SECTION 3 AD: ARCHITECTURAL DIVISION

Latest Update 3-30-17, Entire section revised.

PART IX: UNIVERSITY SIGNAGE DESIGN

1. SCOPE:

1.1 This part outlines the minimum requirements for the design procedures for signage for new buildings, and repair and alteration projects for existing buildings on the University of Maryland, Baltimore (UMB) campus.

1.2 Provisions have been made to comply with accessibility standards and local codes.

2. UNIVERSITY SIGNAGE STANDARDS:

2.1 **Exterior Signage and Wayfinding:** The UMB Sign Master Plan prepared by Chermayeff & Geismar, February 2012 defines the campus-wide exterior signage. It is a comprehensive program that addresses pedestrian and vehicle wayfinding, and clearly identifies the campus community within downtown Baltimore. The A/E shall refer to, and abide by, the requirements and recommendations of the referenced Sign Master Plan for the design of campus-wide exterior signage.

   a. The UMB Sign Master Plan applies to campus-wide exterior signage for institutional identification, wayfinding, parking facilities and other University Center district environmental identity initiatives, but may require coordination on a project-by-project basis with Baltimore City for its "Pathfinder" landmarks system, and for traffic and transit management.

   b. Other buildings and activities such as the University of Maryland Medical Center and the Veterans Affairs Medical Center have building-specific signage conventions that may, or may not, employ the UMB signage system as determined by need or convention within those institutions. All institutions that occupy the campus precinct area are encouraged to use the standards prescribed in the UMB Sign Master Plan.

2.2 **Interior Signage System:** The UMB Interior Signage System, prepared by the University of Maryland, Baltimore Design and Construction Dept., July 2016, provides the design of a uniform system for all interior directories and space/use identification signage, and is to be used in all buildings and leased spaced within the purview of UMB. The Signage System is to be supplemented by signage required for operational and emergency procedures such as that required for safety warnings, legal notifications, emergency exits, equipment and piping identification, etc., as defined by either the conventional practices of the UMB Division of Operations and Maintenance or by building code mandate.

3   EXTERIOR SIGNAGE AND WAYFINDING:

3.1   **Building Identification Sign:** The building name and address shall be as established by the project program and/or as determined by the University. Building identification shall be in accordance with the UMB Sign Master Plan, either mounted on the face of the building near the entrance or on the prominent approach to the building.

3.2   **Building Address:** The street address of the building shall be in numerals large enough to read from the curb or at a fifty foot distance along an approach. The lettering style shall be Futura Book. A building address located on a glass transom over the entrance door shall be installed on the interior surface in bright silver leaf with an 1/8 inch black border. A building address may be located on a side lite only if a transom is not available. Otherwise, placement of the address in any location other than centered over the main entrance door is not in accordance with the standard expected by emergency response personnel.

3.3   **Building Identification Pylon:**   Major facilities may be identified by a freestanding building name sign located in the brick paved area along the curb according to the UMB Sign Master Plan.

3.4   **Banners:**   In addition to the required identification, a commonly used public facility, such as a clinic or auditorium, may be identified by a metal "banner" sign mounted on a campus lighting standard in accordance with the UMB Sign Master Plan.

3.5   **Dimensional Lettering:**   Lettering shall be pin-mounted cast aluminum ribbon letters in an appropriate size. Clear anodized natural color aluminum letters have been used exclusively in the past, but black finished letters may be utilized as recommended by the A/E and approved by the University. Colored letters, including white or "dark bronze" previously approved, shall not be used. Cut plate letters shall not be used.

3.6   **Names, Addresses or Inscriptions:** Names, addresses or inscriptions shall not be incised permanently into the masonry or metal fabric of the building unless approved by the University.

3.7   **Decorative Signs:** Should decorative signs or "Architectural Lettering", including banners or other impermanent devices, be proposed on the exterior of a building as integral to the design of the building, implementation shall be submitted to the University for review and approval as being acceptable within the intent of the UMB Sign Master Plan.

3.8   **Plaques:** Cast bronze plaques utilized as building identification prior to 1980 should be retained to add a layer of visual complexity that represents institutional longevity and history. However, if removal is recommended by the A/E, the proposed modification shall be submitted to the University for review and approval. If approved, the exposed wall and silhouette ghost shall be removed and restored to match adjacent material. New cast bronze plaques utilized for historical interpretation or commemoration shall be cast as one piece with

polished letters on a dark oxidized field, finished with a light sand-blast but not coated in order to render an antique appearance and accelerate aging. Brightly polished or gloss-coated plaques shall not be used.

