HUMAN CENTERED DESIGN & ENGINEERING

# BRAND IDENTITY

VERSION 1

W

# Table of Contents

This document summarizes the brand development of HCDE to-date, and introduces several visions for potential brand-related opportunities in the future.

# 01

# INTRODUCTION

- INTRODUCTION
- CONCEPT

# Introduction
# Overview

Brand development is critical in shaping and reinforcing the identity of any entity. The brand redesign of the University of Washington department of Human Centered Design and Engineering arrives as the department heads into its second decade as "HCDE."

The branding work captured in this document was developed between October 2018 and March 2020 by the HCDE Brand Team, which included HCDE undergraduate student Yuki Asakura, HCDE professors Daniela K. Rosner and Beth E. Kolko, HCDE Communications Manager, Leah E. Pistorious, and Freelance Designer Aria Goodman.

### BACKGROUND

A recent review of the department included a recommendation for a brand reassessment, noting an opportunity for the department to strengthen its identity, and to communicate that both internally and externally.

The research conducted by the Brand Team included surveys with members of the department, analyses of similar and competing programs, consideration of the recommendations from the department's external 10-year review, and several discussions with department representatives along the course of the branding development.

The resulting branding summarized in this document was developed alongside the efforts of the HCDE Strategic Planning Committee, in articulating the identity of the department.  5 Year Goals were set, and the department's value and mission statements were reworked to reflect the distinct identity of the department as it is today and moving forward.

### USING THIS DOCUMENT

In the spirit of the department's evolving and fluid nature, this branding work is less formal than a traditional brand guidelines document. The concepts, designs and ideas compiled here are meant to form a framework, rather than strict set of rules, from which the department can work.
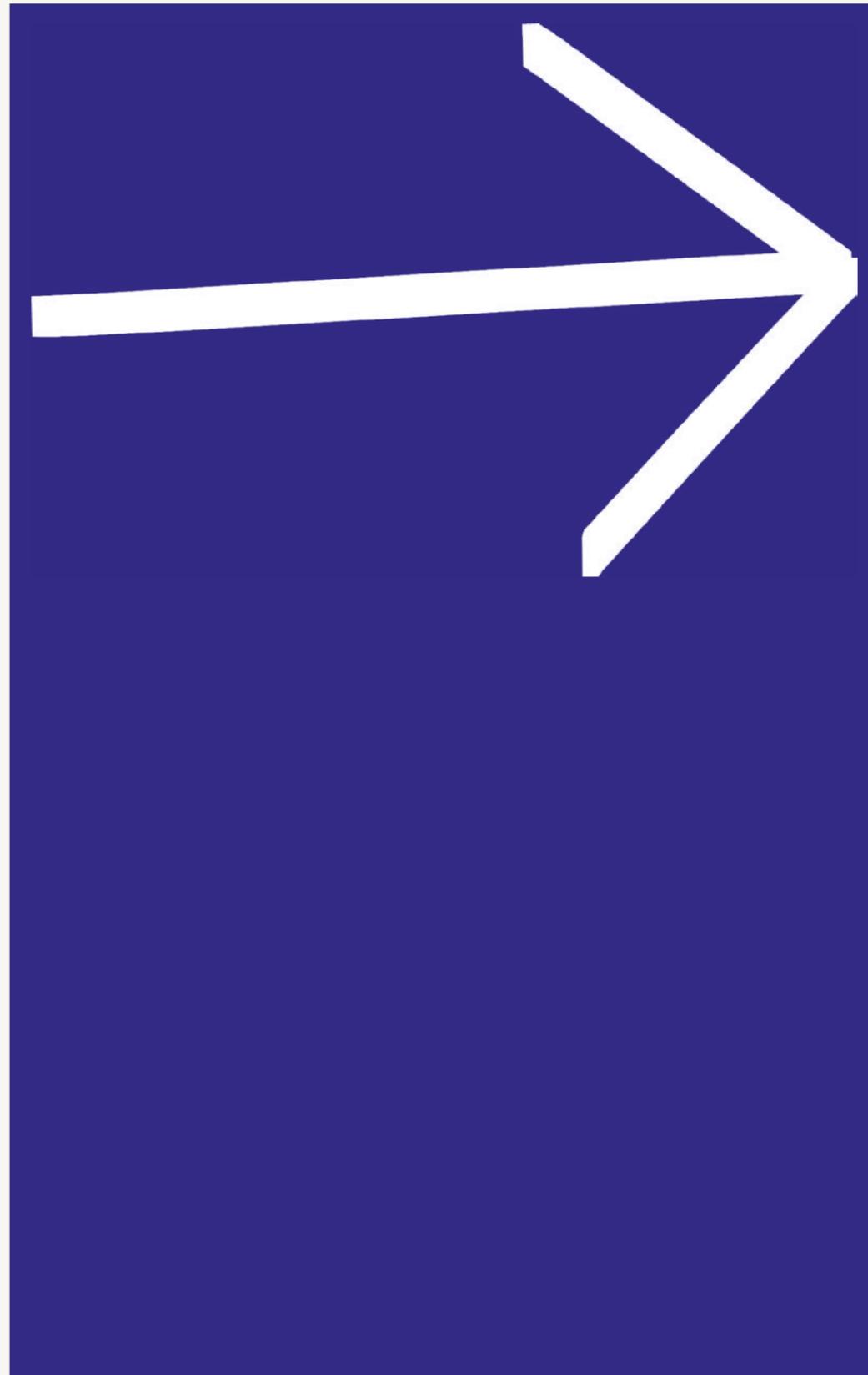
The Brand Team is confident that the newly developed brand elements will support HCDE's future success. We also anticipate that the specifics may change based on evolving needs and priorities. The core concept is designed to be flexible enough to accommodate for these changes.

We hope that this document can serve as a tangible kit of parts for the department now, and a model for its evolution in the future.

# Introduction
## Concept

A key to this branding work was balancing the need to craft a unique identity for the department, while remaining cohesive within the larger University of Washington brand. The resulting brand components reflect this need for balance.

In keeping particular UW elements within HCDE's visual system, such as the signature purple, as well as the Encode Sans typeface, a layer of recognizability is locked into HCDE's visual identity. New color combinations, more flexible layout options, and the introduction of explorative visual elements including hand drawn graphics and collage techniques, provide a department-specific tone.

At the core of the HCDE-specific brand is a holistic approach to problem solving. Through our research, we found that qualitative considerations like empathy were just as important to the department's work as were quantifiable measures like efficiency and accuracy. A draw to problems and projects that don't fit perfectly into preexisting categories were pervasive in our department assessment. Students and faculty come to HCDE to do the work they couldn't within traditional programs.

The spirit of the HCDE brand hones in on these attributes and reflects them through programmatic decisions, messaging and language, and visual elements. The HCDE brand sees addressing both quantitative and qualitative elements not as a balance of juxtapositions, but rather as necessary in thoroughly and thoughtfully addressing any project, problem, or topic.

# 02

# MESSAGING

— **TAGLINE**

— **PILLARS**

# Messaging
## Tagline

HCDE is committed to creating a better future for all. The department accomplishes this through thoughtful, thorough and feasible action.

A key distinguishment of HCDE's messaging is its balance of practical and proactive capabilities to "build," with inclusive, equitable and thoughtful purpose-driven goals—"possibility."

This balance should be seen in all of the department's strategic moves as well as written copy: acknowledge both practical, concrete action and facts, as well as the emotional and metaphorical implications they carry.

TAGLINE

# BUILD POSSIBILITY

# Messaging
## Pillars

At the heart of HCDE's messaging is a balance and acknowledgment of the relationship between scientific, academic rules and principles, with the evolving, ongoing and dynamic needs of people. With this understanding, the department is focused on expanding, developing and improving lives, experiences and opportunities.

The department's core messaging was developed in coordination with the department's Strategic Planning Committee in 2019. The mission and values statements published by the department should be used as the primary reference for messaging.

Included here are HCDE's four pillars, which are concepts to be conveyed in HCDE's messaging.

## PILLARS

### Respect for People

We respect all individuals, communities, and their agency. We assume positive intent on behalf of those we work with and strive to understand before acting.

### Interdisciplinary Exploration

We celebrate innovation, iteration, and reflection using interdisciplinary methods and perspectives. As we strive toward excellence, we take acceptable risks and learn from mistakes. We seek opportunities for collaborative exploration.

### Equity

We centralize the needs of those who are often marginalized. We work to create environments and practices that are open and safe for all participants and perspectives from all social identities.

### Thoughtful Impact

We are action-oriented toward challenges while continually questioning and improving. We continue to follow and study the repercussions of our actions so that they maximize the possible benefits while anticipating and minimizing possible harms.

# 03

# VISUAL IDENTITY

— **LOGO**

— **COLOR**

— **TYPOGRAPHY**

— **LAYOUTS**

— **GRAPHICS**

— **PHOTOGRAPHY**

— **COLLAGE**

# Visual Identity
## Logo

Over the course of the brand redesign, several logo alternatives were discussed, but at the time of this document's publication, the official, UW-provided logo is in use.

A few simple text-only logo variations can be seen on various designs within this document for purposes of demonstrating how effective a simple logo can be, and feel confident in using this variation for the time being in certain situations (sometimes accompanied by the official UW "W"; see Stationery section).

The brand team sees an opportunity for the department to utilize a handful of logo variations, including illustrative marks, but the manner in which the department will move forward regarding logos has not yet been determined.

**W**

**HUMAN CENTERED DESIGN & ENGINEERING**

UNIVERSITY *of* WASHINGTON

**W** **HUMAN CENTERED DESIGN & ENGINEERING**

UNIVERSITY *of* WASHINGTON

UNOFFICIAL, SIMPLE ALL-TYPE (UNI SANS) ALTERNATIVES, SHOWN IN MANY EXAMPLES IN THIS DOCUMENT

HORIZONTAL

2 STACK

4 STACK

HUMAN CENTERED DESIGN & ENGINEERING

HUMAN CENTERED DESIGN & ENGINEERING

HUMAN CENTERED DESIGN & ENGINEERING

# Visual Identity
## Color

The HCDE color palette derives itself from UW's signature purple, while establishing its own unique presence.

