UNIVERSITY SIGNAGE STANDARDS

TABLE OF CONTENTS

EXECUTIVE SUMMARY  5
HISTORY AND PURPOSE, SCOPE, CONTENT  5
INTRODUCTION, PURPOSE AND SCOPE, AUTHORITY  6
PROCESS  8
FUNDING  10
GLOSSARY OF TERMS  11
CONTACTS AND REFERENCES  13

INTRODUCTION  14
PURPOSE AND CRITERIA  15
HIERARCHY OF INFORMATION  16

SYSTEM STANDARDS  17
TYPOGRAPHY  18
WORDMARKS  19
SYMBOLS  20
SYSTEM COLORS  21
GARAGE COLORS  22
MATERIALS SPECIFICATIONS  23

EXTERIOR SIGNS  24
TYPE: EX-1 Building Identification, Ground Mounted  25
TYPE: EX-2 Building ID Wall Mounted  26
TYPE: EX-2H Historic Building ID Wall Mounted Plaque  27
TYPE: EX-3 Building Mounted Letters  28
TYPE: EX-4 Vehicular Wayfinding, Post Mounted  31
TYPE: EX-4.2 Vehicular Directional: Supplemental  32
TYPE: EX-5 Pedestrian Wayfinding Map  33
TYPE: EX-6 Electronic Marquee  34
TYPE: EX-7 Tobacco Free Decal  35
TYPE: EX-8 Tobacco Free Pole-Mounted Sign  36
TYPE: EX-9 Tobacco Free Wall Sign  37
TYPE: EX-10 Tobacco Free Dumpster Signs  38

UNIVERSITY INTERIOR SIGNS  39
TYPE: IN-1 Room Number  40
TYPE: IN-2 Room Name: Single or Multi Slot  41
TYPE: IN-3 Room Name: Single or Multi Slot  42
TYPE: IN-4 Room ID with Window  43
TYPE: IN-5 Restroom  44
TYPE: IN-6 Lactation Room  45
TYPE: IN-7 In Use/Not in Use Slider 4 x 7.5  46
TYPE: IN-8 Building Directory: Menu Board  47
TYPE: IN-9 STDL - Surface Mounted Letters  48
TYPE: IN-10 Safety/Fire Signs  49
TYPE: IN-11 Standpipe Signs  50
TYPE: IN-12 Safety/Fire Signs  51
TYPE: IN-13 Safety/ Fire Signs  52
TYPE: IN-14 Maximum Occupancy Sign  53
TYPE: IN-15 8 x 7.5 Stairway Identification  54
TYPE: IN-16 12 x 9 Stair Level Sign  55
TYPE: IN-17 3.75 x 3.75 Elevator Door Jam Plate  56

WMC INTERIOR SIGNS  57
TYPE: STDL Letters on Circles  58
TYPE: ST-Donor Plaque  59
TYPE: STDS Door Mounted Safety Info and Window Backer  60
TYPE: STDSI Door Mounted Safety Info Insert  61
TYPE: STEP14 Blade Sign  62
TYPE: STEP15 Department Sign 7.75 x 18  63
TYPE: STEP26B Insert 8.5 x 11  64
TYPE: STEP27 No Cell Phones  65
TYPE: STEP28 Overhead Double Sided 10 x 23  66
TYPE: STEP29 Overhead Double Sided 10 x 47  68
TYPE: STEP32 In Use/Not In Use Slider 4 x 6  70
TYPE: STEP33 In Use/Not In Use Slider 4 x 12  71
TYPE: STFL-C Free Standing Directional 2014  72
TYPE: STFS-C Free Standing Directional Small 2015  74
TYPE: ST-FT1 Fire Tag  76
TYPE: STIH 8.625 x 6 Insert Holder  77
TYPE: STIH 11.75 x 9.25 Insert Holder  78
TYPE: STIH 18 x 12 Insert Holder  79
# Table of Contents

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>STIH-D</td>
<td>11.75 x 9.25 Desktop Insert Holder</td>
<td>80</td>
</tr>
<tr>
<td>STIHIS</td>
<td>6 x 6 ADA Patient Room Number</td>
<td>81</td>
</tr>
<tr>
<td>STLl</td>
<td>12 and 2 Inch Level Indicator</td>
<td>82</td>
</tr>
<tr>
<td>STMECCA</td>
<td>5 x 7 Double Sided Sign with Frame</td>
<td>83</td>
</tr>
<tr>
<td>STOS</td>
<td>3.5 x 3.5 Occupancy Load</td>
<td>84</td>
</tr>
<tr>
<td>STPB</td>
<td>Perpendicular Bay</td>
<td>85</td>
</tr>
<tr>
<td>STPB.1</td>
<td>6 x 6 Bay Number</td>
<td>87</td>
</tr>
<tr>
<td>STPH</td>
<td>2.5 x 6 Patient Head</td>
<td>88</td>
</tr>
<tr>
<td>STPP</td>
<td>Perpendicular Pictogram</td>
<td>89</td>
</tr>
<tr>
<td>STPRI</td>
<td>3 x 6 Patient Room Sign</td>
<td>91</td>
</tr>
<tr>
<td>STRI</td>
<td>5.25 x 6 Room Insert Holder</td>
<td>92</td>
</tr>
<tr>
<td>STRI-I</td>
<td>4.375 x 5.625 Insert</td>
<td>93</td>
</tr>
<tr>
<td>STRN</td>
<td>2.5 x 6 Room Number</td>
<td>94</td>
</tr>
<tr>
<td>STRS-1</td>
<td>5 x 6 Restroom - Handicap Accessible</td>
<td>95</td>
</tr>
<tr>
<td>STRS-2</td>
<td>5 x 6 Restroom - NH</td>
<td>96</td>
</tr>
<tr>
<td>STRS-3</td>
<td>5 x 6 Restroom - Unisex</td>
<td>97</td>
</tr>
<tr>
<td>STRS-4</td>
<td>5 x 6 Restroom - Unisex Handicap Accessible</td>
<td>98</td>
</tr>
<tr>
<td>STSI</td>
<td>9.5 x 6 Stairway Identification</td>
<td>99</td>
</tr>
<tr>
<td>STSL</td>
<td>3 x 3.5 Stair Level Marker</td>
<td>100</td>
</tr>
<tr>
<td>STSS</td>
<td>12.5 x 6 Stair Level Sign</td>
<td>101</td>
</tr>
<tr>
<td>STTE</td>
<td>9.5 x 6 Exit</td>
<td>102</td>
</tr>
<tr>
<td>STWB</td>
<td>Window Backers</td>
<td>103</td>
</tr>
<tr>
<td>STWD</td>
<td>Frame Options</td>
<td>104</td>
</tr>
<tr>
<td>STWD-1</td>
<td>20 x 23 Wall Mounted Directional Header</td>
<td>105</td>
</tr>
<tr>
<td>STWD-1-B</td>
<td>12 x 23 Custom Header</td>
<td>106</td>
</tr>
<tr>
<td>STWD-2-C</td>
<td>4 x 23 Emergency Panel</td>
<td>107</td>
</tr>
<tr>
<td>STWD-3</td>
<td>4 x 23 Department Panel</td>
<td>108</td>
</tr>
<tr>
<td>STWD-3-C</td>
<td>4 x 23 Department Panel</td>
<td>109</td>
</tr>
<tr>
<td>STWD-4</td>
<td>2 x 23 Destination Panel</td>
<td>110</td>
</tr>
<tr>
<td>STWD-M</td>
<td>Map Insert Holder</td>
<td>111</td>
</tr>
<tr>
<td>EX.1M</td>
<td>Parking ID, Large Monument with Reader Board</td>
<td>112</td>
</tr>
<tr>
<td>EX.1W</td>
<td>Parking ID, Wall Mount with Reader Board</td>
<td>113</td>
</tr>
<tr>
<td>EX.1WS</td>
<td>Parking ID, Wall Mount Small</td>
<td>114</td>
</tr>
<tr>
<td>EX.1MRB</td>
<td>Parking ID, Monument with Reader Board</td>
<td>115</td>
</tr>
<tr>
<td>EX.2WE</td>
<td>Garage Entry ID, Canopy Sign</td>
<td>116</td>
</tr>
<tr>
<td>EX.3M</td>
<td>Parking Entry ID, Freestanding</td>
<td>117</td>
</tr>
<tr>
<td>EX.4M</td>
<td>Parking Entry ID, Freestanding</td>
<td>118</td>
</tr>
<tr>
<td>PD.1.0</td>
<td>Bang Bar</td>
<td>119</td>
</tr>
<tr>
<td>PD.1.1</td>
<td>Parking Directional with Bang Bar</td>
<td>120</td>
</tr>
<tr>
<td>PD.1.2</td>
<td>Parking Directional, Ceiling Mount</td>
<td>121</td>
</tr>
<tr>
<td>PD.1.3</td>
<td>Parking Directional, Surface Mount</td>
<td>122</td>
</tr>
<tr>
<td>PD.3</td>
<td>Parking Directional, Pedestrian</td>
<td>123</td>
</tr>
<tr>
<td>PN.1L</td>
<td>Parking Information Sign, Post Mount, Parking Rates, Large</td>
<td>124</td>
</tr>
<tr>
<td>PN.1S</td>
<td>Parking Information Sign, Wall Mount, Rates, Small</td>
<td>125</td>
</tr>
<tr>
<td>PN.1S</td>
<td>Parking Information/Regulation, Wall Mount, Large</td>
<td>126</td>
</tr>
</tbody>
</table>

---

# Standard Installation Guidelines

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Door (In-Swinging)</td>
<td>Installation</td>
<td>116</td>
</tr>
<tr>
<td>Single Door (Out-Swinging)</td>
<td>Installation</td>
<td>117</td>
</tr>
<tr>
<td>Double Door (In-Swinging)</td>
<td></td>
<td>118</td>
</tr>
<tr>
<td>Double Door (Out-Swinging)</td>
<td></td>
<td>119</td>
</tr>
<tr>
<td>Door with Side Lite (In-Swinging)</td>
<td></td>
<td>120</td>
</tr>
<tr>
<td>Single Door (All Safety/Hazard Signs)</td>
<td></td>
<td>121</td>
</tr>
<tr>
<td>Single Door (Double Safety/Hazard Signs)</td>
<td></td>
<td>122</td>
</tr>
<tr>
<td>Single Door (Page Holders)</td>
<td></td>
<td>123</td>
</tr>
<tr>
<td>Vinyl Lettering</td>
<td></td>
<td>124</td>
</tr>
<tr>
<td>Single Door (In Use Slider)</td>
<td></td>
<td>125</td>
</tr>
<tr>
<td>Department Signage</td>
<td></td>
<td>126</td>
</tr>
<tr>
<td>Parking Garage</td>
<td></td>
<td>127</td>
</tr>
<tr>
<td>TYPE</td>
<td>Description</td>
<td>Page</td>
</tr>
<tr>
<td>EX.1M</td>
<td>Parking ID, Large Monument with Reader Board</td>
<td>128</td>
</tr>
<tr>
<td>EX.1W</td>
<td>Parking ID, Wall Mount with Reader Board</td>
<td>129</td>
</tr>
<tr>
<td>EX.1WS</td>
<td>Parking ID, Wall Mount Small</td>
<td>130</td>
</tr>
<tr>
<td>EX.1MRB</td>
<td>Parking ID, Monument with Reader Board</td>
<td>131</td>
</tr>
<tr>
<td>EX.2WE</td>
<td>Garage Entry ID, Canopy Sign</td>
<td>132</td>
</tr>
<tr>
<td>EX.3M</td>
<td>Parking Entry ID, Freestanding</td>
<td>133</td>
</tr>
<tr>
<td>EX.4M</td>
<td>Parking Entry ID, Freestanding</td>
<td>134</td>
</tr>
<tr>
<td>PD.1.0</td>
<td>Bang Bar</td>
<td>135</td>
</tr>
<tr>
<td>PD.1.1</td>
<td>Parking Directional with Bang Bar</td>
<td>136</td>
</tr>
<tr>
<td>PD.1.2</td>
<td>Parking Directional, Ceiling Mount</td>
<td>137</td>
</tr>
<tr>
<td>PD.1.3</td>
<td>Parking Directional, Surface Mount</td>
<td>138</td>
</tr>
<tr>
<td>PD.3</td>
<td>Parking Directional, Pedestrian</td>
<td>139</td>
</tr>
<tr>
<td>PN.1L</td>
<td>Parking Information Sign, Post Mount, Parking Rates, Large</td>
<td>140</td>
</tr>
<tr>
<td>PN.1S</td>
<td>Parking Information Sign, Wall Mount, Rates, Small</td>
<td>141</td>
</tr>
<tr>
<td>PN.2L</td>
<td>Parking Information/Regulation, Wall Mount, Large</td>
<td>142</td>
</tr>
</tbody>
</table>
TABLE OF CONTENTS

TYPE: PN.2M Parking Information/Regulation, Wall Mount, Medium 144
TYPE: PN.2S Parking Information/Regulation, Wall Mount, Small 145
TYPE: PN.4 Parking Information Sign, Liability Limits 146
TYPE: PW.1 Pedestrian Information Elevators/Stairs 147
TYPE: PW.2E Pedestrian Information, Level ID at Elevator 149
TYPE: PW.2S Pedestrian Information, Level ID at Stairs 150
TYPE: PW.3 Pedestrian Information, Level ID and Map 151
TYPE: PW.4 Pedestrian Directional, Level and Zone 152
TYPE: PW.5 Pedestrian Information, Pay Machine Location 153
TYPE: PC.1 Pedestrian Information, Level and Zone at Columns 154
TYPE: PC.2 Parking Directional, Ramp Direction 157
TYPE: PF.1 Safety Information, Fire Extinguisher 158
TYPE: PR.1.1 / PR.1.2 Regulatory Information, Restricted/Reserved Parking 159
TYPE: PR.2 Regulatory Information, Accessible Route 160

SPECIALTY SIGNAGE 161
TYPE: SP-1 Commemorative Plaques 162
TYPE: SP-2 Tree Plaque 163
TYPE: SP-3 Commemorative/Honorific Recognition 164
TYPE: SP-4 Retail Signage 165

TEMPORARY SIGNS 166
TYPE: TM-1 Banner: Light Pole Mounted 167
TYPE: TM-2 Banner: Wall Mounted 168
TYPE: TM-3 Banner: Light Pole & Wall Mounted 169
TYPE: TM-4 Exterior Construction Signs 170
TYPE: TM-5 Interior Construction Signs 171
TYPE: TM-6 Temporary Advertisements 172
TYPE: TM-7 Chalking 173
UNIVERSITY SIGNAGE STANDARDS
EXECUTIVE SUMMARY
History and Purpose, Scope, Content

HISTORY & PURPOSE
The Ohio State University Signage Standards (OSU USS or USS) represents the culmination of an effort to design a comprehensive signage and wayfinding system, and is published as the first implementation projects are underway. This is a living document that will evolve as we learn from implementation, as the needs of the university change and as governing regulations and statues which affect signage are revised.

The primary purpose of most of the signage outlined in this document is to create a system to convey information. The primary audience of this system is first time and infrequent visitors. The primary purpose of this document is to outline a consistent, uniform signage and wayfinding system applicable to The Ohio State University Columbus Campus. The signage system includes some specialty signage for the purposes of recognition, interpretation and marketing. Thus, primary vehicular and pedestrian informational signage should not be relied upon for branding and marketing.

