

# Campus Signage Concept Review North Nevada Corridor

06-February-2020



# PART A

- North Nevada Corridor Wayfinding
- **PART A.1** Exploring Design Options

# PART B

Hybl Building Area Concept Development

# PART C

**Cybersecurity Building Concept Development** 



# North Nevada Corridor Wayfinding











# **SIGNAGE GOALS**

# **Primary Goal: Awareness**

Increase campus awareness along North Nevada

# **Secondary Goal: Wayfinding**

Provide clear directions to get people where they need to go.

# **Tertiary Goal: Places**

Appropriately and recognizably indicate the presence of businesses/partners/places at each building.









# The elements we need to balance to achieve these goals.



Impactfulness Distinctive

# BRANDING

UCCS Standards

# DESTINATIONS

Businesses, places,

**LEGIBILITY** VISIBILITY **CLARITY** 

Designed for times, places, & conditions











# PLACEMAKING

BRANDING

# WAYFINDING

DESTINATIONS

LEGIBILITY **VISIBILITY** 

# **CLARITY** •

Contrast, size, lighting, weather, etc









# PLACEMAKING

# IMPACT **AWARENESS PLACEMENT +** CLARITY + VISIBILITY HIERARCHY

# **PRIMARY GOAL: Awareness by Placemaking**

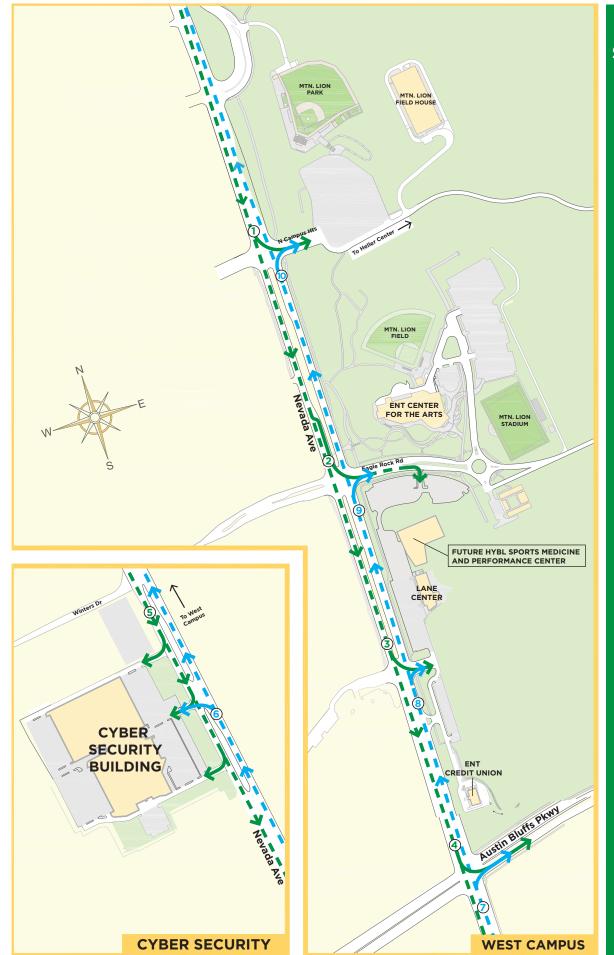
- 1. Determine placement to be most effective in raising awareness.
- 2. Analyze where directions are most needed along North Nevada.
- 3. Create easily identifiable, ownable design solutions.











#### SOUTHBOUND





















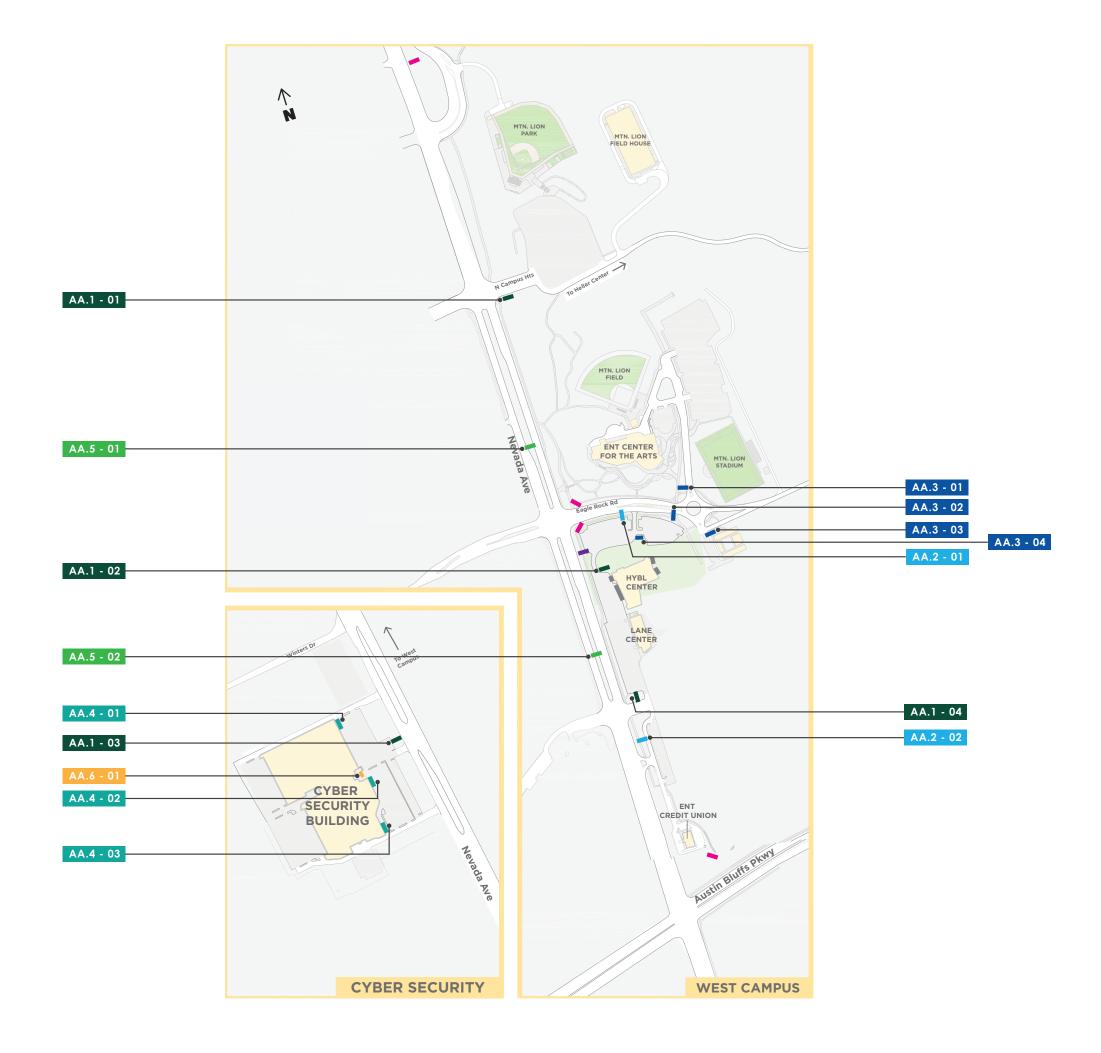
# UCCS Wayfinding

1420 Austin Bluffs Pkwy, Colorado Springs, CO 80918









## **GROUND SIGN LOCATION PLAN**

#### SIGN TYPES

AA	NEW SIGNS	
AA.1	Large Multi-Tenant Monument	
AA.2	Large Directional Monument	
AA.3	Small Directional Monument	
AA.4	Building ID	
AA.5	Large Vehicular Directional	
AA.6	Small Building Multi-tenant	
сс	EXISTING SIGNS TO REMAIN	
CC.1	Gateway Signs	

CC.2 ENT Center Sign CC.3 Building Signs

#### SIGN DESIGNATOR LEGEND

Approximate Location B-Sign Side

BB.2 - 01-Sign Number

—Sign Type Designator

#### LOCATION PLAN NOTES

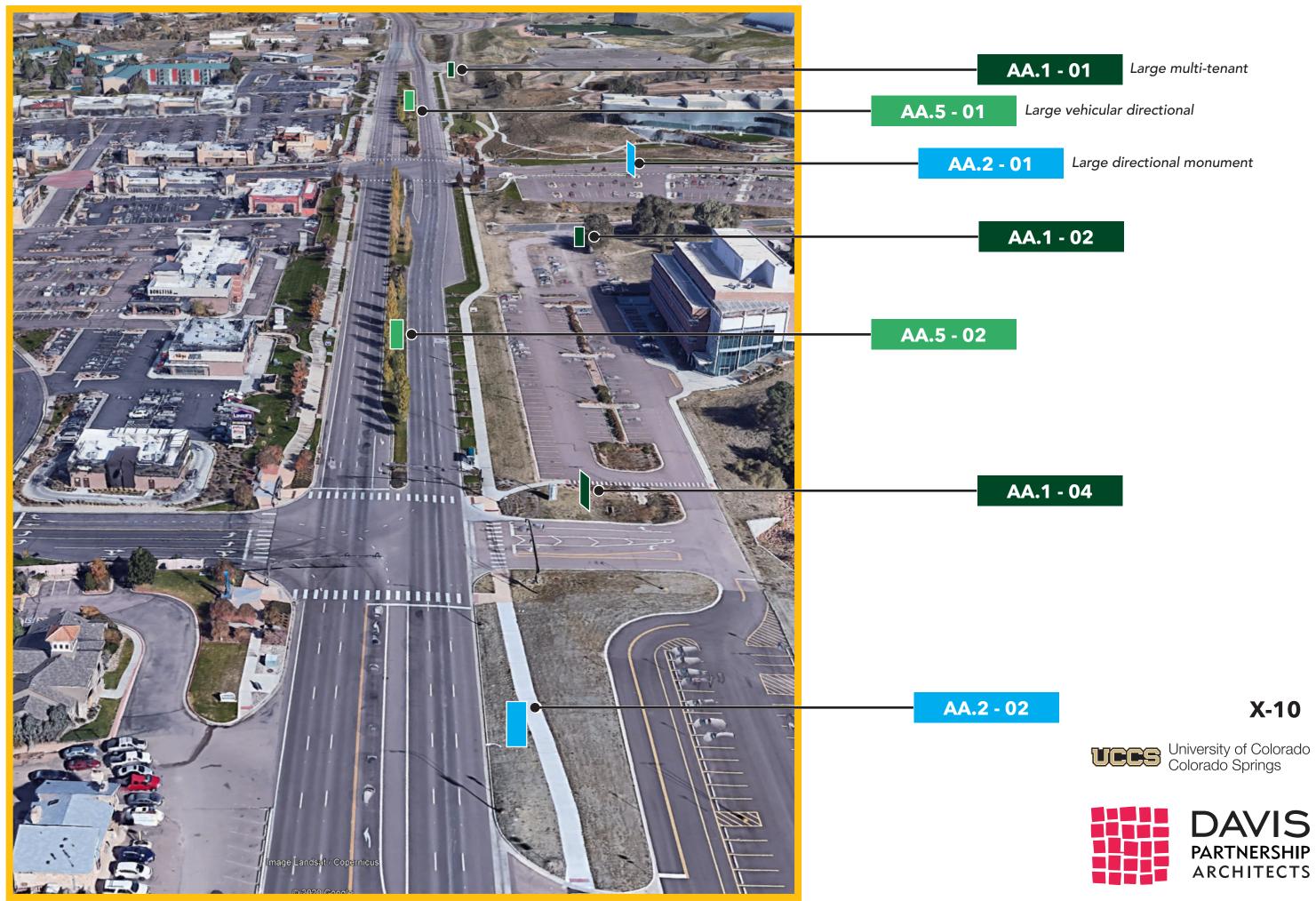
Sign indicators on location plans are not to scale. They indicate general sign locations and approximate sign size, but are not representative of actual sign sizes or exact locations.

