



Policy Title:
Signage Standards

Policy No.: 3030 Rev.: Original
Effective Date: April 2014
Last Revision: N/A

Responsible Office: Office of Facilities
Responsible Official: Chief Facilities Officer-Associate Vice President of Facilities

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Scope

Establish signage standards for the University of New Haven.

Policy Statement

This policy approved by the Facilities Planning Committee and the Office of Enrollment Marketing and Communications provides a guideline for all signage at the University of New Haven and is based on current design standards and University branding.

Reason for the Policy

The purpose of this policy is to provide a standard for both interior and exterior signage on all campuses of the University of New Haven in accordance with University branding initiatives.



Policy Sections

3030 Signage Standards Guidelines

1. All signage requests must be submitted to the Office of Facilities-Director of Space Management.
2. The Director of Space Management will manage the design and installation of all signage consistent with University Standards and Facilities Policies.
3. In the case of Donor Signage, the Director of Space Management shall work with the Director of Donor Stewardship on design and installation.
4. All signage must follow the standards outlined in this policy unless an exemption is given by the Chief Facilities Officer.
 - a. The Chief Facilities Officer may refer exemptions to the Facilities Planning Committee for review.
5. All signage for partnerships with other entities must also follow these standards and be designed in partnership with the University Marketing department and when necessary approved by the Facilities Planning Committee.

Appendix:

3030.1 Wordmark/UNH Logo

3030.2 Monument Signs

3030.3 Exterior Building Signs

3030.4 Parking Signs

3030.5 Trash & Recycling Decals

3030.6 Donor Signage

3030.7 Glass Decals

3030.8 Interior Signage-Room, Stairs & Regulatory/ADA Style

3030.9 Street Signs

3030.1 Wordmark / UNH Logo

Revision: March 2014

Scale: Not To Scale

Product Specifications:

Word Mark & Seal can be fabricated or produced in different materials & set-ups, Including: Flat Cut Out Metal, Painted Acrylic, Printed or Cut Vinyl Decals.

Size & Material Determined by Usage

Uses Include But Are Not Limited To: Signage, Podium Seals, Vinyl Lettering.

Seal Only:



PMS Blue 288 Logo on White Background
(The reverse Blue Background/White Letters is also a viable option in certain situations)



Metallic Silver or Light Gray Background with Cool Gray PMS 11c Graphics

Seal & Wordmark - Stacked Version



University of
New Haven

Shown: Blue PMS 288 Letters & Logo Details
Logo Disk = White

Seal & Wordmark - Linear Version:



University of New Haven

Shown: Brushed Stainless Steel Seal with Etched & Filled PMS Cool Gray 11c Logo
Letters: Brushed Aluminum or Stainless Steel
Metallic Silver is also an option, as is PMS 288 Blue with White Logo on Seal

3030.2 Monument Signs

Scale: 1/2" = 1'-0"

Product Specifications:

Monument Signs Both Illuminated and Non-illuminated

Background: PMS 288 Blue

Lettering: White or Reflective White

Single or Double Face Determined By Location

Cap: PMS 110 Yellow or Reflective Yellow Vinyl

Base if Applicable: White

Installation Method & Height From Grade: Individually Determined by Location

Shown: Monument on Campbell @ Harugari



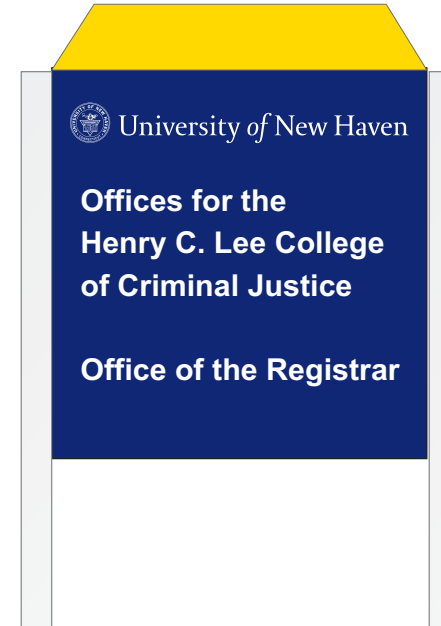
Sign Face: 48" x 97"
Sign Depth: 7-1/2"
Illuminated Option: Stencil Cut and/or Push Thru
Acrylic Logo & Logo Lettering
Directional Arrows & Lettering Reflective White Vinyl