At the core of the color palette are black and warm white. This base allows HCDE to be neutral as well as inviting.

Keeping UW's signature purple, while adding secondary colors orange and green creates a palette that is bold and cohesive with the larger UW brand. Utilizing these secondary colors speaks to the interdisciplinary nature of HCDE, and celebrates the collaboration which occurs throughout its work.

To use this palette, begin with a neutral—either pure black of HCDE white, and layer in color to create focus.

You can also take any of the 5 colors and create a monochromatic composition. Bold and effective at drawing attention, monochromatic designs should be used strategically to maintain their effectiveness.

**HCDE WHITE**
#F8F6F2
RGB (248, 246, 242)
CMYK (2, 2, 3, 0)

**HCDE BLACK**
#000000
RGB (35, 31, 32)
CMYK (0, 0, 0, 100)

**HCDE PURPLE**
#332A86
RGB (51, 42, 134)
CMYK (98, 100, 10, 1)

**HCDE ORANGE**
#FA5400
RGB (250, 84, 0)
CMYK (0, 82, 100, 0)

**HCDE GREEN**
#17A453
RGB (23, 164, 83)
CMYK (82, 8, 93, 0)

Example of neutral base palette with full color imagery.

Example using a brand accent color to create emphasis within a neutral base.

Example of a monochromatic design.

# Visual Identity
## Typography

Like color, HCDE's typography remixes UW's standards in order to maintain cohesion and simultaneously carve out a tone specific to the department.

For headings, Encode Sans Wide - Thin is utilized for it's approachable, welcoming appearance. Body copy is set in Encode Sans Wide - Light. Using the same typeface for headings and body copy simplify and streamline UW's typography for HCDE.

Uni Sans is more often utilized within the HCDE identity than in the standard UW guidelines, due to its particularly tech-vibe.

Playing with scale, weight, proximity and color allow for ample variety with typographic design.

# Encode Sans Wide – Thin

HEADINGS

# Encode Sans Wide – Light

BODY COPY

# UNI SANS - REGULAR

ACCENTS (MARGINS, SUBTITLES, QUOTATIONS AND DEPARTMENT NAME WHEN A LOGO IS NOT POSSIBLE OR PRACTICAL

"With every pound of leftover food recovered, we are creating on average 1.2 meals. A warm meal is a critical element in helping restore human dignity."

— IRINI SPYRIDAKIS

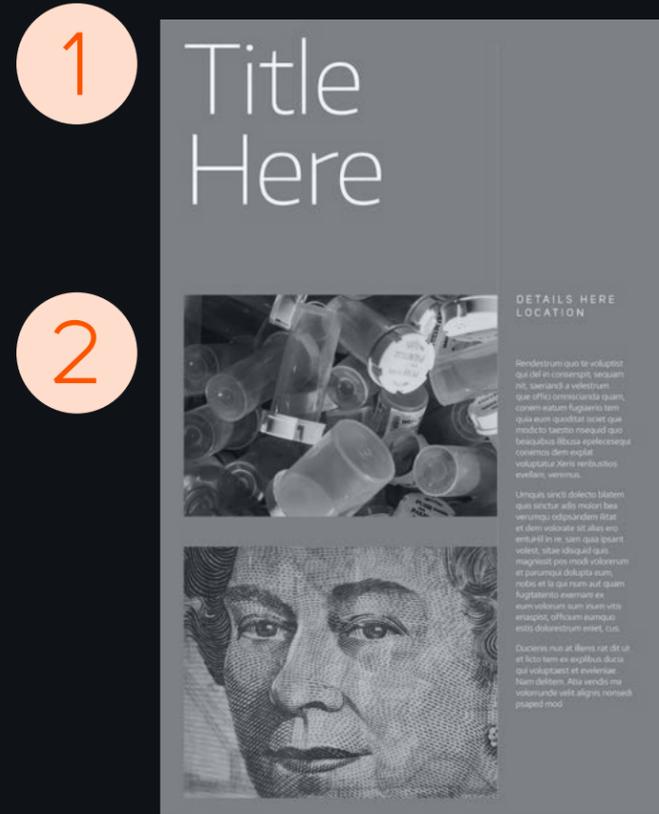Example using only type to communicate a clear message.

This area may feature text to accompany the stat number below.

87%

Example using type in a graphic way to convey important information.

# Visual Identity
## Layouts

HCDE's comprehensive and equitable approach lends itself to simple, clear design layouts. In making a layout system informed by grids, widely used reading directions and traditional hierarchies, the department maximizes its accessibility.



Example of creating a clear hierarchy of information from Headline (1) to supporting imagery (2) to detailed text (3) through placement, scale and contrast of each element.
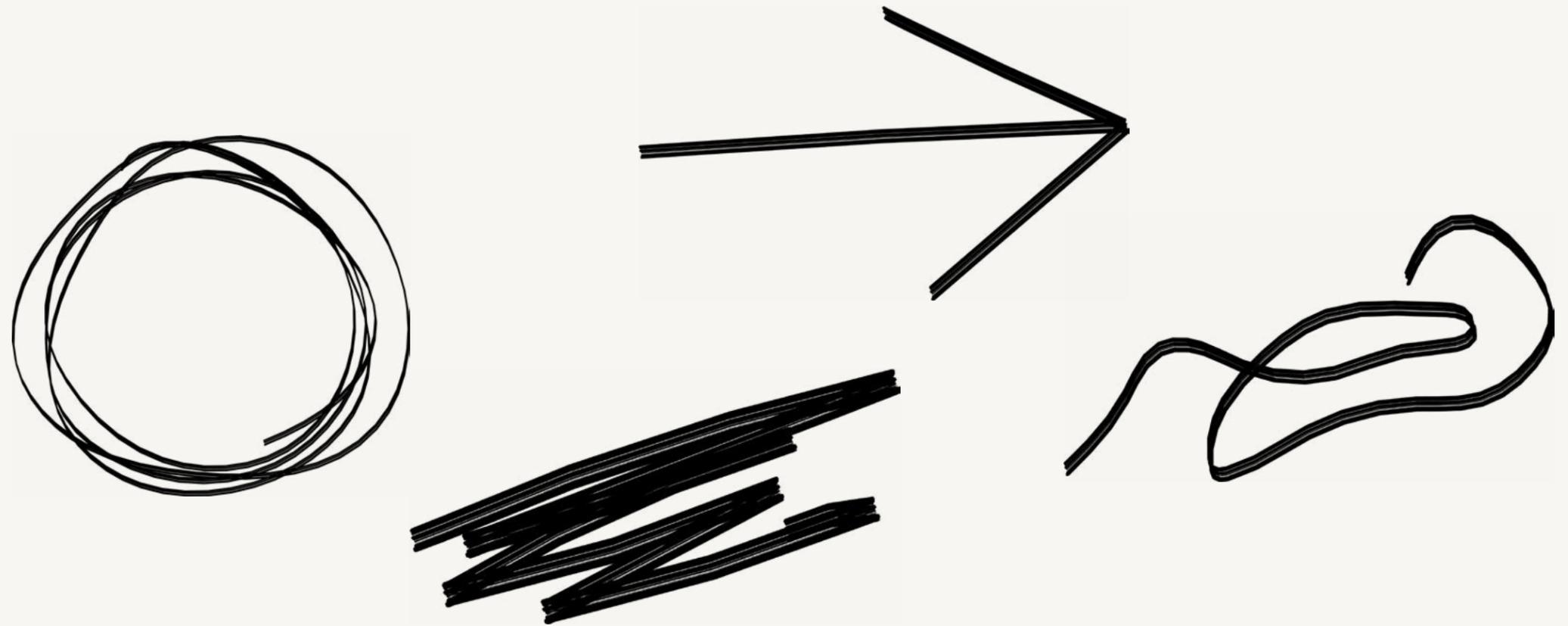
Utilizing a grid system of 12 columns by 12 rows allows for a variety of layout options, from simpler to more complex.

# Visual Identity
## Graphics

Hand-drawn graphics are a key visual element in HCDE's identity. They derive from the department's process-focused approach, and celebrate the organic, personal and non-linear aspects of problem-solving, ideating, and collaborating.

The library of graphics includes arrows, circles, scribbles and squiggles in both marker and fine-tip pen weights. These graphics provide a starting point for the department, but additions and expansion of this library is highly encouraged.

These elements should be used strategically and logically—they should appear in places where they might actually be used if the viewer had the design in front of them to highlight key information; underlining important words, circling dates, and adding a human element to an otherwise sterile design.

Apply Now
ADMISSIONS DEADLINE APRIL 6TH

The Environment
ENGINEERING AND IDENTITY IN A TIME OF CLIMATE CRISIS

RESEARCH AREA

Design for Emergent Collaborations + Organizations

Qui di repro demposae dipiet, coreper speriti oditatquiam, temque omnis ex esecus a solore labo. Nem liquist ionsectam ideliquias ent unt miliqui ommod unduci omnimi.

