



Branded Campus Wayfinding Exterior Signage Masterplan

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An aerial photograph of a university campus, showing various buildings, roads, and green spaces. The entire image is overlaid with a semi-transparent red color, which serves as a background for the text on the left side of the page.

Introduction

Navigating a campus efficiently is essential for enhancing the overall experience of students, faculty, staff, and visitors. The Branded Campus Wayfinding Exterior Signage Masterplan serves as a strategic framework to create a seamless, intuitive, and accessible navigation system that improves clarity, reduces confusion, reinforces the institution's identity and can play a role in strengthening campus community.

This masterplan provides a comprehensive approach to wayfinding, integrating signage, digital tools, architectural cues, and environmental graphics to support clear and effective navigation. By considering user needs, accessibility standards, and campus growth, this plan establishes a cohesive and adaptable wayfinding strategy.

This package outlines the principles, design standards, and implementation strategies necessary to transform wayfinding across the campus, fostering a more connected and user-friendly environment.

THIS SECTION WILL ADDRESS:

- **Foothill's Mission, Vision and Values**
- **General Goals of this Master Plan**

MISSION, VISION & VALUES

Foothill College's Mission, Vision, and Values are centered on fostering an inclusive, innovative, and student-focused educational environment.

Leadership is committed to curating a campus experience that supports learning, engagement, and accessibility for all.

This Branded Campus Wayfinding Exterior Signage Masterplan is designed to align with these core beliefs, ensuring a seamless, welcoming, and navigable campus.

By enhancing clarity, accessibility, and visual cohesion, these wayfinding improvements will benefit not only the student body but also visitors, faculty, and staff, reinforcing Foothill College's commitment to excellence in education and community experience.

HONESTY

INTEGRITY

TRUST

OPENNESS

TRANSPARENCY

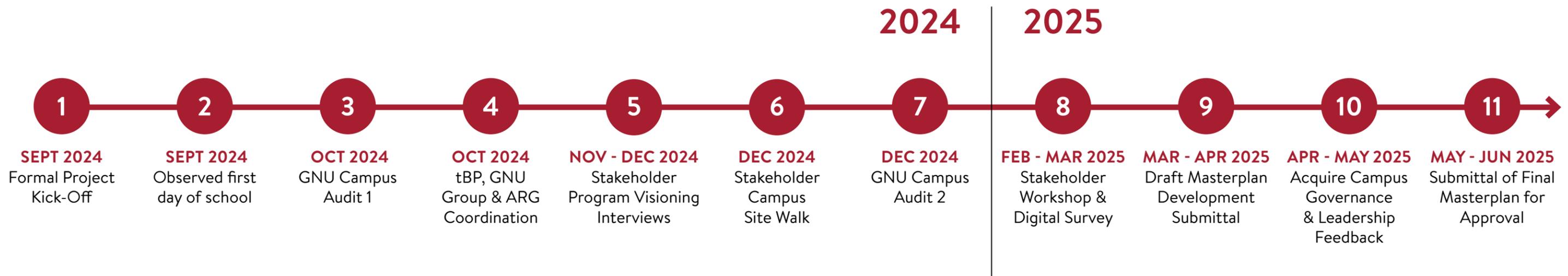
FORGIVENESS

SUSTAINABILITY

PROJECT TIMELINE & PROCESS

The development of this master plan for a new Branded Campus Wayfinding Exterior Signage Masterplan has followed a structured and collaborative process led by GNU Group and tBP Architects. From initial assessments to stakeholder engagement and development of recommendations, each phase has been carefully executed to ensure a thoughtful and strategic approach.

This section outlines the project timeline, illustrating the key steps taken—from research and analysis to final submittal and approval. This clear roadmap highlights the comprehensive effort behind crafting a wayfinding system that aligns with Foothill College’s vision and enhances the campus experience for all.



KEY STAKEHOLDERS & CONSULTANT TEAM

The development of Foothill College’s future Branded Campus Wayfinding Exterior Signage Masterplan has been a collaborative effort, shaped by input from key stakeholder groups and the broader campus community. A dedicated core group of Campus and District administrators, faculty, students and staff played a crucial role in defining the vision for this master plan, ensuring it aligns with the college’s mission and goals.

Additionally, close to 200 students, faculty, and staff provided valuable insights through interactive workshops and an online survey, offering diverse perspectives on campus navigation challenges and opportunities. Their contributions in guiding this process, ensuring the final recommendations reflect the needs of the entire Foothill College community.

FOOTHILL COLLEGE KEY STAKEHOLDERS

BUILDINGS & GROUNDS

ASHA JOSSIS

Supervisor, Administrative Services, Foothill College

AUDREY CAPRISTO

Coordinator, Furn Fix Equip, Foothill College

BRET WATSON

VP, Finance and Administration, Foothill College

DANMIN DENG

Program Coordinator, Foothill College

DAVE FISCH

Director, Capital Construction Program, Foothill-De Anza Community College District

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SAMUEL CONNEL

Anthropology, Foothill College

SIMON PENNINGTON

AVP, College and Community Relations, Marketing and Communications, Foothill College

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MARKETING & GRAPHICS

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OPERATIONS

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Operations Manager

POLICE SERVICES

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Chief of Police

IT SERVICES

KEVIN METCALF

IT

FACULTY MEMBERS

TOM GOUGH

STACY GLEIXNER

KAREN ALLISON LENKEIT MEEZAN

STUDENTS

MEGAN FISHER

CINDY HART

MASTERPLANNING CONSULTANTS

TBP ARCHITECTURE

Architect

GNU GROUP

Signage & Wayfinding

22 MILES

Digital Wayfinding

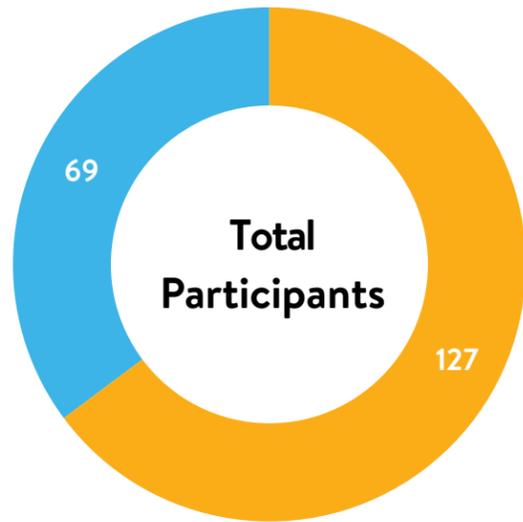
TBD CONSULTANTS

Masterplan Budgeting

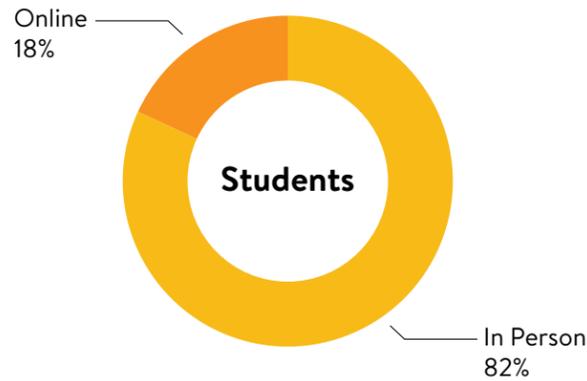
ARCHITECTURAL RESOURCES GROUP (ARG)

Historic Preservationists

WORKSHOP & SURVEY PARTICIPANTS



● Faculty Staff/Admin ● Students



127

Students

69

Staff / Faculty

136

Workshop Attendees

60

Online Survey Submissions

FACULTY / STAFF / ADMIN PARTICIPANTS

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ANTHONY CACERES

Supervisor

ANTOINETTE CHAVEZ

Executive Assistant

APRIL HENDERSON

EOPS / CARE / NextUp

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Disability Resource Center

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CAROLINE PARK

Learning Resource Center

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CLIFTON DER BING

PRIDE Mental Health & Wellness Center

RON HERMAN

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DANIEL ACOSTA

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DANMIN DENG

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Professor and Chair, History Women's Studies

GERA ROBREDO

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JESSICA NUTARAJAN

Student Affairs

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FAC/Graphic & Interactive Design

JOY GARZA

Police Department

MANNY DIAZ-ALVARES

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Dean of Health Sciences & Horticulture

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Student Affairs

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VANESSA SANTILLAN-NIETO

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VICTORIA STRELNKOVA

Student Affairs and Activities

YASMINE MALBOUBI

Library

An aerial photograph of a campus, overlaid with a semi-transparent red filter. The image shows various buildings, parking lots, and green spaces. The red overlay is most prominent on the left side of the page, where it serves as a background for the text.

Current Campus Conditions

A thorough assessment of the existing campus environment reveals key challenges and opportunities in wayfinding. Observations highlight areas of confusion due to inconsistent signage, unclear pathways, and a lack of cohesive visual cues. Additionally, accessibility barriers, outdated maps, and limited digital integration impact navigation efficiency. These findings provide a foundation for strategic improvements to enhance clarity, accessibility, and the overall user experience.

THE GRAPHIC AND NARRATIVE DESCRIPTIONS FOCUS ON THE FOLLOWING:

- **Foothill College Visual Brand Guidelines**
- **Campus Pre-Arrival**
- **Vehicular Circulation Observations**
- **Pedestrian Circulation Observations**
- **Campus Accessibility**
- **Landmarks**
- **Artwork on Campus**

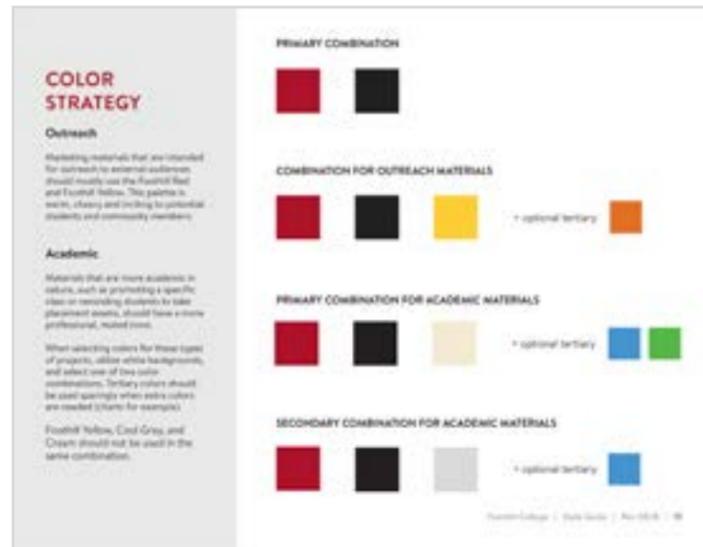
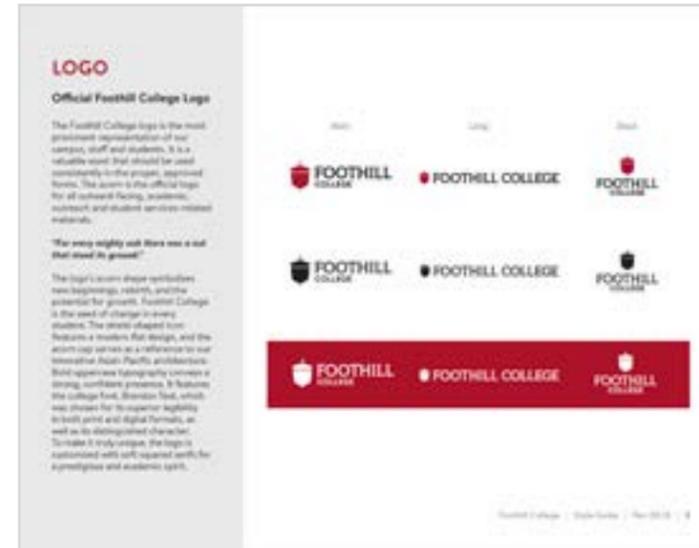
FOOTHILL COLLEGE VISUAL BRAND GUIDELINES

Foothill College’s comprehensive visual brand is a powerful tool that unifies the campus’s identity and reinforces its values. Consistent use of brand elements—such as logos, colors and typography, can create a cohesive and professional appearance across all signage, communications, and spaces. This not only will enhance recognition and pride among students, staff, and visitors but also strengthens the college’s reputation and visibility in the broader community.

A strong visual brand supports a sense of place, belonging, and trust, contributing to a more engaging and connected campus experience.

OBSERVED CHALLENGES:

- The Foothill College Visual Brand is not currently used within the Campus Wayfinding program.
- When used in a few key locations (ie: Student Center), it is not enough to support the needs of wayfinding or project a consistent “look and feel” across campus to enhance the overall educational experience for all.



CAMPUS PRE-ARRIVAL

A well-defined color zoning strategy is essential for reinforcing wayfinding clarity across campus. By maintaining the existing color zones, users can easily associate specific areas with their designated colors, improving navigation efficiency. However, adjustments may be necessary to ensure the color palette aligns better with the campus's built environment and architectural character, enhancing both visibility and cohesion within the wayfinding system.

OBSERVED CHALLENGES:

- Ensure Wayfinding Zone color palette works for both the map and the general environment, current color palette should be reviewed and possibly adjusted in order to effectively work in the built environment.



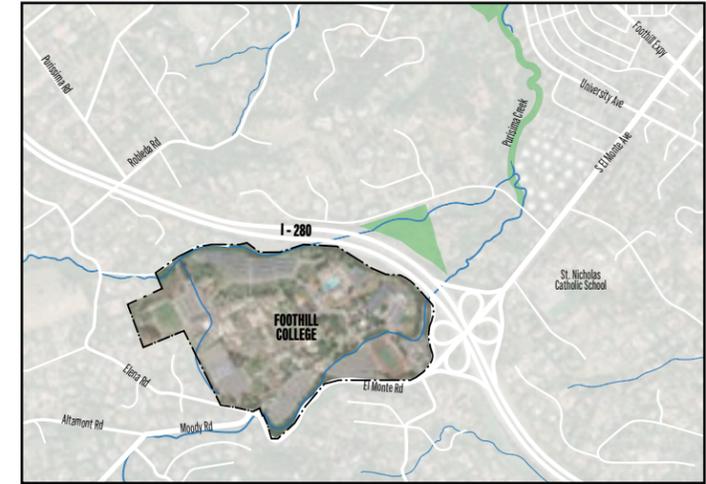
VEHICULAR CIRCULATION

Foothill College features a unique vehicular ring road that encircles the main campus, serving as the primary route for all vehicle traffic. This looped configuration enables efficient access to parking areas and key campus facilities and drop-off points, while preserving the pedestrian-friendly interior of the campus.

