

# VOLUME 3

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## INTERIOR

SECTION A: INTRODUCTION

SECTION B: IDENTIFICATION

SECTION C: REGULATORY SIGNS

SECTION D: DIRECTIONAL SIGNS

SECTION E: INFORMATION SIGNS

APPENDIX: INTERIOR SPECIFICATIONS

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**SECTION A:**

# INTRODUCTION

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 the University Relations 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 [policies.rutgers.edu/PDF/Sectionxxxxx.pdf](http://policies.rutgers.edu/PDF/Sectionxxxxx.pdf)

## 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](http://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





*Logotype Header*



*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 is used and when the seal crop header is used.

#### Logotype Header

- Used in building 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.
- Used on freestanding building identification signs located on the Health Sciences satellite campuses.

#### Rutgers Health Header

- Used on building/clinic ID direct for buildings within RU Health Network.

#### Brand 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 interior environment and purposes of maintaining the signage over time.

### Paints

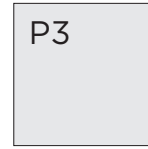
All painted surfaces on signage are to be pre-treated with Matthews Paint MP 74734 SP for corrosion resistance. All signs to be finished with Matthews two-coating Satin Finish MAP Top Coat System.



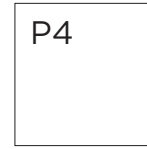
**P1**  
Benjamin Moore  
Currant Red #1323  
or approved equal



**P2**  
Benjamin Moore  
Graphite #1603  
or approved equal



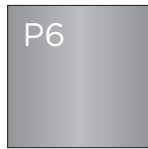
**P3**  
Benjamin Moore  
Marina Gray #1599  
or approved equal



**P4**  
Matthews Paint  
White #59581  
or approved equal



**P5**  
Split Second Red  
Matthews Paint  
#11936 or  
approved equal



**P6**  
Brushed Aluminum  
Matthews Paint  
#30136 Satin Finish  
or approved equal



**P7**  
To match  
Matthews Paint  
Wells Fargo Black  
#23609

## INTERIOR



**I1**  
To match  
Matthews Paint  
#59581



**I2**  
To match  
Matthews Paint  
Wells Fargo Black  
#23609

## INTERIOR PRINT

*HC Helvetica Neue Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*HC Helvetica Neue Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

TYPOGRA-

**LETTERSPACING**

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

Main Entrance

Inconsistent Letter-spacing

Main Entrance

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 descenders that extend beyond the average capital letter height and should not be used for measurement. (shown as x measurement below)

Height

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

Line Spacing

**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 by Rutgers employees and are available upon request at XXX@ur.rutgers.edu.

You do not need these typefaces installed on your computer in order to use the Rutgers logotypes and signatures. These will be provided in a variety of ready-to-place graphic file formats. However, you do need the Helvetica font installed on your computer if you wish to download and use the Helvetica in your signage layouts.

Note: This font family has acceptable alternatives that are more widely available in both PC and Mac formats.

TYPOGRAPHY SPECIFI-

## 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 XXXXXXXX**, 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.

## Symbols



Men



Women



Restroom



Elevator



Handicap



First Aid



Fire Hose



Telephone



Stairs



Do Not Enter



No Smoking



ATM



No Weapons



No Cell Phones



No 2-Way Radios



No Food Allowed



AED



Video Recorder

## SYMBOLS



Left



Up-left



Right



Up-right



Down



Straight



Straight Up-left

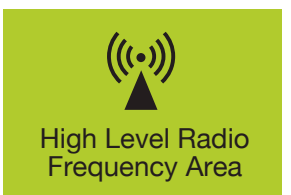
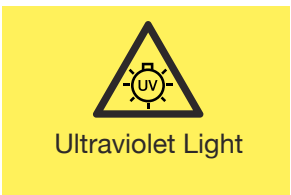


Straight Up-right

## DIRECTIONAL ARROWS



Laboratory Warning & Notice Icons



**Health Sciences Symbols** The symbols on this page represent the approved code and regulatory signage standards for all lab and research facilities. The goal is to use the same insert signage as appropriate to build consistency through all our campuses. Please check with your lab owner to ensure you are using the right symbols and combination of insert signage per the specific site.

## Panel Grids

The signage system uses grids as an organizing element. The diagrams on this page explain how to build the signage based on a square module of two sizes.

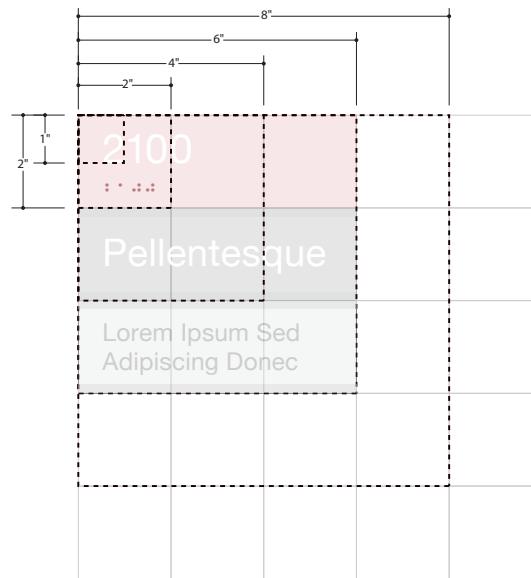
## ID Signtypes

The ID door signs utilize a 2" square grid module for all the proportional relationships. This proportion and size is a modular system and will help build consistency within the sign family.

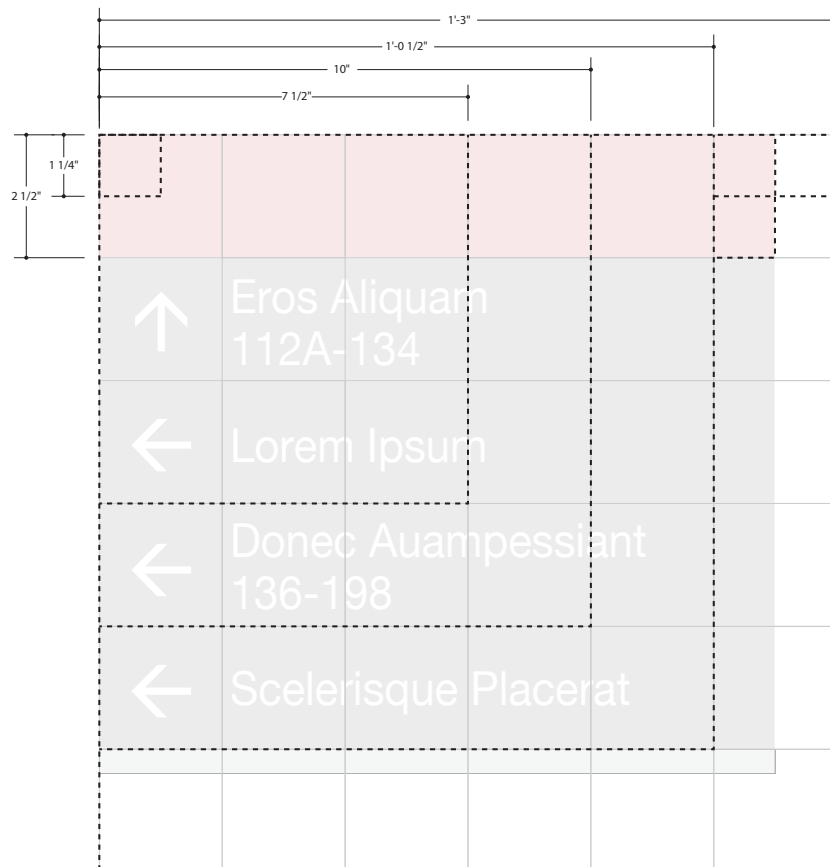
## REG / DR / OR Signtypes

The 2 1/2" module is used for all other signtypes in the system to include regulatory, directional, and orientation sign types. This proportion and size is a modular system and will help build consistency within the sign family.

Grid structures for fabrication use only. Sign types in this manual may not be reconfigured without prior Univeristy approval



2" Grid - ID Signtypes



2 1/2" Grid - REG / DR / OR Signtypes

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

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

**Abbreviation Rules**

- Abbreviations are only to be used on vehicular and pedestrian directionals in order to fit longer messages.
- If any message is abbreviated, that abbreviation must be carried through on all directionals to keep nomenclature consistent.
- On building identification signs, the building name 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 Rules**

- 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.

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**SECTION B:**

# IDENTIFICATION SIGNS

<b>ID100</b>	DORM IDENTIFICATION
<b>ID110</b>	ROOM IDENTIFICATION
<b>ID120</b>	ROOM IDENTIFICATION
<b>ID130</b>	ROOM IDENTIFICATION
<b>ID200</b>	DEPARTMENT IDENTIFICATION
<b>ID210</b>	DEPARTMENT IDENTIFICATION
<b>ID300</b>	OVERHEAD (BLADE) IDENTIFICATION
<b>ID400</b>	VINYL DOOR IDENTIFICATION

# ID100-400 Series – Overview

## Room ID 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.

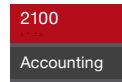
### ID100 Series - Room Identification

#### ID100



Note: Use for back of hours or dorm only

#### ID110



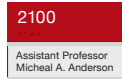
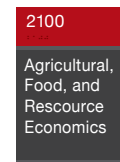
Config. A

#### ID120

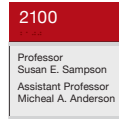


Config. A

#### ID130



Config. B

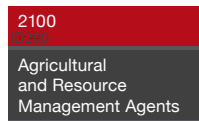


Config. B

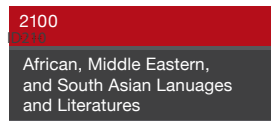
### ID100 Series - Room ID

	1 LINE MSG	UP TO 3 LINE MSG	UP TO 4 LINE MSG	UP TO 5 LINE MSG
ROOM FUNCTION	ID110 (config. A)	ID120 (config. A)	ID130	ID130
ROOM OCCUPANT	ID110 (config. B)	ID120 (config. B)	ID120 (config. B)	ID120 (config. B)
DORM/BACK OF HOUSE				

### ID200 Series - Department ID



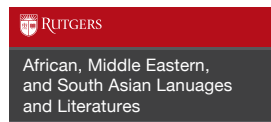
Config. A



Config. A



Config. B



Config. B

### DR200 Series - Department ID

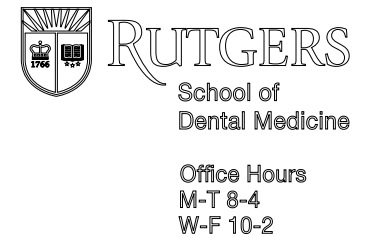
	UP TO 3 LINE MSG	UP TO 6 LINE MSG
ROOM FUNCTION	ID200	ID210

### ID300 Series - Overhead ID



Note: Not a room ID. Use to ID bay within a lab setting

### ID400 Series - Vinyl Door ID



Note: Specialty ID sign on glass. Use for additional ID & hours of operation

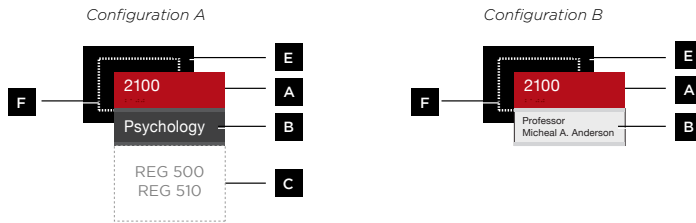


Questions? Please contact xxxxx

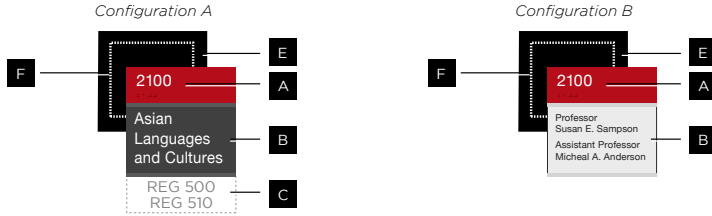
# ID110-130

ROOM IDENTIFICATION

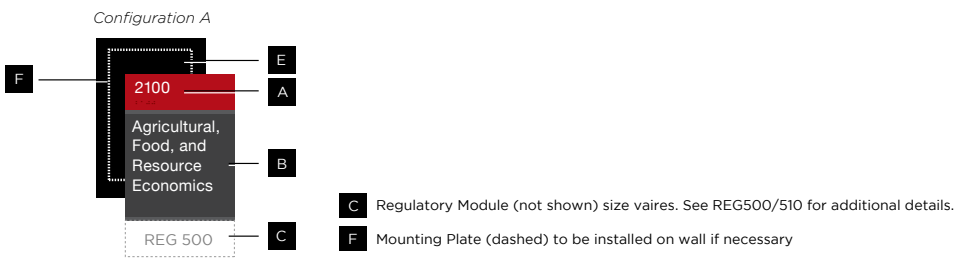
## Sign Type: ID110



## Sign Type: ID120



## Sign Type: ID130



## CONFIGURATIONS

Configuration A	Qty.
<b>A</b> ADA Panel 2" x 6"	1
<b>B</b> Primary Panel - Room Function 2" x 6"	1
<b>E</b> Backer Panel 4" x 6"	1
<b>C</b> Regulatory	1

Configuration B	Qty.
<b>A</b> ADA Panel 2" x 6"	1
<b>B</b> Primary Panel - Room Occupant 2" x 6"	1
<b>E</b> Backer Panel 4" x 6"	1

### ID110 PART COUNTS

Configuration A	Qty.
<b>A</b> ADA Panel 2" x 6"	1
<b>B</b> Primary Panel - Room Function 4" x 6"	1
<b>E</b> Backer Panel 6" x 6"	1
<b>C</b> Regulatory	1

Configuration B	Qty.
<b>A</b> ADA Panel 2" x 6"	1
<b>B</b> Primary Panel - Room Occupant 4" x 6"	1
<b>E</b> Backer Panel 6" x 6"	1

### ID120 PART COUNTS

\*Reference to REG 500-510 Series for part C specifications

Configuration A	Qty.
<b>A</b> ADA Panel 2" x 6"	1
<b>B</b> Primary Panel - Room Function 6" x 6"	1
<b>E</b> Backer Panel 8" x 6"	1
<b>C</b> Regulatory	1

### ID130 PART COUNTS

## PARTS

## Guidelines

- Identify rooms and spaces by their assigned room number, function and utilization rules, including a changeable message component.
- ADA Content: Braille and tactile lettering is required for room number.
- Primary Content: B1/B2 Room Identification by room function or room occupant.

## Helpful Hints

- Modules combine to create distinct sign variations.
- To order a sign, indicate the sign type series number and the module stacking configuration.
- Stacking order to follow:  
ADA Module  
Primary Module (B)
- Room signs must include tactile letters, visual contrast and braille. Refer to ADA guidelines for specific requirements.

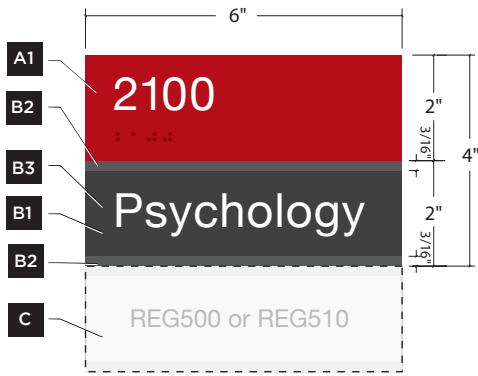


Questions? Please contact [xxxxx](#)

# ID110-130

ROOM IDENTIFICATION

ID110



ID110 - Configuration A  
(shown with separate REG500 regulatory insert below)

Backer Panel:

**E** 4" x 6"

Mounting Plate  
(if necessary for application)

**F**



ADA

Module Size:  
**A** 2" x 6"

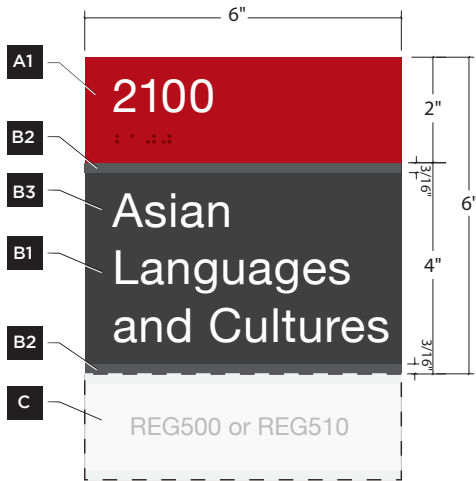
Primary Insert  
Module Sizes:

**B** 2" x 6"  
Config. A = P2  
Config. B = P3

Regulatory Insert  
Module Sizes:

REG500 - 2" x 6"  
REG510 - 4" x 6"

ID120



ID120 - Configuration A  
(shown with separate REG500 regulatory insert below)

Backer Panel:

**E** 6" x 6"

Mounting Plate  
(if necessary for application)

**F**



ADA

Module Size:  
**A** 2" x 6"

Primary Insert  
Module Sizes:

**B** 4" x 6"  
Config. A = P2  
Config. B = P3

Regulatory Insert  
Module Sizes:

REG500 - 2" x 6"  
REG510 - 4" x 6"

ID130



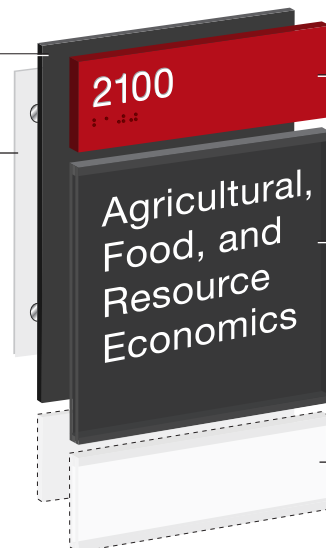
ID130 - Configuration A  
(shown with separate REG500 regulatory insert below)

Backer Panel:

**E** 8" x 6"

Mounting Plate  
(if necessary for application)

**F**



ADA

Module Size:  
**A** 2" x 6"

Primary Insert  
Module Sizes:

**B** 6" x 6"

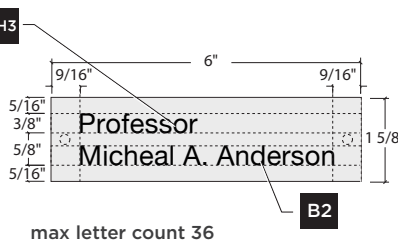
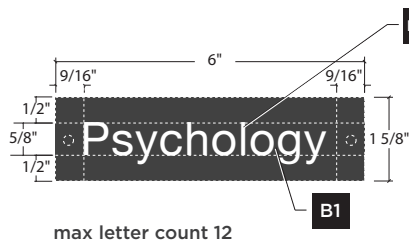
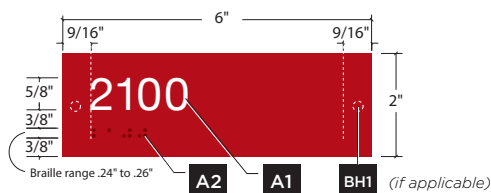
Regulatory Insert  
Module Sizes:

REG500 - 2" x 6"  
REG510 - 4" x 6"

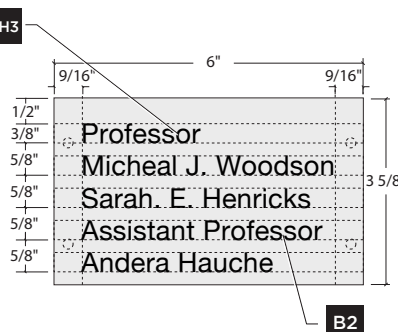
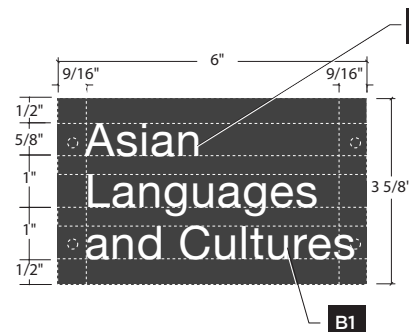
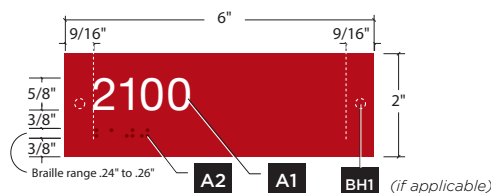
ELEVATION/DETAIL



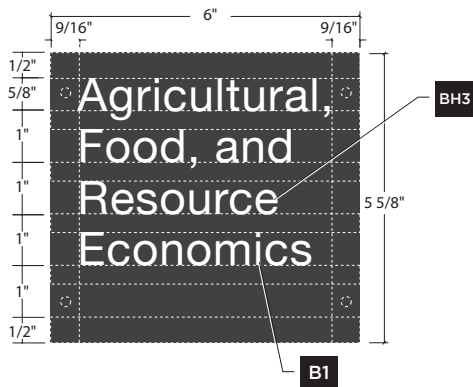
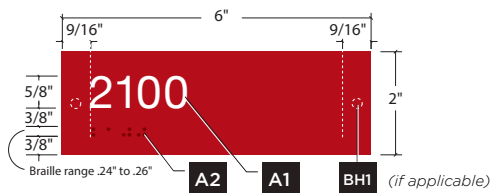
## ID110



## ID120



## ID130



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

## Specifications

### ADA MODULE

- A1** Surface applied white tactile letters, Paint to Match: **P8** (White)  
Typeface: 5/8" cap height. Helvetica Neue Regular  
Tracking: +20  
To be surface inset into routed panel face
- A2** Applied rasters  
Braille, Type 2  
No paint on rasters.

### PRIMARY INSERT

- B1** Clear Acetate insert, Typeface: 5/8" cap height. Helvetica Neue Regular  
Tracking: +20  
Print to Match: White
- B2** Clear Acetate insert, Typeface: 3/8" cap height. Helvetica Neue Regular  
Tracking: +20  
Print to Match: Black

## Behavioral Health

- BH3** Messaging to be screen printed white (Config. A) or black (Config. B) per ID110 Configurations
- BH1** Countersunk tamper proof screw locations. Screws are centered vertically on modules. Use 2 Screws for A Panel  
Use 2 Screws for B Panel

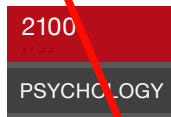


Questions? Please contact xxxxx

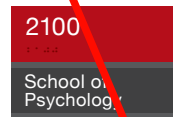
# ID110-130

ROOM IDENTIFICATION

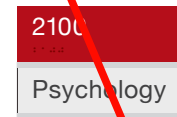
## ID110



Incorrect Type Case/  
Weight



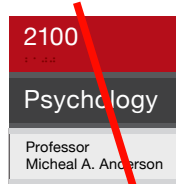
Incorrect Type Size:  
Config. A should always  
include 5/8" type. This  
sign is considered a  
"Room Function Insert"



Incorrect Type Size + ID:  
Config. B should always  
include 3/8" type. This  
sign is considered a  
"Room Occupant Insert"

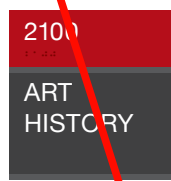
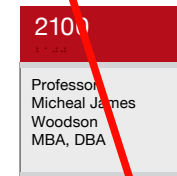
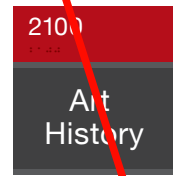
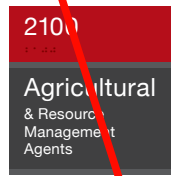


Incorrect Letter  
Spacing

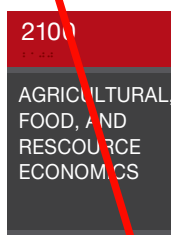
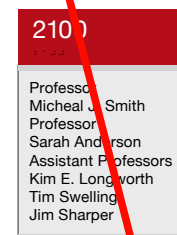
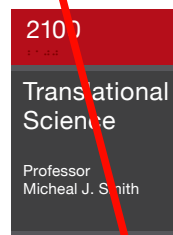
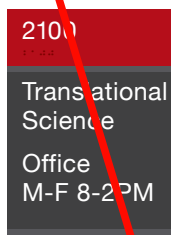


Config. A & Config. B  
are never stacked together.

## ID120



## ID130



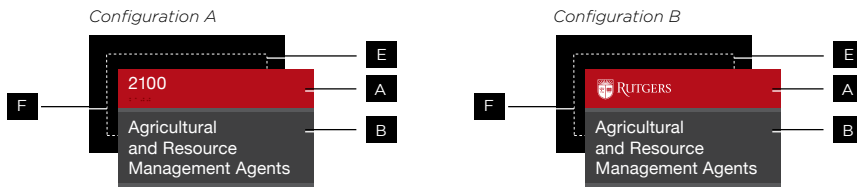
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.



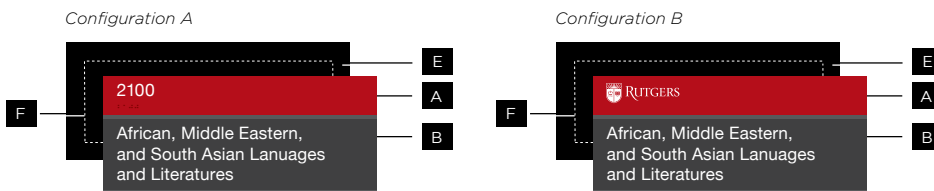
Questions? Please contact [xxxxx](#)

GRAPHIC DON'TS

## Sign Type: ID200



## Sign Type: ID210



**F** Mounting Plate (dashed) to be installed on wall if necessary

## CONFIGURATIONS

Configuration A		Qty.
<b>A</b>	ADA Panel 2" x 10"	1
<b>B</b>	Primary Panel - Department Name 4" x 10"	1
<b>E</b>	Backer Panel 6" x 10"	1

Configuration B		Qty.
<b>A</b>	Brand Panel 2" x 10"	1
<b>B</b>	Primary Panel - Department Name 4" x 10"	1
<b>E</b>	Backer Panel 6" x 10"	1

### ID200 PART COUNTS

Configuration A		Qty.
<b>A</b>	ADA Panel 2" x 10"	1
<b>B</b>	Primary Panel - Department Name 4" x 1'-2"	1
<b>E</b>	Backer Panel 6" x 1'-2"	1

Configuration B		Qty.
<b>A</b>	Brand Panel 2" x 10"	1
<b>B</b>	Primary Panel - Department Name 4" x 1'-2"	1
<b>E</b>	Backer Panel 6" x 1'-2"	1

### ID210 PART COUNTS

## Guidelines

- Identify Departments by their assigned function and utilization.
- ADA Content: Identification by room number, brand mark utilizing both Braille and tactile lettering is required.
- Primary Content: B1 Department Identification by room function.

## Helpful Hints

- Modules combine to create distinct sign variations.
- To order a sign, indicate the sign type series number and the module stacking configuration.
- Stacking order to follow:  
ADA Module  
Primary Module (B)
- Room signs must include tactile letters, visual contrast and braille. Refer to ADA guidelines for specific requirements.

## PARTS



Questions? Please contact [xxxxx](#)

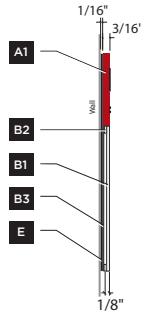
# ID200-210

DEPARTMENT IDENTIFICATION

## ID200



Configuration A



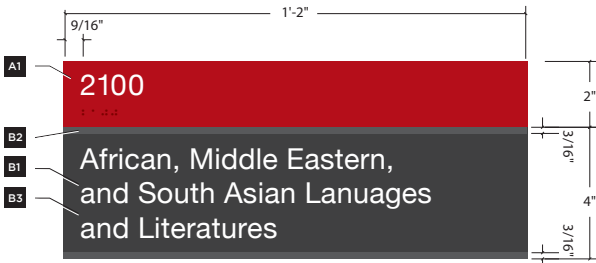
Configuration B

Backer Panel:  
E 6" x 10"

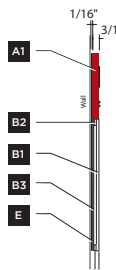
Mounting Plate  
(if necessary for  
application)  
F



## ID210



Configuration A



Configuration B

Backer Panel:  
E 6" x 1'-2"

Mounting Plate  
(if necessary for  
application)  
F



ELEVATION/DETAIL

## Specifications

### ADA MODULE

- A1** Surface applied white tactile letters, Typeface: 5/8" cap height. Helvetica Neue Regular Tracking: +20 To be surface inset into routed panel face

- A2** Applied rasters Braille, Type 2 No paint on rasters

- A3** Surface applied logo type, Logo Artwork to be provided. Cap Height: Letters "U-S" 9/16" tall To be surface inset into routed panel face

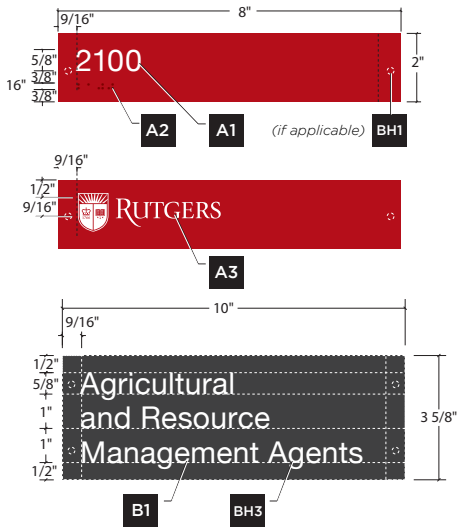
### PRIMARY INSERT

- B1** Clear Acetate insert, Typeface: 5/8" cap height. Helvetica Neue Regular Tracking: +20 Print to Match: White

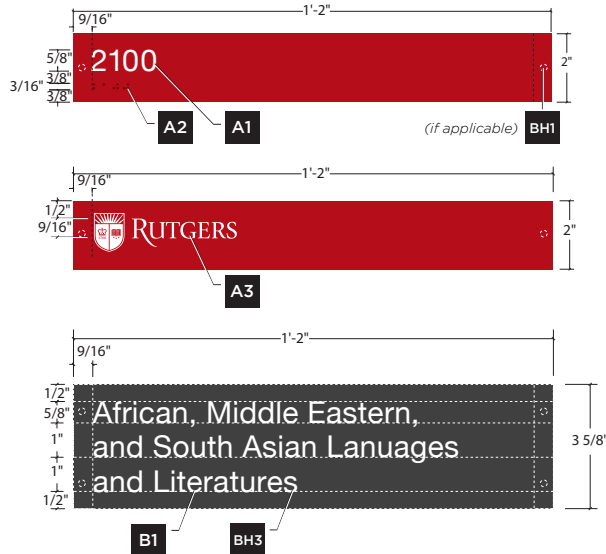
## Behavioral Health

- BH3** Messaging to be screen printed white .
- BH1** Countersunk tamper proof screw locations. Screws are centered vertically on modules. Use 2 Screws for A Panel Use 4 Screws for B Panel

## ID200



## ID210



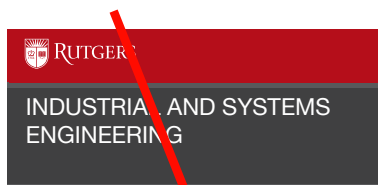
## GRAPHIC LAYOUT



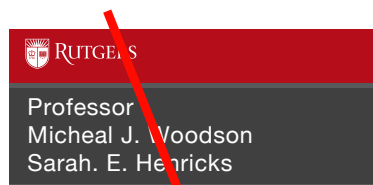
Incorrect ID:  
ID200 Series should only be use for Department Identification



Incorrect Type Case/  
Weight



Incorrect Type Case/  
Weight

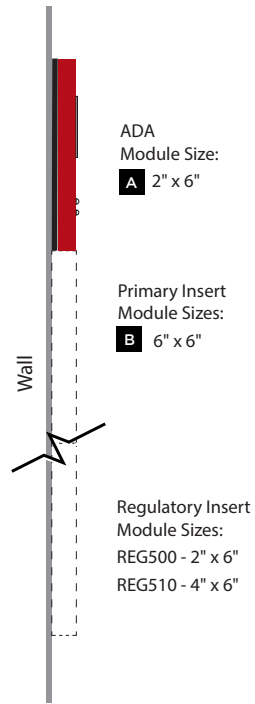


Incorrect ID:  
ID200 Series should only be use for Department Identification

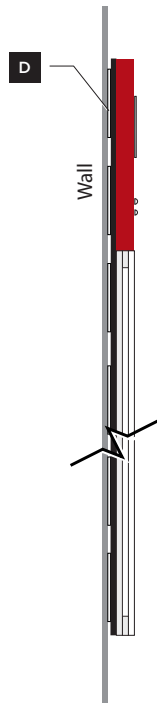
For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards.**

## GRAPHIC DON'TS

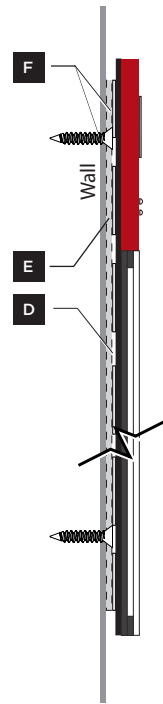
## TYPICAL MODULE AYOUT CONFIGURATIONS



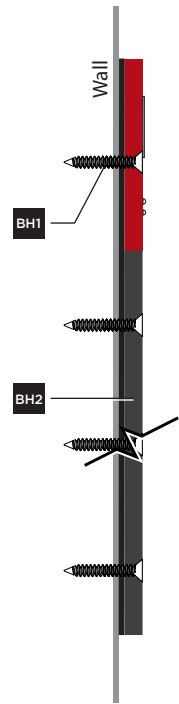
## MOUNTING (VHB tape)



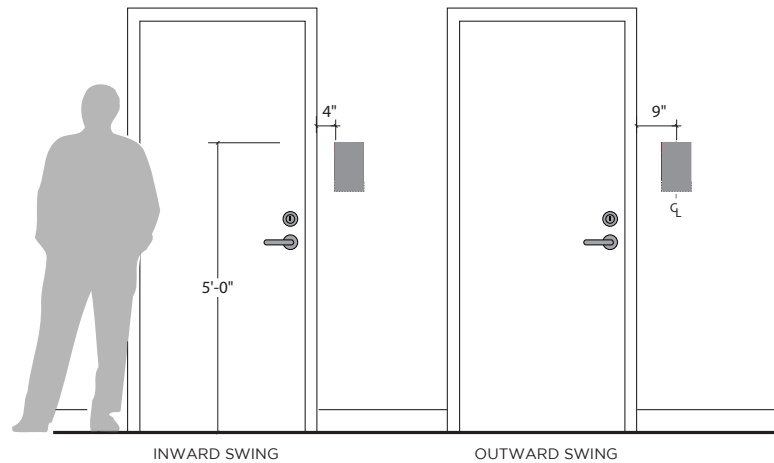
## MOUNTING (VHB tape and mechanical fasteners)



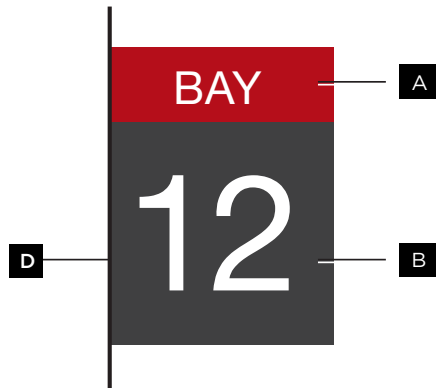
## BEHAVIORAL HEALTH MOUNTING (mechanical fasteners through panel face)



## MOUNTING



## INSTALLATION



**D** Mounting Frame & Plate

## Guidelines

- Identify rooms and spaces by their assigned room number, function and utilization rules.
- Primary Content: Identification by Bay Number.

