Interior Graphics Master Plan

Display Manual

The Interior Graphics Master Plan is designed to serve as a guide for the development and implementation of a graphics system. The objective of this plan is to create a consistent visual hierarchy of information and identification to minimize visual clutter and reduce confusion. The Interior Graphics Master Plan establishes guidelines for the interior sign system, bulletin boards and banners.

Table Of Contents

Interior Sign System

Introduction

Southern Utah University recognizes the importance of coordinating and standardizing the interior and exterior signage throughout campus. Signs are an essential element in guiding people and identifying their destinations. Effective signs rely on visibility, readability, noticeability and legibility.

Colors represented in this document are intended to be diagrammatic only. Actual installations should be coordinated with the interior elements of the building. Colors should be coordinated with project leadership and the design team for a given project.

Today the value of this area of design continues to be accepted as an essential component of facility planning and design. Specifically, the goals of the signage standards are:

- ❖ To provide a system of visual orientation for students, faculty, staff and visitors to the University.

- ❖ To provide consistency in design and quality throughout campus.

- ❖ To provide consistent design framework for departments to use in executing their identification needs.

It is recognized that these signage standards address only those items that are consistently used throughout campus. The need for non-standard and specialized signage applications will always exist. For these situations, the signage standards can also provide a guideline for the development of adjunct signage.

The signage standards are therefore planned to be continually monitored and updated, allowing them to change with new developments in manufacturing techniques, building codes and design trends. Changes and modifications to these standards are reviewed and recommended by Facilities Management.

Components

The Interior Signage System utilized by Southern Utah University has been used by sign specialists, designers and architects, and end users worldwide for over 25 years. This system, known as **Slatz® Sign System,** is a combination of free-standing, wall-mounted, and ceiling-hung signage. The system is designed to provide a total sign program in one system.

Southern Utah University uses the **Slatz® Sign System** because it allows the creation of sign configurations through a wide variety of sizes, shapes, and colors as well as limitless copy and design options. The sign program components include single- and multi-panel signs, directories, and directionals, all available in a variety of mounting styles.

• Six faceplate heights and eight trim-plate heights
• Five standard sidetrack options
• Tamper-resistant components
• Interchangeable faceplates and trim-plates
• Concealed mounting
• Variety of mounting options
• Desktop-adaptable
• ADA-compatible
• Configuration options

The Slatz® Sign System Features can be found at:

http://www.clarkesystems.com/

http://www.clarkesystems.com/modular-slatz-vinyl/

Signage Configurations

Identification Signs

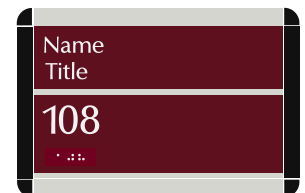**Room-Signs - ADA Required (view larger image on pg. 15)**
Room Signs are characterized by end caps on either end of the engraver plate. End caps conceal extrusion edges and provide concealed mounting.

Room Signs are ADA required signs, to all publicly accessible rooms, which include raised/tactile letters in Braille. Room signs are commonly used as door or workstation signage.

Office Signs – ADA Required (view larger image on pg. 15)
Office Signs include multiple plates in one configuration. Office signs are assembled using trim-plates, faceplates, engraver plates and mounting tracks.

Office signs consist of a name and title plate for identification, and Braille lettering. Office signs will be used where name/title identification is desired, i.e. faculty offices.

Restroom Signs – ADA Required (view larger image on pg. 15)
Restroom signs include multiple plates in one configuration. Restroom signs are assembled using trim-plates, faceplates, engraver plates and mounting tracks.

Restroom signs consist of the ADA standard DOT men and women symbols accompanied by the International Symbol of Access, if appropriate, and Braille lettering. Single-use or Family style restrooms are to be identified as "All Gender Restroom."
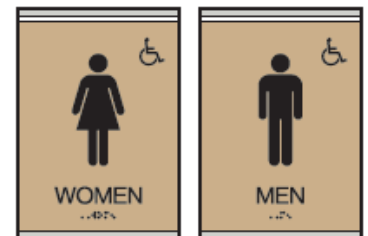
Projecting ID Signs (view image on pg. 16)
Projecting ID signs incorporate two room or office signs assembled back to back using a double-sided mounting track.

