The University of Kansas Exterior Wayfinding System

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Introduction and History

Introduction

The University of Kansas is home to nearly 27,000 students; with 5,065 combined faculty and staff members and an abundance of visitors each year. Given the strong tradition upon which the University has been established and the successes of its many academic and athletic programs, the number of visitors and potential students arriving on campus will continue to increase. For many of the prospective students and their families, athletic spectators, visiting researchers, and guest lecturers it is their first visit to the University of Kansas. As visitors arrive on campus it is important to have a wayfinding system in place to address their various needs and concerns. It is with these visitors in mind that the following wayfinding system has been proposed.

This document is intended as the guideline for wayfinding installations throughout the Lawrence campus of the University of Kansas and for potential use with other campuses. Compliance with the standards established within this document will be reviewed at the time of each proposed signage request. The review process will examine consistency within the sign system for message content, font spacing, location, and general continuity, verify that the information on the proposed sign is current, and determine if variations from the standards are warranted.

History

It has long been a goal of the University to have a clear and consistent wayfinding system that also complements the historical architecture and context of the campus. The system identified within this manual, expanding on the previous signage initiatives, is designed as a flexible tool to address the needs of a growing campus.
Contemporary wayfinding efforts began in the 1970s with the development of a manual addressing the fundamental signage requirements for the campus. Included in this manual were basic sign types (stop signs, restricted areas, etc.), directional & identification signage, color specifications, sign dimensions, font requirements, and message spacing. This manual served as a good starting point for a consistent implementation schedule throughout the campus and outlined a very basic signage system that has been in use since that time.

In 2002, a Campus Landscape Master Plan was completed, calling for a cohesive wayfinding system that addressed visitor needs. Included in the master planning documents was a wayfinding matrix established to help direct the future development of a comprehensive system. In support of the matrix, two campus maps were also developed to illustrate the vehicular and pedestrian needs required of such a system. A conceptual campus wayfinding plan, consisting of “districts” and “capitals,” was proposed to help direct the future implementation of such a system. This concept was later dropped from consideration due to its complexity.

Upon the request of Chancellor Hemenway, a more detailed approach to campus signage design and wayfinding systems was initiated in 2003. The Office of Design and Construction Management began work with a team of outside consultants to develop a unique signage system specifically tailored to the needs of the University. The three selected consultants (Landplan Engineering and Star Signs—both of Lawrence; and 10/8 of St. Louis) worked with the University to propose a signage family consisting of unique design components reflecting the architecture of the campus.

Several prototypes were erected on campus, a first draft of the design manual was developed, and a spreadsheet of proposed campus sign locations was begun. With mixed reviews, the project stalled due to concerns over university branding, the design and cost of the signs, and the desire to include stone monument signs within the series.
In February 2008, the Provost requested that the Office of Design and Construction Management (DCM) renew efforts to develop an updated campus wayfinding and signage system. Though previous efforts had provided KU with a general outline for the development of a campus-wide wayfinding system, a cohesive and complete system had never been agreed upon. Under the direction of a Campus Wayfinding Task Force appointed by the Provost, the consultants of Bartlett & West and Star Signs began a series of meetings with DCM staff to continue the development of a signage family that incorporated many of the comments and suggestions from earlier drafts. The primary objectives of this most recent effort were to develop a cohesive signage family (of which three prototypes were installed); to prepare a comprehensive design manual to outline specific sign locations and message schedules; and to finalize shop drawings to establish specifications to guide future fabrication of each sign type.
Design Vocabulary

The following is a list of terms that have been used throughout the process of establishing the current wayfinding system:

**Visitor Center and Visitor Parking:** High priority for directional signage content as these are the first stops for a large percentage of visitors to the campus.

