THE OHIO STATE UNIVERSITY

University Signage Standards

REVISED 1/28/2025

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OVERVIEW

The Ohio State University hosts numerous visitors, patients, faculty and staff annually. Some may be less unfamiliar with our campuses and the Columbus, central Ohio area. The University Signage Standards (USS) is a comprehensive system of building, pedestrian and vehicular wayfinding signage designed to create a consistent experience for information needed when physically navigating to, and about, Ohio State campuses.

The university's campuses are continuously evolving. Adhering to a consistent, uniform signage and wayfinding system provides clear, legible and understandable directional information to help everyone – whether a first-time or infrequent visitor to a long-standing employee. This is particularly important for patients and their families visiting our medical campus as they may be under additional stress because of illness or concern over the health of their family members.

These standards apply all signage and information transfer systems on campus, including interior, exterior, permanent, and temporary, but excluding audible communication, TDDs, oral communication, and sign language communication.

Signage for each of the university's regional campuses should adapt the guidelines to work with their respective co-located institution.

As the university's Framework Plan and needs of campuses evolve, and as governing regulations and statues for signage change, this document will be updated. The USS will be reviewed by the Standard Signage Committee annually and updated as needed.

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.

Purchasing categorizes signage as a "Special Approval Spend Category," referenced in the Purchasing Policy. 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.

USS includes all university signage including types that may be unit-specific.

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. No signage design or implementation shall be completed without approval as outlined herein.

Currently, all WMC interior signage and graphics are reviewed and approved by WMC Wayfinding and Signage Manager and all other university signage and graphics are reviewed and approved by the University Signage Coordinator. 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.
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 and Signage Manager.

Overview

SIGNAGE REVIEW REQUIREMENTS

- 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 for the purpose of building/space identification or wayfinding direction through the use of letters, words, numbers, symbols, pictures, or patterns.

All signage or graphics projects, without exception, will be reviewed for conformance.

No signage design or implementation shall be completed without approval as outlined herein.

1. Signage and graphics will conform to the graphics code and/or regulations of the appropriate jurisdiction.
2. Signage and graphics other than vehicular wayfinding signage will not be located in a public right-of-way.
3. No permanent or temporary sign or graphic will be erected or installed in public areas on university property without the prior written approval from the University Signage Coordinator or the WMC Wayfinding and Signage Manager; and in compliance with Event Space Guidelines
4. All signage or graphics projects, without exception, must be reviewed and approved by one of the following individuals:

   - All medical center (health care facilities) signage and graphics are reviewed and approved by WMC Wayfinding and Signage Manager.
   - All other university signage and graphics are reviewed and approved by the University Signage Coordinator.
   - Where project may have overlap due to space usage, these two entities will collaboratively review.
   - Any new or variance of standard signage shall comply with the USS guidelines including factors for design, size, material, content, format, symbols, type style and color standards.

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 and Signage Manager.
6. All requests for additional signage types or variations of signage standards should be addressed to the University Signage Coordinator.

7. Existing signage that does not currently conform with the USS will be progressively replaced or modified as new construction, space renovations and open space improvements occur.
8. Signage is designated as a "Special Approval Spend Category," within the university's Purchasing Policy. As such, a requisition must be entered. This will be directed via a purchasing workflow to the University Signage Coordinator for review and approval by the University Signage Coordinator. Direct purchase orders are not permitted.

NEW OR ADDITIONAL SIGN TYPES

While these standards provide a broad range of signage to cover the most common needs for signage on the university's campuses, they cannot be all-inclusive. There will be a need for modifications and additions to the sign types over time.

The following criteria will be used in the evaluation of modifications, variations and additions to the sign types:

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.

For example:
Vehicular signage This signage requires larger letters, more space around the lettering, and less information to be legible, particularly on higher speed roads. Pedestrian signage is viewed in close proximity and at the visitor's pace. Therefore, it can use smaller type sizes to contain more information, as long as the information is is easy to comprehend and remember.

Consistency of color and appearance are important factors in developing a cohesive system and will contribute to the recognition Ohio State.

Effectiveness of information hierarchy ensures that signage 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 systems, park their cars or bikes or exist a transit vehicle and access their destination on foot or

with a mobility device. [See hierarchy for destination wayfinding signage.](#)

Compatibility with Code Requirements
 All signage must meet rules and regulations set forth by this university; Public Safety; the Americans with Disabilities Act Architectural Guidelines (ADAAG); and any other state-, city- and local-level codes, regulations and statutes.

Durability and Maintenance
Materials and construction specifications are to be durable, resilient, easily maintained and resistant to normal deterioration and acts of vandalism.

Availability
Any new or additional sign types should be able to be bid and fabricated by multiple manufacturers, with replacement components readily available. The ability to obtain competitive pricing from multiple vendors will be a significant consideration in the evaluation of modifications, variations and additions to sign types.

FUNDING
All signage requests are required to have designated funding to cover all fabrication and installation costs—and associated maintenance costs as applicable,

Wayfinding Signage
- New or replacement of existing vehicular and pedestrian directional signage is typically funded as a stand-alone project through the capital planning process. Capital funds may also be requested for replacement of existing signage in designated zones of campus.
- If a construction project affects an entire campus district or zone and involves the creation of new roads or pedestrian routes, that project is required to include funding for appropriate wayfinding signage. Should a project significantly alter an area, the project is responsible for funding map updates within the affected area.
- Changes or additions to existing wayfinding signage must be requested through the University Signage Coordinator and, if approved, will be funded by the requestor.
- General routine maintenance of wayfinding signage is funded through a central maintenance program.

Building Signage
- **New construction or renovation project**
  Every new construction or renovation project is required to include funding for interior / exterior and all code related signage as appropriate for the project. Funding 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.

  Every capital project must include:
  – At least one building identification sign (EX-1, EX-2, EX-3 sign types) at the primary entrance to the building.
  – A minimum of one directory at the primary entrance to serve the whole building.
  – Interior wayfinding signs inclusive of all 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.

- **Renaming of existing buildings not associated with a project or renovation**
  The unit requesting the re-naming must fund any and all signage changes, which may include removing the name from a building or location previously named. The re-naming is required to follow processes and approval for [Naming of University Spaces and Entities](#).

- **New or updated signage**
  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.

- **Signage related to a philanthropic and honorific naming** must be funded by a portion of a donor gift or a construction or renovation project. 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.

  – Philanthropic-named signage must be funded by a portion of a donor gift, the unit benefitting from the contribution or the requesting unit.
  – Funding for honorific named signage with honorific naming is the responsibility of the requesting unit.

Overview

- **Signage with an administrative name** is recognized only with building ID signage, which must be funded by a project or by the unit requesting the building name.

Parking Garage Signage

A stand-alone new construction or renovation project is responsible for funding the implementation of all required garage signage, with visitor parking garages as a first priority.

Maintenance of existing garage signage is funded by the entity responsible for management of the garages. Occasionally, additional garage signage may be required as existing garages are modified, if current faculty/staff garages become available to visitors and/or patients full time, as existing garages are modified, etc. Funding for this garage signage will be funded by the entity responsible for management of the garages. Recommendations for new, additional or modified garage signage should submit suggestions or requests to contact the entity responsible for parking garages (see Governance for contact information).

REQUEST PROCESS

University signage

All requests for signage and graphics **not associated** with the medical center are required to submit a Standard Signage Request Form. The request will be forwarded to the University Signage Coordinator for review and/or approval.

All standard signage requests will go through the following process.

Medical Center signage

To request a sign in a medical center building, submit a signage request through Eservices. Request will be forwarded to the WMC Facility Planning (FP) group for processing. All WMC signage requests will go through the following process. The requestor will be notified through Eservices at the completion of each step.

Related resources

ADA (Americans with Disabilities Act)
Building Design Standards
Ohio State Framework Plan
Design Guideline Buildings and Landscape
University Standard Signage Requests
Ohio State Brand Guidelines
Wexner Medical Center Signage Requests (Eservices)

Naming of University Spaces and Entities Policy
Administrative Naming Guide
Committee for Public Art

GOVERANCE

University Signage Coordinator

The University signage coordinator is responsible for implementing the university's signage standards and its processes, including the facilitation and review of standard sign requests. All other university signage and graphics are reviewed and approved by the University Signage Coordinator. The signage coordinator is also the chair of the Standard Signage Committee.

> University Signage Coordinator
> Steve Malone
> 614-247-4587
> signage@osu.edu

WMC Wayfinding and Signage Manager

All medical center (health care facilities) signage and graphics are reviewed and approved by WMC Wayfinding and Signage Manager. ADD ANY ADDITIONAL CONTENT

> Wexner Medical Center Wayfinding and Signage Manager
> Trudy Cherok
> 614-293-3439
> trudy.cherok@osumc.edu

Standard Signage Committee

This committee is responsible for establishing and maintaining enterprise-wide signage standards and supporting the Signage Coordinator. To contact the committee, email:

> Standard Signage Committee
> NSOM-Commitee@osu.edu

Management of university parking lots and garages

For maintenance and suggested changes/additions to existing garage signage contact:

> CampusParc
> 614-688-0000
> osu.campusparc.com

Process

ACADEMIC BUILDINGS

All requests for signage and graphics not associated with WMC are required to submit a Signage Request Form through FOD at https://fod.osu.edu/make-request#signage. The request will be forwarded to FOD 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 University 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.
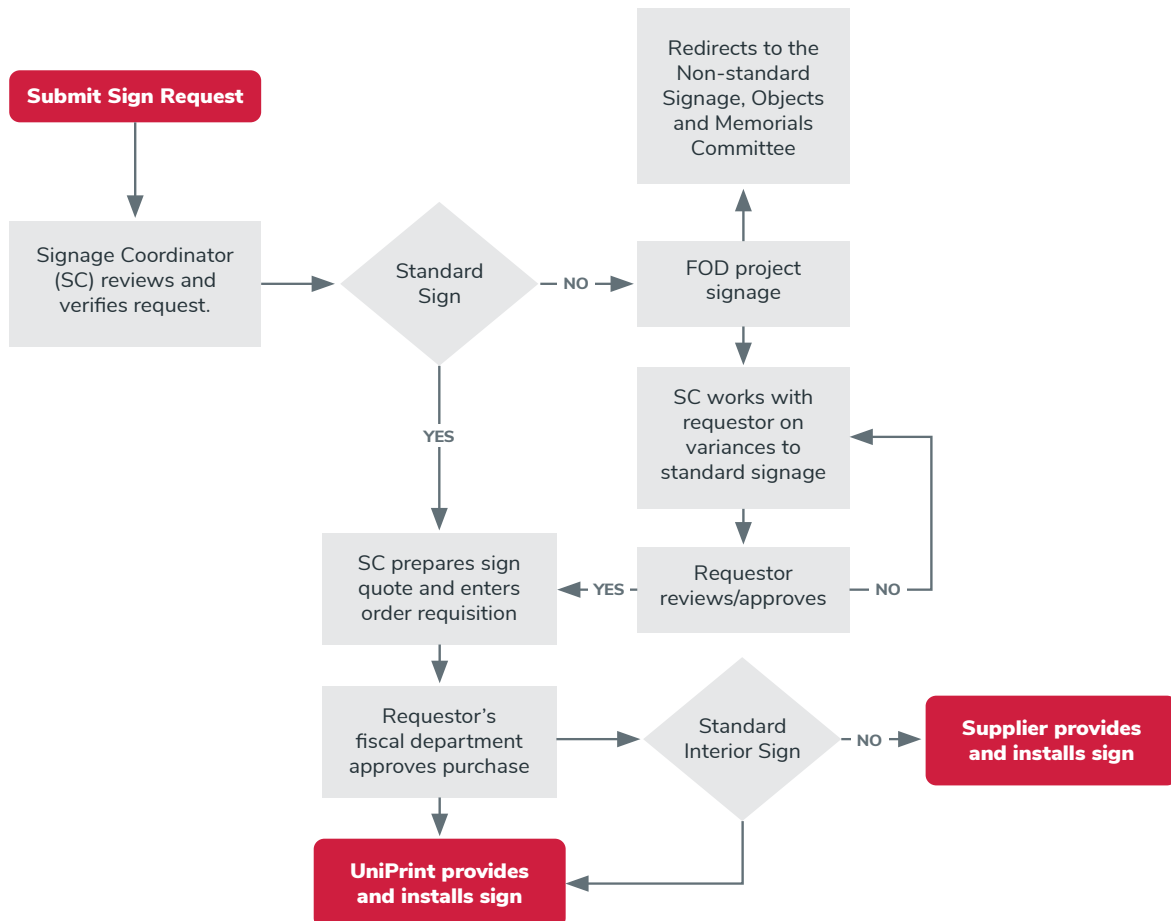
WEXNER MEDICAL CENTER

To request a sign in a WMC building, submit a signage request through Eservices at https://osumc.service-now.com/. The request will 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.
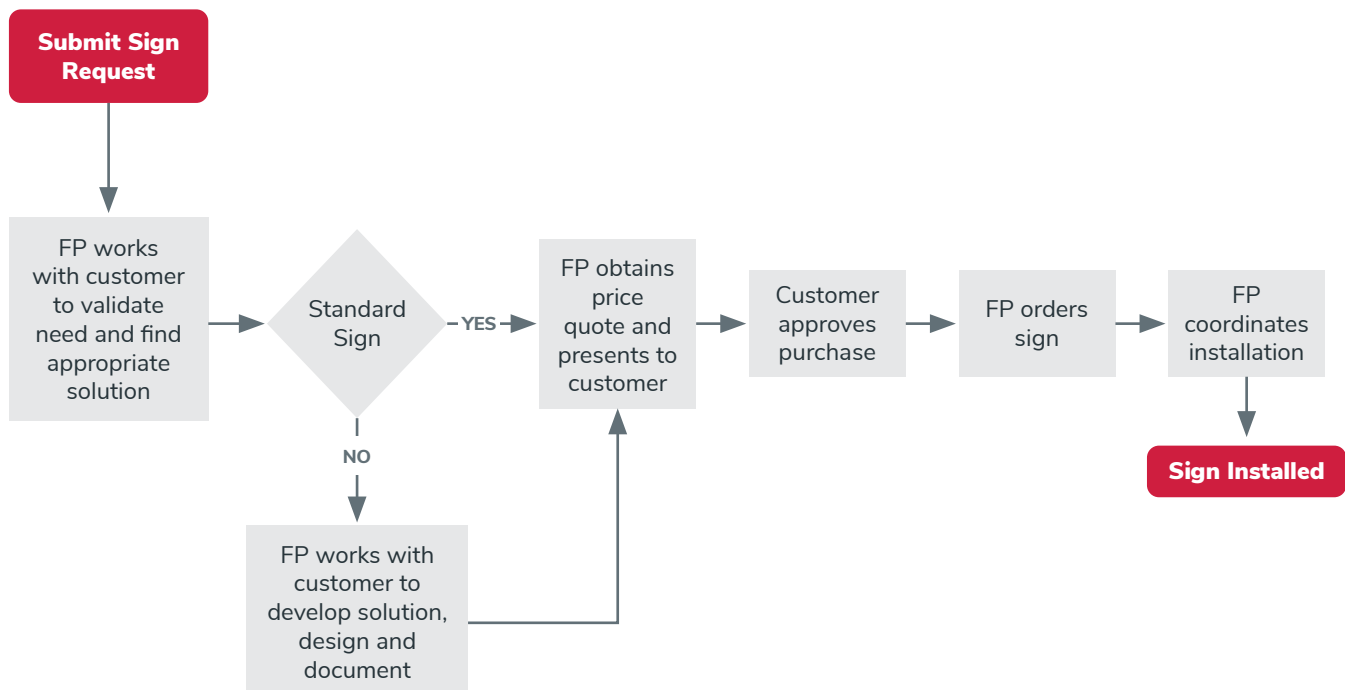
THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

COMMITTEE

The university's Standard Signage Committee (USSC), chaired by the university's Signage Coordinator, is responsible for ensuring that the university's signage standards meet the continuously evolving needs of Ohio State's campuses.

NAMING OF UNIVERSITY SPACES AND ENTITIES

The university's Office of Advancement is responsible for the naming of all campus buildings, spaces or other entities; and managing the Naming of University Spaces and Entities Policy. Units 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 may be approved. It is the responsibility of the sign requestor to seek out any updated documents or processes relating to naming from the Office of Advancement.

Occasionally it is necessary to administratively name an Ohio State-owned exterior space, either because it is new or because there is a reason to change an existing name. The Administrative Naming Guide outlines the necessary steps to name or rename an administrative space.

- Administrative spaces include buildings and exterior spaces. Interior Spaces (e.g., conference rooms, lobbies, classrooms, etc.)
- For Philanthropic and Honorific Namings, refer to the official Naming of University Spaces and Entities policy.

All new names or name changes are required to be submitted by the Office of Advancement to the Board of Trustees for approval.

The signage system specifies which sign types may be used for philanthropic- or honorific- named buildings, spaces and entities. 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.

THE OHIO STATE UNIVERSITY

University Signage Standards

SIGNAGE SYSTEM STANDARDS

REVISED 1/28/2025

Glossary of Terms

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.

Philanthropic (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 Buckeye Sans, Arial, Capita, Times, etc. Letter styles are also classified as serif (Capita or Times Roman) vs. san serif (Buckeye Sans 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 Buckeye Sans and Arial.

Glossary of Terms

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.

Standard Signage Committee Ad-hoc committee which supports the University Signage Coordinator and the WMC Wayfinding and Signage Manager (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.

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.

Hierarchy of Information

REGIONAL HIGHWAYS	**The Ohio State University Follow 270 W to 315 S**
LOCAL HIGHWAYS	**The Ohio State University Athletic Facilities** — **The Ohio State University Academic Campus** — **The Ohio State University Medical Campus**
VEHICULAR WAYFINDING	**Athletic Facilities** — Adjacent Zone / Primary Destinations / Parking / Secondary Destinations; **Academic Campus** — Adjacent Zone / Primary Destinations / Parking / Secondary Destinations; **Medical Campus** — Emergency / Adjacent Zone / Parking / Drop Offs
PEDESTRIAN WAYFINDING	**Campus Name** — Pedestrian Destinations / Map / Building/Map Key
BUILDING IDENTIFICATION	**Campus Name** — Building Name (short version) / Building Address / Building Codes
BUILDING DIRECTORY	**Building Name** — Occupants: Colleges / Departments / Centers / Programs

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

Graphics Standards

FONTS

BUCKEYE SANS 2, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BUCKEYE SANS 2, SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BUCKEYE SANS 2, BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BUCKEYE SANS 2, EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BUCKEYE SERIF 2, SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Additional brand font information

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

WORDMARKS

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

THE OHIO STATE UNIVERSITY

The following wordmarks are used to designate campus "zones" in wayfinding signage. This artwork may not be modified or replicated in any manner. Artwork is available from the University Signage Coordinator.

ACADEMIC CAMPUS

MEDICAL CAMPUS

ATHLETICS FACILITIES

Graphics 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.

Elevator

Stairs

Fire Extinguisher

Ticket

ISA

Parking

No Skateboarding

No Smoking

No Motorcycles

No Left

No Right

Bicycle

TS1

TS2

TS3

TS4

TS5

TS6

TS7

TS8

TS9

TS10

Patient Drop-Off

Public Parking

Emergency

Hospital

EMS

Vet Med Emergency

SYSTEM COLORS

P1
Rear Panels
Matthews Red
MP 10256
High Gloss

P2
Post & Hardware
Matthews "Hot Plate"
Metallic
MP 23468
High Gloss

P3
Sign Panel
Matthews "Smoke Gray"
Metallic
MP 18207
Semi Gloss

P4
Painted Cut Letters
Matthews "Nuance White"
MP 4240
Semi Gloss
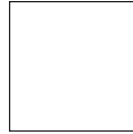
P5
Message Copy
3M Scotchlite
Reflective 5-10-20 white

P6
Message Copy
3M Scotchcal
3650-10 white

P7
Header Copy
3M Scotchcal
230-121
Light Silver Metallic

Parking
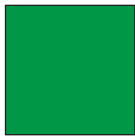
Valet

Graphics Standards

GARAGE COLORS

COLORS	PAINT	VINYL
GROUND	**C0-G:** Ground Level MP05252 / Grey Mare	**V0-G:** Ground Level Gerber High Performance Series 220 / Traffic Grey
LEVEL 1	**C0-1:** Level 1 MP10256 / Espirit Red	**V0-1:** Level 1 Gerber High Performance Series 220 / Cardinal Red
LEVEL 2	**C0-2:** Level 2 MP09133 / Process Cyan U	**V0-2:** Level 2 Gerber High Performance Series 220 / Olympic Blue
LEVEL 3	**C0-3:** Level 3 MP00292 / Palermo Purple	**V0-3:** Level 3 Gerber High Performance Series 220 / Dark Violet
LEVEL 4	**C0-4:** Level 4 MP13427 / Anole Green	**V0-4:** Level 4 Gerber High Performance Series 220 / Apple Green
LEVEL 5	**C0-5:** Level 5 MP08528 / Engine Orange	**V0-5:** Level 5 Gerber High Performance Series 220 / Bright Orange
LEVEL 6	**C0-6:** Level 6 MP10147 / Impulse	**V0-6:** Level 6 Gerber High Performance Series 220 / Sapphire Blue
LEVEL 7	**C0-7:** Level 7 MP03415 / Prairie Rose	**V0-7:** Level 7 Gerber High Performance Series 220 / Process Magenta
LEVEL 8	**C0-8:** Level 8 BM2056-30 / Surf Blue	**V0-8:** Level 8 Gerber High Performance Series 220 / Teal
	C1 MP18207 / Slate Metallic	**V1** Gerber Premium Metallic / Slate
	C2 MP15026 / Fire Breathing Red	**V2** Gerber High Performance Series 220 / Tomato Red
	C3 MP02548 / Dahlia Yellow	**V3** Gerber High Performance Series 220 / Chrome Yellow
	C4 MP46351 / Subtle Silver Metallic	*No Vinyl Equivalent*
	C5 MP32071 / White Wonder	**V5** Gerber High Performance Series 220 / Matte White
	No Paint Equivalent	**V6** Gerber High Performance Reflective Series 280i / 280i White
	No Paint Equivalent	**V7** Gerber High Performance Translucent Series 230 / Intense Blue
	C8 Federal Standard 595B, No. 15090 (Blue)	**V8** Gerber High Performance Series 220 / Intense Blue
	No Paint Equivalent	**V9** Gerber High Performance Series 220 / Matte Black

Materials

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 slum 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 University Signage Coordinator in each case.

University Signage Standards

EXTERIOR SIGNS

REVISED 1/28/2025

EX-1 - Building ID Sign - Ground

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 university-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
- 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.

Wordmark — THE OHIO STATE UNIVERSITY

Postal Address — 1234 High Street

Building Name — Building Name Building Name

Accessible Southwest Entry
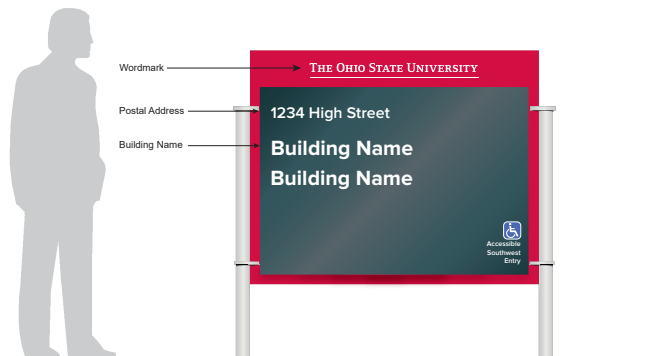
EX-2 – Building ID Sign - Wall

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
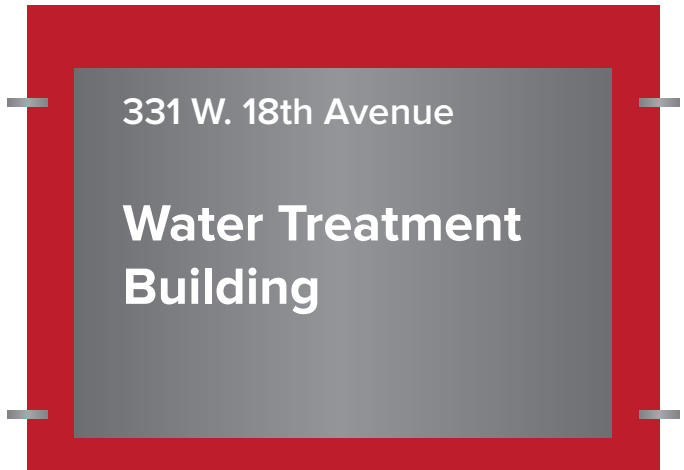
THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

EX-2H - Historic Building 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.

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.

NUMBER
One sign per building entry.

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

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 façade 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.
- The formal philanthropic or honorific name may be used, however keep in mind that longer names may require smaller letters and be less visible.

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.

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
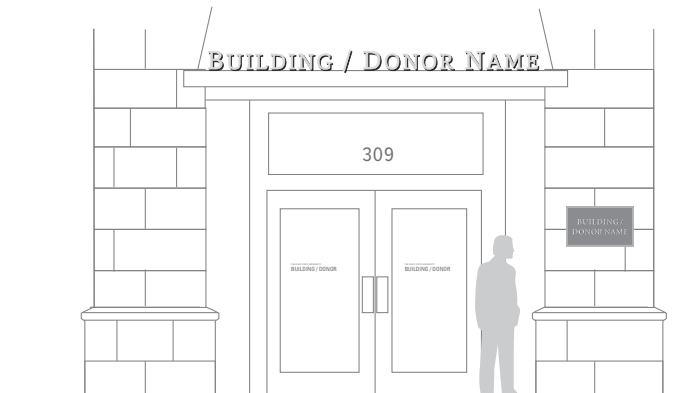
EX-3 - Building Mounted Letters

COLORS
- Brushed Aluminum with clear coat
- Stainless Steel with clear coat

LETTERS
San Serif Font: Buckeye Sans
Serif Font: Buckeye Serif
- 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.

THOMPSON LIBRARY

Typeface: Buckeye Serif - Medium

THOMPSON LIBRARY

Typeface: Buckeye Sans - Bold

EX-3 - Building Mounted Letters

INSTALLATION
- Fabricated reverse channel letters, 1/8-inch 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.

3"   1.5"

1'-0"
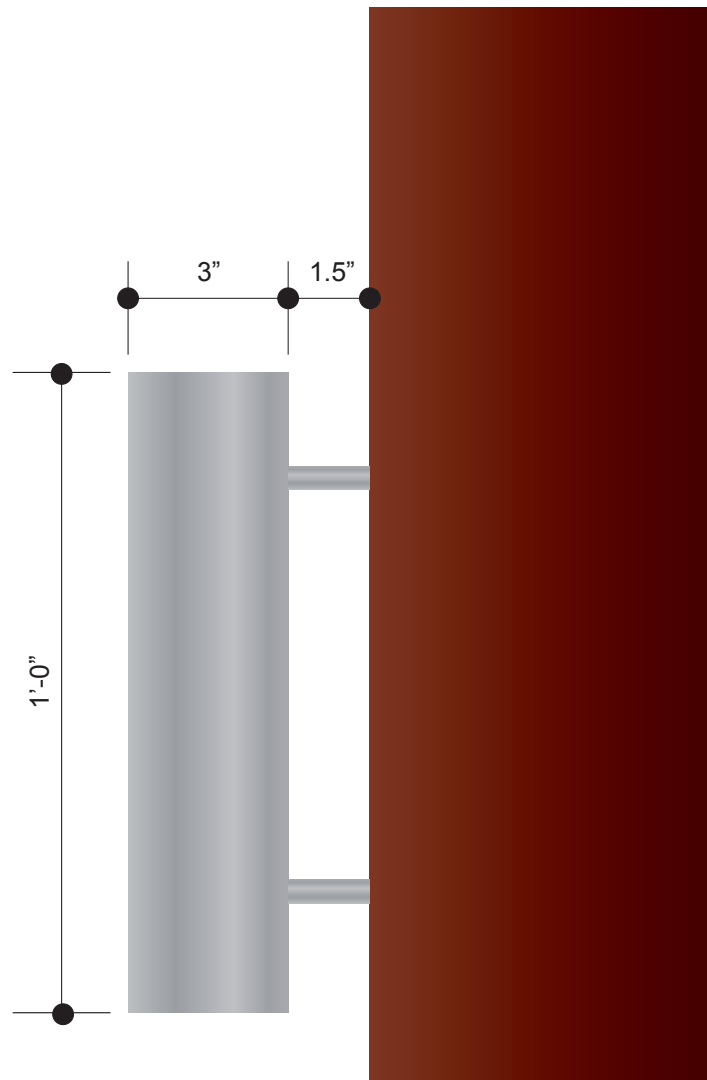
EX-4 - Wayfinding - Roadway Posts

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
Academic Campus - 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

Wordmark

Zone Panel

Symbol

Directional Arrow

Destination Panel

THE OHIO STATE UNIVERSITY

H Medical Campus →

↑ Visitor Parking Ⓟ

← Ohio Stadium

↑ Ohio Union
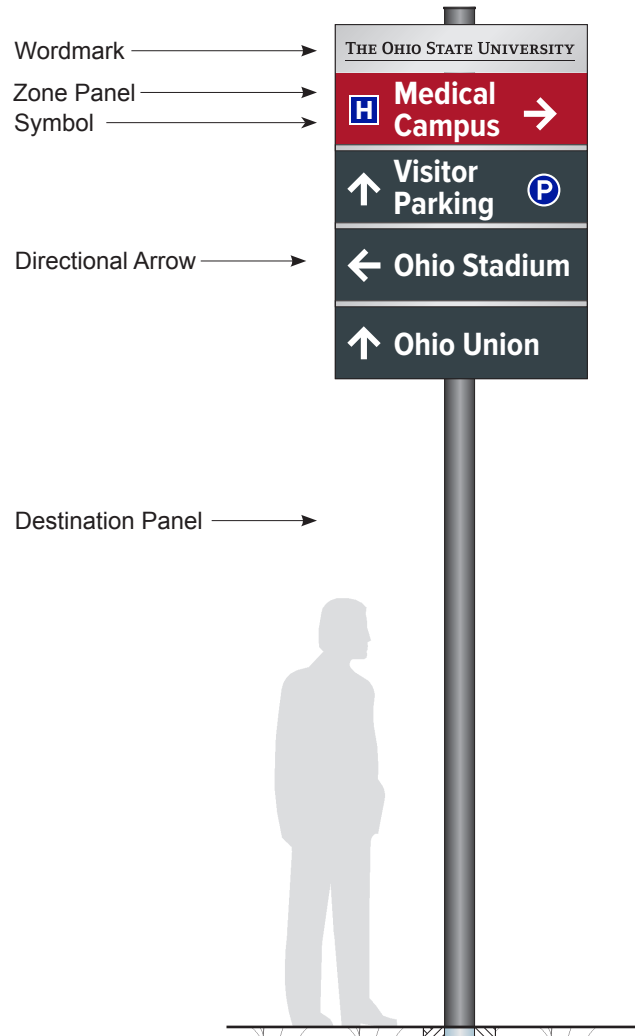
EX-5 - Wayfinding - Monument, Not Illuminated

FUNCTION
The primary purpose of the small 2-sided vertical non-illuminated monument sign is for vehicular directional wayfinding at non-academic clinical/patient, performance focused or public safety locations open extended hours of operation. The small monument sign is used in large parking lots, loading areas, service roads and dock areas for vehicular wayfinding. This type of sign is not intended for recognition or for use as a building directory.

LOCATION
Located at intersections or primary access points leading to building entrances, loading and dock areas when wayfinding signs are needed. Location must respect the architecture of the building and landscape and be approved by the university architect.

CONTENT
Primary Identification - Text
- Building address when building is not on roadway
- Building name when building is not on roadway
- Directional roadway information
- Directional patient or valet drop off information
- Outpatient Care Information
- Clinical Information
- Specialty Services Information
- Public Safety Information

Secondary Identification - Symbols
- Directional Arrows
- International Hospital Symbol
- International Emergency Symbol
- International Parking Symbol
- International Valet Symbol

Not Allowed
- Department, section, unit names. University departments and units change names and locations frequently, and this creates confusion to the visitor. Building directories should be utilized 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 cab be established.
- Full donor or commemorative names. Other signage types have been developed to recognize honorific or commemorative names.
- Academic or research buildings not serving patient or visitor services.

NUMBER
One per roadway leading to building entrance, large parking lots, loading areas, service roads and dock areas. Secondary or access drives may be considered on case by case basis or approved by the University Architect.

Layout 1

Layout 2

Visitor Parking Garage

12th Avenue Garage

Icon Variation

Patient Drop-Off

Valet Parking

Directional Variation

Brain and Spine Hospital
300 W. 10th Avenue

Valet

Patient Drop Off

Neil Avenue
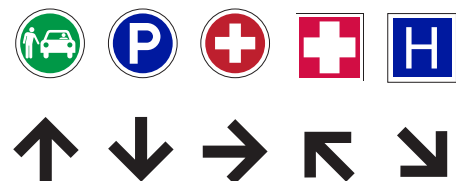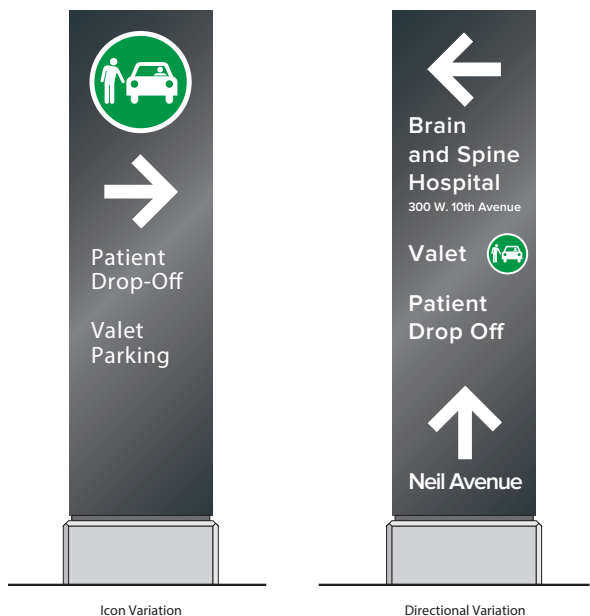
Directional Sign Symbols

EX-6 - Service Courts

FUNCTION
Provide vehicular traffic identification of loading dock and service destinations.

