

WILLIAM & MARY

Environmental Graphic Standards

EG 2 Design Guidelines, Exterior Wayfinding Signage

Updated February 2026

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Summary

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The purpose of this document is to supplement William & Mary's (W&M) Facilities Management Technical Standards in order to provide comprehensive design guidelines for campus exterior wayfinding signage. These Exterior Wayfinding Signage Design Guidelines (Guidelines) outline programmed sign types, typical locations, associated graphic standards, fabrication details, and the sign family's overall nomenclature approach.

The exterior wayfinding signage family includes signage designed to help students, staff, and first-time visitors navigate the W&M campus quickly and efficiently. These signs assist visitors with orientation, navigation, and arrival to their intended destinations.

These Guidelines formalize a family of signs that will ensure a safe and user-focused campus environment. The design of the sign program is a response to the W&M brand, campus, architecture, and landscape.

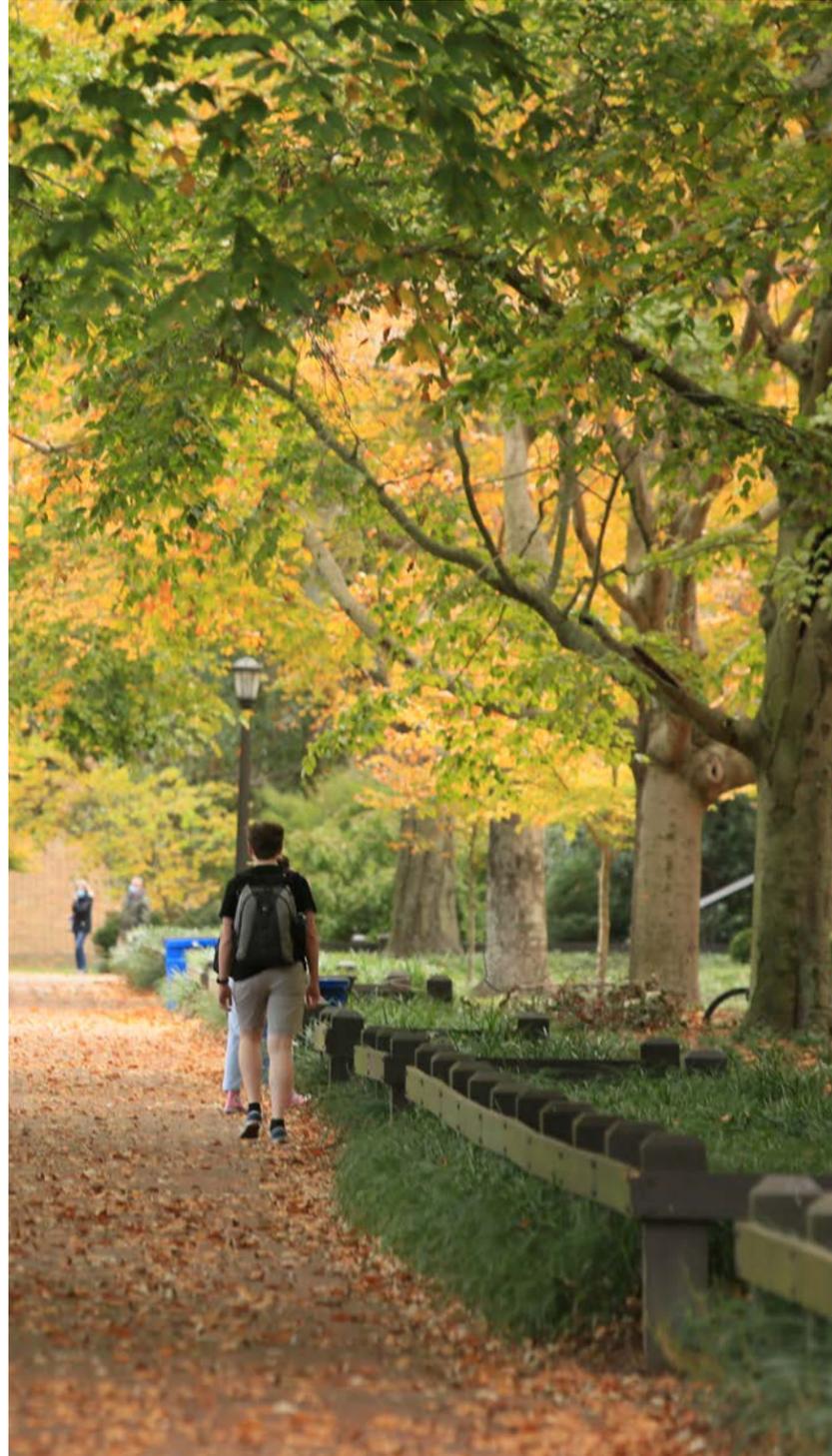
1

OVERVIEW

These Guidelines provide the programming, sign type design, and fabrication methodology for a clear, consistent, and comprehensive exterior wayfinding signage system for orientation, navigation, arrival, and safety on the W&M Campus.

Introduction
Guidelines Usage
Governing Codes
Glossary

Introduction



These Guidelines were created with the Office of the University Architect (OUA) to provide a comprehensive exterior wayfinding sign family required for the ease of navigation and safety of users on campus.

The purpose of this document is to act as a guide for clear and consistent implementation of sign programming, graphic, and nomenclature standards throughout campus. These Guidelines should assist W&M, Sign Designers, Sign Fabricators, and General Contractors to maintain consistency in exterior wayfinding signage application.

To be successful, a signage program must allow for flexibility. Exceptions to any of the sign types within these Guidelines should be presented to, and approved by, the OUA before deviation from the standards.

Guidelines Usage



Authority

Implementation and maintenance of the exterior wayfinding signage, as outlined in these Guidelines, is the responsibility of the Office of the University Architect (OUA). All proposals or requests for exterior wayfinding signage are subject to review and approval of OUA.

Applies to

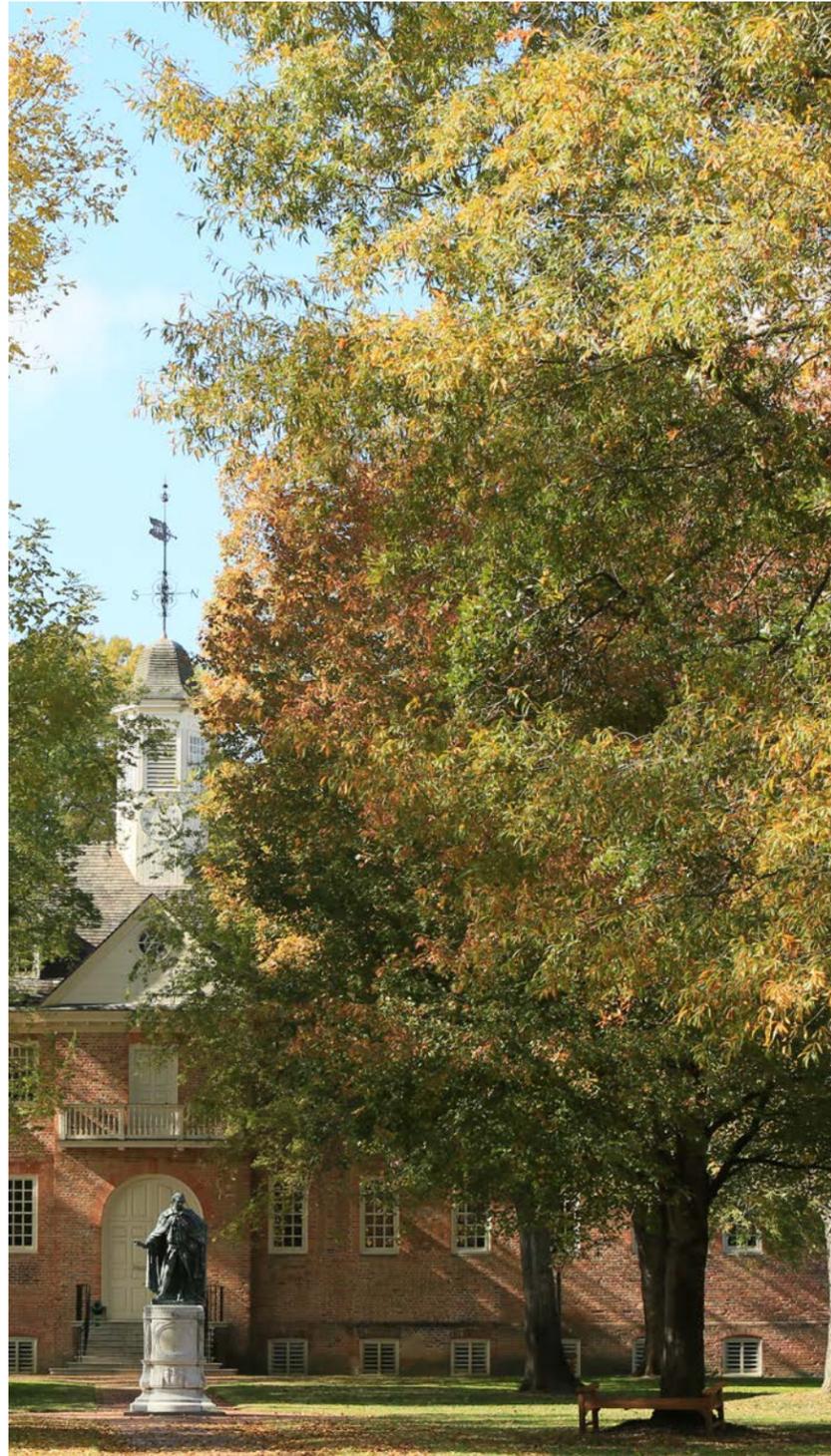
All exterior signage and exterior wayfinding, and maps installed in/on owned or otherwise within the care, custody or control of the university—William & Mary and the Virginia Institute of Marine Science (W&M). These guidelines apply regardless of the source of funds used to perform such work.

In cases in which a single new sign is required in a location still utilizing a legacy signage system, please confirm with OUA how, or to what extent these Guidelines are to be implemented in relation to the existing system.

Guidelines Components

These Guidelines explain the programmatic use, content, design intent, materials and fabrication methods, and placement of each sign type in the exterior wayfinding signage system. The OUA should be consulted for information regarding the appropriate use for each sign, standards for messaging and location/orientation for the placement of signage in the built environment. When requests arise that are not addressed by these Guidelines, consult with OUA for input and approval.

Governing Codes



There are federal, state, and local municipality codes and requirements for exterior signage that are enforced to receive a permit for sign installation and to ensure the accessibility and safety of all campus visitors. The sign types in these Guidelines address the following regulations.

ADA

- *2010 ADA Standards for Accessible Design*: Sections 216.8, 603, and 703
- *2021 International Building Code (IBC)*: Sections 1110 and 1111
- *Virginia Accessibility Code*: 2017 ICC A117.1 Accessible and Usable Buildings and Facilities (Ch 7)

Fire & Building Code

- *2018 International Building Code (IBC)*: Sections 1004, 1007, 1009, 1011, 1013, 1022, 1023, 1111, 3002, and Appendix H
- *2024 International Fire Code (IFC)*: Sections 404, 605 and 1004
- *2026 National Electrical Code (NEC)*: Section 600
- *2021 Virginia Construction Code*
- *2021 Virginia Statewide Fire Prevention Code*

MUTCD & VDOT

- *Virginia Department of Transportation*: Community Wayfinding Sign Manual and Requirements for Gateway Signing
- *Virginia Manual on Uniform Traffic Control Devices (Virginia MUTCD)*

Regulatory

- *City of Williamsburg Zoning Ordinance*: Section 21-749
- *Leadership in Energy and Environmental Design (LEED)*
- *W&M OUA requests and requirements*

Please note this section is for general reference only and it is the signage fabricator/installer's responsibility to meet all current applicable codes and regulations.

Glossary

Guideline Abbreviations

ACM

Aluminum Composite Material, a signage panel material featuring two 0.012-inch pre-painted aluminum sheets sandwiching a solid polyethylene core.

ADA

Accessible design as regulated by the Department of Justice's *2010 ADA Standards for Accessible Design*

AFF (Above Finished Floor)

The distance between an object and the completed floor surface directly beneath it

CMYK

Abbreviation for the ink colors cyan, magenta, yellow and black. Combinations of these four colors are used in many printing methods to create all other colors.

GC (General Contractor)

The company responsible for managing a construction project from start to finish

PMS (Pantone Matching System)

A color matching system to ensure that colors are printed consistently across different media and jobs

W&M

William & Mary

OUA

Office of the University Architect

VHB (Very High Bond) Tape

A type of double-sided, high-performance acrylic foam tape with exceptional bonding strength

Guideline Glossary

Acrylic

A strong, durable, lightweight plastic used in the fabrication of signage

Building Code

Regulations issued by state and local governments that establish standards for the construction of buildings and structures in the interest of public health and safety

Cast Stone

A refined architectural concrete made of Portland cement, sand, crushed stone, and mineral elements that simulates the appearance of natural stone.

Guidelines

This document, the Exterior Wayfinding Signage Design Guidelines for W&M

Fabrication

The manufacturing and production of the signage

Finial

An ornamental topper/cap to a post

First Surface

The front of a sign or the front surface of a glass wall or material as viewed from the front of the material or corridor side of a room or door

Flush Mount

Mounting one material directly to another with little to no gap between the two

Fluted

A post having flutes or grooves/ridges

Messaging

The content and parameters around character count found on signage

Return

The side or edge of a sign or dimensional letter which "returns" the face

Second Surface

The back of a sign or the back surface of a glass wall or material as viewed from the front of the material or corridor side of a room or door

Shop Drawings

Drawings by a Sign Vendor showing the fabrication, material, layout, and installation details of each sign type being produced

Sign Backer

A material acting as a substrate to which a sign or letterforms may be mounted

Sign Cabinet

A type of sign assembly where an internal frame structure, typically aluminum, is faced with a thinner, durable exterior grade material to make up the overall sign shape.

Sign Face

The front of a sign, meant to be visible to the reader

Sign Vendor

The vendor responsible for fabricating and installing the signage

Wayfinding Signage

Signs that aid visitors in the orientation, direction, and arrival sequences as they navigate a building or environment

Vinyl

A plastic material with an adhesive back that comes in a variety of colors, finishes, thickness, and uses for signage

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METHODOLOGY

The sign types described in these Guidelines provide a comprehensive signage system that responds to vehicular, pedestrian, and regulatory signage needs in the exterior campus environment. This section provides descriptions of the different sign families and an overview of their purpose and use.

Sign Type Functions

Sign Type Functions



Signage System Functionality

The sign types in these Guidelines are divided into four distinct categories based on the different users and modes of transportation they address. This division allows for flexibility over time to update sign types as campus needs change. Those four categories are listed below.

Vehicular: V-Series

Pedestrian: P-Series

Building: B-Series

Temporary: T-Series

Vehicular: V-Series Signs

Vehicular signage is often a first-time visitor's initial touchpoint with the university. These signs include Gateway signage to clearly identify entry points into campus, as well as directional signage to guide vehicular traffic to key destinations on campus. Regulatory signage in this group supports Parking and Transportation's goals for visitor flow on site through clear identification of parking areas and restrictions. Scale of copy in this series is specially calibrated to be viewable at slow vehicular travel speeds and to provide important directional queues in time to ensure confusion-free and safe traffic conditions around campus.

Pedestrian: P-Series Signs

Pedestrian signage provides orientation and directional information to primary destinations around campus along primary paths of travel and at key decision points. This signage also identifies Campus Neighborhoods to help first-time visitors orient themselves within the larger campus context and find their intended destination.

Building: B-Series Signs

Building signage focuses on clearly identifying buildings as destinations across campus through freestanding and building-mounted sign types in a variety of scales.

Temporary: T-Series Signs

Temporary signage provides templates for short-term or events-based signage needs. These signs are intended to provide flexibility while also promoting consistency and brand identity on campus.

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MESSAGING & NOMENCLATURE

The nomenclature standards in these Guidelines creates a system of hierarchy and consistency in campus messaging—providing clarity of terms and destinations for visitors as they navigate the campus.

Nomenclature Standards

Neighborhoods

Key Destinations

Nomenclature Standards



Overview

Guidelines for sign messaging are provided in order to represent destinations by consistent naming—important for ease of wayfinding, and for moderating the amount of text on an individual sign. The authority for final determination of sign messages lies with Office of the University Architect.

Nomenclature Hierarchy

1. Neighborhoods
2. Key Destinations
3. Buildings

Nomenclature Definitions

"Neighborhoods," as diagrammed on page 13 of these Guidelines, are large campus zones that help visitors understand where they are within the larger campus context. "Key Destinations," as outlined on page 14 of these Guidelines, are primary destinations for first-time visitors, prospective students, or those visiting for special events. "Buildings" refers to all other campus buildings—academic, administrative, housing, student services, etc.—that are included on campus maps and building identification sign types, but are not considered to be landmark or key destinations for first-time visitors to campus.

Informal Versus Formal Names

Buildings are typically known by two names—a formal name that may include donor names (Earl Gregg Swem Library, Walter J. Zable Stadium), and an informal name that may be a shortened version of the formal name (Swem Library, Zable Stadium). Building identification signage should display the long, formal name. Wayfinding signage should display the short, informal name, consistent with how visitors and students refer to key destinations in order to prioritize ease of legibility and quick understanding of direction sets.

Building Addresses

Building addresses only appear on building identification signage for individual buildings that have a physical street address in order to aid in emergency response and deliveries.

Neighborhoods

The W&M campus can be divided into five distinct campus zones or Neighborhoods that are defined by distinct experiential qualities rather than program or building use. Consistently identifying and using the Neighborhood designation in the wayfinding system helps break the campus down into manageable zones for ease of navigation.

Application

- Neighborhoods are identified on Vehicular and Pedestrian directional sign types
- Nomenclature for Neighborhoods should be consistent across digital and physical maps

Neighborhoods

1. West Campus
2. Central Campus
3. Historic Campus
4. East Campus
5. Corner Campus



Key Destinations

It is important to provide clear, intuitive, and consistent naming conventions for campus destinations for visitors and first responders. Naming should follow the lists provided in these Guidelines, however, final naming must be reviewed and approved by the OUA.

Application

- Informal names are used on Vehicular and Pedestrian directional sign types
- Formal names are used on Building Identification sign types

Complexes/Schools

Informal Name	Formal Name
Arts Quarter	Arts Quarter
Athletics Complex	Athletics Complex
Botetourt Complex	Botetourt Complex
Bryan Complex	Bryan Complex
College of Arts & Sciences	College of Arts & Sciences
School of Business	Raymond A. Mason School of Business
Dillard Complex	Dillard Complex
Grad Housing	Lettie Pate Whitehead Evans Residences
Law School	William & Mary Law School
Sorority Court	Sorority Court
School of Education	School of Education
School of Coastal & Marine Sciences	William & Mary's Batten School of Coastal & Marine Sciences
West Woods	West Woods Village
School of Computing, Data Sciences, & Physics	School of Computing, Data Sciences & Physics

Key Destinations

Informal Name	Formal Name
Admission	Undergraduate Admission
Alumni House	Alumni House
Amphitheatre	Martha Wren Briggs Amphitheatre
Blow Hall	Blow Memorial Hall
Cohen Career Center	Cohen Career Center
Crim Dell	Crim Dell
Hearth Memorial	Hearth: Memorial to the Enslaved
Wellness Center	McLeod Tyler Wellness Center
Kaplan Arena	Kaplan Arena
Muscarella Museum of Art	Martha Wren Briggs Center for the Visual Arts
Phi Beta Kappa Hall	Phi Beta Kappa Memorial Hall
Martin Family Stadium	Martin Family Stadium at Albert-Daly Field
Parking Deck and W&M Police	Parking Deck and W&M Police
Plumeri Park	Plumeri Park
Sadler Center	Sadler Center
Sunken Garden	Sunken Garden
Swem Library	Earl Gregg Swem Library
W&M Bookstore	Spirit Shop & Bookstore
Wren Building	The Sir Christopher Wren Building
Zable Stadium	Walter J. Zable Stadium at Cary Field
Colonial Williamsburg	Colonial Williamsburg

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GRAPHIC STANDARDS

The graphic standards in these Guidelines provides identity, iconography, and color and material applications for consistent implementation of the sign types regardless of fabricator and installation phasing.

Logos

Typography

Symbols & Arrows

Colors & Materials

Logos

Overview

All W&M logos should appear on signs only as specifically designated in these Guidelines. All logo usage should follow the W&M Brand Guidelines.

Primary Logo, Single-Line Version

The W&M Primary Logo, Single-Line Version, is used on a variety of orientation and regulatory sign types throughout these Guidelines. This logo should never be altered or recreated. Do not use any other logo cropping or alternative logos on sign type layouts outside of what is shown in these Guidelines.

Cypher

The Cypher is used on a variety of orientation, navigation, and destination sign types throughout these Guidelines. should never be altered or recreated. This logo should never be altered or recreated. Do not use any other logo cropping or alternative logos on sign type layouts outside of what is shown in these Guidelines.

Primary Logo, Single-Line Version

WILLIAM & MARY

Cypher



Typography

Project Fonts

The standard typography for the sign types in these Guidelines are: Adelle, Adelle Sans, and STIX Two Text.

Different weights are used for various applications and are called out for each sign type of these Guidelines. Characters from each font are shown here for visual reference.

Refer to the sign type drawings in these Guidelines for proper application of these fonts.

Adelle Sans Semi Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () - + = , . ?

Adelle Sans Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () - + = , . ?*

Adelle Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () - + = , . ?

STIX Two Text Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () - + = , . ?

Symbols & Arrows

Universal Application

Iconography is used to provide a quick visual cue for users to quickly comprehend a sign's messaging. The color, size, and proportion of each symbol should not deviate from what is described in these Guidelines.

If symbols are needed outside of what is shown due to a unique message or cultural need please contact OUA.

Custom Arrows

A set of custom arrows were chosen for the exterior wayfinding signage. The orientation and directional information that arrows convey is as important as the message text that accompanies them. Arrows are easier to visually comprehend over their written description. When possible, arrows should always be used in lieu of the text equivalent.

The pointing down arrow should be avoided if possible as it can cause confusion and is used only in special circumstances.

Do not use U-turn type arrows or any other arrow type not included here.

Arrow nomenclature used here should be used to call out arrow types in the message schedules.

Standard Exterior Symbols & Arrows



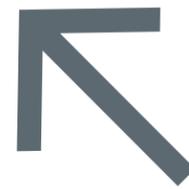
Accessibility



Parking



No Parking



Ahead Left



Left



Ahead



Right



Ahead Right

Colors & Materials

Color Application

Color is a powerful brand element and is critical in a signage program. In order to maintain a visually unified system of signage throughout the campus, the use of color must be consistent on each and every element of the signage system.

When using color in these signage systems contrast is a key component to ensure legibility. The Americans with Disabilities Act (ADA) governs best practices on contrast in signage. The rule is to always have high contrast. That means using light copy/graphics on a dark background or dark copy/graphics on a light background and to exclude glare or reflection of any kind on the sign face.

Material Application

These Guidelines specify a range of painted, direct print, and vinyl applications. The specifications on this page should be matched exactly to ensure consistency in the implementation of the signage system over time. No substitutions for color or manufacturer should be made without the approval of the OUA.

Color Matches



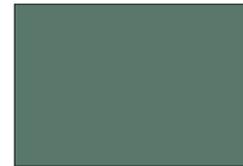
C1
Benjamin Moore
OC-65
Chantilly Lace



C4
Pantone
PMS 343
W&M Green



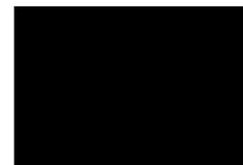
C6
Matthews Paint
MP 15686
Black on Green



C7
Pantone
PMS 4208
Muted Green



C8
Pantone
PMS 465
W&M Gold

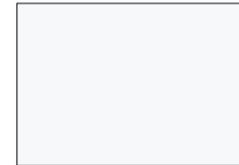


C9
Matthews Paint
MP 40821
Draconia

Vinyls



V1
Orafol ORACAL
010
White



V6
Orafol ORACAL
651
Reflective White

5

SIGN FAMILY

This section contains detailed programming, messaging, material, color and finish, dimension, design, and layout information for the full scope of the exterior wayfinding signage family. The signage family is broken down into sub-sections related to Vehicular, Pedestrian, Building Identification, and Temporary Signage needs.

Sign Types Overview

Sign Materials Overview

Vehicular: V-Series

Pedestrian: P-Series

Building: B-Series

Temporary: T-Series

Sign Types Overview

Orientation

Signage that helps visitors understand where they are within the larger site context. Examples include site maps and directories that identify where the visitor is currently located and what other key destinations, zones, and buildings are around them.

Navigation

Typically featuring directional arrows, this signage provides cues to visitors at key decision points, or offers confirmation that visitors are still on their intended path.

Destination

This type of signage confirms that visitors have reached their intended destination. This can be in the form of Neighborhood, Complex, or Building identification, depending on the level of information needed at that point in the user journey.

Information

Typically communicating rules or regulations about how to safely occupy an area, this signage can contain a wide variety of information that ensures visitors feel safe.

Temporary

Signage deployed for episodic or seasonal events or special programming to support visitors when traffic patterns may be altered from the typical use.

Nomenclature

Exterior wayfinding nomenclature must be clear, concise, and intuitive. Content should be focused on first-time visitors, not daily campus users. Focus content listings on key public destinations, not academic buildings. Refer to the Message & Nomenclature section of these Guidelines for approved destination names.

Destination listings should be ordered on sign layouts by the following methodology.

Alphabetical Order

Orientation signage—such as campus directories—should display destination listings in alphabetical order for ease of identification.

Sequential Order

Navigation signage—such as directional signage—should display destination listings in sequential order, listing the nearest destination first to indicate relative distance between the visitor and their desired destination.

Vehicular: V-Series

- V1 Primary Gateway
- V2 Secondary Gateway
- V3 Street ID
- V4 Speed Limit Sign
- V5 Primary Vehicular Directional
- V6 Secondary Vehicular Directional
- V7 Primary Parking Lot ID
- V8 Secondary Parking Lot ID
- V9 Parking Space ID
- V10 Vehicular Regulatory

Pedestrian: P-Series

- P1 Campus Map Kiosk
- P2 Primary Pedestrian Directional
- P3 Secondary Pedestrian Directional
- P4 Tertiary Pedestrian Directional
- P5 Primary ADA Directional
- P6 Secondary ADA Directional

Building: B-Series

- B1 Building Name
- B2 Complex ID
- B3 Building ID
- B4 Building ID Plaque
- B5 Building Address
- B6 Building Information Plaque

Temporary: T-Series

- T1 Primary Event Signage
- T2 Secondary Event Signage
- T3 Tertiary Event Signage
- T4 Barricade Cover
- T5 Small Frame Signage

Sign Materials Overview

Post

All non-regulatory sign types with a double post and panel construction should use a 3" diameter fluted post rated for direct burial or surface attachment. Construction of these posts is a .125" thick extruded aluminum with a satin black powder-coat finish.

[post product link](#)

Post Base

All non-regulatory sign types with a double post and panel construction should use a 13.5" high and 7" diameter camarol slip over post base at the bottom of each post. Construction of these post bases is a one piece cast aluminum construction with a satin black powder-coat finish.

[post base product link](#)

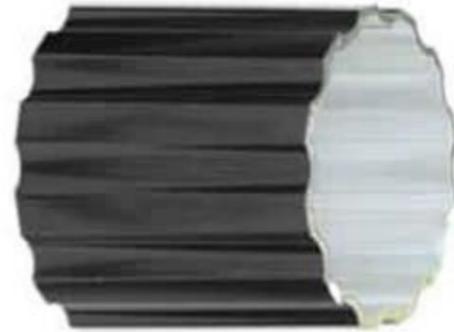
Finial

All non-regulatory sign types with a double post and panel construction should use a 7.5" high and 4" diameter acorn finial at the top of each post. Construction of these finials is a one piece cast aluminum construction with a satin black powder-coat finish.

[finial product link](#)

The specifications on this page should be matched exactly to ensure consistency in the implementation of the signage system over time. No substitutions for color or manufacturer should be made without the approval of the OUA.

Post



Post Base



Finial



Sign Materials Overview

Typical Materials & Colors

See the Graphic Standards section of these Guidelines for more information on the specifications for the colors and materials noted on this page.

Sign types V5, V6, V7, P1, P2, P3, and B3, unless otherwise noted, are freestanding signs with a post and panel construction.

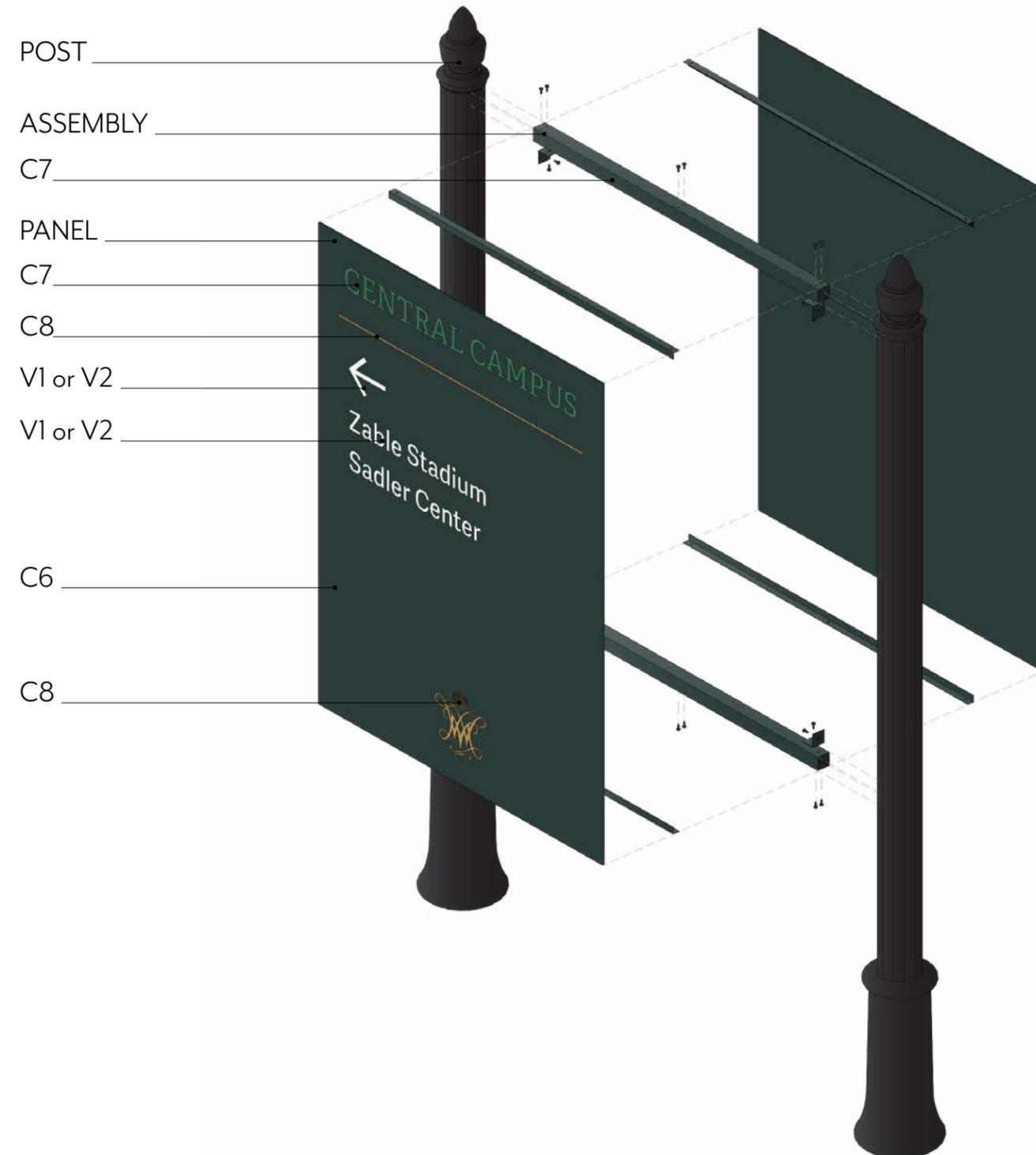
Posts: Two 3" diameter fluted posts with decorative sign bases and topped with acorn shaped finials connect the signs to the historical architecture as well as the landscape hardware and features around campus.

Panels: The content panels, one attached to each side of the sign, will be made of 1/8" thick ACM. The first surface and returns will be painted to match C6. Sign messaging is either direct print or cut vinyl applied to the first surface of the painted sign panel. Finish the sign panel with a satin non-glare low-VOC exterior grade protective clear coat. Where vinyl graphics are meant to be changeable, clear coat should be applied prior to vinyl application.

Assembly: Two 1" square aluminum extrusions mount to the posts with aluminum angles and countersunk screws. Angles mount flush to the top and bottom of the second surface of the panels. The angles attach to the extrusions and are secured into place with painted countersunk screws from the top and bottom of the sign assembly. This method allows for secure mounting while still providing the option to change out the content panels as needed. No mounting hardware will penetrate through the face of the content panel.

