UNIVERSITY OF MICHIGAN

CAMPUS WAYFINDING AND SIGNAGE GUIDELINES



Planning and Communication
Architecture, Engineering & Construction
University of Michigan
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CAMPUS WAYFINDING AND SIGNAGE GUIDELINES
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Purpose

The purpose of the *Wayfinding and Signage Guidelines* is to provide consistent, coherent, and comprehensive guidelines for all types of signage that may be used to guide persons from the freeway into campus and to specific buildings. The guidelines address the types of signage appropriate at typical locations and provide graphic standards for such signs. The primary purpose of exterior signage is for wayfinding. Only in the case of U-M Health and Athletics facilities may additional iconic signage be considered that serves the purpose of assisting with wayfinding.

The guidelines address primarily signage that is outside buildings—either on the building or in the landscape or anywhere else on the campus grounds. Signage on the interior of a building does not fall under these guidelines except to include suggestions for building directories and emergency evacuation plans. All interior signage is at the discretion of the unit head of the school, college, department or unit responsible for the building. The Department of Architecture, Engineering and Construction (AEC) is available to assist units in the design of interior signage.

Applies to: All buildings and properties owned or leased by the University of Michigan in Ann Arbor and the Ann Arbor area, as well as all university properties located outside the Ann Arbor area, but not including the Flint and Dearborn campuses.

Administered by: AEC-Planning and Communication All signage requests will be routed to Planning and Communication for review. Planning and Communication will provide final, detailed layouts from which building ID signs (and other sign types) can be executed.

Exceptions: Exceptions related to signage for facilities with donor or honorary names will require review by the Facilities Naming Steering Committee and approval by the Executive Vice President and Chief Financial Officer; exceptions related to facilities with functional names will require review by Planning and Communication and others within Facilities & Operations. Additional levels of approval may be required for all types of signage exceptions. All requests for exceptions will be managed through Planning and Communication.

Funding: If a school, college, department or unit requests a replacement building ID sign for a worn-out sign, or requests any new or replacement signage, the cost of the sign(s) will be borne by the requesting unit. Appropriate identification signage shall be provided for in the budget of all new university buildings and major renovation projects – see AEC Design Guidelines Section 10400.

Signage for named buildings. Some buildings carry names that are based on a donor who contributed substantially to the construction of the building. Donors may be persons, foundations, or corporations. Other buildings carry names that have been given to honor donors for gifts unrelated to that building's construction or persons significant in the university's history. All donor and honorary building namings are by

action of the regents – see *Policy and Guidelines for Naming of Facilities, Spaces and Streets*. Buildings without donor or honorary names will have functional names as determined by the Associate Vice President for Facilities and Operations (AVPFO).

Donor-named. The official names for these buildings will appear on standard building ID signs, but may also appear as lettering applied to the exterior wall of the building. Donor wishes in terms of exterior lettering on walls will be respected but should adhere to signage guidelines. Planning and Communication will manage signage requests in consultation with the Office of University Development.

Honorary names. Buildings carrying honorary names will have standard blue-and-white building ID signs. No additional signage with the building name shall be placed on the exterior of the building. Buildings with honorary namings are those named to honor persons for significant contributions to the university, including significant monetary contributions not related to the construction of the building named. The only exception to honorary names placed on the exterior of the building is in instances of buildings built before free-standing building ID signs were introduced in 1971. This older exterior wall signage will remain as part of the historic fabric of the building.

Functional names. Buildings that do not carry donor or honorary names will have functional names. These names are meant to be generic as to general use or location and may or may not reflect the name of any unit occupying the building. It is not the purpose of building names to promote the unit(s) located within the building. Functional names may be based on the building's location or address, or may be very broadly generic as to use. For instance, "Biology Building," rather than "Botany Department Building" or "Molecular Biology Building." Determination of an appropriate functional name for a building will be at the discretion of the AVPFO. When a building is constructed or renovated for a new use, the AVPFO will advise on the appropriate functional name for that building. Per the Naming Policy, buildings with functional names may at a later date be given either a donor name or an honorary name, per action of the regents. Buildings carrying functional names will have standard blue-and-white building ID signs and no other exterior signage.

Wayfinding Elements and Other Signage

I. Summary Descriptions

Descriptions of elements of the campus wayfinding system are listed below. Specific guidelines with standards and graphic examples follow this summary. Other types of signage that are not part of the wayfinding system, such as interpretive signs, are also included to provide standards and guidelines.

In June 2013, a new U-M brand (logo) was introduced campus-wide and will be incorporated into signage as appropriate and as signs are upgraded or new signs

added. This “brand logo” consists of the Block M in yellow with the words “University of Michigan” in white, on a blue background (examples below). Also specified were PMS match colors for Michigan blue and yellow. For signs, blue paint will match PMS 282. For more information on U-M logos, visit the campus Brand and Visual Identity website.





I.A. Campus Wayfinding Elements

1. Highway Guide Signs. These signs announce the University of Michigan before most exits to arterial roads from surrounding highways, e.g., I-94, US-23, and M-14. These signs are programmed and installed by state and county authorities.

2. Trail Marker Signs. These are signs that provide direction from freeway exits to campus areas, with small symbol signs (‘M’ logo and campus name with arrow, and/or ‘H’ with arrow), mounted on utility poles along major roads. In addition, special trail blazer signs have been installed by the city on primary streets leading to campus and downtown and within those areas. These signs identify major destinations. Separately, small highway symbol signs with arrows assist to direct campus visitors back to freeways. These signs are programmed and installed by city or county authorities in conjunction with the university.

3. Campus Gateway Signs. These are larger signs that identify each campus area and display the U-M brand logo and the campus name (Central, North, etc.). Graphic format includes blue-and-white graphics, with the Block M in yellow, in keeping with the design of building ID signs. Mounting is usually on substantial masonry base with featured landscaping. Gateway signs are located at the perimeter of, or at major entries to, the various campuses.

4. Directional Signs and Secondary Signs. Directional signs are used within campus areas on a very limited basis for difficult to find uses or facilities. The design is similar to building ID signs, following the blue-and-white graphic format, with the addition of arrows, but without the university brand logo or address information, and on standard concrete base. Secondary signs identify such areas as loading docks, and follow the same format as directional signs. Secondary signs may be free-standing on a concrete base or attached to the building depending on need and location.

5. Campus “You Are Here” Maps. These are free-standing maps located outside on the campus grounds that function to orient campus visitors, faculty, students, and staff

to the campus. The campus maps are displayed at various key locations on the campuses. Maps are of durable construction, oriented to the viewer and depict the campus with 3-D type images of buildings.

6. Building ID Signs. These are free-standing horizontal signs on concrete bases, usually near the street and/or near the building entrance, and display the official building name (not names of occupying units), although names may be abbreviated if necessary to best fit sign sizes by using last name only. The standard graphic includes the blue-and-white format with the U-M brand logo and the street address where applicable. Names of interior spaces and occupants, including retail and commercial venues, are not identified on the exterior of buildings. Building ID signs may also be used to designate such non-building facilities as playing fields, commuter parking lots, or named plazas; the same graphics will be used, but without an address line.