Shown: Monument at North Campus



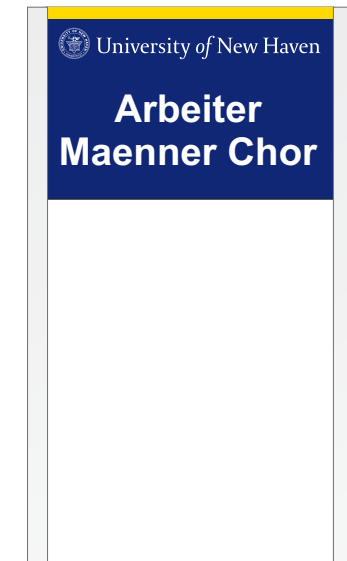
Sign Face: 47" x 44-1/2"
Sign Depth: 7"
Base: Varies
Non-Illuminated

Shown: Monument at South Campus Hall



Sign Face: 41-5/8" x 31-3/4"
Sign Depth: 3"
3" x 3" Posts
Non-Illuminated

Shown: Post & Panel Sign



Sign Face: 24" x 36"
Sign Depth: 2"
2" x 2" Posts
Non-Illuminated

3030.3 Building Signs - Exterior Wall Mounted

Scale: 1-1/2" = 1'-0"

Product Specifications:

Background: 063 Oven Baked Aluminum Pan Sign with 1/2" Returns Painted PMS 288 Blue

Lettering: Reflective White Seal & Lettering

Rules: Reflective Yellow

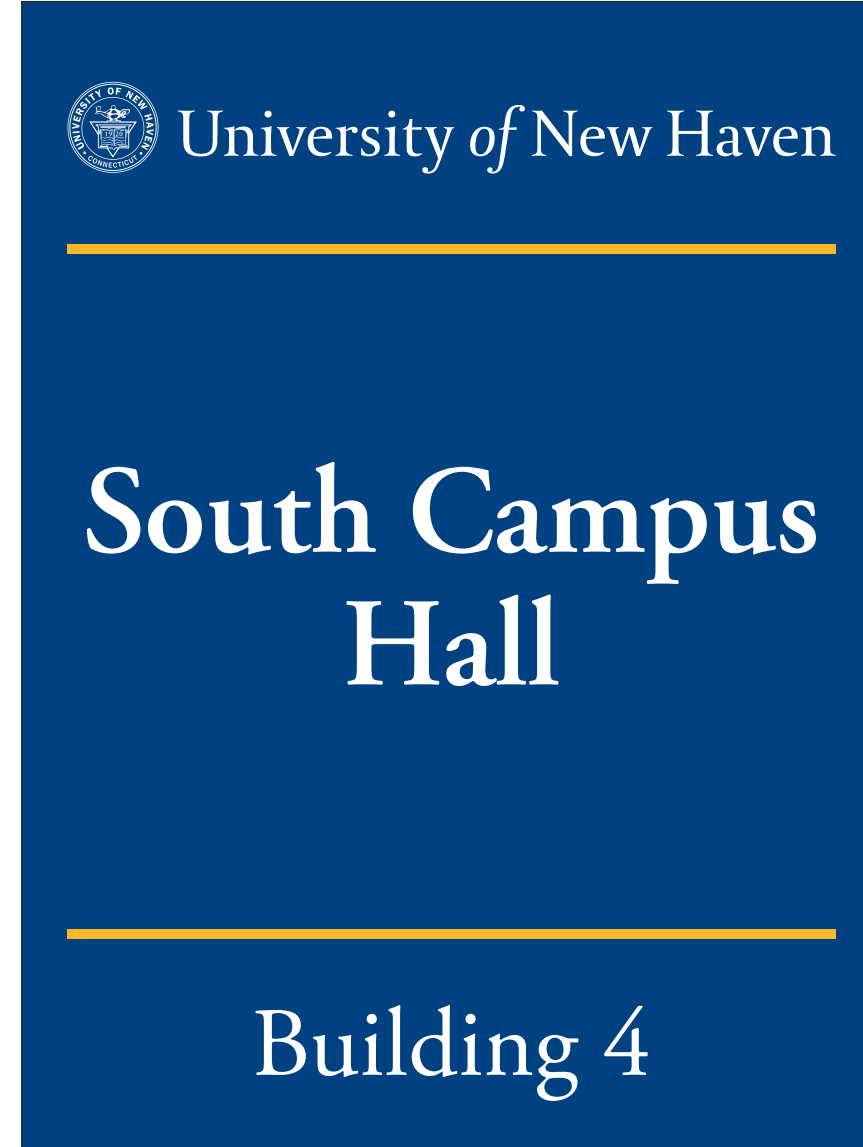
Mounting with angle brackets and appropriate hardware.

