VOLUME 2

EXTERIOR

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SECTION A:

INTRODUCTION & GRAPHIC STANDARDS

Section A provides a general introduction to the design standards of the system, including specifications for all overarching color, materials, symbols and typography. Brand standards and terminology usage specific to exterior signage are outlined.

Kit of Parts: Brand Usage

Brand Usage

The Guidelines have been developed by the Office of the University Architect in cooperation with University Communications and Marketing, and with extensive advice and consultation from faculty, staff, students and alumni. The Board of Governors of the University formally approved the visual identity system on December 8, 2006, as the next major step in the development of a comprehensive communications program for the University.

Since the power of a strong visual identity can only be realized through consistent application over time, it is the University's policy that the official logotype, signatures and marks as described in the Rutgers Visual Identity Manual and Signage Standards Manual are the only sanctioned marks for use.

No other marks or symbols may be used or created to represent the University as a whole or any part thereof; other than those shown in the Rutgers Visual Identity Manual (reference below) and those shown in this manual.

The full Rutgers Visual Identity Manual can be reviewed at http://identity.rutgers.edu/guidelines-use/rutgers-visual-identity-manual.

The Rutgers Logotype

The Rutgers logotype appears below. It is the primary element of the Rutgers visual identity system. The Rutgers logotype is a custom designed graphic and may not be altered in any way.

A secondary element may be added to the Rutgers logotype creating a typographic element called a signature. Signatures have been reserved for use in patient buildings and spaces only.

The Rutgers logotype may not be attached to any typographic or graphic element other than those described above.

As a general rule of thumb, it is always preferred to use the simplest (i.e. highest level) logo representation that will adequately communicate your identity as part of Rutgers.

The logotype may be downloaded at identity.rutgers.edu/downloads.

Size and Clear Space Requirements

There should be a minimum clear space around the logotype equal to the cap "R" height. The light blue area in the diagram below indicates the amount of space that must be maintained between the logotype and any other element for vinyl messaging only.

Size and Clear Space Requirements – Modified for Signage Only

RUTGERS

Logotype Header

RUTGERS HEALTH

RU Health Header

Color Header

Application of Brand Header Elements

A Rutgers branded header should always be used on post and panel sign types. Below is an outline distinguishing when the logotype header, Rutgers Health and plain red color header is used.

Logotype Header

- Used on **ALL** vehicular directionals and parking identification signs.
- Used on freestanding building identification signs when the building is far removed from the edges of campus and/or it is a stand alone building and it is not apparent that you are on the Rutgers campus.

Rutgers Health Header

- Used on freestanding building identification signs.

Color Header

- Used on **ALL** freestanding building identification signs. (See exceptions above).
- Used on **ALL** pedestrian directional signs.

Paint / Material Usage

Primary Color Palette
The primary colors for the Rutgers signage system are based on the Rutgers visual identity. We have modified these colors and materials for the exterior environment and purposes of maintaining the signage over time.

Paints
All painted surfaces on signage are to be pre-treated with Matthews Paint MP 74734 SP for corrosion resistance. All signs to be finished with Matthews two-coating Satin Finish MAP Top Coat System.

Vinyl
Vinyl is to be used for building identification on glass surfaces.

Reflective Vinyl
Reflective vinyl is to be used on all vehicular directional signage, as well as all freestanding building identification signage.

Brushed Aluminum
Brushed aluminum is to be used on the exterior building identification dimensional letters.

*The custom sign for small projects a fabricated post detail is provided. For large projects pf over XXX linear feet the Rutgers owned custom extrusion must be used. must be used. No substitutions allowed. For specification and ordering purposes, contact EMS Delaware;

231 Executive Drive Suite 11
Newark, DE 19702 USA
Toll Free: 800-863-1496
Local Phone: 302-391-1370
Fax: 302-391-1371
Website: www.EasternMetal.com
Email: info@easternmetal.com

EXTERIOR PAINTS

P1	P2	P3	P4
Benjamin Moore Currant Red #1323 or approved equal	Benjamin Moore Graphite #1603 or approved equal	Benjamin Moore Marina Gray #1599 or approved equal	Matthews Paint White #59581 or approved equal

P5	P6
Split Second Red Matthews Paint #11936 or approved equal	Brushed Aluminum Matthews Paint #30136 Satin Finish or approved equal

EXTERIOR PRINT COLORS

S1	S2	S3	
To match Matthews Paint #59581	To match Matthews Paint Wells Fargo Black #23609	Benjamin Moore Currant Red #1323 or approved equal	

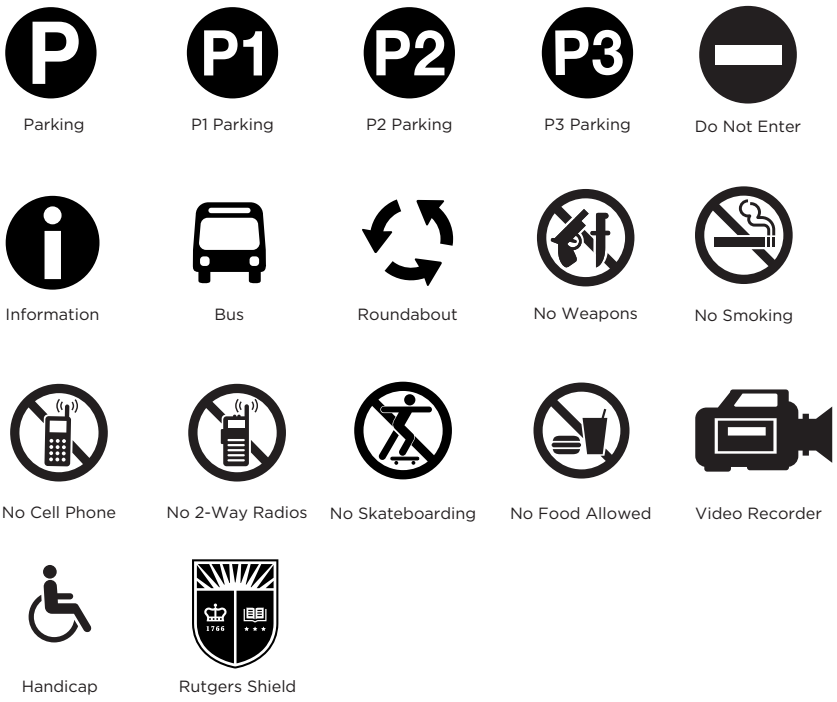
EXTERIOR VINYL

V1	V2	V3	V4	V5	V6
Engineering Grade Reflective 3M White 3290	Scotchlite Reflective 3M Black 680CR-85	Engineering Grade Reflective 3M Red 3272	Non-Reflective Vinyl White 3M7725-20	Non-Reflective Vinyl to match Split Second Red Matthews Paint #11936 3M725-23	Non-Reflective Vinyl Black 3M7725-22

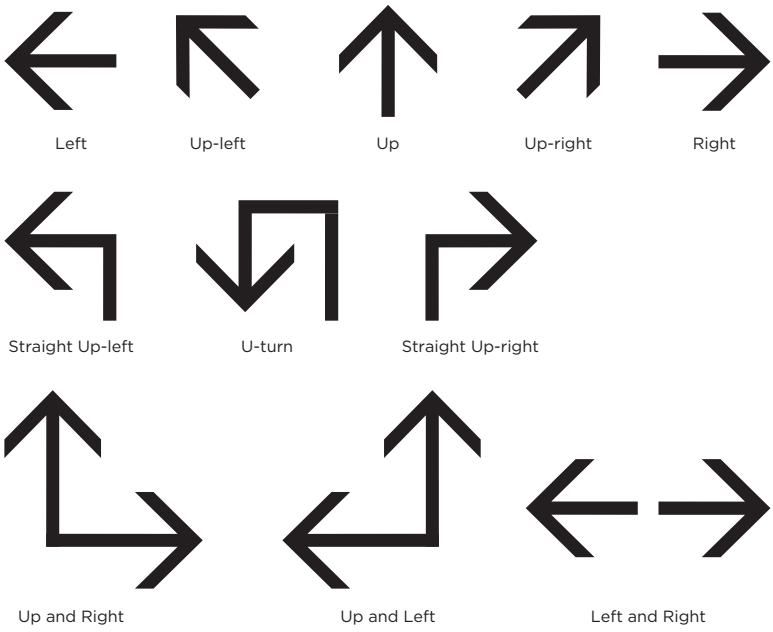
EXTERIOR MATERIALS

M1	M2	M3	M4	M5	M6
Engineering Grade Reflective 3M Red 3272	White Acrylic GP P95 White	* Custom Rutgers Post	IN PROGRESS Red Granite Specification TBD	IN PROGRESS Concrete Specification TBD	IN PROGRESS Aluminum Finish Specification TBD

Questions? Please contact xxxxx



SYMBOLS



DIRECTIONAL ARROWS

Symbol Usage

The symbols on this page are to be used appropriately on the sign types as specified in the following page examples.

This family of symbols has been approved by the committee for use on campus. If you do not find a symbol for your depiction, please contact the University representative xxxx.

Please contact XXXX XXXXXXX, for all final artwork & approval.

Directional Arrows

The primary arrow for use in wayfinding is depicted on this page. Note the orientation of the arrow and its uses for navigation. Please do not add any elements to the stems or the arrow head. The graphic is intended to be used for all wayfinding and has a direct relationship to the typography.

Arrow Order

When determining arrow placement on individual directional panels, follow this order.

- Up Arrow
- Left Arrow
- Right Arrow

If more than one destination uses the same arrow direction, the order of messages to be determined by proximity of destination to sign location. The closest destination is the first message. See individual sign layouts for references.

Primary Typefaces

The ITC Helvetica Neue Light and Regular font families have been chosen as the primary typeface for Rutgers University Comprehensive Wayfinding System.

The typeface allows for flexibility and creative expression in the text and display. The font families displayed on this and the following page have been purchased by the University Architects office for use in the system.

You need the Helvetica font installed on your computer to use the Helvetica in your signage layouts. Sign layouts should be oriented by the wayfinding champion and signage fabricator.

Opentype fonts are recommended as they are compatible with both Mac and PC formats. NO substitutions for fonts are allowed.

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY

LETTERSPACING

Careful and consistent letter spacing, or tracking, is critical for maximizing message legibility. Refer to the examples below for acceptable letter-spacing.

Inconsistent Letter-spacing

Correct Letter-spacing

APOSTROPHE

Sometimes the foot mark is mistaken for an apostrophe and an inch mark is mistaken for quotations. Refer to the examples below for the correct apostrophe for each typeface.

Park's

Incorrect apostrophe

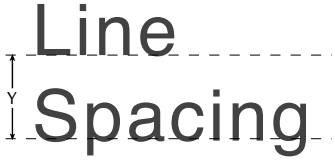
Park’s

Correct apostrophe

TEXT MEASUREMENT STANDARDS

When measuring copy height, measure only the height of the capital letters to determine overall copy height. Some lower-case letters have ascenders and desenders that extend beyond the average capital letter height and should not be used for measurement. (shown as x measurement below)

When measuring line spacing, measure from baseline to baseline. (Shown as y measurement below)



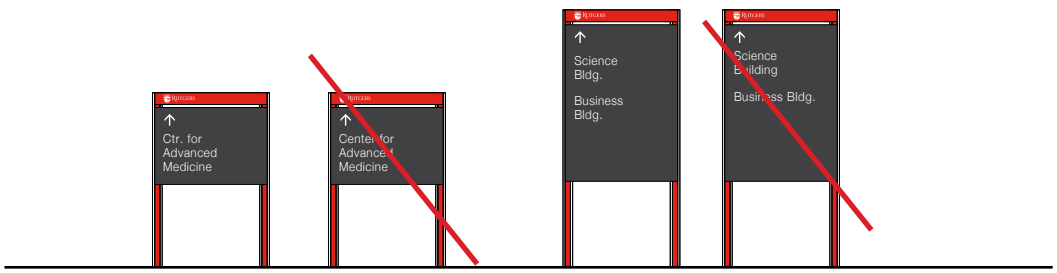
Questions? Please contact xxxxx

TYPOGRAPHY SPECIFICATIONS

ACCEPTABLE ABBREVIATIONS (FOR EXTERIOR SIGNAGE):			
WORD:	ABBREVIATION:	WORD:	ABBREVIATION:
Building	**Bldg.**	Recreation	**Rec.**
Advanced	**Adv.**	North	**N.**
Center	**Cntr.**	South	**S.**
Centers	**Cntrs.**	East	**E.**
Department	**Dept.**	West	**W.**
Science	**Sci.**	Apartments	**Apts.**
Administration	**Admin.**	University	**Univ.**
And	**&**	Street	**St.**
Education	**Edu.**	Avenue	**Ave.**
Incorporated	**Inc.**	Lane	**Ln.**
Entrance	**Entr.**	Road	**Rd.**
		Monday - Friday	**Mon-Fri**

ACCEPTABLE ACRONYMS (FOR EXTERIOR SIGNAGE):	
WORD:	ABBREVIATION:
Information Technology	**IT**
Reserve Officers Training Corps	**ROTC**
Robert Wood Johnson Medical School	**RWJMS**

Messaging Consistency Examples - Vehicular Directional



If abbreviating a message, all signs (except building identification signs) are to maintain that abbreviation.

Keep abbreviation use consistent – if an abbreviation is used in one message, maintain that abbrevation use throughout all other messages.

Abbreviation Use

- Abbreviations are only to be used on vehicular and pedestrian directionals in order to fit longer messages.
  - Building identification signs should not use any abbreviations.
  - On vehicular and pedestrian directional signs, all Student Centers and Campus Centers drop the campus name and are referred to only as “Campus Center” or “Student Center.”

Acronym Use

- Most people do not know or understand what acronyms indicate. Acceptable acronyms are those that are universally known outside of Rutgers University.
  - Acronyms specific to Rutgers University (such as the building name acronyms) are confusing to first time visitors and are NOT to be used.

Messaging Consistency

- If abbreviating a message, all signs (except building identification signs) are to maintain that abbreviation.
- Keep abbreviation use consistent – if an abbreviation is used in one message, maintain that abbreviation use throughout all other messages.

Specifications

Donor Names

- Donor names can be used on building identification signs.
- Donor names are NOT to be used on directionals.
- If the event occurs where removing the donor names creates two buildings to be exactly the same a shorter version of the name may be used. (Example: “George Smith Library” and “Ryan Johnson Library” would change to “Smith Library” and “Johnson Library.”

Rules for Vehicular Directional Messaging

- No more than one, three-line message per panel. When traveling at high speeds, more than one three-line message becomes too much information for a visitor to decipher.
- No more than three lines per message. When traveling at high speeds, messages longer than three lines become illegible.
- Panels must match 27" baseline in order to comply with ADA requirements.
- Do not use white or grey panel variation for PNL_X. These panels are designated for parking and emergency messaging only at the sizes designated on the system pages.

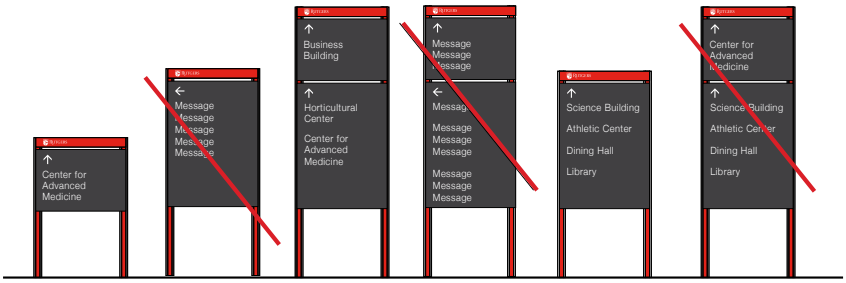
Donor Messaging Examples – For Directional Signs Only

School of Pharmacy ← ~~Earnest Mario School of Pharmacy~~

Vehicular Directional

Building Identification

Messaging Examples - Vehicular Directional



This sign has one, three line message

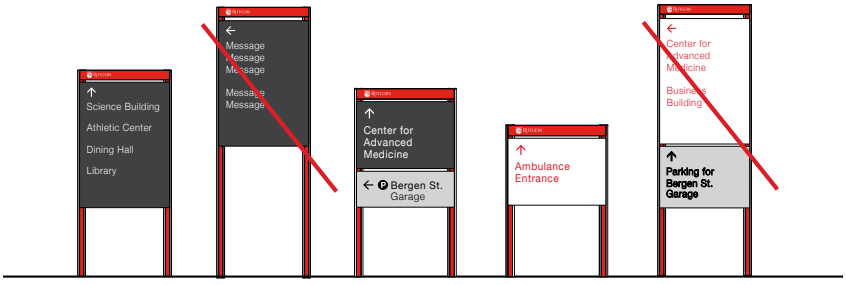
No more than **THREE** lines per message.

This sign has two, two line messages and one, three line message

No more than **ONE** three line message per panel.

This sign has four, one line messages.

No more than **FOUR** messages per sign.



This sign follows ADA signage requirements.

Panels must match the 27" baseline in order to comply with ADA.

This sign has one, three line message and one parking message.

This sign uses the designated Emergency panel.

Do **NOT** use white or grey panel variation for PNL.x or PNL.x.

Questions? Please contact xxxxx

SECTION B:

SIGN MENU OVERVIEW

Section B shows a graphic and written description of each sign type in the exterior system. Sign types are categorized by function.

Arrival Gateway - AR10 Series

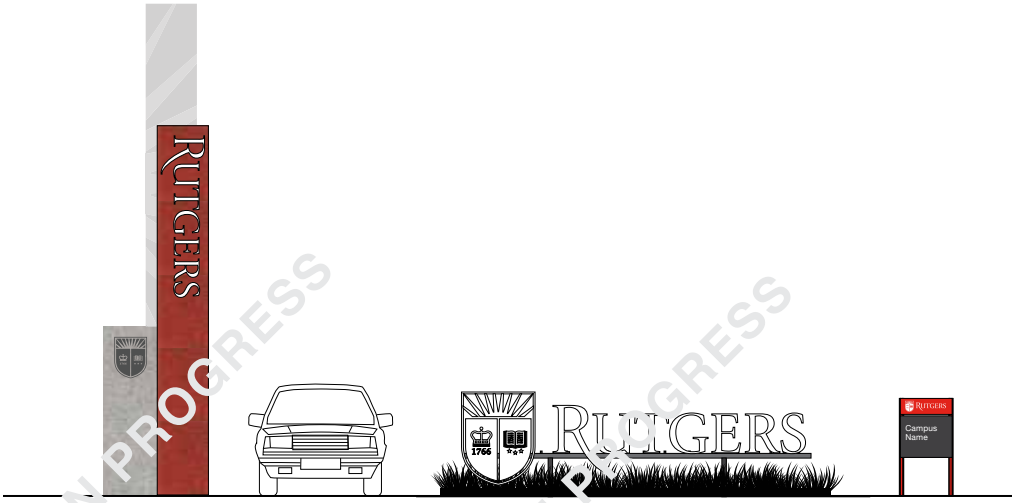
AR10 Series

Function
Provide a sense of arrival as visitors are entering the campus. Provide a placemaking element at the campus core.

Application
Used at the entrance of campus only. The placemaking moment is located at the campus core, one of these moment should occur per campus.

Select Your Sign

Use the table below to select the correct AR10 Series sign type for your needs. Refer to specific page for details and design intent drawings.



AR11	AR12	AR13
pg 2C.3	pg 2C.11	pg 2C.17

Banner Directional - BNR10 Series

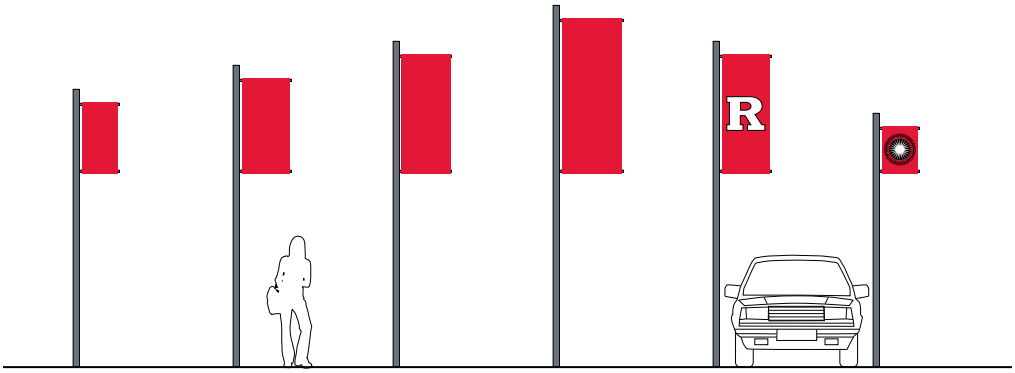
BNR10 Series

Function
Provides visibility of campus boundaries and main thoroughfares.

Application
Used to mark campus boundaries and main thoroughfares.

Select Your Sign

Use the table below to select the correct BRN10 Series Sign type for your needs. Refer to specific page for details and design intent drawings.



BNR11 pg 2C.24 | **BNR12** pg 2C.24 | **BNR13** pg 2C.24 | **BNR14** pg 2C.24 | **BNR15** pg 2C.24 | **BNR16** pg 2C.24

BNR10 SERIES:					
BANNER TYPE	**CAMPUS ARRIVAL**	**ATHLETIC FACILITIES/ FIELDS**	**CAMPUS CORE**	**PEDESTRIAN PATHS**	**SURROUNDING CITY STREETS**
BNR11	**X**	N/A	N/A	N/A	**X**
BNR12	**X**	N/A	N/A	N/A	**X**
BNR13	**X**	N/A	N/A	N/A	**X**
BNR14	**X**	N/A	N/A	N/A	**X**
BNR15	N/A	**X**	N/A	N/A	N/A
BNR16	N/A	N/A	**X**	**X**	N/A

Skyline Signage - SKY10 Series

SKY10 Series

Function
Provides campus and brand visibility from a distance.

Application
Illuminated or non-illuminated logo types that may or may not include secondary school name. Installed at the top floor of building exterior.

Select Your Sign

Use the table below to select the correct SKY10 Series Sign type for your needs. Refer to specific

RUTGERS

SKY11
pg 2C.27

RUTGERS

SKY12
pg 2C.31

RUTGERS

SKY13
pg 2C.35

RUTGERS

SKY14
pg 2C.39

RUTGERS

SKY15
pg 2C.43

School of Dental Medicine

SKY16
pg 2C.47

School of Dental Medicine

SKY17
pg 2C.51

SKY SERIES:				
BUILDING STORY	INTERNALLY ILLUMINATED SKYLINE	NON-ILLUMINATED SKYLINE	RUTGERS LOGOTYPE + SCHOOL NAME	NON-ILLUMINATED SCHOOL NAME ONLY
1-3	SKY13	SKY15	* NOTE 2	SKY17
4-8	SKY12/ SKY13	SKY15/ SKY14	* NOTE 2	SKY17/ SKY16
9-12	SKY12	SKY14	* NOTE 2	SKY16
13-16	SKY11/ SKY12	N/A	* NOTE 2	N/A
> 16	SKY11	N/A	* NOTE 2	N/A

Notes:

1. Heights shown in this document are suggested, but a full site survey and elevation study by Rutgers Design and Facilities Team is required prior to determining final size.

2. If Rutgers logotype and/or school name are desired, follow brand guidelines document made available by University Marketing and Communications.

Vehicular Directional - DR10 Series

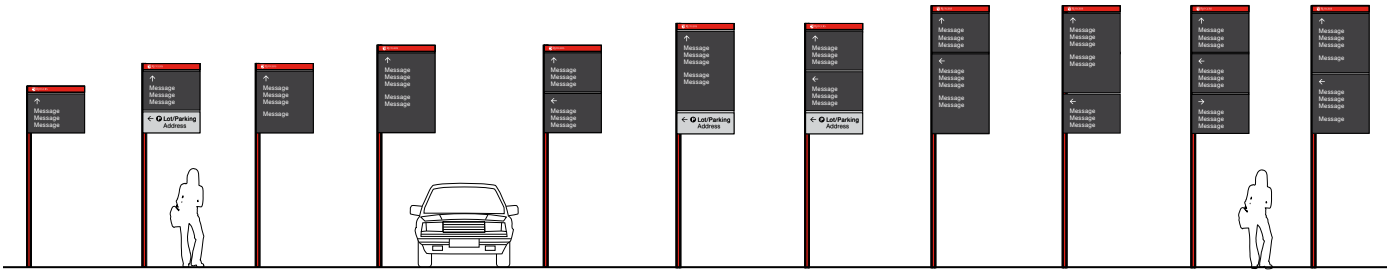
DR10 Series

Function
Provides vehicular directions to primary visitor destinations.

Application
Used in urban settings where there is visibility and enough space for the sign.

Select Your Sign

Use the table below to select the correct DR10 Series Sign type for your needs based on number of messages and arrows. Refer to specific page for details and design intent drawings.



DR11	DR12 Config. 1	DR12 Config. 2	DR13 Config. 1	DR13 Config. 2	DR14 Config. 1	DR14 Config. 2	DR15 Config. 1A	DR15 Config. 1B	DR15 Config. 2	DR15 Config. 3
pg 2D.5	pg 2D.11	pg 2D.11	pg 2D.19	pg 2D.19	pg 2D.27	pg 2D.27	pg 2D.35	pg 2D.35	pg 2D.35	pg 2D.35

DR10 SERIES:							
	1 MSG	**2 MSG**	**3 MSG**	**4 MSG**	**1 MSG + 1 PARK**	**2 MSG + 1 PARK**	**3 MSG + 1 PARK**
1 ARROW	**DR11** Config. 1	**DR12** Config. 2	**DR13** Config. 1	X	**DR12** Config. 1	N/A	N/A
2 ARROW	N/A	**DR13** Config. 2	**DR15** Config. 1A/1B Config. 3	**DR15** Config. 1A/1B Config. 3	**DR12** Config. 1	**DR14** Config. 1	**DR14** Config. 1
3 ARROW	N/A	N/A	**DR15** Config. 2	N/A	N/A	**DR14** Config. 2	X

X = Configuration is not permissible in system due to legibility restraints.

Parking Directional - DR20 Series

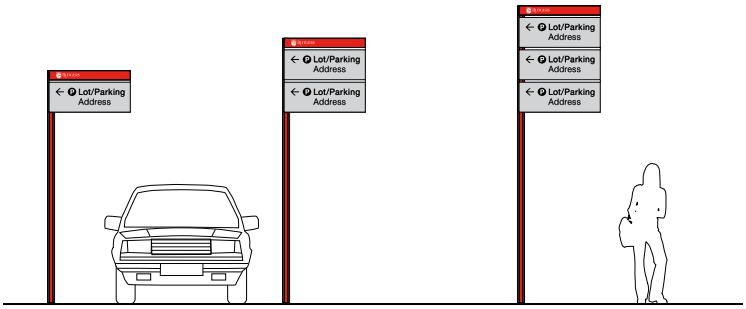
DR20 Series

Function
Provides vehicular directions to parking lots and garages.

Application
Used to direct to parking lots and garages in urban settings.

Select Your Sign

Use the table below to select the correct DR20 Series Sign type for your needs based on number of messages and arrows. Refer to specific page for details and design intent drawings.



DR21
pg 2D.45

DR22
pg 2D.51

DR23
pg 2D.57

DR20 SERIES:			
	1 PARK	**2 PARK**	**3 PARK**
1 ARROW	**DR21**	N/A	N/A
2 ARROW	N/A	**DR22**	N/A
3 ARROW	N/A	N/A	**DR23**

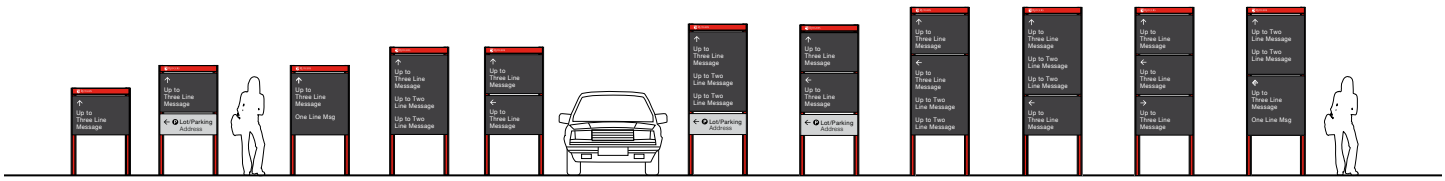
Vehicular Directional - DR30 Series

DR30 Series

Function
Provides vehicular directions to primary visitor destinations.

Application
Used in suburban and rural settings where there is visibility and enough space for the sign.

Select Your Sign



DR31 Config. 1	DR32 Config. 1	DR32 Config. 2	DR33 Config. 1	DR33 Config. 2	DR34 Config. 1	DR34 Config. 2	DR35 Config. 1A	DR35 Config. 1B	DR35 Config. 2	DR35 Config. 3
pg 2D.65	pg 2D.71	pg 2D.71	pg 2D.79	pg 2D.79	pg 2D.87	pg 2D.87	pg 2D.95	pg 2D.95	pg 2D.95	pg 2D.95

DR30 SERIES:							
	1 MSG	**2 MSG**	**3 MSG**	**4 MSG**	**1 MSG + 1 PARK**	**2 MSG + 1 PARK**	**3 MSG + 1 PARK**
1 ARROW	**DR31** Config. 1	**DR32** Config. 2	**DR33** Config. 1	X	N/A	N/A	N/A
2 ARROW	N/A	**DR33** Config. 2	**DR35** Config. 1B Config. 3	**DR35** Config. 1A/1B	**DR32** Config. 1	**DR34** Config. 1	**DR34** Config. 1
3 ARROW	N/A	N/A	**DR35** Config. 2	X	N/A	**DR34** Config. 2	X

X = Configuration is not permissible in system due to legibility restraints.

Parking Directional - DR40 Series

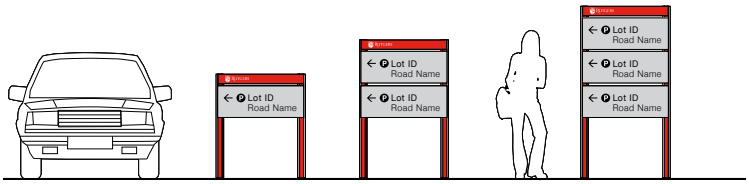
DR40 Series

Function
Provides vehicular directions to primary visitor destinations.

Application
Used in suburban and rural settings where there is visibility and enough space for the sign.

Select Your Sign

Use the table below to select the correct DR40 Series Sign type for your needs based on number of messages and arrows. Refer to specific page for details and design intent drawings.



DR41
pg 2D.105

DR42
pg 2D.111

DR43
pg 2D.117

DR40 SERIES:			
	1 PARK	2 PARK	3 PARK
1 ARROW	**DR41**	N/A	N/A
2 ARROW	N/A	**DR42**	N/A
3 ARROW	N/A	N/A	**DR43**

Vehicular Directional - DR50 Series

DR50 Series

Function
Provides vehicular directions to primary visitor destinations.

Application
Used in suburban and rural settings where the messages do not fit on DR30 Series sign width and there is visibility and enough space for the sign.

Select Your Sign

Use the table below to select the correct DR50 Series Sign type for your needs based on number of messages and arrows. Refer to specific page for details and design intent drawings.

DR51 Config. 1 pg 2D.125

DR51 Config. 2 pg 2D.125

DR52 Config. 1 pg 2D.133

DR52 Config. 2 pg 2D.133

DR53 Config. 1 pg 2D.141

DR53 Config. 2 pg 2D.141

DR50 SERIES:						
	1 MSG	**2 MSG**	**3 MSG**	**1 MSG + 1 PARK**	**2 MSG + 1 PARK**	**3 MSG + 1 PARK**
1 ARROW	**DR51** Config. 2	**DR51** Config. 2 **DR52** Config. 1	**DR52** Config. 1	N/A	N/A	N/A
2 ARROW	N/A	**DR52** Config. 2	X	**DR51** Config. 1	**DR53** Config. 1	**DR53** Config. 1
3 ARROW	N/A	N/A	X	N/A	**DR53** Config. 2	X

X = Configuration is not permissible in system due to legibility restraints.

Parking Directional - DR60 Series

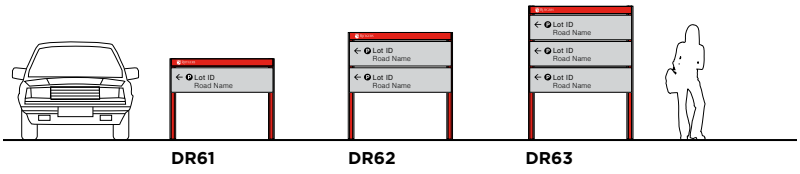
DR60 Series

Function
Provides vehicular directions to parking lots and garages.

Application
Used in suburban and rural settings where the messages do not fit on DR30 Series sign width and there is visibility and enough space for the sign.

Select Your Sign

Use the table below to select the correct DR60 Series Sign type for your needs based on number of messages and arrows. Refer to specific page for details and design intent drawings.



DR61 pg 2D.151

DR62 pg 2D.157

DR63 pg 2D.163

DR60 SERIES:			
	1 PARK	2 PARK	3 PARK
1 ARROW	**DR63**	N/A	N/A
2 ARROW	N/A	**DR62**	N/A
3 ARROW	N/A	N/A	**DR61**

Parking Directional - DR70 Series

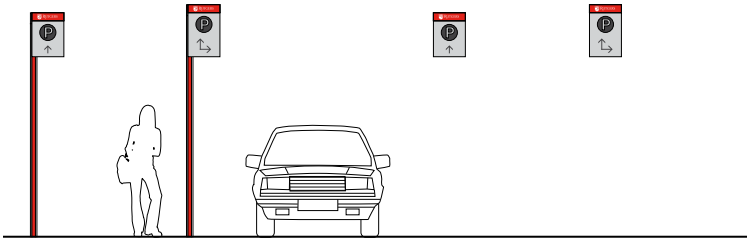
DR70 Series

Function
Provides vehicular trailblazers for urban conditions to parking lots and garages.

Application
Used in urban settings where there is visibility and enough space for the sign.

Select Your Sign

Use the table below to select the correct DR70 Series Sign type for your needs based on number of messages, arrows and installation condition. Refer to specific page for details and design intent drawings.



DR71	DR72	DR73	DR74
pg 2D.171	pg 2D.177	pg 2D.183	pg 2D.189

DR70 SERIES:	
NEW POLE	EXISTING POLE
DR71/ DR72	DR73/ DR74

Vehicular Trailblazer - DR80 Series

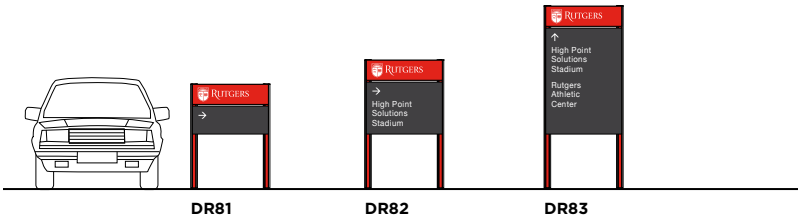
DR80 Series

Function
Provides vehicular directions to Rutgers campus and primary destinations frequently accessed by first time visitors while reinforcing the brand.

Application
Used on the entrances to campus to direct visitors to Rutgers and primary destinations.

Select Your Sign

Use the table below to select the correct DR80 Series Sign type for your needs based on number of messages and arrows. Refer to specific page for details and design intent drawings.



DR81 pg 2D.197

DR82 pg 2D.203

DR83 pg 2D.209

DR80 SERIES:			
	0 MSG	**1 MSG**	**2 MSG**
1 ARROW	**DR81**	**DR82**	N/A
2 ARROW	N/A	N/A	**DR83**

Pedestrian Directional - PDR10 Series

PDR10 Series

Function
Connects destinations at main pedestrian intersections.

Application
Directional sign positioned at key moments on main pedestrian paths of travel.

Select Your Sign

Use the table below to select the correct DR30 Series Sign type for your needs based on number of messages and arrows. Refer to specific page for details and design intent drawings.

PDR11 Config. 1	**PDR11** Config. 2	**PDR12**	**PDR13** Config. 1	**PDR13** Config. 2	**PDR14** Config. 2	**PDR15** Config. 1	**PDR15** Config. 2
pg 2E.5	pg 2E.5	pg 2E.13	pg 2E.21	pg 2E.21	pg 2E.29	pg 2E.37	pg 2E.37

PDR10 SERIES:											
	1 MSG	**2 MSG**	**3 MSG**	**4 MSG**	**5 MSG**	**6 MSG**	**3 MSG + 1 PARK**	**3 MSG + 2 PARK**	**3 MSG + 3 PARK**	**4 MSG + 1 PARK**	**4 MSG + 2 PARK**
1 ARROW	**PDR11** Config. 2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
2 ARROW	N/A	**PDR11** Config. 2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
3 ARROW	N/A	N/A	**PDR11** Config. 2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
4 ARROW	N/A	N/A	N/A	**PDR11** Config. 2	N/A	N/A	**PDR11** Config. 1	N/A	N/A	N/A	N/A
5 ARROW	N/A	N/A	N/A	N/A	**PDR12**	N/A	N/A	**PDR13** Config. 1 **PDR15** Config. 2	N/A	**PDR13** Config. 2 **PDR14** Config. 2	N/A
6 ARROW	N/A	N/A	N/A	N/A	N/A	**PDR12**	N/A	N/A	**PDR15** Config. 1	N/A	**PDR15** Config. 2

Pedestrian Directional - PDR20 Series

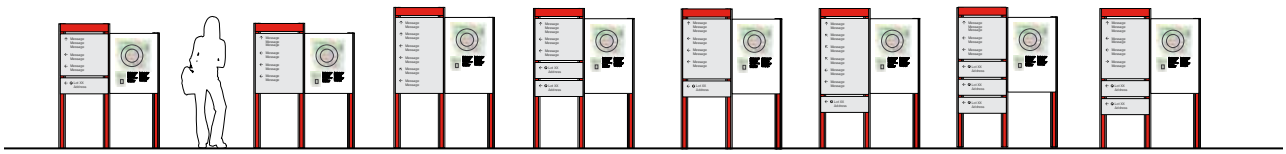
PDR20 Series

Function
Connects destinations at main pedestrian intersections.

Application
Directional sign with orientation map positioned at key moments on main pedestrian paths of travel.

Select Your Sign

Use the table below to select the correct PDR20 Series Sign type for your needs based on number of messages and arrows. Refer to specific page for details and design intent drawings.



PDR21 Config. 1	**PDR21** Config. 2	**PDR22**	**PDR23** Config. 1	**PDR23** Config. 2	**PDR24** Config. 2	**PDR25** Config. 1	**PDR25** Config. 2
pg 2E.47	pg 2E.47	pg 2E.53	pg 2E.61	pg 2E.61	pg 2E.67	pg 2E.73	pg 2E .73

PDR20 SERIES:											
	1 MSG	**2 MSG**	**3 MSG**	**4 MSG**	**5 MSG**	**6 MSG**	**3 MSG + 1 PARK**	**3 MSG + 2 PARK**	**3 MSG + 3 PARK**	**4 MSG + 1 PARK**	**4 MSG + 2 PARK**
1 ARROW	**PDR21** Config. 2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
2 ARROW	N/A	**PDR21** Config. 2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
3 ARROW	N/A	N/A	**PDR21** Config. 2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
4 ARROW	N/A	N/A	N/A	**PDR21** Config. 2	N/A	N/A	**PDR21** Config. 1	N/A	N/A	N/A	N/A
5 ARROW	N/A	N/A	N/A	N/A	**PDR22**	N/A	N/A	**PDR23** Config. 1 **PDR25** Config. 2	N/A	**PDR23** Config. 2 **PDR24** Config. 2	N/A
6 ARROW	N/A	N/A	N/A	N/A	N/A	**PDR22**	N/A	N/A	**PDR25** Config. 1	N/A	**PDR25** Config. 2

Orientation Map - ORT10 Series

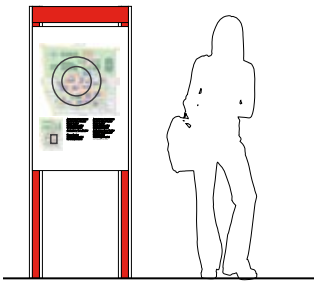
ORT10 Series

Function
Provides pedestrian campus map with main destinations.

Application
Used in key gathering spaces i.e. campus cores and transit stops.

Select Your Sign

Refer to specific page for details and design intent drawings.



ORT11
pg 2E.83

Building Identification - ID10 Series

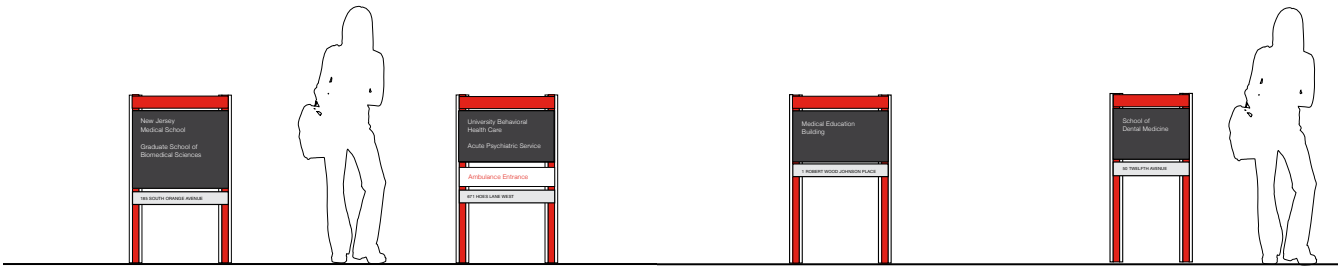
ID10 Series

Function
Provides pedestrian-scale building identification.

Application
Located at or adjacent to building main entrance.

Select Your Sign

Use the table below to select the correct ID10 Series Sign type for your needs based on number of messages and arrows. Refer to specific page for details and design intent drawings.



ID11
Config. 1
pg 2F.5

ID11
Config. 2
pg 2F.5

ID12
pg 2F.13

ID13
pg 2F.19

ID10 SERIES:	ID11	ID12	ID13
BUILDING ID: SINGLE MESSAGE	N/A	X	X
BUILDING ID: DOUBLE MESSAGE	X	N/A	N/A
BUILDING ID: SINGLE MESSAGE WITH AMBULANCE/EMERGENCY	X	N/A	N/A

Building Identification - ID20 Series

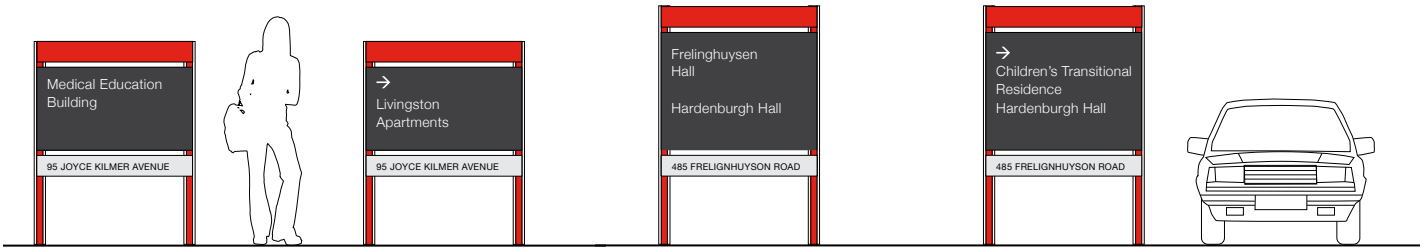
ID20 Series

Function
Provides vehicular-scale building identification.

Application
Located at optimal sightlines around campus roads.

Select Your Sign

Use the table below to select the correct ID20 Series Sign type for your needs based on number of messages and arrows. Refer to specific page for details and design intent drawings.



ID21
Config. 1

pg 2F.27

ID21
Config. 2

pg 2F.27

ID22
Config. 1

pg 2F.33

ID22
Config. 2

pg 2F.33

ID20 SERIES:	ID21 Config. 1	ID21 Config. 2	ID22 Config.1	ID22 Config 2.
BUILDING ID: SINGLE MESSAGE	X	N/A	N/A	N/A
BUILDING ID: SINGLE MESSAGE WITH ARROW	N/A	X	N/A	N/A
BUILDING ID: DOUBLE MESSAGE	N/A	N/A	X	N/A
BUILDING ID: DOUBLE MESSAGE WITH ARROW	N/A	N/A	N/A	X

Building Identification - ID30 Series

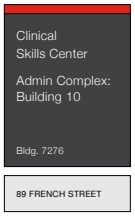
ID30 Series

Function
Provides pedestrian building identification at main building entrance and secondary public entrances.

Application
Wall-mounted building identification sign installed adjacent to secondary entrances.

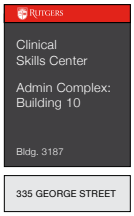
Select Your Sign

Use the table below to select the correct ID30 Series Sign type for your needs based on number of messages. Refer to specific page for details and design intent drawings.

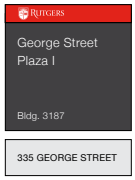


ID31
pg 2F.43

ID32
pg 2F.47



ID33
pg 2F.51



ID34
pg 2F.55

ID30 SERIES:		
	BUILDING NAME	BUILDING NAMES
ADJACENT TO CAMPUS	ID34	ID33
POST & PANEL LOCATION REMOTE TO BUILDING	ID32	ID31

Building Identification - ID40 Series

ID40 Series

Function
Provides distance building identification.

Application
Dimensional letters located on lower level or canopy (3rd floor or below).

Select Your Sign

Use the table below to select the correct ID40 Series Sign type for your needs.

ID41

pg 2F.61

ID42

pg 2F.65

ID43

pg 2F.69

ID44

pg 2F.73

ID45

pg 2F.77

ID40 SERIES: BUILDING IDENTIFICATION			
BUILDING STORY	ID42	ID44	ID45
1-3	X	N/A	N/A
4-6	X	X	X
7-8	N/A	N/A	X
> 8	*See non-illuminated school name in SKY series, page 2C.57.*		

ID40 SERIES: BUILDING ADDRESS (FIRECODE)			
INSTALL ELEVATIONS	ID41	ID42	ID43
ABOVE DOOR	N/A	X	X
SIDE OF BUILDING	X	X	X

ID40 SERIES: VIEWING DISTANCE (FIRECODE)			
DISTANCE	ID41	ID42	ID43
50FT	X	X	X
		X	X

Building Identification - ID50 Series

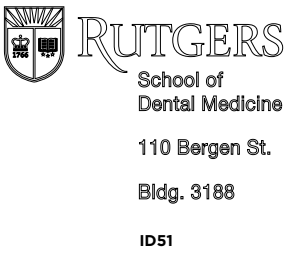
ID50 Series

Function
Provides building identification at entrance.

Application
Vinyl applied to window or door window surface to identify building name, address and/or building number.

Select Your Sign

Use the table below to select the correct ID50 Series Sign type for your needs based on number of messages. Refer to specific page for details and design intent drawings.



ID51

pg 2F.83

ID52

pg 2F.85

ID53

pg 2F.87

ID50 SERIES:	
BUILDING # ID REQUIRED	ID51
RUTGERS LOGO TYPE ONLY	ID53
RUTGERS LOGO TYPE + BUILDING ID	ID52

Building Identification - ID60 Series

ID60 Series

Function
Provides building identification at entrance.

Application
Surface applied lettering, printed lettering or applied panel depending on canopy type.

Select Your Sign

Use the drawings below to select the correct ID60 Series Sign type for your needs based on the existing canopy condition. Refer to specific page for details and design intent drawings.

ID61

pg 2F.91

ID62

pg 2F.93

ID63

pg 2F.95

ID64

pg 2F.97

Parking Identification - PRK10 Series

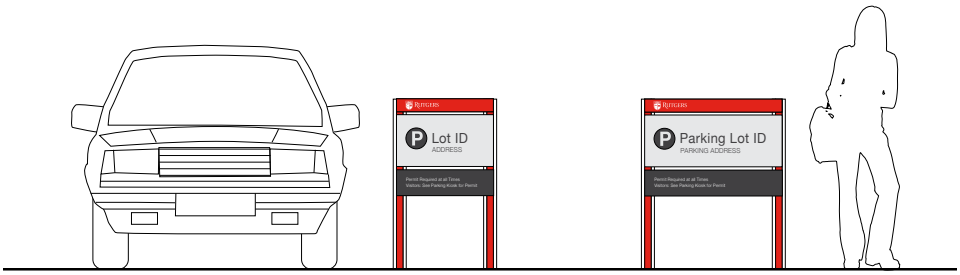
PRK10 Series

Function
Provides vehicular garage and parking lot identification.

Application
Ground-mounted double post located at parking entrances and/or optimal navigation areas.

Select Your Sign

Use the table below to select the correct PRK10 Series Sign type for your needs based on number of messages. Refer to specific page for details and design intent drawings.



PRK11
pg 2G.5

PRK12
pg 2G.13

PRK10 SERIES:	
LOT ID: Up to 7 characters **ADDRESS: Up to 12 characters for street name** **MAX. COPY LENGTH: Max. Length 1'-3 3/4"**	**PRK11**
LOT ID: Up to 12 characters **ADDRESS: Up to 24 characters for street name** **MAX. COPY LENGTH: Max. Length 2'-3 3/4"**	**PRK12**

Parking Identification - PRK20 Series

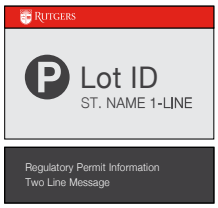
PRK20 Series

Function
Provides vehicular garage and parking lot identification.

Application
Wall-mounted sign located at parking lot and garage entrances.

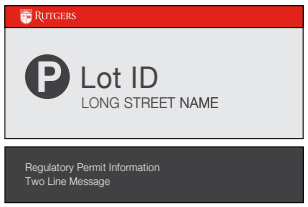
Select Your Sign

Use the table below to select the correct PRK20 Series Sign type for your needs based on number of messages. Refer to specific page for details and design intent drawings.



PRK21

pg 2G.23



PRK22

pg 2G.31

PRK20 SERIES:	
LOT ID: Up to 7 characters **ADDRESS: Up to 12 characters for street name** **MAX. COPY LENGTH: Max. Length 1'-3 3/4"**	**PRK21**
LOT ID: Up to 12 characters **ADDRESS: Up to 24 characters for street name** **MAX. COPY LENGTH: Max. Length 2'-3 3/4"**	**PRK22**

Parking Identification - KSK10 Series

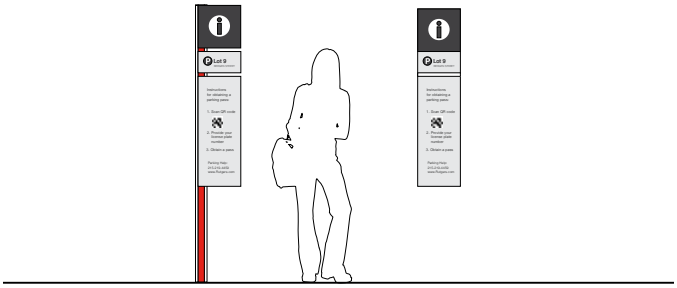
KSK10 Series

Function
Provides vehicular garage and parking lot identification.

Application
Ground-mounted single post or wall mounted located at parking entrances and/or optimal navigation areas.

Select Your Sign

Use the table below to select the correct KSK10 Series Sign type for your needs based on number of messages. Refer to specific page for details and design intent drawings.



KSK11
pg 2G.41

KSK12
pg 2G.49

KSK10 SERIES:		
	KSK11	KSK12
NEW POST	X	N/A
EXISTING POLE	N/A	X
VARIOUS FENCE MOUNT	N/A	X
VARIOUS WALL MOUNT	N/A	X

Notes:
1. Site survey for sign location required prior to determining-KSK type

Transit Identification - TR10 Series

TR10 Series

Function
Provides identification for Rutgers transit stops throughout campus.

Application
Used adjacent to transit stops.

Select Your Sign

Use the table below to select the correct TR10 Series Sign type for your needs based on number routes needed to be identified on the stop identifier. Refer to specific page for details and design intent drawings.

TR11

pg 2H.3

Parking Regulatory - RG10 Series

RG10 Series

Function
Provides parking space identification and parking regulatory information.

Application
Used in suburban and rural settings where there is visibility and enough space for the sign.

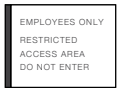
Select Your Sign

Use the table below to select the correct RG10 Series Sign type for your needs based on number of messages. Refer to specific page for details and design intent drawings.

RG11
Config. 1
pg 2I.5

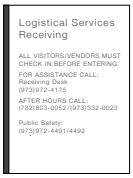
RG11
Config. 2
pg 2I.5

RG12
Config. 1
pg 2I.13



RG12
Config. 2
pg 2I.13

RG13
Config. 1
pg 2I.21



RG13
Config. 2
pg 2I.21

RG14
pg 2I.29

Building Entrance Regulatory - RG20 Series

RG20 Series

Function
Provides building entrance information and/or directions.

Application
Second surface applied to entrance doors.

Select Your Sign

Use the drawings below to select the correct RG20 Series Sign type for your needs based on the information needed. Refer to specific page for details and design intent drawings.

RG21

pg 2I.39

RG22

pg 2I.41

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SECTION C:

ARRIVAL GATEWAY

AR10 ARRIVAL GATEWAY

BNR10 BANNERS

SKY10 SKYLINE IDENTIFICATION

Some arrival signs were implemented prior to the completion of this Universitywide Standard. These signs have been documented and are represented in this section. There are some arrival signs that are unique to the Health Science campus and can be found in **Section J** of this manual.

AR10 Series – Arrival Gateway

AR10 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator and/or Department of University Facilities and Capital Planning and Development.

Sign Selection Process*

Below are the following steps for selecting the correct arrival gateway for your needs:

A. Identify if the entrance is primary or secondary by referencing highway signage, analyzing circulation paths and programming documents.

B. Strategize sign type details by considering the following factors:
- Size and scale needed for location and creating optimal sight lines

- Existing ground conditions and space availability.

- Distinguish between daytime and night time viewing. Does this sign need to be illuminated?

C. Select from the typical module widths based on previous steps. See graphic layout pages for sample typographic layouts.

D. Review graphic don'ts to ensure proper selection.

E. Prepare a mock-up to review with fabricator on site to ensure proper selection.

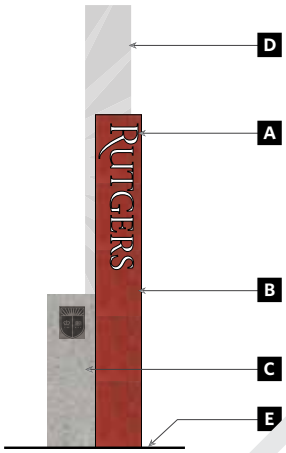
**Arrival sign types, configurations and sizes are all site specific and need to be developed based upon each individual location.*

Guidelines

- Identify primary campus entrances and core area of the campus.
- Establish the brand equity in the built environment with Rutgers logo-type and University Shield.
- Use as a single-sided element only. Placement and location should allow for optimal sight lines from the entry point.
- Do not modify panel configuration, color or any other physical or graphic elements.

Helpful Hints

- Keep in mind the intuitive path of the user when locating and specifying arrival gateway signs.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including Zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.



AR11
N.T.S.
Front Elevation

IN PROGRESS

CONFIGURATIONS

PART COUNTS

AR11 :	GROUND SIGN
A ILLUM. LETTERING	1
B BLADE 1	1
C BLADE 2	1
D BLADE 3	1
E GROUND TREATMEN T	1

** Arrival sign types, configurations and sizes are all site specific and need to be developed based upon each individual location.*

PARTS

AR11

ARRIVAL GATEWAY

Specifications

A Logo 1
Individually mounted letters
w/ internal LED illumination.
Bitro Resno #RS-AC-F2
Exterior Grade
Facelit White Acrylic
1" Deep Return
Return Color Paint: **P3**

B Blade 1
Harvested Red Granite Slab -
Final Spec./ Source T.B.D.
Square-cut w/polished finish
all surfaces

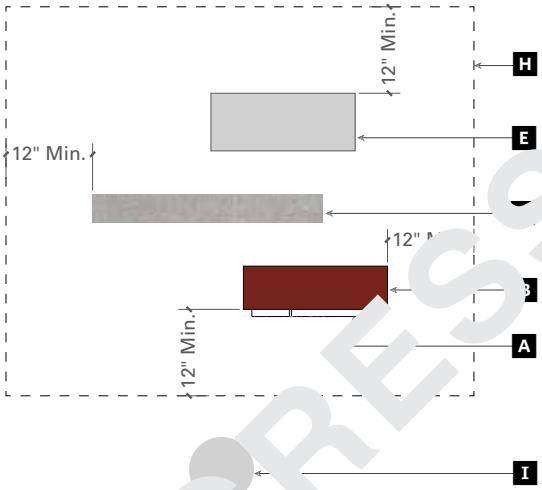
C Blade 2
Cast Concrete form w/ cast
relief "Shield" logo. Square
formed corners and return
edges w/ sandstone finish on
all surfaces

D Shield
Vector Artwork
- See Graphic Standards

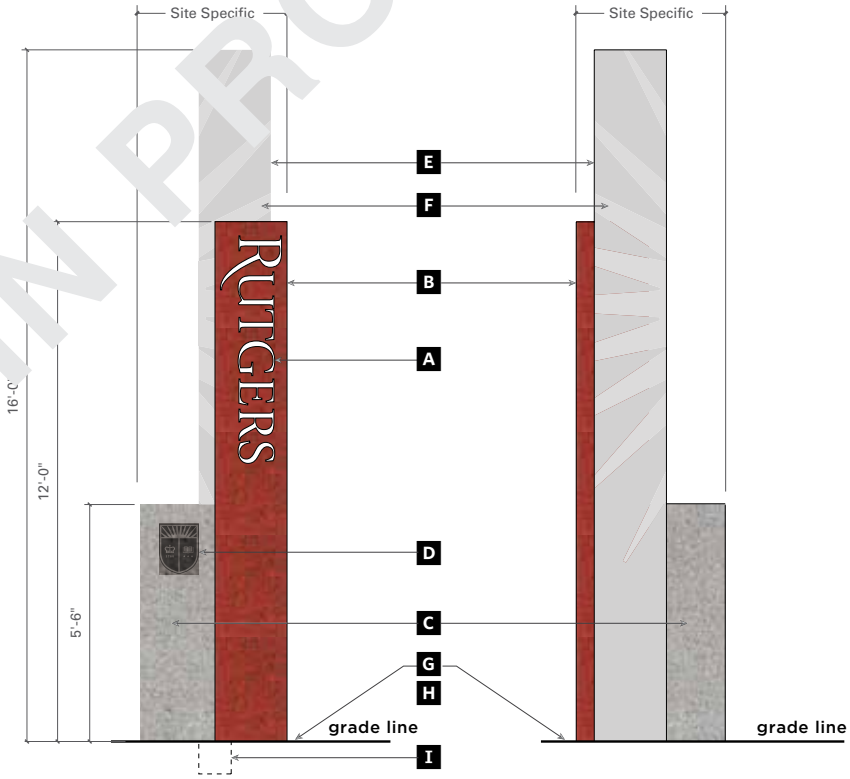
E Blade 3
Fabricated tube constuction
w/.093" Aluminum skin
Paint: **P3 - Satin Nuance**

F Logo 2
Mask + Spray pattern
Vector Artwork
- See Graphic Standards
Paint: **P3 - Matte**

** Arrival sign types, configurations and sizes are all site specific and need to be developed based upon each individual location.*



AR11
1/2" = 1'-0"
Plan Elevation



AR11
1/4" = 1'-0"
Front Elevation

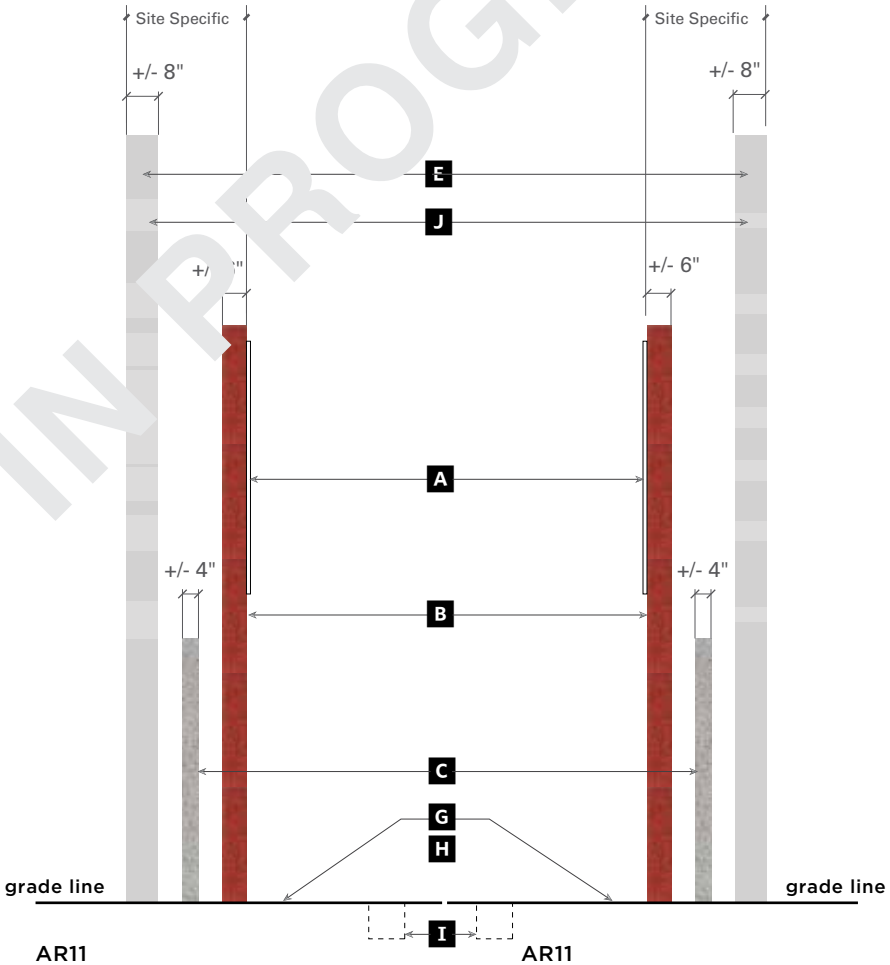
AR11
1/4" = 1'-0"
Back Elevation

IN PROGRESS

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

IN PROGRESS



AR11
1/4" = 1'-0"
Left Elevation

AR11
1/4" = 1'-0"
Right Elevation

ELEVATION

Specifications

G Footer
Sign Elements, both size and spacing will vary by location per mockup and field testing prior to fabrication. Each footer to conform to engineering requirements and appropriate wind-loads for individual structure. Footer(s) to be below grade and should conform with NJDOT standards and requirements.

H Ground Treatment
5" High Mill Finish Aluminum Landscape Edging at 12" min. offset from outer edge of sign elements installed at grade w/ 3/8" smooth pea gravel infill at base of sign.

I Ground Lighting
Cool L.E.D. Illum. in-grade NF fixture. Spacing/setback to be per manufacturers recommendations.
Kim - LTV71/NF/18L 5K "Lightvault " or approved eq.

J Logo transition
Mask + Spray pattern
Continue Horizontal Line of Logo from Sign Face through full depth of cabinet return
Paint: **P3 - Matte**

** Arrival sign types, configurations and sizes are all site specific and need to be developed based upon each individual location.*

AR11

ARRIVAL GATEWAY

Specifications

A Logo 1
Individually mounted letters w/ internal LED illumination.
Bitro Resno #RS-AC-F2 Exterior Grade
Facelit White Acrylic
1" Deep Return
Return Color Paint: **P3**

B Blade 1
Harvested Red Granite Slab - Final Spec./ Source T.B.D.
Square-cut w/polished finish all surfaces

C Blade 2
Cast Concrete form w/ cast relief "Shield" logo. Square formed corners and return edges w/ sandstone finish on all surfaces

D Shield
Vector Artwork
- See Graphic Standards

E Blade 3
Fabricated tube constuction w/.093" Aluminum skin
Paint: **P3 - Satin Nuance**

F Logo 2
Mask + Spray pattern
Vector Artwork
- See Graphic Standards
Paint: **P3 - Matte**

G Whip/Remote Transformer
Low Voltage wiring to 12VDC LED Power Pack located within rear Recessed Race-way. Remote sloan power supply modular 60.

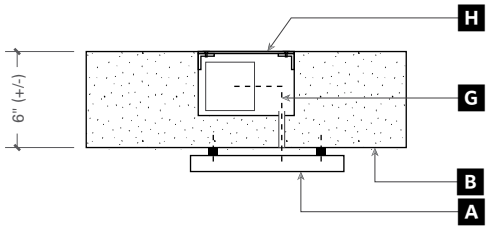
H Rear Recessed Raceway
6" wide x 6" deep carved channel at 2nd Surface of granite Blade. 1" x 1" aluminum angle clips around interior perimeter to provide mount-ing flange for Cover Plate. Cover plate to be installed flush to granite surface w/ countersunk hardware paint-ed to match granite color. All electrical components need to be inside a UL Listed wet location approved box.

Parts

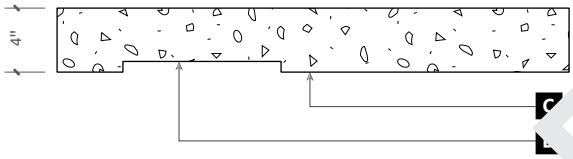
IN PROGRESS

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

DETAIL

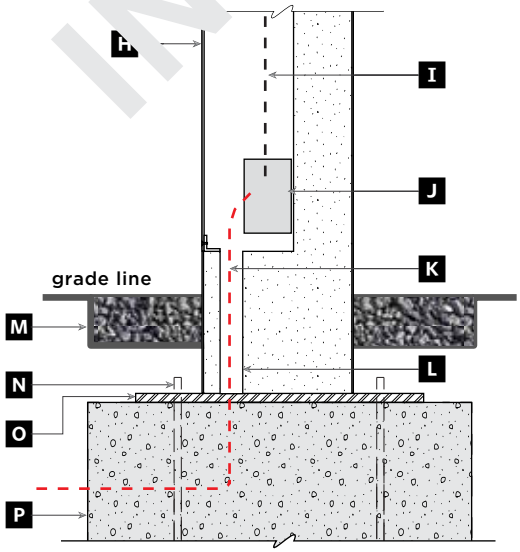


Blade 1- Horizontal Section
1"= 1'- 0"



Blade 2- Horizontal Section
1"= 1'- 0"

Blade 3- Horizontal Section
1"= 1'- 0"



Vertical Section (Typ): Below-Grade Footer (Blade 1 Shown)
no scale

IN PROGRESS

Specifications

I Power Feed
From Interior J-Box to LED Power Pack

J Interior J-Box
For electrical connections from main Power Supply Conduit.

K Power Supply Conduit
1" dia. conduit w/ 120/277VAC power supply for Sign Lighting

L Core Drill
1 1/2" dia core drill to base blade to allow for pass-through of Power Supply Conduit

M Ground Treatment
5" High Mill Finish Aluminum Landscape Edging at 12" min. offset from outer edge of sign elements installed at gade w/ 3/8" smooth pea gravel infill at base of sign.

N J-Bolt
Galvanized Steel J-Bolt per Engineers Specifications for Sign Size, windload etc,

O Mounting Plate
Steel Mounting Plate. Size, Thickness and Attachment method to Blade per Engineer Specification.

P Below-Grade Footer
Footer(s) to be below grade and should conform with NJDOT standards and requirements.

** Arrival sign types, configurations and sizes are all site specific and need to be developed based upon each individual location.*

DETAIL

AR11

ARRIVAL GATEWAY

Specifications

A Logo 1
Vector Artwork
- See Graphic Standards

B Shield
Vector Artwork
- See Graphic Standards

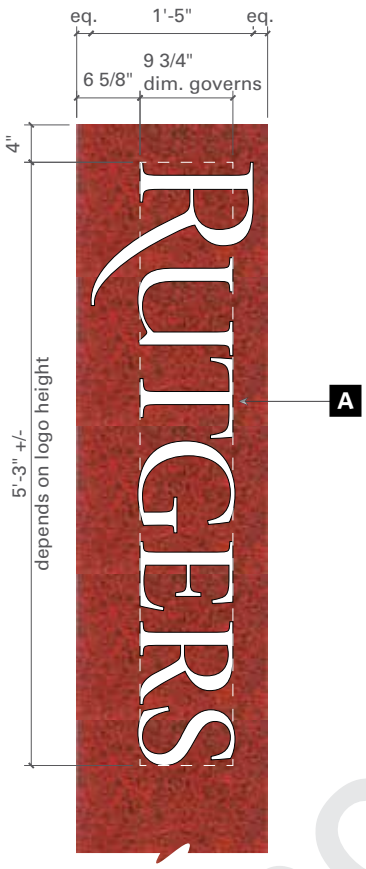
C Logo 2
Vector Artwork
- See Graphic Standards

D Logo transition
Mask + Spray pattern
Continue Horizontal Line of Logo from Sign Face through full depth of cabinet return

E Logo 2 - Mirror Pattern
Vector Artwork
- See Graphic Standard

F Logo transition
Mask + Spray pattern
Continue Horizontal Line of Logo from Sign Face through full depth of cabinet return.

** Arrival sign types, configurations and sizes are all site specific and need to be developed based upon each individual location.*



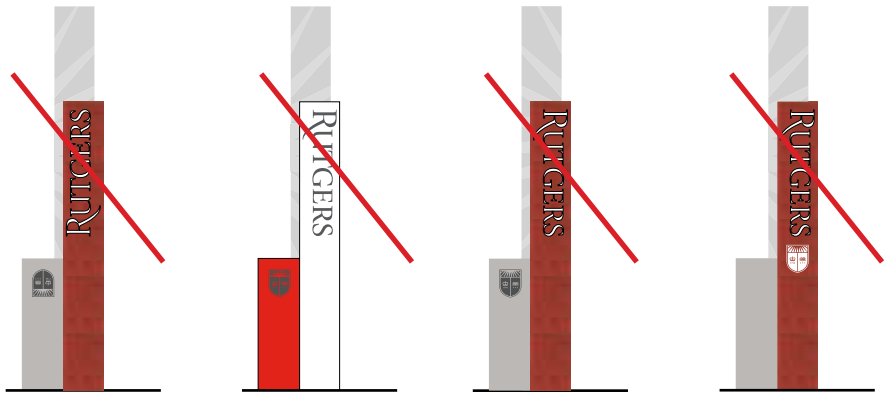
AR11_PNL.1

AR11_PNL.2

IN PROGRESS

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS



DO NOT Reverse logo orientation.

DO NOT use alternate colors on PNL.1, PNL.2 or PNL.3

DO NOT reverse "sunburst" orientation on PNL.3

DO NOT change s hield location.

GRAPHIC DON'TS

AR12 - CONFIGURATION 1 (TYPICAL)
1/4" = 1'-0"

AR[illegible]ONFIGURATION 2 (ALTERNATE)
NTS

IN PROGRESS

CONFIGURATIONS

PART COUNTS

CONFIGURATION 1 :

	GROUND SIGN
A SIGN FACE	1
B CHANNEL LETTER	1
C SUPPORT BAR	1
D VERTICAL SUPPORT S	2
E GROUND TREATMEN T	1

CONFIGURATION 2 :

	WALL SIGN
A SIGN FACE	1
B CHANNEL LETTER	1

** Arrival sign types, configurations and sizes are all site specific and need to be developed based upon each individual location.*

PARTS

Questions? Please contact xxxxx

AR12

ARRIVAL GATEWAY

Specifications

A Sign Face
Router-cut acrylic logo form, inset into channel letters.
Material: **M2.**

B Illuminated Channel Letter
Fabricated aluminum channel letter forms with internal LED lighting. Remote sloan power supply modular 60.
Paint Interior: **P4.**
Paint Exterior: **P6.**

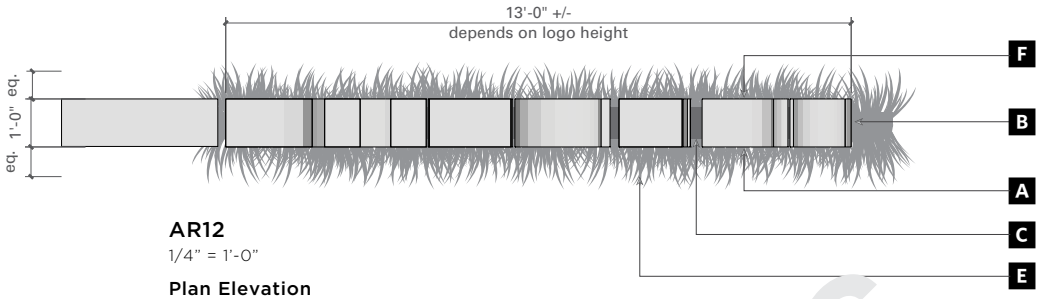
C Support Bar
10" X 2" X .125" thk. rectangular aluminum tubing, welded to vertical supports.
Paint Exterior: **P2.**

D Vertical Supports
2" O.D. x .125" aluminum pipe welded to support bar.
Paint: **P2.**

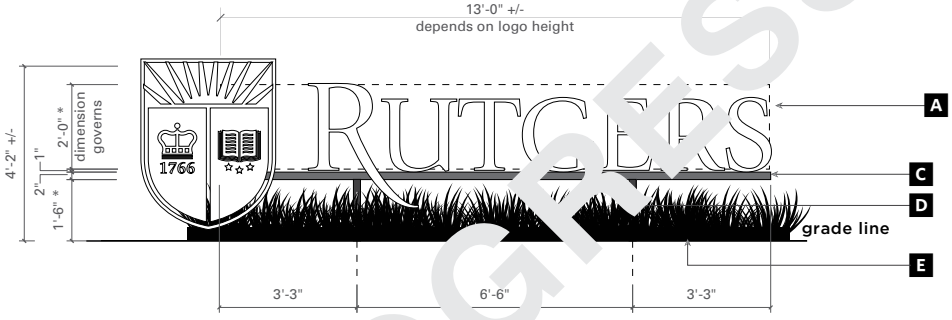
E Ground Treatment/Footer
Provide low-lying landscaping (12" grasses) as Ground Treatment minimum 12" around sign. Footer(s) to be below grade and should conform with NJDOT standards and requirements.

