CMU

CENTRAL MICHIGAN
UNIVERSITY

CENTRAL MICHIGAN UNIVERSITY DESIGN STANDARD FOR INTERIOR CAMPUS SIGNAGE - JANUARY 23, 2017

CMU

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GOALS

The general objective of a campus wayfinding system is to guide students, staff, and visitors to destinations. This is achieved by using a appropriately sized signage and informational graphics placed at key locations.

The goal of the CMU Interior Design Standard is to support and maintain a welcoming campus image and improve the on-campus experiences for both regular users and visitors through a uniform signage and wayfinding system.

PURPOSE

This document contains the requirements for all interior signage at Central Michigan University. It is intended for use by CMU staff or contracted designers for the development and planning of interior signage projects.

These signage standards have been created to meet the individual requirements of wayfinding signage as they are to be utilized within the building interior environment. Adherence to this document's content, as well as the CMU Identity Standards will ensure consistent and complete wayfinding across the campus.

The sign system is designed to be modular and use materials readily available to the Campus Sign Shop. In-house design, manufacturing, and installation will expedite project completion and streamline maintenance, which in turn reduces overall cost.

SIGN TYPES

This document includes the following types of signs.

Directional Signs - Located at key decision points, these signs are used to direct pedestrians to destinations.

Identification Signs - Located at entrances, these signs identify areas, departments, and specific rooms.

Informational Signs - Located near key decision points, these signs provide supplemental informational about services or building occupants.

A specific method of identifying sign type has been established within this document, and is to be used for all signage being implemented on campus.

HOW TO USE THIS DOCUMENT

This document is organized into sections that relate to general core principles for effective wayfinding, information content, sign types, function, placement and location planning.

Section 1: Introduction
This section provides background information essential to understanding the intent and purpose for clear and effective wayfinding in the CMU campus, and how to use the standards.

Section 2: Design Criteria
This section provides methodology used to build the system.

Section 3: Sign Types
This section provides detailed descriptions and illustrations of each sign type.

Section 4: Planning Tools
This section includes information related to the planning of your project and the development of bid documents.

Section 5: Glossary
This section includes definitions for terms related to signage and wayfinding.

SECTION 02 | DESIGN CRITERIA

APPLICATION OF STANDARD

All permanently fixed interior signs shall be designed to also comply with all applicable state and federal codes and regulations. The interior sign system shall be consistent throughout all buildings on campus. Interior signs shall be manufactured using materials and equipment similar to that which is owned and maintained by CMU Sign Shop personnel in order to be replicated and maintained in the future as needed.

This standard represents a means of addressing the most prevalent conditions encountered on campus both within existing buildings and for new construction. There may be conditions which arise where compliance with this standard may not be 100% achievable. CMU reserves the right to make or allow for minor modifications to the standard. In the event of any deviation from these standards, a written request must be made to CMU Plant Engineering & Planning and University Communications prior to construction.

Consult with the CMU Office of Laboratory and Field Safety for additional regulatory and safety for additional signage not addressed in these Standards.

SPECIAL SIGNAGE

On occasion there is a need for educational signage. It is the intent of this Stanard to provide design language for materials and graphics to be the basis for any permanently fixed interior sign in order to create a uniform and positive image of our university. Currently, approved expections to the Standard Signage types include:

1. Special regulatory and safety signage as required by CMU Office of Laboratory and Field Safety;

2. Special functional/operational information required by manufacturere,building code or similar - examples:
"Not an Exit" signage, flush valve stickers, emergency or reporting instructions, special keying instructions, equipment or location name plates, or similar;

3. LEED Signage;

4. Special recognition displays;

5. New CMU initiatives which may need explanation (this signage should have an anticipated removal date set prior to erection and should be installed to minimize surface damage to substrate).

All other educational content should be communicated through other non-fixed methods such as web or digital screen messaging.

MATERIALS & FINISHES

Paint and Film

Black
PANTONE BLACK C

P1 Matthews Paint Low VOC Satin MP59647 (Black is Back)

V1 3M Scotchcal Black Opaque Film 7725-12

White
PANTONE WHITE C

P2 Matthews Paint Low VOC Satin MP31645 (Designer White)

V2 3M Scotchcal Electrocut Film 7725-10, White

CMU Maroon
PANTONE 504 C

P3 Matthews Paint Low VOC Satin MP88382

V3 3M Scotchcal Electrocut Film Digitally Printed to match CMU Maroon

CMU Gold
PANTONE 123 C

P4 Matthews Paint Low VOC Satin MP78350

V4 3M Scotchcal Sunflower Translucent Film 3632-25

Dark Gray
PANTONE BLACK 7C

P5 Matthews Paint Low VOC Satin MP80042

V5 3M Scotchcal Dark Gray Opaque Film 7725-41

PANTONE
COOL GRAY 7C

P6 Matthews Paint Low VOC Satin MP71192

V6 3M Scotchcal Medium Gray Opaque Film 7725-31

PANTONE 200 C

P9 Matthews Paint Low VOC Satin MP75685

V9 3M Scotchcal Geranium Opaque Film 7725-63

For use on regulatory/safety signs only

Digital printing may be used in lieu of any of the Scotchcal films.

Substrates

ALUMINUM S1

Note: Edges to be eased

PERSPEX-BRUSHED SILVER ALUPANEL S2

Note: Edges to be eased

ROWMARK BLACK
XXXXXXX S3

ROWMARK 341-602
ADA ALTERNATIVE SUBSTRATE S4

CLEAR NON-GLARE ACRYLIC S5

P1 Matthews Paint Low VOC Satin MP59647 (Black is Back)

V1 3M Scotchcal Black Opaque Film 7725-12

P2 Matthews Paint Low VOC Satin MP31645 (Designer White)

V2 3M Scotchcal Electrocut Film 7725-10, White

P3 Matthews Paint Low VOC Satin MP88382

V3 3M Scotchcal Electrocut Film Digitally Printed to match PMS 504C

P4 Matthews Paint Low VOC Satin MP78350

V4 3M Scotchcal Sunflower Translucent Film 3632-25

P5 Matthews Paint Low VOC Satin MP80042

V5 3M Scotchcal Dark Gray Opaque Film 7725-41

P6 Matthews Paint Low VOC Satin MP71192

V6 3M Scotchcal Medium Gray Opaque Film 7725-31

P9 Matthews Paint Low VOC Satin MP75685

V9 3M Scotchcal Geranium Opaque Film 7725-63

S1 Aluminum

S2 Perspex- Brushed Silver Alupanel (horizontal orientation for all applications)

S3 Rowmark Black 311-401VA w/adhesive or printed tactile typeface

S4 Rowmark 341-602 ADA Alternative Substrate

S5 Clear Non-glare Acrylic

TYPEFACE

The typeface or font used on all interior signs on the CMU campus shall be Myriad Pro Regular, Semibold, or Bold. It has been selected for its good readibility. Its open form makes it suitable for a number of applications.

Raised lettering on signs required by the ADA shall be in upper case and accompanied by Grade II Braille. Where raised lettering is not required, messages shall be displayed using upper and lower case (Initial Caps) format.

Character height shall be measured by the upper case letter E. Letter height for signage shall be appropriate for the viewing distance from which the message is being read.

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Myriad Pro Bold

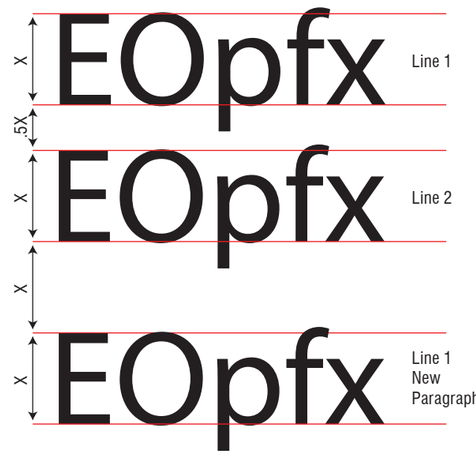
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

INTERLINE SPACING

Interline spacing will generally be noted on sign type drawings. As a rule, interline spacing shall be no less than 1/2 the height of the upper case letter X.

PARAGRAPH SPACING

Paragraph spacing will generally be noted on the sign type drawings. As a rule, paragraph spacing shall be no less than the height of the upper case letter X.



TYPOGRAPHY NOTES

- Do not substitute foot and inch marks (straight quotes) in place of apostrophe and quotation marks.
- Generally, unit names should not be abbreviated.
- Offices with occupant name should be abbreviated to fist initial, last name.
- All sign print should be reviewed by requestor.

CMU BRANDING

All signage must comply with the CMU Brand Identity Standards which can be obtained by contacting University Communications. The Brand Identity Standards may be updated at any time. Before starting any project, obtain the most current version of the Brand Identity Standards document. Use of CMU branding on any sign must be approved by University Communications.

Graphic Identity Guidelines

CMU Wordmark

Central Michigan University is represented by the CMU Wordmark and in limited cases, the CMU Action C. The university seal is used on official documents and diplomas.

- All official CMU print and electronic communications must include the CMU Wordmark or CMU Action C.

CMU University Seal

The formal university seal is reserved for official documents and diplomas and other items signed by the president or trustees

The CMU University Seal should not be used on signage without approval from University Communications

Type A

Type B

Action C

Type 1

Type 2

Type 3

Type 4

Type 5

Type 6

University Logo Use

Design guidelines

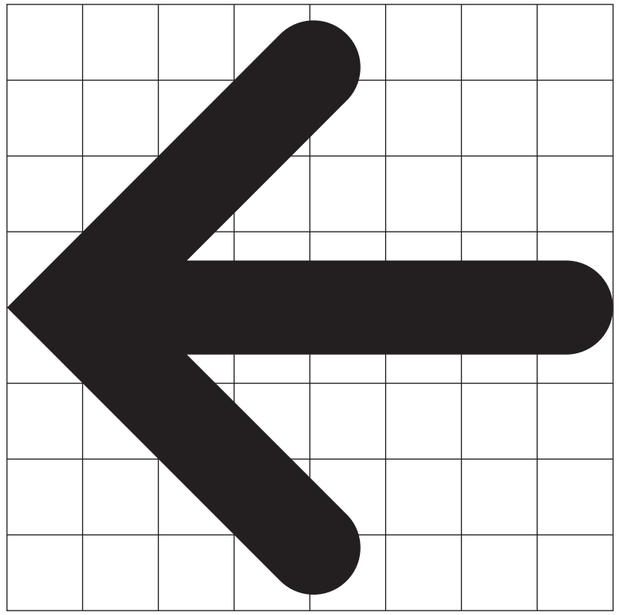
- The wordmark can be used only in its entirety and should not be defaced, rotated, distorted or altered in any way.
- Do not attempt to recreate the wordmark. The wordmark can be downloaded from the CMU Media Channel and the University Communications web page.
- The wordmark may not be used any smaller than one inch wide on most materials. The wordmark may be used smaller than one inch wide in placements where the one inch size is not possible (certain digital uses, small items such as pens), only with approval from University Communications.
- Adequate negative space must surround the wordmark to equal no less than 25 percent of its width. This space should not include text of any kind. For example, if the wordmark is one inch wide, there should be 1/4 inch of space around it.
- If using the wordmark over a photo, there must be adequate contrast and open space around the logo.
- For all print and electronic communications and all products that use the licensed wordmark, the wordmark should appear only in the following color palette:
  - CMU maroon
  - CMU gold (on a maroon background)
  - Black
  - White (or reverse)

Appropriate use

Inappropriate use

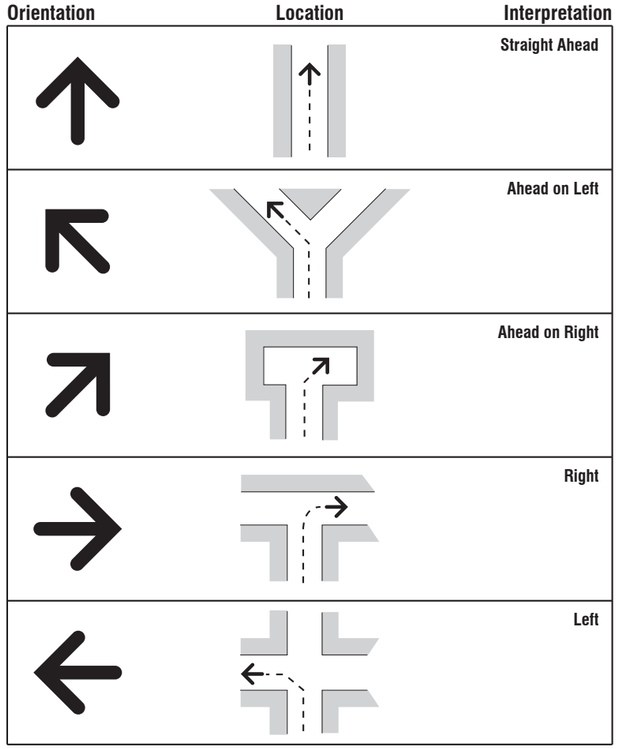
ARROW

The proper use of arrows on a directional sign is important to ensure the reader quickly understands where to go at decision points.



ARROW ORIENTATION

Orientation of arrows is important to effectively communicate direction. The following illustrations give examples arrow orientation and meaning.



ARROW PLACEMENT

Organizing and grouping destinations by direction of travel and using one arrow per group is preferred. Using an arrow for each message makes the sign difficult to read.

Arrows should be placed in such a manner that they visually precede the message. This allows the reader to understand direction first and information second.

Arrows pointing up shall always be located on the left side of the sign. This message group shall always be listed first on the sign.

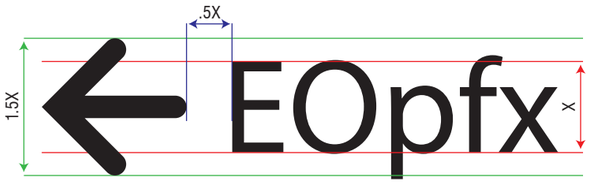
Arrows pointing left shall always be located on the left side of the sign.

Arrows pointing right shall always be located on the right side of the sign.

ARROW/TEXT RELATIONSHIP

The arrow is always centered in relationship to the capital letter that it precedes. The standard position for arrows, in relationship to text, is either on the left or right (depending on the direction of the arrow) of the text or immediately above the first line of text. On signs with numerous destinations a single arrow will be placed adjacent to the first line of text to identify the direction for all the grouped destinations.

The arrow should be one and a half (1 1/2) times the capital letter height.



SYMBOLS

Pictograms and Symbols are intended to provide visual information that is quick and easy to recognize. Pictograms represent typical services found in CMU's building interiors. Only the pictograms shown on this sheet are approved for use on campus signs. Symbol use is depicted in Section Three.

Information

Accessible

Elevator

Recycle

Tornado Shelter

Restroom

Women

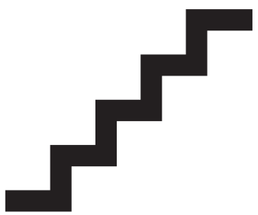
Men

Emergency Exit

Tobacco-Free Campus

Fire Extinguisher

AED



Stairway

ADA STANDARDS

The Americans with Disabilities Act (ADA) was signed into law in 1990. Its supporting technical guidelines, the Americans with Disabilities Act Accessibility Guidelines (ADAAG), were made effective 1992.

The language of the ADA places responsibility for conformance to the law on the owner of the project. Designers, manufacturers, and others who act as agents of the project owner must be knowledgeable in the detailed aspects of the accessibility guidelines as part of their responsibility to the owner.

The updated ADAAG, also called the Standards for Accessible Design (SAD), became effective in March 2011 and was used as a basis for design for this publication. It is the responsibility of the agent of the project owner to use the most current SAD guidelines available at the time of design and implementation.

The SAD define two categories of signs.
1. Signs identifying permanent rooms or spaces (§216.2).
2. Signs providing direction to or information about permanent rooms or spaces (§216.3).

Some sign types are exempted from SAD requirements (§216.1) and include:
1. Building directories
2. Menus
3. Seat and row designations in assembly areas
4. Occupant names
5. Building addresses
6. Logos
7. Temporary signs (7 days or less)

Guidelines for Raised Characters on Room Identification Signs

Style
Sans serif only, no italic, oblique, or script

Case
Upper-case characters only

Height
5/8" minimum to 2" maximum (exception NFPA stairwell regulatory Sign Type A3)

Depth
Raised 1/32" minimum

Clearance
Separated 3/8" minimum from Braille, raised borders, and decorative elements

Guidelines for Braille on Room Identification Signs

Style
Grade 2 Braille

Location
Directly below its corresponding raised characters

Clearance
Separated 3/8" minimum from raised characters, raised borders, or decorative elements

Guidelines for Pictograms on Room Identification Signs

Field Height
Required field height of 6" minimum with no other elements present within field

Pictogram Height
Relative size of pictogram image within 6" high field at designer's discretion

Guidelines for Visual Characters on Directional Signs

Style
Serif or Sans Serif, no italic, oblique, or script

Case
Upper and lower-case characters

Height
5/8" minimum to 3"+, based on height from finished floor and viewing distance, see graph on next page for guidance.

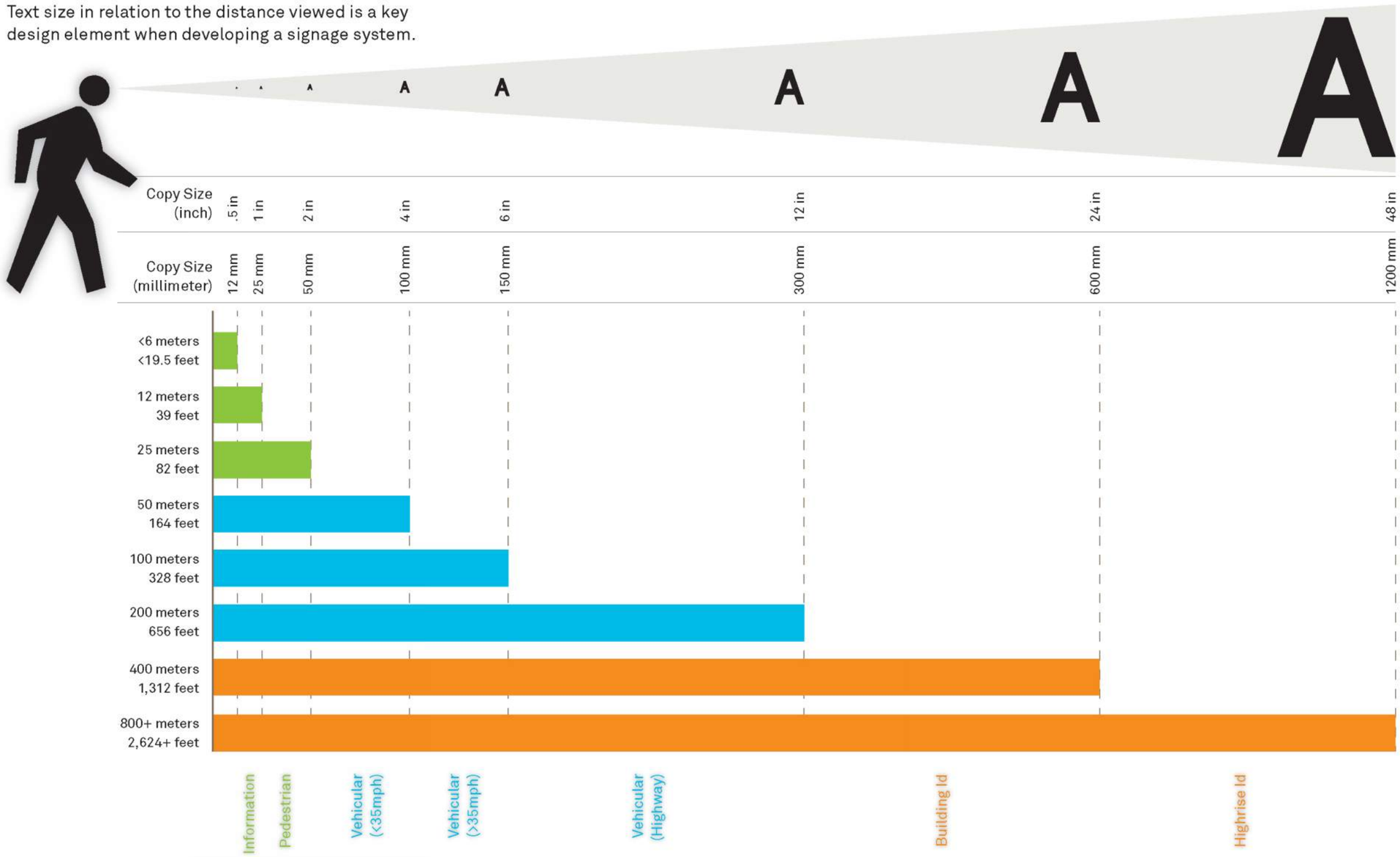
Finish and Contrast for Raised and Visual Characters

All signs shall have a non-glare finish and both raised and visual characters which meet contrast requirements. The ADAAG recommends 70% contrast, calculated by comparing Light Reflectance Values (LRV) of the text/graphics and background colors.

