

University of Maryland Sign Master Plan

C&G Partners LLC
February 2012

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Diagram of sign locations

This diagram depicts the general locations of different sign types at a theoretical intersection on the University of Maryland campus. Actual sign locations will need to be coordinated with site and architectural plans. Sign types may also require modification to coordinate with architectural conditions.

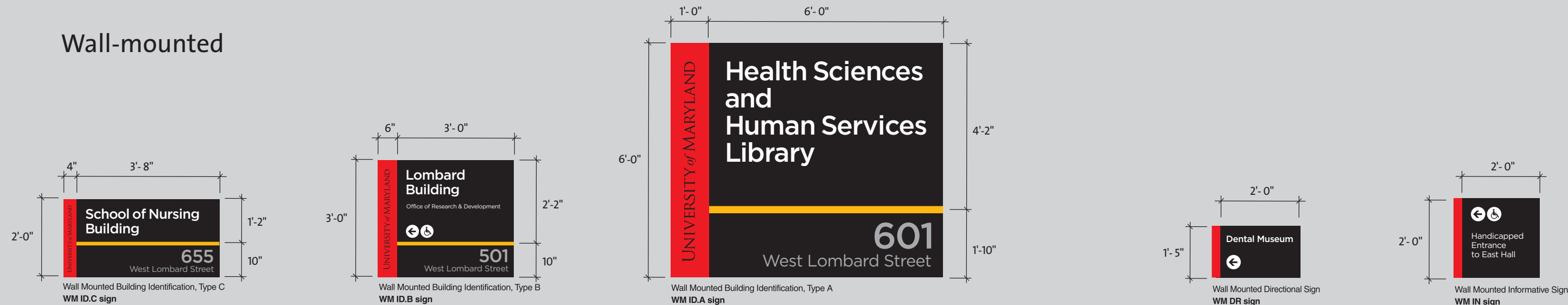
- 1 Skyline sign, Type A
- 2 Skyline sign, Type B
- 3 Pylon
- 4 Free-standing building identification, Type A
- 5 Free-standing building identification, Type B
- 6 Free-standing directional sign
- 7 Free-standing emergency directional
- 8 Banner with university identity
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- 11 Street name
- 12 Street number
- 13 Wall-mounted building identification, Type A
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- 15 Wall-mounted building identification, Type C
- 16 Parking direction sign
- 17 Parking garage identification sign
- 18 Wall-mounted directional sign
- 19 Label for mail box
- 20 Free-standing regulatory sign
- 21 Trailblazer

Skyline

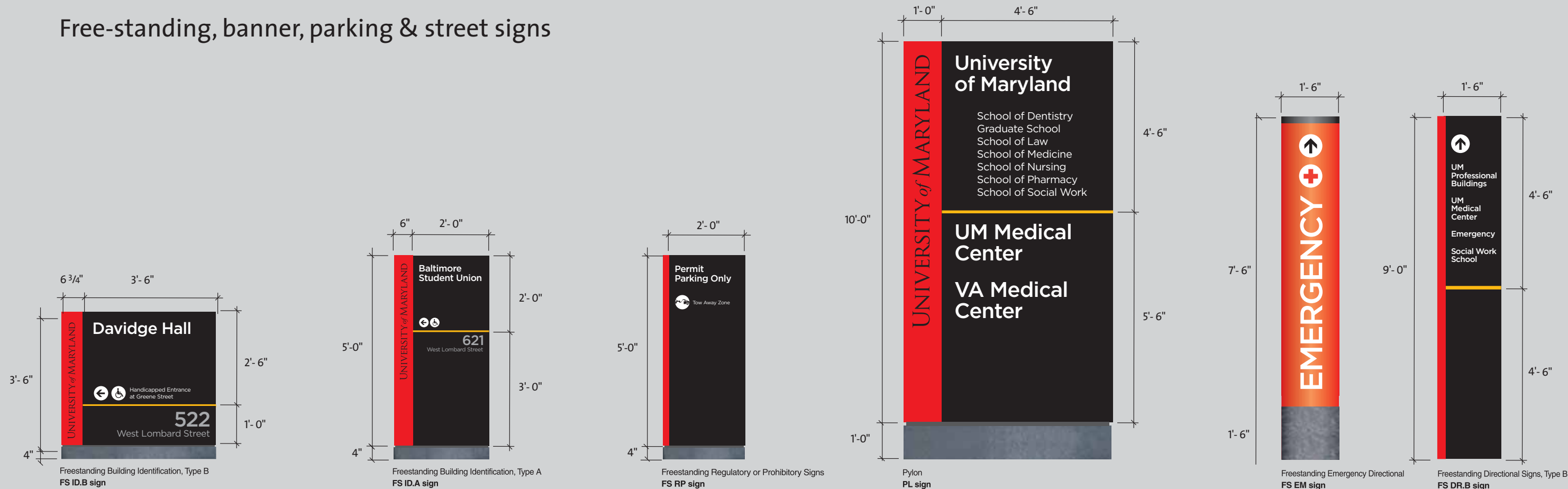
UNIVERSITY of MARYLAND

Skyline Sign, Type A
SK A

Wall-mounted



Free-standing, banner, parking & street signs



UNIVERSITY of MARYLAND

Skyline Sign, Type B
SK B

founded in 1807

Sizes of sign types

This diagram depicts all the signs at the same architectural scale, i.e. $\frac{3}{8}" = 1'0"$. It also provides general dimensions for signs.

Depending on the design of the mail box, labels can be adjusted to individual sizes.

