

**UCDAVIS**

**BUILDING SIGN PROGRAM**

**JULY 2012**

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## INTRODUCTION

The UC Davis 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 the University of California, Davis Campus Planning and Community Resources Department.

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 Davis 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 decisive locations 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 Design and Construction Management Department.

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 Design and Construction Management, Davis, California.

## **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**

If blue or gold are to be used, 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. Also 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.

### **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 code 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 Davis 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 requirements.

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

**Futura  
Extra Bold**

Primary for Emphasis

**Futura Bold**

Primary

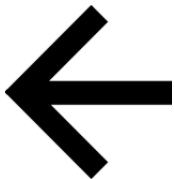
***Berkeley Black  
Italic***

Secondary for Emphasis

**Berkeley Bold**

Secondary

**UCDAVIS**



TYPESTYLE

The consistent use of typestyle is integral to the uniformity and cohesiveness of a sign standards programs.

It is recommended that only the 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.

Vertical stretching (condensing) of typefaces is strictly prohibited. If copy required does not fit in the space provided, a slightly smaller cap height or the reduction of copy content should be considered.

LOGOTYPE

The UC Davis 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 Davis seals and marks are available from University Communications, or online at:  
<http://ucomm.ucdavis.edu/publications.html>

PROJECT ARROW

No others are to be used.

## COLOR SCHEDULE

Colors for print are assigned numbers in the Pantone Matching System (PMS). For almost all full-color UC Davis print, the dominant colors should be **UC Davis blue (PMS 295)**, and **UC Davis gold (PMS 132)** as shown in the PMS coated-paper color swatch book. For official UC Davis colors, UC Davis Identity Standards should be utilized. The official UC Davis colors for print and web are available from University Communications or online at: <http://ucomm.ucdavis.edu/publications.html>

For painted and reflective graphic film applications the following colors have been approved by the University to align with UC Davis 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. Every facility should be programmed to ascertain sign copy requirements and a sign schedule.

The sign system is designed to direct a visitor from the entry area or lobby to a room or an individual 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. 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.

The flexible sign system is designed to accommodate 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.

### MATERIAL

The room signs will be built up of 1/8-inch thick backer material chosen to meet the architectural style of the project, and any code requirements. For raised copy and braille etched polymer should be adhered to the header with flush edges. The face of the insert panel should be clear non-glare acrylic glued flush to the face of the header and footer. The back panel should be 1/4-inch thick material the same or complimentary to the backer material.

### 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. A default color could be PMS 661 with white numerals on the header. The backer panels which are shown as matte black should remain black.

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.

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 at 5-feet 0-inches to the top of the sign.
- Restroom signs should be mounted at 5-feet 0-inches to the center of the sign.
- Overhead signs should be mounted to a minimum clearance of 6-feet 8-inches 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 to check 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

### **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, signage shall be a UC Davis standard typography. Berkeley should be used on traditional architectural styles; Futura should be used on modern architectural styles.

Signage should be a minimum 6-inch tall, 3/4-inch deep, and no larger than visually necessary and 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 fabricated metal lettering is suggested. Finish should be easily readable, durable and coordinate with the building architecture.

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

## EXTERIOR 2

### ADDRESS SIGNAGE

For all new and existing buildings, the address numerals must be located in a position that is plainly legible and visible from the street, road, or area of the assigned address. If placing numerals directly on the building, 6-inch high metal numbers must be used. If using a monument sign, 6-inch high vinyl numbers must be used and must be coordinated with University of California Campus Planning and Community Resources, Davis, California. All numbers must be Campus Standard font style. Confirm the placement with the University's Representative and UC Davis Fire Prevention Unit.

Example:

#### **Bike Barn**

#### **400 Hutchison Drive**

Bike Barn address numerals shall be on the Hutchison street side of the Bike Barn building – whether affixed to the building's exterior wall or on a printed monument sign adjacent to the building.

**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

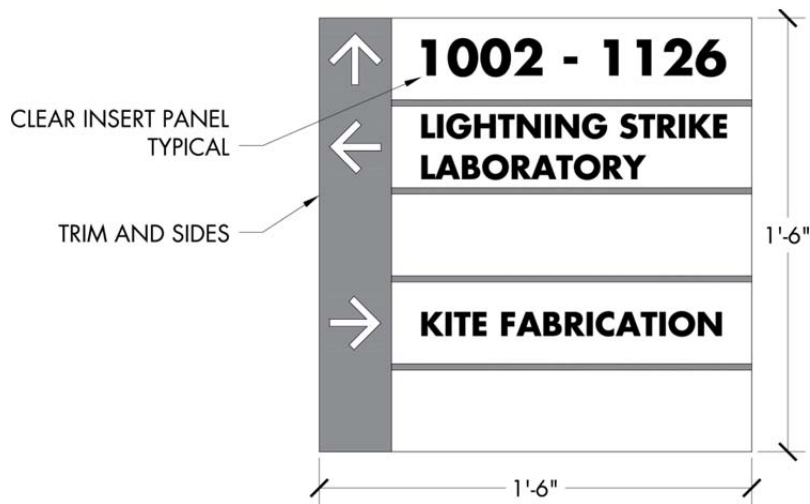
Backer panel – Project specific

Insert area – Non-glare acrylic

Insert – Laserprint copy on selected stock

TYPEFACES

Insert – Futura Bold



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

## 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

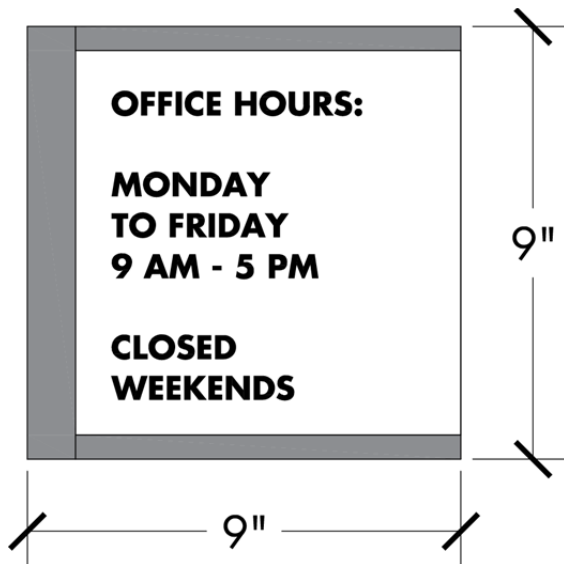
Backer panel – Project specific

Insert area – Non-glare acrylic

Insert – Laserprint copy on selected stock

### TYPEFACES

Insert – Futura Bold



Scale: 3" = 1'-0"

### INFORMATIONAL 3

#### SECONDARY INFORMATIONAL WALL MOUNT

Secondary Informational Wall Mount Signs shall include building and room specific messages.

