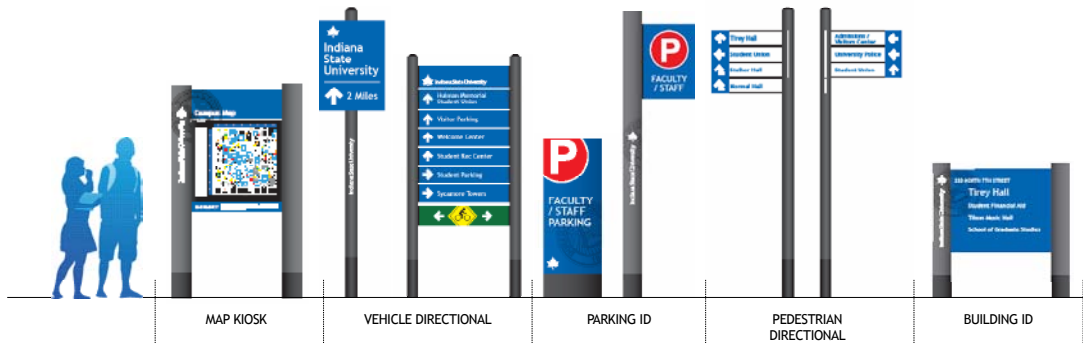


# INDIANA STATE UNIVERSITY WAYFINDING



RATIO



In 2009, Indiana State University selected RATIO to create a new campus master plan to address a number of issues critical to campus development over the next 20 years. RATIO team members interviewed more than 60 deans, staff, students, vice presidents and other faculty members in order to arrive at a consensus about the University's most pressing needs. One of the needs identified was a need to implement improvements in campus traffic patterns, particularly for first-time visitors.

As a result of these findings, Indiana State University asked RATIO to design a proposed wayfinding package that outlined improvements to vehicular, pedestrian, gateway and campus building signage. The proposed signage panels and graphics are easily changeable, offering the university the ability to accommodate future campus growth without added expense. In addition, each sign was designed to clearly communicate with new and returning campus visitors and still reflect Indiana State's brand.

**Indiana State University**  
Terre Haute, IN

YEAR: **2009**

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