

## **PART 1 - GENERAL**

- 1.1. Any deviance from the following requirements must be approved during design by WVU Facilities Management.
- 1.2. The Signage standard is designed to provide elements that identify, inform, regulate, and direct in a coherent manner that strengthens the University identity. The document sets standards for construction, installation, maintenance, and graphics guidelines to provide logical continuity for the University's growth and future needs.
- 1.3. All signage must go through WVU Facilities Management and Facilities Management Planning & Scheduling department to ensure visual continuity and production quality.
- 1.4. Post and panel type signage is standard. Letter or other graphics are not mounted directly on buildings unless approved by the WVU Sign Committee and Upper Administration. Visual continuity, efficiency and economy are realized by keeping sizes and types to a minimum. Panels of a given signage type are standardized sizes to enable replacement by utilizing existing posts.
- 1.5. For visual consistency and reinforcement of the University's identity, certain elements of all external WVU signage will be common to all signs despite the type.
  - A. Color
    1. All sign panels will be WVU blue defined as PMS (Pantone matching System) 295.
    2. Sign posts shall be Duranodic Bronze.
    3. Lettering and arrows on all signs will be die-cut vinyl and will be non-reflective white.
    4. The color of WVU logo shall always be PMS 124.
    5. Any Stripes or rules appearing on signs shall be PMS 124.
  - B. Typography
    1. Font style shall be Helvetica Bold, normal setting, not extended or compressed. Height of lettering is defined on the detail drawings of each sign type. All typography shall be caps and lower case.
    2. No tag lines are permitted such as "*where greatness is learned*".

## **PART 2 - PRODUCTS**

- 2.1. Campus Entrance
  - A. Sign Size and color: 5' X 7.5', PMS 295 blue
  - B. Type face, size and color: Helvetica Bold, 8" & 5", white
  - C. Logo size and color: 16" & 1.5", PMS 124 Yellow
  - D. Sign post color: Duradonic Bronze
  - E. Spacing: 100%, unless layout requires more room, but any case, never below 80%
  - F. Sign system has a 1.25" frame, so sign panel shown represents a 58.5" X 94.5" panel.



# West Virginia University

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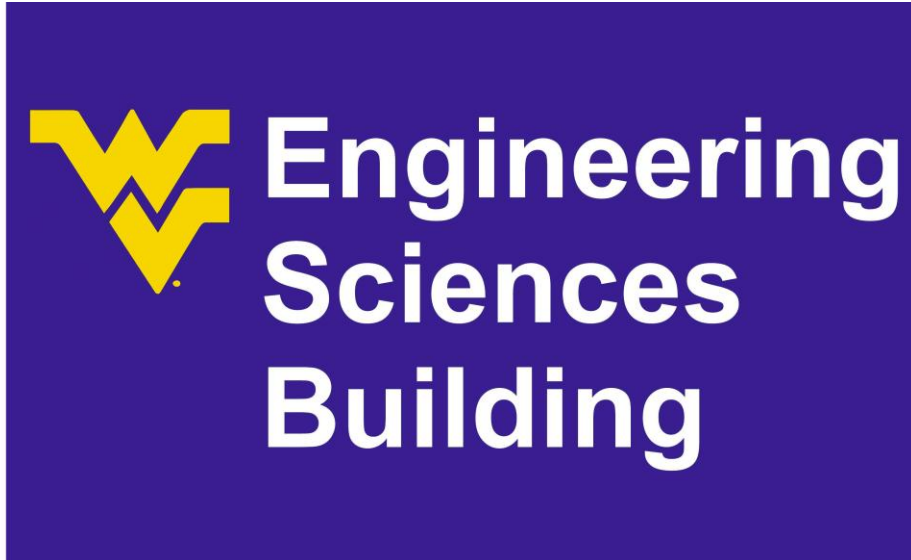
## Evansdale Campus

### 2.2. Campus Exterior Signs

- A. Campus Identification – Used at campus perimeters to identify specific campuses.
- B. Building Identification – Identifies the specific name of the building. Carries only the name of the building. Departments, programs or functions housed in the facility are not identified.
- C. Parking Area Identification - Identifies designated parking areas. The parking area number will be the only variable among Parking Area signs.
- D. Special Purpose - Identifies special areas or facilities requiring information for which preceding sign types are insufficient. Off-campus entities, such as University farms or forests are representative examples. Despite differences in size due to unique location or other unusual conditions, all specific purpose signs will carry certain common characteristics and details to provide visual continuity with all other WVU signage.
- E. Directional - Used at vehicular traffic decision points. These will usually have arrows indicating direction.
- F. Informational - Carries miscellaneous information. Requested information must be approved by sign committee
- G. Regulatory - Marks specific regulations and individual parking spaces, i.e., Facilities Management Vehicles Only, etc.
- H. Insert Panels - If a certain sign type requires associated information which is not provided on the basic format, the additional information is not to be included on the sign panel but should be carried on an insert panel mounted two inches below the basic panel. Width of the insert panel shall be the same as the sign. The vertical measurement will vary according to the sign type, but typically be 12", 18", or 24".
- I. Standard Traffic Control - Standard traffic control signs (Stop, Yield, Speed Limit, etc.) on the campuses will be identical to those used by the West Virginia Department of Highways and will be produced according to the Department of Highways specifications.