## CONFIGURATIONS

ID300	Qty.
<b>A</b> Brand Panel 2 1/2" x 8"	2
<b>B</b> Primary Panel - Identification 8" x 8"	2

## Helpful Hints

- Modules combine to create distinct sign variations.
- To order a sign, indicate the sign type series number and the module stacking configuration.

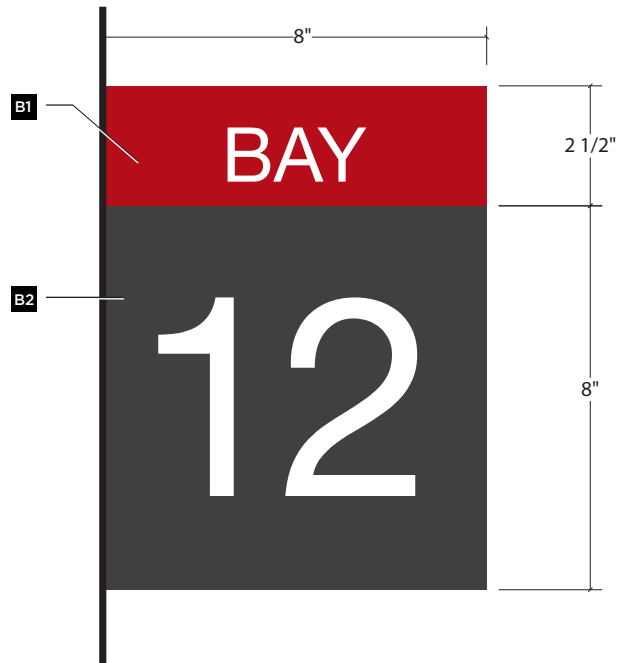
## PARTS



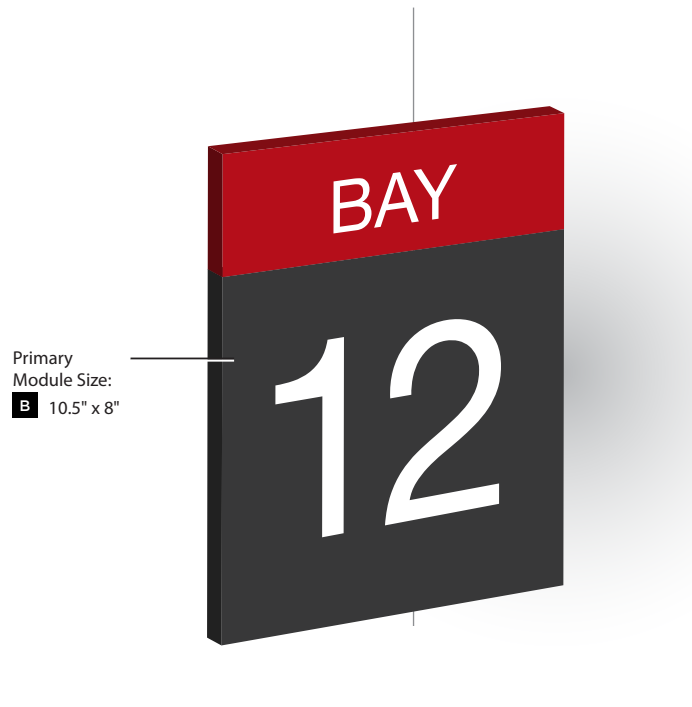
Questions? Please contact [xxxxx](#)

# ID300

OVERHEAD IDENTIFICATION

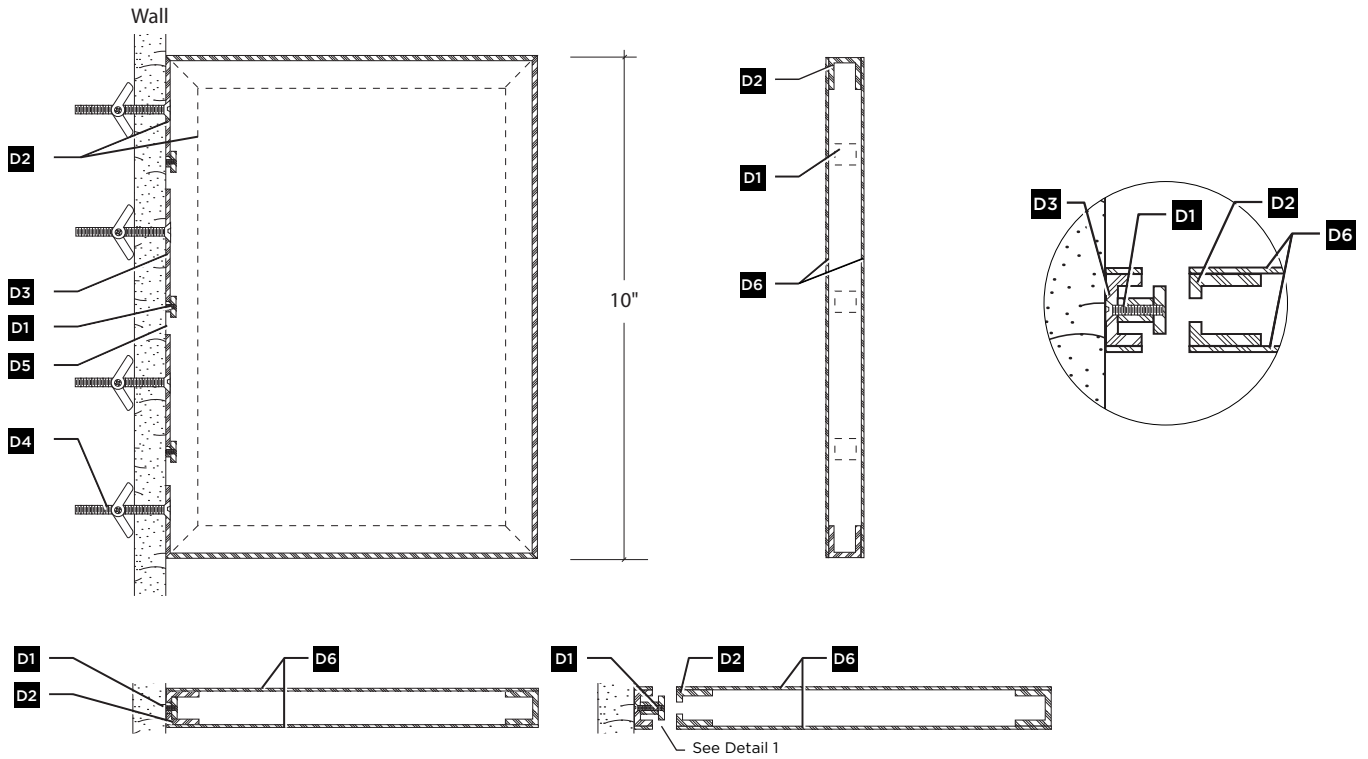


ELEVATION

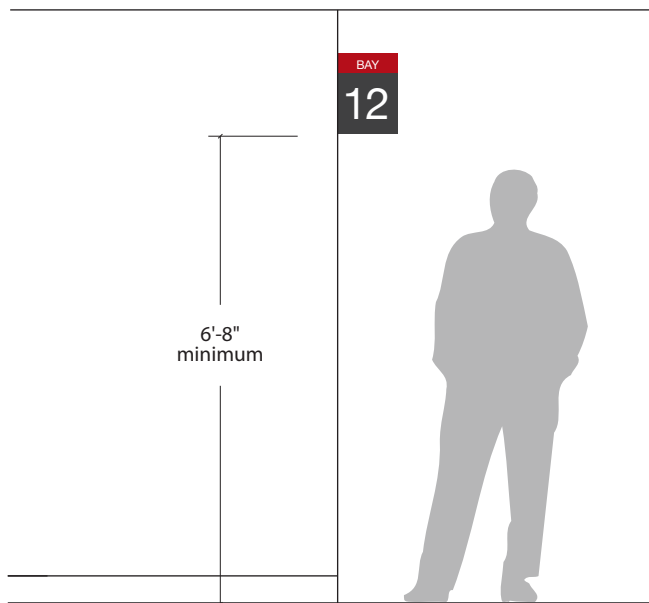


DETAIL





**MOUNTING**



**INSTALLATION**

# ID300

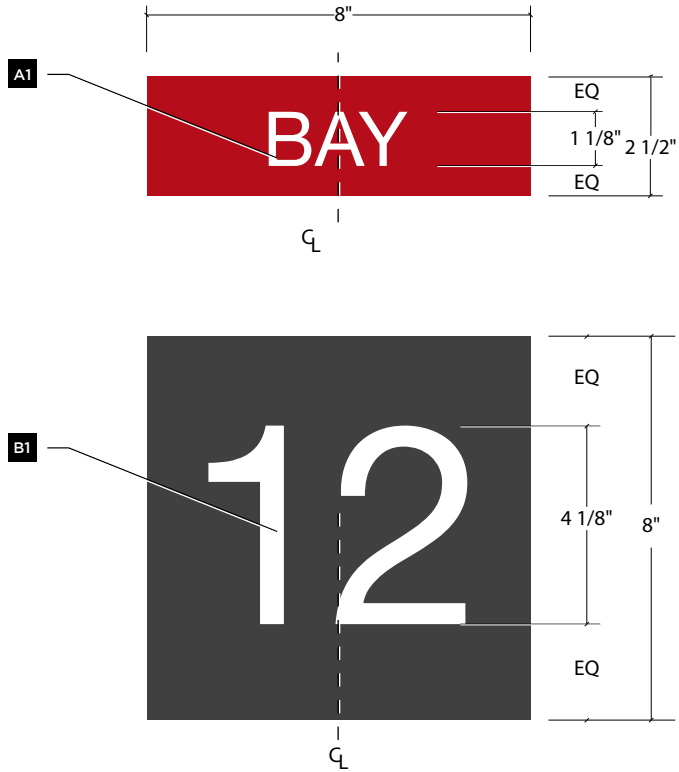
OVERHEAD IDENTIFICATION

## Specifications

### PRIMARY MODULE

**B1** White vinyl letters,  
1 1/8" cap height.  
Typeface:  
Helvetica Neue Regular

**B2** White vinyl letters,  
4 1/8" cap height.  
Typeface:  
Helvetica Neue Regular



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

## GRAPHIC LAYOUT



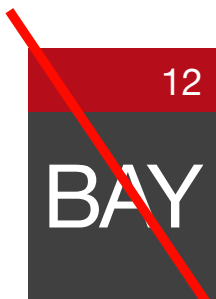
Incorrect Type Case/Weight



Incorrect Type Case/Weight



Incorrect Panel Configuration

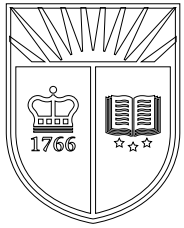


Incorrect Message Placement

## GRAPHIC DON'TS



Questions? Please contact xxxxx



RUTGERS  
School of  
Dental Medicine

Office Hours  
M-T 8-4  
W-F 10-2

A

## Guidelines

- Identify rooms and spaces by their assigned building name or department ID.
- Primary Content: Welcoming into a space, office hour listing of a department.

## CONFIGURATIONS

ID400	Qty.
A Vinyl Door Lettering	1

## Helpful Hints

- Use this sign at department entrances with glass door or sidelites. Hours of operations for operational information.

## PARTS



Questions? Please contact [xxxxx](#)

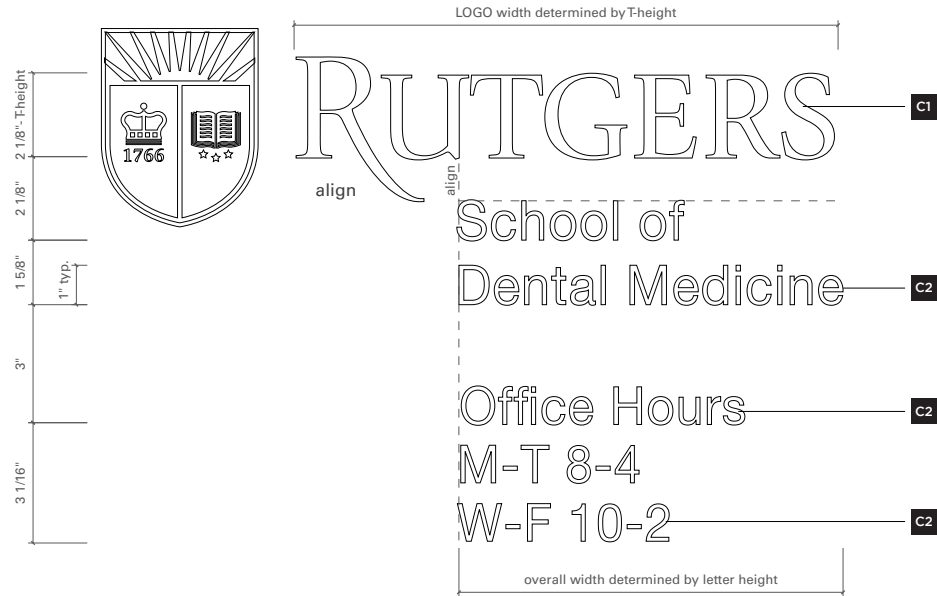
# ID400

VINYL DOOR IDENTIFICATION

## Specifications

**C1** RU\_logotype.eps  
2 1/8" cap height  
Artwork provided by client.  
Apply second-surface  
Applied Vinyl: **V7**

**C2** Copy  
1" cap height  
Typeface:  
Helvetica Neue Regular.  
Tracking: +25  
Apply second-surface  
Applied Vinyl: **V7**



## GRAPHIC LAYOUT



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

## GRAPHIC DON'TS

---

**SECTION C:**

# REGULATORY SIGNS

- REG100** REQUIRED BUILDING SIGNS
- REG110** REQUIRED BUILDING SIGNS
- REG120** NOTICE SIGNS
- REG200** OVERHEAD BUILDING SIGNS
- REG300** STAIRWELL IDENTIFICATION
- REG400** VINYL DOOR IDENTIFICATION
- REG500** PAPER INSERT?

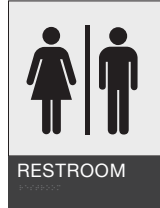
# REG100-400 Series – Overview

## Regulatory 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.

### REG100 Series

REG100



REG110



REG120



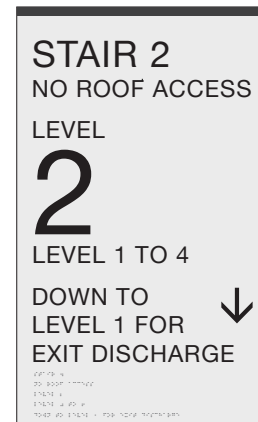
### REG200 Series

REG200



### REG300 Series

REG300



### REG400 Series

REG400

Automated  
Doors

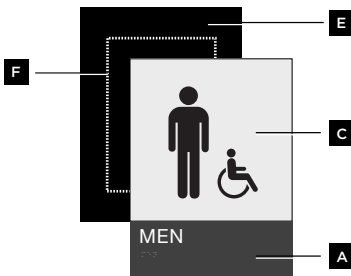


For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards**.

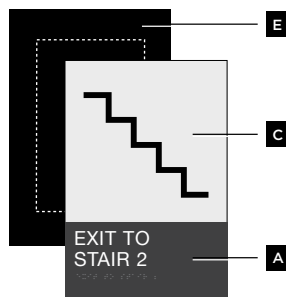


Questions? Please contact [xxxxx](#)

Sign Type: REG100



Sign Type: REG110



Sign Type: REG120



**F** Mounting Plate (dashed) to be installed on wall if necessary

## CONFIGURATION

REG100		Qty.
<b>A</b>	ADA Panel - 2 1/2" x 7 1/2"	1
<b>C</b>	Secondary Panel - 7 1/2" x 7 1/2"	1
<b>E</b>	Backer Panel 10" x 7 1/2"	1

REG110		Qty.
<b>A</b>	ADA Panel - 3 1/2" x 7 1/2"	1
<b>C</b>	Secondary Panel - 7 1/2" x 7 1/2"	1
<b>E</b>	Backer Panel 11" x 7 1/2"	1

REG120		Qty.
<b>C</b>	Secondary Panel - 7 1/2" x 7 1/2"	1
<b>E</b>	Backer Plate 7 1/2" x 7 1/2"	1

## Guidelines

- Identify interior spaces with regulated signage that satisfies federal, state and local laws, and building codes.
- ADA Content: Braille and tactile lettering is required for room function or name.

## Helpful Hints

- Keep in mind similar rooms within building when specifying.
- Sign location is driven by ADA requirements in terms of relationship to room door (latch side) and standard mounting height.
- REG100 signs must include tactile letters, visual contrast and braille. Refer to ADA guidelines for specific requirements.

## PARTS

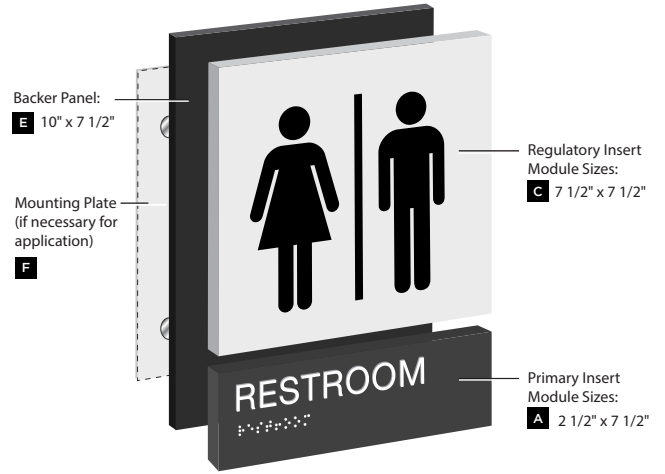
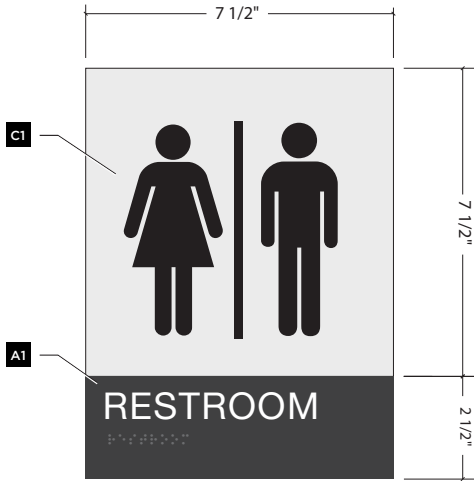


Questions? Please contact [xxxxx](#)

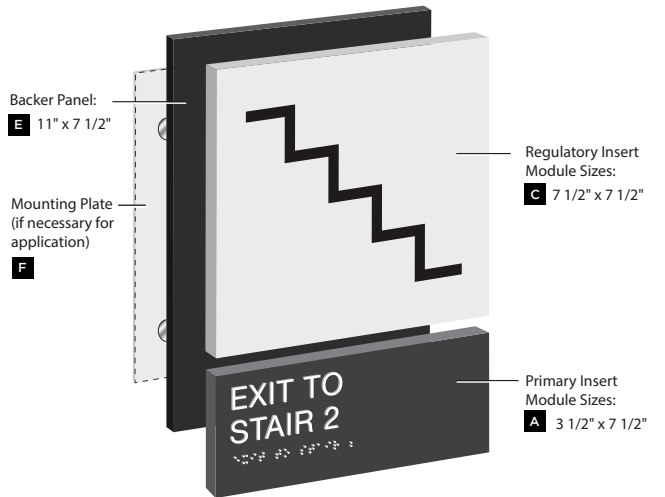
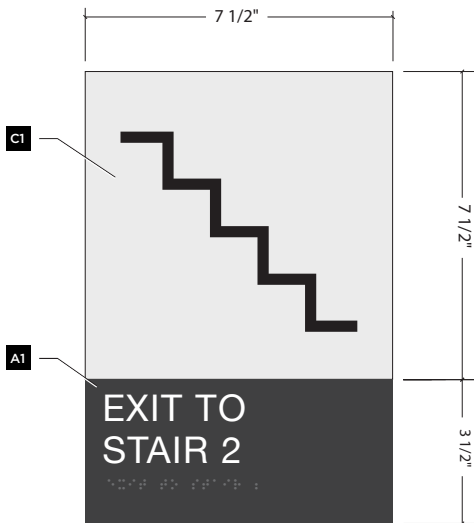
# REG100-120

REQUIRED BUILDING SIGNS

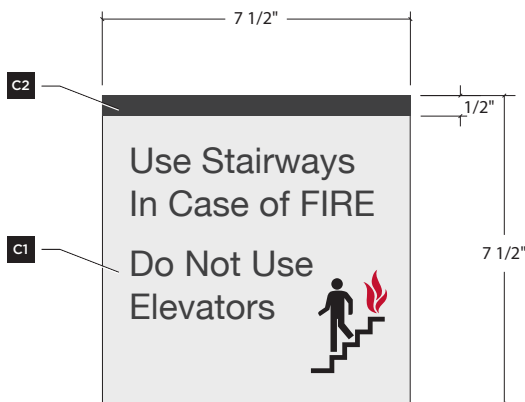
## REG100



## REG110

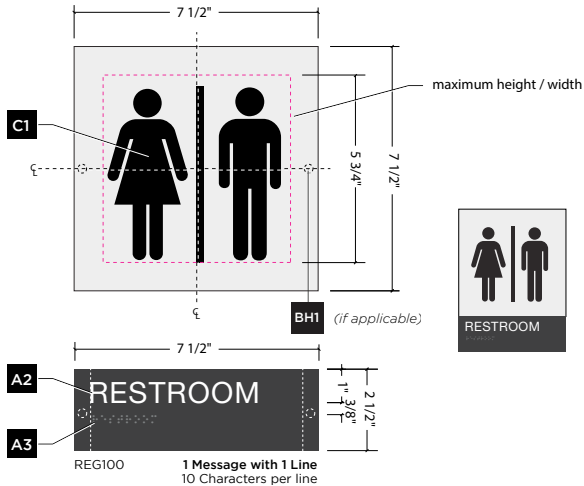


## REG120

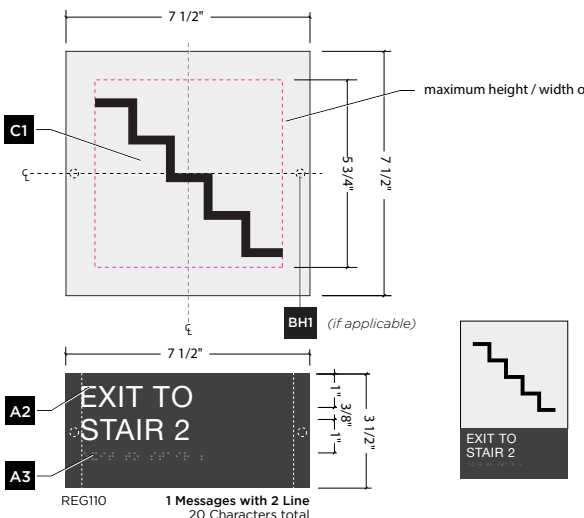
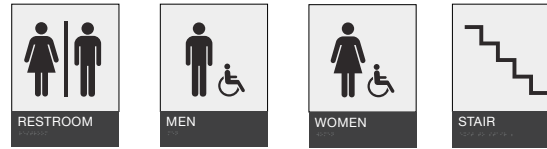


ELEVATION/DETAIL





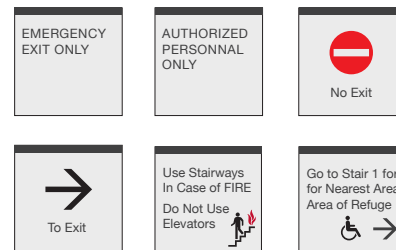
## REG100



## REG110



## REG120



## Specifications

### ADA MODULE

- A2** Applied white tactile letters, 5/8" cap height. Lettering is surface applied, routed and surface inset. Typeface: Helvetica Neue Regular.
- A3** Applied rasters (Braille type 2). No paint on rasters.

### REGULATORY MODULE

- C1** Silk screened black symbol, refer to Iconography (p.X) within the Kit of Parts section of manual for all required regulatory signage. If you do not find a symbol for your depiction, please contact the University representative **xxxx**.

### REGULATORY MODULE

- C3** Silk screened black letters, 5/8" cap height. Typeface: Helvetica Neue Regular.
- C4** Silk screened Black PX Red Symbol PX, refer to Iconography (p.X) within the Kit of Parts section of manual for all required regulatory signage.

## Behavioral Health

- BH1** Countersunk tamper proof screw locations. Screws are centered vertically on modules. Use 2 Screws for A Panel Use 2 Screws for C Panel

# REG100-120

REQUIRED BUILDING SIGNS

## REG100



Incorrect Configuration:  
ADA should always be on the bottom of sign type



Incorrect Typecase:  
ADA should be UPPERCASE



Incorrect Icon:  
Approved icons found within Kit of Parts in this manual.

## REG110



## REG120



Incorrect Graphic Configuration

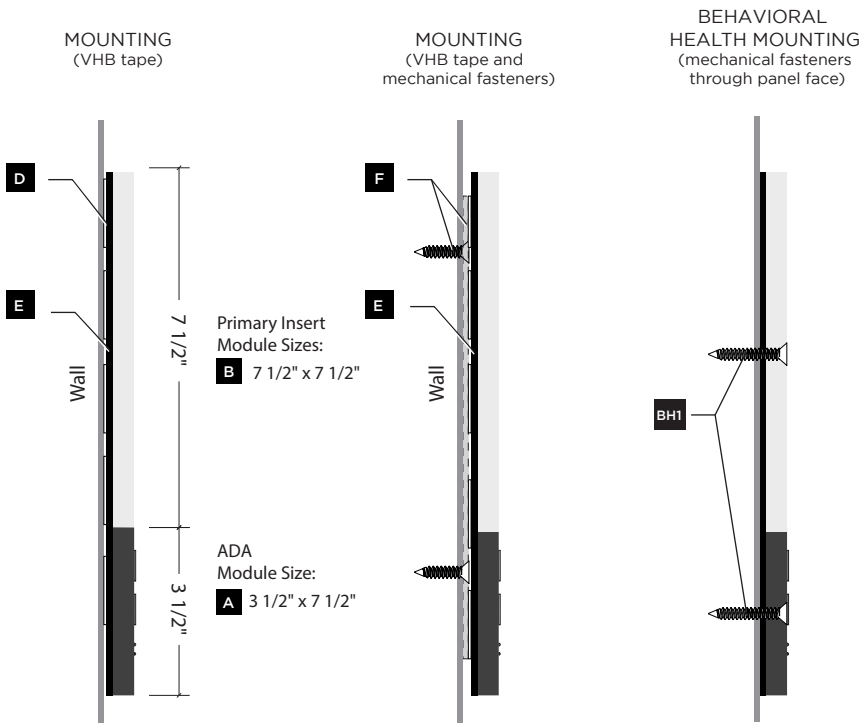


For typography, finish/material and symbol specifications refer to Manual Part 2, Section A: Graphic

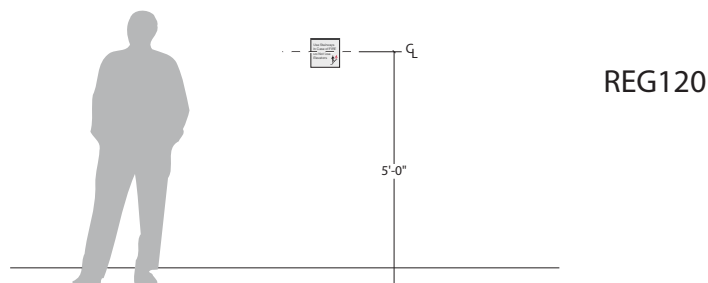
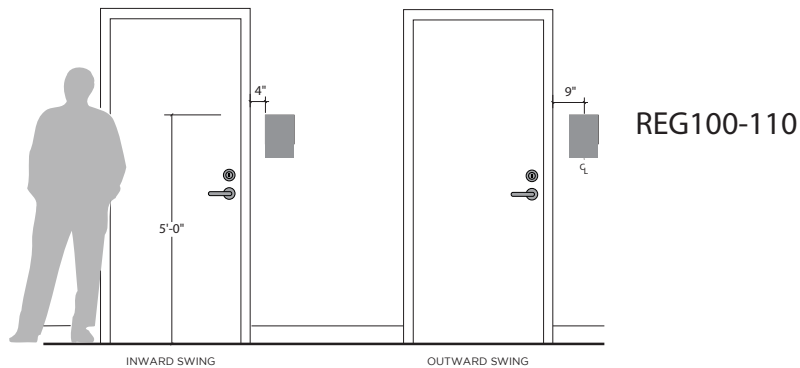
GRAPHIC DON'TS



Questions? Please contact xxxxx



## MOUNTING



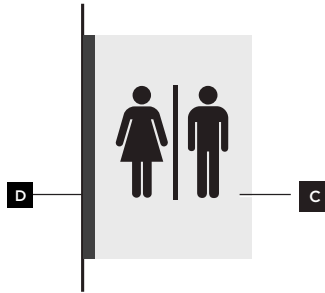
## DETAIL

# REG200

OVERHEAD BUILDING SIGNS

## Guidelines

- Identify interior spaces with regulated signage that satisfies federal, state and local laws, building codes.
- ADA Content: Both Braille and tactile lettering is required for room function or name.



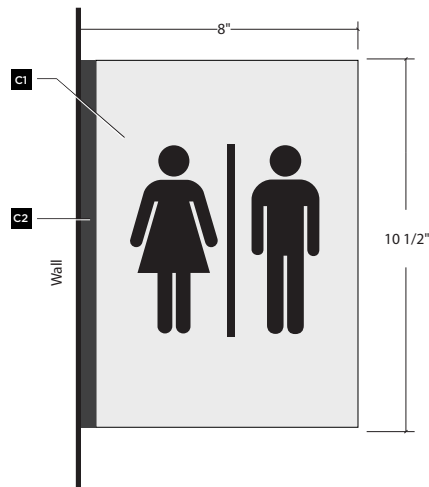
**D** Mounting Frame & Plate

REG200		Qty.
<b>C</b>	Primary Panel - Identification 10" x 8"	1

## Helpful Hints

- Keep in mind similar rooms within building when specifying.
- Sign location is driven by ADA requirements in terms of relationship to room door (latch side) and standard mounting height.

## CONFIGURATIONS/PARTS



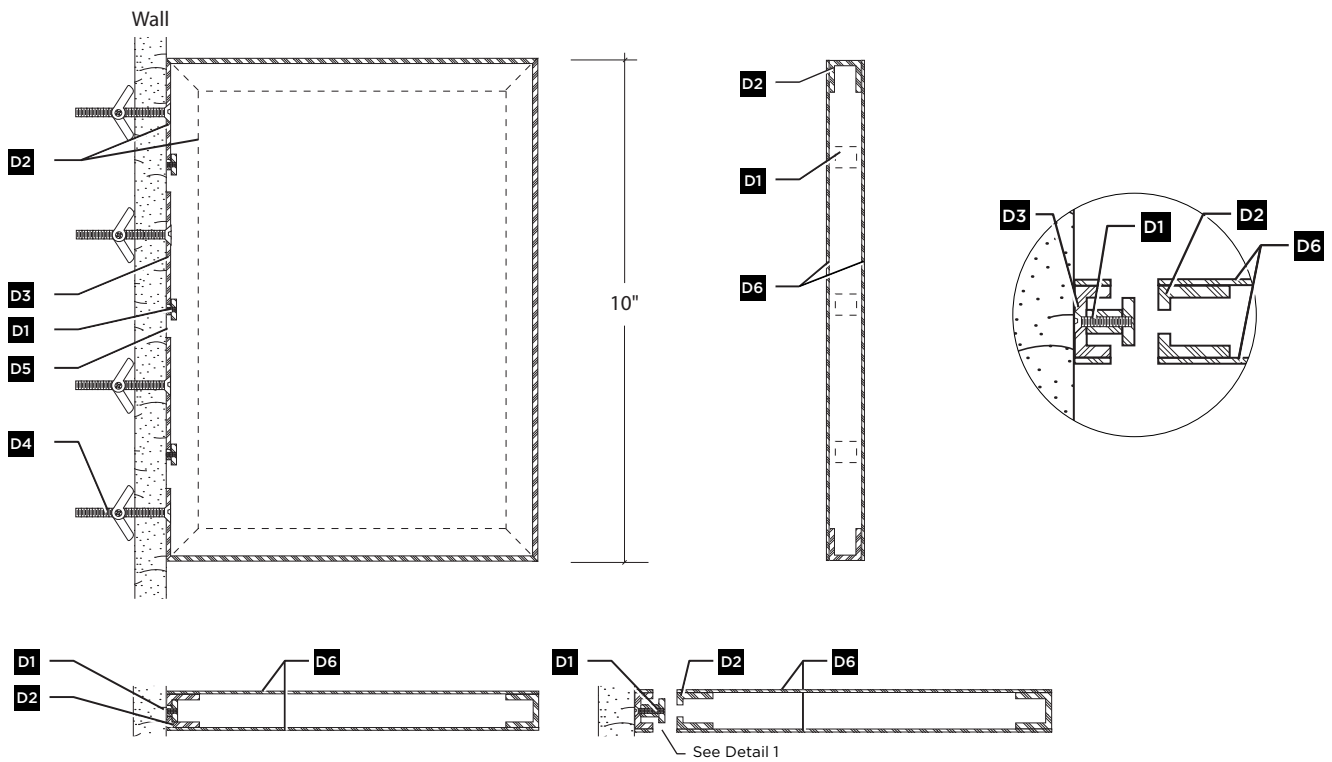
Regulatory  
Module Size:  
**C** 10" x 8"



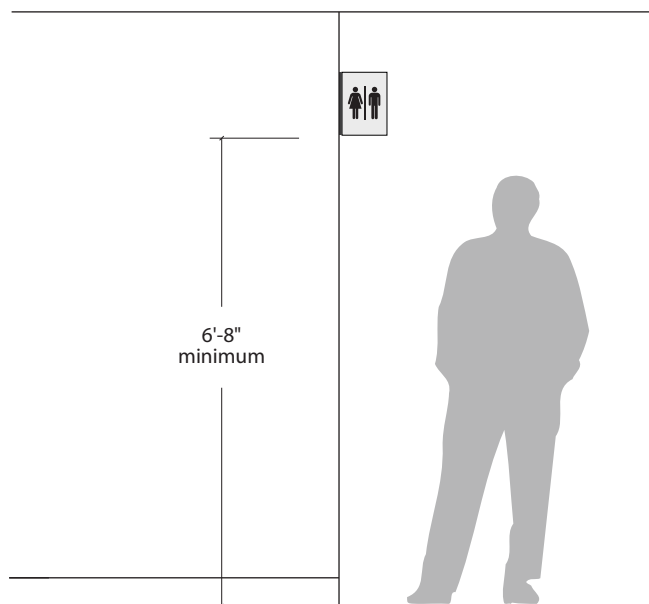
## ELEVATION/DETAIL

# REG200

OVERHEAD BUILDING SIGNS



## MOUNTING



## INSTALLATION



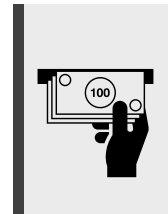
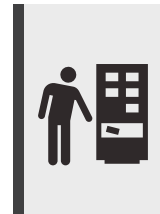
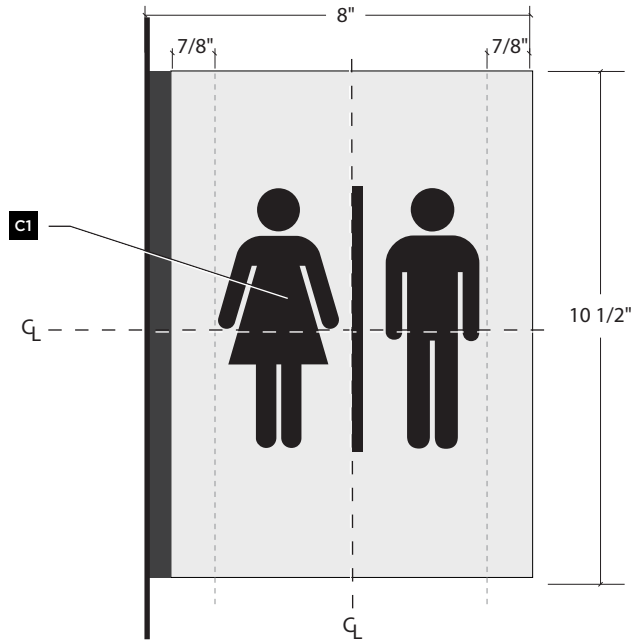
Questions? Please contact [xxxxx](#)

## Specifications

### C1 REGULATORY MODULE

Logo silk screened second surface  
 Print to match **P7 Black**  
 Refer to Iconography (p.X) within the Kit of Parts section of manual for all required regulatory signage.

