Clemson University's
Exterior Signage Design Standards

A Comprehensive Program to Promote
Campus Image, Identification, and Wayfinding

Prepared by:

Clemson University
Campus Planning Services

The Campus Sign Review Committee
September 2022

Trade
Gothic

ABCDEFGHI
abcdefghijkl
mnop123456789

CLEMSON
U N I V E R S I T Y

Exterior Signage
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Preface

Every person who enters the Clemson University campus is in search of information that will assist in directing them to their destination. The campus environment is the medium through which motorists and pedestrians move, and it is a source of informational cues that he/she uses in making a series of way-finding choices. Everyone receives cues from the environment; this is true whether these cues are planned or unplanned, consistent or random, helpful or confusing.

Signs are essential to understanding the organization of the physical environment. The first comprehensive plan for campus signs was completed in 1975. Since then, the campus sign program has been revised several times to address the growth of the campus and to provide an updated graphic aesthetic. Although earlier sign programs provided a clear framework for implementing a consistent University image, they do not address the more current way-finding needs.

*The following plan outlines a method to improve the exterior campus sign system. While much of the pre-existing philosophies and sign types have not changed in this update, new types of signs and graphics have been introduced to address more current needs of the campus community.

*Guidelines for the interior sign system are addressed in the Interior Sign Design Standards document.

Sign Policy

Sign Policy
Philosophy

To aid the public in identifying and locating the facilities of Clemson University, an information system must be provided at all on- and off-campus facilities. The exterior sign system will promote campus safety and public health by regulating movement between pedestrians and motor vehicles. This sign system will succinctly provide essential information to assist in wayfinding, edge delineation, and facility identification in a way that favorably projects the image of the University. The guidelines insure that all signage is in compliance with building code, ADA, and life safety requirements.

The focus of the on-campus sign system is to provide appropriate information for the pedestrian. Since the campus is meant to be a walkable campus, signs, kiosks, and directories are designed to cater to and encourage pedestrian traffic. Signage is designed to assist automobile travelers to find a parking area, and then on foot find the building or area for which they are looking. In all cases, whether on-campus or off, the approach to the number and placement of signs will be conservative to keep visual clutter to a minimum.

Sign Policy
System

On-Campus

The concept of the sign system is to create a way for people to find where they need to go in an efficient and pleasant way that will reflect well on the University. The information system will announce the university, provide orientation, and then provide cues to allow for informed wayfinding from the edge of campus to the office or area that one is seeking. This system will provide an enjoyable experience for visitors as well as an environment relatively free of signs.

The system will include the following elements:

Campus Identification

Located at the major entry points to the University, Campus Identification signs will announce arrival onto campus. The principal element of the entry sequence will be stone gates or pillars.

Orientation Point

Associated with the Campus Identification signs, information maps will be provided in an area where motorists can pull off the road, examine a large scale map, and take a map provided for use in navigating on campus.

Vehicular Directional Signs

Directional signs will be provided at key locations to direct traffic to parking areas or major public facilities.

Pedestrian Directional Signs

Directional signs will be provided at key locations to direct pedestrian traffic from parking areas or major public facilities.

Mass Transit Signs & Kiosks

Mass transit stop signs will be provided at shuttle stops to indicate campus routes. Two-sided information kiosks will be used in highuse areas. "High-use" will be determined by total number of routes servicing stops and ridership at the stop location.

Information Kiosks

Numerous information kiosks will be located around campus which will contain campus maps and will have bulletin boards for the posting of notices, fliers, and posters. The kiosks will be lighted and will have communications/data capability. The kiosks will be located in high pedestrian traffic locations where they can easily be seen.

Sign Policy
System

Area Identification

In cases where malls, gardens, and other areas must be delineated, plaques will be incorporated into the design of the space. The plaques will be fabricated of high quality, durable material and placed either on the ground plane or will be set into architectural elements.

Building Names

Building names will generally be shown on the building in raised metal letters, or in contrasting engraved letters above main public entries. Generally, the letters used should be in Goudy Bold font appropriately sized for the building. In most cases, the letters are to be burnished aluminum, or anodized aluminum. In the case of small facilities, and where large facilities need additional identification, small signs may be used adjacent to the doorway. will be limited to on-pavement marking and area signage.

Directories

Building Directories should be in the main entryways of the major University buildings (any building over 10,000 s.f.). The directories are intended to show a building plan, department names, staff/faculty names and room numbers for clarity and ease of wayfinding. Each department will be responsible for maintaining an accurate listing of their offices and personnel.

Regulatory

Except for standard regulatory signs, such as stop and yield signs, regulatory signs are intended to be positive in nature (the word 'no' will be excluded), minimal in number, and will abide by the sign standard as indicated in this policy. Unless specific, State or Federal regulations direct the application of signs, the use of parking signs will be limited to on-pavement marking and area signage.

Sign Policy
System

Off-Campus University Facilities

Research and Education Centers, Extension Offices, Camps, Research Sites, and other University properties and offices are to follow the principles indicated above for on-campus signs, but must be considered on a case-by-case basis. Generally, entryways into sites will be signed appropriately, including the Clemson University wordmark and the name of the facility, such as "Sand Hill Research and Education Center." Also, vehicular directional signs will be used to bring motorists to parking areas, and buildings will have names mounted above main entryways. In situations where this is not feasible, appropriately scaled yard signs will be used. The first impression is to include the university wordmark.

Temporary Signs & Notices

Temporary signs, whether for construction, cultural events, or other campus activities, will either be fabricated of durable materials according to University guidelines, or they will be removed by the sponsor within 72 hours of posting. Electronic, portable signs should not be used anywhere on-campus. Refer to Student Affairs
policy regarding display and posting of fliers, notices, and posters.

Signpost Banner Posting

Refer to Public Affairs Policy regarding signpost banners.

Sign Policy
System

Special Event Signs

Special Event Signs are those used on a temporary basis in conjunction with events of a public nature regularly sponsored by the university. Special events may require the use of all types of signs and, therefore, should be fabricated in a manner consistent with the permanent campus signs while allowing for some variation to assist with the special needs of the individual programs. Special events requiring signs include: a. Athletic events and camps; b. Seminars, conferences, and other continuing education activities; c. Summer orientation and registration; d. Other activities such as Science Day and History Day, Fundraisers, etc.

Implementation

The Campus Planning Office will provide design assistance & monitor quality assurance for new and upgraded exterior signage for existing and proposed facilities. Procurement and installation of on-campus signs will be the responsibility of the Facilities staff.

Enforcement

Inappropriate signage is to be removed by the sponsor/user. If it is not removed, it may be removed by the Facilities staff and charged accordingly to the sign project or to the sponsor/user as appropriate. The sponsors/users/beneficiaries of the signs to be removed will be contacted, if possible, to coordinate the removal of the signs.

Exemptions

Existing on-campus permanent signs that are professionally designed, in good condition, and appropriate for the University and the activities of the area or facility for which the sign or sign system exists are exempt from this policy. Specific exemptions include Memorial Stadium, the Fluor Daniel Engineering Innovation Building, the Madren Center, the Walker Golf Course, and the South Carolina Botanical Garden.

