

4

Section 4 > Exterior signage

4

Exterior signage > Table of contents



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Exterior signage > Approval process and specifications



Approval process

All exterior and any interior signage that includes the VCU graphic identity must be reviewed by the University Communications Review Committee before beginning fabrication. Please submit PDFs to creative@vcu.edu and allow five business days for review.

Specifications

These specifications are based on Charleston Industries Inc. signage systems. Use Charleston Industries or approved equal for all products specified herein unless otherwise noted.

Sign panels

Panels shall be .125 gauge aluminum cut to size and shape indicated on the artwork. Panels to be installed by mechanics qualified in the installation.

Extrusions

Extrusions shall be as delineated in the shop drawings and manufactured from heavy-duty aluminum alloy, anodizing quality. Thickness shall be a minimum of .105 gauge and maximum of .125 gauge.

Fasteners

Fasteners shall be stainless steel, tamper-resistant "TORX" screws set into countersunk openings in the locations and numbers as shown in the shop drawings. These fasteners shall be painted to match their locations.

Accessories

Accessories, post caps, stop blocks, wedges and other miscellaneous required items shall be fabricated and finished as indicated on the shop drawings.

Finishes

Paint shall be Matthews Acrylic Polyurethane, beige, SOA 4784 factory applied electrostatically to all exposed components. Such components shall be mechanically cleaned of grease, dust and carbon marks. Such components shall be primed prior to the application of the finish coat. Components shall be oven cured in strict accordance with the recommendations of the paint manufacturer.

Typography

Copy to be Univers 67 Condensed Bold and Univers 47 Condensed Light for all signage unless otherwise noted, except the official university graphic identity elements. Vinyl shall be high-performance grade for life expectancy of five to seven years.

Mounting methods

Wall mount

All height restrictions that appear on the standard drawings provided in the guide are measured from the top of the sign panel to the ground level (sidewalk or porch). Signs placed next to doors should be mounted on the latch side, 2" from the doorframe.

Double-post mount

Position 5'0" from the top of the sign to the ground or sidewalk level unless otherwise indicated on the standard drawings. If the sign is mounted higher than 5'0", the university's sign manager must supply specific mounting instructions to ensure stability. Posts must be leveled vertically and positioned parallel with each other. Concrete footings are required.

Post depth below grade will depend on ground conditions and size. Generally, the following grades apply:

- Campus Building Locator – 4'0" below grade
- Large unit – 4'0" below grade
- Small unit – 3'0" below grade

Movable-post mount

Use only after all other options have been considered and found inappropriate. The use of movable-post mount signs must be approved by the sign manager.

Movable standing

Used only when usual methods of applying the system are ineffective. Consult with sign manager before placement of movable signs. All available surfaces (furniture and architectural) should be thoroughly considered before using this sign. Fire/pedestrian traffic flow should be considered in sign placement.

Sawhorse

Sawhorses are to be aesthetically pleasing to surroundings and should be appropriately weighted.

U-channel post

U-channel posts may be used in the interior of a parking lot or deck for cost savings — use only after all other options have been considered. Posts shall be painted bronze color to complement beige sign panels.

3-D lettering

3-D letter colors can be dark oxidized bronze, stainless steel or aluminum painted black.

4

Exterior signage > Directional



Directional exterior signage points pedestrian and vehicular traffic to major areas of traffic flow as do interstate expressway signs, campus directional units and directories.

Campus Building Locator (H) 88
Building (E) 89

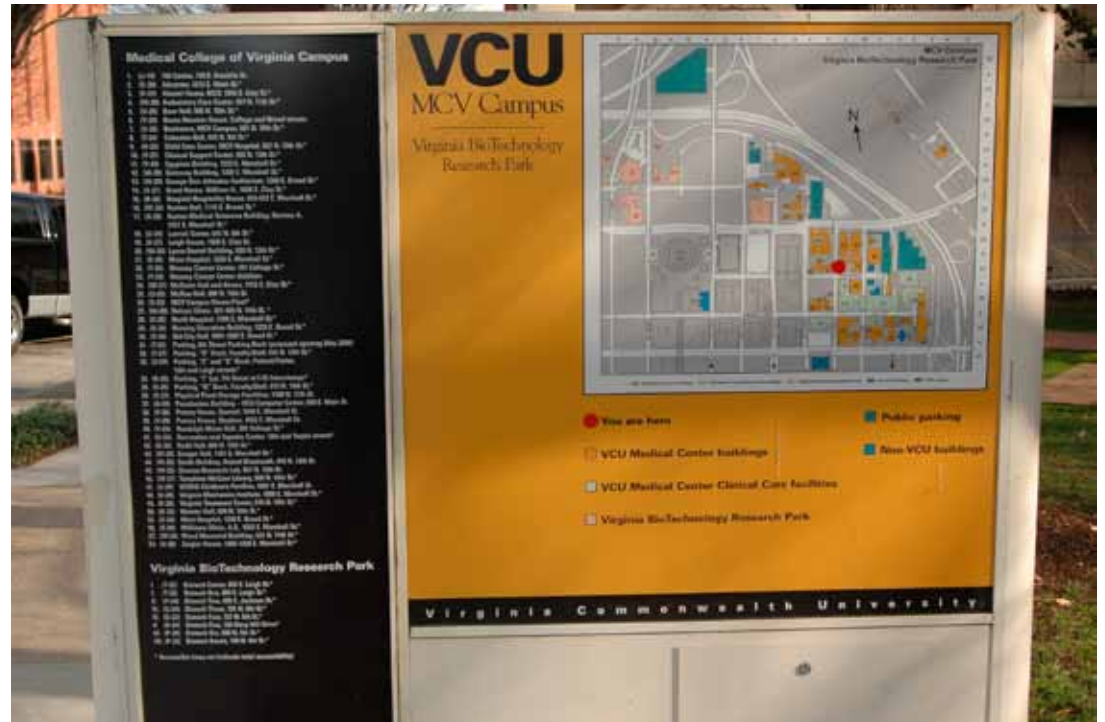
Section 4 > Exterior signage > Directional

