

3

WAYFINDING & SIGNAGE



COLLEGE
of the
DESERT

STANDARD CAMPUS ORIENTATION & SITE DIRECTIONAL SIGNAGE



Note: Directory signage shall be designed and fabricated so that content can be changed regularly by District personnel. Provide an integrated, discrete key lock and protective transparent cover over the campus map for ease of changing graphics.

FIGURE 3.1 | CAMPUS DIRECTORY SIGNAGE



MATTE SILVER METALLIC
ALUMINUM, POWDER COATED



DARK GREY
METAL PANEL



RED SANDSTONE

MATERIALS

Note: The site name shall be updated for each sign to match the campus location that it is installed at, typical where shown on directional and monument signage. Names of site (alphabetical order):

- Desert Hot Springs
- Indio
- Mecca / Thermal
- Palm Desert
- Palm Springs

3b | CAMPUS MONUMENT SIGNAGE

Monument sign size, branding logo, text font style and character, upper- and lower-case applications, primary and secondary text font sizing, color and materials. Below are examples of existing signage on the campus. While some examples somewhat fit the overall style of the campus, is a lack of consistency among existing campus monument signs. Cohesiveness and consistency of signage throughout the campus and accross multiple District sites is important for the College. There are to be no custom one-time designs without prior approval.

The below images are for reference to existing conditions only. They are not to be used as standard designs.

EXAMPLES OF EXISTING CAMPUS MONUMENT SIGNAGE



IMAGE 3.5 | EXISTING MONUMENT SIGNAGE - PALM DESERT



IMAGE 3.6 | EXISTING MONUMENT SIGNAGE - PALM DESERT



IMAGE 3.7 | EXISTING EXTERIOR BANNERS - PALM DESERT

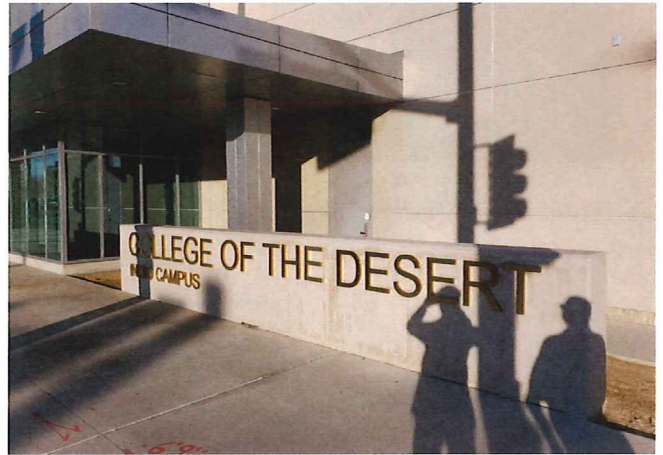


IMAGE 3.8 | EXISTING MONUMENT SIGNAGE - INDIO

For standard monument signage for projects, see the following pages. Refer to 3-12 and following pages for locations.