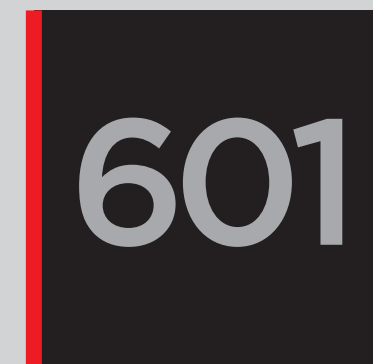
Newspapers

Labels
LA MB sign

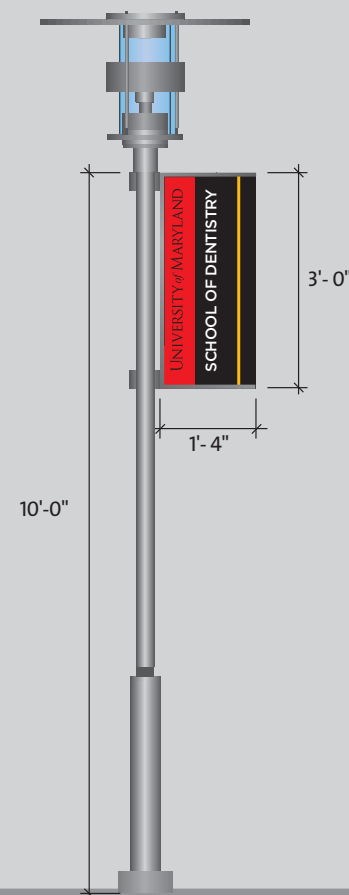
Newspapers

1st & 3rd Floors

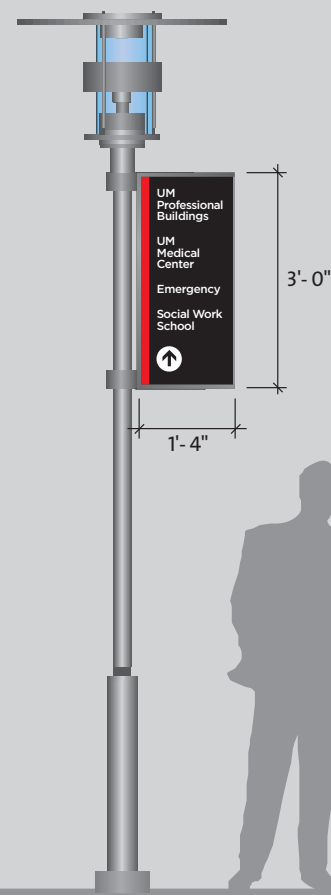
Sign size adjusted to fit architecture



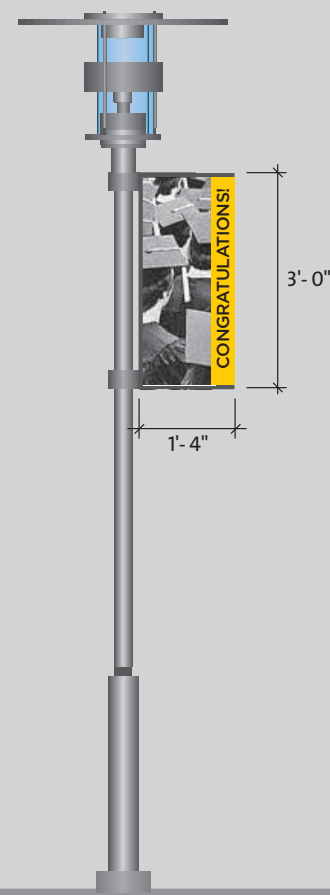
Street Number, Building Sign
SN BL sign



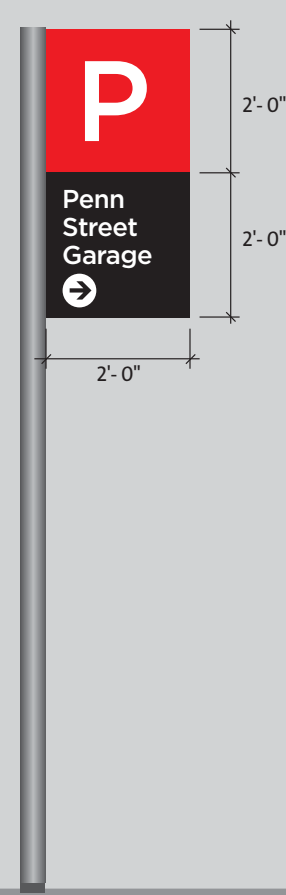
Banner with University Identity
BA UM sign



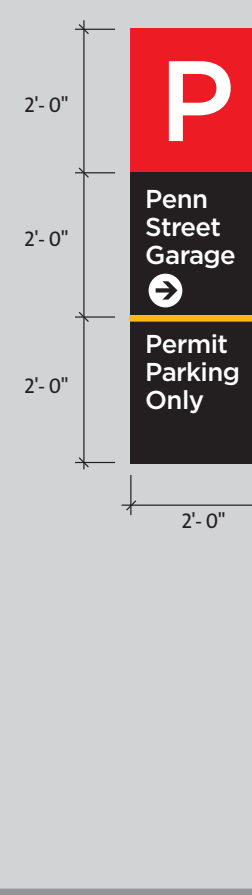
Banner, Directional Sign
BA DR sign



Banner with Image
BA IM sign



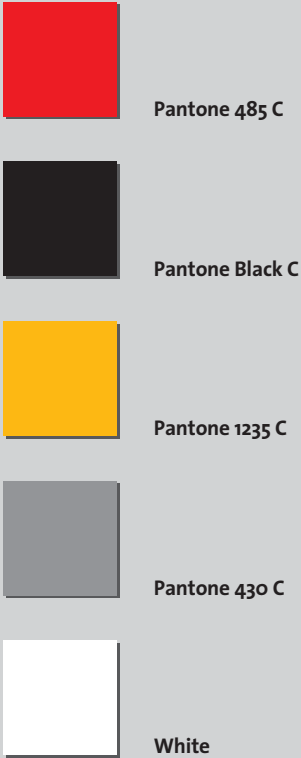
Parking Directional Sign
PK DR sign



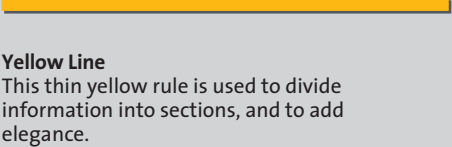
Parking Garage Identification Sign
PK ID sign



University fin
On primary signs, a vertical red fin is emblazoned with a black University of Maryland wordmark. On secondary signs, a vertical red edge with no lettering is sufficient.



University colors
The State flag colors and a compatible medium grey are the only colors used for the sign program.



Yellow Line
This thin yellow rule is used to divide information into sections, and to add elegance.



Images
Black & white photographs are used on banners to announce events in an understated and timeless manner.

University

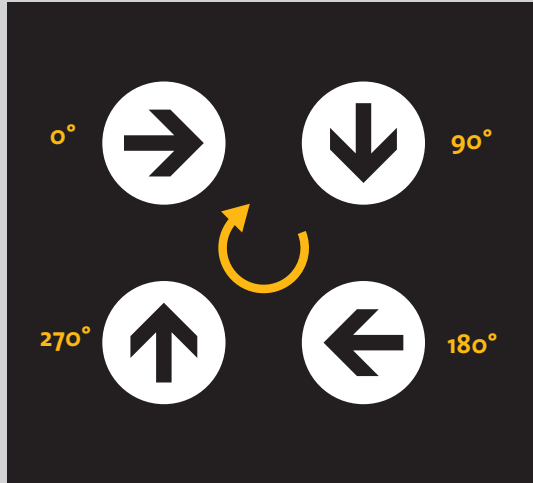
West Lombard Street

Typeface	Typestyle	Application
Gotham	Medium	Building name, Department name, Street number, Newspaper label, Regulatory or prohibitory info
Gotham	Book	School names, Info text, Street name

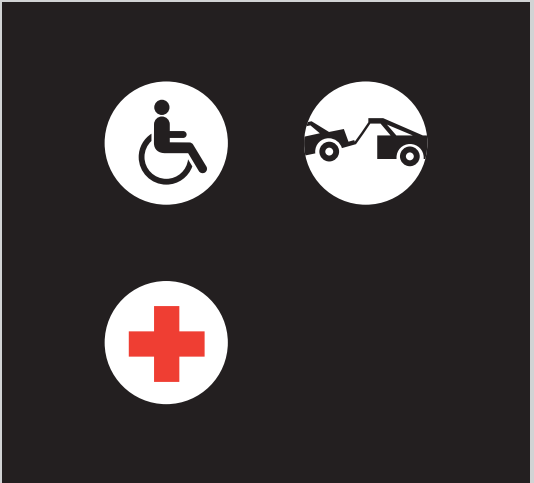
Typeface
The only lettering style used in the sign program is Gotham. The chart above shows examples how different weights of The Sans are used.

