UC SANTA CRUZ

BUILDING SIGN PROGRAM
SEPTEMBER 2016

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INTRODUCTION

The UC Santa Cruz Building Sign Program is intended to provide design standards for a campus building sign program which will help our signage communicate more effectively through consistency and visual familiarity. These criteria are to aid the design professional in the development of a successful project, meeting the requirements of the University.

The intent of this program is to:

- Provide design standards for a campus building sign program.
- Provide category classification for all sign types in the program.
- Assist in identifying which sign type is appropriate to use.
- Help in developing sign packages for specific areas or facilities.
- Assist in the application and placement of signs.

Exterior wayfinding or informational signs are not covered in this program; any questions regarding these should be directed to UC Santa Cruz Physical Planning & Construction.

The system described in this program provides for consistency of message, appearance, and identity by the use of shape, size, typeface, symbols, and wording. Careful implementation of these guidelines will insure a consistent and highly recognizable visual identity for the campus.

Because UC Santa Cruz buildings share similar signing requirements, standardizing information formats for the variety of sign types will develop a consistent, recognizable and cost-effective means of communicating critical information at decision points to students and visiting public alike.

It is recognized that the campus is made up of buildings and areas of development which span a range of architectural styles. Some level of variation of interpretation may be considered if deemed appropriate by Physical Planning & Construction.

It is critical that the use of high-quality durable materials and proven construction methods be maintained at all times.

If you have questions after you have reviewed these guidelines, contact the University's representative at Physical Planning & Construction.

GENERAL INFORMATION FOR ALL SIGNS

SIGN PLACEMENT
Signs shall be located to present the necessary information at the point of first exposure to the viewer and meet code requirements.

In selecting the placement of an exterior building sign, consideration must be given to the surrounding terrain, viewing angle, traffic flow, and speed.

COLOR
Specific University colors have been reviewed and approved by the University. Other colors are allowed if that choice would enhance or support a particular interior or architectural design.

SIGN SIZE
The main consideration in determining sign size is the distance from which it must be read, the relative importance of the message, and the length of the message. All applicable code sections should be referenced for accessible text height.

SIGN MATERIALS
It is intended that the specific weights, thickness, materials, and construction be both durable and of good quality. Edges should be finished and seams and joints should be well executed and acceptable to the University in mock-up form. The mock-up would need to be approved by the university prior to fabrication.

DESIGN GUIDELINES DRAWINGS
These are schematic representations of each sign type. These sheets include elevations, plan views and side views where necessary. The designer or sign fabricator will produce a sign schedule, design development drawings and working drawings from these sheets, including more specific construction details which may require engineering from a licensed expert.

SIGN SELECTION CONSIDERATIONS

The sign types in this program have been designed as a comprehensive family of sign types. The hierarchy of sign types extends through the range of informational, directional, identification, and regulatory signs. It is the intent of the university that this manual be a reference for anyone programming, designing, or selecting a sign (or series of signs) for the Campus.

The UC Santa Cruz Sign Program is intended to support applicable current local, state, and national codes and laws. It is the responsibility of the organization or individual requesting signs to evaluate these laws to ensure that the proposed sign conforms to their requirements. In the event of conflict between these standards and applicable law, the applicable law shall govern.

The signage guidelines shown in this program are – to the best of our knowledge – in compliance with interpretations of current Americans with Disabilities Act and California Building Code requirements for accessibility.

If questions arise regarding ADA requirements, a comprehensive interpretation is available from the Society for Environmental Graphic Design.

The Americans with Disabilities Act White Paper
The Society for Environmental Graphic Design
617-577-8225

TYPOGRAPHY

HELVETICA MEDIUM

HELVETICA REGULAR

UNIVERSAL 57 CONDENSED

UNIVERSAL 67 CONDENSED

TIMES NEW ROMAN

(USED FOR MOST SIGNS IN CAMPUS)

GARAMOND

TYPESTYLE

Most signs in UCSC Campus are in "Helvetica Medium or Regular", though some roadside directional signs use "Universal 57 or 67 condensed". Building identification depends on the college/building, many of our colleges have their own font. For example: Cowell is "Optima," Kresge is "Clarendon Bold," Colleges 9 and 10 use "Frutiger," and McHenry Library uses "MetaNormal Roman." Fonts can also be compressed down to 85% in order to make long-winded titles fit. The traditional font would be "Times New Roman" or "Garmond."

It is recommended that only University-standard typefaces be used for signage in all cases.

Fonts specified are readily available to all sign manufacturers. No variations should be approved or accepted.

LOGOTYPE
The UC Santa Cruz logotype is a custom created mark and is available as a vector line file.

The logo should not be recreated or cloned using alternate typestyles or altered spacing.

The logo and other UC Santa Cruz seals and marks are available from University Communications, or online at:
http://www.ucsc.edu/identity/print/logotypes.html

PROJECT ARROW
No others are to be used.

COLOR SCHEDULE

UC Santa Cruz's official color variants of the traditional University of California blue and gold are central components of the campus's overall identity.

Blue #00458c

Gold #F1B521

UC Santa Cruz Blue

Pantone Matching System© (PMS©) colors
Uncoated paper: 2945U
Matte paper: 541M
Coated Paper: 541C

Process Colors
Uncoated paper: 100C 45M 0Y 14K
Coated Paper (dull, with satin aqueous or varnish coating preferred): 100C 57M 0Y 38K
Coated Paper (dull w/coating, "sophisticated" variant): 100C 57M 0Y 38K

UC Santa Cruz Gold

Pantone Matching System© (PMS©) colors
Uncoated paper: 116U
Matte paper: 1235M
Coated Paper: 1235C 0C 25M 100Y 0K

Process Colors
Uncoated paper: 0C 20M 100Y 0K
Coated Paper (dull, with satin aqueous or varnish coating preferred): 0C 25M 100Y 0K
Coated Paper (dull w/coating, "sophisticated" variant): 0C 25M 100Y 0K

For painted and reflective graphic film applications the following colors have been approved by the University to align with UC Santa Cruz official colors.

