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1.0 INTRODUCTION

1.1 Purpose of the Study

The University of Regina Campus Wayfinding Study is a follow-up to the 2011 Campus Master Plan and corresponding recommendation 10.4.2 Wayfinding Signage Strategy.

The Study has been prepared to analyze, plan, conceptualize, and ultimately implement, a comprehensive wayfinding signage system. The wayfinding signage system will provide major enhancements to the student, faculty, and visitor experience while travelling to and on the University’s campus.

The Study will set forth guidelines for establishing a consistent, cohesive identity for the University of Regina that will improve the branding of the campus while providing an accessible, legible, and visually appealing signage aesthetic.

1.2 Intent of the Wayfinding Signage System

The University of Regina intends to achieve a fully comprehensive wayfinding signage system to aid students, faculty, and visitors to easily navigate the campus. The intended outcome of the study and conceptual design exercise is to establish the criteria, guidelines, and graphic standards for the vehicular and pedestrian components of the wayfinding system.

The criteria and guidelines development will serve to establish a hierarchical system of University of Regina campus identity signage, vehicular signage, and pedestrian signage.

The graphic standards development will serve to establish the graphic appearance for vehicular and pedestrian wayfinding signage. This process will require the development of a vehicular and pedestrian wayfinding message plan, as well as the development of preliminary sign location plans. These developments must be taken into consideration so that the graphic standards are aesthetically pleasing, incorporate University of Regina branding, and are highly legible while retaining a high degree of functionality. The vehicular and pedestrian wayfinding signage graphic standards will be conceptualized to share a common theme and aesthetic to better communicate the University’s branding and identity.

1.3 Stakeholder Involvement

Focus groups were identified and consulted as a means to gather feedback on the concepts presented in the University of Regina Campus Wayfinding Study. The focus groups are as follows:
1.4 Criteria for Study Consideration

(a) Identify existing vehicular and pedestrian routes from both a vehicular and a pedestrian point of view. Items taken into consideration are:

- Condition, legibility, and functionality of the existing signage.
- Amount of existing signage (regulatory, wayfinding, and miscellaneous signs) as it relates to a clear message plan along vehicular and pedestrian routes and at key circulation junctions.

(b) Maximize the student, faculty and visitor experience with respect to navigating the campus.

(c) Identify University of Regina prime identification locations along Ring Road and Wascana Parkway.

(d) Improve parking lot and parkade navigation.

(e) Identify information first time visitors to the campus may have.

- Assess how much pre-knowledge of the campus might visitors have through print and the University of Regina website?

(f) Identify existing sign clutter or sign deficiencies.

- Are there instances of non-unified or non-standardized signage? Is this a result of a signage deficiency?

(g) Identify public use destinations and how easily they can be found by visitors.

- Riddell Centre Theatre
- CKHS gymnasiums
- CKHS pool
- Artificial turf playing field
- Education Auditorium
1.5 Visitors to the University of Regina Campus

The University of Regina has a diverse set of potential visitors to the campus. The commonality between all visitors is that they all need to determine where they are, where they want to go, and how to get to their destination in a clear, consistent and efficient way. Visitors include:

- First time students and staff
- University Donors
- Visiting Scholars
- Visiting researchers
- Parents
- Potential new students
- Visiting athletes
- Community program users
- Conference attendees
- Courier and delivery services
- Service Personnel
- Emergency Response Personnel

1.6 Existing Wayfinding System Conditions

Exterior Wayfinding Conditions

1.6.1. Perimeter Identification

With the exception of the new gateway sign on University Drive South, the current University of Regina perimeter identification is placed along Ring Road and consists of a low precast concrete signage form to which metal letters are attached. The signage is backed by a tree and bush landscape. This signage form is too small resulting in it being lost in the landscape when viewed by a vehicle travelling at a high rate of speed (Figure 1.6.1).

Currently there are no traffic signs along Ring Road indicating the exit to take to gain access to the University.

As well, there is insufficient indication, in the form of signage, of the University’s presence on Wascana Parkway.

1.6.2. Campus Entry Kiosks

The University currently has three general information kiosks located on the main campus at University Drive North, South
Innova Place has an additional kiosk, under their control, along Research Drive.

