Signage Overview

The University of North Carolina at Greensboro Signage Program is designed as a logical integrated system of information and direction. Signs are presented in a consistent format to serve their audience: students, visitors, faculty, staff and delivery personnel. A well-planned signage program, integrated with the architecture and landscaping, creates a positive image of the University and enables people to move through and around campus with a minimum of confusion and delay.

Information presented in the University of North Carolina at Greensboro Signage Program falls into the following categories:

**Direction**
- identify areas within the campus and show access routes to these areas;

**Identification**
- indicate destination or function;

**Information**
- instruct or provide for the display of information;

**Regulation**
- identify potential hazards, unique conditions or attempt to alter behavior.

Together, all signs function as a complete system to promote preferred traffic patterns and eliminate visual confusion.
Program Approach

The University of North Carolina at Greensboro Signage Program includes guidelines for exterior and interior signs. Exterior signs are located street side for drivers and pedestrians. Interior signs are located indoors.

Exterior Signage Guidelines

Exterior Signage Guidelines specify materials and colors that are consistent with existing campus features. For example, main entry signs, campus directories and the visitor orientation kiosk utilize dominant building materials: brick and limestone. For the sake of flexibility and economy, painted aluminum sign panels have been incorporated into signage design. For primary building identification, a combination of brick and a rust-colored formed aluminum panel is proposed. Secondary building identification is accomplished by using economical post and panel assemblies painted in a rust color to relate to brick signs. Regulatory signs and sign posts for post and panel assemblies are painted black to complement other vertical metal elements such as bike racks, railings, lamp posts and fencing.

Interior Signage Guidelines

The Interior Signage Guidelines are a product of a site survey, a review of the Curry Building signage documents and an analysis of the Physical Activities Complex. In order to comply with current "Uniform Federal Accessibility Standards," all permanent message copy is raised. Where the function of a room may change, or where personnel names and titles are used, a changeable message strip sign is recommended. Interior sign materials are primarily acrylic sheets with a background color of gray.
The University of North Carolina at Greensboro Signage Program attempts to balance function and aesthetics. The following design elements were used to evaluate sign type and location.

**Readability**

Readability is the quality that enables the observer to understand the information conveyed by letters or numbers grouped together in words, sentences or other meaningful relationships.

**Typeface**

The typeface size required for recognition of letters or numbers is a function of the distance from which symbols are viewed. Under normal viewing conditions (i.e. users having normal vision and assuming no angular distortion of the words) a one-inch-high capital letter may be seen by a pedestrian from 35 feet. Each additional inch in letter height increases legibility distance by 50 feet. This rule does not apply to drivers or passengers in moving vehicles.

**Figure/Ground Contrast**

Contrast between letters and their background (figure/ground relationships) likely have the greatest effect on whether a sign is readable or not. Generally, the greater the contrast between the figure and background the more distinguishable the figure. However, actual results are not always predictable. A white letter on a black background offers greater figure/ground contrast than an identically sized black letter on a white background. This causes the white letter on the black background to appear larger. This phenomenon is called irradiation.

**Color**

Color strongly influences irradiation and readability and invokes psychological response. Studies have shown white on black and Saturn yellow on black to be the most visible. More important, certain color combinations are difficult to focus on, are difficult to read, and can cause viewer frustration.
Sign Placement

Information and identification signage should be in close proximity to its need source, within the viewer's visual limits and within the viewer's acceptable reading area. The viewer's accepted reading area is known as his/her "cone of vision", generated by a sight line 45 degrees above normal sight line. Placement of the sign perpendicular to, and within the viewer's cone of vision, creates little or no distortion. Thus, when viewing angles increase, the message copy foreshortens and causes impaired legibility. Any angular compensation that brings the message copy perpendicular to the viewer's eye improves legibility.

In general, exterior signs should not obstruct traffic. Interior, ceiling-mounted signs should not obstruct sight lines to “exit” signs or interfere with light fixtures, sprinkler heads, speakers or smoke detectors.

Standards and Codes

Standards and codes which affect campus sign placement and design include:

- Manual on Uniform Traffic Control Devices (MUTCD)
- State supplements to the Manual on Uniform Traffic Control Devices
- Detailed Drawings of Standard Highway Signs
- Standard Alphabets for Highway Signs
- Municipal Sign Ordinances
- Building Codes
- Life/Safety Codes
- Uniform Federal Accessibility Standards

Sign Flexibility

It may be necessary to change the message copy of signs to accommodate changes resulting from altered campus structure, from sign breakage or vandalism, and from other factors. Change influences fabrication techniques and construction materials.

It is anticipated that fabrication and installation of the signage program will be phased over several years. All exterior sign units should, with exception of the main entry sign, be designed for ease in changing the sign panels. Parking permit information may change as new parking lots or decks are constructed. Building names and functions may change as may directional information. All message panels should be removable, allowing new fabricated panels to be installed without reconstruction of the foundation or removal of the sign post(s).