Color Contrast is determined by a calculation:
Contrast = [(B1 - B2)/B1] X 100
B1 = LRV of the lighter area
B2 = LRV of the darker area

VIEWING DISTANCE

Text size in relation to the distance viewed is a key design element when developing a signage system.



INSTALLATION LOCATION

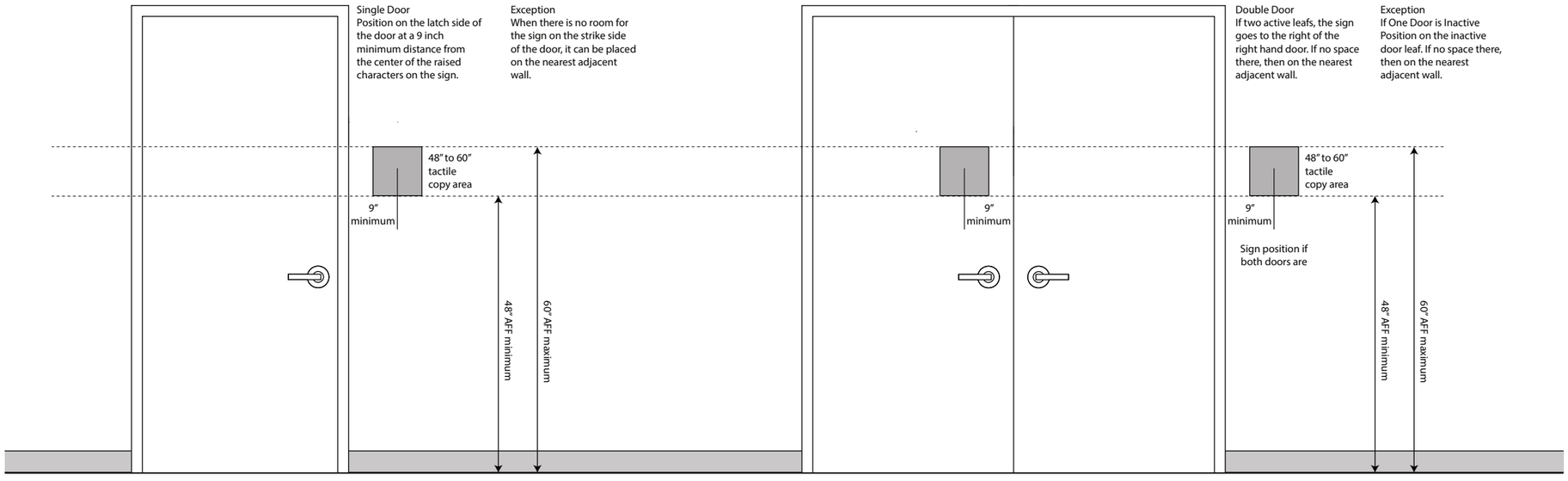
Typical Location

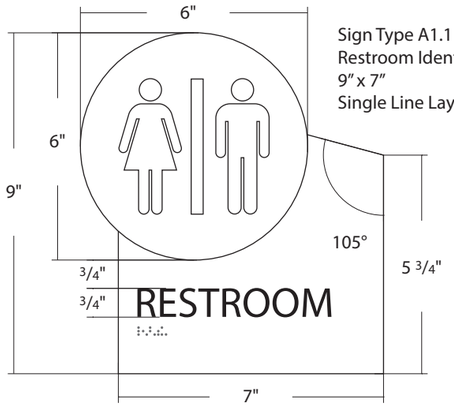
Signs identifying a permanent room or space must be mounted on the wall, next to the door, on the latch ("strike") side so that the sign's location relative to the door hardware is predictable for a blind or visually disabled person.
The baselines of Raised Characters must be located between 48"(lowest Raised Character) and 60"(highest Raised Character) above the finished floor.

When there is no room for the sign on the strike side of the door, it can be placed on the nearest adjacent wall.

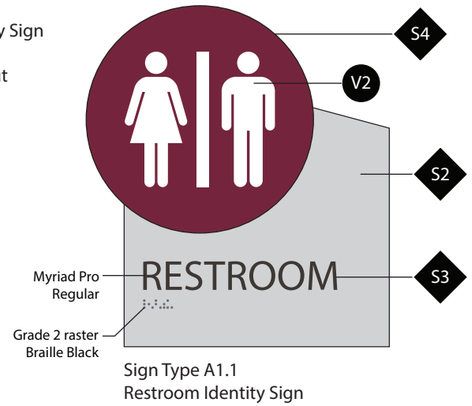
At Double Doors

- If only one door is operable, the sign must be mounted to the inactive door.
- If both doors are operable, the sign must be mounted to the right of the right-hand door.
- If there is no space for the sign on the right side of the door, it can be placed on the nearest adjacent wall.

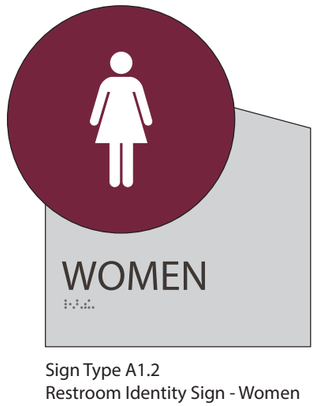




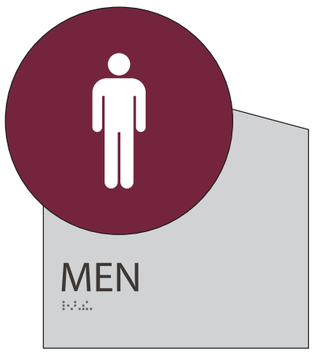
Sign Type A1.1
Restroom Identity Sign
9″ x 7″
Single Line Layout



Sign Type A1.1
Restroom Identity Sign

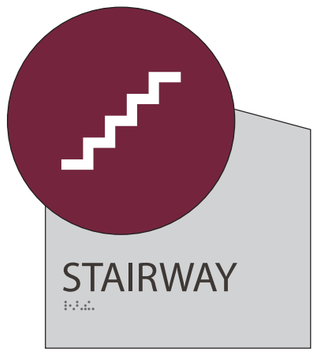


Sign Type A1.2
Restroom Identity Sign - Women

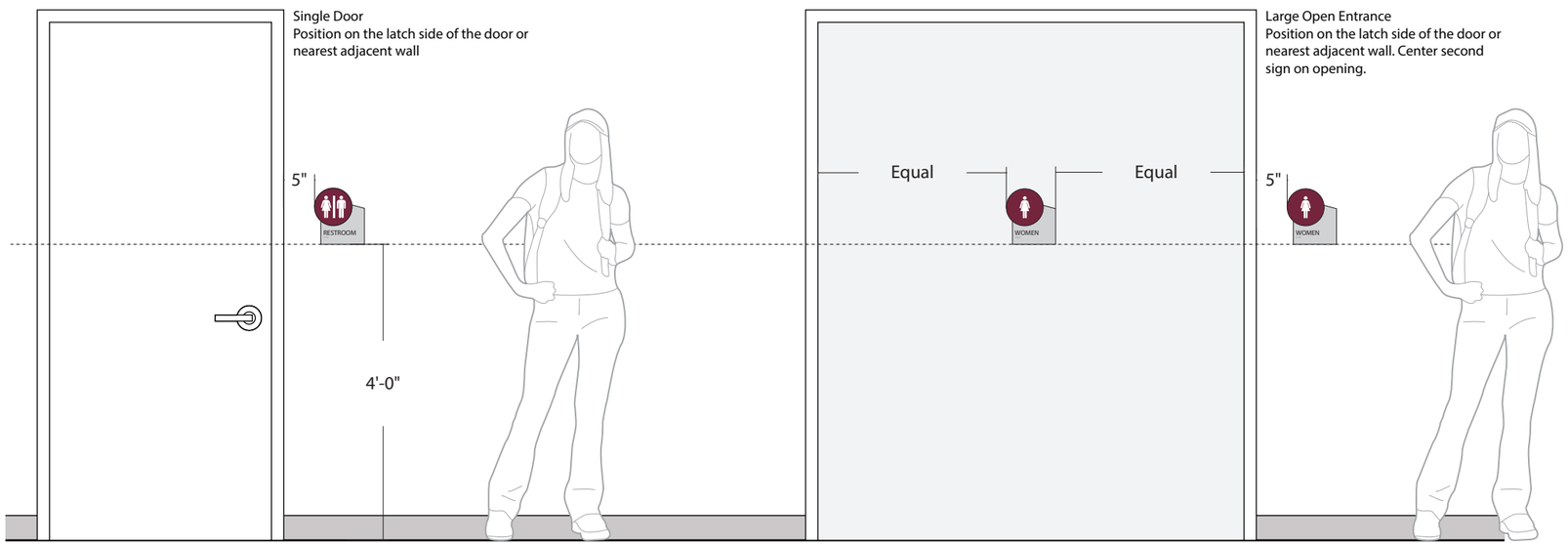


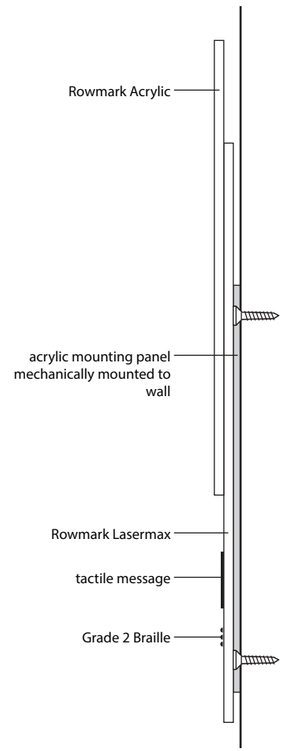
Sign Type A1.3
Restroom Identity Sign - Men

Sign Type A1.4
Restroom Identity Sign - Wheelchair Accessible



Sign Type A1.5
Stair Identity Sign





SIGN TYPE A1 -
Tactile Room Identity with Pictogram

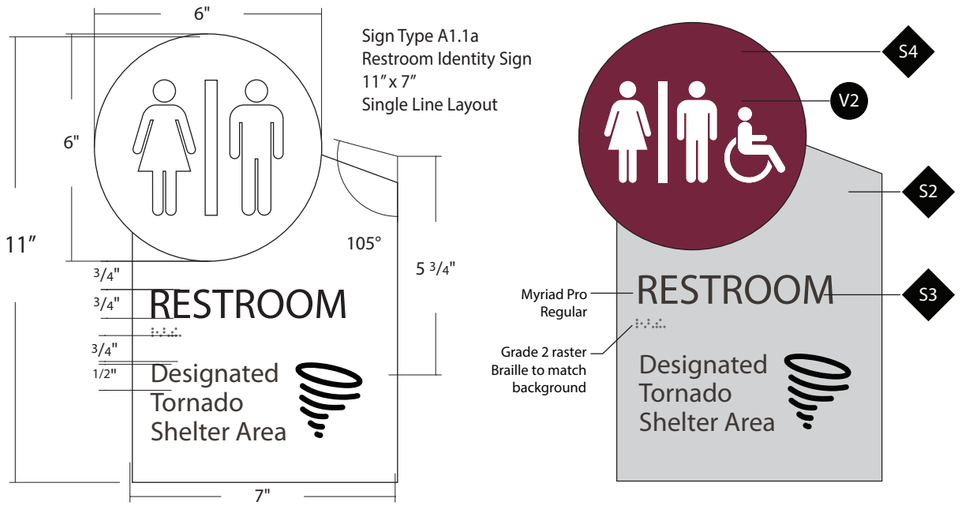
Sign Face Material	Perspex - Brushed Silver Alupanel
Symbol Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	9″ x 7″
Sign Type A1.1 Symbol	Restroom
Sign Type A1.2 Symbol	Women
Sign Type A1.3 Symbol	Men
Sign Type A1.4 Symbol	Wheelchair accessible
Sign Type A1.5 Symbol	Stairway
Typeface	Myriad Pro Regular
Typeface Material	Rowmark Acrylic

Guidelines

Sign Type A1 shall be located at the entrance to all restrooms. Follow current ADAAG for layout, fabrication and placement.

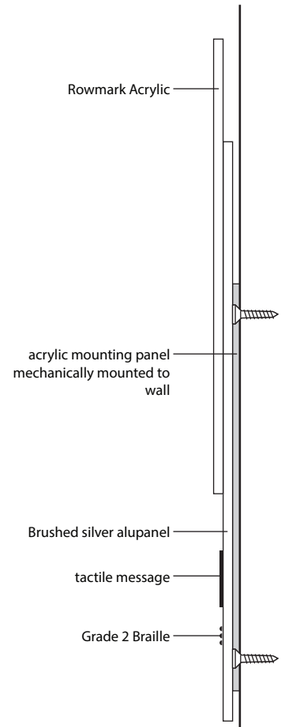
Ease all sharp edges for safety.

See Subset “a” for A1 signage where rooms have additional Tornado shelter destignation.



Sign Type A1.1a
Restroom Identity Sign
11″x 7″
Single Line Layout

Sign Type A1.1a
Rooms which are Designated Tornado Shelters



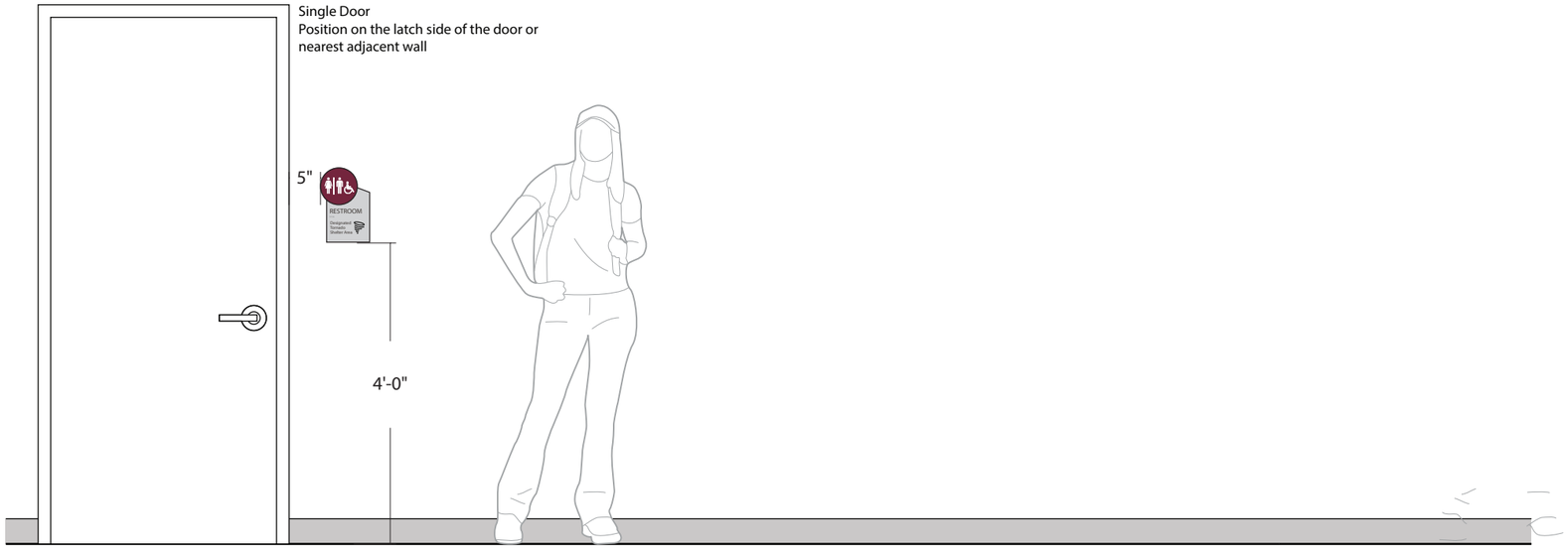
SIGN TYPE A1.1a
Tactile Room Identity

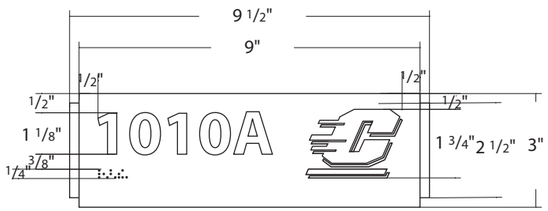
Sign Face Material	Perspex - Brushed Silver Alupanel
Symbol Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	11″ x 7″
Sign Type A1.#a Symbol	Designated Tornado Shelter Area
Typeface	Myriad Pro Regular
Typeface Material	Rowmark Acrylic

Guidelines

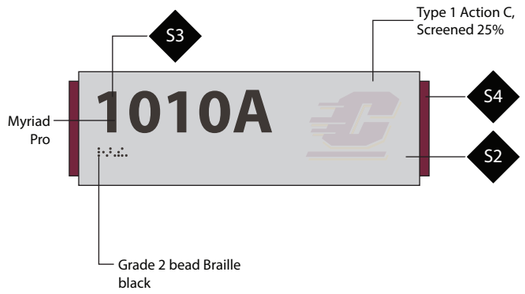
Sign Type A1.1a Shall follow current ADAAG for layout, fabrication and placement.

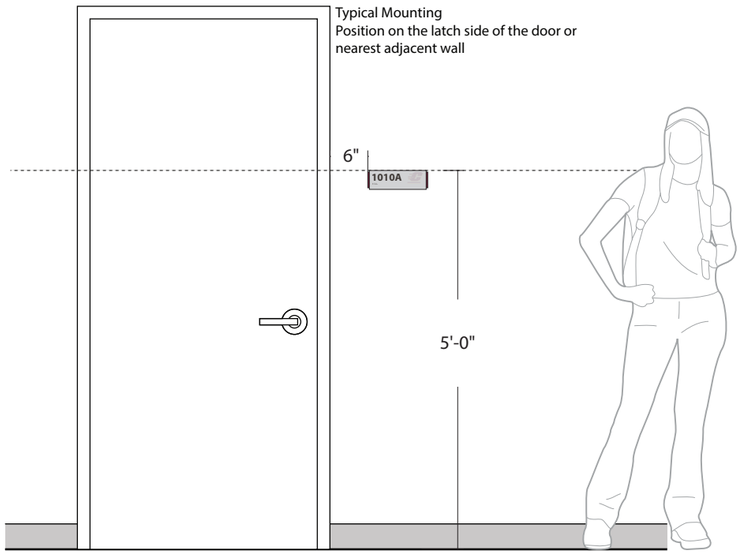
Ease all sharp edges for safety.