STANDARD CAMPUS PRIMARY MONUMENT SIGNAGE - OPTION 1B

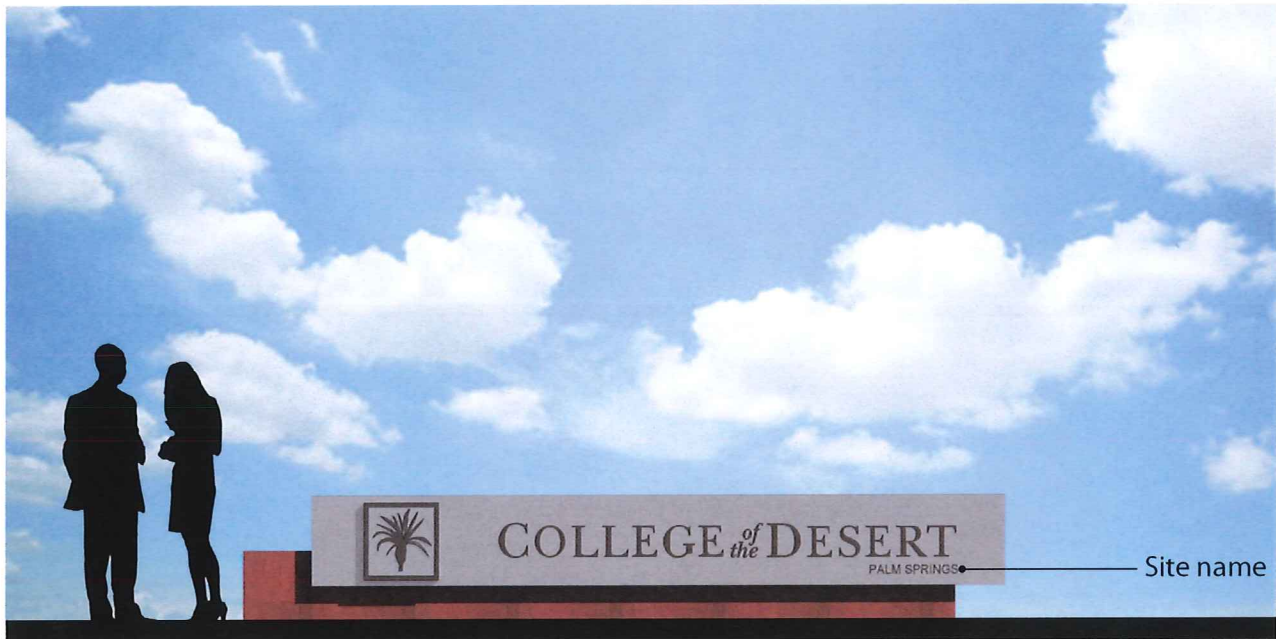


FIGURE 3.6 | CAMPUS MONUMENT SIGN - OPTION 1B - ELEVATION VIEW



MATTE SILVER METALLIC
ALUMINUM, POWDER COATED



DARK GREY
METAL PANEL



RED SANDSTONE

MATERIALS

Note: The campus name shall be updated for each sign to match the campus location that it is installed at.

STANDARD CAMPUS PRIMARY MONUMENT SIGNAGE - OPTION 2B

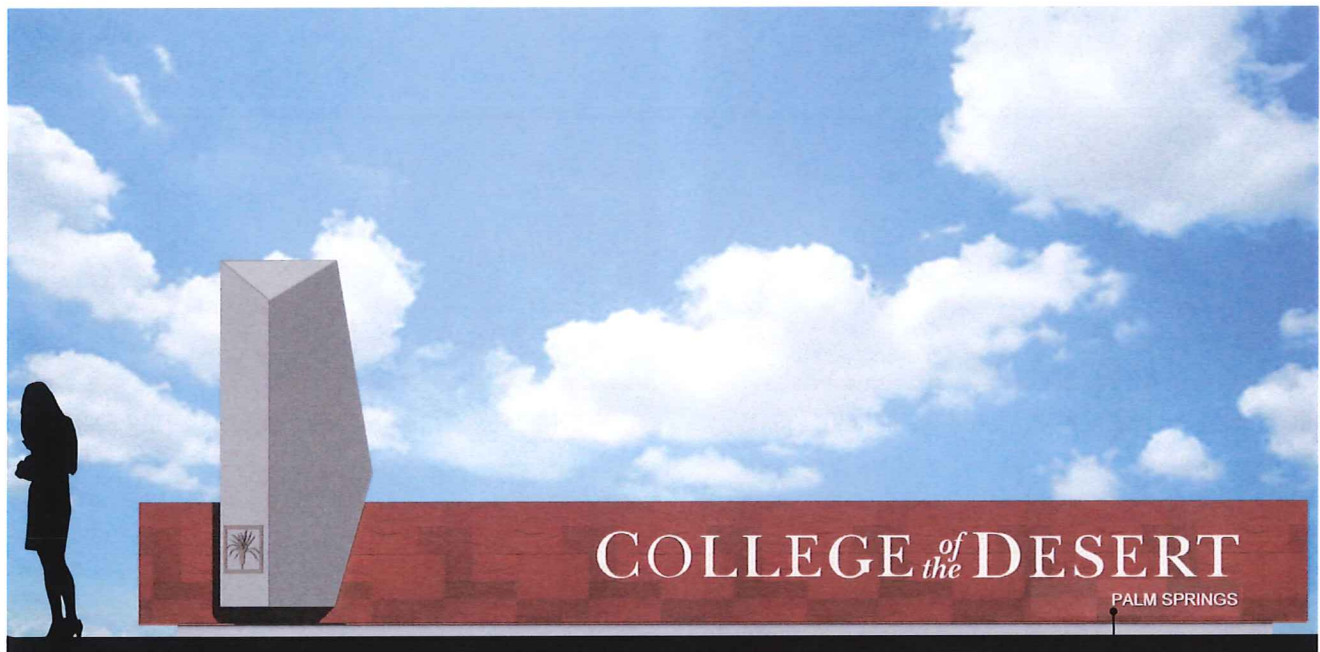
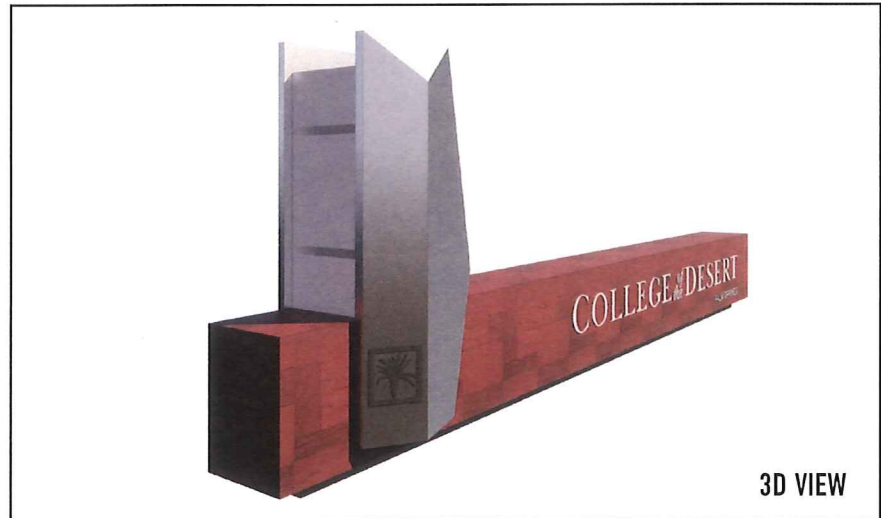


FIGURE 3.8 | CAMPUS MONUMENT SIGN - OPTION 2B - ELEVATION VIEW

Site name



MATTE SILVER METALLIC
ALUMINUM, POWDER COATED



WHITE
METAL PANEL



RED SANDSTONE



WHITE TRANSLUCENT
ACRYLIC



DARK GREY
METAL PANEL

MATERIALS

Note: The site name shall be updated for each sign to match the site location that it is installed at.

