



UNIVERSITY *of* WASHINGTON



Integrated Marketing Solutions for
HUSKY STADIUM





About the University of Washington

The Husky Stadium is owned by and located on the campus of The University of Washington. The University of Washington was founded in 1861 and is a public research university located in Seattle, Washington. The UW is the largest university in the northwest.

About Husky Stadium

The Husky Stadium is a well-known football stadium that was built in 1920. The stadium is known for its unique U-shape and scenic view of Lake Washington and the Cascade Mountains. The stadium hosts the Husky football home games, track and field events and the annual University of Washington Commencements.



Current Problem with Husky Stadium

Although the Husky Stadium may be one of the best and most historic college football stadiums, the signage and entrances have an appearance that is dated.

Opportunity

The Husky Stadium's signage is very dated, so remodeling the signs would give them a more modern and appealing look. This allows opportunity to have a more cohesive look that would work well with the shape and colors in the stadium.

Solution

The solution for the signage and other material is to make them all have a consistent look. Making the signs and pieces modern with a sports related feel will help compliment the stadiums shape and bring more soul into the Husky football games. Using the University of Washington's purple and gold colors will help bring the well-known Husky pride to the stadium.



University of Washington Standards

The University of Washington has rules set for all signage and printed material initiated by President Emmert of the UW.

The logo of the University of Washington Huskies is this W on the right.

The Font that is most commonly used is Arial for signage and the primary serif font is Goudy.

The colors of the logo are as follows:



C = 0
M = 8
Y = 35
K = 10



C = 92
M = 87
Y = 26
K = 12



Current look

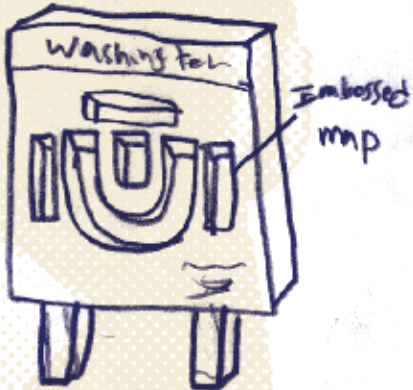
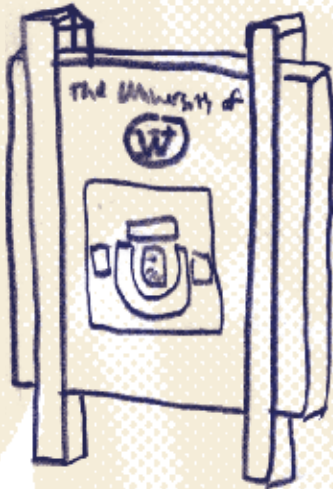


Inspiration



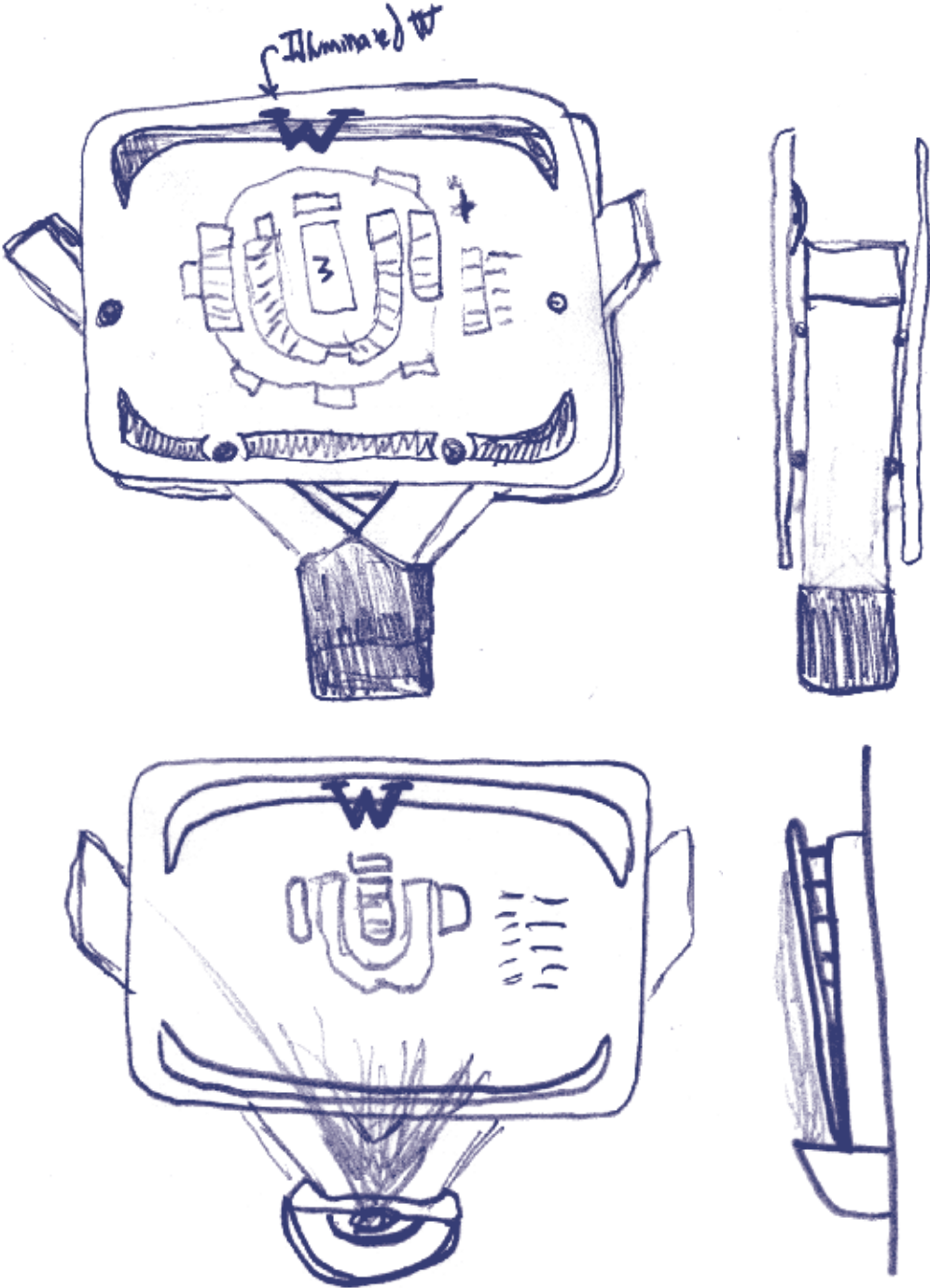
Conceptual Sketches of the “Wayfinding Map”