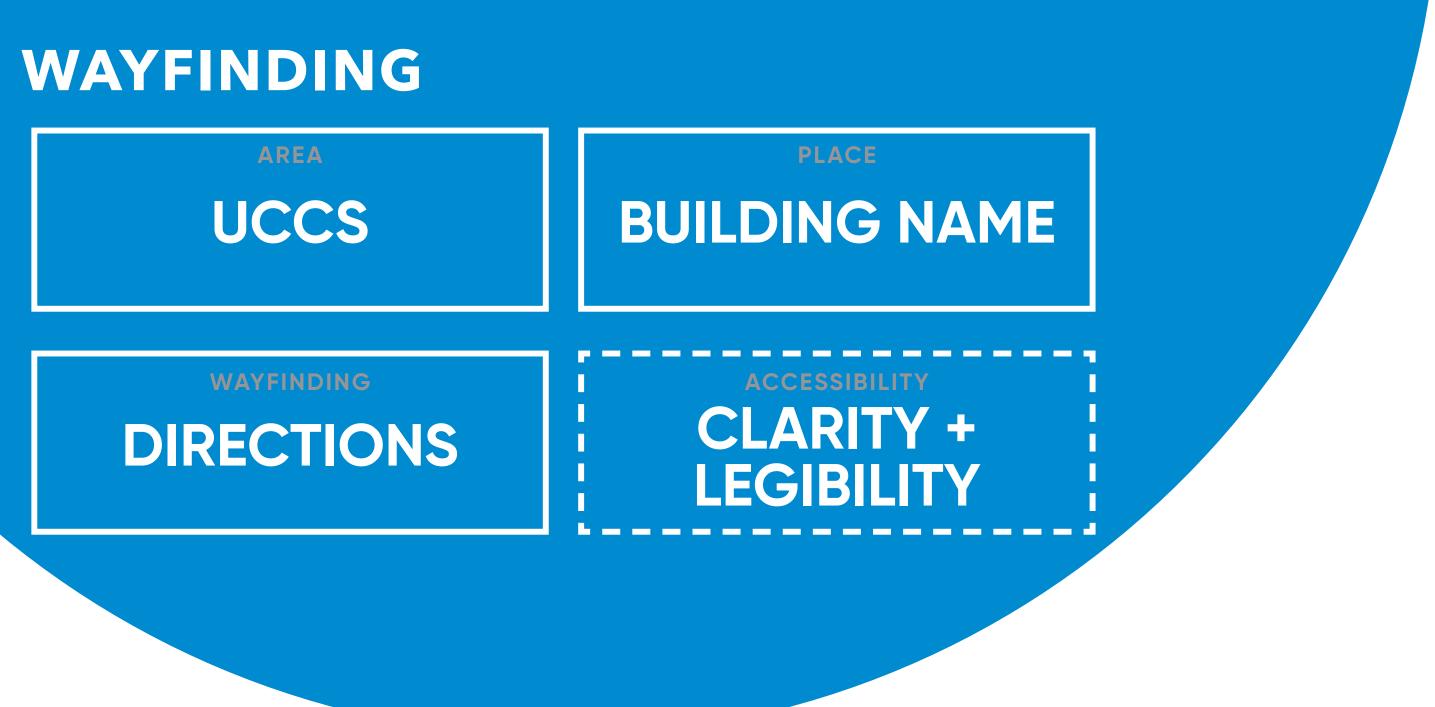












# **SECONDARY GOAL Wayfinding & Designing Awareness**

Focusing on getting people where they need to go by providing them clear information at the necessary points, emphasizing important design and directional elements.

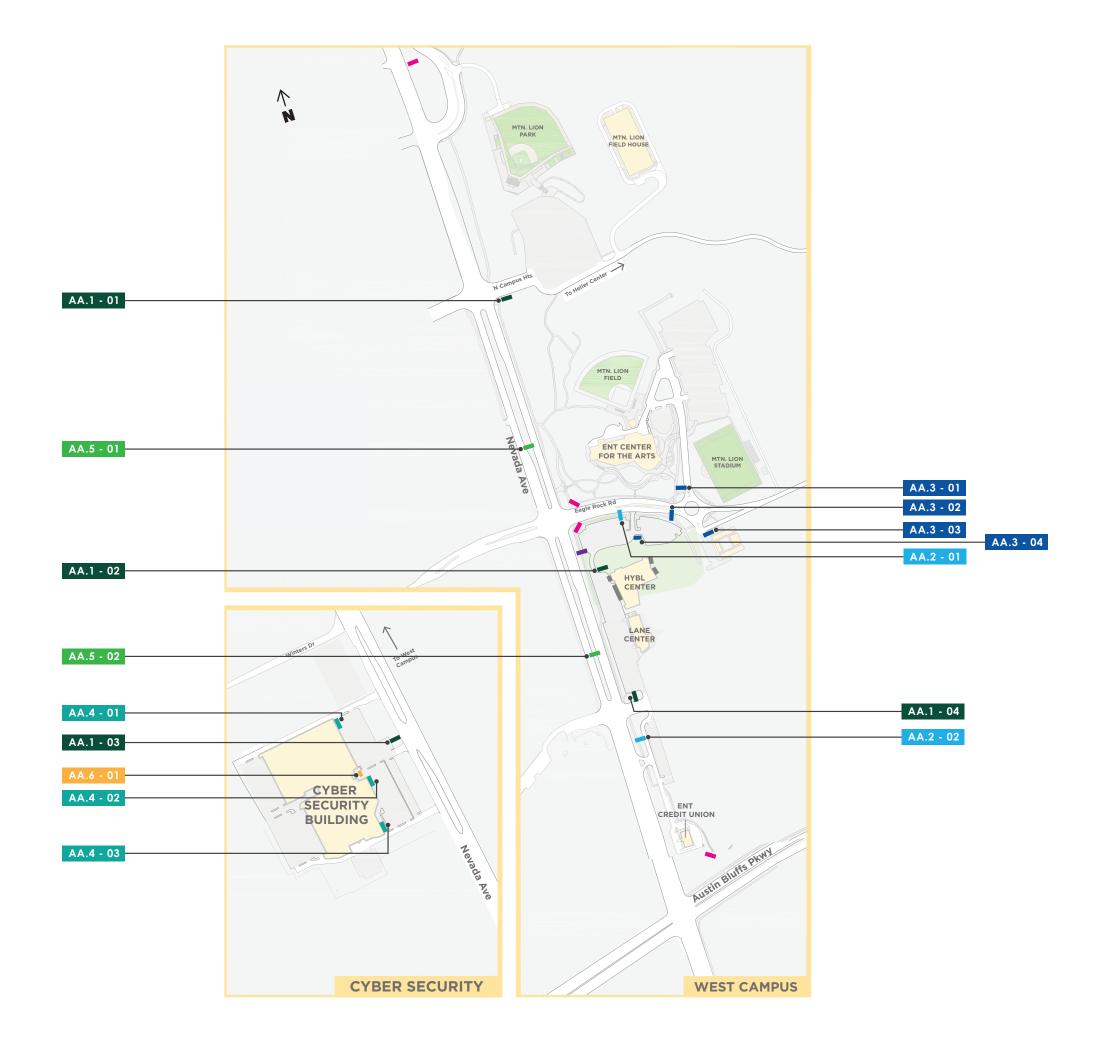












# **GROUND SIGN LOCATION PLAN**

#### SIGN TYPES

NEW SIGNS	
Large Multi-Tenant Monument	
Large Directional Monument	
Small Directional Monument	
Building ID	
Large Vehicular Directional	
Small Building Multi-tenant	
EXISTING SIGNS TO REMAIN	
Gateway Signs	
	Large Multi-Tenant Monument Large Directional Monument Small Directional Monument Building ID Large Vehicular Directional Small Building Multi-tenant EXISTING SIGNS TO REMAIN

CC.2 ENT Center Sign CC.3 Building Signs

#### SIGN DESIGNATOR LEGEND



A Approximate Location B Sign Side

BB.2 - 01-Sign Number

-Sign Type Designator

#### LOCATION PLAN NOTES

Sign indicators on location plans are not to scale. They indicate general sign locations and approximate sign size, but are not representative of actual sign sizes or exact locations.

