



THE UNIVERSITY  
*of*  
**WISCONSIN**  
MADISON

EXTERIOR GRAPHICS,  
WAYFINDING AND SIGNAGE  
POLICIES AND DESIGN GUIDELINES

MAY 2003

UNIVERSITY OF WISCONSIN – MADISON

**EXTERIOR GRAPHICS, WAYFINDING AND SIGNAGE  
POLICIES AND DESIGN GUIDELINES**

Ad Hoc Wayfinding & Signage Committee  
Campus Planning Committee

UW-Madison Facilities Planning & Construction  
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The following guidelines were developed using prior procedures and guidelines drafted and adopted in 1992 by an Administrative Staff Committee at UW-Madison. The above committee graciously recognizes the work completed previously and has used it as a base from which to start the development of current policies related to exterior signage and way-finding.

## Table of Contents

<b>INTRODUCTION</b> .....	5
<b>GENERAL GUIDING PRINCIPLES</b> .....	5
<b>SUMMARY OF POLICY STATEMENTS</b> .....	7
<b>DEFINITIONS</b> .....	9
<b>WAYFINDING AND SIGNAGE POLICIES</b> .....	10
OFF-CAMPUS DIRECTIONAL SIGNAGE & WAYFINDING .....	10
MAIN CAMPUS ENTRY SIGNS .....	11
ON-CAMPUS DIRECTIONAL SIGNAGE & WAYFINDING .....	11
WAYFINDING MAPS & DIRECTORIES .....	12
PARKING LOT SIGNAGE .....	12
BUILDING IDENTIFICATION SIGNAGE .....	13
Building Naming & Changes to Building Names .....	13
General Design Statement - New Construction .....	13
Building Identification Signs .....	13
Lettering on Structures .....	13
BUILDING INFORMATION SIGNS .....	14
INTERIOR BUILDING DIRECTORIES & WAYFINDING POSTERS .....	14
OTHER TYPES OF SIGNS .....	15
Kiosks and Bulletin Boards .....	15
Banners and Temporary Signs .....	15
Commemorative Plaques and Memorials .....	16
Signs for Exterior Artwork .....	16
Construction Signs .....	16
Regulatory and Street Traffic Signs .....	17
Image Projecting or Corporate Signs .....	17
Window Graphics .....	17
Other Specialty Signs .....	17
EXISTING SIGNS - PROCEDURE FOR REMOVAL, RESTORATION OR REPAIR .....	18
EXISTING SIGNS - BUILDING FACADES .....	18
EXISTING POST AND PANEL SIGNS .....	18
MAINTENANCE CRITERIA .....	18
<b>GENERAL DESIGN REQUIREMENTS</b> .....	19
DESIGN APPROVAL AUTHORITY .....	19
OFF-CAMPUS TRAILBLAZER WAYFINDING SIGNS .....	19
MAIN CAMPUS IDENTIFICATION SIGNS .....	19
DIRECTIONAL SIGNS .....	20
PARKING LOT SIGNAGE .....	21
WAYFINDING MAPS AND DIRECTORIES .....	22
BUILDING IDENTIFICATION SIGNS .....	22
BUILDING INFORMATION SIGNS .....	23
TYPE, STYLE AND LAYOUT .....	23
SYMBOLS, LOGOS AND ICONS .....	24
PANEL CONSTRUCTION .....	24
POST CONSTRUCTION .....	24
INTERNALLY LIGHTED SIGNS .....	25
<b>INSTALLATION</b> .....	25
<b>MAINTENANCE</b> .....	25
LETTERING ON STRUCTURES .....	25
POST AND PANEL SIGNS .....	25
MAINTENANCE TRACKING .....	26

## INTRODUCTION

The policy and procedure guidelines outlined in this document represent a broad framework to provide a wayfinding and signage system for UW-Madison that meets the needs of many and diverse constituencies who utilize the campus and its facilities. This manual is intended to serve as the policy foundation toward developing a comprehensive sign system for the campus. A companion sign master plan document, which is intended to specifically identify and locate signs necessary to meet the needs of UW-Madison, will be prepared. The master plan will recommend priorities and establish a budget. It is intended that certain high priority sign needs will be implemented concurrently with the development of the master plan.

The University of Wisconsin-Madison is a community of some 60,000 faculty, staff and students. In addition, we have hundreds of visitors to campus every day, ranging from delivery people, to patients going to the hospital, to patrons of our many museums, to academics seeking out a department or colleague, to parents attending an event, to fans attending a sporting game. Many arrive by automobile, but our way-finding system also should be sensitive to the needs of those who arrive by public transportation, bicycle, or on foot. Way-finding should be welcoming and informative. It should start outside the physical boundaries of the campus and efficiently guide the visitor to his or her destination, including visitor parking. If we can design a system that is welcoming and helpful to the visitor, we also will have a system that will be useful to those who come to campus every day. A good outdoor system also should be linked to campus maps and web sites.

This manual represents part of an on-going effort by the University of Wisconsin-Madison Division of Facilities Planning & Management to develop a more unified approach to overall visual communication on campus. This document is for use by the UW-Madison Campus Planning Committee, UW-Madison facility managers, building project architects, and Facilities Planning and Management staff to help guide their decision making related to campus signage.