Typical Sign Design

Clemson University Wordmark

The Clemson University wordmark is the central element in the institutional identification program. The wordmark consists of the stacked words "Clemson" and "University" with two rules (lines). The four elements are justified and the vertical space between each element is equal. The word "Clemson" is set in a customized version of Goudy typeface in all capital letters while "University" is placed in the Trade Gothic typeface (see page 12 for type style).

When placed on University signage, the color of the wordmark should be all white. Please see Clemson University's Brand Standards for other uses of the wordmark (Creative Services - (864) 656-2467 or visit www.clemson.edu/guidelines).

The Clemson University wordmark should be used whenever it is appropriate to visually identify the University. The wordmark must appear on either the front or back of all official signage.

Symbol Usage

The use of icons to symbolize intricate information in a clear and direct fashion is a common communication strategy. Universal symbols for handicapped access, parking, and transit are used in the campus wayfinding system.

Goudy Old Style
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Goudy Old Style Bold
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
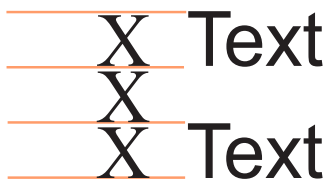
Trade Gothic LT Std
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
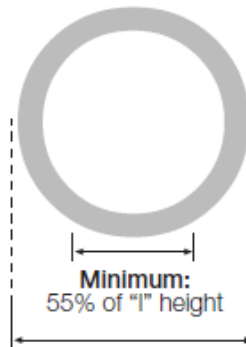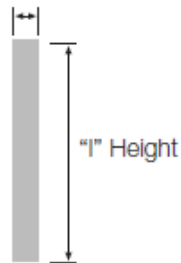
Helvetica Neue LT Std [65 Medium]
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

FG Saga
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqustuvwxyz
1234567890

Stroke Width
15% or Less
of "I" Height

"I" Height

Corresponding "O" Width
At least 55%
but no more than
110% of the "I" height

Minimum:
55% of "I" height

Maximum:
110% of "I" height

Type Style Specifications

The typefaces Goudy OldStyle and Trade Gothic are only to be used for the Clemson University wordmark (see page 11). The sans-serif face, Helvetica Neue LT Std, is to be used for all white vinyl letters placed on campus signage. The official fonts of Clemson University can be located in the Brand Standards guidelines. Please visit www.clemson.edu/guidelines or contact Dave Dryden with Creative Services at (864) 656-2469.

Line Height Specifications

Line spacing between text should equal the height of the text on the specified sign. As a general rule, unless otherwise specified in the sign guidelines, let the text height equal one inch for every ten miles per hour according to the nearest posted speed limit.

Character Proportions

All type styles must comply with ADA requirements. The stroke width of the upper case "I" must to be 15% of the letter height or less. The character width of the uppercase "O" must be between 55% and 110% of the height of the corresponding uppercase "I".

Typical Sign Design:
Arrow Style
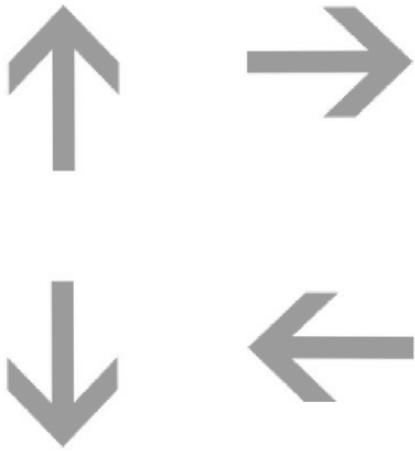
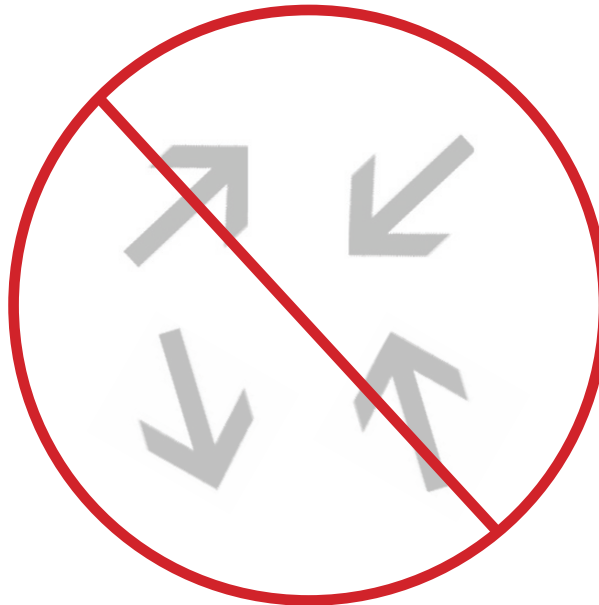Appropriate Arrow Orientations

Incorrect Arrow Orientations

Arrow Specifications

Sign arrows should only be oriented in the cardinal directions shown on the far left. The arrows should never be rotated off these axes. Appropriate arrow orientation will ensure that consistency and clarity are maintained. Arrows should be centered to the left of the text that they correspond to and are to be made of the same white reflective vinyl as the rest of the text.

Width of the arrow, distance between the arrow and the first character, and the distances between the top of the capital letter and the top of the arrow and the bottom of the capital letter and the bottom of the arrow should all be equal to the thickness of the capital characters in the "Helvetica Neue" font.
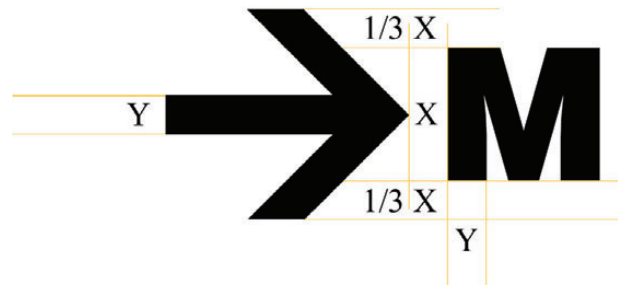
Typical Sign Design:
Color Palette

PMS 165 C

Color Specifications |PMS 165 C			
C	M	Y	K
0	74	88	0
R	G	B	
245	102	0	

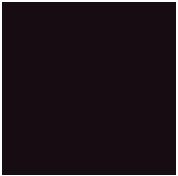PMS 412 C

Color Specifications |PMS 412 C			
C	M	Y	K
52	59	45	90
R	G	B	
56	47	45	
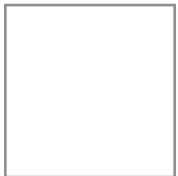
Fort Hill White

Color Specifications |Fort Hill White			
C	M	Y	K
0	0	0	0
R	G	B	
255	255	255	

Color Palette

Post & panel signs, monoliths, kiosks, and small facility plaques are to be painted dark duranodic bronze with white reflective vinyl characters, and Clemson orange reveals (see typical sign designs for examples of color use pp. 17-39).

Building Labels are to be either cut or cast aluminum or bronze. Color and metal is to be determined on a case-by-case basis. Color selection is based on achieving the highest visual contrast. Aluminum letters may be painted dark duranodic bronze or brushed finish with a protective lacquer coating. Bronze letters may have a brushed finish with or without protective lacquer coating.