If you do not find a symbol for your depiction, please contact the University representative **xxxx**.



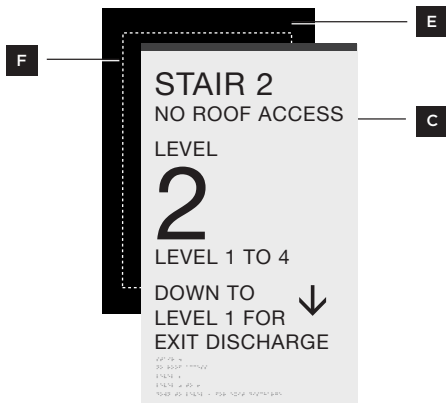
## GRAPHIC LAYOUT



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

## GRAPHIC DON'TS

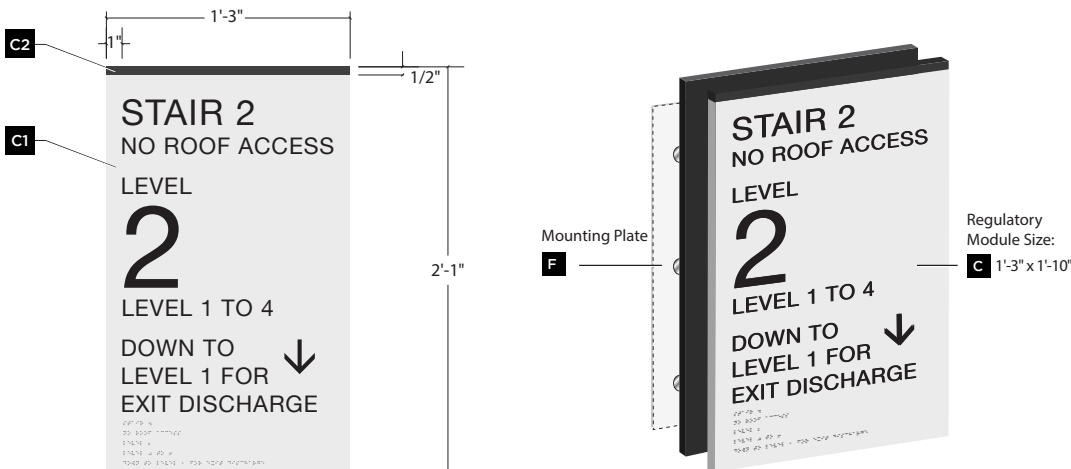
## Sign Type: REG300



REG300	Qty.
<b>C</b> Secondary Panel - 1'-10" x 1'-3"	1
<b>E</b> Backer Panel 1'-10" x 1'-3"	1

**F** Mounting Plate (dashed) to be installed on wall if necessary

## CONFIGURATIONS/PARTS



## ELEVATION/DETAIL

## Guidelines

- Identify interior spaces with regulated signage that satisfies federal, state and local laws, and building codes.
- ADA Content: Both Braille and tactile lettering is required for room function or name.

## Helpful Hints

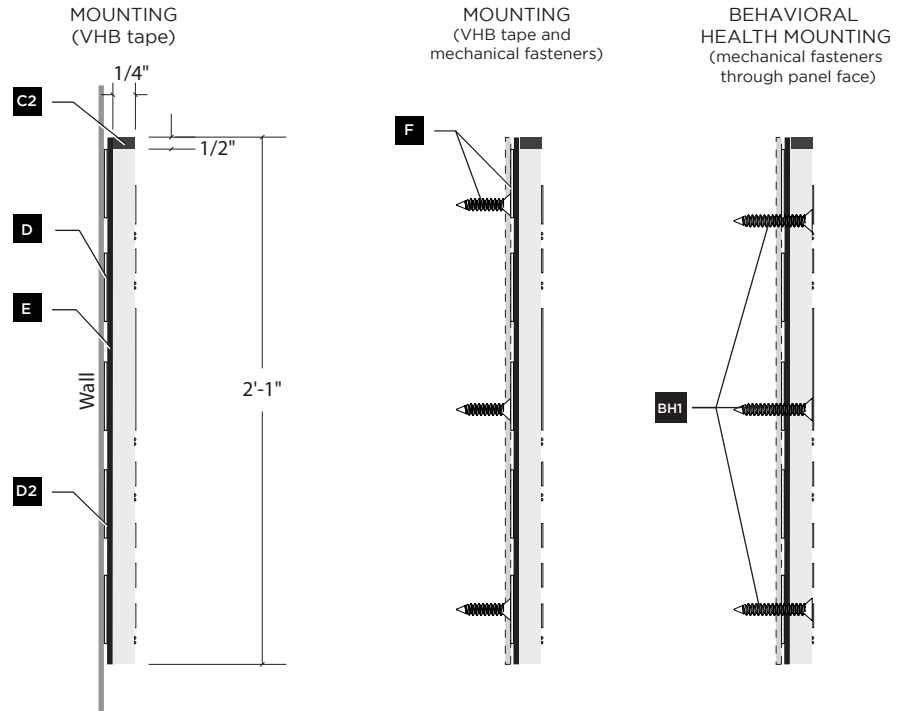
- Keep in mind similar rooms within building when specifying.
- Sign location is driven by ADA requirements in terms of relationship to room door (latch side) and standard mounting height.
- REG300 signs must include tactile letters, visual contrast and braille. Refer to ADA guidelines for specific requirements.



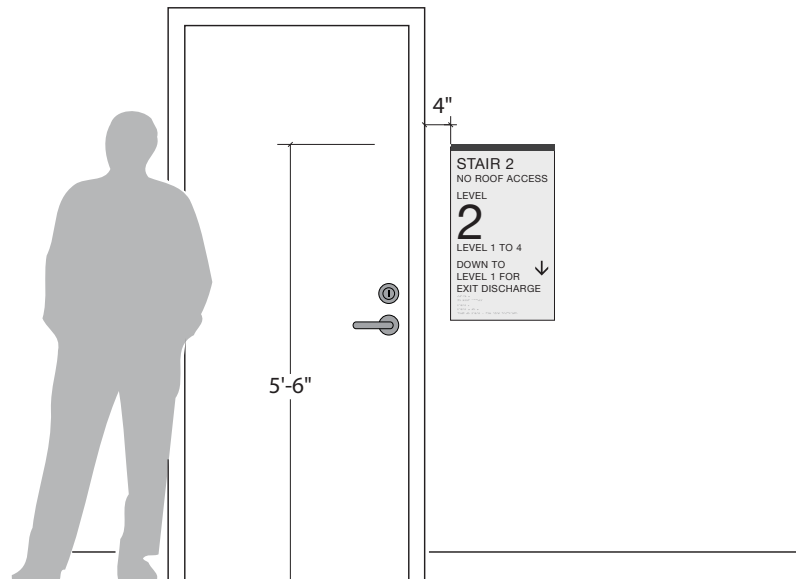
Questions? Please contact [xxxxx](#)

# REG300

STAIRWELL IDENTIFICATION

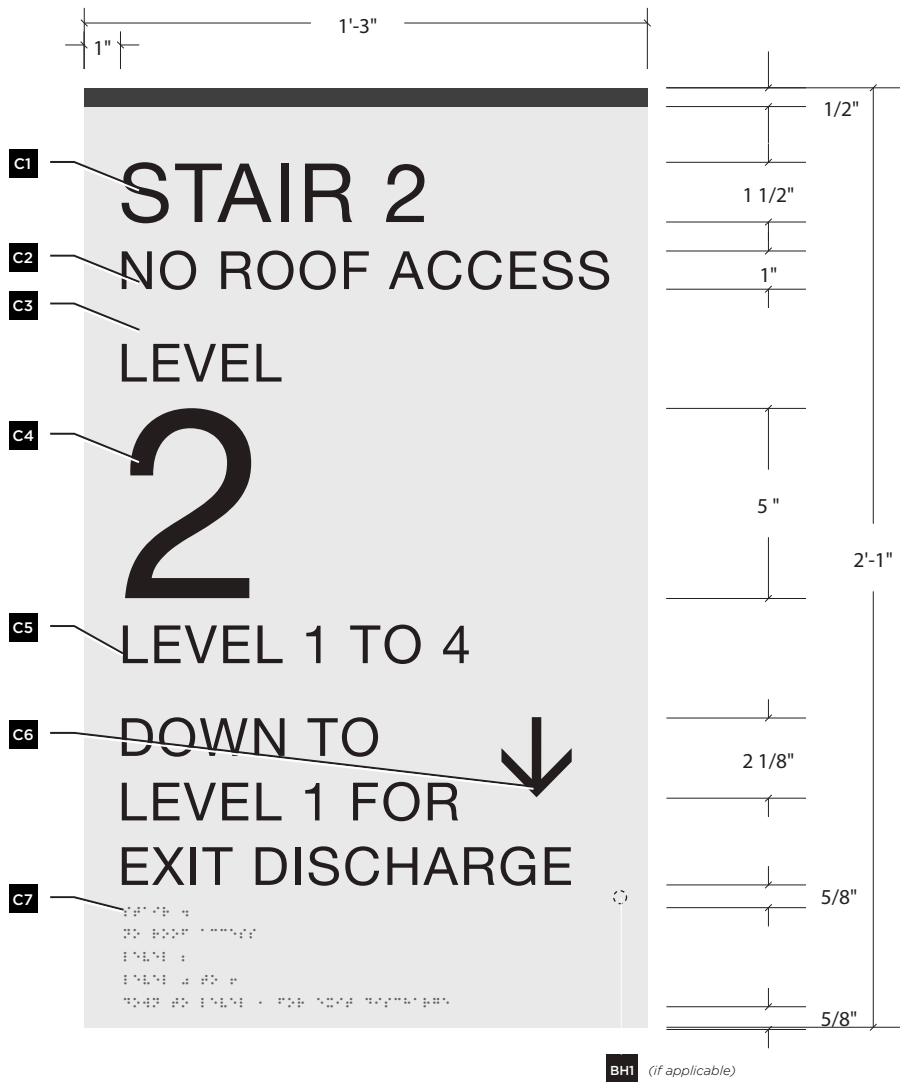


## MOUNTING

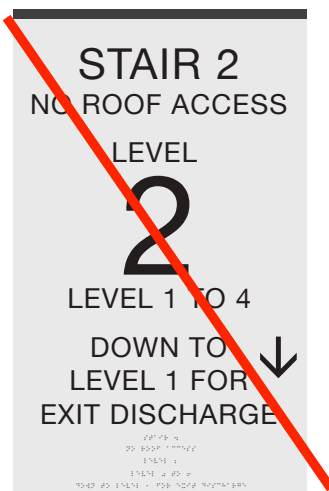


## INSTALLATION





## GRAPHIC LAYOUT



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

## GRAPHIC DON'TS

## Specifications

### REGULATORY MODULE

- C1** Applied black tactile letters, 1 1/2" cap height. Lettering is surface applied, routed and surface inset. Typeface: Helvetica Neue Regular.
- C2** Applied black tactile letters, 1" cap height. Lettering is surface applied, routed and surface inset. Typeface: Helvetica Neue Regular.
- C3** 1/4" thick Acrylic panel. Match to **P3**. All sides painted, with matte-finish clear-coat, all surfaces, ease side edges.
- C4** Applied black tactile letters, 5" cap height. Lettering is surface applied, routed and surface inset. Typeface: Helvetica Neue Regular.
- C5** Applied black tactile letters, 1" cap height. Lettering is surface applied, routed and surface inset. Typeface: Helvetica Neue Regular.
- C6** 1/32" raised arrow applied to sign surface.
- C7** Applied rasters Braille Type 2 (Typical)
- BH1** Countersunk tamper proof screw locations. Screws are centered vertically on modules. Use 4 Screws for C Panel.

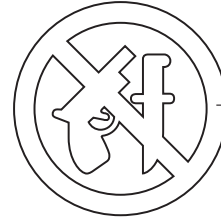
## Behavioral Health

## Guidelines

- Identify interior spaces with regulated signage that satisfies federal, state and local laws, and building codes.



Configuration A



Configuration B

## CONFIGURATIONS

## Helpful Hints

- REG400 must include tactile letters, visual contrast and braille. Refer to ADA guidelines for specific requirements.

Configuration A		Qty.
<b>C</b>	Vinyl Door Decal No Smoking	1

Configuration B		Qty.
<b>C</b>	Vinyl Door Decal No Weapons	1



Questions? Please contact [xxxxx](#)

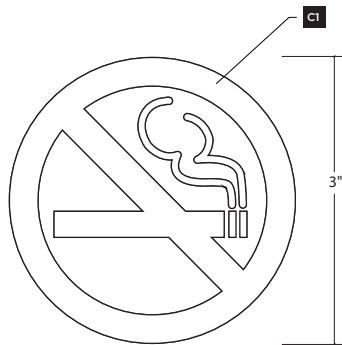
## PARTS

# REG400

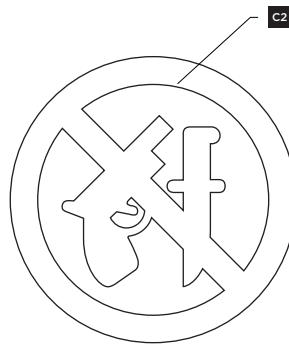
VINYL DOOR IDENTIFICATION

## Specifications

- C1** No\_Smoking.eps  
3" height  
Artwork provided by client  
Apply second-surface  
Applied Vinyl: **V7**
- C2** No\_Weapons.eps  
3" height  
Artwork provided by client  
Apply second-surface  
Applied Vinyl: **V7**
- C3** Place below Vinyl ID Door graphics.  
Location should be within a 4'-0" - 5'-0" viewable area.

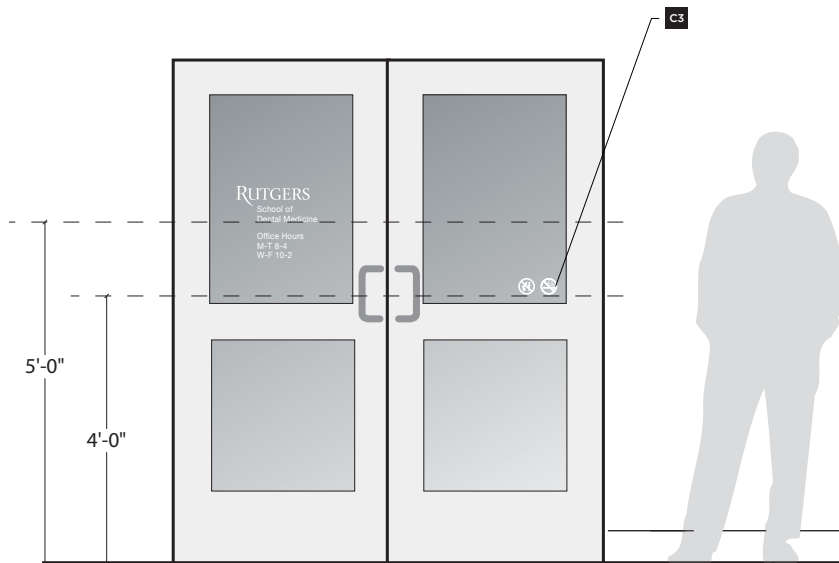


Configuration A



Configuration B

## ELEVATION



## INSTALLATION

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# SUB-SECTION

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**SECTION C:**

REG500 SERIES

# REG500-530 Series – Overview

## Regulatory Paper Insert and Chassis Overview

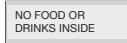
Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator and/or Department of Facilities, Planning and Development.

## Insert Selection

Reference the Kit of Parts (page X) section of manual for lab insert graphic layouts.

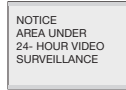
If you do not find an insert for your application, please contact the University representative xxxx. Please contact **XXXX XXXXXXXX**, for all final artwork & approval.

### REG500



Configuration A  
Misc Regulatory

### REG510



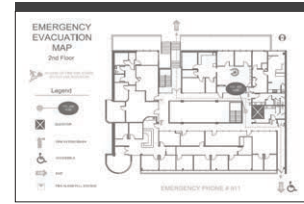
Configuration A  
Misc Regulatory

### REG520



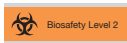
Configuration A  
Campus Maps  
Room Schedules

### REG530



Configuration A  
Campus Maps  
Room Schedules

### REG500



Configuration B  
Lab Regulatory

### REG510



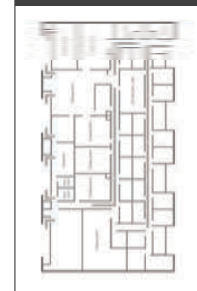
Configuration B  
Lab Regulatory

### REG520



Configuration B  
Campus Maps  
Room Schedules

### REG530



Configuration B  
Campus Maps  
Room Schedules

REG500 Series				
INSERT OPTIONS	REG500	REG510	REG520	REG530
Simple Rules / Regulatory	✓	X	X	X
Multiple Rules / Regulatory	X	✓	X	X
Lab Simple Rules / Regulatory	✓	X	X	X
Lab Multiple Rules / Regulatory	X	✓	X	X
Campus Schedule / Information Insert	X	X	✓	X
Evacuation Map	X	X	✓	✓

✓ = Permissible configuration

X = Non-permissible configuration



Questions? Please contact **XXXXX**

## REG 500 Series Configurations

		ID110 	ID120 	ID130 	No Door Sign
REG500 Config. A		✓	✓	✓	✓
REG500 Config. B		✓	✓	✓	✓
REG500 Config. C		✓	✓	X	✓
REG510 Config. A		✓	✓	X	✓
REG510 Config. B		✓	X	X	✓
REG510 Config. C		X	X	X	✓
REG520 Config. A vertical Config. B Horz.		X	X	X	✓
REG530 Config. A vertical Config. B Horz.		X	X	X	✓

✓ = Permissible configuration

X = Non-permissible configuration

### Guidelines

- Regulatory messaging to identify notices and warnings that is changeable message component.

### Door Sign Configuration Rules

REG500-510 can mount directly underneath Door Signs ID110, ID120, and ID130. Overall height of both the Door Sign and REG500-510 cannot exceed 1'-0". See chart to left to identify those permissible and non-permissible combinations.

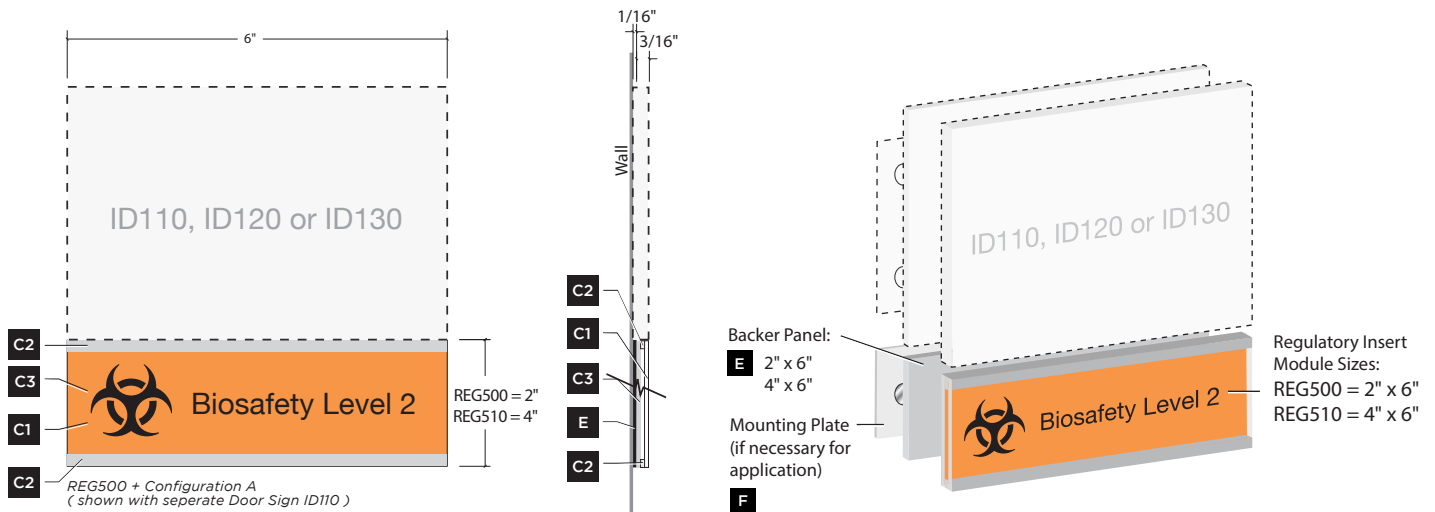
### Helpful Hints

- Keep in mind similar rooms within building when specifying.
- Sign location is driven by ADA requirements in terms of relationship to room door (latch side) and standard mounting height.
- Determine standard (first name, last name, no prefixes or suffixes) for office inserts.
- Secondary content related to room utilization rules could include 'Authorized Use Only' or 'No Food or Drinks'.

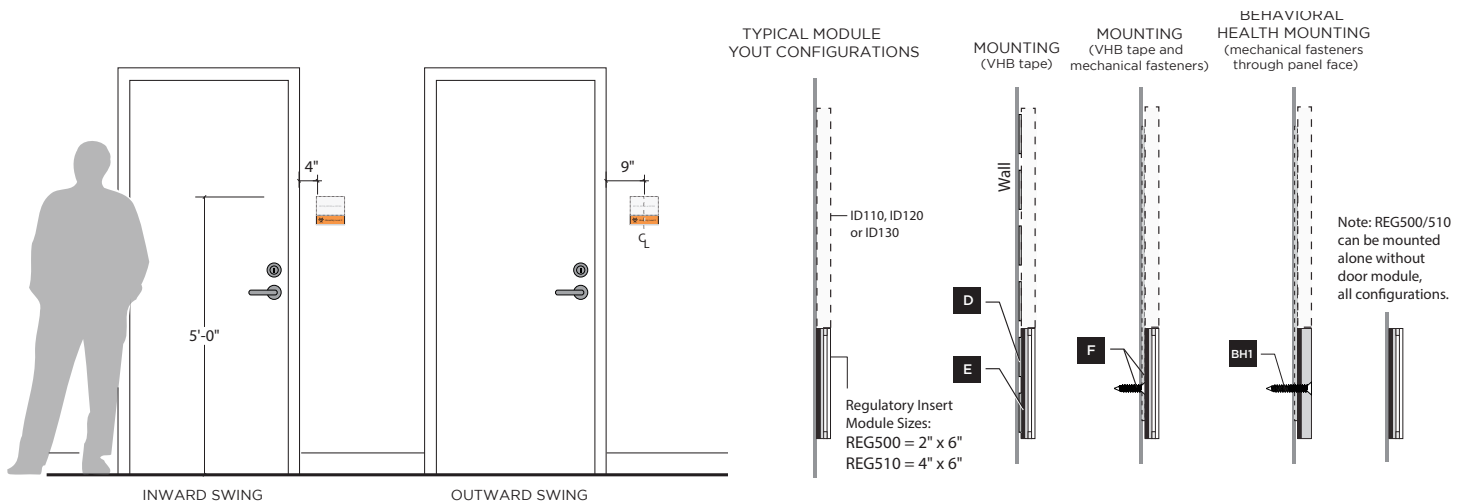


# REG500-510

PAPER INSERT



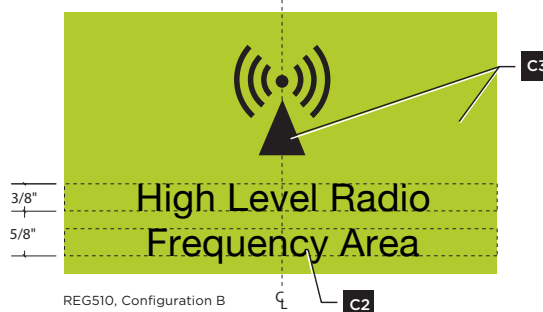
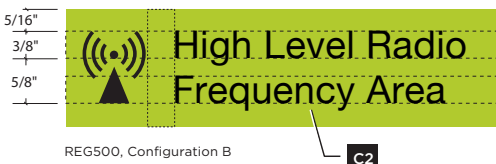
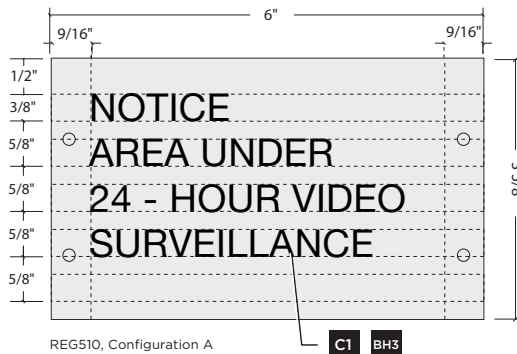
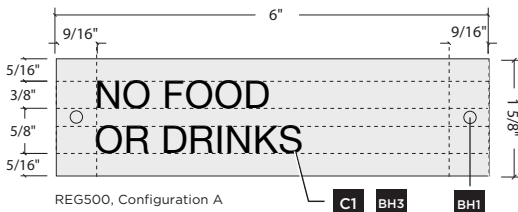
## ELEVATION/DETAIL



Note: For outward swinging doors, sign is to be mounted so that the center line of tactile copy or Braille (whichever is longer) is 9" min. from edge of door swing. ADA Standard Section 703.4.2 Location

## INSTALLATION/MOUNTING





## Specifications

### REGULATORY MODULE

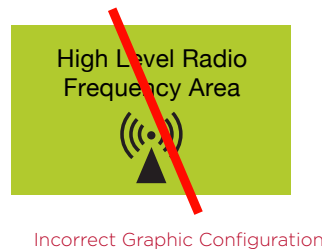
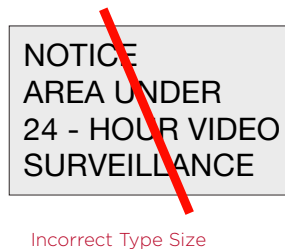
- C1** Clear Acetate insert, Typeface: 3/8" cap height. Helvetica Neue Regular Typecase: UPPERCASE Tracking: +20 Print to Match: Black
- C2** Clear Acetate insert, Typeface: 5/8" cap height. Helvetica Neue Regular Typecase: UPPERCASE Tracking: +20 Print to Match: Black

Refer to Iconography & Insert Graphic Layouts (p.X) within the Kit of Parts for icons & background colors.

### Behavioral Health

- BH1** Countersunk tamper proof screw locations. 2 Screws per 2" module, 4 Screws per 4" module.
- BH3** Messaging to be screen printed black.

## GRAPHIC LAYOUT



### Insert Selection Pro-

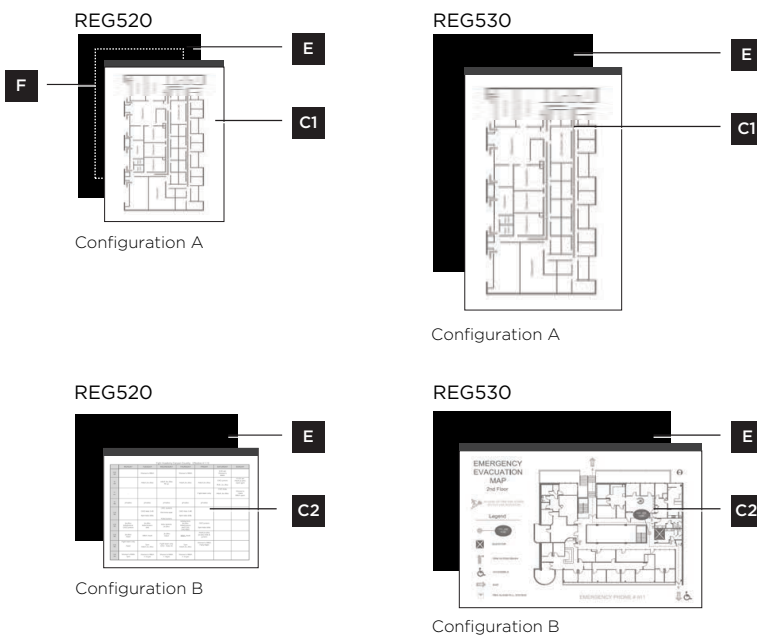
Graphics layout specs for REG500/510 Config. B on this page should only be used to configure new insert options not shown on page X of this manual. If you do not find a layout for your depiction, please contact the University representative xxxx.

For typography, finish/material and symbol specifications refer to **Manual Part 2**,

## GRAPHIC DON'TS

## Guidelines

- Identify rooms and spaces by their assigned room number, function and utilization rules, including a changeable message component (Primary and Secondary modules).
- ADA Content: (ID200) Both Braille and tactile lettering is required for room number.
- Primary Content: Department identification by function or use - room name.



**F** Mounting Plate (dashed) to be installed on wall if necessary

## Helpful Hints

- To order a sign, indicate the sign type series number and the module stacking configuration.