For laboratory room signage, laboratory faucets served by industrial water shall be labeled "Industrial Water – Do Not Drink".

#### MATERIAL

Sign panel – Project specific

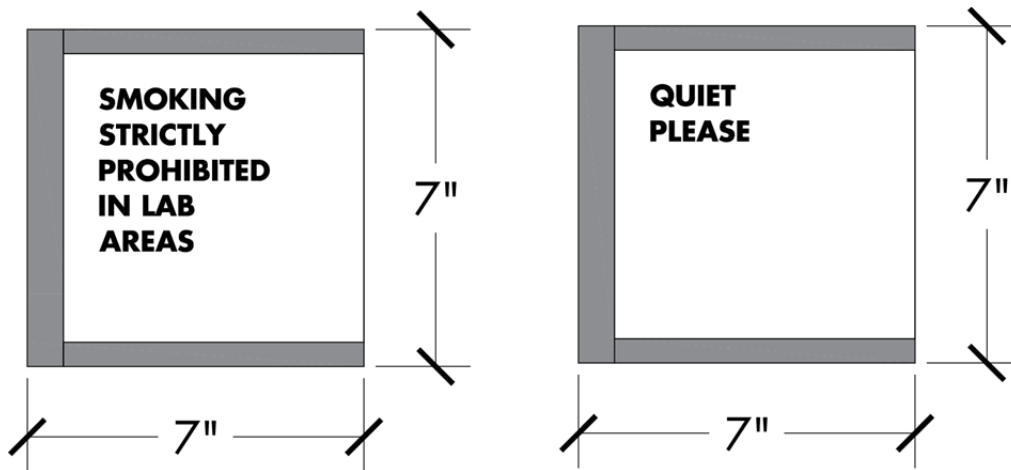
Message panel – Project specific

Symbol – Vinyl or raised recommended

Copy – Vinyl or raised copy recommended

#### TYPEFACES

Futura Bold



Scale: 3" = 1'-0"



**INFORMATIONAL 4**

SECONDARY INFORMATIONAL FLAG MOUNT

MATERIAL

Sign panel – Project specific

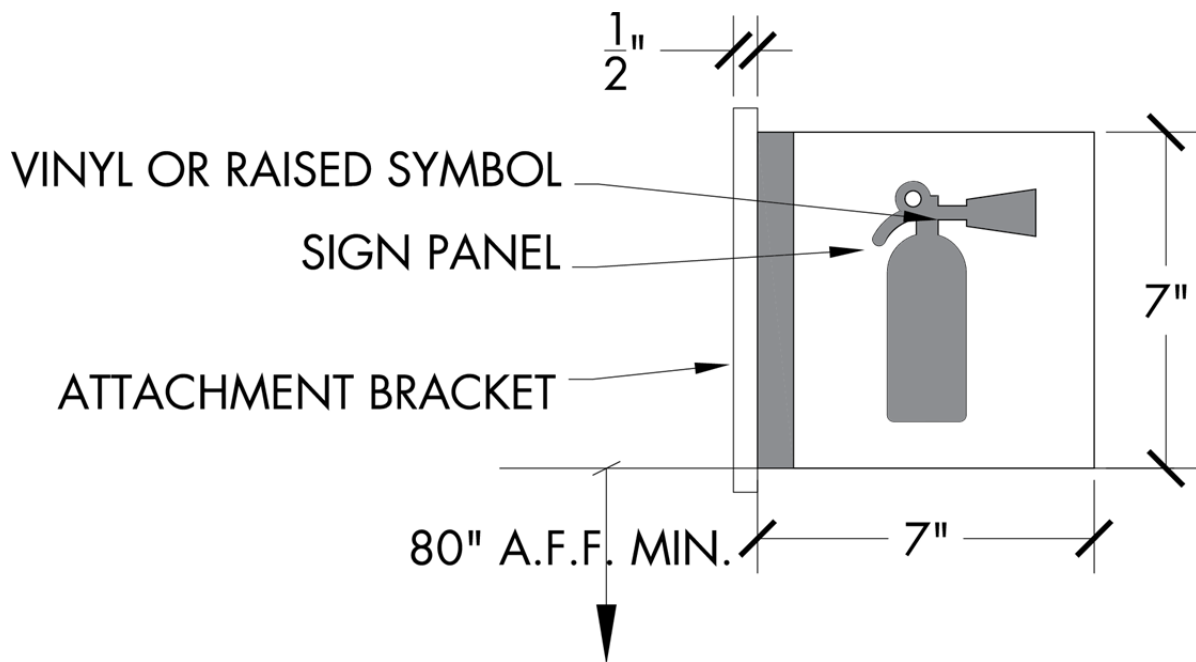
Message panel – Project specific

Symbol – Vinyl or raised recommended

Copy – Vinyl or raised copy recommended

TYPEFACES

Futura Bold



Scale: 3" = 1'-0"

**CODE 1**

PRIMARY ROOM IDENTIFICATION

MATERIAL

Header panel – Project specific

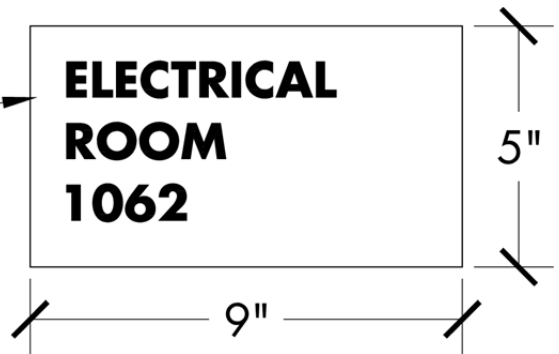
Backer panel – Project specific

Header copy – Raised copy

TYPEFACES

Header – Futura Bold

PANEL WITH 1" RAISED LETTERS



Scale: 3" = 1'-0"

