



**CASE WESTERN RESERVE  
UNIVERSITY**

# **EXTERIOR SIGN GUIDELINES VOLUME 01**

**VOLUME 01**

**VERSION 1 | AUGUST 2025  
VERSION 2 | JANUARY 2026**

SECTION 1

# Introduction

SECTION 1

# Table of Contents

**VOLUME 1**

SECTION 1

Introduction	Page
Table of Contents	2
Sign Program & Philosophy	3
Purpose & Usage	4
Contact Information	5

SECTION 2

Visual Content, Materials, & Programming	Page
CWRU Brand Standards	7
CWRU Logos	8-9
Sign Family Colors	10-13
Signage Fonts & Graphics	14
Products & Materials	15
Nomenclature	16
Information Hierarchy	17
Sign Placement	18-19
Campus Gateway Locations	20

SECTION 3

Sign Family Overview (Sign Types & Uses)	Page
Campus Gateways	22
Residential Villages Gateways	23
Vehicular Directionals	24-25
Parking Identification	26-28
Pedestrian Directionals & Placemaking	29
Facility Identification	30-33
Accessibility & Regulatory	34
Specialty Signage-Photo-Op Sign	35

**VOLUME 2**

SECTION 4

Design Intent Drawings	Sheet
Performance Specifications	i-vii
Graphic Specifications	1-2
Sign Drawings	
<b>Campus Gateways</b>	<b>3-5</b>
A1.1 Campus Gateway	
A1.2 Campus Gateway-Slim	
A1.3 Campus Gateway-Custom	
<b>Residential Village Gateways</b>	<b>6-7</b>
A2.1 Residential Village Gateway-New (Totem)	
A2.2 Residential Village Gateway-Retrofit (Plaque)	
<b>Vehicular Directionals</b>	<b>8-13</b>
B1.1 Vehicular Directional-New Post	
B1.2 Vehicular Directional-Existing Utility Pole	
B2.1 Vehicular Trailblazer-New Post	
B2.2 Vehicular Trailblazer- Existing Utility Pole	
B2.3 Parking Trailblazer-New Post	
B2.4 Parking Trailblazer-Existing Utility Pole	
<b>Parking Identification</b>	<b>14-20</b>
C1.1 Visitor Parking Identification-Primary (New)	
C1.1a Visitor Parking Identification-Primary (Retrofit)	

C1.2 Visitor Parking Identification-Secondary	
C1.3 Parking Identification-Permit Only	
C2.1 Overhead Parking Identification	
C2.2 Parking Identification-Wall-Mtd.	
C3 Parking Identification-Vinyl	
<b>Pedestrian Directionals &amp; Placemaking</b>	<b>21-24</b>
D1.1 Pedestrian Directional-Primary	
D1.2 Pedestrian Directional-Secondary	
D2.1 Pedestrian Directional-Projecting	
D2.2 Pedestrian Placemaking-Projecting	
<b>Facility Identification</b>	<b>25-34</b>
E1.1 Academic/Administrative Building Identification	
E1.2 Academic/Administrative Building Identification-Cluster	
E1.3 Academic/Administrative Building Identification-Cluster	
E2.1 Residential Building Identification	

E2.2 Residential Building Identification-Cluster	
E2.3 Residential Building Identification-Cluster	
E3.1 Building Identification-Dimensional Letters	
E3.2 Building Identification-Vinyl Graphics	
E4.1 Academic/Administrative Building Identification-Wall-Mtd.	
E4.2 Residential Building Identification-Wall-Mtd.	
E5.1 Overhead Residential Building Identification-Projecting	
E5.2 Overhead Residential Building Identification-Wall-Mtd.	
<b>Accessibility &amp; Regulatory</b>	<b>35-38</b>
F1.1 Accessible Entrance Directional-Post-Mtd.	
F1.2 Accessible Entrance Directional-Wall-Mtd.	
F2.1 Regulatory-Vinyl	
F2.2 Regulatory-Panel	
<b>Specialty Signage</b>	<b>39</b>
G1 Photo-Op Sign	
<b>APPENDIX</b>	
Sign System Product Details	

## Sign Program Philosophy

Case Western Reserve University is a dynamic urban campus interwoven with world-class cultural, medical, and educational institutions. Its location, scale, and architectural diversity create a vibrant but complex environment that is confusing to navigate, and where it is challenging to discern campus boundaries.

Navigating an unfamiliar space for the first time can be stressful, especially in a campus environment, where one wrong turn can make someone late for a class, meeting, or event. A well-planned exterior signage system helps reduce this stress by providing clear, consistent, and intuitive guidance at key decision points, empowering all users to move confidently through the built environment. and provide a positive overall experience along the way.

Signage is a visible expression of the Case Western Reserve University brand. By incorporating institutional colors, typography, and other brand elements, the program enhances legibility, supports accessibility, and reinforces a cohesive experience across all campus buildings.

Visitors will experience a variety of architectural environments along their journey to and around the CWRU campus(es). A uniform sign program eases wayfinding and reinforces a sense of belonging by presenting consistent information in a strategic manner.

The signs needed to achieve a seamless wayfinding system requires a flexible design with ease of maintenance, updates, replacement and expansion. The sign program takes a modular approach, utilizing a pre-engineered component system in order to maintain consistency for years to come. Materials and components have been selected and designed in line with the University's commitment to quality and service.

The CWRU Sign Program was developed with a diverse visitor-base in mind. From enrolled students, faculty and staff, to prospective students and families, to visitors attending a meeting or event, the signage aims to communicate wayfinding information to *everyone*.

Adherence to the standards outlined in this manual is essential to maintaining a consistent, effective, and inclusive wayfinding system throughout the university.

## Purpose & Usage

The purpose of this manual is to introduce the Case Western Reserve University Exterior Standard Signage & Wayfinding Program and provide instructions to those who may be planning or specifying signs for CWRU campuses. This document will also serve as a guide for re-ordering signs and components that may require updates and maintenance.

The Standard Sign Program was developed to provide consistency and uniformity across CWRU campuses and is the culmination of an extensive and collaborative process by university officials and the signage and wayfinding consultant, Guide Studio. It is a modular sign system that will allow for ease in changing and expanding information when necessary.

There may be instances where a nonstandard sign is necessary. This manual provides a standard for design intent. Any custom signs or deviations from the sign family must be approved by the The Department of Campus Planning & Design.

### INTENT

- » To guide visitors through Case Western Reserve University's campuses to their destinations with ease.
- » Visitors should feel welcomed and in control of their visit.
- » To provide an aesthetically appropriate and cost effective solution for the signs on each campus offering a versatile and flexible sign program.
- » Messages should be consistent and set a tone that is inviting and informational.
- » The sign program is part of the University brand and should create a seamless connection to Case Western Reserve University.

### USING THIS MANUAL

#### **Section 1: Introduction**

Introduces the CWRU sign system, the Standards Manual, and the philosophies and purposes behind their development.

#### **Section 2: Graphics Components**

Addresses the graphic components that make up the sign system, including logos, colors, materials, type, nomenclature, and more.

#### **Section 3: Sign Family Overview**

Provides an overview of the sign family that includes the use for each sign type. Reference this section to determine what sign types are appropriate for your specific project.

#### **Section 4: Biddable Documents and Design Intent**

Contains biddable documents that can be given to sign fabricators to use as guidance for constructing the signs. Design Intent drawings are included specifying layouts, element sizes, colors, materials, products, and details for each sign type. Performance Specifications are also provided detailing the expectations of the fabricator, quality of materials, submittal requirements, and more.

*Note: These drawings and notes are for the sole purpose of expressing visual design intent and are not intended for actual fabrication purposes.*

**Appendix** includes sign system

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SECTION 1

## Contact Information

### DESIGN, BUILD & CONSTRUCTION

For questions regarding the Case Western Reserve University Exterior Sign Program and Standards, please contact:

**For planning & specifying signage:**  
Planning & Design, Campus Planning & Facilities Management

216-368-8622  
planningmanagers@case.edu

**For maintenance & re-ordering:**  
Customer Service, Campus Planning & Facilities Management

216-368-2580  
customerservice@case.edu

### VISUAL IDENTITY & COMMUNICATIONS

For questions regarding any CWRU branded communications or for artwork approval, please contact:

**University Marketing & Communications (UMC)**

216-368-4440  
marcominfo@case.edu

### SIGNAGE & WAYFINDING CONSULTANTS

This manual was prepared by Guide Studio, Inc. under the direction of Case Western Reserve University.