Although signage design criteria does not affect the interior signage program to the same degree as the exterior program, flexibility is still essential. Building directories and change-able room signs will also be capable of easy modification.
EXTERIOR SIGNAGE

The University of North Carolina at Greensboro Signage Program helps satisfy standards, codes, and user needs through legible design solutions. The Exterior Signage Program is proposed to facilitate both vehicular and pedestrian travel around and on campus. Exterior signs provide direction, identify main entries, parking areas and buildings, offer information and orientation, and display regulations. Within this section proposed signs and details are described in terms of U!P., materials, color and typography.

Exterior sign types and details are specified in the following order:

*Exterior Direction*

   Campus Edge Directional Signs Inner Campus Directional Signs

*Exterior Identification*

   Main Entry Signs
   Campus Edge Parking Signs
   Inner Campus Parking Signs Primary Building Signs Secondary Building Signs

*Exterior Information*

   Visitor Orientation Kiosk Student Events Kiosks Campus Directories

*Exterior Regulation*

   Regulatory Signs

*Exterior Details*

   Typeface and Directional Arrow
   Post and Panel Footing
   Post and Panel Assembly

Exterior signs are located on the following campus plan. Directional signs are proposed along Market, Aycock, Spring Garden, Tate and Gray Streets and on Oakland Avenue. Main entry signs are proposed at four major intersections: West Market and Gray; Walker and Aycock ; Spring Garden and Aycock, and; Spring Garden and Tate. Parking signs identify all lots on campus. Primary and secondary building signs identify all University buildings. Kiosks are proposed on the Spring Garden and College Avenue Malls, and at the Library Plaza, North Spencer-Petty Science Plaza and the University Commons. Campus Directories are proposed for the West Market and Gray and Spring Garden and the Tate Street intersections. Regulatory signs are located as necessary.
Exterior Direction CAMPUS EDGE DIRECTIONAL SIGNS

Use

Campus edge directional signs are located around the campus perimeter to identify major areas or zones that visitors may be seeking. Messages should be short and concise and should not refer to specific buildings.

Materials

Signs are aluminum post and panel assembly with Scotchlite pressure-sensitive film.

Colors

Panel color matches Munsell Pallette 7.5R3/6 matte white reflective, No. 3270, manufactured by 3M.

Typography

University logo is 11” high, and cap height of the message copy is 4”.
Exterior Direction INNER CAMPUS DIRECTIONAL SIGNS

Use

Inner campus directional signs are located on the campus interior and should be used primarily to direct truck drivers to service entrances or loading docks of specified buildings. Inner campus directional signs will also direct visitors to important destination points.

Materials

Signs are aluminum post and panel assembly with Scotchlite pressure-sensitive film.

Colors

Panel color matches 7.5R3/6 matte. Post color is black. Message copy is white reflective, No. 3270, manufactured by 3M.

Typography

The arrow is oversized to match a 4” cap height. Cap height of the message copy is 3”.
Exterior Direction
INNER CAMPUS DIRECTIONAL SIGNS

Counseling Center
Health Center
Service Entrance
Exterior Identification MAIN ENTRY SIGNS

Use

It is proposed that main entry signs be used at main entrances to the campus to display the official name of the University and identify the campus perimeter. Main entry signs will be horizontal brick and limestone structures large enough to welcome visitors to the campus.

Materials

Signs are brick with limestone base and cap. Individual letters are saw cut from 1/2" aluminum plate and stud mounted. Logo is cast aluminum.

Colors

Red brick to match brick used on campus.

Typography

Letters and logo shall receive a #4 satin finish and be clear anodized. Contact the Office of Campus Design and Construction for a reproduction of the logo shown below.
Use

Campus edge parking signs are located at parking lot entrances around the periphery of campus to identify parking for University students, staff, faculty, and visitors. Parking lots will be identified by street and number to facilitate assignment of parking permits and emergency road service calls.

Materials

Signs are aluminum post and panel assembly with Scotchlite pressure-sensitive film.

Colors

Panel color matches Devoe No. 1D44C, Patio Brick. Post color is black. Message copy is silver white, No. 3270, manufactured by 3M.

Typography

University logo is 9" high. Cap height of primary message is 4" high. Cap height of secondary message is 3" high.
Spring Garden St.
Parking Lot 1

Permit Required
Monday - Friday

A Permits - All Times
C & E Permits
5:00 PM - 7:30 AM
Exterior Identification  INNER CAMPUS PARKING SIGNS

Use

Inner campus parking signs are located at parking lots where restrictions apply, where word messages are necessary or where standard parking symbols do not suffice.