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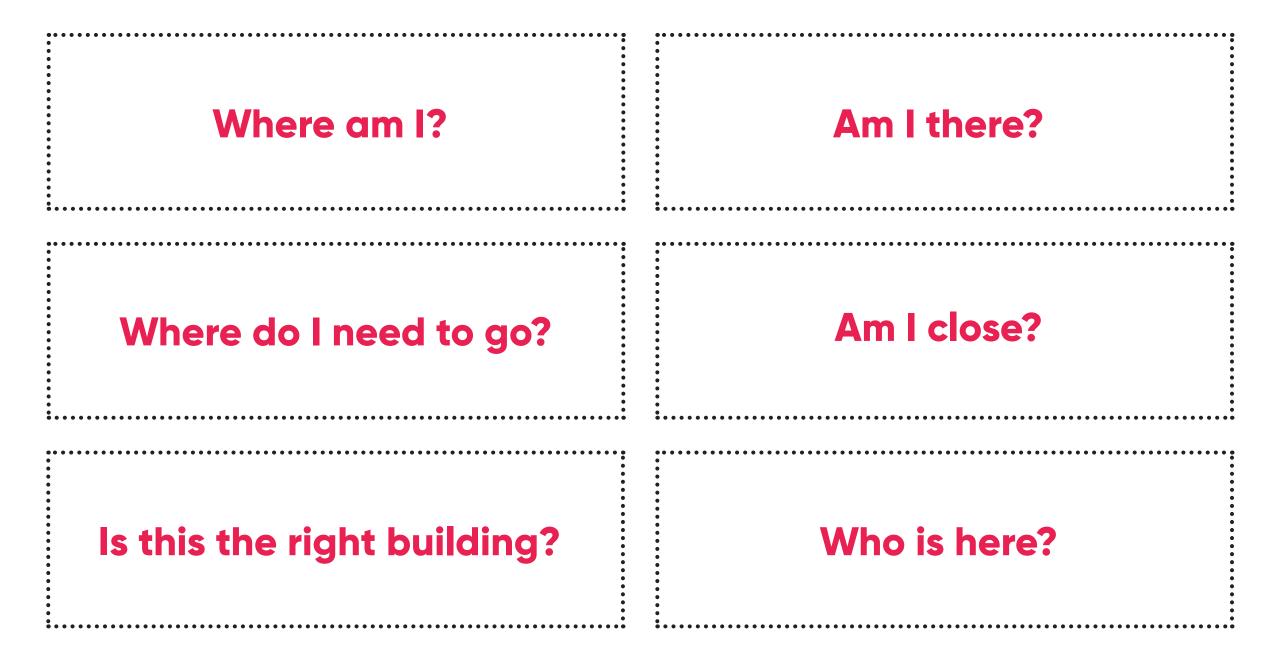
13-Feb-2020

# X-12





# The most important piece of this project is understanding people's needs.









# And then we can answer these questions.











# **TERTIARY GOAL Awareness of Places/Partners/Businesses**

Making sure brand awareness for tenants and places is consistent and recognizable and doesn't negatively impact the two primary goals (awareness & wayfinding).





# **PARTNER LOGOS**

X-15







**HYBL CENTER - SIGNAGE LOCATIONS** 

NORTH ELEVATION

SCALE: NTS

LANE CENTER - SIGNAGE LOCATIONS













SCALE: NTS

# **BUILDING MOUNTED SIGNAGE LOCATIONS**

#### SIGN TYPES

AA	GROUND SIGNS
AA.1	Large Multi-Tenant Monument
AA.2	Large Directional Monument
AA.3	Small Directional Monument
AA.4	Building ID
BB	BUILDING SIGNS
BB.1	Tenant Identification Sign
BB.1 BB.2	Tenant Identification SignBuilding Identification Sign
	•
BB.2	Building Identification Sign
BB.2 BB.3	Building Identification Sign     CU Building Mounted Sign

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**CYBER SECURITY CENTER - SIGNAGE LOCATIONS** 

# BUILDING MOUNTED SIGNAGE LOCATIONS

#### SIGN TYPES

AA	GROUND SIGNS
AA.1	Large Multi-Tenant Monument
AA.2	Large Directional Monument
AA.3	Small Directional Monument
AA.4	Building ID
BB	BUILDING SIGNS
BB.1	Tenant Identification Sign
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	•
BB.2	Building Identification Sign
BB.2 BB.3	Building Identification Sign     CU Building Mounted Sign

SCALE: NTS

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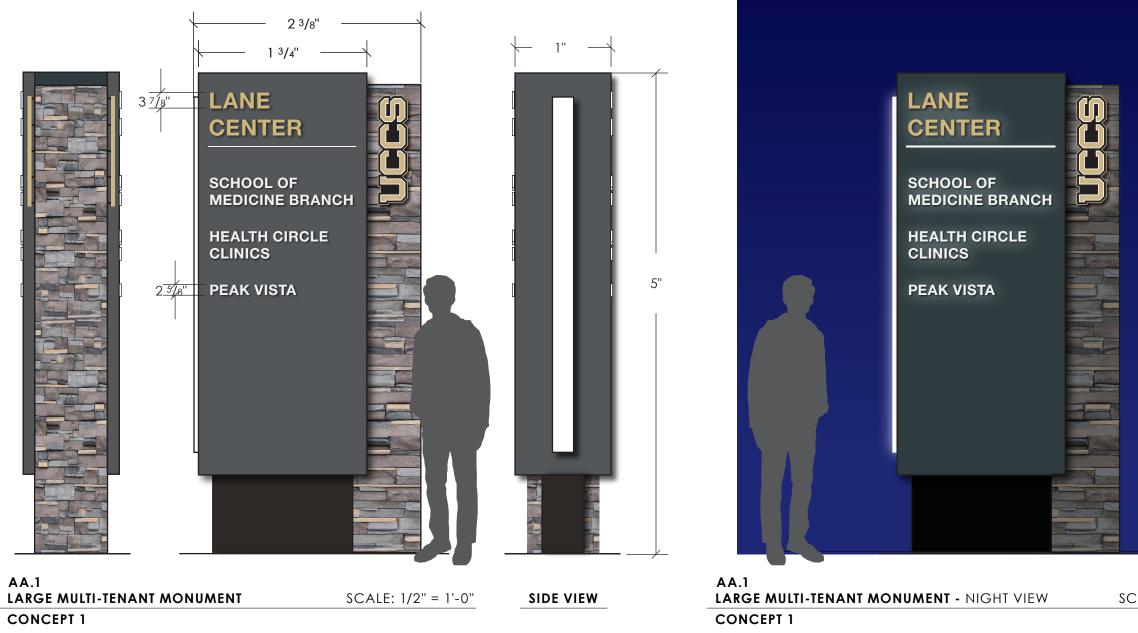
# **Exploring Design Options**











### GROUND SIGNAGE CONCEPT 1

# UCCS Wayfinding 1420 Austin Bluffs Pkwy, Colorado Springs, CO 80918 X-19 13-Feb-2020

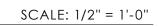
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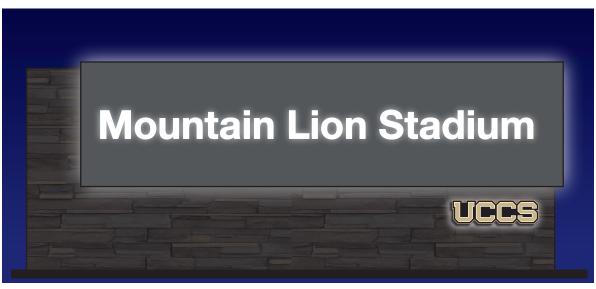
AA.2 LARGE DIRECTIONAL MONUMENT	
CONCEPT 1	





AA.3 SMALL DIRECTIONAL MONUMENT
CONCEPT 1





**AA.4 BUILDING ID** 

SCALE: 1/2" = 1'-0"

**AA.4** BUILDING ID - NIGHT VIEW **CONCEPT 1** 

**CONCEPT 1** 

### **GROUND SIGNAGE CONCEPT 1**



SCALE: 1/2" = 1'-0"

SCALE: 1/2" = 1'-0"

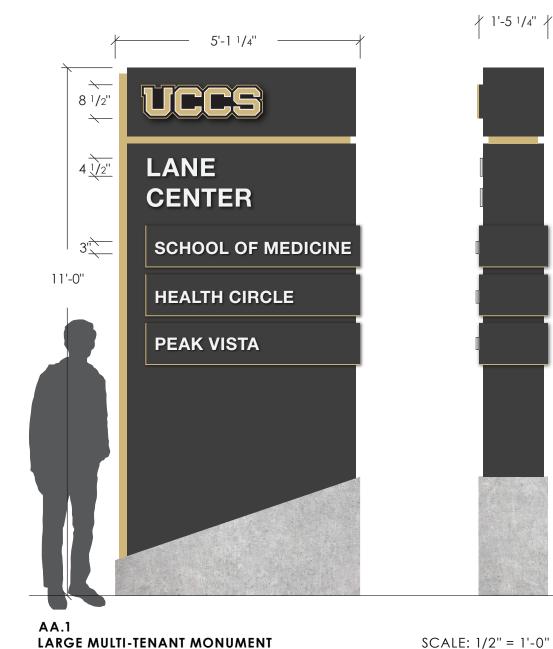
UCCS Wayfinding

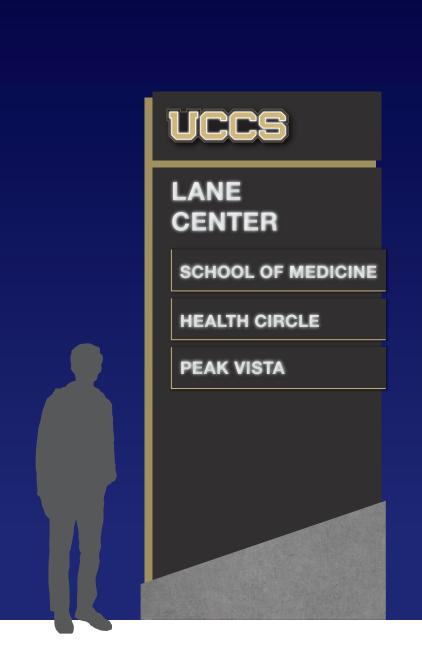
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**AA**.1 LARGE MULTI-TENANT MONUMENT - NIGHT VIEW CONCEPT 2

CONCEPT 2

SCALE: 1/2" = 1'-0"

SCALE: 1/2" = 1'-0"

