

Northbank Wayfinding/Supergraphics

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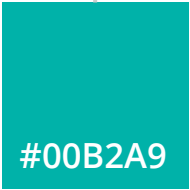
Definitions

Supergraphics: A large environmental graphic that is usually applied over walls or floors to form a kind of altered space.

They can be used as a way to build identity and create powerful statements.

Wayfinding: Wayfinding combines signage and map design, symbols, color and type to effectively navigate people through a space

Colors



These 4 colors were taken directly from the University of Michigan's branding guide webpage

These colors were taken directly from the Northbank Renovation Guide

Simple Neutral toned gray that goes with everything

Typography

These fonts were taken directly from University of Michigan's branding guide webpage

Open Sans

Primary

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz

1 2 3 4 5 6 7 8 9 0

DIN 2014

Secondary

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

IBM Plex

Secondary

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz

1 2 3 4 5 6 7 8 9 0

Inspiration / Ideas

Elements

Iconography



U of M Notch/Arrows



Flint Icon Wall



Using Flint and UM-Flint iconography, The use of a Flint Icon Wall will bring students and the community together.

The first two images are an icon wall showing a studio in Denver. The icons match their branding and connect to the community.

The last image was taken right from UM-Flint's home webpage. The icons that they use in the image are ones that we can use in the Icon Wall, bringing that inspiration from the students.

Campus/Flint Map Wall



Similar to the Flint Icon Wall, Campus/Flint Map Wall is meant to bring student closer with Flint and the campus community.

We want to keep the map simple, using lines that match the roads. We also want to bring emphasis to Flint/Campus staples within the community.

We believe this Map Wall would fit perfectly in the study/community space in the basement of Northbank.

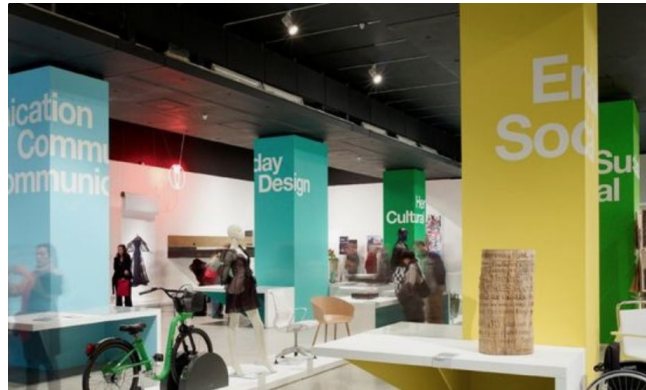
Oversized Floor Numbers



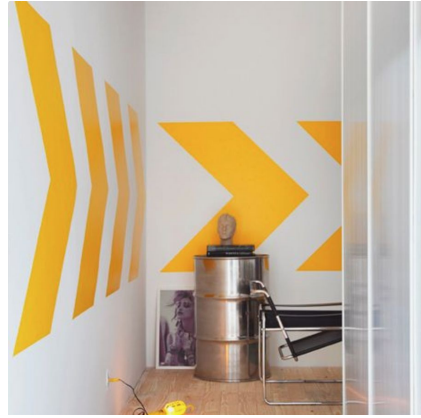
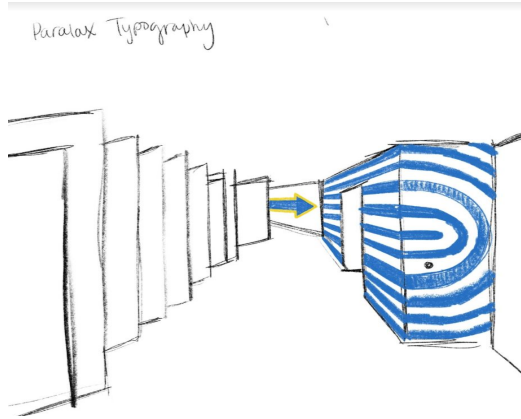
Oversized Room Identifier