Installation: The sign should be direct buried into the ground at a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles.

Post & Panel Construction



Materials & Colors

Typical Materials & Colors

See the Graphic Standards section of these Guidelines for more information on the specifications for the colors and materials noted on this page.

Sign type B1, unless otherwise noted, is a freestanding sign with a cabinet construction.

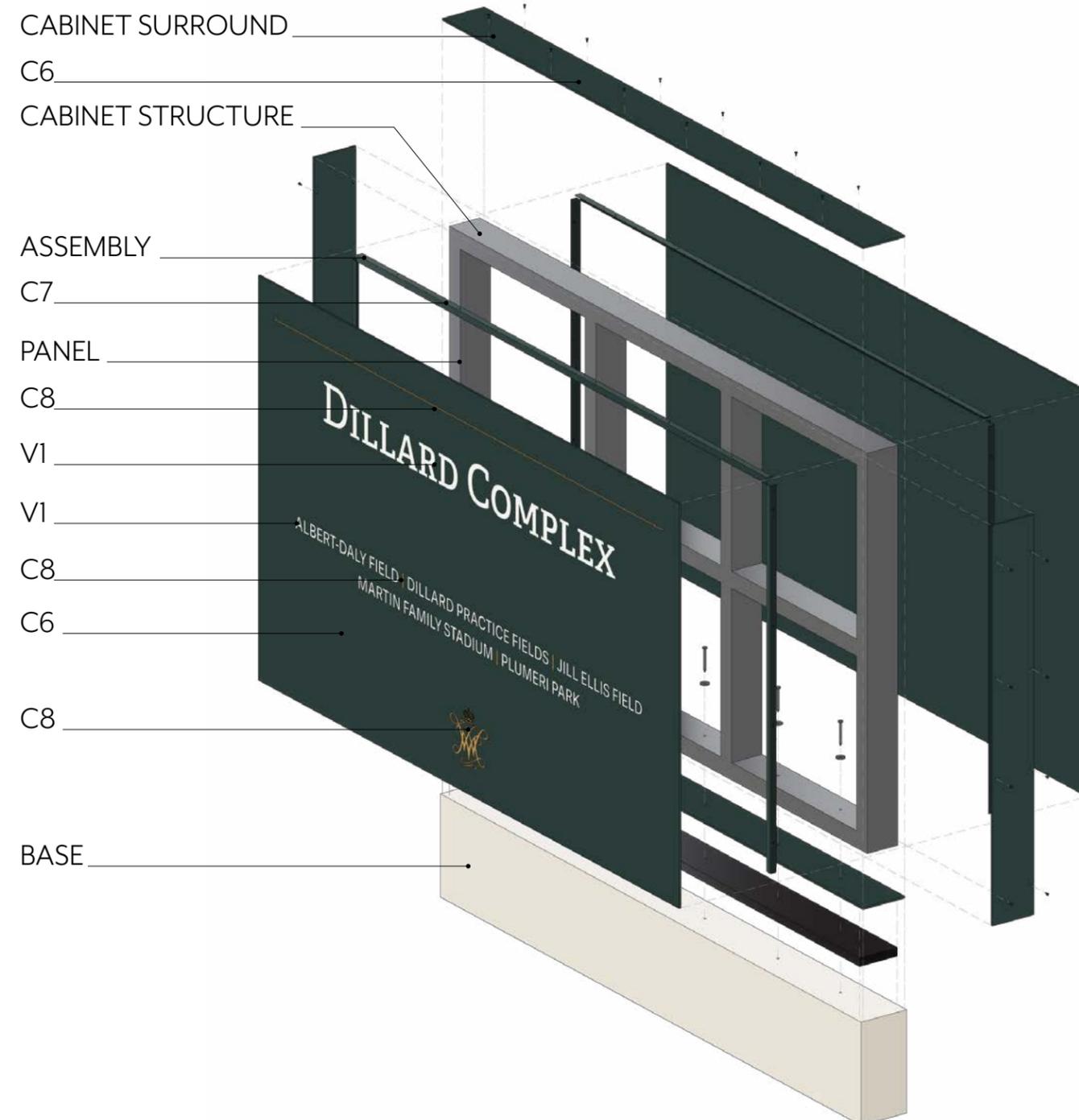
Base: Architectural concrete to match OUA's specifications or selection from a range of product colors.

Panels: The content panels, one attached to each side of the sign, will be made of 1/4" thick ACM. The first surface and returns will be painted to match C6. Sign messaging is either direct print or cut vinyl applied to the first surface of the painted sign panel. Finish the sign panel with a satin non-glare low-VOC exterior grade protective clear coat. Where vinyl graphics are meant to be changeable, clear coat should be applied prior to vinyl application.

Assembly: Welded 2" by 4" aluminum extrusions create an internal cabinet structure. 1/8" thick aluminum plate attaches to the structure to make the cabinet surround. This frame structure gets mounted to the base with an inset 1/4" thick aluminum spacer panel. Angles mount to the top and sides of the second surface of the panels. The angles attach to the cabinet surround and are secured into place with painted countersunk screws from the top and sides of the sign assembly. The outside edge of the content panels should be flush with the outside edge of the cabinet surround. This method allows for secure mounting while still providing the option to change out the content panels as needed. No mounting hardware will penetrate through the face of the content panel.

Installation: The sign should be direct buried into the ground at a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles.

Cabinet Construction



5A

VEHICULAR
V-SERIES

Sign Family Overview

V-Series Sign Types

The sign types included in the V-Series Sign Family are all of the vehicular and parking navigation, identification, and information signs needed on campus to support clear visitor circulation and reduce traffic congestion.

Design Methodology

The signs seen on this page should be applied to all roadways and parking lots on the W&M campus. Graphic standards align with the W&M Brand Standards. Colors were selected as a high contrast yet timeless solution to complement materials of the W&M campus architecture and landscape.

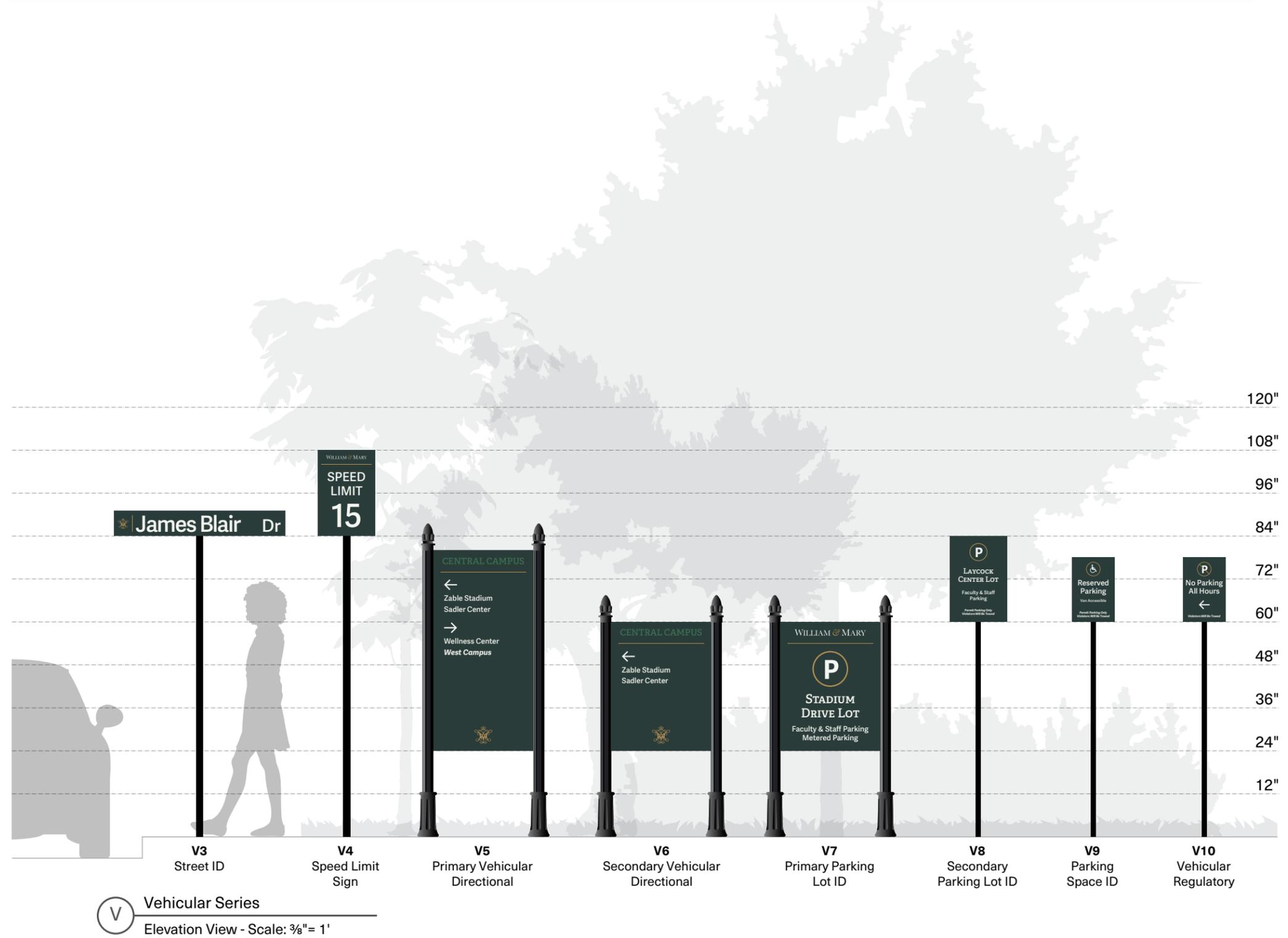
If wayfinding or parking needs require a specific alteration to a sign type or the development of a sign type not covered here, consult the OUA on how to request adjustments to, or addition of, those sign types to these standards.

Sign Type Drawings

The sign type drawings are meant to provide Guidelines users with an understanding of each sign type's use, description, messaging requirements and limitations, and general material components.

Vehicular: V-Series Sign Types

- V1 Primary Gateway
- V2 Secondary Gateway
- V3 Street ID
- V4 Speed Limit Sign
- V5 Primary Vehicular Directional
- V6 Secondary Vehicular Directional
- V7 Primary Parking Lot ID
- V8 Secondary Parking Lot ID
- V9 Parking Space ID
- V10 Vehicular Regulatory



V1: Primary Gateway

Use

This sign is used to identify primary entrances to the W&M campus.

Description

Brick masonry with precast architectural concrete details and a dimensional logo sign. Welcomes vehicular and pedestrian visitors to campus. Overall scale will vary per location in order to fit within the surrounding landscape appropriately.

Placement

Sign placement will need to take into consideration site lines and landscape features and must be coordinated and approved by the OUA. Signs should be oriented perpendicular to the primary path of travel. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs.

Landscape

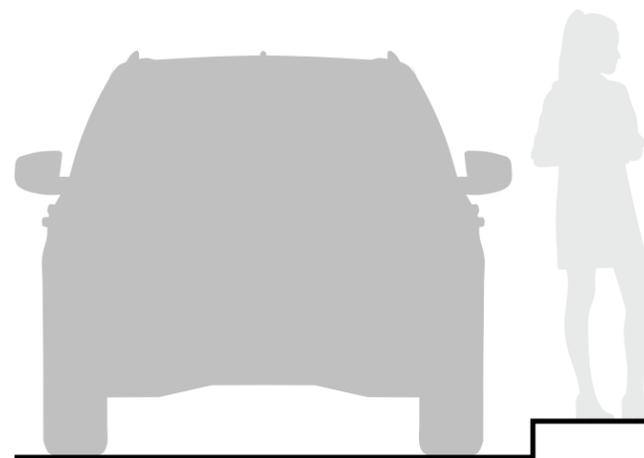
The ground plane around the sign should protect the sign from splashing dirt, grass clippings, and damage from maintenance. No plantings or obstructions should block the view of the logo. Appropriate foundation plantings must be provided for this sign type. Associated planting plans must be reviewed and approved by the OUA and W&M Grounds and Gardens.



Primary Elevation View, Option 2



Plan View, Option 1



Primary Elevation View, Option 1

V1 Primary Gateway
Elevation & Plan View - Scale: 3/8" = 1'

All signage should be in compliance with the latest standards set forth in the current edition of the MUTCD, VDOT regulations and the City of Williamsburg zoning ordinance.

V1: Primary Gateway

Messaging

Logo: Primary logo, single-line version

Logo Scale: The cap-height of the logo should be scaled in 1/2" increments no less than 50% and no more than 55% of the height of the inset precast architectural concrete panel it will be installed on.

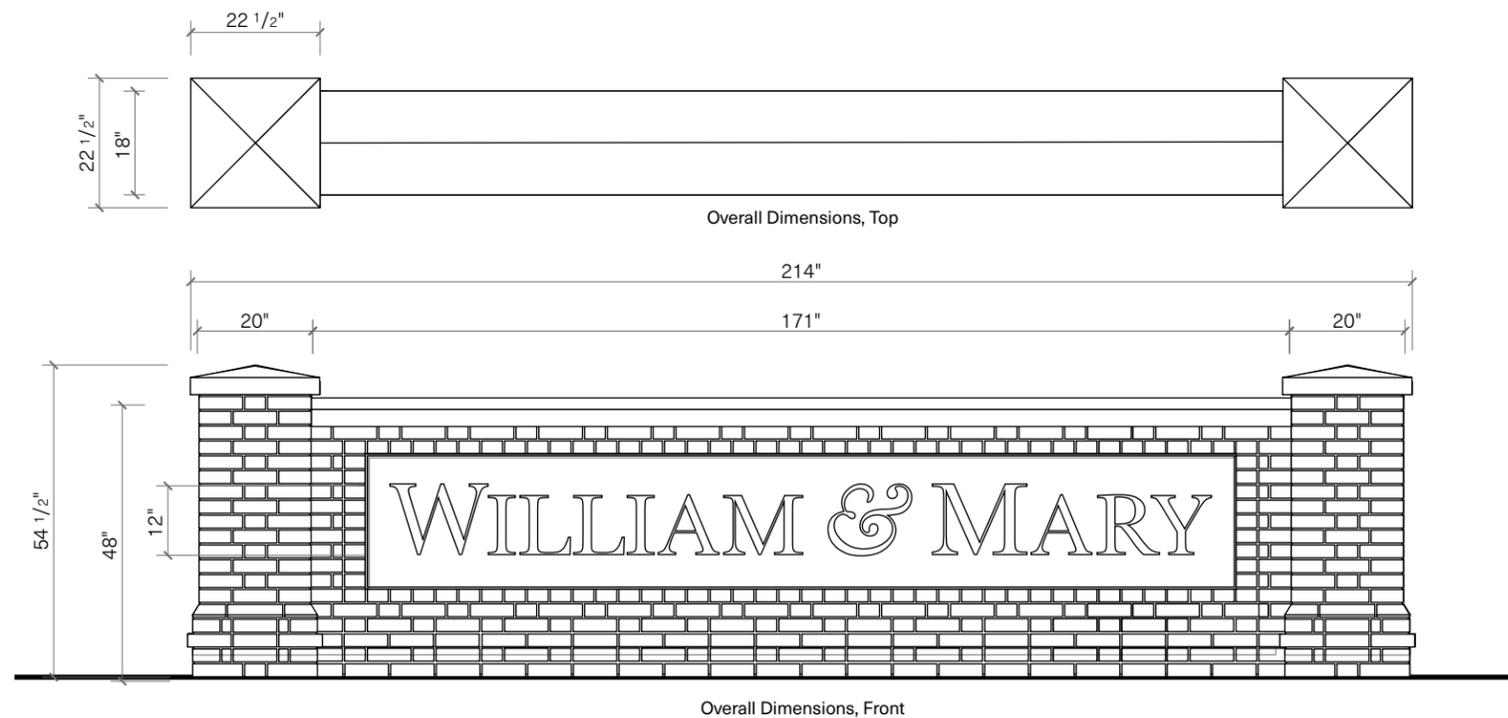
Materials

Masonry: Flemish bond brick with brick and mortar colors to match samples or specifications provided by the OUA. Continuous border of headers used to frame Content Panel.

Capstones: Architectural concrete to match OUA's specifications or selection from a range of product colors.

Content Panel: Architectural concrete to match OUA's specifications or selection from a range of product colors.

Logo: 3/8" thick flat cut aluminum painted to match C4 with a satin non-glare low-VOC exterior grade protective clear coat and blind stud mounted flush to content panel.



V1 Primary Gateway
Layout View - Scale: 3/8" = 1'

V2: Secondary Gateway

Use

This sign is used to identify secondary entrances to the W&M campus.

Description

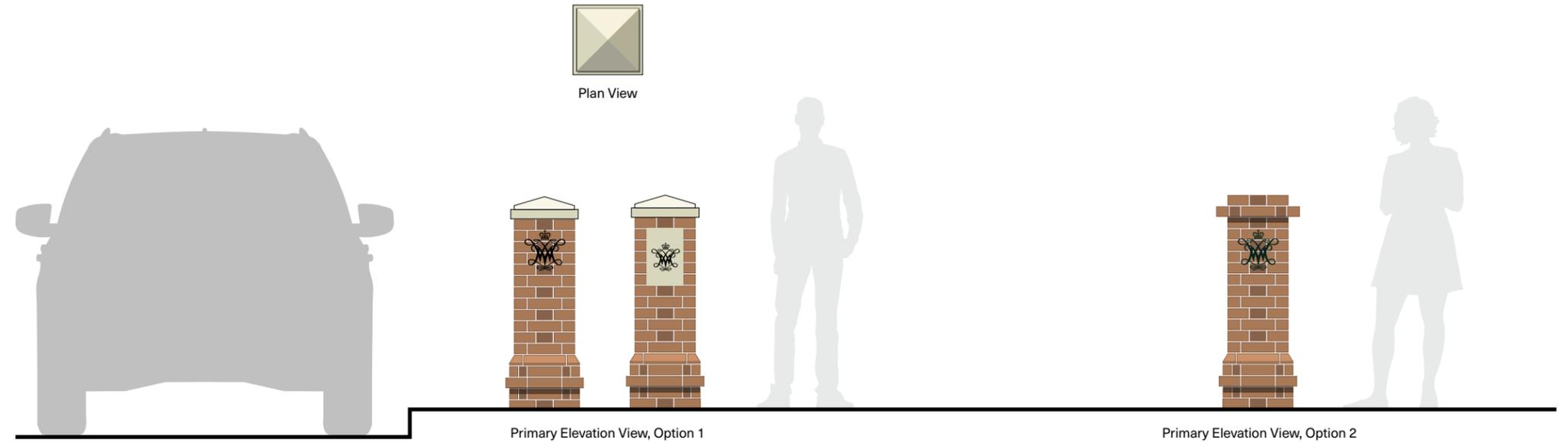
Brick masonry with optional architectural concrete details and dimensional logo sign. Welcomes vehicular and pedestrian visitors to campus. Overall scale and masonry elements will vary per location in order to fit within the existing masonry structure or surrounding landscape appropriately. Logo can be applied to existing brick piers to create a secondary gateway from existing structure.

Placement

Sign placement will need to take into consideration site lines and landscape features and must be coordinated and approved by the OUA. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs.

Landscape

The ground plane around the sign should protect the sign from splashing dirt, grass clippings, and damage from maintenance. No plantings or obstructions should block the view of the logo.



V2 Secondary Gateway
Elevation & Plan View - Scale: 3/8" = 1'

All signage should be in compliance with the latest standards set forth in the current edition of the MUTCD, VDOT regulations and the City of Williamsburg zoning ordinance.

V2: Secondary Gateway

Messaging

Logo: Cypher

Logo Scale: When on brick, the height of the Cypher should be scaled in 1/2" increments and the overall width should be no less than 50% and no more than 55% of the width of the brick facade it will be installed on. When on an architectural concrete panel, the height of the Cypher should be scaled in 1/2" increments and be no less than 50% and no more than 55% of the height of the panel it will be installed on.

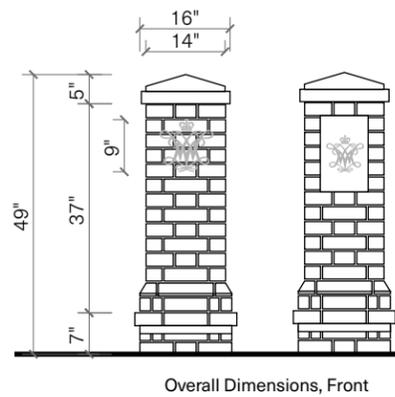
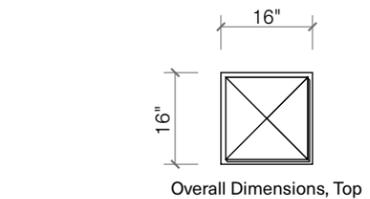
Materials

Masonry: Flemish bond brick with brick and mortar colors to match samples or specifications provided by the OUA.

Capstone: Architectural concrete to match OUA's specifications or selection from a range of product colors.

Content Panel: Architectural concrete to match OUA's specifications or selection from a range of product colors.

Logo: 1/4" thick flat cut aluminum painted to match C9 with a satin non-glare low-VOC exterior grade protective clear coat and blind stud mounted flush to masonry or content panel.



V2 Secondary Gateway
Layout View - Scale: 3/8" = 1'

V3: Street ID

Use

This sign identifies all named streets on campus.

Description

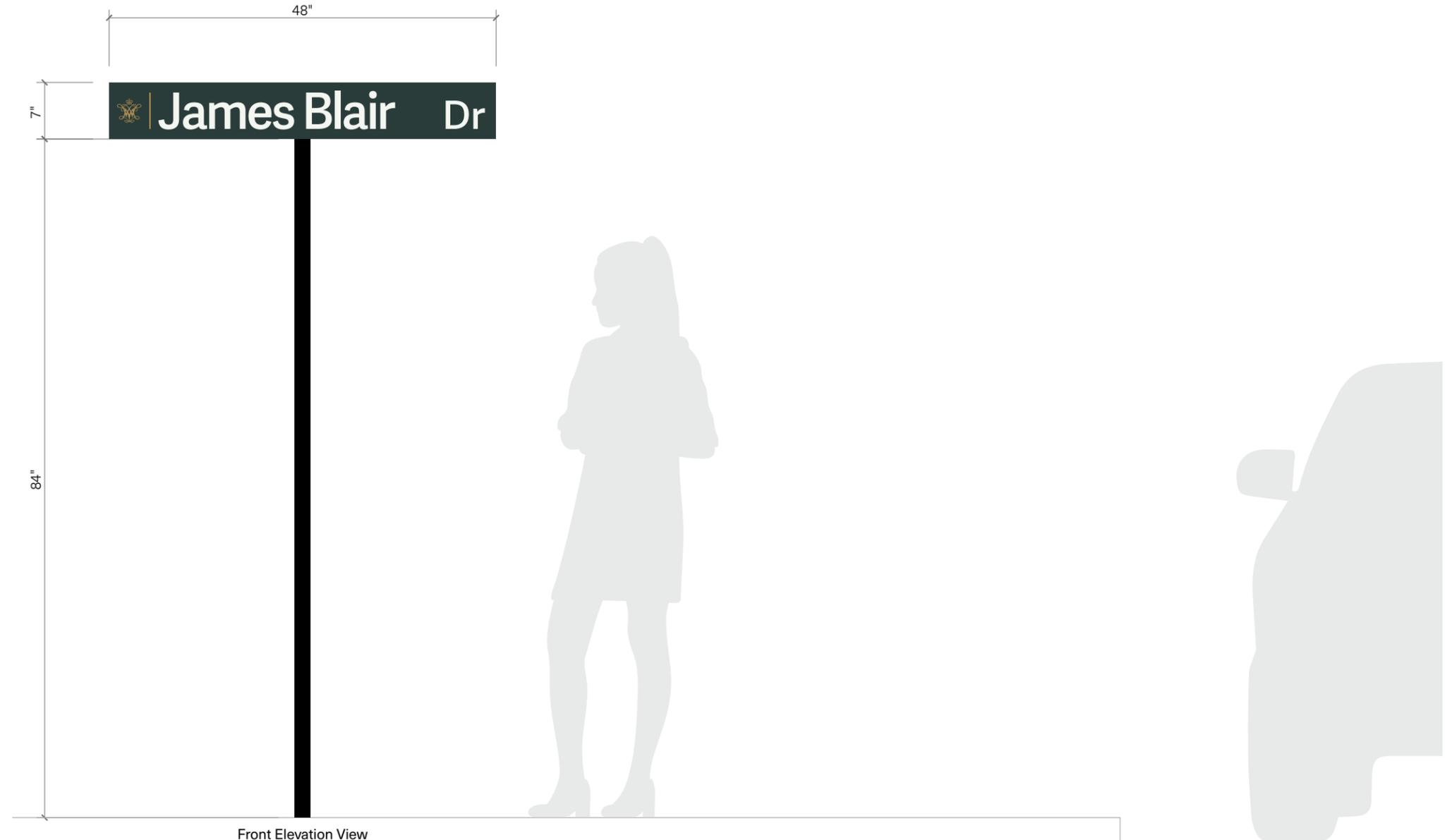
Post and panel sign. The letter height is designed for legibility at posted speeds of less than 25 MPH. The sign blade may be combined with a secondary blade on the same post at intersections with cross streets.

Placement

Locate street signs on opposite corners of the intersection of all named streets for wayfinding and emergency response purposes. Leading edge of signs must be set back at least 24" from the front of curb and perpendicular to vehicular traffic.

Landscape

The sign post should be direct buried into the ground a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles. Sign poles must utilize VDOT-approved breakaway couplings.



V3 Street ID
Elevation View - Scale: 3/4" = 1'

All signage should be in compliance with the latest standards set forth in the current edition of the MUTCD, VDOT regulations and the City of Williamsburg zoning ordinance.

V3: Street ID

Messaging

Messaging follows on-campus street names as determined by the City of Williamsburg. Font may be condensed up to 70% as needed to accommodate longer street names.

Logo: Cypher

Text Font: Adelle Sans Semibold, title case

Materials

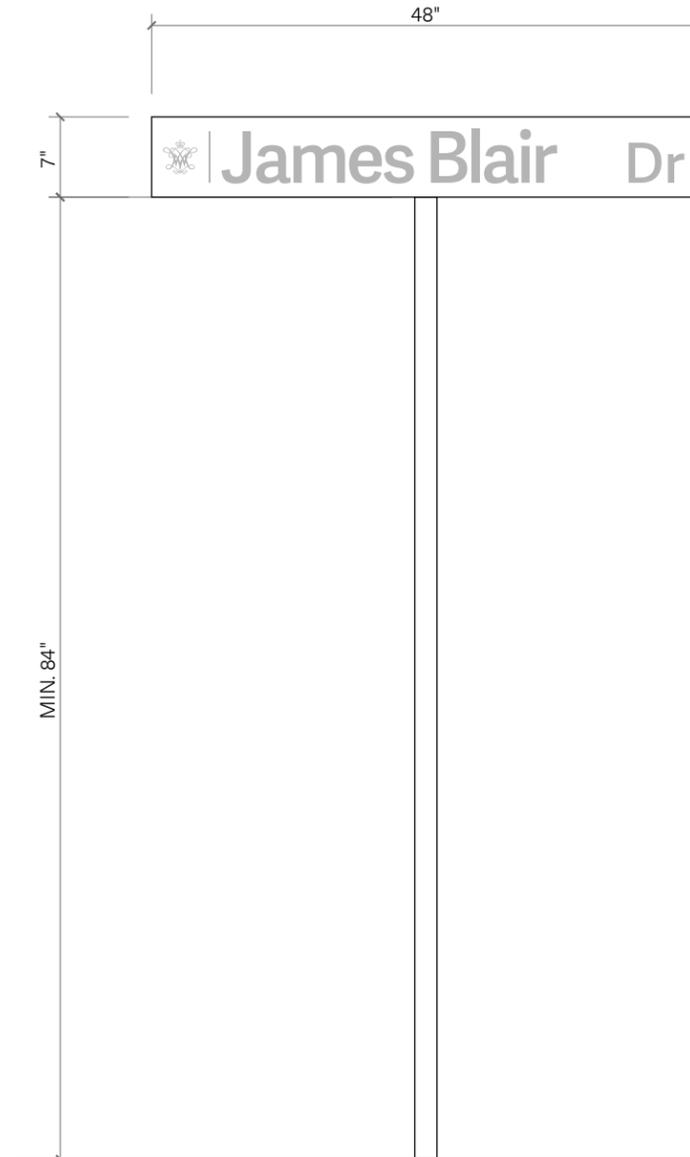
Post: 2" square aluminum tube extrusion breakaway post painted to match C9 with a satin non-glare low-VOC exterior grade protective clear coat.

Panel: Two-sided post-mounted aluminum panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat. Panel length is determined by message length with a minimum length of 24" and a maximum length of 48."

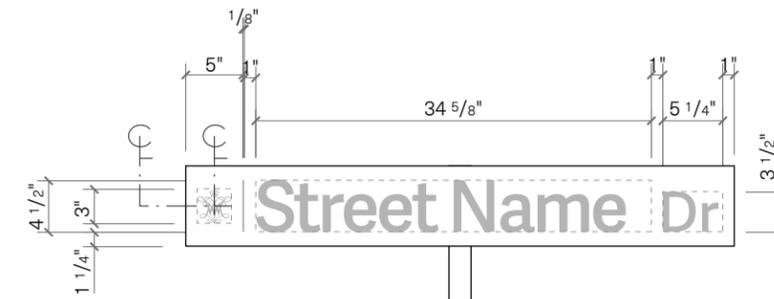
Logo: Opaque direct print to match C8.

Vertical Rule: Opaque direct print to match C8.

Text: Cut V6 reflective vinyl.



Overall Dimensions



Content Dimensions

V4: Speed Limit Sign

Use

This sign posts maximum speed limits on all major roadways throughout campus.

Description

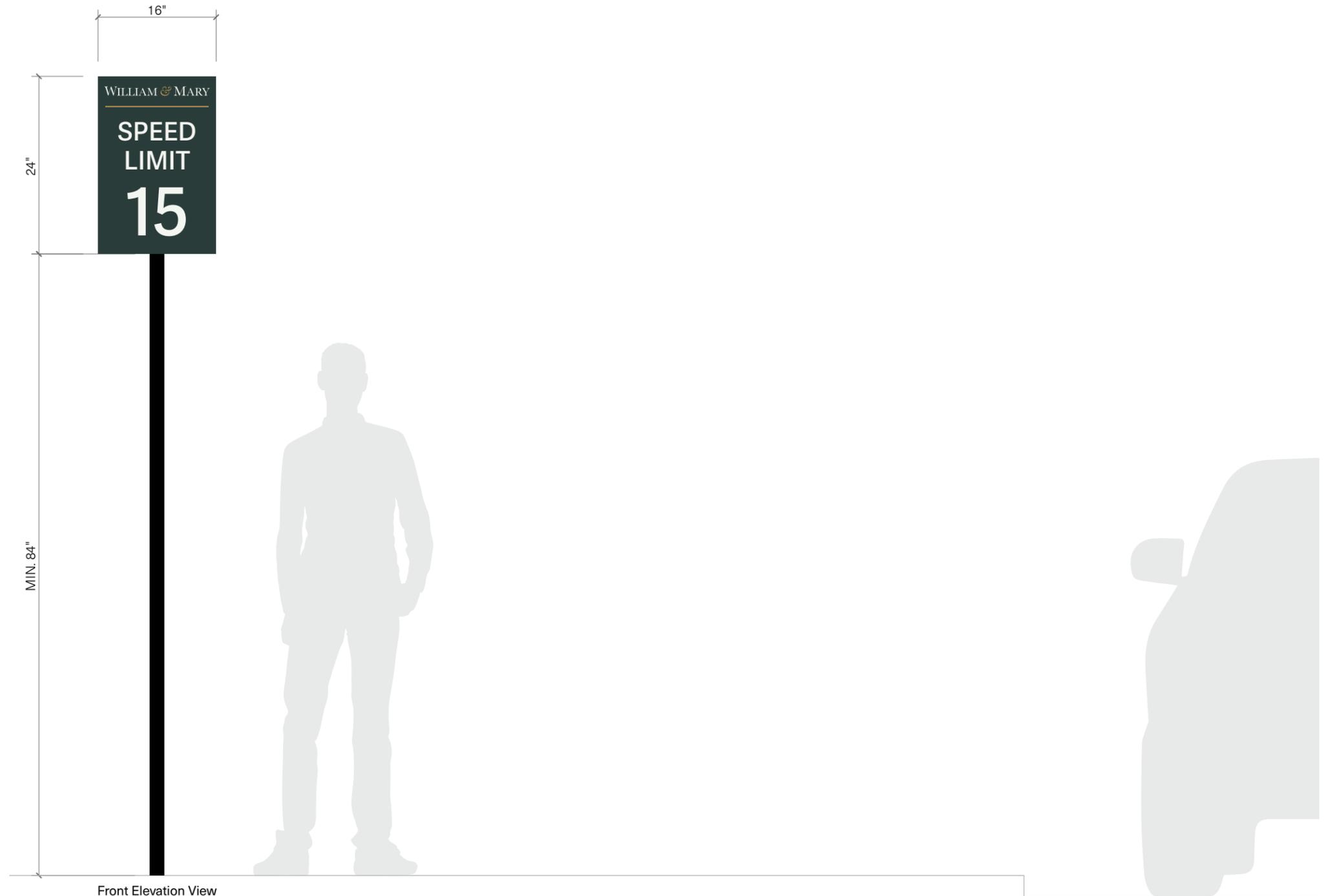
Post and panel sign. The letter height is designed for legibility at posted speeds of less than 25 MPH.

