THE UNIVERSITY OF ARIZONA

COLLEGE OF AGRICULTURE & LIFE SCIENCES STATEWIDE SIGNAGE

DRAFT PROPOSAL, V.1 MAY 2015

UNIVERSITY RELATIONS

ROAD/PROPERTY ENTRANCE SIGN

WAYFINDING for high-speed roads and entrance to property. UA logo and large location label, along with bold red and blue, provide wayfinding and identity at a glance.

CONSTRUCTION

- Arizona blue and UA red powder-coated metal with reflective vinyl lettering.
- Box construction on top of metal frame, anchor posts in concrete.
- Double-sided if appropriate.

PROPOSED

CURRENT

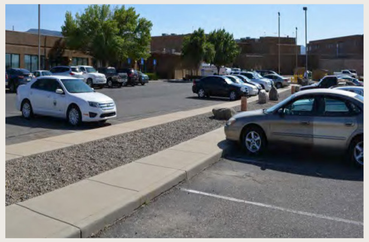
PROPOSED

CURRENT

GRAHAM COUNTY, Safford Agricultural Center entrance road

MARICOPA COUNTY, Cooperative Extension entrance road

PROPOSED



CURRENT

COCHISE COUNTY Cooperative Extension parking lot

PROPOSED

CURRENT

GILA COUNTY Cooperative Extension parking lot

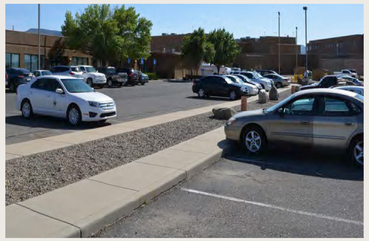
PARKING LOT SIGN, v.1

WAYFINDING for inside property, low-speed traffic, and/or foot traffic. UA logo and large location label, along with bold red and blue, provide wayfinding and identity at a glance.

CONSTRUCTION

- Arizona blue and UA red powder-coated metal with reflective vinyl lettering.
- Box construction on top of metal frame, anchor posts in concrete.
- Double-sided if appropriate.

PROPOSED



CURRENT

COCHISE COUNTY Cooperative Extension parking lot

PROPOSED

CURRENT

ON-CAMPUS EXISTING SIGNAGE

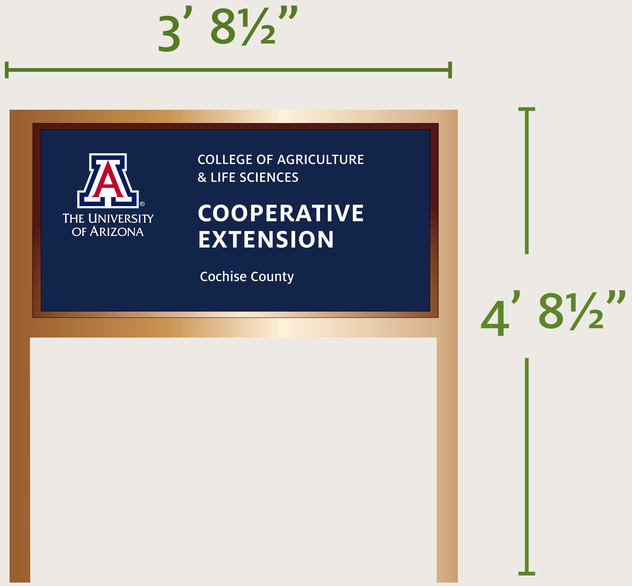
GILA COUNTY Cooperative Extension parking lot

PARKING LOT SIGN, v.2

WAYFINDING for inside property, low-speed traffic and/or foot traffic. UA logo and large clean type provide branding and direction.

CONSTRUCTION

- Based on current on-campus secondary signage.
- Arizona blue powder-coated metal with white vinyl lettering.
- Copper powder-coated metal frame construction.
- Double-sided if appropriate.



