PART 2

EXTERIOR

SECTION A: INTRODUCTION & GRAPHIC STANDARDS
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SECTION C: ARRIVAL GATEWAY
SECTION D: VEHICULAR WAYFINDING
SECTION E: PEDESTRIAN WAYFINDING
SECTION F: BUILDING IDENTIFICATION
SECTION G: PARKING IDENTIFICATION
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SECTION A: INTRODUCTION & GRAPHIC STANDARDS

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

Brand Usage

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

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

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


The Rutgers Logotype

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

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

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

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

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

Size and Clear Space Requirements

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

Size and Clear Space Requirements – Modified for Signage Only

RUTGERS

1 1/2” 1 1/8”
The Rutgers Informal Seal Crop - Exterior Signage Use Only

Below is the official University seal. The simplified or ‘informal” University seal crop has been modified specifically for exterior and interior signage use only. The purpose of its use is to act as a secondary branded element in place of the Rutgers logotype.

Follow and refer to all other Rutgers seal uses and guidelines in the Rutgers University Visual Identity Manual.

The seal should always be oriented so “1766” is always at the top, whether seen or unseen.

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

Seal Crop Header

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

Color Application

When applying color to the official University seal, the lightest part of the seal must be the ‘sun burst” shape in centermost part of the seal.

<table>
<thead>
<tr>
<th>Logotype Header Seal Crop Header</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informal Seal Crop with Color</td>
</tr>
</tbody>
</table>

Official University Seal

Informal Seal Crop - Interior / Exterior Signage

Informal Seal Crop with Color

Lot/Parking Address

School of Dental Medicine

Logotype Header  Seal Crop Header
**Paint / Material Usage**

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

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

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

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

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

*The custom sign 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: 800-963-1496 Local Phone: 302-391-1370 Fax: 302-391-1371 Website: www.EasternMetal.com Email: info@easternmetal.com*
Symbol Usage

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

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

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

Directional Arrows

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

Arrow Order

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

\[ \uparrow \text{ Up Arrow} \]

\[ \leftarrow \text{ Left Arrow} \]

\[ \rightarrow \text{ Right Arrow} \]

If more than one destination uses the same arrow direction, the order of messages to be determined by proximity of destination to sign location. The closest destination is the first message. See individual sign layouts for references.
Primary Typefaces
The ITC Helvetica Neue-light and Regular font families have been chosen as the primary typeface for Rutgers University Comprehensive Wayfinding System. The typeface allows for flexibility and creative expression in the text and display. The font families displayed on this and the following page have been purchased by the University Architects office for use 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. You do need the Helvetica font installed on your computer if you wish to download and use the Helvetica in your signage layouts. Opentype fonts are recommended as they are compatible with both Mac and PC formats. NO substitutions for fonts are allowed.

Neue Helvetica 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Neue Helvetica 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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

Main Entra Main Entra
Inconsistent Letter-spacing Correct Letter-spacing

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

Park's Park’s
Incorrect apostrophe 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

TYPOGRAPHY SPECIFICATIONS

Questions? Please contact xxxxx
Abbreviation Use

- Abbreviations are only to be used on vehicular and pedestrian directionals in order to fit longer messages.
- Building identification signs should not use any abbreviations.
- On vehicular and pedestrian directional signs, all Student Centers and Campus Centers drop the campus name and are referred to only as “Campus Center” or “Student Center.”
- For a full list of universal abbreviations visit [www.webpagehere.com](http://www.webpagehere.com)

Acronym Use

- Public most often doesn’t know or understand what acronyms mean. Acceptable acronyms are those that are universally known outside of Rutgers University.
- Acronyms specific to Rutgers University (such as the building name acronyms) are confusing to first time visitors and are NOT to be used.

Messaging Consistency

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

Donor Names

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

Rules for Vehicular Directional Messaging

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

Donor Messaging Examples – For Directional Signs Only

School of Pharmacy

Donor Messaging Examples – Vehicular Directional

- No more than one, three-line message per panel.
- No more than three lines per message.
- Panels must match 27” baseline in order to comply with ADA.
- Do NOT use white or grey panel variation for PNL_X or PNL_x.

Questions? Please contact xxxxx
Section B shows a graphic and written description of each sign type in the exterior system. Sign types are categorized by function.
Arrival Gateway - AR10 Series

What Is an AR10 Series?

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

Application
Used on the entrances of campus only. The placemaking moment is located at the campus core, only one of these moments should occur per campus. Sign types, configurations and sizes are all site specific and need to be developed based upon each individual location.

Select Your Sign

Use the table below to select the correct AR10 Series sign type for your needs based on number of messages and arrows. Refer to specific page for details and design intent drawings.