### 2.3. Building Identification (On Campus)

- A. Sign Size and color: 3' X 4', PMS 295 blue (sign panel size may vary dependent upon placement in remote locations).
- B. Type face, size and color: Helvetica Bold, 4", white (size will change proportionally with larger sign).
- C. Logo size and color: 10", PMS 124 Yellow.
- D. Sign post color: Duradonic Bronze.
- E. Spacing: 100%, unless layout requires more room, but any case, never below 80%.
- F. Sign system has a 1.25" frame, so sign panel shown represents a 34.5" X 46.5" panel



#### 2.4. Building Identification (Off Campus)

- A. Sign Size and color: 3' X 5', PMS 295 blue (sign panel size may vary dependent upon placement in remote locations).
- B. Type face, size and color: Helvetica Bold, 6" & 2.75", white (size will change proportionally with larger sign).
- C. Logo size and color: 8" & 0.5", PMS 124 Yellow.
- D. Sign post color: Duradonic Bronze.
- E. Spacing: 100%, unless layout requires more room, but in any case, never below 80%.
- F. Sign system has a 1.25" frame, so sign panel shown represents a 34.5" X 58.5" panel.
- G. No tag lines such as "*where greatness is learned*" are permitted.



**West Virginia University  
Extension Service**

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**Doddridge County**

#### 2.5. Parking Identification

- A. Sign Size and color: 2' X 2', PMS 295 blue
- B. Type face, size and color: Helvetica Bold, 6", 3", 1", white
- C. Logo size and color: 5", PMS 124 Yellow
- D. Sign post color: Duradonic Bronze
- E. Spacing: 100%
- F. Sign system has a 1.25" frame, so sign panel shown represents a 22.5" X 22.5" panel



#### 2.6. Informational

- A. Sign size and color: 2' X 2', PMS 295 blue
- B. Type face, size and color: Helvetica Bold, 2.5", white
- C. Arrow size and color: 3", white
- D. Sign post color: Duranodic Bronze
- E. Spacing: 100%
- F. When arrow is necessary, it will be placed on the top left position, regardless of what direction it is pointing
- G. Sign system has a 1.25" frame, so sign panel shown represents a 22.5" X 22.5" panel



# Engineering Sciences Loading Dock

## **PART 3 - EXECUTION**

### 3.1. Exterior Signage Procedures

#### A. Request Procedure

1. Requests for signs must be submitted to Facilities Management (FM) Administrative Support Services. The request for signage is routed through the proper FM administrative office to Facilities Planning and Scheduling. If the sign can be produced according to the standards and the location is approved by Facilities Planning and Scheduling, the request is approved and sent to the sign maker who then provides the customer with the sign layout and cost. Upon receiving cost transfer information from the customer, the materials are ordered and the production procedure begins.

#### B. Non-Standard Requests

1. If the request includes information or specifications that are not covered in the standard sign types, Facilities Planning and Scheduling will contact the requestor and review the details. If the request or a revision of the request is approved by Facilities Planning and Scheduling it then follows the same steps as above. If the request cannot be approved, Facilities Planning and Scheduling will notify the requestor and FM Administrative Support Services.

#### C. Production Policy

1. Only FM is authorized to produce signs for WVU facilities and grounds. WVU units are not authorized to contract with outside vendors to produce signs for the University without formal permission from Facilities Planning and Scheduling. Unauthorized signs will be removed by FM. Replacement signs must be requested through the authorized procedure for sign requests, including the normal financial obligations of the customer. Any signage produced by an outside vendor with Facilities Planning and Scheduling authorization must conform to all WVU signage graphics and construction standards.
2. When an outside vendor is approved, the department requesting the sign must contact the Trademark Licensing office ([trademarklicensing@mail.wvu.edu](mailto:trademarklicensing@mail.wvu.edu)) with the outside vendor information. The

Trademark Licensing office will work with the outside vendor for the approval to use WVU trademarks on the sign.

D. Sign Committee

1. All signs for WVU facilities and grounds are subject to review and approval of the Sign Committee. Representatives on the Sign Committee are from Facilities Planning and Scheduling, Trademark Licensing and Creative Services.

E. Temporary Signs

1. Any exterior sign, banner, poster or any other type of graphic or message material must be approved per the above process. Requests should be submitted at least 30 days before requestor intends to display.

