These drawings contain confidential information about the University of Alberta and all design, manufacturing, reproduction, use and sale rights regarding the same are expressly reserved. These drawings are submitted under a confidential relationship for a specified purpose and the recipient, by accepting this document, assumes liability and agrees that this document will not be copied or reproduced in whole or in part or its contents revealed in any manner to any person except to meet the purpose for which it was delivered and that any special features peculiar to this design will not be incorporated into other projects.

Current option of this document posted at: http://www.facilities.ualberta.ca/Planning_Project_Delivery/University_Architect/Campus_Planning/Signage.aspx
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INTRODUCTION

The redevelopment of the interior sign program represents a significant investment in and upgrade to the university environment. Your feedback into this package is greatly appreciated.

The following document represents an overview of the University of Alberta sign system. It is our opinion that this program achieves the following goals:

- Graphically presents a modern, contemporary image of the university on campus.
- Provides enough flexibility for deployment while brand and wayfinding initiatives move ahead.
- Offers an optimal balance between consistency and adaptability and is logically extendable to additional products as need arises.

Future Development

It is expected that elements within this package will need to be adjusted and that additional products will need to be added as brand and wayfinding projects gain further definition. We do feel that the graphic elements within allow for enough flexibility to work on future projects.

To ensure that this program can be worked with in the future, please closely review the graphic and brand elements contained within this package. University logos and brand elements are maintained and distributed by Marketing & Communications, University Relations, University of Alberta.
VENDORS & PRODUCTS

Prospective Vendors

To ensure the best possible visitor experience the University of Alberta expects that its signage related projects are implemented in a highly-planned, tested manner and that there is a management structure in place to sustain the system. Signage needs to be deployed such that wayfinding and messaging is clear to the public, and that it is legible given the suitable conditions.

To this end it is expected that a designer and project manager be locally available at all times to work with University teams on any campus projects. All scopes of work are to be planned out based on our signage program, but are to be presented and reviewed with any potential stakeholders.

In addition local support staff may be required for ongoing supply and maintenance as the system sustains itself over time. Local service staff is expected to be available to the facilities team to assist with the maintenance of the university sign system as required.

Prospective Products

To protect the university's investment in our facility, it is expected that all sign panels be modular and replaceable without requiring replacement of the entire sign. Our facilities team should be capable of carrying a stock of components that can be adapted on an as-needed basis by our facilities team.

Modular sign products are to be manufactured to ISO-9001 grade standards. Unless paper-updateable, all products are to be aluminum with painted details to be baked-polyester finish. Exceptions will be considered for bases or foundations, paper-holding products and certain messaging signs. It is key that signs can stand up to vinyl lettering and graphic changes and updates. Preferences will be given for products that are bacteria-resistant.

All signage is flat in profile with square cornered return edges.

Updates

Orders and requests for updates to wayfinding signage should be directed to University of Alberta Facilities and Operations by means of a work requisition. Work requisitions are posted at the Facilities and Operations website at http://www.facilities.ualberta.ca/FO_Forms/Maintenance.aspx

Updates to paper changeable room id systems posted at http://www.facilities.ualberta.ca/Planning_Project_Delivery/University_Architect/Campus_Planning/Signage.aspx
INTEGRATION WITH WAYFINDING MASTERPLAN

Wayfinding Strategy

Larger wayfinding initiatives currently under review will have a significant impact on the interior signage program. While project scope is being determined and the final form to be developed, we are anticipating the following factors impacting on the interior signage:

- The campus being graphically or thematically divided into quadrants.
- An intra-building wayfinding pathway will be developed through major corridors.
- Building addressing should be based on locales organized around campus green space.
- Historically significant elements should be incorporated into mapping and interior wayfinding.

Relevant Information

In response to these initiatives we are expecting the following requirements will need to be addressed:

- Building name and address should be reinforced within building entrance. This will require that this information is on directories and maps at the entrance.
- Campus quadrant and positioning on larger compass will need to be addressed through products yet to be developed
- Transitions between buildings to be clearly defined.
- Subsequent buildings accessible via pathway should be clearly defined – you should know at any stage on the path what buildings are ahead of you and which are behind. This will impact on how campus mapping is developed.
INTRA-BUILDING WAYFINDING, DIRECTIONAL SIGNAGE

In conjunction with the larger campus wayfinding masterplan, all products are to be flexible enough to be added to seamlessly if additional components are required. Key elements are arrow, building name, full building name, and level indicator.

In cases where the pedway or door arrangement does not allow a sign because of door sensors and controls, similar format vinyl lettering can be applied to overhead door hardware in matte black vinyl.

Note indicated in yellow refers to intra-building information.
MODULAR DESIGN

Directory Details

Directories are to be extendable such that adding rows or layers of information is seamless. Wall mount signage is to consist of multi-paneled, painted and baked aluminum components that secure to a common rigid base. Panels are to be “locked-in” to the base, such only facility staff with a key or equivalent component can remove the panels. Graphics are to be computer-cut vinyl, as per specifications shown at right.

Directory Details (continued)

Current brand applied to top left 2 inches high, width can be extended. Current brand applied to top left 2 inches high, width can be extended.