Please see Clemson University's Brand Standards for detail color standards (Creative Services - (864) 656-2467 or visit www.clemson.edu/guidelines).

Typical Sign Design:
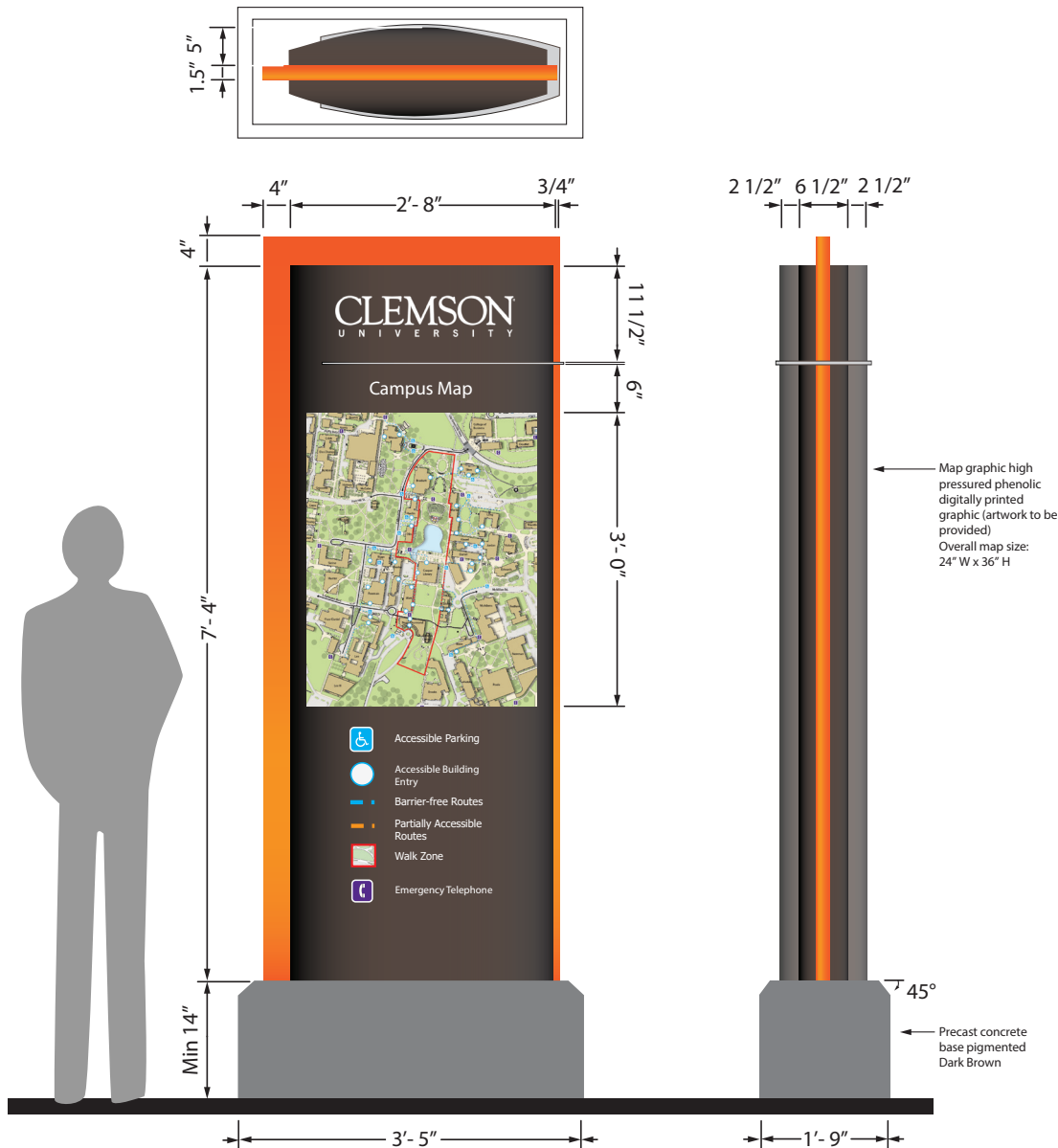## Sign Family

| Campus Map Kiosk | Pedestrian Directional | Vehicular Directional (S-M) | Vehicular Directional (L) | Parking Lot ID | Parking Area ID | Site ID (horizontal) | Site ID (vertical) | Off-Campus Office ID & Site ID | Area ID |

Typical Sign Design:
Sign Family

Calhoun Fields

Student Organic Farm
Agronomic Crop Research
Water Quality Research
Agricultural and Environmental
Engineering

CLEMSON
UNIVERSITY

Shoeboxes / Union /
Holmes

Orange Route

Purple Route

TRANSIT STOP

CLEMSON
UNIVERSITY

TRANSIT STOP

Hendrix Student
Center

Route XX

Route XX

CLEMSON
UNIVERSITY

Trustee
House

101

Heisman   Klugh

CLEMSON
UNIVERSITY

RIDERS
DISMOUNT

WALK ZONE

CLEMSON
1803
FORT HILL

Accessible
Route

Walk Zone

Campus Area Map

CLEMSON
UNIVERSITY

Allen N. Reeves
Football Complex

Indoor Football
Practice Facility

Steve & Margaret Bond
Golf Practice Facility

Larry B Penley Jr. Golf
Facility

Rock Norman Track &
Field Complex

Indoor Track and Field
Complex

CLEMSON
UNIVERSITY

Gate 9
Gates 5-7
Gates 11-13
Gate 20

1   16   13

5   20   9

| Area ID (L) | Mass Transit | Bike Hub | Building ID | Street Sign | Riders Dismount | Historic Sign | Handicap Accessiblity | Wayside Sign | Walk Zone | Trailblazer Sign | Pedestrian Directional Death Valley Sign |

17

1.5" 5"

4"
2'- 8"
3/4"
4"

2 1/2" 6 1/2" 2 1/2"

CLEMSON
UNIVERSITY

Campus Map

11 1/2"

6"

3'- 0"

Map graphic high pressured phenolic digitally printed graphic (artwork to be provided)
Overall map size: 24" W x 36" H

Accessible Parking

Accessible Building Entry

Barrier-free Routes

Partially Accessible Routes

Walk Zone

Emergency Telephone

7'- 4"

Min 14"

45°

Precast concrete base pigmented Dark Brown

3'- 5"

1'- 9"