### **GROUND SIGNAGE CONCEPT 2**

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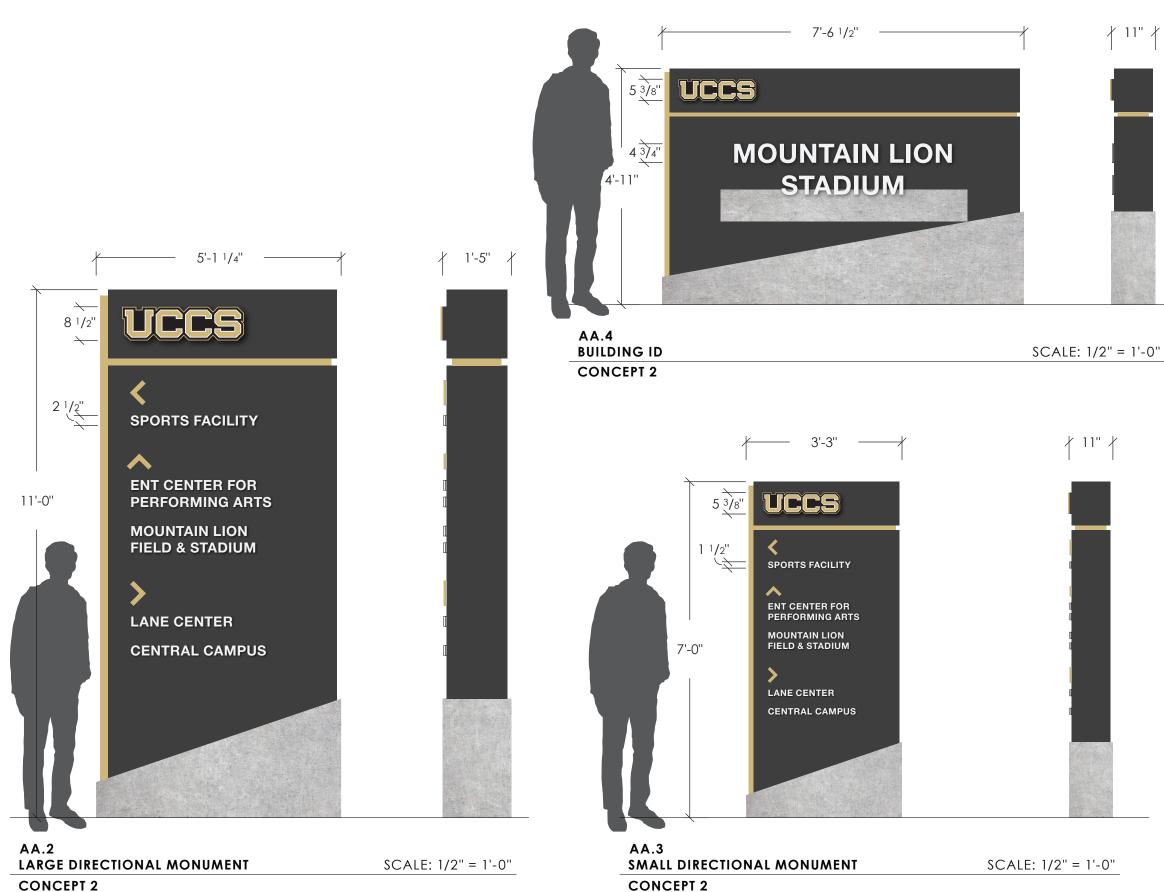
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CONCEPT 2

### **GROUND SIGNAGE** CONCEPT 2

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CONCEPT 3

**CONCEPT 3** 

SCALE: 1/2" = 1'-0"

### **GROUND SIGNAGE CONCEPT 3**

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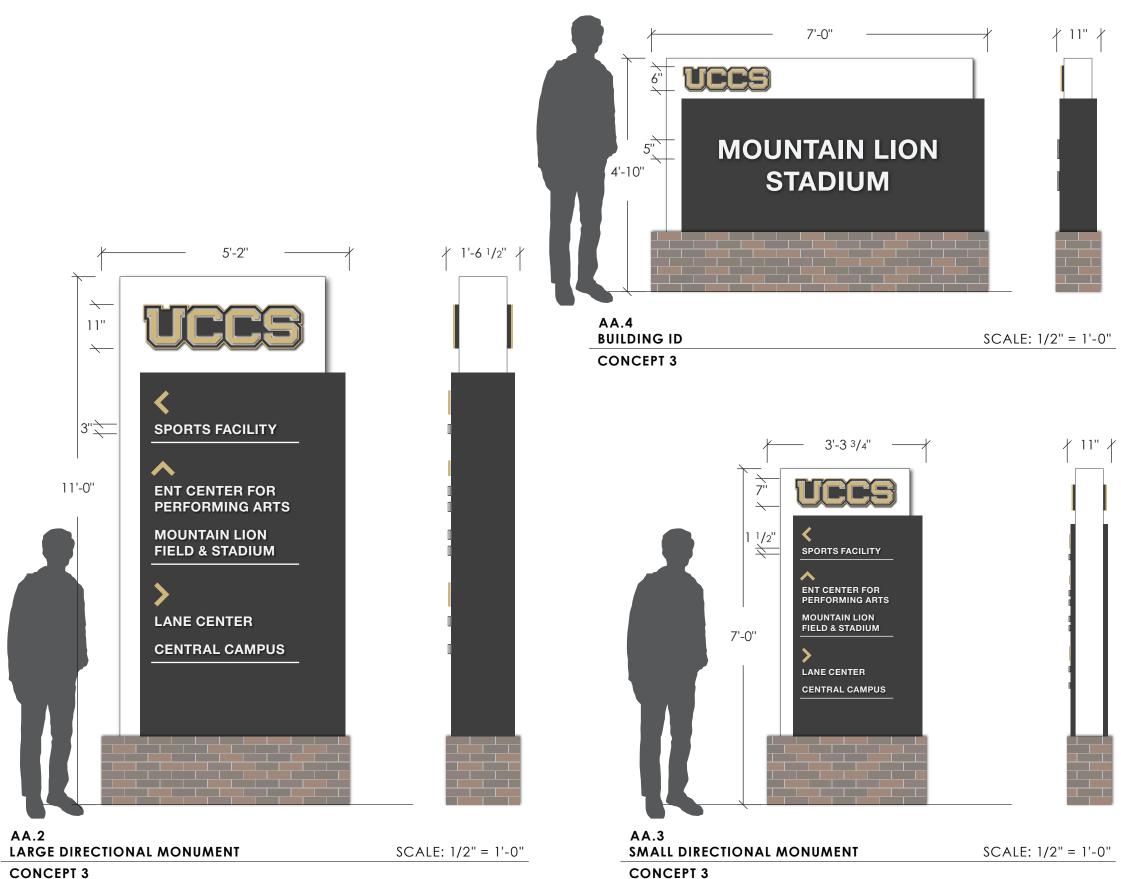
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**CONCEPT 3** 