C-1: Benjamin Moore 306 light yellow
C-2: Benjamin Moore 307 medium yellow
C-3: Benjamin Moore 308 dark yellow
C-4: Benjamin Moore 818 light blue
C-5: Benjamin Moore 819 medium blue
C-6: Benjamin Moore 826 dark blue
C-7: 3M #380-75 blue reflective
C-8: 3M #580-10 white reflective
C-9: PMS Warm Grey 6
C-10: White
C-11: Black

GLOSSARY

BASELINE
A typographic term referring to the imaginary line along which the bottom edge of most lower case and all capital letters align.

CAPITAL HEIGHT
A typographic term referring to the height of a capital letter. The letter "E" should be used as an example in all cases of type measurement.

FAÇADE
The front of a building (or any side given special architectural treatments).

FLUSH LEFT
A typographic term referring to two or more lines of type, set to align vertically at a left margin.

LETTERSPACING
The spaces between letters within a word.

LOGOTYPE
The University name displayed in specially drawn letters.

RETURN
The side (or the depth) of a dimensional letter, symbol or an entire sign.

SYMBOL
The standardized mark, letter, or abbreviation used to represent something as an image. It is recommended to accompany the use of symbols with the supporting copy when possible.

WORD SPACING
The spaces between words in copy.

INTERIOR SIGNS GENERAL INFORMATION

Every campus facility has interior sign requirements that are unique to that particular building's layout, interior design, and function. This design guide offers sign standards for signage which informs, directs, and identifies. This sign program will serve to assist anyone who is going to program, design, or implement signage.

The sign system is designed to direct a visitor from the entry area or lobby to an individual room or area through a hierarchy of sign types, beginning with a building or floor directory and ultimately leading to room identification signs.

Directional signs facilitate circulation about the building and offer guidance from the lobby to the desired destination, and at key decision points. Informational signs use short verbal messages or pictorial symbols to convey information in the clearest manner.

Office identification signage includes a room number and occupant name(s). A logical and consistent room numbering system should be developed.

A flexible sign system should be used that accommodates paper laser print inserts for changeable information such as names and titles.

Conference rooms or special-function rooms shall be identified with a room number and name of function. Other miscellaneous permanent spaces must be identified by number and name.

If building directories will be used, consult with the campus Sign Shop for list of preferred vendors (due to durability and low cost of replacement slats).

MATERIAL

Sign faces will be 1/16" thick on ¼" backs. Face inserts will slide in to facilitate cleaning and maintenance.

COLOR

The material of interior signs should be a color which is coordinated with the building interior. All signs within a building should be a consistent color. The colors of the sign and text shall meet or exceed the minimum contrast requirements defined in the Americans with Disabilities Act.

Colors should come from Rowmark or similar, not painted or silkscreened. Rowmark products are preferred, but the color should be chosen from a stock list to avoid high replacement costs in the future.

It is intended that the building user select a color paper stock for inserts in order for the sign package to be coordinated with the building's interior colors and finishes. Make sure there is enough contrast so that the sign is easily readable.

Changeable messages on interior signs are black text on a color paper stock. Room number identification is black or white text on an etched polymer background painted a contrasting color. Braille is not to be painted.

PLACEMENT
It is recommended that signs be installed using the following guidelines, some of which are driven by code and ADA:

- Wall mounted directories and signs should be mounted depending on the size of the directory, typically at 4-feet to 5-feet from the floor to the center of the sign.
- Restroom signs should be mounted at 5-feet 0-inches from the floor to the center of the sign.
- Overhead signs should be mounted to a minimum clearance of 6-feet 8-inches from the floor to the bottom of the sign.
- Room bulletin boards should be mounted directly below a room sign with a 2-inch space in between.

CAP HEIGHT
- Room ID header: 5/8-inch tactile cap height, all caps.
- Restroom ID: 1-inch silkscreened cap height, all caps.
- Restroom ADA: 1-inch tactile cap height, all caps.

NOTE: The designer is responsible for checking current California Building Code and ADA standards prior to preparing detailed drawings to ensure compliance with the most current standards.

SIGN CHECKLIST

All projects must provide a sign plan, schedule, and sign details sheet, including but not limited to:

EXTERIOR
- Exterior Building Mounted Signage
- Address Signage
- Smoke and Tobacco Free Signage

INTERIOR: CODE REQUIRED
- Room Identification Sign
- Room Number and/or Name Identification Sign
- Room Number and Identification Sign
- Restroom Door Signage
- Accessible Restroom Door Signage
- Accessible Restroom Location
- Stairway Identification Sign
- Tactile Floor Identification
- Alternate Path of Egress
- Accessible Exit Sign
- Accessible Exit Ramp
- Accessible Exit Route
- Accessible Exit Stair
- Accessible Area of Refuge
- Emergency Evacuation Signage
- Fire Riser Inside
- FACP Inside
- Occupancy Sign
- Assisted Listening Device
- No Roof Access

INTERIOR: WAYFINDING
- Directional Signage
- Informational

INTERIOR: SPECIALTY
- Electronic Display
- Caution Placard

EXTERIOR 1

BUILDING MOUNTED

Where it is necessary to identify a building on the façade – and almost all buildings will need to be identified – signage shall be a UC Santa Cruz standard typography (commonly Times New Roman, Garamond, or Helvetica). Whether freestanding or wall-mounted, building identification signs need to be prominent and easy to read. For buildings with multiple entries, exterior building directional signs or maps may be appropriate; contact the campus Wayfinding Workgroup for guidance.

Exterior building-mounted signage should have text that is a minimum of 6-inch tall and 3/4-inch deep, mounted on the first building story. Signage may be mounted on an exterior building wall, landscape feature wall, or on an entrance arch.

Signage material should withstand weather abuse; 3/4-inch deep fabricated metal lettering is suggested. Finish should be easily readable, durable, and coordinate with the building architecture.

Care should be taken that signage is securely fixed and location deters theft or vandalism.

EXTERIOR 2

ADDRESS SIGNAGE
For all new and existing buildings, address numerals must be located in a position that is plainly legible and visible from the street, road, or area of the assigned address. All numbers must be Campus Standard font style. Confirm the placement with the University's representative and the campus Fire Marshal.

Below is the current mock up; text height is 4″ white on a 7.5″ x 12″ black landscape rectangle.