7. Building Signs for Auxiliary Facilities. This is building identification signage for what may be considered auxiliary facilities, including temporary buildings. These are not major academic or other primary university facilities but fulfill a support role. The signage graphic is similar to standard building ID signs in use of blue-and-white format, with building name and address, and the U-M brand logo; however, the scale is smaller and the panels are attached to the wall of the building and not on free-standing concrete bases. Consult PAC for a determination as to whether a facility should have auxiliary signage rather than a standard building ID sign.

8. Building Signs for Leased Facilities. For facilities that are leased by the university from a non-university person or entity, signs similar to those for auxiliary facilities will be used. The size of the panels may vary to fit the facility.

9. Letters on Building Exterior Walls. Individual letters mounted directly on the exterior wall of buildings as identification are allowed for donor-named buildings only, not for facilities with honorary or functional names. Letters are within a narrow range of scale and are of quality materials. This lettering is in addition to standard building ID signs. (Many buildings built before building ID signs were introduced in 1971 have lettering on exterior walls. This is now considered part of the historic fabric of the building and will be retained.)

10. Lettering on Exterior Doors and Windows. Lettering on entrance doors or any exterior door or window, whether affixed to the interior or exterior surface of the glass, is discouraged. Use of logos, decals, seals, graphics, coverings or other signage is not allowed whether affixed to the interior or exterior surface of the glass. Any requests will be considered exceptions to standards, and will be reviewed on a case-by-case basis. Building name and names of occupying units will not be allowed, nor names of interior spaces and uses, including retail and commercial venues. Exterior-facing commercial and retail signage will not be allowed. This includes digital displays, illuminated signs, and advertising graphics such as decals and logos. Interior commercial signage is left to the discretion of the school, college, department(s), or unit(s) occupying the building.

However, the proximity and orientation of interior signage shall not be placed in clear view from the outside and in a manner that is intended to invite the public into the space. Lettering may be used only for displaying the name of a named schools and colleges (e.g., Rackham, Ross, Ford, Taubman, Stamps). When approved, only white vinyl lettering, in a narrow range of letter heights, in the university standard typestyle, will be allowed. Lettering is also allowed for Michigan Medicine buildings to display building clinical information as required by the Joint Commission. Exceptions may be considered for the following circumstances: high volume of visitor-oriented uses; uses difficult to find; where there are multiple entrances to linked buildings; where a university unit occupies a space in an off-campus location; or for display of building hours.

11. Accessible Entrance ID. Accessible entrances are identified with the Symbol of Accessibility, as a decal on glass doors or as a plaque sign. At inaccessible entrances these include arrow or other text as necessary to direct to the nearest accessible entrance. This type of signage is monitored by the university's ADA coordinator (734-763-0235).

12. Building Directories. Building directories are located in building interior entrances and lobbies. Designs range from simple lettered inserts to electronic interactive directories depending on the preference of the occupying unit(s). Interior signage, including lobby directories, is the responsibility of the school, college, department(s), or unit(s) occupying the building.

I.B. Additional Wayfinding Elements and Signage Types

13. Banners. Banners are utilized only to identify and promote events sponsored by U-M schools, colleges, departments or units, except in the case of Michigan Medicine and Athletics. Banners are generally vinyl, displayed for limited time periods, usually on light poles, and follow a specific request and approval process. Refer to Guidelines for Banners on Light Poles and Guidelines for Banners on Buildings. **Banners of any kind may not be installed on construction fencing.**

14. Interpretive/Informational Signs. These are signs for the presentation of interpretive or other information, such as at the Ross School of Business Bur Oak and the natural plant areas on the east side of Dana Building. Displays are generally freestanding units, with digital prints laminated or embedded, depending on intended length of display.

15. Signage for Plazas, Malls, Courtyards, Fields; and Exterior Spaces that are part of a Facility. Specific types of signage that may be used for plazas, courtyards and other outdoor named areas or spaces, as well as for exterior spaces that are part of a facility.

16. Michigan Medicine Signage. Michigan Medicine includes the Medical School and U-M Health hospitals, health centers and clinics. Building ID signs for non-clinical and academic/research facilities in general follow the same format as the standard building ID sign. Building ID signs for clinical facilities follow the standards in terms of blue-and-white panels on concrete base with similar graphics to other building signs but with reference to U-M Health and Michigan Medicine. Additionally, special iconic signage may be provided for clinical facilities, which may include a large Block M and the building name. Directional signage within Michigan Medicine follows a separate set of standards. Contact Planning and Communication for additional information.

17. Athletics Signage. Iconic signage may be provided on the exterior of Athletic venues and facilities. This may include back-lit signage, primarily for the building name, as well as large installations of the Block M. In addition, inspirational sports-related statements may be exhibited on the exterior of the facilities. These types of signage will be in addition to standard building ID signs.

I.C. Other Signage

Visitor Parking. Visitor Parking is generally identified with red decals at university lots. Parking signage is managed by Logistics, Transportation and Parking, which should be contacted for guidelines and standards

Emergency Evacuation Maps. All units are encouraged to install Emergency Evacuation Maps in their facilities. In addition to providing evacuation information, these maps can also include other emergency information. Contact the Office of Emergency Management for guidelines for Emergency Evacuation Maps.

Landmarks. Landmark features provide a recognizable image that can be described and used as a wayfinding tool. These include buildings of distinctive architectural design, signs, public art or sculptures. Among the most commonly referenced landmarks are Burton Tower, Angell Hall, Michigan Stadium, and significant or unique art works, such as the large red sculpture “Begob” in front of the Lurie Engineering Center.

Inspirational Signage. These messages are not part of wayfinding or identification, but are considered public art and should follow public art guidelines. Contact the President’s Advisory Committee on Public Art.

Dedication and Other Plaques. These are not part of wayfinding or identification. Numerous examples include small metal plaques mounted on to exterior bench seating, and wall-mounted and ground-mounted cast plaques of various metals and sizes. Contact PAC for standards. All exterior plaque installations must be reviewed by Planning and Communication.

WAYFINDING AND SIGNAGE TYPES WITH GRAPHICS

1. Highway Guide Signs

Campus Wayfinding Elements







Highway Guide signs currently announce the university at highway exits.

Highway standard guide signs:
Metal panel sign with reflective vinyl graphics; mount to posts along freeways near/at freeway exits

Guide signs:
White graphics on green background

Service guide signs:
White graphics on blue background

Recreation guide signs:
White graphics on brown background

Sign requests to:
Washtenaw County Transportation Service Center, Brighton, MI
(810) 225-2626

All requests and installations to be coordinated by AEC Planning and Communication



Highway guide symbol signs lead visitors from city center back to surrounding freeways. These are installed by the City of Ann Arbor.

