SECTION F: BUILDING IDENTIFICATION

ID10 SERIES  BUILDING IDENTIFICATION
ID20 SERIES  BUILDING IDENTIFICATION
ID30 SERIES  BUILDING IDENTIFICATION
ID40 SERIES  BUILDING IDENTIFICATION
ID50 SERIES  BUILDING IDENTIFICATION
ID60 SERIES  BUILDING IDENTIFICATION

Some building identification signs were implemented prior to the completion of this Universitywide Standard. These signs have been documented and are represented in this section. There are some building identification signs that are unique to the Health Science campus and can be found in Section J of this manual.
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ID10 Series Overview

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

Sign Selection Process

Below are the following steps for selecting the correct building identification for your needs.

A. Determine the building name to be identified on the sign.
B. Determine placement and visibility needs of the sign.
C. Determine message lengths and character (letter) counts for each message. Are your messages 1, 2 or 3 lines long?
D. Select from the typical module heights based on previous steps. See graphic layout pages for sample typographic layouts.
E. Review graphic don’ts to ensure proper selection.

ID10 SERIES:

<table>
<thead>
<tr>
<th></th>
<th>ID11</th>
<th>ID12</th>
<th>ID13</th>
</tr>
</thead>
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<tr>
<td>BUILDING ID: SINGLE MESSAGE</td>
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<td>X</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>BUILDING ID: SINGLE MESSAGE WITH AMBULANCE/EMERGENCY</td>
<td>X</td>
<td>N/A</td>
<td>N/A</td>
</tr>
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</table>

Questions? Please contact xxxxx
Guidelines

- Identify buildings at a pedestrian scale using the full name and address. One building is to be identified per sign. The exception would be existing buildings that are connected and share a common entrance.
- Reinforce the brand equity in the built environment with accent color and Rutgers seal.
- Use as a single-sided or double-sided sign. Message standards apply to both sides of sign.
- Signs should be located in close proximity to primary building entrance or pedestrian path.
- No abbreviations are to be used for building names.
- Do not rearrange panel order.

Helpful Hints

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

Configurations

Full length filler panels are used for single side signs only. (not shown)
Stop panel below grade line. (not shown)

---

**PART COUNTS**

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<thead>
<tr>
<th>CONFIGURATION 1:</th>
<th>CONFIGURATION 2:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SINGLE SIDED</td>
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<tr>
<td>A POST CAP</td>
<td>2</td>
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<td>* B SIGN POST</td>
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<tr>
<td>C PNL.1</td>
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<td>H FP_3</td>
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</tr>
<tr>
<td>J FP_6</td>
<td>4</td>
</tr>
</tbody>
</table>

* The custom sign post extrusion is Rutgers owned and must be used. No substitutions allowed.

For specification and ordering purposes, contact EMS Delaware;

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

A Post Cap
1/8” thk. Pre-punched and painted aluminum post cap, mechanically fastened w/ tamper-resistant, spanner-head screws.
Paint all sides: P4.

B Sign Post
Rutgers owned custom, extruded sign post w/inset grooves for ease of panel install and removal.
Paint all sides: P4.
All drilled holes to be weather-proofed for water and environmental considerations.
*See post extrusion spec. information on Parts sheet.

C PNL.1
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive.
Paint all sides: P1.
*Use one panel only for single sided sign.

D FP_1
1/8” thk. Painted aluminum filler panel.
Paint all sides: P1.

E PNL.2
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive.
Paint all sides: P2.
*Use one panel only for single sided sign.

F PNL.3
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive.
Paint all sides: P3.
*Use one panel only for single sided sign.

For typography, finish/material and symbol specifications refer to Manual Part 2, Section A: Graphic Standards.
ID11: Configuration 2

3/4" = 1'-0"

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

Specifications

G PNL.4
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P2.
‘Use one panel only for single sided sign.

H PNL.6
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P4.
‘Use one panel only for single sided sign.

I FP.2
‘Use only for single sided signs.

J FP.3
‘Use only for single sided signs.

K FP.S
‘Use only for single sided signs.

L Concrete Footer / Pad
Minimum 3'-0”d. concrete footer. Each footer to conform to engineering requirements and appropriate wind-loads for individual structure. Footer to be below grade and landscaping, by others, where necessary.

M Concrete Sidewalk
If sign is located at sidewalk, remove sidewalk square, pour footer below sidewalk and repour sidewalk square.
**Specifications**

**A Post Cap**
1/8” thk. Pre-punched and painted aluminum post cap, mechanically fastened w/ tamper-resistant, spanner-head screws.
Paint all sides: P4.

**B Sign Post**
Rutgers owned custom, extruded sign post w/inset grooves for ease of panel install and removal.
Paint all sides: P4.
All drilled holes to be weather-proofed for water and environmental considerations.
See post extrusion spec. information on Parts sheet.

**C PNL.1**
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive.
Paint all sides: P1.

**D FP_1**
1/8” thk. Painted aluminum filler panel.
Paint all sides: P1.

**E PNL.2**
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive.
Paint all sides: P2.

**F PNL.3**
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive.
Paint all sides: P3.

**G PNL.4**
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive.
Paint all sides: P2.

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

H PNL.6
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P4.

I FP_2

J FP_3

L Concrete Footer / Pad
Minimum 3'-0" d. concrete footer. Each footer to conform to engineering requirements and appropriate wind-loads for individual structure. Footer to be below grade and landscaping, by others, where necessary.

M Concrete Sidewalk
If sign is located at sidewalk, remove sidewalk square, pour footer below sidewalk and repour sidewalk square.

N Expansion Joint
To accommodate concrete expansion and contraction.

O Sand
Compacted sand for condensation drainage per engineering requirements.

P Attachment Bracket
Rutgers owned custom extruded bracket cut to match height of aluminum plate. Permanently mount to back of plate. *See post extrusion spec. information on Parts sheet.

Q Sign Panel Plate
1/8" Thk. aluminum plate cut to dimensions shown in elevations.
Specifications

A RU_Seal.png
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: V5.

B Copy
11/2" X-cap Height.
Type: T1.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: V1.

C Copy
1" X-cap Height.
Type: T2.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: V2.

D Copy
11/2" X-cap Height.
Type: T2.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: V3.