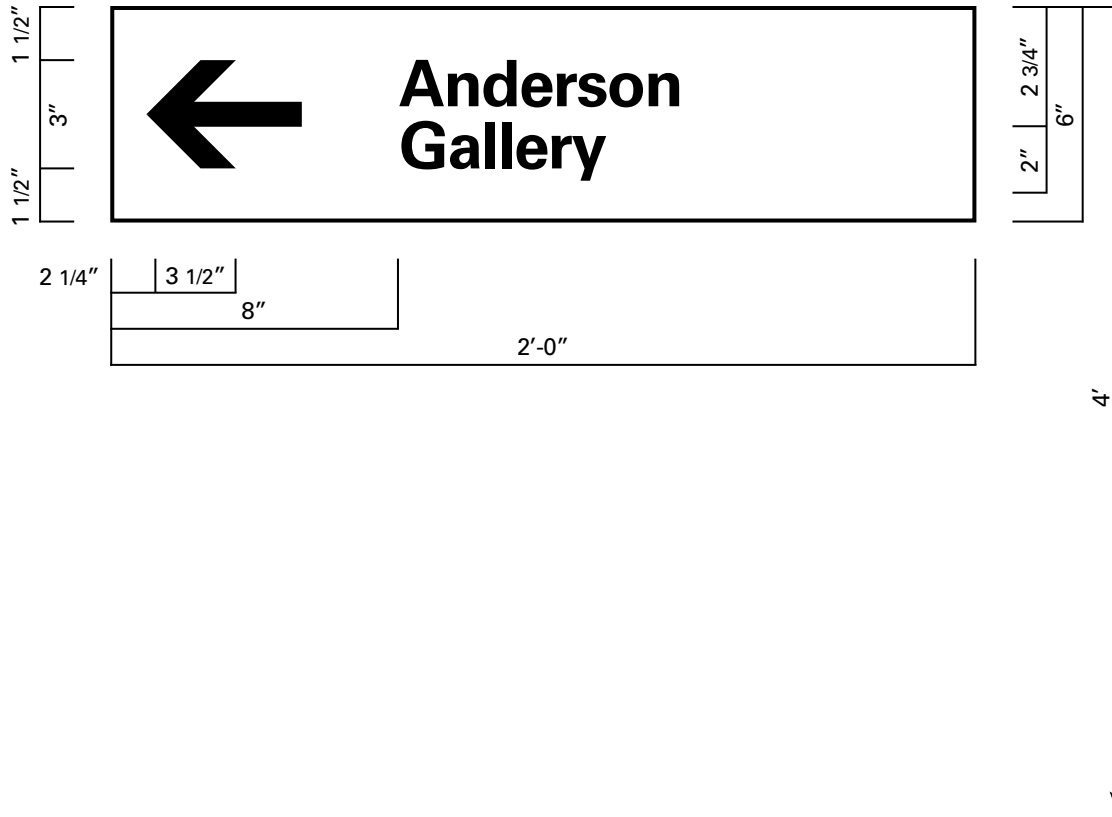
H Campus Building Locator

Designates campus buildings. Includes a drawing and legend containing building name, address and code number. Always includes map dispenser containing Campus Locator Maps.

Signage provider should always request shop drawings from manufacturer prior to finalizing the order for this sign type.

Mounting: Double-post mount





E Building

Points pedestrian traffic in the direction of buildings and offices that have limited street access.

Located on university property at major street access to building and major orientation points en route.

Copy: 1-1/2" text

12 characters/line

Two lines maximum

Center vertically if only one line

Arrow: 3-1/2" x 3"

Refer to directional arrow standards

Scale: 1 1/2"=1'



4

Exterior signage > Identifier



Identifies major and minor buildings
and townhouses.

- VCU Major Building
 - Wall mount (D.1)92
 - Double-post mount (D.2)93

- VCU Medical Center Major Building
 - Wall mount (E.1)94
 - Double-post mount (E.2)95

- VCU Minor Building
 - Wall mount (F.1)96

- VCU Medical Center Minor Building (G)97

- VCU Townhouse
 - Double-post mount (H.1)98

- VCU 3-D Building (I)99

Section 4 > Exterior signage > Identifier

D.1 VCU Major Building – Wall mount

Color: Copy and logotype in black

Yellow block: Color match for VCU yellow is PMS 130C

Background/posts: Matthews Acrylic Polyurethane Beige SOA4784

VCU logotype: Univers 75 Black (see drawing for size)
-15/-96 kerning between the "V" and "C" and -10/-62 between the "C" and "U"

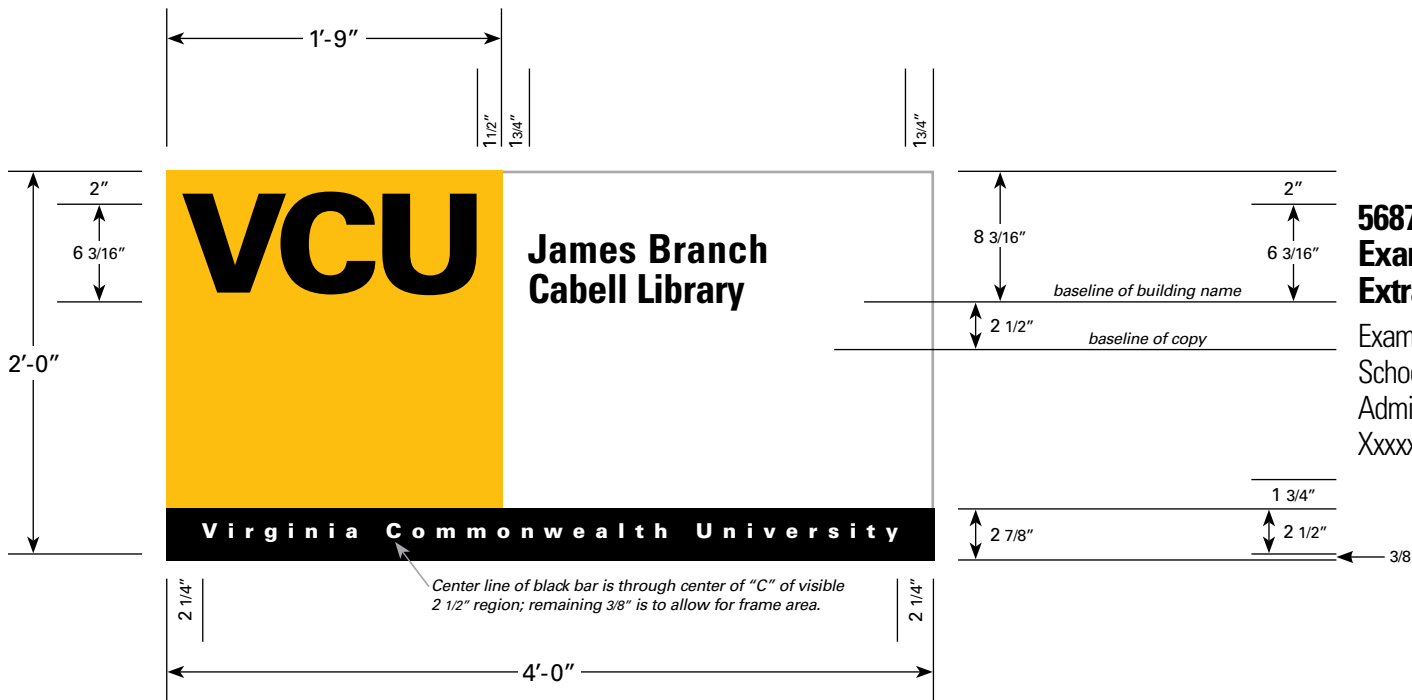
VCU bar: Univers 75 Black (.927" letters)

Black bar with "Virginia Commonwealth University" letter forms knocked out to let light cream white of current backgrounds through or use white.

Address number: Univers 67 Condensed Bold (1.82" letters for 2 line and 1.62" for 3 line) kerning range is from 1 to a max. of -20 as needed for each number

Building name: Univers 67 Condensed Bold (1.82" letters for 2 line and 1.62" for 3 line) kerning range is from -4 to a max. of -8 as needed for each letter

Message: Univers 47 Condensed Light (1.47" letters) kerning range is from -4 to a max. of -8 as needed for each letter



5687 Example for Long Building Name Extra Line Example

Example for Four Lines
School of Xxxx Xxxxxxx
Administration Offices
Xxxx Xxxxxxxxxx

Scale: 1"=1'



Address number: Univers 67 Condensed Bold (1.82" letters for 2 line and 1.62" for 3 line) kerning range is from 1 to a max. of -20 as needed for each number

Building name: Univers 67 Condensed Bold (1.82" letters for 2 line and 1.62" for 3 line) kerning range is from -4 to a max. of -8 as needed for each letter

Message: Univers 47 Condensed Light (1.47" letters) kerning range is from -4 to a max. of -8 as needed for each letter