Primary text, Helvetica Neue 75 Bold 75 pt (0.75 inches), matte black vinyl.
Secondary text, Helvetica Neue 75 Bold 75 pt (0.75 inches), matte black vinyl.
Base of letters aligned to top of panel ± 1/8" (0.125 inches) ± 1/8" (0.125 inches)

Additional chassis can be added to existing.

Anesthesiology and Pain Medicine

Primary text, Helvetica Neue 75 Bold 75 pt (0.75 inches), matte black vinyl.
Secondary text, Helvetica Neue 75 Bold 75 pt (0.75 inches), matte black vinyl.
Base of letters aligned to top of panel ± 1/8" (0.125 inches) ± 1/8" (0.125 inches)
Base of number aligned to top of panel ± 1/8" (0.125 inches) ± 1/8" (0.125 inches)

Room name and numbers, Helvetica Neue 55 Roman 75.5 pt (0.75 inches), matte black vinyl.
Base of letters aligned to top of panel ± 1/8" (0.125 inches) ± 1/8" (0.125 inches)
Base of number aligned to top of panel ± 1/8" (0.125 inches) ± 1/8" (0.125 inches)

Building Name for Teaching & Research
12345 Saskatchewan Dr

Primary text, Helvetica Neue 75 Bold 150 pt (1.50 inches) 1" (0.75 inches) primrose yellow vinyl.
Secondary text, Helvetica Neue 55 Roman 1" (0.75 inches) primrose yellow vinyl.

Room name and numbers, Helvetica Neue 55 Roman 75.5 pt (0.75 inches), matte black vinyl.
Base of letters aligned to top of panel ± 1/8" (0.125 inches) ± 1/8" (0.125 inches)
Base of number aligned to top of panel ± 1/8" (0.125 inches) ± 1/8" (0.125 inches)

Main Office 1-700

3/16 inch (0.1875) gradiated pinstripe, digitally printed
Aligned CL = 1" (25 mm)

Listing of names and numbers

Primary text, Helvetica Neue 75 Bold 75 pt (0.75 inches), matte black vinyl.
Secondary text, Helvetica Neue 55 Roman 75.5 pt (0.75 inches), matte black vinyl.
Base of letters aligned to top of panel ± 1/8" (0.125 inches) ± 1/8" (0.125 inches)
Base of number aligned to top of panel ± 1/8" (0.125 inches) ± 1/8" (0.125 inches)

Building Name

Primary text, Helvetica Neue 75 Bold 75 pt (0.75 inches), matte black vinyl.
Secondary text, Helvetica Neue 55 Roman 75.5 pt (0.75 inches), matte black vinyl.
Base of letters aligned to top of panel ± 1/8" (0.125 inches) ± 1/8" (0.125 inches)
Base of number aligned to top of panel ± 1/8" (0.125 inches) ± 1/8" (0.125 inches)

Primary text, Helvetica Neue 75 Bold 75 pt (0.75 inches), matte black vinyl.
Secondary text, Helvetica Neue 55 Roman 75.5 pt (0.75 inches), matte black vinyl.
Base of letters aligned to top of panel ± 1/8" (0.125 inches) ± 1/8" (0.125 inches)
Base of number aligned to top of panel ± 1/8" (0.125 inches) ± 1/8" (0.125 inches)

Additional chassis can be added to existing.

Anatomical Graphics/Expressions

Secondary text, Helvetica Neue 75 Bold 75 pt (0.75 inches), matte black vinyl.
Base of letters aligned to top of panel ± 1/8" (0.125 inches) ± 1/8" (0.125 inches)
Base of number aligned to top of panel ± 1/8" (0.125 inches) ± 1/8" (0.125 inches)
BRAND ELEMENTS

The following pages illustrate the use of University of Alberta brandmarks and proposed type in the interior sign program. Signage has substantial impact on the expression of campus identity so it is important that it is handled with sensitivity. This package illustrates some of our thoughts.

All logos and brand elements to follow University Brand Guidelines. University logos and brand elements are maintained and distributed by Marketing & Communications, University Relations, University of Alberta.
CREST + SHIELD

Explicit University of Alberta brandmarks will be used in limited fashion across campus.

Unless called for in specific instances, logos will appear in their single-colour forms.

Use of the full University of Alberta logo will be restricted to key locations functioning primarily on its own in media such as three-dimensional cut-out brushed-metal letters or vinyl applied graphics. These will be used in limited fashion in locations where a statement of the campus identity is required.

GRAPHIC PINSTRIPE

To bring the traditional green and gold into the sign program, we are using a graduated pinstripe with the intent of providing a sense of campus identity on everything from major directories to individual workstations. We are using it as a horizontal element on wall-mount items, and as a vertical element on suspended items to compliment the direction of travel and to make best use of the graphic area available.

Pantone 356 Green

Pantone 7405 Yellow

Sub-unit dominant logos will be used with goal signage to clearly demarcate departments and destinations in a fashion consistent with their other publications.

University logos are maintained and distributed by Marketing & Communications, University Relations, University of Alberta.