Projecting ID signs can be used to identify rooms from a distance, i.e. hallways, rotundas, etc.
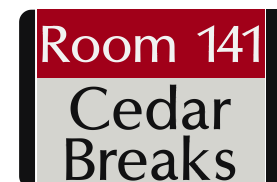
Counter/Desk Sign (view larger image on pg. 16)
Counter/Desk signs are wall signs with the addition of a counter/desk stand. The counter/desk sign is great for the identification of areas where wall mounted office signs are unavailable, i.e. portals or reception desks.

Exterior Lettering
Exterior lettering consists of metal-faced centra.

Interior Lettering
Interior lettering consists of plexiglass with standoffs and vinyl letters.

Direction/Way-finding Signs

Building Directory (view larger image on pg. 17)
Building Directory signs are multi-column directory signs which accommodate multiple horizontal sections. They include multiple plates in one configuration. Building Directory signs are assembled using trim-plates, faceplates, and mounting tracks.

Building Directories are placed near building entrances. The directory will include a level directory with a corresponding map. The maps will also include evacuation routes for every floor.
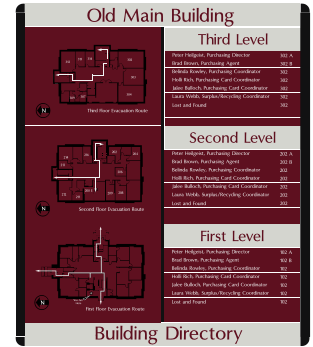
Department /Floor Directory Signs (view larger image on pg. 17)
Department/Floor Directory signs include multiple plates in one configuration. Directory signs are assembled using trim-plates, faceplates, and mounting tracks. A multi-column directory may be used for large amounts of information.

Department/Floor directories will be placed near department/floor entrances and are used to identify faculty and room numbers for a department or floor.
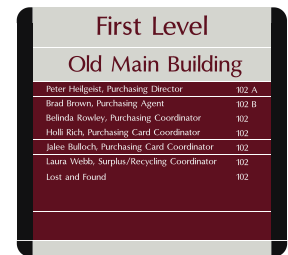
Suspended Directional Signs (view larger image on pg. 18)
Directional signs include multiple plates in one configuration. Directional signs are assembled using trim-plates, faceplates, and mounting tracks. A multi-column directory may be used for large amounts of information. Suspended directional signs incorporate two directories assembled back-to-back using a double-sided mounting track.

Directional signs are used for way-finding purposes, giving viewers a sense of direction to areas within a building. The suspended directional signs attach to the ceiling with ceiling clips and cables.
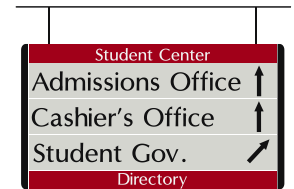
Floor Map Signs (view larger image on pg. 18)
Floor Map signs are multi-column directory signs which accommodate multiple horizontal sections. They include multiple plates in one configuration. Floor Map signs are assembled using trim-plates, faceplates, and mounting tracks.

Floor maps are very similar to mall directories. Floor Maps are placed near main entrances of buildings. Floor maps will include level directories and evacuation routes for every floor.

Regulatory/Life Safety Signs

Accessible – ADA
Code Signs (fire, elevator)

There is inter-relatedness in graphic format and configuration. These consistencies promote a graphic image that becomes recognizable throughout campus. This familiarity assists the viewer in obtaining information quickly and easily in emergency situations.

Installation Samples

ROOM SIGN

Standard Door Height 7'

6'

5' Center Line

108

OFFICE SIGN

Standard Door Height 7'

6'