2. Trail Marker Signs

Campus Wayfinding Elements



9” h. ‘M’ logo maize color

1 1/2” h. text white

4” h. white arrow blue bkgrd reflective

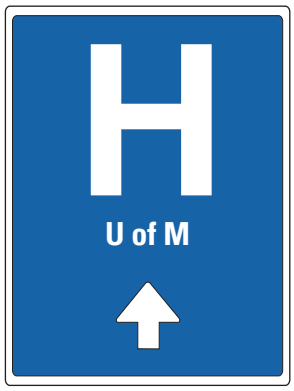
18” w. x 24” h.



a



b



18” w. x 24” h.

Trail marker signs identify the university from freeway exits to campus areas

18" w. x 24" h. standard aluminum panel sign with reflective vinyl graphics

Mount to street light and traffic light poles; place high enough for good visibility above typical street furniture and ground-mount signs

Existing signs similar to this are installed on arterial Ann Arbor roads

Sign requests to:
City of Ann Arbor
Transportation Project Management
Department Traffic Engineer (734) 996-3386

All requests and installations to be coordinated by Planning and Communication.

OPTIONS:

a) Identify the specific campus area on trail marker signs (Central, North, etc.)

b) Locate U-M trail marker signs adjacent to city parking signs in the downtown area to direct to major public parking structures en route to Central Campus area.

Similar signs are installed on Ann Arbor roads that identify the University Hospital from freeway exits to the Medical Center Campus.

continued next page

2. Trail Marker Signs

Campus Wayfinding Elements

Mounting:
Mount trail marker signs on existing poles along streets; mount high enough to be seen over normal street traffic.

Requires approvals and coordination of placement with City of Ann Arbor.

Sign requests:
City of Ann Arbor
Transportation Project Management
Department Traffic Engineer (734) 996-3386

All requests and installations to be coordinated by Planning and Communication.



Typical mounting configurations

3. Campus Gateway Signs

Campus Wayfinding Elements

Large gateway campus ID signs identify major campus edges, and display:

1. University brand logo (Block M with words “University of Michigan”)
2. Campus name (Central, North, etc.)

Graphic format includes blue paint, white letters and yellow M.

Mounting is usually with a substantial masonry base, usually concrete, with feature landscaping.

Signs are located at perimeter or entry to the various campus areas. Installations are coordinated by Planning and Communication.

DESIGN STANDARDS

Panels

- Painted blue panel of stainless steel (preferred) or aluminum
- Mounted to standard concrete base, single- or doubleface with feature landscaping

Background color

- Blue is Matthews Paint to match PMS 282

University brand logo

- Scaled so that the Block M is 1’ high
- Entire logo, including M and words “University of Michigan,” is 9’ - 7-1/2” wide
- Block M in sunflower yellow, high-performance vinyl

Lettering

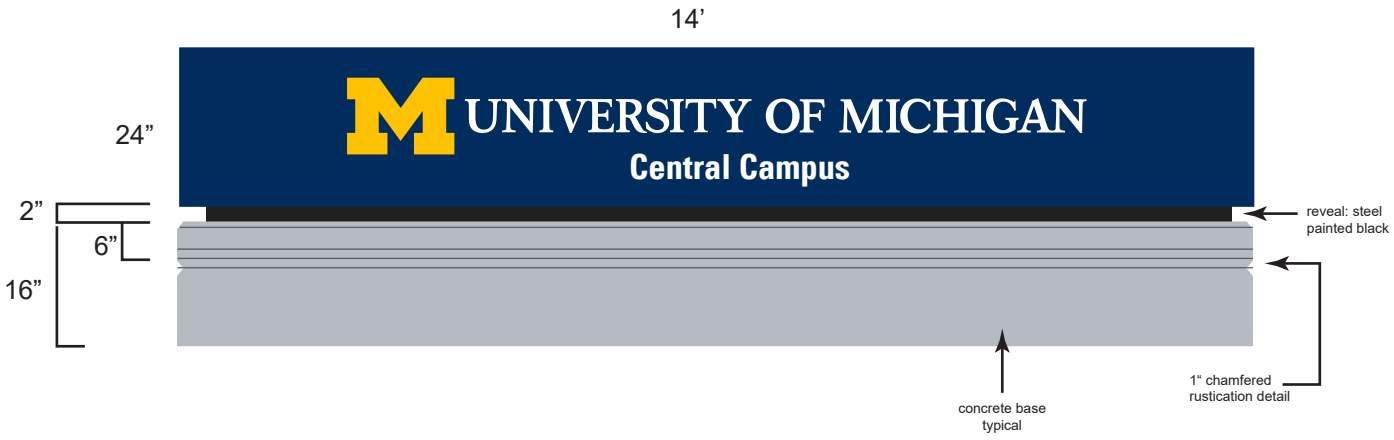
- White, high-performance vinyl.

Graphic placement

- Centered on panel

Typeface

- Univers 67 Bold Condensed for campus name



Typical Gateway Sign

4. Directional and Secondary Signs

Campus Wayfinding Elements

Directional signs may be used to direct traffic to facilities that are difficult to find and/or have high volumes of public use. Directional signs are free-standing on a concrete base.

Signs may also be used to identify secondary sites such as loading docks and service areas—especially those that are hard to find. Secondary signs may be free-standing on a concrete base, or mounted to the wall of the building, depending on need and location.

Consult Planning and Communication to determine if a directional or secondary sign is warranted for a specific facility or location.

DESIGN STANDARDS

Panels

- Aluminum or stainless steel painted blue
- Free-standing sign panels may be 17-24” high and 3, 4, or 5’ wide, depending on need
- Signs mounted on buildings may vary in size to accommodate the need with 18” wide by 10“ high being the standard

Background color

- Matthews Paint to match PMS 282

Lettering

- Street address may be included if needed
- Text is 2 1/2” to 3 1/2”
- White, high performance vinyl

Graphic Placement

- Directional: Flush left text with arrow to left
- Secondary (mounted on the building): Center text

Typeface

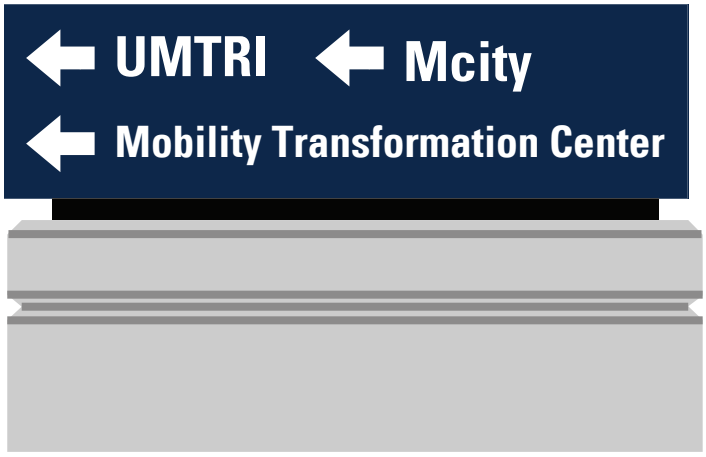
- Univers 67 Condensed Bold



Sample wall-mounted secondary sign



Sample directional sign for hard-to-find faculties, on standard concrete base



Sample directional sign on standard concrete base

5. Campus “You Are Here” Maps

Campus Wayfinding Elements

FREESTANDING - EXTERIOR
Solid panel sign of plastic material with digital color graphics embedded into phenolic or fiberglass surface; or metal panel with porcelain enamel graphics for durability.