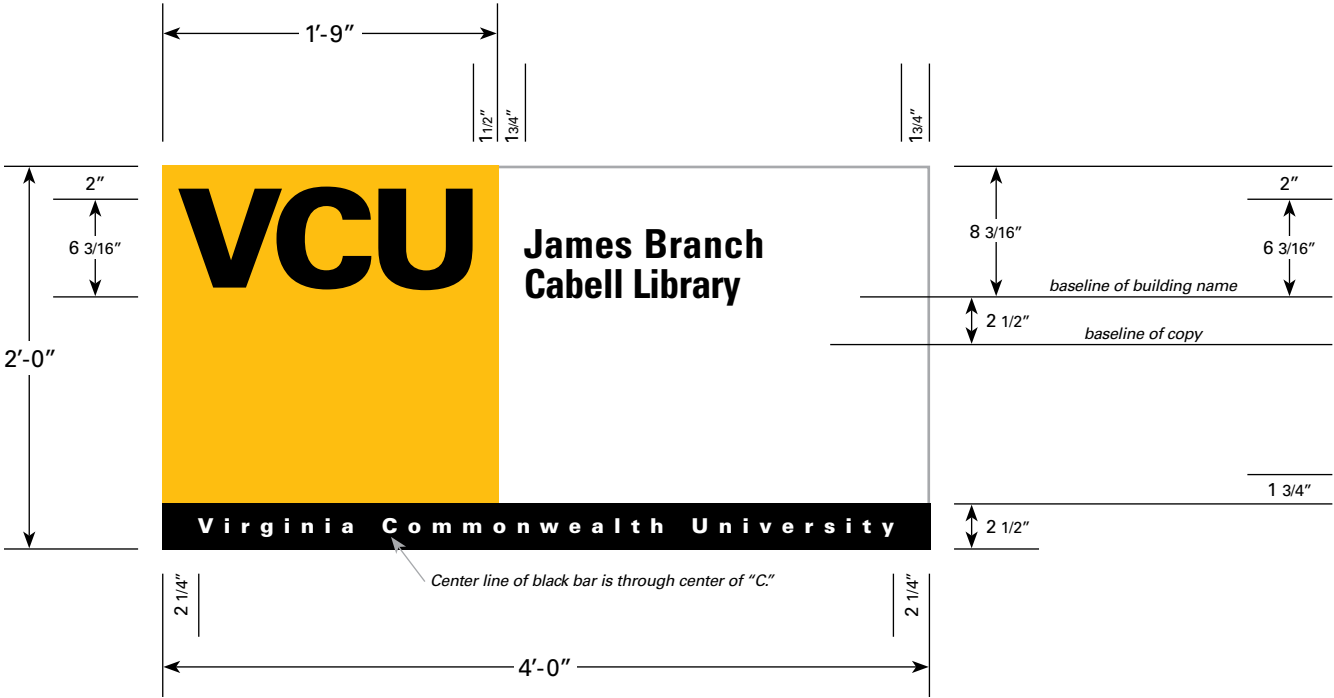
VCU logotype: Univers 75 Black (see drawing for size) -15/-96 kerning between the "V" and "C" and -10/-62 between the "C" and "U"

VCU bar: Univers 75 Black (.927" letters) Black bar with "Virginia Commonwealth University" letter forms knocked out to let light cream white of current backgrounds through or use white.

D.2 VCU Major Building – Double-post mount

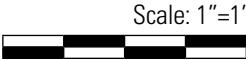
Color: Copy and logotype in black
Yellow block: Color match for VCU yellow is PMS 130C

Background/posts: Matthews Acrylic Polyurethane Beige SOA4784



5687 Example for Long Building Name Extra Line Example

Example for Four Lines
School of Xxxx Xxxxxx
Administration Offices
Xxxx Xxxxxxxxxx



Section 4 > Exterior signage > Identifier

E.1 VCU Medical Center Major Building – Wall mount

Color: Copy and logotype in black

Yellow block: Color match for VCU yellow is PMS 130C

Background/posts: Matthews Acrylic Polyurethane Beige SOA4784

Address number: Univers 67 Condensed Bold (.91" letters for 2 line and .81" for 3 line) kerning range is from 1 to a max. of -20 as needed for each number

Building name: Univers 67 Condensed Bold (.91" letters for 2 line and .81" for 3 line) kerning range is from -4 to a max. of -8 as needed for each letter

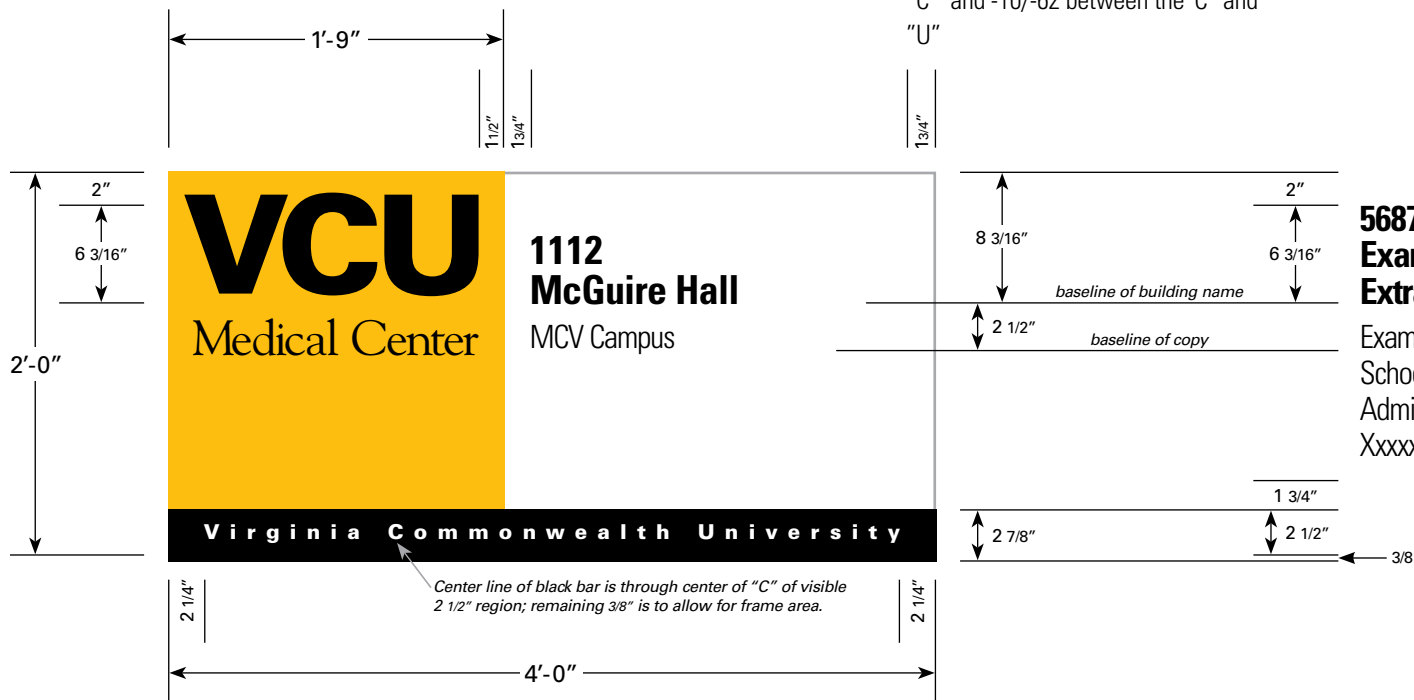
Message: Univers 47 Condensed Light (.735" letters) kerning range is from -4 to a max. of -8 as needed for each letter

VCU logotype: Univers 75 Black (see drawing for size) -15/-96 kerning between the "V" and "C" and -10/-62 between the "C" and "U"

VCU bar: Univers 75 Black (.463" letters)

Black bar with "Virginia Commonwealth University" letter forms knocked out to let light cream white of current backgrounds through or use white.