PROPOSED

CURRENT

COCHISE COUNTY Willcox on-road building entrance

PROPOSED

CURRENT

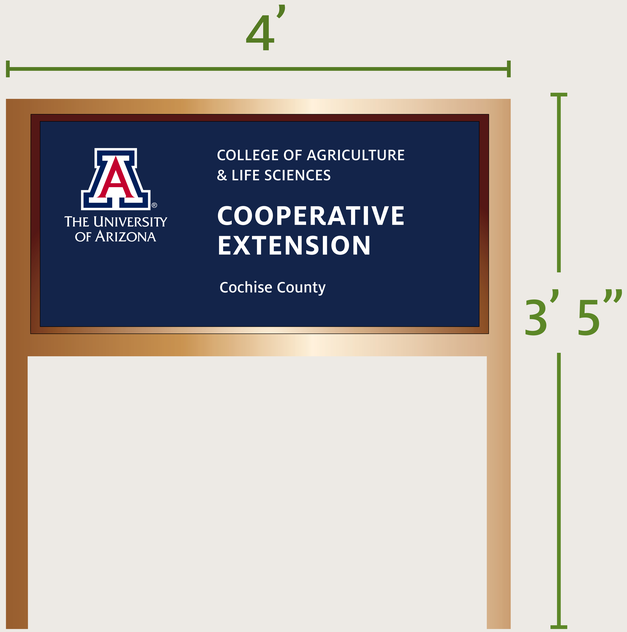
GILA COUNTY building sign

ENTRANCE SIGN(S), LIMITED SPACE

WAYFINDING for limited space situations when signs must function for vehicle and foot traffic. On window large identity and on grounds with more information as approaching the entrance.

CONSTRUCTION

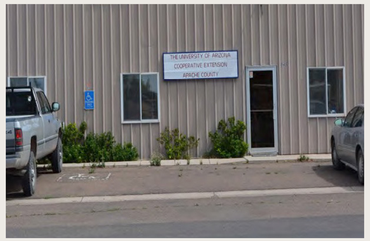
- On window: cut vinyl.
- On ground: based on current on-campus secondary signage.
- Arizona blue powder-coated metal with white vinyl lettering.
- Copper powder-coated metal frame construction.
- Double-sided if appropriate.



PROPOSED

CURRENT

PROPOSED



CURRENT

YAVAPAI COUNTY main building/road sign

BUILDING EXTERIOR SIGN (LARGE)

WAYFINDING for limited space situations when building signs must serve as wayfinding for vehicle and foot traffic as well as significant UA presence.

CONSTRUCTION

- Arizona blue powder-coated metal with white vinyl lettering.
- Mounted as appropriate for surface.

9’ 8½”

3’

PROPOSED

CURRENT

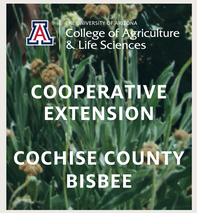
Cochise County – Bisbee main window

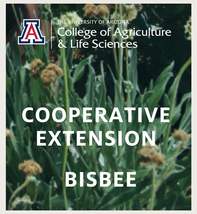
EXTERIOR WINDOW SIGN (LARGE)

WAYFINDING and UA presence for limited right-of-way situations; for road and foot traffic. Image coloring or overlay helps to reinforce the type of services and add to the ambiance inside the venue.

CONSTRUCTION

- Full-color, self-adhesive, transparent vinyl with solid vinyl lettering.
- All reverse-mounted inside the space.



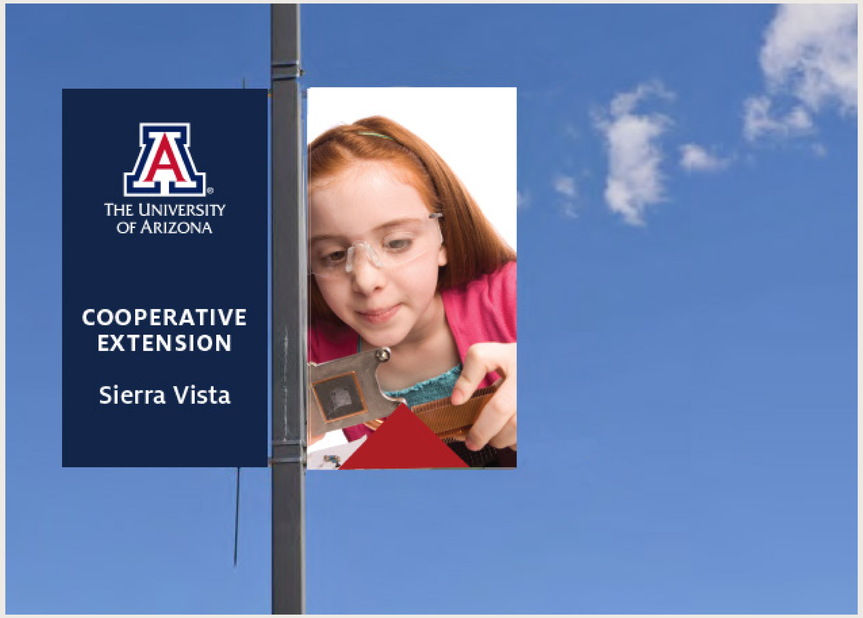


EXTERIOR FABRIC BANNERS (TEMPORARY)