Official wordmarks are posted online at http://www.toolkit.ualberta.ca/Toolkit%20Downloads/Logos.aspx
TYPOGRAPHY

Designed in 1957, Helvetica is a sans-serif font used extensively in many signs systems and visual design programs. The typeface has been a continous part of University of Alberta interior and exterior sign programs and use of this typeface will allow better harmonization between newer and older systems on campus but also better intergrate with Federal Identity Program, Alberta Government, and Alberta Health Services systems which also use Helvetica.

Typeface sizes used in this typeface are such that 100 pt = 1.00 inch. Generally speaking typesizes tend towards 0.50 inch, 0.75 inch, 1.00 inch, 1.50 inch, 2.00 inch, 3.00 inch, and increments that make the replacement of wording easier to manage and maintain.

In cases where users are needing to update their personnel ID, a reasonable substitute for Helvetica is Arial. For this reason staff templates distributed for items on the next page use Arial.

Type Proportion

Width
Ratio of width to height for an upper case letter ‘X’ should be between 3:5 and 1:1. Fonts for an upper case X should not be wider than they are tall.

Height
Ratio for the height for a lower case letter ‘x’ to the height of an upper case letter ‘X’ should be about 3:4 (lower case letters should be about 75% the height of upper case letters).

Weight
The stroke width to height ratio should be between 1.5 and 1:10. Text should not be too thin and light or too heavy.
## SIGn TyPe overvIew

### 1.0, PERSONNEL ID

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ST 1.1</td>
<td>Single employee ID, wall mount</td>
</tr>
<tr>
<td>ST 1.2</td>
<td>Double employee ID, wall mount</td>
</tr>
<tr>
<td>ST 1.3</td>
<td>Triple employee ID, wall mount</td>
</tr>
<tr>
<td>ST 1.4</td>
<td>Wall mount, four employee ID</td>
</tr>
<tr>
<td>ST 1.5</td>
<td>Desk stand, single employee ID</td>
</tr>
<tr>
<td>ST 1.6</td>
<td>Workstation mount, single employee ID</td>
</tr>
<tr>
<td>ST 1.7</td>
<td>Wall mount, Multi-Employee ID (5 or more)</td>
</tr>
</tbody>
</table>

**ST 1.1**
- Single employee ID, wall mount
- Numeral, matte white Helvetica Neue 15 Bold
- Paper insert 4.50” x 2.25”
- Name, Arial Bold 35pt
- Position/title Arial Regular 20pt
- Note: Mr, Mrs, Miss, Dr, and credentials will not be used.

**ST 1.2**
- Double employee ID, wall mount
- Name, Arial Bold 35pt
- Position/title Arial Regular 20pt
- Note: Mr, Mrs, Miss, Dr, and credentials will not be used.

**ST 1.3**
- Triple employee ID, wall mount
- Name, Arial Bold 35pt
- Position/title Arial Regular 20pt
- Note: Mr, Mrs, Miss, Dr, and credentials will not be used.

**ST 1.4**
- Wall mount, four employee ID
- Name, Arial Bold 35pt
- Position/title Arial Regular 20pt
- Note: this sign generally intended for within an office or lab space.

**ST 1.5**
- Desk stand, single employee ID

**ST 1.6**
- Workstation mount, single employee ID

**ST 1.7**
- Wall mount, Multi-Employee ID (5 or more)

**Note:**
- All signage of this type to have in-house updateable names printed on paper inserts behind lenses.
- Electronic templates to be posted online and use Arial typeface since widely available on all computer systems.

---

**All signs shown at Scale 1:4**

**ST 1.1**
- Jane Doe
- Professor Emeritus
- Subrahmanyan Chandrasekhar
- Professor Emeritus

**ST 1.2**
- Jane Doe
- Professor Emeritus
- Luke Armstrong
- Professor Emeritus

**ST 1.3**
- Jane Doe
- Professor Emeritus
- Subrahmanyan Chandrasekhar
- Professor Emeritus
- Samantha Burnhamthorpe-Jackson
- Professor Emeritus
- Luke Armstrong
- Professor Emeritus

**ST 1.4**
- Jane Doe
- Professor Emeritus
- Jane Doe
- Professor Emeritus
- Jim Lee
- Lecturer

**ST 1.5**
- Marina Jackson-Smythe
- Receptionist

**ST 1.6**
- Lindsey D’Urbanville
- Accounts Payable

**ST 1.7**
- Jane Doe
- Professor Emeritus
- Jane Doe
- Professor Emeritus
- Jane Doe
- Professor Emeritus

**Note:**
- Gluebackers, Adhesive Sizes will vary pending sign type.
- Colour match closest to the light grey and applied from the inside (reversed applied).
- These are used to hide the back of signs.
SIGN TYPE OVERVIEW

2.0, STANDARD BASE BUILDING

Wall and door mounted signs (for easy reach) are tactile (ST 2.1, 2.2, 2.3, 2.7, and 2.8) for new capital projects and major renovations and upgrades. Text on these signs is set uppercase because those without the ability to read Braille are sometimes trained to read uppercase lettering.