Medical center: Goudy Old Style (see drawing for size) -95 kerning between the "M" and "e", -16 kerning between the "e" and "d", -53 kerning between the "d" and "i", -70 kerning between the "i" and "c", -21 kerning between the "c" and "a", -35 kerning between the "a" and "l", 245 kerning between the "l" and "C", -15 kerning between the "C" and "e", -40 kerning between the "e" and "n", -80 kerning between the "n" and "t", -55 kerning between the "t" and "e", -49 kerning between the "e" and "r"



5687 Example for Long Building Name Extra Line Example

Example for Four Lines
 School of Xxxx Xxxxxxx
 Administration Offices
 Xxxx Xxxxxxxx

Scale: 1"=1'



Medical center: Goudy Old Style (see drawing for size)
 -95 kerning between the "M" and "e",
 -16 kerning between the "e" and "d",
 -53 kerning between the "d" and "i",
 -70 kerning between the "i" and "c",
 -21 kerning between the "c" and "a",
 -35 kerning between the "a" and "l",
 245 kerning between the "l" and "C",
 -15 kerning between the "C" and "e",
 -40 kerning between the "e" and "n",
 -80 kerning between the "n" and "t",
 -55 kerning between the "t" and "e",
 -49 kerning between the "e" and "r"

Building name: Univers 67 Condensed Bold (.91" letters for 2 line and .81" for 3 line) kerning range is from -4 to a max. of -8 as needed for each letter

Message: Univers 47 Condensed Light (.735" letters) kerning range is from -4 to a max. of -8 as needed for each letter

VCU logotype: Univers 75 Black (see drawing for size) -15/-96 kerning between the "V" and "C" and -10/-62 between the "C" and "U"

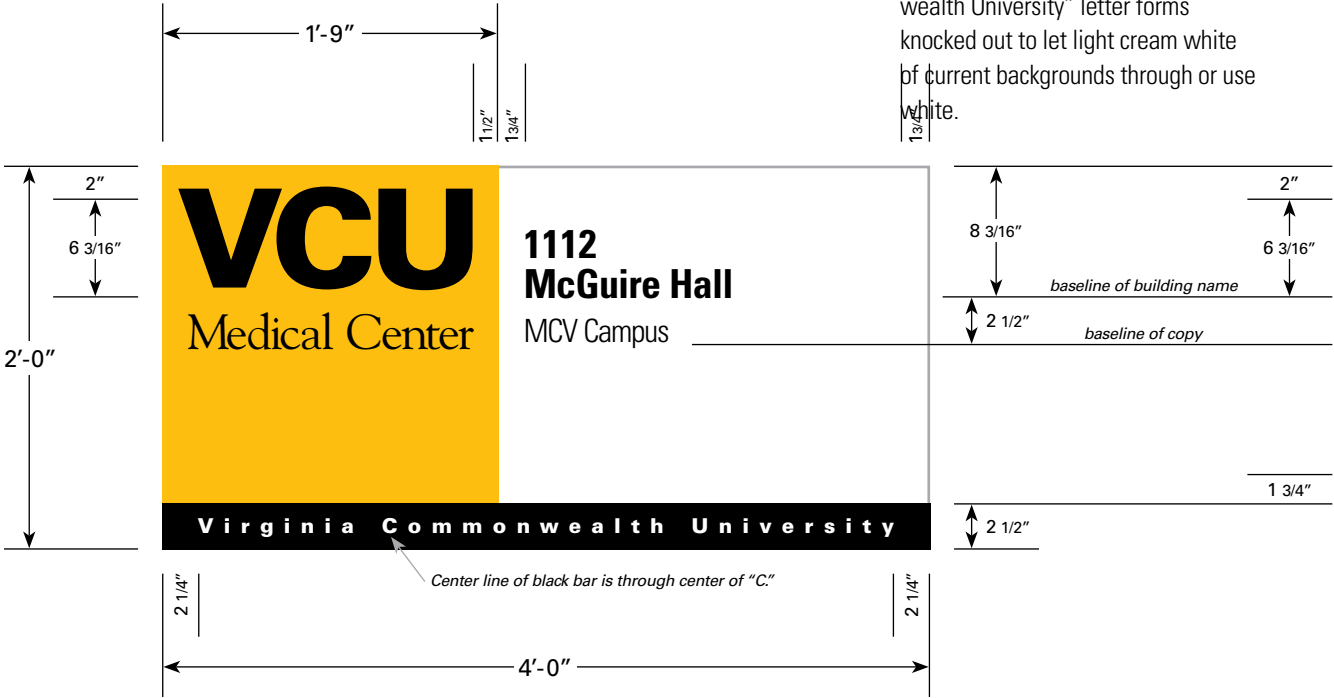
VCU bar: Univers 75 Black (.463" letters)
 Black bar with "Virginia Commonwealth University" letter forms knocked out to let light cream white of current backgrounds through or use white.

E.2 VCU Medical Center Major Building – Double-post mount

Color: Copy and logotype in black
 Yellow block: Color match for VCU yellow is PMS 130C

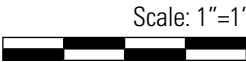
Background/posts: Matthews Acrylic Polyurethane Beige SOA4784

Address number: Univers 67 Condensed Bold (.91" letters for 2 line and .81" for 3 line) kerning range is from 1 to a max. of -20 as needed for each number



5687 Example for Long Building Name Extra Line Example

Example for Four Lines
 School of Xxxxx XXXXXXX
 Administration Offices
 Xxxxx XXXXXXXXXX



Section 4 > Exterior signage > Identifier

F1 VCU Minor Building – Wall mount

Color: Copy and logotype in black

Yellow block: Color match for VCU
yellow is PMS 130C

Background/posts: Matthews Acrylic Polyurethane Beige
SOA4784

VCU logotype: Univers 75 Black (see drawing for size)
-15/-96 kerning between the "V" and
"C" and -10/-62 between the "C" and
"U"

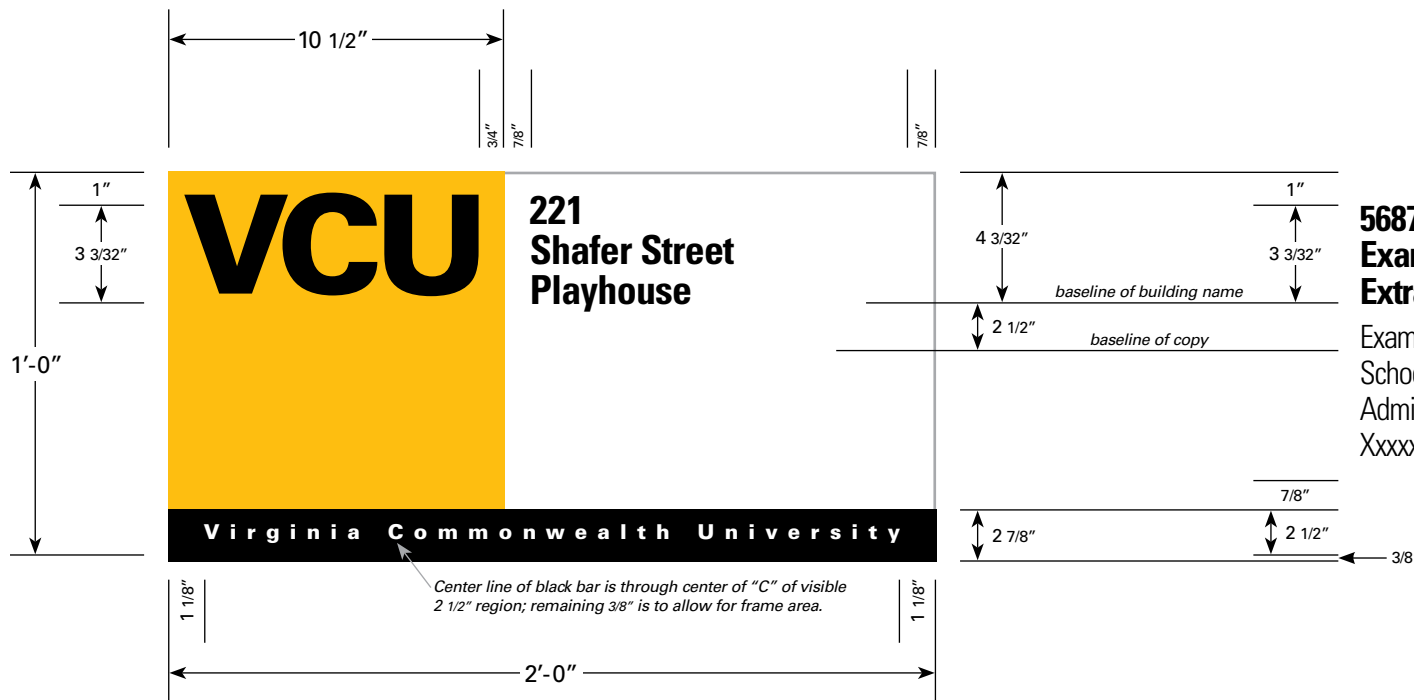
VCU bar: Univers 75 Black (.927" letters)

Black bar with "Virginia Common-
wealth University" letter forms
knocked out to let light cream white
of current backgrounds through or use
white.