STANDARD BUILDING IDENTIFICATION SIGNAGE

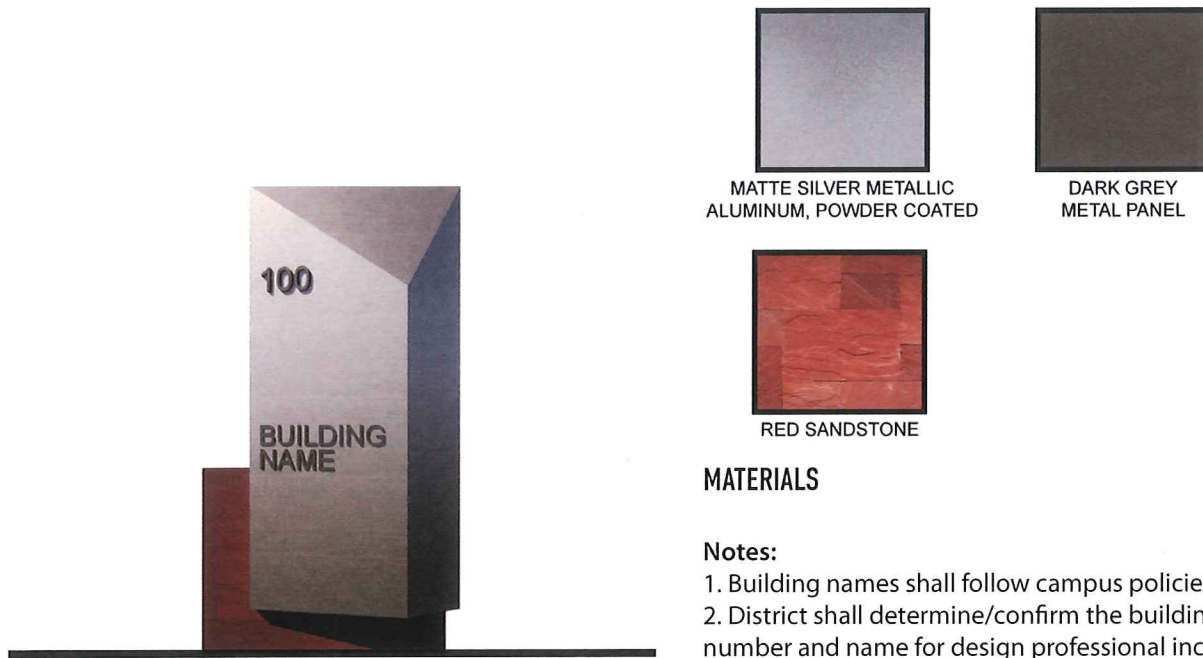


FIGURE 3.9 | BUILDING IDENTIFICATION SIGN
(AT GRADE NEAR MAIN ENTRANCE OF BUILDING ADJACENT TO ACCESSIBLE PATH OF TRAVEL)

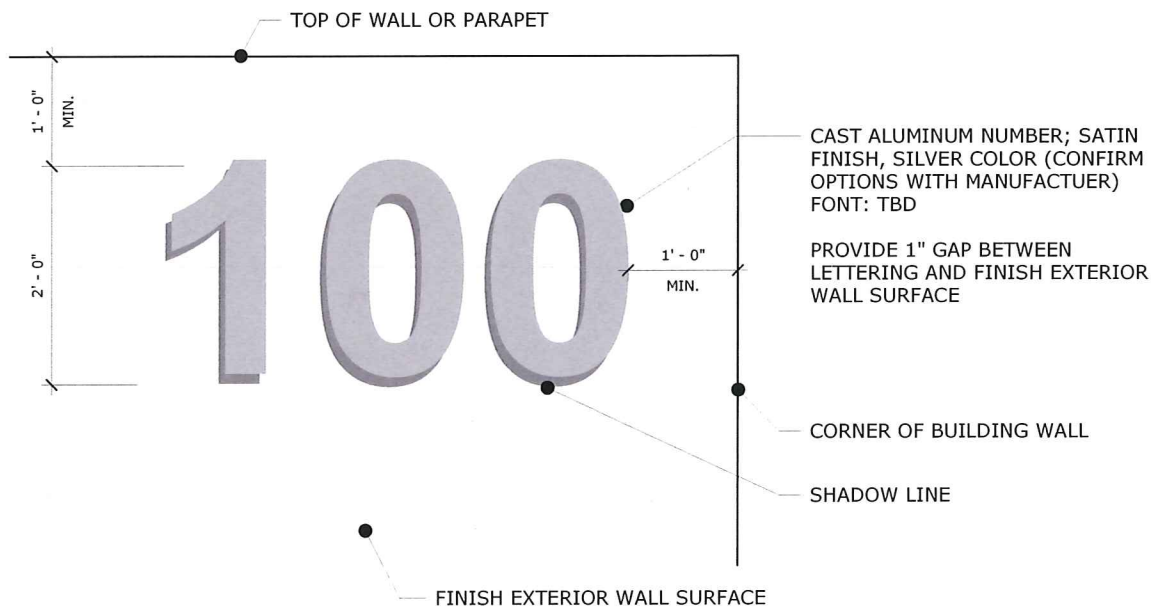


FIGURE 3.10 | BUILDING IDENTIFICATION LETTERING (NUMBER ATTACHED TO FACADE OF BUILDING NEAR MAIN ENTRANCE)