3.9   **Lighted Signs:** Internally lighted signs or neon shall not be used for building identification and address signage. The UMB Sign Master Plan proposes that only "skyline" campus-wide identification may be lighted.

4.   INTERIOR SIGNAGE DESIGN STANDARDS:

4.1   **Pre-2004 Signage Design Standard**

    a.   **Background:** The design of interior signage has evolved significantly over several decades at UMB. In the early 1990's changes were made in the institutional logo and in the field colors and later in the text color of the interior signage. Over a dozen background colors particular to different major buildings and/or schools had been used across the campus, but always in the same size and shape of sign and text content.

    b.   **Pre-2004 Signage Design Standard:** The specification for construction and the various color designations and formulae of the previous sign design(s), for use when providing signage that is to match existing conditions at a building, is specified in the UMB Master Specification, Section 101400- Interior Signage, Since the use of this old sign standard is very limited, and is to match existing adjacent signage, it is not described herein in detail.

4.2   **Current Signage Design Standard:**

    a.   **Background:**   The diversification of signage designs permitted in the past resulted in an unmanageable range of background colors, inefficient and expensive fabrication technology, a weakening of institutional consistency, and a style that had become dated. Consequently, with the opportunity offered by several large systems being installed within one year, as well as the introduction of a new campus-wide identity system using black as a field for colors from the state flag, a major change in the design of the interior signage system was adopted in January 2004. In this new updated sign system, specified in the UMB Master Specification, Section 101400- Interior Signage, the size, content, types of signs and placement are consistent with the previous system.

    b.   **Current Signage Design Standard:** The specification for construction and the color designations and formulae of the current sign design(s), for use when providing signage that is to match existing conditions at a building or in new construction of a building or large renovation, is specified in the UMB Master Specification, Section 101400- Interior Signage, The current sign design(s) is described in detail herein.

4.3   **Interior Signage Scope Requirements:**

a.   New signage is required within the scope of work for capital improvement and facilities renewal projects. The design of a new or substantially renovated building, and the renovation of an entire single floor or a large department, shall include a new system of signs within the scope of work for design and construction. In the event that a new system is located within an existing building, a determination must be made as to whether the new signs should comply with the background and text colors of signage existing in the building, or whether an updated format should be installed for coordination with anticipated future changes within the building. Typically, a change in color or design has not been made unless the extent of the system is significant enough to require an entirely new building directory. This determination shall be made in consultation with the University.

b.   Replacement signs are required on a continuing basis in varying quantities, ranging from a single name insert to updating signs for an entire area. Such new replacement signs shall match the existing signs in design, background color and text style. A project that includes the requirement for new signage shall also include the provision of inserts and any changes in the building and/or floor directories.

4.4   **Additional Interior Signage:** Although every effort shall be made to maintain consistency throughout the campus, with the use of the UMB Interior Signage System, a gradual evolution within the systems has occurred as a result of new regulations, specific requirements of certain uses, changes in material availability and long-range changes in design trends, etc. Partial modifications of the system may be approved by OFM on a project-by-project basis as necessary to coordinate new requirements with the existing system.

5   INTERIOR SIGNAGE REQUIREMENTS (CURRENT UMB SIGN STANDARD):

5.2   **Interior Graphic Images:** The design of the graphic images for directories, room signs, special purpose signs, and other signs, shall consist of:

a.   Characters and symbols shall contrast with their background, achieved by a single brushed or matte silver-colored field with black text. Raised letters shall be all capital letters with braille, engraved letters may be initial capitalized. Both the characters and the background of the signs shall have a non-glare finish.

b.   Except on directories which should be justified left with numbers justified right, all numbers and texts shall be centered.

c.   All signs shall be frameless and corners shall be essentially square with a slightly eased edge (rather than sharp), in sizes as indicated in this section.

d.   Large building directories may be fitted with a simple, one-line border frame to coordinate with the design of the lobby. The University of Maryland logo shall appear only on building directories, and may appear on large conference rooms or auditoria used for public events.

5.3   Materials: Materials approved for signage fabrication includes:

    a.   Base Material: 1/4 inch rigid, clear acrylic.

        (1)   Edges: Cut edges are not to be polished or painted.