Address number: Univers 67 Condensed Bold (1.82"
letters for 2 line and 1.62" for 3 line)
kerning range is from 1 to a max. of
-20 as needed for each number

Building name: Univers 67 Condensed Bold (1.82"
letters for 2 line and 1.62" for 3 line)
kerning range is from -4 to a max. of -8
as needed for each letter

Message: Univers 47 Condensed Light (1.47" let-
ters) kerning range is from -4 to a max.
of -8 as needed for each letter



5687 Example for Long Building Name Extra Line Example

Example for Four Lines
School of Xxxx Xxxxxxx
Administration Offices
Xxxx Xxxxxxxxxx

Scale: 1"=1'



Medical center: Goudy Old Style (see drawing for size)
 -95 kerning between the "M" and "e",
 -16 kerning between the "e" and "d",
 -53 kerning between the "d" and "i",
 -70 kerning between the "i" and "c",
 -21 kerning between the "c" and "a",
 -35 kerning between the "a" and "l",
 245 kerning between the "l" and "C",
 -15 kerning between the "C" and "e",
 -40 kerning between the "e" and "n",
 -80 kerning between the "n" and "t",
 -55 kerning between the "t" and "e",
 -49 kerning between the "e" and "r"

Building name: Univers 67 Condensed Bold (.91" letters for 2 line and .81" for 3 line) kerning range is from -4 to a max. of -8 as needed for each letter

Message: Univers 47 Condensed Light (.735" letters) kerning range is from -4 to a max. of -8 as needed for each letter

VCU logotype: Univers 75 Black (see drawing for size) -15/-96 kerning between the "V" and "C" and -10/-62 between the "C" and "U"

VCU bar: Univers 75 Black (.463" letters)
 Black bar with "Virginia Commonwealth University" letter forms knocked out to let light cream white of current backgrounds through or use white.

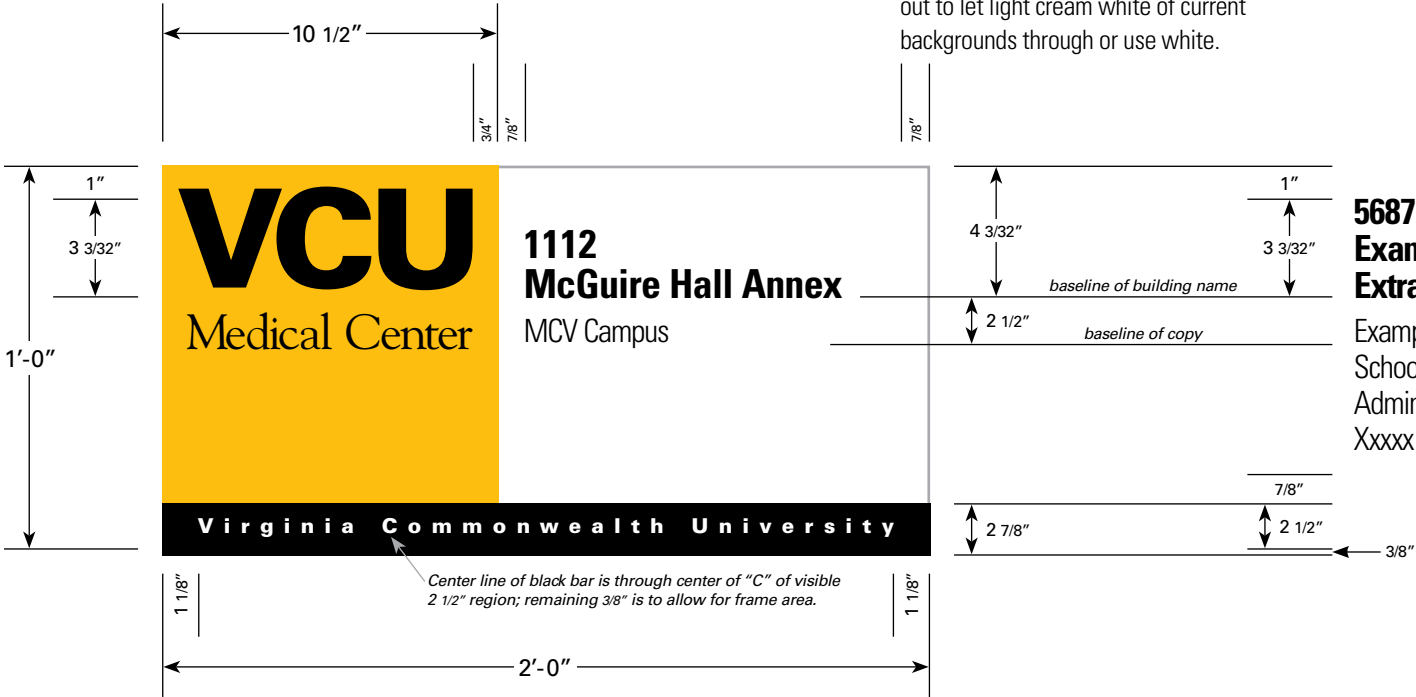
G VCU Medical Center Minor Building

Mount: Wall mount

Color: Copy and logotype in black
 Yellow block: Color match for VCU yellow is PMS 130C

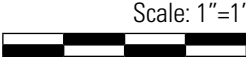
Background/posts: Matthews Acrylic Polyurethane Beige SOA4784

Address number: Univers 67 Condensed Bold (.91" letters for 2 line and .81" for 3 line) kerning range is from 1 to a max. of -20 as needed for each number



5687 Example for Long Building Name Extra Line Example

Example for Four Lines
 School of Xxxx Xxxxxxx
 Administration Offices
 Xxxx Xxxxxxxxxxx



Section 4 > Exterior signage > Identifier

H.1 VCU Townhouse – Double-post mount

Color: Copy and logotype in black

Yellow block: Color match for VCU
yellow is PMS 130C

Background/posts: Matthews Acrylic Polyurethane Beige
SOA4784

VCU logotype: Univers 75 Black (see drawing for size)
-15/-96 kerning between the “V” and “C”
and -10/-62 between the “C” and “U”