**Primary Visitor Destinations:** Specific campus locations of interest to many who visit the campus (such as the Union, athletic facilities and performing arts venues)

**Primary Vehicular Paths:** Primary routes of vehicular travel (and high traffic counts) to and within the campus (Jayhawk Boulevard, Naismith Drive, and 15th Street)

**Primary Vehicular Gateways:** Primary points of entry into the campus from municipal streets, the “Front Door” to the University (15th & Iowa streets, 19th Street & Naismith Drive)

**Secondary Vehicular Gateways:** Points of entry into the campus used by many who visit the campus. The entries are from local streets and not as visible as primary gateways (Sunnyside & Sunflower Streets, Oread Avenue & 13th Street)

**Primary Pedestrian Paths:** Major paths of travel by pedestrians on the campus, primarily within the heart of the University (Jayhawk Boulevard)

**Building Signage:** Stand-alone monument signage designating the official name, postal address, and primary uses of major buildings
Approach

With the knowledge that the University of Kansas is home to many nationally ranked academic programs, research facilities, athletic programs, and special collections, the primary goal of the proposed wayfinding system is to provide clear, concise, directional signage for new/prospective students, their families, and other visitors to the campus. Many of those visiting will refer to wayfinding signage as they navigate their way through the Lawrence community to the university and to their final destination. The design team’s goal was to present information in a progressively more specific manner as visitors approach their destinations. All wayfinding signage is based upon the foundation of identifying primary visitor destinations and placing priority on them when developing message schedules. The organizational method, or hierarchy of information to be included on campus signs, is listed below:

1. KU Main Campus / West Campus
2. Visitor Center and Visitor Parking
3. Primary Visitor Destinations and/or Associated Parking
4. Secondary Visitor Destinations and/or Associated Parking
5. Significant Areas or Street Designations
6. Specific Building / Site Information near Entrances to Building Parking
7. ADA Accessible Entrance / Parking Directional Signage

Specific information on each sign is dependent upon the sign type and its location and should be organized by further principles as follow:

- Group destinations according to direction. Each direction should include an arrow with a grouped listing to include the relevant information for that direction.

- List Visitor Center and Visitor Parking information first, then other destinations alphabetically within that direction.
• Understanding that only a limited amount of information can be meaningfully conveyed and absorbed by a driver, it will be necessary to keep messages concise for vehicular directional signs. For this reason, significant area designations (such as “Museums”) should be listed on signs towards the outer edges of the campus and individual buildings (such as “Spencer Art Museum”) identified on signage closer to the actual destination. Full building names are to be used on pedestrian directional signs, if space is available, and on all building identification signs.

• The amount of information or number of items listed on each sign face shall be determined by the signage type and the proposed location of the sign. The order of information listed will follow the outlined hierarchy, however not all signs will include messages for all six categories.

The paragraphs below provide further detail on this hierarchy of destinations, describing how these designations were assigned and how information is to be organized:

1. **KU Main Campus and West Campus**
   The design team has established that destinations at the University of Kansas are to be designated as either the ‘Main Campus’ or ‘West Campus’ and should be the first level of information on the face of any sign where the direction needs to be identified. Iowa Street, or US 59 Highway, is the dividing line between the two halves—any part of the University east of this divider is recognized as the ‘Main Campus’, and any University property located west of this line shall be referred to as ‘West Campus.’
2. Visitor Center and Visitor Parking:

Wherever applicable, the Visitor Center and Visitor Parking areas should be listed as the second level of information on a sign face. The majority of visitors arrive by car and since parking permits are required throughout the campus it is important to guide visitors to areas where they can legally park and get campus information. The Visitor Center, as well as the four primary visitor parking areas, are listed below:

- **Visitor Center**
  Renovated within the existing Templin residence hall in 1998, the center provides brochures, maps, exhibits, tours and other introductory information about KU. The center also houses the Office of Admissions and Scholarships which provides information about application standards and processes, financial aid, and coursework credits. Just west of the Visitor Center, at the primary intersection of 15th and Iowa Street, is the Malott Gateway. This primary entrance to the campus welcomes thousands of visitors to campus every year.

