



University of Colorado Boulder

Exterior and Interior Signage Standards

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I. Purpose

- A. These standards have been developed to assist the university community, consulting architects, facilities personnel, and communicators and sign designers in developing consistent signage on the University of Colorado Boulder campus. The standards describe the elements of signage to communicate the consistent brand message, along with acceptable elements that connote the image of the campus.

II. General

- A. All words, logos and marks used on campus signage shall conform to the University of Colorado Identity Standards, latest edition.
 - 1. On-campus institutional partners shall adhere to these standards with the exception that they may include their mark or logo, in lieu of that of the University of Colorado, within designated districts of operation (as defined by the Boulder campus) for Identity(IV) and Building Identification(V) signage conditions. Additionally, off-campus affiliates using university marks should adhere to these standards.
- B. Approvals:
 - 1. Campus exterior signage shall be subject to review by university's Design Review Board as required by APS 3002, Capital Construction Planning and Projects, Appendix 3 and the Campus Architect's office.
 - 2. Use of the university words, mark or logo is subject to review by the Brand Identity Standards Committee.

III. Gateway Signage

- A. Definition: Gateway signage is defined as elements that comprise a monumental scale definition of a campus boundary, generally located at a major entrance or corner of the campus property that is visually prominent to the general community.
- B. Scale: Gateway signage is generally scaled for moving vehicular traffic, although may also contain elements that are scaled for pedestrian or bicycle speeds. Refer to USSC (United States Sign Council) for size, height & legibility Guidelines: www.usscfoundation.org-USSCGuidelineStandards.pdf.url



- C: Signage Elements: Official entrances and gateways to each campus shall use the interlocking CU logo with the wordmark for the campus. Main gateway entrances will also incorporate the university seal as a separate visual element from the logo/wordmark.
- D. Materials:
 - 1. Gateway signage shall be constructed of stone walls, brick walls and other materials consistent with that used in building construction for the campus property on which the gateway sign is to be located.
 - 2. Landforms, features and landscaping should be used to enhance the gateway signage and give prominence appropriate to the role of the gateway.
- E. Lighting: Gateway signage shall be lighted using ground lighting, back lighting or direct lighting as appropriate for the design of the signage feature and consistent with the sustainability objectives for the campus.

IV. University Identity Signage

- A. Definition: University Identity Signage is defined as signage used to call individual buildings out from surrounding buildings that are not part of the University of Colorado. University identity signage may include signage placed on the upper part of the building façade or mounted within the landscape.

University Identity Signage shall be limited to no more than two of a buildings facades unless approved otherwise by the Design Review Board.

- B. Scale: University Identity Signage is generally scaled for moving vehicular traffic, Refer to USSC (United States Sign Council) for size, height & legibility Guidelines: www.usscfoundation.org-USSCGuidelineStandards.pdf.url
- C. Signage Elements: University Identity Signage shall use the full mark of the campus it is denoting. Sub-identities for donor-named schools or colleges shall not be used as university identity signage.
- D. Materials: Subject to review and approval by the Design Review Board or Campus Architect.
- E. Lighting: Identity signage shall be illuminated where possible and may use internal lighting consistent with LEED | sustainability objectives for the campus.

V. Building Identification/Donor Named Buildings

- 1. Definition: Building identification signage consists of signage that is proximate to the building entrance. The purpose of the sign is to announce the name of the building to assist in wayfinding. Building identification can be engraved onto the building façade or constructed using masonry site walls located within the landscape proximate to the main entrance of the building.



- A. Scale: Building Identification Signage should be scaled for pedestrians and bicycle users.
- B. Signage Elements:
 - 1. The official name of the building, including donor-named buildings.
 - 2. Text of building identification signage shall be Helvetica Neue 65 Medium or 75 Bold of a size that is scaled appropriately for the site wall.
 - 3. Signage text and graphics shall be engraved into a flat panel with a 1" V channel, stained black and left justified. No pin letters or panels will be affixed to masonry.
 - 4. No other logos or wordmarks will be allowed.
- C. Materials:
 - 1. New building identification signage shall be constructed of 24-28" high site walls using stone, brick and other materials consistent with those used in building construction for the campus property on which the building sign is to be located.
 - 2. Signage shall fit within the site, complimentary to the architecture.
 - 3. Wall to accommodate signage will be a minimum of 9' in length with signage panel placed to left justify the copy with the wall. Additional wall may be added to ensure sign is appropriately settled into the building site.
 - 4. Existing post and panel signage will be replaced as buildings are renovated or built.