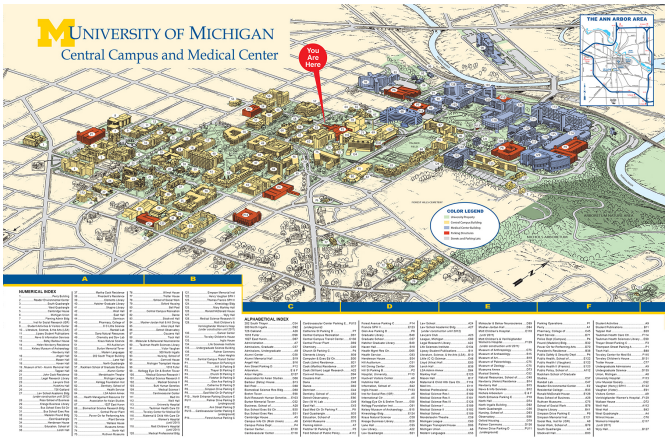
Display on map:
1. Appropriate campus area
2. Labeled buildings, parking facilities, streets and distinctive landmarks
3. Legend with names of buildings
4. Overview map of the five campus areas
5. Key telephone numbers, web addresses or other help contact listing
6. Prominent “you-are-here” marker

Display on header band:
1. ‘M’ logo/word mark
2. Name of campus

Map Art:
Buildings and pathways are shown with buildings in dimensional detail. The map should reflect the orientation of the viewer.

Freestanding Map Mounting:
Graphic panel mounted to metal structure, on concrete base, with panel mounted at an angle and low enough so as to be viewed easily by children, meet code, and not obstruct the viewing area. Placed at visible locations throughout the campus areas.

Design and installation of campus “you are here” maps is coordinated by Planning and Communication.



Sample map



Example of campus map installed on concrete base

6. Building Identification Signs

Campus Wayfinding Elements

Standard building identification signs are free-standing and not attached to buildings. They are two-sided and stand perpendicular to the street and the building. Consult Planning and Communication for determination as to whether more than one building sign is needed for a particular building.

Building ID signs identify the official name of the building only. Names of occupying units or internal spaces are to be placed on internal directories and will not appear on ID signs. Official building names appear in the Space Analysis database. For buildings that are named for a person or persons, the preference is to use last name(s) only on the sign.

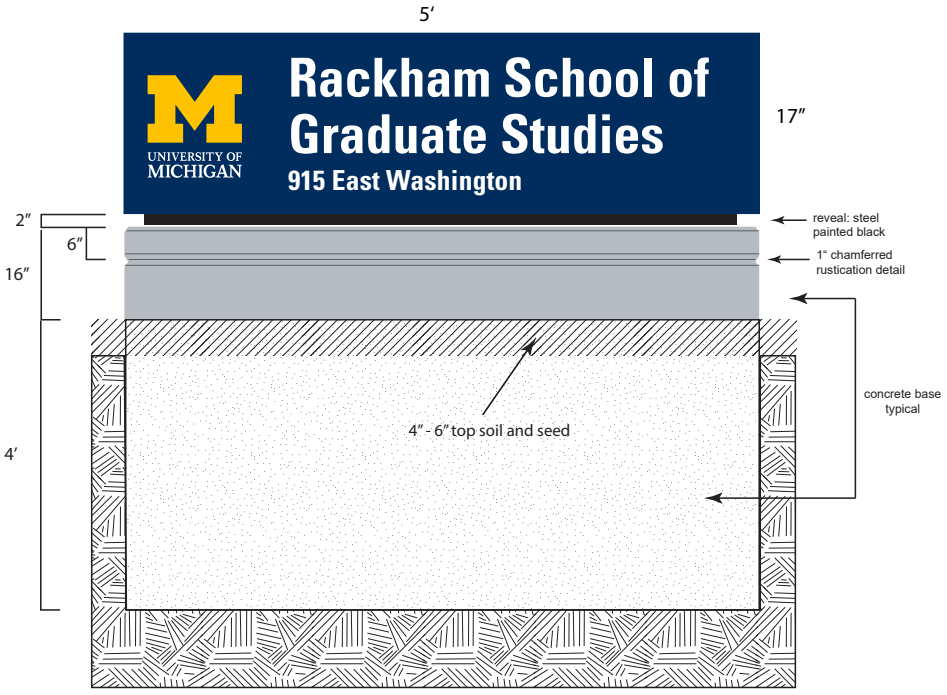
Street address will appear on the signs in the lower portion. On signs that are placed at the back or side of a building, facing a street other than that which provides the address, the street address will not appear on the sign.

For donor-named buildings, the free-standing sign will be in addition to any lettering that may be on the exterior masonry of the building.

Installation is on a standard concrete base, precast or cast-in-place, with chamfered top and edges and rustication detail.

Consult Planning and Communication for detailed graphic layouts of sign panels and installation specifications.

continued next page



Typical sign with two lines of text

6. Building Identification Signs

Campus Wayfinding Elements

DESIGN STANDARDS

Panels

- One or two lines of text - 17” high by 4, 5, or 6’ wide depending on need
- Three lines of text - 24” high by 4, 5, or 6’ wide depending on need

Background color

- Matthews Paint to match PMS 282 blue

University brand logo

- Block M in sunflower yellow, high performance vinyl
- University of Michigan in white, high performance vinyl

Lettering

- One, two, or three lines depending on need
- Upper and lower case text for building name and address line
- Building name in 3 1/2” letters
- Address line in 2“ letters
- White, high-performance vinyl