In the spring of 2013, the university finalized its visual identity guidelines. The intention of this document is to align all signage with those guidelines, however this alignment is still a work in progress due to the timing of the public release of the visual identity guidelines.

The Ohio State University also has four regional campuses, each with a co-located, separate institution. These co-located institutions have unique visual identity guidelines distinct from Ohio State. Thus, signage for these campuses will be adapted from the OSU USS as needed.

SCOPE
The USS applies to all signage and information transfer systems on campus, including interior and exterior, permanent and temporary, but excluding audible communication, TDD’s, oral and sign language communication.

CONTENT
The University Signage Standards includes:

1. References to University Policies and procedures describing responsibility, authority and processes for requesting all signage on campus.

2. A section outlining the standards for each type of sign within the current sign family. This section will be updated at least annually to address new signage and wayfinding needs as they are identified.

The Policy and Procedures section outlines processes for requesting signage, requesting assistance with or seeking approval of signage and graphics proposals, seeking approval for variances to existing sign standards and/or types of signage not specifically covered by these guidelines. This section also outlines procedures for updating, proposing and making amendments to this document.

The Standards section provides specific information about the purpose, location and content of each sign type. In addition, this section contains design specifications for signage materials, structure, size, font size and typeface, standard symbols, colors, and any accessories. New sign types that have been recommended are identified as “to be developed” sign types and will be progressively developed by the University Signage Coordinator in consultation with the Signage Committee.

A Glossary of Terms explains the meaning of the terms used in the USS.
INTRODUCTION

One of the key principles of the One Ohio State Framework Plan is to make the campus navigable with a restored street network and dynamic wayfinding. In order to implement this principle, the university allocated funding to develop a comprehensive wayfinding plan and to implement a number of pilot projects. As part of this plan, this document was developed to support the initial investment in signage. The first step in this process was to review and update the university’s current signage policy, procedures and guidelines. The USS was developed to incorporate new signage types designed as part of the wayfinding plan, and to clarify and strengthen the approval process and signage standards.

Please contact the University Signage Coordinator (see the contacts section) with questions or recommendations for manual content.

PURPOSE AND SCOPE

The University Signage Standards (USS) was created to provide a consistent and uniform signage and wayfinding system applicable to the OSU Columbus campus, and adaptable to the regional campuses.

The scope of this USS includes all passive and electronic signage systems. For terms and definitions please refer to the Glossary of Terms section of this manual.

Signage and graphics are defined as:

• Any object that reflects association with the university and is designed to be seen from a public area or within a university facility.
• Any object placed within a public area, on or within a university facility that is intended to communicate information, identification, or direction through the use of letters, words, numbers, symbols, pictures, or patterns.

OSU Purchasing categorizes signage as a “Purchase that Requires Special Review and Approvals” Purchasing Policy 2.21. A direct purchase order cannot be issued to a department for signage, instead a requisition must be entered that will workflow to the Purchasing Department for approval by the University Signage Coordinator.

All new signage shall comply with the guidelines set forth in the USS. All university signage must conform with the design, size, material, content, format, symbols, type style, and color standards outlined in this document.

This document will incorporate all university signage, including types unique to other units such as Facilities Operations and Development, Wexner Medical Center (WMC), Student Life, Athletics, and Transportation and Traffic Management (TTM), etc. Thus, all university units shall conform with this standard.

To accomplish consistency, all signage that does not currently conform with the USS shall, as new construction, space renovations, and open space improvements occur, be progressively replaced with new compliant signage, or modified to be compliant.

AUTHORITY

All signage or graphics projects, without exception, will be reviewed for conformance with Campus Signage and Graphics Policy 3.33. No signage design or implementation shall be completed without approval as outlined in the next two pages.

Currently, all WMC interior signage and graphics are reviewed and approved by WMC Wayfinding Analyst and all other university signage and graphics are reviewed and approved by The University Signage Coordinator. In the near future, these two entities will be integrated. All signage or graphics projects, without exception, must be reviewed and approved by one of these individuals.

1. All signage and graphics on campus will conform to the USS.
2. Signage and graphics will conform to the graphics code and/or regulations of the appropriate jurisdiction.
3. Signage and graphics other than vehicular wayfinding signage will not be located in a public right-of-way.
4. No permanent or temporary sign or graphic will be erected or installed in public areas on university property without the prior written approval of the University Signage Coordinator or the WMC Wayfinding Analyst.
5. All signage and graphics erected without appropriate review and approval are subject to removal or modification at the direction of the University Signage Coordinator or WMC Wayfinding Analyst.
**UNIVERSITY STANDARDS AND PROCEDURES**

**STANDARDS**

**Process**

**PROCESS**

**All Other Unit Signage Requests:**

All requests for signage and graphics not associated with WMC are required to submit a Sign Request Form through FOD at https://fod.osu.edu/make-request#signage. The request will then be forwarded to FOD signage@osu.edu for processing. All signage requests will go through the process outlined below.

1. The University Signage Coordinator will verify the signage request and meet with the customer as necessary to assess the request and establish the appropriate solution for the signage need(s).
2. If an appropriate standard sign type is available, the University Signage Coordinator will select the applicable sign, obtain a price quote and enter an eRequest from the signage vendor.
3. If an appropriate sign is not available in the standard signage library, the University Signage Coordinator will work with the customer to develop designs and documentation, and request a price quote from the vendor. If the sign is for a construction project, the Signage Coordinator will work with the project manager to develop the appropriate sign package.
4. Once the quote is received from the vendor, it will be sent back to the customer for review and approval.
5. Upon customer approval, standard interior signs will be ordered and installed by Facilities, Operations, and Development. All other signs will be installed by the signage vendor.

All signage orders placed outside of this process may encounter delays in the review and approval process or be denied.

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**OSU Procurement Process**

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Submit Sign Request</strong></td>
</tr>
<tr>
<td><strong>Customer Fiscal Approval</strong></td>
</tr>
<tr>
<td><strong>Sign Coordinator (SC)</strong> receives automated Work Order number.</td>
</tr>
<tr>
<td><strong>Standard Sign</strong></td>
</tr>
<tr>
<td><strong>Yes</strong></td>
</tr>
<tr>
<td><strong>SC obtains sign quote and enters eRequest for order.</strong></td>
</tr>
<tr>
<td><strong>No</strong></td>
</tr>
<tr>
<td><strong>FOD project signage</strong></td>
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<tr>
<td><strong>Yes</strong></td>
</tr>
<tr>
<td><strong>FOD project signage</strong></td>
</tr>
<tr>
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</tr>
<tr>
<td><strong>Vendor provides and installs signs</strong></td>
</tr>
<tr>
<td><strong>UniPrint provides and installs signs</strong></td>
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<tr>
<td><strong>Standard Interior Sign</strong></td>
</tr>
<tr>
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<tr>
<td><strong>Vendor provides and installs signs</strong></td>
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<tr>
<td><strong>No</strong></td>
</tr>
<tr>
<td><strong>UniPrint provides and installs signs</strong></td>
</tr>
</tbody>
</table>

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**Exclusions**

(1) Wexner Medical Center, (2) inserts for existing wall signage

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**UniPrint provides** and installs signs

---

**FOD project signage checks**

---

**Project Manager (PM) and project team outline project scope at DD level: A/E documents scope, room numbering and sign budget. PM coordinates UniPrint sign purchase/install with project schedule and inspections.**

---

**Sign Coordinator (SC) reviews and verifies sign request. Customers fiscal department approves purchase.**
PROCESS

WMC Signage Requests:
To request a sign in a WMC building, submit a signage request through Eservices at https://osumc.service-now.com/. The request will then be forwarded to the WMC Facility Planning (FP) group for processing. All WMC signage requests will go through the process outlined below. The customer will be notified through Eservices at the completion of each step.

1. An associate in Facility Planning (FP) will contact and meet with the customer as necessary to assess the request and establish the appropriate solution for the signage need(s).
2. If an appropriate standard sign type is available, FP will select the applicable sign, develop documentation, review with the customer, and request a price quote from the preferred signage vendor.
3. If an appropriate sign is not available in the standard signage library, FP will work with the customer to develop designs and documentation, and request a price quote from the vendor.
4. Once the price quote is received from the vendor, it will be sent back to the customer for review and approval.
5. Upon customer approval, FP will request a purchase order (PO) for the signage. Once the PO has been released to the vendor, production of the signage will begin.
6. Once the signage is delivered, FP will coordinate with Facilities Services or the contracted signage installer for installation.

All signage orders placed outside of this process will be sent to an associate of FP for review of signage standards and vendor/purchasing policies.
SIGNAGE COMMITTEE

The Signage committee is an ad-hoc committee that supports the WMC Wayfinding Analyst and the University Signage Coordinator in signage review and approval as needed.

In addition, the Signage Committee:
• Annually reviews the USS and identifies needed modifications or updates to the policy, process or guidelines.
• Meets as least annually, and otherwise as necessary based on review supports needs, appeals or other agenda items brought to its attention.
• Considers appeals to the decisions of the University Signage Coordinator.
• Considers request for modifications or changes to the USS.

The Signage Committee consist of the following representatives:
• Standing Members:
  o University Signage Coordinator
  o Representative from WMC
  o University Landscape Architect
  o University Architect
  o PPARE staff to represent alignment with wayfinding plan.
• Members as needed:
  o Representative of University Communications for issues related to brand, visual identity or common mapping
  o Representative of Public Safety for issues involving safety or security
  o Representative of TTM as needed for signage related to traffic or transportation elements, or as a liaison with entity responsible for parking facilities.
  o Representatives of Advancement as need for signage related to donor or honorific recognition of affinity agreements.
  o Representative from Student Life
  o Representative from Athletics

4. The Signage Committee will discuss any and all formally presented appeals. The Committee will review all cases, and will pronounce the final arbitration.
5. The decision taken by the Signage Committee will be final and cannot be further appealed. Shall a deviation be granted, it will not constitute precedent for future or similar signage deviation request.

NAMING, COMMEMORATIVE AND HONORIFIC RECOGNITION

The university Office of Advancement is responsible for the naming of all campus buildings, spaces or other entities. Customers desiring to name a building or space must follow all established procedures for naming and must provide evidence of approval this before a signage proposal can be approved. The full current naming policy, including eligibility for various levels of recognition, is provided as an appendix X. It is the responsibility of the customer to seek out any updated documents or processes relating to naming from the Office of Advancement.

The system includes signage types which may be used for commemorative (donor) or honorific recognition, such as sign types EX-3, SP-1 and SP-2. More information about use of these sign types for commemorative and honorific recognition is outlined under sign type SP-3.

Primarily vehicular, pedestrian, parking garage and building identification signage will contain a shortened version of the name and should not be relied on for recognition.

APPEALS

Should an entity desire to contest all or a portion of the policy and guidelines found herein, or the decision taken by the University Signage Coordinator on a specific case, the following procedure must be allowed:
1. A variance request shall be forwarded to the Technical Services Group within Facilities Design and Construction describing the proposed deviation.
2. A Building Design Standards adjudication meeting will be held to review the request and approve or deny the request based solely on its individual merits.
3. If the requesting entity finds the decision of the adjudication unsatisfactory, a written appeal shall be elevated and issued to the attention of the Signage Committee:
UNIVERSITY STANDARDS AND PROCEDURES
STANDARDS
Funding

FUNDING OF SIGNAGE

Wayfinding Signage
New or replacement vehicular and pedestrian directional signage (for example, sign type EX-4) is typically funded as a stand-alone project through the capital planning process. In addition, capital funds may be requested for replacement of existing signage in designated zones of campus. If a construction project affects and entire campus district or zone, and involves the creation of new roads or pedestrian routes, that project will be required to include appropriate wayfinding signage as part of its contribution to the public realm. Changes or additions to existing wayfinding signage must be requested through the Signage Coordinator and, if approved, will be funded by the requestor.

A fund for the routine maintenance of wayfinding signage is currently under review. Regular replacement of outdated maps will be funded through this maintenance program. If a project alters and area significantly, then that project will be responsible for funding map updates within the affected area.

Building Signage
Every new construction or renovation project is required to include funding for basic signage as appropriate to the scope of the project. Every capital project must include at a minimum:

- Building identification sign (types EX-1, EX-2, EX-3) - at least one sign at the primary entrance to the building.
- Interior wayfinding signs - including ADA-compliant room number, rest room, electrical equipment room, stair and elevator signage. May also include ADA-compliant sign frames with room numbers and removable inserts for labeling rooms.
- Building directory - at least one directory at the primary entrance to serve the whole building.

When a unit moves to a new building, that unit is responsible for all signage costs associated with the move, including providing or modifying signage in new location, and removing signage from previous location.

Commemorative and Honorific Signage
Commemorative signage must be funded by a project or the unit benefitting from the contribution if not related to a project. Honorific recognition must be funded out of project funds or by the unit requesting the naming if not related to a project. Historical or interpretive signage must be paid for by the unit requesting the signage. Administrative names are recognized only with building ID signage, which must be funded by a project or by the unit requesting the building name.

Commemorative or honorific recognition related to the renovation or construction of a building or outdoor space should be included in the scope and budget of the project and should be an integral part of the project's design, subject to final approval by the University Signage Coordinator, University Architect and Landscape Architect, if applicable. The identification of fundraising and recognition strategies should occur as early as possible in the life of a project, so signage can be planned as the building or landscape design evolves.

If an existing building is renamed, but there is no project associated with the re-naming, the unit requesting the re-naming must fund any and all signage changes, which may including removing the name from a building or location previously named.

Parking Garage Signage
A stand-alone project will implement signage in all existing garages, with a visitor parking garages as a first priority. Additional garage signage may be required if current faculty/staff garages become available to visitors and/or patients full time, as existing garages are modified, or if new garages are constructed. All garage signage must conform to the guidelines, or variations approved by the University Signage Coordinator. Garage signage will be funded by the entity responsible for management of the garages (see contact list). Individuals and units with recommendations for new, additional or modified garage signage should contact the entity responsible for parking garages with their suggestions or requests.

University and WMC Signage
A customer requesting signage in a university or WMC building will be required to fund the requested signage including all fabrication and installation costs.
ADA The Americans with Disabilities Act, which includes architectural or building design guidelines aimed at improving accessibility in the built environment. All signage on campus must comply with these guidelines.

Adjusted letterform A wordmark or primarily text element that has been transformed or modified and cannot be typeset. May combine text and simple graphics such as a line or shape.

Arrow Symbol representing movement or direction.

Audible Communication Information perceived through hearing.

Braille Method of writing works by means of dots for the use of sight impaired; each cell is an arrangement of dots within a six dot matrix and represents a sound or word.

Cap Height Vertical distance occupied by a capital or upper-case letter.

Capital Letters Upper-case letters, as distance from lower-case.

Center To position a word or symbol in the lateral middle of the viewing area, as distance from either flush right or flush left.

Commemorative (signage or naming) Recognizes contributions of financial resources or goods and services to the university.

Environmental Graphics Communication A form of information transfer that is graphic in nature, as opposed to audible.

Flush (left or right) A typesetting term to indicate no indentation from the margin, type or symbols aligned at the right or left margin.