- **Visitor Center Parking off 15th Street**
  A limited number of visitor parking spaces are available at the Visitor Center near the intersection of 15th and Iowa streets.

- **Allen Fieldhouse Parking Garage**
  More than 250 visitor spaces are available in the parking facility on Irving Hill Road, directly north of Allen Fieldhouse. Conveniently located, this parking facility is used for events held at Allen Fieldhouse, the ballpark and stadium. Many visitors also utilize this parking area when arriving for events at Murphy Hall.
Mississippi Street Parking Garage (located north of the Kansas Union)
500 visitor spaces are available in the Mississippi Street Parking Garage directly north of the Kansas Union and accessible from Mississippi Street and Oread Avenue. The location is convenient for visitors arriving for events at the Kansas Union, the Spencer Art Museum, Spencer Research Library, and the Natural History Museum.

Park and Ride (located on the KU West Campus)
The Park and Ride facility on the northwest corner of the intersection of Iowa and 23rd streets provides student parking by permit and visitor parking at meters. The free transit system provides connection to locations on both the main and west KU campuses.

Although there are limited metered spaces for visitors to park throughout the campus, the list above comprises the most concentrated areas available for visitor parking. It is anticipated that these parking areas are of primary importance to the visitors arriving on campus.

3. Primary Visitor Destinations and Associated Parking
Primary visitor destinations should be included as the third level of information on the sign face. The following list of primary visitor destinations should be listed on signs at major gateway entrances. Both the design team and the Wayfinding Task Force have agreed on a select group of primary visitor destinations which listed alphabetically include:

• Allen Fieldhouse
  Most notably recognized as the home court for the KU basketball team, Allen Fieldhouse also houses many athletic
offices, locker rooms, and the KU athletics media relations office. Located on the east side of the building is the Booth Hall of Athletics-- a hall of fame for Kansas athletes and sports, with a special emphasis on the contributions of James Naismith and Phog Allen to KU’s basketball traditions.

- **Dole Institute of Politics**
  Named for former U.S. Senator Robert J. Dole, the institute sponsors public and educational programs in bipartisan civic education and leadership training; it has seminar and meeting rooms, broadcast facilities and exhibits on Dole’s life and career. Kansas World War II veterans are memorialized through two large stained-glass windows and a memory wall of photos in the central Hanson Hall and the Simons Family Media center.

- **Kansas Union**
  The Kansas Union is a primary destination for many visitors, with two bookstores for textbooks and KU merchandise, large meeting rooms and presentation halls for lectures and guest speakers, recreational amenities such as the campus bowling alley, as well as coffee shops and dining facilities. Each summer, New Student Orientation is held at the Kansas Union, which brings a large influx of visitors to campus. Additionally, the union’s proximity to other destinations such as Memorial Stadium, Adams Alumni Center, Spencer Art Museum, Dyche Hall, and the Mississippi Street Parking Garage adds to the increased use of the facility.

- **The Lied Center**
  The Lied Center, a major performance venue on KU’s west campus, has a 2,020-seat auditorium for musical, dance and
theatrical performances, lectures and symposia; rehearsal and dance studios; ticket office; and administrative and educational offices. Adjacent to the Lied Center, and sharing a common entrance lobby, is the Bales Organ Recital Hall, which seats 200 and is home to a 35-foot Hellmuth-Wolff organ.

- **Memorial Stadium**
  With seating for over 50,000, Memorial Stadium is an important venue for KU football games, track and field events, charity fund-raisers, and commencement.

4. **Secondary Visitor Destinations**
Primary visitor destinations should be included as the fourth level of information on the sign face. The following list of secondary visitor destinations should not be included on signage at major gateway entrances, but should be included on signage within campus boundaries. Both the design team and the Wayfinding Task Force have agreed on a select group of secondary visitor destinations which listed alphabetically include:

- **Adams Alumni Center**
  Adams Alumni Center is a primary meeting point for former students, faculty, administrators, or others who are or were affiliated with the university. This facility offers meeting rooms and conference facilities, as well as a library, and houses the offices of several administrative departments.