PALM DESERT CAMPUS - SIGNAGE LOCATIONS - PRIMARY MONUMENT SIGNAGE

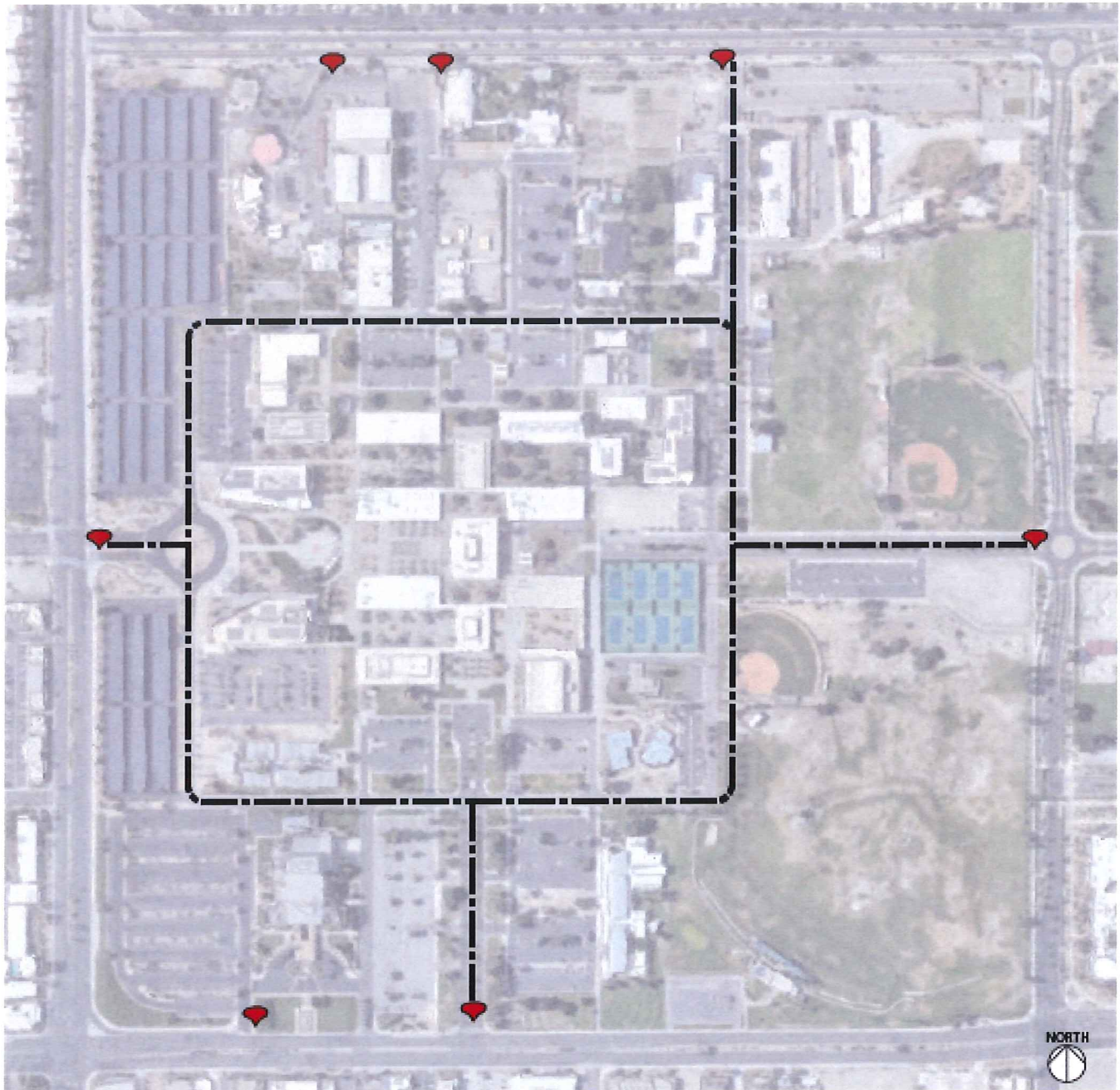


FIGURE 3.15 | CAMPUS MAP - PALM DESERT CAMPUS - PRIMARY MONUMENT SIGNAGE

LEGEND:

- ♥ PRIMARY SIGNAGE
- ♦ SECONDARY SIGNAGE
- ♦ BUILDING SIGNAGE
- ♦ DIRECTORY SIGNAGE

PALM DESERT CAMPUS - SIGNAGE LOCATIONS - BUILDING IDENTIFICATION SIGNAGE

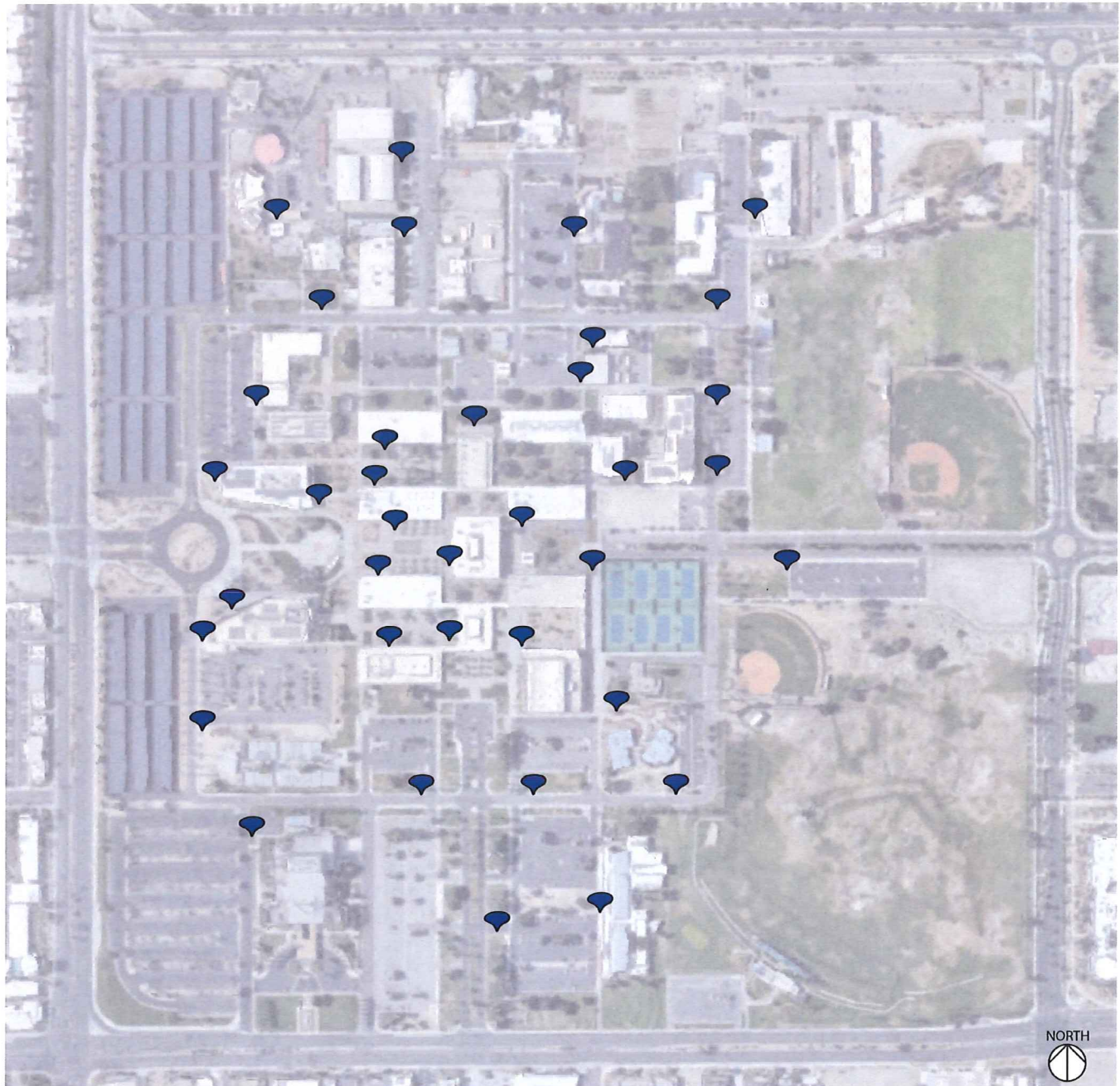


FIGURE 3.17 | CAMPUS MAP - PALM DESERT CAMPUS - BUILDING IDENTIFICATION SIGNAGE LOCATIONS

LEGEND:

- PRIMARY SIGNAGE
- SECONDARY SIGNAGE
- BUILDING SIGNAGE
- DIRECTORY SIGNAGE

INDIO CAMPUS - SIGNAGE LOCATIONS - ALL TYPES

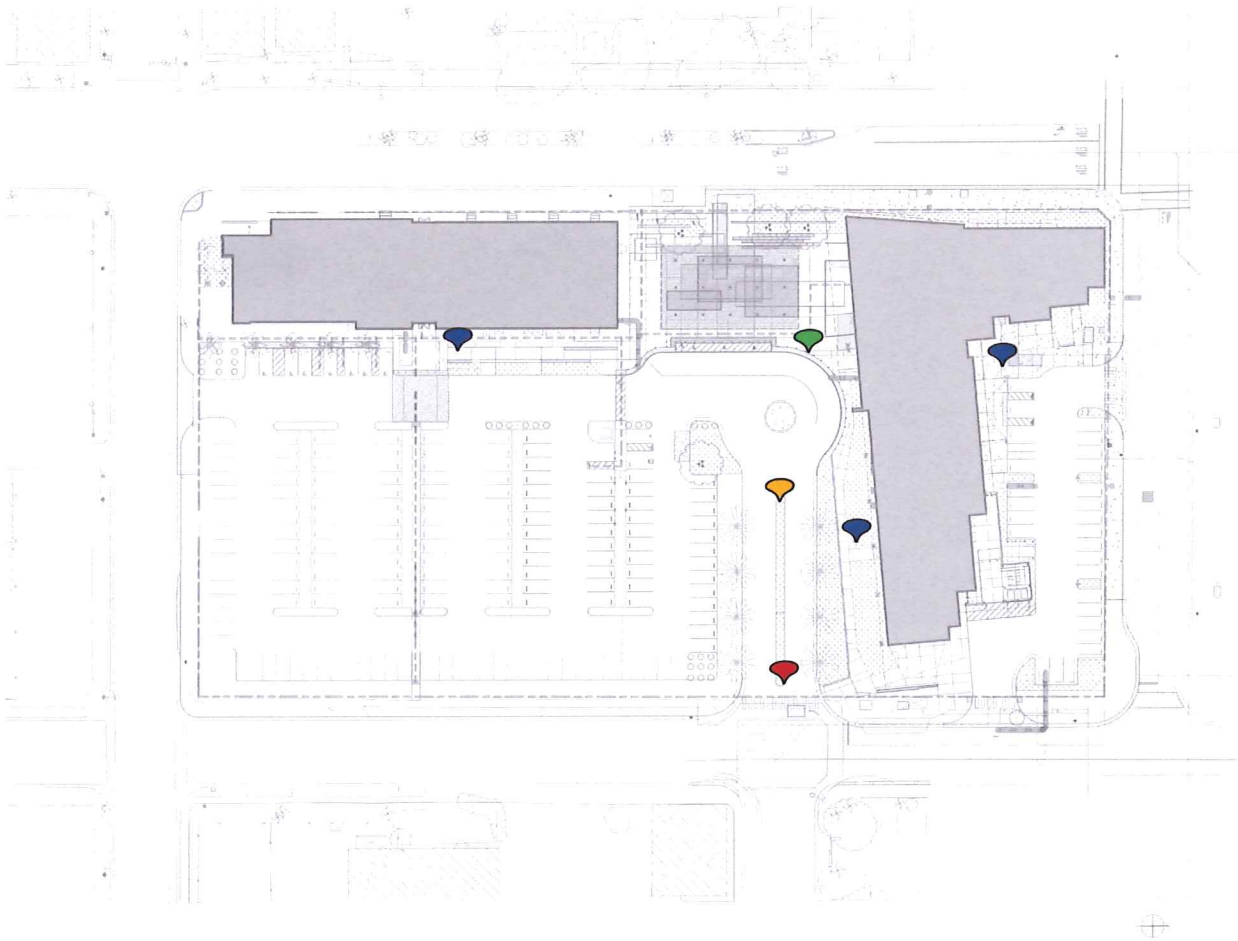


FIGURE 3.19 | CAMPUS MAP - INDIO CAMPUS - ALL SIGNAGE TYPES

LEGEND:

- PRIMARY SIGNAGE
- SECONDARY SIGNAGE
- BUILDING SIGNAGE
- DIRECTORY SIGNAGE

DESERT HOT SPRINGS CAMPUS - SIGNAGE LOCATIONS - ALL TYPES



FIGURE 3.21 | CAMPUS MAP - DESERT HOT SPRINGS - ALL SIGNAGE TYPES

LEGEND:

- ◆ PRIMARY SIGNAGE
- ◆ SECONDARY SIGNAGE
- ◆ BUILDING SIGNAGE
- ◆ DIRECTORY SIGNAGE

MECCA/THERMAL CAMPUS - SIGNAGE LOCATIONS - ALL TYPES



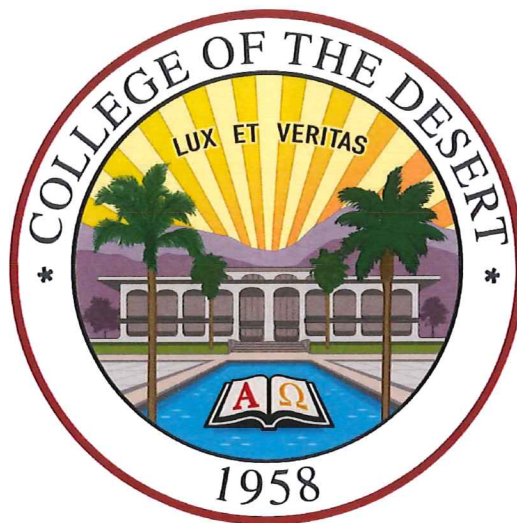
FIGURE 3.23 | CAMPUS MAP - MECCA/THERMAL CAMPUS - ALL SIGNAGE TYPES

LEGEND:

-  PRIMARY SIGNAGE
-  SECONDARY SIGNAGE
-  BUILDING SIGNAGE
-  DIRECTORY SIGNAGE

3e | BRANDED LOGOS & GRAPHICS

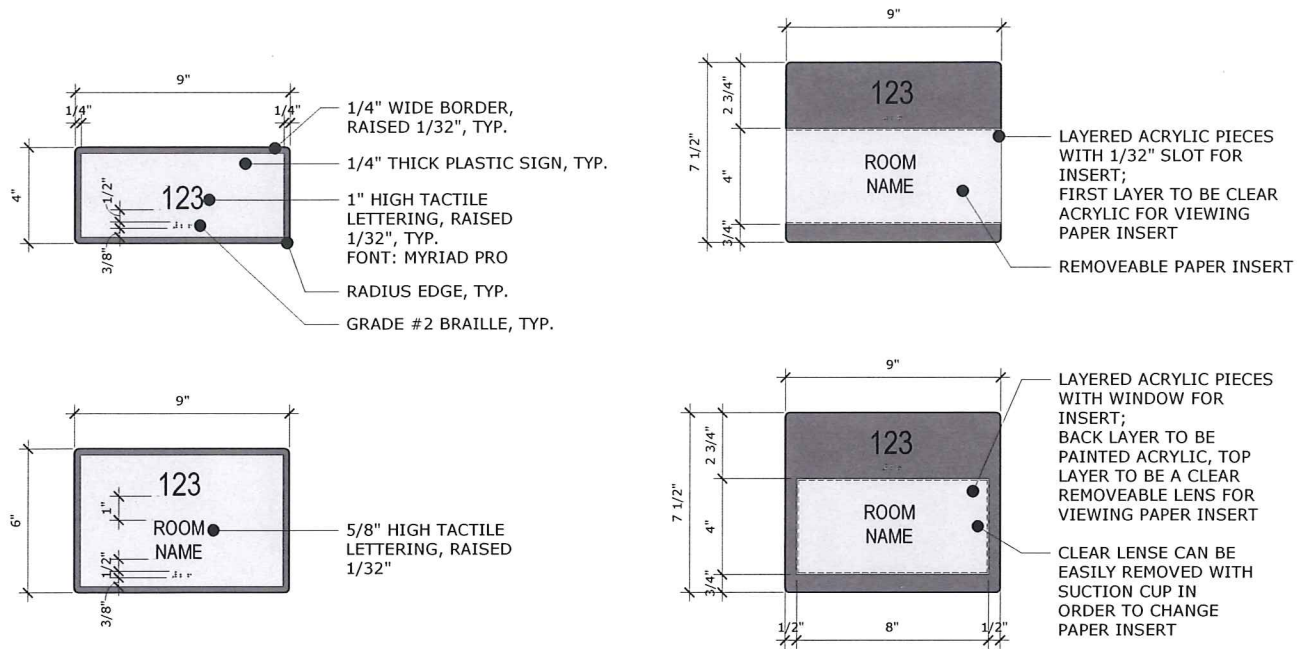
Design professionals shall always familiarize themselves and incorporate information from the College of the Desert Branding Guide¹, provided by the Public Relations Office². This includes logos, fonts, colors and graphic identity. Designers shall confirm the latest version of the document with the District and Public Relations Office during early project design. The below logos are examples of College of the Desert branded content, for reference only:



1. Available at the link, District-provided password may be required: <https://www.collegeofthedesert.edu/faculty-staff/information-technology/technology-master-plan/appendix-iii.php>

2. Contact information is located at this web page: <https://www.collegeofthedesert.edu/community/pro/default.php>

I. STANDARD ROOM IDENTIFICATION SIGNAGE



Room Numbering: Room numbering shall be based on the floor level, for example: 101, 102, 103, etc for the first (ground) floor and 201, 202, 203, etc for the second floor. Building number shall not be included on room signage.

Verification of Room Names and Numbering: Architect shall verify all specific room names and numbering with the District during design prior to construction documents, and again during signage submittal review during

DIGITAL SIGNAGE

Digital interactive signage shall be installed outside enclosed meeting and conference room spaces. System shall allow real-time touch screen meeting scheduling, as well as viewing daily reservations. It shall provide green/red indicator lights identifying room availability. Ensure proper wifi signal.