        (2)   Finish on back of sign base material: (only applicable for signs with insert windows): Screen printed or painted silver on back of 1/4 inch clear acrylic.

    b.   Surface Overlay: Brushed plastic aluminum 1/16 inch thick 2-ply micro-surfaced ABS with hardware protective surface, matte finish with black core. Item #H-391M (Manufactured by Innovative Plastics).

    c.   Tactile Characters: 1/16 inch rigid, Rowmark ADA Black (#311-401). Type face for text shall be Futura Book ACCT,A.K.REV.F (Manufactured by Gerber Scientific for Omega Software). No other font is allowed. Raised characters are set into and chemically bonded into computer routed slots. The face of all characters shall be raised a minimum of 1/32 inch from the surface of the sign.

    d.   Braille: All tactile characters shall be accompanied by braille captions directly below, braille dots are set into the sign surface. Braille shall be "Grade II" conforming to specification #800, National Library Service, Library of Congress:

    e.   Signs with Insert Windows (for room name or room occupant(s)): Where inserts are required, use 3/32 inch thick cast acrylic laminated to .030 thick black rigid vinyl filler (which creates a 1-1/8 inch high window slot for a one (1) inch window), centered vertically. For larger inserts see illustrations for dimensions.

    f.   Window Inserts for Room Identification: The insert shall be full width of the slot, with the text located on the insert to be centered on the window. The text size shall be 3/8 inches high and shall be The Sans Plain font type, a Microsoft Windows standard font. If the length of the name exceeds five (5) inch, then the size of the typeface should be reduced. Condensed text is not acceptable.

    g.   Signs with Permanent Room Name (Type G):

    f.   **Mounting Tape:** All signs suitable for wall mounting shall be provided with VHB adhesive for mounting.

5.4   Mounting: Mounting shall be consistent with ADA regulated clearances on the wall adjacent to the latch side of the door. Signs shall be mounted so that the bottom of the top text is sixty (60) inches above the finished floor, or shall match mounting height of adjacent existing signs.

5.5   **Sample:** A sample of a typical interior room sign shall be submitted to the University for approval prior to fabrication of signs for all projects. Approved samples of signs from past projects from fabricator, already on file with the University, shall be deemed acceptable for future projects.

5.6   **Directories:**

a.   **Directory Types:** Directories for new buildings or substantial renovation projects shall be as defined below. For smaller renovation projects, existing directories may be updated in kind if the signage system is not changed. Slotted boards with changeable individual letters are not acceptable.

   (1)   **Main Building Directories:** Main building directories are located at a prominent location in the entry lobby. If a university seal is not present in a building name, a colored seal may be used. Directories customarily are titled with the name of the building and/or occupant, and arranged by floor listing the organizations that occupy each floor and appropriate room numbers. In multi-tenant buildings, an alphabetical listing of the occupant organizations and room numbers may be appropriate. Individual names and titles are not listed except in extraordinary circumstances as requested by the appropriate Dean or Vice President.

   (2)   **Floor Directories:** Floor directories may be located at the building elevators or other primary entry point to floors with multiple departments or autonomous units. Organizations occupying the floor are listed to show room numbers and directional arrows may be employed if the location is not obvious to a first-time visitor. Individual names of Deans and Department heads (except "Acting") are listed at the option of the user. Alternatively, a modified building directory, in reduced size but containing floor specific information, may be located within each elevator car, as exemplified in the Health Sciences/Human Services Library.

b.   **Directory Strips:** Directories shall use engraved brushed aluminum strips with a 1/8 inch reveal along the top edge adhered to a black acrylic backboard. The strips shall be changeable, and mounted on a 1/4 inch thick black acrylic backboard using magnetic one (1) inch magnet tape on the back of the strip, and a full height and width magnetic sheet to the backboard. Alternatively, magnetic tape for use on a painted backboard may be used. Multiple columns with a fixed vertical line dividing the columns are used when there are many entries. Main building directories should list only major organizations in the building, but floor directories may include the name and title of departmental directors as determined by the user.

c.   **Lettering Size:** Lettering size on directories is typically larger than that used on interior signage and shall be large enough to be read by a visitor

from the front of the security desk if mounted behind the desk, or from a suitable distance. The backboard shall be sized as required and appropriate to the design of the Lobby as indicated by the A/E on the Design Development interior elevations of the lobby. Typically, the height should not exceed twice the width.

    d.   **Materials, Color and Type Style:** Match the building's signage system. The backboard may be framed with a narrow trim of brushed natural or black anodized aluminum as recommended by the graphic designer.

    e.   **Logo:** The current University logo shall appear on the main building directory, exceptions for the purpose of recognizing a major institute or unit located in a building requires approval by the University. The University and Department logo may appear on the floor directories. Consult with the University for the proper logos and electronic file of the graphic image.

    f.   In minor renovation projects, if modifications are limited to replacement of inserts, new material and fonts should match the remainder of the directory.