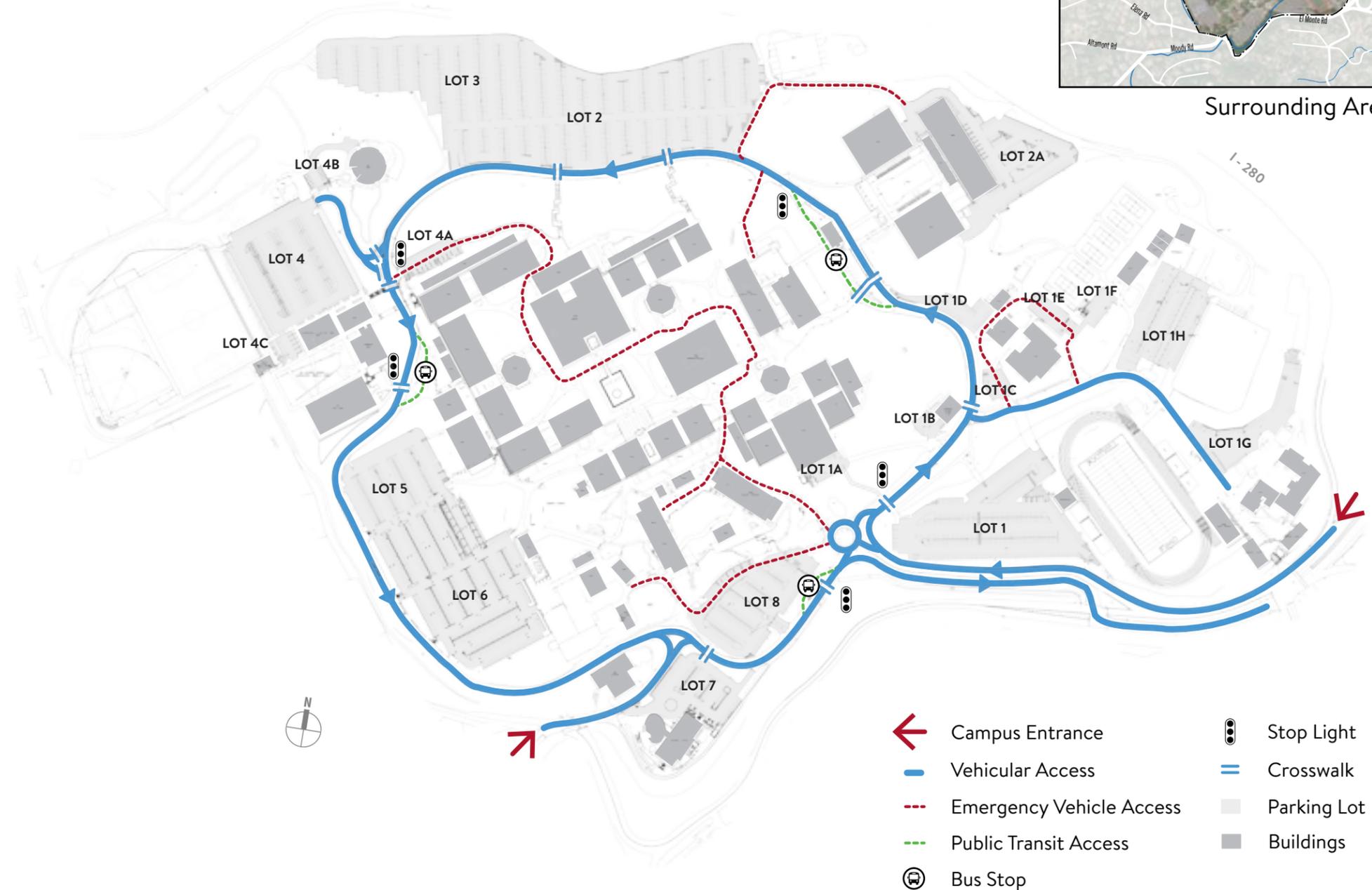
The ring road supports smooth navigation by allowing drivers to reach various destinations without backtracking, and it ensures unobstructed access for emergency and service vehicles. By keeping vehicular traffic on the perimeter, the design enhances safety, circulation, and campus aesthetics, making the ring road essential to both functionality and accessibility.

OBSERVED CHALLENGES:

- Lack of clear “sense of arrival” at main entry
- Gaps in directional information
- No reference to campus Zoning color from pre-arrival information on campus website
- Some weathered, unreadable and unmaintained signage



Surrounding Area



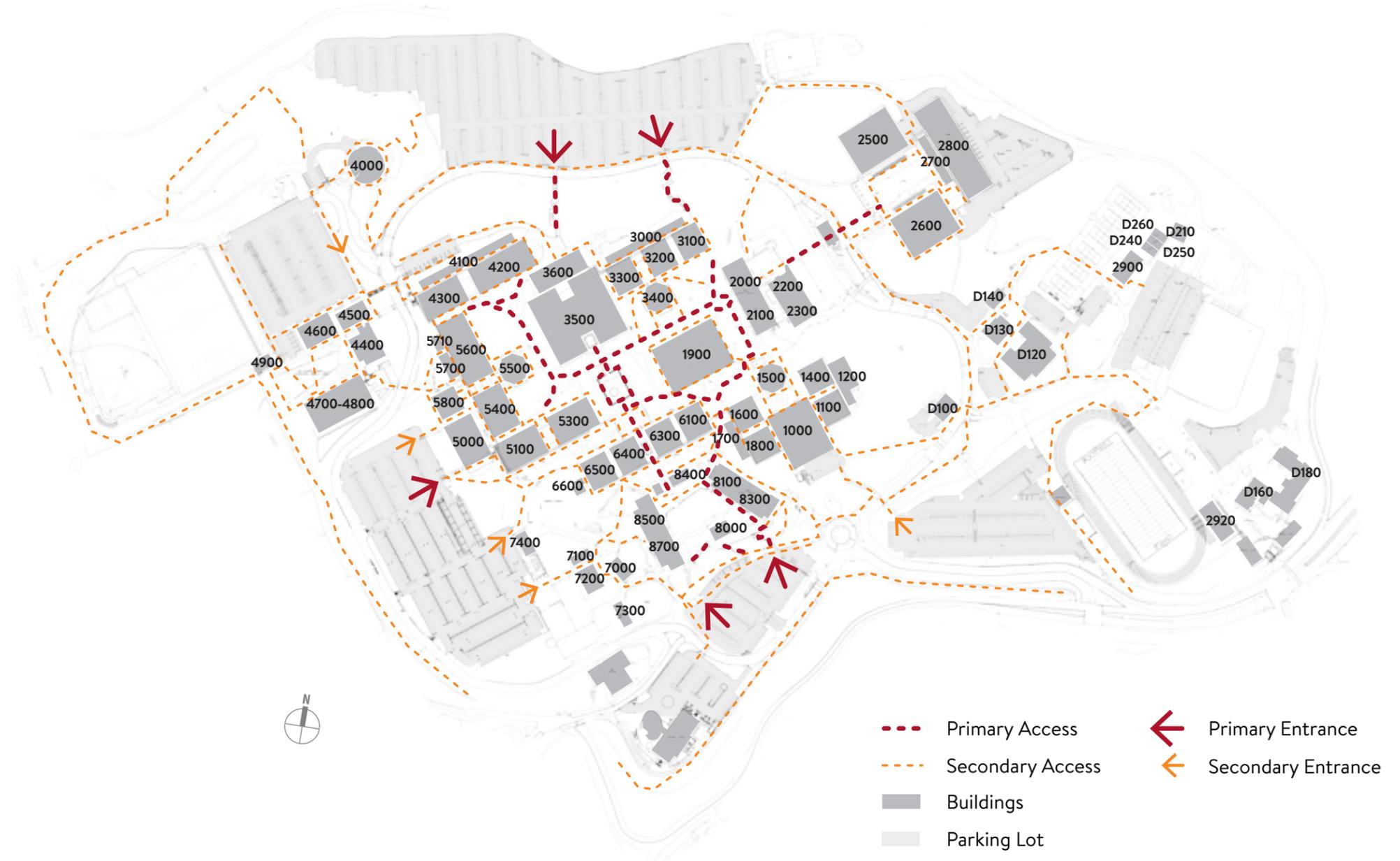
PEDESTRIAN CIRCULATION

Foothill College’s hillside campus is centered around a pedestrian-friendly core, with walkways, plazas, and bridges connecting key buildings in a natural, park-like setting. Vehicular traffic is limited to a peripheral ring road, ensuring a safe and tranquil environment for foot traffic.

Pedestrian paths link parking areas to the campus center, supporting direct navigation and fostering a connected, accessible campus experience that reflects Foothill’s emphasis on walkability and harmony with the landscape.

OBSERVED CHALLENGES:

- Gaps in orientation and wayfinding support
- Lack of properly oriented directory signage
- Existing signage may not be optimally positioned for pedestrian visibility
- Building identification is not consistent and hard to read
- Some weathered, unreadable and unmaintained signage

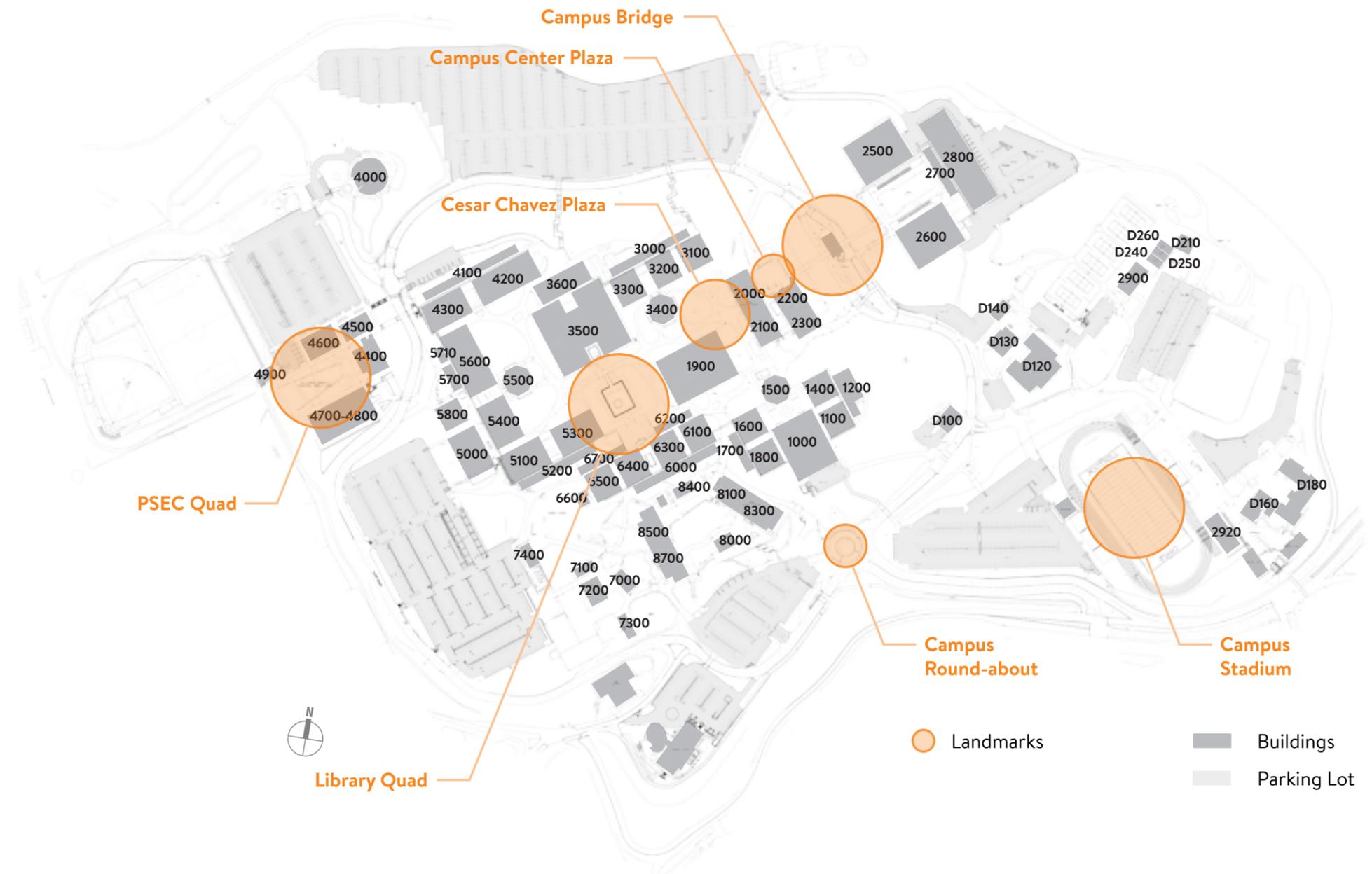


CAMPUS LANDMARKS

Current campus landmarks—shaped by Foothill’s beautiful natural scenery and distinctive architecture—play an important role in the overall wayfinding experience as recognizable buildings, structures or areas that people naturally use to orient themselves. While not essential to the signage itself, these landmarks provide visual context that supports intuitive navigation. Incorporating them into maps and directories enhances spatial awareness, helps users build mental maps, and contributes to a cohesive, memorable, and welcoming campus environment.

OBSERVED CAMPUS LANDMARKS:

- Campus Ring Road Round-About
- Campus Bridge
- Library
- Library Quad (Central Campus)
- Cesar Chavez Plaza
- Campus Center Plaza
- PSEC Quad
- Campus Stadium
- Various Artworks



ARTWORK ON CAMPUS

Campus artwork is an important part of the Foothill campus environment, reflecting a long-standing and historic tradition of integrating art into the landscape. These works contribute to the campus's unique character and sense of place, serving as visually distinctive and memorable features.

As informal reference points, they support intuitive wayfinding and enhance the overall experience. Including select artworks in maps and directories can potentially help reinforce orientation, celebrate Foothill's cultural identity, and create a more engaging and welcoming atmosphere for students, staff, and visitors alike.

The images to the right are just a small selection of artworks currently located on campus.



An aerial photograph of a university campus, showing various buildings, roads, and green spaces. The entire image is overlaid with a semi-transparent red color, which serves as a background for the text on the left side of the page.

Audits & Stakeholder Feedback

To ensure a comprehensive understanding of campus wayfinding needs, we gathered insights through multiple methods. An on-campus workshop and a digital survey engaged stakeholders and students, capturing firsthand experiences and navigation challenges. Additionally, a thorough physical audit of the existing signage program was conducted to assess its effectiveness, consistency, and alignment with user needs. This multi-faceted approach provided valuable qualitative and quantitative data to inform strategic wayfinding improvements.

A SUMMARY OF EACH STUDY IS INCLUDED IN THIS CHAPTER, INCLUDING MAIN THEMES FOR EACH AREA OF ANALYSIS:

- **(2) Phase Physical Campus Audit**
- **Key Stakeholder Visioning Sessions**
- **On-campus Workshop & Electronic Surveys**
- **Survey Results**

CAMPUS AUDITS

To thoroughly assess the existing campus sign program, we conducted a two-phase audit. The first phase focused on signage integrated with campus architecture, documenting placement, visibility, and consistency. The second phase examined key wayfinding Touch-Points across campus, evaluating their effectiveness in guiding users. These audits provided critical insights into strengths, gaps, and opportunities for improvement within the wayfinding system.