Elecepe estibeari blaccus, conesti nvendeles pernam dolestiam, sequam, incia dignis volorporem faccum que esinit pereprae nobis doluptatibus autem quatem faccatis esequi beaquo totatem invel ipidi tendstrum enemolupti occust eum, conecae ptatiur magnien imillacitiae reherienis aut vel id eseni duint qui apitio dolupti orectur sitatiam in nullabor aut debist, tontium vernamerdem qui dolores voleicum quisped quides pligend andamusda liit, omnis aut aceped maio te numLiquas ducientem rescienti as quas sim alit eicta nus, tem exera utecabo nuqaq udebis re qui cusa sum as asperepuditi acestibus am repudae velit, consequis nat ut volent as ipictio nsequos aut aut labforit atiatis magnatio. Emque velibus tionsed et, quidem remporerate voluptatur, utate ila quias adicia ex et litibusam. Io int aut asperit doluptaes que pa quat deles aut apit, sunto odiciis rendel mo to oditius dartiorias esed modio. Catas ipicilit rerem estium, es dolumqu asperit prae esta vel int hil maio. Hicil modicto omnisimporem facilita dolorum, endanim odipsant lant, quiae distio coribus, omnis eum qui utemque doluptatem qui qu aciatur reratesti ius estis accaesti digeniae nusti qui verumquam solum et volent volaborum que aut ut quae esciis ut lit, nesti beatis remporiant ut lant, quateni cum volorum es debit ilignit unto quiamet accus, officta epelerit licabo. Ut voloria queditisquas que id ut disquis millam erepudio ium, que porum iscidem end beaquit unt vel ernatio evelescid molor seque porit et occae sitae vit hicit ulparcidit exero et et eum quae autes ipsanisnum, cullitatet as doloro doluptas voluptas ratur, am, que plantem. Ra doluptatio. Mus dit voluptate volore omnistotae

NON REM UT ESTOTATIBUSA
QUAEPERFERA ALIQUE LITIS
NONSEREM QUIDI TEM CUST
UTAE QUE NET DOLLAN

# Visual Identity
## Photography

Photography is an important visual component which will help convey the work, tone, and experience within the department.
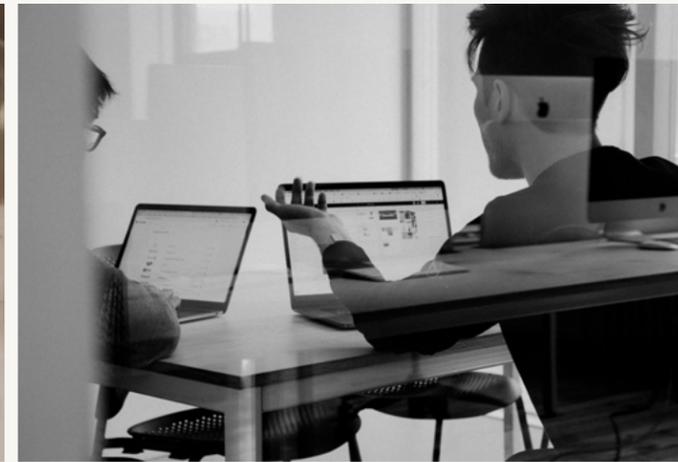
Simple quality standards such as compelling compositions, quality editing (ie free of unnatural colors, excessive contrast or stylized vignetting) are a given.

In addition to the guidelines and library of images provided by the University, a few key qualities should be kept in mind for HCDE photography:

Collaborative - HCDE is a highly collaborative department; show the broad range of team members and communities with whom the department works.

Genuine - HCDE cares about addressing real needs; photographs should convey genuine emotions and interactions.

Vital - HCDE's photography should be used strategically to convey moments of importance, and share information more quickly than would be possible with text. More is less with photography.



A small library of stills from HCDE's new video shoot, as well as free-use stock imagery curated from Unsplash.com, has been provided to the department.

# Visual Identity
## Collage

Another visual element, collage, has been established for the department's marketing and communication purposes.

Birthed from the department's interdisciplinary nature, a collage element provides HCDE with a visual tool to communicate ideas and concepts which may benefit from a visual style not possible with standard photographs or text.
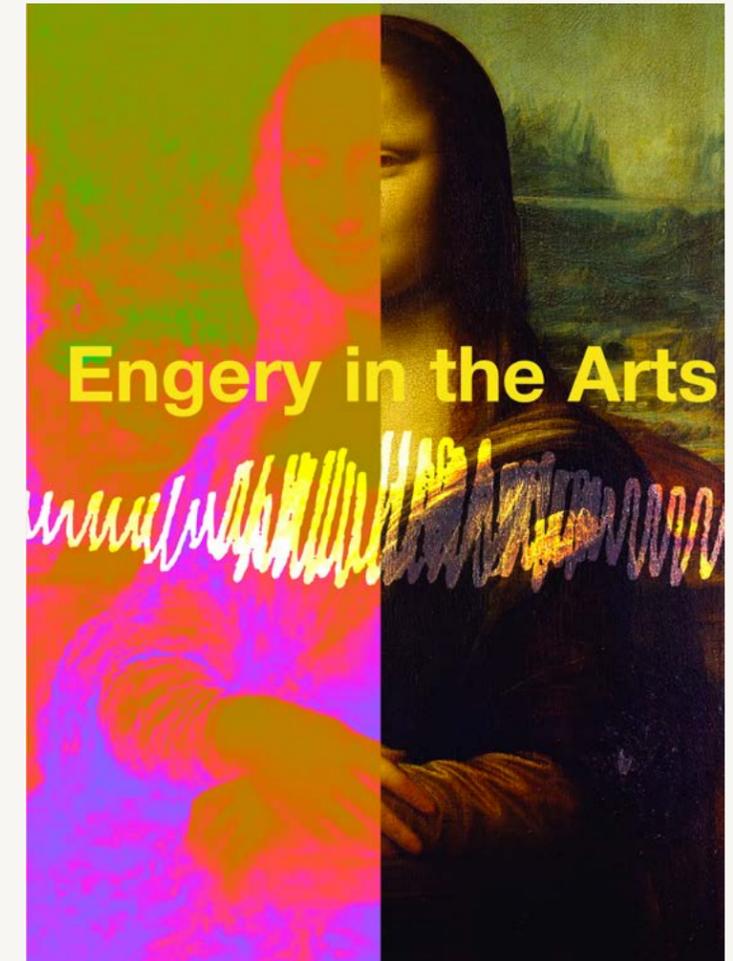
This approach can be accomplished by simply cutting an object out from its background, combining it with a hand drawn element or text, and/or utilizing blending modes to create intriguing reactions among elements.

Seen here are a few examples of how collage can be put together. Most importantly, the content and relationships shown within an HCDE collage, are ones which are thoughtful and relevant to the message.

A walk through of how to create collages like these in Adobe Indesign and Photoshop have been provided to the department.







Changing the blending mode of an image (accomplished in Adobe InDesign or Photoshop) can dramatically change the appearance of an image with a single click.

Combining hand drawn graphics with photographic elements results in dynamic designs.

# 04 WEBSITES

— **MAIN SITE**
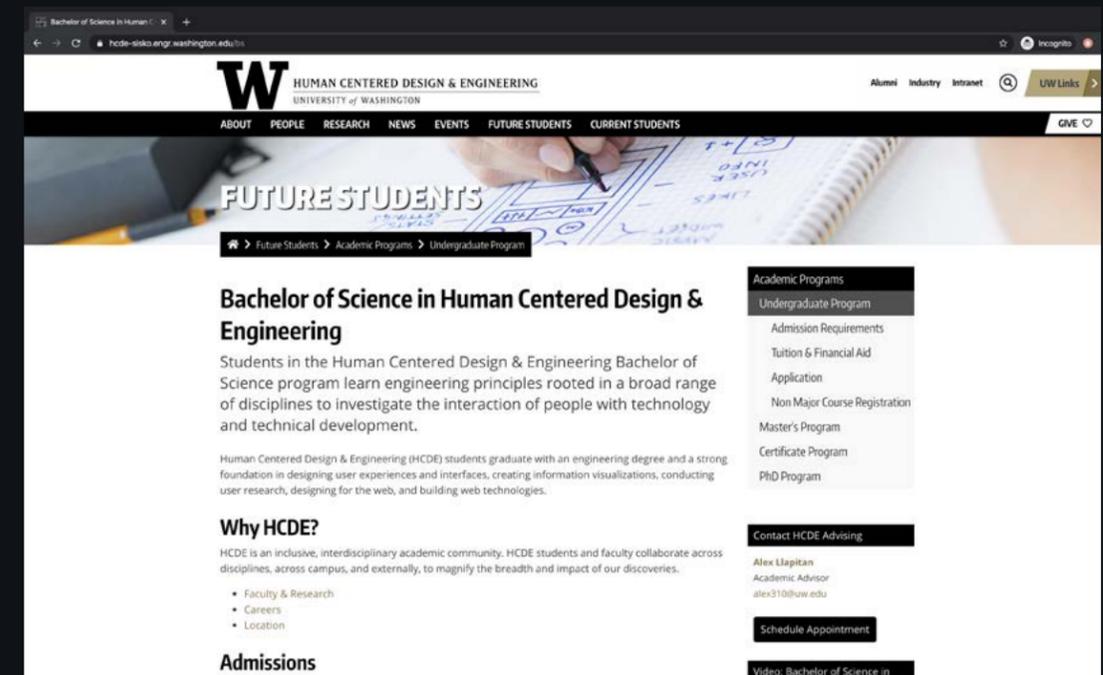— **MICROSITE**

# Websites
## Main Site

Updates to the official HCDE website are designed to create cohesion between the new visual identity of the department and the existing platform built and maintained by the College of Engineering.

Subtle updates to color, type, and imagery make an immediate impact in the appearance and tone of this highly utilized digital resource.



Adding hand-drawn graphics and updated photography to the main website will create an immediate and wide-spread impact.

