



EXTERIOR SIGNAGE STANDARDS MANUAL

**THE GROUNDS
UNIVERSITY OF VIRGINIA**
CHARLOTTESVILLE, VIRGINIA

APRIL 2000
REVISED AUGUST 2003

Introduction Page 1

Color Palette Page 2

Typography Page 3

Symbol Graphics Page 5

Street Name Sign Type Page 6

Vehicular Directional Sign Type Page 8

Building Identification Sign Type Page 11

Parking Garage ID Sign Type Page 13

Parking Lot Sign Type Page 14

Parking Regulatory Sign Type Page 17

Pedestrian Regulatory Sign Type Page 18

Construction Site Sign Type Page 19

Health Sciences Center

 Primary Directional Sign Type Page 20

 Secondary Directional Sign Type Page 21

 Overhead Primary Directional Sign Type Page 22

 Building Identification Sign Type Page 23



Introduction

These Signage Standards and Guidelines are issued for use by all University of Virginia personnel and outside consultants who are involved in specifying, fabricating or installing signage at the Grounds of the University of Virginia.

In particular, these standards apply to all exterior signage that will be seen or used by the students, faculty and visitors we serve.

The primary intent of these standards is to create a clear, unified signage system to convey contemporary information within the historic context of Jefferson's University.

Each element of the program has been developed in careful coordination with all other elements, so that together they will function as a unified system. It is essential, if this wayfinding and signage program is to work effectively, that all participants give special attention not only to consistency of use of each element, but to consistency and quality as each element is reproduced or installed.

Over time as the wayfinding and signage program is implemented, many special conditions will arise that are not fully covered in these standards and guidelines. It will be necessary when concerns or questions arise to consult with the Office of the Architect for the University.

This will maintain the visual integrity of the program and, most importantly, allow for the controlled expansion of the standards and guidelines document to address, in future releases, problems that are encountered along the way.

In order to maintain the consistency for all signage, the Office of the Architect oversees all requests for new signs or changes to existing signs.

Approved signage plans may be submitted to the Work Management Division of Facilities Management for fabrication either by the Sign Shop or a recommended outside fabricator. Specific questions regarding recommended fabricators or the approval of new fabricators should be directed to the Work Management Division of Facilities Management.

ADA Guidelines

The signage program has been designed in compliance with signage regulations defined by the Americans with Disabilities Act of 1990. Those regulations are quite involved and beyond the scope of this reference document. If you are interested in a more in-depth discussion of ADA issues, we have included at the back of this document a copy of the 1992 Society for Environmental Graphic Design (SEGD) White Paper on ADA. This has become the standard reference for designers.

Color Palette

Color Matching

Pantone Matching System[®], Pratt & Lambert[®] paint systems and matching 3M[™] vinyl products are used for specifying signage panel and post color matches.

Shown here are approximations of the primary signage background and post colors.

- The Pantone 282 dark blue is the primary sign panel color for UVA exterior signage.
- Pratt & Lambert 2301 Hedron is used in the footer panel of a typical identification/directional sign.
- Match with paint, 3M vinyl products for the posts and reveals.

Vinyl Products

Matching 3M[™] Adhesives and Films are specified for color vinyl films.

Shown here are approximations of the vinyl colors.

- The Pantone 145 Gold is the gold for the revised Rotunda icon.

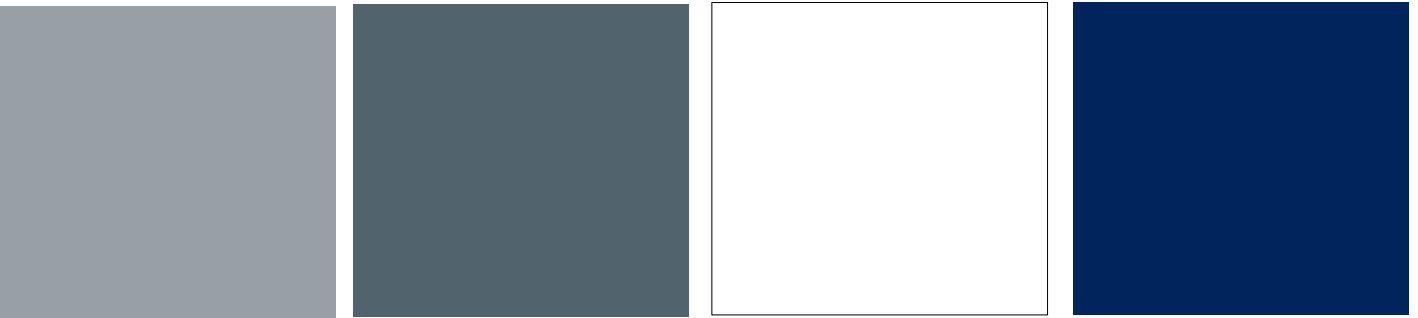
Reflective Vinyl Products

3M[™] Scotchlite Hi Intensity Reflective Sheeting are specified for UVA street signs, VDOT and regulatory signs.

Shown here are approximations of the vinyl colors.

CAUTION!
CONSISTENT AND ACCURATE
COLOR REPRODUCTION ON THIS
PAGE CANNOT BE ASSURED DUE
TO THE LIMITATIONS OF COLOR
COPYING TECHNOLOGY.

Paint Colors



Match with paint
3M[™] vinyl Medium Grey
for Posts and Reveals

Match with paint
3M[™] vinyl Dark Grey
for Posts and Reveals

Pratt & Lambert 2301
Hedron
for Footer Panel

Match with Paint
Pantone 282
for Sign Panel

Vinyl Colors



3M[™] vinyl product
matching
Bright Orange

3M[™] vinyl product
matching
Medium Grey

3M[™] vinyl product
matching
Dark Grey

3M[™] vinyl product
matching
Matte White



3M[™] vinyl product
matching
Vivid Blue

3M[™] vinyl product
matching
Dark Green

3M[™] vinyl product
matching
Light Navy

Scotchlite Hi Intensity Reflective Sheeting Colors



3M[™] reflective product
matching
Blue

3M[™] reflective product
matching
Red

3M[™] reflective product
matching
Orange

3M[™] reflective product
matching
White



There are typography selections for certain sign types indicated on the sign type drawings. The list below identifies and explains the use of each font. To the right are visual references for the described font.

Street Name signage at UVA utilizes the typeface:
Clarendon Regular
(Condensed to 70%)

Clarendon Regular (Condensed to 70%)

A a B b C c D d E e F f G g H h I i J j K k

L l M m N n O o P p Q q R r S s T t U u

V v W w X x Y y Z z

0 1 2 3 4 5 6 7 8 9

Exterior Identification, Exterior Directional, Parking/Pedestrian signage at UVA utilizes the typeface:
Penumbra MM
(Multiple Master font)

Penumbra MM (450/750)

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

0 1 2 3 4 5 6 7 8 9

Specifications for the typeface on these signs are:
Penumbra MM (450WT 750SR)
Penumbra MM (365RG OSA)
Penumbra MM (585SB OSA)

Penumbra MM (365/0)

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

0 1 2 3 4 5 6 7 8 9

In the case of Penumbra, do not condense text characters.
Use of typefaces other than these (or typefaces that are thought to look like these) will not be acceptable.

All letter forms shall be reproduced either by photographic or computer-generated means. Hand-drawn letter forms are not appropriate.

This typeface is designed for use on both Macintosh® and IBM® computers.

Penumbra is available as an Adobe MultipleMaster® typeface.

Penumbra MM (585/0)

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

0 1 2 3 4 5 6 7 8 9



To maintain the professional appearance and simplicity of information found on signage at UVA, it is important to observe the following rules of effective signage typography:

UVA signage information is composed of uppercase letter forms.

UNIVERSITY
BOOKSTORE

correct

~~University
Bookstore~~

incorrect

“Squeezing” or compressing the letter forms or graphics to fit them into a limited space is not appropriate. Equally inappropriate is stretching letter forms or graphics to make them fill a space of dissimilar proportions.

UNIVERSITY
BOOKSTORE

correct

~~UNIVERSITY
BOOKSTORE~~

incorrect

Do not attempt to use a letter form that “looks” similar to the letter form specified.

Aa

Clarendon Regular

~~Aa~~

Times Bold

A

Penumbra MM

~~A~~

Trajan

Do not impart computer letter form “styling” to the letter forms.

~~A~~

“shadow”
incorrect

Symbol Graphics

All symbols used in signage at UVA will be from the standards established by one or more of the following agencies or trade groups:

United States Department of Transportation (DOT)

American Institute of Graphic Arts (AIGA)

Society for Environmental Graphic Design (SEGD)

International Council of Graphic Design Association (ICOGRADA)

The symbols shown here represent those typically occurring on signage at UVA.

Requests to use symbols other than those identified by the trade groups listed above must be approved by the Office of the Architect for the University.



(cont'd from page 6)...

All signs should have a ten-year warranty.

The suffix text will conform to U.S. Postal Service Standard Abbreviations.

Signs are to be manufactured and packaged in accordance with product bulletins and warranty statements of the 3M Company.