| Name |
| Title |
| 108 |

5' Center Line

RESTROOM SIGN

MEN
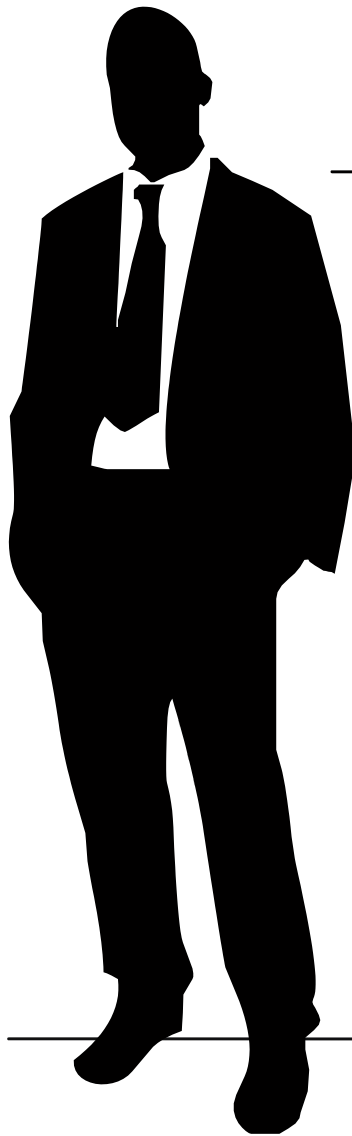
108
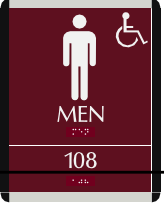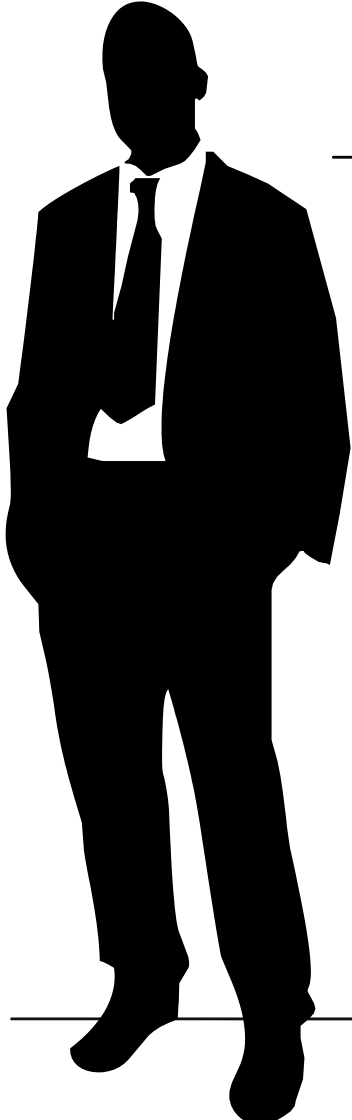
Standard Door Height 7'

5' Center Line
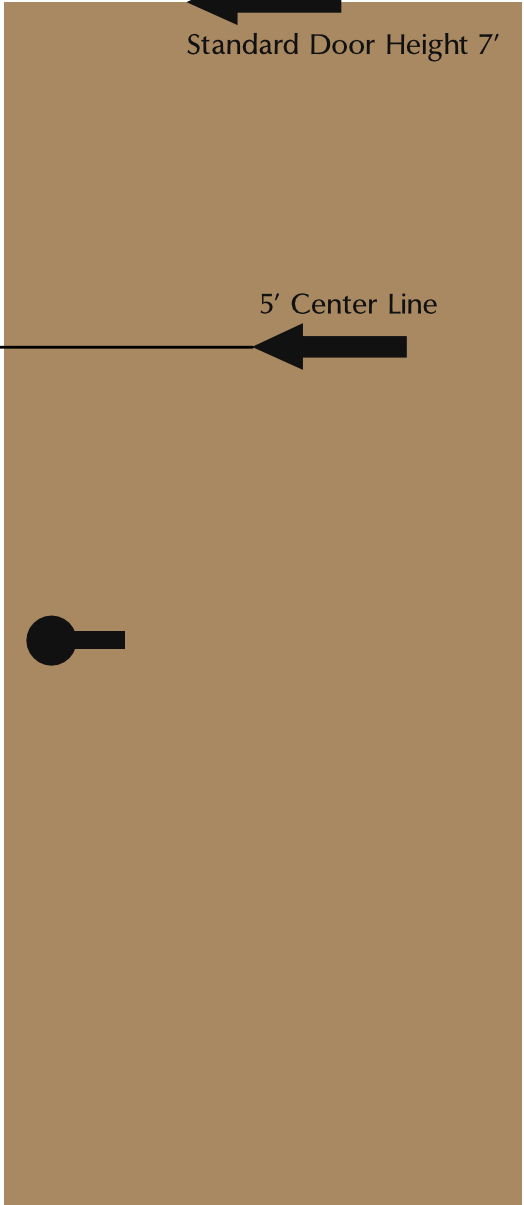
6'