601

Streetnumbers
Building street numbers play an important role in urban way finding. Addresses have been depicted in large numbers on all building signs.



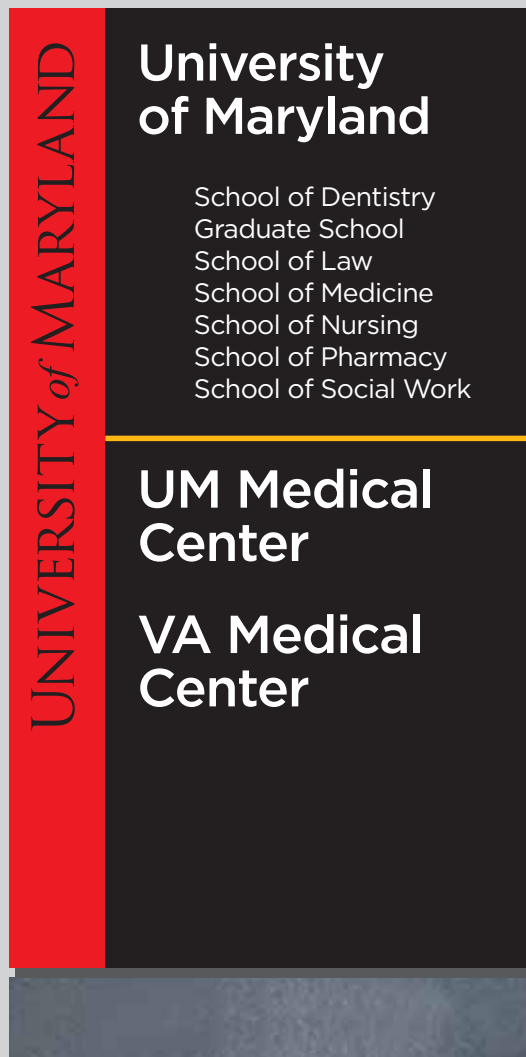
Arrows
Directions are given with bold black arrows on a neutral white circle. Straight is depicted with an up arrow. The down arrow is used to indicate directions down stairs only.



Pictograms
The handicapped pictogram identifies access routes required by the American Disability Act (ADA). The red cross is added to Emergency signs. Other U.S. Department of Transportation pictograms, such as the tow-away, will be used on an as-needed basis.

A new look

The new University of Maryland sign system is created from a kit of parts. Most of the signs have been branded with a distinctive University of Maryland wordmark. The colors are based on the State flag. The signs and lettering are large to improve legibility from both cars and sidewalks. Addresses are used boldly to improve wayfinding. A contemporary lettering font, pictograms and black arrows on white circles improve sign comprehension.



UNIVERSITY *of* MARYLAND



UNIVERSITY
of MARYLAND

Skyline Sign, Type A

SK A

Heroic rear-illuminated neon letters, will span the entire facade after micro-wave dishes are relocated. The University name will be clearly visible from Camden Yards and 95.

Skyline Sign, Type B

SK B

This rear-illuminated neon wall-mounted sign, utilizes the new wordmark and a distinctive red line.

Pylon

PL sign

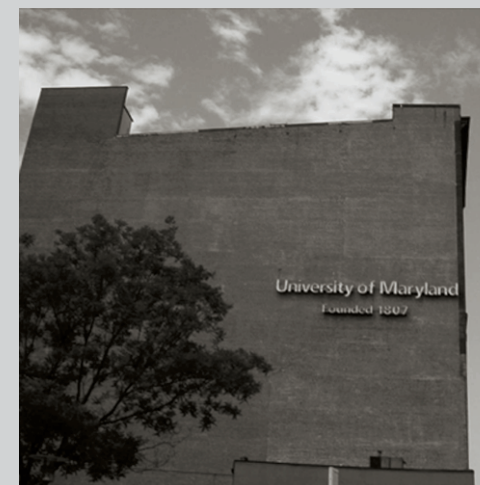
This monolithic porcelain enamel gateway pylon 5'6" wide by 11'-0" high, welcomes car drivers and pedestrians to the campus. Each of the University's schools are identified. Affiliate Medical Centers are indicated below the University.



The University Center sign does not identify Maryland.



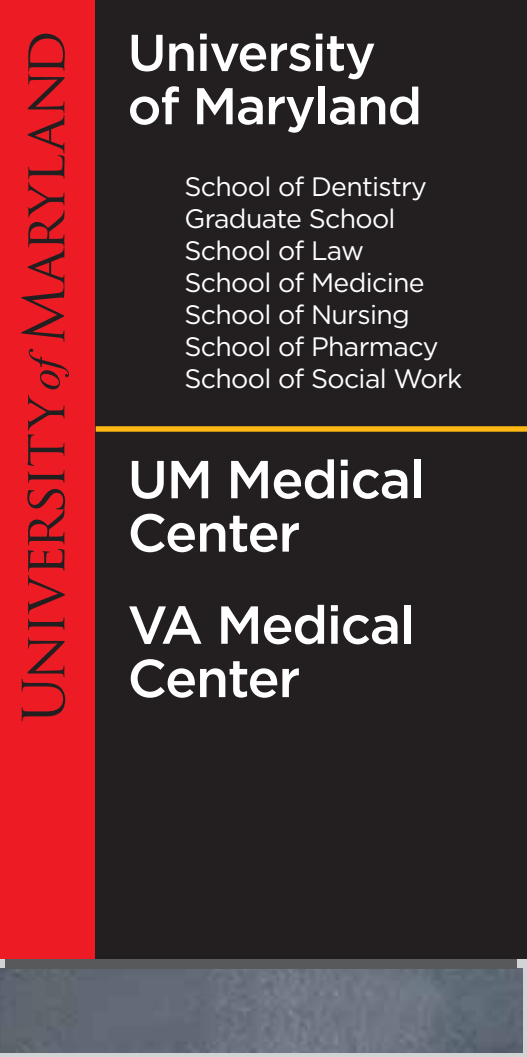
Existing University Center sign.



The previous sign is effective, but does not comply with the new graphic standards.