<table>
<thead>
<tr>
<th>AR11</th>
<th>pg 2C.3</th>
</tr>
</thead>
<tbody>
<tr>
<td>AR12</td>
<td>pg 2C.11</td>
</tr>
<tr>
<td>AR13</td>
<td>pg 2C.17</td>
</tr>
</tbody>
</table>
Banner Directional - BNR10 Series

What Is A BNR10 Series?

Function
Provides visibility of campus boundaries and main thoroughfares.

Application
Used to mark campus boundaries and main thoroughfares.

Select Your Sign

Use the table below to select the correct BNR10 Series Sign type for your needs based on number of messages and arrows. Refer to specific page for details and design intent drawings.

<table>
<thead>
<tr>
<th>BNR10 SERIES:</th>
<th>BANNER TYPE</th>
<th>CAMPUS ARRIVAL</th>
<th>ATHLETIC FACILITIES/FIELDS</th>
<th>CAMPUS CORE</th>
<th>PEDESTRIAN PATHS</th>
<th>SURROUND'G CITY STREETS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BNR11</td>
<td>X</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>BNR12</td>
<td>X</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>BNR13</td>
<td>X</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>BNR14</td>
<td>X</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>BNR15</td>
<td>N/A</td>
<td>X</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>BNR16</td>
<td>N/A</td>
<td>N/A</td>
<td>X</td>
<td>X</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Skyline Signage - SKY10 Series

What Is A SKY10 Series?

Function
Provides campus and brand visibility from a distance.

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

Select Your Sign

Use the table below to select the correct SKY10 Series Sign type for your needs based on number of messages and arrows. Refer to specific page for details and design intent drawings.

<table>
<thead>
<tr>
<th>SKY SERIES:</th>
<th>BUILDING STORY</th>
<th>INTERNALLY ILLUMINATED SKYLINE</th>
<th>NON-ILLUMINATED SKYLINE</th>
<th>RUTGERS LOGOTYPE + SCHOOL NAME</th>
<th>NON-ILLUMINATED SCHOOL NAME ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKY11</td>
<td>pg 2C.7</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKY12</td>
<td>pg 2C.11</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKY13</td>
<td>pg 2C.15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKY14</td>
<td>pg 2C.19</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKY15</td>
<td>pg 2C.23</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKY16</td>
<td>pg 2C.27</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKY17</td>
<td>pg 2C.31</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Notes:
1. Heights shown in this document are suggested, but a full site survey and elevation study by Rutgers Design and Facilities Team is required prior to determining final size.
2. If Rutgers logotype and/or school name are desired, follow brand guidelines document at: www.xxxxxxxxxxx.xxx
Vehicular Directional - DR10 Series

What Is A DR10 Series?

Function
Provides vehicular directions to primary visitor destinations.

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

Select Your Sign

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

<table>
<thead>
<tr>
<th>DR10 SERIES:</th>
<th>1 MSG</th>
<th>2 MSG</th>
<th>3 MSG</th>
<th>4 MSG</th>
<th>1 MSG + 1 PARK</th>
<th>2 MSG + 1 PARK</th>
<th>3 MSG + 1 PARK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ARROW</td>
<td>DR11</td>
<td>DR12</td>
<td>DR13</td>
<td>X</td>
<td>DR12 Config. 1</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Config. 1</td>
<td>Config. 2</td>
<td>Config. 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 ARROW</td>
<td>N/A</td>
<td>DR13</td>
<td>DR15</td>
<td>DR15</td>
<td>DR14 Config. 1</td>
<td>DR14 Config. 1</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Config. 2</td>
<td>Config. 1A/1B Config. 3</td>
<td>Config. 1A/1B Config. 3</td>
<td>Config. 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 ARROW</td>
<td>N/A</td>
<td>N/A</td>
<td>DR15</td>
<td>N/A</td>
<td>N/A</td>
<td>DR14 Config. 2</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Config. 2</td>
<td>Config. 2</td>
<td>Config. 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

X = Configuration is not permissible in system due to legibility restraints.
What Is A DR20 Series?

Function
Provides vehicular directions to parking lots and garages.

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

Select Your Sign

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

<table>
<thead>
<tr>
<th>Address</th>
<th>Lot/Parking</th>
<th>Address</th>
<th>Lot/Parking</th>
<th>Address</th>
<th>Lot/Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>DR21</td>
<td>N/A</td>
<td>DR22</td>
<td>N/A</td>
<td>DR23</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**DR20 SERIES:**

<table>
<thead>
<tr>
<th>1 PARK</th>
<th>2 PARK</th>
<th>3 PARK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ARROW</td>
<td>DR21</td>
<td>N/A</td>
</tr>
<tr>
<td>2 ARROW</td>
<td>N/A</td>
<td>DR22</td>
</tr>
<tr>
<td>3 ARROW</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Vehicular Directional - DR30 Series

What Is A DR30 Series?