FITS Abbreviation or acronym for Facilities Information and Technology Services at The Ohio State University Wexner Medical Center.

Gloss Sheen reflected off a surface measured from matte (no sheen) to super gloss (very shiny).

Graphics Any object that reflects an association with the university and is designed to be seen from a public area or within a university facility.

Heads up (Map orientation) Maps placed according to their location in space, or oriented in the direction the viewer is facing, rather than north-south.

Honorific (signage or naming) Recognizes significant non-monetary contributions or service to the university.

Hierarchy (of information or destination) A graded or ranked system of presenting information delivered in a logical sequence. For signage, progressively more detailed information is presented as one nears the destination, with the highest level of detail provided inside the facility.

Inter-letter spacing Lateral or horizontal space between letters, determined optically.

Inter-line spacing Vertical space between lines, determined mechanically.

Inter-word spacing Lateral or horizontal space between words, equivalent to lower-case “r”.

Layout The result of determining whether text and symbols are centered or flush.

Legibility The ease with which a displayed message can be seen or discerned.

Letter style Form that a letter takes in a given design or typeface, as identified by names such as Proxima Nova, Arial, Capita, Times, etc. Letter styles are also classified as serif (Capita or Times Roman) vs. san serif (Proxima Nova or Arial).

Lowercase Letters that are not upper-case or capital.

Non-Verbal Communication Communication which relies on symbols or pictures, rather than words, for meaning.

Oral Spoken, audible.

Orientation Location or position relative to the points of the compass or other specific direction. The adjustment or alignment of oneself to surroundings.

Pictograph Symbol incorporated into as sign.

Readability Ability to be seen and perceived. Legibility.

San Serif Letter forms or typefaces without as serif, such as Proxima Nova and Arial.

Serif Short cross lines at the ends of letters classified in this way as distinct from san serif. Typefaces or letter forms such as Capita and Times Roman are serif fonts.

Set Upper or lower case.

Sign Visual or tactile element utilized to communicate a message through typography, symbols and pictograms.

Sign Face Reading area of a sign on which text and symbols are displayed.
**Signage** Any object placed within a public area or within a university facility that is intended to convey information, identification or direction through the use of letters, words, numbers, symbols, pictures or patterns.

**Signage Committee** Ad-hoc committee which supports the University Signage Coordinator and the WMC Wayfinding Analyst (see contacts page) in the review and approval of signage as needed.

**Standard** Establish mandatory expectations and may be set by responsible offices and others. Governing document used as the approved model or to state the baseline required in practice at Ohio State. Are usually developed in accordance with published federal, state, or industry regulations, requirements, or standards. A standard or requirement may apply university wide or to a particular unit or units.

**SPG** Abbreviation or acronym for this document, *Signage Policy and Guidelines*.

**Symbol** Pictograph, pictorial representation, used in signs. Symbols are a non-verbal means of conveying information.

**Policy** Set of criteria to guide decisions on selection of appropriate sign types and to identify authority and responsibility for such decisions.

**Tactile Signs** Information perceived through the sense of touch. Tactile signs have raised letters, symbols or braille which can be interpreted by tracing with fingers over the surface.

**Typeface, Typography** Letter form or font.

**Uppercase** Capital letters.

**Verbal** Communication using words; distinct from non-verbal (communication using symbols or pictures); distinct from oral, which is audible.

**Visual Communication** Information perceived through the sense of sight.

**Wayfinding** Finding one’s way to a destination; spatial problem solving comprising three independent processes; information processing, decision making, and decision execution.

**WMC** Abbreviation/acronym for The Ohio State University Wexner Medical Center.

**Wordmark** A distinct, typographic treatment of the name of a company, institution, or product name used for purposes of identification and branding. Wordmarks are primarily text, but may include simple shapes or lines that are secondary to the name.

**Zone** A smaller region of a larger geographical area. For The Ohio State University campus three zones have been developed: Academic Campus, Athletic Facilities, and Medical Campus.
UNIVERSITY STANDARDS AND PROCEDURES

STANDARDS

Contacts and References

CONTACTS

CampusParc
Management of university parking lots and garages
614-688-0000
osu.campusparc.com

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University Landscape Architect
Stephen W. Volkmann
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volkmann.4@osu.edu

Wexner Medical Center Facilities Wayfinding Analyst
Steve Orange
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Stephen.Orange@osumc.edu

University Signage Coordinator
Steve Malone
614-247-4587
malone.229@osu.edu

REFERENCES

ADA (Americans with Disabilities Act) Architectural Guidelines
http://www.ada.gov/2010ADAstandards_index.htm

Building Design Standards
Full BDS: http://www.fod.osu.edu/bds/index.htm

One Ohio State Framework Plan
http://oneframework.osu.edu/

OSU Signage Requests
http://www.fod.osu.edu/signage/index.htm

University Branding Guidelines
http://www.osu.edu/brand/

Wexner Medical Center Signage Requests (Eservices)
https://osumc.service-now.com/

Signage Committee: (refer to page 8)
• University Landscape Architect
• University Architect
• University Signage Coordinator
• WMC Representative
• Athletics Representative
• Student Life Representative
• PPARE Representative
• CampusParc Representative
THE PURPOSE OF SIGNAGE

The Ohio State University has over 6 million visitors annually. Our visitors are a diverse group and many are unfamiliar with the Columbus area and the Ohio State Campus. Visitors to our medical campus may be under additional stress due to illness, or concern over the health of their family members. The primary purpose of wayfinding signage is to provide clear, legible and understandable directional information to campus visitors. The primary audience is the first time and occasional visitor.

CRITERIA FOR DEVELOPING THE STANDARDS

Several criteria were used in developing the signage family and standards for each type of sign, including the design, material and construction specifications of the signs. While these standards provide a broad range of signage to cover the most common needs for signage on campus, they cannot be all-inclusive. There will be a need for modifications and additions to the sign types in these standards. If requests for signage for a certain purpose or certain modifications become common, the University Signage Coordinator will consider modifying the standards. All requests for additional signage types or variations on the requirements contained in these standards should be addressed to the University Signage Coordinator. The criteria outlined below will be significant considerations in the evaluation of modifications, variations and additions to the sign types.

Design Criteria
Simplicity and legibility are primary design criteria for effective wayfinding signage. Simplicity includes the use of common, shortened version of names, consistent terminology, internationally recognized symbols, and limiting the number of messages on a sign. Legibility includes the use of fonts at adequate size, colors with appropriate levels of contrast and limiting the amount of information appropriate to the speed and viewing time of the user of the sign. Thus, vehicular signage will require larger letters, more space around the lettering, and less information to be legible, particularly on higher speed roads. Pedestrian signage can use smaller type sizes, and can contain more information, as it can be viewed in a more leisurely fashion, but information is still limited by human ability to comprehend and remember.

Consistency of color and appearance are important factors in developing a cohesive system, and will contribute to the recognition of the system as belonging to Ohio State, but branding and marketing are secondary considerations to informational effectiveness for signage.

The signage system includes signage types for special purposes including recognition, interpretation, education, promotion and retail signage. Primary vehicular, pedestrian, parking garage and building identification signage should not be used for these purposes.

Hierarchy of Information
The signage and wayfinding system depends on a hierarchy of information that delivers information in a logical sequence at an increasing level of detail as visitors move from the regional highway system, to the city and campus street system, park their cars or bikes or exist a transit vehicle and access their destination on foot or with a mobility device. The hierarchy of information developed for this system was based on data collected on visitor counts for major destinations on campus.

At the highest level the freeway signage has been modified to direct visitors to SR 315. The campus has been divided into three “zones” – Academic Campus, Medical Campus and Athletic Facilities. Signage on SR 315 reflects these three zones, and vehicular and pedestrian wayfinding signage also reflect the zoning concept. The destination hierarchy for signage is outlined in the chart on the next page.

Compatibility with Code Requirements
All signage must meet rules and regulations set forth by this University, ADAAG, Public Safety, and any other State, City, and local codes, regulations and statutes.

Durability and Maintenance
The materials and construction specifications contained in this document are intended to ensure that signage and graphics are to be durable, resilient, easily maintained and resistant to normal deterioration and acts of vandalism.

Availability
The signage standards contained in this document are intended to be bid and fabricated by multiple manufacturers, with replacement components readily available in the market. The ability to obtain competitive pricing from multiple vendors will be a significant consideration in the evaluation of modifications, variations and additions to the sign types.
SYSTEM STANDARDS

GRAPHIC STANDARDS

Typography

PROXIMA NOVA, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA, SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA, BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA, EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAPITA, MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
WORDMARKS

THE OHIO STATE UNIVERSITY

The wordmark is an adjusted letterform version of the name “The Ohio State University” combined with the baseline, which anchors and protects the integrity of the wordmark. It cannot be replicated through typesetting. Wordmark artwork is available from the University Signage Coordinator.

ACADEMIC CAMPUS

MEDICAL CAMPUS

ATHLETICS FACILITIES

Additional wordmarks have been developed for the campus “zones.” These are also adjusted letterforms combined with the baseline, and cannot be replicated through typesetting. Artwork for all wordmarks is available from the University Signage Coordinator.
SYSTEM STANDARDS

GRAPHIC STANDARDS

Symbols

ARROWS
Dotted line designates the required clear space for the arrow. Arrow dimensions include the dotted area.

SYMBOLS
Dotted line designates the required clear space for the symbol. Symbol dimensions include the dotted area.
## SYSTEM STANDARDS

### GRAPHIC STANDARDS

#### System Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
<th>Material</th>
<th>Model</th>
<th>Finish</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td>Rear Panels</td>
<td>Matthews Red</td>
<td>MP 10256</td>
<td>High Gloss</td>
</tr>
<tr>
<td>P2</td>
<td>Post &amp; Hardware</td>
<td>Matthews “Hot Plate”</td>
<td>MP 213468</td>
<td>Metallic</td>
</tr>
<tr>
<td>P3</td>
<td>Sign Panel</td>
<td>Matthews “Smoke Gray”</td>
<td>MP 18207</td>
<td>Metallic</td>
</tr>
<tr>
<td>P4</td>
<td>Painted Cut Letters</td>
<td>Matthews “Nuance White”</td>
<td>MP 4240</td>
<td></td>
</tr>
<tr>
<td>P5</td>
<td>Message Copy</td>
<td>3M Scotchlite</td>
<td>Model 5-10-20</td>
<td>Reflective</td>
</tr>
<tr>
<td>P6</td>
<td>Message Copy</td>
<td>3M Scotchcal</td>
<td>Model 3650-10</td>
<td>White</td>
</tr>
<tr>
<td>P7</td>
<td>Header Copy</td>
<td>3M Scotchcal</td>
<td>Model 230-121</td>
<td>Light Silver Metallic</td>
</tr>
</tbody>
</table>

- P1: Rear Panels
  - Matthews Red
  - Model: MP 10256
  - Finish: High Gloss

- P2: Post & Hardware
  - Matthews “Hot Plate”
  - Model: MP 213468
  - Finish: Metallic
- P3: Sign Panel
  - Matthews “Smoke Gray”
  - Model: MP 18207
  - Finish: Metallic
- P4: Painted Cut Letters
  - Matthews “Nuance White”
  - Model: MP 4240
  - Finish: Semi Gloss

- P5: Message Copy
  - 3M Scotchlite
  - Model: 5-10-20
  - Finish: Reflective

- P6: Message Copy
  - 3M Scotchcal
  - Model: 3650-10
  - Finish: White

- P7: Header Copy
  - 3M Scotchcal
  - Model: 230-121
  - Finish: Light Silver Metallic
## System Standards

### Graphic Standards

#### Garage Colors

<table>
<thead>
<tr>
<th>Colors</th>
<th>Paint</th>
<th>Vinyl</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ground</strong></td>
<td>C0-G: Ground Level MP05252 / Grey Mare</td>
<td>V0-6: Ground Level Gerber High Performance Series 220 / Traffic Grey</td>
</tr>
<tr>
<td><strong>Level 1</strong></td>
<td>C0-1: Level 1 MP010256 / Espirit Red</td>
<td>V0-1: Level 1 Gerber High Performance Series 220 / Cardinal Red</td>
</tr>
<tr>
<td><strong>Level 2</strong></td>
<td>C0-2: Level 2 MP09133 / Process Cyan U</td>
<td>V0-2: Level 2 Gerber High Performance Series 220 / Olympic Blue</td>
</tr>
<tr>
<td><strong>Level 3</strong></td>
<td>C0-3: Level 3 MP00292 / Palermo Purple</td>
<td>V0-3: Level 3 Gerber High Performance Series 220 / Dark Violet</td>
</tr>
<tr>
<td><strong>Level 4</strong></td>
<td>C0-4: Level 4 MP13427 / Anole Green</td>
<td>V0-4: Level 4 Gerber High Performance Series 220 / Apple Green</td>
</tr>
<tr>
<td><strong>Level 5</strong></td>
<td>C0-5: Level 5 MP08528 / Engine Orange</td>
<td>V0-5: Level 5 Gerber High Performance Series 220 / Bright Orange</td>
</tr>
<tr>
<td><strong>Level 6</strong></td>
<td>C0-6: Level 6 MP10147 / Impulse</td>
<td>V0-6: Level 6 Gerber High Performance Series 220 / Sapphire Blue</td>
</tr>
<tr>
<td><strong>Level 7</strong></td>
<td>C0-7: Level 7 MP03415 / Prairie Rose</td>
<td>V0-7: Level 7 Gerber High Performance Series 220 / Process Magenta</td>
</tr>
<tr>
<td><strong>Level 8</strong></td>
<td>C0-8: Level 8 BM2056-30 / Surf Blue</td>
<td>V0-8: Level 8 Gerber High Performance Series 220 / Teal</td>
</tr>
<tr>
<td>C1</td>
<td>MP18207 / Slate Metallic</td>
<td>V1 Gerber Premium Metallic / Slate</td>
</tr>
<tr>
<td>C2</td>
<td>MP15026 / Fire Breathing Red</td>
<td>V2 Gerber High Performance Series 220 / Tomato Red</td>
</tr>
<tr>
<td>C3</td>
<td>MP02548 / Dahlia Yellow</td>
<td>V3 Gerber High Performance Series 220 / Chrome Yellow</td>
</tr>
<tr>
<td>C4</td>
<td>MP46351 / Subtle Silver Metallic</td>
<td>No Vinyl Equivalent</td>
</tr>
<tr>
<td>C5</td>
<td>MP32071 / White Wonder</td>
<td>V5 Gerber High Performance Series 220 / Matte White</td>
</tr>
<tr>
<td>No Paint Equivalent</td>
<td>V6 Gerber High Performance Reflective Series 280i / 280i White</td>
<td></td>
</tr>
<tr>
<td>No Paint Equivalent</td>
<td>V7 Gerber High Performance Translucent Series 230 / Intense Blue</td>
<td></td>
</tr>
<tr>
<td>C8</td>
<td>Federal Standard 595B, No. 15090 (Blue)</td>
<td>V8 Gerber High Performance Series 220 / Intense Blue</td>
</tr>
<tr>
<td>No Paint Equivalent</td>
<td>V9 Gerber High Performance Series 220 / Matte Black</td>
<td></td>
</tr>
</tbody>
</table>
CONCRETE

1. All sign foundations shall be Cast in Place concrete with buff wash finish and 1” beveled edge.
2. Concrete shall be air-entrained type, conforming to ASTM C 94. Air-Entraining Admixture: ASTM C 260
3. Unless otherwise indicated on the Drawings, minimum 28 day compressive strength shall be 4,000 PSI
4. Concrete slump shall be no less than 2 inches nor greater than 4 inches, determined in accordance with ASTM C 143
5. Cement shall be Portland cement, conforming to ASTM C 150, Type I or II.
6. Aggregates shall conform to ASTM C 33. Aggregate for areas exposed to view shall be crushed limestone only.
7. Unprocessed band run materials shall not be used in any concrete mix.
8. Chemical Admixtures: Provide admixtures certified by manufacturer to be compatible with other admixtures and that will not contribute water soluble chloride ions exceeding those permitted in hardened concrete. Do not use calcium chloride or admixtures containing calcium chloride.
   • Water-reducing Admixture: ASTM C 49-4/C 494M, Type A.
   • Retarding Admixture: ASTM C 494/C 494M, Type B.
9. No calcium chloride or admixtures containing calcium chloride shall be added to concrete. No admixtures other than those specified shall be used in concrete without the specific written permission of the signage coordinator in each case.
EXTERIOR SIGNS

TYPE: EX-1
Building Identification, Ground Mounted

FUNCTION
The primary purpose for this type of signage is to identify the building by name, address, code and number to pedestrian traffic. This type of sign is not intended for recognition or for use as a building directory.