Identifiers

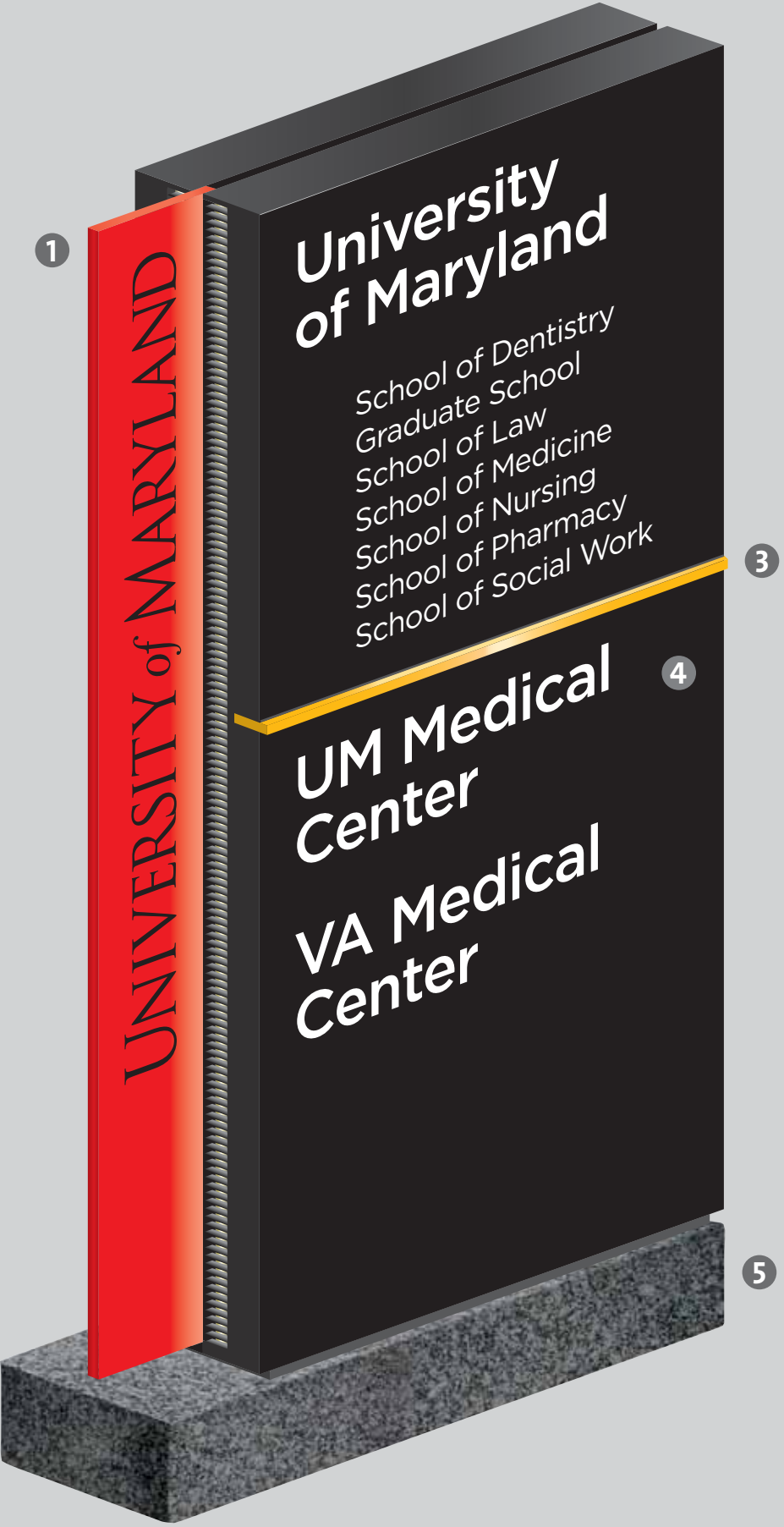
The University of Maryland's campus is marked by skyline signs and pylons along major boulevards.



**Pylon
PL sign**
This monolithic pylon, 5'6" wide by 11'0" high (including base), identifies the University and Schools. Affiliates are placed below a yellow line.



The existing pylon will be removed, but the elegant granite base will be recycled.



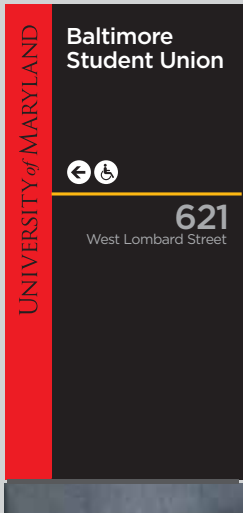
Welcome pylon

Though the University of Maryland does not have formal gates to its campuses, there are numerous places where Welcome pylons might mark the campus entrances.

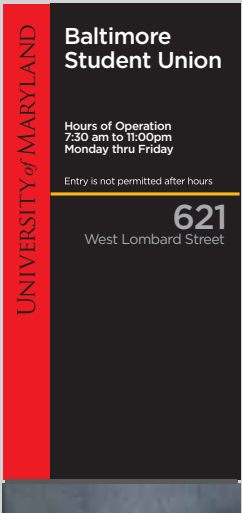
- 1 Distinctive offset vertical red fin features the University of Maryland wordmark. The fin is illuminated with a neon light which is concealed behind an accessible louver.
- 2 The upper section of the sign identifies the University of Maryland and the Schools.
- 3 A raised yellow rule or line divides the University and affiliate listings.
- 4 The bottom section identifies the two affiliates: UM Medical Center and VA Medical Center.
- 5 The existing granite base is recycled for the new kiosk.

Freestanding

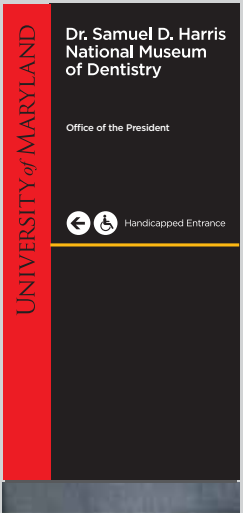
Freestanding signs are often a cleaner solution. Kiosks will replace signs on buildings and help locate entrances with access for handicapped visitors.



Freestanding Directional Sign, Type A (FS DR.A sign)
By placing this identification kiosk away from the building, visitors can find the Baltimore Student Union by walking along West Lombard from the School of Nursing or Davidge Hall.



Freestanding Directional Sign, Type A (FS DR.A sign)
This kiosk near the Baltimore Student Union entrance makes hour and address information more visible from the plaza.



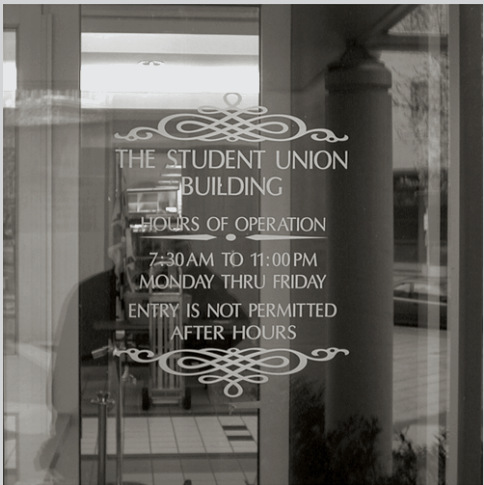
Freestanding Directional Sign, Type A (FS DR.A sign)
The new kiosk is taller and wider allowing text to be larger and more visible.



Freestanding Directional Sign, Type B (FS DR.B sign)
A special horizontal kiosk allows passersby to see Davidge Hall.



Once the new kiosk is in place, the existing wall-mounted sign can be removed.



Since hours are subject to change, this information on the new sign is applied in die-cut vinyl that can be easily replaced.