The wayfinding map at Husky Stadium helps attendees find their seat location. There is currently no Wayfinding Map in the Stadium.



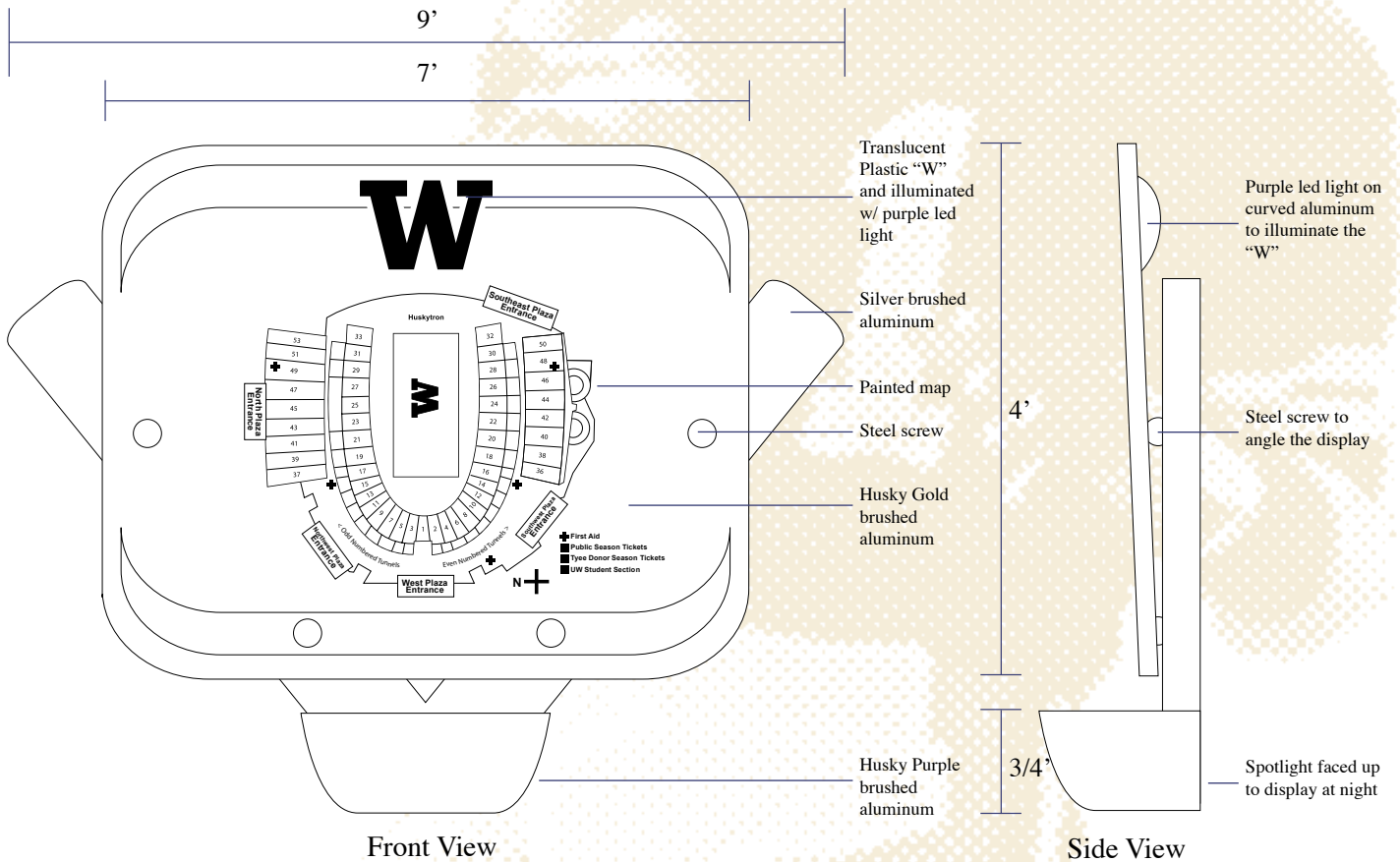
Conceptual Sketches of the "Wayfinding Map"