Typical Grade 2 Braille Balls, as per ADA requirements, finished to match White. Braille text on these signs is for position only. Tactile interchanges finished to match White.

Non-tactile (NT) signs use roman (mixed-case) typography elsewhere.

Alternate Base Building Amenities:
- South Elevators
- Service Elevator

Wall and door mounted signs (for easy reach) are tactile (ST 2.1, 2.2, 2.3, 2.7, and 2.8) for new capital projects and major renovations and upgrades. Text on these signs is set uppercase because those without the ability to read Braille are sometimes trained to read uppercase lettering.

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Typical Grade 2 Braille Balls, as per ADA requirements, finished to match White. Braille text on these signs is for position only.

Non-tactile (NT) signs use roman (mixed-case) typography elsewhere.

Alternate Base Building Amenities:
- South Elevators
- Service Elevator
SIGN TYPE OVERVIEW
3.0, REGULATORY

ST 3.1 Entry decal, self-adhesive
Size may vary due to site conditions.

ST 3.2 Decal, self-adhesive
Size may vary due to site conditions.

ST 3.3 Decal, self-adhesive

ST 3.4 Accessibility decal, self-adhesive
Priority to persons with disabilities or other mobility-related needs.
Please vacate elevator to make way for those who are waiting to enter.

ST 3.5 Fire information decal, self-adhesive

ST 3.6 Emergency Map Holder
Acrylic, Paper Updateable

ST 3.7 Standard Lab ID, Updateable message,
Room numbering, matte white vinyl
Helvetica Neue 75 Bold
75 pt (0.75 inches)

ST 3.8 Accessibility decal, self-adhesive
This item generally used in areas with frequent crowding of elevators.

ST 3.9 Bilingual Fire information decal, self-adhesive

ST 3.10 Bilingual Fire information sign on sintra base

ST 3.11 Bilingual Accessibility sign on sintra base

ST 3.12 Bilingual Accessibility decal, self-adhesive

ST 3.13 Bilingual Accessibility decal, self-adhesive
This area may be monitored by video surveillance.

ST 3.14 Standard Lab ID, Updateable message,
Room numbering, matte white vinyl
Helvetica Neue 75 Bold
75 pt (0.75 inches)

ST 3.15 Standard Lab ID, Updateable message,
Room numbering, matte white vinyl
Helvetica Neue 75 Bold
75 pt (0.75 inches)

ST 3.16 Special Precautions:
For work, personnel are to wear laboratory coat or gown, disposable gloves, safety glasses, floor-length pants and closed-toe shoes.

ST 3.17 Emergency Evacuation
Legend
- You are here
- Emergency Exit
- Master Point

This section holds 11" x 17" map, typically posted near elevator call buttons on level 2 and up.

For Radioisotope Emergencies Call 2-5555 Directly

Authorized Personnel Only
For Emergencies Call 911

LABORATORY CONTACTS:
Dr. John Smith
780-555-5555 / 780-555-5555
Ms. Jane Smith
780-555-5555 / 780-555-5555
For additional assistance call 2-5555
SIGN TYPE OVERVIEW
4.0, ROOM ID

ST 4.1 Standard Classroom ID
Room numbering, matte white vinyl
Helvetica Neue 75 Bold
75 pt (0.75 inches)
Room descriptor, matte black vinyl
Helvetica Neue 75 Bold
75 pt (0.75 inches)

ST 4.2 Standard Large Classroom ID (extra panel)
Room numbering, matte white vinyl
Helvetica Neue 75 Bold
50 pt (0.5 inches)
Room descriptor, matte white vinyl
Helvetica Neue 75 Bold
35 pt (0.35 inches)

ST 4.3 Standard Office Room ID
Room numbering, matte white vinyl
Helvetica Neue 75 Bold
50 pt (0.50 inches)
Room descriptor, matte black vinyl
Helvetica Neue 75 Bold
35 pt (0.35 inches)

ST 4.4 In-House Updatable Room ID
Room numbering, matte white vinyl
Helvetica Neue 75 Bold
50 pt (0.5 inches)
Room descriptor, matte black vinyl
Helvetica Neue 75 Bold
35 pt (0.35 inches)

ST 4.5 Standard Back of House Room ID (extra panel)
Room numbering, matte white vinyl
Helvetica Neue 75 Bold
50 pt (0.5 inches)
Room descriptor, matte white vinyl
Helvetica Neue 75 Bold
35 pt (0.35 inches)

ST 4.6 Standard Room Number Only (extra panel)
Room numbering, matte white vinyl
Helvetica Neue 75 Bold
50 pt (0.5 inches)

ST 4.7 Standard Lab ID, Updateable message,
Room numbering, matte white vinyl
Helvetica Neue 75 Bold
50 pt (0.5 inches)
Room descriptor, matte white vinyl
Helvetica Neue 75 Bold
35 pt (0.35 inches)

ST 4.8 Special Precautions:
For work, personnel are to wear laboratory coat or gown, disposable gloves, safety glasses, floor-length pants and closed-toe shoes.