**CODE 2**

ROOM NUMBER AND/OR NAME IDENTIFICATION

**MATERIAL**

Header panel – Project specific

Header copy – Raised copy

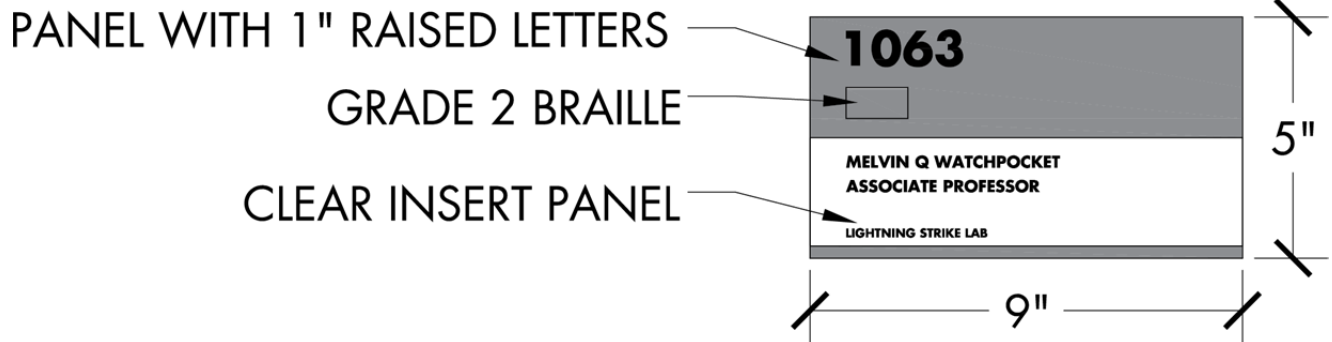
Backer panel – Project specific

Insert area – Non-glare acrylic

Insert – Laserprint copy on selected stock

**TYPEFACES**

Futura Bold



Scale: 3" = 1'-0"

**CODE 3**

ROOM NUMBER & IDENTIFICATION

**MATERIAL**

Header panel – Project specific

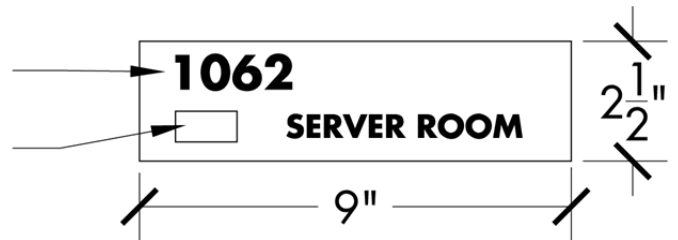
Header copy – Raised copy

**TYPEFACES**

Futura Bold

PANEL WITH 1" RAISED LETTERS

GRADE 2 BRAILLE



Scale: 3" = 1'-0"

**CODE 4**

**RESTROOM DOOR SIGN**

Pictograms or lettering M or W; if lettering is used it must be 6-inches high.

**MATERIAL**

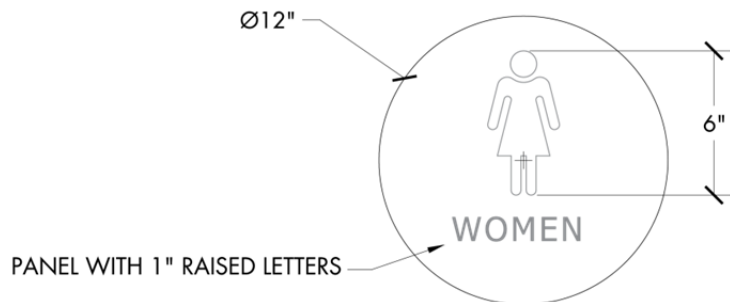
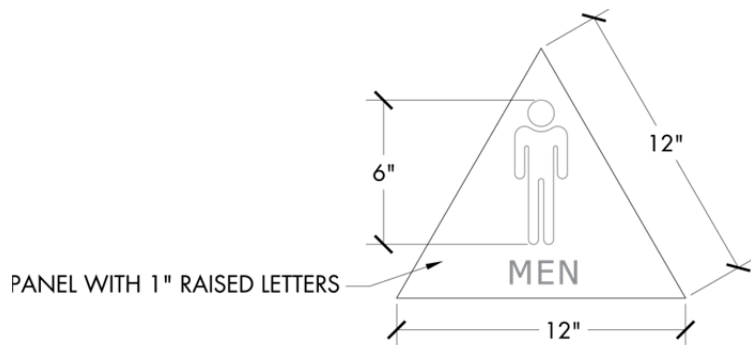
Sign panel – Project specific

Copy – Project specific

Symbol – Project specific

**TYPEFACES**

Futura Bold



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

**CODE 5**

ACCESSIBLE RESTROOM SIGN

MATERIAL

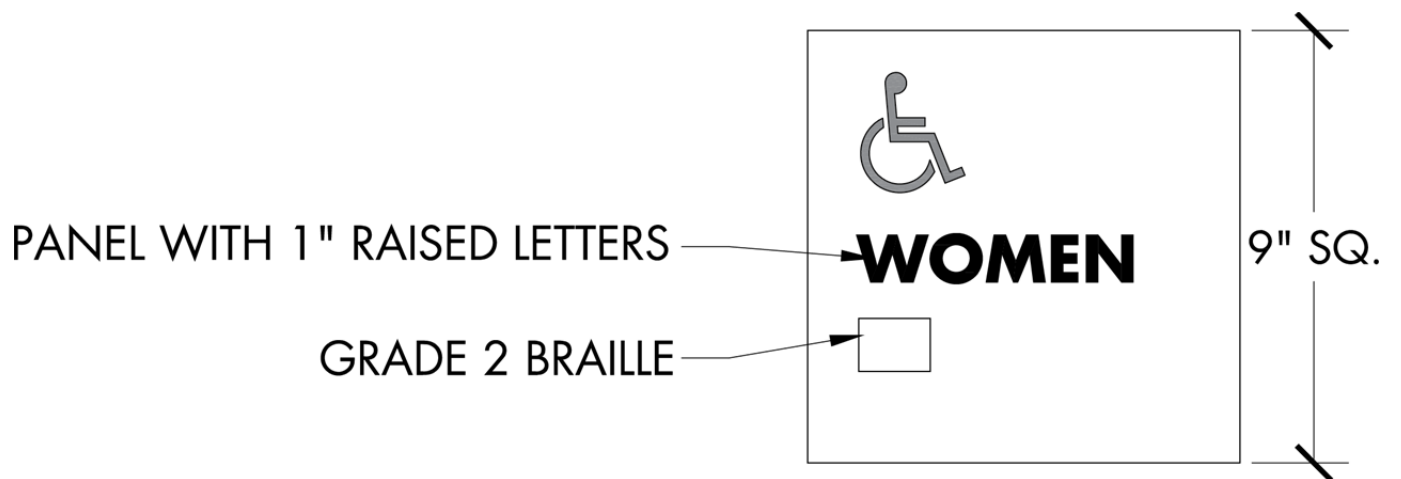
Sign panel – Project specific

Copy – Project specific

Symbol – Project specific

TYPEFACES

Futura Bold



Scale: 3" = 1'-0"