Placement

Sign panels should be positioned a minimum of 18" from face of curb, with a distance of 62" from the bottom of the sign to the finished grade. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs.

Landscape

The sign post should be direct buried into the ground a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles. Sign poles must utilize VDOT-approved breakaway couplings.



Front Elevation View

V4 Speed Limit Sign
Elevation View - Scale: 3/4" = 1'

All signage should be in compliance with the latest standards set forth in the current edition of the MUTCD, VDOT regulations and the City of Williamsburg zoning ordinance.

V4: Speed Limit Sign

Messaging

Messages follows on-campus speed designations provided by the OUA. Maximum allowable speeds are determined by traffic studies executed by an accredited engineer.

Logo: Primary logo, single-line version

Text Font: Adelle Sans Regular, upper case

Numeral Font: Adelle Sans Semibold

Materials

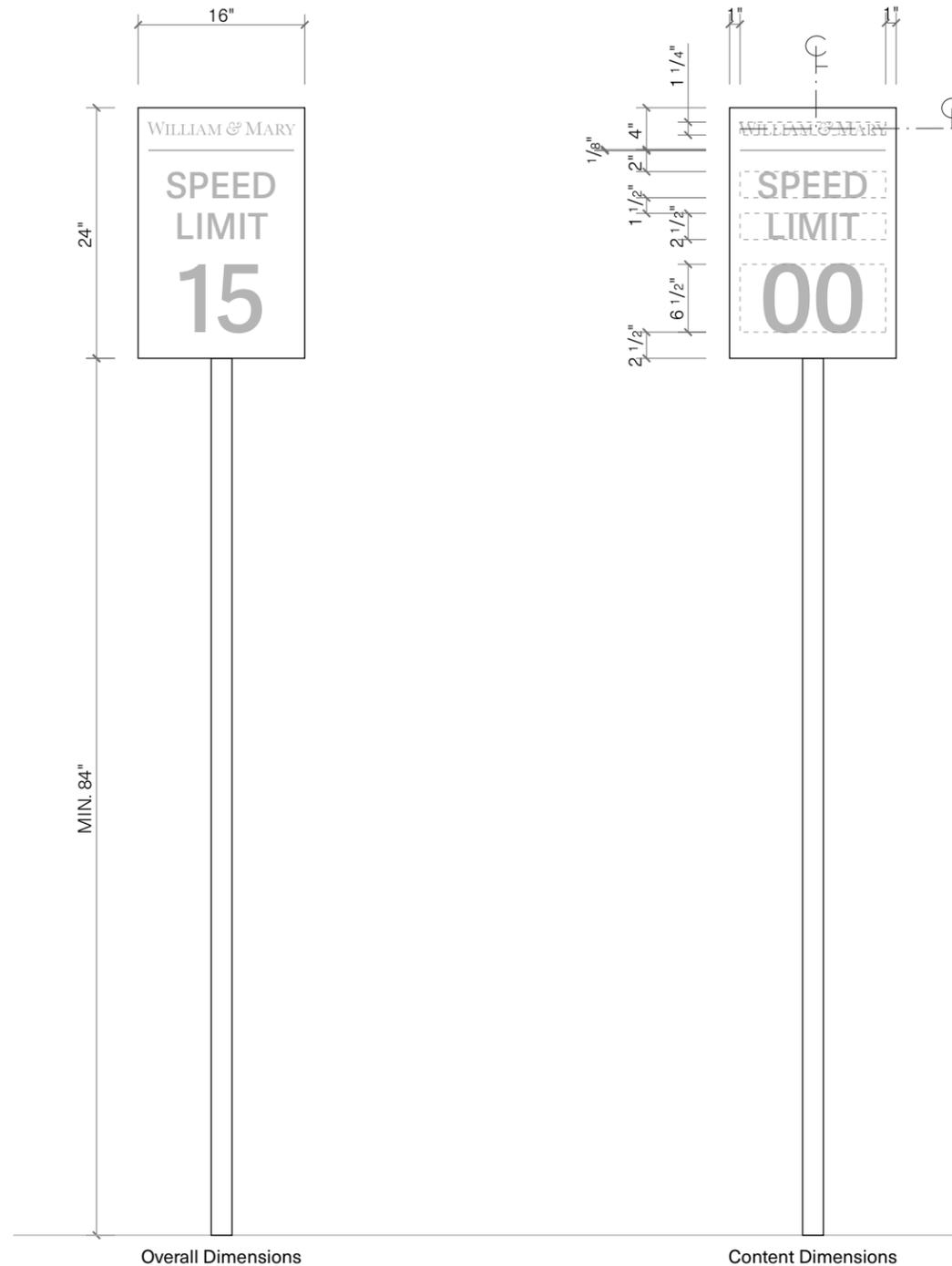
Post: 2" square aluminum tube extrusion breakaway post painted to match C9 with a satin non-glare low-VOC exterior grade protective clear coat.

Panel: Single-sided post-mounted aluminum panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat

Logo: Opaque direct print to match C1 and C8.

Horizontal Rule: Opaque direct print to match C8.

Text & Numeral: Cut V6 reflective vinyl.



V4 Speed Limit Sign
Layout View - Scale: 3/4" = 1'

V5: Primary Vehicular Directional

Use

This sign provides directional information on all primary roadways or intersections throughout campus.

Description

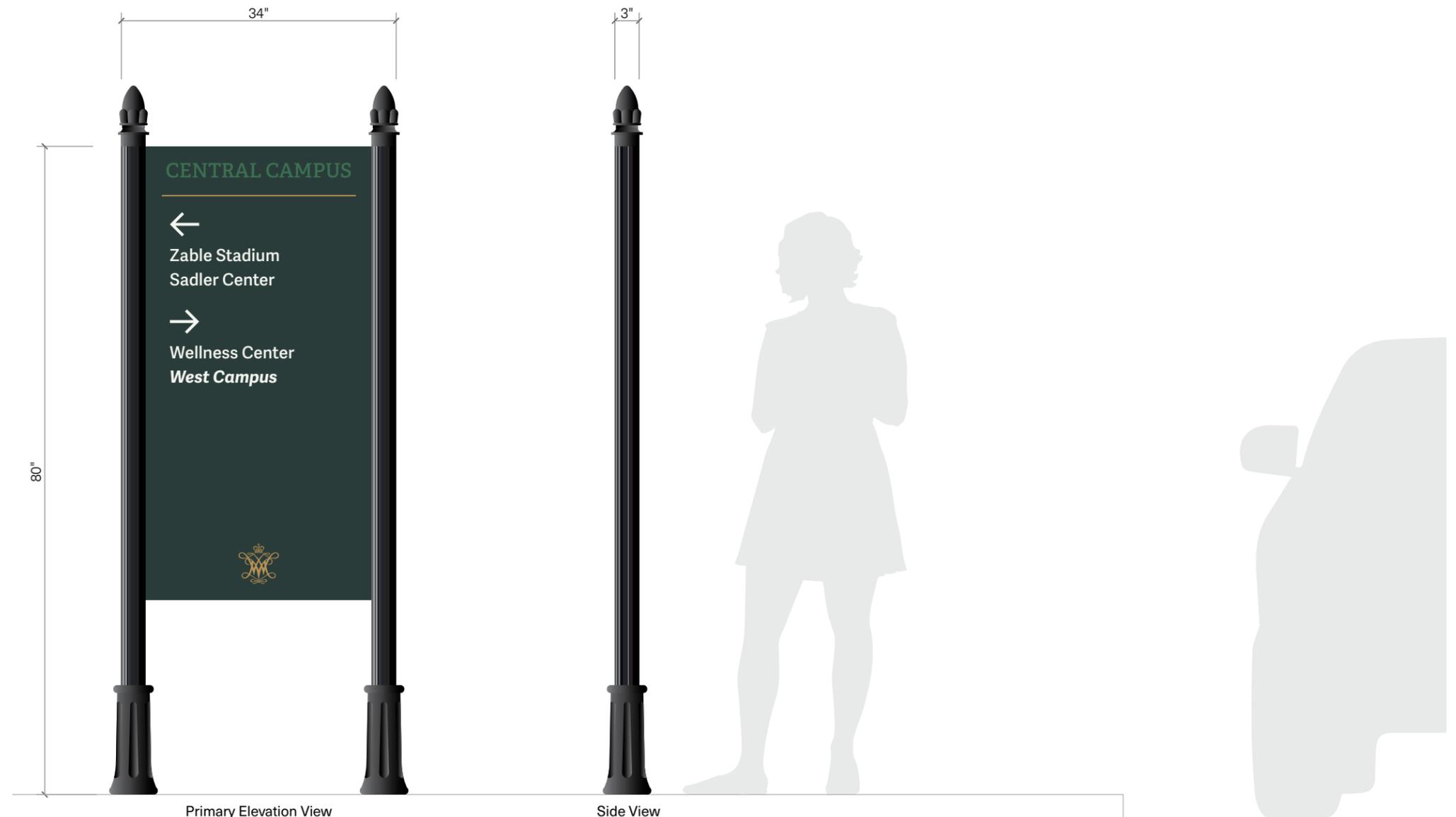
Post and panel sign. Letter height is designed for low speed, on-campus roadways in advance of key vehicular intersections. Used for locations that display multiple direction sets.

Placement

Signs should be placed approximately 25' in advance of the required turn, set back a minimum of 24" from the roadway edge. Signs should be oriented perpendicular to the roadway and direction of travel. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs.

Landscape

Signs should be placed on concrete or in grass, stone, or mulch. The ground plane around the sign should protect the sign from splashing dirt, grass clippings, and damage from maintenance. No plantings or obstructions should block the view of the sign and its contents. The sign posts should be direct buried into the ground a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles.



V5 Primary Vehicular Directional
Elevation & Side View - Scale: 3/4" = 1'

All signage should be in compliance with the latest standards set forth in the current edition of the MUTCD, VDOT regulations and the City of Williamsburg zoning ordinance.

V5: Primary Vehicular Directional

Messaging

Header messaging is limited to the Neighborhood name in which the sign is installed. Content messaging is limited to the informal name of campus Key Destinations. Refer to the Messaging & Nomenclature section of these Guidelines for further information.

Header Font: Adelle Semibold, upper case

Header Length: 1 line, up to 14 characters

Symbol: Directional arrows

Content Font: Adelle Sans Semibold for Complexes, Schools and Key Destinations, Adelle Sans Bold Italic for Neighborhoods, title case

Content Length: 11 lines, up to 19 characters per line

Logo: Cypher

Materials

Post: 3" diameter extruded aluminum fluted post in standard black powder coat.

Post Base: 13.5" high cast aluminum slip over post base in standard black powder coat.

Finial: 6.5" high cast aluminum acorn in standard black powder coat.

Panel: Double-sided 1/8" thick ACM panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat.

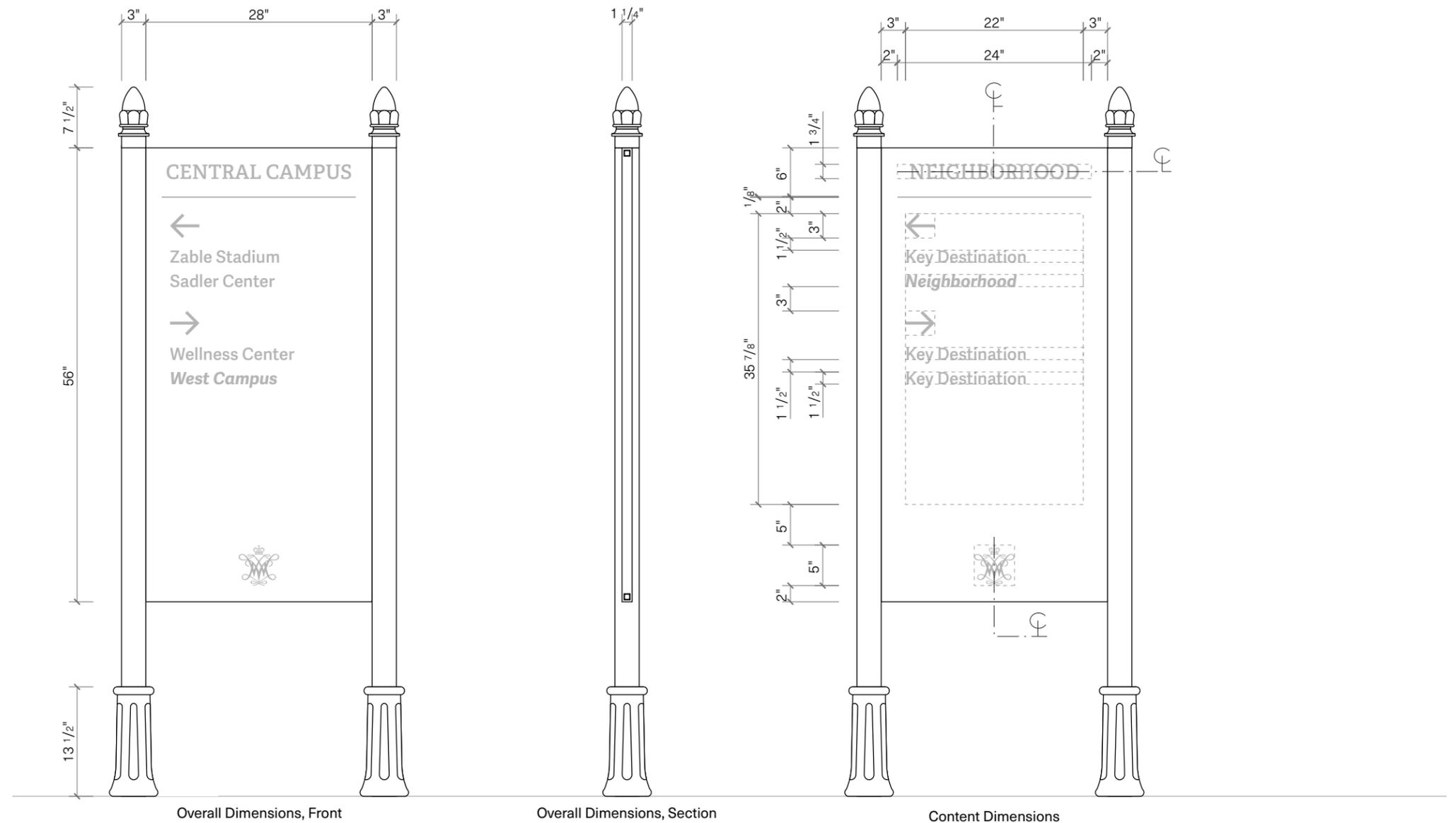
Header: Opaque direct print to match C7.

Horizontal Rule: Opaque direct print to match C8.

Symbol: Cut V6 reflective vinyl.

Content: Cut V6 reflective vinyl.

Logo: Opaque direct print to match C8.



V5 Primary Vehicular Directional
 Layout View - Scale: 3/4" = 1'

V6: Secondary Vehicular Directional

Use

This sign provides directional information on all primary roadways or intersections throughout campus.

Description

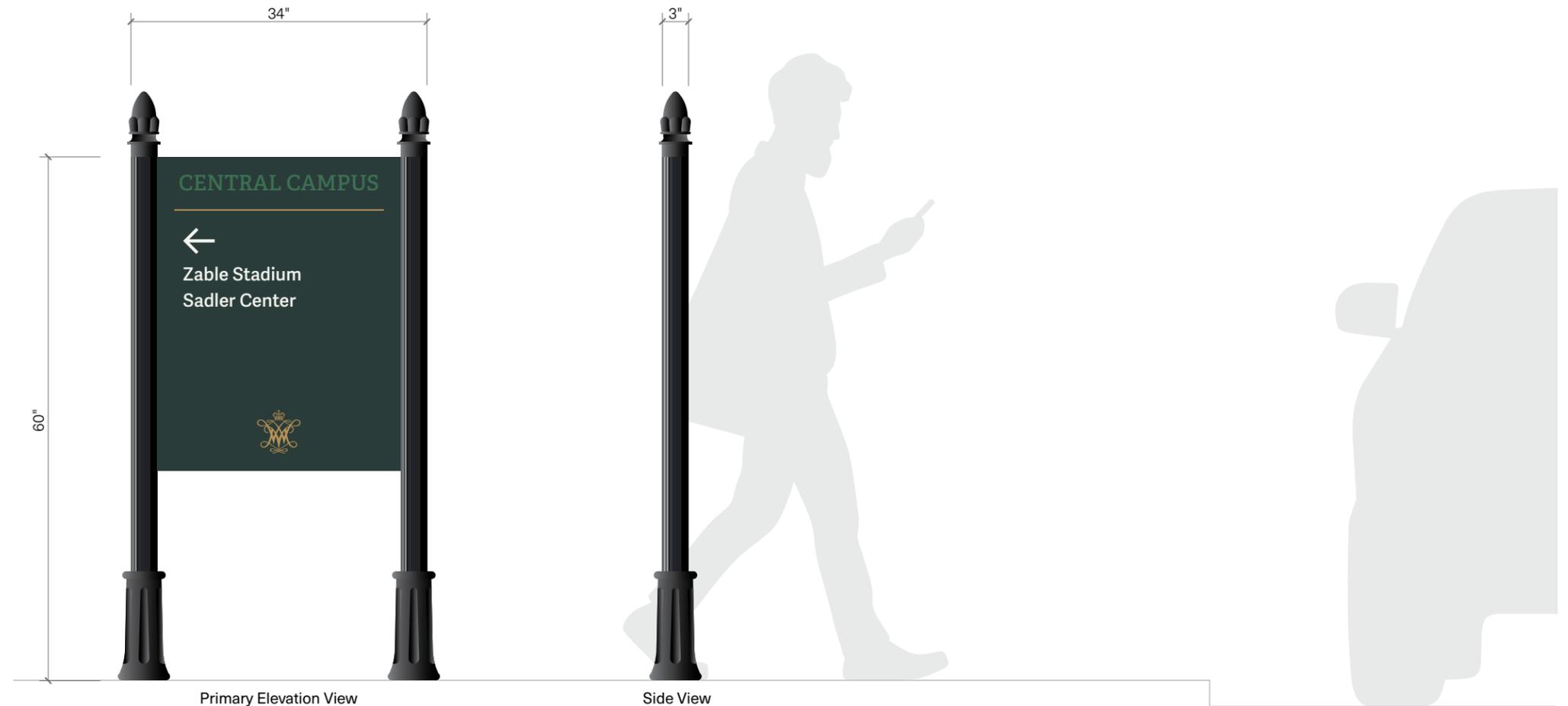
Post and panel sign. Letter height is designed for low speed, on-campus roadways in advance of key vehicular intersections. Used for locations that display a singular direction set.

Placement

Signs should be placed approximately 25' in advance of the required turn, set back a minimum of 24" from the roadway edge. Signs should be oriented perpendicular to the roadway and direction of travel. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs.

Landscape

Signs should be placed on concrete or in grass, stone, or mulch. The ground plane around the sign should protect the sign from splashing dirt, grass clippings, and damage from maintenance. No plantings or obstructions should block the view of the sign and its contents. The sign posts should be direct buried into the ground a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles.



V6 Secondary Vehicular Directional
Elevation & Side View - Scale: 3/4" = 1'

All signage should be in compliance with the latest standards set forth in the current edition of the MUTCD, VDOT regulations and the City of Williamsburg zoning ordinance.

V6: Secondary Vehicular Directional

Messaging

Header messaging is limited to the Neighborhood name in which the sign is installed. Content messaging is limited to the Informal Name of campus Key Destinations. Refer to the Messaging & Nomenclature section of these Guidelines for further information.

Header Font: Adelle Semibold, upper case

Header Length: 1 line, up to 14 characters

Symbol: Directional arrows

Content Font: Adelle Sans Semibold for Complexes, Schools and Key Destinations, Adelle Sans Bold Italic for Neighborhoods, title case

Content Length: 4 lines, up to 19 characters per line

Logo: Cypher

Materials

Post: 3" diameter extruded aluminum fluted post in standard black powder coat.

Post Base: 13.5" high cast aluminum slip over post base in standard black powder coat.

Finial: 6.5" high cast aluminum acorn in standard black powder coat.

Panel: Double-sided 1/8" thick ACM panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat.

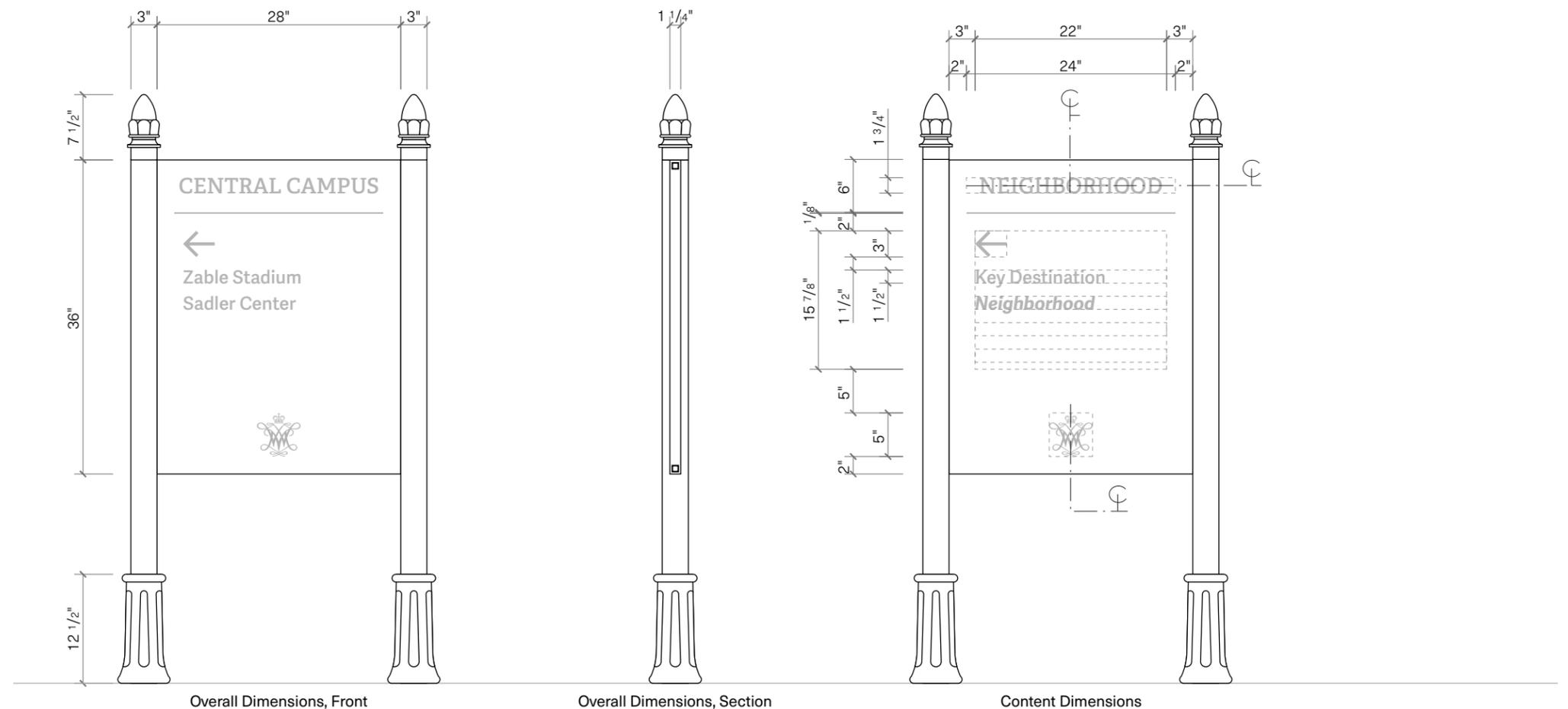
Header: Opaque direct print to match C7.

Horizontal Rule: Opaque direct print to match C8.

Symbol: Cut V6 reflective vinyl.

Content: Cut V6 reflective vinyl.

Logo: Opaque direct print to match C8.



V6 Secondary Vehicular Directional
 Layout View - Scale: 3/4" = 1'

V7: Primary Parking Lot ID

Use

This sign identifies primary campus parking lots.

Description

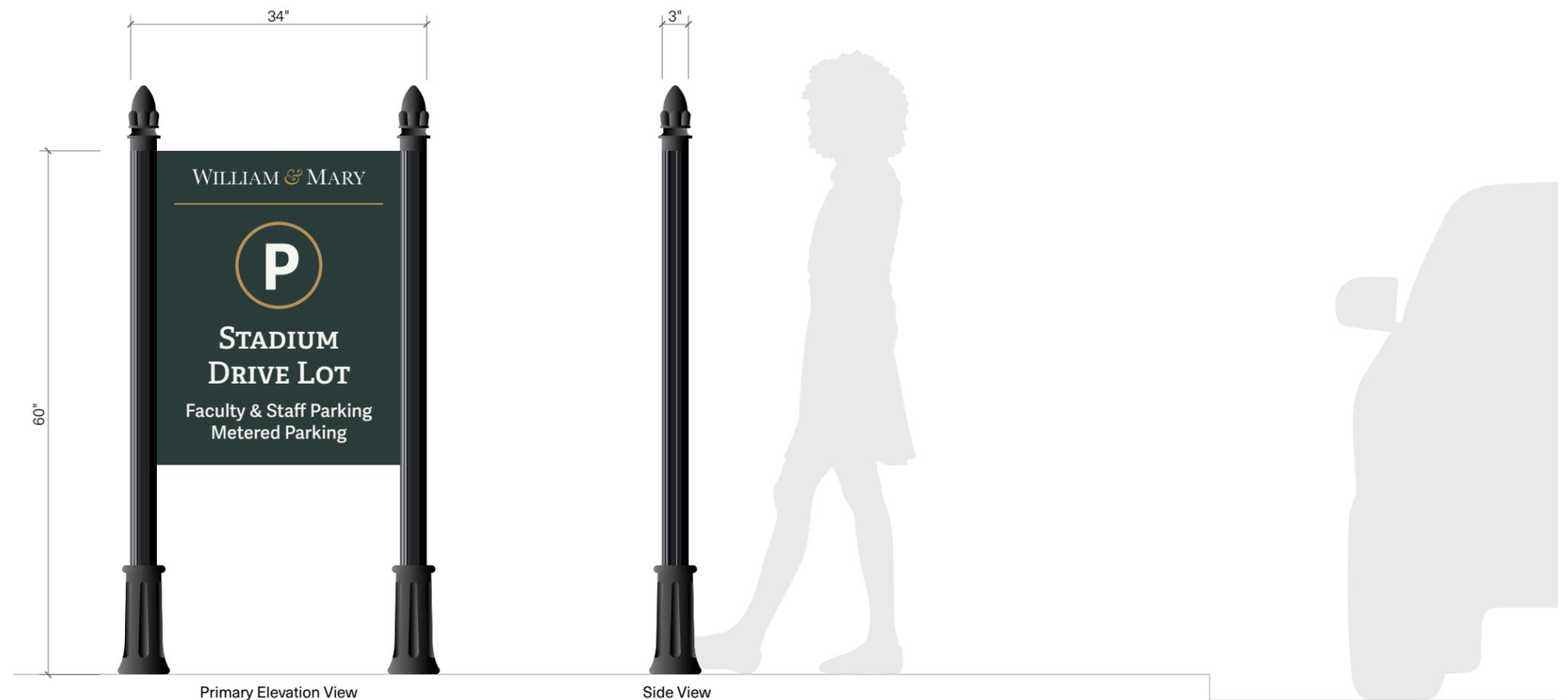
Single-sided post and panel sign with metal posts and aluminum sign face. Used at primary parking facilities on campus.

Placement

Signs should be placed adjacent to the roadway, set back a minimum of 18" from the face of the curb. Signs should be oriented so that the message face is parallel to the street or parking lot. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs.

Landscape

Signs should be placed on concrete or in grass, stone, or mulch. The ground plane around the sign should protect the sign from splashing dirt, grass clippings, and damage from maintenance. No plantings or obstructions should block the view of the sign and its contents. The sign posts should be direct buried into the ground a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles.



V7 Primary Parking Lot ID
Elevation & Side View - Scale: 3/4" = 1'

All signage should be in compliance with the latest standards set forth in the current edition of the MUTCD, VDOT regulations and the City of Williamsburg zoning ordinance.

V7: Primary Parking Lot ID

Messaging

Messaging is limited to the parking lot name and associated lot regulations as provided by the OUA.

Logo: Primary logo, single-line version

Symbol: Parking symbol

Lot Name Font: Adelle Semibold, upper case, small caps

Lot Name Length: Up to 2 lines, up to 12 characters per line

Lot Designation Font: Adelle Sans Semibold, title case

Lot Designation Length: Up to 2 lines, up to 22 characters per line

Materials

Post: 3" diameter extruded aluminum fluted post in standard black powder coat.

Post Base: 13.5" high cast aluminum slip over post base in standard black powder coat.

Finial: 6.5" high cast aluminum acorn in standard black powder coat.

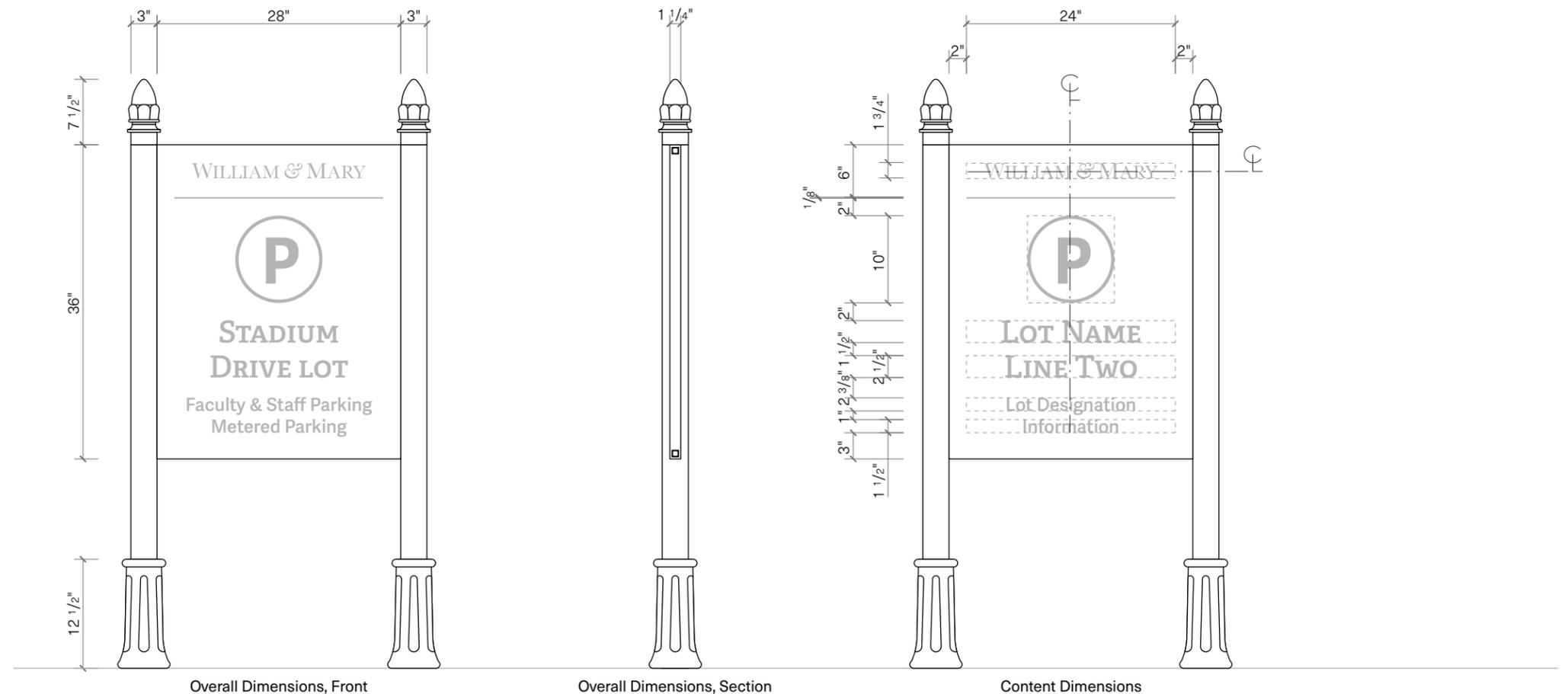
Panel: Double-sided 1/8" thick ACM panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat.