Materials – Face Mounted Signage:

- 1. Face Mounted building signage is appropriate at secondary entrances at the building for improved wayfinding, mounted to building wall on either side of door.
- 2. Materials that support face mounted building identification signage shall be from the vocabulary of materials in the approved design guidelines for the Boulder campus.
- 3. Size of face mounted building signs will be consistent and scaled appropriately for a secondary entrance.

vi. Vehicular Directional Signage

- A. Definition: Vehicular Directional Signage is defined as signage used to direct a person in a vehicle to a parking lot or building that is or is near their likely destination.
- B. Scale: Vehicular Directional Signage shall be scaled for moving vehicles at the posted speed limit where located. Refer to USSC (United States Sign Council) for size, height & legibility Guidelines: www.usscfoundation.org-USSCGuidelineStandards.pdf.url,



C. Signage Elements:

1. The logo of the campus shall be located at the top of vehicular directional signage.
2. Text of vehicular directional signage shall be in Helvetica Neue Medium or Bold of a size not more than 50% larger than the full mark.
3. Where dark background colors are used (black or dark grey), the one-color, reverse full mark shall be used.
4. Approved co-branding graphic logos of campus collaborating institutions may be included.
5. Campus approved graphic logos for the routing of ambulances, locating of Emergency Departments, Hospitals, Parking and Delivery may be included along with their associated color pallets.

See Addendum II for examples specific to the Boulder campus.

D. Materials:

1. Materials that support vehicular directional signage shall be from the vocabulary of materials in the approved design guidelines for each campus.
2. Directional signage within the public right-of-way shall conform to the U.S. Department of Transportation Federal Highway Administration Manual of Uniform Traffic Control Devices, latest edition.
3. Directional signage on university streets shall have a background color that conforms to one of the university color specifications.
Exception: Background colors that are part of an approved comprehensive signage system shall be limited to the color palette approved for the system.

E. Lighting: Vehicular directional signage shall be lighted or use highway reflective (retroreflective) coatings.

VII. Pedestrian Directional Signage

A. Definition: Pedestrian directional signage consists of directional signage, maps, information kiosks and other elements that direct a person from their point of arrival to their destination.

B. Scale: Pedestrian directional signage is generally scaled for pedestrians and bicycle users.

C. Signage Elements:

1. The full mark of the campus shall be prominently located on all pedestrian directional signage throughout the campus.
2. Text of pedestrian directional signage shall be in Helvetica Neue Medium or Bold of a size not more than 50% larger than the full mark.
3. Where maps or other graphic devices are used, the campus signature should be prominently displayed.
4. Signage text and graphics is left justified.



D. Materials:

1. Materials that support pedestrian directional signage shall be from the vocabulary of materials in the approved design guidelines for each campus.
2. Pedestrian directional signage shall have a background color that conforms to one of the university color specifications.
Exception: Background colors that are part of an approved campus comprehensive signage system shall be limited to the color palette approved for the system.
3. Letters directories or maps) may be of raised metallic letters.
4. Where dark background colors are used (terra cotta, black or dark grey), the one- color, reverse full mark shall be used.

- E. Lighting: Pedestrian directional signage should be illuminated (internally or externally) for ease of travel at night.

VIII. Regulatory Signage

- A. Definition: Regulatory signage is used to inform the public about what they must or should do (or not do) under a given set of circumstances. Other types may be signs located on streets and in parking areas having to do with parking, signs in public places or signs in architectural facilities prohibiting specific types of activities. They are broadly used to indicate or enforce laws and regulations adopted by the university.