ST 4.9 Laboratory Contacts:
Dr. John Smith
780-555-5555 / 780-555-5555
Ms. Jane Smith
780-555-5555 / 780-555-5555
For additional assistance call 2-5555


**SIGN TYPE OVERVIEW**

**5.0, INFORMATION**

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**Entrance Hours**

Monday-Friday
6:00am to 10:00pm
Saturday
8:30am to 5:30pm
Closed Sundays and Holidays

**Laboratory Guidelines**

These following rules are intended for your protection and to ensure your safety in this lab.

1. Read all directions for an experiment several times. Follow the directions exactly as they are written. If you are in doubt about any part of the experiment, ask your teacher for assistance.
2. Never perform activities that are not authorized by your teacher. Always obtain permission before "experimenting" on your own.
3. Never handle any equipment unless you have specific permission.
4. Take extreme care not to spill any material in the laboratory. If spills occur, ask your teacher immediately about the proper clean-up procedure. Never simply pour chemicals or other substances into the sink or trash container.
5. Never eat or drink in the laboratory. Wash your hands before and after each experiment.
6. Never work alone in the lab.

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**Small messaging**

ST 5.1

**Medium messaging**

ST 5.2

**Large messaging**

ST 5.3

**Medium permanent messaging**

ST 5.4

**Large permanent messaging**

ST 5.5

---

**Updateable message, letter size**

ST 5.6

**Updateable message, letter size, landscape**

ST 5.7

---

**Updateable message, tabloid size**

ST 5.8

**Updateable message, tabloid size, landscape**

ST 5.9

---

**Updateable message, letter size, vertical desk stand**

ST 5.10

**Updateable message, tabloid, freestanding**

ST 5.11

---

**Seasonal Events**

**Bulletin**

---

**Timms Centre**

Performance
in progress
No entrance until intermission

---

**ST 5.1**

**ST 5.2**

**ST 5.3**

**ST 5.4**

**ST 5.5**

**ST 5.6**

**ST 5.7**

**ST 5.8**

**ST 5.9**

**ST 5.10**

**ST 5.11**
SIGN TYPE OVERVIEW
6.0, DIRECTIONAL

- Wall mount directional
- ST 6.1
- ST 6.2
- ST 6.3
- ST 6.4
- ST 6.5
- ST 6.6
- ST 6.7
- ST 6.8
- ST 6.9
- ST 6.10
- ST 6.11
- ST 6.12
- ST 6.13
- ST 6.14
- ST 6.15
- ST 6.16
- ST 6.17
- ST 6.18
- ST 6.19
- ST 6.20
- ST 6.21

- Elevator lobby directional sign
- Secondary building access directional
- Room number indicator
- Medium directional
- Small directional
- Single destination suspended
- Medium Directional
- Small Directional
- Projecting room number directional

Scale 4%

<table>
<thead>
<tr>
<th>Type</th>
<th>ST Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wall mount directional</td>
<td>ST 6.1</td>
<td>Indoor (457 mm)</td>
</tr>
<tr>
<td>Wall mount directional</td>
<td>ST 6.2</td>
<td>Indoor (457 mm)</td>
</tr>
<tr>
<td>Wall mount directional</td>
<td>ST 6.3</td>
<td>Indoor (457 mm)</td>
</tr>
<tr>
<td>Wall mount directional</td>
<td>ST 6.4</td>
<td>Indoor (457 mm)</td>
</tr>
<tr>
<td>Elevator lobby directional sign</td>
<td>ST 6.5</td>
<td>Indoor (457 mm)</td>
</tr>
<tr>
<td>Secondary building access directional</td>
<td>ST 6.6</td>
<td>Indoor (457 mm)</td>
</tr>
</tbody>
</table>

ST 6.1
Wall mount directional

ST 6.2
Room number indicator

ST 6.3
Wall mount directional

ST 6.4
Wall mount directional

Dark grey header. 1-1/2” high arrow and intra-building information. Helvetica Neue 75 Bold 75 pt (7.5 mm) centres.

Also, recommend top line indicate generic room range.

ST 6.5
Elevator lobby directional sign

ST 6.6
Secondary building access directional

ST 6.7
Wall mount directional

ST 6.8
Wall mount directional

ST 6.9
Small Directional

ST 6.10
Medium Directional

ST 6.11
Small Directional

ST 6.12
Wall mount directional

ST 6.13
Projecting directional

ST 6.14
Wall mount directional

ST 6.15
Projecting directional

ST 6.16
Projecting directional

ST 6.17
Wall mount directional

ST 6.18
Suspended directional

ST 6.19
Suspended directional

ST 6.20
Suspended directional

ST 6.21
Projecting directional

ST 6.22
Small directional suspended

ST 6.23
Single destination suspended

Note: Text smaller than 150 pt not appropriate for sign unless very low cooling or confined areas with short viewing distance.

Principle yellow vinyl. 2” high arrow and intra-building information. Helvetica Neue 75 Bold.

Left arrows placed on left side of sign, textflush left
Right arrows on right side, textflush right

Note: Text smaller than 150 pt not appropriate for sign unless very low cooling or confined areas with short viewing distance.