Logo: Opaque direct print to match C1 and C8.

Horizontal Rule: Opaque direct print to match C8.

Symbol: Opaque direct print to match C1 and C8

Lot Name & Designation: Cut V6 reflective vinyl



V7 Primary Parking Lot ID
 Layout View - Scale: 3/4" = 1'

V8: Secondary Parking Lot ID

Use

This sign identifies secondary campus parking lots.

Description

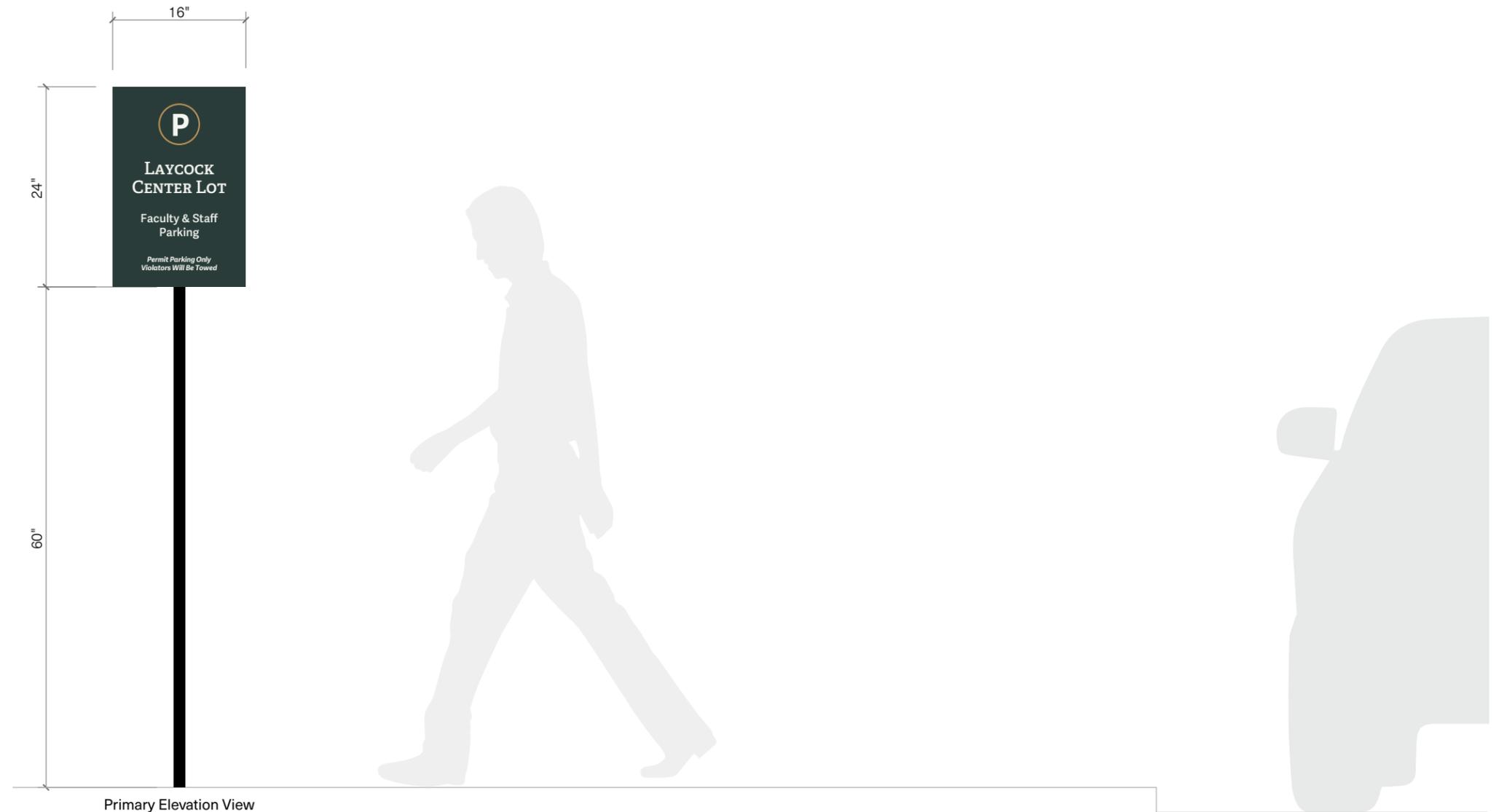
Single sided, single post and panel sign. Used for identification of smaller parking lots on campus or where available space does not permit the use of a Primary Parking Lot ID.

Placement

Signs should be placed adjacent to the roadway, set back a minimum of 18" from the face of the curb. Signs should be oriented so that the message face is parallel to the street or parking lot. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs.

Landscape

The sign post should be direct buried into the ground a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles. Sign poles must utilize VDOT-approved breakaway couplings.



Primary Elevation View

V8 Secondary Parking Lot ID
Elevation View - Scale: 3/4" = 1'

All signage should be in compliance with the latest standards set forth in the current edition of the MUTCD, VDOT regulations and the City of Williamsburg zoning ordinance.

V8: Secondary Parking Lot ID

Messaging

Messaging is limited to the parking lot name and associated lot regulations as provided by the OUA.

Symbol: Parking symbol

Lot Name Font: Adelle Semibold, upper case, small caps

Lot Name Length: Up to 2 lines, up to 11 characters per line

Lot Designation Font: Adelle Sans Semibold, title case

Lot Designation Length: Up to 2 lines, up to 19 characters per line

Additional Information Font: Adelle Sans Bold Italic, title case

Additional Information Length: Up to 2 lines, up to 28 characters per line

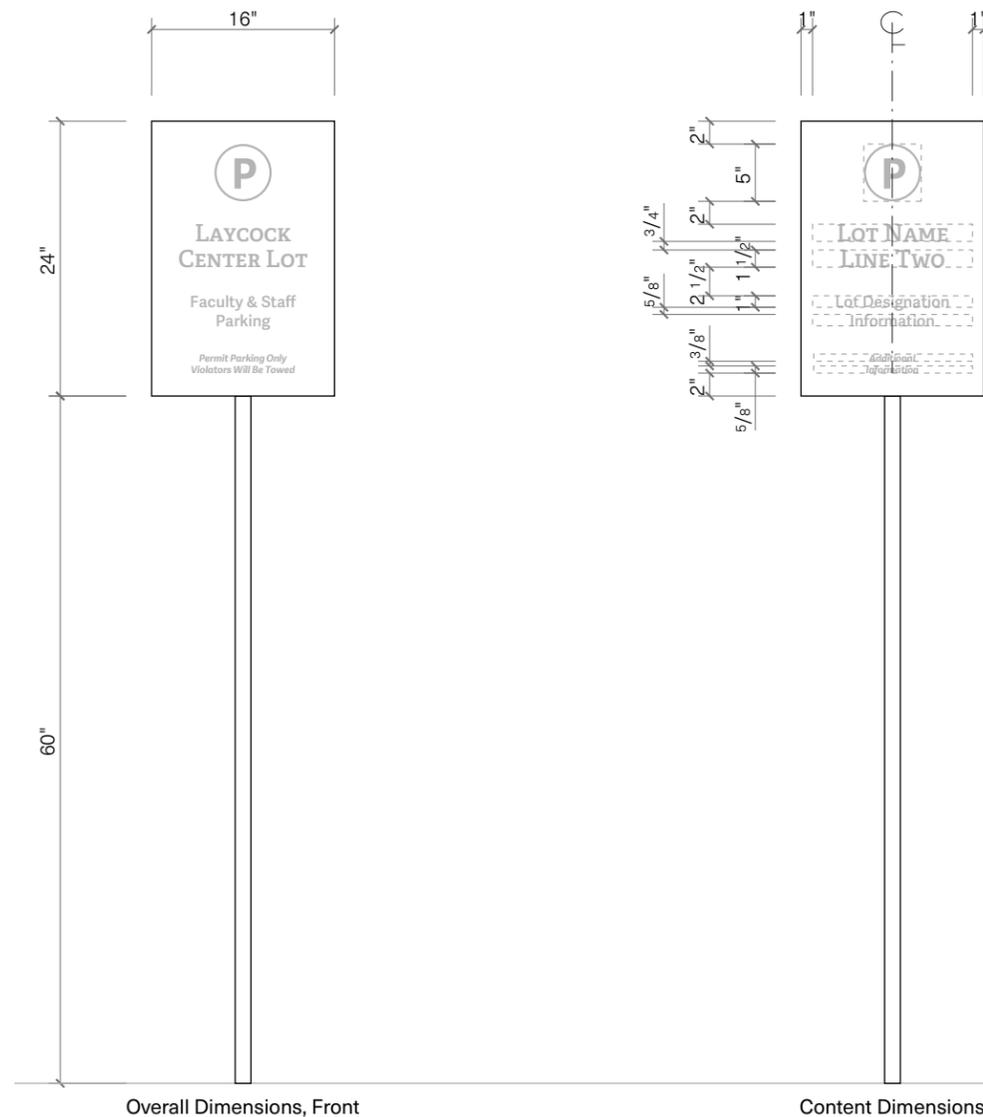
Materials

Post: 2" square aluminum tube extrusion breakaway post painted to match C9 with a satin non-glare low-VOC exterior grade protective clear coat.

Panel: Single-sided post-mounted aluminum panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat.

Symbol: Opaque direct print to match C1 and C8.

Lot Name, Lot Designation & Additional Information: Opaque direct print to match C1.



V8 Secondary Parking Lot ID
 Layout View - Scale: 3/4" = 1'

V9: Parking Space ID

Use

This sign identifies assigned individual parking spaces.

Description

Single sided, single post and panel sign. This sign communicates parking restrictions for individual parking spaces within parking lots on campus.

Placement

Signs should be placed adjacent to the parking space they are identifying, set back a minimum of 6" from the face of the curb. Pole placement cannot impede minimum clearances needed for accessible sidewalks. Signs should be oriented so that the message face is parallel to the parking area. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs.

Landscape

The sign post should be direct buried into the ground a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles. Sign poles must utilize VDOT-approved breakaway couplings



V9 Parking Space ID
Elevation View - Scale: 3/4" = 1'

All signage should be in compliance with the latest standards set forth in the current edition of the MUTCD, VDOT regulations and the City of Williamsburg zoning ordinance.

V9: Parking Space ID

Messaging

Messaging is limited to the individual parking space designation and associated regulations as provided by the OUA.

Symbol: Accessible symbol

Parking Designation Font: Adelle Sans Semibold, title case

Parking Designation Length: Up to 2 lines, up to 11 characters per line

Regulatory Font: Adelle Sans Semibold, title case

Regulatory Length: Up to 2 lines, up to 21 characters per line

Additional Information Font: Adelle Sans Bold Italic, title case

Additional Information Length: Up to 2 lines, up to 28 characters per line

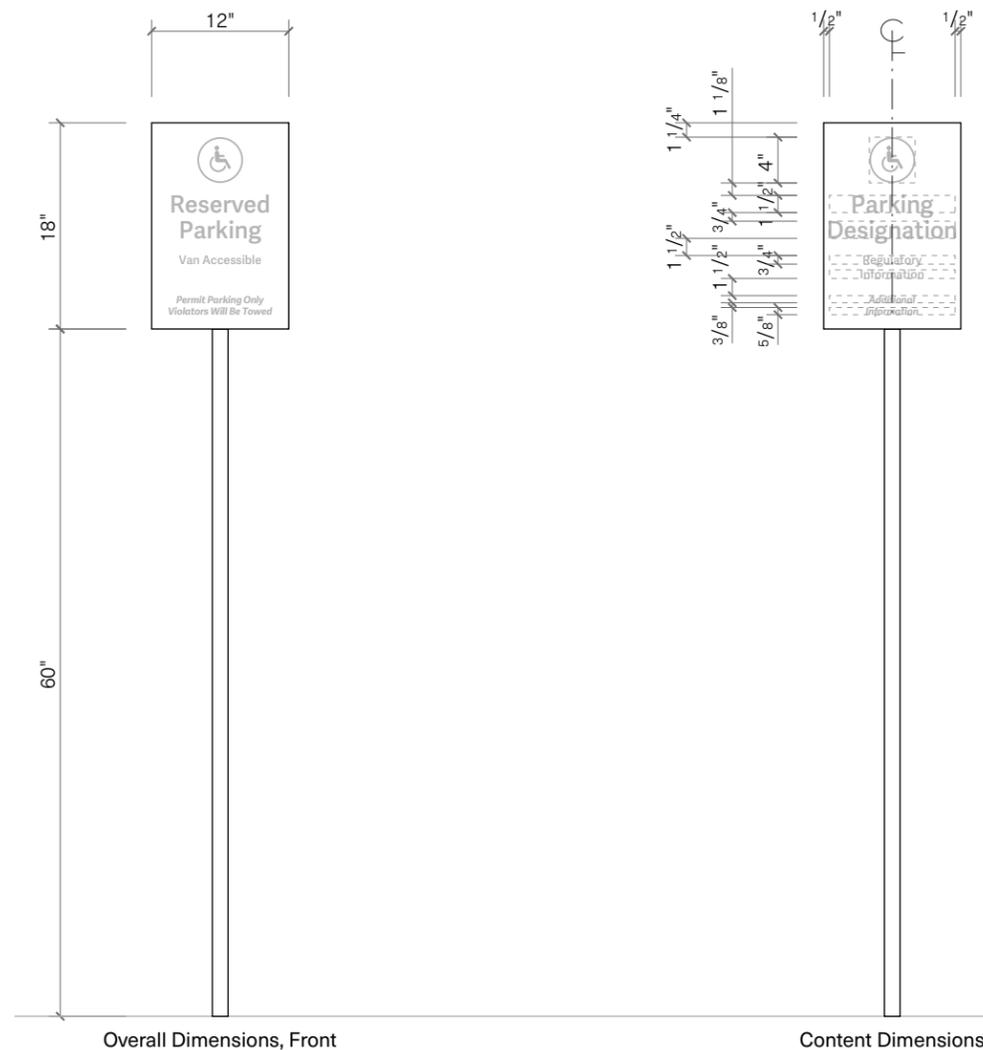
Materials

Post: 2" square aluminum tube extrusion breakaway post painted to match C9 with a satin non-glare low-VOC exterior grade protective clear coat.

Panel: Single-sided post-mounted aluminum panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat.

Symbol: Opaque direct print to match C1 and C8.

Parking Designation, Regulatory & Additional Information: Opaque direct print to match C1.



V9 Parking Space ID
Layout View - Scale: 1/2" = 1'

V10: Vehicular Regulatory

Use

This sign displays regulatory information for vehicular drivers.

Description

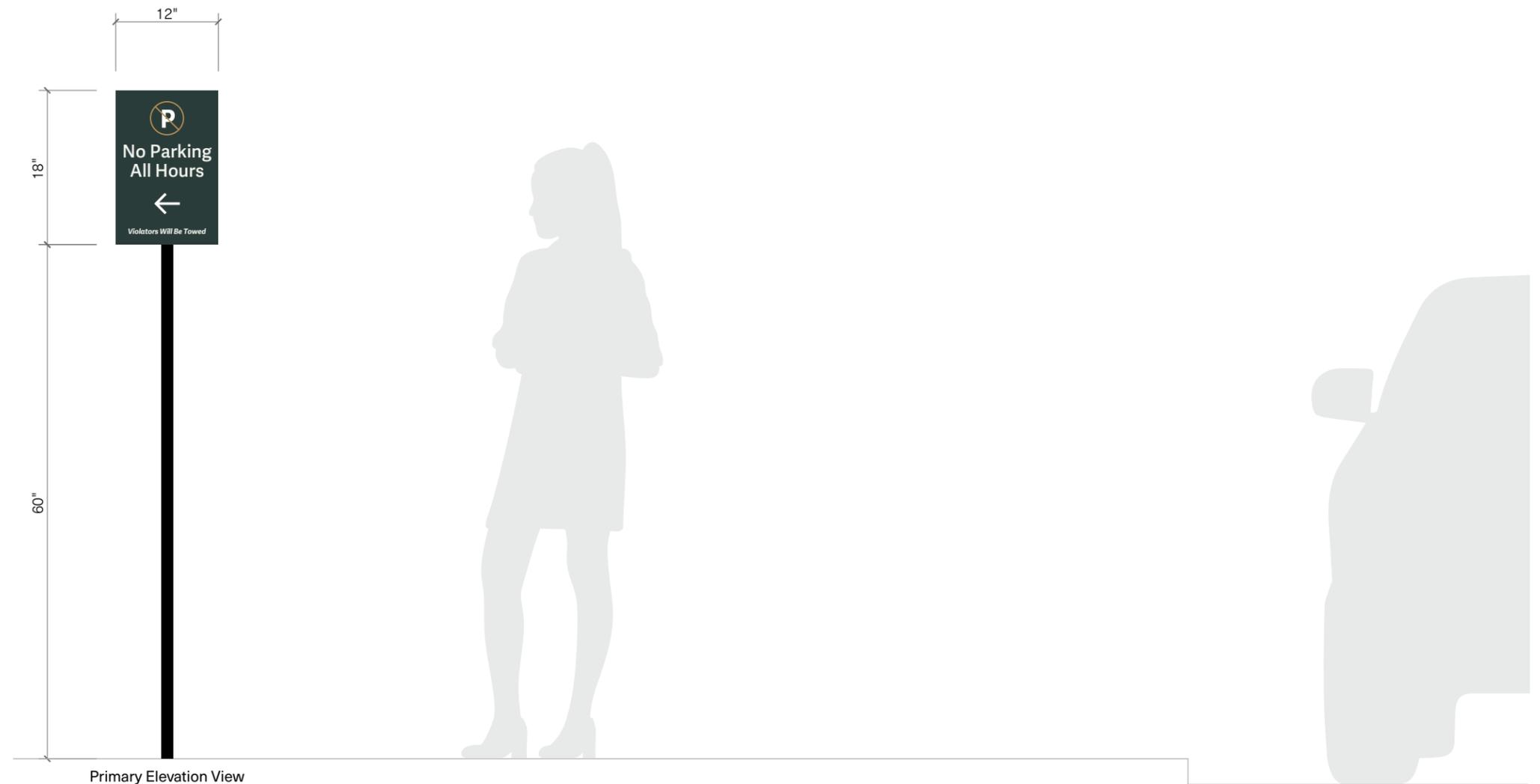
Single sided, single post and panel sign. Used for communication of roadway restrictions on campus, such as limited access, parking, fire lanes, and no standing zones.

Placement

Signs should be placed adjacent to the parking space they are identifying, set back a minimum of 6" from the face of the curb. Pole placement cannot impede minimum clearances needed for accessible sidewalks. Signs should be oriented so that the message face is parallel to the parking area. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs.

Landscape

The sign post should be direct buried into the ground a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles. Sign poles must utilize VDOT-approved breakaway couplings.



Primary Elevation View

V10 Vehicular Regulatory
Elevation View - Scale: 3/4" = 1'

All signage should be in compliance with the latest standards set forth in the current edition of the MUTCD, VDOT regulations and the City of Williamsburg zoning ordinance.

V10: Vehicular Regulatory

Messaging

Messaging is limited to the regulations and associated symbols as provided by the OUA.

Regulatory Font: Adelle Sans Semibold, title case

Regulatory Length: Up to 2 lines, up to 9 characters per line

Additional Information Font: Adelle Sans Italic Bold, title case

Additional Information Length: Up to 1 line, up to 28 characters per line

Symbols: No parking & directional arrows

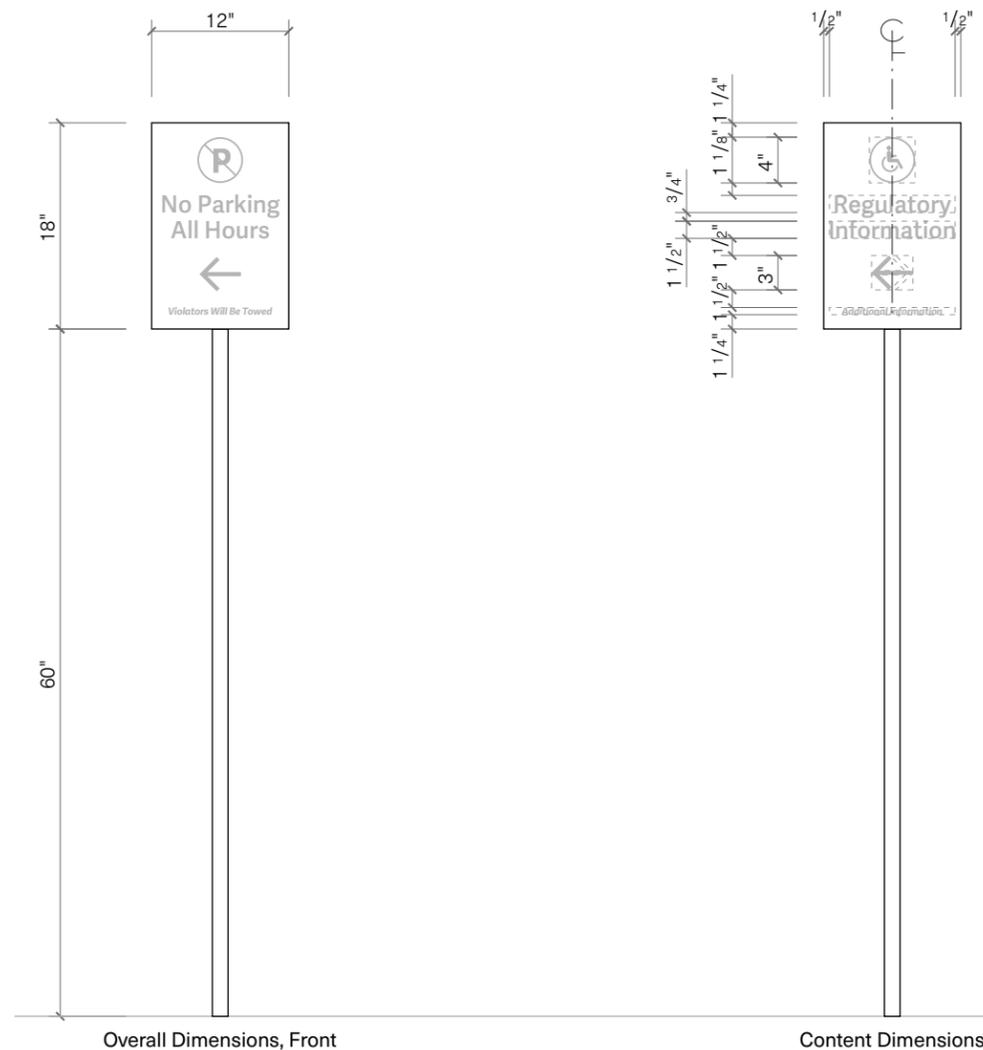
Materials

Post: 2" square aluminum tube extrusion breakaway post painted to match C9 with a satin non-glare low-VOC exterior grade protective clear coat.

Panel: Single-sided post-mounted aluminum panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat.

Symbols: Opaque direct print to match C1 and C8.

Regulatory & Additional Information: Opaque direct print to match C1.



Overall Dimensions, Front

Content Dimensions

5B

PEDESTRIAN
P-SERIES

Sign Family Overview

P-Series Sign Types

The sign types included in the P-Series Sign Family are all of the pedestrian orientation and navigation signs needed on campus to support clear visitor navigation.

Design Methodology

The signs seen on this page should be applied throughout the W&M campus, focused on areas with the highest pedestrian traffic. Graphic standards align with the W&M Brand Standards. Colors were selected as a high contrast yet timeless solution to complement materials of the W&M campus architecture and landscape.

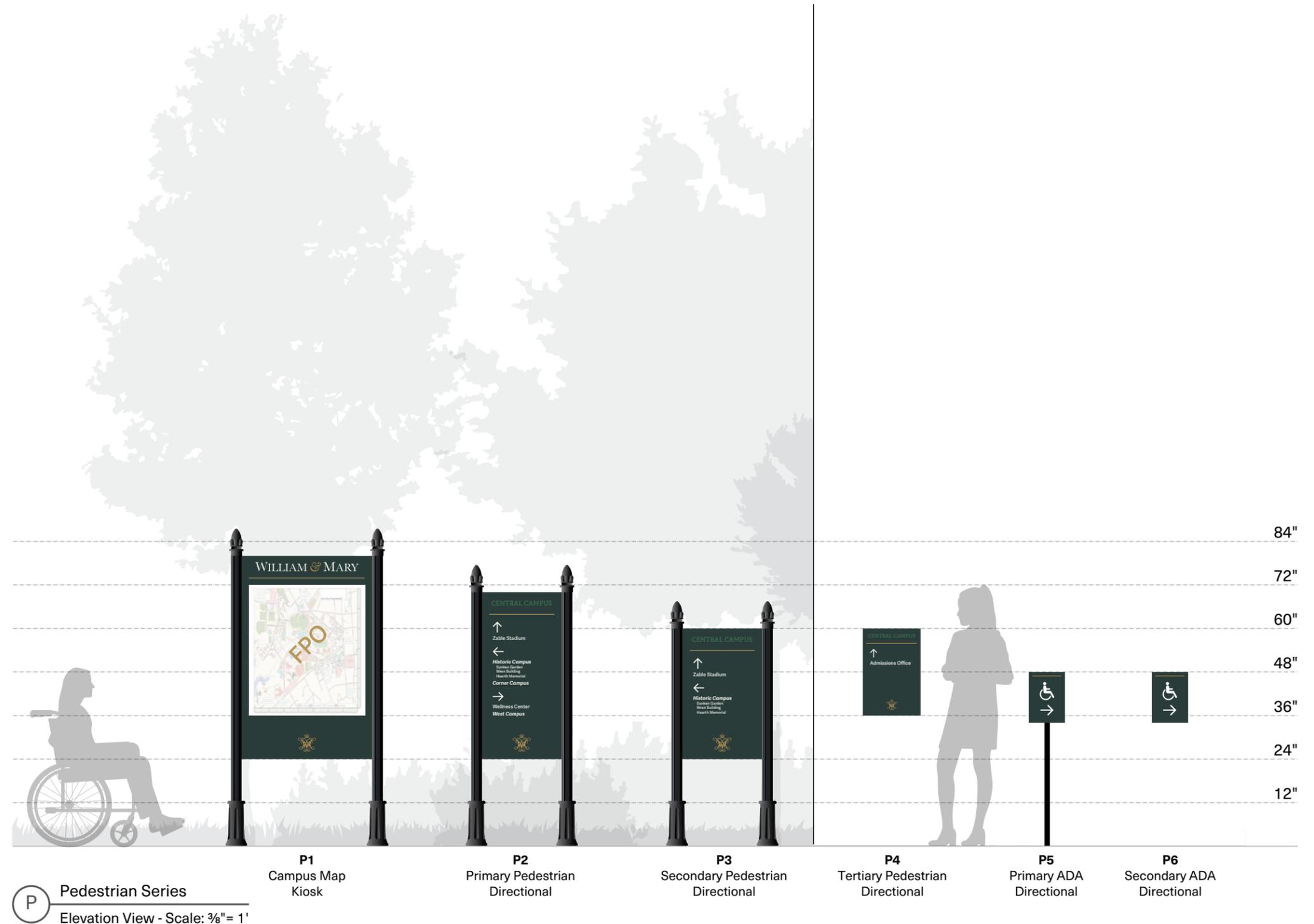
If wayfinding needs require a specific alteration to a sign type or the development of a sign type not covered here, consult the OUA on how to request adjustments to, or addition of, those sign types to these standards.

Sign Type Drawings

The sign type drawings are meant to provide Guidelines users with an understanding of each sign type's use, description, messaging requirements and limitations, and general material components.

Pedestrian: (P-Series)

- P1** Campus Map Kiosk
- P2** Primary Pedestrian Directional
- P3** Secondary Pedestrian Directional
- P4** Tertiary Pedestrian Directional
- P5** Primary ADA Directional
- P6** Secondary ADA Directional



P1: Campus Map Kiosk

Use

This sign orients pedestrian visitors to the campus.

Description

Post and panel sign, single or double-sided content depending on placement. This sign orients visitors upon their arrival to campus to where campus Key Destinations, amenities, and features are throughout the campus.

Placement

Signs should be placed near visitor parking and campus gateways as well as public plazas where campus orientation may be needed. Signs should be set back a minimum 6" from the edge of sidewalk. Signs should be oriented perpendicular to the primary pedestrian path of travel. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs. The placement must not obstruct any accessible path.

Landscape

Signs should be placed on concrete or in grass, stone, or mulch. The ground plane around the sign should protect the sign from splashing dirt, grass clippings, and damage from maintenance. No plantings or obstructions should block the view of the sign and its contents. The sign posts should be direct buried into the ground a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles.



P1 Campus Map Kiosk
Elevation & Side View - Scale: 1"= 1'

P1: Campus Map Kiosk

Messaging

Logos: Primary logo, single-line version at the top and Cypher at the bottom

Materials

Post: 3" diameter extruded aluminum fluted post in standard black powder coat.

Post Base: 13.5" high cast aluminum slip over post base in standard black powder coat.

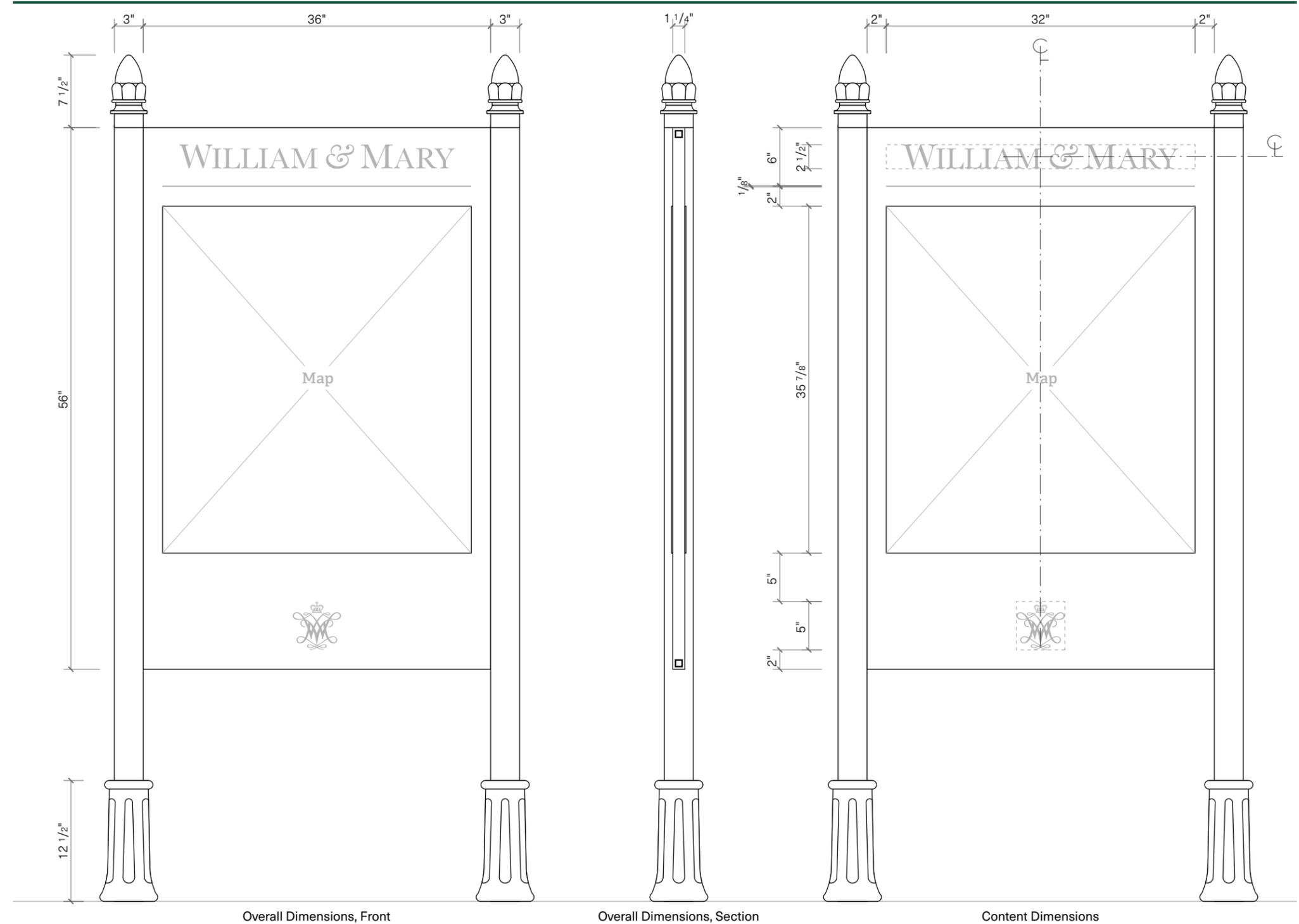
Finial: 6.5" high cast aluminum acorn in standard black powder coat.

Panel: Double-sided 1/8" thick ACM panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat.

