification System





Primary Orientation Station
Freestanding, Ground-mounted
5'-5" x 12'-0"

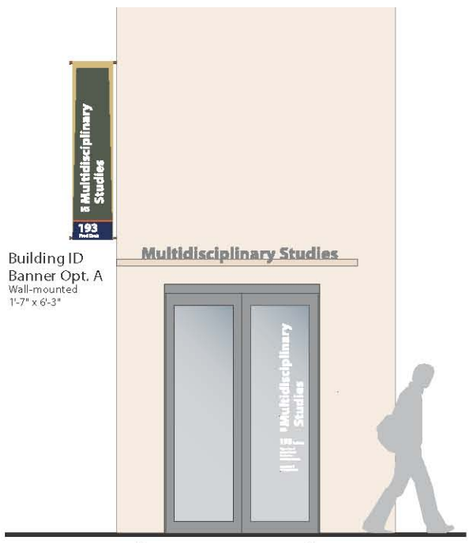
Secondary Orientation Station
Freestanding, Ground-mounted
5'-0" x 12'-0"

Secondary Orientation Station
Freestanding, Ground-mounted
5'-0" x 12'-0"

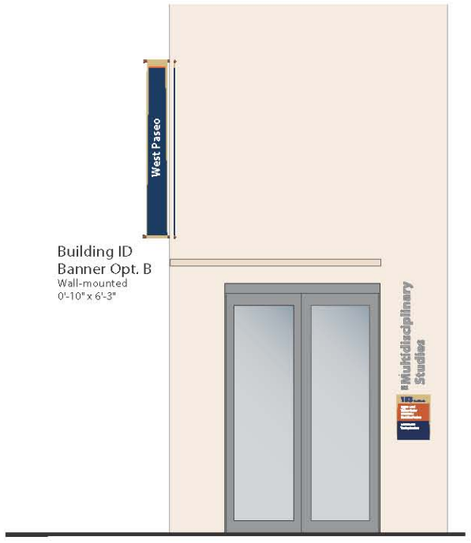
Secondary Orientation Station
Freestanding, Ground-mounted
1'-6" x 10'-11"

Event Posting Station
Freestanding, Ground-mounted
1'-9" x 11'-3"

2



Building ID
Banner Opt. A
Wall-mounted
1'-7" x 6'-3"

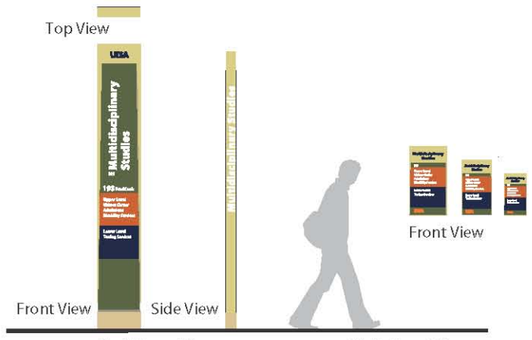


Building ID
Dimensional Letters
Wall-mounted
6'-10" x 0'-5"

Building ID
Vinyl on Door
Vinyl adhesive on door
0'-10" x 5'-2"

Building ID
Banner Opt. B
Wall-mounted
0'-10" x 6'-3"

Building ID
Dimensional Letters
and Legend
Wall-mounted
Dimensional letters
1'-2" x 5'-6"



Building ID
Ground-mounted
1'-6" x 9'-9"

Building ID
Building-mounted
1'-3" x 2'-5"
1'-0" x 1'-11"
9'-5" x 1'-5"

3