F Letter Back
.063" thk. Aluminum return welded to Letter Return.
Paint Interior: **P4.**
Paint Exterior: **P6.**

** Arrival sign types, configurations and sizes are all site specific and need to be developed based upon each individual location.*

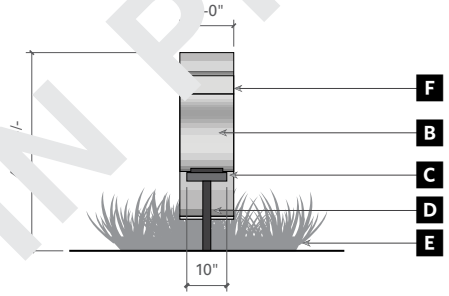


AR12
1/4" = 1'-0"
Plan Elevation



AR12
1/4" = 1'-0"
Front Elevation

* NOTE
Dimensions may vary based on sight lines and site specific conditions



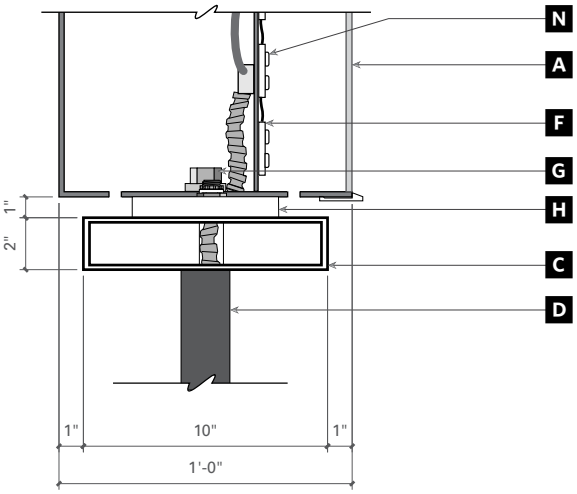
AR12
1/4" = 1'-0"
Right Elevation

AR12
1/4" = 1'-0"
Rear Elevation

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

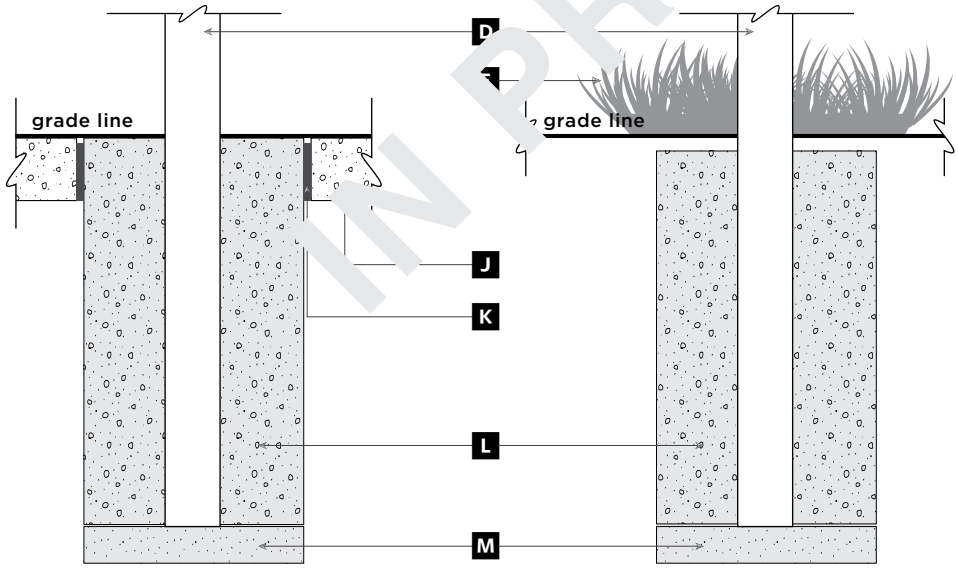
ELEVATION

IN PROGRESS



Vertical Section: Support Bar
no scale

Remote electrical components required.



Vertical Section: Concrete Footer
no scale

at concrete sidewalk condition

Vertical Section: Concrete Footer
no scale

at earth / grass condition

L Footer
Footer(s) to be below grade and should conform with NJDOT standards and requirements. Footer(s) to be below grade and should conform with NJDOT standards and requirements. Landscaping, by others, where necessary.

M Sand
Compacted sand for condensation drainage per engineering requirements.

N LED Lighting
Single white LED. Plus LED light fixtures, mounted to interior face of letter face.

Specifications

A Sign Face
Router-cut acrylic logo form, inset into channel letters.
Material: **M1.**

B Illuminated Channel Letter
Fabricated aluminum channel letter forms with internal LED lighting. Remote sloan power supply modular 60.
Paint Interior: **P4.**
Paint Exterior: **P6.**

C Support Bar
10" X 2" X .125" thk. rectangular aluminum tubing, welded to vertical supports.
Paint Exterior: **P2.**

D Vertical Supports
2" O.D. x .125" aluminum pipe welded to support bar.
Paint: **P2.**

E Ground Treatment
Provide low-lying landscaping (12" grasses) as Ground Treatment minimum 12" around sign, ground treatment intended to cover vertical supports.

F Letter Back
.063" thk. Aluminum return welded to Letter Return.
Paint Interior: **P4.**
Paint Exterior: **P6.**

G Fastener
Fabricated letters to be mechanically fastened to Support Bar.

H Spacer
1" X 1" X 6" d. Painted aluminum spacer to allow for moisture drainage under sign.
Paint: **P6.**

J Concrete Sidewalk
If sign is located at sidewalk, remove sidewalk rectangle, pour footer below sidewalk and re-pour sidewalk square.

K Expansion Joint
To accommodate concrete expansion and contraction

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

DETAIL

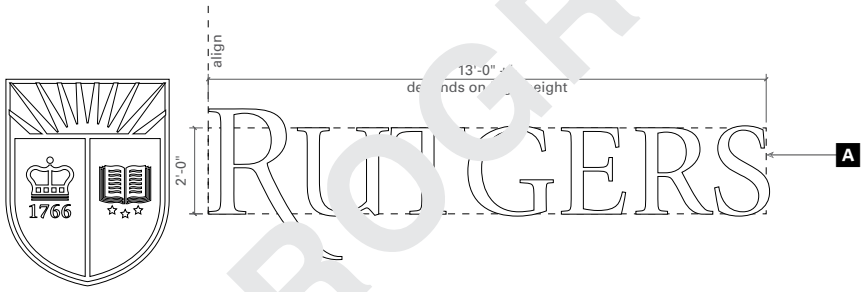
IN PROGRESS

AR12

ARRIVAL GATEWAY

Specifications

A **RU_Logotype.eps**
2'-0" T-cap height.
Artwork provided by client.

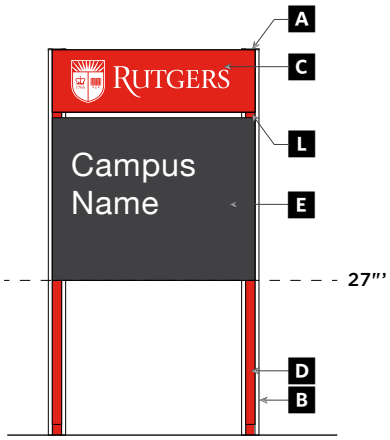


IN PROGRESS

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

Questions? Please contact xxxxx



J Full length filler panels are used for single side signs only. (not shown)

G Stop panel below grade line. (not shown)

CONFIGURATIONS

PART COUNTS

AR13:	SINGLE SIDED
A POST CAP	2
* B SIGN POST	2
C PNL.1	1
L FP_3	2
E PNL.2	1
D FP_1	2
J FP_2	2
G FP_S	4

Reference Appendix section for specifications for sign post.

PARTS

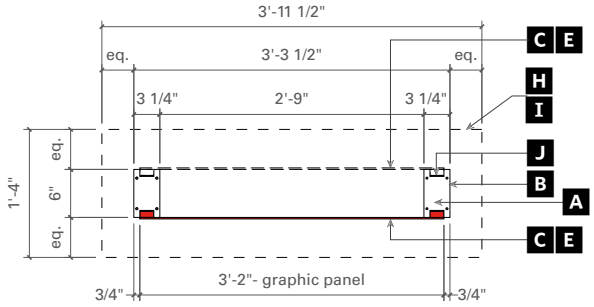
Questions? Please contact xxxxx

AR13

ARRIVAL GATEWAY

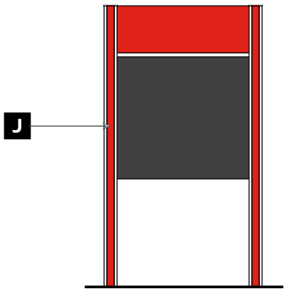
Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

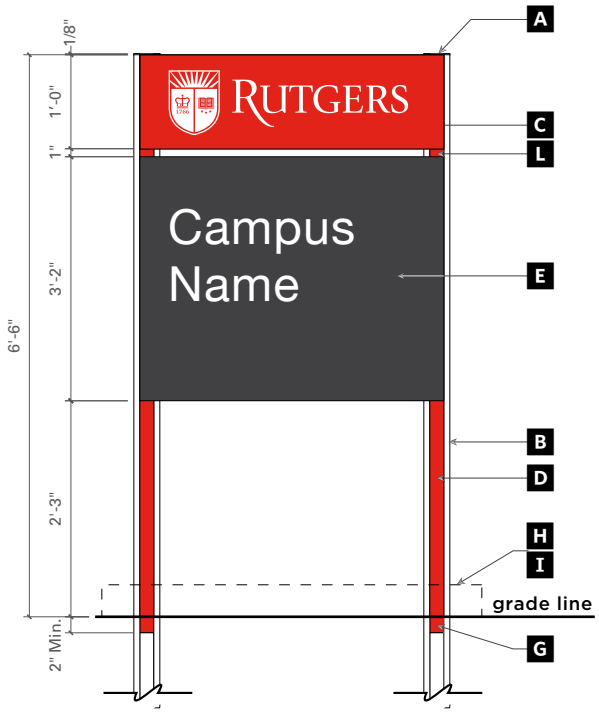


AR13
1/2" = 1'-0"

Plan Elevation-
Single side Sign
(double side panels shown dashed)



Back Elevation-
Single side Sign



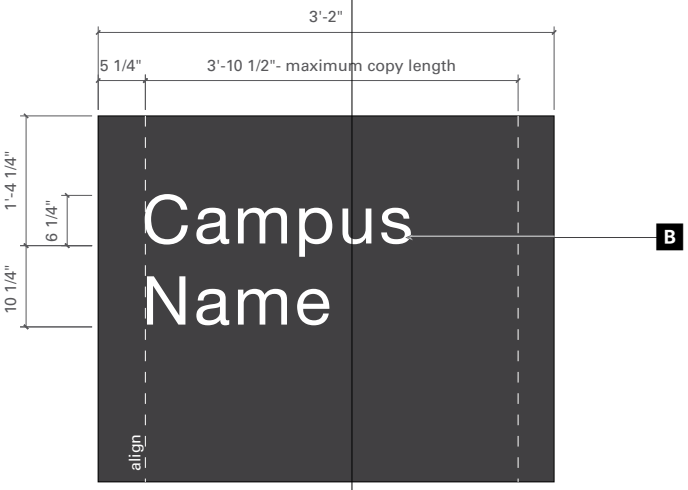
AR13
1/2" = 1'-0"

** Arrival sign types, configurations and sizes are all site specific and need to be developed based upon each individual location.*

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

PNL.1
3/4" = 1'-0"



PNL.2
3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

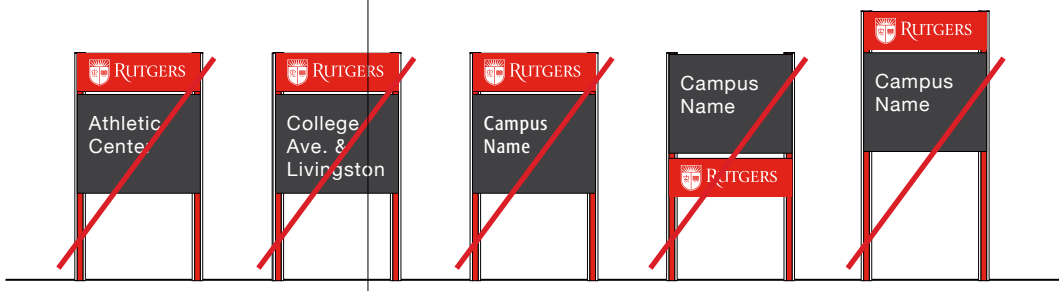
Specifications

A RU_Logotype.eps
6 1/4" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Copy
6 1/4" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

GRAPHIC LAYOUT

GRAPHIC DON'TS



ONLY campus names are to be included on this sign type.

Only **ONE** campus name per panel.

ONLY use typefaces listed in Part 2 Section A of the manual.

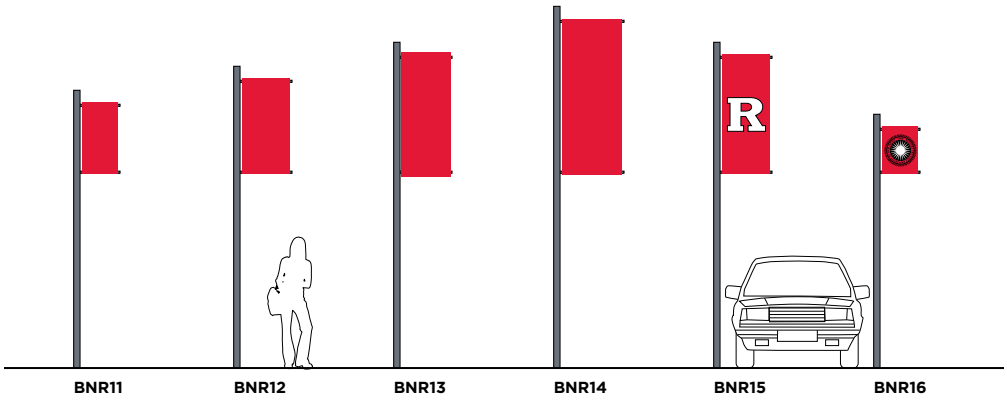
Do **NOT** rearrange panel order.

Bottom of Panel **MUST** match 27" baseline.

BNR10 Series - Banners

BNR10 Series Overview

Recommended graphics shown. Additional graphics must be approved by Rutgers University Environmental Graphics Coordinator and/or Department of University Facilities and Capital Planning and Development.
Contact the Office of Strategic Communications for information regarding the banner program.



Guidelines

- Banners provide visibility of campus boundaries and main thoroughfares.
- The spirit R is only to be used to mark the perimeter or arrival to an athletic facility.
- Reference BNR10 Series chart for appropriate use.

BNR10 SERIES:					
BANNER TYPE	CAMPUS ARRIVAL	ATHLETIC FACILITIES/ FIELDS	CAMPUS CORE	PEDESTRIAN PATHS	SURROUNDING CITY STREETS
BNR11	X	N/A	N/A	N/A	X
BNR12	X	N/A	N/A	N/A	X
BNR13	X	N/A	N/A	N/A	X
BNR14	X	N/A	N/A	N/A	X
BNR15	N/A	X	N/A	N/A	N/A
BNR16	N/A	N/A	X	X	N/A

Helpful Hints

- Refer to all appropriate state and local codes, as needed, for sign compliance, including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

Questions? Please contact xxxxx

SKY10 Series – Skyline Identification

SKY10 Series Overview

Recommended sign type configurations shown. Additional configurations must be approved by Rutgers University Environmental Graphics Coordinator and/or Department of University Facilities and Capital Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct skyline sign for your needs.

A. Determine if logotype and/or building name lettering is needed. Refer to Rutgers brand guidelines to ensure proper selection.

B. Strategize location by considering the following factors:

- Optimal sight lines on surrounding roadways and highways
- Proximity and location of skyline in relationship to the campus

C. Distinguish between daytime and night time viewing. Does this sign need to be illuminated?

D. Select from the typical letter and logo sizes based on the approximate building heights.

E. Prepare a paper template mock-up to review with fabricator on site to ensure proper selection.

Note: Check if there is existing power in this location; all skylines should be illuminated

Guidelines

- Skyline Identification signs are used as markers to create campus visibility from neighboring highways and streets.
- Strategically locate skyline signs on buildings that give signs optimal sight lines for distance viewing.
- Skyline signs create a sense of place and help define a campus.
- Skyline signs are typically used on buildings over 13 floors if space allows.

Helpful Hints

- Keep in mind visibility and sightlines when locating and specifying skyline identification signs.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including zoning, Building codes, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

SKY SERIES:				
BUILDING STORY	INTERNALLY ILLUMINATED SKYLINE	NON-ILLUMINATED SKYLINE	RUTGERS LOGOTYPE + SCHOOL NAME	NON-ILLUMINATED SCHOOL NAME ONLY
1-3	SKY13	SKY15	* NOTE 2	SKY17
4-8	SKY12/ SKY13	SKY15/ SKY14	* NOTE 2	SKY17/ SKY16
9-12	SKY12	SKY14	* NOTE 2	SKY16
13-16	SKY11/ SKY12	N/A	* NOTE 2	N/A
> 16	SKY11	N/A	* NOTE 2	N/A

Notes:

1. Heights shown in this document are suggested, but a full site survey and elevation study by Rutgers Design and Facilities Team is required prior to determining final size.

2. If Rutgers logotype and/or school name are desired, follow brand guidelines document made available by University Marketing and Communications.

SKY11-13

SKYLINE IDENTIFICATION

SKY 11 (ILLUMINATED)

SKY 12 (ILLUMINATED)

SKY 13 (ILLUMINATED)

SKY11-13

SKYLINE IDENTIFICATION

SKY11
1/16" = 1'-0"
Front Elevation

Side Elevation

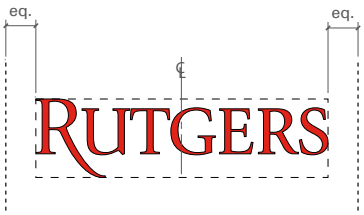
SKY12
1/16" = 1'-0"
Front Elevation

Side Elevation

SKY13
1/8" = 1'-0"
Front Elevation

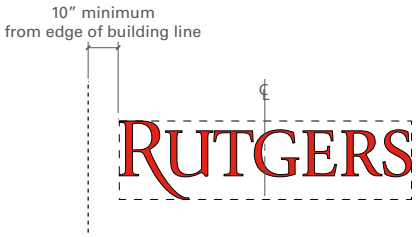
Side Elevation

ELEVATION



Install Elevation-
Used when sign is centered within architectural element

Final Location Note:
Vertical location to be determined through elevation study and field survey verification.



Install Elevation-
Used when sign is located at the end of the architectural element

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

INSTALLATION

Specifications

A RU_Logotype.eps
8'-0" h. T-cap height.
For sign size and placement, a site conditions survey must be done prior to fabrication. This survey to include documented dimensions and notes as well as photographs.

B Sign Face
Router-cut acrylic logo form, inset into channel letters.
Material: **M1.**

C Illuminated Channel Letter
Fabricated aluminum channel letter forms with internal LED lighting. Remote sloan power supply modular 60.
Paint Interior: **P4.**
Paint Exterior: **P6.**

D Letter Back
.063" thk. Aluminum return welded to Letter Return.
Paint Interior: **P4.**
Paint Exterior: **P6.**

E LED Lighting
Sloan red VL Plus LED light fixtures, mounted to interior side of letter face.

F Electrical Component
16 ga. GA Cable. All components to be as per the NEC and UL listed for the application.

G Weep Hole
As needed for moisture and ventilation control.

H Spacer
1/2" d. Painted aluminum spacer to allow for moisture drainage behind sign.
Paint: **P6.**

I Jewelite Silver Trim-cap
1" w.

SKY11-13

SKYLINE IDENTIFICATION

Specifications

J Letter Return
.063" thk. Aluminum return welded to Channel Back.
Paint Interior: **P4.**
Paint Exterior: **P6.**

K Fastener
3/8" dia. Non-corrosive fasteners mounted to wall surface.
Site conditions survey required, prior to fabrication, to determine best fastening method.

L Electrical Component
Standard flexible conduit.

M Electric Box
Galvanized transformer box w/ weather-proof cover.

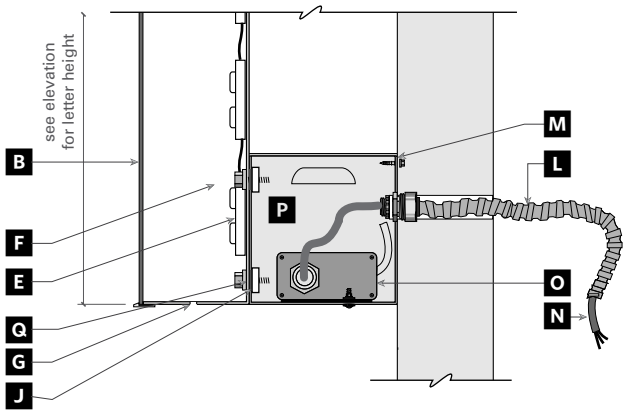
N Electrical Component
Primary electrical wired to J-box by others. All components to be as per the NEC and UL listed for the application.

O Power Supply
20 Amp / 120 v. power supply mechanical fastened inside Electric Box.

P Electrical Component
Channel letter sign to include 120v. disconnect switch to be installed by fabricator and located at sign. Switch to be controlled by photocell, NIC, at remote location. Sign fabricator to coordinate requirements w/ general contractor.

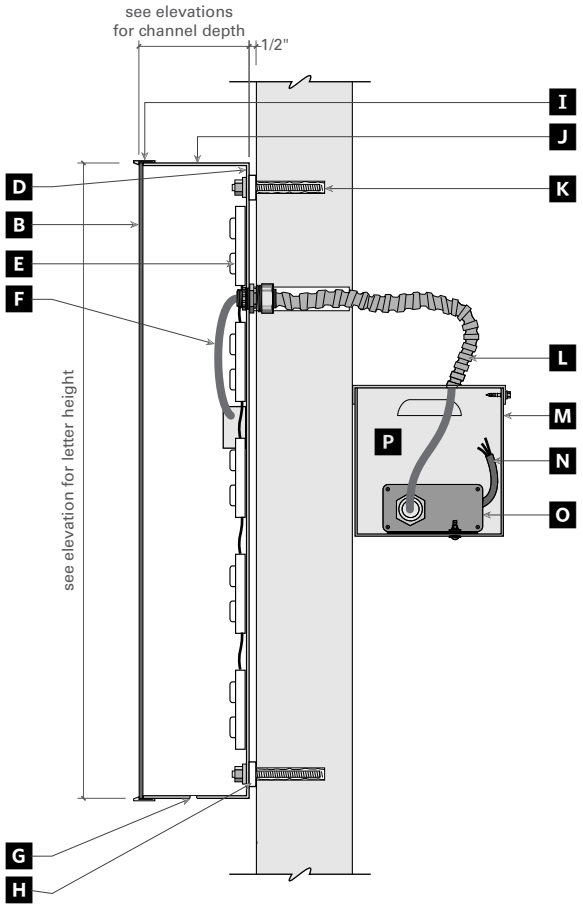
Q Mount
Channel letter to electrical raceway with mechanical fasteners as required by engineering.

Note: All electrical components need to be UL listed appropriately for the environment to which they are being placed.



SKY11-13: Vertical Section
3" = 1'-0"

Use at all wall areas where fastening directly into wall surface is not feasible. Electrical components to be incorporated within sign raceway.



Attachment Note:
The attachment method shown may not be used for every wall condition. Site survey and engineering are to determine best methods for attaching sign to building facade.

SKY11-13: Vertical Section
3" = 1'-0"

Use at all wall areas where fastening directly into wall surface is feasible. Remote electrical components required.

DETAIL

RUTGERS

SKY 14 (NON-ILLUMINATED)

RUTGERS

SKY 15 (NON-ILLUMINATED)

Specifications

A RU_Logotype.eps
2'-6" h. T-cap height.
Fabricated .090 aluminum letter-forms, welded together.
Paint all sides: **P1.**

CONFIGURATIONS

SKY14
3/8" = 1'-0"
Front Elevation

Side Elevation

SKY15
3/8" = 1'-0"
Front Elevation

Side Elevation

ELEVATION

Questions? Please contact xxxxx

SKY14-15

SKYLINE IDENTIFICATION

Specifications

A RU_Logotype.eps
2'-6" h. T-cap height.
Fabricated .090 aluminum letter-forms, welded together.
Paint all sides: **P1.**

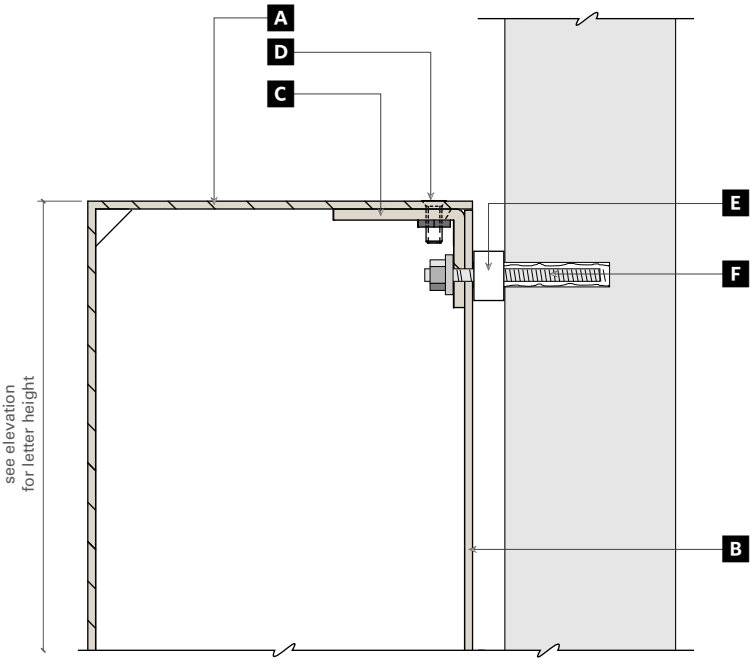
B Letter-form Back
.090 thick Aluminum back plate with 1/32" permitted tolerance.
Paint: **P1.**

C Mounting Tab
Fabricated .090" thick aluminum tab, welded to back plate.

D Fastener
Mechanically fasten letter-form to mounting tab with #6-3/8" countersunk SM screws.
Paint Head to Match: **P1.**

E Spacer
1/2" d. Painted aluminum spacer to allow for moisture drainage behind sign.
Paint: **P6.**

F Building Attachment
10-32 Aluminum studs w/ 10-32 nut welded to Mounting tab.

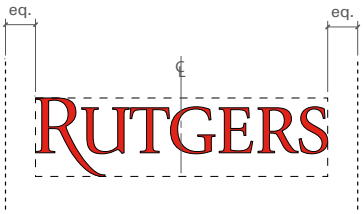


Attachment Note:
The attachment method shown may not be used for every wall condition. Site survey and engineering are to determine best methods for attaching sign to building facade.

SKY14: Vertical Section
3" = 1'-0"

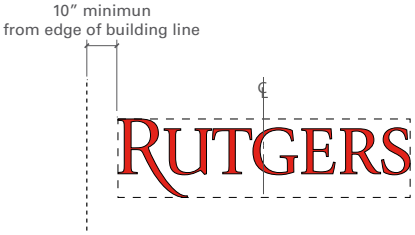
Use at all wall areas where fastening directly into wall surface is feasible. Remote electrical components required.

DETAIL



Install Elevation-
Used when sign is centered within archictectural element

Final Location Note:
Vertical location to be determined thru elevation study and field survey verification.



Install Elevation-
Used when sign is located at the end of the architctural element

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

INSTALLATION

School of Dental Medicine

SKY 16 (NON-ILLUMINATED)

School of Dental Medicine

SKY 17 (NON-ILLUMINATED)

Specifications

A RU_Logotype.eps
Fabricated .090 aluminum letter-forms, welded together. Paint all sides: **P6.**

CONFIGURATIONS

SKY16
1/4" = 1'-0"
Front Elevation

Side Elevation

SKY17
3/16" = 1'-0"
Front Elevation

Side Elevation

ELEVATION

Questions? Please contact xxxxx

SKY16-17

SKYLINE IDENTIFICATION

Specifications

A RU_Logotype.eps
Fabricated .090 aluminum letter-forms, welded together.
Paint all sides: **P6.**

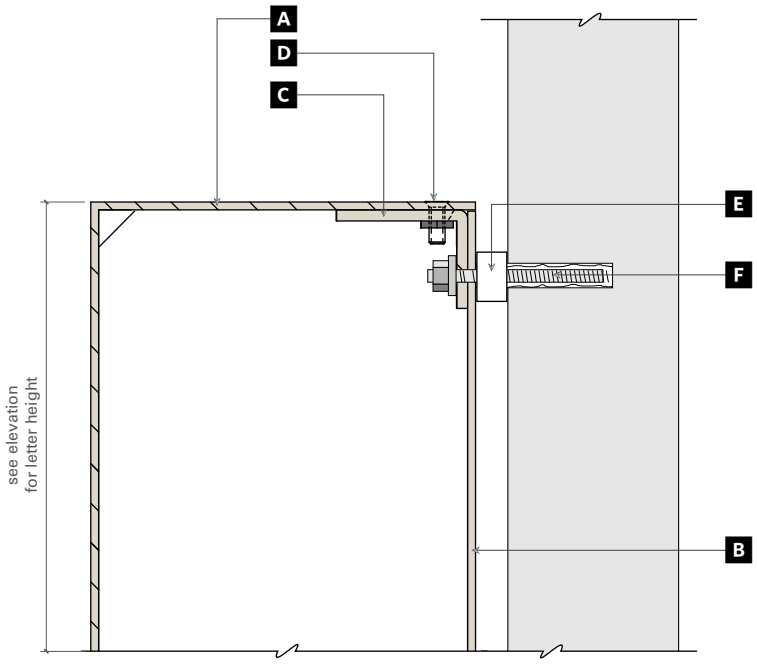
B Letter-form Back
.090 thick Aluminum back plate with 1/32" permitted tolerance.
Paint: **P1.**

C Mounting Tab
Fabricated .090" thick aluminum tab, welded to back plate.

D Fastener
Mechanically fasten letter-form to mounting tab with #6-3/8" countersunk SM screws.
Paint Head to Match: **P1.**

E Spacer
1/2" d. Painted aluminum spacer to allow for moisture drainage behind sign.
Paint: **P6.**

F Building Attachment
10-32 Aluminum studs w/ 10-32 nut welded to Mounting tab.

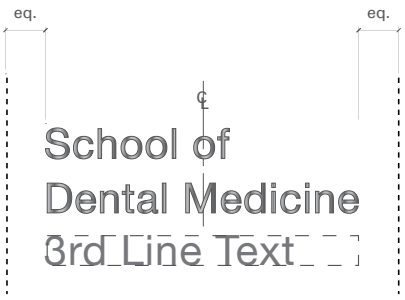


Attachment Note:
The attachment method shown may not be used for every wall condition. Site survey and engineering are to determine best methods for attaching sign to building facade.

SKY17: Vertical Section
6" = 1'-0"

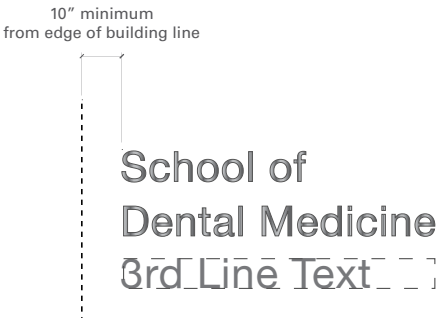
Use at all wall areas where fastening directly into wall surface is feasible. Remote electrical components required.

DETAIL



Install Elevation-
Used when sign is centered within architectural element

Final Location Note:
Vertical location to be determined thru elevation study and field survey verification.



Install Elevation-
Used when sign is located at the end of the architectural element

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

INSTALLATION

SECTION D:

VEHICULAR WAYFINDING

DR10 SERIES	SINGLE POST VEHICULAR DIRECTIONAL
DR20 SERIES	SINGLE POST DIRECTIONAL: PARKING ONLY
DR30 SERIES	DOUBLE POST DIRECTIONAL
DR40 SERIES	DOUBLE POST DIRECTIONAL: PARKING ONLY
DR50 SERIES	DOUBLE POST DIRECTIONAL WIDE
DR60 SERIES	DOUBLE POST DIRECTIONAL WIDE: PARKING ONLY
DR70 SERIES	PARKING TRAILBLAZER
DR80 SERIES	HIGHWAY TRAILBLAZER

Some vehicular wayfinding signs were implemented prior to the completion of this Universitywide Standard. These signs have been documented and are represented in this section. There are some vehicular wayfinding signs that are unique to the Health Science campus and can be found in **Section J** of this manual.

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SUB-SECTION

SECTION D:

DR10 SERIES

DR10 Series – Single Post Directional

DR10 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct vehicular directional for your needs.

A. Analyze location and space availability. DR10 series is used primarily in urban environments where space is limited.

B. Determine the number of messages and parking messages you require.

C. Determine message lengths and character (letter) counts for each message. Are your messages 1, 2 or 3 lines long?

D. Select from the typical module heights based on previous steps. See graphic layout pages for sample typographic layouts.

E. Review graphic don'ts to ensure proper selection.

Guidelines

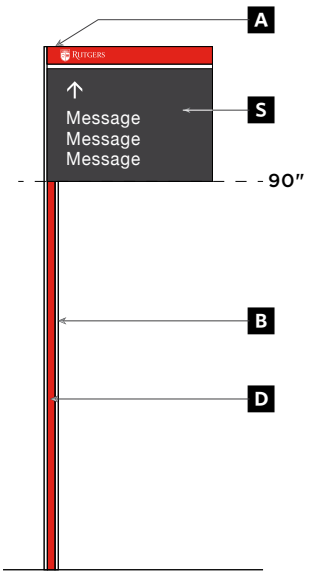
- Provide sequential vehicular guidance throughout the campus with strategic placement and programmed messaging.
- Reinforce the brand equity in the built environment with accent color and Rutgers logo-type.
- Use as a single-sided sign only.
- Use where space availability is limited (urban environments).
- Do not use parking panels on this sign type.
- Do not re-arrange panel order. Rutgers header is always at the top. See graphic layout page for graphic don'ts.
- One arrow direction per panel.
- One arrow to be used for multiple messages listed in the same direction.
- Arrow order should be as follows: Up (Straight), Left, Right.
- Destinations in the same direction (on the same panel) should be listed nearest to farthest.

Helpful Hints

- Keep in mind the intuitive path of the user when locating and specifying exterior directional signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

DR10 SERIES:							
	1 MSG	2 MSG	3 MSG	4 MSG	1 MSG + 1 PARK	2 MSG + 1 PARK	3 MSG + 1 PARK
1 ARROW	DR11 Config. 1	DR12 Config. 2	DR13 Config. 1	X	DR12 Config. 1	N/A	N/A
2 ARROW	N/A	DR13 Config. 2	DR15 Config. 1A/1B Config. 3	DR15 Config. 1A/1B Config. 3	DR12 Config. 1	DR14 Config. 1	DR14 Config. 1
3 ARROW	N/A	N/A	DR15 Config. 2	N/A	N/A	DR14 Config. 2	X

Questions? Please contact xxxxx



Configuration 1

J Full length filler panels are used for single sided signs only (not shown)

K Structural attachment angle (not shown)

G Stop panel below grade line (not shown)

CONFIGURATIONS

PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	1	N/A
* B SIGN POST	1	N/A
S PNL.7	1	N/A
D FP_1	1	N/A
G FP_S	2	N/A
J FP_2	1	N/A
K ST. ANGLE	1	N/A

* Reference Appendix section for specifications for sign post.

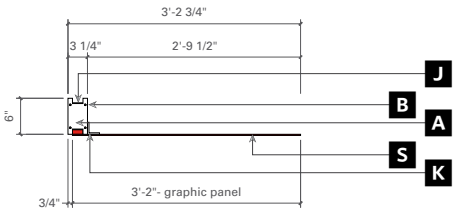
PARTS

DR11

SINGLE POST DIRECTIONAL

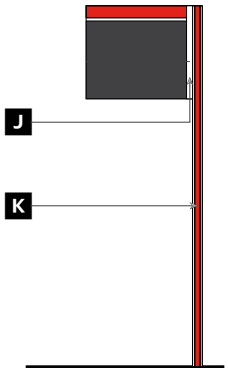
Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

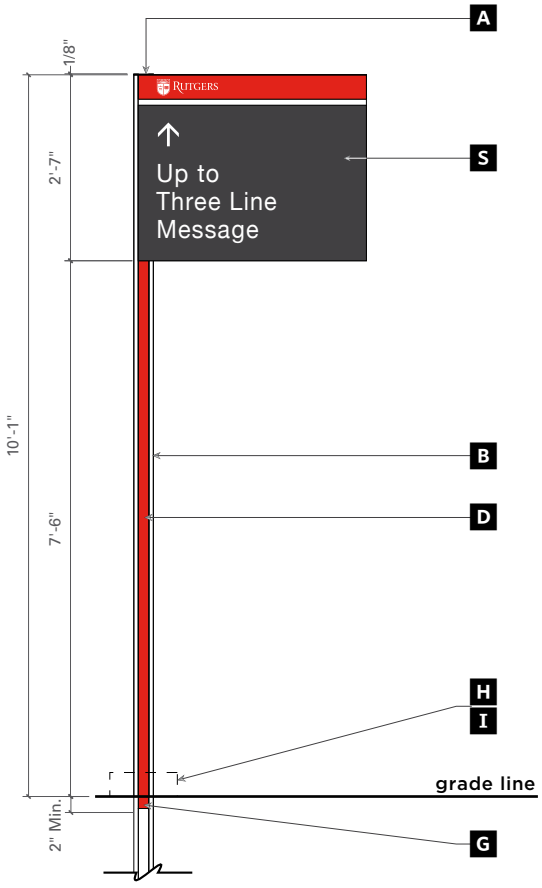


DR11
1/2" = 1'-0"

Plan Elevation-
Single side Sign



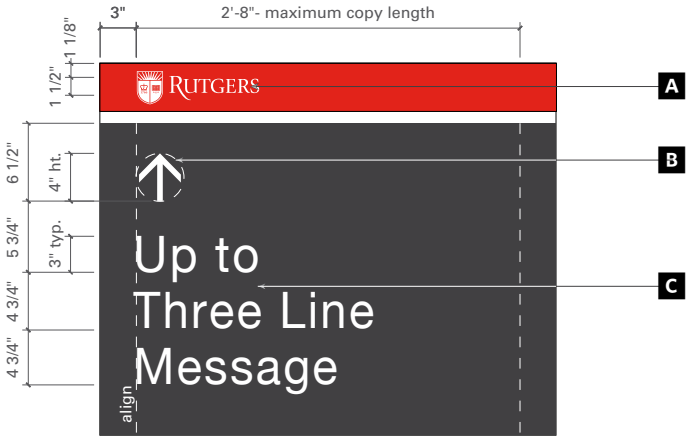
Back Elevation-
Single side Sign



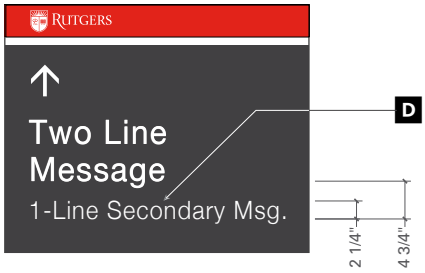
DR11
3/8" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION



PNL.1 (max. message)
3/4" = 1'-0"



PNL.1- Variation
1/2" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

Specifications

A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.

C Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

D Secondary Copy
2 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

GRAPHIC LAYOUTS

GRAPHIC DON'TS

No more than **ONE** message per sign.

No more than **THREE** lines per message.

Parking messages are **NOT** allowed on a dark grey background.

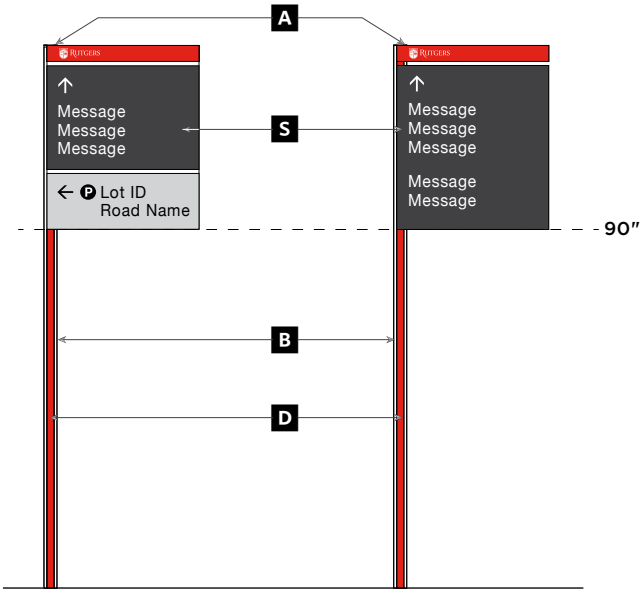
Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Bottom of Panel **MUST** be at least 90" above grade.

DR12

SINGLE POST DIRECTIONAL



Configuration 1 **Configuration 2**

E Full length filler panels are used for single sided signs only (not shown)

F Structural attachment angle (not shown)

G Stop panel below grade line (not shown)

CONFIGURATIONS

PART COUNTS

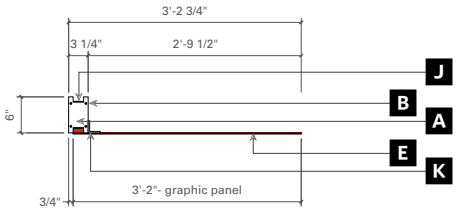
CONFIGURATION 1:			CONFIGURATION 2:		
	SINGLE SIDED	DOUBLE SIDED		SINGLE SIDED	DOUBLE SIDED
A POST CAP	1	N/A	A POST CAP	1	N/A
* B SIGN POST	1	N/A	* B SIGN POST	1	N/A
S PNL.7	1	N/A	S PNL.7	1	N/A
D FP_1	1	N/A	D FP_1	1	N/A
J FP_2	1	N/A	J FP_2	1	N/A
K ST. ANGLE	1	N/A	K ST. ANGLE	1	N/A
G FP_S	2	N/A	G FP_S	2	N/A

* Reference Appendix section for specifications for sign post.

PARTS

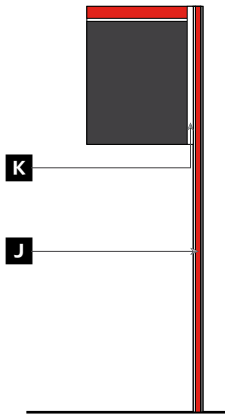
DR12

SINGLE POST DIRECTIONAL

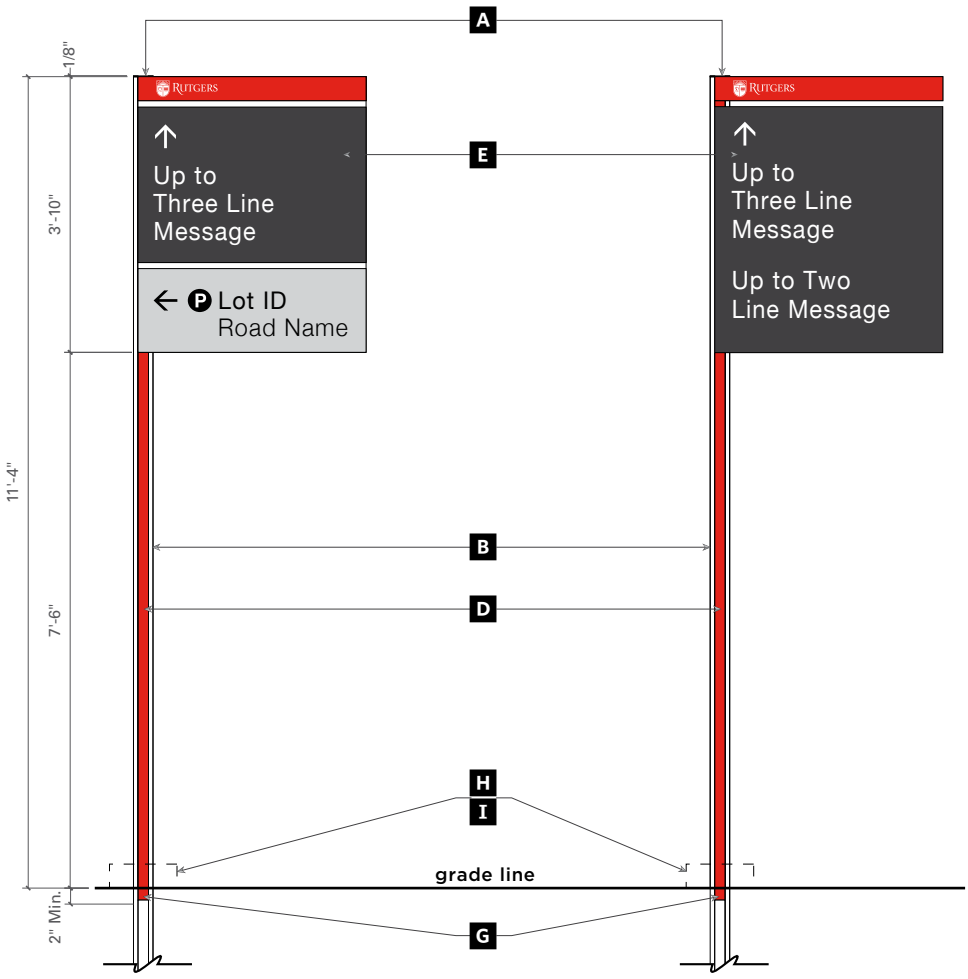


DR12
1/2" = 1'-0"

Plan Elevation-
Single side Sign



Back Elevation-
Single side Sign
(panel configuration varies, 1 shown)



DR12: Configuration 1
3/8" = 1'-0"

DR12: Configuration 2
3/8" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

DR12

SINGLE POST DIRECTIONAL

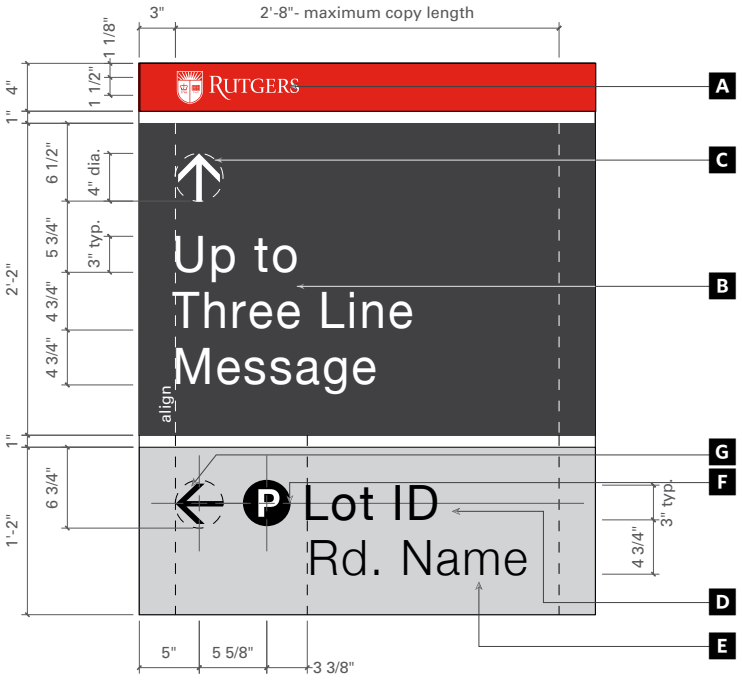
Specifications

A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

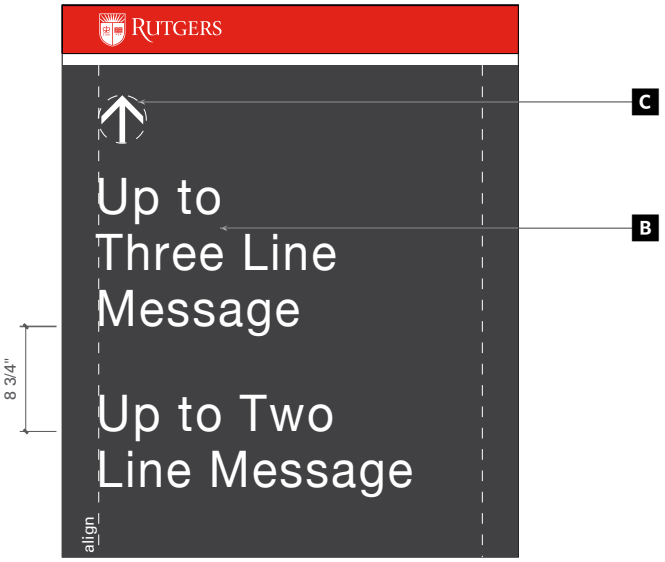
B Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.

D Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V3.**

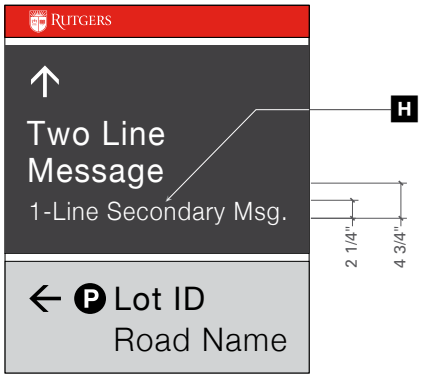


PNL.2: Configuration 1(max. message)
3/4" = 1'-0"



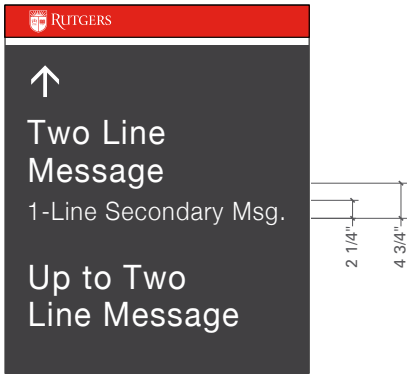
PNL.2: Configuration 2 (max. message)
3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.



PNL.2- Variation
1/2" = 1'-0"

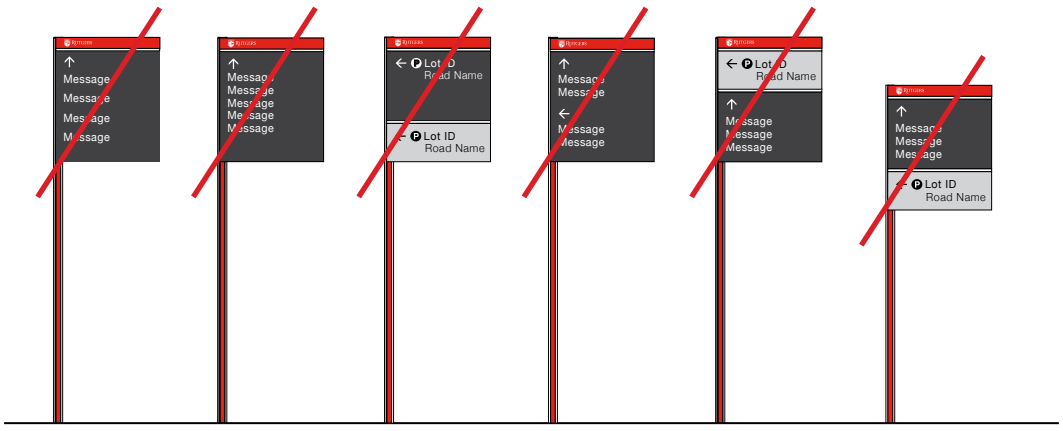
PNL.2- Variation



PNL.2- Variation
1/2" = 1'-0"

PNL.2- Variation
1/2" = 1'-0"
Multiple lots may be directed to if they are located on the same street.

GRAPHIC LAYOUTS



GRAPHIC DON'TS

No more than **THREE** messages per sign.

No more than **THREE** lines per message.

Parking messages are **NOT** allowed on a dark grey background.

Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Bottom of Panel **MUST** be atleast 90" above grade.

Specifications

E Copy
3" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V3.**

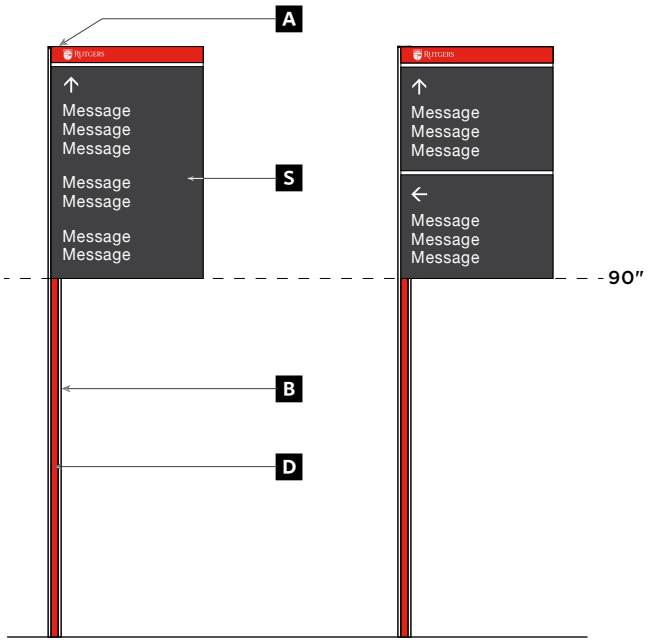
F Parking_Symbol.eps
4" Diameter.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl-
Hash-symbol: **V1.**
Background: **V3.**

G Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V3.**
Rotate arrow from object center-point.

H Secondary Copy
2 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

DR13

SINGLE POST DIRECTIONAL



Configuration 1 Configuration 2

E Full length filler panels are used for single sided signs only (not shown)

F Structural attachment angle (not shown)

G Stop panel below grade line (not shown)

CONFIGURATIONS

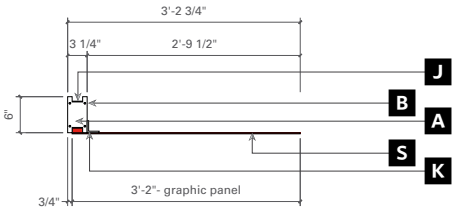
PART COUNTS

CONFIGURATION 1:		
	SINGLE SIDED	DOUBLE SIDED
A POST CAP	1	N/A
* B SIGN POST	1	N/A
S PNL.7	1	N/A
D FP_1	1	N/A
J FP_2	1	N/A
K ST. ANGLE	1	N/A
G FP_S	2	N/A

CONFIGURATION 2:		
	SINGLE SIDED	DOUBLE SIDED
A POST CAP	1	N/A
* B SIGN POST	1	N/A
S PNL.7	1	N/A
D FP_1	1	N/A
J FP_2	1	N/A
K ST. ANGLE	1	N/A
G FP_S	2	N/A

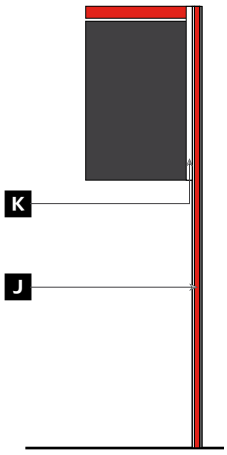
* Reference Appendix section for specifications for sign post.

PARTS

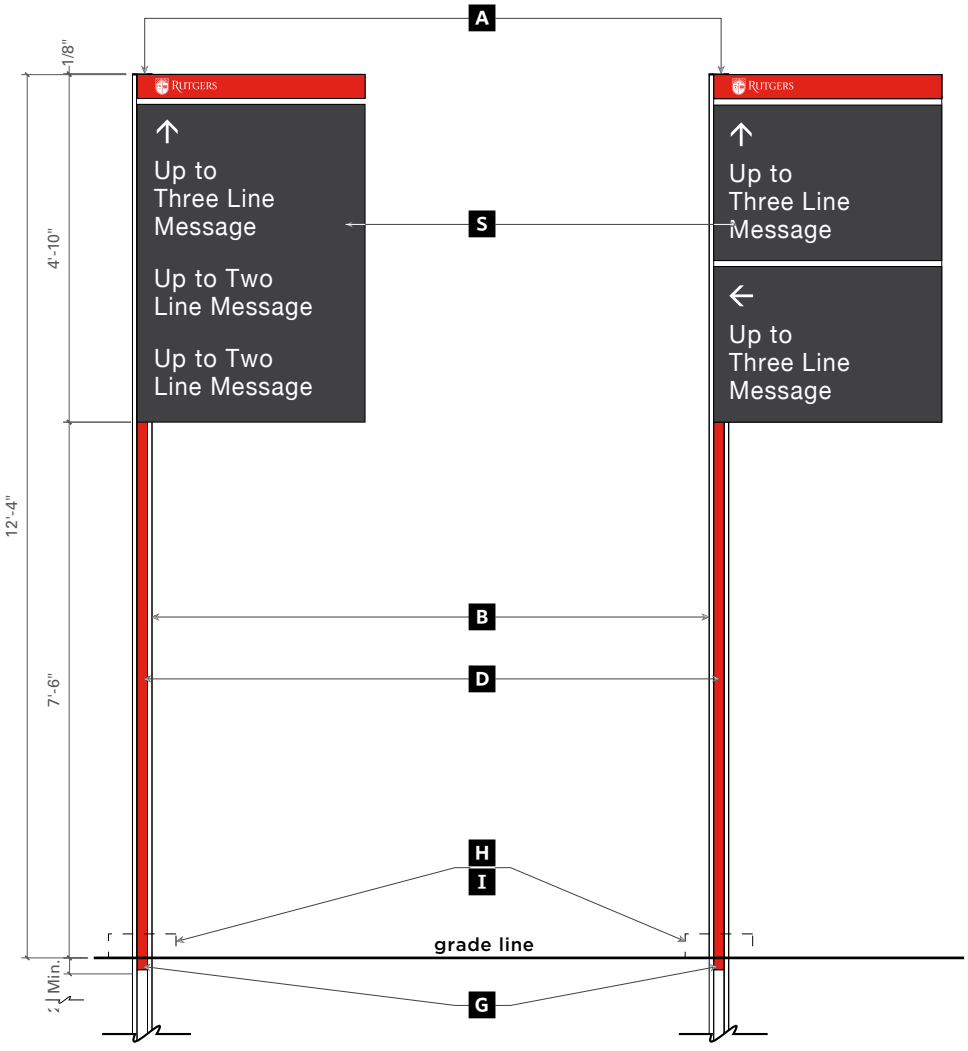


DR13
1/2" = 1'-0"

Plan Elevation-
Single side Sign



Back Elevation-
Single side Sign
(panel configuration varies, 1 shown)



DR13: Configuration 1
3/8" = 1'-0"

DR13: Configuration 2
3/8" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

DR13

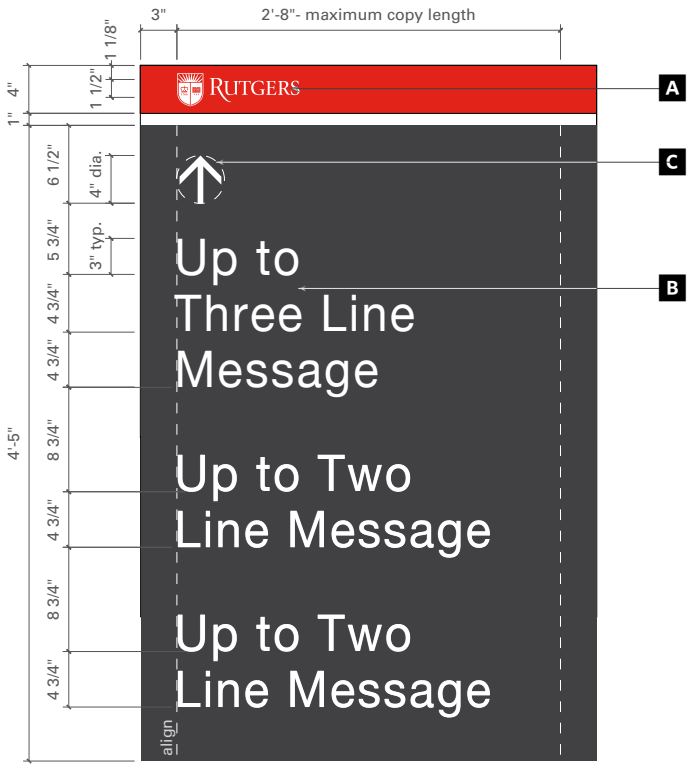
SINGLE POST DIRECTIONAL

Specifications

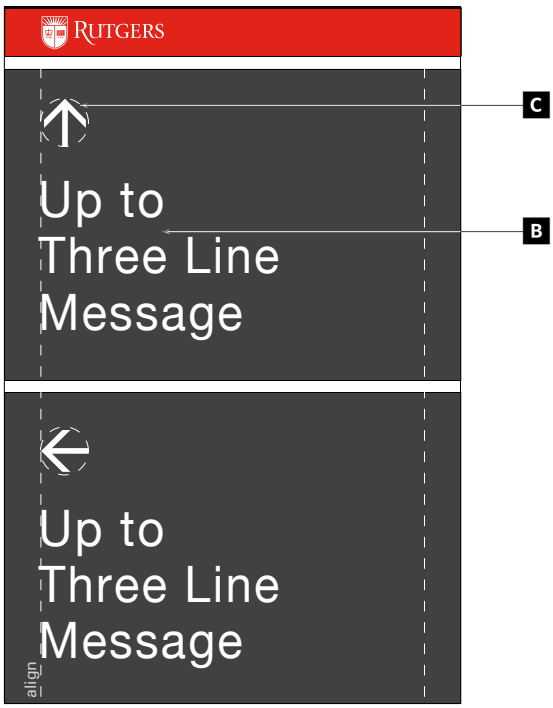
A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.



PNL.3: Configuration 1 (max. message)
3/4" = 1'-0"

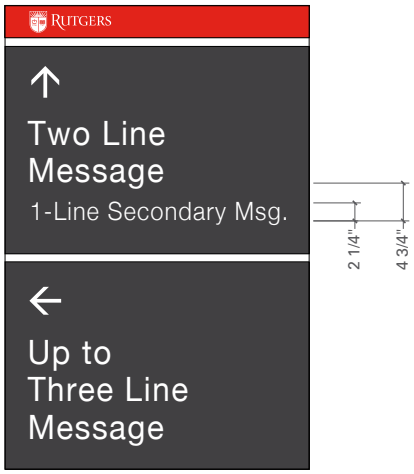


PNL.3: Configuration 2 (max. message)
3/4" = 1'-0"

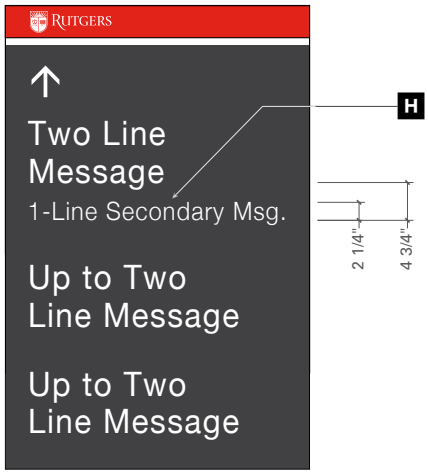
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

Specifications

H Secondary Copy
2 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**



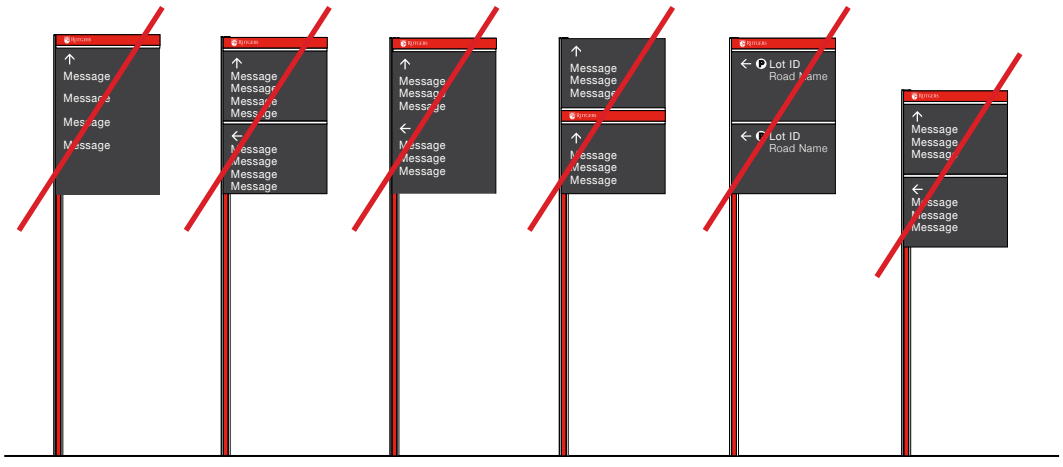
PNL.3- Variation (max. message)
1/2" = 1'-0"



PNL.3- Variation (max. message)
1/2" = 1'-0"

GRAPHIC LAYOUTS

GRAPHIC DON'TS



No more than **THREE** messages per sign.

No more than **THREE** lines per message.

Only **ONE** arrow direction per panel.

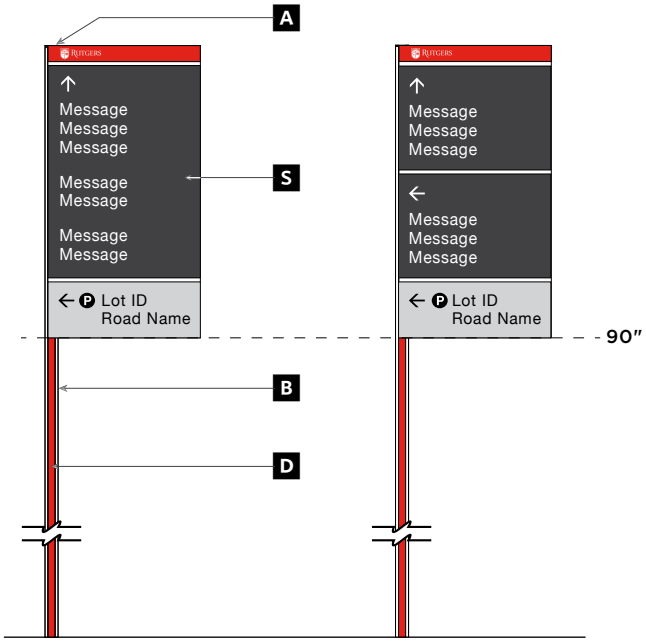
Do **NOT** rearrange panel order.

Parking messages are **NOT** allowed on a dark grey background.

Bottom of Panel **MUST** be at least 90" above grade.

DR14

SINGLE POST DIRECTIONAL



Configuration 1 Configuration 2

E Full length filler panels are used for single sided signs only (not shown)

F Structural attachment angle (not shown)

G Stop panel below grade line (not shown)

CONFIGURATIONS

PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	1	N/A
* B SIGN POST	1	N/A
S PNL.7	1	N/A
D FP_1	1	N/A
J FP_2	1	N/A
K ST. ANGLE	1	N/A
G FP_S	2	N/A

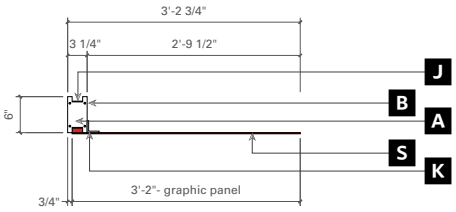
CONFIGURATION 2:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	1	N/A
* B SIGN POST	1	N/A
S PNL.7	1	N/A
D FP_1	1	N/A
J FP_2	1	N/A
K ST. ANGLE	1	N/A
G FP_S	2	N/A

* Reference Appendix section for specifications for sign post.

PARTS

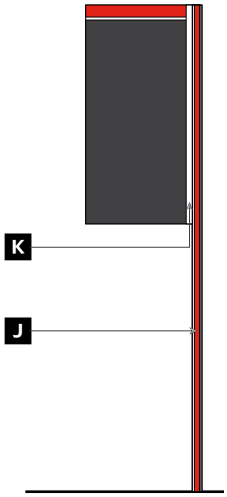
DR14

SINGLE POST DIRECTIONAL

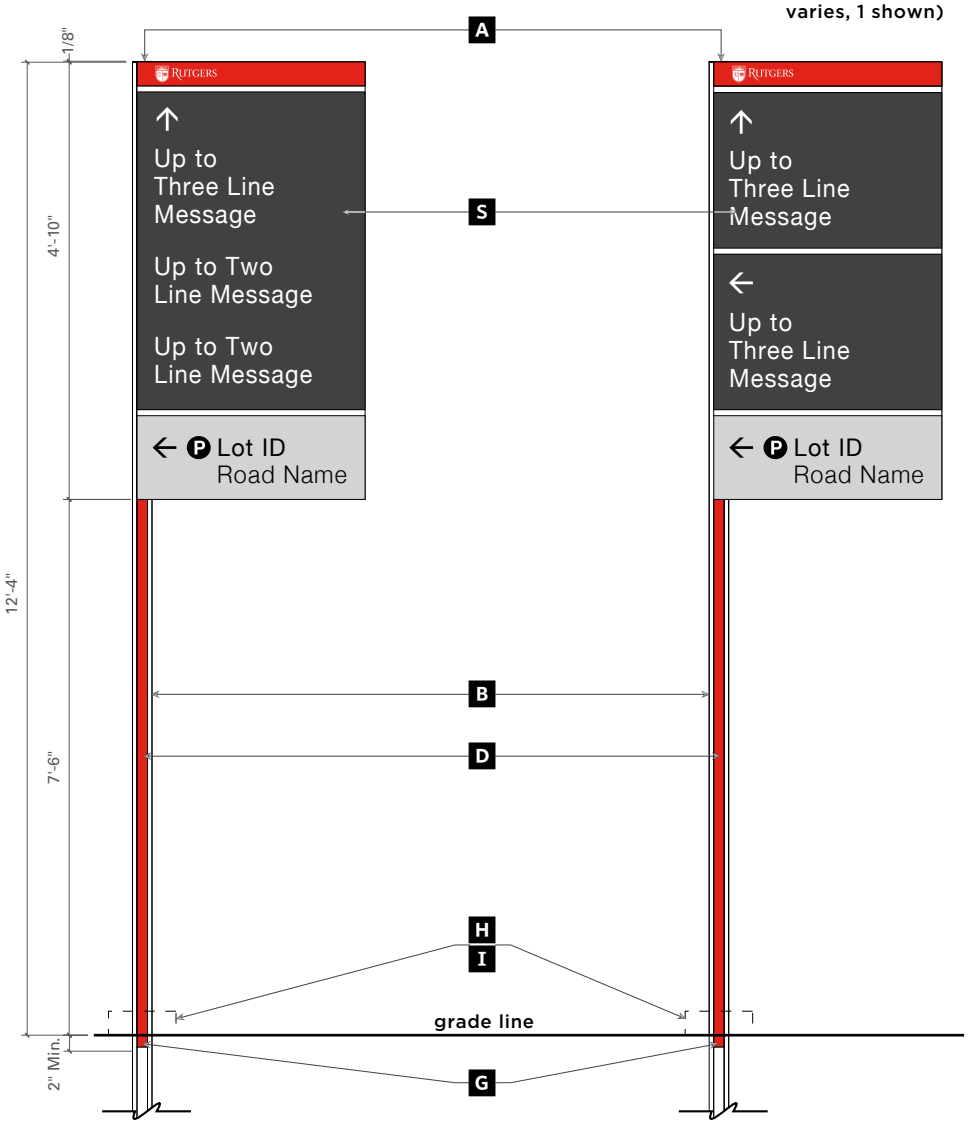


DR14
1/2" = 1'-0"

Plan Elevation-
Single side sign



Back Elevation-
Single side sign
(panel configuration varies, 1 shown)



DR14: Configuration 1
3/8" = 1'-0"

DR14: Configuration 2
3/8" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

DR14

SINGLE POST DIRECTIONAL

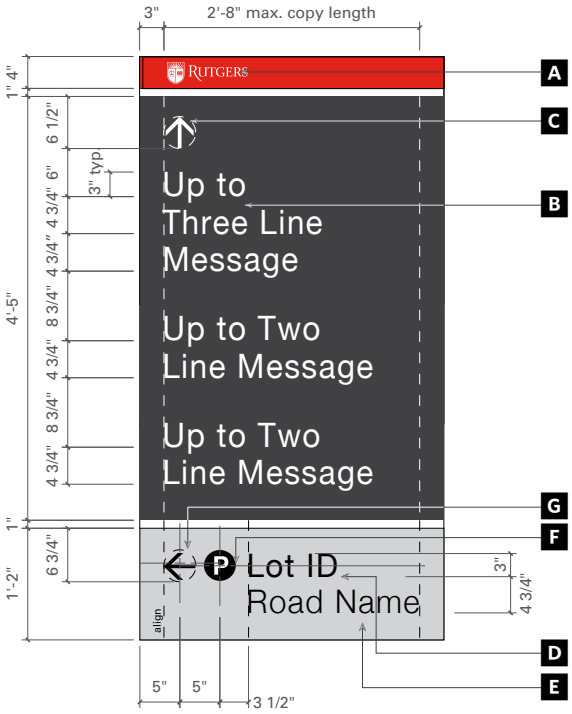
Specifications

A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

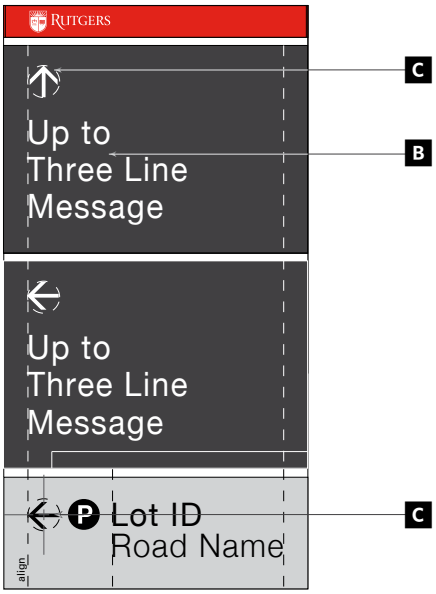
B Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.

D Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V3.**

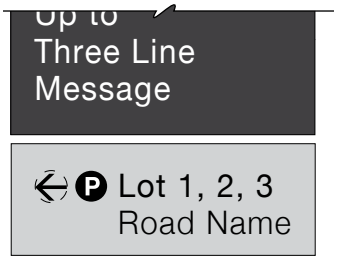


PNL.4: Configuration 1 (max. message)
1/2" = 1'-0"

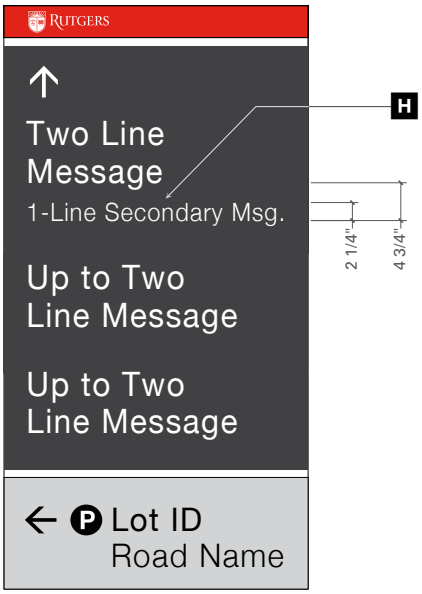


PNL.4: Configuration 2 (max. message)
1/2" = 1'-0"

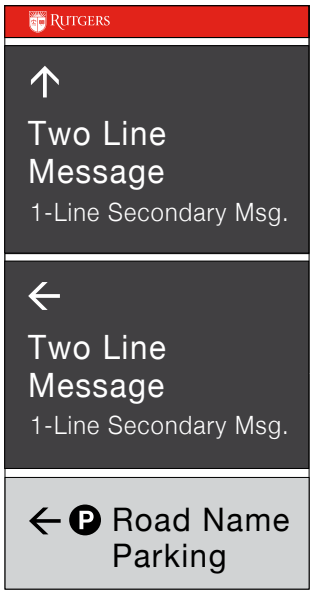
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.



DR10_PNL.4- Variation
1/2" = 1'-0"
Multiple lots may be directed to if they are located on the same street



PNL.4- Variation
1/2" = 1'-0"



PNL.4- Variation
1/2" = 1'-0"

GRAPHIC LAYOUTS

No more than **FOUR** messages per sign.

No more than **THREE** lines per message.

Parking messages are **NOT** allowed on a dark grey background.

Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Bottom of Panel must be at 90" above grade.

GRAPHIC DON'TS

Specifications

E Copy
3" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V3.**

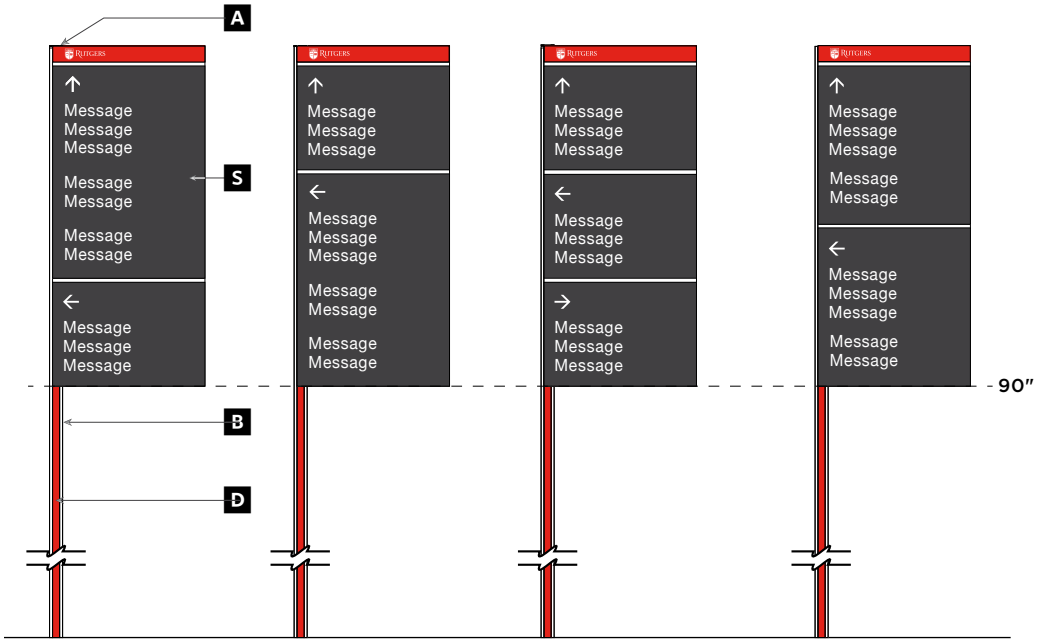
F Parking_Symbol.eps
4" Diameter.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl-
Hash-symbol: **V1.**
Background: **V3.**

G Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V3.**
Rotate arrow from object center-point.

H Secondary Copy
2 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

DR15

SINGLE POST DIRECTIONAL



Configuration 1a | Configuration 1b | Configuration 2 | Configuration 3

E Full length filler panels are used for single sided signs only (not shown)

F Structural attachment angle (not shown)

G Stop panel below grade line (not shown)

CONFIGURATIONS

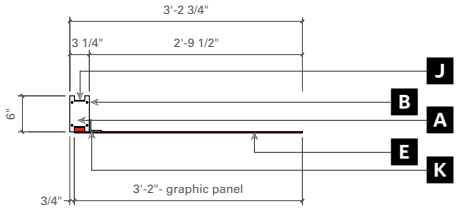
PART COUNTS

CONFIGURATION 1A/1B:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	1	N/A
* B SIGN POST	1	N/A
S PNL.7	1	N/A
D FP_1	1	N/A
J FP_2	1	N/A
K ST. ANGLE	1	N/A
G FP_S	2	N/A

CONFIGURATION 2:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	1	N/A
* B SIGN POST	1	N/A
S PNL.7	1	N/A
D FP_1	1	N/A
J FP_2	1	N/A
K ST. ANGLE	1	N/A
G FP_S	2	N/A

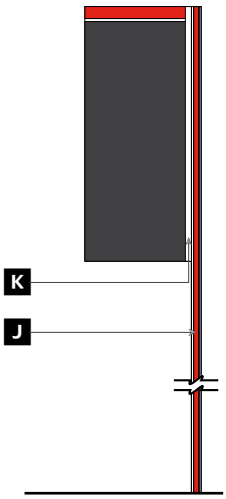
CONFIGURATION 3:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	1	N/A
* B SIGN POST	1	N/A
S PNL.7	1	N/A
D FP_1	1	N/A
J FP_2	1	N/A
K ST. ANGLE	1	N/A
G FP_S	2	N/A

PARTS



DR15
1/2" = 1'-0"

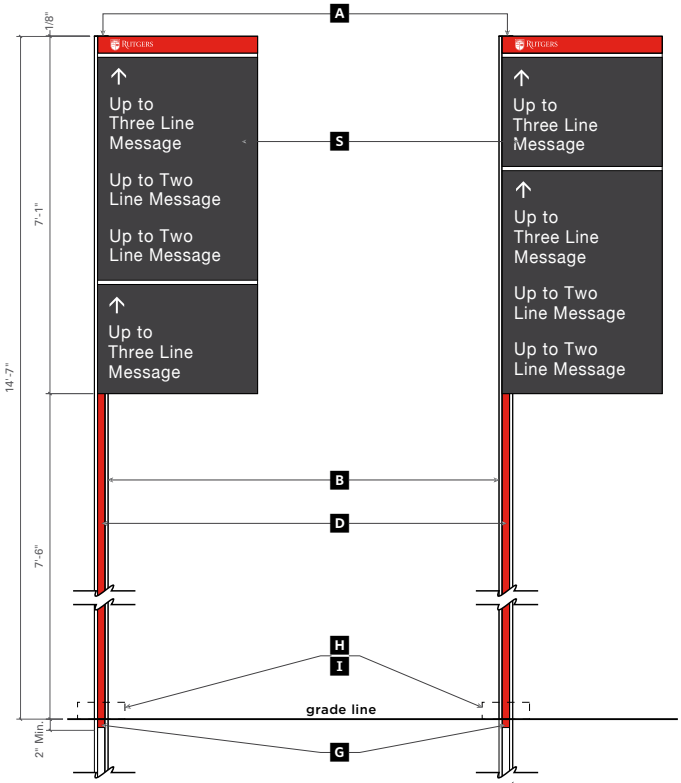
Plan Elevation-
Single side Sign



Back Elevation-
Single side Sign
(panel configuration varies, 1 shown)

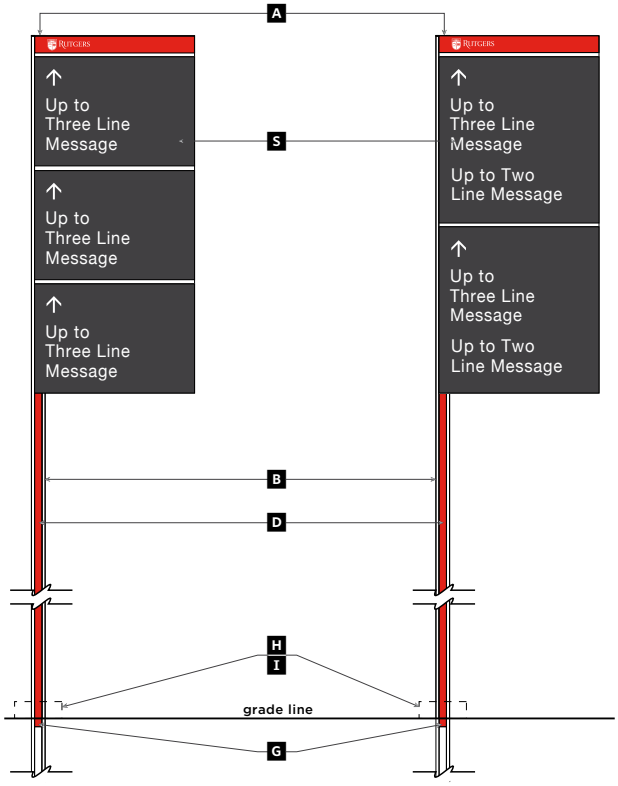
Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications



DR15: Configuration 1
3/8" = 1'-0"

DR15: Configuration 2
3/8" = 1'-0"



DR15: Configuration 3
3/8" = 1'-0"

DR15: Configuration 4
3/8" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

DR15

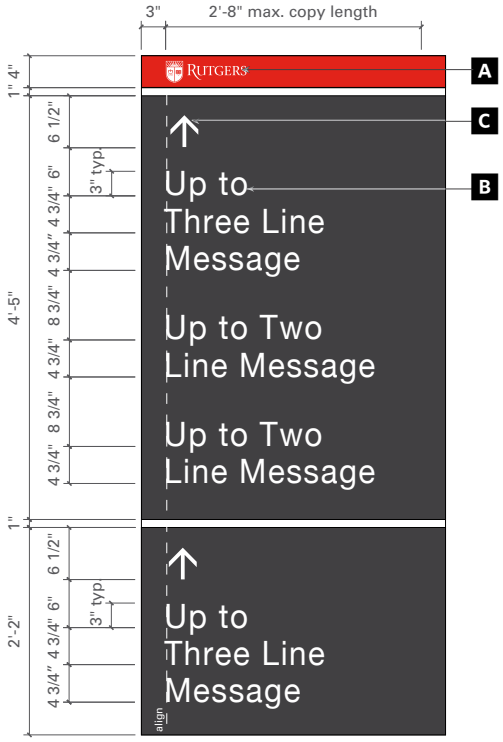
SINGLE POST DIRECTIONAL

Specifications

A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

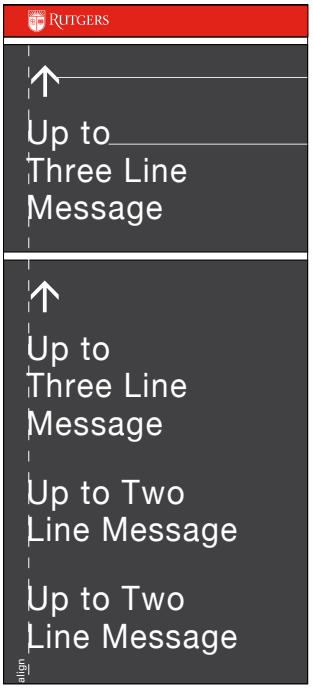
B Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.

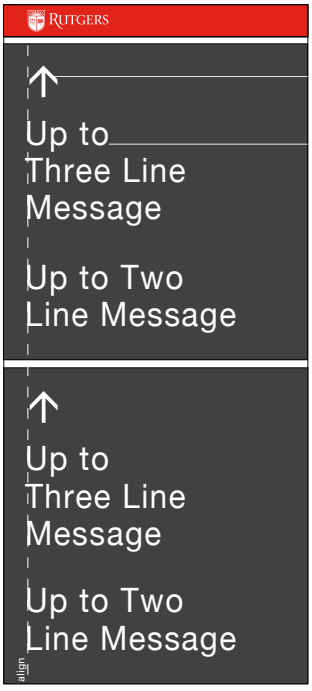


PNL.5: Configuration 1a (max. message)
1/2" = 1'-0"

PNL.5 (max. message)
1/2" = 1'-0"



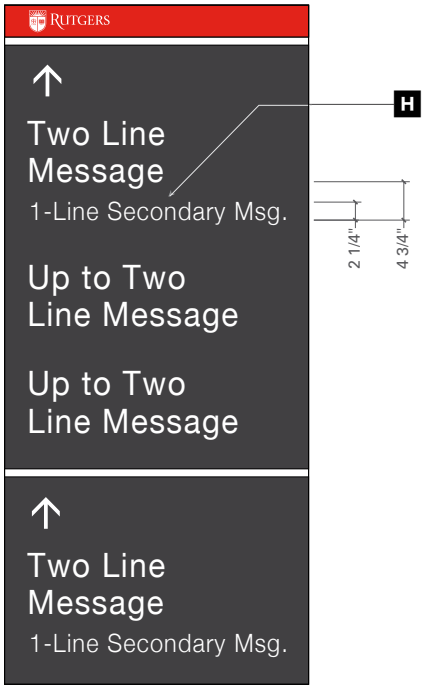
PNL.5 (max. message)
1/2" = 1'-0"



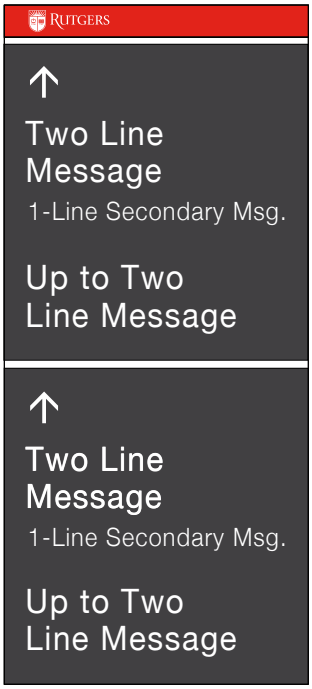
PNL.5 (max. message)
1/2" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS



PNL.5- Variation (max. message)
1/2" = 1'-0"



PNL.5- Variation (max. message)
1/2" = 1'-0"

GRAPHIC LAYOUTS

No more than **FOUR** messages per sign.

No more than **THREE** lines per message.

No more than **ONE** arrow direction per panel.

NO parking message allowed.

Do **NOT** rearrange panel order.

Bottom of Panel **MUST** be at 90" above grade.

GRAPHIC DON'TS

Specifications

H Secondary Copy
2 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

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SUB-SECTION

SECTION D:
DR20 SERIES

DR20 Series – Single Post: Parking Only

DR20 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct vehicular directional for your needs.

A. Analyze location and space availability. DR20 series is used primarily in urban environments where space is limited.

B. Determine the number of parking messages you require.

C. Determine message lengths and character (letter) counts for each message. Are your messages 1, 2 or 3 lines long?

D. Select from the typical module heights based on previous steps. See graphic layout pages for sample typographic layouts.

E. Review graphic don'ts to ensure proper selection.

Guidelines

- Provide sequential vehicular guidance throughout the campus with strategic placement and programmed messaging.
- Reinforce the brand equity in the built environment with accent color and Rutgers logo-type.
- Use as a single-sided sign only.
- Use where space availability is limited (urban environments).
- Do not re-arrange panel order. Rutgers header is always at the top. See graphic layout page for graphic don'ts.
- One arrow direction per panel.
- Arrow order should be as follows: Up (Straight), Left, Right.

Helpful Hints

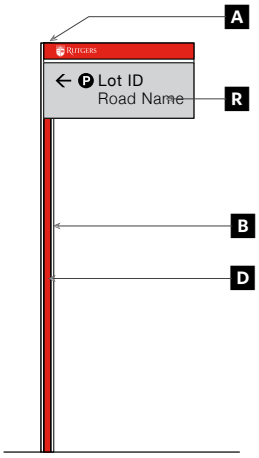
- Keep in mind the intuitive path of the user when locating and specifying exterior directional signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

DR20 SERIES:			
	1 PARK	2 PARK	3 PARK
1 ARROW	DR21	N/A	N/A
2 ARROW	N/A	DR22	N/A
3 ARROW	N/A	N/A	DR23

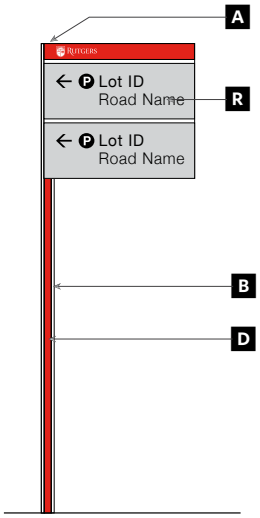
Questions? Please contact xxxxx

DR20 Series – Single Post: Parking Only

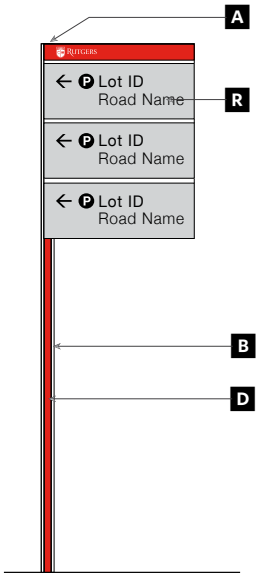
DR21



DR22



DR23



J Full length filler panels are used for single sided signs only (not shown)

K Structural attachment angle (not shown)

G Stop panel below grade line (not shown)

CONFIGURATIONS

DR21 PART COUNTS

CONFIGURATION 1:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	1	N/A
* B SIGN POST	1	N/A
R PNL.8	1	N/A
D FP_1	1	N/A
J FP_2	1	N/A
K ST. ANGLE	1	N/A
G FP_S	2	N/A

DR22 PART COUNTS

CONFIGURATION 1:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	1	N/A
* B SIGN POST	1	N/A
R PNL.8	1	N/A
D FP_1	1	N/A
J FP_2	1	N/A
K ST. ANGLE	1	N/A
G FP_S	2	N/A

DR23 PART COUNTS

CONFIGURATION 1:

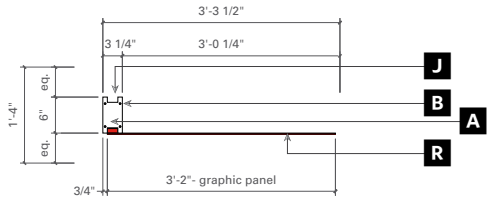
	SINGLE SIDED	DOUBLE SIDED
A POST CAP	1	N/A
* B SIGN POST	1	N/A
R PNL.8	1	N/A
D FP_1	1	N/A
J FP_2	1	N/A
K ST. ANGLE	1	N/A
G FP_S	2	N/A

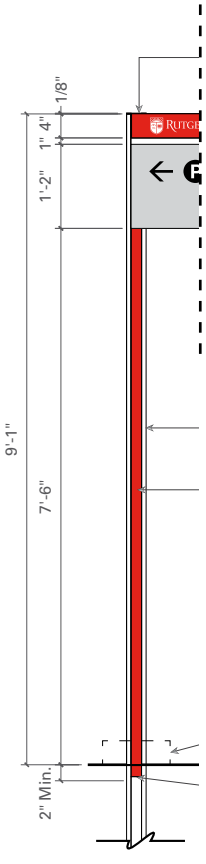
PARTS

DR20 Series – Single Post: Parking Only

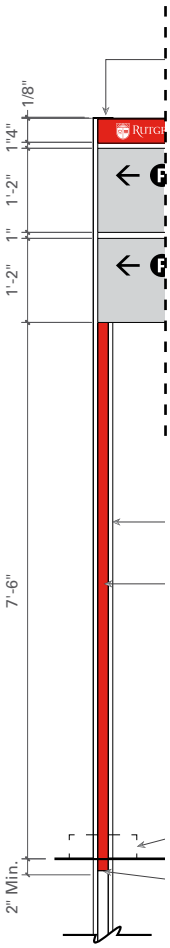
Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

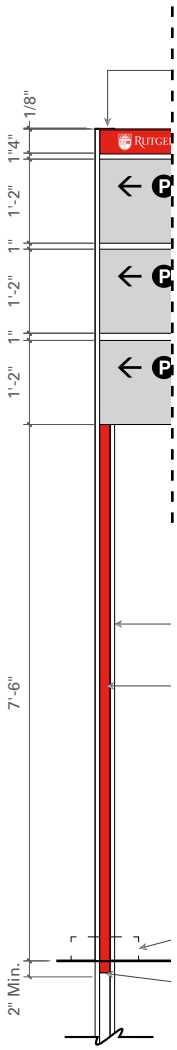




DR21:



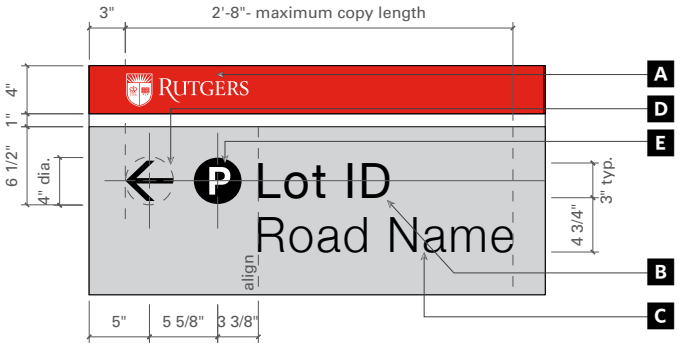
DR22:



DR23:

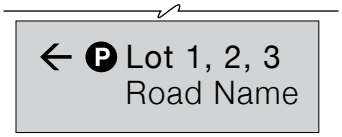
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION



PNL.1 (max. message)
3/4" = 1'-0"

PNL.1- Variation
1/2" = 1'-0"

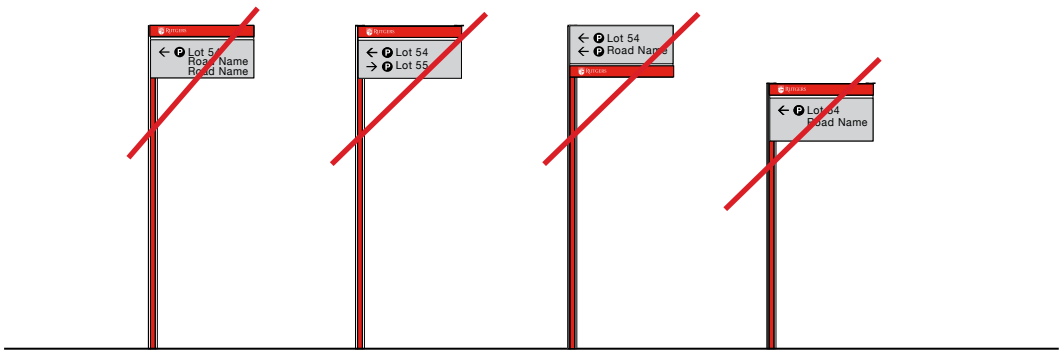


PNL.1- Variation
1/2" = 1'-0"
Multiple lots may be directed to if they are located on the same street.

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

GRAPHIC DON'TS



No more than **ONE** address line.

Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Panels must **MATCH** the 27" baseline.

Specifications

A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

C Copy
3" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

D Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.

E Parking_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow from object center-point.

DR22

SINGLE POST: PARKING ONLY

Specifications

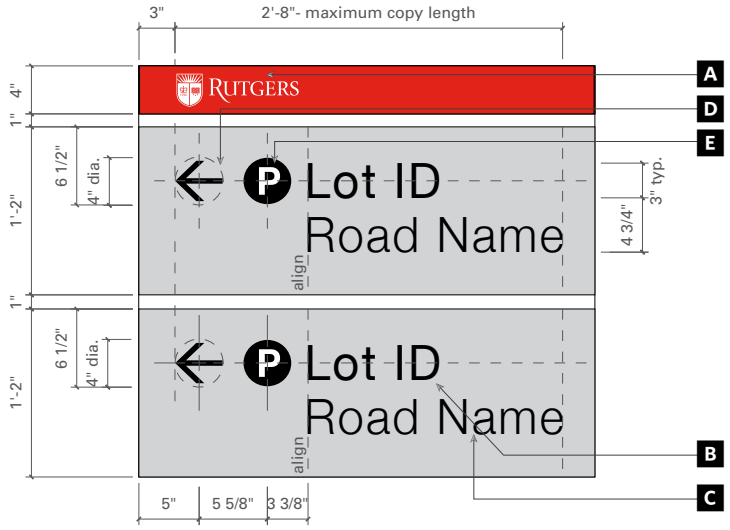
A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C Copy
3" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

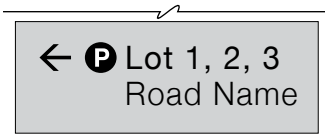
D Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V3.**
Rotate arrow from object center-point.

E Parking_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow from object center-point.



PNL.2 (max. message)
3/4" = 1'-0"

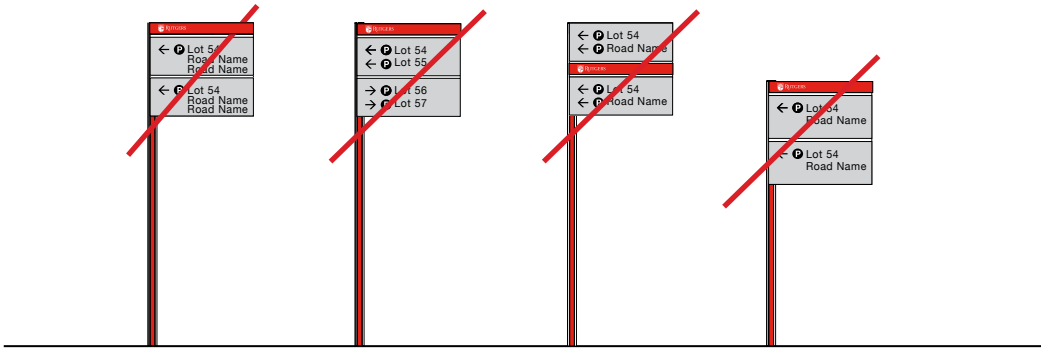
PNL.2- Variation
1/2" = 1'-0"



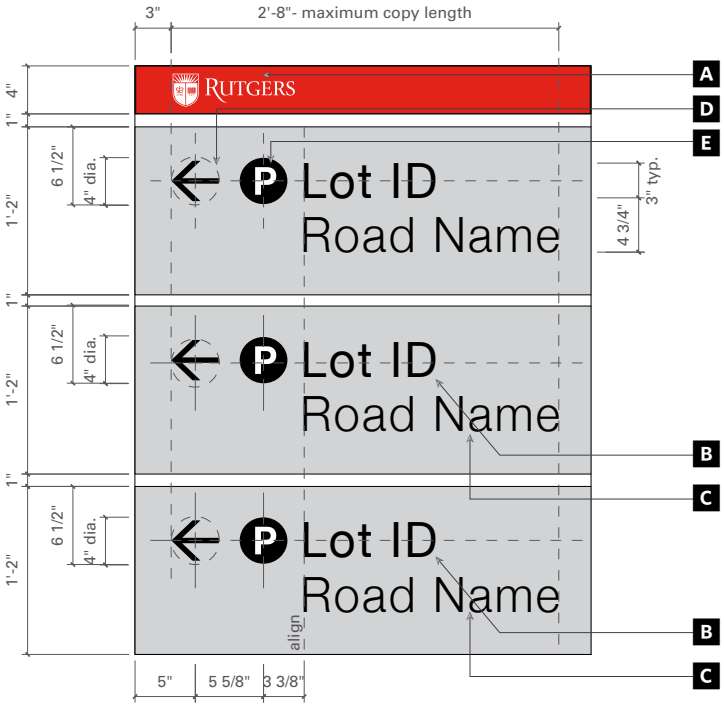
PNL.2- Variation
1/2" = 1'-0"
Multiple lots may be directed to if they are located on the same street.

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

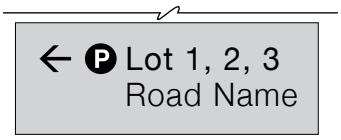


GRAPHIC DON'TS



PNL.3 (max. message)
3/4" = 1'-0"

PNL.3- Variation
1/2" = 1'-0"

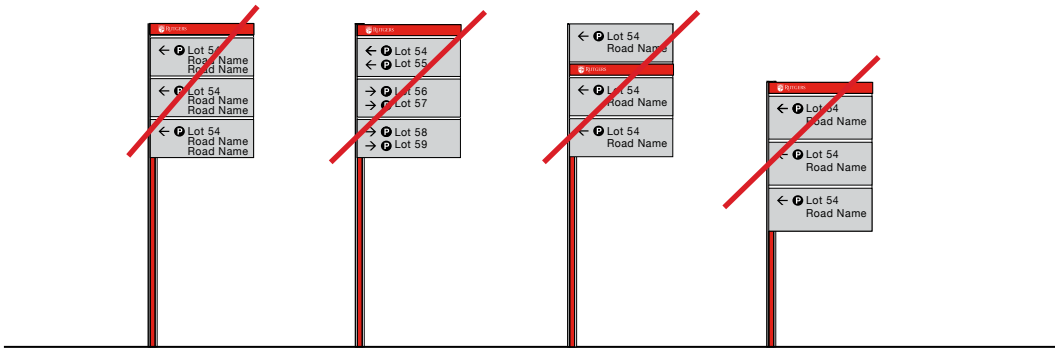


PNL.3- Variation
1/2" = 1'-0"
Multiple lots may be directed to if they are located on the same street.

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

GRAPHIC DON'TS



No more than **ONE** address line.

Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Panels must **MATCH** the 27" baseline.

Specifications

A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C Copy
3" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

D Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V3.**
Rotate arrow from object center-point.

E Parking_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow from object center-point.

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SUB-SECTION

SECTION D:

DR30 SERIES

DR30 Series – Double Post Directional

DR30 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct vehicular directional for your needs.

A. Analyze location and space availability.

B. Determine the number of messages and parking messages you require.

C. Determine message lengths and character (letter) counts for each message. Are your messages 1, 2 or 3 lines long?

D. Select from the typical module heights based on previous steps. See graphic layout pages for sample typographic layouts.

E. Review graphic don'ts to ensure proper selection.

Guidelines

- Provide sequential vehicular guidance throughout the campus with strategic placement and programmed messaging.
- Reinforce the brand equity in the built environment with accent color and Rutgers logo-type.
- Use as a single or double sided sign. Message standards apply to both sides.
- Do not use parking panels on this sign type.
- Do not re-arrange panel order. Rutgers header is always at the top. See graphic layout page for graphic don'ts.
- One arrow direction per panel.
- One arrow to be used for multiple messages listed in the same direction.
- Arrow order should be as follows: Up (Straight), Left, Right.
- Destinations in the same direction (on the same panel) should be listed nearest to farthest.

Helpful Hints

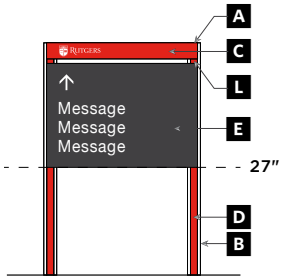
- Keep in mind the intuitive path of the user when locating and specifying exterior directional signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

DR30 SERIES:							
	1 MSG	2 MSG	3 MSG	4 MSG	1 MSG + 1 PARK	2 MSG + 1 PARK	3 MSG + 1 PARK
1 ARROW	DR31 Config. 1	DR32 Config. 2	DR33 Config. 1	X	N/A	N/A	N/A
2 ARROW	N/A	DR33 Config. 2	DR35 Config. 1B Config. 3	DR35 Config. 1A/1B	DR32 Config. 1	DR34 Config. 1	DR34 Config. 1
3 ARROW	N/A	N/A	DR35 Config. 2	X	N/A	DR34 Config. 2	X

Questions? Please contact xxxxx

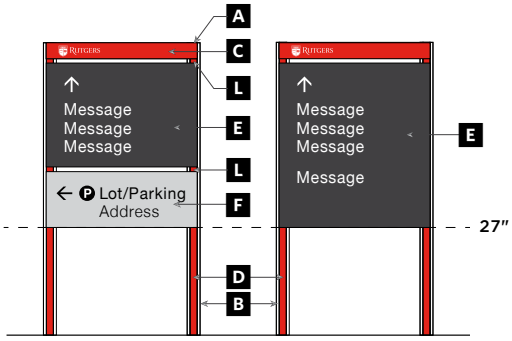
DR30 Series – Double Post Directional

DR31



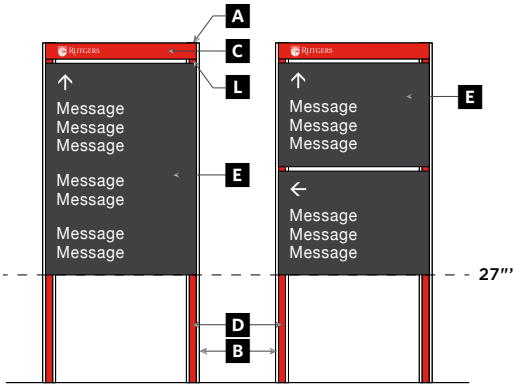
Configuration 1

DR32



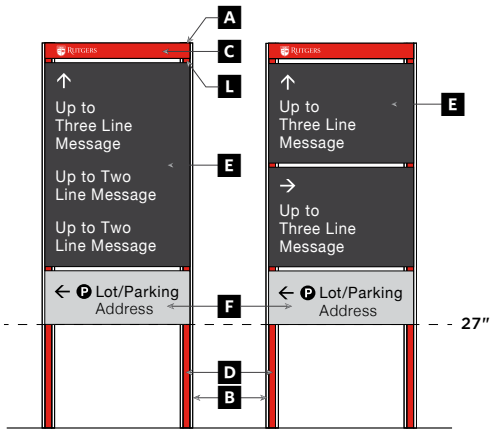
Configuration 1 Configuration 2

DR33



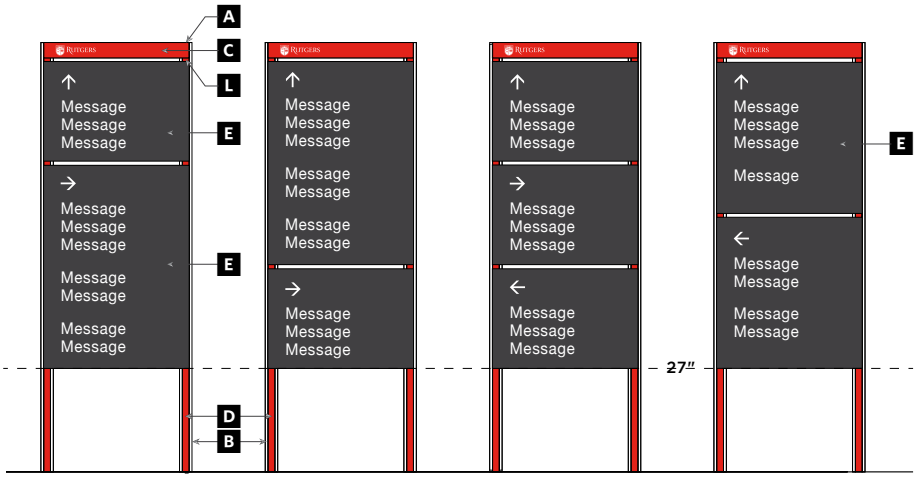
Configuration 1 Configuration 2

DR34



Configuration 1 Configuration 2

DR35


A
C
L
Message
Message
Message
E
Message
Message
Message
Message
Message
E
D
B
Message
Message
Message
Message
Message

DR30 Series – Double Post Directional

DR31 PART COUNTS

CONFIGURATION 1:		SINGLE SIDED	DOUBLE SIDED
	A POST CAP	2	2
*	B SIGN POST	2	2
	C PNL.1	1	2
	L FP_1	2	4
	E PNL.2	1	2
	D FP_2	2	4

DR32 PART COUNTS

CONFIGURATION 1:		SINGLE SIDED	DOUBLE SIDED
	A POST CAP	2	2
*	B SIGN POST	2	2
	C PNL.1	1	2
	L FP_3	4	8
	E PNL.2	1	2
	F PNL.6	1	2
	D FP_1	2	4
	J FP_2	2	0
	G FP_S	4	4

CONFIGURATION 2:		SINGLE SIDED	DOUBLE SIDED
	A POST CAP	2	2
*	B SIGN POST	2	2
	C PNL.1	1	2
	L FP_3	2	4
	D FP_1	2	4
	E PNL.3	1	2
	J FP_2	2	0
	G FP_S	4	4

DR33 PART COUNTS

CONFIGURATION 1:		SINGLE SIDED	DOUBLE SIDED
	A POST CAP	2	2
*	B SIGN POST	2	2
	C PNL.1	1	2
	L FP_3	4	8
	E PNL.3	1	2
	D FP_1	1	2
	H FP_5	2	4
	G FP_S	2	0
	J FP_2	2	0

CONFIGURATION 2:		SINGLE SIDED	DOUBLE SIDED
	A POST CAP	2	2
*	B SIGN POST	2	2
	C PNL.1	1	2
	L FP_3	4	8
	F PNL.2	2	4
	D FP_1	2	4
	J FP_2	2	0
	G FP_S	4	4

DR34 PART COUNTS

CONFIGURATION 1		SINGLE SIDED	DOUBLE SIDED
	A POST CAP	2	2
*	B SIGN POST	2	2
	C PNL.1	1	2
	L FP_3	4	8
	E PNL.3	1	2
	F PNL.6	1	2
	D FP_1	2	4
	J FP_2	2	0
	G FP_S	4	4

CONFIGURATION 2:		SINGLE SIDED	DOUBLE SIDED
	A POST CAP	2	2
*	B SIGN POST	2	2
	C PNL.1	1	2
	L FP_3	6	12
	F PNL.6	2	4
	D FP_1	2	4
	E PNL.2	2	4
	J FP_2	2	0
	G FP_S	4	4

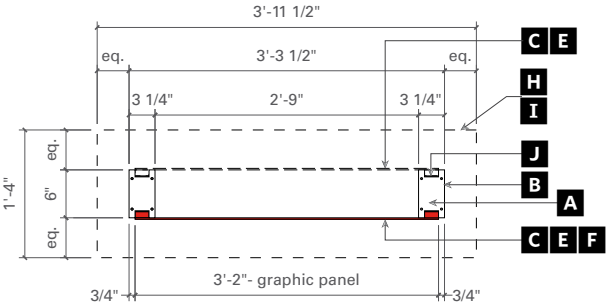
DR35 PART COUNTS

CONFIGURATION 1a/1b:		SINGLE SIDED	DOUBLE SIDED
	A POST CAP	2	2
*	B SIGN POST	2	2
	C PNL.1	1	2
	L FP_3	4	8
	E PNL.2	1	2
	D FP_1	2	4
	J FP_2	2	0
	G FP_S	4	4

CONFIGURATION 2:		SINGLE SIDED	DOUBLE SIDED
	A POST CAP	2	2
*	B SIGN POST	2	2
	C PNL.1	1	2
	L FP_3	6	12
	E PNL.2	3	6
	D FP_1	2	4
	J FP_2	2	0
	G FP_S	4	4

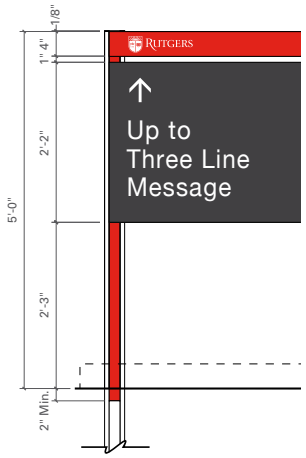
CONFIGURATION 3:		SINGLE SIDED	DOUBLE SIDED
	A POST CAP	2	2
*	B SIGN POST	2	2
	C PNL.1	1	2
	L FP_3	4	8
	D FP_1	2	4
	E PNL.5	2	4
	J FP_2	2	0
	G FP_S	4	4

DR30 Series – Double Post Directional



DR30 Series: Configuration 1
1/2" = 1'-0"

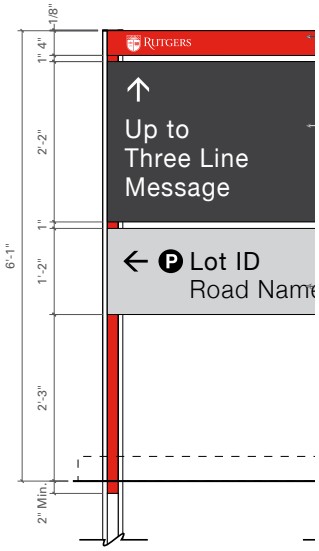
Plan Elevation-
Single side Sign
(double side panels shown dashed)



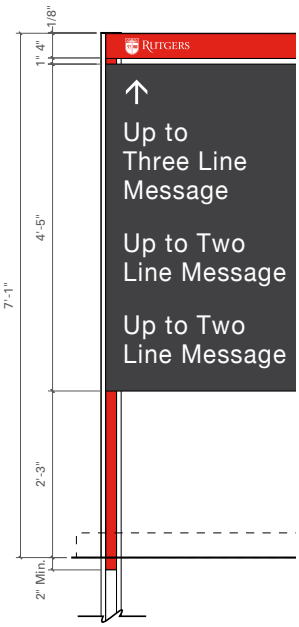
DR31: Configuration 1
1/2" = 1'-0"

Specifications

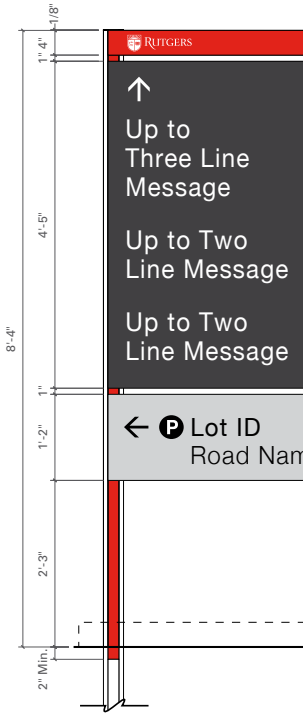
Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications



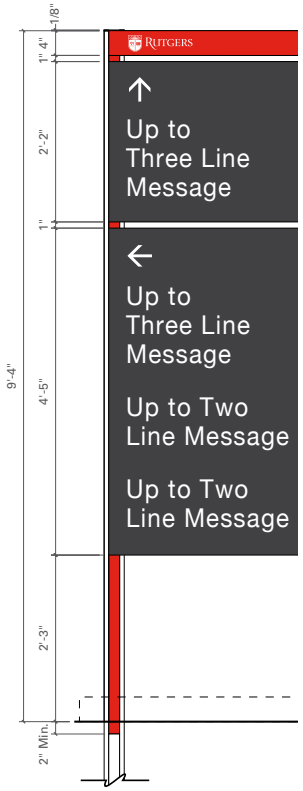
DR32: Configuration 1
1/2" = 1'-0"



DR33: Configuration 1
1/2" = 1'-0"



DR34: Configuration 1
1/2" = 1'-0"



DR35: Configuration 1
1/2" = 1'-0"

* Reference Appendix section for specifications for sign post.

ELEVATION

DR31

DOUBLE POST DIRECTIONAL

Specifications

A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

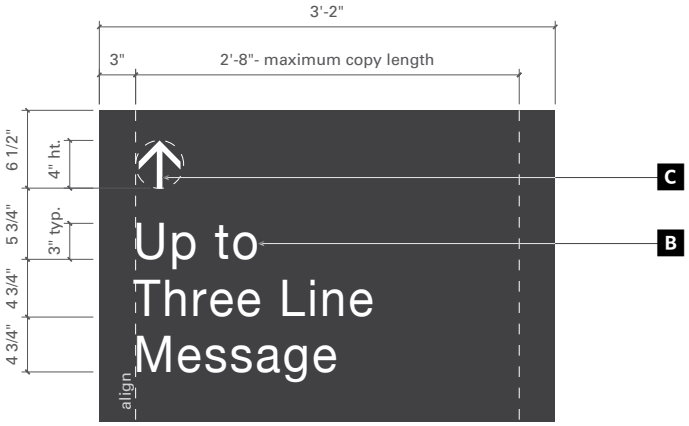
C Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.

I Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V3.**
Rotate arrow from object center-point.

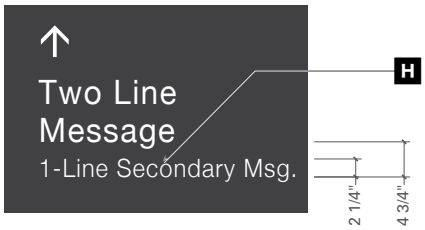
J Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V3.**

H Secondary Copy
2 1/2" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

PNL.1
3/4" = 1'-0"



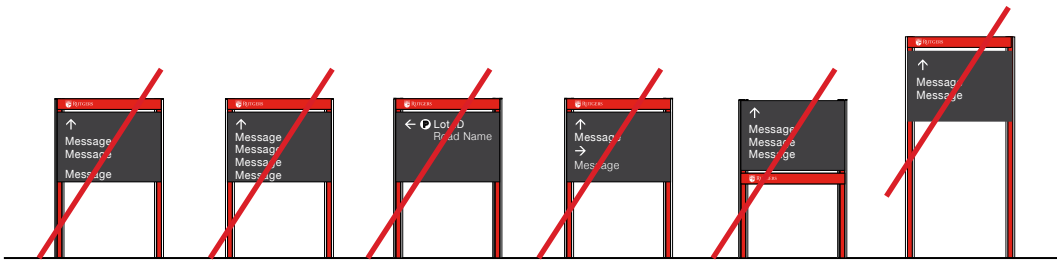
PNL.2 (max. message)
3/4" = 1'-0"



PNL.2- Variation (max. message)
1/2" = 1'-0"

PNL.2- Variation
1/2" = 1'-0"
Use where Emergency or Ambulance destination is used.

GRAPHIC LAYOUTS



No more than **ONE** message per sign.

No more than **THREE** lines per message.

Parking messages are **NOT** allowed on a dark grey background.

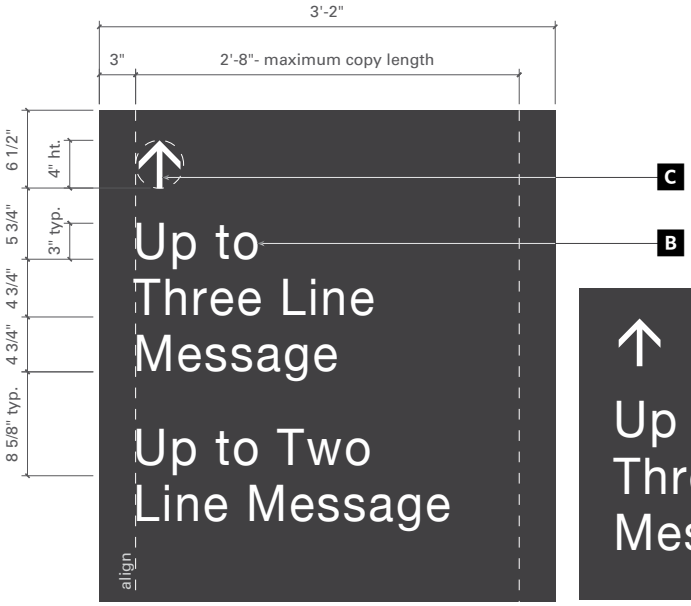
Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Bottom of Panel **MUST** match 27" baseline.

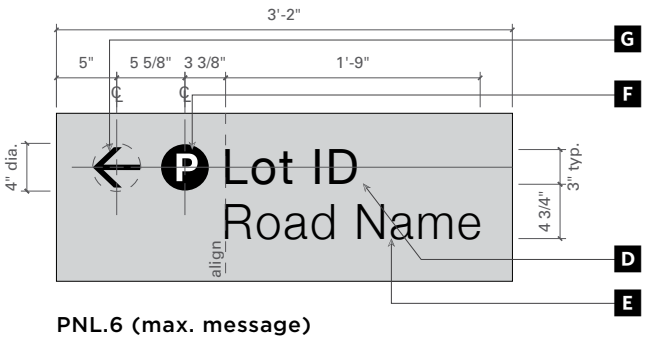
GRAPHIC DON'TS

PNL.1
3/4" = 1'-0"



PNL.3 (max. message)
3/4" = 1'-0"

PNL.2 (max. message)
3/4" = 1'-0"



PNL.6 (max. message)
3/4" = 1'-0"
Multiple lots may be directed to if they are located on the same street.

Specifications

A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.

D Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

E Copy
3" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

F Parking Symbol.eps
4" dia.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl-
P-symbol: **V1.**
Background: **V2.**

G Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.

DR32

DOUBLE POST DIRECTIONAL

Specifications

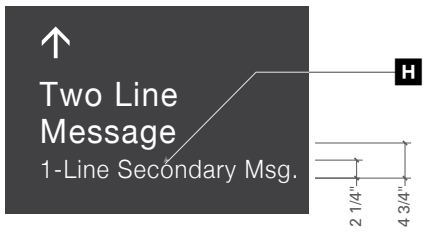
I Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V3.**
Rotate arrow around object center-point.

J Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V3.**

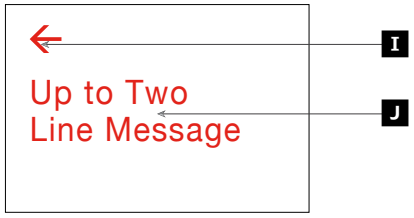
K DoNotEnter_Symbol.eps
4" Diameter.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl-Hash-symbol: **V1.**
Background: **V3.**

M Secondary Copy
2 1/2" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

H Secondary Copy
2 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**



PNL.2- Variation (max. message)
1/2" = 1'-0"

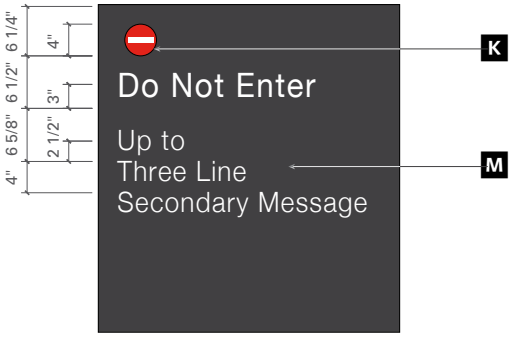


PNL.2- Variation
1/2" = 1'-0"

Use where Emergency or Ambulance destination is used.

PNL.3- Variation (max. message)
1/2" = 1'-0"

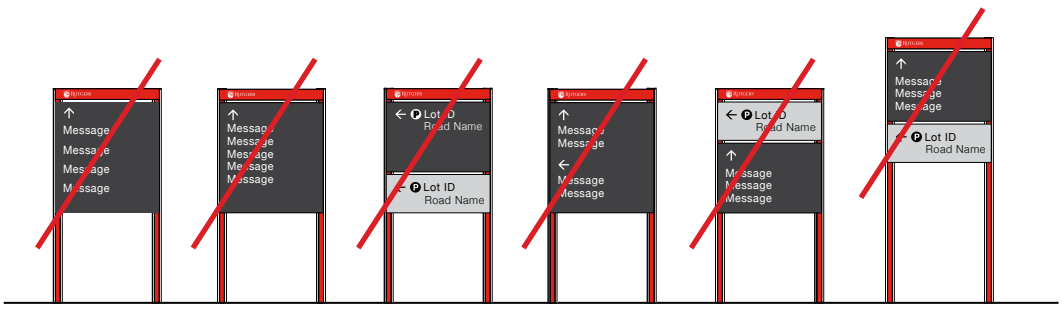
PNL.6- Variation
3/4" = 1'-0"



PNL.3- Variation
1/2" = 1'-0"
Secondary message not to exceed three lines.

PNL.3- Variation (max. message)
1/2" = 1'-0"

GRAPHIC LAYOUTS



No more than **THREE** messages per sign.

No more than **THREE** lines per message.

Parking messages are **NOT** allowed on a dark grey background.

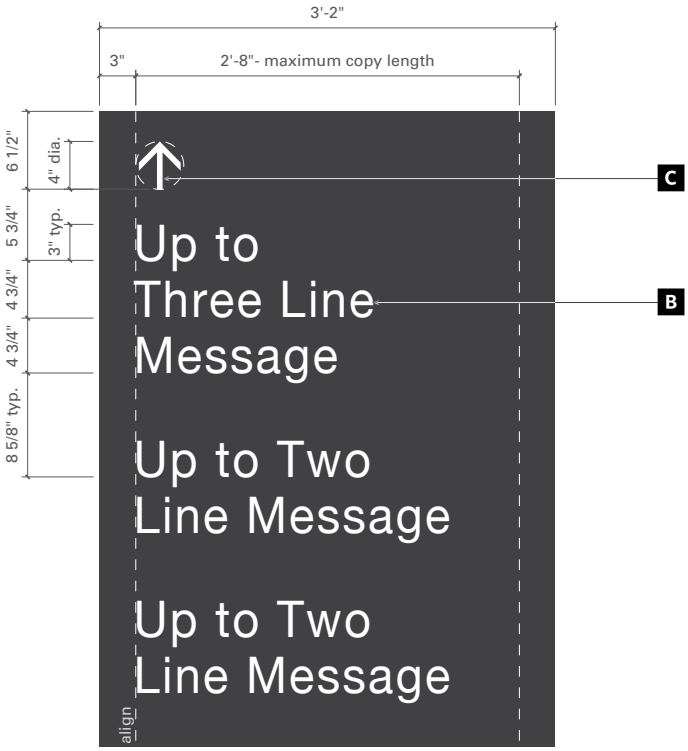
Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Bottom of Panel **MUST** match 27" baseline.

GRAPHIC DON'TS

PNL.1
3/4" = 1'-0"



PNL.4 (max. message)
3/4" = 1'-0"

PNL.2 (max. message)
3/4" = 1'-0"

Specifications

A **RU_Logotype.eps**
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B **Copy**
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C **Arrow_Symbol.eps**
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

DR33

DOUBLE POST DIRECTIONAL

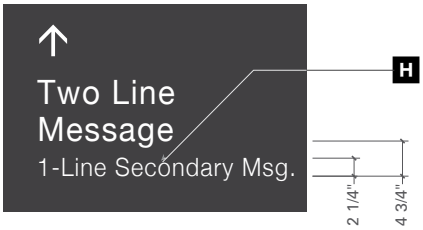
Specifications

I Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V3.**
Rotate arrow around object center-point.

J Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V3.**

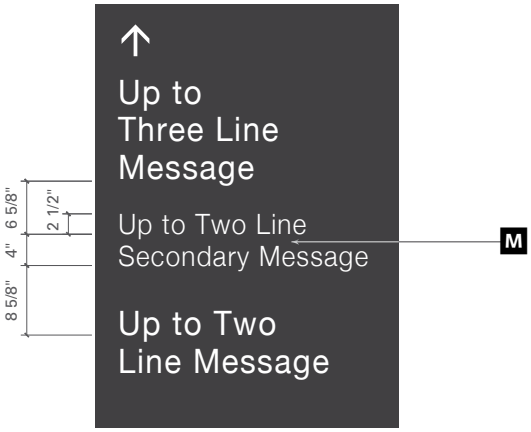
M Secondary Copy
2 1/2" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

H Secondary Copy
2 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**



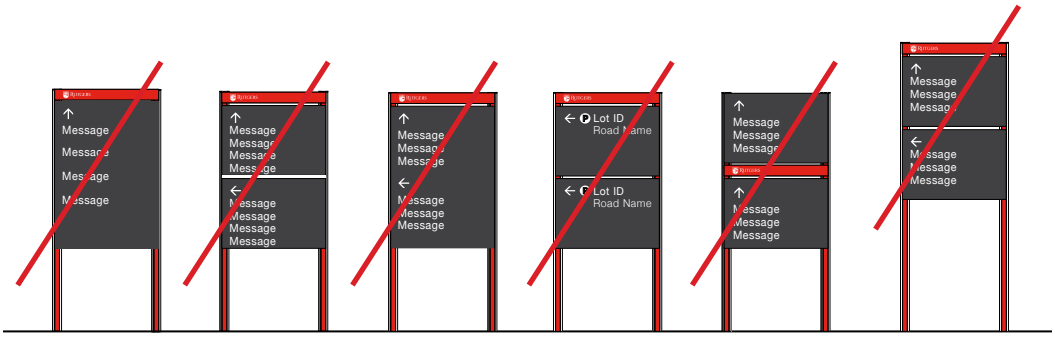
PNL.2- Variation (max. message)
1/2" = 1'-0"

PNL.2- Variation
1/2" = 1'-0"
Use where Emergency or Ambulance destination is used.



PNL.4- Variation (max. message)
1/2" = 1'-0"

GRAPHIC LAYOUTS



No more than **THREE** messages per sign.

No more than **THREE** lines per message.

Only **ONE** arrow direction per panel.

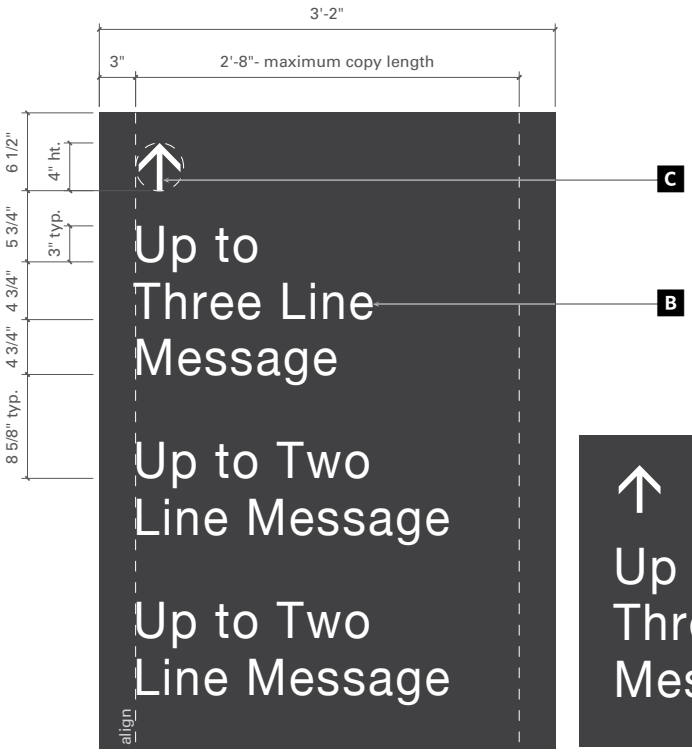
Parking messages are **NOT** allowed on a dark grey background.

Do **NOT** rearrange panel order.

Bottom of Panel **MUST** match 27" baseline.

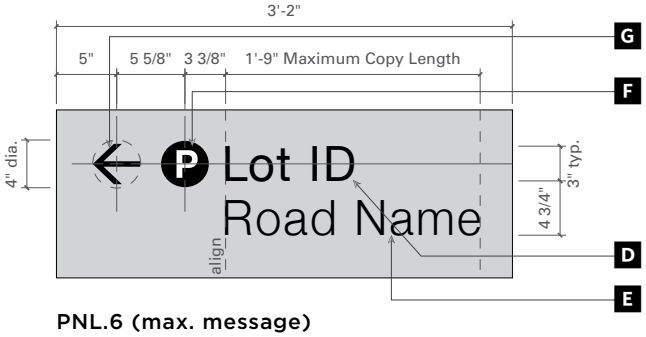
GRAPHIC DONT'S

PNL.1
3/4" = 1'-0"



PNL.4 (max. message)
3/4" = 1'-0"

PNL.2 (max. message)
3/4" = 1'-0"



PNL.6 (max. message)
3/4" = 1'-0"

Specifications

A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.

D Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

E Copy
3" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

F Parking Symbol.eps
4" dia.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl-
P-symbol: **V1.**
Background: **V2.**

G Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

DR34

DOUBLE POST DIRECTIONAL

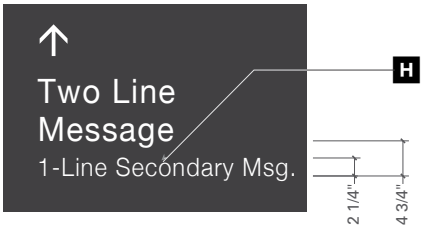
Specifications

H Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V3.**
Rotate arrow around object center-point.

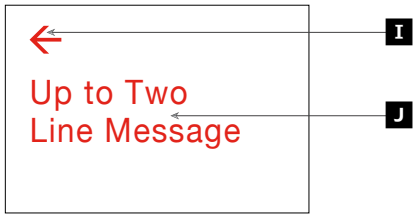
I Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V3.**

J Secondary Copy
2 1/2" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

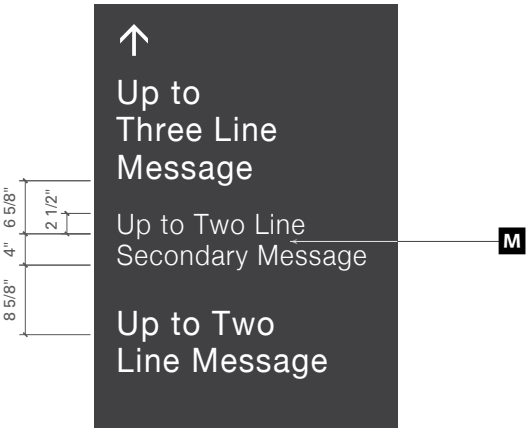
K Secondary Copy
2 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**



PNL.2- Variation (max. message)
1/2" = 1'-0"



PNL.2- Variation
1/2" = 1'-0"

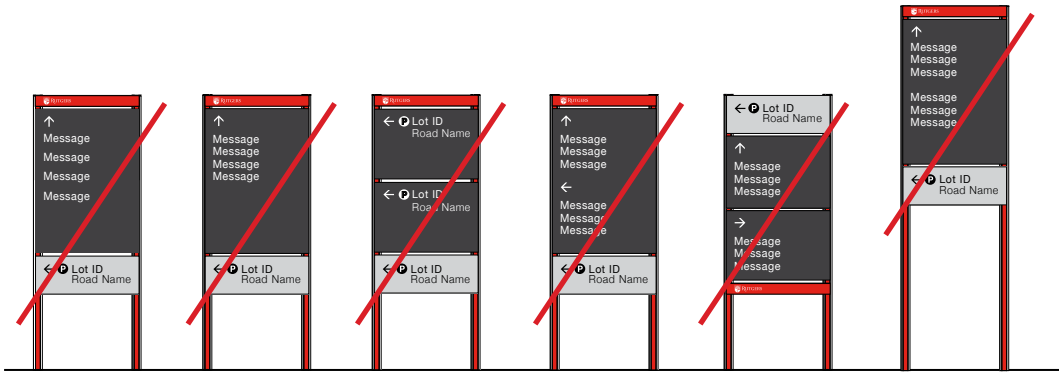


PNL.4- Variation (max. message)
1/2" = 1'-0"

DR30_PNL.6- Variation
3/4" = 1'-0"

PNL.6- Variation
3/4" = 1'-0"
Multiple lots may be directed to if they are located on the same street.

GRAPHIC LAYOUTS



No more than **FOUR** messages per sign.

No more than **THREE** lines per message.

Parking messages are **NOT** allowed on a dark grey background.

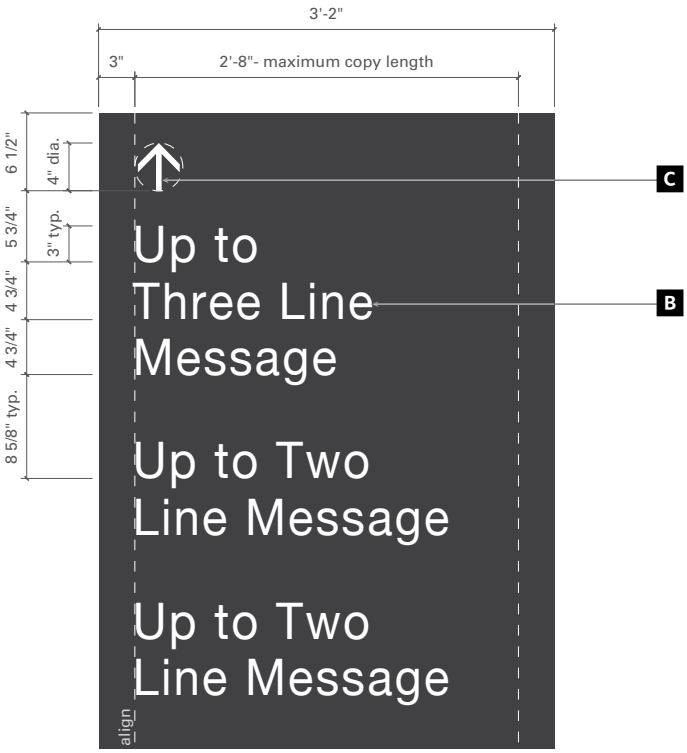
Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Bottom of Panel **MUST** match 27" baseline.

GRAPHIC DON'TS

PNL.1
3/4" = 1'-0"



PNL.4 (max. message)
3/4" = 1'-0"

PNL.2 (max. message)
3/4" = 1'-0"

PNL.5 (max. message)
3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

Specifications

A **RU_Logotype.eps**
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B **Copy**
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C **Arrow_Symbol.eps**
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.

DR35

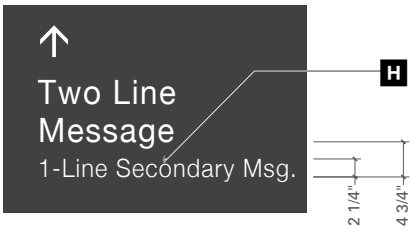
DOUBLE POST DIRECTIONAL

Specifications

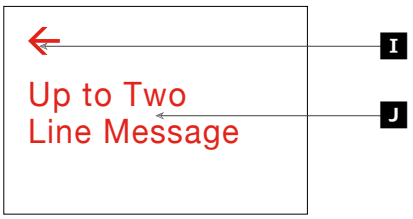
I Arrow_Symbol.eps
4” Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V3.**
Rotate arrow around object center-point.

J Copy
3” X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V3.**

M Secondary Copy
2 1/2” X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

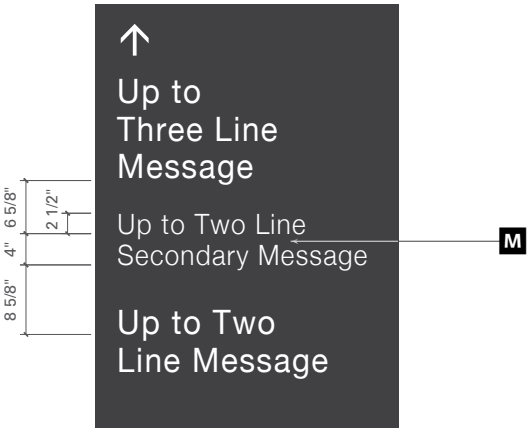


PNL.2- Variation (max. message)
1/2” = 1’-0”



PNL.2- Variation
1/2” = 1’-0”

Use where Emergency or Ambulance destination is used.

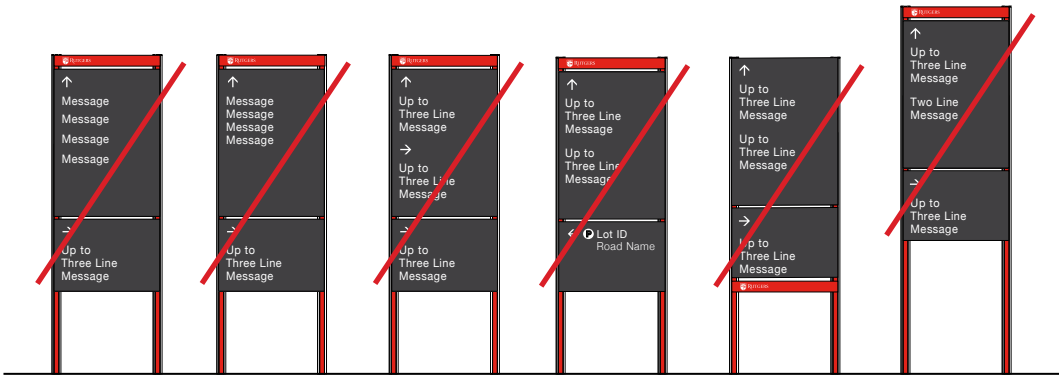


PNL.4- Variation (max. message)
1/2” = 1’-0”

PNL.5- Variation (max. message)
1/2” = 1’-0”

PNL.5- Variation (max. message)
1/2” = 1’-0”

GRAPHIC LAYOUTS



No more than **FOUR** messages per sign.

No more than **THREE** lines per message.

No more than **ONE** arrow direction per panel.

NO parking messages allowed on dark grey panel.

Do **NOT** rearrange panel order.

Bottom of Panel **MUST** match 27” baseline.