Logos: Opaque direct print to match C1 and C8.

Horizontal Rule: Opaque direct print to match C8.

Map: Double-sided 1/8" thick custom printed high pressure laminate or Direct Embed panel attached to the sign panel with VHB tape and silicone.



P1 Campus Map Kiosk
Layout View - Scale: 1" = 1'

P2: Primary Pedestrian Directional

Use

This sign provides directional information to pedestrians at major decision points for navigation to key destinations on campus.

Description

Post and panel sign, single or double-sided content depending on placement. This sign provides continuous direction sets to visitors along their journey to key destinations. Used for locations that display multiple direction sets or longer listings.

Placement

Signs should be set back a minimum 6" from the edge of sidewalk and should be oriented perpendicular to the primary pedestrian path of travel. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs. The placement must not obstruct any accessible path.

Landscape

Signs should be placed on concrete or in grass, stone, or mulch. The ground plane around the sign should protect the sign from splashing dirt, grass clippings, and damage from maintenance. No plantings or obstructions should block the view of the sign and its contents. The sign posts should be direct buried into the ground a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles.



P2 Primary Pedestrian Directional
Elevation & Side View - Scale: 1"= 1'

P2: Primary Pedestrian Directional

Messaging

Header messaging is limited to the Neighborhood name in which the sign is installed. Content messaging is limited to the informal name of campus Key Destinations. Refer to the Messaging & Nomenclature section of these Guidelines for further information.

Header Font: Adelle Semibold, upper case

Header Length: 1 line, up to 14 characters

Symbol: Directional arrows

Content Font: Adelle Sans Semibold for Complexes, Schools and Key Destinations, Adelle Sans Bold Italic for Neighborhoods, title case

Content Length: Up to 11 lines, up to 22 characters per line

Logo: Cypher

Materials

Post: 3" diameter extruded aluminum fluted post in standard black powder coat.

Post Base: 13.5" high cast aluminum slip over post base in standard black powder coat.

Finial: 6.5" high cast aluminum acorn in standard black powder coat.

Panel: Double-sided 1/8" thick ACM panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat.

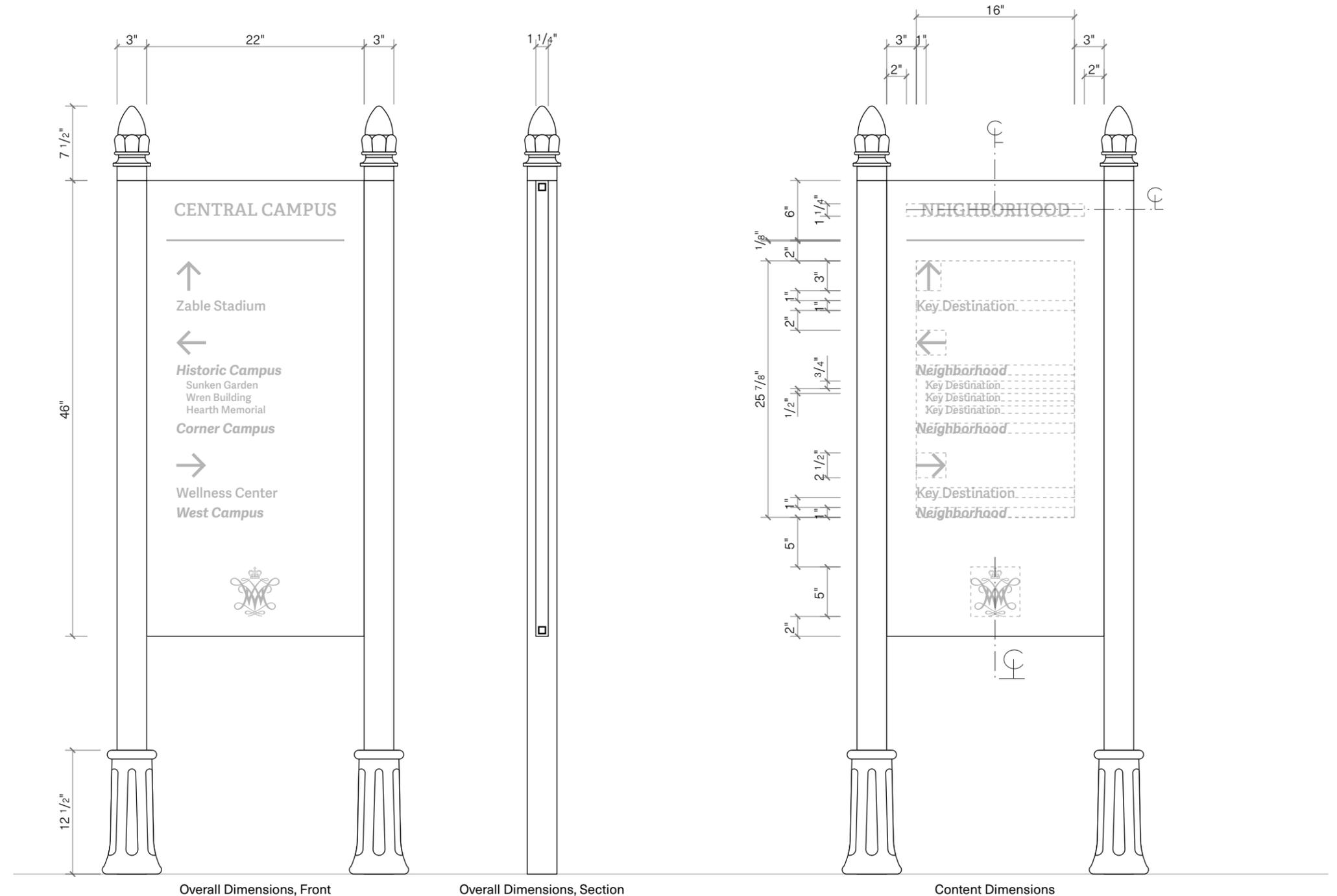
Header: Opaque direct print to match C7.

Horizontal Rule: Opaque direct print to match C8.

Symbol: Cut V1 vinyl.

Content: Cut V1 vinyl.

Logo: Opaque direct print to match C8.



P2 Primary Pedestrian Directional
 Layout View - Scale: 1" = 1'

P3: Secondary Pedestrian Directional

Use

This sign provides directional information to pedestrians at major decision points for navigation to key destinations on campus.

Description

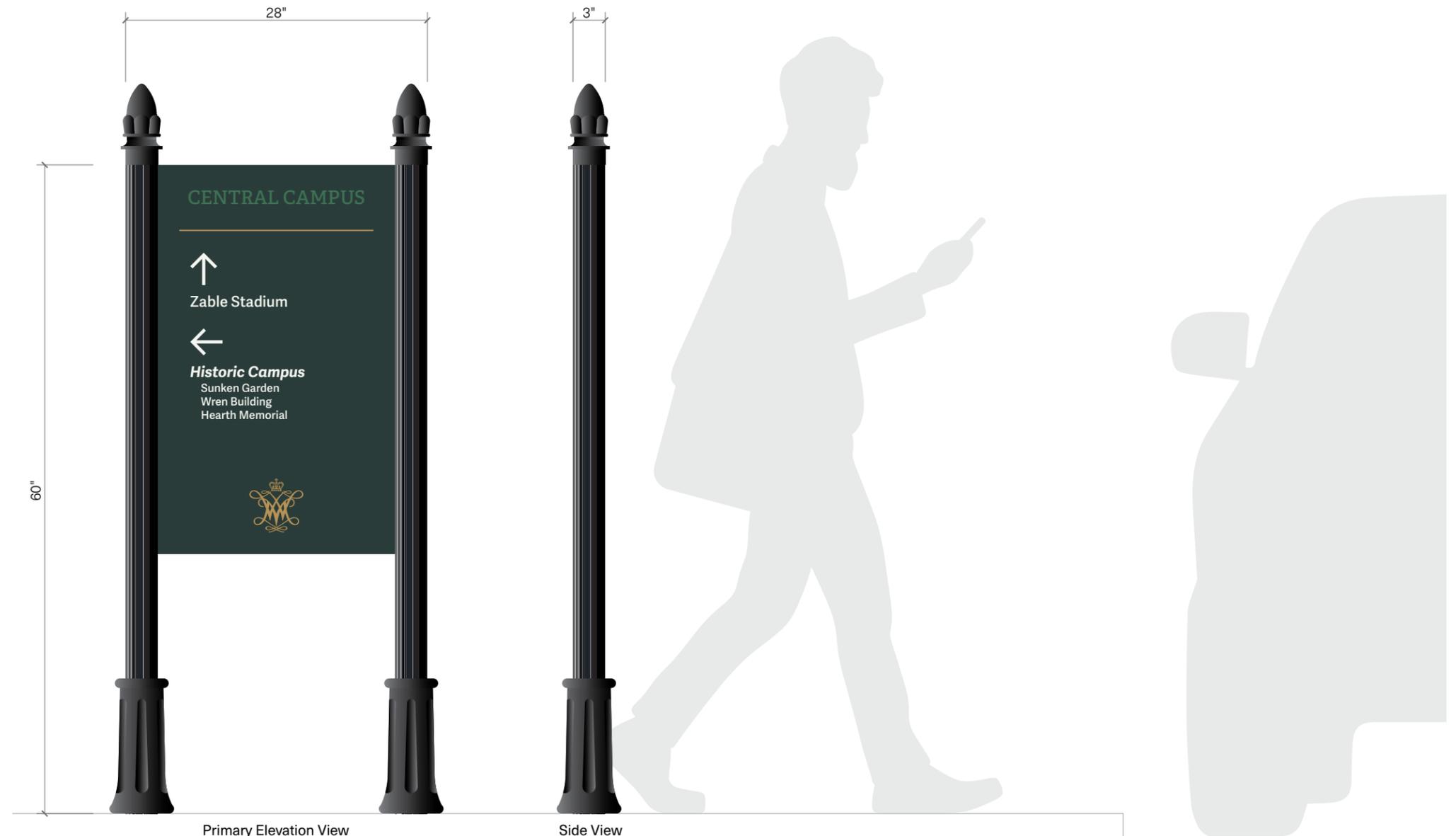
Post and panel sign, single or double-sided content depending on placement. This sign provides continuous direction sets to visitors along their journey to key destinations. Used for locations that display one or two direction sets or shorter listings.

Placement

Signs should be set back a minimum 6" from the edge of sidewalk and should be oriented perpendicular to the primary pedestrian path of travel. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs. The placement must not obstruct any accessible path.

Landscape

Signs should be placed on concrete or in grass, stone, or mulch. The ground plane around the sign should protect the sign from splashing dirt, grass clippings, and damage from maintenance. No plantings or obstructions should block the view of the sign and its contents. The sign posts should be direct buried into the ground a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles.



P3 Secondary Pedestrian Directional
Elevation & Side View - Scale: 1"= 1'

P3: Secondary Pedestrian Directional

Messaging

Header messaging is limited to the Neighborhood name in which the sign is installed. Content messaging is limited to the informal name of campus Key Destinations. Refer to the Messaging & Nomenclature section of these Guidelines for further information.

Header Font: Adelle Semibold, upper case

Header Length: 1 line, up to 14 characters

Symbol: Directional arrows

Content Font: Adelle Sans Semibold for Complexes, Schools and Key Destinations, Adelle Sans Bold Italic for Neighborhoods, title case

Content Length: Up to 8 lines, up to 22 characters per line

Logo: Cypher

Materials

Post: 3" diameter extruded aluminum fluted post in standard black powder coat.

Post Base: 13.5" high cast aluminum slip over post base in standard black powder coat.

Finial: 6.5" high cast aluminum acorn in standard black powder coat.

Panel: Double-sided 1/8" thick ACM panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat.

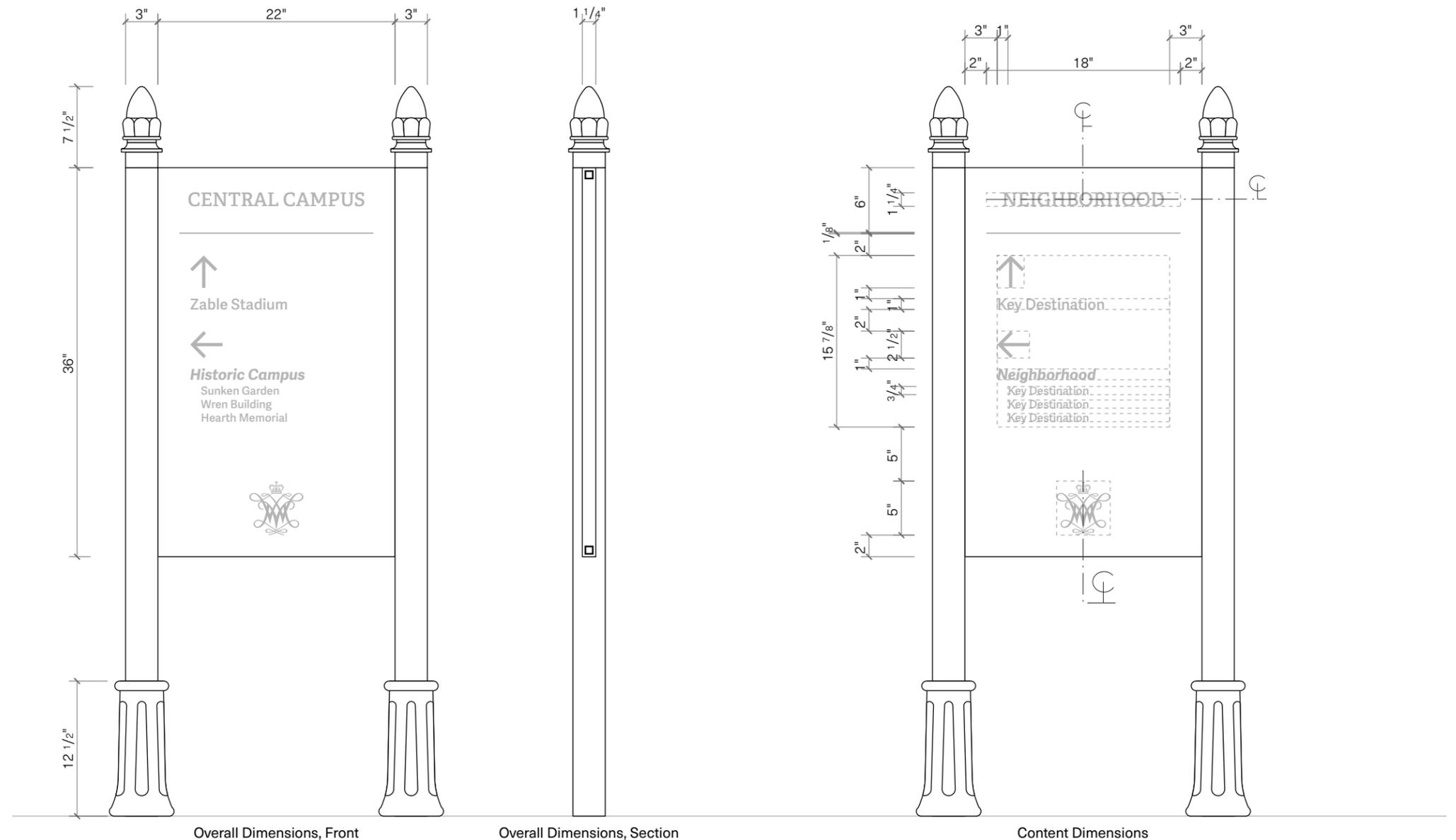
Header: Opaque direct print to match C7.

Horizontal Rule: Opaque direct print to match C8.

Symbol: Cut V1 vinyl.

Content: Cut V1 vinyl.

Logo: Opaque direct print to match C8.



P3 Secondary Pedestrian Directional
Layout View - Scale: 1" = 1'

P4: Tertiary Pedestrian Directional

Use

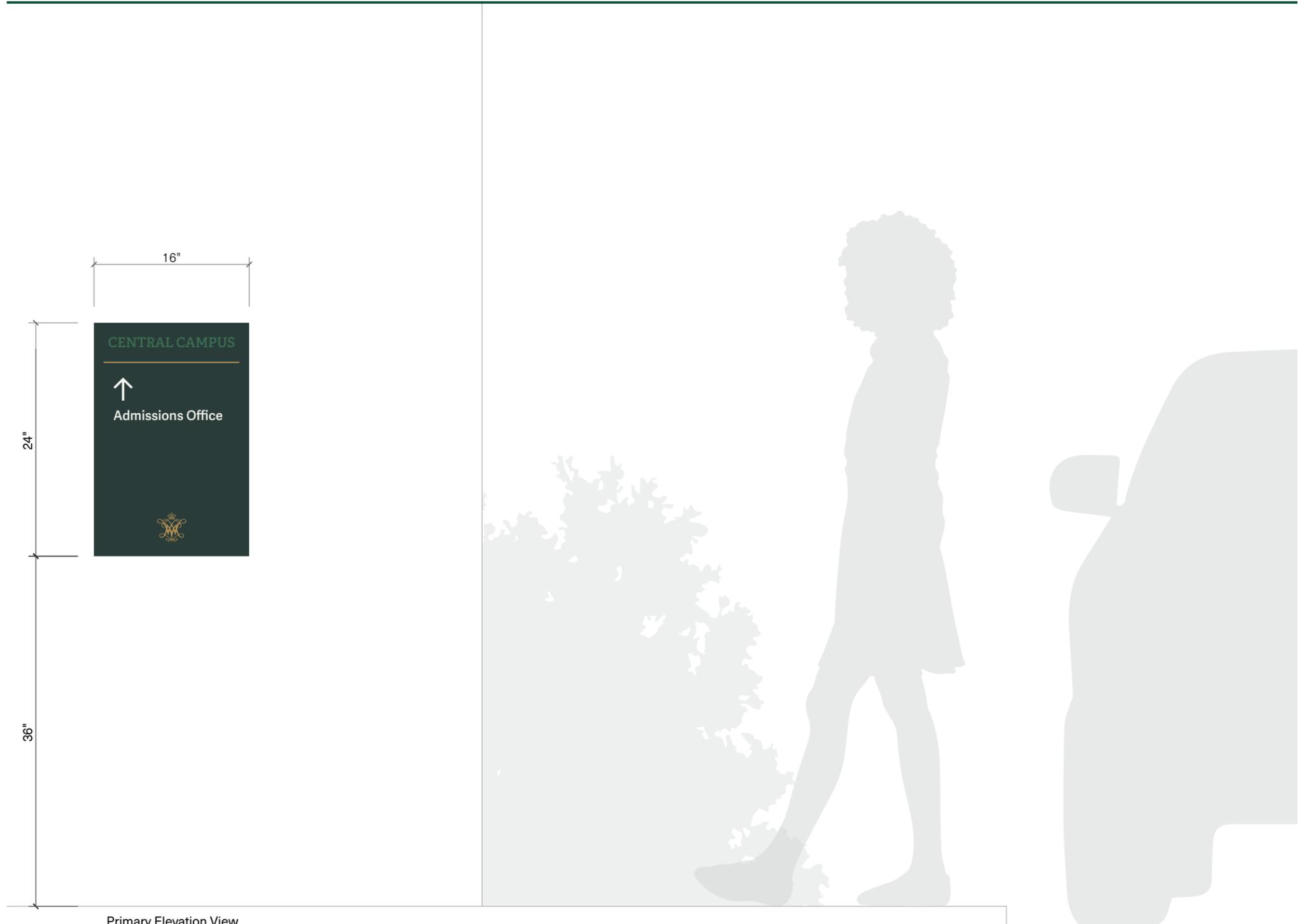
This sign provides directional information to pedestrians at tertiary decision points for navigation to key destinations on campus.

Description

Panel sign, single-sided content, mounted to a building facade. This sign provides continuous direction sets to visitors along their journey to key destinations. Used for locations that don't allow for free-standing signs or that display one direction set to a singular destination.

Placement

Signs should be mounted between 48" and 60" above the ground in a highly visible location. Maintain a 30" minimum approach clearance between small trees and signs.



Primary Elevation View

P4 Tertiary Pedestrian Directional
Elevation View - Scale: 1" = 1'

P5: Primary ADA Directional

Use

This sign provides directional information for ADA accessible paths on campus.

Description

Post and panel sign. Messaging on the sign provides directional information to the nearest ADA accessible route or building entrance.

Placement

Signs should be set back a minimum 6" from the edge of sidewalk and should be oriented perpendicular to the primary pedestrian path of travel. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs. The placement must not obstruct any accessible path.

Landscape

Signs should be placed on concrete or in grass, stone, or mulch. The ground plane around the sign should protect the sign from splashing dirt, grass clippings, and damage from maintenance. No plantings or obstructions should block the view of the sign and its contents. The sign posts should be direct buried into the ground a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles.



Primary Elevation View

P5 Primary ADA Directional
Elevation View - Scale: 1"= 1'

P5: Primary ADA Directional

Messaging

Messaging is limited to the regulations and associated symbols as provided by the OUA.

Symbols: Accessible symbol & directional arrow

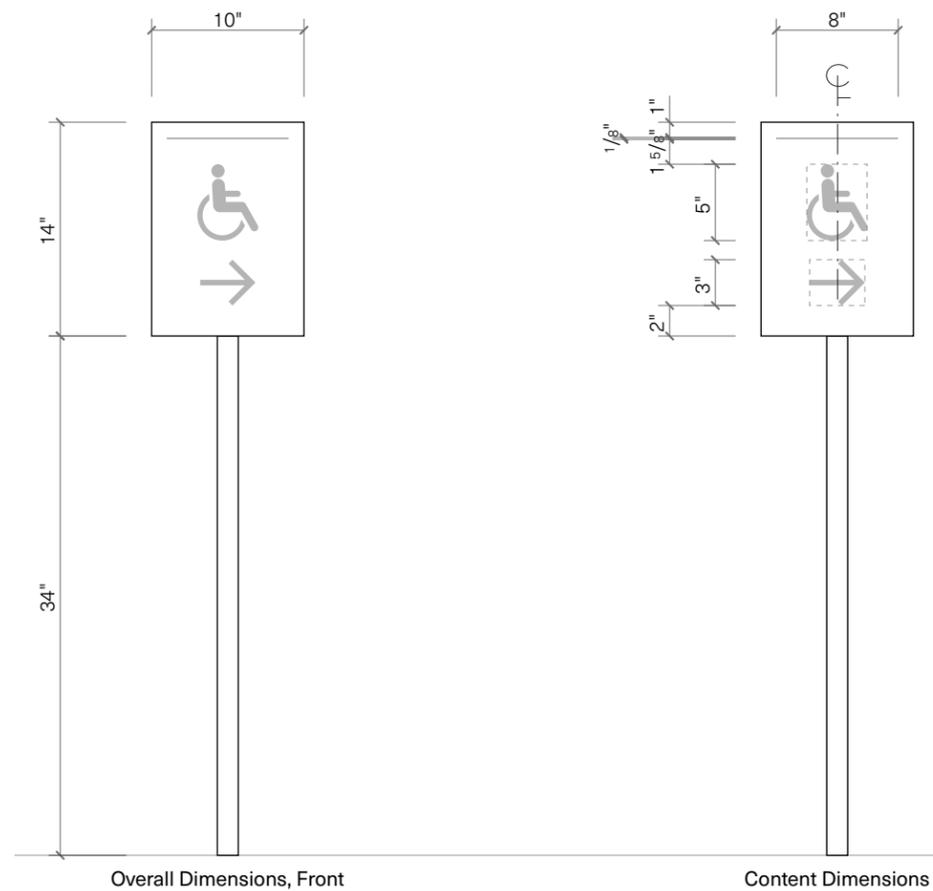
Materials

Post: 2" square aluminum tube extrusion post painted to match C9 with a satin non-glare low-VOC exterior grade protective clear coat.

Panel: Single-sided post-mounted aluminum panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat.

Horizontal Rule: Opaque direct print to match C8.

Symbols: Opaque direct print to match C1.



P5 Primary ADA Directional
Layout View - Scale: 1" = 1'

P6: Secondary ADA Directional

Use

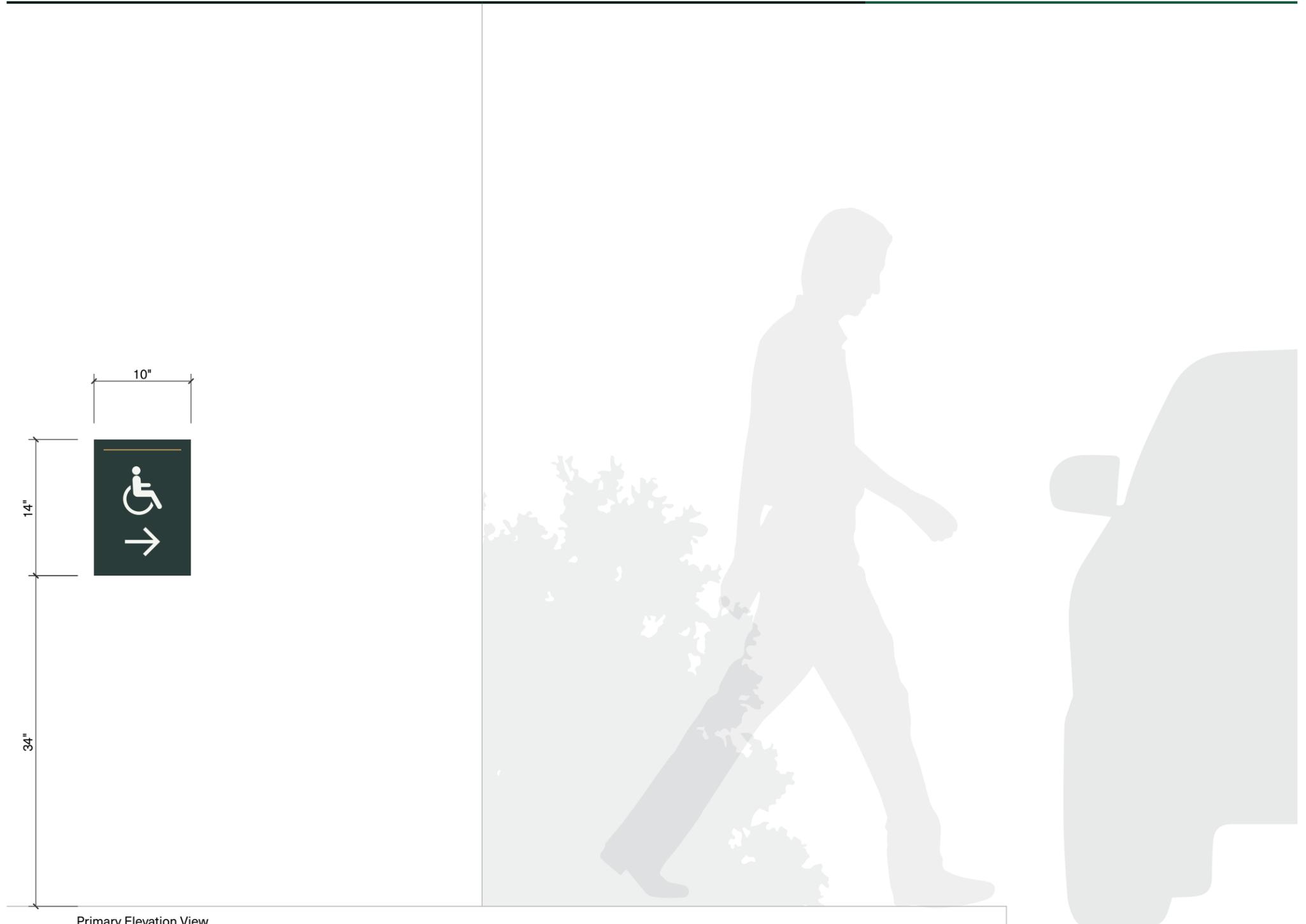
This sign provides directional information for ADA accessible entrances when that entrance is not immediately visible from the main approach.

Description

This sign provides emergency egress information. Each is a single-sided panel with messaging.

Placement

Signs should be mounted between 48" and 60" above the ground in a highly visible location. Maintain a 30" minimum approach clearance between small trees and signs.



Primary Elevation View

P6 Secondary ADA Directional
Elevation View - Scale: 1" = 1'

P6: Secondary ADA Directional

Messaging

Messaging is limited to the regulations and associated symbols as provided by the OUA.

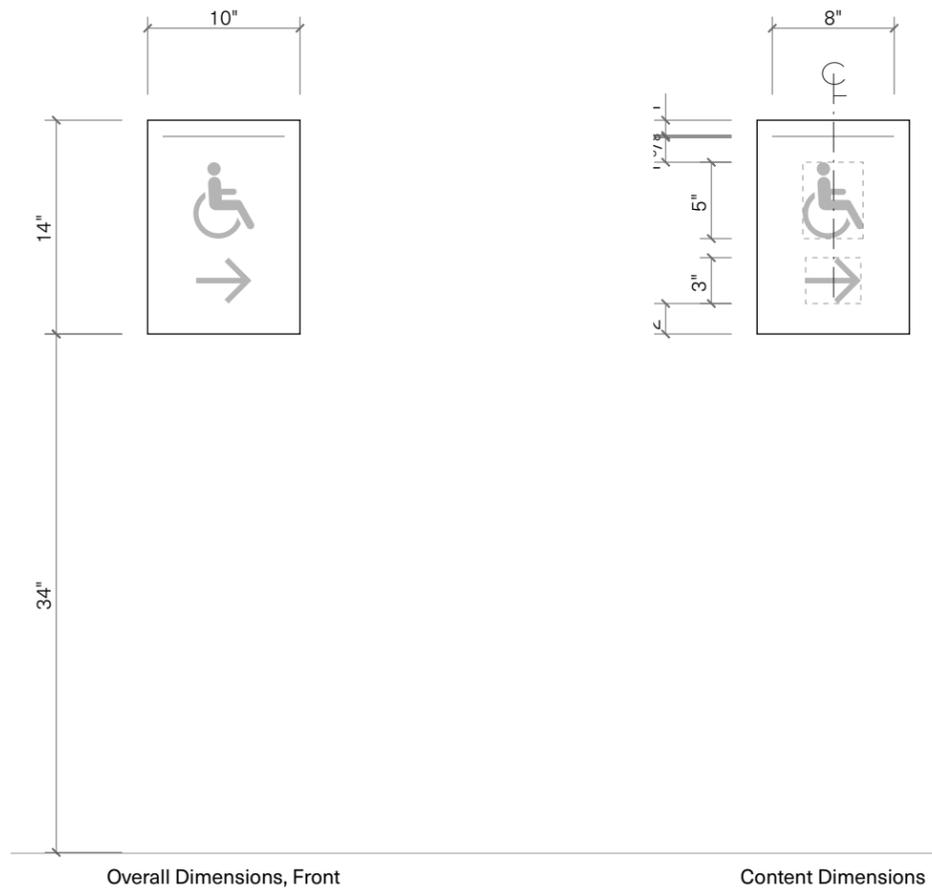
Symbols: Accessible symbol & directional arrow

Materials

Panel: Single-sided post-mounted aluminum panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat.

Horizontal Rule: Opaque direct print to match C8.

Symbols: Opaque direct print to match C1.



P6 Secondary ADA Directional
Layout View - Scale: 1" = 1'

5C

BUILDING
B-SERIES

Sign Family Overview

B-Series Sign Types

The sign types included in the B-Series Sign Family are all of the building identification and information signs needed on campus to support clear visitor destination arrival.

Design Methodology

The signs seen on this page should be applied to all buildings throughout the W&M campus. Graphic standards align with the W&M Brand Standards. Colors were selected as a high contrast yet timeless solution to complement materials of the W&M campus architecture and landscape.