For typography, finish/material and symbol specifications refer to Manual Part 2, Section A: Graphic Standards.
**Single Line Message**
Up to
Three Line Message
Up to Two Line Message

**PNL.2 – Variation**
3/4" = 1'-0"
Use for up to three messages.

**PNL.2 – Variation**
3/4" = 1'-0"
Use for up to four messages.

**PNL.4 (max. message)**
1" = 1'-0"
PARTS

Helpful Hints

• Keep in mind the transportation path of the user when locating and specifying exterior identification signs.

• Refer to all appropriate state and local codes, as needed, for sign compliance including, but not limited to zoning, ADAAG, MUTCD, etc.

• Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

Guidelines

• Identify buildings at a pedestrian scale using the full name and address. One building is to be identified per sign. The exception would be existing buildings that are connected and share a common entrance.

• Reinforce the brand equity in the built environment with accent color and Rutgers seal.

• Use as a single-sided or double-sided sign. Message standards apply to both sides of sign.

• Signs should be located in close proximity to primary building entrance or pedestrian path.

• No abbreviations are to be used for building names.

• Do not rearrange panel order.

Questions? Please contact xxxxx
### Specifications

**A Post Cap**  
1/8” thk. Pre-punched and painted aluminum post cap, mechanically fastened w/ tamper-resistant, spanner-head screws. Paint all sides: **P4**.

**B Sign Post**  
Rutgers owned custom, extruded sign post w/inset grooves for ease of panel install and removal. Paint all sides: **P4**.  
All drilled holes to be weather-proofed for water and environmental considerations.

*See post extrusion spec. information on Parts sheet.*

**C PNL1**  
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P1**.  
*Use one panel only for single sided sign.*

**D FP_1**  
1/8” thk. Painted aluminum filler panel.  
Paint all sides: **P1**.

**E PNL_4**  
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P2**.  
*Use one panel only for single sided sign.*

**F PNL_3**  
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: **P3**.  
*Use one panel only for single sided sign.*

**G FP_4**  
1/8” thk. Painted aluminum filler panel.  
Paint all sides: **P1**.

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

H FP_3
1/8" thk. Painted aluminum filler panel.
Paint all sides: P1.
*Use only for single sided signs.

I FP_S
1/8" thk. Painted aluminum filler panel.
Paint all sides: P1.

J Concrete Footer / Pad
Minimum 3'-0"d. concrete footer. Each footer to conform to engineering requirements and appropriate wind-loads for individual structure. Footer to be below grade and landscaping, by others, where necessary.

K Concrete Sidewalk
If sign is located at sidewalk, remove sidewalk square, pour footer below sidewalk and repour sidewalk square.
Specifications

A Post Cap
1/8” thk. Pre-punched and painted aluminum post cap, mechanically fastened w/ tamper-resistant, spanner-head screws. Paint all sides: P4.

B Sign Post
Rutgers owned custom, extruded sign post w/inset grooves for ease of panel install and removal. Paint all sides: P4. All drilled holes to be weather-proofed for water and environmental considerations. See post extrusion spec. information on Parts sheet.

C PNL.1
Painted aluminum panel w/applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P1.

D FP_1

E PNL.4
Painted aluminum panel w/applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P2.

F PNL.3
Painted aluminum panel w/applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P3.

G FP_2

H FP_3

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

**J Concrete Footer / Pad**
Minimum 3'-0" d. concrete footer. Each footer to conform to engineering requirements and appropriate wind-loads for individual structure. Footer to be below grade and landscaping, by others, where necessary.

**K Concrete Sidewalk**
If sign is located at sidewalk, remove sidewalk square, pour footer below sidewalk and repour sidewalk square.

**L Expansion Joint**
To accommodate concrete expansion and contraction.

**M Sand**
Compacted sand for condensation drainage per engineering requirements.

**N Attachment Bracket**
Rutgers owned custom extruded bracket cut to match height of aluminum plate. Permanently mount to back of plate.

*See post extrusion spec. information on Parts sheet.*

**O Sign Panel Plate**
1/8" Thk. aluminum plate cut to dimensions shown in elevations.

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**Partial Horizontal Section**

**Plan Elevation at Sidewalk**

**Vertical Section: Concrete Footer**

**Vertical Section: Concrete Footer**

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**SECTION F: BUILDING IDENTIFICATION**
**Specifications**

A **RU_Sea.lps**
- Artwork provided by client.
- Apply to front surface of panel.
- Applied Vinyl: V5.

B **Copy**
- 11/2" X-cap Height.
- Type: T1.
- Tracking: +25.
- Apply to front surface of panel.

C **Copy**
- 1" X-cap Height.
- Type: T2.
- Tracking: +25.
- Apply to front surface of panel.

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

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**GRAPHIC LAYOUTS**

**PNL.1**
- 1" = 1'-0"
- 3" = 2'-0": maximum copy length
- Up to Four
- Four Line Message
- Maximum

**PNL.3 (max. message)**
- 1" = 1'-0"
- Up to Two
- Line Message
- Up to Two
- Line Message

**PNL.4 (max. message)**
- 1" = 1'-0"
- Use for up to two messages.

**GRAPHIC DONT’S**

- No more than **FOUR** lines per message panel.
- No more than **TWO** messages per panel.
- Do NOT use white or grey panel variation as shown.
- Do NOT use more panels than shown on parts page.
- Do NOT re-arrange panel order.
- Panels MUST match 27" baseline.
**Uses**

- Identify buildings at a pedestrian scale using the full name and address. One building is to be identified per sign. The exception would be existing buildings that are connected and share a common entrance.
- Reinforce the brand equity in the built environment with accent color and Rutgers seal.
- Use as a single-sided or double-sided sign. Message standards apply to both sides of sign.
- Signs should be located in close proximity to primary building entrance or pedestrian path.
- No abbreviations are to be used for building names.
- Do not rearrange panel order.

**Helpful Hints**

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

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**PART COUNTS**

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<tr>
<th>PART</th>
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<tbody>
<tr>
<td>A POST CAP</td>
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<tr>
<td>B SIGN POST</td>
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<td>2</td>
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<td>C PNL.1</td>
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<td>D FP.1</td>
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<tr>
<td>I FP.5</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

* The custom sign post extrusion is Rutgers owned and must be used. No substitutions allowed.