The Wayfinding Map is made to be legible within a 10 foot radius. The sign is also elevated for limited interruption.



Plan View of the “Wayfinding Map”

The Wayfinding Map is mounted on the walls of Husky Stadium. The sign includes brushed aluminum. There is a light mounted on the bottom to make the map visible in the dark. The Huskies “W” will be illuminated with a purple backlight.

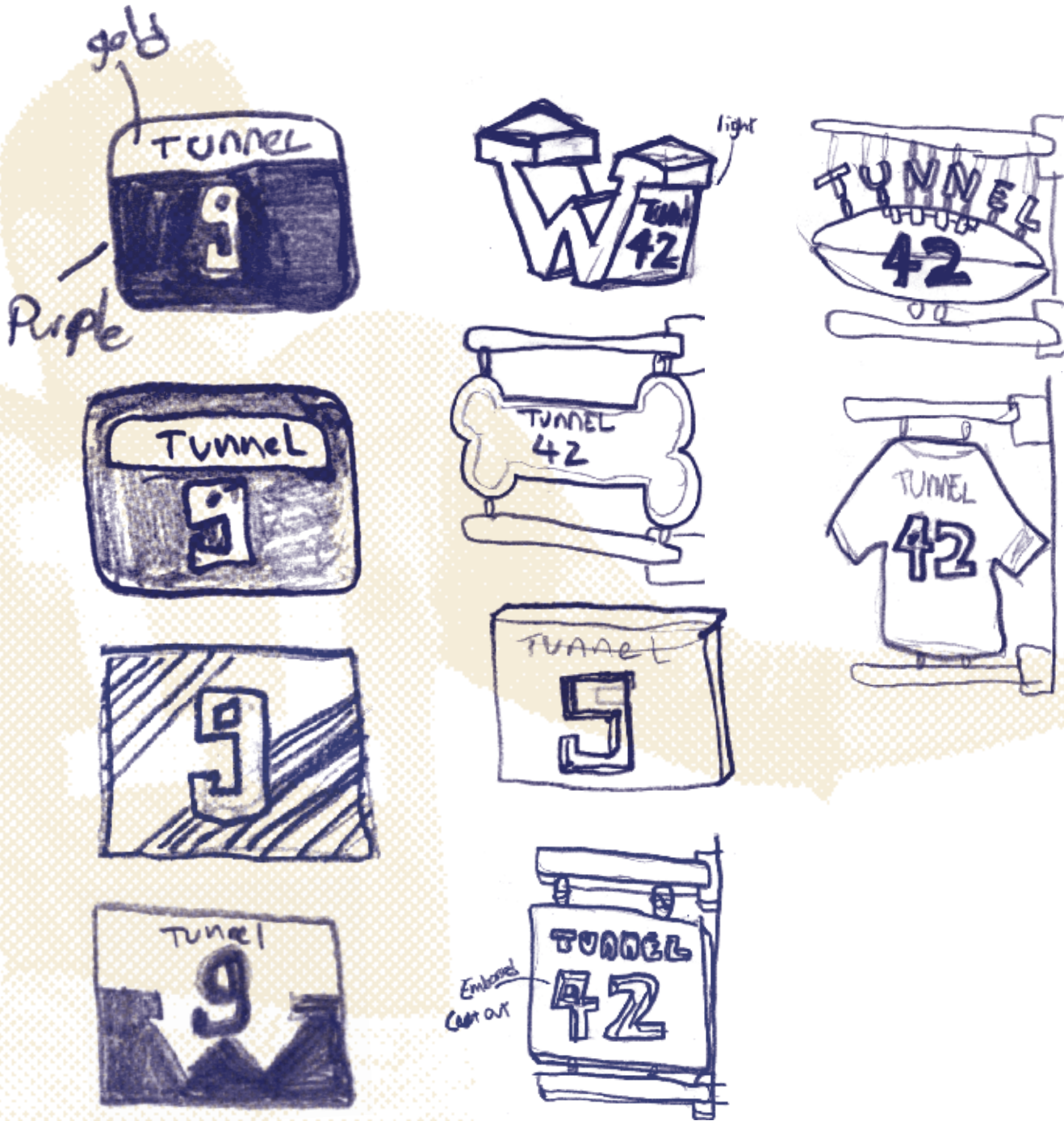


Simulation of the "Wayfinding Map"



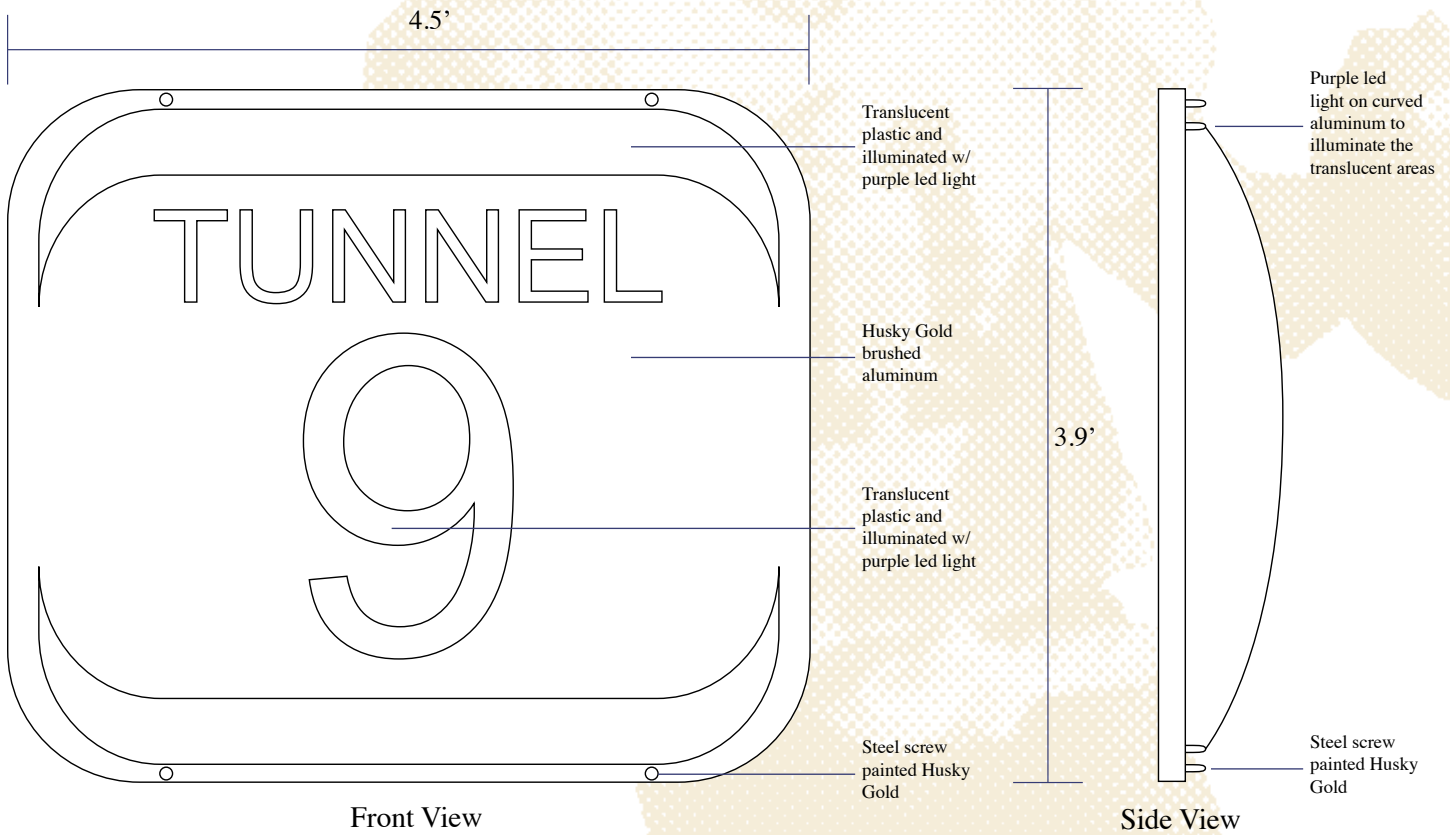
Conceptual Sketches of the "Tunnel Numbers"

The current tunnel signs are in above every entrance to find the seating. There are 53 tunnel signs in the stadium.