SECTION 2

# Visual Content, Materials, & Programming

## CWRU Brand Standards

*From the Case Western Reserve Brand Style Guide/Visual Identity,  
[case.edu/brand/visual-identity](http://case.edu/brand/visual-identity):*

### **Making projects look their best.**

Brand identity is the visual representation of Case Western Reserve University—the tangible elements that make our brand recognizable and reinforce our core values and heritage.

Successful brand identity is shaped through consistency. Using our identity correctly and consistently helps students, faculty, staff, alumni, funders and others understand what Case Western Reserve represents. It reinforces our strength as one of the nation's premier research universities.

The guidelines that follow will help you apply visual elements within an established system to ensure consistency in style & message.

In many cases, brand elements have been incorporated in ways applicable to signage based on legibility, readability, contrast, information hierarchy, & aesthetics. Use of these brand elements should not vary without approval from the Department of Campus Planning & Design, along with University Marketing & Communications (UMC).

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SECTION 2

## CWRU Logos

The CWRU logo comes in five configurations: two-line horizontal, four-line, four-line stacked, four-line centered and an acronym. The logo has been set with customized letterforms and letterspacing and should not be recreated by retyping. Use the official vector artwork.

The Exterior Sign Program primarily utilizes the left justified versions of the logo. Refer to the Design Intent Drawings (Section 4) for specific uses & layouts on each sign type.

### UNIVERSITY TWO-LINE HORIZONTAL LOGO



### UNIVERSITY STACKED FOUR-LINE LOGO



### ACRONYM LOGO



*When reversed (light logo on dark background), an outline is applied to the sunburst.*

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SECTION 2

## CWRU Logos

The following version of the logo is not included in the official CWRU Identity Guidelines. It was created for use on signage only. While the text is rotated 90°, the sunburst remains unrotated.

*Refer to the Design Intent Drawings (Section 4) for specific uses.*

### SPECIALTY LOGO (TWO LINE LOGO, ROTATED) Approved for signage only



*When reversed (light logo on dark background), an outline is applied to the sunburst.*

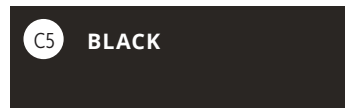
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SECTION 2

## Sign Family Primary Colors

For maximum consistency and ease of recognition, a primary color palette has been established for the CWRU sign program. These colors were carefully selected based on the CWRU Identity Guidelines, while providing excellent contrast, readability, and legibility.

*Refer to the Design Intent Drawings (Section 4) for specific uses.*



*In special cases (such as building identification dimensional letters), a natural brushed aluminum finish is to be used instead of paint. This will be called-out as M1 in the Design Intent Drawings (Section 4).*

*Each color is designated in the Design Intent Drawings with a call-out (C#). Refer to the Design Intent Drawings (Section 4) for specifications.*

SECTION 2

## Sign Family Primary Colors - Facility Types

To help differentiate between visitor-based destinations and private, residentially focused buildings, the sign family color scheme is reversed based on facility use.

Signs meant for visitors (academic and administrative buildings, event spaces, directionals, visitor parking, etc.) utilize CWRU Blue as the primary background color with silver accents. Signs for resident-oriented buildings are reversed (silver as the primary background with blue accents and text)

*Refer to the Design Intent Drawings (Section 4) for specific uses.*



Sign Examples – Academic/Administrative Buildings (Visitor-Based Destinations)

SCALE: 1/4"=1'



Sign Examples – Residential Buildings

SCALE: 1/4"=1'

SECTION 2

## Sign Family Secondary Colors - Parking

In order to clearly identify **visitor parking** facilities, specific colors have been selected to represent visitor-based parking.

The universal parking icon, utilizing a CWRU True Blue background with a white "P" is to be used to call out lots and garages that visitors may use.

To further indicate "Visitors", CWRU Light Blue is used as an accent band.

Consistent use of these colors on University maps, signage, and the website will provide consistent visual cues for visitors.

*Refer to the Design Intent Drawings (Section 4) for specific uses.*



*Each color is designated in the Design Intent Drawings with a call-out (C#). Refer to the Design Intent Drawings (Section 4) for specifications.*



Parking Sign Examples

SCALE: 1/4"=1'

SECTION 2

# Sign Family Secondary Colors - Sub-Campuses

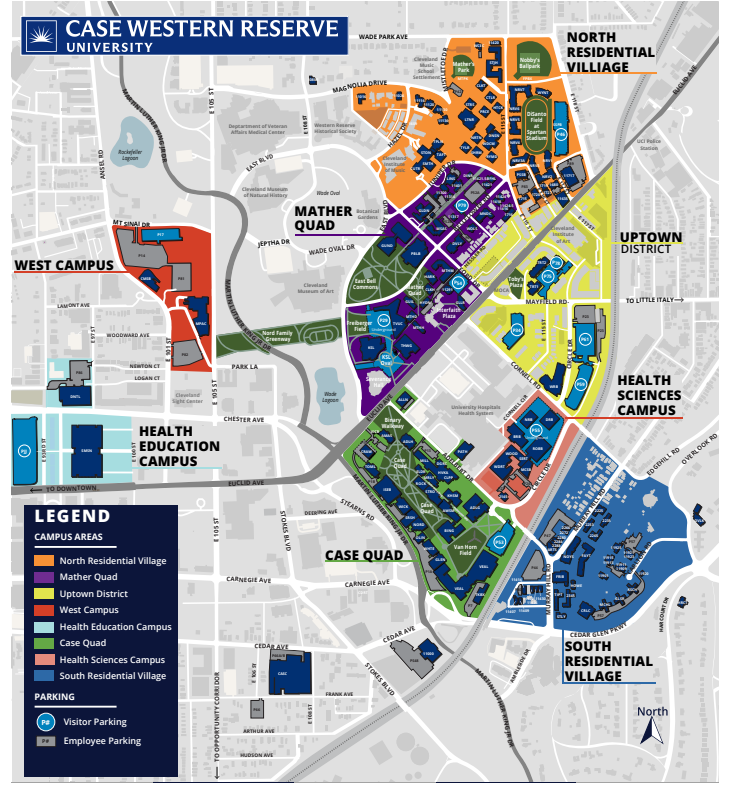
The Case Western Reserve University Campus has been broken down into sub-campuses to aid in wayfinding and orientation. Colors designating each sub-campus were selected from the CWRU Identity Guidelines, however, some have been slightly modified so that standard off-the-shelf materials can be utilized in order to ensure consistency from vendor to vendor, application to application.

*The sub-campus color system is only used within the pedestrian sign system.*

*Refer to the Design Intent Drawings (Section 4) for specific uses.*

- C6 SOUTH RESIDENTIAL VILLAGE (CWRU TRUE BLUE)
- C7 HEALTH EDUCATION CAMPUS (CWRU LIGHT BLUE)
- C8 CASE QUAD (SOUTH CAMPUS)
- C9 NORTH RESIDENTIAL VILLAGE (NORTH CAMPUS)
- C10 MATHER QUAD (VIOLET PURPLE)
- C11 WEST CAMPUS (TERRACOTTA ORANGE)
- C12 UPTOWN YELLOW
- C12 HEALTH SCIENCES CAMPUS

*Each color is designated in the Design Intent Drawings with a call-out (C#). Refer to the Design Intent Drawings (Section 4) for specifications.*



CWRU Main Campus  
NOT TO SCALE

SECTION 2

# Signage Fonts and Graphics

A single CWRU font family has been selected for the new Sign Standards Program based on its legibility. Two weights are used.

Refer to the Design Intent Drawings (Section 4) for specific uses.

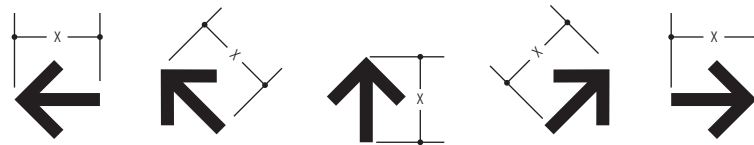
For other brand fonts, please refer to the Case Western Reserve University Identity Guidelines.

**T1 Open Sans Semibold**  
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1 2 3 4 5 6 7 8 9 0

**T2 Open Sans Bold**  
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1 2 3 4 5 6 7 8 9 0

Each font is designated in the Design Intent Drawings with a call-out (T#).  
 Font tracking (letter spacing) may also be indicated (for example, +40% tracking). If tracking is not indicated, then the tracking should be left at 0%.

