



University of New Mexico - Gallup

A Digital Sign Refreshes Connections to the Main Campus

The Main Campus of the University of New Mexico covers nearly 800 acres in metropolitan Albuquerque. The university also serves five other areas in the state with remote campuses. The largest of these, located two hours west of Albuquerque in Gallup, offers a variety of innovative programs designed to benefit an exceptionally multicultural community. In mid-2017 UNM introduced a new logo that affected signage.

Federal Heath helped establish a more dynamic messaging linkage between the Gallup Campus and UNM with a new digital welcome sign. It connects directly to UNM's centralized controls to enhance on-brand communications at a remote location.

- » Incorporated a new logo into fresh roadside signage
- » Added a sharp digital message center to grab attention
- » Adapted the sign's footing to a rugged terrain
- » Coordinated with both remote and main campus stakeholders



A Rugged Location

The University of New Mexico's Gallup Campus serves a diverse community of 22,000 people, two-thirds of which have Native American, Hispanic, or Latino roots. The new sign stands in view of a major street, separated from campus buildings by a roadway and deep arroyo. The semi-arid area is marked by rugged terrain with rocky soil, which required particular attention by our project managers to engineer and execute the right solution for a dependable footing.

A Refreshed Brand

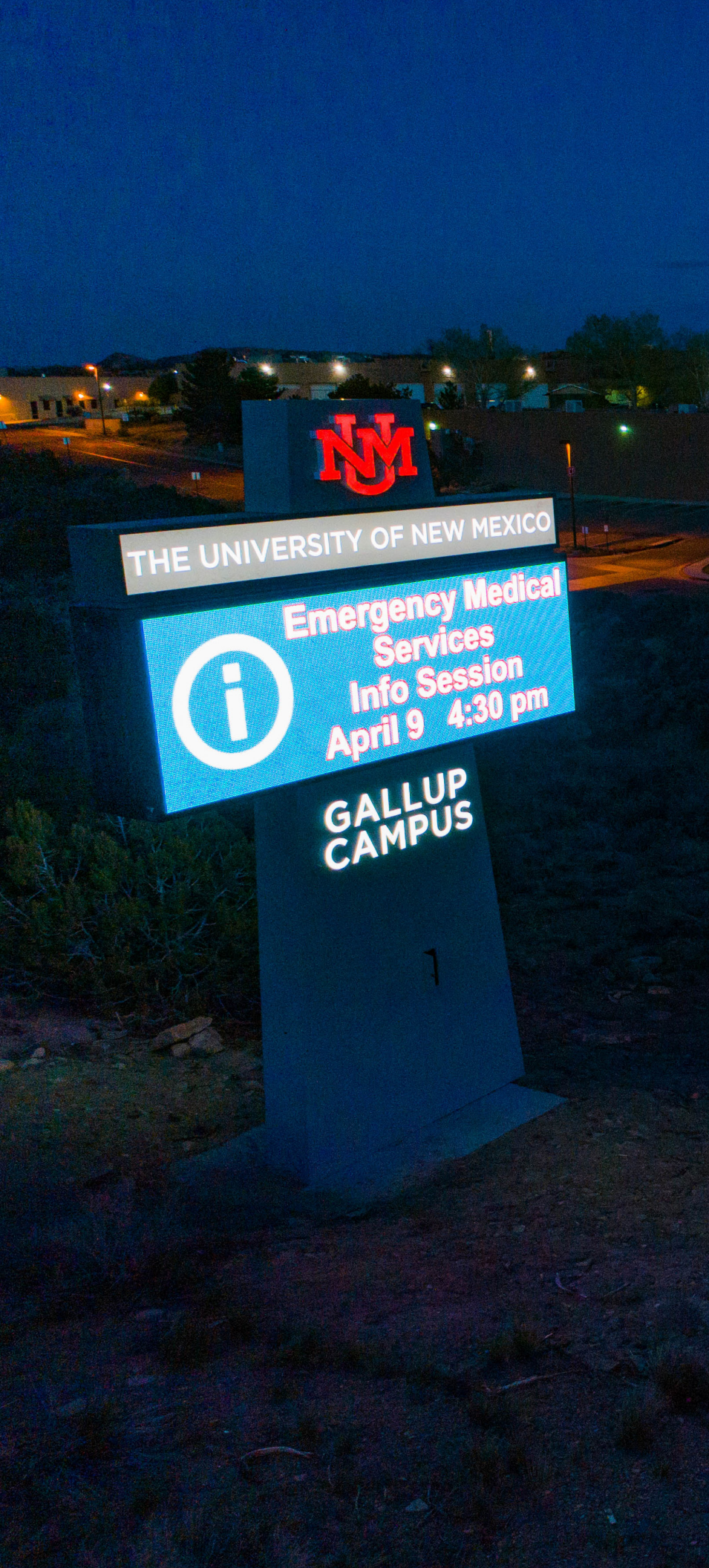
The University of New Mexico introduced its UNM letter mark as the official logo in 2017, a refresh of an older interlocking design that was a campus favorite for years. The new mark and digital signage became instrumental in the sign design for Gallup, as UNM wanted to strengthen shared identity among its campuses and ensure consistent branding and messaging. Digital signage requirements included the ability to control messages from the main campus using UNM's existing software and need for a reliable long-term warranty.