- B. Scale: Regulatory signs should be scaled for the primary users, be it vehicular, bicycle rider or pedestrian.

C. Signage elements:

1. Traffic regulatory signage shall conform to the U.S. Department of Transportation, Federal Highway Administration Manual of Uniform Traffic Control Devices, and latest edition.
2. Text of non-traffic regulatory signs shall be in Helvetica Neue medium or bold.

D. Materials:

1. Materials that support regulatory signage shall be from the vocabulary of materials in the approved design guidelines for each campus.

- E. Lighting: Regulatory signage should not be lighted. Regulatory signage should use highway reflective (retroreflective) coatings.

IX. Interior Entrance Lobby Signage

- A. Definition: Interior Entrance Lobby Signage is an interior sign placed at the entrance of a building or to a college, school or department that is used to establish a first impression of that building, college, school or department. They are generally welcoming in nature rather than informational. The use of interior entrance lobby signage is discretionary and should follow consistent interior signage guidelines.



B. Scale: Interior entrance lobby signage is pedestrian in scale.

C. Signage Elements:

1. The mark is optional; however, the use of the mark is preferable.
2. Text of interior entrance lobby signage shall be in Helvetica Neue Medium or Bold of a size not more than 100% larger than the full mark.
3. Signage text and graphics shall be left justified.
4. Donor-named schools or colleges may use approved typeface and identity standards.
5. Institutes with approved co-branding graphics may be used.
6. Where other graphics, ornamentation or other visual device are provided, signage shall be located so as not to compete with the other graphics, ornamentation or other visual device.

D. Materials:

1. Materials used in interior entrance lobby signage shall be of any approved material with color properties allowed in the University of Colorado Identity Standards, latest edition.
2. Building entrance lobby signage shall have a background color that conforms to one of the university color specifications.
Exception: Background colors that are part of an approved comprehensive signage system shall be limited to the color palette approved for the system. Exception: Donor-named schools or colleges and institutes with approved co-branding graphics may use the approved alternatives.
3. Open space equal to the height of the text shall be given both above and below the main text, and open space equal to or greater than the height of any sub-text shall be given surrounding the sub-text.
4. Where dark background colors are used (black or dark grey), the one-color, reverse full mark shall be used.

E. Lighting: Interior Entrance Lobby Signage may be lighted.

x. Room Identification Signage

A. Definition: Room identity signage shall comply with CU Brand Standards

xi. Building Directories

A. Definition: Building directories are fixed signs that identify the building name and occupants of that particular building. They are generally located at building entrances and lobbies in a prominent location that is easily accessible to the general public. For purposes of this section, electronic directories are excluded.

B. Scale: Building directories are pedestrian in scale.



C. Signage Elements:

1. Text of building directories shall be in Helvetica Neue Medium or Bold of a size not more than 75% larger than the full mark. The complete building name shall be given in all uppercase letters at the top of the directory.
2. Directory information shall be included on the sign to identify programs offices, or departments as necessary to fully communicate the location of the building occupant.
3. Signage text and graphics shall be left justified in not more than three columns.
4. Donor-named schools or colleges may use approved typeface and identity standards.
5. Institutes with approved co-branding graphics may use approved alternatives.
6. Where other graphics, ornamentation or other visual devise are provided, signage shall be located so as not to compete with the other graphics, ornamentation, or other visual devise.

D. Materials:

1. Materials used in building directories shall be of an approved material with color properties allowed in the University of Colorado Identity Standards, latest edition, and shall match interior building entrance signage, if provided.
2. Building directories shall have a background color that conforms to one of the university color specifications.
Exception: Background colors that are part of an approved comprehensive signage system shall be limited to the color palette approved for the system.
3. The proportions of the building directories shall be as required to provide a concise description of the building occupant location.
4. Open space equal to the height of the text shall be given both above and below the main text, and open space equal to or greater than the height of any sub-text shall be given surrounding the sub-text.
5. Where dark background colors are used (black or dark grey), the one-color, reverse full mark shall be used.