For specification and ordering purposes, contact EMS Delaware:

231 Executive Drive Suite 11
Newark, DE 19702 USA

Toll Free: 800-863-1496
Local Phone: 302-391-1370
Fax: 302-391-1371
Website: www.EasternMetal.com
Email: info@easternmetal.com
Specifications

A Post Cap
1/8” thk. Pre-punched and painted aluminum post cap, mechanically fastened w/ tamper-resistant, spanner-head screws. Paint all sides: P4.

B Sign Post
Rutgers owned custom, extruded sign post w/inset grooves for ease of panel install and removal. Paint all sides: P4.
All drilled holes to be weather-proofed for water and environmental considerations.
*See post extrusion spec. information on Parts sheet.

C PNL.1
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P1.
*Use one panel only for single sided sign.

D FP_1

E PNL.5
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P2.
*Use one panel only for single sided sign.

F PNL.3
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P3.
*Use one panel only for single sided sign.

G FP_4

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

| FP_S | 1/8” thk. Painted aluminum filler panel. Paint all sides: P1. |
| J | Concrete Footer / Pad Minimum 3'-0”d. concrete footer. Each footer to conform to engineering requirements and appropriate wind-loads for individual structure. Footer to be below grade and landscaping, by others, where necessary. |
| K | Concrete Sidewalk If sign is located at sidewalk, remove sidewalk square, pour footer below sidewalk and repour sidewalk square. |
Specifications

**A. Post Cap**
1/8” thk. Pre-punched and painted aluminum post cap, mechanically fastened w/ tamper-resistant, spanner-head screws. 
Paint all sides: **P4**.

**B. Sign Post**
Rutgers owned custom, extruded sign post w/inset grooves for ease of panel install and removal.
Paint all sides: **P4**.
All drilled holes to be weather-proofed for water and environmental considerations.
*See post extrusion spec. information on Parts sheet.*

**C. PNL.1**
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. 
Paint all sides: **P1**.
*Use one panel only for single sided sign.*

**D. FP.1**
1/8” thk. Painted aluminum filler panel.
Paint all sides: **P1**.

**E. PNL.2**
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. 
Paint all sides: **P2**.
*Use one panel only for single sided sign.*

**F. PNL.3**
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. 
Paint all sides: **P3**.
*Use one panel only for single sided sign.*

**G. FP.2**
1/8” thk. Painted aluminum filler panel.
Paint all sides: **P1**.

Component Parts / Assembly

Finished Sign

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

**H**
PNL.5
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P2
*Use one panel only for single sided sign.*

**I**
FP_7
*Use only for single sided signs.*

**J**
FP_S

**K**
Concrete Footer / Pad
Minimum 3'-0”d. concrete footer. Each footer to conform to engineering requirements and appropriate wind-loads for individual structure. Footer to be below grade and landscaping, by others, where necessary.

**L**
Concrete Sidewalk
If sign is located at sidewalk, remove sidewalk square, pour footer below sidewalk and repour sidewalk square.

**M**
Expansion Joint
To accommodate concrete expansion and contraction.

**N**
Sand
Compacted sand for condensation drainage per engineering requirements.

**O**
Attachment Bracket
Rutgers owned custom extruded bracket cut to match height of aluminum plate. Permanently mount to back of plate.
*See post extrusion spec. information on Parts sheet.*

**P**
Sign Panel Plate
1/8” Thk. aluminum plate cut to dimensions shown in elevations.
Specifications

A RU_SeaIe.png
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: V5.

B Copy
1 1/2” X-cap Height.
Type: T1.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: V1.

C Copy
1” X-cap Height.
Type: T2.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: V2.

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

GRAPHIC LAYOUTS

No more than FOUR lines per message panel.
No more than TWO destinations per message panel.
Do NOT use white or grey panel variation for PNL.x or PNL.x.
Do NOT use more than one destination or address panel.
Do NOT re-arrange panel order.
Panels MUST match 27” baseline.
SECTION F:
ID20 SERIES

SUB-SECTION
ID20 Series - Building Identification

ID10 Series Overview

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

Sign Selection Process

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

A. Determine the number of messages you require.

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

C. Select from the typical module heights based on previous steps. See graphic layout pages for Sample Typographic Layouts.

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

ID20 SERIES:

<table>
<thead>
<tr>
<th></th>
<th>ID21 Config. 1</th>
<th>ID21 Config. 2</th>
<th>ID22 Config. 1</th>
<th>ID22 Config. 2</th>
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<td>N/A</td>
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<td>BUILDING ID: SINGLE MESSAGE WITH ARROW</td>
<td>N/A</td>
<td>X</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>BUILDING ID: DOUBLE MESSAGE</td>
<td>N/A</td>
<td>N/A</td>
<td>X</td>
<td>N/A</td>
</tr>
<tr>
<td>BUILDING ID: DOUBLE MESSAGE WITH ARROW</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>X</td>
</tr>
</tbody>
</table>

Questions? Please contact xxxxx
**Guidelines**

- To identify buildings at a vehicular scale using the full name and address.
- Signs should identify buildings by name.
- Reinforce the brand equity in the built environment with accent color & Rutgers seal.
- Use as a single-sided or double-sided sign. Message standards apply to both sides of sign.
- Signs should be located at primary driveway entrances and are to be seen from the main path of vehicular travel. An arrow may be needed for clarification.
- No abbreviations are to be used for building names.
- Do not rearrange panel order.

**Helpful Hints**

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

---

**PART COUNTS**

<table>
<thead>
<tr>
<th>Configuration 1:</th>
<th>Single Sided</th>
<th>Double Sided</th>
</tr>
</thead>
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<tr>
<td>A POST CAP</td>
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<td>2</td>
</tr>
<tr>
<td>B SIGN POST</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>C PNL.1</td>
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</tr>
<tr>
<td>D FF.1</td>
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<table>
<thead>
<tr>
<th>Configuration 2:</th>
<th>Single Sided</th>
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<tbody>
<tr>
<td>A POST CAP</td>
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<td>2</td>
</tr>
<tr>
<td>B SIGN POST</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>C PNL.1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>D FF.1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>E PNL.2</td>
<td>1</td>
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<td>F PNL.3</td>
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<tr>
<td>G FF.2</td>
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<td>H FF.3</td>
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</tr>
<tr>
<td>I FF.5</td>
<td>4</td>
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</tbody>
</table>

* The custom sign post extrusion is Rutgers owned and must be used. No substitutions allowed.

For specification and ordering purposes, contact EMS Delaware:

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

A Post Cap

B Sign Post
Rutgers owned custom, extruded sign post w/inset grooves for ease of panel install and removal. Paint all sides: P4. All drilled holes to be weather-proofed for water and environmental considerations. *See post extrusion spec. information on Parts sheet.