Room 106 A

LOCK SHOP

Standard Door Height 7'

PROJECTING ID SIGN

6'
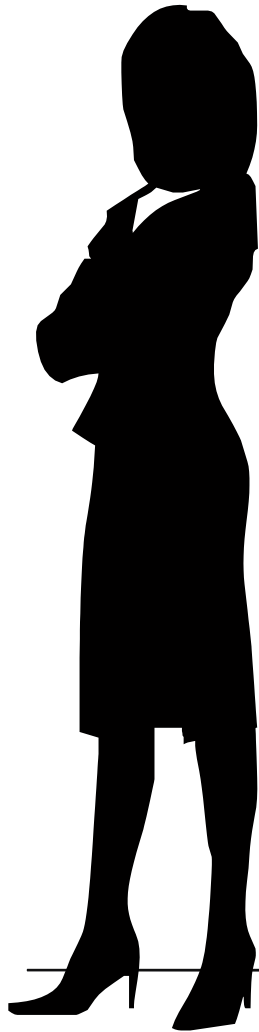
Directory sign height is based on space allowed. 7' is preferred.

BUILDING DIRECTORY
SIGN

6'

7'

Old Main Building

Third Level

Peter Heilgeist, Purchasing Director	302 A
Brad Brown, Purchasing Agent	302 B
Belinda Rowley, Purchasing Coordinator	302
Holli Rich, Purchasing Card Coordinator	302
Jalee Bulloch, Purchasing Card Coordinator	302
Laura Webb, Surplus/Recycling Coordinator	302
Lost and Found	302
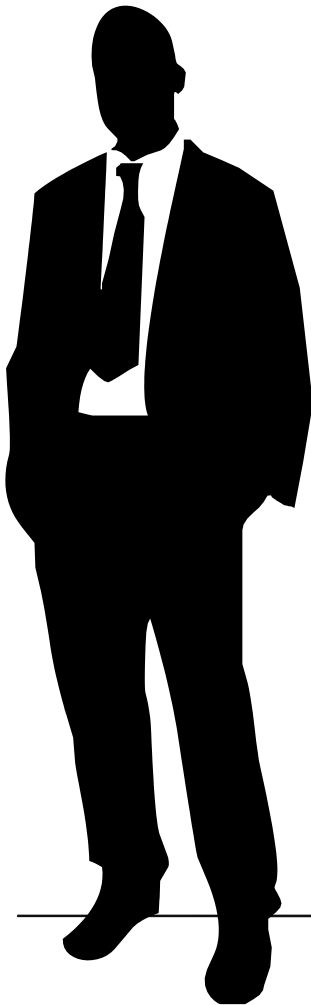
Third Floor Evacuation Route

Second Level

Peter Heilgeist, Purchasing Director	202 A
Brad Brown, Purchasing Agent	202 B
Belinda Rowley, Purchasing Coordinator	202
Holli Rich, Purchasing Card Coordinator	202
Jalee Bulloch, Purchasing Card Coordinator	202
Laura Webb, Surplus/Recycling Coordinator	202
Lost and Found	202

Second Floor Evacuation Route

First Level

Peter Heilgeist, Purchasing Director	102 A
Brad Brown, Purchasing Agent	102 B
Belinda Rowley, Purchasing Coordinator	102
Holli Rich, Purchasing Card Coordinator	102
Jalee Bulloch, Purchasing Card Coordinator	102
Laura Webb, Surplus/Recycling Coordinator	102
Lost and Found	102

First Floor Evacuation Route

Building Directory

Directory sign height is based on space allowed. 6'3" is preferred.