The graphic arrow selected for the University's sign program is simple and legible, lending itself nicely to wayfinding signage. The arrow may be positioned in five (5) different directions as shown to the right.



When multiple arrows are placed on a sign (for example, a directional), the X dimension (width) should remain the same when rotating the arrow.

Symbols are an important tool in communicating public destinations and services to a wide audience. In the CWRU Exterior Sign System, symbols are used mainly for parking, accessibility, and general rules and regulations.



Visitor Parking



Accessibility



Tobacco-free



No Weapons

SECTION 2

## Products and Materials

A primary goal of creating a standard sign system is to provide a system that is durable and can be easily and consistently maintained for years to come.

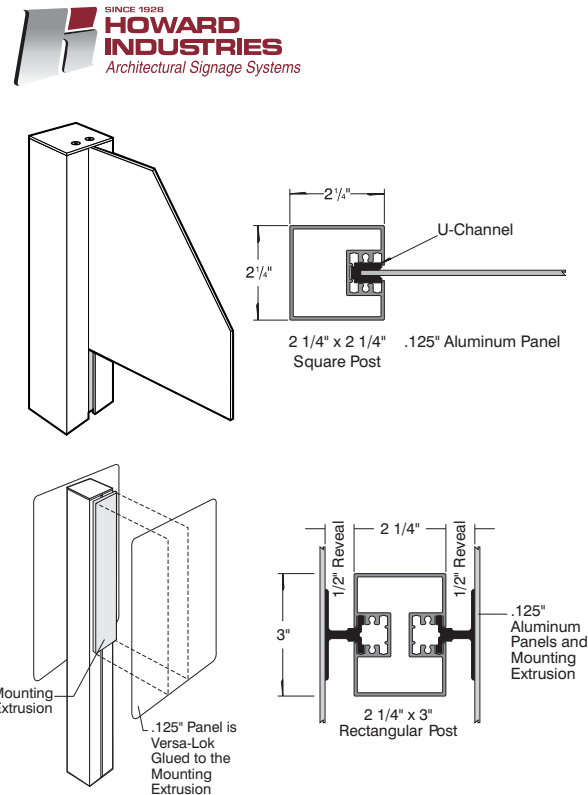
Due to the harshness of the environment, it is important that the CWRU exterior sign system be fabricated with high quality, durable materials, such as aluminum and acrylic. Since locations of departments, names of destinations, and services may change over time or signs may need to be repaired, it is critical that the signs are fabricated the same way each time so that components can efficiently be swapped out for new ones.

For post and panel signage, a pre-engineered product with standard parts and components has been selected to promote consistency in materials and components, ease of maintenance, and to provide cost efficiencies as much as possible.

Refer to the Design Intent Drawings (Section 4) and the Appendix for more details.

### GENERAL MATERIAL NOTES:

- » Sign faces and all exposed metal components are to be aluminum.
- » Mechanical fasteners are to be hidden when possible. When exposed, fasteners are to be pin in TORX tamper resistant.
- » Mechanical fasteners are to be stainless steel on all sign components. When in contact with masonry, Sign Contractor is responsible for specifying proper fastener/material to prevent corrosion and rusting.
- » Separate dissimilar materials where necessary.



Howard Industries HED-200 Post and Panel System  
NOT TO SCALE

SECTION 2

# Nomenclature

Consistent use of terminology conventions across all signs is just as important to the success of the Sign Program as visual consistency.

A comprehensive wayfinding program should include nomenclature that is consistent from sign to sign and should be used across all communication media, including the University website, maps, printed materials, and verbal directions from employees and staff.

Another important aspect in successful wayfinding is user comprehension. Too much information can be difficult to comprehend, especially for drivers who are not only operating a vehicle, and paying attention to directions, but must also be aware of pedestrians within the busy University environment.

On directional signage, messages/ names should be kept as concise and direct as possible. Building identification signage and pedestrian-scale signage can be where longer or full names can be used.

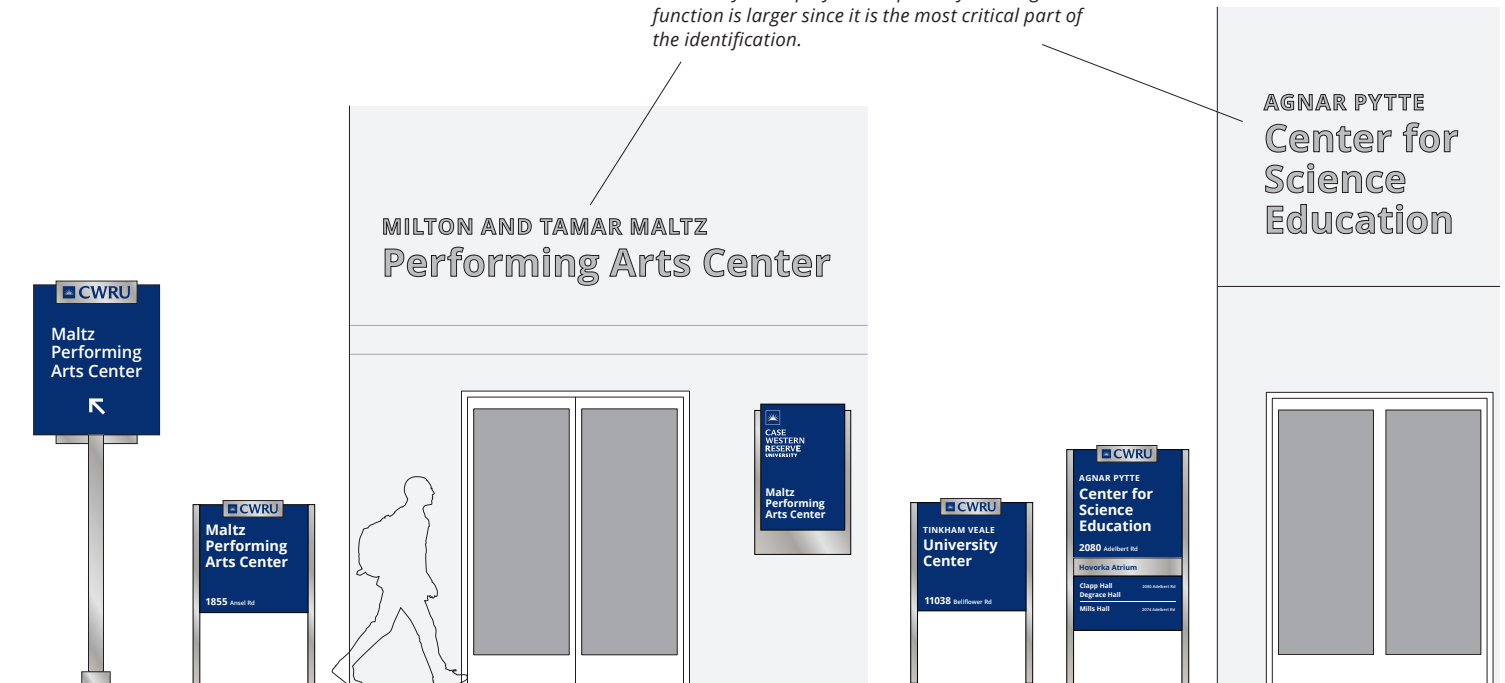
*Note: Road, Avenue, Street etc. are always abbreviated without a period. Cardinal direction that is part of the street name is abbreviated with a single letter, followed by a period.*

Examples:

Ansel Rd

E. 115th St

*For dimensional letters, the full donor and building name may be displayed. The primary building name/function is larger since it is the most critical part of the identification.*



*In some cases on directional and identification signage, the last name of the donor may be used as part of the building name.*

