Princeton University Campus Map Toolkit

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Revised January, 2021
The Capital Projects Communications Working Group
1. Executive Summary

Background

The effort to create a standard map legend for the University began in early 2020 as part of the Capital Project Communications working group. The working group was tasked with coordinating campus communications around a number of large construction projects expected to impact campus over the next 10 years. Campus map diagrams would be needed to show temporary detours and with no common map legend within the University, there was an opportunity to create a standard map legend that would benefit map authors and viewers.

Goals

• Establish a set of map symbols to consistently represent information across Princeton University campus maps
• Ensure construction impact diagrams created internally, and externally by vendors, use the same map symbology
• Develop a legend comprehensive enough to cover various department needs, i.e. Cart Paths, Accessibility, Tents, etc.
• Include base map options to ensure visual consistency and readability

Audience

This standard map legend should be used by any author creating maps and diagrams of Princeton University campus.

Resources

• Base map and icon files can be found on the Office of Communications Campus Map webpage.
• Contact the Facilities Communication team with questions, 609-258-7277.
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2. Map Overview

To accommodate various map display needs, two base map color schemes are available as part of the standard map legend. Map authors can adjust labels and color tones as needed for presentation purposes.

1. **Green and Tan** - to be used for *simple* presentations of campus information; currently used for campus buildings, and construction zones, on Princeton mobile’s [Interactive Campus Map](#).

2. **Grayscale** - to be used for *complex and/or multiple layers* of campus information; currently used for construction impact diagrams and the online [Facilities Campus Impact map](#).
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#### 3. Map Symbology

To create consistent maps across the university the table below defines the standard set of symbols to use to display information. Detour add-on Icons are optional, and should be added to detour routes only to help quickly identify the type of detour.

<table>
<thead>
<tr>
<th>Information/Impact Type</th>
<th>Display</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction Zone (fenced in)</td>
<td>for active new construction tan dash on green/tan map, red dash on grayscale map</td>
<td>black text, Future [project name] tan outline, RGB 165, 151, 130 red outline, RGB 191, 30, 46</td>
</tr>
<tr>
<td>Construction Zone (planning)</td>
<td>for planning “pancakes” transparent orange, red dashed outline</td>
<td>Fill: Princeton Orange (50%) Line: BF1E2E red (50%)</td>
</tr>
<tr>
<td>Building Impact (existing building)</td>
<td>for major renovations transparent red</td>
<td>RGB 191, 30, 46 (50%)</td>
</tr>
<tr>
<td>Road/Path/Lot closure</td>
<td>solid red, use end points</td>
<td>RGB 191, 30, 46</td>
</tr>
<tr>
<td>Vehicular Flow/Detour, including alternating traffic</td>
<td>dashed green line</td>
<td>RGB 26, 149, 70 (icon optional)</td>
</tr>
<tr>
<td>Pedestrian Flow/Detour</td>
<td>dotted green line</td>
<td>RGB 26, 149, 70 (icon optional)</td>
</tr>
<tr>
<td>Accessibility Path</td>
<td>blue solid line</td>
<td>RGB 17, 110, 220 (icon optional)</td>
</tr>
<tr>
<td>Accessible Entrance</td>
<td>manual door automatic door</td>
<td>RGB 17, 110, 220 (helvetica ‘A’)</td>
</tr>
<tr>
<td>TigerTransit Stop</td>
<td>gray box</td>
<td>RGB 77, 77, 77 route/stop number</td>
</tr>
<tr>
<td>Emergency Phone</td>
<td>blue dots</td>
<td>RGB 17, 110, 220</td>
</tr>
<tr>
<td>Cart Path, Approved Cart Crossing</td>
<td>solid orange, white dash black circle crossings</td>
<td>RGB 243, 178, 41</td>
</tr>
</tbody>
</table>
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4. Handy icons

Pleases use these icons, sparingly, to add information to your map diagrams. The tent icon can be sized to cover the outdoor area where the tent will be installed. Illustrator files can be found on the Office of Communications’ Campus Map webpage.

**Detour add-on Icons**

- Vehicle
- Pedestrian
- Accessibility

**Event-related Icons**

- Tent
- True North
- Recycling/Waste
- Water Station
- Restroom
- Tiger Transit

**COVID-related icons**

- Wash Hands
- Social Distance
- Wear a Mask
5. Map Examples

Alexander Bridge Closure
Road closure
Vehicle detour, with icon

Campus Impacts Map
Construction Zones
Road Closure
TigerTransit Stops
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Quick Reference Guide

Base Maps

Symbology

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Description</th>
<th>RGB Values</th>
</tr>
</thead>
</table>
| ![Construction Zone (fenced in)](image) | RGB 165, 151, 130 (tan)  
RGB 191, 30, 46 (red) | Future: [project name]  
Future: [project name] |
| ![Construction Zone (planning)](image) | Princeton Orange (fill 50%)  
RGB 191, 30, 46 (line 50%) | |
| ![Building Impact (existing building)](image) | RGB 191, 30, 46 (50%) | |
| ![Road/Path/Lot closure](image) | RGB 191, 30, 46 | |
| ![Vehicular Flow/Detour, including alternating traffic](image) | RGB 26, 149, 70 | |
| ![Pedestrian Flow/Detour](image) | RGB 26, 149, 70 | |
| ![Accessibility Path](image) | RGB 17, 110, 220 | |
| ![Accessible Entrance](image) | RGB 17, 110, 220 | manual door  
automatic door |
| ![TigerTransit Stop](image) | RGB 77, 77, 77 | |
| ![Emergency Phone](image) | RGB 17, 110, 220 | |
| ![Cart Path, Approved Cart Crossing](image) | RGB 243, 178, 41 | |

Icons

- detour add-ons
- event icons
- COVID icons

visit [communications.princeton.edu/guides-tools/campus-map](communications.princeton.edu/guides-tools/campus-map) to download toolkit files (coming soon)