



STANDARDS FOR
Exterior
Donor
Signage



STANDARDS FOR Exterior Donor Signage

With the increased growth on campus, the university has prepared these standards for how best to acknowledge the generosity of those donors who make our new facilities possible. These Donor Signage Style Standards help campus architects, administrators, and donors make consistent decisions on the location, size, and font choice for donor named building signage. The following standards are our guide as we develop signage applied to campus buildings. Any exceptions to these standards require the approval of the president, the cognizant senior vice president, and the vice president for institutional advancement.

We recognize the complexity and dynamics of our campus and know that exceptions might need to be made on a case-by-case basis.

Application Types

1 ACADEMIC AND PERFORMING ARTS BUILDINGS

Use Trajan (with initial caps) as the primary font.

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 0123456789

Academic and performing arts buildings typesetting example

JOHN SMITH BUILDING

2 RESIDENTIAL AND AUXILIARY BUILDINGS

Use Helvetica Bold (uppercase and lowercase) as the primary font.

**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 0123456789**

Residential and auxiliary buildings typesetting example

**John R. Smith
Living-Learning Center**

3 RECREATION BUILDINGS

Use Helvetica Bold (uppercase) as the primary font. Allow for vertical application on this type of building only. Up reading type is preferred.

**A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0123456789**

Recreation building typesetting example

JOHN SMITH RECREATION CENTER

4 HEALTH SCIENCES BUILDINGS

Use Sofia Pro Medium (uppercase) as the primary font.

**A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0123456789**

Building typesetting example

HEALTH SCIENCES EDUCATION BUILDING

Design Standards

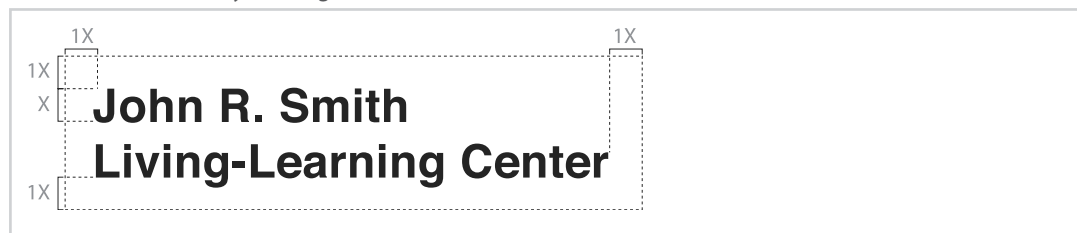
RECOMMENDED CLEAR AREA

A clear area must surround the logo and is determined by the cap height of the donor letters, as shown in the diagram. Along with considering proper contrast with the building color, the logo must be sized and placed so that this area is not encroached on by any major building features such as windows, edges, corners, columns, roof lines, etc.

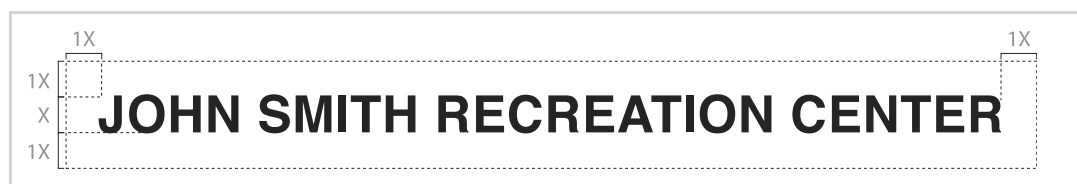
Academic and performing arts buildings clear area illustration



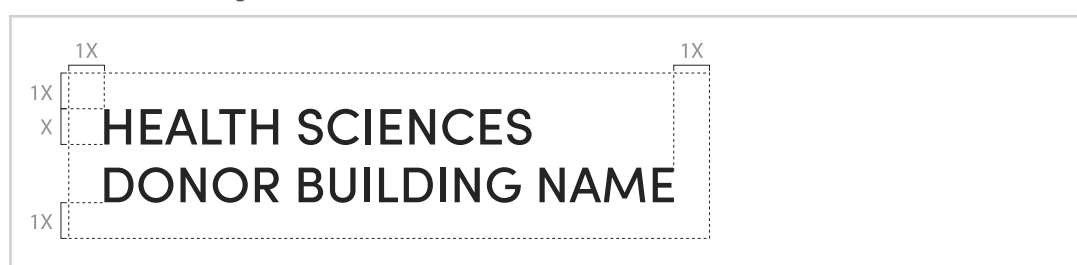
Residential and auxiliary buildings clear area illustration



Recreation building clear area illustration



Health Sciences buildings clear area illustration



FABRICATION CONSIDERATIONS

All donor letters should be non-illuminated individual letters with no raceway or connection between letterforms. Letters should be painted to match dark gray when placed on light-colored buildings or metallic silver if being placed on dark-colored buildings. Ground lighting is considered illumination and is not recommended for donor signage.