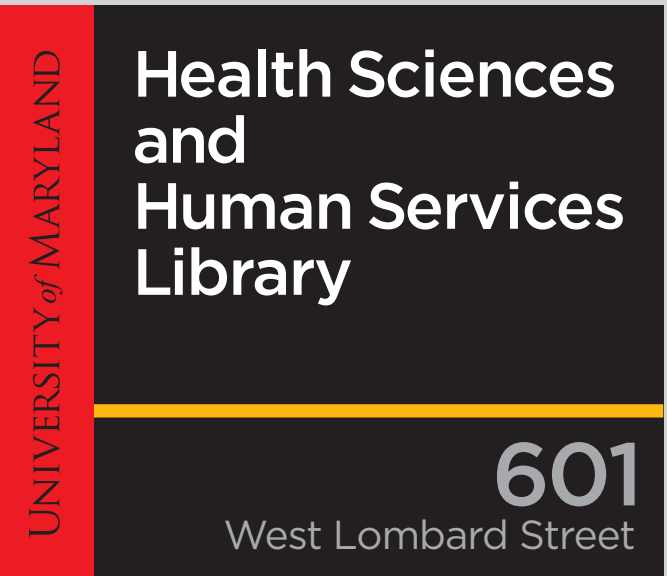
A granite plinth on the new sign eliminates the costly custom brick inlaid foundation that was used on the previous sign.



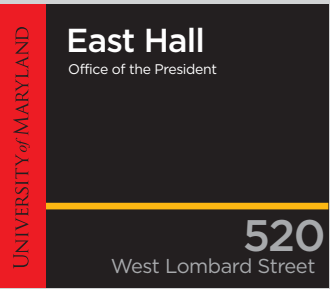
All signs on the lawn and building will be removed. The historic landmark sign needs to be re-painted and straightened.

Wall-mounted building signs

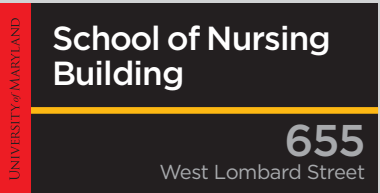
On an urban University campus, street names and addresses play a major role in finding buildings. The University's signage should include information such as School, building name and major departments. The new signs are larger than previous ones. Though standard sizes are recommended, signs often require modification to conform to special architectural conditions.



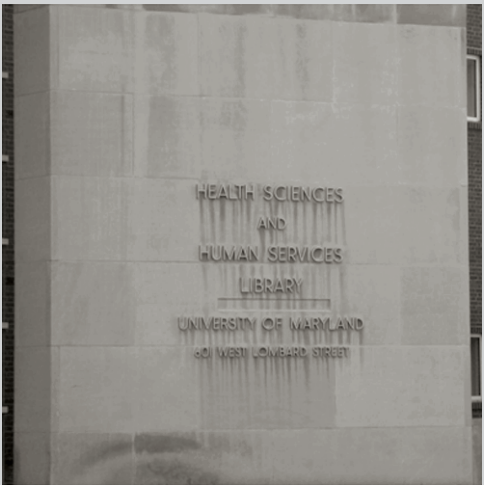
Wall Mounted Building Identification, Type A (WM ID.A sign)
This monolithic porcelain enamel wall-mounted sign, 7'-0" wide by 6'-0" high, guarantees visibility from the street corner. A smaller pylon sign would conflict with the Library's plaza kiosks.



Wall Mounted Building Identification, Type B (WM ID.B sign)
This new porcelain enamel sign, 3'-6" wide by 3'-0" high, includes the Office of the President designation.



Wall Mounted Building Identification, Type C (WM ID.C sign)
This porcelain enamel building identification sign, 4'-2" wide by 2'-0" high, needs to be in a horizontal format, and placed on the School of Nursing's low brick wall.



The existing lettering and stained limestone will be covered by the new sign.



The new sign will be more than twice the size of the existing one.



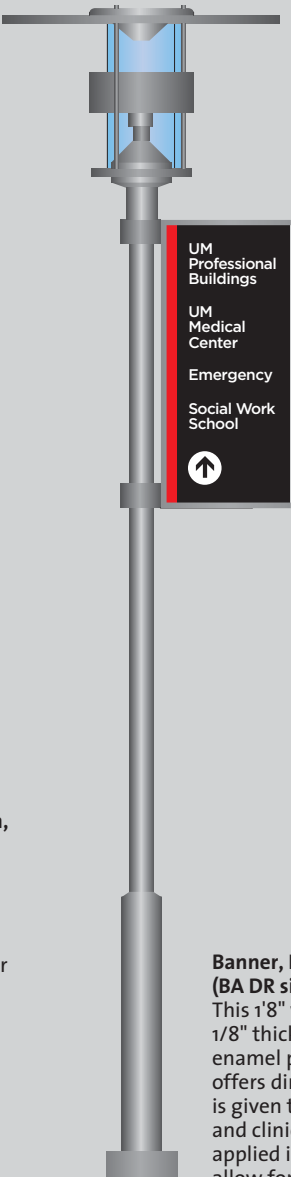
This low brick wall requires a special horizontal sign.



Free-standing Emergency Directional (FS EM sign)
Emergency signs will be upgraded with a granite base, DOT hospital cross pictogram and a distinctive lozenge profile. Though internal illumination might be the ideal way to increase visibility, a bright red porcelain enamel background will also be distinctive.

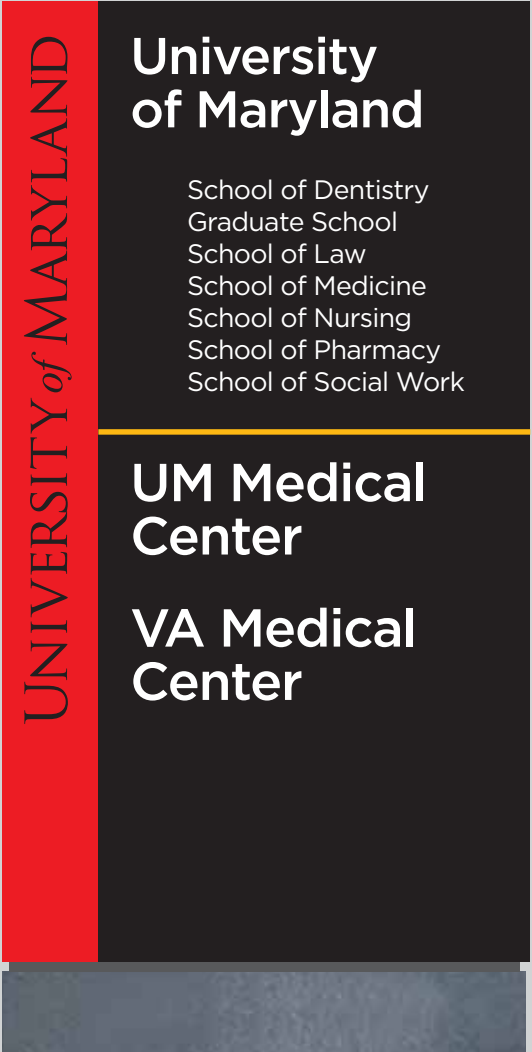


Free-standing Directional Sign, Type B (FS DS.B)
Directional signs cannot always be placed on the Pohlson poles. At some decision-making intersections where low signs are desired, or where there are no Pohlson fixtures, ground-mounted signs are required. These porcelain kiosks, 1'8" wide by 9'0" tall by 4" thick, are coordinated with other black and red-edged UM signs. Messages are applied in die-cut vinyl to allow for change.