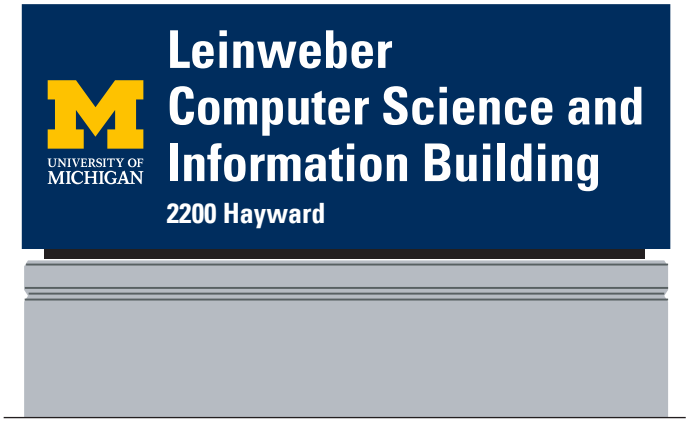
Typeface

- Univers 67 Condensed Bold for building name and address



Typical sign with one line of text

Typical sign with three lines of text



7. Building Signs for Auxiliary Facilities

Campus Wayfinding Elements

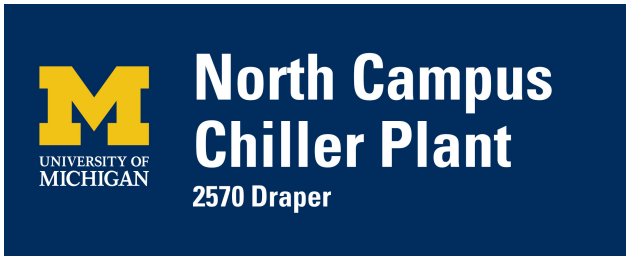
A smaller variation of building identification signage can be used for auxiliary facilities, including temporary buildings. These are not major academic or other primary university facilities, but fulfill a support role. The signage graphic is similar to standard building ID signs, but the scale is smaller and the panels are attached to the exterior wall of the building, rather than being free-standing. Consult Planning and Communication for a determination as to whether a facility should have auxiliary signage rather than a standard building ID sign.

Sample signs for auxiliary service facilities



2’ 6”

1’



DESIGN STANDARDS

Panels

- Single-sided aluminum panels
- Wall-mounted
- Typical sign size 1’ high by 2’6” to 3’ wide; however, size is dependent on location and need

Background color

- Blue is Matthews Paint to match PMS 282

Lettering

- Upper and lower case for building name and address
- Building name in 2” letters
- Address line in 1” letters
- White, high-performance vinyl

University brand logo

- Block M in sunflower yellow, high-performance vinyl

Typeface

- Univers 67 Condensed Bold

8. Building Signage for Leased Facilities

Campus Wayfinding Elements

For facilities that are leased by the university from a non-university person or company, signs similar to those for auxiliary facilities will be used where feasible. The size of the panels may vary to fit the facility.

The name of the department occupying the leased space will be displayed, along with the U-M brand/logo (Block M and words "University of Michigan").

In some instances, lettering on the glass door would be used instead, and would follow guidelines related to such lettering (see page 22), and as permitted by the property owner. Note that at many locations, there will be no exterior signage other than the general building name or address, as provided by the property owner. In such instances, the name of the university unit leasing the space may appear only on an interior directory.

Planning and Communication, in consultation with the F&O Real Estate Office, the owner of the leased property, and the university unit occupying the property, will determine what university signage would be recommended for placement at the leased facility.

DESIGN STANDARDS

Panels

- Single-sided, aluminum, wood, or acrylic panels
- Wall-mounted
- Size dependent on location and need but generally ranging from 1' x 3' to 2' x 4'

Background color

- Blue is Matthews Paint to match PMS 282

University brand logo

- Scaled to fit size of sign panel
- Block M in sunflower yellow, high-performance vinyl

Lettering

- Upper and lower case for unit name and address
- Typical font size for unit name is from 2" to 3 1/2" letters
- Typical font size for address line is from 1" to 2" letters
- White, high-performance vinyl

Typeface

- Univers 67 Condensed Bold

3'

1'



Sample of sign at leased property (not to scale)



9. Signage/Lettering on Building Exteriors

Campus Wayfinding Elements

Signage that may be placed on an exterior wall of a building follows a hierarchy of signage that is related to the naming of the building and/or segments and spaces of the building. In the hierarchy, segments of a building are subservient to the building itself. Segments of buildings include wings, towers, pavilions, additions, expansions, etc. (Refer to the *University of Michigan Policy and Guidelines for Naming Facilities, Spaces and Streets* for definitions.)

Signage may be individual letters applied to the building or in the form of a plaque, depending on what the signage relates to. Such exterior signage, whether letters or plaques, applies only to donor-named facilities. Buildings that carry honorific or functional names, rather than donor-specified, will not have signage or lettering placed on the exterior of the building. Such buildings would have the standard free-standing building ID sign only.

SIGNAGE HIERARCHY FOR BUILDINGS

1. The **building in its totality**
2. A **significant or large addition** that is of a later date than the original building, and although attached to the parent structure is designed and sited in a way, and is of sufficient size, to appear as a discreet and almost separate structure.
3. A small addition, expansion, pavilion, wing, tower, houses of dorms, or similar type of **building segments**, that are usually considerably smaller than the building itself and which are part of the original construction or appears as part of the original, even if constructed later.
4. **Interior spaces** including sections, rooms and courtyards. Sections may be portions of a building that are not visibly separated on the exterior.

SIGNAGE TYPES

(numerically matched to hierarchy to left)

1. For the **building in its totality**, signage is allowed on the structure itself only if the building carries a donor-designated naming, as defined in the naming policies. Such donor recognition signage shall be comprised of individual letters mounted directly on building exterior masonry walls. Signage of this type will be in addition to standard free-standing building ID signs.
2. For a **significant or large addition** funded by major donor contribution, as defined in the naming policy, lettering of the same type as identified in signage type 1 is allowed. Such additions may have standard free-standing building ID signs only if lettering is not used on the building.
3. For **building segments** such as small additions, expansions, pavilions, wings, towers, etc., funded by a major donor to the construction of that segment, signage shall be placed in the interior of the structure. No exterior signage will be used. This is desired so that the name of the lesser segment does not detract from the name of the building in its totality regardless of whether the building carries a donor, honorific or functional name. In special circumstances where a building segment, such as a wing, tower, or pavilion, includes an overhang or set-back entrance, the signage may be placed in this recessed area so long as it does not create the illusion of being the building's name nor compete with the building's signage. This type of placement will be considered an exception to standards requiring appropriate review and approval.
4. For **interior spaces**, including sections of buildings, rooms and courtyards, signage shall be placed on the interior of the building at the location of the space. No exterior signage will be used.

continued next page

9. Signage/Lettering on Building Exteriors

Campus Wayfinding Elements

DESIGN STANDARDS
(numerically matched to signage types on the previous page)

1. Building in its totality

- Signage placed low on the building, above the main entrance
- Signage shall consist of letters no more than 5" in height, preferably upper and lower case.
- Signage placed higher on the building may use letters up to 8" in height
- Material for the letters may be bronze, stainless steel, or other weather-resistant material.
- Typeface may be Frutiger Bold Condensed, Times Roman, Helvetica, or other as deemed appropriate by the building's design architect.

2. Significant or large additions

- If applied lettering is used, follow standards as in #1 above
- If no such signage is used on the exterior of the large addition, a standard building ID sign may be provided instead.