DEPARTMENT/FLOOR
DIRECTORY SIGN

First Level

Old Main Building

Peter Heilgeist, Purchasing Director	102 A
Brad Brown, Purchasing Agent	102 B
Belinda Rowley, Purchasing Coordinator	102
Holli Rich, Purchasing Card Coordinator	102
Jalee Bulloch, Purchasing Card Coordinator	102
Laura Webb, Surplus/Recycling Coordinator	102
Lost and Found	102

6'

6' 3"

Student Center
Admissions Office ↑
Cashier's Office ↑
Student Gov. ↗
Directory

Student Center
Admissions Office ↑
Cashier's Office ↑
Student Gov. ↗
Directory

SUSPENDED
DIRECTIONAL SIGN
WITH CABLES

SUSPENDED
DIRECTIONAL SIGN

8'6"
MINIMUM HEIGHT

Identification Sign Samples

Room Sign

108

1" Engraved Lettering
Raised 1/32"

1/16" Matte Engraving Stock

3 1/2"

1/2"

5/8" Engraved Grade 2 Braille
Box is recessed 1/32"

1/2"

9"

Office Sign

1"

Name
Title

5/8" Thermal Infused Vinyl Graphic

5/8" Thermal Infused Vinyl Graphic

2 1/2"

8"

108

1" Engraved Lettering
Raised 1/32"

3 1/2"

1/2"

5/8" Engraved Grade 2 Braille
Box is recessed 1/32"

1/2"

1"

1"   9"   1"

11"

Slatz Quarter Round End Cap

Name & Title 2 1/2" Slatz Faceplate

Slatz Quadrant Side Track

1/16" Matte Engraving Stock

Slatz 3 1/2" Engraver

Slatz Mini Trim Plate

Restroom Sign

1"

WOMEN

2 1/2" Engraved International Symbol of Access
Raised 1/32"

5 1/2" Engraved Symbol
Raised 1/32"

8 3/4"

14 1/2"

1" Engraved Lettering
Raised 1/32"

5/8" Engraved Grade 2 Braille
Box is recessed 1/32"

108

1" Engraved Lettering
Raised 1/32"

2 7/8"

5/8" Engraved Grade 2 Braille
Box is recessed 1/32"

1"

1"   9"   1"

10 5/8"

Projecting ID Sign

Events Center Sample

Mounting Track

Door/Opening
Identification
(Vinyl Graphic)

RESERVED SEATING

🦅 Section

🦅 Section

Double-Sided
Side Track

Student Center Room Sample

Room 141

Cedar
Breaks

Counter/Desk Sign

Name & Title
(Vinyl Graphic)

End Clips

Desk Stand

9"

Name
Title

3"

Direction/Way-finding Sign Samples

Building Directory

Education Building

1"

3" Curved Trim Plate with 2" Lettering indicating Building

13"

13" x18" Floor Map Indicating Emergency Exit Routes

Third Level

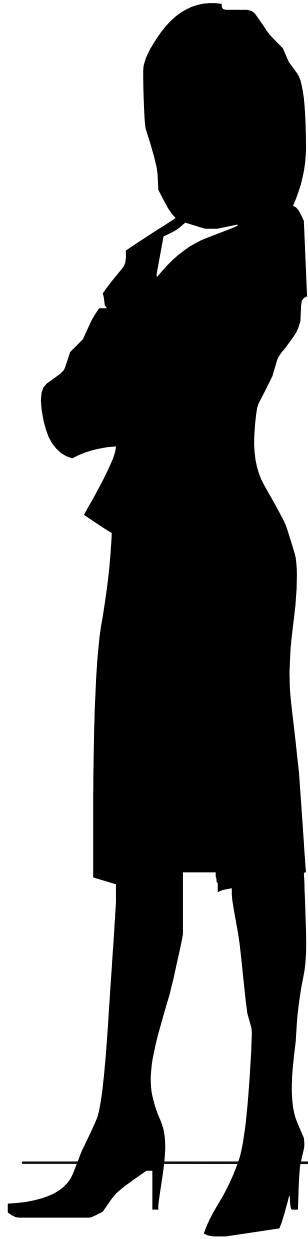|	
Peter Heilgeist, Purchasing Director	302 A
Brad Brown, Purchasing Agent	302 B
Belinda Rowley, Purchasing Coordinator	302
Holli Rich, Purchasing Card Coordinator	302
Jalee Bulloch, Purchasing Card Coordinator	302
Laura Webb, Surplus/Recycling Coordinator	302
Lost and Found	02

45 1/2"

Second Level

3" Face plate Slat with 1 3/8" Lettering indicating floor level

Peter Heilgeist, Purchasing Director	202 A
Brad Brown, Purchasing Agent	202 B
Belinda Rowley, Purchasing Coordinator	202
Holli Rich, Purchasing Card Coordinator	202
Jalee Bulloch, Purchasing Card Coordinator	202
Laura Webb, Surplus/Recycling Coordinator	202
Lost and Found	202