The University’s kiosks are lit and display a campus map showing roadways, parking lots and building locations. These kiosks include a tack board space for current events as well as a drawer for paper campus maps. The maps are typically updated every five years or as new buildings are constructed. There are no kiosks on the College Avenue Campus.

The current kiosks are dated, in poor condition and lacking in appropriate technology. The kiosks also lack any branding elements (logo, branding statements, trapezium geometry) to help strengthen the University of Regina’s visual identity. While a campus map is displayed at these locations, it would be beneficial to include a legend showing the occupants and major facilities located in each building. Given the aforementioned, the kiosks have a mundane appearance and do not portray the University of Regina as a centre of excellence in education.

Another important shortfall of these kiosks is the lack of protection for users from inclement weather.

1.6.3. Street Names

The Main Campus is organized on a rectangular grid of roadways with the main arterial road being University Drive. University Drive, in itself, is further defined as University Drive North, East, South and West (Figure 1.6.3). Access to buildings is gained from secondary roadways and several “lay-bys” off of University Drive. Secondary roadways on the main campus are unnamed.

The lack of names for the secondary roadways creates difficulty when attempting to give specific directions to a building. This especially holds true for Campion College. The building is hidden from view from University Drive by Hall A and Luther College making it impossible to give a specific direction to find the building without using other landmarks - beside Luther, across from Hall A, north of CKHS for example.

The College Avenue Campus faces north towards College Avenue with the buildings fronted on Ramsey Drive.

1.6.4. University Building Addresses

The main campus has a single civic and mailing address - 3737 Wascana Parkway. Individual building addresses do not currently exist.

The College Avenue campus mailing address, 2101 College Avenue, does not recognize Ramsey Drive nor is it consistent with the City of Regina Tax Assessment information which shows
The lack of individual building addresses, together with the lack of street names on the main campus, presents a major problem for couriers and taxi drivers which have expressed concern regarding navigation for pickup and drop off to specific buildings. Of greater concern are the needs of the Regina police and fire departments. The lack of building addresses in this instance can create confusion with fire and police services which in turn increases response times and therefore puts the University at greater risk when dealing with emergencies.

1.6.5. Building Identifier Signs

Building Identifier Signage is located at each building along University Drive and consists of a brown anodized aluminum form with the building name(s) and directional arrow in white. This signage is consistent for both campuses (Figure 1.6.5).

These signs are small, low to the ground and, given the bronze colour, tend to blend in to the landscape. In some instances, planting has overtaken the signs making them unnoticeable from the roadway. Being low to the ground, the signs tend to be out of the motorists vision.

1.6.6. Parking Lot Identifier

Parking Lot Identifiers are typical on both campuses and follow the current Wascana Centre Authority standards (Figure 1.6.6).

The green colour of the post, sign and sign bracket makes them difficult to see against the green landscape. The design of the post and sign bracket is such that they do not easily accommodate standard signs produced by traffic sign suppliers. Maintenance of these signs is also a challenge as all the components are painted and therefore are subject to rust. Wascana Centre Authority sign standards have recently been updated and they have abandoned the green post and U shaped bracket configuration.

1.6.7. Building Monument Signs

Building monument signs consist of a precast concrete monument that displays the building name as well as major occupants. A University crest is inset into the back of the precast. There is a building monument currently located at each building and is consistent for both campuses (Figure 1.6.7).

These signs perform their function well, that is, giving the pedestrian an indication of the major occupants contained in any given building. The precast concrete form of these signs is in
good condition. However, the metal blades on these signs are in poor condition and require replacement.

Guidelines for the message statement on these signs does not currently exist. These guidelines will be developed to clearly define the requirements to be met for those who need to be recognized on this sign - i.e. would a research lab or a retail outlet be approved for inclusion on this sign?

1.6.8. Traffic Signage

Traffic Signage, for the most part, has followed the Wascana Centre Authority standards since having been developed in the 1960’s.

The design of the sign bracket does not allow for the use of standardized traffic sign forms and sizes - i.e. stop sign, yield sign, etc. (Figure 1.6.8). The Wascana Centre Authority standard has been challenged in the courts and found to be lacking in “enforceability”. This lack of enforceability puts the University at greater risk should a serious accident occur.