In the past, emphasis has been on an understated graphics philosophy and on signs limited to campus building identification. This has led to signs that are sometimes difficult to locate and read. They do little to support an overall campus wayfinding system. Several different types of sign systems are currently in place across campus. In many ways, each system reflects the era in which it was developed. Each individual's perception of the overall need for signs is often influenced by the part of campus in which the individual conducts their day-to-day activities. While these signs may have appropriately served campus needs in the past, today's campus needs are quite different. Much of the campus has become more urban in context with larger, more compact and complex development. It should be expected that many of the access and direction problems that persist on campus will be even more complex in the future.

## GENERAL GUIDING PRINCIPLES

The following principles should guide the development of a wayfinding and signage system for UW-Madison. The presentation of information in a consistent manner or format improves the efficiency and ease of utilizing all campus facilities as it is easier for the public to identify the campus information system and use it.

1. The University's means of disseminating graphic information to visitors, students and staff through identification, directional and other types of signs, informational kiosks and bulletin

boards, window graphics, artwork and commemorative plaques should be presented in a manner that enhances the campus environment.

2. The signs/graphics should be consistent with their immediate surroundings and with the campus as a whole.
3. Unification of the various visual communicative elements found on campus should foster the concept of a positive image and identity.

The UW-Madison Division of Facilities Planning and Management (FP&M) shall exercise design approval on all parts of the design criteria identified in this manual. FP&M staff are responsible for determining the need for the sign, locating the sign, sizing the panel and the typeset layout.

Exceptions to the approved policies and guidelines will be reviewed by a signage implementation subcommittee appointed by the Campus Planning Committee. This subcommittee will include representatives from the Campus Planning Committee, the Campus Transportation Committee, the Campus Visitors Center, University Communications, and FP&M staff. Any exceptions are delineated with the description of each particular sign type.

#### Purpose for Procedures and Guidelines

- A. Establish a consistent plan for the identification of University buildings.
- B. Establish a consistent plan for the development of off-campus directional signs aimed at serving visitors to the University.
- C. Establish a consistent plan for the development of on-campus directional signs.
- D. Establish a consistent plan for the development of other types of campus signs, artworks, historical plaques, and symbols.
- E. Assure that all graphics are coordinated to complement and enhance overall campus development.
- F. Assure that uniquely designed graphics that vary from the overall campus theme serve a special public function or facility that warrants this type of treatment.
- G. Maintain a graphic symbol that will serve as a unifying element on off-campus directional signs.

## SUMMARY OF POLICY STATEMENTS

### GENERAL POLICY STATEMENTS

1. The Campus Planning Committee shall appoint a “Signage and Wayfinding Implementation Subcommittee” to coordinate implementation, oversee the master signage plan and review policy exception requests on an ad hoc basis. Appeals will be addressed by this ad hoc committee and if unresolved, may be appealed to the Campus Planning Committee for review and action.
2. The UW-Madison Division of Facilities Planning and Management (FP&M) shall exercise design approval on all signage conforming with the campus visual identity and graphic standards as appropriate.
3. All signs shall follow a standard consistent plan with a unified design theme.

### BUILDING IDENTIFICATION SIGNS

4. Building identification signs shall reflect the formal building name as approved by the Board of Regents of the University of Wisconsin System.
5. Building identification signs shall include the official building street address.

### BUILDING INFORMATION SIGNS

6. Building information signs will provide additional information on building occupants or public facilities in high visitor use buildings.

### MAIN CAMPUS SIGNS

7. Main campus signs shall be located at major entries to the campus, project a positive, time-less image for the university and include the “W-Crest” symbol.

### REGULATORY SIGNS

8. Regulatory (street) signage shall conform to the Federal Highway Administration’s “Manual on Uniform Traffic Control Devices” and is coordinated and approved by the UW Police Department.

### DIRECTIONAL SIGNS

9. All on and off-campus trailblazer directional signs shall be coordinated with the City of Madison by Facilities Planning and Management staff.
10. City of Madison trailblazer signs for the University of Wisconsin shall include the “Bascom Icon” symbol.

11. Vehicular and pedestrian directional signs shall only include official building names and major visitor destinations.
12. Wayfinding maps and directories (“You-Are-Here”) shall be located at key visitor destinations and at all major pedestrian exits from visitor parking areas.
13. Wayfinding maps and directories, including web-based maps for campus directions, shall use the campus standard 3-D color map. Departments are strongly encouraged to use this map, available from Facilities Planning & Management, on their websites.

#### PARKING LOT SIGNS

14. Visitor parking areas shall be clearly marked with a green “Circle-P” and coordinate with additional directional signs in the City of Madison Trailblazer system.
15. Parking lot signage shall clearly indicate parking lot number, enforcement times and that violators will be towed.

#### MISCELLANEOUS SIGNS

16. All banners and temporary signage shall be reviewed and approved by Facilities Planning and Management staff.
17. All commemorative plaques, signs for memorials and signs for exterior artwork shall be reviewed and approved by Facilities Planning and Management staff.
18. All construction project signs shall be coordinated by Department of Administration, Division of Facilities Development staff.

Installation and maintenance of all signs will be coordinated by Facilities Planning and Management staff.

## DEFINITIONS

For the purposes of this manual, signs are classified and defined in the following manner:

### A. BUILDING IDENTIFICATION SIGNS

Building identification signs name specific buildings. They shall reflect the formal building name as approved by the Board of Regents of the University of Wisconsin System. For emergency and delivery purposes, they shall also include the official street address for the specific building as provided by FP&M staff and agreed to by the local municipality.

### B. BUILDING INFORMATION SIGNS

Information signs provide more specific information about a building and the functions within it. Examples include building directories and maps which guide people to various programs and locations. These signs will have more detailed information than identification and directional signs. Because these signs are more complex directories or maps, they should generally be viewed from a stopped vehicle or be visible to pedestrians only. Due to the distraction this level of information creates, they are not appropriately located along most primary campus streets.

