Wayfinding is...

Wayfinding refers to information systems that guide people through a physical environment and enhance their understanding and experience of the space.

Wayfinding is particularly important in complex built environments such as educational campuses. As architectural environments become more complicated, people need visual cues such as maps, directions, and symbols to help guide them to their destinations. In these often high-stress environments, effective wayfinding systems contribute to a sense of well-being, safety, and security.

PSU’s challenge is to create a system that is consistent at every point in the visitor’s experience. Consistency facilitates a system with anticipatory value, which raises one’s comfort, which also enhances the visitor’s experience. Exterior signage standards will bring cohesiveness to the brand and appearance of the campus.

Campus ID – To be located near the roundabout.
A gateway to announce the arrival to campus. It is important to celebrate the arrival of the visitor to the campus by properly identifying the University at the entry points.
**Building ID Freestanding** — Clearly identify each building by including the address on major destination so that first-time visitors know that they arrived at the correct building.

**Building Entrance ID Wall-mounted**

**Pedestrian Kiosk Freestanding** — Kiosks are designed to help pedestrians/visitors easily navigate throughout the campus.

**Vehicular Guide Pole-mounted, Double-sided** — Designed to direct visitors to campus zone, primary campus destinations, visitor parking and campus exits.

**Parking Lot Identifier Visitor** — Clearly communicate by including the international symbol where visitors can park for events or visits to the campus.