C PNL1
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P1. *Use one panel only for single sided sign.

D FP_1

E PNL2
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P2. *Use one panel only for single sided sign.

F PNL3
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P3. *Use one panel only for single sided sign.

G FP_2

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

**H FP_3**
1/8” thk. Painted aluminum filler panel. Paint all sides: P1. *Use only for single sided signs.*

**I FP_S**

**J Concrete Footer / Pad**
Minimum 3'-0”d. concrete footer. Each footer to conform to engineering requirements and appropriate wind-loads for individual structure. Footer to be below grade and landscaping, by others, where necessary.

**K Concrete Sidewalk**
If sign is located at sidewalk, remove sidewalk square, pour footer below sidewalk and repour sidewalk square.
Specifications

A Post Cap
1/8” thk. Pre-punched and painted aluminum post cap, mechanically fastened w/ tamper-resistant, spanner-head screws. Paint all sides: P4.

B Sign Post
Rutgers owned custom, extruded sign post w/inset grooves for ease of panel install and removal. Paint all sides: P4. All drilled holes to be weather-proofed for water and environmental considerations. *See post extrusion spec. information on Parts sheet.

C PNL.1
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P1.

D FP_1

E PNL.2
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P2.

F PNL.3
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P3.

G FP_2

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

H  FP_3
1/8" thk. Painted aluminum filler panel.
Paint all sides: P1.
*Use only for single sided signs.

J  Concrete Footer / Pad
Minimum 3'-0"d. concrete footer. Each footer to conform to engineering requirements and appropriate wind-loads for individual structure. Footer to be below grade and landscaping, by others, where necessary.

K  Concrete Sidewalk
If sign is located at sidewalk, remove sidewalk square, pour footer below sidewalk and repour sidewalk square.

L  Expansion Joint
To accommodate concrete expansion and contraction.

M  Sand
Compacted sand for condensation drainage per engineering requirements.

N  Attachment Bracket
Rutgers owned custom extruded bracket cut to match height of aluminum plate. Permanently mount to back of plate.
*See post extrusion spec. information on Parts sheet.

O  Sign Panel Plate
1/8" Thk. aluminum plate cut to dimensions shown in elevations.
Specifications

A RU_Seal.eps
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: V5

B Copy
3” X-cap Height.
Type: T1.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: V1.

C Copy
2” X-cap Height.
Type: T2.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: V2.

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

## CONFIGURATION 1:

<table>
<thead>
<tr>
<th>Part</th>
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<th>Double Sided</th>
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<tr>
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<td>2</td>
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<tr>
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## CONFIGURATION 2:

<table>
<thead>
<tr>
<th>Part</th>
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<th>Double Sided</th>
</tr>
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<td>A POST CAP</td>
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<tr>
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<td>2</td>
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<td>D FP_1</td>
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<tr>
<td>F PNL.3</td>
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<td>0</td>
</tr>
<tr>
<td>I FP_5</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

* The custom sign post extrusion is Rutgers owned and must be used. No substitutions allowed.

---

## Guidelines

- To identify buildings at a vehicular scale using the full name and address.
- Signs should identify buildings by name.
- Reinforce the brand equity in the built environment with accent color & Rutgers seal.
- Use as a single-sided or double-sided sign. Message standards apply to both sides of sign.
- Signs should be located at primary driveway entrances and are to be seen from the main path of vehicular travel. An arrow may be needed for clarification.
- No abbreviations are to be used for building names.
- Do not rearrange panel order.

---

## Helpful Hints

- Keep in mind the transportation path of the user when locating and specifying exterior identification signs.
- Refer to all appropriate state and local codes, as needed, for sign compliance including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.
### Specifications

**A Post Cap**
1/8” thk. Pre-punched and painted aluminum post cap, mechanically fastened w/ tamper-resistant, spanner-head screws. Paint all sides: P4.

**B Sign Post**
Rutgers owned custom, extruded sign post w/inset grooves for ease of panel install and removal. Paint all sides: P4.
All drilled holes to be weather-proofed for water and environmental considerations.
*See post extrusion spec. information on Parts sheet.

**C PNL.1**
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P1.
*Use one panel only for single sided sign.

**D FP_1**

**E PNL.4**
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P2.
*Use one panel only for single sided sign.

**F PNL.3**
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P3.
*Use one panel only for single sided sign.

**G FP_2**

---

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

**H FP_3**

**I FP_S**

**J Concrete Footer / Pad**
Minimum 3'-0" d. concrete footer. Each footer to conform to engineering requirements and appropriate wind-loads for individual structure. Footer to be below grade and landscaping, by others, where necessary.

**K Concrete Sidewalk**
If sign is located at sidewalk, remove sidewalk square, pour footer below sidewalk and repour sidewalk square.
Specifications

A Post Cap

B Sign Post
Rutgers owned custom, extruded sign post w/inset grooves for ease of panel install and removal. Paint all sides: P4. All drilled holes to be weather-proofed for water and environmental considerations. See post extrusion spec. information on Parts sheet.

C PNL.1
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P1.

D FP_1

E PNL.4
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P4.

F PNL.3
Painted aluminum panel w/ applied vinyl graphics. Custom extruded panel attachment to be mounted to back of panel w/ hi-bond adhesive. Paint all sides: P3.

G FP_2

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

I FP_3
*Use only for single sided signs.

J Concrete Footer / Pad
Minimum 3'-0"d. concrete footer. Each footer to conform to engineering requirements and appropriate wind-loads for individual structure. Footer to be below grade and landscaping, by others, where necessary.

K Concrete Sidewalk
If sign is located at sidewalk, remove sidewalk square, pour footer below sidewalk and repour sidewalk square.

L Expansion Joint
To accommodate concrete expansion and contraction.

M Sand
Compacted sand for condensation drainage per engineering requirements.

N Attachment Bracket
Rutgers owned custom extruded bracket cut to match height of aluminum plate. Permanently mount to back of plate.
*See post extrusion spec. information on Parts sheet.

O Sign Panel Plate
1/8" Thk. aluminum plate cut to dimensions shown in elevations.
Specifications

A RU_Seal.eps
Artwork provided by client.
Apply to front surface of panel.
Applied Vinyl: V5.