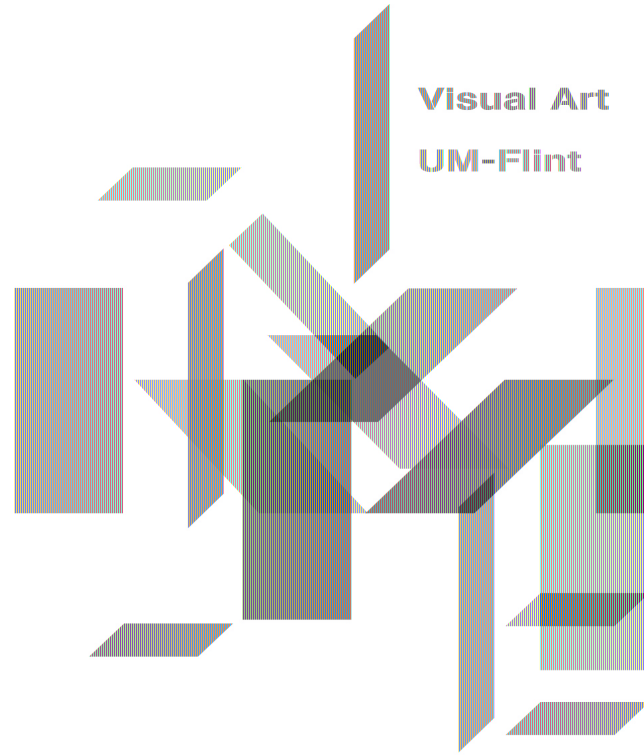
Oversized Pillar Lettering



Hallway Wayfinding

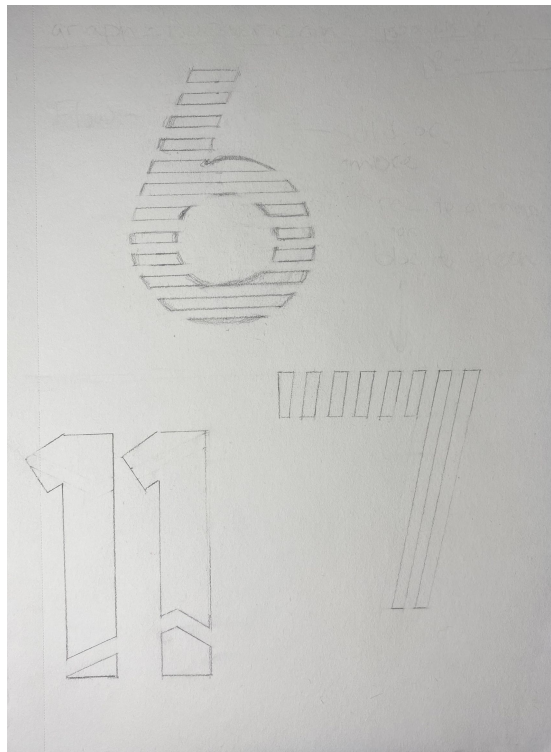


Hallway Lettering



Visual Art
UM-Flint

Sketches



Design Mockups

Pillars (Classroom)



Under the premise that the bottom half of the pillar in the classroom will be a white board, the rest of the pillar will be painted in one solid color, with words related to the department and classes that will be using the space. These bolded words will wrap around the pillar. They will be used to describe some of the words commonly used in the art classroom areas, as well as act as a tool for wayfinding.

Pillars (Office)



The example for these pillars will take place in the art department office space. These words will be more focused on inspiration and positive energy for students.

Hallway: 7th Floor

Using the same colors within the guide, we plan to use large text as wayfinding. Here is an example of wayfinding for the art department offices. The letters overlap, interacting with each other and creating an aesthetically pleasing design.

Besides the lettering themselves (which is the DIN font, also from our guide), we used the M Notch in place as arrows. This create movement and adds to the wayfinding aspect.



Classroom Opt.1



Placing these large room identifiers above the classroom door will act as wayfinding. These graphics will easily guide students to the correct classroom. The wayfinding graphics are placed on the left side of the door to allow for ease of reading when walking down the hallway.

The color of the room identifiers will match the particular levels color. For floor 6 we are planning on maintaining the green color.