Signs that are damaged as a result of poor packaging, rejected because of poor quality, or misspelled must be replaced by the supplier at his expense.

Sign Posts

Sign posts shall be 2-3/8" O.D. x 10'-0" long galvanized steel tubing with a 16 gauge wall.

Sign posts shall be powder coated medium grey.

Sign Mounting Hardware

#8-12 cap and cross hardware will be used to mount the sign plates. Sign plates shall be attached to the posts with vandal-proof hardware, using the "bolt-through" detail. Set screws are not to be used.

Sign mounting hardware is to be powder coated to match the color of the sign plates (reflective blue vinyl).

Samples

Samples may be required prior to bid award.



50% condensed text format



63% condensed text format



68% condensed text format



70% condensed text format



70% condensed text format



70% condensed text format

STREET NAME
SIGN TYPE (TYPICAL)

Sign Type
S.1b

Paint Colors
Med Grey

Vinyl Specs
Reflective Blue
Reflective White



SIGNAGE

Vehicular Directional Sign Type (with District destinations)

While Vehicular Directional Signs do not require highly reflective materials, they should be designed with maximum contrast between the letter forms and the background for improved readability.

One-or two-sided, non-illuminated Vehicular Directional Sign

Painted aluminum or wood post and panel with vinyl copy and graphics. Recycled plastic posts are a possible alternative.

There are four major district areas of The Grounds as follows:

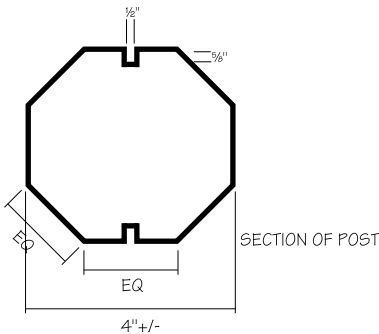
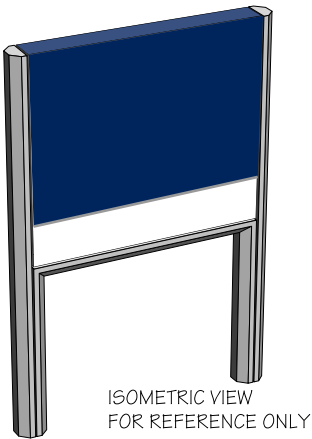
- Central Grounds
- North Grounds
- West Grounds
- Medical Center

These terms should be used to direct traffic from one area to another without having to list all the buildings located at a distant area of The Grounds. Only when one reaches the subject area should the buildings or features in that area begin to appear on the signage.

Copy for district names should always be sized larger than inter-district listings. Inter-district listings together with district listings will be indented as shown.

UVA Visitor Parking symbol shall accompany all "Visitor Parking" listings as shown.

Typeface (Penumbra 450/750)



FABRICATOR NOTES:
• POSTS TO BE EMBEDDED IN CONCRETE.

POST TO BE SET IN CONCRETE FOOTING WITH REINFORCEMENT AS NECESSARY

Scale: 1" = 1'

VEHICULAR DIRECTIONAL SIGN TYPE (DISTRICT)

Sign Type
VD.1

Paint Colors			Vinyl Specs			
<div></div> Match 3M Med Grey	<div></div> P&L 2301 Hedron	<div></div> Pantone 282	<div></div> 3M product matching Bright Orange	<div></div> 3M product matching Med Grey	<div></div> 3M product matching Dk Grey	<div></div> 3M product matching Matte White



SIGNAGE

Vehicular Directional Sign Type

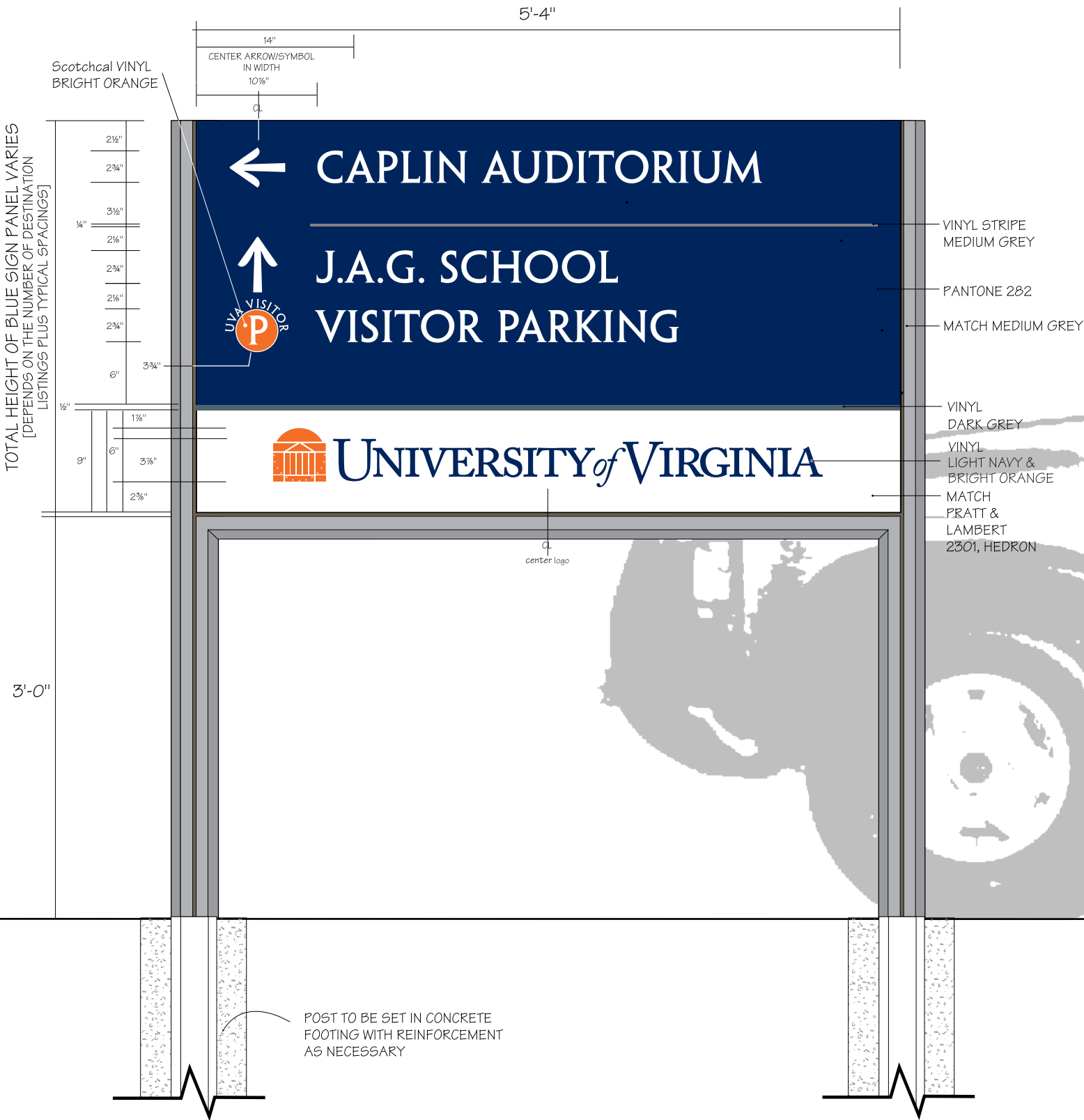
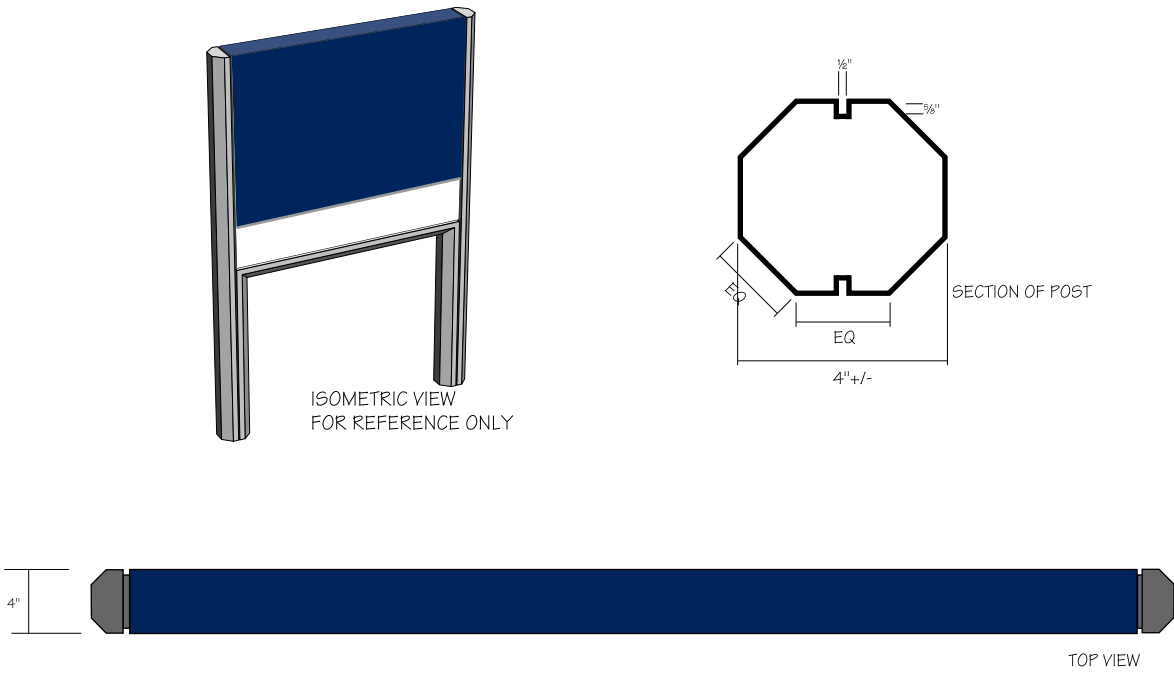
While Vehicle Directional Signs do not require highly reflective materials, they should be designed with maximum contrast between the letter forms and the background for improved readability.