B Copy
3” X-cap Height.
Type: T1.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: V1.

C Copy
2” X-cap Height.
Type: T2.
Tracking: +25.
Apply to front surface of panel.
Applied Vinyl: V2.

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

Up to Two Line Message

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

3" = 3'-0"

3'-3" maximum copy length

BUILDING ADDRESS

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

3" = 3'-0"

3'-3" maximum copy length

Do NOT use white or grey panel variation for PNL.x or PNL.x.
Do NOT use more than one destination or address panel.
Do NOT re-arrange panel order.
Panels MUST match 27" baseline.

No more than FOUR lines per message panel.
No more than TWO destinations per message panel.

SECTION F: BUILDING IDENTIFICATION
SECTION F: ID30 SERIES
ID30 Series - Building Identification

ID30 Series Overview
Recommended sign type configurations shown. Additional module configurations must be approved by Rutgers University Environmental Graphics Coordinator & or Department of Facilities, Planning and Development.

Sign Selection Process
Below are the following steps for selecting the correct building identification plaque for your needs.

A. Analyze location and determine if the building lies within Rutgers University property.

B. Determine placement and visibility needs based on location of ID10/20 Series, existing condition and primary and secondary entrances.

C. Determine messing lengths.

D. Select from typical module.

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

<table>
<thead>
<tr>
<th>ID30 SERIES:</th>
<th>BUILDING NAME</th>
<th>BUILDING NAMES</th>
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</thead>
<tbody>
<tr>
<td>ADJACENT TO CAMPUS</td>
<td>ID34</td>
<td>ID33</td>
</tr>
<tr>
<td>POST &amp; PANEL LOCATION REMOTE TO BUILDING</td>
<td>ID32</td>
<td>ID31</td>
</tr>
</tbody>
</table>
PARTS
ELEVATION DETAIL GRAPHIC LAYOUT

ID31
BUILDING IDENTIFICATION

Guidelines
- To identify a building’s primary and secondary entrances with its full name and address.
- Signs should identify buildings by name and include the Rutgers University building number.
- Reinforce the brand equity in the built environment with the red accent color.
- No abbreviations are to be used for building names.
- Do not rearrange panel order.

Helpful Hints
- Keep in mind the transportation path of the user when locating and specifying exterior identification signs.
- Refer to all appropriate state and local codes, as needed, for sign compliance including, but not limited to zoning, ADAAG, MUTCD, etc.
- Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

Questions? Please contact xxxxx

PART COUNTS

<table>
<thead>
<tr>
<th>ID31</th>
<th>SINGLE SIDED</th>
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<tbody>
<tr>
<td>A:  PNL.1</td>
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<tr>
<td>B:  PNL.2</td>
<td>1</td>
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SECTION F: BUILDING IDENTIFICATION

2F.43
Specifications

A PNL.1
1/4" thk. Painted aluminum panel w/ surface printed graphics. Paint all sides: P3.

D Header Band
Mask and Paint front, top and sides: P1.

C PNL.2
1/4" thk. Painted aluminum panel w/ surface printed graphics. Surface mount to building facade; determine best mounting method via site conditions survey. Paint all sides: P3.

D Install Mounting
Surface mount to building facade, fence or existing pole; determine best mounting method via site conditions survey. Height of sign varies based on field survey conditions. 5'-0" above grade is optimal.

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

A Sign Panel
1/8” thk. Painted aluminum w/ surface printed copy. Provide matte clear-coat, all surfaces.

B Pin-mount Attachment
Threaded rod drilled and tapped into back of cut-out form. Drill hole in wall surface and secure w/ hi-bond adhesive.

C Spacer
1/2” dia. x 1/4” d. Aluminum spacer w/ sandblasted edge returns. Provide matte clear-coat, all surfaces.

D Porous Wall Surface

E VHB Foam Tape Attachment
1/16” thk. Exterior grade VHB foam tape.

F Non-Porous Wall Surface
Specifications

A Copy
1" X-cap Height.
Type: \textbf{T1}.
Tracking: +25.
Surface Print: \textbf{S1},
with matte clear-coat.

B Copy
3/4" X-cap Height.
Type: \textbf{T1}.
Tracking: +25.
Surface Print: \textbf{S1},
with matte clear-coat.

C Copy
3/4" X-cap Height.
Type: \textbf{T2}.
Tracking: +25.
Surface Print: \textbf{S2},
with matte clear-coat.

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

- To identify a building’s primary and secondary entrances with its full name and address.
- Signs should identify buildings by name and include the Rutgers University building number.
- Reinforce the brand equity in the built environment with the red accent color.
- No abbreviations are to be used for building names.
- Do not rearrange panel order.

Helpful Hints

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

Questions? Please contact xxxxx

PART COUNTS

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<td>PNL.2</td>
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</table>

SECTION F: BUILDING IDENTIFICATION
Specifications

A PNL.3
1/4" thk. Painted aluminum panel w/ surface printed graphics. Paint all sides: P3.

B Header Band
Mask and Paint front, top and sides: P1.

C PNL.2
1/4" thk. Painted aluminum panel w/ surface printed graphics. Surface mount to building facade; determine best mounting method via site conditions survey. Paint all sides: P3.

D Install Mounting
Surface mount to building facade, fence or existing pole; determine best mounting method via site conditions survey. Height of sign varies based on field survey conditions. 5'-0" above grade is optimal.

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

**A Sign Panel**
1/8” thk. Painted aluminum w/ surface printed copy. Provide matte clear-coat, all surfaces.

**B Pin-mount Attachment**
Threaded rod drilled and tapped into back of cut-out form. Drill hole in wall surface and secure w/ hi-bond adhesive.

**C Spacer**
1/2” dia. x 1/4” d. Aluminum spacer w/ sandblasted edge returns. Provide matte clear-coat, all surfaces.

**D Porous Wall Surface**

**E VHB Foam Tape Attachment**
1/16” thk. Exterior grade VHB foam tape.

**F Non-Porous Wall Surface**

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

A Copy
1" X-cap Height.
Type: T1.
Tracking: +25.
Surface Print: S1,
with matte clear-coat.

B Copy
3/4" X-cap Height.
Type: T1.
Tracking: +25.
Surface Print: S1,
with matte clear-coat.

C Copy
3/4" X-cap Height.
Type: T2.
Tracking: +25.
Surface Print: S2,
with matte clear-coat.

