

# NORTH QUAD



WAYFINDING





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# OVERVIEW

North Quad is a new building located on North State St. built in 2010. Although it is newly built, the structure's architecture and interior reflect its history. Ann Arbor High School and Carnegie Library were built on this site in 1907 and many of the historical elements were preserved during the renovations. The unique combination of living and learning environments offers an experience for students and faculty from several different fields. It includes a dining hall, residence halls, classrooms, computer labs, a cafe, offices and more. In addition to residential spaces and classrooms, North Quad includes offices for the School of Information, Communication Studies, Screen Arts and Cultures, The Language Resource Center and the Sweetland Writing Center.





## GOALS

1. Encourage the use of the building's resources.
2. Make spaces more approachable.
3. Make navigation between spaces flow seamlessly.
4. Draw attention to courtyards.
5. Highlight helpful resources.



## STYLE

Clean, sleek design with traditional elements to reflect the building's history and it's current purposes.

Enhance the preserved frieze elements through typography.

Lively and approachable to contrast muted colors and dark spaces.

# CURRENT SIGNAGE



Signage too small and placed in cluttered spaces.



Signage does not reflect the elegance or characteristics of the building. Signs should be more inviting and visible.



Inconsistent signage. Not readable.



Navigation is unclear due to lack of directional signage.

# TYPOGRAPHY

## Primary Typeface – TRAJAN PRO 3 REGULAR

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Trajan Pro is a typeface with elegant, sweeping curves. Due to its Roman typography inspiration it is consequently an upper-case only font family. The Trajan typeface family was originally designed by

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

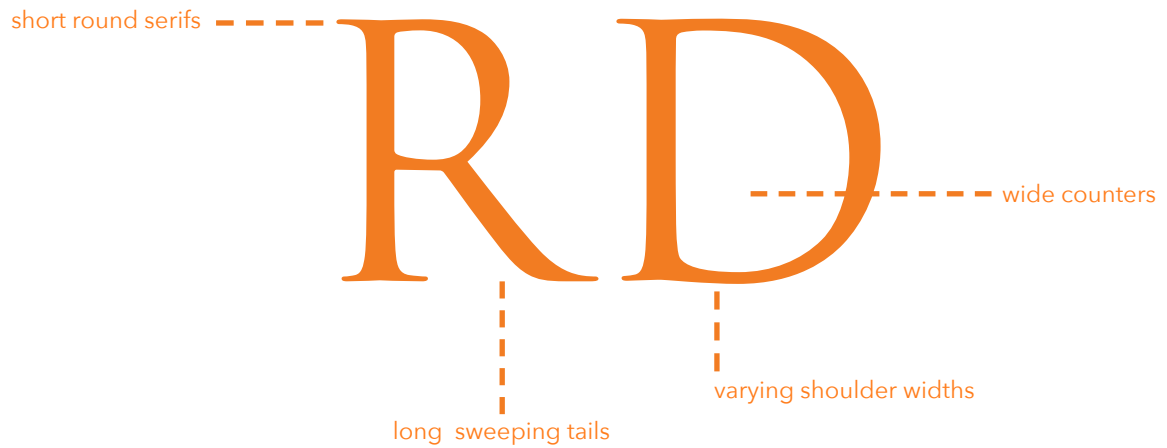
## Secondary Typeface – AVENIR NEXT REGULAR

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abcdefghijklmnopqrstuvwxyz

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

# CHARACTERISTICS OF TRAJAN PRO 3





# COLOR



Pantone: 158C  
RGB: 244, 124, 36  
CMYK: 0, 63, 98, 0

Initial colors chosen from photos of North Quad using the color picker tool.