KEY DATA COLLECTED:

- Gained representative imagery of 95% of all exterior facing signage on campus
- This included roughly 1,358 sign elements
- This included campus branding, wayfinding, identification and code signage



Campus Monuments



Vehicular Wayfinding & Identification



Campus Orientation



Pedestrian Wayfinding



Building Identification



Regulatory & Information

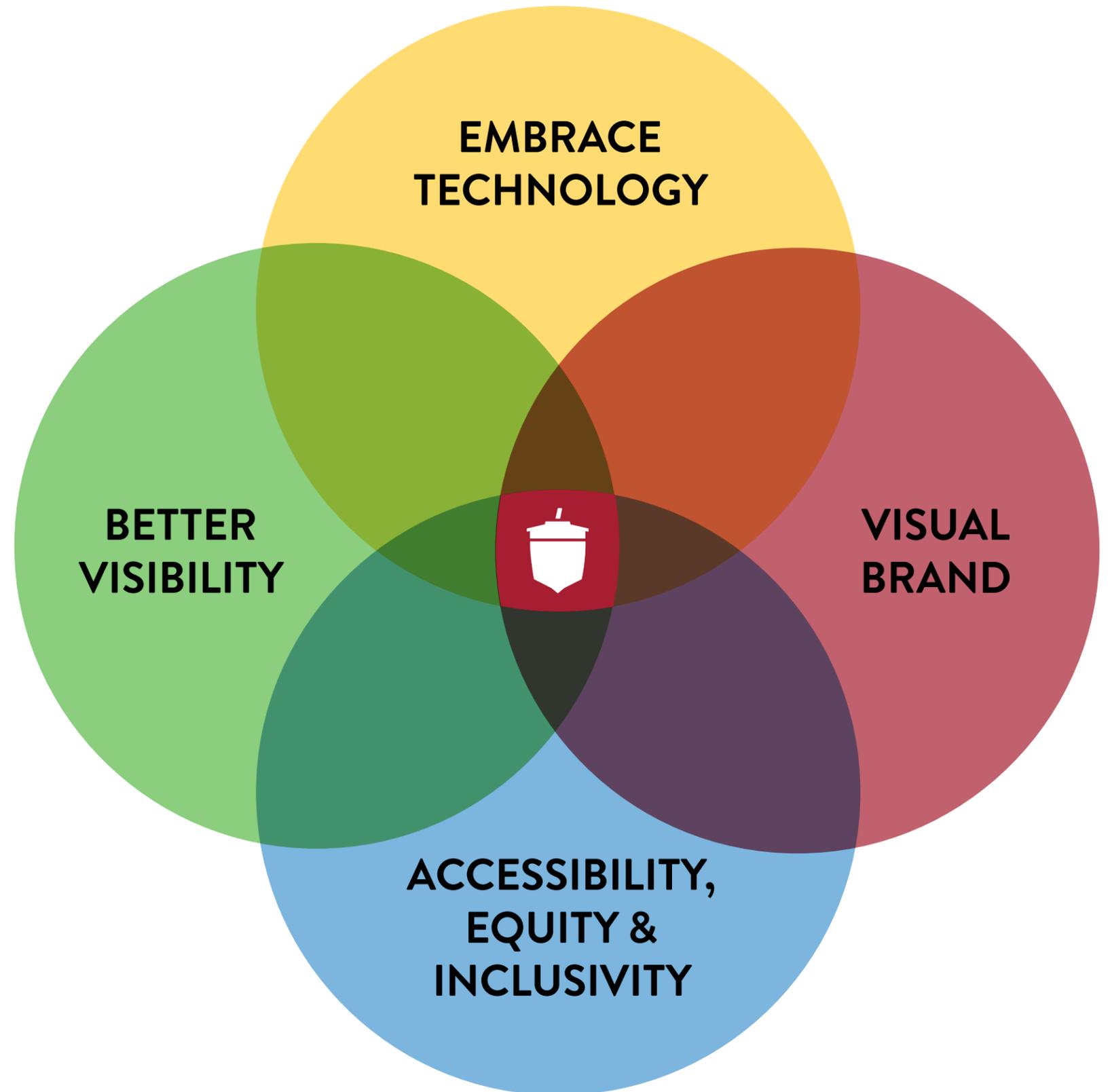
STAKEHOLDER VISION SESSIONS

To establish a clear vision for the new branded sign program, we conducted six key stakeholder interviews via Zoom. These sessions engaged leadership, administration, faculty, campus safety, campus IT, and student representatives, ensuring a diverse range of perspectives. Each group responded to the same set of questions, providing valuable insights on how the new wayfinding program can enhance navigation, accessibility, and campus identity.

KEY DATA COLLECTED:

We honed in on (4) key principles / characteristics to drive the planning and development of a new branded campus sign program:

- **The new sign program must reflect the Campus Visual Brand**
- **The new sign program must be inclusive and provide information accessible to all**
- **The new sign program must express itself more in the built environment and provide better visibility**
- **The new sign program must embrace technology to support the wayfinding experience**



CAMPUS WORKSHOP & ELECTRONIC SURVEYS

To engage campus users in shaping the The Branded Campus Wayfinding Exterior Signage Masterplan, we conducted a one-day, in-person interactive workshop complemented by an electronic survey. During the workshop, participants (students, administration, faculty and staff) interacted with content boards designed to gather feedback on their navigation needs. For those unable to attend, the same questions were made available through an online survey, ensuring broad input from the campus community. This approach provided valuable user-driven insights to inform our recommendations.



“Signage needs to be more obvious to first time visitors.”
– Foothill College Student



KEY DATA COLLECTED:

- **Our in-person and on campus workshop gained valuable feedback from (136) individuals**
(see results on the following pages)
- **Our electronic survey gained valuable feedback from (60) individuals**
(see results on the following pages)

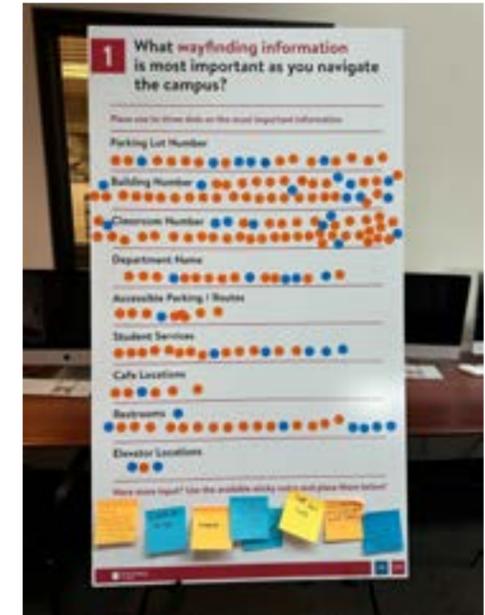
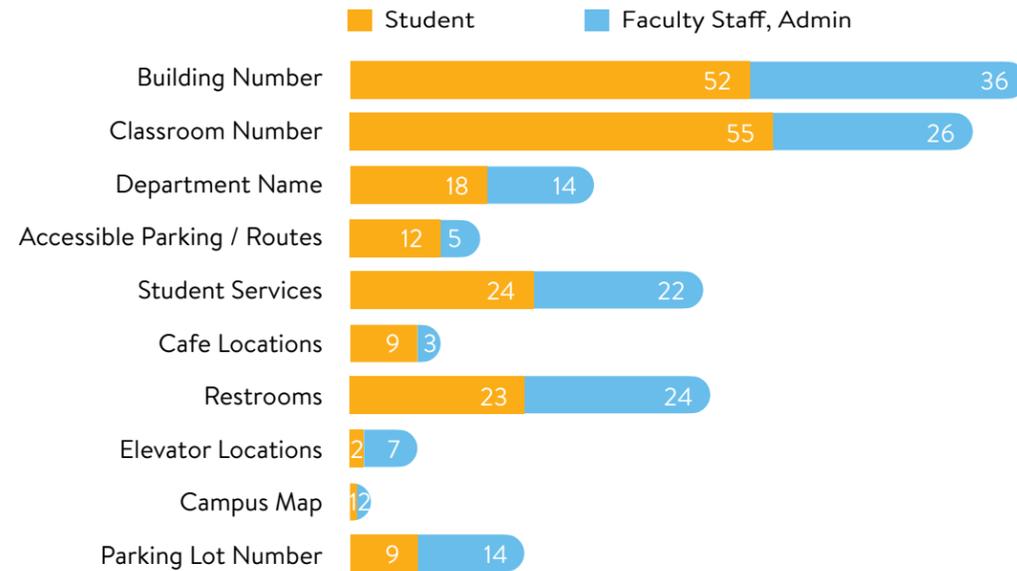
“Can we create something unique & modern for Foothill College?”
– Foothill College Staff Member



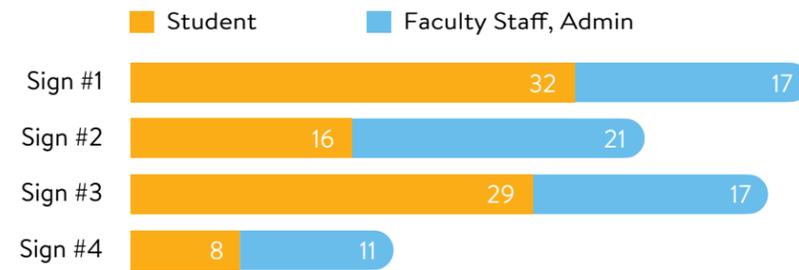
“Do people even know all of the student services on campus?”
– Foothill College Student

SURVEY RESULTS: QUESTIONS 1 & 2

1 What **wayfinding information** is most important as you navigate the campus?

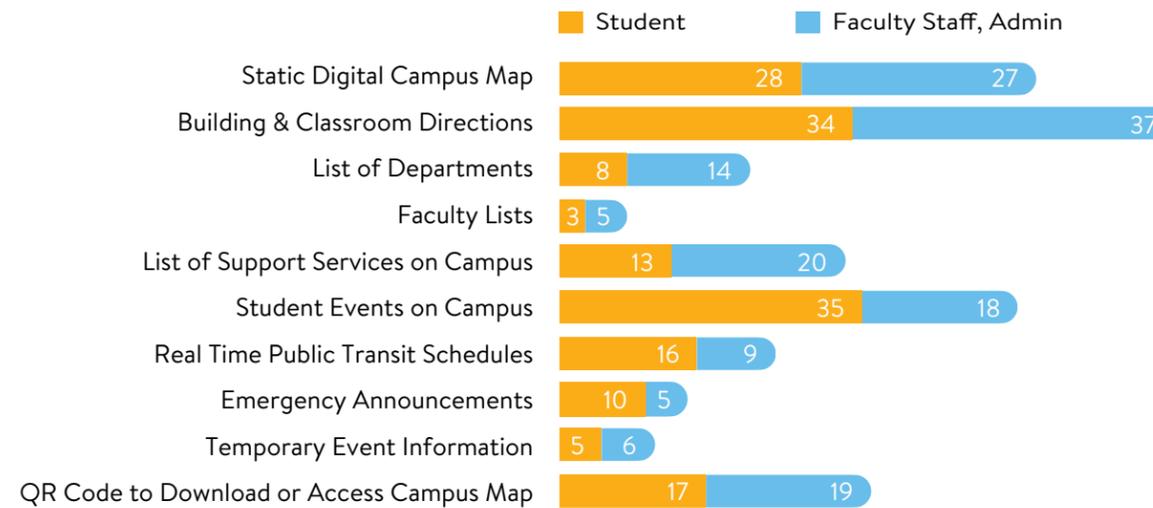


2 First impressions of campus: which of these **campus arrival moments** would work best at foothill?

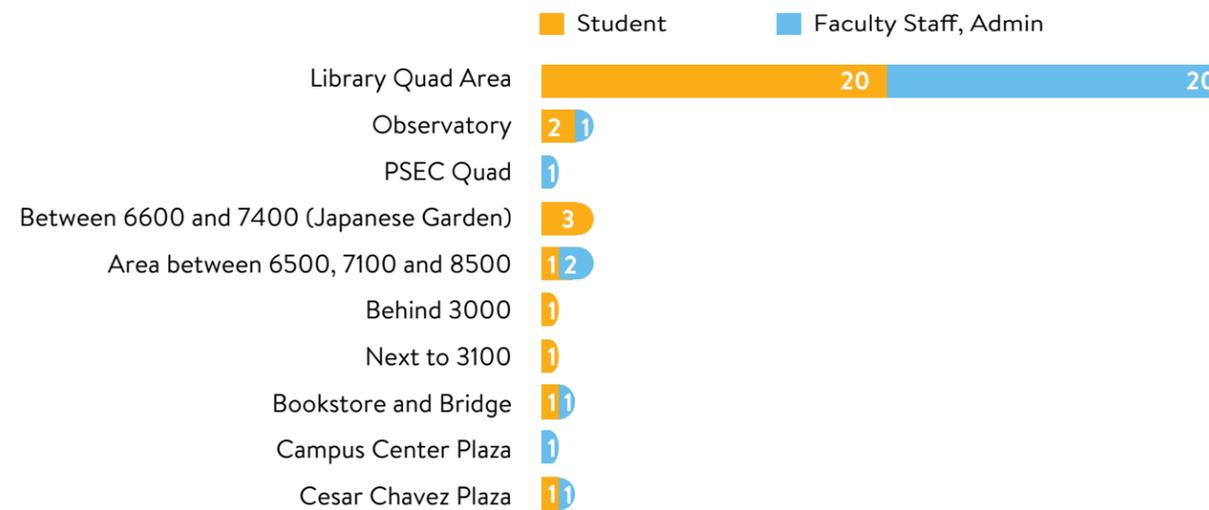


SURVEY RESULTS: QUESTIONS 3 & 4

3 What type of information would you like to access through a digital kiosk?

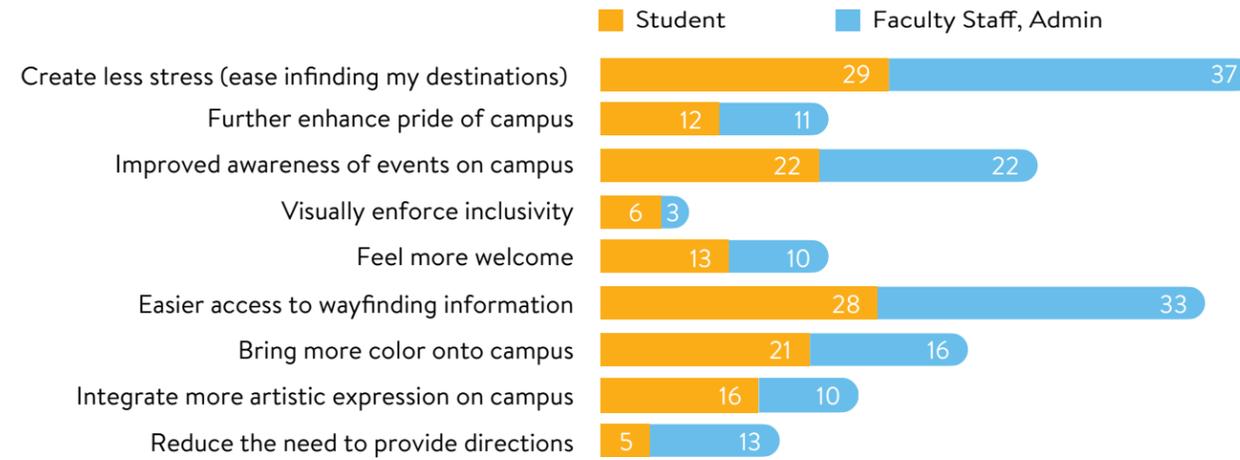


4 If we had an “Instagram moment” where would it be best located?

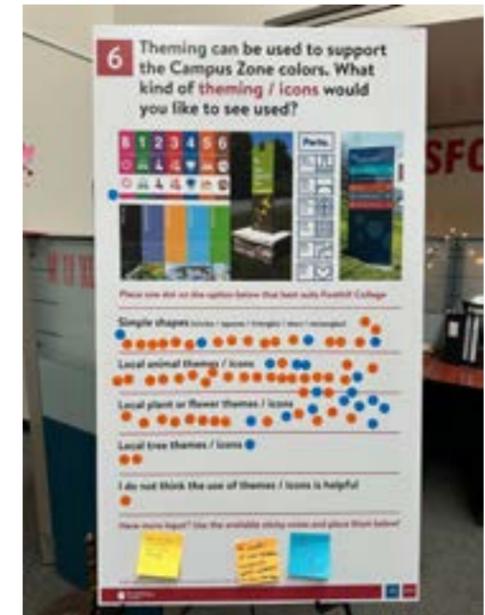
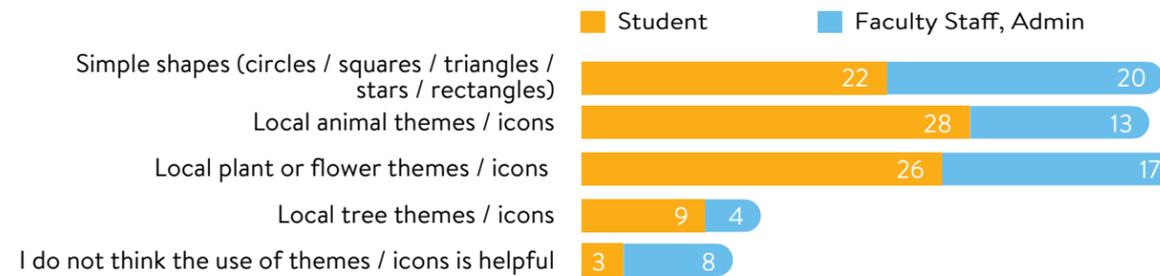