5.7   **Room Numbers:** Room numbering shall be coordinated with the University during the Design Development Phase and the approved room numbers shall appear on the 50% Construction Document set.

5.8   **Room Identification Signs:** UMB utilizes several types of room identification signs. The most frequently used room identification signs, with a sample drawing for each, are defined in the UMB Interior Signage System manual. For insert text, the text shall be centered and spacing between lines (for larger inserts) shall be 3/8".

    a.   **Type 'A' Room Identification Signs:** These sign types are used for room identification. All signs shall have the room number in tactile letters with braille below.

        (1)   **Type A.01 Room Number Sign with a Single Insert:** Typical sign for most offices with the individual occupant's name on a replaceable insert.

            a)   **Size:** 4 -1/2 inches high x 6 inches wide.
            b)   **Window Size:** One (1) inch high.

        (2)   **Type A.02 Room Number Sign with a Double Insert:** Used for where the name of the room requires two lines for occupants name and title.

            a)   **Size:** 6 inches high x 6 inches wide.
            b)   **Window Sizes:** Two (2) windows, each, one (1) inch high.

(3) **Type A.03 Room Number Sign with a Large Insert :** Used for where the name of the room requires two lines or more for occupants name and title.

    c) **Size:** 6 inches high x 6 inches wide.
    d) **Window Size:**
       1) 2 -1/2 inches high.

(4) **Type A.04 Room Number and Braille Only:** These signs are used for rooms that do not require additional identification, such as some research labs, storage closets, and janitor closets.

    a) **Size:** 2 -1/2 inches high x 6 inches wide.

(5) **Type A.05 & A.06 Room Number Signs with a One or Two Line Permanent Message:** These room signs are only to be used in exceptional circumstances due to the length of the message, typically used for office suites with multiple offices/rooms within.

    a) **Size:** 6 inches high x 9 inches wide.
    b) **Top Panel:** 3 inches high x 9 inches wide. Room Number text to be 3/4 inches high tactile characters in all uppercase with braille below.
    c) **Bottom Panel with Message:** 3 inches high x 9 inches wide, with a 1/8 inch spacer and magnetic backing. Text to be engraved in Initial Uppercase.

b. **Type 'B' Other Room Identification Signs:** These signs are installed for information and/or wayfinding such as for restrooms, wheelchair accessibility, stairs and emergency exit.

(1) **Type B.01-B.04 Gender-Specific & Gender-Neutral Restroom and Locker Room Signs:** Used at restrooms and locker rooms. Provide gender identification as directed by the University. All pictograms shall be tactile and include tactile lettering below with braille.

    a) Size: 6 inches high x 9 inches wide.

Pictogram: The gender figure shall be 4 inches high located 3/4 inch from the top and centered. If the room is accessible to the mobility impaired, then the international symbol of accessibility also shall be used. This symbol shall be 1 1/4 inches high.

(3) **Type B.05 Stair Signs:** Located at every entrance to an enclosed stair.

    a) **Size:** 6 inches wide x 9 inches high.
    b) **Pictogram:** The stair figure shall be 4 inches high located 3/4 inch from the top and centered.

b. **Type 'C' Name and/or Area Signs:** These signs are used to identify a workspace in large open areas, desk or partition mounted.

    (6) **Type C.01 Desktop Sign with a Single Insert:** These signs are used for desk space in a larger open area.

        a) **Size:** 2 inches high x 6 inches wide.
        b) **Window Size:** One (1) inch high.
        c) **Mounting Bracket:** Mounting bracket shall be six (6) inch wide, 1/8 inch bent aluminum with a clear finish and secured in place by using double sided tape.

    (7) **Type C.02 Partition Sign with a Single Insert:** These signs are used for cubicle space in a larger open area.

        b) **Size:** 2 inches high x 6 inches wide.
        c) **Window Size:** One (1) inch high.
        d) **Mounting Bracket:** Mounting bracket shall be four (4) inch wide, 3/16 inch bent clear acrylic, depth to suit partition thickness and secured in place by using double sided tape.

c. **Type 'D' Directional Signs:** These signs are used for wayfinding within a building, sign size and general design to follow the building standard. Lettering to be engraved with arrows for direction.

    (8) **Type D.01-D.03 Directional Signs:** Generally signs of size 6 inch x 6 inch, 6 inch x 9 inch and 6 inch x 12 inch are used. Refer to the published UMB CAD details for signage.

5.9 **Information Signs with Changeable Message (Type 'E' Signs):**

a. **Information Signs:** These signs are installed for special purposes including changeable information and are sized to hold an 8 -1/2 inch x 11 inch sheet of paper in a window insert.