Function
Provides vehicular directions to primary visitor destinations.

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

Select Your Sign

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

<table>
<thead>
<tr>
<th>1 MSG</th>
<th>2 MSG</th>
<th>3 MSG</th>
<th>4 MSG</th>
<th>1 MSG + 1 PARK</th>
<th>2 MSG + 1 PARK</th>
<th>3 MSG + 1 PARK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ARROW</td>
<td>DR31 Config. 1</td>
<td>DR32 Config. 2</td>
<td>DR33 Config. 1</td>
<td>X</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2 ARROW</td>
<td>N/A</td>
<td>DR33 Config. 2</td>
<td>DR35 Config. 1A/1B Config. 3</td>
<td>DR32 Config. 1</td>
<td>DR34 Config. 1B</td>
<td>DR34 Config. 1</td>
</tr>
<tr>
<td>3 ARROW</td>
<td>N/A</td>
<td>N/A</td>
<td>DR35 Config. 2</td>
<td>X</td>
<td>N/A</td>
<td>DR34 Config. 2</td>
</tr>
</tbody>
</table>

$X = \text{Configuration is not permissible in system due to legibility restraints.}$
What Is A DR40 Series?

Function
Provides vehicular directions to primary visitor destinations.

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

Select Your Sign

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

<table>
<thead>
<tr>
<th>1 PARK</th>
<th>2 PARK</th>
<th>3 PARK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ARROW</td>
<td>DR41</td>
<td>N/A</td>
</tr>
<tr>
<td>2 ARROW</td>
<td>N/A</td>
<td>DR42</td>
</tr>
<tr>
<td>3 ARROW</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Vehicular Directional - DR50 Series

What Is A DR50 Series?

Function
Provides vehicular directions to primary visitor destinations.

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

Select Your Sign

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

<table>
<thead>
<tr>
<th>DR50 SERIES:</th>
<th>1 MSG</th>
<th>2 MSG</th>
<th>3 MSG</th>
<th>1 MSG + 1 PARK</th>
<th>2 MSG + 1 PARK</th>
<th>3 MSG + 1 PARK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ARROW</td>
<td>DR51</td>
<td>DR51</td>
<td>DR52</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Config. 2</td>
<td>Config. 2</td>
<td>Config. 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 ARROW</td>
<td>N/A</td>
<td>DR52</td>
<td>X</td>
<td>DR51 Config. 1</td>
<td>DR53 Config. 1</td>
<td>DR53 Config. 1</td>
</tr>
<tr>
<td>3 ARROW</td>
<td>N/A</td>
<td>N/A</td>
<td>X</td>
<td>N/A</td>
<td>DR53 Config. 2</td>
<td>X</td>
</tr>
</tbody>
</table>

X = Configuration is not permissible in system due to legibility restraints.
What Is A DR60 Series?

Function
Provides vehicular directions to parking lots and garages.

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

Select Your Sign

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

<table>
<thead>
<tr>
<th>DR60 SERIES:</th>
<th>1 PARK</th>
<th>2 PARK</th>
<th>3 PARK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ARROW</td>
<td>DR63</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2 ARROW</td>
<td>N/A</td>
<td>DR62</td>
<td>N/A</td>
</tr>
<tr>
<td>3 ARROW</td>
<td>N/A</td>
<td>N/A</td>
<td>DR61</td>
</tr>
</tbody>
</table>

Parking Directional - DR60 Series
Parking Directional - DR70 Series

What Is A DR70 Series?

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

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

Select Your Sign

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

<table>
<thead>
<tr>
<th>DR70 SERIES:</th>
<th>NEW POLE</th>
<th>EXISTING POLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DR71/DR72</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DR73/DR74</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

pag 2D.175  pag 2D.181  pag 2D.187  pag 2D.193
Vehicular Trailblazer - DR80 Series

What Is A DR80 Series?

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

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

Select Your Sign

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

<table>
<thead>
<tr>
<th>DR80 SERIES:</th>
<th>0 MSG</th>
<th>1 MSG</th>
<th>2 MSG</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ARROW</td>
<td>DR81</td>
<td>DR82</td>
<td>N/A</td>
</tr>
<tr>
<td>2 ARROW</td>
<td>N/A</td>
<td>N/A</td>
<td>DR83</td>
</tr>
</tbody>
</table>

pg 2D.201 pg 2D.207 pg 2D.213
# Pedestrian Directional - PDR10 Series

## What Is A PDR10 Series?

### Function
Connects destinations at main pedestrian intersections.

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

## Select Your Sign

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

<table>
<thead>
<tr>
<th>PDR10 SERIES:</th>
<th>1 MSG</th>
<th>2 MSG</th>
<th>3 MSG</th>
<th>4 MSG</th>
<th>5 MSG</th>
<th>6 MSG</th>
<th>3 MSG + 1 PARK</th>
<th>3 MSG + 2 PARK</th>
<th>3 MSG + 3 PARK</th>
<th>4 MSG + 1 PARK</th>
<th>4 MSG + 2 PARK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ARROW</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2 ARROW</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>3 ARROW</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>4 ARROW</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>5 ARROW</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>6 ARROW</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