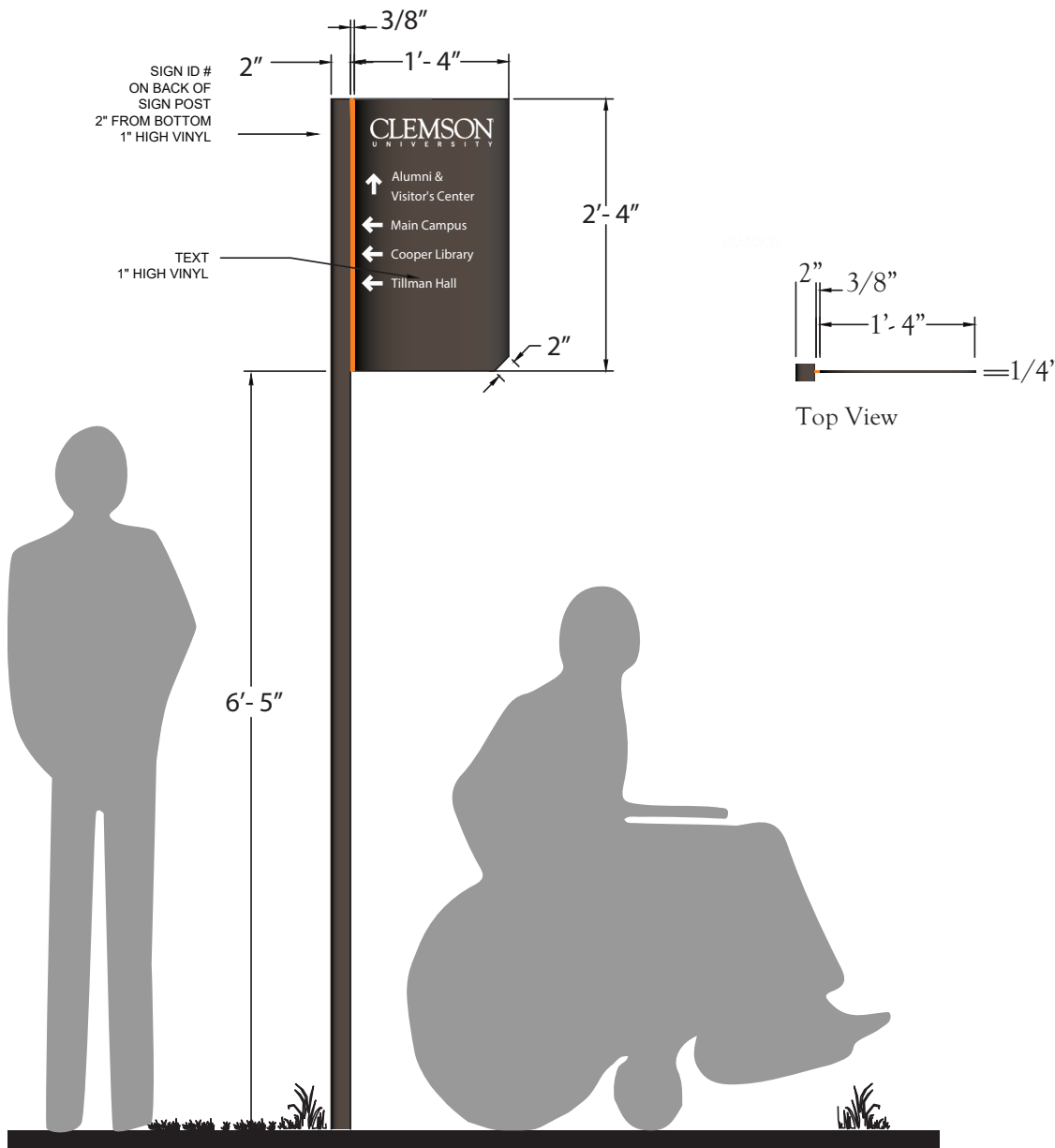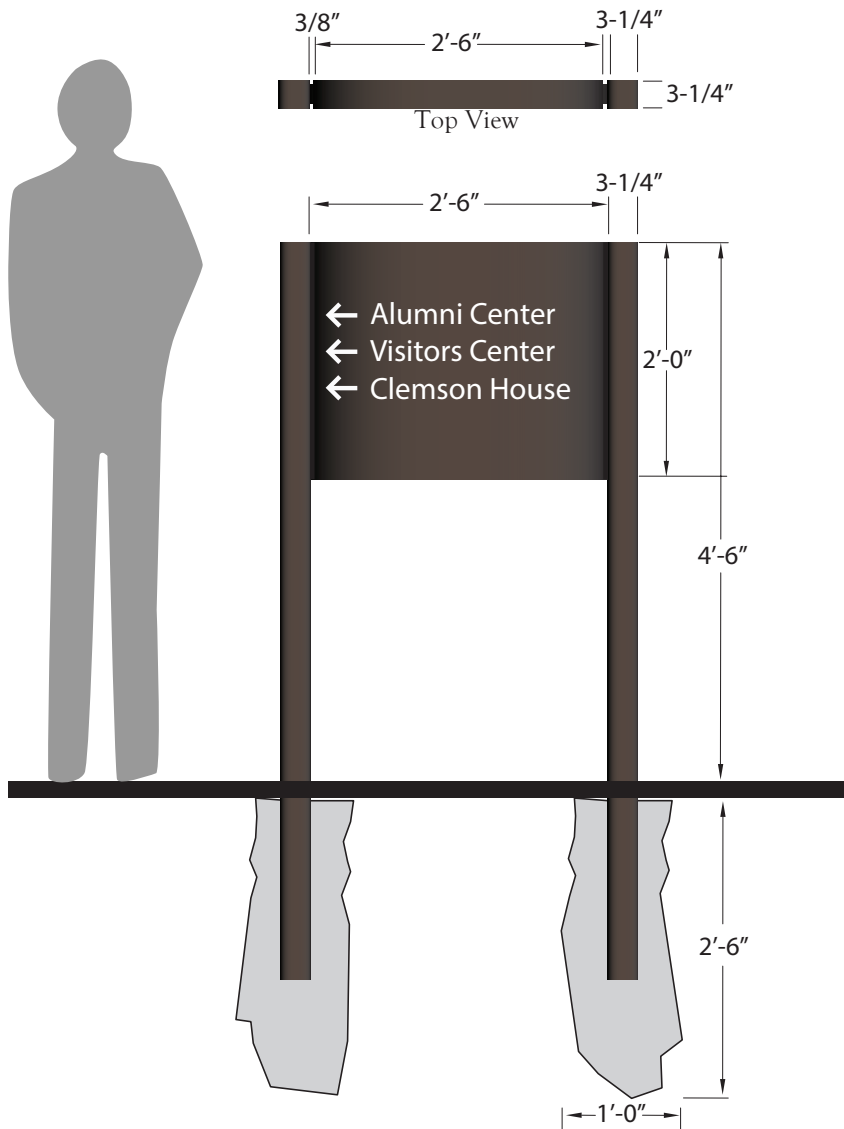# Sign Type 1:
Campus Map - Kiosk Directional

- Dark duranodic bronze paint, PMS 412
- Orange Reveal painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon application and lettering.

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.
- Precast concrete base to receive a sandblasted finish and set in 6" deep concrete footing.