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

- To identify a building’s primary and secondary entrances with its full name and address.
- Signs should identify buildings by name and include the Rutgers University building number.
- Reinforce the brand equity in the built environment with the red accent color.
- No abbreviations are to be used for building names.
- Do not rearrange panel order.

Helpful Hints

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

PART COUNTS

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</tr>
<tr>
<td>B</td>
<td>PNL.2</td>
</tr>
</tbody>
</table>

Questions? Please contact xxxxx
Specifications

A PNL.1
1/4” thk. Painted aluminum panel w/ surface printed graphics. Paint all sides: P3.

B Header Band
Mask and paint front, top and sides: P1.

C PNL.2
1/4” thk. Painted aluminum panel w/ surface printed graphics. Surface mount to building facade; determine best mounting method via site conditions survey. Paint all sides: P3.

D Install Mounting
Surface mount to building facade, fence or existing pole; determine best mounting method via site conditions survey. Height of sign varies based on field survey conditions. 5'-0" above grade is optimal.

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

A. Sign Panel
1/8” thk. Painted aluminum w/ surface printed copy. Provide matte clear-coat, all surfaces.

B. Pin-mount Attachment
Threaded rod drilled and tapped into back of cut-out form. Drill hole in wall surface and secure w/ hi-bond adhesive.

C. Spacer
1/2” dia. x 1/4” d. Aluminum spacer w/ sandblasted edge returns. Provide matte clear-coat, all surfaces.

D. Porous Wall Surface

E. VHB Foam Tape Attachment
1/16” thk. Exterior grade VHB foam tape.

F. Non-Porous Wall Surface
ID33
BUILDING IDENTIFICATION

Specifications

A Copy
1" X-cap Height.
Type: T1.
Tracking: +25.
Surface Print: S1, with matte clear-coat.

B Copy
3/4" X-cap Height.
Type: T1.
Tracking: +25.
Surface Print: S1, with matte clear-coat.

C Copy
3/4" X-cap Height.
Type: T2.
Tracking: +25.
Surface Print: S2, with matte clear-coat.

For typography, finish/material and symbol specifications refer to Manual Part 2, Section A: Graphic Standards.
Guidelines
• To identify a building’s primary and secondary entrances with its full name and address.
• Signs should identify buildings by name and include the Rutgers University building number.
• Reinforce the brand equity in the built environment with the red accent color.
• No abbreviations are to be used for building names.
• Do not rearrange panel order.

Helpful Hints
• Keep in mind the transportation path of the user when locating and specifying exterior identification signs.
• Refer to all appropriate state and local codes, as needed, for sign compliance including, but not limited to zoning, ADAAG, MUTCD, etc.
• Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

PART COUNTS

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</tr>
<tr>
<td>B PNL.2</td>
<td>1</td>
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</tbody>
</table>

Questions? Please contact xxxxx
Specifications

A PNL.3
1/4” thk. Painted aluminum panel w/ surface printed graphics. Paint all sides: P3.

B Header Band
Mask and Paint front, top and sides: P1.

C PNL.2
1/4” thk. Painted aluminum panel w/ surface printed graphics. Surface mount to building facade; determine best mounting method via site conditions survey. Paint all sides: P3.

D Install Mounting
Surface mount to building facade, fence or existing pole; determine best mounting method via site conditions survey. Height of sign varies based on field survey conditions. 5’-0” above grade is optimal.

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

A Sign Panel
1/8” thk. Painted aluminum w/ surface printed copy. Provide matte clear-coat, all surfaces.

B Pin-mount Attachment
Threaded rod drilled and tapped into back of cut-out form. Drill hole in wall surface and secure w/ hi-bond adhesive.

C Spacer
1/2” dia. x 1/4” d. Aluminum spacer w/ sandblasted edge returns. Provide matte clear-coat, all surfaces.

D Porous Wall Surface

E VHB Foam Tape Attachment
1/16” thk. Exterior grade VHB foam tape.

F Non-Porous Wall Surface

Vertical Section
no scale
at porous wall surface

Vertical Section
no scale
at non-porous wall surface
Specifications

A Copy
- 1” X-cap Height.
- Type: T1.
- Tracking: +25.
- Surface Print: S1, with matte clear-coat.

B Copy
- 3/4” X-cap Height.
- Type: T1.
- Tracking: +25.
- Surface Print: S1, with matte clear-coat.

C Copy
- 3/4” X-cap Height.
- Type: T2.
- Tracking: +25.
- Surface Print: S2, with matte clear-coat.

For typography, finish/material and symbol specifications refer to Manual Part 2, Section A: Graphic Standards.
SECTION F:
ID40 SERIES

SUB-SECTION
Room ID Overview

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

Sign Selection Process

Below are the following steps for selecting the correct building identification for your needs.

A. Determine the building name to be identified.
B. Determine the placement and visibility needs of sign.
C. Determine messaging lengths and character (letter) counts for each message.
D. Determine appropriate letter size based on building height chart.
E. Test estimated letter size using a paper template to ensure proper selection.
F. Review graphic don’ts to ensure proper selection.

**ID40 SERIES:**

<table>
<thead>
<tr>
<th>BUILDING STORY</th>
<th>ID41</th>
<th>ID42</th>
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<td>7-8</td>
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</tbody>
</table>

See non-illuminated school name in SKY series, page 2C.57.
Building Identification

Dimensional Letters

ID41

Guidelines

- Identification signs are used to create building visibility.
- Strategically locate identification sign on building to give optimal sightline for distance viewing.
- Typically used on buildings with one to six floors.

Helpful Hints

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

PART COUNTS

<table>
<thead>
<tr>
<th>ID41:</th>
<th>SINGLE SIDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>A PNL.1</td>
<td>1</td>
</tr>
<tr>
<td>B PNL.2</td>
<td>1</td>
</tr>
</tbody>
</table>
Specifications

**A Dimensional Letter**
1/2” thk. Aluminum, laser-cut forms w/ horizontal brush finish, on face of form, and sandblasted edge returns. Provide matte clear-coat, all surfaces. Surface mount to building facade; determine best mounting method via site conditions survey.

**B Copy**
6” X-cap Height. Type: **T2**. Tracking: +25.

---

DR41: Front Elevation

3/8” = 1'-0”

**School of Dental Medicine**

DR41: Install Elevation

3/16” = 1'-0”

Use when sign is located away from entrance doors

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

**C Installation Note**
If building identification letters are not located above the entrance doors, a site conditions survey must be done prior to fabrication. This survey to include documented dimensions and notes as well as photographs.