One-or two-sided, non-illuminated Vehicular Directional Sign

Painted aluminum post and panel with vinyl copy and graphics. Recycled plastic posts and wood posts may also be used.

Copy for District names should always be sized larger than sublistings. This sample shows inter-District listings only.

Typeface (Penumbra 450/750)



Scale: 1" = 1'

VEHICULAR DIRECTIONAL SIGN TYPE

Sign Type
VD.2a

Paint Colors

Match 3M Med Grey

P&L 2301 Hedron

Pantone 282

Vinyl Specs

3M product matching Bright Orange

3M product matching Light Navy

3M product matching Med Grey

3M product matching Dk Grey

3M product matching Matte White



SIGNAGE

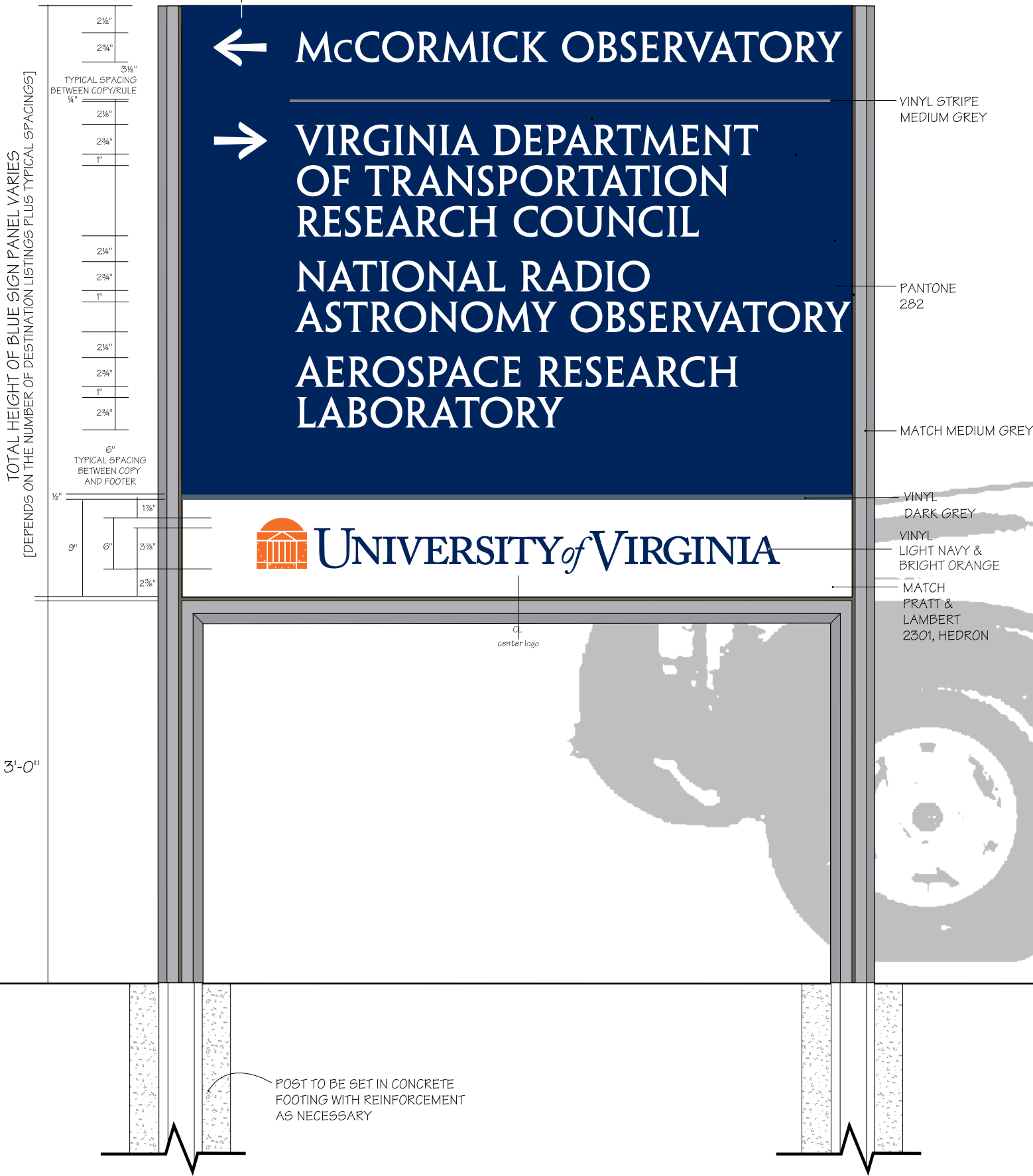
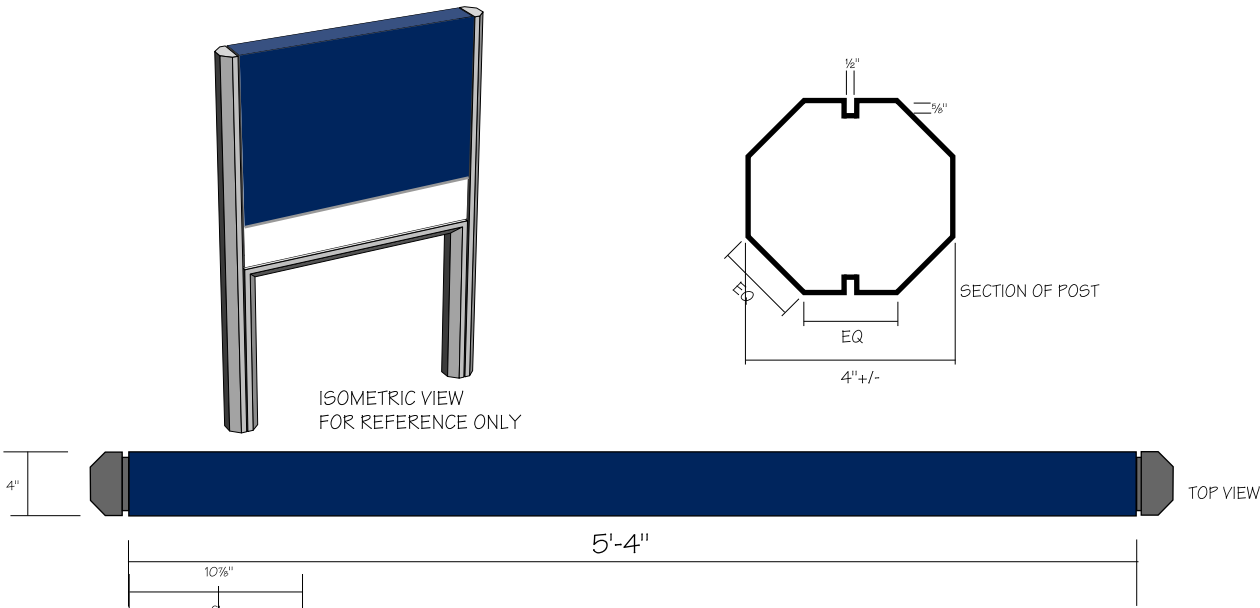
Vehicular Directional Sign Type

While Vehicle Directional Signs do not require highly reflective materials, they should be designed with maximum contrast between the letter forms and the background for improved readability.

One-or two-sided, non-illuminated Vehicular Directional Sign
Painted aluminum post and panel with vinyl copy and graphics.

Copy for District names will always be sized larger than sublistings. This sample shows inter-district listings only.

Typeface (Penumbra 450/750)



FABRICATOR NOTES:
• POSTS TO BE EMBEDDED IN CONCRETE.

Scale: 1" = 1'

VEHICULAR DIRECTIONAL SIGN TYPE

Sign Type
VD.2b

Paint Colors

Match 3M Med Grey	P&L 2301 Hedron	Pantone 282
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Vinyl Specs

3M product matching Bright Orange	3M product matching Light Navy	3M product matching Med Grey	3M product matching Dk Grey	3M product matching Matte White
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SIGNAGE

Building Identification Sign Type

While Building Identification Signs do not require highly reflective materials, they should be designed with maximum contrast between the letter forms and the background for improved readability.

