Large Project Campus Signage Review Process

- Involve Campus Planning (CP) early
- Marketing and Communications to review for branding consistency
- For U Health projects, involve Nils Eddy + CP
- For Research Park projects, involve Jonathon Bates + CP
BUILDING SIGNAGE BY PRECINCT / INITIAL CONTACTS

MAIN CAMPUS
Tami Wolfgang

RESEARCH PARK
Jonathon Bates & Tami Wolfgang

U HEALTH Hospitals, Clinics, Academics & Research
Nils Eddy & Tami Wolfgang

ROADWAY SIGNAGE
John Close

HISTORIC FORT DOUGLAS
Charles Shepherd
SIGNAGE TYPES

I. Exterior Donor Signage

II. Exterior Building & Wayfinding Signage
   • Main Campus
   • U Health (Clinical, Academic and Research)
   • Research Park
   • Roadway Signage
   • Historic Fort Douglas

III. Temporary Rerouting Signage
I. EXTERIOR DONOR SIGNAGE STANDARDS

ACCESS to the standard:

i. SharePoint Resource Center – PMs & PAs

ii. (future-once updated) online - Consultants

Exterior Donor Signage review submittal requirements:

For each proposed donor signage submittal include the elements below:

i. Overall Building Site Plan

ii. Dimensioned Signage Drawing & Specifications

iii. Enlarged Area Plan and Elevation

An example submittal is illustrated in the following three slides
Identify two alternative locations for the monument sign, indicate if the sign should be two-sided.

Indicate signage location including level (e.g. L1, L2 with proposed signage height in inches).

Overall Building Sign Site Plan* Submittal Requirements

General Note* Include landmarks, pathways surrounding buildings.
Carolyn & Kem Gardner Commons

Dimension Signage Drawing & Specifications

Submittal Requirements

Include dimensions, letter height, and line spacing

Indicate color, font, and fabrication

Letter Contrast and Fabrication

Dark Gray Letters on a Light Background

Metallic Silver Letters on a Dark Background

University Signage Standards

Trajan Font (as shown)
18" high letters allowed above Level 3
12" high letters allowed above Level 1
Colors as shown below
Include overall Exterior Building elevation showing sign location/s to scale

Include enlarged area elevation with signage placement

ENLARGED AREA PLAN & ELEVATION Submittal Requirements
II. Exterior Building & Wayfinding Signage

Main Campus Building Identification Signage

Design Drawing

Planter Option
II. Exterior Building & Wayfinding Signage

Main Campus Building Identification Signage

Design Drawing

Grass Option
Main Campus
Building Identification Signage

Sign Siting Team:
- Project Manager
- Consultant
- Campus Planning

Shop Drawing