An exception can be made for illuminated signage when required for maximum visibility on high-level public buildings. Approval for this type of application will be reviewed on a case-by-case basis by Facilities Management.

COLOR



Dark Gray

Metallic Silver

Dark Bronze

The dark bronze color option is reserved for situations when dark gray or metallic silver will not provide sufficient contrast (e.g. concrete background).

Contact Campus Planning for color reference.

Letter Contrast and Fabrication

All individual letters below 12" cap height fabricated from 1/4" thick aluminum and painted to match dark gray or metallic silver depending on building color. Letters are to be mounted with studs and stand-offs welded to reverse side of letters and secured with silicone or other adhesive per code.

All individual letters with a cap height of 12" above are to be 1" thick channel letters fabricated from aluminum and painted to match dark gray or metallic silver depending on building color. Letters are to be mounted with studs and stand-offs welded to reverse side of letters and secured with silicone or other adhesive per code.

DARK GRAY LETTERS ON A LIGHT BACKGROUND



METALLIC SILVER LETTERS ON A DARK BACKGROUND



Naming Conventions

In order to visually simplify donor names the following rules should be followed for all three building types:

- The use of punctuation should be carefully considered and only used when absolutely necessary. Punctuation that should be avoided includes, but is not limited to, commas, dashes, slashes, and parenthesis.
- Using titles should be avoided whenever possible.
- Initials are allowed and can include periods.
- Use ampersands (&) instead of the word "and."
- Be sure to use a correct apostrophe. (see example)
- It's recommended that one donor name be applied per building. For example, this could be the name of a couple, a family, a foundation, etc. Any exceptions must be approved by senior administration.

CORRECT APOSTROPHE - HELVETICA

Visitor's - correct
Visitor's - incorrect

CORRECT APOSTROPHE - SOFIA PRO

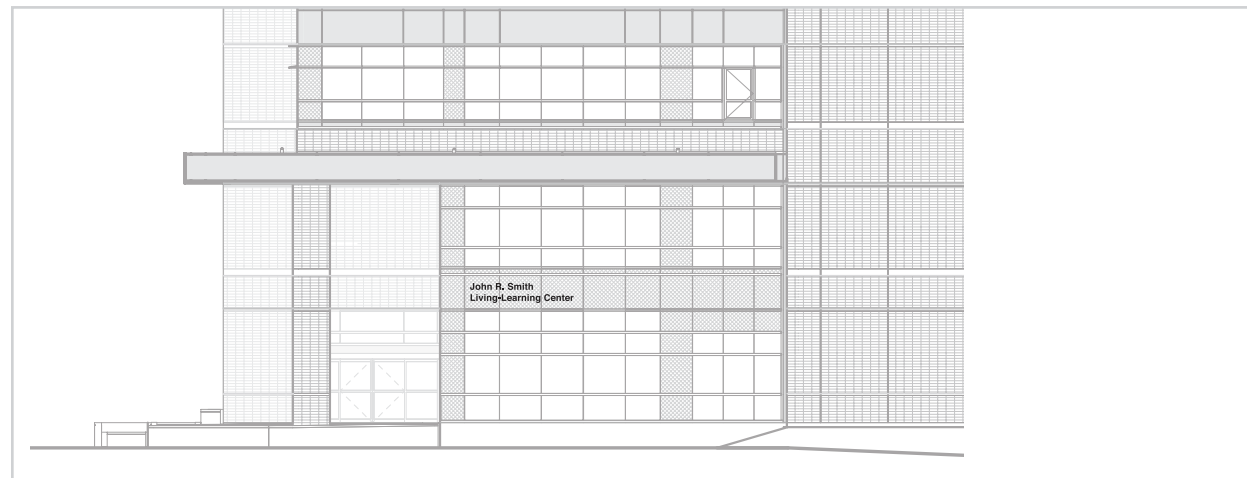
VISITOR'S - correct
VISITOR'S - incorrect