` All sign layouts subject to approval by the University Planning & Design office

Typical Sign Design:
Sign Designs

3/8"

SIGN ID #
ON BACK OF
SIGN POST
2" FROM BOTTOM
1" HIGH VINYL

2"   1'- 4"

CLEMSON
U N I V E R S I T Y

↑ Alumni &
  Visitor's Center

← Main Campus

← Cooper Library

← Tillman Hall

2'- 4"

TEXT
1" HIGH VINYL

2"

6'- 5"

2" 3/8"

1'- 4"

=1/4"

Top View

Sign Type 2:
Pedestrian Directional

- Dark duranodic bronze paint, PMS 412
- Orange Reveal painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon
  application and lettering
- Post embeddment must be a minimum depth of 36"
  surrounded with concrete a minimum of 8" on all sides
  of the post to full depth
- SignComp Series 2 - 2" Square Post, extruded aluminum
(no substitutions)

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University
  Planning & Design office

3/8" 2'-6" 3-1/4"

Top View

3-1/4"
3-1/4"

2'-6" 3-1/4"

← Alumni Center
← Visitors Center
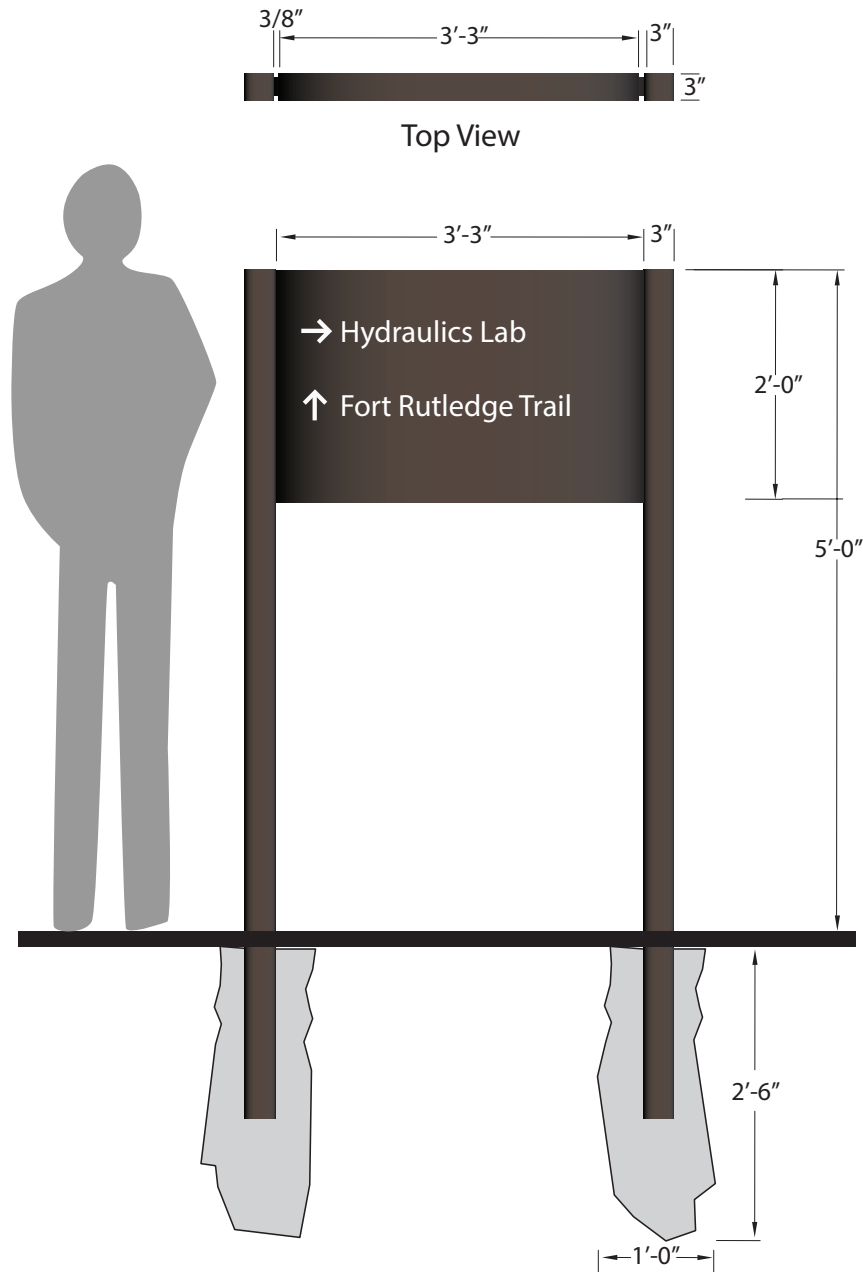← Clemson House

2'-0"

4'-6"

2'-6"

1'-0"

Sign Type 3:
Vehicular Directional (S-M)

- Dark duranodic bronze paint, PMS 412
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon
   application and lettering
-SignComp Series 3 - 3-1/4" Square Post, extruded alumi-
num (no substitutions)

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University
   Planning & Design office

3/8" |---- 3'-3" ----| 3"

Top View

|---- 3'-3" ----| 3"

→ Hydraulics Lab

↑ Fort Rutledge Trail

2'-0"

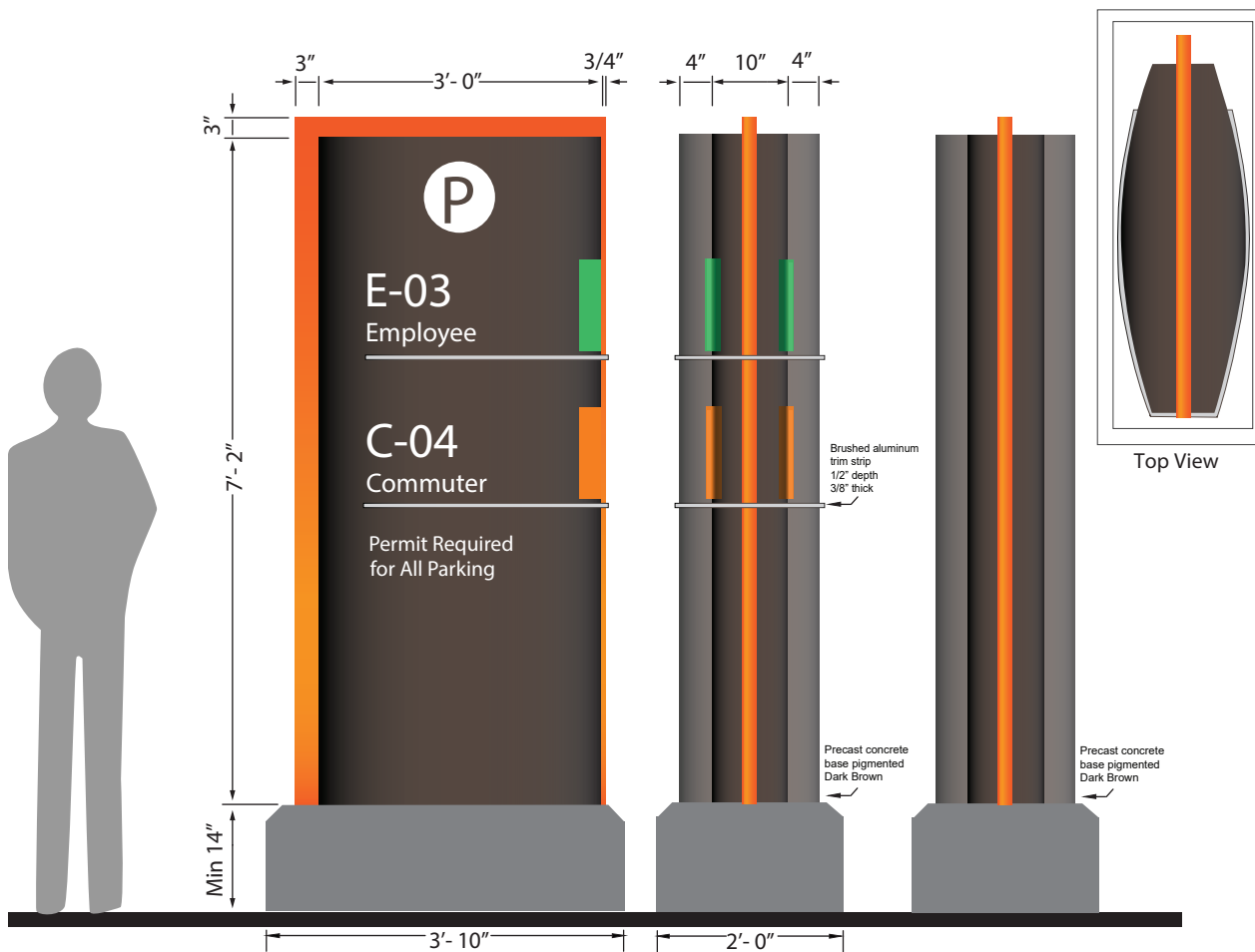5'-0"