Much of the traffic signage also suffers from the same shortcoming as the parking lot signage in that it is green and tends to blend in to the surrounding landscape. As noted in 1.6.6, Wascana Centre Authority has abandoned this standard.

1.6.9. Bicycle Parking Signage

Currently, no signage exists on campus to indicate to cyclists the direction to bicycle parking locations.

1.6.10. Pedestrian Directional Signage

Currently, no exterior pedestrian directional signage exists on the campus to indicate to the pedestrian or cyclist the direction to a building, playing field, bike parking, etc. Pedestrian directional signage is an important element for newcomers and visitors to the University campus, especially when in the Academic Green.

1.6.11. Building Name Signage

Currently, no building name signage exists on the campus. It is suggested by this study that building name signage would contribute to an improved wayfinding experience whether navigating the campus by car, as a pedestrian or bicyclist.

1.6.12. Bus Stop Signage

City transit bus stop signage is currently in use on campus and performs adequately.
1.6.13. Designated Smoking Area Signage

Designated Smoking Area Signage is currently in use on campus and works well for its intended purpose.

1.6.14. Sandwich Board Signage

Parking and Transportation Services currently utilizes many “sandwich board” type signs to provide additional information to motorists (Figure 1.6.14). This is being done primarily for three reasons:

a) There is a need for additional permanent parking related signs.

b) There is a need for wayfinding signage tailored to a specific events.

c) Some of the existing parking related signs cannot be seen by motorists because of the proximity of trees and other planting to the street edge.

An effort should be made to identify the locations where additional permanent parking information signage is required. “Sandwich board” type signage should be eliminated in favour of permanent signs that share the graphic standard of the new wayfinding signage family.

Interior Wayfinding Conditions

1.6.15. Campus Directory

The current campus directory displays a campus map which illustrates the buildings on campus. The buildings each have a unique colour which corresponds to a colour keyed legend. The legend lists all the faculties and units on campus (Figure 1.6.15).

The colour keyed legend works well to aid people in quickly finding a building destination. However, the coloured legend is visually confusing and could benefit from simplifying the graphic presentation.

1.6.16. Building Entry Kiosk

Currently, the Ad-Hum Building is the only building on campus to utilize an entry kiosk (Figure 1.6.16).

As there are no entry kiosks in the buildings on either campus, other than Ad-Hum, visitors are often found stopping at faculty and administration unit reception desks for directions to their destination.
1.6.17. Wall Directory

The current wayfinding system incorporates the display of a floor plan on each floor level of every building on campus.

While the current floor plan is an acceptable means in aiding people to find their destination within a building, it does not perform the function of a wall directory as it lacks a legend indicating the occupants and major facilities within the building (Figure 1.6.17).

Being black and white, the floor plan is also a less engaging graphic than that required for wayfinding. The incorporation of colour coding, similar to the campus directory, would help viewers to more quickly find their destination. Color coding is a way to convey information quickly, which facilitates visual search. Visual searching occurs when we actively scan the graphic to locate a specific destination, based on colour, among many distractors. In the case of a floor plan, color makes it easier to visually find a destination rather than searching for a room number or, in the least, to quickly narrow the search thus speeding up the search process.

1.6.18. Interior Pedestrian Directional Signage

The current wayfinding system incorporates interior pedestrian directional signage. This signage works well in most instances.

The current signage consists of wood signs suspended from the ceiling, wall signs constructed of layered acrylic plastic and aluminum body signs that hold a paper insert (Figure 1.6.18). The wood and plastic signs are expensive to change as they must be remade every time a lettering revision is required. Wall mounted signage has a lesser impact than suspended signage and can go unnoticed given that it is often parallel to the direction a person is travelling. At many of the corridor junctions on campus there is a lack of directional signage giving clues as to what facilities are located further down a cross corridor. It has also been noted that there are variations in the size of typography, colour, arrow graphics and overall sign size between some locations on campus.

1.6.19. Faculty and Unit Identifiers

The current wayfinding system employs faculty and unit general office identification. This signage works well in most instances.