EXTERIOR 3

SMOKE AND TOBACCO FREE SIGNAGE
Install signage at the main entries to the building. Window clings or stickers to be provided by University. Locations as follows:

- Double glass sliding doors: Install on right fixed side panel (not on door), 1.5 inches from left edge of panel and 7 inches from bottom of panel.
- Double glass doors with side glass panels: Install on right fixed side panel (not on door), 1.5 inches from left edge of panel and 1.5 inches below cross bar.
- Double glass doors without side glass panels: Install on right door, 1.5 inches from left edge of glass panel and 1.5 inches below cross bar.
- Single glass door with side glass panel: Install on side panel that is adjacent to the door handle, 1.5 inches from edge of glass panel in line with door handle.
- Single glass door with side glass panels with cross bars or mullions: Install on side panel that is adjacent to the door handle, 1.5 inches from edge of glass panel and 1.5 inches below mullion.
- Single glass door without side panels: Install on door on side with door handle, 1.5 inches from edge of solid door material and 1.5 inches below the exit bar (or 2.5 inches if door handle is in conflict).
- Doors without glazing: Install 1.5 inches below door handle components.

INFORMATIONAL 1

PRIMARY DIRECTIONAL

FLAG MOUNT – WALL MOUNT
These signs are for wayfinding use at corridor intersections and wall-mounted applications. The sign carries directional information to rooms and facilities; individual message strips are used for flexibility.
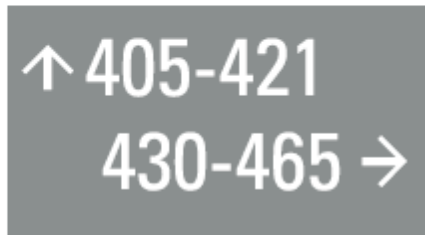
MATERIAL
Backer panel – Project specific
Insert area – Non-glare acrylic
Insert – Laserprint copy on selected stock

TYPEFACES
Insert – Times New Roman

Restrooms ↑
479-498 ↑
← 430-465

↑ 405-421
430-465 →

INFORMATIONAL 2

PRIMARY INFORMATIONAL

These signs are for a wall-mounted application. The sign carries information pertinent to rooms and facilities; a reproducible laserprint insert on stock paper is used for flexibility.

If affixed to glass, provide a blank backer panel on reverse side.

MATERIAL
Backer panel – Project specific
Insert area – Non-glare acrylic
Insert – Laserprint copy on selected stock

TYPEFACES
Insert – Times New Roman
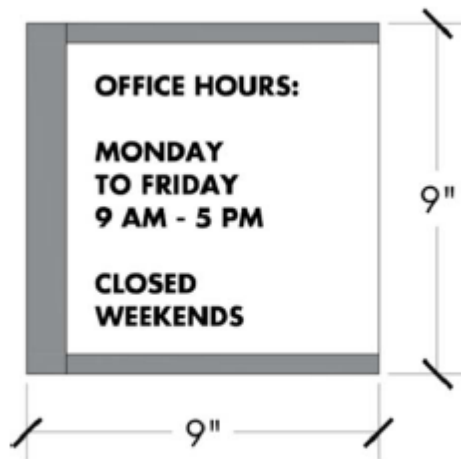
Scale: 3" = 1'-0"
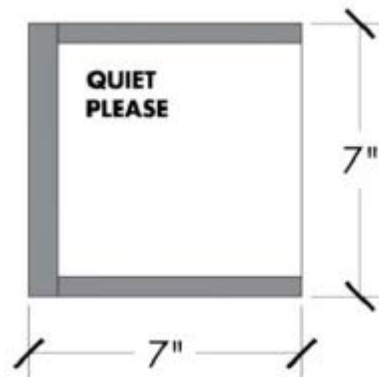
INFORMATIONAL 3
SECONDARY INFORMATIONAL WALL MOUNT
Secondary Informational Wall Mount Signs shall include building and room specific messages.
Laboratory faucets served by industrial water shall be labeled "Industrial Water – Do Not Drink".
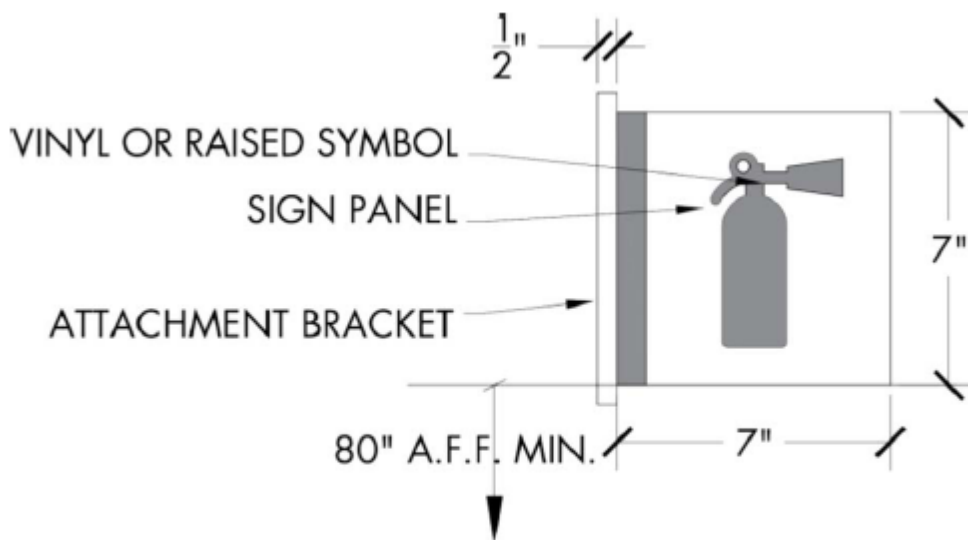
MATERIAL
Sign panel – Project specific
Message panel – Project specific
Symbol – Vinyl or raised recommended
Copy – Vinyl or raised copy recommended

TYPEFACES – Times New Roman

SMOKING
STRICTLY
PROHIBITED
IN LAB
AREAS

7"

7"

QUIET
PLEASE

7"