2'-6"

|← 1'-0" →|

Sign Type 4:
Vehicular Directional (L)
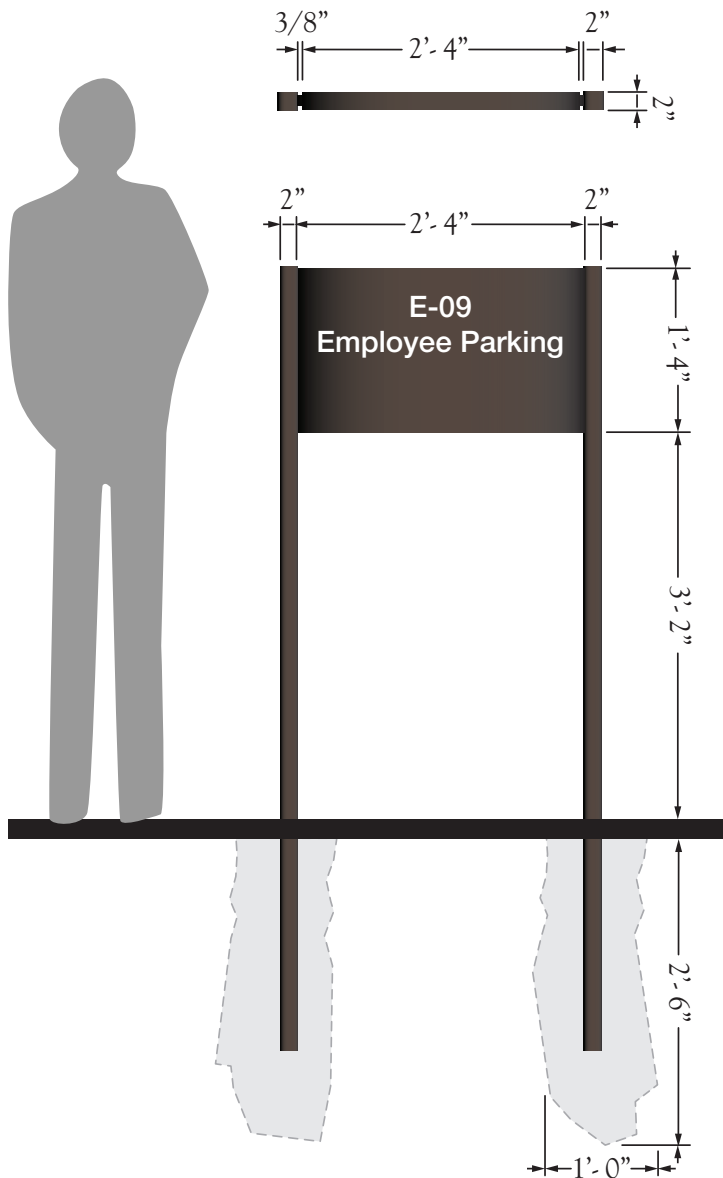
- Dark duranodic bronze paint, PMS 412
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon
  application and lettering
- SignComp Series 3 - 3-1/4" Square Post, extruded aluminum (no substitutions)

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University
  Planning & Design office

Typical Sign Design:
Sign Designs

3″ 3′- 0″ 3/4″ 4″ 10″ 4″

3″

P

E-03
Employee

C-04
Commuter

Permit Required
for All Parking

7′- 2″

Min 14″

Brushed aluminum
trim strip
1/2″ depth
3/8″ thick

Precast concrete
base pigmented
Dark Brown

Precast concrete
base pigmented
Dark Brown

3′- 10″ 2′- 0″

Top View

Sign Type 5:
Parking Lot I.D.

- Dark duranodic bronze paint, PMS 412
- Orange Reveal painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon application and lettering.

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.
- Precast concrete base to receive a sandblasted finish and set in 6″ deep concrete footing.

` All sign layouts subject to approval by the University Planning & Design office

Diagram labels:
3/8" 2'- 4" 2" 2"
2" 2'- 4" 2"
E-09
Employee Parking
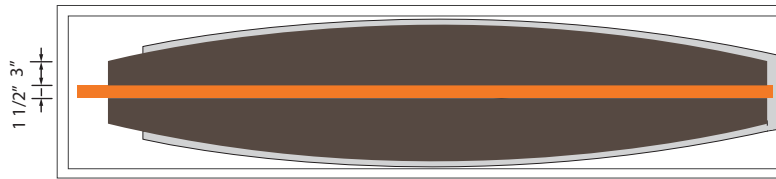1'- 4"
3'- 2"
2'- 6"
1'- 0"

Sign Type 6:
Parking Area I.D.