The current signage consists of wood signs suspended from the ceiling (Figure 1.6.19). These wood signs are expensive to change as they must be remade every time a lettering revision is required.

It has also been noted that there are variations in the design
of these wood signs. Newer signs have been designed to incorporate the trapezoidal shape defined in the Visual Identity Standard while older signs remain as a simple rectangle. While the trapezoid shape is appealing from a branding aspect, it may lead to conflicts in the future should the branding of the University change.

1.6.20. General Room Identifier

General room identifiers are used to identify the occupant(s) of a room and the room number. Currently, two separate signs are used for this purpose, one for the occupant and one for the room number. These signs perform their function well.

The current signage consists of a variety of materials including back painted acrylic plastic, engraved acrylic plastic, raised numbers on an acrylic plastic base and an aluminum body that holds a paper insert (Figure 1.6.20).

It has also been noted that there is an inconsistency in font type and size in use on these signs.

1.6.21. Washroom Identifier

Washroom identifiers are currently being used on campus and are based on a universal graphic.

Some inconsistencies in terms of the inclusion or exclusion of the words Men and Women on washroom identifier signs between locations has been noted (Figure 1.6.21). Also noted is some inconsistency in the size of the graphics being used on the signs.

Because of the international nature of the University campus, an effort should be made to standardize these signs to include a recognizable graphic symbol in addition to words.

1.6.22. General Identifiers

General identifiers as required for elevators, telephone, fire extinguisher, exit stairs, fire alarm pull station, etc. are in use, but not completely, in the current wayfinding system.

Some inconsistencies have been noted in terms of the use of graphics and/or words for these signs and in some cases the signs do not exist (Figure 1.6.22). Because of the international nature of the University campus, an effort should be made to standardize these signs to include a recognizable graphic symbol in addition to words.
1.6.23. General Information

There are many examples of general information signage currently on campus. In most instances this signage is temporary in nature and is a simple piece of paper taped to the wall (Figure 1.6.23).

Because of the inherent damage caused to painted surfaces by these signs, an effort should be made to identify the locations on campus where these types of signs are continually required and provide a means to accommodate the signs while avoiding the damaging effects of tape.

2.0 EXTERNAL WAYFINDING SIGNAGE

2.1 Overview

When approaching the University of Regina campus edge from Wascana Parkway, the Gateway Identification sign at the Kramer entrance has been designed to project a strong University presence to motorists as well as pedestrians. It is intended to emphasize the Kramer entrance as the main point of entry to the campus in addition to presenting a recognized image of collegiate significance to the community.

The Perimeter Identification signs will be secondary to the Gateway Identification sign, but are also to be designed to project a strong University presence and collegial significance to the community. They will also serve to identify and reinforce the perimeter of the campus as viewed from Wascana Parkway and Ring Road.

Within the Campus, information and regulatory signs for motorists will be designed to be seen at long distances from a vehicle moving at speed. These signs must be bold, the message plan kept simple, and the scale and graphic standard appropriate for the visual competition of other street elements within the motorist’s narrow cone of vision. Therefore, information must progress from the general (location of parking lots and buildings) to the specific (who can park where and what faculties are contained in a given building) as students, faculty, and visitors transition from Wascana Parkway to public parking, to pedestrian walkways and ultimately to their building destination. The need and opportunity for more detailed information will be accommodated in a hierarchical system of wayfinding signage placed at strategic points throughout the campus.

Refer to Figure 2.1.1 for a graphic illustration of the basic sign components and their progression from campus perimeter to the final destination.

Figure 2.1.1 Basic components of the wayfinding signage system
2.2 External Wayfinding Message Plan

The intent of the external wayfinding signage is to present a clear and consistent information path first to the motorist, enabling them to easily find buildings and associated parking lots, and secondly to the pedestrian as they approach buildings and other destinations. To ensure the message plan is kept clear, a hierarchical system of wayfinding signage and criteria must be used to limit the amount of information on any given sign.

a) The campus entry kiosks serve as the first point of informational contact to the motorist and pedestrian. For this reason, these signs will accommodate a much broader message plan given they will be designed to be viewed by a stationary motorist or by a pedestrian.