LOCATION
- At loading dock and service area entrances
- Located along major roadways at loading dock and service courts navigation, drive access location, and navigation throughout the campus.

CONTENT
- Large, unique sequential service court number for recognition.
- Smaller text may be added for secondary building entry destination within service areas.

NUMBER
One sign located at each major vehicular traffic confluence point.

THE OHIO STATE UNIVERSITY

6

Service Area

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

EX-8 - Building Entrances - Door Decals

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.

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 Tobacco Free Ohio State, 7.20 Policy. To communicate that weapons, bikes, skateboard, rollerblades or pets are prohibited on or within Ohio Stte 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

4/2007

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

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

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O.R.C. 3794

4/2007

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

EX-9 - Tobacco Free - Pole-Mounted

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 Tobacco Free Ohio State, 7.20 Policy.

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
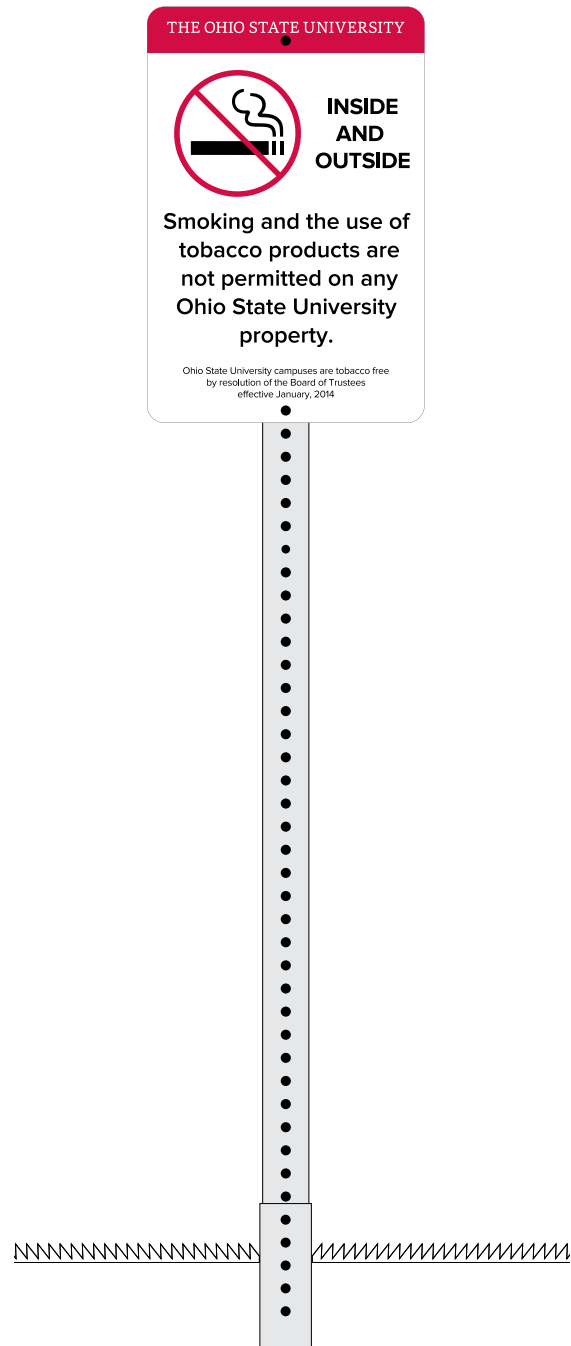
THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

EX-10 - Tobacco Free - Wall

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 wall 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 Tobacco Free Ohio State, 7.20 Policy.

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

EX-11 - Tobacco Free - Dumpsters

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 Tobacco Free Ohio State, 7.20 Policy.

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

University Signage Standards

EXTERIOR SIGNS - ILLUMINATED

REVISED 1/28/2025

IX-1 - Building ID - Large Horizontal

FUNCTION

The primary purpose of the large horizontal internally illuminated monument sign is to identify the building by name, address at non-academic clinical/patient, performance-focused or public safety locations that are open extended hours of operation. The large monument sign is used on roadways with faster traffic and primarily vehicular visitors. This type of sign is not intended for recognition or for use as a building directory.

LOCATION

- Located at or adjacent to the primary accessible pedestrian entrance on the street the building is addressed.
- Location must respect the architecture of the building and landscape and be approved by the university architect.

CONTENT

Street Address - Illuminated
- Use university-assigned street address (left justified at top of sign).
- One line of copy only.

Wordmark
- Block O is internally illuminated for university branding and recognition.
- The Ohio State University in applied vinyl per branding standards.
- Linear or optional stacked wordmarks can be used.

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

Secondary Identification - Illuminated
- Outpatient Care
- Primary Care
- Speciality Services
- Rehabilitation Hospital
- Public Safety
- Institute
- Clinic

Not Allowed
- Department, section, unit names. University departments and units change names and locations frequently, and this creates confusion to the visitor. Building directories should be utilized 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 cab be established.
- Full donor or commemorative names. Other signage types have been developed to recognize honorific or commemorative names.
- Academic or research buildings not serving patient or visitor services.

NUMBER

One per building adjacent to main building entrance, secondary or access drives may be considered on case by case basis or approved by the university architect.

Horizontal Monument Sign - Large

IX-2 - Building ID - Small Horizontal

FUNCTION

The primary purpose of the small horizontal internally illuminated monument sign is to identify the building by name, address at non-academic clinicial/patient, performance focused or public safety locations open extended hours of operation. The small monument sign is used on roadways with low vehicular traffic and primarily pedestrian visitors. This type of sign is not intended for recognition or for use as a building directory.

LOCATION

- Located at or adjacent to the primary accessible pedestrian entrance on the street the building is addressed.
- Location must respect the architecture of the building and landscape and be approved by the university architect.

CONTENT

Street Address - Illuminated
- Use university-assigned street address (centered at top of sign)
- One line of copy only.

Wordmark
- Block O is internally illuminated for university branding and recogination.
- The Ohio State University in applied vinyl per branding standards.
- Linear or optional stacked wordmarks can be used.

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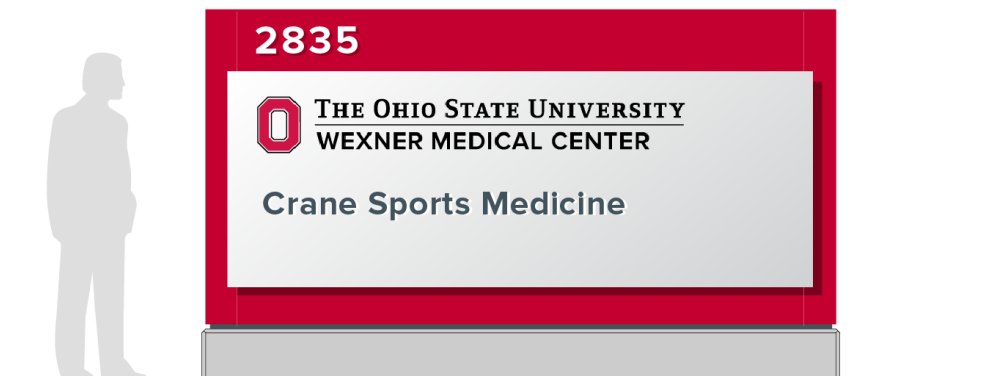- Maximum 2 lines of text.

Secondary Identification - Illuminated
- Outpatient Care
- Primary Care
- Specility Services
- Rehabiliation Hospital
- Public Safety
- Institute
- Clinic

Not Allowed
- Department, section, unit names. University deopartments and units change names and locations frequently, and this creates confusion to the visitor. Building directories should be utilized 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 ofservices cab be established.
- Full donor or commemorative names. Other signage types have been developed to recoginze honorific or commemorative names.
- Academic or research buildings not serving parient or visitor services.

NUMBER

One per building adjacent to main building entrance, secondary or access drives may be considered on case by case basis or approved by the university architect.

Horizontal Monument Sign - Small

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

IX-3 - Building ID - Large Vertical

FUNCTION

The primary purpose of the large vertical internally illuminated monument sign is to identify the building by name, address at non-academic clinicial/patient, performance focused or public safety locations open extended hours of operation. The large monument sign is used on roadways with faster traffic and primarilary vehicular visitors. This type of sign is not intended for recognition or for use as a building directory.

LOCATION

- Located at or adjacent to the primary accessible pedestrian entrance on the street the building is addressed.
- Location must respect the architecture of the building and landscape and be approved by the university architect.

CONTENT

Street Address - Illuminated
- Use university-assigned street address (centered at top of sign).
- One line of copy only.

Wordmark
- Block O is internally illuminated for university branding and recogination.
- The Ohio State University in applied vinyl per branding standards.
- Linear or optional stacked wordmarks can be used.

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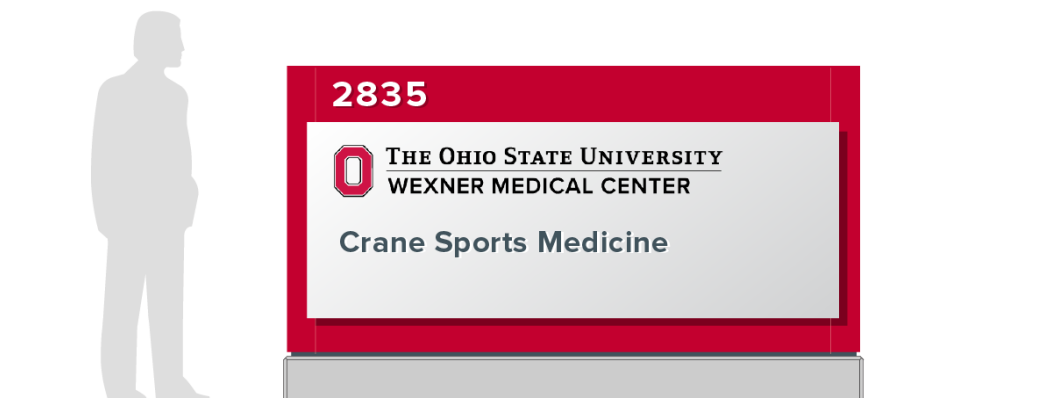- Maximum 2 lines of text.

Secondary Identification - Illuminated
- Outpatient Care
- Primary Care
- Specility Services
- Rehabiliation Hospital
- Public Safety
- Institute
- Clinic

Not Allowed

- Department, section, unit names. University deopartments and units change names and locations frequently, and this creates confusion to the visitor. Building directories should be utilized 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 ofservices cab be established.
- Full donor or commemorative names. Other signage types have been developed to recoginze honorific or commemorative names.
- Academic or research buildings not serving parient or visitor services

NUMBER

One per building adjacent to main building entrance, secondary or access drives may be considered on case by case basis or approved by the university architect.

Vertical Monument Sign - Large

IX-4 - Building ID - Small Vertical

FUNCTION

The primary purpose of the small vertical internally illuminated monument sign is to identify the building by name, address at non-academic clinical/patient, performance focused or public safety locations open extended hours of operation. The small monument sign is used on roadways with low vehicular traffic and primarily pedestrian visitors. This type of sign is not intended for recognition or for use as a building directory.

LOCATION

- Located at or adjacent to the primary accessible pedestrian entrance on the street the building is addressed.
- Location must respect the architecture of the building and landscape and be approved by the university architect.

CONTENT

Street Address - Illuminated
- Use university-assigned street address (centered at top of sign).
- One line of copy only.

Wordmark
- Block O is internally illuminated for university branding and recognition.
- The Ohio State University in applied vinyl per branding standards.
- Linear or optional stacked wordmarks can be used.

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

Secondary Identification - Illuminated
- Outpatient Care
- Primary Care
- Specility Services
- Rehabiliation Hospital
- Public Safety
- Institute
- Clinic

Not Allowed

- Department, section, unit names. University deopartments and units change names and locations frequently, and this creates confusion to the visitor. Building directories should be utilized 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 ofservices cab be established.
- Full donor or commemorative names. Other signage types have been developed to recoginze honorific or commemorative names.
- Academic or research buildings not serving parient or visitor services.

NUMBER

One per building adjacent to main building entrance, secondary or access drives may be considered on case by case basis or approved by the university architect.

Vertical Monument Sign - Small

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

IX-5 - Building ID - Small Square

FUNCTION

The primary purpose of the small square internally illuminated monument sign is to identify the building by name, address at non-academic clinicial/patient, performance focused or public safety locations open extended hours of operation. The small monument sign is used at both vehicular and pedestrian visitors destinations with local sign or code restrictions. This type of sign is not intended for recognition or for use as a building directory.

LOCATION

- Located at or adjacent to the primary accessible pedestrian entrance on the street the building is addressed.
- Location must respect the architecture of the building and landscape and be approved by the university architect.

CONTENT

Street Address - Illuminated
- Use OSU assigned street address (centered at top of sign).
- One line of copy only.

Wordmark
- Block O is internally illuminated for university branding and recogination.
- The Ohio State University in applied vinyl per branding standards.
- Linear or optional stacked wordmarks can be used.

Building Name - Illuminated
- Short form of the building name, 4 work maximu
- Maximum 2 lines of text.

Secondary Identification - Illuminated
- Outpatient Care
- Primary Care
- Specility Services
- Rehabiliation Hospital
- Public Safety
- Institute
- Clinic

Not Allowed

- Department, section, unit names. University deopartments and units change names and locations frequently, and this creates confusion to the visitor. Building directories should be utilized 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 ofservices cab be established.
- Full donor or commemorative names. Other signage types have been developed to recoginze honorific or commemorative names.
- Academic or research buildings not serving parient or visitor services.

NUMBER

One per building adjacent to main building entrance, secondary or access drives may be considered on case by case basis or approved by the university architect.

Vertical Monument Sign - Square

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

IX-6 – Building Wordmark - Large Horizontal

FUNCTION

The primary purpose of the internally illuminated rail mounted front lit acrylic wordmark sign is used for university branding at non-academic clinicial/patient, performance focused or public safety locations open extended hours of operation. The scale of the wordmark must comply with all university branding requirements. The workmark cannot exceed 1 square feet of sign to each 100 lineal feet of building facade.

LOCATION

Located at the top left of the building facade facing the main building entrance.

Wordmark must respect the architecture of the building and must be approved by the university architect.

CONTENT

Wordmark
- Block O is front lit acrylic internally illuminated for university branding and recogin(recoginition)
- The Ohio State University is front lit rail mounted internally illuminated for university branding and recoginition
- Linear or optional stacked wordmarks can be used.

Not Allowed
- Department, section, or unit names not approved by university branding for use with the workmark.
- 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 ofservices cab be established.
- Academic or research buildings not serving parient or visitor services

NUMBER

One per building adjacent to main building entrance, secondary or access drives. In areas with a larger concentration of performance focused, clinical / patient locations with extended hours will be evaluated on a case by case basis by the university architect to determine the appropriate amount allowed.

Horizontal Building Wordmark - Large

IX-7 - Block O - Large

FUNCTION

The primary purpose of the internally illuminated Block O sign is used for university branding at non-academic clinicial/patient, performance focused, public safety or regional campus locations open for extended hours of operation. The scale of the Block O must comply with all university branding requirements. The Block O should only be used in locations where the entire wordmark is too large for the building facade.

LOCATION

Located at the top left of the building facade or centered on an existing building feature facing the main building entrance.

Maintain the required clear space around the Block O to comply with all branding guidelines

The Block O must respect the architecture of the building and use must be approved by the university architect.

CONTENT

Wordmark

- Block O is front lit acrylic internally illuminated for university branding and recogination

Not Allowed

- Academic or research buildings not serving parient or visitor services

NUMBER

One per building adjacent to main building entrance, secondary or access drives. In areas with a larger concentration of performance focused, clinical / patient locations with extended hours will be evaluated on a case by case basis by the university architect to determine the appropriate amount allowed.

Block O - Large

IX-8 - Building Address - Large

FUNCTION

The primary purpose of the internally illuminated front lit acrylic address is used for building identification at non-academic clinical/patient, performance focused or public safety locations open for extended hours of operation. The scale of the address can range from 18"-40" numbers with 24" being the most common size. The address should be used appropriately and not be too large for the building facade.

LOCATION

Located primarily at the top right of the building facade or centered on an existing building feature facing the main building entrance.

Maintain clear space around the adress to respect the architecture of the building and use must be approved by the university architect.

CONTENT

Address

- Only the official street address will be used for building identiciation.

Not Allowed

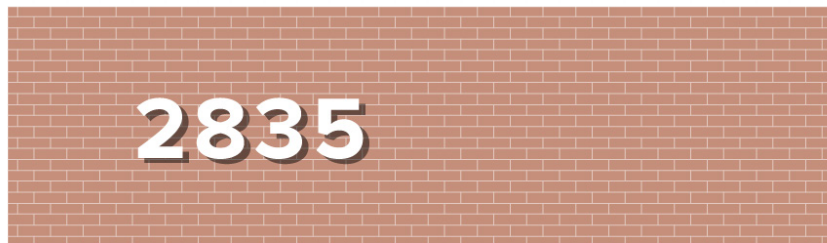- Official street name, building and suite numbers.

NUMBER

One per building adjacent to main building entrance, secondary or access drives may be considered on case by case basis when the building faces major roadways or approved by the university architect.

DETAIL

- Buckeye Sans
- Semi Bold
- Standard sizes include 18", 24" and 30"
- Custom size available upon request

Horizontal Building Address - Large

IX-9 - Building Donor Letters - Halo

FUNCTION

The primary purpose of the back lit "halo" internally illuminated building or donor sign is for recognigation to match other building illuminated signs. Internally illuminated signage sould only be used in locations where other building mounted illuminated signage exist.

LOCATION

Located adjacent to or centered over the primary accessible pedestrian entrance of the building. Donor signsge should be located at a comfortable height for public view at the entrance for proper recognigation.

In some instances it may be appropriate to have the building or donor signsge at the top of the building at locations with primarilary vehicular traffic facing major roadways for recognigation.

Location of donor signage must respect the architecture of the building and be approved by the university architect.

CONTENT

Content is limited to:
* The name of the building
* If the puppose is Building Identification, use the a short or common form of the building name.
* The formal philanthropic or honorific name may be used, however keep in mind that longer names may require smaller letters and be less visible.

Not Allowed
College, department, section, unit or center names.

NUMBER

Limited to one sign per building.

Additional signage may be considered:
* For distinctly seperate building elements, such as wings, which have significant, unique identity or recognigation needs.
* Only if the building's architecture features, circulation, layout and pedestrian traffic volume justify such signage.
* Additional donor signs will be considered on case by case basis or approved by the university architect.

Jameson Crane
Sports Medicine Institute

Left Justified Back Lit Donor Letters - Large

Jameson Crane
Sports Medicine Institute

Right Justified Back Lit Donor Letters - Large

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

University Signage Standards

PARKING LOT AND GARAGE SIGNS

CP-1 - Accessible Parking

FUNCTION
To identify parking stalls reserved for ADA Vehicles

LOCATION
At the head of each reserved parking stall; CP-1.2 where there is an available wall surface facing the head of the parking stall, CP-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.

POST
Vulcan Utility Signs
• 2.25" x 2.25" x 3' Anchor Base, Galvanized
• 2" x 2" x 8' Quick Punch Post, Galvanized

Accessible
Parking

Minimum Fine: $300
Enforced at All Times
Tow Away Zone

17.1218.DG

CP-1.2
Wall Mount

CP-1.1
Post Mount

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

CP-2 - Accessible Parking - Morehouse

FUNCTION
To identify parking stalls reserved ADA Vehicles

LOCATION
At the head of each reserved parking stall; CP-2.2 where there is an available wall surface facing the head of the parking stall, CP-2.1 where there is no suitable wall surface.

CONTENT
Symbol
- Symbol to support primary message.

Primary Message
- Specified parking stall function.

Secondary Message
- Cautionary fines.

POST
Vulcan Utility Signs
- 2.25" x 2.25" x 3' Anchor Base, Galvanized
- 2" x 2" x 8' Quick Punch Post, Galvanized

Accessible Patient Parking

Morehouse Patients Only
Minimum Fine: $300
Enforced at all Times
Tow Away Zone

17.1218.DM

CP-2.2
Wall Mount

CP-2.1
Post Mount

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

CP-3 - Accessible Parking - Hourly

FUNCTION
To identify parking stalls reserved for ADA Vehicles

LOCATION
At the head of each reserved parking stall; CP-3.2 where there is an available wall surface facing the head of the parking stall, CP-3.1 where there is no suitable wall surface.

CONTENT
Symbol
• Symbol to support primary message.

Primary Message
• Specified parking stall function.

Secondary Message
• Cautionary fines.

POST
Vulcan Utility Signs
• 2.25" x 2.25" x 3' Anchor Base, Galvanized
• 2" x 2" x 8' Quick Punch Post, Galvanized

Accessible Patient Parking

Minimum Fine: $300
Paid Hourly Parking Required
Enforced at All Times
Tow Away Zone

17.1218.DV

CP-3.2
Wall Mount

CP-3.1
Post Mount

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

CP-4 - Fire Lane

FUNCTION
To identify Fire Lane

LOCATION
At the head of each reserved parking stall; CP-4.2 where there is an available wall surface facing the head of the parking stall, CP-4.1 where there is no suitable wall surface.

CONTENT
Symbol
• Symbol to support primary message.

Primary Message
• Specified parking stall function.
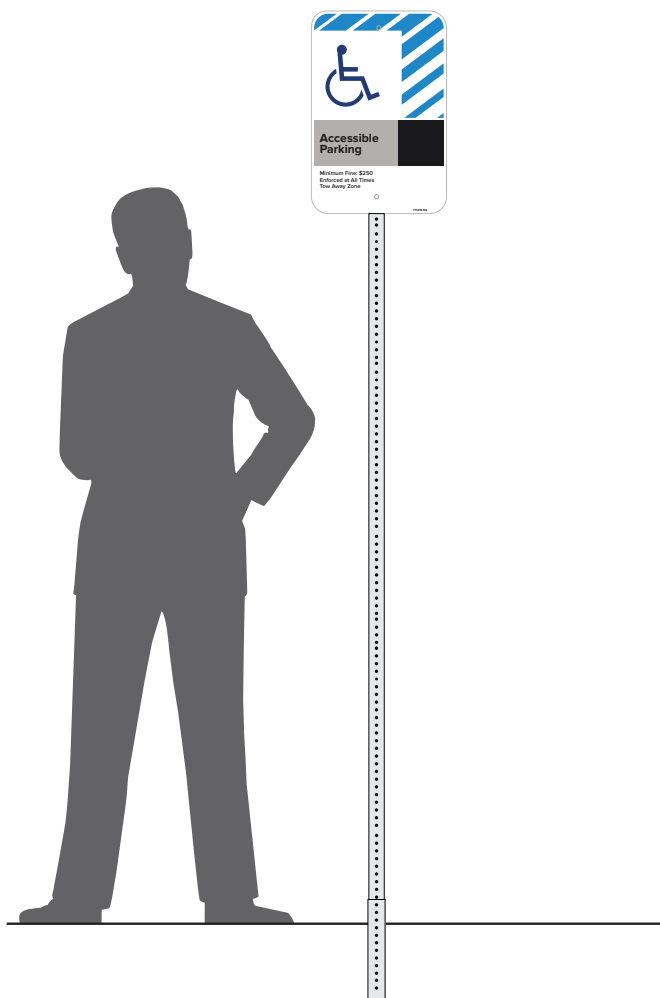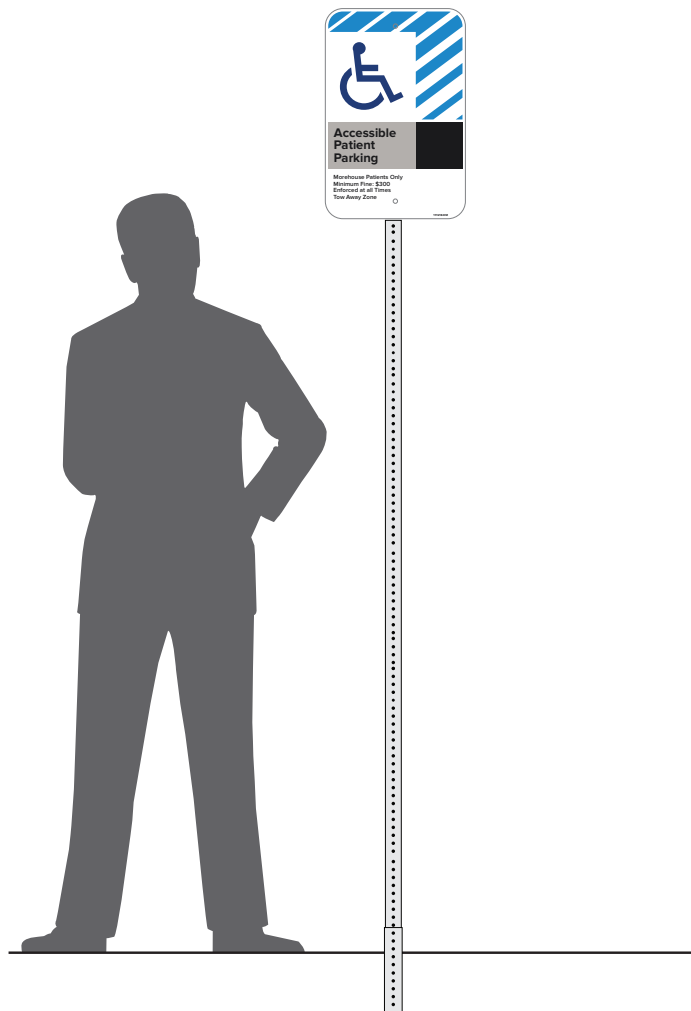
Secondary Message
• Cautionary fines.

POST
Vulcan Utility Signs
• 2.25" x 2.25" x 3' Anchor Base, Galvanized
• 2" x 2" x 8' Quick Punch Post, Galvanized

**Fire Lane
No Stopping**

Enforced at all Times
Tow Away Zone

17.1218.F

CP-4.2
Wall Mount

CP-4.1
Post Mount

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

CP-5 - Loading Zone

FUNCTION
To identify parking stalls reserved for 10,15, 20 & 30 minute Loading Zones

LOCATION
At the head of each reserved parking stall; CP-5.2 where there is an available wall surface facing the head of the parking stall, CP-5.1 where there is no suitable wall surface.

CONTENT
Symbol
• Symbol to support primary message.

Primary Message
• Specified parking stall function.

Secondary Message
• Cautionary fines.

POST
Vulcan Utility Signs
• 2.25" x 2.25" x 3' Anchor Base, Galvanized
• 2" x 2" x 8' Quick Punch Post, Galvanized

Loading Zone

10 Minute Limit
Enforced at all Times
Tow Away Zone

17.1218.L10

CP-5.2
Wall Mount

CP-5.1
Post Mount

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

CP-9 - LEFE

FUNCTION
To identify parking stalls reserved for LEFE Vehicles

LOCATION
At the head of each reserved parking stall; CP-9.2 where there is an available wall surface facing the head of the parking stall, CP-9.1 where there is no suitable wall surface.

CONTENT
Symbol
• Symbol to support primary message.

Primary Message
• Specified parking stall function.
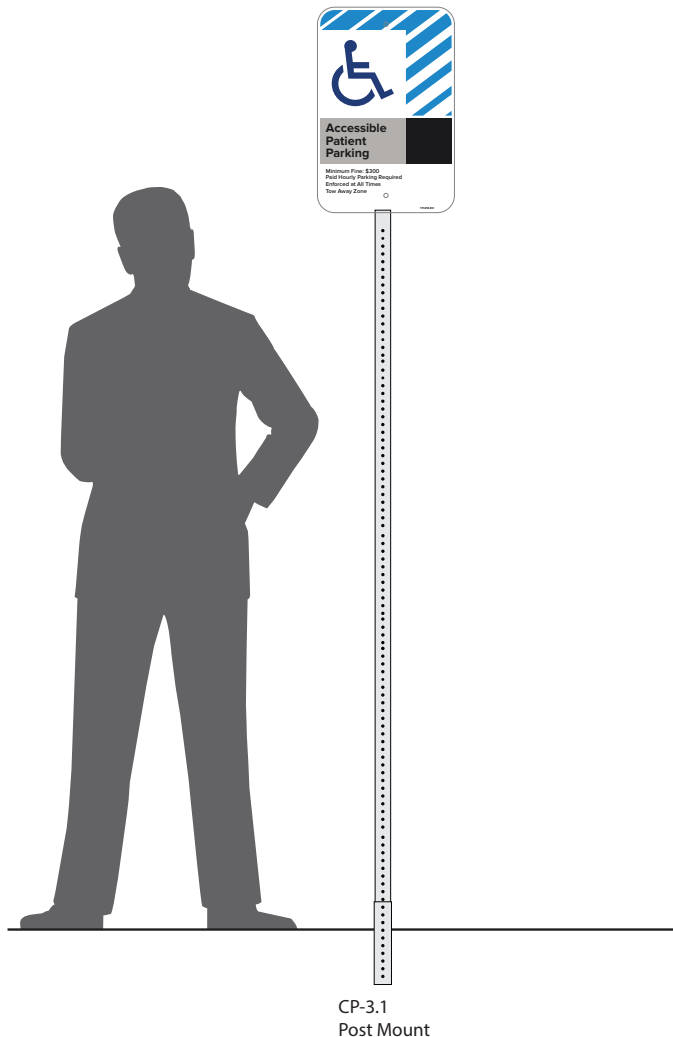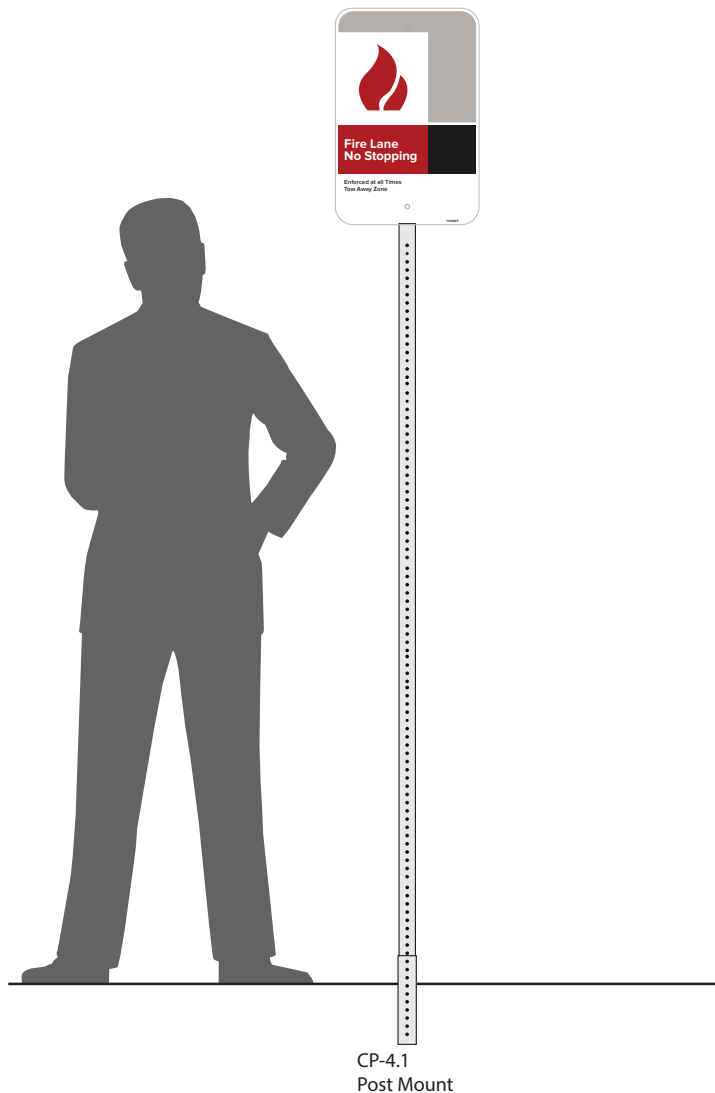
Secondary Message
• Cautionary fines.

POST
Vulcan Utility Signs
• 2.25" x 2.25" x 3' Anchor Base, Galvanized
• 2" x 2" x 8' Quick Punch Post, Galvanized

CP-9.2
Wall Mount

CP-9.1
Post Mount

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

CP-10 - Motorcycle

FUNCTION
To identify parking stalls reserved for Motorcycle Parking

LOCATION
At the head of each reserved parking stall; CP-10.2 where there is an available wall surface facing the head of the parking stall, CP-10.1 where there is no suitable wall surface.

CONTENT
Symbol
- Symbol to support primary message.
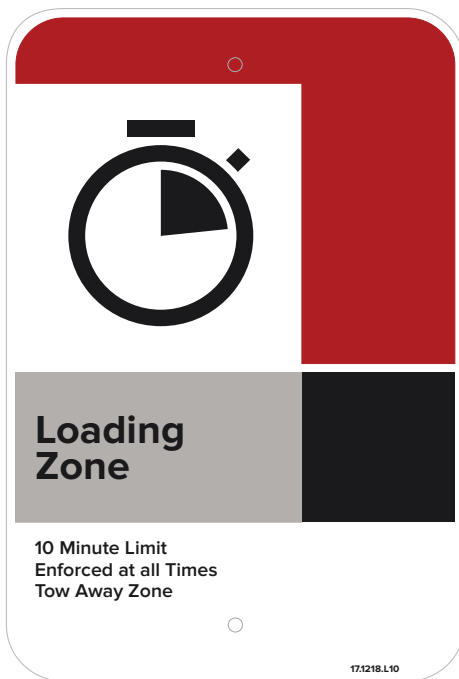
Primary Message
- Specified parking stall function.

Secondary Message
- Cautionary fines.

POST
Vulcan Utility Signs
- 2.25" x 2.25" x 3' Anchor Base, Galvanized
- 2" x 2" x 8' Quick Punch Post, Galvanized

2 Wheel Vehicle Parking

Permit Required
Paid Hourly Parking Permitted
Enforced at all Times
Tow Away Zone

17.1218.M

CP 10.2
Wall Mount

CP 10.1
Post Mount

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

CP-11 – No Parking

FUNCTION
To identify where no parking is permitted

LOCATION
At the head of each reserved parking stall; CP-11.2 where there is an available wall surface facing the head of the parking stall, CP-11.1 where there is no suitable wall surface.

CONTENT
Symbol
• Symbol to support primary message.

