Monika Furch and Michele Deskin. Physical Facilities Main Campus Entrance designers.
The project was designed with the following goals in mind.

- Provide signage from both directions that is visible from a distance and provide lighting to emphasize signage for night time viewing
- Frame the main entrance to Binghamton University to welcome visitors and students
- Provide a strong image for the University at the main entrance
- The previous main entrance sign was blown down in a storm in May, 2011. A temporary sign was installed following that.
MAIN CAMPUS ENTRANCE SIGNS

- Before - East side
MAIN CAMPUS ENTRANCE SIGNS

- Before- West side
A mock-up of a preliminary design was created to give the campus a sense of the project and to invite feedback.
Renderings were also used to help communicate design concepts such as night lighting.
MAIN CAMPUS ENTRANCE SIGNS

- Construction began in fall 2013
New signs were unveiled January, 2014
EAST SIDE- BEFORE

EAST SIDE- AFTER

MAIN CAMPUS ENTRANCE SIGNS
MAIN CAMPUS ENTRANCE SIGNS

WEST SIDE- BEFORE

WEST SIDE- AFTER