Sign Scale and Placement

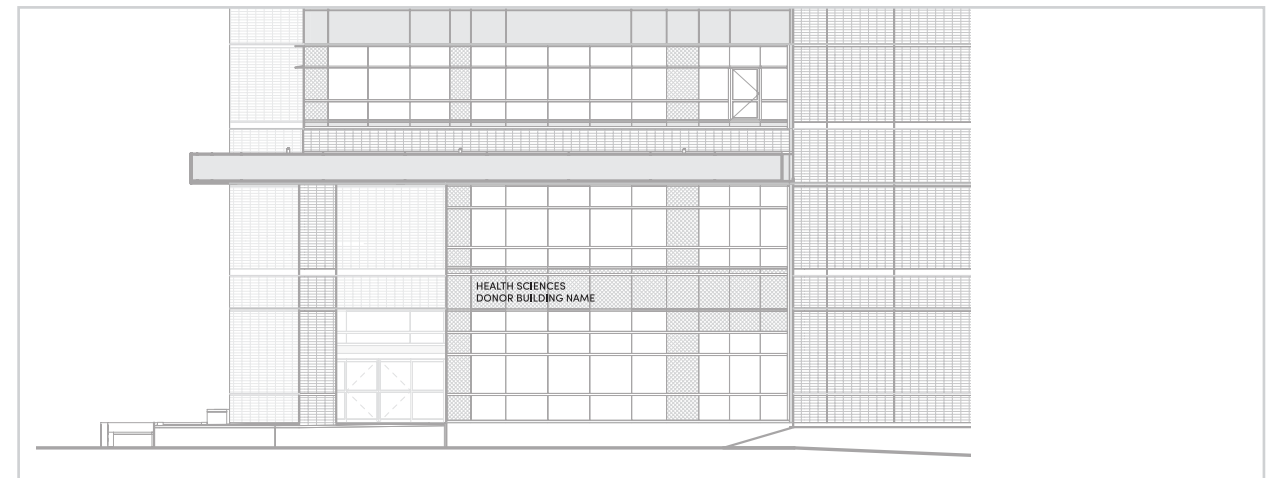
Pedestrians should be considered the primary audience for donor identification. These guidelines should be followed when placing donor signage on a building:

- Donor signage should be placed on the building wall near or over the primary pedestrian entrance, on the canopy above the entrance, or on the adjacent building façade near the entrance. (see examples)
- Donor signage placed on the first or second story of a building should have cap heights between 6" – 12".
- Donor signage placed above the second story of a building should have cap heights between 12" – 18".
- A minimum cap height of 6" is recommended.
- Align donor signage with building architectural features whenever possible.
- All donor signage should follow the typesetting rules for the type of building as outlined in the Application Type section above.
- All words in the same application should be the same size.