The message plan will include a campus map that indicates all buildings, streets, parking lots, a colour keyed legend showing the buildings occupants, special event information and University of Regina branding.

b) Street name identifier posts are prohibited from accommodating the mounting of signs other than the street name identifier.

c) The message plan on vehicular directional signage will be limited to buildings, parking lots, street address and street name.

d) The message plan on the parking lot identifier will be limited to the lot number, permit statement, special parking statement and special event parking statement.

e) The message plan on the building identifier will be limited to the building name, building address and the major occupancies within the building.

As there is limited space on the building identifier, not all occupants in a building can be recognized on this signage. Recognition will be given to faculty general offices, faculty units, administrative units, major faculty research labs and major destinations that are used by the Regina community. Consideration will be given to the recognition of major research labs.

f) The message plan on exterior pedestrian directional signage will be limited to buildings, exterior destinations (courts, playing fields, etc.) and University of Regina branding.
2.3 External Wayfinding Identification

2.3.1 Perimeter Identification

Perimeter identification for both the main campus and the College Avenue campus is currently under review. This signage may take the form of highway type signage to provide queues to motorists approaching the city as to the location of exits that lead to the University, banners along Wascana Parkway and College Avenue that will visually indicate a University of Regina “district” and monuments along Ring Road and College Avenue to indicate the University of Regina Campus edge. (Figure 2.3.1).

2.3.2 Campus Gateway (refer to Figure 5.2.1 for locations)

The University of Regina campus edge, from Wascana Parkway, is defined by the Campus Gateways at the north and south entry points to University Drive. The Campus Gateway projects are outside the scope of this study and will be designed by an external consultant. However, architectural form and materials used in the Campus Gateway projects will inform the design of the remaining exterior identification elements of the wayfinding system. (Figure 2.3.2).

2.3.3 Campus Entry Kiosks (refer to Figure 5.2.1 for locations)

Campus Entry Kiosks are an excellent first point of information for visitors to campus. The three remaining kiosks on the main campus will be replaced with new interactive boards sheltered from the elements. Consideration should be given to installing a kiosk at the College Avenue Campus.

Much discussion on the Campus Entry Kiosks has been had with the focus groups and it has been determined that the Campus Entry Kiosks will require more consultation outside of this study. As a result, a conceptual design for the kiosk will be presented at a later date.

2.3.4 Street Name Identifier and Addresses (refer to Figure 5.2.2 for locations)

Main Campus - University Drive South, East and North will be renamed “University Drive”. Naming of the remaining streets and lay-bys is suggested and shown on Proposed Street Names Figure 5.2.2. Figure 2.3.4 shows the design of the new street name identifier.

The College Avenue Campus street names are adequate to identify building location (Ramsey Drive).

Should the university wish to pursue a more formal street naming solution the process should be consistent with the
Assigning numerical street addresses to buildings will solve major navigation problems for couriers, taxi drivers, police and fire departments. Numerical street addresses will start at the Kramer Boulevard/Wascana Parkway entrance. The range of building addresses will be 100-199 on the south leg of University Drive, 200-299 on the east leg and 300-399 on the north leg (see Street Numbering Plan Figure 5.3.1). The College Avenue Campus will have building addresses keyed to Ramsey Drive. (Figure 5.3.2)

The single Main Campus mailing address - 3737 Wascana Parkway and associated postal code meets the requirements of Canada Post and the Facilities Management mail room. No change is required to the mailing address.

2.3.5. Vehicular Directional Signs (refer to Figure 5.2.3 for locations)

Existing Building Identifier Signage will be replaced by a new signage form. The new signage form will include directional wayfinding to parking lots as well as buildings. (Figure 2.3.5).

2.3.6. Parking Lot Identifier (refer to Figure 5.2.4 for locations)

Parking Lot Identifiers will require additional investigation and analysis to provide clarity to users. Currently, the University of Regina parking policy and strategy is being developed. Upon completion of this development all parking related signage will be reviewed. The final graphic standard of the parking signage will be consistent with the remainder of the signage family contained in this study. (Figure 2.3.6).