GRAPHIC DONT’S

SUB-SECTION

SECTION D:

DR40 SERIES

DR40 Series – Double Post: Parking Only

DR40 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct vehicular directional for your needs.

A. Analyze location and space availability.

B. Determine the number of parking messages you require.

C. Determine message lengths and character (letter) counts for each message. Are your messages 1, 2 or 3 lines long?

D. Select from the typical module heights based on previous steps. See graphic layout pages for sample typographic layouts.

E. Review graphic don'ts to ensure proper selection.

Guidelines

- Provide sequential vehicular guidance throughout the campus with strategic placement and programmed messaging.
- Reinforce the brand equity in the built environment with accent color and Rutgers logo-type.
- Use as a single or double sided sign. Message standards apply to both sides.
- Do not re-arrange panel order. Rutgers header is always at the top. See graphic layout page for graphic don'ts.
- One arrow direction per panel.
- Arrow order should be as follows: Up (Straight), Left, Right.

Helpful Hints

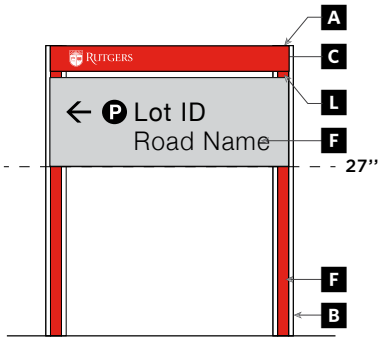
- Keep in mind the intuitive path of the user when locating and specifying exterior directional signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

DR40 SERIES:			
	1 PARK	2 PARK	3 PARK
1 ARROW	DR41	N/A	N/A
2 ARROW	N/A	DR42	N/A
3 ARROW	N/A	N/A	DR43

Questions? Please contact xxxxx

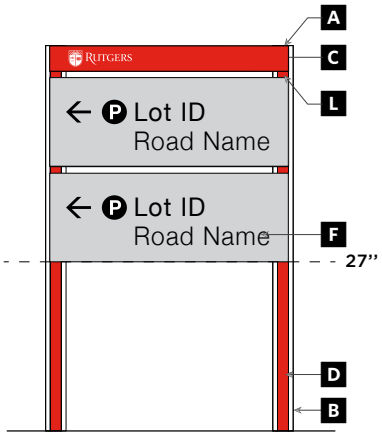
DR40 Series – Double Post: Parking Only

DR41



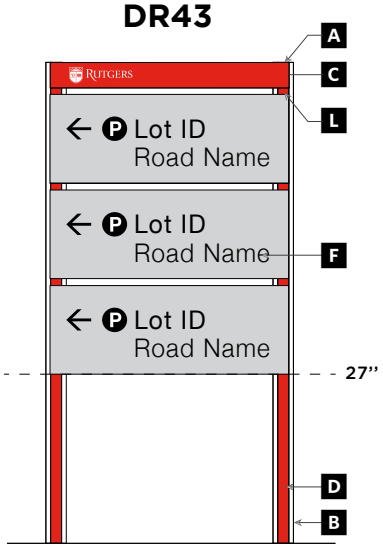
Configuration 1

DR42



Configuration 1

DR43



Configuration 1

J Full length filler panels are used for single sided signs only. (not shown)

G Stop panel below grade line. (not shown)

CONFIGURATIONS

DR41 PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	2	4
F PNL.2	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

DR42 PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
F PNL.2	2	4
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

DR43 PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	6	12
F PNL.2	3	6
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

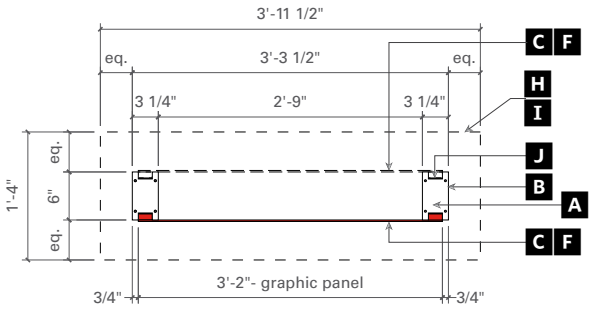
* Reference Appendix section for specifications for sign post.

PARTS

DR40 Series – Double Post: Parking Only

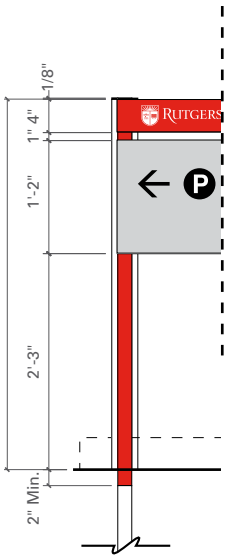
Specifications

Refer to page 2D.2 & 2D.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

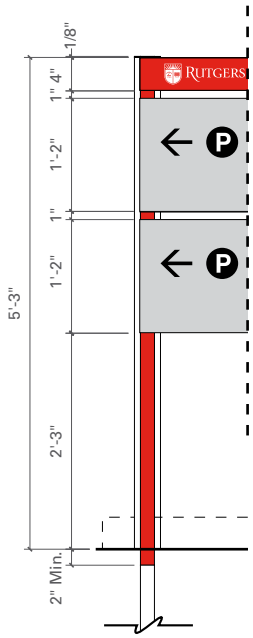


DR40 Series
1/2" = 1'-0"

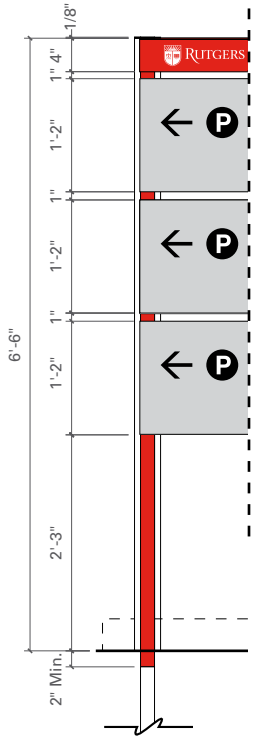
Plan Elevation-
Single side Sign
(double side panels shown dashed)



DR41
1/2" = 1'-0"



DR42
1/2" = 1'-0"

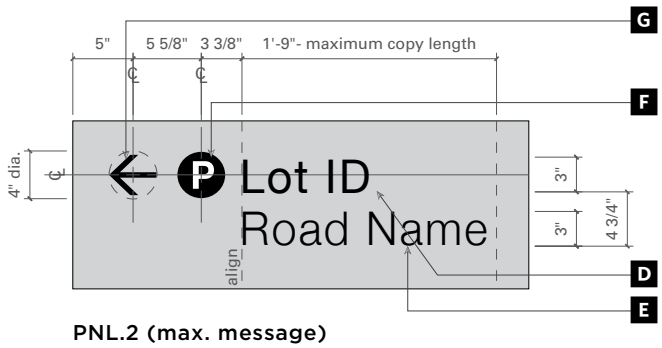


DR43
1/2" = 1'-0"

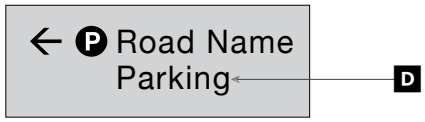
ELEVATION

DR41-43

DOUBLE POST: PARKING ONLY



PNL.2 (max. message)
3/4" = 1'-0"



PNL.2- Variation
3/4" = 1'-0"

PNL.2- Variation
3/4" = 1'-0"
Multiple lots may be directed to if they are located on the same street.

Specifications

D Copy
3" X-cap Height.
Type :Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

E Copy
3" X-cap Height.
Type:
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

G Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.

F Parking_Symbol.eps
4" Diameter.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.

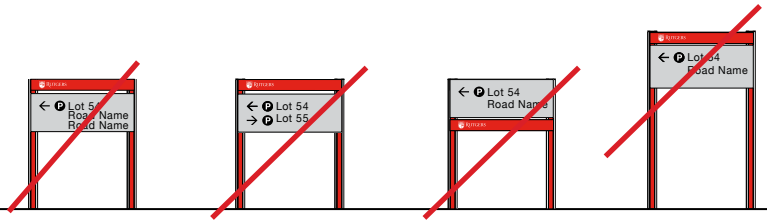
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

DR41-43

DOUBLE POST: PARKING ONLY

DR41



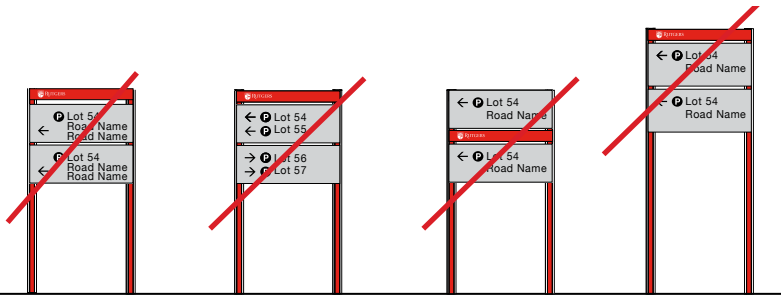
No more than **ONE** address line.

Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Panels must **MATCH** the 27" baseline.

DR42



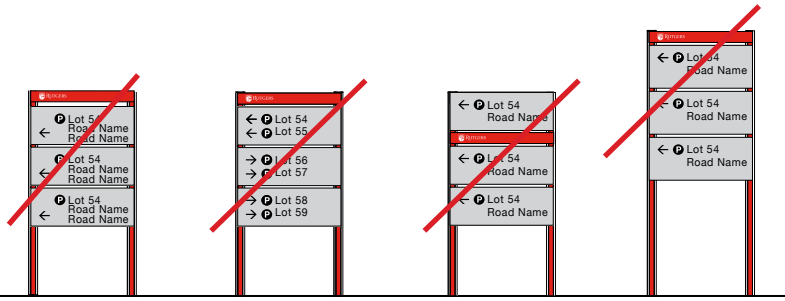
No more than **ONE** address line.

Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Panels must **MATCH** the 27" baseline.

DR43



No more than **ONE** address line.

Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Panels must **MATCH** the 27" baseline.

SUB-SECTION

SECTION D:

DR50 SERIES

DR50 Series – Double Post Wide

DR50 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct vehicular directional for your needs.

A. Analyze location and space availability.

B. Determine the number of messages and parking messages you require.

C. Determine message lengths and character (letter) counts for each message. Are your messages 1, 2 or 3 lines long?

D. Select from the typical module heights based on previous steps. See graphic layout pages for sample typographic layouts.

E. Review graphic don'ts to ensure proper selection.

Guidelines

- Provide sequential vehicular guidance throughout the campus with strategic placement and programmed messaging.
- Reinforce the brand equity in the built environment with accent color and Rutgers logo-type.
- Use as a single or double sided sign. Message standards apply to both sides.
- Do not use parking panels on this sign type.
- Do not re-arrange panel order. Rutgers header is always at the top. See graphic layout page for graphic don'ts.
- One arrow direction per panel.
- One arrow to be used for multiple messages listed in the same direction.
- Arrow order should be as follows: Up (Straight), Left, Right.
- Destinations in the same direction (on the same panel) should be listed nearest to farthest.

Helpful Hints

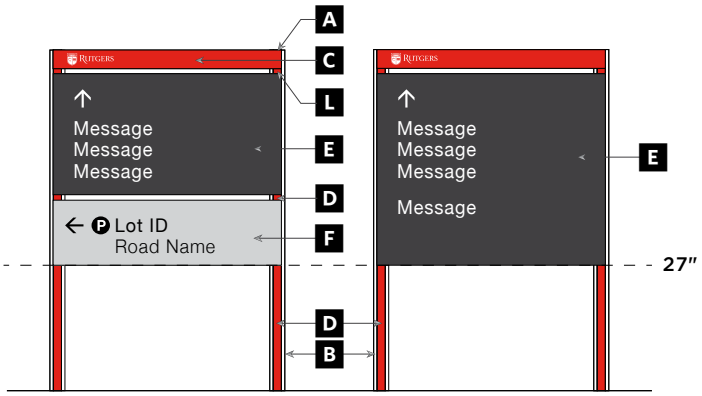
- Keep in mind the intuitive path of the user when locating and specifying exterior directional signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

DR50 SERIES:

	1 MSG	2 MSG	3 MSG	1 MSG + 1 PARK	2 MSG + 1 PARK	3 MSG + 1 PARK
1 ARROW	**DR51** Config. 2	**DR51** Config. 2 **DR52** Config. 1	**DR52** Config. 1	N/A	N/A	N/A
2 ARROW	N/A	**DR52** Config. 2	X	**DR51** Config. 1	**DR53** Config. 1	**DR53** Config. 1
3 ARROW	N/A	N/A	X	N/A	**DR53** Config. 2	X

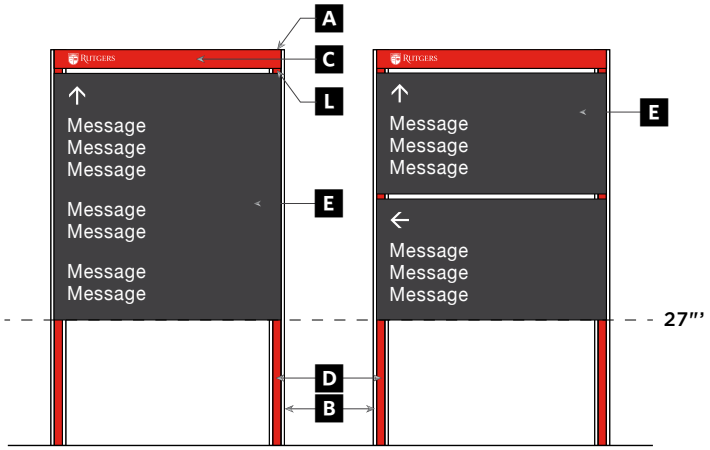
DR50 Series – Double Post Wide

DR51



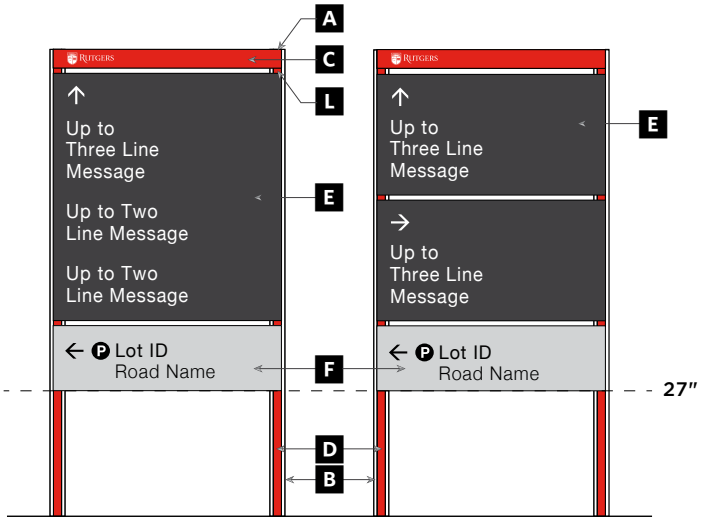
Configuration 1 Configuration 2

DR52



Configuration 1 Configuration 2

DR53



Configuration 1 Configuration 2

J Full length filler panels are used for single side signs only. (not shown)

G Stop panel below grade line. (not shown)

DR50 Series – Double Post Wide

DR51 PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	2	4
E PNL.2	1	2
F PNL.3	1	2
D FP_1	2	4
J FP_2	4	0
G FP_S		

CONFIGURATION 2:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
D FP_1	1	2
E PNL.2	1	2
J FP_2	2	4

DR52 PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	2	4
E PNL.5	1	2
F PNL.3	2	4
D FP_1	2	0
G FP_S	4	4

CONFIGURATION 2:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	2	4
E PNL.5	2	4
D FP_1	2	0
G FP_S	4	4

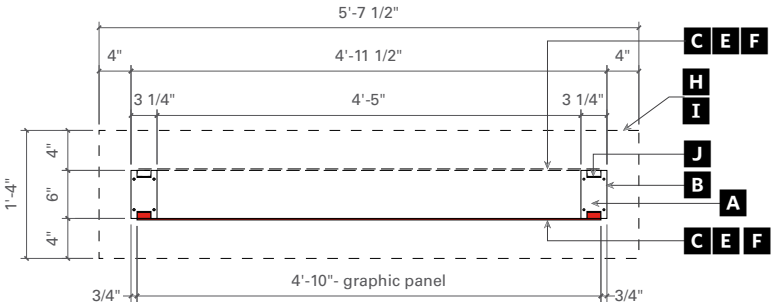
DR53 PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
E PNL.5	1	2
F PNL.3	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

CONFIGURATION 2:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	6	12
F PNL.3	2	4
D FP_1	2	4
E PNL.2	2	4
J FP_2	2	0
G FP_S	4	4

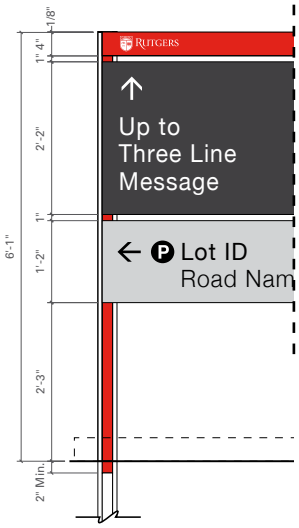
* Reference Appendix section for specifications for sign post.

DR50 Series – Double Post Wide

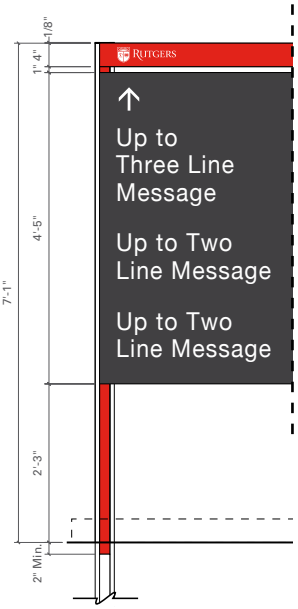


DR5o Series: Configuration 1, 2
1/2" = 1'-0"

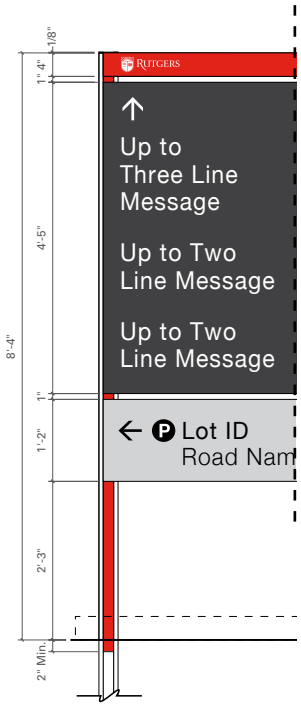
Plan Elevation-
Single side Sign
(double side panels shown dashed)



DR51: Configuration 1
1/2" = 1'-0"



DR52: Configuration 1
1/2" = 1'-0"



DR53: Configuration 1
1/2" = 1'-0"

ELEVATION

Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

DR51

DOUBLE POST WIDE

Specifications

A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

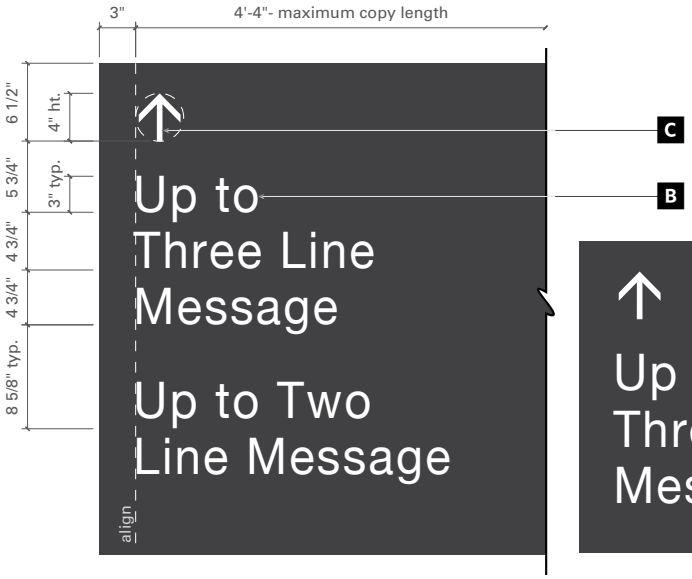
C Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.

D Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

E Copy
3" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

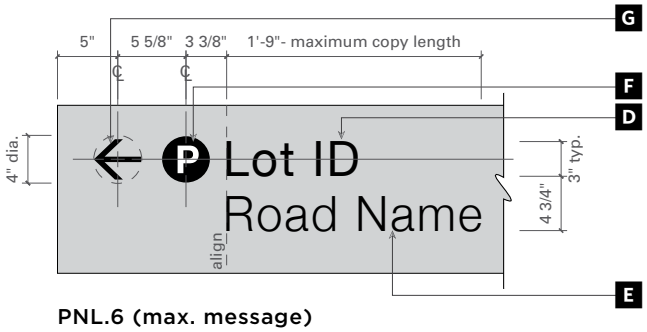
F Parking_Symbol.eps
4" Diameter.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.

G Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.



PNL.3 (max. message)
3/4" = 1'-0"

PNL.2 (max. message)
3/4" = 1'-0"

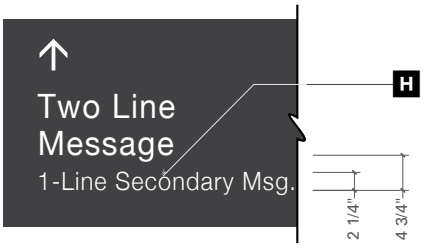


PNL.6 (max. message)
3/4" = 1'-0"

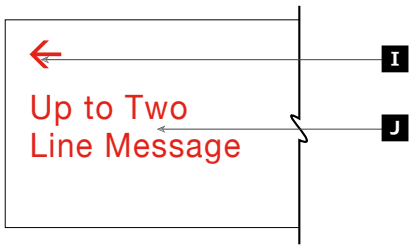
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

DR51

DOUBLE POST WIDE

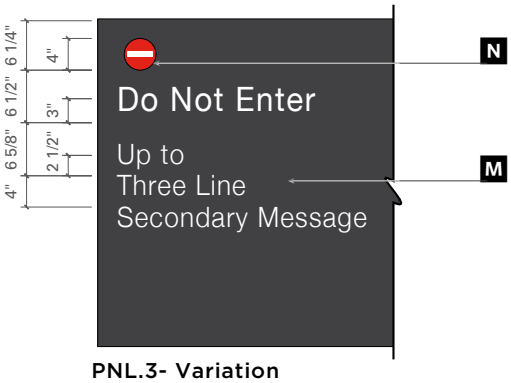


PNL.2- Variation (max. message)
1/2" = 1'-0"



PNL.2- Variation
1/2" = 1'-0"

Use where Emergency or Ambulance destination is used.



PNL.3- Variation
1/2" = 1'-0"
Secondary message not to exceed three lines.

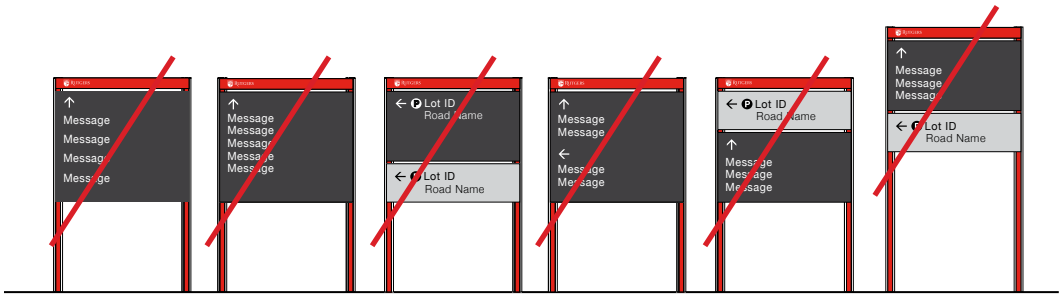
PNL.3- Variation (max. message)
1/2" = 1'-0"

PNL.3- Variation (max. message)
1/2" = 1'-0"

PNL.6- Variation
3/4" = 1'-0"

PNL.6- Variation
3/4" = 1'-0"
Multiple lots may be directed to if they are located on the same street.

GRAPHIC LAYOUTS



No more than **THREE** messages per sign.

No more than **THREE** lines per message.

Parking messages are **NOT** allowed on a dark grey background.

Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Bottom of Panel **MUST** match 27" baseline.

GRAPHIC DONT'S

Specifications

I Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V3.**
Rotate arrow around object center-point.

J Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

N DoNotEnter_Symbol.eps
4" Diameter.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl-
Hash-symbol: **V1.**
Background: **V3.**

M Secondary Copy
2 1/2" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

H Secondary Copy
2 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

DR52

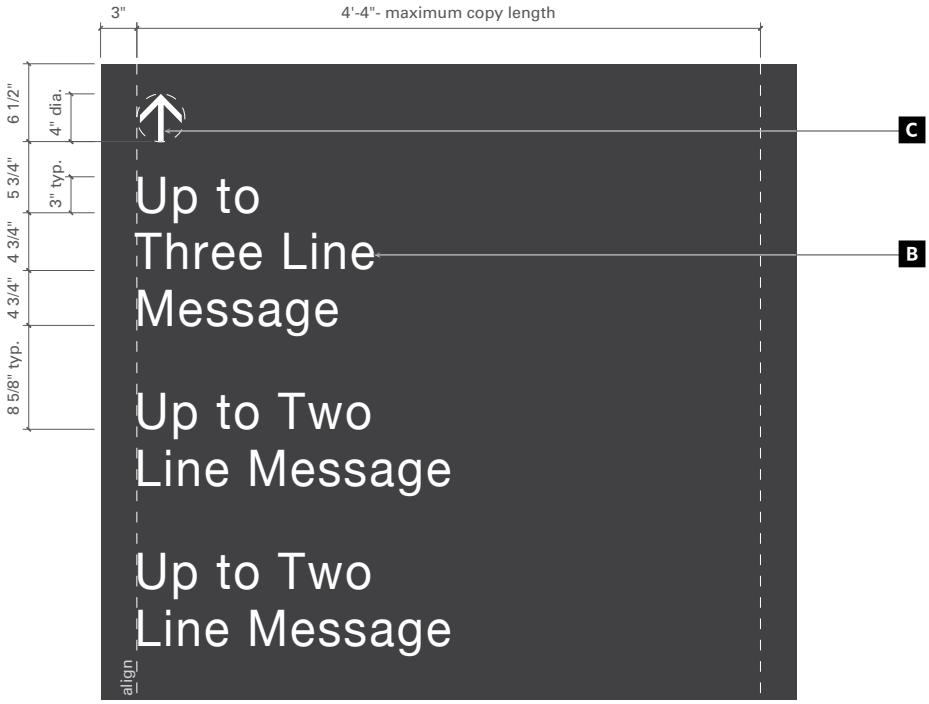
DOUBLE POST WIDE

Specifications

A **RU_Logotype.eps**
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B **Copy**
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C **Arrow_Symbol.eps**
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.

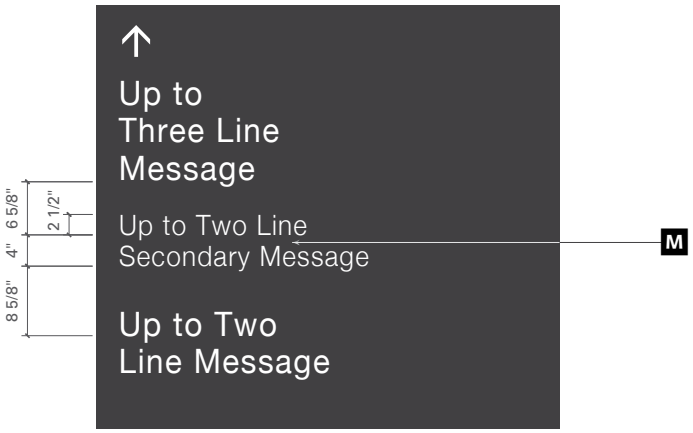


PNL.4 (max. message)
3/4" = 1'-0"

PNL.2 (max. message)
3/4" = 1'-0"

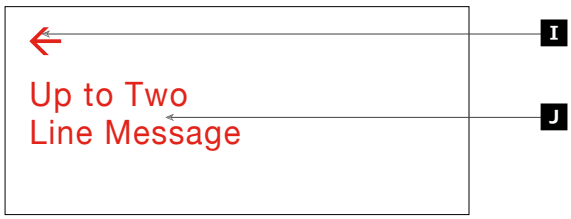
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS



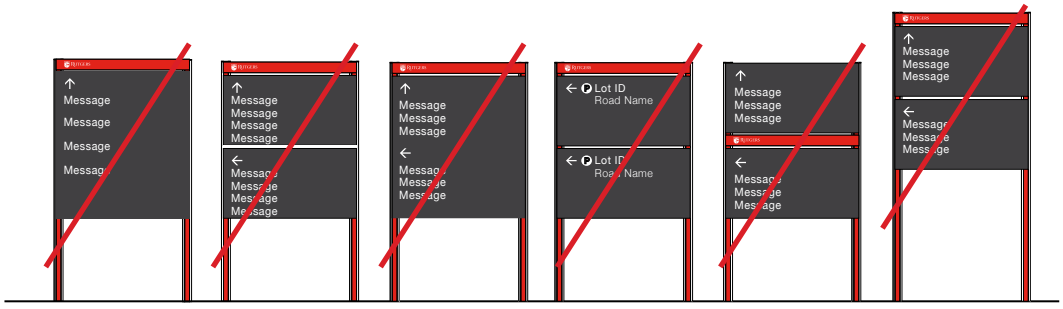
PNL.4- Variation
1/2" = 1'-0"

PNL.2- Variation
1/2" = 1'-0"



PNL.2- Variation
1/2" = 1'-0"
Use where Emergency or Ambulance destination is used.

GRAPHIC LAYOUTS



No more than **THREE** messages per sign.

No more than **THREE** lines per message.

Only **ONE** arrow direction per panel.

Parking messages are **NOT** allowed on a dark grey background.

Do **NOT** rearrange panel order.

Bottom of Panel **MUST** match 27" baseline.

GRAPHIC DONT'S

Specifications

I Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V3.**
Rotate arrow from object center-point.

J Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V3.**

M Secondary Copy
2 1/2" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

H Secondary Copy
2 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

DR53

DOUBLE POST WIDE

Specifications

A **RU_Logotype.eps**
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B **Copy**
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

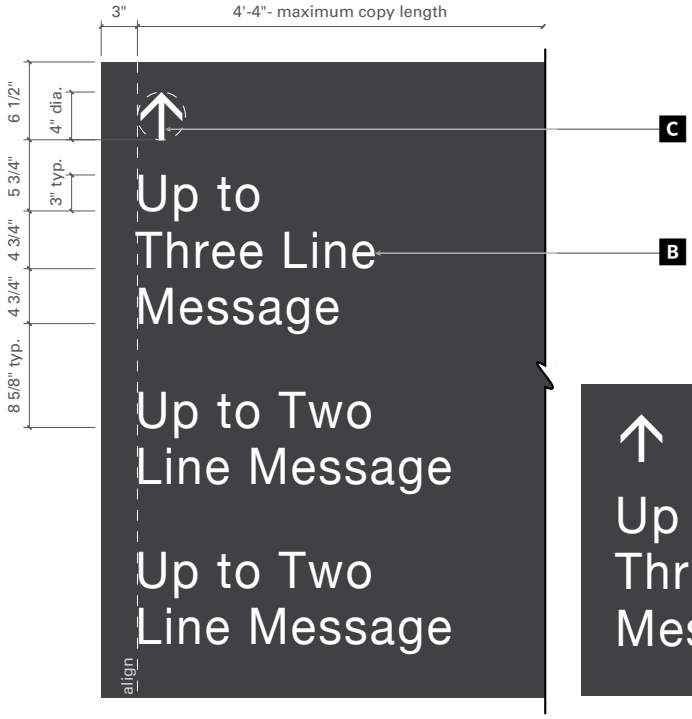
C **Arrow_Symbol.eps**
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.

D **Copy**
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

E **Copy**
3" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

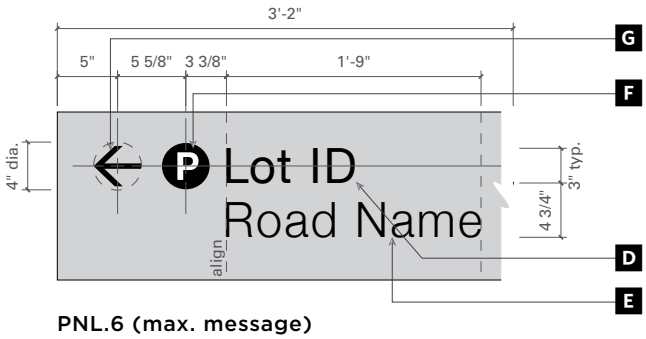
F **Parking_Symbol.eps**
4" Diameter.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.

G **Arrow_Symbol.eps**
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.



PNL.4 (max. message)
3/4" = 1'-0"

PNL.2 (max. message)
3/4" = 1'-0"

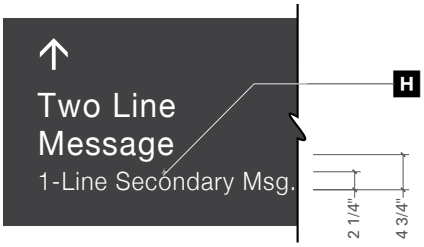


PNL.6 (max. message)
3/4" = 1'-0"

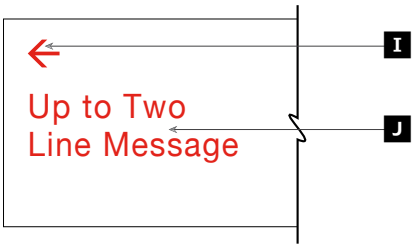
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

DR53

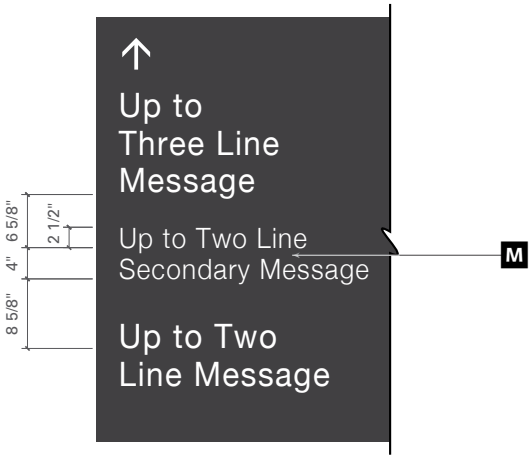
DOUBLE POST WIDE



PNL.2- Variation
1/2" = 1'-0"



PNL.2- Variation
1/2" = 1'-0"



PNL.4- Variation
1/2" = 1'-0"

PNL.6- Variation
3/4" = 1'-0"

PNL.6- Variation
3/4" = 1'-0"
Multiple lots may be directed to if they are located on the same street.

Specifications

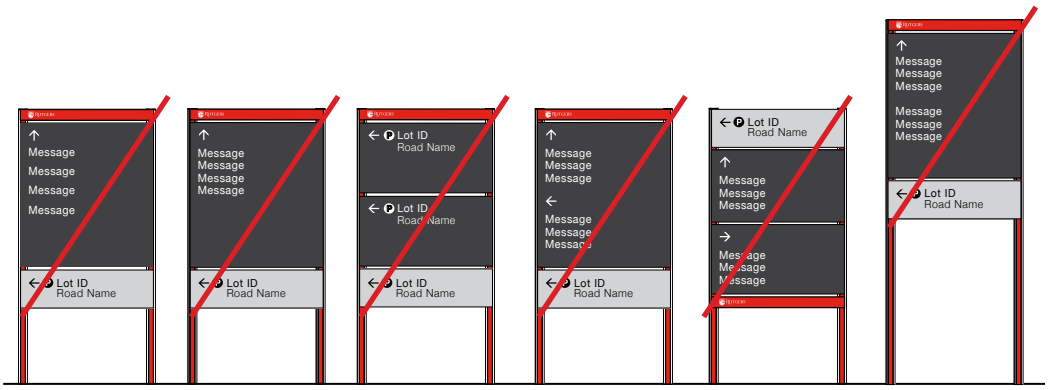
I Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V3.**
Rotate arrow around object center-point.

J Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

M Secondary Copy
2 1/2" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

H Secondary Copy
2 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

GRAPHIC LAYOUTS



No more than **FOUR** messages per sign.

No more than **THREE** lines per message.

Parking messages are **NOT** allowed on a dark grey background.

Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Bottom of Panel **MUST** match 27" baseline.

GRAPHIC DONT'S

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SUB-SECTION

SECTION D:

DR60 SERIES

DR60 Series – Double Post Wide: Parking

DR60 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development.

Guidelines

- Provide sequential vehicular guidance throughout the campus with strategic placement and programmed messaging.
- Reinforce the brand equity in the built environment with accent color and Rutgers logo-type.
- Use as a single or double sided sign. Message standards apply to both sides.
- Do not re-arrange panel order. Rutgers header is always at the top. See graphic layout page for graphic don'ts.
- One arrow direction per panel.
- Arrow order should be as follows: Up (Straight), Left, Right.

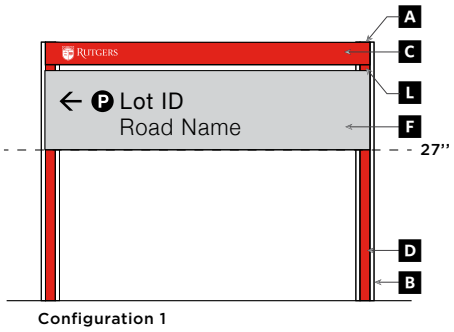
DR60 SERIES:			
	1 PARK	2 PARK	3 PARK
1 ARROW	DR63	N/A	N/A
2 ARROW	N/A	DR62	N/A
3 ARROW	N/A	N/A	DR61

Helpful Hints

- Keep in mind the intuitive path of the user when locating and specifying exterior directional signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

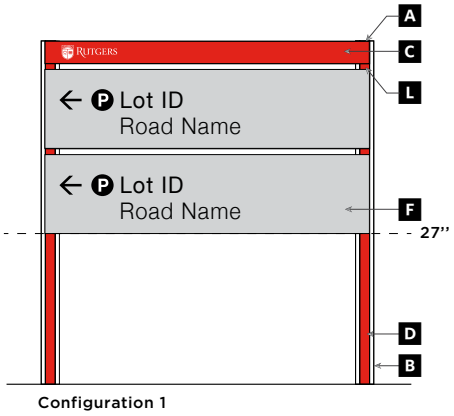
DR60 Series – Double Post Wide: Parking

DR61



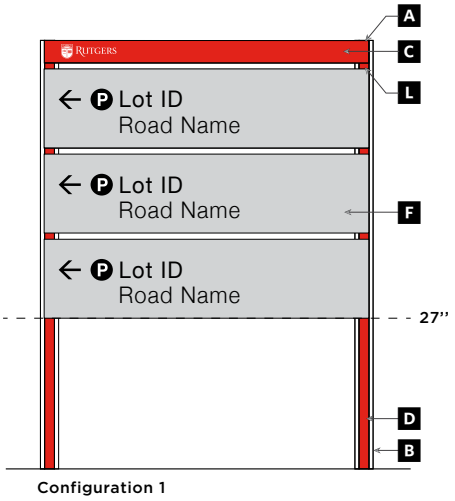
Configuration 1

DR62



Configuration 1

DR63



Configuration 1

J Full length filler panels are used for single sided signs only. (not shown)

G Stop panel below grade line. (not shown)

CONFIGURATIONS

DR61 PART COUNTS

CONFIGURATION 1:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	2	4
F PNL.2	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

DR62 PART COUNTS

CONFIGURATION 1:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	2	4
F PNL.2	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

DR63 PART COUNTS

CONFIGURATION 1:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	2	4
F PNL.2	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

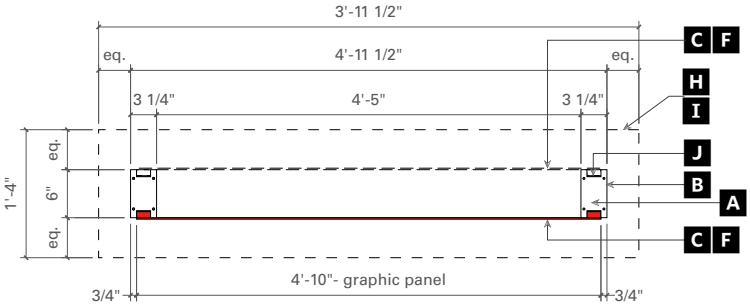
* Reference Appendix section for specifications for sign post.

PARTS

DR60 Series – Double Post Wide: Parking

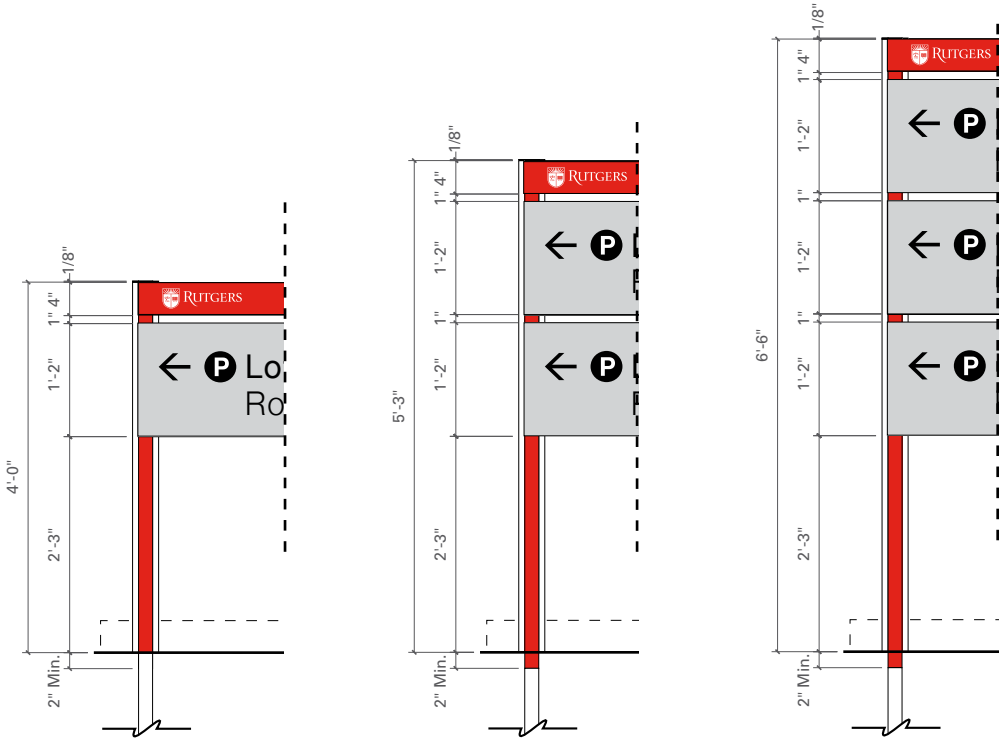
Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications



DR60 Series
1/2" = 1'-0"

Plan Elevation-
Single side Sign
(double side panels shown dashed)



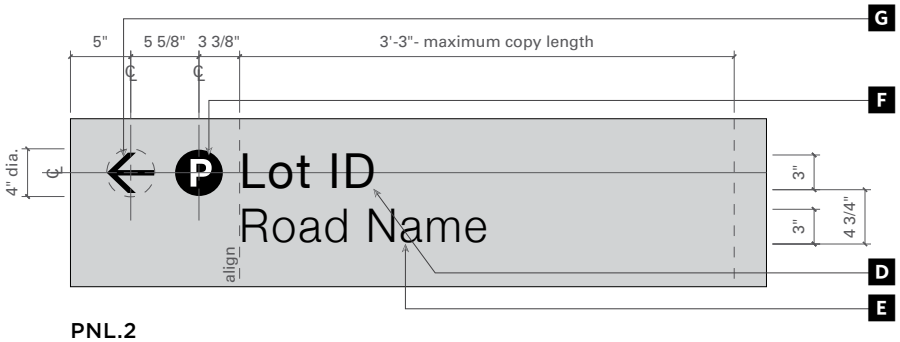
DR61
1/2" = 1'-0"

DR62
1/2" = 1'-0"

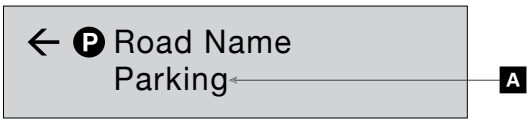
DR63
1/2" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

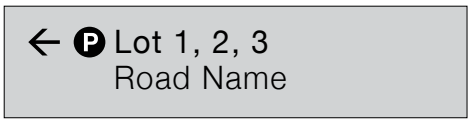
ELEVATION



PNL.2
3/4" = 1'-0"



PNL.2- Variation
1/2" = 1'-0"



PNL.2- Variation
1/2" = 1'-0"
Multiple lots may be directed to if they are located on the same street.

Specifications

D Copy
3" X-cap Height.
Type :Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

E Copy
3" X-cap Height.
Type:
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

G Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.

F Parking_Symbol.eps
4" Diameter.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.

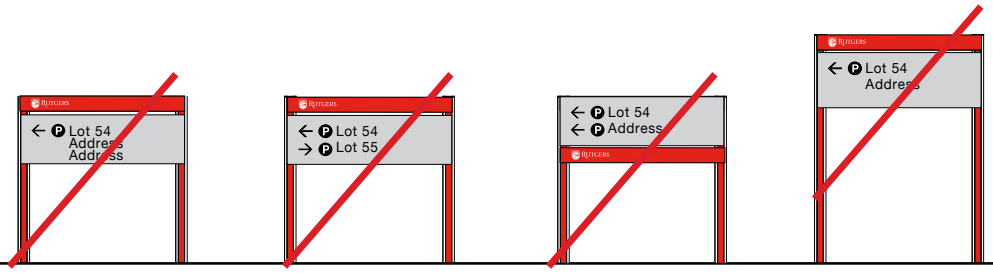
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

DR61-63

DOUBLE POST WIDE: PARKING

DR41



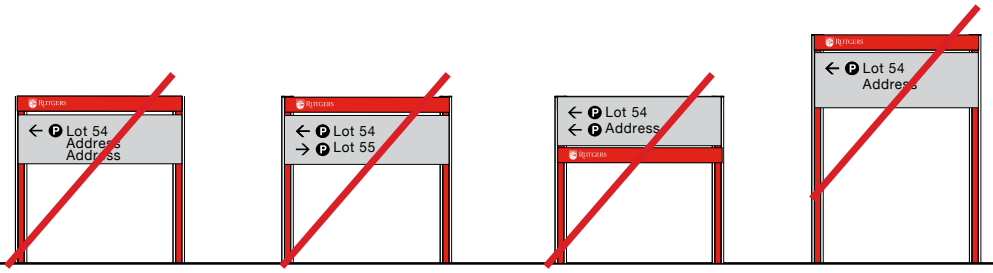
No more than **ONE** address line.

Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Panels must **MATCH** the 27" baseline.

DR42



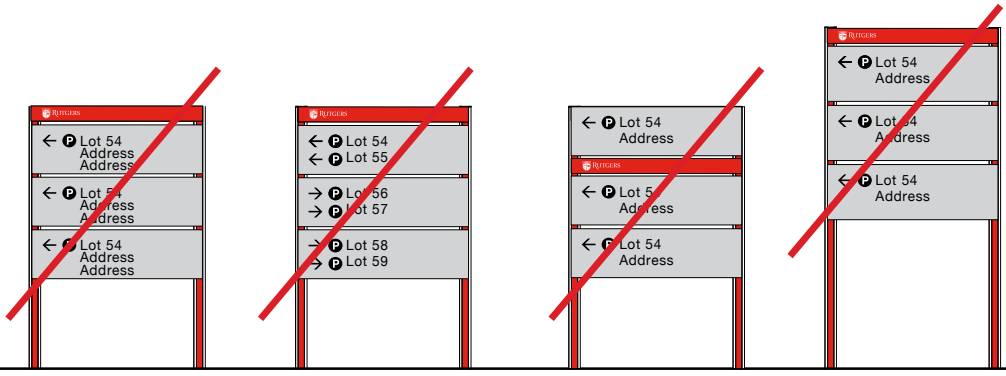
No more than **ONE** address line.

Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Panels must **MATCH** the 27" baseline.

DR43



No more than **ONE** address line.

Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Panels must **MATCH** the 27" baseline.

SUB-SECTION

SECTION D:

DR70 SERIES

DR70 Series – Parking Trailblazer

DR70 Series Overview

Recommended sign type configurations shown. Additional layouts configurations must be approved by Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct vehicular directional for your needs.

A. Analyze location and space availability. DR70 series is used primarily in urban environments where space is limited.

B. Determine parking locations and arrow directions needed.

Guidelines

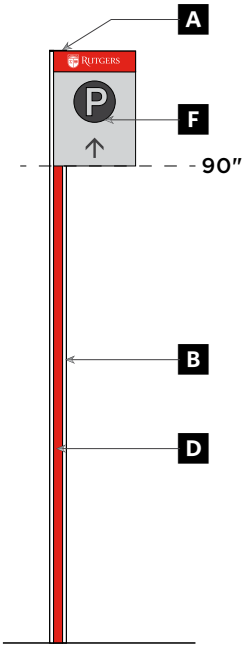
- In an urban environment where space is limited, trailblaze to campus parking if multiple lots are in the same direction.
- Reinforce the brand equity in the built environment with accent color and Rutgers logo-type.
- Use as a single-sided sign only. Two single-sided signs may be mounted to either side of an existing pole or structure.

Helpful Hints

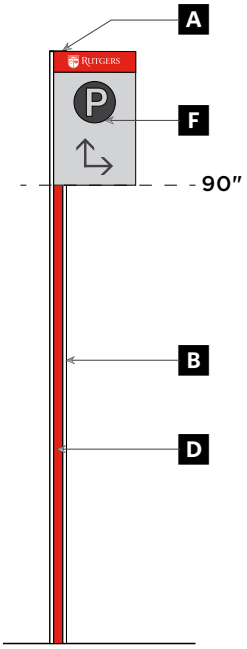
- Keep in mind the intuitive path of the user when locating and specifying exterior directional signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

DR70 SERIES:	
NEW POLE	EXISTING POLE
DR71/ DR72	DR73/ DR74

Questions? Please contact xxxxx



DR71



DR72

J Full length filler panels are used for single sided signs only (not shown)

F Structural attachment angle (not shown)

G Stop panel below grade line (not shown)

CONFIGURATIONS

PART COUNTS

DR71:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	1	N /A
* B SIGN POST	1	N /A
F PNL.1	1	N /A
D FP_1	1	N /A
J FP_2	1	N /A
K ST. ANGLE	1	N /A
G FP_S	2	N /A

PART COUNTS

DR72:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	1	N /A
* B SIGN POST	1	N /A
F PNL.1	1	N /A
D FP_1	1	N /A
J FP_2	1	N /A
K ST. ANGLE	1	N /A
G FP_S	2	N /A

* Reference Appendix section for specifications for sign post.

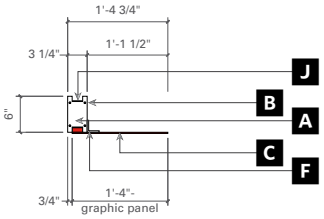
PARTS

DR71-72

PARKING TRAILBLAZER

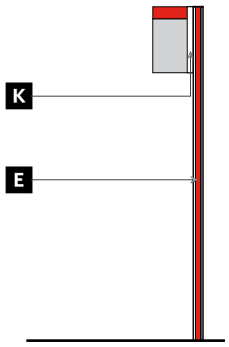
Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

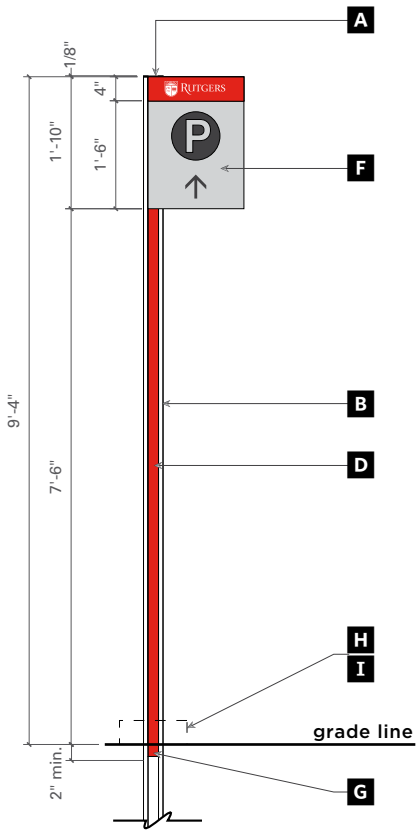


DR71
1/2" = 1'-0"

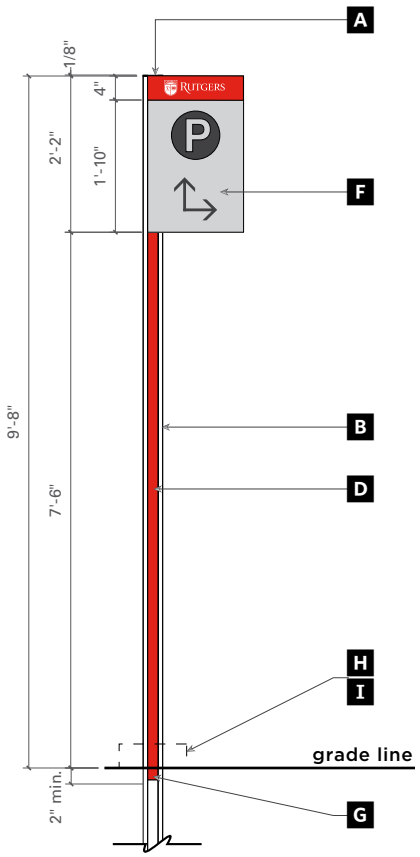
Plan Elevation-
Single side Sign



Back Elevation-
Single side Sign



DR71
3/8" = 1'-0"

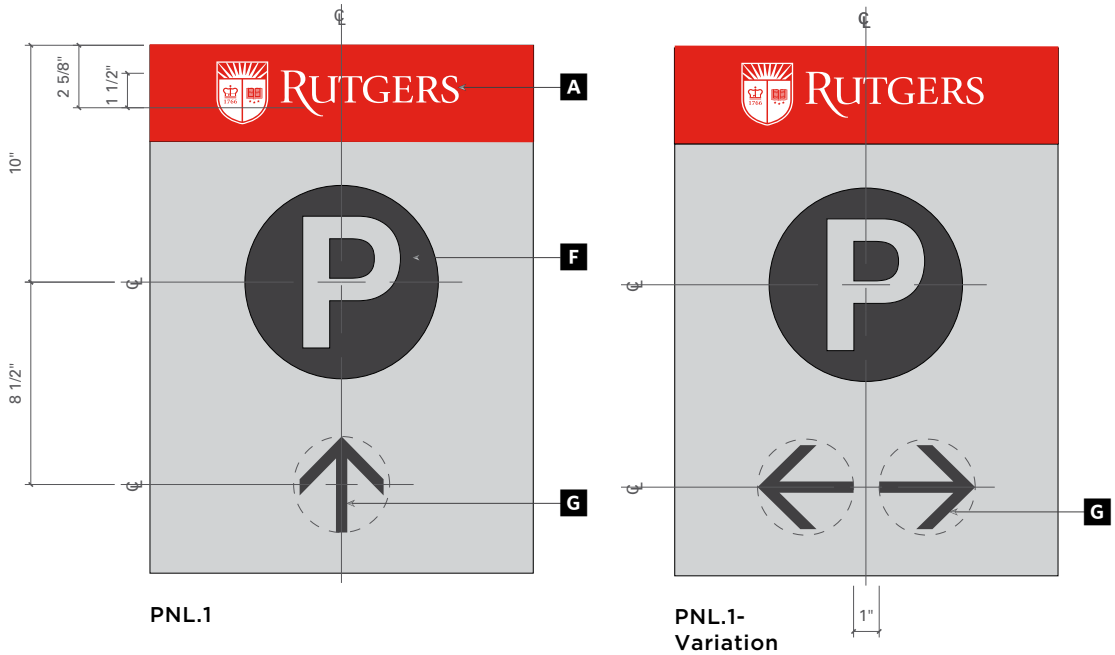


DR72
3/8" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

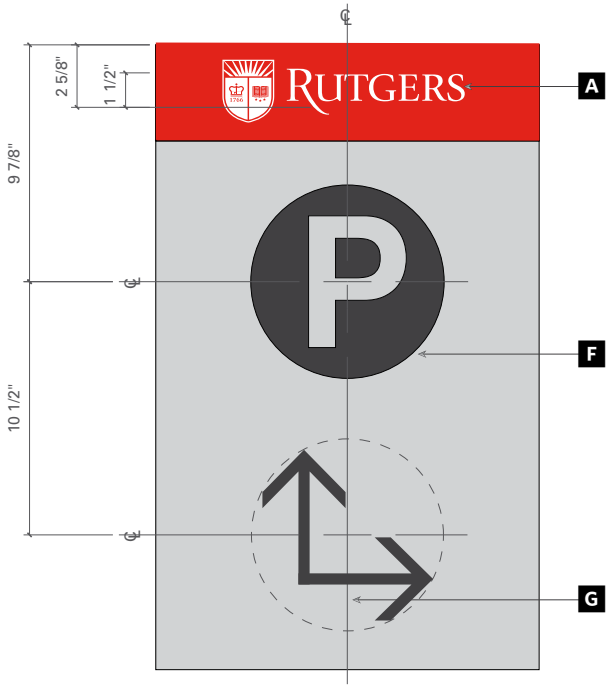
DR71



PNL.1

PNL.1-
Variation

DR72



PNL.1

Specifications

A **RU_Logotype.eps**
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface
of panel.
Applied Vinyl: **V1.**

F **Parking_Symbol.eps**
8" Height.
Artwork provided by client.
Apply to front surface
of panel.
Applied Vinyl: **V2.**
Rotate arrow from
object center-point.

G **Arrow_Symbol.eps**
4" Height.
Artwork provided by client.
Apply to front surface
of panel.
Applied Vinyl: **V1.**
Rotate arrow around
object center-point.

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

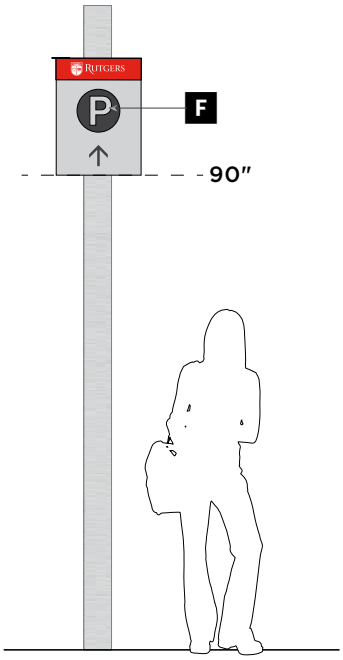
GRAPHIC LAYOUTS

DR73-74

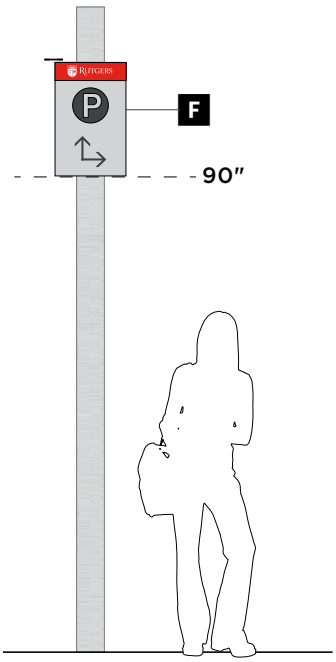
PARKING TRAILBLAZER

Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

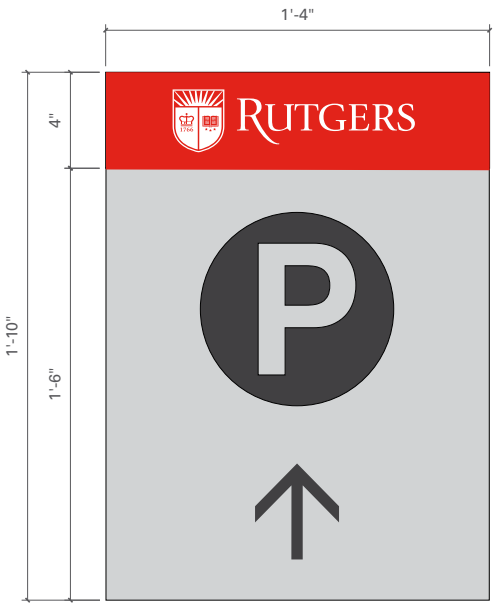


DR73

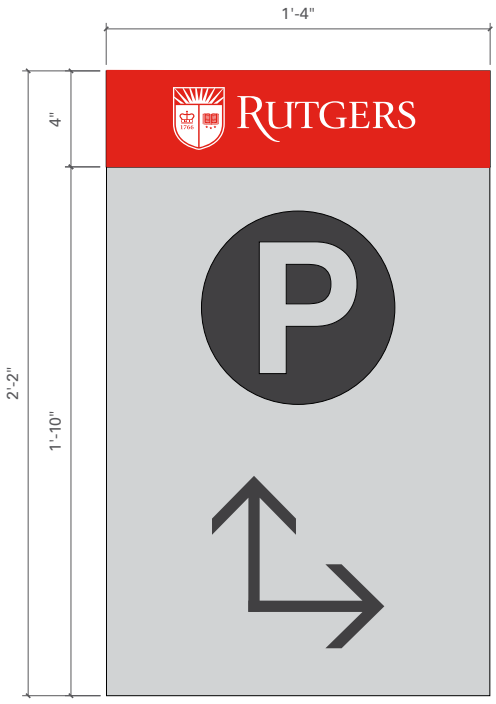


DR74

CONFIGURATIONS



DR73

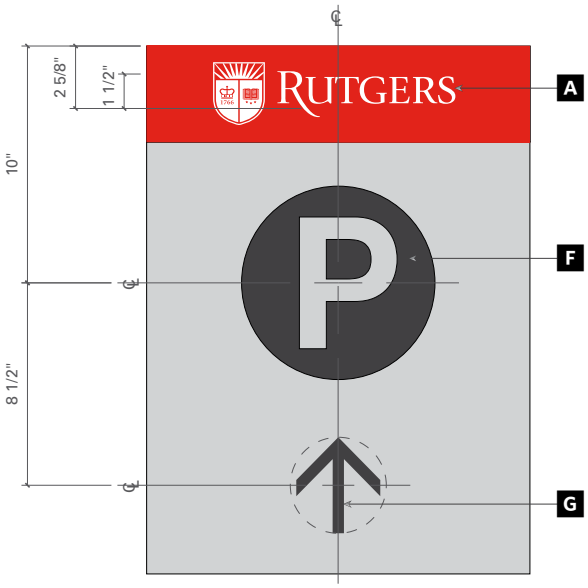


DR74

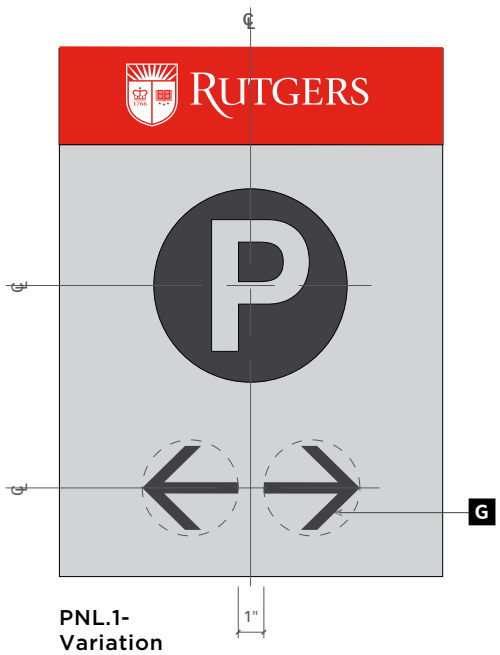
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

DR73

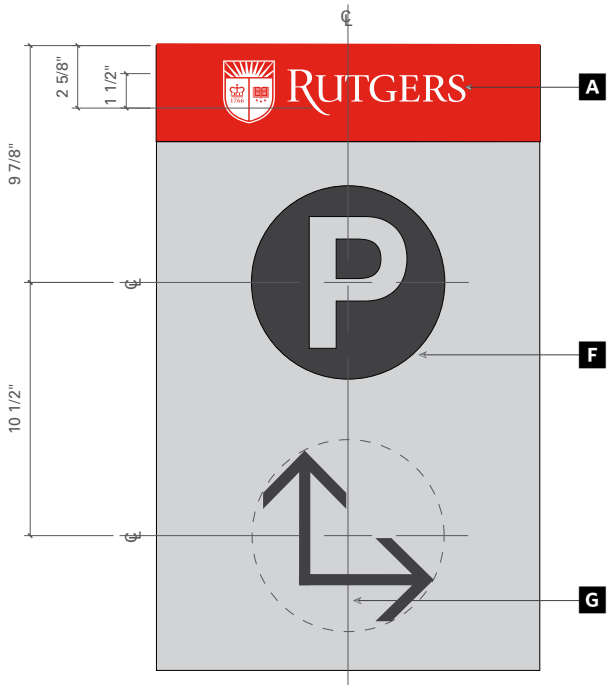


PNL.1



PNL.1-
Variation

DR74



PNL.1

Specifications

A RU_Logotype.eps
11/2" T-cap height.
Artwork provided by client.
Apply to front surface
of panel.
Applied Vinyl: **V1.**

F Parking_Symbol.eps
8" Height.
Artwork provided by client.
Apply to front surface
of panel.
Applied Vinyl: **V2.**
Rotate arrow from
object center-point.

G Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface
of panel.
Applied Vinyl: **V1.**
Rotate arrow around
object center-point.

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SUB-SECTION

SECTION D:

DR80 SERIES

DR80 Series – Highway Trailblazer

DR80 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development.

Guidelines

- Provide sequential vehicular guidance at the edges of campus or highway exits with strategic placement and programmed messaging.
- Reinforce the brand equity in the built environment with accent color and Rutgers logo-type.
- Use as a single sign only.
- Only primary destinations accessed by first time visitors are to be included on this sign. (i.e visitors center, athletic center)
- Do not re-arrange panel order. Rutgers header is always at the top. See graphic layout page for graphic don'ts.
- One arrow direction per panel.

DR80 SERIES:			
	0 MSG	**1 MSG**	**2 MSG**
1 ARROW	**DR81**	**DR82**	N/A
2 ARROW	N/A	N/A	**DR83**

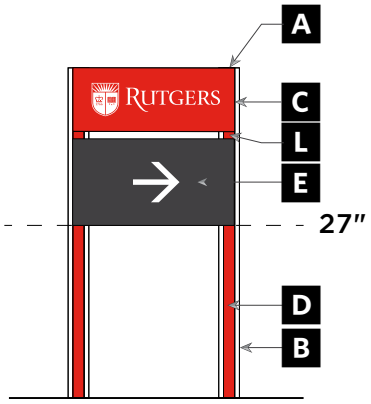
Helpful Hints

- Keep in mind the intuitive path of the user when locating and specifying exterior directional signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

Questions? Please contact xxxxx

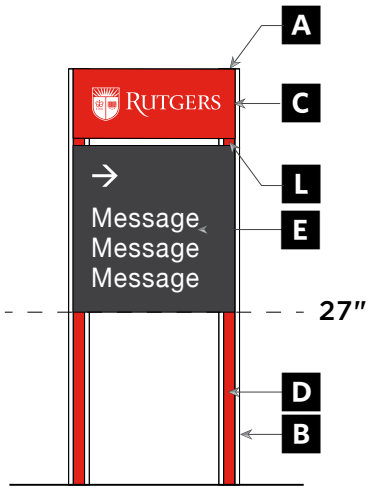
DR80 Series – Highway Trailblazer

DR81



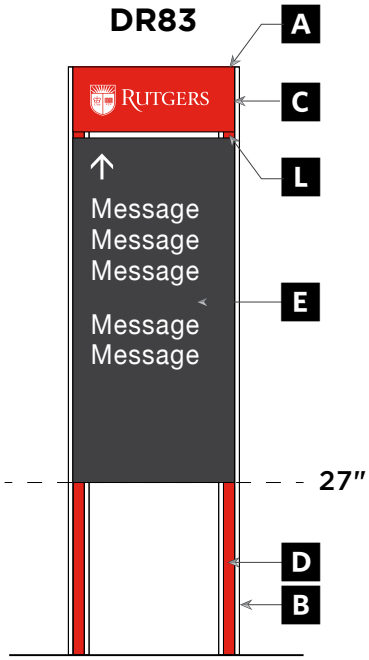
Configuration 1

DR82



Configuration 1

DR83



Configuration 1

J Full length filler panels are used for single sided signs only. (not shown)

G Stop panel below grade line. (not shown)

CONFIGURATIONS

DR81 PART COUNTS

CONFIGURATION 1:	SINGLE SIDED
A POST CAP	2
* B SIGN POST	2
C PNL.1	1
L FP_3	2
E PNL.2	1
D FP_1	2
J FP_2	2
G FP_S	4

DR82 PART COUNTS

CONFIGURATION 1:	SINGLE SIDED
A POST CAP	2
* B SIGN POST	2
C PNL.1	1
L FP_3	4
E PNL.5	1
D FP_1	1
J FP_2	2
G FP_S	4

DR83 PART COUNTS

CONFIGURATION 1:	SINGLE SIDED
A POST CAP	2
* B SIGN POST	2
C PNL.1	1
L FP_3	4
E PNL.5	1
D FP_1	1
J FP_2	2
G FP_S	4

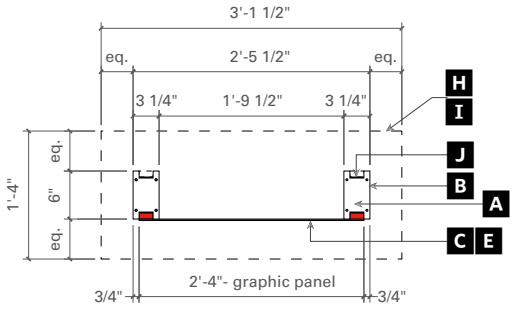
* Reference Appendix section for specifications for sign post.

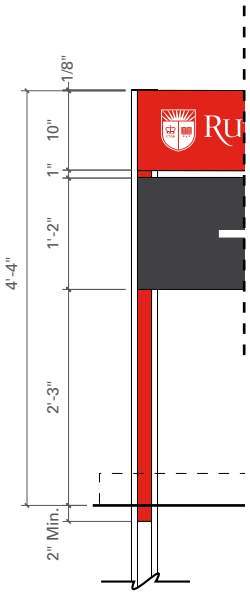
PARTS

DR80 Series – Highway Trailblazer

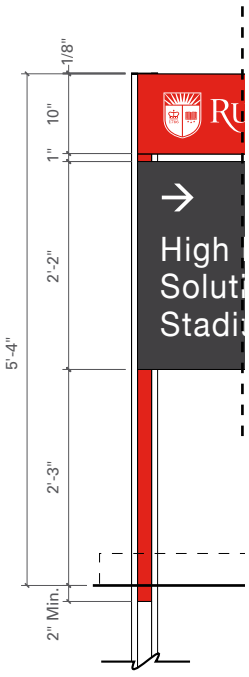
Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

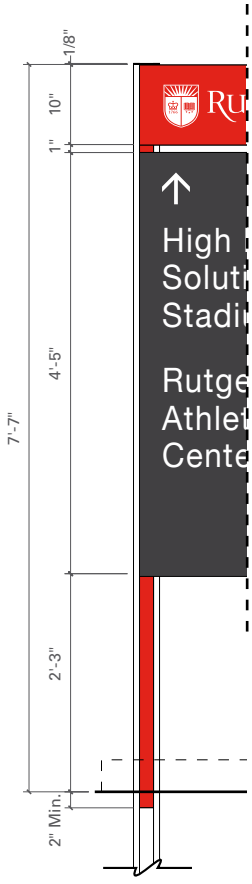




DR81
1/2" = 1'-0"



DR82
1/2" = 1'-0"

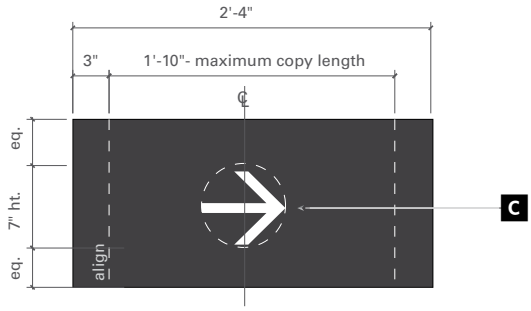


DR83
1/2" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

PNL.1
3/4" = 1'-0"

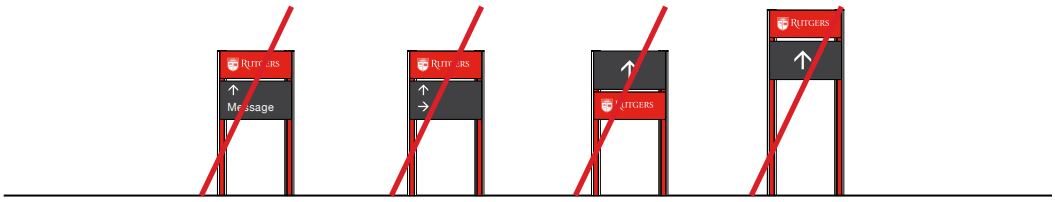


PNL.2 (max. message)
3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

GRAPHIC DON'TS



NO messages are allowed on this sign.

Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Bottom of Panel **MUST** match 27" baseline.

Specifications

A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.

DR82

HIGHWAY TRAILBLAZER

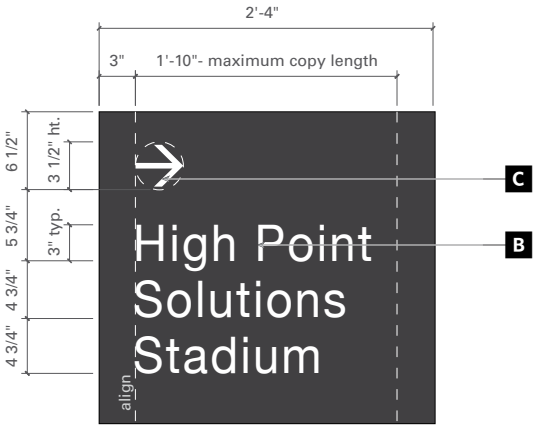
Specifications

A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.

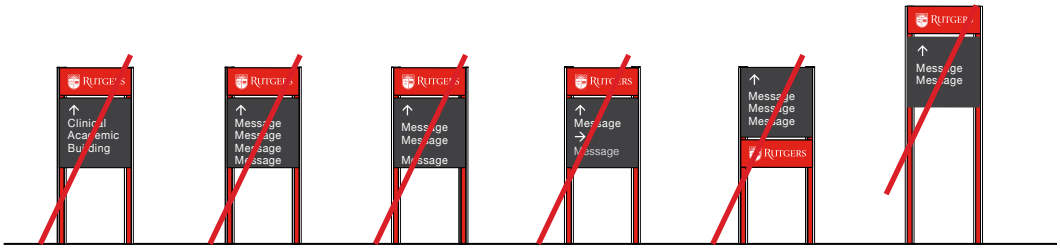
PNL.1
3/4" = 1'-0"



PNL.2 (max. message)
3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS



ONLY direct to primary destinations accessed by first time visitors.

No more than **THREE** lines per message.

No more than **ONE** message per sign.

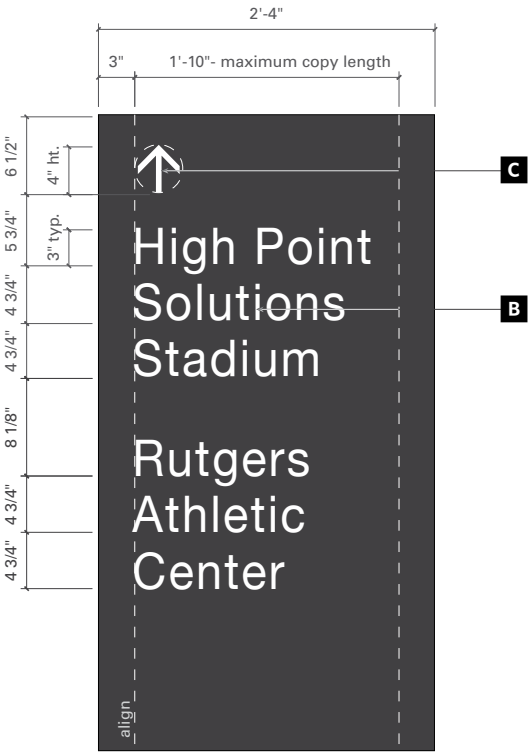
Only **ONE** arrow direction per panel.

Do **NOT** rearrange panel order.

Bottom of Panel **MUST** match 27" baseline.

GRAPHIC DON'TS

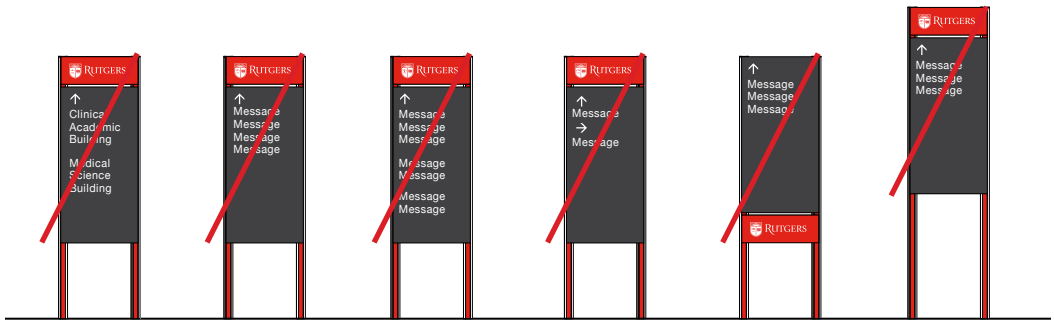
PNL.1
3/4" = 1'-0"



PNL.2 (max. message)
3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUT



ONLY direct to primary destinations accessed by first time visitors.

No more than **THREE** lines per message.

No more than **TWO** messages per sign.

Only **ONE** arrow direction allowed.

Do **NOT** rearrange panel order.

Bottom of Panel **MUST** match 27" baseline.

ELEVATION

Specifications

A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C Arrow_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.

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SECTION E:

PEDESTRIAN WAYFINDING

PDR10 SERIES	PEDESTRIAN DIRECTIONAL
PDR20 SERIES	PEDESTRIAN DIRECTIONAL WITH ORIENTATION MAP
ORT10 SERIES	ORIENTATION MAP

Some pedestrian wayfinding signs were implemented prior to the completion of this Universitywide Standard. These signs have been documented and are represented in this section. There are some pedestrian wayfinding signs that are unique to the Health Science campus and can be found in **Section J** of this manual.

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SUB-SECTION

SECTION E:

PDR10 SERIES

PDR10 Series – Pedestrian Directional

PDR10 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development

Sign Selection Process

Below are the following steps for selecting the correct pedestrian directional for your needs.

A. Determine the number of messages and parking messages you require.

B. Determine message lengths and character (letter) counts for each message. Are your messages 1, 2 or 3 lines long?

C. Select from the typical module heights based on previous steps. See graphic layout pages for sample typographic layouts.

D. Review graphic don'ts to ensure proper selection.

Guidelines

- Provide pedestrians with sequential guidance throughout the campus with strategic placement and programmed messaging.
- Reinforce the brand equity in the built environment with brand color on the header.
- Use as a single-sided or double-sided sign. Message standards apply to both sides of sign. It is acceptable to use a different configuration on each side.
- Locate signs at key decision points and at locations of optimal line of sight from public buildings and campus core.
- Arrow order should be as follows: Up (straight), Left, Right.
- Do not rearrange panel order.

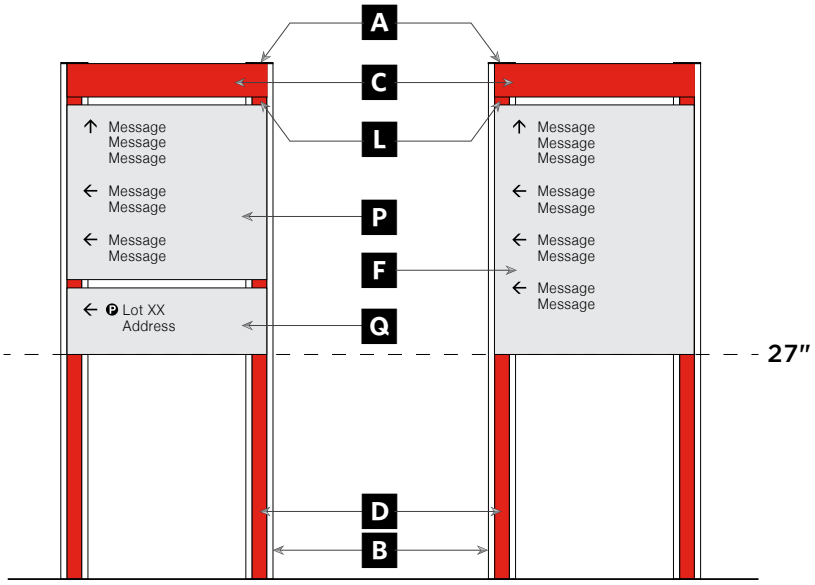
Helpful Hints

- Keep in mind the intuitive path of the user when locating and specifying exterior directional signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

PDR10 SERIES:

	1 MSG	2 MSG	3 MSG	4 MSG	5 MSG	6 MSG	3 MSG + 1 PARK	3 MSG + 2 PARK	3 MSG + 3 PARK	4 MSG + 1 PARK	4 MSG + 2 PARK
1 ARROW	PDR11 Config. 2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
2 ARROW	N/A	PDR11 Config. 2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
3 ARROW	N/A	N/A	PDR11 Config. 2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
4 ARROW	N/A	N/A	N/A	PDR11 Config. 2	N/A	N/A	PDR11 Config. 1	N/A	N/A	N/A	N/A
5 ARROW	N/A	N/A	N/A	N/A	PDR12	N/A	N/A	PDR13 Config. 1 PDR15 Config. 2	N/A	PDR13 Config. 2 PDR14 Config. 2	N/A
6 ARROW	N/A	N/A	N/A	N/A	N/A	PDR12	N/A	N/A	PDR15 Config. 1	N/A	PDR15 Config. 2

Questions? Please contact xxxxx



Configuration 1 Configuration 2

J **Full length filler panels are used for single sided signs only. (not shown)**

G **Stop panel below grade line. (not shown)**

CONFIGURATIONS

PART COUNTS

CONFIGURATION 1:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
P PNL.4	1	2
Q PNL.5	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

CONFIGURATION 2:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
P PNL.4	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

* Reference Appendix section for specifications for sign post.

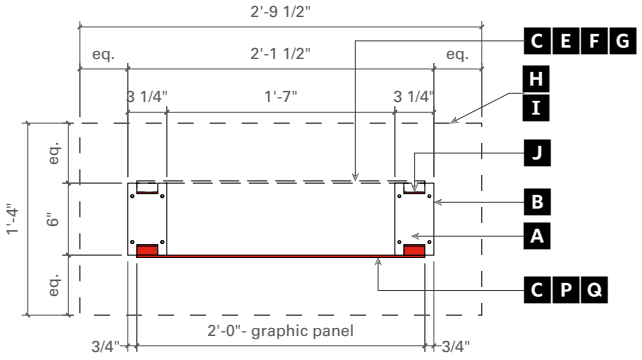
PARTS

PDR11

PEDESTRIAN DIRECTIONAL

Specifications

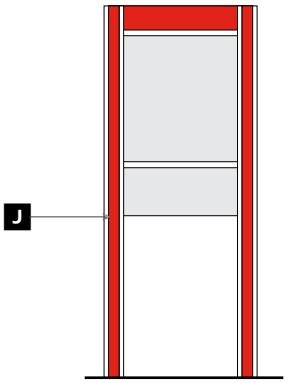
Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications



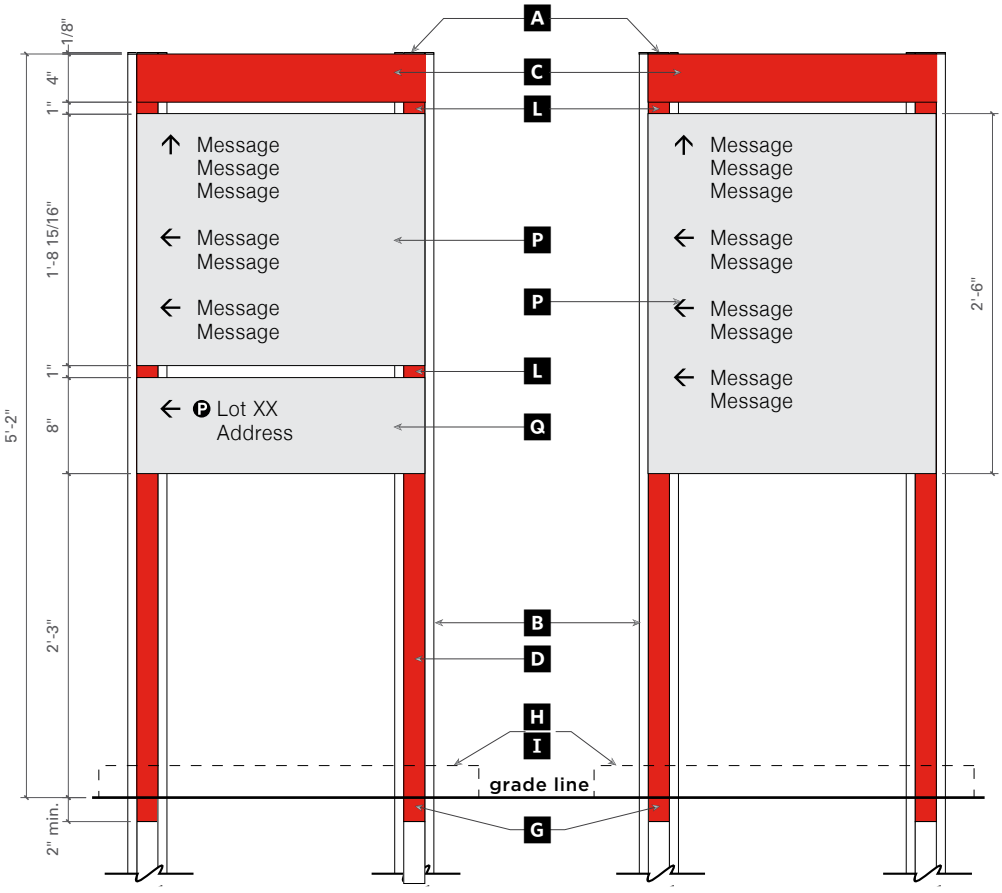
DR33: Configuration 1, 2

1/2" = 1'-0"

Plan Elevation-
Single side Sign
(double side panels shown dashed)



Back Elevation-
Single side Sign
(panel configuration varies, 1 shown)



PDR11: Configuration 1

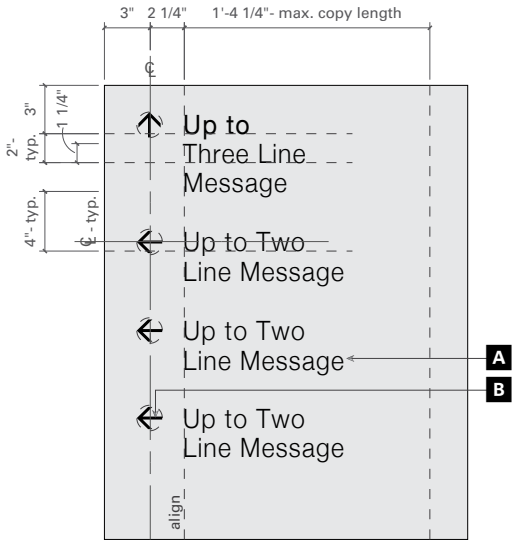
3/4" = 1'-0"

PDR11: Configuration 2

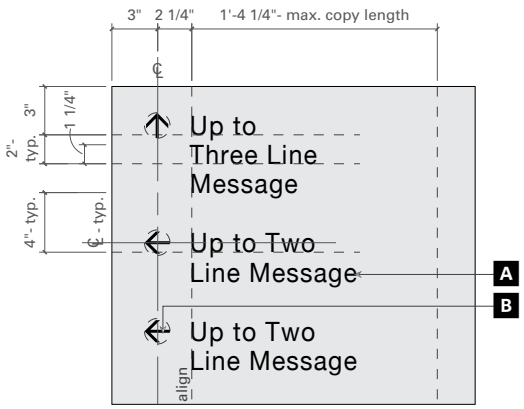
3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

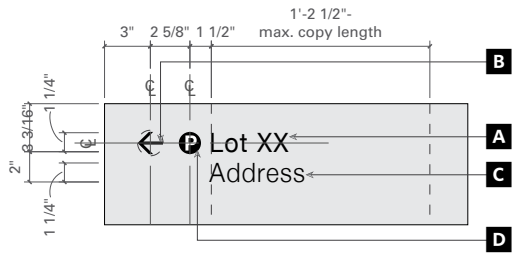
ELEVATION



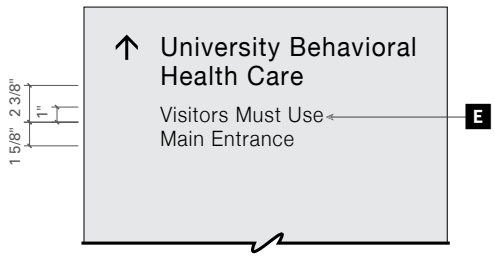
PNL.3 (max. message)



PNL.2 (max. message)



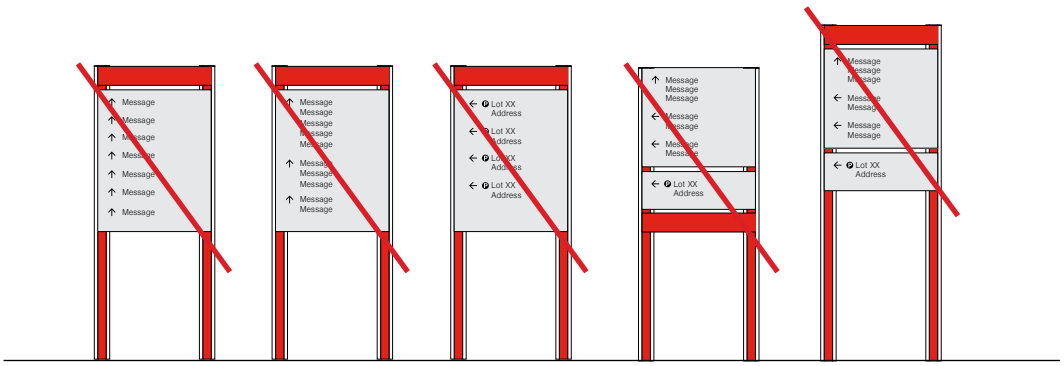
PNL.3 (max. message)



PNL.2/PNL.3- Variation

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS



No more than **SIX** messages per sign.

No more than **THREE** lines per message.

ONLY include parking messages on parking panels

Do **NOT** rearrange panels.

Panels must **MATCH** the 27" baseline.

GRAPHIC DON'TS

Specifications

A Copy
1 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

B Arrow_Symbol.eps
1 3/4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.

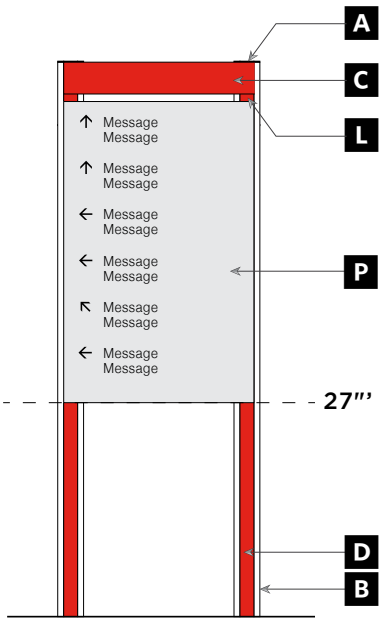
C Copy
1 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

D Parking_Symbol.eps
1 1/2" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2, V1.**

E Secondary Copy
1" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

PDR12

PEDESTRIAN DIRECTIONAL



Configuration 1

J Full length filler panels are used for single sided signs only. (not shown)

G Stop panel below grade line. (not shown)

CONFIGURATIONS

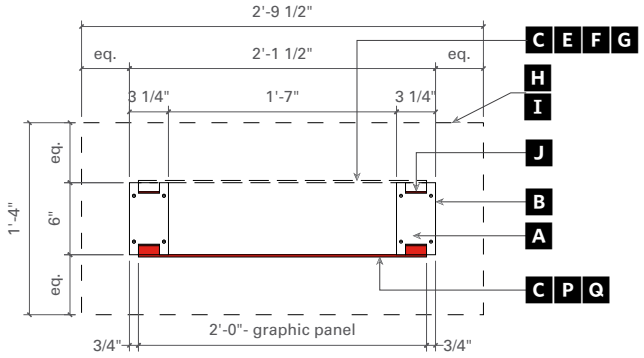
PART COUNTS

CONFIGURATION 1:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	2	4
E PNL.4	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

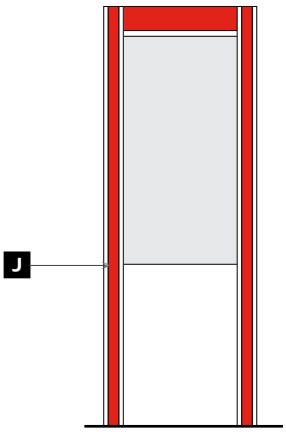
* Reference Appendix section for specifications for sign post.

PARTS

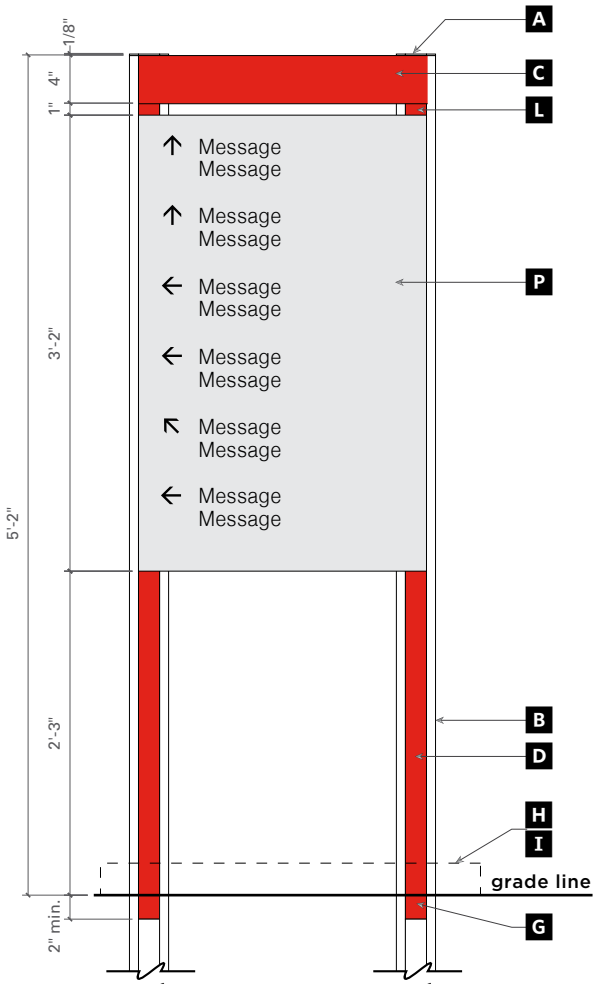


PDR12: Configuration 1, 2
1/2" = 1'-0"

Plan Elevation-
Single side Sign
(double side panels shown dashed)



Back Elevation-
Single side Sign



PDR12
3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

PDR12

PEDESTRIAN DIRECTIONAL

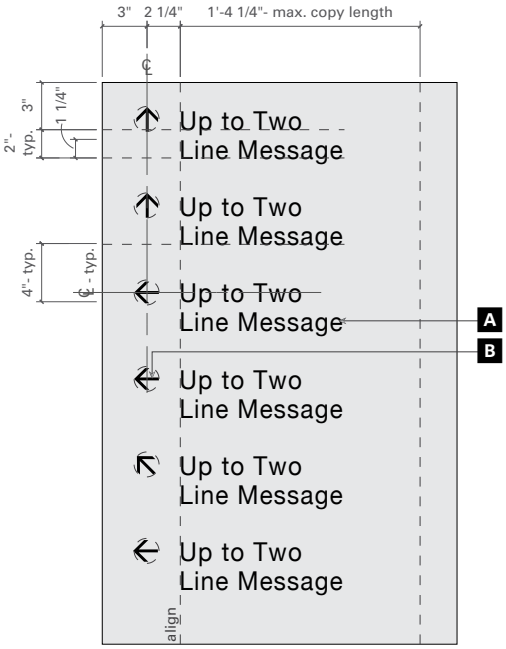
Specifications

A Copy

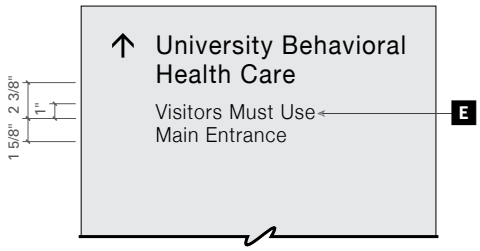
1 1/4" X-cap Height.
Type: Helvetica Neue Regular
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

B Arrow_Symbol.eps

1 3/4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.



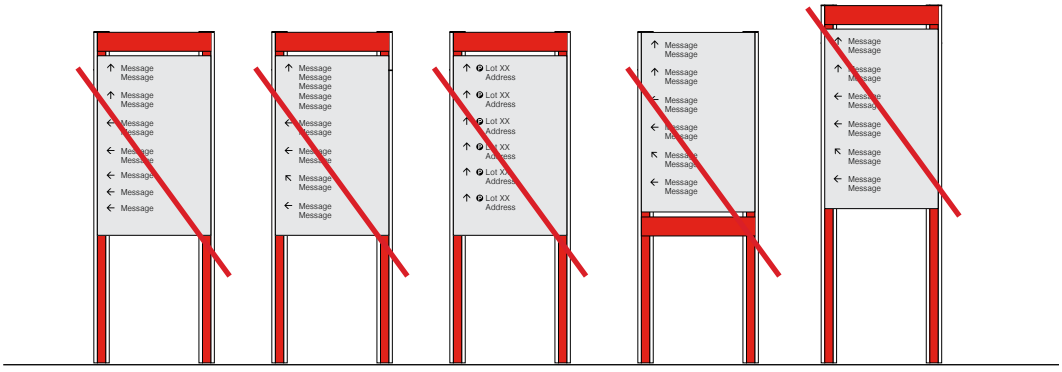
PNL.4 (max. message)



PNL.3- Variation

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS



No more than **SIX** messages per sign.

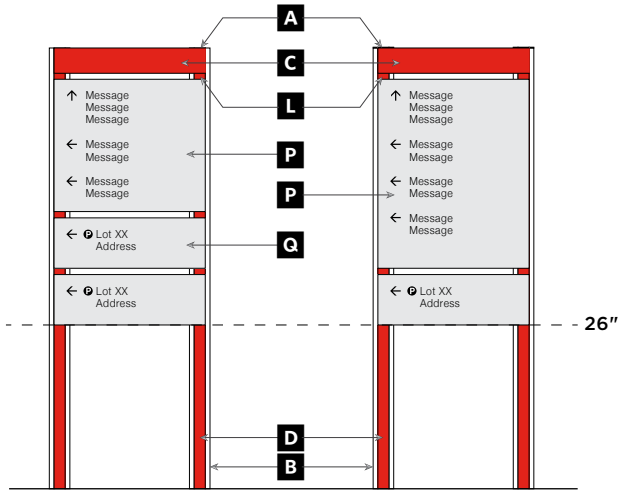
No more than **THREE** lines per message.

ONLY include parking messages on parking panels

Do **NOT** rearrange panels.

Panels must **MATCH** the 27" baseline.

GRAPHIC DON'TS



Configuration 1 Configuration 2

J Full length filler panels are used for single sided signs only. (not shown)

G Stop panel below grade line. (not shown)

CONFIGURATIONS

PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
P PNL.4	1	2
Q PNL.5	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

CONFIGURATION 2:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
P PNL.4	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

* Reference Appendix section for specifications for sign post.

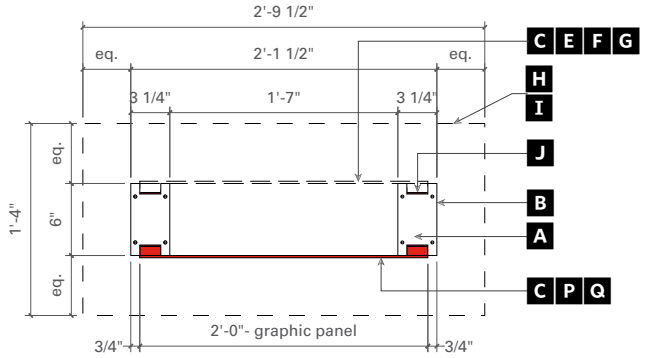
PARTS

PDR13

PEDESTRIAN DIRECTIONAL

Specifications

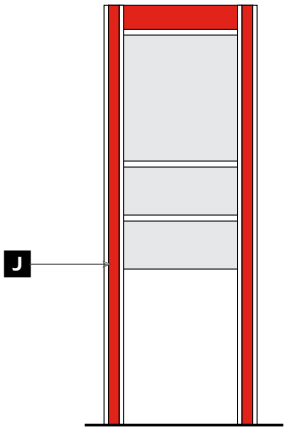
Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications



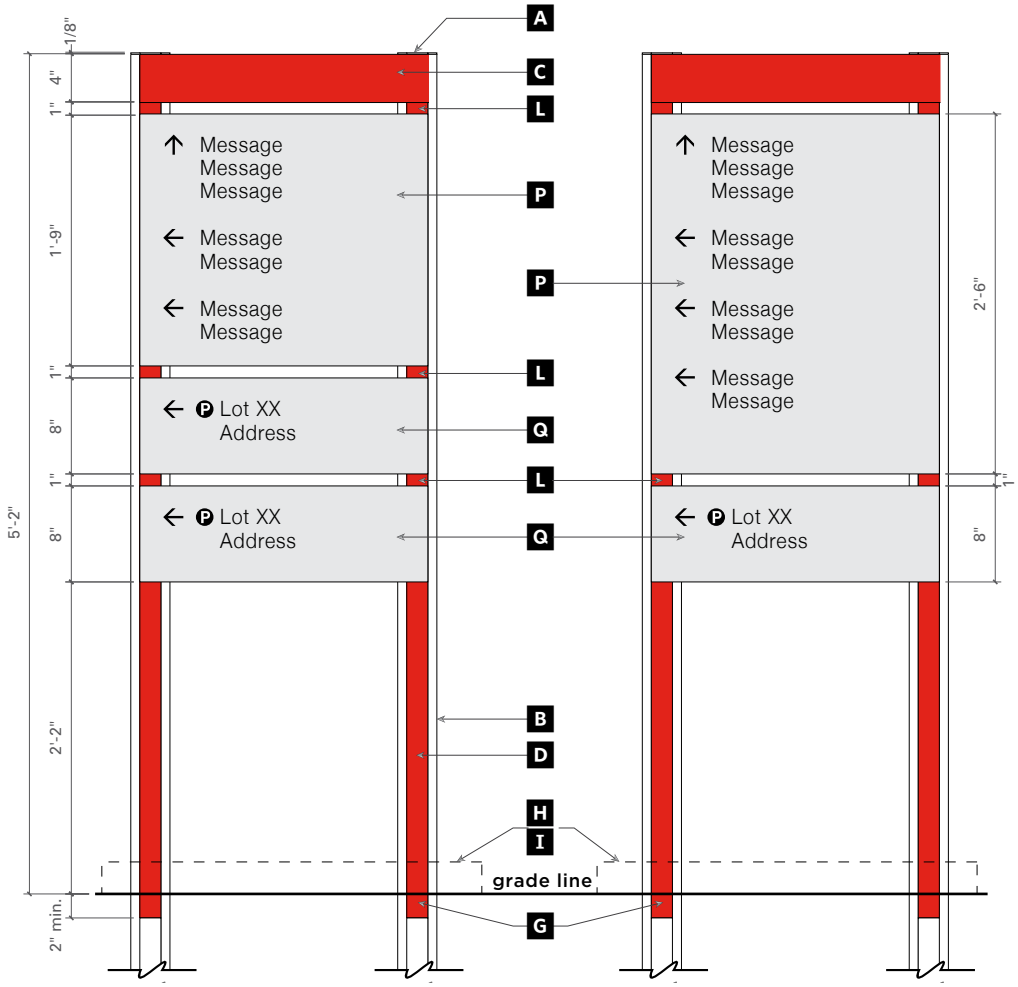
DR33: Configuration 1, 2

1/2" = 1'-0"

Plan Elevation-
Single side Sign
(double side panels shown dashed)



Back Elevation-
Single side Sign
(panel configuration varies, 1 shown)



PDR11: Configuration 1

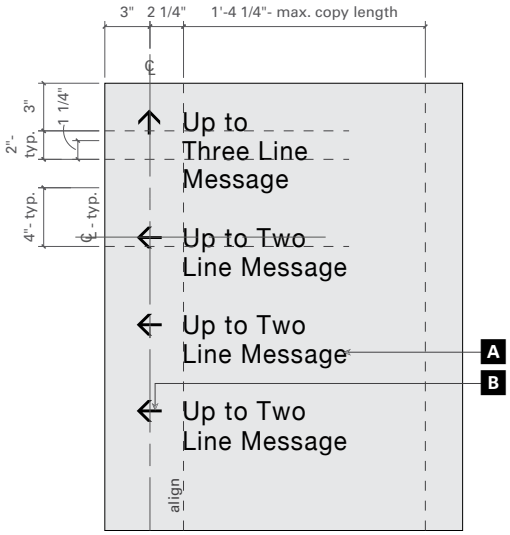
3/4" = 1'-0"

PDR11: Configuration 2

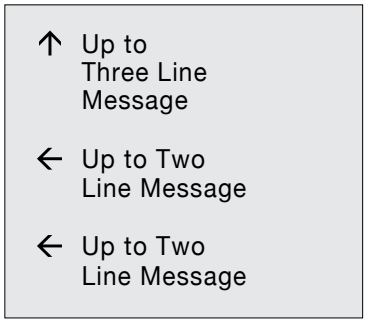
3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

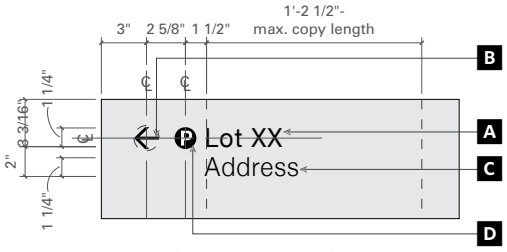
ELEVATION



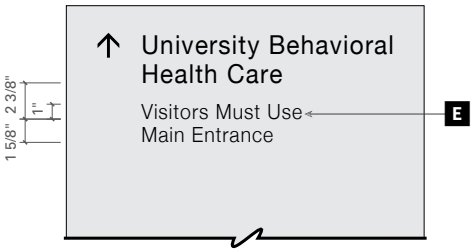
PNL.4 (max. message)



PNL.4 (max. message)



PNL.5 (max. message)



PNL.4/PNL.5- Variation

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

GRAPHIC DON'TS

No more than **SIX** messages per sign.

No more than **THREE** lines per message.

ONLY include parking messages on parking panels

Do **NOT** rearrange panels.

Panels must **MATCH** the 26" baseline.

Specifications

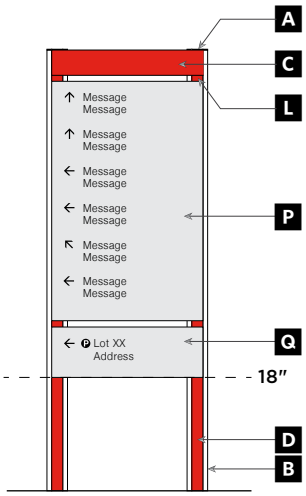
A Copy
1 1/4" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

B Arrow_Symbol.eps
1 3/4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.

C Copy
1 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

D Parking_Symbol.eps
1 1/2" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2, V1.**

E Secondary Copy
1" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**



Configuration 1

J Full length filler panels are used for single sided signs only. (not shown)

G Stop panel below grade line. (not shown)

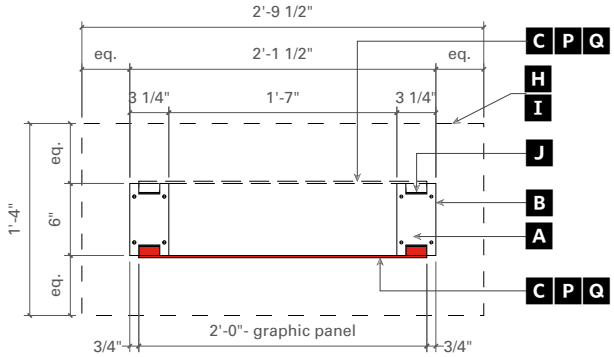
CONFIGURATIONS

PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
P PNL.4	1	2
Q PNL.5	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

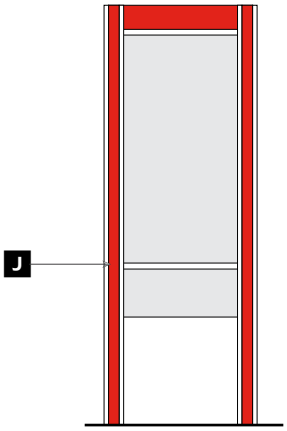
* Reference Appendix section for specifications for sign post.

PARTS

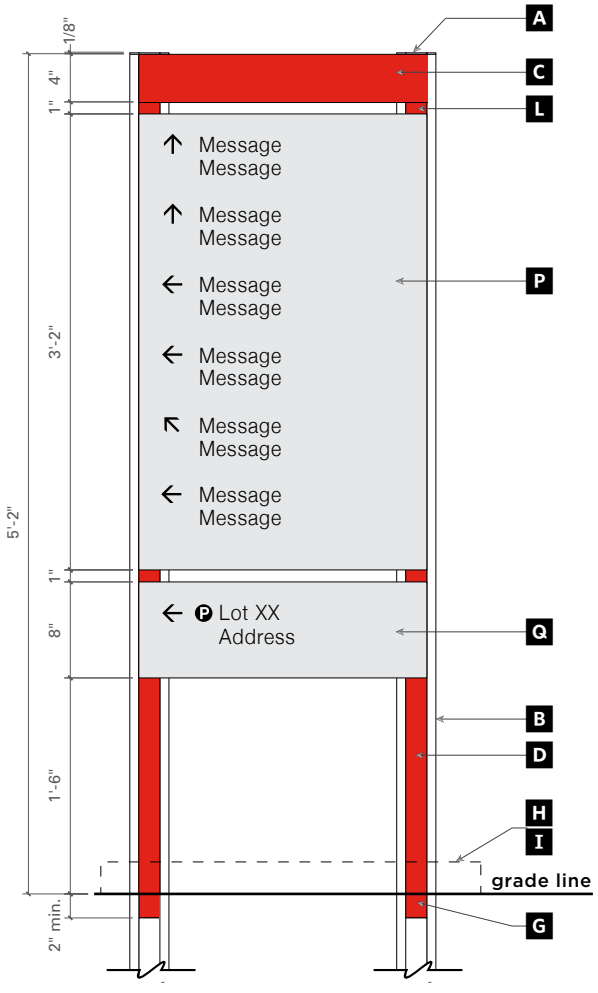


DR33: Configuration 1, 2
1/2" = 1'-0"

Plan Elevation-
Single side Sign
(double side panels shown dashed)



Back Elevation-
Single side Sign



PDR12
3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

PDR14

PEDESTRIAN DIRECTIONAL

Specifications

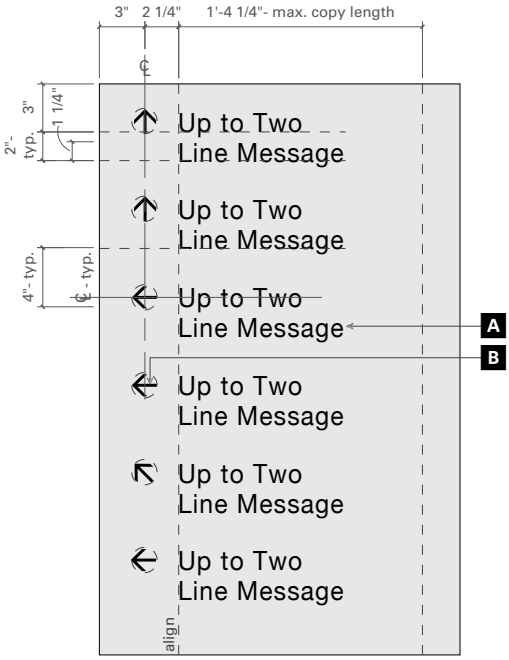
A Copy
1 1/4" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

B Arrow_Symbol.eps
1 3/4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.

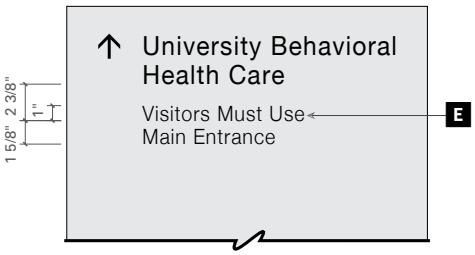
C Copy
1 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

D Parking_Symbol.eps
1 1/2" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2, V1.**

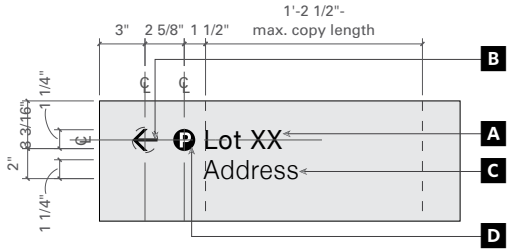
E Secondary Copy
1" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**



PNL.4 (max. message)



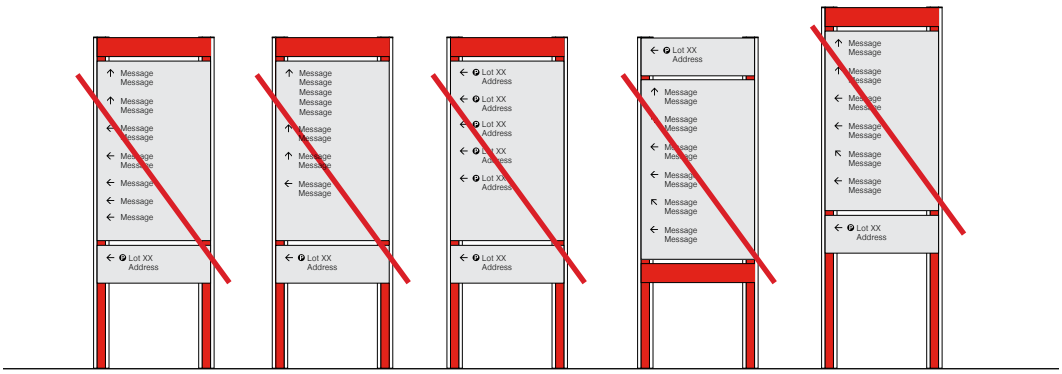
PNL.4/PNL.5- Variation



PNL.5 (max. message)

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS



GRAPHIC DON'TS

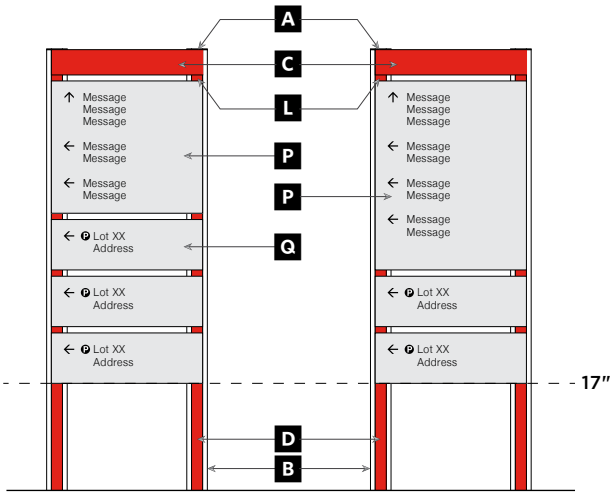
No more than **SIX** messages per sign.

No more than **THREE** lines per message.

ONLY include parking messages on parking panels

Do **NOT** rearrange panels.

Panels must **MATCH** the 18" baseline.



Configuration 1 Configuration 2

J Full length filler panels are used for single sided signs only. (not shown)

G Stop panel below grade line. (not shown)

CONFIGURATIONS

PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
P PNL.4	1	2
Q PNL.5	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

CONFIGURATION 2:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
P PNL.4	1	2
Q PNL.5	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

* Reference Appendix section for specifications for sign post.

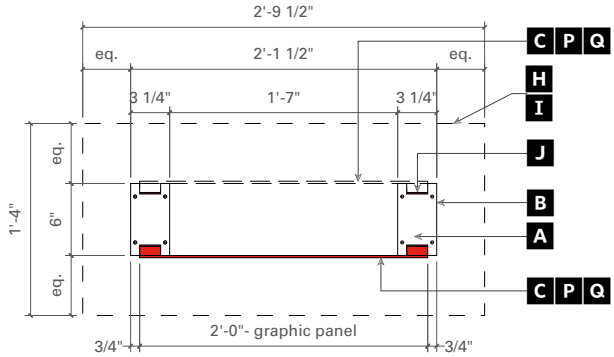
PARTS

PDR15

PEDESTRIAN DIRECTIONAL

Specifications

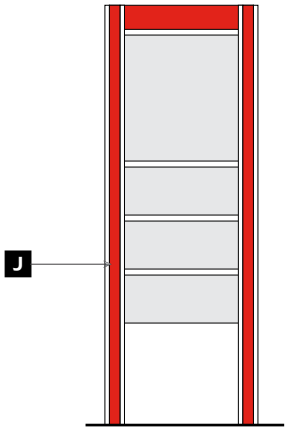
Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications



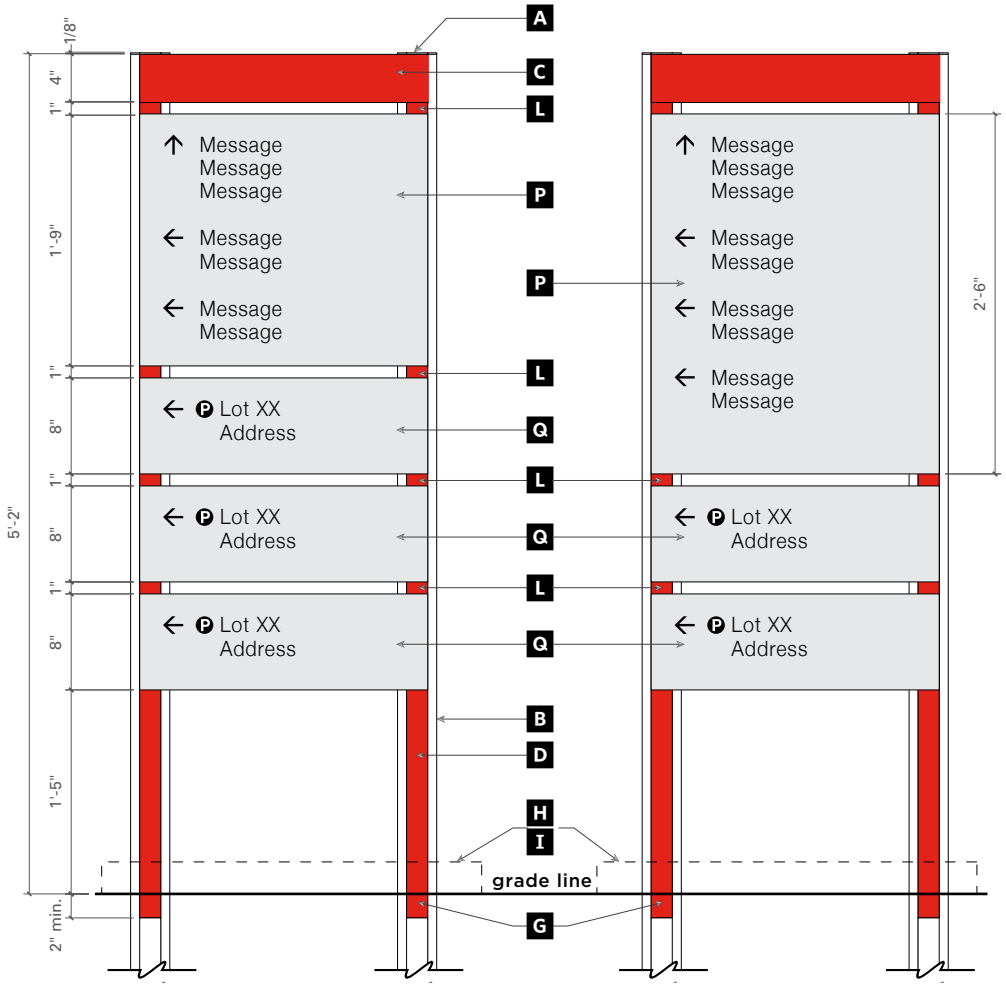
DR33: Configuration 1, 2

1/2" = 1'-0"

Plan Elevation-
Single side Sign
(double side panels shown dashed)



Back Elevation-
Single side Sign
(panel configuration varies, 1 shown)



PDR11: Configuration 1

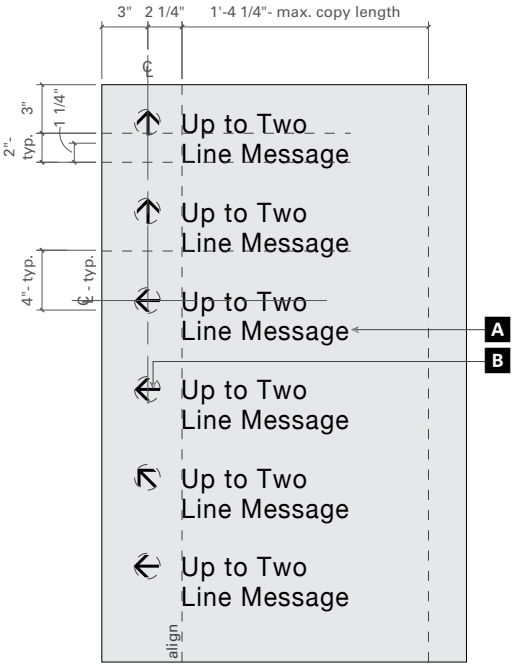
3/4" = 1'-0"

PDR11: Configuration 2

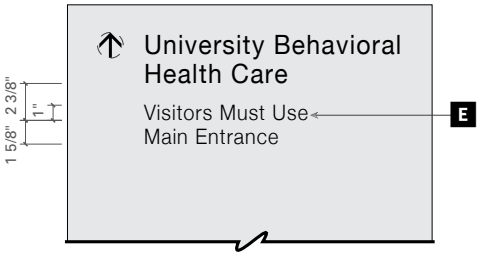
3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

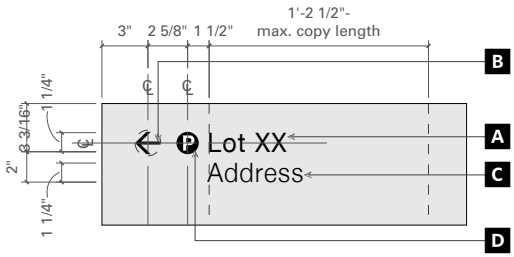
Elevation



PNL.4 (max. message)
1" = 1'-0"



PNL.2/PNL.3- Variation
1" = 1'-0"



PNL.3 (max. message)
1" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

Specifications

A Copy
1 1/4" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

B Arrow_Symbol.eps
1 3/4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Rotate arrow around object center-point.

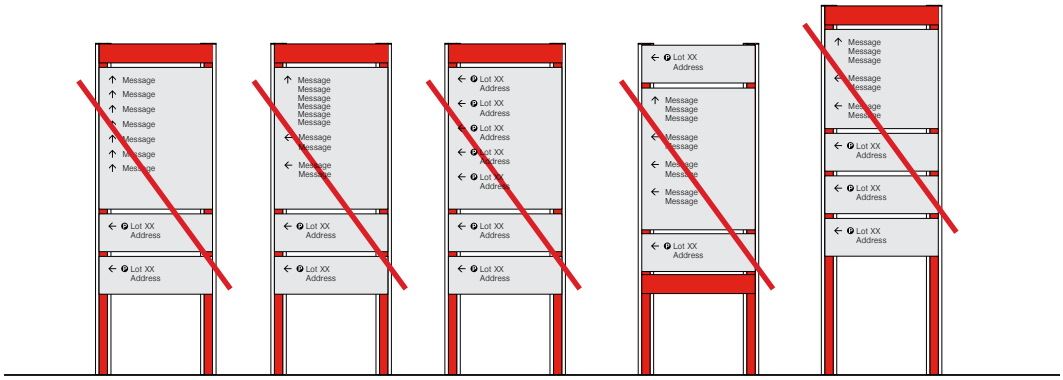
C Copy
1 1/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

D Parking_Symbol.eps
1 1/2" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2, V1.**

E Secondary Copy
1" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

GRAPHIC LAYOUTS

GRAPHIC DON'TS



No more than **SIX** messages per sign.

No more than **THREE** lines per message.

ONLY include parking messages on parking panels

Do **NOT** rearrange panels.

Panels must **MATCH** the 17" baseline.

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SUB-SECTION

SECTION E:

PDR20 SERIES

PDR20 Series – Directional with Map

PDR20 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct pedestrian directional for your needs.

A. Determine the number of messages and parking messages you require. Verify "heads up" map orientation and artwork per sign placement.

B. Determine message lengths and character (letter) counts for each message. Are your messages 1, 2 or 3 lines long?

C. Select from the typical module heights based on previous steps. See graphic layout pages for sample typographic layouts and map artwork guidelines.

.

D. Review graphic don'ts to ensure proper selection.

Guidelines

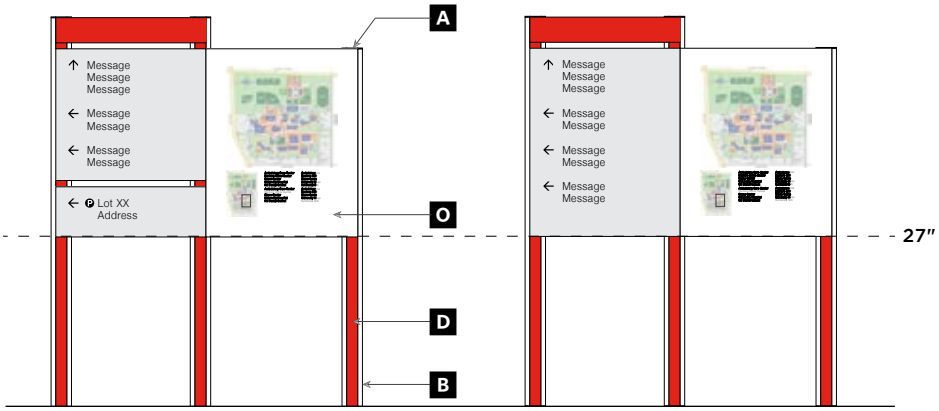
- Provide pedestrians with sequential guidance throughout the campus with strategic placement and programmed messaging.
- Reinforce the brand equity in the built environment with brand color on the header.
- Use as a single-sided or double-sided sign. Message standards apply to both sides of sign. It is acceptable to use a different configuration on each side.
- Locate signs at key decision points and at locations of optimal line of sight from public buildings and campus core.
- Arrow order should be as follows: Up (straight), Left, Right.
- Do not rearrange panel order.
- Map orientation to match view of pedestrian when standing at the sign. What is shown ahead of you on the map should appear ahead of you.
- Contact Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development for correct map artwork.

Helpful Hints

- Keep in mind the intuitive path of the user when locating and specifying exterior directional signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings

PDR20 SERIES:

	1 MSG	2 MSG	3 MSG	4 MSG	5 MSG	6 MSG	3 MSG + 1 PARK	3 MSG + 2 PARK	3 MSG + 3 PARK	4 MSG + 1 PARK	4 MSG + 2 PARK
1 ARROW	PDR21 Config. 2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
2 ARROW	N/A	PDR21 Config. 2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
3 ARROW	N/A	N/A	PDR21 Config. 2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
4 ARROW	N/A	N/A	N/A	PDR21 Config. 2	N/A	N/A	PDR21 Config. 1	N/A	N/A	N/A	N/A
5 ARROW	N/A	N/A	N/A	N/A	PDR22	N/A	N/A	PDR23 Config. 1 PDR25 Config. 2	N/A	PDR23 Config. 2 PDR24 Config. 2	N/A
6 ARROW	N/A	N/A	N/A	N/A	N/A	PDR22	N/A	N/A	PDR25 Config. 1	N/A	PDR25 Config. 2



Configuration 1

Configuration 2

J Full length filler panels are used for single sided signs only. (not shown)

G Stop panel below grade line. (not shown)

K Structural attachment angle (not shown)

CONFIGURATIONS

PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	3	3
* B SIGN POST	3	3
O PNL.MAP	1	2
D FP_1	3	6
G FP_S	4	4
J FP_2	3	0
K ST. ANGLE	1	2

CONFIGURATION 2:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	3	3
* B SIGN POST	3	3
O PNL.MAP	1	2
D FP_1	3	6
G FP_S	4	4
J FP_2	3	0
K ST. ANGLE	1	2

* Reference Appendix section for specifications for sign post.

** Refer to PDR10 Series for directional portion of system

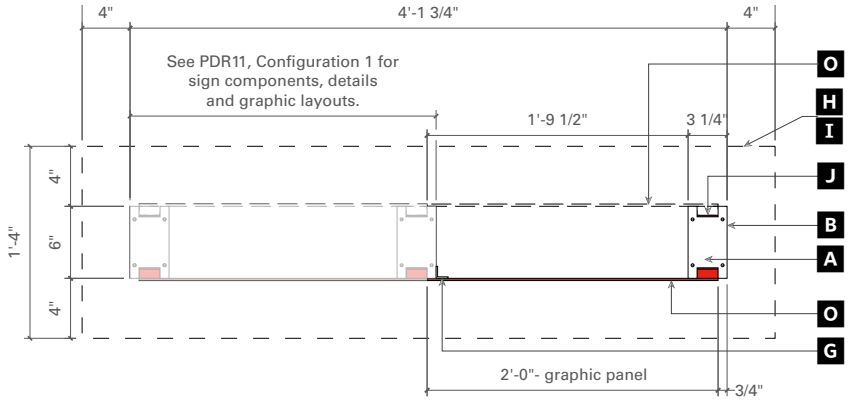
PARTS

PDR21

DIRECTIONAL WITH MAP

Specifications

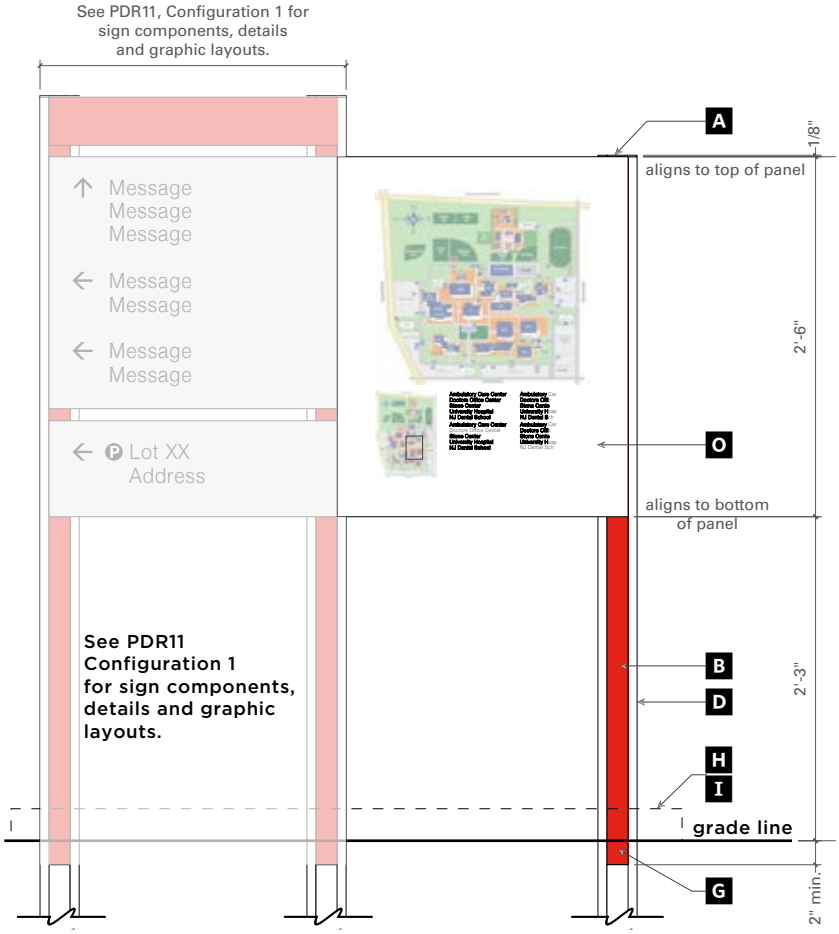
Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications



PDR21: Configuration 1, 2

1/2" = 1'-0"

Plan Elevation-
Single side Sign
(double side panels shown dashed)

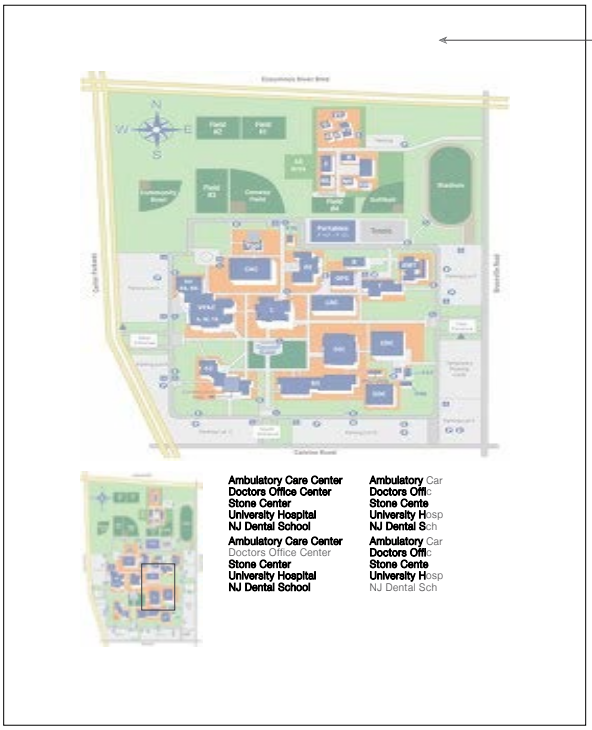


PDR21: Configuration 1

3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION



PNL.MAP
1" = 1'-0"

Specifications

A PNL.MAP
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P4.**
*__Use one panel only for single sided sign.__

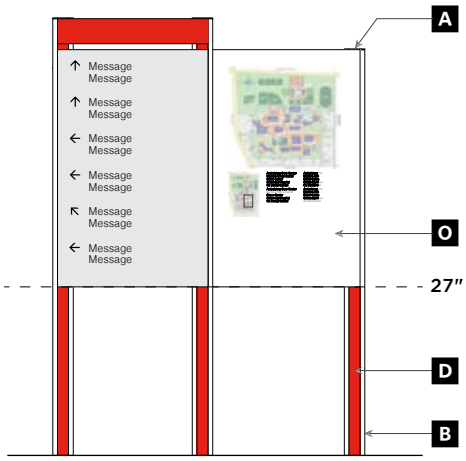
Note: University Wayfinding Champion to supply graphics

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

PDR22

DIRECTIONAL WITH MAP



J Full length filler panels are used for single sided signs only. (not shown)

G Stop panel below grade line. (not shown)

K Structural attachment angle (not shown)

CONFIGURATIONS

PART COUNTS

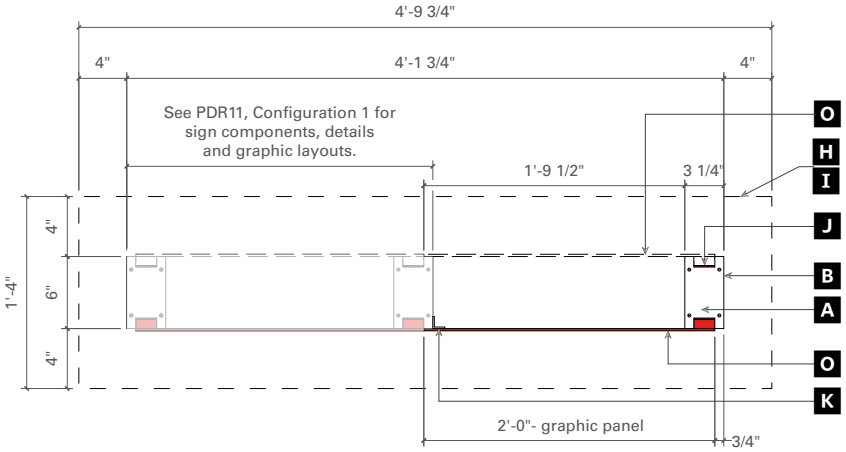
CONFIGURATION 1:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	3	3
* B SIGN POST	3	3
O PNL.MAP	1	2
D FP_1	3	6
K FP_7	1	2
G FP_S	6	6
J FP_2	3	0

* Reference Appendix section for specifications for sign post.

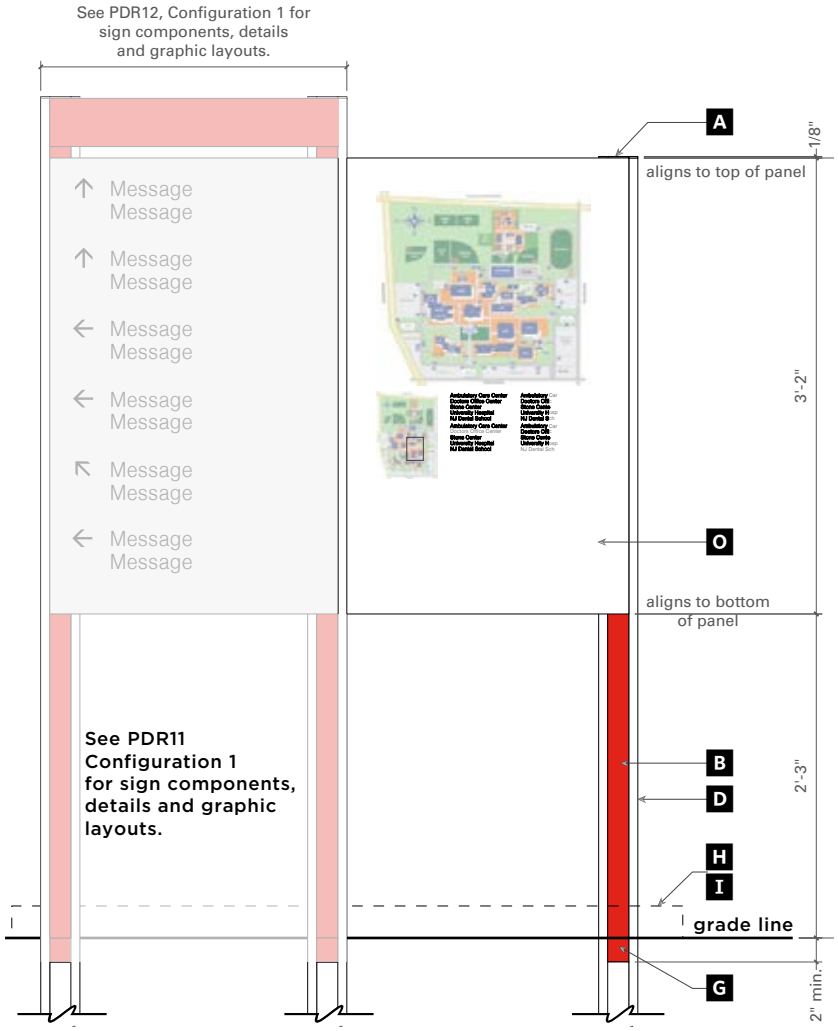
** Refer to PDR10 Series for directional portion of system

PARTS



PDR22: Configuration 1, 2
1/2" = 1'-0"

Plan Elevation-
Single side Sign
(double side panels shown dashed)



PDR22: Configuration 1
3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

Specification

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

PDR22

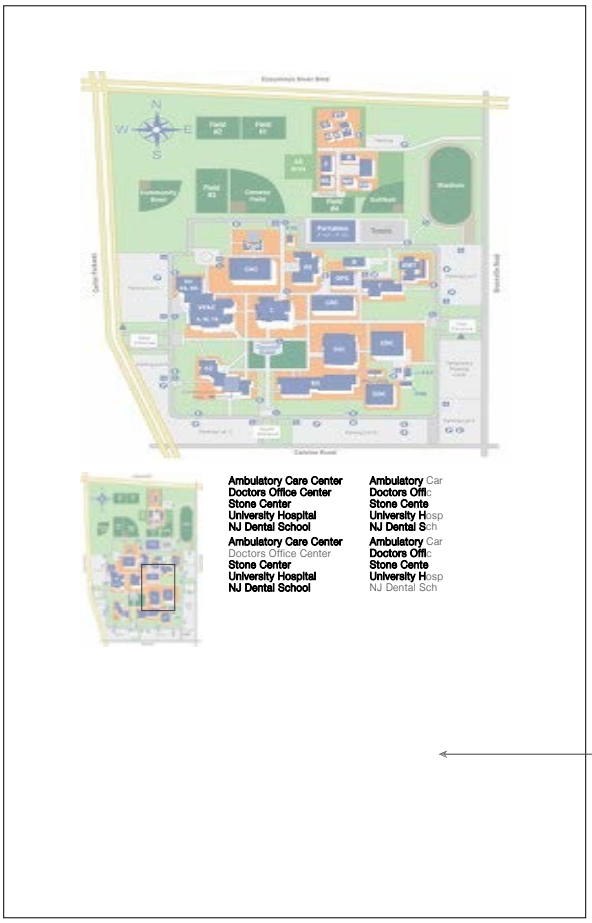
DIRECTIONAL WITH MAP

Specifications

A PNL.MAP

Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P4.**

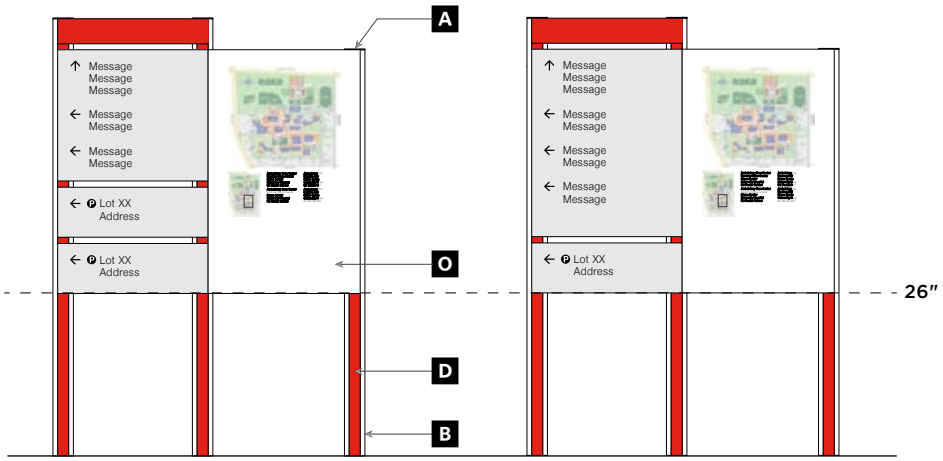
*__Use one panel only for single sided sign.__



PNL.MAP

1" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.



Configuration 1 Configuration 2

J Full length filler panels are used for single sided signs only. (not shown)

G Stop panel below grade line. (not shown)

K Structural attachment angle (not shown)

CONFIGURATIONS

PART COUNTS

CONFIGURATION 1:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	3	3
* B SIGN POST	3	3
D FP_1	3	6
K ST. ANGLE	1	2
J FP_2	3	0
G FP_S	6	6
O PNL.MAP	1	2

CONFIGURATION 2:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	3	3
* B SIGN POST	3	3
D FP_1	3	6
J FP_2	3	0
G FP_S	6	6
O PNL.MAP	1	2

* Reference Appendix section for specifications for sign post.