### **GROUND SIGNAGE CONCEPT 3**

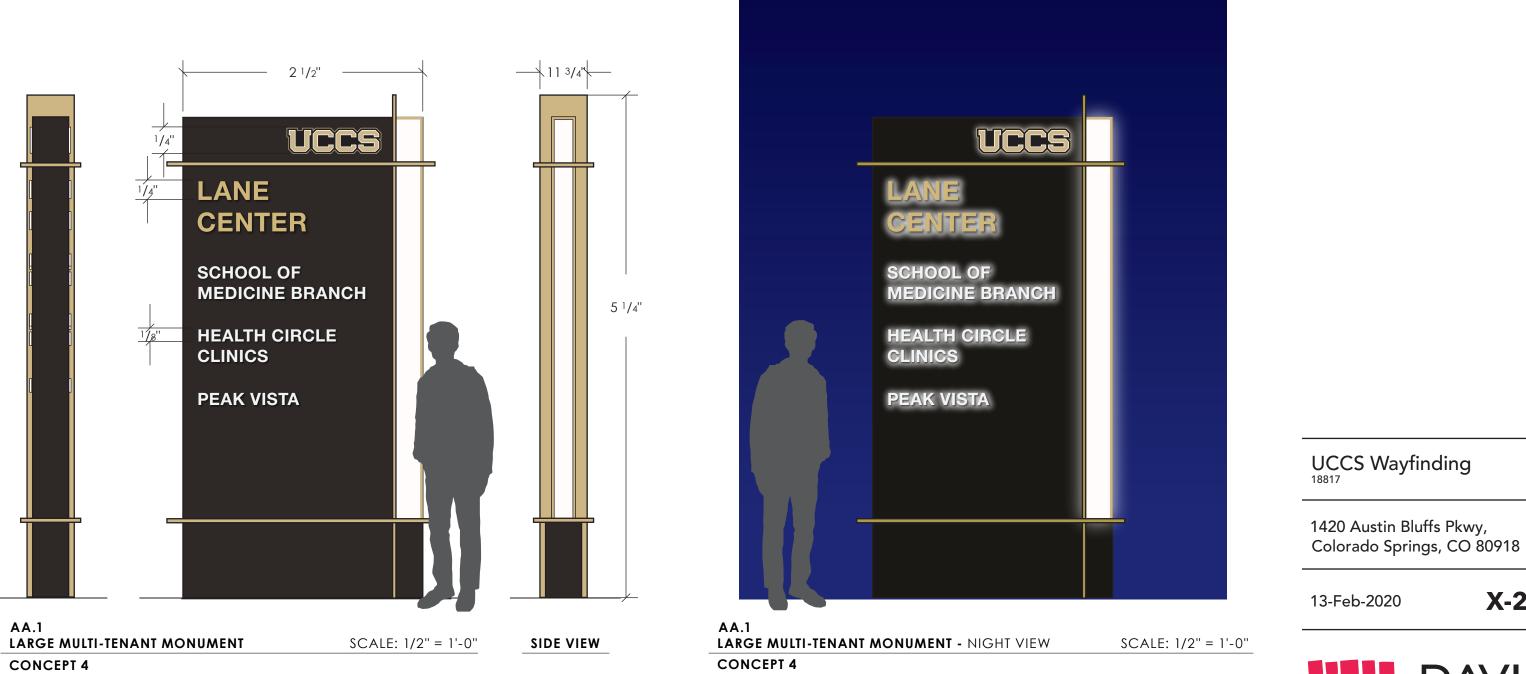
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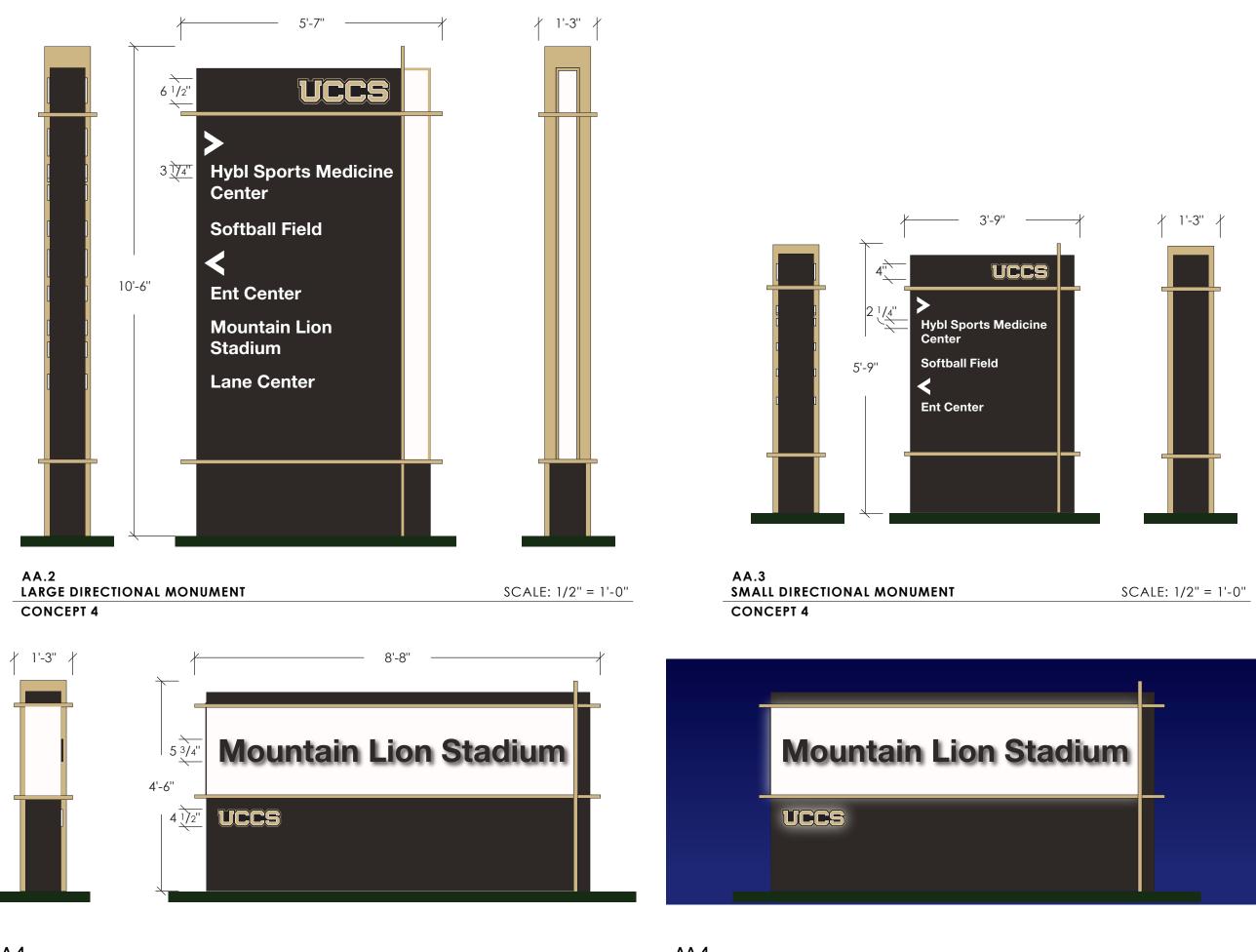


### **GROUND SIGNAGE CONCEPT 4**



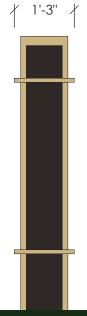






AA.4		AA.4
BUILDING ID	SCALE: 1/2" = 1'-0"	BUILDING ID - NIGHT VIEW
CONCEPT 4		CONCEPT 4

### **GROUND SIGNAGE CONCEPT 4**



SCALE: 1/2" = 1'-0"

# UCCS Wayfinding

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# **PART B**

Hybl Building Area Concept Development







# **GROUND SIGN LOCATION PLAN**

#### SIGN TYPES

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AA.1	Large Multi-Tenant Monument	
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AA.3	Small Directional Monument	
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СС	EXISTING SIGNS TO REMAIN	
CC.1	Gateway Signs	

CC.2 ENT Center Sign CC.3 Building Signs

#### SIGN DESIGNATOR LEGEND



A Approximate Location B Sign Side

BB.2 - 01-Sign Number

–Sign Type Designator

#### LOCATION PLAN NOTES

Sign indicators on location plans are not to scale. They indicate general sign locations and approximate sign size, but are not representative of actual sign sizes or exact locations.

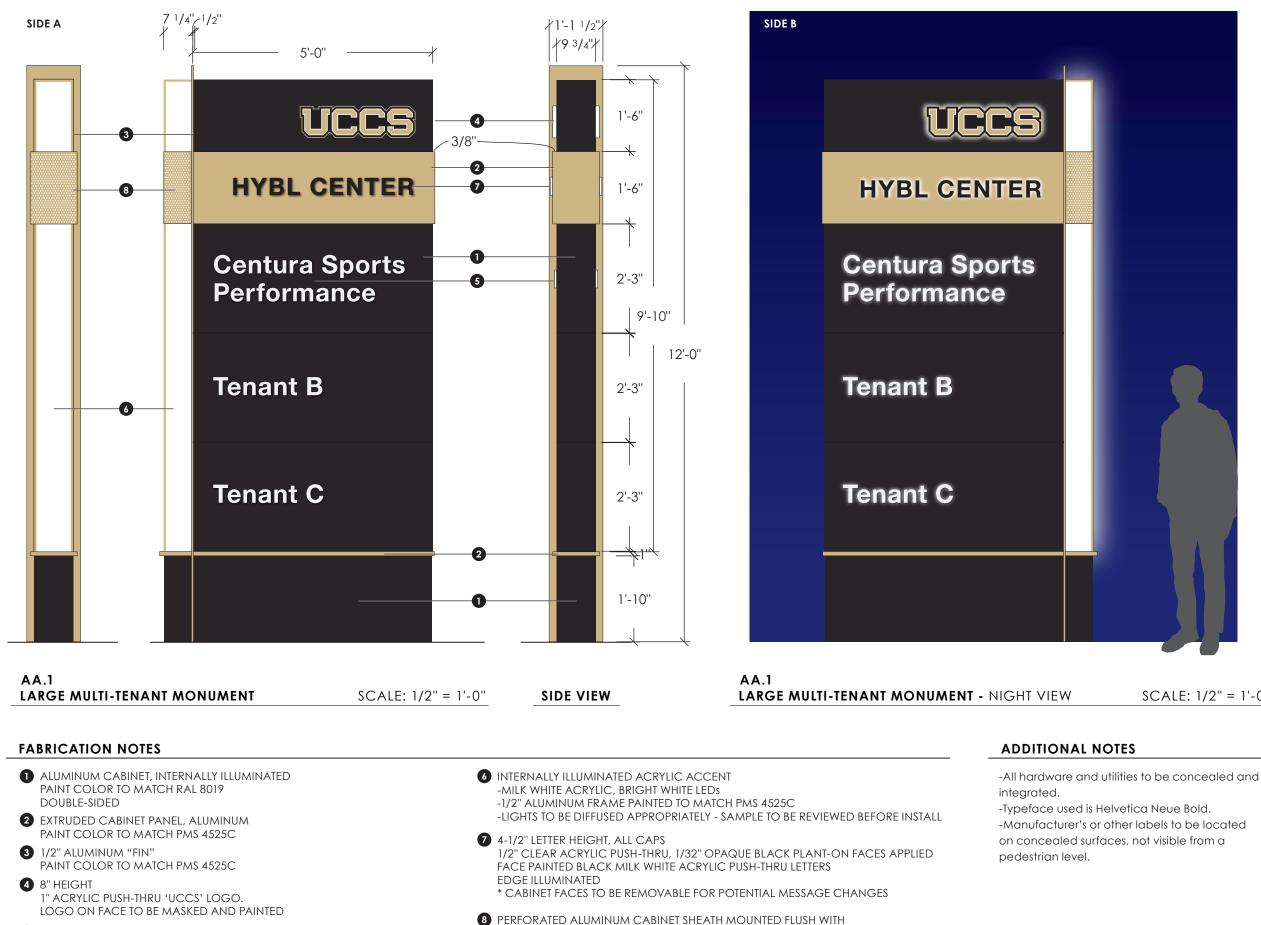
# UCCS Wayfinding

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INTERNALLY ILLUMINATED ACRYLIC ACCENT TO MATCH PMS 4525C

5 5" CAP HEIGHT, TITLE CASE 1/2" WHITE ACRYLIC PUSH-THRU LETTERS FACE AND EDGE ILLUMINATED \* CABINET FACES TO BE REMOVABLE FOR POTENTIAL MESSAGE CHANGE

\* ALL HARDWARE TO BE COUNTERSUNK AND PAINTED TO MATCH

# UCCS **GROUND SIGNAGE**

#### SIGN CONTENT/MESSAGING

#### NORTH SIGN FACE

HYBL CENTER Centura Sports Performance [TENANT B] [TENANT C]

#### SOUTH SIGN FACE

HYBL CENTER Centura Sports Performance [TENANT B] [TENANT C]



SCALE: 1/2" = 1'-0"