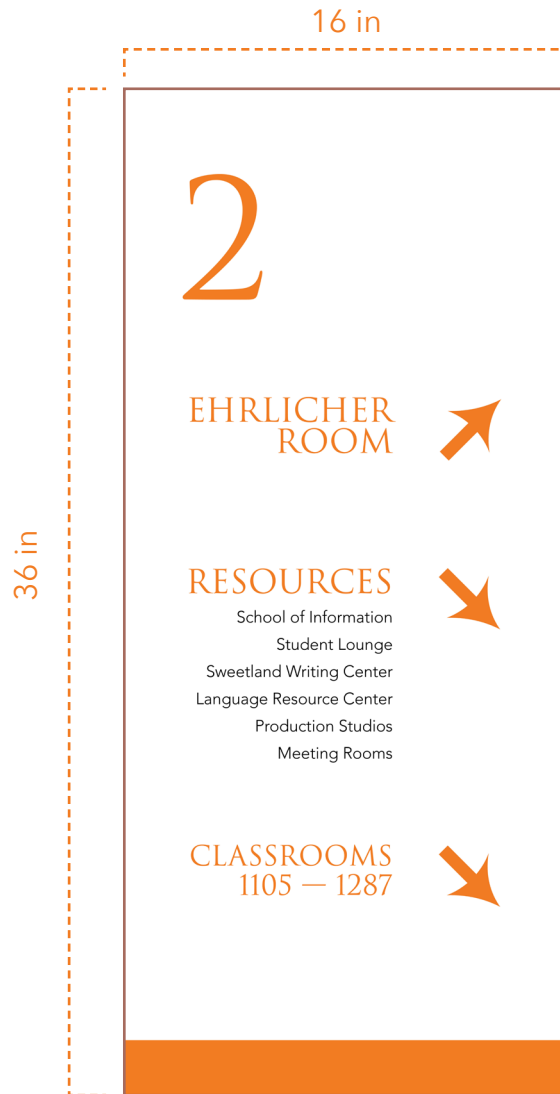
Saturation increased to create a more lively atmosphere in relation to the muted walls and the darker spaces in the building.



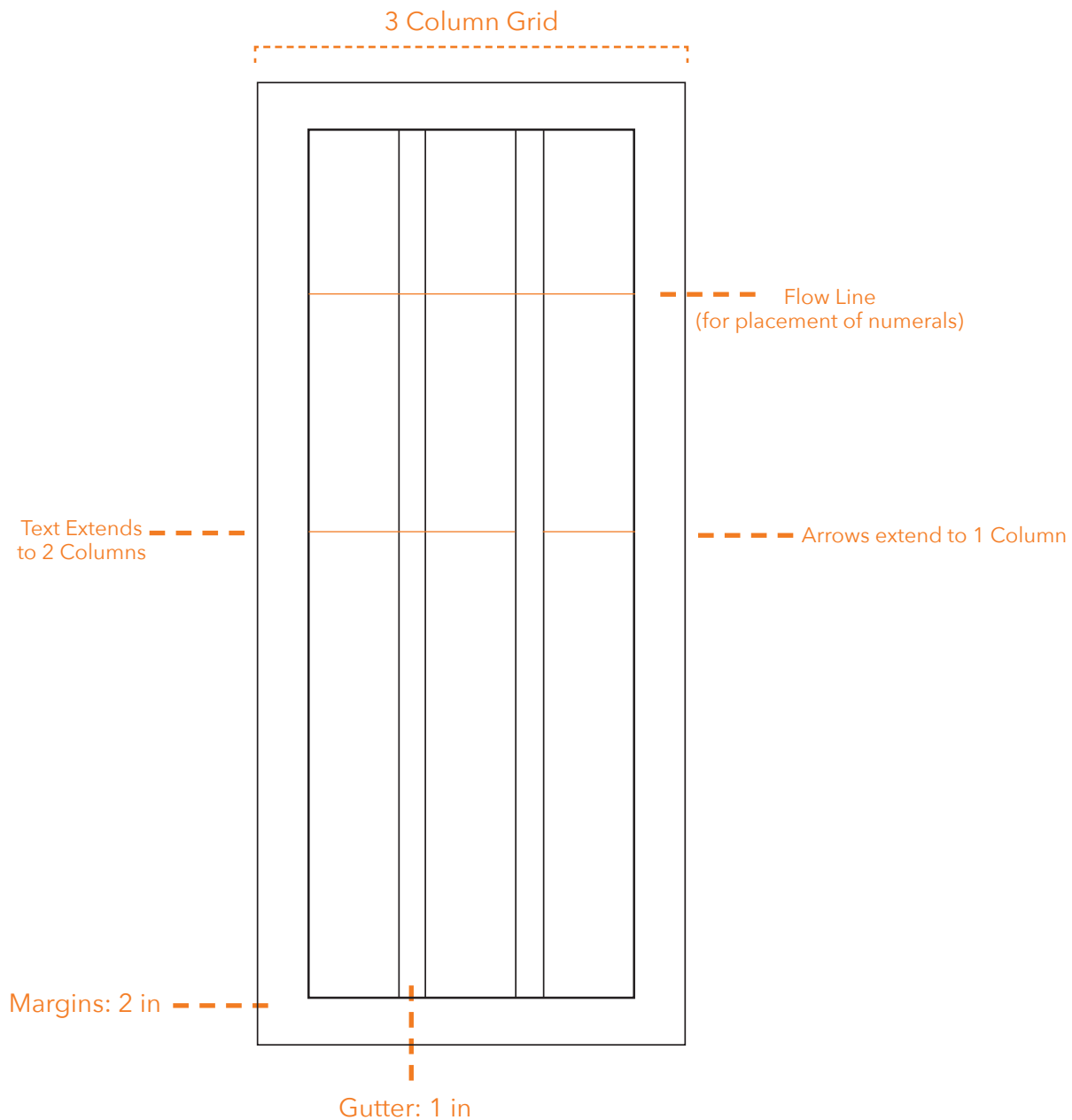
One color chosen for signage for consistency. The orange color is used on the walls of the dining hall and will be seen throughout the rest of the building. This value of orange brings in vibrancy while not being an extreme contrast to the current colors of the space.