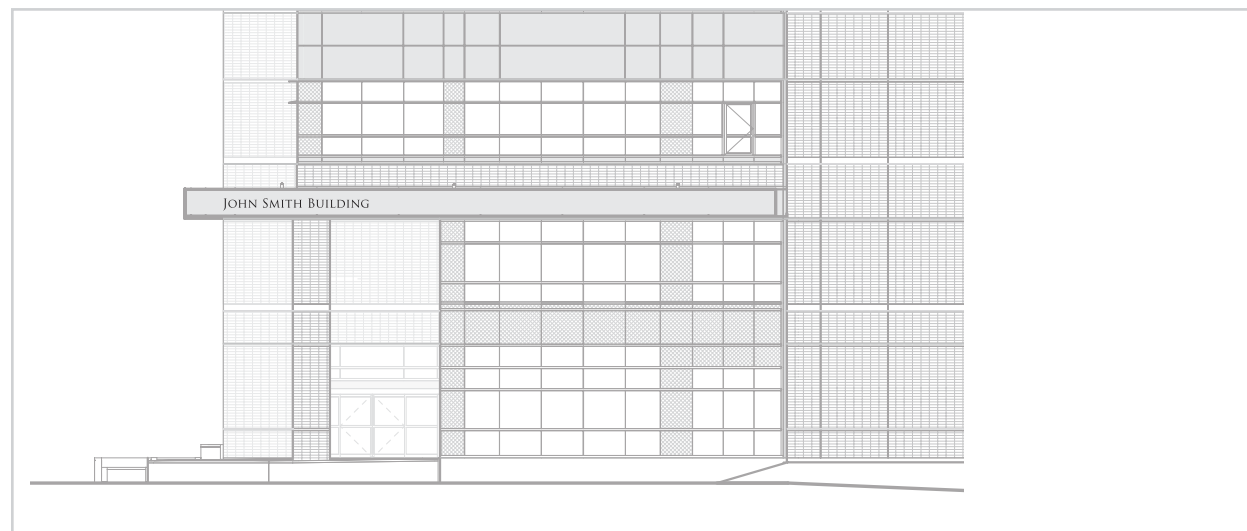
WALL ABOVE ENTRANCE PLACEMENT EXAMPLE



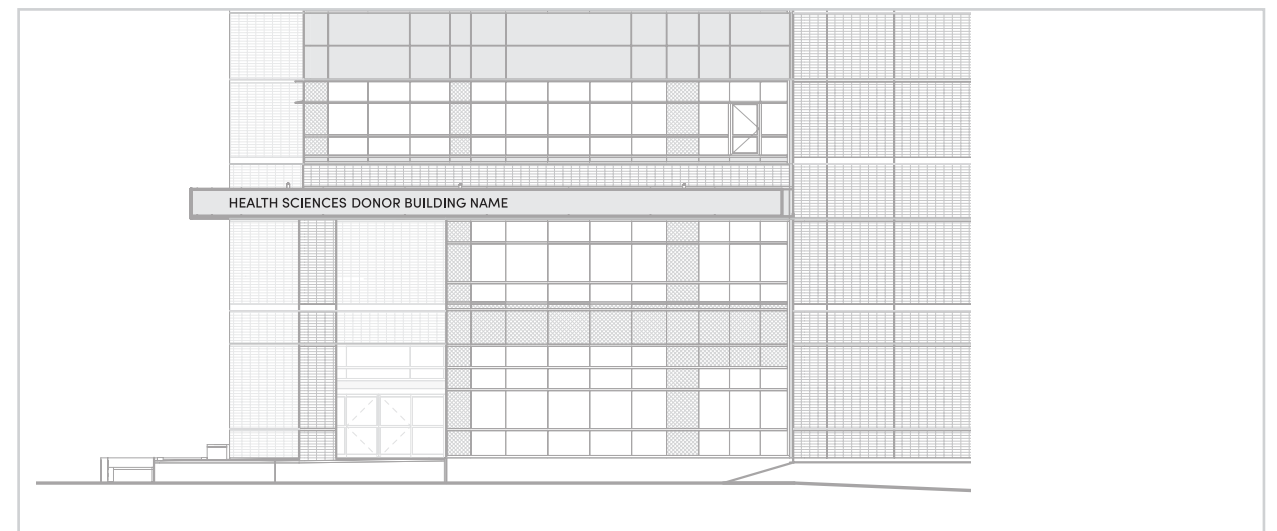
HEALTH SCIENCES WALL ABOVE ENTRANCE PLACEMENT EXAMPLE



