

10 14 00 B CU UNIVERAL SIGNAGE

AUGUST 2021

For CU buildings without a comprehensive standard, this universal standard should be used on a project-by-project basis to provide all buildings a consistent approach and image.

CU Universal Signage Standard

Background

Some CU buildings have their own signage standard (i.e. Hamilton, IAB, Jerome Greene). Many do not.

For CU buildings without a comprehensive standard, this universal standard should be used on a project-by-project basis to move all buildings toward a consistent approach and image. The CU Universal Signage Standard consists of:

- Directories
- Wayfinding
- Suite ID's
- Room and workstation ID's

Restroom signage has been previously standardized campus-wide to meet ADA, family and gender neutrality needs.

This standard promotes building-wide consistency of image and simplifies the project-by-project need for designing new signage, and can be implemented on a project-by-project basis. The flexibility of this standard will result in long term cost savings in the form of changeability of signage.

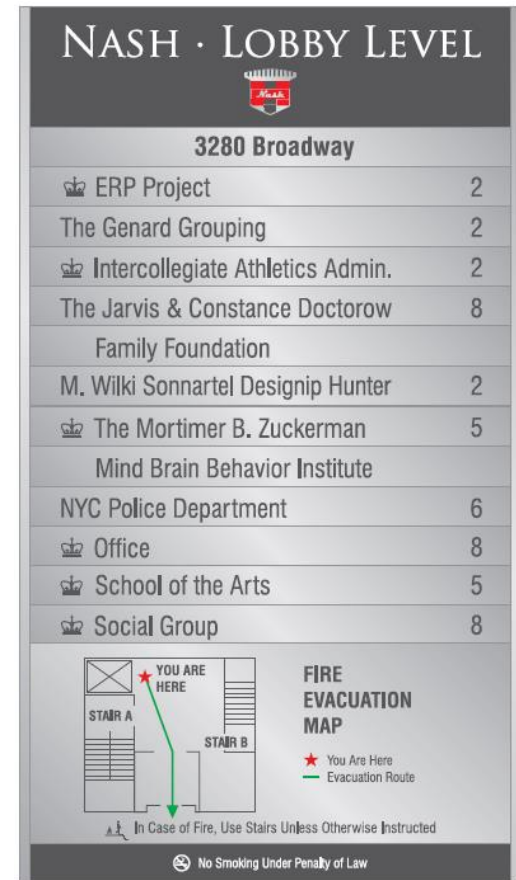
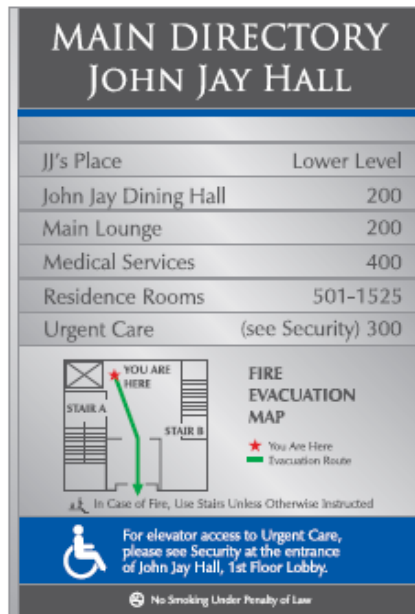
Directory

Lobby Directory

- 24”h x 18”w (can vary based on available space, 18” width is minimum recommended)
- ½” Anodized aluminum end caps
- 3”h dark grey insert w/ white direct-print building name
- 1”h aluminum inserts w/ dark grey direct-print department & floor
- 5”h aluminum insert w/ direct-print text and evacuation plan
- 1”h dark grey insert w/ white direct- print text
- 2”h Columbia Blue insert w/ special ADA wayfinding, if needed