**D Spacer**
1/2” dia. x 1/4” d. Aluminum spacer w/ sandblasted edge returns. Provide matte clear-coat, all surfaces.

**E Pin-mount Attachment**
Threaded rod drilled and tapped into back of cut-out form. Drill hole in wall surface and secure w/ hi-bond adhesive.

**F VHB Foam Tape Attachment**
1/16” thk. Exterior grade VHB foam tape.

**G Architectural Wall Surface**

---

**DR41: Side Elevation**
3” = 1'-0”

Use at all porous surface material where VHB tape is not sufficient to hold cut-out forms in place.

---

**Architectural Wall Surface**
Building Identification

1'-0" Dimensional Letters

ID42

Guidelines
• Identification signs are used to create building visibility.
• Strategically locate identification sign on building to give optimal sightline for distance viewing.
• Typically used on buildings with four to six flavors.

Helpful Hints
• Keep in mind the transportation path of the user when locating and specifying exterior identification signs.
• Refer to all appropriate state and local codes, as needed, for sign compliance including, but not limited to zoning, ADAAG, MUTCD, etc.
• Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.

PART COUNTS

<table>
<thead>
<tr>
<th>ID42:</th>
<th>SINGLE SIDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>A PNL.1</td>
<td>1</td>
</tr>
<tr>
<td>B PNL.2</td>
<td>1</td>
</tr>
</tbody>
</table>
Specifications

A Dimensional Letter
1/2" thk. Aluminum, laser-cut forms w/ horizontal brush finish, on face of form, and sandblasted edge returns. Provide matte clear-coat, all surfaces. Surface mount to building facade; determine best mounting method via site conditions survey.

B Copy
1'-0" X-cap Height.
Type: T2.
Tracking: +25.

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

**Installation Note**
If building identification letters are not located above the entrance doors, a site conditions survey must be done prior to fabrication. This survey to include documented dimensions and notes as well as photographs.

**Spacer**
1/2” dia. x 1/4” d. Aluminum spacer w/ sandblasted edge returns. Provide matte clear-coat, all surfaces.

**Pin-mount Attachment**
Threaded rod drilled and tapped into back of cut-out form. Drill hole in wall surface and secure w/ hi-bond adhesive.

**VHB Foam Tape Attachment**
1/16” thk. Exterior grade VHB foam tape.

**Architectural Wall Surface**

**DR42: Side Elevation**
3” = 1'-0"
Use at all porous surface material where VHB tape is not sufficient to hold cut-out forms in place.

**DR42: Side Elevation**
3” = 1'-0"
Use at all non-porous surface material where VHB tape is sufficient to hold cut-out forms in place.
Building Identification

Dimensional Letters

ID43

Guidelines

• Identification signs are used to create building visibility.
• Strategically locate identification sign on building to give optimal sightline for distance viewing.
• Typically used on buildings with six to eight floors.

Helpful Hints

• Keep in mind the transportation path of the user when locating and specifying exterior identification signs.
• Refer to all appropriate state and local codes, as needed, for sign compliance including, but not limited to zoning, ADAAG, MUTCD, etc.
• Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.
Specifications

A Dimensional Letter
1/2” thk. Aluminum, laser-cut forms w/ horizontal brush finish, on face of form, and sandblasted edge returns. Provide matte clear-coat, all surfaces. Surface mount to building facade; determine best mounting method via site conditions survey.

B Copy
1'-6” X-cap Height. Type: T2. Tracking: +25.

DR43: Front Elevation
1/4” = 1'-0”

DR43: Install Elevation
3/16” = 1'-0”

Use when sign is located away from entrance doors

DR43: Install Elevation
3/16” = 1'-0”

Use when sign is located above entrance doors

For typography, finish/material and symbol specifications refer to Manual Part 2, Section A: Graphic Standards.
DR43: Side Elevation
3" = 1'-0"

Use at all porous surface material where VHB tape is not sufficient to hold cut-out forms in place.

DR43: Side Elevation
3" = 1'-0"

Use at all non-porous surface material where VHB tape is sufficient to hold cut-out forms in place.
ID50 Series Overview

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

Sign Selection Process

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

A. Determine the number of messages you require.

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

C. Select from the typical module heights based on previous steps. See graphic layout pages for Sample Typographic Layouts.

<table>
<thead>
<tr>
<th>ID50 SERIES:</th>
<th>ID51</th>
<th>ID52</th>
<th>ID53</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUILDING # ID REQUIRED</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RUTGERS LOGO TYPE ONLY</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RUTGERS LOGO TYPE + BUILDING ID</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Questions? Please contact xxxxx
Guidelines

- To identify buildings at building entrances with the full name, address and building number.
- Brand: Reinforce the brand equity in the built environment with the Rutgers logotype.
- Any combination of these elements can be used as necessary for each individual location. Refer to Rutgers Visual Identity Manual for usage.
- No abbreviations are to be used on building identification signage.

Helpful Hints

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

Questions? Please contact xxxxx
Specifications

A RU_Logotype.eps
2 1/8” T-cap height.
Artwork provided by client.
Apply second-surface of panel.

B Copy
1” X-cap Height.
Type: T2.
Tracking: +25.
Apply second-surface of panel.

LOGO width determined by T-height

DR51: Front Elevation
3’ = 1'-0"

DR51: Install Elevation
3/16” = 1'-0"

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

- To identify buildings at building entrances with the full name, address, and building number.
- Brand: Reinforce the brand equity in the built environment with the Rutgers logotype.
- Any combination of these elements can be used as necessary for each individual location. Refer to Rutgers Visual Identity Manual for usage.
- No abbreviations are to be used on building identification signage.

Helpful Hints

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

A. RU_Logotype.eps
   2 1/8” T-cap height.
   Artwork provided by client.
   Apply second-surface of panel.

B. Copy
   1” X-cap Height.
   Type: T2.
   Tracking: +25.
   Apply second-surface of panel.

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

• To identify buildings at building entrances with the full name, address and building number.
• Brand: Reinforce the brand equity in the built environment with the Rutgers logotype.
• Any combination of these elements can be used as necessary for each individual location. Refer to Rutgers Visual Identity Manual for usage.
• No abbreviations are to be used on building identification signage.