## CONFIGURATIONS

REG520 - Config. A		Qty.
<b>C1</b>	Insert Panel - 11 7/16" x 8 1/2"	1
<b>E</b>	Backer Panel 11 7/16" x 8 1/2"	1

REG530 - Config. A		Qty.
<b>C1</b>	Insert Panel - 17 7/16" x 11"	1
<b>E</b>	Backer Panel 17 7/16" x 11"	1

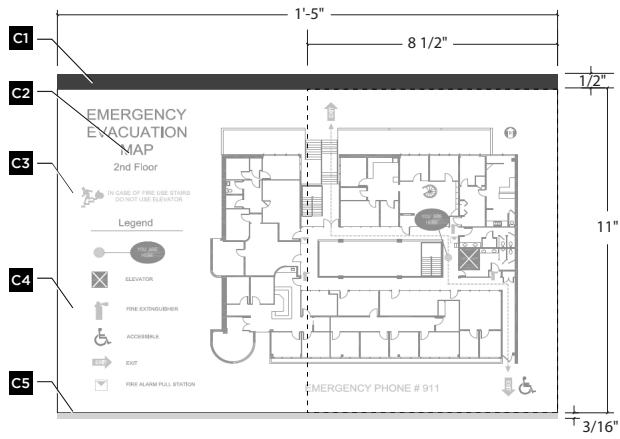
REG520 - Config. B		Qty.
<b>C1</b>	Insert Panel - 8 15/16" x 11"	1
<b>E</b>	Backer Panel 8 15/16" x 11"	1

REG530 - Config. B		Qty.
<b>C1</b>	Insert Panel - 11 7/16" x 17"	1
<b>E</b>	Backer Panel 11 7/16" x 17"	1



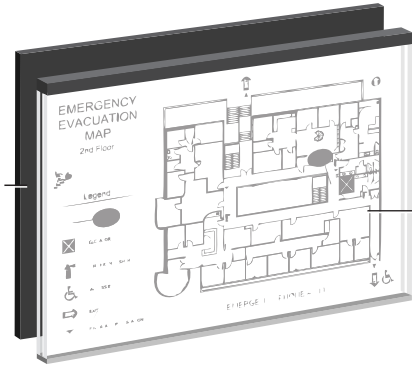
Questions? Please contact xxxxx

## PARTS



Backer Panel:  
**E**

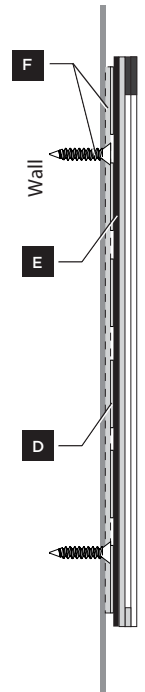
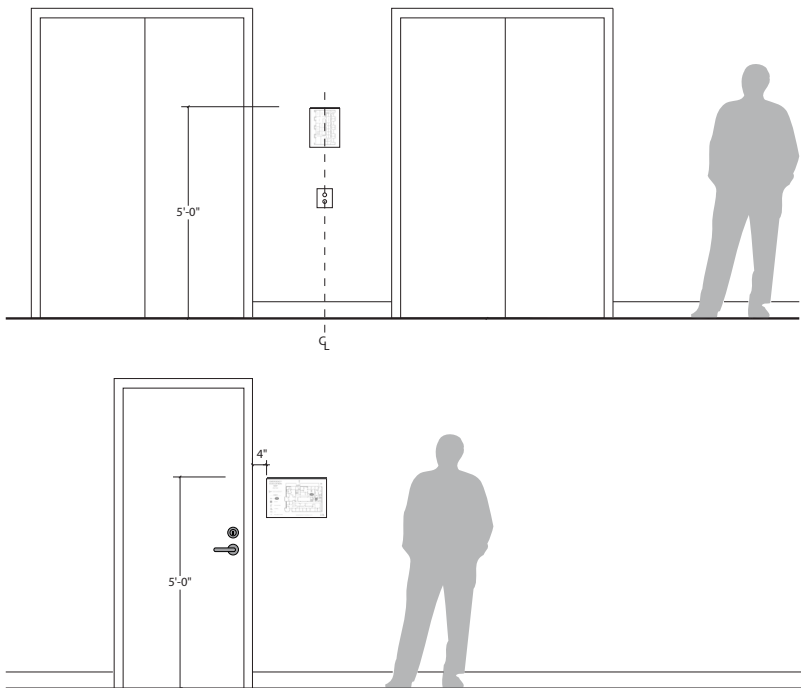
Insert  
(provided by others)



## ELEVATION/DETAIL

MOUNTING  
(VHB tape)

MOUNTING  
(VHB tape and  
mechanical fasteners)



## INSTALLATION/MOUNTING



Questions? Please contact xxxxx

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**SECTION D:**

# DIRECTIONAL SIGNS

- DR110** WALL MOUNTED DIRECTIONAL
- DR120** WALL MOUNTED DIRECTIONAL
- DR130** WALL MOUNTED DIRECTIONAL
- DR140** WALL MOUNTED DIRECTIONAL
- DR200** CEILING MOUNTED DIRECTIONAL
- DR210** CEILING MOUNTED DIRECTIONAL
- DR220** CEILING MOUNTED DIRECTIONAL
- DR230** CEILING MOUNTED DIRECTIONAL
- DR240** CEILING MOUNTED DIRECTIONAL
- DR250** CEILING MOUNTED DIRECTIONAL
- DR260** CEILING MOUNTED DIRECTIONAL
- DR270** CEILING MOUNTED DIRECTIONAL
- DR280** CEILING MOUNTED DIRECTIONAL
- DR300** FREESTANDING DIRECTIONAL

# DR100-140 Series – Overview

## Wall Mounted Directional Overview

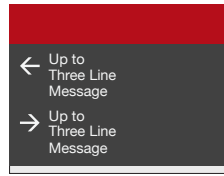
Typical sign type configurations shown per each panel size and messages. Additional primary module configurations must be approved by Rutgers University EG Coordinator and/or Department of Facilities, Planning and Development.

For additional information on what sign type is permissible per your application please refer to the Sign Selection Process for each sign type.

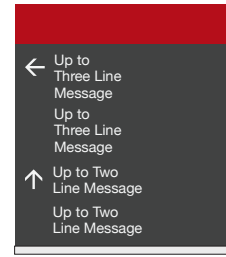
### DR110 - DR140 Series - Wall Directionals



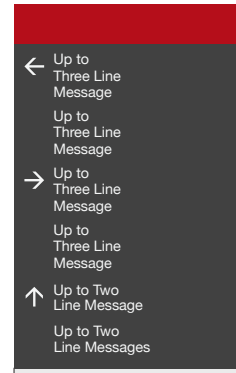
DR110



DR120



DR130



DR140

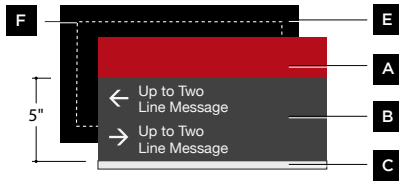
DR100 Series								
	1 MSG (1-3 Lines)	2 MSG (1-2 Lines)	2 MSG (2-3 Lines)	3 MSG (1 Line)	3 MSG (2-3 Lines)	4 MSG (1 Line)	4 MSG (2-3 Lines)	5 MSG 6 MSG
1 Arrow	DR110	DR110	DR110 DR120	DR120	DR130	DR120 DR130	DR130	X
2 Arrows	X	DR110	DR120	DR120	DR130	DR120 DR130	DR130 DR140	DR140
3 Arrows	X	X	X	DR120	DR130	DR120 DR130	DR130 DR140	DR140
4 Arrows	X	X	X	X	DR130	DR120 DR130	DR130 DR140	DR140

X = configuration not permissible in system



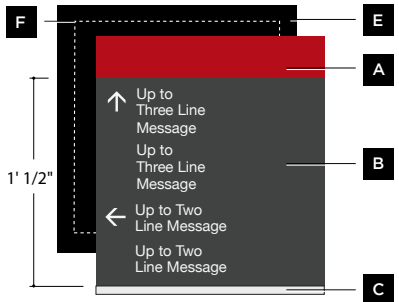
Questions? Please contact xxxxx

Sign Type: DR110



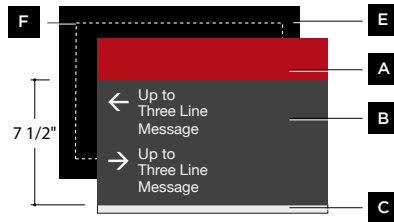
**F** Mounting Plate (dashed) to be installed on wall if necessary

Sign Type: DR130



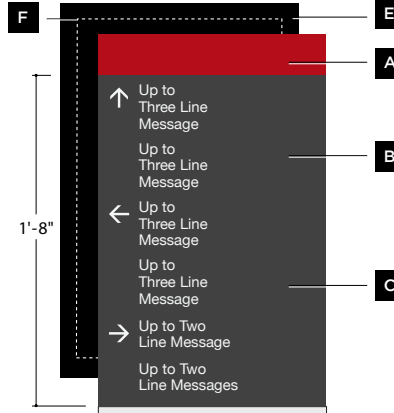
**F** Mounting Plate (dashed) to be installed on wall if necessary

Sign Type: DR120



**F** Mounting Plate (dashed) to be installed on wall if necessary

Sign Type: DR140



**F** Mounting Plate (dashed) to be installed on wall if necessary

## Guidelines

- Provide sequential guidance throughout the space with strategically placed and programmed messaging.
- Brand: Reinforce the brand equity in the built space with accent color and University Seal punctuation.
- Primary Content: Directional messages and arrows to primary interior destinations.
- Secondary / Accent: architectural accent band.

## Helpful Hints

- Keep in mind the intuitive path of the user when locating and specifying interior signs.
- Use only standard approved nomenclature and abbreviations.
- Modules combine to create distinct sign variations.
- To order a sign, indicate the signtype series number and the module stacking configuration.

## CONFIGURATION

### DR110

Configuration	Qty.
<b>A</b> Brand Panel 2 1/2" x 1'-1 3/4"	1
<b>B</b> Primary Panel - 5" x 1'-1 3/4"	1
<b>C</b> Secondary Panel - 1/2" x 1'-1 3/4"	1
<b>E</b> Backer Panel 8" x 1'-1 3/4"	1

### DR120

Configuration	Qty.
<b>A</b> Brand Panel 2 1/2" x 1'-1 3/4"	1
<b>B</b> Primary Panel - 7 1/2" x 1'-1 3/4"	1
<b>C</b> Secondary Panel - 1/2" x 1'-1 3/4"	1
<b>E</b> Backer Panel 10 1/2" x 1'-1 3/4"	1

### DR130

Configuration	Qty.
<b>A</b> Brand Panel 2 1/2" x 1'-1 3/4"	1
<b>B</b> Primary Panel - 1' 1/2" x 1'-1 3/4"	1
<b>C</b> Secondary Panel - 1/2" x 1'-1 3/4"	1
<b>E</b> Backer Panel 1'-1 1/2" x 1'-1 3/4"	1

### DR140

Configuration	Qty.
<b>A</b> Brand Panel 2 1/2" x 1'-1 3/4"	1
<b>B</b> Primary Panel - 1'-8" x 1'-1 3/4"	1
<b>C</b> Secondary Panel - 1/2" x 1'-1 3/4"	1
<b>E</b> Backer Panel 1'-11" x 1'-1 3/4"	1

## PARTS

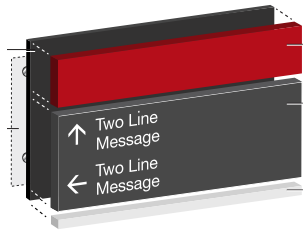
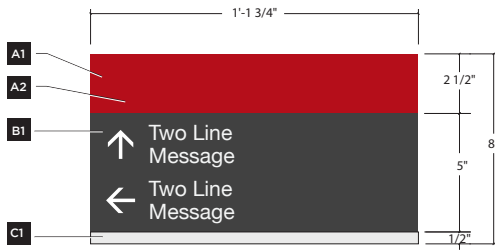


Questions? Please contact xxxxx

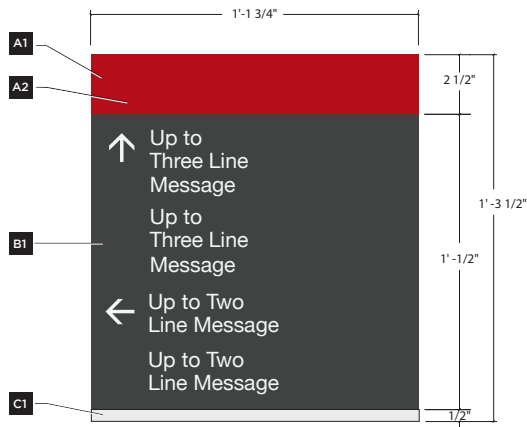
# DR110-140

WALL MOUNTED DIRECTIONAL

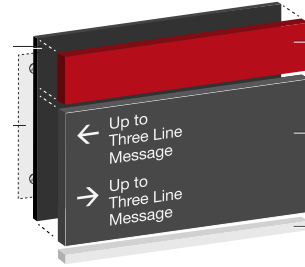
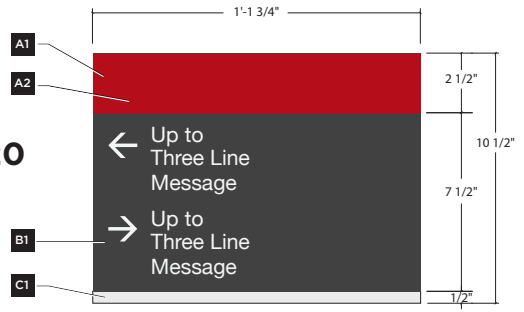
## DR110



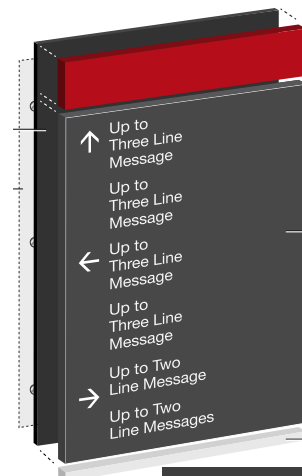
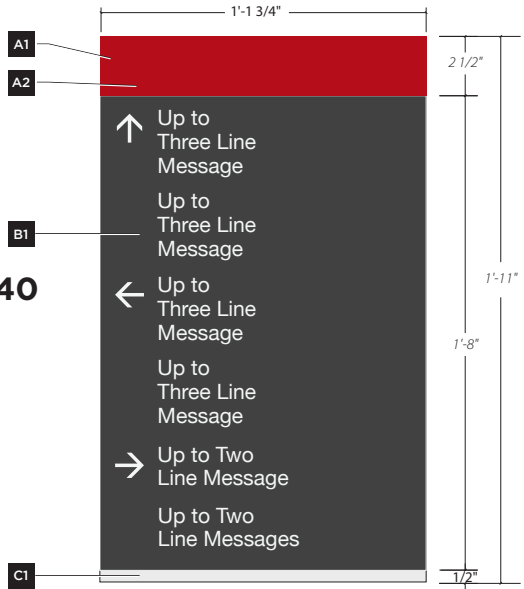
## DR130



## DR120

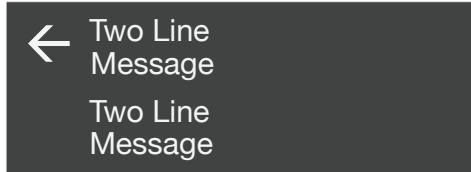
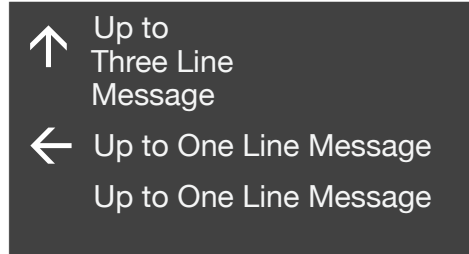
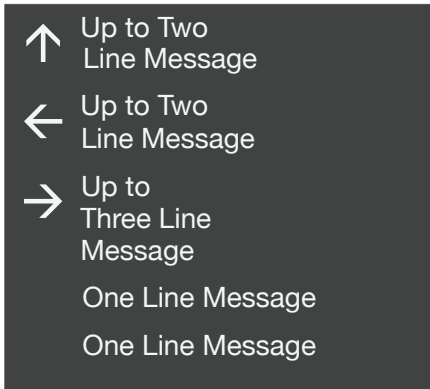
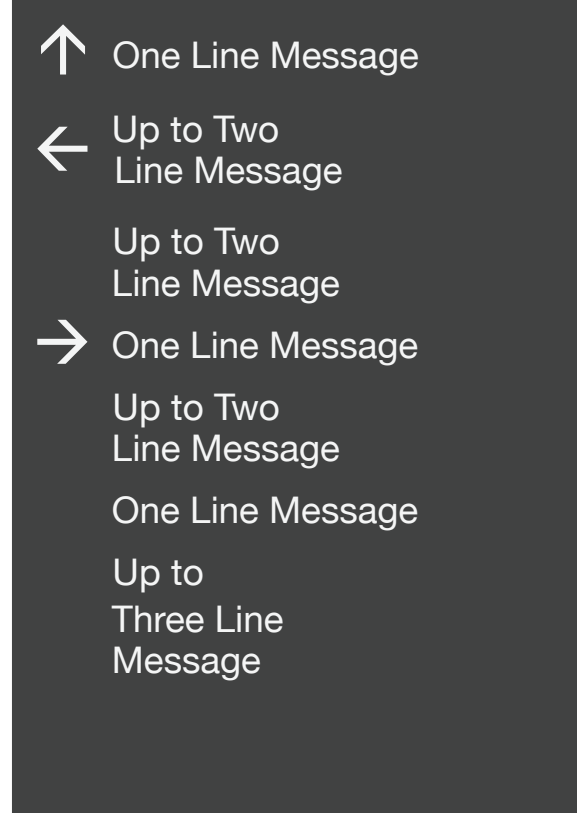


## DR140



ELEVATION/DETAIL



**DR110****DR120****DR130****DR140**

## Specifications

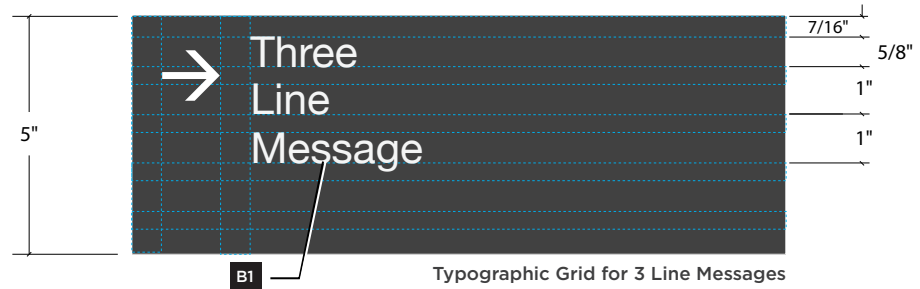
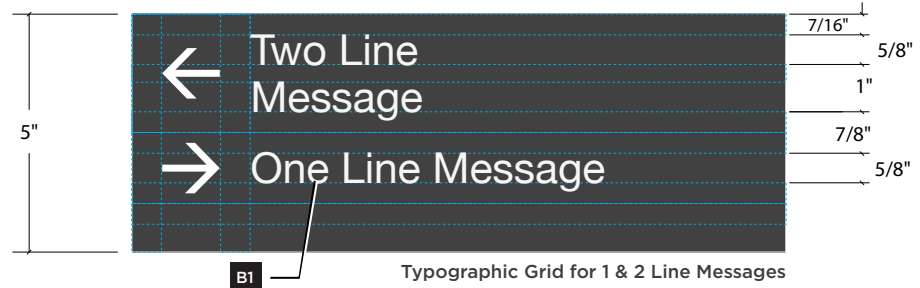
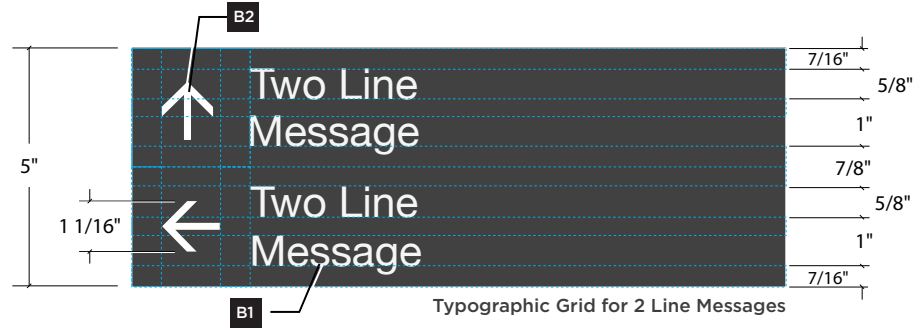
**B1** Primary Messages  
 Paint: Match to **P4**  
 Letters, 5/8" tall  
 Typeface: Helvetica  
 Neue Regular  
 Tracking: +20

**B2** Arrows  
 Paint: Match to **P4**  
 Letters, 1 1/16" tall

### MESSAGE ORDER HIERARCHY

1. When possible, the nearest destination should appear as the first message on each panel.
2. Messages with similar directions should be grouped together to provide hierarchy and uniformity. One arrow should be used for multiple messages listed in the same direction for all messages.
3. If message locations aren't apparent arrow order should be as follows:  
 UP (Straight), Left, Right.

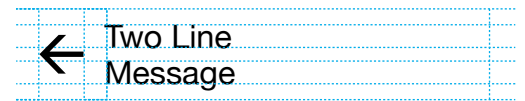
- ↑ Three Line Message Panel
- ← Two Line Message
- One Line Message
- Two Line Message



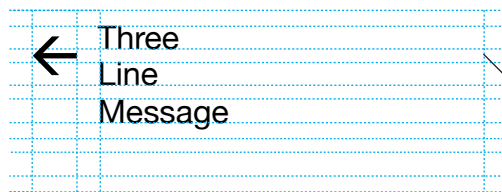
## TYPOGRAPHIC GRID



**1 Line Message**  
 18 Characters per line



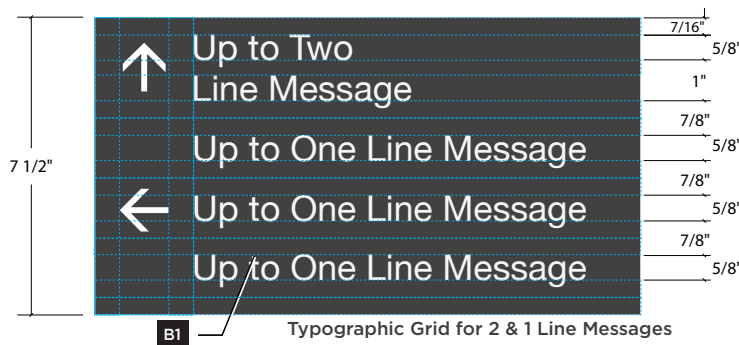
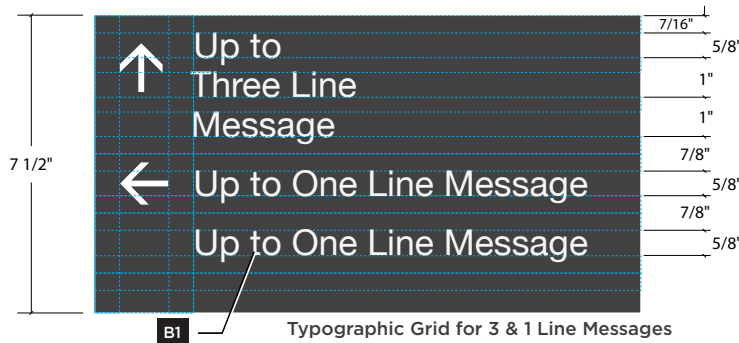
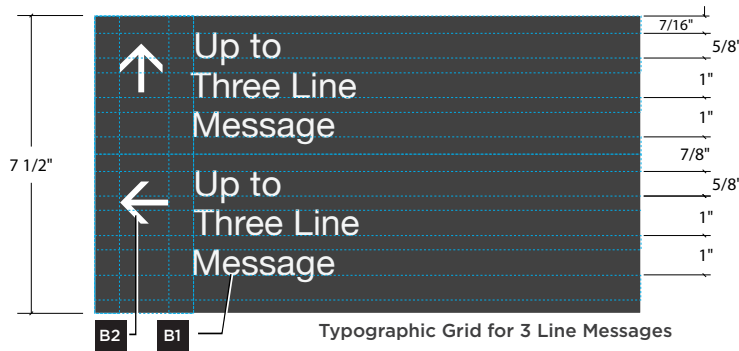
**2 Line Message**  
 18 Characters per line, 36 characters total



**3 Line Message**  
 18 Characters per line, 54 characters total

18 Characters per line limit

## CHARACTER COUNT FOR MULTI-LINE MESSAGES



## TYPOGRAPHIC GRID

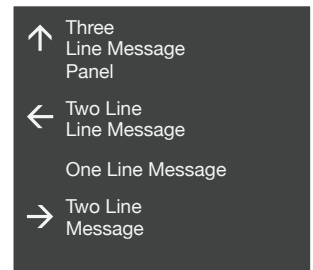
### Specifications

**B1** Primary Messages  
 Paint: Match to **P4**  
 Letters, 5/8" tall  
 Typeface: Helvetica  
 Neue Regular  
 Tracking: +20

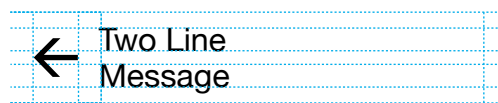
**B2** Arrows  
 Paint: Match to **P4**  
 Letters, 1 1/16" tall

### MESSAGE ORDER HIERARCHY

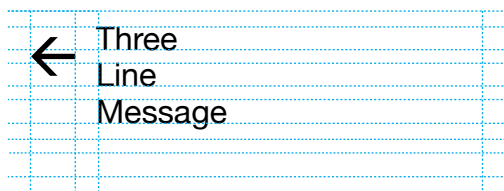
1. When possible, the nearest destination should appear as the first message on each panel.
2. Messages with similar directions should be grouped together to provide hierarchy and uniformity. One arrow should be used for multiple messages listed in the same direction for all messages.
3. If message locations aren't apparent arrow order should be as follows:  
 UP (Straight), Left, Right.



**1 Line Message**  
 18 Characters per line



**2 Line Message**  
 18 Characters per line, 36 characters total



**3 Line Message**  
 18 Characters per line, 54 characters total

18 Characters per line limit

## CHARACTER COUNT FOR MULTI-LINE MESSAGES

## Specifications

**B1** Primary Messages  
 Paint: Match to **P4**  
 Letters, 5/8" tall  
 Typeface: Helvetica  
 Neue Regular  
 Tracking: +20

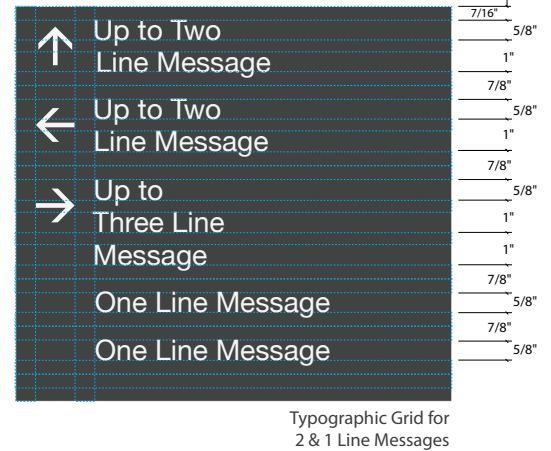
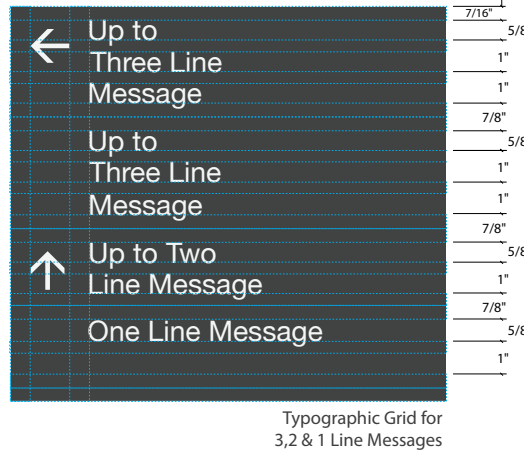
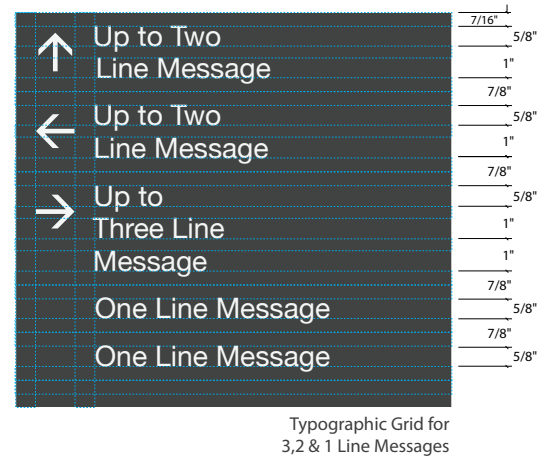
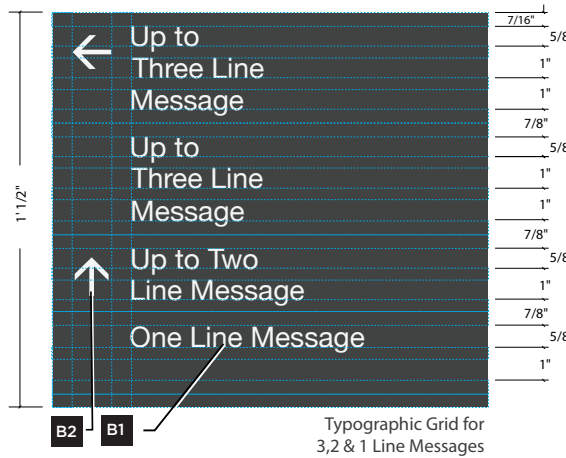
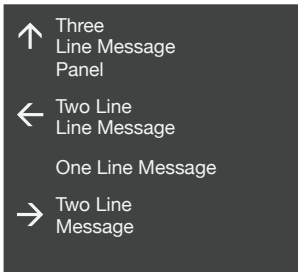
**B2** Arrows  
 Paint: Match to **P4**  
 Letters, 1 1/16" tall

### MESSAGE ORDER HIERARCHY

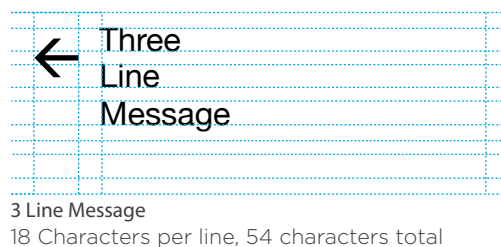
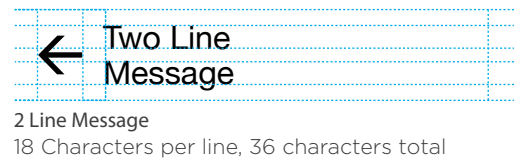
1. When possible, the nearest destination should appear as the first message on each panel.

2. Messages with similar directions should be grouped together to provide hierarchy and uniformity. One arrow should be used for multiple messages listed in the same direction for all messages.

3. If message locations aren't apparent arrow order should be as follows:  
 UP (Straight), Left, Right.



## TYPOGRAPHIC GRID



18 Characters per line limit

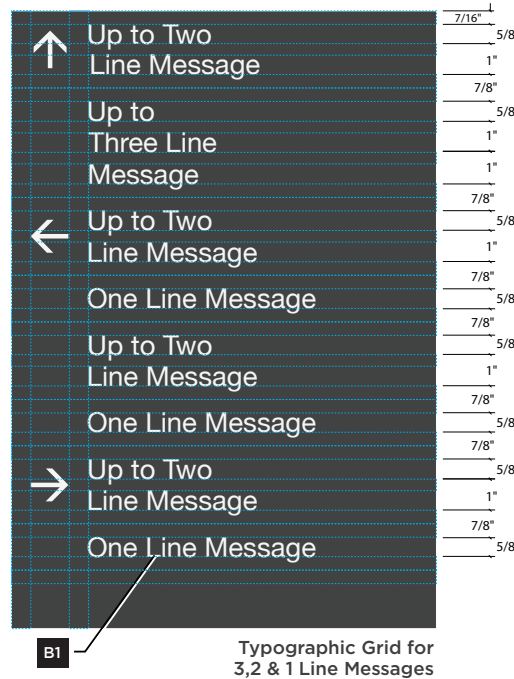
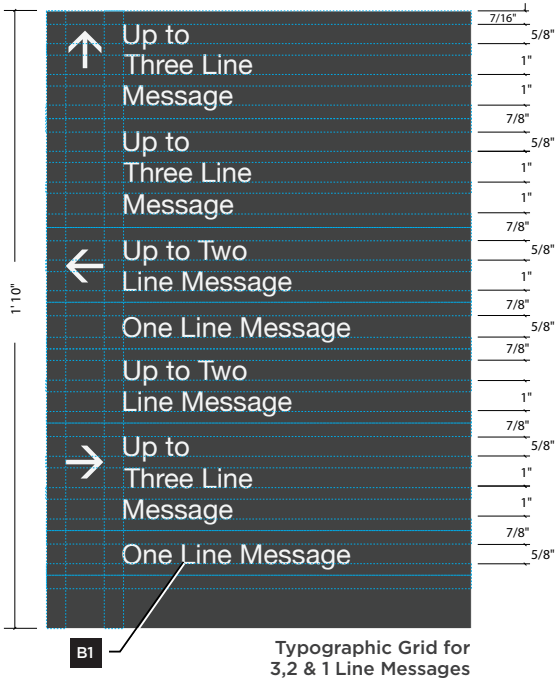
## CHARACTER COUNT FOR MULTI-LINE MESSAGES

## Specifications

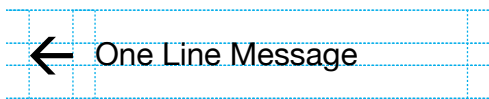
- B1** Primary Messages  
Paint: Match to **P4**  
Letters, 5/8" tall  
Typeface: Helvetica  
Neue Regular  
Tracking: +20
- B2** Arrows  
Paint: Match to **P4**  
Letters, 1 1/16" tall

### MESSAGE ORDER HIERARCHY

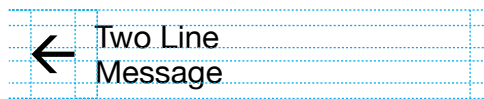
1. When possible, the nearest destination should appear as the first message on each panel.
2. Messages with similar directions should be grouped together to provide hierarchy and uniformity. One arrow should be used for multiple messages listed in the same direction for all messages.
3. If message locations aren't apparent arrow order should be as follows:  
UP (Straight), Left, Right.



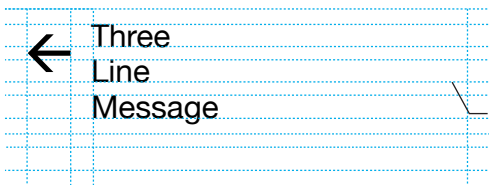
## TYPOGRAPHIC GRID



**1 Line Message**  
18 Characters per line



**2 Line Message**  
18 Characters per line, 36 characters total

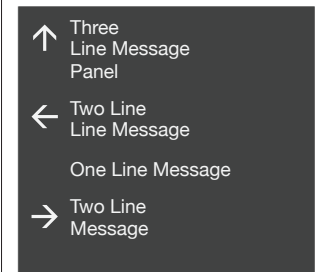


**3 Line Message**  
18 Characters per line, 54 characters total

18 Characters per line limit

For typography, finish/material and symbol specifications refer to **Manual Part 2**,

## CHARACTER COUNT FOR MULTI-LINE

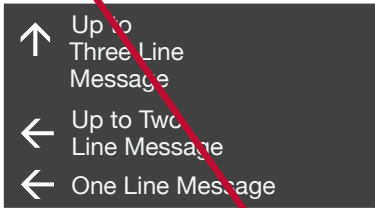


Questions? Please contact xxxxx

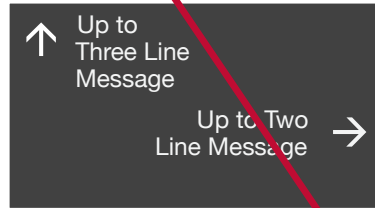
# DR110-140

WALL MOUNTED DIRECTIONAL

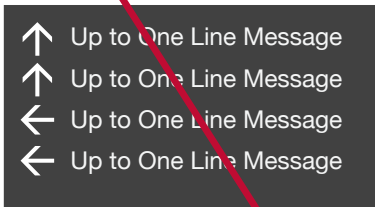
## DR110



Arrow Rules: Messages with the same direction only get one arrow

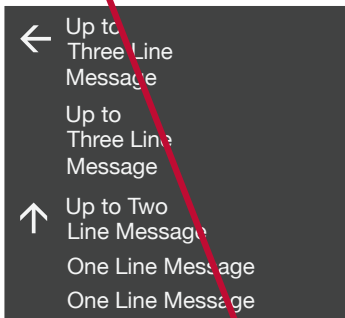


Arrow + Message Location: Arrow should stay to the left of messages, which are aligned left.

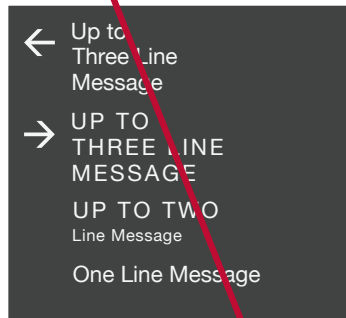


Arrow Duplication: Use only one arrow per direction to simplify panel hierarchy.