Use primary color palette, strong type, and compelling imagery to create a welcoming, larger, more comprehensive presence around buildings.

CONSTRUCTION

- Full-color print vinyl, stitched pockets top and bottom.
- Appropriate banner-mounting hardware.



PROPOSED

PROPOSED

LA PAZ COUNTY office building sign

EXTERIOR BUILDING OVERSIZED SIGN, v.1

Use primary color palette, strong type, and master brand logo to create visible presence at a distance.

CONSTRUCTION OPTIONS:

- Powder-coated metal with vinyl lettering (very permanent).
- Or vinyl-printed sign.
- Or painted panel with vinyl.
- Or painted lettering.
- Other as appropriate.

LA PAZ COUNTY office building sign

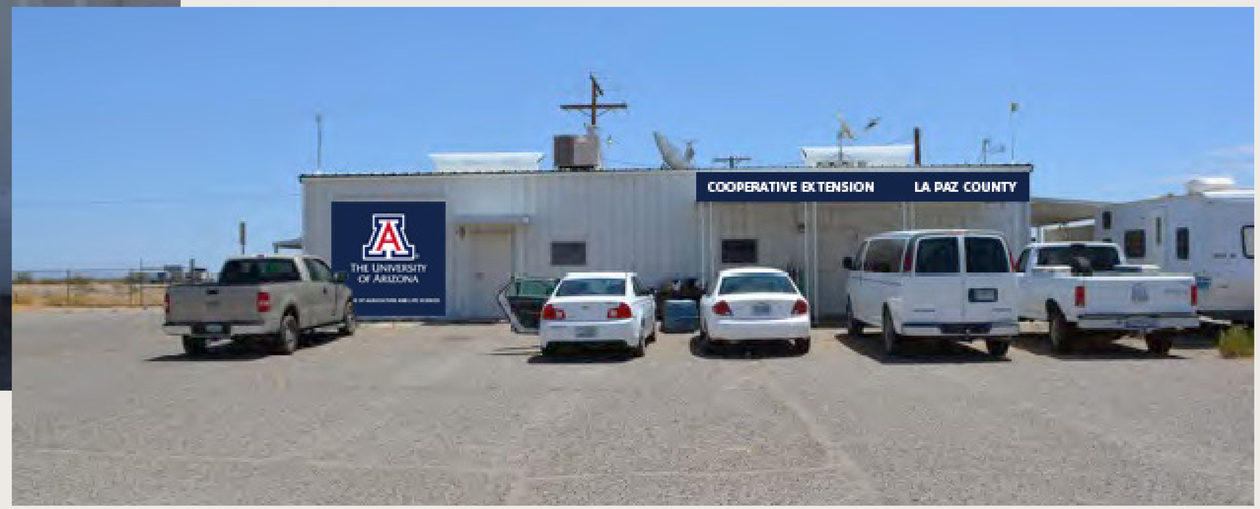
EXTERIOR BUILDING OVERSIZED SIGN, v.2

Use primary color palette, strong type, and master brand logo to create visible presence at a distance.

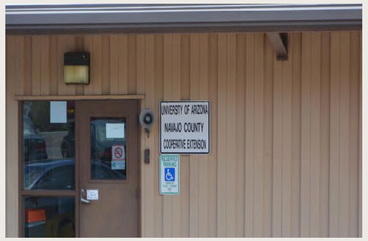
CONSTRUCTION

- Powder-coated metal with vinyl lettering (very permanent).
- Or vinyl-printed sign.
- Or painted panel with vinyl.
- Or painted lettering.
- Other as appropriate.