Materials

Signs are aluminum post and panel assembly with Scotchlite pressure-sensitive film.

Colors

Panel color matches Munsell Palatte 7.5R3/6 matte white reflective, No. 3270, manufactured by 3M.

Typography

Cap height of message copy is 3".
Patient & Doctor Parking
Permit Required From Health Center
Exterior Identification PRIMARY BUILDING SIGNS

Use

All academic classroom buildings and student support facilities are identified by primary building signs. The optimum location for building identification signs are at major pedestrian walkway entrances, perpendicular to traffic flow. Where this is not possible signs may be installed parallel to the walkway or building facade.

Materials

Signs are precast concrete structure with brick ends and formed aluminum faces. Message copy is Scotchlite pressure-sensitive film.

Colors

Formed aluminum panel color matches Munsell Pallette 7.5R3/6 matte white reflective, No. 3270, manufactured by 3M.

Typography

Cap height of building names is 4" high.
Exterior Identification SECONDARY BUILDING SIGNS

Use

All University support facilities and residence halls are identified by secondary building signs. Sign location recommendations are the same as for primary building signs, perpendicular to traffic flows if possible, parallel if not.

Materials

Signs are aluminum post and panel assembly with pressure-sensitive Scotchlite film.

Colors

Panel color matches Munsell Pallette 7.5R3/6 matte with a painted stripe (Matthews Paint Co. Chalk Beige 38C-1P) which matches the color of the precast concrete used for primary building signs. Message copy is white reflective, No. 3270, manufactured by 3M. Post color in black.

Typography

Cap height of building names is 4" high.
Use

It is proposed that the visitor orientation kiosk be located on the island at the visitors' entrance at Tate Street and Spring Garden Street. The structure will provide a campus map, a telephone linked to the Visitors Center and a space to post announcements and events.

Materials

The kiosk is brick and limestone with a painted aluminum roof.

Colors

The kiosk is red brick to match the brick used on campus. The kiosk is painted green to match “aged” copper.

Typography

No permanent typography is specified.
**Exterior Information  STUDENT EVENTS KIOSKS**

**Use**

Student events kiosks will be located near the Dining Hall, Stow Building, and University Commons. These kiosks allow students to post flyers about current events and other announcements.

**Materials**

Kiosks are precast concrete base with an aluminum column structure.

**Colors**

Aluminum matches Devoe No. 1D44C Patio Brick with a painted stripe matching the precast base.

**Typography**

No permanent typography is specified.
Exterior Information CAMPUS DIRECTORIES

*Use*

Located at the West Market Street and Gray Drive entrance and at College Avenue and Spring Garden Street, campus directories contain a large-scale campus map to orient pedestrians to University building locations.

*Materials*

Signs are rick and precast concrete.

*Colors*

Red brick to match brick used on campus.

*Typography*

No permanent typography is specified.
Regulatory signs are located as required by the Manual of Uniform Traffic Control Devices and by state and local ordinances. These signs regulate traffic flow and provide parking information and include the following sign types: parking restrictions (reserved parking, one-hour parking, tow-away zone etc.), stop, yield, do not enter, no left or right turn etc.

**Materials**

Directories are aluminum post and panel assembly with Scotchlite pressure-sensitive film.

**Colors**

Panel, both front and back, and posts are painted black. Colors for all symbols are as indicated in the manual on Uniform Traffic Control Devices. Support copy is silver white, No. 3270, manufactured by 3M.

**Typography**

Cap height of support type is 1 1/2”.
Exterior Details TYPEFACE AND DIRECTIONAL ARROWS

Description

Exterior signs have a simple typeface style for immediate recognition and understanding. “Palatino Bold” is selected for exterior signs. Arrows in this style are shown with their typeface below.

Palatino Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Palatino Bold

abcdefghijklmnopqrstuvwxyz

1234567890:?!&$
Footings occur with all post and panel signs. Stainless steel set screws, metal sleeves, concrete and sealant are compatible materials. The following detail depicts post and panel footing requirements.
Description

Three typical post and panel assemblies offer flexibility and efficiency for sign construction and maintenance. Panels are designed to be removed easily from the framing system if replacement becomes necessary.

Center mounts are proposed for signs having a single post; stop, yield, etc. One-panel assembly is proposed for inner campus direction and parking signs. Box-panel assembly is proposed for campus edge direction, parking and secondary building signs. All signs will have non-illuminated aluminum panels that slide in or out of sign posts. The following drawings depict center mount, one-panel and box-panel assemblies.
INTERIOR SIGNAGE

The Interior Signage Program is, in part, a result of the comprehensive sign layout done for the Physical Activities Building. Directional signs, room signs and memo posting signboards were located for the entire four floor complex. Similar layouts are proposed for all University buildings.