One-or two-sided, non-illuminated Building Identification Sign
Painted aluminum post and panel with vinyl copy and graphics. The facility's street address number is located on the bottom right corner of the sign face.

Typeface (Penumbra 450/750)



Scale: 1" = 1'

BUILDING IDENTIFICATION
SIGN TYPE

Sign Type
Bl.1a

Paint Colors			Vinyl Specs				
Match 3M Med Grey	P&L 2301 Hedron	Pantone 282	3M product matching Bright Orange	3M product matching Light Navy	3M product matching Med Grey	3M product matching Dk Grey	3M product matching Matte White

SIGNAGE

Building Identification Sign Type (Various)

Examples of various layouts for Building Identification signs. Two typical cap heights are as shown 3 1/4" minimum and 4" maximum.



BUILDING IDENTIFICATION
SIGN TYPE (VARIOUS)

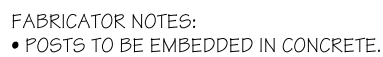
Sign Type
Bl.1b

Paint Colors			Vinyl Specs				
<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Match 3M Med Grey	P&L 2301 Hedron	Pantone 282	3M product matching Bright Orange	3M product matching Light Navy	3M product matching Med Grey	3M product matching Dk Grey	3M product matching Matte White

Parking Garage ID Sign Type









Painted aluminum post and panel
with vinyl copy and graphics.

Typeface (Penumbra 450/750)



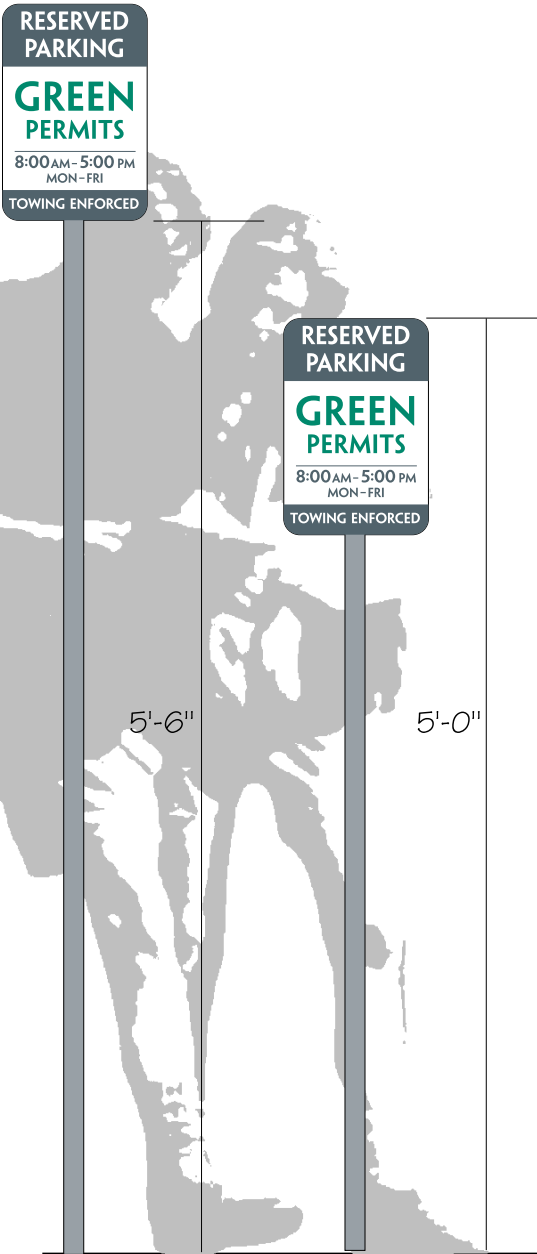
PARKING GARAGE ID SIGN TYPE

Sign Type
PG.1

Paint Colors			Vinyl Specs				
							
Match 3M Med Grey	P&L 2301 Hedron	Pantone 282	3M product matching Bright Orange	3M product matching Light Navy	3M product matching Med Grey	3M product matching Dk Grey	3M product matching Matte White

**One-sided, non-illuminated
Parking Lot Identification Sign**
Silk-screened copy and/or vinyl
graphics on a painted aluminum
sign face. Sign to be mounted to 2"
octagonal post, factory painted black
with adjustable front mount brackets
(Central Grounds) or galvanized
square post with prepunched holes
with 1" centers (other grounds).

Typeface Penumbra MM (585SB OSA)



All other Grounds

Central Grounds height only

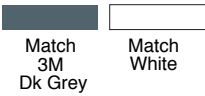


Scale: 1/4" = 1"

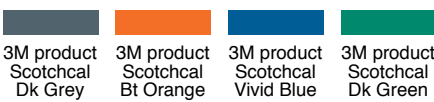
PARKING LOT
SIGN TYPE

Sign Type
PL.1

Paint Colors

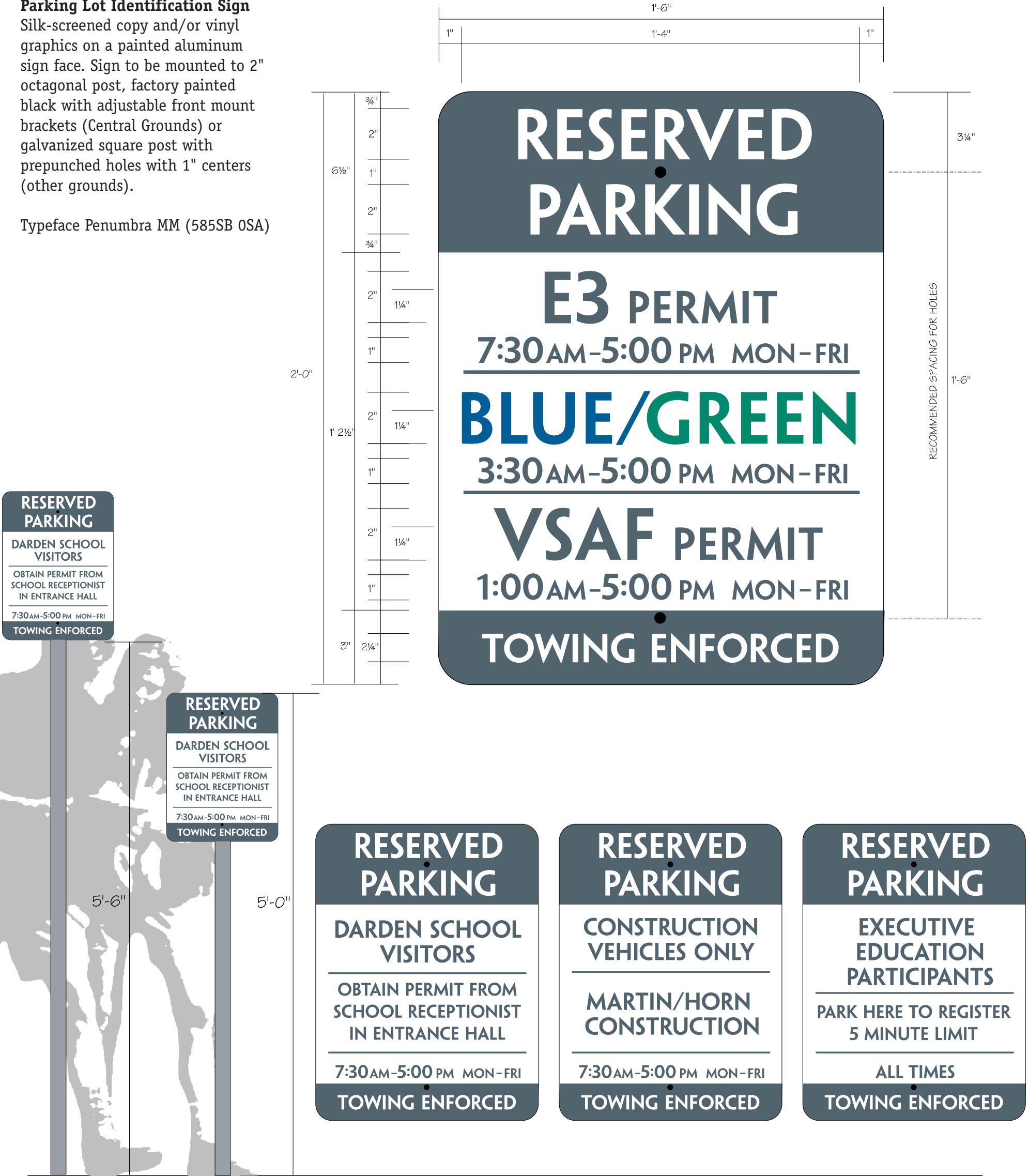


Vinyl Specs



**One-sided, non-illuminated
Parking Lot Identification Sign**
Silk-screened copy and/or vinyl
graphics on a painted aluminum
sign face. Sign to be mounted to 2"
octagonal post, factory painted
black with adjustable front mount
brackets (Central Grounds) or
galvanized square post with
prepunched holes with 1" centers
(other grounds).