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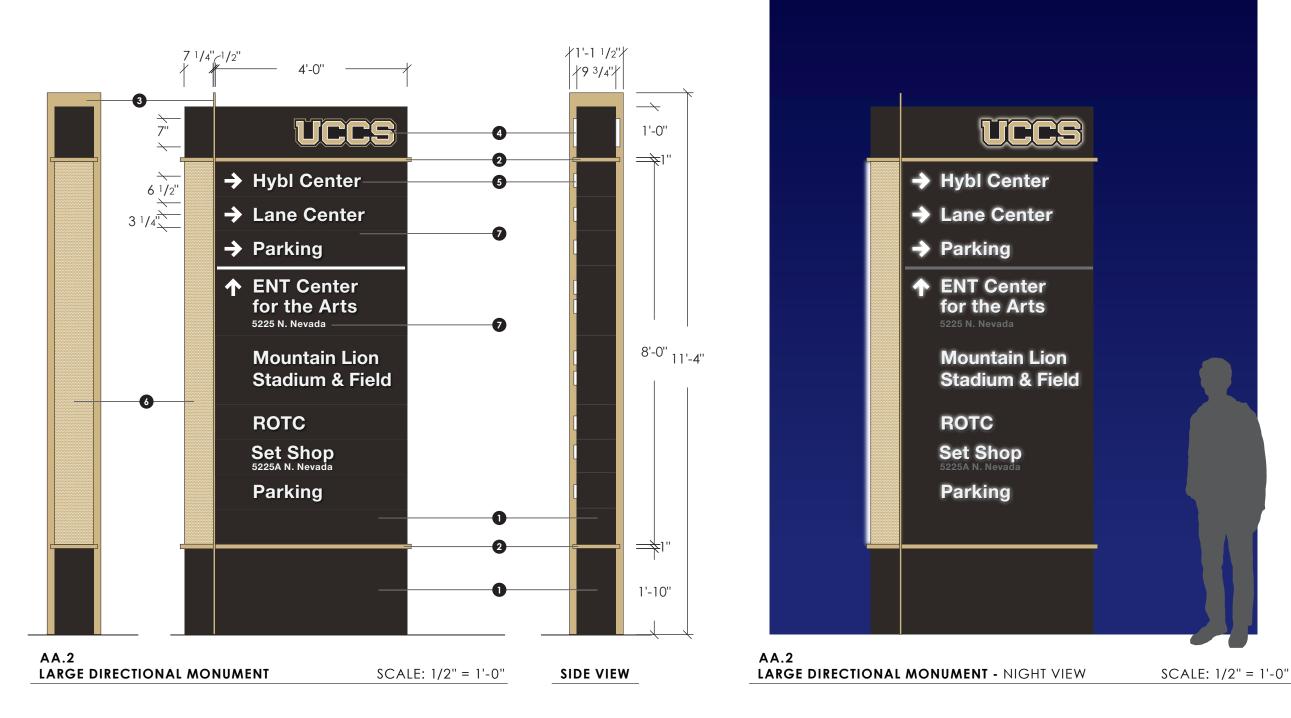


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- 1 ALUMINUM CABINET, INTERNALLY ILLUMINATED PAINT COLOR TO MATCH RAL 8019 DOUBLE-SIDED
- 2 1" DECORATIVE ALUMINUM COMPONENT PAINT COLOR TO MATCH PMS 4525C
- 3 1/2" ALUMINUM "FIN" PAINT COLOR TO MATCH PMS 4525C
- 4 7" HEIGHT 1" ACRYLIC PUSH-THRU 'UCCS' LOGO. LOGO ON FACE TO BE MASKED AND PAINTED

- 5 3 1/2" CAP HEIGHT, TITLE CASE
- 1/2" WHITE ACRYLIC PUSH-THRU LETTERS
  - FACE AND EDGE ILLUMINATED
  - \* CABINET FACES TO BE REMOVABLE FOR POTENTIAL MESSAGE CHANGE
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  - -1/2" ALUMINUM FRAME AND PERFORATED ALUMINUM PAINTED TO MATCH PMS 4525C -LIGHTS TO BE DIFFUSED APPROPRIATELY - SAMPLE TO BE REVIEWED BEFORE INSTALL
- **7** 3M REFLECTIVE WHITE VINYL LETTERING TEXT: 1 3/4" CAP HEIGHT, TITLE CASE LINE: 3/4" HEIGHT

#### **ADDITIONAL NOTES**

- -All hardware and utilities to be concealed and integrated.
- -Typeface used is Helvetica Neue Bold. -Manufacturer's or other labels to be located on concealed surfaces, not visible from a pedestrian level.

# UCCS **GROUND SIGNAGE**

#### SIGN CONTENT/MESSAGING

#### SINGLE-SIDED

> Hybl Center Lane Center Parking

\_\_\_\_\_

Λ Ent Center for the Arts 5225 N. Nevada Set Shop 5225A N. Nevada ROTC Mountain Lion Stadium & Field Parking



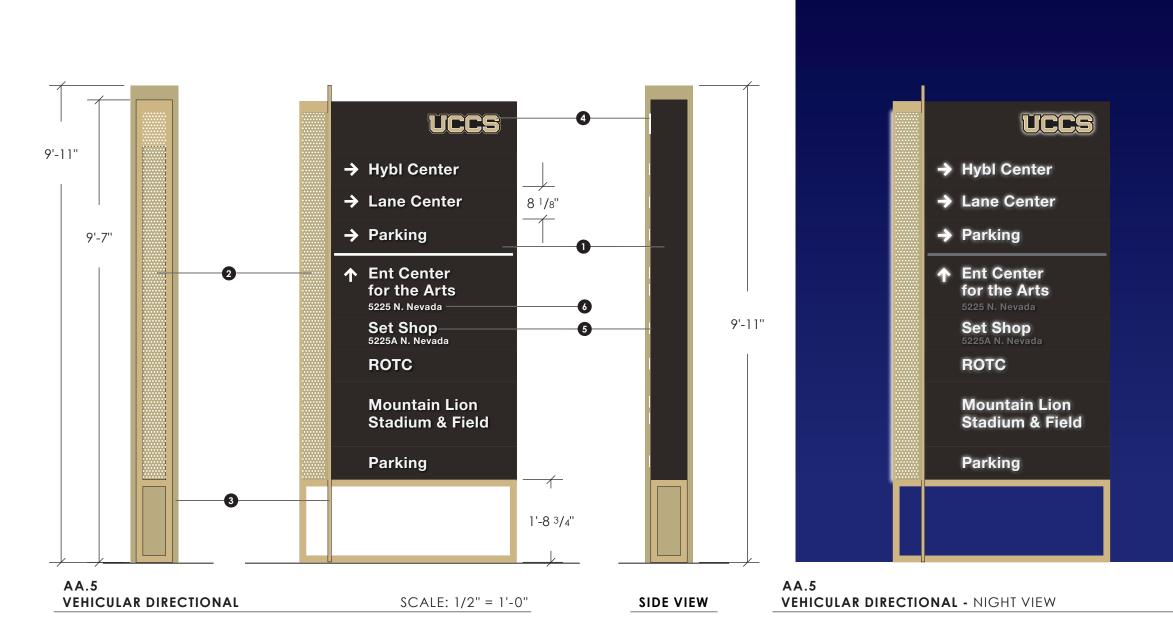
**UCCS** Wayfinding 18817

1420 Austin Bluffs Pkwy, Colorado Springs, CO 80918









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- **2** PERFORATED ALUMINUM (INTERNALLY-ILLUMINATED) PAINT COLOR TO MATCH PMS 4525C
- 3 1/2" ALUMINUM "FIN" PAINT COLOR TO MATCH PMS 4525C
- 4 5" HEIGHT 1/2" ACRYLIC PUSH-THRU 'UCCS' LOGO. LOGO ON FACE TO BE MASKED AND PAINTED

- **5** 2 3/4" CAP HEIGHT, TITLE CASE
- 1/4" WHITE ACRYLIC PUSH-THRU LETTERS
- FACE AND EDGE ILLUMINATED
- \* CABINET FACES TO BE REMOVABLE FOR POTENTIAL MESSAGE CHANGE
- \* ALL HARDWARE TO BE COUNTERSUNK AND PAINTED TO MATCH

5 1 5/8" CAP HEIGHT, ALL CAPS 3M REFLECTIVE WHITE VINYL LETTERING

#### **ADDITIONAL NOTES**

-All hardware and utilities to be concealed and integrated. -Typeface used is Helvetica Neue Bold. -Manufacturer's or other labels to be located on concealed surfaces, not visible from a pedestrian level.

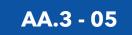
# UCCS **GROUND SIGNAGE**

#### SIGN CONTENT/MESSAGING

#### SINGLE-SIDED

> Hybl Center Lane Center Parking

Λ Ent Center for the Arts 5225 N. Nevada Set Shop 5225A N. Nevada ROTC Mountain Lion Stadium & Field Parking



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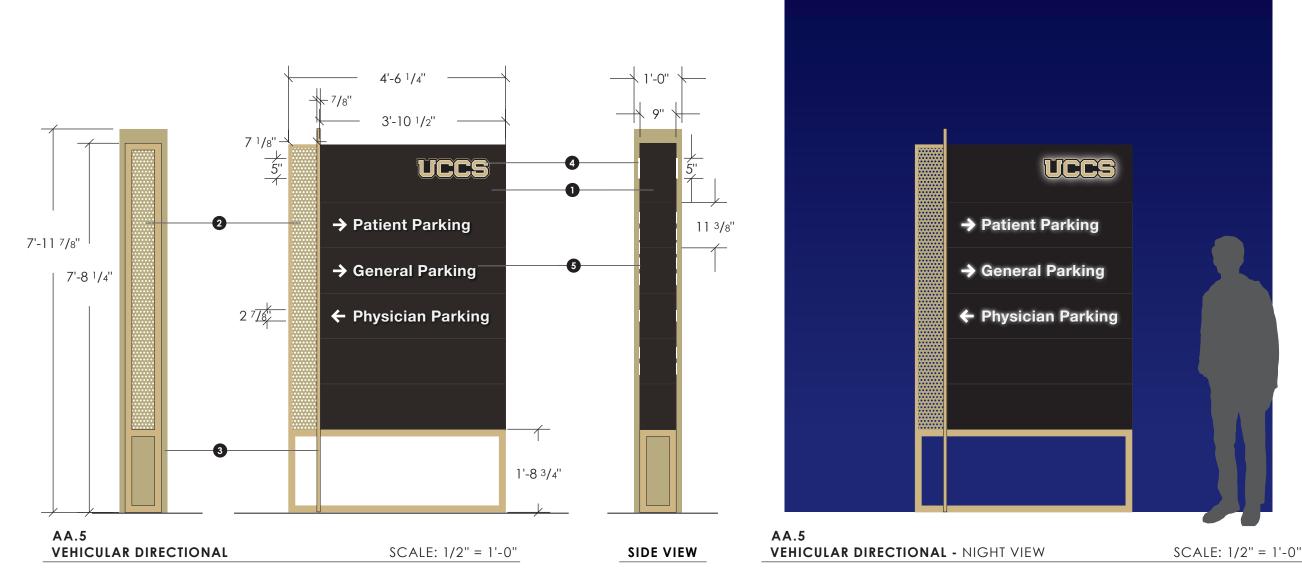
13-Feb-2020





DAVIS PARTNERSHIP ARCHITECTS

SCALE: 1/2" = 1'-0"



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### -All hardware and utilities to be concealed and

**ADDITIONAL NOTES** 

integrated. -Typeface used is Helvetica Neue Bold. -Manufacturer's or other labels to be located on concealed surfaces, not visible from a pedestrian level.