Sign Type A2.1
Room Identity Sign
3″ x 9″
Room Number Only Layout





SIGN TYPE A2.1 - Tactile Room Identity

Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	3″ x 9″
Typeface	Myriad Pro Bold
Typeface Material	Rowmark Acrylic

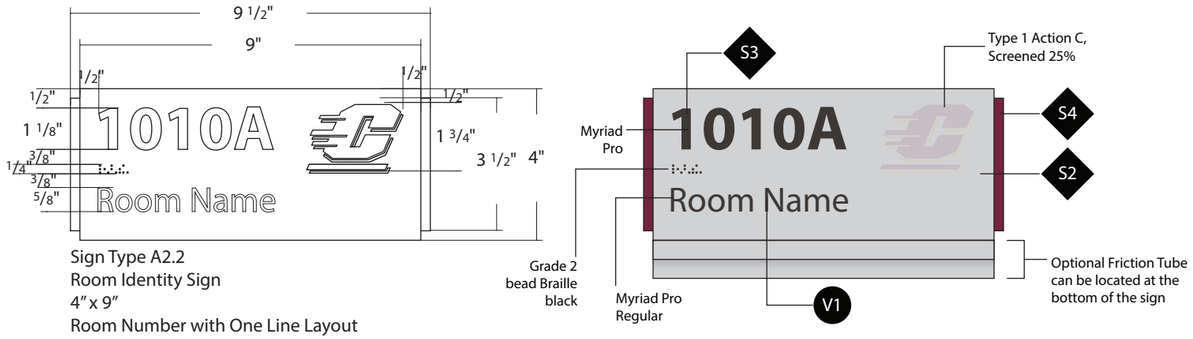
Guidelines

Sign Type A2.1 shall be located at the entrance to all permanent rooms where the room name or occupant is not disclosed. Room types include, but are not limited to:
Mechanical Room
Electrical Room
Elevator Equipment Room
Storage Room

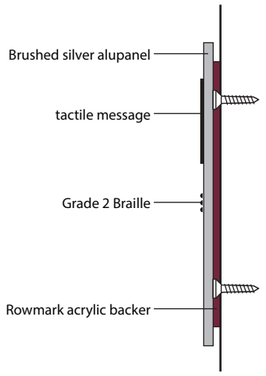
Sign Type A2.1 is the smallest room identity sign and will be used for new construction.

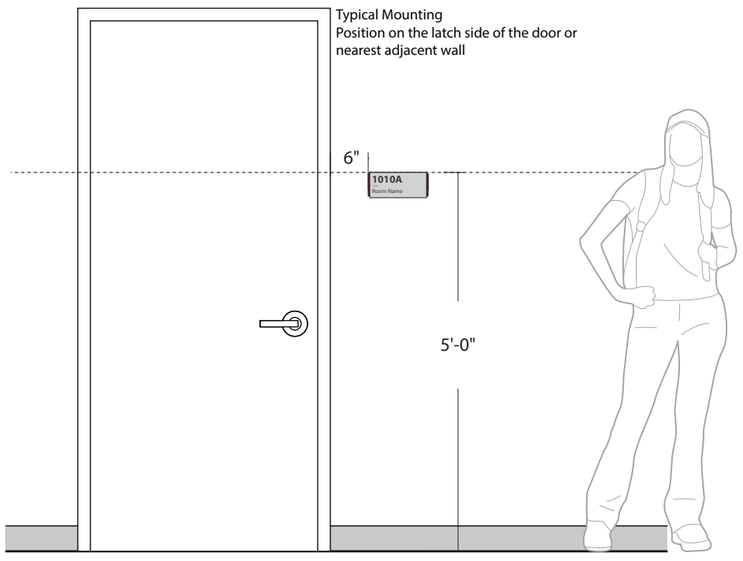
Follow current ADAAG for layout, fabrication and placement.

Ease all sharp edges for safety.



Sign Type A2.2
Room Identity Sign
4" x 9"
Room Number with One Line Layout





SIGN TYPE A2.2 - Tactile Room Identity with Non-Tactile Room Name (One Line)

Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	4" x 9"
Typeface	Myriad Pro Bold/Regular
Typeface Material	Rowmark Acrylic 3M Scotchcal Dark Gray Opaque Film 7725-41

Guidelines

Sign Type A2.2 shall be located at the entrance to all permanent rooms where the room name or occupant is desired or a large sign face is necessary. Sign Type A2.2 can accommodate a single-line room name, but can also be used with no room name.

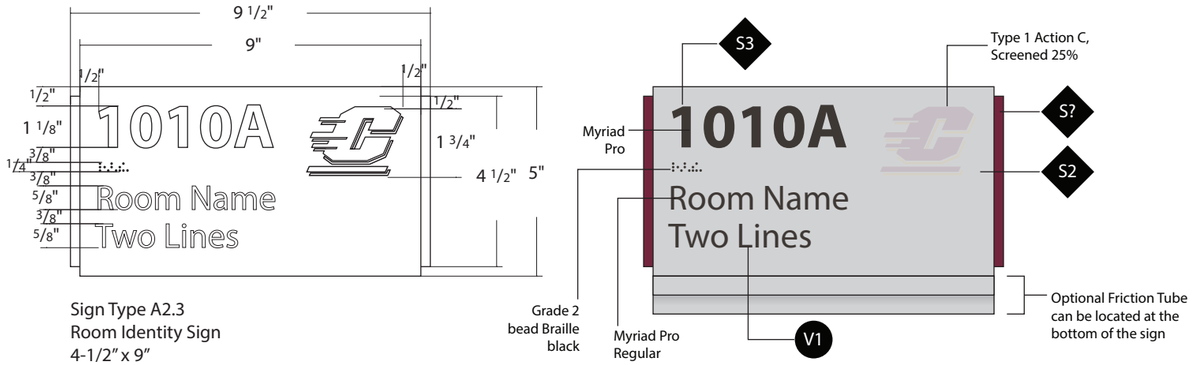
Type A2.2 can be used for new construction and existing buildings where existing signs have been removed and the existing wall surface has been damaged.

Follow current ADAAG for layout, fabrication and placement.

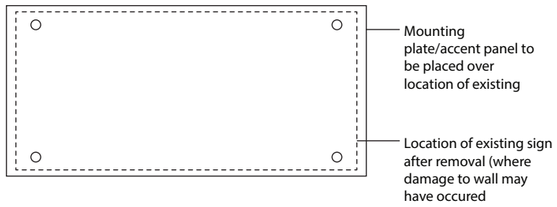
Ease all sharp edges for safety.

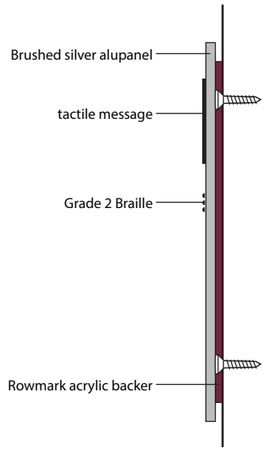
Accessories

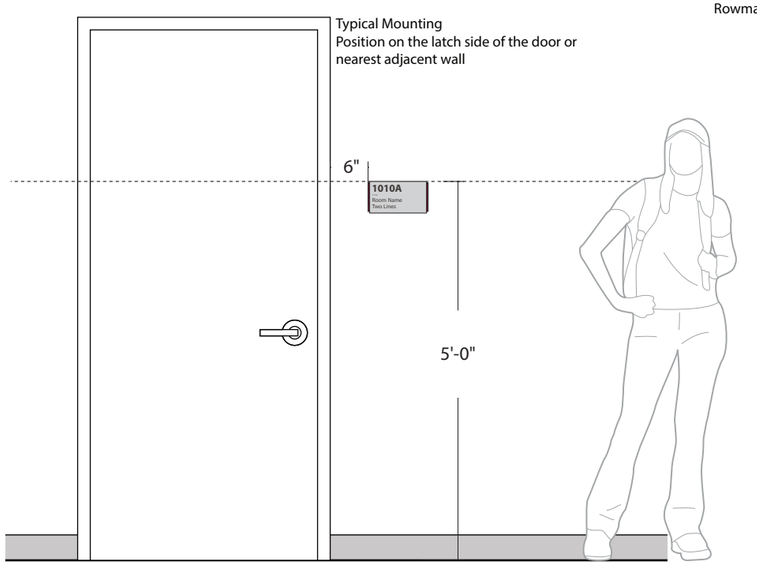
Optional Friction Tube



Sign Type A2.3
Room Identity Sign
4-1/2" x 9"
Room Number with Two Line Layout







SIGN TYPE A2.3 - Tactile Room Identity with Non-Tactile Room Name (Two Lines)

Sign Face Material	Rowmark Lasermax Brushed Aluminum Finish LM922-354
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	5" x 9"
Typeface	Myriad Pro Bold/Regular
Typeface Material	Rowmark Acrylic 3M Scotchcal Dark Gray Opaque Film 7725-41

Guidelines

Sign Type A2.3 shall be located at the entrance to all permanent rooms where a changeable room name or occupant is desired or a large sign face is necessary. Sign Type A2.3 can accommodate a two-line room name, but can also be used with no room name.

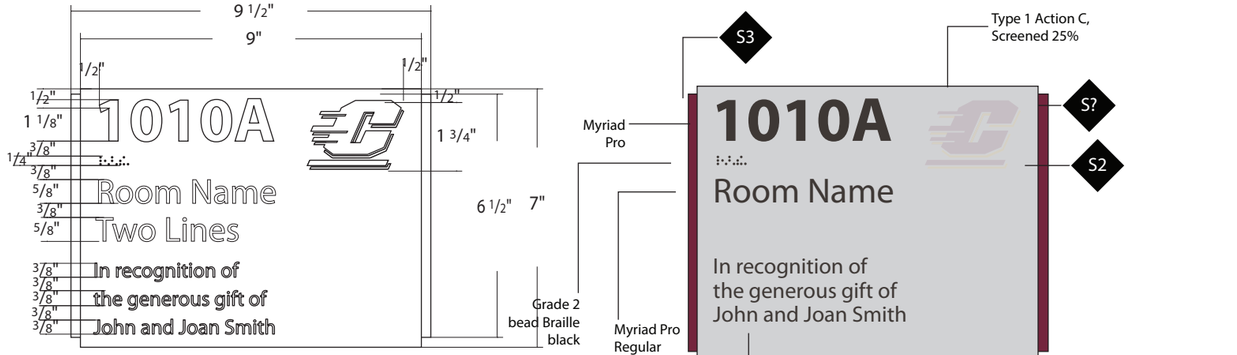
Type A2.3 can be used for new construction and existing buildings where existing signs have been removed and the existing wall surface has been damaged.

Follow current ADAAG for layout, fabrication and placement.

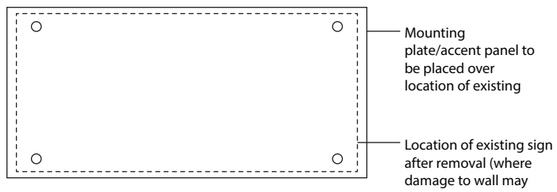
Ease all sharp edges for safety.

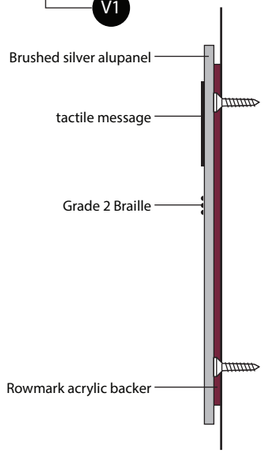
Accessories

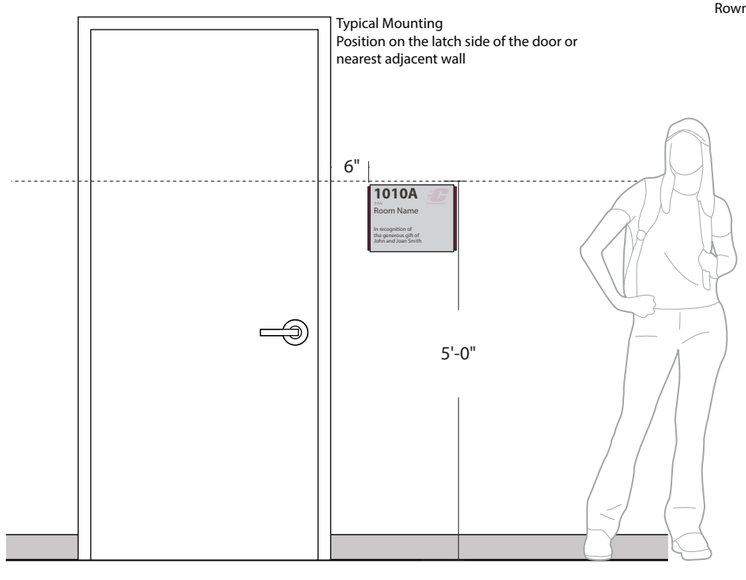
Optional Friction Tube



Sign Type A2.4
Room Identity Sign
6 1/2" x 9"
Room Number with Donor Recognition







SIGN TYPE A2.4 - Tactile Room Identity with Non-Tactile Room Name (One or Two Lines) and Donor Recognition

Sign Face Material	Perspex- Brushed Silver Alupanel
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	7″ x 9″
Typeface	Myriad Pro Bold/Regular
Typeface Material	Rowmark Acrylic 3M Scotchcal Dark Gray Opaque Film 7725-41

Guidelines

Sign Type A2.4 shall be located at the entrance to all permanent rooms where a changeable room name or occupant is desired or a large sign face is necessary. Sign Type A2.4 can accommodate a two-line room name, but can also be used with no room name.

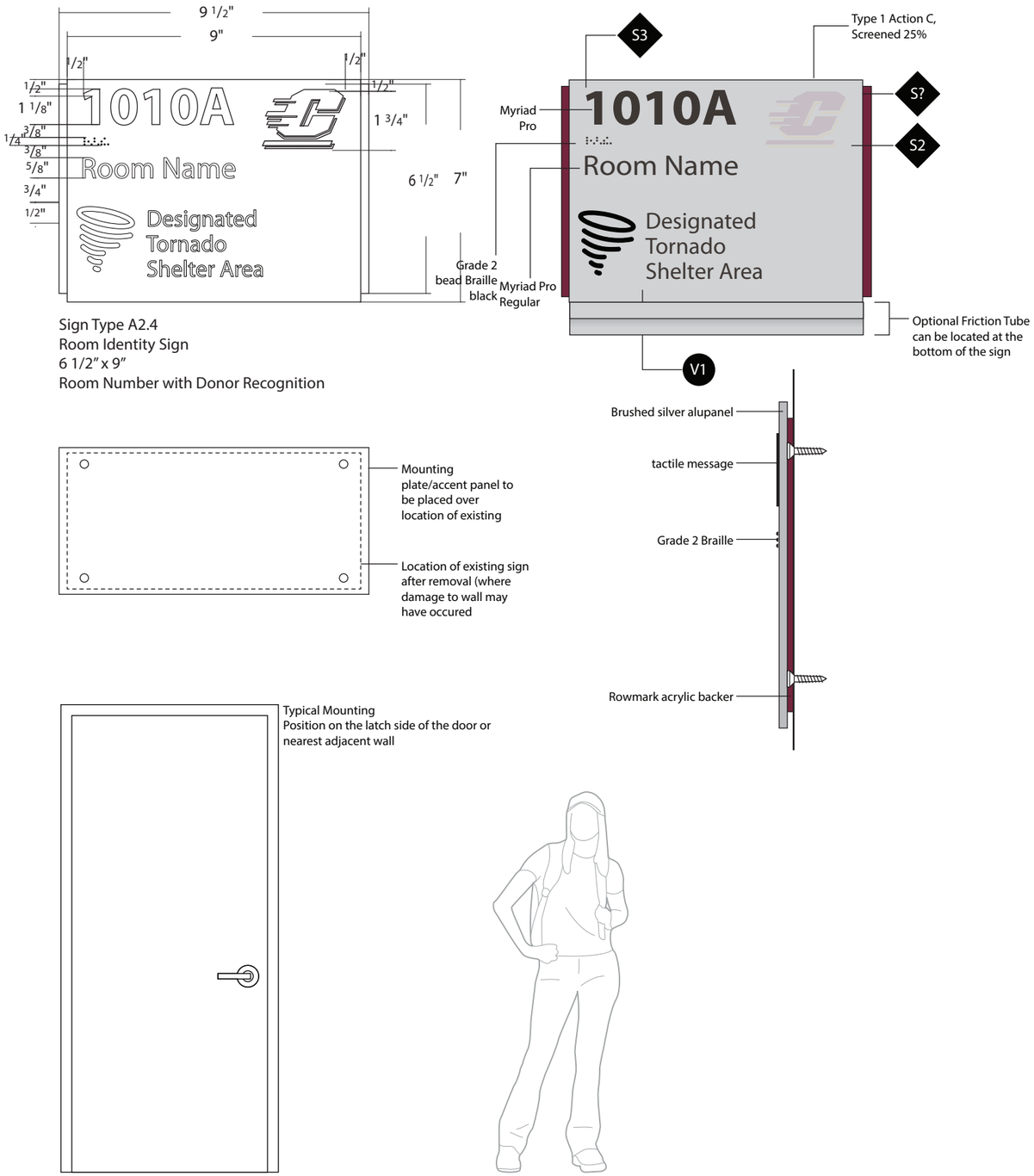
Type A2.4 can be used for new construction and existing buildings where existing signs have been removed and the existing wall surface has been damaged.

Follow current ADAAG for layout, fabrication and placement.

Ease all sharp edges for safety.

Accessories

Optional Friction Tube



SIGN TYPE A2.5 - Tactile Room Identity with Non-Tactile Room Name (One Line) and Tornado Designation

Sign Face Material	Perspex- Brushed Silver Alupanel
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	7″ x 9″
Typeface	Myriad Pro Bold/Regular
Typeface Material	Rowmark Acrylic 3M Scotchcal Dark Gray Opaque Film 7725-41

Guidelines

Sign Type A2.5 shall be located at the entrance to all permanent rooms where a changeable room name or occupant is desired or a large sign face is necessary. Sign Type A2.5 can accommodate a two-line room name, but can also be used with no room name.

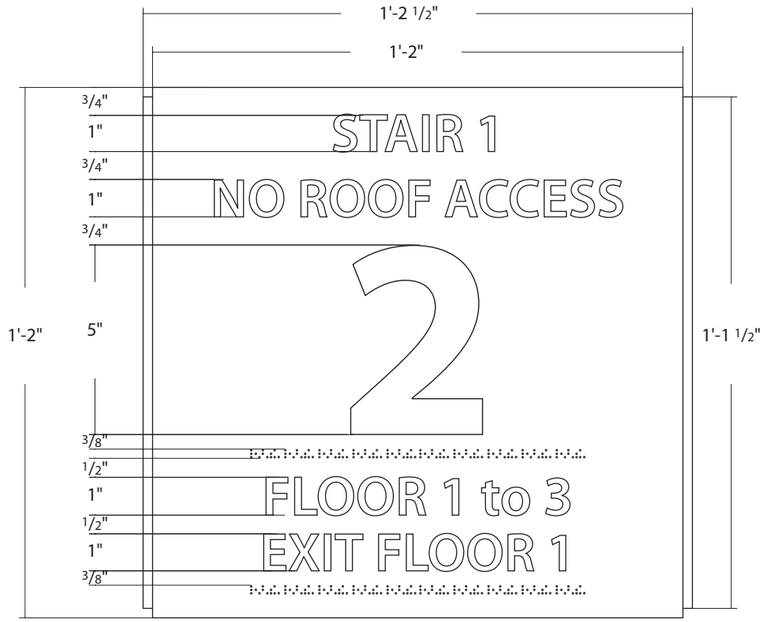
Type A2.5 can be used for new construction and existing buildings where existing signs have been removed and the existing wall surface has been damaged.

Follow current ADAAG for layout, fabrication and placement.