    (1) **Type E.01 Emergency Information Signs:** These signs are located throughout the building by the University Fire Marshall as directed by the University. Generally the sign heading is "EVACUATION" or "AREA OF RESCUE ASSISTANCE". The signs are sized to hold an 8 1/2 inch x 11 inch sheet of paper (in the horizontal position) in a window insert.

        a) **Size:** 14 inches high x 9 - 1/2 inches wide.
        b) **Window size:** 8 - 1/4 inches wide x 10 - 3/4 inches high.
        c) **Sign Heading Text:** 1 inch high engraved Futura Book.

    (2) **Type E.02 Announcement Sign:** These signs are used for conference room announcements, room scheduling or a temporary directory for a space under renovation. Generally the sign heading is "ANNOUNCEMENTS" or "CONFERENCE". If this type sign is used as a personnel directory to augment a floor

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directory, the subsurface heading "PERSONNEL" is used. Bold typescript the same as or approximating Futura Book on white or colored paper is used as the changeable insert and is supplied by the building occupant.

   a)   **Size:** 14 inches high x 9 -1/2 inches wide.
   b)   **Window size:** 8 -1/4 inches wide x 10 - 3/4 inches high.
   c)   **Sign Heading Text:** 1 inch high engraved Futura Book.

5.10   Special Information Signs with Permanent Message:

   (1)   Fire Egress Signs: These signs shall be located in elevator lobbies and in each elevator cab. The design of the sign shall include an engraved symbol in the surface overlay with engraved text below.

      a)   **Size:** 7 - 3/8 inches high x 6 inches wide.

5.11   Other Interior Signs: Operational and other technical information, such as equipment labels, piping and valves, warnings, etc. shall be provided outside the signage system by the relevant technical trades as defined by OFM. If such information is exposed to general public view, its location, type size and color shall be coordinated with the UMB Interior Signage System or otherwise to match the building signage. As examples, "The FIRE COMMAND CENTER" sign located prominently in the Lobby of high rise buildings may use red lettering on a brushed aluminum background.

   a.   All signs shall match the background and text colors, lettering style and size, and materials of the University Building Signage System unless otherwise noted.

   b.   Signs such as "No Smoking", "show badge" and other notices are discouraged as these signs add to visual clutter and usually address information that becomes dated or is known to the occupants of the building. Information of a temporary nature should not be confused with permanent building signage.

   c.   Permanent signs that require differentiation from the University Building Signage System, such as those describing a displayed artifact or to mark a significant historical event, shall be of brushed aluminum or stainless steel panel of a size appropriate for the text and location, and may have a simple, narrow black frame. Most often such plaques are 12 inch x 12 inch, with square corners and concealed mounting. Text shall be inscribed with Futura Book style.

   d.   Enclosed lockable bulletin boards for policy statements and legally mandated notices, where required, should be placed near the main building entrance as recommended by the A/E and approved by OFM. The frame and trim and interior tackboards or "slatwall" shall be brushed aluminum color, or as recommended by the A/E to match other work.

e.   Code mandated EXIT signs shall be provided as defined in the Section 3 ED of these Design Standards.

f.   The University Department of Environmental Health and Safety (EHS) inspects new facilities, installs and maintains a uniform system of hazardous materials warning signs which are customarily located on the door(s) of laboratories and storage areas.

6   INTERIOR SIGNAGE (PRE-2004 UMB SIGN STANDARD):

6.2   Interior Graphic Images: Refer to the UMB published Technical Specifications and Signage CAD Details for signage requirements for renovation projects at buildings which have the pre-2004 Sign Standard as the building standard.

7   MONUMENTAL INSCRIPTIONS- EXTERIOR:

7.1   Incised Lettering in Stone: A standard for incised lettering in stone was developed for use at the Health Sciences and Human Services Library (HS/HSL). The standard is not considered to be compulsory if the project A/E should justify another design approved by the University. Variation in typeface within the broader standard context of the Indiana Limestone field and relevant point size might be considered an enrichment of a design as recommended by the project A/E approved by the University. If it is determined that new work should match the existing, the specification for the inscription is summarized as follows:

   a.   Font Style**:** Palantino, normal.
   b.   Engraving: Incised V-groove.

7.2   Corner Stones: Cornerstones customarily have not been installed on University buildings. Proposed installations shall be submitted to the University for review and approval.

8.   SIGN LAYOUT AND DESIGN:

8.1   Commonly Used Signs: The UMB signage samples can be accessed through the UMB web page address included in Section 2 of these Design Standards.

END OF SECTION 3 AD - PART IX