

USU Botanical Center Signs

[<<< Back to Urban Design and Transportation](#)



USU Botanical Center Signs

Project Lead: David Anderson

Fast Facts

- **Year:** 2012
- **Client:** Kasville, Utah
- **Features:** Promotional signs, 20+ interpretive panels, various street banners, various directional signs, regulatory signs
- **Outcomes:** Improved circulation, increased awareness, improved information sharing, promotion of garden identity, promotion of local attractions
- **Status:** Complete
- **Project Size:** 100 acres
- **Project Scale:** Site
- **Impacts:** 125,000 people driving on I-15 each day view the sign, increased event attendance, increased visitation, information adoption, supports onsite demonstration

border: 0;0https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d12040.692193216952!2d-111.95142331051673!3d41.021469859515236!2m3!1f0!2f0!3f0!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x0%3A0x0!2zNDHCsDAXJzE3LjliTiAxMTHCsDU2JzMzLjciVw!5e0!3m2!1sen!2sus!4v1596130357242!5m2!1sen!2sus3703700allowfullscreenfalse

Project Summary

This project includes development of promotional, directional, interpretive, and regulatory signage at the USU

Botanical Center. An attractive, coordinated approach to consistent facility branding and identity was implemented for all signage types.

Project Description

A family of signage types has been developed for the USU Botanical Center. Included in this family are promotional, directional, interpretive, and regulatory signs. A large (18' high x 40' wide) promotional sign was designed, funded, and installed next to I-15. This sign raises awareness both of the Botanical Center and USU as it is viewed by 125,000 passing cars every day. The sign identifies and gives presence to USU in an invaluable way along the Wasatch Front.

Additional directional signs have been placed to get visitors from the freeway and other major roads as well as on-site wayfinding.

Numerous interpretive panels have been developed that assist in explaining various Botanical Center objectives and demonstrations.

Other event promotion and regulatory signs have been developed to guide visitors with opportunities and on-site rules.