Primary Message
• Specified parking stall function.
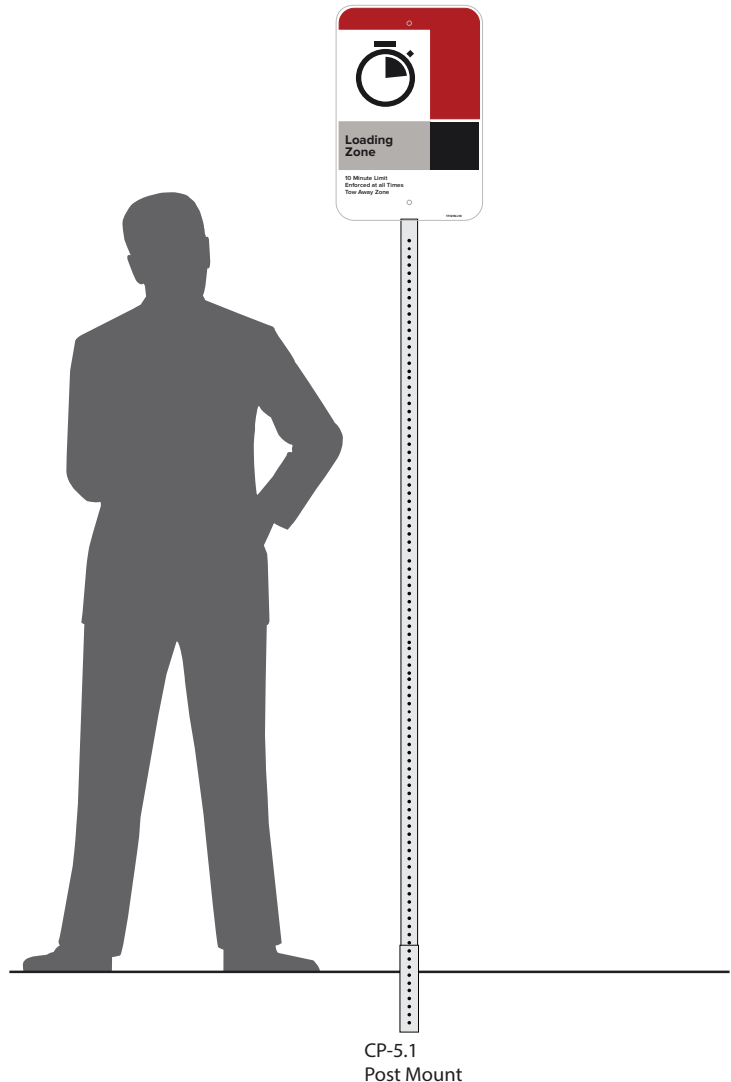
Secondary Message
• Cautionary fines.

POST
Vulcan Utility Signs
• 2.25" x 2.25" x 3' Anchor Base, Galvanized
• 2" x 2" x 8' Quick Punch Post, Galvanized

No Parking Anytime

Enforced at All Times
Tow Away Zone

17.1218.NAPT

CP 11.2
Wall Mount

CP 11.1
Post Mount

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

CP-12 - Reserved Parking

FUNCTION
To identify reserved parking stalls

LOCATION
At the head of each reserved parking stall; CP-12.2 where there is an available wall surface facing the head of the parking stall, CP-12.1 where there is no suitable wall surface.

CONTENT
Symbol
• Symbol to support primary message.

Primary Message
• Specified parking stall function.
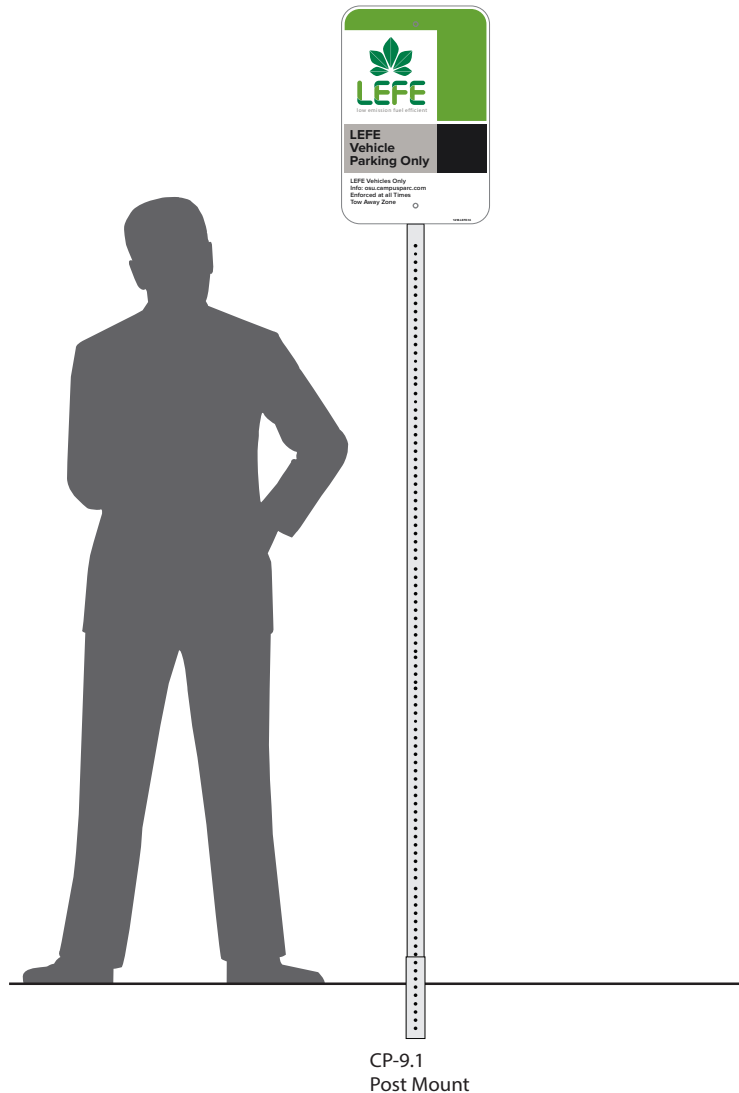
Secondary Message
• Cautionary fines.

POST
Vulcan Utility Signs
• 2.25" x 2.25" x 3' Anchor Base, Galvanized
• 2" x 2" x 8' Quick Punch Post, Galvanized

R

Reserved Parking

Authorized Vehicles Only
Enforced at All Times
Tow Away Zone

17.1218.R

CP 12.2
Wall Mount

CP 12.1
Post Mount

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

CP-13 - Reserved Parking - Accessible

FUNCTION
To identify reserved parking stalls

LOCATION
At the head of each reserved parking stall; CP-13.2 where there is an available wall surface facing the head of the parking stall, CP-13.1 where there is no suitable wall surface.

CONTENT
Symbol
• Symbol to support primary message.

Primary Message
• Specified parking stall function.
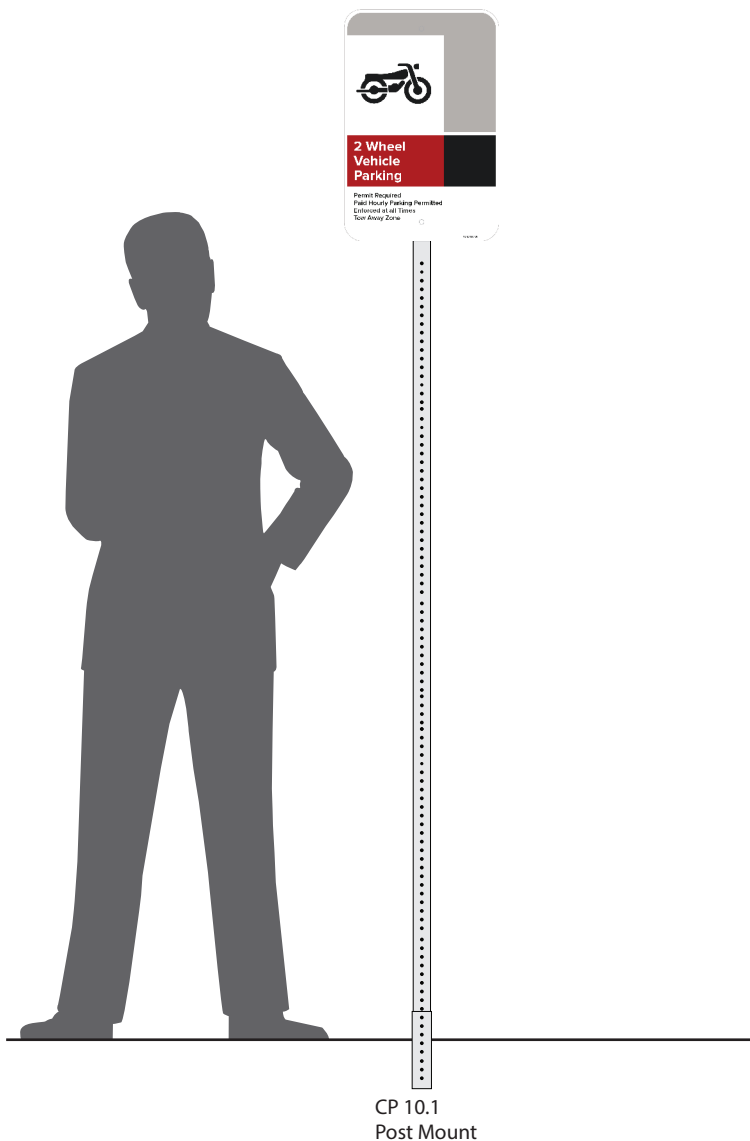
Secondary Message
• Cautionary fines.

POST
Vulcan Utility Signs
• 2.25" x 2.25" x 3' Anchor Base, Galvanized
• 2" x 2" x 8' Quick Punch Post, Galvanized

CP 13.2
Wall Mount

CP 13.1
Post Mount

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

CP-14 - State Vehicles

FUNCTION
To identify reserved parking stalls for State Vehicles

LOCATION
At the head of each reserved parking stall; CP-14.2 where there is an available wall surface facing the head of the parking stall, CP-14.1 where there is no suitable wall surface.

CONTENT
Symbol
- Symbol to support primary message.

Primary Message
- Specified parking stall function.

Secondary Message
- Cautionary fines.

POST
Vulcan Utility Signs
- 2.25" x 2.25" x 3' Anchor Base, Galvanized
- 2" x 2" x 8' Quick Punch Post, Galvanized

S

State
Vehicle
Parking

State of Ohio Plates Required
Enforced at all Times
Tow Away Zone

17.1218.S

CP 14.2
Wall Mount

CP 14.1
Post Mount

CP-15 - Hourly Parking

FUNCTION
To identify parking stalls with Paid Hourly Parking

LOCATION
At the head of each reserved parking stall; CP-15.2 where there is an available wall surface facing the head of the parking stall, CP-15.1 where there is no suitable wall surface.

CONTENT
Symbol
- Symbol to support primary message.

Primary Message
- Specified parking stall function.
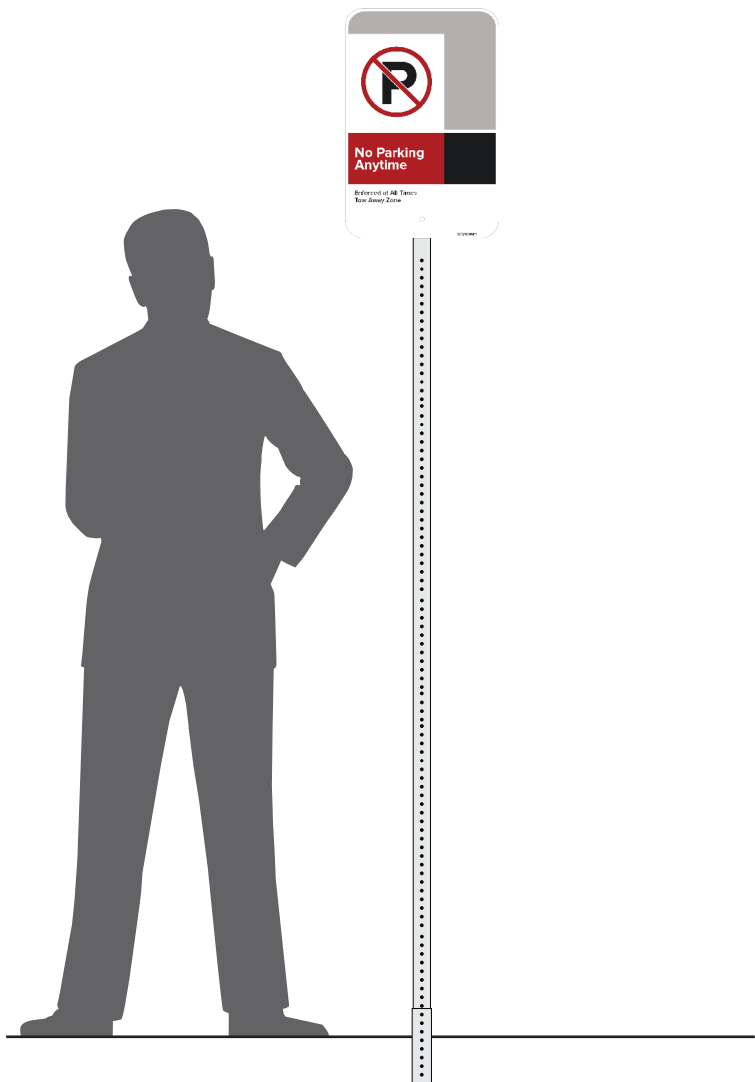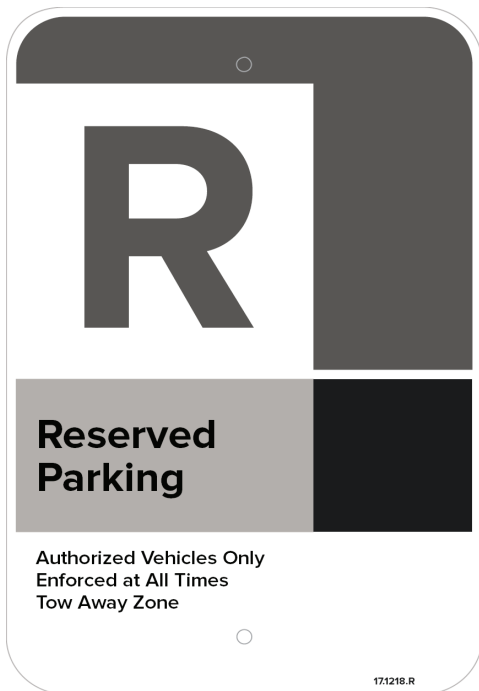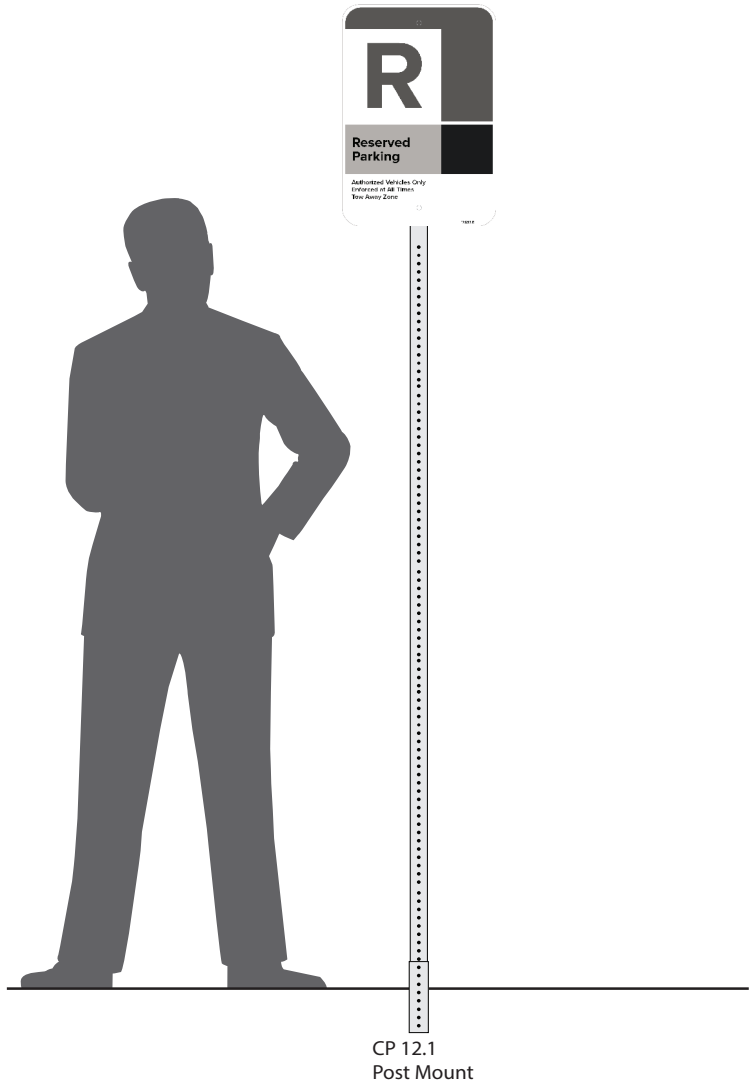
Secondary Message
- Cautionary fines.

POST
Vulcan Utility Signs
- 2.25" x 2.25" x 3' Anchor Base, Galvanized
- 2" x 2" x 8' Quick Punch Post, Galvanized

P

Hourly Parking

Paid Hourly Parking Required
Pay Options: **osu.campusparc.com**
Enforced at All Times
Tow Away Zone

17.1218.V

CP 15.2
Wall Mount

CP 15.1
Post Mount

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

CP-16 - West Campus Faculty

FUNCTION
To identify reserved parking stalls for Faculty Parking

LOCATION
At the head of each reserved parking stall; CP-16.2 where there is an available wall surface facing the head of the parking stall, CP-16.1 where there is no suitable wall surface.

CONTENT
Symbol
- Symbol to support primary message.

Primary Message
- Specified parking stall function.
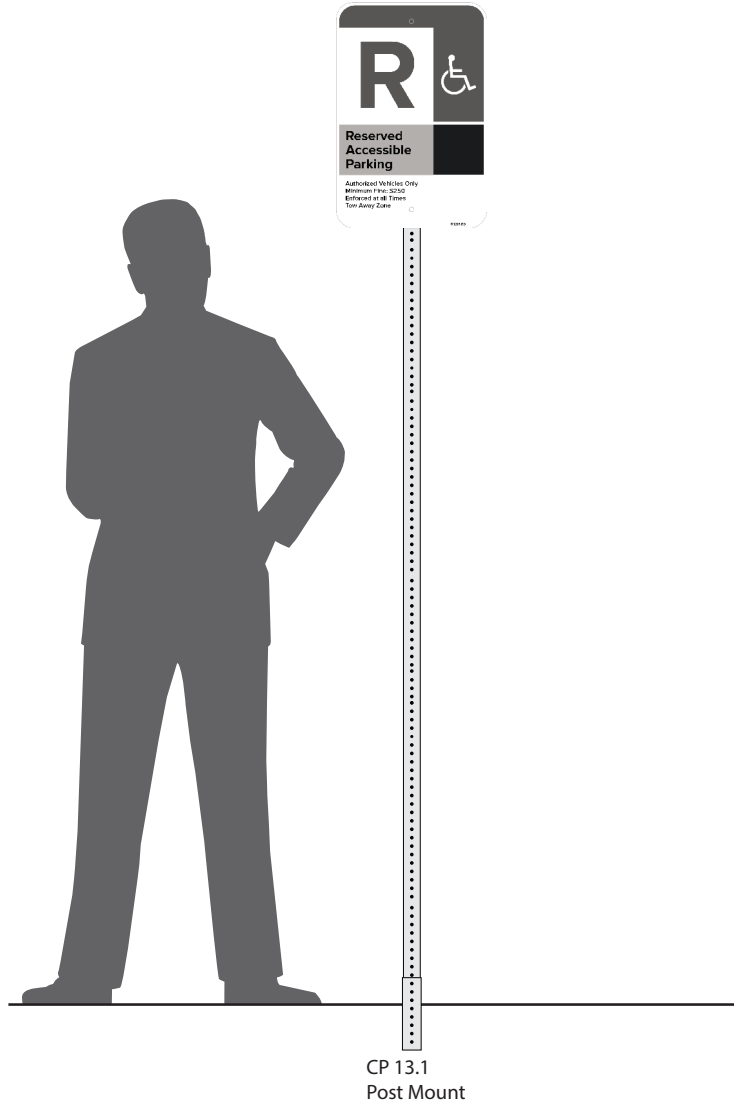
Secondary Message
- Cautionary fines.

POST
Vulcan Utility Signs
- 2.25" x 2.25" x 3' Anchor Base, Galvanized
- 2" x 2" x 8' Quick Punch Post, Galvanized

WA

Faculty Parking

Permit Required
Paid Visitor Parking Permitted
Enforced at all Times
Tow Away Zone

17.1218.WA

CP 16.2
Wall Mount

CP 16.1
Post Mount

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

CP-17 - West Campus Staff

FUNCTION
To identify reserved parking stalls for Staff Parking

LOCATION
At the head of each reserved parking stall; CP-17.2 where there is an available wall surface facing the head of the parking stall, CP-17.1 where there is no suitable wall surface.

CONTENT
Symbol
• Symbol to support primary message.

Primary Message
• Specified parking stall function.
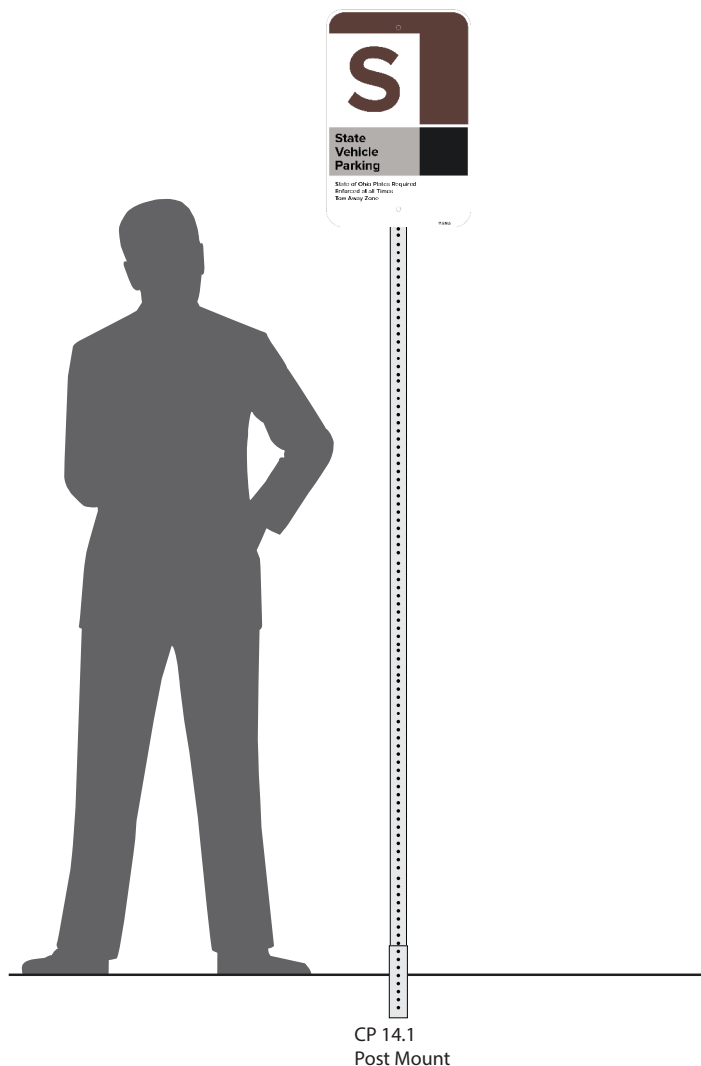
Secondary Message
• Cautionary fines.

POST
Vulcan Utility Signs
• 2.25" x 2.25" x 3' Anchor Base, Galvanized
• 2" x 2" x 8' Quick Punch Post, Galvanized

WB

Staff Parking

Permit Required
Paid Visitor Parking Permitted
Enforced at all Times
Tow Away Zone

17.1218.WB

CP 17.2
Wall Mount

CP 17.1
Post Mount

CP-18 - West Campus Student

FUNCTION
To identify reserved parking stalls for Students

LOCATION
At the head of each reserved parking stall; CP-18.2 where there is an available wall surface facing the head of the parking stall, CP-18.1 where there is no suitable wall surface.

CONTENT
Symbol
• Symbol to support primary message.

Primary Message
• Specified parking stall function.
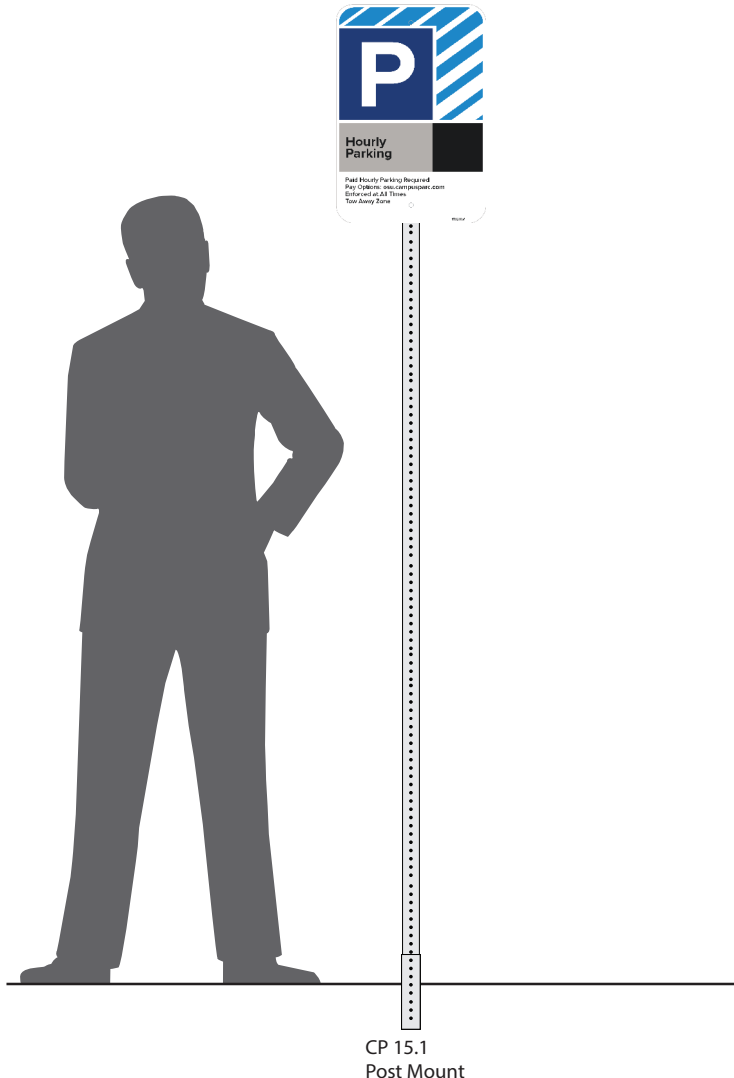
Secondary Message
• Cautionary fines.

POST
Vulcan Utility Signs
• 2.25" x 2.25" x 3' Anchor Base, Galvanized
• 2" x 2" x 8' Quick Punch Post, Galvanized

WC

Student Parking

Permit Required
Paid Visitor Parking Permitted
Enforced at all Times
Tow Away Zone

17.1218.WC
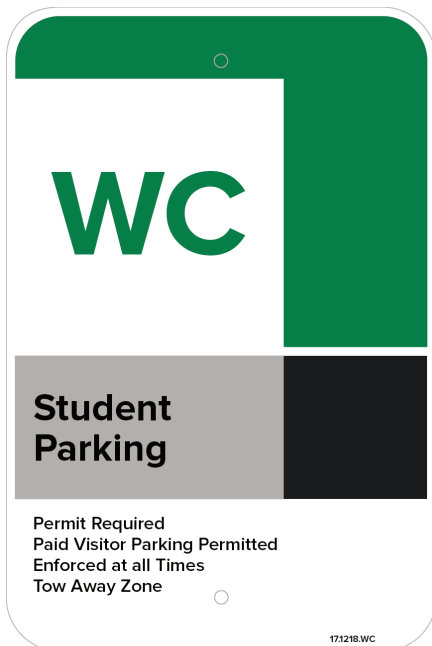
CP 18.2
Wall Mount

CP 18.1
Post Mount

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
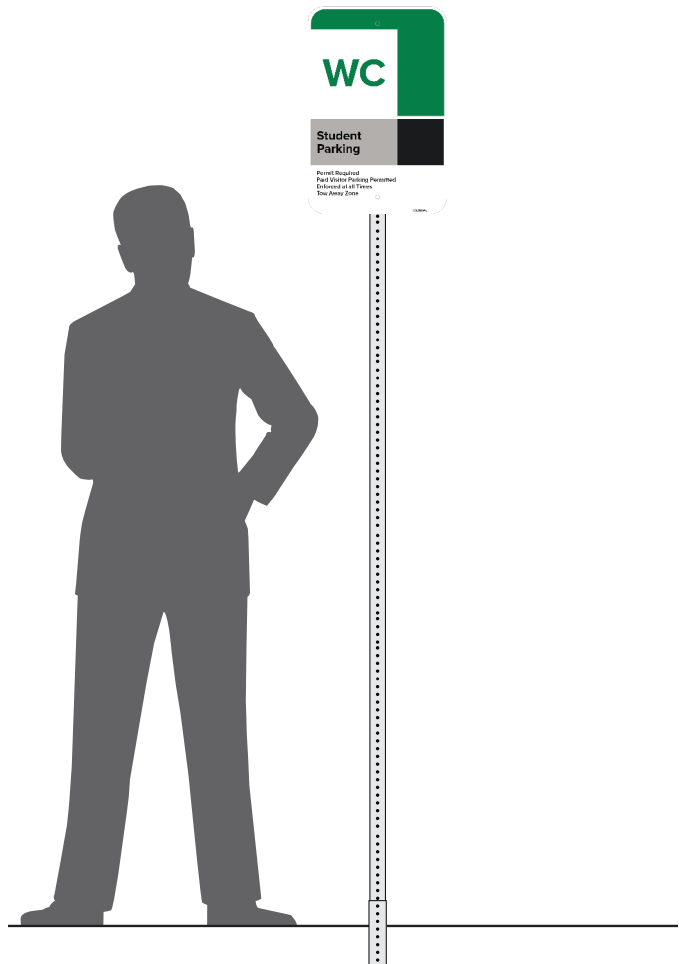
CP-19 - West Campus Accessible

FUNCTION
To identify reserved Accessible parking stalls

LOCATION
At the head of each reserved parking stall; CP-19.2 where there is an available wall surface facing the head of the parking stall, CP-19.1 where there is no suitable wall surface.

CONTENT
Symbol
• Symbol to support primary message.
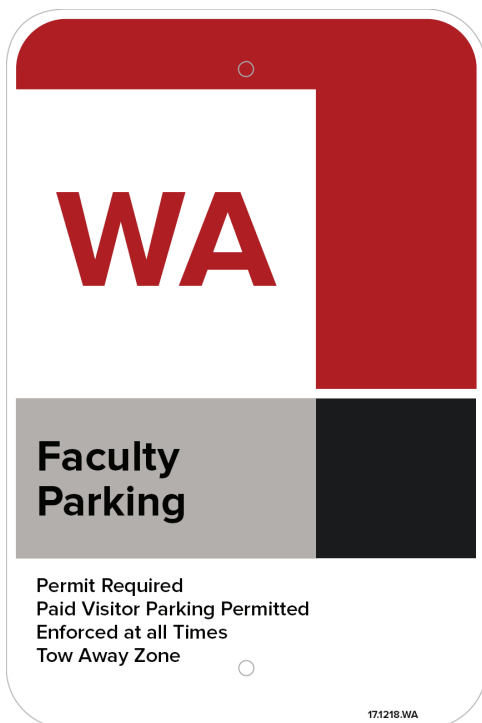
Primary Message
• Specified parking stall function.
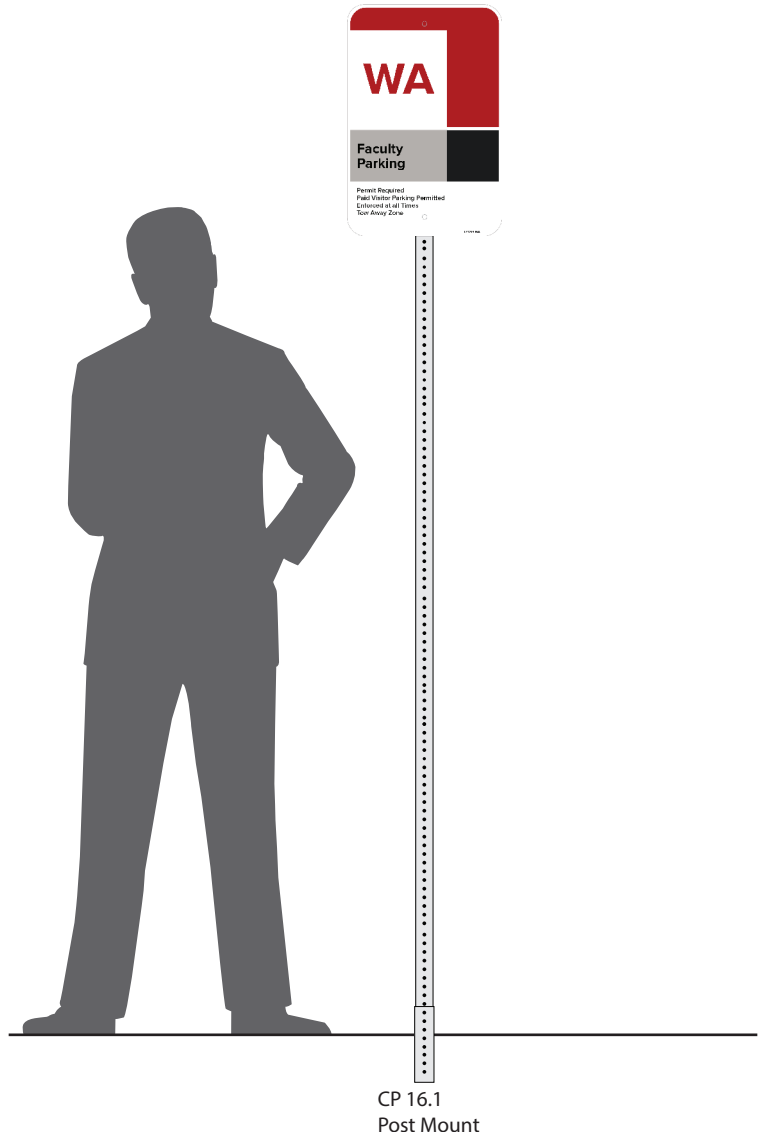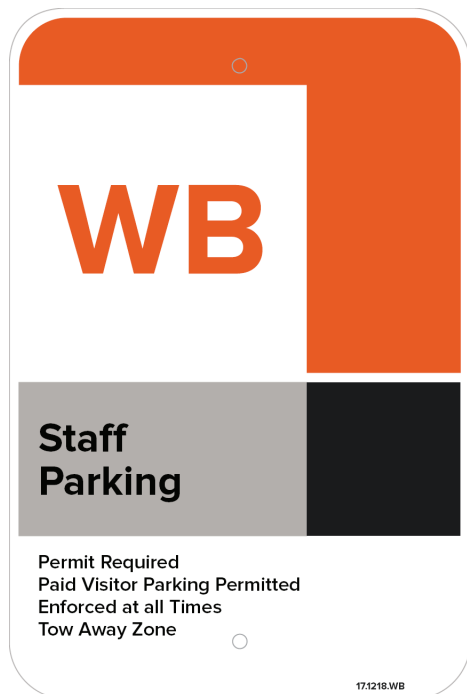
Secondary Message
• Cautionary fines.