# UCCS **GROUND SIGNAGE**

#### SIGN CONTENT/MESSAGING

#### SINGLE-SIDED

- > PATIENT PARKING
- > GENERAL PARKING
- < PHYSICIAN PARKING





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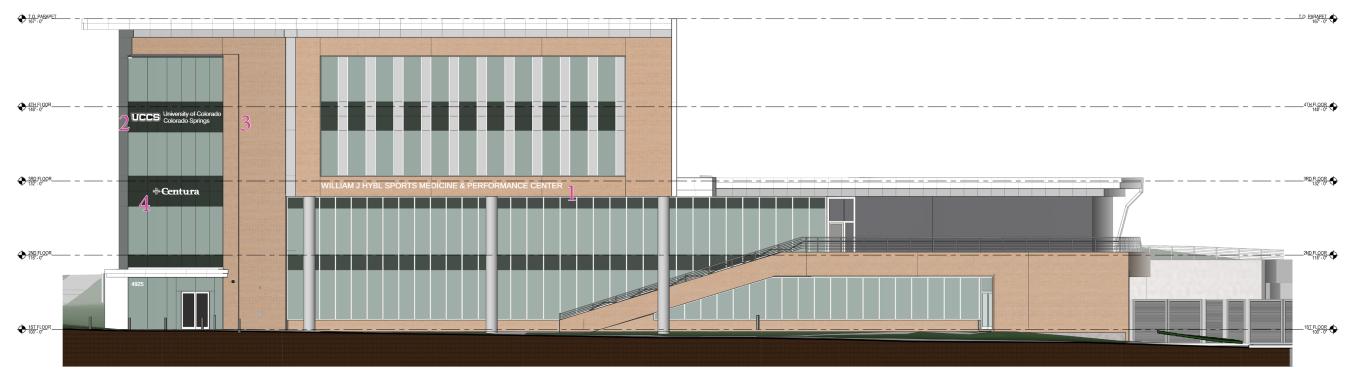
13-Feb-2020



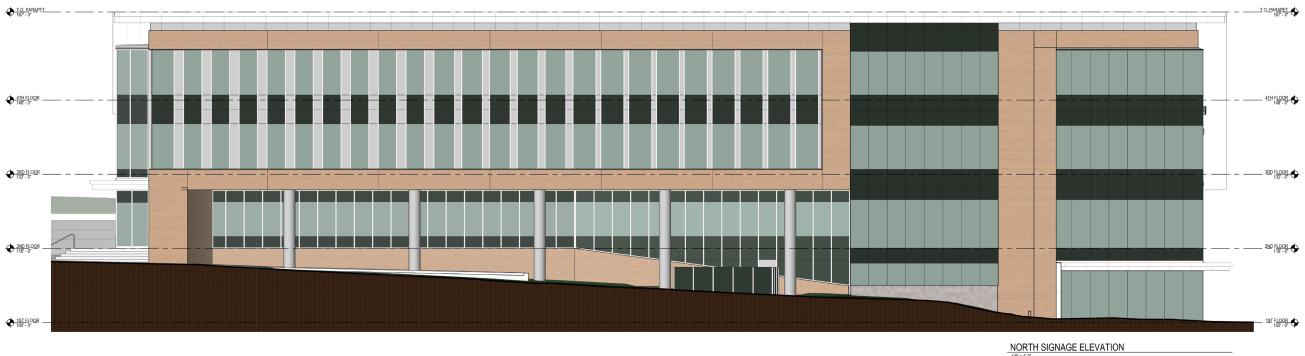


DAVIS PARTNERSHIP ARCHITECTS

# **EXTERIOR SIGNAGE - ELEVATIONS**

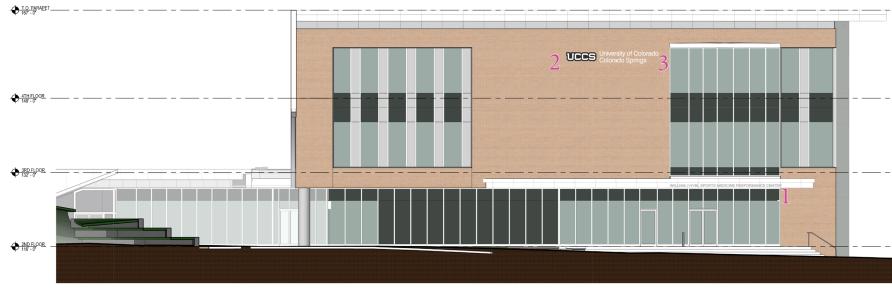


WEST SIGNAGE ELEVATION



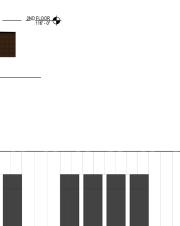


# **EXTERIOR SIGNAGE - ELEVATIONS**









380 FLOOR 1527-0

\_\_\_\_\_ 4개+F.008

T.<u>O. PARAPET</u> 167' - 0'

# **PART C**

# **Cybersecurity Building Concept Development**











## **GROUND SIGN LOCATION PLAN**

#### SIGN TYPES

AA	NEW SIGNS	
AA.1	Large Multi-Tenant Monument	
AA.2	Large Directional Monument	
AA.3	Small Directional Monument	
AA.4	Building ID	
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#### SIGN DESIGNATOR LEGEND



A Approximate Location B Sign Side

BB.2 - 01-Sign Number

–Sign Type Designator

#### LOCATION PLAN NOTES

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# **UCCS CYBERSECURITY BUILDING - Overview**

Scale - nts

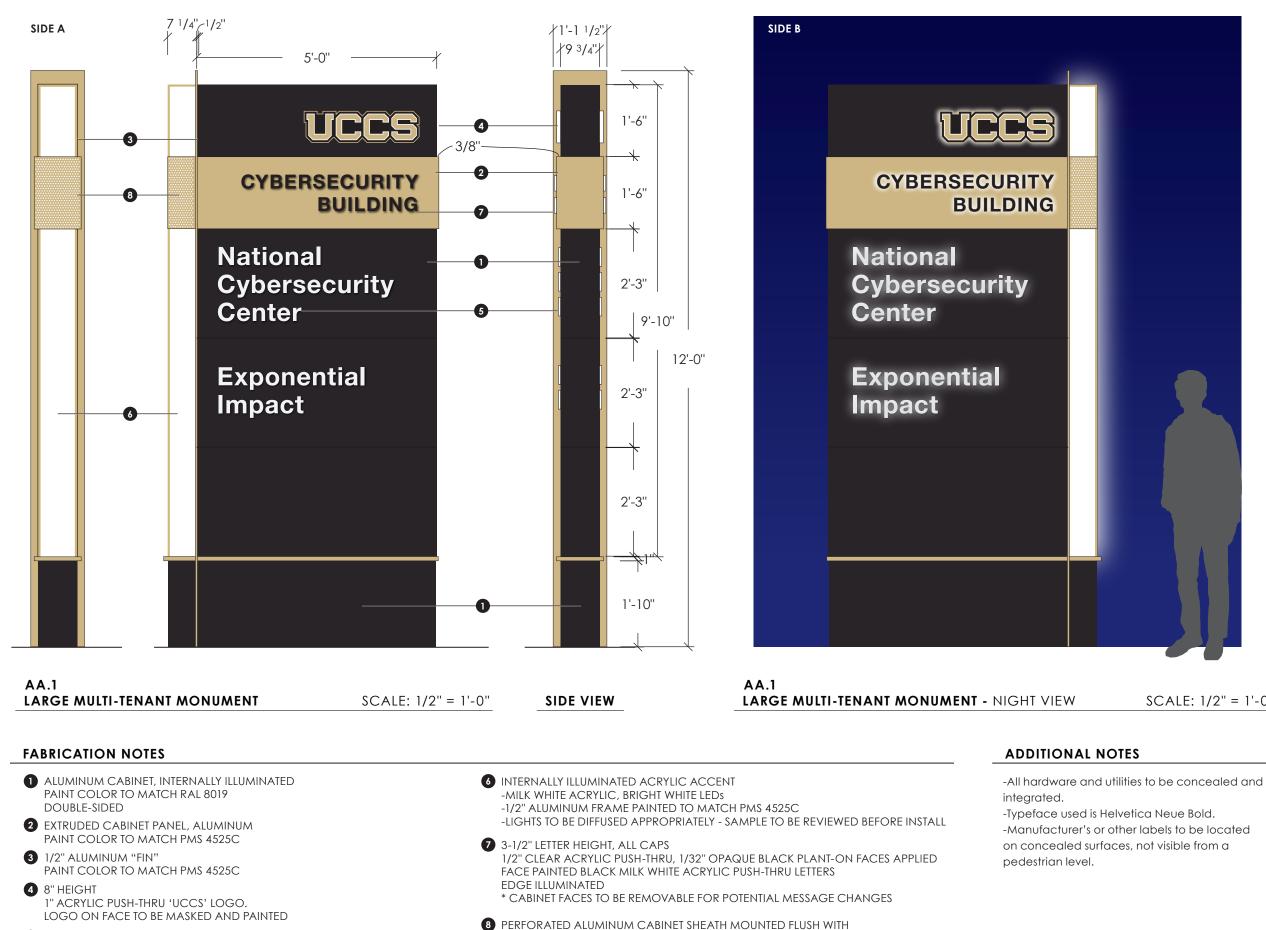
# UCCS Wayfinding

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\* ALL HARDWARE TO BE COUNTERSUNK AND PAINTED TO MATCH

# UCCS **GROUND SIGNAGE**

#### SIGN CONTENT/MESSAGING

#### NORTH SIGN FACE

CYBERSECURITY BUILDING National Cybersecurity Center **Exponential Impact** 

#### SOUTH SIGN FACE

CYBERSECURITY BUILDING National Cybersecurity Center **Exponential Impact** 



#### SCALE: 1/2" = 1'-0"

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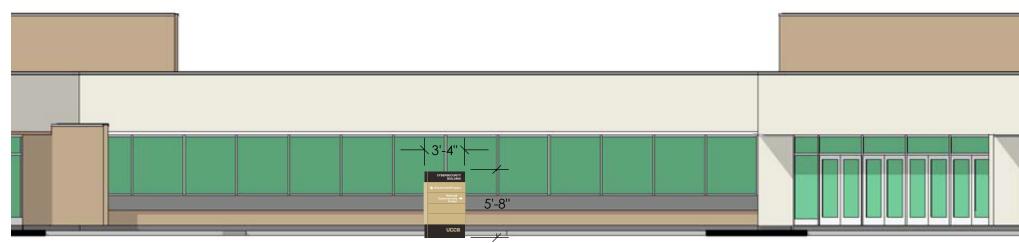


