



Penny W. STAMPS School of Art & Design
University of Michigan

Wayfinding System

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Overview

This book acts as a proposal for a new way-finding system for the Penny W. STAMPS School of Art & Design at the University of Michigan, Ann Arbor.

The current way finding system is simple, yet confusing and does not represent a cohesive design, often consisting of makeshift signage. The Penny W. STAMPS School also shares space with the Taubman College of Architecture and Urban Planning, which is not apparent in the current wayfinding system.

The goal of this system is to address this confusion and create a unified look while also enhancing accessibility.



Typography

Product Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Product Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Product Sans is a contemporary geometric sans-serif typeface created by Google for branding purposes.

45 degree stroke terminals

large counters

a

p

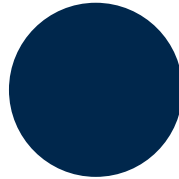
consistent line weight

Color

These colors are meant to embody the University of Michigan branding in combination with STAMPS and Taubman to create a uniform color palette.

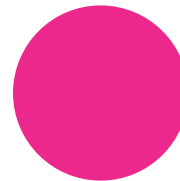
HEX: #00274C

C: 100
M: 85
Y: 38
K: 45



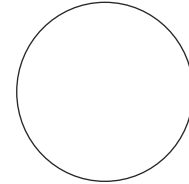
HEX: #E6218B

C: 0
M: 82
Y: 4
K: 0



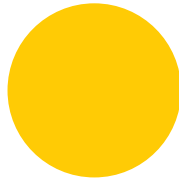
HEX: #FFFFFF

C: 0
M: 0
Y: 0
K: 0



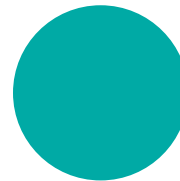
HEX: #FFCB05

C: 0
M: 22
Y: 100
K: 0



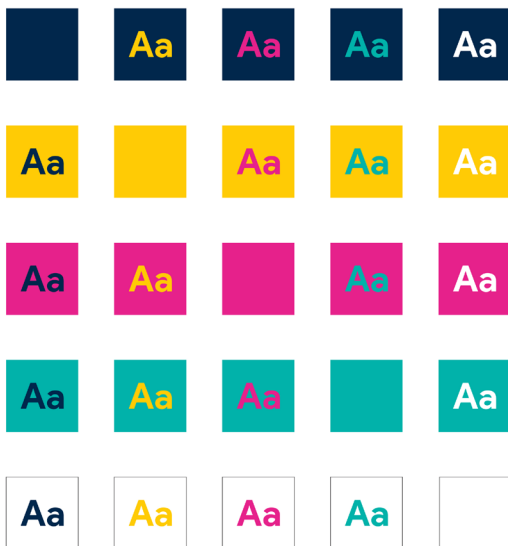
HEX: #00B2A9

C: 100
M: 27
Y: 59
K: 9

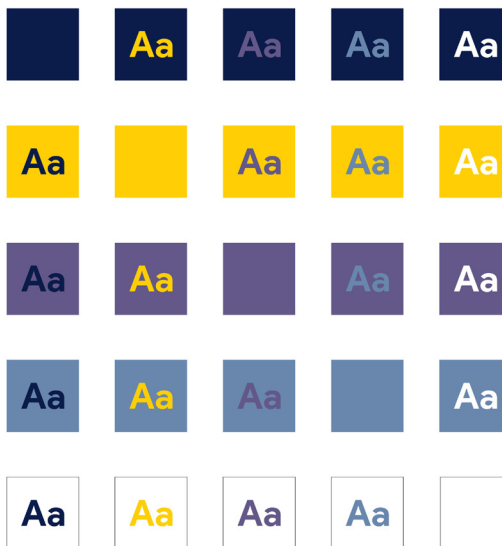


The colors were also tested for contrast to ensure accessibility for color blindness.