Small CSS updates including streamlining the color palette, updating typographic styles and adding in updated imagery and graphics will create cohesion within this existing platform with the newly developed brand assets.
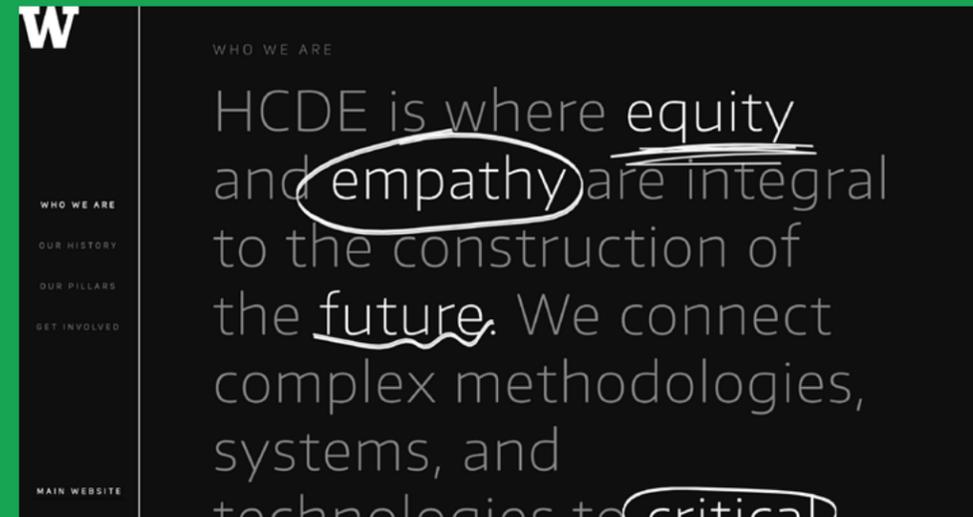
# Websites
## Microsite

The HCDE Microsite represents an exciting, open-ended opportunity for the department.

The microsite is intended to serve as an evolving, experimental digital space for the department to explore various topics, concepts, and themes beyond that of the primary website.

The first iteration of this website introduces the department's mission, history, values, and key engagement opportunities.

In the future, the brand team encourages the department to completely redesign the microsite on a recurring basis, according to various themes, techniques, and research. The possibilities for this space are limitless.



This new website will serve as a playground for the department to share information, explore topics, and experiment with UX design.
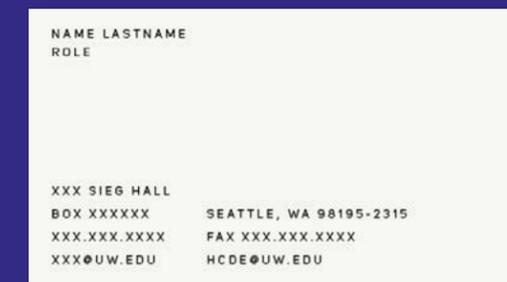
# 05

# TEMPLATES

— **STATIONERY**

— **MARKETING**

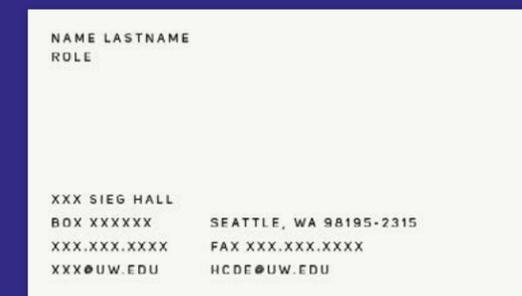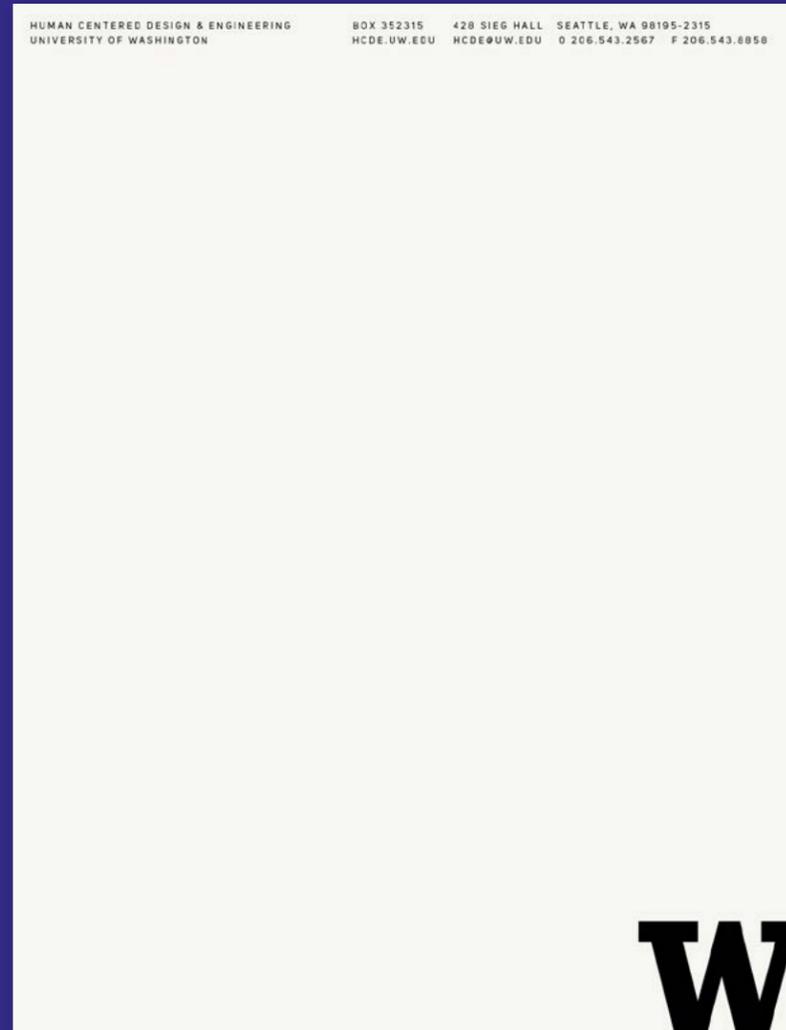— **MERCHANDISE**

# Templates
## Stationery 1

This stationery variation makes a small update to the current designs in use.

The official UW-provided logo is used while the accompanying text is set in Uni Sans.

# Templates
## Stationery 2

This stationery design is a bolder, more graphic design direction, which creates balance between the larger UW brand and HCDE's specific typographic and design principles.
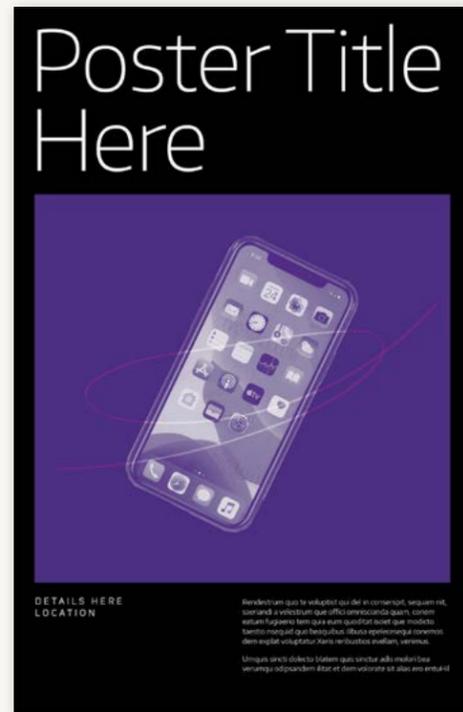
# Templates
## Marketing

Marketing templates, including posters, brochures, e-vites, presentations have been created for the department's use.

These templates incorporated the refined typography, color palette and layouts designed specifically for the department.
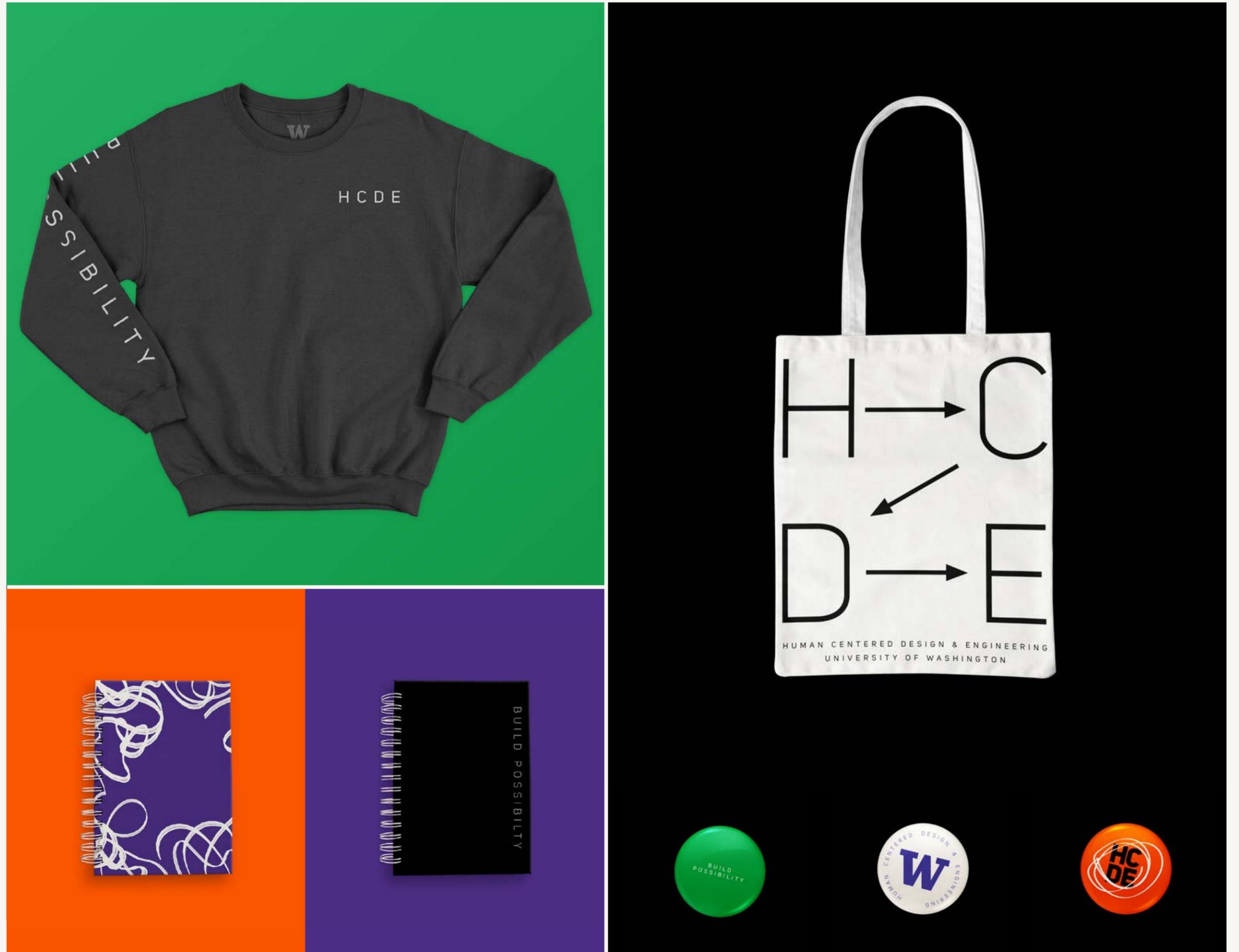
While the official University templates will still be used in certain cases, these new templates allow the department to carve out it's distinct identity within the University system.