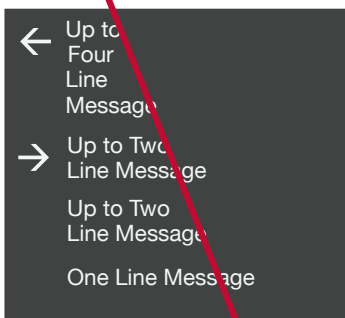
## DR120



Message Rules: Check message rules for each panel size.



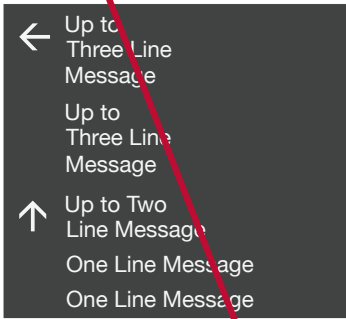
Type Variety: Message type (fonts) should be consistent, matching specifications in this manual. Avoid using UPPERCASE, loose letter spacing, and multiple type sizes.



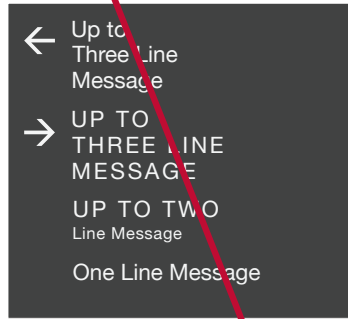
Message Rules: Four line messaging is not allowed.

GRAPHIC DON'TS

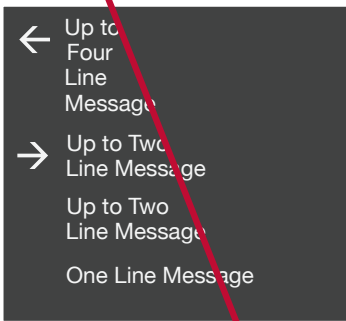
## DR130



Message Rules: Check message rules for each panel size.

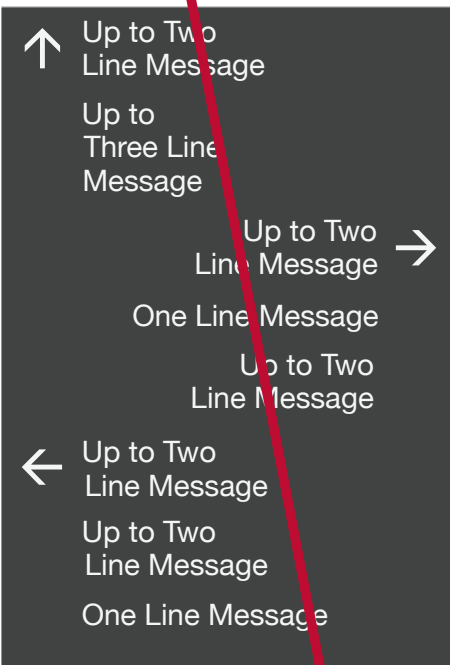


Type Variety: Message type (fonts) should be consistent, matching specifications in this manual. Avoid using UPPERCASE, loose letter spacing, and multiple type sizes.

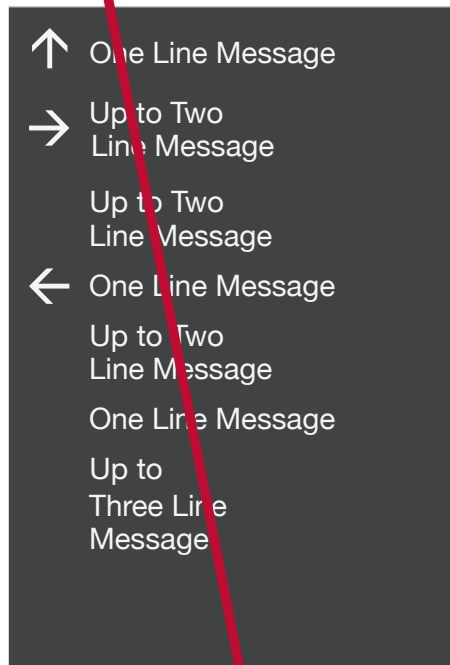


Message Rules: Four line messaging is not allowed.

## DR140



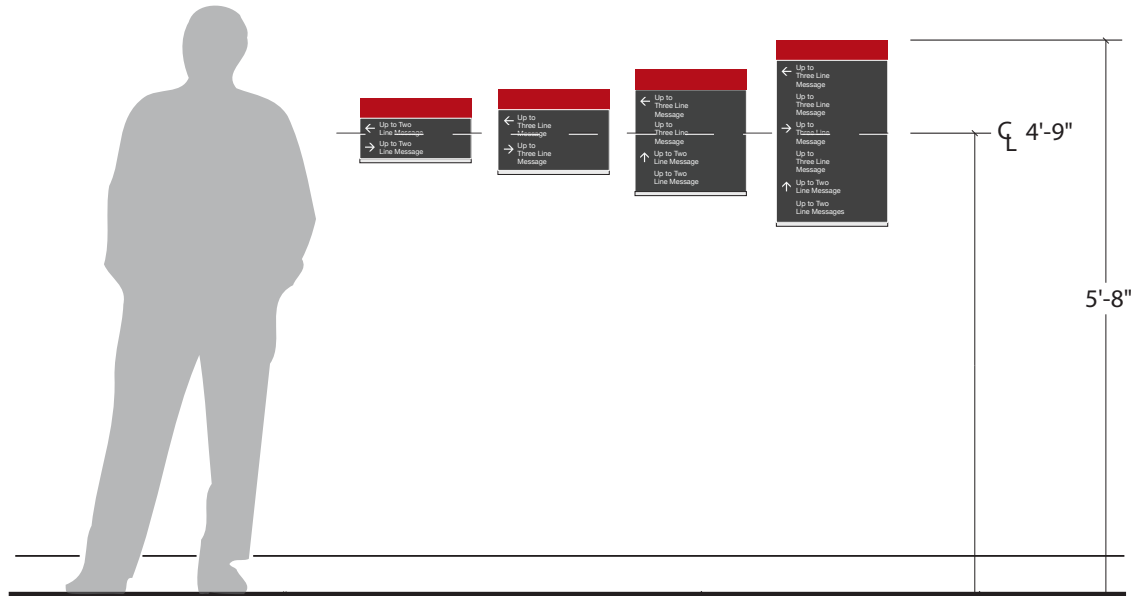
Arrow + Message Location: Arrow should stay to the left of messages, which are aligned left.



Message Order: When applicable, message + arrow order should be followed. (Straight, Left, Right)

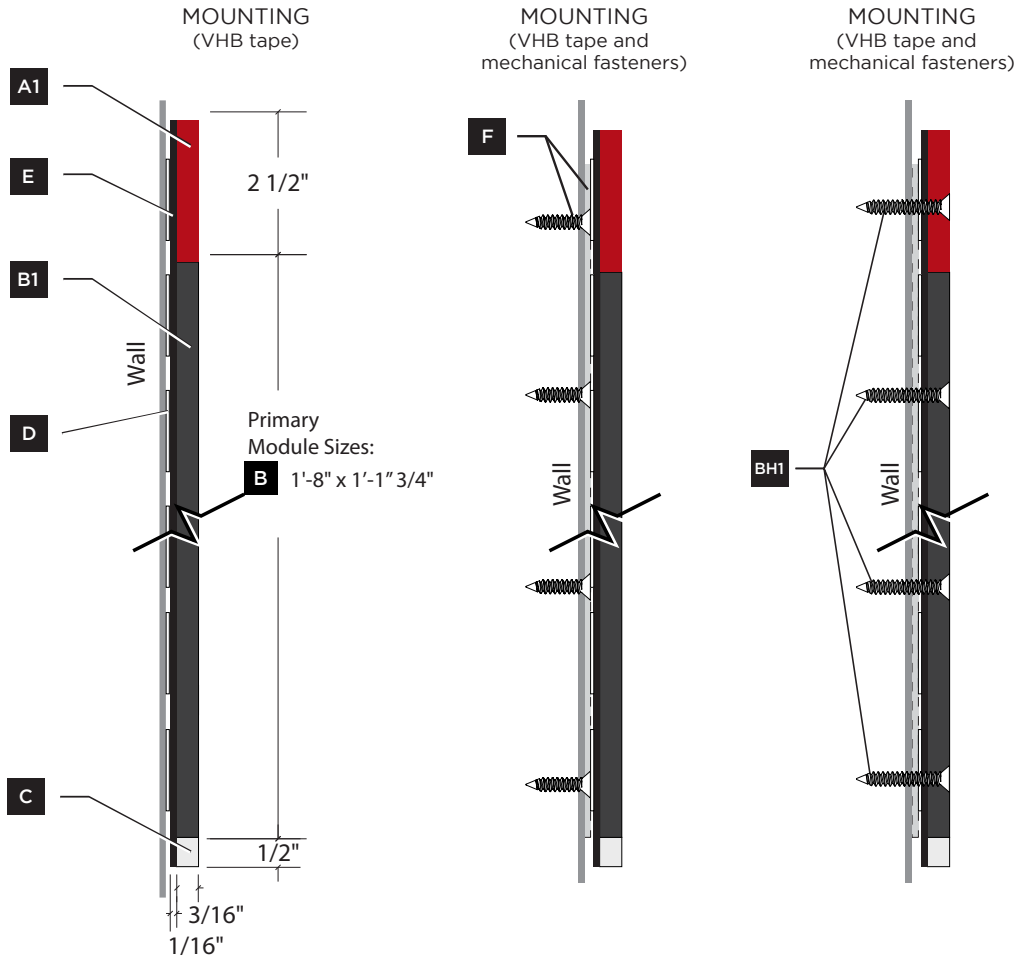
# DR110-140

WALL MOUNTED DIRECTIONAL



## INSTALLATION





**MOUNTING**

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# SUB-SECTION

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**SECTION D:**

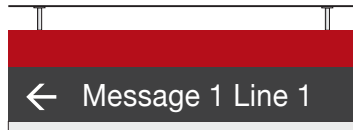
DR200 SERIES

# DR200-250 Series – Overview

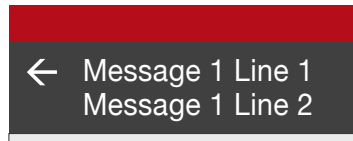
## Ceiling Mounted Directional

Typical sign type configurations shown per each panel size and messages. Additional primary module configurations must be approved by Rutgers University EG Coordinator and/or Department of Facilities, Planning and Development.

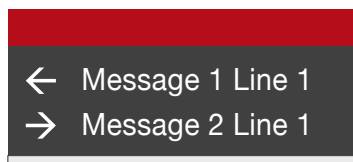
### DR200-220 Series



DR200

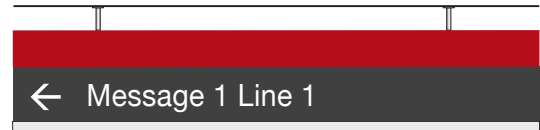


DR210

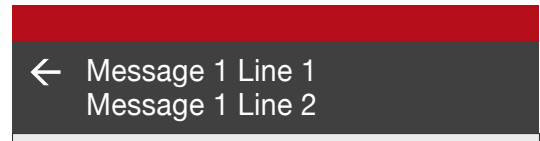


DR220

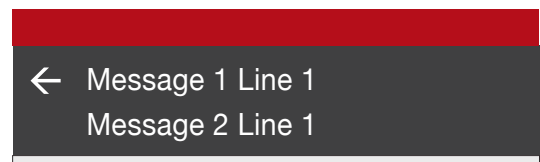
### DR230-250



DR230



DR240



DR250

### DR260-280



DR260



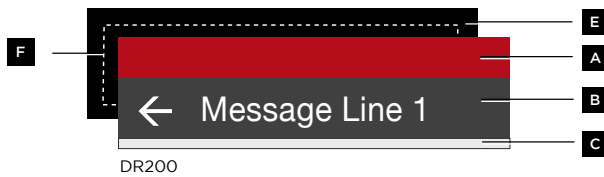
DR270



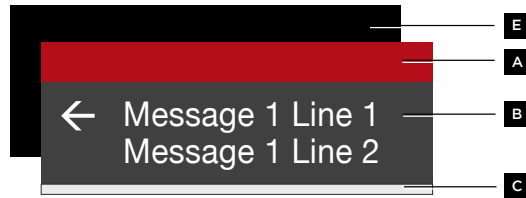
DR280

### DR200 Series

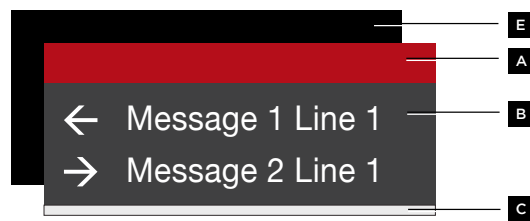
	1 MSG (1 Line)	1 MSG (2 Line)	2 MSG (1 Line)	2 MSG (2 Lines)	3 MSG (1 Line)	4 MSG (1 Line)
1 Arrow	DR200 DR230	DR210 DR240	DR260	DR270	DR280	DR280
2 Arrows	X	X	DR220 DR250 DR260	DR270	DR280	DR280
3 Arrows	X	X	X	X	X	DR280
4 Arrows	X	X	X	X	X	DR280



DR200



DR210



DR220

- F** Mounting Plate (dashed) only for soffit mounted option
- G** Aluminum Suspension Rod (not shown)
- H** Ceiling/Soffit Mounting Plate (not shown)

## SIGN TYPES

DR200	Qty.	
	SINGLE SIDED	DOUBLE SIDED
<b>A</b> Brand Panel 5" x 4'	1	2
<b>B</b> Primary Panel - 7 1/2" x 4'	1	2
<b>C</b> Accent Panel - 1 1/4" x 4'	1	2
<b>E</b> Backer Panel / Backer Frame	1	1

DR210	Qty.	
	SINGLE SIDED	DOUBLE SIDED
<b>A</b> Brand Panel 5" x 4'	1	2
<b>B</b> Primary Panel - 1'-1/2" x 4'	1	2
<b>C</b> Accent Panel - 1 1/4" x 4'	1	2
<b>E</b> Backer Panel / Backer Frame	1	1

DR220	Qty.	
	SINGLE SIDED	DOUBLE SIDED
<b>A</b> Brand Panel 5" x 4'	1	2
<b>B</b> Primary Panel - 1'-3" x 4'	1	2
<b>C</b> Accent Panel - 1 1/4" x 4'	1	2
<b>E</b> Backer Panel / Backer Frame	1	1

## Guidelines

- Provide sequential guidance throughout the space with strategically placed and programmed messaging.
- Brand: Reinforce the brand equity in the built space with accent color punctuation.
- Primary Content: Directional messages and arrows to primary interior destinations.
- Accent: architectural accent band.

## Helpful Hints

- Keep in mind the intuitive path of the user when locating and specify interior signs.
- Determine standard (approved nomenclature, no abbreviations).

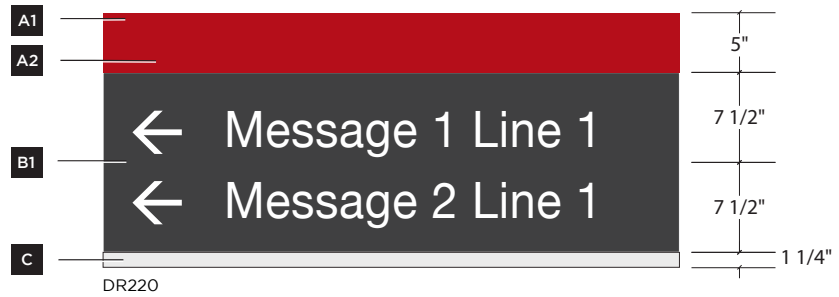
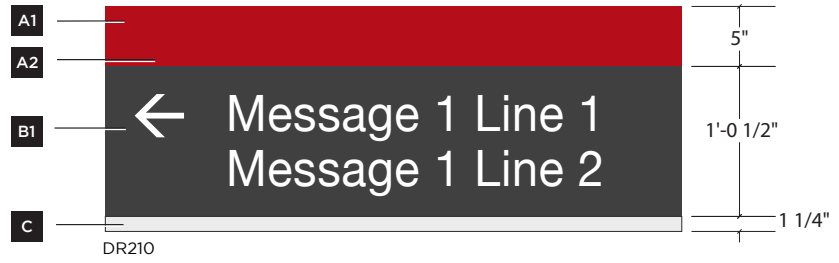
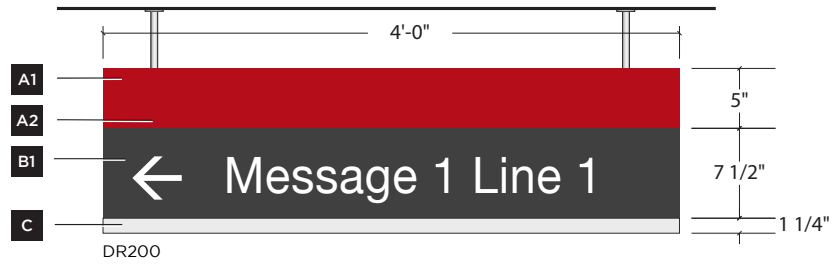
## PARTS



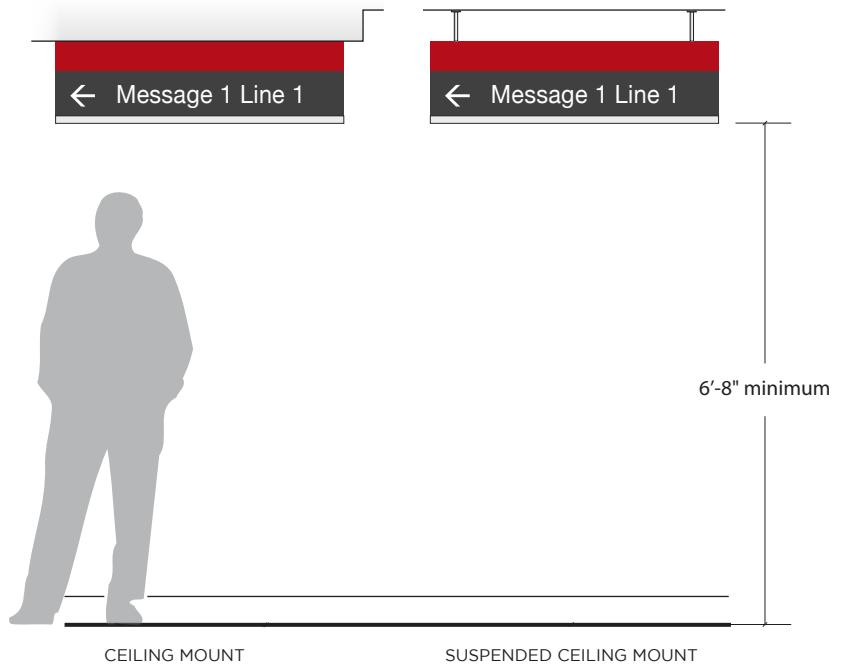
Questions? Please contact [xxxxx](#)

# DR200-220

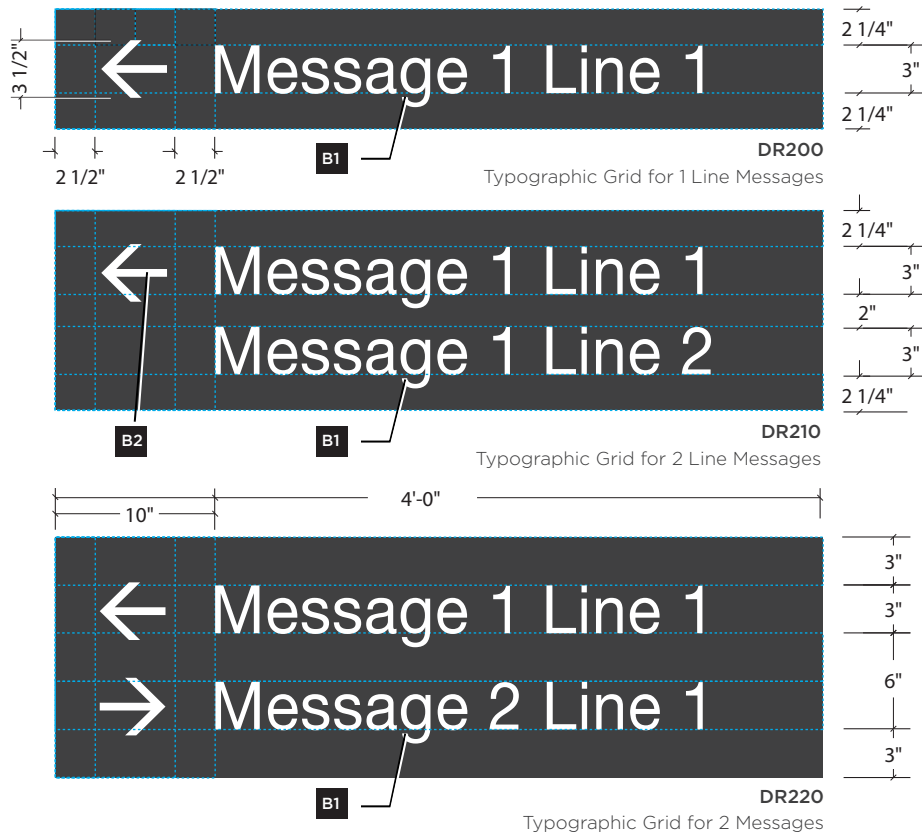
CEILING MOUNTED DIRECTIONAL



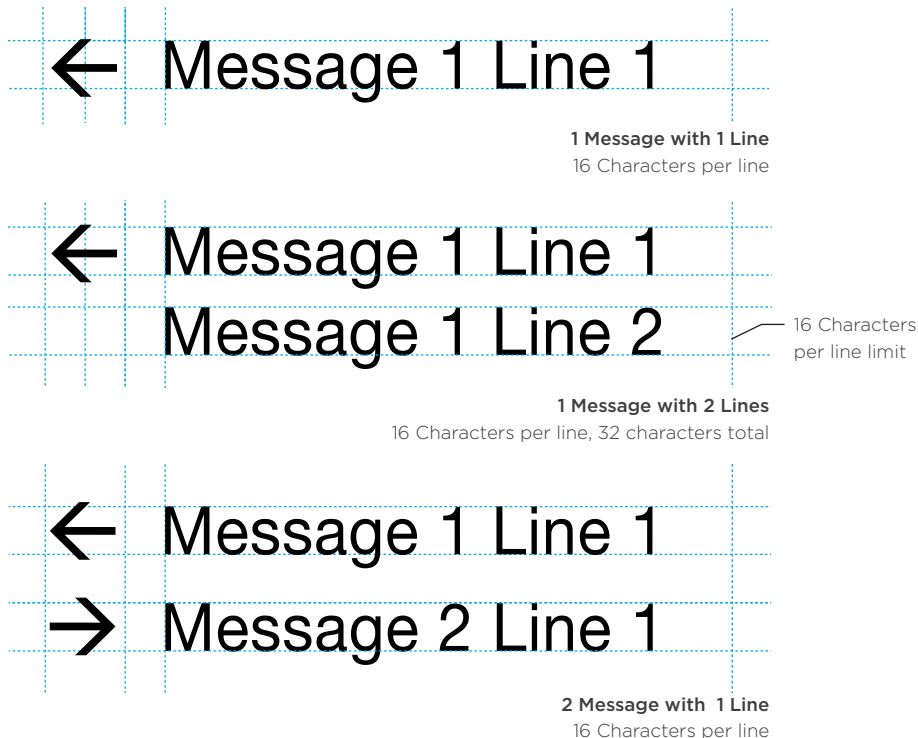
## ELEVATION



## INSTALLATION



## TYPOGRAPHIC GRID



## CHARACTER COUNT FOR MULTI-LINE MESSAGES

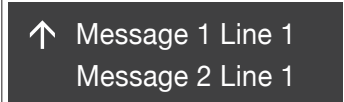
### Specifications

**B1** Primary Messages  
Paint: Match to **P4**  
Letters, 5/8" tall  
Typeface: Helvetica  
Neue Regular  
Tracking: +20

**B2** Arrows  
Paint: Match to **P4**  
Letters, 3 1/2" tall

### MESSAGE ORDER HIERARCHY

1. When possible, the nearest destination should appear as the first message on each panel.
2. Messages with similar directions should be grouped together to provide hierarchy and uniformity. One arrow should be used for multiple messages listed in the same direction for all messages. See Graphic Don'ts.
3. If message locations aren't apparent arrow order should be as follows:  
UP (Straight), Left, Right.



## Sign Selection Process

Below are the following steps for selecting the correct wall-mounted directional for your needs.

A. Determine the number of messages you require.

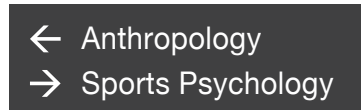
B. Determine message lengths and character (letter) counts for each message. Are your messages 1, or 2 lines long? 18 Characters will fit per message line.

C. Select from the typical module heights (Configurations A,B,C) based on previous steps. See layouts to the left for Sample Typographic Layouts.

D. Review Graphic Dont's to ensure proper selection.

### Example of Process

- I need a directional sign with 2 messages total.
- Both messages have character counts under 16 letters.



**DR220:** is the correct selection for this example.

DR200



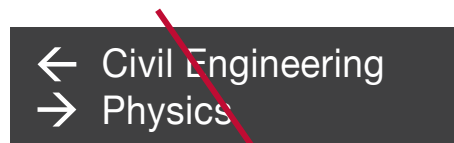
Incorrect Type Case/Weight: All weights and sizes should be consistent with all sign types.

DR200



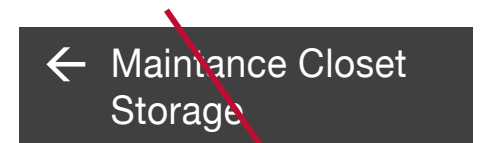
Message Length: Check message characters and rules for each panel size.

DR210



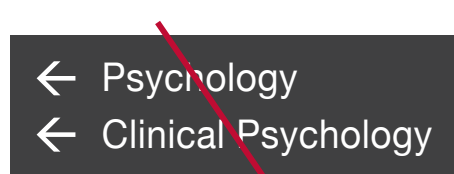
Incorrect Panel Height Per Messages: Sign types with two messages should only use Configuration C

DR210



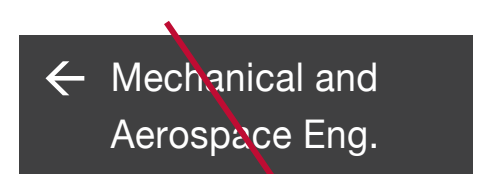
Message Rules: Back of House locations should not appear as destinations.

DR220



Arrow Duplication: Use only one arrow per direction to simplify panel hierarchy.

DR220

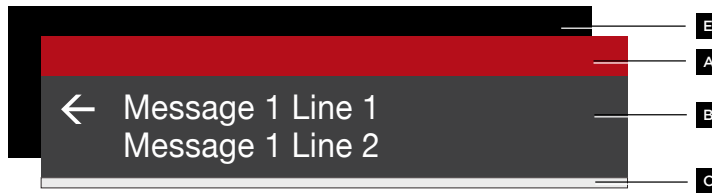


Incorrect Signtype Per Messages: Sign types with one message over 16 Characters should only use DR210, DR240 & DR270

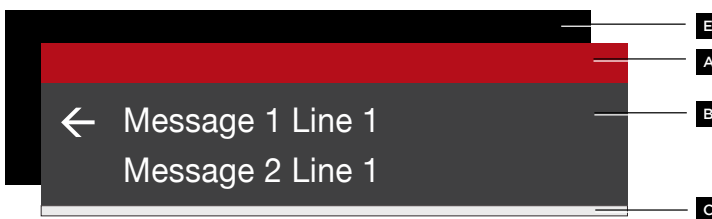




DR230



DR240



DR250

- F** Mounting Plate (dashed) only for soffit mounted option
- G** Aluminum Suspension Rod (not shown)
- H** Ceiling Mounting Plate (not shown)

## SIGN TYPES

DR230	Qty.	
	SINGLE SIDED	DOUBLE SIDED
<b>A</b> Brand Panel 5" x 6'	1	2
<b>B</b> Primary Panel - 7 1/2" x 6'	1	2
<b>C</b> Accent Panel - 1 1/4" x 6'	1	2
<b>E</b> Backer Panel / Backer Frame	1	1

DR240	Qty.	
	SINGLE SIDED	DOUBLE SIDED
<b>A</b> Brand Panel 5" x 6'	1	2
<b>B</b> Primary Panel - 1'-1/2" x 6'	1	2
<b>C</b> Accent Panel - 1 1/4" x 6'	1	2
<b>E</b> Backer Panel / Backer Frame	1	1

DR250	Qty.	
	SINGLE SIDED	DOUBLE SIDED
<b>A</b> Brand Panel 5" x 6'	1	2
<b>B</b> Primary Panel - 1'-3" x 6'	1	2
<b>C</b> Accent Panel - 1 1/4" x 6'	1	2
<b>E</b> Backer Panel / Backer Frame	1	1

## Guidelines

- Provide sequential guidance throughout the space with strategically placed and programmed messaging.
- Brand: Reinforce the brand equity in the built space with accent color punctuation.
- Primary Content: Directional messages and arrows to primary interior destinations.
- Accent: architectural accent band.

## Helpful Hints

- Keep in mind the intuitive path of the user when locating and specify interior signs.
- Determine standard (approved nomenclature, no abbreviations).

## PARTS

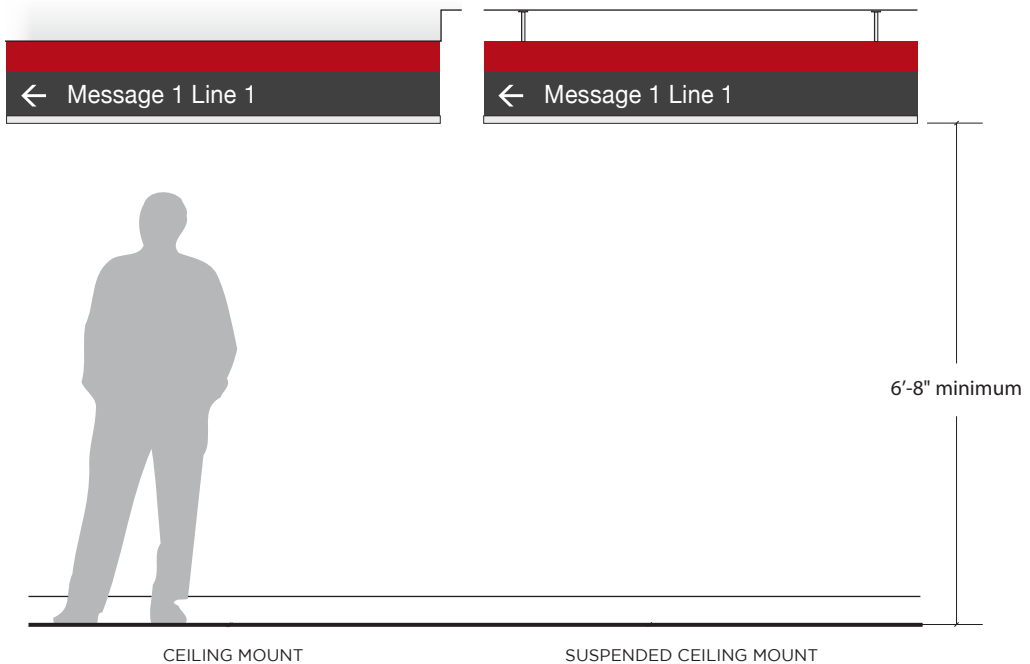


Questions? Please contact [xxxxx](#)

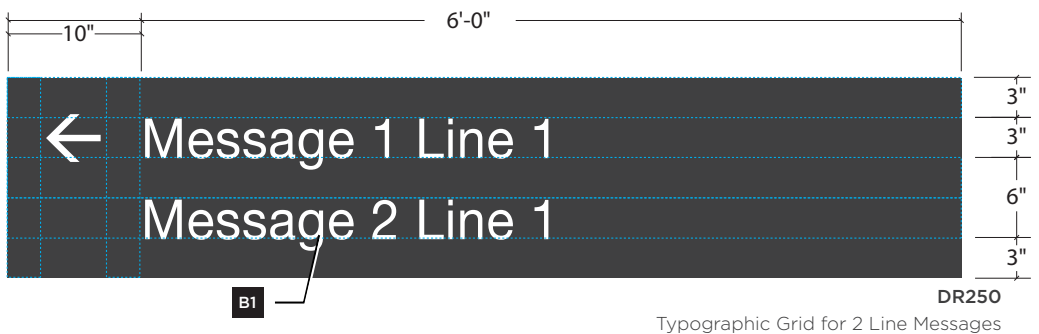
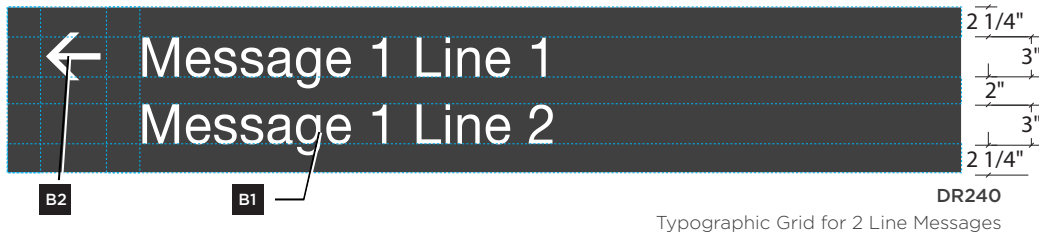
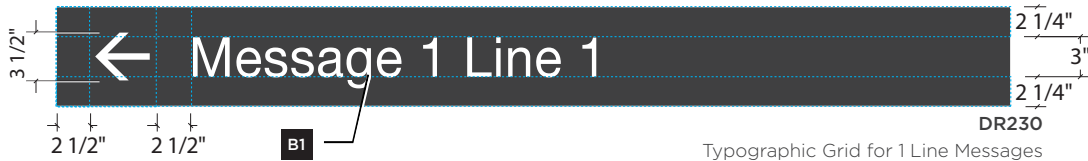
**DR230-250**  
 CEILING MOUNTED DIRECTIONAL



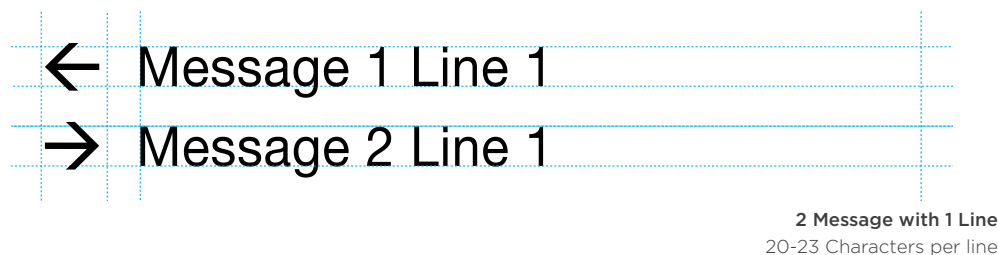
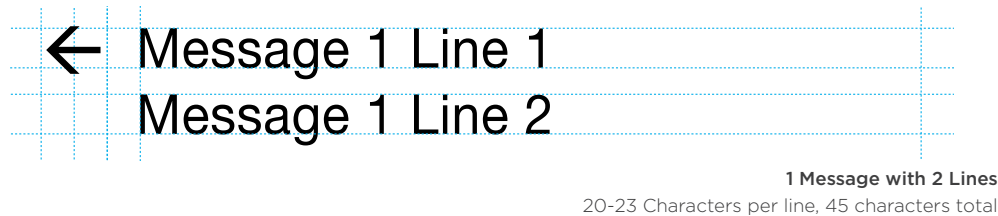
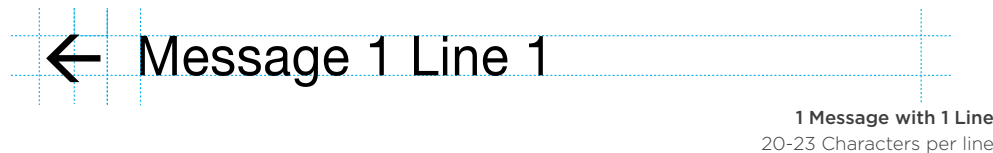
**ELEVATION**



**INSTALLATION**



## TYPOGRAPHIC GRID



## CHARACTER COUNT FOR MULTI-LINE MESSAGES

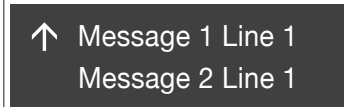
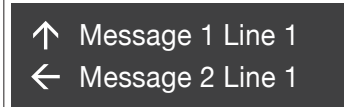
## Specifications

**B1** Primary Messages  
Paint: Match to **P4**  
Letters, 5/8" tall  
Typeface: Helvetica  
Neue Regular  
Tracking: +20

**B2** Arrows  
Paint: Match to **P4**  
Letters, 3 1/2" tall

### MESSAGE ORDER HIERARCHY

1. When possible, the nearest destination should appear as the first message on each panel.
2. Messages with similar directions should be grouped together to provide hierarchy and uniformity. One arrow should be used for multiple messages listed in the same direction for all messages. See Graphic Don'ts.
3. If message locations aren't apparent arrow order should be as follows:  
UP (Straight), Left, Right.



