**WSU Signage Standards**

Revised on 2/13/13

**What is it?**

Signage is any kind of visual graphics created to display information to a particular audience. This is typically manifested in the form of way-finding information in places such as streets or inside/outside of buildings.

**Who is involved?**

Signage Committee approval is required for all University signage. Signage Committee meets on the third Thursday of each month and all items for consideration must be submitted two weeks in advance so that they may be added to the meeting agenda.

**How does a signage request gets processed?**

Below is a simplified step by step process of how a signage project moves through the Design and Construction Services process.

Step 1 – Request is made and a Planner is assigned

Step 2 – The assigned Planner meets with the Requestor to understand the project.

Step 3 – The Planner prepares all required documentation and collects critical information.

Step 4 – The Planner turns the file over to Estimation.

Step 5 – The Estimator creates a project estimate based on historical data and/or direct vendor quotes.

Step 6 – The Estimator sends the project estimate to the Requestor for review and approval.

Step 7 – The Requestor approves the project estimate and the Business Affairs Officer provides funding

Step 8 – A Project Manager is assigned

Step 9 – The Project Manager contracts with the vendor(s) for the required services.

Step 10 – The Project Manager oversees the vendor(s) for quality and timely delivery of services.

Step 11 – The Project Manager approves all vendor(s) payments once all services have been completed and approved for quality.

**Graphic Standards**

Refer to the WSU Marketing & Communications website for the most up to date University wordmarks, fonts and approved colors.

<http://mac.wayne.edu/>

**Wordmark**

There are many University approved wordmarks for your use. Please visit the below site to select and download the wordmark of your choice.



<http://www.mac.wayne.edu/print/wordmarks.php>

**University Font**

The University font is Stone (Sans) / Stone (Serif)

Please visit the below site to download the University font for your use.

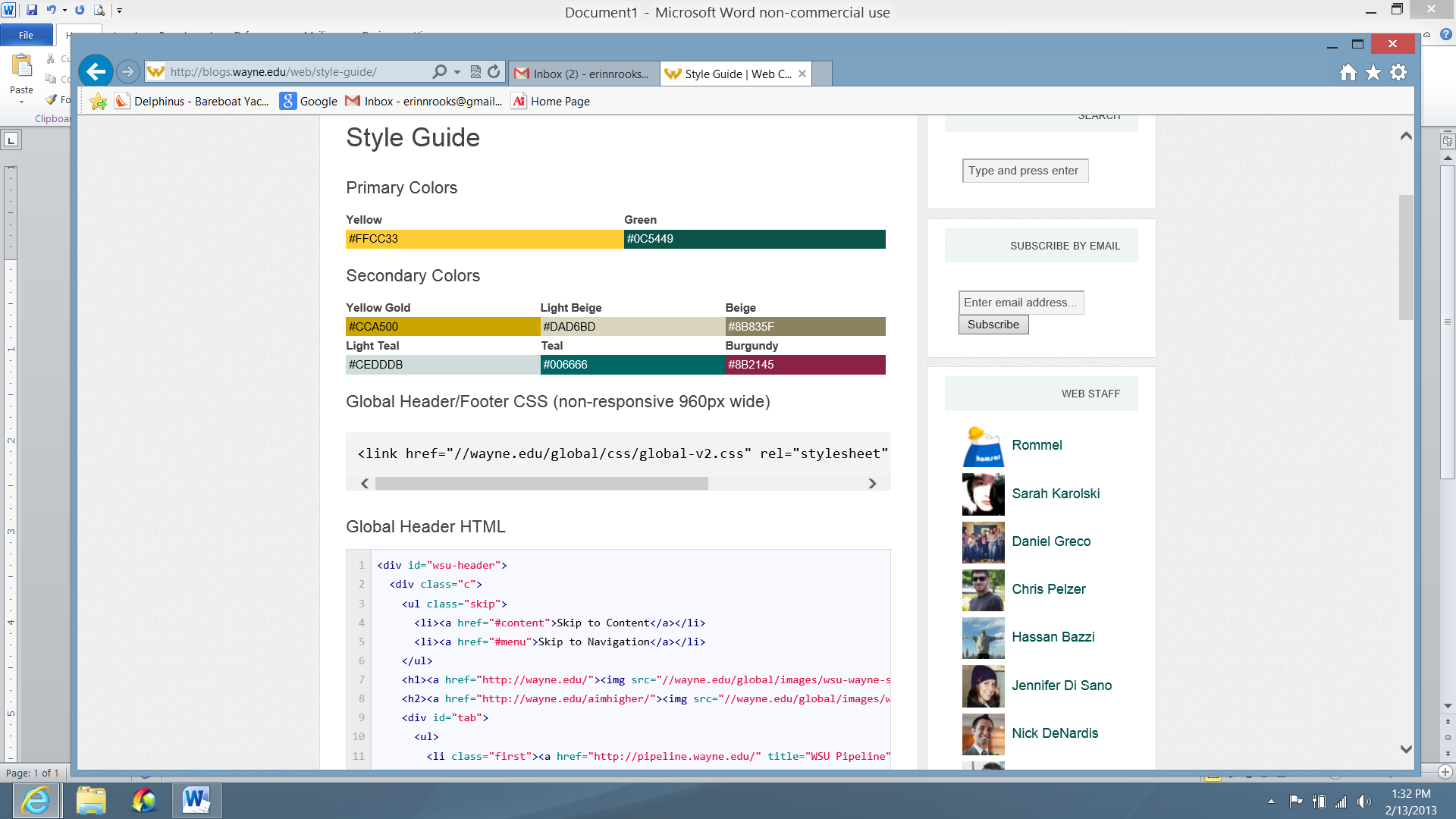
Stone (WSU Identity)