SURVEY RESULTS: QUESTIONS 5 & 6

5 How would you like new signage to enhance your main campus experience?

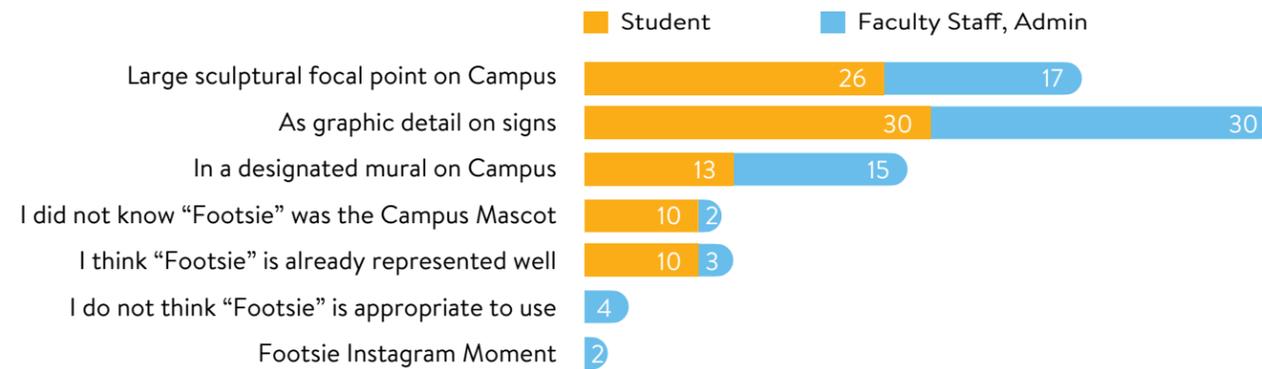


6 Theming can be used to support the Campus Zone colors. What kind of theming / icons would you like to see used?

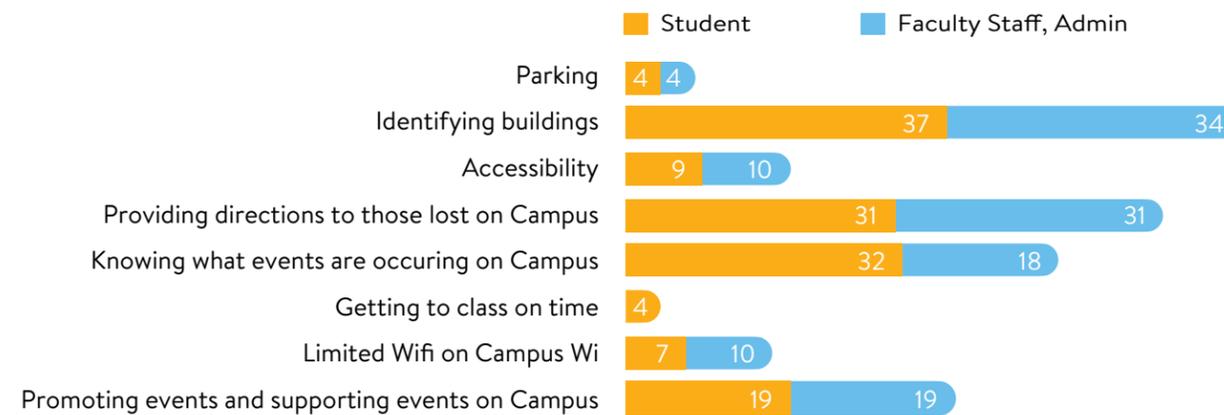


SURVEY RESULTS: QUESTIONS 7 & 8

7 How can the foothill college mascot "Footsie" be better represented on campus?

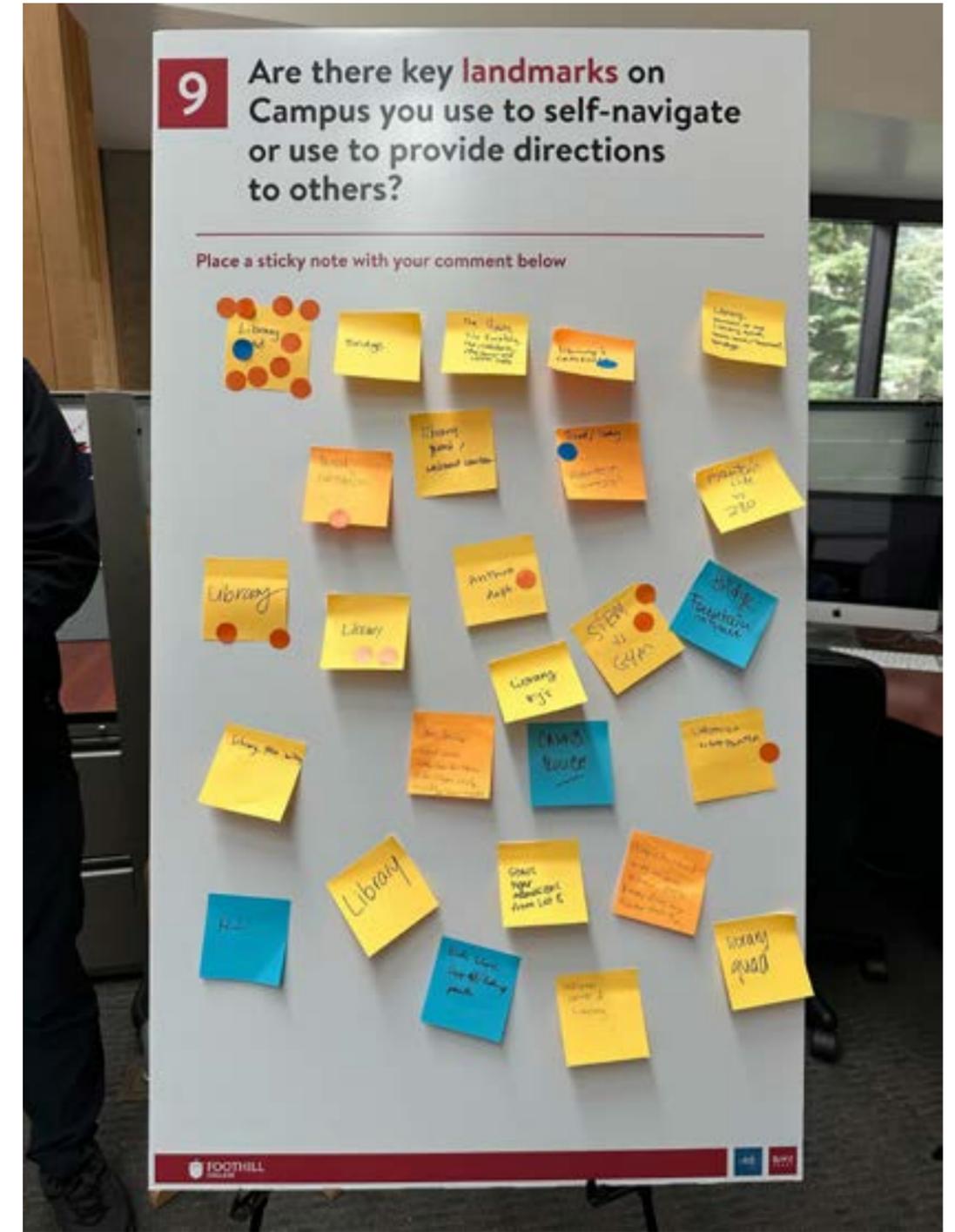
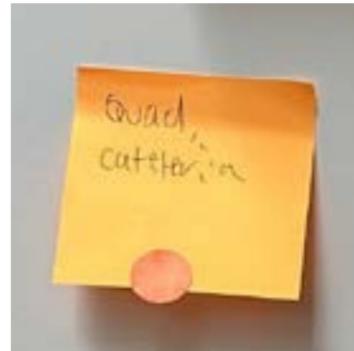


8 What experiences do you find most challenging on the foothill college main campus?



SURVEY RESULTS: QUESTION 9

9 Are there any key **landmarks** on campus you use to self-navigate or use to provide directions to others?



An aerial photograph of a campus, showing various buildings, roads, and green spaces. The entire image is overlaid with a semi-transparent red color, which serves as a background for the text on the left side of the page.

Campus Touch-Point Recommendations

Our high-level recommendations outline a cohesive, branded wayfinding program designed to enhance navigation and reinforce campus identity. Framed through the lens of a user's journey—from arrival to their final destination—this section serves as the backbone of our master plan. By addressing key Touch-Points, improving signage consistency, and integrating digital solutions, these recommendations create a seamless, intuitive experience for all campus users.

THIS SECTION WILL ADDRESS:

- **Key User Touch-Point Recommendations For Improved Wayfinding Experience On Campus**

RECOMMENDATIONS INTRODUCTION

The following Branded Campus Wayfinding Exterior Signage Masterplan recommendations are informed by a comprehensive evaluation of the campus wayfinding system, incorporating insights from campus audits, key stakeholder interviews, and feedback gathered through workshops and digital surveys. These recommendations are structured to follow the natural sequence of key wayfinding touchpoints—from campus arrival to reaching a specific classroom or destination. While presented as strong strategic recommendations, they also offer flexible guidance on how they can be effectively adopted at Foothill College to enhance navigation, accessibility, and the overall campus experience.

PRE-ARRIVAL

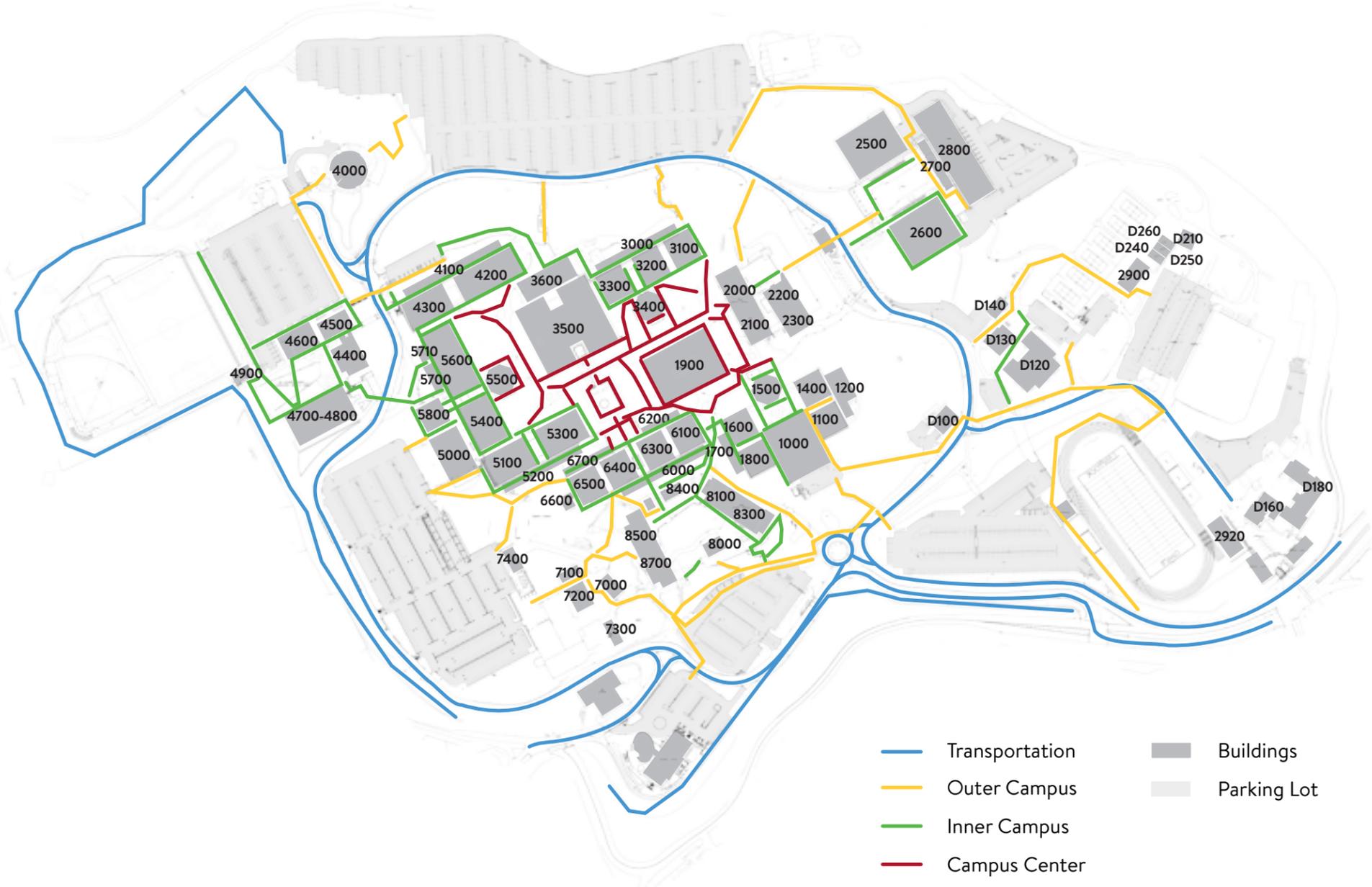
SENSE OF ARRIVAL

**FAMILIARITY
& CLARITY**

**ORIENTATION DEFINED
DESTINATIONS**

FOUR MAJOR THRESHOLDS

Navigating Foothill College involves passing through three key thresholds, each requiring distinct wayfinding and orientation strategies to support a seamless journey. The Campus Ring Road serves as the primary vehicular circulation route, guiding drivers toward their destinations. This leads into the Outer Campus, where parking areas act as key transition points before users enter the pedestrian-focused Inner Campus. Finally, the Central Campus serves as the core hub of activity, where detailed orientation and destination-based wayfinding become essential. Each of these thresholds plays a crucial role in the overall navigation experience, requiring tailored signage and information to ensure clarity, accessibility, and ease of movement for all users.



