

Rutgers University Interior Signage & Wayfinding Manual

Institutional Planning and Operations
Rutgers, The State University of New Jersey

Published August 2025

Updated: 09/04/2025



Rutgers University Signage & Wayfinding Manual Introduction

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Foreword

Rutgers University was founded as Queen’s College in 1766 in New Brunswick, New Jersey. Through its existence of more than 250 years, it stands among America’s highest-ranked and most diverse public research universities. In 2015, the Rutgers University Board of Governors approved the university wide Wayfinding and Signage Manual, and it has since been the basis for Rutgers’ signage and environmental graphics on all campuses. In 2023, Rutgers approved an update to its visual identity, and as of 2025, the Wayfinding and Signage Manual has undergone significant updates and improvements to increase its overall functionality and its alignment with the university’s visual identity.

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SECTION 1 OF THE RUTGERS WAYFINDING MANUAL

Introduction

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How to Use the Manual

Welcome to the Rutgers University wide Wayfinding and Signage Manual.

One manual has been developed for the ongoing maintenance of the system that includes comprehensive information for the Exterior and Interior Sign program. The University wide Signage Manual consists of a vocabulary of pre-designed sign configurations that will effectively meet a broad range of sign function requirements. This manual documents the sign program and describes the entire sign family as a sign system, including descriptions of sign types and their functions.

The University wide Wayfinding and Signage Manual facilitates the implementation of signs in new facilities, renovation projects and as a catalog to order replacements for damaged or outdated parts or signs where the program has already been installed.

This document is intended to provide project managers and other interested parties a detailed description of the primary operating characteristics of the Exterior and Interior Sign program.

The manual is divided into three parts:

The introduction provides an overview of objectives, policies and strategies. It also outlines the levels of implementation of the signage standards and the tools and processes for maintaining the University wide Signage System.

BOOK 1 - EXTERIOR

Each exterior sign is shown with a drawing that specifies typography, color, materials and fabrication methods, i.e. construction details, mounting methods and ADA applications.

BOOK 2 - INTERIOR

Each interior sign is shown with a drawing that specifies typography, color, materials and fabrication methods, i.e. construction details, mounting methods and ADA applications.

How to Order a Sign

Ordering a sign at Rutgers can be done by entering a [Maintenance Request Form](#) through the Service Call Center or on the [Service Call Center website](#). Also be sure to also refer to [page 15](#) for workflow and implementation categories. Follow these steps and if you need support along the way, visit <https://ipo.rutgers.edu/business-services/material-logistical-services/signage>.

1. **Know what you need.** Determine the location of the sign. Is it an exterior or interior sign?
2. **Determine message.** Write the copy for the sign. Is there another sign with similar copy as a sample or do you need to create copy from scratch?
3. **Select appropriate sign type.** Find the specific type of sign you need to order. The sign type will be confirmed by the Sign Shop as well.
4. **Determine if there are any special conditions.** In coordination with the Sign Shop, review the space where the sign will be installed. Does the sign need special placement or is it in a unique location?
5. **Clarify funding.** Determine and provide funding source to pay for sign fabrication, installation labor, and project costs.
6. **Review installation for quality control and adherence to standards.** The Sign Shop will coordinate the fabrication and installation of the request.

Wayfinding at Rutgers

Wayfinding is a process of spatial orientation and decision-making along an individual's path of travel to a destination. There are points along this journey when orientation is required to make a decision about which direction to proceed. Exterior and interior signs provide the information necessary to guide students, visitors and staff to destinations, identify areas and provide safety information. A successful sign system assists people in finding their way, enhances the campus environment and complies with the Americans with Disabilities Act (ADA) and local regulations.

The University's visual identity system and image was translated to a new, aesthetically distinct, affordable and easily maintainable design package. New exterior and interior signage design standards were developed. The new standards outline guidelines for signage locations, keeping in mind that campus beautification efforts include minimizing the quantity of signage in the campus landscape.

The new signage system promotes the Rutgers University commitment to standardization, yet provides the flexibility to respond to the variety of building exteriors and interiors.

Wayfinding Program

The University wide Signage Manual provides specific guidelines and standards to the Rutgers community for the implementation of the Rutgers sign system across all University campuses, buildings and environments.

The power of a strong visual identity and consistent wayfinding system can only be realized through consistent application over time. It is the University's protocol that the official wayfinding signage, as described in these pages, is the only sanctioned wayfinding and signage system across the University. No other signage may be used or created to represent the University as a whole or any part thereof.

Sign Standards at Rutgers

A key criterion for the design of this system is flexibility. The exterior and interior sign system has been graphically and mechanically designed for the ability to be updated and modified throughout its lifetime.

Glossary

Definitions of key concepts and tools are provided in this section.

■ Copy List

The Copy List details signs specified for fabrication. It references a sign location number X that corresponds to a sign location plan and includes the sign type X, copy to appear on each sign, quantity and installation notes.

■ Sign Location Plans

Sign Location Plans are site or floor plans that show locations of each sign specified for installation. Each sign location number shown on the site plan references the sign location number X in the copy list.

■ Sign Type Numbering System

The "Sign Type Numbering System" is designed to assist in specifying each sign type. The numbers help organize the signs by function, layout and product category. The system is organized as follows:

■ Exterior Sign Type Categories

- (AR) Arrival Signs
- (DR) Vehicular Directional Signs
- (ID) Building Identification Signs
- (INF) Special Information
- (ORT) Orientation Map
- (PRK) Parking Identification Signs
- (KSK) Parking Kiosk Signs

- (PDR) Pedestrian Directional Signs
- (RG) Regulatory Signs
- (SKY) Skyline Identification
- (VNY) Vinyl Signs

■ Interior Sign Type Categories

- (ID) Identification Signs
- (REG) Regulatory Signs
- (DR) Interior Directional Signs
- (INF) Information Signs

■ Sign Type Overview

The sign type overview section of this manual shows every sign type in the system, organized by sign type category. Each sign type category includes an introduction to its usage. For each sign type, a description of the sign and its function, the sign type number and overall size is provided as a quick reference.

■ Design Intent Drawings

Each sign type is dimensioned and detailed in the specification section of the manual. Each sign type has a dedicated page for design and layout information. Fabrication and installation details are referenced in the appendix of each volume. Copies of individual pages can be extracted from the manual and provided to a fabricator and/or installer based on a project's needs.

■ Strategy Section

The strategy section of the manual is designed for use by the team that is planning, managing and programming a wayfinding system at Rutgers University. This section provides the detailed strategies that were used to design the wayfinding system, and should be included

SECTION 2 OF THE RUTGERS WAYFINDING MANUAL

Signage Strategy

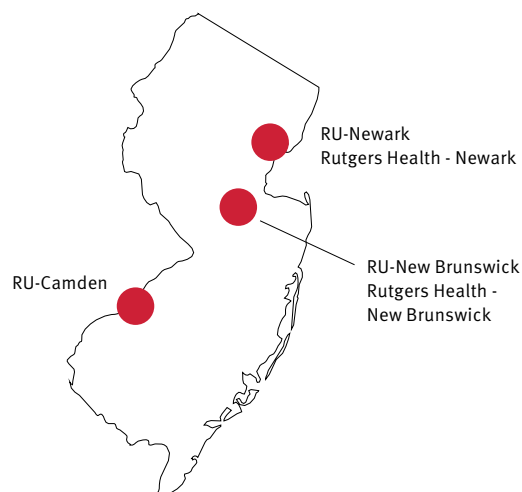
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8	Hierarchy
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Wayfinding Methodology

Harnessing an environment's internal logic to create an effective methodology for wayfinding is the first step in providing clear directions for a visitor within the space. A wayfinding methodology is the foundation for an effective signage program.

The scope of wayfinding at Rutgers University is based on its size as an institution, encompassing multiple campuses, districts, and other locations throughout the state of New Jersey. Chancellor-led units include RU-New Brunswick, RU-Newark, RU-Camden, and Rutgers Health.

The following strategies provide a deeper understanding of how to implement and maintain the wayfinding and signage program.



Design Principles

As strategies were developed, so was a list of principles that guided the design process for the wayfinding program:

- Create a visitor-centric experience
- Build on the Rutgers brand
- Connect, leverage and strengthen the current Rutgers assets
- Form follows function
- Integrated design
- Consider the whole environment
- Information communicated is driven by hierarchy
- System of total support—implement tools to assist signage, i.e. print, web and verbal direction-giving scripts
- Create a flexible system that will work with all existing environments, architecture and campuses
- Create a sustainable system in relation to costs, environment and maintenance
- Consider technology to enhance the system

Hierarchy

The logic of wayfinding is heavily based on developing and maintaining a hierarchy of information. This pre-determined hierarchy applies to terminology, direction-giving methodology, and even the design features of a system, such as typography and color.

Terminology

Rutgers has developed a consistent terminology, or language, that should be used in all wayfinding communication, i.e. print, web, signage and verbal direction-giving:

- Buildings are labeled with the building name and street address number only.
- Buildings can house one or multiple schools or departments; however, schools and departments are not identified on building identification signs.
- For scheduling purposes, buildings have acronyms for class codes, but these abbreviated codes are not included on building identification signs.
- Parking lots and garages also have a set of terminology guidelines. Parking areas are given a unique name and number. In addition, parking areas are identified by the streets on which they are located.

Rutgers R Brand Usage

The logo, terminology, fonts, colors and signature elements of the Rutgers brand are strategically included in the messaging and design of the University wide Wayfinding and Signage System. The Rutgers logo is integrated, where appropriate, into the signage system. The goal for all logo usage is to adhere to the standards in the Rutgers Visual Identity Manual. Any brand application in the system that deviates from the identity manual has been reviewed and approved for signage usage only. Typically, logos appear on signage at large,

permanent installations, such as campus arrival moments, but not at individual information or regulatory warning signs. Some typefaces, colors and layouts are not suitable for application on large-scale environmental graphics. Critical adjustments may need to be made to brand elements for inclusion on signage. For questions about brand usage, contact University Communications and Marketing.

Rutgers Health

Some Rutgers University locations have patient-focused areas. Healthcare requires a unique set of strategies that create a patient-focused wayfinding system. In addition to being patient-focused, all signage in patient areas must follow the guidelines and code requirements for healthcare facilities.

Sight Line Recognition

Wayfinding on campuses often requires pedestrians and drivers to have visual access to their destination; specifically the entrance to their destination. Wayfinding with directional signage through open spaces, like campus quads, is not always successful or efficient. As part of the signage system, there should be easily accessible visual connections to Rutgers skyline signs and building identification signage from

pedestrian areas and vehicular approaches.

Sign Placement

It is important that signage and landscaping do not obstruct visual access to gateways and doors that serve as portals to the campus and buildings. It may be necessary to pair signage so that long-distance and close-range users can access the level of information they need from buildings or streets to the exact building name or address.

LEGIBILITY RULE OF THUMB:

- Average driver at 25 MPH needs 6 seconds to detect, read and react.
- About 30 characters are legible in 6 seconds.
- 3-inch high sans serif character is visible at +25 MPH.

(Source: <https://mutcd.fhwa.dot.gov/hm/2009/part2/part2d.htm?>)



Arrival



Secondary Site ID



Tertiary Site ID

Exterior Sign Types (Continued)

Exterior Sign Types

Arrival Signage

Arrival gateways are key in establishing institutional identity as visitors arrive to Rutgers campuses. Gateway signs are implemented at different levels—primary, secondary, and tertiary.

Primary gateway signage should be installed at or near points that experience high vehicular traffic and thoroughfare upon campus entry. Secondary gateway signage enhances the pedestrian experience as they arrive and travel throughout the campus, creating memorable spaces that encourage interaction through photo opportunities. Tertiary signs are mainly used for Rutgers areas or complexes in the state of New Jersey that are not part of any main campus or district.

Gateway signage should always incorporate the Rutgers Visual Identity, and there should be general consistency in materials and colors used. Selection and design of gateway signage should always be done with consideration to its proposed environment.

Vehicular Directional Signage

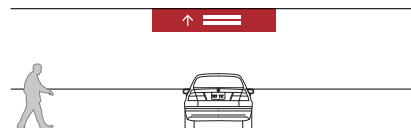
When implementing vehicular directional signage, clarity of messages and simplicity of design is key. Every element on a sign face, whether a line of

copy, arrow or logo, counts as a distinct element that a motorist must recognize and comprehend. It is important to reduce the number of elements on a directional sign to only include what information is relevant for immediate wayfinding.

Destinations listed on vehicular directional signs are typically prioritized based on their proximal relation to where the sign is being installed. The destination's



Parking Information



Garage Directional



Exterior Directional

size and average visitor count additionally plays a role in its hierarchal placement on a directional sign.

Urban Vehicular Directional Signage

At urban campuses, the sign locations and messages on city signage directing to Rutgers should be reviewed and coordinated with the city entities so that visitors are being accurately directed to the campus through the primary gateways. In addition, Rutgers wayfinding directional should connect to these urban systems to provide a seamless journey.

Rutgers Transit Signage

The Rutgers University inter-campus bus and shuttle system is a service provided to all five geographic campuses. It is available to all members of the university community.

Regarding signage, the stop name is the most important piece of information. Signage complements the variety of bus stops and sits independent of architecture. An orientation map links users to their surroundings upon arrival. All signage should integrate to the Rutgers App and provide transit information.

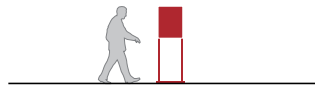
Pedestrian Signage

Rutgers University strives to become a much more pedestrian and bicycle-friendly environment. Most campuses have long walkways between buildings.

To ensure success at the pedestrian level, signs should only be located in areas that pedestrians frequent. Pedestrian signs guide visitors from

Exterior Sign Types (Continued)

transportation stops, parking areas and campus cores. Pedestrian directional signs are located on the edge of open spaces, but are not located in the middle of quads or green spaces so that sight lines are not obscured. Orientation



General Information

maps are located at public gathering spaces, transportation hubs and parking areas.

Parking Signage

Rutgers has a comprehensive parking system. Lot numbers are not repeated on any one campus. Street names of primary lot entrances are included to help

aid in wayfinding. Lot identification and kiosk signs communicate the restrictions of the lot, how to obtain a parking permit, and accessible destinations.

Building Identification Signage

It is imperative to properly name and label each building with a clear distinction between primary, secondary and other entrances. Building identification signs are ground-mounted and wall-mounted.

First, locate the building's identification post and panel sign at the main primary entrance or pathway to the building. This sign includes the building name and address. When the post and panel sign is in a more removed or remote location from the main entrance, locate a building identification plaque sign at main entrance with building name, address and building number.

In dense urban areas (like Cooper Street at RU-Camden), do not locate post and panel signs, instead place only a plaque and/or dimensional letters at main entrances. Applied vinyl or wall-



mounted plaques are used for regulatory information. These may be applied to the building entrances and include informational messaging such as "No Smoking" and "No Trespassing."

Building Orientation Signage

Building Orientation signage identifies specific destinations and locations, provides an overview of the defined spaces in the building, highlights the most important destinations and starts the navigation process to find a destination.

Directionals are primarily located near main

Signage Strategy

building entrances and at primary decision-making points for horizontal and/or vertical traffic flow for continued navigation. They also provide a secondary destination confirmation and start navigations to additional destinations as needed.

Interior Sign Types

Wayfinding Signage

Interior wayfinding signage is located along a path of key decision-making points. These signs should be visible from all directions with clear sight lines as they track the path to a destination.

Criteria for selecting a wayfinding sign type that



meets the requirements of its intended user include: identifying the primary and secondary destinations, calculating the longest length of a typical message, marking the primary decision-making points along a path and identifying the user's sight lines for clear viewing.

Identification Signage

The family of identification signs provides information related to the destination, such as the building name, space function, department identification, and room or door identification. These signs continue

the systematic organization of finding a space, building, department or room and support the "breadcrumb" approach for wayfinding.

Identification signs function as a complement to the wayfinding process by integrating the individual destinations and ADA requirements, such as tactile lettering and braille.



Regulatory Signage

Regulatory signs provide specific building information that must satisfy federal, state and local laws/building codes. Some of these sign types communicate the parameter of uses for public and non-public spaces, which may include cautionary information. The intent of these signs is to provide information for a safe environment and identify building egress. Local building officials are responsible for making sure codes requirements are met.

Code Compliance

Design and fabrication of Rutgers signage must comply with standards as outlined in Section 703 of The International Code Council Standard for Accessible and Usable Buildings and Facilities (ICC A117.1-2017), Section 1112 of the 2021 New Jersey Edition of the International Building Code (IBC N.J.A.C. 5:23-3.14), the New Jersey Barrier Free Subcode (N.J.A.C. 5:23-7.1), and all current local, state, and national codes. Updates to the standards manual may become necessary as codes and regulations change. All proposed modifications should be approved by Planning, Development, and Design.

Americans with Disabilities Act (ADA)

The Americans with Disabilities Act was signed into law in July 1990. This historic act was designed to provide equal access and opportunities to all Americans with disabilities—a constituency which, in the context of the ADA’s broad definition, presently accounts for approximately 50 percent of the population.

The Act included in its conditions that regulations would be developed to support it within one year. Most professional design organizations did not become aware of this fact until a draft of the proposed supporting regulations appeared late in 1990. At that time, the Society of Experiential Graphic Design (SEGD) and groups representing many other organizations and user groups attempted to “set aside” those aspects of the regulations that dealt with signage until a thorough study could be made examining the real needs of people with disabilities.

ADA implemented an updated 2010 Standards, which has been enforced since March 2012.

For more detailed information, please visit [ada.gov](https://www.ada.gov).

A System for Total Support

Creating a wayfinding system is much more than just implementing signage to welcome, orient and direct visitors. Successful wayfinding includes a system of total support for the user, including pre-arrival information, hand-held guides, a mobile application and verbal direction-giving scripts. Staff training on the newly implemented wayfinding system is also an important step. The visitor should find themselves receiving consistent, coordinated and repetitive wayfinding information

SECTION 3 OF THE RUTGERS WAYFINDING MANUAL

Implementation

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Introduction

Implementing a sign program—whether reordering existing signs or extending the sign program—takes an interdisciplinary, phased approach that considers and respects time and budget. The sign standard program and manual should be used to guide strategies, sign locations, messaging, fabrication details and installation methods.

Exterior and interior signage is often required in a variety of circumstances at varying levels. The workflow process varies between sign types, but is best understood categorically.

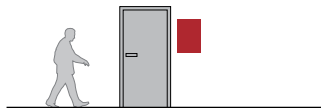
Implementation Categories

Commodity Signage

These include small scale projects including interior room and regulatory signage, small building identification signage, and more.



Interior Room ID



Stair Regulatory

Parking Signage

Examples include parking lot identification signs, reserved parking signs, kiosks, etc.



Parking Information



Parking Regulatory

Projects

Larger scale interior and exterior signage, trailblazer and monument signs, directionals,



Arrival Gateway



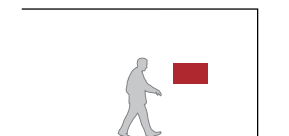
Exterior Directional

directories, regulatory, and more.

Custom Projects



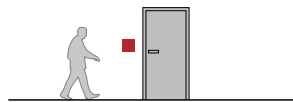
**Exterior Environmental
Storytelling Graphic**



**Interior Environmental
Storytelling Graphic**

Commodity Signage

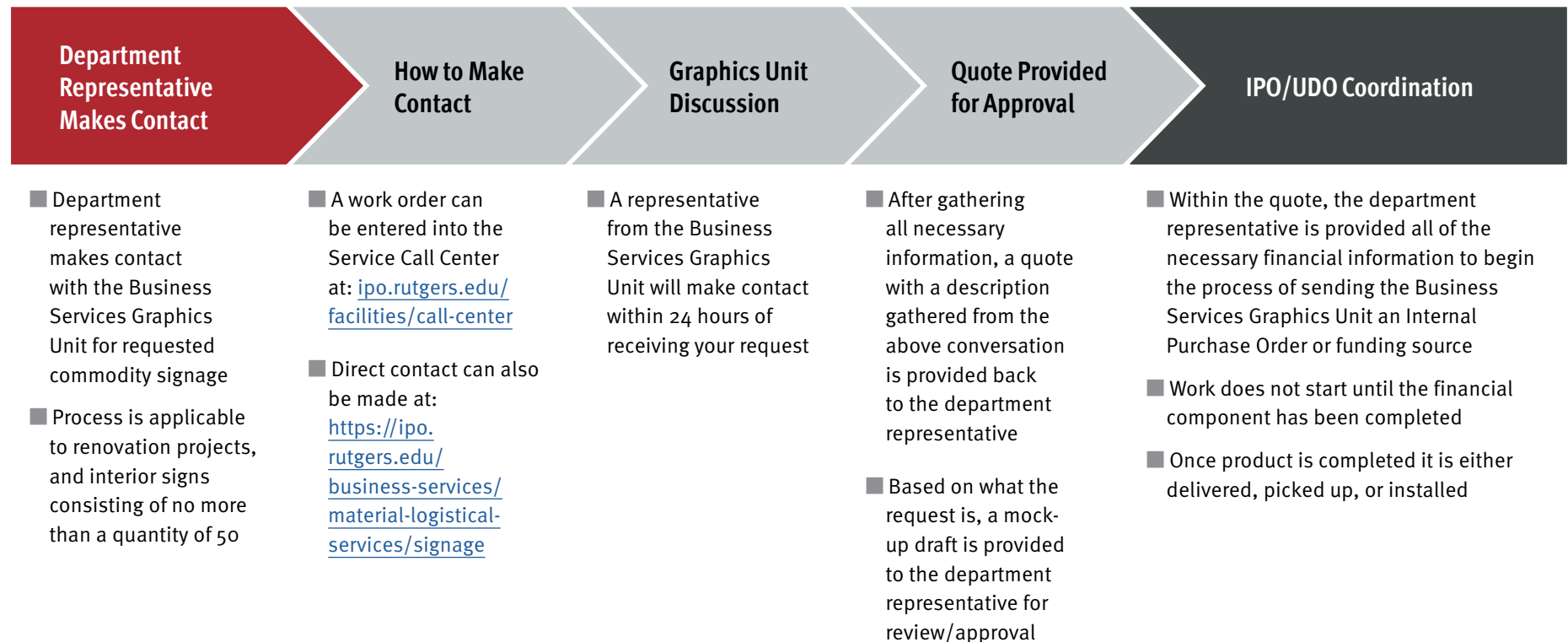
Examples:



Interior Room ID



Stair Regulatory



Parking Signage

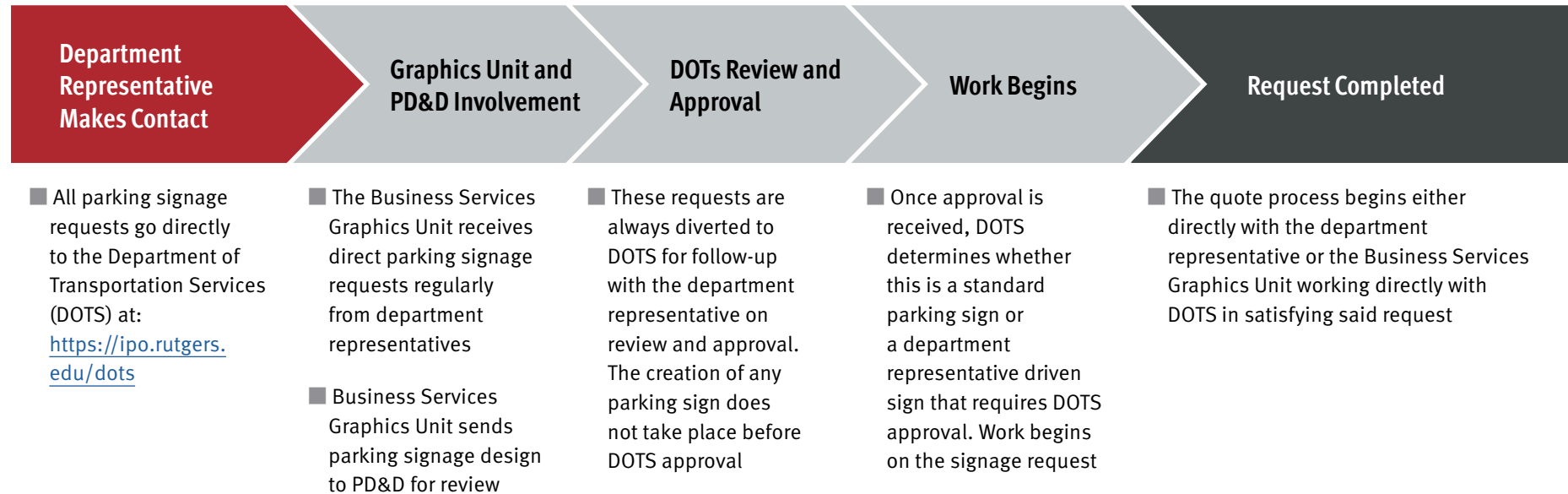
Examples:



Parking Information

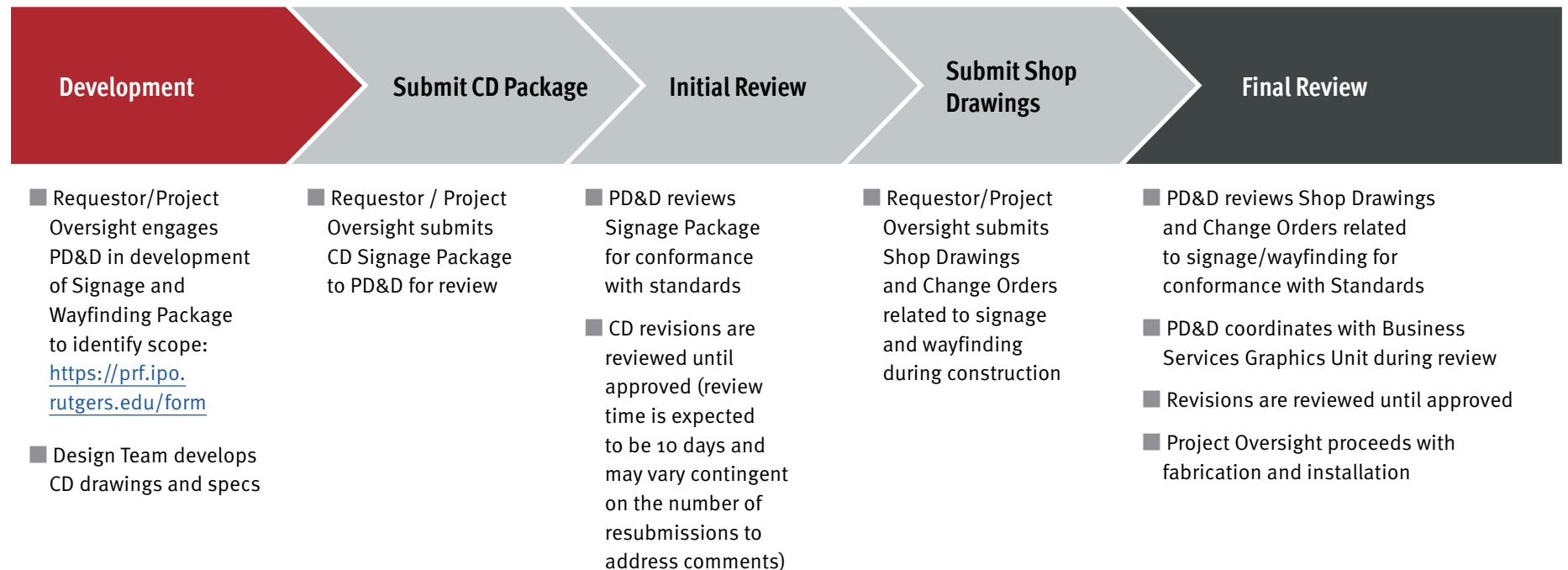
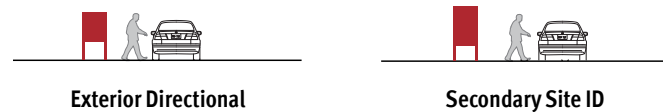


Parking Regulatory



Projects

Examples:

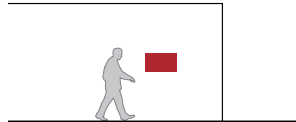


Custom Projects

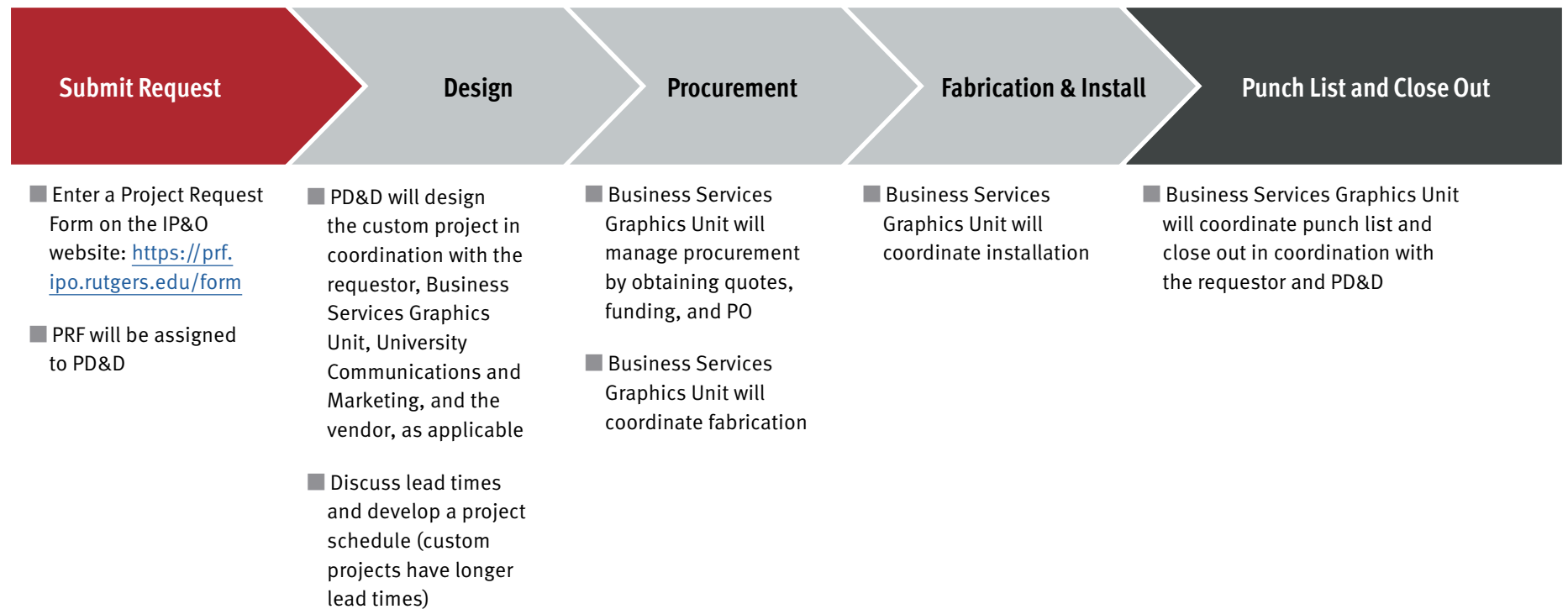
Examples:



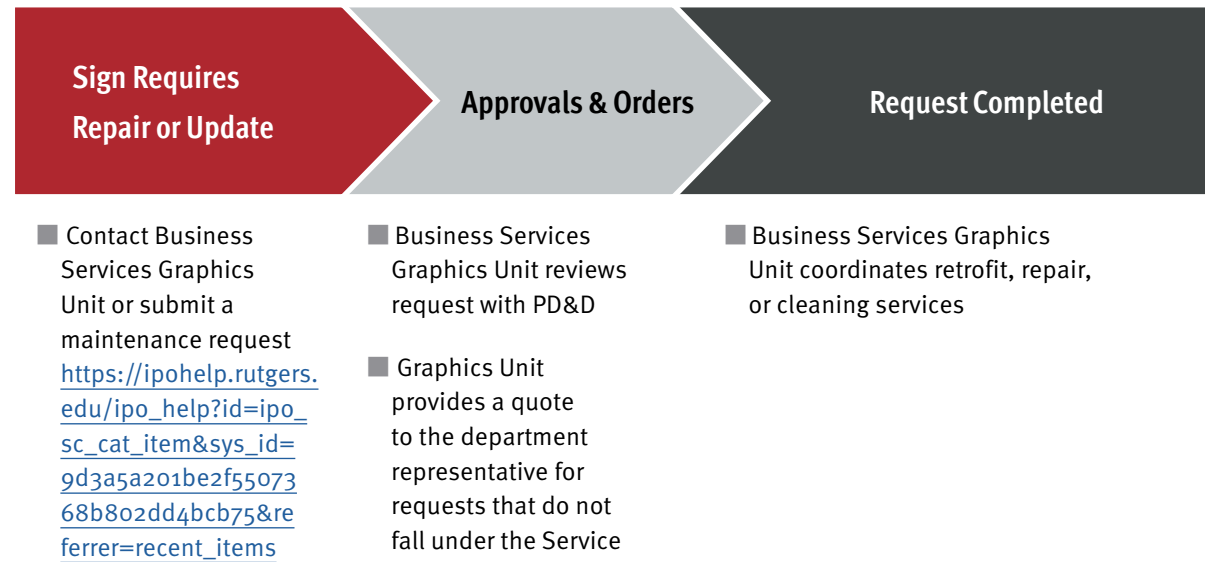
Exterior Environmental
Storytelling Graphic



Interior Environmental
Storytelling Graphic



Maintenance of Existing Signs



Audit, Consolidate and Purge

An audit of the existing signage and removal of what is inaccurate, unnecessary or redundant is key to maintaining a well-organized and easy to understand system. This can be done in tandem with the installation of new programs or at regular intervals throughout the year. Facilities staff must be diligent in removing paper signage put up by staff or students that are outside of the wayfinding system.

When to Update

The Rutgers University signage standards have been designed for longevity and flexibility. Typically, signage systems of this scale have a lifespan of 10 to 15 years before the design standards must be reviewed to meet the brand requirements of the University. In addition, new codes and regulatory requirements may arise so that the signage may need to be refreshed to meet ever-changing regulations. When changes need to be made to the Standards, a qualified designer (in-house or external) should be brought into the team to revise and extend the program following the original design principles.

University Management

Planning, Development, and Design will ensure that the program is maintained and implemented accurately. University facilities will clean, repair and coordinate fabrication of new signage when needed upon request. A review process to approve signage requests to update and add to the system will ensure adherence to the standards.



SECTION 4 OF THE RUTGERS WAYFINDING MANUAL

Materials and Graphic Standards

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36	INF Sign Information

Brand Usage

The Rutgers Logo



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



Departments and units within Rutgers typically have their own logo signatures for use in web and print contexts; however, signatures are NEVER to be used on signage. Alternatively, school, department, and unit names CAN be included in the signage design in accordance with the specific sign type layout and format.

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 <https://communications.rutgers.edu/services-resources/logos-signatures-and-visual-identity>. Refer to the [Rutgers Visual Identity System User Guide](#) for a complete list of acceptable logotypes.

Size and Clear Space Requirements

Signage – 1"



Minimum signage size requirements for the Rutgers R.

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



The clear space around the Rutgers R, with or without a signature, is half the height of the R on all sides.



As permitted by University Communications and Marketing, the presentation of the Rutgers logo has been altered for signage purposes ONLY. The “Rutgers” wordmark increased in scale by fifty (50) percent to improve the logo’s visibility within the built environment.

Application of Brand Header Elements

A Rutgers branded header should always be used on post and panel sign types. This page outlines when the logotype header, Rutgers Health and plain red color header is used.

Logotype Header

Used on ALL vehicular directional 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.

Rutgers Health Header

Used on freestanding building identification signs.

Color Header

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

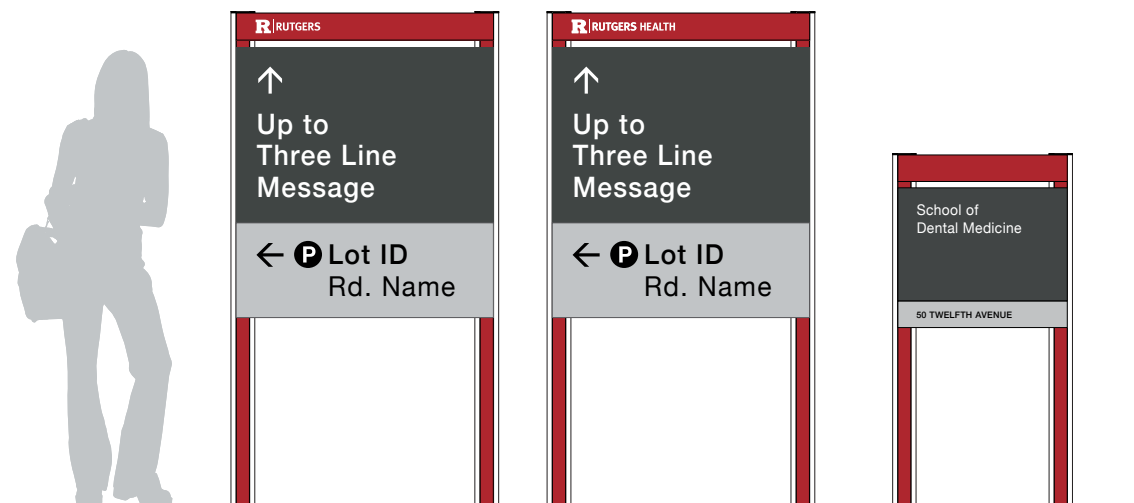
A solid red rectangular header containing the Rutgers logo, which consists of a large white 'R' followed by a vertical bar and the word 'RUTGERS' in white, uppercase, sans-serif font.A solid red rectangular header containing the Rutgers Health logo, which consists of a large white 'R' followed by a vertical bar and the words 'RUTGERS HEALTH' in white, uppercase, sans-serif font.

Logotype header

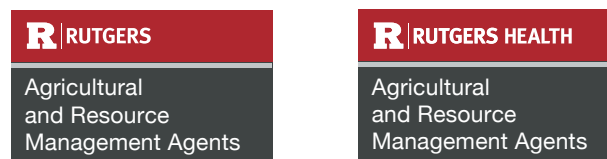
A white rectangular header containing the Rutgers Health logo, which consists of a large red 'R' followed by a vertical bar and the words 'RUTGERS HEALTH' in red, uppercase, sans-serif font.

Rutgers Health Logotype (for use on exterior building and signage situations where background is other than PMS 1805 Red)

Brand Usage Examples



Exterior Signage—Freestanding Directional

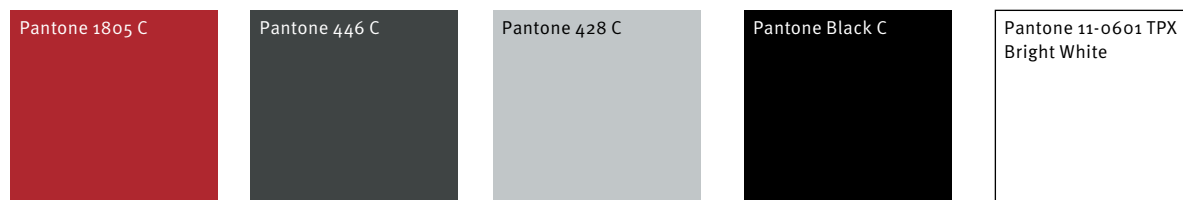


Interior Signage—Wall Mounted Identification

Color and Materials

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.



Paint

- 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

Brushed Aluminum

- Red, Black, White and Brushed Aluminum are to be used on the Exterior building identification dimensional letters



Exterior Symbols

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 at graphics@ipo.rutgers.edu.

Work order:

<https://apps.ufcp.rutgers.edu/CR/Login>

Exterior symbols



Parking



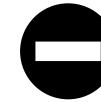
P1 Parking



P2 Parking



P3 Parking



Do Not Enter



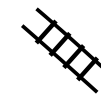
Information



Bus



Train Station Points



Rail Lines



Rotary



No Weapons



No Smoking/
No Vaping



No Cell Phone



No 2-Way Radios



No Skateboarding



No Food Allowed



Camera Surveillance



Accessible



Rutgers R

Directional Arrows

The primary arrow for use in wayfinding is depicted on these pages. 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 the order shown on this page (up, left, right).

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.



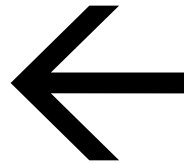
1. Up



2. Left



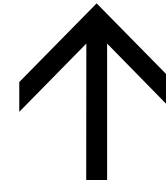
3. Right



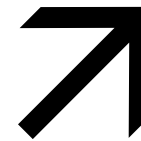
Left



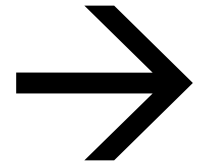
Up-Left



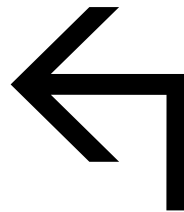
Up



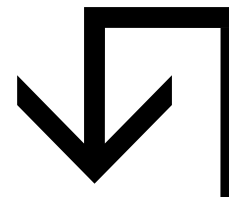
Up-Right



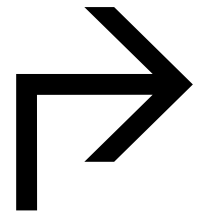
Right



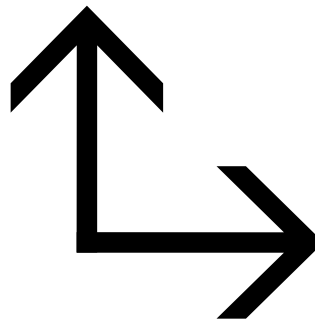
Straight Up-Left



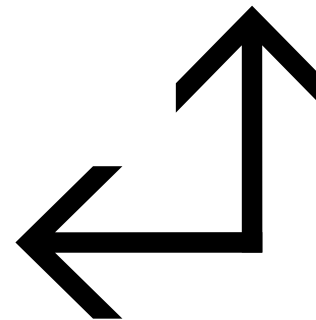
U-Turn



Straight Up-Right



Straight Up and Right



Straight Up and Left



Left and Right

Interior Symbols

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 at graphics@ipo.rutgers.edu. Work order: <https://apps.ufcp.rutgers.edu/CR/Login>

Interior symbols



Men



Women



Restroom



Elevator



Accessible



Locker Room



Fire Hose



Fire Extinguisher



Stairs



First Aid



AED



Camera Surveillance



No Weapons



No Cell Phones



No 2-Way Radios



No Food Allowed



Do Not Enter

No Smoking/
No Vaping

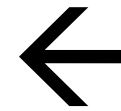
ATM



Vending Machine



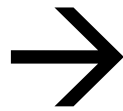
Telephone



Left



Up-Left



Right



Up-Right



Down



Straight



Straight Up-Left



Straight Up-Right

Occupational Health and Safety Administration (OSHA) Compliance

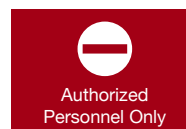
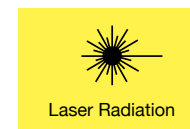
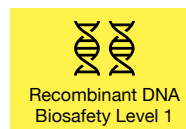
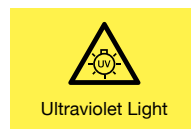
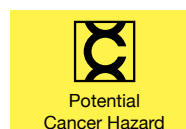
Contact Rutgers Environmental Health and Safety (REHS) for more information:

<https://ipo.rutgers.edu/rehs/contact-rehs>

To request a caution sign, contact Rutgers REHS:

<https://halflife.rutgers.edu/forms/cautionsign.php>

Examples



Typography

Helvetica Neue

The ITC Helvetica Neue Regular and Medium font families have been chosen as the primary typeface for the Rutgers University wide Wayfinding and Signage System. The typeface allows for flexibility and creative expression in the text and display.

The Helvetica Neue font should be installed on a computer to use in signage layouts. Sign layouts should be oriented by Planning, Development, and Design, the Business Services Graphics Unit, and the signage fabricator.

Opentype fonts are recommended as they are compatible with both Mac and PC formats. No substitutions for fonts are allowed.

Select Weights

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Letter Spacing

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

Line Spacing

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

Apostrophe Use

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

Text Measurement Standards

When measuring copy height, measure only the height of the capital letters to determine overall copy height. Some lowercase letters have ascenders and descenders that extend beyond the average capital letter height and should not be used for measurement.

Inconsistent letter-spacing

↑
Main Entrance

Correct letter-spacing

↑
Main Entrance

Line
Spacing

y

Park's

Incorrect apostrophe

Park's

Correct apostrophe

Height

x

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.” All proposed abbreviations on signage requires approval from Planning, Development, and Design.

Acronym Use

Most people do not know or understand what acronyms indicate. 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.

Acceptable Abbreviations (Exterior Signage)

WORD	ABBREVIATION
Administration	Admin.
Advanced	Adv.
And	&
Apartments	Apts.
Avenue	Ave.
Building	Bldg.
Center	Cntr.
Centers	Cntrs.
Department	Dept.
Doctor	Dr.
East	E.
Education	Edu.
Entrance	Entr.
Incorporated	Inc.
Institute	Inst.
Laboratories	Labs
Lane	Ln.
Monday - Friday	Mon-Fri
North	N.
Recreation	Rec.
Road	Rd.
Science	Sci.

South **S.**

Acceptable Abbreviations (Exterior Signage) Cont.

WORD	ABBREVIATION
Street	St.
University	Univ.
West	W.

Acceptable Acronyms (Exterior Signage)

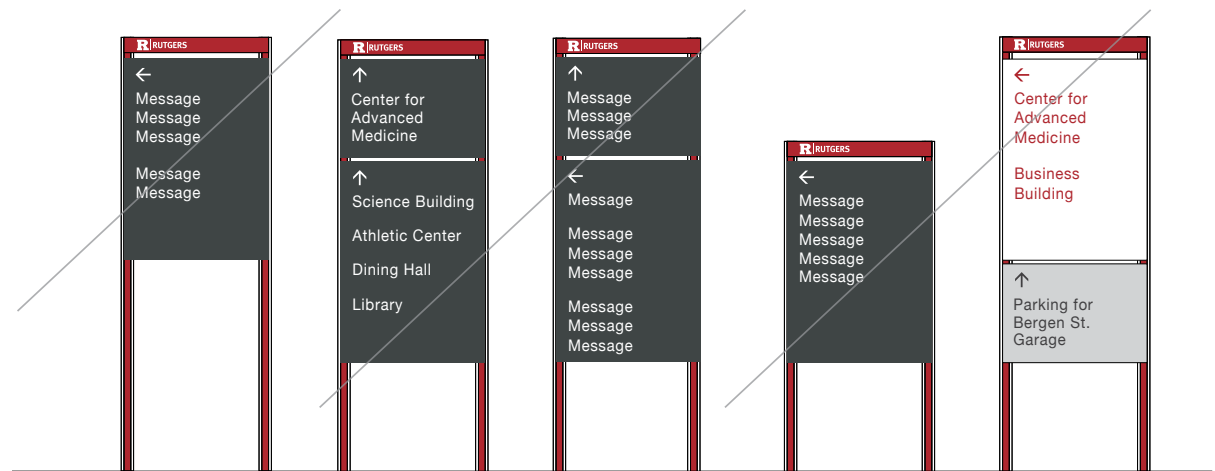
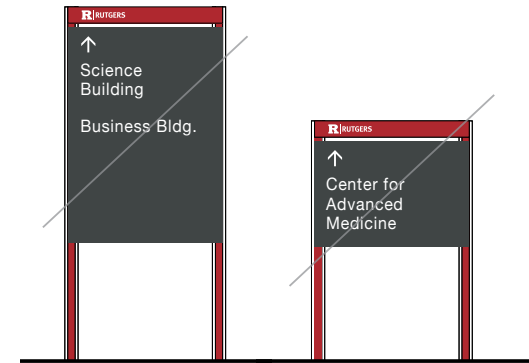
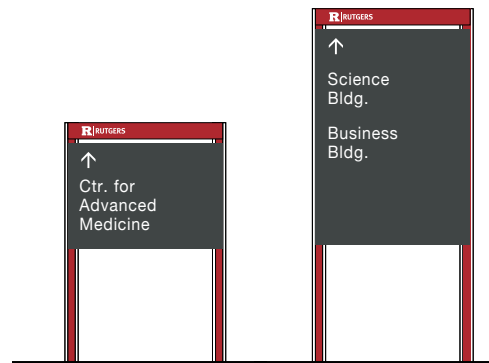
WORD	ACRONYM
Robert Wood Johnson Medical School	RWJMS
Reserve Officers Training Corps	ROTC
Information Technology	IT
Jersey Mike's Arena	JMA

Exterior Specifications

- 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.