** Refer to PDR10 Series for directional portion of system

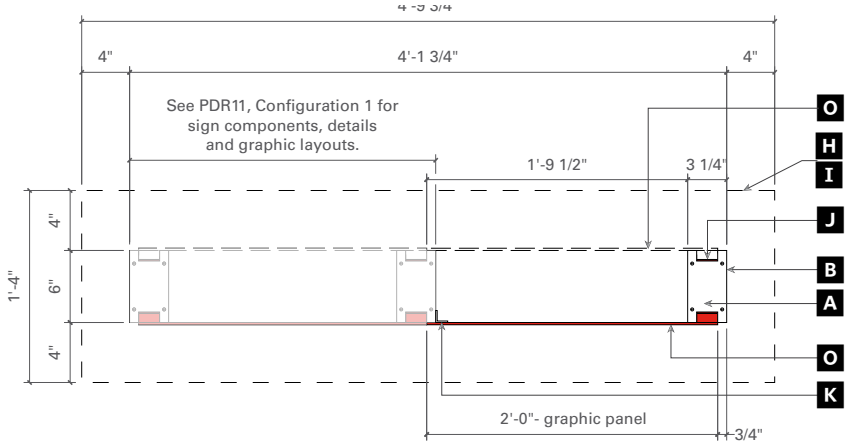
PARTS

PDR23

DIRECTIONAL WITH MAP

Specifications

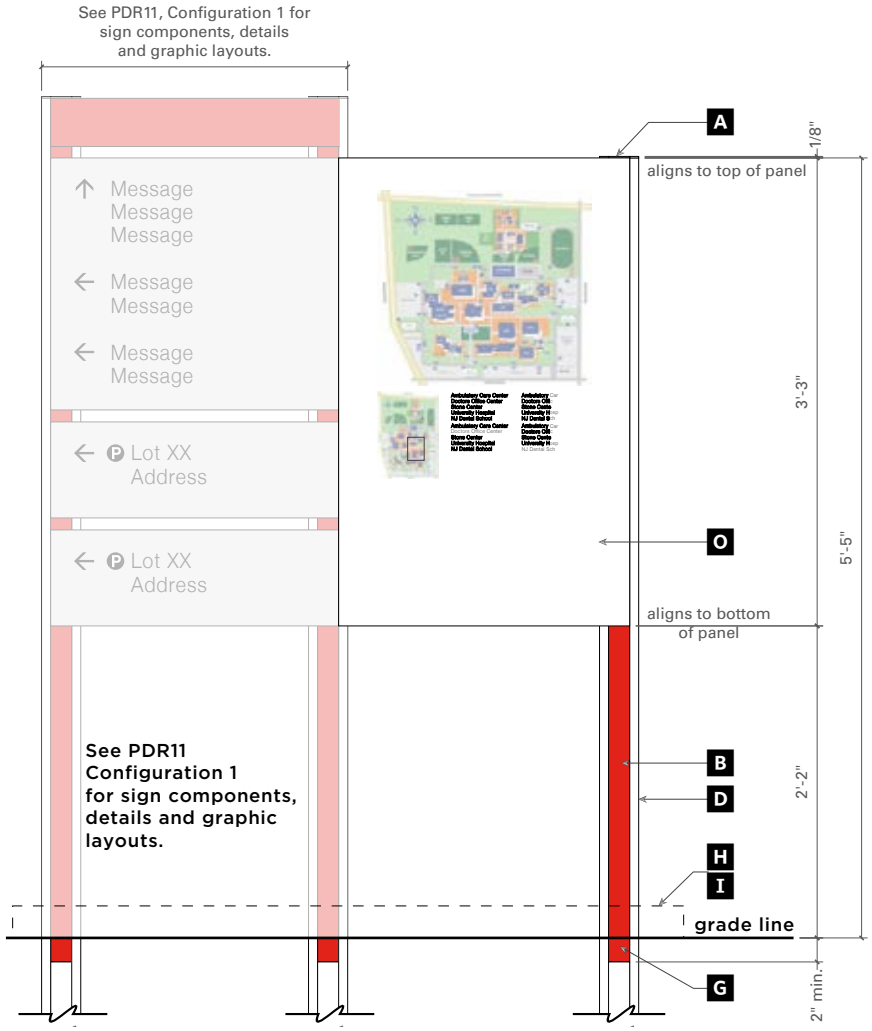
Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications



PDR23z: Configuration 1, 2

1/2" = 1'-0"

Plan Elevation-
Single side Sign
(double side panels shown dashed)



PDR23: Configuration 1

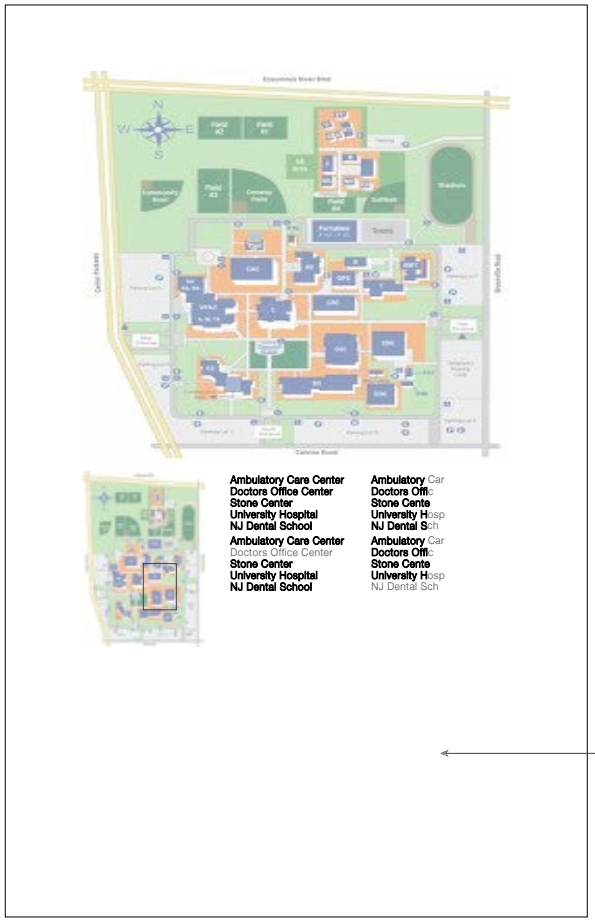
3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

PDR23

DIRECTIONAL WITH MAP



PNL.MAP
1" = 1'-0"

Specifications

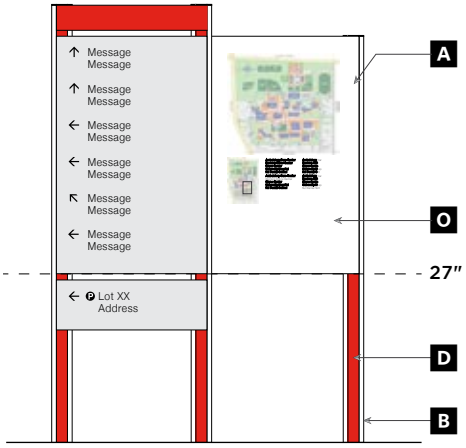
A PNL.MAP
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P4.**
*__Use one panel only for single sided sign.__

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

PDR24

DIRECTIONAL WITH MAP



Configuration 1

J Full length filler panels are used for single sided signs only. (not shown)

G Stop panel below grade line. (not shown)

K Structural attachment angle (not shown)

CONFIGURATIONS

PART COUNTS

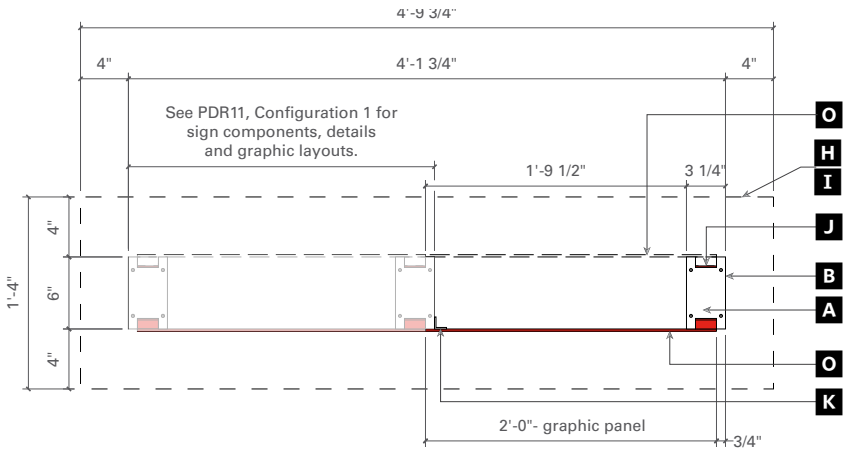
CONFIGURATION 1:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	3	3
* B SIGN POST	3	3
O PNL.MAP	1	2
D FP_1	3	6
J FP_2	3	0
G FP_S	6	6
K ST. ANGLE	1	2

* Reference Appendix section for specifications for sign post.

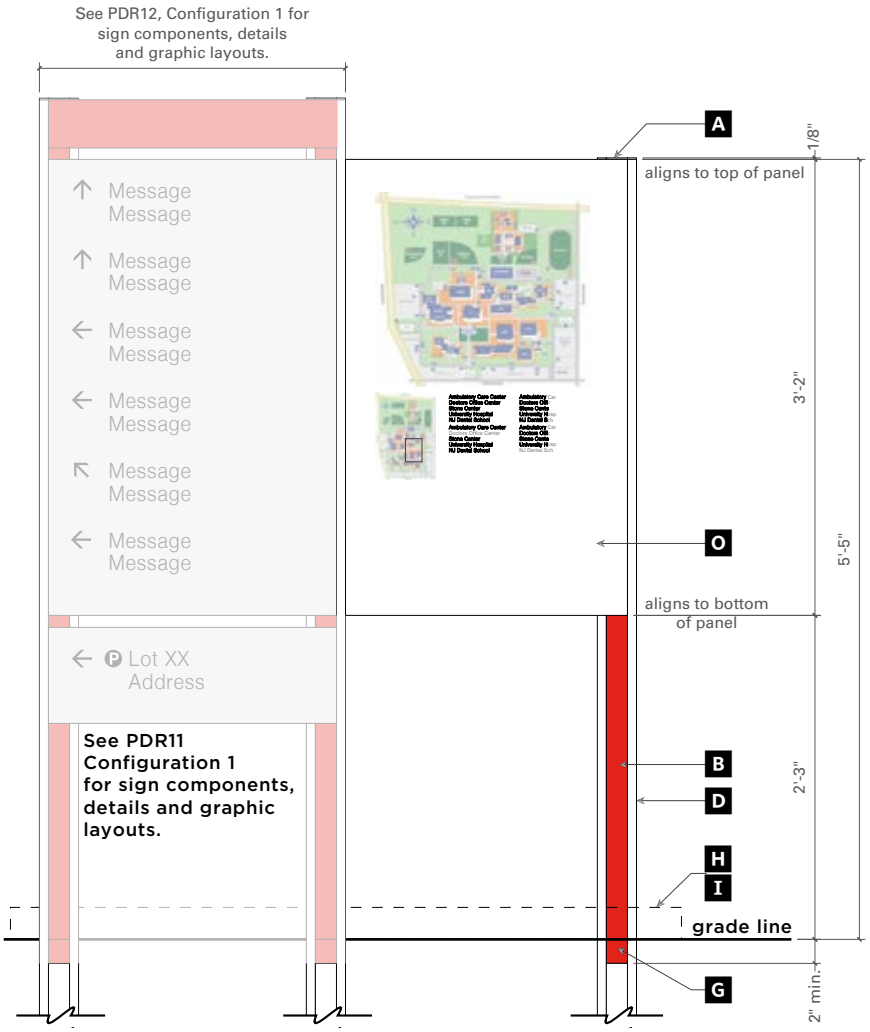
Refer to PDR10 Series for directional portion of system

PARTS



PDR24
1/2" = 1'-0"

Plan Elevation-
Single side Sign
(double side panels shown dashed)



PDR24
3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

PDR24

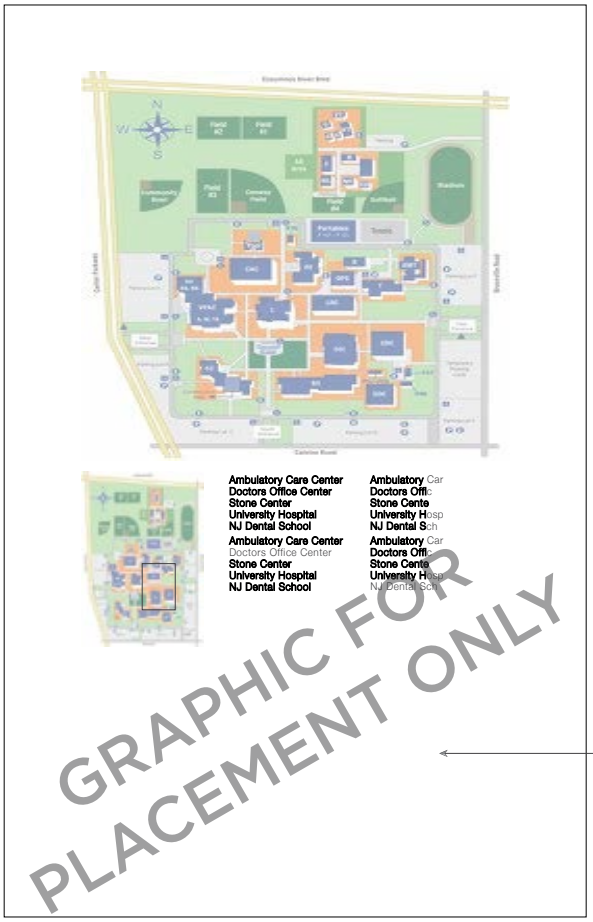
DIRECTIONAL WITH MAP

Specifications

A PNL.MAP

Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P4.**

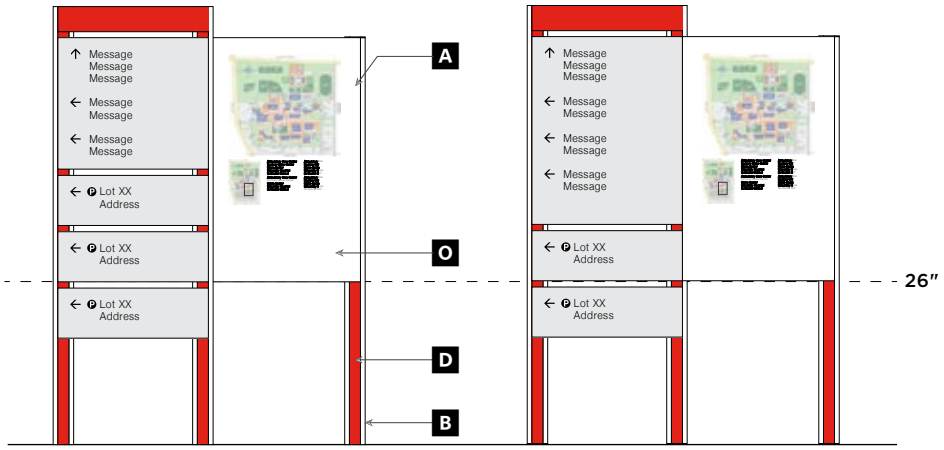
*__Use one panel only for single sided sign.__



PNL.MAP

1" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.



Configuration 1

Configuration 2

J Full length filler panels are used for single sided signs only. (not shown)

G Stop panel below grade line. (not shown)

K Structural attachment angle (not shown)

CONFIGURATIONS

PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	3	3
* B SIGN POST	3	3
O PNL.MAP	1	2
D FP_1	3	6
J PNL.2	3	0
G FP_S	6	6

CONFIGURATION 2:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	3	3
* B SIGN POST	3	3
O PNL.MAP	1	2
D FP_1	3	6
J PNL.2	3	0
G FP_S	6	6

* Reference Appendix section for specifications for sign post.

** Refer to PDR10 Series for directional portion of system

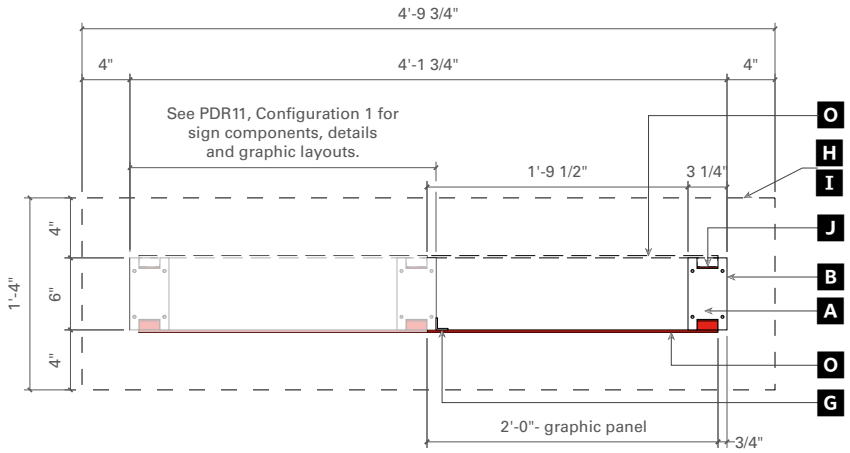
PARTS

PDR25

DIRECTIONAL WITH MAP

Specifications

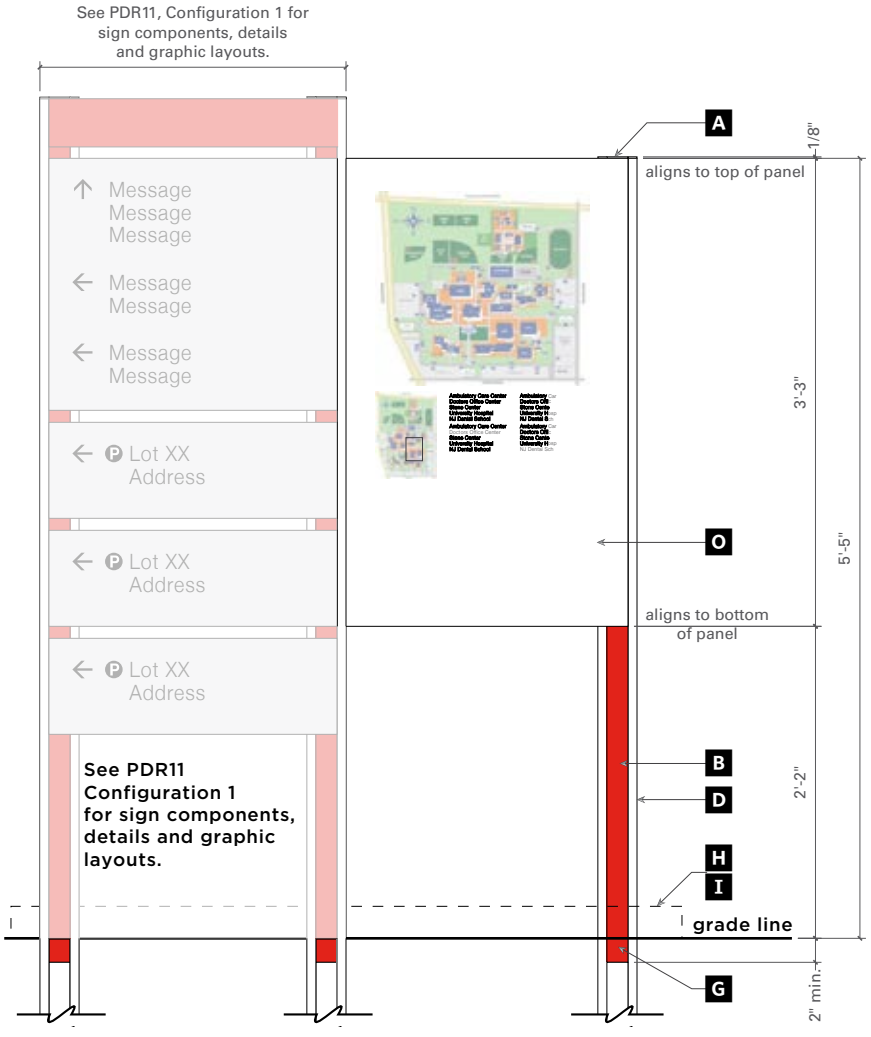
Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications



PDR25: Configuration 1, 2

1/2" = 1'-0"

Plan Elevation-
Single side Sign
(double side panels shown dashed)



PDR25: Configuration 1

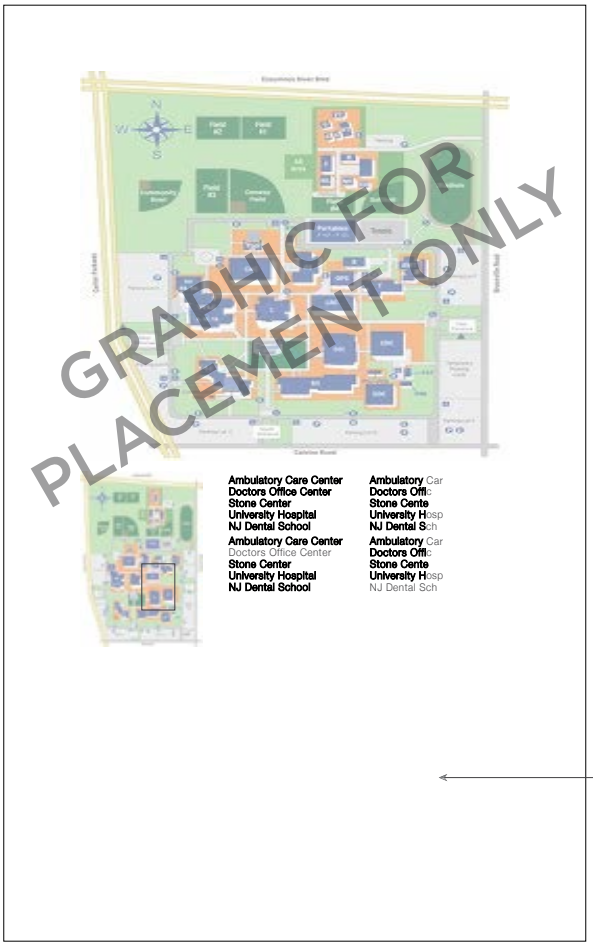
3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

PDR25

DIRECTIONAL WITH MAP



PNL.MAP
1" = 1'-0"

Specifications

A PNL.MAP

Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P4.**

*__Use one panel only for single sided sign.__

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

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SUB-SECTION

SECTION E:

ORT10 SERIES

ORT10 Series – Orientation Map

ORT10 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development.

Sign Selection Process

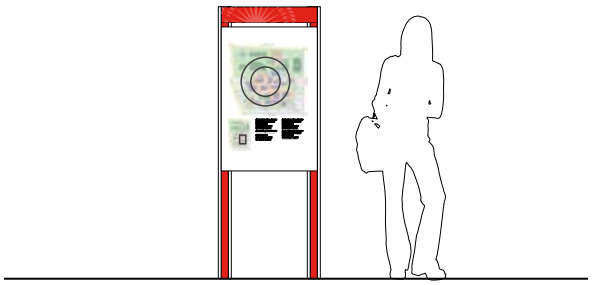
Below are the following steps for selecting the correct vehicular directional for your needs.

A. Verify “heads up” map orientation and artwork per sign placement.

.

Guidelines

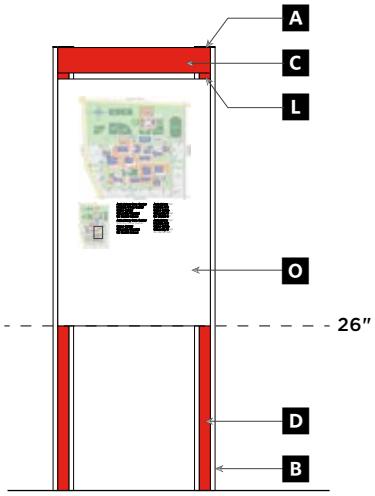
- Provide pedestrians with a visual guide of the campus.
- Reinforce the brand equity in the built environment with brand color on the header.
- Use as a single-sided or double-sided sign. Message standards apply to both sides of sign.
- Map “heads up” orientation to match view of pedestrian when standing at the sign. What is shown ahead of you on the map should appear ahead of you.
- Contact Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development for correct map artwork.



ORT11

Helpful Hints

- Keep in mind the intuitive path of the user when locating and specifying exterior directional signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.



Configuration 1

I Full length filler panels are used for single sided signs only. (not shown)

H Stop panel below grade line. (not shown)

CONFIGURATIONS

PART COUNTS

CONFIGURATION 1:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	2	4
D FP_1	2	4
O PNL.MAP	1	2
J FP_2	2	0
G FP_S	4	4

* Reference Appendix section for specifications for sign post.

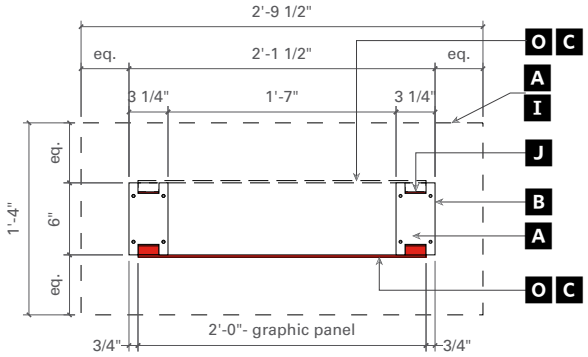
PARTS

ORT11

ORIENTATION MAP

Specifications

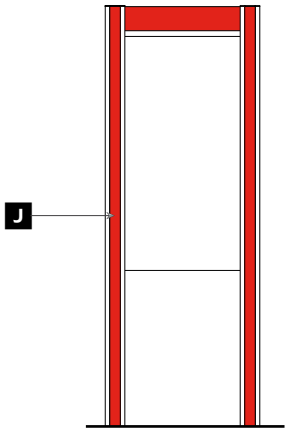
Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications



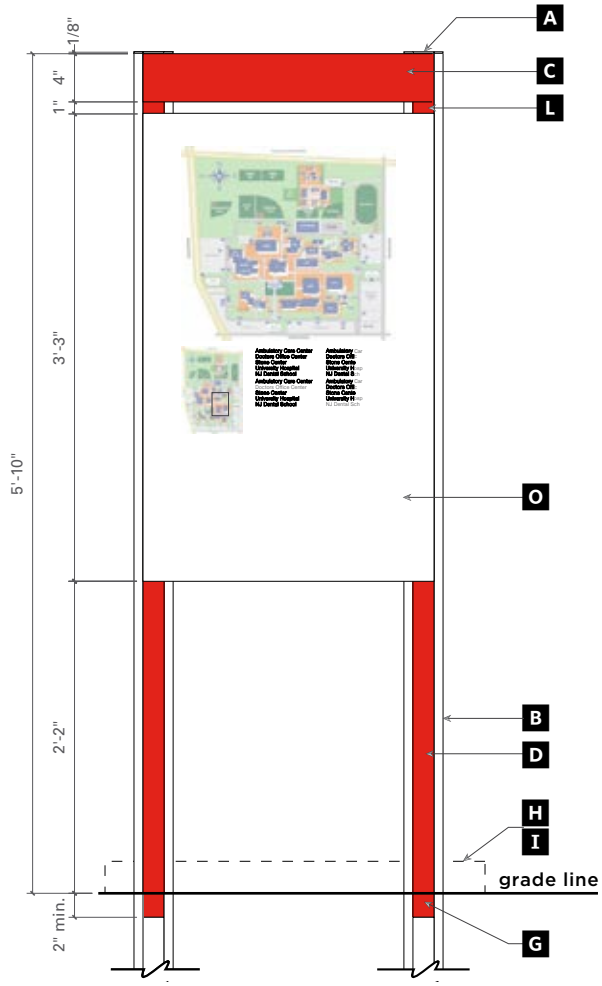
ORT11: Configuration 1, 2

1/2" = 1'-0"

Plan Elevation-
Single side Sign
(double side panels shown dashed)



Back Elevation-
Single side Sign
(panel configuration varies, 1 shown)

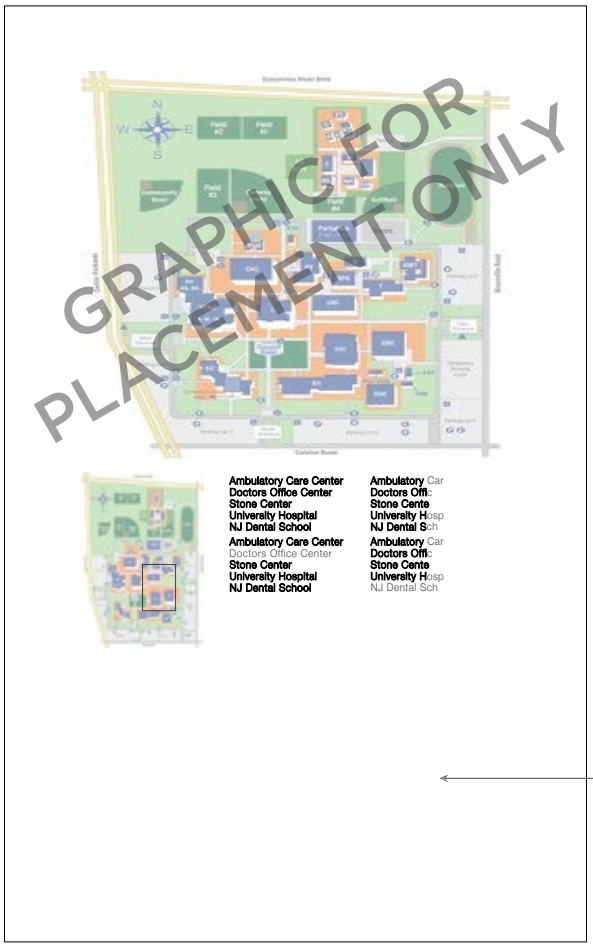


ORT11

3/4" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION



PNL.MAP
1" = 1'-0"

Specifications

A PNL.MAP
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P4.**

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

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SECTION F:

BUILDING IDENTIFICATION

ID10 SERIES BUILDING IDENTIFICATION

ID20 SERIES BUILDING IDENTIFICATION

ID30 SERIES BUILDING IDENTIFICATION

ID40 SERIES BUILDING IDENTIFICATION

ID50 SERIES BUILDING IDENTIFICATION

ID60 SERIES BUILDING IDENTIFICATION

Some building identification signs were implemented prior to the completion of this Universitywide Standard. These signs have been documented and are represented in this section. There are some building identification signs that are unique to the Health Science campus and can be found in **Section J** of this manual.

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SUB-SECTION

SECTION F:

ID10 SERIES

ID10 Series – Building Identification

ID10 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct building identification for your needs.

A. Determine the building name to be identified on the sign.

B. Determine placement and visibility needs of the sign.

C. Determine message lengths and character (letter) counts for each message. Are your messages 1, 2 or 3 lines long?

D. Select from the typical module heights based on previous steps. See graphic layout pages for sample typographic layouts.

E. Review graphic don'ts to ensure proper selection.

Guidelines

- Identify buildings at a pedestrian scale using the full name and address. One building is to be identified per sign. The exception would be existing buildings that are connected and share a common entrance.
- Reinforce the brand equity in the built environment with accent color and Rutgers seal.
- Use as a single-sided or double-sided sign. Message standards apply to both sides of sign.
- Signs should be located in close proximity to primary building entrance or pedestrian path.
- No abbreviations are to be used for building names.
- Do not rearrange panel order.

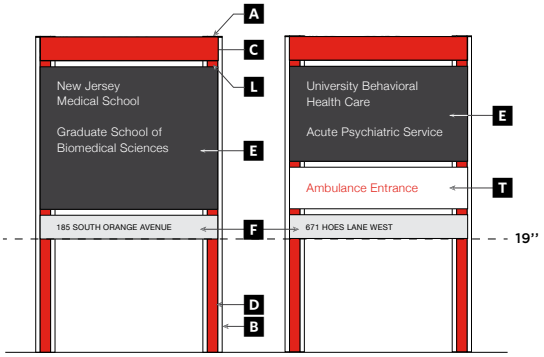
Helpful Hints

- Keep in mind the transportation path of the user when locating and specifying exterior identification signs.
- Refer to all appropriate state and local codes, as needed, for sign compliance including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

ID10 SERIES:			
	ID11	**ID12**	**ID13**
BUILDING ID: SINGLE MESSAGE	N/A	**X**	**X**
BUILDING ID: DOUBLE MESSAGE	**X**	N/A	N/A
BUILDING ID: SINGLE MESSAGE WITH AMBULANCE/EMERGENCY	**X**	N/A	N/A

ID10 Series – Building Identification

ID11

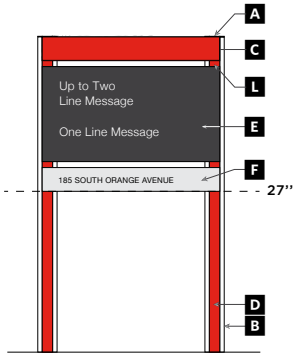


Configuration 1 Configuration 2

J Full length filler panels are used for single side signs only. (not shown)

G Stop panel below grade line. (not shown)

ID12

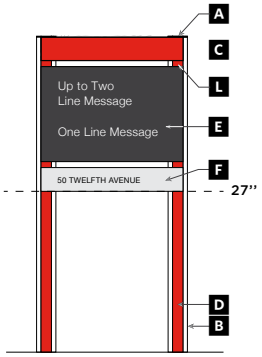


Configuration 1

J Full length filler panels are used for single side signs only. (not shown)

G Stop panel below grade line. (not shown)

ID13



Configuration 1

J Full length filler panels are used for single side signs only. (not shown)

G Stop panel below grade line. (not shown)

CONFIGURATIONS

ID11 PART COUNTS

CONFIGURATION 1:

		SINGLE SIDED	DOUBLE SIDED
A	POST CAP	2	2
* B	SIGN POST	2	2
C	PNL.1	1	2
L	FP_3	4	8
E	PNL.2	1	2
F	PNL.3	1	2
D	FP_1	2	4
J	FP_2	2	0
G	FP_S	4	4

CONFIGURATION 2:

		SINGLE SIDED	DOUBLE SIDED
A	POST CAP	2	2
* B	SIGN POST	2	2
C	PNL.1	1	2
L	FP_3	4	8
F	PNL.3	1	2
T	PNL.6	1	2
J	FP_2	2	0
D	FP_1	2	4
E	PNL.2	1	2
G	FP_S	4	4

* Reference Appendix section for specifications for sign post.

ID12 PART COUNTS

CONFIGURATION 1:

		SINGLE SIDED	DOUBLE SIDED
A	POST CAP	2	2
* B	SIGN POST	2	2
C	PNL.1	1	2
L	FP_3	4	8
E	PNL.2	1	2
F	PNL.3	1	2
D	FP_1	2	4
J	FP_2	2	0
G	FP_5	4	4

ID13 PART COUNTS

CONFIGURATION 1:

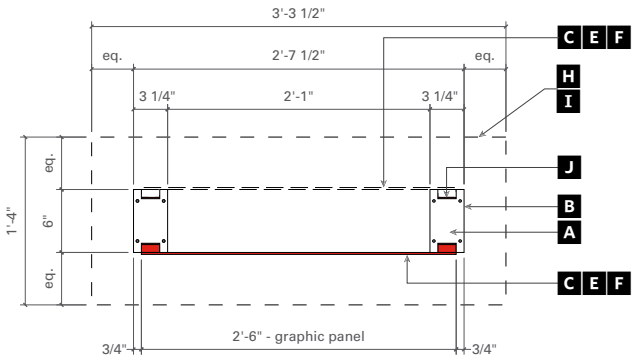
		SINGLE SIDED	DOUBLE SIDED
A	POST CAP	2	2
* B	SIGN POST	2	2
C	PNL.1	1	2
L	FP_3	4	8
E	PNL.2	1	2
F	PNL.3	1	2
D	FP_1	2	4
J	FP_2	2	0
G	FP_S	4	4

PARTS

ID10 Series – Building Identification

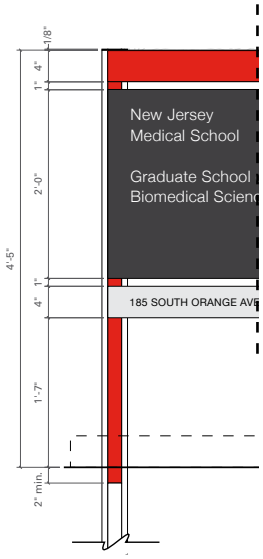
Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

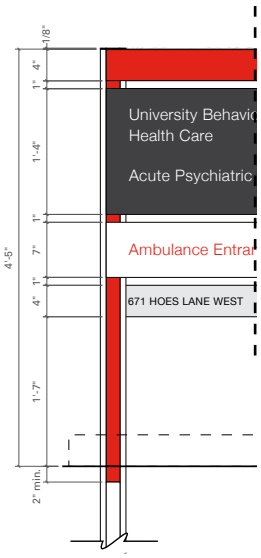


ID10 Series
3/4" = 1'-0"

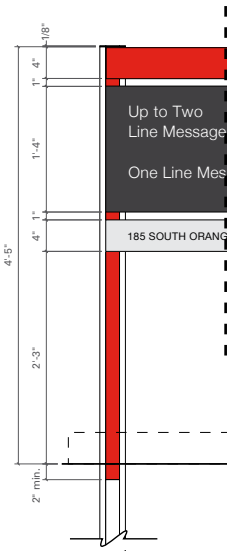
Plan Elevation-
Single side Sign
(double side panels shown dashed)



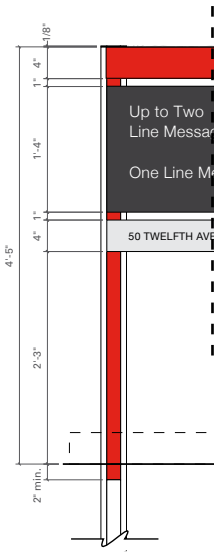
ID11: Configuration 1
3/4" = 1'-0"



ID11: Configuration 2
3/4" = 1'-0"



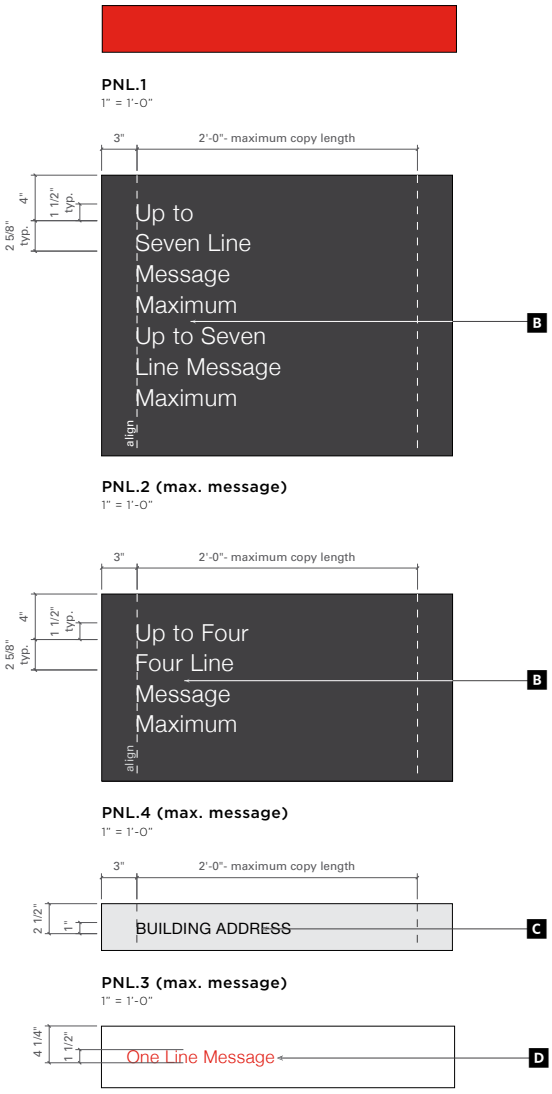
ID12
3/4" = 1'-0"

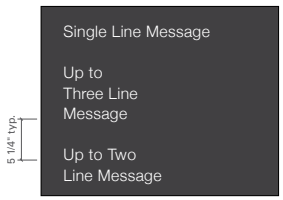


ID13
3/4" = 1'-0"

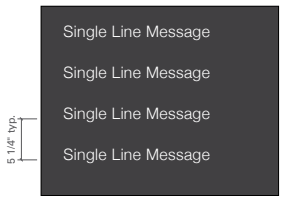
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

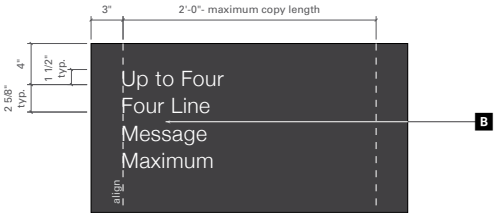




PNL.2 – Variation
3/4" = 1'-0"
Use for up to three messages.



PNL.2 – Variation
3/4" = 1'-0"
Use for up to four messages.



PNL.4 (max. message)
1" = 1'-0"

Specifications

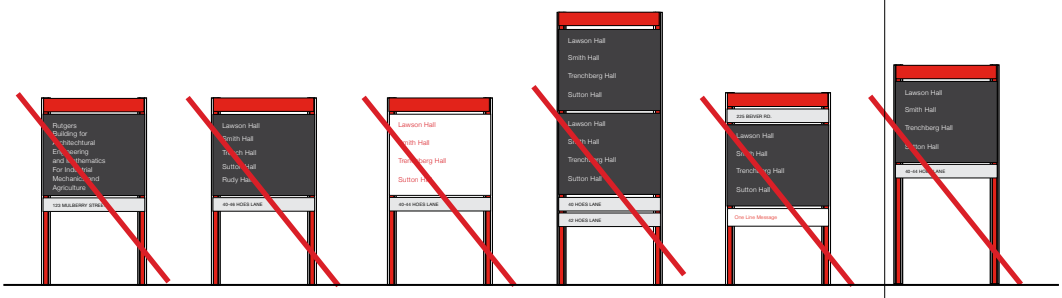
B Copy
11/2" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C Copy
1" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V2.**

D Copy
11/2" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V3.**

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS



No more than **SEVEN** lines per message panel.

No more than **FOUR** messages per panel.

Do **NOT** use white or grey panel variation as shown.

Do **NOT** use use more than one destination or address panel.

Do **NOT** re-arrange panel order.

Panels **MUST** match 27" baseline.

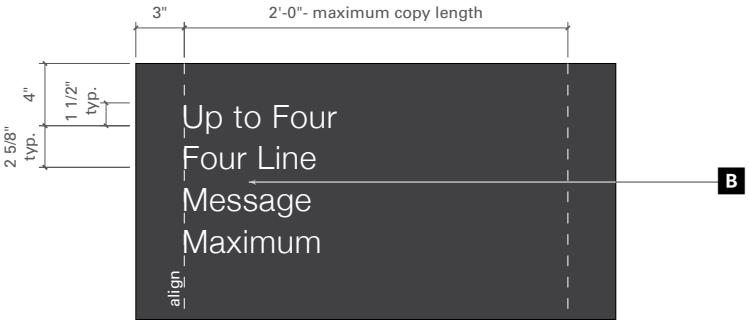
GRAPHIC DON'TS

Specifications

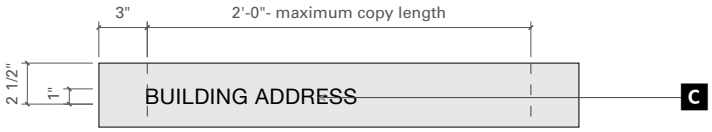
B Copy
1 1/2" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C Copy
1" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V2.**

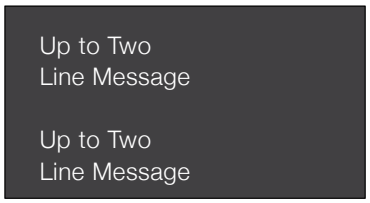
PNL.1
1" = 1'-0"



PNL.4 (max. message)
1" = 1'-0"



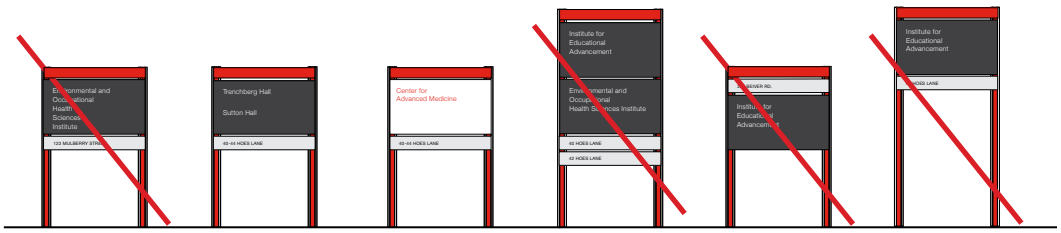
PNL.3 (max. message)
1" = 1'-0"



PNL.4 (max. message)
3/4" = 1'-0"
Use for up to two messages.

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS



GRAPHIC DON'TS

No more than **FOUR** lines per message panel.

No more than **TWO** messages per panel.

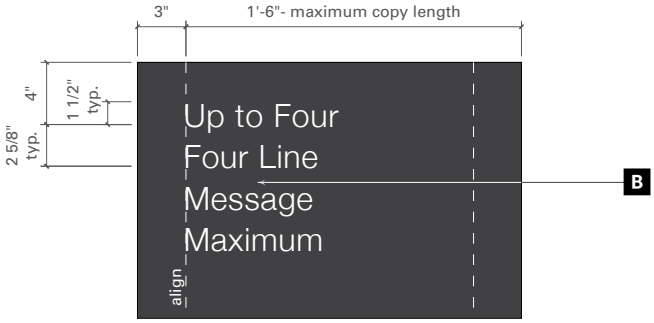
Do **NOT** use white or grey panel variation as shown.

Do **NOT** use use more panels than shown on parts page.

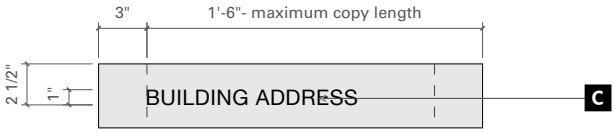
Do **NOT** re-arrange panel order.

Panels **MUST** match 27" baseline.

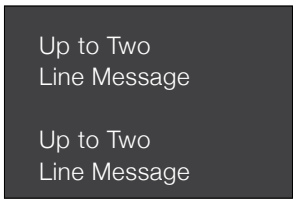
PNL.1
1" = 1'-0"



PNL.5 (max. message)
1" = 1'-0"



PNL.3 (max. message)
1" = 1'-0"



PNL.6 (max. message)
3/4" = 1'-0"
Use for up to two destinations

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

GRAPHIC DON'TS

No more than **FOUR** lines per message panel.

No more than **TWO** destinations per message panel.

Do **NOT** use white or grey panel variation for PNL.x or PNL.x.

Do **NOT** use use more than one destination or address panel.

Do **NOT** re-arrange panel order.

Panels **MUST** match 27" baseline.

Specifications

B Copy
1 1/2" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C Copy
1" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V2.**

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SUB-SECTION

SECTION F:

ID20 SERIES

ID20 Series – Building Identification

ID10 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct vehicular directional for your needs.

A. Determine the number of messages you require.

B. Determine message lengths and character (letter) counts for each message. Are your messages 1, 2 or 3 lines long?

C. Select from the typical module heights based on previous steps. See graphic layout pages for Sample Typographic Layouts.

D. Review Graphic Dont's to ensure proper selection.

Guidelines

- To identify buildings at a vehicular scale using the full name and address.
- Signs should identify buildings by name.
- Reinforce the brand equity in the built environment with accent color & Rutgers seal.
- Use as a single-sided or double-sided sign. Message standards apply to both sides of sign.
- Signs should be located at primary driveway entrances and are to be seen from the main path of vehicular travel. An arrow may be needed for clarification.
- No abbreviations are to be used for building names.
- Do not rearrange panel order.

Helpful Hints

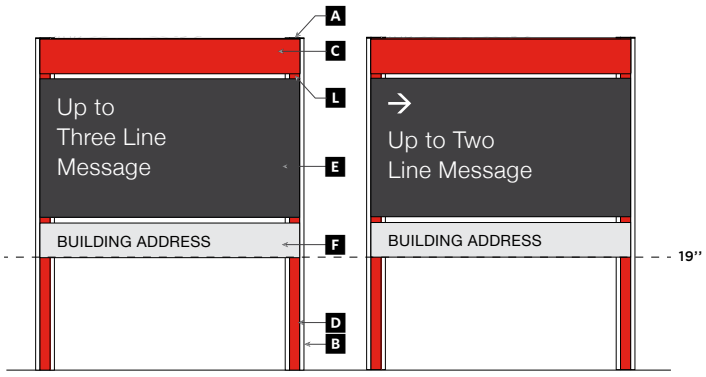
- Keep in mind the transportation path of the user when locating and specifying exterior identification signs.
- Refer to all appropriate state and local codes, as needed, for sign compliance including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

ID20 SERIES:				
	ID21 Config. 1	**ID21** Config. 2	**ID22** Config.1	**ID22** Config 2.
BUILDING ID: SINGLE MESSAGE	X	N/A	N/A	N/A
BUILDING ID: SINGLE MESSAGE WITH ARROW	N/A	X	N/A	N/A
BUILDING ID: DOUBLE MESSAGE	N/A	N/A	X	N/A
BUILDING ID: DOUBLE MESSAGE WITH ARROW	N/A	N/A	N/A	X

Questions? Please contact xxxxx

ID20 Series – Building Identification

ID21



Configuration 1 Configuration 2

J Full length filler panels are used for single side signs only. (not shown)

G Stop panel below grade line. (not shown)

ID22

Configuration 1 Configuration 2

J Full length filler panels are used for single side signs only. (not shown)

G Stop panel below grade line. (not shown)

CONFIGURATIONS

ID21 PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
E PNL.2	1	2
F PNL.3	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

CONFIGURATION 2:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
E PNL.2	1	2
F PNL.3	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

ID22 PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
E PNL.2	1	2
F PNL.3	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

CONFIGURATION 2:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
E PNL.2	1	2
F PNL.3	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

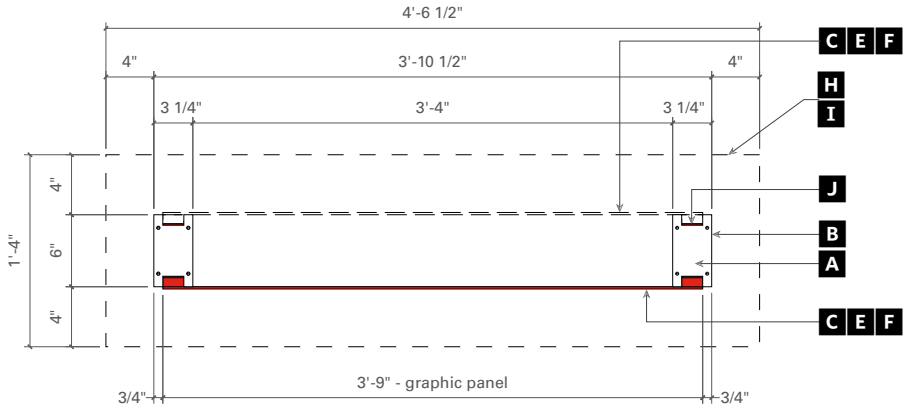
* Reference Appendix section for specifications for sign post.

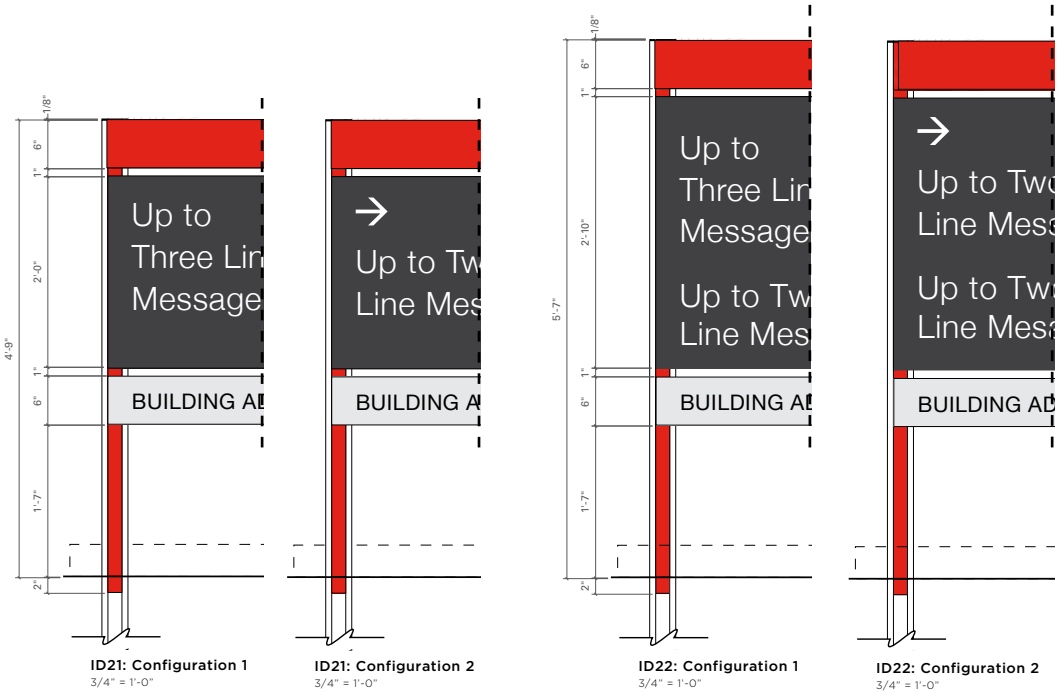
PARTS

ID20 Series – Building Identification

Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications





ID21: Configuration 1
3/4" = 1'-0"

ID21: Configuration 2
3/4" = 1'-0"

ID22: Configuration 1
3/4" = 1'-0"

ID22: Configuration 2
3/4" = 1'-0"

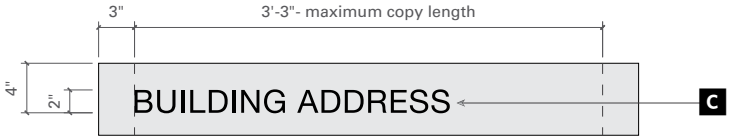
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

PNL.1
1" = 1'-0"

PNL.2- Configuration 1 (max. message)
1" = 1'-0"

PNL.2- Configuration 2 (max. message)
1" = 1'-0"



PNL.3 (max. message)
1" = 1'-0"

GRAPHIC LAYOUTS

GRAPHIC DON'TS

No more than **FOUR** lines per message panel.

No more than **TWO** destinations per message panel.

Do **NOT** use white or grey panel variation for PNL.2 .

Do **NOT** use use more than one destination or address panel.

Do **NOT** re-arrange panel order.

Panels **MUST** match 27" baseline.

Specifications

B Copy
3" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V1.**

C Copy
2" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V2.**

ID22

BUILDING IDENTIFICATION

Specifications

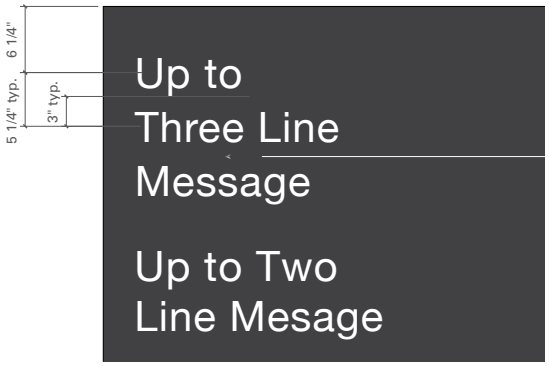
B Copy

3" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V1.**

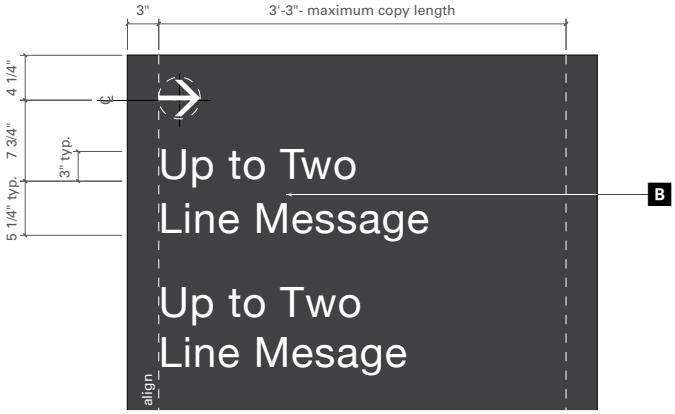
C Copy

2" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V2.**

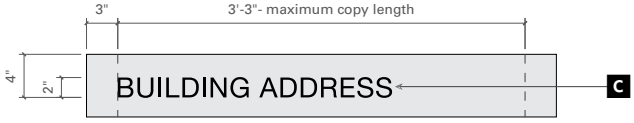
PNL.1
1" = 1'-0"



PNL.2- Configuration 1 (max. message)
1" = 1'-0"



PNL.2- Configuration 2 (max. message)
1" = 1'-0"



PNL.3 (max. message)
1" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

GRAPHIC DON'TS

No more than **FOUR** lines per message panel.

No more than **TWO** destinations per message panel.

Do **NOT** use white or grey panel variation for PNL.x or PNL.x.

Do **NOT** use use more than one destination or address panel.

Do **NOT** re-arrange panel order.

Panels **MUST** match 27" baseline.

SUB-SECTION

SECTION F:
ID30 SERIES

ID30 Series – Building Identification

ID30 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct building identification plaque for your needs.

A. Analyze location and determine if the building lies within Rutgers University property.

B. Determine placement and visibility needs based on location of ID10/20 Series, existing condition and primary and secondary entrances.

C. Determine messing lengths.

D. Select from typical module.

E. Review graphic don'ts to ensure proper selection.

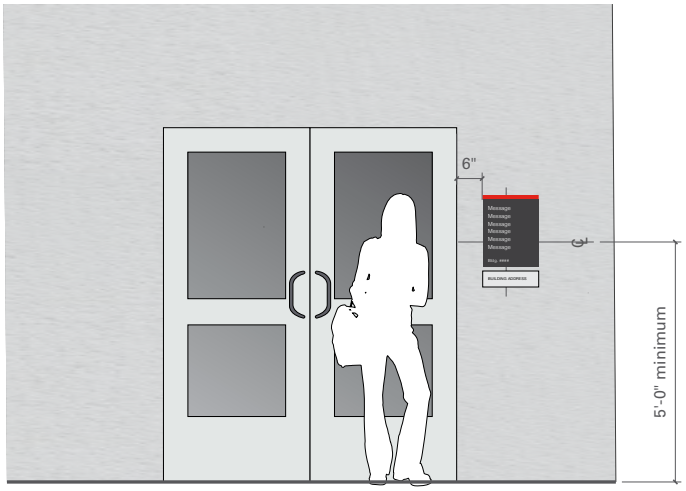
Guidelines

- To identify a building's primary and secondary entrances with its full name and address.
- Signs should identify buildings by name and include the Rutgers University building number.
- Reinforce the brand equity in the built environment with the red accent color.
- No abbreviations are to be used for building names.
- Do not rearrange panel order.

Helpful Hints

- Keep in mind the transportation path of the user when locating and specifying exterior identification signs.
- Refer to all appropriate state and local codes, as needed, for sign compliance including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

ID30 SERIES:	BUILDING NAME	BUILDING NAMES
ADJACENT TO CAMPUS	ID34	ID33
POST & PANEL LOCATION REMOTE TO BUILDING	ID32	ID31



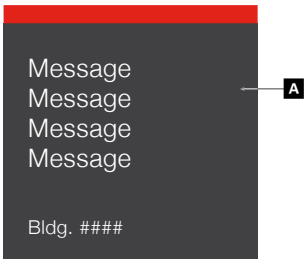
ELEVATION

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

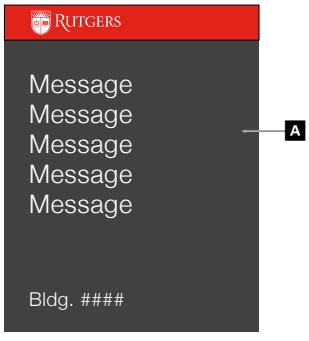
Questions? Please contact xxxxx

ID30 Series – Building Identification

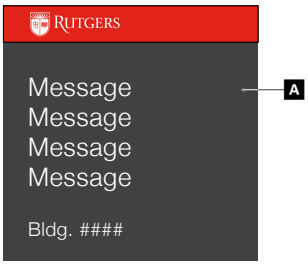
ID31



ID32



ID33



ID34

CONFIGURATIONS

PART COUNTS

ID31:	
	SINGLE SIDED
A PNL.9	1
B PNL.10	1

PART COUNTS

ID32:	
	SINGLE SIDED
A PNL.9	1
B PNL.10	1

PART COUNTS

ID33:	
	SINGLE SIDED
A PNL.9	1
B PNL.10	1

PART COUNTS

ID34:	
	SINGLE SIDED
A PNL.9	1
B PNL.10	1

PARTS

ID31

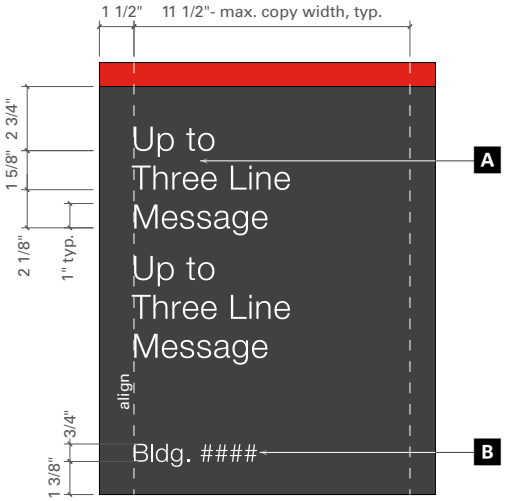
BUILDING IDENTIFICATION

Specifications

A Copy
1" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Surface Print: **S1,**
with matte clear-coat.

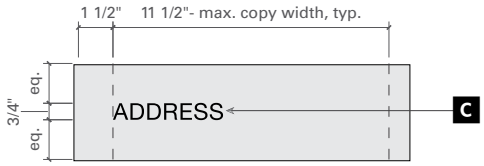
B Copy
3/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Surface Print: **S1,**
with matte clear-coat.

C Copy
3/4" X-cap Height.
Type: Helvetica
Neue Regular.
Tracking: +25.
Surface Print: **S2,**
with matte clear-coat.

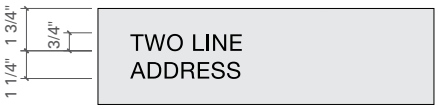


ID31: Upper Panel (max. message)
1 1/2" = 1'-0"

ID31: Upper Panel- Variation
1 1/2" = 1'-0"



ID31: Lower Panel
1 1/2" = 1'-0"



ID31: Lower Panel- Variation
1 1/2" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

No more than **TWO** messages per sign.

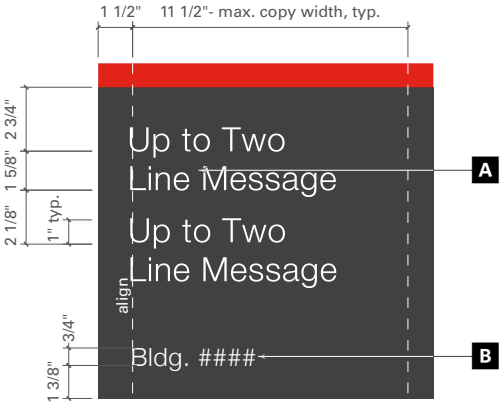
Do **NOT** rearrange panel order

Do **NOT** use more than one address panel.

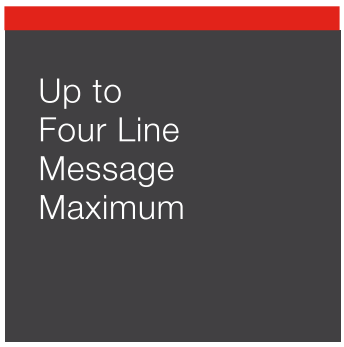
Do **NOT** exclude building number.

Do **NOT** exclude address panel.

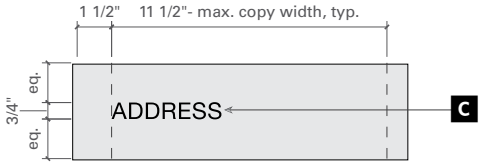
GRAPHIC DON'TS



ID32: Upper Panel (max. message)
1 1/2" = 1'-0"



ID32: Upper Panel- Variation
1 1/2" = 1'-0"



ID32: Lower Panel
1 1/2" = 1'-0"

ID32: Lower Panel- Variation
1 1/2" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

No more than **ONE** message per sign.

Do **NOT** rearrange panel order

Do **NOT** use more than one address panel.

Do **NOT** exclude building number.

Do **NOT** exclude address panel.

GRAPHIC DON'TS

Specifications

A Copy
1" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Surface Print: **S1,**
with matte clear-coat.

B Copy
3/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Surface Print: **S1,**
with matte clear-coat.

C Copy
3/4" X-cap Height.
Type: Helvetica
Neue Regular.
Tracking: +25.
Surface Print: **S2,**
with matte clear-coat.

Questions? Please contact xxxxx

ID33

BUILDING IDENTIFICATION

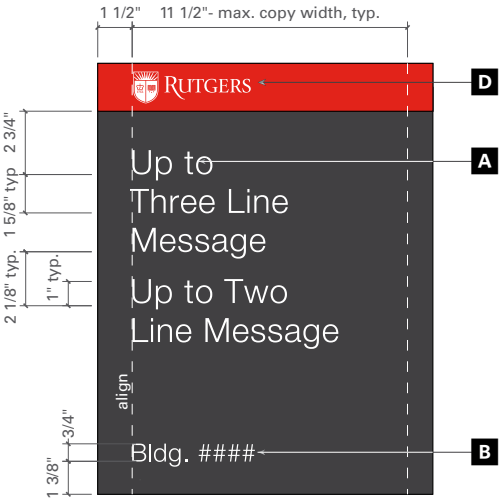
Specifications

A Copy
1" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Surface Print: **S1,**
with matte clear-coat.

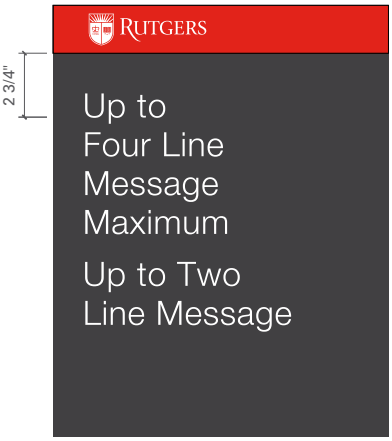
B Copy
3/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Surface Print: **S1,**
with matte clear-coat.

C Copy
3/4" X-cap Height.
Type: Helvetica
Neue Regular.
Tracking: +25.
Surface Print: **S2,**
with matte clear-coat.

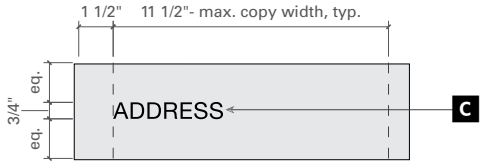
D Logo
1 1/4" Height logo: **V1**
Surface Print: **S3,**
with matte clear-coat.



ID33: Upper Panel (max. message)
1 1/2" = 1'-0"



ID33: Upper Panel- Variation
1 1/2" = 1'-0"



ID33: Lower Panel
1 1/2" = 1'-0"

ID33: Lower Panel- Variation
1 1/2" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

No more than **TWO** messages per sign.

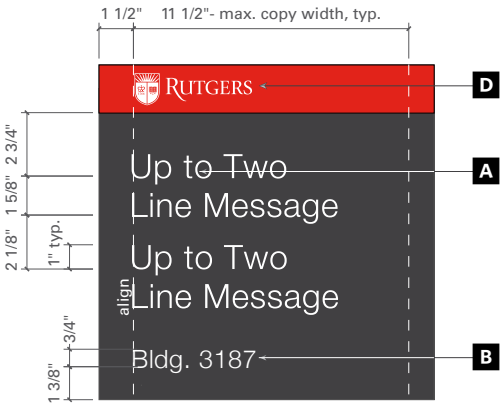
Do **NOT** rearrange panel order

Do **NOT** use more than one address panel.

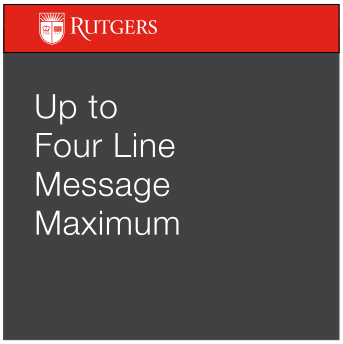
Do **NOT** exclude building number.

Do **NOT** exclude address panel.

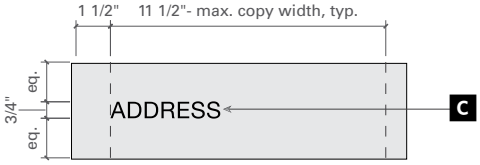
GRAPHIC DON'TS



ID34: Upper Panel (max. message)
1 1/2" = 1'-0"



ID34: Upper Panel- Variation
1 1/2" = 1'-0"

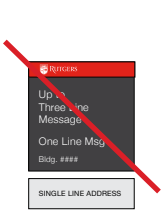


ID34: Lower Panel
1 1/2" = 1'-0"

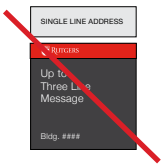
ID34: Lower Panel- Variation
1 1/2" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

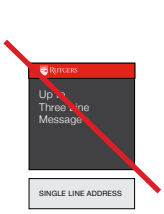


No more than **ONE** message per sign.

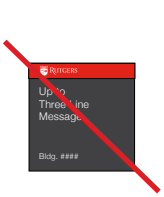


Do **NOT** rearrange panel order

Do **NOT** use more than one address panel.



Do **NOT** exclude building number.



Do **NOT** exclude address panel.

GRAPHIC DON'TS

Specifications

A Copy
1" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Surface Print: **S1,**
with matte clear-coat.

B Copy
3/4" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Surface Print: **S1,**
with matte clear-coat.

C Copy
3/4" X-cap Height.
Type: Helvetica
Neue Regular.
Tracking: +25.
Surface Print: **S2,**
with matte clear-coat.

D Logo
1 1/4" Height logo: **V1**
Surface Print: **S3,**
with matte clear-coat.

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SUB-SECTION

SECTION F:

ID40 SERIES

ID40 Series – Building Identification

Room ID Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct building identification for your needs.

A. Determine the building name to be identified.

B. Determine the placement and visibility needs of sign.

C. Determine messaging lengths and character (letter) counts for each message.

D. Determine appropriate letter size based on building height chart.

E. Test estimated letter size using a paper template to ensure proper selection.

F. Review graphic don'ts to ensure proper selection.

Guidelines

- Identification signs are used to create building visibility.
- Strategically locate identification sign on building to give optimal sightline for distance viewing.
- Typically used on buildings with one to six floors.

Helpful Hints

- Keep in mind the transportation path of the user when locating and specifying exterior identification signs.
- Refer to all appropriate state and local codes, as needed, for sign compliance including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

1234567890
ID41 (4")

Building Identification
Dimensional Letters 1234567890
ID42 (6")

1234567890
ID43 (8")

Building Identification
Dimensional Letters
ID44 (12")

Building Identification
Dimensional Letters
ID45 (18")

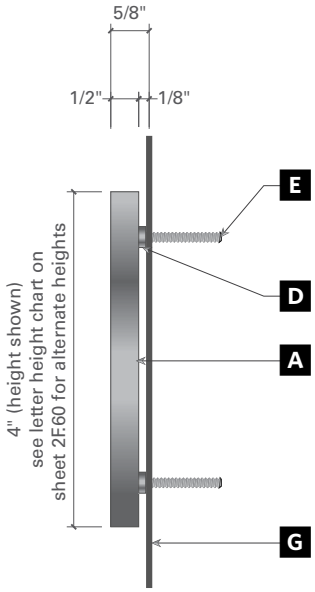
ID40 SERIES: BUILDING IDENTIFICATION			
BUILDING STORY	ID42	ID44	ID45
1-3	X	N/A	N/A
4-6	X	X	X
7-8	N/A	N/A	X
> 8	*See non-illuminated school name in SKY series, page 2C.57.*		

ID40 SERIES: BUILDING ADDRESS (FIRECODE)			
INSTALL ELEVATIONS	ID41	ID42	ID43
ABOVE DOOR	N/A	X	X
SIDE OF BUILDING	X	X	X

ID40 SERIES: VIEWING DISTANCE (FIRECODE)			
DISTANCE	ID41	ID42	ID43
50FT	X	X	X
100FT		X	X

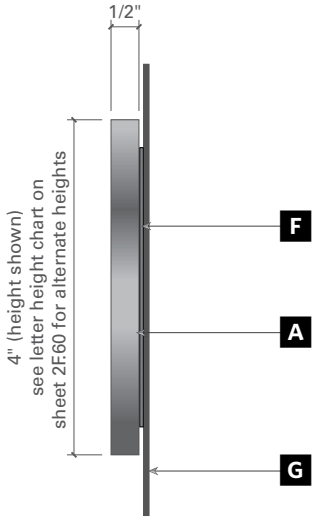
Questions? Please contact xxxxx

ID40 Series – Building Identification



)4O Series: Side Elevation

se at all porous surface
aterial where VHB tape
not sufficient to hold
ut-out forms in place.