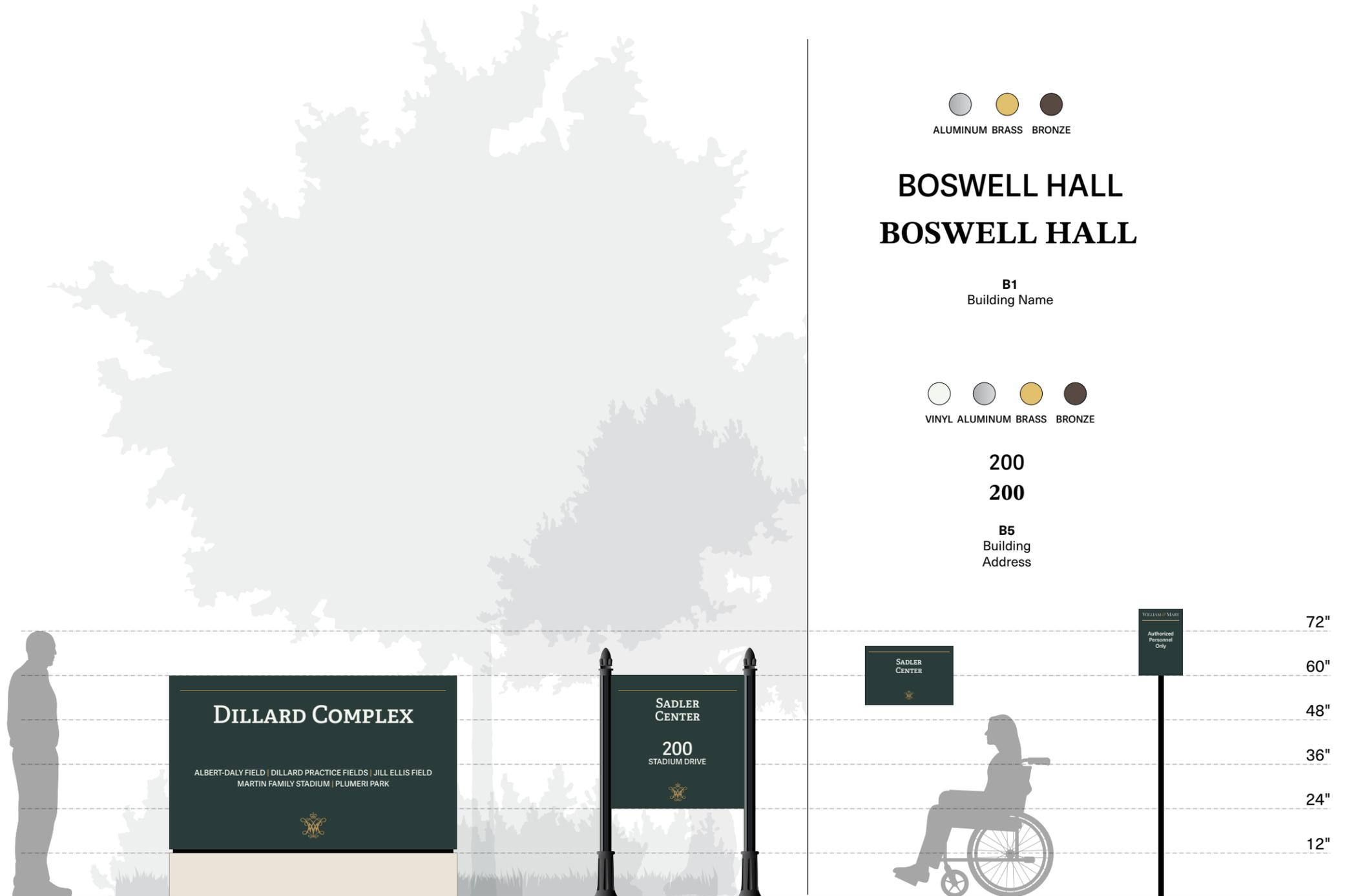
If wayfinding needs require a specific alteration to a sign type or the development of a sign type not covered here, consult the OUA on how to request adjustments to, or addition of, those sign types to these standards.

Sign Type Drawings

The sign type drawings are meant to provide Guidelines users with an understanding of each sign type's use, description, messaging requirements and limitations, and general material components.

Building: (B-Series)

- B1** Building Name
- B2** Complex ID
- B3** Building ID
- B4** Building ID Plaque
- B5** Building Address
- B6** Building Information Plaque



B Building Series
Elevation View - Scale: 3/8" = 1'

B2
Complex ID

B3
Building ID

B4
Building ID
Plaque

B6
Building Information
Plaque

ALUMINUM BRASS BRONZE

BOSWELL HALL
BOSWELL HALL

B1
Building Name

VINYL ALUMINUM BRASS BRONZE

200
200

B5
Building
Address

72"
60"
48"
36"
24"
12"

B1: Building Name

Use

This sign provides clear identification of campus buildings.

Description

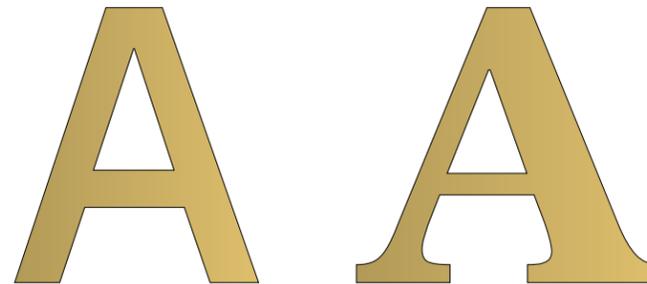
Dimensional metal letters stud mounted to an exterior wall with 1/4" spacers painted to match the exterior facade.

Placement

Sign placement will need to take into consideration site lines and architectural features and must be coordinated and approved by OUA. Signs should be placed on the primary building facade approximate to a main entry point into the building. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features.



ADELLE SANS, Semibold, Aluminum STIX, Bold, Aluminum



ADELLE SANS, Semibold, Brass STIX, Bold, Brass



ADELLE SANS, Semibold, Bronze STIX, Bold, Bronze

B1 Building Name
Elevation View - Scale: 3" = 1'

B1: Building Name

Messaging

Messaging on the sign is limited to the formal name of the building and must be approved by OUA.

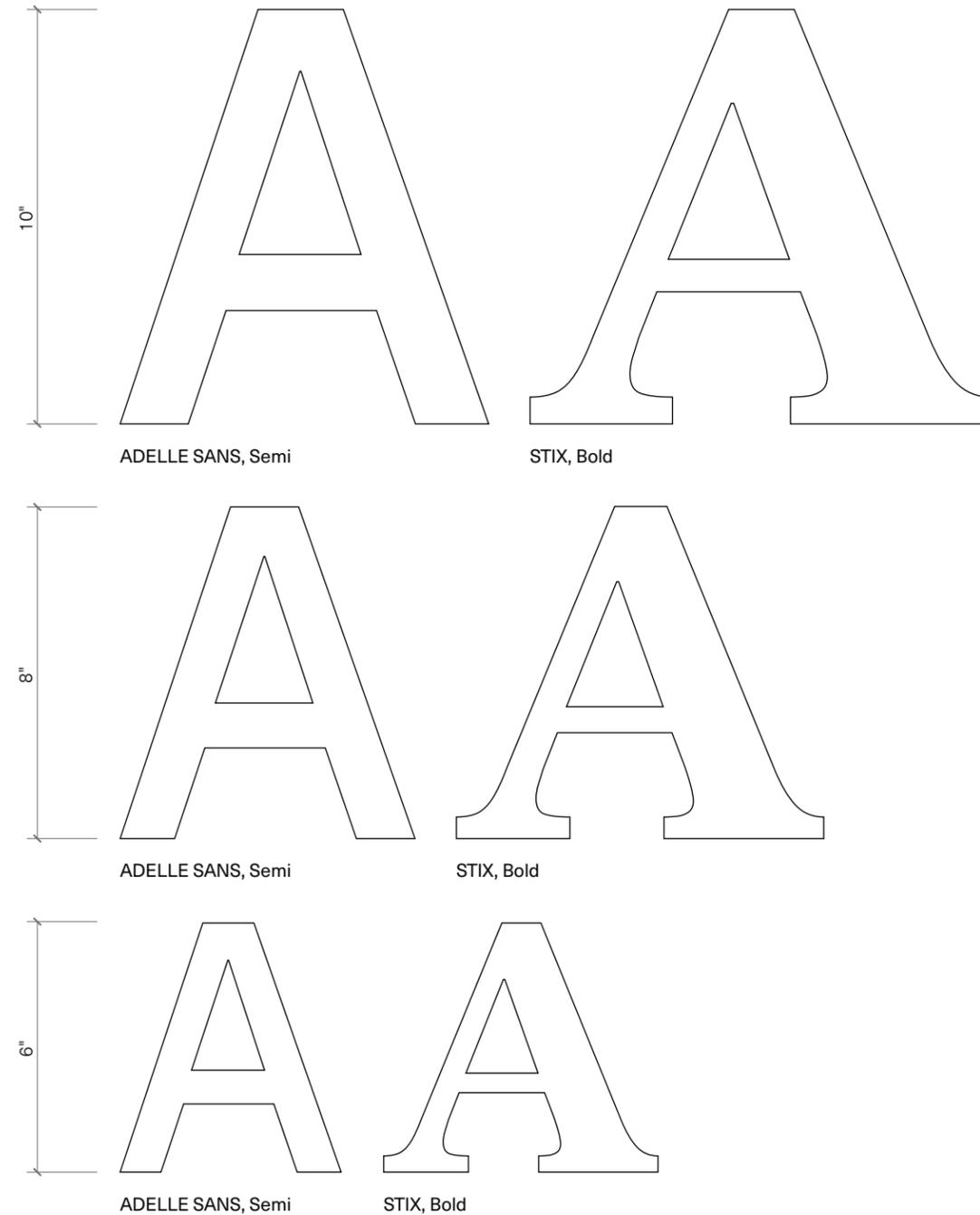
Building Name Font: Adelle Sans Semibold or STIX Bold, upper case

Building Name Scale: The final scale selected for this sign type will depend on the placement on the building and height above ground. These Guidelines provide a range of heights in 2" increments from 6" to 10" tall.

Materials

Building Name: 1/2" to 1" thick flat cut or cast anodized aluminum, brass, or bronze dimensional letterforms in a range of finishes including clear anodized aluminum, brass, and bronze. Colors to match samples or specifications from the OUA. STIX font letterforms should have a prismatic face. Adelle Sans font letterforms should have a flat face.

Spacers: 1/4" thick spacers painted to match the exterior facade.



B2: Complex ID

Use

This sign identifies large building Complexes or Schools across campus for pedestrian and vehicular traffic.

Description

Double-sided fabricated cabinet sign mounted to an architectural concrete base.

Placement

Signs should be set back a minimum 6" from the edge of sidewalk and should be oriented perpendicular to the primary pedestrian path of travel. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs. The placement must not obstruct any accessible path.

Landscape

Signs should be placed on concrete, grass, stone, or mulch. The ground plane around the sign should protect the sign from splashing dirt, grass clippings, and damage from maintenance. No plantings or obstructions should block the view of the sign and its contents.



B2 Complex ID
Elevation & Side View - Scale: 3/4" = 1'

B2: Complex ID

Messaging

Messaging on the sign is limited to the formal name of the Complex or School and the formal names of any buildings within that Complex or School and must be approved by OUA. Refer to the Messaging & Nomenclature section of these Guidelines for further information.

Complex or School Name Font: Adelle Semibold, upper case, small caps

Complex or School Name Length: 2 lines, up to 18 characters per line

Building Name(s) Font: Adelle Sans Semibold, upper case

Building Name(s) Font: 2 lines, up to 63 characters per line

Logo: Cypher

Materials

Sign Panel: Double-sided 1/4" thick ACM panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat.

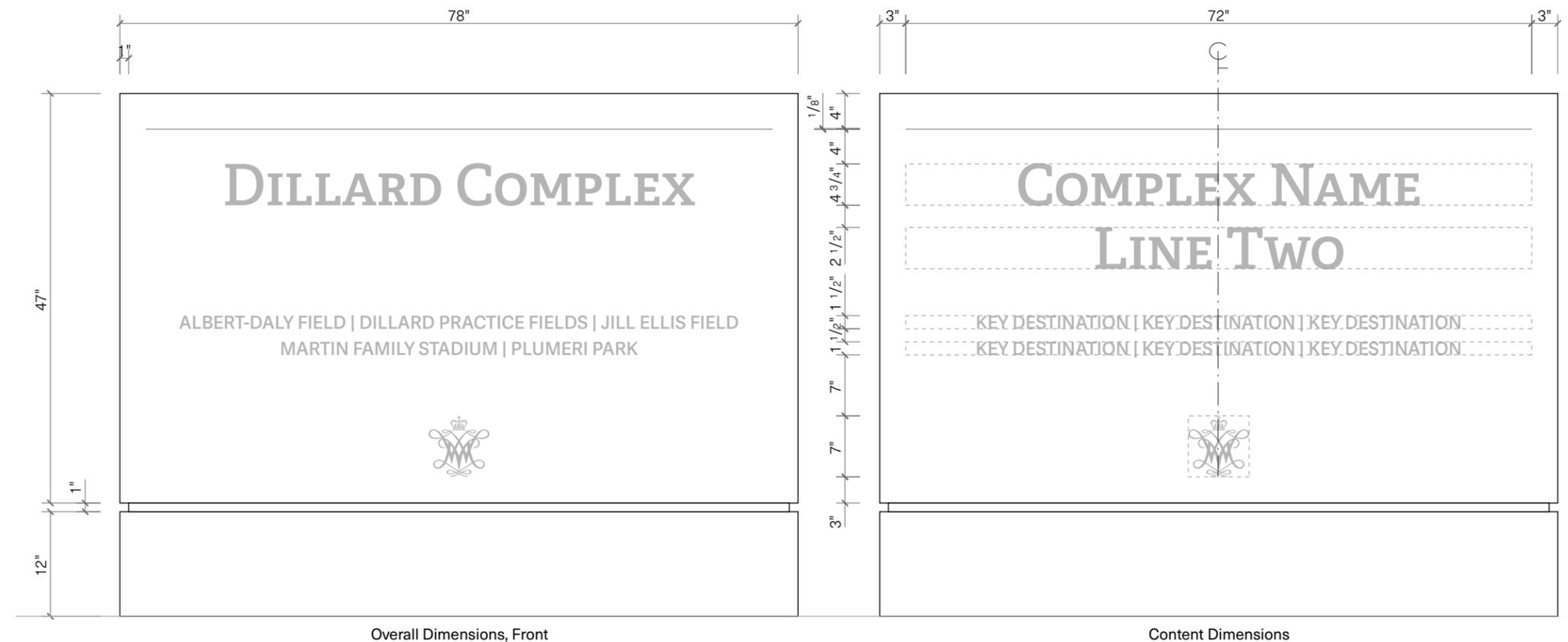
Horizontal Rule: Opaque direct print to match C8.

Complex or School Name & Building Name(s): Cut V6 reflective vinyl.

Vertical Rule: Opaque direct print to match C8.

Logo: Opaque direct print to match C8.

Base: Architectural concrete.



B2 Complex ID
Layout View - Scale: 3/4" = 1'

B3: Building ID

Use

This sign identifies buildings across campus for pedestrian and vehicular traffic.

Description

Post and panel sign, single or double-sided content depending on placement.

Placement

Signs should be set back a minimum 6" from the edge of sidewalk and should be oriented perpendicular to the primary pedestrian path of travel. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs. The placement must not obstruct any accessible path.

Landscape

Signs should be placed on concrete, grass, stone, or mulch. The ground plane around the sign should protect the sign from splashing dirt, grass clippings, and damage from maintenance. No plantings or obstructions should block the view of the sign and its contents. The sign posts should be direct buried into the ground a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles.



B3 Building ID
Elevation & Side View - Scale: 3/4" = 1'

B3: Building ID

Messaging

Messaging on the sign is limited to the formal name and official street address of the building and must be approved by OUA. Refer to the Messaging & Nomenclature section of these Guidelines for further information.

Building Name Font: Adelle Semibold, upper case, small caps

Building Name Length: 3 lines, up to 15 characters per line

Address Font: Adelle Sans Semibold, upper case

Address Numeral Length: 1 line, up to 11 characters

Address Street Name Length: 1 line, up to 24 characters

Logo: Cypher

Materials

Post: 3" diameter extruded aluminum fluted post in standard black powder coat.

Post Base: 13.5" high cast aluminum slip over post base in standard black powder coat.

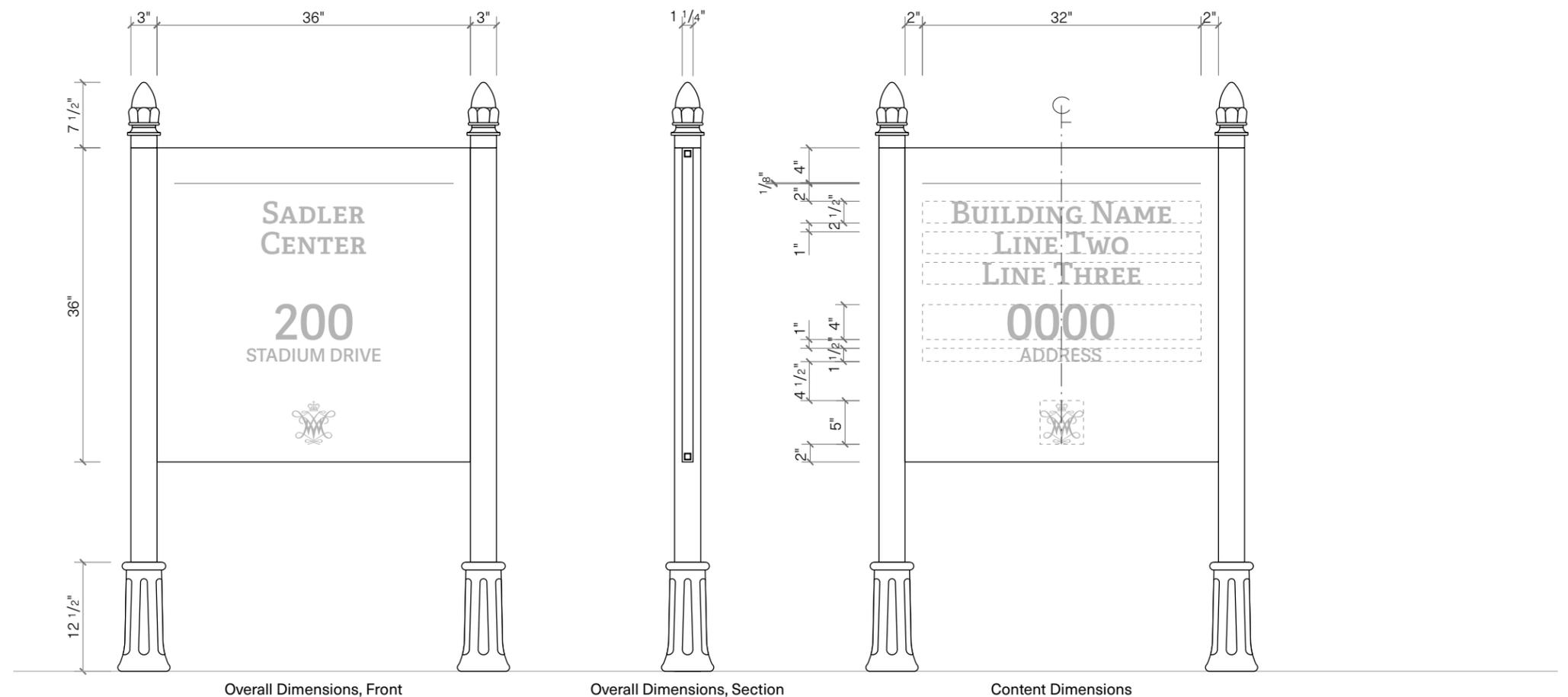
Finial: 6.5" high cast aluminum acorn in standard black powder coat.

Panel: Double-sided 1/8" thick ACM panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat.

Horizontal Rule: Opaque direct print to match C8.

Building Name & Address: Cut V6 reflective vinyl.

Logo: Opaque direct print to match C8.



B3 Building ID
 Layout View - Scale: 3/4" = 1'

B4: Building ID Plaque

Use

This sign identifies building entrances across campus for pedestrian traffic.

Description

Panel sign, single-sided content, mounted to a building facade. Used to identify primary entrances to buildings across campus.

Placement

Signs should be mounted between 48" and 60" above the ground in a highly visible location. Maintain a 30" minimum approach clearance between small trees and signs.



Primary Elevation View

B4 Building ID Plaque
Elevation View - Scale: 3/4" = 1'

B4: Building ID Plaque

Messaging

Messaging on the sign is limited to the formal name of the building and must be approved by OUA. Refer to the Messaging & Nomenclature section of these Guidelines for further information.

Building Name Font: Adelle Semibold, upper case, small caps

Building Name Length: 3 lines, up to 17 characters per line

Logo: Cypher

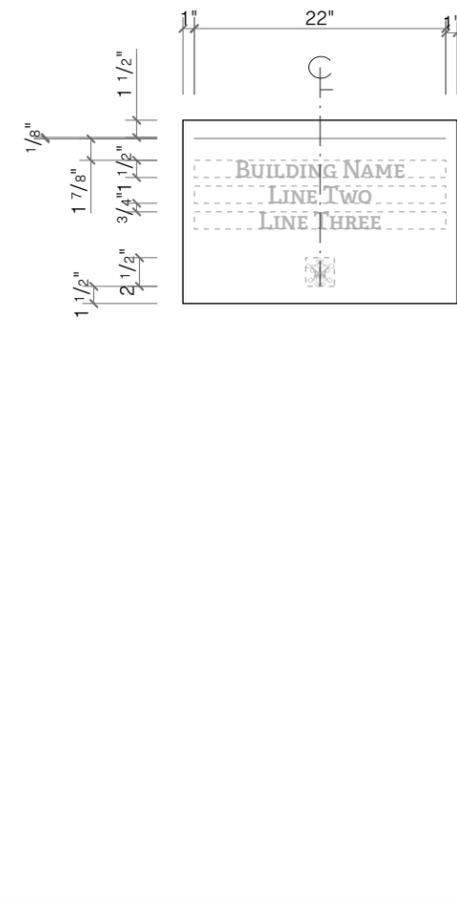
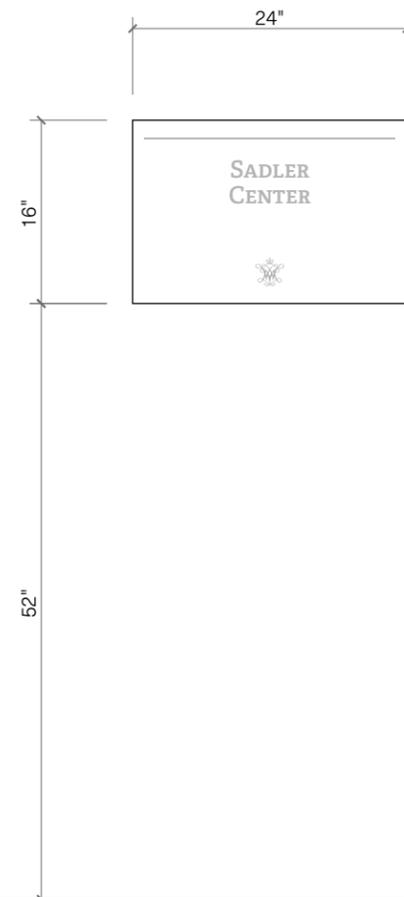
Materials

Panel: Single-sided wall-mounted 1/8" thick aluminum panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat.

Horizontal Rule: Opaque direct print to match C8.

Building Name: Opaque direct print to match C1

Logo: Opaque direct print to match C8.



Overall Dimensions, Front

Content Dimensions

B4 Building ID Plaque
Layout View - Scale: 3/4" = 1'

B5: Building Address

Use

This sign provides clear identification of building addresses numerals for deliveries and first responders.

Description

Metal or cut vinyl lettering in a variety of color options.

Placement

Sign placement will need to take into consideration site lines and architectural features and must be coordinated and approved by OUA as well as the local fire marshal. Signs should be placed for maximum visibility upon approach from the fire lane. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features.

ADELLE SANS, Semi, Vinyl

STIX, Bold, Vinyl

ADELLE SANS, Semi, Aluminum

STIX, Bold, Aluminum

ADELLE SANS, Semi, Brass

STIX, Bold, Brass

ADELLE SANS, Semi, Bronze

STIX, Bold, Bronze

B5: Building Address

Messaging

Messaging on the sign is limited to the approved street address numeral corresponding with emergency responder maps.

Numeral Font: Adelle Sans Semibold or STIX Bold, upper case

Numeral Length: 1 line, up to 6 characters

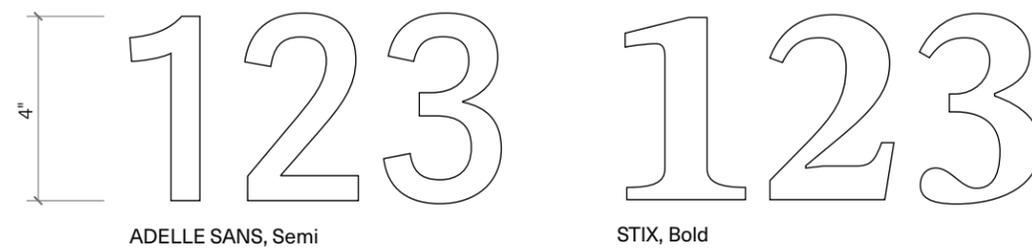
Materials

Aluminum Option

Numeral: 1/4" thick flat cut or cast anodized aluminum, brass, or bronze dimensional letterforms in a range of finishes including clear anodized aluminum, brass, and bronze. Colors to match samples or specifications from the OUA. STIX font letterforms should have a prismatic face. Adelle Sans font letterforms should have a flat face.

Vinyl Option

Numeral: Cut V1 vinyl mounted to exterior surface of building glazing.



B6: Building Information Plaque

Use

This sign provides additional information for specific zones or uses on campus.

Description

Post and panel sign. Messaging on the sign provides building related information.

Placement

Signs should be set back a minimum 6" from the edge of sidewalk and should be oriented perpendicular to the primary pedestrian path of travel. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. Maintain a 30" minimum approach clearance between small trees and signs. The placement must not obstruct any accessible path.

Landscape

Signs should be placed on concrete or in grass, stone, or mulch. The ground plane around the sign should protect the sign from splashing dirt, grass clippings, and damage from maintenance. No plantings or obstructions should block the view of the sign and its contents. The sign posts should be direct buried into the ground a sufficient depth to meet all structural requirements and prevent issues with freeze/thaw cycles.



Primary Elevation View

B6 Information Plaque
Elevation View - Scale: 3/4" = 1'

B6: Building Information Plaque

Messaging

Messaging is limited to the building information, regulations, and any associated symbols as provided by the OUA.

Symbols: Full range of available symbols as necessary for communication of associated building information.

Content Font: Adelle Sans Semibold, title case

Content Length: Varies depending on content

Materials

Post: 2" square aluminum tube extrusion post painted to match C9 with a satin non-glare low-VOC exterior grade protective clear coat.

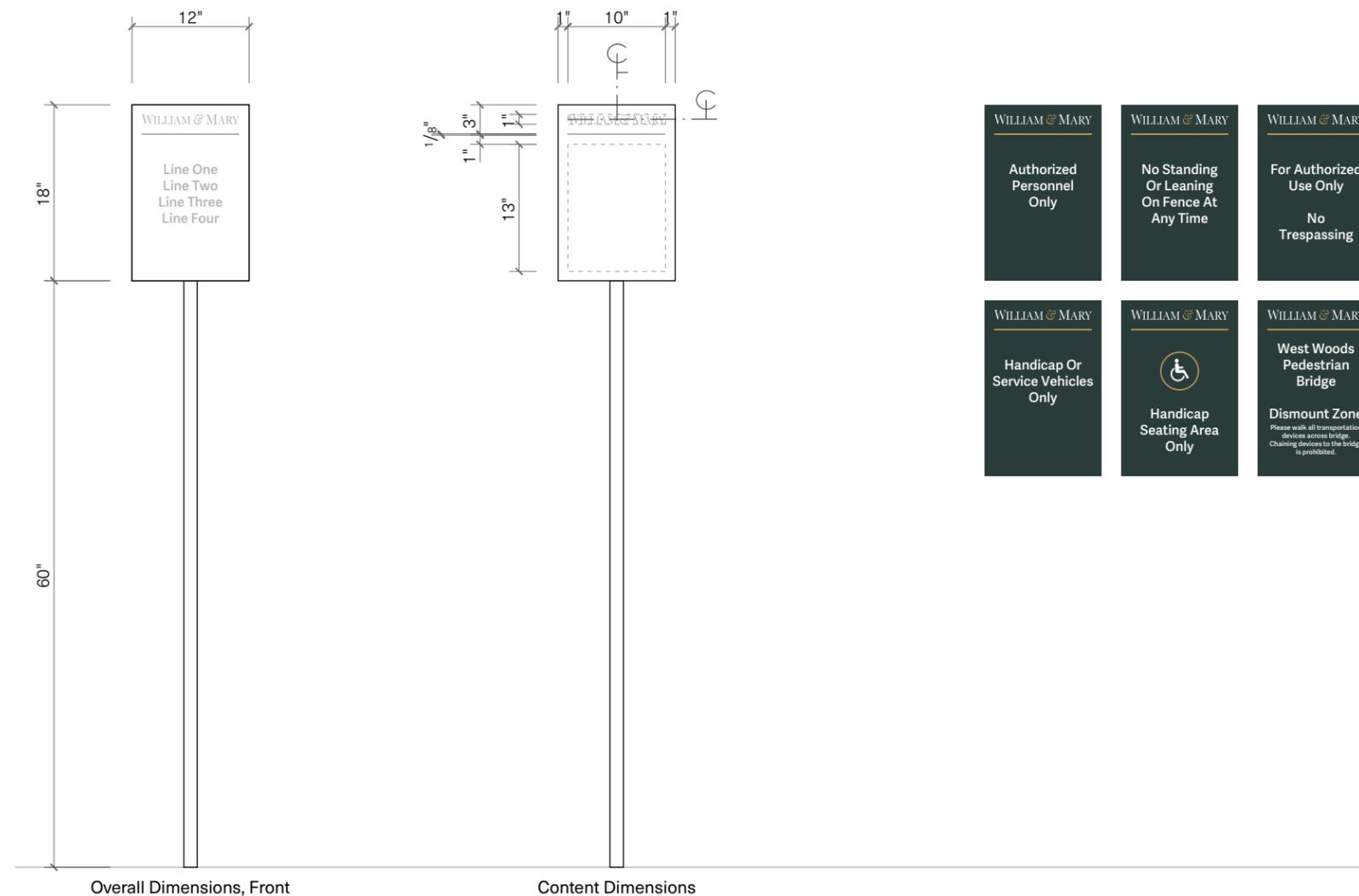
Panel: Single-sided post-mounted aluminum panel painted to match C6 with a satin non-glare low-VOC exterior grade protective clear coat.

Logo: Opaque direct print to match C1 and C8.

Horizontal Rule: Opaque direct print to match C8.

Symbols: Opaque direct print to match C1.

Content: Opaque direct print to match C1.



B6 Building Information Plaque
Layout View - Scale: 3/4" = 1'

B6 Building Information Plaque
Group Layout View - Scale: 3/4" = 1'

5D

TEMPORARY
T-SERIES

Sign Family Overview

T-Series Sign Types

The sign types included in the T-Series Sign Family are a series of temporary signs needed on campus to support clear visitor navigation and information for parking or wayfinding during special events or temporary campus conditions.

Design Methodology

The signs seen on this page should be applied to throughout the W&M campus for events or temporary conditions. These sign types should not be permanent solutions to wayfinding or visitor information. Graphic standards align with the W&M Brand Standards.

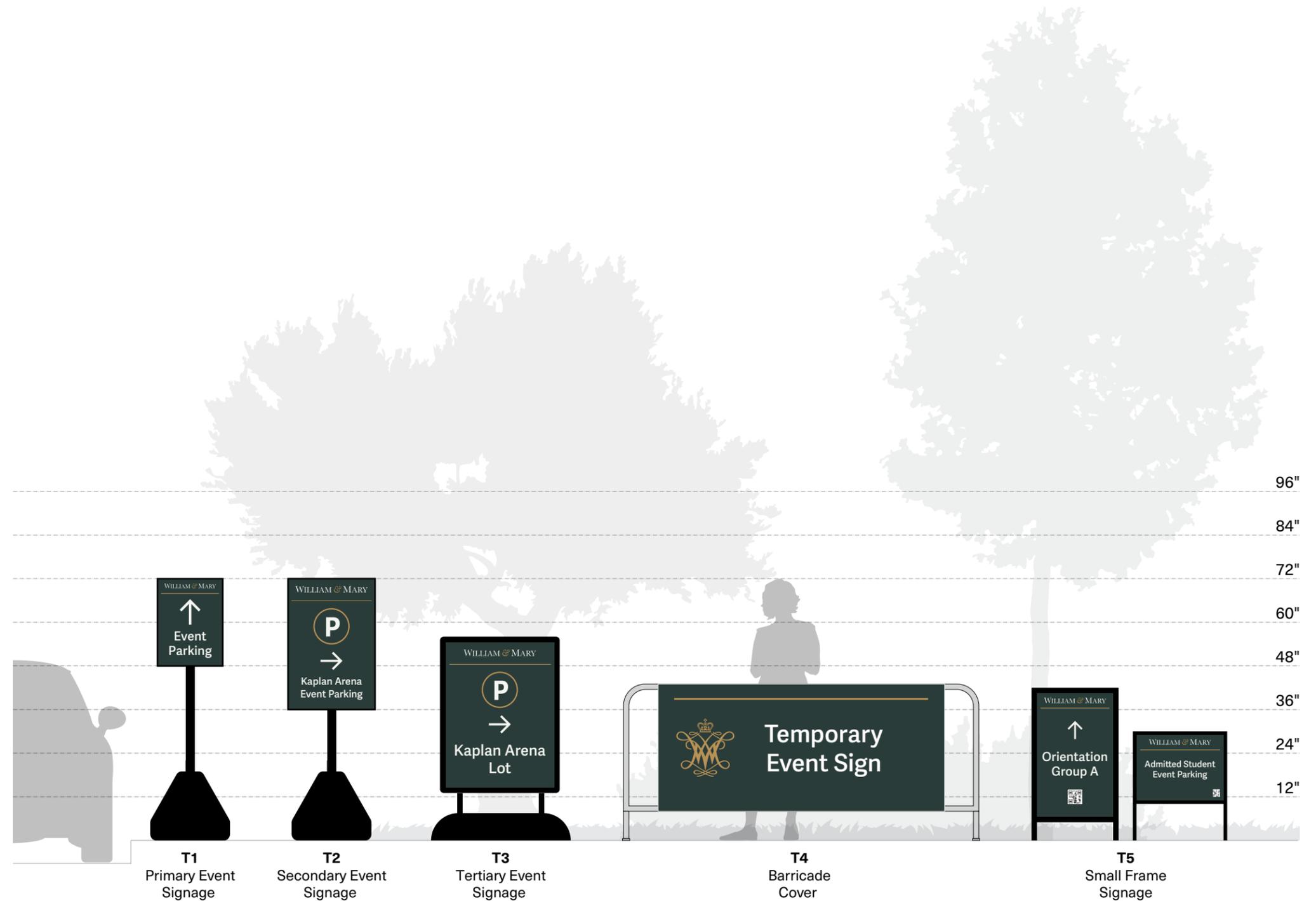
If wayfinding or informational needs require a specific alteration to a sign type or the development of a sign type not covered here, consult the OUA on how to request adjustments to, or addition of, those sign types to these standards.