### C. ON-CAMPUS DIRECTIONAL SIGNS

On-campus directional signs are intended to serve the same function as state and federal highway signs, except on a smaller scale. They direct vehicular and pedestrian circulation to specific destinations.

Generally, for directional signs which guide motor vehicle traffic, one line of information is ideal. More than three lines of information is difficult to perceive under normal traffic conditions and speeds on campus streets. Ideally, these signs should be located on the right side of traffic lanes. They should precede traffic movements they direct by 150 feet or more so that motorists have adequate time to change lanes and carry out the desired traffic movements. To the greatest extent possible, these signs should reflect one overall design theme; formal sub-themes may be established for specific geographic areas.

### D. OFF-CAMPUS DIRECTIONAL SIGNS

Off-campus directional signs must conform to municipal, state and federal standards. Within the Madison metropolitan area, a trailblazer sign system has been developed based upon an identifiable symbol. The University signs direct visitors to the campus or specific campus facilities. The University requires that these signs meet the standards of the specific roadway classification and governmental jurisdiction which has authority over the roadway.

### E. MAIN CAMPUS IMAGE SIGNS

Main campus signs put forth an impression about the institution. Generally, they should reflect building architectural design, the institutional symbol or otherwise tie into the design of the surrounding buildings and campus as a whole. These signs should be located at key entry points to the campus for highest visibility.

## F. REGULATORY SIGNS

Regulatory signs pertain to traffic regulations, parking restrictions, mass transportation routes and stops, etc. These signs should conform to standards adopted for international symbols, be consistent with regulatory signs utilized by the City of Madison, and follow the Federal Highway Administration's "Manual on Uniform Traffic Control Devices." All regulatory signage on campus property is coordinated and approved by the UW Police Department.

## G. OTHER SIGNS

All other signs which do not fit into the classifications stated above are included in this category. These may include electronic message centers, commemorative plaques, kiosks, temporary signs, construction signs, signs in the Campus Natural Areas graphics and other signs not conforming to the overall campus sign system.

# WAYFINDING AND SIGNAGE POLICIES

## A. OFF-CAMPUS DIRECTIONAL SIGNAGE & WAYFINDING

Directional signs are used to guide visitors to various functions and locations on campus. Their use needs to be carefully coordinated on a campus-wide basis so as not to overburden visitors with a confusing array of information. A plan for directional signs will be prepared as a part of the University's sign master plan.

Off-campus directional signage starts miles out from the campus utilizing State of Wisconsin Department of Transportation highway signage standards. Green and white signs are utilized on the federal interstate highways to guide visitors to the correct highway exit to enter the campus. These signs currently exist on the interstate directing visitors to Highway 12/18/151, then to Park Street and in to the campus from the south. This route is recognized as the "official entry sequence" to campus and is used by the Campus Information and Visitor Center as the recommended entrance to the campus. This system works well and should be continued.

The City of Madison's Trailblazer system of signage also helps guide users as they enter the city and picks up where the WisDOT signs leave off. These simple graphic icon of Bascom Hall along with "UW" or "UW Campus" with an arrow help bring visitors in on major arterials within the city. No additional copy should be included over an above the University icon, UW-Madison identification and an arrow. This system also works well and should continue to be used.

The City of Madison's Trailblazer system also includes standard signage for public parking, directing visitors to the location of parking for the majority of campus visitors. A large, green "Circle-P" and the words "Parking" with an arrow help guide visitors and general users to both city and campus public parking areas.

Generally, directional signs meant to guide traffic movements are located in the terrace adjacent to the street, perpendicular to the flow of traffic. Ideally they should precede the intended traffic movements they direct and be located to the right of the traffic lanes they serve.

All directional signs, located either off-campus or on-campus, will follow a prescribed design theme. Vehicular directional signs will normally be used to identify those facilities which receive a significant amount of visitor traffic on an annual basis. It is not expected this category of sign will regularly be used to identify most academic buildings.

## B. MAIN CAMPUS ENTRY SIGNS

The University currently lacks a theme or overall identity for such elements as campus entry points, campus entrance signs, and possibly related informational and directional centers to serve visitors. All of these elements must work together to project a campus image or theme that campus visitors and the University community can identify with and relate to. This problem has been made more complex because sometimes modern campus development overlaps into surrounding neighborhoods, resulting in transition areas of indeterminate character. This lack of a clearly identifiable campus boundary further confuses people visiting the University who have no previous familiarity with it.

Locations for main campus entry signs should be delineated in the signage implementation plan. Pertaining to these procedures, the following statements apply:

1. Campus image projecting signs, to the greatest extent possible, should reflect one overall campus theme or motif and incorporate an approved icon or symbol. The current design symbol of the “W-Crest”, found on the Field house and the Kohl Center, will be used as this unifying symbol.
2. Landscaping and site improvements play an important role in creating a backdrop for such signs and related facilities. Materials for the main entry signs should related to the surrounding facilities, (i.e. color of brick or stone).
3. Care should be taken in establishing locations for these facilities so they reflect long term campus access points and a quality campus image.

## C. ON-CAMPUS DIRECTIONAL SIGNAGE & WAYFINDING

### 1. Vehicular Directional Signs

On-campus vehicular directional signs should carry only the official name of the building or facility (including school or college) being identified, along with an arrow pointing the appropriate direction.