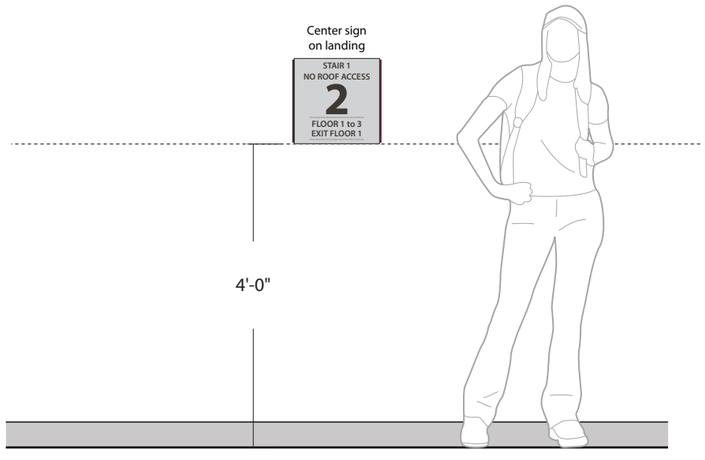
Ease all sharp edges for safety.

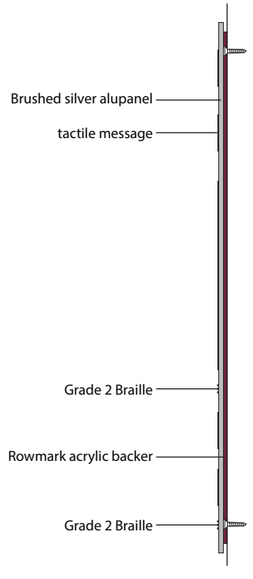
Accessories

Optional Friction Tube



Sign Type A3
NFPA Stairwell Identity Sign
1'- 2" x 1'- 2"





SIGN TYPE A3 - Tactile Interior Stairwell Identity

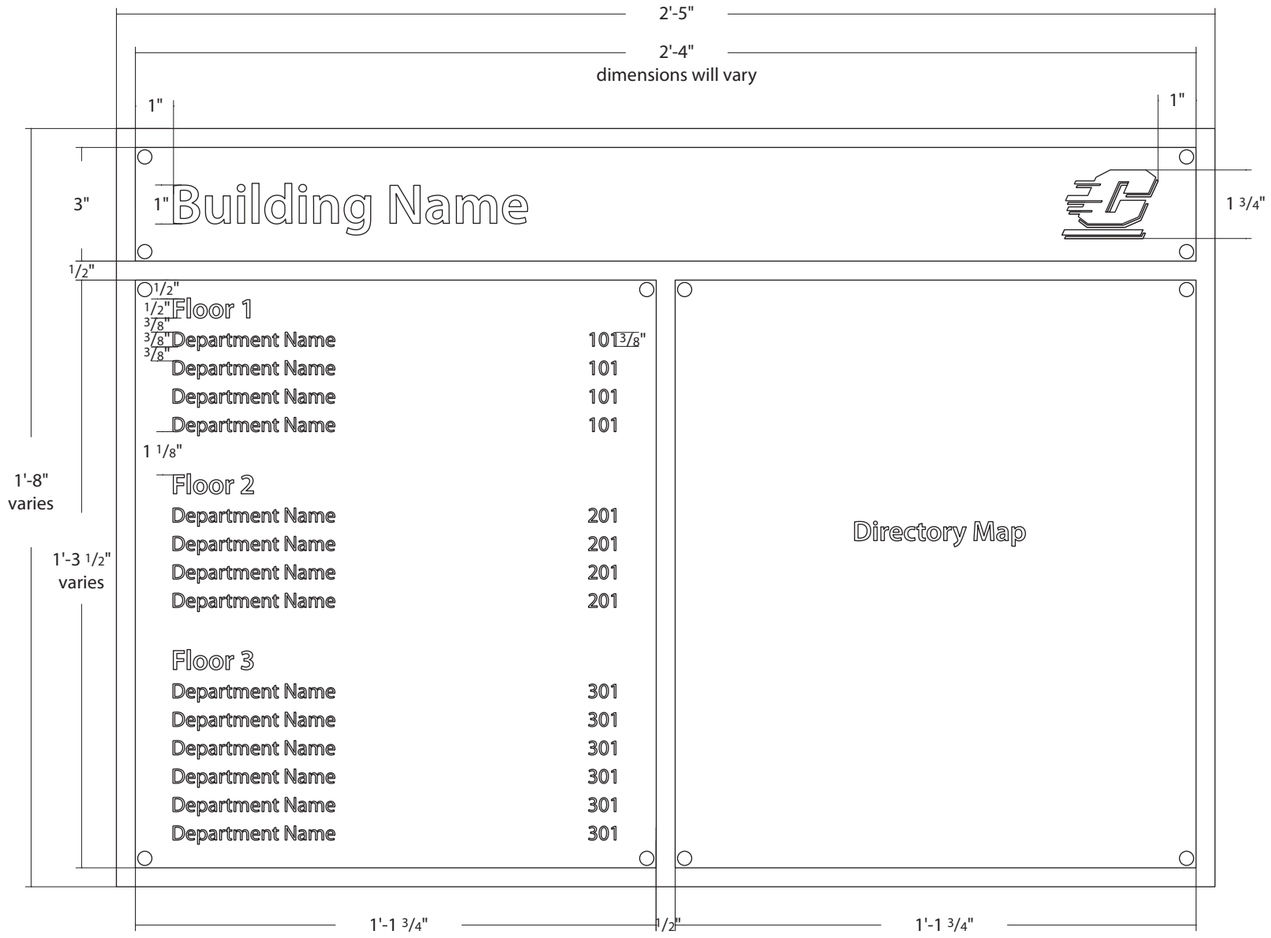
Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	1′-2″ x 1′-2″
Typeface	Myriad Pro Bold/ Semi-Bold
Typeface Material	Rowmark Acrylic

Guidelines

Sign Type A3 shall be located within stairwells where the NFPA Life Safety 101 requires it.

Follow current NFPA Life Safety 101 or local building code and ADAAG for layout, fabrication and placement.

Ease all sharp edges for safety.



Sign Type B1
Building Directory
Size Varies

SIGN TYPE B1 - Building Directory

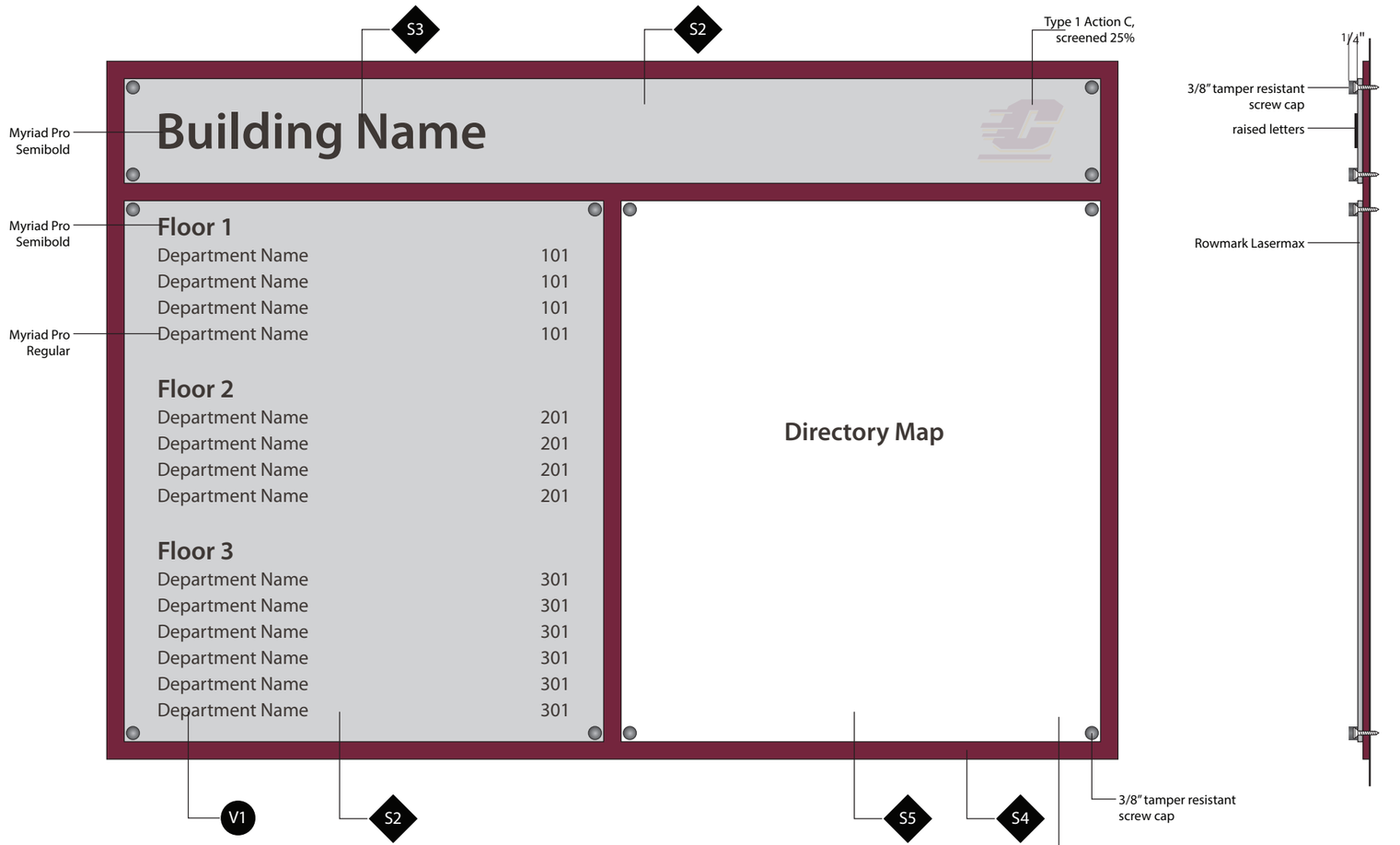
Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	Size varies based on the number of levels and number of occupants
Typeface	Myriad Pro Bold/ Semi-Bold
Typeface Material	Rowmark Acrylic 3M Scotchcal Dark Gray Opaque Film 7725-41
Map	High-resolution digital print on film with UV coating

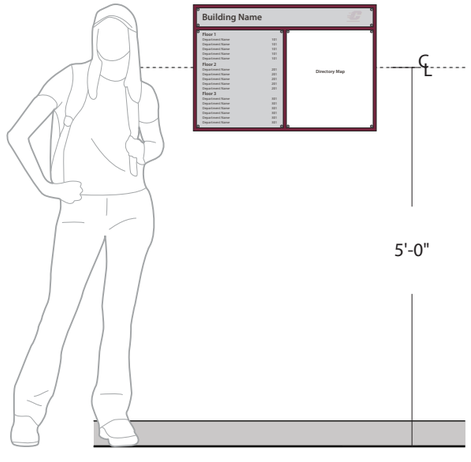
Guidelines

Sign Type B1 shall be located near building entrances and major decision points. Sign Type B1 includes a changeable panel with a list of building occupants and a building directory map.

Occupants shall be organized by level and listed in numerical order by room number.

Ease all sharp edges for safety.





SIGN TYPE B1 - Building Directory

Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	Size varies based on the number of levels and number of occupants
Typeface	Myriad Pro Bold/ Semi-Bold
Typeface Material	Rowmark Acrylic 3M Scotchcal Dark Gray Opaque Film 7725-41
Map	High-resolution digital print on film with UV coating

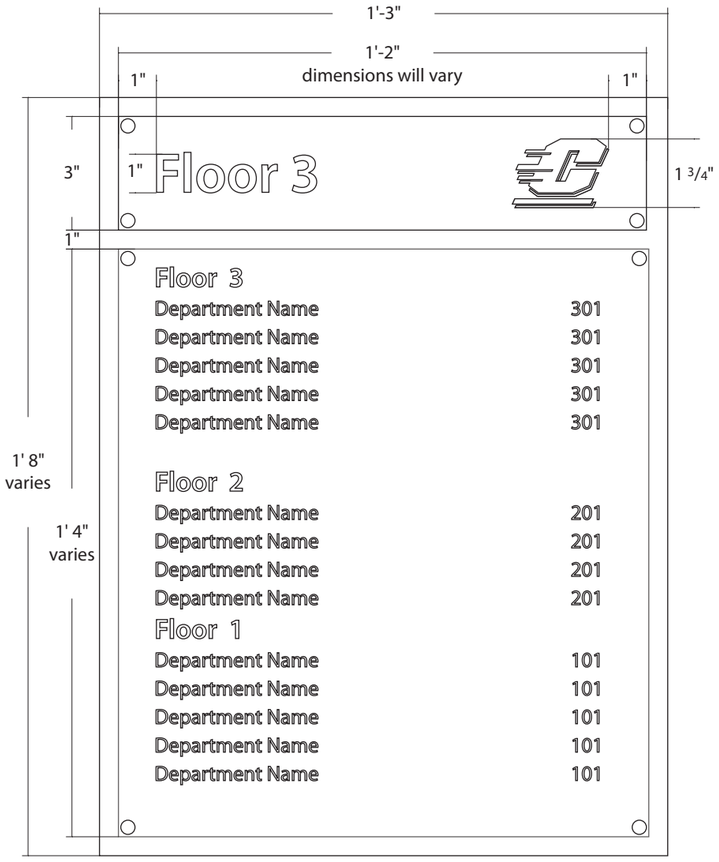
Guidelines

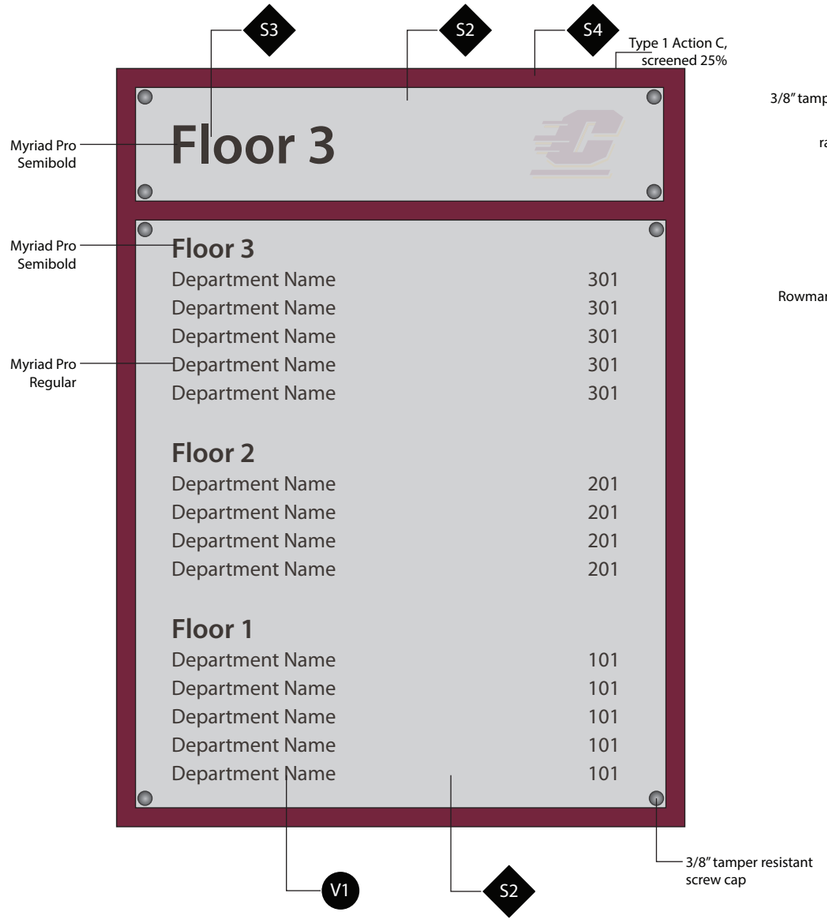
Sign Type B1 shall be located near building entrances and major decision points. Sign Type B1 includes a changeable panel with a list of building occupants and a building directory map.

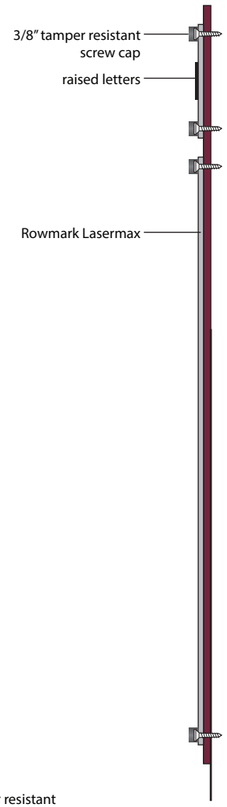
Occupants shall be organized by level and listed in numerical order by room number.

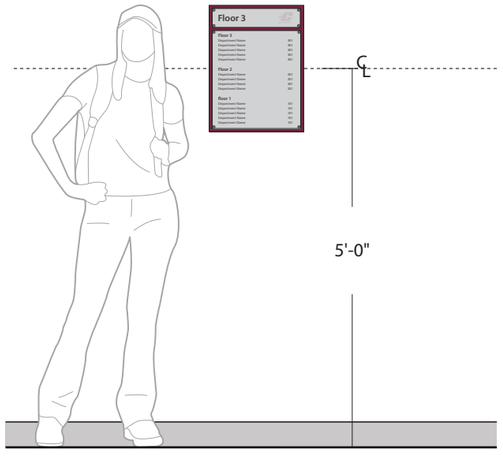
Ease all sharp edges for safety.

Directory map graphics to be provided by the Architect. Graphic examples are available from CMU PEP.









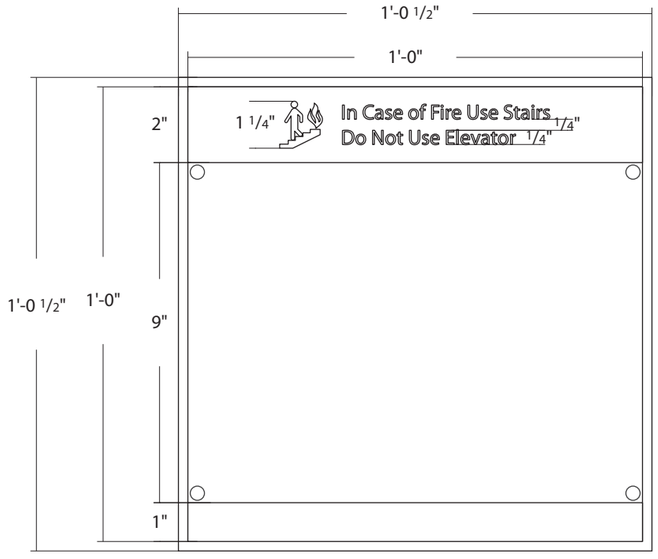
SIGN TYPE B2 - Level Directory

Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	Size varies based on the number of levels and number of occupants
Typeface	Myriad Pro Regular/ Semi-Bold
Typeface Material	Rowmark Acrylic 3M Scotchcal Dark Gray Opaque Film 7725-41

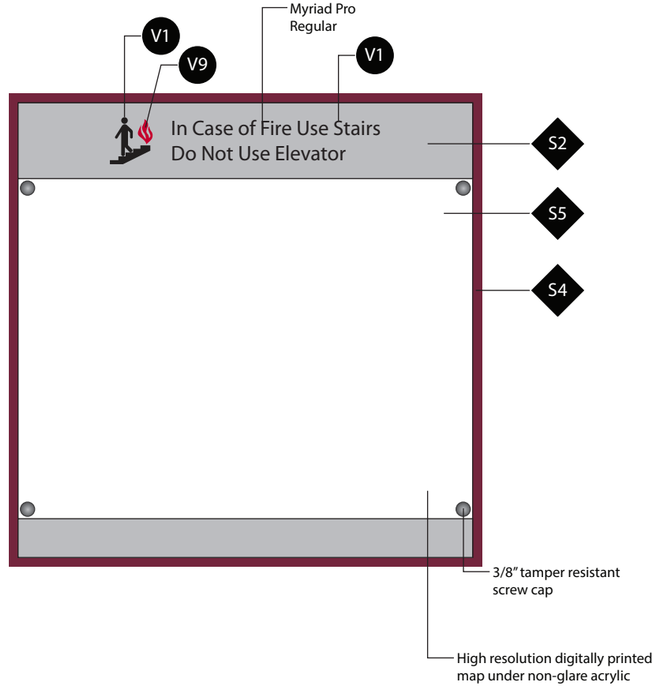
Guidelines

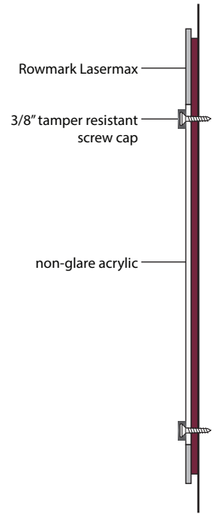
Sign Type B2 shall be located near elevators. Sign Type B2 includes a changeable panel with a list of building occupants Occupants shall be separated by level and listed in numerical order by room number. The lowest level shall always be listed at the bottom and highest level at the top.