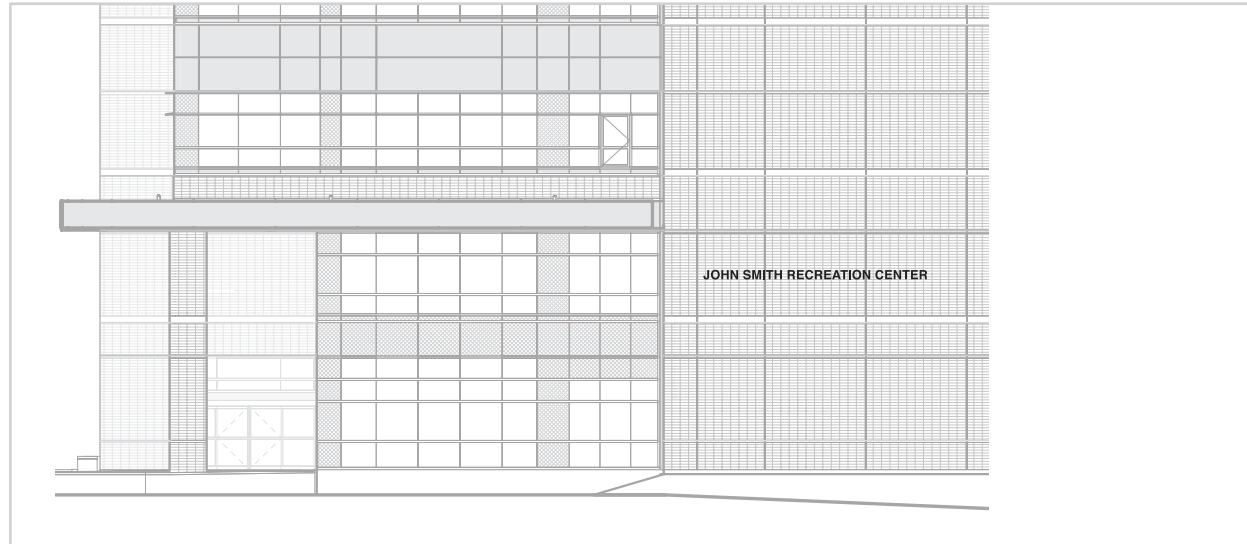
CANOPY PLACEMENT EXAMPLE



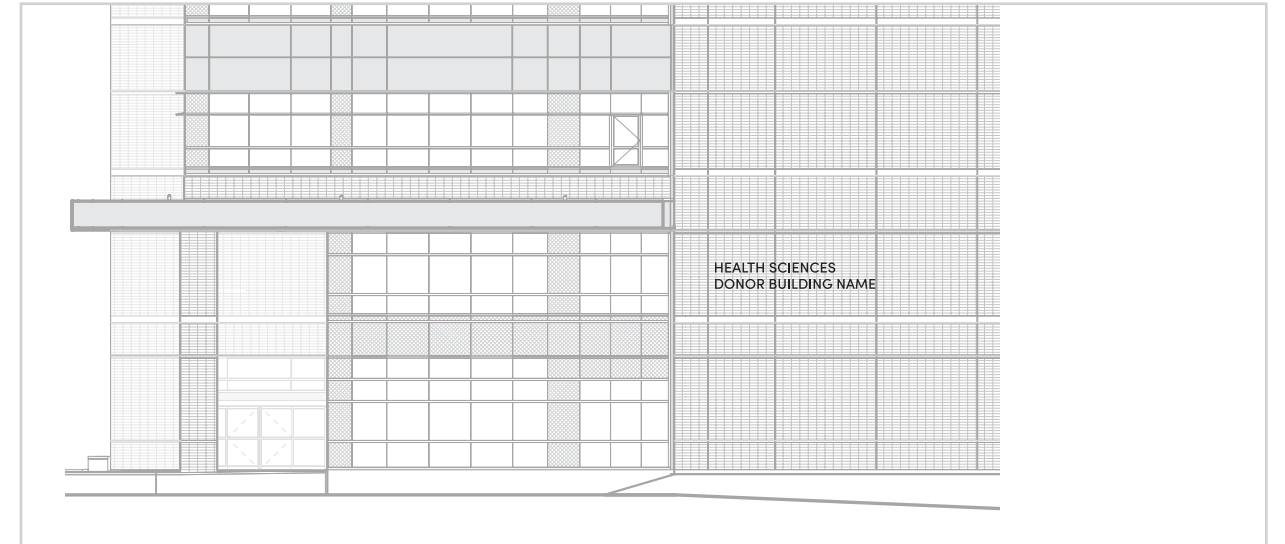
HEALTH SCIENCES CANOPY PLACEMENT EXAMPLE