### 2. Pedestrian Directional Signs

Pedestrian directional signs are an integral key to an overall wayfinding system and used to guide visitors, staff and students to their destination. Pedestrian directional signs are similar in design to vehicular directional signs but are of smaller scale and located in high pedestrian traffic areas. Again, these directional signs should carry only the official building name or facility being identified and concentrate on those used most heavily by visitors.

### 3. Signs for Persons with Disabilities

The American's with Disabilities Act (ADA) codifies requirements to provide appropriate signage for people with a wide variety of disabilities. There is a universal exterior sign system for persons with physical disabilities. Its scale, color design, and location have been chosen as a result of thorough research and analysis. Problem areas still exist where the system does not meet needs caused by some specific disabilities. If a problem is discovered on campus and further action appears necessary to facilitate clear disabled accessibility, these problems should be submitted to the UW-Madison Division of Facilities Planning and Management for their review and recommendation to correct the problem. In all cases, ADA requirements will guide the decision-making process.

#### D. WAYFINDING MAPS & DIRECTORIES

Wayfinding maps and directories can be very helpful for people unfamiliar with the campus and its surroundings. Graphic "You-Are-Here" maps provide an illustrative, 3-dimensional understanding of buildings and how to easily get from point A to point B. The campus map currently provided by the Transportation Services Department both in hard copy form and on their website, is such a map. The FP&M Space Management Office also uses this 3-D basemap to deliver their building information database via the web. The Campus Information and Visitors Center also uses this same graphic on their website. It would be advantageous for all campus departments to use the same graphic map when providing directions to their facilities.

The proposed signage system includes the development of "Campus Map" graphic maps which should also tie directly to what is provided on local websites for campus directions. Using the campus standard 3-D graphic of the campus as a base helps provide continuity across the campus in providing wayfinding systems in all forms, hard copy flyers/brochures, handouts, web-based systems and maps at key locations in the campus landscape. This 3-D campus map graphic should be reviewed annually by the Campus Visitor and Information Center and the Transportation Services Department with the UW-Madison Cartography Lab who produces the map graphics.

Wayfinding maps such as this should be located at the exit of all key visitor parking areas to match what the City of Madison has provided in their parking ramps in downtown Madison. "You-Are-Here" maps should also be located near key visitor destinations across campus.

#### E. PARKING LOT SIGNAGE

Design of parking lot signage should be part of the overall signage system to further the goal of having a consistent wayfinding system. Parking Lot signs should clearly indicate the parking lot number, enforcement times and that violators will be towed. Parking lot signs should be located on each side of the entry drive to a surface parking lot to clearly provide notice that the parking lot is a university lot and that parking will be enforced during the indicated times. Underground parking garages and parking ramps should include a kiosk parking sign that is lit and has a standard green "Circle-P" symbol to indicate public parking, is so available. Visitor parking availability in each parking lot should be clearly noted on all parking lot signs and be easy to find for campus visitors.

## F. BUILDING IDENTIFICATION SIGNAGE

### 1. Building Naming & Changes to Building Names

Requests for approving or changing building names should be made through the Chancellor's Office with assistance from staff in the FP&M Capital Budget office. Request for building naming and changes to existing building names must be approved by the Board of Regents of the University of Wisconsin System under recommendation by the Chancellor, per current Board of Regents Policy #96-1 "Naming or Dedicating University Facilities".

### 2. General Design Statement - New Construction

The building name sign should be considered an integral part of the design whenever a new facility is being developed. The architect should be sensitive to campus location (considering both architecture and landscape architecture), style of lettering, placement, and overall appearance. If the name of the building has not been determined at the time of the building's design, provision for the eventual location of a name should be included in the overall design. Cost for installation of building signage should be included in the general budget for building construction. If a building identification sign is subsequently requested for the planned location, it must be submitted for review and approval by staff in Facilities Planning and Management.

### 3. Building Identification Signs

Building identification signs should carry the official, Regent approved, name of the building and the official street address. This sign should be located in such a manner to be read from the adjacent street (if the building fronts on a street). When the approved building name varies from the departments which occupy the building, the departmental identification and listings should only be noted on directories within the building or on directory signs serving pedestrian areas adjacent to the facility.

Building addresses should be limited to street name and number only. The preferred location for the street name and number is on the building identification sign serving vehicular areas adjacent to the building. Letter size and spacing will depend on the overall dimensions of the sign, the information to be presented and the specific location of the sign.

### 4. Lettering on Structures

In general, incised letters on a building may last for the life cycle of the structure but are difficult to change or replace. Raised lettering on a building, under most circumstances, can be anticipated to have a relatively long life cycle but again is difficult to repair, replace or remove. The holes left after the removal of raised letters are also unsightly. Because of their low maintenance and longevity, these systems should be used on buildings named for specific individuals or structures whose name is expected to be stable for a long period of time.

Raised lettering represents a good long term value as far as cost effectiveness and longevity. This must be balanced with consideration as to the longevity or permanence of the building name. The benefit of this type of sign is its size and scale. The resulting identity, given the

building facade, cannot be duplicated by post and panel signs. This type of identity can become an important point of reference on a campus of this size.