Example - Building in totality: donor name on exterior, above entrance door, all upper case, 5" stainless steel letters



Example - Building segment (wing): donor name on interior (no exterior signage)

3. Building segments such as small additions, expansions, or pavilions, wings, towers, etc.

- Signage shall be placed on the interior of the structure; design will be at the discretion of the unit head of the school, college, department or unit responsible for the building (as per #4 below).
- If towers, pavilions or wings are approved for an exception to allow exterior signage (usually in an overhang or set-back), the exterior signage shall be in the form of either a cast bronze or stainless steel plaque no larger than 12" x 18" in total size
- Letters ranging from 3/8" to 1" in size recognizing the donor(s), or in letters applied to the wall.
- Such applied lettering shall be between 3" to 5" in height.

4. Interior spaces, including sections of buildings, rooms and courtyards

- Signage may be in the form of a plaque, lettering applied to walls or doors, or other standard interior signage type as appropriate for the building.
- This signage is at the discretion of the unit head of the school, college, department or unit responsible for the building.

Consult Planning and Communication for determination of proper signage type for a particular building or building segment. Planning and Communication will consult with the Office of University Development to determine donor wishes, if specific requests have been made, in order to guide the signage type to conform to the appropriate standard. Exceptions to the guidelines and standards will require additional approval.



Example - Significant or large addition: donor name on exterior, upper and lower case, cast bronze letters

10. Lettering on Exterior Doors and Windows

Campus Wayfinding Elements

Lettering on entrance doors (usually glass), or exterior of windows, is discouraged. Any requests will be considered exceptions to standards, and will be reviewed on a case-by-case basis. Building name and names of occupying units will not be allowed, nor names of any interior spaces, including retail and commercial venues, except in the case of named schools and colleges and clinical facilities. (Building name is to be located on free-standing ID signs, and names of interior spaces to be located on interior directories.) Avoid repetition of information already displayed on the building or on nearby building ID signs or on lobby directories.

Lettering and possible other graphics may be used for displaying the name of a named school or college (e.g., Rackham, Ross, Ford, Taubman). Lettering is also allowed for Michigan Medicine buildings to display building clinical information as required by the Joint Commission.

When approved, only white vinyl lettering in a narrow range of letter sizes, in the university standard typestyle, on the glass, will be allowed. Use of U-M or custom logos, seals, or colored letters or graphics are not allowed.

Consult Planning and Communication for questions regarding this type of signage.

Exceptions may be considered for the following circumstances:

1. Visitor-oriented uses
2. Uses difficult to find
3. Where there are multiple entrances to linked buildings (e.g., Mason/Haven/Tisch)
4. Where university units occupy a space in an off-campus location
5. Display of building hours where different from general campus building hours and for locations with high volumes of public traffic

DESIGN STANDARDS

Lettering

- Upper and lower cases
- Letter sizes 3/4” to 3” high letters

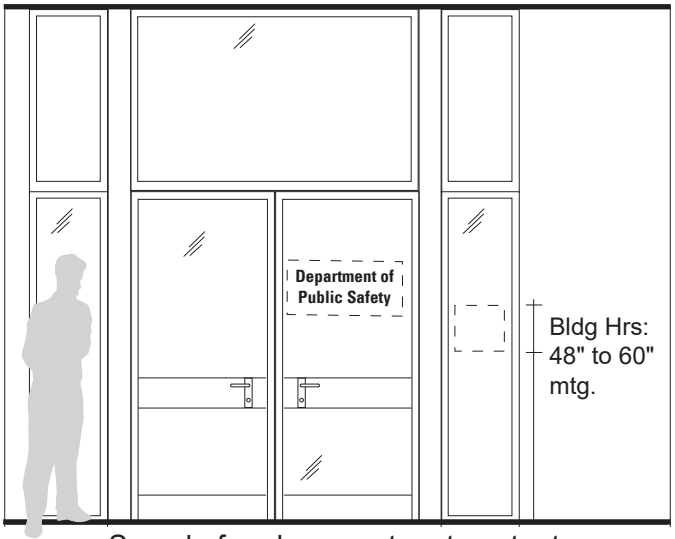
Placement

- Exterior of glass
- On door at consistent level as indicated

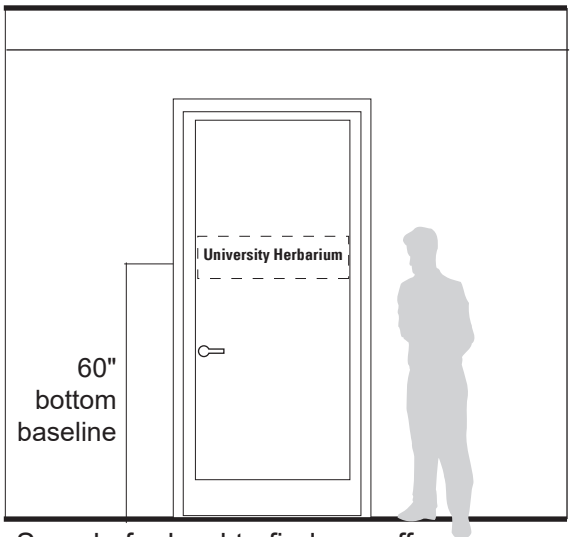
Typeface

- Univers 67 Condensed Bold

Planning and Communication will make the determination of appropriate letter size(s) and placement.



Sample for placement, not content



Sample for hard to find use off-campus

11. Accessible Entrance ID

Campus Wayfinding Elements

Identify accessible entrances with Symbol of Accessibility.

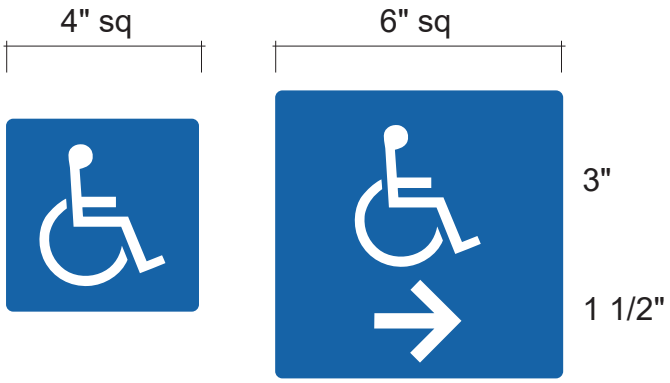
At inaccessible entrances, include arrow and text as necessary to direct to the nearest accessible entrance if it is not clearly visible. Follow current state and federal guidelines for mounting height and placement relative to doors. Consult the University ADA Coordinator.