Plan View of the “Tunnel Numbers”

A plan view of the sign connects to the current display of the existing tunnel signs. The sign is illuminated in purple for night use.

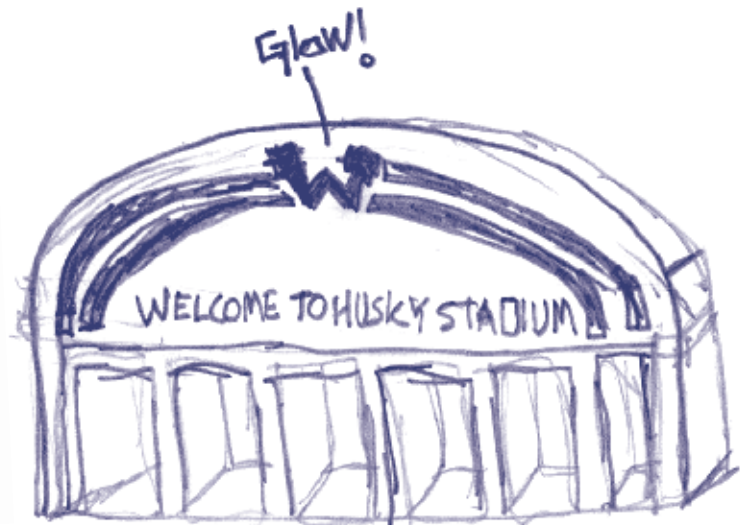


Simulation of the “Tunnel Numbers”



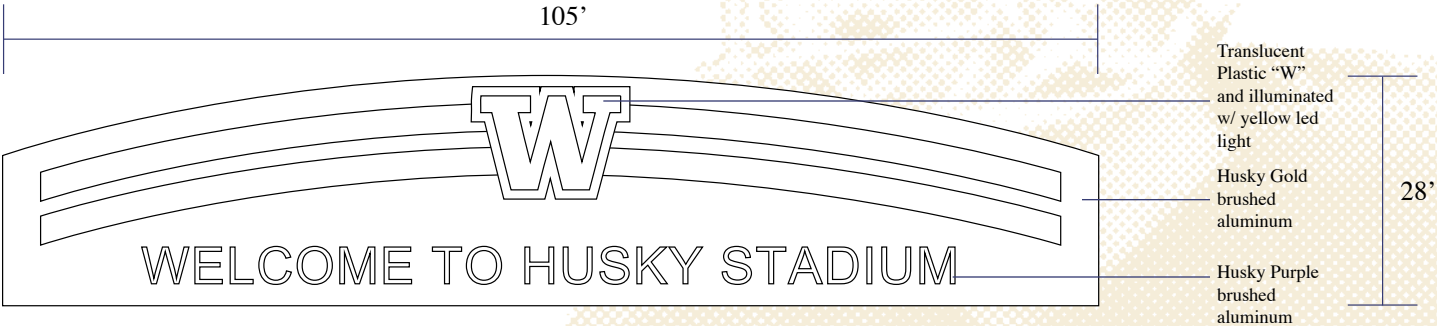
Conceptual Sketches of the "Ticket Entrance"

The current entrance to the Husky Stadium is a gate with no signage or decoration. Putting a sign that welcomes fans to the stadium gives a more welcoming feel when people enter.

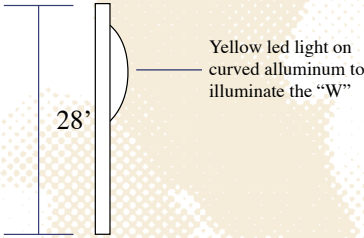


Plan View of the "Ticket Entrance"

The Ticket Entrance is the largest new sign and are located at 5 different entrances of the stadium.