ID4O Series: Side Elevation

Use at all non-porous surface material where VHB tape is sufficient to hold cut-out forms in place.

Specifications

A Dimensional Letter
1/2" thk. Aluminum, laser-cut forms w/ horizontal brush finish, on face of form, and sandblasted edge returns. Provide matte clear-coat, all surfaces.
Surface mount to building facade; determine best mounting method via site conditions survey.

D Spacer
1/2" dia. x 1/4" d. Aluminum spacer w/ sandblasted edge returns. Provide matte clear-coat, all surfaces.

E Pin-mount Attachment
Threaded rod drilled and tapped into back of cut-out form. Drill hole in wall surface and secure w/ hi-bond adhesive.

F VHB Foam Tape Attachment
1/16" thk. Exterior grade VHB foam tape.

G Architectural Wall Surface

Installation Note
If building identification numbers are not located above the entrance doors, a site conditions survey must be done prior to fabrication. This survey to include documented dimensions and notes as well as photographs.

DETAIL

ID41

BUILDING IDENTIFICATION

Specifications

A Dimensional Letter

1/2" thk. Aluminum, laser-cut forms w/ horizontal brush finish, on face of form, and sandblasted edge returns. Provide matte clear-coat, all surfaces.
Surface mount to building facade; determine best mounting method via site conditions survey.

B Copy

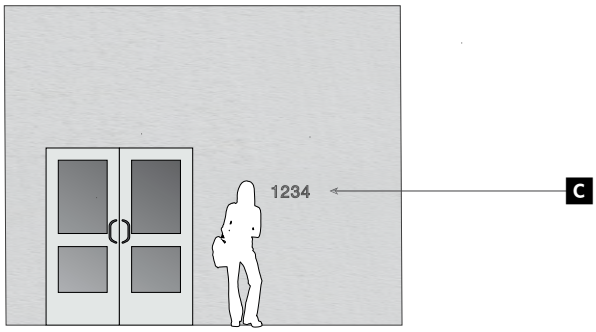
4" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.

ID41

CONFIGURATIONS

ID41: Front Elevation

ELEVATION



ID41: Install Elevation

Use when sign is located away from entrance doors

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

INSTALLATION

6" 1234567890

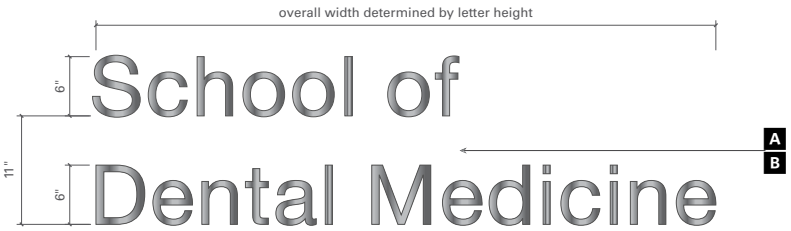
Building Identification Dimensional Letters

6"

ID42

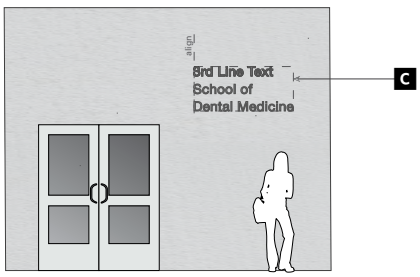
CONFIGURATIONS

ID42: Front Elevation



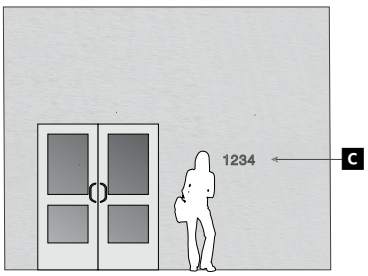
ID42: Front Elevation

ELEVATION



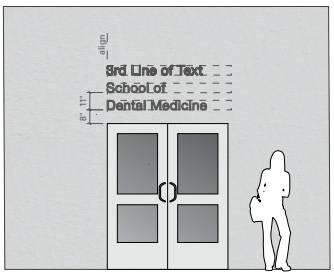
ID42: Install Elevation

Use when sign is located away from entrance doors



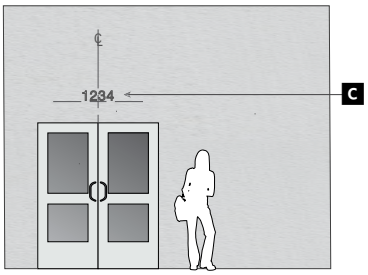
ID42: Install Elevation

Use when sign is located away from entrance doors



ID42: Install Elevation

Use when sign is located above entrance doors



ID42: Install Elevation

Use when sign is located above entrance doors

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

INSTALLATION

Specifications

A Dimensional Letter

1/2" thk. Aluminum, laser-cut forms w/ horizontal brush finish, on face of form, and sandblasted edge returns. Provide matte clear-coat, all surfaces.
Surface mount to building facade; determine best mounting method via site conditions survey.

B Copy

6" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.

ID43

BUILDING IDENTIFICATION

Specifications

A Dimensional Letter
1/2" thk. Aluminum, laser-cut forms w/ horizontal brush finish, on face of form, and sandblasted edge returns. Provide matte clear-coat, all surfaces.
Surface mount to building facade; determine best mounting method via site conditions survey.

B Copy
8" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.

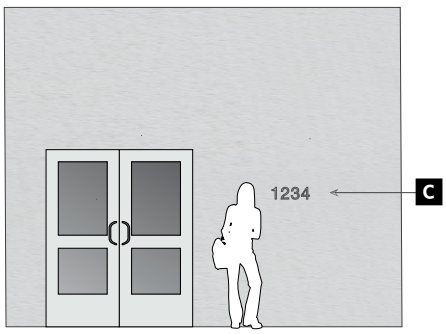
CONFIGURATIONS

ID43

ELEVATION

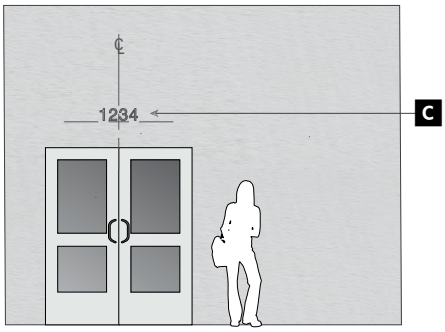
ID43: Front Elevation

INSTALLATION



ID43: Install Elevation

Use when sign is located away from entrance doors



ID43: Install Elevation

Use when sign is located above entrance doors

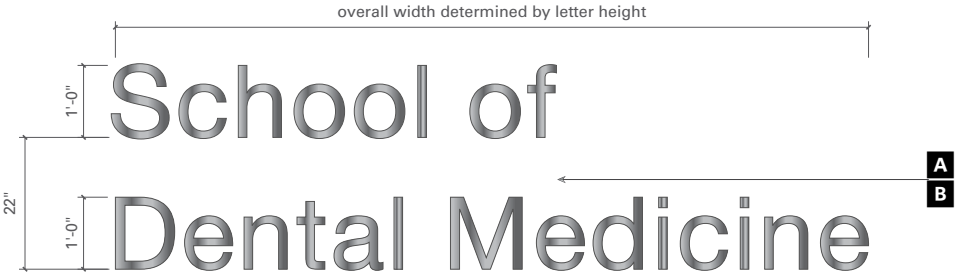
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

Building Identification Dimensional Letters

1'-0"

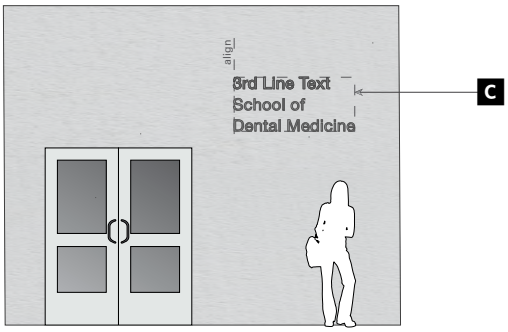
ID44

CONFIGURATIONS



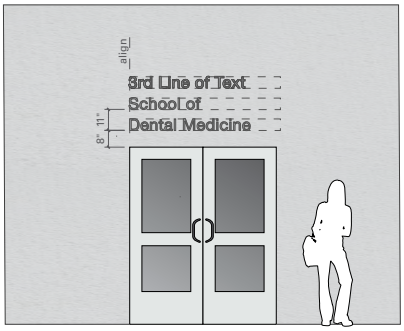
ID44: Front Elevation

ELEVATION



ID44: Install Elevation

Use when sign is located away from entrance doors



ID44: Install Elevation

Use when sign is located above entrance doors

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

INSTALLATION

Specifications

A Dimensional Letter

1/2" thk. Aluminum, laser-cut forms w/ horizontal brush finish, on face of form, and sandblasted edge returns. Provide matte clear-coat, all surfaces.
Surface mount to building facade; determine best mounting method via site conditions survey.

B Copy

1'-0" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.

ID45

BUILDING IDENTIFICATION

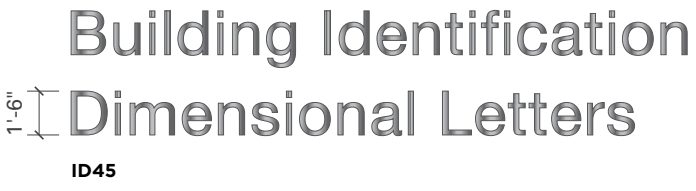
Specifications

A Dimensional Letter

1/2" thk. Aluminum, laser-cut forms w/ horizontal brush finish, on face of form, and sandblasted edge returns. Provide matte clear-coat, all surfaces.
Surface mount to building facade; determine best mounting method via site conditions survey.

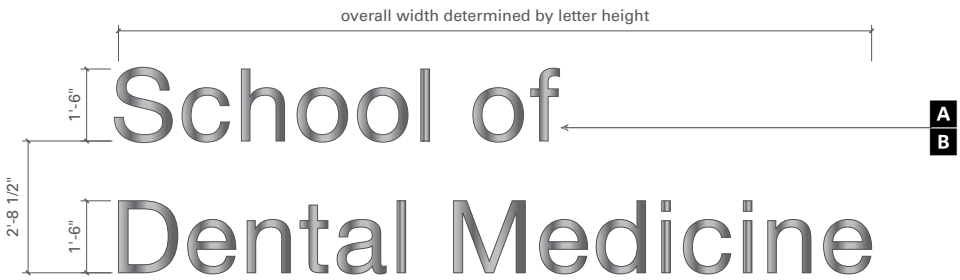
B Copy

1'-6" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.



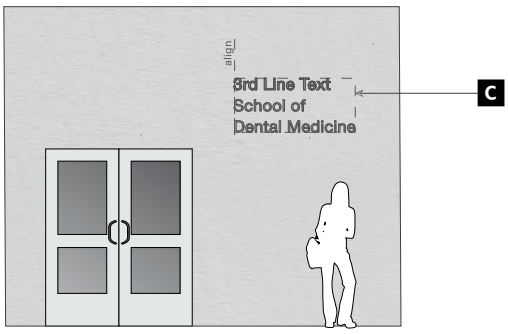
ID45

CONFIGURATIONS



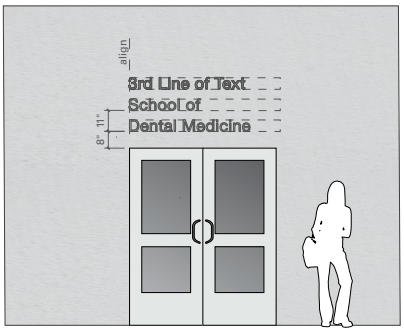
ID45: Front Elevation

ELEVATION



ID45: Install Elevation

Use when sign is located away from entrance doors



ID45: Install Elevation

Use when sign is located above entrance doors

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

INSTALLATION

SUB-SECTION

SECTION F:

ID50 SERIES

ID50 Series – Building Identification

ID50 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct vehicular directional for your needs.

A. Determine the number of messages you require.

B. Determine message lengths and character (letter) counts for each message. Are your messages 1, 2 or 3 lines long?

C. Select from the typical module heights based on previous steps. See graphic layout pages for Sample Typographic Layouts.

Guidelines

- To identify buildings at building entrances with the full name, address and building number.
- Brand: Reinforce the brand equity in the built environment with the Rutgers logotype.
- Any combination of these elements can be used as necessary for each individual location. Refer to Rutgers Visual Identity Manual for usage.
- No abbreviations are to be used on building identification signage.

Helpful Hints

- Keep in mind the transportation path of the user when locating and specifying exterior identification signs.
- Refer to all appropriate state and local codes, as needed, for sign compliance including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

ID50 SERIES:	
BUILDING # ID REQUIRED	ID51
RUTGERS LOGO TYPE ONLY	ID53
RUTGERS LOGO TYPE + BUILDING ID	ID52

Questions? Please contact xxxxx

RUTGERS
School of
Dental Medicine

110 Bergen St.

Bldg. 3188

ID51

RUTGERS
School of
Dental Medicine

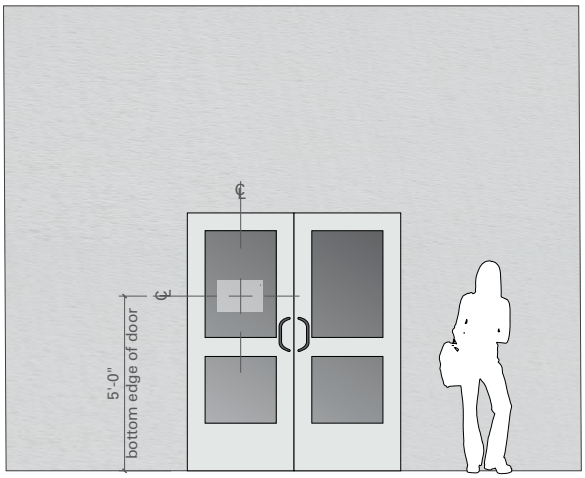
110 Bergen St.

ID52

RUTGERS

ID53

CONFIGURATIONS



DR51: Install Elevation
3/16" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

INSTALLATION

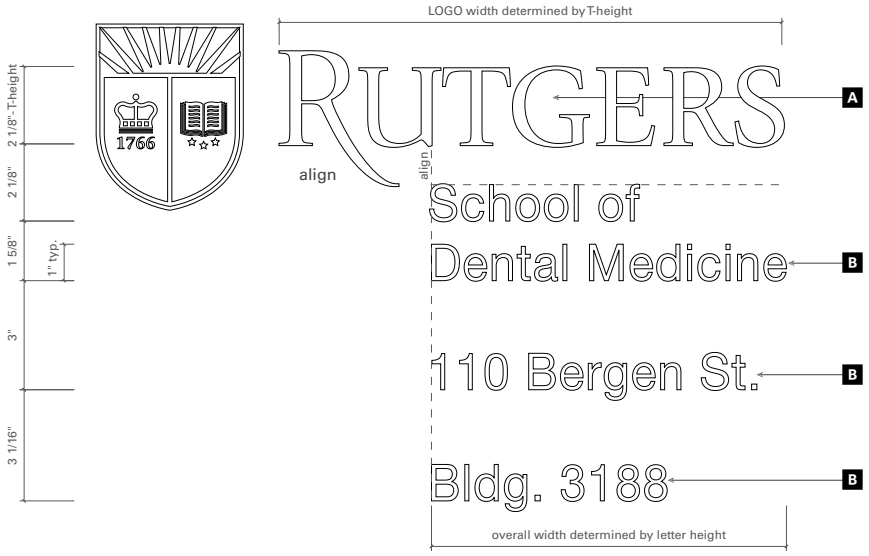
ID51-53

BUILDING IDENTIFICATION

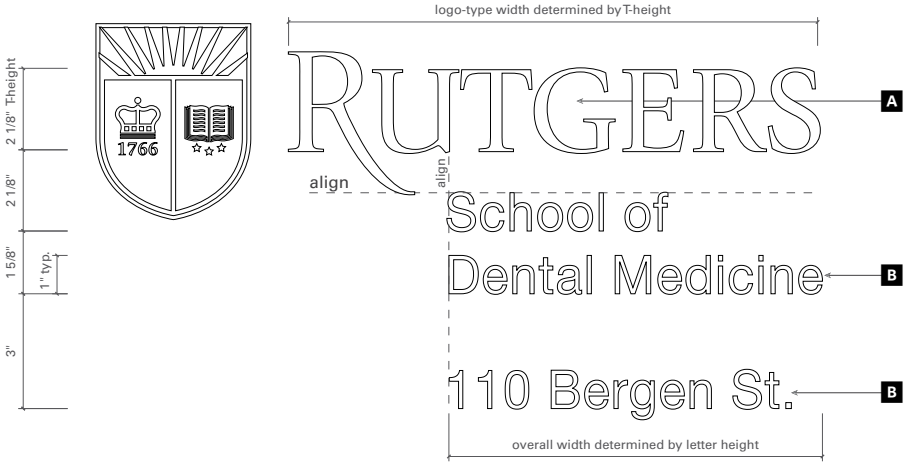
Specifications

A RU_Logotype.eps
2 1/8" T-cap height.
Artwork provided by client.
Apply second-surface
of panel.
Applied Vinyl: **V7.**

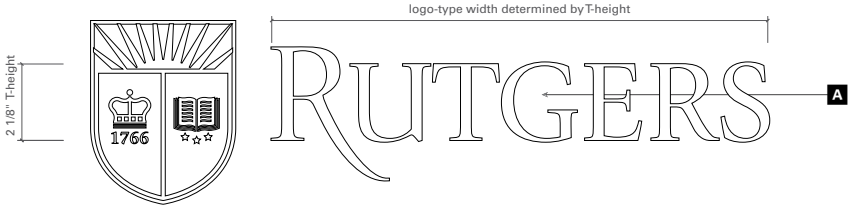
B Copy
1" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply second-surface
of panel.
Applied Vinyl: **V7.**



DR51: Front Elevation
3" = 1'-0"



ID52: Front Elevation
3" = 1'-0"



ID53: Front Elevation
3" = 1'-0"

ELEVATION

SUB-SECTION

SECTION F:

ID60 SERIES

ID60 Series – Building Identification

ID60 Series Overview

Typical existing canopy conditions shown. Additional conditions must be approved by Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct canopy identification for your needs.

A. Determine the shape, area and square footage of canopy and space availability for messaging. Determine application of message.

B. Determine message lengths and character (letter) counts for each message. Are your messages 1, 2 or 3 lines long?

C. Determine space availability for your message based on desired letter height and canopy size, area of availability.

D. Select from the typical examples shown based on the previous steps. If your canopy does not fit in these conditions, please contact Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development. See graphic layout pages for Sample Typographic Layouts.

E. Consult with the Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development and fabricator to ensure proper fabrication and installation.

Guidelines

- To identify buildings at building entrances with the full name, address and building number.
- Brand: Reinforce the brand equity in the built environment with the Rutgers logotype.
- Any combination of these elements can be used as necessary for each individual location. Refer to Rutgers Visual Identity Manual for usage.
- No abbreviations are to be used on building identification signage.

Helpful Hints

- Keep in mind the transportation path of the user when locating and specifying exterior identification signs.
- Refer to all appropriate state and local codes, as needed, for sign compliance including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

ID61
Printed letters on canopy

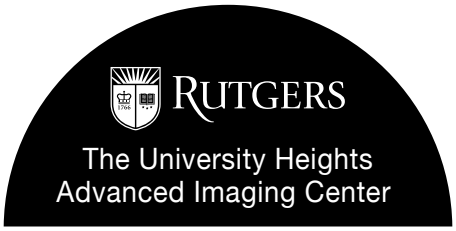
ID63
Dimensional letters on top of canopy

ID62
Dimensional letters applied to canopy

ID64
Panel applied to canopy

***These images represent the typical canopy conditions.**
If your canopy does not fit in these conditions, please contact Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development to ensure proper fabrication and installation.

Questions? Please contact xxxxx



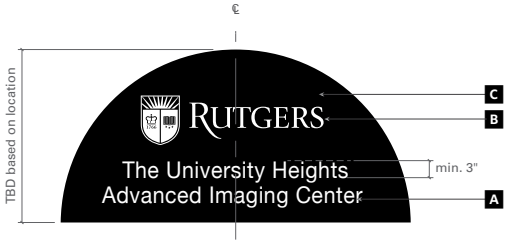
DR61 - Configuration 1
Not to Scale

ID62 - Configuration 1
Not to Scale

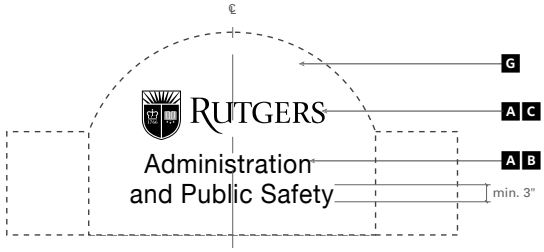
DR61 - Configuration 2
Not to Scale

ID62 - Configuration 2
Not to Scale

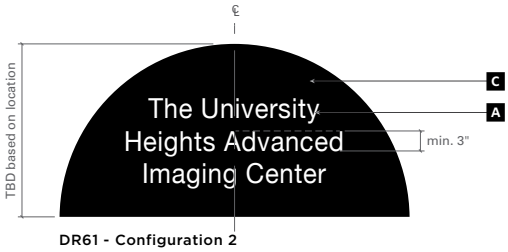
CONFIGURATIONS



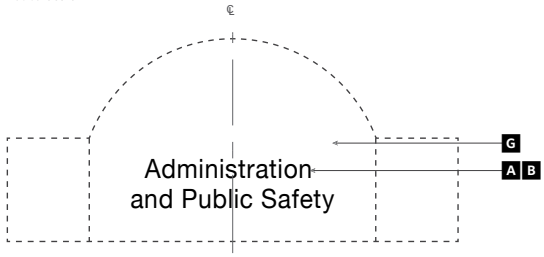
DR61 - Configuration 1
Not to Scale



ID62 - Configuration 1
Not to Scale



DR61 - Configuration 2
Not to Scale



ID62 - Configuration 2
Not to Scale

For Graphic Dont's, refer to **Page 2F.40**

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

Specifications

A Copy
3" X-cap Height, minimum.
Type: Helvetica Neue Regular.
Tracking: +25.
Print on first-surface of canopy.
Print: **P4.**

B RU_Logotype.eps
5 1/2" T-cap height.
Artwork provided by client.
Print on first-surface.
Applied Vinyl: **P4.**

C Existing Canopy Surface
Canopy size and shape may vary per location. Canopy surface may need to be re-painted to have a high contrast with the lettering.

ID61-62

BUILDING IDENTIFICATION

Specifications

A Dimensional Letter
1/2" thk. Aluminum, laser-cut forms w/ horizontal brush finish, on face of form, and sandblasted edge returns or painted finish. Provide matte clear-coat, all surfaces. Surface mount to building facade; determine best mounting method via site conditions survey.

B Copy
3" X-cap Height, minimum.
Type: Helvetica Neue Light.
Tracking: +25.
Apply to first-surface of canopy.
Paint: **Varies per canopy color.**

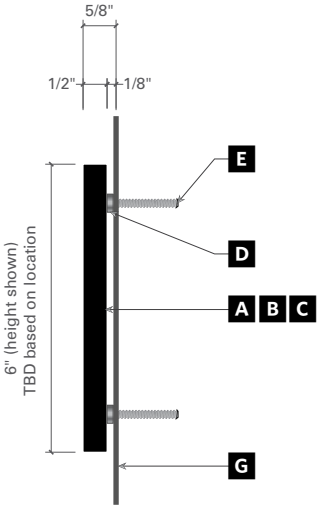
C RU_Logotype.eps
5 1/2" T-cap height.
Artwork provided by client.
Print on first-surface.
Applied Vinyl: **P4.**

D Spacer
1/2" dia. x 1/4" d. Aluminum spacer w/ sandblasted edge returns. Provide matte clear-coat, all surfaces.

E Pin-mount Attachment
Threaded rod drilled and tapped into back of cut-out form. Drill hole in wall surface and secure w/ hi-bond adhesive.

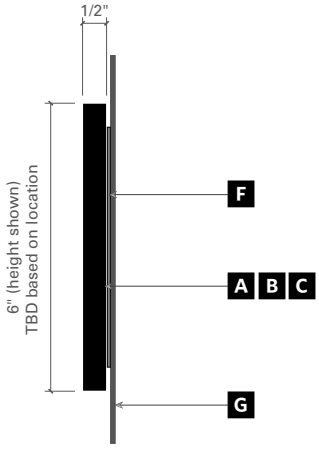
F VHB Foam Tape Attachment
1/16" thk. Exterior grade VHB foam tape.

G Existing Canopy Surface
Canopy size and shape may vary per location. Canopy surface may need to be re-painted to have a high contrast with the lettering.



ID62: Side Elevation
3" = 1'-0"

Use at all porous surface material where VHB tape is not sufficient to hold cut-out forms in place.

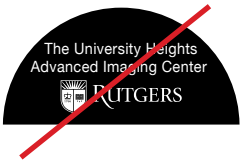


ID62: Side Elevation
3" = 1'-0"

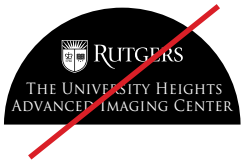
Use at all non-porous surface material where VHB tape is sufficient to hold cut-out forms in place.

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

DETAIL



DO NOT place Rutgers logo below the building name.



ONLY use alternative typefaces shown in the Kit of Parts section.

ONLY use high contrast lettering.

DO NOT fit more than three lines of copy on this canopy shape.

GRAPHIC DON'TS

ID63 - Configuration 1
Not to Scale

Livingston Student Center

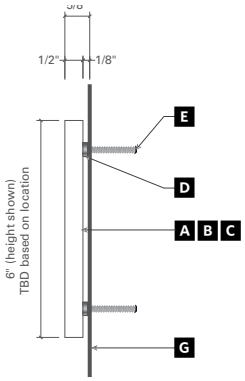
ID63 - Configuration 2
Not to Scale

CONFIGURATIONS

ID63 - Configuration 1
Not to Scale

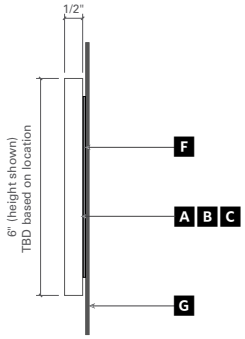
ID63 - Configuration 2
Not to Scale

ELEVATION



ID63: Side Elevation
3" = 1'-0"

Use at all porous surface material where VHB tape is not sufficient to hold cut-out forms in place.



ID63: Side Elevation
3" = 1'-0"

Use at all non-porous surface material where VHB tape is sufficient to hold cut-out forms in place.

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

DETAIL

Specifications

A Dimensional Letter
1/2" thk. Aluminum, laser-cut forms w/ horizontal brush finish, on face of form, and sandblasted edge returns or painted finish. Provide matte clear-coat, all surfaces. Surface mount to building facade; determine best mounting method via site conditions survey.

B Copy
3" X-cap Height, minimum. Type: Helvetica Neue Regular. Tracking: +25.

C RU_Logotype.eps
Height varies per location.

D Spacer
1/2" dia. x 1/4" d. Aluminum spacer w/ sandblasted edge returns. Provide matte clear-coat, all surfaces.

E Pin-mount Attachment
Threaded rod drilled and tapped into back of cut-out form. Drill hole in wall surface and secure w/ hi-bond adhesive.

F VHB Foam Tape Attachment
1/16" thk. Exterior grade VHB foam tape.

G Existing Canopy Surface
Canopy size and shape may vary per location. Canopy surface may need to be re-painted to have a high contrast with the lettering.

ID64

BUILDING IDENTIFICATION

Specifications

A Panel
1/2" thk. Painted aluminum, panel. Provide matte clear-coat, all surfaces. Surface mount to building facade; determine best mounting method via site conditions survey.
Paint: **Varies per location.**

B Copy
3" X-cap Height, minimum.
Type: Helvetica Neue Regular.
Tracking: +25.
Print on first-surface of panel.
Paint: **Varies per location.**

C RU_Logotype.eps
5 1/2" T-cap height, minimum.
Artwork provided by client.
Print on first-surface of panel.
Paint: **Varies per location.**

D Spacer
1/2" dia. x 1/4" d. Aluminum spacer w/ sandblasted edge returns. Provide matte clear-coat, all surfaces.

E Pin-mount Attachment
Threaded rod drilled and tapped into back of cut-out form. Drill hole in wall surface and secure w/ hi-bond adhesive.

F VHB Foam Tape Attachment
1/16" thk. Exterior grade VHB foam tape.

G Existing Canopy Surface
Canopy size and shape may vary per location. Canopy surface may need to be re-painted to have a high contrast with the lettering.

CONFIGURATIONS

ID64 - Configuration 1
Not to Scale

ID64 - Configuration 2
Not to Scale

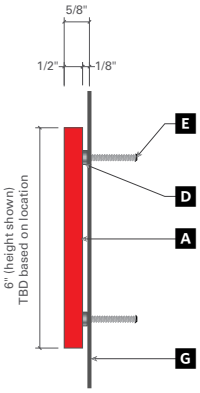
ELEVATION

ID64 - Front Elevation
Not to Scale

ID64 - Front Elevation (Alternative Graphic)
Not to Segment

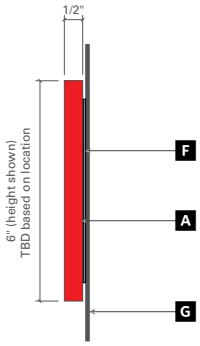
For Graphic Dont's, refer to **Page 2F.40**

DETAIL



ID64: Side Elevation
3" = 1'-0"

Use at all porous surface material where VHB tape is not sufficient to hold cut-out forms in place.



ID64: Side Elevation
3" = 1'-0"

Use at all non-porous surface material where VHB tape is sufficient to hold cut-out forms in place.

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

SUB-SECTION

SECTION G:

PRK10 SERIES

PRK10 Series – Parking Identification

PRK10 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct parking identification for your needs.

A. Verify the parking area/lot name, street associated with the lot and regulatory information.

B. Analyze the location, mounting detail and space availability.

C. Determine message lengths and character (letter) counts for each message.

D. Select from the typical module widths based on previous steps. See graphic layout pages for sample typographic layouts.

E. Review graphic don'ts to ensure proper selection.

Guidelines

- To identify parking areas using the lot name and street associated with the lot.
- Reinforce the brand equity in the built environment with accent color & Rutgers logo-type header.
- Use as a single-sided or double-sided sign. Message standards apply to both sides of sign.
- Locate freestanding parking identification signs at parking lot/area entrances or driveways. Only one lot should be identified per sign.
- Do not rearrange panel order.
- The bottom panel is designated for parking information only (i.e. A parking pass is needed from 8am-5pm)
- Non-motorized parking areas may be identified. See graphic layouts for correct usage.

Helpful Hints

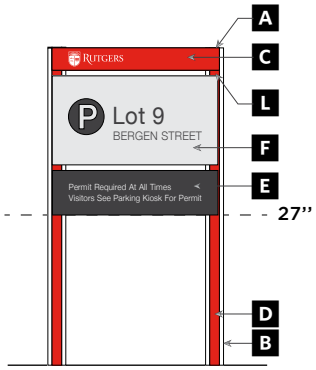
- Keep in mind the intuitive path of the user when locating and specifying exterior parking identification signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including Zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

PRK10 SERIES:	
LOT ID: Up to 7 characters **ADDRESS: Up to 12 characters for street name** **MAX. COPY LENGTH: Max. Length 1'-3 3/4"**	**PRK11**
LOT ID: Up to 12 characters **ADDRESS: Up to 24 characters for street name** **MAX. COPY LENGTH: Max. Length 2'-3 3/4"**	**PRK12**

Questions? Please contact xxxxx

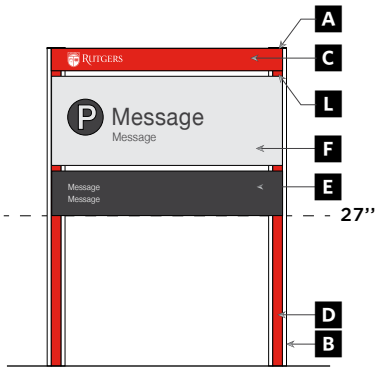
PRK10 Series – Parking Identification

PRK11



Configuration 1

PRK12



Configuration 1

J Full length filler panels are used for single sided signs only. (not shown)

G Stop panel below grade line. (not shown)

CONFIGURATIONS

PRK11 PART COUNTS

CONFIGURATION 1:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
E PNL.2	1	2
F PNL.3	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

PRK12 PART COUNTS

CONFIGURATION 1:

	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
C PNL.1	1	2
L FP_3	4	8
E PNL.2	1	2
F PNL.3	1	2
D FP_1	2	4
J FP_2	2	0
G FP_S	4	4

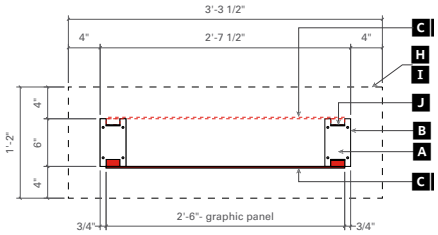
* Reference Appendix section for specifications for sign post.

PARTS

PRK10 Series – Parking Identification

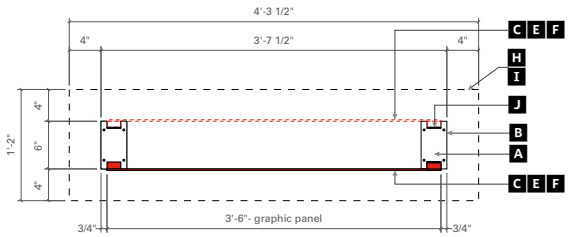
Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications



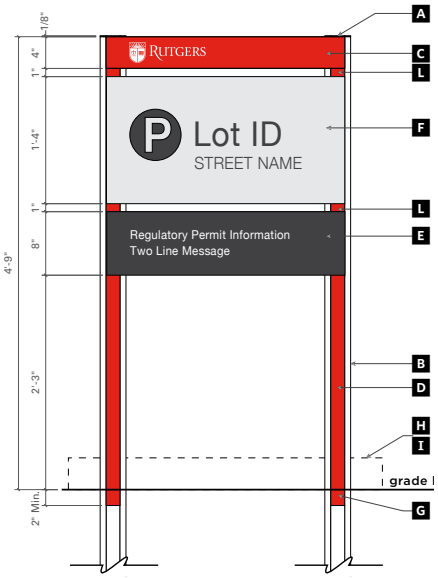
PRK11
3/4" = 1'-0"

Plan Elevation-
Single side Sign
(double side panels shown dashed)

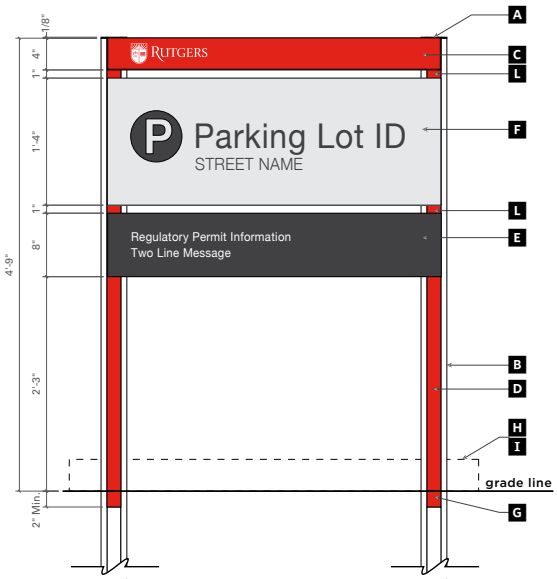


PRK12
3/4" = 1'-0"

Plan Elevation-
Single side Sign
(double side panels shown dashed)



PRK11
3/4" = 1'-0"

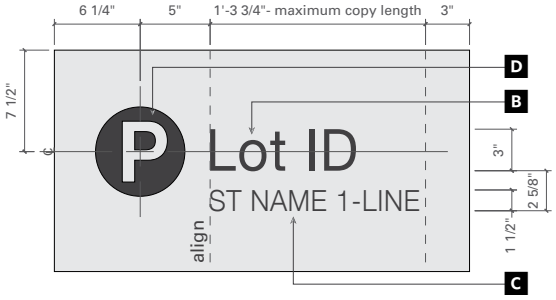


PRK12
3/4" = 1'-0"

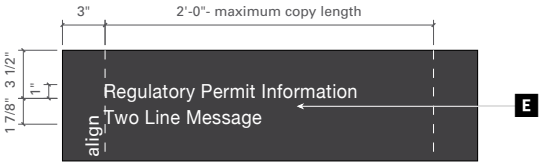
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

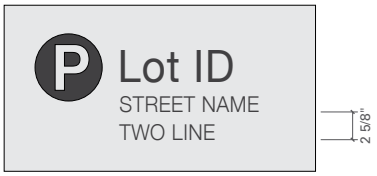
PNL.1



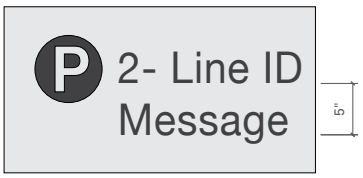
PNL.2 (max. message)



PNL.3 (max. message)



PNL.2- Variation



PNL.2- Variation

"Bicycle Parking" is the only approved message for this panel layout.

PNL.3- Variation

PNL.3- Variation

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

Do **NOT** use this layout to identify parking lots or garages.

Do **NOT** identify more than one lot per parking identification sign.

Do **NOT** exclude the street name from the parking identification.

No more than **ONE** parking message panel.

ONLY permit information is to appear on PNL.6.

Do **NOT** rearrange panel order or exclude panels.

GRAPHIC DONT'S

Specifications

A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V2.**

C Copy
1 1/2" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V2.**

D Parking_Symbol.eps
6 1/2" Diameter.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Weed out P from black vinyl background; to have background panel color.

E Copy
1" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V1.**

PRK12

PARKING IDENTIFICATION

Specifications

A RU_Logotype.eps
1 1/2" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

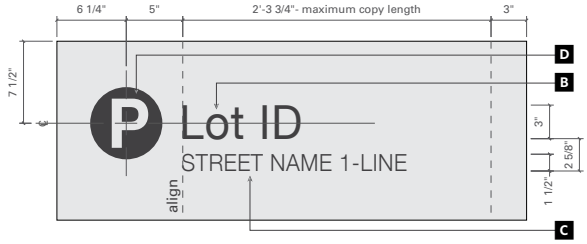
B Copy
3" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V2.**

C Copy
1 1/2" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V2.**

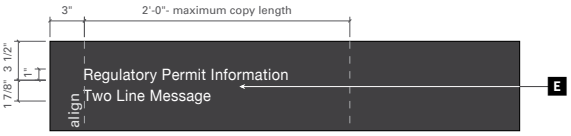
D Parking_Symbol.eps
6 1/2" Diameter.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Weed out P from black vinyl background; to have background panel color.

E Copy
1" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V2.**

PNL.4

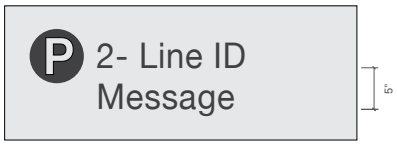


PNL.5 (max. message)



PNL.6 (max. message)

PNL.5- Variation
3/4"= 1'-0"



PNL.5- Variation

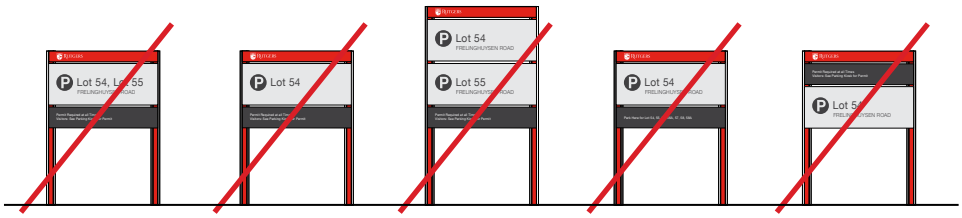
"Bicycle Parking" is the only approved message for this panel layout.

PNL.6- Variation

PNL.6- Variation

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS



Do **NOT** identify more than one lot per parking identification sign.

Do **NOT** exclude the street name from the parking identification.

No more than **ONE** parking message panel.

ONLY permit information is to appear on PNL.6.

Do **NOT** rearrange panel order or exclude panels.

GRAPHIC DON'TS

SUB-SECTION

SECTION G:

PRK20

PRK20 Series – Parking Identification: W10E

PRK20 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct parking identification for your needs.

A. Verify the parking area/lot name, street associated with the lot and regulatory information.

B. Analyze the location, mounting detail and space availability.

C. Determine message lengths and character (letter) counts for each message.

D. Select from the typical module widths based on previous steps. See graphic layout pages for sample typographic layouts.

E. Review graphic don'ts to ensure proper selection.

Guidelines

- To identify parking areas using the lot name and street associated with the lot.
- Reinforce the brand equity in the built environment with accent color & Rutgers logo-type header.
- Use as a single-sided or double-sided sign. Message standards apply to both sides of sign.
- Locate freestanding parking identification signs at parking lot/area entrances or driveways. Only one lot should be identified per sign.
- Do not rearrange panel order.
- The bottom panel is designated for parking information only. (i.e. A parking pass is needed from 8am-5pm)
- Non-motorized parking areas may be identified. See graphic layouts for correct usage.

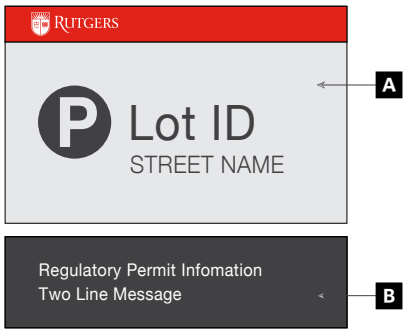
Helpful Hints

- Keep in mind the intuitive path of the user when locating and specifying exterior parking identification signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including Zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

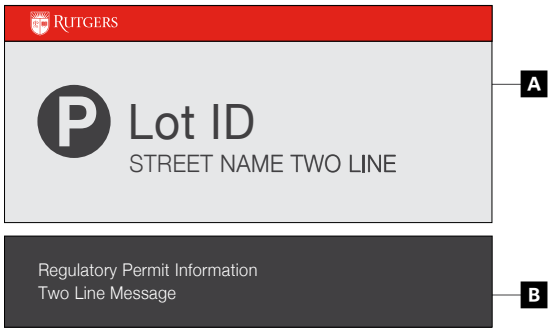
PRK20 SERIES:	
LOT ID: Up to 7 characters **ADDRESS: Up to 12 characters for street name** **MAX. COPY LENGTH: Max. Length 1'-3 3/4"**	**PRK21**
LOT ID: Up to 12 characters **ADDRESS: Up to 24 characters for street name** **MAX. COPY LENGTH: Max. Length 2'-3 3/4"**	**PRK22**

Questions? Please contact xxxxx

PRK20 Series – Parking Identification: W10E



PRK21



PRK22

CONFIGURATIONS

PART COUNTS

PRK21:	SINGLE SIDED
A PNL.11	1
B PNL.12	1

PART COUNTS

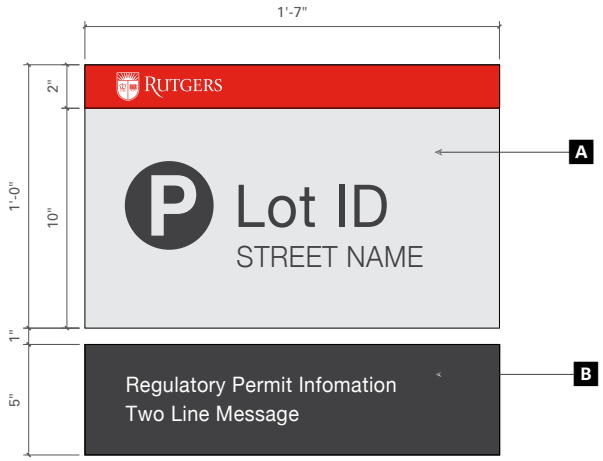
PRK21:	SINGLE SIDED
A PNL.11	1
B PNL.12	1

PARTS

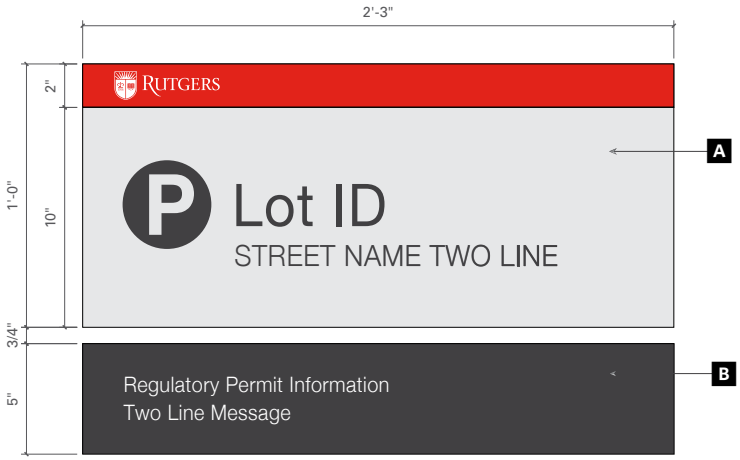
PRK20 Series – Parking Identification: W10E

Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

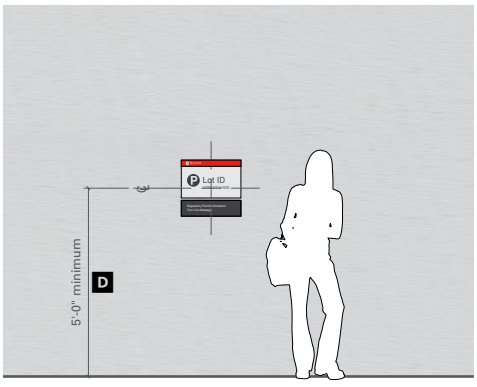


PRK21

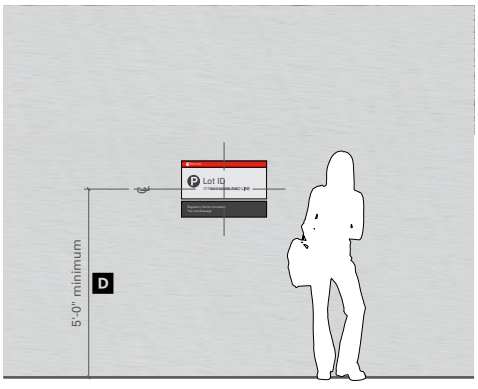


PRK22

ELEVATION



PRK21



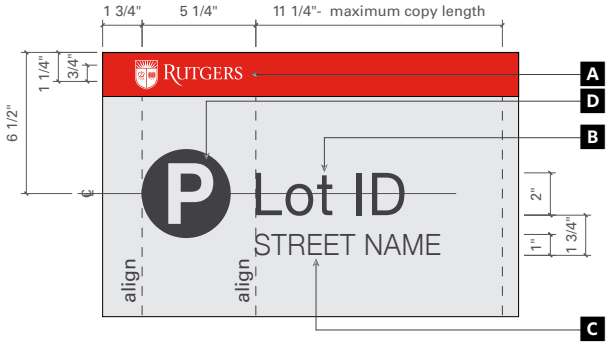
PRK22

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

INSTALL ELEVATION

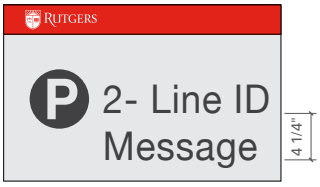
PRK21

PARKING IDENTIFICATION: W10E



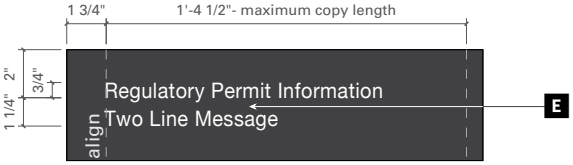
PNL.1 (max. message)

PNL.1- Variation



PNL.1- Variation

"Bicycle Parking" is the only approved message for this panel layout.



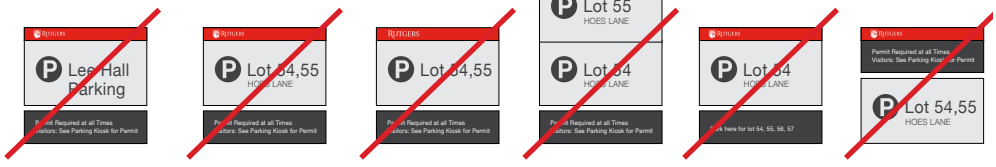
PNL.2 (max. message)

PNL.2- Variation

PNL.2- Variation

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS



Do **NOT** use this layout to identify parking lots or garages.

Do **NOT** identify more than one lot per parking identification sign.

Do **NOT** exclude the street name from the parking identification.

No more than **ONE** parking message panel.

ONLY permit information is to appear on PNL.6.

Do **NOT** rearrang panel order or exclude panels.

GRAPHIC DON'TS

Specifications

A RU_Logotype.eps
3/4" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Copy
2" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V2.**

B Copy
1" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V2.**

D Parking_Symbol.eps
4" Diameter.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Weed out P from black vinyl background; to have background panel color.

E Copy
3/4" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V1.**

PRK22

PARKING IDENTIFICATION: W10E

Specifications

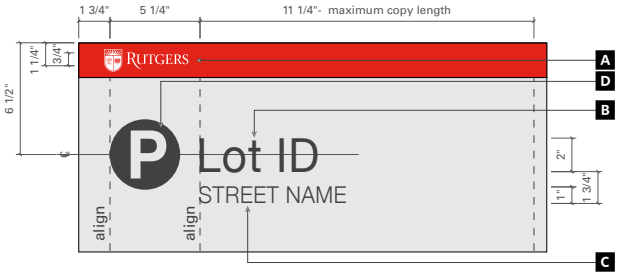
A RU_Logotype.eps
3/4" T-cap height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Copy
2" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V2.**

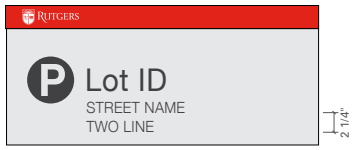
B Copy
1" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V2.**

D Parking_Symbol.eps
4" Diameter.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**
Weed out P from black vinyl background; to have background panel color.

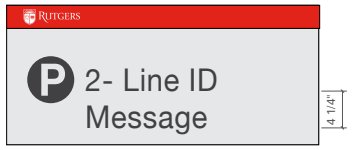
E Copy
3/4" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V1.**



PNL.3 (max. message)

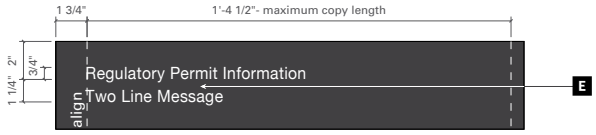


PNL.3- Variation



PNL.3- Variation

To be used for non-motorized parking areas only (i.e. Bicycle Parking).



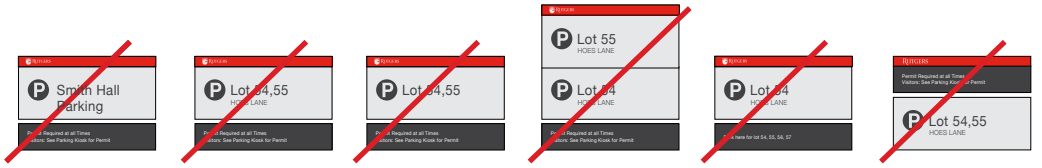
PNL.4 (max. message)

PNL.4- Variation

PNL.4- Variation

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS



Do **NOT** use this layout to identify parking lots or garages.

Do **NOT** identify more than one lot per parking identification sign.

Do **NOT** exclude the street name from the parking identification.

No more than **ONE** parking message panel.

ONLY permit information is to appear on PNL.6.

Do **NOT** rearrange panel order or exclude panels.

GRAPHIC DON'TS

SUB-SECTION

SECTION G:

KSK10 SERIES

KSK10 Series – Kiosk Information

KSK10 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct parking kiosk for your needs.

A. Verify the parking area/lot name, street address and regulatory information.

B. Analyze the location, mounting detail and space availability.

Guidelines

- Give parking instructions from a pedestrian viewpoint only.
- Reinforce the brand equity in the built environment with accent color pole.
- Locate signs throughout parking area to allow for a sight line from all parking spaces.
- Use as a single-sided or double-sided sign. Message standards apply to both sides of sign.
- QR code needs to be accessible by a standing or seated individual.
- Modifying graphic language on instruction panel will require approval by Rutgers Parking Authority and Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development.

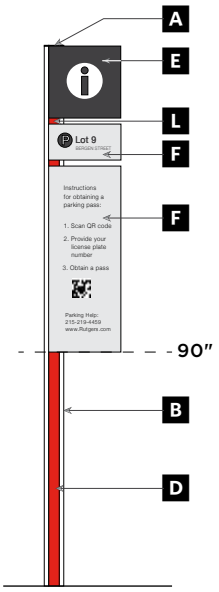
Helpful Hints

- Keep in mind the visibility and sight lines when locating and specifying exterior kiosk information signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including Zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

KSK10 SERIES:		
	KSK11	KSK12
NEW POST	X	N/A
EXISTING POLE	N/A	X
VARIOUS FENCE MOUNT	N/A	X
VARIOUS WALL MOUNT	N/A	X

Notes:
1. Site survey for sign location required prior to determining-KSK type

Questions? Please contact xxxxx



Configuration 1

J Full length filler panels are used for single sided signs only (not shown)

G Stop panel below grade line (not shown)

K Structural attachment angle (not shown)

CONFIGURATIONS

PART COUNTS

CONFIGURATION 1:	SINGLE SIDED	DOUBLE SIDED
A POST CAP	2	2
* B SIGN POST	2	2
L FP_3	4	8
E PNL.2	1	2
F PNL.3	2	4
D FP_1	1	2
J FP_2	1	0
G FP_S	2	2
K ST. ANGLE	1	2

* Reference Appendix section for specifications for sign post.

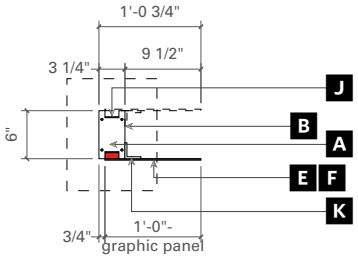
PARTS

KSK11

KIOSK INFORMATION

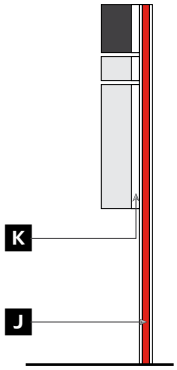
Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

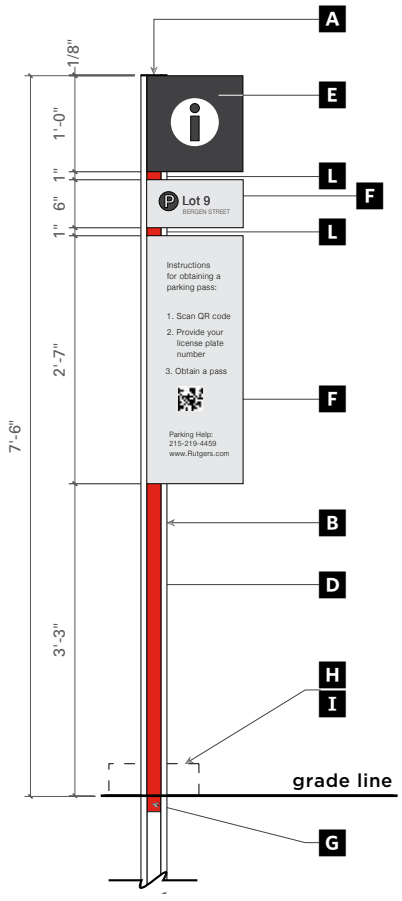


KSK11
1/2" = 1'-0"

Plan Elevation-
Single side Sign



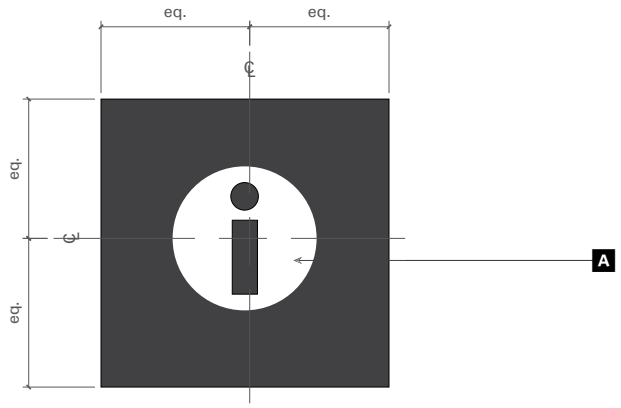
Back Elevation-
Single side Sign



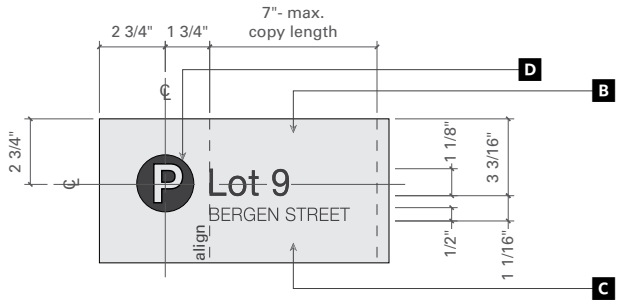
KSK11
1/2" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

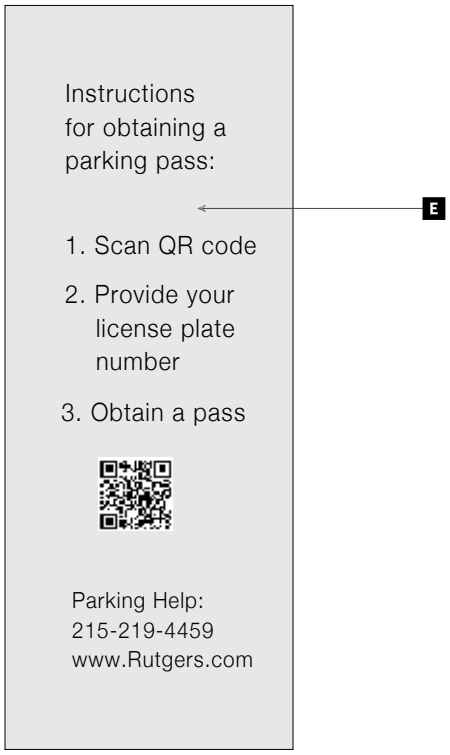
ELEVATION



PNL.1
1 1/2" = 1'-0"



PNL.2
1 1/2" = 1'-0"



PNL.3
1 1/2" = 1'-0"

Specifications

A Information_Symbol.eps
6" Height.
Artwork provided by client.
Apply to front surface
of panel.
Applied Vinyl: **V1.**

B Copy
1 1/8" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +50.
Apply to front surface
of panel.
Applied Vinyl: **V2.**

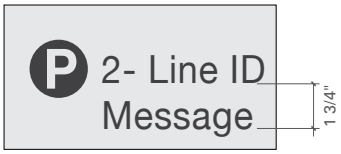
C Copy
1/2" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface
of panel.
Applied Vinyl: **V2.**

D Parking_Symbol.eps
4" Height.
Artwork provided by client.
Apply to front surface
of panel.
Applied Vinyl: **V2.**

E Kiosk_Graphics.eps
Artwork provided by client.
Surface print on vinyl and
apply to aluminum face.
Surface Print: **S2**
Paint Vinyl: **P3.**

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

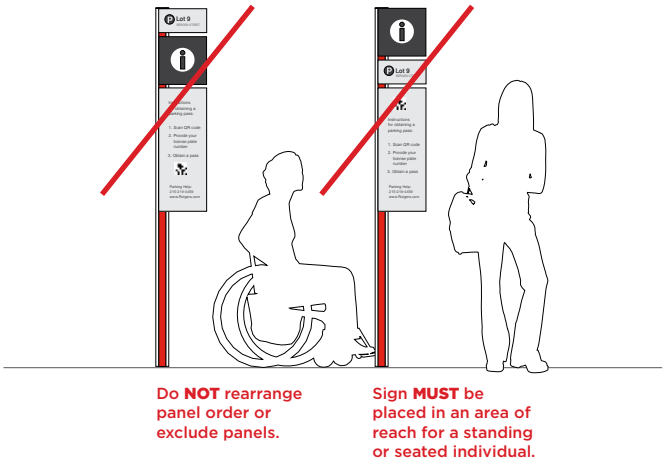
GRAPHIC LAYOUTS



PNL.2- Variation
1 1/2" = 1'-0"

PNL.2- Variation
1 1/2" = 1'-0"

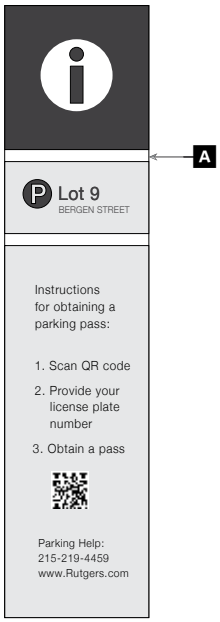
GRAPHIC LAYOUTS



Do **NOT** rearrange panel order or exclude panels.

Sign **MUST** be placed in an area of reach for a standing or seated individual.

GRAPHIC DON'TS



KSK12

CONFIGURATIONS

PART COUNTS

KSK12:	SINGLE SIDED
A PNL.13	1

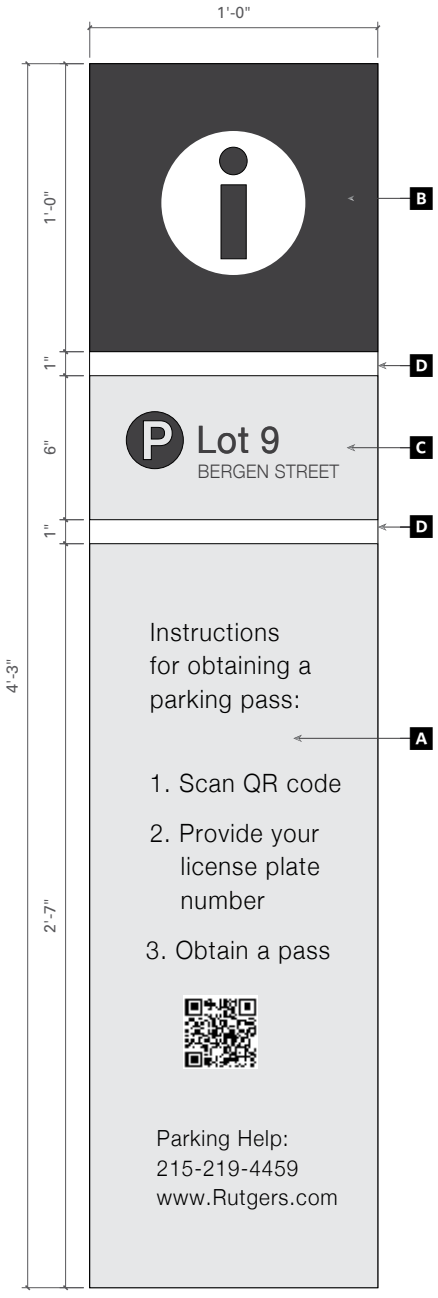
PARTS

KSK12

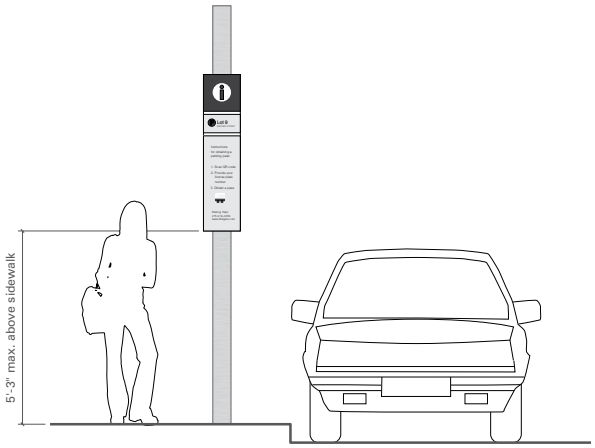
KIOSK INFORMATION

Specifications

Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

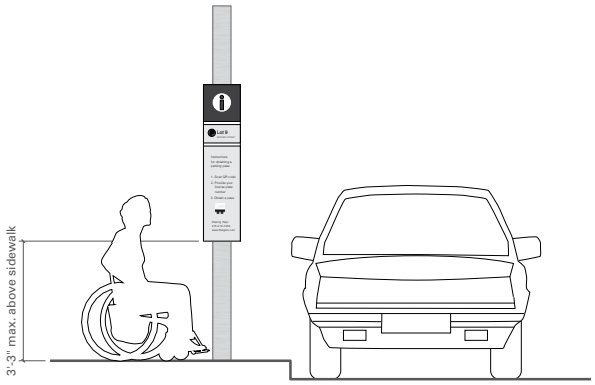


KSK12
1 1/2" = 1'-0"



KSK12: Install Elevation
1/4" = 1'-0"

Use only at existing poles that are walk-up accessible

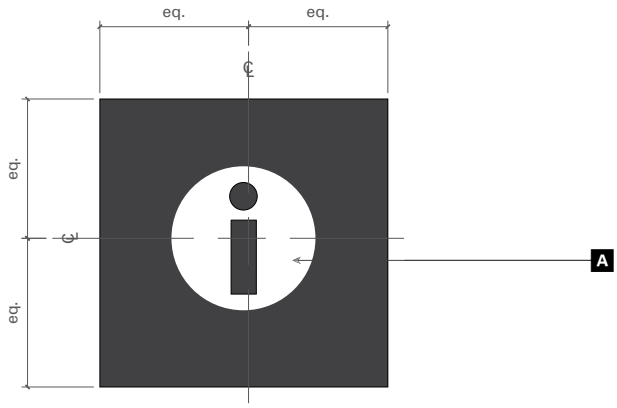


KSK12: Install Elevation
1/4" = 1'-0"

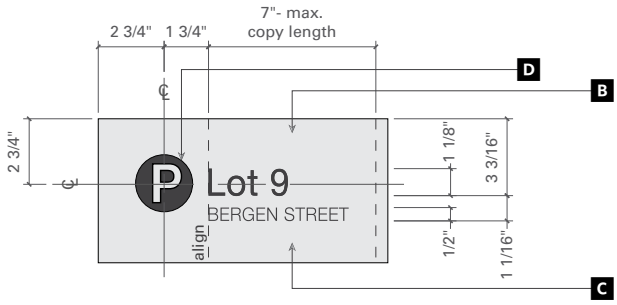
Use when handicap accessibility is required ie., at handicap parking areas

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

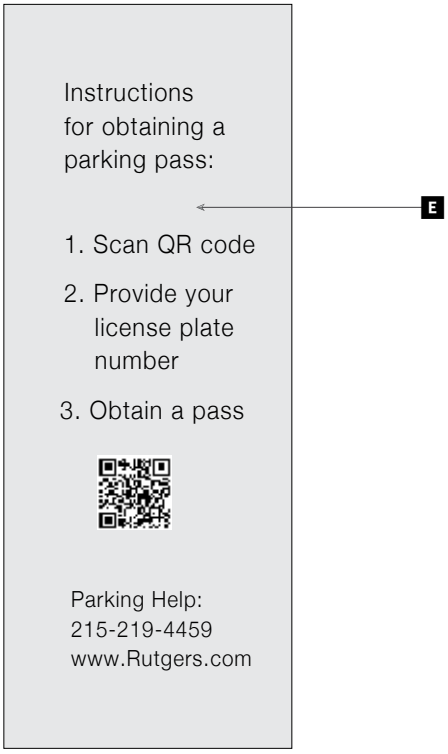
ELEVATION



PNL.1
1 1/2" = 1'-0"



PNL.2
1 1/2" = 1'-0"



PNL.3
1 1/2" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

Specifications

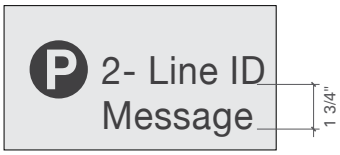
A **Information_Symbol.eps**
6" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B **Copy**
1 1/8" X-cap Height.
Type:
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

C **Copy**
1/2" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +50.
Apply to front surface of panel.
Applied Vinyl: **V2.**

D **Parking_Symbol.eps**
4" Height.
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: **V2.**

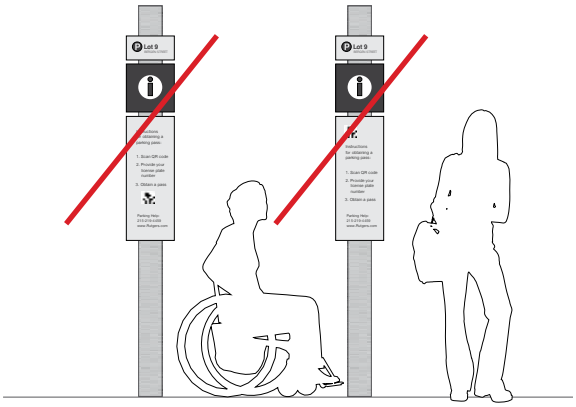
E **Kiosk_Graphics.eps**
Artwork provided by client.
Surface print on vinyl and apply to aluminum face.
Surface Print: **S2**
Paint Vinyl: **P3.**



PNL.2- Variation
1 1/2" = 1'-0"

PNL.2- Variation
1 1/2" = 1'-0"

GRAPHIC LAYOUTS



Do **NOT** rearrange panel order or exclude panels.

Sign **MUST** be placed in an area of reach for a standing or seated individual.

GRAPHIC DON'TS

SECTION H:

TRANSIT

TR10 SERIES TRANSIT IDENTIFICATION

Some transit signs were implemented prior to the completion of this Universitywide Standard. These signs have been documented and are represented in this section. There are some transit signs that are unique to the Health Science campus and can be found in **Section J** of this manual.

TR10 Series – Transit Identification

AR10 Series Overview

Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct transit identification for your needs:

A. Determine if the transit stop is new or existing. Determine number of routes that need to be identified on the transit identification sign.

B. Determine quantity needed for creating optimal sight lines based on bus stop length

C. Analyze existing ground conditions and space availability.

D. Review graphic dont's to ensure proper selection.

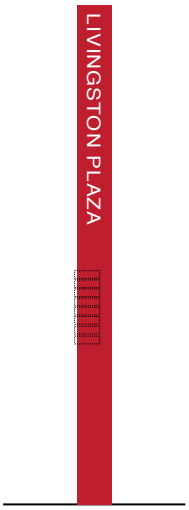
E. Prepare a mock-up to review with fabricator on site to ensure proper selection.

Guidelines

- Identify Rutgers transit stops.
- Maintain the brand equity in the built environment with Rutgers brand color.
- Use as a double-sided element. Placement and location should allow for optimal sight lines from the entry point.
- Do not modify panel configuration, color or any other physical or graphic elements.

Helpful Hints

- Keep in mind the transportation path of the user when locating and specifying transit signs.
- Refer to all appropriate state and local codes, as needed, for sign compliance including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.