We plan to use vinyl to create these wayfinding graphics.

Classroom Opt.2



Placing these large room identifiers in the hallway will act as wayfinding. These graphics will easily guide students to the correct classroom. The wayfinding graphics are placed in the main hallway to allow for ease of reading when walking down the hallway as well as if the doors are open.

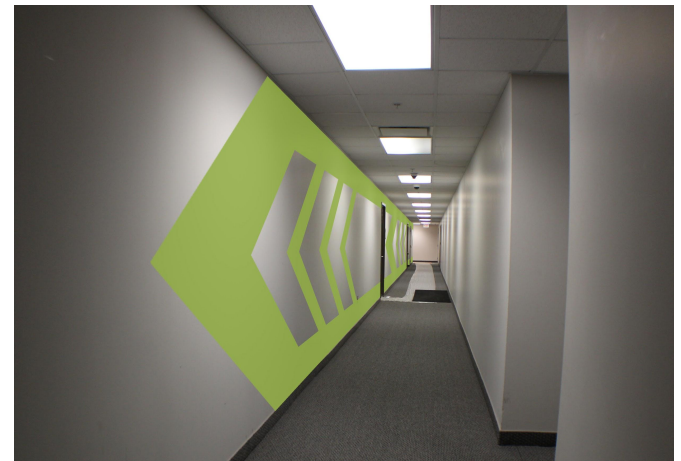
The color of the room identifiers will match the particular levels color. For floor 6 we are planning on maintaining the green color.

Hallway: 6th Floor

Placing these large arrows as identifiers down the hallway act as wayfinding. These graphics will easily guide students the correct way down the hallway. The wayfinding graphics are placed on the right side of the hallway due to the neighboring business.

The color of the hallway arrows will match the particular levels color. For floor 6 we are planning on maintaining the green color.

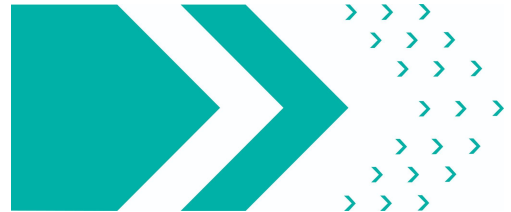
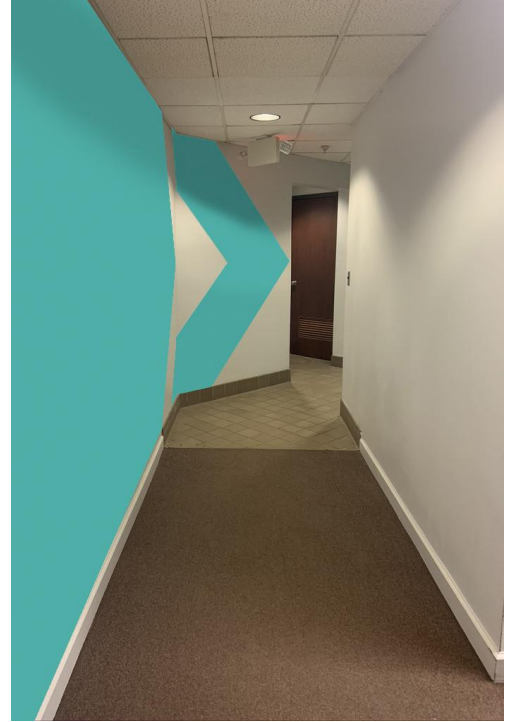
We plan to use paint to create these wayfinding graphics.



Hallway: 11th Floor

Placing these arrows in the hallway will also act as wayfinding. These graphics will easily guide students down the hallway, after getting off of the elevator or stairs.

The color of the hallway arrows will match the particular floors color. For floor 11 we are planning on maintaining the teal color. We also continued to use the arrows seen on floors 6 and 7.



Oversized Floor Numbers



Placing these oversized numbers by the elevators or stairs on each floor will act as a wayfinding design to help guide people through the Northbank Center.

In these mockups, we used the U of M notch, which creates a sense of movement, and can also act as wayfinding.

Below are examples for the 6th, 7th, and 11th floor.