# COLOR





## SIGNAGE



# GRID



2

EHRLICHER  
ROOM



RESOURCES

School of Information  
Student Lounge  
Sweetland Writing Center  
Language Resource Center  
Production Studios  
Meeting Rooms



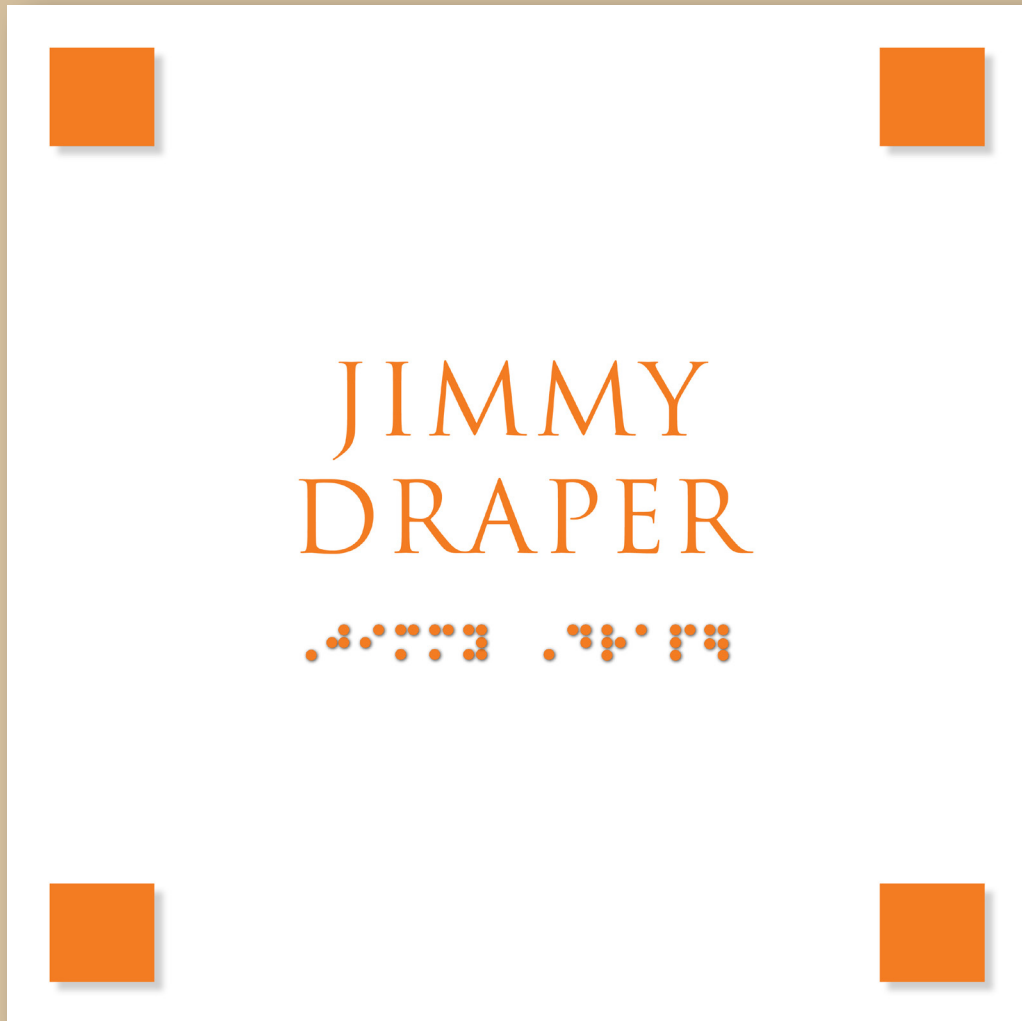
CLASSROOMS  