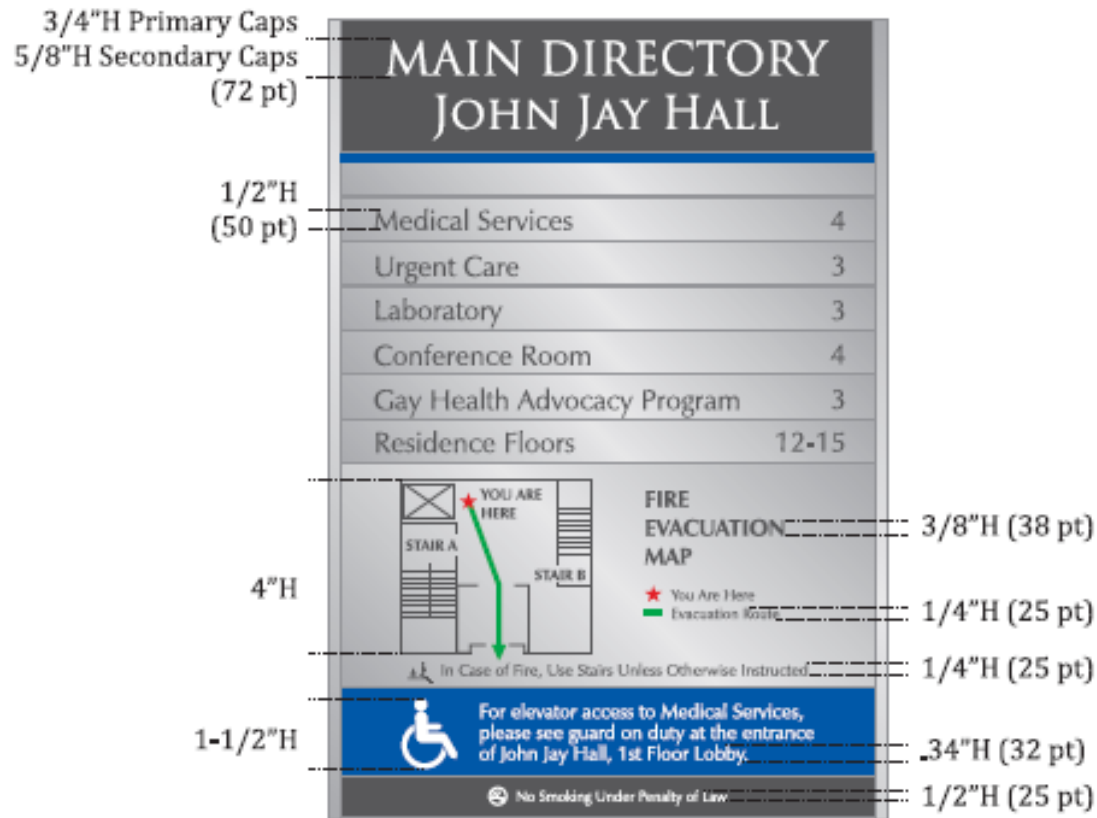
Fonts:

- Header – Trajan Pro
- Bold Text – Helvetica Condensed Bold
- Insert Text – Helvetica condensed



Directory

Detailed Example



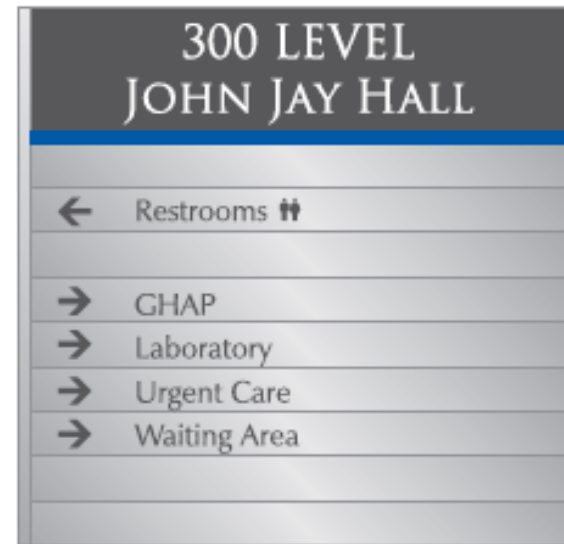
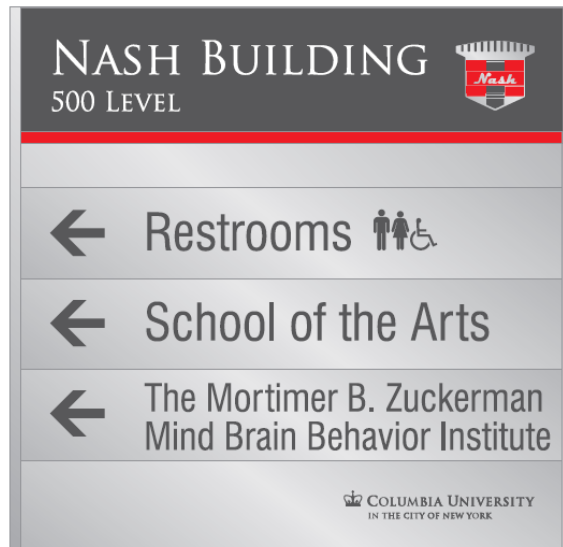
Wayfinding

Incremental wayfinding

- 12”h x 12”w (can vary based on available space and needed information)
- Slim-line frame w/ anodized aluminum end caps
- 3”h dark grey insert w/ white direct-print building name and accent line
- 1 or 2”h aluminum inserts w/ dark grey direct-print text
- 2”h Columbia Blue insert w/ special ADA wayfinding, if needed

Fonts:

- Header – Trajan Pro
- Insert Text – Helvetica condensed



Suite ID

Suite ID

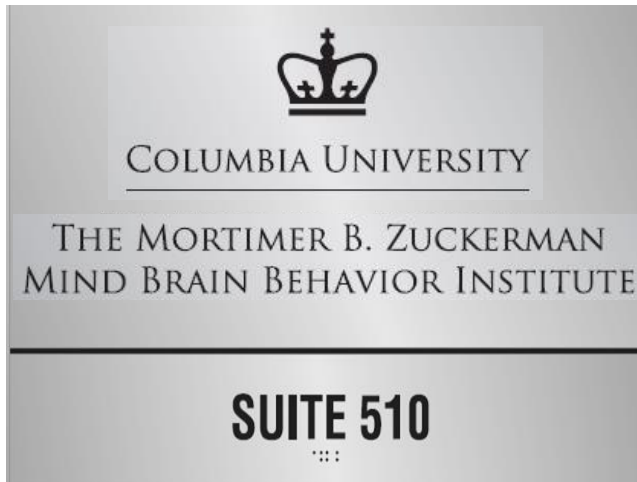
- 12”h x 16”w (recommended, can vary based on individual situation)
- Slimline frame w/ anodized aluminum end caps
- 8.5” x 16” aluminum insert with direct print logo/text and black accent line
- 3.5” x 16” aluminum insert with black ADA text and braille

Fonts:

- Log and Suite name – Trajan Pro
- Room Text – Helvetica condensed

Note:

- Do not change proportions of crown or CU text.
- For a fully CU occupied building, the crown may be used without the CU text. For buildings with non-CU entities, use the full logo.



or



Room and Workstation ID

Room and Workstation ID

- 4”h x 7”w anodized satin bronze sign
- Window for clear acetate insert with direct-print text
- Black raised ADA text and braille

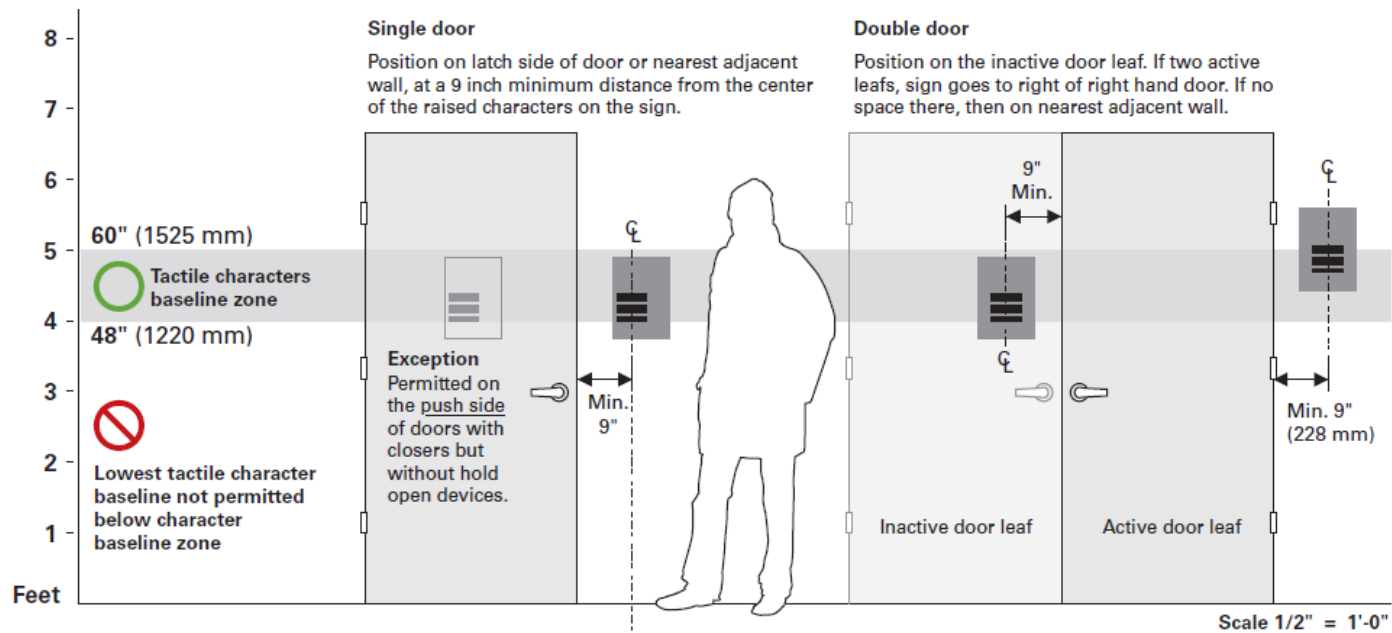
Fonts:

Insert – Helvetica Condensed

ADA: Helvetica Narrow Bold



Signage Placement – Room ID's



Minimum clearance zone

Signs containing tactile characters shall be located so that a clear floor space of 18 inches minimum by 18 inches minimum, centered on the tactile characters, is provided beyond the arc of any door swing between the closed position and 45 degree open position.