Rules for Vehicular Directional Messaging

- No more than three lines per message on a single panel. When traveling at high speeds, messages longer than three lines per panel become illegible.
- No more than FOUR messages per sign.
- Base of panels must be 28" high in order to comply with ADA requirements.
- White or grey panel variations are designated for parking and emergency messaging only at the sizes designated on the system pages.



Map Styles

This page outlines the visual elements of the Rutgers Pedestrian Orientation Maps. Exterior section of the Signage and Wayfinding Manual on page 90. An example is shown to the right. Additional specifications can be found in the Exterior book on page 84.

Color Specifications

Map Background
Fill: #cccccc
Outline: #696969

Building Treatment
Fill: #abacad
Outline: #000000

Parking Lots
Fill: #1e2e1
Outline: #000000

Roads
Fill: #ffffff
Outline: #cccccc

Greenery
Fill: #a6c7ad

Ground
Fill: #c2e8b5

Water
Fill: #b5d9eb

Walkways
Fill: #fff2e0

Accent Red - #cc0033

Accent Blue - #0070ff

Accent Yellow - #ffff73

Accent Blue - #003da5

Symbols



Bus Stop
Icon: #ffffff
Background: #cc0033
Outline: #000000



Train
Icon: #ffffff
Background: #4a6377
Outline: #000000



Light Rail
Icon: #ffffff
Background: #098442
Outline: #000000



Emergency Phone
Icon: #ffffff
Background: #0070ff



ADA Accessible
Icon: #003da5
Background: #ffffff
Outline: #000000



Location Identifier
Fill: #ffff73
Outline: #000000

North



Scale



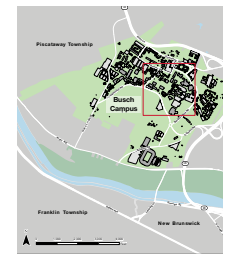
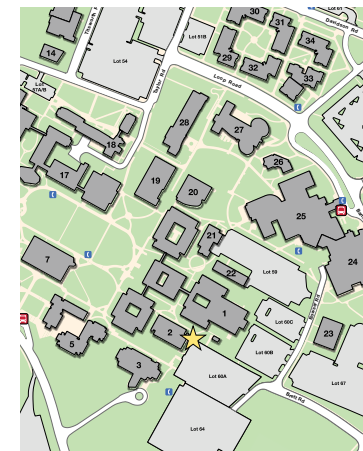
Example Treatment Styles



Buildings
Fill: #abacad
Outline: #000000
Effects: Drop Shadow
Typography: #000000



Parking Lots
Fill: #1e2e1
Outline: #696969
Effects: N/A
Typography: #000000



Typography

Helvetica Neue Bold
Helvetica Neue Regular

INF Sign Information

This page outlines the visual elements of the Rutgers Informational Signage family. These sign types are used to highlight various social, scientific, historical, conservation, and preservation initiatives at Rutgers University. While each information sign is unique and developed per request to Planning, Development, and Design, they each utilize the visual elements and graphic standards as shown to the right. Additional specifications can be found in the Exterior book on page 90.

Color Palette

Main Panel
Beige
#ece5cc

Title Text
Green
#579742

White
#ffffff

Black

Title Text Treatment Style

TITLE TEXT

Typography

Helvetica Neue Italic

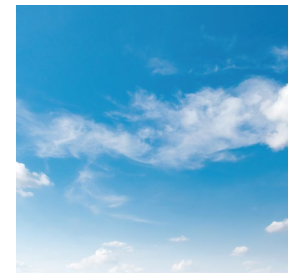
Helvetica Neue Medium

Helvetica Neue Bold

Sample Graphic



Sample Licensed Photos



Rutgers University Interior Signage & Wayfinding Manual

Institutional Planning and Operations
Rutgers, The State University of New Jersey

Published August 2025
Updated: 09/04/2025



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Introduction to the Rutgers University Interior Manual

The interior wayfinding system has been developed for use within Rutgers buildings and spaces. Signage featured in this volume includes room, department, directional, informational, and regulatory signs. This manual also features design and installation specifications including symbols, logos, typography, color, material, and fabrication.

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SECTION 2 OF THE INTERIOR WAYFINDING MANUAL

Identification Signage

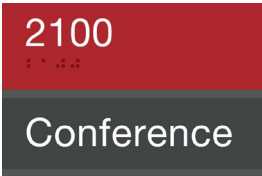
41	ID100	Room Identification
47	ID200	Room Identification
52	ID300	Room Identification

Identification Signage Series Overview

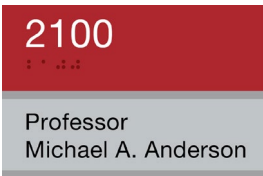
Note: All signs on this page are not to scale.



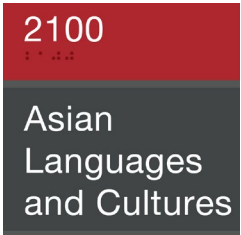
ID100.1
Room Identification



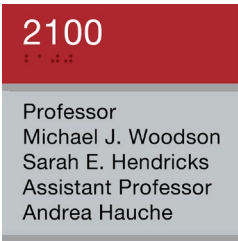
ID100.2
Room Identification



ID100.3
Room Identification



ID100.4
Room Identification



ID100.5
Room Identification



ID200.1
Room Identification



ID200.2
Room Identification



ID200.3
Room Identification



ID200.4
Room Identification



ID300.1
Room Identification

ID100 SERIES

Identification Signage

- ID100.1 Room Identification
- ID100.2 Room Identification
- ID100.3 Room Identification
- ID100.4 Room Identification
- ID100.5 Room Identification

ID100.1

Room Identification

Scale: 3" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Number and braille flush left on panel

Sign variation is primarily used
for residence hall units

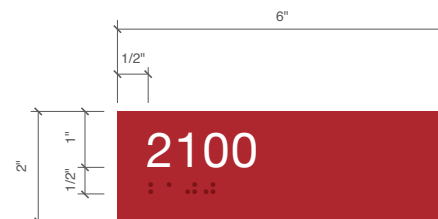
SIGN SPECIFICATIONS:

- Room Number Font: Helvetica Neue Regular
- Room Number Cap Height: 0.625"
- Room Number Tracking: +20
- Braille Size: 30pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.

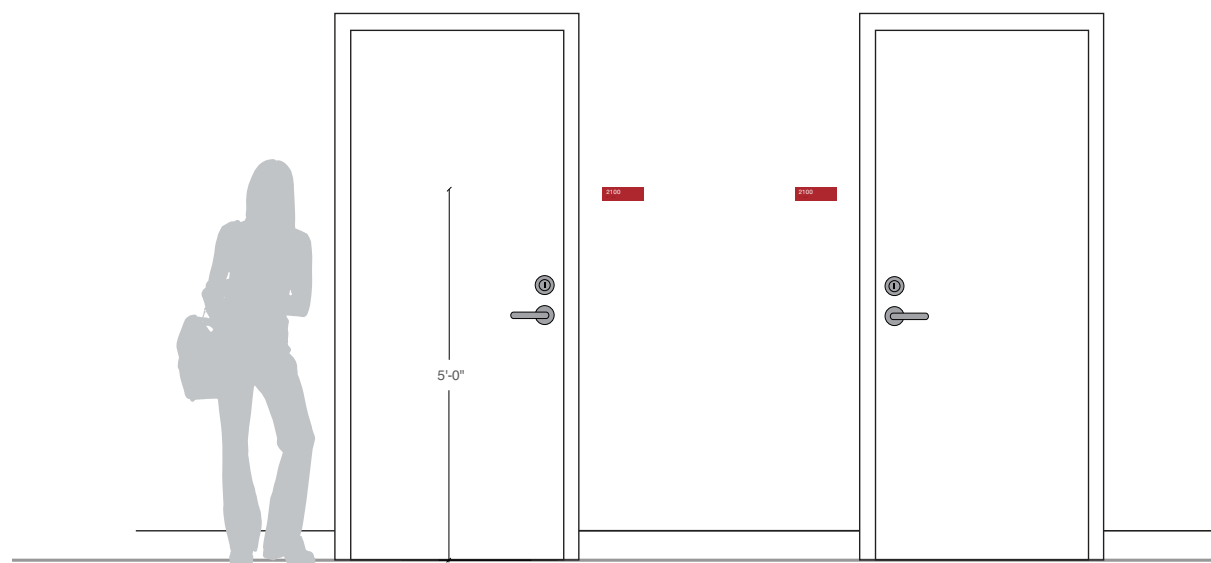
COLOR:

■ Pantone 1805 C

□ Pantone 11-0601 TPX Bright White



DETAIL



ELEVATION (NTS)

ID100.2

Room Identification

Scale: 3" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Number and braille flush left on panel

Dark gray sign variation is for shared use spaces such as instructional spaces, conference rooms, and utility rooms

COLOR:

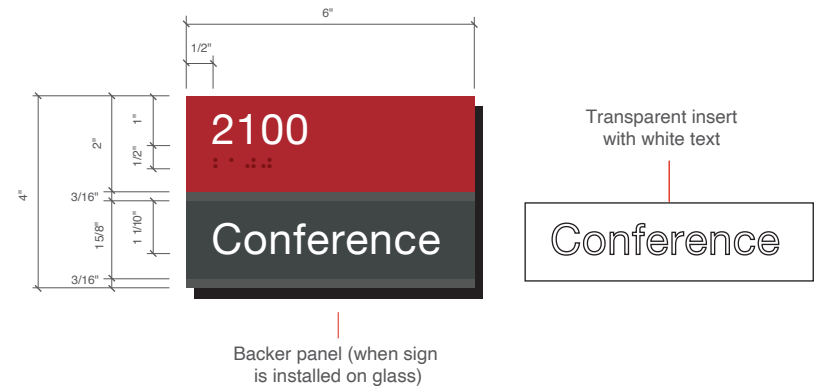
Pantone 1805 C

Pantone 446 C

Pantone 11-0601
TPX Bright White

SIGN SPECIFICATIONS:

- Room Number Font: Helvetica Neue Regular
- Room Number Cap Height: 0.625"
- Room Number Tracking: +20
- Braille Size: 30pt
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.625"
- Main Text Tracking: +20
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.



DETAIL



ELEVATION (NTS)

ID100.3

Room Identification

Scale: 3" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Number and text flush left on panel

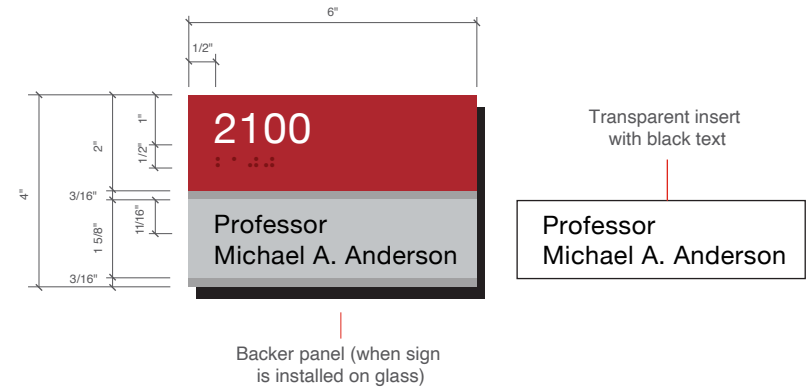
Light gray sign variation is for individual office occupants

SIGN SPECIFICATIONS:

- Room Number Font: Helvetica Neue Regular
- Room Number Cap Height: 0.625"
- Room Number Tracking: +20
- Braille Size: 30pt
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.375"
- Main Text Tracking: +20
- Main Text Leading: 46 pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601
TPX Bright White



DETAIL



ELEVATION (NTS)

ID100.4

Room Identification

Scale: 3" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Number and text flush left on panel

Dark gray sign variation is for departments and shared use spaces such as instructional spaces, conference rooms, and utility rooms

COLOR:

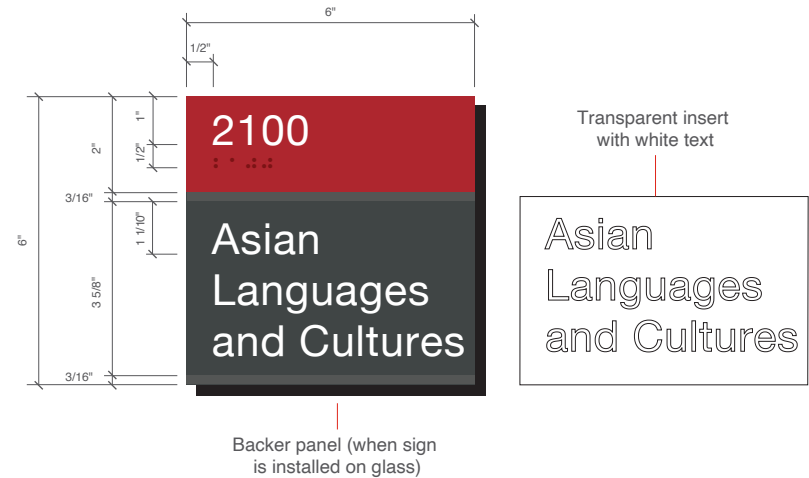
Pantone 1805 C

Pantone 446 C

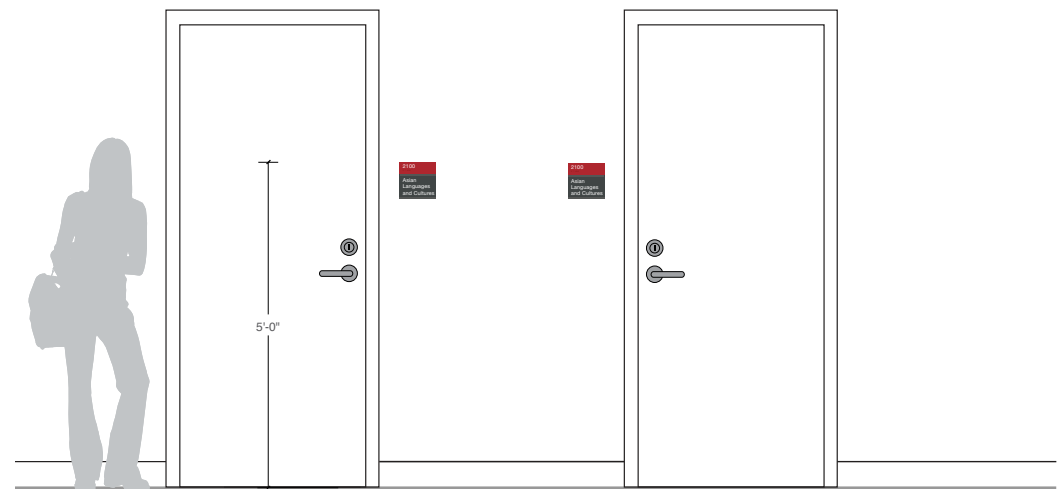
Pantone 11-0601
TPX Bright White

SIGN SPECIFICATIONS:

- Room Number Font: Helvetica Neue Regular
- Room Number Cap Height: 0.625"
- Room Number Tracking: +20
- Braille Size: 30pt
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.625"
- Main Text Tracking: +20
- Main Text Leading: 77 pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading



DETAIL



ELEVATION (NTS)

ID100.5

Room Identification

Scale: 3" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Number and text flush left on panel

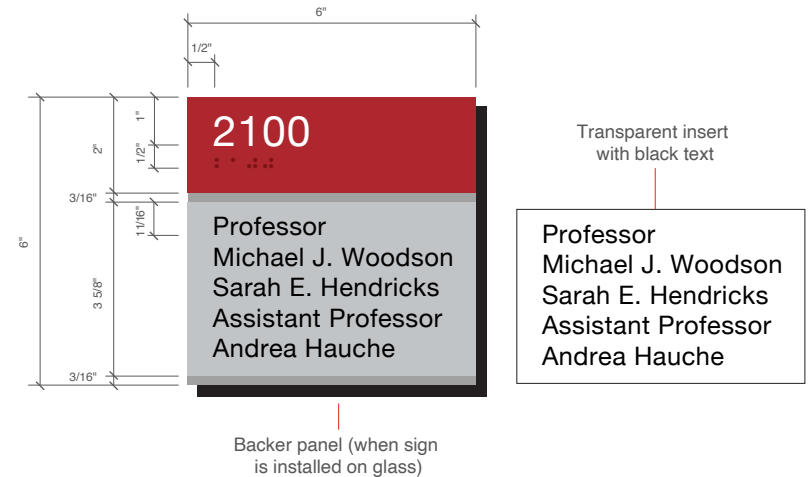
Light gray sign variation is for individual office occupants

SIGN SPECIFICATIONS:

- Room Number Font: Helvetica Neue Regular
- Room Number Cap Height: 0.625"
- Room Number Tracking: +20
- Braille Size: 30pt
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.625"
- Main Text Tracking: +20
- Main Text Leading: 46 pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White



DETAIL



ELEVATION (NTS)

ID200 SERIES

Identification Signage

- ID200.1 Department Identification
- ID200.2 Department Identification
- ID200.3 Department Identification
- ID200.4 Department Identification

ID200.1

Department Identification

Scale: 1.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Number and text flush left on panel

SIGN SPECIFICATIONS:

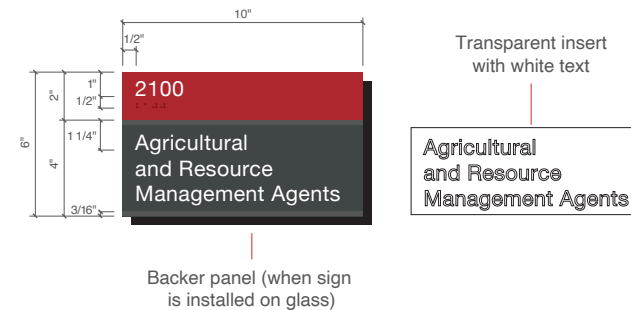
- Room Number Font: Helvetica Neue Regular
- Room Number Cap Height: 0.625"
- Room Number Tracking: +20
- Braille Size: 30pt
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.625"
- Main Text Tracking: +20
- Main Text Leading: 77 pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

□ Pantone 11-0601 TPX Bright White



DETAIL



ELEVATION (NTS)

ID200.2

Department Identification

Scale: 1.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

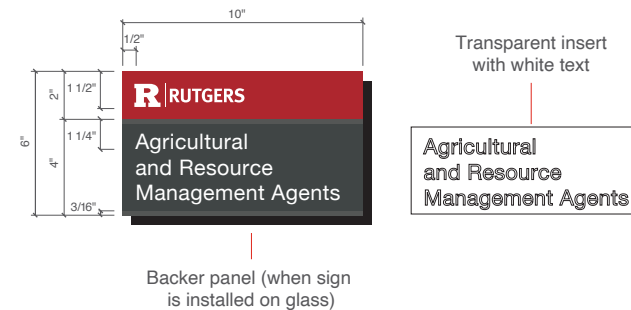
Number and text flush left on panel

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 1"
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.625"
- Main Text Tracking: +20
- Main Text Leading: 77 pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White



DETAIL



ELEVATION (NTS)

ID200.3

Department Identification

Scale: 1.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

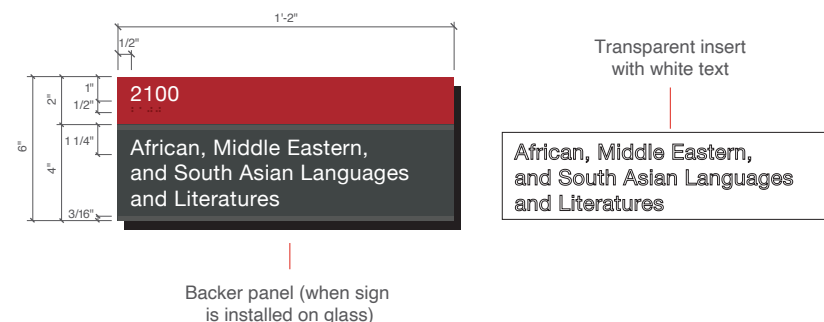
Number and text flush left on panel

SIGN SPECIFICATIONS:

- Room Number Font: Helvetica Neue Regular
- Room Number Cap Height: 0.625"
- Room Number Tracking: +20
- Braille Size: 30pt
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.625"
- Main Text Tracking: +20
- Main Text Leading: 77 pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White



DETAIL



ID200.4

Department Identification

Scale: 1.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

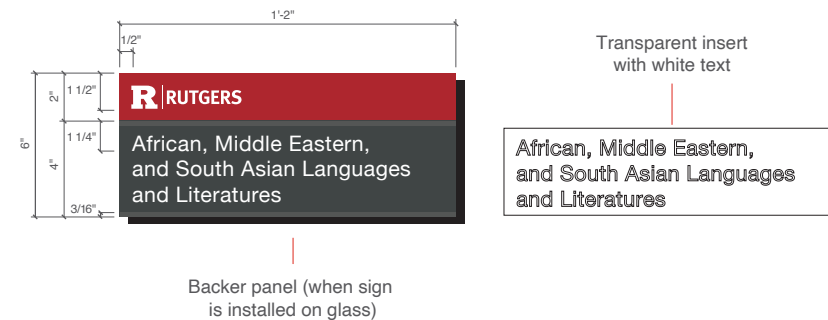
Number and text flush left on panel

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 1"
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.625"
- Main Text Tracking: +20
- Main Text Leading: 77 pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White



DETAIL



ID300 SERIES

Identification Signage

⋮ ID300.1 Overhead Identification

ID300.1

Overhead ID

Scale: 1.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

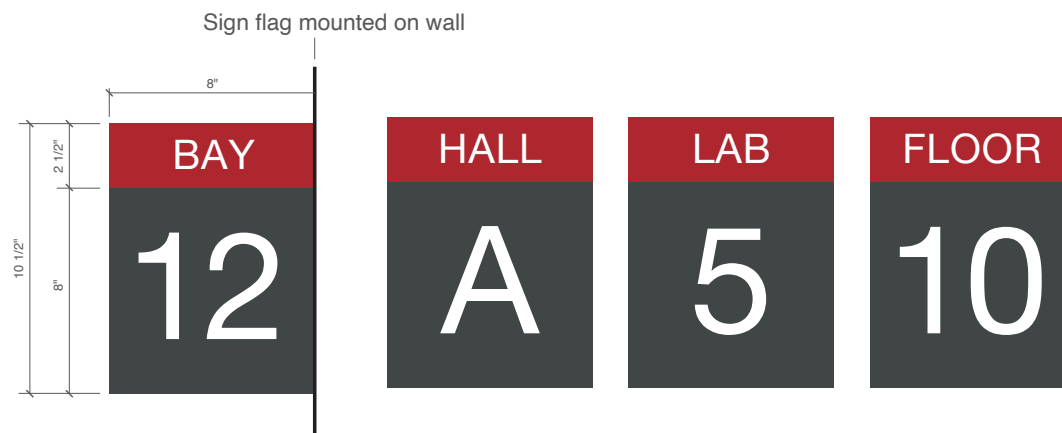
Number and text align centered on panel

SIGN SPECIFICATIONS:

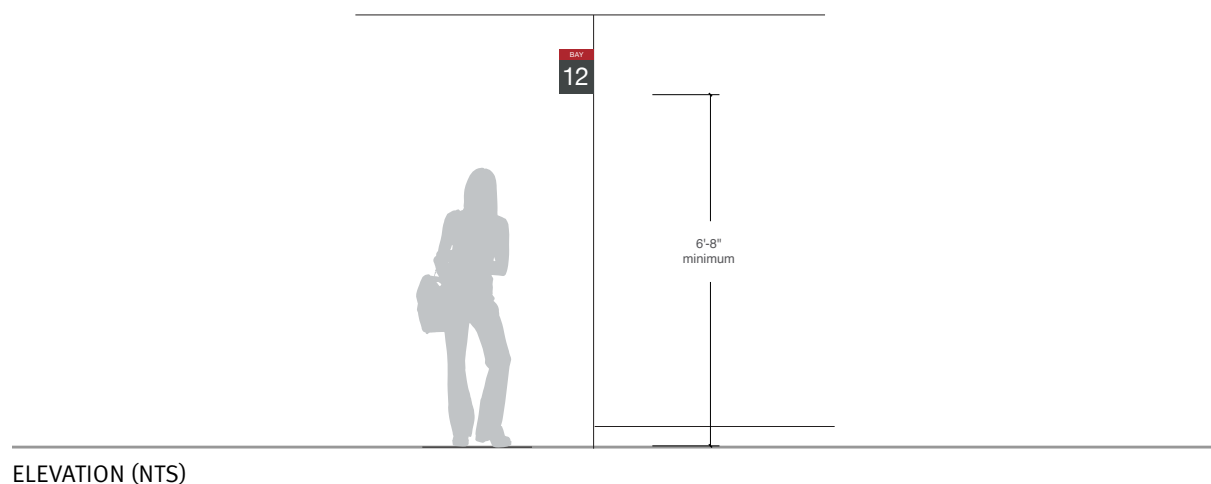
- Top Text Font: Helvetica Neue Regular
- Top Text Cap Height: 1.125"
- Top Text Tracking: +20
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 4.125"
- Main Text Tracking: +20
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White



DETAIL



SECTION 3 OF THE INTERIOR WAYFINDING MANUAL

Regulation Signage

57	REG100	Required Building Signage
72	REG200	Overhead Building Signage
74	REG300	Stairwell Identification
76	REG400	Vinyl Door Identification
78	REG500	Additional Regulatory Signage
81	REG600	Paper Insert & Chassis

Regulation Signage Series Overview

Note: All signs on this page are not to scale.



