Tulane

Campus Signage Standards

DRAFT ONLY

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The Office of Campus Planning
Tulane University
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COLORS AND TYPEFACES

The standardized exterior sign system employs three colors: Tulane green, bone, and tomato red. The main body of the sign is Tulane green with bone lettering. The hairline that underscores Tulane is in tomato red. Times Roman is the official Tulane University typeface. It shall be used when writing "Tulane University" on any sign. Helvetica Light is used for all other text on signs. These typefaces shall be used to maintain consistency in the quality of sign design.

These colors and typeface specifications shall be used for all exterior signs on campus. Size of the text will vary depending on the size of the sign. All signs must be approved by the Office of Campus before installation. Any sign not fitting one of the following categories shall be designed by the Office of Campus Planning.

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Tulane University does not have a comprehensive policy regarding campus signage. There are many different types of signs on campus but no attempt has been made to coordinate the designs of these signs to each other. Displays of different colors, lettering styles, formats, construction materials, and mounting devices provide a very unorganized impression.

Signs on campus should be clear enough to direct and inform visitors through the university. Campus directories at the main entrances to the university should present an attractive greeting to visitors. A visually coordinated building and direction system should complement the entrance by making a strong impression and provide easy to understand information. Signs should present a uniform appearance on campus. Some signs, like reserved parking, need not be enormous to overwhelm an area. A small sign would suffice just as well and may add to the quality of landscape. Lettering styles and colors shall be consistent.

Signs are a critical element to the image of Tulane University. First time visitors and potential recruits look for these signs for information and support. If these signs are old, unattractive, or confusing, the first impression of the University is negative. Signs that are eye catching and organized can reflect the ambiance and character of the University and contribute significantly to image and first impressions.

The following signage standards shall be adopted for all campus signage in order to foster a positive image of Tulane University and a better organized campus landscape. These signs shall be reviewed for quality of appearance and content every June.
CAMPUS IDENTIFICATION SIGN

Campus Identification Signs are located at all major entrances to the University. This sign identifies the campus precinct and bears the name "TULANE UNIVERSITY". These signs are 2'-6" x 5'-6" base mounted modules on a 12" fibercrete base.

Campus Identification Sign.

Gibson Circle - Existing sign to be replaced.
CAMPUS DIRECTORIES

The campus directory exhibits a numbered map of the campus and a corresponding legend. These 36" x 72" signs are designed to assist visitors with finding their way on Tulane's campus; therefore, sign placement is very important. Campus directories should be located at the main entrances and should present an attractive greeting to visitors.
Building Identification Signs identify the name of the building and shall be located near all major building entrances. The main panel of the sign reads Tulane (Newcomb College Campus), the name of the building, and the building number. Buildings belonging to Newcomb College Campus shall be designated with the name written in italics below “Tulane”. Vinyl bone color letters are used on a 2’0” x 4’0” Tulane green post and panel sign with a tomato red hairline under Tulane. Because extensive lettering on an exterior sign can be difficult to read and often confusing, only the major academic department names and the names of departments that are of interest to the public shall be displayed below the sign. This will be done using 1” letters on a 1.5” panel strip which can be easily removed to allow for changes. Departments should direct students and visitors to their location by the building name.

If this method for determining which names appear on the Building Identification Signs becomes too vague, then only the College names shall be listed on the sign. All other information shall be listed on a directory inside the building. Also, department locations can be obtained from either the campus directories or directions from departments.

In the case of grey areas, the Vice President for Business and Campus Development shall have the final verdict in determining which names will appear on the building identification signs.
ARCHITECTURAL BUILDING IDENTIFICATION SIGN

Ideally, Building Identification Signs are incorporated into the architecture over the main entrance, since most people look to a building's facade for its name. When this form of building identification has been neglected, individual architectural or engraved letters can be added to a building's exterior. Available in many different styles and finishes, the letters will be selected for optimal visibility and compatibility with the architecture. The size of the letters will also be determined by visibility and space restrictions.
TRAFFIC AND REGULATION SIGNS

Traffic Signs include all signs that deal with traffic control and street identification names. Traffic signs (STOP signs, speed limit, ONE WAY signs) must follow government standards on what is required to display for traffic signs. These signs shall be mounted on the Tulane green post and panel sign using one post on the side furthest from the street with a one and a half inch border around the sign. The size, shape, and height of the sign shall depend on the traffic sign.

Regulation signs include Restricted Area, Restricted Parking, and Reserved Parking signs. The regulatory signs shall be constructed of two separate pieces mounted to a 2" x 2" x 5' Tulane green aluminum post. The top piece (12" x 12") states the restriction while the bottom piece (5" x 12") states the violation information. Listing this information on a separate piece allows for changes in fines and warnings. These signs can either be Tulane green with "Tulane" in bone Times New Roman, the hairline in tomato red, and the message in bone Helvetica or a bone color background with the red hairline and "Tulane" in Tulane green Times New Roman and the message in Tulane green Helvetica.
BUILDING INFORMATION SIGNS

Information describing the departments or functions of the building shall be located in the interior directories of buildings, not on the exterior. Exceptions to this will be made in cases where the space is highly accessible to the public. In these cases, the first priority will be to apply 2" white Helvetica style letters to the doors and second to mount a fiberglass plaque to the exterior of the building.

Miscellaneous Building Information Signs:

A fiberglass plaque shall be used to inform occupants of building codes or laws such as "No Smoking". These signs shall be located outside the entrance to all buildings where the laws apply.
Room Identification Signs

Room Identification Signs shall be used to display the room number and function. Each sign shall be consistent throughout each building, but not necessarily throughout campus. Exceptions for special cases evaluated by the Office of Campus Planning can be made, however, the room number and braille bar must be incorporated.

The general specifications shall be 5" x 7" but may vary depending on the location and information presented. The typeface shall be Helvetica Light for all interior signs and the color may vary from building to building.
OTHER CAMPUS SIGNS

Two styles of signs will be utilized for signs not fitting the above descriptions. One style shall consist of a 12" x 18" or 18" x 24" aluminum panel sign with a center post of 2" or 3" in diameter. The second style shall use the post and panel system with a 2" x 2" post and an 18" x 24" panel. Both of these signs shall show Tulane in bone Times New Roman, the tomato red hairline, and the description in bone Helvetica letters on the Tulane green background. All signs must be approved by the Office of Campus Planning before it is manufactured to maintain a consistency across campus.