POST
Vulcan Utility Signs
• 2.25" x 2.25" x 3' Anchor Base, Galvanized
• 2" x 2" x 8' Quick Punch Post, Galvanized

WD ♿

Accessible Permit Parking

Permit Required
Minimum Fine: $300
Paid Hourly Parking Permitted
Enforced at All Times
Tow Away Zone

17.1218.WD
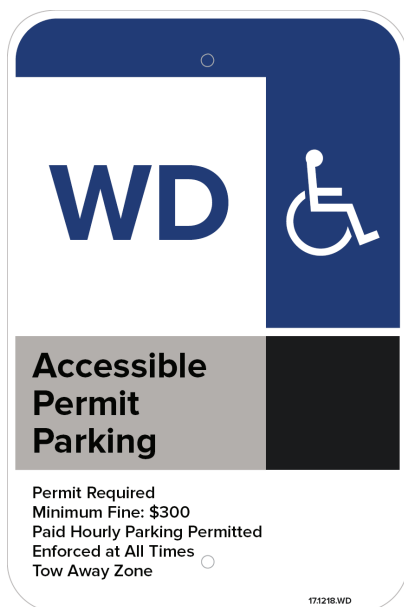
CP 19.2
Wall Mount

CP 19.1
Post Mount
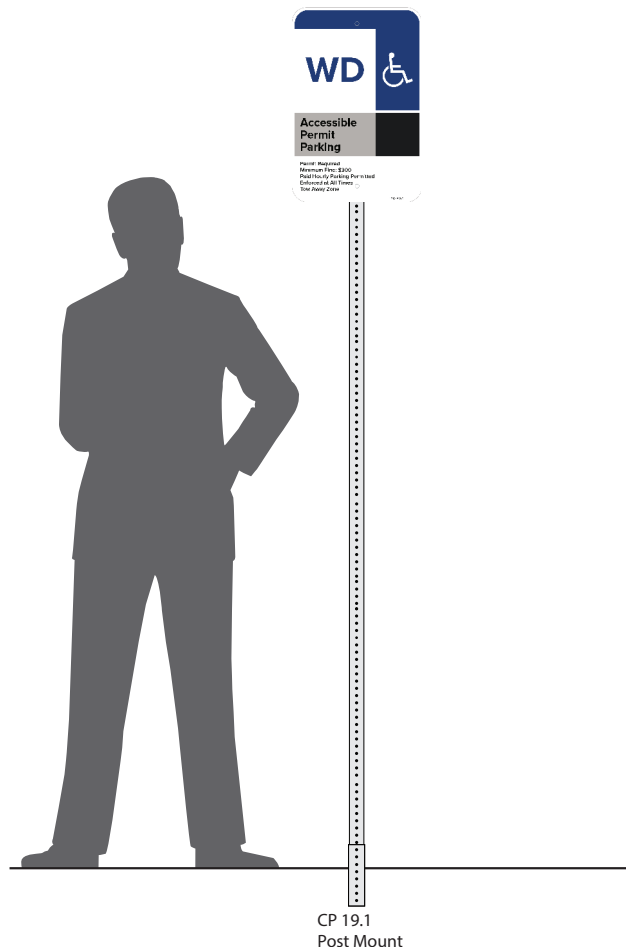
THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

CP-20 - Modifiers
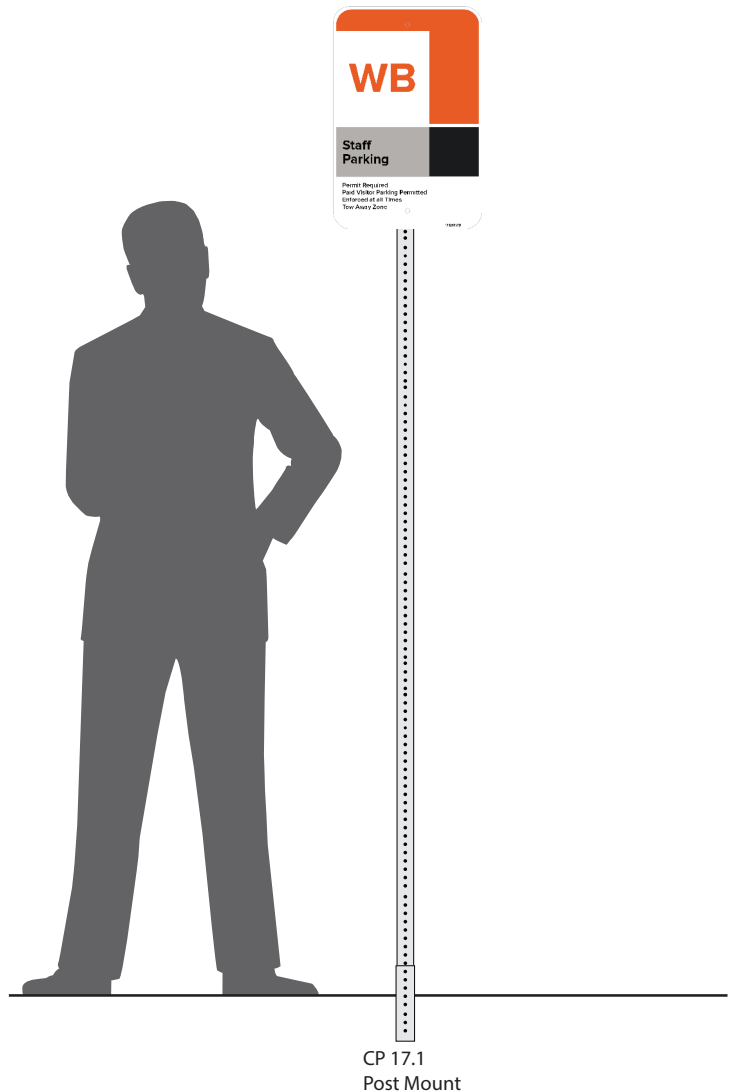
FUNCTION
To modify existing signage

LOCATION
Below existing signage

POST
Vulcan Utility Signs
- 2.25" x 2.25" x 3' Anchor Base, Galvanized
- 2" x 2" x 8' Quick Punch Post, Galvanized

License Plate
UZ204/FFD6090
Required

Valet
Parking Only

Student Health
Patients Only
Permit or Paid Hourly Parking Required

VAN
ACCESSIBLE

Speech
and Hearing
Permit Required

License Plate
WEXMED
Required

License Plate
S30-782
Required

Approved
WOSU Visitors
Only

Overnight
Parking Area

No Student
Overnight
Parking

Morehouse Patient
Parking Only

Student Health
Patients Only

Wright Center of
Innovation
Hangtag Required

Veterinary
Hospital Client
Parking Only

License Plate
XPV9279
Required

License Plate
171XZN
Required

CP 20.2
Wall Mount

CP 20.1
Post Mount

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

University Signage Standards

UNIVERSITY INTERIOR SIGNS

REVISED 1/28/2025

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).

ST-1

IN-2 – Room ID - 1 Inch Slots

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 are sold separately.

208F
1"x 6" Insert Here

ST-2

208F
1"x 6" Insert Here
1"x 6" Insert Here

ST-3

208F
1"x 6" Insert Here
1"x 6" Insert Here
1"x 6" Insert Here

ST-4

208F
1"x 6" Insert Here
1"x 6" Insert Here
1"x 6" Insert Here
1"x 6" Insert Here

ST-5

208F
1"x 6" Insert Here
1"x 6" Insert Here
1"x 6" Insert Here
1"x 6" Insert Here
1"x 6" Insert Here

ST-6

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

IN-3 – Room ID - 2 Inch Slots

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).

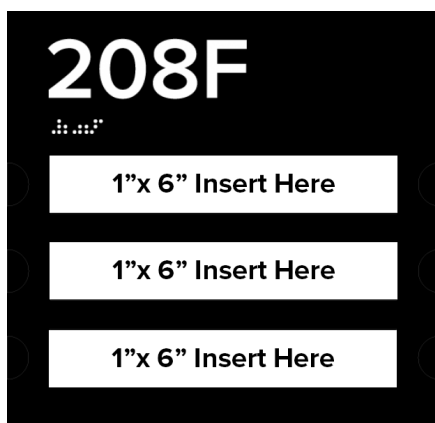Uses UniPrint standard insert 1" x 6" and 2" x 6" slot.
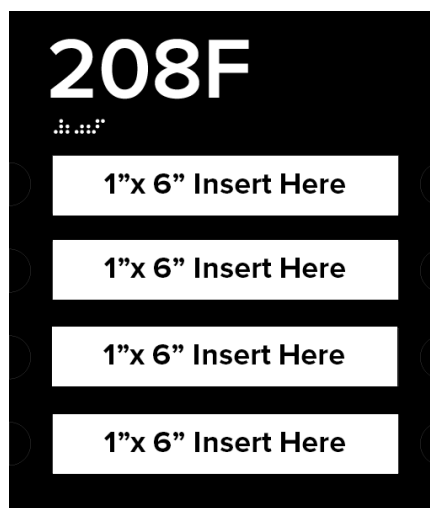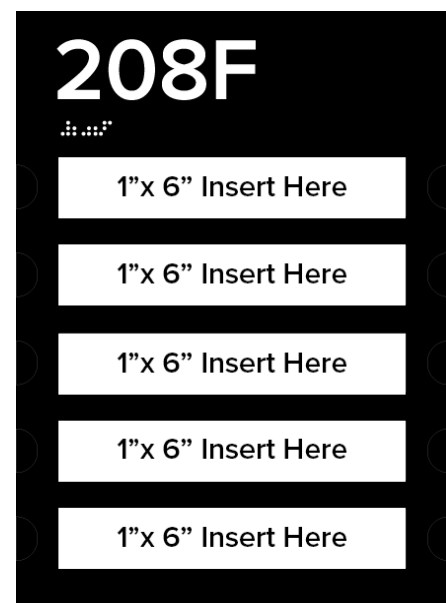(Inserts sold separately $5.00)

ST-7

ST-8

ST-9

ST-10

ST-11

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
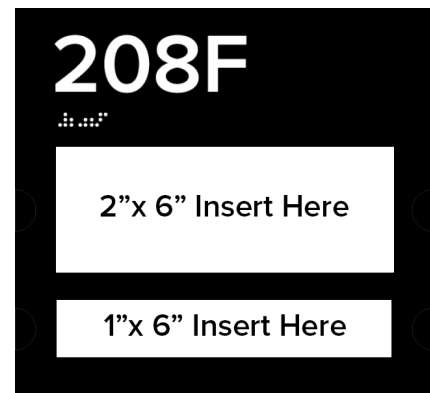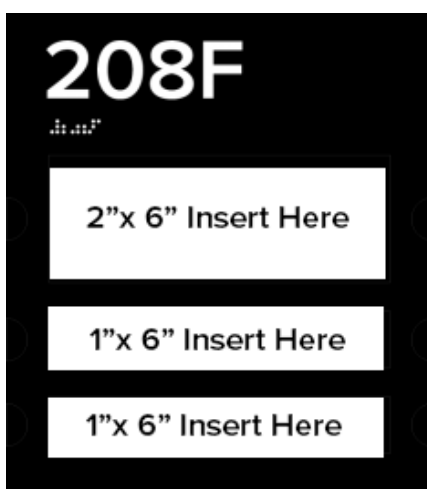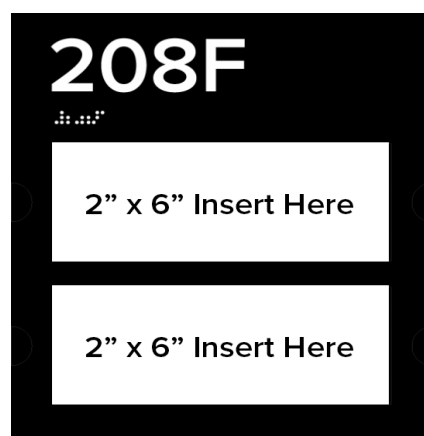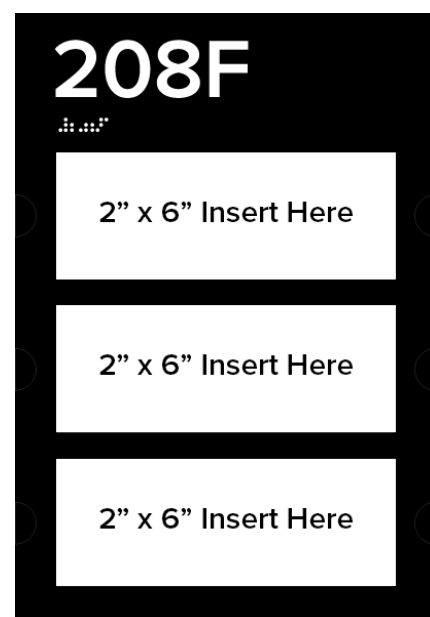
IN-4 - Room ID - Window

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.

ST-24

ST-109

IN-5 - Restroom

FUNCTION
To identify all public, family and assisted-use 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 pictorial shall be centered directly under the tactical restroom sign.

CONTENT
Signs must include the text "MEN," "WOMEN," or "RESTROOM" and appropriate pictorial, accessibility symbol, and room number.

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

ST-14

ST-12

ST-13

ST-15

ST-15H

ST-17.1

ST-17.2

ST-16

ST-16H

ST-17.3

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

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).
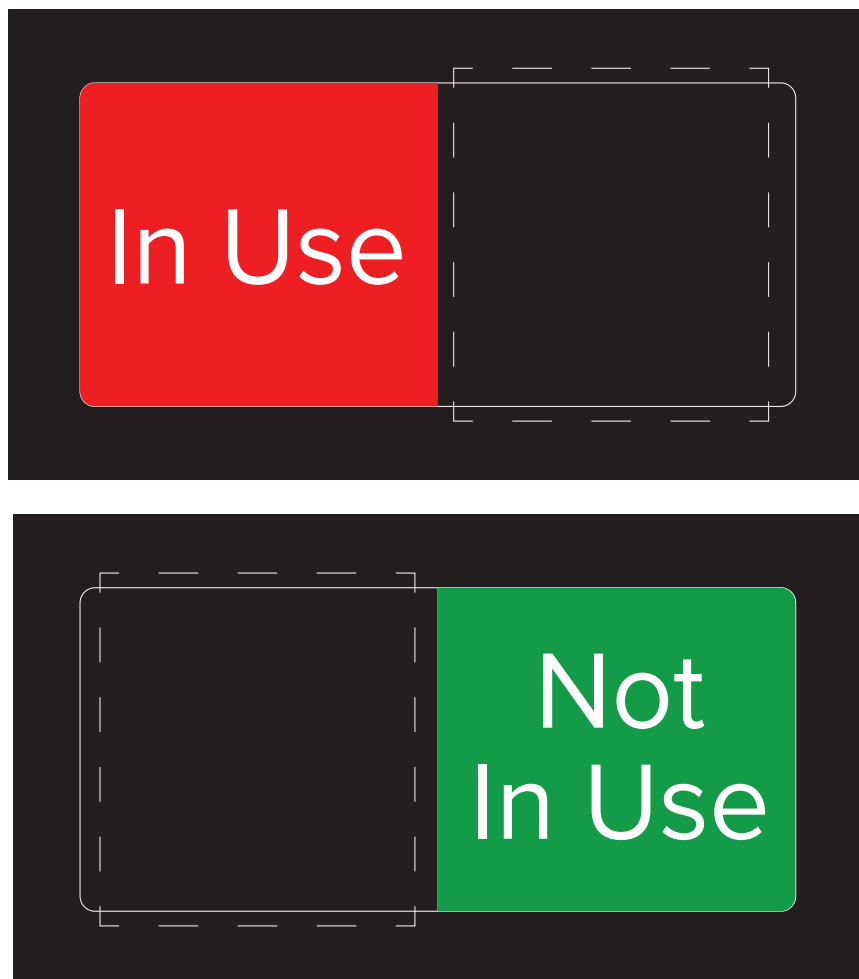

ST-56

IN-7 – In-Use Slider

FUNCTION
- 4" x 7.5" overall.
- These signs are used to indicate whether or not a room is currently in use.

CONTENT
Acrylic slider.

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

ST-129

IN-8 - Building Directory - Vista 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.

Paper inserts are removable for updating building destinations.

LOCATION

Vista 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.

Large

Vista 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.

Small

Vista 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 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 Signage Coordinator.

Isometric View

WILCE STUDENT HEALTH CENTER

Administration
Fancher Resource Center
Patient Accounts
Patient Advocate
Physical Therapy
Sports Medicine

3

Allergy Injection Therapy
Dental Services
Healthcare Application Support
Health Information Services
Optometry Services
Preventive Medicine
Primary Care - 2

2

Allergy Evaluation/ Testing
Conference Rooms
Laboratory
Nutrition Services
Primary Care - 1
Radiology

1

Advice / Appointments
Entrance / Exit
Patient Registration
Pharmacy
Women's Services

G

Sample Sign Insert

IN-8.1 - 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.

Discontinued directory system. May be used to replace damaged sign or existing building package. Please consult with University Signage Coordinator before ordering this sign.
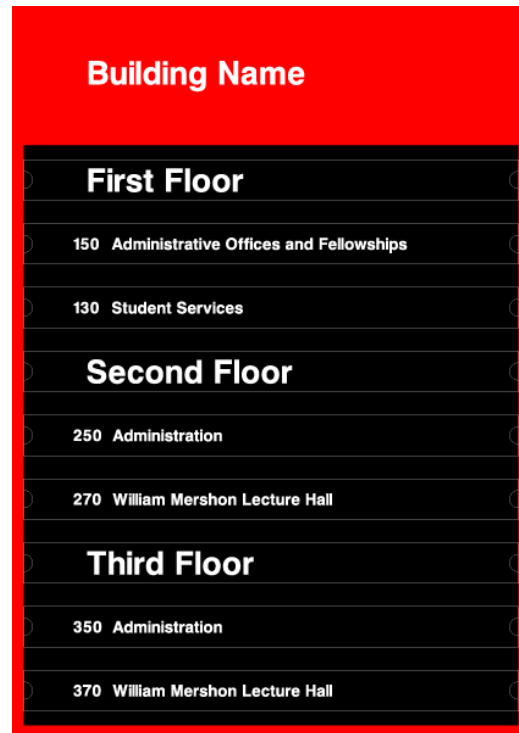
ST-28

Background Color Options
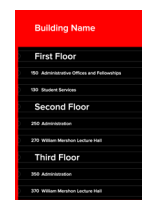
Red (PMS 7002)
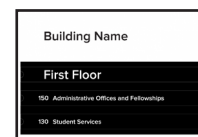
White (PMS 91134)
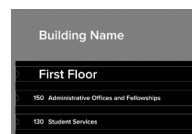
Grey (PMS 424)
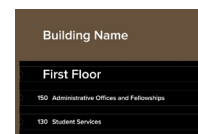
Brown (PMS 7532)
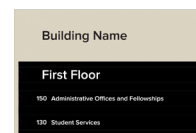
Beige (PMS 7534)

IN-8.2 - Building Directional Sign - Vista Hanging

FUNCTION
Vista hanging signs are for use in areas with high traffic.

LOCATION
Signs are located at key destinations on high-traffic areas.

CONTENT
List key destination, such as service deck, check-in,
customer service or offices.

Isometric View

Patient Registration
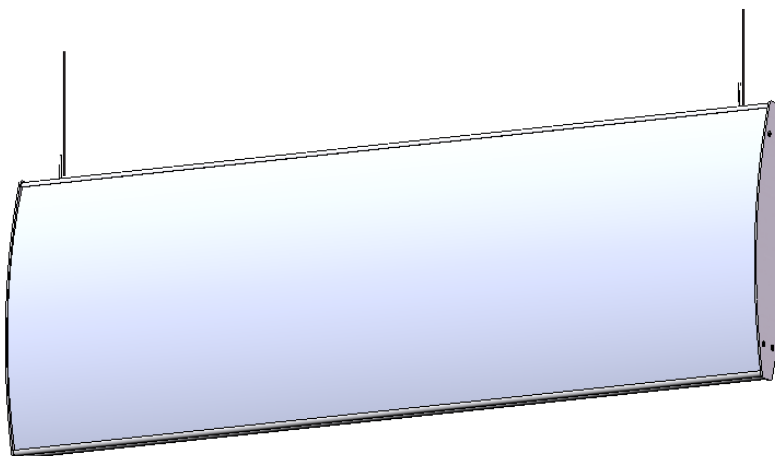
Sample Sign Insert

IN-8.3 - Flag Signs - Vista ST25

FUNCTION
Flag signs are recommended for directional identification of classrooms, restrooms and areas that are obstructed from view.

LOCATION
Locate at corner, or above doorways leading to public space out of sight from public view

CONTENT
Content is limited to Room Number, Name of Space with arrow as needed.
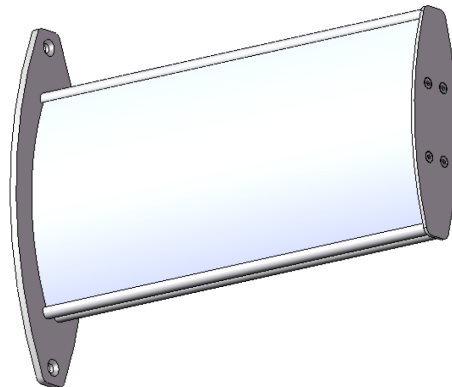
Vist Flag Sign Isometric

← Stairs
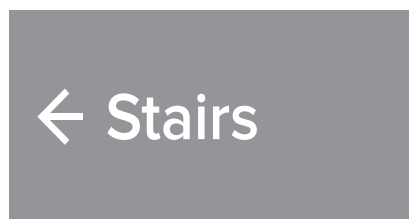
Sample Flag Sign Insert

TOP VIEW

← Restroom
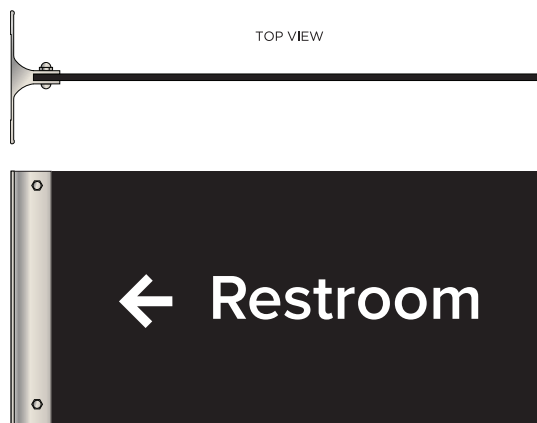
ST-25

IN-9 – 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 prominent areas to identify departments or named spaces.

CONTENT
Buckeye Sans or Capita chem metal upper- and lowercase letter heights 12", 8", 6", 4", and 3" by 1/4" thick. Color options are brushed aluminum, black and white letters.

12 in **Computer Laboratory**

8 in **Design Space and Classroom**

6 in Unit Operations Laboratory

4 in Computer Laboratory

3 in Student Lounge

IN-10 - Fire Extinguishers

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.

ST-92

ST-92V

IN-11 – Standpipes

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.

ST-93

ST-93V

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

IN-12 – Fire Department Connections

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

ST-108.1

ST-108.2

ST-108.3

ST-FDC

IN-13 – Emergency Identification

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 university Public Safety approved standards.

360C
FIRE COMMAND CENTER

ST-115

360C
GENERATOR ROOM

ST-113

360C
ELECTRICAL ROOM

ST-106

360C
FIRE ALARM PANEL

ST-114

360C
FIRE PUMP

ST-105

ELECTRICAL ROOM

ST-147

FIRE ALARM PANEL
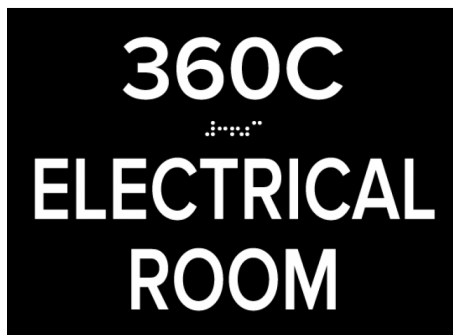
ST-148

IN-14 – Maximum Occupancy

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.
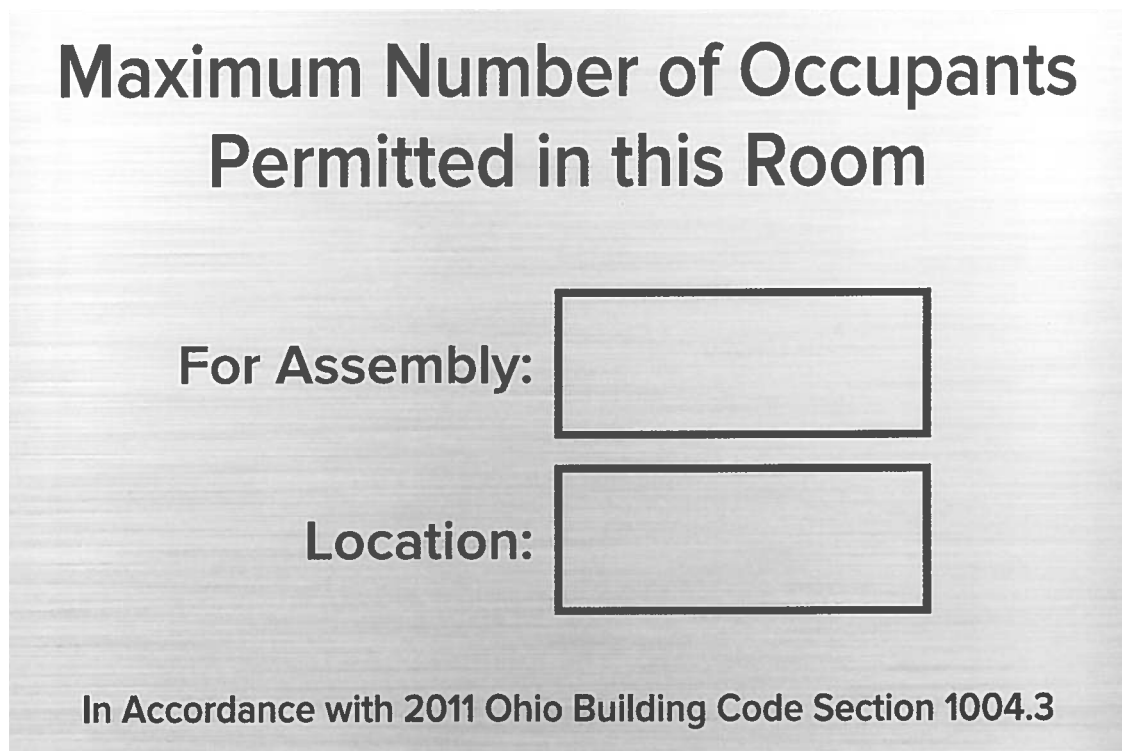
ST-130

IN-15 – Stairway

FUNCTION
- 8" x 7.5"
- 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.

ST-30

IN-16 – Stair Level

FUNCTION
- 9" x 12"
- 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.

ST-31

IN-17 - Elevator Door Jam Plate

FUNCTION
- 3.75" x 3.75"
- This sign is used to indicate floors from an elevator access point.

LOCATION
Located outside elevator door jam.

CONTENT
Letters on acrylic.

ST-32

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

University Signage Standards

WMC INTERIOR SIGNS

STDL - Letters on Circles

FUNCTION
These signs are used to indicate the 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 and Signage Manager.
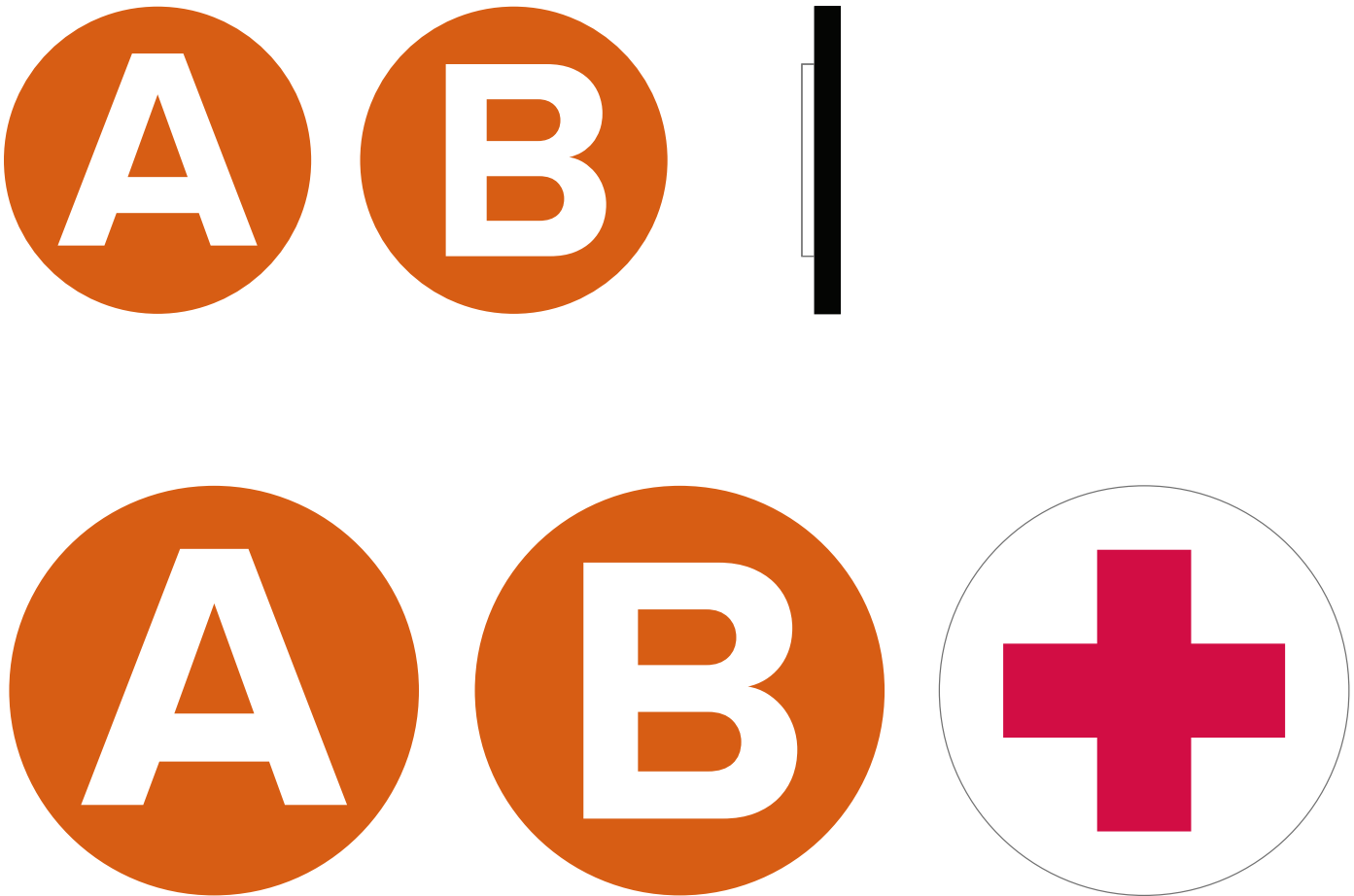
ST-Donor Plaque - Donors

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.

SANCTUARY DEDICATED BY
MJ & RONALD SCHNIPKE

STDS - Safety Information

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.

SECTION

FRAME

WINDOW BACKER

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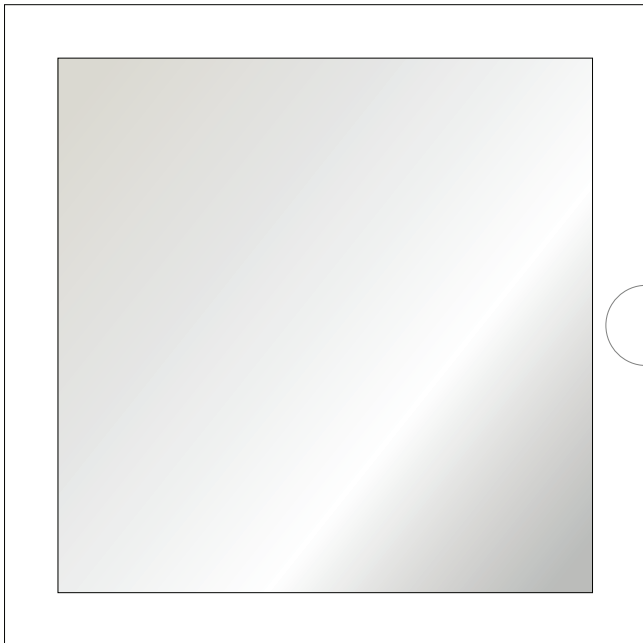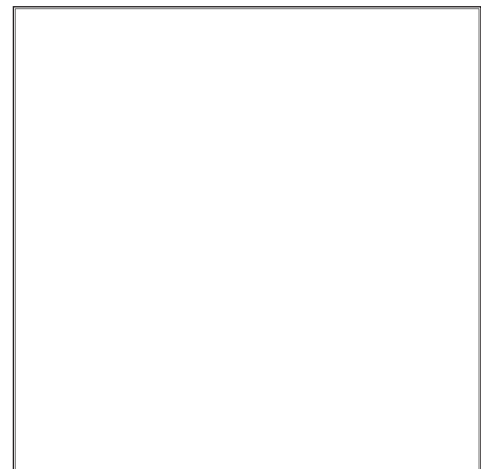
STDSI – Safety Information – Insert

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 and Signage Manager.