TR11

Questions? Please contact xxxxx

TR11

CONFIGURATIONS

PART COUNTS

TR10 SERIES:

LENGTH OF BUS STOP	NUMBER OF ROUTE IDENTIFICATION SIGNS NEEDED
10-20ft.	1
20-40ft.	2

NUMBER OF ROUTE IDENTIFICATION CLIPS NEEDED PER SIGN	NUMBER OF CLIPS NEEDED PER SIGN
0 Routes	0
1 Route	1
2 Routes	2
3 Routes	3
4 Routes	4
5 Routes	5
6 Routes	6
7 Routes	7

PARTS

TR11

TRANSIT IDENTIFICATION

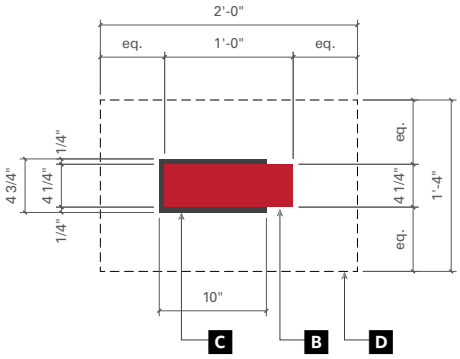
Specifications

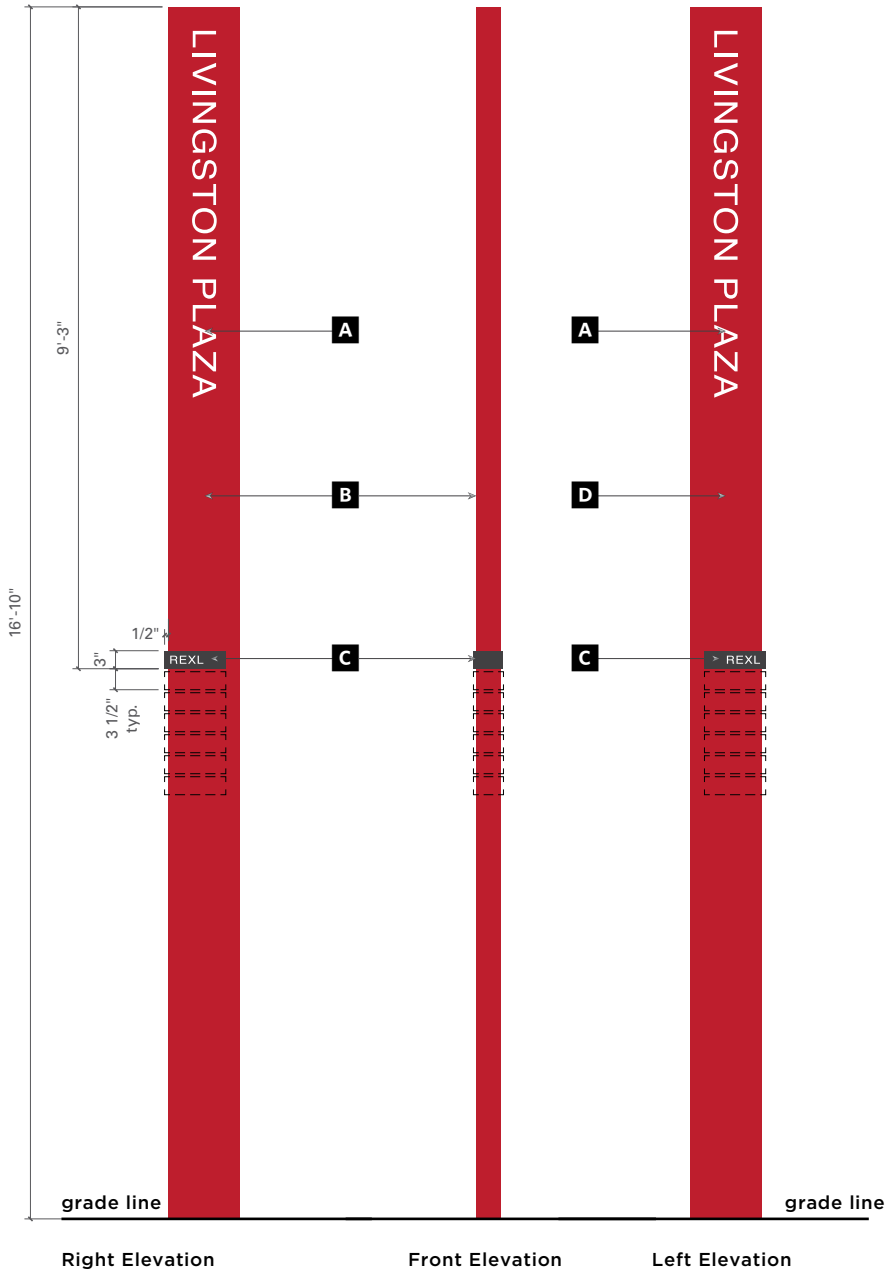
A Copy (Stop Name)
4 1/4" X-cap Height.
Type: **T1.**
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B PNL.1
0.125" thk. skins welded to structural framing.
Paint: **P5**

C Route Clip
0.25" thk. panels welded together, w/ applied copy.
Paint: **P2**

D Concrete Footer/Pad
Minimum 3'-0"d. concrete footer. Each footer to conform to engineering requirements and appropriate wind-loads for individual structure. Footer to be Below grade and landscaping, by others, where necessary.





For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

TR11

TRANSIT IDENTIFICATION

Specifications

A Copy (Stop Name)
4 1/4" X-cap Height.
Type: **T1.**
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B PNL.1
0.125" thk. skins welded to structural framing.
Paint: **P5**

C Route Clip
0.25" thk. panels welded together, w/ applied copy.
Paint: **P2**

E Neoprene Gasket
1/16" thk. gasket, applied with hi-bond adhesive to inner faces of route clips.

F Fasteners
Tamper-resistant, spanner head fasteners. Sign fabricator to review conditions and is responsible for engineering and number of fasteners required.

G Frame
2" x 4" Aluminum tube frame panel, welded together, Brace as necessary.
Paint: **P5**

D Concrete Sidewalk
If sign is located at sidewalk, remove sidewalk square, pour footer below sidewalk and repour sidewalk square.

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

DETAIL

TR11

TRANSIT IDENTIFICATION

Specifications

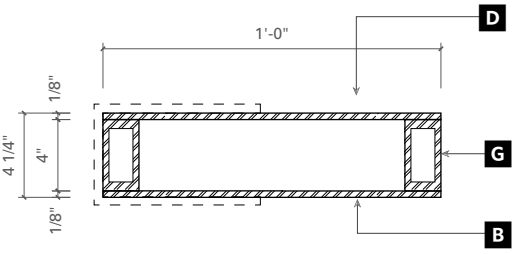
H Expansion Joint
To accommodate concrete expansion and contraction.

I Concrete Footer/Pad
Minimum 3'-0"d. concrete footer. Each footer to conform to engineering requirements and appropriate wind-loads for individual structure. Footer to be Below grade and landscaping, by others, where necessary.

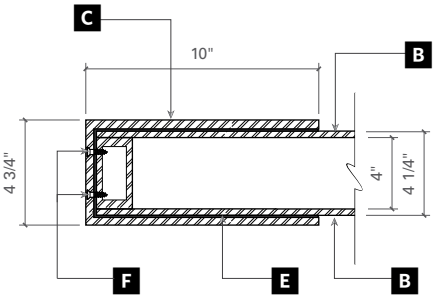
J Sand
Compacted sand for condensation drainage per engineering requirements.

K ???
Lorem ipsum.

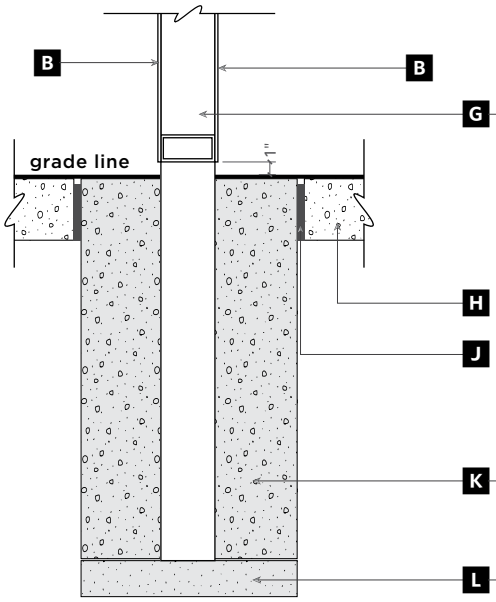
L ???
Lorem ipsum.



Blade- Horizontal Section
no scale

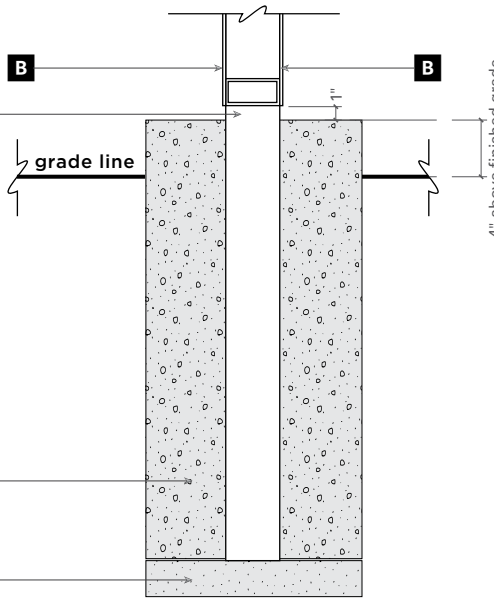


Route Clip- Horizontal Section
no scale



Vertical Section: Concrete Footer
no scale

at concrete sidewalk condition

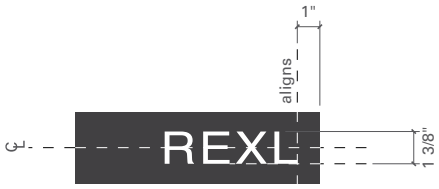


Vertical Section: Concrete Footer
no scale

DETAIL

TR11- PNL.1, PNL.2
1/2" = 1'-0"

TR11- Route Clip (typical right side)
1 1/2" = 1'-0"



TR11- Route Clip (typical left side)
1 1/2" = 1'-0"

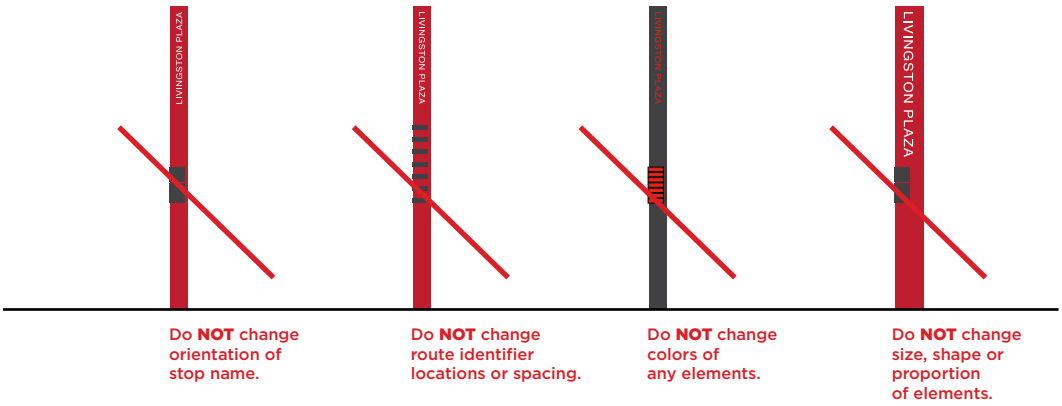
Specifications

A Copy (Stop Name)
4 1/4" X-cap Height.
Type: **T1.**
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V1.**

B Copy (Route Name)
1 3/8" X-cap Height.
Type: **T1.**
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: **V1.**

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS



Do **NOT** change orientation of stop name.

Do **NOT** change route identifier locations or spacing.

Do **NOT** change colors of any elements.

Do **NOT** change size, shape or proportion of elements.

GRAPHIC DON'TS

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SECTION I:

REGULATORY INFORMATION

RG10 SERIES REGULATORY INFORMATION

RG20 SERIES REGULATORY INFORMATION

Some regulatory information signs were implemented prior to the completion of this Universitywide Standard. These signs have been documented and are represented in this section. There are some regulatory information signs that are unique to the Health Science campus and can be found in **Section J** of this manual..

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SUB-SECTION

SECTION I:

RG10 SERIES

RG10 Series – Regulatory Information

RG10 Series Overview

Recommended sign type configurations shown. Additional layouts and configurations must be approved by Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct regulatory sign for your needs.

A. Determine the message that you require.

B. Review current campus signage in order to maintain message consistency.

C. Review graphic don'ts to ensure proper selection.

Guidelines

- Provide regulatory messaging or restrictive information at a variety of different locations.
- Brand reinforcement may be needed where it is necessary to indicate that Rutgers University is the enforcing entity. Or if it is unclear if you are on Rutgers University property.
- Use as a single-sided sign only. Two single-sided signs may be mounted to either side of an existing pole or structure.

Helpful Hints

- Keep in mind the intuitive path of the user when locating and specifying exterior regulatory signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including, but not limited to Zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

Questions? Please contact xxxxx

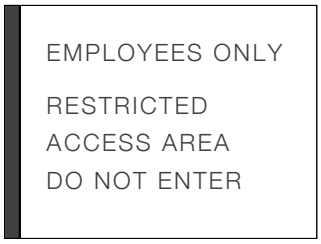
RG10 Series – Regulatory Information

Configuration 1a

Configuration 1b

RG11

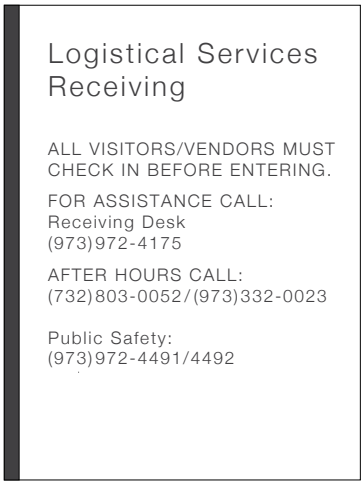
Configuration 1a



Configuration 1b

RG12

Configuration 1a



Configuration 1b

RG13

RG14

RG10 Series – Regulatory Information

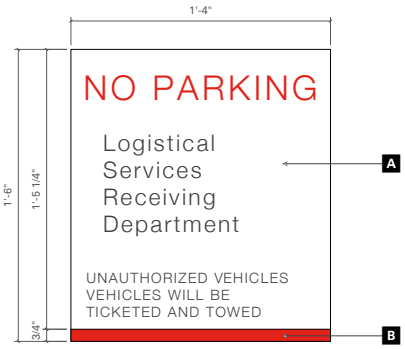
RG11 SERIES:	
USE FOR PARKING REGULATORY SIGNS/NO RUTGERS	RG11 config. 1a
USE FOR BUILDING REGULATORY SIGNS	RG11 config. 1b

RG12 SERIES:	
USE WITH RUTGERS LOGO-TYPE	RG12 config. 1a
USE WITHOUT RUTGERS LOGO-TYPE	RG12 config. 1b

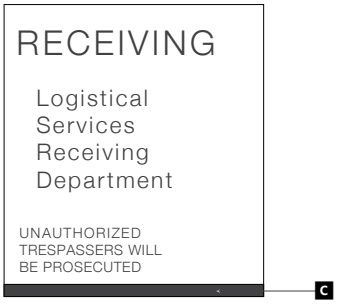
RG13 SERIES:	
USE WITH RUTGERS LOGO-TYPE	RG13 config. 1a
USE WITHOUT RUTGERS LOGO-TYPE	RG13 config. 1b

RG14 SERIES:	
USE AT BUILDING ENTRANCES THAT HAVE RESTRICTED ACCESS	RG14

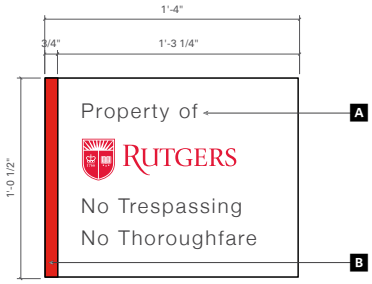
RG10 Series – Regulatory Information



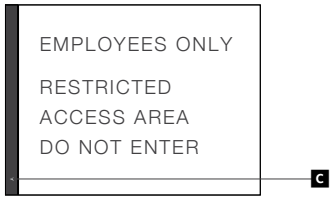
RG11: Configuration 1a
1 1/2" = 1'-0"



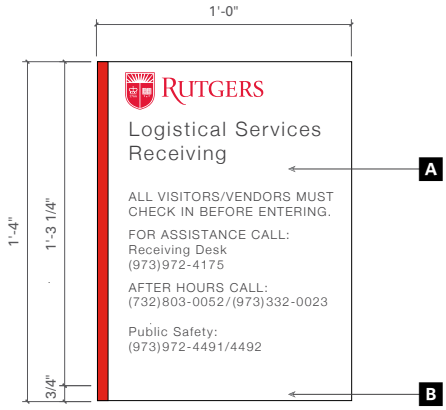
RG11: Configuration 1b
1 1/2" = 1'-0"



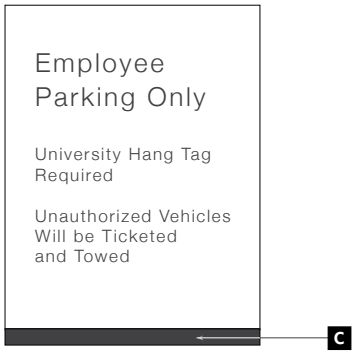
RG12: Configuration 1a
1 1/2" = 1'-0"



RG12: Configuration 1b
1 1/2" = 1'-0"



RG13: Configuration 1a
1 1/2" = 1'-0"



RG13: Configuration 1b
1 1/2" = 1'-0"

RG14
1 1/2" = 1'-0"

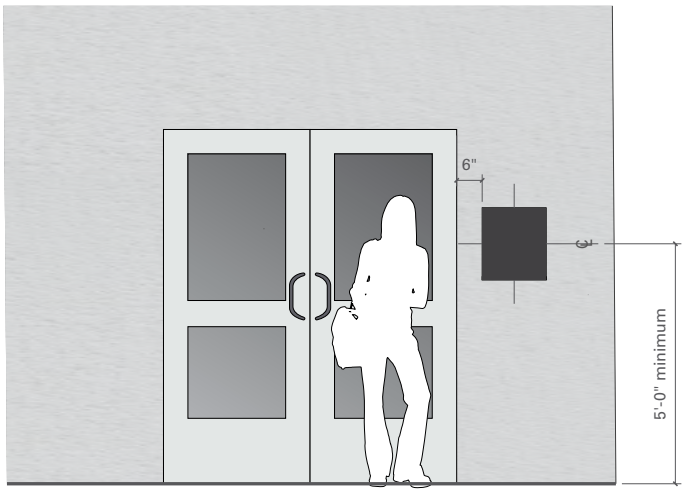
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

Specifications

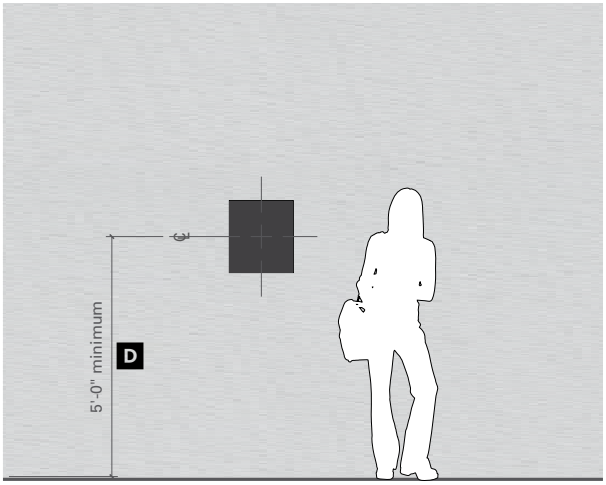
Refer to page 2X.2 & 2X.3 for install detail & specifications in the appendix section: Exterior Details & Specifications

RG10 Series – Regulatory Information



RG10 Series: Install Elevation
3/16" = 1'-0"

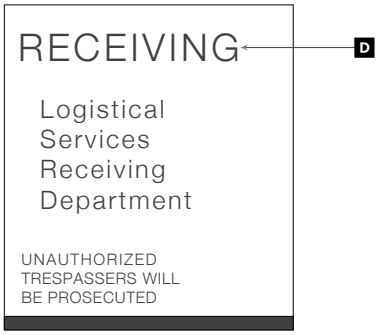
Use when RG10 Series regulatory information is located at building entrance



RG10 Series: Install Elevation
1/4" = 1'-0"

RG11 (max. message)

RG11 Alternate Graphic
3" = 1'-0"



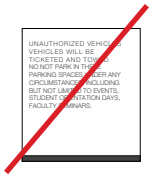
RG11- Variation
3" = 1'-0"

RG11 Alternate Graphic
3" = 1'-0"

GRAPHIC LAYOUTS

Do **NOT** change the color of the graphic rule or copy.

Do **NOT** rearrange heirarchy of information



Do **NOT** change panel layout to fit long lists of information.

Do **NOT** make copy smaller to fit long lists of information.

Additional layouts and configurations must be approved by Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development

GRAPHIC DON'TS

Specifications

A Copy
1 5/8" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +100.
Apply to front surface of panel.
Applied Vinyl: **V3.**

B Copy
1" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +100.
Apply to front surface of panel.
Applied Vinyl: **V2.**

C Copy
5/8" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +100.
Apply to front surface of panel.
Applied Vinyl: **V2.**

D Copy
1 5/8" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +100.
Apply to front surface of panel.
Applied Vinyl: **V2.**

RG12

REGULATORY INFORMATION

Specifications

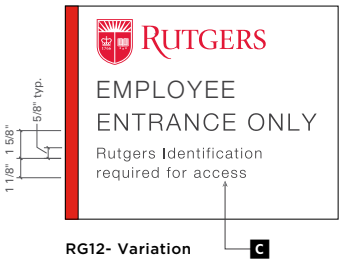
A Copy
1" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +100.
Apply to front surface of panel.
Applied Vinyl: **V3.**

E Logo Type
Apply to front surface of panel.
Applied Vinyl: **V3.**

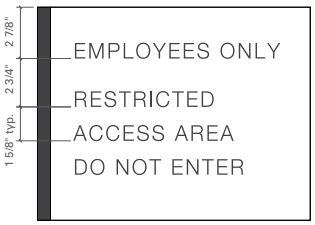
C Copy
5/8" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +100.
Apply to front surface of panel.
Applied Vinyl: **V2.**

RG12

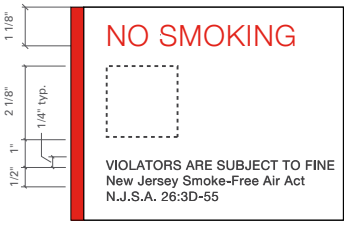
RG12- Variation



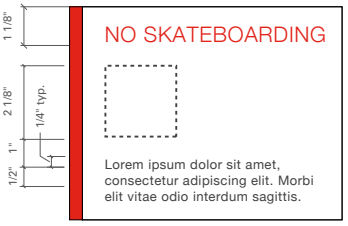
RG12- Variation



RG12- Variation



RG12- Variation



RG12- Variation

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

Do **NOT** change the color of the graphic rule or copy.

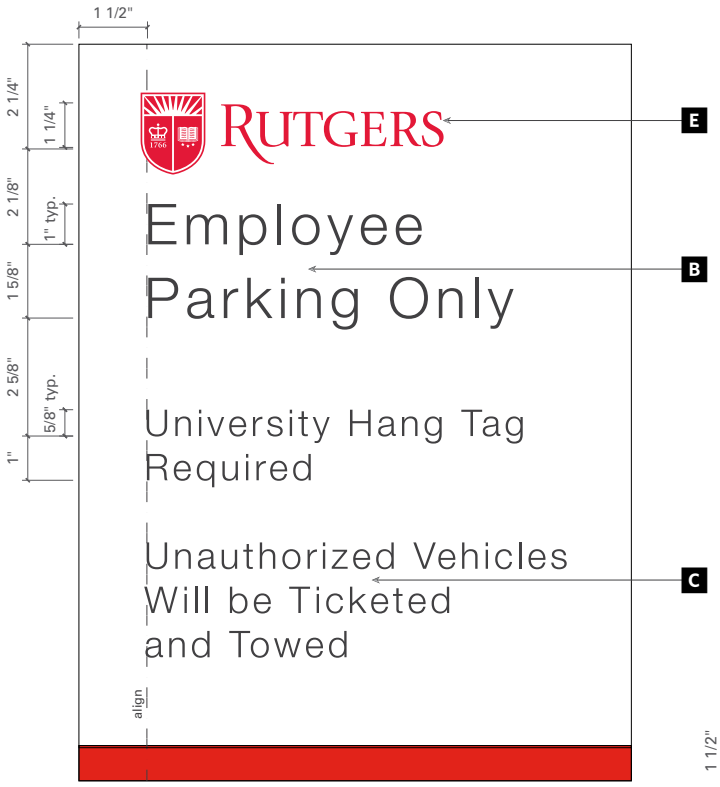
Do **NOT** rearrange heirarchy of information

Do **NOT** change panel layout to fit long lists of information.

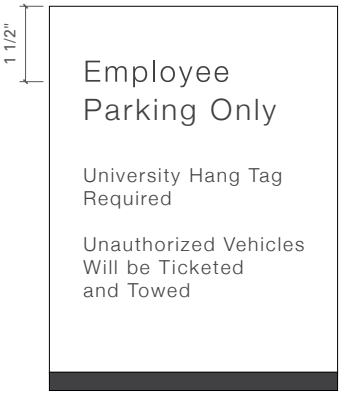
Do **NOT** make copy smaller to fit long lists of information.

Additional layouts and configurations must be approved by Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development

GRAPHIC DON'TS



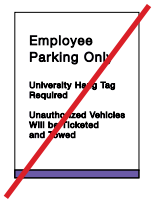
RG13 (max. message)



RG11- Variation

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS



Do **NOT** change the color of the graphic rule or copy.

Do **NOT** rearrange heirarchy of information

Do **NOT** change panel layout to fit long lists of information.

Do **NOT** make copy smaller to fit long lists of information.

Additional layouts and configurations must be approved by Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development

GRAPHIC DON'TS

Specifications

E Logo Type
Apply to front surface of panel.
Applied Vinyl: **V3.**

B Copy
1" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +100.
Apply to front surface of panel.
Applied Vinyl: **V2.**

C Copy
5/8" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +100.
Apply to front surface of panel.
Applied Vinyl: **V2.**

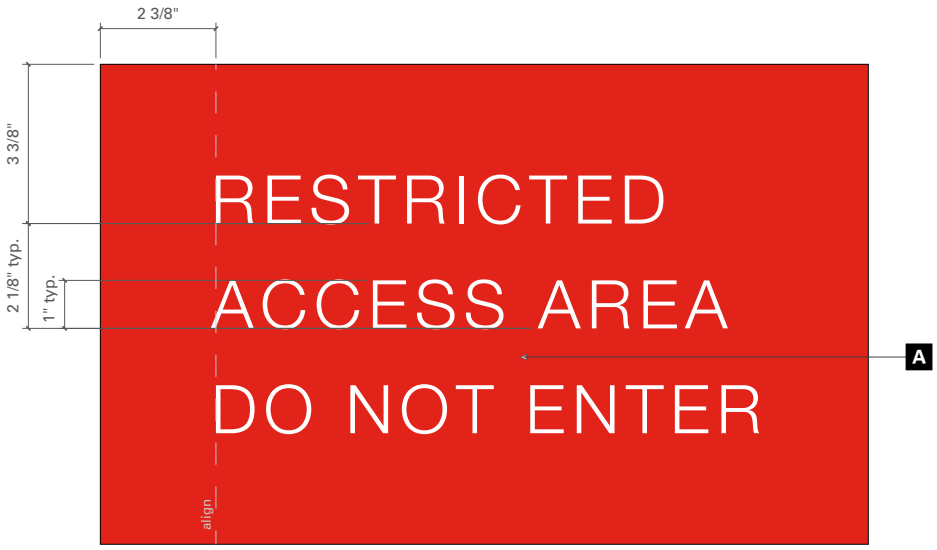
RG14

REGULATORY INFORMATION

Specifications

A Copy

1" X-cap Height.
Type: Helvetica Neue Light.
Tracking: +100.
Apply to front surface of panel.
Applied Vinyl: **V3.**



RG13: (only message allowed)
3" = 1'-0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

GRAPHIC LAYOUTS

Do **NOT** change the color of the sign.

Do **NOT** change panel layout to fit long lists of information.

Do **NOT** make copy smaller to fit long lists of information.

Additional layouts and configurations must be approved by Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development

GRAPHIC DON'TS

SUB-SECTION

SECTION I:

RG20 SERIES

RG20 Series – Regulatory Information

RG20 Series Overview

Recommended sign type configurations shown. Additional layouts and configurations must be approved by Rutgers University Environmental Graphics Coordinator and or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct regulatory sign for your needs.

A. Determine the message that you require.

B. Review current campus signage in order to maintain message consistency.

Specifications

A Copy

1" X-cap Height.
Type: Helvetica Neue Regular
Tracking: +25.
Apply second-surface of glass.
Applied Vinyl: **V7.**

Guidelines

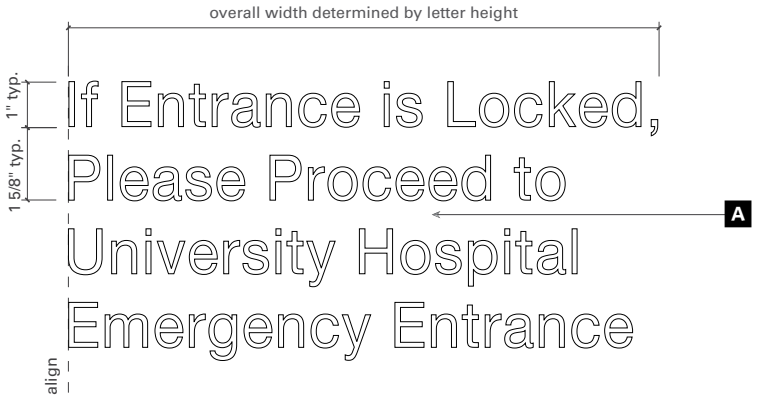
- Provide regulatory, informational or restrictive information at building entrances.
- Brand reinforcement may or may not be needed depending on building type.
- Use as a single-sided sign only.
- An arrow may be used for clarity.

Helpful Hints

- Keep in mind the intuitive path of the user when locating and specifying exterior regulatory signs.
- Use only standard and approved nomenclature and abbreviations.
- Refer to all appropriate state and local codes, as needed, for sign compliance, including, but not limited to Zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

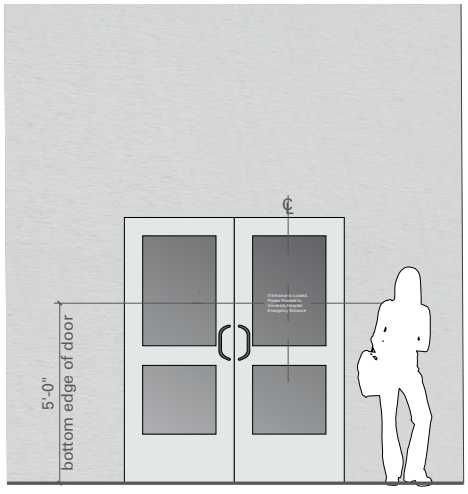
Specifications

A Copy
1" X-cap Height.
Type: Helvetica Neue Regular
Tracking: +25.
Apply second-surface of glass.
Applied Vinyl: **V7.**

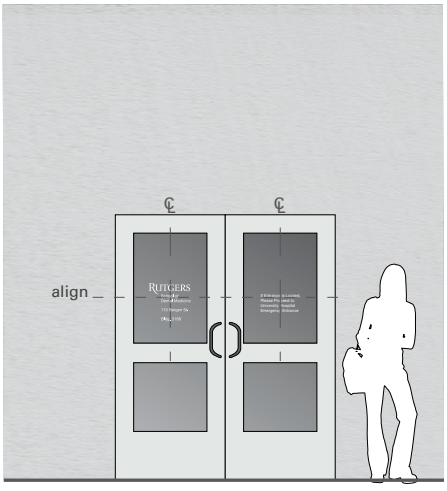


RG21
3" = 1'-0"

ELEVATION



RG21: Install Elevation
3/16" = 1'-0"
Use when sign is used alone



RG21: Install Elevation
3/16" = 1'-0"
Use when sign is used w/ an ID50 series sign

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

INSTALLATION

RG22

REGULATORY IDENTIFICATION

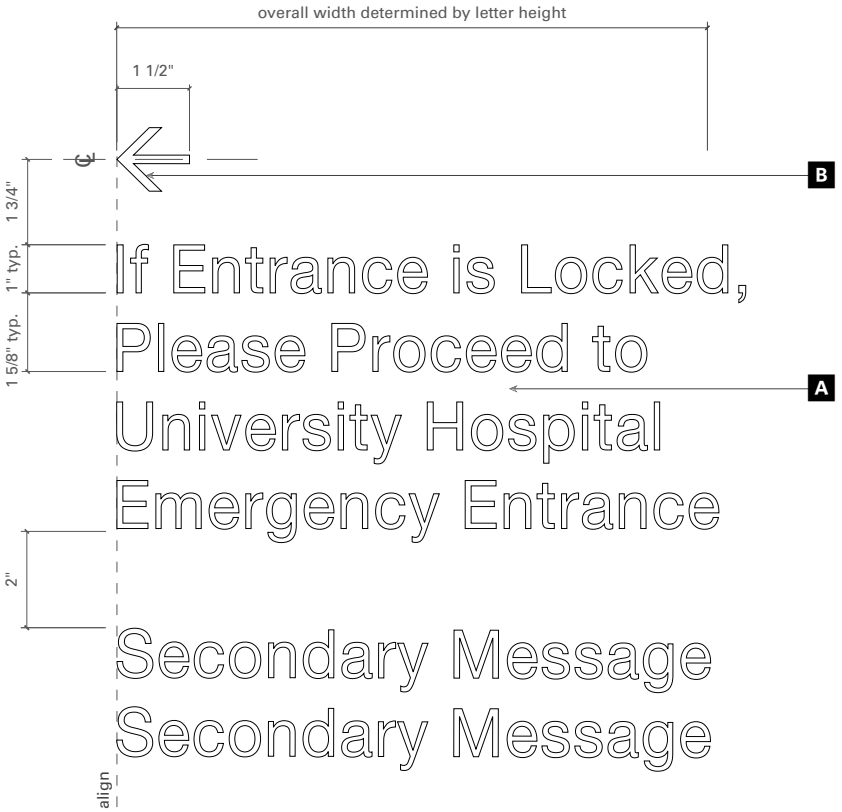
Specifications

A **Copy**

1" X-cap Height.
Type: Helvetica Neue Regular.
Tracking: +25.
Apply second-surface of panel.
Applied Vinyl: **V7.**

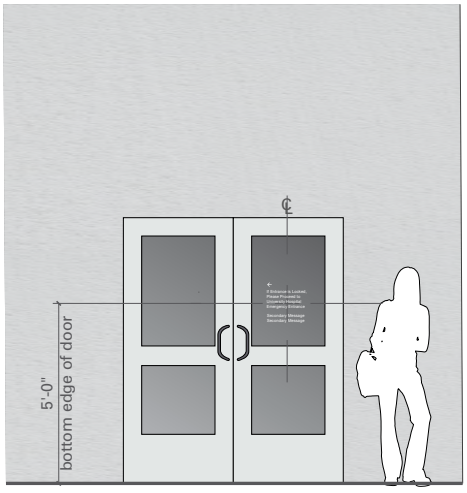
B **Arrow_Symbol.eps**

4" Height.
Artwork provided by client. Apply to second surface of panel.
Applied Vinyl: **V1.**
Rotate arrow around object center-point.



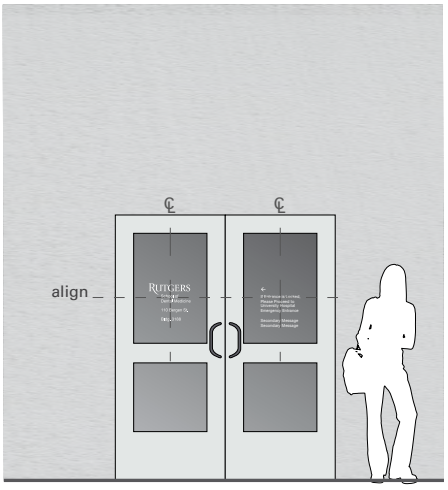
RG22: Graphic Layout
3" = 1'-0"

ELEVATION



RG21: Install Elevation
3/16" = 1'-0"

Use when sign is used alone



RG21: Install Elevation
3/16" = 1'-0"

Use when sign is used w/ an ID50 series sign

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

INSTALLATION

SECTION J:

HEALTH SCIENCES

ID6

BUILDING IDENTIFICATION

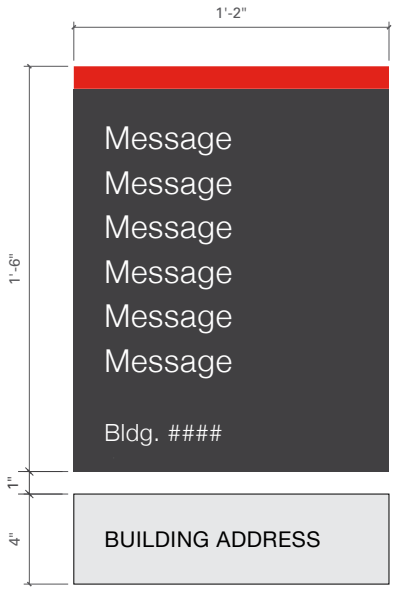
General Notes

The signs shown on this page were fabricated and installed for Rutgers Health Sciences and are unique to that campus only.

These sign specifications do not follow the standards set in section F, building identification, series ID30.

A thorough site survey of the existing sign and attachment method is required prior to fabricating new signs or new sign components.

Sign Shop drawings can be acquired through Rutgers facilities at xxx.xxx.xxxx



ID6: Front Elevation
NTS

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

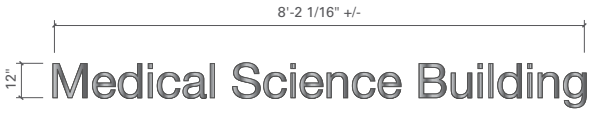
ELEVATION

Questions? Please contact xxxxx

ID7: Front Elevation C25 at Newark Campus
NTS

ID7: Front Elevation F69 at New Brunswick Campus
NTS

ID7: Front Elevation N718 at Piscataway Campus
NTS



ID7: Front Elevation C61 at Newark Campus
NTS

ID7: Front Elevation C42 at Newark Campus
NTS

General Notes

The signs shown on this page were fabricated and installed for Rutgers Health Sciences and are unique to that campus only.

These sign specifications do not follow the standards set in section F, building identification, series ID4zzz0.

A thorough site survey of the existing sign and attachment method is required prior to fabricating new signs or new sign components.

Sign Shop drawings can be acquired through Rutgers facilities at xxx.xxx.xxxx

ELEVATION

SKY.1-2

SKYLINE IDENTIFICATION

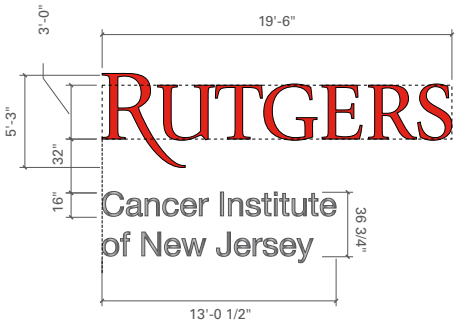
General notes

The signs shown on this page were fabricated and installed for Rutgers Health Sciences and are unique to that campus only.

These sign specifications do not follow the standards set in section F, building identification, series SKY10z.

A thorough site survey of the existing sign and attachment method is required prior to fabricating new signs or new sign components.

Sign Shop drawings can be acquired through Rutgers facilities at xxx.xxx.xxxx



SKY.1: Front Elevation at New Brunswick, Nj
NTS

Side Elevation

SKY.2: Front Elevation at New Brunswick, NJ
NTS

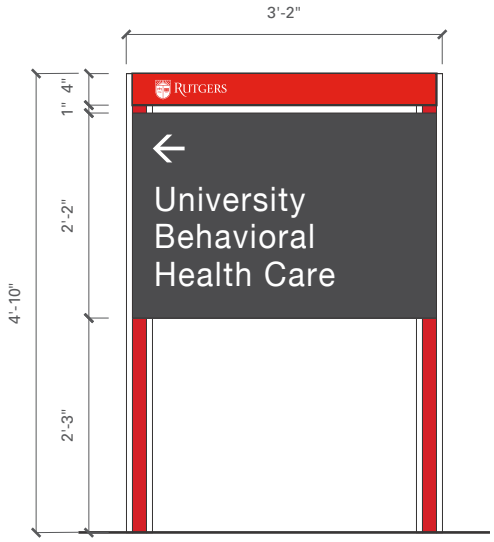
Side Elevation

SKY.2: Front Elevation at New Brunswick, NJ
NTS

Side Elevation

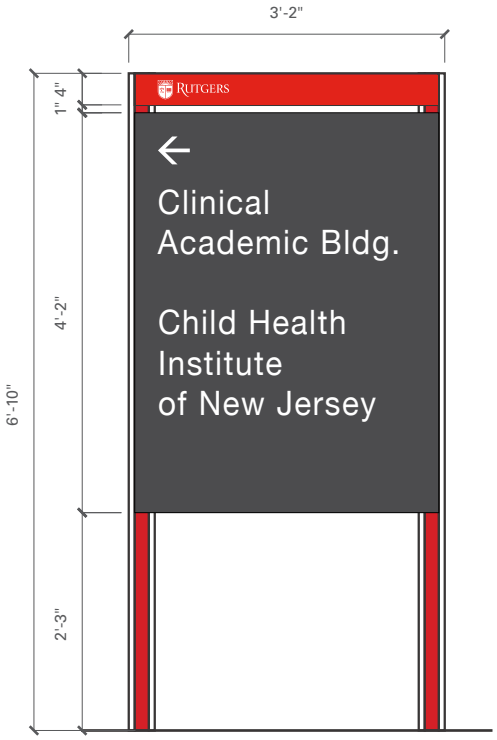
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION



DR.2a: Front Elevation
TO19, Piscataway Campus
1/2"= 1'0"

DR.2c: Front Elevation
D100, Newark Campus
1/2"= 1'0"



DR.2: Front Elevation
E703.1, New Brunswick Campus
1/2"= 1'0"

General Notes

The signs shown on this page were fabricated and installed for Rutgers Health Sciences and are unique to that campus only.

These sign specifications do not follow the standards set in section D building identification, series DR20.

A thorough site survey of the existing sign and attachment method is required prior to fabricating new signs or new sign components.

Sign Shop drawings can be acquired through Rutgers facilities at xxx.xxx.xxxx

ELEVATION

DR.2 (j)(n)

VEHICULAR DIRECTIONAL

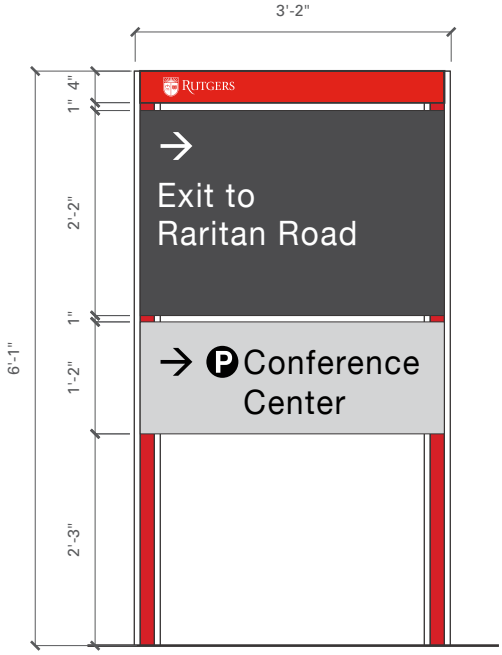
General Notes

The signs shown on this page were fabricated and installed for Rutgers Health Sciences and are unique to that campus only.

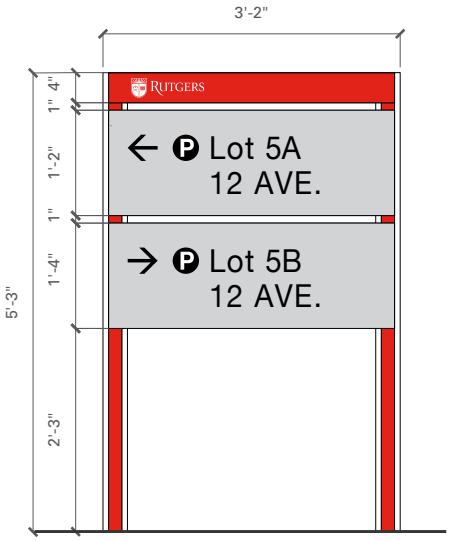
These sign specifications do not follow the standards set in section D, building identification, series DR2 and DR40.

A thorough site survey of the existing sign and attachment method is required prior to fabricating new signs or new sign components.

Sign Shop drawings can be acquired through Rutgers facilities at xxx.xxx.xxxx



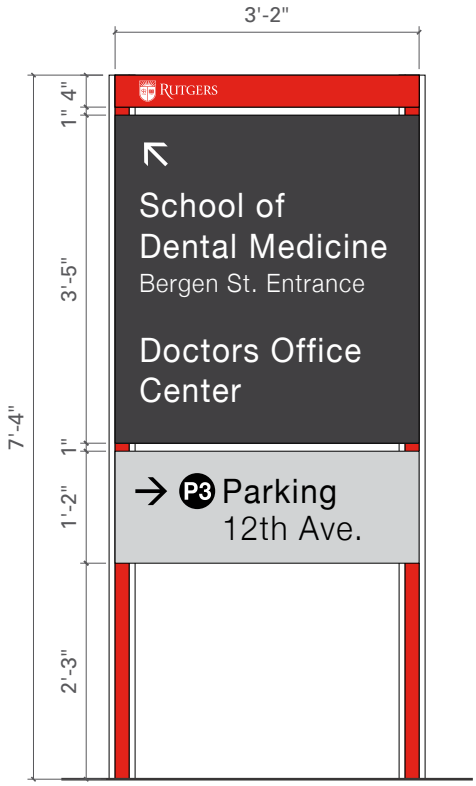
DR.2j: Front Elevation
C89, Scotchplains Campus
1/2"= 1'0"



DR.2n: Front Elevation
D118, Newark Campus
1/2"= 1'0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION



DR.2p: Front Elevation
D722, Newark Campus
1/2"= 1'0"

General Notes

The signs shown on this page were fabricated and installed for Rutgers Health Sciences and are unique to that campus only.

These sign specifications do not follow the standards set in section D, building identification, series D20.

A thorough site survey of the existing sign and attachment method is required prior to fabricating new signs or new sign components.

Sign Shop drawings can be acquired through Rutgers facilities at xxx.xxx.xxxx

ELEVATION

DR.3 (a)

VEHICULAR DIRECTIONAL

General Notes

The signs shown on this page were fabricated and installed for Rutgers Health Sciences and are unique to that campus only.

These sign specifications do not follow the standards set in section D, building identification, series xxxx.

A thorough site survey of the existing sign and attachment method is required prior to fabricating new signs or new sign components.

Sign Shop drawings can be acquired through Rutgers facilities at xxx.xxx.xxxx

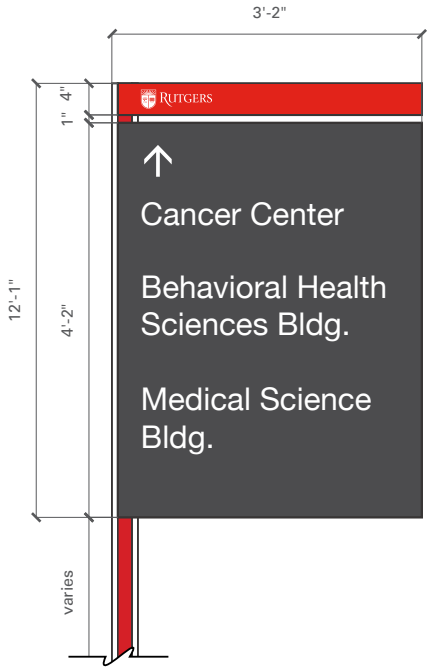
Side A **Side B**

DR.3a: Front Elevation
E&20.1, New Brunswick Campus
1/2"= 1'0"

** EMERGENCY is only message that is internally illuminated.

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION



DR.1c: Front Elevation
D722, Newark Campus
1/2"= 1'0"

General Notes

The signs shown on this page were fabricated and installed for Rutgers Health Sciences and are unique to that campus only.

These sign specifications do not follow the standards set in section D, building identification, series DR20.

A thorough site survey of the existing sign and attachment method is required prior to fabricating new signs or new sign components.

Sign Shop drawings can be acquired through Rutgers facilities at xxx.xxx.xxxx

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

MN.1
MONUMENT

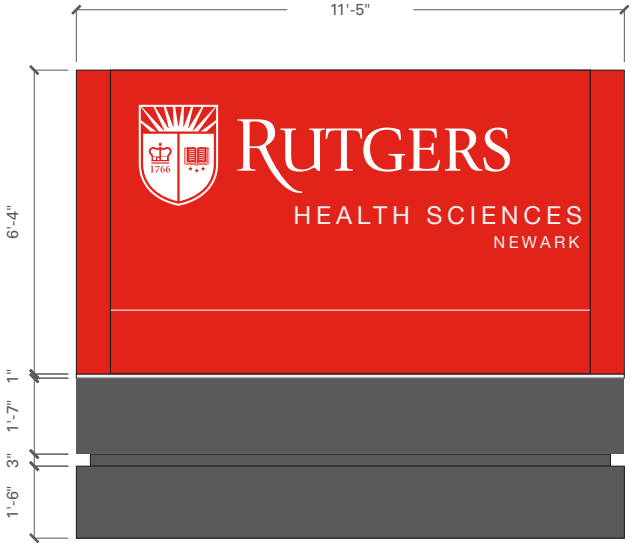
General Notes

The signs shown on this page were fabricated and installed for Rutgers Health Sciences and are unique to that campus only.

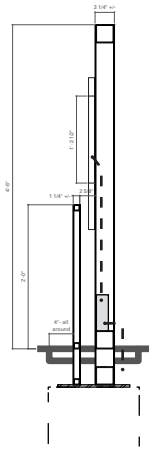
These sign specifications do not follow the standards set in section C building identification, series MN10.

A thorough site survey of the existing sign and attachment method is required prior to fabricating new signs or new sign components.

Sign Shop drawings can be acquired through Rutgers facilities at xxx.xxx.xxxx



MN.1: Front Elevation
C03, Newark Campus
1/4"= 1'0"



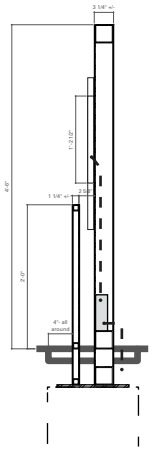
MN.1: Side Elevation
1/4"= 1'0"

MN.1: Existing Sign
NTS

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

MN.1: Front Elevation
M176, Somerset Campus
1/4"= 1'0"



EXISTING SIGNAGE SHOP DRAWINGS
SCALE: 3/8" = 1'-0"

SEE PAGE 2 FOR ACTION ITEMS

ELEVATION

General Notes

The signs shown on this page were fabricated and installed for Rutgers Health Sciences and are unique to that campus only.

These sign specifications do not follow the standards set in section C, building identification, series MN10.

A thorough site survey of the existing sign and attachment method is required prior to fabricating new signs or new sign components.

Sign Shop drawings can be acquired through Rutgers facilities at xxx.xxx.xxxx

MN.1

MONUMENT

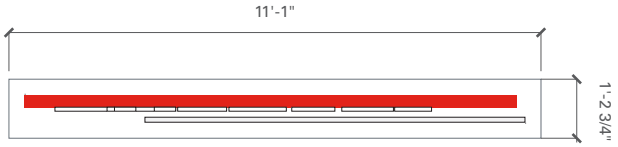
General Notes

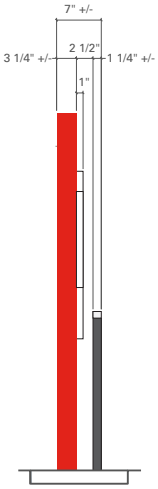
The signs shown on this page were fabricated and installed for Rutgers Health Sciences and are unique to that campus only.

These sign specifications do not follow the standards set in section, C building identification, series MN10.

A thorough site survey of the existing sign and attachment method is required prior to fabricating new signs or new sign components.

Sign Shop drawings can be acquired through Rutgers facilities at xxx.xxx.xxxx



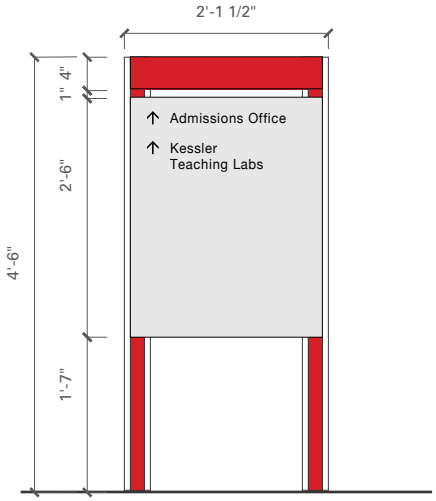


General Notes:

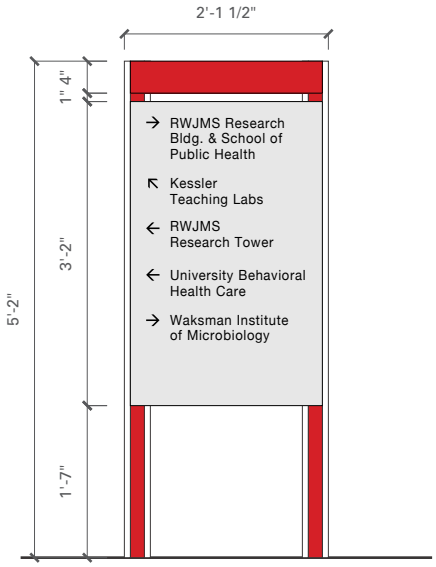
1. Matte, clear-coat all sign components for protection against natural elements and sun exposure.
2. All footer conditions to be verified in field and
   a. reuse footer/foundation if viable;
   b. engineer new footer/ foundation per information collected in field survey.
3. Remove existing sign where required.
4. Provide weather-proofing, weep-holes, tight-seal gasketing, etc., as required.

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION



PDR.1a: Front Elevation
N729.1, Piscataway Campus
1/2"= 1'0"



PDR.1k: Front Elevation
N754, Piscataway Campus
1/2"= 1'0"

General Notes

The signs shown on this page were fabricated and installed for Rutgers Health Sciences and are unique to that campus only.

These sign specifications do not follow the standards set in section E, building identification, series PDR10.

A thorough site survey of the existing sign and attachment method is required prior to fabricating new signs or new sign components.

Sign Shop drawings can be acquired through Rutgers facilities at xxx.xxx.xxxx

ELEVATION

PDR.1 (m)

PEDESTRIAN DIRECTIONAL

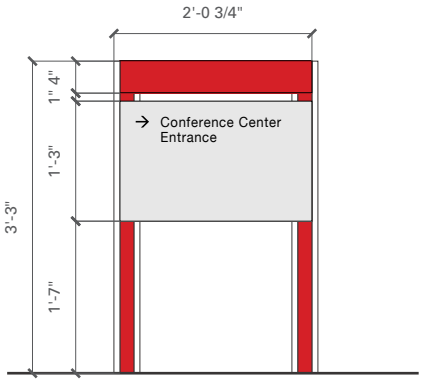
General Notes

The signs shown on this page were fabricated and installed for Rutgers Health Sciences and are unique to that campus only.

These sign specifications do not follow the standards set in section E, building identification, series PDR10.

A thorough site survey of the existing sign and attachment method is required prior to fabricating new signs or new sign components.

Sign Shop drawings can be acquired through Rutgers facilities at xxx.xxx.xxxx



PDR.1m: Front Elevation
C83, Scotch Plains Campus
1/2"= 1'0"

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

ELEVATION

Questions? Please contact xxxxx

APPENDIX:

EXTERIOR DETAIL & SPECIFICATIONS

EXTERIOR POST

Specifications

A Post Cap
1/8" thk. Pre-punched and painted aluminum post cap, mechanically fastened w/ tamper-resistant, spanner-head screws.
Paint all sides: **P4.**

B Sign Post
Extruded sign post w/inset grooves for ease of panel install and removal.
Paint all sides: **P4.**
All drilled holes to be weather-proofed for water and environmental considerations.
*__See post extrusion spec. information on Parts sheet.__

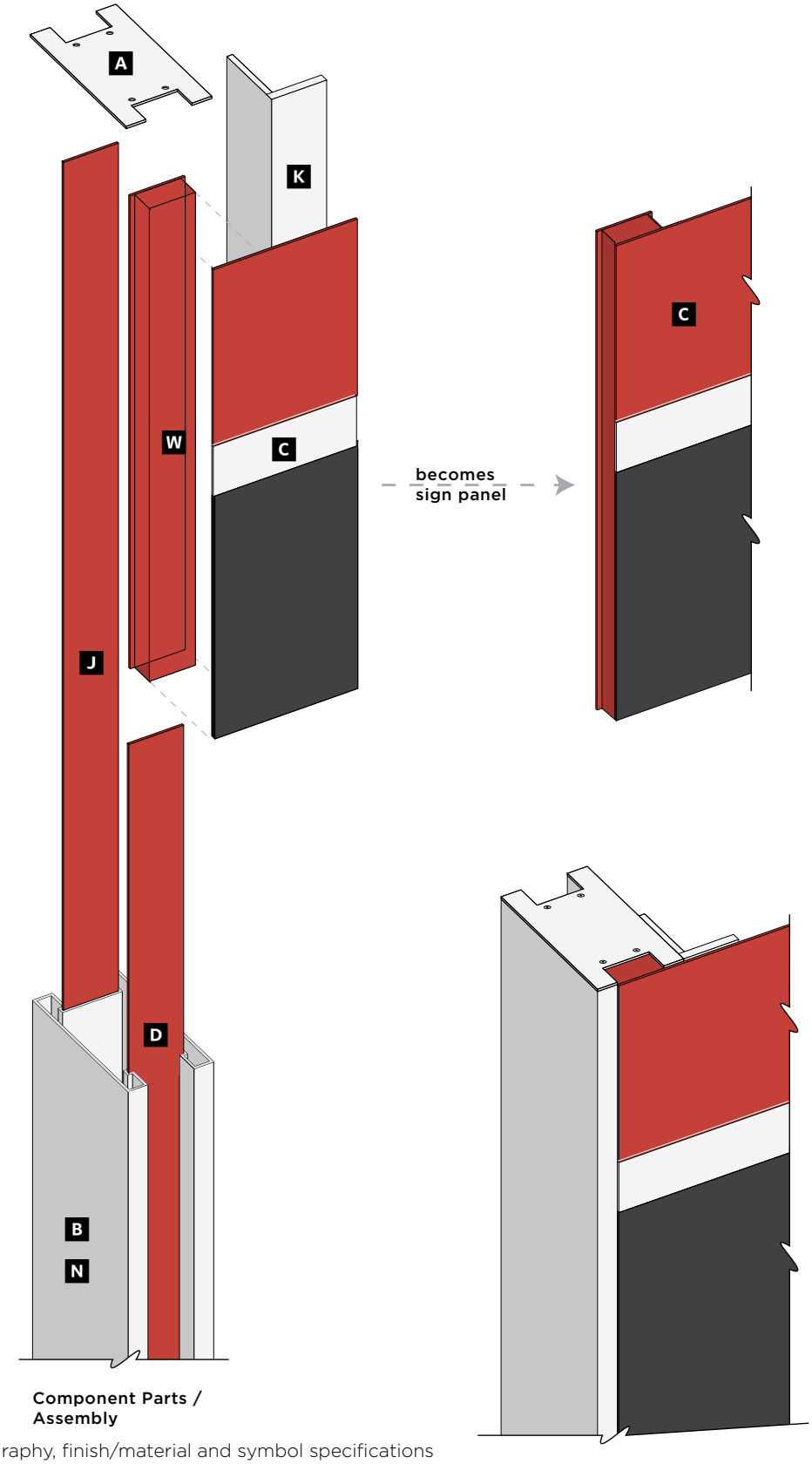
C PNL
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive.

D FP_1
1/8" thk. Painted aluminum filler panel.
Paint all sides: **P1.**

J FP_2
1/8" thk. Painted aluminum filler panel.
Paint all sides: **P1.**

K Structural Angle
1/4" thk. Painted aluminum L-angle, attached to back of sign panel, w/ hi-bond adhesive, and mechanically fastened to sign post.
Paint all sides: **P4.**
Paint fasteners heads to match: **P4.**

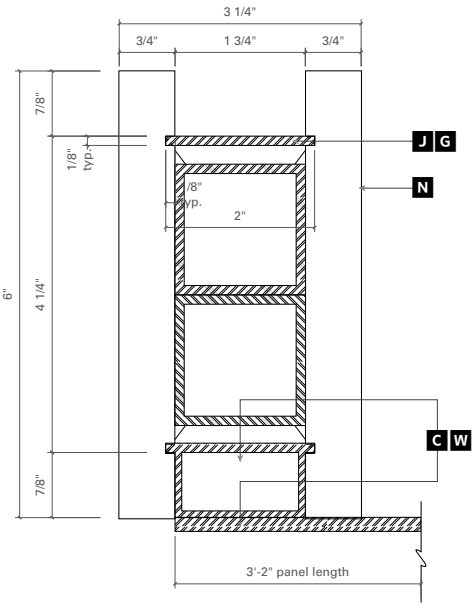
G FP_S
1/8" thk. Painted aluminum filler panel.
Paint all sides: **P1.**



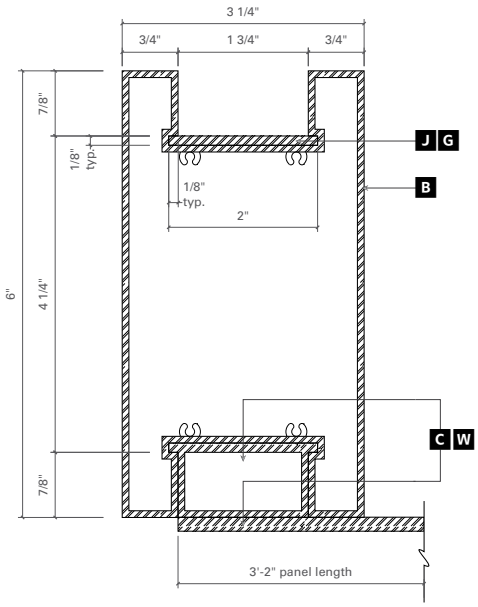
Component Parts / Assembly

For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

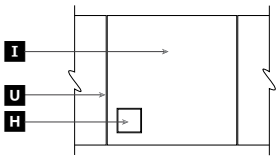
EXTERIOR POST



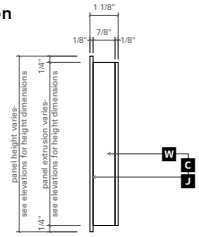
Fabricated Partial Horizontal Section
6" = 1'-0"



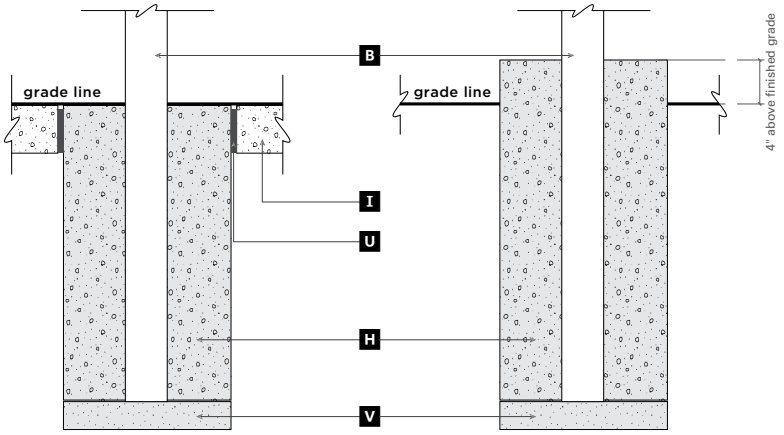
Extruded Partial Horizontal Section
6" = 1'-0"



Plan Elevation at Sidewalk
no scale



Panel Detail
no scale



Vertical Section: Concrete Footer
not to scale
at concrete sidewalk condition

Vertical Section: Concrete Footer
not to scale
at earth / grass condition

The custom sign post must be used. For small projects a fabricated post detail is provided, for large projects (minimum of 2000 lbs./1300 linear feet) the Rutgers owned custom extrusion must be used. No substitutions allowed.
For specification and ordering purposes, contact EMS Delaware;

231 Executive Drive Suite 11
Newark, DE 19702 USA

Toll Free: 800-863-1496
Local Phone: 302-391-1370
Fax: 302-391-1371

Website: www.EasternMetal.com
Email: info@easternmetal.com

Specifications

H Concrete Footer / Pad
Minimum 3'-0"d. concrete footer. Each footer to conform to engineering requirements and appropriate wind-loads for individual structure.

I Concrete Sidewalk
If sign is located at sidewalk, remove sidewalk square, expansion joint to expansion joint, pour footer below sidewalk and re-pour sidewalk square.

U Expansion Joint
To accommodate concrete expansion and contraction.

V Sand
Compacted sand for condensation drainage per engineering requirements.

W Attachment Bracket
Rutgers owned custom extruded bracket cut to match height of aluminum plate **(PNL)**. Permanently mount to back of plate **(PNL)**.
*__See post extrusion spec. information on Parts sheet.__

N Sign Post
Aluminum bar stock and tubing welded to create extrusion with appropriate groove for signage. Powder coated Rutgers Red.

EXISTING POST MOUNT

Specifications

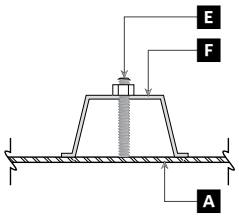
A Sign Panel
1/8" thk. Painted aluminum w/ surface printed copy. Provide matte clear-coat, all surfaces.

B Existing Fence Picket
Size and shape to be verified through field conditions survey.

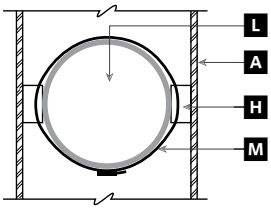
C L-angle Attachment
Custom size L-angle cut 3/4" short, t. and b., of sign panel; mechanically fasten to fence picket.

D Fastener
Tamper-resistant, spanner head fastener. Sign fabricator to review conditions and is responsible for engineering and number of fasteners req'd.

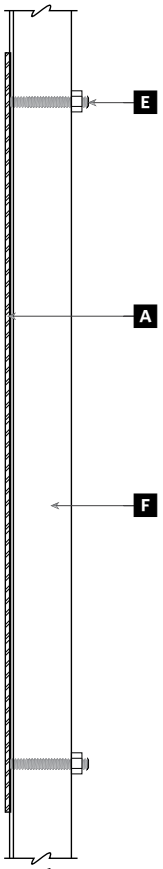
E Nut and Bolt Attachment
Threaded rod welded to back side of sign panel and bolted through backer plate on opposite side of fence.



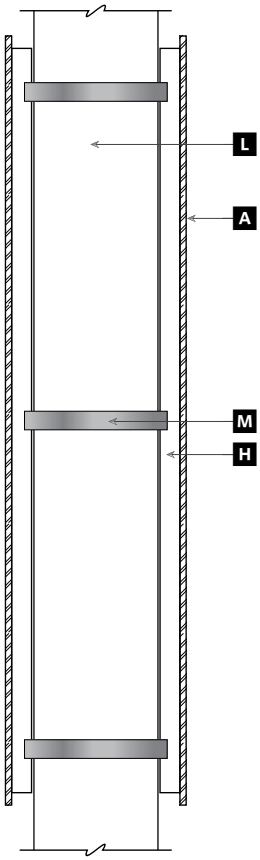
Plan View
no scale



Plan View
no scale



Vertical Section at channel post
no scale

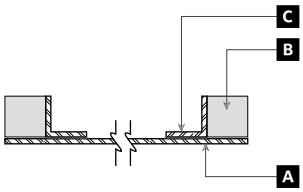


Vertical Section at existing light pole
no scale

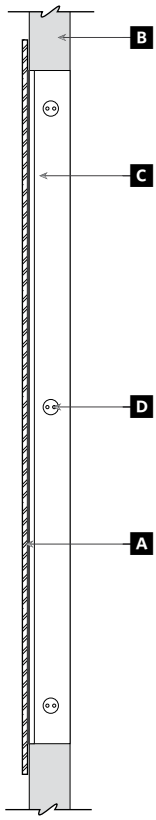
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

DETAIL

WALL MOUNT

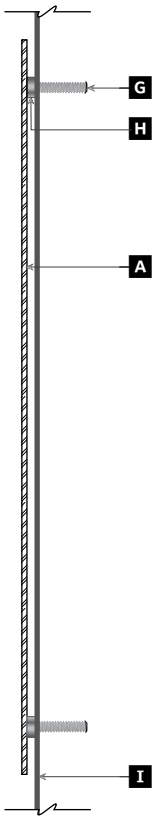


Plan View
no scale



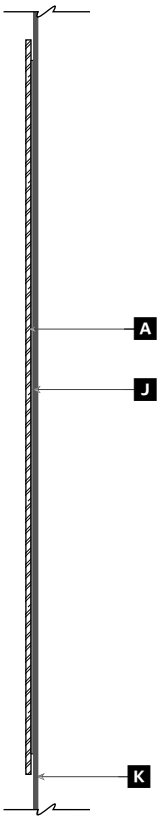
Vertical Section
no scale

at metal picket stile condition



Vertical Section
no scale

at pourous wall surface



Vertical Section
no scale

at non-pourous wall surface

Specifications

F Existing U-channel Post

G Pin-mount Attachment
Threaded rod drilled and tapped into back of cut-out form. Drill hole in wall surface and secure w/ hi-bond adhesive.

H Spacer
1/2" dia. x 1/4" d. Aluminum spacer w/ sandblasted edge returns. Provide matte clear-coat, all surfaces.

I Porous Wall Surface

J VHB Foam Tape Attachment
1/16" thk. Exterior grade VHB foam tape.

K Non-Porous Wall Surface

L Existing Light Pole

M Strap-mount Attachment
Bandit, or equal, stainless steel sign mounting attachment bracket, as required by sign engineering.

N Strap-mount Attachment
Bandit, or equal, stainless steel sign mounting straps, as required by sign engineering.

★ Install Mounting
Surface mount to building facade, fence or existing pole; determine best mounting method via site conditions survey.
Height of sign varies based on field survey conditions. 5'-0" above grade is optimal.

DETAIL

EXTERIOR
SPECIFICATIONS

Specifications

A Post Cap
1/8" thk. Pre-punched and painted aluminum post cap, mechanically fastened w/ tamper-resistant, spanner-head screws.
Paint all sides: **P4.**

B Sign Post
Extruded sign post w/inset grooves for ease of panel install and removal.
Paint all sides: **P4.**
All drilled holes to be weather-proofed for water and environmental considerations.
*__See post extrusion spec. information on Parts sheet.__

C PNL.1 (Red Panel)
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P2.**

D FP_1
1/8" thk. Painted aluminum filler panel.
Paint all sides: **P1.**

E PNL.2 (Black Panel)
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P2**.
*__Use one panel only for single sided sign.__

F PNL.3 (Gray Panel)
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P3**.
*__Use one panel only for single sided sign.__

G FP_S
1/8" thk. Painted aluminum filler panel.
Paint all sides: **P1.**

H Concrete Footer / Pad
Minimum 3'-0"d. concrete footer. Each footer to conform to engineering requirements and appropriate wind-loads for individual structure.

I Concrete Sidewalk
If sign is located at sidewalk, remove sidewalk square, expansion joint to expansion joint, pour footer below sidewalk and re-pour sidewalk square.

J FP_2
1/8" thk. Painted aluminum filler panel.
Paint all sides: **P1.**
*__Use only for single sided signs.__

K Structural Angle
1/4" thk. Painted aluminum L-angle, attached to back of sign panel, w/ hi-bond adhesive, and mechanically fastened to sign post.
Paint all sides: **P4.**
Paint fasteners heads to match: **P4.**

L FP_3
1/8" thk. Painted aluminum filler panel.
Paint all sides: **P1.**

M Sign Panel Plate
1/8" Thk. aluminum plate cut to dimensions shown in elevations.

N Sign Post
Aluminum bar stock and tubing welded to create extrusion with appropriate groove for signage. Powder coated Rutgers Red.

O PNL.Map
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P2**.
*__Use one panel only for single sided sign.__

P PNL.4
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P3**.

Q PNL.5
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P3**.

R PNL.8
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P3.**
Mask and paint Rutgers band including top and sides, **P1.**
Mask and paint reveal including sides, **P4.**

S PNL.7
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P2.**
Mask and paint Rutgers band including top and sides, **P1.**
Mask and paint reveal including sides, **P4.**
Paint Parking footer: **P3**

T PNL.6
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P3**.

U Expansion Joint
To accommodate concrete expansion and contraction.

V Sand
Compacted sand for condensation drainage per engineering requirements.

W Attachment Bracket
Rutgers owned custom extruded bracket cut to match height of aluminum plate **(PNL)**. Permanently mount to back of plate **(PNL)**.
*__See post extrusion spec. information on Parts sheet.__

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