[Table of PDR10 SERIES configurations and selections]

[Image of PDR10 Series sign configurations]

[Table continues with configurations and details]

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[Additional information and design intent drawings]

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[Rutgers University Universitywide Wayfinding and Signage Standards Manual]

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2B.14
Pedestrian Directional - PDR20 Series

What Is A PDR20 Series?

Function
Connects destinations at main pedestrian intersections.

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

Select Your Sign

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

### PDR20 SERIES:

<table>
<thead>
<tr>
<th>1 MSG</th>
<th>2 MSG</th>
<th>3 MSG</th>
<th>4 MSG</th>
<th>5 MSG</th>
<th>6 MSG</th>
<th>3 MSG +1 PARK</th>
<th>3 MSG + 2 PARK</th>
<th>3 MSG + 1 PARK</th>
<th>4 MSG + 2 PARK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 ARROW</strong></td>
<td>PDR21 Config. 2</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>2 ARROW</strong></td>
<td>N/A</td>
<td>PDR21 Config. 2</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>3 ARROW</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>PDR21 Config. 2</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>4 ARROW</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>PDR21 Config. 2</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>5 ARROW</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>PDR22</td>
<td>N/A</td>
<td>N/A</td>
<td>PDR23 Config. 1</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>6 ARROW</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>PDR22</td>
<td>N/A</td>
<td>N/A</td>
<td>PDR25 Config. 1</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Orientation Map - ORT10 Series

What Is A ORT10 Series?

Function
Provides pedestrian campus map with main destinations.

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

Select Your Sign

Use the table below to select the correct ORT10 Series Sign type for your needs based on number of messages and arrows. Refer to specific page for details and design intent drawings.

<table>
<thead>
<tr>
<th>ORT11</th>
<th>Ambulatory Care Center</th>
<th>Doctors Office Center</th>
<th>Stone Center</th>
<th>University Hospital</th>
<th>NJ Dental School</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ambulatory Care Center</td>
<td>Doctors Office Center</td>
<td>Stone Center</td>
<td>University Hospital</td>
<td>NJ Dental School</td>
</tr>
</tbody>
</table>

pg 2E.89
Building Identification - ID10 Series

What Is A ID10 Series?

Function
Provides pedestrian-scale building identification.

Application
Located at or adjacent to building main entrance.

Select Your Sign

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

<table>
<thead>
<tr>
<th>ID10 SERIES:</th>
<th>ID11</th>
<th>ID12</th>
<th>ID13</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUILDING ID: SINGLE MESSAGE</td>
<td>N/A</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>BUILDING ID: DOUBLE MESSAGE</td>
<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>
</tbody>
</table>
Building Identification - ID20 Series

What Is A ID20 Series?

Function
Provides vehicular-scale building identification.

Application
Located at optimal sightlines around campus roads.

Select Your Sign

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

<table>
<thead>
<tr>
<th>ID20 SERIES:</th>
<th>ID21 Config. 1</th>
<th>ID21 Config. 2</th>
<th>ID22 Config. 1</th>
<th>ID22 Config. 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUILDING ID: SINGLE MESSAGE</td>
<td>X</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<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>

Livingston Apartments 485 FRELIGNHUYSON ROAD
Medical Education Building 95 JOYCE KILMER AVENUE
Children’s Transitional Residence 485 FRELIGNHUYSON ROAD
Hardenburgh Hall Medical Education Building 485 FRELIGNHUYSON ROAD
Frelinghuysen Hall 95 JOYCE KILMER AVENUE
Hardenburgh Hall 485 FRELIGNHUYSON ROAD
Livingston Apartments 95 JOYCE KILMER AVENUE

ID20 SERIES:
ID21 Config. 1
ID21 Config. 2
ID22 Config. 1
ID22 Config. 2

pg 2F.31
pg 2F.31
pg 2F.39
pg 2F.39
Building Identification - ID30 Series

What Is A ID30 Series?

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

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

Select Your Sign

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

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

ID31
pg 2F.49

ID32
pg 2F.55

ID33
pg 2F.61

ID34
pg 2F.67
Building Identification - ID40 Series

What Is A ID40 Series?

Function
Provides distance building identification.

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

Select Your Sign

Use the table below to select the correct ID40 Series Sign type for your needs based on number of messages and arrows. Refer to specific page for details and design intent drawings.

