

# Interior & Exterior Sign Program Concept

Version 2 1.25.12

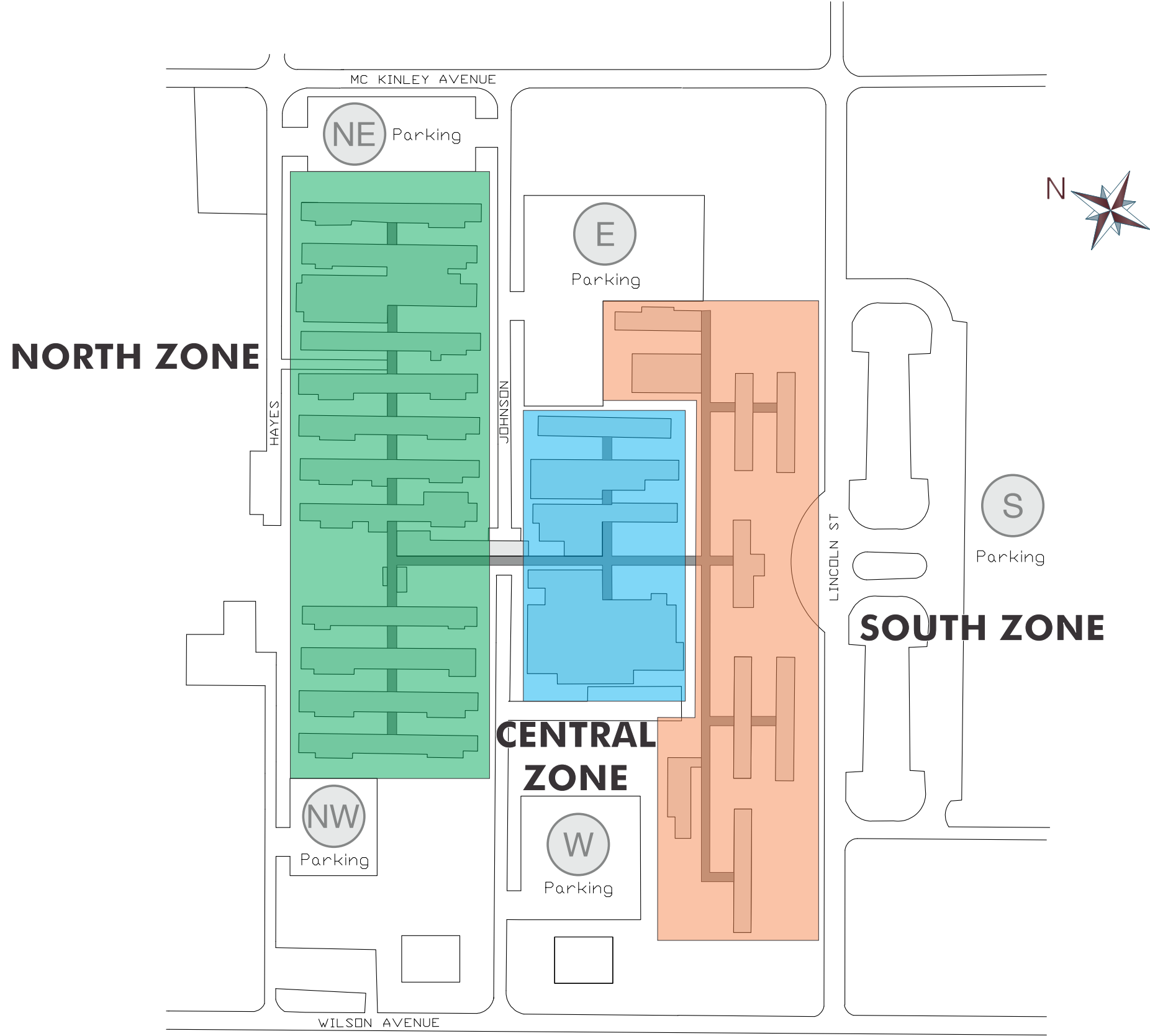


## Madigan Annex

Tacoma, WA



INTELLIGENT SIGN PLANNING



**client**  
Madigan Annex  
Tacoma, WA

**scope**  
Comprehensive sign plan with a focus on identity, orientation and wayfinding.

**orientation concept**  
Emphasis on clearly directing to facility entries and parking lots using easy to follow informational hierarchy