LOCATION
Located at or near primary accessible pedestrian entrance to buildings or other facilities.

CONTENT

**Building Name**
- Short form of the building name, 4 word maximum.
- Maximum 2 lines of text.

**Street Address**
- Use OSU Assigned Street Address (see current contacts page)
- One line of copy only

**Pictorial**
- Symbol and text at the bottom right corner of each sign will be used to indicate the accessible building entrance

Not allowed on building ID signs
- College, department, section, unit or center names. University departments and units change names and locations frequently, and this creates confusion to the visitor. Building directories should be used to provide this information.
- Names of individual building parts or spaces. Individual destinations within a building may be considered for signage on a case by case basis if sufficient annual visitors or criticality of services can be established.
- Services or transaction points. If it is critical for visitors to know the location of a service or transaction point, a variation on retail signage may be considered.
- Full Donor or commemorative names. Other signage types have been developed to recognize honorific or commemorative names.

NUMBER
One per building, secondary entrances on a public street or primary pedestrian route will be identified using vinyl building names.
**EXTERIOR SIGNS**

**TYPE: EX-2**  
*Building ID Wall Mounted*

**FUNCTION**

The purpose of this sign type is to identify the building name and address when:

- No good location exists for a ground mounted sign.
- To indicate a secondary entrance
- To be sensitive to buildings historical character

**LOCATION**

The sign should be located at or near a pedestrian entrance to a building, visible from major pedestrian paths and unobstructed by vegetation or other objects.

Location must respect the architecture of the building and be approved by the University Architect.

**CONTENT**

Content is limited to the name of the building (short from if purpose is Building ID)

**NUMBER**

One sign per building entry

---

331 W. 18th Avenue

**Water Treatment Building**
EXTERIOR SIGNS

TYPE: EX-2H
Historic Building ID Wall Mounted Plaque

FUNCTION
The purpose of this sign type is to identify historical buildings:
• No good location exists for a ground mounted sign.
• To indicate a secondary entrance
• To be sensitive to buildings historical character

LOCATION
The sign should be located at or near a pedestrian entrance to a building, visible from major pedestrian paths and unobstructed by vegetation or other objects.
Location must respect the architecture of the building and be approved by the University Architect

CONTENT
Content is limited to the building name or building name and address.

NUMBER
One sign per building entry
EXTERIOR SIGNS

TYPE: EX-3
Building Mounted Letters

FUNCTION

The purpose of this sign type is to identify the facility name. This sign type may be used:
- When no good location exists for a ground mounted sign.
- To indicate additional primary entrances.
- To recognize a donor or honorific name for a building or wing of a building.

LOCATION

Sign should be positioned on a building facade in view or major pedestrian walkways

Location must respect the architecture of the building and be approved by the University Architect

Names should be sized to fit within a single area, surface or architectural element. Letters should not bridge two distinct areas, surfaces or elements.

If used for building identification, the letters should be mounted at or near the building entrance.

If used for donor or honorific recognition, recommended locations include:
- At or near the building entrance.
- On a smooth horizontal area, surface or element integral to the design of the building, such as a belt course, horizontal mullion or cornice.

CONTENT

Content is limited to:
- The name of the building.
- If the purpose is Building Identification, use a short or common form of the name.
- If the purpose is Donor or Honorific recognition, a fuller name may be used, keeping in mind that the longer the name the smaller the letters may be.

Not allowed on signage:
College, department, section, unit or center names

NUMBER

Limited to one sign per building.

Additional signage may be considered:
- For distinctly separate building elements, such as wings, which have significant, unique identity or recognition needs.
- Only if the building’s architectural features, circulation, layout and pedestrian traffic volume justify such signage.
EXTERIOR SIGNS
TYPE: EX-3
Building Mounted Letters

COLORS
Brushed Aluminum with clear coat
Stainless Steel with clear coat

LETTERS
San Serif Font: Proxima Nova
Serif Font: Capita
• All uppercase
• Size will vary with length of name and location of letters.
• Letters should be proportional to the area on which the letters are mounted
• 12" cap height is recommended for most applications

GRAPHICS
Not needed for this sign
**EXTERIOR SIGNS**

**TYPE: EX-3**  
*Building Mounted Letters*

**INSTALLATION**

- Fabricated reverse channel letters, 1/8” Thick Wall
- Threaded studs with sleeves painted to match letter face, set with silicone adhesive.
- Letters to be mounted in a manner that does not damage the building materials or architectural elements.
EXTERIOR SIGNS

TYPE: EX-4
Vehicular Wayfinding, Post Mounted

FUNCTION
Provide drivers with advance directional information to university destinations and parking facilities.

LOCATION
- City streets and campus roads with less than two lanes in each direction
- Placed perpendicular to the road, facing oncoming traffic
- Placement (height and location) to maximize visibility

CONTENT
Maximum of four (4) destinations:
1st priority
- Primary Destinations
- Next Campus
- Visitor Parking garages, circle P
2nd priority
- Secondary Destinations
- Destinations which draw from outside region
3rd priority
- Tertiary destinations

Medical Campus:
1st priority
- Emergency
- Visitor/ Patient Garages, circle P
2nd priority
- Next campus
- Medical facilities in adjacent areas
3rd priority
- Other primary destinations in next campus
**EXTERIOR SIGNS**

**TYPE: EX-4.2**

*Vehicular Directional: Supplemental*

**FUNCTION**

To provide supplemental vehicular directional information, such as directions to an individual destination, parking garage, drop-off or service/delivery area.

**LOCATION**

At secondary decision points at intersections of smaller drives and secondary routes. At locations where additional clarification is required to access an individual destination, such as additional turns not covered by primary vehicular signage. At locations where clarification of access is required, such as “ambulance entrance only” or service vehicles only.”

**CONTENT**

Maximum of two destinations, two arrows and one icon. See page for icon standards.
**EXTERIOR SIGNS**

**TYPE: EX-5**

*Pedestrian Wayfinding Map*

**FUNCTION**

Provide pedestrians with directional information to nearby destinations.

**LOCATION**

- At campus entrances
- Located along major pedestrian pathways and gathering places as required to facilitate visitor navigation throughout the campus.

**CONTENT**

- University standard map with buildings, roads, parking facilities, food, ATMs, major entrances, accessible entrances, and other information
- Detailed map frame is 20 minute walk zone.
- List of major pedestrian destinations within a 20 minute walk of sign location.
- Alphanumeric key to buildings within map frame

**NUMBER**

One sign should be located at each major pedestrian traffic confluence point.
**TYPE: EX-6**  
*Electronic Marquee*

**FUNCTION**
To provide changeable/programmable event information

**LOCATION**
- All locations must be approved by the University Signage Coordinator.
- Only for use at venues with many and frequently changing events such as:
  - Ohio Union
  - Wexner Center
  - Mershon Auditorium
  - Weigel Hall
  - Schottenstein Center
  - Drake Union and Theater
  - Theaters/Large Performance Venues
  - Sports Arenas

**CONTENT**
- Permanent information will include name of district, venue and entity responsible for venue only.
- Changeable messaging may contain:
  - Name of current or future event(s)
  - Featured group or performer(s)
  - Date and Time of Event(s)
  - Contact information for tickets (website, telephone number, box office location)
  - Cross promotion of other department, district, or campus events
  - Programming of digital messaging is the responsibility of the requesting venue. Messaging must be kept current and relevant. Default messaging (time, temperature, etc.) is only allowed during brief breaks in season schedules.
- Programming may be superseded by public safety notices in the event of a campus wide emergency.

In some locations, it may be preferable not to have both a marquee sign and a building ID sign. In this case, the sign must also contain the building address.

**Not allowed on sign:**
Default messaging (time and temperature, etc.) is strongly

**NUMBER**
- Limited to one per event venue
- Where multiple venues exist in close proximity (such as in an arts of athletic district), it is strongly recommended that the venues collaborate on a single, combined sign that can advertise multiple event and venues.
EXTERIOR SIGNS

TYPE: EX-7
Tobacco Free Decal

FUNCTION
To communicate that smoking and the use of tobacco are prohibited in or on all university owned, operated or leased property including vehicles by resolution of the Board of Trustees effective January, 2014.

LOCATION
Signs are mounted on all entry doors of university owned buildings and leased properties. A minimum of one door at each pair of doors in series.

CONTENT
Messaging that communicates the University Tobacco Free Policy 7.20. To communicate that weapons, bikes, skateboard, rollerblades or pets are prohibited on or within OSU owned or leased properties. In some specific areas are subject to video recording and surveillance.

THE OHIO STATE UNIVERSITY

Building Hours:
This building is open during normal University business hours and for dedicated use (libraries, laboratories, auditoriums, etc.)
For other hours, access limited to authorized persons only
For special access or information contact Service2Facilities 614-292-HELP(4357)

Tobacco Free Environment
Smoking and the use of tobacco products are not permitted on any Ohio State University property
To report smoking violations call: 866-559-OHIO(6446)
O.R.C. 3794

THE OHIO STATE UNIVERSITY

Building Hours:
This building is open during normal University business hours and for dedicated use (libraries, laboratories, auditoriums, etc.)
For other hours, access limited to authorized persons only
For special access or information contact Service2Facilities 614-292-HELP(4357)

Tobacco Free Environment
Smoking and the use of tobacco products are not permitted on any Ohio State University property
To report smoking violations call: 866-559-OHIO(6446)
O.R.C. 3794

All weapons, including licensed concealed carry weapons, are prohibited on OSU owned or leased property
No bicycles, skateboards, rollerblades or pets permitted inside the building
EXTerior Signs
Type: EX-8
Tobacco Free Pole-Mounted Sign

Function
To communicate that smoking and the use of tobacco are prohibited in or on all university owned, operated or leased property including vehicles by resolution of the Board of Trustees effective January, 2014.

Location
Signs are located at the major pedestrian entry and exit points of parking lots, outdoor event areas and tailgate spaces.

Content
Messaging that communicates the University Tobacco Free Policy 7.20.
**FUNCTION**

To communicate that smoking and the use of tobacco are prohibited in or on all university-owned, operated or leased property, including vehicles, by resolution of the Board of Trustees effective January, 2014.

**LOCATION**

Signs are mounted at loading dock areas, outdoor pavilions, terrace or other gathering spaces between buildings and structures on properties away from other buildings.

**CONTENT**

Messaging that communicates the [University Tobacco Free Policy 7.20](#).

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**THE OHIO STATE UNIVERSITY**

**INSIDE AND OUTSIDE**

Smoking and the use of tobacco products are not permitted on any Ohio State University property.

Ohio State University campuses are tobacco-free by resolution of the Board of Trustees effective January, 2014.
EXTERIOR SIGNS

TYPE: EX-10
Tobacco Free Dumpster Signs

FUNCTION
To communicate that smoking and the use of tobacco are prohibited in or on all university owned, operated or leased property including vehicles by resolution of the Board of Trustees effective January, 2014.

LOCATION
Signs are mounted on the front side of university dumpsters on owned and leased properties.

CONTENT
Messaging that communicates the University Tobacco Free Policy 7.20.

Smoking and the use of tobacco products are not permitted on any Ohio State University property.

Ohio State University campuses are tobacco free by resolution of the Board of Trustees effective January, 2014.
UNIVERSITY INTERIOR SIGNS

TYPE: IN-1
Room Number

FUNCTION
Room number signs include braille that uniquely identifies rooms within campus buildings to provide logical way-finding.

LOCATION
The top of Sign is located at 60 inches and minimum at 50 inches where other obstructions exist. The sign shall be located alongside the door at the latch side. Where there is no wall space at the latch or right side of double doors, signs shall be located on the nearest adjacent wall.

Spaces and Capital Projects within campus that ONLY require a room number plate and no additional labeling generally include:
• General use classrooms
• General use laboratories
• Custodial closets
• Mechanical rooms
• Utility and Trash Rooms
• Copy, Mail & Storage Rooms
• Staff Kitchens & Lounge Spaces
Space exceptions:
• Stairwell doors
• Corridor intersections
• Vestibules
• Lobbies
• Alcoves

CONTENT
The room numbers shall reflect the official room numbers assigned by Facilities Information and Technology Services (FITS).
UNIVERSITY INTERIOR SIGNS
TYPE: IN-2
Room Name: Single or Multi Slot

FUNCTION

1” x 6” Single or Multi-Slot Room numbers are intended to meet the needs of rooms that require labeling beyond the basic room numbering. Room numbers include braille that uniquely identifies rooms within campus buildings to provide logical way-finding.

LOCATION

The top of Single or Multi-Slot Signs are located at 60 inches and minimum at 50 inches where other obstructions exist. The sign shall be located alongside the door at the latch side. Where there is no wall space at the latch or right side of double doors, signs shall be located on the nearest adjacent wall.

Spaces that slotted insert signs are generally used:
- Offices / Administrative spaces
- Conference Rooms
- Meeting Rooms
- Seminar Rooms
- Library / Study Centers
- Copy, Mail & Storage Rooms
- Special Laboratory and Classrooms that have functional names attached

CONTENT

The room numbers shall reflect the official room numbers assigned by Facilities Information and Technology Services (FITS).

Uses UniPrint standard 1” x 6” slot (Inserts sold separately $5.00).
UNIVERSITY INTERIOR SIGNS

TYPE: IN-3
Room Name: Single or Multi Slot

FUNCTION

2" x 6" Single or Multi-Slot Room numbers are intended to meet the needs of rooms that require labeling beyond the basic room numbering. Room numbers include braille that uniquely identifies rooms within campus buildings to provide logical way-finding.

LOCATION

The top of Multi-Slot Signs are located at 60 inches and minimum at 50 inches where other obstructions exist. The sign shall be located alongside the door at the latch side. Where there is no wall space at the latch or right side of double doors, signs shall be located on the nearest adjacent wall.