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**ARCHITECTS** 





# UCCS CYBERSECURITY BUILDING - Building Ground Sign

Scale 1/8"'= 1' 0"

### AA.6 - 01 Cybersecurity Center Small Building Multi-Tenant

SIGN FABRICATION
[see design intent drawings]





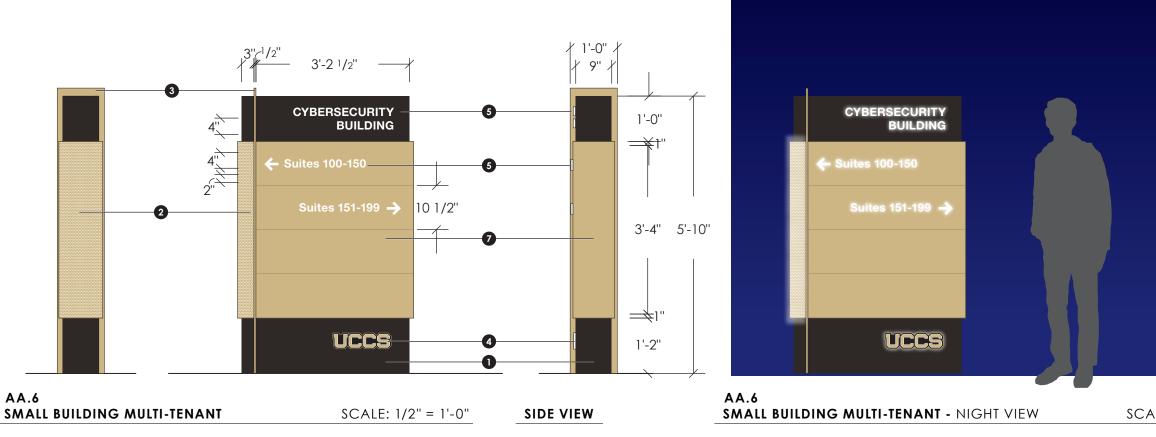
# UCCS Wayfinding

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- 1 ALUMINUM CABINET, INTERNALLY ILLUMINATED PAINT COLOR TO MATCH RAL 8019 DOUBLE-SIDED
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- 3 1/2" ALUMINUM "FIN" PAINT COLOR TO MATCH PMS 4525C
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- **5** 3 1/4" CAP HEIGHT, TITLE CASE
- 1/2" WHITE ACRYLIC PUSH-THRU LETTERS
  - FACE AND EDGE ILLUMINATED
  - \* CABINET FACES TO BE REMOVABLE FOR POTENTIAL MESSAGE CHANGE
  - \* ALL HARDWARE TO BE COUNTERSUNK AND PAINTED TO MATCH
- **6** INTERNALLY ILLUMINATED ACRYLIC/ PERFORATED ALUMINUM ACCENT -MILK WHITE ACRYLIC, BRIGHT WHITE LEDs
  - -1/2" ALUMINUM FRAME AND PERFORATED ALUMINUM PAINTED TO MATCH PMS 4525C -LIGHTS TO BE DIFFUSED APPROPRIATELY - SAMPLE TO BE REVIEWED BEFORE INSTALL
- **7** ALUMINUM CABINET, INTERNALLY ILLUMINATED PAINT COLOR TO MATCH PMS 4525C DOUBLE-SIDED

#### **ADDITIONAL NOTES**

- -All hardware and utilities to be concealed and integrated.
- -Typeface used is Helvetica Neue Bold. -Manufacturer's or other labels to be located on concealed surfaces, not visible from a pedestrian level.

# UCCS **GROUND SIGNAGE**

#### SIGN CONTENT/MESSAGING

#### SINGLE-SIDED

- CYBERSECURITY BUILDING
- A Wing
- >

<

B Wing





**UCCS** Wayfinding

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#### SCALE: 1/2" = 1'-0"

13-Feb-2020

18817









# UCCS CYBERSECURITY BUILDING - Exponential Impact

Scale 1/8""= 1' 0"



SIGN FABRICATION

-Reverse Pan Channel Lettering halo

illuminated

- -Formed aluminum housing
- -Pin-mounted



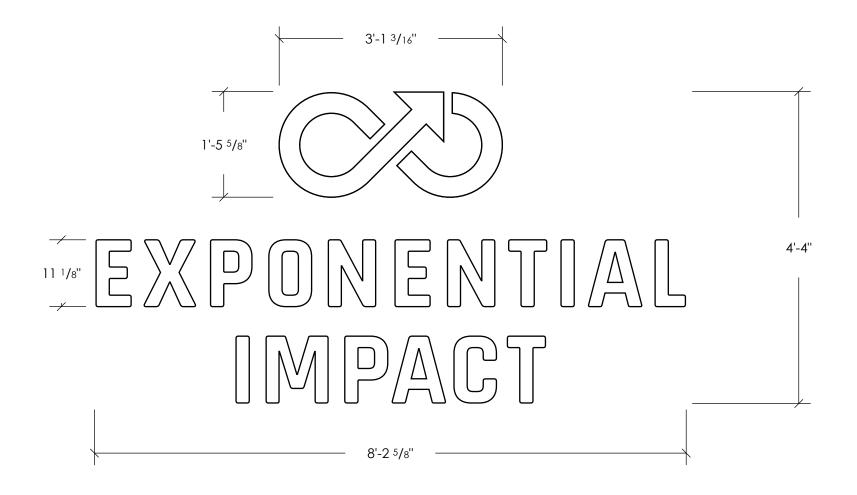
# UCCS Wayfinding

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# UCCS CYBERSECURITY BUILDING - Exponential Impact

Scale 3/4"'= 1' 0"

### AA.4 - 03 Cybersecurity Center

SIGN FABRICATION

-Reverse Pan Channel Lettering halo

illuminated

-Formed aluminum housing

-Pin-mounted

SIGNAGE AREA 36 sq/ft



# UCCS Wayfinding

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# UCCS CYBERSECURITY BUILDING - NCC Signage

Scale 1/8"'= 1' 0"



SIGN FABRICATION

-Reverse Pan Channel Lettering halo

illuminated

- -Formed aluminum housing
- -Pin-mounted



# UCCS Wayfinding

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# UCCS CYBERSECURITY BUILDING - NCC Signage

Scale 3/4"'= 1' 0"

### AA.4 - 02 Cybersecurity Center

SIGN FABRICATION -Reverse Pan Channel Lettering halo illuminated -Formed aluminum housing

-Pin-mounted

SIGNAGE AREA 50.0 sq/ft



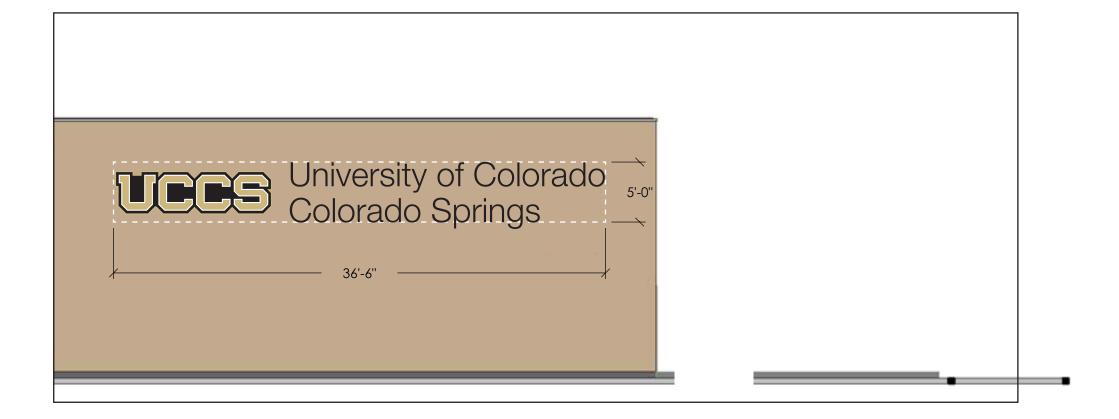
# UCCS Wayfinding

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# UCCS CYBERSECURITY BUILDING - UCCS Logo

Scale 1/8"'= 1' 0"

### AA.4 - 01 Cybersecurity Center

SIGN FABRICATION -Reverse Pan Channel Lettering halo illuminated -Formed aluminum housing -Pin-mounted



# UCCS Wayfinding

1420 Austin Bluffs Pkwy, Colorado Springs, CO 80918









# **UCCS CYBERSECURITY BUILDING - UCCS Logo**

Scale 1/4"'= 1' 0"

### AA.4 - 01 Cybersecurity Center

SIGN FABRICATION -Reverse Pan Channel Lettering halo illuminated -Formed aluminum housing -Pin-mounted

SIGNAGE AREA 205 sq/ft



# UCCS Wayfinding

1420 Austin Bluffs Pkwy, Colorado Springs, CO 80918