“Ramps” will be renamed “Zones”

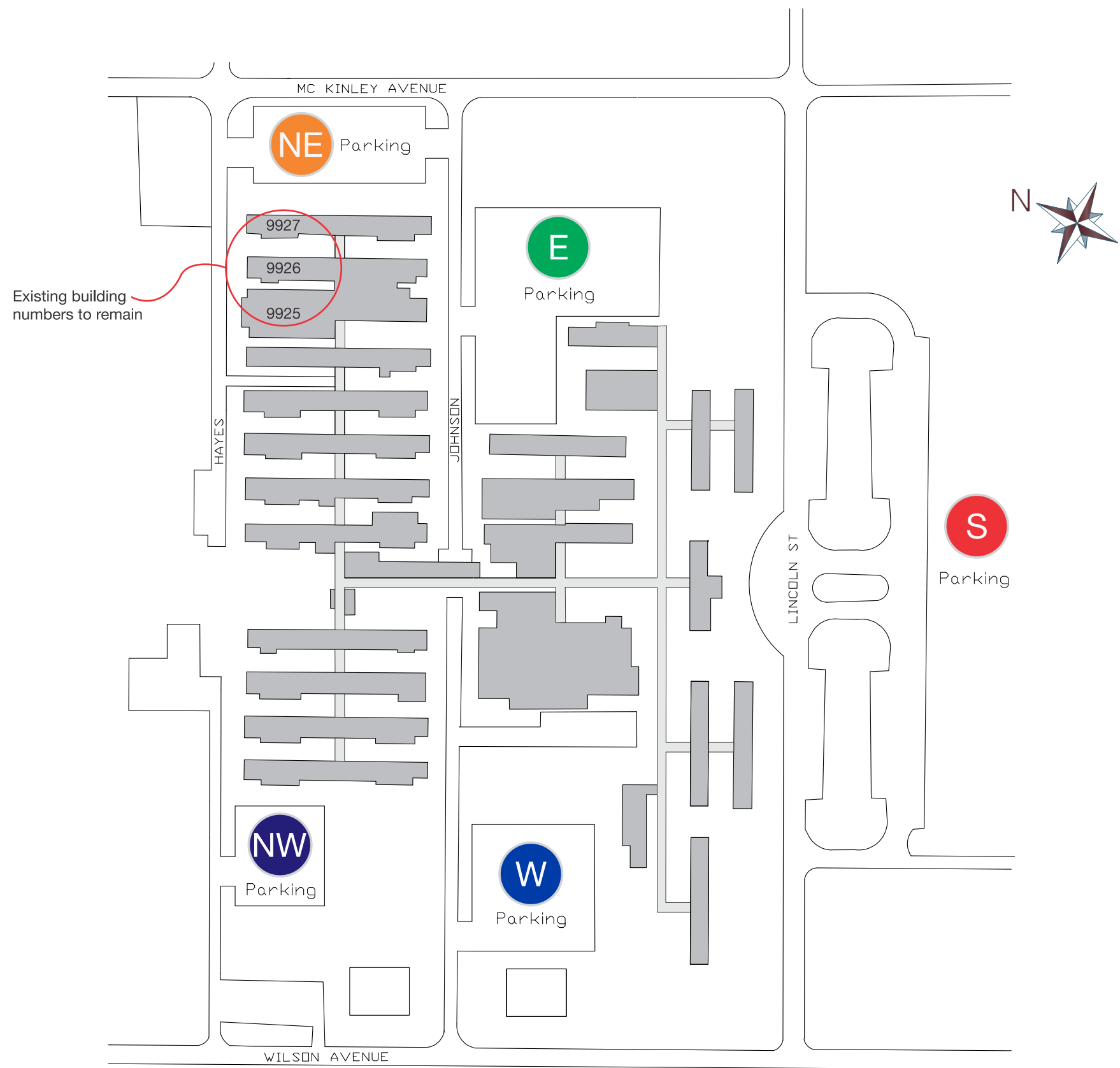
By using the verbiage “Zone,” visitors will have a better understanding of how the Annex is segmented. The word “Ramp” is ambiguous and does not communicate the architecture of the Annex.

Architectural  
**SIGN**  
associates



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GSA Contractor GS-07F-5775R



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Parking lots will be color coded and named.