It is recommended that the parking lot numbering system be reviewed and revised to accommodate sequential numbering of the lots. This will help the motorist to anticipate where their desired parking lot will be found while travelling along University Drive. Figure 5.2.4 illustrates the recommended numbering of the parking lots. While the numbers still appear to be somewhat disconnected on the site plan, the numbering will be sequential when taking into consideration the placement of the vehicular directional signage.

2.3.7. Building Identifier (refer to Figure 5.2.5 for locations)

Existing building monument signage will be improved by replacing the building occupant information with blades that are consistent with the university branding standard colour pallet and by adding the building street address and name. (Figure 2.3.7).
2.3.8. Traffic Signage

Existing Traffic Signage will be replaced with new signage meeting TAC compliant requirements. This will include Stop, Yield, Speed Zones, Pedestrian Crossing and all related traffic directional signage. (Figure 2.3.8). All existing traffic sign standards will be replaced with new black standards.

2.3.9. Exterior Pedestrian Directional Signage

Exterior pedestrian directional signage does not currently exist or is very limited. This sign type will be introduced to provide wayfinding assistance to locations such as playing fields, bike parking and buildings when navigating the campus as a pedestrian or bicyclist. This sign type will also be used on the Wascana Centre bike paths leading to the University. (Figure 2.3.9).

2.3.10. Building Name Signage

To assist both motorists and pedestrians, Building Name signage will be added to all buildings on the main campus. This signage will be placed on the exterior skin of the buildings and will be designed both in size and placement to be legible from University Drive.

As the College Avenue Campus is much more compact, it is suggested by this study that the naming of buildings on this campus is unnecessary.

2.3.11. Bus Stop Signage

City transit bus stop signage is currently in use on campus and is provided by the city of Regina. This signage will continue to be accommodated within the new wayfinding strategy.

2.3.12. Designated Smoking Area Signage

Current Designated Smoking Area Signage will updated to be consistent with the graphic theme remainder.

3.0 INTERNAL WAYFINDING SIGNAGE

3.1 Overview

Directional, and identifier signage for pedestrians will be designed to be viewed a few metres away. Given pedestrians can stop and scan a broader range of information, these signs are generally smaller in nature and may have a message plan that is more complex.
The internal wayfinding signage system will be designed to be uncomplicated in nature and to allow for in-house capabilities for printing of signs, installation, and sign maintenance.

While directional and identifier signage is generally smaller, informational signage will be designed, through the use of size and graphic standards, to capture a pedestrian’s attention at greater distances. The need and opportunity for more detailed information when inside a given building will be accommodated on this informational signage and will be placed at strategic points throughout the campus.

Refer to Figure 2.1.1 for a graphic illustration of the basic sign components and their progression from campus perimeter to the final destination.

This study recognizes that the University is prohibited, for economical reasons, in replacing all internal wayfinding signage with the proposed system herein. However, the study establishes a professional, practical, and economical interior signage system that will be consistent with the new external wayfinding signage system. It is the intent of this study that, moving forward, the new internal wayfinding signage system be applied to all new buildings and that a strategy be developed for the improvement/replacement of the existing interior wayfinding signage over time.

### 3.2 Internal Wayfinding Message Plan

The intent of the internal wayfinding signage is to continue to present a clear and consistent information path to pedestrians as they navigate to their destination within a building. As with the external wayfinding signage, a hierarchical system of wayfinding signage and criteria must be used to limit the amount of information on any given interior sign.

a) Similar to the campus entry kiosks, the campus directory will serve as the first point of informational contact to the pedestrian when entering a building.

The message plan will include a campus map that indicates all buildings, a colour keyed legend showing the buildings occupants and University of Regina branding.

b) Given it’s position at the top of the interior wayfinding hierarchy, the message plan for the building entry kiosk will accommodate the most complex message plan within the wayfinding signage family.

