Category: **Wayfinding**

**Project:** **University of Bedfordshire**

What was the challenge?

The University of Bedfordshire needed to improve the internal campus environments to create a sense of place and belonging and reflect its key messages and personality.

Spread over two campuses and with numerous different faculties and schools, we needed to come up with a consistent graphic intervention to tie the estate together and bring a clear sense of place.

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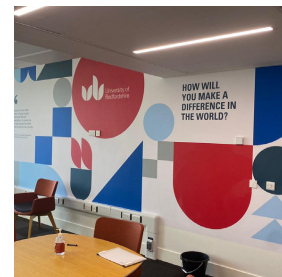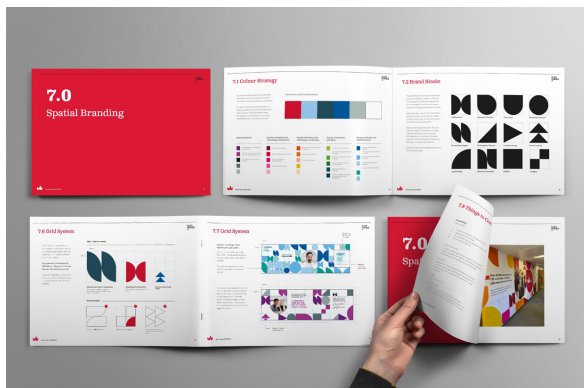
What was the solution?

We provided innovative ideas, producing concepts, design and artwork and a wayfinding toolkit, to give the University dynamic and inspiring internal zones with plenty of personality.

The project was delivered in three phases.

1. We created a series of university-branded "welcome" spaces (key internal entrance points and shared spaces) within campus buildings, thinking particularly about how to be inclusive to all users.

2. Then, using colour psychology and working closely with the recruitment, outreach, admissions and marketing teams, we devised rationalised colour palettes to create a series of tonally-infused spaces that conveyed each faculty's voice.

3. Phase three was informed by user engagement and focused on creating a series of community spaces that display student & graduate success stories and diversity values.

The physical branding can be adapted as the functionality of the spaces change while maintaining a coherent application of the brand elements.

What was the effect?

The scheme uses a unique combination of colours to demarcate areas through a fusion of geometric shapes. By introducing the new spatial design principles into the built environment consistently, the art underpins and enhances the university's values.

The branding interventions create spaces that encourage "the water cooler" phenomenon to happen: when students, staff and visitors spontaneously interact with each other informally they come into contact with other ideas and perspectives, leading to the "cross-fertilisation" of ideas. It all helps to challenge a student's own thinking, so they grow into more considered individuals, and is something which the university is keen to encourage.