TOUCH-POINT 1: PRE-ARRIVAL

Effective wayfinding begins before students and visitors set foot on campus. Clear, accessible, and consistent information on the school's website is essential for helping users plan their journey with confidence. Ensuring alignment between digital resources and on-campus signage reinforces clarity, reduces confusion, and creates a seamless navigation experience from online planning to real-world wayfinding.

KEY RECOMMENDATIONS:

- Ensure nomenclature, graphics, color palette and numbering systems are consistent



Foothill College website landing page



About Us page



Campus Map page

Ensure brand and zoning colors align with signage program

TOUCH-POINT 1A STRATEGY: CAMPUS ZONING COLORS

A well-defined color zoning strategy is essential for reinforcing wayfinding clarity across campus. By maintaining the existing color zones, users can easily associate specific areas with their designated colors, improving navigation efficiency. However, adjustments may be necessary to ensure the color palette aligns better with the campus's built environment and architectural character, enhancing both visibility and cohesion within the wayfinding system.

KEY RECOMMENDATIONS:

- Ensure Wayfinding ZONE color palette works for both the map and the general environment, current color palette should be reviewed and possibly adjusted in order to effectively work in the built environment
- Wayfinding ZONE color will need to be expressed in a manner suitable to align with the overall "character" of the campus' built environment.
- The exploration of themed iconography associated with the ZONE colors may also enhance the wayfinding experience for those who are color blind.

REV. 01-2022



TOUCH-POINT 1B STRATEGY: MAP OPTIMIZATION

Enhancing the campus map is crucial for improving navigation and user experience. Key recommendations include proper orientation to match the physical environment, the use of clearer and more recognizable icons, and an adjusted color palette for better readability. Additionally, greater emphasis on student resources and key destinations for first-time visitors will ensure the map serves as a more effective and intuitive wayfinding tool.

KEY RECOMMENDATIONS:

- **Bus Stop iconography is not listed in the key. It is essential that all iconography listed, is reflected in both the map and key.**
- **Motorcycle and Bike Parking iconography is hard to visually identify. Consider using an international symbol for this.**
- **Restroom Iconography isn't clear based on the pictogram showed. Consider using an international symbol for this.**

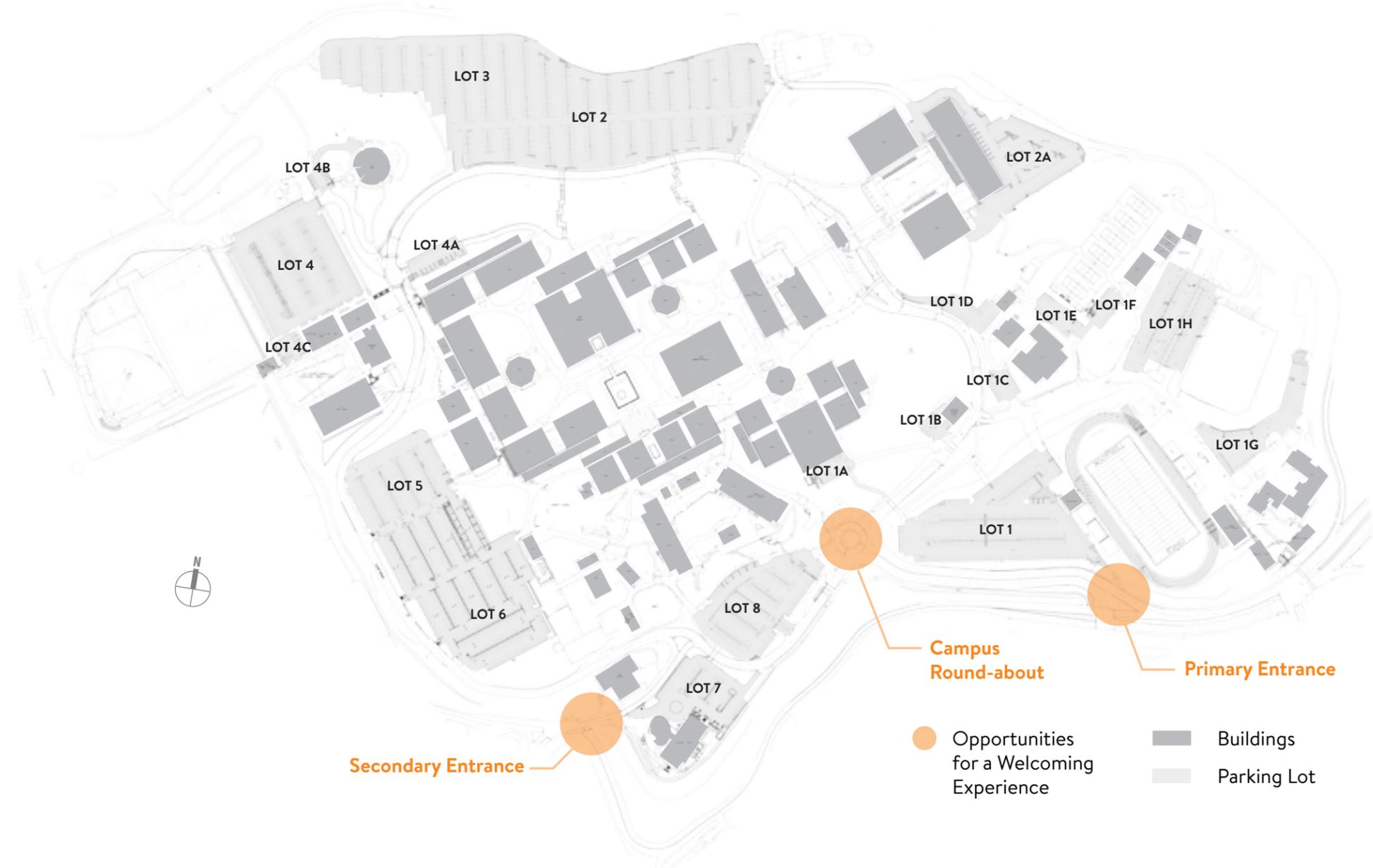


TOUCH-POINT 2: CAMPUS SENSE OF ARRIVAL

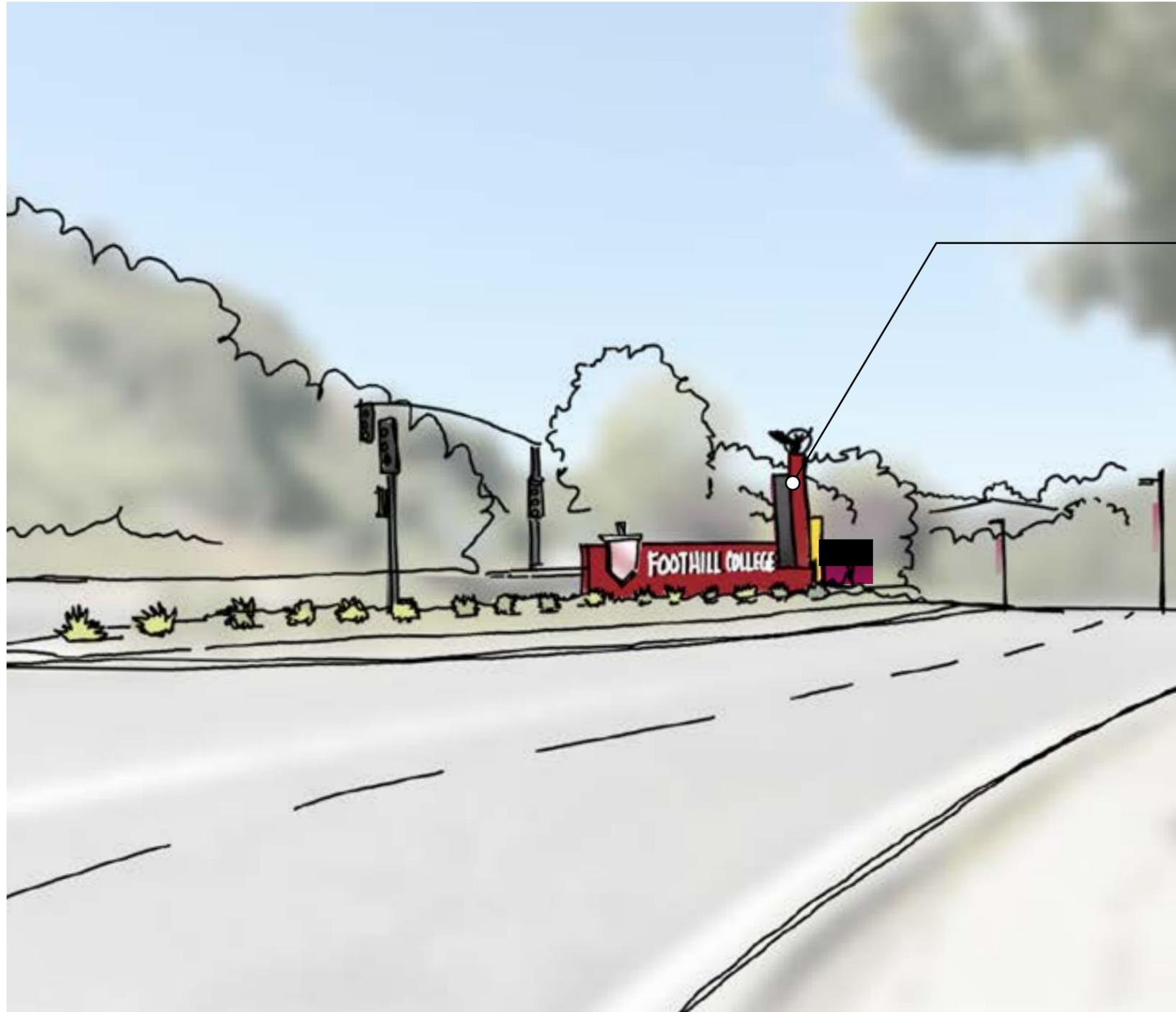
A strong sense of arrival is essential in creating a positive first impression and reinforcing campus identity. Clear, on-brand, and properly scaled identification and monument signage help establish a formal welcome for all—visitors, students, faculty, staff, and administration. A well-designed entrance not only enhances navigation but also fosters a sense of pride and belonging within the campus community.

PROPOSED LOCATIONS:

- Areas highlighted on map are identified as areas to explore
- While the secondary entry is not prominent, it too requires a new sense of arrival but at a smaller scale



TOUCH-POINT 2 STRATEGY: WELCOMING CAMPUS ENTRY



Specification:

Expressive brand feature built to a height of 15'-20'.

Limit or position footprint to not interfere with traffic sightlines

Digital display for campus and community announcements

Lighting:

Illuminated letters and accents on timer to switch off at campus close of day. Any digital display shall also be timed for blackout.

Installation:

Landscaped with low mature height native plants

TOUCH-POINT 3: VEHICULAR WAYFINDING

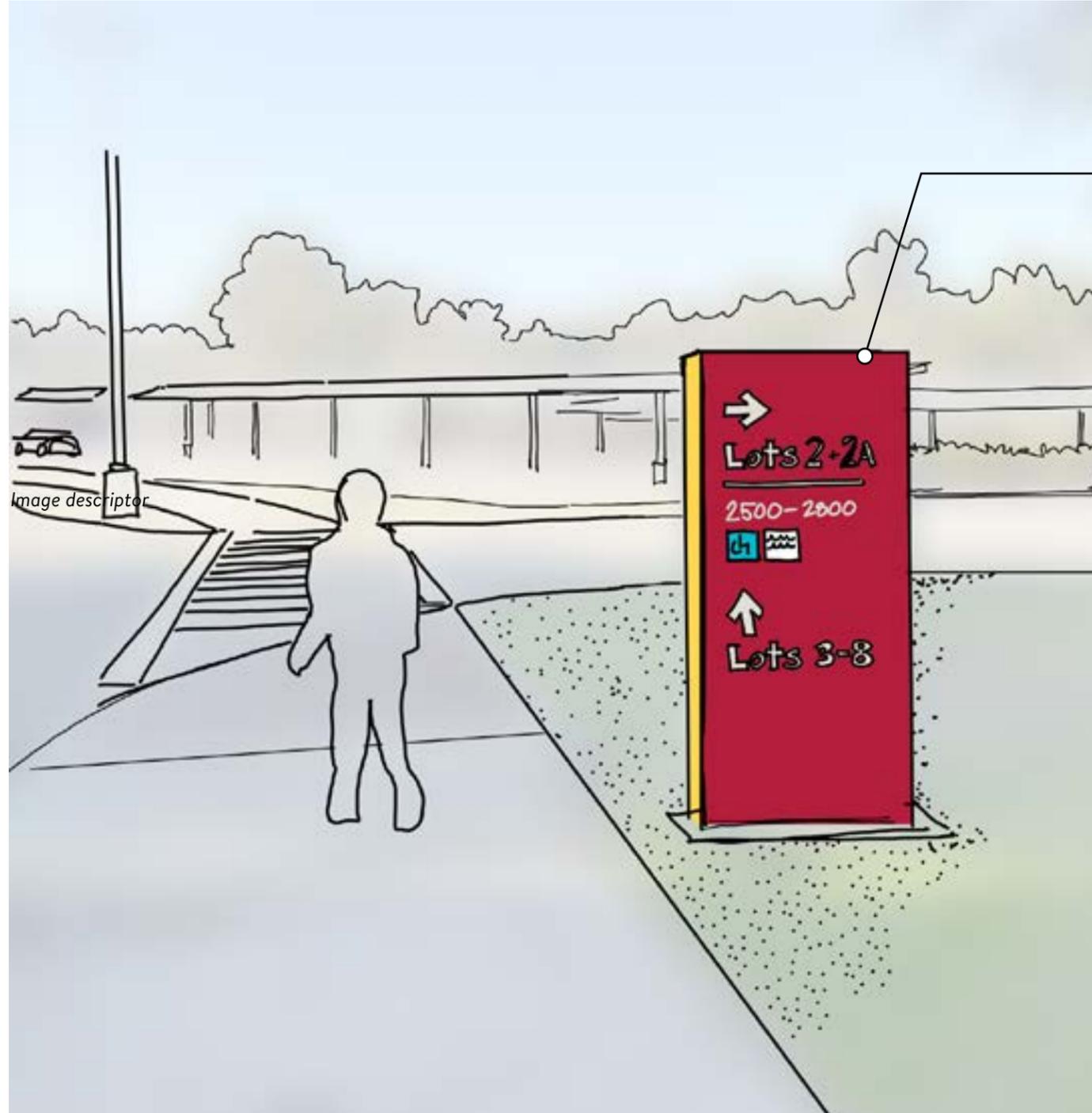
A clear and effective navigation system is essential for guiding all campus users, including personal vehicles, bicyclists, deliveries, public transit, and ride-share services. Properly placed and scaled directional signage ensures seamless wayfinding, helping individuals reach the correct parking areas and campus destinations with ease. These critical Touch-Points form the backbone of campus mobility, reducing confusion and enhancing the overall user safety and experience.