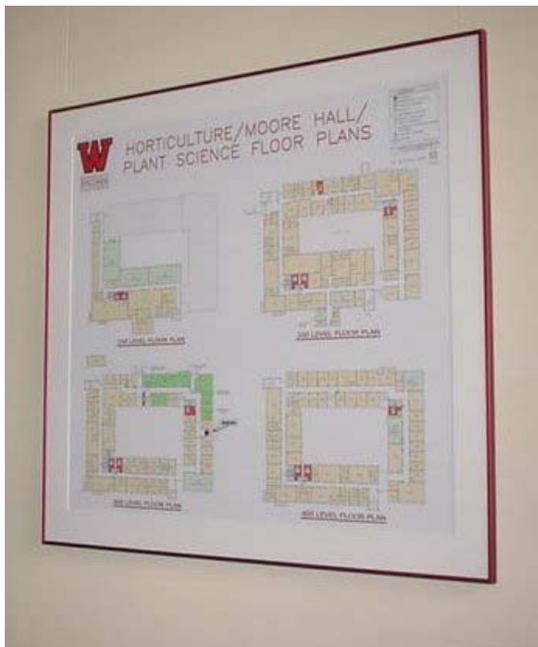
All raised lettering on buildings should be located such that they can not be easily removed by passing pedestrians.

#### G. BUILDING INFORMATION SIGNS

Information signs are to be placed in locations (interior or exterior) where further clarification of functions within buildings or directions to various campus facilities in an area is required. These signs shall list functions within the building for those facilities that house multiple departments or high use visitor activities and be designed primarily for pedestrian traffic.

#### H. INTERIOR BUILDING DIRECTORIES & WAYFINDING POSTERS

Interior building directories should be included in the initial architectural design of the building and utilize either the current campus sign design format or one that fits with the overall design of the building interior. Interior building directories should include a list of major departments, offices and entities, their room number and general building information. Interior building wayfinding posters should be located near building directories and/or major building entries to help guide users to their desired location in the building. Staff in FP&M's Space Management Office work with Facility Managers to develop these types of wayfinding "You-Are-Here" maps. Costs for such maps are the responsibility of the requesting department or facility manager.



Sample Interior Wayfinding Poster

## I. OTHER TYPES OF SIGNS

### 1. Kiosks and Bulletin Boards

The Division of Facilities Planning and Management advocates a unified campus wide approach to street furniture and site amenities. Kiosks and bulletin boards serve a unique function as street furniture and as part of the campus directional and wayfinding system. They afford campus entities a method of posting ephemeral events and activities of the campus. They denote a certain life to the campus and serve an appropriate function in the development of campus festivities. Kiosks should not be used for vehicular directional information as information posted on them is often too small to afford proper visibility. Kiosks and bulletin boards should be designed for program or directional purposes serving pedestrians. Proper maintenance and removal of dated material on a regular basis is a key function of a good kiosk or bulletin board system.

### 2. Banners and Temporary Signs

The University of Wisconsin-Madison is interested in maintaining an environment free of visual and environmental pollution. This effort is supported by a University of Wisconsin-System policy that restricts the use of signs on the campus:

*“UWS 18.06 Conduct on University Lands. (17) Signs. No person may erect, post or attach any signs, posters, pictures or any item of a similar nature in or on any building or upon other university lands except on regularly established bulletin boards, or as authorized by the provision of this code or by the chief administrative officer.”*

Banners can be used to denote short term special events on campus. At the discretion of the UW-Madison Division of Facilities Planning and Management, approval to mount and display the banner may require approval from the Chancellor's Office and/or the Campus Planning Committee. Requests for banner placement must be made through the FP&M Physical Plant CARS office at 263-3333. Requests must be made two weeks in advance of the start date for sites that include permanent banner mounting points (905 University Avenue and Memorial Library). Other sites require a 30-day lead time where no attachment points exist.

When approved by the administrative officer, banners, signs and decorations will have a limited display time. They are primarily intended to promote activities and events on the campus. The display is to be decorative in character and informative in function. The exhibit is to be located and fastened in a manner that will not cause damage to the facilities or create a safety hazard. Any exception shall be approved by the FP&M committee

Banners are not to be displayed from the pedestrian bridges crossing over University Avenue and over Park Street. Banners displayed from Alicia Ashman Pedestrian Bridge crossing over Campus Avenue require approval from the City Clerk's Office, City of Madison.

Banners and temporary sign displays are to meet the following requirements:

- a. Design approved by FP&M Planning Office and Physical Plant.
- b. Installation approved by Physical Plant. A purchase requisition is required if Physical is to install or remove the banner.
- c. Duration of display limited to 14 consecutive days.
- d. Made of durable materials

### 3. Commemorative Plaques and Memorials

Plaques designed to commemorate artwork should be submitted with the proposal of artwork under the category of exterior artwork and addressed by that committee.

All other plaques desired for exterior placement, (such as those denoting a historical event or facility), whether free standing on their own pedestal or attached to the building, shall be reviewed by the UW-Madison Division of Facilities Planning and Management as to their design, materials, location and intent prior to submission to the Chancellor's Office and/or Campus Planning Committee for review and approval.

Signs related to memorials on campus should conform to current Campus Planning Committee policies on memorials, available from staff in FP&M. These type of signs should be small and non-intrusive to complement the overall design of the memorial. Memorial trees on campus are not provided with signage but are recorded with staff in Facilities Planning and Management.

### 4. Signs for Exterior Artwork

The Wisconsin Arts Board, formed under Wis. Statutes 44.51 through 44.62, oversees the State of Wisconsin Percent-for-Art Program. It is composed of permanent and non-permanent members who perform all activities necessary towards dispersal of funds to finance chosen artists' works at specific sites in or on state facilities.

If reference to these works is desired in the form of name plates, plaques, signs or other identification, a design should be incorporated in the initial proposal for artwork and reviewed concurrently by the UW-Madison Division of Facilities Planning and Management. The sign or plaque design should be in keeping with the overall piece of art and not be overpowering or distracting from the artwork itself.