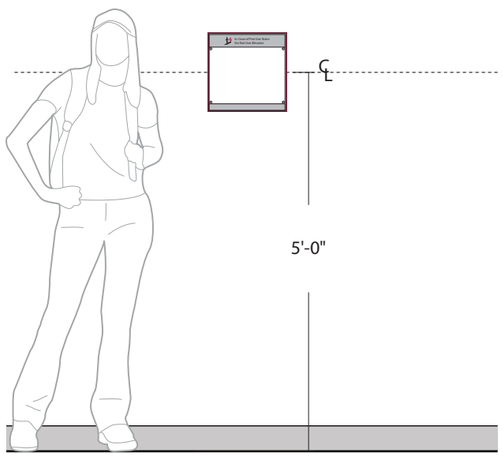
Ease all sharp edges for safety.



Sign Type B3
In Case of Fire
11-1/2" x 1'-0 1/2"







SIGN TYPE B3 - Emergency Evacuation Regulatory

Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	1'-0" x 1'-0"
Typeface	Myriad Pro Regular
Typeface Material	Rowmark Acrylic 3M Scotchcal Dark Gray Opaque Film 7725-41

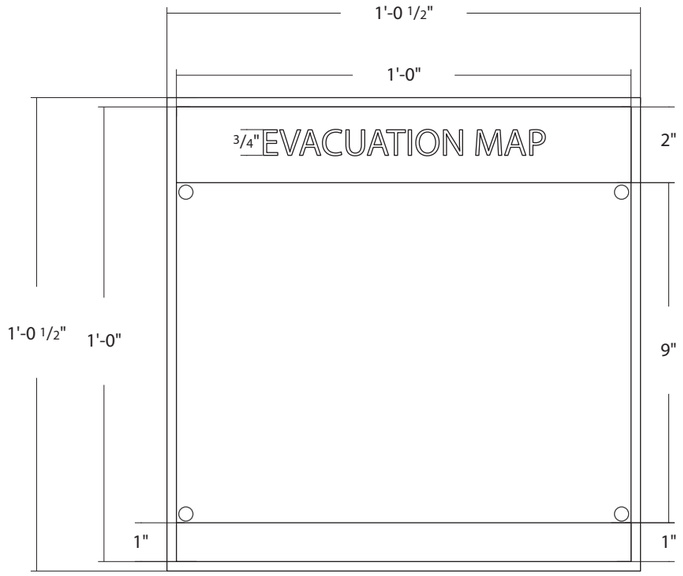
Guidelines

Sign Type B3 shall be located outside each elevator or group of elevators. Sign Type B3 includes a changeable evacuation map indicating exits and locations for AED and fire extinguishers.

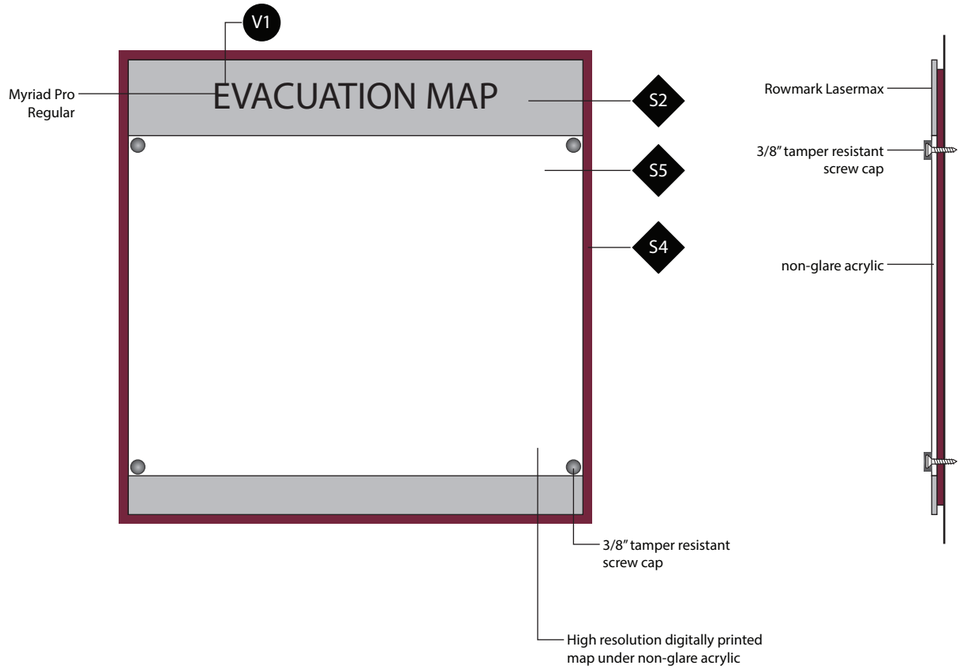
Follow current NFPA Life Safety 101 or local building code for layout, fabrication and placement.

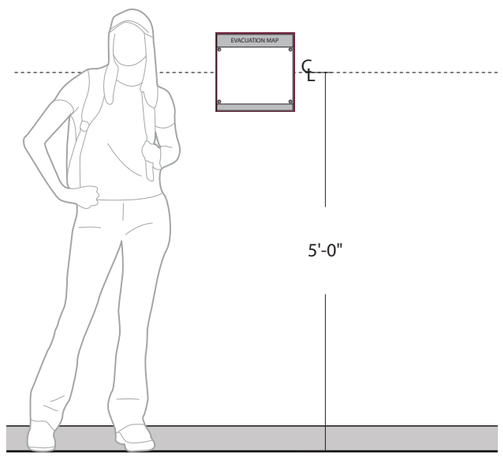
Ease all sharp edges for safety.

Emergency map graphics to be provided by the Architect. Graphic examples are available from CMU PEP.



Sign Type B4
Evacuation Map
11-1/2" x 1'-0 1/2"





SIGN TYPE B4 - Evacuation Map

Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	1'-0" x 1'-0"
Typeface	Myriad Pro Regular
Typeface Material	Rowmark ??? 3M Scotchcal Dark Gray Opaque Film 7725-41

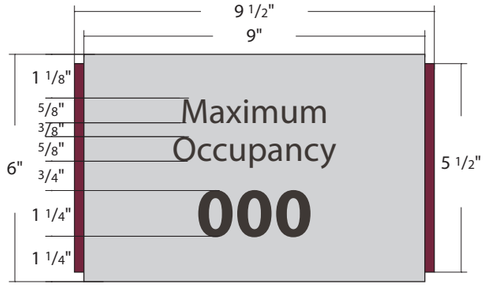
Guidelines

Sign Type B4 shall be located throughout each building as required by the NFPA and state or local marshal or authority performing inspection. Sign Type B4 includes a changeable evacuation map indicating exits and locations for AED and fire extinguishers.

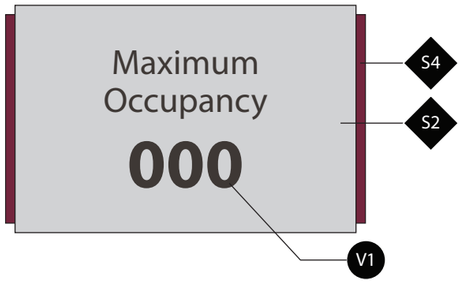
Follow current NFPA Life Safety 101 or local building code for layout, fabrication and placement.

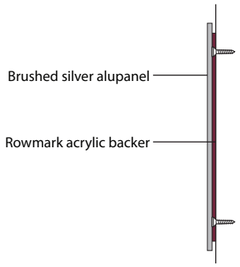
Ease all sharp edges for safety.

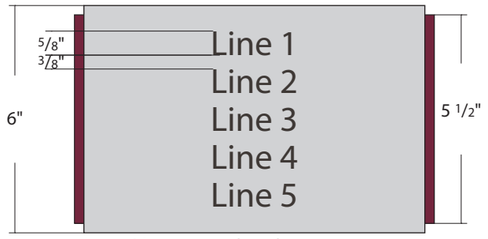
Emergency map graphics to be provided by the Architect. Graphic examples are available from CMU PEP.



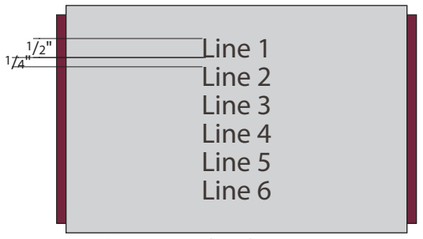
Layout is an example only.
Actual occupancy will vary by room.







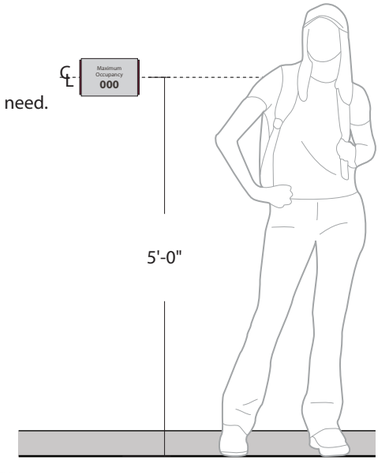
Layout is an example only.
Actual message and graphics will vary based on use.



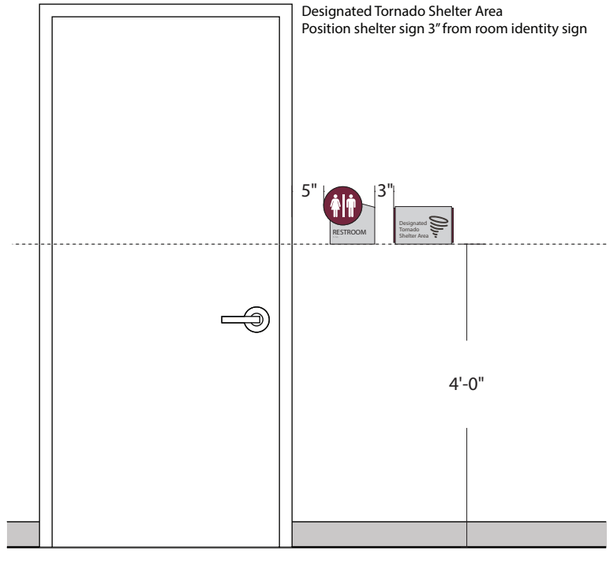
Layout is an example only.
Actual message and graphics will vary based on use.

Sign Type C1
Informational Sign
6" x 9"
Layouts vary as each is designed to meet a specific need.

Typical Mounting



Designated Tornado Shelter Area
Position shelter sign 3" from room identity sign



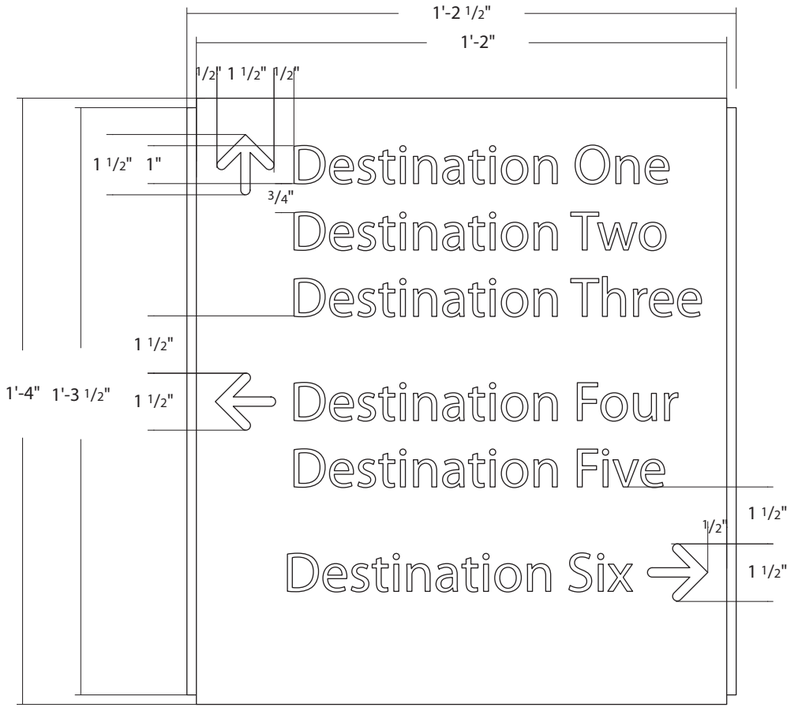
SIGN TYPE C1 - Non-Tactile Room or Area Identity

Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	6" x 9"
Typeface	Myriad Pro Regular
Typeface Material	3M Scotchcal Dark Gray Opaque Film 7725-41

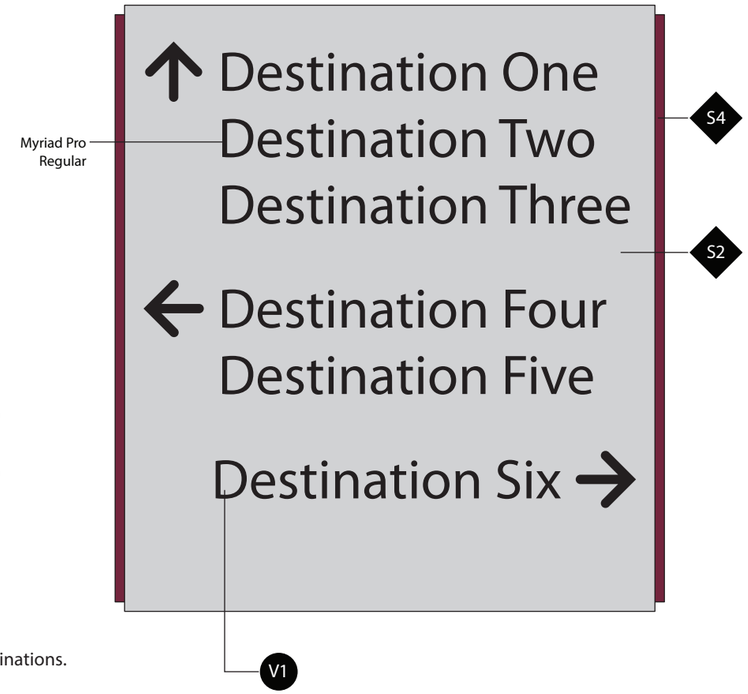
Guidelines

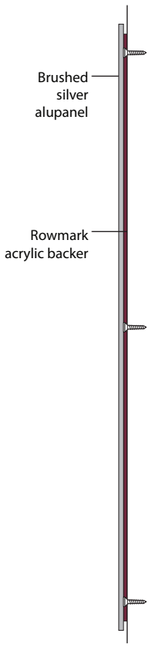
Sign Type C1 can be used to convey regulatory information or provide specific information about a space. Examples are provided to the left. Actual layouts, including text and graphics, will vary based on use.

Ease all sharp edges for safety.

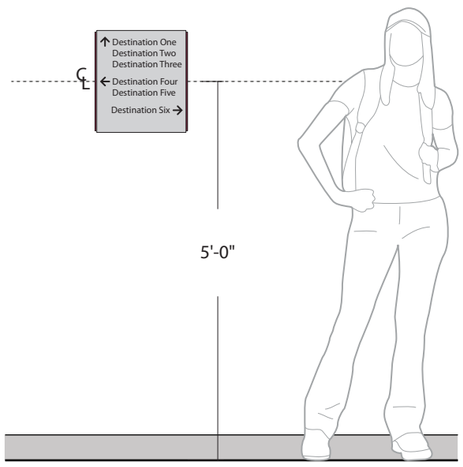


Layout is an example only.
Actual message and arrow orientation will vary based on location and destinations.





Sign Type C2
Directional Sign
1'-4" x 1'-2"
Layouts vary as each is designed to meet a specific need.



SIGN TYPE C2 - Directional

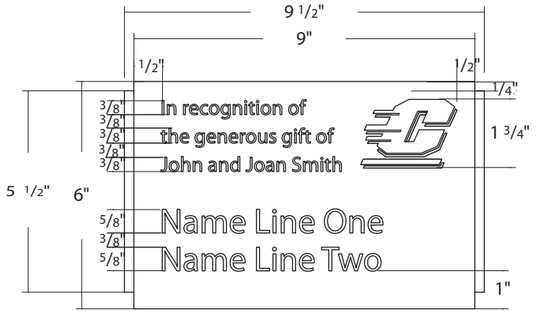
Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	Size varies based on the number of destinations and location of sign
Typeface	Myriad Pro Regular
Typeface Material	3M Scotchcal Dark Gray Opaque Film 7725-41

Guidelines

Sign Type C2 shall be located near major decision points and perpendicular to pedestrian flow for best visibility.

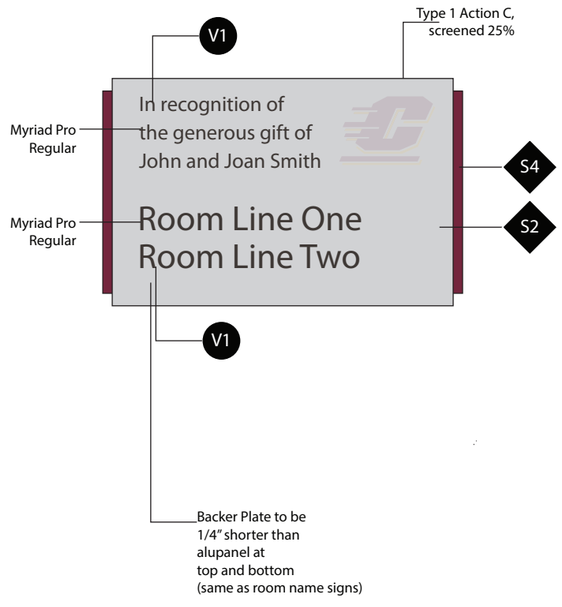
Example is provided to the left. Actual layouts, including text and graphics, will vary based on use. Size may also vary based on number of destinations.

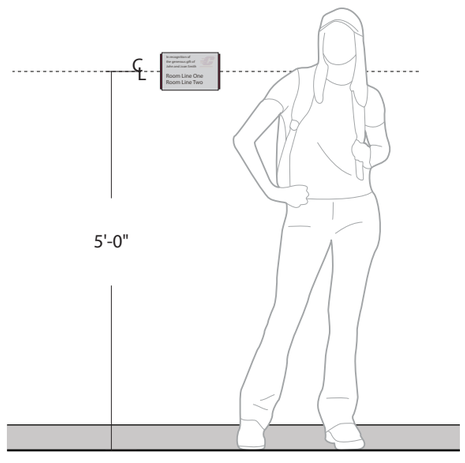
Ease all sharp edges for safety.



Layout is an example only.
Actual message and graphics will vary based on use.

Sign Type B5
Informational Sign
6" x 9"





SIGN TYPE D1 - Donor Recognition

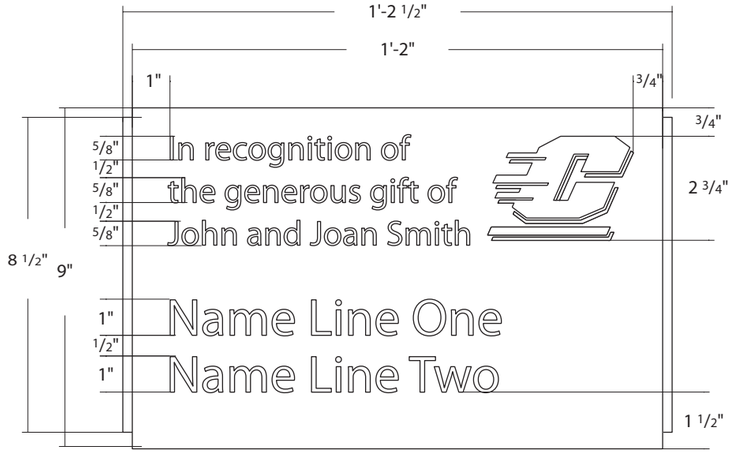
Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	6" x 9"
Typeface	Myriad Pro Regular
Typeface Material	3M Scotchcal Dark Gray Opaque Film 7725-41

Guidelines

Sign Type D1 can be located outside rooms or large spaces that require identification in addition to the required tactile room identity sign. Sign Type B5 also allows space for donor recognition, but can be used without it.