## Building Identification
### Dimensional Letters

<table>
<thead>
<tr>
<th>ID43</th>
<th>pg 2F.83</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>ID41</th>
<th>ID42</th>
<th>ID43</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BUILDING STORY</strong></td>
<td><strong>ID41</strong></td>
<td><strong>ID42</strong></td>
</tr>
<tr>
<td>1-3</td>
<td><strong>X</strong></td>
<td>N/A</td>
</tr>
<tr>
<td>4-6</td>
<td><strong>X</strong></td>
<td><strong>X</strong></td>
</tr>
<tr>
<td>7-8</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>&gt; 8</td>
<td><strong>See non-illuminated school name in SKY series, page 2C.57.</strong></td>
<td></td>
</tr>
</tbody>
</table>

See non-illuminated school name in SKY series, page 2C.57.
Building Identification - ID50 Series

What Is A ID50 Series?

Function
Provides building identification at entrance.

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

Select Your Sign

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

<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>ID51</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RUTGERS LOGO TYPE + BUILDING ID</td>
<td></td>
<td>ID52</td>
<td></td>
</tr>
</tbody>
</table>
Building Identification - ID60 Series

What Is A ID60 Series?

Function
Provides building identification at entrance.

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

Select Your Sign

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

<table>
<thead>
<tr>
<th>ID61</th>
<th>ID62</th>
<th>ID63</th>
<th>ID64</th>
</tr>
</thead>
<tbody>
<tr>
<td>The University Heights Advanced Imaging Center</td>
<td>Administration and Public Safety</td>
<td>Livingston Student Center</td>
<td>Rutgers Residence Halls</td>
</tr>
</tbody>
</table>

pg 2F.99 pg 2F.101 pg 2F.103 pg 2F.105
What Is A PRK10 Series?

Function
Provides vehicular garage and parking lot identification.

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

Select Your Sign

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

<table>
<thead>
<tr>
<th>PRK10 SERIES:</th>
<th>LOT ID: Up to 7 characters</th>
<th>ADDRESS: Up to 12 characters for street name</th>
<th>MAX. COPY LENGTH: Max. Length 1'-3 3/4&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRK11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRK12</td>
<td>LOT ID: Up to 12 characters</td>
<td>ADDRESS: Up to 24 characters for street name</td>
<td>MAX. COPY LENGTH: Max. Length 2'-3 3/4&quot;</td>
</tr>
</tbody>
</table>

pg 2G.5  pg 2G.13
Parking Identification - PRK20 Series

What Is A PRK20 Series?

Function
Provides vehicular garage and parking lot identification.

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

Select Your Sign

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

<table>
<thead>
<tr>
<th>PRK20 SERIES:</th>
<th>LOT ID: Up to 7 characters</th>
<th>ADDRESS: Up to 12 characters for street name</th>
<th>MAX. COPY LENGTH: Max. Length 1' 3 3/4&quot;</th>
<th>PRK21</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRK21</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRK22</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

pg 2G.23

pg 2G.31
What Is A KSK10 Series?

Function
Provides vehicular garage and parking lot identification.

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

Select Your Sign

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

<table>
<thead>
<tr>
<th>KSK10 SERIES:</th>
<th>KSK11</th>
<th>KSK12</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW POST</td>
<td>X</td>
<td>N/A</td>
</tr>
<tr>
<td>EXISTING POLE</td>
<td>N/A</td>
<td>X</td>
</tr>
<tr>
<td>VARIOUS FENCE MOUNT</td>
<td>N/A</td>
<td>X</td>
</tr>
<tr>
<td>VARIOUS WALL MOUNT</td>
<td>N/A</td>
<td>X</td>
</tr>
</tbody>
</table>

Notes:
1. Site survey for sign location required prior to determining-KSK type.
Transit Identification - TR10 Series

What Is A TR10 Series?

Function
Provides identification for Rutgers transit stops throughout campus.

Application
Used adjacent to transit stops.

Select Your Sign

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

LIVINGSTON PLAZA

pg 2H.3
What Is A RG10 Series?

Function
Provides parking space identification and parking regulatory information.

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

Select Your Sign

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

<table>
<thead>
<tr>
<th>RG11</th>
<th>RG11</th>
<th>RG12</th>
<th>RG12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Config. 1</td>
<td>Config. 2</td>
<td>Config. 1</td>
<td>Config. 2</td>
</tr>
<tr>
<td>pg 21.5</td>
<td>pg 21.5</td>
<td>pg 21.3</td>
<td>pg 21.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RG13</th>
<th>RG13</th>
<th>RG14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Config. 1</td>
<td>Config. 2</td>
<td></td>
</tr>
<tr>
<td>pg 21.21</td>
<td>pg 21.21</td>
<td>pg 21.29</td>
</tr>
</tbody>
</table>
Building Entrance Regulatory - RG20 Series

What Is A RG20 Series?