Reflecting the MAMC system will reinforce the branding of the parking lot identification. Visitors will also have a better understanding of their location relative to cardinal direction.

Buildings would retain their numbering, as they are a part of the institution of the Base.

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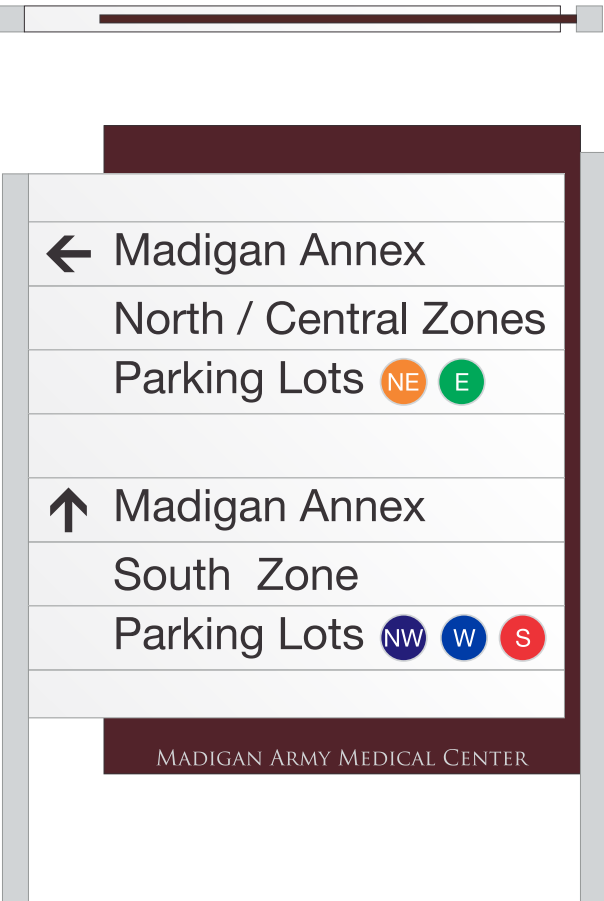