# Templates
## Merchandise

The brand team sees merchandise as an exciting opportunity for the department to express its identity in endlessly engaging and fun ways.

Here we have shown examples of the ways the various brand elements of type, color, graphics and layout can be used and remixed to express HCDE's personality and messaging.

# 06 CONCEPTS

— **SOCIAL MEDIA**

— **PROGRAMMING**

# Concepts
## Social Media

HCDE's social media provides an ever-evolving opportunity to engage with and educate the broader public about the department's activity, values and approach.

Based on feedback from within the department, at UW, and from the larger community, two concepts have been developed which are aimed at addressing themes the department can improve upon.
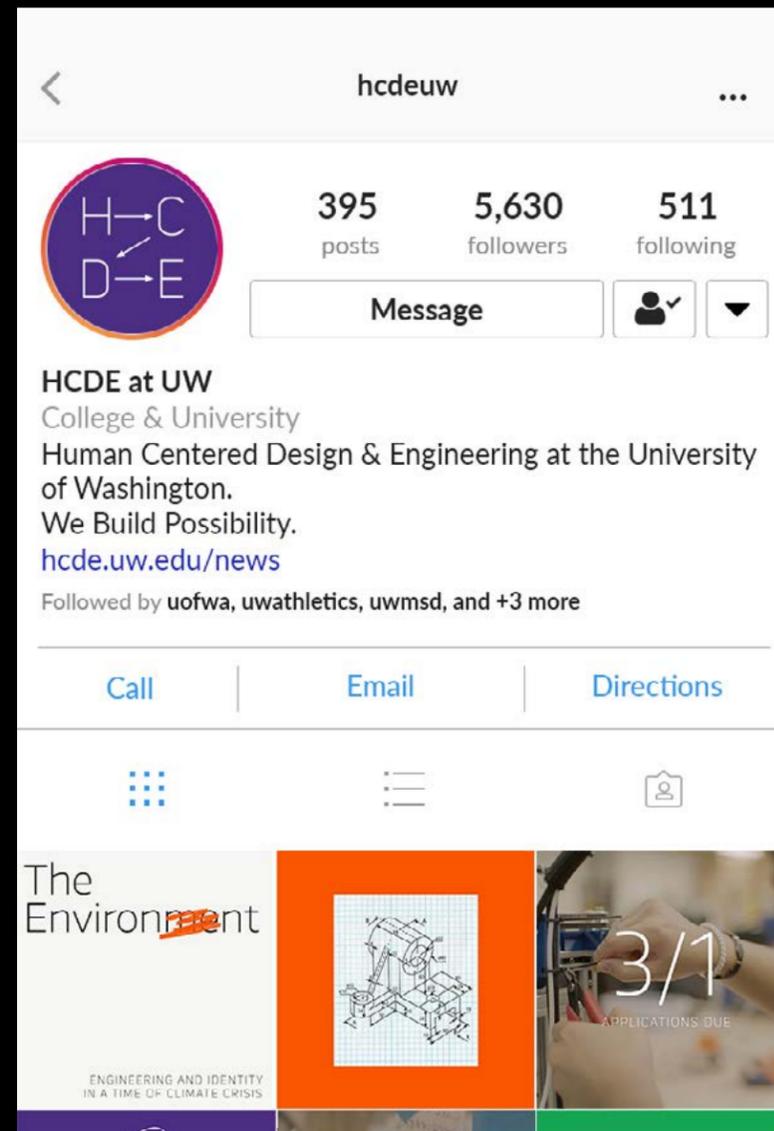
In addition to the post content, social media also provides an ideal space for HCDE to implement its refreshed visual identity.

When curating the feed, a mixture of striking, high quality imagery should be balanced with informative graphics and engaging collages. Because of the ephemeral nature of much of this content, this is truly a space to be creative.

INSTAGRAM BIO AREA IS A GREAT WAY TO SET HCDE'S TONE

*MOCKUP OF POTENTIAL LOOK AND FEEL OF BIO/PROFILE PICTURE,
NOT FINAL COPY OR IMAGERY

A MIXTURE OF BOLD GRAPHIC POSTS WITH HIGH QUALITY IMAGES
WILL HELP TO CONVEY THE PROFESSIONAL, DYNAMIC CHARACTER
OF THE DEPARTMENT.

# Concepts
## Social Media

### CONCEPT 1
### "#BUILD POSSIBILITY"

This type of post allows the department to introduce and consistently echo the department's tagline/motto "Build Possibility."

These posts highlight HCDE's commitment to human-centered design and engineering, from the far past to recent and current department work.

Much, if not most content already being pushed to social media, can fall within this category. The key will be to set up the caption and narrative around how the work of the department focus on how the work has expanded, refined, improved or created possibility for people.

These posts may feature a quotation or image. Visually they only need to include the #buildpossibility at the end.

### EXAMPLE: HISTORY AND DEPARTMENT STRUCTURE



HCDE's evening program began in 1988. Run through the University of Washington Extension Program, the program allows science and engineering professionals to earn a Certificate in Technical Writing and Editing. The certificate program continues to serve working professionals today. #buildpossibility
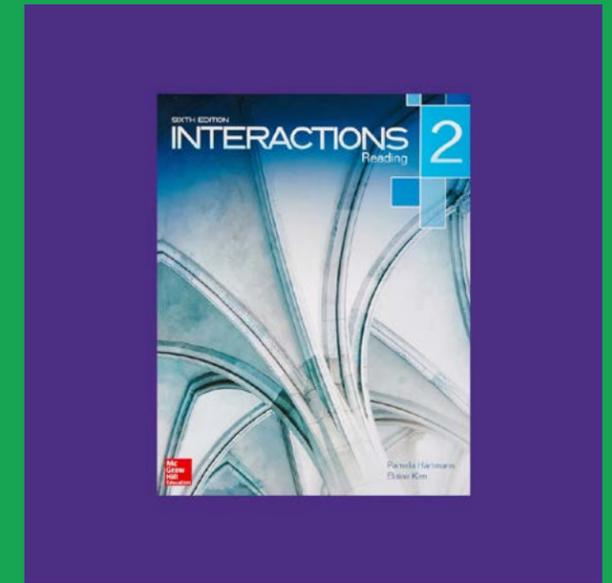
### EXAMPLE: FACULTY WORK AND RESEARCH



"With every pound of leftover food recovered, we are creating on average 1.2 meals. A warm meal is a critical element in helping restore human dignity."

— IRINI SPYRIDAKIS

"If food waste were a country, it would rank third in greenhouse gas emissions after the U.S. and China." HCDE faculty member Irini Spyridakis' Meal Matchup project is addressing a multi-system smart city challenge by feeding the food-insecure, reducing greenhouse gas emissions, and reducing social and economic costs caused by food waste. To read more about the project and the history of food recovery, click the link in our bio. #buildpossibility

### EXAMPLE: DEPARTMENT PROGRAMS AND OUTREACH



Every year, HCDE organizes STEM outreach efforts for K-12 audiences. Elena Agapie, PhD student in Human Centered Design & Engineering, and Senior Lecturer Andrew Davidson summarized the value of this outreach in Interactions Magazine: "This type of initiative can empower undergraduate students to serve as role models to younger students, to better understand their own field, and to learn how to communicate to all audiences." To learn more about HCDE's outreach programs, click the link in our bio. #buildpossibility

# Concepts
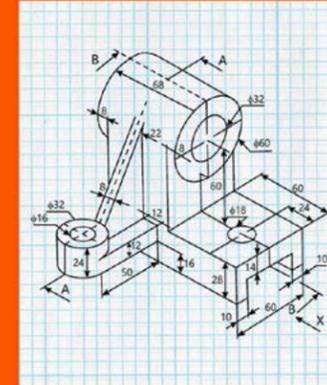## Social Media

### CONCEPT 2
### "SKETCH TO REALITY"

This social media content concept allows the department to highlight HCDE's process-focused approach. Regularly including these spotlight posts will allow the department to direct the narrative of what the department cares about, and will create an easily digestible snapshot of the breadth of HCDE's work.

These posts will show the steps a student, group, or faculty member took to work from concept to reality.

Each post should contain a minimum of 2 images/slides. These posts can begin with either a hand-drawn sketch or rudimentary design OR a finished product, whichever is more evocative and interesting to see and representative of the work, as well as what can create balance and contrast in relation to what has previously been highlighted in the department's social media. The following images/videos should take the viewer on a journey through their process in a linear fashion, showing sketches, prototypes, user testing, and deployment.