Banner, Directional Sign (BA DR sign)
This 1'8" wide by 3'0" tall by 1/8" thick two sided porcelain enamel permanent "banner" offers directions. First priority is given to affiliated hospitals and clinics. Messages are applied in die-cut vinyl to allow for change.

Pylon (PL sign)
This monolithic kiosk which is 5'-6" wide by 11'-0" tall by 1'-6" thick identifies affiliates in the same lettering height as the University of Maryland.



Signs for your affiliates

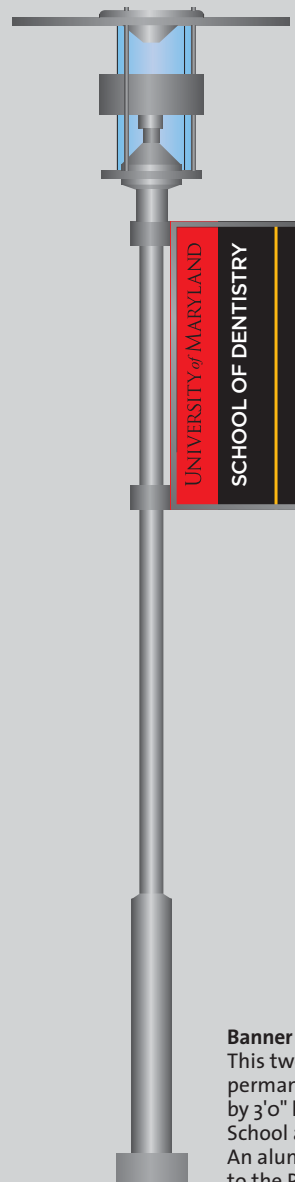
Prominent signs directing users to the UM Medical Center and VA Medical Center will also be included in the University of Maryland's new sign program.



The existing emergency signs will be replaced with consistent lettering style and the DOT pictogram.



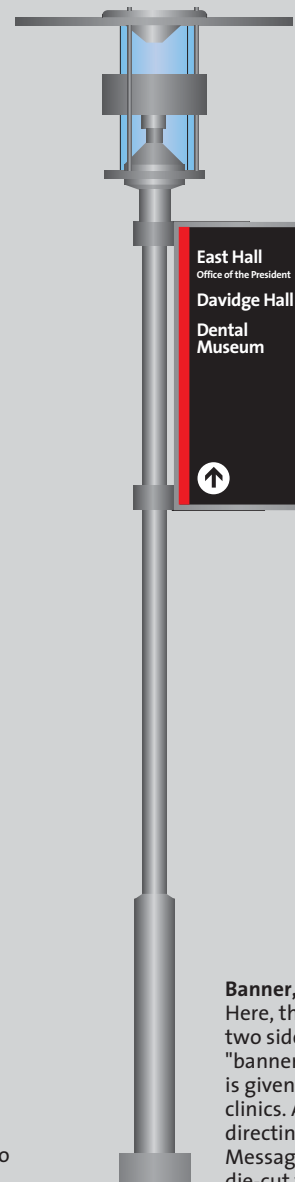
The existing pylon will be replaced with new wording and graphics.



Banner with University Identity (BA UM)
This two-sided porcelain enamel permanent "banner," which is 1'8" wide by 3'0" long by 1/8" thick, identifies each School along the sidewalk frontage. An aluminum support secures the sign to the Pohlson fixture.



Banner with Image (BA IM sign)
Utilizing the same aluminum support, this 1'8" wide by 3'0" long temporary banner is created on two sided inexpensive digital 3M Scotchprint. Prominent black & white abstract photographs are juxtaposed with a yellow band and "timeless" message to promote re-use.



Banner, Directional Sign (BA DR sign)
Here, this 1'8" wide by 2'6" by 1/8" thick two sided porcelain enamel permanent "banner" offers directions. First priority is given to affiliated hospitals and clinics. A few banners will be devoted to directing visitors to School landmarks. Messages are applied in die-cut vinyl to allow for change.



Free-standing Directional Sign, Type B (FS DS.B)
Directional signs cannot always be placed on the Pohlson poles. At some decision-making intersections where low signs are desired or where there are no Pohlson fixtures, ground-mounted signs are required. These 1'8" wide by 9'0" tall by 4" thick porcelain kiosks are coordinated with other black and red-edged UM signs. Messages are applied in die-cut vinyl to allow for change.



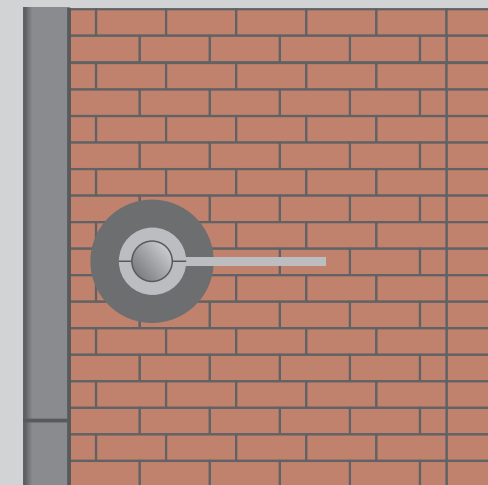
At UCONN, banners brand the Stamford business school.



A similar event banner at Lincoln Center's Winter Eve festival.



Utilizing the Pohlson light fixture for these directional signs eliminates many of the previous custom signs and eliminates costly brick "inlay" foundations.



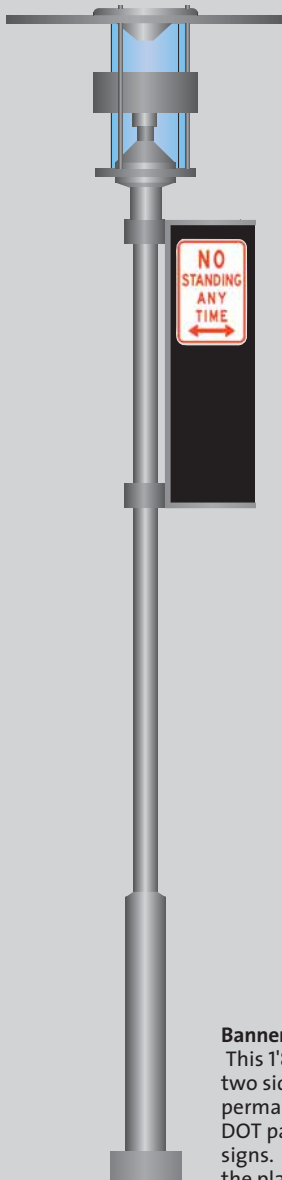
This plan view diagram depicts how the University of Maryland School, event banner and directional signs face inward toward sidewalk pedestrians.