Vehicular Directional signs will closely match MAMC Standards



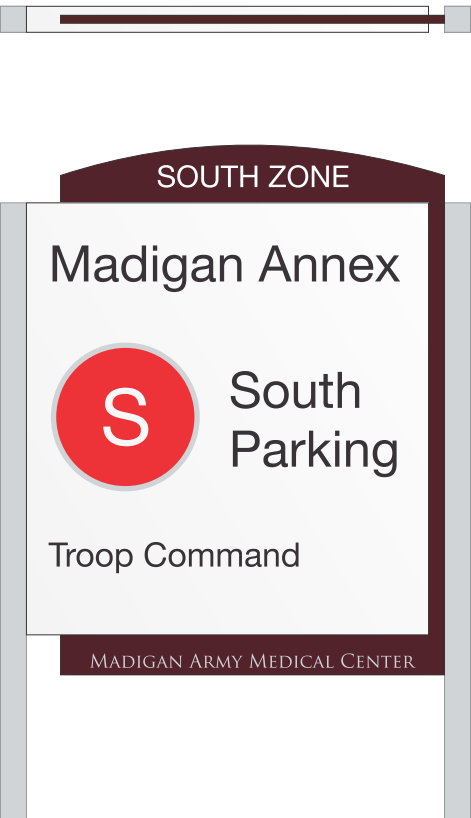
Vehicular Directional

TOP



Parking Lot Identity

TOP



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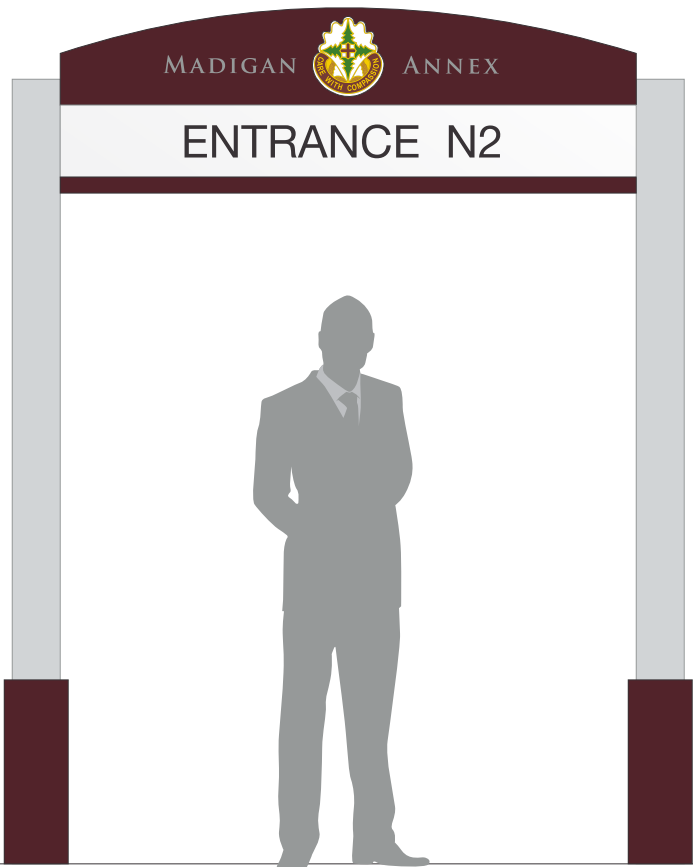
Vehicular directional signs will guide visitors to the appropriate parking lots, based on their destination in the Annex. These will be used at key decision-making points.

Using a hybrid of the parking lot ID signs used at MAMC with architectural detailing visible at the Annex, we will introduce an arc to “brand” the Annex.

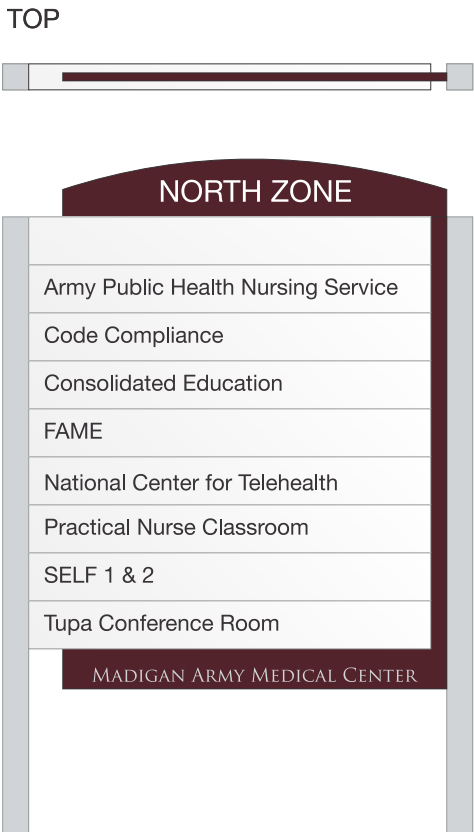


Arc embellishment reflects architectural elements over windows and doors

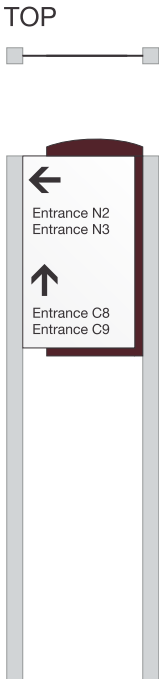
Building / Entrance Identity



Secondary Building / Entrance Identity



Pedestrian Wayfinding



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Repeating the arc on building ID signs, we will create artificial “entrances” that will be visible from the parking lots, helping visitors find their building entrance easily.

Departmental information will be displayed at the “entrances,” adding another layer of wayfinding that is currently missing at the Annex.

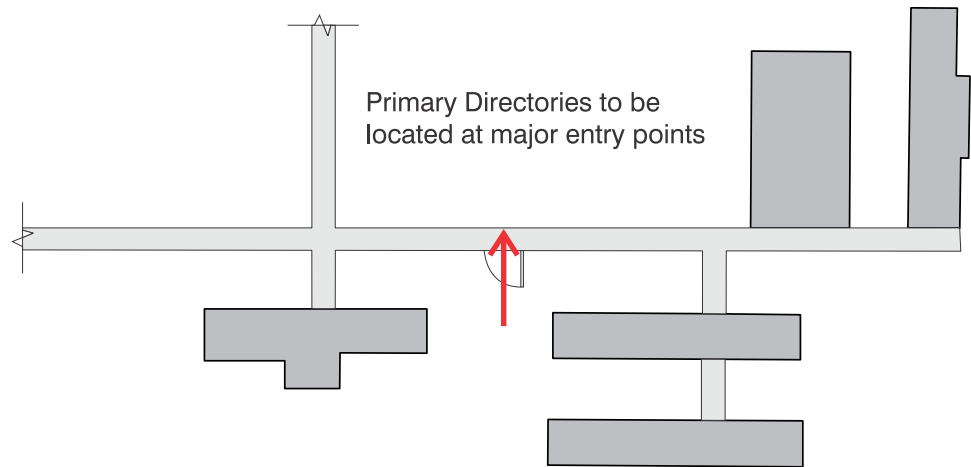
Supplemental pedestrian wayfinding will be included at points that are far from entrances, such as the South parking lot.