PROPOSED LOCATIONS:

- Areas highlighted on map are identified as areas to explore



TOUCH-POINT 3 STRATEGY: STRATEGICALLY PLACED VEHICULAR DIRECTIONALS



Specification:

Signs shall be 7-8 feet

Letters and numerals shall use high-contrast colors to their backgrounds

Brand & Zone Color shall be consistent with all expressions of the zone system.

Clearly defined destination(s)

Identify what addresses are closest to this lot when Lot ID is not visible. Support with Iconography where needed

Lighting:

Retroreflective Message Graphics

Installation:

Minimal landscape impacts

TOUCH-POINT 4: PARKING LOT IDENTIFICATION

Clear identification of campus parking lots is essential for efficient navigation and accessibility. Each lot should be well-marked with signage that indicates the key buildings and destinations it best serves. When properly scaled and thoughtfully designed, these signs can also incorporate essential regulatory and code information, reducing sign clutter and creating a more streamlined, user-friendly parking experience.

PROPOSED LOCATIONS:

- Areas highlighted on map are identified as areas to explore



TOUCH-POINT 4 STRATEGY: VISIBLE LOT IDENTIFICATION & DESTINATIONS



Specification:
Signs shall be 7-8 feet

Letters and numerals shall use high-contrast colors to their backgrounds

Brand & Zone Color shall be consistent with all expressions of the zone system.

Clearly defined lot numeral

Identify what 1-4 areas are closest to this lot. May also indicate "Staff Lot"

Iconography for Accessibility, Bike Parking, Rideshare, Passenger Pick-up / Drop-off, Delivery Functions

Lighting:
Retroreflective Message Graphics

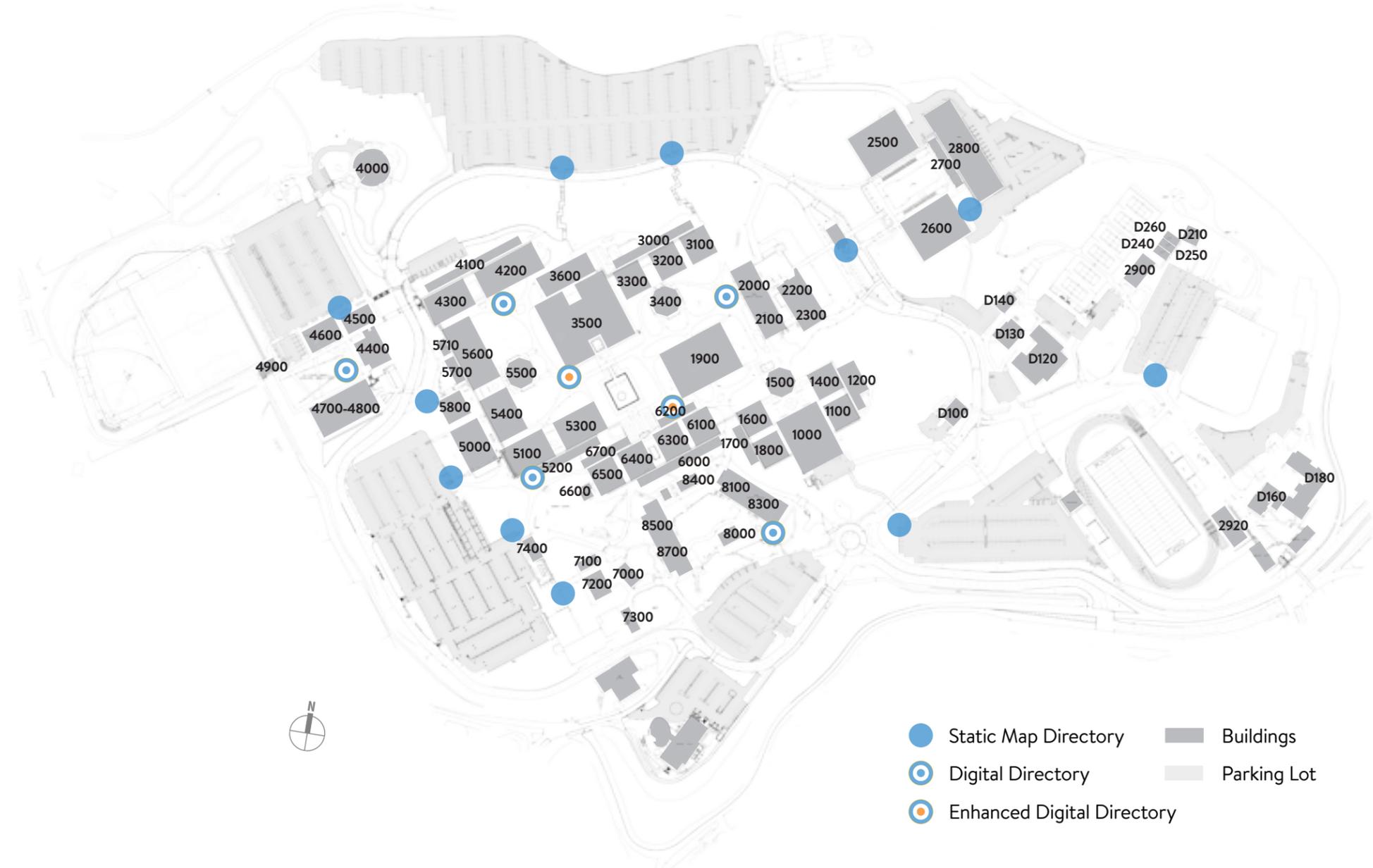
Installation:
Minimal landscape impacts

TOUCH-POINT 5: CAMPUS ORIENTATION

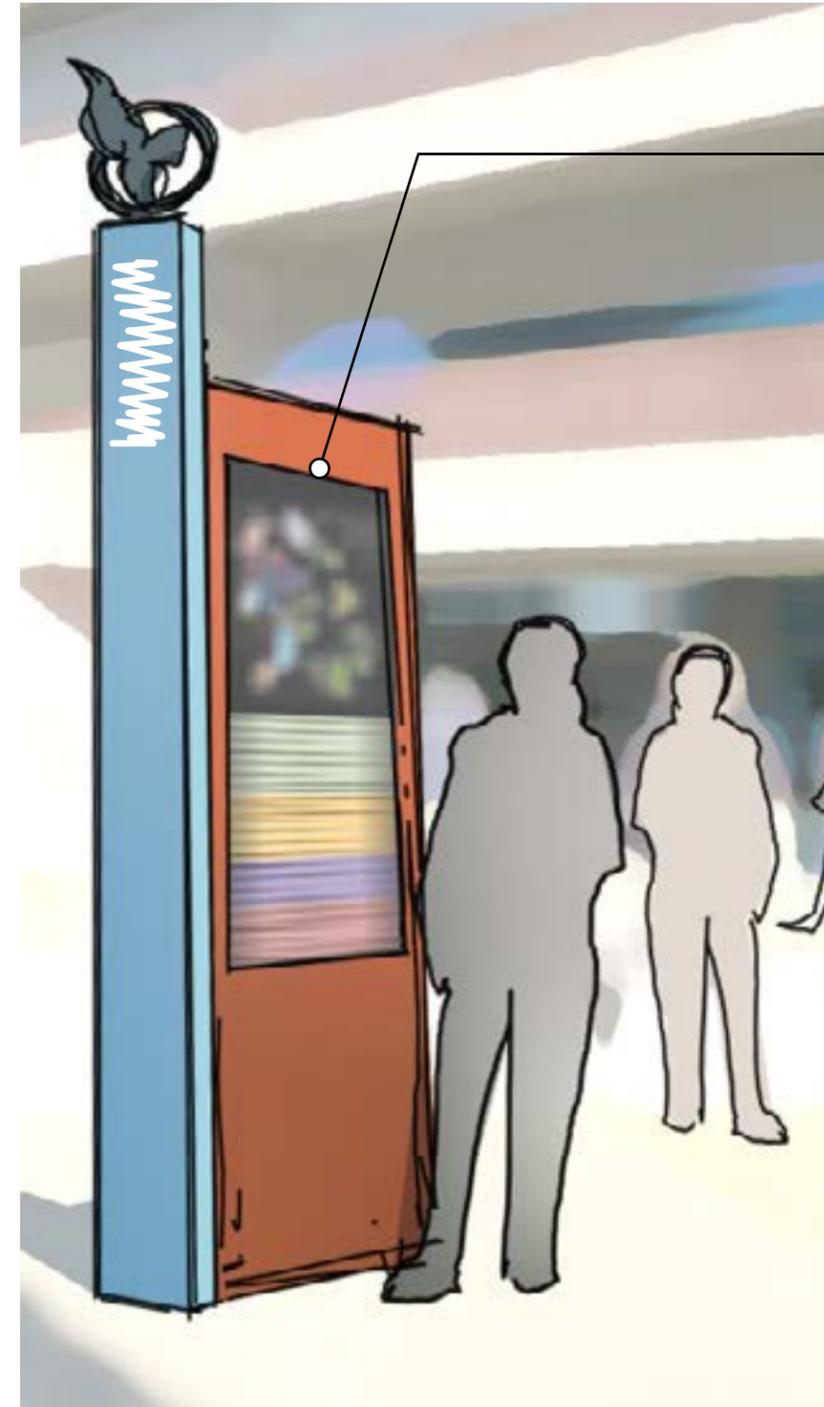
Consistent orientation Touch-Points are essential at key decision points along a user’s journey, ensuring visitors, students, faculty, and staff always know their location and next steps. While maintaining a unified look and feel, these Touch-Points should provide clear, accessible information. As users move closer to the campus core, digital wayfinding tools and signage can offer increasingly detailed and dynamic navigation support, enhancing the overall wayfinding experience.

PROPOSED LOCATIONS:

- Areas highlighted on map are identified as areas to explore
- Following pages provide more detail as users traverse the campus



TOUCH-POINT 5 STRATEGY: STRATEGICALLY PLACED CAMPUS DIRECTORIES



Specification:
Signs shall be 7-10 feet

Letters and numerals shall use high-contrast colors to their backgrounds

Brand & Zone Color shall be consistent with all expressions of the zone system.

Map is displayed either (a) digitally using an all-weather monitor and surround, or (b) as a static print

The map shall be rotated to the orientation of the viewer.

Map graphic shall be consistent with the defined style standard maintained by the College

All directories, static or electronic, shall provide readily available contact information for Campus Police