First Level

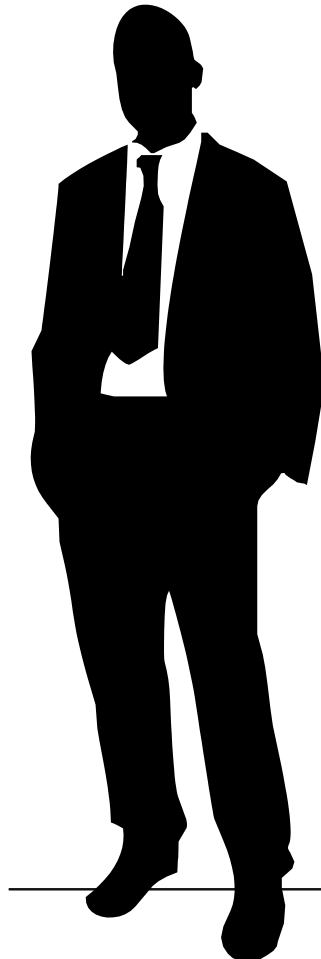|	
Peter Heilgeist, Purchasing Director	102 A
Brad Brown, Purchasing Agent	102 B
Belinda Rowley, Purchasing Coordinator	102
Holli Rich, Purchasing Card Coordinator	102
Jalee Bulloch, Purchasing Card Coordinator	102
Laura Webb, Surplus/Recycling Coordinator	102
Lost and Found	102

1" Face plate Slat with 5/8" lettering indicating Name, Title, and Room #

Building Directory

3" Curved Trim Plate with 2" Lettering indicating Building

1"   1"   18"   18"   1"

36"

38 1/2"

Department/Floor Directory

1"

First Level

3" Curved Trim Plate with 2" Lettering indicating Floor Level

Education Building

3" Face plate Slat with 1 3/8" Lettering indicating Building

19"

Peter Heilgeist, Purchasing Director	102 A
Brad Brown, Purchasing Agent	102 B
Belinda Rowley, Purchasing Coordinator	102
Holli Rich, Purchasing Card Coordinator	102
Jalee Bulloch, Purchasing Card Coordinator	102
Laura Webb, Surplus/Recycling Coordinator	102
Lost and Found	102

1" Face plate Slat with 5/8" lettering indicating Name, Title, and Room #

1"

1"   18"   1"

20"

Directional Sign

Student Center

Admissions Office ↑

Cashier's Office ↑

Student Gov. ↗

Directory

2 1/2" Curved Trim Slat with 2" lettering

4 3/4" Face plate Slat with 2 3/4" Lettering indicating Building

2 1/2" Curved Trim Slat with 2" lettering

2 1/2"
20"
4 3/4"
2 1/2"
34"
36"

Suspended Directional Sign

Student Center

Admissions Office ↑

Cashier's Office ↑

Student Gov. ↗

Directory

2 1/2" Curved Trim Slat with 2" lettering

4 3/4" Face plate Slat with 2 3/4" Lettering indicating Building

2 1/2" Curved Trim Slat with 2" lettering

2 1/2"
20"
4 3/4"
2 1/2"
34"
36"

Floor Map

Sharwan Smith Center

Second Level

Vice-President for Student Services	201
SUUSA Student Government	205
Student Support Center	206
Starlight Room	208

First Level

Career Services	102
Cafeteria	109
Food Service	111
Zion Meeting Room A	119
Zion Meeting Room B	120
Great Basin Meeting Room	122
Post Office	126
Cedar Breaks Meeting Room	141
Convention Center	144
Brian Head Meeting Room	144A
Escalante Meeting Room	144B
Ballroom	145
Bookstore	158
Theatre	160D
Cashier's Office	165
Registrar/Admissions Office	166
Financial Aid	167
Wellness Center	168
Welcome Center	169
Outdoor Recreation	176
Student Success	177

Building Directory

Campus Map

SUU SOUTHERN UTAH UNIVERSITY

ADA Guidelines

The Americans with Disabilities Act went into effect on July 26, 1990. It is a landmark civil rights law that entitles disabled people to the same rights and access as other Americans. Signage guidelines have been established as a result of this law and must abide by current ADA standards.

