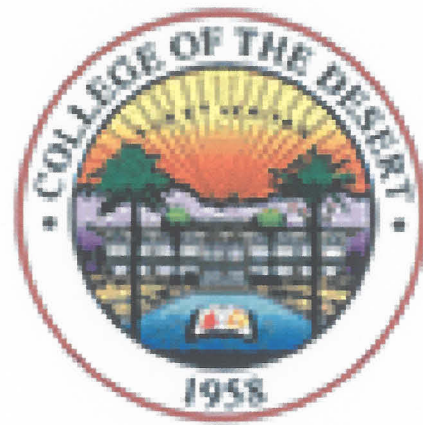


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CURRENT IDENTITY



CURRENT LOGO



ENTRANCE MONUMENT ROCKS



LOW WALL IDENTITY

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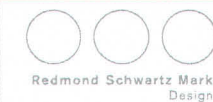
EXISTING CONDITIONS

PEDESTRIAN WAY FINDING



NEED FOR NEW COHESIVE DIRECTIONAL SYSTEM THROUGHOUT CAMPUS

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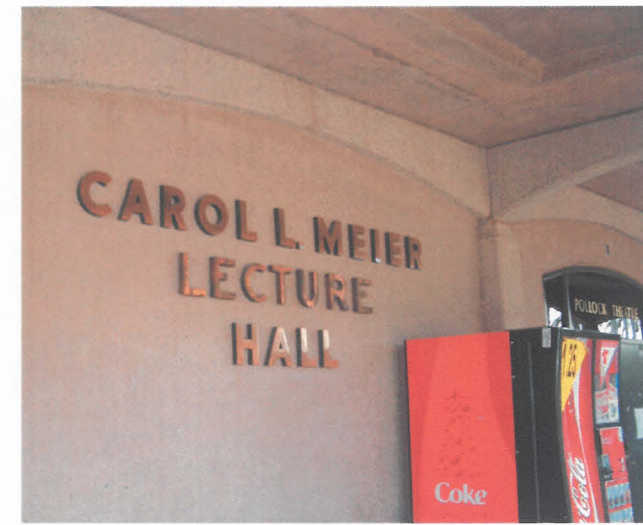
EXISTING CONDITIONS

CURRENT PLAQUE SYSTEM



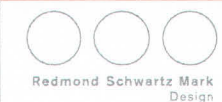
EXISTING CONDITIONS

BUILDING IDENTITY GRAPHICS



INTEGRITY OF IDENTITY COMPROMISED BY OBSTRUCTIONS

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EXISTING CONDITIONS

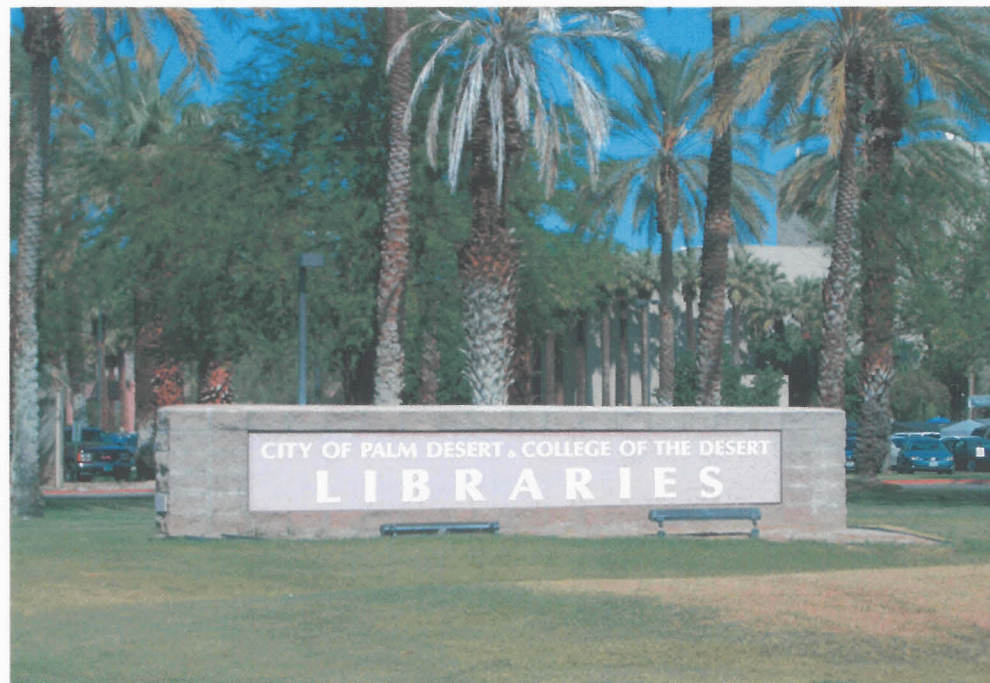
BUILDING IDENTITY GRAPHICS



LACK OF CONSISTENT SYSTEM MAKES SPACE UNRELATED

EXISTING CONDITIONS

VEHICULAR SCALED MONUMENT IDENTITIES



LACK OF CONTRAST MAKES MONUMENTS DIFFICULT TO READ

EXISTING CONDITIONS

REGULATORY SIGNS



SIGNS IN NEED OF A CONSISTENT PROGRAM

EXISTING CONDITIONS

CURRENT PAVING



PAVING TO HELP SUPPORT WAYFINDING

EXISTING CONDITIONS

OTHER FORMS OF SIGNAGE



EXISTING CONDITIONS

CAMPUS ART PROGRAM



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COACHELLA VALLEY
ARCHITECTURAL HISTORY