*In some cases, the the donor name is treated separate from the building name.*

Nomenclature Examples

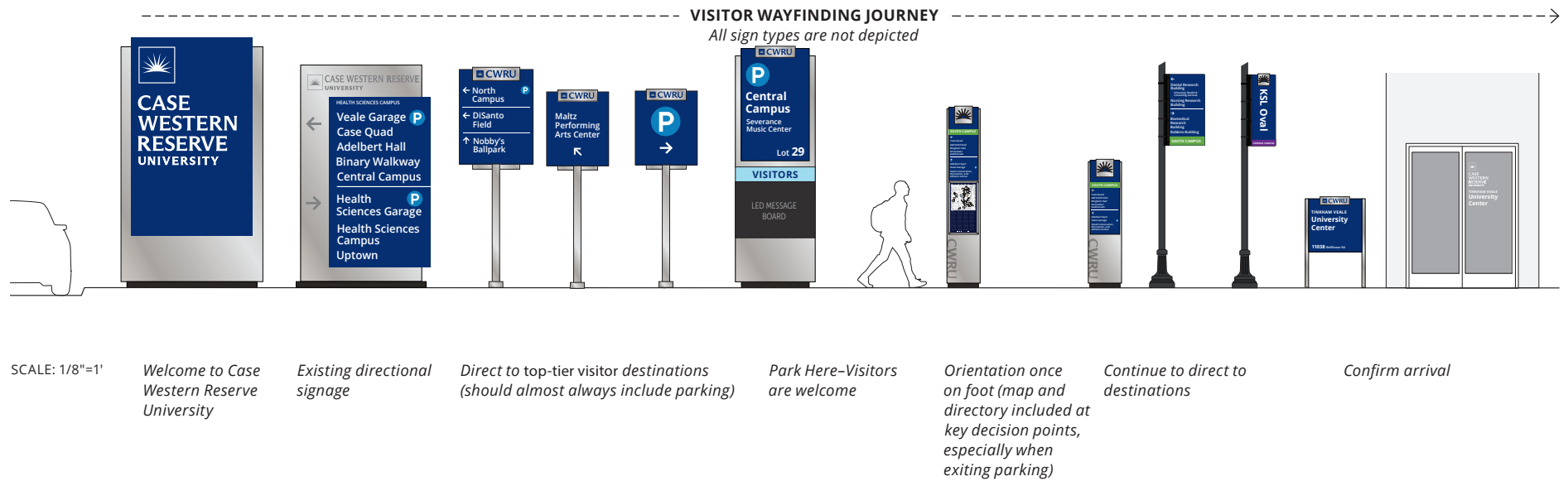
SCALE: 3/16"=1'

SECTION 2

# Information Hierarchy

To avoid confusion, wayfinding information needs to be presented strategically at the right time and at the right place.

A successful wayfinding system takes a "peel-the-onion" approach. Information is broken down from general to specific as a visitor moves along their path(s). Only the most critical and relevant information should be provided. As a comprehensive system, the information and sign types create a bread crumb trail leading the visitor to their destination clearly, safely, and efficiently.



Note: Because there is more time to pause and read, pedestrian wayfinding may contain more information and is when color-coding is introduced.

## SECTION 2

# Sign Placement

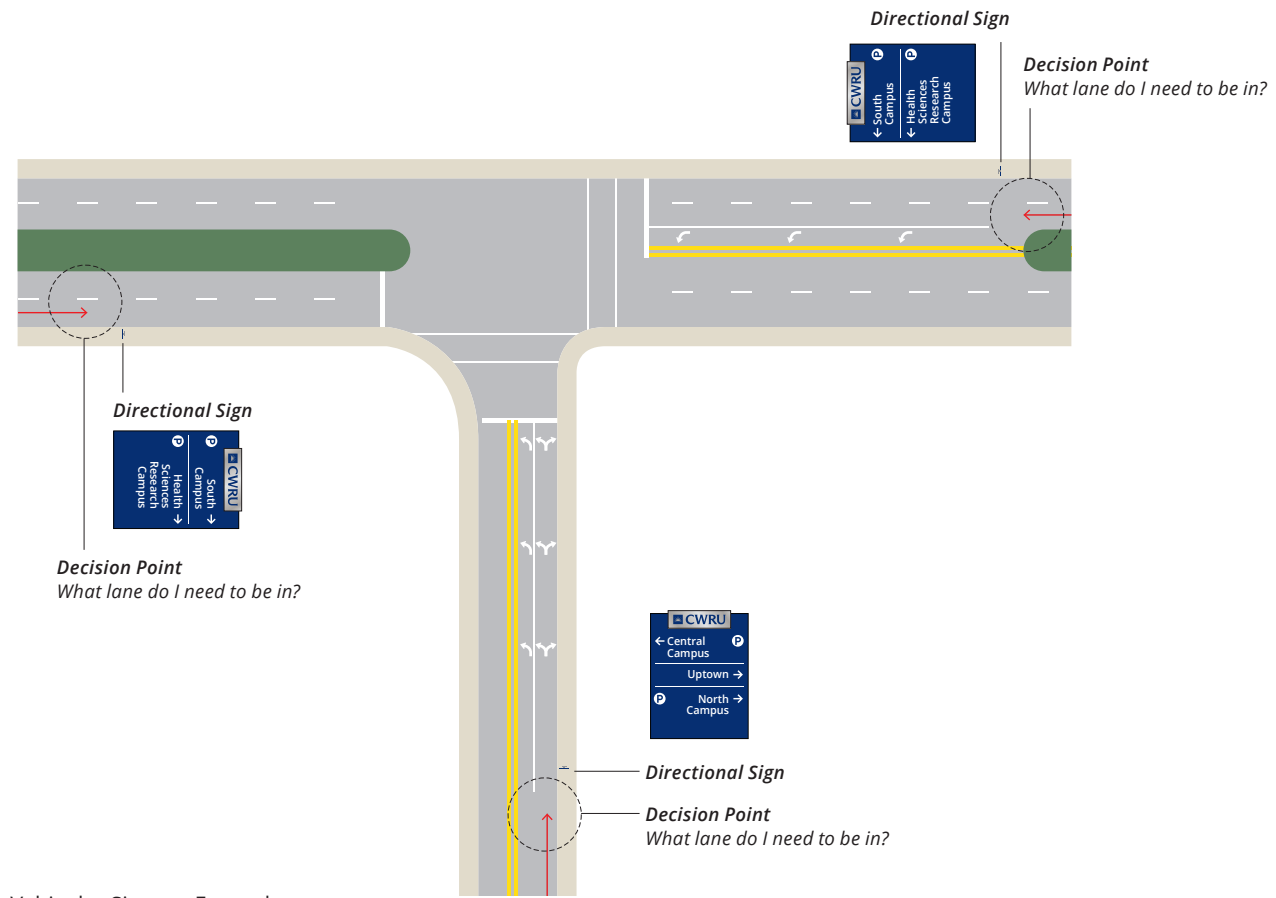
## Vehicular Signage

Consistent and proper sign placement can be as important to the success of a wayfinding system as the sign design.

Because vehicles travel at higher speeds than pedestrians, short, clear, and early messaging **prior to the intersection** allows users to respond in a timely and confident manner, get into the correct lane, and reduce the risk of confusion or unsafe maneuvers.

### CONSIDERATIONS

- » **Distance from Point of Action:** Users need information BEFORE they take action, giving them enough time to process the information and then react.
- » **Visibility:** Ensure signs are placed in areas where drivers can see them from a sufficient distance without obstacles like vegetation or fences.
- » **Arrow Order:** Because turning left is typically the most difficult action and requires a lane shift, left directions should always be first, followed by right, and then straight. (Left and right take precedence over straight. Straight should only be used if there is enough room).
- » **Destination Order:** When multiple destinations are in the same direction, the order is based on proximity (closest to furthest).



Vehicular Signage Examples

NOT TO SCALE

Signs shown are to show intent only and do not represent final location or approved messages.