7"
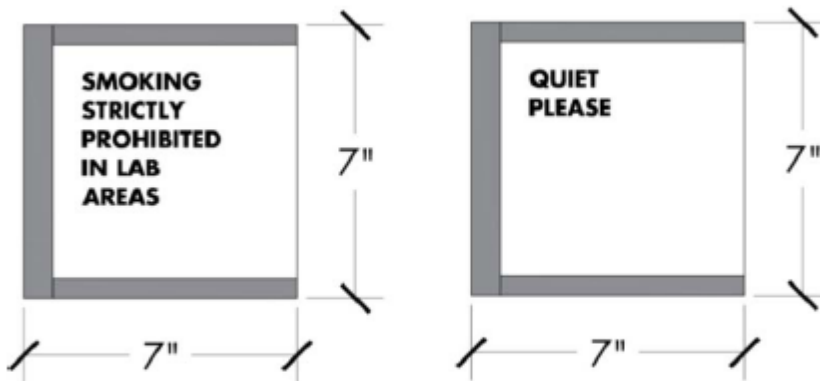
Scale: 3" = 1'-0"

INFORMATIONAL 4

SECONDARY INFORMATIONAL FLAG MOUNT

MATERIAL
Sign panel – Project specific
Message panel – Project specific
Symbol – Vinyl or raised recommended
Copy – Vinyl or raised copy recommended

TYPEFACES
Times New Roman

Scale: 3" = 1'-0"
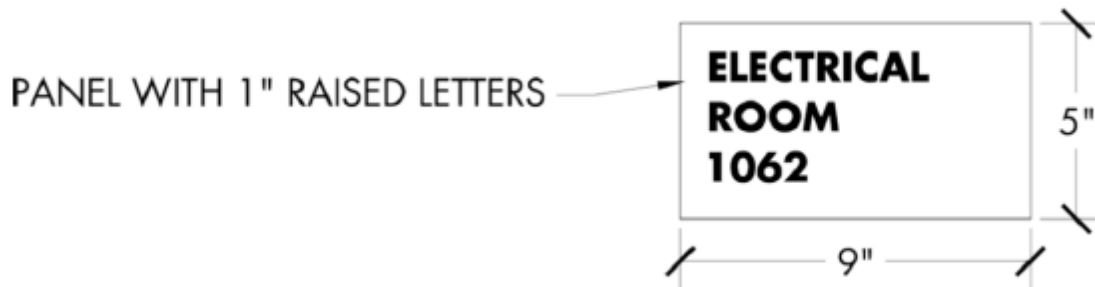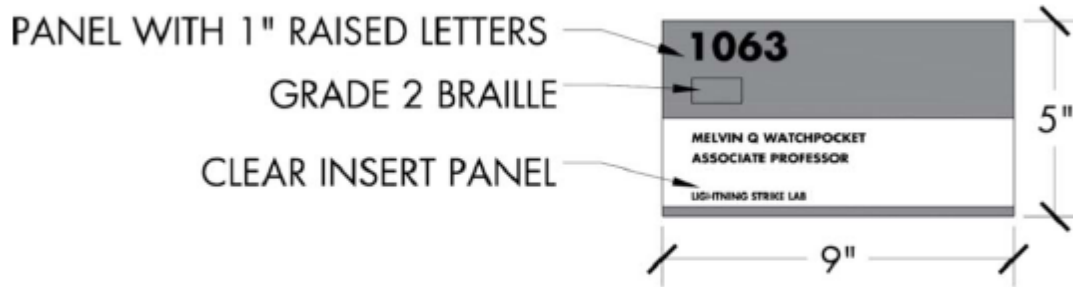
CODE 1

PRIMARY ROOM IDENTIFICATION

MATERIAL
Header panel – Project specific
Backer panel – Project specific
Header copy – Raised copy

TYPEFACES
Header – Times New Roman

PANEL WITH 1" RAISED LETTERS → **ELECTRICAL ROOM 1062**

5"

9"

Scale: 3″ = 1'-0″

CODE 2

ROOM NUMBER AND/OR NAME IDENTIFICATION

MATERIAL
Header panel – Project specific
Header copy – Raised copy
Backer panel – Project specific
Insert area – Non-glare acrylic
Insert – Laserprint copy on selected stock

TYPEFACES
Times New Roman

PANEL WITH 1" RAISED LETTERS — **1063**

GRADE 2 BRAILLE —

CLEAR INSERT PANEL —

MELVIN Q WATCHPOCKET
ASSOCIATE PROFESSOR

LIGHTNING STRIKE LAB

5"

9"

Scale: 3" = 1'-0"

CODE 3

ROOM NUMBER & IDENTIFICATION

MATERIAL
Header panel – Project specific
Header copy – Raised copy

TYPEFACES
Times New Roman

PANEL WITH 1" RAISED LETTERS

1062   SERVER ROOM

GRADE 2 BRAILLE

$2\frac{1}{2}$"

9"

Scale: 3" = 1'-0"
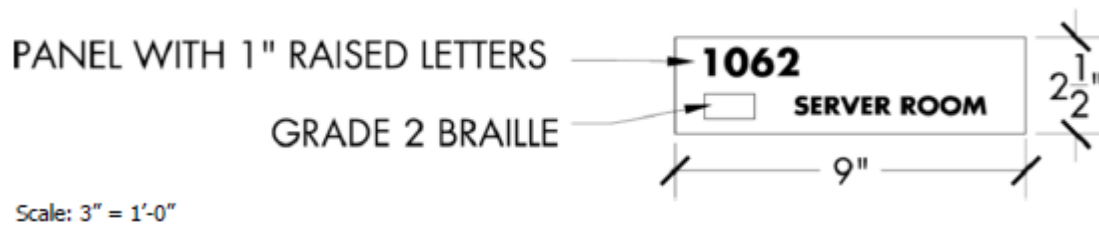
CODE 4

RESTROOM DOOR SIGN

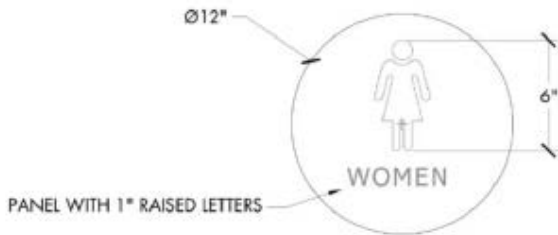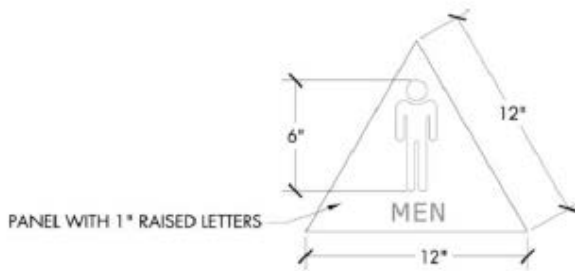Pictograms or lettering (MEN or WOMEN); if lettering is used it must be 6-inches high.