Sign Type Drawings

The sign type drawings are meant to provide Guidelines users with an understanding of each sign type's use, description, messaging requirements and limitations, and general material components.

Temporary: (T-Series)

- T1 Primary Event Signage
- T2 Secondary Event Signage
- T3 Tertiary Event Signage
- T4 Barricade Cover
- T5 Small Frame Signage



T Temporary Series
Elevation View - Scale: 3/8" = 1'

T1: Primary Event Signage

Use

This sign provides a portable structure with a customizable template for the display of event directional and regulatory information.

Placement

Sign placement will be coordinated with OUA in response to event needs. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. The placement must not obstruct any accessible path.



T1 Primary Event Signage
Elevation View - Scale: 3/4" = 1'

T1: Primary Event Signage

Messaging

All messaging will be provided or approved by the OUA.

Logo: Primary Logo, single-line version

Materials

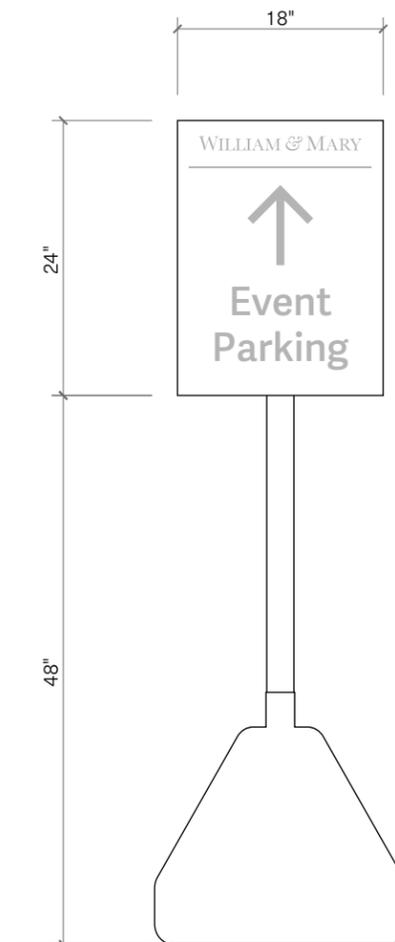
This sign is a portable stanchion weighted post with frame and custom printed graphics.

Frame Color: Black

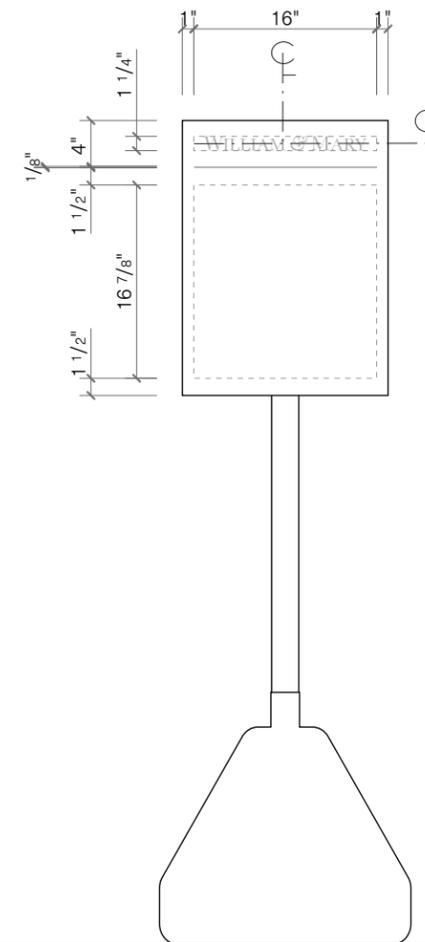
Content Color: Varies

[T1 Sample A](#)

[T1 Sample B](#)



Overall Dimensions, Front



Content Dimensions

T1 Primary Event Signage
Layout View - Scale: 3/4" = 1'

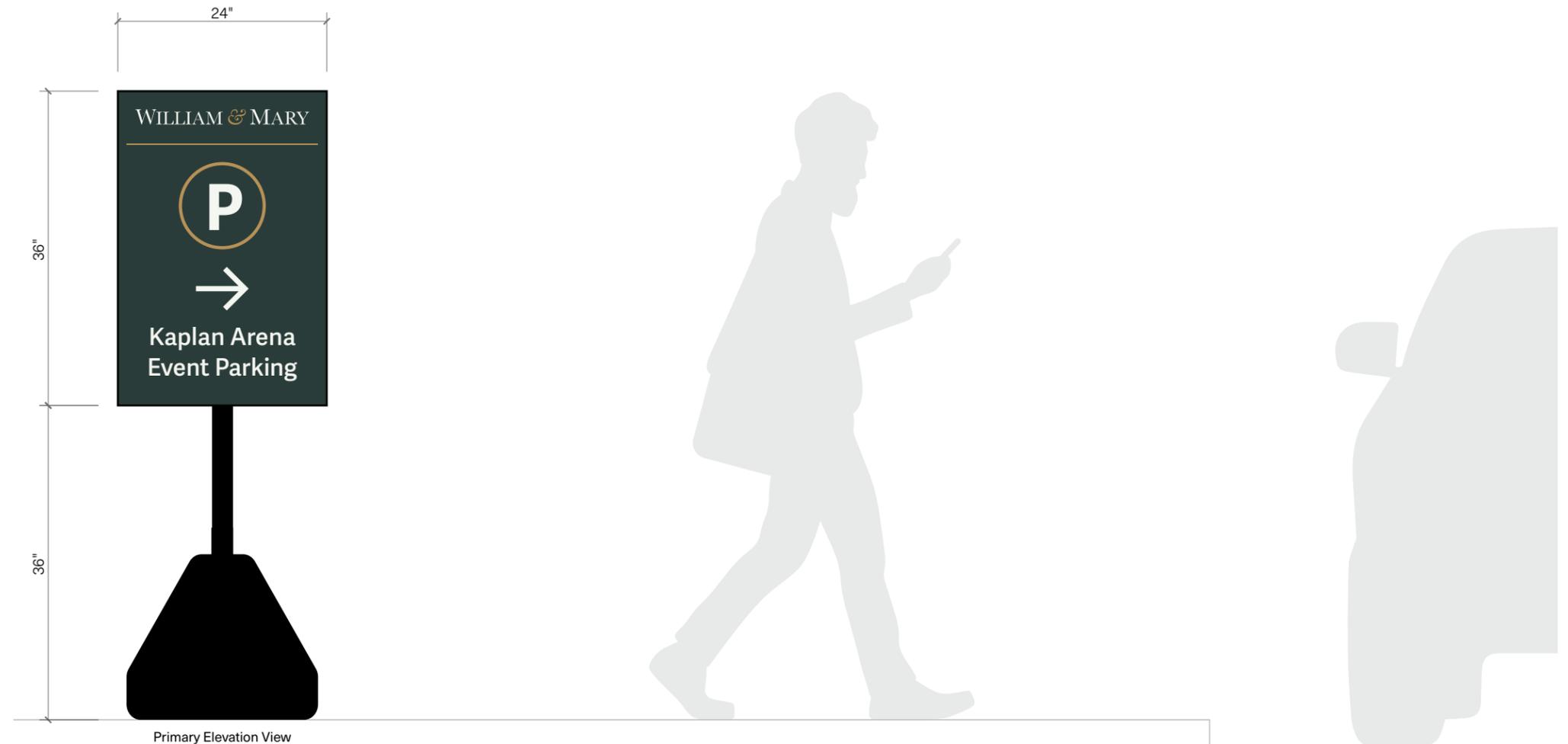
T2: Secondary Event Signage

Use

This sign provides a portable structure with a customizable template for the display of event directional and parking information.

Placement

Sign placement will be coordinated with OUA in response to event needs. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. The placement must not obstruct any accessible path.



Primary Elevation View

T2 Secondary Event Signage
Elevation View - Scale: 3/4" = 1'

T2: Secondary Event Signage

Messaging

All messaging will be provided or approved by the OUA.

Logo: Primary Logo, single-line version

Materials

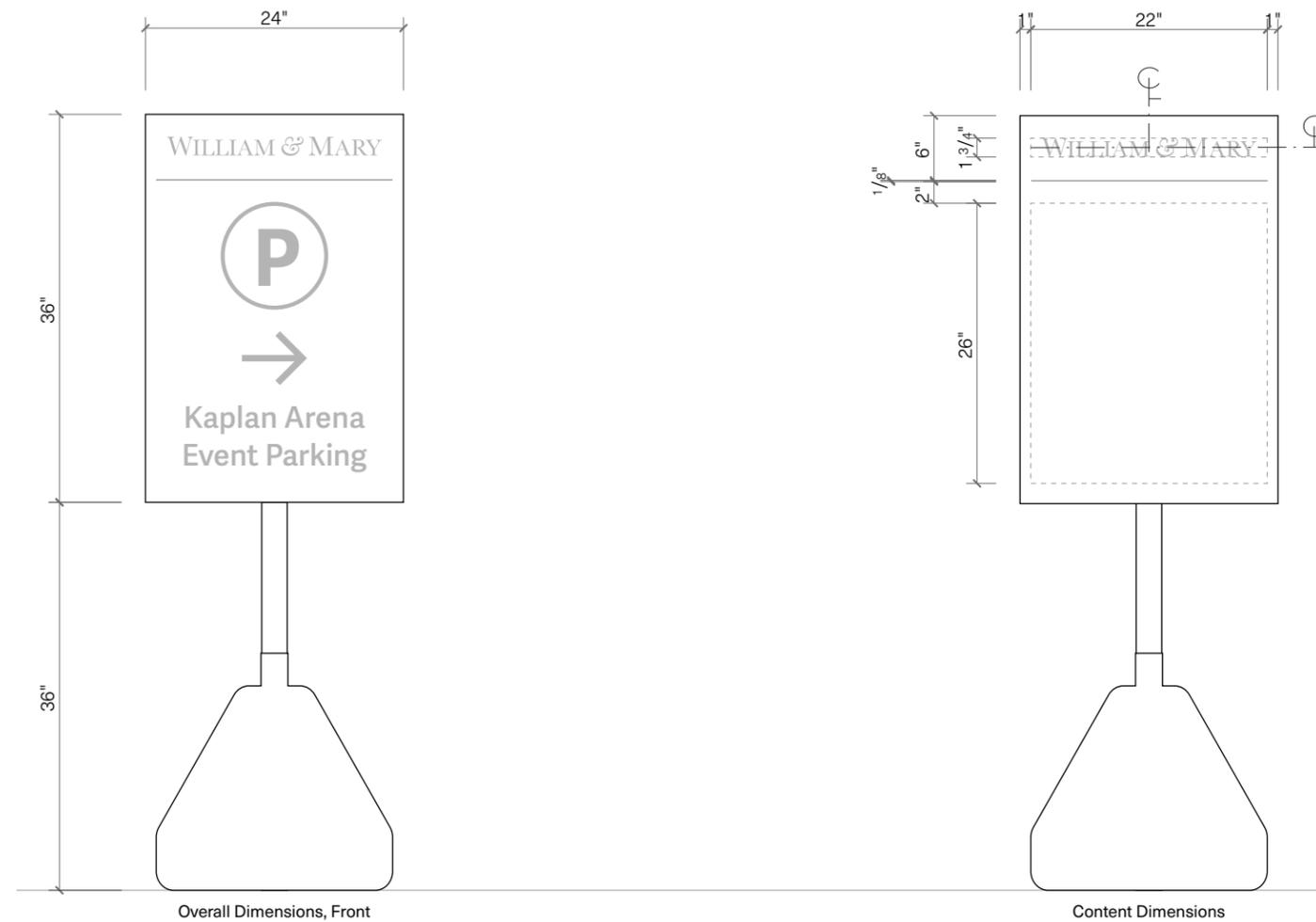
This sign is a portable stanchion weighted post with frame and custom printed graphics.

Frame Color: Black

Content Color: Varies

[T2 Sample A](#)

[T2 Sample B](#)



T2 Secondary Event Signage
Layout View - Scale: 3/4" = 1'

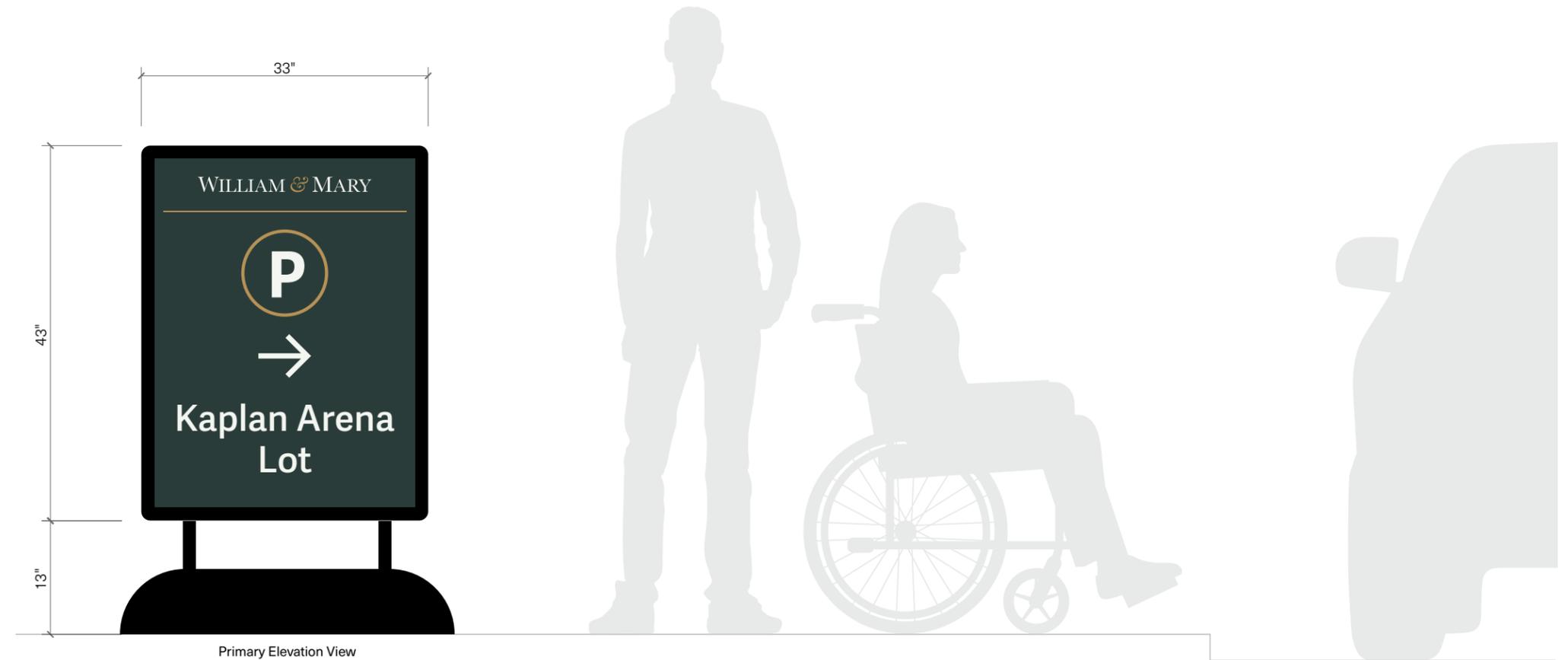
T3: Tertiary Event Signage

Use

This sign provides a portable structure with a customizable template for the display of event directional and parking information.

Placement

Sign placement will be coordinated with OUA in response to event needs. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. The placement must not obstruct any accessible path.



Primary Elevation View

T3 Tertiary Event Signage
Elevation View - Scale: 3/4" = 1'

T3: Tertiary Event Signage

Messaging

All messaging will be provided or approved by the OUA.

Logo: Primary Logo, single-line version

Materials

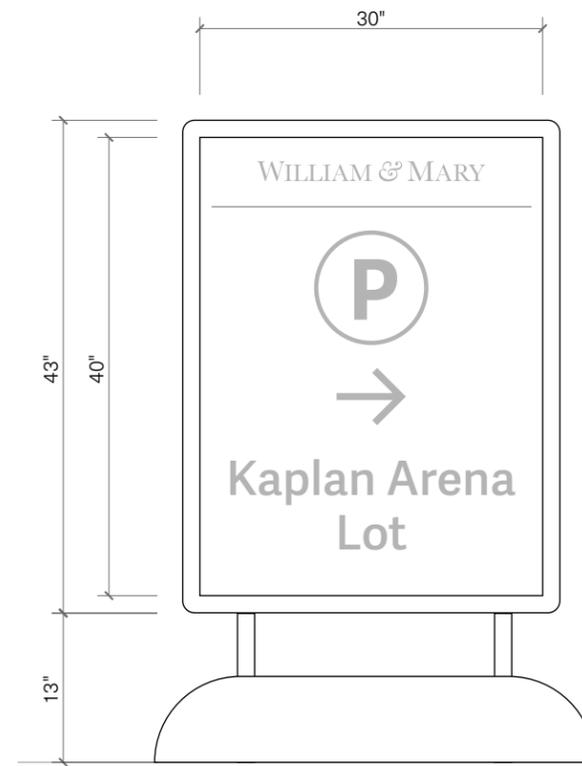
This sign is a portable stanchion weighted post with frame and custom printed graphics.

Frame Color: Black

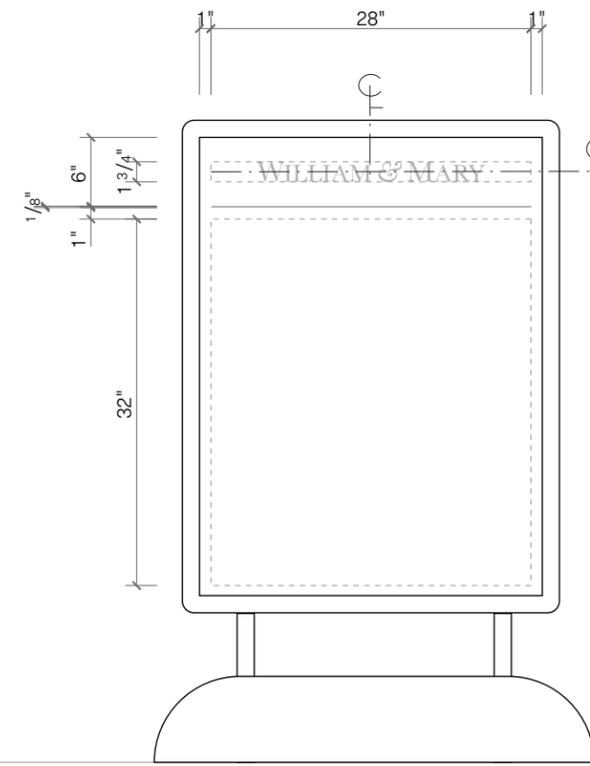
Content Color: Varies

[T3 Sample A](#)

[T3 Sample B](#)



Overall Dimensions, Front



Content Dimensions

T3 Tertiary Event Signage
Layout View - Scale: 3/4" = 1'

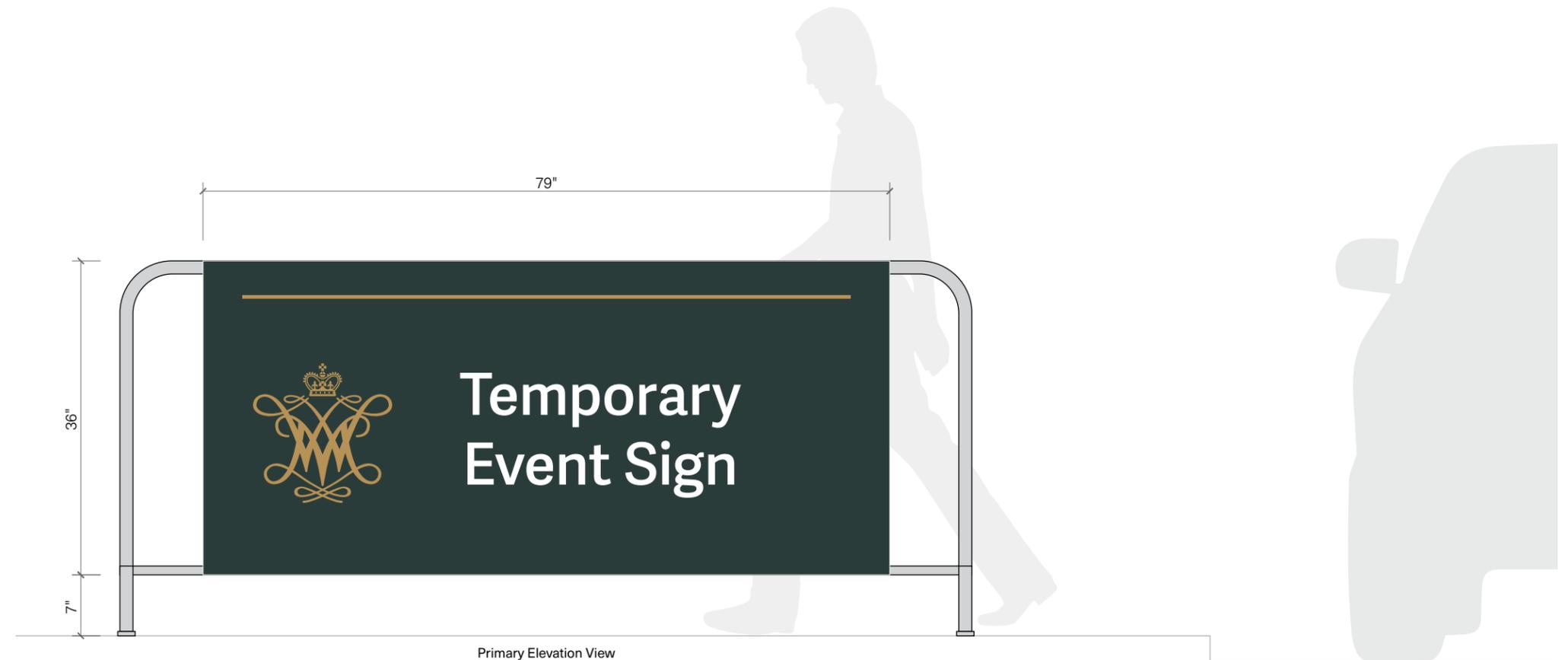
T4: Barricade Cover

Use

This sign provides a customizable template for the display of event signage and is scaled to attach to standard crowd barricades.

Placement

Sign placement will be coordinated with OUA in response to event needs. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. The placement must not obstruct any accessible path.



T4 Barricade Cover
Elevation View - Scale: 3/4" = 1'

T4: Barricade Cover

Messaging

All messaging will be provided or approved by the OUA.

Logo: Cypher

Materials

This sign is a two-sided exterior grade vinyl or fabric banner with custom printed graphics.

Panel Color: Printed to match C6.

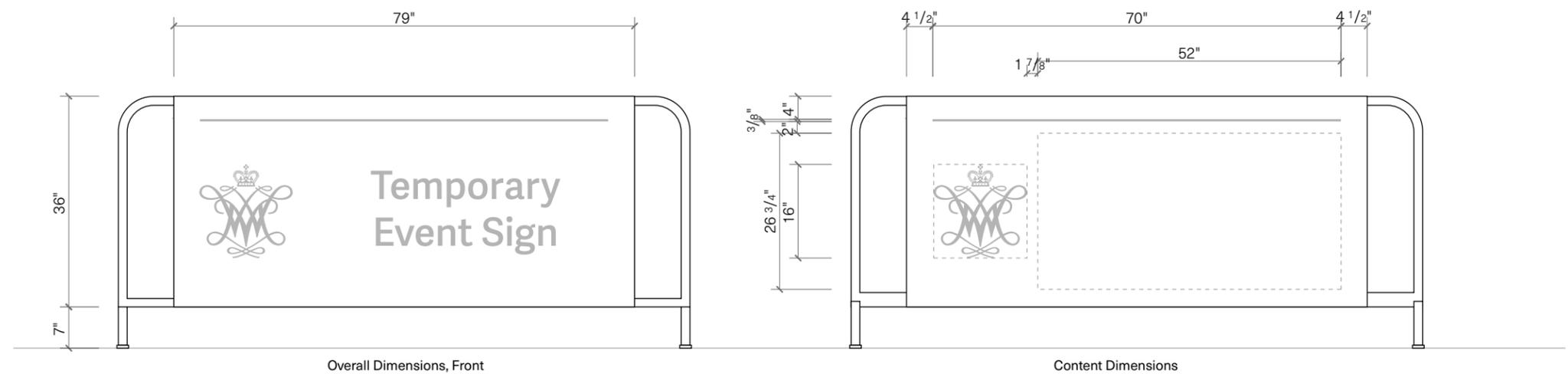
Horizontal Rule Color: Printed to match C8.

Logo Color: Printed to match C8.

Content Color: Printed to match C1.

[T4 Sample A](#)

[T4 Sample B](#)



T4 Barricade Cover
Layout View - Scale: 1/2" = 1'

T5: Small Frame Signage

Use

This sign provides a customizable template for the display of event signage and is scaled to attach to standard A-frame sign frames.

Placement

Sign placement will be coordinated with OUA in response to event needs. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. The placement must not obstruct any accessible path.



T5 T5: Small Frame Signage
Elevation View - Scale: 3/4" = 1'

T5: Small Frame Signage

Messaging

All messaging will be provided or approved by the OUA.

Logo: Primary Logo, single-line version

Materials

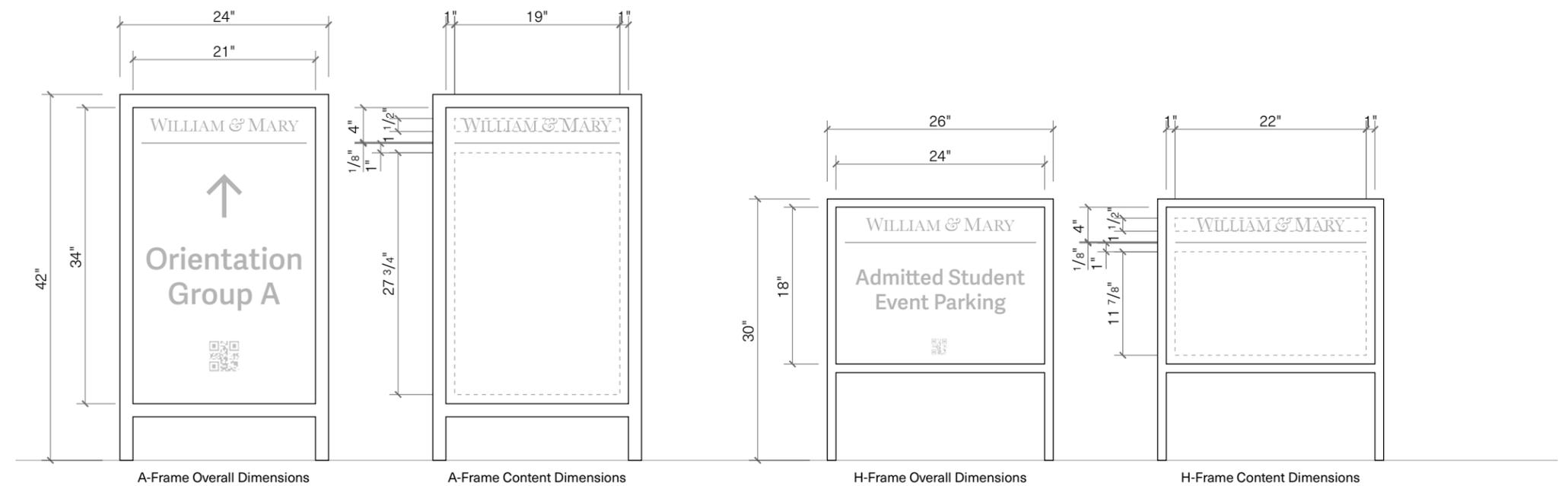
This sign is a portable A-frame sign with frame and custom printed graphics.

Frame Color: Black

Content Color: Varies

[T5 Sample A](#)

[T5 Sample B](#)



T5 T5: Small Frame Signage
Layo View - Scale: 3/4" = 1'

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SPECIFICATIONS

The following specifications provide W&M with the materiality and quality assurance necessary for the compliant, consistent, and uniform execution of the fabrication and installation of the sign types outlined in these Guidelines regardless of the contracted Sign Fabricator.

Materials Overview



Vehicular: V-Series

V1 & V2

Masonry Brick Structure
 Precast Architectural Concrete Elements
 Dimensional Painted Aluminum Logos

V3, V4, V8, V9, V10

Painted Square Extrusion Post
 Painted Aluminum Panel
 Direct Print Graphics
 Cut Vinyl Graphics

V5, V6, V7

Aluminum Powder Coated Posts, Finials, and Slip-Over Bases
 Painted ACM Panels
 Direct Print Graphics
 Cut Vinyl Graphics

Temporary: T-Series

T1-T3

Prefabricated Elements
 Custom Printed Inserts

Pedestrian: P-Series

P1

Aluminum Powder Coated Posts, Finials, and Slip-Over Bases
 Painted ACM Panels
 Custom Printed High Pressure Laminate Map Panels
 Direct Print Graphics

P2 & P3

Aluminum Powder Coated Posts, Finials, and Slip-Over Bases
 Painted ACM Panels
 Direct Print Graphics
 Cut Vinyl Graphics

P4 & P6

Painted Aluminum Panel
 Direct Print Graphics
 Cut Vinyl Graphics

P5

Painted Square Extrusion Post
 Painted Aluminum Panel
 Direct Print Graphics

Building: B-Series

B1 & B5

Flat Cut, Cast Metal, or Cut Vinyl Letterforms

B2

Architectural Concrete Base
 Welded Aluminum Structure
 Painted Aluminum Surround
 Painted ACM Panels
 Direct Print Graphics
 Cut Vinyl Graphics

B3

Aluminum Powder Coated Posts, Finials, and Slip-Over Bases
 Painted ACM Panels
 Direct Print Graphics
 Cut Vinyl Graphics

B4

Painted Aluminum Panel
 Direct Print Graphics
 Cut Vinyl Graphics

B6

Painted Square Extrusion Post
 Painted Aluminum Panel
 Direct Print Graphics
 Cut Vinyl Graphics

Materials & Quality Control

PART 1 - GENERAL**1.00 Code**

It will be the responsibility of the Sign Fabricator to comply with the applicable requirements of laws, codes, ordinances and regulations for federal, state and municipal authorities having jurisdiction. Obtain necessary approvals and permits from all such authorities as required.

1.01 Substitutions

The Sign Fabricator will be held to furnish, under Sign Fabricator's agreement, all work as specified. All materials, paint colors, and articles of any kind necessary for the Work are subject to the approval of Designer and Owner, with coordination through General Contractor (GC). Approval shall be final and conclusive. All substitutions shall be governed by the Specifications.

1.02 Coordination with General Contractor

The Sign Fabricator will coordinate on-site work with the GC or Owner. Where structural support footing for signage is required, it shall be provided and installed by the Sign Fabricator, and all adjacent landscaping repaired as required.

1.03 Electrical Service

Requirements shall be determined as soon as possible. Electrical service must be coordinated with service available at each sign location. Service may vary according to location. Only new electrical components and respective lamps shall be utilized. Reasonable access for maintenance of components and lamps is required.

1.04 Structural Documents

Provide signed and sealed drawings for structural components as required.

1.05 Pre-Construction Conference

A pre-construction meeting will be held with representatives from Owner, Sign Fabricator and Designer to establish the procedure for communication and coordination with the Project Team and subsequent trades.