SECTION 2

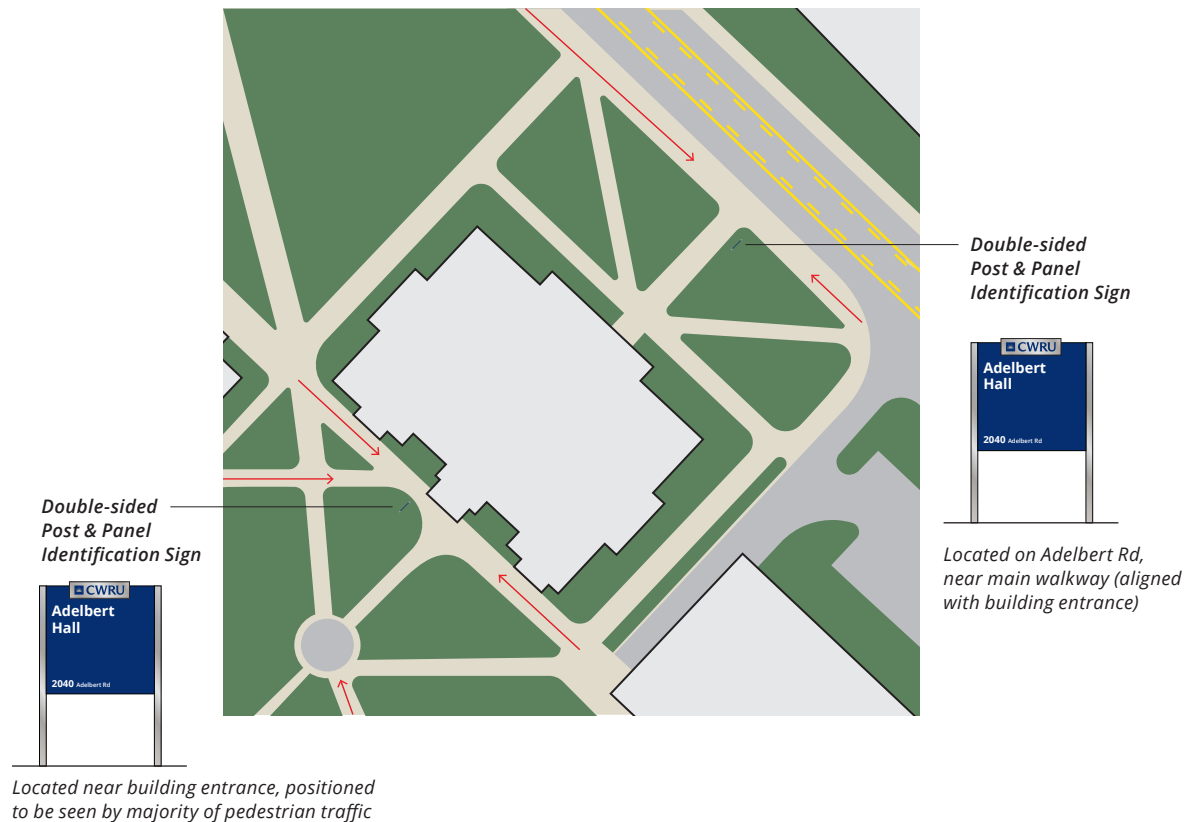
# Sign Placement

## Identification Signage

Post and Panel signs identifying building should be placed near, or in line with, main entrances. They should be positioned **perpendicular** to the primary flow of traffic.

### CONSIDERATIONS

- » **Visibility:**  
Ensure signs are placed in areas where people can see them from a sufficient distance without obstacles like vegetation or fences.
- » **Quantity:**  
Since building design, landscaping, and traffic flow vary, the number of signs per building will be dependant on how the majority of people approach and where they enter.
- » **Number of Sides:**  
Most post & panel signs will be double-sided because they are perpendicular to the flow of traffic, however, unique situations may occur when a single-sided sign is appropriate (i.e. if a person is approaching straight on, from one direction only).



Building Identification Signage Examples

NOT TO SCALE

Signs shown are to show intent only and do not represent final locations.

SECTION 2

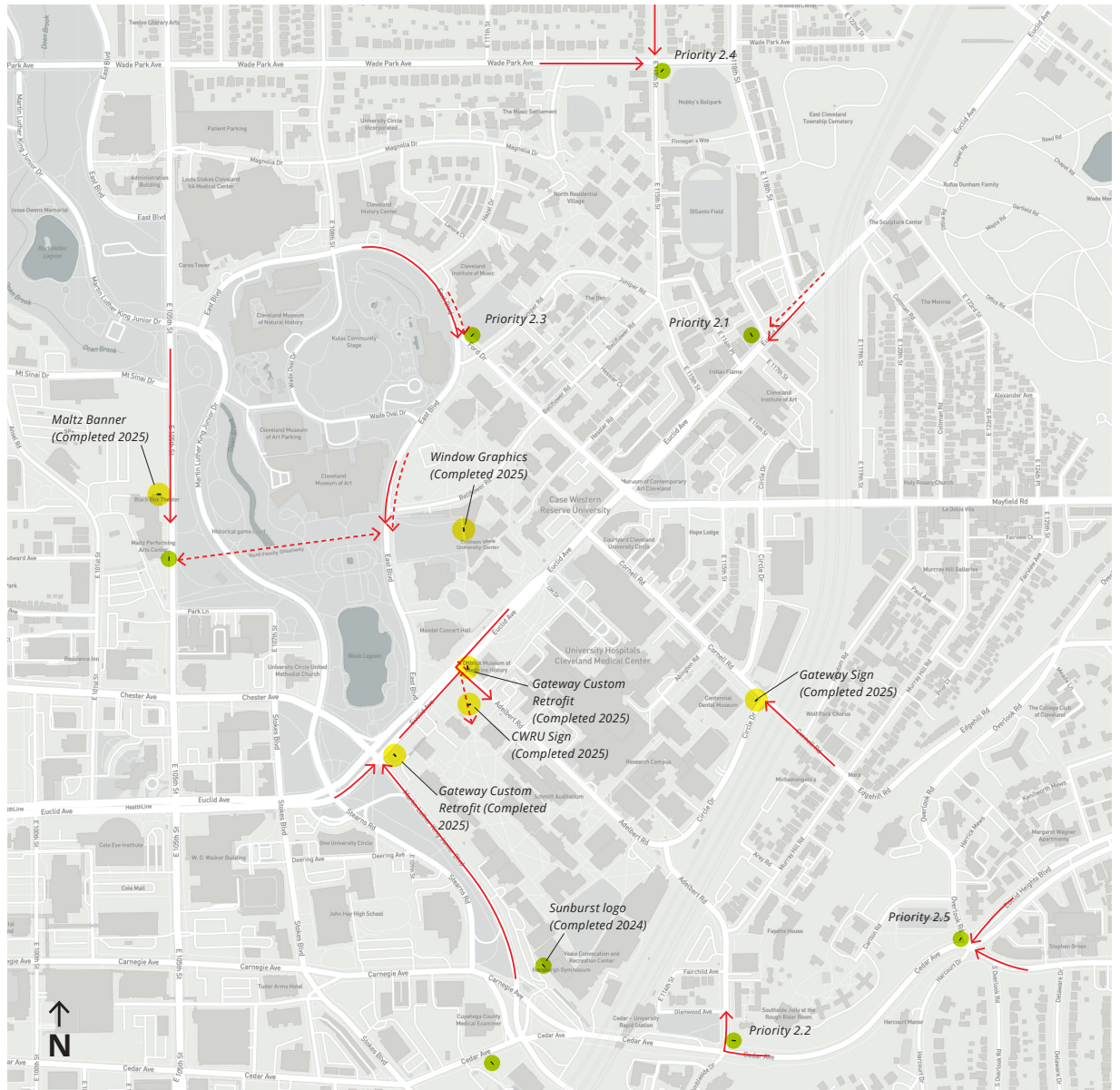
# Campus Gateway Locations

Campus gateways create a special moment when the visitor feels that they have arrived. Locations may not only be based on geographic entry points. They could be based on a great view of campus, architecture, or other environmental elements that best represent the University.

Gateway signs should be positioned **perpendicular** to the primary flow of traffic. In some cases, they may be oriented at an angle to capture two directions.

To the right, gateway locations have been highlighted as Tier 1 and Tier 2. Tier 1 locations have been designated as priority locations, based on volume of traffic and/or visual impact. *Some of the proposed locations may replace existing signage.*

- Primary Traffic Flow (Vehicular) →
- Primary Traffic Flow (Pedestrian) - - - →
- Tier 1 Gateway ●
- Tier 2 Gateway ●



CWRU Area Map  
NOT TO SCALE

*Signs locations shown are for planning purposes only and may not represent final locations.*

