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Signage Systems

About Signage Systems

Graphic and Signage Standards are designed to respond to many challenges. They provide a cohesive way for people to find their way, create consistency and standards for quality throughout an organization, facilitate the implementation of sign requirements and provide a simple method of maintaining a sign program.

Signage System

Interior and exterior signage systems are tools to help people find their way to a destination. The three primary steps in this process are to first; orient the visitor as they enter an environment, second; direct them to their destination, and third; identify the destinations upon arrival. Along the way, the sign system should help communicate general information and regulation to the visitors.

Sign types are divided into five categories

Orientation Signs
The purpose of the Orientation Directory is to provide orientation and direction immediately upon arrival. This includes a roster of services and destination with either a floor plan or campus map.

Directional Signs
Directional signs guide visitors from the point of entry to primary, secondary and tertiary destination and back again to their point of origin.

Identification Signs
Identification signs identify primary, secondary and tertiary destinations including buildings, main and sub departments, offices, and public spaces.

Information Signs
Information signs display instructions, hours of operation, general policies and procedures.

Regulatory Signs
Regulatory signs comply with state and federal codes and are used to communicate restrictions and cautionary information.
How to Use This Document

How To Use This Manual

This Signage Standards Manual contains all the tools to maintain your existing signage system as well as provide guidance for the addition of new signs and the updating and replacement of older signs. The sign types, colors, fonts and mounting methods can all be found within this manual.

The Sign System has been designed to promote Saint Mary’s College commitment to maintaining the design and standardization of the signage and wayfinding on campus.

This sign manual is a document that illustrates all the available sign components and specifications, systems and procedures for planning, maintaining and updating the existing sign program.

The components contained in this Signage Standards Manual are tools for providing all the relevant wayfinding for Saint Mary’s College visitors, students and staff while communicating the college’s identity and brand.

This Signage Standards Manual should be updated when new sign types are required and when code regulations change.
SECTION A
COLORS
TYPOGRAPHY
GRAPHIC ELEMENTS
Colors, Materials, Typography & Symbols

**PAINT COLORS**

- P-1: Medium Bronze, Matthews 41-313
- P-2: Pittsburgh Paints 541-4, Grey Flannel
- P-3: Pittsburgh Paints 146-1, Sweet Illusion
- P-4: Matthews Paint MP16164, Yellow Gold Pearl
- P-5: Matthews Paint MP52204, Warm Copper Metallic
- P-6: Matthews Paint MP18145, Lead Grey Metallic
- P-7: Cream, ICI 734

**VINYL COLORS**

- V-1: 3M White Reflective 688-10
- V-2: 3M Matte White 7705-20

**TYPOGRAPHY & SYMBOLS**

**GOUDY BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**GOUDY BOLD ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**GOUDY OLD STYLE**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**UNIVERS - CONDENSED 57**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

- Directional Arrow
- Leaf Symbol

Full art

Cropped example
SECTION B
EXTERIOR
Family of Sign Types: Exterior

- Primary Building ID
- Parking ID/Direcitonal
- Vehicular Directional
- Pedestrian Directional
- Directory & Pedestrian Directional
- Street Signs

Scale: 3/4" = 1'-0"
SMC Facilities Update - 20170706:
Exterior Building numbers and naming signage will need to be standardized as graphics are re-painted across Campus.
Use the following guidelines:
Apply Building number to the left of the door; unless the field of the building does not allow placement there.
Primary building Name should be no less than the size of the building number and larger if the field of placement allows e.g. "De La Salle Hall"
Secondary and tertiary naming can be smaller; e.g. "Hagerty Lounge"
Names to be centered relative to feature placement and multiple lines of text

Scale: 3/8" = 1'-0"
Primary Monument

NOTES
1. Background panel is 1/4” painted aluminum
2. Copy is 3M white reflective vinyl
3. All new exterior signs are to match existing campus signs as closely as possible, fabricator may need to review on site prior to bids/fabrication
Primary Building ID

Joseph L. Alioto Recreation Center
401 De La Salle Drive

1-6”
4”
3’-0”

3 Front View
Scale: 1 1/2” = 1’-0”

2 Side View
Scale: 1 1/2” = 1’-0”

4 Context Elevation
Scale: NTS

3 1/2”

Notes:
1. Background panel is 1/4” painted aluminum
2. Copy is 3M white reflective vinyl
3. All new exterior signs are to match existing campus signs as closely as possible; fabricator may need to review on site prior to bids/fabrication
Secondary Building ID

Dimensional Letters

1. 1/4" thick flat cut-out aluminum letters with paint finish on all exposed surfaces, concealed stud mount flush to wall
2. Match radius of existing arches at each location. Verify all radii in field
Building Numbers

