CAMPUS MASTER PLAN UPDATE
Focus Group - Wayfinding & Signage

12 February 2016
Goals and Advice:

- Develop a signage masterplan as a component of the CMP Update
- Create an image along edge conditions that reinforces TAMU within the larger region
- Create a tiered (hierarchal) approach for signage
- Identify locations and appropriateness for gateways and departmental signage
- Differentiate between identity signage and wayfinding signage

- Address scale components of wayfinding and identity signage: vehicular, pedestrian
- Define the visitor experience to Campus (are there multiple visitor experiences?)
- Review existing event and temporary signage and integrate into tiered system
- Integration of signage and landscape elements
- Signage should be affordable, maintainable and adaptable