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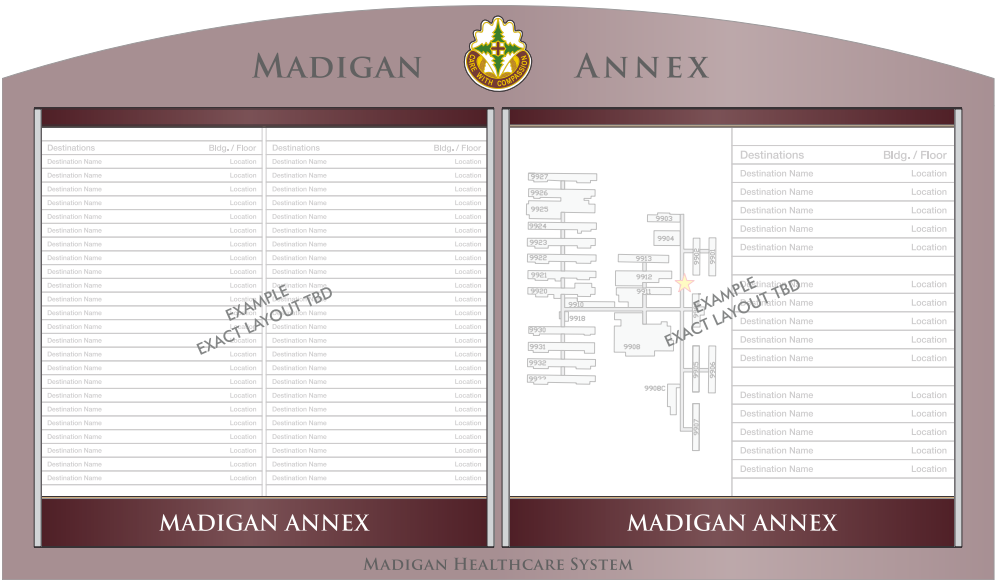
Proposed Interior Signage



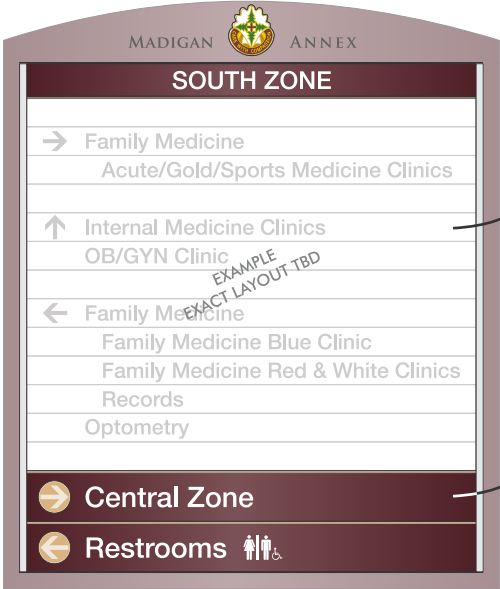
Optional solution for Main Entry points, visitors could print wayfinding directions to their destinations