LIQUID NITROGEN

INFORM THE TECHNICIAN IF YOU MAY BE PREGNANT

RESTRICTED AREA

EYE WASH

RADIATION

PROTECTIVE GEAR REQUIRED

SURGICAL ATTIRE REQUIRED

BIOHAZARD
safety level 1

CHEMOTHERAPY WASTE

RADIOACTIVE MATERIALS

WARNING
RESTRICTED AREA

POWERFUL MAGNET IS ALWAYS ON

CAUTION
MRI ZONE 3
Screened MRI Patients

DANGER
MRI ZONE 4
Screened MRI Patients

MRI ZONE 1
General Public Area

NOTICE
MRI ZONE 2
Unscreened MRI Patients

NO OXYGEN TANKS
Beyond this point

NO PACEMAKERS

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STEP14 - Blade

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

CONTENT
Vinyl letters on acrylic face.

LOCATION
Vinyl letters on acrylic face.

TOP VIEW

Check-Out

BACK OF SIGN

Check-Out

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
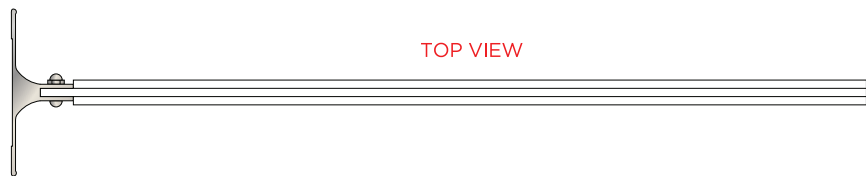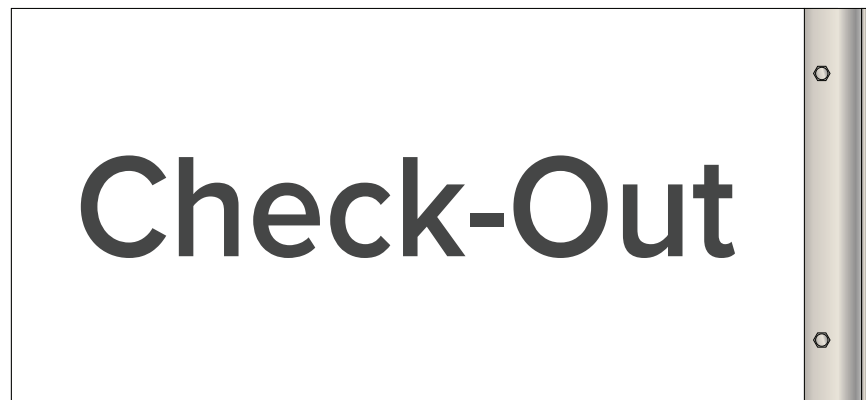
STEP15 - Department Name

FUNCTION
- 7.75" x 18"
- These signs are used to indicate the location of certain departments or services.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

WALL MOUNT - MOUNTING OPTION A

18 in

DEPARTMENT NAME HERE

CUBICLE MOUNT - MOUNTING OPTION B
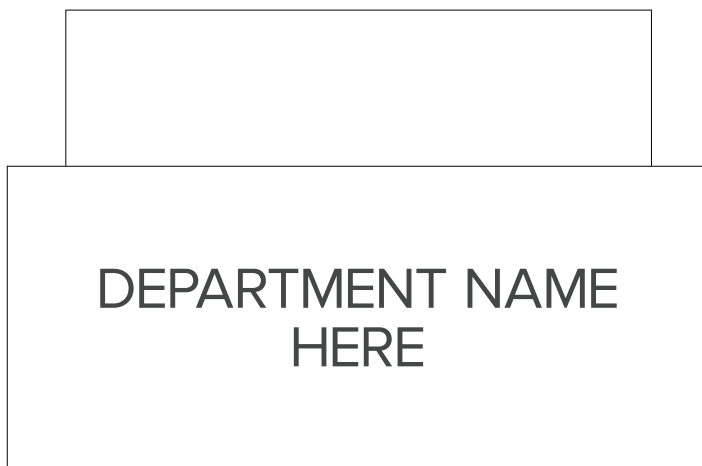
SECTION DETAIL MOUNTING OPTION B

DEPARTMENT NAME HERE

DEPARTMENT NAME HERE

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
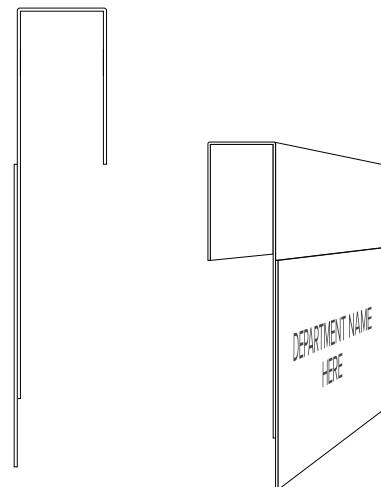
STEP26B – Step, 8.5 x 11 Insert

FUNCTION
- 8.5" x 11" inserts
- 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 and Signage Manager.

Insert
Text
Here

VINYL

Stoneridge Medical Center
The Ohio State Univerisity 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

DIGITAL PRINT

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STEP27 - 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 and Signage Manager.

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

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STEP28 – Overhead, Double-Sided 23"

FUNCTION
- 10" x 23"
- 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 and Signage Manager. Typically hung from the ceiling in public corridors.
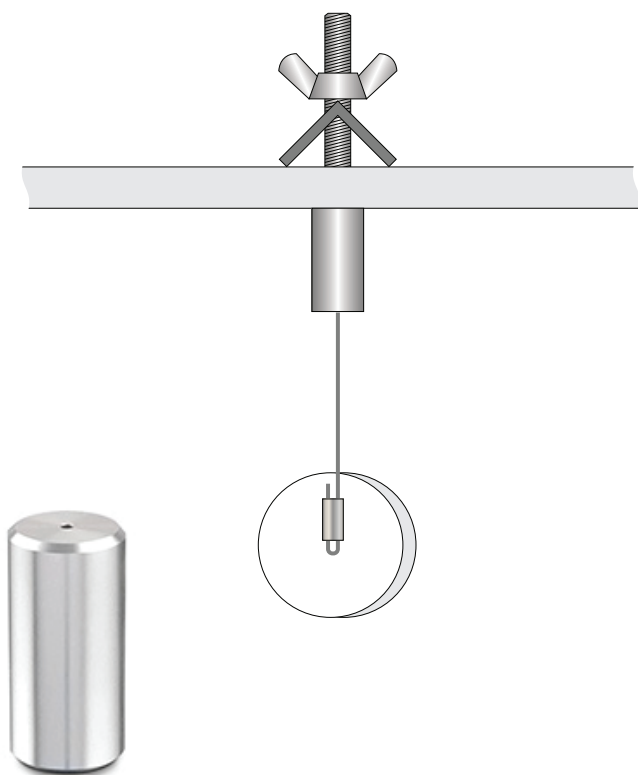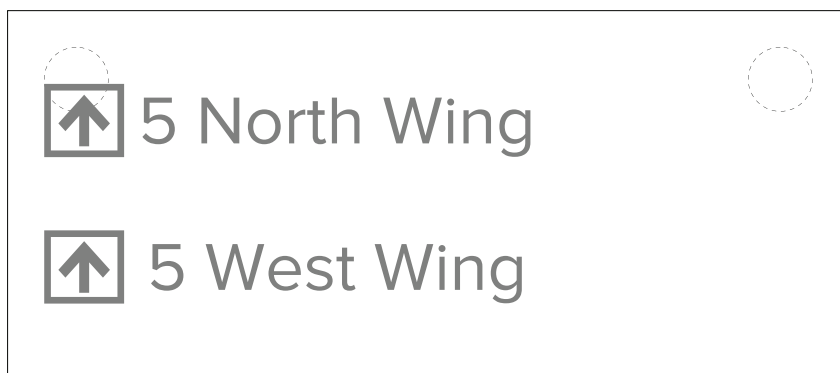
STEP29 - Overhead, Double-Sided, 47"

FUNCTION
- 10" x 47"
- 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 and Signage Manager. Typically hung from the ceiling in public corridors.

Side A

Hole in Sign Foam for Hanging

↑ 5 North Wing   Cardiovascular Services ↑

↑ 5 West Wing   Cardiac Cath, Echo, Stress Testing ↑

↑ Tower 5 Patient Rooms

Side B

MOUNTING
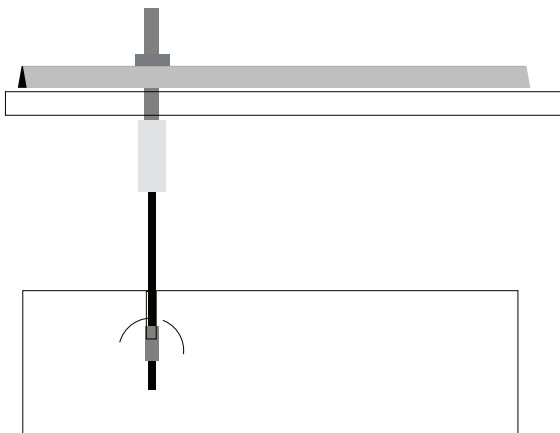
STEP32 - In-Use Slider 6"

FUNCTION
- 4" x 6"
- 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 and Signage Manager.

SECTION

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
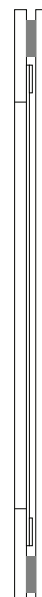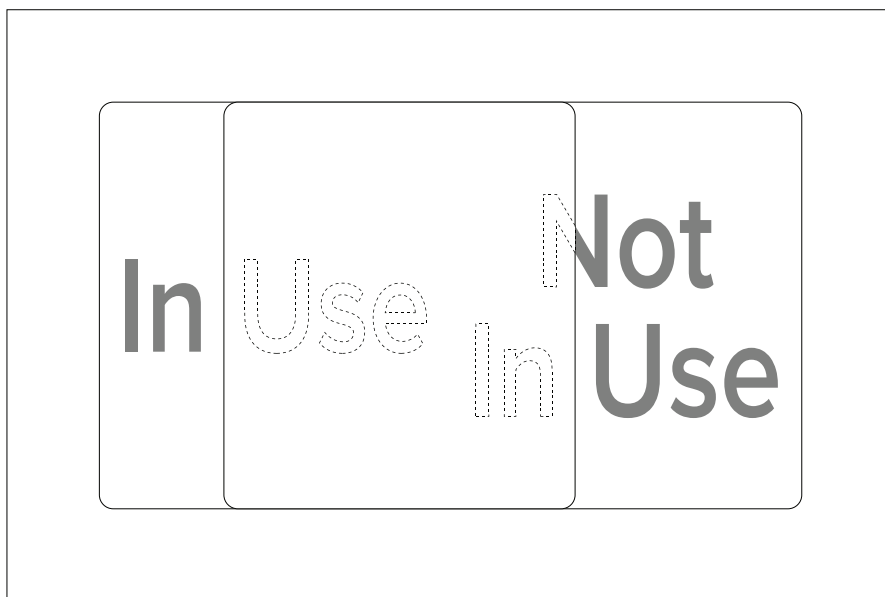
STEP33 - In-Use Slider 12"

FUNCTION
- 4" x 12"
- 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 and Signage Manager.

In Use

Not In Use

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
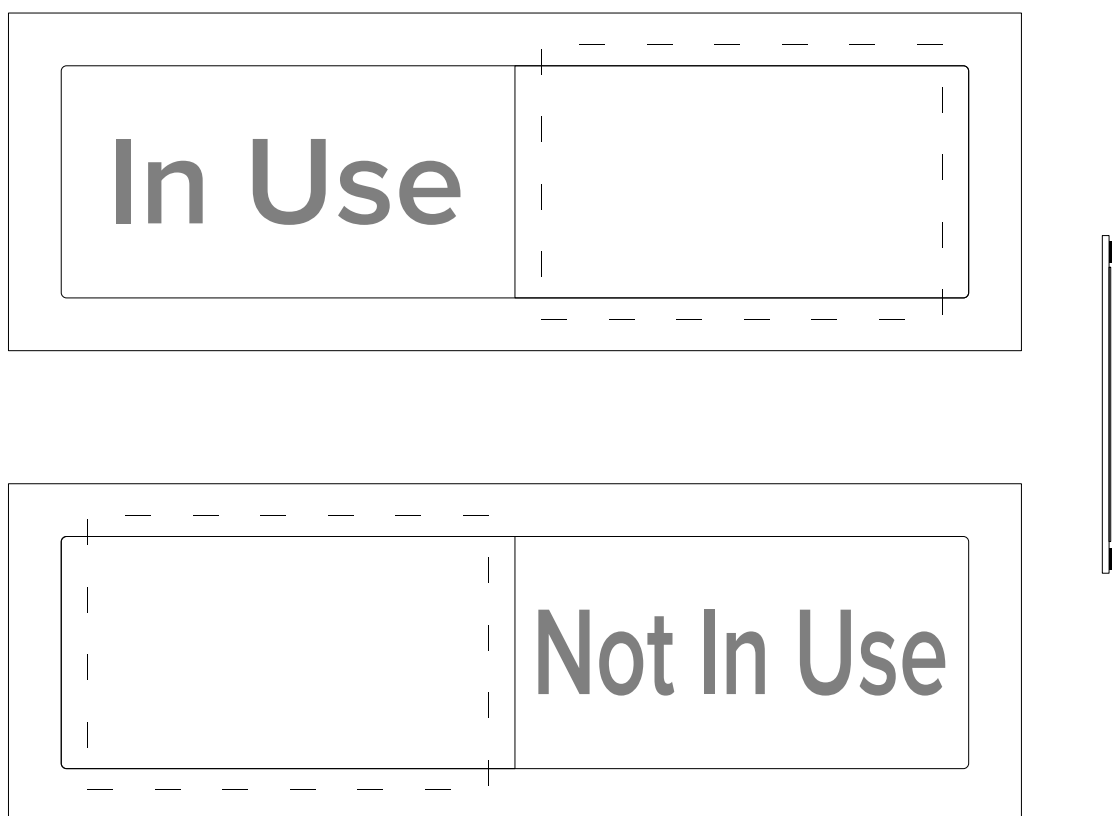
STFL-C - Free-Standing Directional 2014

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 and Signage Manager.

SECTION DETAIL

Sign Panel

1

Level One

🛗 EMERGENCY (Ground)		✚
↑ The James Elevators (CL-12)		B
↑ Imaging		
↑ Ross Heart Hospital	1.5 in	C
↑ University Hospital		D E F
🛗 Cannon Garages (Ground)		P
↑ Safeauto Garage		P

↑ BistrOH! Cafe 🍴
↑ Information ⓘ
↑ Restrooms 🚻♿
↑ Sanctuary

STFS-C - Free-Standing Directional Small 2015

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 and Signage Manager.

SECTION DETAIL

1

1.25 in | **Level One**

EMERGENCY
(Take the stairs or elevators to level G)

↑ The James Levels CL-12   **B**

↑ Ross Heart Hospital   **C**

↑ University Hospital   **D** **E** **F**

Cannon Garage   **P**
(Take the stairs or elevators to level G)

↑ Safeauto Garage   1.5 in   **P**

↑ BistrOH!

← Imaging

↑ Sanctuary

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
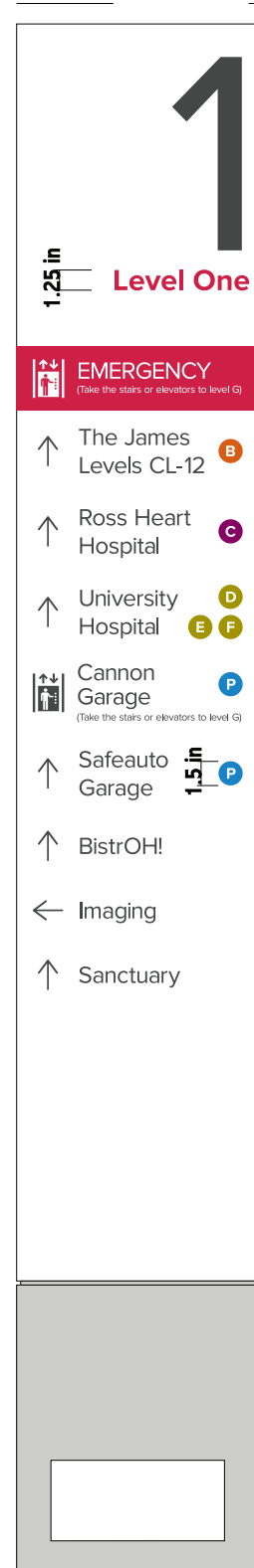
ST-FT1 - Fire Tag

FUNCTION
These signs are used to indicate fire doors.

CONTENT
Red acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

STIH - Insert Holder 6"

FUNCTION
- 8.625" x 6"
- These signs are used to display patient isolation information.

CONTENT
Acrylic with clear window.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

SECTION

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STIH - Insert Holder 11"

FUNCTION
- 11.75" x 9.25"
- These signs are used to display informational inserts.

CONTENT
Acrylic with clear window.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

SECTION

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STIH - Insert Holder 18"

FUNCTION
- 18" x 12"
- These signs are used to display informational inserts.

CONTENT
Acrylic with clear window.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

STIH-D - Insert Holder, Desktop

FUNCTION
- 11.75" x 9.25"
- These signs are used to display informational inserts.

CONTENT
Acrylic with clear window.

LOCATION
To be determined by Wexner Medical Center Wayfinding
and Signage Manager.

Side View
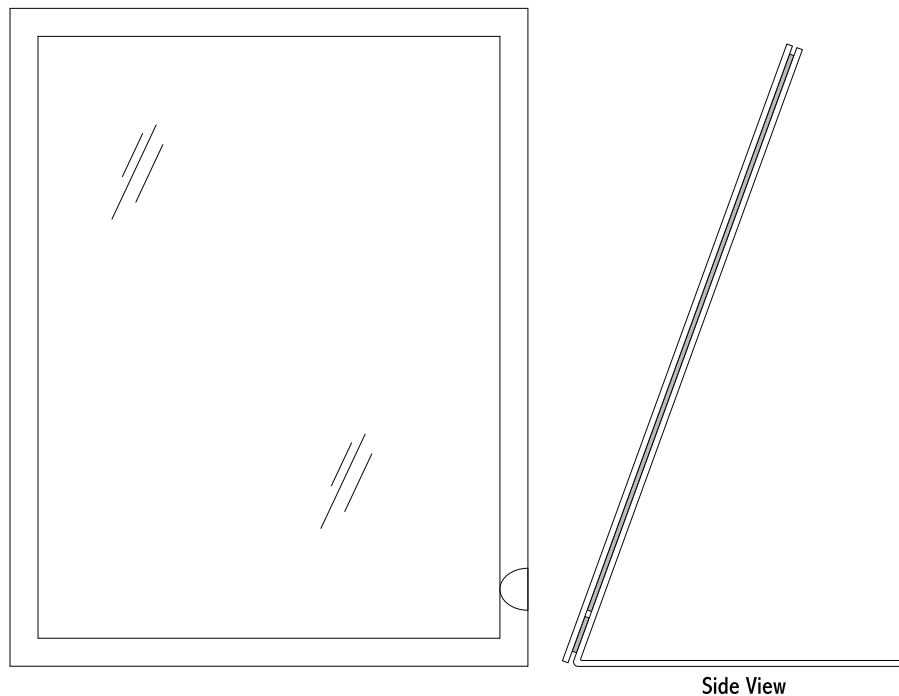
STIHIS - Patient Room Number

FUNCTION
- 6" x 6". ADA compliant
- These signs are used to indicate patient room numbers.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

C1053 PATIENT ROOM **1026**	C1053 RECOVERY **1026**
C1053 EXAM ROOM **1026**	C1053 TRAUMA ROOM **1026**

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STLI - Level Indicator

FUNCTION
- 12 and 2 inch xx
- 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.

Level **10**

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STMECCA - Double-Sided with Frame

FUNCTION
- 5" x 7"
- Used to point toward Mecca.

CONTENT
Vinyl on acrylic with an aluminum frame.

LOCATION
To be determined by Facility Planner and a Sanctuary Representative.

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
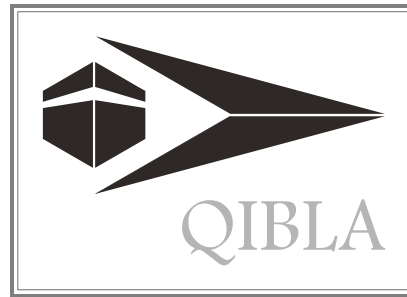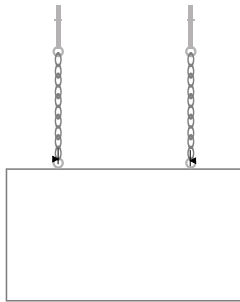
STOS - Maximum Occupancy

FUNCTION
- 3.5" x 3.5"
- This sign is used to indicate the maximum occupancy of a room.
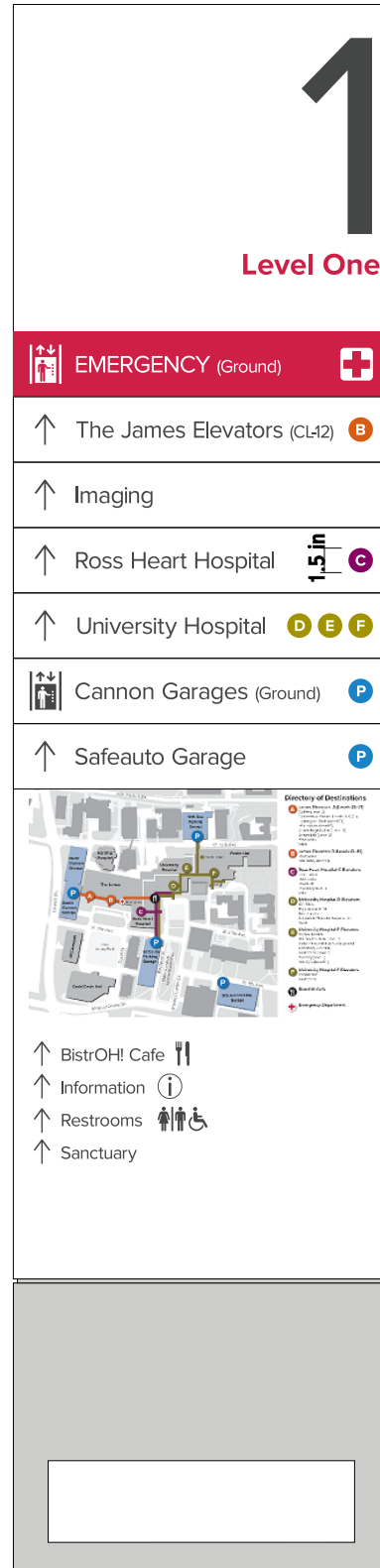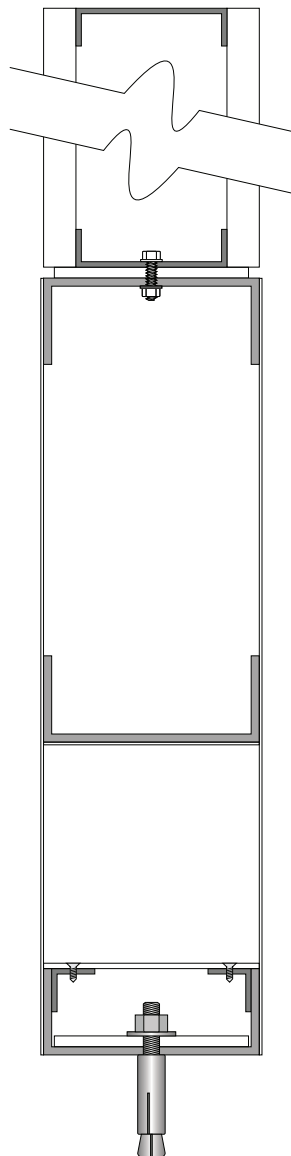
CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STPB - Perpendicular Bay

FUNCTION
This sign is used to indicate numbered destinations.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

Option 1 for Ceiling Tiles
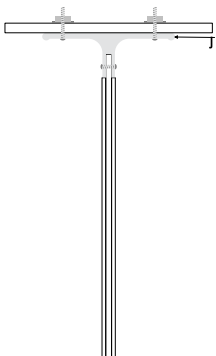
Option 2 for Sheetrock Ceiling

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
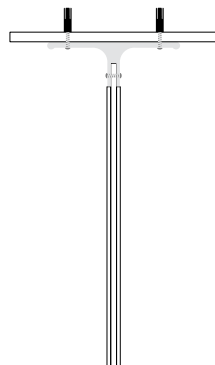
STPB.1 - Bay Number

FUNCTION
- 6" x 6"
- This sign is used to indicate numbered destinations.

CONTENT
Numbers on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

| 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 |
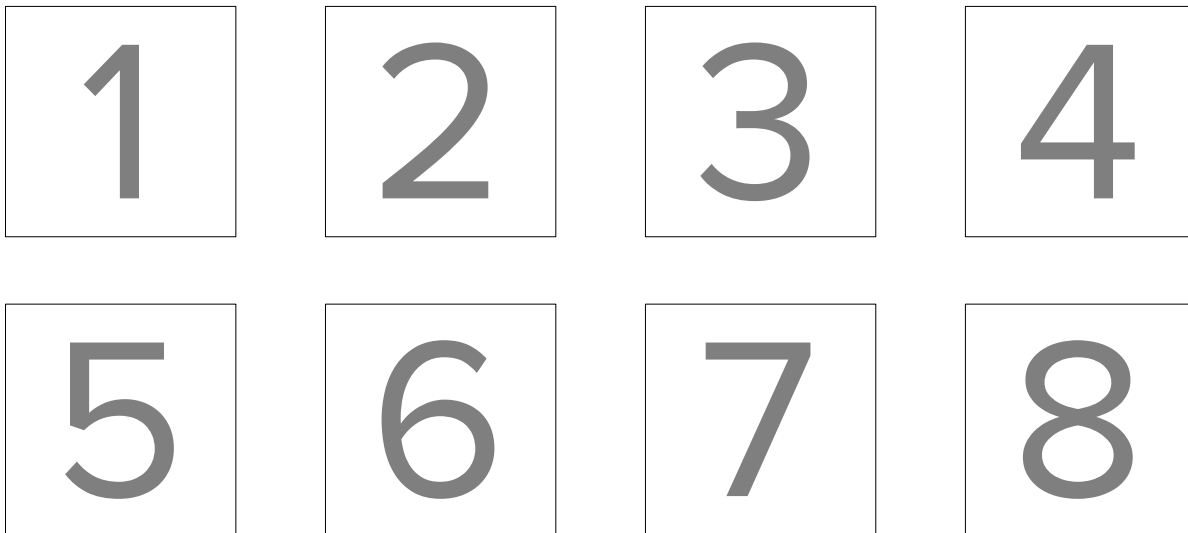
STPH – Patient Room Number

FUNCTION
- 2.5" x 6"
- This sign is used to indicate a room's number.
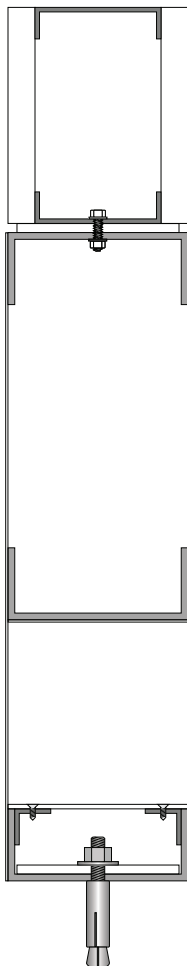
CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

A1502

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

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 and Signage Manager.
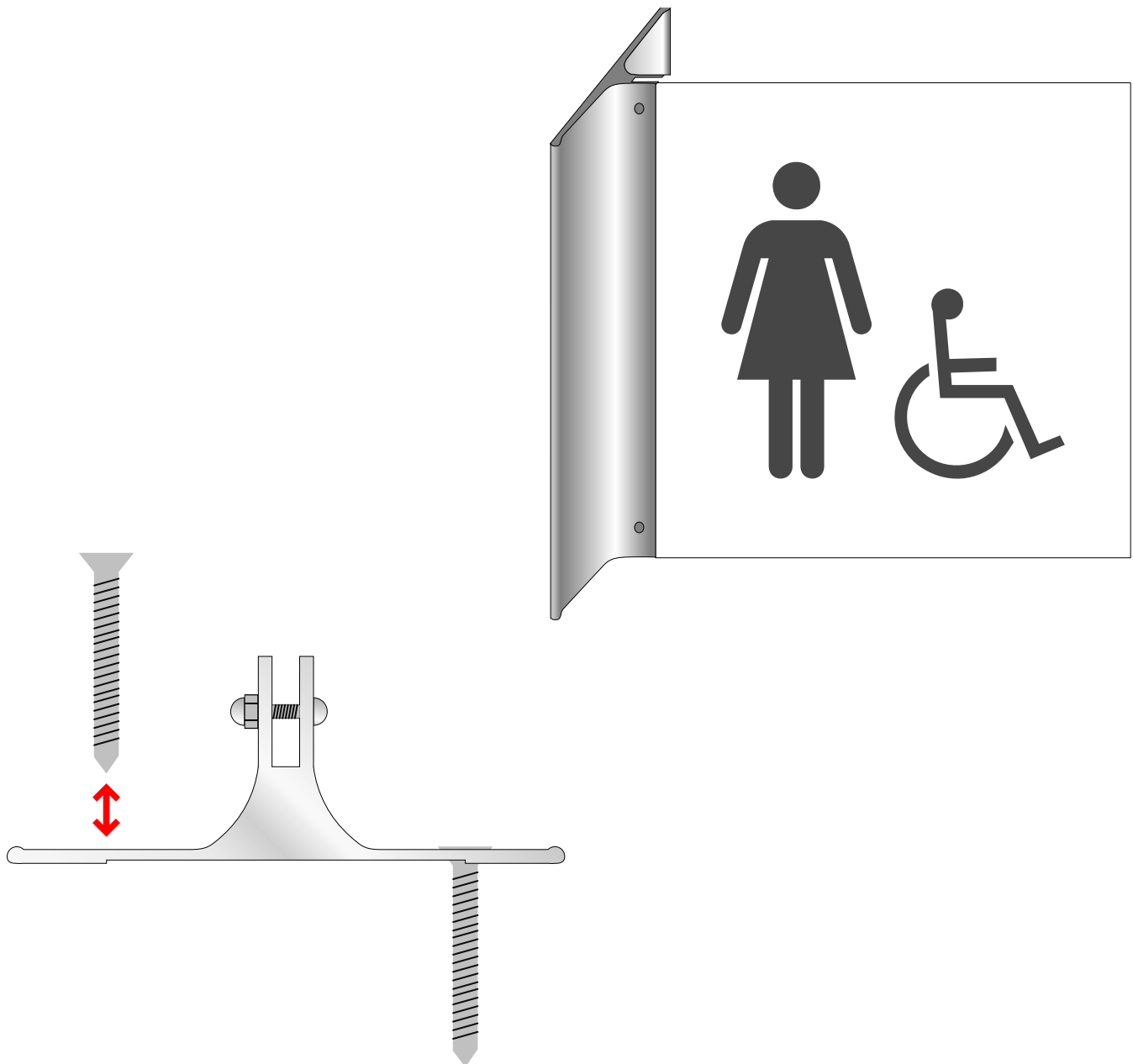
STPR-1 – Patient Room Info

FUNCTION
- 3" x 6"
- 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
and Signage Manager.

SECTION

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
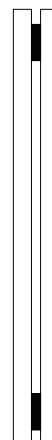
STPR-4 - Patient Room Info 10.5"

FUNCTION
- 10.5" x 6"
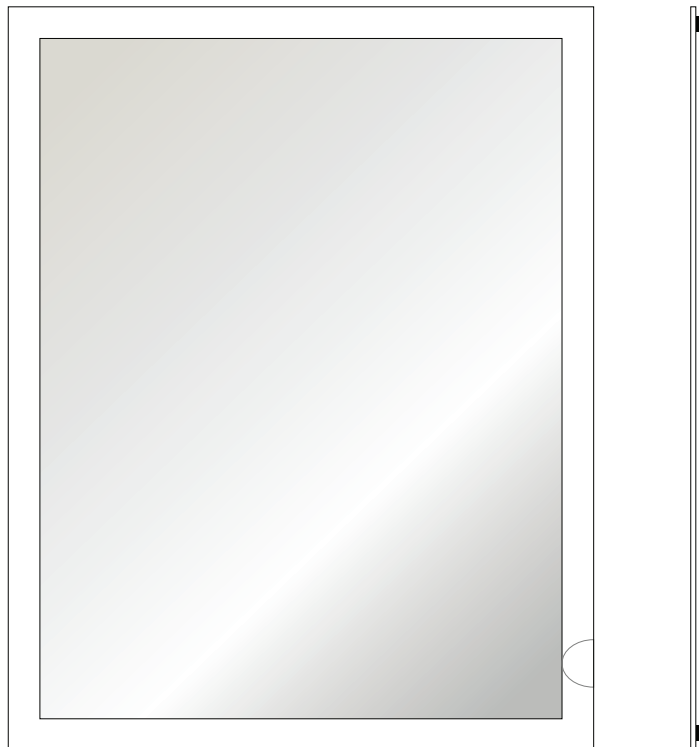- This sign is used for visitor and clinical staff information.

CONTENT
Acrylic frame with clear window.