Function
Provides building entrance information and/or directions.

Application
Second surface applied to entrance doors.

Select Your Sign

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

- If Entrance Is Locked, Please Proceed to University Hospital Emergency Entrance
  - RG21
  - pg 21.39

- If Entrance Is Locked, Please Proceed to University Hospital Emergency Entrance
  - RG22
  - pg 21.41
SECTION C:
ARRIVAL GATEWAY

AR10  ARRIVAL GATEWAY
BNR10  BANNERS
SKY10  SKYLINE IDENTIFICATION

Some arrival signs were implemented prior to the completion of this Universitywide Standard. These signs have been documented and are represented in this section. There are some arrival signs that are unique to the Health Science campus and can be found in Section J of this manual.
AR10 Series 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 arrival gateway for your needs:

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

B. Strategize sign type details by considering the following factors:

- Size and scale needed for location and creating optimal sight lines
- Existing ground conditions and space availability.
- Distinguish between daytime and night time viewing. Does this sign need to be illuminated?

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

D. Review graphic dont’s to ensure proper selection.

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

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

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

**Helpful Hints**

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

---

**PART COUNTS**

<table>
<thead>
<tr>
<th>PART</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>1</td>
</tr>
<tr>
<td>B</td>
<td>1</td>
</tr>
<tr>
<td>C</td>
<td>1</td>
</tr>
<tr>
<td>D</td>
<td>1</td>
</tr>
<tr>
<td>E</td>
<td>1</td>
</tr>
</tbody>
</table>

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

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

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

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

D Shield
Vector Artwork
- See Graphic Standards

E Blade 3
Fabricated tube construction
w/.093” Aluminum skin
Paint: P3 - Satin Nuance

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

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

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

### G Footer

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

### H Ground Treatment

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

### I Ground Lighting

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

### J Logo transition

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

---

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

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

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

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

**D Shield**
Vector Artwork - See Graphic Standards

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

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

**G Whip/Remote Transformer**
Low Voltage wiring to 12VDC LED Power Pack located within rear Recessed Raceway. Remote Sloan power supply modular 60.

**H Rear Recessed Raceway**
6" wide x 6" deep carved channel at 2nd Surface of granite Blade. 1" x 1" aluminum angle clips around interior perimeter to provide mounting flange for Cover Plate. Cover plate to be installed flush to granite surface w/ countersunk hardware painted to match granite color

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

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

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

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

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

L. **Core Drill**
   - 1 1/2” dia core drill to base blade to allow for pass-thru of Power Supply Conduit

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

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

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

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

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

A Logo 1
Vector Artwork
- See Graphic Standards

B Shield
Vector Artwork
- See Graphic Standards

C Logo 2
Vector Artwork
- See Graphic Standards

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

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

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

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

For typography, finish/material and symbol specifications refer to Manual Part 2, Section A: Graphic Standards.
* Arrival sign types, configurations and sizes are all site specific and need to be developed based upon each individual location.
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Guidelines

- Identify secondary campus entrances.
- Establish the brand equity in the built environment with Rutgers logo-type.
- Use as a single-sided element only. Placement and location should allow for optimal sight lines from the entry point.
- Mounting condition may vary per location.
- Do not modify Logotype, color or any other physical or graphic elements.

Helpful Hints

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

PART COUNTS

<table>
<thead>
<tr>
<th>CONFIGURATION 1</th>
<th>CONFIGURATION 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GROUND</strong></td>
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<td>SIGN FACE</td>
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<tr>
<td>CHANNEL LETTER</td>
<td>CHANNEL LETTER</td>
</tr>
<tr>
<td>SUPPORT BAR</td>
<td></td>
</tr>
<tr>
<td>VERTICAL SUPPORT</td>
<td></td>
</tr>
<tr>
<td>GROUND TREATMENT</td>
<td></td>
</tr>
</tbody>
</table>

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

Questions? Please contact xxxxx
Specifications

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

**B** **Illuminated Channel Letter**
Fabricated aluminum channel letter forms with internal LED lighting. Remote Sloan power supply modular 60.

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

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

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

**F** **Letter Back**
.063” thk. Aluminum return welded to Letter Return.

*NOTE*
Dimensions to vary based upon sight lines and site-specific conditions.

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

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

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

B. **Illuminated Channel Letter**
   Fabricated aluminum channel letter forms with internal LED lighting. Remote Sloan power supply modular 60.

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

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

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

F. **Letter Back**
   .063” thk. Aluminum return welded to Letter Return.

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

H. **Spacer**
   1” X 1” X 6” d. Painted aluminum spacer to allow for moisture drainage under sign.

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

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

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

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

M Sand
Compacted sand for condensation drainage per engineering requirements.