Revision: March 2014

18" x 24" Horizontal Format



18" x 24" Vertical Format



3030.4 Parking Signs

Scale: 3" = 1'-0"

Revision: March 2014

Product Specifications:

Background: 18" x 12" x .063 Oven Baked Aluminum Pan Sign.

Face: Reflective White Vinyl Laminated to Aluminum Face

Graphics: Printed PMS 288 Background with Knock-Out White Lettering & Logo

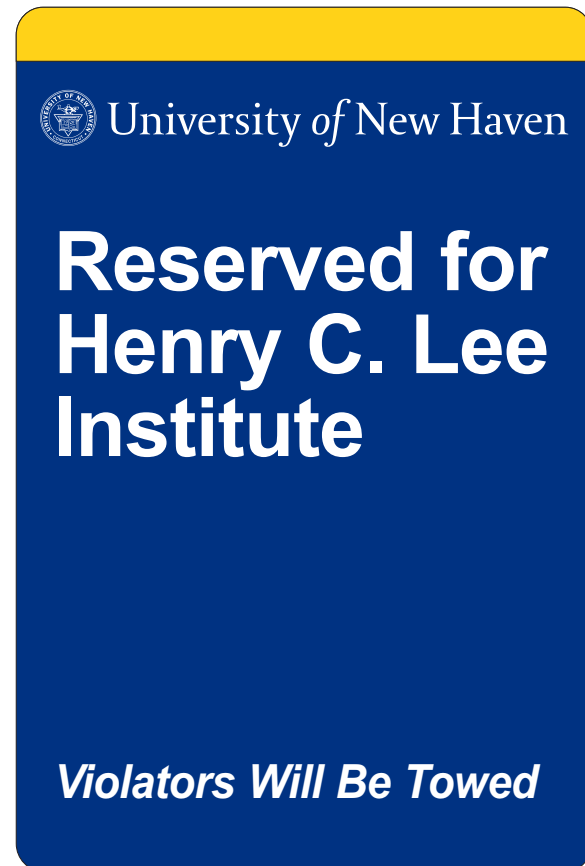
Reflective Yellow Stripe at Top

Installation:

Wall Mount with Appropriate Hardware

Post Mount on 2" x 2" Aluminum Tube Post, Painted MAP Metallic Silver, Hardware, Weld or DF Tape Mount

(Installation height from grade determined site by site)



Notes:

Layout based on message

All text should be left-justified

"Violators Will Be Towed" by request only, not standard.

3030.5 Trash & Recycling Receptacle Decals

Scale: 3" = 1'-0"

Revision: March 2014

Product Specifications:

14" x 14" Printed White High Performance Vinyl Decals

PMS 288 Blue, Black & Green

UV Overlaminated

Direct Installation on Face of Trash Receptacles



3030.6 Donor Signage

Scale: Not To Scale

Revision: March 2014

Product Specifications:

All Donor Signage Lettering is Garamond, Initial and Lower Caps

Donor Signage Includes flat cut out aluminum & Acrylic letters, as well as dedication plaques.