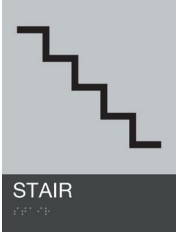
REG100.1
Required Building Signage



REG100.2
Required Building Signage



REG100.3
Required Building Signage



REG100.4
Required Building Signage



REG100.5
Required Building Signage



REG100.6
Required Building Signage



REG100.7
Required Building Signage



REG100.8
Required Building Signage



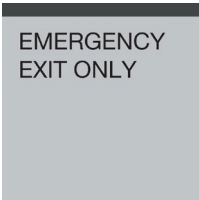
REG100.9
Required Building Signage



REG100.10
Required Building Signage



REG100.11
Required Building Signage



REG100.12
Required Building Signage

Regulation Signage Series Overview

Note: All signs on this page are not to scale.



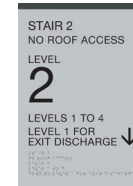
REG100.13
Required Building Signage



REG100.14
Required Building Signage



REG200.1
Required Building Signage



REG300.1
Required Building Signage



REG400.1
Required Building Signage



REG500.1
Required Building Signage



REG500.2
Required Building Signage



REG600.1
Required Building Signage



REG600.2
Required Building Signage

REG100 SERIES

Regulation Signage

REG100.1	Required Building Signage
REG100.2	Required Building Signage
REG100.3	Required Building Signage
REG100.4	Required Building Signage
REG100.5	Required Building Signage
REG100.6	Required Building Signage
REG100.7	Required Building Signage
REG100.8	Required Building Signage
REG100.9	Required Building Signage
REG100.10	Required Building Signage
REG100.11	Required Building Signage
REG100.12	Required Building Signage
REG100.13	Required Building Signage
REG100.14	Required Building Signage

REG100.1

Required Building Signage

Scale: 2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

All lines of text are flush left on panel

Symbol horizontally & vertically centered

Additional text panel can be installed beneath sign if requested

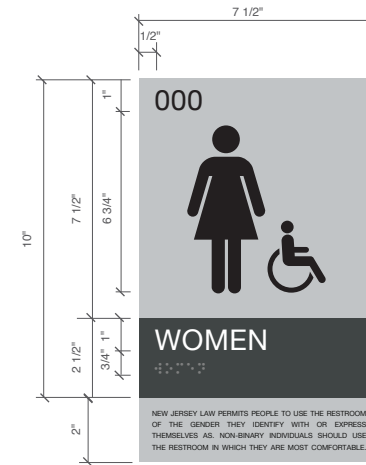
SIGN SPECIFICATIONS:

- Room Number Font:
Helvetica Neue Regular
- Room Number Cap Height: 0.625"
- Room Number Tracking: +20
- Women Restroom Symbol Height: 5.25"
- Accessibility Symbol Height: 2.25"
- Restroom Text Font:
Helvetica Neue Regular
- Restroom Text Cap Height: 0.625"
- Restroom Text Tracking: +20
- Braille Size: 30pt
- NJ Law Addition Text Font:
Helvetica Neue Regular
- NJ Law Addition Text Cap Height: 0.15"

- NJ Law Addition Text Tracking: 0
- NJ Law Addition Text Leading: 25.2
- All lines of NJ Law Addition Text are justified and horizontally centered on panel
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.

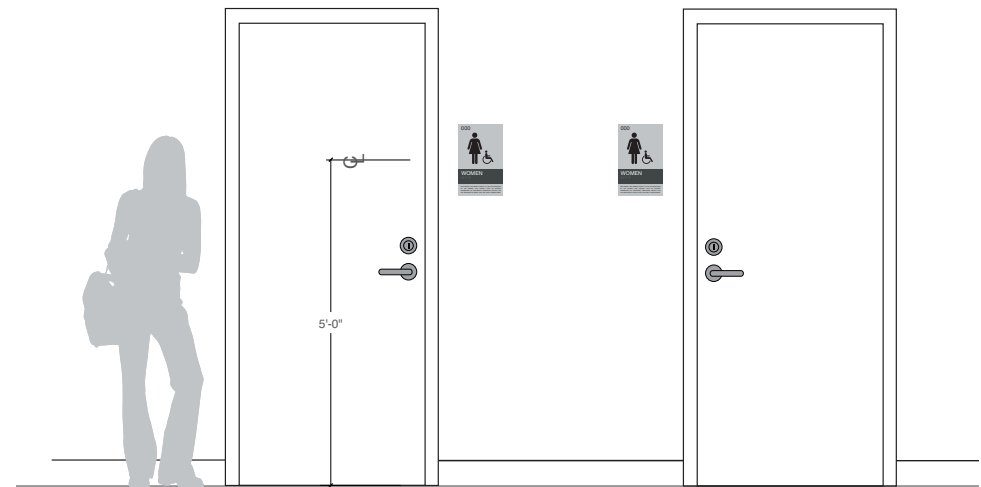
COLOR:

- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601
TPX Bright White



NEW JERSEY LAW PERMITS PEOPLE TO USE THE RESTROOM OF THE GENDER THEY IDENTIFY WITH OR EXPRESS THEMSELVES AS. NON-BINARY INDIVIDUALS SHOULD USE THE RESTROOM IN WHICH THEY ARE MOST COMFORTABLE.

DETAIL



ELEVATION (NTS)

REG100.2

Required Building Signage

Scale: 2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

All lines of text are flush left on panel

Symbol horizontally & vertically centered

Additional text panel can be installed beneath sign if requested

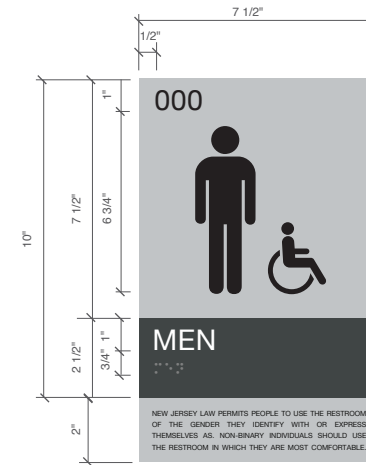
SIGN SPECIFICATIONS:

- Room Number Font: Helvetica Neue Regular
- Room Number Cap Height: 0.625"
- Room Number Tracking: +20
- Men Restroom Symbol Height: 5.25"
- Accessibility Symbol Height: 2.25"
- Restroom Text Font: Helvetica Neue Regular
- Restroom Text Cap Height: 0.625"
- Restroom Text Tracking: +20
- Braille Size: 30pt
- NJ Law Addition Text Font: Helvetica Neue Regular
- NJ Law Addition Text Cap Height: 0.15"

- NJ Law Addition Text Tracking: 0
- NJ Law Addition Text Leading: 25.2
- All lines of NJ Law Addition Text are justified and horizontally centered on panel
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.

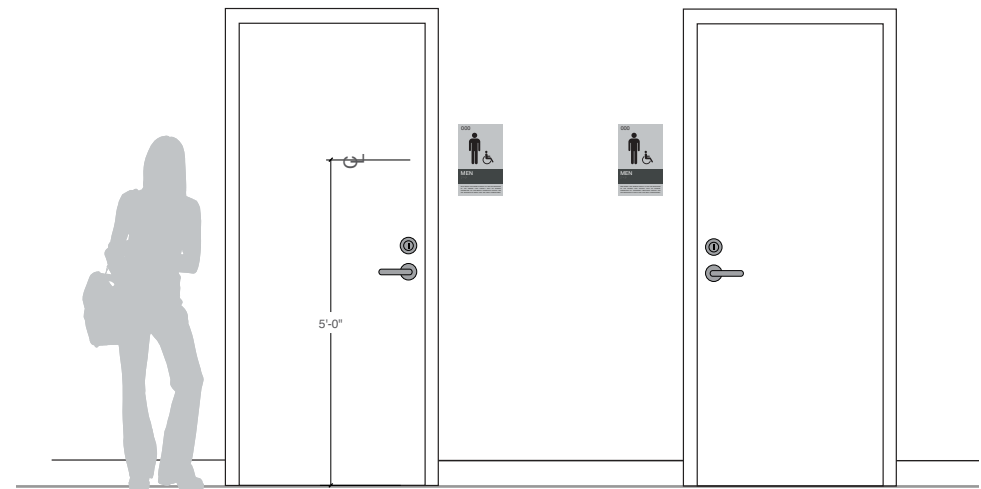
COLOR:

- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White



NEW JERSEY LAW PERMITS PEOPLE TO USE THE RESTROOM OF THE GENDER THEY IDENTIFY WITH OR EXPRESS THEMSELVES AS. NON-BINARY INDIVIDUALS SHOULD USE THE RESTROOM IN WHICH THEY ARE MOST COMFORTABLE.

DETAIL



ELEVATION (NTS)

REG100.3

Required Building Signage

Scale: 2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

All lines of text are flush left on panel

Symbol horizontally & vertically centered

SIGN SPECIFICATIONS:

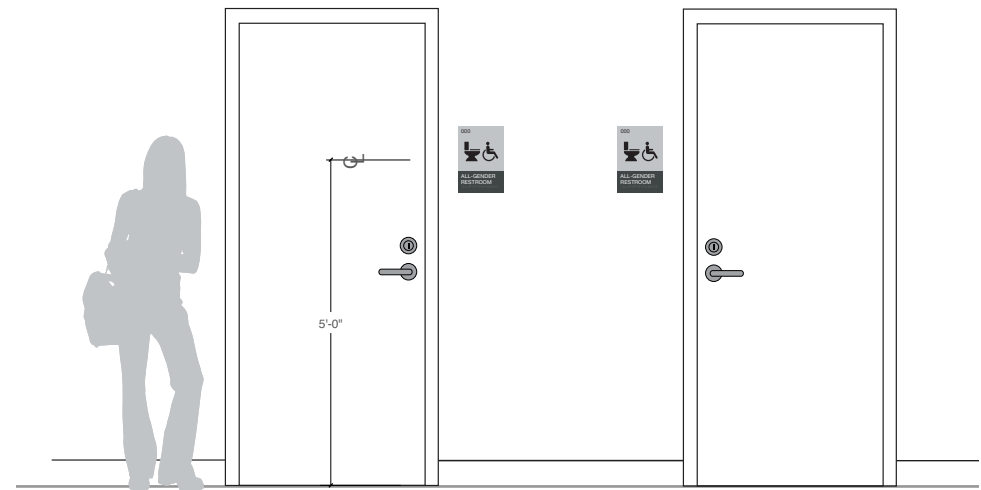
- Room Number Font: Helvetica Neue Regular
- Room Number Cap Height: 0.625"
- Room Number Tracking: +20
- Toilet Symbol Height: 3.25"
- Accessibility Symbol Height: 3.25"
- Alternative Toilet Only Symbol Height: 5"
- Text Font: Helvetica Neue Regular
- Text Cap Height: 0.625"
- Text Tracking: +20
- Text Leading: 77 pt
- Braille Size: 30pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

-  Pantone 446 C
 Pantone 428 C
 Pantone Black C
 Pantone 11-0601
 TPX Bright White



DETAIL



ELEVATION (NTS)

REG100.4

Required Building Signage

Scale: 2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

All lines of text are flush left on panel

Symbol horizontally & vertically centered

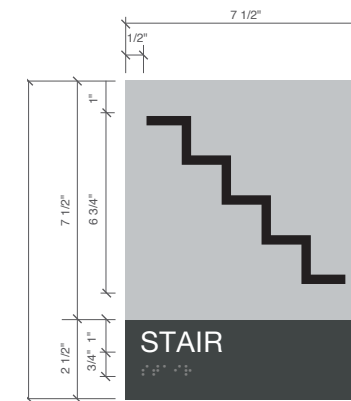
Additional text panel can be installed
beneath sign if requested

SIGN SPECIFICATIONS:

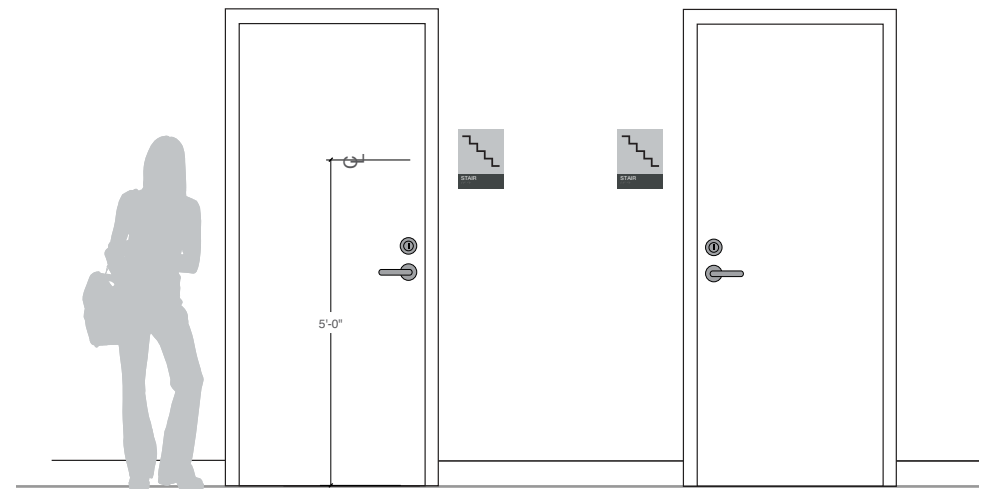
- Stair Symbol Height: 5.25"
- Stair Text Font: Helvetica Neue Regular
- Stair Text Cap Height: 0.625"
- Stair Text Tracking: +20
- Braille Size: 30pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.

COLOR:

- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601
TPX Bright White



DETAIL



ELEVATION (NTS)

REG100.5

Required Building Signage

Scale: 2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

All lines of text are flush left on panel

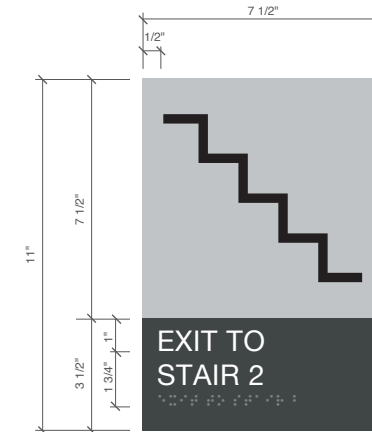
Symbol horizontally & vertically centered

SIGN SPECIFICATIONS:

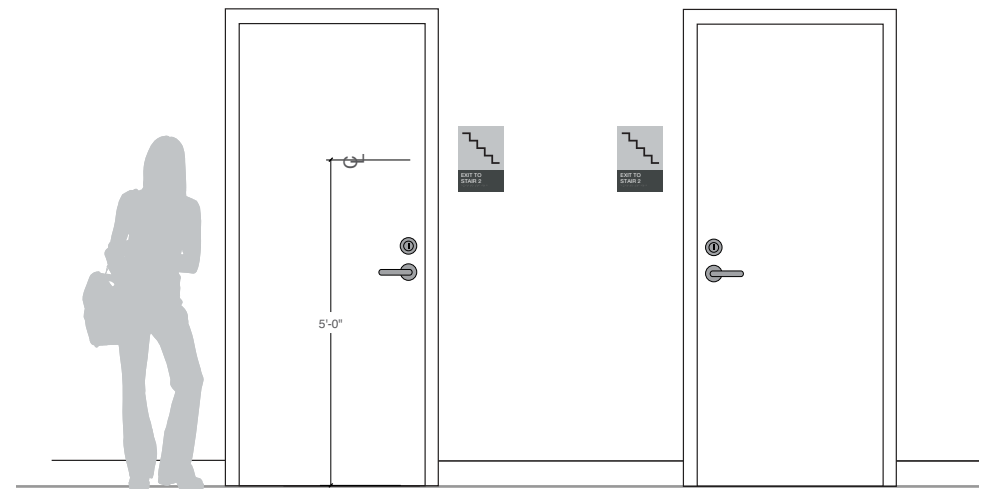
- Stair Symbol Height: 5.25"
- Stair Text Font: Helvetica Neue Regular
- Stair Text Cap Height: 0.625"
- Stair Text Tracking: +20
- Stair Text Leading: 77 pt
- Braille Size: 30pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601
TPX Bright White



DETAIL



ELEVATION (NTS)

REG100.6

Required Building Signage

Scale: 2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

All lines of text are flush left on panel

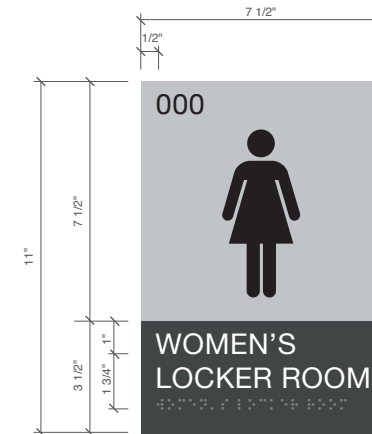
Symbol horizontally & vertically centered

SIGN SPECIFICATIONS:

- Room Number Font: Helvetica Neue Regular
- Room Number Cap Height: 0.625"
- Room Number Tracking: +20
- Symbol Height: 5.25"
- Text Font: Helvetica Neue Regular
- Text Cap Height: 0.625"
- Text Tracking: +20
- Text Leading: 77 pt
- Braille Size: 30pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601
TPX Bright White



DETAIL



ELEVATION (NTS)

REG100.7

Required Building Signage

Scale: 2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

All lines of text are flush left on panel

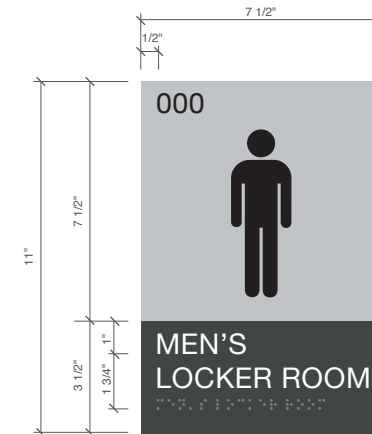
Symbol horizontally & vertically centered

SIGN SPECIFICATIONS:

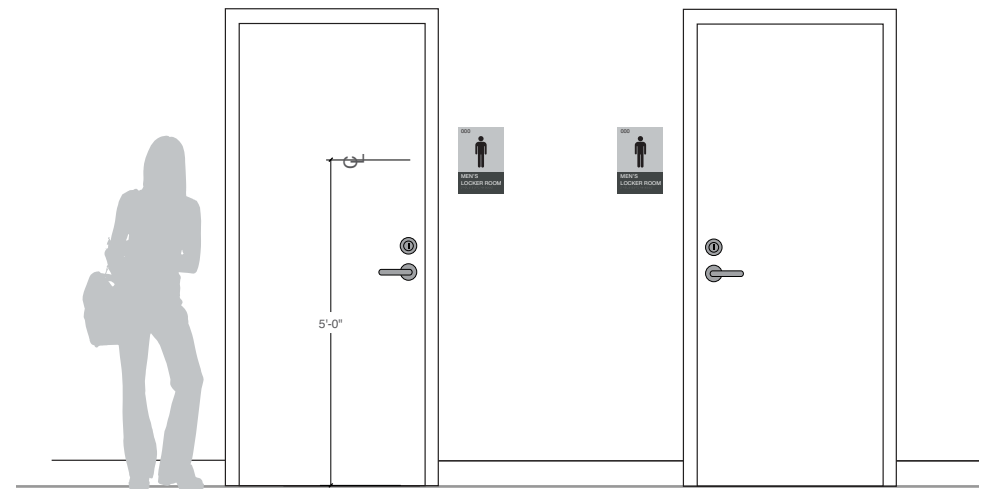
- Room Number Font: Helvetica Neue Regular
- Room Number Cap Height: 0.625"
- Room Number Tracking: +20
- Symbol Height: 5.25"
- Text Font: Helvetica Neue Regular
- Text Cap Height: 0.625"
- Text Tracking: +20
- Text Leading: 77 pt
- Braille Size: 30pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601
TPX Bright White



DETAIL



ELEVATION (NTS)

REG100.8

Required Building Signage

Scale: 2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

All lines of text are flush left on panel

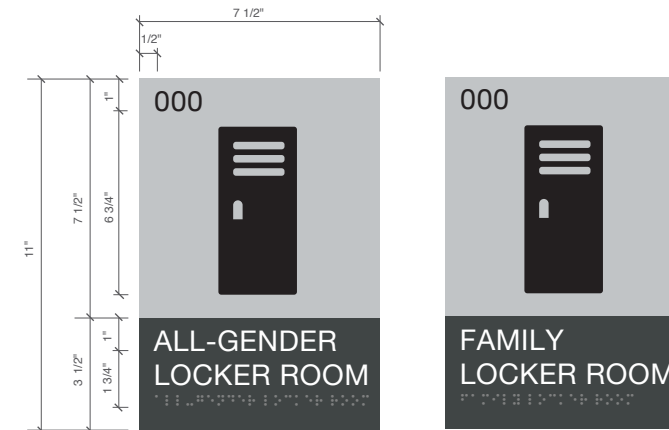
Symbol horizontally & vertically centered

SIGN SPECIFICATIONS:

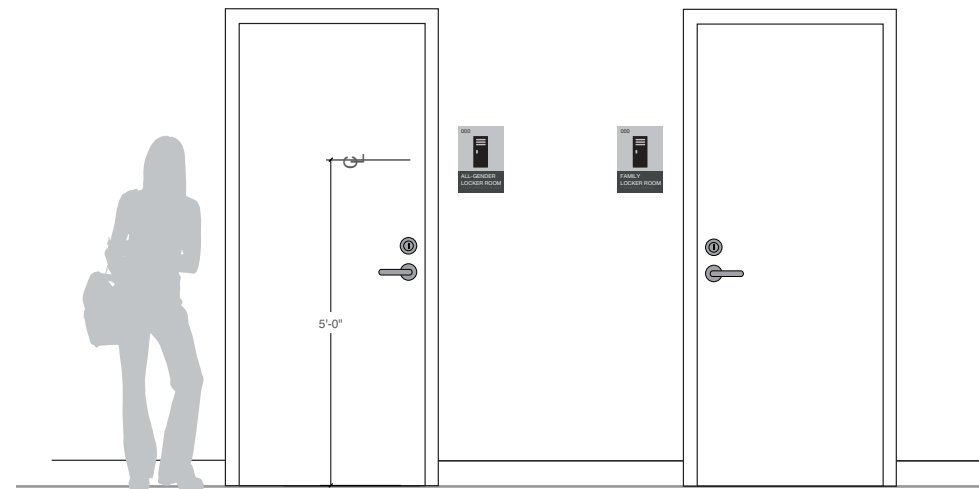
- Room Number Font: Helvetica Neue Regular
- Room Number Cap Height: 0.625"
- Room Number Tracking: +20
- Symbol Height: 5.25"
- Text Font: Helvetica Neue Regular
- Text Cap Height: 0.625"
- Text Tracking: +20
- Text Leading: 77 pt
- Braille Size: 30pt
- Braille Tracking: -30
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White



DETAIL



ELEVATION (NTS)

REG100.9

Required Building Signage

Scale: 2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

All lines of text are flush left on panel

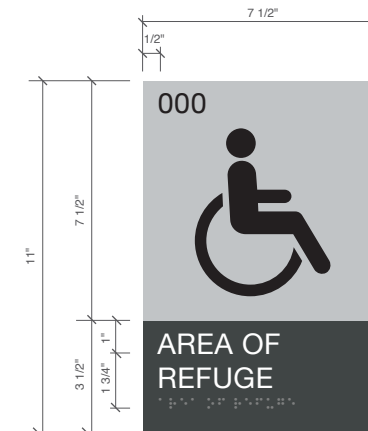
Symbol horizontally & vertically centered

SIGN SPECIFICATIONS:

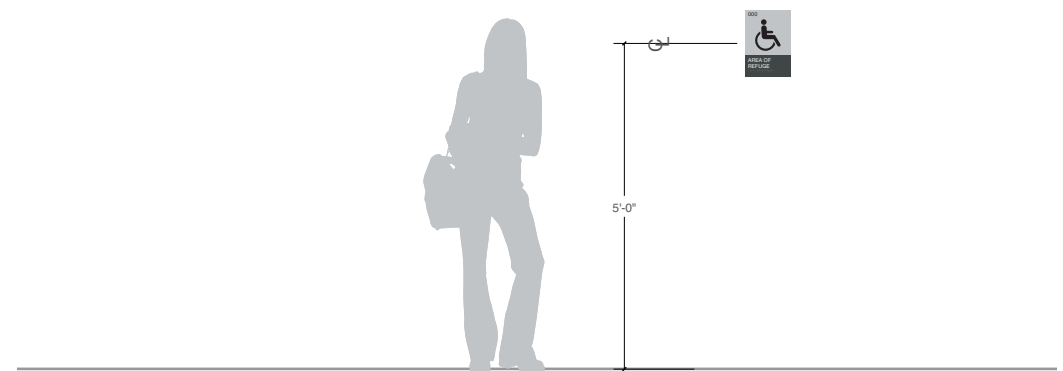
- Room Number Font: Helvetica Neue Regular
- Room Number Cap Height: 0.625"
- Room Number Tracking: +20
- Symbol Height: 5.25"
- Text Font: Helvetica Neue Regular
- Text Cap Height: 0.625"
- Text Tracking: +20
- Text Leading: 77 pt
- Braille Size: 30pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White



DETAIL



ELEVATION (NTS)

REG100.10

Required Building Signage

Scale: 2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

All lines of text are flush left on panel

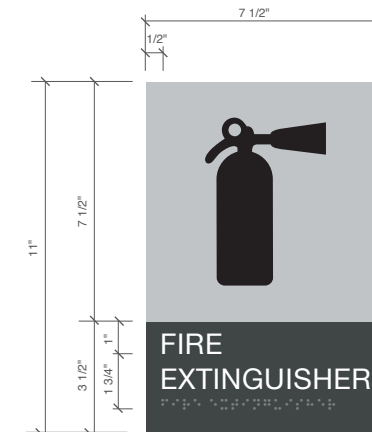
Symbol horizontally & vertically centered

SIGN SPECIFICATIONS:

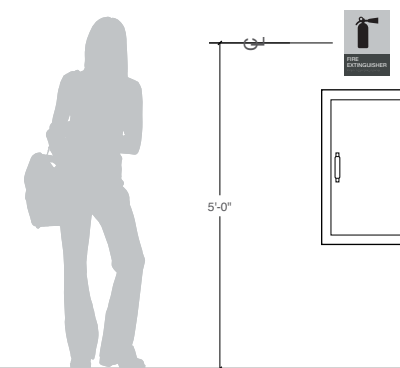
- Symbol Height: 5.25"
- Accessibility Symbol Height: 3.2"
- Text Font: Helvetica Neue Regular
- Text Cap Height: 0.625"
- Text Tracking: +20
- Text Leading: 77 pt
- Braille Size: 30pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601
TPX Bright White



DETAIL



ELEVATION (NTS)

REG100.11

Required Building Signage

Scale: 2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

All lines of text are flush left on panel

Symbol horizontally & vertically centered

SIGN SPECIFICATIONS:

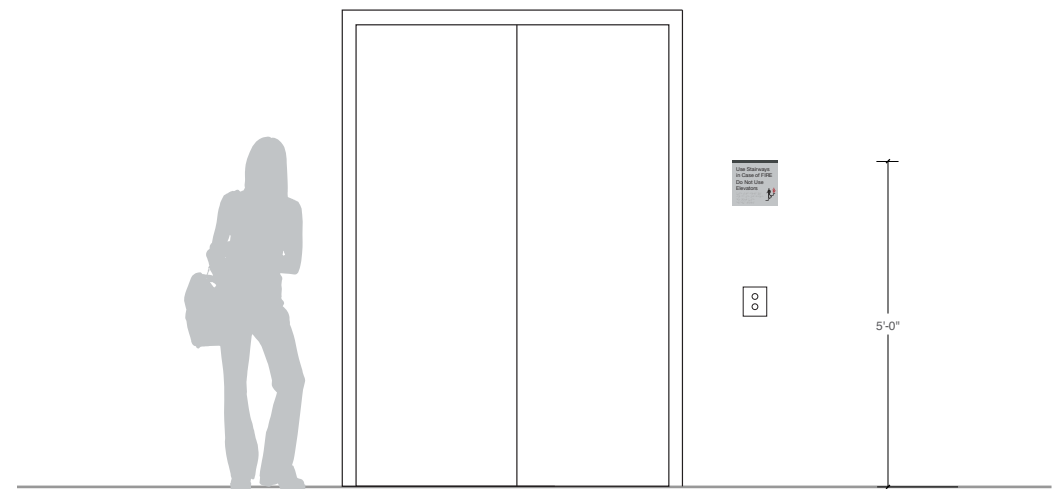
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.625"
- Main Text Tracking: 0
- Main Text Leading: 75 pt
- Braille Size: 30pt
- Braille Leading: 36 pt
- Fire Evacuation Symbol height: 2.5"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone Black C



DETAIL



ELEVATION (NTS)

REG100.12

Required Building Signage

Scale: 2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

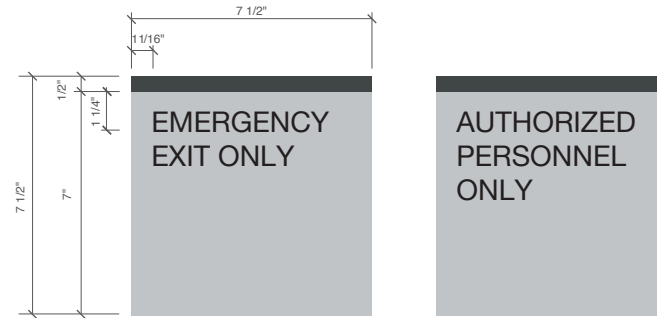
All lines of text are flush left on panel

SIGN SPECIFICATIONS:

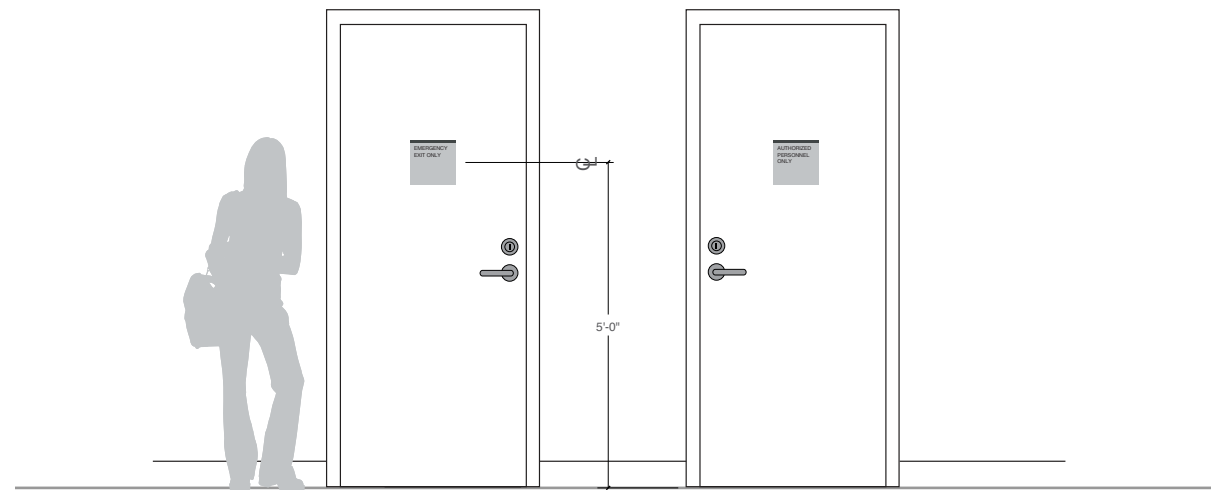
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.625"
- Main Text Tracking: 0
- Main Text Leading: 77 pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 446 C
- Pantone 428 C
- Pantone Black C



DETAIL



ELEVATION (NTS)

REG100.13

Required Building Signage

Scale: 2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

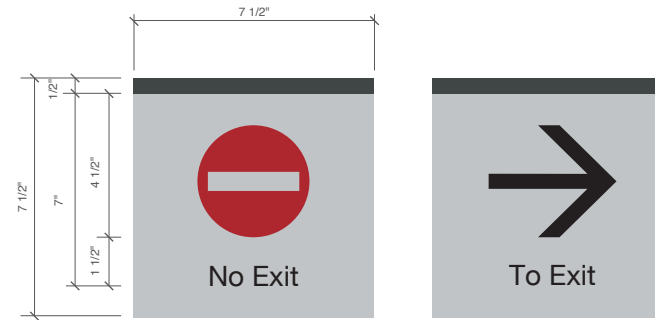
Text & symbol centered horizontally on panel

SIGN SPECIFICATIONS:

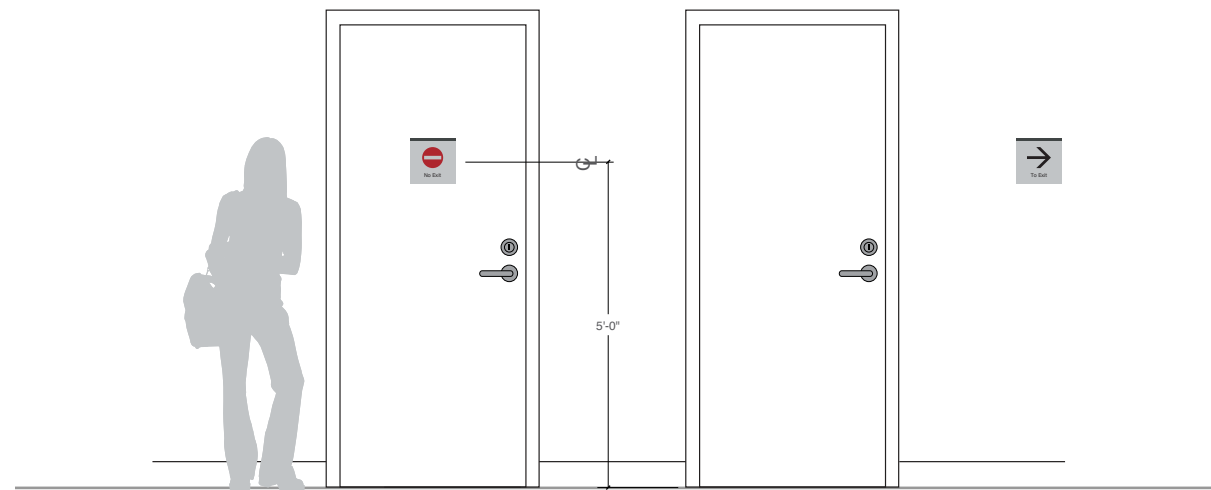
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.625"
- Main Text Tracking: 0
- Symbol Height: 3.5"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone Black C



DETAIL



ELEVATION (NTS)

REG100.14

Required Building Signage

Scale: 2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

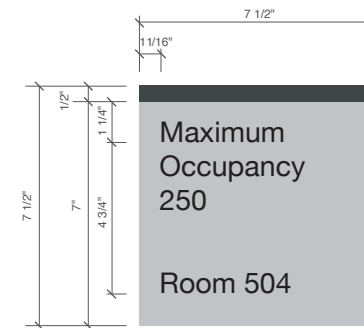
All lines of text are flush left on panel

SIGN SPECIFICATIONS:

- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.625"
- Main Text Tracking: 0
- Main Text Leading: 77 pt
- Secondary Text Font: Helvetica Neue Regular
- Secondary Text Tracking: 0
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 446 C
- Pantone 428 C
- Pantone Black C



DETAIL



ELEVATION (NTS)

REG200 SERIES

Regulation Signage

REG200.1 Overhead Building Signage

REG 200.1

Overhead Building Signage

Scale: 1.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Symbol horizontally & vertically centered on light gray pane

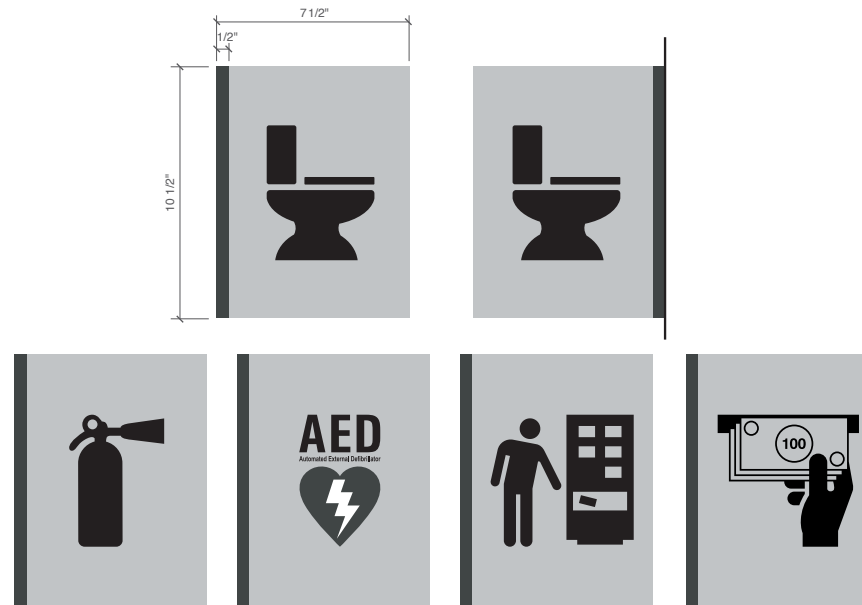
Additional symbols can be found in the introduction on page 29.

SIGN SPECIFICATIONS:

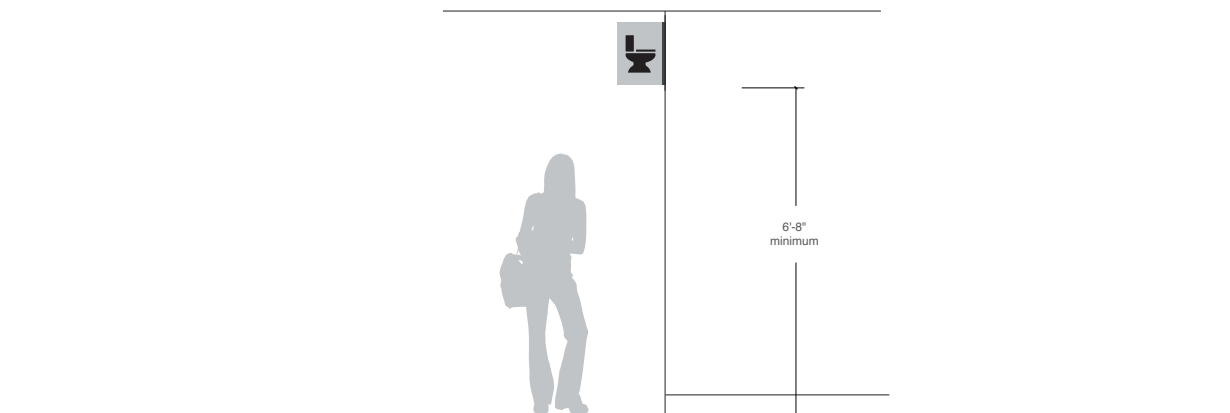
- Symbol Height: 5.5"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.

COLOR:

- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-o6o1 TPX Bright White



DETAIL



ELEVATION (NTS)

REG300 SERIES

Regulation Signage

REG300.1 Stairwell Identification

REG300.1

Stairwell Identification

Scale: 1.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

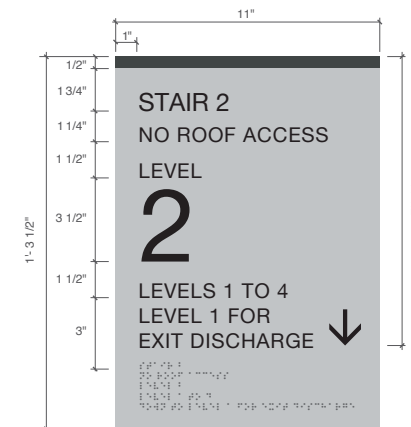
All lines of text are flush left on panel

SIGN SPECIFICATIONS:

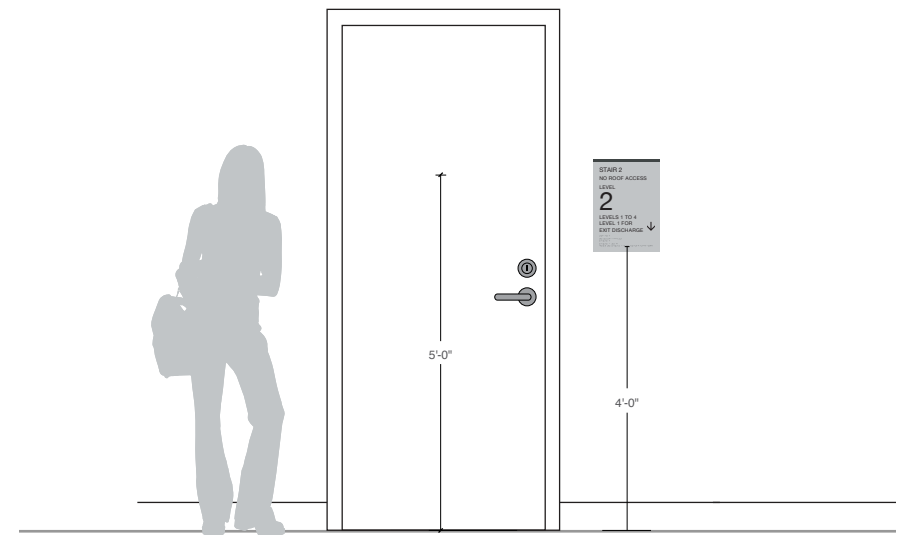
- All Text Font: Helvetica Neue Regular
- "Stair 2" Cap Height: 1.5"
- "Stair 2" Tracking: 0
- Secondary Text Cap Height: 1"
- Secondary Text Tracking: 0
- Secondary Text Leading (Down to Level 1 for Exit Discharge): 40 pt
- Floor Number Cap Height: 3"
- Arrow Height: 2"
- Braille Size: 26 pt
- Braille Leading: 40 pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.