**CODE 6**

DISABLED ACCESSIBLE RESTROOM DIRECTIONAL

MATERIAL

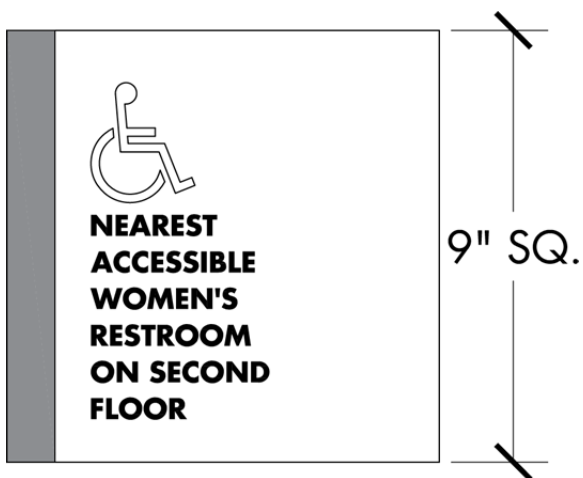
Sign panel – Project specific

Backer Panel – Project specific

Copy – Vinyl, or raised copy recommended

TYPEFACES

Futura Bold



Scale: 3" = 1'-0"

**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 to identify the floor level. 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

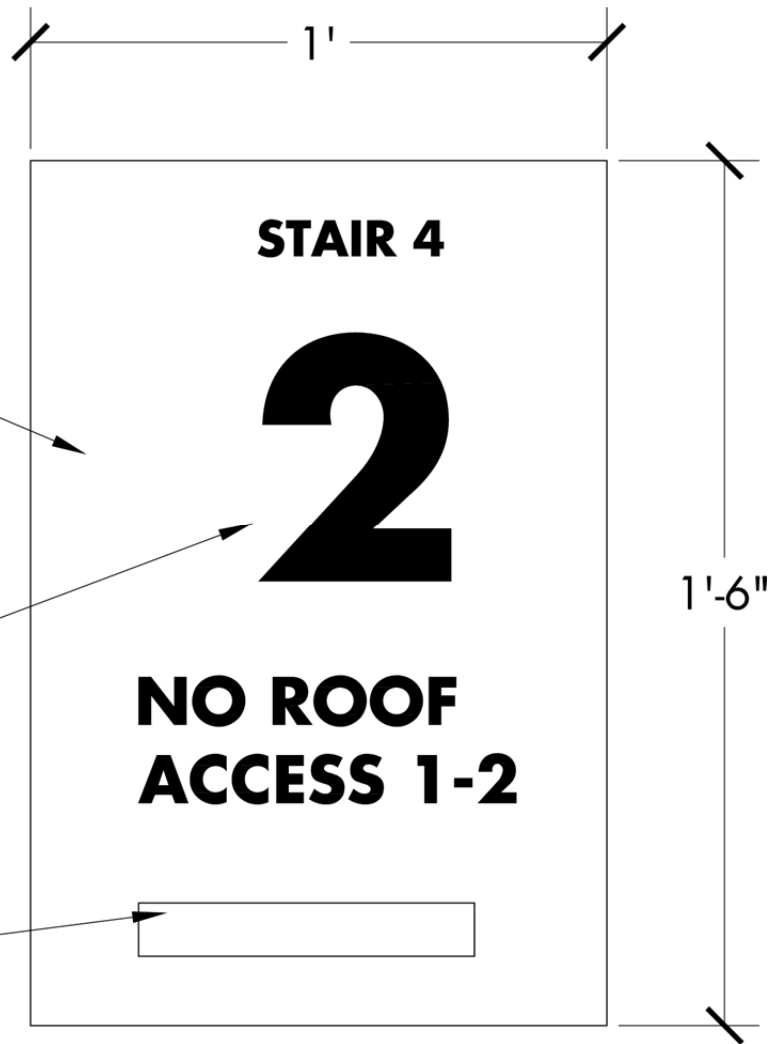
**TYPEFACES**

Futura Bold

PANEL WITH 1" RAISED LETTERS

5" RAISED LETTER

GRADE 2 BRAILLE



Scale: 3" = 1'-0"

**CODE 8**



TACTILE FLOOR IDENTIFICATION

MATERIAL

Sign panel – Project specific

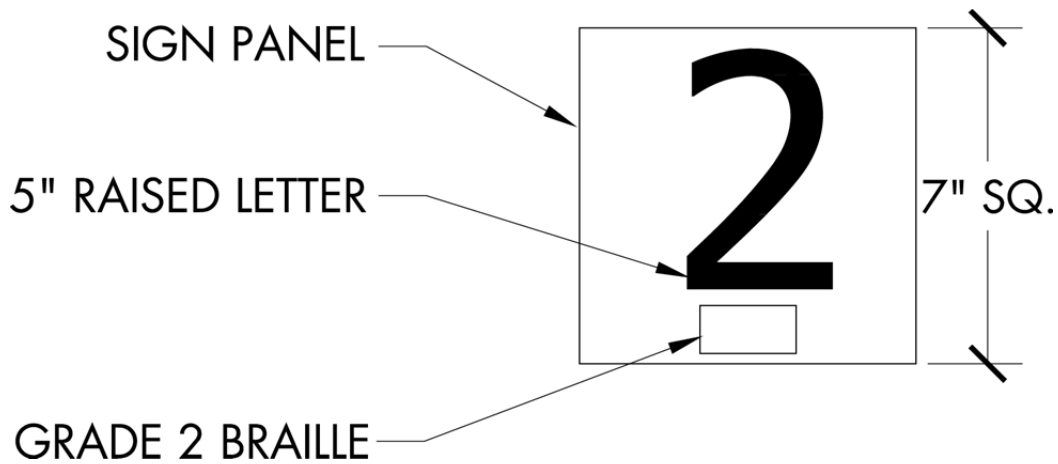
Backer Panel – Project specific

Copy – Vinyl, or raised copy recommended

Braille – To match background color of sign

TYPEFACES

Futura Bold



Scale: 3" = 1'-0"