## Sign Selection Process

Below are the following steps for selecting the correct wall-mounted directional for your needs.

A. Determine the number of messages you require.

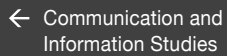
B. Determine message lengths and character (letter) counts for each message. Are your messages 1, or 2 lines long? 20-23 Characters will fit per message line.

C. Select from the typical module heights (Configurations A,B,C) based on previous steps. See layouts to the left for Sample Typographic Layouts.

D. Review Graphic Don'ts to ensure proper selection.

### Example of Process

- I need a directional sign with 1 message total.
- The message has between 20-46 characters.



**DR240:** is the correct selection for this example.

DR230



← Communication and Information Studies

Message Length: Check message characters and rules for each panel size, message shown will only fit on a DR240

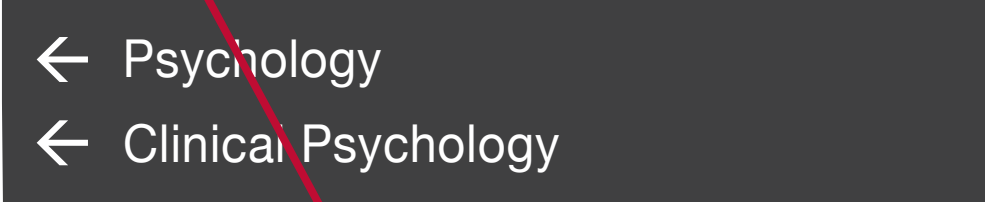
DR240



← Civil Engineering  
Physics

Incorrect Panel Height Per Messages: Sign types with two messages should only use Configuration C

DR250

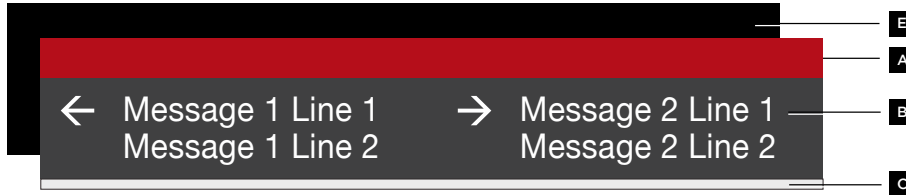


← Psychology  
← Clinical Psychology

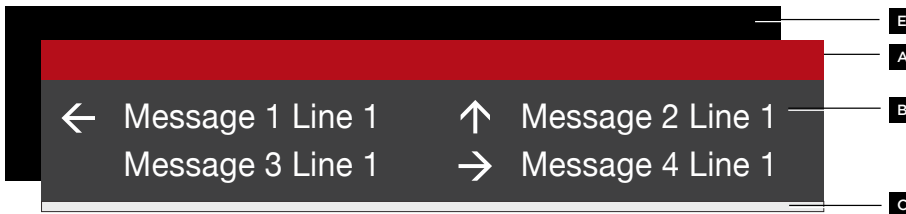
Arrow Duplication: Use only one arrow per direction to simplify panel hierarchy.



DR260



DR270



DR280

- F** Mounting Plate (dashed) only for soffit mounted option
- G** Aluminum Suspension Rod (not shown)
- H** Ceiling/Soffit Mounting Plate (not shown)

## SIGN TYPES

DR260	Qty.	
	SINGLE SIDED	DOUBLE SIDED
<b>A</b> Brand Panel 5" x 8'	1	2
<b>B</b> Primary Panel - 7 1/2" x 8'	1	2
<b>C</b> Accent Panel - 1 1/4" x 8'	1	2
<b>E</b> Backer Panel / Backer Frame	1	1

DR270	Qty.	
	SINGLE SIDED	DOUBLE SIDED
<b>A</b> Brand Panel 5" x 8'	1	2
<b>B</b> Primary Panel - 1'-1/2" x 8'	1	2
<b>C</b> Accent Panel - 1 1/4" x 8'	1	2
<b>E</b> Backer Panel / Backer Frame	1	1

DR280	Qty.	
	SINGLE SIDED	DOUBLE SIDED
<b>A</b> Brand Panel 5" x 8'	1	2
<b>B</b> Primary Panel - 1'-3" x 8'	1	2
<b>C</b> Accent Panel - 1 1/4" x 8'	1	2
<b>E</b> Backer Panel / Backer Frame	1	1

## Guidelines

- Provide sequential guidance throughout the space with strategically placed and programmed messaging.
- Brand: Reinforce the brand equity in the built space with accent color punctuation.
- Primary Content: Directional messages and arrows to primary interior destinations.
- Accent: architectural accent band.

## Helpful Hints

- Keep in mind the intuitive path of the user when locating and specify interior signs.
- Determine standard (approved nomenclature, no abbreviations).
- DR260-280 signs must include tactile letters, visual contrast and braille. Refer to ADA guidelines for specific requirements.

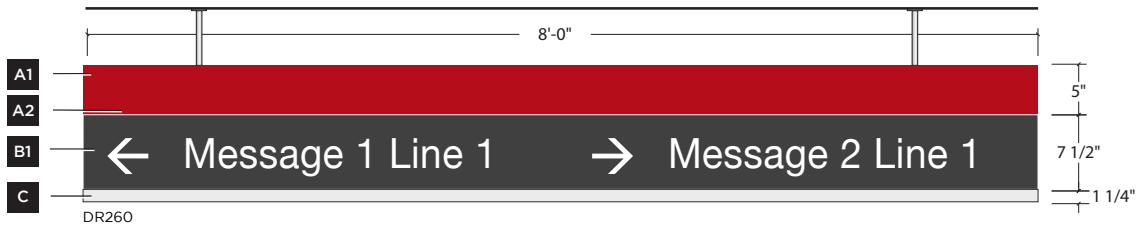
## PARTS



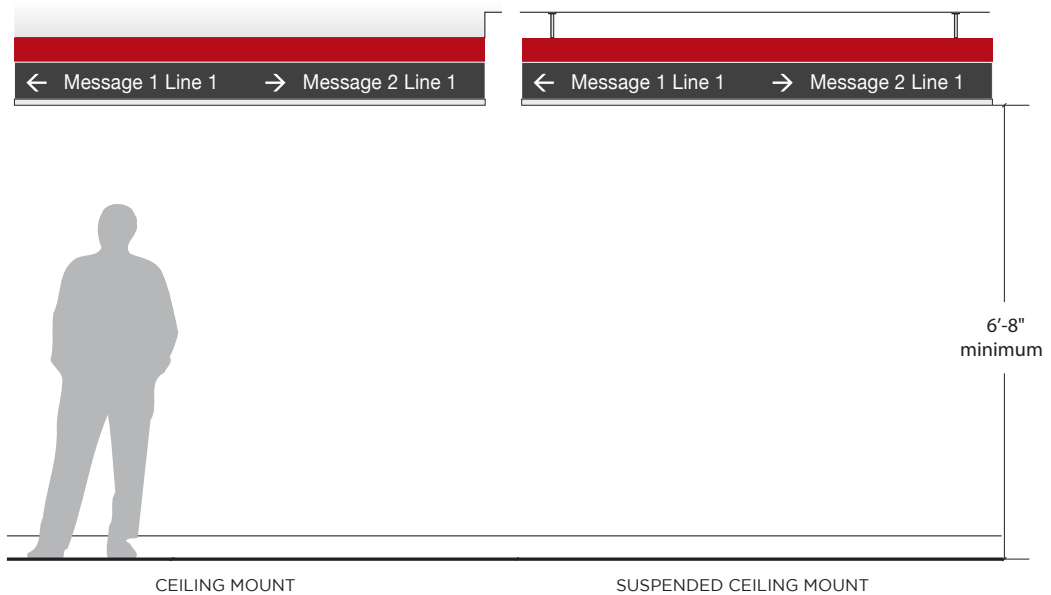
Questions? Please contact [xxxxx](#)

# DR260-280

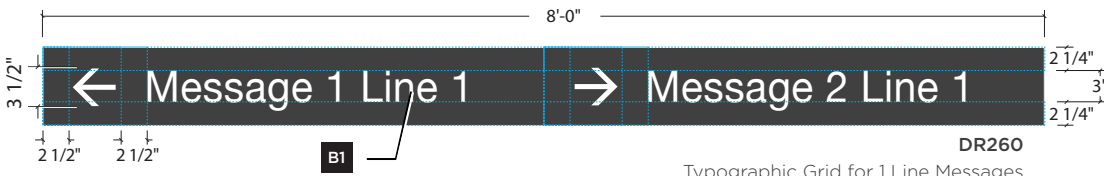
CEILING MOUNTED DIRECTIONAL



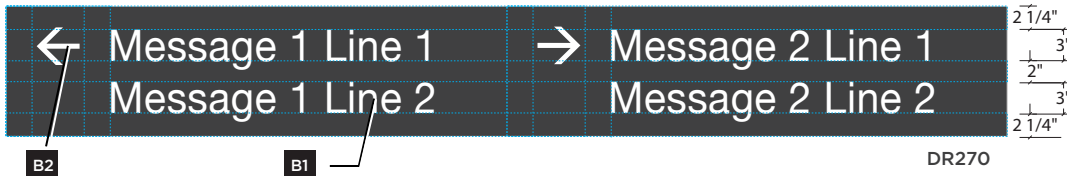
## ELEVATION



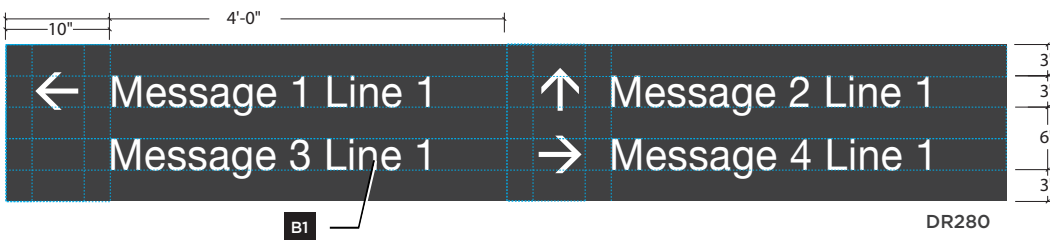
## INSTALLATION



DR260  
Typographic Grid for 1 Line Messages

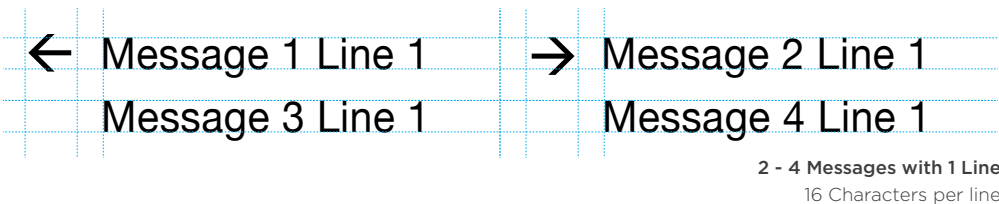
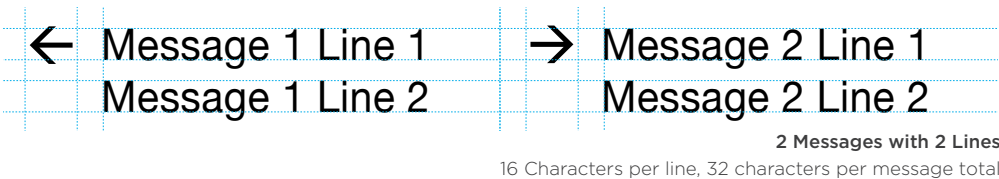
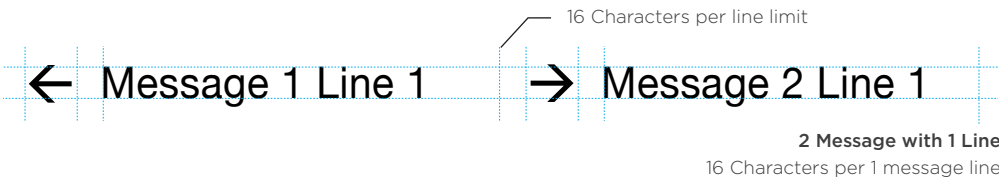


DR270  
Typographic Grid for 2 Line Messages



DR280  
Typographic Grid for 4 Messages

## TYPOGRAPHIC GRID



## CHARACTER COUNT FOR MULTI-LINE MESSAGES

## Specifications

**B1** Primary Messages  
Paint: Match to **P4**  
Letters, 5/8" tall  
Typeface: Helvetica  
Neue Regular  
Tracking: +20

**B2** Arrows  
Paint: Match to **P4**  
Letters, 3 1/2" tall

### MESSAGE ORDER HIERARCHY

1. When possible, the nearest destination should appear as the first message on each panel.
2. Messages with similar directions should be grouped together to provide hierarchy and uniformity. One arrow should be used for multiple messages listed in the same direction for all messages. See Graphic Don'ts.
3. If message locations aren't apparent arrow order should be as follows:  
UP (Straight), Left, Right.

↑ Message 1 Line 1  
← Message 2 Line 1

↑ Message 1 Line 1  
Message 2 Line 1

# DR260-280

CEILING MOUNTED DIRECTIONAL

## Sign Selection Process

Below are the following steps for selecting the correct wall-mounted 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, or 2 lines long? 18 Characters will fit per message line.

C. Select from the typical module heights (Configurations A,B,C) based on previous steps. See layouts to the left for Sample Typographic Layouts.

D. Review Graphic Dont's to ensure proper selection.

### Example of Process

- I need a directional sign with 3 messages total.
- All messages have character counts under 16 letters.
- Two of the messages are the same direction.



**DR280:** is the correct selection for this example.

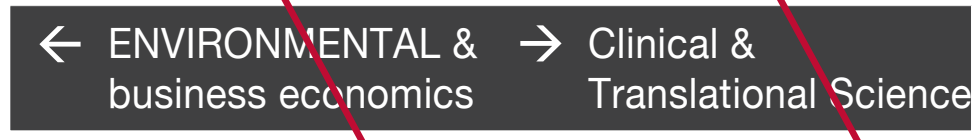
DR260



**Use of Abbreviations:** When possible avoid using multiple abbreviations per message.

**Message Length:** Check message characters and rules for each panel size, consider using sign type DR270 for multi-line messages

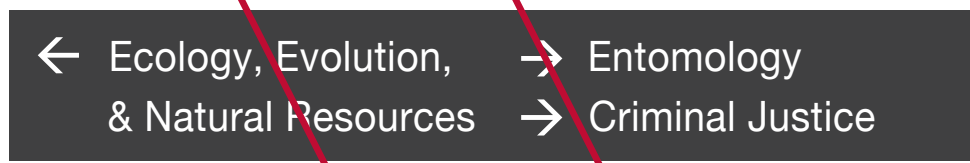
DR270



**Incorrect Type Case/Weight:** All weights and sizes should be consistent with all sign types.

**Message Length:** Check message characters and rules for each panel size, use abbreviations when necessary

DR280



**Message Rules:** DR280 should only be use for single line messages, DR270 should be used for multi line.

**Arrow Duplication:** Use only one arrow per direction to simplify panel hierarchy.

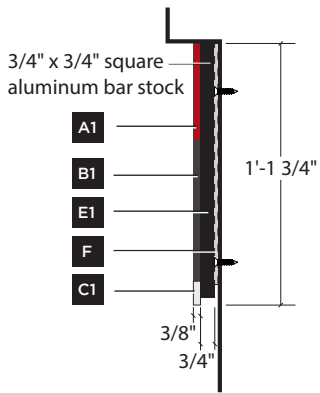
GRAPHIC



# DR200-280

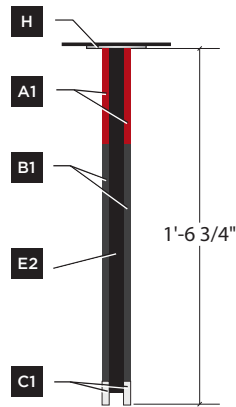
CEILING MOUNTED DIRECTIONAL

## SOFFIT MOUNTED



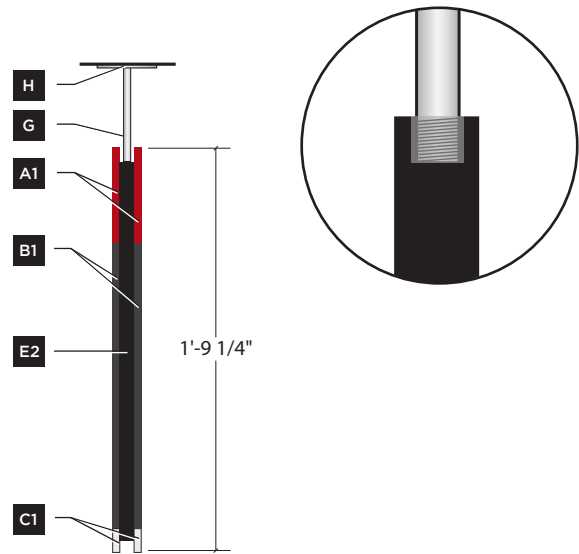
DR260

## CEILING MOUNTED



DR270

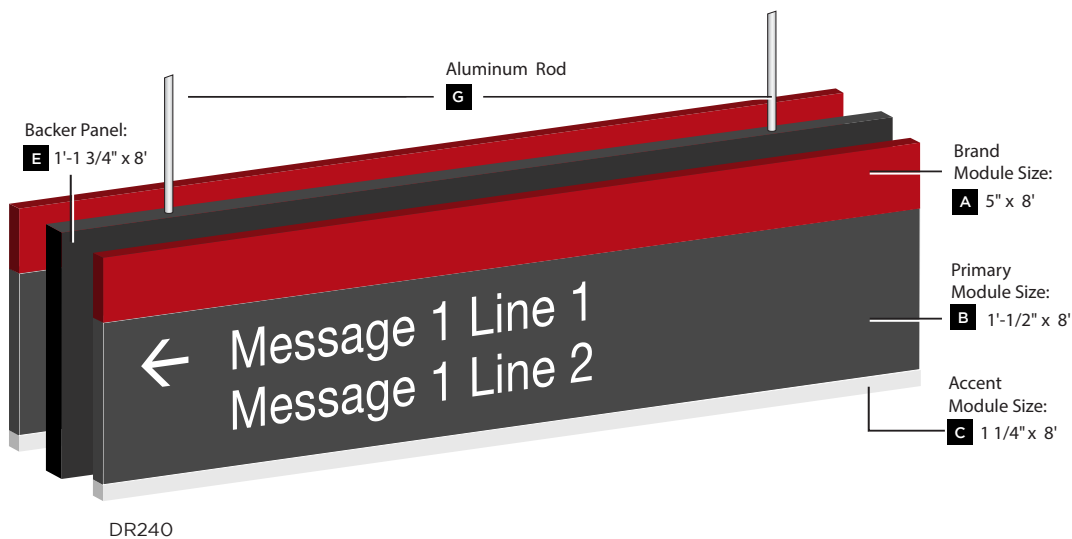
## SUSPENSION MOUNTED



DR280

Note: Any DR200 Series sign can be mounted in any of the three methods detailed above

## MOUNTING



## DETAIL

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# SUB-SECTION

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**SECTION D:**

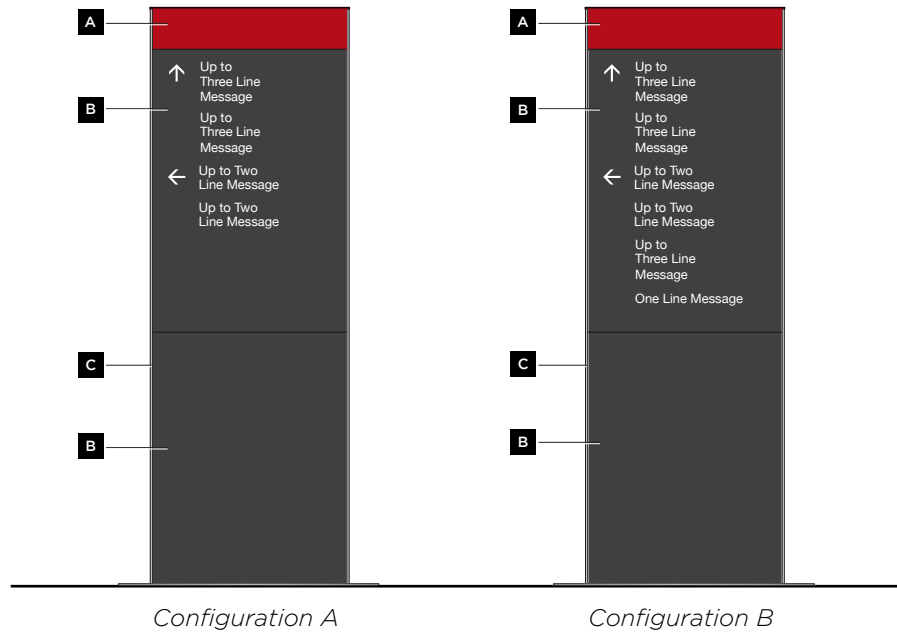
DR300 SERIES

# DR300

FREESTANDING DIRECTIONAL

## Guidelines

- Provide sequential guidance throughout the space with strategically placed and programmed messaging.
- Brand: Reinforce the brand equity in the built space with accent color punctuation.
- Primary Content: Directional messages and arrows to primary interior destinations.



## Helpful Hints

- Keep in mind the intuitive path of the user when locating and specify interior signs.
- Determine standard (approved nomenclature, no abbreviations).

## CONFIGURATIONS

Configuration A		Qty.	
		SINGLE SIDED	DOUBLE SIDED
<b>A</b>	Brand 5" x 18.9"	1	2
<b>B</b>	Primary Insert - 2'-10" x 23.7"	1	2
<b>C</b>	ASI: Venus Sign 6'-0" x 23.7"	1	2

Configuration B		Qty.	
		SINGLE SIDED	DOUBLE SIDED
<b>A</b>	Brand 5" x 18.9"	1	2
<b>B</b>	Primary Insert - 2'-10" x 23.7"	1	2
<b>C</b>	ASI: Venus Sign 6'-0" x 23.7"	1	2

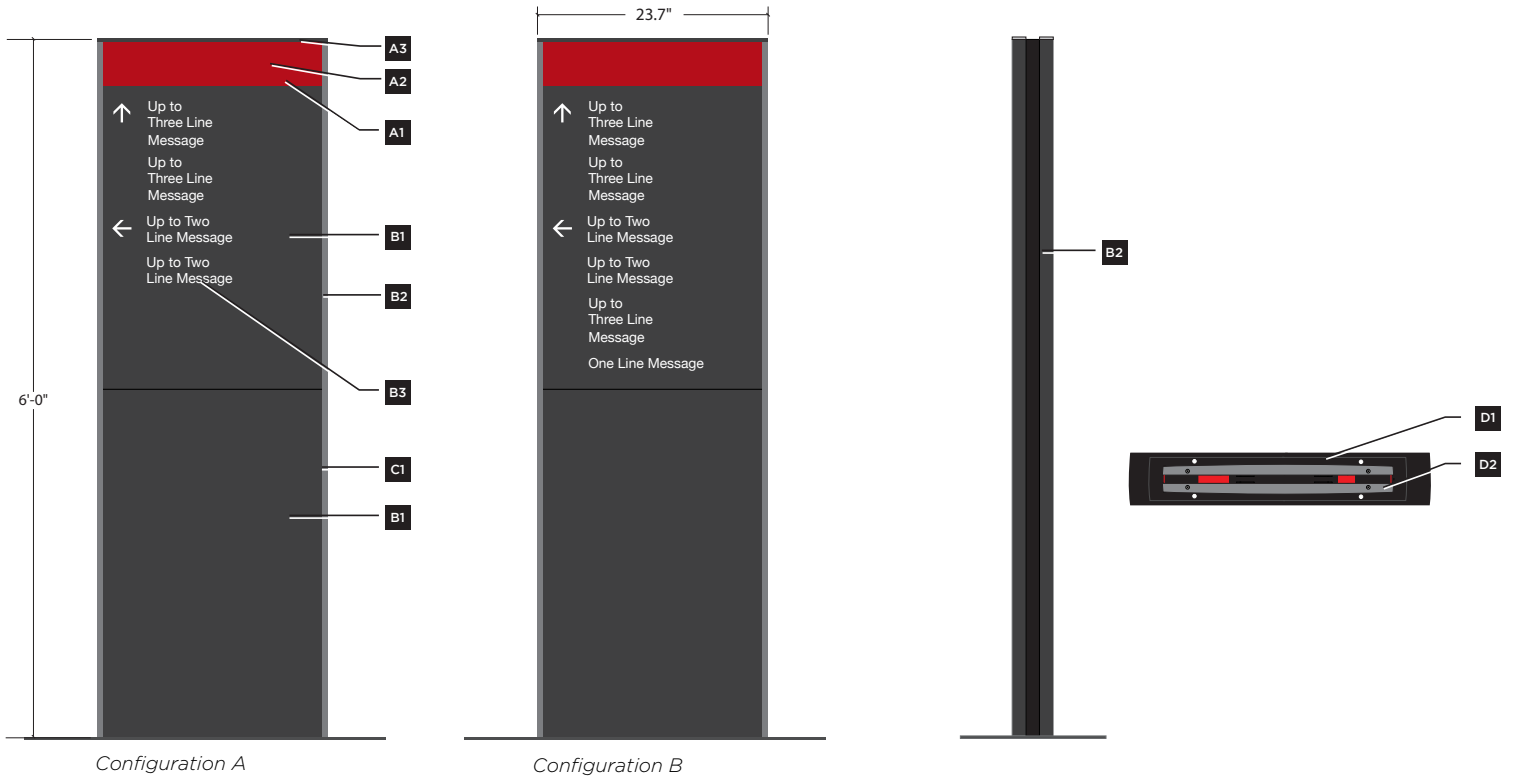


Questions? Please contact xxxxx

## PARTS

# DR300

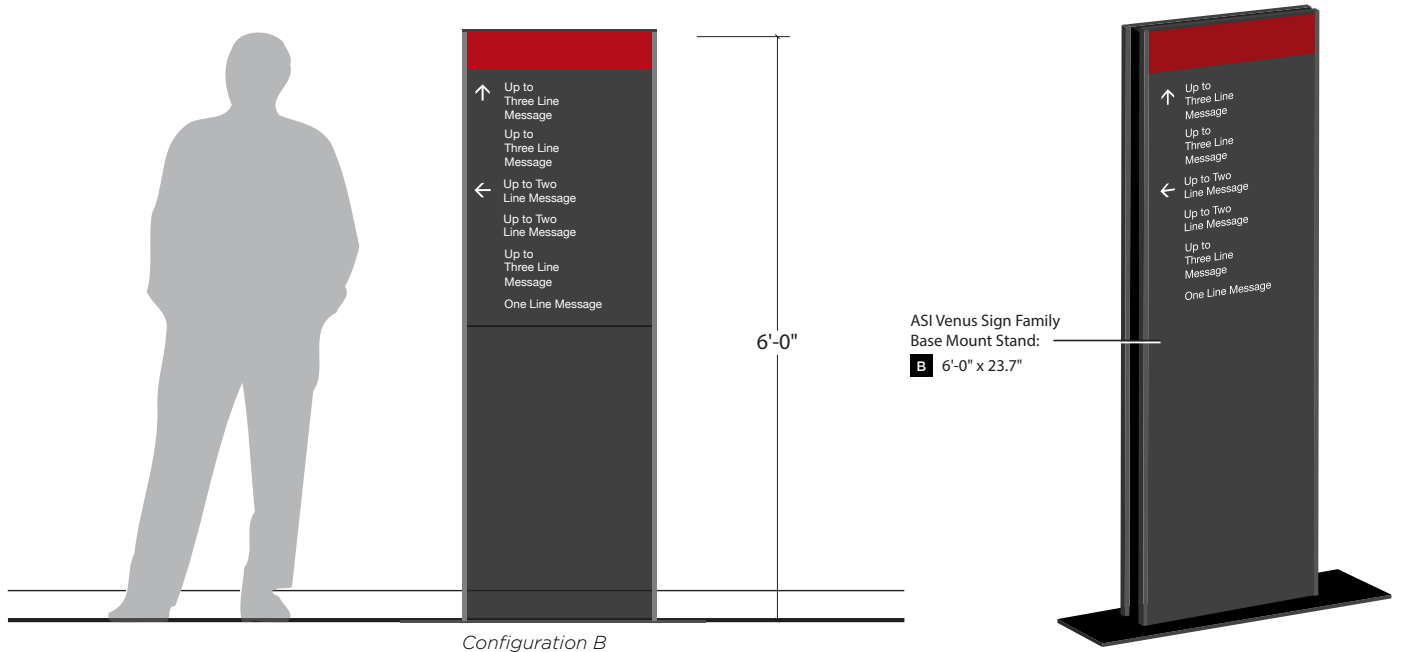
FREESTANDING DIRECTIONAL



Configuration A

Configuration B

## ELEVATION/DETAIL



Configuration B

## INSTALLATION/MOUNTING

## Specifications

**B1** Primary Messages  
 Paint: Match to **P4**  
 Letters, 5/8" tall  
 Typeface: Helvetica  
 Neue Regular  
 Tracking: +20

**B2** Arrows  
 Paint: Match to **P4**  
 Letters, 1 1/16" tall

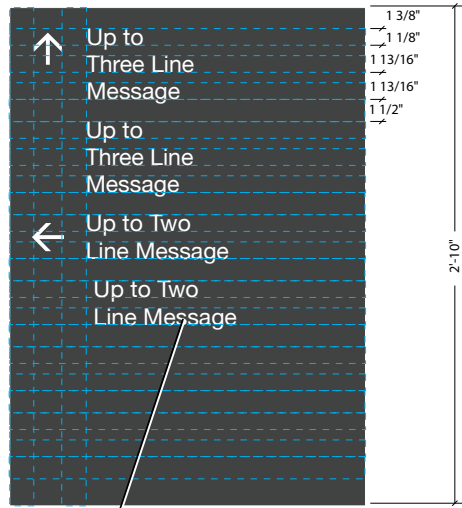
### MESSAGE ORDER HIERARCHY

1. When possible, the nearest destination should appear as the first message on each panel.

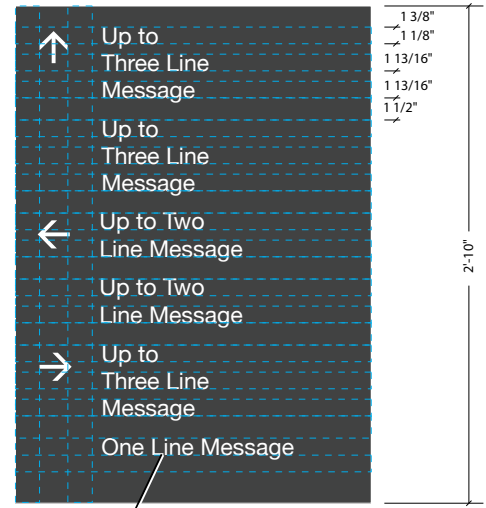
2. Messages with similar directions should be grouped together to provide hierarchy and uniformity. One arrow should be used for multiple messages listed in the same direction for all messages.