Spaces that slotted insert signs are generally used:

- Offices / Administrative spaces
- Conference Rooms
- Meeting Rooms
- Seminar Rooms
- Library / Study Centers
- Copy, Mail & Storage Rooms
- Special Laboratory and Classrooms that have functional names attached

CONTENT

The room numbers shall reflect the official room numbers assigned by Facilities Information and Technology (FITS).

Uses UniPrint standard insert 1" x 6" and 2" x 6" slot. (Inserts sold separately $5.00)
UNIVERSITY INTERIOR SIGNS

TYPE: IN-4
Room ID with Window

FUNCTION
Room ID with window is intended to meet the needs of rooms that require labeling beyond the basic room numbering. Room numbers include braille that uniquely identifies rooms within campus buildings to provide logical way-finding. The 8.5” x 11” insert holder can provide additional information about the use or schedules for the space.

LOCATION
The top of Multi-Slot Signs are located at 60 inches and minimum at 50 inches where other obstructions exist. The sign shall be located alongside the door at the latch side. Where there is no wall space at the latch or right side of double doors, signs shall be located on the nearest adjacent wall.

Spaces that slotted insert signs are generally used:
- Suites
- Conference rooms
- Meeting Rooms
- Event spaces requiring schedules

CONTENT
The room numbers shall reflect the official room numbers assigned by Facilities Information and Technology Services (FITS).

Holds any 8.5” x 11” paper insert. Insert content shall follow university branding guidelines.
UNIVERSITY INTERIOR SIGNS
TYPE: IN-5
Restroom

FUNCTION
To identify all public, private, unisex, family and HC restroom facilities within campus buildings

LOCATION
Tactile restroom signs shall be upper case letters only located at 50 inches minimum and 60 inches maximum. The sign shall be located alongside the door at the latch side. Where there is no wall space at the latch or right side of double doors, signs shall be located on the nearest adjacent wall.

Pictogram Fields shall have a field height of 6 inches maximum. Characters and braille shall not be located in the pictogram field. The pictoral shall be centered directly under the tactical restroom sign.

CONTENT
Signs must include the text “MEN”, “WOMEN,” or “RESTROOM” and appropriate pictoral, accessibility symbol, and room number.

The room numbers shall reflect the official room numbers assigned by Facilities Information and Technology (FITS).
UNIVERSITY INTERIOR SIGNS

TYPE: IN-6
Lactation Room

FUNCTION
This sign is used to indicate a lactation room.

LOCATION
The sign shall be located at 60 inches and minimum at 50 inches where other obstructions exist. The sign shall be located alongside the door at the latch side. Where there is no wall space at the latch or right side of double doors, signs shall be located on the nearest adjacent wall.

CONTENT
The room number shall reflect the official room number assigned by Facilities Information and Technology (FITS).
UNIVERSITY INTERIOR SIGNS

TYPE: IN-7
In Use/Not in Use Slider 4 x 7.5

FUNCTION
These signs are used to indicate whether or not a room is currently in use.

LOCATION
Located tight to the bottom of room signs at conference rooms, lactation rooms and reserved spaces.

CONTENT
Acrylic slider.
UNIVERSITY INTERIOR SIGNS

TYPE: IN-8
Building Directory: Menu Board

FUNCTION

Menu boards are recommended for use when directory text changes are anticipated. Menu boards seem to work best where posting of general information is desired.

Slotted menu boards are should complement the architecture of the building spaces, the following background colors provide options for most buildings.

- 7002 Red / Black
- PMS 424 Grey / Black
- PMS 7534 Beige / Black
- PMS 7532 Brown / Black
- 91134 White / Black

LOCATION

Slotted Building Directories Boards are located in close proximity to the main and high traffic secondary building entrances. They should be placed in a location that is visible to those entering the building. Floor menu boards should be placed at elevator lobby walls that are visible when entering or exiting the elevator.

CONTENT

Slotted Building Directories should list each floor with key destinations including room numbers on each level. Examples of key destinations could included department offices, main conference spaces, restrooms and other areas on the floor.

Slotted Elevator Directories should be limited to only the destinations located on that level, arrows can also be used in addition to the room numbers for difficult to find spaces.

Alternate Directories can be wall mounted or freestanding map directories. If map directories are desired then professionally created maps are required along with written spaces and room numbers below the map. All map directories require approval of the university coordinator.

BACKGROUND COLOR OPTIONS

- Red (PMS 7002)
- White (PMS 91134)
- Grey (PMS 424)
- Brown (PMS 7532)
- Beige (PMS 7534)
UNIVERSITY INTERIOR SIGNS
TYPE: IN-9
STDL - Surface Mounted Letters

FUNCTION
Surface applied letters are used to indicate the entrance to an area or department and used for named spaces.

LOCATION
Located above doorways, reception areas or prominate areas to identify departments or named spaces.

CONTENT
Proxima Nova or Capita chem metal upper and lowercase letter heights 12in, 8in, 6in, 4in, and 3in by 1/4" thick. Color options are brushed aluminum, black and white letters.
UNIVERSITY INTERIOR SIGNS

TYPE: IN-10
Safety/Fire Signs

FUNCTION
To identify the nearest public location of fire extinguishers.

LOCATION
Directly above the fire extinguisher cabinet.

CONTENT
- The color of the letters is to contrast with the background color, e.g., white letters on red background.
- Wording and/or pictorials shall conform to local Fire and Safety Code requirements.
UNIVERSITY INTERIOR SIGNS

TYPE: IN-11

Standpipe Signs

FUNCTION
To identify the public of the location of standpipes.

LOCATION
Directly above the fire hose standpipe.

CONTENT
• The color of the letters is to contrast with the background color, e.g., white letters on red background.
• Wording and/or pictorials shall conform to local fire and safety zone requirements.
UNIVERSITY INTERIOR SIGNS
TYPE: IN-12
Safety/Fire Signs

FUNCTION
These signs are used to identify the exterior fire department connection locations on buildings.

LOCATION
Sign centered over connection. Top of sign located at 84” above grade.

CONTENT
- The color of the letters is to contrast with the background color, e.g., white letters on red background.
- Wording shall conform to local Fire and Safety Code requirements.
UNIVERSITY INTERIOR SIGNS

TYPE: IN-13
Safety/ Fire Signs

FUNCTION
These signs are used to locate specific areas within buildings for emergency identification, with braille room numbers assigned by Facilities Information and Technology Services (FITS).

LOCATION
Located at 60 inches and minimum 50 inches where obstructions exists. The sign shall be located alongside the door at the latch side. Where there is no wall space at the latch or right side of double doors, signs shall be located on the nearest adjacent wall.

Spaces that signs are generally used to identify specific areas
- Electric room
- Fire Alarm Panel
- Fire Command Center
- Fire Pump Room
- Generator Room

CONTENT
The color of the letters is contrast to the background (e.g. white letters on red or black background). Wording shall conform to The Ohio State University Public Safety approved standards.
FUNCTION
This sign is used to indicate the maximum occupancy allowable by code in an assembly area.

LOCATION
Location required in assembly spaces adjacent to main entry/exits of space.

CONTENT
Chem metal sign with brushed aluminum finish. Wording shall conform to local fire and safety code requirements.
UNIVERSITY INTERIOR SIGNS

TYPE: IN-15

8 x 7.5 Stairway Identification

FUNCTION

This sign is used to identify the stair on the public egress side of the stairwell.

LOCATION

Located on the public strike side of the stair door.

CONTENT

- White letters and pictorial on acrylic with braille. Indicate stair location within building (N, S, E, W, etc.). Coordinate stair location with ST-31 signs.
- Wording and/or pictorials shall conform to local fire and safety zone requirements.
UNIVERSITY INTERIOR SIGNS

**TYPE: IN-16**

*12 x 9 Stair Level Sign*

---

**FUNCTION**

This sign is used to identify floors and roof access accessible by stairwell.

**LOCATION**

Located on the interior strike side of stair door on the common path of travel.

**CONTENT**

- White letters and pictorial on acrylic with braille. Indicate stair location within building (N, S, E, W, etc.). Coordinate stair location with ST-30 signs.
- Wording and/or pictorials shall conform to local fire and safety zone requirements.
UNIVERSITY INTERIOR SIGNS

TYPE: IN-17
3.75 x 3.75 Elevator Door Jam Plate

FUNCTION
This sign is used to indicate floors from an elevator access point.

LOCATION
Located outside elevator door jam.

CONTENT
Letters on acrylic.
**FUNCTION**
These signs are used to indicate a specific elevator lobby or emergency department as referenced by the wayfinding map.

**CONTENT**
1/4" acrylic letters on 1/2" sintra.

**LOCATION**
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: ST-Donor Plaque

Donor Plaque

Sanctuary Dedicated by
MJ & RONALD SCHNIPKE

FUNCTION
These signs are used to indicate the names of donors.

CONTENT
Letters engraved in 1/4" aluminum.

LOCATION
To be determined by Wexner Medical Center Development. Typically installed at the entrance to a room or department.
WMC INTERIOR SIGNS

TYPE: STDS

Door Mounted Safety Info and Window Backer

FUNCTION

These signs are used to display safety inserts and other information.

CONTENT

Frame is clear acrylic window on plastic frame. Window Backer is white vinyl.

LOCATION

To be determined by Wexner Medical Center Facility Planning. Typically on the center of a door. Window Backer used on glass doors.
WMC INTERIOR SIGNS

**TYPE: STDSI**

*Door Mounted Safety Info Insert*

---

**FUNCTION**

These signs are used to display safety notices and other information. For use in an STDS frame.

**CONTENT**

Print on plastic substrate.

**LOCATION**

To be determined by Wexner Medical Center Wayfinding Analyst.

---

**WARNING**

RESTRICTED AREA

POWERFUL MAGNET IS ALWAYS ON

---

**CAUTION**

MRI ZONE 3

Screened MRI Patients

---

**DANGER**

MRI ZONE 4

Screened MRI Patients

---

**NOTICE**

MRI ZONE 1

General Public Area

---

MRI ZONE 2

Unscreened MRI Patients

---

**WARNING**

LIQUID NITROGEN

INFORM THE TECHNICIAN IF YOU MAY BE PREGNANT

---

**CAUTION**

RESTRICTED AREA

---

**DANGER**

EYE WASH

---

**NOTICE**

RADIATION

---

**WARNING**

PROTECTIVE GEAR REQUIRED

---

**DANGER**

SURGICAL ATTIRE REQUIRED

---

**NOTICE**

BIOHAZARD safety level 1

---

**DANGER**

CHEMOTHERAPY WASTE

---

**WARNING**

RADIOACTIVE MATERIALS

---

**DANGER**

NO OXYGEN TANKS Beyond this point

---

**WARNING**

NO PACEMAKERS

---

---
WMC INTERIOR SIGNS

TYPE: STEP14
Blade Sign

FUNCTION
These signs are used to indicate the location of certain departments or services.

CONTENT
Vinyl letters on acrylic face.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
FUNCTION
These signs are used to indicate the location of certain departments or services.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.

CONTENT
Letters on acrylic.
FUNCTION
These signs are used to display information. For use in an STIH.

CONTENT
Digital print on plastic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.

Stoneridge Medical Center
The Ohio State University Wexner Medical Center

Emergency Phone Numbers

- Police/Fire/Medical
  - Dial "911"

- OSU Security
  - Dial "3-8500" if using an OSU desk/wall phone
  - Dial "293-8500" if using your cell phone

- IT
  - Dial "3-3861" if using an OSU desk/wall phone
  - Dial "293-3861" if using your cell phone
WMC INTERIOR SIGNS

TYPE: STEP27

No Cell Phones

As a courtesy to others, please refrain from using cell phones.

FUNCTION
These signs are used to indicate that visitors should refrain from using cell phones.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
FUNCTION
These signs are used to indicate the location of certain departments or services.

CONTENT
Vinyl on acrylic face.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst. Typically hung from the ceiling in public corridors.
WMC INTERIOR SIGNS

TYPE: STEP28

Overhead Double Sided 10 x 23
**WMC INTERIOR SIGNS**

**TYPE: STEP29**

*Overhead Double Sided 10 x 47*

---

**Side A**

- 5 North Wing
- Cardiovascular Services
- 5 West Wing
- Cardiac Cath, Echo, Stress Testing

**Side B**

**FUNCTION**

These signs are used to indicate the location of certain departments or services.

**CONTENT**

Vinyl on acrylic face.

**LOCATION**

To be determined by Wexner Medical Center Wayfinding Analyst. Typically hung from the ceiling in public corridors.

---
MOUNTING
**FUNCTION**
These signs are used to indicate whether or not a room is currently in use.

**CONTENT**
Acrylic slider.

**LOCATION**
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STEP33
In Use/Not In Use Slider 4 x 12

FUNCTION
These signs are used to indicate whether or not a room is currently in use.

CONTENT
Acrylic slider.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STFL-C
Free Standing Directional 2014

FUNCTION
These signs are used to indicate directions to various departments and services for patients and visitors.

CONTENT
Letters and arrows on acrylic and aluminum face.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
FUNCTION
These signs are used to indicate directions to various departments and services for patients and visitors.

CONTENT
Letters and arrows on acrylic and aluminum face.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: ST-FT1
Fire Tag

FUNCTION
These signs are used to indicate fire doors.

CONTENT
Red acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STIH
8.625 x 6 Insert Holder

FUNCTION
These signs are used to display patient isolation information.

CONTENT
Acrylic with clear window.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
FUNCTION
These signs are used to display informational inserts.

CONTENT
Acrylic with clear window.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

**TYPE: STIH**

*18 x 12 Insert Holder*

**FUNCTION**

These signs are used to display informational inserts.

**CONTENT**

Acrylic with clear window.

**LOCATION**

To be determined by Wexner Medical Center
Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STIH-D

11.75 x 9.25 Desktop Insert Holder

FUNCTION
These signs are used to display informational inserts.

CONTENT
Acrylic with clear window.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STIHIS

6 x 6 ADA Patient Room Number

FUNCTION
These signs are used to indicate patient room numbers.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STLI
12 and 2 Inch Level Indicator

FUNCTION
These signs are used to indicate the current floor level.

CONTENT
Chem metal letters on a sintra backer.

LOCATION
To be determined by Facility Planner. Typically found in elevator lobbies.
**WMC INTERIOR SIGNS**

**TYPE: STMECCA**

5 x 7 Double Sided Sign with Frame

**FUNCTION**

Used to point towards Mecca.

**CONTENT**

Vinyl on acrylic with an aluminum frame.

**LOCATION**

To be determined by Facility Planner and a Sanctuary Representative.
WMC INTERIOR SIGNS

TYPE: STOS
3.5 x 3.5 Occupancy Load

Maximum Occupancy

FUNCTION
This sign is used to indicate the maximum occupancy of a room.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
**FUNCTION**
This sign is used to indicate numbered destinations.

**CONTENT**
Letters on acrylic.

**LOCATION**
To be determined by Wexner Medical Center Wayfinding Analyst.
Option 1 for Ceiling Tiles

Option 2 for Sheetrock Ceiling
WMC INTERIOR SIGNS
TYPE: STPB.1
6 x 6 Bay Number

FUNCTION
This sign is used to indicate numbered destinations.

CONTENT
Numbers on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS
TYPE: STPH
2.5 x 6 Patient Head

FUNCTION
This sign is used to indicate a room's number.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STPP
Perpendicular Pictogram

FUNCTION
This sign is used to indicate the location of certain departments of services.