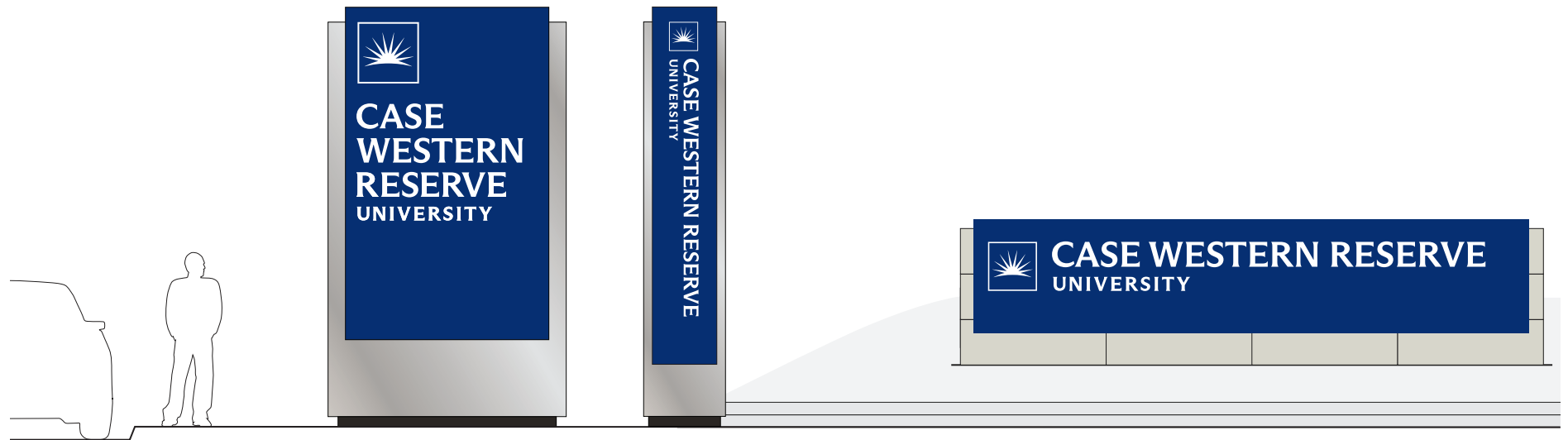
SECTION 3

# Sign Family Overview

SECTION 3

# Sign Family Overview

Campus Gateways



SCALE: 3/16"=1'

A1.1

### Campus Gateway

8'-0" w x 13'-7" h

Single-sided internally illuminated aluminum cabinet sign

Provides arrival confirmation and visitor welcome at major entry points into campus

A1.2

### Campus Gateway-Slim

2'-9" w x 13'-7" h

Single-sided internally illuminated aluminum cabinet sign

Provides arrival confirmation and visitor welcome at entry points into campus. To be used at locations with smaller footprints that cannot accommodate A1.1

A1.3

### Campus Gateway-Custom

Varies

Sign design and construction varies per location. Typically Internally illuminated aluminum sign.

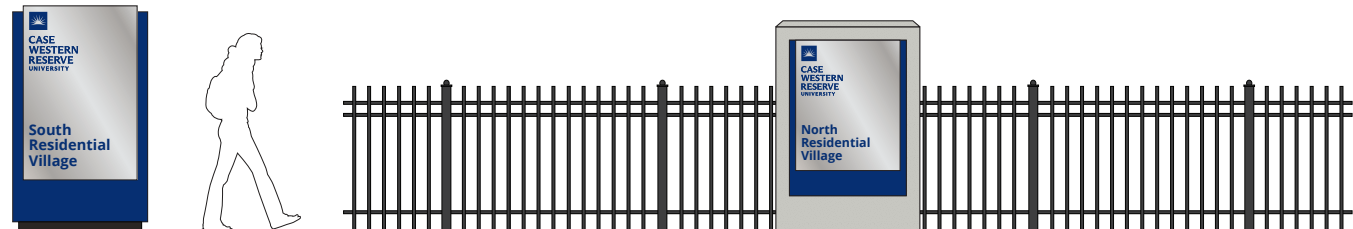
Provides arrival confirmation and visitor welcome at entry points into campus that feature custom conditions, such as existing walls, bases, etc.

*Sign at Euclid Ave. and Adelbert Rd. shown above*

SECTION 3

# Sign Family Overview

Residential Village Gateways



SCALE: 3/16"=1'

A2.1

### Residential Village Gateway- New (Totem)

3'-9" w x 6'-1" h

Double-sided (typically) non-illuminated aluminum cabinet sign

Identifies arrival to Residential Village

A2.2

### Residential Village Gateway- Retrofit (Plaque)

Size to be confirmed on site

Single-sided etched aluminum panel mounted to aluminum backer, mounted to existing concrete pillar

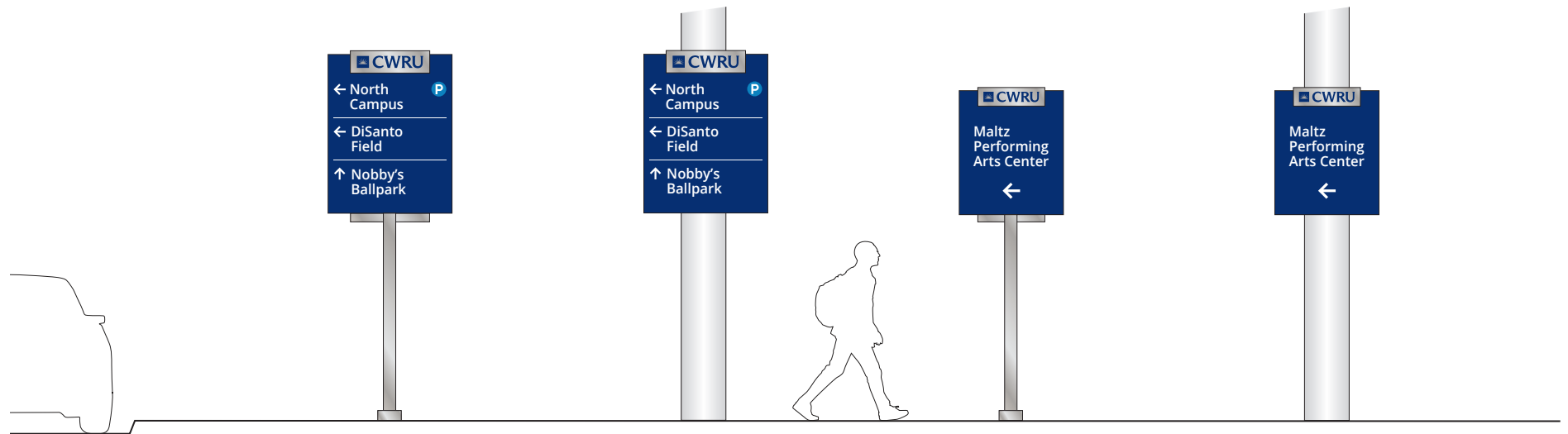
Identifies arrival to Residential Village

*Replaces existing plaques*

SECTION 3

# Sign Family Overview

Vehicular Directionals



SCALE: 3/16"=1'

B1.1

### Vehicular Directional–New Post 4'-2" w x 12'-5" h

Single-sided non-illuminated aluminum post and panel sign with full-face retro-reflective graphics

Provides direction to top-tier visitor destinations (typically 3 max. depending on length of messages)

B1.2

### Vehicular Directional–Existing Utility Pole 4'-2" w x 5'-4" h

Single-sided non-illuminated aluminum sign with full-face retro-reflective graphics, mounted to existing utility pole

Provides direction to top-tier visitor destinations (typically 3 max. depending on length of messages)

B2.1

### Vehicular Trailblazer–New Post 3'-6" w x 11'-2 1/4" h

Single-sided (typically), non-illuminated aluminum post and panel sign with full-face retro-reflective graphics

Provides direction to a single visitor destination

B2.2

### Vehicular Trailblazer–Existing Utility Pole 3'-6" w x 4'-2" h

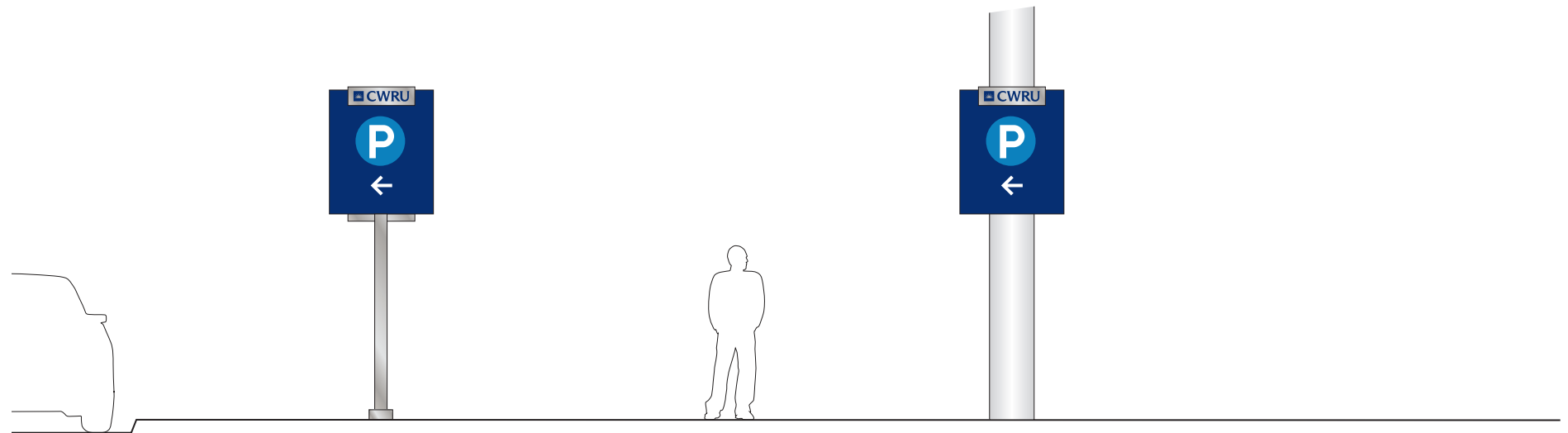
Single-sided (typically), non-illuminated aluminum post and panel sign with full-face retro-reflective graphics, mounted to existing utility pole