COOPERATIVE EXTENSION LA PAZ COUNTY



PROPOSED



CURRENT

APACHE COUNTY exterior office door

PROPOSED

CURRENT

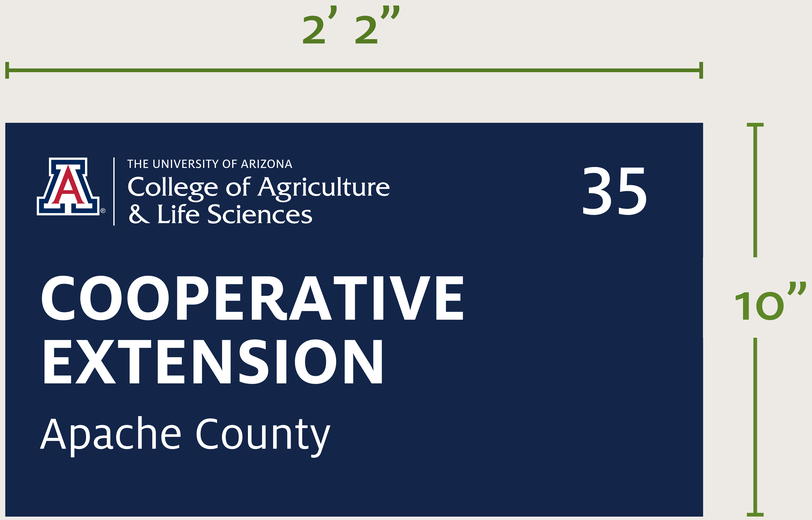
COCONINO COUNTY exterior office door

EXTERIOR DOOR SIGN (SMALL)

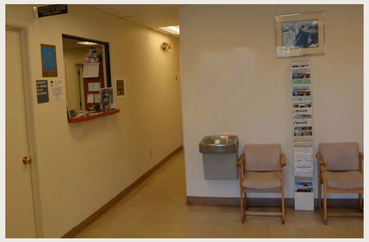
WAYFINDING AND UA PRESENCE for doorway, with logo lockup, large lettering for pertinent information, and room number.

CONSTRUCTION

- Arizona blue powder-coated metal with white vinyl lettering applied to building surface as appropriate.

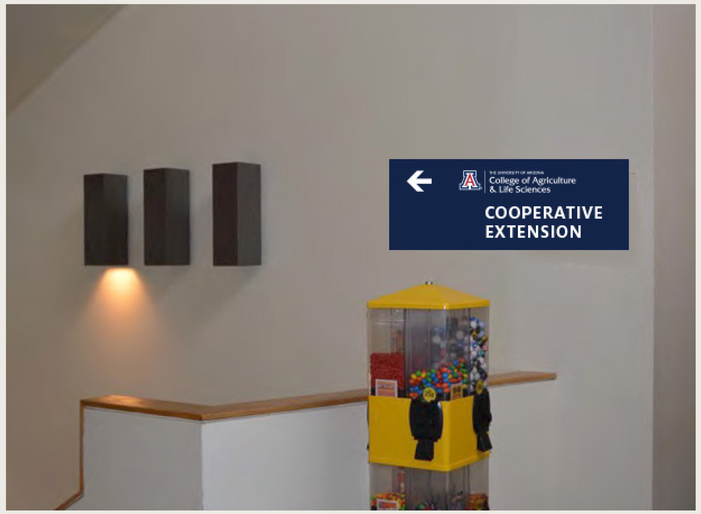


PROPOSED



CURRENT

APACHE COUNTY interior hallway directional



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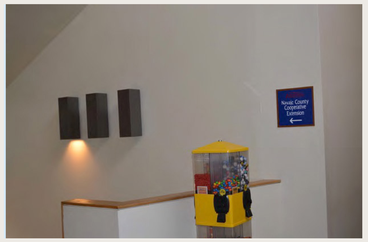


CURRENT

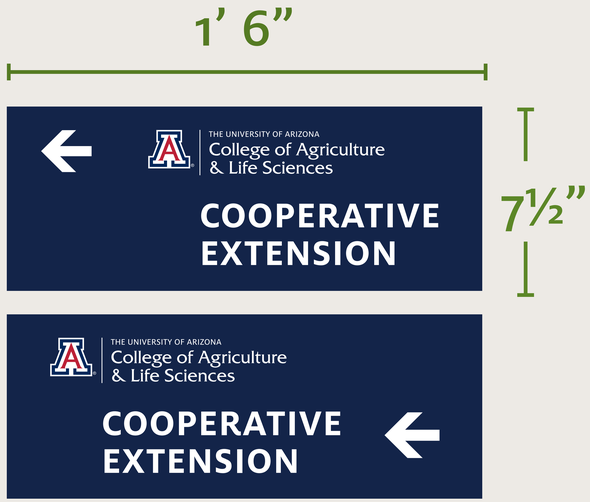
NAVAJO COUNTY interior hallway directional

INTERIOR WAYFINDING SIGN (SMALL)

WAYFINDING and UA presence for shared interior spaces.