Helpful Hints

• Keep in mind the transportation path of the user when locating and specifying exterior identification signs.
• Refer to all appropriate state and local codes, as needed, for sign compliance including, but not limited to zoning, ADAAG, MUTCD, etc.
• Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.
Specifications

A RU_Logotype.eps
2 1/8” T-cap height.
Artwork provided by client.
Apply second-surface of panel.

B Copy
1” X-cap Height.
Type: T2.
Tracking: +25.
Apply second-surface of panel.

ID53: Front Elevation
3” = 1'-0”

ID53: Install Elevation
3/16” = 1'-0”

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

SECTION F:
ID60 SERIES
ID60 Series Overview

Typical existing canopy conditions shown. Additional conditions must be approved by Rutgers University Environmental Graphics Coordinator or Department of Facilities, Planning and Development.

Sign Selection Process

Below are the following steps for selecting the correct canopy identification for your needs.

A. Determine the shape, area and square footage of canopy and space availability for messaging. Determine application of message.

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

C. Determine space availability for your message based on desired letter height and canopy size, area of availability.

D. Select from the typical examples shown based on the previous steps. If your canopy does not fit in these conditions, please contact Rutgers University Environmental Graphics Coordinator or Department of Facilities, Planning and Development. See graphic layout pages for Sample Typographic Layouts.

E. Consult with the Rutgers University Environmental Graphics Coordinator or Department of Facilities, Planning and Development and fabricator to ensure proper fabrication and installation.

*These images represent the typical canopy conditions. If your canopy does not fit in these conditions, please contact Rutgers University Environmental Graphics Coordinator or Department of Facilities, Planning and Development to ensure proper fabrication and installation.
Guidelines

- To identify buildings at building entrances with the full name, address and building number.
- Brand: Reinforce the brand equity in the built environment with the Rutgers logotype.
- Any combination of these elements can be used as necessary for each individual location. Refer to Rutgers Visual Identity Manual for usage.
- No abbreviations are to be used on building identification signage.

Helpful Hints

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

Questions? Please contact xxxxx
Specifications

A. Copy
   3” X-cap Height, minimum.
   Type: T2.
   Tracking: +25.
   Print on first-surface of canopy.
   Print: P4.

B. RU_Logotype.eps
   5 1/2” T-cap height.
   Artwork provided by client.
   Print on first-surface.

C. Existing Canopy Surface
   Canopy size and shape may vary per location. Canopy surface may need to be re-painted to have a high contrast with the lettering.

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

- To identify buildings at building entrances with the full name, address and building number.
- Brand: Reinforce the brand equity in the built environment with the Rutgers logotype.
- Any combination of these elements can be used as necessary for each individual location. Refer to Rutgers Visual Identity Manual for usage.
- No abbreviations are to be used on building identification signage.

Helpful Hints

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

A Dimensional Letter
1/2” thk. Aluminum, laser-cut forms w/ horizontal brush finish, on face of form, and sandblasted edge returns or painted finish. Provide matte clear-coat, all surfaces. Surface mount to building facade; determine best mounting method via site conditions survey.

B Copy

C RU_Logotype.eps

D Spacer
1/2” dia. x 1/4” d. Aluminum spacer w/ sandblasted edge returns. Provide matte clear-coat, all surfaces.

E Pin-mount Attachment
Threaded rod drilled and tapped into back of cut-out form. Drill hole in wall surface and secure w/ hi-bond adhesive.

F VHB Foam Tape Attachment
1/16” thk. Exterior grade VHB foam tape.

G Existing Canopy Surface
Canopy size and shape may vary per location. Canopy surface may need to be re-painted to have a high contrast with the lettering.

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

• To identify buildings at building entrances with the full name, address and building number.

• Brand: Reinforce the brand equity in the built environment with the Rutgers logotype.

• Any combination of these elements can be used as necessary for each individual location. Refer to Rutgers Visual Identity Manual for usage.

• No abbreviations are to be used on building identification signage.

Helpful Hints

• Keep in mind the transportation path of the user when locating and specifying exterior identification signs.

• Refer to all appropriate state and local codes, as needed, for sign compliance including, but not limited to zoning, ADAAG, MUTCD, etc.

• Sign fabricator to provide all relevant engineering calculations and provide all methods and materials of construction in shop drawings.
Specifications

A. Dimensional Letter
1/2" thk. Aluminum, laser-cut forms w/ horizontal brush finish, on face of form, and sandblasted edge returns or painted finish. Provide matte clear-coat, all surfaces. Surface mount to building facade; determine best mounting method via site conditions survey.

B. Copy
3" X-cap Height, minimum. Type: T2. Tracking: +25.

C. RU_Logotype.eps
Height varies per location.

D. Spacer
1/2" dia. x 1/4" d. Aluminum spacer w/ sandblasted edge returns. Provide matte clear-coat, all surfaces.

E. Pin-mount Attachment
Threaded rod drilled and tapped into back of cut-out form. Drill hole in wall surface and secure w/ hi-bond adhesive.

F. VHB Foam Tape Attachment
1/16" thk. Exterior grade VHB foam tape.

G. Existing Canopy Surface
Canopy size and shape may vary per location. Canopy surface may need to be re-painted to have a high contrast with the lettering.

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

- To identify buildings at building entrances with the full name, address and building number.
- Brand: Reinforce the brand equity in the built environment with the Rutgers logotype.
- Any combination of these elements can be used as necessary for each individual location. Refer to Rutgers Visual Identity Manual for usage.
- No abbreviations are to be used on building identification signage.

Helpful Hints

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

A Panel
1/2” thk. Painted aluminum, panel. Provide matte clear-coat, all surfaces. Surface mount to building facade; determine best mounting method via site conditions survey. Paint: Varies per location.

B Copy

C RU_Logotype.eps
5 1/2” T-cap height, minimum. Artwork provided by client. Print on first-surface of panel. Paint: Varies per location.

D Spacer
1/2” dia. x 1/4” d. Aluminum spacer w/ sandblasted edge returns. Provide matte clear-coat, all surfaces.

E Pin-mount Attachment
Threaded rod drilled and tapped into back of cut-out form. Drill hole in wall surface and secure w/ hi-bond adhesive.

F VHB Foam Tape Attachment
1/16” thk. Exterior grade VHB foam tape.

G Existing Canopy Surface
Canopy size and shape may vary per location. Canopy surface may need to be re-painted to have a high contrast with the lettering.

For Graphic Don’ts, refer to Page 2F.84

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