3. If message locations aren't apparent arrow order should be as follows:  
 UP (Straight), Left, Right.

- ↑ Three Line Message Panel
- ← Two Line Line Message
- One Line Message
- Two Line Message



**B1**  
**Configuration A**  
 Typical Typographic Grid  
 1,2 & 3 Message Configurations

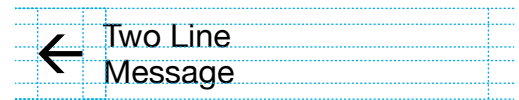


**B1**  
**Configuration B**  
 Typical Typographic Grid  
 1,2 & 3 Message Configurations

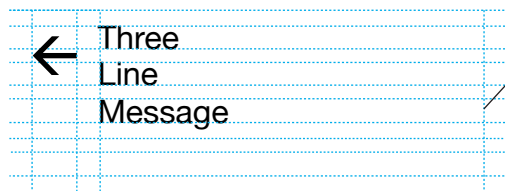
## TYPOGRAPHIC GRID



**2 Message with 1 Line**  
 16 Characters per 1 message line



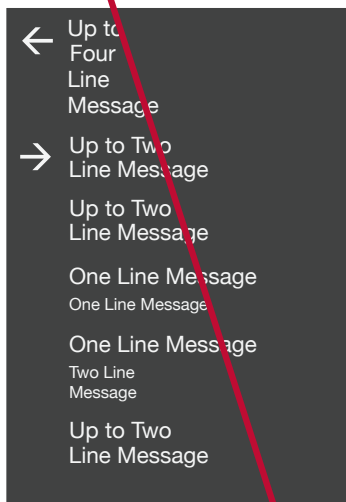
**2 Messages with 2 Lines**  
 16 Characters per line, 32 characters per message total



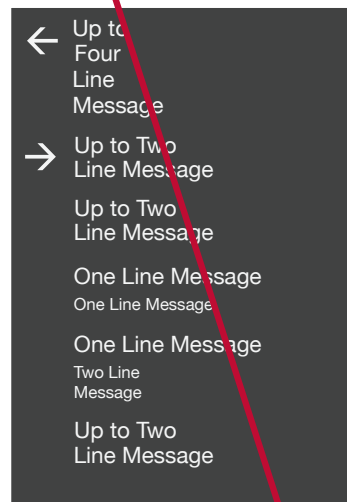
**2 - 4 Messages with 1 Line**  
 16 Characters per line

16 Characters per line limit

## CHARACTER COUNT FOR MULTI-LINE MESSAGES



Message Rules: Four line messaging is not allowed.



Type Variety: Message type (fonts) should be consistent, matching specifications in this manual. Avoid using UPPERCASE, loose letter spacing, and multiple type sizes.

## Sign Selection Pro-

Below are the following steps for selecting the correct wall-mounted 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? 16 Characters will fit per message line.
- C. Select from the typical module heights (2'-10") based on previous steps. See layouts to the left for Sample Typographic Layouts.
- D. Review Graphic Don'ts to ensure proper selection.

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

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**SECTION E:**  
INFORMATION  
SIGNS

**INF100** BUILDING DIRECTORY

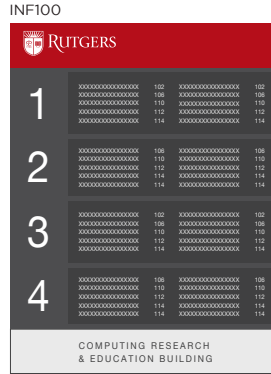
**INF200** DIGITAL DIRECTORY

**INF300** ELEVATOR CAB DIRECTORY

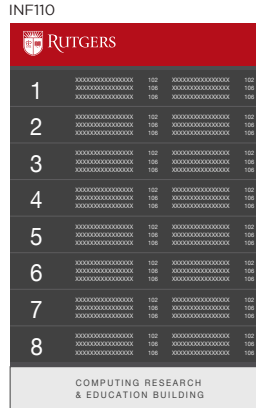
# INF100-300 Series – Overview

## Directory Overview

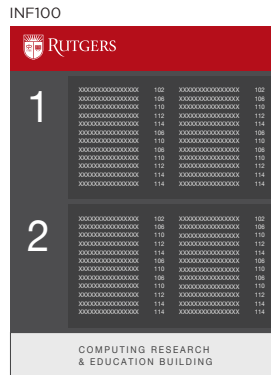
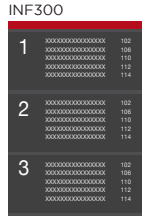
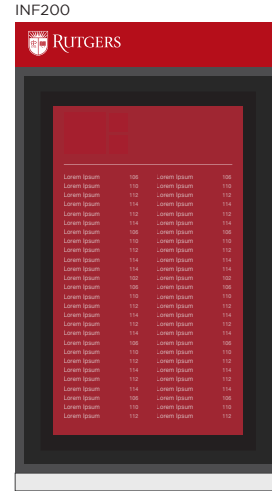
Typical sign type configurations shown per each panel size and messages. Additional primary module configurations must be approved by Rutgers University EG Coordinator and/or Department of Facilities, Planning and Development.



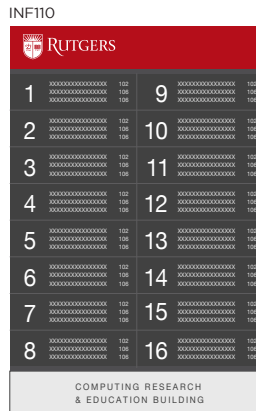
Configuration A



Configuration A



Configuration B

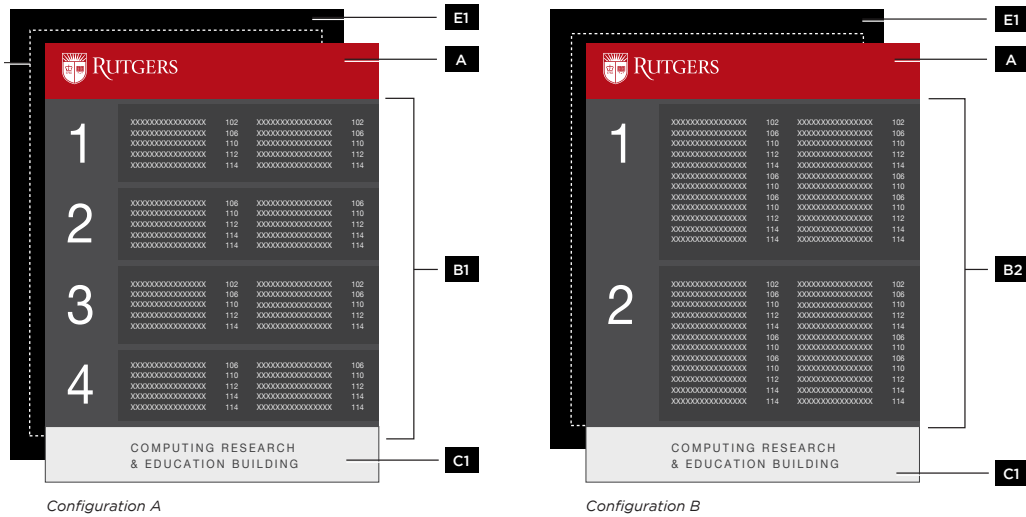


Configuration B

INF100-200 Series				
Floors	Up to 3 Lines Per Floor	Up to 6 Lines Per Floor	Up to 10 Lines Per Floor	Up to 20 Lines Per Floor
1 - 2	X	X	X	INF100 Config. B
1 - 4	X	X	INF100 Config. A	X
1 - 8	X	INF110 Config. A	X	X
1 - 16	INF110 Config. B	X	X	X

Note: Elevation Cab Directory

Questions? Please contact [xxxxx](mailto:xxxxx)



**F** Mounting Plate (dashed) to be installed on wall if necessary

## SIGN TYPES

Configuration A	Qty.
<b>A</b> Brand Panel 2 1/2" x 15"	1
<b>B1</b> Primary Panel -	1
<b>C1</b> Secondary Panel - 2 1/2" x 15"	1
<b>E1</b> Backer Panel 20 1/4" x 15"	1

Configuration B	Qty.
<b>A</b> Brand Panel 2 1/2" x 15"	1
<b>B2</b> Primary Panel -	1
<b>C1</b> Secondary Panel - 2 1/2" x 15"	1
<b>E1</b> Backer Panel 20 1/4" x 15"	1

## Guidelines

- Provide a comprehensive overview of interior destinations by level and location.
- Brand: Reinforce the brand equity in the built space with accent color punctuation and official wordmark.
- Primary Content: Level designation and comprehensive interior destination listing.
- Accent: architectural accent band and Building Identification.

## Helpful Hints

- Determine standard (approved nomenclature, no abbreviations).
- INF100 signs must include tactile letters, visual contrast and braille. Refer to ADA guidelines for specific requirements.

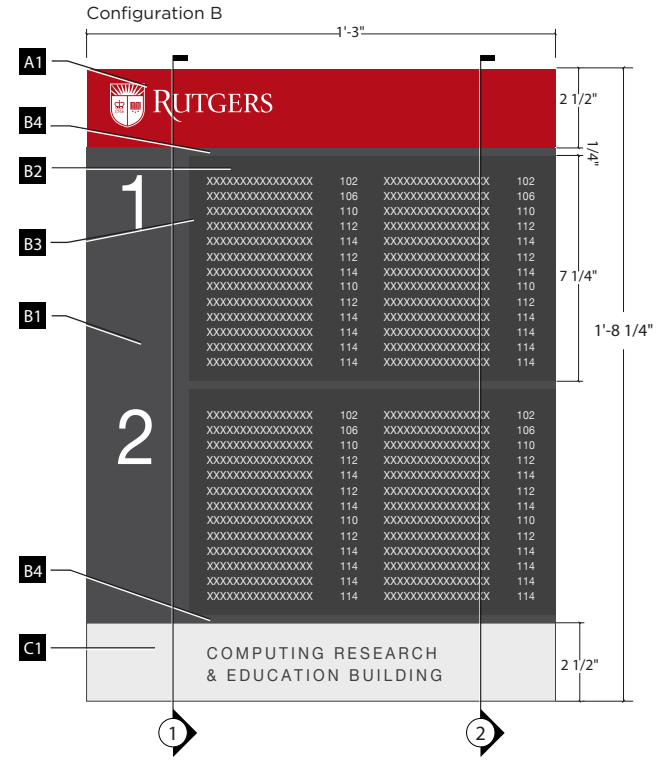
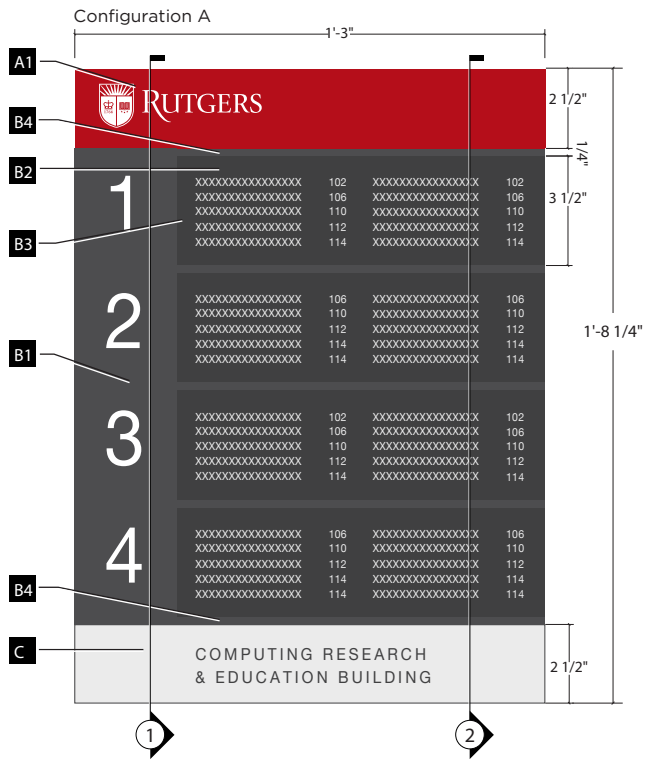
## PARTS



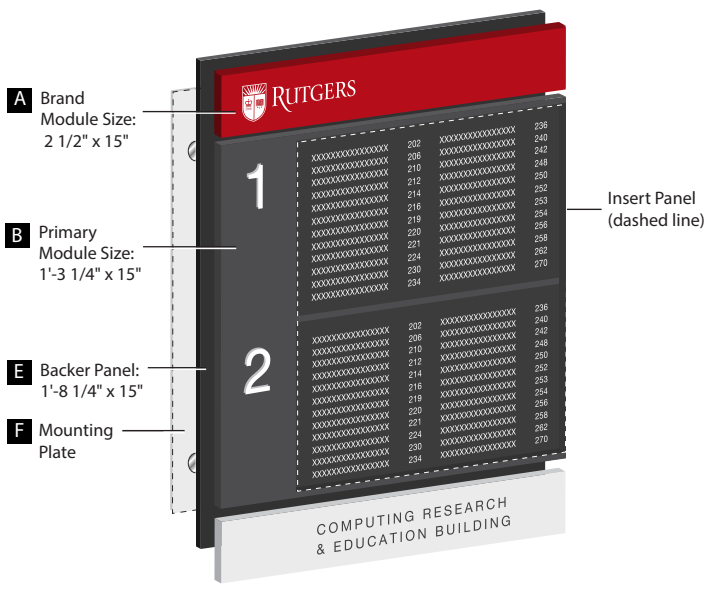
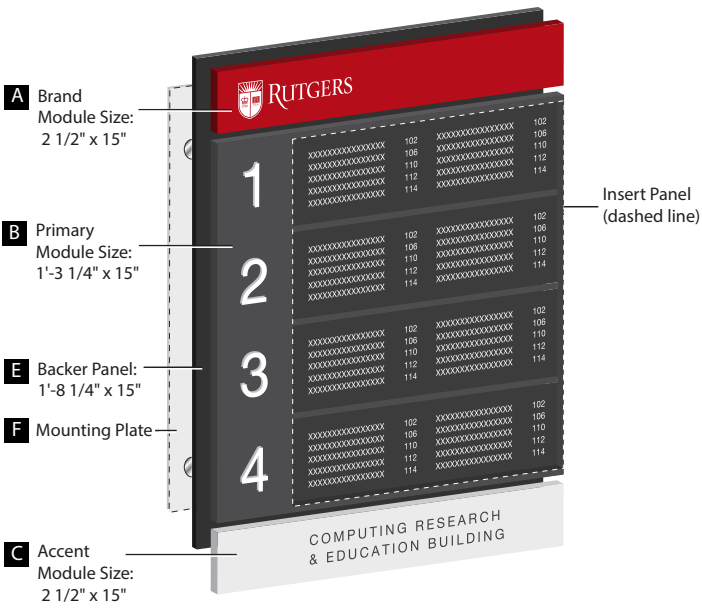
Questions? Please contact [xxxxx](#)

# INF100

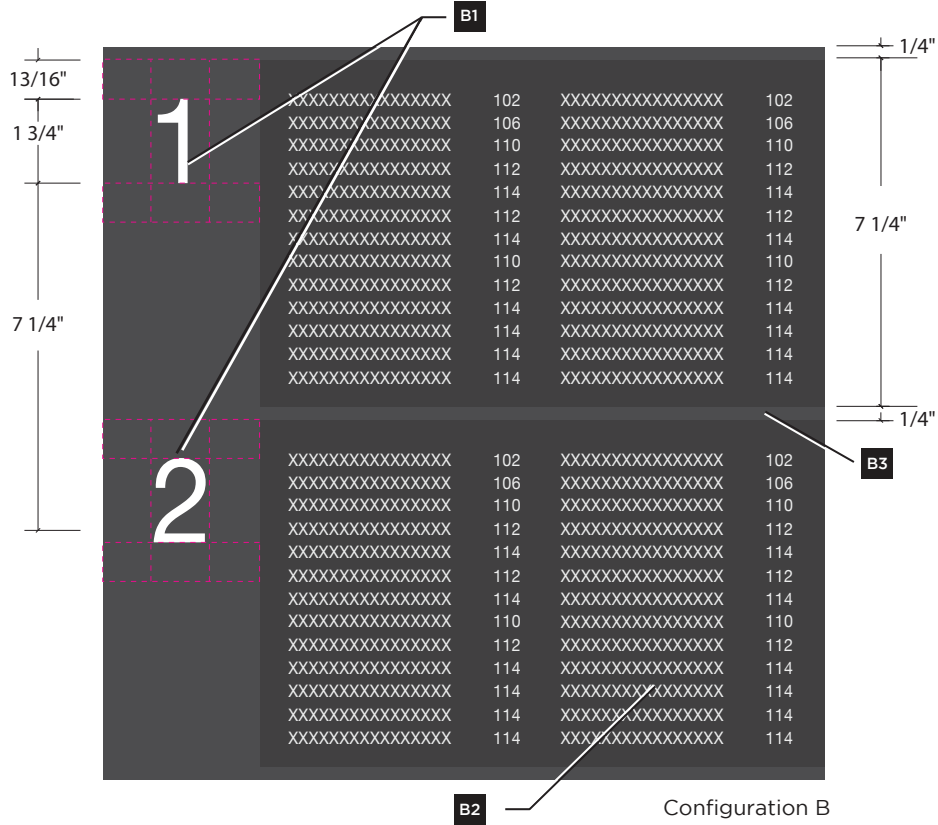
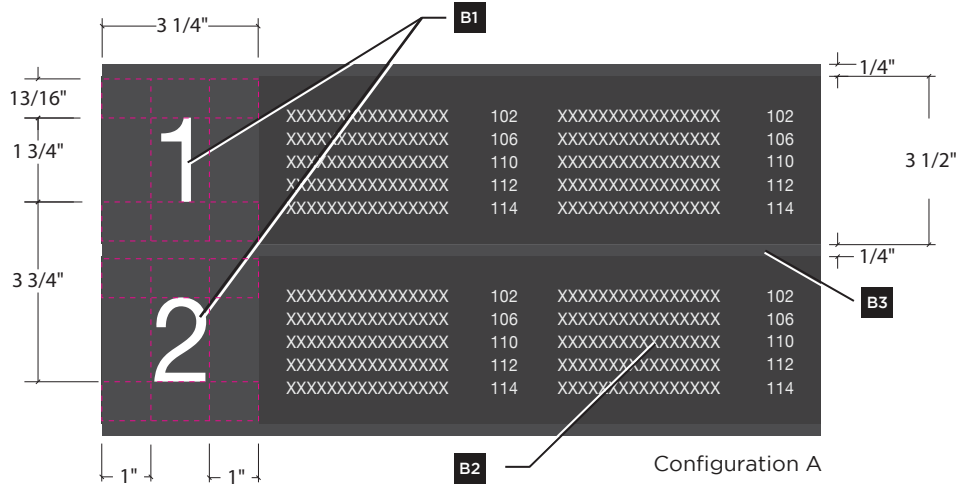
BUILDING DIRECTORY



## ELEVATION



## DETAIL



## Specifications

### BRAND MODULE

- A1** Surface applied white tactile letters, To be surface inset into routed panel face  
Paint: Match to **P1**  
Letters "U-S" 3/4" tall.  
Rutgers logo artwork to be provided.

### PRIMARY MODULE

- B1** Surface applied white tactile numbers, To be surface inset into routed panel face  
Paint: Match to **P1**  
Typeface: 1 3/4" cap height.  
Helvetica Neue Regular
- B2** Clear Acetate insert, Typeface: 1/4" cap height.  
Helvetica Neue Regular  
Tracking: +20  
Print: White

- B3** Graphic Band  
Paint: Match to **P2**  
90% Tint

### ACCENT MODULE

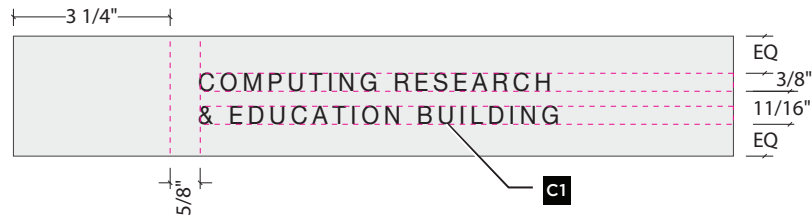
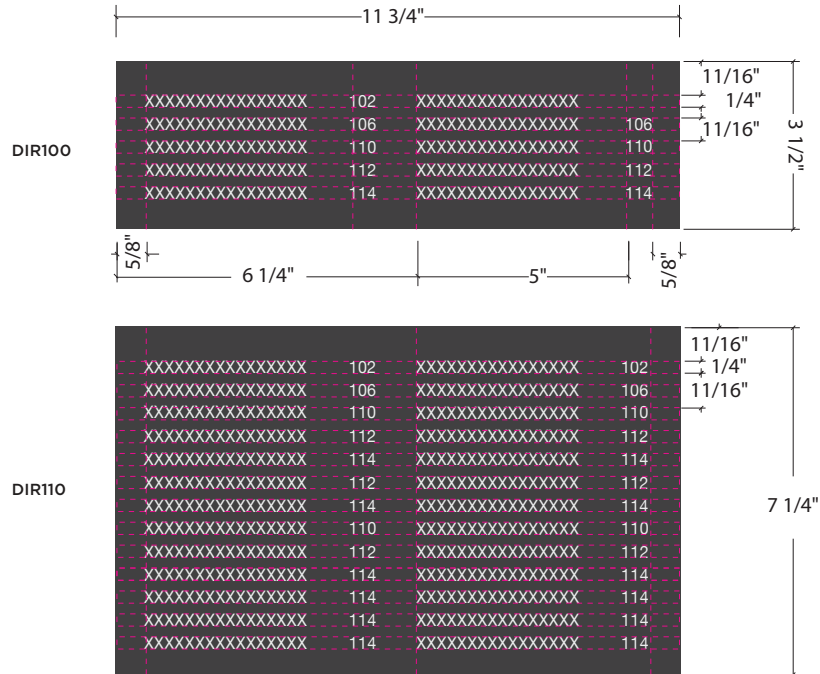
- C1** Paint: Match to **P2**  
Typeface:  
3/8" cap height.  
Helvetica Neue Regular  
Uppercase  
Tracking: +20

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

## TYPE LAYOUTS

## Insert Rules

- Messages should be sorted alphabetically on each insert module, per each floor.
- Up to 10 Lines of text are available per each floor for DIR100.
- Up to 24 Lines of text are available per each floor for DIR110.
- Messages can be 1 or 2 lines of copy - not 3.
- 1 room number listed per message, including multi-line messages.



Accounting	102	African, Middle Eastern	102
Accounting and	106	and South Asian	
Information Systems		Languages & Literatures	
Aerospace Engineering	112	Anthropology	112
& Civil Engineering		Astrophysics	114

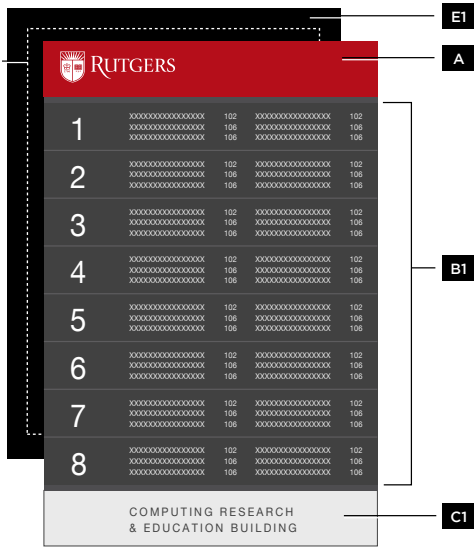
Message Rules: No more than two lines of copy per each message

Accounting	102	Agricultural, Food	114
Accounting and	102	& Resource Economics	114
Information Systems	102	Agricultural Management	114
Aerospace Engineering	112	Anthropology	116
& Civil Engineering	112	Astrophysics	118

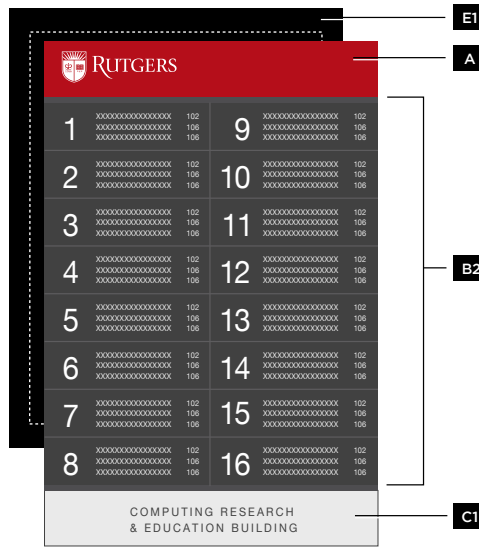
Message Rules: One room number listed per message, this includes single and double line messaging.

ACCOUNTING	102	Agricultural, Food	114
accounting and	110	& Resource Economics	
information systems		Agricultural Management	118
aerospace engineering	112	<b>ANTHROPOLOGY</b>	120
& civil engineering		Astrophysics	122

Incorrect Type Case/Weight: All weights and sizes should be consistent.



Configuration A



Configuration B

**F** Mounting Plate (dashed) to be installed on wall if necessary

## SIGN TYPES

Configuration A		Qty.
<b>A</b>	Brand Panel 2 1/2" x 15"	1
<b>B1</b>	Primary Panel -	1
<b>C1</b>	Secondary Panel - 2 1/2" x 15"	1
<b>E1</b>	Backer Panel 22 3/4" x 15"	1

Configuration B		Qty.
<b>A</b>	Brand Panel 2 1/2" x 15"	1
<b>B2</b>	Primary Panel -	1
<b>C1</b>	Secondary Panel - 2 1/2" x 15"	1
<b>E1</b>	Backer Panel 22 3/4" x 15"	1

## Guidelines

- Provide a comprehensive overview of interior destinations by level and location.
- Brand: Reinforce the brand equity in the built space with accent color punctuation and official wordmark.
- Primary Content: Level designation and comprehensive interior destination listing.
- Accent: architectural accent band and Building Identification.

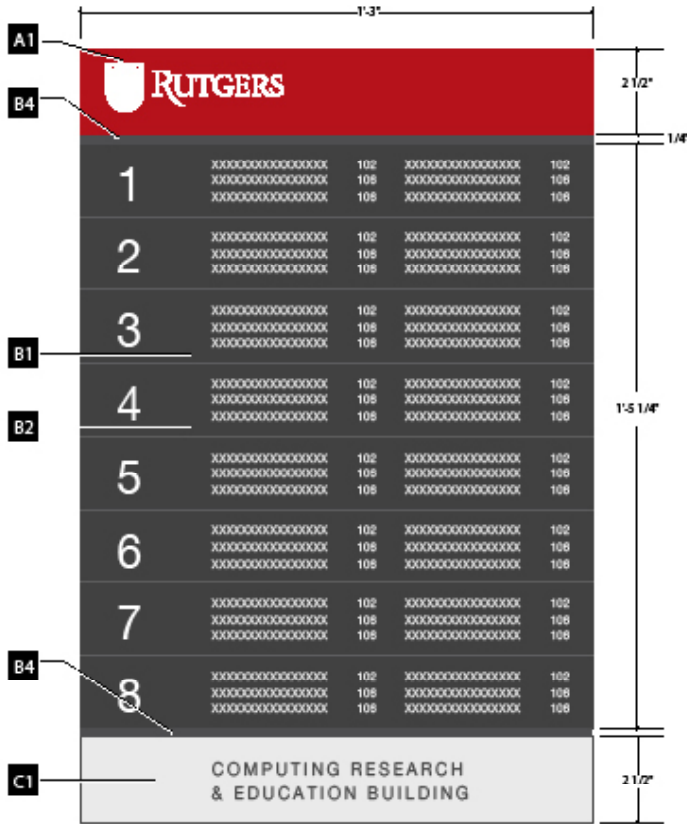
## Helpful Hints

- Determine standard (approved nomenclature, no abbreviations).
- INF110 signs must include tactile letters, visual contrast and braille. Refer to ADA guidelines for specific requirements.

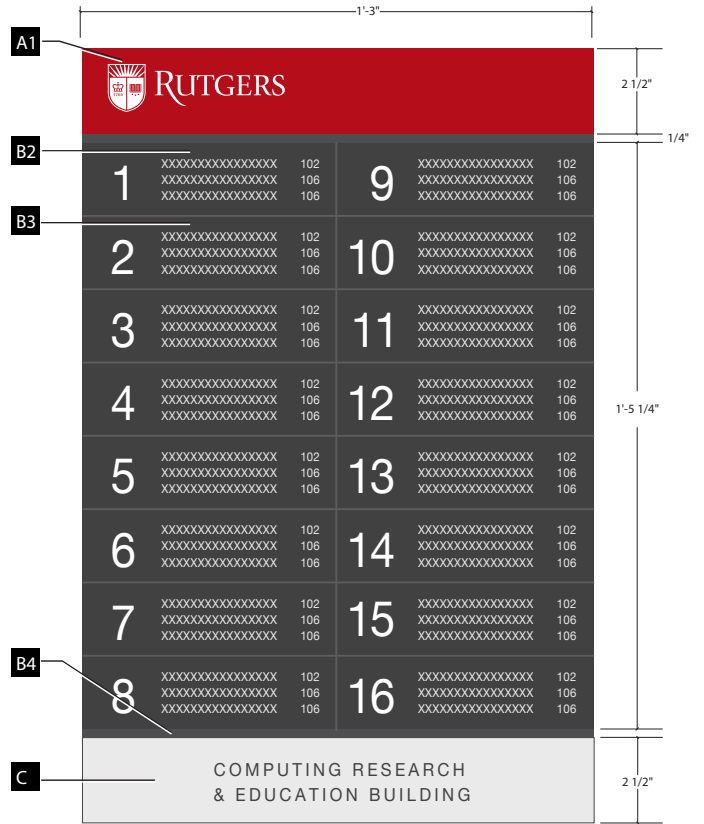
## PARTS

# INF110

BUILDING DIRECTORY

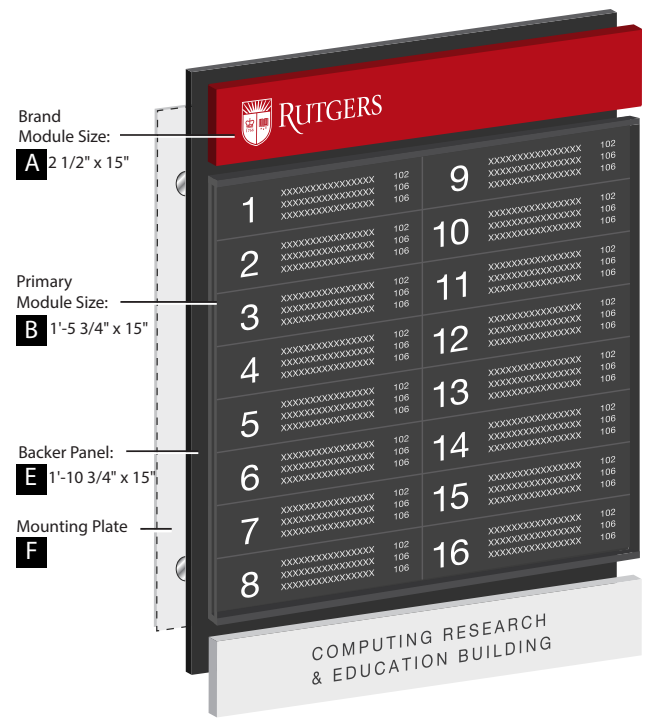
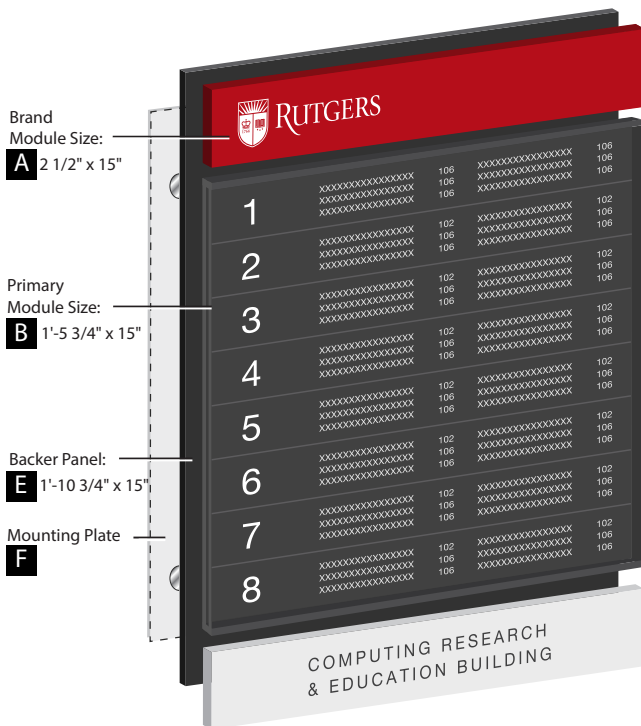


Configuration A



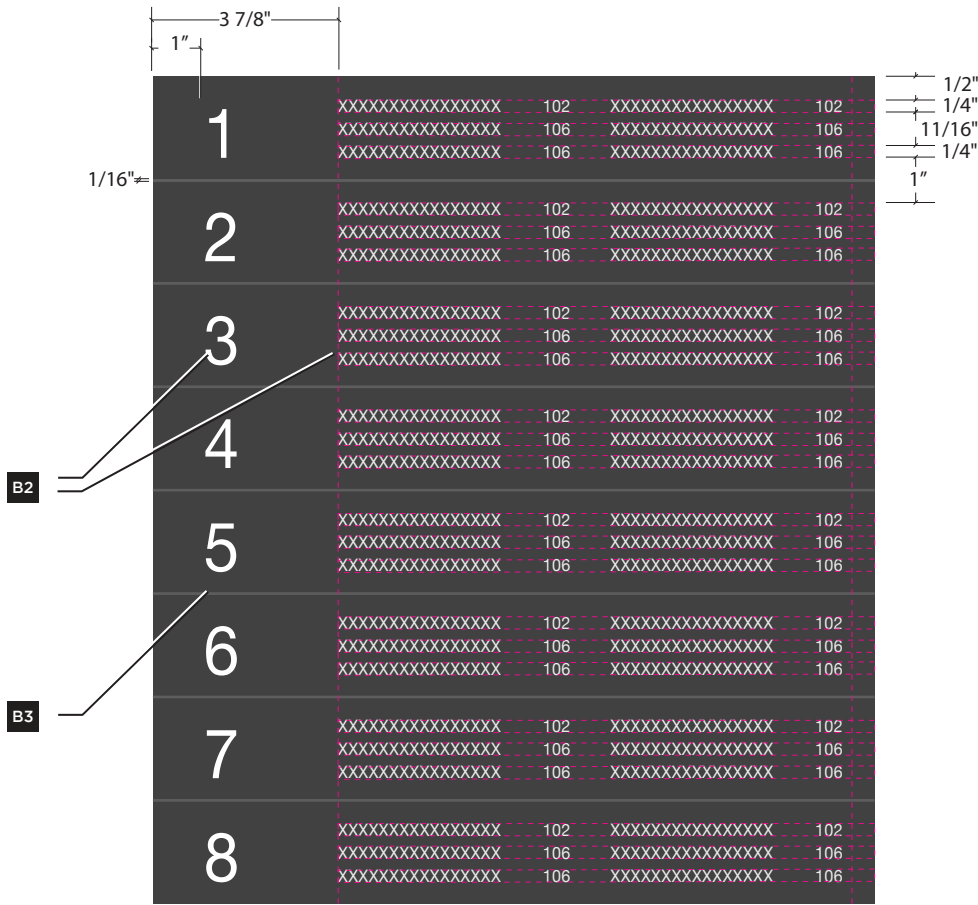
Configuration B

## ELEVATION



## DETAIL





Configuration A

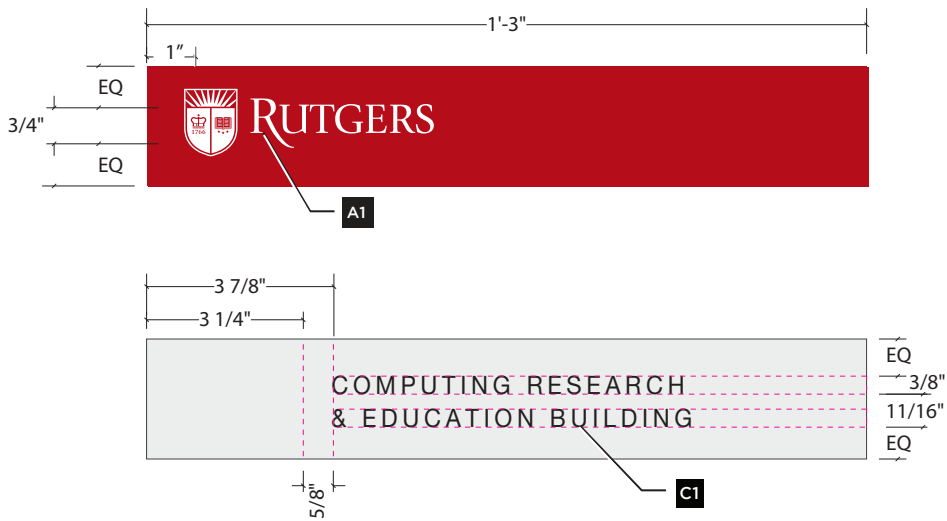
**Specifications**

**BRAND MODULE**  
**A1** Surface applied white tactile letters, To be surface inset into routed panel face. Paint: Match to **P1** Letters "U-S" 3/4" tall Rutgers logo artwork to be provided.