Typeface Penumbra MM (585SB 0SA)



All other Grounds

Central Grounds height only

Scale: 1/4" = 1"

PARKING LOT
SIGN TYPE

Sign Type
PL.1

Paint Colors		Vinyl Specs		
<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Match 3M Dk Grey	Match White	3M product Scotchcal Dk Grey	3M product Scotchcal Vivid Blue	3M product Scotchcal Dk Green



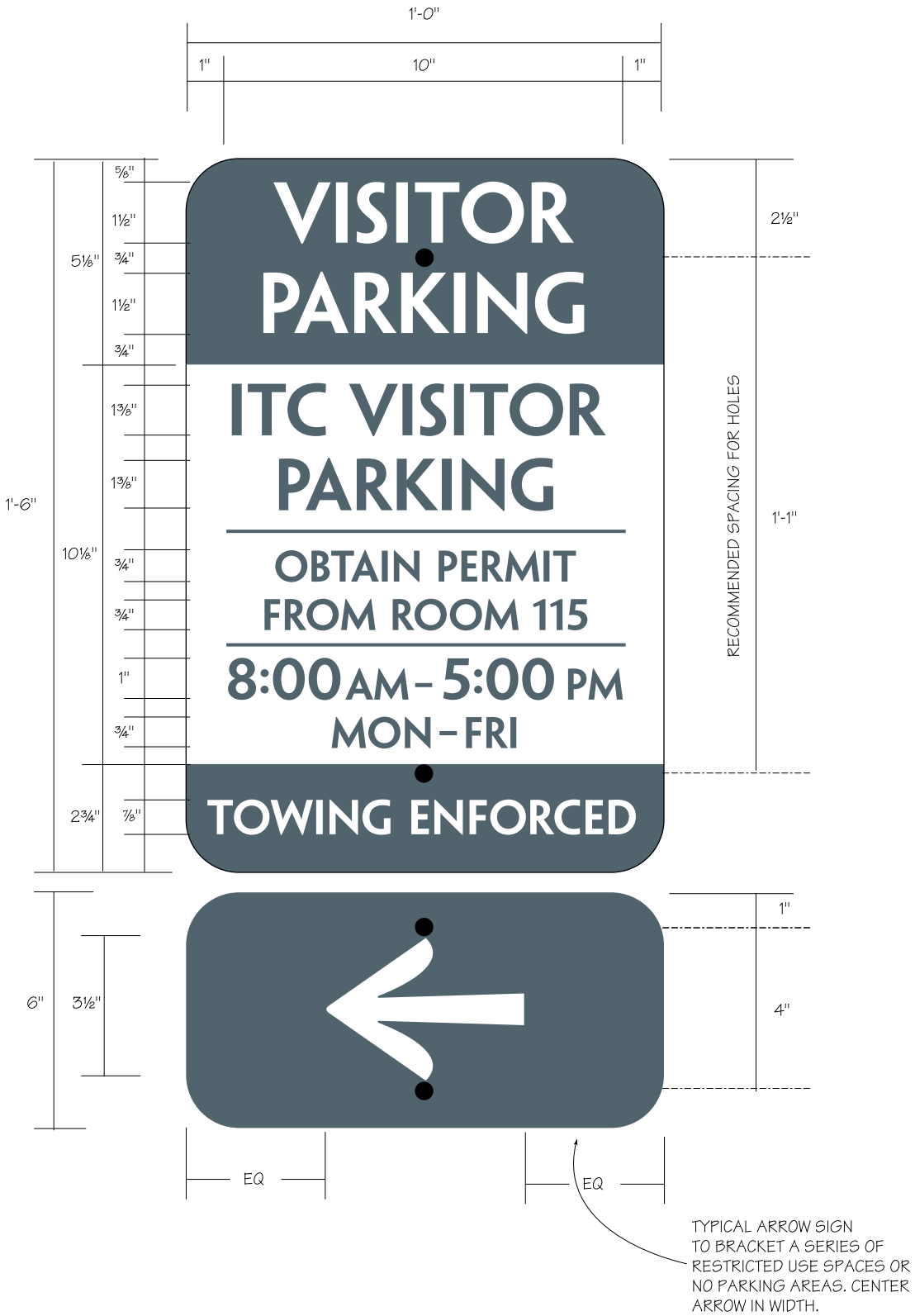
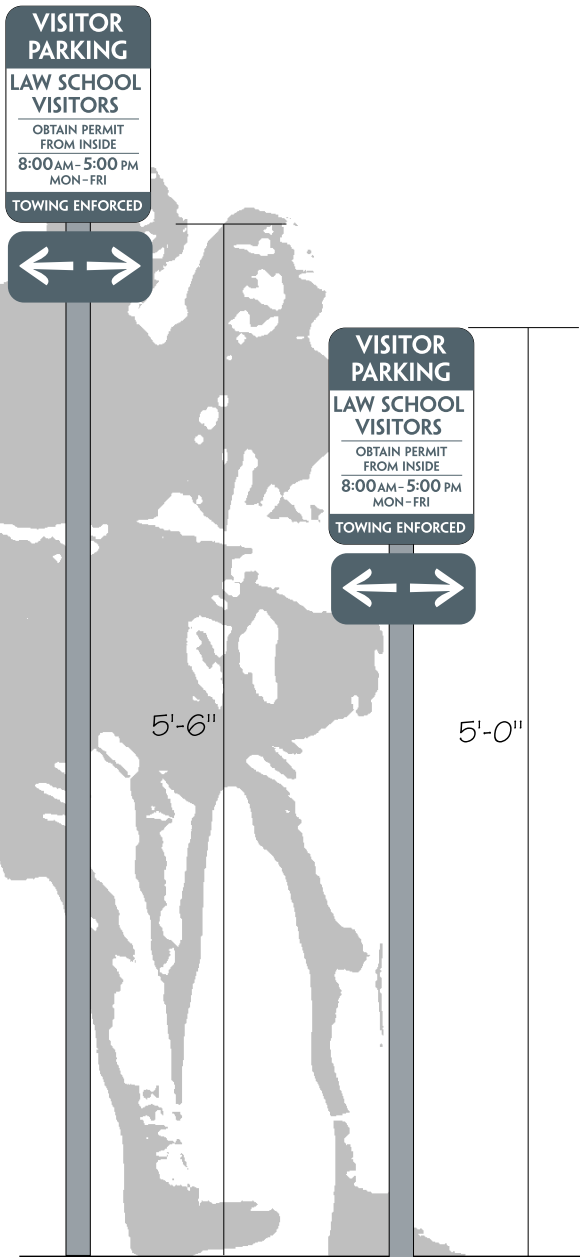
SIGNAGE

Parking Lot Sign Type

One-sided, non-illuminated
Parking Lot Identification Sign

Silk-screened copy and/or vinyl graphics on a painted aluminum sign face. Sign to be mounted to 2" octagonal post, factory painted black with adjustable front mount brackets (Central Grounds) or galvanized square post with prepunched holes with 1" centers (other grounds).

Typeface Penumbra MM (585SB 0SA)



All other Grounds Central Grounds height only

Scale: 1/4" = 1"

PARKING LOT
SIGN TYPE

Sign Type
PL.1

Paint Colors

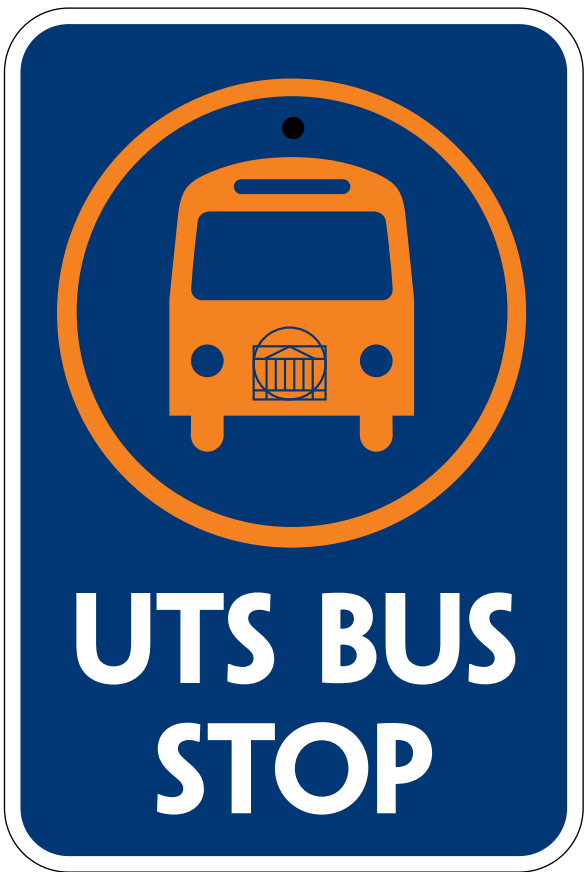
Match 3M Dk Grey	Match White
------------------	-------------

Vinyl Specs

3M product
Scotchcal
Dk Grey

**One-sided, non-illuminated
Parking Lot Identification Sign**
Silk-screened copy and/or vinyl
graphics on a painted aluminum
sign face. Sign to be mounted to 2"
octagonal post, factory painted
black with adjustable front mount
brackets (Central Grounds) or
galvanized square post with
prepunched holes with 1" centers
(other grounds).