1.06 Field Measurements

Measure in-place any existing construction as needed for fabrication and execution. No changes to fees or schedule will be allowed for differences between Guidelines dimensions and field measurements.

PART 2 - GENERAL PERFORMANCE SPECIFICATIONS**2.01 General Requirements**

Provide all signage and graphics in accordance with requirements of the Guidelines and Performance Specifications as provided by Designer.

2.02 Sign Types and Characteristics

Refer to the Guidelines and Sign Type drawing sheets for precise sign definition and proposed message of each sign where applicable.

2.03 Time of Completion

Sign Fabricator shall complete all Work in accordance with scheduled milestones. All activities shall be sequenced to coordinate with field progress. In providing a bid response, it is assumed that Sign Fabricator agrees to follow Project schedule as provided in bid solicitation documents. This includes any adjusting and cleaning necessary resulting from the site installation.

2.04. Scope of Work

Scope of work includes but is not limited to the following:

- (1) Exterior signs with permanent foundations, including site preparation and restoration in the immediate work areas.
- (2) Exterior signs coordinated with and attached to architectural elements and other features specified by others.
- (3) Roadside regulatory signs placed according to direction of applicable federal and state departments of transportation and other authorities having jurisdiction at the site.
- (4) Exterior signs mounted to the face of existing structures at varied heights above finish grade. Work to be coordinated with the project construction sequence, project schedule and other trades as directed.

2.05 Regulatory Requirements

Comply with applicable requirements of the laws, codes, ordinances and regulations of federal, state and municipal authorities having jurisdiction, include state and federal ADA requirements as applicable. Obtain necessary approvals and permits from all such authorities as required.

2.06 Submittals by Sign Fabricators**A. Schedules**

Sign Fabricator is to provide schedules of shop drawings, submittal dates, and installation dates to meet the project completion deadlines for the Project.

B. Shop Drawings

(1) Provided by Sign Fabricator & licensed Structural Engineer when appropriate. Furnish elevations, details of fabrication and installation, including all materials, shapes, dimensions, finishes, anchorage, fastening, and other methods of connection. Show proper letter spacing and dimensions of letter heights. Submit per schedule, for approval. Allow ten (10) working days for Designer and Owner to review and approve shop drawings and samples.

(2) Provide exterior sign assemblies designed, tested, and installed to withstand positive and negative wind loads per site specific code requirements as determined by a licensed professional structural engineer. Furnish engineering calculations to show that maximum stresses and signage support systems do not exceed specified performance requirements under full design loading. Limit deflections on signage members under full wind loading to 1/4-inch. Calculations shall be prepared and sealed by a structural engineer licensed in the state where the Project is located.

C. Color and Material Samples

Submit samples as indicated in the Guidelines Graphic Standards section. Submit colors and materials for approval. Refer to Project Team for a list of required samples.

D. Patterns and Lettering

Submit digitally for approval scaled proof of each sign layout. Layout must be

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represented using exact typeface and letter spacing as specified in design sheets. Layout to be reviewed and approved by Designer and Owner prior to fabrication.

E. Extra Materials

Deliver to the Owner in the manufacturer's original packaging and store at the project site where directed.

F. Supplementary Product Literature

Submit for information. As requested, provide within seven (7) days of request, manufacturer's literature describing the general properties of each product to be used in the Work.

G. Qualification Data

For installer, suppliers, and subcontractors. Describe nature and extent of Project involvement of each as requested by the Owner. Use standard AIA form. Qualification Data must be provided ten (10) working days prior to commencement of Work. Relevant sign types for each must be referenced.

2.07 Permits by Sign Fabricator

Sign Fabricator shall make all submittals for permits; assisted by the Owner or GC and shall be responsible for paying all fees, making adjustments as required, or any task necessary for obtaining local building and installation sign permits for the proper execution of the Work.

2.08 Quality Assurance**A. Samples**

Submit for approval. Submit all colors in each material and method represented in the scope of Work being performed. Utilize the same materials in the mock-up as intended for the final Work. Replace unsatisfactory items as directed. When accepted, mock-up shall serve as the standard for materials, workmanship, and appearance for such work throughout the Project.

B. Work-In-Progress Approvals

Provide work-in-progress sign elements for review. Scheduled or unscheduled viewings at the shop or factory may be initiated as deemed necessary to ensure continued quality control and make any adjustments required during fabrication. Unsatisfactory items are to be corrected by the Sign Fabricator as directed.

C. Regulatory Requirements

Comply with applicable requirements of the laws, codes, ordinances and regulations of federal, state and municipal authorities having jurisdiction. Obtain necessary approvals and permits from all such authorities as required.

D. Markings and Labels

Locate markings, labels, manufacturer names and other identifications so as to be concealed from public view and as acceptable by Designer and Owner.

E. Final Location of Signs

The noted location of signs on each sign type page is for general reference only. Final locations of signs shall be field located in coordination with the Owner, GC and Designer at the site. Sign Fabricator shall arrange for meetings at the site to accommodate direction of final locations according to Project schedule.

F. Lettering

The Sign Fabricator shall be responsible for the quality control of all lettering. All letterforms shall be crisp, sharp, free of nicks, ragged edges and discontinuous curves

and be of a finished level unless specified in the Guidelines. All lettering shall conform to approved typeface, weight and letter spacing. No substitutions of typeface foundry, brand or version or implementation technique will be accepted without prior approval. All typefaces used within the Project must be purchased by Sign Fabricator as required to develop shop drawings or final production artwork. The Designer will not supply digital typefaces for use by Sign Fabricator.

G. Vinyl Die Cut Graphics

All cutting and routing shall be executed in such a manner that all edges and corners of finished letterforms are true and clean. Letterforms with rounded positive or negative corners, nicked, cut, or ragged edges, etc., will not be accepted. All letterforms shall be so aligned as to maintain a baseline parallel to the sign format. Margins must be maintained as specified in drawings.

H. Cast Characters

Form individual letters and numbers by casting. Produce characters with smooth flat faces, sharp corners, and precisely formed lines and profiles, free from pits, scale, sand holes, and other defects. Cast lugs into back of characters and tap to receive threaded mounting studs.

I. Fabricated Characters

Fabricate letters and numbers to required sizes and styles, using metals and thickness indicated. Form exposed faces and sides of characters to produce surfaces free from warp and distortion. Include internal bracing for stability and attachment of mounting accessories.

J. Quality of Workmanship

The Sign Fabricator shall be responsible for the quality of all materials and workmanship required for the execution of this contract including materials and workmanship of any firm or individual who act as Sign Fabricator's subcontractor. All work under this contract shall be performed by a skilled craftsman under supervision of a trained supervisor, experienced in the trade of craft required to accomplish the Work and produce a product of high quality. Sign Fabricator shall be responsible for providing up-to-date drawings, specifications, graphic schedule, etc., to all sub-contractors.

K. Dimensions

Written dimensions on drawings shall have precedence over scaled dimensions. Sign Fabricator shall verify any discrepancies in drawing dimensions vs. production file dimensions and be responsible for all dimensions and conditions shown by these drawings. Shop details must be approved prior to fabrication.

L. Discrepancies

The Designer and Owner shall be notified by the Sign Fabricator of any discrepancies in the drawings or graphic message schedule, in field dimensions or conditions and/or changes required in construction details.

M. Rights to Design

Sign Fabricator may not manufacture, reproduce, or exhibit these designs, or modify them for any other purpose outside of this current contract without written approval of the Owner.

2.09 Warranty**A. Signing Warranty**

(1) Submit digital documentation of 2-year written warranty (effective the date of final acceptance) covering all signs. Warranties to be signed by the Sign Fabricator

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and Installer, agreeing to repair or replace work which has failed as a result of defects in materials or workmanship or installation. Upon notification of such defects, within the warranty period, make necessary repairs or replacement at the convenience of the Owner.

(2) Sign Fabricator to provide full guarantee of all workmanship, materials, equipment, etc. of this installation for a period of one (1) year after final acceptance. Sign Fabricator shall replace/repair any defective work within thirty (30) days after notification by Owner throughout the duration of this period.

B. Linear Polyurethane Paint Factory Finish Warranty

Submit digital documentation of 5-year written warranty, warranting that the factory-applied linear polyurethane finishes will not develop excessive fading or excessive non uniformity of color or shade, and will not crack, peel, pit, corrode or otherwise fail as a result of defects in materials or workmanship within the following defined limits. Upon notification of such defects, within the warranty period, make necessary repairs or replacement at the convenience of the Owner.

(1) "Excessive Fading"

A change in appearance which is perceptible and objectionable as determined when visually compared with the original color range standards.

(2) "Excessive Non-Uniformity"

Non-uniform fading to the extent that adjacent panels have a color difference greater than the original acceptable color range.

(3) "Will Not Pit or Otherwise Corrode" No pitting or other type of corrosion, discernible from a distance of 10 feet, resulting from the natural elements in the atmosphere at the project site.

2.10 Maintenance

A. Maintenance and Operating Cut Sheets

Submit digital documentation of complete cut sheets describing the materials, devices and procedures to be followed in operating, cleaning and maintaining the Work. Include manufacturers' brochures and parts lists describing the actual materials used in the Work, including metal alloys, finishes, electrical components and other major components. Assemble cut sheets for component parts into single folders/packages identified for each system.

PART 3 - PRODUCT & EXECUTION

3.01 Sign Materials

A. Adhesives

Silicone adhesive used for assembling signs, where necessary, shall be manufactured by [Dow Corning] or equal.

B. Aluminum

Aluminum shall be suitable for ornamental, architectural work. Surface finish shall be smooth, free of extrusion marks or imperfections. Alloy shall be selected to meet the structural requirements of the specific application.

C. Acrylic Sheet Plastic

Use [Acrylite®] as manufactured by [Evonik Cyro LLC], or noted manufacturer. Thickness shall be as indicated on drawings. Sign Fabricator shall provide color and finish samples of all plastics for approval before fabrication; no substitution in color, thickness, or finish of plastics will be accepted without written approval. All plastics shall be of uniform color, translucence and illumination, as supplied by the manufacturer. Any exposed edges of acrylic shall be finished so as no tooling marks are visible.

D. Stainless Steel

Stainless steel shall be suitable for ornamental and architectural work. Surface finish shall be smooth, free of all extrusion marks or imperfections. Alloy shall be selected to meet the structural requirements of specific application.

E. Structural Metals

Structural metal for concealed framing shall be of galvanized rolled steel or equal as required to satisfy structural requirements.

F. Fasteners

Bolts, nuts, screws, washers, anchors and other devices required to complete the Work shall be concealed where possible, except that no hardware shall be visible on sign faces. Same basic metal or alloy as the metal fastened, and finished to match in color and texture. Stainless steel 300 series alloy where it is used to join dissimilar materials.

G. Welding Electrodes and Filler Metal

Provide the alloy and type required for strength, workability, compatibility and color match after grinding smooth and finishing the fabricated product.

H. Insulation

Separate all ferrous and non-ferrous metals with non-conductive gaskets to prevent electrolysis. In addition to gaskets, provide stainless steel fasteners for some cases as required.

I. Screen Printed Materials

Provide photo processed screening, arranged to furnish sharp and solid images without edge build up or bleeding of the coating. Pattern-cut screens may be used for non-repeat copy, provided that final image copy is equal to photoscreen quality. Provide only weather-resistant coating materials, compatible with the intended substrates.

3.02 Sign Products

A. Typefaces

All typefaces used within the Project must be purchased by Sign Fabricator as required to develop shop drawings or final production artwork. The Design Team will not supply digital typefaces for use by Sign Fabricator.

Project Fonts:

- (1) Adelle Sans Semi Bold
- (2) Adelle Sans Bold Italic
- (3) Adelle Semibold
- (4) STIX Two Text Bold

3.03 Cast Stone

A. Definitions

- (1) Cast Stone - a refined architectural concrete building unit manufactured to simulate natural cut stone, used in Division 4 masonry applications.
- (2) Dry Cast – manufactured from zero slump concrete.

B. Submittal Procedures

- (1) Samples: Submit pieces of the Cast Stone that are representative of the general range of finish and color proposed to be furnished for the project.
- (2) Shop Drawings: Submit manufacturers shop drawings including profiles, cross-sections, reinforcement, exposed faces, arrangement of joints (optional for standard or semi-custom installations), anchoring methods, anchors (if required), annotation of stone types and their location.

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C. Quality Assurance

- (1) Manufacturer shall have sufficient plant facilities to produce the shapes, quantities and size of Cast Stone required in accordance with the project schedule.
- (2) Standards: Comply with the requirements of the Cast Stone Institute® Technical Manual and the project specifications. Where a conflict may occur, the contract documents shall prevail.
- (3) Warranty Period: 10 years.

D. Physical Properties

- (1) Compressive Strength - ASTM C1194: 6,500 psi minimum at 28 days.
- (2) Absorption – ASTM C1195: 6.0% maximum at 28 days.
- (3) Air Content – Provide sufficient air content to meet the freeze-thaw requirements for wet cast products, when the air content is tested in accordance with Test Method C173/C173M or Test Method C231/C231M. Air entrainment is not required for Vibrant Dry Tamp (VDT) products.
- (4) Freeze-thaw – ASTM C666/C666M in accordance with ASTM C1364. The CPWL shall be less than 5.0% after 300 cycles of freezing and thawing.
- (5) Linear Drying Shrinkage – ASTM C426: Test and report in accordance with ASTM C1364.

E. Raw Materials

- (1) Portland cement – Type I or Type III, white and/or grey, ASTM C150 or ASTM C595 Blended Hydraulic Cement (Type 1L).
- (2) Coarse aggregates - Granite, quartz or limestone, ASTM C33, except for gradation, and are optional for the Vibrant Dry Tamp (VDT) casting method.
- (3) Fine aggregates - Manufactured or natural sands, ASTM C33, except for gradation.
- (4) Colors - Inorganic iron oxide pigments, ASTM C979 except that carbon black pigments shall not be used.
- (5) Admixtures- Comply with the following:
 - (a) ASTM C260 for air-entraining admixtures.
 - (b) ASTM C494/C495M Types A - G for water reducing, retarding, accelerating and high range admixtures.
 - (c) Other admixtures: Integral water repellents and other chemicals, for which no ASTM Standard exists, shall be previously established as suitable for use in concrete by proven field performance or through laboratory testing.
 - (d) ASTM C618 mineral admixtures of dark and variable colors shall not be used in surfaces intended to be exposed to view.
 - (e) ASTM C989 granulated blast furnace slag may be used to improve physical properties. Tests are required to verify these feature.
- (6) Water – Potable
- (7) Reinforcing bars:
 - (a) ASTM A615/A615M: Grade 40 or 60.
 - (b) ASTM D7957/D7957M: Standard Specification for Solid Round Glass Fiber Reinforced Polymer Bars for Concrete Reinforcement.
 - (c) Welded Wire Fabric: ASTM A1064 / A1064M where applicable for wet cast units.
- (8) Fiber reinforcement (optional): ASTM C1116
- (9) All anchors, dowels and other anchoring devices and shims shall be standard building stone anchors commercially available in a non-corrosive material such as zinc plated, galvanized steel, brass, or stainless steel Type 302, 304 or 316.ays.

F. Color and Finish

- (1) Match sample on file in architect's office.

(2) All surfaces intended to be exposed to view shall have a fine-grained texture similar to natural stone, with no air voids in excess of 1/32 in. and the density of such voids shall be less than 3 occurrences per any 1 in.2 and not obvious under direct daylight illumination at a 5 ft distance.

(3) Units shall exhibit a texture approximately equal to the approved sample when viewed under direct daylight illumination at a 10 ft distance.

(4) ASTM D2244 permissible variation in color between units of comparable age subjected to similar weathering exposure.

Total color difference – not greater than 6 units.

Total hue difference – not greater than 2 units.

(5) Minor chipping resulting from shipment and delivery shall not be grounds for rejection.

Minor chips shall not be obvious under direct daylight illumination from a 20-ft distance.

(6) Remove cement film, if required, from exposed surfaces prior to packaging for shipment.

G. Reinforcing

(1) Reinforce the units as required for safe handling and structural stress.

(2) Minimum reinforcing shall be 0.25 percent of the cross section area.

(3) Reinforcement shall be noncorrosive where faces exposed to weather are covered with less than 1.5 in. of concrete material. All reinforcement shall have minimum coverage of twice the diameter of the bars.

(4) Panels, soffits and similar stones greater than 24 in. (600 mm) in one direction shall be reinforced in that direction. Units less than 24 in. (600 mm) in both their length and width dimension shall be non-reinforced unless otherwise specified.

(5) Welded wire fabric reinforcing shall not be used in dry cast products.

3.04 Brick**A. Product**

Standard Face Brick: Shall be Brick shall be FBS or HBS and shall be modular in size, 2 1/4 x 3 5/8 x 7 5/8 inches, and conform to the requirements of ASTM C 216 or C 652, Grade SW.

B. Submittal Procedures

(1) Submit samples of brick to reflect the full range of color, shades and surface texture of brick specified.

(2) Construct a mockup using the brick, mortar, reinforcing, weep holes, tooling, and cleaning as specified.

(3) The approved sample panel shall be standard of workmanship.

C. Quality Assurance

(1) Submit samples of brick to reflect the full range of color, shades and surface texture of brick specified.

D. Accessories

(1) Anchors and ties for stone veneer shall be as recommended by the manufacturer.

(2) Weep Holes: Open head joints every third brick at lintels and other locations.

(3) Compressible Filler: Premolded, flexible cellular neoprene rubber filler strips complying with ASTM D 1056, Grade RE41E1, capable of compression up to 35% of width and thickness indicated.

(4) Mortar Net: Provide continuous Mortar Net along base of air space to catch mortar drippings. High-density polyethylene, 90% open mesh, dovetail shape. As an alternate to Mortar Net, every third brick may be left out at base of air space and cavity cleaned and inspected to be free of mortar droppings.

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D. Execution

- (1) Pre-wet all brick having initial rate of absorption greater than 30 before laying.
- (2) Heat water and sand in cold weather. Do not lay brick in temperature below freezing unless such heating of materials and protection of work is properly provided for.
- (3) The exterior surfaces of concrete and concrete masonry backup walls shall be damp-proofed before face brick are laid.
- (4) All brickwork shall be laid true to dimensions, plumb, square, and in bond. All courses shall be level with joints of uniform width and height.
- (5) Vertical joints in facing bond work shall be spaced so as to line up plumb and true, and all joints shall be as uniform as the type of brick will allow.
- (6) Lay facing brick in full mortar bed with shoved head joints. Completely fill joints with mortar. Do not deep furrow bed joints.
- (7) Allow space for caulking of joints at frames.
- (8) Bond for facing brick shall be running bond or as shown on drawings. Match existing bond patterns unless noted otherwise.
- (9) Anchor facing brick to metal studs or masonry backup at 16 inches o.c. vertically and 16 inches o.c. horizontally with adjustable anchors and ties.
- (10) Joint thickness shall be such as to provide coursing pattern to match existing brickwork. When the joints have become thumbprint hard, all exposed joints shall be tooled with a sled-jointing tool. The jointer shall be larger than the width of the joints so that a complete contact is made along the edges of the units, compressing and sealing the surface of the joint. Joints shall be pointed as the tool proceeds.
- (11) Form weep holes in head joints at face brick over shelf angles and lintels and where shown on the drawings. Rake out bed joint mortar to clean flashing surface. Weep holes shall be filled with preformed mesh type vent at bottom of head joints not more than 24 inches o.c.
- (12) Keep air space clean of mortar at all times. Where brick extends below grade, fill brick cavity solid to level of flashing and slope mortar slightly to outside under flashing.
- (13) When flashing is to be laid on or against masonry, the surface of the masonry shall be smooth and free from projections which might puncture the flashing material.
- (14) Where fresh masonry joins masonry that is partially set or totally set, the exposed surface of the set masonry shall be cleaned and lightly wetted so as to obtain the best possible bond with the new work. All loose brick and mortar shall be removed.
- (15) Expansion Joints:
 - (a) Vertical: Locate where indicated on drawings. Lay units to form a vertical joint free of mortar and of same width as normal head joint UNO.
 - (b) Horizontal: Locate under shelf angles and other dissimilar materials abutted by brick. Maintain a clear space at least 1/4-inch thick free of mortar. Inspect with trowel before installing backer rod and sealant.
 - (c) Sealant: Shall be in accordance with Section 07920.
- (16) Flashings should be built in, as the work progresses all flashings which enter the masonry using the material and following the instructions of the appropriate section of the specifications. Extend all flexible flashing 1" past face of wall and trim after tooling joints. Where metal flashing or drip edge is shown, align drip with face of brick. Edge of flashing or drip edge shall be a simple hem rolled edge and not turned down.
- (17) Openings and holes shall be provided as drawn. Provide all chases and recesses in masonry work of all types as indicated on the drawings and as required for pipes, ducts, and other work of Mechanical and Electrical contractors. Such work shall be accurately

located by the contractor requiring the work, but masonry work shall not be constructed without giving other contractors due notices and opportunity to lay out or install such items as may be required for their work. Where required for installation of work of other contractors, leave openings as indicated on the drawing or as required to receive a later installation. After work of other contractors is in place, openings shall be neatly filled with masonry of the same type as in the adjoining surfaces.

(18) Build-in materials occurring in any type of masonry construction that are furnished by other contractors. All built-in work shall be accurately placed, secured, held in position, and located by the contractor requiring the Work. Set and built-in items of miscellaneous iron such as loose lintels and anchors required to complete all parts not connected to building framing. Set all anchor bolts required for the attachment of work to masonry.

(19) After pointing is done and wall is dry, clean face brick surface with dry brush. After 3 days clean with water and mild detergent or cleaners recommended by brick manufacturer. Do not use muriatic acid.

3.05 Finishing Materials**A. Acrylic Linear Polyurethane Enamel**

Two components, acrylic aliphatic isocyanate/acrylic polyurethane having ultraviolet (UV) inhibitors and engineered for exterior application by Matthews Paint Company or approved equal.

B. Primer for Aluminum

Two part component primer: One-coat Matthews 74-734 and 74-735 Metal Pretreat at .25 mils dry film thickness or one-coat Matthews 74-793 Spray Bond at .15 to .25 mils dry film thickness or Wyandotte/AKZO Grip-Guard Wash Primer (2Afy-31284) with Grip-Guard Wash Primer Hardener (10AFK-31285) combined and applied per manufacturer's specifications or approved equal (primer) for the application of the pre-approved and pre-formulated paint system.

C. Vinyl Die-Cut and Pattern Cut-out Graphics

Use [Oracal, Arlon, Avery or 3M] cast or reflective manufactured vinyl films, follow what is specified in Guidelines. Custom-colored films must be produced in a manner that maintains warranties in color, UV rating, adhesion and durability equal to those provided by manufactured vinyl films.

D. Painted Surfaces

Painted surfaces are to be catalyst hardened acrylic polymer using a base clear coat system. Coatings shall not crack, peel, craze, discolor, or fade under ultra-violet light conditions.

E. Coatings

Coatings shall be compatible with the surface to which they are applied. Finish applications are to be smooth and uniform, free of "orange-peel" or other irregularities, applied according to manufacturer's recommendations. Coatings shall accurately match the colors specified.

F. Color Breaks

Color breaks on sign surfaces shall be sharp, without serration or color bleed or shadows. All drips, splatters and over sprays shall be removed.

G . Brushed & Satin Finish Aluminum

Brushed and satin finish aluminum surfaces are to be consistent and uniform among all the signs of the system.

H. Protection

Protect mechanical finishes on exposed surfaces from damage by applying strippable, temporary protective covering before shipping.

Materials & Quality Control

3.06 Fabrication of Signs and Supports**A. General**

Provide custom manufactured sign assemblies, components completely fabricated and finished at factory before delivery to site. Construct to accurate detail and dimensions as shown and as reviewed on shop drawings. Fit and assemble the Work at shop to the greatest extent possible, and mark the components as required to facilitate assembly during installation. Exposed fasteners on finished faces will not be allowed, unless specifically indicated. Waviness and oil canning of surfaces is not acceptable.

B. Lettering

Cut and route in a manner to produce true and clean edges and corners of finished letterforms. Letterforms having rounded positive or negative corners, nicked, cut, or ragged edges are not acceptable. Align letter forms to maintain a baseline parallel to the sign format. Maintain margins as indicated in Guidelines.

C. Seams and Joints

Provide sign faces complete without material joints. Added joints in other sign components shall be ground filled and finished flush and smooth with adjacent work. Such seams shall be invisible after final finish has been applied. Spot welded joints shall not be visible on the exterior of signs after final finish has been applied. No gaps, light leaks, waves, or oil canning will be permitted in Work.

D. Metal Signs and Supports

Fabricate exposed surfaces uniformly flat and smooth, without distortion, pitting, or other blemishes. Grind exposed welds and rough areas to make flush with adjacent smooth surfaces.

E. Welding

Make welds continuous. Comply with American Welding Society, Aluminum Association, and copper Development Association standards for the type of metal.

F. Fasteners

Use exposed fasteners only where indicated. Perform drilling and tapping at shop. All exposed fasteners shall be finished to match adjacent surfaces.

G. Dissimilar Materials

Where metal surfaces will be in contact with dissimilar materials, coat the surfaces with epoxy paint or plate with zinc chromate, or provide other means of dielectric separation as recommended by the manufacturer to prevent galvanic corrosion.

H. Hardware

Provide all incidental hardware necessary for the proper functioning of signs. External hardware shall conform to the external appearance of the sign.

I. Supports and Internal Structural

Sign Fabricator shall provide engineered sign supports anchored to poured in place concrete footings where required and to meet requirements of applicable building codes. These supports will be engineered at Sign Fabricators expense as and if required.

3.07 Shop Application of Sign Finishes**A. Sign Graphics**

Provide the letters, numerals, symbols, and other graphics markings, using the finish materials shown in the Guidelines. Apply the graphics neatly, uniformly proportioned and spaced, and accurate within the dimensions indicated. Prepare the substrate surfaces and apply finish materials in accordance with manufacturers' instructions.

B. Metal Finishes

Remove scratches, abrasions, dents and other blemishes before applying finish.

C. Linear Polyurethane Finishes

Clean the surfaces as required for proper adhesion of coatings. Use cleaning methods and materials as recommended by paint manufacturers to remove deleterious film or residue.

(1) Linear Polyurethane Paint: Provide pretreatment and primer in accordance with the manufacturer's recommendation. Add ultra violet inhibitors to paint, in accordance with the amount of sunlight exposure.

(2) Clear Linear Polyurethane Finish: Provide pretreatment, primer, and matte or semi-gloss finish coatings in accordance with manufacturer's recommendations. Apply 1.5 to 2.0 mils (0.0375 to 0.050 mm) dry film thickness.

3.08 Graphic Application**A. Preparation**

Surfaces to receive the graphic markings shall be clean, dry, and otherwise made ready for application of the materials. Accurately measure and lay out the required marking configurations as indicated in the Guidelines.

B. Vinyl Die-cut and Pattern-cut Graphics

Use pressure sensitive, non-yellowing, non-peeling and weather resistant vinyl adhesive letters or images. Prioritize use of PVC-free sustainable alternatives from [Avery, 3M,] or equal. Apply in strict accordance with manufacturer's instructions. Make uniformly smooth and free from bubbles, wrinkles, stretching and blemishes, all edges and corners of finished letterforms are true and clean. Application technique must follow manufacturers recommendations. Surface coating shall dry for a minimum 4 days (medium humidity) prior to application of vinyl graphics. Avoid air pockets caused by out-gassing or curing of the base coating upon which self-adhesive vinyl is applied.

C. Silk-screened Graphics

Silk screened enamel ink to be applied using appropriate screens, applied without build-up or bleeding of the coating. Comply with coating manufacturer's application instructions. Apply the markings minimum 3 mils (0.075 mm) dry film thickness or as recommended by the manufacturer to obtain solid coatings without voids.

D. Screen Printing or Painted Graphics

Photo screen printed images shall be sharp without serrated or irregular edges, exactly true to the letter and design form. Screen printed images shall be applied to the base surface within 72 hours of base surface coating application. Comply with coating manufacturer's application instructions. Provide the proper type of primer to suit each substrate and obtain a permanent bond. Verify compatibility of each substrate with the coatings to be used in the work. Apply the markings with neat edges, minimum thickness and as required to obtain solid markings without voids.

E. Digital Printing

All digitally printed graphics to be printed directly to specified materials to produce bonded, durable graphics. Printers must be able to output a full gamut of spot and process colors as defined under the Pantone Matching System including opaque white. All digitally printed Graphics to be output at a minimum of 300 dpi resolution, and all Digital graphics files to contain minimum 300 dpi at full scale. Printing direct to substrate: Print with premium ink and white under and over.

F. Masked and Sprayed Graphics

Spray graphics onto the face of the panel and or building substrate using computer-cut stencils to mask the background. Masked and sprayed graphics shall have the same sheen as surrounding material and shall be indistinguishable in finish from surrounding material.

Materials & Quality Control

Execute sprayed graphics so that edges and corners of finish letter forms and graphic devices are true and clean. Any rounded positive or negative corners, edge build up, bleeding, or any other imperfections will be rejected. Sprayed graphics to be 100% opaque and evenly applied without pin holes, scratches, orange peeling, or application marks. Spraying with any "show through" of background colors will not be accepted.

G. Artwork and Imagery

All artwork will be provided by the Designer or Owner as noted in the Guidelines. The final production must achieve [100 dpi] or higher at full size. Sign Fabricator shall include color correction of art and images to match desired print color by the Owner. Sign Fabricator to make final adjustments within a high-resolution file. For full color photographic back-lit displays, Duratrans or equal shall be used.

PART 4 - INSTALLATION & APPROVAL**4.01 Examination****A. Verification of Conditions**

Sign Fabricator must examine the areas to receive the Work and the conditions under which the Work would be performed. Sign Fabricator is to verify all necessary conditions, in-field dimensions, and surrounding finishes that impact the successful completion of the Work. The Owner or GC shall remedy conditions detrimental to the proper and timely completion of the Work. Do not proceed until unsatisfactory conditions have been corrected.

B. Pre-Installation Meeting

A pre-installation meeting will be held with Designer, Owner, GC, Sign Fabricator and Installer to mutually agree on all installation details, placement, etc.

4.02 Installation**A. General**

- (1) Complete installation shall be in accordance with manufacturers' printed instructions and accepted shop drawings, to produce Work complying with the Guidelines. The Sign Fabricator will be responsible for daily clean-up of signs and their areas of work.
- (2) Protect the Work during the construction period so that it will be without any indication of use or damage. Leave the work clean and free from defects at time of acceptance.
- (3) Final walk-through will be held with Designer and Owner to review the finished installation. A punch-list of all items requiring modification will be developed and issued. Designer and Owner reserve the right to reject all or part of a sign that does not correspond to the Guidelines, specifications or the approved shop drawings. Sign Fabricator shall promptly conduct repair and completion of all items for final acceptance by the Owner.
- (4) If the Sign Fabricator has made an error in copy (message), color, material, quality, etc. these items must be corrected within thirty (30) days of observation of error (at no additional cost). Sign Fabricator will be notified with a written punch-list as errors are discovered.

B. Erection of Signs

Set and attach the Work accurately in location, alignment and elevation, plumb, level and true, as measured from established reference points and from other Work already in place. Fit components accurately together to form tight joints and secure connections.

C. Shim Plate Mounting

Provide concealed shim plates with pre-drilled and countersunk holes, at locations

indicated, and where other mounting methods are not practicable. Attach plate with fasteners and anchors suitable for secure attachment to substrate. Attach signs to the shim plate using mechanical fasteners or adhesives as indicated in the Guidelines. Where the shim plate is exposed, provide a decorative cover as required.

D. Mechanical Fasteners

Use non-removable mechanical fasteners placed through predrilled holes. Attach signs with fasteners and anchors suitable for secure attachment to substrate as recommended in writing by sign manufacturer, engineer, or best industry practice.

E. Bracket-Mounted Units

Provide custom brackets, fittings, and hardware as appropriate for mounting signs that project at right angles from walls and ceilings. Attach brackets and fittings securely to walls and ceilings with concealed fasteners and anchoring devices to comply with manufacturer's written instructions, engineer, or best industry practice.

F. Dimensional Characters

Mount characters using standard fastening methods, type of mounting, wall construction, and condition of exposure indicated. Provide a heavy paper template to establish character spacing and to locate holes for fasteners.

4.03 Adjusting

- (1) Neatly repair minor blemishes or marring on finished surfaces so that repairs are imperceptible. Completely replace components having permanent non-removable scratches, stains, or other defacement.
- (2) Remove and replace damaged or deformed signs and signs that do not comply with specified requirements. Replace signs with damaged or deteriorated finishes or components that cannot be successfully repaired by finish touch-up or similar minor repair procedures.

4.04 Cleaning

Upon completion of the Work, remove unused materials, debris, containers, footing forms and equipment from the project site. Remove protective coverings and clean the exposed surfaces of the Work to remove dirt, stains and other substances, by methods as recommended by manufacturers.

END OF SPECIFICATIONS