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

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

- RU_Logotype.eps
  2’-0” T-cap height.
  Artwork provided by client.

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

AR13:

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<td>B SIGN POST</td>
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<td>D FP.1</td>
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<td>H FP.5</td>
<td>4</td>
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</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

Guidelines

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

Helpful Hints

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

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

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 FP_2

G FP_3
*Use only for single sided signs.

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

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

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

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

* Arrival sign types, configurations and sizes are all site specific and need to be developed based upon each individual location.
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.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: P3.
*Use one panel only for single sided sign.

F FP_2

G FP_3
*Use only for single sided signs.

H FP_S
Specifications

I Concrete Footer / Pad
Minimum 3’-0”d. concrete footer. Footer(s) to be below grade and should conform with NJDOT standards and requirements. Landscaping, by others, where necessary.

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

K Expansion Joint
To accommodate concrete expansion and contraction.

L Sand
Compacted sand for condensation drainage per engineering requirements.

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

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

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

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

B. Copy
   6 1/4" X-cap Height.
   Type: T1.
   Tracking: +50.
   Apply to front surface of panel.
   Applied Vinyl: V1.

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

* Arrival sign types, configurations and sizes are all site specific and need to be developed based upon each individual location.
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BNR10 Series Overview

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

Contact the Office of Strategic Communications for information regarding the banner program.

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

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

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<th>BANNER TYPE</th>
<th>CAMPUS ARRIVAL</th>
<th>ATHLETIC FACILITIES/FIELDS</th>
<th>CAMPUS CORE</th>
<th>PEDESTRIAN PATHS</th>
<th>SURROUND'G CITY STREETS</th>
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</table>
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SKY10 Series Overview

Recommended sign type configurations shown. Additional 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 skyline sign for your needs.

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

B. Strategize location by considering the following factors:
   - Optimal sight lines on surrounding roadways and highways
   - Proximity and location of skyline in relationship to the campus

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

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

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

Notes:

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

2. If Rutgers logotype and/or school name are desired, follow brand guidelines document at: www.xxxxxxxxxxx.xxx
SECTION C: ARRIVAL GATEWAY

SKYLINE IDENTIFICATION

GUIDELINES

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

HELPFUL HINTS

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

Questions? Please contact xxxxx
Specifications

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

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

C. Illuminated Channel Letter
Fabricated aluminum channel letter forms with internal LED lighting. Remote sloan power supply modular 60.

D. Letter Back
.063” thk. Aluminum return welded to Letter Return.

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

F. Electrical Component
16 ga. GA Cable

G. Weep Hole
As needed for moisture and ventilation control.

H. Spacer
1/2” d. Painted aluminum spacer to allow for moisture drainage behind sign.

I. Jewelite Silver Trim-cap
1” w.

Install Elevation-
Used when sign is centered within architectural element

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

For typography, finish/material and symbol specifications refer to Manual Part 2, Section A: Graphic Standards
SKY11: Vertical Section

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

Specifications

J Letter Return
.063” thk. Aluminum return welded to Channel Back.

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

L Electrical Component
Standard flexible conduit.

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

N Electrical Component
Primary electrical wired to J-box by others.

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

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

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

- Skyline Identification signs are used as markers to create campus visibility from neighboring highways and streets.
- Strategically locate skyline signs on buildings that give signs optimal sight lines for distance viewing.
- Skyline signs create a sense of place and help define a campus.
- Skyline signs are typically used on buildings between 4-16 floors if space allows.

Helpful Hints

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

Questions? Please contact xxxxx
Specifications

A RU_Logotype.eps
5'-0" h. T-cap height.
For sign size and placement, a site conditions survey must be done prior to fabrication. This survey to include documented dimensions and notes as well as photographs.

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

C Illuminated Channel Letter
Fabricated aluminum channel letter forms with internal LED lighting. Remote Sloan power supply modular 60.

D Letter Back

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

F Electrical Component
16 ga. GA Cable

G Weep Hole
As needed for moisture and ventilation control.

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

I Jewellite silver trim-cap
1" w.

Install Elevation-
Used when sign is centered within architectural element

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

For typography, finish/material and symbol specifications refer to Manual Part 2, Section A: Graphic Standards
SKY12: Vertical Section

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

 Specifications

**J** Letter Return

.063” thk. Aluminum return welded to Channel Back.


**K** Fastener

3/8” dia. Non-corrosive fasteners mounted to wall surface.

Site conditions survey required, prior to fabrication, to determine best fastening method.

**L** Electrical Component

Standard flexible conduit.

**M** Electric Box

Galvanized transformer box w/ weather-proof cover.

**N** Electrical Component

Primary electrical wired to J-box by others.