A Connected Solution

After winning the bid, Federal Heath established a close working relationship with UNM's key stakeholder teams related to architecture, projects, and facilities. Our final design found the perfect balance in several critical elements: the letter mark, university name, campus name, digital screen, overall shape, and structural integrity.

We also ensured the necessary communication between UNM's IT department and our digital sign specialists to establish the critical connectivity to their software, as well as cabling through rocky ground for electrical and data transmission.

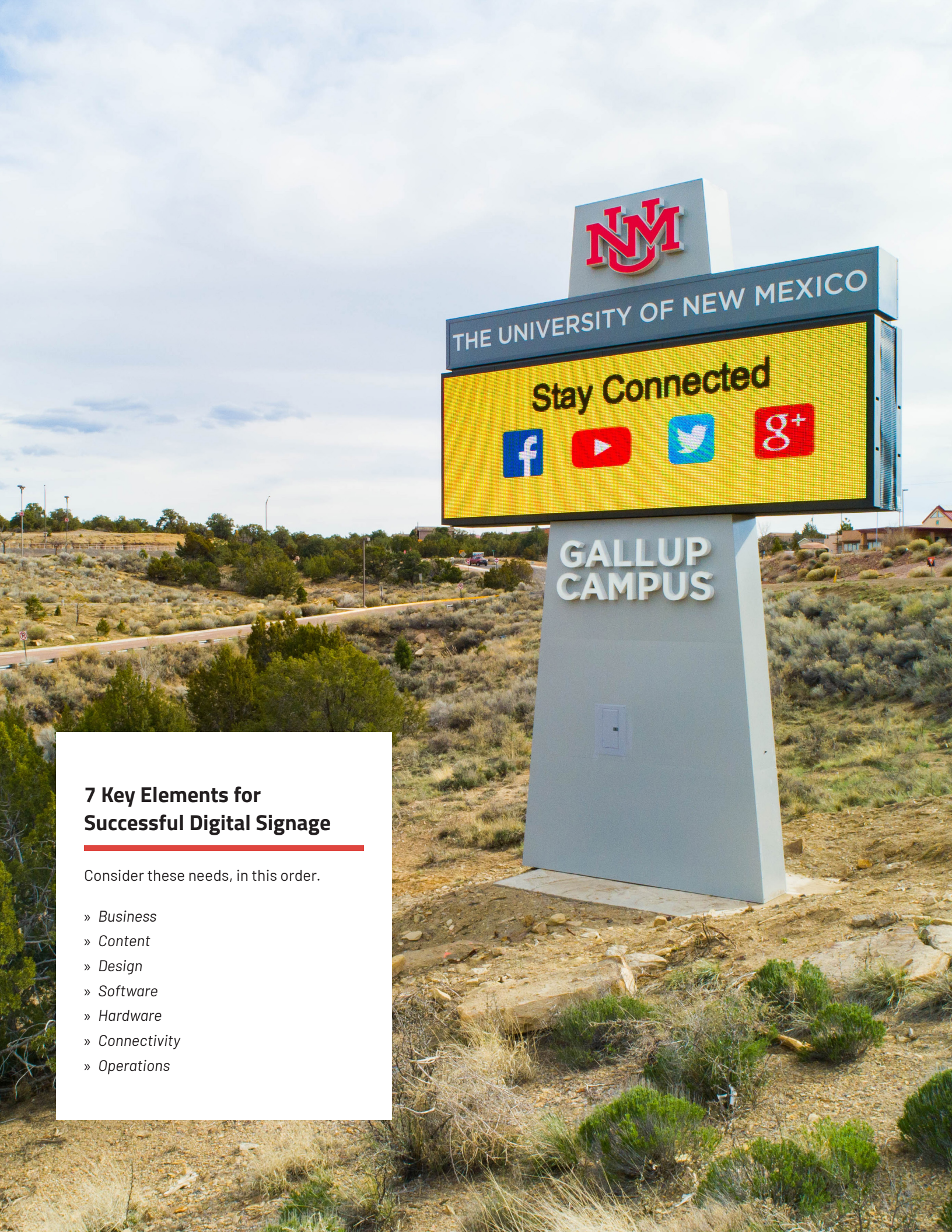


A Productive Sign

The new sign is both appealing and productive. Standing nearly 25 feet tall, it rests on a sturdy 10- x 10-foot base. Illuminated channel letters clearly identify the campus at night on a cross-shaped aluminum cabinet. The bright 17- x 6-foot digital sign commands plenty of attention 24/7 in its prominent roadside location. Today UNM can easily screen-cast brand-consistent information about events, registrations, and courses, or even emergency notices if they need to.

A Successful Outcome

Federal Heath developed a sign that respects the Gallup Campus' established architecture while projecting UNM's progressive new branding. By connecting passersby to the campus, and campus messaging to UNM's central communication center, the sign clearly reflects the multicultural campus' mission to "let the very things that divide us become the things that connect us to each other."



7 Key Elements for Successful Digital Signage

Consider these needs, in this order.

- » *Business*
- » *Content*
- » *Design*
- » *Software*
- » *Hardware*
- » *Connectivity*
- » *Operations*