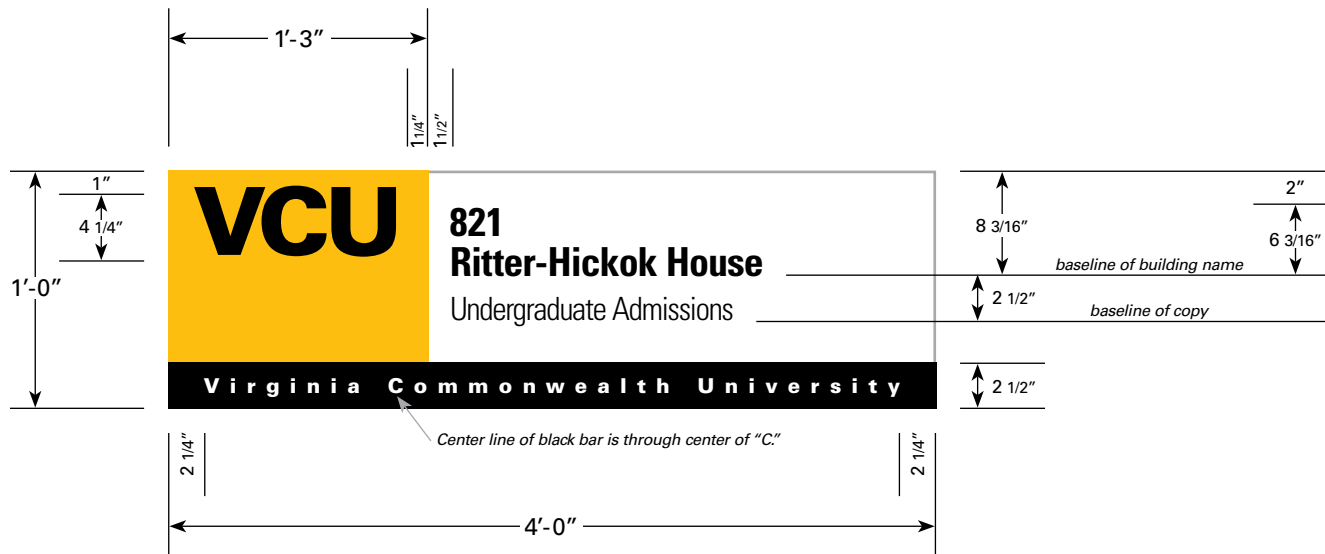
VCU bar: Univers 75 Black (.927” letters)

Black bar with “Virginia Commonwealth University” letter forms
knocked out to let light cream white
of current backgrounds through or
use white.

Address number: Univers 67 Condensed Bold (1.82”
letters for 2 line and 1.62” for 3 line)
kerning range is from 1 to a max. of
-20 as needed for each number

Building name: Univers 67 Condensed Bold (1.82”
letters for 2 line and 1.62” for 3 line)
kerning range is from -4 to a max. of -8
as needed for each letter

Message: Univers 47 Condensed Light (1.14” letters)
kerning range is from -4 to a max.
of -8 as needed for each letter



■ VCU 3-D Building

Copy: Building name – size varies with available façade

VCU logotype: 1/4" flat cut of dark oxidized bronze or stainless steel

Building name: 1" depth fabricated stainless steel or dark oxidized bronze letters (use upper/lower case)

Identifies university buildings, along with schools, major departments and services. If the sign is not located on the street of the building's address, the address is not included on the sign. Each installation should be approved by the University Communications Review Committee.

See standards for references on building color. Place signage on university building according to approved drawings.



4

Exterior signage > Informational



- Short Message102
- Medium Message103
- Long Message104

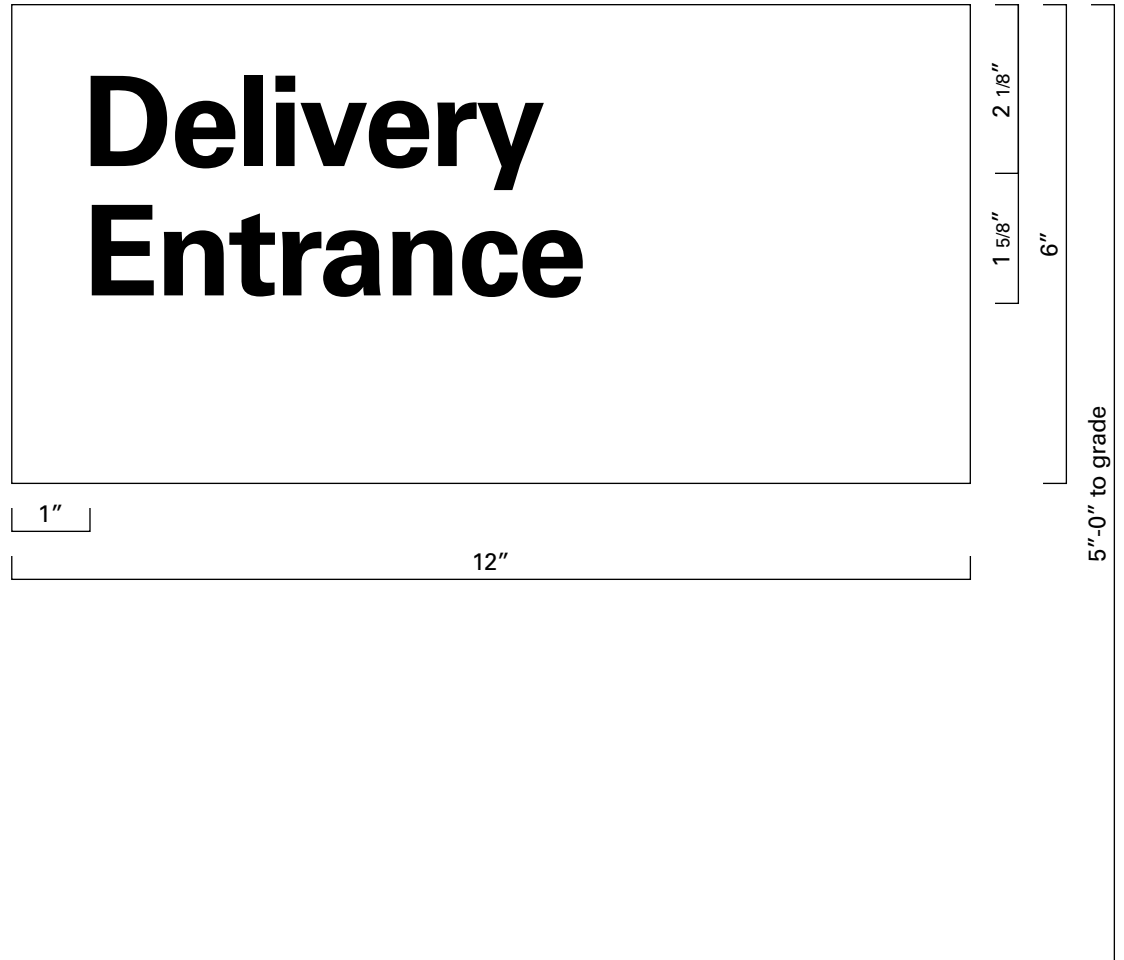
Short Message

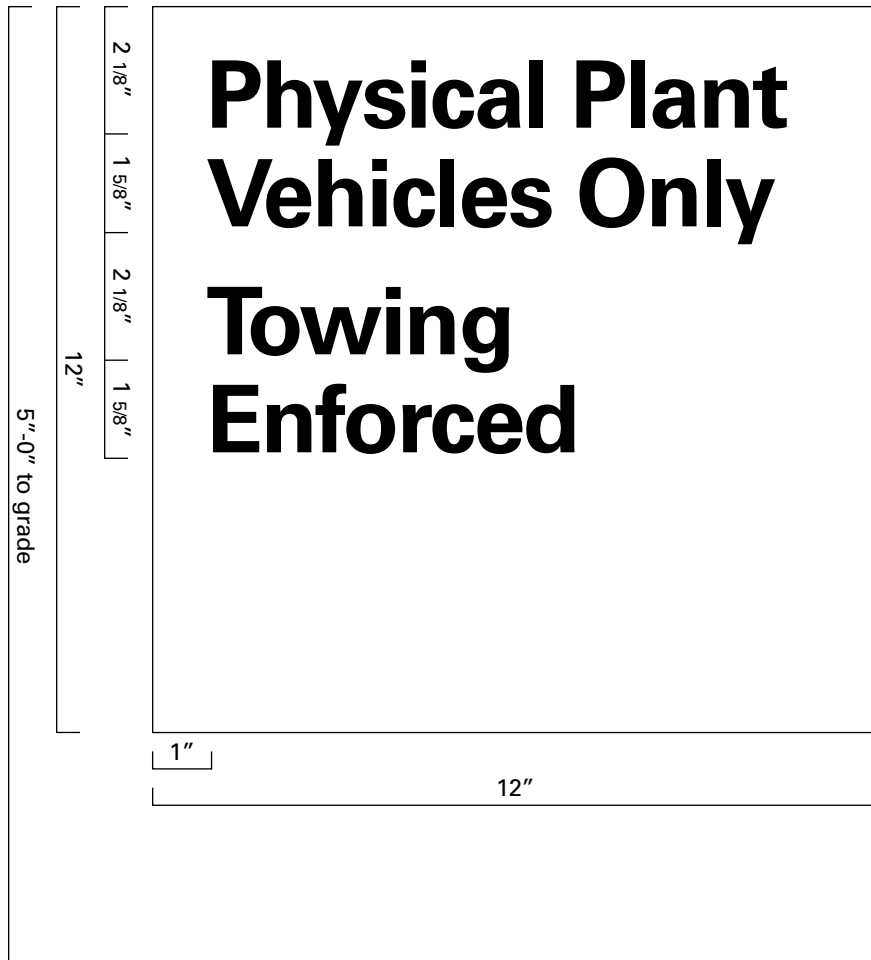
Identifies lesser buildings and service areas and gives other types of general information.