SUU Design Criteria- Graphic Techniques

The method of graphic application should be determined by the particular sign type, its location, and the potential for adjusting the text on the sign following installation. A number of graphic application techniques are available for use, including the following methods:

THERMAL TRANSFER
The thermal transfer method uses heat and pressure to infuse durable resin pigments to more than 30 different surfaces.

PRESSURE SENSITIVE VINYL GRAPHICS
With pressure sensitive vinyl graphics, a copy is computer generated and cut, which provides an excellent means for graphic representation. Accuracy in letterform, the ability to modify height, proportion and spacing, color selection and ease of application account for the popularity of this graphic method. Surface applied, the lettering is readily changeable; however, this flexibility renders the sign prone to abuse and vandalism. It is necessary to assess the vulnerability of locations when specifying surface applied lettering. Vinyl lettering may also be utilized in a sub-surface application but would be rendered unchangeable. Vinyl letters or graphics will not be applied directly to finished walls in most circumstances.

ENGRAVED LETTERING
Engraved graphics are suitable for small texts and for those applications where vandalism is a concern. Like sub-surface applications, engraved graphics are considered permanent.

FOAM LETTERING – INTERIOR & EXTERIOR
Engraved foam graphics (¼ inch- ½ inch foam core panels with .030 - .060 aluminum) are suitable for large text; and are used for the recognition of departments with their respective titles.

Coloration

DESIGN CRITERIA – COLORATION/MATERIALS
Metal –
      Trim and Face Plates – Clear Anodized extruded aluminum
      Quadrant Sidetrack – Black Anodized extruded aluminum
Plastic –
      Quarter Round End Caps – Black
      End Caps – Black
      Multiclips – Black
      Desk Stands – Black
1/16" ADA Matte Engraving Stock – Color selected by design team
Vinyl/Thermal Transfer Foil – Color selected by design team
Foam – Black or White
Aluminum – Brushed Aluminum, Brushed Gold and Brushed Anodized Bronze.
Sign colors will be based on existing building interior signage or design team selections for the building.

OPTIONS FOR DESIGN
Sign sizes, layouts and formats have been carefully determined to meet existing codes and to form a visually cohesive sign system. Special requirements may necessitate color-coding of the

reveals or an alternate field and copy color. Alternate color schemes are possible only with approval from Southern Utah University Marketing design team.

DESIGN CRITERIA – INTERLINE SPACING AND MARGINS
When one subject continues on two or more lines of a sign, the spacing between lines should be 35% from baseline to baseline. If the subjects are different, 100% spacing should be applied.

Letter Style

DESIGN CRITERIA – LETTERSTYLE
ADA requires all upper case characters on any sign designating a *permanent* space.
See "ADA Guidelines" on page eight of this document. This includes any permanent suite or room. Non-ADA signs are to use a mix of upper and lower case characters. All upper case characters may be used for titles and/or phrases requiring emphasis. The initial word of a sentence or title is to be capitalized.

LETTERSTYLE – Optima Medium
Optima Medium is the letter style designated as the University Standard. The alphabet is shown below:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!&%#?()
Note: When producing foam lettering BERLING BOLD ACCT. A.K. REV.C will be used.

Letter Sizing

DESIGN CRITERIA – LETTER SIZING
Letter size is dependent upon a number of factors:
-Viewing distance
-Letter contrast with background color
-Lighting conditions in the area the sign is to be located
-Recommendations from graphic design team.

Interior Sign System Summary

A well-managed signage program is an essential component of campus facilities. Whether identifying a building, controlling pedestrians and vehicular traffic, or guiding students, staff and visitors, a unified program of signs and graphics is vital to the function of the campus.

As a design resource, the components illustrated in this document are intended to provide the necessary direction for both in-house staff and consultant designers in the planning of signage programs. It should be recognized, however, that these standards cannot provide an immediate solution for every instance that arises. In unusual cases, the standards become a frame of reference that designers or facility planners may draw upon in the development of specific projects.

Beyond the immediate value as a design resource, the presence of a well-designed signage system fosters a positive image for the identity of the University. The presence and application of these standards will help to ensure the continued unified direction in this area of facility planning.