CONSTRUCTION

- Arizona blue matte acrylic or equivalent substrate.
- White vinyl lettering applied to building surface as appropriate.

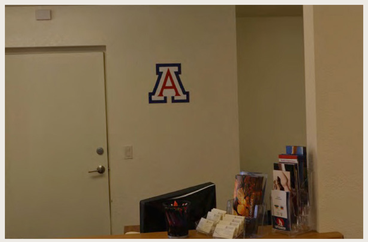


PROPOSED

CURRENT

APACHE COUNTY interior hallway door

PROPOSED



CURRENT

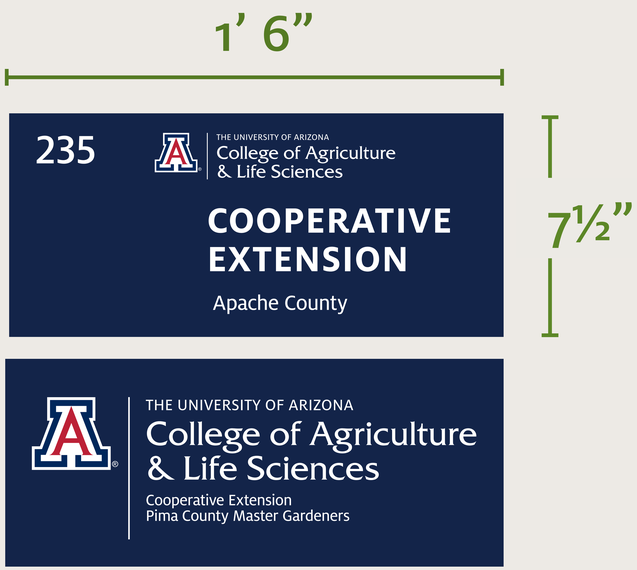
PIMA COUNTY interior hallway door

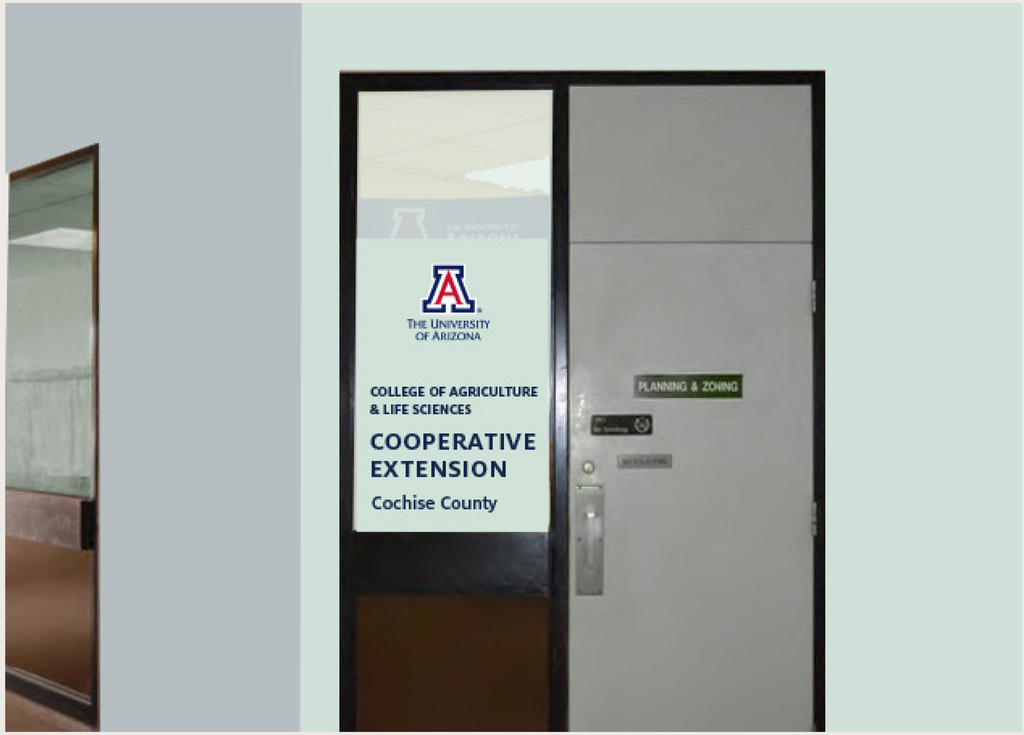
INTERIOR DOORWAY SIGN (SMALL)