Nomenclature: Gives information succinctly, i.e.,
"Delivery Entrance"

Copy: 1-1/8" text, 12 characters/line, 3 lines
maximum

Font: Univers 67 Bold



**Medium Message**

Identifies lesser buildings and specific parking areas. It names, regulates activity in and gives information about an area.

Nomenclature: Gives information succinctly, most commonly, "Service Vehicle Only," "VCU Permit Parking Only Towing Enforced," "Maintenance Vehicle Only" "Visitor Parking," "Staff Vehicles Only" and "Lot [letter designation]"

Copy: 1-1/8" text, 12 characters/line, 6 lines maximum

Font: Univers 67 Bold

Section 4 > Exterior signage > Informational

Long Message

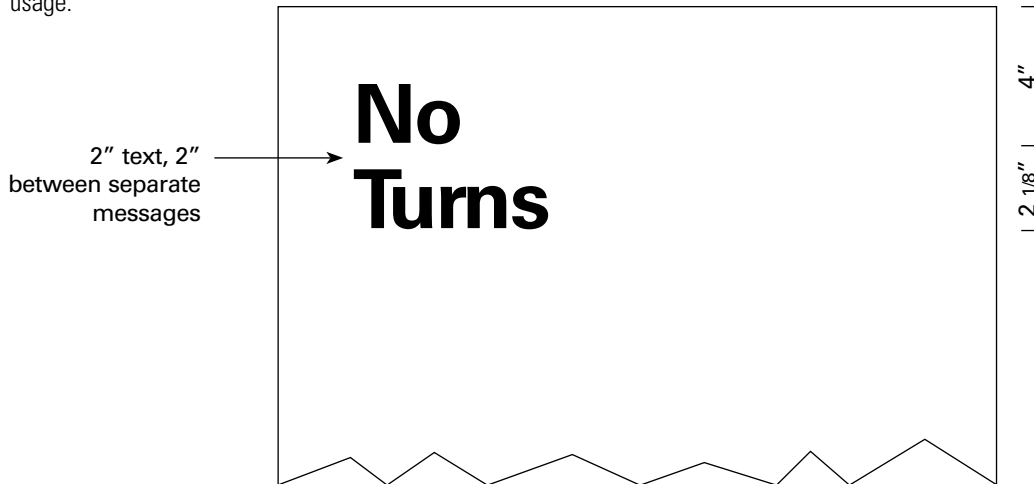
Most frequently gives traffic information to a driver en route, but can also be used to prohibit, regulate or identify.

Nomenclature: Most commonly: "No Public Thoroughfare" "No Turns," "No Trucks," "Fire Lane Keep Open," "Exit," "Entrance"

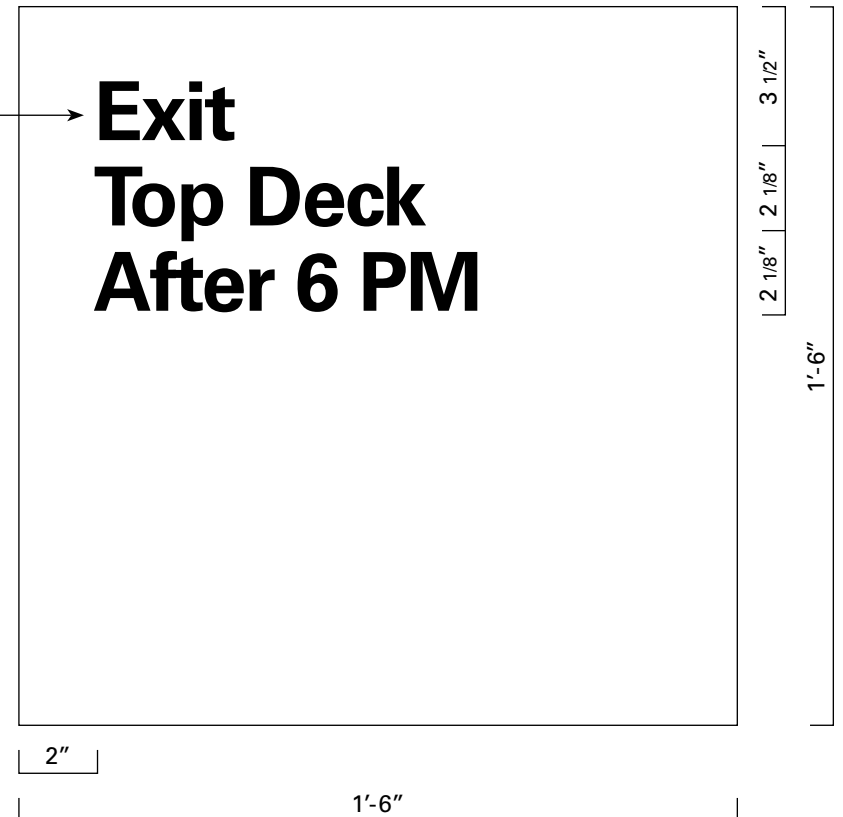
Copy: Primary message: 2" text, 10 characters/line, 5 lines maximum
Secondary message: 1-1/2" text, 13 characters/line, 7 lines maximum;
Hours, fees, detailed information: 1" text, 18 characters/line

Font: Univers 67 Bold

When designed to prohibit activity, use appropriate symbol. Refer to Appendices and VCU sign manager for a symbol needs and usage.