Lighting:
Backlit light source

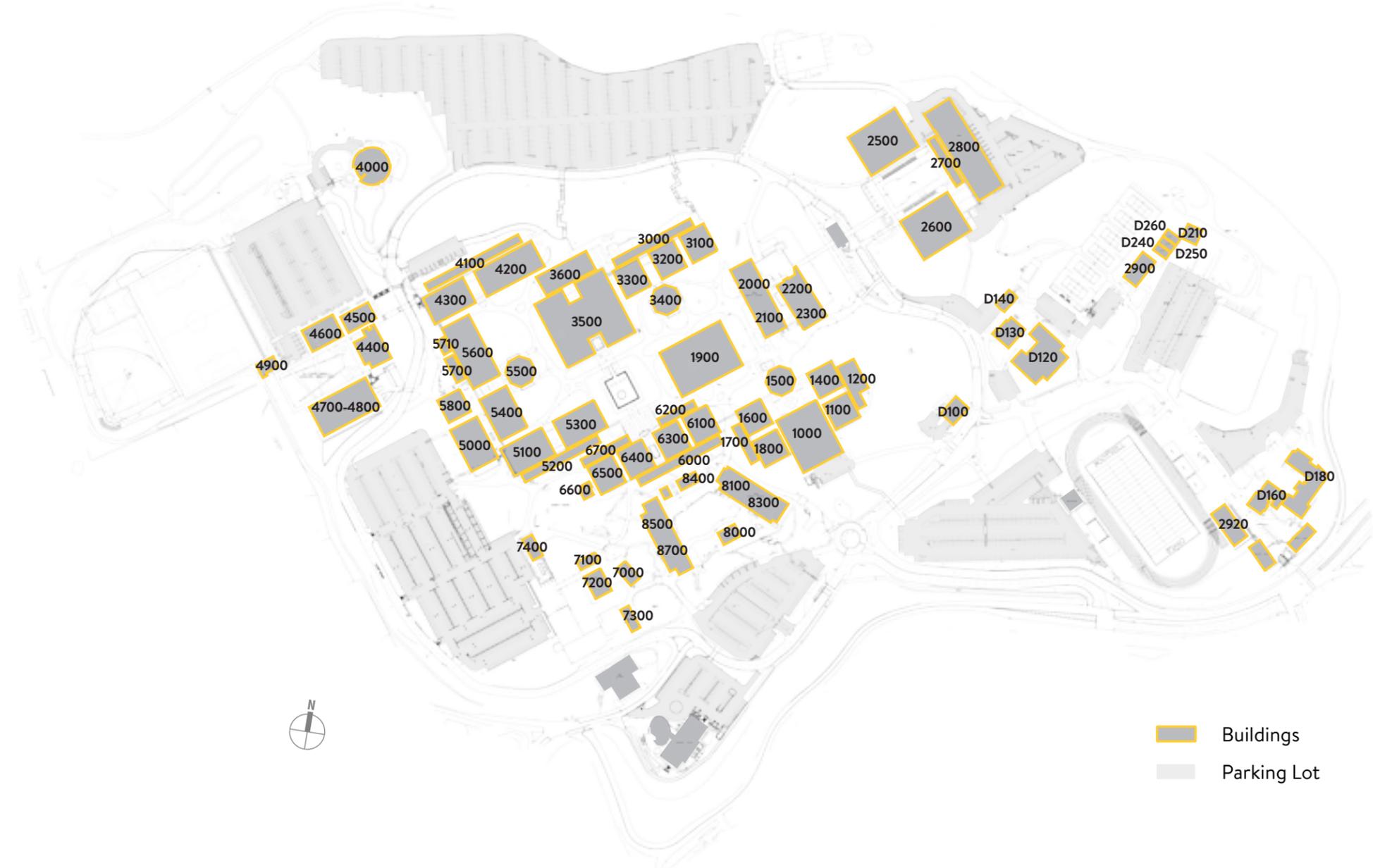
Installation:
Minimal landscape impacts

TOUCH-POINT 6: BUILDING IDENTIFICATION

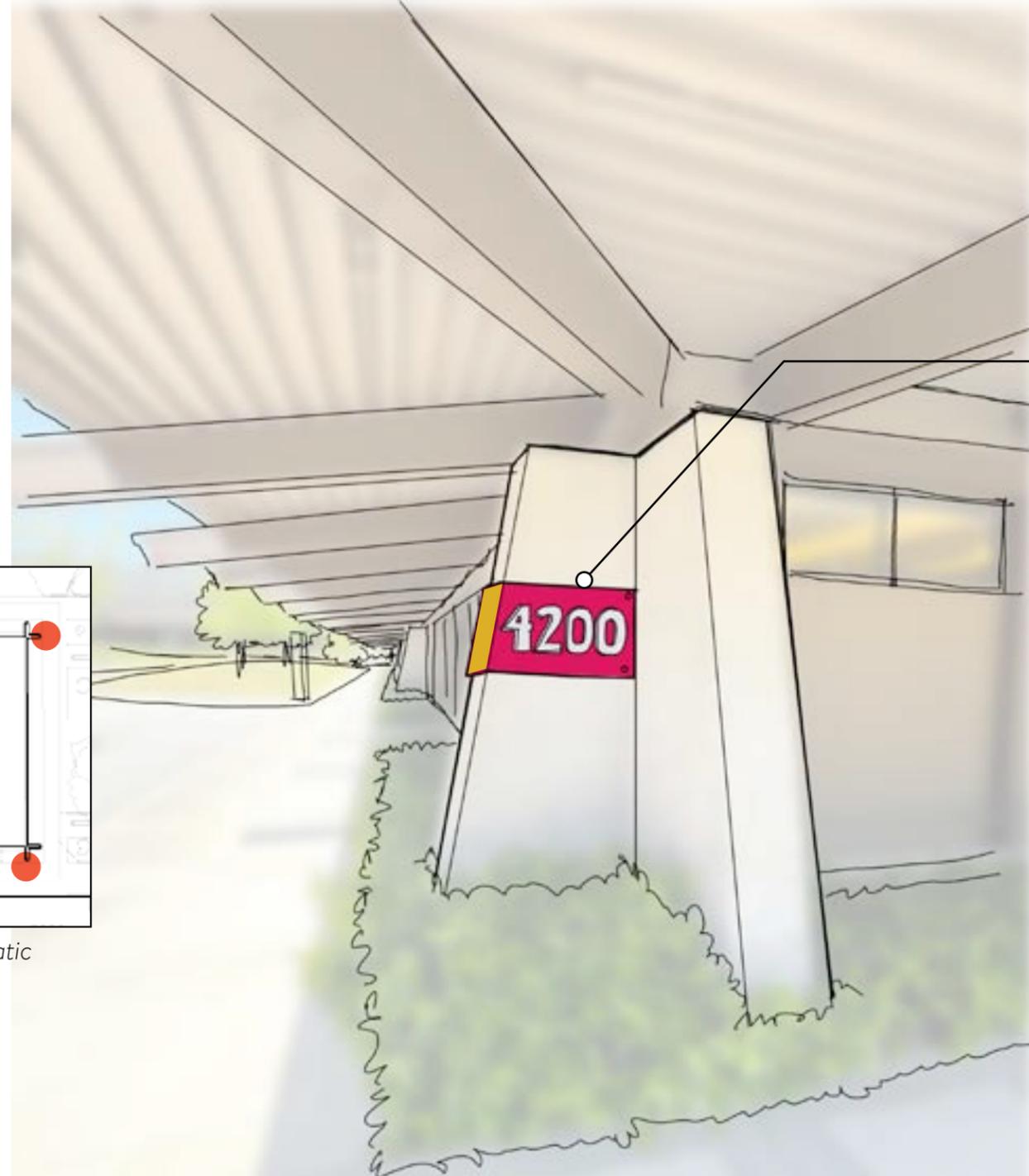
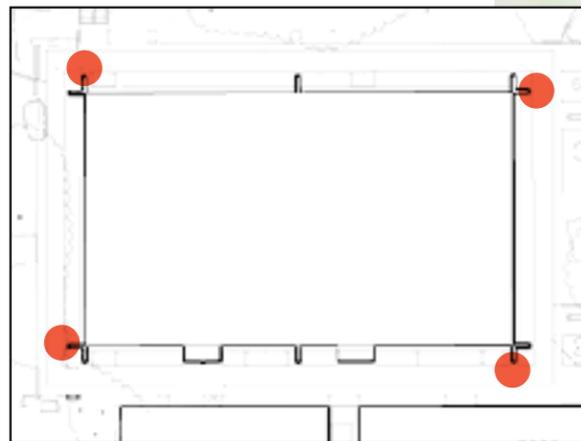
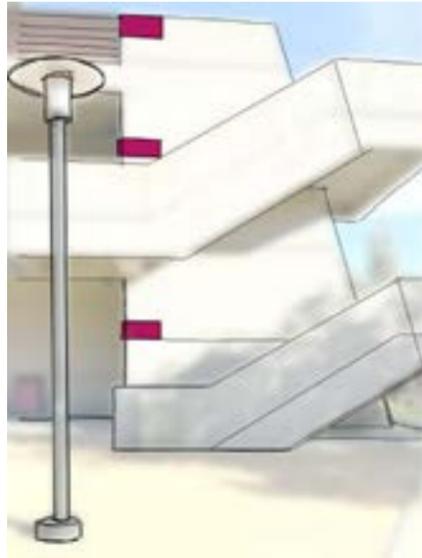
Consistent and prominently visible building identification signs are essential for effective campus navigation. Given the variety of architectural styles on campus, a standardized approach ensures mid-to-long-distance readability while maintaining a cohesive visual identity. Additionally, integrating zoning colors as a secondary or tertiary layer of information will enhance wayfinding without compromising clarity or visibility.

PROPOSED LOCATIONS:

- Buildings highlighted on this map are identified require increased building identification
- Most buildings will require (2-4) building ID signatures to ensure visibility from varying approaches and access points



TOUCH-POINT 6 STRATEGY: CLEAR & CONSISTENT BUILDING IDS



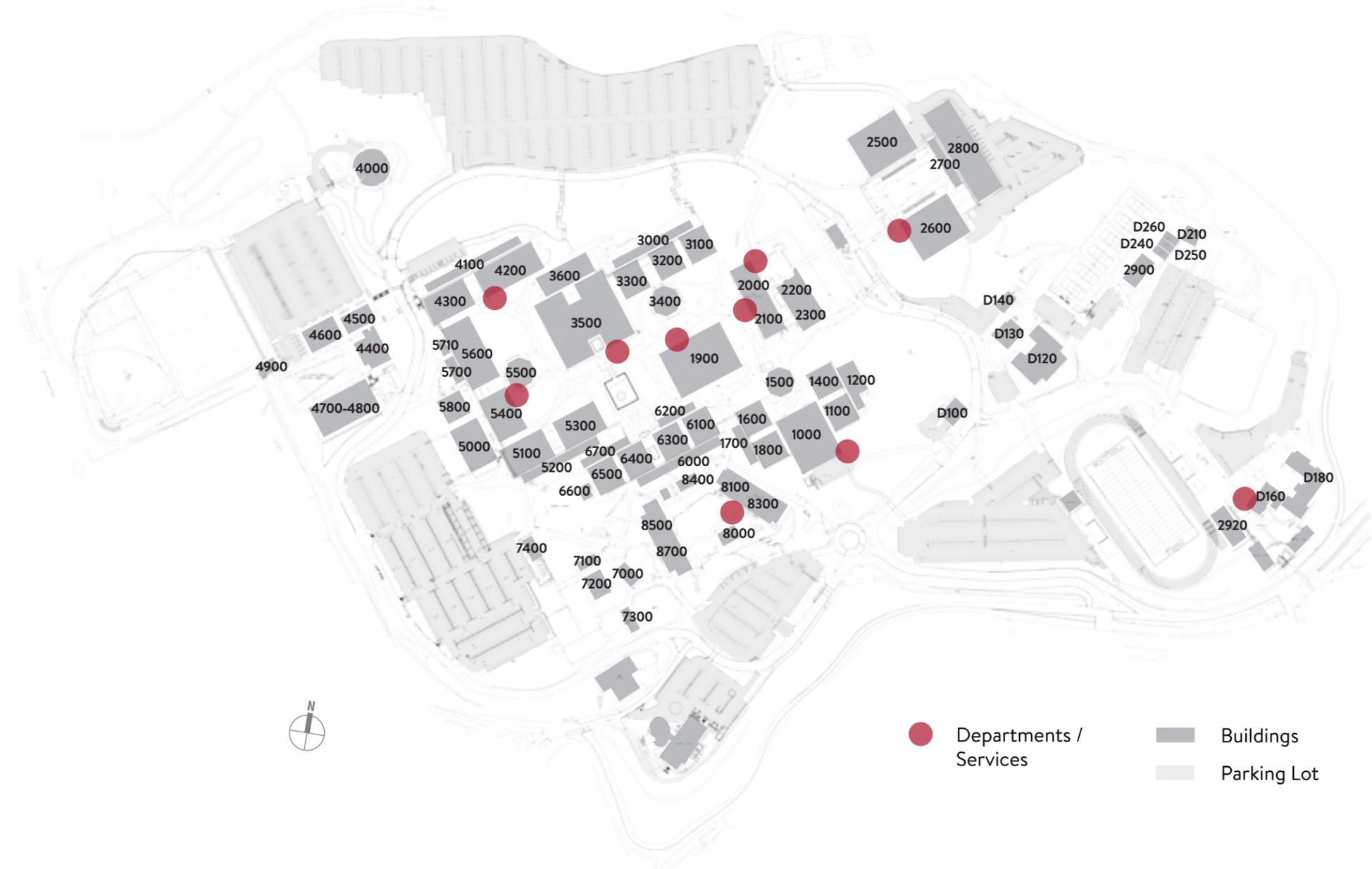
- Specification:**
Signs shall be formed metal panels engaged with the architectural form
- Letters and numerals shall use high-contrast colors to their backgrounds
- Brand & Zone Color shall be consistent with all expressions of the zone system.
- Lighting:**
None
- Installation:**
Minimal building penetrations

TOUCH-POINT 7: DEPARTMENT & PROGRAM IDENTIFICATION

A clear and consistent approach to identifying departments, programs, and services within buildings is essential for effective wayfinding. Strategically placed near building entry points, these signs should prioritize a freestanding design where possible to minimize architectural integration while maintaining visibility. In some cases, wall-mounted solutions may be necessary to ensure seamless identification within the built environment.

PROPOSED LOCATIONS:

- Areas highlighted on map are identified as ideal locations to explore implementation as a partial sampling of ideal locations to explore implementation.



TOUCH-POINT 7 STRATEGY: FLEXIBLE IDENTIFICATION SYSTEM



Specification:

Signs shall be 7-8 feet

Letters and numerals shall use high-contrast colors to their backgrounds

Brand & Zone Color shall be consistent with all expressions of the zone system.

Clearly defined department name and building address

Lighting:

None

Installation:

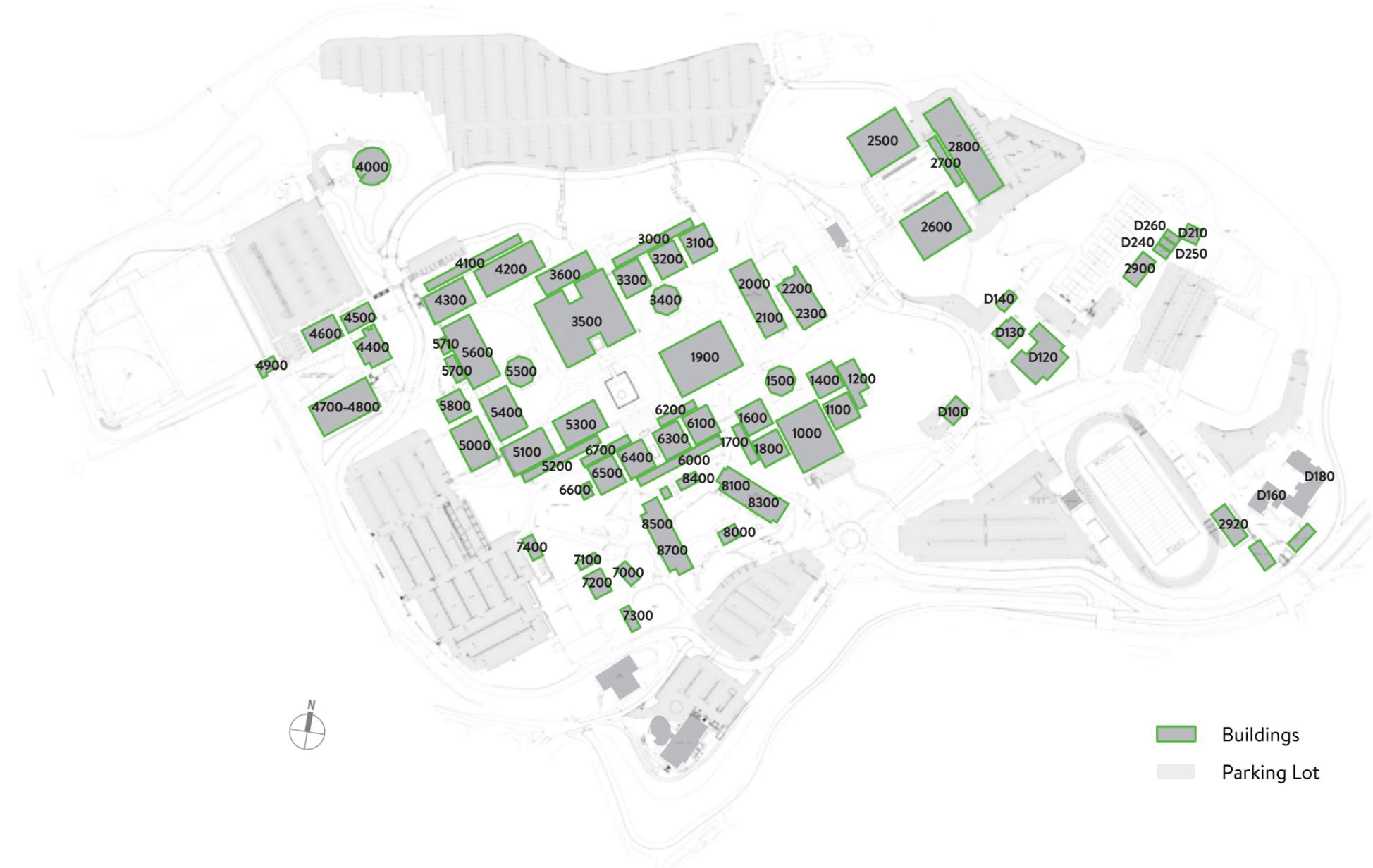
Minimal landscape impacts

TOUCH-POINT 8: CLASSROOM IDENTIFICATION

Properly scaled, functional, and code-compliant room signage is essential for clear campus navigation. As one of the most frequently used sign types, these identifiers play a critical role in helping students locate their classrooms efficiently. A well-designed system can also extend to other key destinations, such as faculty offices, lecture halls, and student services, ensuring a consistent and intuitive wayfinding experience across campus.

PROPOSED LOCATIONS:

- This new approach to room identification will be programmed at entries of all rooms requiring a higher level of visibility, based on comprehensive audit of the campus we've determined the need for (100-150) of these new classroom and destination IDs.