CONTENT
Symbols on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS
TYPE: STPP
Perpendicular Pictogram
WMC INTERIOR SIGNS

TYPE: STPR-1
3 x 6 Patient Room Sign

FUNCTION
This sign is used for visitor and clinical staff information.

CONTENT
Acrylic frame with clear window.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STPR-4
10.5 x 6 Patient Room Sign

FUNCTION
This sign is used for visitor and clinical staff information.

CONTENT
Acrylic frame with clear window.

LOCATION
To be determined by Wexner Medical Center
Wayfinding Analyst.
WMC INTERIOR SIGNS
TYPE: STPRI
2.125 x 5.5 Patient Room Insert

FUNCTION
This sign is used for visitor and clinical staff information.

CONTENT
Plastic print for use in a STPR-1 or STPR-4.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
FUNCTION
This sign is used to indicate a room's number and display an insert.

CONTENT
Letters on acrylic with insert window.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STRIW
5.25 x 6 Room Insert Holder

FUNCTION
This sign is used to display an insert below an STRN.

CONTENT
Acrylic with clear window.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
**WMC INTERIOR SIGNS**

**TYPE: STRIW-I**

*4.375 x 5.625 Insert*

---

**FUNCTION**

This sign is used to indicate information below and STRN.

**CONTENT**

Printed plastic insert.

**LOCATION**

To be determined by Wexner Medical Center Wayfinding Analyst.

---

**Clean Linen**

**Emergency Exit Only**

**Manager-Oncology**

Miranda A. Gill

MSN, RN
WMC INTERIOR SIGNS
TYPE: STRN
2.5 x 6 Room Number

FUNCTION
This sign is used to indicate a room’s number.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STRS-1
5 x 6 Restroom - Handicap Accessible

FUNCTION
This sign is used to indicate a handicap accessible restroom.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS
TYPE: STRS-2
5 x 6 Restroom - NH

**FUNCTION**
This sign is used to indicate non-handicap accessible restrooms.

**CONTENT**
Letters on acrylic.

**LOCATION**
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS
**TYPE: STRS-3**
5 x 6 Restroom - Unisex

**FUNCTION**
This sign is used to indicate a unisex restroom.

**CONTENT**
Letters on acrylic.

**LOCATION**
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STRS-4

5 x 6 Restroom - Unisex Handicap Accessible

FUNCTION
This sign is used to indicate unisex handicap accessible restrooms.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STSI
9.5 x 6 Stairway Identification

FUNCTION
This sign is used to indicate a stairwell.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STSL
3 x 3.5 Stair Level Marker

FUNCTION
This sign is used to indicate floors accessible from a stairwell.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STSS

12.5 x 6 Stair Level Sign

James Cancer Hospital Northeast Stair

FLOOR

10

LL - Floor 10
Roof Access

Down to Ground Floor for Exit Discharge

FIRE EXIT
DO NOT BLOCK OR FASTEN OPEN

FUNCTION
This sign is used to indicate floors accessible by a stairwell.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst. Typically installed inside a stairwell.
WMC INTERIOR SIGNS

TYPE: STTE
9.5 x 6 Exit

FUNCTION
This sign is used to indicate an exit.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
TYPE: STWB
Window Backers

FUNCTION
Used as a backer for signs to be installed on glass surfaces.

CONTENT
White vinyl.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STWD

Frame Options

OPTION 1:
48-1/4" x 23-1/4" Frame

OPTION 2:
36-1/4" x 23-1/4" Frame

OPTION 3:
28-1/4" x 23-1/4" Frame

OPTION 4:
16-1/4" x 23-1/4" Frame

OPTION 5:
8-1/4" x 23-1/4" Frame

FUNCTION
This sign is used to indicate the direction to certain departments or services.

CONTENT
Letters and arrows on acrylic. Modular system within aluminum frame sizes.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS
TYPE: STWD-1
20 x 23 Wall Mounted Directional Header

FUNCTION
This sign is used to indicate a floor’s number within a STWD frame.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS
TYPE: STWD-1-B
12 x 23 Custom Header

Levels CL-21
Staff Elevators
(Staff, vendors, and deliveries only)

NOTE: For access to Level 5 use elevators 9 or 10.

FUNCTION
This sign is used to indicate elevator type and details within a STWD frame.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
FUNCTION
This sign is used to indicate the direction to the Emergency Department within a STWD frame.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS
TYPE: STWD-3
4 x 23 Department Panel

Pharmacy

FUNCTION
This sign is used to indicate the direction to certain departments or services within a STWD frame.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
FUNCTION
This sign is used to indicate the direction to certain departments or services within a STWD frame.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS
TYPE: STWD-4
2 x 23 Destination Panel

← Dining - Seasons Cafe
→ Restrooms

FUNCTION
This sign is used to indicate the direction to certain departments or services within a STWD frame.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
WMC INTERIOR SIGNS

TYPE: STWD-M

Map Insert Holder

FUNCTION
This sign is used to display wayfinding maps and safety maps within a STWD frame.

CONTENT
Acrylic with clear window.

LOCATION
To be determined by Wexner Medical Center Wayfinding Analyst.
INTERIOR INSTALLATION DETAILS

STANDARD INTERIOR SIGN TYPES

Single Door (In-Swinging) Installation

MOUNTING HEIGHTS

The top of the sign is located at 60 inches and minimum at 50 inches where other obstructions exist.

Note: ADAAG 703.4.1 Tactile characters on signs shall be located 48 inches minimum above the finish floor or ground surface, measured from the baseline of the lowest tactile character and 60 inches maximum.

INSTALLATION LOCATION

Wall mounted signs should be installed on the latch side of the door. Maintain a distance of 3” between the edge of the sign and the door frame.

NO SIGNS MAY BE INSTALLED ON DOORS, unless there is no other option available.

Where space is not available on the latch side of the door, use the following locations in order of preference:
1. Hinge side of the door.
2. Nearest wall adjacent to the door latch.
3. On door if no other option is available.

INSTALLATION METHOD

Install signs on clean, non-porous surfaces with adhesive tape.

Silicone caulk may be added for installation on wallcovering surfaces.

Mechanical or through-face fasteners are not permitted.

Note: If you are not able to install the signs as indicated in the guide, please contact the OSU Signage Coordinator for alternate installation instructions.
INTERIOR INSTALLATION DETAILS

STANDARD INTERIOR SIGN TYPES

Single Door (Out-Swinging) Installation

MOUNTING HEIGHTS
The top of the sign is located at 60 inches and minimum at 50 inches where other obstructions exist.

Note: ADAAG 703.4.1 Tactile characters on signs shall be located 48 inches minimum above the finish floor or ground surface, measured from the baseline of the lowest tactile character and 60 inches maximum.

INSTALLATION LOCATION
All wall mounted signs should be installed on the latch side of the door. On out-swinging doors measure 18" from the frame and install sign centered in the 18" space.

NO SIGNS MAY BE INSTALLED ON DOORS, unless there is no other option available.

Where space is not available on the latch side of the door, use the following locations in order of preference:
1. Hinge side of the door.
2. Nearest wall adjacent to the door latch.
3. On door if no other option is available.

INSTALLATION METHOD
Install signs on clean, non-porous surfaces with adhesive tape.

Silicone caulk may be added for installation on wallcovering surfaces.

Mechanical or through-face fasteners are not permitted.

Note: If you are not able to install the signs as indicated in the guide, please contact the OSU Signage Coordinator for alternate installation instructions.
INTERIOR INSTALLATION DETAILS

STANDARD INTERIOR SIGN TYPES

Double Door (In-Swinging)

MOUNTING HEIGHTS

The top of the sign is located at 60 inches and minimum at 50 inches where other obstructions exist.

Note: ADAAG 703.4.1 Tactile characters on signs shall be located 48 inches minimum above the finish floor or ground surface, measured from the baseline of the lowest tactile character and 60 inches maximum.

INSTALLATION LOCATION

All wall mounted signs should be installed on the latch side of the door. Maintain a distance of 3” between the edge of the sign and the door frame.

NO SIGNS MAY BE INSTALLED ON DOORS, unless there is no other option available.

Where space is not available to the right of the right hand door, use the following locations in order of preference:
1. Nearest wall adjacent to the right side of the right hand door.
2. The left side of the left handed door.
3. On the door if no other option is available.

INSTALLATION METHOD

Install signs on clean, non-porous surfaces with adhesive tape.

Silicone caulk may be added for installation on wallcovering surfaces.

Mechanical or through-face fasteners are not permitted.

Note: If you are not able to install the signs as indicated in the guide, please contact the OSU Signage Coordinator for alternate installation instructions.
**Interior Installation Details**

**Standard Interior Sign Types**

*Double Door (Out-Swinging)*

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**Mounting Heights**

The top of the sign is located at 60 inches and minimum at 50 inches where other obstructions exist.

Note: ADAAG 703.4.1 Tactile characters on signs shall be located 48 inches minimum above the finish floor or ground surface, measured from the baseline of the lowest tactile character and 60 inches maximum.

**Installation Location**

All wall mounted signs should be installed on the latch side of the door. On out-swinging doors measure 18" from the frame and install sign centered in the 18" space.

No signs may be installed on doors, unless there is no other option available.

Where space is not available to the right of the right hand door, use the following locations in order of preference:

1. Nearest wall adjacent to the right side of the right hand door.
2. The left side of the left handed door.
3. On the door, if no other option is available.

**Installation Method**

Install signs on clean, non-porous surfaces with adhesive tape.

Silicone caulk may be added for installation on wallcovering surfaces.

Mechanical or through-face fasteners are not permitted.

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**Note:** If you are not able to install the signs as indicated in the guide, please contact the OSU Signage Coordinator for alternate installation instructions.
INTERIOR INSTALLATION DETAILS

STANDARD INTERIOR SIGN TYPES
Door with Side Lite (In-Swinging)

MOUNTING HEIGHTS
The top of the sign is located at 60 inches and minimum at 50 inches where other obstructions exist.

Note: ADAAG 703.4.1 Tactile characters on signs shall be located 48 inches minimum above the finish floor or ground surface, measured from the baseline of the lowest tactile character and 60 inches maximum.

INSTALLATION LOCATION
All wall mounted signs should be installed on the latch side of the door. Maintain a distance of 3” between the edge of the sign and the door frame.

NO SIGNS MAY BE INSTALLED ON DOORS, unless there is no other option available.

Where space is not available on the latch side of the door, use the following locations in order of preference:
1. Hinge side of the door.
2. Nearest wall adjacent to the door latch.
3. On door if no other option is available.

INSTALLATION METHOD
1. To cover the view of adhesive inside the glass, use dark gray vinyl patch on the first surface of the glass with the sign applied to the vinyl patch.
2. Install signs on glass with adhesive tape.

Note: If you are not able to install the signs as indicated in the guide, please contact the OSU Signage Coordinator for alternate installation instructions.
INTERIOR INSTALLATION DETAILS

STANDARD INTERIOR SIGN TYPES

Single Door (All Safety/Hazard Signs)

MOUNTING HEIGHTS
Install signs at 60° from the finished floor to the top of the sign plate.

INSTALLATION LOCATION
Safety and hazard signs should be installed in the center of the door.

INSTALLATION METHOD
Install signs on clean, non-porous surfaces with adhesive tape.

Mechanical or through-face fasteners are not permitted.

Note: If you are not able to install the signs as indicated in the guide, please contact the OSU Signage Coordinator for alternate installation instructions.
INTERIOR INSTALLATION DETAILS

STANDARD INTERIOR SIGN TYPES

Single Door (Double Safety/Hazard Signs)

MOUNTING HEIGHTS

Install signs at 60” from the finished floor to the top of the sign plate.

INSTALLATION LOCATION

When more than one safety and hazard signs are to be installed on the door side by side and centered on the door.

INSTALLATION METHOD

Install signs on clean, non-porous surfaces with adhesive tape. THIS INCLUDES REPAIRING AND PAINTING DOORS.

Note: If you are not able to install the signs as indicated in the guide, please contact the OSU Signage Coordinator for alternate installation instructions.
INTERIOR INSTALLATION DETAILS

STANDARD INTERIOR SIGN TYPES

Single Door (Page Holders)

MOUNTING HEIGHTS
Install signs at 60” from the finished floor to the top of the sign plate.

INSTALLATION LOCATION
Page Holder signs should be installed in the center of the door.

INSTALLATION METHOD
Install signs on clean, non-porous surfaces with adhesive tape. THIS INCLUDES REPAIRING AND PAINTING DOORS.

**Note:** If you are not able to install the signs as indicated in the guide, please contact the OSU Signage Coordinator for alternate installation instructions.
INTERIOR INSTALLATION DETAILS

STANDARD INTERIOR SIGN TYPES
Vinyl Lettering

MOUNTING HEIGHTS
Install signs at 60" from the finished floor to the top of the sign plate.

INSTALLATION LOCATION
All vinyl letters should be installed in the center of the door.

INSTALLATION METHOD
Install signs on clean, non-porous surfaces with adhesive tape. THIS INCLUDES REPAIRING AND PAINTING DOORS.

Note: If you are not able to install the signs as indicated in the guide, please contact the OSU Signage Coordinator for alternate installation instructions.
INTERIOR INSTALLATION DETAILS
STANDARD INTERIOR SIGN TYPES
Single Door (In Use Slider)

MOUNTING HEIGHTS
Install signs at 60” from the finished floor to the top of the sign plate.

INSTALLATION LOCATION
In Use Slider signs should be installed in the center of the door.

INSTALLATION METHOD
Install signs on clean, non-porous surfaces with adhesive tape. THIS INCLUDES REPAIRING AND PAINTING DOORS.

Note: If you are not able to install the signs as indicated in the guide, please contact the OSU Signage Coordinator for alternate installation instructions.
INTERIOR INSTALLATION DETAILS

STANDARD INTERIOR SIGN TYPES

Department Signage

MOUNTING HEIGHTS
Install signs at 6” from the standard room sign and align the bottom of the signs.

INSTALLATION LOCATION
All Department signs should be located 6” from the standard room sign with the bottoms aligned.

INSTALLATION METHOD
Install signs on clean, non-porous surfaces with adhesive tape. THIS INCLUDES REPAIRING AND PAINTING DOORS.

Note: If you are not able to install the signs as indicated in the guide, please contact the OSU Signage Coordinator for alternate installation instructions.
PARKING GARAGE EXTERIOR

TYPE: EX.1M
Parking ID, Large Monument with Reader Board

FUNCTION
To identify parking garage buildings by displaying the garage name, address and current access status to staff and/or visitors.
Primary sign type used to identify garages.

LOCATION
At or near primary garage entrances where there is sufficient ground area and setback from the roadway.

CONTENT
Parking Symbol
Immediately recognizable universal parking symbol used consistently throughout all campus signage, maps, and supporting wayfinding materials to identify parking garage locations.

Garage Name
Official name of the parking garage as assigned by OSU. Maximum 4 lines of copy.

Street Address
Official Street Address as assigned by OSU. Maximum 2 lines of copy.

Digital Reader Board
Displays a custom message managed by CampusParc. May include: welcome message, current access, special event use, alternate parking locations.
PARKING GARAGE EXTERIOR

TYPE: EX.1W
Parking ID, Wall Mount with Reader Board

FUNCTION
To identify parking garage buildings by displaying the garage name, address and current access status to staff and/or visitors. Used when there is no suitable location for EX.1M.