### 5. Construction Signs

Construction Signs are typically part of major building or remodeling project and are regulated by the State Department of Administration's Division of Facilities Development. Job signs or project signs need to conform to details found in the General Requirement section of the construction specifications for the project. FP&M staff will approve placement in coordination with DOA staff. No individual advertising signs, banners, plaques or credits, temporary or permanent, are permitted on the building or premises except the name of the Contractor on the Contractor's office or material shed. Construction project signs may not be lit or lighted in any fashion.

## 6. Regulatory and Street Traffic Signs

While it would be desirable to have a system of regulatory signs that are coordinated with other directional signs from a design standpoint, the cost and practicality of doing this on a campus-wide basis suggests that funds would be better utilized achieving other priorities. Additionally, traffic movement regulatory sign designs are governed by the Federal Highway Administration's "Manual on Uniform Traffic Control Devices."

The Division of Facilities Planning and Management will, when requested, assist the UW Police Department and the Division of Physical Plant in resolving any design issues related to these signs.

## 7. Image Projecting or Corporate Signs

In order to further the main goals of the campus signage and wayfinding system by providing a consistent plan for signage, image projecting or corporate signs other than those outlined in this plan, are not allowed. They detract from the overall campus theme and confuse visitors and users of the campus.

## 8. Window Graphics

Window graphics can sometimes be used effectively as building identification signs or to present the street address of a building but should be avoided if possible. To avoid clutter, other types of information (department names, building occupants, etc.) shall not generally be permitted to be presented in this manner. Building hours may be considered an exception to this rule and only approved by staff in FP&M. The use of this type of sign can cause clutter, block visibility and require continued maintenance. In most cases, the use of this type of sign shall not be permitted as a supplement to building identification signs or if the building is identified elsewhere.

## 9. Other Specialty Signs

Within any system there are always certain signs that do not fit any clear categories. The purpose of these procedures and guidelines is to establish a consistent, uniform system of campus signs. That being said, it is equally clear that circumstances or design criteria may dictate that some signs may not conform to the criteria specified above. Proposals for signs of this nature shall be considered based on the criteria stated below:

- a. Signs that vary from the criteria outlined in this section may be considered if the facilities which they serve provide a unique public function and thus require campus visibility beyond that normally provided.
- b. Signs may be proposed that carry out historic themes of the structures they serve or relate to the Campus Natural Areas.
- c. Certain commercial functions that take place on campus may warrant unique consideration. The University's advertising policies must be followed.

- d. Electronic message center signs, except those located inside buildings or within the confines of Camp Randall Stadium are not permitted without special exception by the Campus Planning Committee.
- e. Special purpose signs, not specifically addressed in these guidelines, would require Campus Planning Committee approval.

## J. EXISTING SIGNS - PROCEDURE FOR REMOVAL, RESTORATION OR REPAIR

The following are criteria for evaluating signs which predate the effective date of these procedures:

### 1. EXISTING SIGNS - BUILDING FACADES

Any existing signs on a building facade planned to be replaced or refurbished, must be approved by the Division of Facilities Planning and Management unless they conform to the design and specifications contained in the architectural plans for the building.

### 2. EXISTING POST AND PANEL SIGNS

Any existing free-standing sign that does not conform to University standards for post and panel signs shall be subject to removal or replacement unless it has been specifically approved by the Division of Facilities Planning and Management. If it is necessary to replace the sign, it should be done with funds designated for the improvement of signs on campus. These funds, as available, will be administered by the Division of Facilities Planning and Management.

### 3. MAINTENANCE CRITERIA

- a. The sign must be clearly legible and free from chips, cracks, fading, missing characters or vandalism.
- b. The sign must be free from unsightly rust on its face, pedestals, seams and fasteners.

Should an existing sign fail to meet any or all of these requirements, then it should be submitted for review to the UW-Madison Division of Facilities Planning and Management.

If improvements can be made on the existing sign that will allow it to meet the described criteria, then removal is unnecessary.

The routine maintenance of signs should be funded by Physical Plant. If the existing sign cannot meet the described criteria, then consideration as to removal and replacement of that sign should then be made.

## GENERAL DESIGN REQUIREMENTS

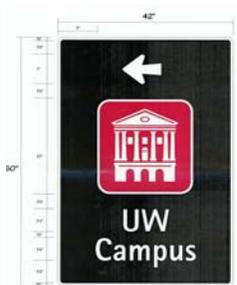
### A. DESIGN APPROVAL AUTHORITY

The UW-Madison Division of Facilities Planning and Management (FP&M) shall exercise design approval on all parts of the design criteria identified in this manual. FP&M staff are responsible for determining the need for the sign, locating the sign, sizing the panel and the typeset layout. Any exceptions are delineated with the description of each particular sign type.

Exceptions to the approved policies and guidelines will be reviewed by a signage implementation subcommittee appointed by the Campus Planning Committee. This subcommittee will include representatives from the Campus Planning Committee, the Campus Transportation Committee, the Campus Visitors Center, and FP&M staff.

### B. OFF-CAMPUS TRAILBLAZER WAYFINDING SIGNS

1. Panels are to be perpendicular to the street and generally located in the terrace between the street and sidewalk.
2. Mounting requirements should meet the requirements of the governing jurisdiction.