**CODE 9**

ALTERNATE PATH OF EGRESS

MATERIAL

Sign panel – Project specific

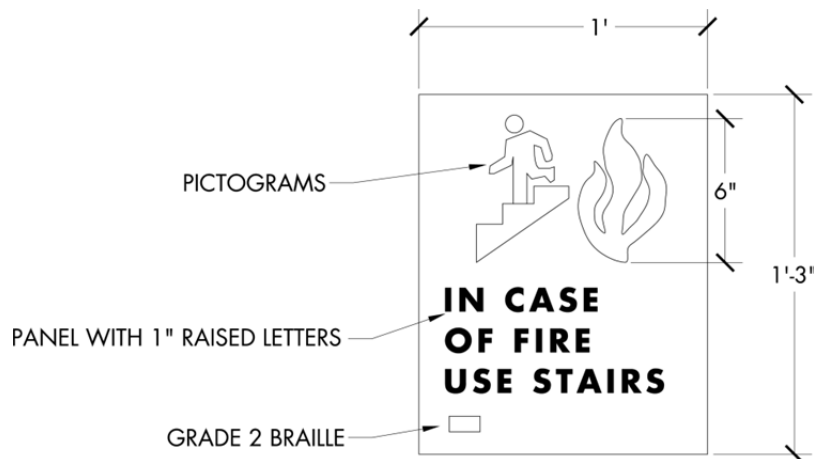
Backer Panel – Project specific

Copy – Vinyl, or raised copy recommended

Braille – To match background color of sign

TYPEFACES

Futura Bold



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

**CODE 10**

ACCESSIBLE EXIT SIGN

MATERIAL

Sign panel – Project specific

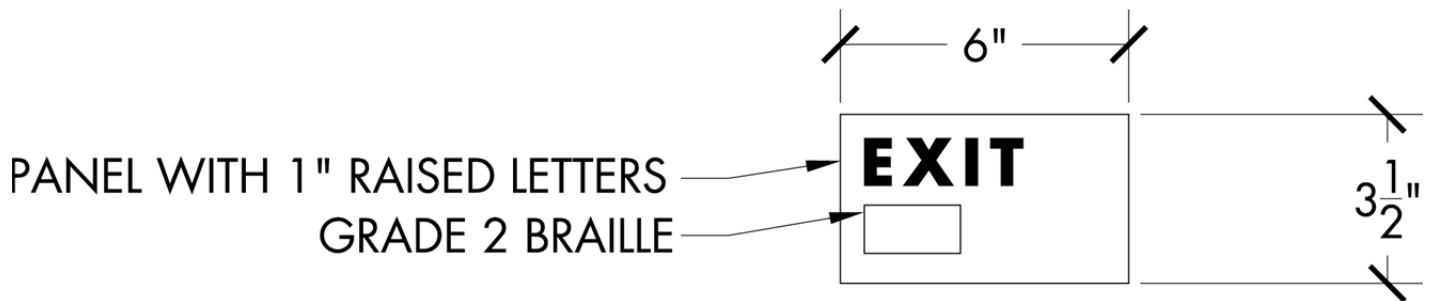
Backer Panel – Project specific

Copy – Vinyl, or raised copy recommended

Braille – To match background color of sign

TYPEFACES

Futura Bold



Scale: 3" = 1'-0"

**Code 11**

TO ACCESSIBLE EXIT SIGN

MATERIAL

Sign panel – Project specific

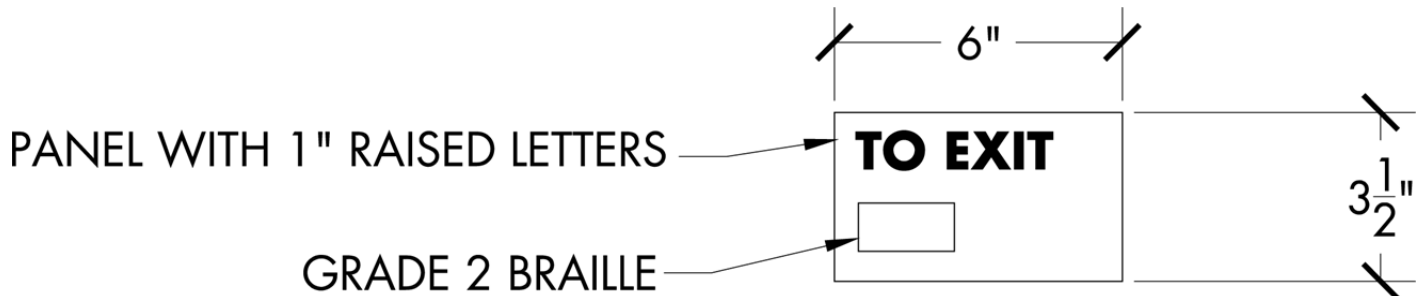
Backer Panel – Project specific

Copy – Vinyl, or raised copy recommended

Braille – To match background color of sign

TYPEFACES

Futura Bold



Scale: 3" = 1'-0"

