

IOWA STATE UNIVERSITY
Facilities Planning & Management

Campus Signage Standards

Interior Signs

The Interior Sign System has been developed to provide important information and identify key signage for campus interior spaces. The following guidelines should be utilized to comply with federal, state, and local codes, maintain a consistent system and provide our campus users with the highest quality experience. Installation of new signage or modifications to existing signage shall be approved by Facilities Planning and Management through the service request process.

Resource:

Facilities Planning and Management
University Architect's office
Dan Sloan drsloan@iastate.edu
515-294-4408

Signage Guidelines:

Signage guidelines follow the most current requirements of the ADA Standards for Accessible Design (ADAAG) as documented in the book Access for Everyone by Osterberg/Kain. All signage installations and modifications shall be initiated by a request through the Facilities Planning and Management online service request form.

Key points of the signage section emphasized here:

1. Room signs shall be located on the latch side of the door.
2. Signs shall be mounted so that the bottom of upper line of tactile characters is 60" above finished floor (AFF) and centerline of the longest line of tactile characters is 9" from the frame of door. (ADA 703.4.2) For standard APCO 8x8 signs, installation of the top of sign at 62" AFF will provide the proper character height. Refer to page 7 for examples of the proper mounting location.
3. Text shall use uppercase Univers font.
4. Character height is to be a minimum 5/8" height and 1/32" raised above lens.
5. Grade 2 Braille to be used with dots to be dome rounded shape.
6. Pictograms (Men and Women symbols) are preferred but not required for restroom signage. If pictograms are used, signs must include pictograms, tactile letters, and Braille text.
7. The term "Accessible" shall be used in lieu of terms such as "handicapped" or "disabled".
8. Separate tactile and braille letters from borders and other elements by 3/8" minimum.
9. Use non-glare finish for characters, pictogram, and backgrounds. Contrast characters, pictograms, and symbols with backgrounds by using dark characters and symbols on a light background.

Other Considerations:

Due to security concerns, telecommunications rooms, mechanical rooms, custodial closets, electrical rooms, and elevator machine rooms are not to be labeled, with the exception of vinyl room numbers on door frame.

All door frames shall be identified with vinyl numbers, centered horizontally at top of door frame. Color of number to match color of frame as to diminish visibility to general public. Refer to page 11 for Door Number signage standards.

Elevator signage shall be provided and installed by elevator equipment provider and shall follow ADA guidelines, including hall call buttons and floor designations on elevator door frames.

Facilities Planning and Management uses the APCO IM Signage System with opaque acrylic holder and clear acrylic lens. Standard frame colors are APCO Graphite (A54) and Black (A02). Alternate colors shall be approved by University Architect's office.

Univers LT Std

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Berkeley Old Style Std

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Description:

Berkeley and Univers are the recommended typographic choices for most university communications.

Typography:

Univers is a sans serif typeface with a clean, modern look. It is most effectively used in short text settings, such as titles, labels, or captions, making it the primary choice in signage applications.

ITC Berkeley Old Style is a traditional serif typeface. It is most practically applied in copy publications.

The wide range of weights available in both families provide several options to create an effective typographic message

More information regarding typography can be found at:
<http://www.marketing.iastate.edu>.

Resource:

The Office of University Marketing
Carole Custer
2750 Beardshear Hall
cacuste@iastate.edu
515-294-3134

IOWA STATE UNIVERSITY

IOWA STATE UNIVERSITY

OF SCIENCE AND TECHNOLOGY

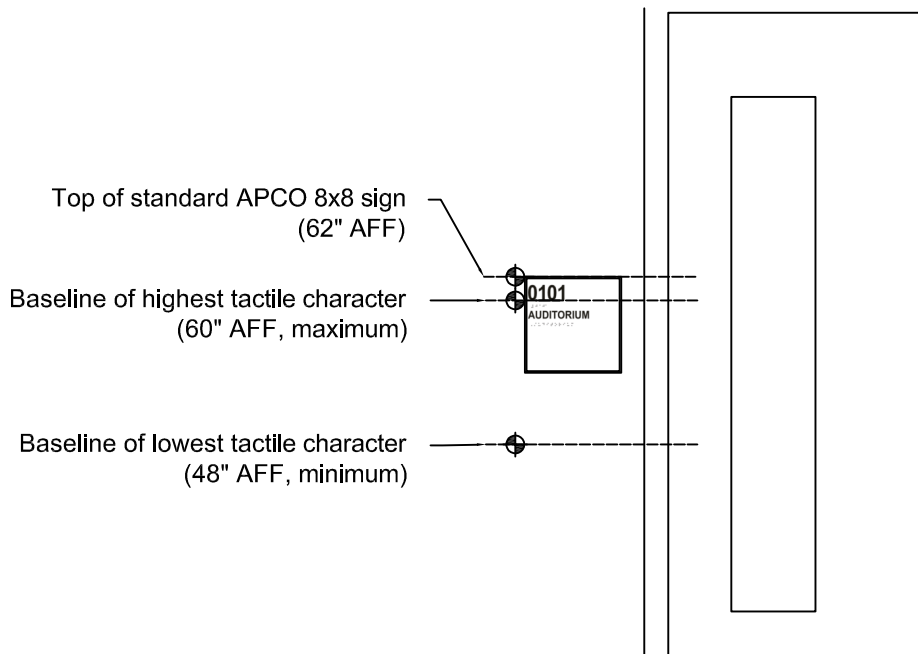
Description:

The University wordmark is the cornerstone of the Iowa State University visual identity program. There are several primary and secondary versions, all of which follow a strict set of guidelines associated with proper use.

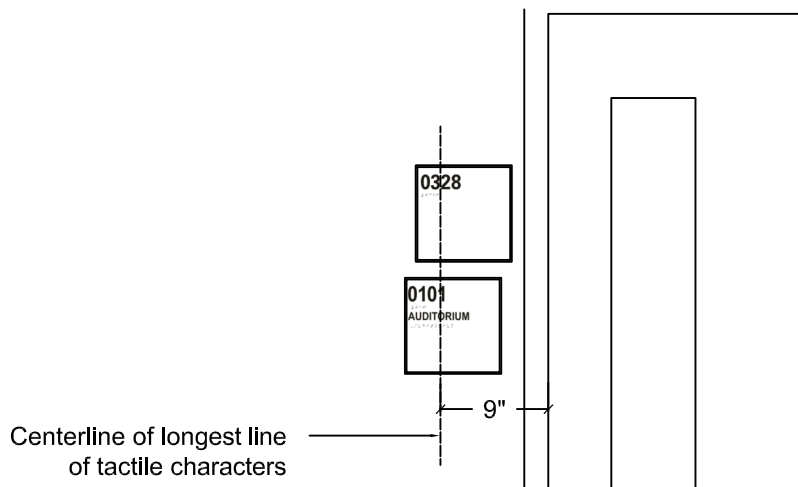
More information regarding the University wordmark can be found at: <http://www.marketing.iastate.edu>.

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Vertical location of tactile signs



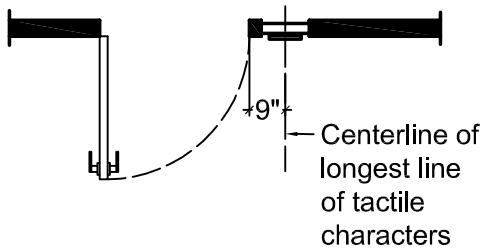
Horizontal location of tactile signs

Description:

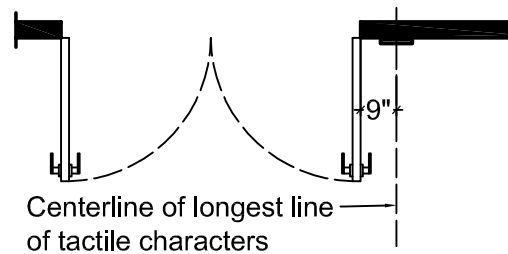
Signs shall be mounted so that the bottom of upper line of tactile characters is 60" above finished floor (AFF). For standard APCO 8x8 signs, installation of the top of sign at 62" AFF will provide the proper character height.

Signage shall be mounted so that centerline of the longest line of tactile characters is 9" from the frame of door. ADA 703.4.2.

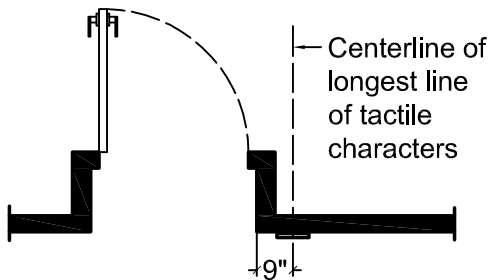
Refer to page 7 for examples of the proper sign mounting locations at alternate door configurations.