Updated Nov 2012
University of Alberta Interior Sign Program
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SIGN TYPE OVERVIEW

7.0, GOAL ID

ST 7.1
Fabricated, brushed aluminum-finished dimensional lettering, usually donor lettering, custom lettering

Office of the Dean
Faculty of Arts
1-428
1-429
Faculty of Extension
Adult and Continuing Education
1-427
1-430 to 1-480
Lecture Theatre
1-427

ST 7.2
Wall-mount goal sign
Numerical, matte white vinyl
Helvetica Neue 75 Bold
75 pt (0.75 inches)
Text, matte white vinyl
Helvetica Neue 75 Bold
100 pt (1.00 inch)
Helvetica Neue 45 Light
75 pt (0.75 inches)

School of Business - AMIS
Accounting & Management Information System
1-430 to 1-480
1-430

ST 7.3
Secondary wall-mount goal sign
Numerical, matte white vinyl
Helvetica Neue 75 Bold 150 pt (1.50 inches)
Goal text, matte white vinyl
Helvetica Neue 75 Bold 200 pt (2.00 inches)

Office of the Dean
Faculty of Arts
1-428
1-430

ST 7.4
Bulkhead-mount goal sign
Numerical, matte white vinyl
Helvetica Neue 75 Bold 150 pt (1.50 inches)
Goal text, matte white vinyl
Helvetica Neue 75 Bold 200 pt (2.00 inches)

Office to the Assistant to the Dean
1-426

ST 7.5
Suspended goal sign
Numerical, matte white vinyl
Helvetica Neue 75 Bold 150 pt (1.50 inches)
Goal text, matte white vinyl
Helvetica Neue 75 Bold 200 pt (2.00 inches)
Helvetica Neue 45 Light
200 pt (2.00 inches)

Faculty of Education Office of the Dean
18" (457 mm)
27" (685 mm)
16-1/2" (420 mm)
16-1/2" (420 mm)
16-1/2" (420 mm)

ST 7.6
Secondary wall-mount goal sign
Numerical, matte white vinyl
Helvetica Neue 75 Bold 150 pt (1.50 inches)
Goal text, matte white vinyl
Helvetica Neue 75 Bold 200 pt (2.00 inches)

Tertiary wall-mount goal sign
ST 7.7

Tertiary suspended goal sign
ST 7.7.1

Numerical, matte white vinyl
Helvetica Neue 75 Bold 150 pt (1.50 inches)
Goal text, matte white vinyl
Helvetica Neue 75 Bold 200 pt (2.00 inches)

Front (Outside) Elevation

ST 7.8
Door-applied vinyl graphics
Wrong-reading (back side of door), etch-glass vinyl
Right-reading (front side of door), matte white or matte black vinyl
Position may be adjusted to suit different door styles and architecture.
Principles does not apply to glass application.
SIGN TYPE OVERVIEW
8.0, DIRECTORIES (ELECTRONIC)

ST 8.7.1
Building entrance directory (vertical screen)

ST 8.7.2
Building entrance directory (horizontal screen)

Header panel height is 6" tall and the width will vary pending size of display monitor. Based on 32" screen for illustrative purposes.

Directory

Clinical Sciences Building (CSB)
10814 – 112 Street

Static Information

Electronic Information (touch screen)

UNDER DEVELOPMENT

Scale 15%

6" (152 mm)

6' (183 cm)

Directory

Clinical Sciences Building (CSB)
10814 – 112 Street

Static Information

Electronic Information (touch screen)

UNDER DEVELOPMENT
SIGN TYPE OVERVIEW
9.0, IDENTITY

University logos are maintained and distributed by Marketing & Communications, University Relations, University of Alberta.

Official wordmarks are posted online at http://www.toolkit.ualberta.ca/Toolkit%20Downloads/Logos.aspx
SIGN TYPE OVERVIEW
10.0, INTRA-BUILDING SIGNAGE

Signage may be developed to indicate transitions between buildings and to indicate which buildings are accessible from others. These items will be reviewed as the larger campus wayfinding program is developed.
INSTALLATION

Signage will be mechanically secured to walls with appropriate anchors and plugs in any public corridor. Tape with silicone may be used in internal office areas for employee ID signs.

Heights are based on keeping the center of the room signage at approximately 60".
Where possible, the stairwell ID should ideally relate to the window by sharing a common line, edge or axis. It should be positioned to the right or left of the door on the handle side. Where possible, the level ID should ideally relate to the floor entrance. Wall surfaces with strong patterns, seams, or other features might suggest deviation from these positioning guidelines. Final placement should complement architectural elements.

Introduction and guiding that eaves do not impair egressual space. Framing and glazing that eaves may require additional space.

Generally, doors with hydraulic door closers should have signs or ID positioned centered on the door or with a side lining up with door hardware. Where possible, the stairwell ID should visually relate to the window by sharing a common line, edge or axis. It should be positioned to the right or left of the door on the handle side. Where possible, the level ID should visually relate to the floor entrance. Wall surfaces with strong patterns, seams, or other features might suggest deviation from these positioning guidelines. Final placement should complement architectural elements.