**CODE 12**

ACCESSIBLE EXIT ROUTE

MATERIAL

Sign panel – Project specific

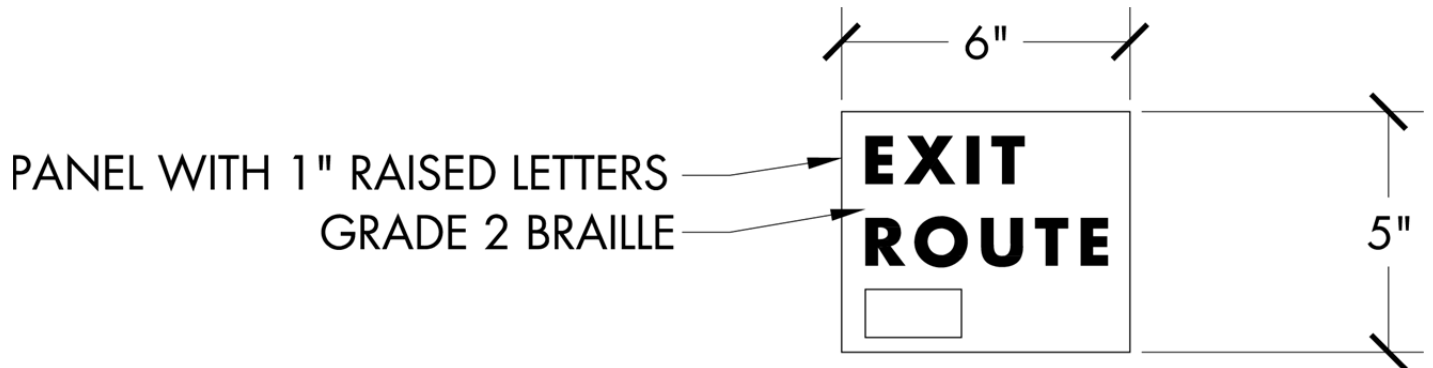
Backer Panel – Project specific

Copy – Vinyl, or raised copy recommended

Braille – To match background color of sign

TYPEFACES

Futura Bold



Scale: 3" = 1'-0"

**CODE 13**

ACCESSIBLE EXIT ROUTE/RAMP/STAIR

MATERIAL

Sign panel – Project specific

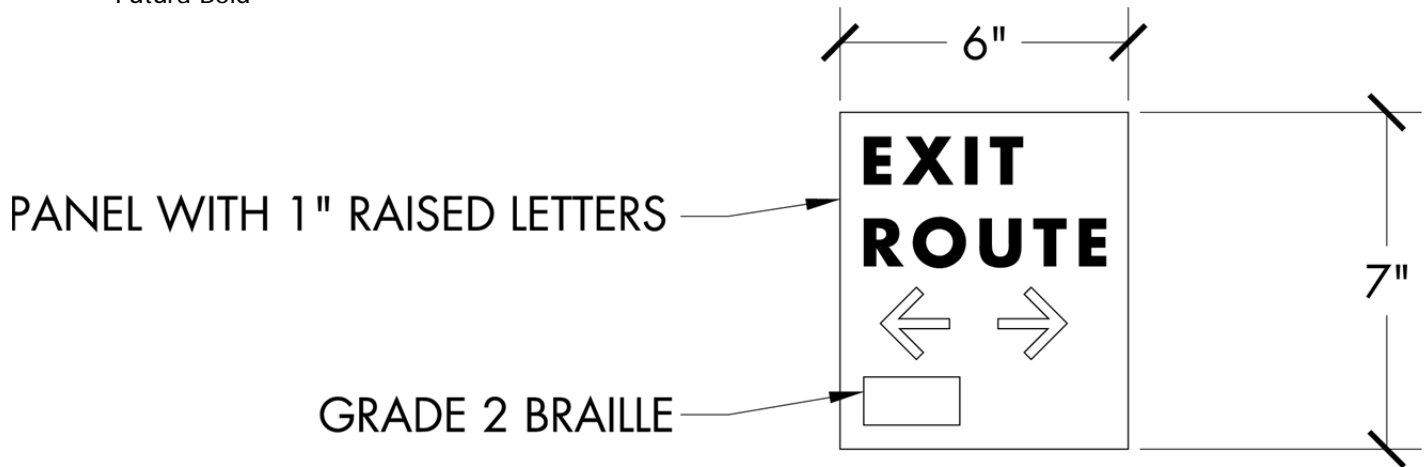
Backer Panel – Project specific

Copy – Vinyl, or raised copy recommended

Braille – To match background color of sign

TYPEFACES

Futura Bold



Scale: 3" = 1'-0"

**CODE 14**

ACCESSIBLE AREA OF REFUGE

MATERIAL

Sign panel – Project specific

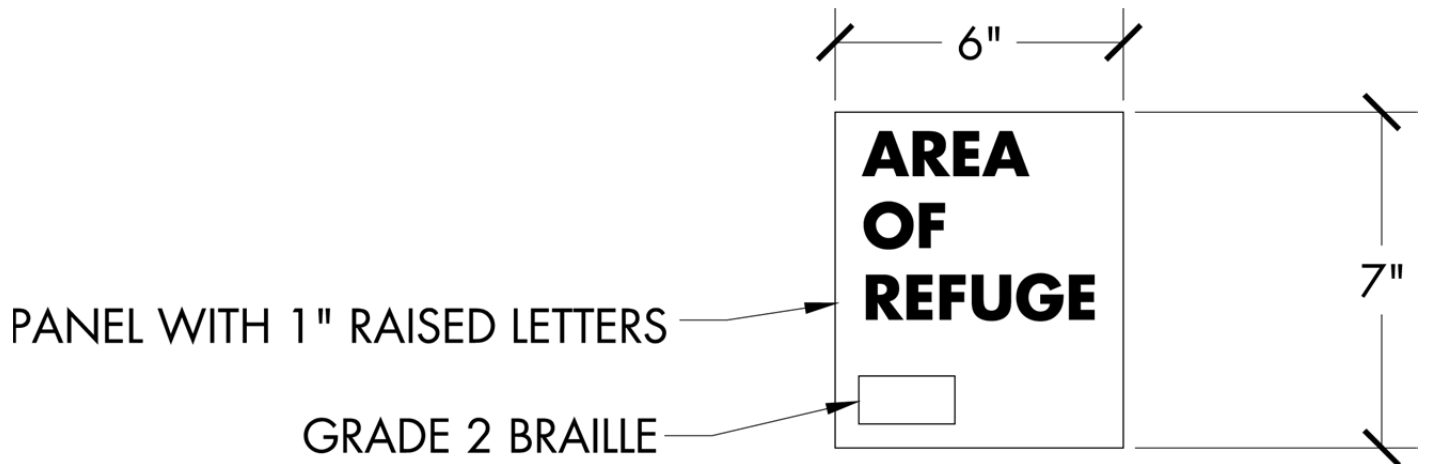
Backer Panel – Project specific

Copy – Vinyl, or raised copy recommended

Braille – To match background color of sign

TYPEFACES

Futura Bold



Scale: 3" = 1'-0"