The message plan will include the information identifier graphic, building name, coloured floor plan, colour keyed legend showing the buildings major occupant types, directional queues to adjacent buildings, directional queues to major destinations
and strong University of Regina branding.

c) The message plan for the wall directory will share all aspects of the building entry kiosk with the exception of the University of Regina branding.

d) The message plan of the interior directional signage will be limited to providing directional queues to occupants and major destinations within a building.

e) The message plan of the faculty and unit identifier will be limited to identifying the occupant and the general office room number. This sign will be used at the main door to general office locations.

f) The message plan of the general room identifier will be limited to the occupant, the occupants title if applicable, the room number and any associated faculty or unit branding.

g) The message plan for the general information signage will be subject to the needs of the special event requiring the use of this signage.

When not in use, a graphic standard should be developed for this sign that will be displayed in absence of a special event. For example - These signs could be used to display University of Regina branding and a contact number for those inquiring about the use of the signs for special events.

3.3 Internal Wayfinding Identification

3.3.1 Campus Directory

When entering a building through the primary entrance, the campus directory will be the first point of wayfinding contact. The purpose of the campus directory is to aid people in quickly finding the building in which their destination is located. It also serves to show the relationship between buildings and indicates internal circulation routes (Figure 3.3.1).

The current campus directory works well for this function and will be updated to incorporate graphic elements that reflect the intent of the University’s Visual Identity standard. As well, the colour coded legend will be simplified for increased legibility.

3.3.2 Building Entry Kiosk

Progressing past the campus directory, the next layer of internal wayfinding will be the building entry kiosk. The purpose of the building entry kiosk is to provide people with a means to aid them in finding their final destination within a given building.

The entry kiosk will be located to be readily seen upon entering
the building. The kiosk will display the main floor plan of the building along with a colour coded legend identifying the major areas within the building. Major areas on upper floors will also be listed on the kiosk to aid in guiding people to the appropriate floor (Figure 3.3.2).

The kiosk will also be used to give directional queues to other buildings and major facilities and will incorporate University of Regina branding statements.

3.3.3. Wall Directory

The wall directory will be a secondary element to the building entry kiosk and be located at strategic locations such as secondary entrances, major corridor junctions and transitions between buildings (Figure 3.3.3).

Like the building entry kiosk, the purpose of the wall directory is to provide people with a means to aid them in finding their final destination within a given building. As such, the wall directory will be similar in design to that of the building entry kiosk.

3.3.4. Interior Pedestrian Directional Signage

Interior Pedestrian Directional Signage is used to give additional visual cues to destinations for people as they navigate the corridors of the buildings on campus.

These signs have the greatest impact when suspended from the ceiling, perpendicular to a person’s path of travel, at corridor junctions to further indicate navigation direction.

The interior pedestrian directional sign is designed to be a simple direction indicator (Figure 3.3.4).

3.3.5. Faculty and Unit Identifiers

All general offices for faculties, faculty units and administrative units will be identified with signage that shares a common visual theme with the remainder of the wayfinding family of signs (Figure 3.3.5).

3.3.6. General Room Identifier

The General Room Identifier is designed to combine the room number, occupant, and faculty/unit branding into a single sign (Figure 3.3.6).

Consideration is given to those with visual impairments through the use of raised tactile room numbers on the clear plastic lens of this sign.
By combining the occupant and room number into a single sign, door signage costs will be reduced.

The General Room Identifier will be adapted for other room identification such as research labs, classrooms, graduate student rooms, etc.

3.3.7. Washroom Identifier

For consistency, all washroom signs will follow the graphics shown in Figure 3.3.7. These signs will be mounted to the washroom door, to the wall above the door, or to the ceiling by the door depending on the needs of the location.

3.3.8. General Identifiers

There are many locations that require General Identifier Signage such as the location of elevators, fire alarm pull stations and public telephones.

For consistency these signs will follow the graphics shown in Figure 3.3.8. These signs will be mounted to the wall or ceiling depending on the needs of the location.

3.3.9. General Information

To accommodate the needs of providing direction and information for special events, a General Information sign body will be located at strategic locations in most, if not all, buildings (Figure 3.3.9).

The intent of this sign will be to reduce the amount of paper being taped to the corridor walls, thus reducing the amount of painted surface maintenance.

A usage policy should be developed for this sign and it is suggested that booking and control of the signs be administered by Conference Services.