Typeface Penumbra MM (585SB OSA)



Scale: 1/4" = 1"

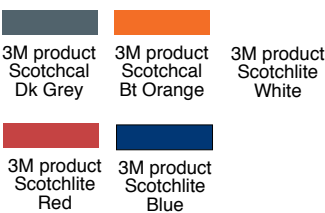
PARKING REGULATORY
SIGN TYPE

Sign Type
PR.1

Paint Colors

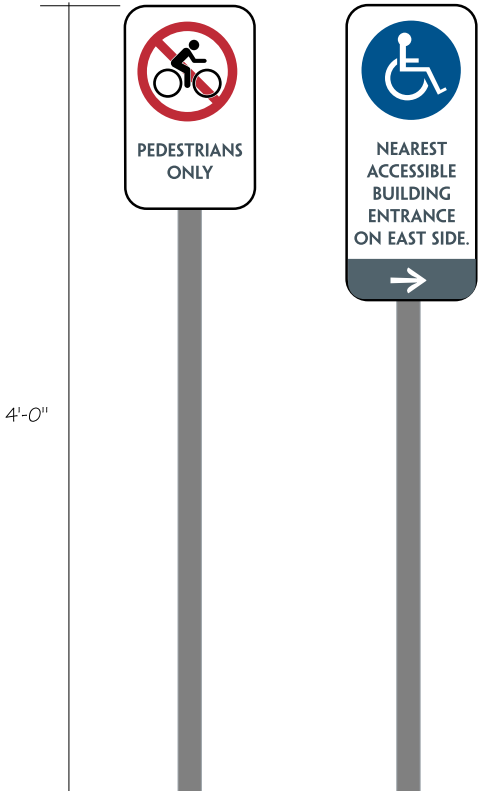


Vinyl Specs



**One-sided, non-illuminated
Parking Lot Identification Sign**
Silk-screened copy and/or vinyl
graphics on a painted aluminum
sign face. Sign to be mounted to 2"
octagonal post, factory painted
black with adjustable front mount
brackets (Central Grounds) or
galvanized square post with
prepunched holes with 1" centers
(other grounds).

Typeface Penumbra MM (585SB OSA)



PEDESTRIAN REGULATORY
SIGN TYPE

Sign Type
PDr.1

Paint Colors

3M product
Scotchcal
Dk Grey

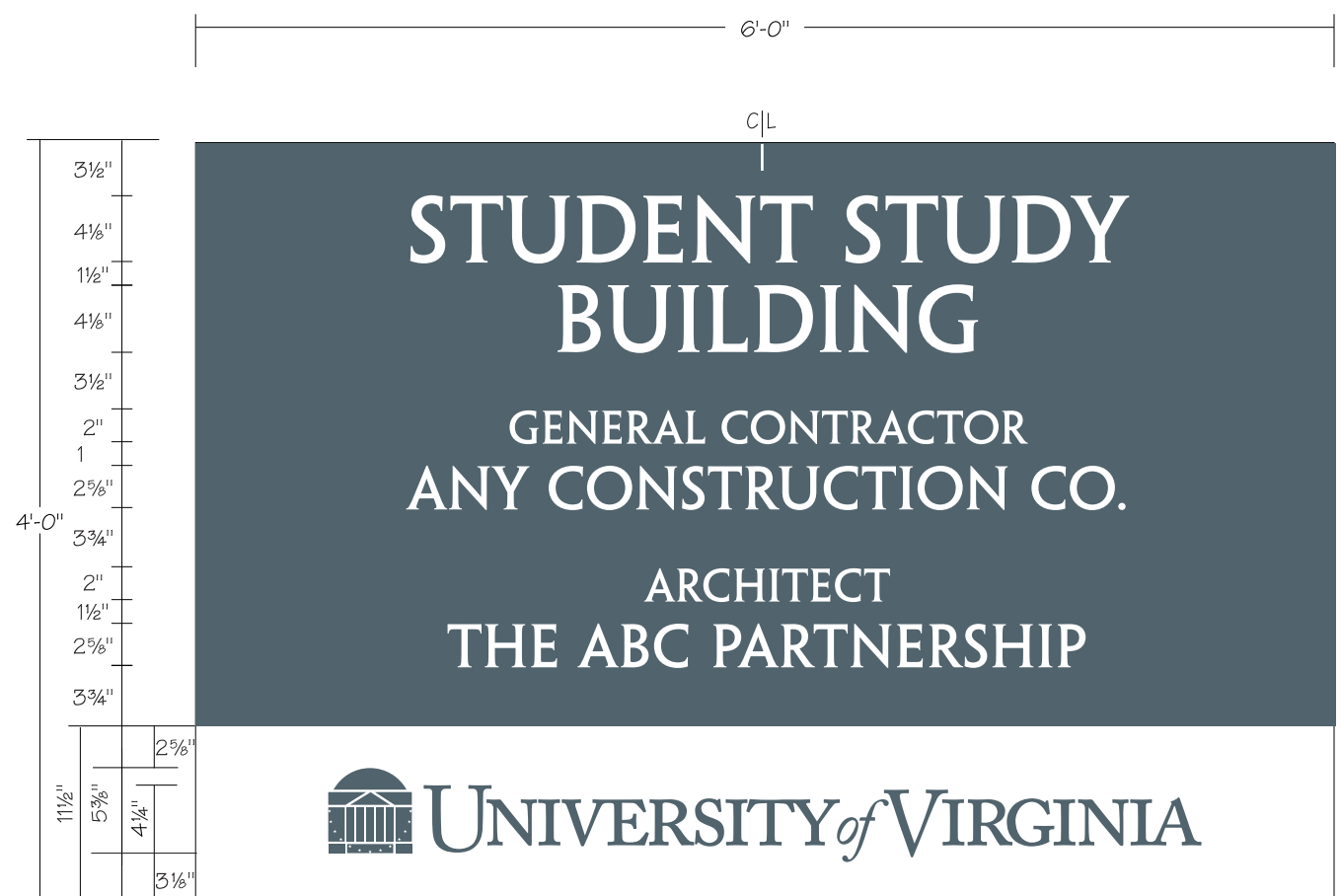
3M product
Scotchcal
Vivid Blue

3M product
Scotchlite
Med Grey



One-sided, non-illuminated,
panel with vinyl copy and
graphics.

Typeface (Penumbra 450/750)



CONSTRUCTION SITE SIGN TYPE

CS

Match
3M
Med Grey

P&L 2301
Hedron

3M product matching Med Grey

3M product
matching
Matte White

SIGNAGE

Primary Directional Sign Type for Health Sciences Center

Primary Vehicular Directional Signs for the Health Sciences Center require internal illumination, and should be built to light up after dark.

One-or two-sided, internally-illuminated with painted aluminum posts and panels. Illuminated copy and graphics should be cutout and push-through process. Non-illuminated copy and graphics should be applied vinyl.