**CODE 15**

**EMERGENCY EXIT MAP**

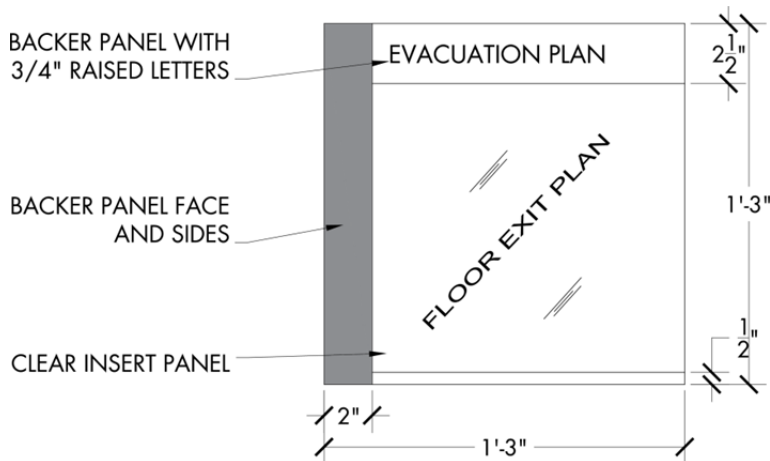
All campus buildings over one story high shall have building evacuation signs posted on every floor. The signs shall be posted at all stairway and elevator landings and immediately inside all public entrances to the building (California Code of Regulations, Title 19). Prior to occupancy, the University's Representative shall be notified and Design and Construction Management will create the evacuation sign plan insert.

**MATERIAL**

- Sign panel – Project specific
- Backer Panel – Project specific
- Insert holder – Non-glare acrylic
- Insert- Laserprint copy on selected stock
- Copy – Vinyl, or raised copy recommended