1105 — 1287



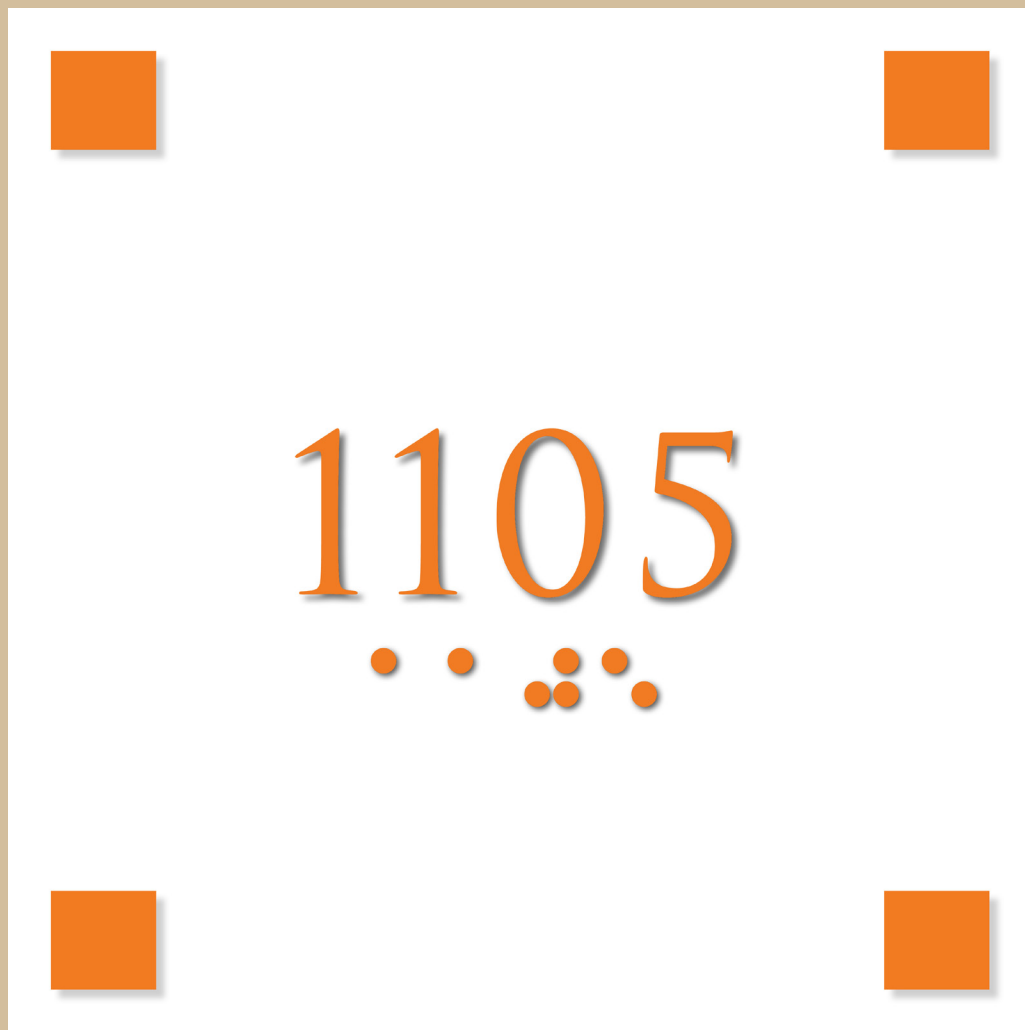


Letters and Numbers on the signage are raised to create a 3 dimensional appearance in contrast to the currently flat signage. The raised lettering reflects the traditional frieze elements seen around the building.