A room numbering sequence was developed by observing main entrance points and pedestrian traffic flows. Logical sequence of room numbers, which appear in ascending or descending order, helps people find their destination most efficiently. In the Physical Activities Building the first digit of room numbers indicates the floor or level and the next two numbers indicate the room. Every attempt was made to have room numbers stack vertically, floor to floor, to further aide in room finding.

Each building on campus will vary slightly in room number assignments. but the criteria for analysis remains the same. Numbers should appear in ascending or descending order and be vertically stacked. In single loaded corridors numbers may follow one after another, in numeric progression. In double loaded corridors odd numbers should appear on one side and even numbers on the other. Directional signs should be located at all corridor intersections.

Interior sign types and details are specified in the following order:

**Interior Direction**
- Interior Directional Signs

**Interior Identification**
- Building Directories
- Room Signs
- Changeable Room Signs

**Interior Information**
- Memo Posting Signboards

**Interior Details**
- Typeface and Directional Arrow Symbols
**Interior Direction** ROOM DIRECTION SIGNS

**Use**

Room direction signs direct visitors and students through buildings. Room numbers only are given. Occasionally, a specific room name may need to be placed on the sign; e.g., Lecture Hall, Conference Center, etc. In these cases the length of the sign should be enlarged to accommodate the room name.

**Materials**

Signs are matte finish acrylic, 1/4" thick, with silkscreened graphics.

**Colors**

Two neutral background colors have been selected for all interior signs. PMS 404 is used where building colors are gold, orange, brown, tan. PMS 424 is used where building colors are blue, green, gray. Message copy is white.

**Typography**

Cap height is a minimum of 1 3/4". If greater visibility should be required, increase cap height and sign size proportionately.

**Mounting**

Signs should be mounted to walls using double-coated neoprene tape. The bottom of the signs should be a minimum of 6'0" above the finished floor elevation.
Sign Type 1: Room Direction Sign

↑ 200 - 204
→ 201
**Use**

Building directories are located at main entrances of buildings. The directory identifies personnel and departments using the building. The size of the directory varies according to the amount of information to be displayed.

**Materials**

The 10000 Series non-illuminated directory, manufactured by Andco, is proposed. The 10000 consists of a changeable, grooved rubber display board, glass cover, and duranodic frame.

**Colors**

Rubber display boards and frames are black.

**Typography**

Letters are white standard Helvetica included with the 10000 Series.
1000D SERIES

A - 1-1/2" Wide Extruded Aluminum Frame with 1/2" wide exposed face border.
B - Screen Printed Header Panel Optional
C - Extruded Aluminum Divider Bar
D - Glass door with Cam Lock and Key
E - Directory Background

DESIGN OPTIONS

HD1
HD2
HD3
Use

Signs with only room numbers identify mechanical rooms, telephones, electrical closets or other rooms not requiring room names. Room numbers and symbols are used to identify amenities; e.g., restrooms, locker rooms, etc. Both room numbers and room names are used to identify rooms with permanent functions, such as the Administrative Office, Office of the Dean, Racquet Ball Court, etc. If the function of a room could change, changeable room signs should be used.

Materials

Signs are matte finish acrylic, 1/8" thick, with color applied subsurface. Raised injected molded letters are chemically welded to top surface.

Colors

Background color is PMS 404 or PMS 424. Message copy is white raised letters. 1/32" minimum thickness.

Typography

Room numbers are 7/8” high. Cap height of message copy is 5/8”.

Mounting

Signs should be mounted to the wall on the latch side of the door with double-coated neoprene tape. Signs should be 4" from the door frame with the top of sign 5'0" above finished floor. If enough wall space is not available, the sign should be centered on the door.
**Sign Type 2-A: Stair Sign**

![Stair Sign Diagram]

**Sign Type 3: Room Number/Room Name Sign**

![Room Number/Room Name Sign Diagram]
Sign Type 4: Restroom Sign

![Diagram of a restroom sign with the number 473, an icon representing women, and an accessibility symbol.]
Use

Changeable room signs should be used where the function of a room may change and when personnel within a room or office are identified.

Materials

Signs are a matte finish acrylic sandwich composed of two sheets of 1/8” thick acrylic with a milled slot to accept a sliding message strip. Background color is subsurface applied. The message strip is vinyl with applied pressure-sensitive Scotchcoke letters. Room numbers are raised injected molded letters, chemically welded to top surface.

Colors

Background color is PMS 404 or PMS 424. Background color of message strip matches sign color. Message copy is white, No. 3690, as manufactured by 3M. Room numbers are white raised letters, 1/32” minimum thickness.

Typography

Room numbers are 7/8” high. Cap height of message copy is 5/8”.