1. 1/4” thick flat cut-out aluminum numbers with paint finish on all exposed surfaces, concealed stud mount flush to wall.
Primary Wayfinding
Parking ID & Directional

1. If no content for bottom panel, use leaf symbol panel
2. ADA safety required bar at 1’9”
3. All new exterior signs are to match existing campus signs as closely as possible, fabricator may need to review on site prior to bids/fabrication

SYMBOLS & TYPE SIZE:
A. Parking Arrow: 4 x 6 in min.
B. Directional Arrow: 2 1/8 x 1 1/2 in min.
C. Parking Type: 2 1/2 in cap height min.
D. Directional Type: 1 3/8 in cap height min.

NOTES
Parking ID & Directional
Primary Wayfinding
Student Union
Chapel
Dante Hall
Soda Center
LaFevere Theater
Dormitories
Tennis Courts

SIDE 1, 2, 3
Scale: 3/4” = 1’-0”

CONTEXT ELEVATION
Scale: NTS
Secondary Wayfinding

Vehicular Directional

Option 1

Option 2

1. Background panel is 1/4" painted aluminum
2. Copy is 3M white reflective vinyl
3. All new exterior signs are to match existing campus signs as closely as possible, fabricator may need to review on site prior to bids/fabrication

SYMBOLS & TYPE SIZE:
A. Directional Arrow: 2 1/4 x 3 1/8 in min.
B. Large Type: 2 1/2 in cap height min.
C. Directional Type: 1 5/8 in cap height min.
Tertiary Wayfinding
Pedestrian Directional

1. If no content for sign panel, use leaf symbol panel as place holder.

**SYMBOLS & TYPE SIZE:**

A. Directional Arrow: 1 7/8 x 2 5/8 in min.
B. Directional Type: 1 5/8 in cap height min.

**Acorn nut, paint finish, tamper proof**

**ELEVATION A**
Scale: 1” = 1'-0"

**ELEVATION B**
Scale: 1” = 1'-0"

**CONTEXT ELEVATION**
Scale: NTS

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<tbody>
<tr>
<td>B</td>
<td>B</td>
<td>Exterior</td>
</tr>
</tbody>
</table>
Street ID Blade

- Custom pole shown but can be mounted to any existing pole at a minimum height of 80”
- TYPE SIZE:
  - A. Directional Type: 3 3/8 in cap height min.
- Paint to match existing poles

<table>
<thead>
<tr>
<th>SCALE</th>
<th>SIGN TYPE</th>
<th>SIGN DESCRIPTION</th>
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</thead>
<tbody>
<tr>
<td>3/4” = 1’-0”</td>
<td>STR1</td>
<td>Sign Blade Panel</td>
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<tr>
<td>9</td>
<td>B</td>
<td>Exterior</td>
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</tbody>
</table>
Flag Mounted Directional

Arcade Signs

---

1. Aluminum channel, welded to wall plate, attaches to panel with painted fasteners. Concealed slots in sign panel allow for sign adjustment horizontally.
2. 1/4” painted aluminum panel with silk screened rule, client to provide layout.
3. Scroll is model #516 as specified by client, mechanically fastened to bottom U-channel and wall plate.
4. 5/16” aluminum wall plate, cut to shape, mounted to wall with countersunk fasteners, continuous weld to aluminum channel. All fasteners are painted to match frame.
Campus Directory
Free Standing Directory Holder

PLAN VIEW
Scale: 3/4" = 1'-0"

CONTEXT ELEVATION
Scale: NTS
# Campus Directory Map

<table>
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<tr>
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<th>SIGN TYPE</th>
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<tbody>
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</table>

<table>
<thead>
<tr>
<th>SIGN DESCRIPTION</th>
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<td>Map Art</td>
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<tbody>
<tr>
<td>12</td>
<td>B</td>
<td>Exterior</td>
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</tbody>
</table>
Exterior Grade ADA Plaques with Braille

1. Must be exterior grade materials

NOTE:
A. All edges must be eased
B. All new exterior signs are to match existing campus signs as closely as possible, fabricator may need to review on site prior to bids/fabrication

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<td>3/4” = 1”</td>
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<td>13</td>
<td>B</td>
<td>Exterior</td>
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</table>
Vinyl Graphics

Joseph L. Alioto
Recreation Center

Hours:
M-Th : 6am-12am
Fri : 6am-10pm
Sat : 10am-10pm
Sun : 10am-12am

1. White vinyl letters and symbols applied to glass doors, if glass is tinted apply to face, if glass is clear apply subsurface. Fabricator to confirm all hours prior fabrication.
Family of Sign Types: Interior