MATERIAL
Sign panel – Project specific
Copy – Project specific
Symbol – Project specific

TYPEFACES
Times New Roman

Scale: 1 1/2" = 1'-0"

CODE 5

ACCESSIBLE RESTROOM SIGN

MATERIAL
Sign panel – Project specific
Copy – Project specific
Symbol – Project specific

TYPEFACES
Times New Roman

* Include the international symbol of accessibility if applicable
* ADD a line for the Room number between the pictogram and the text, or above the text as applicable

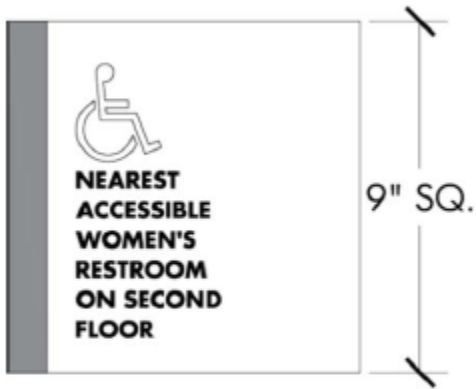**CODE 6**

DISABLED ACCESSIBLE RESTROOM DIRECTIONAL

MATERIAL
Sign panel – Project specific
Backer Panel – Project specific
Copy – Vinyl, or raised copy recommended

TYPEFACES
Times New Roman

NEAREST
ACCESSIBLE
WOMEN'S
RESTROOM
ON SECOND
FLOOR

9" SQ.

Scale: 3" = 1'-0"

* Include the international symbol of accessibility if applicable

ALL GENDER
RESTROOM

CODE 7

STAIR IDENTIFICATION

Tactile floor identification signs shall be located at each floor level landing placed adjacent to the door on the latch side, in all enclosed stairways in buildings two or more stories in height. At exit discharge level, the sign shall include a raised five-pointed star located to the left of the identifying floor level. The outside diameter of the star shall be the same as the height of the raised characters. If this sign is not readily visible when the doors are in the open and closed position from 5 feet above the floor landing, provide a Tactile Floor Identification Sign adjacent to the door, and a separate Stairway Identification Sign.
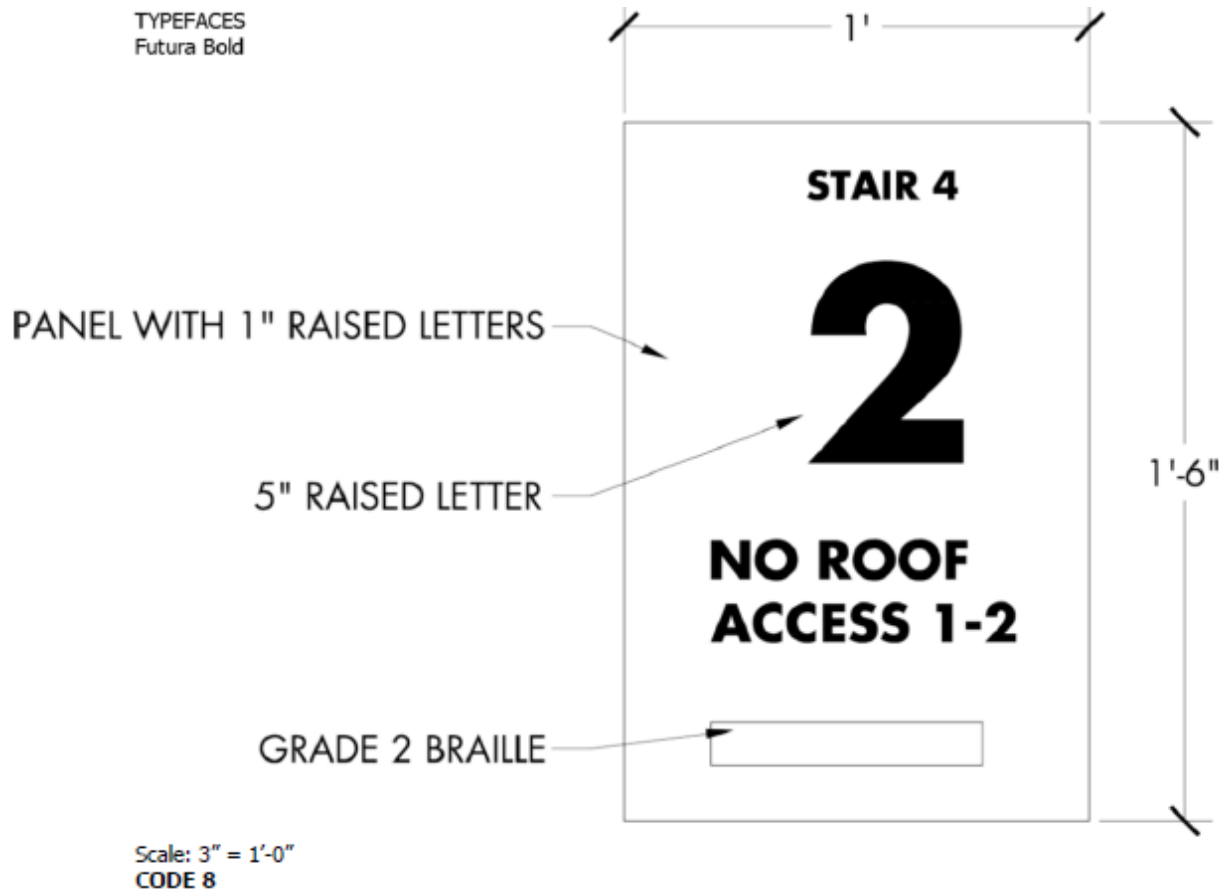
MATERIAL
Sign panel – Project specific
Backer Panel – Project specific
Copy – Vinyl, or raised copy recommended
Braille – To match background color of sign

TYPEFACES
Futura Bold

PANEL WITH 1" RAISED LETTERS

5" RAISED LETTER

GRADE 2 BRAILLE

STAIR 4

2

NO ROOF ACCESS 1-2

1'