- **Arrocha Ballpark**
  Home to the women’s softball team, Arrocha Ballpark was built in 2004, with future plans for dugouts, locker rooms and bleachers.
Approach (cont.)

- **Dyche Hall**
  Officially titled the Natural History Museum and Biodiversity Research Center, Dyche Hall is home to many unique artifacts and historical pieces. The museum hosts thousands of visitors annually, and is also a primary location for visiting researchers and guest lecturers to the Biodiversity Institute.

- **Hoglund-Maupin Stadium**
  The Hoglund-Maupin Stadium is the playing field for the KU baseball team. With recent renovations of the fields, press boxes, and plaza entrances, the stadium draws many visitors during the collegiate baseball season.

- **Jayhawk Boulevard**
  As a primary thoroughfare through the center of the campus, Jayhawk Boulevard is one of many defining features of the University. Sixteen buildings along this street are home to classrooms, museums, laboratories, auditoriums, cafeterias, administrative offices and a chapel. Jayhawk Boulevard is a well-known landmark within the University, and embodies many years of campus history.

- **Murphy Hall**
  Murphy Hall is home to the School of Music, the University Theatre and the Thomas Gorton Music and Dance Library as well as several venues for theatrical and musical performances. Four major venues are in the facility: Crafton-Preyer Theatre (capacity 1,188), Swarthout Recital Hall (capacity 335), William Inge Memorial Theatre (capacity 125), and the Robert F. Baustian Theatre (capacity 125). These venues draw visitors from around the region to the KU campus on a regular basis.
• **Shenk Sports Complex**
  This intramural facility has eight fields for use by KU students and community groups to play football, rugby, soccer, field hockey or cricket. Additionally, a jogging trail is nearby which connects to the City’s expansive walking/bicycling trail system.

• **Spencer Art Museum**
  The Spencer Art Museum is home to several unique art collections owned by the University of Kansas. Thousands of visitors come to campus each year to view the permanent collections of the museum as well as traveling exhibitions hosted by KU. The museum is also home to the art and architecture library, and has a 265-seat auditorium with programs featuring guest-lecturers throughout the year.

• **Spencer Research Library**
  Housing the University Archives, the Spencer Library is an important destination for those pursuing research on the history of KU and the state of Kansas, or for those who may need access to the special collections owned by the university. The library is a resource for many within the university population and also attracts national and international scholars and researchers.

• **Strong Hall**
  Strong Hall houses the offices and support staff for the Chancellor, Provost, and Registrar; the Deans of the College of Liberal Arts and Sciences and Graduate Studies; the Vice Provost for International Programs; the Vice Provost for Information Services; the Vice Provost for Student Success; the Academic Achievement and Access Center; Academic

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**Philosophy**

**Exterior Wayfinding Standards**
Approach (cont.)

Services; Campus Mail; University Governance; and several student programs and services in tutoring, financial aid, disability needs and multicultural affairs. It is the destination for new students registering for courses, existing students seeking advising on current courses, and parents visiting campus who need to access tuition information.

5. Significant Area or Street Designation
With the established hierarchy of information to be placed on signs, it is not possible to include every building name on signs throughout the campus. Specific areas of campus (that would not be classified as a primary visitor destination) should be included as the fourth level of information on any sign face and classified as a Significant Area or Street Designation. Examples of these areas include the Daisy Hill Housing Complex, GSP/Corbin Housing Complex, Jayhawker Towers, Stauffer Place Apartments, Scholarship Halls, Pioneer Cemetery, primary campus streets, north and south Research Districts, and the (future) Mid-Hill Walk.