The signage standards are therefore planned to be continually monitored and updated, allowing them to change with new developments in manufacturing techniques, building codes, and design trends. Changes and modifications to these standards are reviewed and recommended by Facilities Management at Southern Utah University.

Bulletin Board Guidelines

Objective:
To define the guidelines for governing the use of bulletin boards.
Source:
Facilities Management
Applicability:
All departments or individuals requesting bulletin boards.

Bulletin Board Guidelines

Bulletin Boards are used throughout campus to convey informational messages in support of the University's programs.
Bulletin Boards are permitted on campus subject to the following restrictions:

Corridor Restrictions
1. Overall appearance of all bulletin boards shall correspond with existing materials used in the building.
2. All bulletin boards in main corridors must be in enclosed bulletin board cabinets with lockable Plexiglas door panels. Door panels are required to have full-length hinges.
3. Bulletin boards shall not cover more than 20% of the wall space.
4. Bulletin boards shall not protrude from the wall more than 3 inches.
5. SUUSA boards shall be allowed to be unlocked, but should provide a placard denoting contact information for posting, and should only display materials stamped by SUUSA.
6. Bulletin boards in Academic areas shall be locked and controlled by Deans.
7. SUUSA and Deans shall be responsible for the removal of dated items.
8. No Bulletin Boards should be purchased prior to approval by Facilities Management.
9. An alternate use to bulletin boards can be the digital signage placed throughout campus.

Classroom Restrictions (per Fire Marshal)
1. Location, installation, and appearance of all bulletin boards shall be aesthetically pleasing.
2. Bulletin boards shall not cover more than 20% of the wall space.
3. Bulletin boards shall not protrude from the wall more than 3 inches.

Example
Enclosed Bulletin Board Cabinet
Best-Rite Manufacturing

Banner Guidelines

Objective:
To define the guidelines governing the display of banners

Banner Guidelines

Banners are displayed on campus to convey festive decoration and informational messages in support of the University's cultural, arts, social, athletic and educational programs.

Banners are permitted on campus subject to the following restrictions:

1. Location and installation shall be aesthetically pleasing in its context
2. Attachment to exterior or interior of buildings may be made only at approved locations
3. Installation shall be made in a previously approved fashion so that it will not damage the building or building components
4. Attachment shall not compromise building safety and/or security requirements
5. Attachment shall not be made to light posts, sign posts, trees, other plant materials, or to structures or art pieces not associated with buildings
6. Quality and design of the banner must be first-rate and shall present an image consistent with the university's prominence in the community
7. Size of banner shall be appropriate for the intended location
8. Any damage done to the building or building components shall be paid for by the banner sponsor.
9. All content shall comply with SUU Policy 5.1.

Exhibitions on Campus

Exhibitions on campus are defined as those groups that routinely present professional visual exhibitions that remain on view for 10 days or more. These include the SUMA Gallery, the Utah Shakespeare Festival, SUU Athletics and other groups that present exhibitions in a similar manner.

In the spirit of informing the community about exhibitions and bridging the University and the community, these groups may display permanent or temporary banners on the exteriors of the buildings in which exhibitions are presented in conformance with SUU Policy 5.1.

Reviews and Approvals

All banner locations, designs, methods of building attachment, and graphics shall first be reviewed and approved by the dean or vice president with oversight of the banner sponsor. Once approved, banner design, size, and graphics, along with proposed location and method of attachment, shall be submitted to Student Affairs to coordinate proper installation. Additional information may be requested to ensure that the banner meets policy guidelines and

requirements. If the banner is intended for long-term use (longer than 30 days in any calendar year) and is deemed to be in a visually significant location, requests must be additionally reviewed by Facilities Management. The department may suggest additional requirements for long-term banners. In these cases, final permission is granted by the president of the University and must align with SUU Policy 5.1.

Specifications

Specifications for banners are as follows:

> **Material**
> Material shall have sufficient density to allow for printing as intended. Wind cuts are required to reduce wind resistance and the tendency of the banner to billow or sail. Material shall be colorfast and not run or rub off on adjacent surfaces.
> **Lettering and Graphics**
> Lettering and graphics must be permanent vinyl, must clearly reflect the intended message or purpose and shall be of sufficient size to be readable by the intended audience.