1'-6"

Scale: 3" = 1'-0"
CODE 8

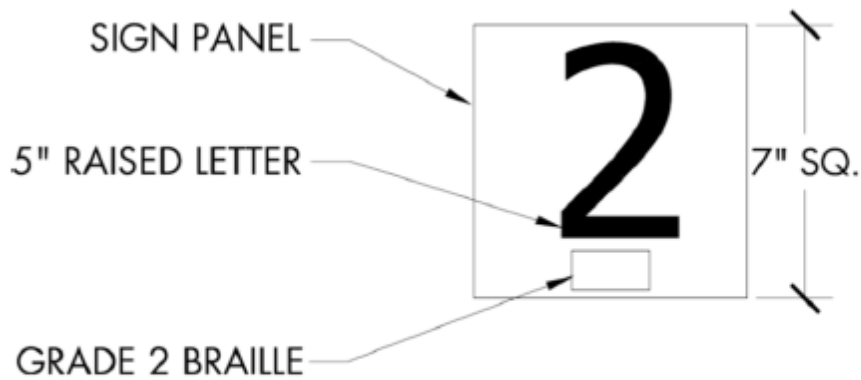TACTILE FLOOR IDENTIFICATION

MATERIAL
Sign panel – Project specific
Backer Panel – Project specific
Copy – Vinyl, or raised copy recommended
Braille – To match background color of sign

TYPEFACES
Times New Roman

SIGN PANEL

5" RAISED LETTER

2

7" SQ.

GRADE 2 BRAILLE

Scale: 3" = 1'-0"
CODE 9

ALTERNATE PATH OF EGRESS

MATERIAL
Sign panel – Project specific
Backer Panel – Project specific
Copy – Vinyl, or raised copy recommended
Braille – To match background color of sign

TYPEFACES
Times New Roman

7" x 7" with 0.6" text, 4" person on stair and 2.5" flames.
There is no braille on this sign.

In Case of Fire
Do Not Use Elevator
Use Stairways

CODE 10
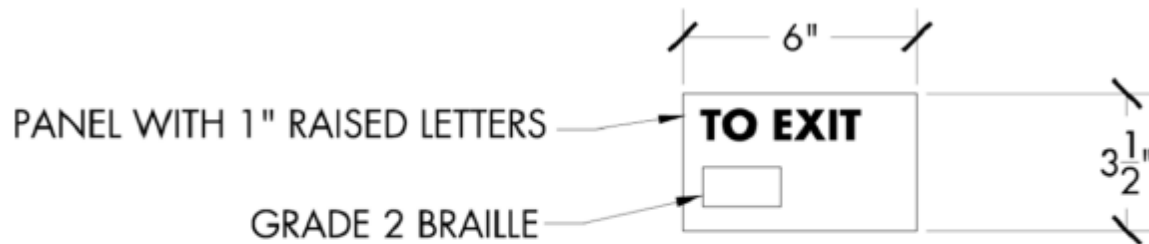
ACCESSIBLE EXIT SIGN

MATERIAL
Sign panel – Project specific
Backer Panel – Project specific
Copy – Vinyl, or raised copy recommended
Braille – To match background color of sign

TYPEFACES
Times New Roman

6" x 3", 1" raised text and grade 2 braille

CODE 11

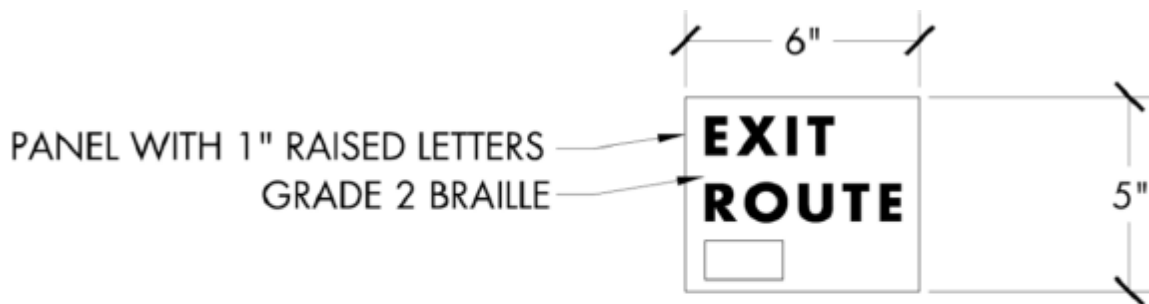TO ACCESSIBLE EXIT SIGN

MATERIAL
Sign panel – Project specific
Backer Panel – Project specific
Copy – Vinyl, or raised copy recommended
Braille – To match background color of sign

TYPEFACES
Times New Roman

PANEL WITH 1" RAISED LETTERS ——

GRADE 2 BRAILLE ——

TO EXIT

6"

3½"

Scale: 3" = 1'-0"

CODE 12

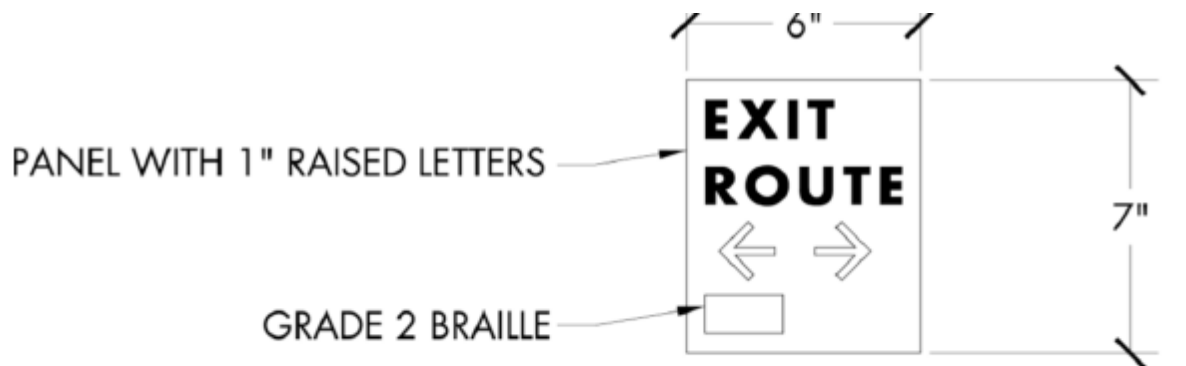ACCESSIBLE EXIT ROUTE

MATERIAL
Sign panel – Project specific
Backer Panel – Project specific
Copy – Vinyl, or raised copy recommended
Braille – To match background color of sign

