



**IVY TECH**  
COMMUNITY COLLEGE

## Ivy Tech Community College Signage & Brand Standards

Component 2 – Wayfinding Strategy

# Wayfinding Strategy Report

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# WAYFINDING OBJECTIVES

A successful wayfinding strategy aims to create a user-friendly environment that promotes efficient navigation, reduces frustration, and enhances the overall experience of people interacting with a space. Key components for this particular wayfinding strategy are the deliberate placement of signing devices at decision nodes and ensuring consistent information is being delivered from initial communication to arrival on-site. Considerations towards the importance of both formal (provided/given) and informal (learned/societal) sources of information will enhance the comprehensiveness and usability of the wayfinding system.

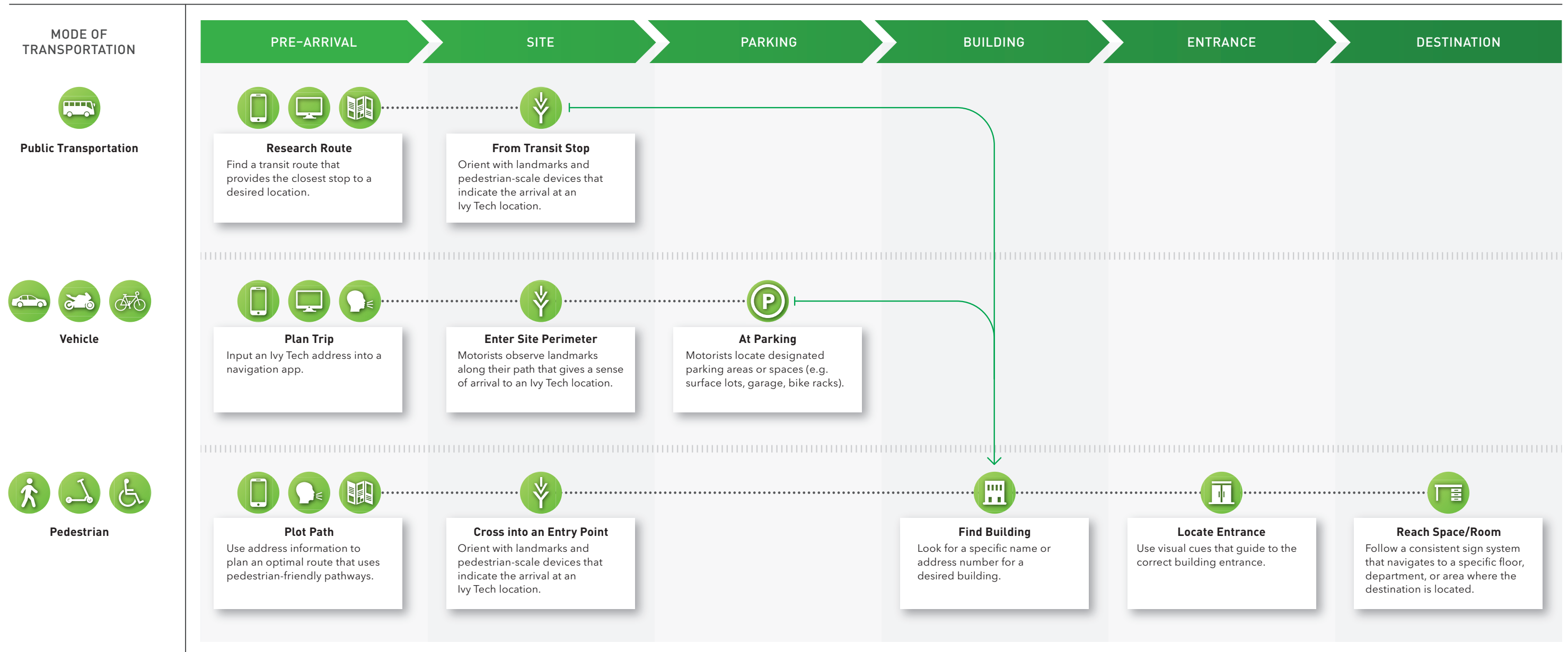
Based on a high-level review and discussions pertaining to the current wayfinding infrastructure for Ivy Tech, the following design goals have been identified.

- 1** **Consistent use and application of the Ivy Tech brand** across all locations. 
- 2** **Consistent information addressing building identification on all communication platforms**, including websites, applications, and search engines. 
- 3** **Welcome visitors** with a sense of arrival and excitement to explore Ivy Tech. 
- 4** **Multilingual support** for sign devices and communication materials that accommodate diverse linguistic needs of visitors. 
- 5** **Establish commonly understood terminology** for destinations and directions. 
- 6** **Legibility and readability considerations** that strengthen the effectiveness of sign devices in the wayfinding program. 
- 7** **Aid visitors in finding their destination** by orienting, directing, and providing information to help decide their preferred route. 
- 8** **Affirm that sign devices and communications comply with accessibility standards** to promote inclusivity for individuals with disabilities. 
- 9** **Guide motorists to visitor parking opportunities** to ease vehicular flow and encourage walking towards destinations. 