Front View



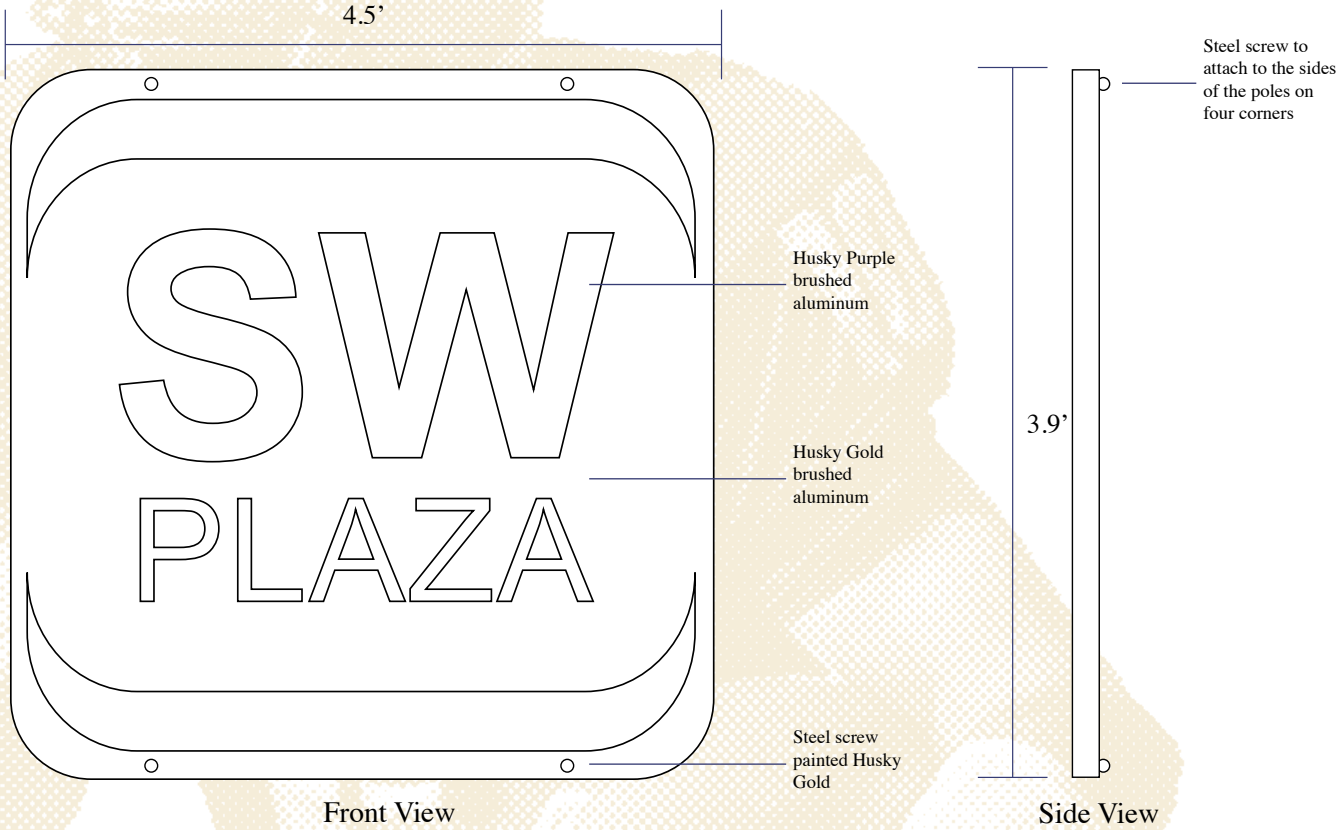
Side View

Simulation of the “Ticket Entrance”



Plan View of the "Plaza Corners"

The Husky stadium is host to sporting events and when the stadium is not being used, the area surrounding the stadium is a parking lot.