LOCATION
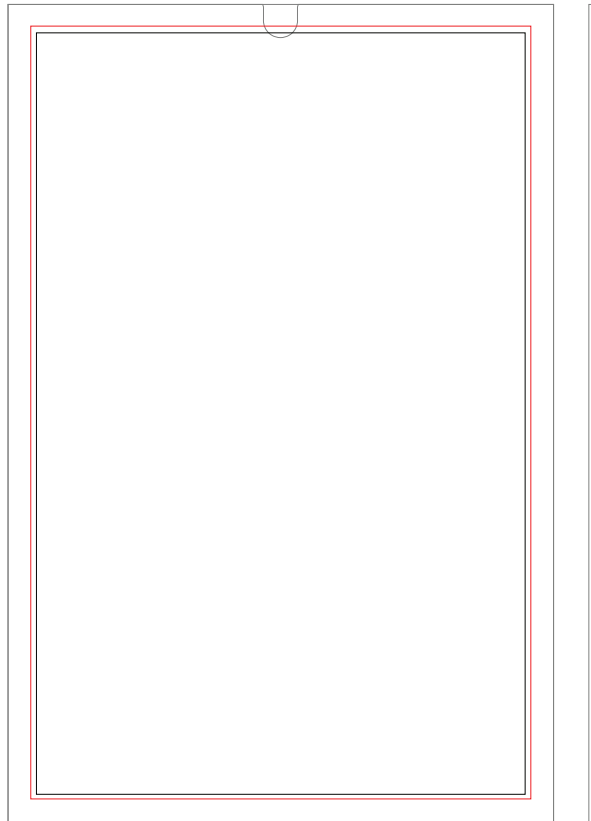To be determined by Wexner Medical Center Wayfinding and Signage Manager.

SECTION

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
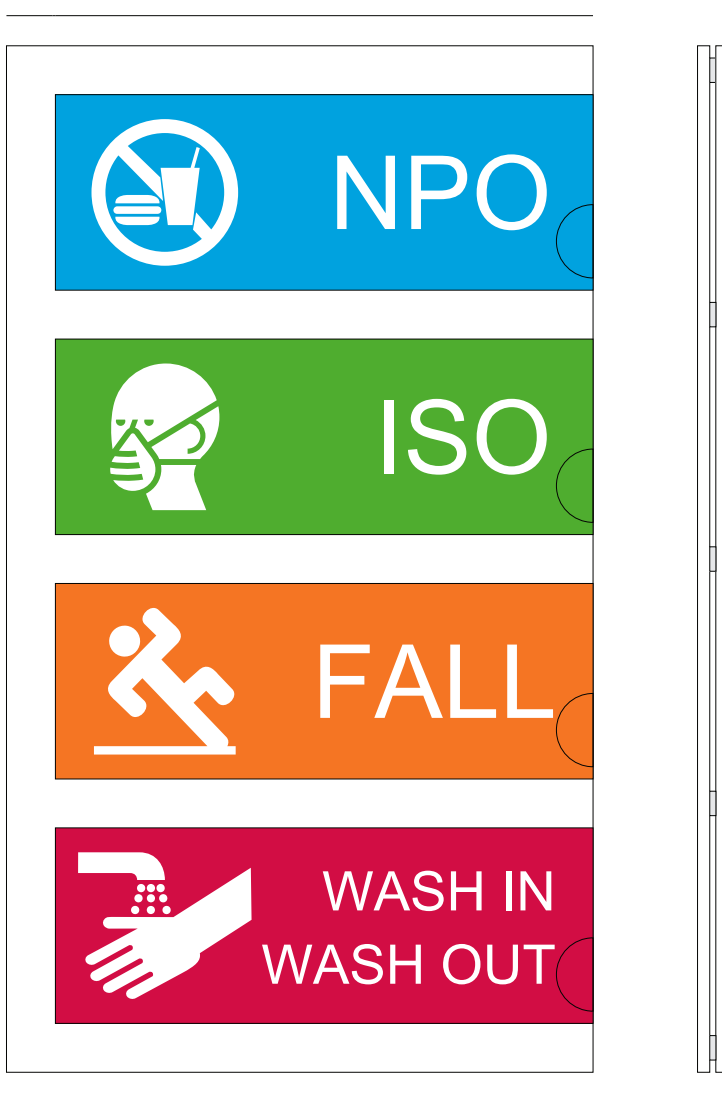
STPRI - Patient Room Info Inserts

FUNCTION
2.125" x 5.5
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 and Signage Manager.

NPO

ISO

FALL

WASH IN WASH OUT

PMS 299C   PMS 361C   PMS 158C   PMS 200C

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STPRI - Room Insert Holder 7.75"

FUNCTION
- 7.75" x 6"
- 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 and Signage Manager.

SECTION

A1502

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STRIW – Room Insert Holder 5.25"

FUNCTION
- 5.25" x 6"
- 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
and Signage Manager.

SECTION

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STRIW-I - Insert

FUNCTION
- 4.375" x 5.625"
- This sign is used to indicate information below and STRN.

CONTENT
Printed plastic insert.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

Clean Linen

E

Emergency
Exit Only

Manager-Oncology
Miranda A. Gill
MSN, RN

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STRN – Room Number

FUNCTION
- 2.5" x 6", ADA compliant
- This sign is used to indicate a room's number.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

A1502

STRS-1 - Handicap Accessible

FUNCTION
- 5" x 6", ADA compliant
- This sign is used to indicate handicap accessible

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
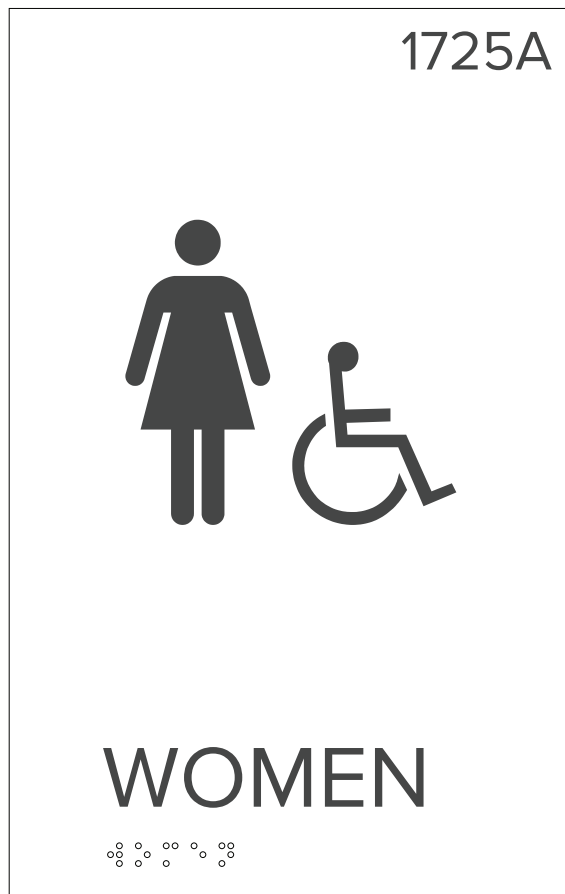
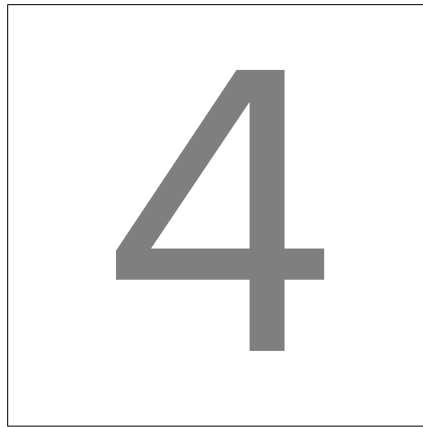# STRS-2 – Non-Handicap Accessible

FUNCTION
- 5" x 6"
- This sign is used to indicate non-handicap accessible

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

1725A	1725A	1725A
WOMEN	MEN	RESTROOM
1725A	1725A	1725A
STAFF	STAFF	STAFF
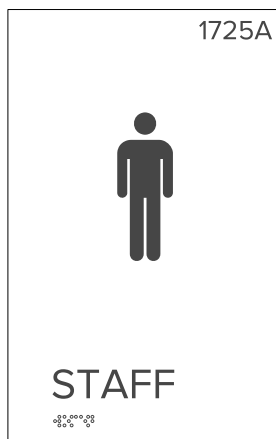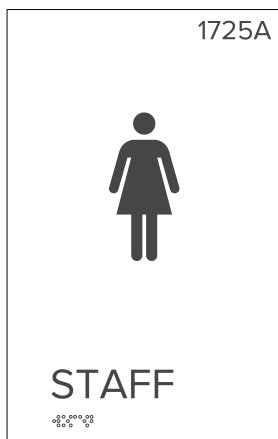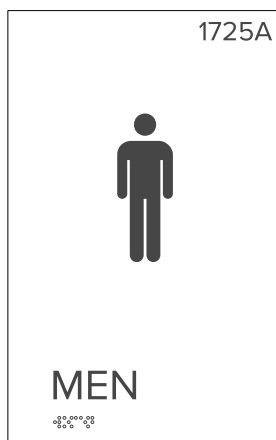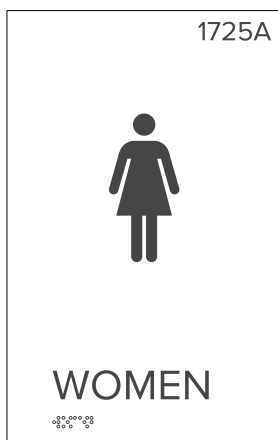
STRS-3 - Single Use Restroom

FUNCTION
- 5" x 6"
- This sign is used to identify all public, family and assisted-use restroom facilities within campus buildings.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

1725A

RESTROOM

1725A

STAFF

STRS-4 - Staff Handicap Accessible
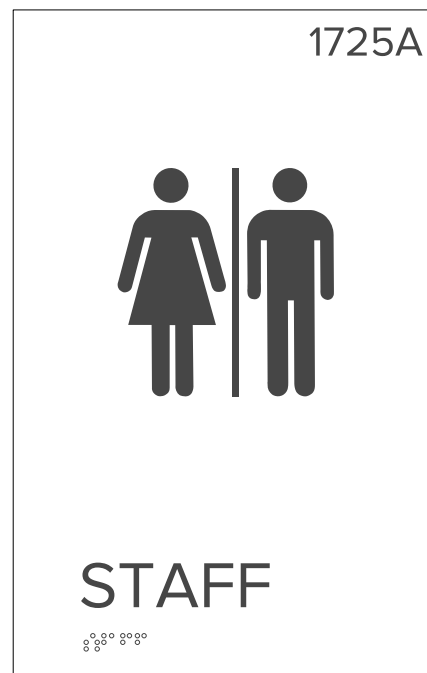
FUNCTION
- 5" x 6"
- This sign is used to identify staff restroom facilities.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
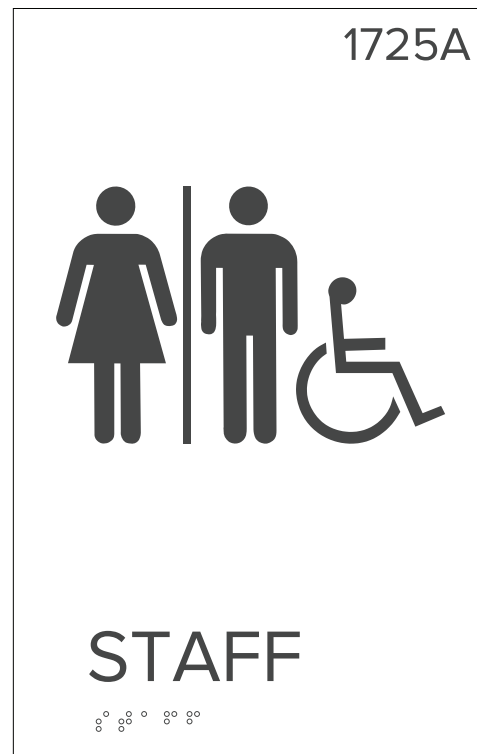
STSI - Stairway Identification

FUNCTION
- 9.5" x 6"
- This sign is used to indicate a stairwell.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

STAIR

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STSL - Stair Level Marker

FUNCTION
- 3" x 3.5"
- This sign is used to indicate floors accessible from a stairwell.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.
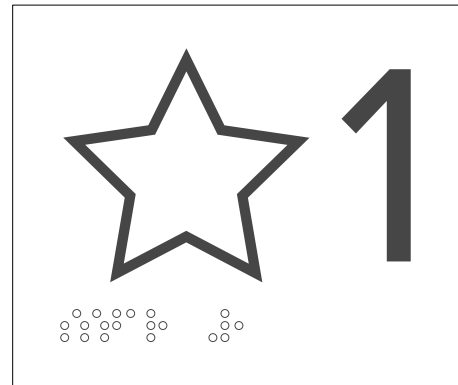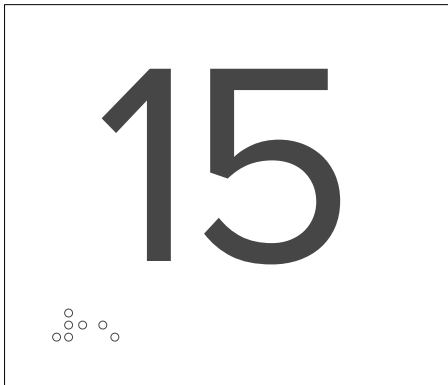
STSS - Stair Level 12.5"

FUNCTION
- 12.5" x 6"
- This sign is used to indicate floors accessible by a stairwell.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager. Typically installed inside a stairwell.

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

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
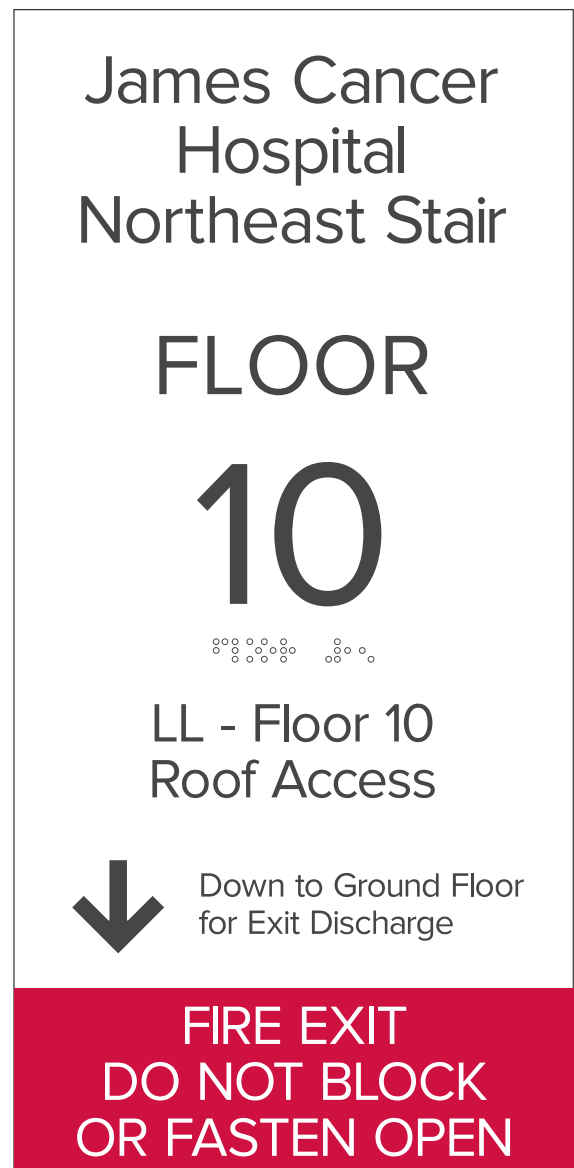
STTE - Exit

FUNCTION
- 9.5" x 6"
- This sign is used to indicate an exit.

CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

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 and Signage Manager.
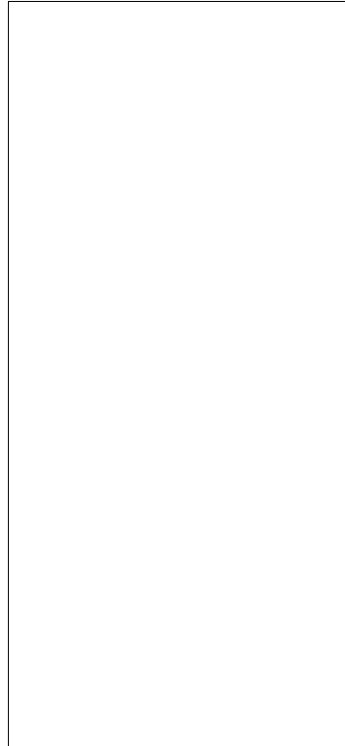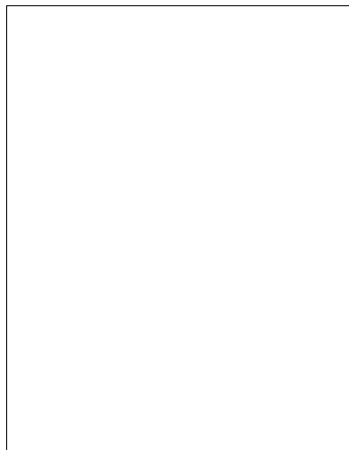
STWD - Frame Options

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 and Signage Manager.

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

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

15

Level Fifteen
James Cancer Hospital

← EMERGENCY
← Pharmacy
→ Laboratory
→ Outpatient Clinic
↑ Admissions
← Dining - *Seasons Cafe*
← Restrooms
→ Elevators
↑ Valet

15

Level Fifteen
James Cancer Hospital

← EMERGENCY
← Pharmacy
→ Laboratory
← Dining - *Seasons Cafe*
← Restrooms

SECTION
DETAIL

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

← Admissions
← Pharmacy
→ Laboratory
← Dining - *Seasons Cafe*
← Restrooms

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

15

Level Fifteen
James Cancer Hospital

← EMERGENCY
← Pharmacy

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

← Pharmacy
→ Laboratory

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STWD-1 - Directional Header, Wall-Mounted

FUNCTION
- 20" x 23"
- This sign is used to indicate a floor's number within a STWD frame.

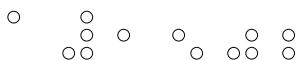## CONTENT
Letters on acrylic.

LOCATION
To be determined by Wexner Medical Center Wayfinding and Signage Manager.

15

Level Fifteen
James Cancer Hospital

STWD-1-B – Elevator Type

FUNCTION
- 12" x 23"
- 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 and Signage Manager.

Levels CL-21

Staff Elevators
(Staff, vendors, and deliveries only)

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

Levels CL-21

Staff Elevators
(Staff, vendors, and deliveries only)

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

Levels CL-12

Staff Elevators
(Staff, vendors, and deliveries only)

NOTE: **Level G** for Emergency Department Only

Levels CL-21

Staff Elevators
(Staff, vendors, and deliveries only)

Levels CL-12

Staff Elevators
(Staff, vendors, and deliveries only)

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STWD-2-C – Emergency Department

FUNCTION
- 4" x 23"
- 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 and Signage Manager.

← EMERGENCY ✚

STWD-3 - Department Panel

FUNCTION
- 4" x 23"
- 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 and Signage Manager.

← Pharmacy

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STWD-3-C – Department Panel with Graphics

FUNCTION
- 4" x 23"
- 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 and Signage Manager.

← Main Level **C** **D** **E** **F**

→ Access to James **A** **B**

Letter Designations:

A **B** **C** **D** **E** **F** **G** **J** **K** **L** **P**

PMS 159C	PMS 391C	PMS 2425C	PMS 110C	PMS 563C	R:0 G:131 B:201
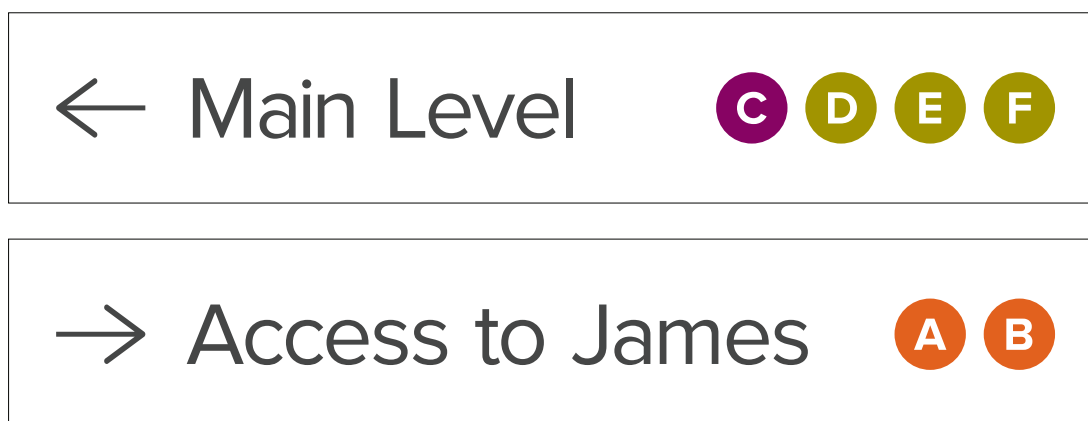
THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

STWD-4 - Destination Panel

FUNCTION
- 2" x 23"
- 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

$\leftarrow$ Dining - *Seasons Cafe*

$\rightarrow$ Restrooms

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

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 and Signage Manager.

SECTION

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

University Signage Standards

INSTALLATION - INTERIOR

Standard Signs - Single 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.

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 University Signage Coordinator for alternate installation instructions.

Sign edge is to be 3" from the edge of the door frame.

60" from the floor to the top of the sign

ELEVATION

Sign edge is to be 3" from the edge of the door frame.

PLAN

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

Standard Signs - Single Door, Out-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.

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 University Signage Coordinator for alternate installation instructions

Sign to be installed at the centerline of an 18" space from the door frame

60" from the floor to the top of the sign

ELEVATION

Sign to be installed at the centerline of an 18" space from the door frame

PLAN

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

Standard Signs - 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.

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 University Signage Coordinator for alternate installation instructions

Sign edge is to be 3" from the edge of the door frame.

60" from the floor to the top of the sign

ELEVATION

Sign edge is to be 3" from the edge of the door frame.

PLAN

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

Standard Signs - Double Door, Out-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.

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:
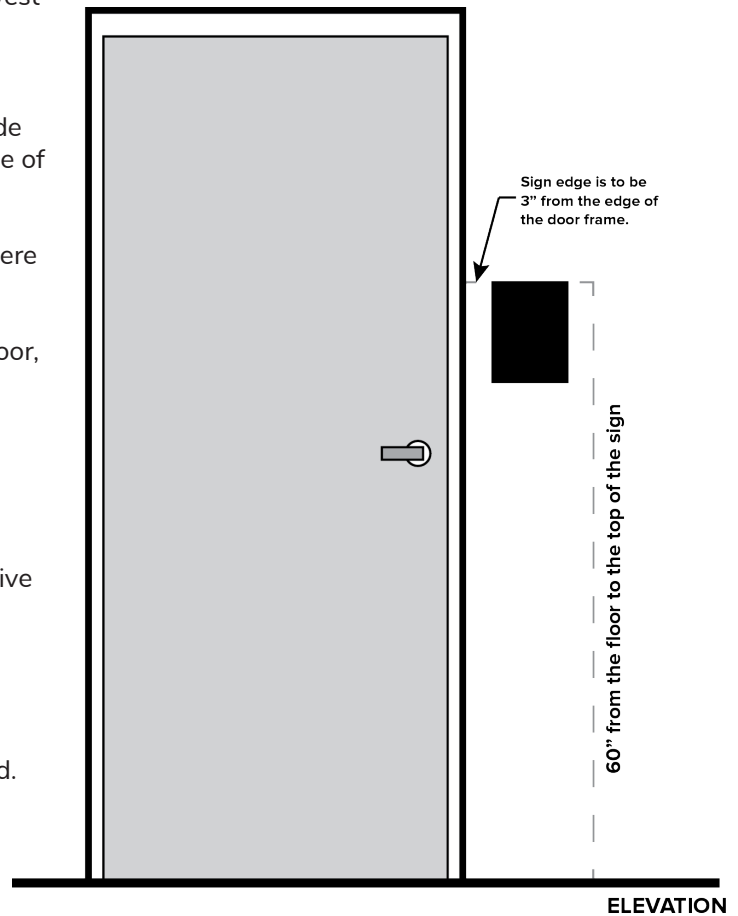1. Nearest wall adjacent to the right side of the right hand door.
2. The left side of the left-handed door.
3. On the door, if no other option is available.
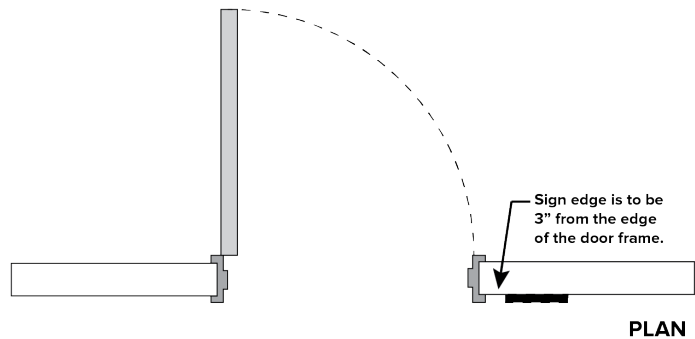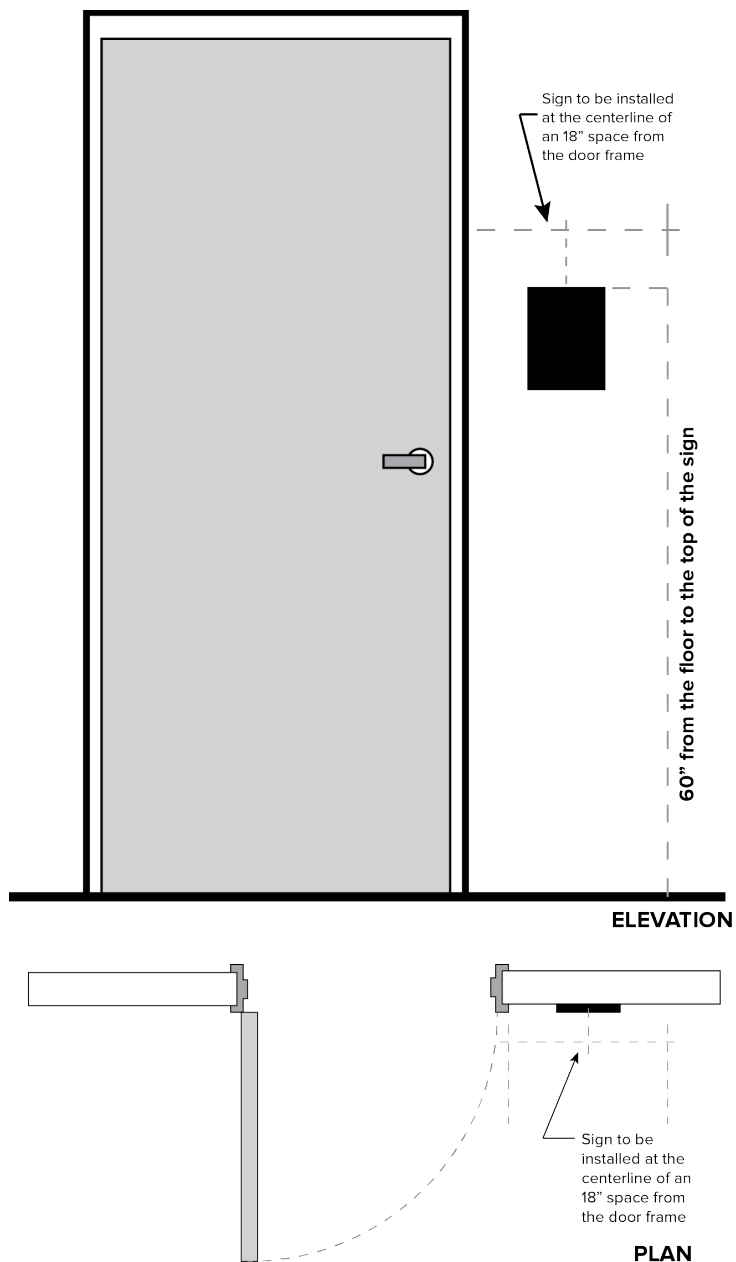
INSTALLATION METHOD
Install signs on clean, non-porous surfaces with adhesive tape.

Silicone caulk may be added for installation on wallcovering surfaces.

Mechanical or through-face fasteners are not permitted.

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

Sign to be installed at the centerline of an 18" space from the door frame

60" from the floor to the top of the sign

ELEVATION

Sign to be installed at the centerline of an 18" space from the door frame

PLAN

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

Standard Signs - Side Light, 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.

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.

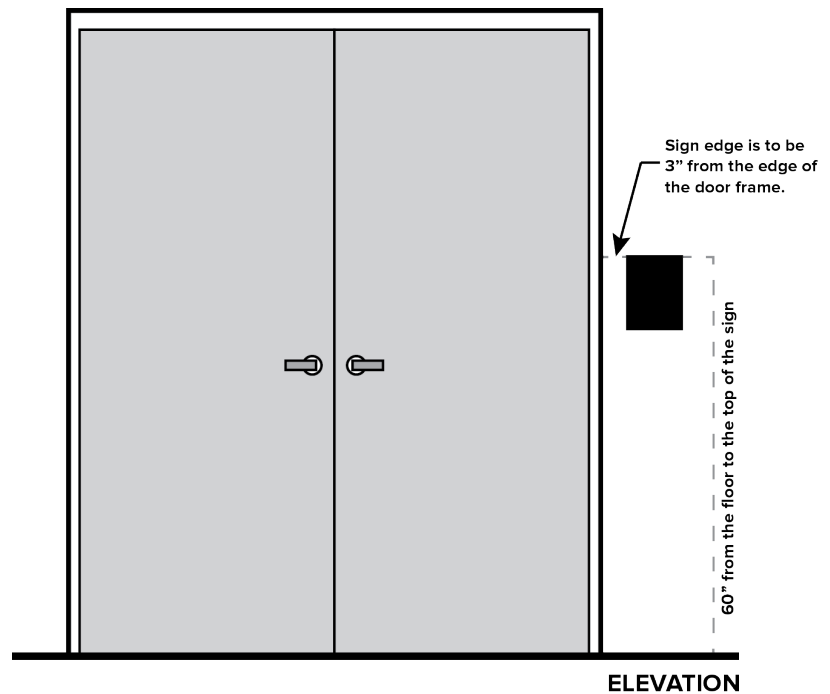Where space is not available on the latch side of the door, use the following locations in order of preference:
1.   Hinge side of the door.
2.   Nearest wall adjacent to the door latch.
3.   On door if no other option is available.

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 University Signage Coordinator for alternate installation instructions

Sign edge is to be 3" from the edge of the door frame.

60" from the floor to the top of the sign

ELEVATION

Sign edge is to be 3" from the edge of the door frame.

PLAN

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
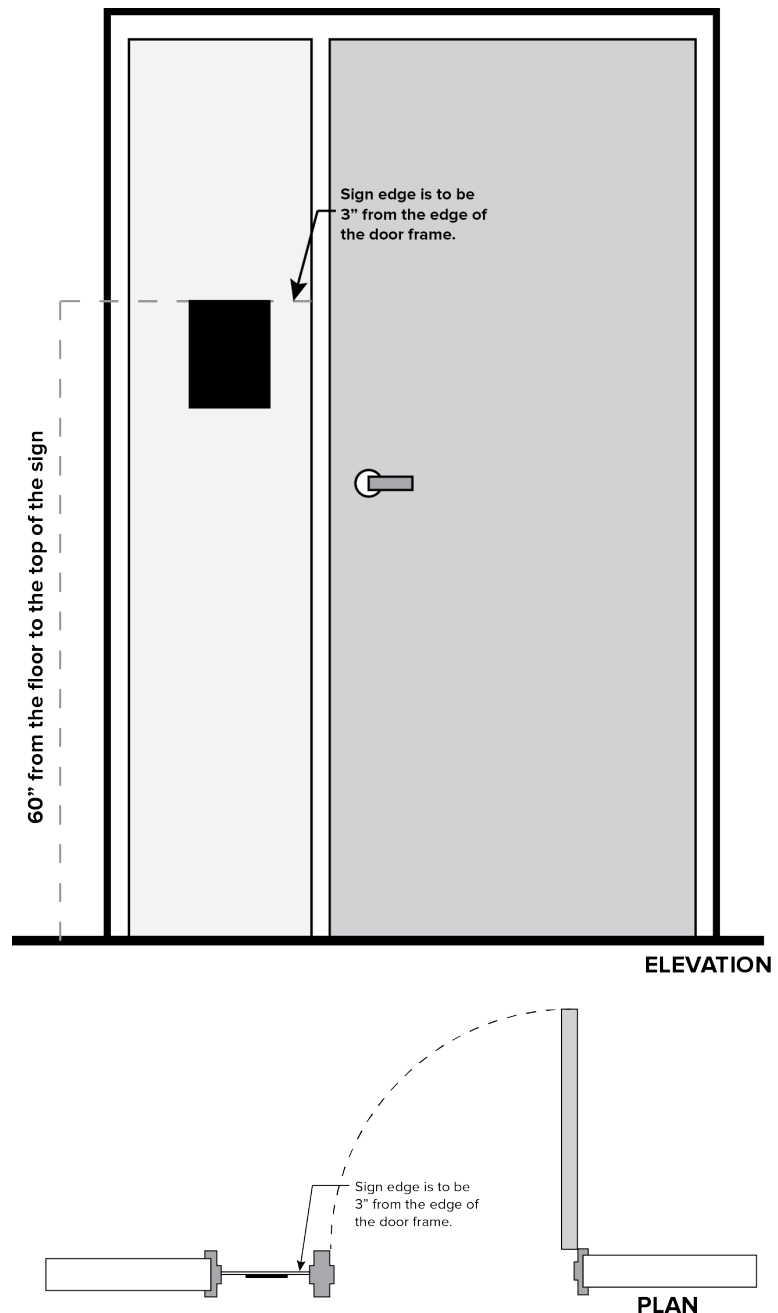
Safety, Hazard - Interior Door, One Sign

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

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 University Signage Coordinator for alternate installation instructions

Sign to be installed at the centerline of the door.

60" from the floor to the top of the sign

ELEVATION

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

Safety, Hazard - Interior Door, Two Signs

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

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 University Signage Coordinator for alternate installation instructions.

Sign to be installed at the centerline of the door.