### EXAMPLE:
### FORWARD PROGRESSION

This approach is best for work with great sketches and process photos.
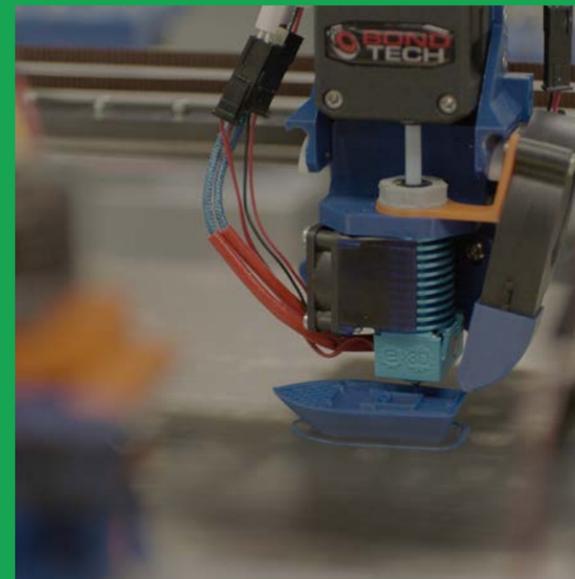


Begin post with interesting early sketches, nicely and organically presented for viewer.



Follow with insightful images and graphics of the process towards the final product.

### EXAMPLE 2:
### BACKWARD PROGRESSION

This approach is best for projects with impressive or striking final products.



Begin post with high quality photograph or graphic of final product/output.



Follow with behind the scenes images including sketches and photographs, and quotations.

# Concepts
## Programming

Based on the brand team's research and feedback the department has received since its review, these two programmatic concepts aim to bolster community across the department, increase visibility and understanding of the department, and create supplementary learning opportunities outside of the regular coursework.

## Programming Concept #1
### Technical Workshops



Learn the fundamentals and expert tips in technologies, with discussions around contextual and meaningful applications.

Based on student feedback looking for more technical training, this programming concept gives space for extended learning, without disrupting the existing curriculum. Combining a lecture with the technical workshop allows the lecturer to present their work and, while the workshop may only allow for a small number of participants, the lecture will engage the broader UW community.

EXAMPLE

Envisioning Alternate Universes: Learn to design human-centered spaces in Photoshop with Landscape Architect Sara Zewde.

Day 1: Presentation/lecture, open to public

Day 1: Workshop with technical instruction

Day 2: Workshop with technical instruction

Presentation by participants of work created and skills obtained

# Concepts
## Programming

## Programming Concept #2
### Interdisciplinary Panels



Drawing in specialists from various fields to discuss their understandings and expertise regarding pertinent technology and design movements and topics.

Based on feedback looking for clarity around the work of the department, as well as for greater opportunity to engage with the department given its small capacity for enrollment, panel discussions provide a way to expand the department's reach.

Panel discussions around one topic discussed through the lens of various professional, educational and lived backgrounds. This format allows a wide variety of experts, from faculty and staff to community members and students, to participate in an interdisciplinary discussion. This concept provides opportunities to invite members from other departments, colleges and the community to participate.

EXAMPLE

How does Social Media affect our mental health?

Possible panel participants:

—HCDE Professor (UX Design)
—Psychology Professor
—Social Media Manager

# 07 INTERIORS

— **HALLWAY**

— **LOUNGE**

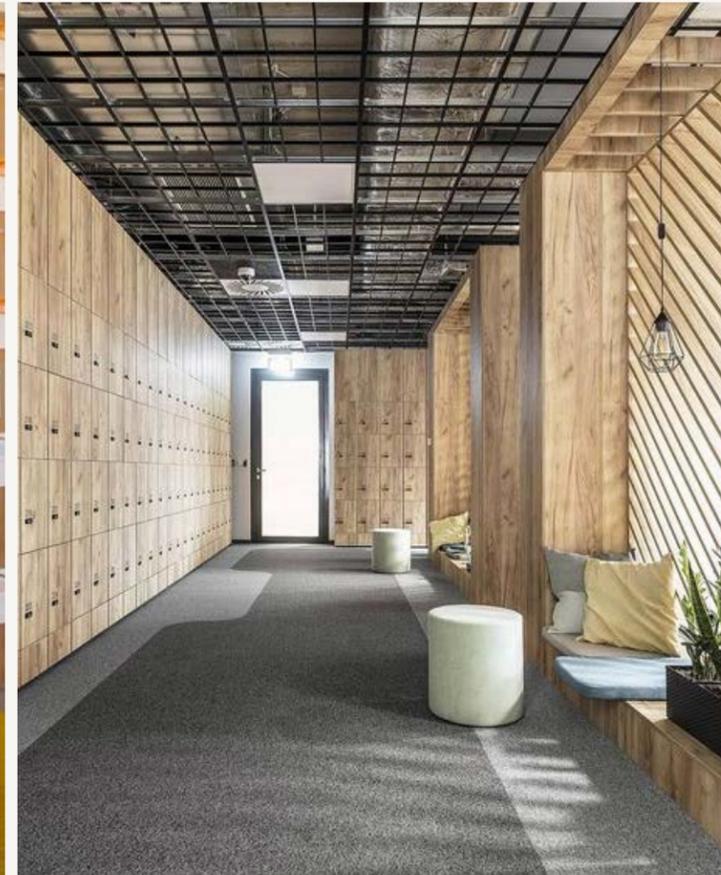— **ENVIRONMENTAL GRAPHIC DESIGN**

# Interiors
## Hallway

### MOODBOARD : HALLWAY

The halls of Sieg are the primary place where people informally gather, interact, and share information about the department. For these purposes, the hallway should be a flexible and inviting space for HCDE.

The brand team recommends bringing the balance of natural and human-made design elements established in the department's visual identity into its interior design. Natural, welcoming materials, such as wood, cork, and soft seating will help to make the hallway inviting and calm, while pops of tech-leaning colors and materials, will celebrate HCDE's inventive, active energy.

Recommendations for this space:

— flexible, varied seating options
—dedicated announcement spaces
—additional wayfinding
—introduce natural, inviting materials
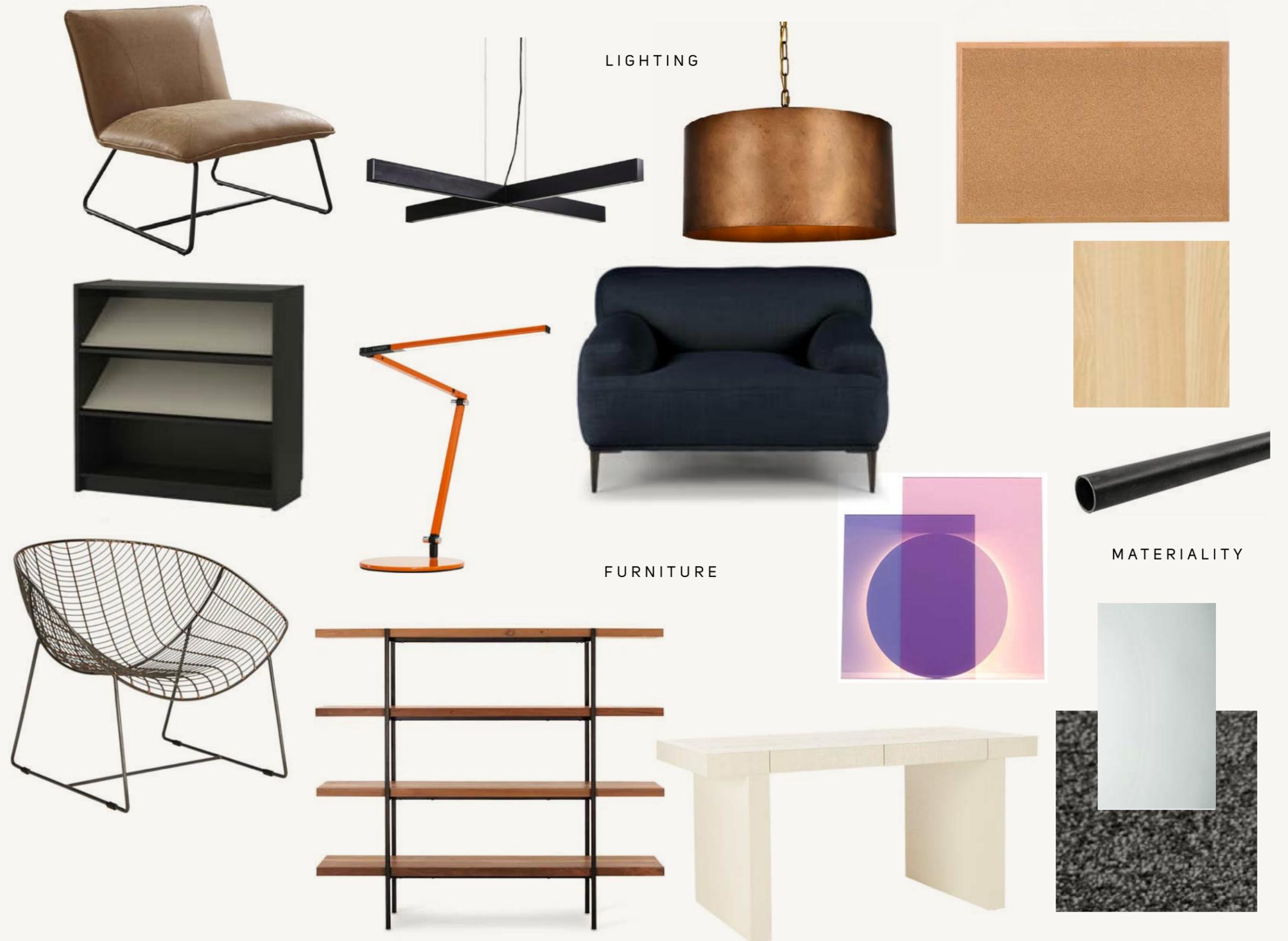—add pops of color in limited, effective areas



ENGAGING AND WELCOMING SPACE



BOLD MOMENTS

# Interiors
## Hallway

### VISION

The hallway is a highly practical and high-traffic space. A neutral palette and functional layout are priority for this space.