Reducing clutter

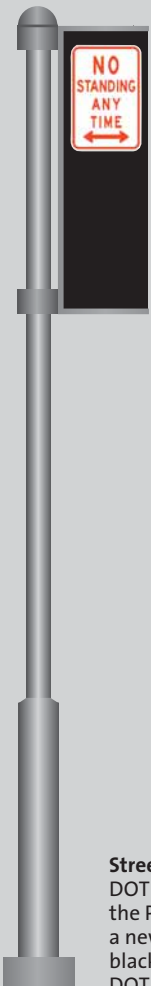
Signature University of Maryland Pohlson light poles provide an excellent armature for "banners" that can brand the campus, announce events and direct visitors. Using the Pohlson poles eliminates costly foundations and street clutter. Directional signs cannot always be placed on the Pohlson poles; some freestanding signs will be required.

Clean streets

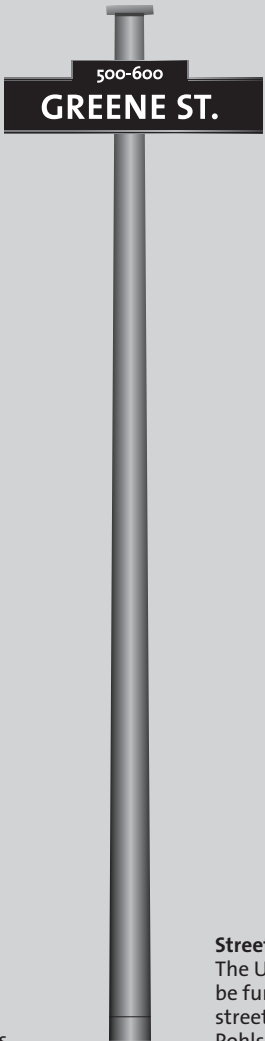
The haphazard and extensive installation of DOT signs creates a cluttered streetscape. The University of Maryland campus will be further enhanced with distinctive street name signs on Pohlson poles. The new program will consolidate DOT signs on a uniform placard.



Banner with DOT sign (BA DOT)
 This 1'8" wide by 2'6" long by 1/8" thick two sided black porcelain enamel permanent "banner" placard accepts DOT parking and street regulation signs. An aluminum support secures the placard to the Pohlson pole.



Street with DOT sign (ST DOT)
 DOT signs cannot always be placed on the Pohlson light fixtures. In this case, a new Pohlson pole is added with a black "banner" placard that accepts DOT parking and street regulation signs.



Street Name (SN SS)
 The University of Maryland campus can be further enhanced with distinctive street name signs placed on upgraded Pohlson poles.



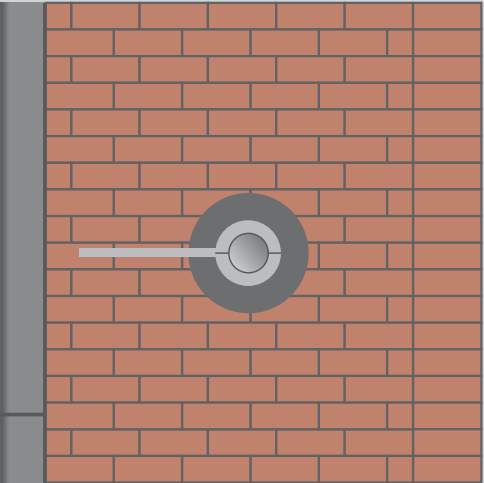
Currently, Pohlson light poles are slathered with DOT signs.



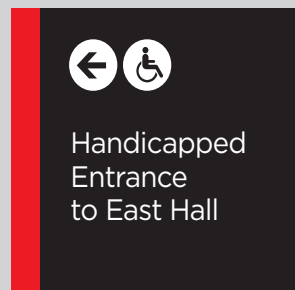
Currently, the streetscape is cluttered with numerous DOT signs on unattractive uni-strut poles.



Currently, Pohlson light poles are covered with DOT signs.



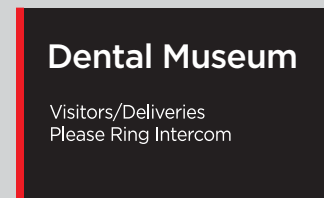
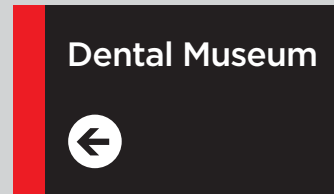
This plan view diagram depicts how the DOT placards on the Pohlson fixtures will face outward away from the sidewalk toward the street and cars.



Wall Mounted Directional Sign (WM DR sign)
The American Disabilities Act (ADA) requires that handicapped entrance paths be clearly designated. These modest 2'-0" square porcelain enamel with die-cut vinyl arrows, symbols and messages can easily be changed. New buildings are ADA compliant and do not require this sign type.



These handicapped symbol signs will need to be removed.



Wall Mounted Directional Sign (WM DR sign)
Wall Mounted Informative Sign (WM IN sign)
Square porcelain "blanks" will be developed allowing the University's sign shop to create and update messages for any user. Some signs will require different formats to coordinate with the architecture.



These Dental Museum signs will be removed and replaced with consistent signs.



Labels (LA MB sign)
Even the smallest sign matters. Newspaper box signs will also use the memorable red and black treatment.



All newspaper boxes will be painted black and existing signs replaced.



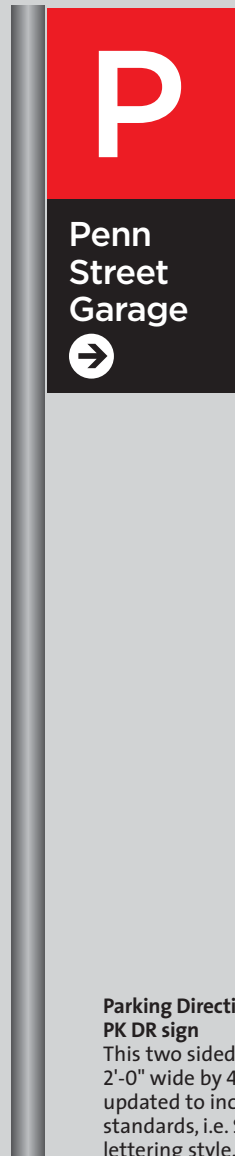
Freestanding Regulatory or Prohibitory sign (FS RP sign)
Kiosk signs replace previous pole signs.



The University seal cannot be deciphered from any distance and therefore will not be used on signs.

Small signs count too.

Branding the University of Maryland's buildings requires diligence, thoroughness and consistency. The introduction of non-compliant signs dilutes impact. On secondary signs, a vertical red band reminds users of the vertical University of Maryland fin on primary signs.



**Parking Directional Sign
PK DR sign**
This two sided porcelain enamel sign, 2'-0" wide by 4'-0" high, has been updated to incorporate the new graphic standards, i.e. State colors and new lettering style.



**Parking Garage Identification Sign
PK ID sign**
This two sided porcelain enamel wall-mounted sign, 2'-0" wide by 6'-0" high, has also been updated.



The existing sign panels are removed, but the pole can be recycled.