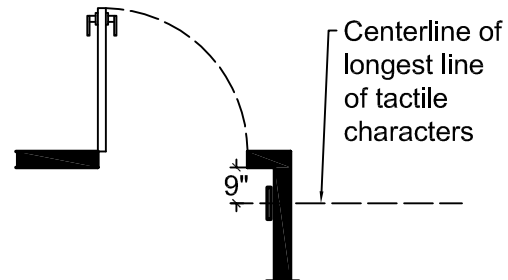
(a) Door with windows or sidelites



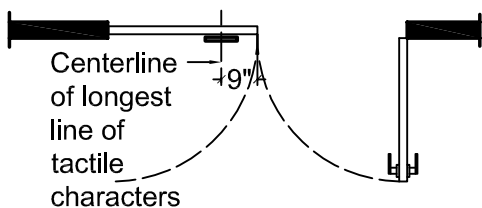
(b) Double door with two active leaves



(c) Door at alcove
(existing construction only)



(d) Door at end of corridor or corner
(existing construction only)



(e) Door with an inactive leaf

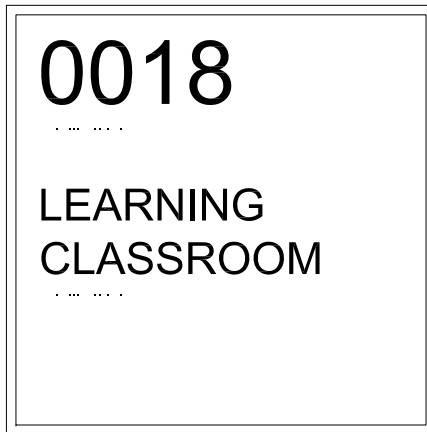
Description:

Signage shall be mounted so that centerline of the longest line of tactile characters is 9" from the frame of door. ADA 703.4.2. Locate signs as indicated for the non standard door configurations.

- (a) Door with windows or sidelites
Place sign on pull or push side of door
- (b) Double door with two active leaves
Place sign on right side
- (c) Door at alcove (**existing construction only**)
Where no wall space is available adjacent to door, place sign on adjacent wall
- (d) Door at end of corridor or corner (**existing construction only**)
Where no wall space is available adjacent to door, place sign on adjacent wall
- (e) Door with inactive leaf
Place sign on the inactive leaf

For door configurations not shown, coordinate with Facilities Planning and Management's Accessibility Coordinator.

Refer to page 6 for examples of the proper sign mounting locations at standard door configurations.



Sign concept



Installed Sign

Description:

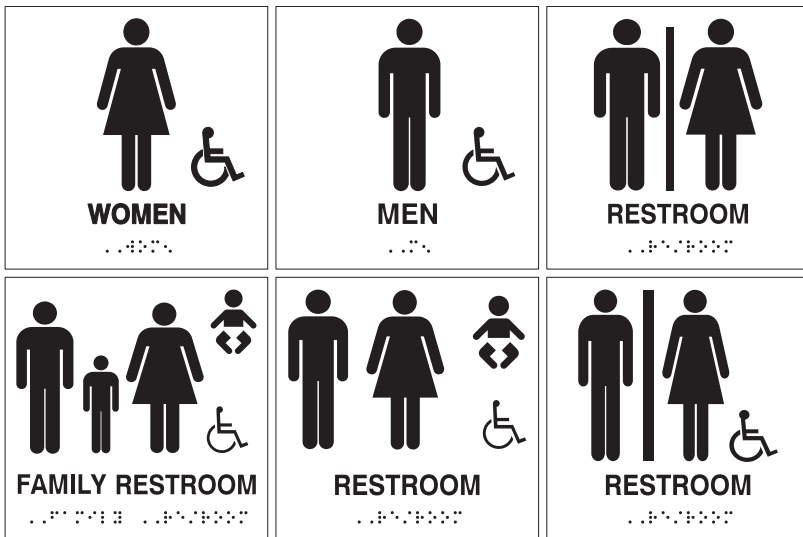
This sign type is used to identify rooms in campus building buildings. Room description information should include: room number, type of use, and conform to ADA standards.

All existing signage and tackboards should be removed and patching and painting of walls should occur before installation of the sign.

Refer to pages 6 & 7 for mounting location of Room Identification signs.

Material / Size / Color:

Frame - APCO 8"x8" square acrylic holder and lens(SH-88). Room names and descriptions that will not fit on standard 8"x8" holder, shall use APCO 12"x12" square acrylic holder (SH-1212).



Sign concept



Installed Sign

Description:

This sign type is located near restrooms to identify user. 'Men' and 'Women' pictograms are preferred, but not required for restroom signage. If pictograms are used, signs must include pictograms, tactile letters, and Braille text.