Mounting

Changeable room signs should be mounted as specified for room signs.
Interior Identification CHANGEABLE ROOM SIGNS

138
Room Type

142
Personnel Name Title
**Memo Posting Signboards**

**Use**

Memo posting signboards should be used where postings of schedules, memos, grades, etc., are required. Memo posting signboards should not be used with any other signs mounted next to them.

**Materials**

Memo posting signboards are matte finish acrylic 1/8” thick with color-applied subsurface. Raised injected molded room numbers are chemically welded to top surface. “Grip a Strip,” as manufactured by Adelphia Graphic Systems (Joshua Jacobs, Exton, PA, 610-363-8150), is mounted below the sign.

**Colors**

Background color is PMS 404 or PMS 424. Room numbers are white raised letters, 1/32” minimum thickness.

**Typography**

Room numbers are 7/8” high.

**Mounting**

Schedule posting boards should be mounted as specified for room signs.
152
MAC GYM

SCOTT PLASTIC BRAILLE IN A GRAY

RAISED INJECTED MOLDED HELVETICA MEDIUM LETTERS 1/8" MINIMUM THICKNESS. WHITE IN COLOR. CHEMICALLY MELTED TO TOP SURFACE. ROOM NUMBERS HAVE A CAP HEIGHT OF 1/8".

1/8" WHITE PAINTED RULE

MATTE FINISH ACRYLIC, 1/8" THICK IVORY COLOR AFFLIED SUBSURFACE USING COLOR PMO 424

SCHEDULE POSTING BOARDS SHOULD BE MOUNTED AS SPECIFIED FOR ROOM SIGNS

GRIP-A-STRIP AS MANUFACTURED BY ADELPHIA GRAPHIC SYSTEMS, MOUNTED BELOW THE SIGN
Interior signs have a simple typeface style to allow immediate recognition and understanding. “Helvetica Medium” is selected for interior signs. Arrows in this style are shown with typeface below.
Symbols to be used throughout the University of North Carolina at Greensboro campus designate toilets, staff areas, handicap access, hazardous radiation sources, no smoking areas, fire exits, deluge showers and eye wash facilities, as depicted below.
October 25, 1994

TO:
JAMIE DILO
MATTHEWS PAINT COMPANY
LAKEVIEW CORP. PARK., 8201 100 ST.
KENOSHA WI. 53142-7739

ATTENTION:
JAMIE DILO

REFERENCE:
Custom Paint Match in Nuance Acrylic Polyurethane
UNC-G, Munsell Palette 7.5R 3/6

We Are Sending Per Your Request:
Sampies

COMMENTS:
Please forward formula based on the attached color chip in MAP Nuance.
Refer to the formula as UNC-G, Munsell Palette 7.5R 3/6.
You may want to keep this in your records as other sign suppliers will want to reference this when they contract with the university to produce signs.

Thanks,
Rob Klastoth

Nov. 4, 1995
Called Rob Klastoth
I told him to use
Chalk Binge 38 C - 1P
for usage
Mathews Paint Co.
MATTHEWS PAINT COMPANY

MIXING FORMULA

CUSTOMER: GRAPHIC SYSTEMS
ATTN: ROB KISTOTH
REFERENCE: UNC-G
DATE: 11-1-94 OPERATOR: JE.
MUNSELL PALETTE
CUST. SAMPLE

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<td>LIGHT RED</td>
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3/4 GAL 3095.6 3/4 QT 773.8
Modifications to Date to the UNCG Signage Program
November 4, 1992

1. A set of general guidelines has been developed for interior signage. They are to be used whenever it becomes necessary to develop an additional interior sign type or a unique interior sign that does not fit any of the current existing types. The guidelines are given in Attachment 1.

Justification: The original signage program lacked an explicit set of overall guidelines. The guidelines in Attachment 1 were distilled from items that are common to all interior sign types originally prescribed in the UNCG Design Manual.

2. Campus Edge Directional Signs may indicate direction to specific buildings when appropriate.

Justification: Though the specification for Campus Edge Directional Signs in the Design Manual stated that references to specific buildings should be avoided, the sample sign shown in the drawing contradicts this rule. UNCG is not large enough in area to have identifiable "sub-campus". Even in the instances when buildings do fall into related groupings, the groupings do not have generally recognized names. Such names may eventually evolve, but at this time, indicating major landmark buildings by name is more helpful to the campus community as well as newcomers and visitors.

3. A shorter version of the Inner Campus Directional Sign has been developed for the pedestrian areas of campus. This sign is used to describe handicapped accessible routes, as well as give other directional information directed more to pedestrians than motorists. The shorter sign is shown in Attachment 2.

Justification: As traffic has been removed or restricted in many parts of the interior of campus, cars are unlikely to obstruct the view of these signs and most of the people who will see them are pedestrians. The shorter sign, though visible, is less obtrusive in the landscape.