TYPEFACES
Times New Roman

PANEL WITH 1" RAISED LETTERS ————
GRADE 2 BRAILLE ————

6"

EXIT ROUTE

5"

Scale: 3" = 1'-0"

CODE 13

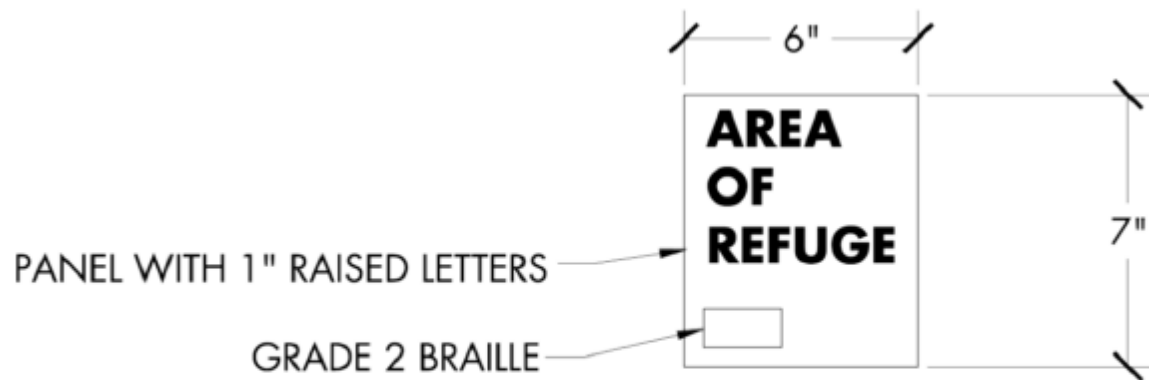ACCESSIBLE EXIT ROUTE/RAMP/STAIR

MATERIAL
Sign panel – Project specific
Backer Panel – Project specific
Copy – Vinyl, or raised copy recommended
Braille – To match background color of sign

TYPEFACES
Times New Roman

PANEL WITH 1" RAISED LETTERS

GRADE 2 BRAILLE

EXIT ROUTE

EXIT ROUTE

EXIT ROUTE

EXIT STAIR DOWN

EXIT RAMP DOWN

Scale: 3" = 1'-0"

CODE 14

ACCESSIBLE AREA OF REFUGE

MATERIAL
Sign panel – Project specific
Backer Panel – Project specific
Copy – Vinyl, or raised copy recommended
Braille – To match background color of sign

TYPEFACES
Times New Roman

PANEL WITH 1" RAISED LETTERS

GRADE 2 BRAILLE

AREA OF REFUGE

6"

7"

Scale: 3" = 1'-0"

CODE 15

EMERGENCY EXIT MAP
All campus buildings over one story high shall have building evacuation signs posted on every floor. The signs shall be posted at all stairway and elevator landings and immediately inside all public entrances to the building (California Code of Regulations, Title 19).

MATERIAL
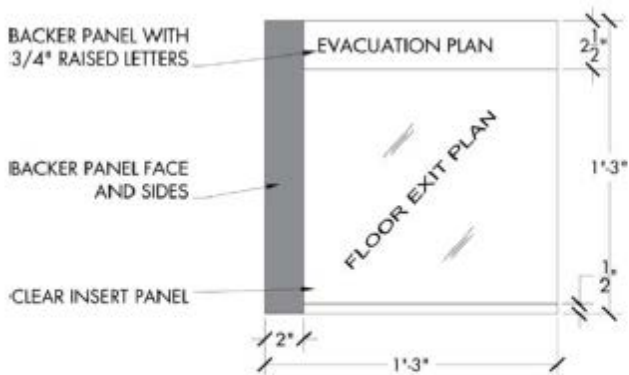Sign panel – Project specific
Backer Panel – Project specific
Insert holder – Non-glare acrylic
Floor plan shall be fixed in the sign and not an inserted paper copy.
Copy – Vinyl, or raised copy recommended

TYPEFACES
Times New Roman

Scale: 1 1/2" = 1'-0"