TOUCH-POINT 8 STRATEGY: PROPERLY SCALED IDS



Specification:

Signs shall be constructed of materials exterior-rated to withstand temperature and humidity fluctuations

Brand and Zone Color shall be consistent with all expressions of the zone system.

Letters and numerals shall use high-contrast colors to their backgrounds

Area for code-compliant tactile messaging

Insert for posting printed temporary information

Lighting:

None

Installation:

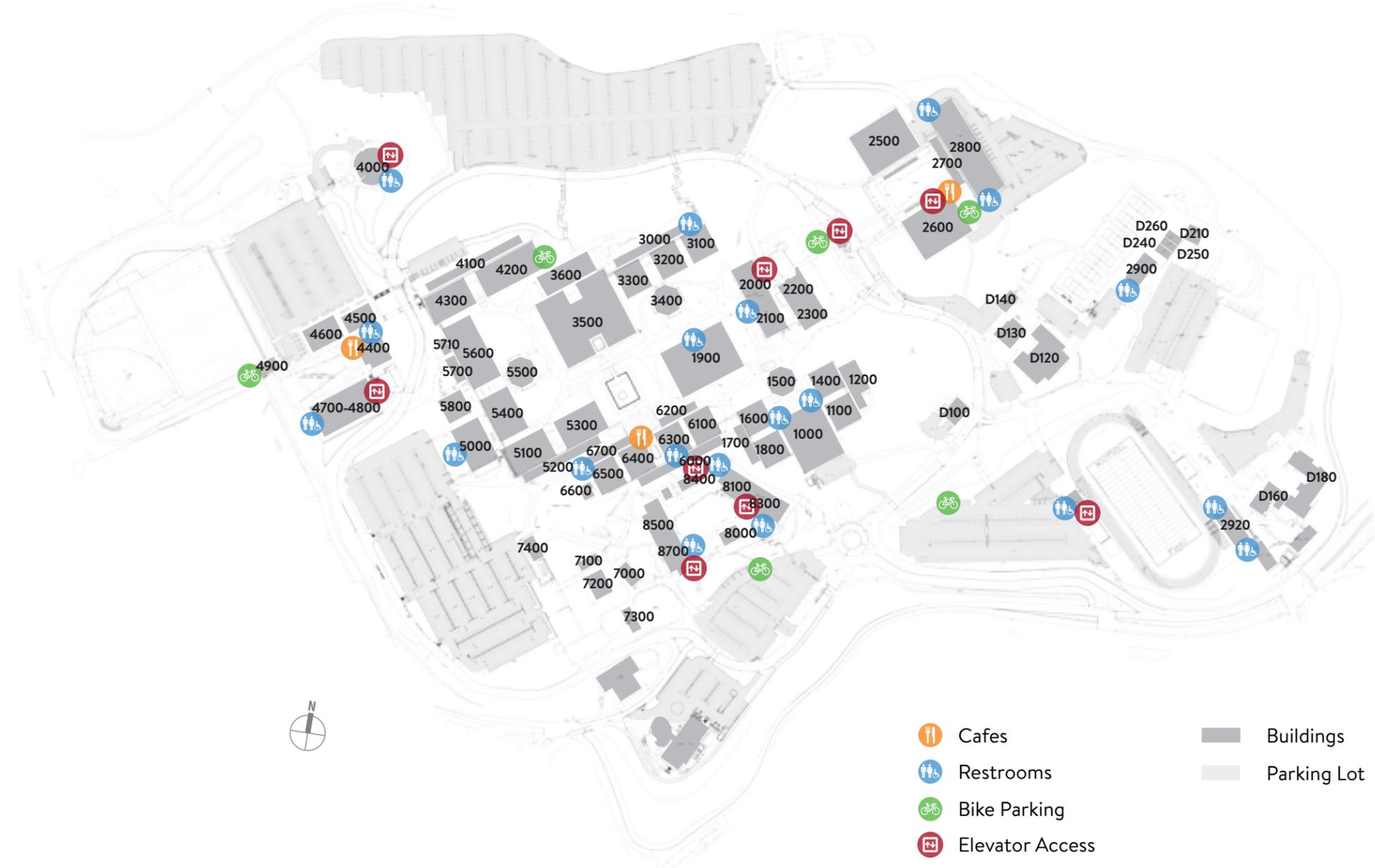
Minimal building penetrations

TOUCH-POINT 9: AMENITY IDENTIFICATION

A well-structured signage system is essential for improving the visibility and accessibility of key campus amenities. Utilizing a combination of flag signs, wall directionals, and door and wall signage, this strategy will ensure clear identification of essential facilities such as men’s and women’s restrooms, all-gender restrooms, public elevators, ADA paths of travel, and drinking fountains. These amenities are critical to the campus experience and should be easy to locate and navigate for all users.

PROPOSED LOCATIONS:

- **This new approach to amenity identification will be programmed with focus on increased level of visibility. Based on comprehensive audit of the campus we’ve determined the need for +/- 50 of these new amenity approaches on campus.**



TOUCH-POINT 9 STRATEGY: PROPERLY PLACED ID SYSTEM



- Specification:**
Signs shall be constructed of materials exterior-rated to withstand temperature and humidity fluctuations
- Brand and Zone Color shall be consistent with all expressions of the zone system
- Iconography/pictogram shall use high-contrast colors to their backgrounds
- Lighting:**
None
- Installation:**
Minimal building penetrations

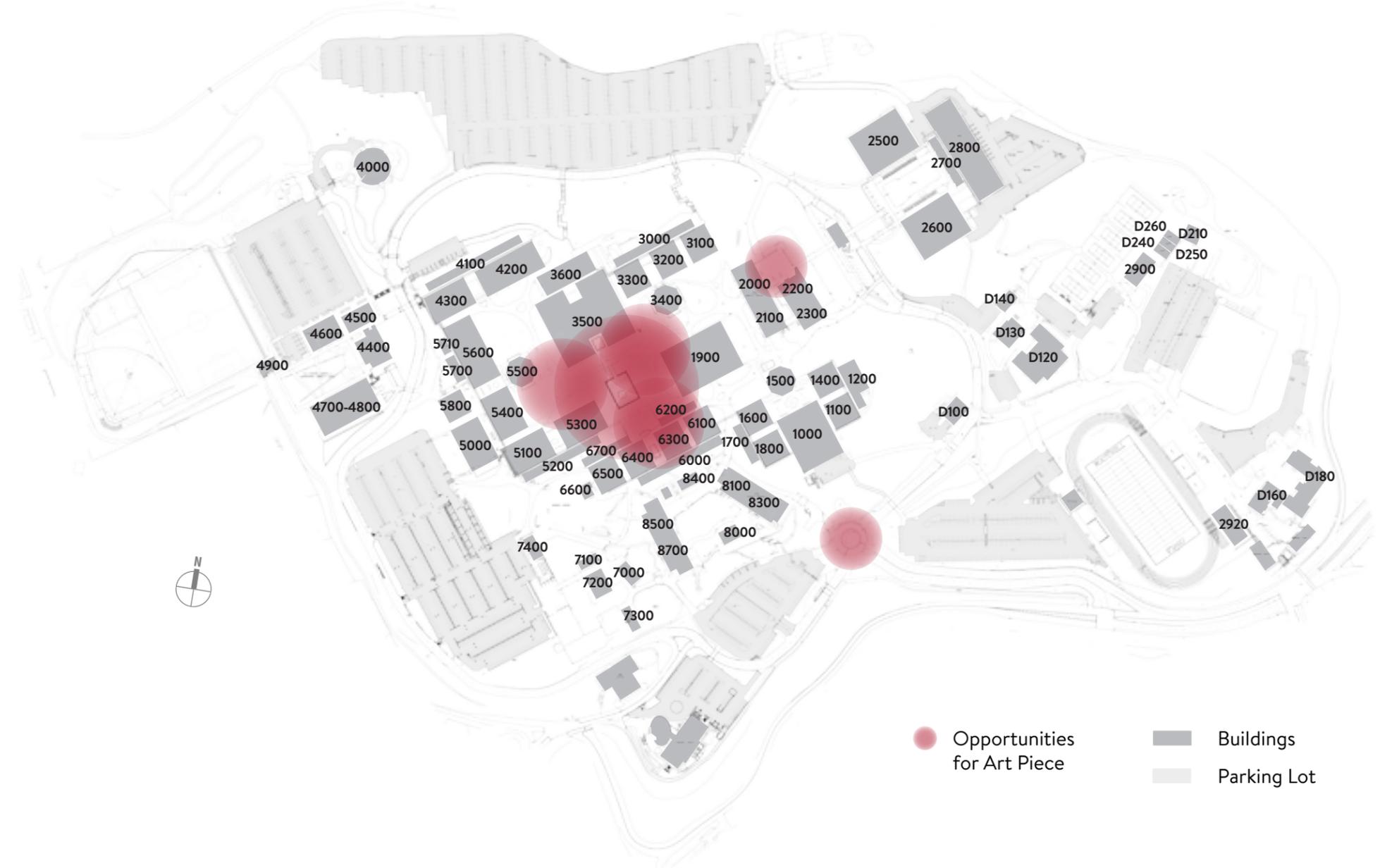
TOUCH-POINT 10: ART & COMMUNITY

Artwork on the Foothill campus plays a vital role in fostering community by reflecting shared values, sparking dialogue, and creating spaces that invite connection. As part of a long-standing tradition, campus art not only enhances the visual landscape but also serves as a source of pride and identity.

Within the Branded Campus Wayfinding Exterior Signage Masterplan, thoughtfully highlighting key artwork/s (and their location) can encourage exploration, support cultural engagement, and strengthen the sense of belonging for students, staff, and visitors. Additionally, these artworks can often serve as social moments—natural gathering spots or “Instagram-worthy” locations—that help build community through shared experiences and campus pride.

PROPOSED LOCATIONS:

- The areas marked on this map identify potential future locations for a community focused art piece.



TOUCH-POINT 10 STRATEGY: MASCOT SCULPTURE SOCIAL MOMENT

As part of the strategy to build campus community and create social moments, a thoughtfully located sculpture of Foothill's mascot, Footsie the owl, can serve as a unifying symbol and engaging campus landmark. Placing Footsie in a prominent, high-traffic area will establish it as a natural gathering spot and a source of campus pride.

This sculpture not only reinforces school spirit but also supports wayfinding by providing a memorable reference point (additional campus landmark), while fostering a sense of belonging and connection among students, staff, and visitors.



Specification:
Opportunity for a three dimensional, artistic expression of the Foothill mascot, constructed from recycled and reclaimed materials from the existing signage.

Lighting:
Internal or spot/well accent lighting

Installation:
Some grading and site work for accessibility

TOUCH-POINT 11: GENERAL INFORMATION SIGNAGE

While not directly impacting wayfinding, general information signage plays a significant role in shaping the campus environment. This diverse collection of signs—including informational postings, codes of conduct, minor directional cues, and internal school functions—can greatly influence the overall aesthetic and user experience. Standardizing these signs to align with visual brand guidelines will enhance campus cohesion, reinforcing the institution’s commitment to a clean, clear, and visually harmonious educational setting.



Egress Information



No Smoking



ADA Information

PROPOSED LOCATIONS:

- The images to the right showcase and highlight many of the observed signs that would be categorized for consistent upgrade to current visual brand standards.



Maintenance Tags and Room Numbers



Campus and Event Information



Foothill College Identity

TOUCH-POINT 11 STRATEGY: CONSISTENCY THROUGH SIGN STANDARDS

Enhancing the campus experience begins with clear, consistent communication, making the development and adoption of Sign Standards for all general information signage a key strategy. Unified sign standards improve legibility, support intuitive navigation, and establish a cohesive “on brand” visual identity across campus.

Thoughtfully designed signage not only enhances functionality but also contributes to a more welcoming, accessible, and user-friendly environment for students, staff, and visitors alike. As a whole, a unified and on-brand sign program makes a statement about the importance the college and the district place on a beautified and intentional campus experience.

The program to the right are the developed sign standards for Monterey Peninsula Community College District.



REG.06
Stair Level ID
4" x 4"
Tactile and braille sign intended for placement within interior enclosed stairwells, adjacent to door leading from stairwell to floor. Displays floor level.



REG.07
In Case of Fire Sign
8.5" x 9"
This sign is required at all elevator landings. May not be required if this message is displayed on an evacuation map, or elevator hardware nearby.



REG.08
Evacuation Plan
15" x 18"
This sign is placed at all public entrances, enclosed stairwells, and elevator landings. It displays emergency egress paths and life-safety information.



REG.09
Maximum Occupancy Sign
8.5" x 8"
This sign is required in all assembly areas with occupant loads greater than or equal to 50 persons.
Sign must be placed in a location visible from entrance to room or area.



REG.10
Stair Range ID
15" x 18"
Panel sign intended for placement at landings of interior, enclosed stairwells. Depicts current level, exiting information, name of stair, and availability of access to roof.



WF.03
Wall Directional (SM)
24" x 16"
Small wall directional, suitable for providing directional information for a small number of destinations.



WF.04
Wall Directional (MED)
24" x 28"
Medium wall directional, suitable for providing directional information for a moderate number of destinations.



REG.16
Restroom Wall Sign (Men)
8.5" x 7.75"
Wall sign for identifying Men's Restroom. Tactile room number on top panel, tactile pictogram and room name on lower panel.



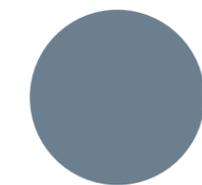
REG.17
Restroom Wall Sign (Women)
8.5" x 7.75"
Wall sign for identifying Women's Restroom. Tactile room number on top panel, tactile pictogram and room name on lower panel.



REG.18
Restroom Wall Sign (All-Gender)
8.5" x 7.75"
Wall sign for identifying a Unisex or All-Gender Restroom. Tactile room number on top panel, tactile pictogram and room name on lower panel.



REG.19
Restroom Wall Sign (Men)
12" / side
Door sign for identifying Men's Restroom. This sign is used in conjunction with the applicable restroom wall sign.
Sign must contrast with door finish.



REG.20
Restroom Door Sign (Women)
12" Diameter
Door sign for identifying Women's Restroom. This sign is used in conjunction with the applicable restroom wall sign.
Sign must contrast with door finish.



REG.21
Restroom Door Sign (All-Gender)
12" Diameter
Door sign for identifying a Unisex or All-Gender Restroom. This sign is used in conjunction with the applicable restroom wall sign.
Sign must contrast with door finish.



REG.22
FEC Flag
6" x 6"
Flag sign; mounted above a Fire Extinguisher or Fire Extinguisher Cabinet.



REG.23
AED Flag
6" x 6"
Flag sign; mounted above a Automated External Defibrillator.



Conclusion

The successful implementation of this Master Plan relies on a commitment to the recommendations outlined within. By following these guidelines, the campus will benefit from a cohesive, accessible, and visually unified environment that enhances the experience of all who navigate on and around Foothill.

A thoughtful, well-executed signage and wayfinding program not only supports ease of movement but also reflects the college's dedication to creating a welcoming, beautiful, and connected campus for students, staff, and visitors alike. Ultimately, this work supports Foothill College's core mission by fostering an environment where students can thrive, feel a sense of belonging, and focus on their educational goals in a well-designed and student-centered setting.