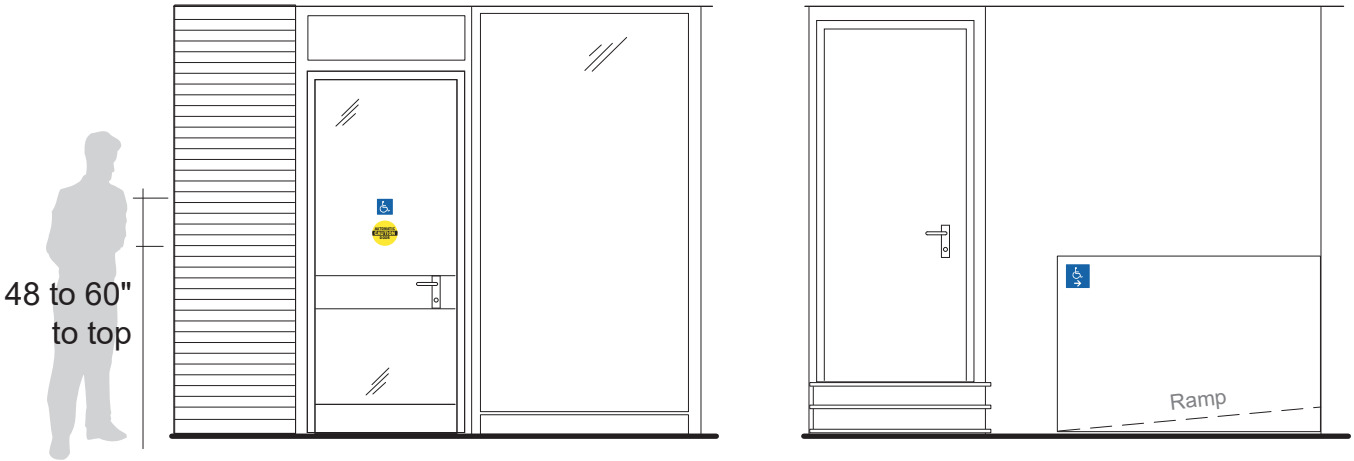
Display Options:

1. Vinyl decal on glass
2. Small plaque, metal or plastic on solid surfaces

In general, the symbol should be displayed as white on a blue background. The symbol is not generally required to be tactile and Braille translation of the symbol is not required.

Where needed, free-standing signs denoting direction to accessible entrance may be utilized. Consult with Planning and Communication.





12. Building Directories

Campus Wayfinding Elements

Building directories are generally located in building interior entrances and/or lobbies. Units are encouraged to place directories at all entrances of a building.

Directories may vary in design depending on the needs of the building occupants, as well as budgetary considerations, and whether a school, college, department or unit has a standard design in use for their facilities.

Use of electronic kiosks in lieu of traditional directories is a convenient method for presenting a greater degree of information and is encouraged where economically feasible. Information and Technology Services provides a platform for strong visual communication in a wide variety of campus settings through the Digital Signage service.

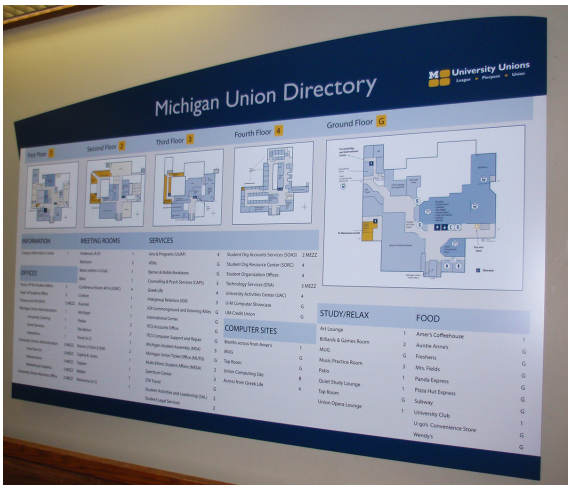
Interior signage, including directories, is the responsibility of the school, college, department(s) or unit(s) occupying the building.



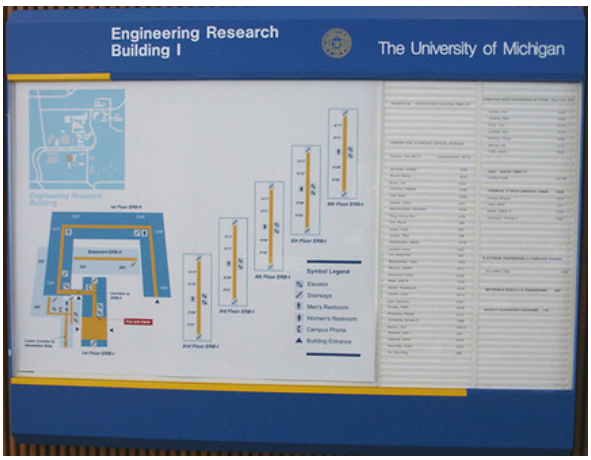
Sample electronic kiosk

Building directories should consistently:

1. Identify the building
2. List key departments and individuals
3. Display a floor plan with key spaces and hallways highlighted
4. Display an area map showing major buildings and streets in the vicinity
5. Display building hours
6. Include key telephone numbers and/or web addresses
7. If feasible, a campus map might be included, or displayed separately



Sample directories used for University Unions (above) and College of Engineering (below), incorporating listings, floor plans and site area map, in a blue frame



13. Banners

Additional Wayfinding Elements and Signage Types

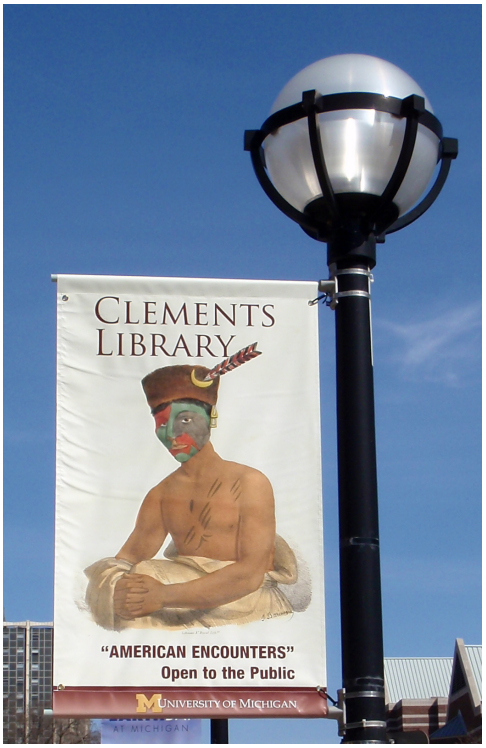
Banners may be used only to promote events sponsored by schools, colleges, departments, and major auxiliary units, in accordance with established university guidelines, except in the case of Michigan Medicine and Athletics. Banners are generally fabric or vinyl, displayed for limited periods of time, usually on pedestrian light poles, and follow a specific request and approval process.

Michigan Medicine and Athletics present unique situations and therefore banners may be used in more purposeful ways (see guidelines referred to in right column).

Contact Planning and Communication for location specifics. Banners are to be along streets only—none in the Diag or other pedestrian mall areas. Banners are exhibited for the duration of the event. Banners for school or college anniversaries may be exhibited for up to one school year (September - April).

Banners must follow all standards per guidelines for materials, size, content, etc. Refer to *Guidelines for Banners on Light Poles* and *Guidelines for Banners on Buildings*.





14. Interpretive and Informational Signs

Additional Wayfinding Elements and Signage Types

Signs to be used to provide information on exhibits in the landscape, special features, etc.