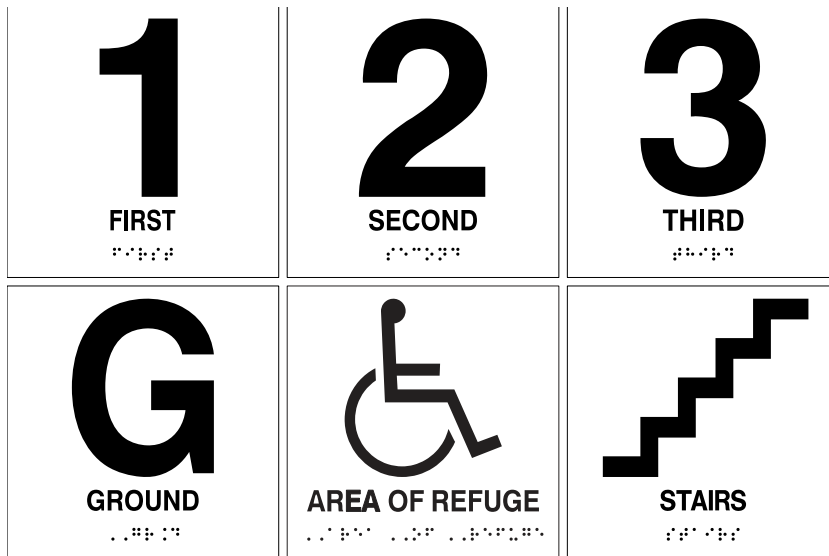
The 'Accessible' symbol is to be included in the signage for all accessible restrooms .

Material / Size / Color:

Frame - APCO 8" x 8" square acrylic holder.

Note:

Installed sign images are representative of previous restroom signs, layout is currently under revision.



Sign concept



Installed Sign

Description:

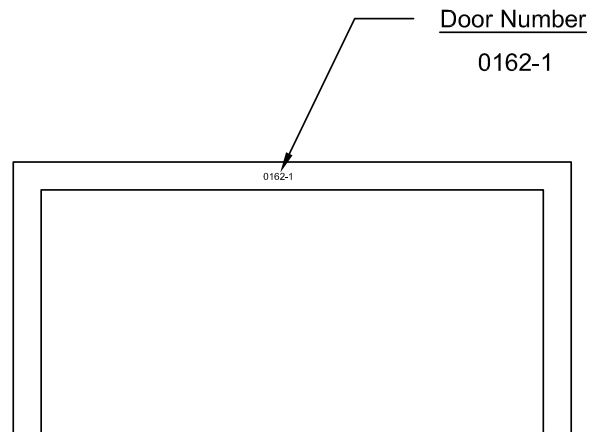
This sign type shall be located near stairs and at the entrance to every floor of a building. Information presented on the floor number signage must include the floor number (in large numeral format, followed by the written floor number below, in standard text and braille.

Material / Size / Color:

Frame - APCO 8" x 8" square acrylic holder.

Note:

Installed sign images are representative of previous floor number and stair signs, layout is currently under revision.

**Description:**

This sign type identifies all door numbers in campus buildings and are located at the top of door frame. Door numbers are to be centered horizontally on frame.

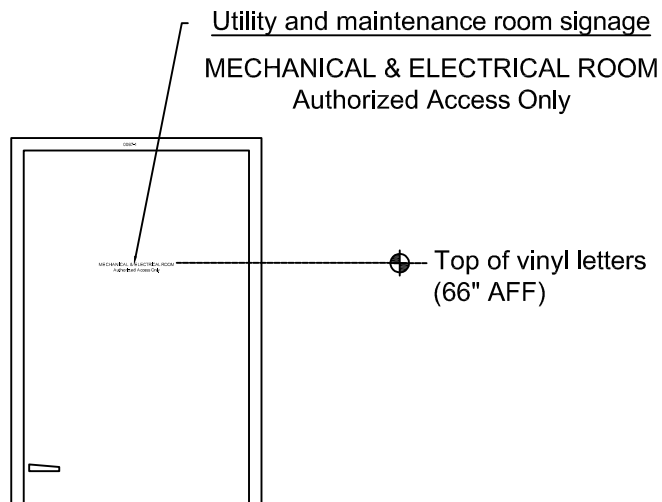
Graphics / Typography / Color:

Vinyl letters, 1/2" height, color to match door frame to minimize visibility.