4. The color of the vinyl specified for message copy on Primary Building Signs has been changed from JM Silver White, No. 3270 to White Reflective.

Justification: The color originally specified has been discontinued.

5. The post color for Secondary Building Signs will be black.

Justification: No color was specified in the Design Manual for posts on Secondary Building Signs. Black posts will match the posts specified for all other exterior sign types.
6. The box panel detail may be used for Exterior Directional Signage rather than the one panel detail originally specified. 

Justification: The box panel detail has more stability and makes for greater overall consistency in exterior signage.

7. Two alternative Departmental Sign types have been developed for departmental identification. These are interior signs for use at entrances to departmental suites and reception areas. They are shown and specified in Attachment 3.

Justification: This type of sign was omitted from the Design Manual. The first type of Departmental sign was developed to fill this need. The second type was developed for departments that need to post operating hours or other information subject to change. Subsurface lettering is specified on both types instead of raised for better consistency with directional signage, ease of manufacture, and lower cost.

8. Subsurface vinyl graphics may be used on signs where subsurface screen printing is specified in the Design Manual.

Justification: Some manufacturers find silkscreening prohibitively expensive for one-of-a-kind signs. Allowing the use of either subsurface vinyl or subsurface silkscreening will ensure maximum competition in bid situations. Subsurface vinyl is equally durable and similar in appearance.

9. All permanent room identification signs will include braille as required by the Americans with Disabilities Act guidelines. Placement of and specification of braille is shown in Attachment 4. All lettering required by the Americans with Disabilities Act guidelines to be raised will be in all capitals. In all other cases the use of upper and lowercase letters will be as indicated for individual sign types in the Design Manual.

Justification: UNCG is required by law to comply with the Americans with Disabilities Act.

10. A series of smoking signs has been developed to indicate the areas in which smoking is permitted. Drawings and specifications for these signs are shown in Attachment 5.

Justification: This type of sign was omitted from the Design Manual. UNCG is required by law to post this information in some places. In other places the signs are necessary to enforce the UNCG's smoking policy.

11. A detail has been developed for mounting interior signs on masonry, concrete, or vinyl. The detail is shown and specified in Attachment 6.
Justification: The double coated neoprene tape specified in the Design Manual does not adhere well to these surfaces.

12. A backplate of the same material and color as the sign will be used wherever signs are mounted on glass.

Justification: The backplate is used to conceal the tape used to install the sign.

13. Signs required by OSHA and similar warning signs will conform to OSHA standards and will not be required to conform to the signage program.

Justification: UNCG wishes to comply to OSHA requirements to the fullest extent possible.

14. The background color for exterior signs has been changed from Devoe "Patio Brick" to Munsell palette 7.5R 3/6 matte.

Justification: The new color was selected by the Graphics Committee - with the concurrence of the Facilities Planning Office - to provide greater contrast between background and text and to better complement the University colors which will be used in the logo under development. The UNCG logo will appear on some types of exterior signs, notably parking signs.

15. The old UNCG logo, as shown in the original Design Manual, will not be used on exterior signs. Until a new identification device is selected, exterior signs calling for the logo will be specified with the top panel blank.

Justification: The UNCG logo shown in the Design Manual was retired some years ago and has not been replaced. The University wordmark is unsuitable for use in this application because it would be too small to be legible within the parameters given.

16. Two new sign types have been developed for use on the student apartments. They are shown and specified in attachment 7.

Justification: This is a need that did not exist at the time the Design Manual was developed. The apartment numerals are larger than those on regular room identification signs to allow them to be read from the courtyard. Because they are part of the building's wayfinding system, rather than the campus system, they follow interior signage guidelines.
1. Lettering for interior signs shall be Helvetica Medium. Letter sizes are determined by individual sign types. Except where raised letters are required, a combination of upper and lower case letters will be used. Raised letters will be all upper case.

2. Raised injected molded letters meeting building code handicapped accessibility section requirement shall be used for room numbers. All other letters and symbols shall be subsurface screen printed or applied pressure sensitive film. Room numbers and other lettering in raised letters will be repeated in grade 2 braille.

3. All lettering of all types shall be white.

4. Background color for all interior signs shall be PMS 404 or PMS 424, depending on the interior color scheme of the building.

5. Sign material for interior signs shall be matte finish acrylic, with color applied sub-surface.

6. All signs shall be mounted with double coated neoprene tape. Exposed fasteners on the sign face will not be permitted. Where necessary to mechanically attach signs, a base plate 1” smaller than the sign in each dimension may be fastened to wall or other surface and the sign properly attached to the base plate with double coated neoprene tape.