60" from the floor to the top of the sign

ELEVATION
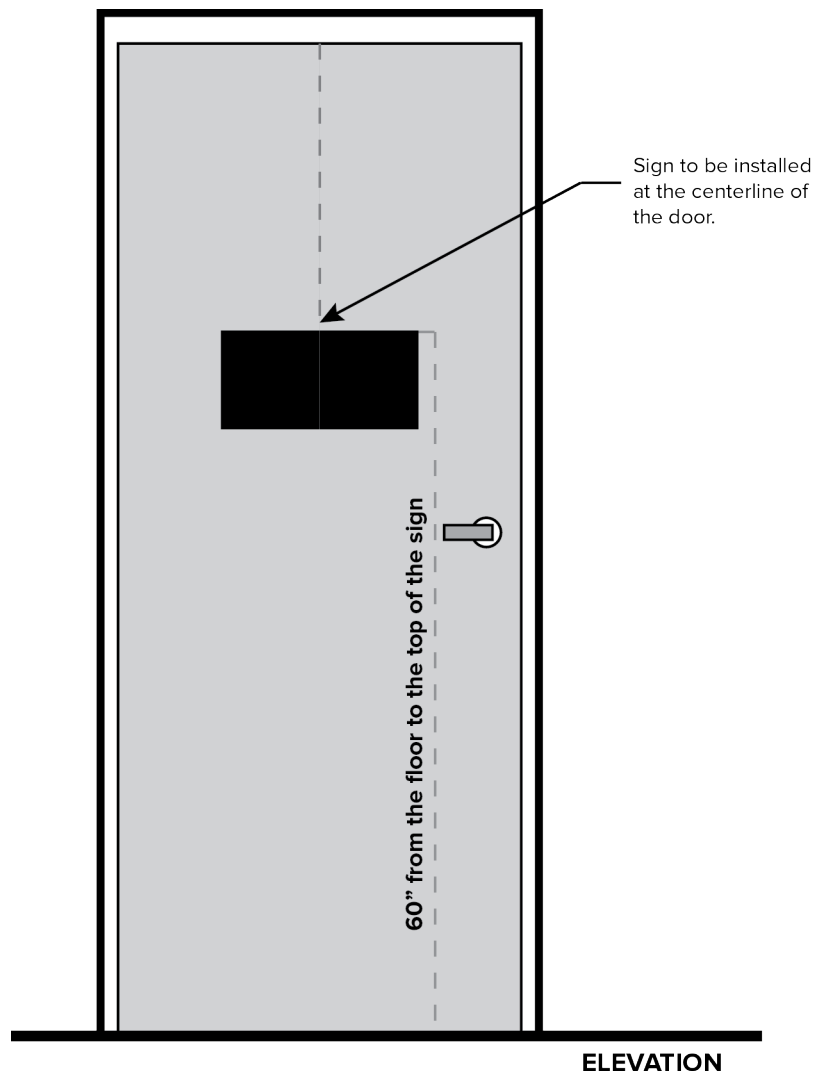
Page Holder – Door, One Sign

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

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 University Signage Coordinator for alternate installation instructions

Sign to be installed at the centerline of the door.

60" from the floor to the top of the sign

ELEVATION

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
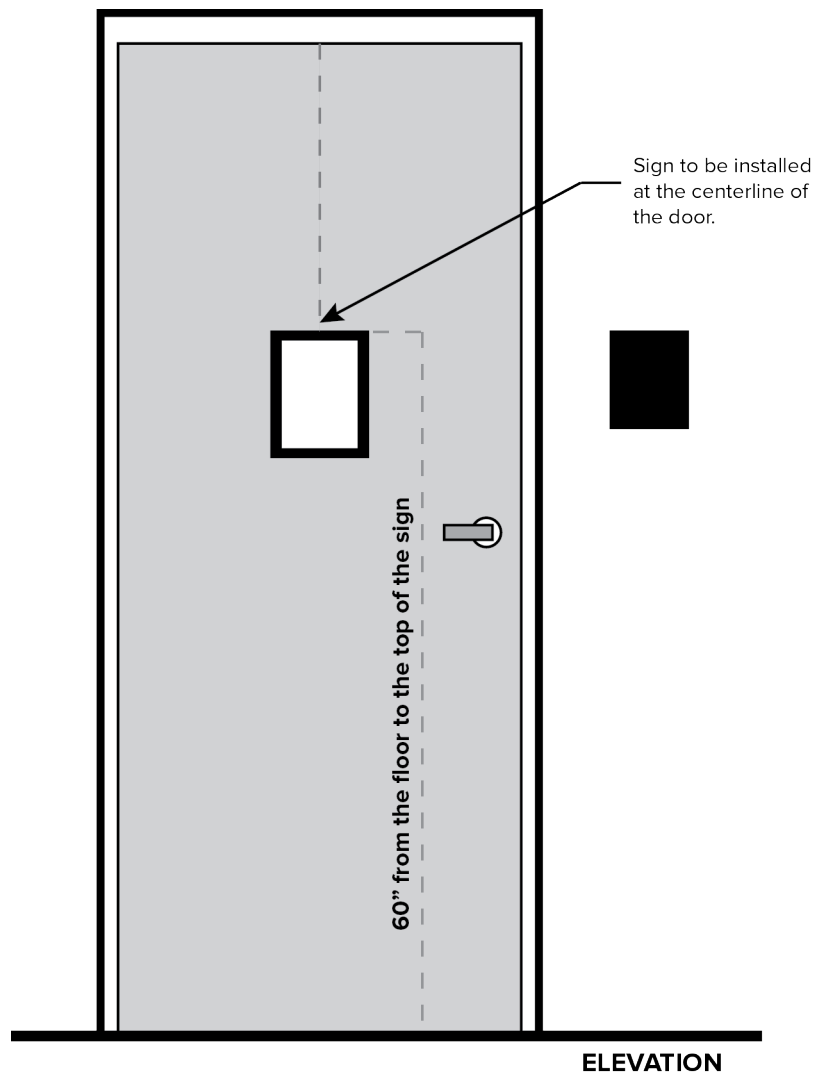
Vinyl Lettering - Door

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

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 University Signage Coordinator for alternate installation instructions

Sign to be installed at the centerline of the door.

Authorized Personnel Only

60" from the floor to the top of the sign

ELEVATION
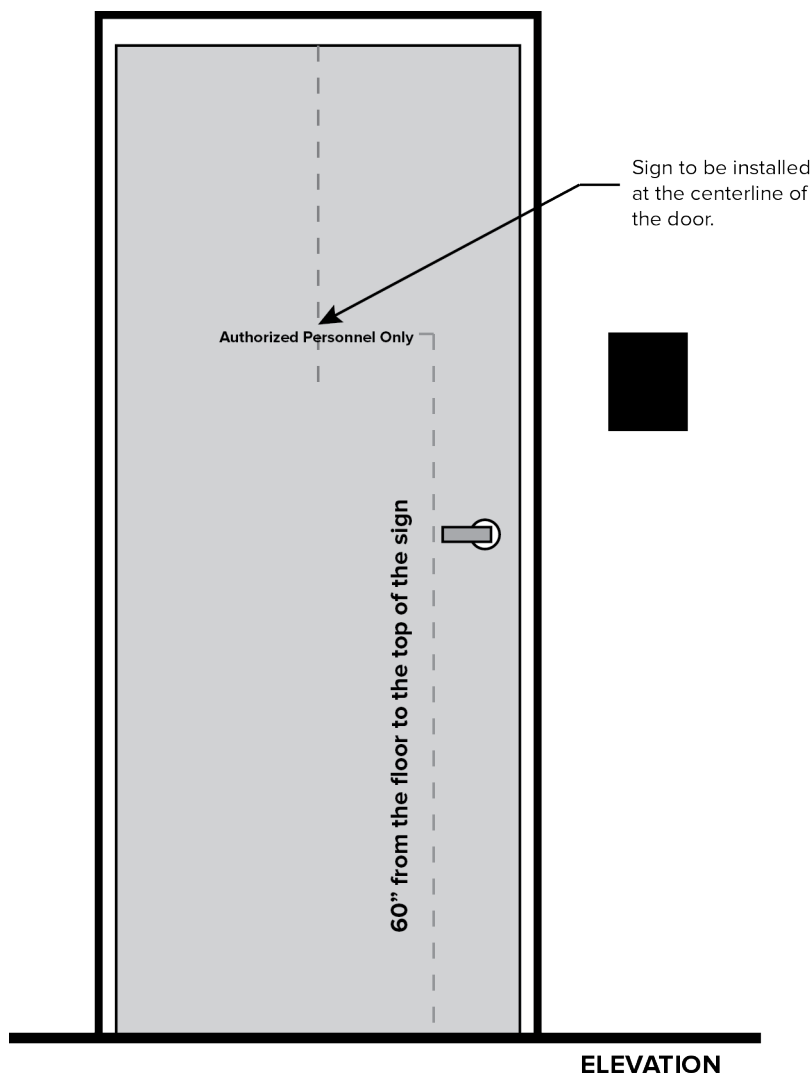
In-Use Slider - Door, One Sign

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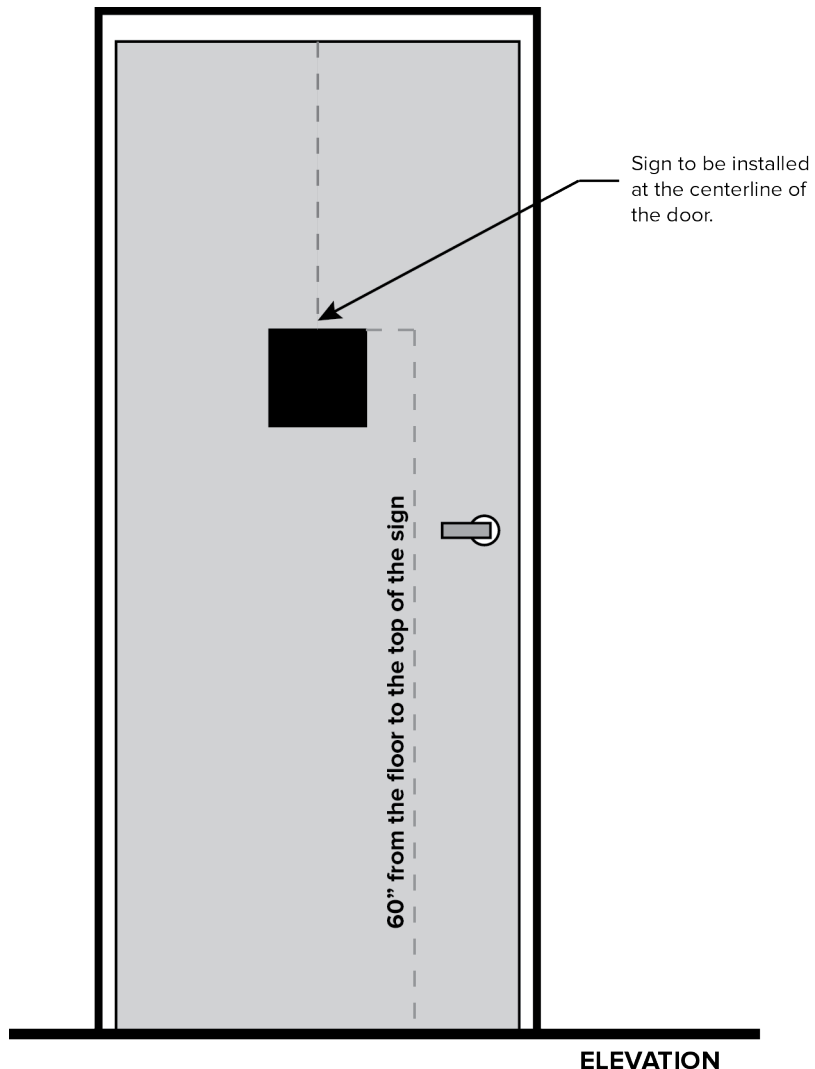Install signs at 60" from the finished floor to the top of the sign plate.

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 University Signage Coordinator for alternate installation instructions

Sign to be installed at the centerline of the door.

In Use

60" from the floor to the top of the sign

ELEVATION

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
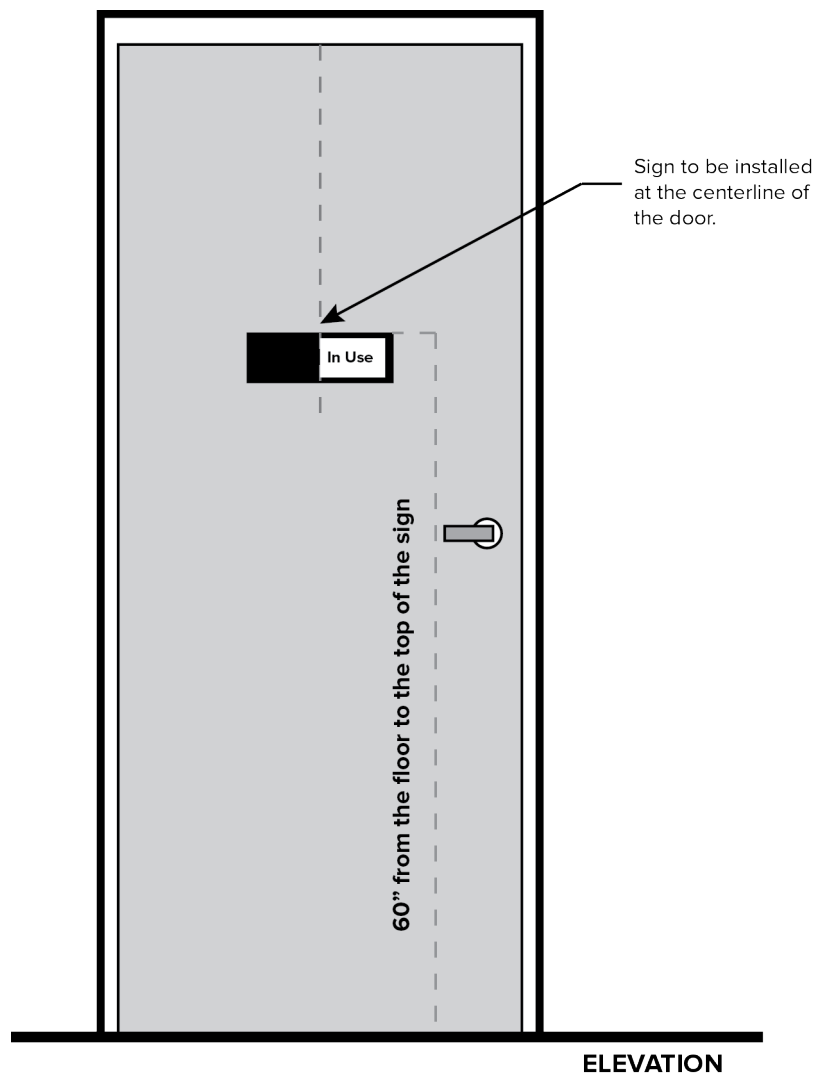
Department Signage - by Door

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

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 University Signage Coordinator for alternate installation instructions

6"

ALIGN

ELEVATION
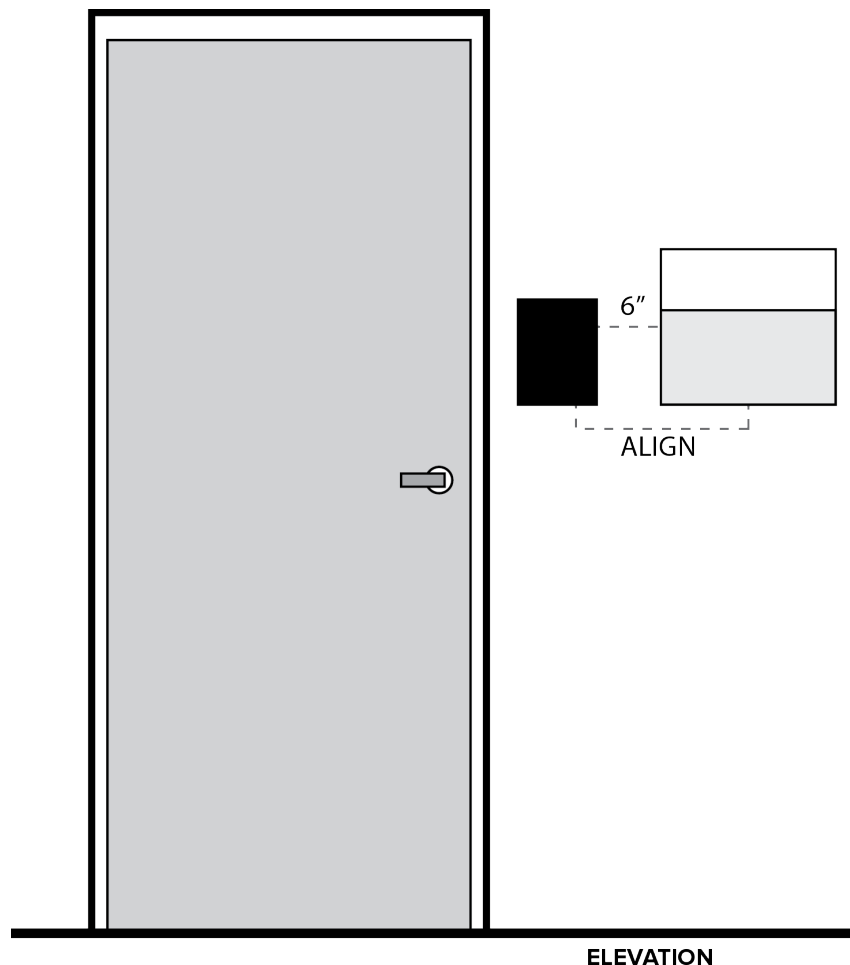
University Signage Standards

PARKING GARAGE

REVISED 1/28/2025

EX.1M - Parking ID - Large Monument, 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.

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 the university. Maximum 4 lines of copy.

Street Address
- Official street address as assigned by the university.
- 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.

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

Parking Symbol

P

Garage Name

12th Avenue Garage

Street Address

340 W. 12th Avenue

Digital Reader Board

DAKTRONICS GALAXY

VISITORS WELCOME

NO KEYCARD ACCESS

EX.2WE - Garage Entry ID - Canopy

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

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

Street Address
- Official street address as assigned by the university. Maximum 2 lines of copy.

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

CLEARANCE 7'-0"   CLEARANCE 7'-0"

12TH AVENUE GARAGE
340 W. 12TH AVENUE

Garage Name
Street Address

PD.1.0 is not part of EX.2WE and shown for reference only
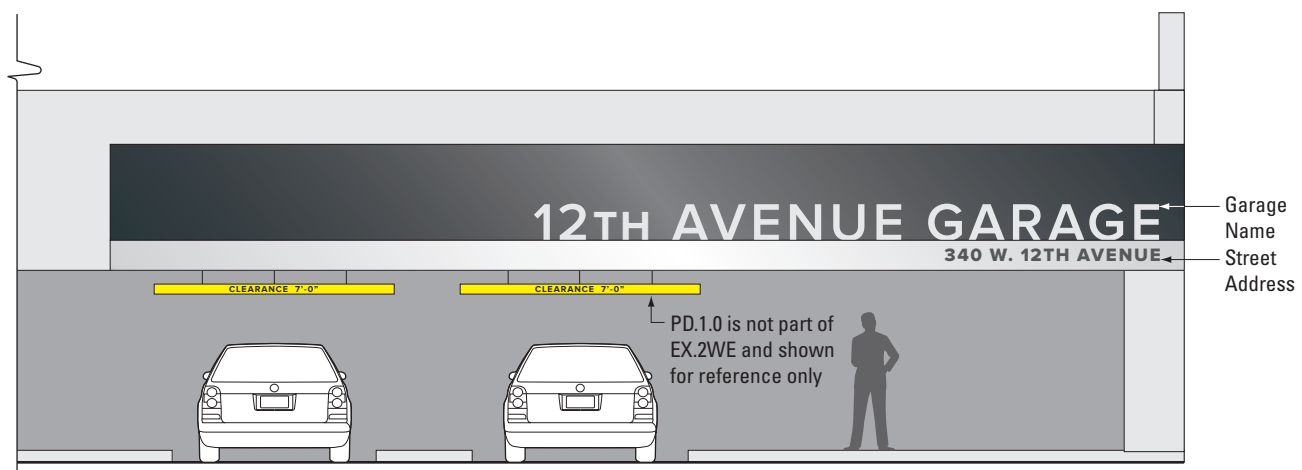
12th Avenue Garage South Entry

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

EX.2WE - Garage Entry ID - Canopy

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

EX.3M - Parking Entry ID - Freestanding

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

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 the university. Maximum 4 lines of copy.

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.

Parking Symbol

Garage Name

12th Avenue Garage
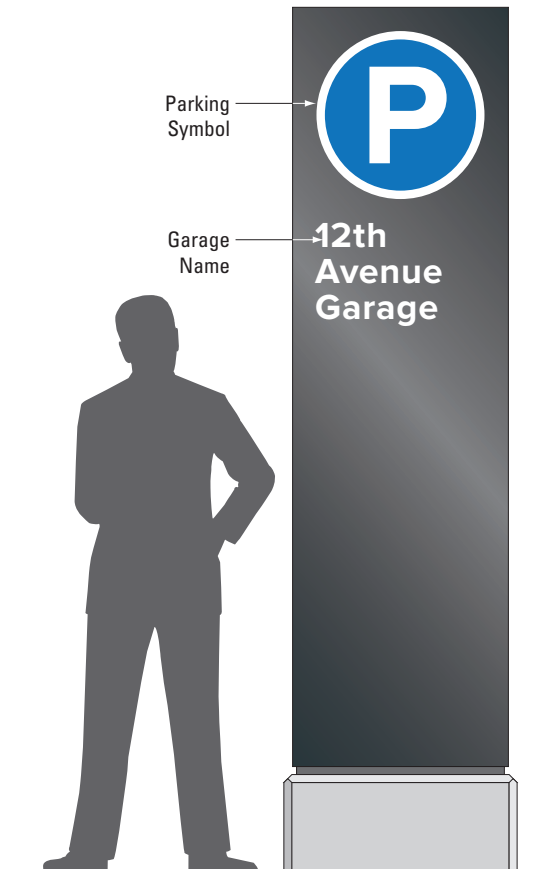
EX.4M - Parking Entry ID - Freestanding

FUNCTION
To direct drivers to a primary garage entrance where it is not clearly visible from a primary street.

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.

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.

Parking Symbol

Arrow
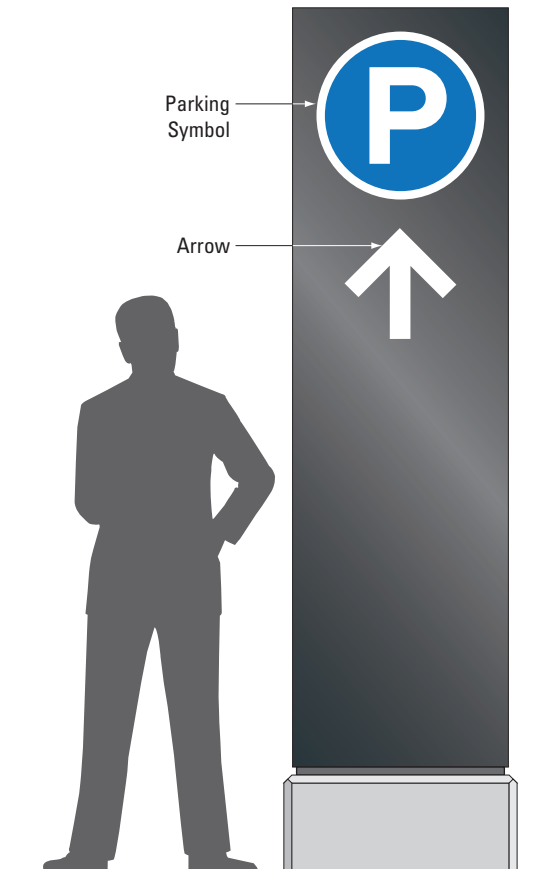
PD.1.0 - Bang Bar

FUNCTION

- To alert drivers to the lowest clearance height in the garage.
- To keep high clearance vehicles from entering.

CONTENT

Clearance Height
Announce lowest clearance inside garage.

LOCATION

Immediately inside all entry lanes into the garage.

CLEARANCE 7'-0"

Clearance Height

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
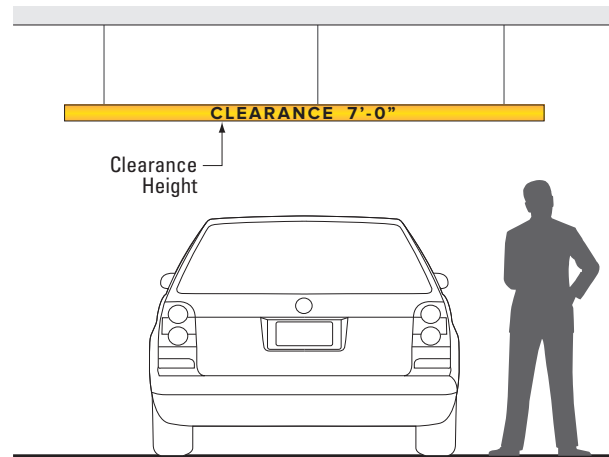
PD.1.2 - Parking Directional - Ceiling Mount

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

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.

LOCATION
Suspended overhead at vehicular decision points, centered on drive aisle.
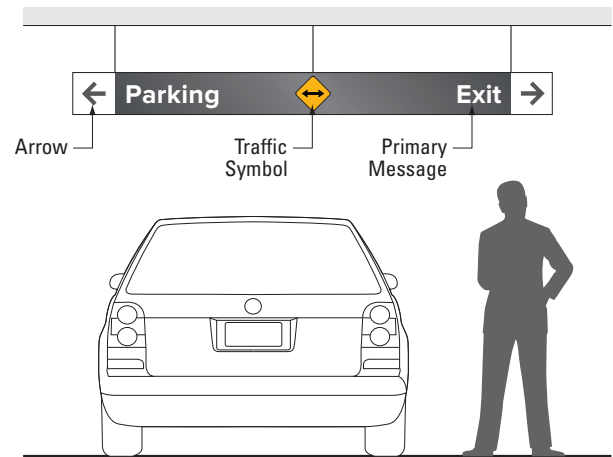
PD.1.3 - Parking Directional - Surface Mount

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

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.

LOCATION
Surface-mounted on walls or beams at decision points, centered on drive aisle.
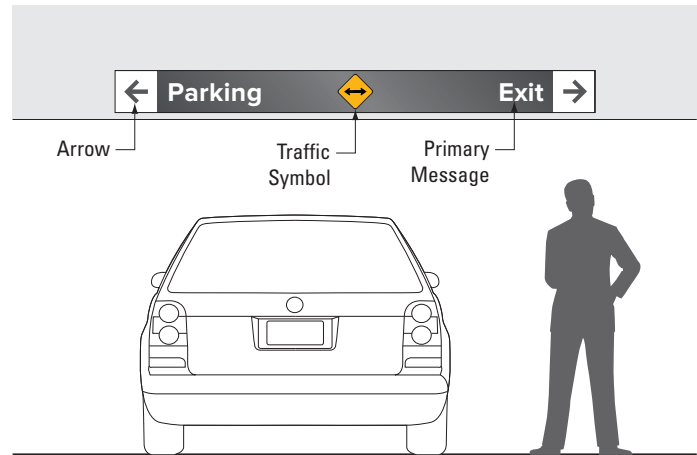
PD.3 - Parking Directional - Pedestrian

FUNCTION
To display pedestrian-oriented information.

CONTENT
Arrow
Directional arrow, as applies.

Symbols
Varies depending on associated information.

Primary Message
Overhead display of directional or informational copy.

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

Arrow →

Please Pay For Parking Here

Symbols
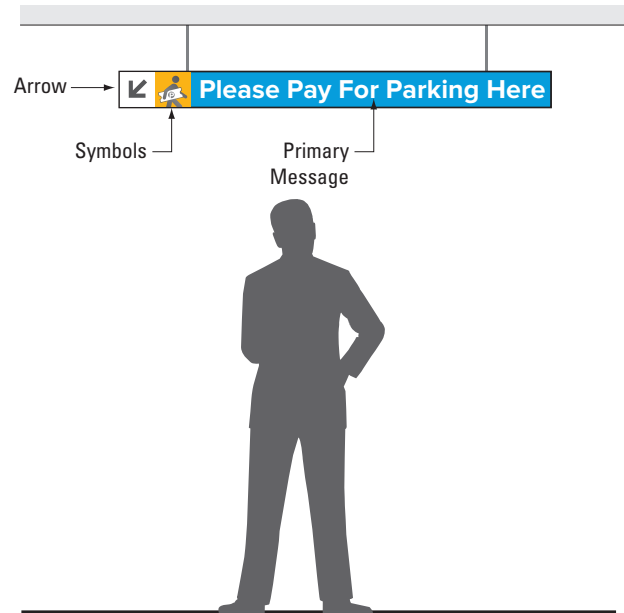
Primary
Message

PN.1L - Parking Info - Large, Post Mount

FUNCTION
To display hourly rates and related information in garages.

CONTENT
Primary Message
Hourly rates, to be provided by CampusParc.

Secondary Messages
As shown. Message may vary based on garage use.

Not Allowed
Any information that does not pertain specifically to parking, hourly rates, or contact information for parking operator.

LOCATION
Locate at all public vehicular garage entrances.

Primary Message

Secondary Message

CampusParc
HOURLY RATES

30 MINS	**$1.50**
1 HRS	**$3**
2 HRS	**$5**
3 HRS	**$7**
4 HRS	**$9**
5+ HRS	**$10**
Off Peak Max*	**$6**
Lost Ticket Fee	**$25**

*6PM-Midnight weekdays, all day weekends
Rates Reset Daily at Midnight

VISA MasterCard AMERICAN EXPRESS DISCOVER NO BILLS LARGER THAN $20

For questions or comments:
campusparc.com
osuinfo@campusparc.com
614-688-0000

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

PN.1S – Parking Info – Small, Wall Mount

FUNCTION
To display hourly rates and related information in garages.

CONTENT
Primary Message
Hourly rates, to be provided by CampusParc.

Secondary Messages
As shown. Message may vary based on garage use.

Not Aallowed
Any information that does not pertain specifically to parking, hourly rates, or contact information for parking operator.

LOCATION
Adjacent to pay machines.

Primary Message

Secondary Message

Campus Parc

HOURLY RATES

30 MINS	$1.50
1 HRS	$3
2 HRS	$5
3 HRS	$7
4 HRS	$9
5+ HRS	$10
Off Peak Max*	$6
Lost Ticket Fee	$25

*6PM-Midnight weekdays, all day weekends
Rates Reset Daily at Midnight

VISA mastercard AMERICAN EXPRESS DISCOVER NO BILLS LARGER THAN $20

For questions or comments:
campusparc.com
osuinfo@campusparc.com
614-688-0000

PN.2L - Parking Info - Large, Wall Mount

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

LOCATION
At all public pedestrian entrances where required.

Primary
Message

Secondary
Message

Symbol

No Rollerskating, Skateboarding, Rollerblading Allowed in this Area

Ohio Revised Code 2911.21

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
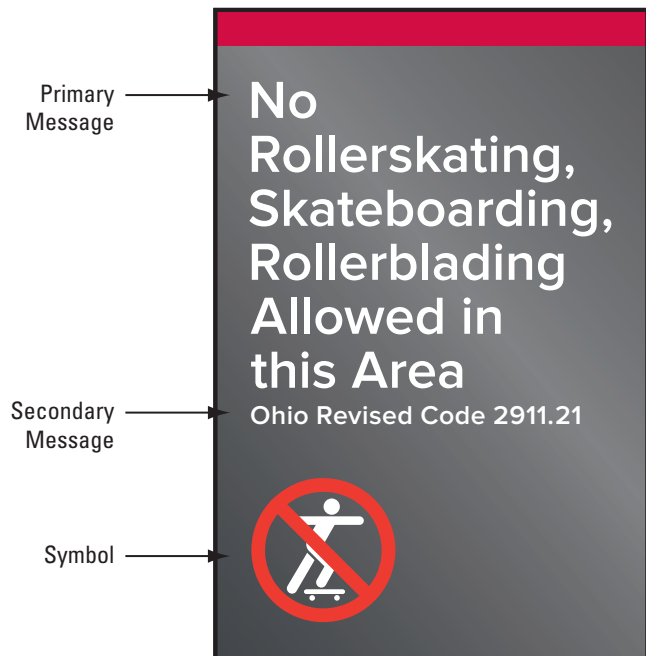
PN.2M - Parking Info - Medium, Wall Mount

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

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.

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

Primary ⟶
Message

Secondary ⟶
Message

Symbol ⟶

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

PN.2S – Parking Info – Small, Wall Mount

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

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.

LOCATION
Locate at elevator lobbies adjacent to elevator call button panel.

Primary Message →

Secondary Message →

Symbol →

No Rollerskating, Skateboarding, Roller Blading Allowed in this Area
Ohio Revised Code 2911.21
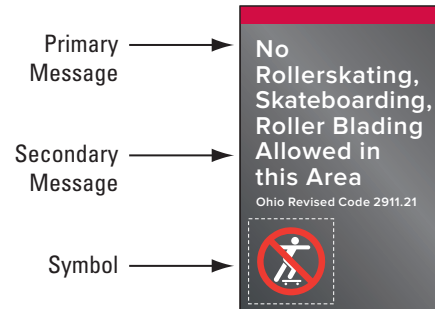
PN.4 - Parking Info - Liablity

FUNCTION
The primary purpose for this type of signage is intended to communicate liability limits.

CONTENT
Message as provided by CampusParc.

LOCATION
Locate at all vehicular entrances.

Primary Message → **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.**
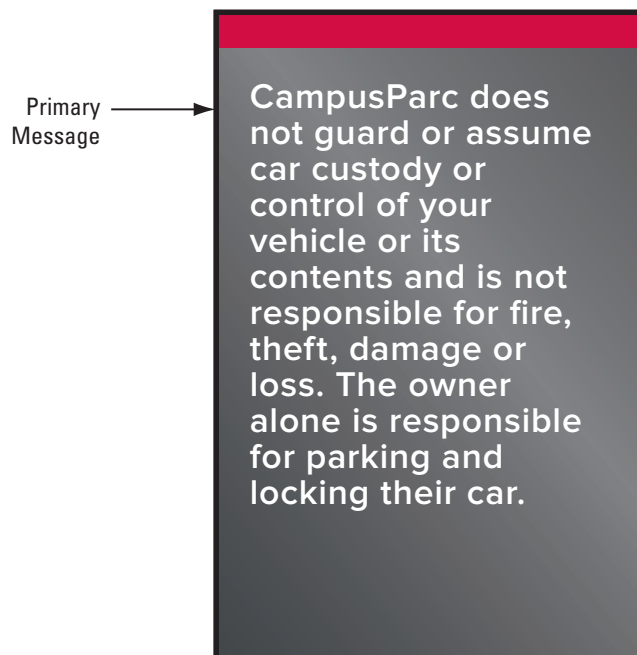
PW.1 - Pedestrian Info - Elevators, Stairs

FUNCTION

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

CONTENT

Primary Message
Elevator and/or stair message.