Provides direction to a single visitor destination

SECTION 3

# Sign Family Overview

Vehicular Directionals



SCALE: 3/16"=1'

B2.3

### Parking Trailblazer–New Post

3'-6" w x 11'-2 1/4" h

Single-sided (typically), non-illuminated aluminum post and panel sign with full-face retro-reflective graphics

Provides direction to parking

B2.4

### Parking Trailblazer–Existing Utility Pole

3'-6" w x 4'-2" h

Single-sided (typically), non-illuminated aluminum post and panel sign with full-face retro-reflective graphics, mounted to existing utility pole

Provides direction to parking

SECTION 3

# Sign Family Overview

Parking Identification



SCALE: 3/16"=1'

C1.1

## Visitor Parking Identification-Primary (New)

4'-6" w x 13'-7 1/2" h

Double-sided illuminated aluminum cabinet sign with LED electronic message board

Identifies major visitor parking facilities and reinforces visitors are welcome to park here

*Visitor parking always signage includes the universal parking symbol and a light blue visitor band*



C1.1a

## Visitor Parking Identification-Primary (Retrofit)

Size to be confirmed on site

Double-sided illuminated aluminum cabinet sign with LED electronic message board

Identifies major visitor parking facilities

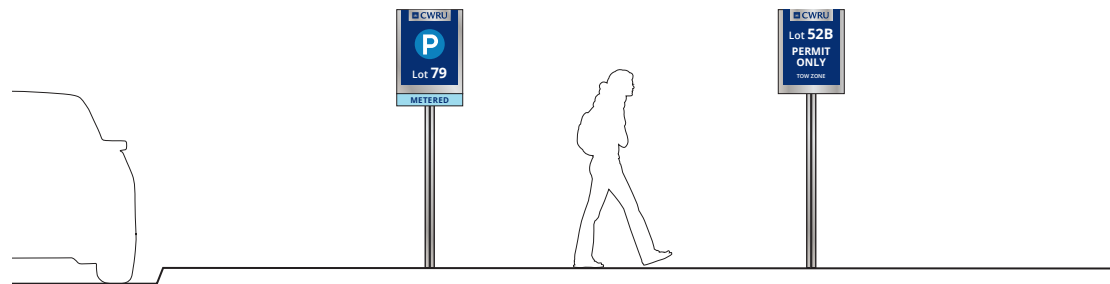
*Utilizes existing signs by updating and replacing panels*



SECTION 3

# Sign Family Overview

Parking Identification



SCALE: 3/16"=1'

C1.2

### Visitor Parking Identification-Secondary

1'-10" w x 7'-2" h

Single or double-sided non-illuminated post and panel sign

Identifies secondary parking lots (includes light blue band to indicate visitors may park here, with "visitors", "metered", or other descriptive text)

*Visitor parking always signage includes the universal parking symbol and a light blue visitor band*

C1.3

### Parking Identification-Permit Only

1'-10" w x 7'-2" h

Single or double-sided non-illuminated post and panel sign

Identifies permit only parking facilities

*Permit/private parking never includes the universal parking symbol*

C2.1

### Overhead Parking Identification-Wall-Mounted

Size to be confirmed on site

Single-sided non-illuminated aluminum wall-mounted sign

Identifies major visitor parking facilities and reinforces visitors are welcome to park here

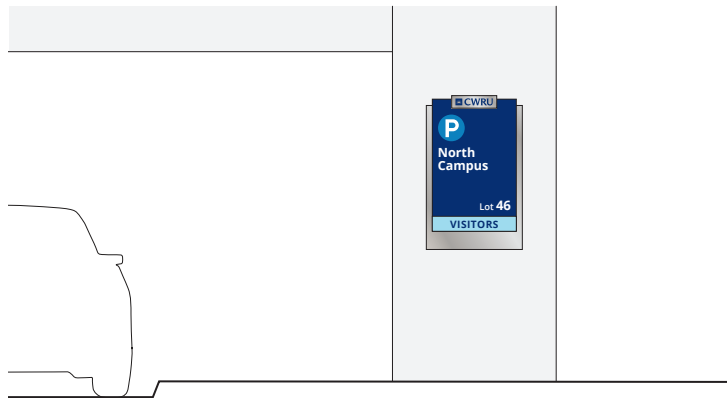
*Visitor parking always signage includes the universal parking symbol and a light blue visitor band*



SECTION 3

# Sign Family Overview

Parking Identification



SCALE: 3/16"=1'

C2.2

## Parking Identification- Wall-Mounted

2'-8" w x 4'-3" h

Non-illuminated aluminum wall sign

Identifies major visitor parking facilities and reinforces visitors are welcome to park here

*Visitor parking always signage includes the universal parking symbol and a light blue visitor band*



C3

## Parking Identification- Vinyl

Size may vary—to be confirmed on site

Self-adhesive individual vinyl lettering

Identifies parking facility pedestrian entries

SECTION 3

# Sign Family Overview

Pedestrian Directionals and Placemaking



SCALE: 3/16"=1'

D1.1

### Pedestrian Directional-Primary

1'-10 1/2" w x 10'-2 3/4" h

Double-sided, non-illuminated aluminum sign that includes updateable map and directory

Directs to major destinations, while providing orientation within the overall campus

Typically located near visitor parking facilities and at major decision points

D1.2

### Pedestrian Directional-Secondary

1'-10 1/2" w x 7'-2 3/4" h

Double-sided, non-illuminated aluminum sign

Directs to major destinations

Typically located at smaller, secondary pedestrian decision points

D2.1

### Pedestrian Directional-Projecting

2'-2 1/4" w x 4'-0" h

Double-sided, non-illuminated projecting aluminum sign mounted to existing poles (may be wall-mounted as well)

Directs to major destinations

D2.2

### Pedestrian Placemaking-Projecting

1'-6 1/4" w x 4'-0" h

Double-sided, non-illuminated projecting aluminum sign mounted to existing poles (may be wall-mounted as well)

Identifies open exterior spaces such as ovals, quads, parks and other gathering areas

SECTION 3

# Sign Family Overview

Facility Identification



SCALE: 3/16"=1'

E1.1

### Academic/Administrative Building Identification

3'-4 1/2" w x 5'-1 1/2" h

Modular double-sided, non-illuminated aluminum post and panel sign

Identifies visitor-oriented/public facilities (includes name and address)

May contain add-on panel for highly-visited internal destination

E1.2

### Academic/Administrative Building Identification-Cluster

3'-4 1/2" w x 6'-7 1/2" h

Modular double-sided, non-illuminated aluminum post and panel sign (various panel heights available)

Identifies visitor-oriented/public group of facilities falling under one general name or attached via common entrance, atrium, etc. (includes names and addresses)

May contain panel for highly-visited internal destination(s)

E1.3

### Academic/Administrative Building Identification-Cluster

3'-4 1/2" w x 7'-7 1/2" h

Modular double-sided, non-illuminated aluminum post and panel sign (various panel heights available)

Identifies visitor-oriented/public group of facilities falling under one general name or attached via common entrance, atrium, etc. (includes names and addresses)

May contain panel for highly-visited internal destination(s)

SECTION 3

# Sign Family Overview

Facility Identification



SCALE: 3/16"=1'

E2.1

### Residential Building Identification

3'-4 1/2" w x 5'-1 1/2" h

Modular double-sided, non-illuminated aluminum post and panel sign

Identifies resident-oriented facilities (includes name and address)