# Students, Staff, Family/Friends, Guests, Event Attendees

## USER GROUP A

## ARRIVAL JOURNEY

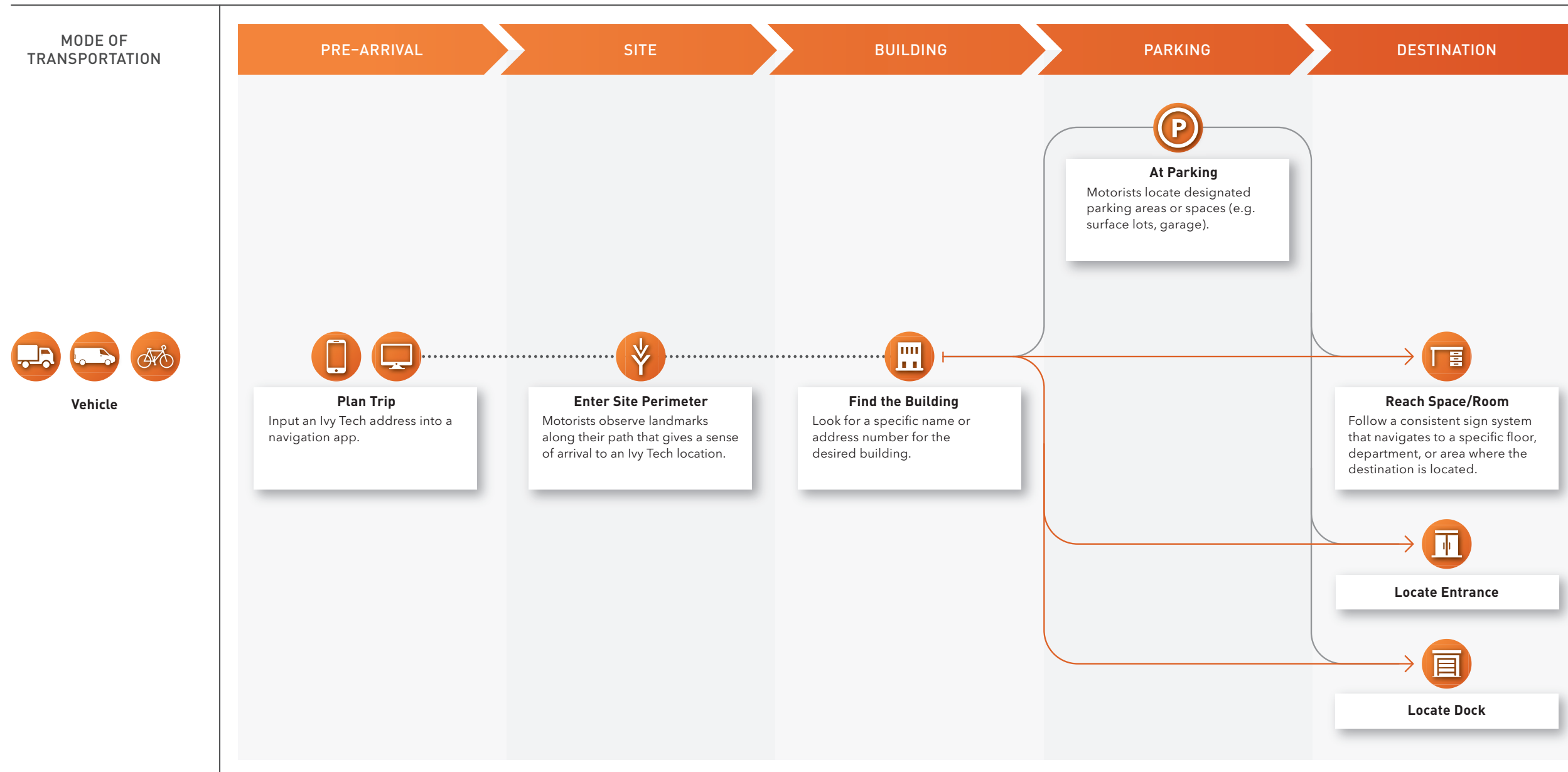


| Considerations For Effective Wayfinding | PRE-ARRIVAL  | SITE  | PARKING  | BUILDING  | ENTRANCE   | DESTINATION  |
|---|--|---|--|---|--|--|
|   | <ul style="list-style-type: none"> <li>Location information may be provided verbally, via phone, web search, or by physical brochures</li> </ul> | <ul style="list-style-type: none"> <li>Landmarks (e.g. Ivy Tree)</li> <li>Monument signage</li> <li>Pedestrian-scale directionals and orientation maps</li> <li>Brand colors and/or graphics</li> </ul> | <ul style="list-style-type: none"> <li>Directional signage</li> <li>Parking entrance ID's</li> <li>Reserved spaces</li> <li>Visitor parking</li> </ul> | <ul style="list-style-type: none"> <li>Pedestrian-scale directionals</li> <li>Static or digital map kiosks</li> <li>Monument signage</li> <li>Building addresses</li> </ul> | <ul style="list-style-type: none"> <li>Brand colors on buildings or façades</li> <li>Building entrance ID's</li> <li>Door numbers</li> </ul> | <ul style="list-style-type: none"> <li>Consistent nomenclature</li> <li>Directional signage</li> <li>Facility maps and directories</li> <li>Room ID's</li> <li>Elevator or stair ID's</li> <li>Universal pictograms</li> </ul> |

# Contractors, Delivery Drivers, Suppliers, Vendors

## USER GROUP B

## ARRIVAL JOURNEY



### Considerations For Effective Wayfinding

- Location information may be provided via phone, web search, purchase orders, or vendor documents

- Landmarks (e.g. Ivy Tree)
- Monument signage
- Brand colors and/or graphics

- Directional signage
- Pedestrian-scale directionals
- Monument signage
- Building addresses

- Directional signage
- Parking entrance ID's
- Reserved spaces

- Building entrance ID's
- Door/dock numbers
- Directional signage
- Room ID's
- Elevator or stair ID's
- Universal pictograms