WAYFINDING AND UA PRESENCE for shared interior hallway entrance doors.

CONSTRUCTION

- Arizona blue matte acrylic or equivalent substrate.
- White vinyl lettering applied to building surface as appropriate.





PROPOSED

CURRENT

COCHISE COUNTY interior office door sidelight

INTERIOR DOORWAY SIGN (SMALL)

Full-color logo and space identification with text to match exterior signage or logo lockup against white frosted or flood UA neutral color palette. Additionally, paint accents in UA paint palette to emphasize and expand entrance.

CONSTRUCTION OPTIONS

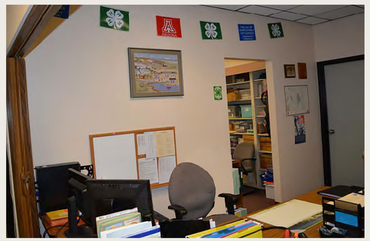
- Full-color, printed, transparent vinyl.
- Or frosted semi-transparent vinyl with Arizona blue lettering.

PROPOSED

CURRENT

APACHE COUNTY interior office identity wall

PROPOSED



CURRENT

COCHISE COUNTY interior office identity wall

INTERIOR OFFICE IDENTITY WALL

Arizona blue-painted destination wall with silver dimensional master brand, or UA neutral palette wall with full-color UA master brand. Add curated photo prints of extension outreach and audience interaction.

CONSTRUCTION

- Paint, colored vinyl mounted to ¼” plastic or wood substrate, glued to wall.
- Photo from CALS or Redbar collection, framed as appropriate for local architecture.

PROPOSED

CURRENT

COCHISE COUNTY Bisbee office interior

PROPOSED

CURRENT

COCONINO COUNTY Flagstaff office interior

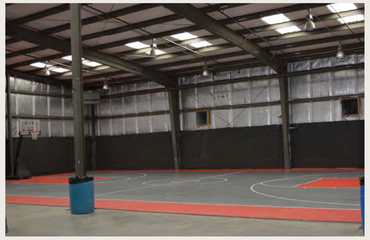
INTERIOR OFFICE EXPERIENCE

Paint walls in UA neutral palette (or add UA red or Arizona blue wall if lighting is sufficient). Add color and welcoming presence with low-cost pop-up banners, large photographic prints, and gardening displays, and/or clean up clutter and add light with plasma screens marketing Cooperative Extension offerings.

CONSTRUCTION

- Paint.
- Pop-up vinyl with stands.
- Plasma screens and simple PCs.

PROPOSED

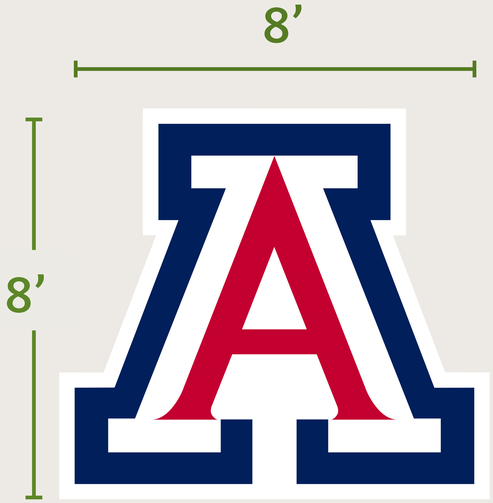


CURRENT

APACHE COUNTY interior office identity wall

INTERIOR COURT IDENTITY

Hang simple block “A” above guard walls, and add Arizona blue paint as appropriate and cost effective.

CONSTRUCTION

- Paint.
- Light-weight plastic or gatorboard shaped block “A” with print or vinyl full-color face.
- Hung with wire or anchors to metal structure frame.