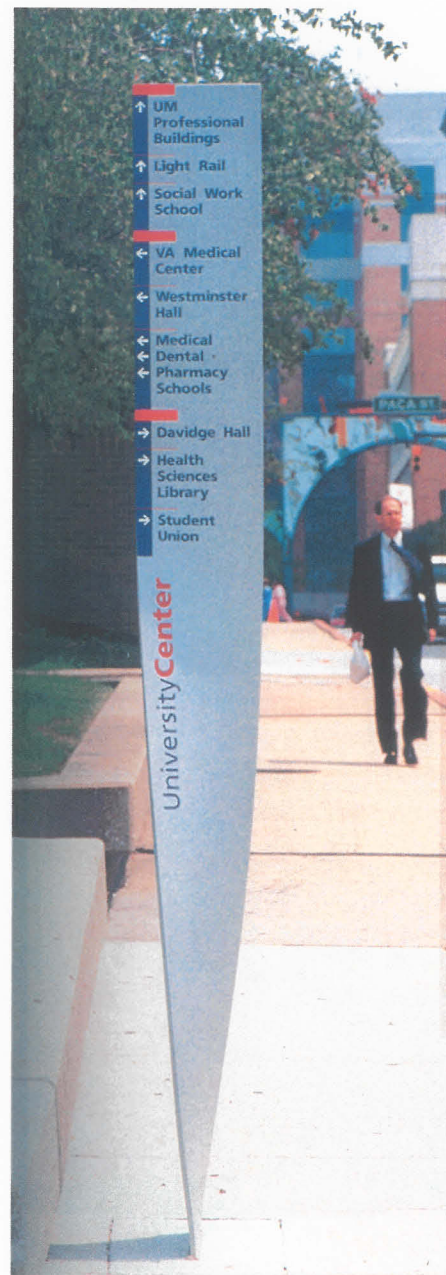
LEGACY STUDENT LIFE
INTEGRITY
DATE PALM PAST

IDENTITY

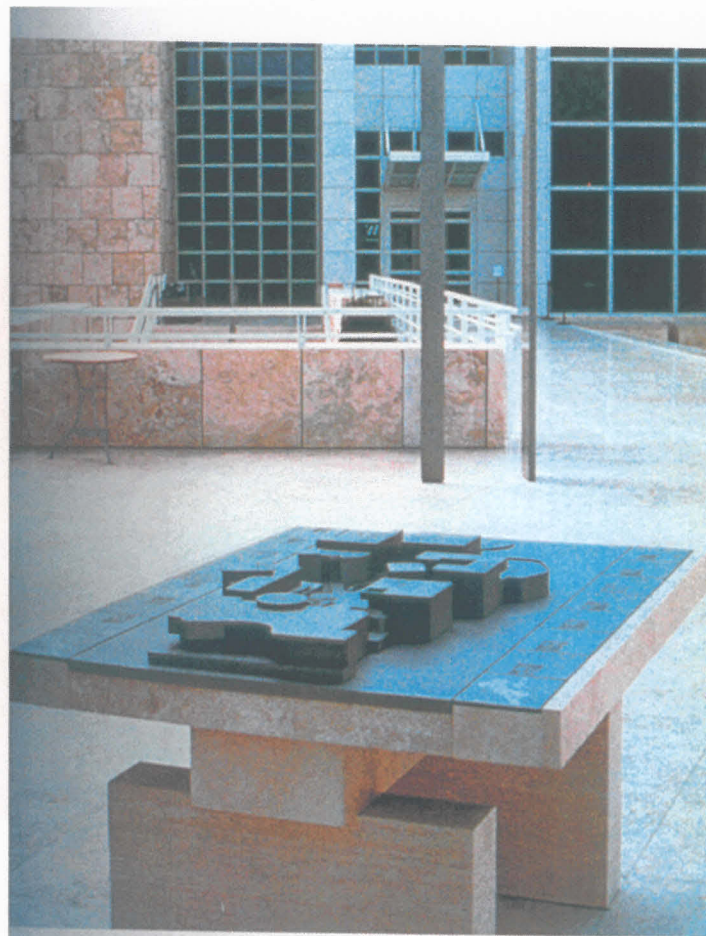
WAYFINDING PRESCEDENTS



WAYFINDING PRESCENDENTS



WAYFINDING PRESCENDENTS



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THE FUTURE BELONGS TO THOSE WHO
BELIEVE IN THE BEAUTY OF THEIR DREAMS.

ELEANOR ROOSEVELT