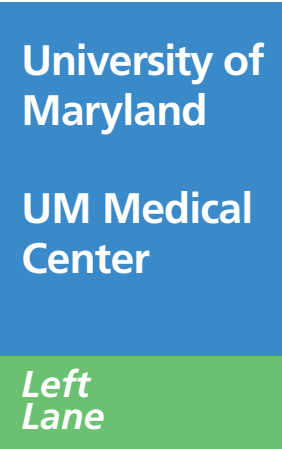
The panels have been removed and the support can be recycled.

Parking

The majority of visitors to the University of Maryland and affiliate medical centers come by car. The parking lot is the main entrance to the campus.

Which way to go?

Directions to the University of Maryland begin on highways and surrounding streets. Directions to the University on these signs will be implemented by the Department of Transportation and the City of Baltimore.



Trailblazer, Directional Sign, Type A (TB DR.A sign)
The new message will direct visitors to the University of Maryland and UM Medical Center. This nomenclature is consistent with the new sign system that the University will maintain.

Trailblazer, Directional Sign, Type B (TB DR.B sign)
Here, UM Medical Center will be inserted to make the



DOT signs (DOT sign)
Department of Transportation highway signs will require consistent wording with the University's new sign program. The following wording is recommended based on available space: "University of Maryland," "U Maryland," or "UM."



The existing sign message will be deleted and the the new wording inserted.













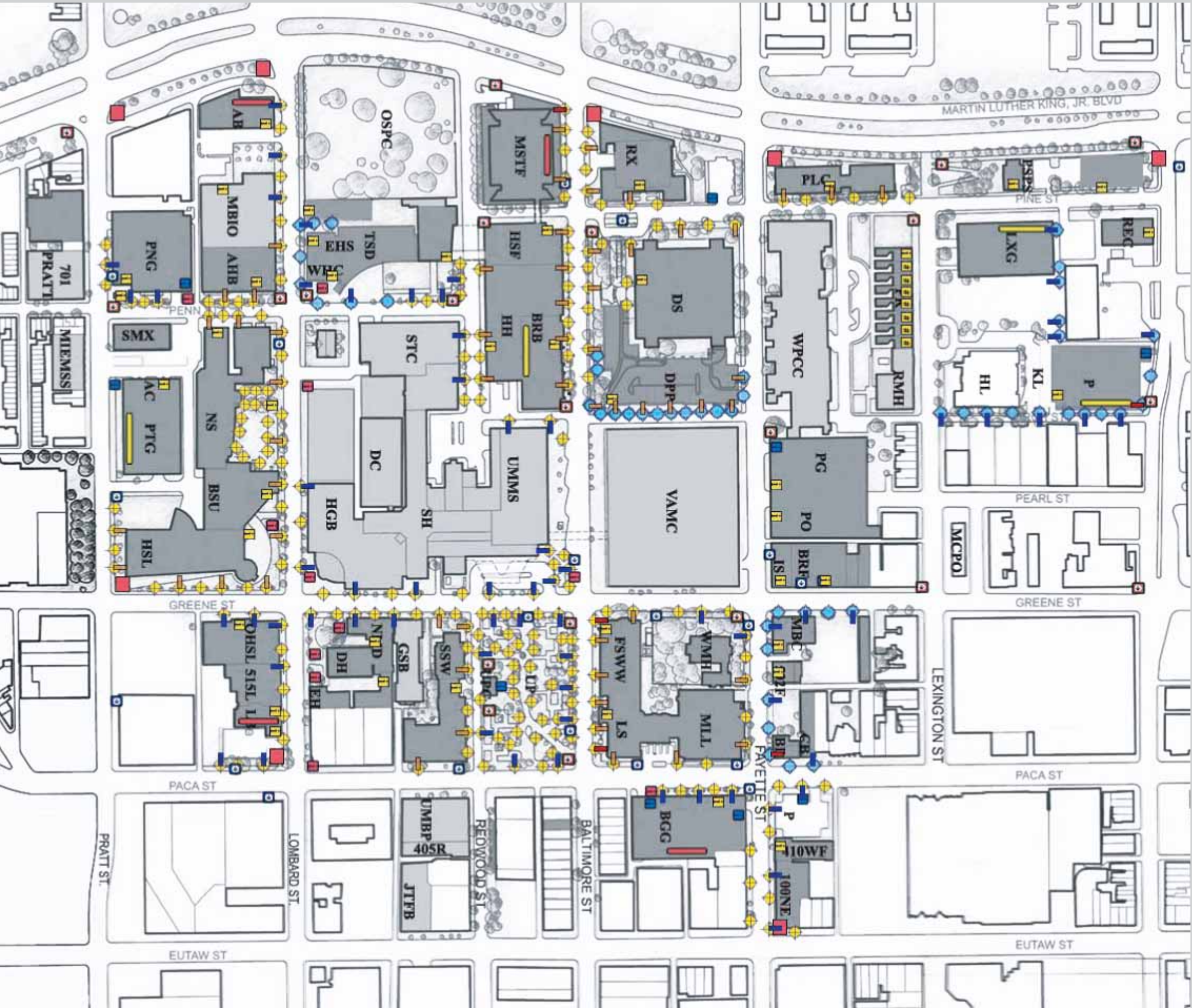
Only one section of the existing sign requires new wording.


















Once this sign is updated, visitors will know to use Exit 52 for the University of Maryland.

Demolition master plan

Symbol	Label	Description
	SK A	Skyline Sign, Type A
	SK B	Skyline Sign, Type B
	WM ID	Wall Mounted Building Identification
	WM ID (h)	Wall Mounted Building Identification - Historic
	WM IN	Wall Mounted Informative Sign
	WM DR	Wall Mounted Directional Sign
	FS ID	Free Standing Building Identification
	PL	Pylon
	FS DR	Free Standing Directional Sign
	PK ID	Parking Garage Identification Sign
	PK DR	Parking Directional Sign



Signage master plan

Symbol	Label	Description
	SK A	Skyline Sign, Type A
	SK B	Skyline Sign, Type B
	WM ID	Wall Mounted Building Identification
	WM DR	Wall Mounted Directional Sign
	SN BL	Street Number Building Sign
	FS ID	Free Standing Building Identification
	PL	Pylon
	FS DR	Free Standing Directional Sign
	BA UM	Banner with University Identity
	BA DR	Banner, Directional Sign
	BA IM	Banner with Image
	PK ID	Parking Garage Identification Sign
	PK DR	Parking Directional Sign
	N/A	Existing Campus Standard Pedestrian Light
	N/A	Future Campus Standard Pedestrian Light



Phase 1 signage plan

Symbol	Label	Description
	FS ID	Free Standing Building Identification
	BA UM	Banner with University Identity
	BA IM	Banner with Image
	N/A	Existing Campus Standard Pedestrian Light



Phase 1A signage plan

Symbol	Label	Description
	WM ID	Wall Mounted Building Identification
	FS ID	Free Standing Building Identification
	PL	Pylon
	FS DR	Free Standing Directional Sign
	BA UM	Banner with University Identity
	BA IM	Banner with Image
	PK DR	Parking Directional Sign
	N/A	Existing Campus Standard Pedestrian Light