A monochromatic palette and open/see-though furniture will help to make this space feel as spacious as possible. Pops of color can add energy to the space through accent furniture, lighting, and environmental graphics.

LIGHTING

FURNITURE

MATERIALITY

# Interiors
## Hallway

### ELEVATION

Based on feedback from the department, the following design works to imagine possible design solutions for the HCDE hallway.

Creating clear areas for different activities maximize the hallway's functionality, while mixtures of sleek and natural materials make the space both welcoming and striking.





**01**
An official announcements area creates a clean and central place for students, staff and faculty to notify one another.

**02**
A display area for featured work by the department. Placing graphics on the wall allows the space to remain engaging even when work isn't posted.

**03**
Practical and existing areas including white boards and work counters ensure the hallway remains functional for working.

**04**
Tall bookshelves can create cozier, quieter spaces within the hallway, while brand messaging can add intrigue.

**34**

# Interiors
# Lounge

## MOODBOARD

The HCDE lounge is another important communal space for the department. The Lounge is a space for relaxing and informally meeting. This space should feel like a home away from home for those in the department.

The brand team recommends that this space:

—take advantage of the natural light received by positioning seating along the windows

— provide multiple seating options for a variety of needs

— Include a dedicated space for physical objects such as books and prototypes, as well as displays for upcoming events created and led by those in the department, providing a way to increase awareness, pride and community among HCDE members.

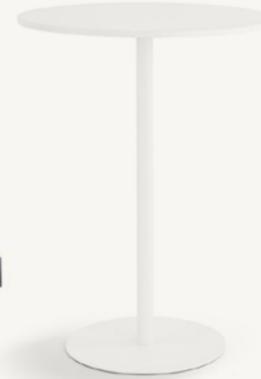

COZY, RELAXING SPACE

# Interiors
## Lounge

### VISION

The Lounge scheme features materials which evoke building, both natural and human-made, from leather, canvas, concrete and steel, to wood and tempered glass.

A mix of strong angles with rounded shapes will echo the balance of concrete and fluid thinking infused into all of HCDE's brand touch points. Furniture with legs and a sense of openness will make the space inviting, while robust materials like steel and concrete will reinforce the room with strength and grit.

Take advantage of the room's high ceilings by placing large art, which will add visual interest and texture, to the walls. A variety of works which evoke contemplation and exploration, as well as nod to the purple/orange/green palette, are encouraged.
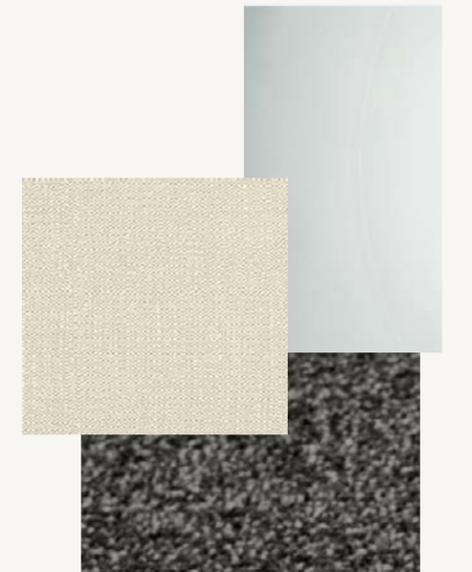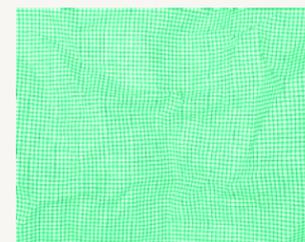
FURNITURE

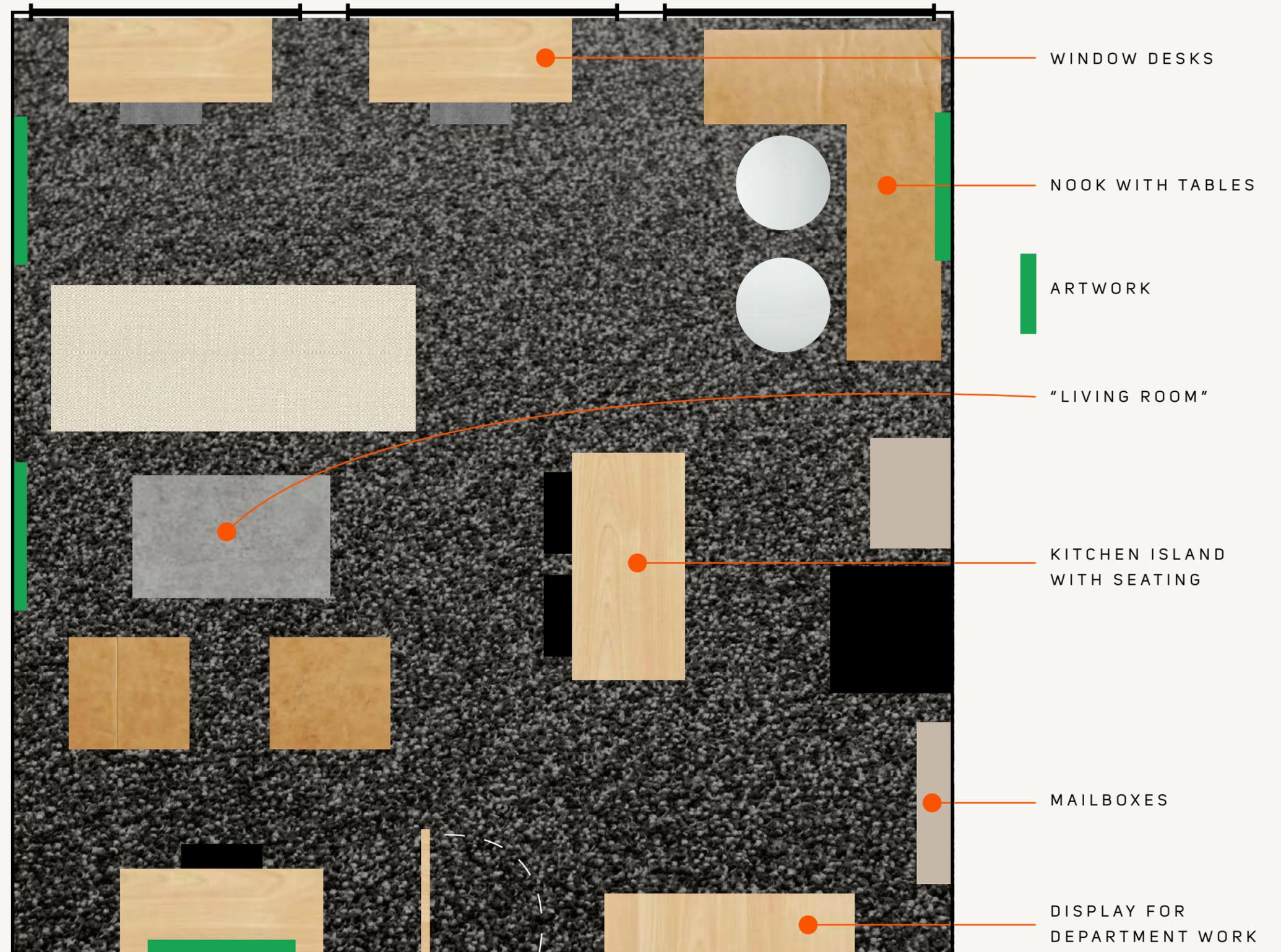MATERIALITY

ART WORK

# Interiors
## Lounge

### PLAN

The lounge space has been redesigned to create distinct and various seating areas for relaxing, gathering, eating, and working.

A large bookcase intended to house prototypes and publications by the department will get ample visibility if positioned by the door and mailboxes.

Adding a small island to the kitchen area will add a new informal gathering space as well as additional seating.

Adding seating by the windows takes advantage of the views outside, and a variety of communal and more isolated seating areas give options to all those utilizing this room.

WINDOW DESKS

NOOK WITH TABLES

ARTWORK

"LIVING ROOM"

KITCHEN ISLAND WITH SEATING

MAILBOXES

DISPLAY FOR DEPARTMENT WORK
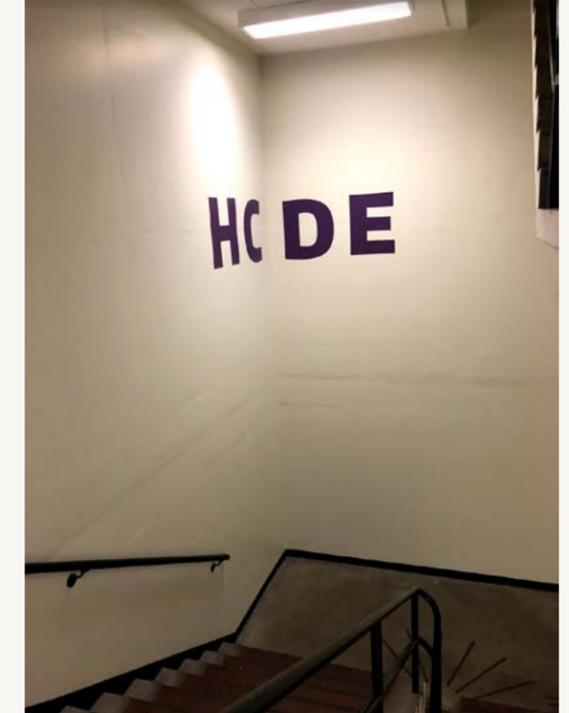
# Interiors
## Environmental Graphic Design

Environmental Graphic Wayfinding will improve navigation of HCDE's spaces, and provide an opportunity to make an immediate impact on visitors, students, faculty and staff's impression of the department's spaces.