6. Specific Building/ Site Information near Entrances to Building Parking
For buildings (other than those listed as primary visitor destinations), the specific name of a building will not be included on directional signage until close to the building or site. Specific building names should be noted as the fifth level of information on a sign face. When applicable, adjacent parking areas associated with these buildings should also be noted with the appropriate parking symbol.

7. ADA Accessible Entrance / Parking Directional Signage
The ADA guidelines of the University state that accessible entrances to campus buildings must be identified on the building...
facade at the accessible entrance. The University has identified these ADA accessible entrances for all campus buildings, and the map illustrating these and the handicapped parking locations has been provided on the following page of this manual. Due to the physical terrain of the campus, specific ADA considerations will need to be provided within the wayfinding system. In order to better communicate the ADA routes on campus, the wayfinding signage should guide those on campus to accessible entrances as well as ADA accessible parking spaces that are adjacent to primary ADA entrances.
Sign Types within the Wayfinding System

The wayfinding system includes a family of vehicular and pedestrian signs that guide the visitor from the campus entry points to individual buildings, providing more specific information as the destinations are approached. Visitors are sequentially guided to:

1. the campus and visitor parking first, then to
2. primary visitor destinations (“Allen Fieldhouse”), then to
3. general area destinations (such as “Museums”) and then to
4. more specific locations (such as “Spencer Art Museum”) near the destination site.

Acknowledging that full building names have been shortened in reference over time, official building names are to be used when possible on the building identification signage at each building site, but may be shortened in other types of signage. It may be difficult to use full building names on directional signage, due to both the physical limitations of space within the sign body and the viewer’s ability to absorb extensive information in a short amount of time. This is particularly true for vehicular directional signage, when the viewer is moving in a vehicle while trying to absorb the information on a sign.

During development of this wayfinding system in 2008, three prototypes were installed on the KU campus: the Highway Gateway Directional sign at 15th Street (Bob Billings Parkway) & Iowa Street (Hwy. 59), the Strong Hall Monument Sign (Building Identification), and the Traffic Booth Signage at the Chi Omega Fountain. The construction drawings and specifications for each one of these, as well as for other signs within the signage family, can be found within the Sign Construction/Specifications section of this document.

The following pages provide detailed information on each member of the signage family in order of hierarchy, and describes the role of each within the wayfinding system at KU.
Sign Type A: Highway Gateway Directional

This sign was developed for installation at each of the three primary gateway locations along Iowa Street at:

1. 23rd Street/Clinton Parkway
2. 21st Street and
3. 15th Street/Bob Billings Parkway.

Iowa Street is a state highway that provides a constant stream of traffic through the Lawrence community. Given the categorization of Iowa Street as a highway, signage is subject to the standards developed by the Kansas Department of Transportation (KDOT) and is subject to KDOT review and approval if the installation falls within the highway right-of-way.
Sign Type B: Primary Gateway Directional (Non-Highway)

The intended use of this sign type is to provide non-highway gateway identification at the remaining primary gateways:

1. 19th and Naismith and
2. 11th and Mississippi Street as outlined in the Vehicular Map included in the sign programming section of this manual.

Although it has been designated as a separate design from the Highway Gateway Directional, its intended use is identical. The sign is slightly smaller due to the locations along City streets rather than the highway.
Sign Type C: Primary Vehicular Directional

The placement of this sign type will be along major vehicular routes within or along the boundaries of the campus. This signage provides directional information to primary visitor destinations and use areas.
Sign Type D: Secondary Vehicular Directional

This sign is intended to be placed along vehicular routes within the campus where turns are to be indicated for more specific destinations. Roadways which are widely-used, yet not primary pathways of travel are the intended locations of this sign type. Having already provided a general overview of primary visitor destinations, these signs are intended to offer more specific information on focused destinations, such as specific academic buildings, resident halls, and research facilities.
Sign Type E: Primary Pedestrian Directional