LOCATION
Building-mounted at or near primary garage entrances where there is a suitable, visible location on the garage structure. Minimum mounting height of 12'-0” A.F.F.

CONTENT
Parking Symbol
Immediately recognizable universal parking symbol used consistently throughout all campus signage, maps, and supporting wayfinding materials to identify parking garage locations.

Garage Name
Official name of the parking garage as assigned by OSU. Maximum 4 lines of copy.

Digital Reader Board
Displays a custom message managed by CampusParc. May include: welcome message, current access, special event use, alternate parking locations.
FUNCTION
To identify parking garage buildings by displaying the garage name. Typically used for secondary entrances; or in combination with EX.1MRB when there is no suitable location for EX.1W.

LOCATION
Building mounted at or near primary and/or secondary garage entrances where there is a suitable, visible location on the garage structure. Can also be mounted high on a building to provide visibility from a long distance. Minimum mounting height of 12'-0" AFF.

CONTENT
Parking Symbol
Immediately recognizable universal parking symbol used consistently throughout all campus signage, maps, and supporting wayfinding materials to identify parking garage locations.

Garage Name
Official name of the parking garage as assigned by OSU. Maximum 4 lines of copy.
**FUNCTION**

To display welcome message; to indicate current access status to staff and visitors. Typically used in combination with EX.1WS.

**LOCATION**

At or near primary garage entrances, typically integrated into building architecture where there is a suitable, visible location to avoid obstructing sidewalks.

**CONTENT**

**Digital Reader Board**
Displays a custom message managed by CampusParc. May include: welcome message, current access, special event use, alternate parking locations.
FUNCTION

To enhance primary visitor garage entrances by displaying the garage name and address. For use on visitor garages only.

LOCATION

At visitor garage primary entrances directly above the entry lane(s).

CONTENT

Garage Name

Official name of the parking garage as assigned by OSU. Maximum 4 lines of copy.

Street Address

Official Street Address as assigned by OSU. Maximum 2 lines of copy.
EXAMPLES

Below are examples of how EX.2WE can be applied to visitor garage entrances.

12th Avenue Garage

Tuttle Park Place Garage

Lane Avenue Garage

Neil Avenue Garage

Ohio Union South Garage
PARKING GARAGE EXTERIOR

TYPE: EX.3M
Parking Entry ID, Freestanding

FUNCTION
To identify a secondary entrance when there is no suitable location for EX.1WS.

LOCATION
At a secondary garage entry where an EX.1WS is not feasible and where there is sufficient ground area and setback from the roadway.

CONTENT

Parking Symbol
Immediately recognizable universal parking symbol used consistently throughout all campus signage, maps, and supporting wayfinding materials to identify parking garage locations.

Garage Name
Official name of the parking garage as assigned by OSU. Maximum 4 lines of copy.
FUNCTION
To direct drivers to a primary garage entrance where it is not clearly visible from a primary street.

LOCATION
At locations where the primary entrance is not clearly visible from the primary street and where there is sufficient ground area and setback from the roadway.

CONTENT
Parking Symbol
Immediately recognizable universal parking symbol used consistently throughout all campus signage, maps, and supporting wayfinding materials to identify parking garage locations.

Arrow
Directional arrow, as applies.
FUNCTION
To alert drivers to the lowest clearance height in the garage; to keep high clearance vehicles from entering.

LOCATION
Immediately inside all entry lanes into the garage.

CONTENT
Clearance Height
Announce lowest clearance inside garage.
PARKING GARAGE INTERIOR

TYPE: PD.1.1
Parking Directional with Bang Bar

FUNCTION
To alert drivers to the lowest clearance height; to display wayfinding options or other information at the initial decision point inside the garage.

LOCATION
At vehicular garage entrances where EX.2WE is not being used. Typically at secondary vehicular entrances.

CONTENT
Directional Message
Overhead display of a variety of directional, informational, and precautionary messages. See parking directional layouts for typical examples.

Bang Bar
Announce lowest clearance in the garage.
FUNCTION
To display wayfinding options or other driver-related information.

LOCATION
Suspended overhead at vehicular decision points, centered on drive aisle.

CONTENT
Arrow
Directional arrow, as applies.

Traffic Symbol
Displays direction of traffic. Reference PD.1.1 for typical examples.

Primary Message
Overhead display of a variety of directional, informational, and precautionary messages. See parking directional layouts for typical examples.
PARKING GARAGE INTERIOR

TYPE: PD.1.3
Parking Directional, Surface Mount

FUNCTION
To display wayfinding options or other driver-related information.

LOCATION
Surface-mounted on walls or beams at decision points, centered on drive aisle.

CONTENT
Arrow
Directional arrow, as applies.

Traffic Symbol
Displays direction of traffic. Reference PD.1.1 for typical examples.

Primary Message
Overhead display of a variety of directional, informational, and precautionary messages. See parking directional layouts for typical examples.

Arrow  Traffic Symbol  Primary Message

Parking  Exit
PARKING GARAGE INTERIOR

TYPE: PD.3  
Parking Directional, Pedestrian

FUNCTION
To display pedestrian-oriented information.

LOCATION
Suspended overhead at pedestrian decision points, centered over pedestrian walkway.

CONTENT

Arrow
Directional arrow, as applies.

Symbols
Varies depending on associated information.

Primary Message
Overhead display of directional or informational copy.
PARKING GARAGE INTERIOR

TYPE: PN.1L
Parking Information Sign, Post Mount, Parking Rates, Large

FUNCTION
To display hourly rates and related information in garages.

LOCATION
Locate at all public vehicular garage entrances.

CONTENT
Primary Message
Hourly rates. To be provided by CampusParc.

Secondary Messages
As shown; message may vary based on garage use.

Not allowed on parking information signs
Any information that does not pertain specifically to parking, hourly rates, or contact information for parking operator.
FUNCTION
To display hourly rates and related information in garages.

LOCATION
Adjacent to pay machines.

CONTENT
Primary Message
Hourly rates. To be provided by CampusParc.

Secondary Messages
As shown; message may vary based on garage use.

Not allowed on parking information signs
Any information that does not pertain specifically to parking, hourly rates, or contact information for parking operator.
FUNCTION
To provide information on regulations, additional parking locations, or any supporting information as required.

LOCATION
At all public pedestrian entrances where required.

CONTENT
Primary Message
Primary message as required. Message may not occupy more than 6 lines of text.

Secondary Message
Supporting copy as required.

Symbol
Symbol is used to reinforce message.
PARKING GARAGE INTERIOR

TYPE: PN.2M
Parking Information/Regulation, Wall Mount, Medium

FUNCTION
To provide information on regulations, additional parking locations, or any supporting information as required. Preferred size for regulatory messages.

LOCATION
At all public pedestrian entrances where required. No-smoking messages are required at every pedestrian entrance.

CONTENT
Primary Message
Primary message as required. Message may not occupy more than 6 lines of text.

Secondary Message
Supporting copy as required.

Symbol
Symbol used to reinforce message.

No Rollerskating, Skateboarding, Roller Blading Allowed in this Area
Ohio Revised Code 2911.21
PARKING GARAGE INTERIOR

TYPE: PN.2S
Parking Information/Regulation, Wall Mount, Small

FUNCTION

To provide information on regulations, additional parking locations, or any supporting information as required.

LOCATION

Locate at elevator lobbies adjacent to elevator call button panel.

CONTENT

Primary Message
Primary message as required. Message may not occupy more than 6 lines of text.

Secondary Message
Secondary message as required.

Symbol
Symbol used to reinforce the regulatory message.

No Rollerskating, Skateboarding, Roller Blading Allowed in this Area
Ohio Revised Code 2911.21
FUNCTION
The primary purpose for this type of signage is intended to communicate liability limits.

LOCATION
Locate at all vehicular entrances.

CONTENT
Primary Message
Message as provided by CampusParc.

CampusParc does not guard or assume car custody or control of your vehicle or its contents and is not responsible for fire, theft, damage or loss. The owner alone is responsible for parking and locking their car.
PARKING GARAGE INTERIOR

TYPE: PW.1

Pedestrian Information Elevators/Stairs

FUNCTION

To identify public elevator lobbies and stairwells. To display the level number and color. To accentuate the level color from different viewing angles.

LOCATION

At all public elevator lobbies and stair towers.

CONTENT

Primary Message
Elevator and/or stair message.

Symbol
Elevator and stair symbols reinforce primary message.

Garage Level
Floor level number.

Not allowed on parking information signs
Any messages or symbols other than those shown.
Any colors other than those specified for each level.
EXAMPLES

Below are examples of how PW.1 can be applied to elevator lobbies and/or stair towers.

12th Avenue Garage

Tuttle Park Place Garage

Ohio Union South Garage

Lane Avenue Garage
**FUNCTION**
To identify the garage and level; to display supplemental information.

**LOCATION**
At elevator lobbies adjacent or between elevator doors.

**CONTENT**

**Garage Level**
Floor level number.

**Garage Name**
Use the full name of the parking garage. Two line maximum.

**Primary Message**
Pedestrian wayfinding information.

**Message with Symbol**
Pedestrian wayfinding information with supporting symbol where applicable.
PARKING GARAGE INTERIOR
TYPE: PW.2S
Pedestrian Information, Level ID at Stairs

FUNCTION
To identify the garage and level; to display supplemental information.

LOCATION
At each stair landing; inside the stairwell if enclosed.

CONTENT
Garage Level
Floor level number.

Garage Name
Use the full name of the parking garage.
Two line maximum.

Primary Message
Pedestrian wayfinding information.

Message with Symbol
Pedestrian wayfinding information with supporting symbol where applicable.
PARKING GARAGE INTERIOR
TYPE: PW.3
Pedestrian Information, Level ID and Map

FUNCTION
To provide pedestrian with a wayfinding overview of the campus before exiting the garage.

LOCATION
At elevator lobbies and/or primary pedestrian circulation entrances. Typically located across from elevator doors where applicable.

CONTENT
Garage Level
Floor level number.

Garage Name
Use the full name of the parking garage. Two line maximum.

Primary Message
Location confirmation to orient visitors.

Secondary Message
"Please take your ticket..." message.

Campus Map
OSU to provide map artwork.
PARKING GARAGE INTERIOR

TYPE: PW.4
Pedestrian Directional, Level and Zone

FUNCTION
To direct returning pedestrians to the appropriate level zone.

LOCATION
Adjacent to a PW.3; can also be located at other primary pedestrian circulation nodes as needed. Typically located across from elevator doors where applicable.

CONTENT
Arrow
Directional arrow, as applies.

Garage Level
Floor level number.

Zone
North/South or East/West: varies per garage.
PARKING GARAGE INTERIOR

TYPE: PW.5
Pedestrian Information, Pay Machine Location

FUNCTION
To direct pedestrians to pay machine locations.

LOCATION
At all pedestrian entrances and exits where no pay machine is located.

CONTENT

Primary Message
Message as provided by CampusParc.

Secondary Message
Message as provided by CampusParc.

Symbol
Ticket symbol.
PARKING GARAGE INTERIOR

TYPE: PC.1
Pedestrian Information, Level and Zone at Columns

FUNCTION
To identify each zone and level in the garage, available in 1-sided, 2-sided, 3-sided, and 4-sided variations.

LOCATION
On or around columns at the designated level. Do not locate on columns located in the middle of vehicular ramps.

On rectangular columns, only apply to faces visible from pedestrian and vehicular traffic. When two sides of the same column face different levels or zones, use 1-sided panels on opposite sides of the column.

On round columns, wrap entire column. Only apply graphics to the faces visible from pedestrian and vehicular traffic. Maximum of two graphics on opposite sides per round column.

CONTENT

Garage Name
Use the full name of the parking garage. Two line maximum.

Garage Level
Floor level number.

Zone
North/South or East/West: varies per garage.
PARKING GARAGE INTERIOR

TYPE: PC.1
Pedestrian Information, Level and Zone at Columns

North Layout

South Layout
PARKING GARAGE INTERIOR

TYPE: PC.1
Pedestrian Information, Level and Zone at Columns

East Layout

West Layout
FUNCTION
To identify one-way ramps.

LOCATION
On column faces visible from vehicular traffic at both ends of each ramp.

CONTENT
Message
"ONE WAY"

Arrow
Diagonal arrow pointing in the direction of ramp.
PARKING GARAGE INTERIOR

TYPE: PF.1

Safety Information, Fire Extinguisher

FUNCTION
To identify fire extinguisher locations and allow them to be visible above parked vehicles.

LOCATION
Overhead wall mount centered over fire extinguisher cabinet below.

CONTENT
Symbol
Fire extinguisher symbol.
PARKING GARAGE INTERIOR

TYPE: PR.1.1 / PR.1.2

Regulatory Information, Restricted/Reserved Parking

FUNCTION

To identify parking stalls reserved for specific functions, i.e., disabled parking, expectant mother parking, 30-minute loading zone.

LOCATION

At the head of each reserved parking stall; PR.1.2 where there is an available wall surface facing the head of the parking stall, PR.1.1 where there is no suitable wall surface.

CONTENT

Symbol
Symbol to support primary message.

Primary Message
Specified parking stall function.

Secondary Message
Cautionary fines.
**FUNCTION**

To identify accessible paths of travel for people with disabilities.

**LOCATION**

Required at the head of any inaccessible path of travel; provides directional information to the nearest accessible path.

**CONTENT**

**Message**
Specify location of accessible path.

**Symbol**
Symbol to support message.

**Arrow**
Directional arrow, as applies.
SPECIALTY SIGNS

TYPE: SP-1
Commemorative Plaques

FUNCTION
To recognize a person or event of importance to the university. May be used to tell the story of historic persons or events or of those providing a gift to the university.

LOCATION
Location will vary with the purpose of the plaque, but some examples include:

- In a landscaped area, mounted on a post or non-plant landscape element, such as a rock, wall or bench.
- Mounted on the exterior of a building in a location that does not obscure or damage architectural features or interfere with information signage.
- Mounted inside a building in a public area such as a lobby, pre-function or reception area.

All exterior locations must be approved by the University Landscape Architect.

All building mounted and interior locations must be approved by the University Architect.

CONTENT
This type of signage provides the opportunity to more fully tell the story of a person or event of importance to the university or a major donor to the university, and may include the following types of information:

- Full name of donor, event or honoree
- Information about honoree or event, such as historical context, dates, etc.
- In the case of a donor, information may include reason for donation, history of donor and/or family, relevance of university, location, building or program to donor and family, etc.
SPECIALTY SIGNS
TYPE: SP-2
Tree Plaque

FUNCTION

• To identify commemorative trees, which are planted in memory or honor of a person or event of significance to the university.
• Requests for all commemorative tree plantings must be submitted to the University Landscape Architect. Please provide the following information:
  1. Reason for the request (person or event being commemorated)
  2. Desired type of tree (shade, evergreen, ornamental)
  3. Preferred location or area of campus
  4. Text to be displayed on the plaque (see content standards below.)

LOCATION

• All locations must be approved by the University Landscape Architect.
• Some areas of campus are designated as “off limits” for additional markers or memorials. These include the Oval, Mirror Lake Hollow (including the South Oval), All American Buckeye Grove south of Ohio Stadium, and lands set aside for Chadwick Arboretum use.