- Dark duranodic bronze paint, PMS 412
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon
  application and lettering.
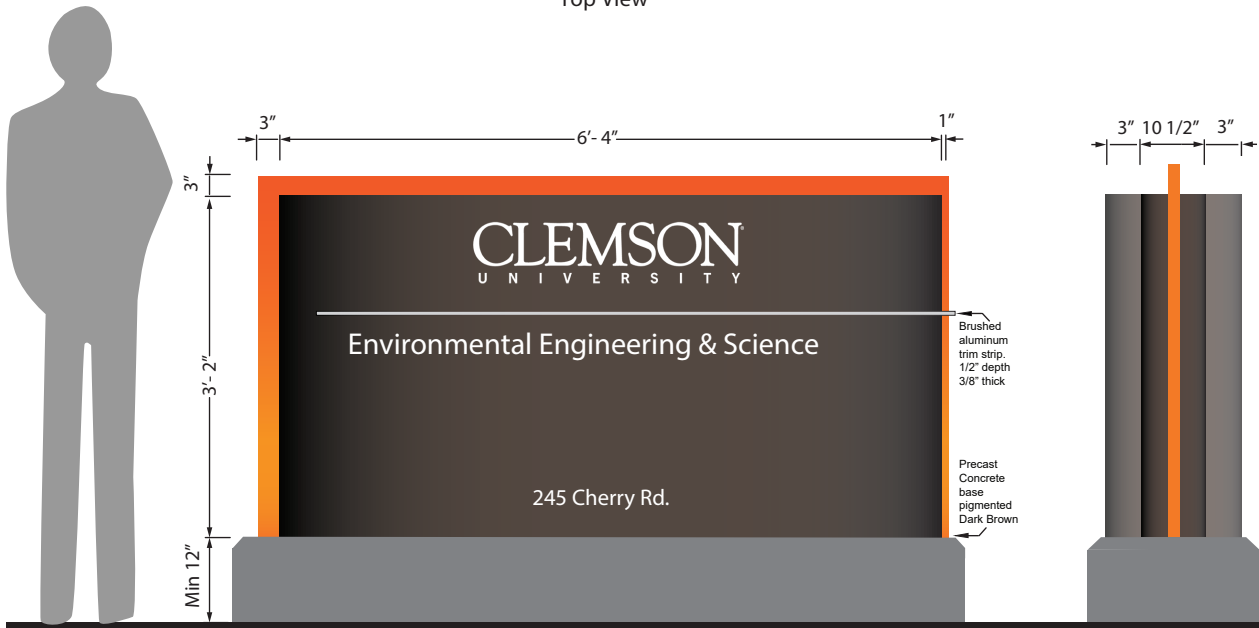- SignComp Series 2 - 2" Square Post, extruded aluminum
(no substitutions)

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University
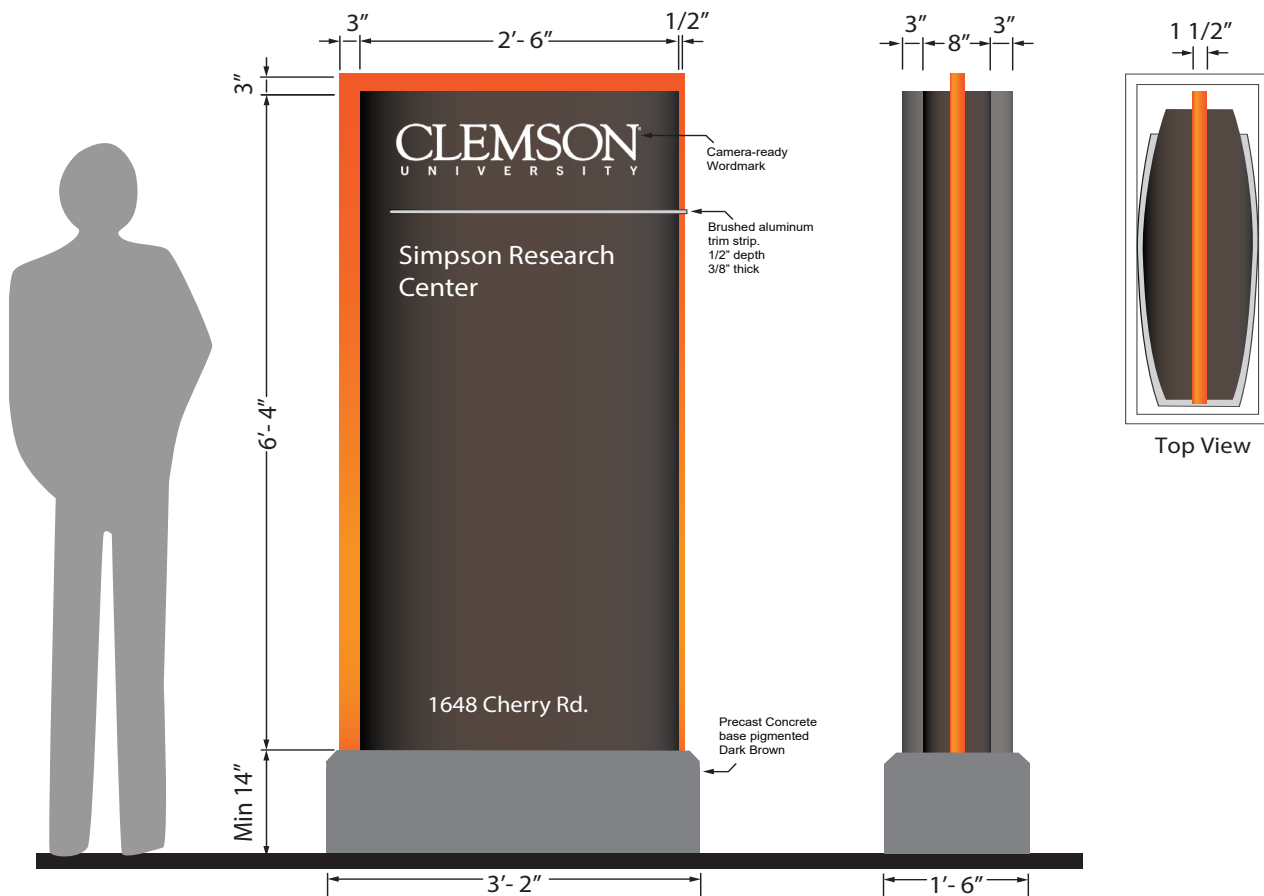   Planning & Design office

Top View

Sign Type 7:
Site I.D. (Horizontal)

- Dark duranodic bronze paint, PMS 412
- Orange Reveal painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon application and lettering.

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.
- Precast concrete base to receive a sandblasted finish and set of 6" deep concrete footing.

` All sign layouts subject to approval by the University Planning & Design office

CLEMSON
UNIVERSITY

Environmental Engineering & Science

245 Cherry Rd.

Brushed aluminum trim strip. 1/2" depth 3/8" thick

Precast Concrete base pigmented Dark Brown

3"

2'- 6"

1/2"

3"

CLEMSON
U N I V E R S I T Y

Camera-ready
Wordmark

Brushed aluminum
trim strip.
1/2" depth
3/8" thick

Simpson Research
Center

6'- 4"

1648 Cherry Rd.

Min 14"

Precast Concrete
base pigmented
Dark Brown

3'- 2"

3" 8" 3"

1'- 6"