May contain add-on panel for highly-visited internal destination

E2.2

### Residential Building Identification-Cluster

3'-4 1/2" w x 6'-7 1/2" h

Modular double-sided, non-illuminated aluminum post and panel sign (various panel heights available)

Identifies resident-oriented grouped facilities falling under one general name or attached via common entrance, atrium, etc. (includes names and addresses)

May contain panel for highly-visited internal destination(s)

E2.3

### Residential Building Identification-Cluster

3'-4 1/2" w x 7'-7 1/2" h

Modular double-sided, non-illuminated aluminum post and panel sign (various panel heights available)

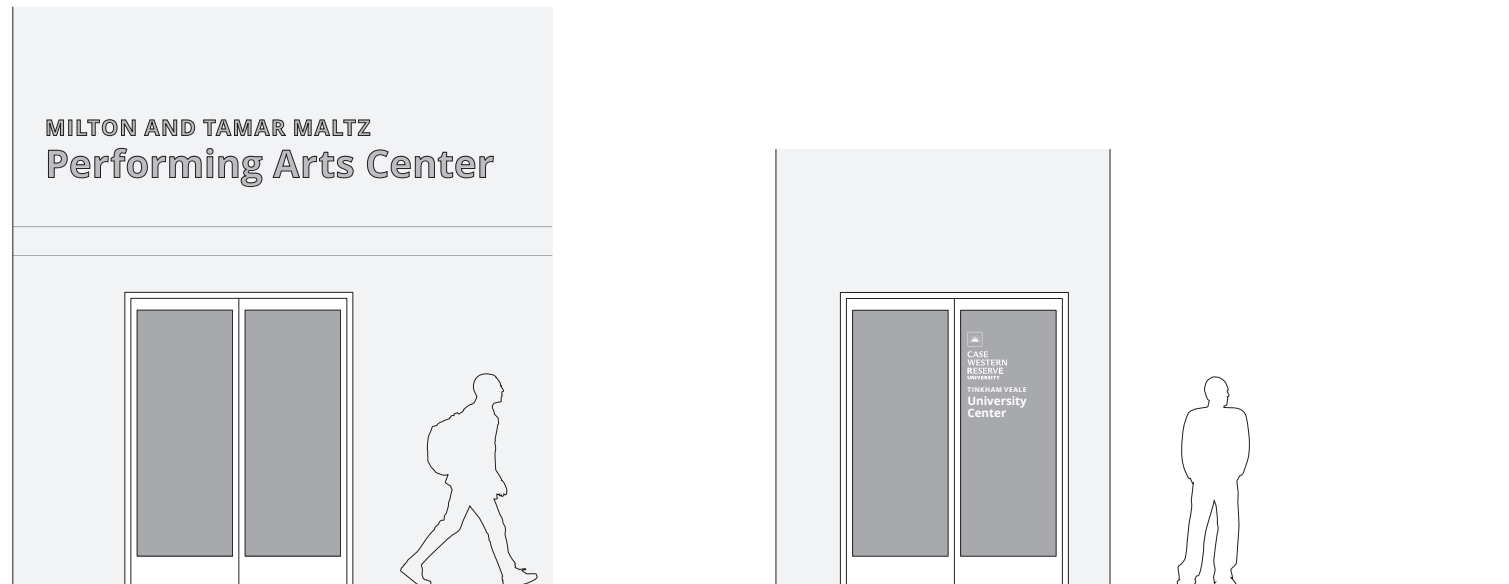
Identifies resident-oriented grouped facilities falling under one general name or attached via common entrance, atrium, etc. (includes names and addresses)

May contain panel for highly-visited internal destination(s)

SECTION 3

# Sign Family Overview

Facility Identification



SCALE: 3/16"=1'

E3.1

### Building Identification- Dimensional Letters

*To be determined based on architecture*

Individual flush mounted aluminum letters

Identifies campus facilities, typically meant to be viewed at a distance

May or may not contain donor name

E3.2

### Building Identification- Vinyl Graphics

*To be determined based on architecture*

Self-adhesive individual vinyl logo and lettering

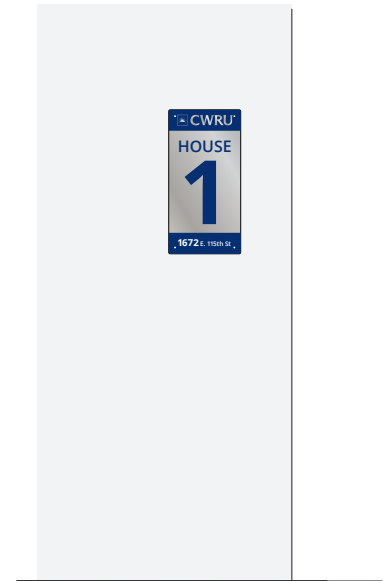
Identifies campus facilities at entrances

May or may not contain donor name

SECTION 3

# Sign Family Overview

Facility Identification



SCALE: 3/16"=1'

E4.1

### Academic/Administrative Building Identification-Wall-Mounted

2'-8" w x 4'-2" h

Non-illuminated aluminum wall sign

Identifies visitor-oriented/public facilities

E4.2

### Residential Building Identification-Wall-Mounted

2'-8" w x 4'-2" h

Non-illuminated aluminum wall sign

Identifies resident-oriented facilities

E5.2

### Overhead Residential Building Identification-Wall-Mounted

2'-0" w x 4'-0" h

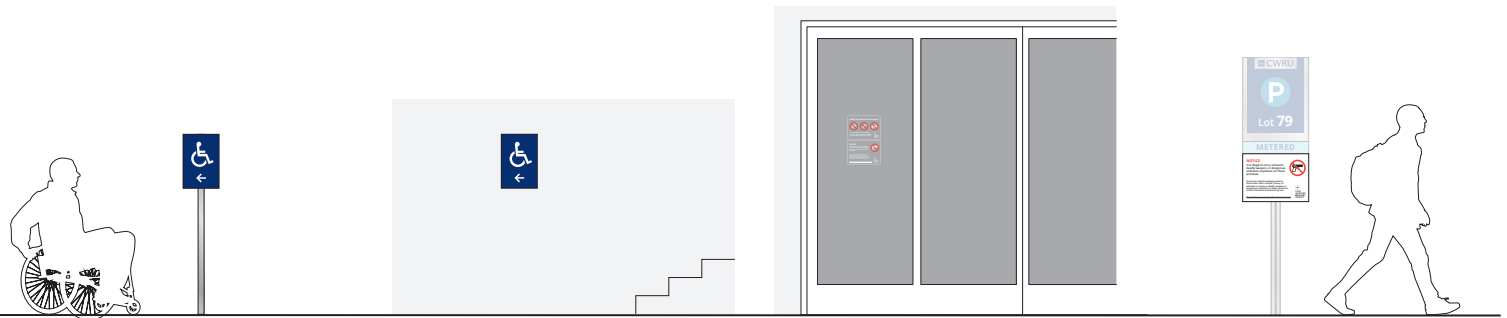
Non-illuminated aluminum wall sign

Identifies resident-oriented facilities, typically meant to be viewed at a distance or located where a ground-mounted sign will be obstructed

SECTION 3

# Sign Family Overview

Accessibility & Regulatory



SCALE: 3/16"=1'

F1.1

### Accessible Entrance Directional-Post-Mounted

1'-6" w x 5'-0" h

Non-illuminated aluminum post-mounted sign

Directs to accessible entrances and accessible routes

F1.2

### Accessible Entrance Directional-Wall-Mounted

1'-6" w x 2'-3" h

Non-illuminated aluminum wall-mounted sign

Directs to accessible entrances and accessible routes

F2.1

### Regulatory-Vinyl

11" w x 8" h (each)

Self-adhesive individual vinyl lettering & symbols

Tobacco-free & No Weapons located together at building entrances

F2.2

### Regulatory-Panel

1'-10" w x 1'-4" h

Non-illuminated wall, post, or utility pole-mounted sign

Tobacco-free signs located at places frequently identified as smoking areas & campus borders

No Weapons signs located at parking lots & garages

SECTION 3

## Sign Family Overview

Specialty Signage



SCALE: 3/16"=1'

G1

### Photo-Op Sign

8'-0" h x 2'-0" d

Non-illuminated fabricated  
aluminum letters

Provides landmark destination for  
photo opportunities