CODE 16

FACP INSIDE AND FIRE RISER INSIDE
Provide signs at doors for "FACP INSIDE" and "FIRE RISER INSIDE". Signs shall be 10-inches x 14-inches with a red border and red lettering on white background.
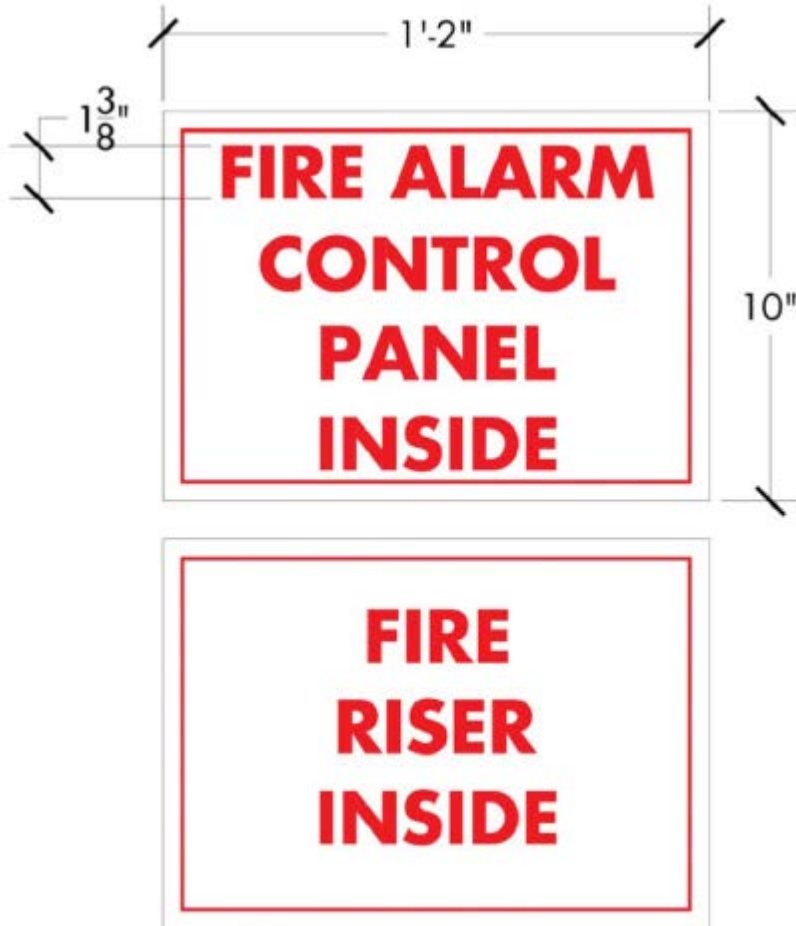
MATERIAL
Sign panel – Project specific
Backer Panel – Project specific
Copy – Vinyl
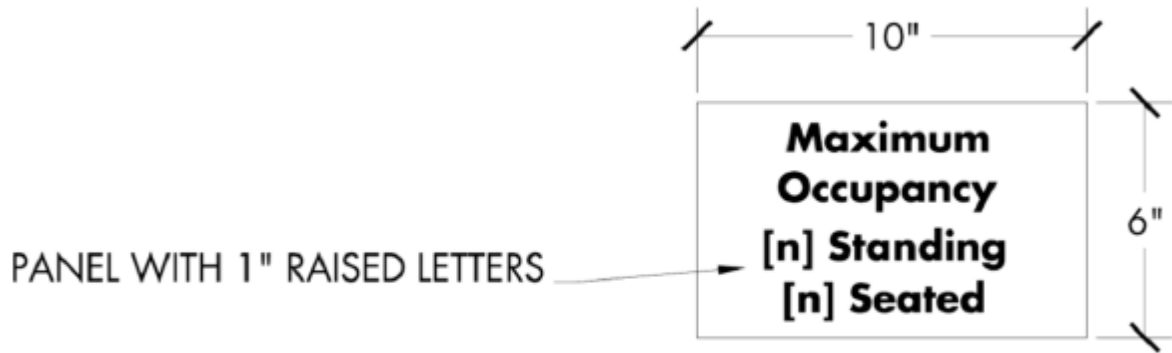
TYPEFACES
Times New Roman - 1-3/8-inch lettering

Scale: 3" = 1'-0"

CODE 17
OCCUPANCY SIGN
Sign panel – Project specific
Copy – Raised copy

PANEL WITH 1" RAISED LETTERS

Maximum Occupancy [n] Standing [n] Seated

10"

6"

Scale: 3" = 1'-0"

CODE 18

ASSISTED LISTENING DEVICE

Sign panel – Project specific
Copy – Raised copy

PICTOGRAMS

1'-8"

ASSISTIVE LISTENING
SYSTEM AVAILABLE
AT [RECEPTION]

PANEL WITH 1" RAISED LETTERS

6"   7"

Scale: 3" = 1'-0"

CODE 19
NO ROOF ACCESS
Sign panel – Project specific
Copy – Raised copy

PANEL WITH 1" RAISED LETTERS ⟶ **NO ROOF ACCESS** 6" SQ.
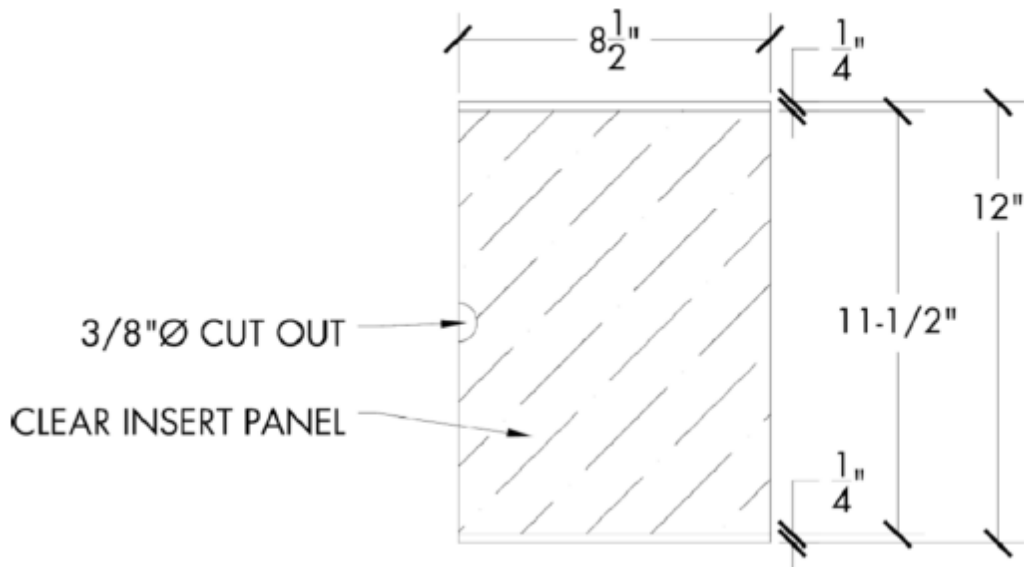
Scale: 3″ = 1′-0″
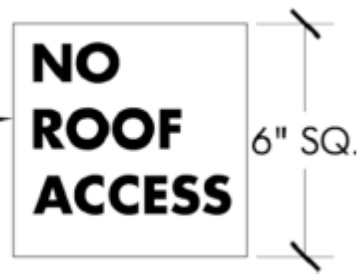
SPECIALTY 1

CAUTION PLACARD

MATERIAL
Header panel – Project specific
Backer panel – Project specific
Insert area – Non-glare acrylic
Insert – Laserprint copy on selected stock

3/8"Ø CUT OUT

CLEAR INSERT PANEL

SPECIALTY 2

ELECTRONIC DISPLAY

Maximum height for any public operational controls of an electronic display shall be 48 inches. Wall-mounted electronic displays whose leading edges are between 27″ and 80″ agove the finished floor may not shall not protrude more than 4 inches into walks, halls, corridors, passageways, or aisles (per CBC 1133B.8.6.1).

Any interactive electronic display (such as an information kiosk) needs to meet UC's Electronic Accessibility requirements. Their procurement guidelines can be found here:
http://www.ucop.edu/electronic-accessibility/standards-and-best-practices/procurement/index.html