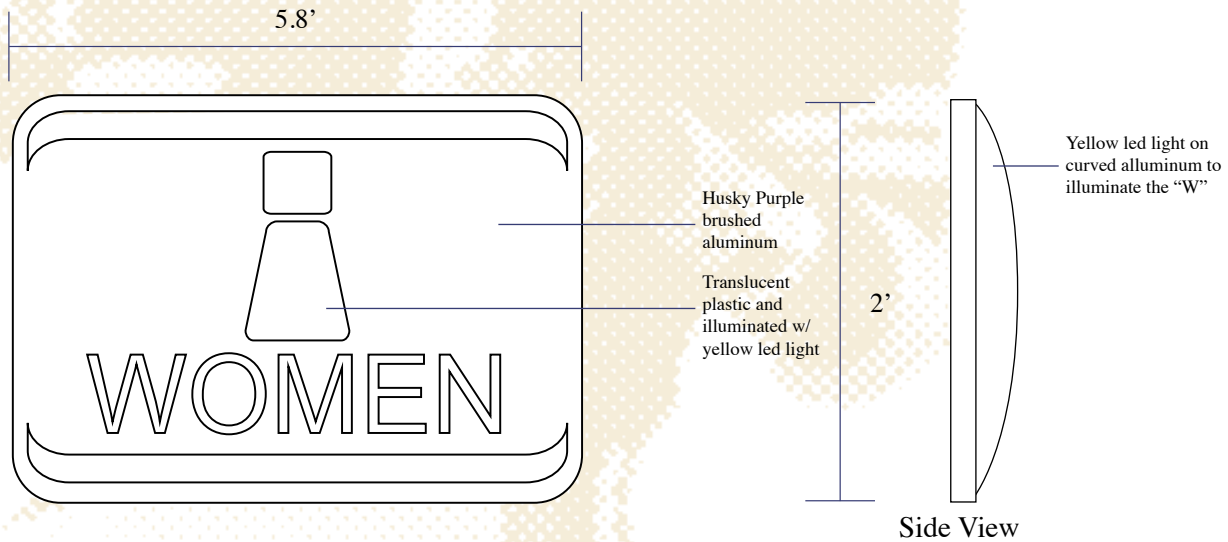
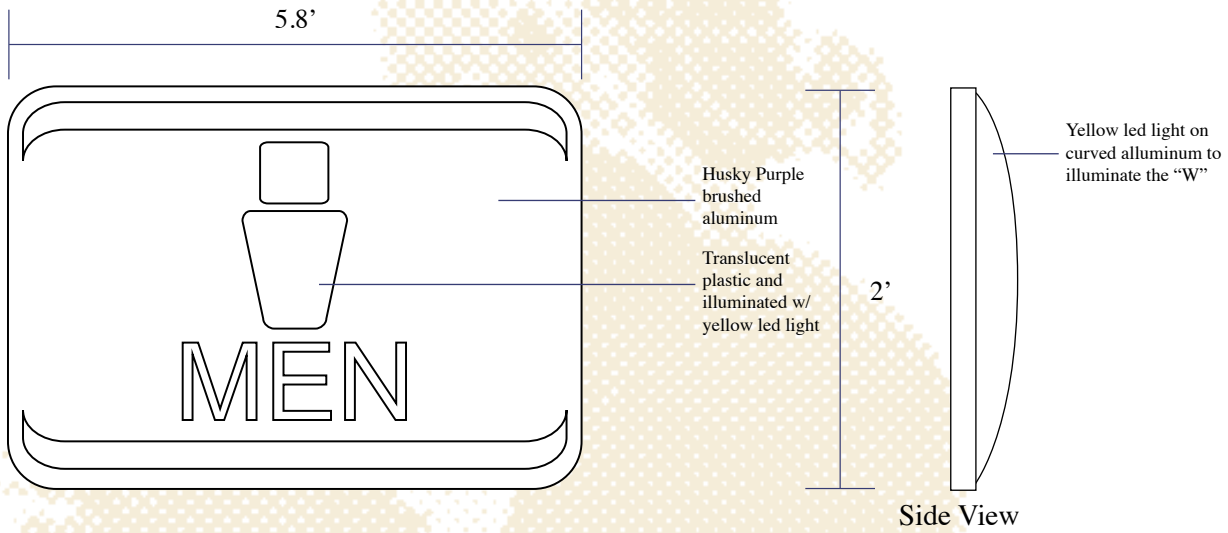


Simulation of the “Plaza Corners”



Plan View of the “Restroom Signs”

The restrooms at Husky Stadium look like the other signage but purple is the primary color. The men’s room has an image representing broad shoulders and the women’s room represents a skirt.



Simulation of the “Restroom Signs”



Simulation of the "Season Tickets"

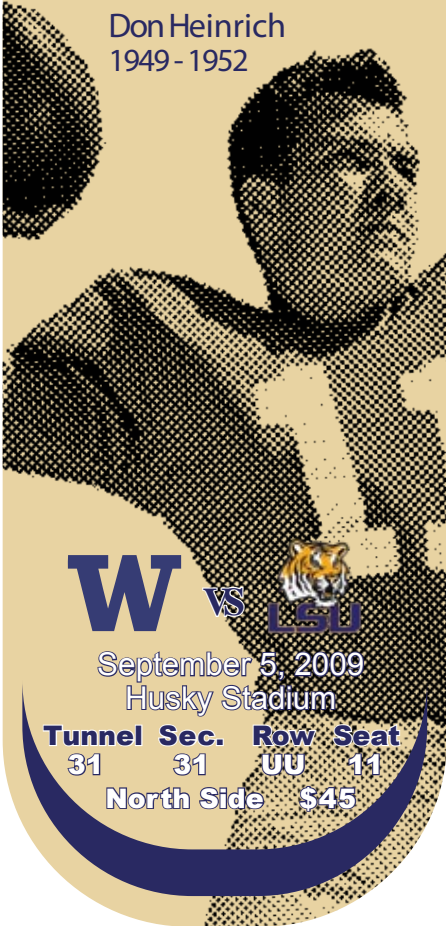
The Washington Huskies have 7 football games hosted at Husky Stadium. The colors and shapes of the tickets reflect the stadium's new signage. The theme for this year's tickets are halftone images of Husky football Quarterbacks throughout the years. The names of the players and years played are shown and are organized by the years they played.