CITY OF MADISON TRAILBLAZER SIGN

### C. MAIN CAMPUS IDENTIFICATION SIGNS

1. The Main Campus Identification Signs shall be pre-cast concrete with brick or stone columns to match the surrounding architecture.
2. The main campus signs shall only include the words “The University of Wisconsin-Madison” as shown below.
2. The “W-Crest Logo” shall be used to highlight the sign and integrate it into the overall signage design system. The crest shall either be cast in the sign or adhered securely to the pre-cast in such a way to deter theft.
3. All pre-cast concrete surfaces should be treated with anti-graffiti coatings to reduce maintenance costs.
4. Landscape plantings should be included to help integrate the sign into the landscape.



MAIN CAMPUS IDENTIFICATION SIGN

#### D. DIRECTIONAL SIGNS

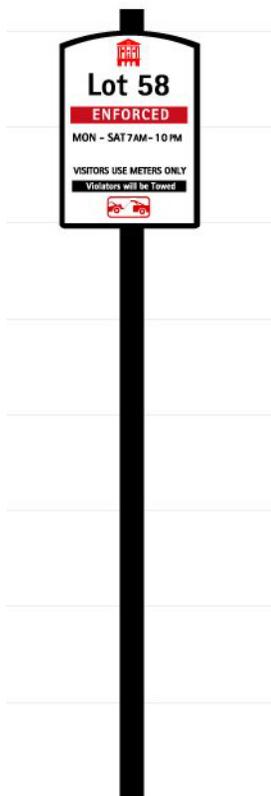
1. Panels are to be perpendicular to the street and where possible located in the terrace between the street and sidewalk.
2. A minimum of 18" shall be maintained between the sidewalk or street edge and the outside edge of the post.
3. The bottom of the panel should be a minimum of 3'-6" above grade.
4. A maximum of three lines of information is recommended.
5. Along major streets, 6" upper case lettering should be used.
6. Along minor streets, 4" upper case lettering size should be used.



ON-CAMPUS DIRECTIONAL SIGNS

## E. PARKING LOT SIGNAGE

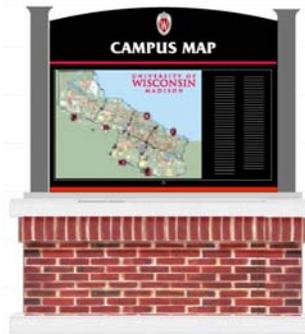
1. Any and all parking lot signage should be developed in coordination with staff from Transportation Services and the Campus Transportation Committee.
2. Parking lot signs should include the “Bascom Icon” graphic to tie into the overall City of Madison trailblazer wayfinding system.
3. Parking lot signs should include the parking lot number in large bold letters as shown below, along with the words “ENFORCED” in white letters on a red band. Lot enforcement days and times will be below that red band along with the words “VISITORS USE METERS ONLY” and “Violators will be Towed” along with a graphic of a towed vehicle.
4. Parking lot signs will be located on each side of the main entry to the parking lot to assure visibility and allow at least one sign to be present if one is damaged or removed.



PARKING LOT SIGNAGE

## F. WAYFINDING MAPS AND DIRECTORIES

1. Wayfinding directories shall be located near visitor parking areas and visitor destinations.
2. Panel construction shall match other panels in the overall signage system with black panels and gray posts.
3. The W-Crest logo shall be used in the top center.
4. Bases shall be constructed of brick or stone to match adjacent architecture.
5. The campus 3-D map shall be used as a base for the wayfinding map and be located inside a lockable panel which can be updated and changed easily.
6. You-Are-Here symbols will be used on the maps to identify location of the sign on the map.
7. Maps in these signs will match maps used in web based directions and on hard copy handouts and brochures.



WAYFINDING DIRECTORY

## G. BUILDING IDENTIFICATION SIGNS

1. These signs are generally oriented parallel to the frontage street or building facade.
2. Generally 4.5" letters will be used for the building name.
3. Generally 3.0" letters will be used for the building address.
4. The bottom of the sign panel will be a minimum of 2.0' above grade.
5. The sign panel will be sized to best accommodate the building name.
6. Building identification signs will be used mainly by vehicular traffic.

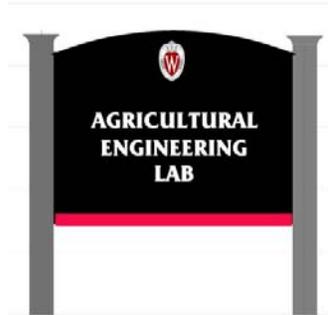


I

BUILDING IDENTIFICATION SIGN

## H. BUILDING INFORMATION SIGNS

1. Panels are intended to be viewed from stopped or parked vehicles or by pedestrians.
2. Lettering size is to be a minimum of 2" upper case height.
3. The bottom of the panel should be a minimum of 3'-6" above grade.
4. The panel should be sized to best accommodate the information to be presented.
5. Building information signs allow additional information about building occupants to be shown outside the building near major building entrances.



BUILDING INFORMATION SIGNS

## I. TYPE, STYLE AND LAYOUT

1. Primary Lettering Style: Friz Quadrata

Friz Quadrata

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTU V WXYZ 1234567890

Friz Quadrata Bold

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMN OPQRSTU V WXYZ 1234567890**

The Friz Quadrata typeface has been selected for use on University letterheads and on other University publications. The use of this typeface for signs will assist in establishing a unified graphic image for the University.

2. Secondary Lettering Style: Optima

The Optima typeface family has been selected for use on University signs displaying supplementary information. Examples include additional knowledge on information, directory or special events signs.