This sign was developed for placement along primary pedestrian routes within the campus boundaries. Understanding that several of the primary visitor destinations are located in areas not directly adjacent to visitor parking, these signs will provide a general overview of primary visitor destinations ahead, such as Jayhawk Boulevard. Please refer to both the Pedestrian Map as well as the Wayfinding and Signage Plan included in the sign programming section of this manual for specific locations.
Sign Type F: Trail Blazer

Trailblazer signs should be used off-campus to direct people to the University. Currently, this sign type will have limited use, as the City of Lawrence has implemented a city-wide trailblazing sign system for incoming traffic which includes KU destinations.
As building identification signage is installed throughout campus, each building should be reviewed at the time of the signage request for the appropriate identification to be designated. The listing of these buildings shall be very exact and shall include the official name of the facility as recognized by the U.S. Postal Service. In some cases the address of the building should be indicated as well. Building signage placement has been evaluated, and is outlined in the building signage section of this manual for each structure existing on campus at this time. Campus buildings have been organized into a hierarchy with three signage types available to address the stature of each building, or the scale of the site, and will be used accordingly:

Type 1- This type of building sign will be placed at the most important buildings on campus (such as Strong Hall) which, at a minimum, should include the primary visitor destinations as outlined in this manual.

Type 2- This sign type will be used to identify buildings of importance, but not necessarily primary visitor destinations (i.e. Burge Union).

Type 3- This third type of signage will be placed at buildings which require a smaller sign type due to site constraints or scale of the property and for buildings that may not be as widely used by visitors, administrators, faculty, staff, and students (Kansas Public Radio).
Sign Type H: Kiosk

This signage type provides detailed information and campus maps for visitors to identify specific primary destinations and locate themselves within the campus framework. Although not widely placed throughout the entire University, these kiosks will provide succinct information within primary pedestrian routes and at major pedestrian route intersections,
Sign Type I: Street Signs

This street identification signage type should be used throughout campus at street intersections and will be reviewed for accuracy as each is implemented.
Sign Type J: ID/Informational

This signage type included in the wayfinding family will present detailed information to address specific circumstances within the campus. This sign may be used for many different applications where information needs to be conveyed, such as parking permit zones. The ID/Info sign may also be used to help identify ADA accessible entrances to campus buildings. The installation of these signs will be reviewed and approved by DCM staff on a case-by-case basis prior to installation.
Sign Type K: Traffic Control Booth ID

The intent of this sign is to prominently display the KU branding identity and to welcome visitors to the campus at the traffic control booths located at the four main vehicular entrances to campus:

1. Sunnyside Avenue & Sunflower Road
2. Near the Chi Omega fountain at West Campus Road
3. Mississippi Street and Memorial Drive and
4. Oread Avenue and 14th Street.
Sign Type L: Traffic Control Booth Informational

The purpose of this sign is to convey current vehicular access information in controlled access areas of campus and parking permit restrictions. The top section of the sign can be manually rotated to instruct drivers to stop and check with attendant during campus hours and rotated to indicate that campus is open to drive-thru traffic during off-hours.
Sign Type M: Traffic Control Booth Temporary Message

This sign type was developed to eliminate temporary paper signs taped to the booth windows. The sign holder accepts rigid plastic inserts with information as approved by the Director of Parking & Transit. Copy can detail specific parking lot information, seasonal hours for campus access, or other specific messages.
Sign Type N: Interpretive Sign

Interpretive signage may be placed at specific points of interest throughout campus on a case-by-case basis. Examples of potential installations for interpretive signage include points of interest and historic landmarks.
Sign Type O: Traffic Light Sign

This sign was developed for installation at each of the three primary gateway locations along Iowa Street. Iowa is a state highway that provides a constant stream of traffic through the Lawrence community. Given the categorization of Iowa as a highway, it is subject to the signage standards developed by KDOT (Kansas Department of Transportation) and its signage requirements.