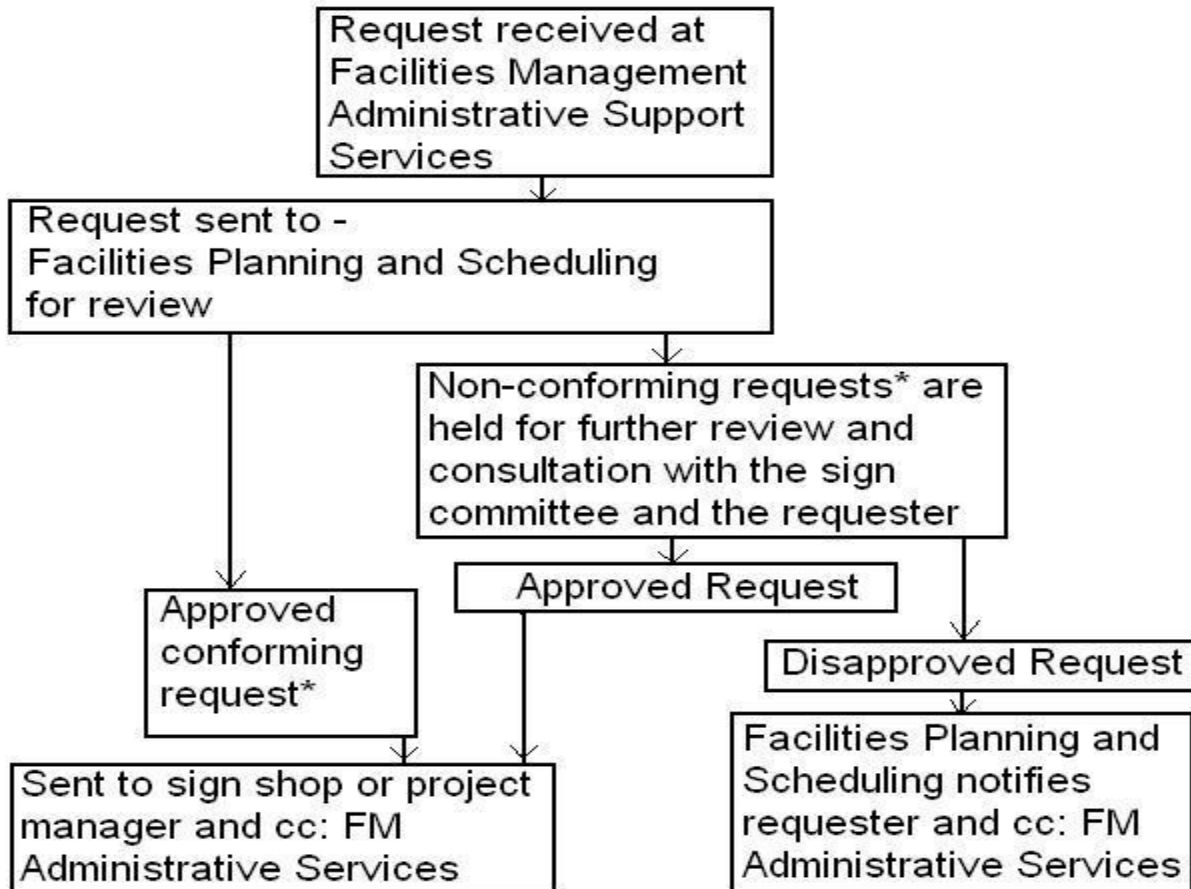
**Note:** The request form is attached at the end of the document.

3.2. Exterior Sign Sight Issue Considerations

A. Consider the following sight line issues

1. Vehicular sight lines
2. Pedestrian sight lines
3. Parking impact
4. Visibility (informative but not intrusive)
5. Aesthetics
6. Neighbors (impact on surrounding facilities)
7. Lighting (yes – no)
8. Plant Materials, Landscaping (yes – no)
9. Utilities (locating, underground)
10. Security
11. Maintenance
12. Image/Message

## EXTERIOR SIGN REQUEST PROCEDURE



- \* Conforming request is a request that meets sign standards  
Non-conforming request is a request that does not meet sign standards



# SIGN REQUEST Form

Requesters Name: \_\_\_\_\_ Date: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

What sign should say: \_\_\_\_\_

\_\_\_\_\_

Reason sign is needed: \_\_\_\_\_

\_\_\_\_\_

Location of sign/attach picture if possible: \_\_\_\_\_

When needed: \_\_\_\_\_

Who is funding: \_\_\_\_\_

Other information/attach pictures or graphics: \_\_\_\_\_

\_\_\_\_\_

## To be completed by Facilities Planning and Scheduling

Reviewed by: \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_ Date \_\_\_\_\_

Approved: \_\_\_\_\_

Disapproved: \_\_\_\_\_

Reason for

Disapproval \_\_\_\_\_

Returned to Requester for additional information: \_\_\_\_\_