3. Lettering style may be different for building identification signs where the name of the building is an integral part of the design of the facility. All lettering should provide a

high level of contrast between the actual lettering and the back ground color of the sign to promote visibility and readability.

4. Lettering is to be white in color, pre-spaced pre-cut vinyl die-cut lettering or silk screened unless the Division of Facilities Planning and Management approves otherwise. On vehicular directional signage, lettering shall be reflective for maximum night time visibility.

## J. SYMBOLS, LOGOS AND ICONS

The “Bascom Icon”, which is a stylized interpretation of the front or east facade of Bascom Hall, shall be used on all off-campus directional signs, the City of Madison Trailblazer signs and on parking lot signage to guide visitors to campus with an easily identifiable symbol. The Bascom Icon should be white on a dark background or red on a white background.



Bascom Icon



W-Crest Logo

The “W-Crest Logo”, modeled after the historic Field house cartouche, shall be used on all key on-campus signage and on the main campus signs. The logo should be two color with a white back ground and gray outlines with a white ‘W’ on a field of red.

## K. PANEL CONSTRUCTION

Panels will be constructed of double sided aluminum with a slightly rounded top. The panel thickness will vary to best support the width and height of the sign. The finish will black anodized aluminum or baked enamel paint. Panels will include a 2” wide red stripe on the bottom.

## L. POST CONSTRUCTION

Posts will be constructed of extruded aluminum 4 1/4” in width. The finish will a dark gray anodized surface or baked enamel paint.

## M. INTERNALLY LIGHTED SIGNS

Internally lighted signs are to be designed to best match the specifications above, except the panel and post depth must exceed 7 inches to accommodate internal illumination. Lettering is to be cut out of the aluminum sign panel and backed with white acrylic plastic. In most cases, this is for parking kiosks signs only. Internally lit signs should be kept to a minimum on campus.

### INSTALLATION

Installation shall generally be by UW-Madison Physical Plant when one sign is involved. On larger projects, where multiple signs are involved, it may be advantageous to have the provision and installation of the signs be competitively bid by private contractors.

In cases where signs are to be installed as a part of the construction of a building or other campus facility, it is desirable that these systems be included in the original bid package and installed by the contractor. In this manner, their installation can be properly coordinated with other site and building improvements.

The UW-Madison Division of Facilities Planning and Management shall be responsible for recommending locations for proposed signs and overseeing their installation.

Funding for the installation of a new sign should come from the requesting unit, the building project, or from funds designated for improving sign systems on campus.

### MAINTENANCE

While planning, design and location of signs are all important considerations, maintenance of signs plays an equally important role in the overall campus appearance. The University requires a system of signs that are relatively permanent but that can be revised or recycled occasionally to reflect changes in building utilization, etc. Permanence and longevity must be balanced with flexibility and adaptability to change.

Initial and life cycle costs also play a role in the selection of a sign system. The system must not be so expensive that the University literally cannot afford to replace or repair it once it is worn or damaged. Routine sign maintenance should generally be funded by the Division of Physical Plant in Facilities Planning and Management.

#### A. LETTERING ON STRUCTURES

Where possible, an annual washing is recommended to remove oxide coatings that tend to damage the surface finish of raised lettering. Otherwise, the lettering will age as the building itself ages.

#### B. POST AND PANEL SIGNS

Post and panel signs generally, require a 5 to 7 year maintenance cycle. This cycle is dictated by weathering of various types of lettering and or background finishes. Although many architectural finishes may have a 20-year life expectancy, they do fade over time

based on exposure to ultraviolet light from the sun. These changes are not critical as a building ages, because they are not as noticeable over an entire facade. Fading of the background finish of a sign is much more noticeable and greatly affects both appearance and legibility. Signs rely on contrasting colors for basic visibility. As signs age, this contrast decreases noticeably. Generally hand applied exterior finishes can be expected to last approximately five years. It is anticipated that the panels of post and panel signs will require refinishing on a similar schedule. Panels with due south exposure, in full sunlight, suffer the most rapid deterioration. Sign panels facing due north may last indefinitely. Directional signs, because of their location in the terrace next to the street, often suffer greater damage because of salt and increased sun exposure, than do identification signs. All of these factors suggest that vigorous ongoing maintenance is required.

#### 1. Post and Panel Signs - Suggested Annual Maintenance

- a. All signs shall be inspected annually by either the Division of Physical Plant or the operating entity that the signs serve. Structural or mechanical damage, damage to painted or anodized surfaces and loose, scratched or missing vinyl die-cut lettering shall be identified with the location of the affected signs. The Division of Physical Plant shall be responsible for making the repairs, touch up painting and lettering refurbishment.
- b. Signs should be washed annually in the spring by the Division of Physical Plant to remove salt and oxidizing agents that deteriorate lettering and the panel surface finish.

#### 2. Post and Panel Signs - Five Year Evaluation and Refurbishment

- a. Physical Plant shall evaluate the panel finish for repainting consideration.
- b. Vinyl die-cut lettering shall be evaluated for removal with solvent and replacement. The lettering shall be replaced unless it is in essentially like new condition.

#### 3. Post and Panel Signs - Ten Year Evaluation and Refurbishment

In addition to the procedures identified above, the Division of Facilities Planning and Management shall review direction and identification information with the operating entity which the signs serve to assure that the information presented is still relevant and accurate.

### C. MAINTENANCE TRACKING

Each sign shall receive a unique identification number that will be inconspicuously placed on the back of the panel or in another appropriate location where a sign is other than a post and panel type. The identification number will permit computer tracking of the sign's maintenance schedule.

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