STAIR 1
NO ROOF ACCESS
2
1 THROUGH 2
EXIT LEVEL 1

Internal Stair Information

Regulatory Egress
Exit & Exit Route

Maximum Occ. 75

MAXIMUM OCCUPANCY

Restroom Flag

Title 24 Restroom Plaque

ADA Room ID

Scott Anderson
Aquatic Director
120

ADA Room ID with insert

Women

ADA Restroom ID
### SIGN DESCRIPTION

**Sign Holder: Large**

1. **1/4” acrylic faceplate with paint finish on face and returns, clear window remains for viewing insert, silk-screened image, mounts to 1/8” backplate with 1/16” spacers to form slot**

2. **11” x 17” Lexan sheet with painted surface and vinyl copy**

3. **Mounting backer is 1/8” black acrylic, inset 1/4” all sides, flush mount to wall**

4. **Some signs will be installed in locations that are indirectly exposed to outdoor conditions; some signs may be installed on plaster finished walls and require modified mounting method, fabricator to review conditions to determine appropriate mounting method**

---

**ELEVATION & CONTEXT**

**KALMANOVITZ SCHOOL OF EDUCATION**

2nd Floor

Rooms 111-150

---

**NOTES**

1. 1/4” acrylic faceplate with paint finish on face and returns, clear window remains for viewing insert, silk-screened image, mounts to 1/8” backplate with 1/16” spacers to form slot.

2. 11” x 17” Lexan sheet with painted surface and vinyl copy.

3. Mounting backer is 1/8” black acrylic, inset 1/4” all sides, flush mount to wall.

4. Some signs will be installed in locations that are indirectly exposed to outdoor conditions; some signs may be installed on plaster finished walls and require modified mounting method, fabricator to review conditions to determine appropriate mounting method.
Insert Holder: Medium

1. 1/4” acrylic faceplate with paint finish on face and returns, clear window remains for viewing insert, silk-screened image, mounts to 1/8” backplate with 1/16” spacers to form slot
2. 8.5” x 11” lexan sheet with painted surface and vinyl copy
3. Mounting backer is 1/8” black acrylic, inset 1/4” all sides, flush mount to wall
4. Some signs will be installed in locations that are indirectly exposed to outdoor conditions; some signs may be installed on plaster finished walls and require modified mounting method; fabricator to review conditions to determine appropriate mounting method

Dotted line denotes inset backer

1/8” backplate, painted face and returns

1/16” spacer

Faceplate

Slot for inserts

Wall

Study Rooms
TASC Tutorial And Academic Skill Center
Student Disability Services

FRONT VIEW
Scale: 3” = 1’-0”

SIDE VIEW
Scale: 3” = 1’-0”

ELEVATION & CONTEXT

NOTES

1. 1/4” acrylic faceplate with paint finish on face and returns, clear window remains for viewing insert, silk-screened image, mounts to 1/8” backplate with 1/16” spacers to form slot
2. 8.5” x 11” lexan sheet with painted surface and vinyl copy
3. Mounting backer is 1/8” black acrylic, inset 1/4” all sides, flush mount to wall
4. Some signs will be installed in locations that are indirectly exposed to outdoor conditions; some signs may be installed on plaster finished walls and require modified mounting method; fabricator to review conditions to determine appropriate mounting method
ADA Room ID

Primary

1. 1/8" acrylic faceplate with paint finish on face and returns, silk-screened image
2. Numbers are touch painted on surface
3. Photo-polymer panel mounts into routed face of acrylic, surface painted with raised numbers and braille
4. Flush surface between acrylic and photo-polymer
5. Mounting backer is 1/8" black acrylic, inset 1/4" all sides, flush mount to wall

NOTE:
A. Ease all edges
B. All new exterior signs are to match existing campus signs as closely as possible, fabricator may need to review on site prior to bids/fabrication
1. 1/8” acrylic faceplate with paint finish on face and returns, clear window for viewing insert, silk-screened image, mounts to 1/8” backplate with 1/16” spacers to form slot
2. 2” x 5 3/4” paper inserts are supplied by client, print color will be “gray” (% of black) to closely match P-1 paint color
3. Numbers are touch painted on surface
4. Photo-polymer panel mounts into routed face of acrylic, surface painted with raised numbers and braille.
5. 1/16” acrylic backer is required on opposite side of glass when installed on glass, painted all sides
6. Mounting backer is 1/8” black acrylic, inset 1/4” all sides, flush mount to wall
7. Flush surface between acrylic and photo-polymer

NOTE:
A. Ease all edges.
B. Paper inserts will be perforated to size, typical artwork templates will be supplied to client by SPD for their use in laser printing the inserts in-house as required, paper color is white
ADA Restroom ID