DESIGN AND MATERIAL CRITERIA
Determine length of time for display, i.e., weeks-less expensive digital prints with protective overlaminate, mounted to fiberboard backing panel or months-embedded digital prints integral to fiberglass or phenolic panel materials

Select display locations and develop appropriate scale of graphics. Three standard size panels may be used to accommodate the information and location.

Graphics to be reviewed by the Exterior Elements Review Committee, coordinated by Planning and Communication.

Contact Planning and Communication for detailed standards and specifications.



DESIGN STANDARDS

Materials
- Solid panel of plastic, wood or metal
- Digital graphics embedded in high-pressure laminate or fiberglass or silk-screened on surface

Frame
- Painted aluminum recommended
- Round or square

Display
- Include name of exhibit, text and images that interpret the subject through description and/or questions-and-answers
- Create interaction between the descriptive panels and the items viewed
- Incorporate an identity band along the bottom that would include the ‘M’ logo or word mark and the name of the unit providing the display on a blue background

Mounting
- Free-standing post structure with panel mounted at an angle and low enough for easy viewing by children
- Provide wheelchair access
- Recommended mounting height is between 27” to 34” maximum for leading edge of panel
- Poles to be sunk at least 12” below grade and attached to concrete footing, also below grade, as needed



15. Plazas, Malls, Courtyards and Fields; Exterior Spaces as Part of a Facility

Additional Campus Wayfinding Elements and Signage Types

Exterior spaces that are associated with more than one non-connected building, or that comprise a major open space on their own, such as plazas, pedestrian malls, fields and significant courtyards, may have signage if that space is named for something (person or persons) other than its location. Examples include McDivitt-White Plaza, Irwin Chase Plaza, Noble Plaza, Regents' Plaza, and Elbel Field.

Major exterior spaces that are named for their location generally carry no signage. Examples include Ingalls Mall, Monroe Mall, the Diag, and East University Walkway.

Exterior courtyards that are contained primarily within the footprint of a building or a connected cluster of buildings, may have signage at the discretion of the dean, director, or department head responsible for the building or buildings. It is recommended that signage for these spaces be in the form of a cast bronze plaque.

When a fence or wall encloses an exterior space that is associated with a building, that space will be considered to be interior to the facility and will be subject to interior signage standards established for the school, college or unit responsible for the building, as noted above. However, use of a bronze plaque is recommended. When signage for such a space will be highly visible from outside the fencing, Planning and Communication will also be consulted, and proposed signage will be reviewed by the Exterior Elements Review Committee.

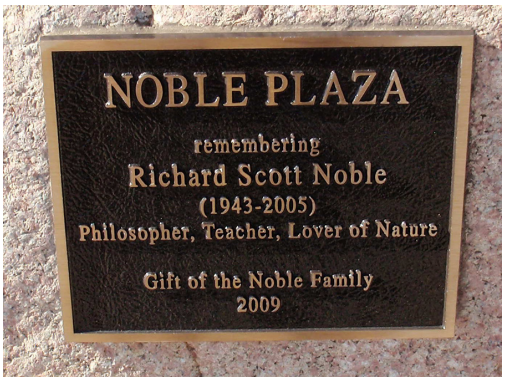


Sample sign similar to building sign but used for a playing field

Signage for named outdoor plazas, malls, and courtyards shall be in the form of a cast bronze plaque placed appropriately on the site either in the ground on a standard concrete base or attached to a site element such as a seat wall.

Lettering size on such plaques shall be limited to a maximum of 3" in height. Consult Planning and Communication regarding font style and text.

In unique circumstances, where a plaque may not be appropriate, signage similar to a building ID sign may be considered. Such signage may also be used for fields. Planning and Communication will make the determination as to the appropriate signage type for a given outdoor space.



Sample plaque for outdoor plaza



Sample sign with old graphic which will remain until sign needs to be repainted or upgraded, then would receive new graphic

16. Michigan Medicine Signage

Additional Campus Wayfinding Elements and Signage Types

Michigan Medicine includes the Medical Center Campus core area, the Wall Street area, and East Medical Campus. Due to the extreme high patient and public use of the facilities, signage within these Michigan Medicine areas employs several different typologies.

Building ID signs for academic facilities employ the same graphic and content standards as typical building ID signs for other campuses (see page 16). Building ID signs for clinical facilities follow the same general format but use the Michigan Medicine logo instead of the university seal.

Special iconic signage may also be provided for clinical facilities, which may include a large Block M and the building name mounted high on the exterior.

Note that the graphic standards for gateway and directional signs will be modified for future installations to use the new brand logo and not the U-M seal (shown below are existing signs from before the new logo was introduced)



Example gateway sign



Example directional sign

In addition to building ID signs, directional signs are employed within Michigan Medicine areas that differ from standard directional signs. The directional signs used are larger and provide more information and are employed because of the high volume of public use of the facilities. Some directional signs are free-standing on concrete bases and some are suspended above the roads of the Medical Center Campus core.

Standards in terms of graphics have been established and are illustrated below.

Questions concerning Michigan Medicine signage should be directed to Planning and Communication. Refer to *Guidelines for Banners on Light Poles* and *Guidelines for Banners on Buildings* for special use of banners related to Michigan Medicine facilities and functions.



Example iconic signage for clinical buildings



Example non-clinical (academic) building ID sign



Example clinical building ID sign

17. Athletics Signage

Additional Wayfinding Elements and Signage Types

Athletics includes varsity sports venues, team facilities and administration buildings occupied by the Department of Athletics and located on Ross Athletic Campus and along South State Street. Due to the extreme high public visitor use of the sports venues and some other facilities, signage within Athletics areas employs several different typologies.

Building ID signs for most facilities, including buildings and most sports venues, employ the same graphic and content standards as typical building ID signs for other campuses (see page 16). Large venues, such as Michigan Stadium, and outdoor venues may utilize different signage approaches.

Special iconic signage may be provided on the exterior of Athletic venues and other facilities. This may include back-lit signage, primarily for the building name mounted on the exterior, as well as large installations of the Block M.



Example of iconic signage for building name



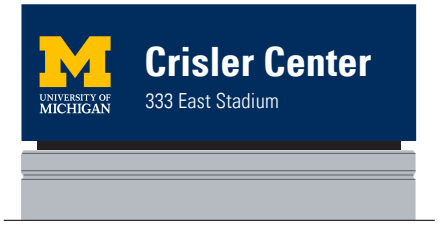
Example - Block M back-lit

In addition, inspirational sports-related statements may be exhibited on the exterior of some facilities, as appropriate.

Signage and large banners may also be attached to the inside of fencing that surrounds a facility, such as a playing field. The space within the fencing is considered to be interior to that facility.

Refer to *Guidelines for Banners on Light Poles* and *Guidelines for Banners on Buildings* for special use of banners related to Athletics facilities and functions. See also page 27 for information regarding exterior spaces that are part of a facility.

Questions concerning Athletics signage should be directed to Planning and Communication.



Standard building ID sign



Example - Block M in brick, no lighting