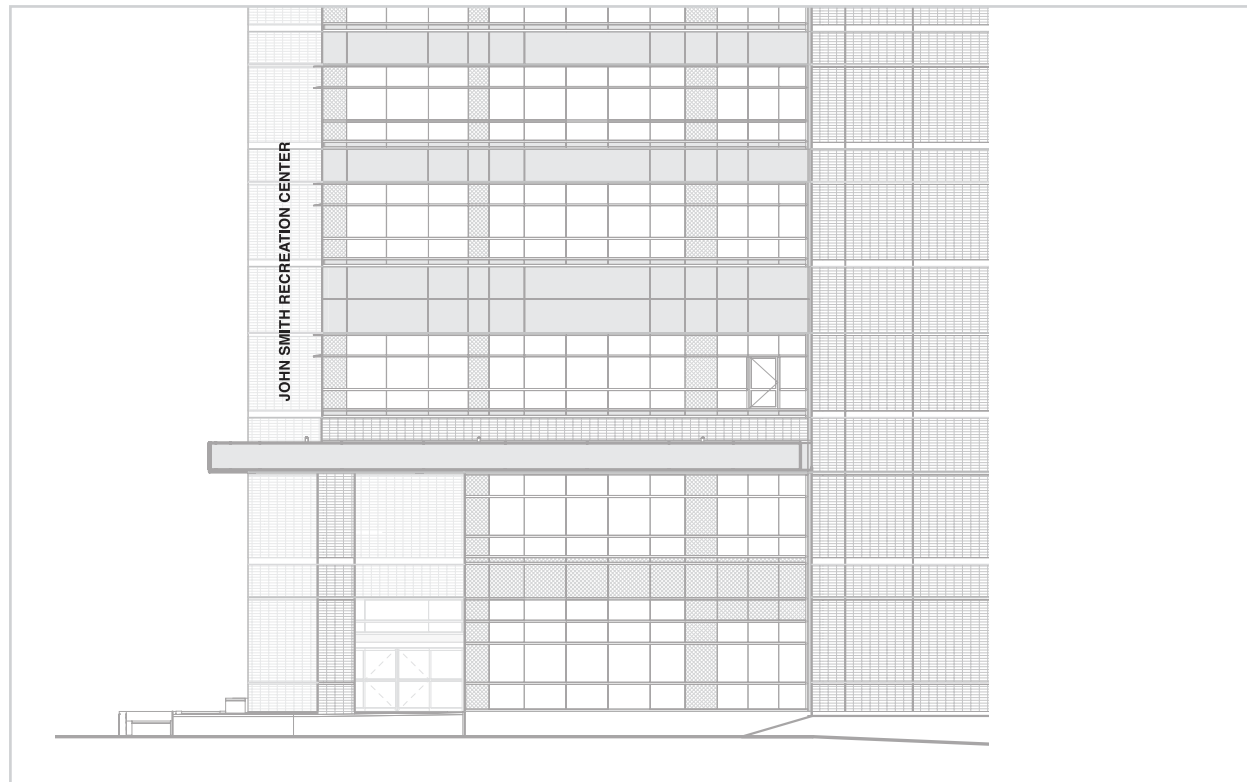
ADJACENT FAÇADE PLACEMENT EXAMPLE



HEALTH SCIENCES ADJACENT FAÇADE PLACEMENT EXAMPLE



RECREATION BUILDING ALTERNATE PLACEMENT EXAMPLE



HEALTH SCIENCES ALTERNATE PLACEMENT EXAMPLE

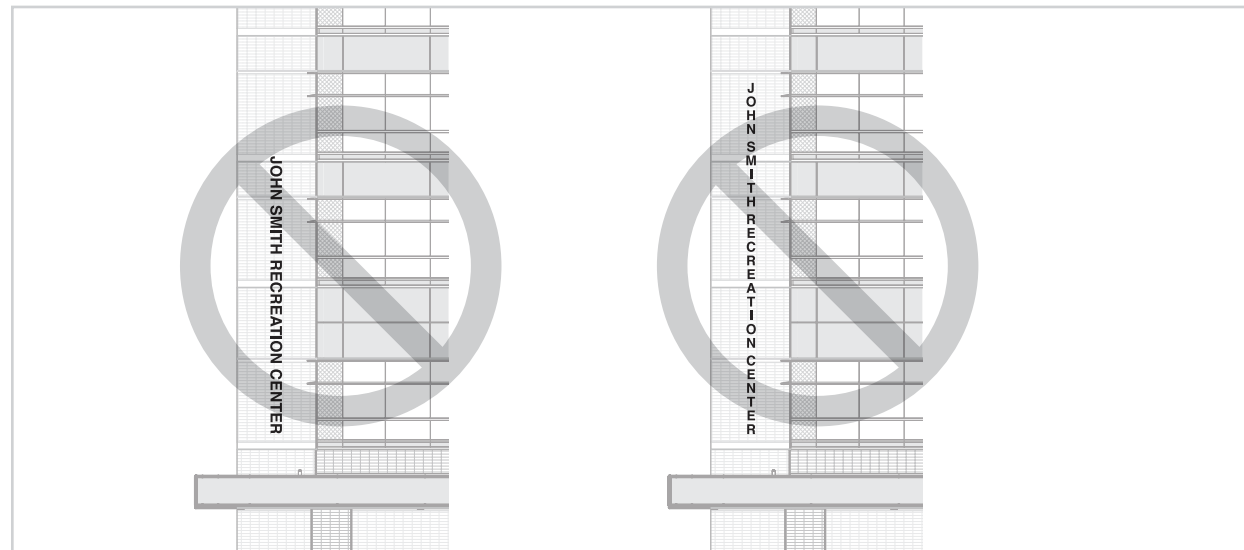


Restrictions

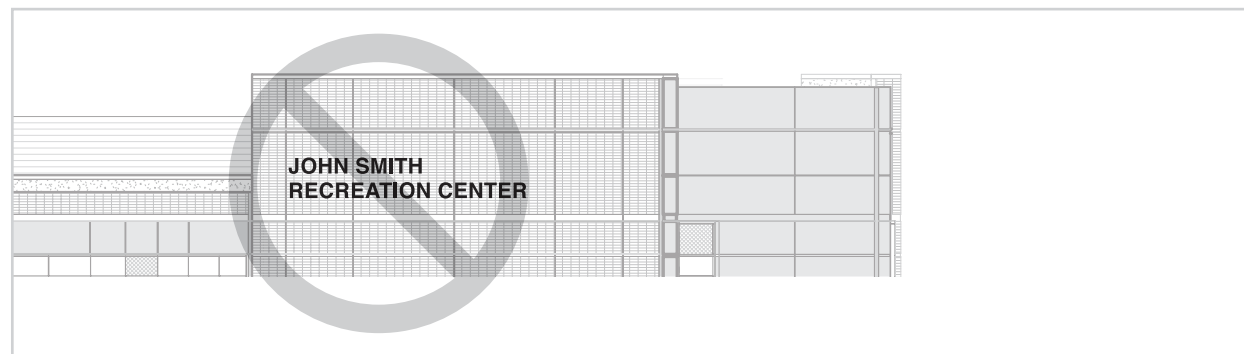
The following restrictions should be considered when specifying donor signage to be installed on university buildings and facilities:

- When typesetting vertical type on recreation buildings the type should be up-reading not down, and letters should not be stacked. (see examples)
- Do not manipulate fonts by condensing, extending, using a different font weight than recommended or adding extra kerning when typesetting donor signage. (see examples)