Exterior Lettering Color: Typically Dark Duronodic Bronze, or other depending on application.

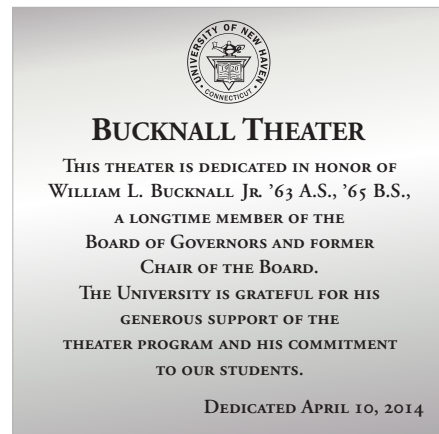
Interior Donor Lettering Color: Varies depending on application.

Sizes & Mounting: Varies depending on application.

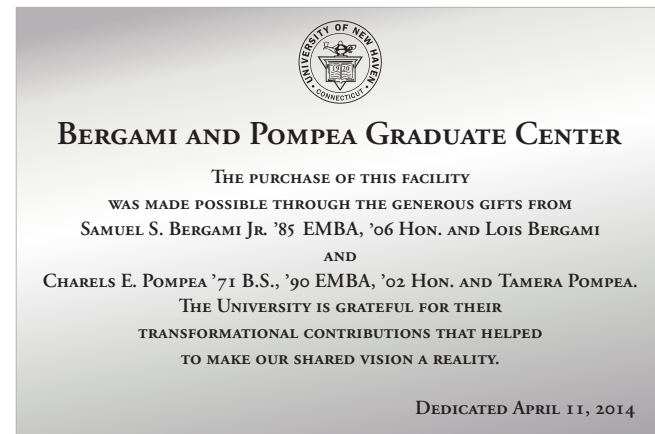
Flat Cut Out Letter Set Example:

M.L. McLAUGHLIN CENTER FOR FAMILY BUSINESS AND EXECUTIVE EDUCATION

Dedication Plaque Examples:



Square Format



Horizontal Format

Exterior Monument Example:



3030.7.1 Glass Decals / Tobacco Free

Revision March 2015 / TF Program

Scale: ½ Full

Product Specifications:

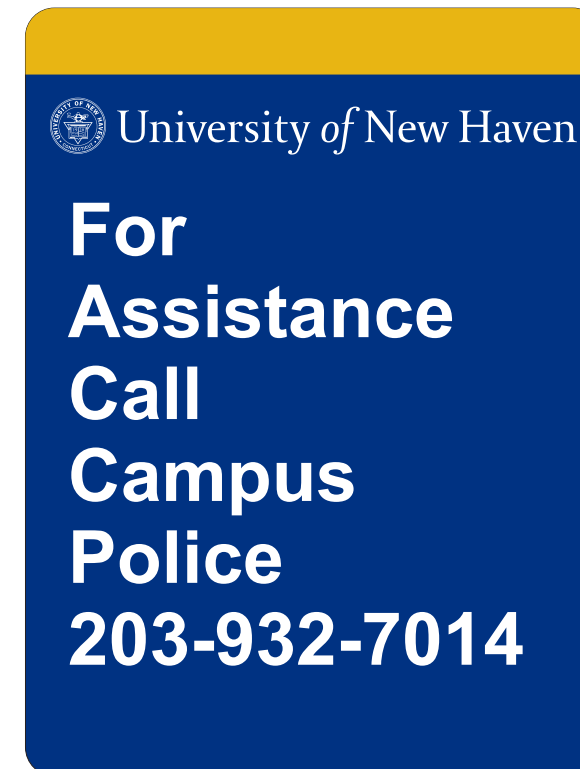
First surface printed window decal
PMS 288 Blue/White/Yellow (to match 3m Sunflower)
UV Stable & Matte Overlam
8" x 8" & 8" x 6"