**PRIMARY MODULE**  
**B2** Clear Acetate insert, Typeface: 1/4" cap height. Helvetica Neue Regular Tracking: +20 Print: White

**B3** Graphic Band Paint: Match to **P2** 90% Tint

**ACCENT MODULE**  
**C1** Paint: Match to **P2** Typeface: 3/8" cap height. Helvetica Neue Regular Uppercase Tracking: +20

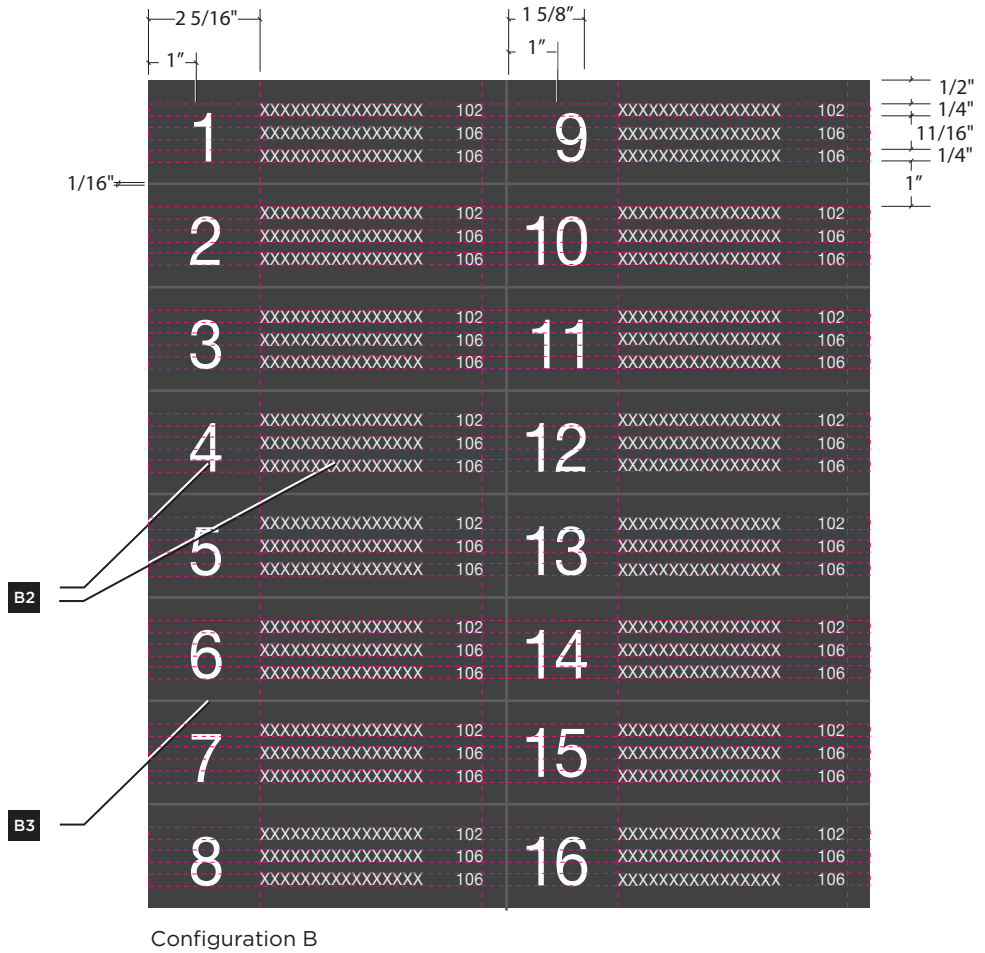


For typography, finish/material and symbol specifications refer to **Manual Part 2, Section A: Graphic Standards.**

**TYPE LAYOUTS**

## Insert Rules

- Messages should be sorted alphabetically on each insert module, per each floor.
- Up to 6 Lines of text are available per each floor for DIR110 (config A).
- Up to 3 Lines of text are available per each floor for DIR110 (config B).
- Messages can be 1 or 2 lines of copy - not 3.
- 1 room number listed per message, including multi-line messages.



Accounting	102	African, Middle Eastern	102
Accounting and	106	and South Asian	
Information Systems		Languages & Literatures	
Aerospace Engineering	112	Anthropology	112
& Civil Engineering		Astrophysics	114

Message Rules: No more than two lines of copy per each message

Accounting	102	Agricultural, Food	114
Accounting and	102	& Resource Economics	114
Information Systems	112	Agricultural Management	114
Aerospace Engineering	112	Anthropology	116
& Civil Engineering	112	Astrophysics	118

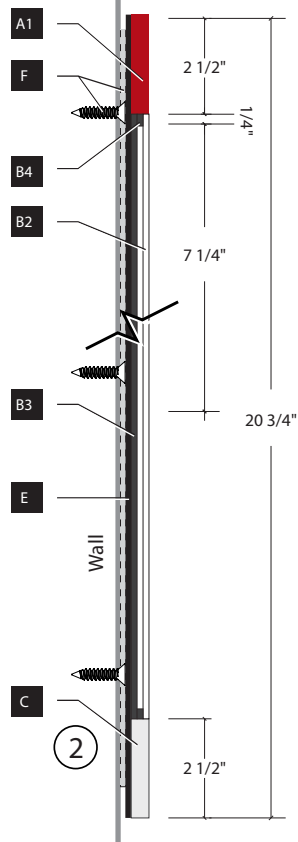
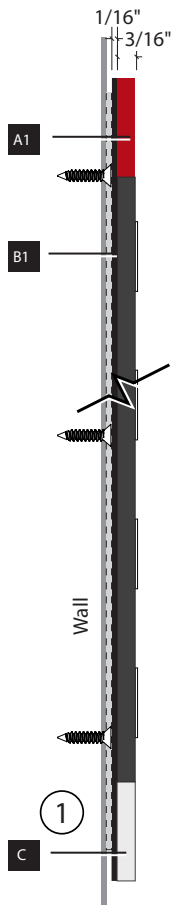
Message Rules: One room number listed per message, this includes single and double line messaging.

ACCOUNTING	102	Agricultural, Food	114
accounting and	110	& Resource Economics	
information systems		Agricultural Management	118
aerospace engineering	112	<b>ANTHROPOLOGY</b>	120
& civil engineering		Astrophysics	122

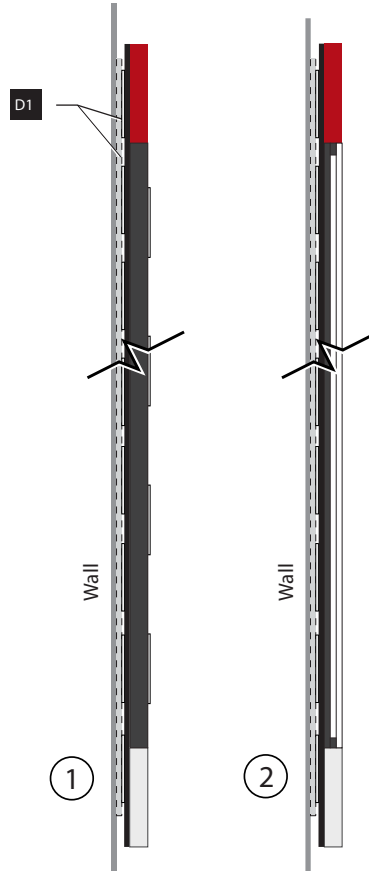
Incorrect Type Case/Weight: All weights and sizes should be consistent.

## GRAPHIC DON'TS

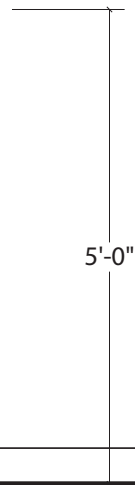
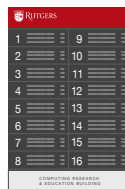
MOUNTING  
(VHB tape and  
mechanical fasteners)



MOUNTING  
(VHB tape)



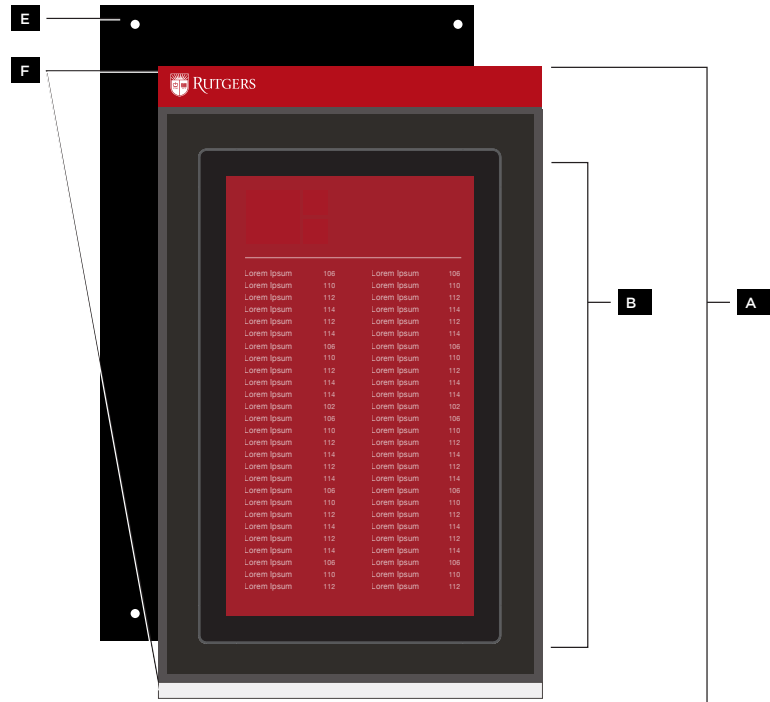
DETAIL



INSTALLATION

## Guidelines

- Provide a comprehensive overview of interior destinations by level and location.
- Brand: Reinforce the brand equity in the built space with accent color punctuation and official wordmark.
- Digital Content: Level designation and comprehensive interior destination listing.
- Accent: architectural accent band and Building Identification.



F Mounting brackets along the interior perimeter of the chassis

## Helpful Hints

- Determine standard (approved nomenclature, no abbreviations).
- INF200 signs must include tactile letters, visual contrast and braille. Refer to ADA guidelines for specific requirements.

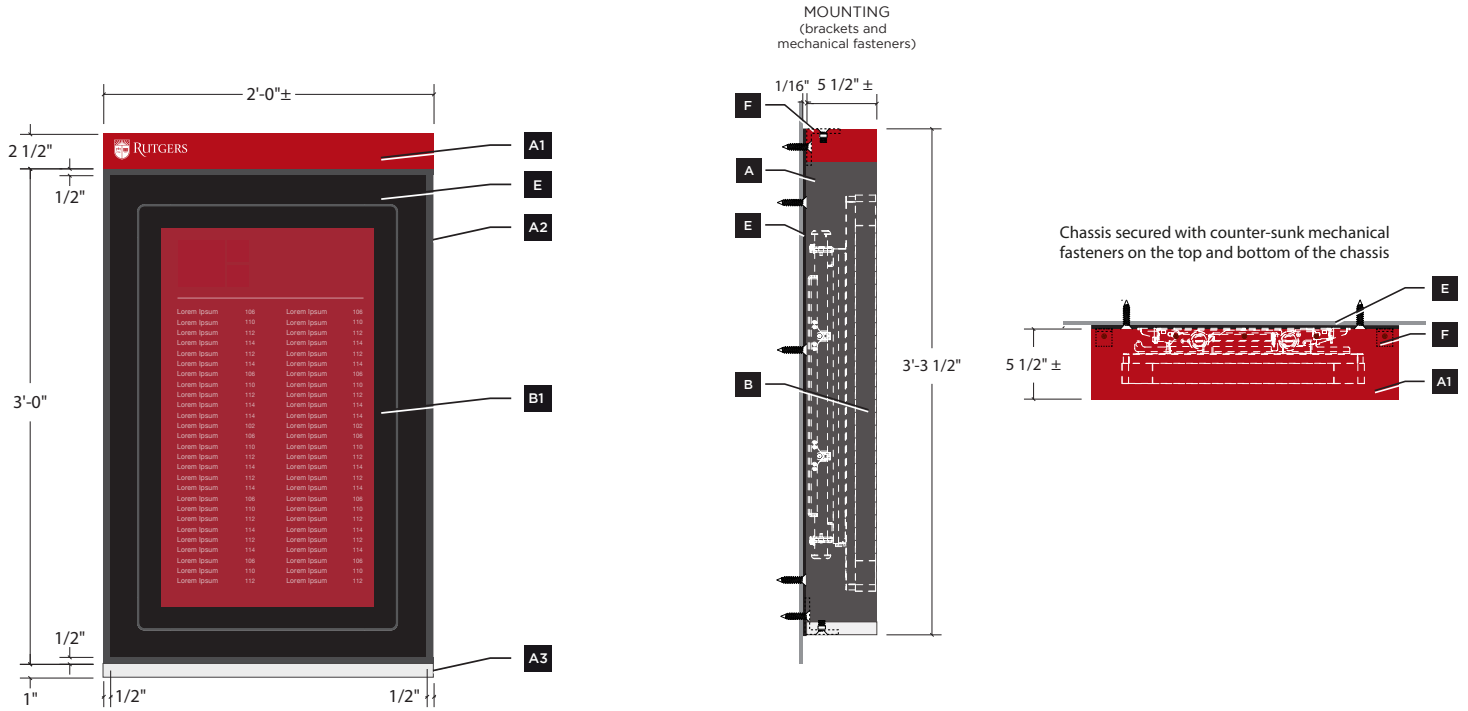
## SIGN TYPES

	Configuration A	Qty.
A	Aluminum Cjassis 39 1/2" x 24"+/-	1
B	Digital Display - (32" Planar)	1
E	Backer Panel 19 3/4" x 15"	1

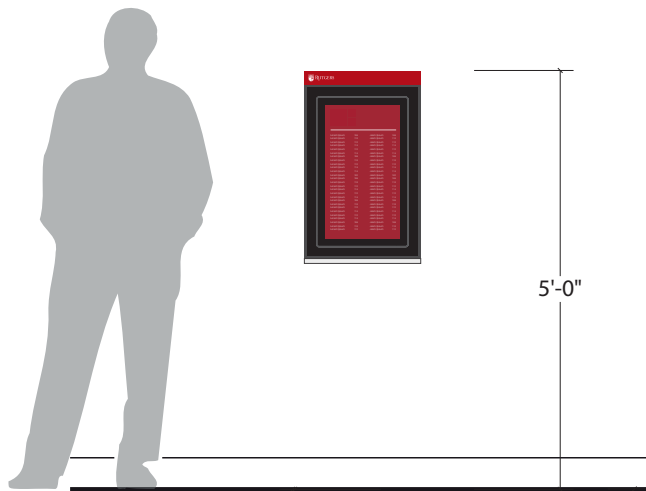


Questions? Please contact xxxxx

## PARTS



## ELEVATION/DETAIL



Aluminum  
Display Chassis:

**A** 3'-4 1/2" x 2'-0" x 5 1/2"

Digital Display  
Planar Touch:

**B** 32" Typical

Backer Panel:

**E** 3'-4 1/2" x 2'-0" x 1/16"



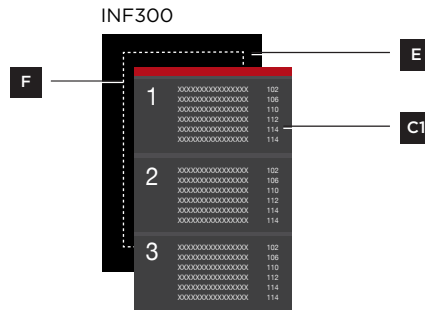
## INSTALLATION/MOUNTING

# INF300

ELEVATOR CAB DIRECTORY

## Guidelines

- Provide a comprehensive overview of interior destinations by level and location.
- Brand: Reinforce the brand equity in the built space with accent color punctuation and official word-mark.
- Primary Content: Level designation and comprehensive interior destination listing.
- Accent: architectural accent band and Building Identification.



**F** Mounting Plate (dashed) to be installed on wall if necessary

## Helpful Hints

- Determine standard (approved nomenclature, no abbreviations).
- INF300 signs must include tactile letters, visual contrast and braille. Refer to ADA guidelines for specific requirements.

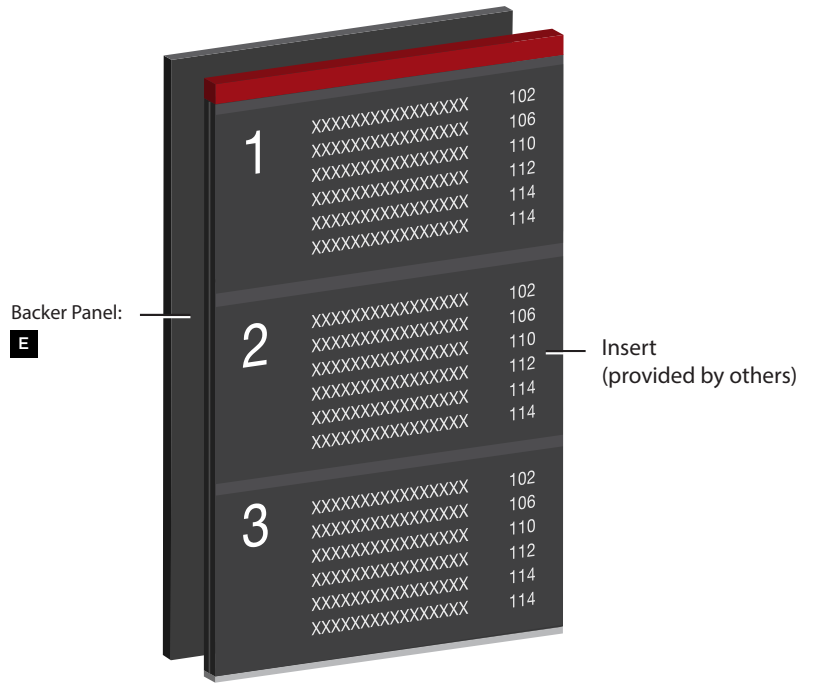
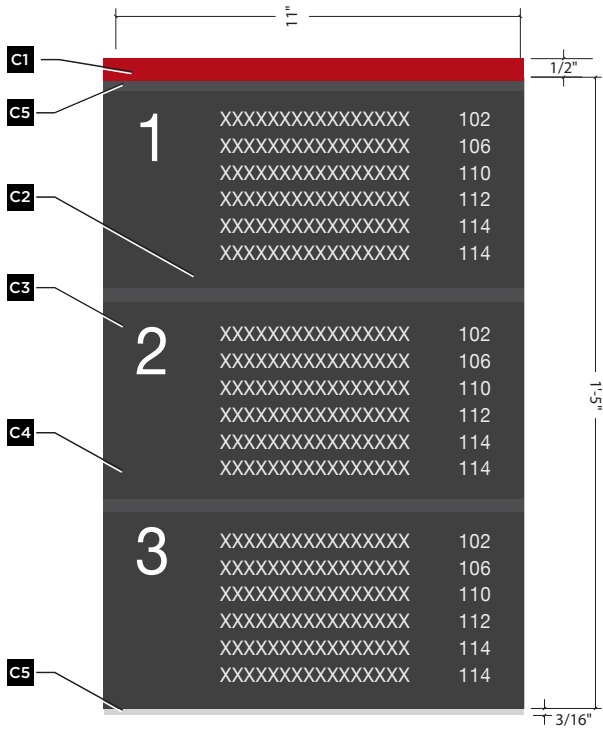
## CONFIGURATIONS

REG530 - Config. A		Qty.
<b>C1</b>	Insert Panel - 17 7/16" x 11"	1
<b>E</b>	Backer Panel 17 7/16" x 11"	1

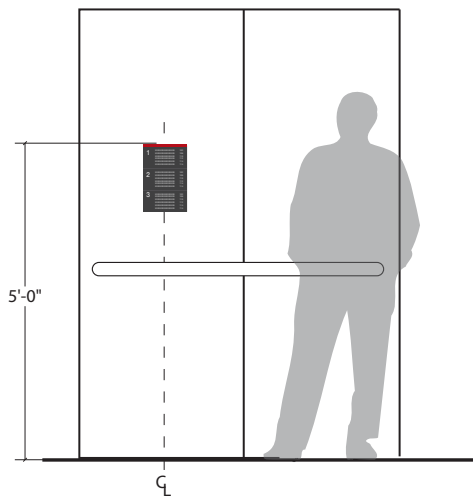


Questions? Please contact xxxxx

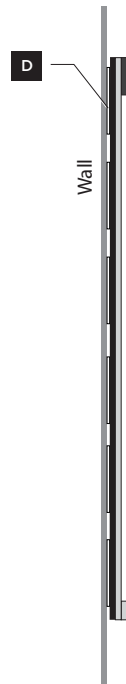
## PARTS



## ELEVATION/DETAIL



MOUNTING  
(VHB tape)



MOUNTING  
(VHB tape and  
mechanical fasteners)



## INSTALLATION/MOUNTING

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**APPENDIX:**

INTERIOR  
SPECIFICATIONS

# INTERIOR SPECIFICATIONS

## Specifications ID Se-

### ADA MODULE

- A1** 3/16" thick ADA Module Acrylic panel  
Paint: Match to **P1**  
All sides painted, with matte-finish clear-coat, all surfaces, ease top and side edges.

### PRIMARY MODULE

- B1** 1/16" Clear Acrylic Panel with matte finish,  
Paint (2) 3/16" x 6" bands on second surface to conceal B2 spacers,  
Paint to match **P2/P3**  
ease side edges.

ID300  
Double sided 3/4" thick flag sign.  
Accent Band  
Paint: Match to **P1**  
All sides painted, with matte-finish clear-coat, all surfaces.

- B2** 1/16" thick spacers  
1/8" tall between front and back panel.  
Paint to match **P2/P3**.  
ID300  
Double sided 3/4" thick flag sign.  
Paint: Match to **P2**  
All sides painted, with matte-finish clear-coat, all surfaces.  
Sign secures to the wall with fabricated Alum. Key and mounting plate.

- B3** 1/16" Acrylic Packer Panel  
Paint: Match to **P2/P3**  
**P2** = ID110 Config. A  
**P3** = ID110 Config. B  
All sides painted, with matte-finish clear-coat, all surfaces, ease side and bottom edges.

### REGULATORY MODULE

- C** Separate Module installs below ID110, reference REG500/510 for additional information.

### BACKER PANEL

- E** 1/16" thick Backer Panel.  
All sides painted to match **P7 (Black)**.  
sides painted.
- D** 1/16" thick VHB tape on the backside of Backer Panel, mount to the wall or mounting plate.
- E** Modules attach to Backer Plate with industrial grade adhesive.
- F** Mounting Plate size varies per each sign type. Overall dimensions should be 1/2" smaller on all sides in relation to overall sign type size.
- Pre-drill holes into 1/16" aluminum Mounting Plate, Attach to wall with mechanical fasteners.  
VHB tape the E Backer Panel direct to plate behind.

## Behavioral Health

- BH1** Pre-drill holes into face side of modules. Countersunk tamper proof screws secured through holes on the face of each module, (see screw location on the following page)  
Screwhead to be painted to match module color.  
**(P1, P2 or P3)**  
Screws should not interfere with ADA components or messaging on Primary Module.

- BH2** 3/16" thick ADA Module Acrylic panel  
Paint: Match to **P2 or P3**  
All sides painted, with matte-finish clear-coat, all surfaces, ease side & bottom edges.  
Note: BH2 is not an insert panel.

## Specifications REG

### REGULATORY MODULE

**C1** REG100 & 300  
3/16" thick module  
Acrylic panel  
Paint: Match to **P3**  
All sides painted, with matte-finish clear-coat, all surfaces, ease top and side edges.

REG200  
Double sided 3/4" thick flag sign.  
Paint: Match to **P3**  
All sides painted, with matte-finish clear-coat, all surfaces.

REG400  
No\_Smoking.eps  
3" height  
Artwork provided by client  
Apply second-surface Applied Vinyl: **V7**

REG500-510  
1/16" Clear Acrylic Panel with matte finish,  
Paint (2) 3/16" x 6" bands on second surface, to conceal C2 spacers,  
Paint to match **P3**  
ease side edges.

REG520-530  
1/16" clear acrylic front panel with matte finish.  
Band silk screened second surface.  
Print to match **P2**.

### ADA MODULE

**A1** 3/16" thick ADA Module  
Acrylic panel  
Paint: Match to **P2**  
All sides painted, with matte-finish clear-coat, all surfaces, ease bottom and side edges.

### BACKER PANEL

**E** 1/16" thick Backer Panel.  
All other sides painted to match **P7 (Black)**.

### REGULATORY MODULE

**C2** REG200 & 300  
Accent Band Paint:  
Paint: Match to **P2**  
All sides painted, with matte-finish clear-coat, all surfaces.  
Sign secures to the wall with fabricated Alum. Key and mounting plate.

REG400  
No\_Weapons.eps  
3" height  
Artwork provided by client  
Apply second-surface Applied Vinyl: **V7**

REG500-510  
1/16" thick spacers  
1/8" tall between front and back panel.  
Paint to match **P3**

REG520-530  
1/8" Acrylic backer panel face.  
Paint to match **P3**.

**C3** REG400  
Place below Vinyl ID Door graphics.  
Location should be within a 4'-0" - 5'-0" viewable area.

REG500-510  
1/16" Acrylic Packer Panel  
Paint: Match to **P3**  
All sides painted, with matte-finish clear-coat, all surfaces, ease side and bottom edges.

REG520-530  
Paper insert, provided by others.

**D** 1/16" thick VHB tape on the backside of Backer Panel, mount to the wall or mounting plate.

**F** Mounting Plate size varies per each sign type. Overall dimensions should be 1/2" smaller on all sides in relation to overall sign type size.

Pre-drill holes into 1/16" aluminum Mounting Plate, Attach to wall with mechanical fasteners. VHB tape the E Backer Panel direct to plate behind.

**D1** Fabricated Alum. Key

**D2** 3/4" Alum. channel structure

**D3** Mounting Plate, 3/4" X 3/4" x 1/8" Alum. Channel

**D4** Mechanical Fastener secures mounting plate.

**D5** Slotted Hole for Alum. Key

**D6** 1/16" Alum. panels, All sides painted, with matte-finish clear-coat, all surfaces.

## Behavioral Health

**BH1** Pre-drill holes into face side of modules. Countersunk tamper proof screws secured through holes on the face of each module, (see screw location on the following page)  
Screwhead to be painted to match module color. **(P2 or P3)**  
Screw should not interfere with ADA components or messaging on Primary Module.

# INTERIOR SPECIFICATIONS

## Specifications DR

### BRAND MODULE

DR110

- A1** 3/16" thick Brand Module Acrylic panel  
Paint: Match to **P1**  
All sides painted, with matte-finish clear-coat, all surfaces.  
Ease top and side edges.

DR200-260

3/8" thick Acrylic panel  
Paint: Match to **P1**

All sides painted, with matte-finish clear-coat, finish all surfaces.

DR300

Paint: Match to **P1**  
All sides painted, with matte-finish clear-coat, all surfaces.

### PRIMARY MODULE

DR110

- B1** 3/16" thick Primary Module Acrylic panel  
Paint: Match to **P2**  
All sides painted, with matte-finish clear-coat, all surfaces.  
Ease side edges.

DR200-260

3/8" thick Acrylic with matte finish, Paint to match **P2** matte-finish clear-coat, finish all surfaces.

DR300

Base Mount Stand Aluminum Face  
Paint: Match to **P2**

### ACCENT MODULE

- C1** 3/16" thick Accent Module  
Paint: Match to **P3**  
All sides painted, with matte-finish clear-coat, all surfaces.  
Ease side and bottom edges.

- E** 1/16" thick Backer Panel. (not shown)  
8" x 1'-1 3/4" panel size.  
All other sides painted to match **P7 (Black)**.

- D** 1/16" thick VHB tape on the backside of Backer Panel, mount to the wall or mounting plate.

DR110

- F** Mounting Plate size varies per each sign type. Overall dimensions should be 1/2" smaller on all sides in relation to overall sign type size.

Pre-drill holes into 1/16" aluminum Mounting Plate, Attach to wall with mechanical fasteners. VHB tape the E Backer Panel direct to plate behind.

DR200-260

Wall Mounting Plate Soffit Mount Only  
Overall dimensions should be 1/2" smaller on all sides in relation to overall sign type size.

Pre-drill holes into 1/16" aluminum Mounting Plate, Attach to wall with mechanical fasteners. VHB tape the Backer Panel direct to plate behind.

- B2** Extrusion  
Paint: Match to **P2**

DR200-260

- C** 3/8" thick Acrylic  
Paint to match **P3** matte-finish clear-coat, finish all surfaces.

- D1** Free standing base  
Paint: Match to **P4 (Black)**

- D2** Top of sign  
Paint: Match to **P2**

- E1** 3/4"x 3/4" square aluminum bar stock welded at the corners to create a frame like structure. Attach to F behind with industrial adhesive.  
Paint: To Match **P7**

- E2** 3/4"x 3/4" square aluminum bar stock welded at the corners to create a frame like structure.  
Paint: To Match **P7**

- G** 3/4" alum. rod, painted  
Paint: To Match **P6**  
Note: Height varies per installation location.

- H** 1/8" alum mounting plate,  
Paint: To Match **P6**

## Behavioral Health

- BH1** Pre-drill holes into face side of modules. Countersunk tamper proof screws secured through holes on the face of each module, (see screw location on the following page)  
Screwhead to be painted to match module color.  
**(P1,P2,P3)**  
Screws should not interfere with ADA components or messaging on Primary Module.

## Specifications INF

### BRAND MODULE

**A1** INF100-110  
3/16" thick Brand Module Acrylic panel  
Paint: Match to **P1**  
All sides painted, with matte-finish clear-coat, all surfaces, ease top and side edges .

INF200  
Brand Module  
Paint: Match to **P1**  
All sides painted, with matte-finish clear-coat, all surfaces.

### PRIMARY MODULE

**B1** INF100-110  
3/16" Acrylic panel  
Paint: Match to **P2**  
All sides painted, with matte-finish clear-coat, all surfaces, ease side edges.

INF200  
LCD Monitors.  
Recommended monitors Planar ClearTouch 32" PT3285PW  
The monitors require 1-2" ventilation space.

NOTE: Monitor faces are flush with chassis face or slightly recessed.

NOTE: All functional touch points on the screen must occur within the lower half of the monitor to meet all ADA requirements.

**B2** 1/16" Clear Acrylic Panel with matte finish, ease side edges.

**B3** 1/16" Acrylic backer plate  
Paint: Match to **P2**  
All sides painted, with matte-finish clear-coat, all surfaces, ease side edges

**B4** 1/16" thick spacers  
1/4" tall between panels  
Paint to match **P2**  
Note: only where detailed on drawing

### ACCENT MODULE

**C** 3/16" Acrylic panel  
Paint: Match to **P3**  
All sides painted, with matte-finish clear-coat, all surfaces, ease side edges.

### BACKER PANEL

**E** 1/16" thick Backer Panel.  
All other sides painted to match **P7 (Black)**.

**D** 1/16" thick VHB tape on the backside of Backer Panel, mount to the wall or mounting plate.

INF100-110  
**F** Mounting Plate size varies per each sign type. Overall dimensions should be 1/2" smaller on all sides in relation to overall sign type size.

Pre-drill holes into 1/16" aluminum Mounting Plate, Attach to wall with mechanical fasteners. VHB tape the E Backer Panel direct to plate behind.

INF200  
Aluminum brackets /angles are secured through backer panel to wall around perimeter of chassis. Chassis is fitted over brackets and back panel and secured with counter-sunk mechanical fasteners on the top and bottom of the chassis. Brackets and interior of cabinet painted to match **P2**. Chassis is removable to allow access to monitor.

NOTE: Monitor is mounted flush to wall. It's face is flush to chassis face or slightly recessed. Dimensions shown will vary if alternative monitor and mount is specified.

**A** Aluminum display chassis mounted to wall. Chassis is removable to allow access to monitor.

**C1** 1/16" clear acrylic front panel with matte finish. Band silk screened second surface  
Print to match **P2**.

**C2** 1/8" Acrylic backer panel face.  
Paint to match **P3**.

**C3** Paper insert, provided by others.

**C4** 1/16" Clear Acrylic Panel with matte finish, on second surface to conceal C4 spacers, Paint to match **P3** ease side edges.

**C5** 1/16" thick spacers, 1/8" tall between front & back pane  
Silk screened sub-surface to match **P2**.