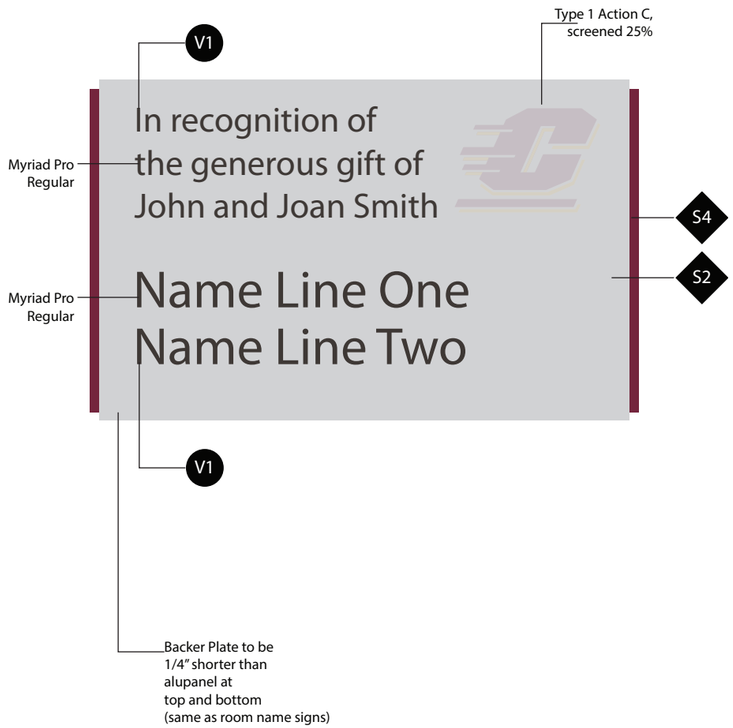
Ease all sharp edges for safety.

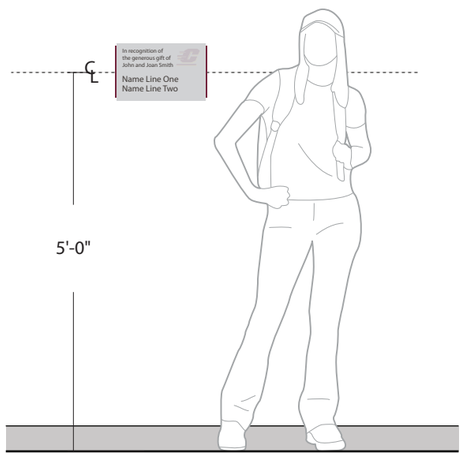
See tactile room sgn type A2.4 for combination recognition and room number sign.



Layout is an example only.
Actual message and graphics will vary based on use.

Sign Type B6
Informational Sign
9-1/2" x 1'-2-1/2"





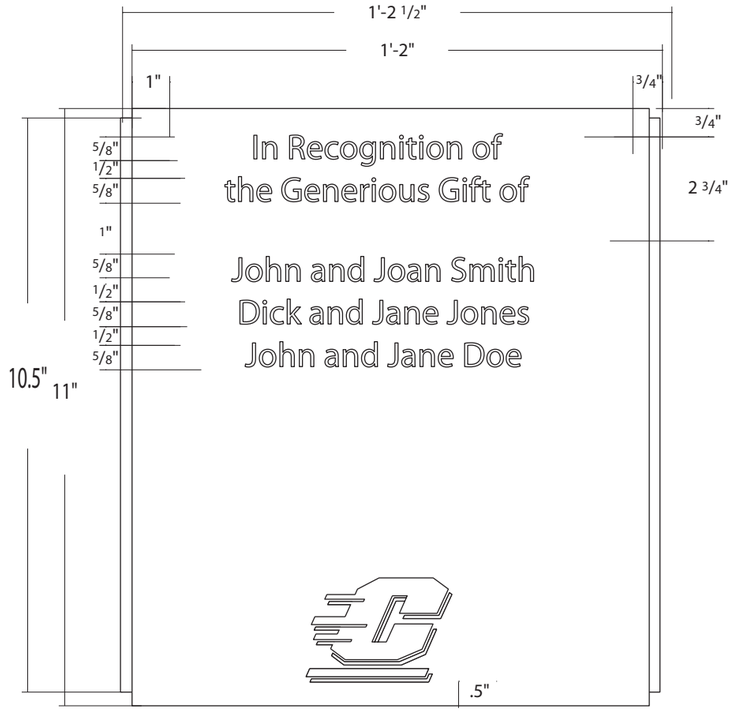
SIGN TYPE D2 - Donor Recognition

Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	9-1/2" x 1' - 2-1/2"
Typeface	Myriad Pro Regular
Typeface Material	3M Scotchcal Dark Gray Opaque Film 7725-41

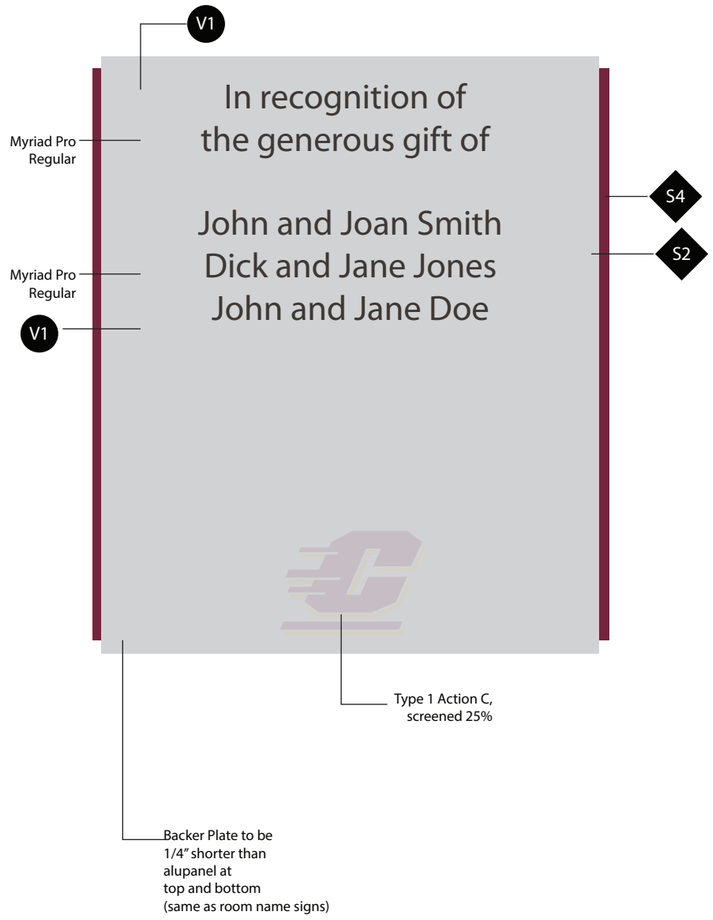
Guidelines

Sign Type D2 can be located outside rooms or large spaces that require identification in addition to the required tactile room identity sign. Sign Type B6 also allows space for donor recognition, but can be used without it.

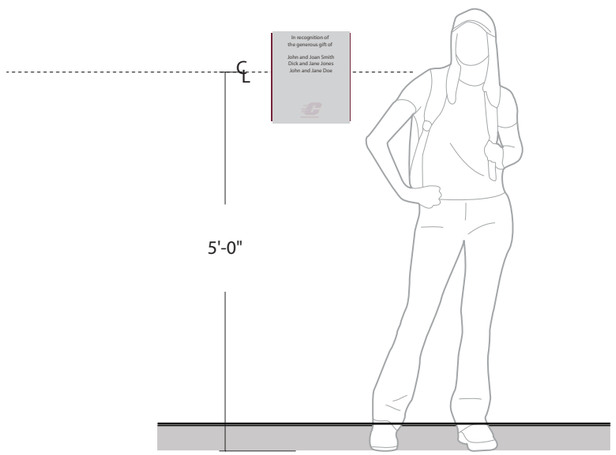
Ease all sharp edges for safety.



Layout is an example only.
Actual message and graphics will vary based on use.



Sign Type D3
Informational Sign
9.5" X 11"



SIGN TYPE D3 - Donor Recognition

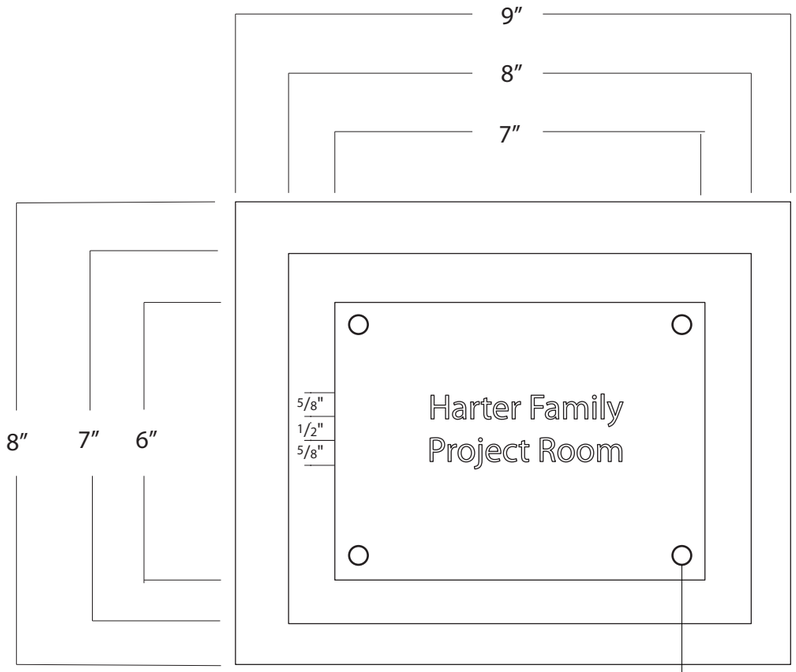
Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Rowmark 341-602 ADA Alternative Substrate
Size	9" x 11"
Typeface	Myriad Pro Regular
Typeface Material	3M Scotchcal Dark Gray Opaque Film 7725-41

Guidelines

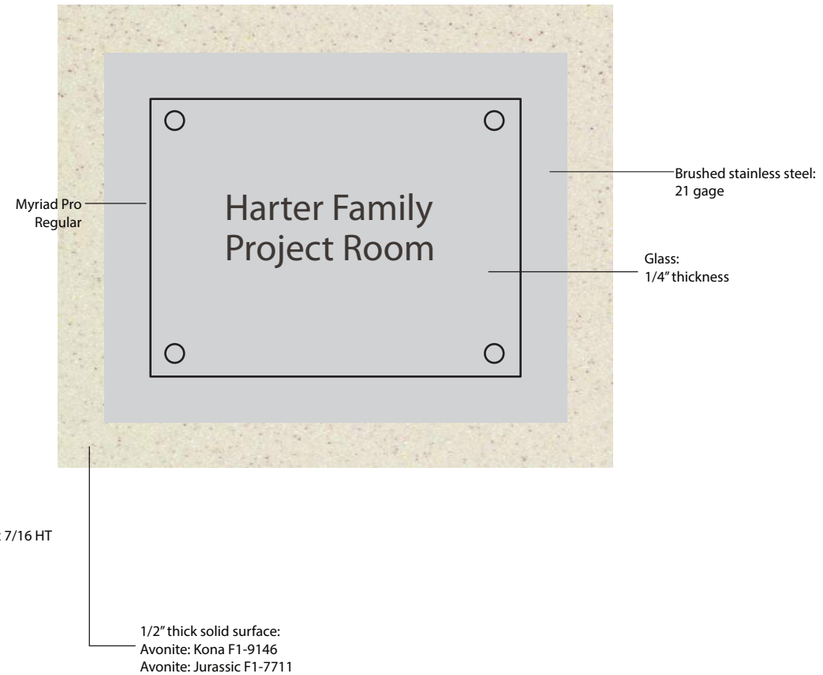
Sign Type D3 can be located outside rooms or large spaces that require identification in addition to the required tactile room identity sign. Sign Type B5 also allows space for donor recognition, but can be used without it.

Ease all sharp edges for safety.

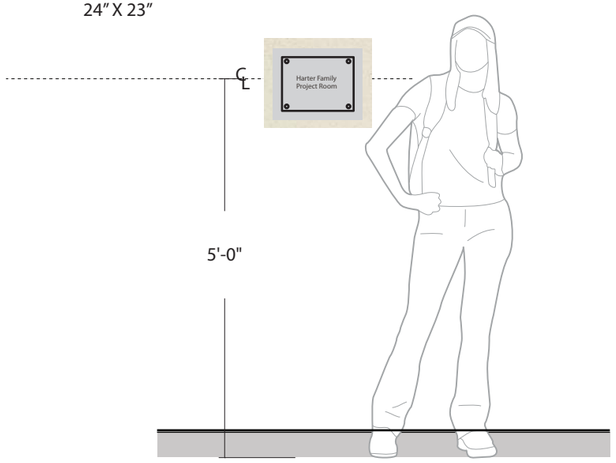
See tactile room sgn type A2.4 for combination recognition and room number sign.



Layout is an example only.
Actual message and graphics will vary based on use.



Sign Type D4
Informational Sign
9″ X 8″
14.5″ X 13.5″
24″ X 23″



SIGN TYPE D4 - Donor Recognition

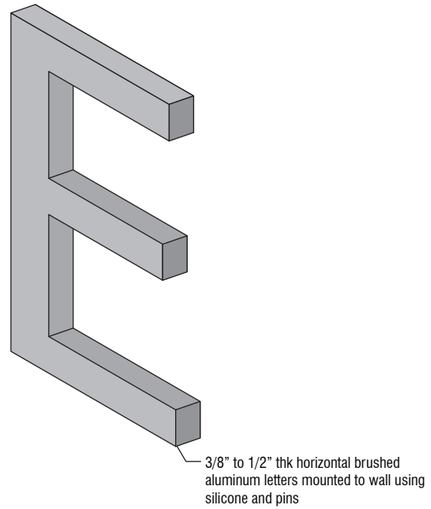
Sign Face Material	Glass, Brushed Stainless Steel
Accent Panel Material	Avonite: Kona F1-9146 or Avonite: Jurassic F1-7711
Size	9 ″X 8″ 14.5″ X 13.5″ OR 24″ X 23″
Typeface	Myriad Pro Regular
Typeface Material	3M Scotchcal Dark Gray Opaque Film 7725-41

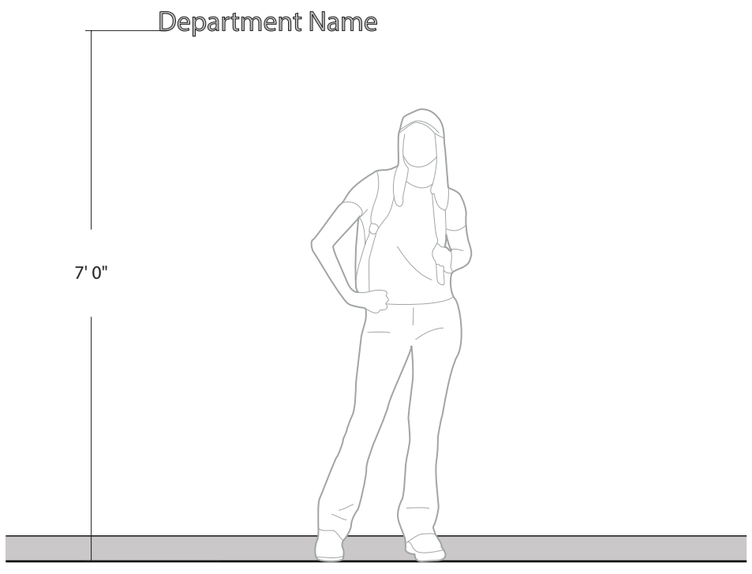
Guidelines

Sign Type D4 can be located outside rooms or large spaces that require identification in addition to the required tactile room identity sign.

Ease all sharp edges for safety.

Sign Type D
Dimensional Letters
Size Varies



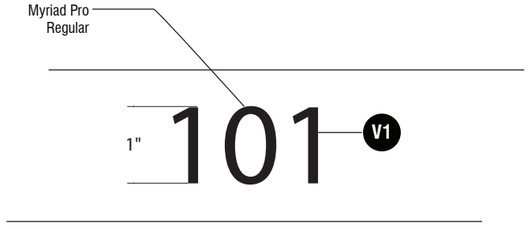


SIGN TYPE D5 - Dimensional Lettering

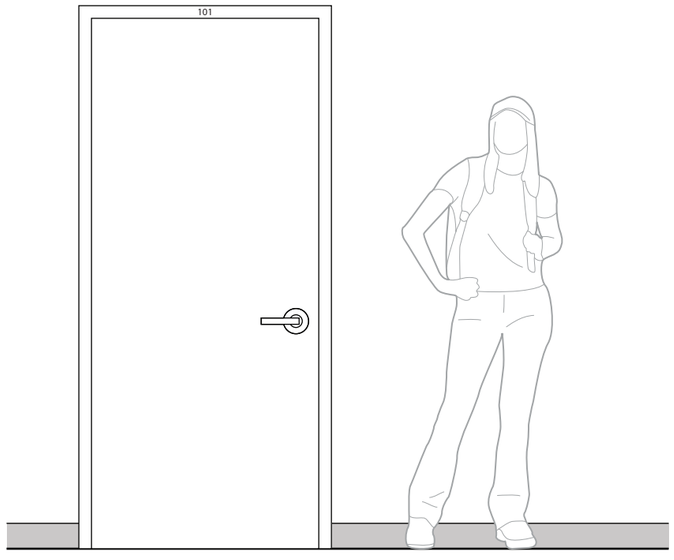
Size	Varies based on viewing distance
Typeface	Myriad Pro Regular
Typeface Material	Brushed Aluminum or Painted PVC.

Guidelines

Sign Type D shall be fabricated from aluminum with horizontal brushed finish. Sign Type D shall be mounted at the entrance to departments or large gathering areas which would benefit from additional identification. These letters may also be used for donor recognition. Size shall be determined by location and required scale for readability. Final size proposed shall be reviewed by Plant Engineerig & Planning.



Sign Type E1
Pressure Sensitive Film
Room Identification Label
to be placed on the interior
and exterior of every door frame



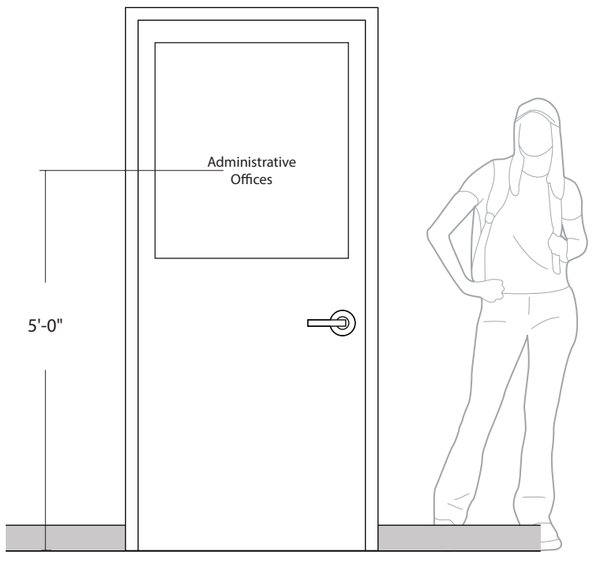
SIGN TYPE E1 - Room Numbers

Size	1″
Typeface	Myriad Pro Regular
Typeface Material	3M Scotchcal Dark Gray Opaque Film 7725-41 or 3M Scotchcal White Opaque Film 7725-10

Guidelines

Sign Type E1 shall be located on the interior and exterior of every door frame to provide additional identification for maintenance and emergency response.