COLOR:

- Pantone 446 C
- Pantone 428 C
- Pantone Black C



DETAIL



ELEVATION (NTS)

REG400 SERIES

Regulation Signage

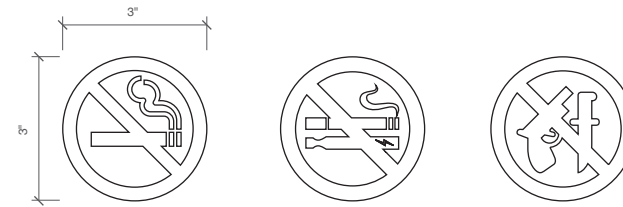
REG400.1 Vinyl Door Identification

REG400.1

Vinyl Door Identification

Scale: 3" = 1'-0"

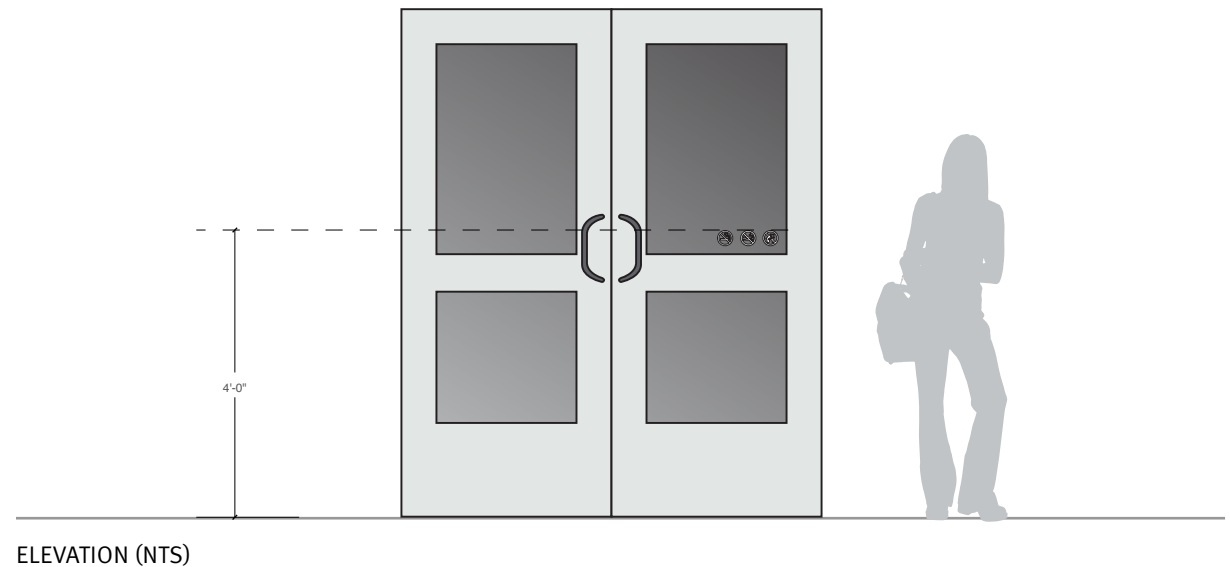
Figure is 5'6" tall unless otherwise noted



DETAIL

COLOR:

☐ Pantone 11-0601 TPX Bright White



REG500 SERIES

Regulation Signage

- REG500.1 Additional Regulatory Signage
- REG500.2 Additional Regulatory Signage

REG500.1

Regulatory Signage

Scale: 3" = 1'-0"

Figure is 5'6" tall unless otherwise noted

All lines of text are flush left on panel

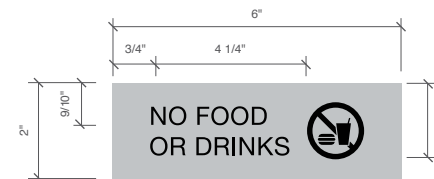
Installation based on location
determined by programming

SIGN SPECIFICATIONS:

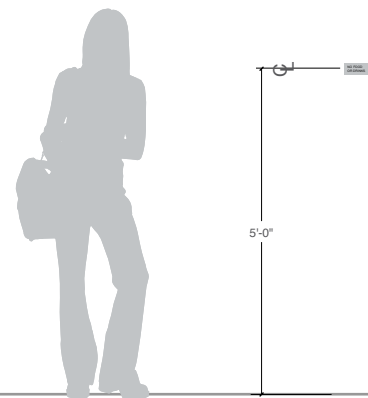
- Text Font: Helvetica Neue Regular
- Text Cap Height: 0.375"
- Text Tracking: +20
- Text Leading: 46 pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 428 C
- Pantone Black C



DETAIL



ELEVATION (NTS)

REG500.2

Regulatory Signage

Scale: 3" = 1'-0"

Figure is 5'6" tall unless otherwise noted

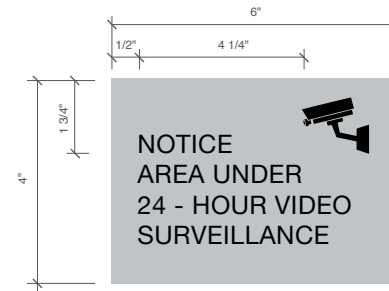
All lines of text are flush left on panel

SIGN SPECIFICATIONS:

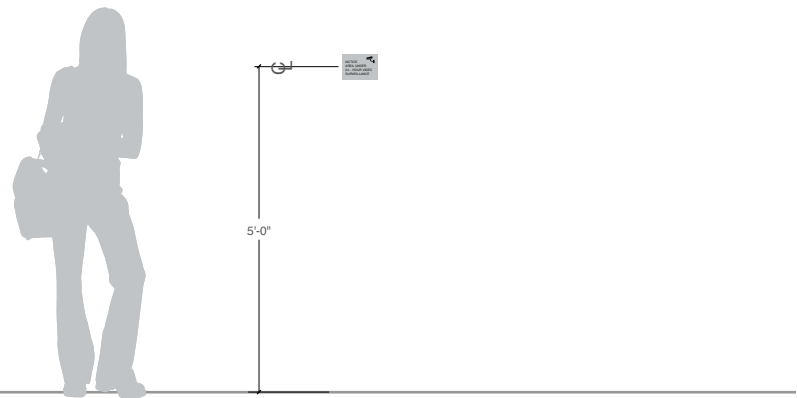
- Text Font: Helvetica Neue Regular
- Text Cap Height: 0.375"
- Text Tracking: +20
- Text Leading: 46 pt
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 428 C
- Pantone Black C



DETAIL



ELEVATION (NTS)

REG600 SERIES

Regulation Signage

- REG600.1 Paper Insert and Chassis
- REG600.2 Paper Insert and Chassis

REG600.1

Paper Insert and Chassis

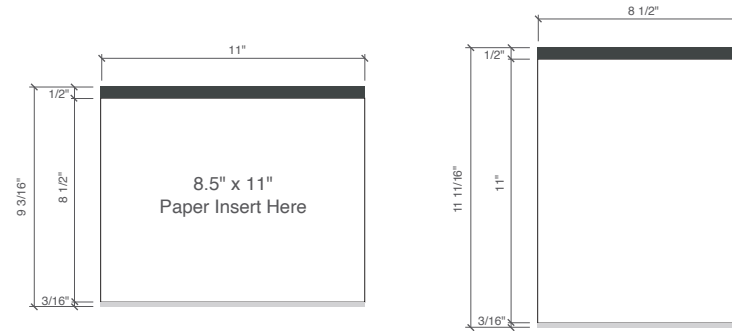
Scale: 1.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

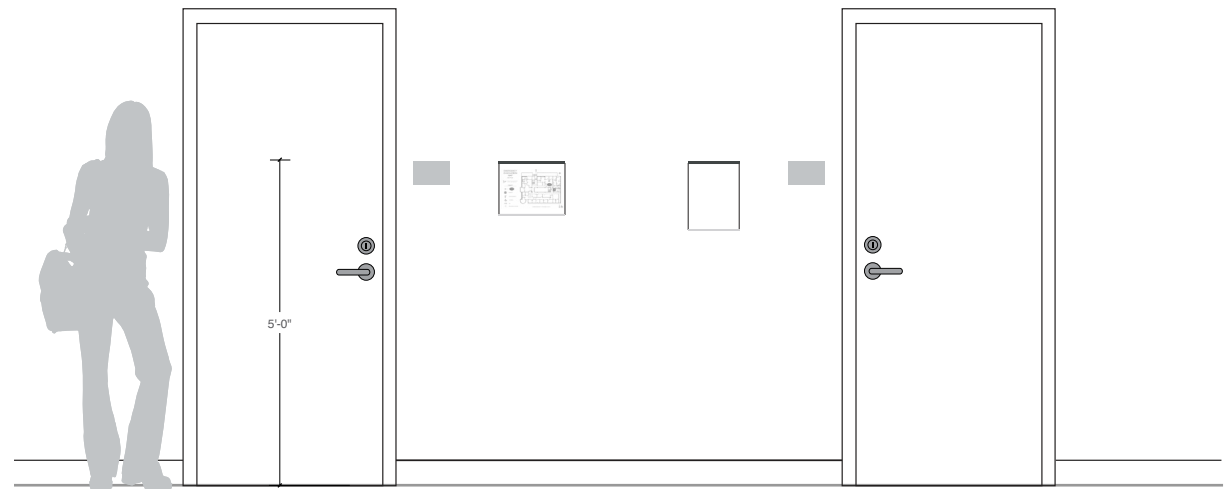
Insert of emergency evacuation route (egress) signage or other regulatory information

SIGN SPECIFICATIONS:

- 8.5" x 11" White paper insert in transparent panel



DETAIL



ELEVATION (NTS)

COLOR:

■ Pantone 446 C

REG600.2

Paper Insert*

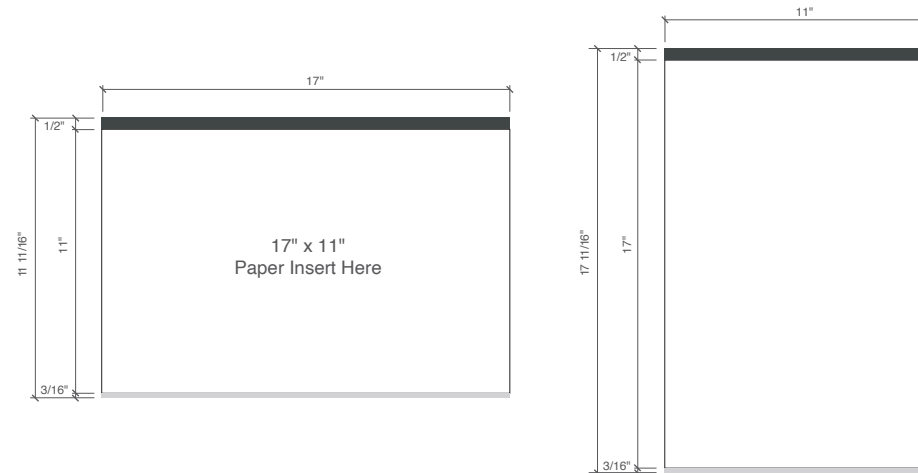
Scale: 1.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

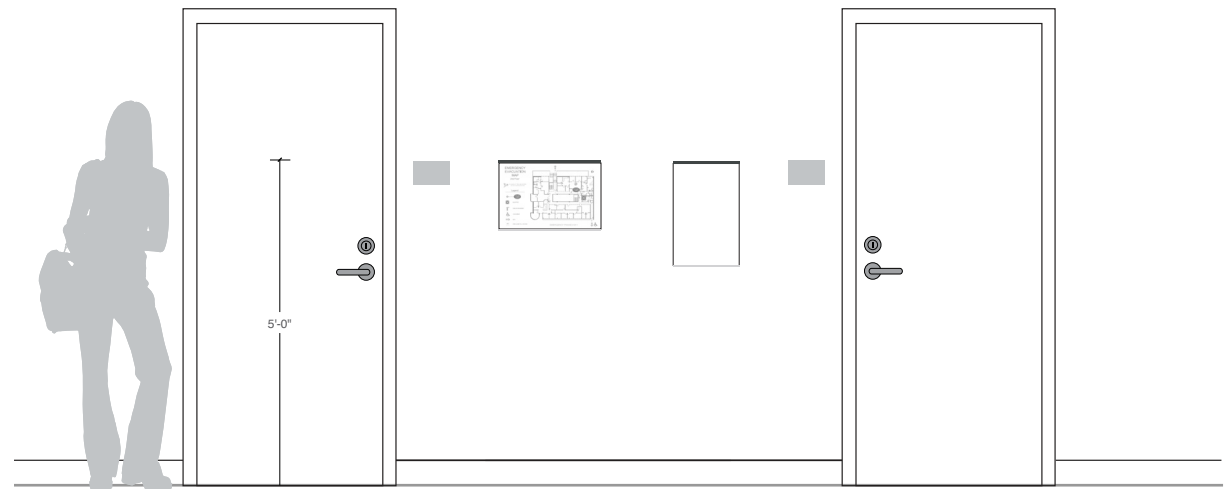
Insert of emergency evacuation route (egress) signage or other regulatory information

SIGN SPECIFICATIONS:

- 11" x 17" White paper insert in transparent panel



DETAIL



ELEVATION (NTS)

COLOR:

- Pantone 446 C

SECTION 4 OF THE INTERIOR WAYFINDING MANUAL

Direction Signage

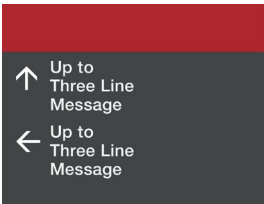
86	DR100	Wall Mounted Directional
91	DR200	Ceiling Mounted Directional
98	DR300	Freestanding Directional

Direction Signage Series Overview

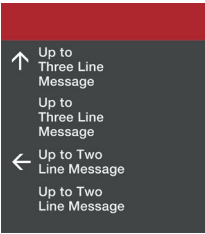
Note: All signs on this page are not to scale.



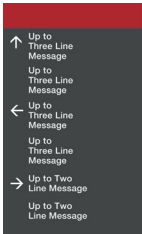
DR100.1
Wall Mounted Directional



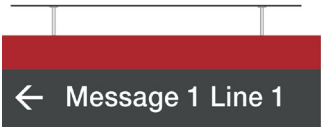
DR100.2
Wall Mounted Directional



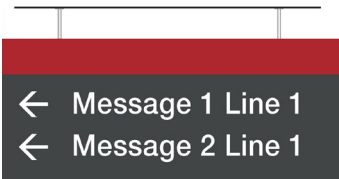
DR100.3
Wall Mounted Directional



DR100.4
Wall Mounted Directional



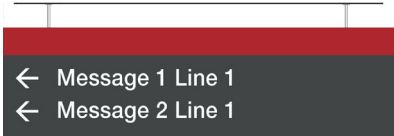
DR200.1
Ceiling Mounted Directional



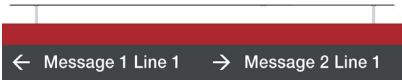
DR200.2
Ceiling Mounted Directional



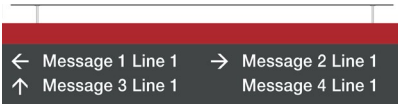
DR200.3
Ceiling Mounted Directional



DR200.4
Ceiling Mounted Directional



DR200.5
Ceiling Mounted Directional



DR200.6
Ceiling Mounted Directional



DR300.1
Freestanding Directional

DR100 SERIES

Direction Signage

DR100.1	Wall Mounted Directional
DR100.2	Wall Mounted Directional
DR100.3	Wall Mounted Directional
DR100.4	Wall Mounted Directional

DR100.1

Wall Mounted Directional

Scale: 1.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

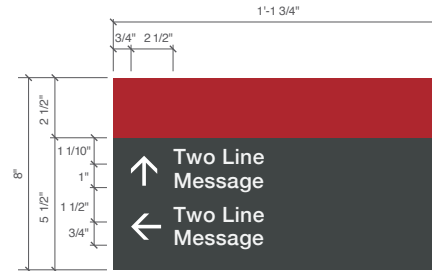
All lines of text are flush left on panel

SIGN SPECIFICATIONS:

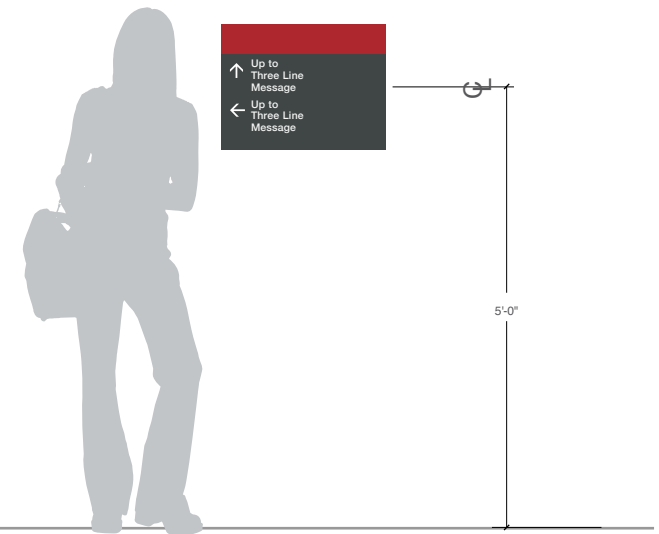
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 0.625"
- Main Text Tracking: +20
- Main Text Leading: 70.5
- Arrow Height: 1.25"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White



DETAIL



ELEVATION (NTS)

DR100.2

Wall Mounted Directional

Scale: 1.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

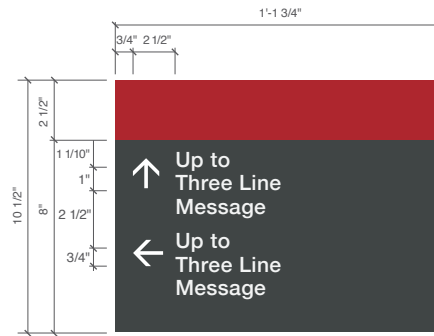
All lines of text are flush left on panel

SIGN SPECIFICATIONS:

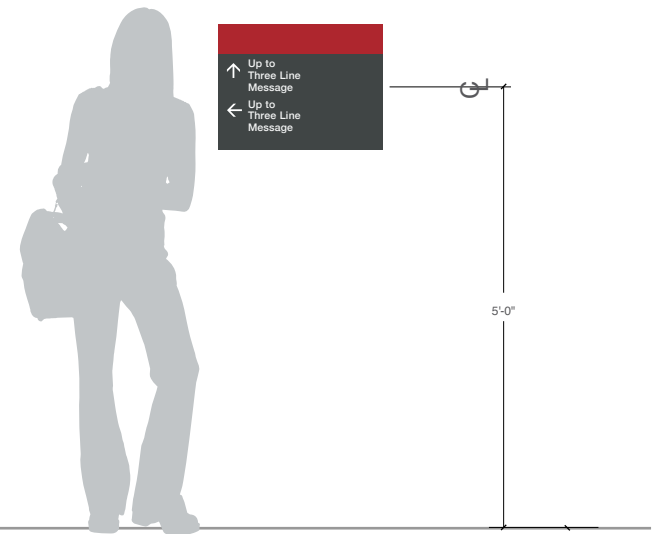
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 0.625"
- Main Text Tracking: +20
- Main Text Leading: 70.5
- Arrow Height: 1.25"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White



DETAIL



ELEVATION (NTS)

DR100.3

Wall Mounted Directional

Scale: 1.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

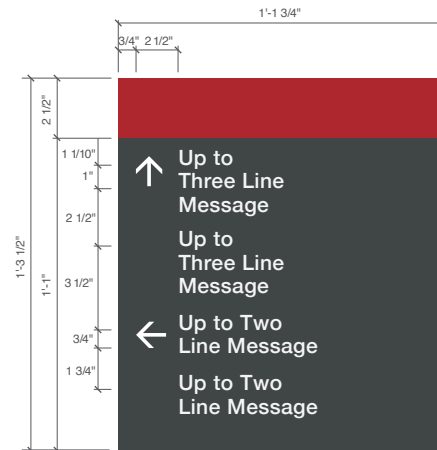
All lines of text are flush left on panel

SIGN SPECIFICATIONS:

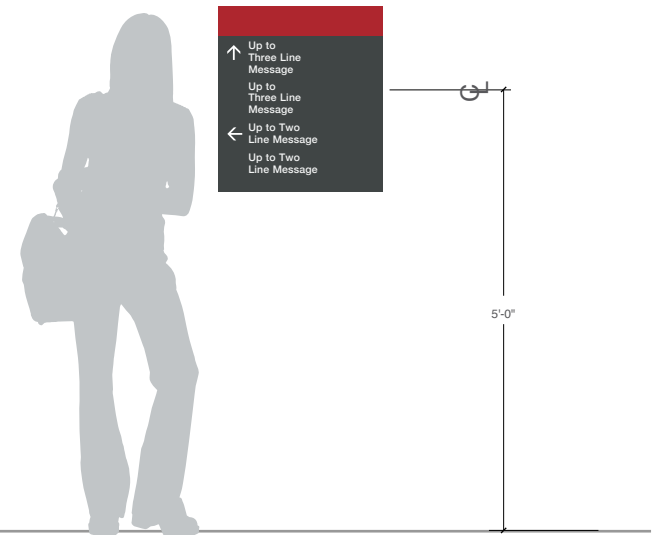
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 0.625"
- Main Text Tracking: +20
- Main Text Leading: 70.5
- Arrow Height: 1.25"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White



DETAIL



ELEVATION (NTS)

DR100.4

Wall Mounted Directional

Scale: 1.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

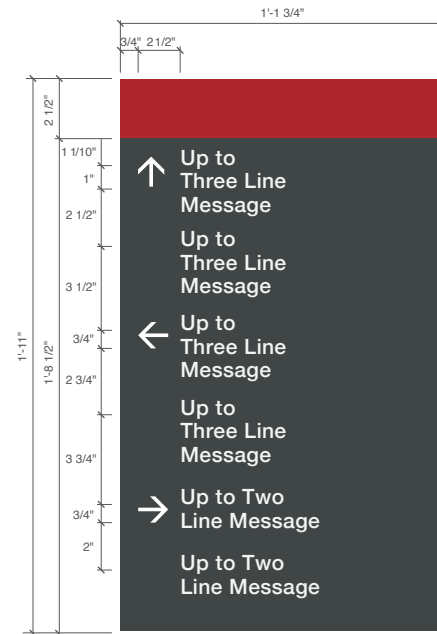
All lines of text are flush left on panel

SIGN SPECIFICATIONS:

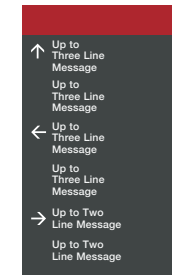
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 0.625"
- Main Text Tracking: +20
- Main Text Leading: 70.5
- Arrow Height: 1.25"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White



DETAIL



5'-0"

ELEVATION (NTS)

DR200 SERIES

Direction Signage

DR200.1	Ceiling Mounted Directional
DR200.2	Ceiling Mounted Directional
DR200.3	Ceiling Mounted Directional
DR200.4	Ceiling Mounted Directional
DR200.5	Ceiling Mounted Directional
DR200.6	Ceiling Mounted Directional

DR200.1

Ceiling Mounted Directional

Scale: 0.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

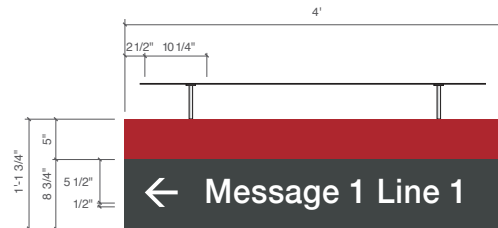
Sign can also be directly mounted onto wall depending on existing site conditions

SIGN SPECIFICATIONS:

- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 3"
- Main Text Tracking: +20
- Arrow Height: 3.625"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White

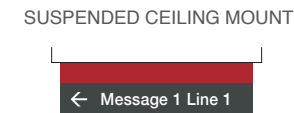
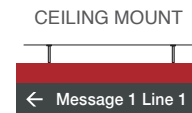


Ceiling Mount Example 1



Ceiling Mount Example 2

DETAIL

6'-8"
minimum

ELEVATION (NTS)

DR200.2

Ceiling Mounted Directional

Scale: 0.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

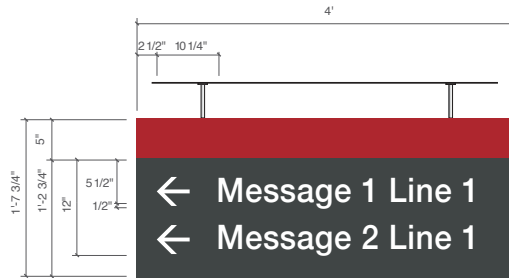
Sign can also be directly mounted onto wall depending on existing site conditions

SIGN SPECIFICATIONS:

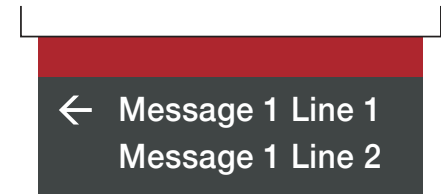
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 3"
- Main Text Tracking: +20
- Main Text Leading: 425
- Arrow Height: 3.625"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

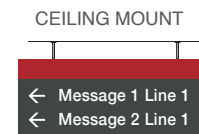
- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White



Ceiling Mount Example 1

Ceiling Mount Example 2
Alternate Message Layout

DETAIL



SUSPENDED CEILING MOUNT

6'-8"
minimum

ELEVATION (NTS)

DR200.3

Ceiling Mounted Directional

Scale: 0.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Sign can also be directly mounted onto wall depending on existing site conditions

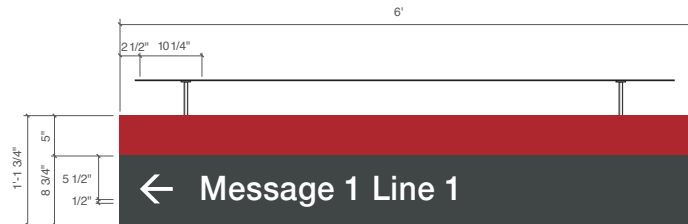
Sign type consolidates DR210 and DR220

SIGN SPECIFICATIONS:

- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 3"
- Main Text Tracking: +20
- Main Text Leading: 425
- Arrow Height: 3.625"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White

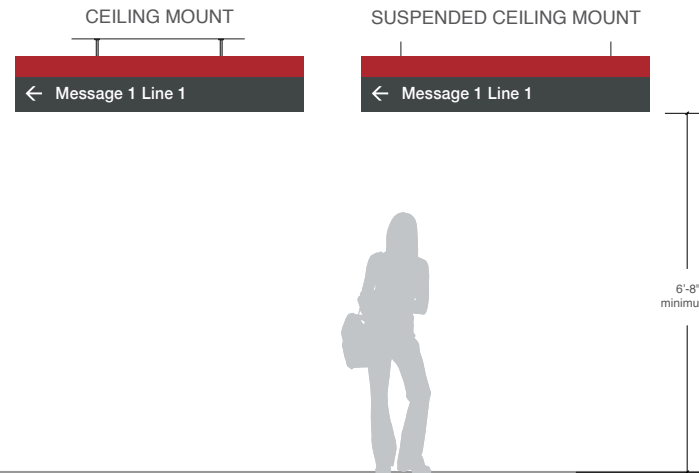


Ceiling Mount Example 1



Ceiling Mount Example 2

DETAIL



ELEVATION (NTS)