Available 1-428 Meeting Room

Lecture Theatre
INSTALLATION
SUSPENDED SIGNAGE

Drop Ceiling Kit

Signage suspended from drop ceilings shall be mounted with either caddy clips (smaller signage) or via plywood braces located on the top of the hanging kit (for larger fabricated sign frames).
INSTALLATION
SUSPENDED SIGNAGE

Drop Ceiling Kit, Option 2

If additional reinforcement is required for signage coming through drop ceiling, it may be reinforced with a pipe and bracket system extending from the architectural ceiling to the top of the drop ceiling.

Illustration showing complete assembly w/drop ceiling

Expanded View
INSTALLATION
SUSPENDED SIGNAGE

Motion-Free Suspended Signs

Dual layers of steel rod may be used in areas with exceptionally high ceilings and/or with exceptionally long multiple-panel directional signs. Signs with this mounting condition will require additional review.
MAINTENANCE

General

Proper care and maintenance involves observing a few simple rules and will help maintain the signs’ attractive appearance and ensure a longer life.

Clean signs, as well as being easier to read, convey a positive impression to visitors and your own personnel.

Never use these cleaning products on any signs:

- methylated spirits, solvents or any acids
- detergents containing abrasives
- coarse cloth or cleaning brushes
- powerful steam or high pressure cleaning machines

Products Cleaning

On interior products use a soft cloth moistened with a mild window detergent. Always ensure no dust or dirt particles are rubbed into the surface and never use paper towels to clean the surface. Acrylic cleaning fluid can be used to remove any particularly obstinate stain or grease.

Exterior surfaces should be washed with clean water and car shampoo 3 - 4 times a year or as required. Car shampoo contains wax to protect and preserve the surface. Graffiti remover enables you to remove most forms of graffiti without damage to either paint or text. The graffiti should be removed immediately after application and no later than one week after. Exposure to sun and heat makes graffiti more difficult to remove.

Environmental effects vary from area to area and the frequency of cleaning should reflect local maintenance considerations. All painted and acrylic components do fade over time, particularly in areas of strong sunlight.

This guide should help you maintain the longevity of your signs.
EXAMPLES

Sign Type 1.0 Personnel ID

- Matte White
- Matte Black

Vinyl Numbers: Carefully remove with an exacto knife or small blade.

Digital printed graphic; surface applied

Updateable Information: Paper inserts.

Online templates for updateable information can be found at http://www.facilities.ualberta.ca/Planning_Project_Delivery/University_Architect/Campus_Planning/Signage.aspx

Sign Type 4.0 Room ID

- Matte White
- Matte Black

Vinyl Numbers: Carefully remove with an exacto knife or small blade.

Digital printed graphic; surface applied

Vinyl Numbers: Removable with exacto knife or small blade.

Online templates for updateable information can be found at http://www.facilities.ualberta.ca/Planning_Project_Delivery/University_Architect/Campus_Planning/Signage.aspx
IMPLEMENTATION PROCESS

1. User Analysis
   Signs are built objects subject to human need and the physical manifestation of a larger strategy. Working in conjunction with U of A user groups, front-line staff and the public, the vendor is to come to an in-depth understanding of the facility user to determine what human factors need to be addressed.
   • On average, how old is the user base?
   • What languages and/or ethnic groups do we need to directly address in signage and core media?
   • What is the nature of the community?
   • Are there existing issues, cognitive, physical or otherwise that must be taken into account as a matter of the core facility user base?
   • How technology savvy is the user base? What tools can we offer to help them to access the building and services?
   • What are all possible facility functions? To the primary intended visitor? To the occasional visitor? To staff?
   • Where do people linger?
   • Does building blocking break into sections that promote procedural wayfinding – are there natural, less then apparent facts about their environment?
   • Does signage implementation, testing and strategic development:

2. Facility Analysis
   Vendor to undergo thorough on-site analysis to determine the characteristics of the building that guides signage implementation, testing and strategic development:
   • Are sightlines long or short?
   • How does architecture promote or inhibit visibility and optimal sign positioning?
   • Is ambient light suitable for effective visibility? To what degree do signs need to be enhanced graphically?
   • What are the key building features? Are there architectural features that suggest entrances, exits, stairs and elevators or do these need to be enhanced graphically?
   • How do people relate to the exterior surrounding the building?
   • Where do people linger?
   • Where are the landmark people will remember to mark their journeys?
   • How far into the building does a visitor travel before the interior becomes indistinguishable from any other area?
   • What is the shape of the building and how is it to appreciate? Is it easy to relate yourself to a section of the shape?
   • Where is distinctive signage required and where are areas where it is people must understand critical but less than apparent facts about their environment?
   • Does building blocking break into sections that promote procedural wayfinding – are there natural, increasingly more precise destinations visitors can find before finding their final goal?

3. Analyze Information Systems
   Done in conjunction with building analysis vendor is to undertake a review of the information systems currently in place represented both physically in the environment, in interactions with people and abstractly.
   This is to completely determine the nature of what visitor needs to know in an environment, what the operator wants the visitor to know and to ensure effective, consistent transitions in messaging between media.
   • Where is it mandatory visitors interact with staff?
   • Where and how do visitors access help?
   • What is the hierarchy between people (or interactive devices) and static signage in the visitor journey?
   • What information is presented to the visitor in the environment? Is it balanced? Is information of one type competing with information of another?
   • How much visual and cognitive noise is present in the environment?
   • What is the registration or other IT-based systems that should integrate with information in the environment?