Interactive Directory

Primary wall mounted directory signs with “You are Here” maps



Primary wall mounted directional sign



Paper insert

Building direction to Zones and Key Locations

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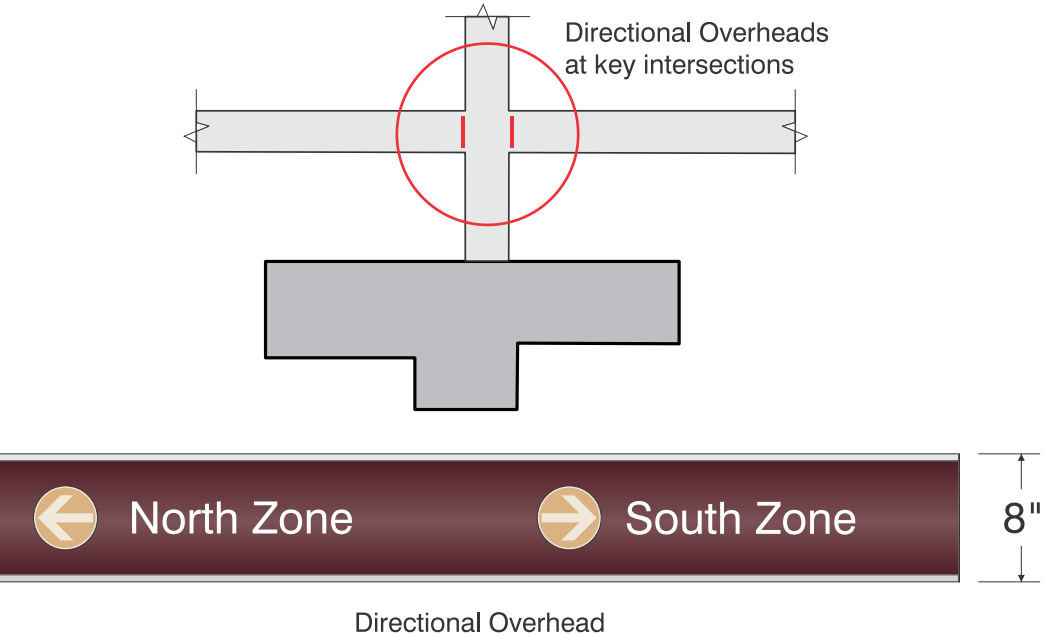
Emphasis on clearly directing to facility entries and parking lots using easy to follow informational hierarchy

Interior wayfinding will mimic the MAMC design, introducing the arc theme from exterior signage.

Primary Directories with “You Are Here” maps will be placed at main entrances.

Optional interactive directories could provide supplemental wayfinding assistance to visitors at main entry points. Capable of printing directions of destinations, this could be a practical solution.

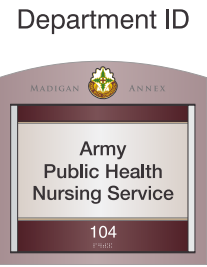
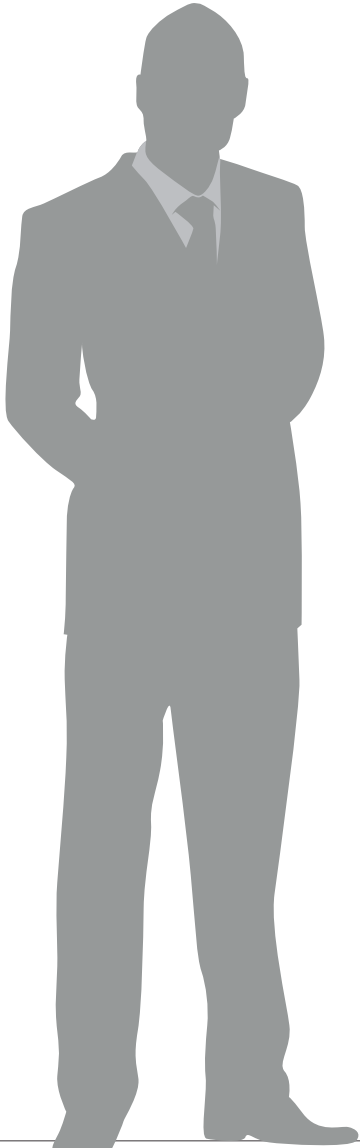
# Proposed Interior Signage



Logo and embellishment always centered in hallway



Department ID Overhead



Department ID



User generated paper messages



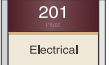
Restroom



Office / Room



Support Rooms



Hall-side exit

Room ID signs are reflective of MAMC



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Interior signs will utilize the Burgundy color used at MAMC, in compliment to the brick exterior and traditional architecture of the facility.

Department ID signs will also have the arc accent on the acrylic embellishment, tying together the exterior, directory and directional signs.

Overhead signs will be limited to 8" height, due to the ceiling conditions in some areas and proposed suspended ceilings planned for the Annex.



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