CONTENT

• Latin and common Name of Tree
• Description of reason for commemoration (“In Memory of” “Honoring the first ....,” etc.)
• Name of person or event being commemorated
• Dates of event or person’s life
SPECIALTY SIGNS

TYPE: SP-3
Commemorative/Honorific Recognition

FUNCTION
To recognize the naming of buildings, portions of a building, spaces or programs for a person who has made a contribution to the university.

- **Commemorative** signage recognizes contributions of financial resources or goods and services to the university.
- **Honorific** signage recognizes significant, non-monetary contributions or service to the university.

LOCATION, TYPE AND CONTENT

Entire buildings with a commemorative or honorific name:
- Exterior pin mounted letters (see sign type EX-3).
- Interior plaque describing the reason for the naming and telling the story of the donor or honoree (see sign type SP-1).
- A shortened version of the building name will be used on the building ID sign (sign types EX-1 and EX-2).

Parts of a building with a commemorative or honorific name:
- Visibly differentiation building parts, such as clearly separated wings: each part may have pin mounted letters recognizing individual donors (see sign type EX-3).
- In the case of individually named wings or parts, a single building name must be determined.
- Specific elements such as interior wings, floors, or rooms with a commemorative or honorific name will be recognized by interior signage, which may include:
  - Small plaques located at individual named spaces or at each floor (custom design)
  - Cumulative donor participation displays in a public interior space (custom design)

Exterior spaces with a commemorative or honorific name:
- Commemorative plaque, mounted on a post or non-plant landscape element (such as a rock, wall or bench) to identify the name of the space and, if desired, provide background on the donor or honoree. (see sign type SP-1)

Programs with a commemorative or honorific name (College, department, program or center):
- Interior signage that is integrated with the interior architecture of the building. Examples include:
  - Interior wall mounted lettering
  - Plaques
  - Lobby display/donor board
- Location of signage for named colleges, departments or programs will have a relationship to a physical location, for example:
  - Building lobby, if the entity is the primary occupant of the building
  - Lobby signage that allows for multiple units for entities that share a physical location with others, or
  - At the entrance to and administrative or dean/chair’s office suite for entities that share a physical location with others.

Building names with historical significance:
- If a building or exterior space has a historical name which honors an individual and records substantiate its approval by the BoT, the building name may be recognized in the same manner as a commemorative or honorific naming.
- In addition, an interior plaque may be provided which outlines the history of the honoree.
- Administrative names with historical significance will be recognized only in shortened version on standard building ID signage, but buildings with such names may also have a plaque inside which outlines the significance of the name.

All site locations must be approved by the University Landscape Architect.

All building mounted and interior locations must be approved by the University Architect.

DESIGN

Commemorative or honorific recognition related to the renovation or construction of a building or outdoor space should be designed as an integral part of the architecture, subject to final approval by the University Architect and Landscape Architect, if applicable.

Commemorative or honorific recognition related to an existing building or space may utilize standard sign types (for example EX-3 and SP-1). Custom interior recognition signage may be designed to complement the architecture of the building.
SPECIALTY SIGNS

TYPE: SP-4

Retail Signage

FUNCTION

- Commercial signs on campus are intended to identify locations of commercial services to pedestrians.
- Commercial activity includes internal or external providers of commercial services, such as food service, bookstores, and other retail establishments.
- Commercial signage oriented toward vehicular traffic is not acceptable.

LOCATION

- Primary establishment identification will be near a pedestrian entrance to the building.
- Retail establishments will not be identified on building identification signage or vehicular wayfinding signage.
- All locations and designs must be approved by the University Architect.
- Acceptable locations include:
  - Perpendicular, projecting from the building near the entrance to the establishment.
  - Within a signage band above the primary, ground level entry and windows into the establishment if this can be designed to be compatible with the architecture.
  - Other locations may be considered on a case-by-case basis if pedestrian visibility is a concern or due to unusual existing constraints.
  - Retail operations with a direct access to the exterior door may post a small graphic on the door glass with name of the establishment and hours of operation.

CONTENT

- Total signage may not exceed Five (5) Square Feet.
- Design must be compatible with the architecture of the building upon which the sign is installed.
- Illumination must be from an external source. Internally illuminated signs are not permitted.
- Back-lit letters may be permitted on a case-by-case basis, if they do not compete with other building identification.
- Design, including colors, letter and graphics must be approved by the University Signage Coordinator and the University Architect.

INSTALLATION

- Installation must be reversible and must not damage building materials or obscure architecturally significant elements.
- Installation details must be reviewed and approved by University Signage Coordinator and University Architect.
FUNCTION

- To add ambiance to the campus by promoting campus seasons, festivities and events.
- Banners should be used for short term events only.
- Banners may be installed up to 10 days before the beginning of an event or season and must be removed within one week after the end of the event or season.

LOCATION

- To be located only on cast iron decorative light poles that are designed to accommodate banner arms.
- Light poles on the Oval may not be used for banners except for university promotions coordinated through University Communications.
- Decorative light poles on N. High Street between W. 15th Ave. and W. 17th Ave. are reserved in perpetuity for use by Wexner Center for the Arts to promote their events.
- Use of other light poles on N. High Street requires a separate signed letter of agreement with the City of Columbus prior to approval. (Contact the University Signage Coordinator for a copy of the letter of agreement).
- Light poles on Fred Taylor Drive and Borror Drive are reserved for use by the Schottenstein Center and the Department of Athletics to promote events in that part of the campus.

CONTENT

- Banners may not be used for commercial advertising, advertising or promoting any political candidate, parties or issues, or identifying, advertising or promoting any religion.
- Content may be generic in nature, graphically, symbolically or verbally representing or depicting the university or the university community.
- Content may graphically, symbolically or verbally represent or promote nonprofit cultural, educational or civic events, activities or facilities of general public interest. In consideration of the public benefit, a commercial institution or institutions who are the prime sponsor(s) of a cultural or civic event or activity of general public interest may be given sponsorship credit on the lower 10% of the banner.
- The name “The Ohio State University” will appear within the graphics of the banner or be contained as a separate line of copy within the lower 10% of the banner.

NUMBER

Not more than two banners per light pole.

DESIGN

- All designs must be reviewed and approved by the University Signage Coordinator.
- Banners shall be made of high quality, flame retardant canvas or other awning material. Material shall be opaque, non-shrinking, water and fade resistant.

INSTALLATION

- Size of banners are 30” x 60” on 20’ pole heights and 18” x 36” on 14’ pole heights.
- 30” x 60” banners can only be used across Woody Hayes Bridge on 14’ poles.

NOTE: See TM-3 for Banner Submittal Requirements
TEMPORARY SIGNAGE
TYPE: TM-2
Banner: Wall Mounted

FUNCTION

• Advertising of events and activities with large audiences and regional draw.
• Large format wall banners are intended to be time-limited
• Banners must be removed within one week of the conclusion of the event or season.

LOCATION

• All locations must be approved by the University Architect.
• Acceptable locations will be limited to:
  o Schottenstein Center
  o St. John Arena
  o Ohio Union
  o Others as approved by the University Architect
• Banners may not cover windows or other architectural elements or details.
• Banners may not be installed on buildings with historic significance, such as the Ohio Stadium.

CONTENT

Events being promoted must:

• Be sponsored by the central university, [or the written consent of the President’s Cabinet]
• Have a strong relationship to the mission of the university
• Have a broad appeal, or attract a large regional, national or international audience
• The university reserves the right to deny any requests deemed inappropriate.

Examples include:

• Ohio State University’s sporting events and seasons
• Significant charitable or educational events which are sponsored, directly support the university and have a broad participant base, such as Pelotonia

Not Permitted:

• Commercial interest information
• Events lasting more than 1 semester (other than sports seasons) require written approval.
• Non-university event related information
• Secondary organizations, units or departments that support the university
• Third party advertising

NUMBER

Maximum of one banner per building

DESIGN

• All designs must be reviewed and approved by the University Signage Coordinator.
• Banner graphics may accommodate the individual look of each event, but must maintain clear ties to The Ohio State University brand.

INSTALLATION

The size of the banner must be proportional to the building on which it is mounted. A drawing showing the proposed design of the banner, its size and its location must be submitted for approval as outlined in the approval process.

Banners must be installed in a manner which does not damage the building envelope during installation or removal. The University Architect or designee will approve all proposed installation details.

NOTE: See TM-3 for Banner Submittal Requirements
BANNER SUBMITTAL PROCESS

1. **Initiate:** A Sign Request Form shall be submitted for all banner requests. This form is found at: https://fod.osu.edu/make-request#signagerequest

2. **Timeline:** Submit banner request at least 8 weeks prior to desired date of installation.
   - Allow 3 weeks for review/approval
   - Allow 5 weeks for fabrication/installation

3. **Submit:** (include items below on Sign Request Form)
   - Name of sponsoring group (with contact person identified)
   - Written business purpose for display banner
   - Start and end dates of the event/promotion
   - Documentation of support from the sponsoring group’s administrative officer
   - Camera ready copy of the banner design (8 1/2 x 11 format, artwork can be emailed to signage@osu.edu or uploaded to BuckeyeBox)
   - List and or plan of proposed locations

4. **Review:** University Signage Coordinator will distribute all submittal items for review to the following:
   - University Communications To determine “appropriateness” of project request
   - University Branding for brand guideline compliance.
   - Facilities Operations and Development (FOD) University Architects to determine if request can be physically accommodated and is appropriate for the proposed building(s).
   - Other Administrative Units as deemed necessary to complete the review / approval process

5. **Ruling:** Upon receiving all review comments The University Signage Coordinator will provide an Approval, Approval w/ Conditions or Denial to the requestor.
   **Rulings can only be appealed to the (Presidents Cabinet) within one week of receiving a final ruling. All (Presidents Cabinet) rulings will be final. The university reserves the right to deny any appeal requests.

INSTALLATION, MAINTENANCE & REMOVAL

- The signage coordinator will provide quotes for the requested banner using pre-qualified university vendors.
- Requestor will arrange for delivery of finished banners to FOD for installation. The requestor is responsible for all costs associated with installation and removal.
- Requestor is responsible for maintaining banners in good condition for the duration of the display. All costs associated with maintenance, removal and replacement of banners are the responsibility of the requestor.
- Damaged banners must be removed or replaced promptly when directed to do so by the University Signage Coordinator or (FOD).
- Requestor is responsible for all costs associated with building facade cleaning, painting or other damages caused from banner installation and or removal.
TEMPORARY SIGNAGE

TYPE: TM-4

Exterior Construction Signs

FUNCTION
To identify and provide information about capital projects.

LOCATION
Mounted on construction barricade or fence. Sign shall be visible to university patrons.

CONTENT
FDC Project Manager will provide University Signage Coordinator content for sign, which may include images of final design, project purpose and metrics (size, scale), schedule and contact information. When providing content, remember this is an opportunity to communicate with others what we do (5 words or less).

NUMBER
Typically, one sign per construction site. If site is visible from more than one major street, additional signs may be considered.

MARION - SCIENCE & ENGINEERING BUILDING

HIGHLIGHTS
- Two story building for Biology, Chemistry, Earth Sciences, Physics & Engineering
- Updates to utilities, parking, campus roads, pedestrian/bike amenities

BENEFITS
- Support new academic initiatives and collaboration
- Provide additional teaching, research, and collaboration space
- Create modernized and flexible learning environments
- Promote energy efficiency and sustainability

TIMELINE
- Spring 2016 - Summer 2017
TEMPORARY SIGNAGE

TYPE: TM-5
Interior Construction Signs

FUNCTION
To identify and provide information about capital and renovating projects.

LOCATION
Wall clings should be located on walls, doors, or glass at closures or adjacent to work areas. Sign shall be visible to university patrons.

CONTENT
FDC Project Manager can edit and print templates provided, on 8.5” x 11” or 11” x 17” signs. There is no cost to projects. Signs include project purpose and metrics (size, scale), schedule, and contact information for project manager.

NUMBER
Minimum of one sign per construction site. Additional signs may be required if work within a building causes closings or detours.

Campbell - Classroom Renovation

PROJECT
• Renovation will include classrooms 213, 243 & 251

BENEFIT
• Updated energy efficient LED lighting
• Technology upgrades for enhanced instruction
• New furniture and finishes will improve the student experience

TIMELINE
• May 2015 - August 2015
TEMPORARY SIGNAGE

TYPE: TM-6
Temporary Advertisements

FUNCTION
Posting of temporary signs, posters, banners, sidewalk wraps, H-Frames, A-Frames, and flyers on campus is limited to recognized student organizations registered through Student Life, Ohio State departments, faculty & staff members, and any Ohio State registered student.

LOCATION
Posting temporary signage is limited ONLY to designed open posting boards (inside) and kiosks (outside). Posting is strictly prohibited in or on the following:
- ad dispensers
- bathrooms
- benches
- borders and frames of posting boards or kiosks
- brick
- bus stops
- campus signage
- columns
- concrete
- construction signs
- doors
- emergency call phones
- fixtures
- glass
- light poles
- mailboxes
- newstands painted surfaces
- picnic tables
- pilings
- private property
- railings
- seating
- seating walls
- sidewalks
- staircases
- traffic signs
- trash cans
- trees
- utility boxes
- vegetation
- vehicles
- walls (interior & exterior)
- windows
- wood surfaces

CONTENT
- Advertising must be for a campus-wide event, fraternity & sorority event, or any event open to all students.
- Each posting must contain the name of the student organization, department, or individual(s), and must provide current contact information. Postings without contact information will be removed.
- Postings should never be hung where they cover up any previously posted current materials, unless the previously posted material is past the date of the event advertised or seven days (in the case of educational flyers).
- No more than one posting for each event shall be placed on each side of a posting board or kiosk. Wallpapering the board is not permitted.
- Foreign language materials must have the name of the sponsoring organization, department, or individual(s) and contact information in English.

VIOLATIONS
Violations constitute grounds for removal of the material by Facilities Operations and Development, which reserves the right to charge for the cost of removal and any associated repairs. A minimal charge for any cleaning will be $57 for each separate location.

NOT PERMITTED
- Commercial interest informational
- Non-university event related information
- Third party advertising
- Temporary signage may not be used for commercial advertising or promoting any political candidate, parties on issues, or identifying, advertising or promoting any religion.

NOTE: See TM-3 for Banner Submittal Requirements
TEMPORARY SIGNAGE

**TYPE: TM-7**

*Chalking*

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**FUNCTION**

- Chalking on campus is limited to recognized student organizations, Ohio State departments, faculty members, staff members, and any Ohio State registered student.

**LOCATION**

- Chalking is permitted only in open areas that can be directly washed by rain. The chalking must be on a horizontal surface not covered by an overhang.
- Chalking is prohibited on all vertical surfaces, buildings, walls, benches, picnic tables, signs, poles, newsstands, columns, bus stops, mailboxes, light poles, emergency call phones, trees, or vegetation.

**CONTENT**

- The material used to mark the walk must be water-soluble chalk (sidewalk chalk).

**VIOLATIONS**

Violations constitute grounds for removal of the material by Facilities Operations and Development, which reserves the right to charge for the cost of removal and any associated repairs. A minimal charge for any cleaning will be $57 for each separate location.

**NOT PERMITTED**

- The use of markers, paints, oil-based products, or sprayable chalk is prohibited.