Original



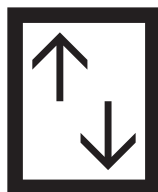
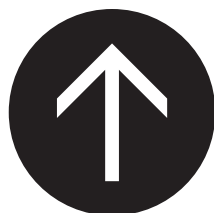
Red-green colorblindness

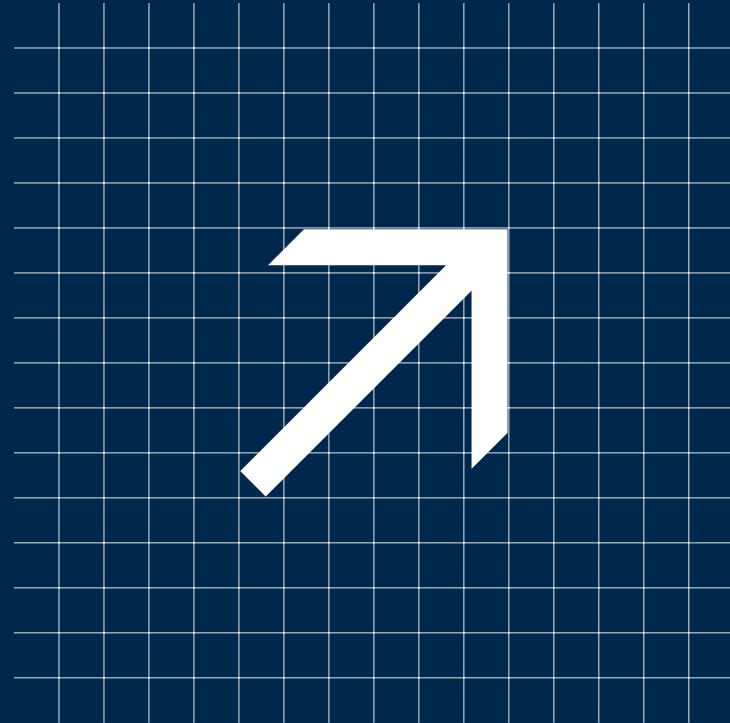
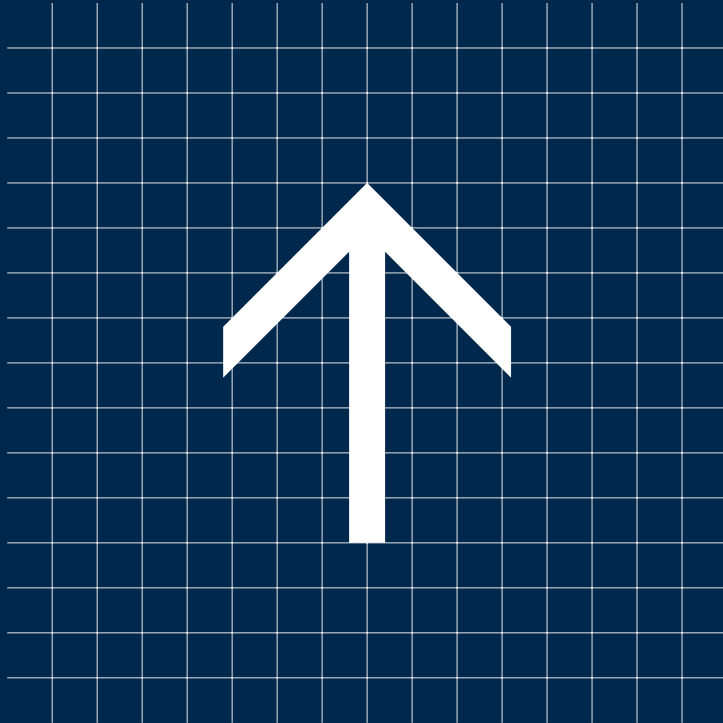