**O** Power Supply

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

**P** Electrical Component

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

**Q** Mount

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

- Skyline identification signs are used as markers to create campus visibility from neighboring highways and streets.
- Strategically locate skyline signs on buildings that give signs optimal sight lines for distance viewing.
- Skyline signs create a sense of place and help define a campus.
- Skyline signs are typically used on buildings up to 8 floors if space allows.

Helpful Hints

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

Questions? Please contact xxxxx

SECTION C: ARRIVAL GATEWAY

SKYLINE IDENTIFICATION

RUTGERS

SKY 13 (ILLUMINATED)
Specifications

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

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

C Illuminated Channel Letter
Fabricated aluminum channel letter forms with internal LED lighting. Remote sloan power supply modular 60.

D Letter Back
.063” thk. Aluminum return welded to Letter Return.

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

F Electrical Component
16 ga. GA Cable

G Weep Hole
As needed for moisture and ventilation control.

H Spacer
1/2” d. Painted aluminum spacer to allow for moisture drainage behind sign.

I Jewellite silver trim-cap
1” w.

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

For typography, finish/material and symbol specifications refer to Manual Part 2, Section A: Graphic Standards
SKY13: Vertical Section

3" = 1'-0"

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

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

Specifications

J Letter Return

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

L Electrical Component
Standard flexible conduit.

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

N Electrical Component
Primary electrical wired to J-box by others.

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

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

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

• Skyline Identification signs are used as markers to create campus visibility from neighboring highways and streets.

• Strategically locate skyline signs on buildings that give signs optimal sight lines for distance viewing.

• Skyline signs create a sense of place and help define a campus.

• Skyline signs are typically used on buildings between 4-12 floors if space allows.

Helpful Hints

• Keep in mind visibility and sightlines when locating and specifying skyline identification signs.

• Refer to all appropriate state and local codes, as needed, for sign compliance, including zoning, Building codes, etc.

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

**RU_Logotype.eps**


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

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

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

**C Mounting Tab**
- Fabricated .090” thick aluminum tab, welded to back plate.

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

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

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

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

**SKY14: Vertical Section**

3” = 1'-0”

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

• Skyline identification signs are used as markers to create campus visibility from neighboring highways and streets.

• Strategically locate skyline signs on buildings that give signs optimal sight lines for distance viewing.

• Skyline signs create a sense of place and help define a campus.

• Skyline signs typically used on buildings up to 8 floors if space allows.

Helpful Hints

• Keep in mind visibility and sightlines when locating and specifying skyline identification signs.

• Refer to all appropriate state and local codes, as needed, for sign compliance, including zoning, Building codes, etc.

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

Questions? Please contact xxxxx
Specifications

A. RU_Logotype.eps
1'-6" h. T-cap height.
Fabricated .090 aluminum letter-forms, welded together.
Paint all sides: P1.

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

For typography, finish/material and symbol specifications refer to Manual Part 2, Section A: Graphic Standards.
SKY15: Vertical Section

3" = 1'-0"

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

**Specifications**

**B Letter-form Back**

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

**D Fastener**

**E Spacer**

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

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

- Skyline identification signs are used as markers to create campus visibility from neighboring highways and streets.
- Strategically locate skyline signs on buildings that give signs optimal sight lines for distance viewing.
- Lettering can be used in conjunction with the Rutgers logotype skyline. Refer to Rutgers Visual Identity Manual for usage.
- Do NOT use abbreviations on skyline signage.
- Skyline signs typically used on buildings up to 4-8 floors if space allows.

Helpful Hints

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

Questions? Please contact xxxxx
Specifications

A RU_Logotype.eps

2'-6" h. T-cap height.
Fabricated .090 aluminum letter-forms, welded together.
Paint all sides: P6.

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

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

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

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

**E Spacer**
1/2” d. Painted aluminum spacer to allow for moisture drainage behind sign.

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

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

SKY17: Vertical Section
6” = 1'-0"
Use at all wall areas where fastening directly into wall surface is feasible. Remote electrical components required.
School of Dental Medicine

Guidelines
- Skyline identification signs are used as markers to create campus visibility from neighboring highways and streets.
- Strategically locate skyline signs on buildings that give signs optimal sight lines for distance viewing.
- Letter can be used in conjunction with the Rutgers logotype skyline. Refer to Rutgers Visual Identity Manual for usage.
- Do not use abbreviations on skyline signage.
- Skyline signs typically used on buildings up to 8 floors if space allows.

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

Questions? Please contact xxxxx
Specifications

A RU_LogoType.png

1'-6” h. T-cap height.
Fabricated .090 aluminum letter-forms, welded together.
Paint all sides: P6.

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

For typography, finish/material and symbol specifications refer to Manual Part 2, Section A: Graphic Standards.
**SKY16: Vertical Section**

6" = 1'-0"

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

**Specifications**

**B Letter-form Back**

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

**D Fastener**

**E Spacer**

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

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