3.3.10. Sustainability Signage

This study recognizes the importance of sustainability and suggests there may be opportunities on campus to highlight the University of Regina’s sustainability efforts through the use of signage.

The Sustainability Coordinator will be engaged to review possible future initiatives.
4.0 WAYFINDING SIGNAGE STANDARDS

4.1 Overview

This Study includes conceptual designs and guidelines to regulate the implementation of a standard wayfinding signage system, both external and internal, throughout the University of Regina. The Wayfinding Signage Standards have been developed in response to a need for a comprehensive wayfinding signage and mapping strategy.

The Wayfinding Signage Standards are directed toward establishing a distinct, consistent, and professional graphic image throughout the campus and within individual buildings. The standardized system will be dependent upon the simplicity of sign components, and a uniformity of typography, size, spacing, layout, nomenclature, and colour.

The wayfinding signage system will be designed to accommodate simple and concise language to assist students, faculty, and visitors to their destination. Each sign type will be developed to satisfy a specific message plan and will have a special function as an integral part of the overall strategy.

4.2 Sign Body specifications

Given the continuing budget challenges the University of Regina faces, funding for projects such as wayfinding are often found to be of lesser importance when compared to deferred maintenance. For this reason, this study suggests that all signs on campus be standardized to use a sign body that is uncomplicated in nature and allows for in-house capabilities for printing of signs, installation and maintenance.

By adopting this approach the University of Regina will gain the flexibility that is required to reduce its costs associated with the supply of custom signage across campus.

To realize this approach the sign bodies must have the following attributes:

a) Modular
   Through the use of standardized sign bodies and components, the signs must be able to be assembled in a variety of configurations and sizes.

b) Frame
   To remain neutral and at the same time compliment the varied interior fabric of the buildings, the frame must be made of aluminum. The frame design must allow for a variety of printed material inserts including paper, plastic, metal, laminates, veneers, etc. The frame must also accommodate embossed, engraved and tactile substrates.
c) Shape
   To achieve a modern aesthetic, the face of the sign body must be curved. The curved design must also allow the printed insert material to be kept in place using the materials own tension.

d) Sign Updates
   The sign body must be designed to allow for easy updates to the printed inserts without the need for the involvement of an outside signage agency.

e) Construction
   The sign body must be easily fabricated from modular components and easily disassembled for maintenance or relocation.

f) Mounting
   The sign body must have the ability to be mounted with adhesive tape and also by means of mechanical fasteners.

g) Security
   The sign body must be vandal resistant.

4.3 Graphic Standards

A companion document will be developed to outline the standard sign sizes, font type, font size, colours and standard graphical layout of all sign types.

This document will be used as a standard to guide all future sign development at the University of Regina.

5.0 IMPLEMENTATION

5.1 Overview

The most professional wayfinding results for the University of Regina would be achieved by a single concerted effort to replace all signage on campus, both external and internal. However, this study has already recognized the economic limitations of this approach and therefore recommends a multi-phased implementation.

A companion document will be developed to outline the phased implementation.
5.2 Exterior Signage Location Plans

Figure 5.2.1 Campus Perimeter, Gateway, and Entry Kiosk Signage
Figure 5.2.3 Vehicular Directional Signage
Figure 5.2.4 Parking Lot Identifier
Figure 5.2.5 Building Identifier

1. RIDDELL CENTRE
2. EDUCATION BUILDING
3. CENTRE FOR KINESIOLOGY, HEALTH AND SPORT
4. NORTH AND SOUTH RESIDENCE
5. HALL A
6. LANGUAGE INSTITUTE
7. AD-HUM BUILDING
8. LIBRARY
9. CLASSROOM BUILDING
10. LAB BUILDING
11. RESEARCH AND INNOVATION CENTRE
12. DAYCARE
13. COLLEGE WEST
14. HEATING PLANT
15. GREENHOUSE GAS TECHNOLOGY CENTRE
5.3 Proposed Street Names and Addresses

Figure 5.3.1 Proposed Street Names and Addresses - Main Campus, Current Buildings
Figure 5.3.2 Proposed Street Names and Addresses - Main Campus, Current and Future Buildings
Figure 5.3.3 Proposed Street Names and Addresses - College Avenue Campus