Simulation of the "Season Tickets" Layout



Don Heinrich
1949 - 1952



W vs  **LSU**

September 5, 2009
Husky Stadium

Tunnel	Sec.	Row	Seat
31	31	UU	11
North Side		\$45	



Sonny Sixkiller
1970 - 1972



W vs  **I**

September 12, 2009
Husky Stadium

Tunnel	Sec.	Row	Seat
31	31	UU	11
North Side		\$45	



Warren Moon
1976 - 1977



W vs  **FS**

September 19, 2009
Husky Stadium

Tunnel	Sec.	Row	Seat
31	31	UU	11
North Side		\$45	



Chris Chandler
1986 - 1987



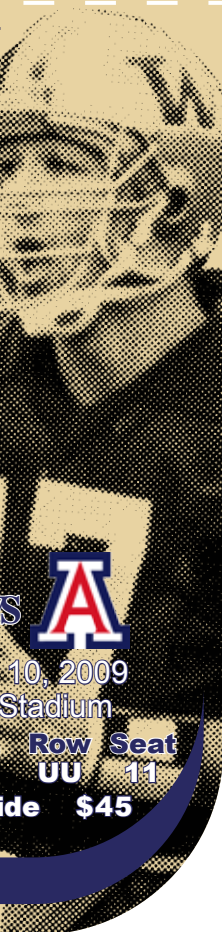
W vs  **W**

October
Husky Stadium

Tunnel	Sec.	Row	Seat
31	31	UU	11
North Side		\$45	



67890 E



10, 2009
Stadium

Row Seat
UU 11
Side \$45



0 12345 67890 E



Mark Brunell
1990 & 1992

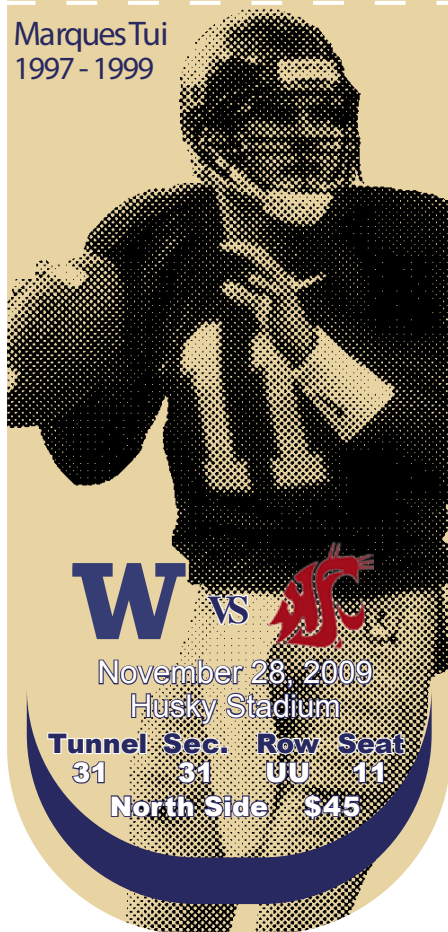


October 24, 2009
Husky Stadium

Tunnel Sec. Row Seat
31 31 UU 11
North Side \$45



0 12345 67890 E



Marques Tui
1997 - 1999

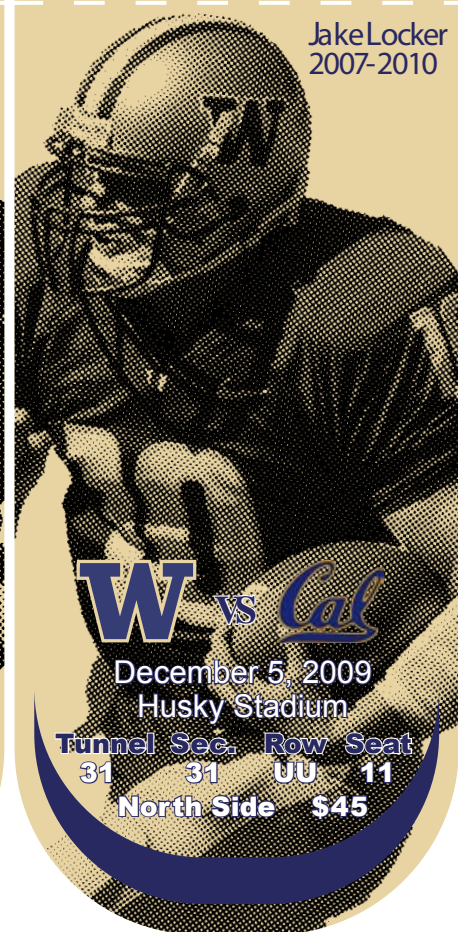


November 28, 2009
Husky Stadium

Tunnel Sec. Row Seat
31 31 UU 11
North Side \$45



0 12345 67890 E



Jake Locker
2007-2010



December 5, 2009
Husky Stadium

Tunnel Sec. Row Seat
31 31 UU 11
North Side \$45



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