Sign concept



Installed Sign



Sign concept



Installed Sign

Description:

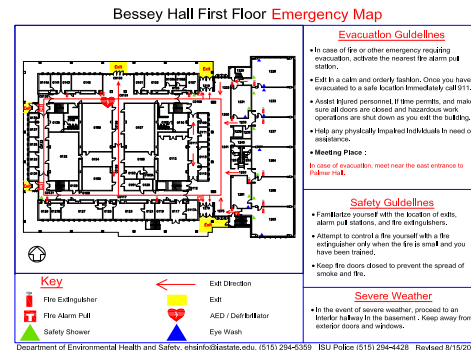
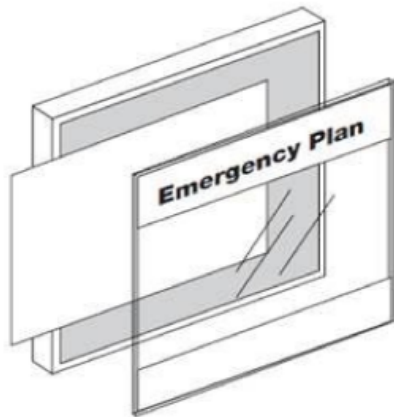
This sign type is located on the doors of utility and maintenance rooms. This signage shall be centered horizontally at the door at 66" AFF.

Signage is not required for telecommunications rooms, mechanical rooms, custodial closets, electrical rooms, and elevator machine rooms are not to be labeled, with the exception of vinyl room numbers on door frame.

Due to security concerns, telecommunications rooms are not to be labeled with the exception of vinyl door number on frame.

Graphics / Typography / Color:

Vinyl letters, 1/2" height, Univers font, first line all caps, second line upper and lower case



Sign concept

Description:

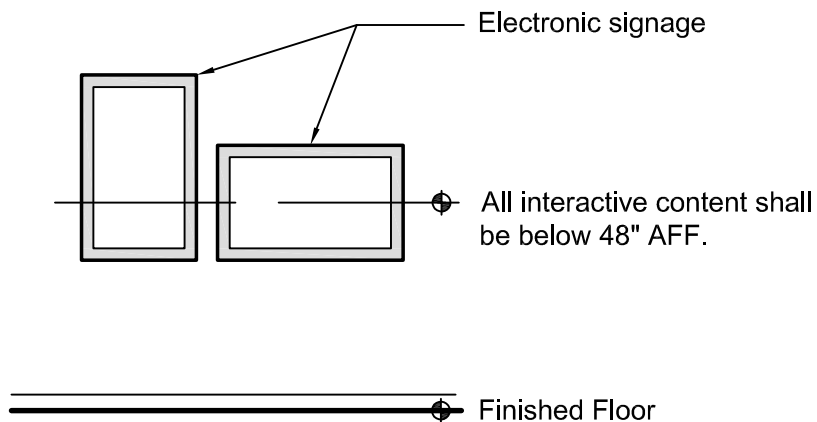
This sign provide emergency information for building occupants including evacuation and safety guidelines . This sign shall be located at all elevator landings and at midpoints between exits on major circulation paths.

Paper emergency plan inserts shall be developed by ISU Environmental Health and Safety staff.

Graphics / Typography / Color:

Frame - APCO 12" x 12" square acrylic holder (SH-1212) with "Emergency Plan" standard insert (SI-1212EP).

Installed Sign



Sign concept

Installed Sign

Description:

When considering the use of electronic signage, consult with Information Technology for equipment purchase requirements and the University Architect's office review of signage format, materiality, and location(s).

The University Architect's office shall approve the installation location of electronic signage and building directory to ensure compliance with building and accessibility codes. The University Architect's office shall also review and approve all installation and vendor fabrication drawings for the selected device prior to fabrication and installation. Content shall be coordinated with University Marketing.

Electronic Building Directories shall be located near primary entrances and/or building lobby spaces. They shall not be installed in building vestibules.

Wall mounted units may project no further than 4" from the face of the wall when installed, if so, accessibility code compliant detectable warnings must be installed.

The recommended size for signage display diagonal is no larger than 46". (Note: available options are 32", 40" and 46".)

The use of freestanding (kiosk type) units are not recommended. Use of this type of signage shall be reviewed and approved by the University Architect's office and the ISU ADA Coordinator prior to beginning design. If the signage is interactive, i.e. touchscreen, all accessible content shall be located no higher than 48" above the finish floor.

Text shall be no smaller than 5/8" when displayed and shall be sans-serif font, except in usage of the university wordmark, shall contrast with background by 70%, and shall be non-glare. Please contact the University Architect's office for complete compliance details for visual signage.