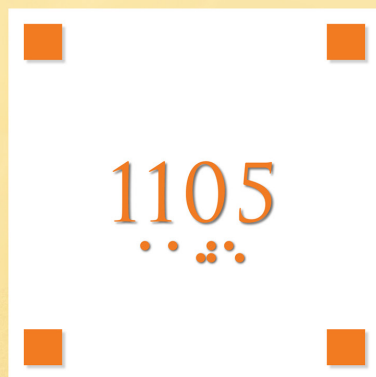
# FACULTY SIGNAGE



# CLASSROOM SIGNAGE

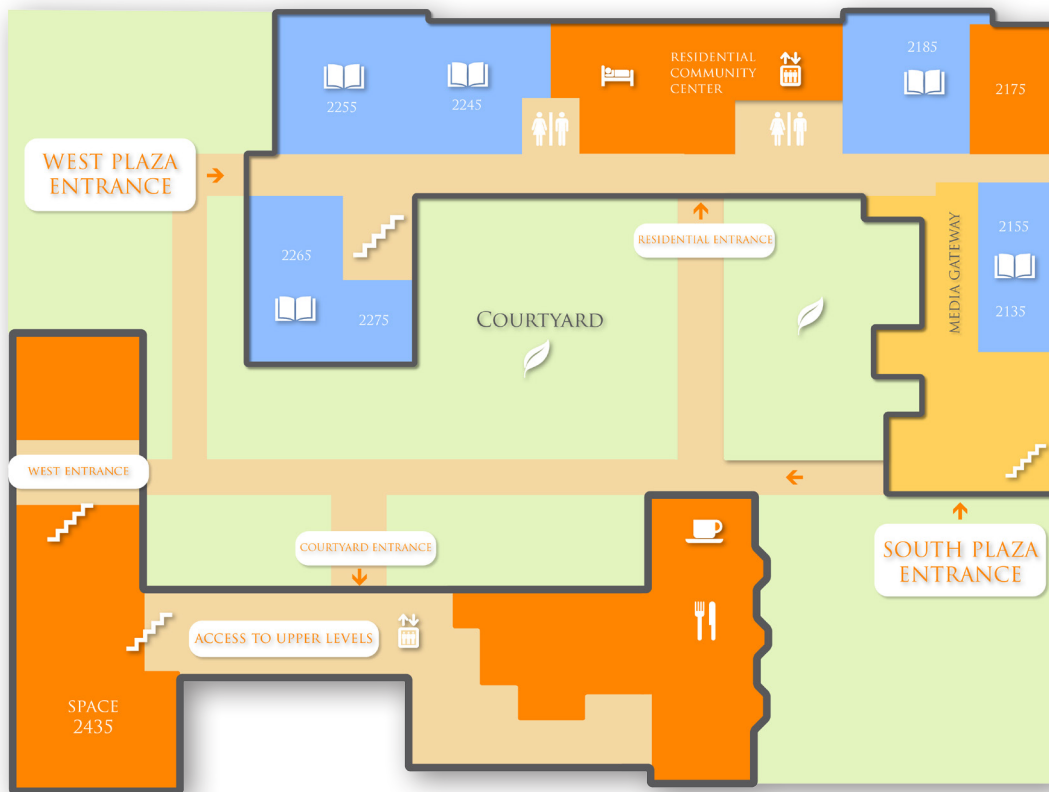












## MAP REDESIGN

A simplified version of the map allows visitors to have a general understanding of the building's structure and location of important spaces. The use of 3 colors creates a distinction between the many resources located at North Quad. Highlighting entrances and the courtyards helps visitors navigate two separate buildings.