Monochromacy



Pictograms



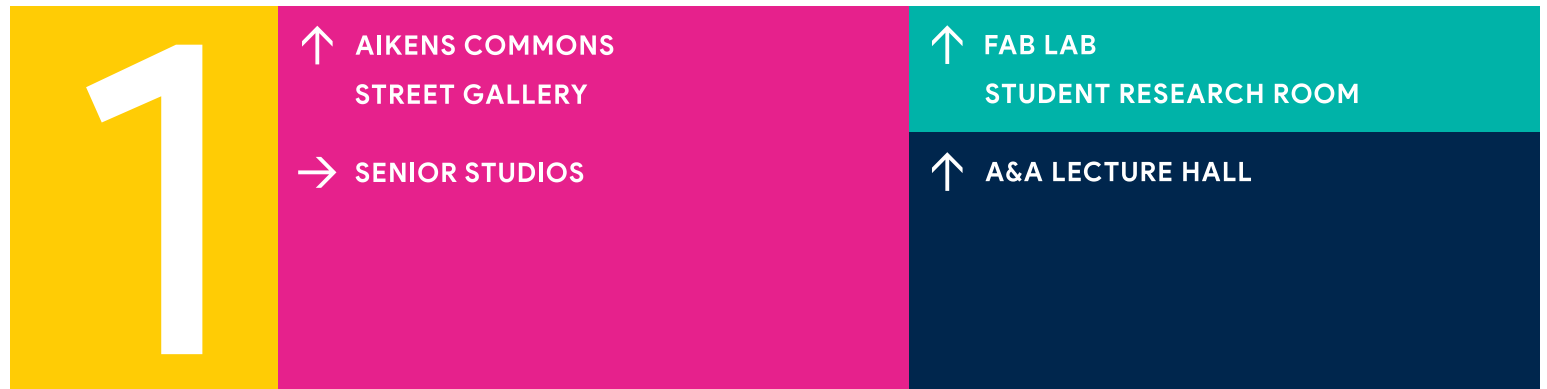


The stroke cutoffs of the pictograms are meant to parallel the typography

Signage

Hanging Signs (Example 1)

Front



Back

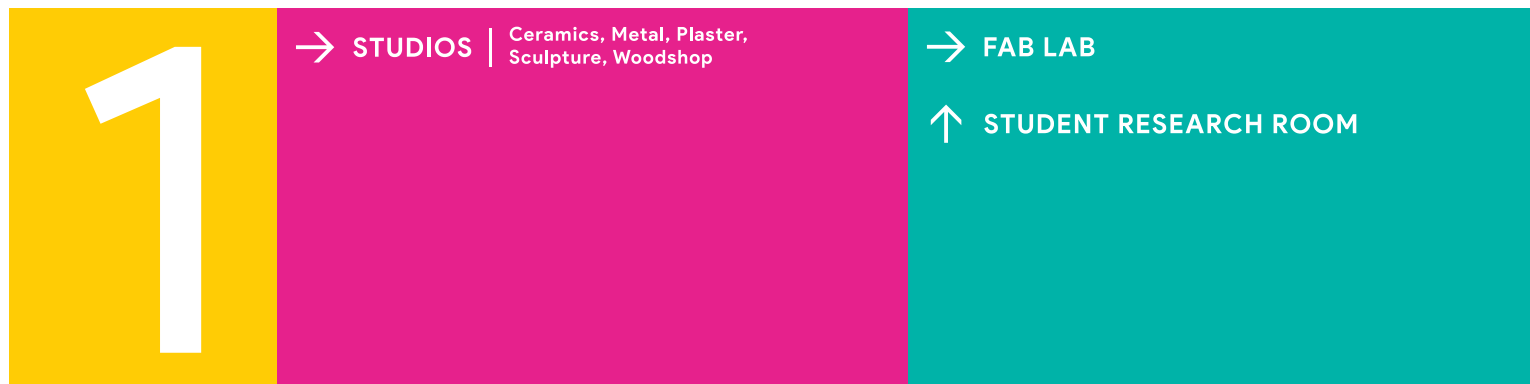


Hanging Signs (Example 2)

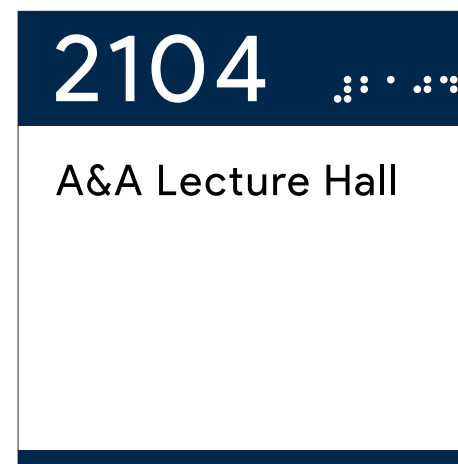
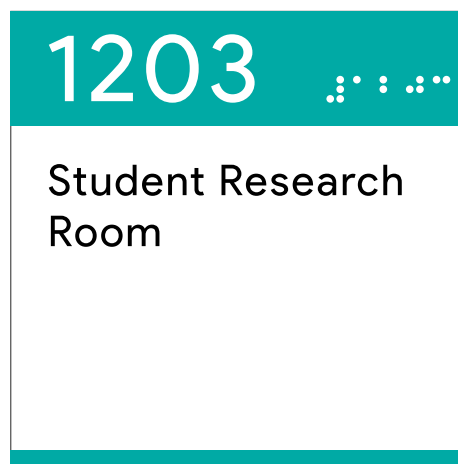
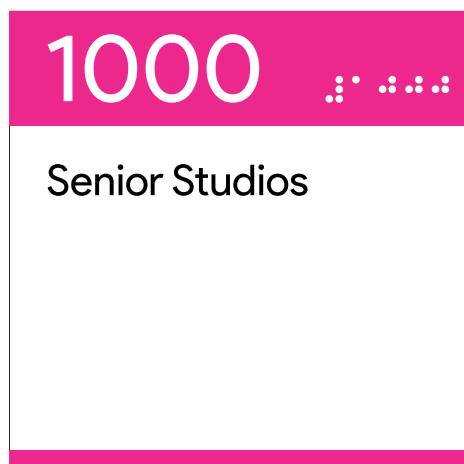
Front