DR200.4

Ceiling Mounted Directional

Scale: 0.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Sign can also be directly mounted onto wall depending on existing site conditions

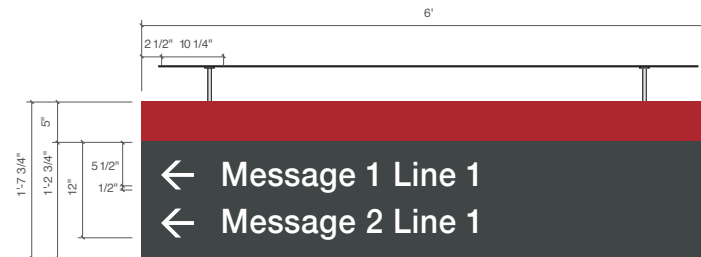
Sign type consolidates DR240 and DR250

SIGN SPECIFICATIONS:

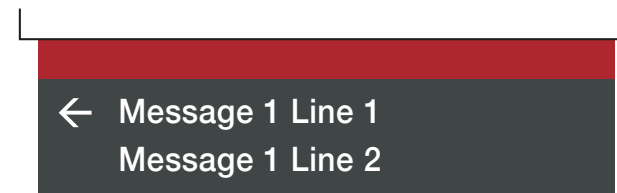
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 3"
- Main Text Tracking: +20
- Main Text Leading: 425
- Arrow Height: 3.625"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

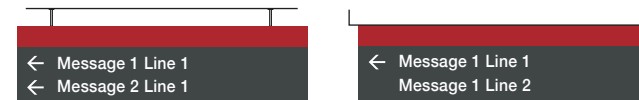
- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White



Ceiling Mount Example 1

Ceiling Mount Example 2
Alternate Message Layout

DETAIL



ELEVATION (NTS)

DR200.5

Ceiling Mounted Directional

Scale: 0.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

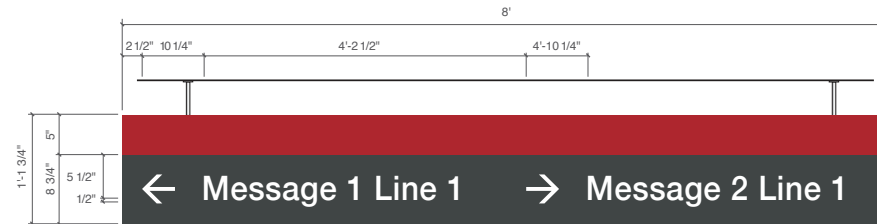
Sign can also be directly mounted onto wall depending on existing site conditions

SIGN SPECIFICATIONS:

- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 3"
- Main Text Tracking: +20
- Arrow Height: 3.625"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White

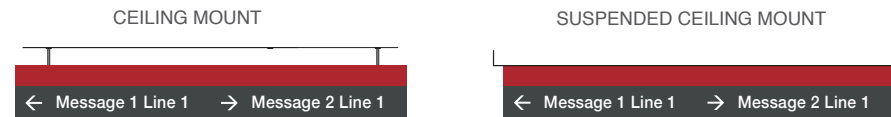


Ceiling Mount Example 1



Ceiling Mount Example 2

DETAIL



ELEVATION (NTS)

DR200.6

Ceiling Mounted Directional

Scale: 0.5" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Sign can also be directly mounted onto wall depending on existing site conditions

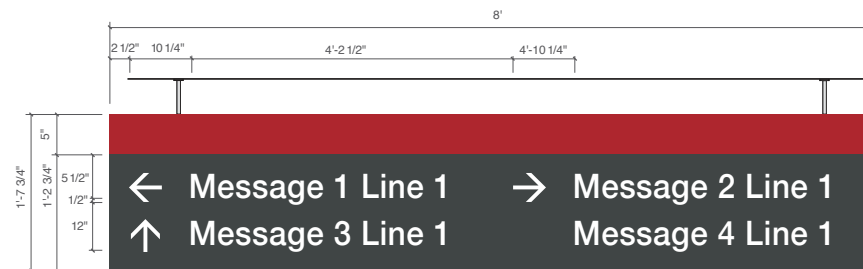
Sign type consolidates DR270 and DR280

SIGN SPECIFICATIONS:

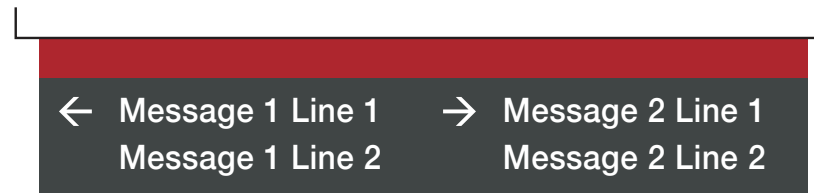
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 3"
- Main Text Tracking: +20
- Main Text Leading: 425
- Arrow Height: 3.625"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White

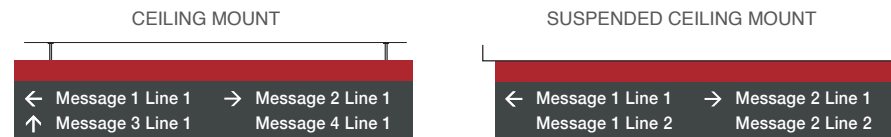


Ceiling Mount Example 1



Ceiling Mount Example 2 - Alternate Message Layout

DETAIL



ELEVATION (NTS)

DR300 SERIES

Direction Signage

DR300.1 Freestanding Directional

DR300.1

Freestanding Directional

Scale: 0.5" = 1'-0"

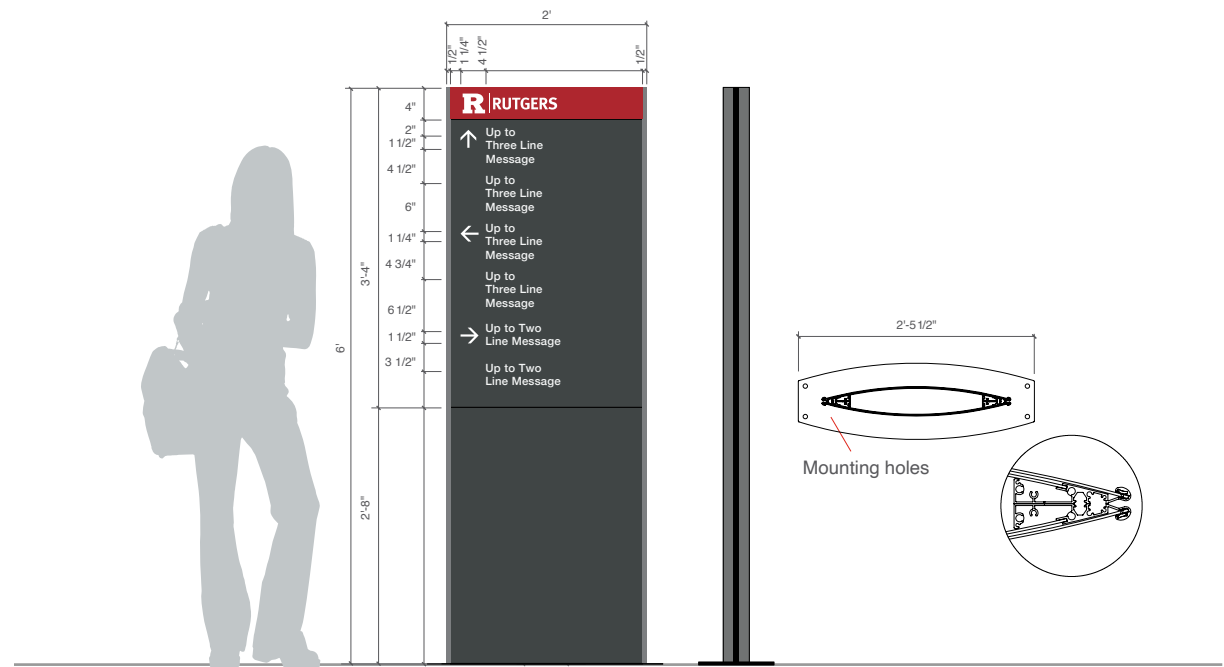
Figure is 5'6" tall unless
otherwise noted

SIGN SPECIFICATIONS:

- Main Text Font: Helvetica
Neue Medium
- Main Text Cap Height: 1"
- Main Text Tracking: +20
- Main Text Leading: 123.05
- Arrow Height: 1.25"
- Front surface paint application with
matte-finish clear-coat. Graphics
vinyl applied or direct print.
- Line Spacing from First Line of Main
Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White



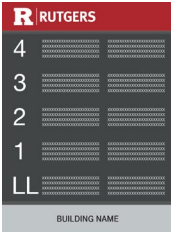
SECTION 5 OF THE INTERIOR WAYFINDING MANUAL

Information Signage

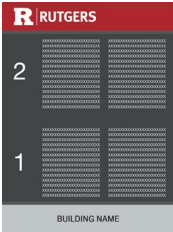
- 102** INF100 Building Directory
- 108** INF200 Building Directory
- 111** INF300 Building Directory

Information Signage Series Overview

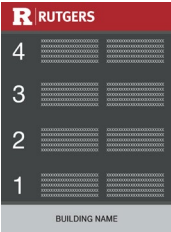
Note: All signs on this page are not to scale.



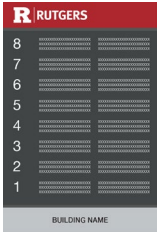
INF100.1
Building Directory



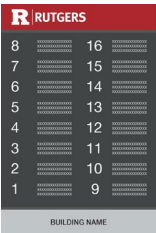
INF100.2
Building Directory



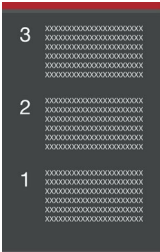
INF100.3
Building Directory



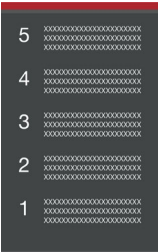
INF100.4
Building Directory



INF100.5
Building Directory



INF200.1
Building Directory



INF200.2
Building Directory



INF300.1
Building Directory

INF100 SERIES

Information Signage

INF100.1	Building Directory
INF100.2	Building Directory
INF100.3	Building Directory
INF100.4	Building Directory
INF100.5	Building Directory

INF100.1

Building Directory

Scale: 1" = 1'-0"

Figure is 5'6" tall unless otherwise noted

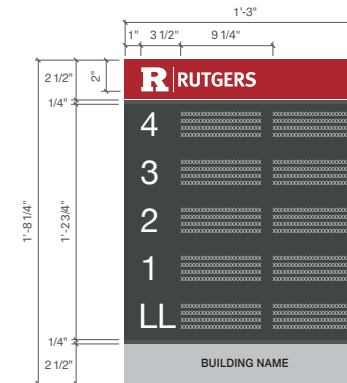
Building name centered horizontally & vertically on light gray panel

SIGN SPECIFICATIONS:

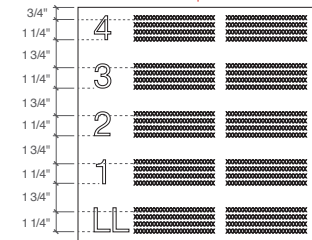
- Rutgers R Logo Height: 1.5"
- Floor Number Font: Helvetica Neue Regular
- Floor Number Cap Height: 1.5"
- Floor Number Tracking: 0
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.25"
- Main Text Tracking: +20
- Main Text Leading: 32
- Building Name Font: Helvetica Neue Medium
- Building Name Cap Height: 0.5"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

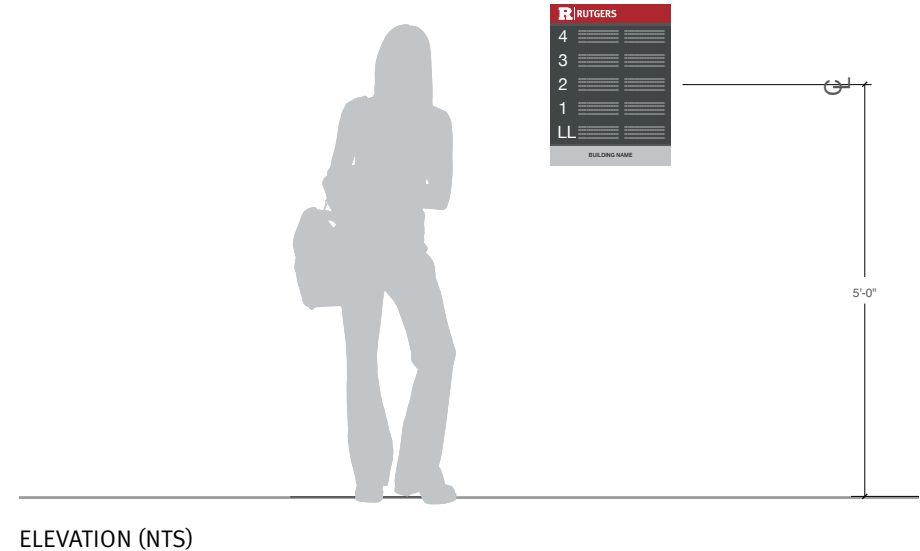
- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White



Transparent insert with white text



DETAIL



INF100.2

Building Directory

Scale: 1" = 1'-0"

Figure is 5'6" tall unless otherwise noted

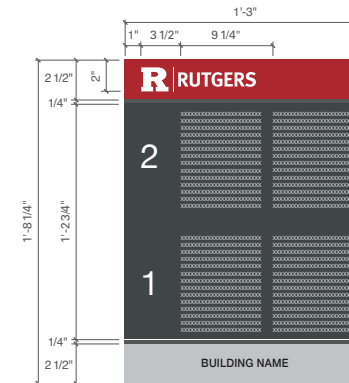
Building name centered horizontally & vertically on light gray panel

SIGN SPECIFICATIONS:

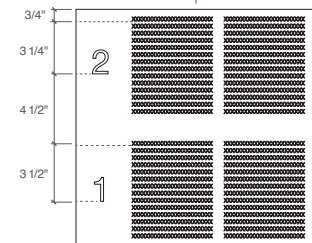
- Rutgers R Logo Height: 1.5"
- Floor Number Font: Helvetica Neue Regular
- Floor Number Cap Height: 1.5"
- Floor Number Tracking: 0
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.25"
- Main Text Tracking: +20
- Main Text Leading: 32
- Building Name Font: Helvetica Neue Medium
- Building Name Cap Height: 0.5"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

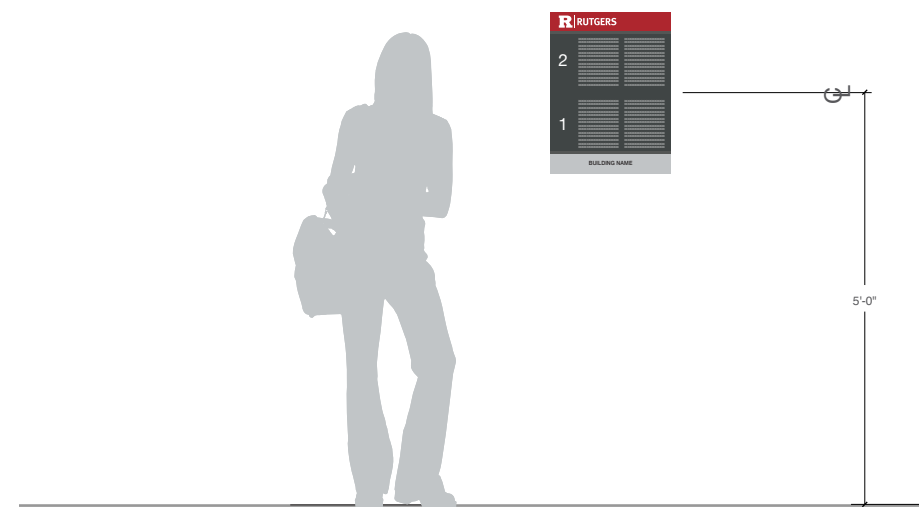
-  Pantone 1805 C
 Pantone 446 C
 Pantone 428 C
 Pantone Black C
 Pantone 11-0601
TPX Bright White



Transparent insert with white text



DETAIL



ELEVATION (NTS)

INF100.3

Building Directory

Scale: 1" = 1'-0"

Figure is 5'6" tall unless otherwise noted

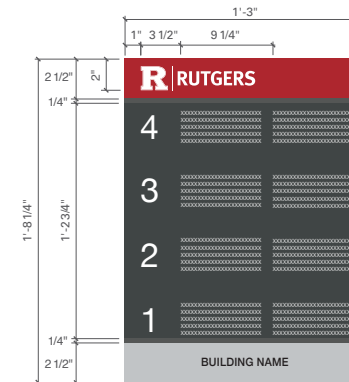
Building name centered horizontally & vertically on light gray panel

SIGN SPECIFICATIONS:

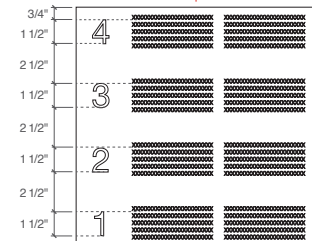
- Rutgers R Logo Height: 1.5"
- Floor Number Font: Helvetica Neue Regular
- Floor Number Cap Height: 1.5"
- Floor Number Tracking: 0
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.25"
- Main Text Tracking: +20
- Main Text Leading: 32
- Building Name Font: Helvetica Neue Medium
- Building Name Cap Height: 0.5"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

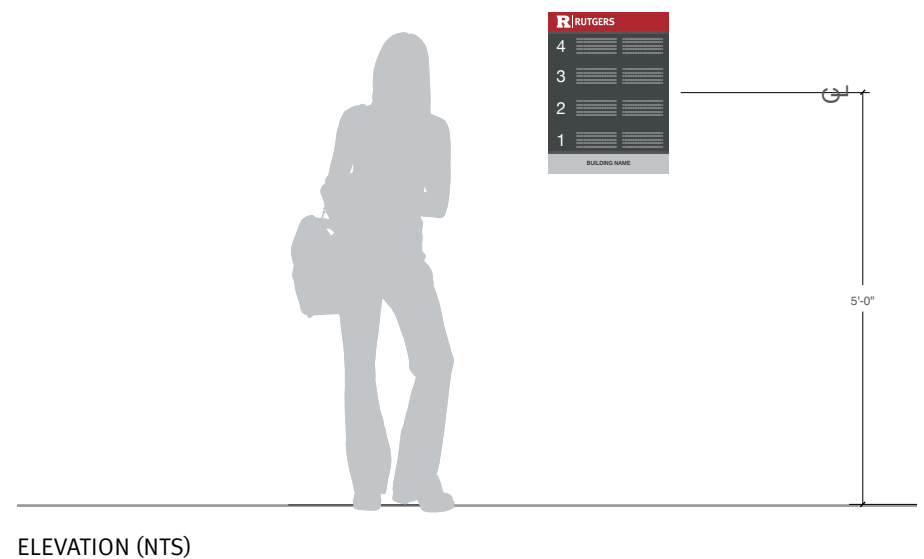
- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White



Transparent insert with white text



DETAIL



INF100.4

Building Directory

Scale: 1" = 1'-0"

Figure is 5'6" tall unless otherwise noted

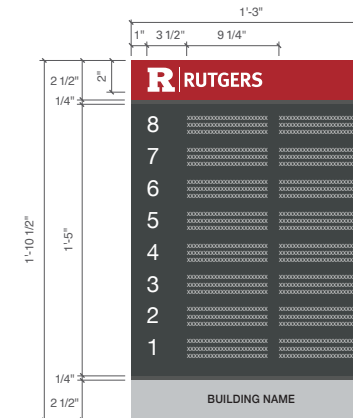
Building name centered horizontally & vertically on light gray panel

SIGN SPECIFICATIONS:

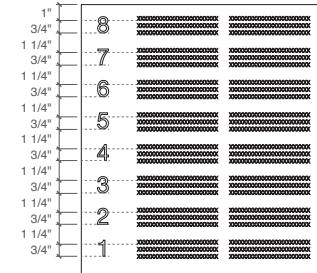
- Rutgers R Logo Height: 1.5"
- Floor Number Font: Helvetica Neue Regular
- Floor Number Cap Height: 1"
- Floor Number Tracking: 0
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.25"
- Main Text Tracking: +20
- Main Text Leading: 32
- Building Name Font: Helvetica Neue Medium
- Building Name Cap Height: 0.5"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

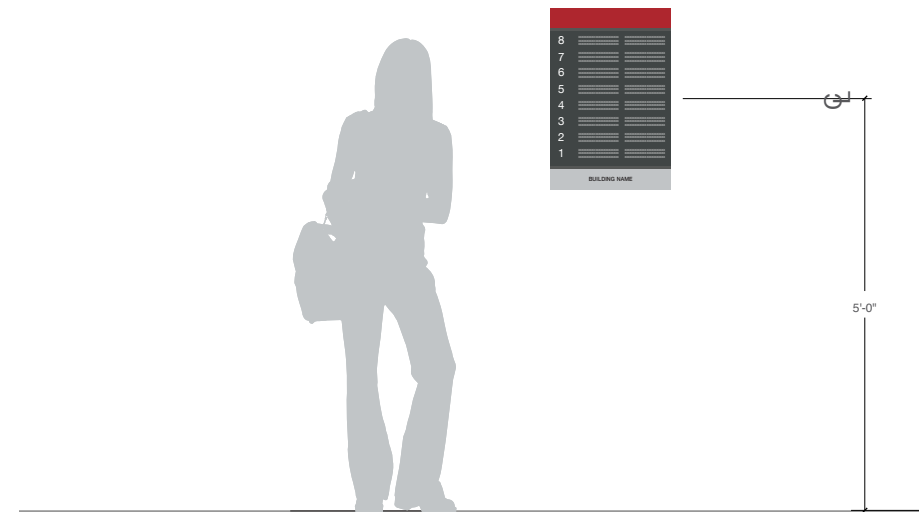
- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White



Transparent insert with white text



DETAIL



ELEVATION (NTS)

INF100.5

Building Directory

Scale: 1" = 1'-0"

Figure is 5'6" tall unless otherwise noted

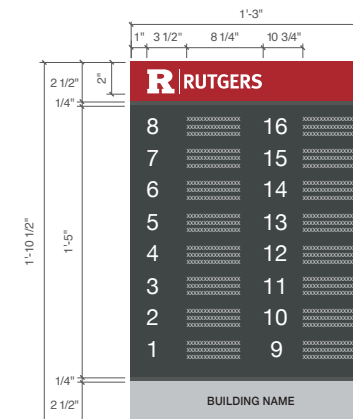
Building name centered horizontally & vertically on light gray panel

SIGN SPECIFICATIONS:

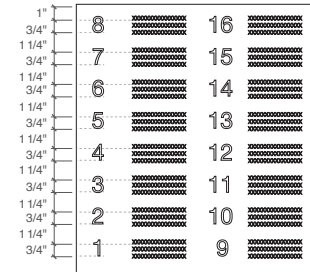
- Rutgers R Logo Height: 1.5"
- Floor Number Font: Helvetica Neue Regular
- Floor Number Cap Height: 1"
- Floor Number Tracking: 0
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.25"
- Main Text Tracking: +20
- Main Text Leading: 32
- Building Name Font: Helvetica Neue Medium
- Building Name Cap Height: 0.5"
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