48 in

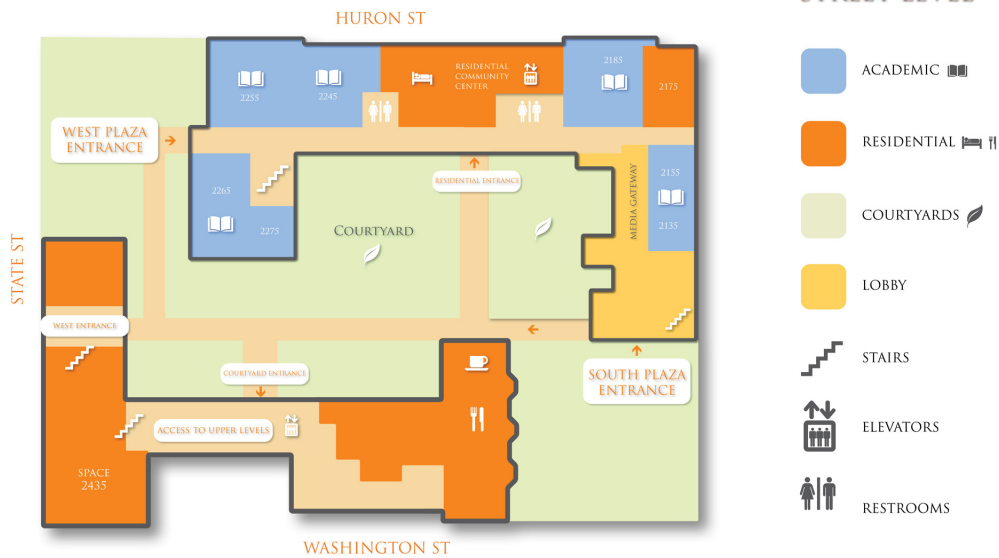
36 in



# MAP SIGNAGE



## FLOOR 2 STREET LEVEL



PASS THROUGH COURTYARDS TO ACCESS FLOORS 3-7  
USE STAIRS OR ELEVATORS IN LOBBY TO ACCESS EHRLICHER ROOM

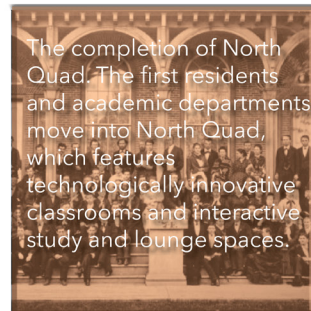
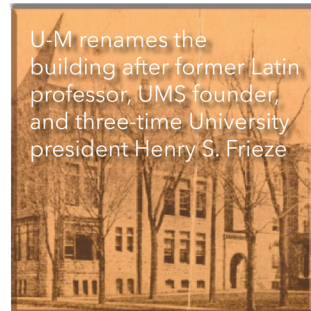
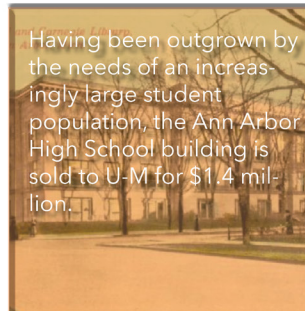
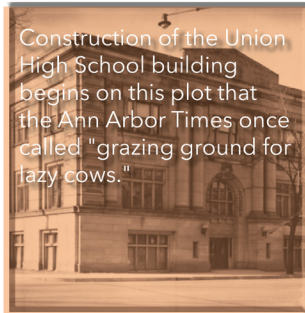
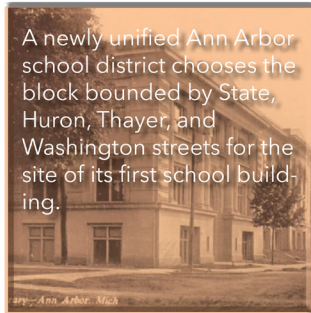
NORTH QUAD

## TIMELINE PLAQUES: THE HISTORY OF NORTH QUAD

Although the structure is new, the building includes a touch of both University of Michigan and Ann Arbor history. The Ann Arbor High School and Carnegie Library were built on this site in 1907. In 1956, the attached buildings were purchased by the University of Michigan and named the Henry Simmons Frieze Building, in honor of the first dean of the College of Literature, Science, and the Arts.

In order to recognize the rich history of North Quad, a Historical Timeline in the form of plaques is attached to the columns in the courtyard. The plaques highlight important events that led to the construction of the current building.

# TIMELINE PLAQUES: THE HISTORY OF NORTH QUAD



Raised text and silver dates included on the columns.







Designed and Written by  
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