1. 1/8" acrylic faceplate with paint finish on face and returns, silk-screened image and horizontal band
2. Letters are touch painted on surface
3. Photo-polymer panel mounts into routed face of acrylic, surface painted with raised numbers and braille
4. Flush surface between acrylic and photo-polymer
5. Mounting backer is 1/8" black acrylic, inset 1/4" all sides, flush mount to wall
6. 1/8" acrylic faceplate with paint finish on face and returns, silk-screened images
7. Mounting backer is 1/8" black acrylic, inset 1/4" all sides, flush mount to wall
Title 24 Restroom Plaque

1. 1/8" acrylic faceplate with paint finish on face and returns, silk-screened image and horizontal band
2. Letters are touch painted on surface
3. Photo-polymer panel mounts into routed face of acrylic, surface painted with raised numbers and braille
4. Flush surface between acrylic and photo-polymer
5. Mounting backer is 1/8" black acrylic, inset 1/4" all sides, flush mount to wall
6. 1/8" acrylic faceplate with paint finish on face and returns, silk-screened images
7. Mounting backer is 1/8" black acrylic, inset 1/4" all sides, flush mount to wall

NOTE:
A. Sign must contrast the door. If door is dark, reverse the colors
Flag Mounted Restroom ID

1. 1/4" aluminum panel with screen printed graphics and rule, mount to bracket with countersunk screws from back of sign panel
2. Bracket is 1/8" aluminum angle, pieced together to form “T” bracket, mount to wall with paint finish, tamper proof, countersunk screws
3. Sign is double sided

---

1. 1/4" = 1'
2. 1/4" = 1'
3. 1/4" = 1'

**SIGN DESCRIPTION**

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<tr>
<td>23</td>
<td>C</td>
<td>Interior</td>
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**SIGN TYPE**

<table>
<thead>
<tr>
<th>SCALE</th>
<th>SIGN TYPE</th>
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<tr>
<td>1/4&quot; = 1&quot;</td>
<td>FL1</td>
</tr>
</tbody>
</table>
Regulatory Egress / Exit & Exit Route

1. 1/8" photo-polymer panel, paint finish with tactile braille and raised copy
2. All braille components to be touch painted same color as background panel

NOTE:
A. Ease all edges
B. All finishes to be free of any blemishes and have no visible fasteners or visible seams
C. Maintain 3" gap if another code sign is installed next to this sign type
Fire Marshal Stair Information

1/8" photo-polymer with paint finish on face and return, copy and braille are raised, letters are touch painted on face

1/32" double sided tape and silicon, mounted flush

Mounting backer is 1/8" black acrylic, inset 1/4" all sides, flush mount to wall
Maximum Occupancy

Maximum Occupancy

1/4" acrylic panel with paint finish on face and returns, screen-printed graphics, flush mount to wall.

Maximum Occupancy 75

1. 1/4" acrylic panel with paint finish on face and returns, screen-printed graphics, flush mount to wall.

Scale: FULL SIZE

Context Elevation

Scale: NTS

Front View

Scale: FULL SIZE

Side View

Scale: FULL SIZE

Notes

1. 1/4" acrylic panel with paint finish on face and returns, screen-printed graphics, flush mount to wall.
Evacuation Maps

1. 1/4" acrylic faceplate with paint finish on face and returns, clear window remains for viewing insert, silk-screened image and horizontal band, mounts to 1/8" backplate with 1/16" spacers to form slot

2. Lexan film insert with printed map graphics, applied background color, cut to size as required (map shown is for placement only)

3. Mounting backer is 1/8" black acrylic, inset 1/4" all sides, flush mount to wall

NOTE:
A. One typical map graphic will be supplied by SPD to fabricator in Adobe Illustrator format for Macintosh, fabricator will be responsible for all additional maps and modifications

NOTES
1928 ST MARY’S RD
MORAGA, CA 94556

NOTES
SIGN DESCRIPTION
SCALE SIGN TYPE
PAGE SECTION DESCRIPTION
XX XX

1. 1/4" acrylic faceplate with paint finish on face and returns, clear window remains for viewing insert, silk-screened image and horizontal band, mounts to 1/8" backplate with 1/16" spacers to form slot

2. Lexan film insert with printed map graphics, applied background color, cut to size as required (map shown is for placement only)

3. Mounting backer is 1/8" black acrylic, inset 1/4" all sides, flush mount to wall

NOTE:
A. One typical map graphic will be supplied by SPD to fabricator in Adobe Illustrator format for Macintosh, fabricator will be responsible for all additional maps and modifications

NOTES
SIGN DESCRIPTION
SCALE SIGN TYPE
PAGE SECTION DESCRIPTION
XX XX