7. Signs of a type must remain standard in size throughout a building. Lettering sizes may be adjusted if necessary.

8. Honorifics and “credential letters” will not be used with persons’ names. Use of initials is discouraged.

9. Use of standard abbreviations is permitted.

10. Braille shall be white individual tiles for each letters or contraction, chemically welded to a matching plastic chase, which will be chemically welded to the sign surface. Except for words usually capitalized, braille will be lower case.
Exterior Direction INNER CAMPUS DIRECTIONAL SIGNS

Design Manual
Signage Package
Revised May. 2017
Use

Department signs are used to identify suites of offices which form departments or centers.

Materials

Signs are matte finish acrylic, 1/4" thick, with color applied subsurface. Message copy is Helvetica Medium, subsurface vinyl or subsurface silk-screened.

Colors

Background color is PMS 404 or PMS 424. Message copy is white.

Typography

Cap height is 1-3/4”.

Mounting

Signs should be mounted to the wall on the latch side of the door with double-coated neoprene tape. Signs should be 4” from the door frame with the top of sign 5’0” above finished floor.
TYPE VI

Career Planning & Placement Center

Office of Continuing Education
Use

Changeable room signs should be used where the function of a room may change and when personnel within a room or office are identified.

Materials

Signs are a matte finish acrylic sandwich composed of two sheets of 1/8" thick acrylic with a milled slot to accept a sliding message strip. Background color is subsurface applied. The message strip is vinyl with applied pressure-sensitive Scotchcoe letters.

Colors

Background color is PMS 404 or PMS 424. Background color of message strip matches sign color. Message copy is white, No. 3690, as manufactured by 3M.

Typography

All type is Helvetica Medium.

Mounting

Changeable room signs should be mounted as specified for room signs.
1" Capitals

1/2" Capitals

1-1/2" Capitals

3/4" Capitals

Student Affairs
Hours 8:00 am to 5:00 pm
Service available from 5:00 pm to 8:00 pm at the Office of Extended Evening Services, Rm 305 Mossman

Small signs for:
Financial Aid
Grad School
Traffic Records

Academic Advising and Extended Evening Services
Hours 8:00 am to 8:00 pm

This sign for:
Academic Advising & Extended Evening Services

Student Affairs
Hours 8:00 am to 5:00 pm
Service available from 5:00 pm to 8:00 pm at the Office of Extended Evening Services, Rm 305 Mossman

Large sign for:
Registrar
Cashier
Admissions
Student Affairs
Type A

RAISED INJECTED MOLDED HELVETICA MEDIUM LETTERS 1/32" MINIMUM THICKNESS WHITE IN COLOR, CHEMICALLY WELDED TO TOP SURFACE. ROOM NUMBERS HAVE A CAP HEIGHT OF 1-3/4".

MATTE FINISH ACRYLIC, 1/4" THICK WITH COLOR APPLIED SUBSURFACE USING COLOR PMS 424.

SIGNS SHOULD BE MOUNTED TO THE WALL ON THE LATCH SIDE OF DOOR WITH DOUBLE-COATED NEOPRENE TAPE. SIGNS SHOULD BE 4" FROM THE DOOR FRAME AND 3'-0" ABOVE FINISHED FLOOR.

Type B

RAISED INJECTED MOLDED HELVETICA MEDIUM LETTERS 1/32" MINIMUM THICKNESS WHITE IN COLOR, CHEMICALLY WELDED TO TOP SURFACE. ROOM NUMBERS HAVE A CAP HEIGHT OF 7/8".

MATTE FINISH ACRYLIC, 1/2" THICK WITH COLOR APPLIED SUBSURFACE, USING COLOR PMS 424.

SCOTT PLASTIC BRAILLE IN A CHASE

SIGNS SHOULD BE MOUNTED WITH DOUBLE-COATED NEOPRENE TAPE 4" FROM THE DOOR FRAME WITH THE TOP OF SIGN AT 30" ABOVE FINISHED FLOOR.
Type C

- Raised injected molded Helvetica medium letters 1/32" minimum thickness, white in color, chemically welded to top surface. Room numbers have a gap height of 7/8".
- Scott plastic braille in a chase.
- Matte finish acrylic, 1/3" thick w/color applied subsurface using color PMS 424.
- Amenity symbol has a minimum thickness of 1/32" and is white in color, manufacturer to provide symbol selection choices.

Type D

- Raised injected molded Helvetica medium letters 1/32" minimum thickness, white in color, chemically welded to top surface. Gap height of 7/8".
- Signs should be mounted with double-coated neoprene tape 4" from the door frame with the top of sign at 5'0" above finished floor.
- Scott plastic braille in a chase.
- Matte finish acrylic, 1/4" thick w/color applied subsurface using color PMS 424.
- Scott plastic braille in a chase.