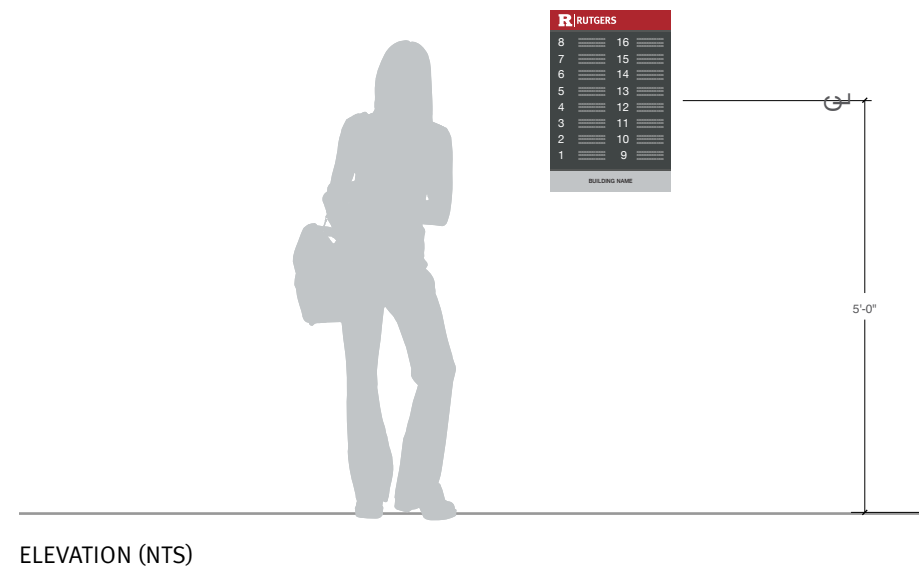
- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-o601 TPX Bright White



Transparent insert with white text



DETAIL



ELEVATION (NTS)

INF200 SERIES

Information Signage

- INF200.1 Building Directory
- INF200.2 Building Directory

INF200.1

Building Directory

Scale: 1.5" = 1'-0"

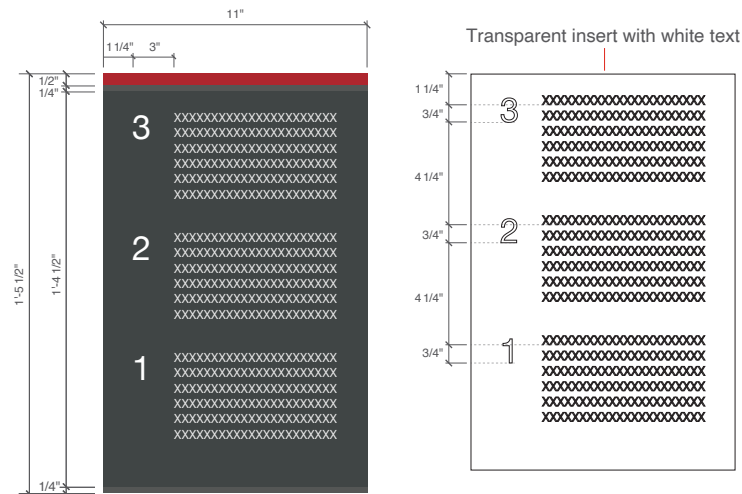
Figure is 5'6" tall unless otherwise noted

SIGN SPECIFICATIONS:

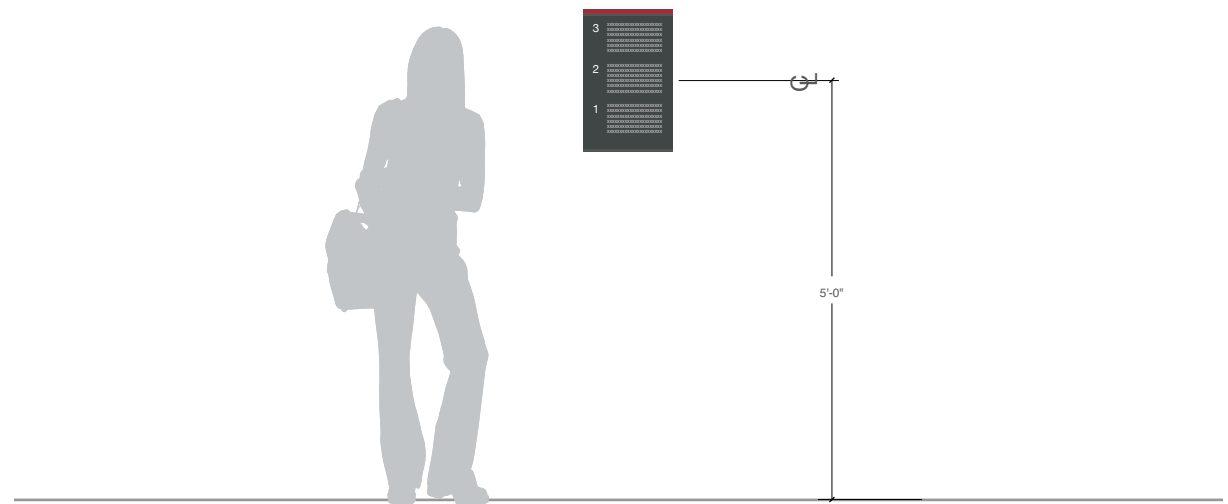
- Floor Number Font: Helvetica Neue Regular
- Floor Number Cap Height: 1"
- Floor Number Tracking: 0
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.625"
- Main Text Tracking: +20
- Main Text Leading: 46
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White



DETAIL



ELEVATION (NTS)

INF200.2

Building Directory

Scale: 1.5" = 1'-0"

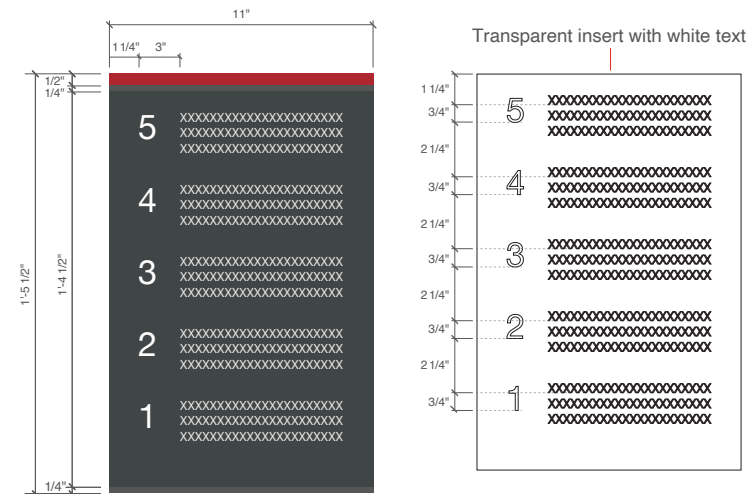
Figure is 5'6" tall unless otherwise noted

SIGN SPECIFICATIONS:

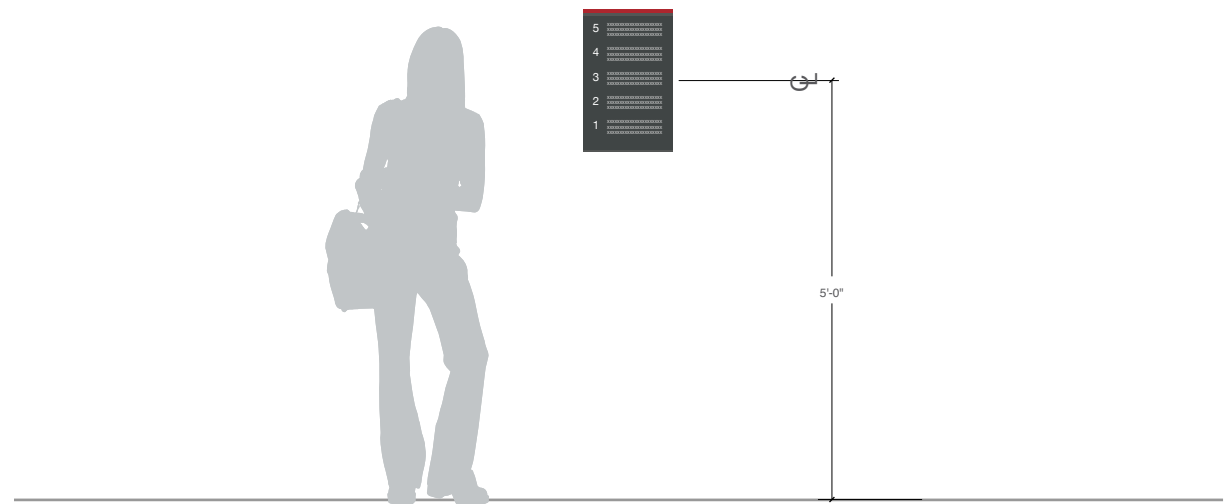
- Floor Number Font: Helvetica Neue Regular
- Floor Number Cap Height: 1"
- Floor Number Tracking: 0
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.625"
- Main Text Tracking: +20
- Main Text Leading: 46
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White



DETAIL



ELEVATION (NTS)

INF300 SERIES

Information Signage

INF300.1 Building Directory

INF300.1

Building Directory

Scale: 0.5" = 1'-0"

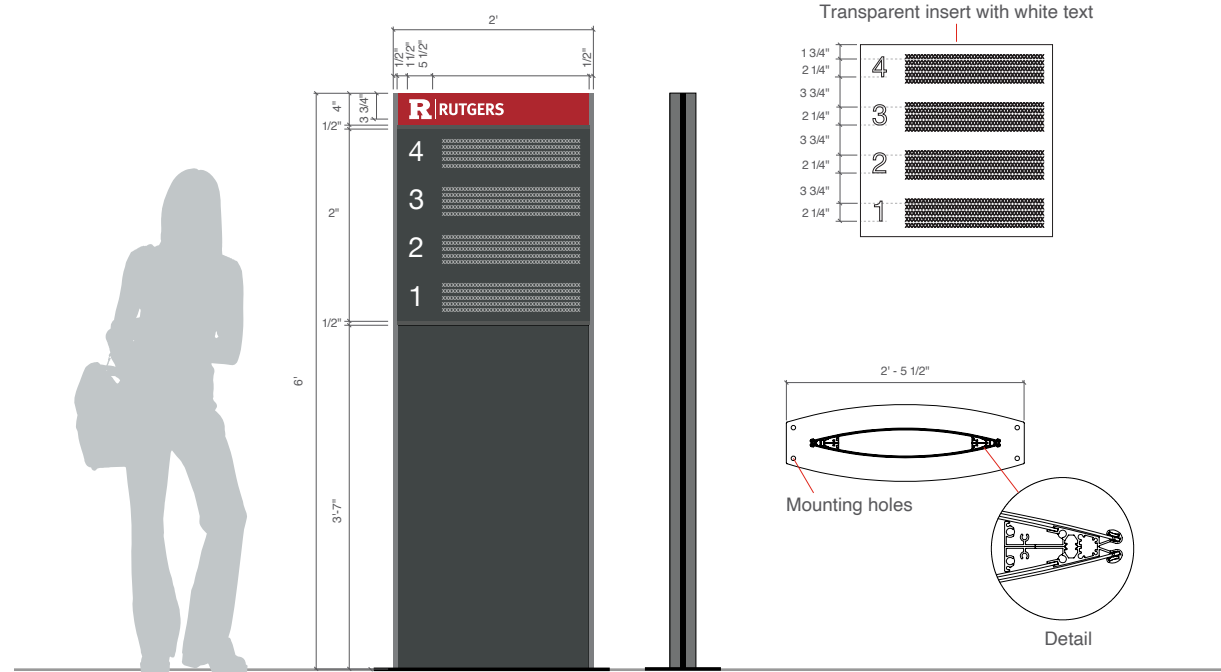
Figure is 5'6" tall unless otherwise noted

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2.5"
- Floor Number Font: Helvetica Neue Regular
- Floor Number Cap Height: 2.5"
- Floor Number Tracking: 0
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.5"
- Main Text Tracking: +20
- Main Text Leading: 55
- Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White



Interior Appendix

Institutional Planning and Operations
Rutgers, The State University of New Jersey

Published August 2025

Updated: 08/08/2025



Wall-Mounted Sign Fabrication and Install Information (Acetate Inserts)

■ ID100, ID200, INF100, INF200

Six (6) piece sign type with three (3) main acrylic modules (P99 non-glare). 3/16" thick ADA Module is placed above 1/16" thick front and back pieces of Primary Module.

Front and back pieces of Primary Module connect with two (2) 1/16" thick by 1/8" tall spacers at the top and bottom for insertion of Clear Acetate Insert material.

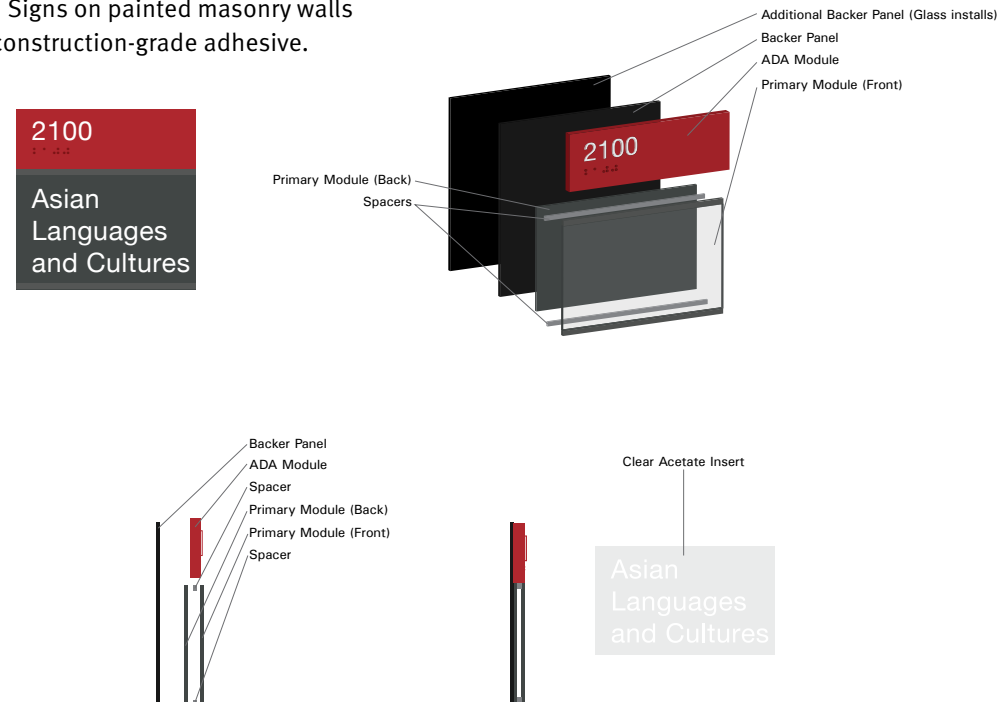
Two (2) 3/16" bands (1/4" bands for INF sign types) are painted on clear surface of front Primary Module to conceal spacers. Paint color to match back Primary Module (Pantone 446 C or 428 C depending on sign variation).

ADA and Primary Modules are affixed to 1/16" thick black acrylic backer panel with industrial grade adhesive. All sign components are assembled with industrial grade adhesive.

Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print on Clear Acetate Insert.

■ Install Methods

Double sided tape for room and suite signs. For directories, double sided tape and/or fasteners in counter sunk tamper resistant screws as applicable (Tape and/or hardware use depends on small plexi/acrylic panel Directory or large "cabinet" type directory). Signs on painted masonry walls should utilize construction-grade adhesive.



ID100.4 (Acetate Insert Example)

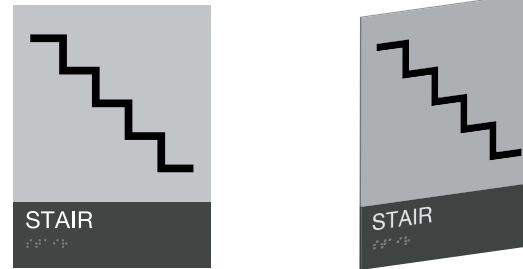
Wall-Mounted Sign Fabrication and Install Information

■ REG100, REG300, REG500, DR100

3/16" (P99 non-glare) acrylic panels. Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.

■ Install Methods

Double sided tape or tamper resistant screws with color matched heads where applicable.



REG100.4 (3/16" Acrylic panel example)

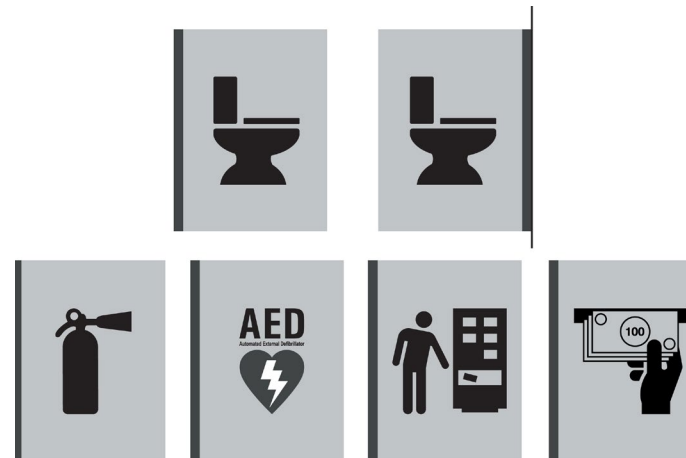
Flag-Mounted Sign Fabrication and Install Information

■ ID300, REG200

3/16" (P99 non-glare) acrylic panels. Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.

■ Install Methods

Fasteners with direct mount brackets/plates.



REG200

Ceiling Mounted Sign Fabrication and Install Information

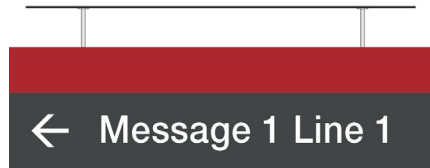
■ DR200

3/16" (P99 non-glare) acrylic panels. Front surface paint application with matte-finish clear-coat. Module edges are painted to match front and back surfaces. Graphics vinyl applied or direct print.

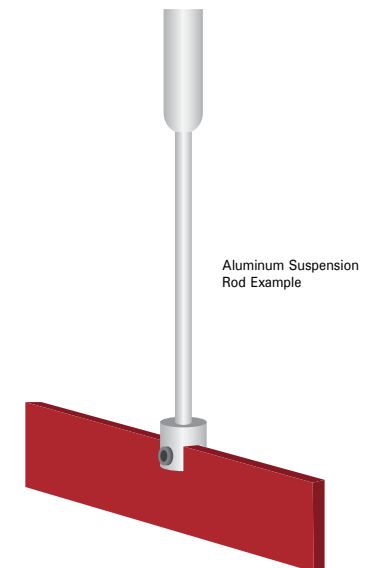
■ Install Methods

Install depends on type of ceiling; dry wall, acoustic panels, etc. Current methods include aluminum suspension rods/bars; 1/8" aluminum ceiling mounting plates; Anchor & wire system. And 1/8" corridor/ceiling mounting brackets.

Hanging Ceiling Mount



Suspended Ceiling Mount



Paper Insert and Chassis Sign Fabrication and Install Information

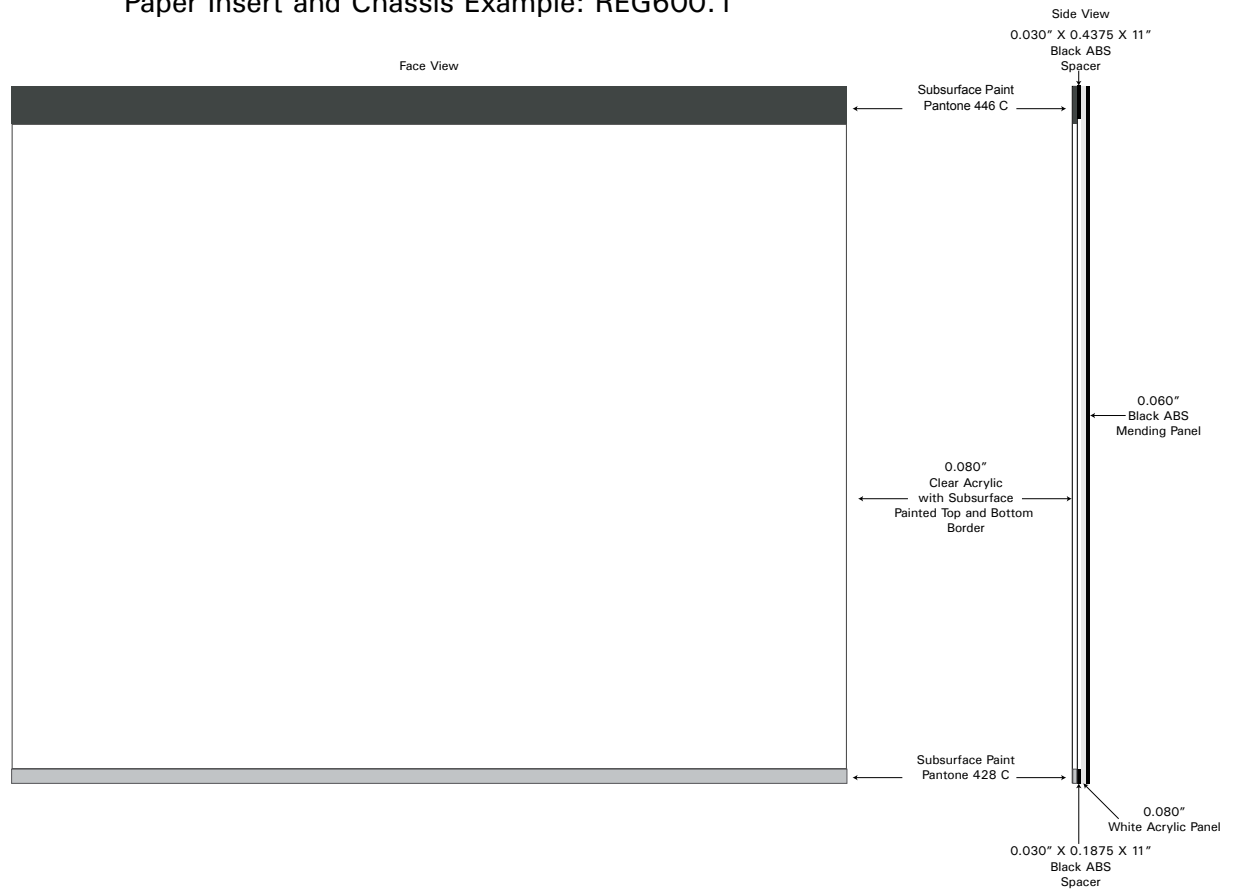
■ REG600.1, REG600.2

0.080" non-glare front clear acrylic with subsurface painted top and bottom border, white acrylic back panel, black ABS mending panel with black ABS spacers on top and bottom. See drawing.

■ Install Methods

Double sided tape.

Paper Insert and Chassis Example: REG600.1

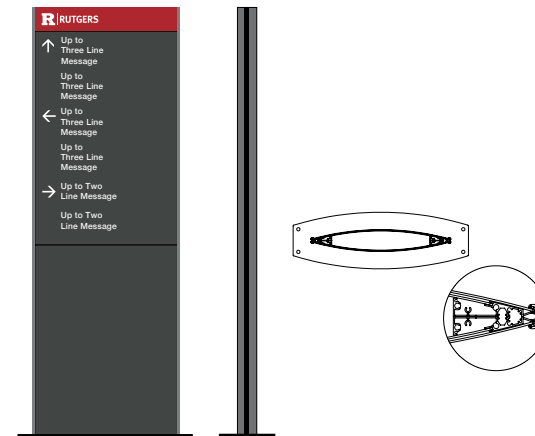


Floor-Mounted Signs

■ DR300.1, INF300.1

Front surface paint application with matte-finish clear-coat. Graphics vinyl applied or direct print.

Contact Business Services Graphics Unit for more information: <https://ipo.rutgers.edu/business-services/material-logistical-services/signage>



Code Compliance

Interior signage must comply with Section 703 of the International Code Council Standard for Accessible and Usable Buildings and Facilities (ICC A117.1-2017), Section 1112 of the 2021 New Jersey Edition of the International Building Code (IBC N.J.A.C. 5:23-3.14), and the New Jersey Barrier Free Subcode (N.J.A.C. 5:23-7.1).

Interior signage must use raised characters and braille, appropriate character heights, strokes, widths, and spacings, non-glare finishes, and a 40 inch minimum install height for visual characters. Please refer to the codes mentioned for more information.