<http://mac.wayne.edu/print/typefaces.php>

**University Approved Colors**

Please refer to the Style Guide for the most current University approved colors for use.

<http://blogs.wayne.edu/web/style-guide/>



**Exterior Signage**

Signage applied to a building

The University standard for exterior signage applied to a building façade is pin lettering in either a flat black or silver metal finish.

In-Ground Building Identifier

Pedestrian Way-finding

Vehicular Way-finding

Parking Signage

Exterior Art Plaques

Exterior Fitness Trail Plaques

All requests for exterior signage, permanent and temporary, must be presented and approved by the Signage Committee.

**Interior Signage**

**Signage Compliance with the Americans with Disabilities Act**

All University signage must comply with the design guidelines outlined by the Americans with Disabilities Act. Please see the section outlining the minimum requirements for signage by visiting the below link

<http://www.ada.gov/regs2010/2010ADAStandards/2010ADAStandards.pdf>

**Signage applied to glazing**

Any signage applied to glazing must also include a backer plate for the opposite side of the glazing.

**WSU Main Campus Interior Signage Standard**

The standard interior University sign is an 8.5” by 8.5” aluminum square edge frame with a removable matte translucent cover. Please contact the Design and Construction Services Planning Department for a copy of the standard University signage package.

All requested exceptions must be approved by the Design and Constructions Services Planning Department and may require additional approval by the Signage Committee.



Permanent Building Signage

Mechanical/Electrical Rooms

Bathrooms

Elevators

Shipping/Receiving

Departmental Signage

Department Identification Sign

Room Number Signs

Room Name Signs

Room Number with Insert Sign

Building Directories

Elevator Lobby Building Floor Directories

Ceiling Mounted Directional Signage

Wall Mounted Directional Signage

Emergency Egress Signage

Art Plaques

OEHS Lab Hazard Identification Signage

**Marvin I. Danto Engineering Development Center Signage Standard**

**5057 Woodward Signage Standard**

**WSU Medical Campus Signage Standard**

**Donor Signage**

Exterior Signage indicating a donor can only be applied to a building face. It cannot be incorporated into the building construction.

University interior signage that is funded through donations is to match the existing signage standards for the space in which it is to be installed. If a deviation from the existing standard is requested then this must be presented to the Signage Committee for review and approval.

Please contact the WSU Division of Development and Alumni Affairs for additional information.

<http://giving.wayne.edu/>