Door frame colors vary. Two colors are specified for Sign Type E1. A color with adequate contrast must be selected each location.



SIGN TYPE E2 - Room Name

Size
1-1/2″ copy

Typeface
Myriad Pro Regular

Typeface Material
3M Scotchcal White Opaque Film 7725-10

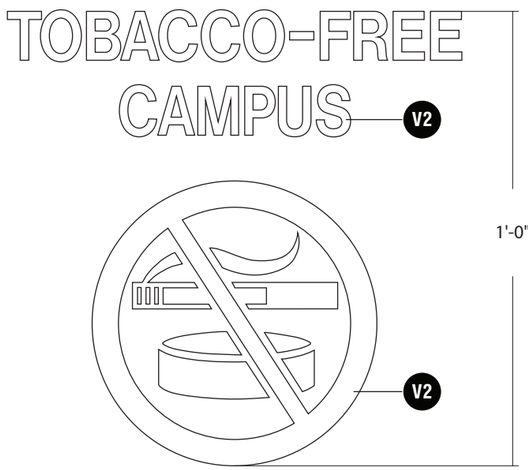
3M Scotchcal Black Opaque Film 7725-12

3M Scotchcal Electrocut Film Digitally Printed to match CMU Maroon

Guidelines

Sign Type E2 shall be located on glass doors, as needed, to identify departments or large spaces. Center text on window, 60″ AFF.

Colleges and units that have pre-approved lockups may use as space permits. Lockup size should be no larger than 12″ wide. If adequate space is not available, Myriad Pro text should be used for unit name.



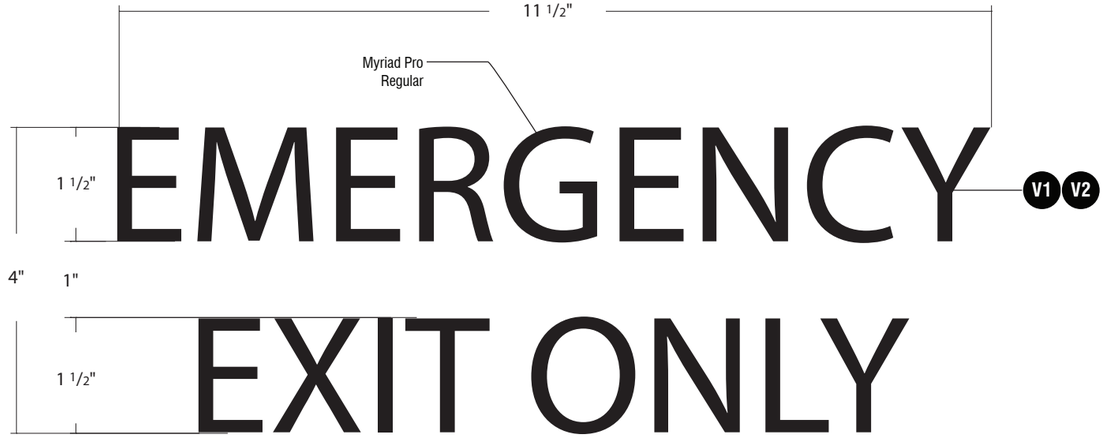
Sign Type E3
Pressure Sensitive Film
No Smoking Regulatory at Building Entrance
1'-0"
CMU to provide vector artwork

SIGN TYPE E3 -
Smoke Free Campus Regulatory

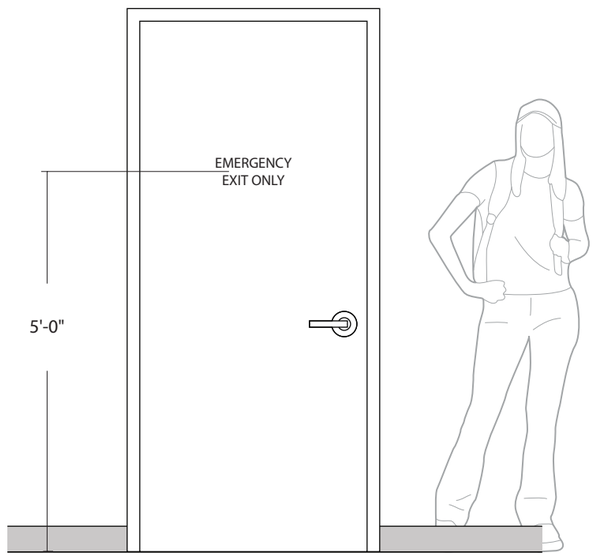
Size 1'-0"

Graphic Material 3M Scotchcal White Opaque Film 7725-10

Guidelines
Sign Type E3 shall be applied to doors at the entrances to building.



Sign Type E4
Pressure Sensitive Film
Emergency Exit Only



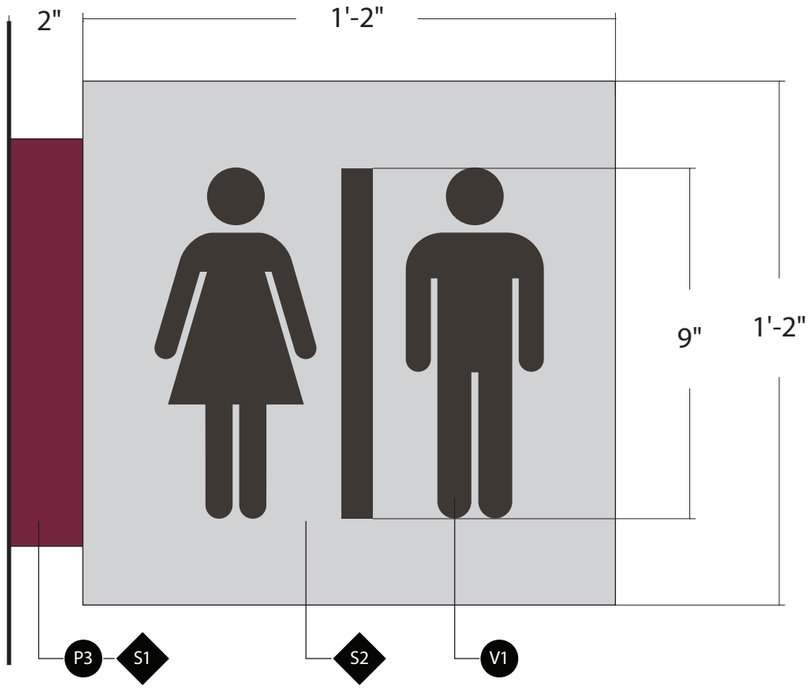
SIGN TYPE E4 - Emergency Exit Only Regulatory

Size 4″ x 11-1/2″

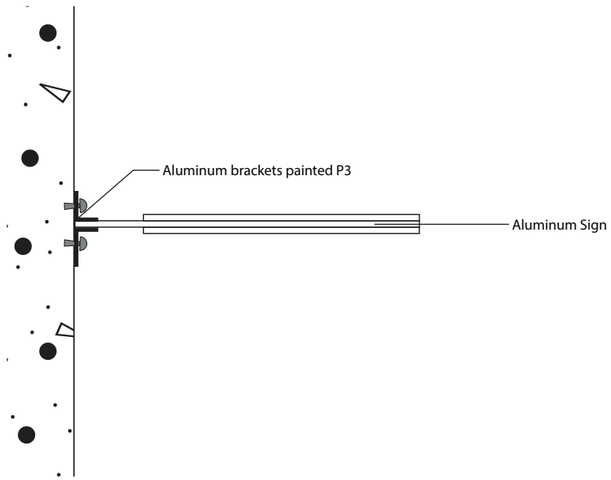
Graphic Material 3M Scotchcal White Opaque Film 7725-10

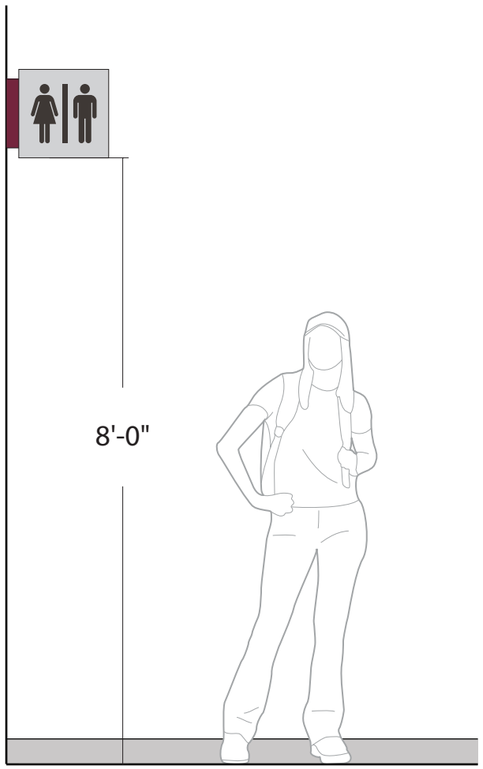
3M Scotchcal Black Opaque Film 7725-12

Guidelines
Sign Type E4 shall be applied to doors at all emergency exits.



Sign Type F1
Flag Mounted Identity
1’-2 x 1’-2”





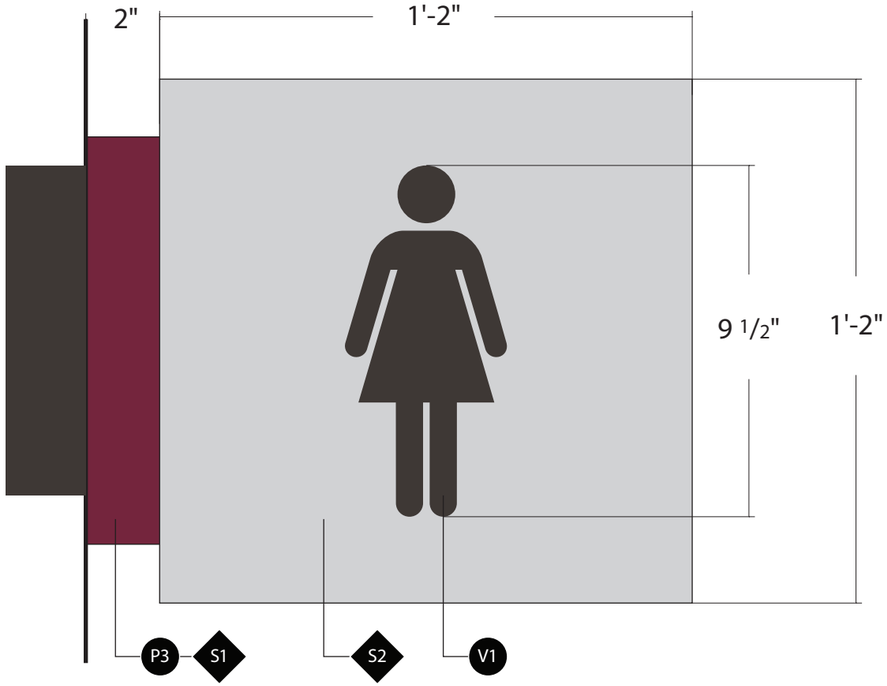
SIGN TYPE F1 - Restroom Blade Identity

Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Painted Aluminum
Size	1’-2” x 1’-2”
Graphic Material	3M Scotchcal Dark Gray Opaque Film 7725-41

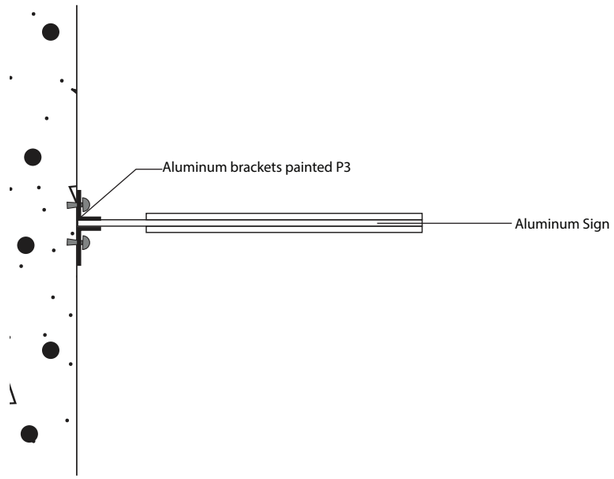
Guidelines

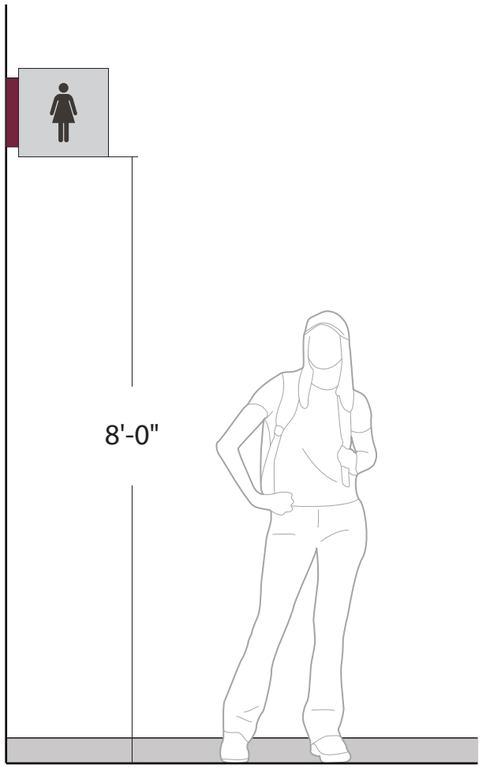
Sign Type F1 shall be located outside restrooms in areas where the restrooms are not easily found.

Ease all sharp edges for safety.



Sign Type F2
Flag Mounted Identity
1’-2 x 1’-2”





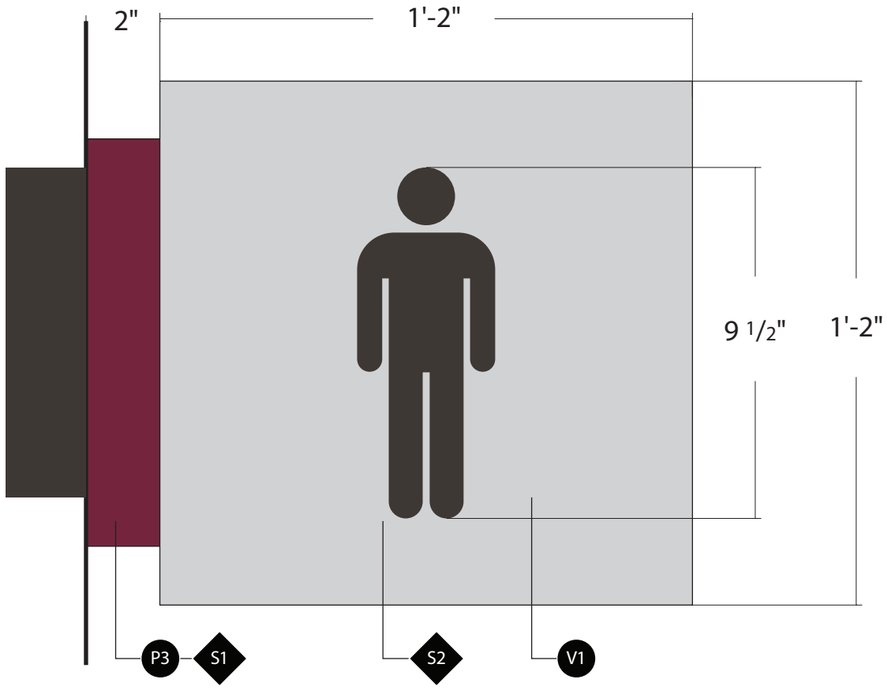
SIGN TYPE F2 - Women Restroom Blade Identity

Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Painted Aluminum
Size	1’-2” x 1’-2”
Graphic Material	3M Scotchcal Dark Gray Opaque Film 7725-41

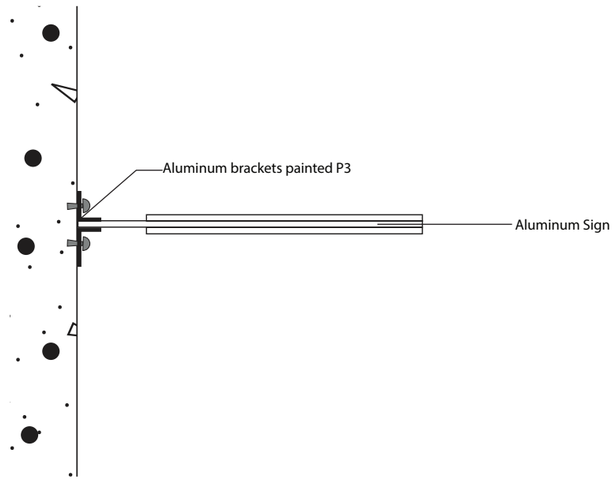
Guidelines

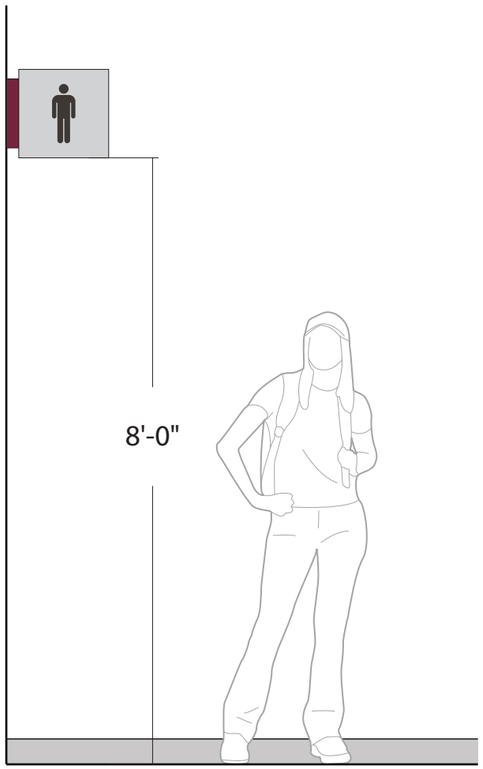
Sign Type F2 shall be located outside women’s restrooms in areas where the women’s restrooms are not easily found.

Ease all sharp edges for safety.