Back



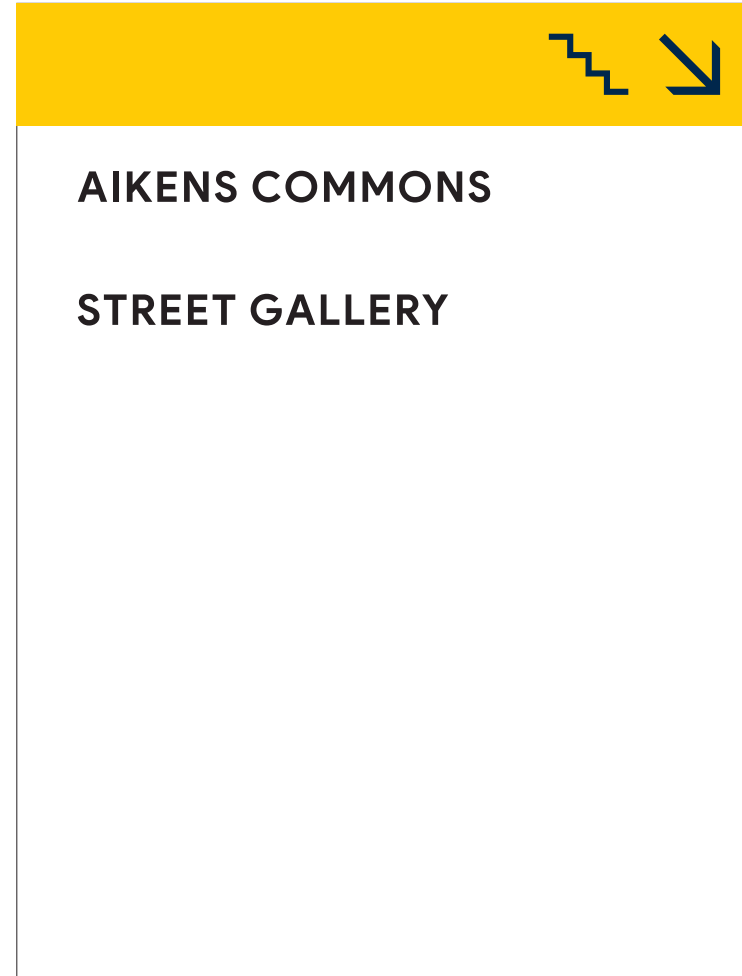
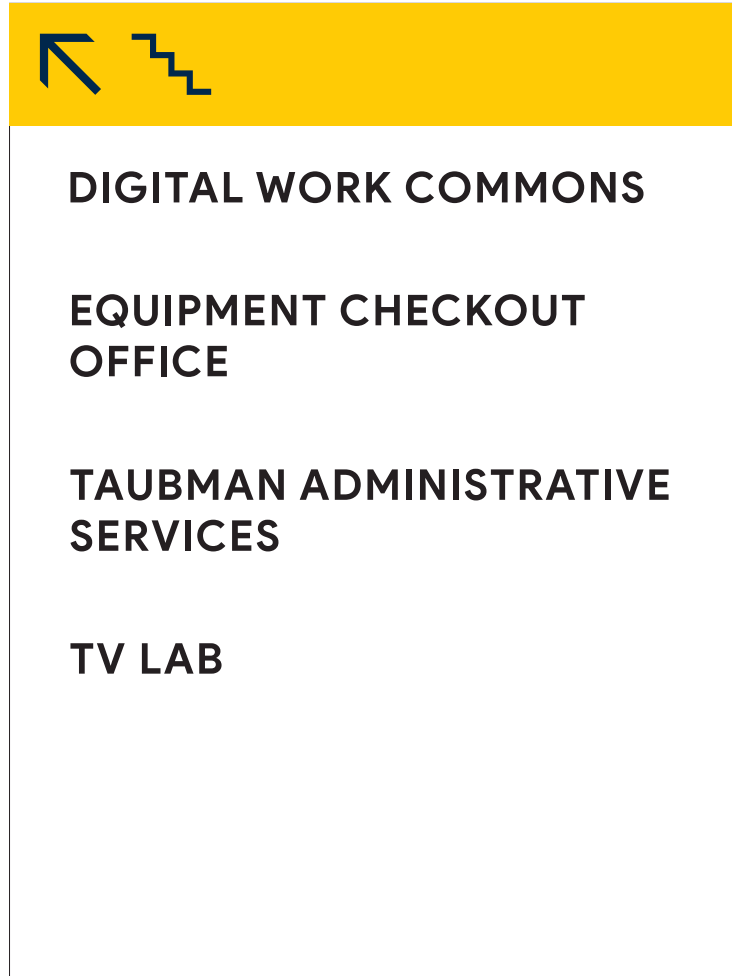
Door IDs