While printed vinyl or painted graphics will suffice, the brand team sees an opportunity to make an even larger impact by investing in three-dimensional installations.
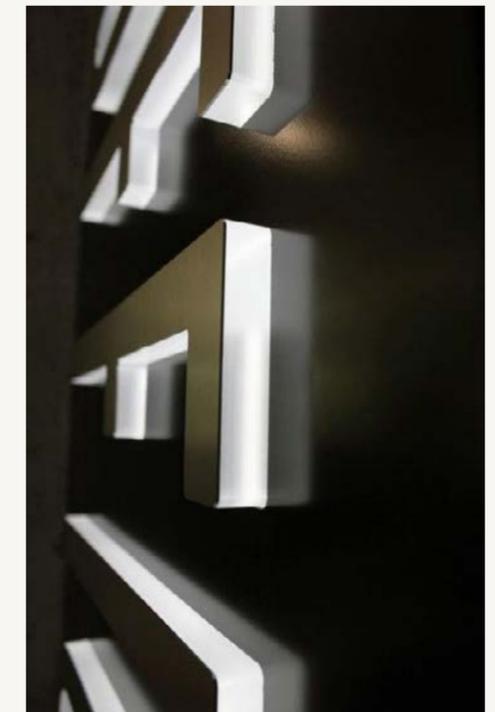
FLOOR 4, MAIN OFFICE ENTRANCE

FLOOR 4, ALTERNATE ENTRANCE

STAIRWELL: FLOOR 3 TO 4







Three key areas within Sieg have been identified as potential areas for new environmental graphics and wayfinding.







Examples of wayfinding environmental graphics utilizing various layouts, scales, materials, and colors in both 2D and 3D.
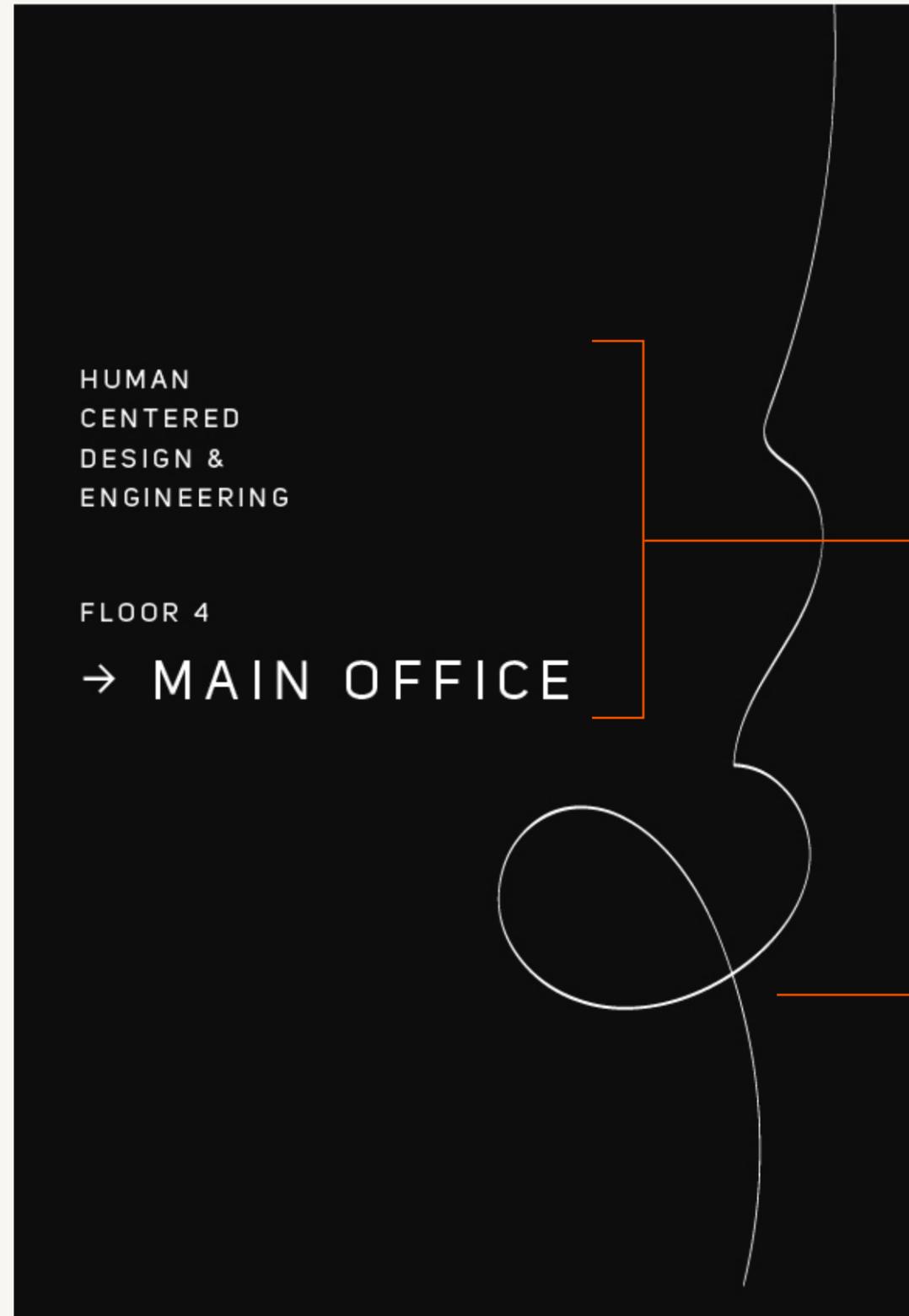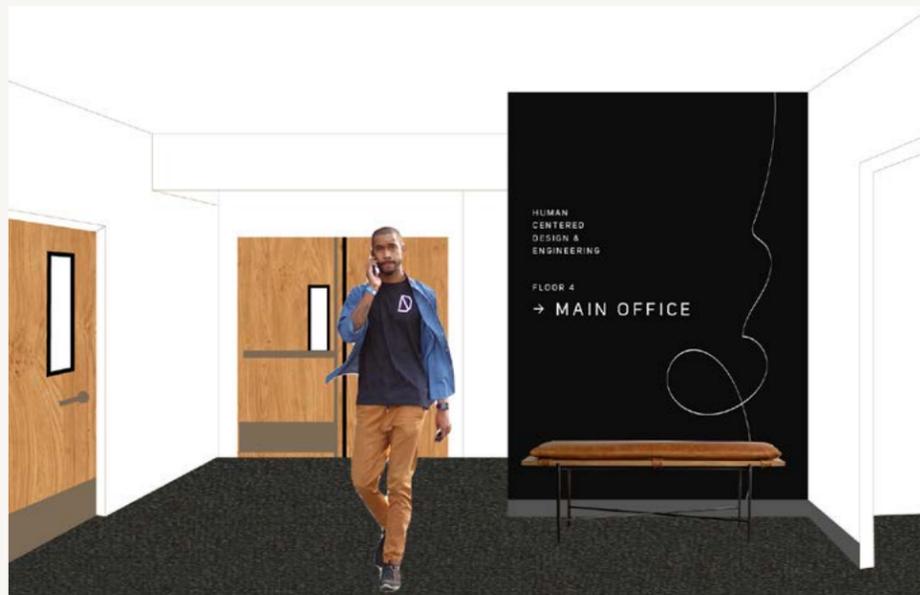
# Interiors
## Environmental Graphic Design

**MAIN ENTRANCE OPTION 1**

This design introduces the hand-drawn graphics which are an important part of the HCDE brand identity.
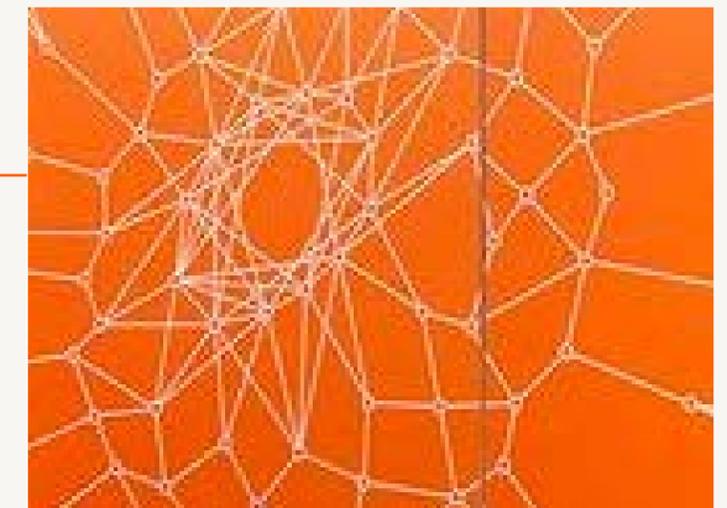
The black background creates contrast within the white hallway. Dimensional type goes a long way to add elevation to the design.



HUMAN
CENTERED
DESIGN &
ENGINEERING

FLOOR 4

→ MAIN OFFICE

**DIMENSIONAL TYPE**



**FLAT PRINTED GRAPHIC**

# Interiors
## Environmental Graphic Design

### MAIN ENTRANCE DESIGN OPTION 2

This design balances human-design with natural elements with a combination of metal and wood materials.

A metal sheet with printed type sits atop a welcoming wood panel. A large "4" is cut out, adding dimension while also serving a helpful location function.





HUMAN CENTERED DESIGN & ENGINEERING

→ MAIN OFFICE

4

**WOOD BACKGROUND**



**METAL CUT OUT**



40

# THANK YOU

— CONTACT

LEAH E. PISTORIOUS
HCDE COMMUNICATIONS MANAGER
LEPISTO@UW.EDU