**TYPEFACES**

Futura Bold



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**

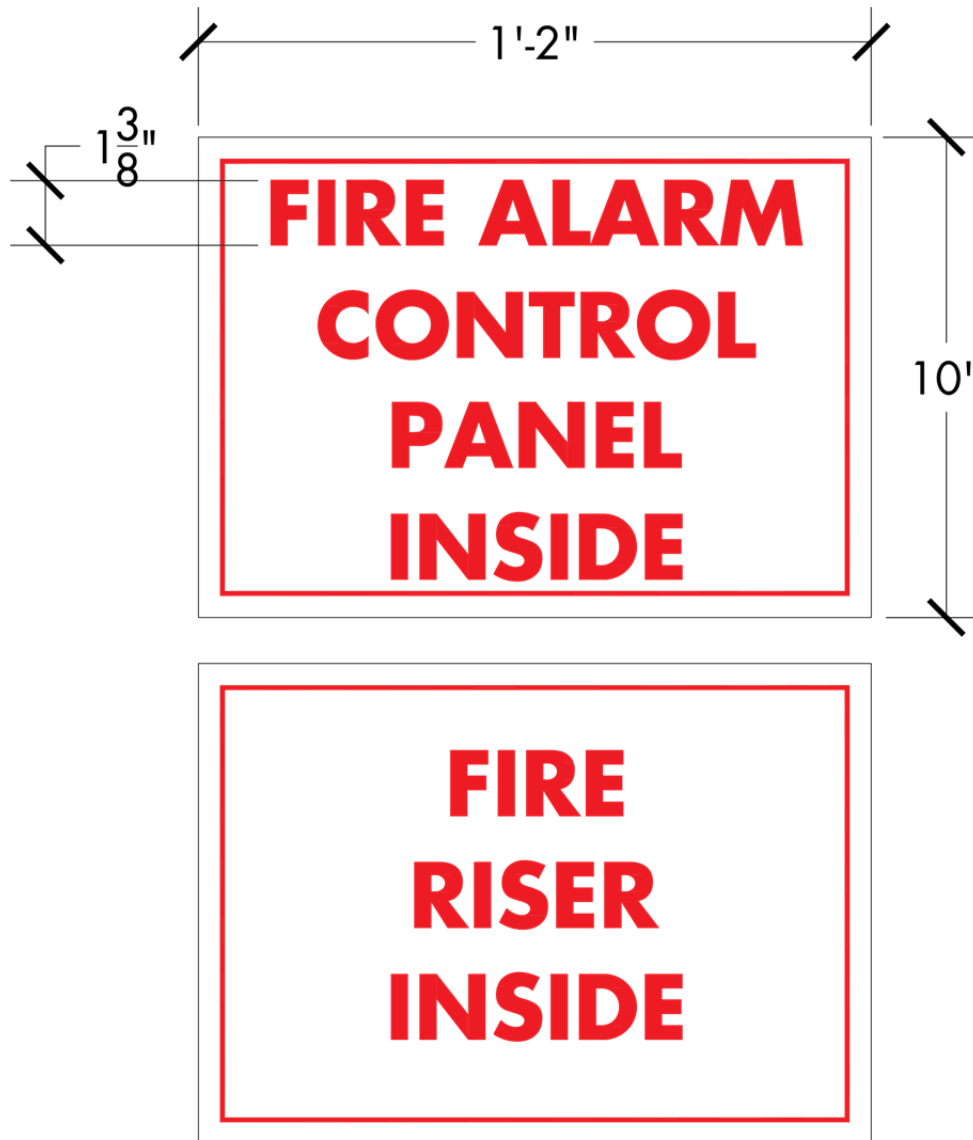
Sign panel – Project specific

Backer Panel – Project specific

Copy – Vinyl

**TYPEFACES**

Futura Bold 1-3/8-inch lettering

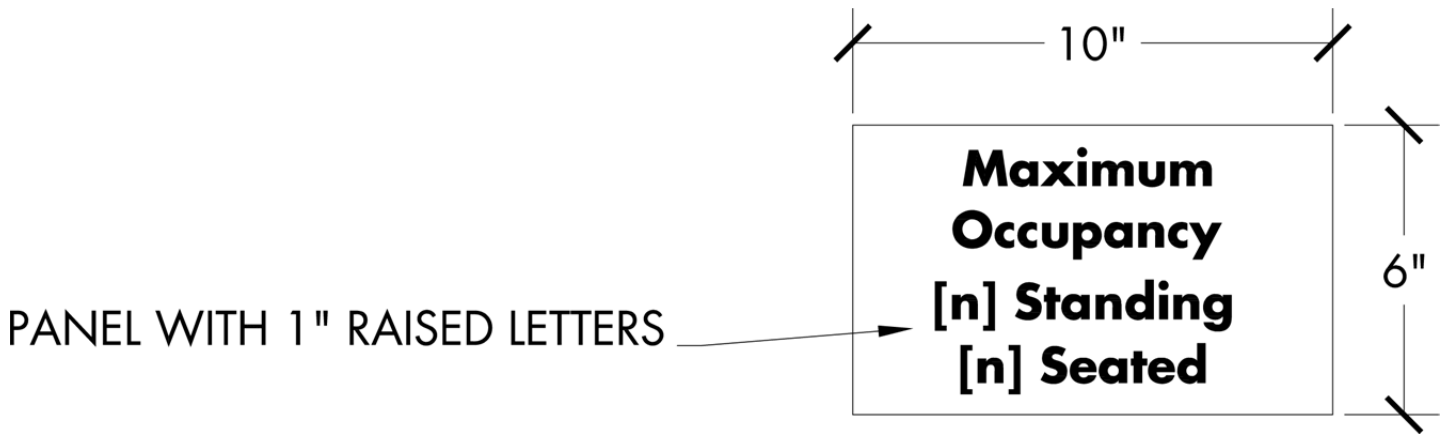


Scale: 3" = 1'-0"

**CODE 17**

OCCUPANCY SIGN

Sign panel – Project specific  
Copy – Raised copy

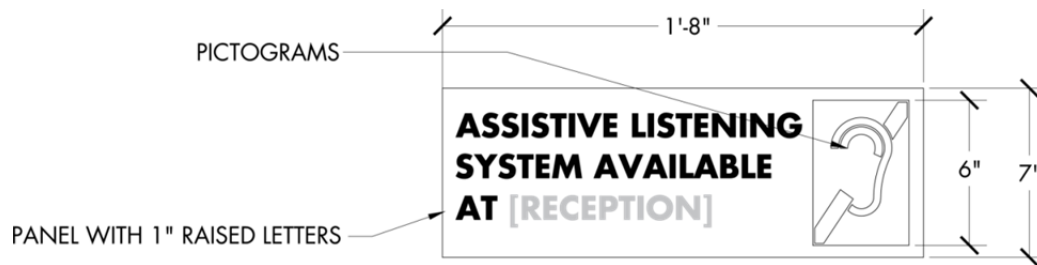


Scale: 3" = 1'-0"

**Code 18**

ASSISTED LISTENING DEVICE

Sign panel – Project specific  
Copy – Raised copy



Scale: 3" = 1'-0"

**CODE 19**

NO ROOF ACCESS

Sign panel – Project specific  
Copy – Raised copy

PANEL WITH 1" RAISED LETTERS

Scale: 3" = 1'-0"



**SPECIALTY 1**

CAUTION PLACARD

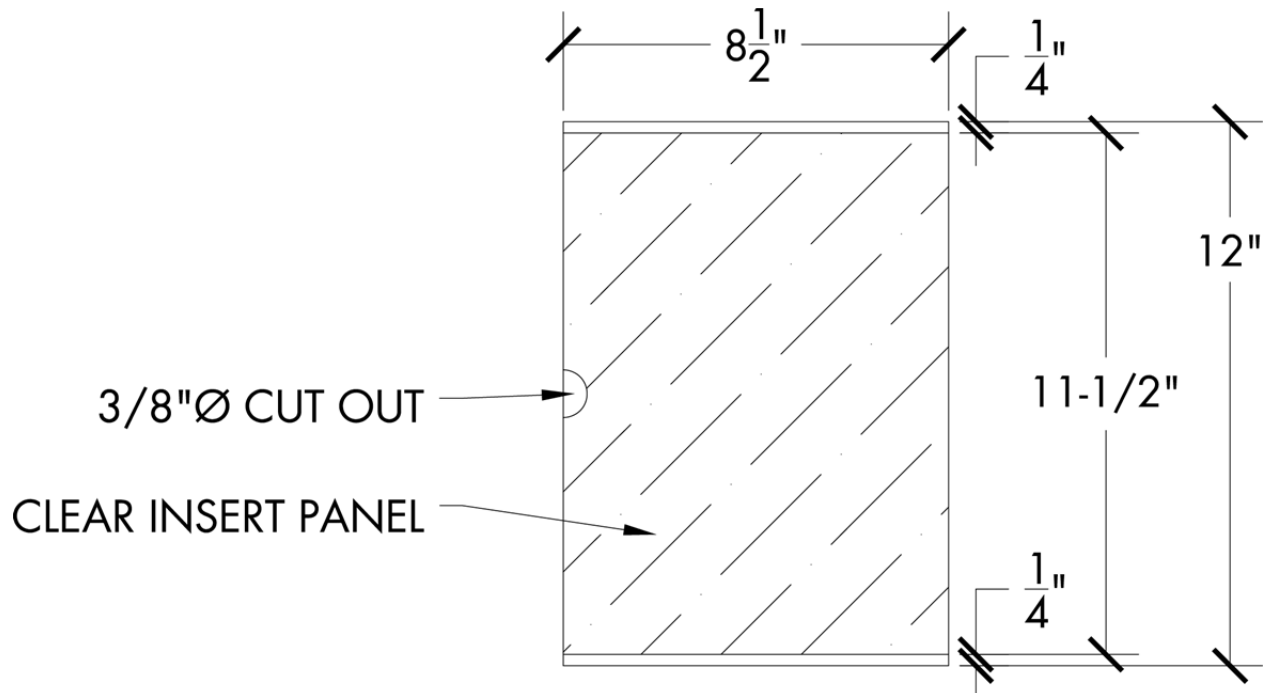
MATERIAL

Header panel – Project specific

Backer panel – Project specific

Insert area – Non-glare acrylic

Insert – Laserprint copy on selected stock



**SPECIALTY 2**

## ELECTRONIC DISPLAY

Maximum height for any operational aspect of an electronic display shall be 48 inches. Wall mounted electronic displays shall not be more than 4 inches off the wall or 27 inches off the floor, if either, an apron must be provided. Comply with CBC 1133B.8.6.1.