Sign Type F3
Flag Mounted Identity
1’-2 x 1’-2”





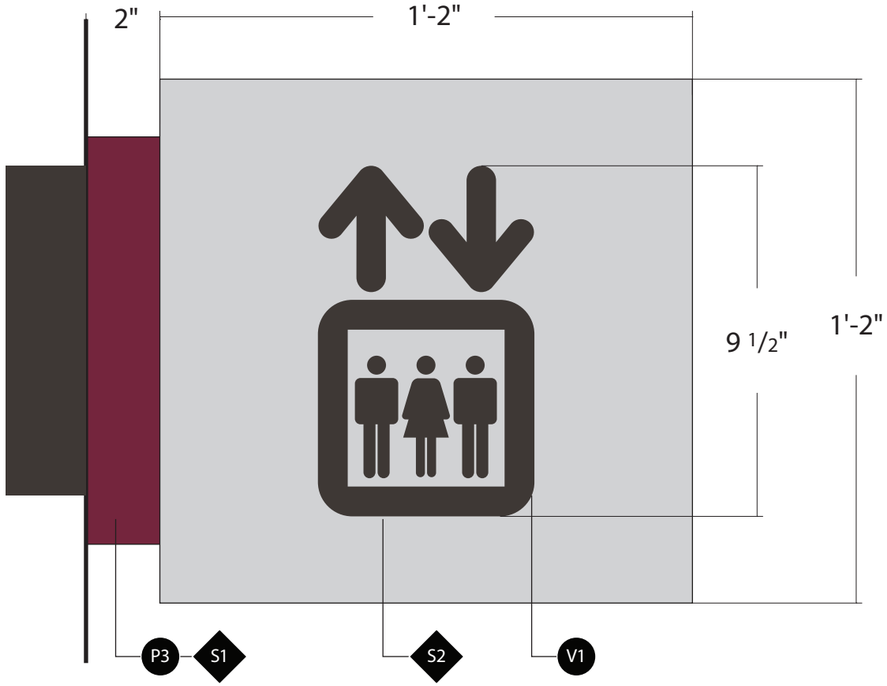
SIGN TYPE F3 -
Men Restroom Blade Identity

Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Painted Aluminum
Size	1’-2” x 1’-2”
Graphic Material	3M Scotchcal Dark Gray Opaque Film 7725-41

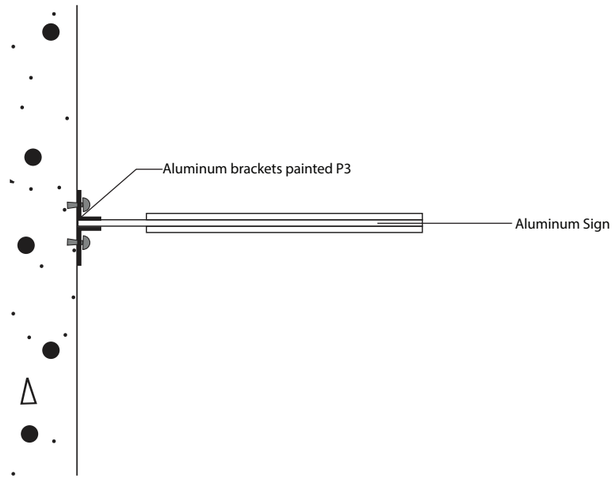
Guidelines

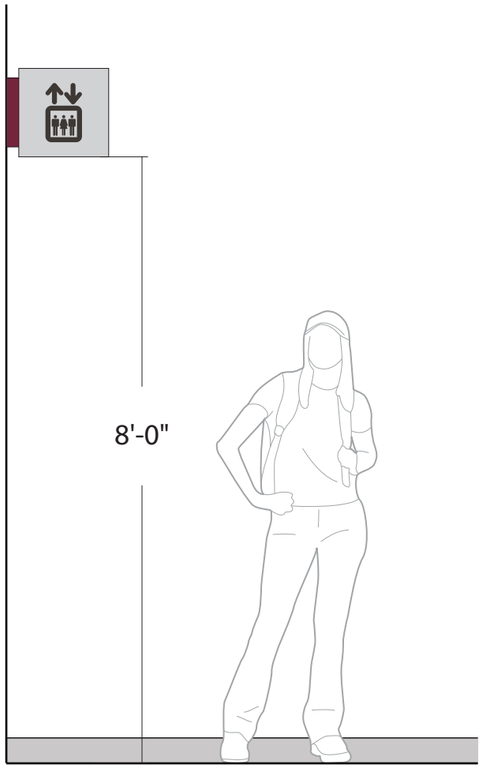
Sign Type F3 shall be located outside men’s restrooms in areas where the men’s restrooms are not easily found.

Ease all sharp edges for safety.



Sign Type F4
Flag Mounted Identity
1’-2 x 1’-2”





SIGN TYPE F4 - Elevator Blade Identity

Sign Face Material	Perspex - Brushed Silver Alupanel
Accent Panel Material	Painted Aluminum
Size	1’-2” x 1’-2”
Graphic Material	3M Scotchcal Dark Gray Opaque Film 7725-41

Guidelines

Sign Type F4 shall be located outside elevators, especially in areas where the elevators are not easily recognized.

Ease all sharp edges for safety.

SIGN LOCATION PLANS

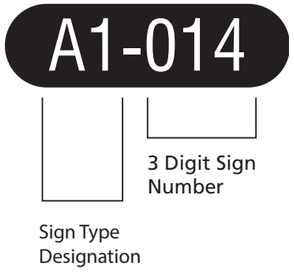
All new signs shall be given a unique sign location tag, and will always be accompanied with a leader line extending from each sign location tag to its associated sign location symbol.

Sign numbers will be assigned using a four-digit building and level designator with a sign type and number.

The first number represents the sign type.

The second number represents the individual sign number.

Example: A1-014
This number represents new sign type is A1 and it is number 14 in a series.



SIGN PLACEMENT

Directional signs - placement will typically be perpendicular to wayfinding traffic, and will occur at decision points and areas where people become disoriented by architectural or environmental conditions.

Identification signs - placement will typically occur at or near all priority destinations. Identification signs will also typically be placed perpendicular to wayfinding traffic.

Informational signs - placement will typically be located nearest major decision points. Directories will typically be located to the side of a major decision point.

Sign locations will be located in sensible areas nearest to its associated decision point, and in conjunction with existing or planned facility/site structural support elements whenever possible.

Viewer circulation and lines of sight are the basis for determining the location of all wayfinding signs. Directional signs shall be located as close as possible to decision points.

A general rule for placing wayfinding signage is that a designer visualize themselves as an average pedestrian within a given environment, while thinking logically about decision points and the required messaging expected at a specific location. This guideline is very general in context, however, the requirements of the given sign location will be very specific regarding messaging, sign type and usage.

Note that disorientation may occur, which may require additional or supplemental signage.

These typically include:
Complex architecture/interior environments
Competing pedestrian wayfinding traffic
Visual environmental distractions
Congested architectural spaces/corridors

Favorable conditions which typically reduce the need for repetitive signage are:

- Efficient architecture/interior environments
- Single direction wayfinding traffic flow
- Wall or floor treatments reinforcing single-direction traffic flow
- Lighting treatments emphasizing concourse throats or other destinations

SIGN SCHEDULE

A sign schedule shall be utilized to develop the message schedule required for bid documents and can later will be used for inventory control and maintenance by CMU.

Message schedules will always coincide with, and precisely match, the associated sign location plan(s) and will account for every sign that is a part of the associated signage project. It will always include (at a minimum) the following elements/information:
Unique Sign Location Number
Sign Type Identification Number
Messages shown per side (i.e. typed message, per each individual sign face side)
Remarks/Notes (if needed)

The designer/sign contractor is expected to update the database during and at completion of the project so that it can be turned over to CMU to document inventory and manage maintenance.

This documentation is crucial for maintaining the sign system over an extended period of time. When a sign part is damaged and needs to be replaced, the as-built documents will aid in removing the part, finding and replacing the part with the appropriate product, and re-installing the part in the sign. Similarly, other operations of a sign system such as sign removal, sign replacement, sign maintenance, and coordination with future projects benefit from having this information readily available. Without these documents, the functionality of a sign system will deteriorate much faster as all future system modifications must be done without adequate existing information.

SEGD Glossary of Terms

Prepared by Kyle T. Reath of Ellipsis and Jack Biesek of Biesek Design

Note: The following glossary includes many words which have established meanings in conversational English, but which have very specific meanings in wayfinding and sign fabrication. For the sake of brevity the general definitions have been omitted.

A

acrylic – often used as a generic term for plastics used in signmaking. Acrylic is a type of plastic (Plexiglas, Acrylite, are well known proprietary trade names) characterized by clarity, transparent and opaque color ranges, and paintability. It also has excellent machinability. Cast and extruded acrylics have different qualities and tolerances.

A.D.A – See AMERICANS WITH DISABILITIES ACT. See SEGD ADA WHITE PAPER for more information.

A.D.A.A.G. – Americans with Disabilities Accessibility Guidelines. National standards that were put into place in 1990 to ensure equal access for all persons in America. A.D.A.A.G. specifies legible letter forms, letter heights, Braille and tactile lettering as well as materials and finishes, among other issues.

adhesive – a material able to hold two surfaces or materials together. Often activated by heat or pressure. Examples include tape, glue, paste, synthetic resin, epoxy or silicone adhesives.

Adobe Acrobat – software for Portable Document Format (PDF) files that allows the reader to view and print a document as originally designed without having to install the particular program or fonts used to create the file. Software for viewing PDF files is Acrobat Reader, and software for altering published PDF files is Acrobat Distiller, both created by Adobe Systems.

AIA – American Institute of Architects.

AIGA – American Institute of Graphic Arts.

ambient light – the general level of light, or background light, in a given environment. The ambient light level is the sum of all light (direct and indirect) in a given area emitted by natural and manmade sources at a given time. It can affect the legibility of signs, and may require alterations in illumination methods.

Americans with Disabilities Act (A.D.A.) – this legislation was enacted by the federal government in 1991 in order to remove barriers in the environment that limit any individual's ability to function in the physical environment. Within the five titles of the ADA is Title III, which pertains to signs.

anchor – any device that secures one object to another and does not give way, as well as the process of installing those devices. In signmaking, this term refers particularly to the fasteners that are used to secure awnings and fascia signs to facades.

anodized finish – an electrochemical coating applied to the surface of metal, to harden, protect, and enhance the beauty and durability of metal surface. The type of finish typically applied to aluminum may include tints, colors, or clear coatings. The anodizing process builds an oxide film on the surface by making the aluminum the anode, or electrically positive element, in a suitable electrolyte (chromic or sulfuric acid solution).

ANSI – American National Standards Institute (Washington DC)

art / artwork – all copy, graphics, and logos used in preparing a job. See also copy, electronic art.

ascender – an a given typeface, the portions of the lower case b, d, f, h, k, and l that extend above the height of the lower case x. See also descender.

B

bead Braille – small beads that are inserted into sign faces to accommodate Braille information, as required by the A.D.A. These beads can be clear, plastic or metal depending on the material into which they are inserted. See also Braille bullets / beads.

blade sign – a type of projecting sign mounted on a building facade or storefront pole or attached to a surface perpendicular to the sign's surface and to the normal flow of traffic.

Braille – raised bumps or dots set in established patterns to communicate letters and words to the visually impaired. Grade 2 Braille is required by A.D.A., due to its more widespread use in the visually impaired community.

brushed finish – a nonreflective, textured finish mechanically or chemically applied to metal for decorative purposes. Grained effect is usually created using sandpaper. Long grain finish applied by hand or via belt sander. Short grain finish applied by using a drum sander.

C

CAD – computer-aided design.

coating – the process of applying a protective film to a sign. Coating includes such diverse activities as applying a layer of varnish over gold leaf to laminating clear vinyl over a digitally produced graphic.

code – typically refers to a municipality's sign regulations or SIGN CODE.

color contrast – The differential between foreground lettering a sign and the background panel

condensed – a font, the proportion of which has been altered by reducing the width of the letters, numbers, and symbols to bring them closer together, therefore shortening the line.

contract documents – written specifications and design control drawings. Usually used to define the deliverable sign products between two parties (typically between the designer / owner and the fabricator / contractor). See also design intent drawings, shop drawings.

contrast – in design, the use of dissimilar or opposing elements, such as light and dark areas, warm and cool colors, or script and block typefaces.

copy – most commonly, the words or message to be displayed on a sign. May be expanded to include all graphics on a sign face. See also art / artwork.

CSI – Construction Specifications Institute.
curing – the process of effecting a chemical change in some inks by the application of heat or ultraviolet light.

current – the flux, or rate of flow, of electrical charge in a conductor. A unit of current is typically given in amperes or milliamps (mA).

D

decal – an applique of words, graphics, or a combination of the two, screen-printed on the nonadhesive side of vinyl film, then cut to a specified shape using a plotter or die. Decals are often created when a large number of identical pieces are required.

design intent drawings – drawings that show only the size, profile, and basic relationship of parts, but no specific details of material or construction. Usually, these drawings are provided as bid documents from which the selected fabricator develops shop drawings and/or prototypes to define and confirm specific details.

directional sign – a sign intended to provide directional information.

directory – usually a list of names of people, offices, or destinations at a specific building, facility or public venue. May provide text listings or include maps, site plans, or diagrams.

documentation – process of recording and conveying design intent information. Used as a tool for recording and reviewing shapes and data throughout design process, from schematics through design development to design intent drawings and finally to contract documents. See also schematic design, design intent drawings, contract documents.

donor recognition – a sign, plaque, or graphic display to recognize and honor the contributions of a person(s) or organization to an entity, project, or a facility.

E

engraving – a method of marking metal, plastic, or glass in shallow, negative relief utilizing a bit or graver.

environmental graphics – the planning, design, and execution of graphic elements in the built and natural environment. Environmental graphics includes communication systems that identify, direct, inform, interpret, and visually enhance the environment.

F

fabricate – to manufacture a sign or major sign components from raw materials or parts.

fabricated letter/numeral – a dimensional letter that is usually fabricated from thin metal, joined, and soldered to appear solid.

fascia-mounted sign – a flat sign that is mounted on a wall and whose face runs parallel to the wall . A fascia-mounted sign might project from the wall on which it is mounted. See also wall sign.

fasteners – mechanical items, including nuts and bolts, that help hold a sign together.

foam tape – typically double-sided adhesive tape used for mounting sign plaques, letters, or other sign materials to vertical surfaces. Comes in black or white and in various thicknesses (1/32" to 1/8" thick) and widths (1/2" to 1" wide).

G

gauge – a measure of the thickness of sheet metal. In the sign industry, most sheet metal ranges from 10 to 26 gauge.

grade – the contour of the ground surface, whether in its natural state or after development. The placement of the signs is often measured as height above grade.

Grade 2 Braille – Grade 2 Braille is similar to Grade 1 Braille, but it includes additional characters and character combinations representing contractions of certain words and word components such as "the" and "ation." Considerable care must be taken to translate grade 2 Braille correctly, using a computer-based or other translation program, and it must be proofread by a Braille proofreader to approve all final artwork.

H

header – a separate board above the rest of a sign that gives it a headline.

I

identification sign – a sign giving a name for purposes of identification.

international symbol of accessibility (ISA) – the international symbol of accessibility is used primarily to communicate wheelchair-accessible routes and entrances.

J

JPEG (joint photographic exports group) – a graphics file format designed for use with photographs and other color bitmap files.

justified – describes copy that is set with even margins on the left and right (achieved by irregular word and letter spacing).

K

kerning – the process of moving pairs of letters farther apart or closer together to make them appear more evenly spaced. Most layout software offers an automatic kerning feature which greatly reduces the need for manual kerning. See also letterspacing.

L

layout – the total arrangement of a sign's graphics. Shows the overall plan of how the art copy will be arranged on the face.

letterspacing – the addition of space between individual characters or numerals.

letter styles – serif, sans serif, slab serif, italic, light, roman, medium, semi-bold, bold, extra bold.

life safety signs – used for police, fire, security, evacuation, and other life safety information, subject to local code enforcement and review.

light reflectance value (LRV) – the amount of light reflected by a given color. For instance, yellow has a higher light reflectance value than purple does.

line spacing – typographic term used to describe distance from letter baseline to letter baseline in blocks of text.

M

mock-up – typically a full-size model used to test scale, color, appearance, legibility and/or aesthetic aspects. Usually made of materials that simulate final construction materials and finishes.

MSDS – material safety data sheet, provided by the manufacturer.

N

negative space – the background of a sign. The area around and within the art and copy. Also called white space.

O

opaque – not clear or translucent; not allowing light to show through.

P

paint – a liquid coating made up of a pigment suspended in a vehicle or binder. Common paint vehicles include resins dissolved in solvents or water. Paint may be brushed, sprayed, or rolled onto a substrate. It dries to a hard film that bonds the pigment to the surface.

paint finish – in descending order of reflectance: gloss, semigloss, 20 percent gloss (preferred by the A.D.A.), eggshell, and matte ("dead flat finish").

Pantone Matching System® (PMS) – standardized series of thousands of colors, each with specific color formulations as identification number. PMS colors are duplicated in swatch books and in computer-graphics programs to allow exact duplication of colors in color printing and other marking or painting processes, such as signmaking.

permit – a license granted by the appropriate authorities to allow a sign to be erected.

plotter – a computer-controlled printer or cutter.

PMS colors – See PANTONE MATCHING SYSTEM®.

polycarbonate – a specific thermosetting resin characterized by its durability, flexibility, machinery, and endurance under UV exposure. Lexan® is a polycarbonate. See also acrylic.

pressure-sensitive – an adhesive that reacts when pressure is applied to the surface it is between. Sometimes used to refer to vinyl with a pressure-sensitive adhesive.

print stroke – a pass of the squeegee across the screen in screen-printing. This forces the ink through the stencil onto the substrate.

prototype – usually a full-sized sample that uses final materials, methods of construction, fasteners, and finishes to test assembly, design, construction, and appearance issues. Also used approve the "first sample" in a long production run.

pumping system – in neon tube production, the pumping system is used to remove impurities from the tubes and fill them with rare gases. A pumping system typically consists of a manifold, vacuum pumps, rare gases, a bombardier, and electrical controllers.

R

readability – the quality of a sign's overall design that allows the viewer to correctly interpret the information presented on it. Letter size and style, legibility of typeface, color contrast between letters and background, and a sign's layout all contribute to readability.

S

sans serif – any typeface that lacks serifs. In most sans serif fonts, there is little differentiation between the width of strokes within the letter. Myriad Pro is a sans serif typeface.

schematic design / schematics – a conceptual design developed at the beginning of a project which demonstrates a design approach or strategy.

second-surface – refers to a sign made of a clear substrate, such as acrylic, where the art is applied in reverse on what can be an interior face of the sign, providing extra protection from the environment.

serif – a small line or embellishment finishing off the strokes of letters in some fonts. Well-known serif fonts include Times Roman and Garamond.

shop drawings – drawings prepared by fabricators describing their intended methods of construction and sequence of assembly to be reviewed by designer and owner for approval prior to construction and fabrication. The essential reason for shop drawings is to be sure the original design concept is accurately carried out in the construction process.

sign face – the front surface of the sign (in elevation), where the graphics are placed.

sign location plan – usually a site plan or floor plan indicating where signs will be placed (called "sign locations").

sign schedule/ sign message schedule – an inventory or list indicating the quantities of signs and messages for each individual sign. Typically used as a contract document for final text and sign wording, keyed to a sign location plan.

sign type – defines the style or use of each unique sign component in a system. Sign types are individually determined in each sign project. A sampling of sign type descriptions: building identification, directory, freestanding, monument, pedestrian directional, pedestrian informational, post and panel, regulatory, vehicular directional, vehicular informational, etc.

specifications – may include General Requirements, Products, and Execution sections for sign specification package. Similar to architectural construction format per CSI (Construction Specifications Institute) standards.

stroke width – the width of the major lines comprising a letterform. A wider stroke width is used to make a bolder letter, a narrower stroke width is used to make a lighter letter.

substrate – the material out of which the face is made. Wood, metal sheeting, paper, and acrylic are some examples of sign substrates.

T

tactile sign – a sign, or an area within a larger sign or area, that conveys its message through raised artwork making it accessible to the visually impaired. Required by A.D.A. for all permanently identified rooms.

TCO – Temporary Certificate of Occupancy, which typically allows a new building to be occupied before it is fully complete and therefore requires life safety signs to be in place, to protect the public at large.

typeface – the design of a given set of letters, numbers, symbols, and punctuation, without reference to its size or width.

U

ultraviolet light (UV) – part of the spectrum ranging form 185 to 450 nanometers. UV has both a negative and positive influence on the sign industry. UV light is the prime cause of pigment failure in some paints and vinyls.

V

VHB – tape produced by 3M. Very High Bond joining systems are applied between mated parts to eliminate the need for mechanical fasteners or welded attachments. This tape is available in many grades and thicknesses.

W

wall mount – a single-face sign mounted on a wall.

wayfinding – – the process of using spatial and environmental information to find one's way in the built environment. It can also be defined from the standpoint of the designer or owner and operator seeking to establish or improve the function of a particular environment. Wayfinding is not a separate or different activity from traditional signage design, but rather a broader, more inclusive way of assessing all the environmental issues which affect our ability to find our way. This word has gained popularity with the adoption of the Americans with Disabilities Act (A.D.A.). In its most literal sense, wayfinding is the ability of a person to find his or her way to a given destination.

X

x height - in a given typeface, the height of the lowercase letters which do not have ascenders or descenders.