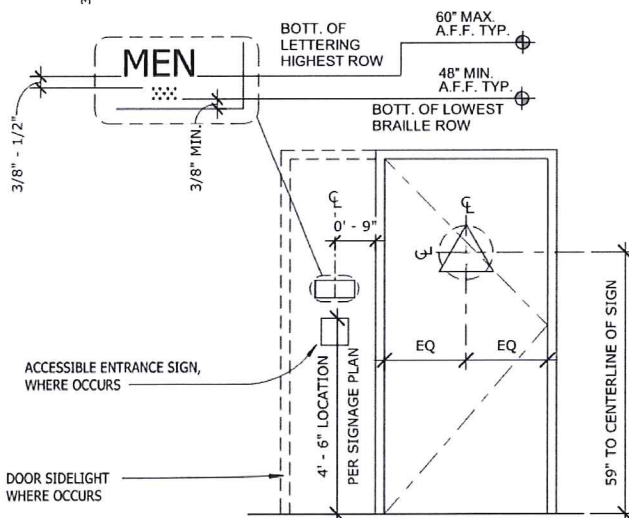
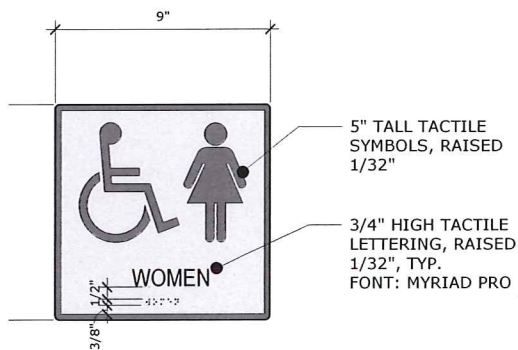
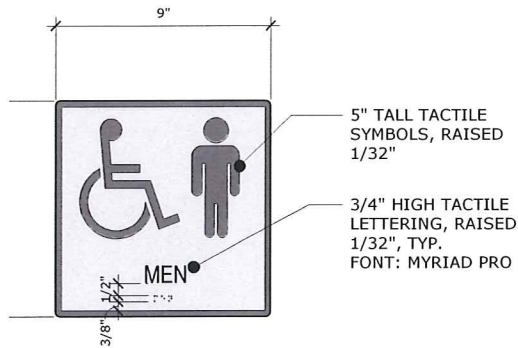
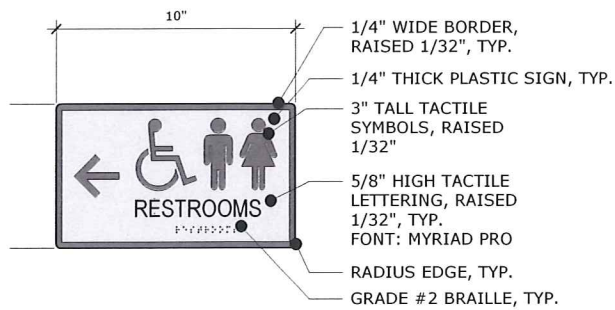


IMAGE 3.17 | DIGITAL CONF. ROOM SIGNAGE - INSPIRATION



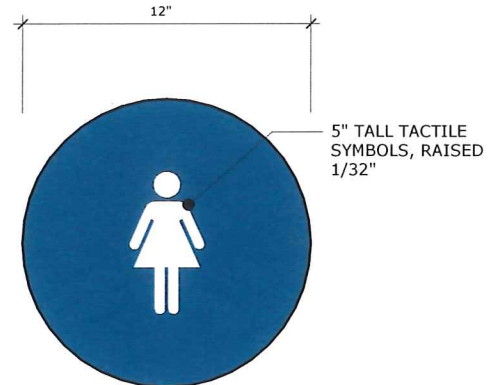
IMAGE 3.18 | DIGITAL CONF. ROOM SIGNAGE - INSPIRATION

III. STANDARD RESTROOMS SIGNAGE

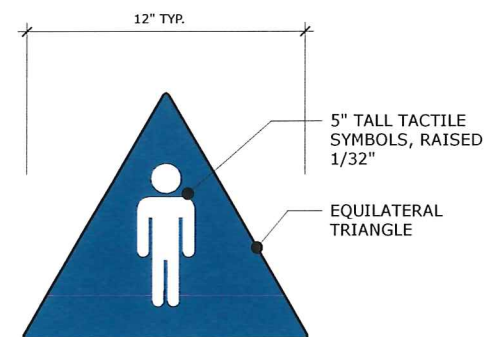


SIGNAGE REQUIREMENTS AT DOORS¹

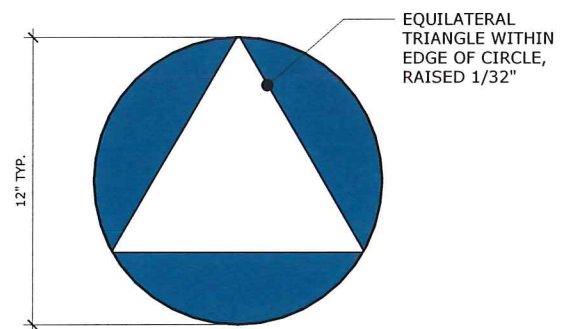
1. Refer to current version of CBC for code requirements.



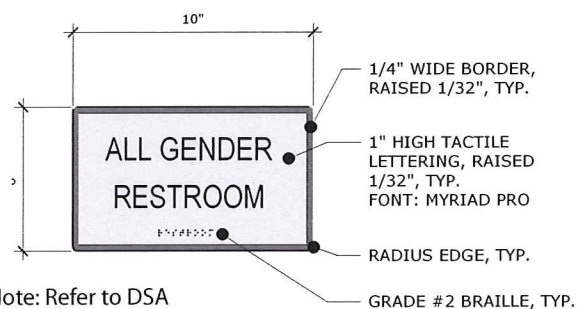
Note: Provide at women's restroom entry doors. Human figure shall contrast 70% with triangle. Sign color to be 70% contrasting with door color.



Note: Provide at men's restroom entry doors. Human figure shall contrast 70% with triangle. Sign color to be 70% contrasting with door color.



Note: Provide at all-gender restroom entry doors. Triangle shall contrast 70% with circle. Sign color to be 70% contrasting with door color. No pictogram is required.



Note: Refer to DSA
BU-17-01 for additional information