4. Determine Communications Objectives
   Signs not only represent a way for people to navigate a building and comprehend their environment, but they also represent a way of extending brand, consistent experience and other communication objectives into the built environment. Working in conjunction with the communications team and existing standards vendor is to gather the information required to understand the identity and communications objectives of your organization:
   • What are the existing brand guidelines?
   • How aggressively do you wish to promote your identity?
   • How conducive are corporate colours to effective visibility within the environment?

5. Confirm Project Objectives
   Once vendor comes to an understanding of the facility, the people using it, what the visitor needs to know and what we want the visitor to know vendor is to prevent the findings back to the emerging team. Accessing a building, and more importantly the people and services within, we attempt to confirm a single question:
   • Are we addressing everything any possible visitor needs to know?

6. Confirm Budget and Project Timeline
   This stage will be revisited at various times through any project to ensure accountability:
   • Has everything been captured in a timely fashion?
   • If project scope has been refined, how does this impact the budget?

7. Strategic Development
   This step provides the conceptual framework for how we treat with the building from a wayfinding and communications perspective:
   • Determine narrative system for providing direction.
   • Determine and develop organizational principles and systems for procedural wayfinding.
   • Determine ideal mapping system(s) for building.
   • Determine technological/interactive applications required.
   • Determine if specialists are required.
   • Develop strategies for human interaction in wayfinding overview.
   • Review of other wayfinding best-practices may be required.

8. Information Review
   This step reviews the application of the signage to ensure suitable readability, proper use of brand elements and consistent language and information:
   • Develop graphic treatments to compensate for deficiencies in architectural affordances if necessary – highlighting entrances, elevators etc.– or to promote a sense of place or identity.
   • Graphic characteristics are determined. Use of colour, font etc. are determined based on visibility requirements, legislative requirements, corporate identity guidelines and vendors best practices.
   • System of signage hierarchy for consistent, predictable presentation of information is determined.
   • Application of symbolic and pictorial information is determined. This is in conjunction with, and to expand upon, industry and legislative standards and communications materials.
   • If necessary, review with websites, interfaces for digital books and/or digital signs.

Continued on following page...
IMPLEMENTATION PROCESS

9. Product Review
Vendor reviews the graphics, mechanical and budgetary requirement of sign product and program and provides samples of optimal product lines for your project. This to include primary include modular, sustainable products with custom made fittings as required:
- Samples fabricated for approval where required.
- Sign type hierarchy (numbering) confirmed.
- Spec drawings begin.
- Engineering/electrical specs developed if required.
- Sub-trades determined.
- Mounting specifications developed as required for locations with specialized requirements.

10. Testing
Testing will be undertaken to confirm direction and the results to be presented back to the project authority:
- Vendor to fabricate and install a complete compliment of signage in a section of proposed facility, with posters explaining the rationale underlying the proposed sign program.
- An email address with accompanying vendor-supplied cards to be brought online for collecting feedback. Comments will be posted on sign management website.
- Vendor staff to be deployed on site observing and interacting with the public and collecting feedback.

11. Documentation
Documentation of sign program implemented to be provided begins:
- Samples fabricated for approval.
- Spec drawings developed.
- Engineering/electrical specs developed if required.
- Sub-trades determined.
- Mounting specifications developed as required for locations with specialized requirements.

12. Project Management
The project management team develops a complete sign and message schedule working under the direction of the strategic and design teams:
- Sign and message schedule developed for implementation.
- Coordinating with facility staff to confirm orders, staging, installation timelines and requirements.
- Coordination with outside trades (painters, electricians etc.).
- Order preparation for internal manufacturing.
- Order preparation for outsourced manufacturing.
- Ongoing coordination with manufacturing and trades.

13. Manufacturing
Orders developed by vendor's Project Management are put into production.

14. Installation
Guided by vendor's Project Management, installation teams to install sign program per the signage overview and the guidelines set. Coordinating trades to be organized by vendor installation team where required.

15. Review
Review is required to ensure that the project completed meets the user's requirements and to ensure accuracy and standardization:
- An initial review with posters, email and regular on-site staff will be conducted to gauge the impact and observations of the updated signage.
- Ongoing review will be encouraged via logs at the online sign management website in conjunction with facilities staff and regular review by vendor on-site staff.

16. Maintenance
Vendor to provide the tools and assistance to ensure sign program remains effective for years to come:
- Training and documentation will be provided for facilities staff in cleaning and maintaining sign products.
- Online sign management website will provide monitoring tools, brand guideline, templates for paper updateable products as well as all specifications and documents in the sign manual.
- “What to watch for” guidelines will be provided to facility staff to help problem areas are captured as proactively as possible.
- Ongoing maintenance and review by vendor site staff.

APPENDIX A
EXISTING CONDITIONS
APPENDIX A
EXISTING CONDITIONS CONT.