- Signs should be mounted to the wall on the latch side of door with double coated neoprene tape. Signs should be 4" from the door frame and 5'-0" above finished floor.
Type E

Raised injected molded Helvetica medium letters 1/32", minimum thickness, white in color, chemically molded to top surface. Room numbers have a cap height of 1/2".

Scott plastic Braille in a chase.

Matte finish acrylic sandwich assembled of two sheets of 1/8" thick acrylic with a milled slot to accept a bonding message strip. Background color & subsurface applied in color PMS 424.

Vinyl message strip with pressure sensitive scotchgard letters in Helvetica medium with a cap height of 5/8".

Signs should be mounted with double-coated neoprene tape 4" from the door frame with the top of sign at 90" above finished floor.

Type F

Raised injected molded Helvetica medium letters 1/32", minimum thickness, white in color, chemically molded to top surface. Room numbers have a cap height of 1/34".

Matte finish acrylic, 1/4" thick, color applied to subsurface, using color PMS 424.

Signs should be mounted to the wall on the latch side of door with double coated neoprene tape. Signs should be 4' from the door frame and 90" above finished floor.
11. Install “Smoking not permitted in this facility” signs at all entrances to the indicated buildings. Signs should be located on inner doors if the entrance is through a vestibule. If there is no vestibule, signs should be located on the outside of exterior doors.

12. Use double coated neoprene tape provided with the signs. Refer to my memo of December 14, 1990 to Dave Lumpkin for additional mounting instructions.

13. If it is necessary to install signs on glass, install a second sign on the other side of the glass so that the back of the sign is covered. Match edges carefully.

14. Install signs with tops 5’0” above the threshold.

15. Center signs on doors.

16. Install one sign on each single doors, and one sign on the right leaf of any double doors. Install one signs on every pair of doors in a bank.

17. Install one “Smoking prohibited by law” sign above the control panel in each elevator on campus.
**General Signage Specifications** TYPE X SIGN (Xa, Xb and Xc)

**Construction**

Signs are to 1/8” matte finish acrylic with silk-screened graphics. Both message and background colors are applied subsurface.

**Typography**

Lettering for all signs is to be Helvetica Medium.

- **Type Xa signs** – symbols are to be 3” in diameter. Cap height of any message copy is to be 1/4”.
- **Type X signs** – symbols are to be 3” in length. Cap height of message copy is to be 3/8”.
- **Type Xc signs** – cap height of message copy is to be 1/2”.

**Mounting**

Type Xa and X signs will be mounted to the wall as indicated on schedules and plans, 4” from any door frames or corners, with the top of the sign 5’0” above finished floor. All signs are to be provided with double coated neoprene tape for mounting.

Type Xc signs will be mounted to the walls or doors at building entrances 4” from any door frames or corners, with the top of the sign 5’0” above finished floor. All mounting devices shall be concealed. Double coated neoprene tape may be used where practical. Where surfaces are too rough to provide sufficient contact for tape, a metal or acrylic base plate, 1/2” smaller than the sign in each dimension, may be attached to the wall with flush headed fasteners and the sign will be attached to the base place with double coated neoprene tape.

**Color**

- Background color for all signs X is to be PMS 404.
- Background color for all signs Xa is to be PMS 404.
- Background color for all signs Xc is to be PMS 404.
- All message copy is to be white.
**Interior Identification TYPE Xa**

**SMOKING IS PROHIBITED WITHIN 25 FEET OF ALL BUILDING ENTRANCES**

**SMOKING IS PROHIBITED**
Interior Identification TYPE Xc

Smoking not permitted in this facility

Smoking permitted in designated areas only
MEMORANDUM

December 14, 1990

To: Davis Lumpkin

From: Jane Hornsby

Re: Interior Signage

I understand the mounting of interior signs was a topic of discussion at a recent meeting of your staff. The signage program, as received from JJ & R, calls for interior signs to be mounted to walls using double coated neoprene tape. This minimizes the need for repairs - should removal be necessary - and should be sufficient to hold properly made sign in place on a good substrate. However, if there is a concern about people removing the signs intentionally, an all-purpose, non-epoxy construction adhesive, such as Miracle's "Black Magic", could be used. Installation would then be permanent and removal in the course of maintenance or remodeling difficult.

Where signs are installed on brick or other rough surfaces, a base plate should be attached to the wall with flush screws and the sign glued or taped to the base plate, as shown on the attached. No installation method should be used which requires fasteners visible on the face of any interior sign. Such methods are not in keeping with the aesthetic of the signage program.

Attachment

cc/ Bob Wilson
Jack Colby
Interior Signage on Masonry or Concrete

MOUNTING DETAIL

1. Interior Masonry Wall
2. Construction Adhesive
3. Acrylic Base Plate 1" smaller than Sign Face in Each Direction
4. Flush-Head Screws Anchored as Appropriate
5. Sign per UNCG Signage Program