- Do not use the university logo, athletic logo, block U, or university seals.
- Do not use corporate logos.
- Donor signage designating interior sections of buildings, wings, towers, pavilions, courtyards, etc. are not allowed on the exterior of the building.
- Any freestanding sign that includes donor names and does not follow existing exterior signage standards must be approved by senior administration.

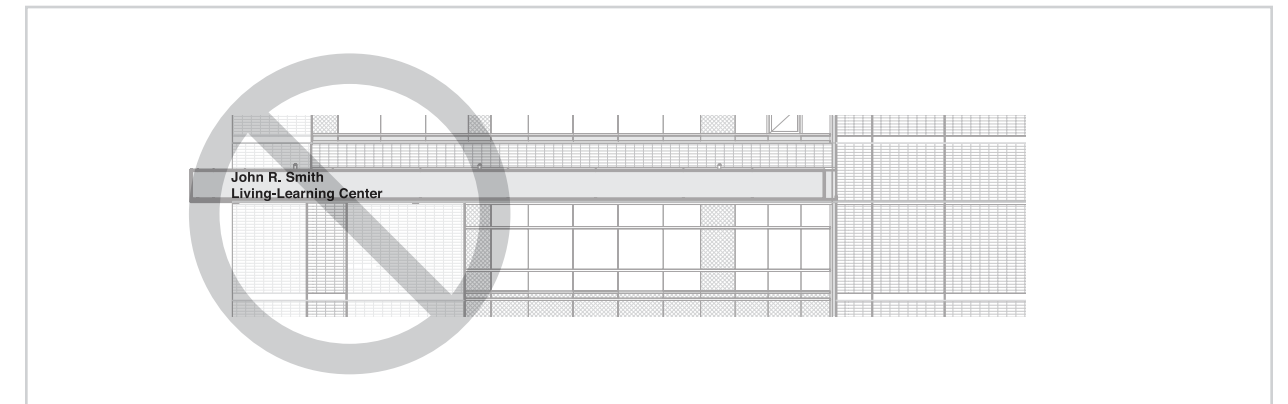
VERTICAL TYPESETTING RESTRICTIONS EXAMPLE



TOP OF BUILDINGS RESTRICTION AND LETTERING TOO LARGE EXAMPLE



LETTERING TOO TIGHT TO BUILDING EDGES RESTRICTIONS EXAMPLE



FONT MANIPULATION RESTRICTIONS EXAMPLE