No Smoking Decals



Center Band = PMS 288 @ 80%

Campus Police Decals



3030.8 Interior Signage - Room, Stair & Regulatory / ADA Style

Revision: March 2016

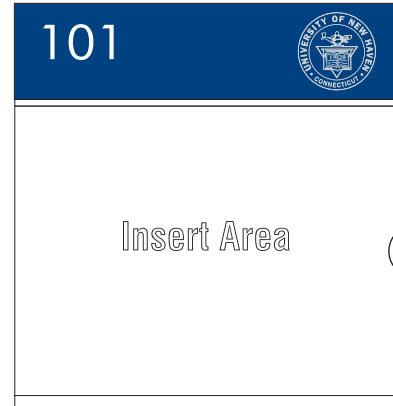
Scale: 1/2 Full or 3" = 1'-0"

Administrative

Room Signs / Typ.
4" x 8"



Room Signs, With Area for Paper Insert
2" x 8" Plate with 6" x 8" Insert Area



Generic

Stair Signs (In Hallways) / Typ.
4" x 8"



Stairwell Level Signs / Typ.
8" x 12"



Elevator Regulatory / Typ.
9" x 8"



Area of Refuge Signs / Typ.
8" X 8-1/4"



Residential

Suite Signs / Typ.
2" x 8"



In-Suite Room Identification / Typ.
2" x 5"



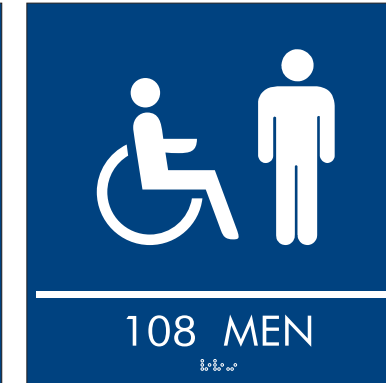
RA Suite Signs / Typ.
3" x 8"



Suite Directionals / Typ.
3" x 10"



Restrooms / Typ.
8" x 8"



Room Notice Holders / Evac Map Holders

Note:
Standard Insert for Office Space: 4" x 8" Overall
Standard Insert for Programming Spaces: 9" x 11-1/2"
Notice Holders: Horizontal or Vertical Format

Production Specifications:

Background: 1/8" Rowmark Reverse Engravable Material with 1/8" Clear Acrylic Block Spacer
Lettering: Raised 1/32" Rowmark Applique Material
Braille: Clear Grade II
Seal: Reverse Engraved and Paint Filled
Colors: See Material Color Palette

MATERIAL COLOR PALLETTE	Main Campus / West Haven		Orange Campus		Lyme Campus	
	Background:	Blueberry			Ash	
Lettering & Symbols:	White			Ash		Lyme Logo Green
Seal:	Light Gray			Warm Gray 8c		Lyme Logo Green



Aluminum panels 6" tall x various lengths depending on message/name. Each with printed white reflective vinyl. Single sided. Bolted to post.

Isometric View



Direct embedment installation - Depth, TBD - varies by height of sign @ each location.
Posts: 3" x 3" Aluminum Tube Painted PMS Cool Gray 10C Gray - All Locations

Main Campus, West Haven



Blue/White sign colors to match existing exterior campus signage.
Post - 3" square with beveled cap painted gray,

Graduate Campus, Orange






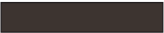


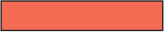


Bronze /White sign colors to match existing campus signage.

Lyme Academy College of Fine Arts, Lyme



Orange/White sign colors to match proposed new exterior campus signage.
Post - 3" square with beveled cap painted gray,

MATERIAL COLOR PALLETTE	Main Campus / West Haven		Orange Campus		Lyme Campus	
	Background:	 PMS 288c	 Dark Bronze	 White		
Lettering:	 White	 White	 Black			
Seal:	 White	 White	 Lyme Orange Logo			