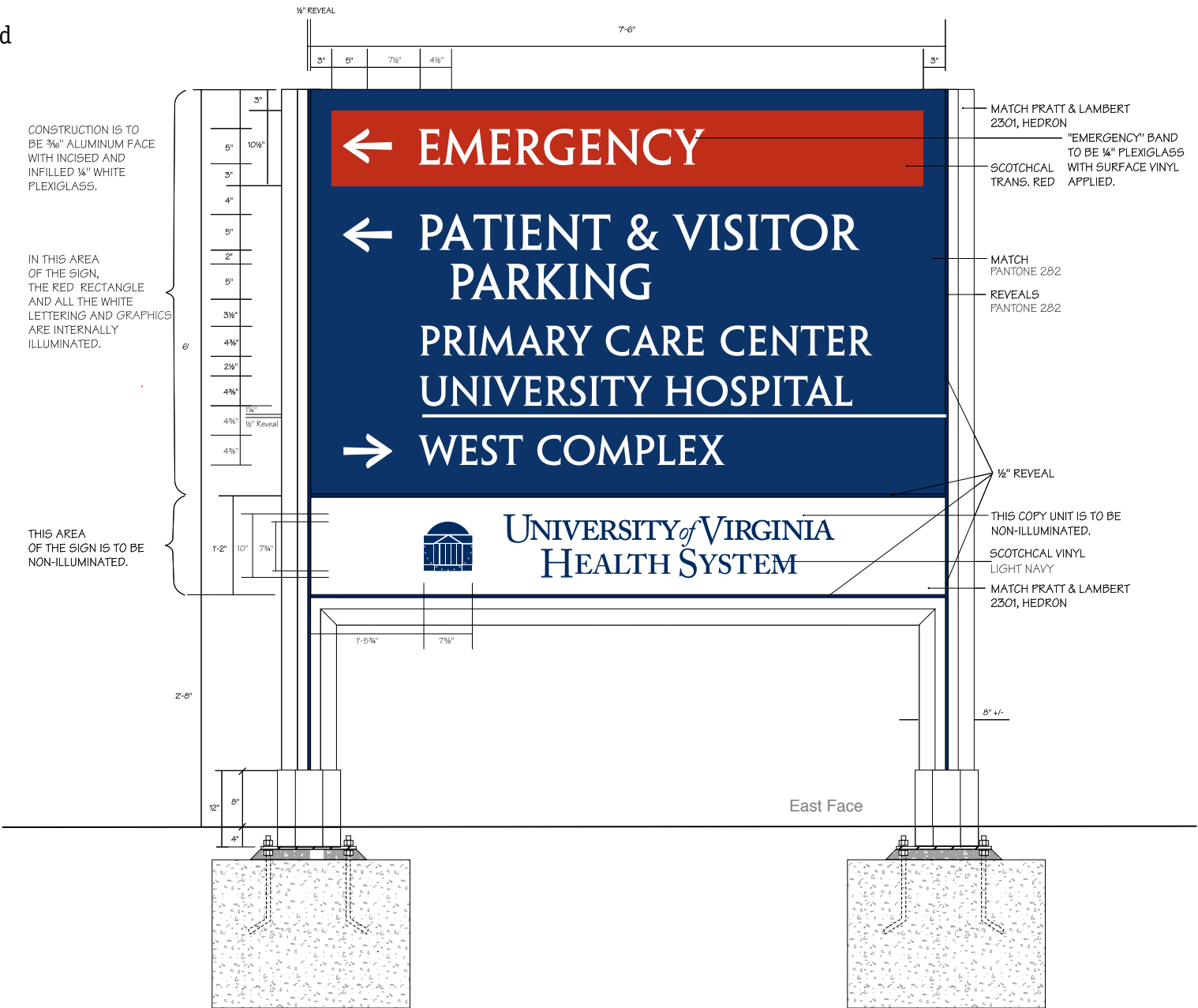
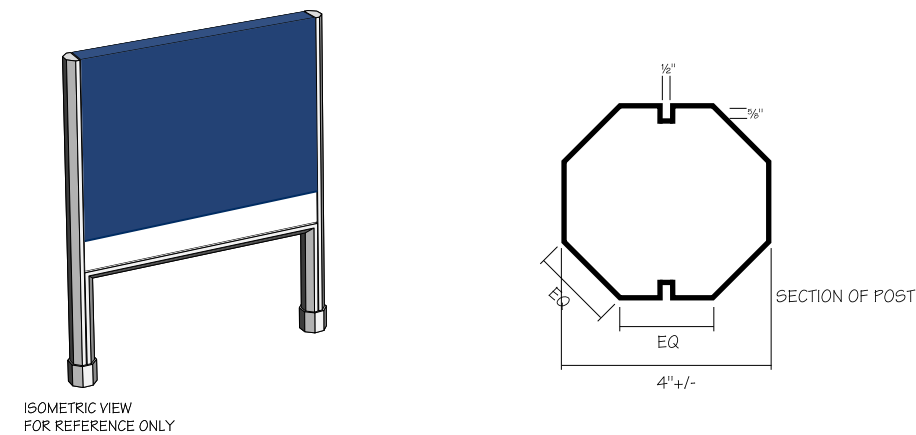
There are three major public destinations of the Health Sciences Center as follows:

- University Hospital
- Primary Care Center
- West Complex

Emergency should always be listed as the top destination. The red band surrounding Emergency should glow red at night.

Patient & Visitor Parking should always follow emergency. If emergency is not listed on the sign, then the parking listing should be first. Copy for "Emergency" and "Patient & Visitor Parking" should always be sized larger than building destination listings. No indenting is needed.

Typeface (Penumbra 450/750)



Scale: 1/2" = 1'

PRIMARY DIRECTIONAL

SIGN TYPE

Sign Type

PD.HSC

Paint Colors		Vinyl Specs		
<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
P&L 2301 Hedron	Pantone 282	Scotchcal Translucent Red	3M product matching Med Grey	3M product matching Light Navy

SIGNAGE

Secondary Directional Sign Type for Health Sciences Center

Secondary Vehicular Directional Signs for the Health Sciences Center require internal illumination, and should be built to light up after dark.

One-or two-sided, internally-illuminated with painted aluminum posts and panels. Illuminated copy and graphics should be cutout and push-through process. Non-illuminated copy and graphics should be applied vinyl.

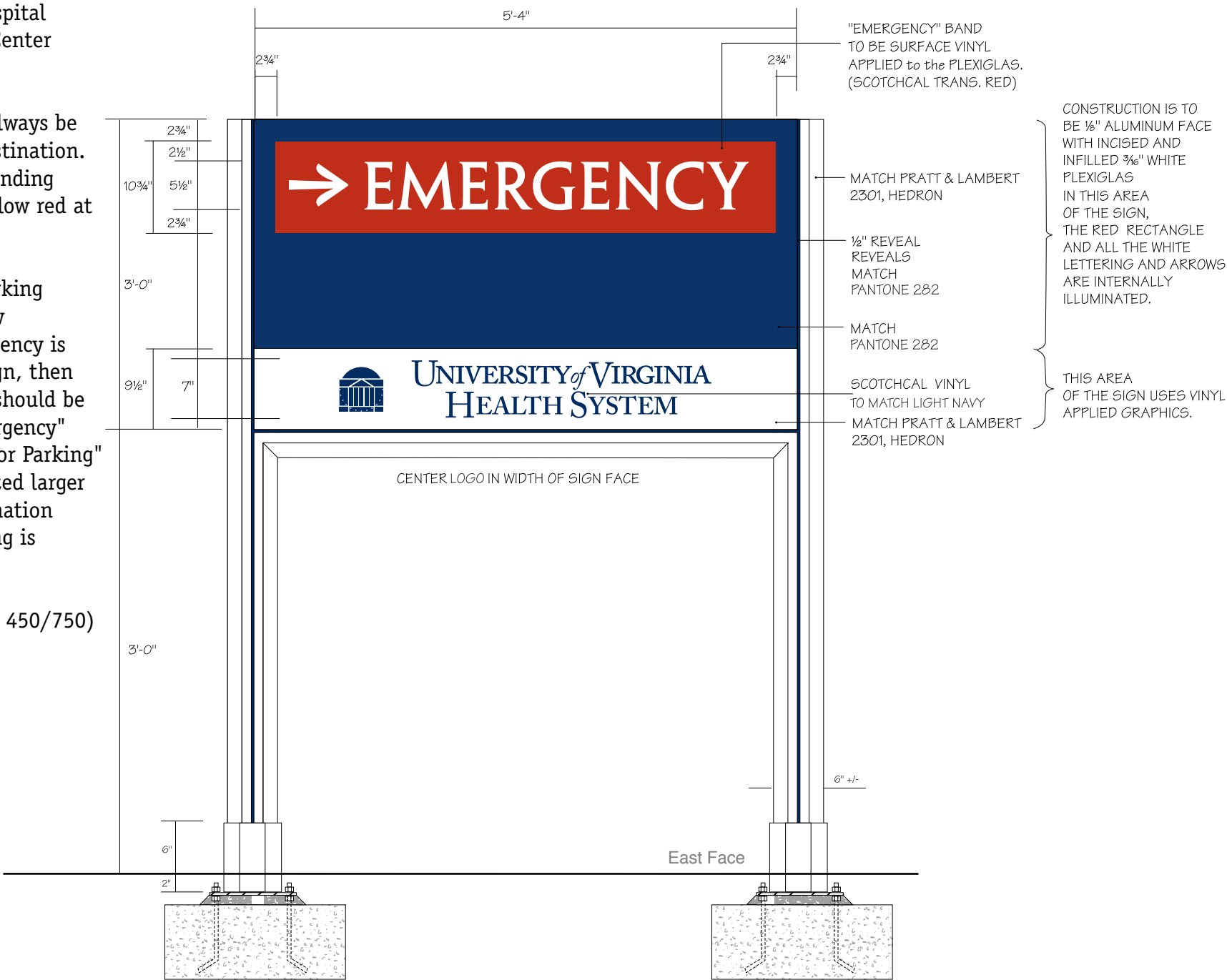
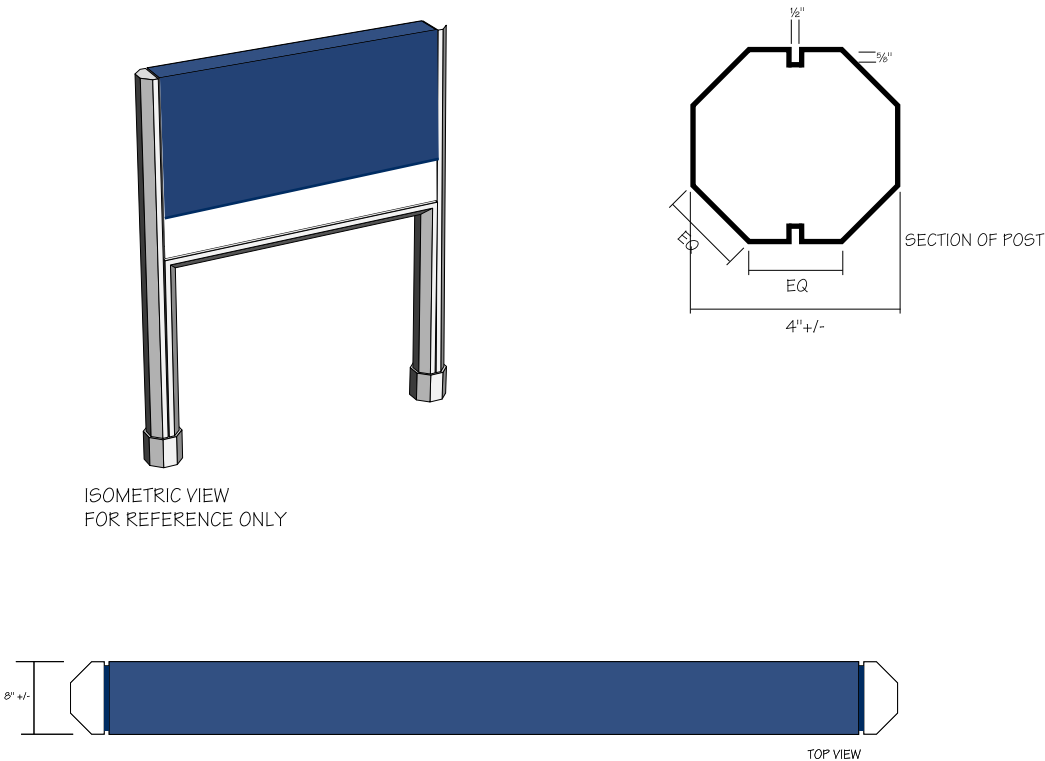
There are three major public destinations of the Health Sciences Center as follows:

- University Hospital
- Primary Care Center
- West Complex

Emergency should always be listed as the top destination. The red band surrounding Emergency should glow red at night.

Patient & Visitor Parking should always follow emergency. If emergency is not listed on the sign, then the parking listing should be first. Copy for "Emergency" and "Patient & Visitor Parking" should always be sized larger than building destination listings. No indenting is needed.

Typeface (Penumbra 450/750)



Scale: 3/4" = 1'

SECONDARY DIRECTIONAL SIGN TYPE

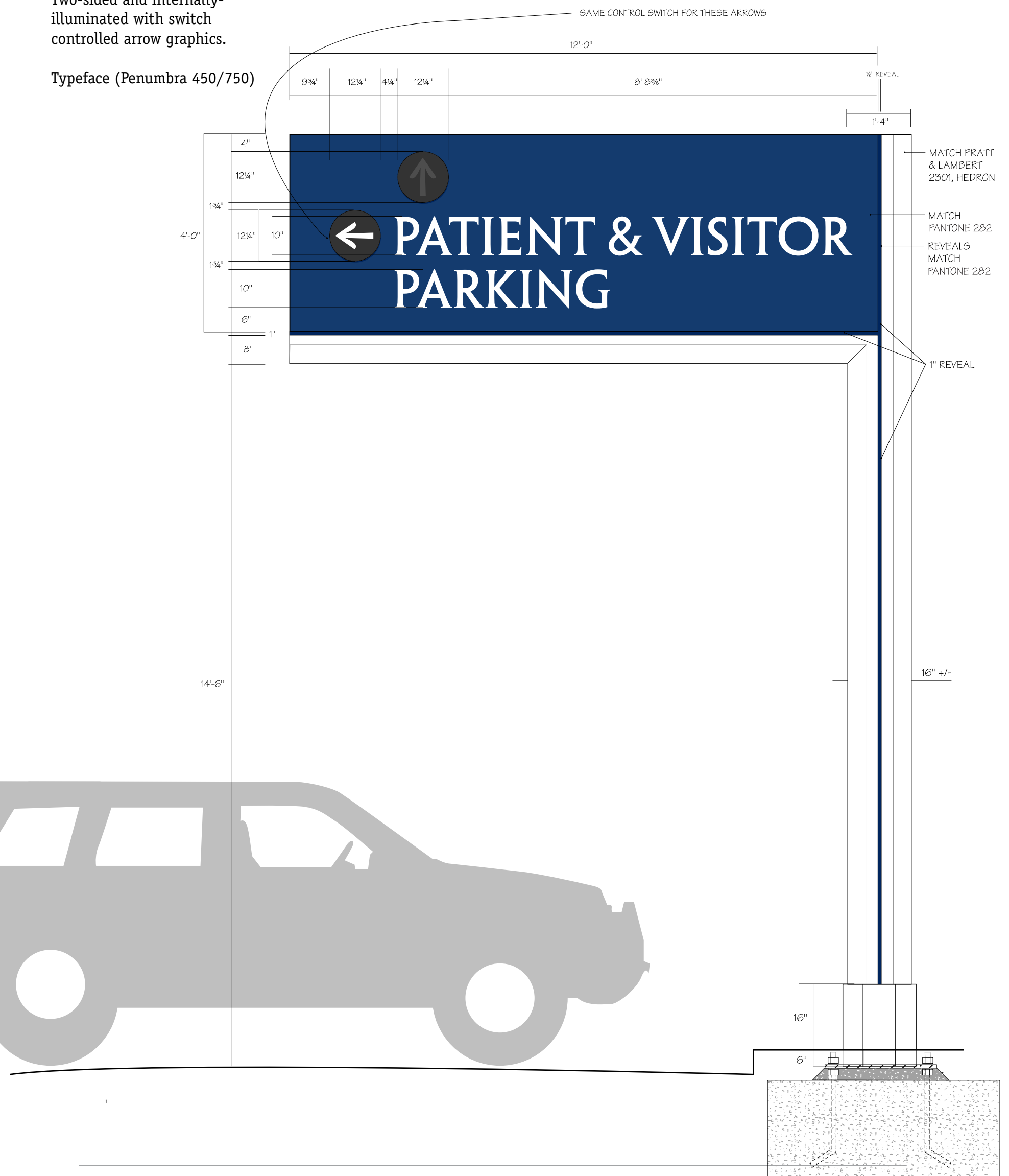
Sign Type
SD.HSC

Paint Colors		Vinyl Specs							
	P&L 2301 Hedron		Pantone 282		Scotchcal Translucent Red		3M product matching Med Grey		3M product matching Light Navy

Overhead Primary Directional Sign Type for Health Sciences Center

Two-sided and internally-illuminated with switch controlled arrow graphics.

Typeface (Penumbra 450/750)



Scale: 1/2" = 1'

OVERHEAD PRIMARY DIRECTIONAL SIGN TYPE

Sign Type
OD.HSC

Paint Colors

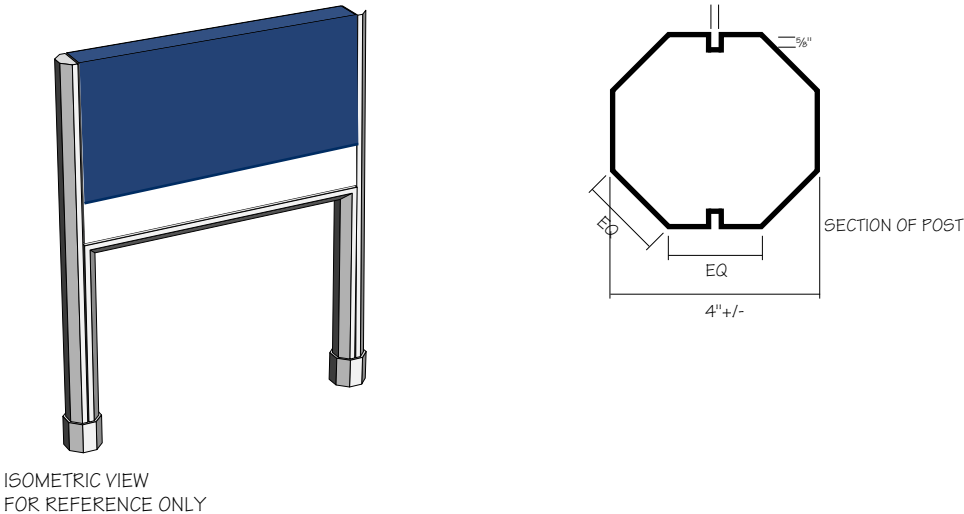
P&L 2301
Hedron

To Match
Pantone 282

Building Identification Signs for Health Sciences Center require internal illumination, and should be designed to light up after dark.

One-or two sided, internally illuminated sign with painted aluminum posts and panels. Internally illuminated copy and graphics are to be cutout and push-through white acrylic. Footer of sign is to be non-illuminated with vinyl applied copy and graphics.

Typeface (Pennumbra 450/750)



Scale: 3/4" = 1'

BUILDING ID
SIGN TYPE

Sign Type
BI.HSC

Paint Colors		Vinyl Specs	
<div></div> <div>P&L 2301 Hedron</div>	<div></div> <div>To Match Pantone 282</div>	<div></div> <div>3M product matching Med Grey</div>	<div></div> <div>3M product matching Light Navy</div>