Symbol
Elevator and stair symbols reinforce primary message.

Garage Level
Floor level number.

Not Allowed
- Any messages or symbols other than those shown.
- Any colors other than those specified for each level.

LOCATION

At all public elevator lobbies and stair towers.

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
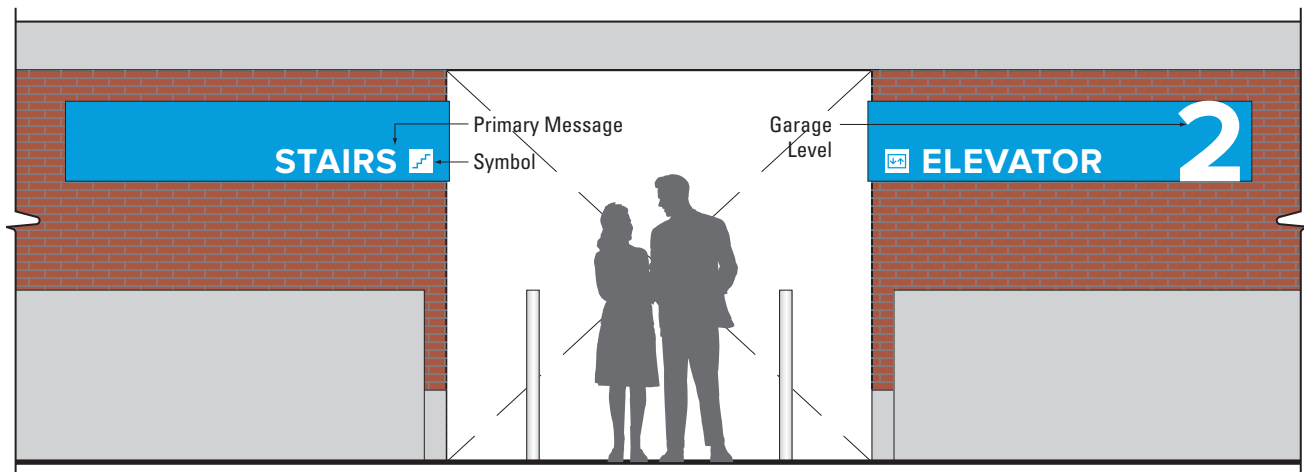
PW.1 - Pedestrian Information - Elevators, Stairs

EXAMPLES

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

12th Avenue Garage

12th Avenue Garage

Tuttle Park Place Garage

Ohio Union South Garage

Lane Avenue Garage

PW.2E - Pedestrian Info - Level ID at Elevator

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

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.

LOCATION
At elevator lobbies adjacent or between elevator doors.

Garage Level
Garage Name
Primary Message

12TH AVENUE GARAGE
Bridge Access to Wexner Medical Center on Level 3
Please Remember to Take Your Ticket With You

2

Message with Symbol
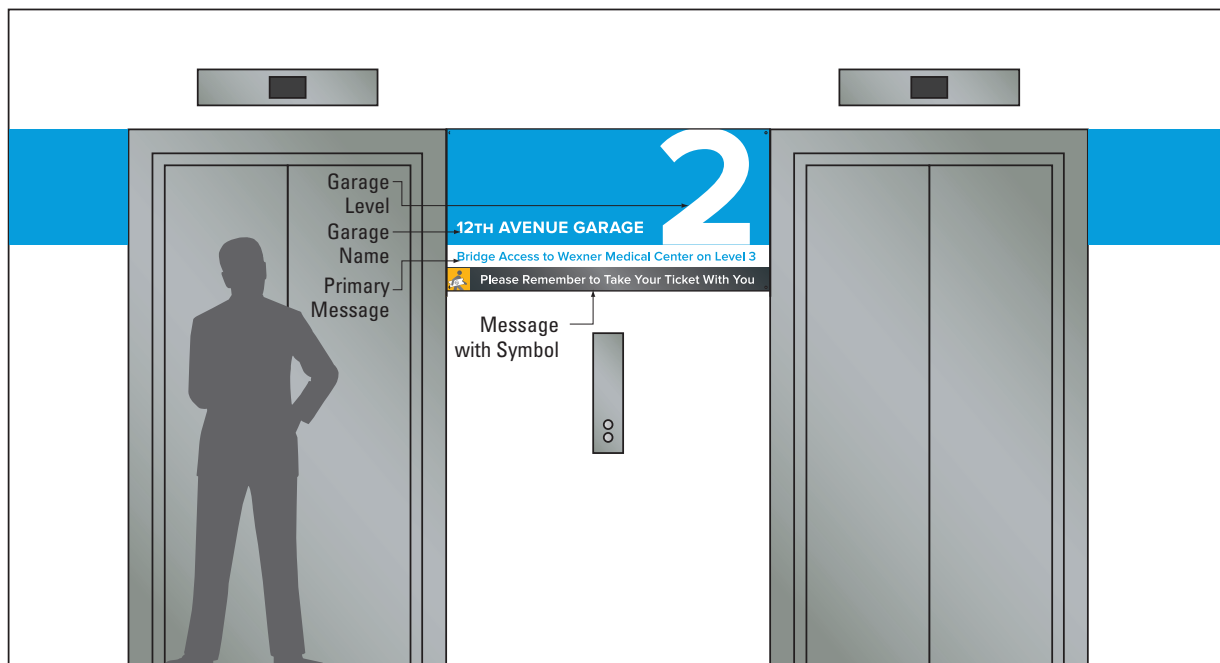
PW.2S – Pedestrian Info – Level ID at Stairs

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

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.

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

Garage Level

Garage Name

Primary Message

2

12TH AVENUE GARAGE

Bridge Access to Wexner Medical Center on Level 3

Please Remember to Take Your Ticket With You

Message with Symbol

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
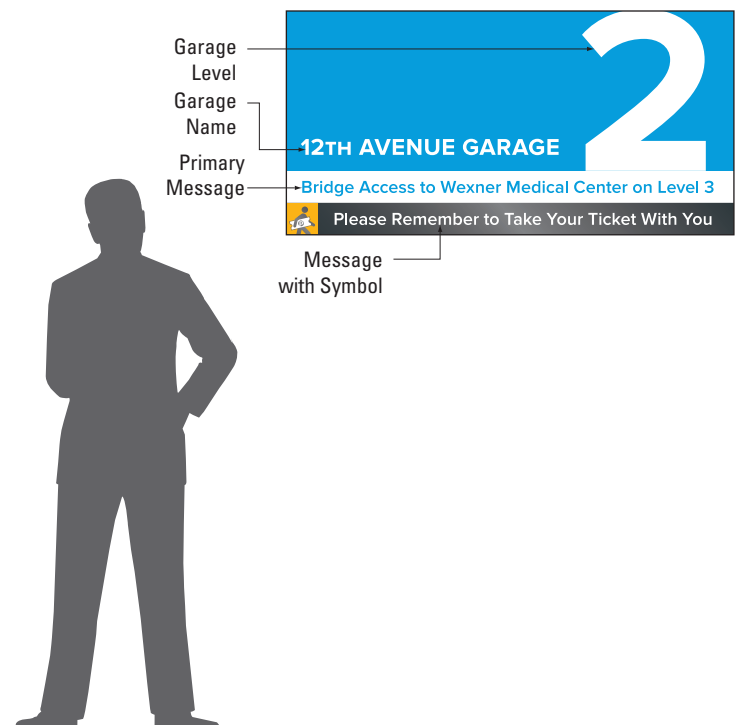
PW.3 - Pedestrian Info - Level ID & Map

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

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
Ohio State to provide map artwork.

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

Garage Level
Garage Name
Primary Message
Secondary Message

12TH AVENUE GARAGE

You are parked in the 12th Avenue Garage on Level 2.

Please take your ticket with you and remember to pay before returning to your vehicle.

Campus Map
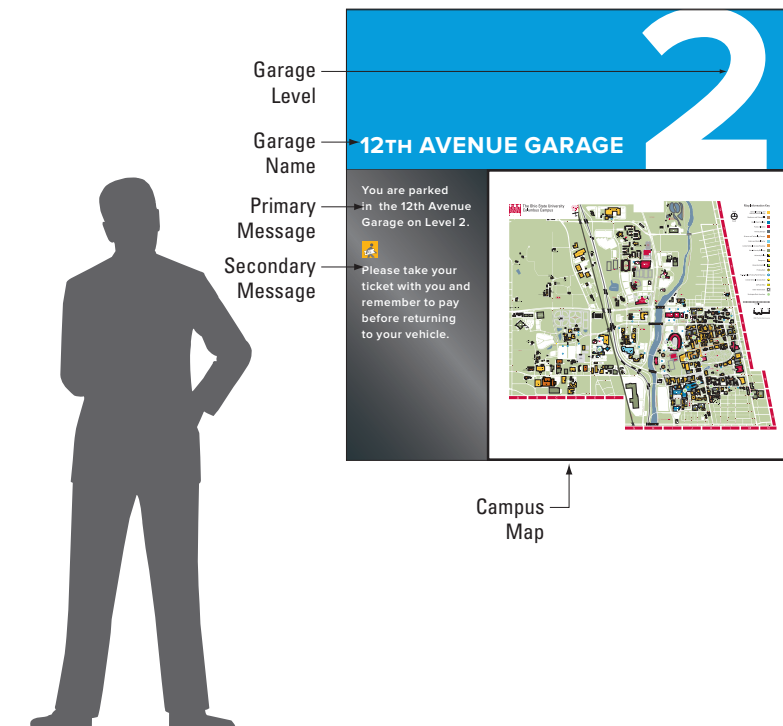
PW.4 - Pedestrian Info - Level ID & Zone

FUNCTION
To direct returning pedestrians to the appropriate level zone.

CONTENT
Arrow
Directional arrow, as applies.

Garage Level
Floor level number.

Zone
North/South or East/West. Varies per garage.

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.
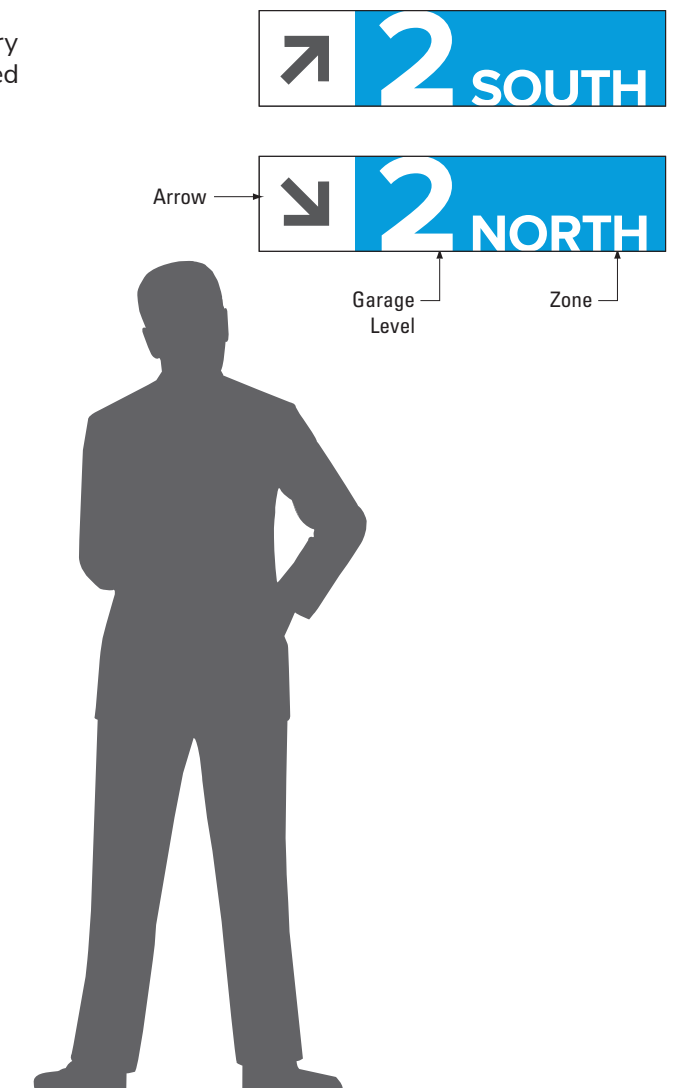
PW.5 - Pedestrian Info - Pay Machines

FUNCTION
To direct pedestrians to pay machine locations.

CONTENT
Primary Message
Message as provided by CampusParc.

Secondary Message
Message as provided by CampusParc.

Symbol
Ticket symbol.

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

Primary Message

Make payment prior to returning to your vehicle.

Pay machines are located on Level 1 in the elevator lobby.

Secondary Message

Important: No cash is accepted at the exit lanes.

Symbol

PC.1 - Pedestrian Info - at Columns

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

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.

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.
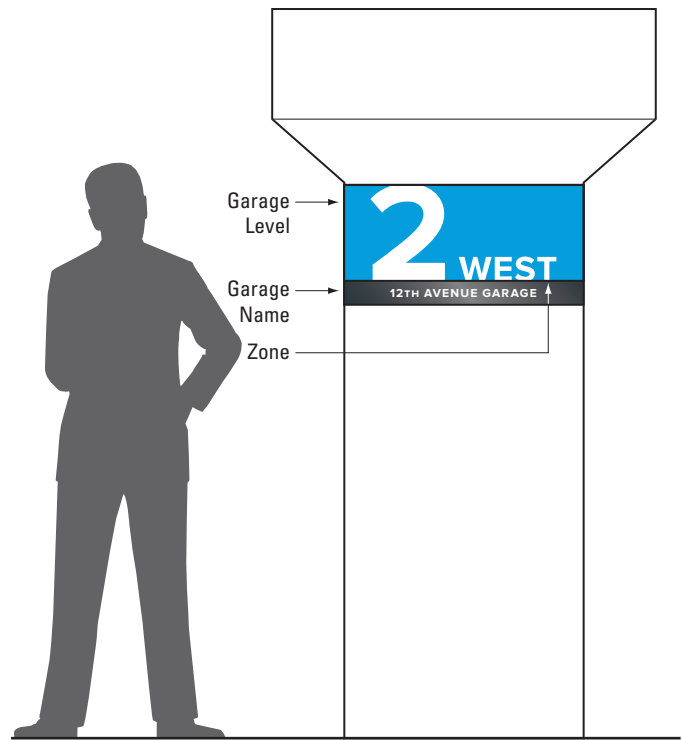
Garage Level

Garage Name

Zone

2WEST
12TH AVENUE GARAGE

PC.1 - Pedestrian Info - at Columns

6 NORTH ← CO-6

7 NORTH ← CO-7

8 NORTH ← CO-8

3 NORTH ← CO-3

4 NORTH ← CO-4

5 NORTH ← CO-5

G NORTH ← CO-G

1 NORTH ← CO-1

2 NORTH ← CO-2

North Layout

6 SOUTH ← CO-6

7 SOUTH ← CO-7

8 SOUTH ← CO-8

3 SOUTH ← CO-3

4 SOUTH ← CO-4

5 SOUTH ← CO-5

G SOUTH ← CO-G

1 SOUTH ← CO-1

2 SOUTH ← CO-2

South Layout

PC.1 - Pedestrian Info - at Columns

6 EAST — C0-6

7 EAST — C0-7

8 EAST — C0-8

3 EAST — C0-3

4 EAST — C0-4

5 EAST — C0-5

G EAST — C0-G

1 EAST — C0-1

2 EAST — C0-2

East Layout

6 WEST — C0-6

7 WEST — C0-7

8 WEST — C0-8

3 WEST — C0-3

4 WEST — C0-4

5 WEST — C0-5

G WEST — C0-G

1 WEST — C0-1

2 WEST — C0-2

West Layout

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS

PC.2 - Parking - Ramp Direction

FUNCTION
To identify one-way ramps.

CONTENT
Message
"ONE WAY"

Arrow
Diagonal arrow pointing in the direction of ramp.

LOCATION
On column faces visible from vehicular traffic at both ends
of each ramp.
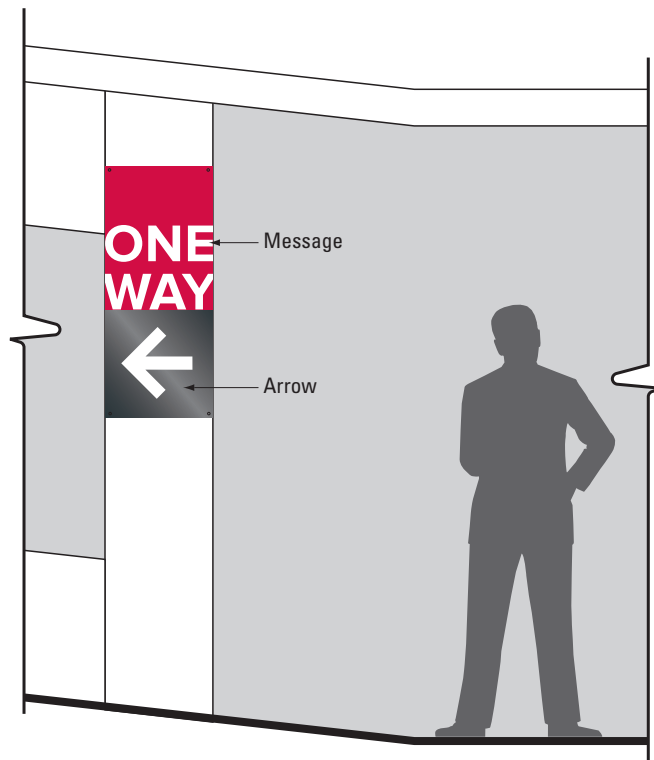
PF.1 - Safety - Fire Extinguisher

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

CONTENT
Symbol
Fire extinguisher symbol.

LOCATION
Overhead wall mount centered over fire extinguisher cabinet below.

Symbol

FEC

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
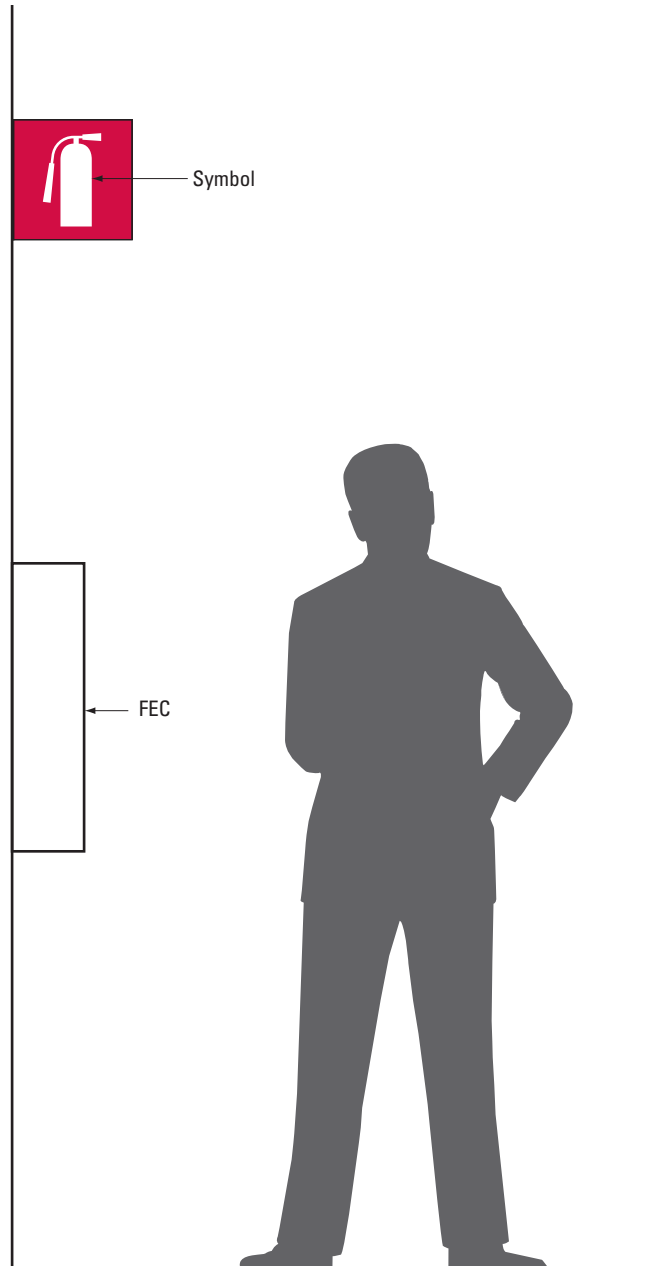
PR.1.1 & PR.1.2 - Regulatory - Parking

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

CONTENT
Symbol
Symbol to support primary message.

Primary Message
Specified parking stall function.

Secondary Message
Cautionary fines.

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.

Symbol

Primary
Message

Secondary
Message

PARKING ONLY
Minimum Fine
$250

PARKING ONLY
Minimum Fine
$250

PR.1.1
Post Mount

PR.1.2
Wall Mount

THE OHIO STATE UNIVERSITY | UNIVERSITY SIGNAGE STANDARDS
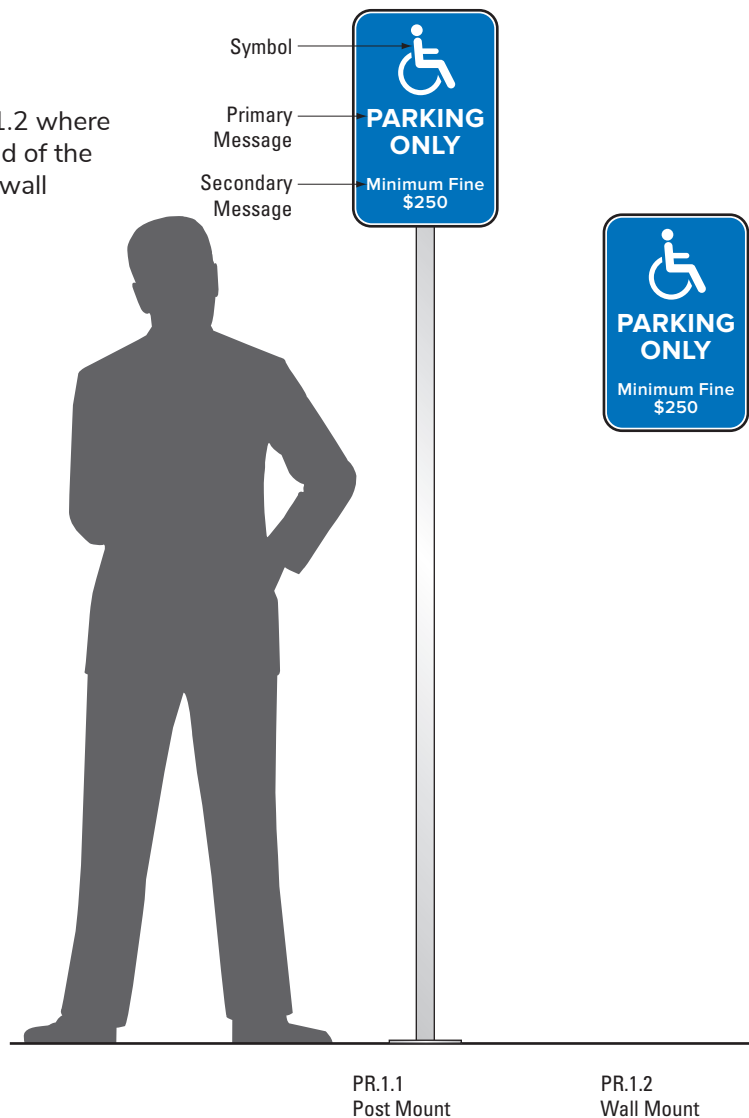
PR.2 - Regulatory - Accessible Route

FUNCTION
To identify accessible paths of travel for people with disabilities.

CONTENT
Message
Specify location of accessible path.

Symbol
Symbol to support message.

Arrow
Directional arrow, as applies.

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

Message → Zero Grade Accessible Route on Level 1

Symbol →

Arrow
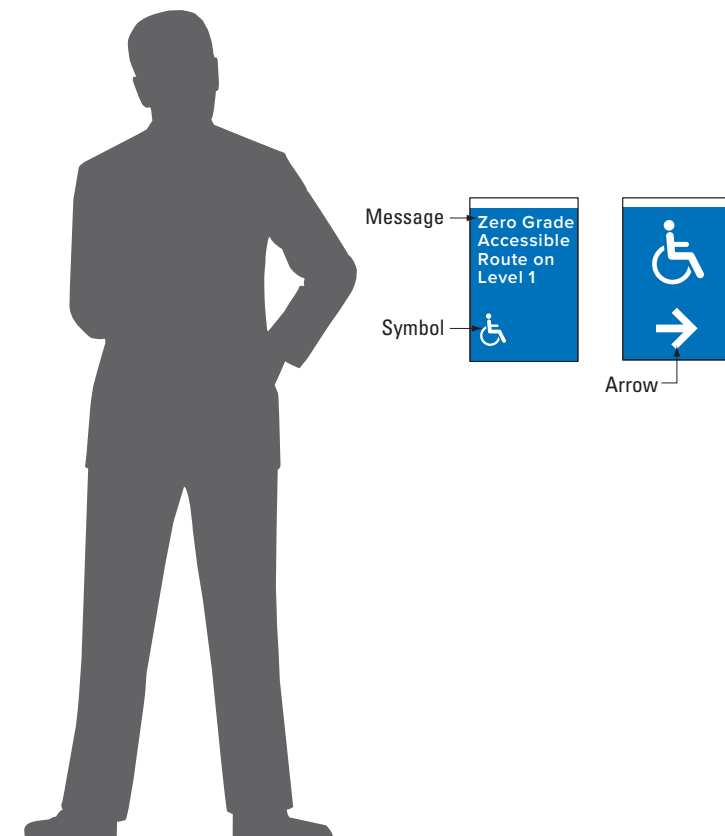
University Signage Standards

SPECIALTY SIGNS

REVISED 1/28/2025

SP-1 - Standard Philanthropic 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.

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.
- **Note:** Any deviation in content should be submitted as a [Non-standard Signage, Object and Memorial Request](#).

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.
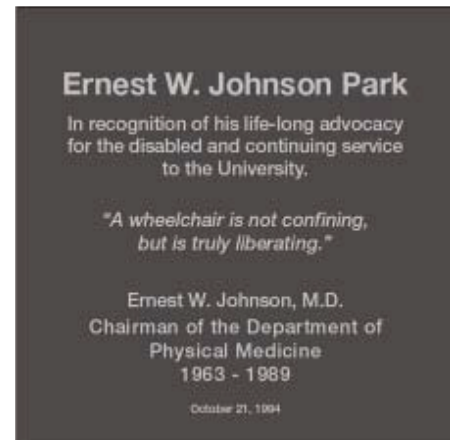
SP-2 – Standardized Tree Plaque

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:

- Reason for the request (person or event being commemorated)
- Desired type of tree (shade, evergreen, ornamental)
- Preferred location or area of campus
- Text to be displayed on the plaque (see content standards below)

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
- **Note:** Any deviation in content should be submitted as a Non-standard Signage, Object and Memorial Request.

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 and Mirror Lake Hollow (including the South Oval), All American Buckeye Grove south of Ohio Stadium, and lands set aside for Chadwick Arboretum use.

Tilia cordata 'Greeenspire'
Greenspire Littleleaf Linden

In memory of
Alice A. Ray
a friend to veterinarians
and animals in need
1956-2001
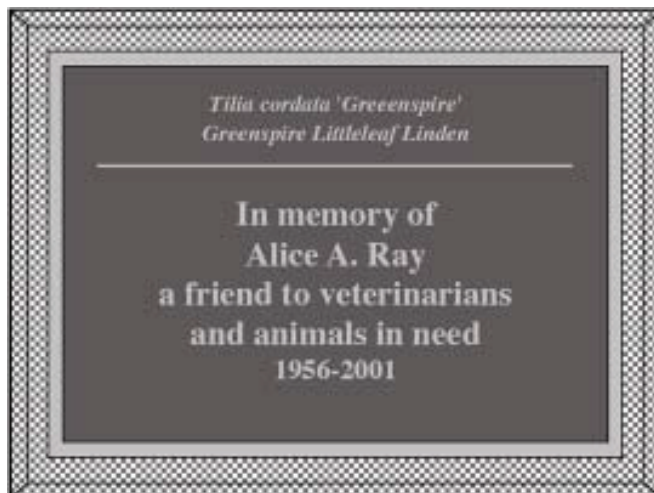
SP-3 – Philanthropic or Honorific Recognition

FUNCTION
To recognize the naming of buildings, portions of a buildings, 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.

CONTENT, LOCATION
Entire buildings with a philanthropic 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 philanthropic or honorific name:
- Visibly differentiation building parts, such as clearly separated wings: each part may have pin mounted letters recognizing a donor (see sign type EX-3).
- In the case of philanthropic-named wings or parts, a single building name must be determined.
- Specific elements such as interior wings, floors, or rooms with a philanthropic or honorific name will be recognized by interior signage, which may include:
  – Small plaques located at individual named spaces or at each floor (see Standard Plaque)
  – Cumulative donor participation displays in a public interior space (requires a request for variance to standard signage)

Exterior spaces with a philanthropic or honorific name:
- See Standard SP-1

Interior spaces with a commemorative or honorific name:
- 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 entities will be place in proximity to its physical location, such as:
  – 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 administrative entities that share a physical location with another office, department or unit.

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 an existing building or space may utilize standard sign types (for example EX-3 and SP-1). Custom interior recognition signage requires review of the Non-Standard Signage, Objects and Memorial Committee; and must be designed to compliment the architecture of the building.

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.

CONTENT

- Total signage may not exceed 5 sq.ft.
- 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 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.

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.

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.

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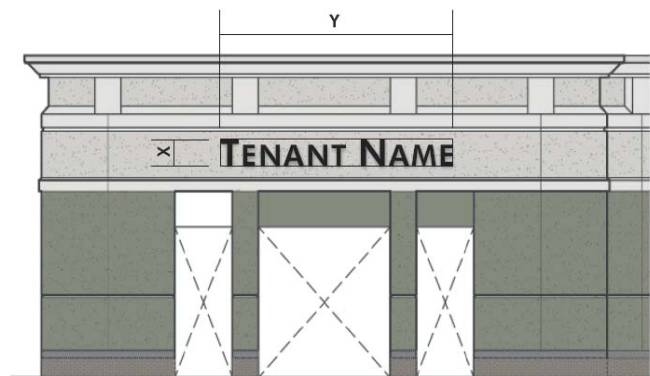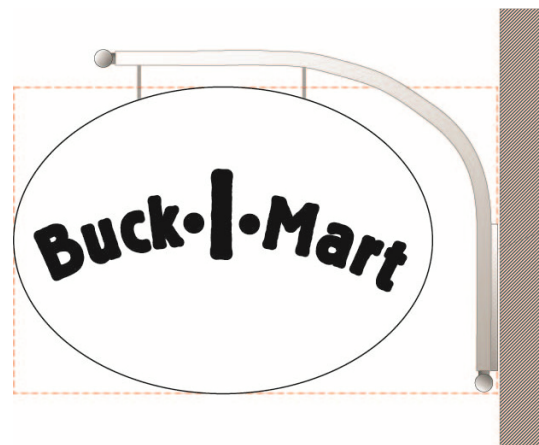
University Signage Standards

TEMPORARY SIGNS

REVISED 1/28/2025

TM-1 - Banner - Pole-Mounted

FUNCTION
- To add ambiance to the campus by promoting campus seasons, festivities and **official university events and activities.**
- 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.

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 **official university** 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.
- **NOTE:** Any use of banners for sponsorship should be part of a sponsorship agreement. Units do not have the authority to grant permission for this exposure to third-parties as it may conflict with other sponsorship agreements or the university's Supplier Advertising Policy.

Number
No 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.

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 before 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.

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

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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.

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 that 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.

LOCATION
- All locations must be approved by the University Architect.
- Acceptable locations will be limited to:
  – Schottenstein Center
  – St. John Arena
  – Ohio Union

  – Others as approved by the Non-standard Signage, Objects and Memorials committee
- 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.

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

TM-3 - Banner - Wall-Mounted, Light Pole

BANNER SUBMITTAL PROCESS

Initiate
Light pole banner requests should use the standard sign request form.

Wall-mounted banner requests should use the Non-Standard Signage, Objects and Memorials Request Form

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

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 (8.5" x 11" format, artwork can be emailed to signage@osu.edu or provided through a shared Teams link to file)
- List and or plan of proposed locations

Review
The University Signage Coordinator will distribute all submittal items for review to the following:
- Brand Stewardship for appropriateness of request and alignment with brand guidelines.
- 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

Ruling
- Upon receiving all review comments, the University Signage Coordinator will provide an Approval, Approval w/ Conditions, or Denial to the requestor.

INSTALLATION, MAINTENANCE, REMOVAL
- The University 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 associate 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.

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TM-4 - Construction - Exterior

FUNCTION
To identify and provide information about capital projects.

CONTENT
Facilities Operations and Development's Project Manager will provide to the 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.

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

Campbell Hall

CONSTRUCTION TIMELINE

FEB '23 - JAN '25

BENEFITS
- Provides updated space that will promote collaborative work and hands-on learning environments.
- Address existing aging infrastructure.

HIGHLIGHTS
- Renovate 115,000 square feet of existing offices, research and computer labs, teaching kitchen, department and pool classrooms and collaborative areas.
- Replacing building systems, roof and windows.
- 9,000 square foot renovation of office and lab space in Evans Lab during the renovation of Campbell Hall.

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Facilities Operations and Development
fod.osu.edu

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TM-5 - Construction - Interior

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

CONTENT
Facilities Operations and Development's 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.

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.

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

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Facilities Operations and Development
614-292-4458 • go43210.osu.edu
Project # OSU-120600

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TM-6 - Temporary Advertisements

FUNCTION
Posting of temporary signs, posters, banners, sidewalk wraps, H-Frames, A-Frames, and flyers on campus is limited to student organizations with an active registration status through Student Life, current enrolled students who have completed the necessary Event Space Request, and university faculty and staff.

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
- newsstands 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

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.

NOT PERMITTED
- Commercial interest information.
- Non-university event related information.
- Any third party advertising or informational content.
- 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

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TM-7 - Chalking

FUNCTION
Chalking on campus is limited to current enrolled student, registered student organizations, and faculty and staff.

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

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.

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.

NOT PERMITTED
The use of markers, paints, oil-based products or sprayable chalk is prohibited.