1 1/2" text, 1 1/2" between separate messages



4

Exterior signage > Safety



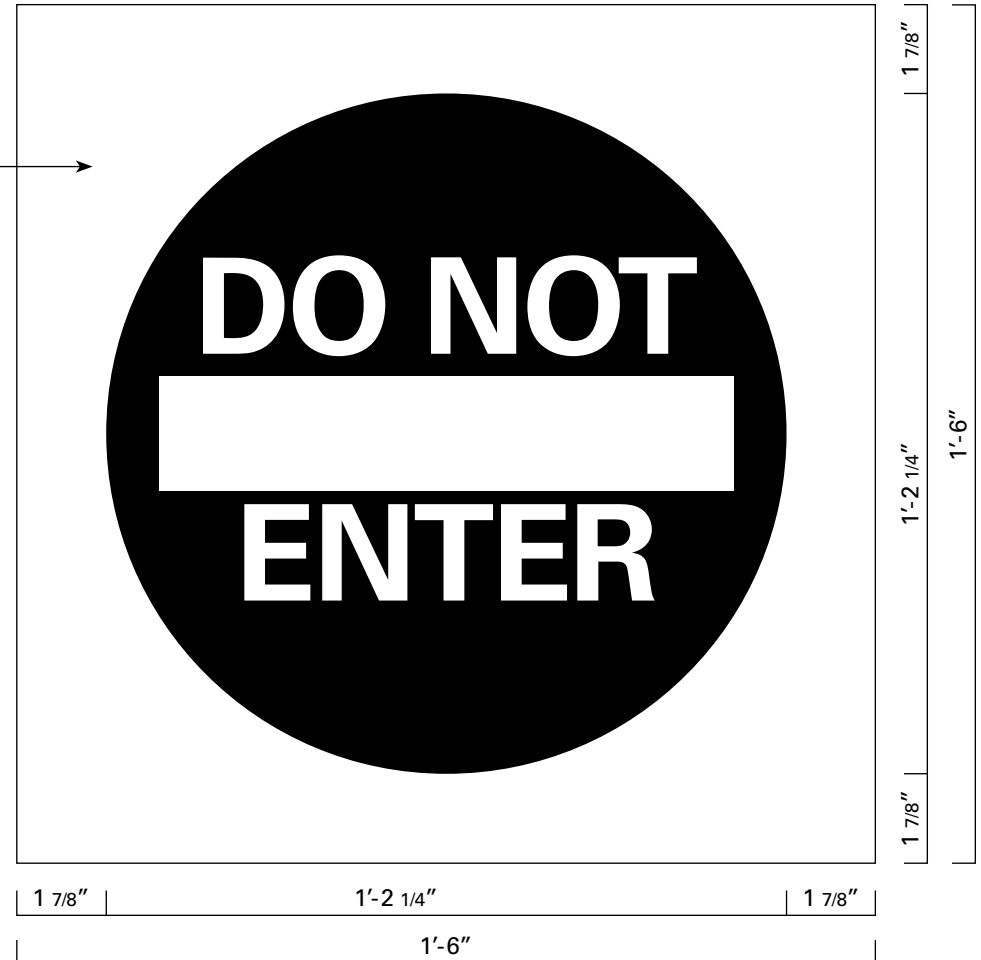
Prohibitory: Do Not Enter106

Prohibitory: Do Not Enter

Forbids certain activities or items in an area, as do some multi-purpose signs.

Refer to Appendices and VCU sign manager for symbol needs and usage.

symbol →



4

Exterior signage > Parking and vehicular



VCU Parking Identifier (A)108
VCU Parking Identifier (B)109
Vehicles110

Section 4 > Exterior signage > Parking and vehicular

A VCU Parking Identifier – Horizontal

Mount: Can be wall-mount or double post mount

Color: Lot letters: Black

VCU Parking letters: Color match for VCU yellow is PMS 130C

Background/posts: Matthews Acrylic Polyurethane Beige SOA4784

VCU logotype: Univers 75 Black (see drawing for size) -15/-96 kerning between the "V" and "C" and -10/-62 between the "C" and "U"

VCU bar: Univers 75 Black (.927" letters)

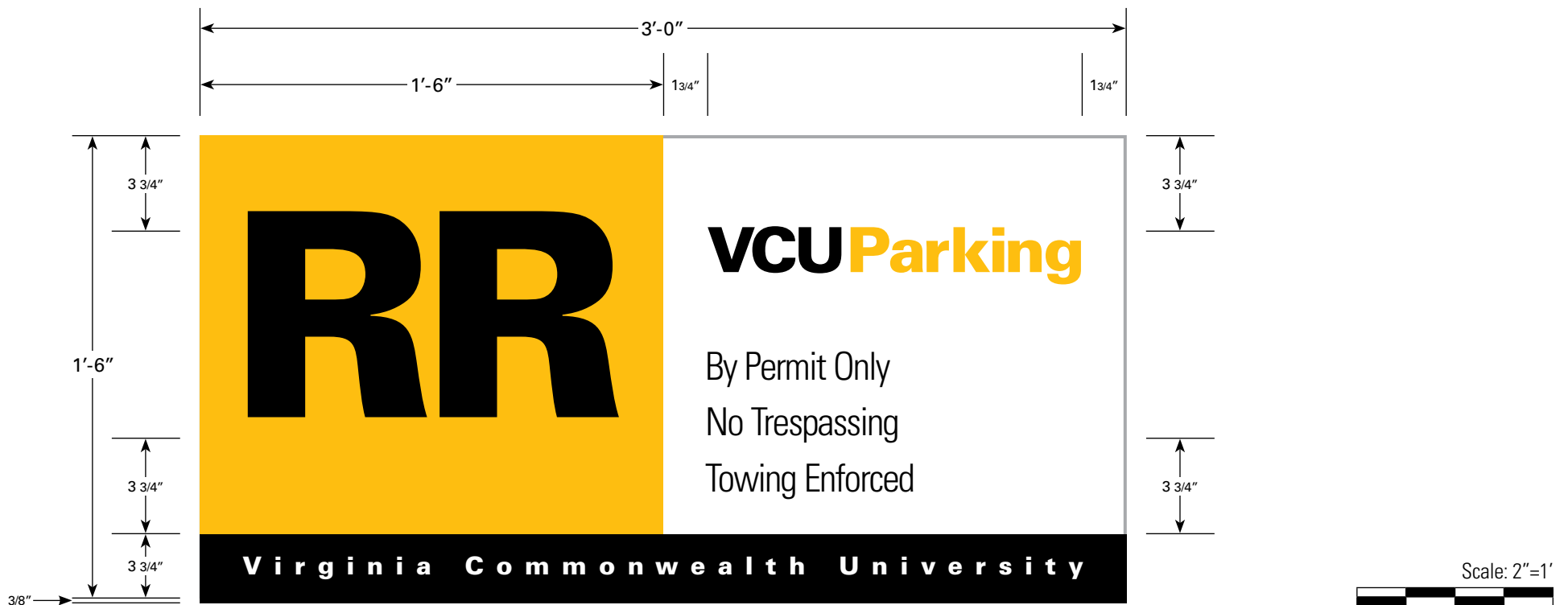
Black bar with "Virginia Commonwealth University" letter forms knocked out to let light cream white of current backgrounds through or use white.

Lot letters: Univers 75 Black (7.05")

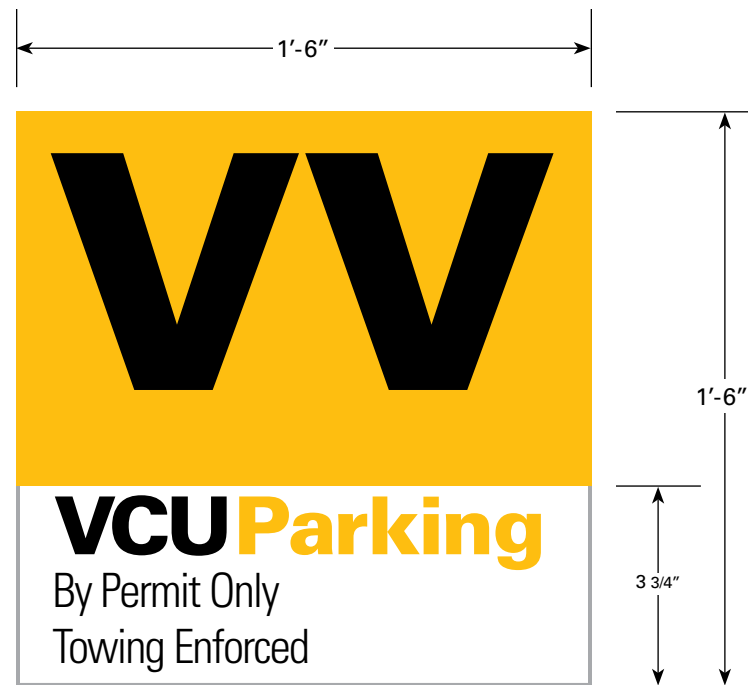
VCU Parking letters: Univers 75 Black (1.66")

Permit letters: Univers 47 Condensed Light (1")

Name bar type: Univers 75 Black (.645" letters)



B VCU Parking Identifier – Vertical



Scale: 1"=1'



Section 4 > Exterior signage > Parking and vehicular

Vehicles

Shown are examples of typical vehicles with the official VCU logo and department designation. For information on the various vehicle signage applications and specifications for decals, contact the sign manager.