Bathroom Signs



Directional Signs



Map

These maps will be placed at each of the entrances and around the building to allow the viewer to orient themselves within the building. They utilize the same color palette as the signage.



STAMPS SCHOOL

STAMPS Senior Studios	1000
Fibers Studios	
Dye	1068
Project Room	1075B
Sewing	1076
Weaving	1108
Maskell Studios	
Jewelry	1069A
Metals	1069
STAMPS Digital Fabrication Studios	1070, 1071, 1074
Ceramics	1258B
Metal	1269, 1270
Plaster	1259
Sculpture	1258A, 1262
Studio Suites 1	
The Gorman Family Studio	1410
Instructional Studio	1420
Ann and Bob Aikens Commons	1430
Seminar Room	1450

TAUBMAN COLLEGE

FABLab	1205, 1210, 1219, 1227, 1234, 1240, 1242
Temporary Research Space	1221
MS Studio	1248
Student Research Room	1203
Classroom	1360

SHARED SPACES

Neighborhood IT	1003
Vending	1100
Loading Dock	1105
Woodshop	1251
Art & Architecture Lecture Hall	2104



RESTROOMS



ELEVATORS



ENTRANCES



STAIRWAYS



STAMPS SCHOOL		TAUBMAN COLLEGE		SHARED SPACES	
Dean's Suite	2000	Administrative Offices	2150	24/7 Market Cafe	
Administrative Offices		Business + Finance	2113	Art & Architecture Lecture Hall	2104
Front Office	2038	Computer Lab	2109	Counseling and Psychological Services (CAPS)	2226
STAMPS School Dean's Office	2055	Lorch Conference Room	2207	Courtyard	
Multi-Purpose Studios	2023, 2043, 2044, 2057, 2058, 2062, 2216	MS Studio	2225	Faculty & Staff Lounge/Mail Room	2107B
Instructional Studios	2030, 2040, 2126, 2147, 2410, 2440	Print Shop	2107A	Laser Cutter	2230
Studio Suites 2		Reflection Room	2207A		
Janie Holley Fleckenstein Studio	2420	Saارين Conference Room	2224		
Seminar Room	2430	TV Lab	2106		
Digital Work Commons	2450	Taubman College Commons	2300		
Painting Studios	2063, 2094	Academic Advising	2328		
Animation/Video Lab	2114	Admissions	2330, 2332		
Digital Print Lab	2125	Info Sessions	2324		
Photo/Video Studio	2006	Career + Professional Development	2320		
Print Media Studio	2135, 2142, 2143	College Registrar	2326		
Equipment Checkout Office	2144	Meeting Rooms	2369, 2377		
		Reading Room	2373		
		Urban Technology Program Office	2318		

RESTROOMS

ELEVATORS

ENTRANCES

STAIRWAYS

Application

