We are pleased to announce that new standards for campus wayfinding have been developed over the past three years. Very soon, you will begin to see attractive new signage on campus that contains clear and up-to-date information for wayfinding. As this program is implemented, it will be critical that members of the campus community understand the basic logic in the system and be prepared to share it with others who may be unfamiliar with campus.

Our consultants (Corbin Design) based the new wayfinding system on three primary objectives:

**Clarify**
- Establish simplified *language*, consistent with Buffalo State culture; build intuitive *logic* based on key campus landmarks and decision points; and share the *rules* with students, visitors, and staff.

**Direct**
- Create a *system of elements* designed to display wayfinding information.

**Support**
- Assemble *one go-to group* for wayfinding changes and maintenance, who meet on a regular basis to review this information; build internal protocols to simplify information sharing.
OBJECTIVE ONE: CLARIFY

1. The campus is now logically mapped into two zones: Grant and Elmwood. Each of these zones offers a primary entrance to campus: Grant Entrance and Elmwood Entrance.

2. Parking lot names are alphanumeric, beginning with the first letter of the road each lot is on: Grant, Iroquois, Rockwell. Lots are numbered east to west, with gaps for future changes. Rules for each lot appear on signage.

3. The primary pedestrian pathways are now named Bengal Walk and Rockwell Walk.

4. Quads are also now named, and will be used as landmarks to aid in orientation.
OBJECTIVE TWO: DIRECT

The following communications are either new, or will be updated with the new language and logic:

Printed pocket card
Website & digital communications

Online/printed tour guides, visitor maps

Campbell Student Union

Building ID

Rockwell Hall
Chase Hall
Cleveland Hall
Moot Hall
Burchfield Penney
Visitor Parking

Special Event

Campus Map
Houston Gym
Sports Arena
Student Apts
Science & Math
Upton Hall
Butler Library
Campbell Union

BENGAL WALK
RESERVED PARKING
NO PARKING
DROP-OFF & PICKUP ONLY
TOW-AWAY ZONE
RESERVED STUDENT TEACHING SUPERVISOR MON - FRI 6AM - 7PM PERMIT ONLY

Rockwell Rd
Ketchum Hall
Accessible Entrance

Vehicular Guide
Building ID
Building ID Retrofit
Parking Lot ID
Street Name

Staff Student Visitor Parking

R-14

Elmwood Entrance

BUFFALO STATE
The State University of New York

Building Entrance ID
Pedestrian Kiosk, Guide
Regulatory
Campus Entrance ID
OBJECTIVE THREE: SUPPORT

This Journey Map (right) details the stages of a given visitor experience and lists the ways in which we communicate with those who are unfamiliar with our campus.

We’ve developed a number of different tools to provide wayfinding information. Once the new signage is installed, it will be the responsibility of the campus community to use the new logic and language consistently. An internal team will be charged with maintaining that consistency as future communications are developed.

Facilities Planning, College Relations, and Events Management are the heart of the wayfinding team. Information Services and Systems, Human Resource Management, and other groups will be involved as issues pertinent to their areas arise.

Any information shared with a potential visitor to Buffalo State that generates a reason to visit campus.

Once a visitor decides to come, all of the information they receive (print, digital or verbal) will use the approved wayfinding language and logic.

With this information in hand, the visitor now uses tools such as signage, GPS or printed maps to find their way to campus.

At the same time, they may look for other activities on campus. The signage and mobile app will direct them.

These are the changes we’re bringing to the Buffalo State experience. Please use these tools as you communicate with others. Questions? Email VPFM@buffalostate.edu or call 878-4311.