1 1/2"
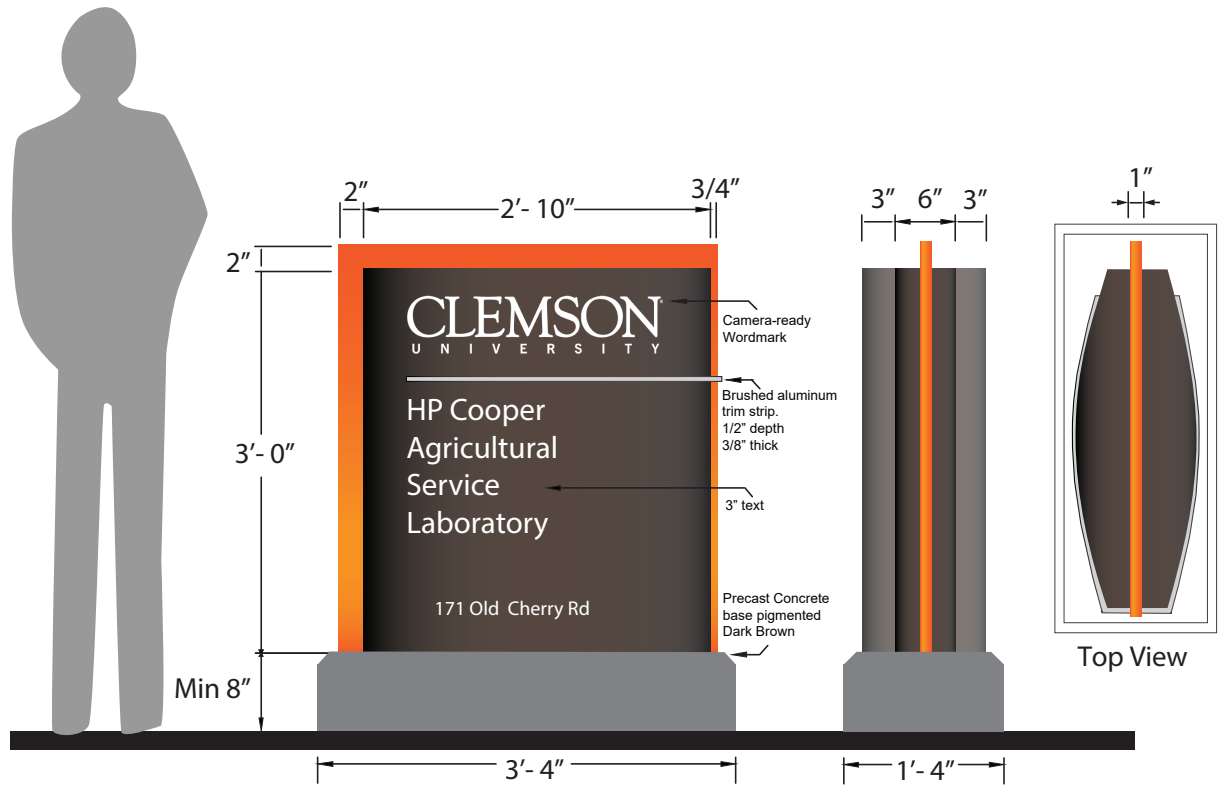
Top View

Sign Type 7:
Site I.D. (Vertical)

- Dark duranodic bronze paint, PMS 412
- Orange Reveal painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon
  application and lettering.

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.
- Precast concrete base to receive a sandblasted finish
and set of 6" deep concrete footing.

` All sign layouts subject to approval by the University
  Planning & Design office
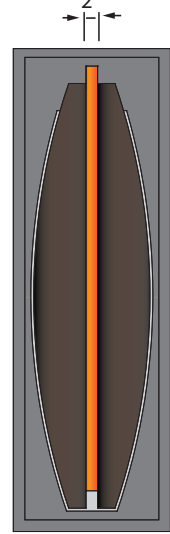
Sign Type 8:
Off Campus Office I.D./Small Site ID

- Dark duranodic bronze paint, PMS 412
- Orange Reveal painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon application and lettering.
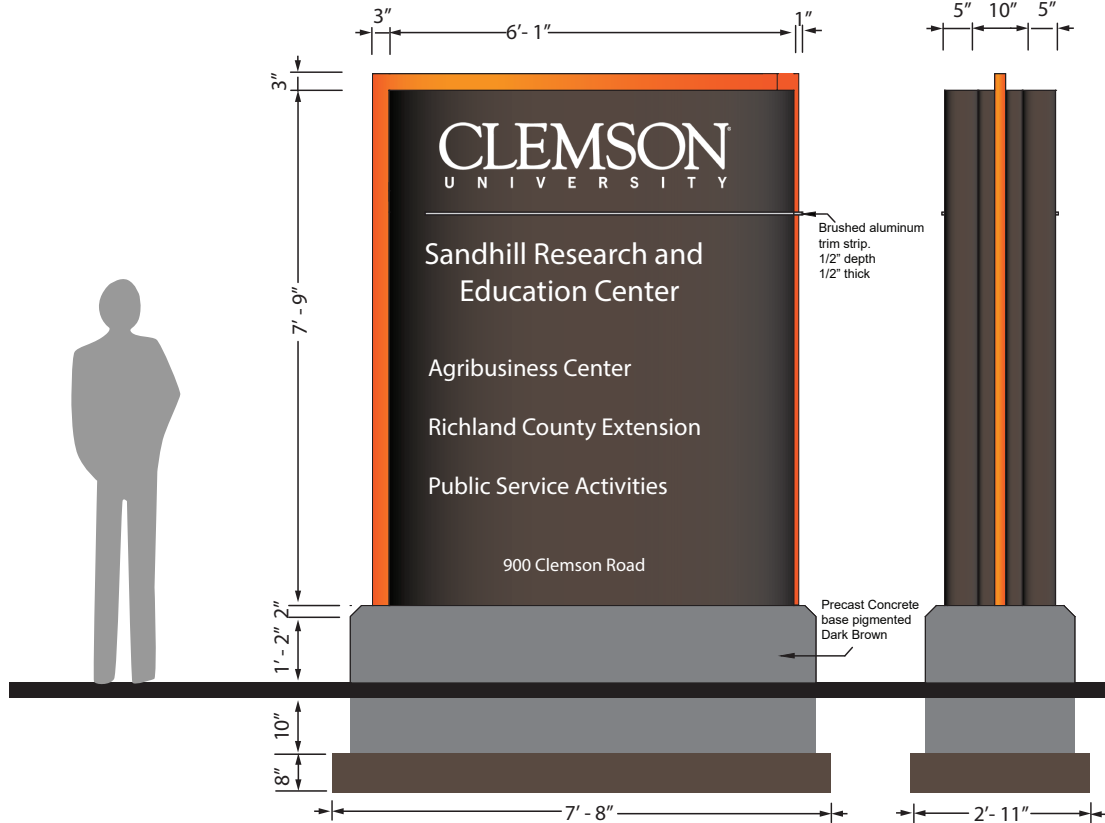
General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.
- Precast concrete base to receive a sandblasted finish and set of 6" deep concrete footing.

` All sign layouts subject to approval by the University Planning & Design office

Labels on diagram: 2", 2'- 10", 3/4", 2", 3'- 0", Min 8", 3'- 4", Camera-ready Wordmark, CLEMSON UNIVERSITY, HP Cooper Agricultural Service Laboratory, 171 Old Cherry Rd, Brushed aluminum trim strip. 1/2" depth 3/8" thick, 3" text, Precast Concrete base pigmented Dark Brown, 3" 6" 3", 1'- 4", 1", Top View

Top View

Brushed aluminum
trim strip.
1/2" depth
1/2" thick

Precast Concrete
base pigmented
Dark Brown

CLEMSON
U N I V E R S I T Y

Sandhill Research and
Education Center

Agribusiness Center

Richland County Extension
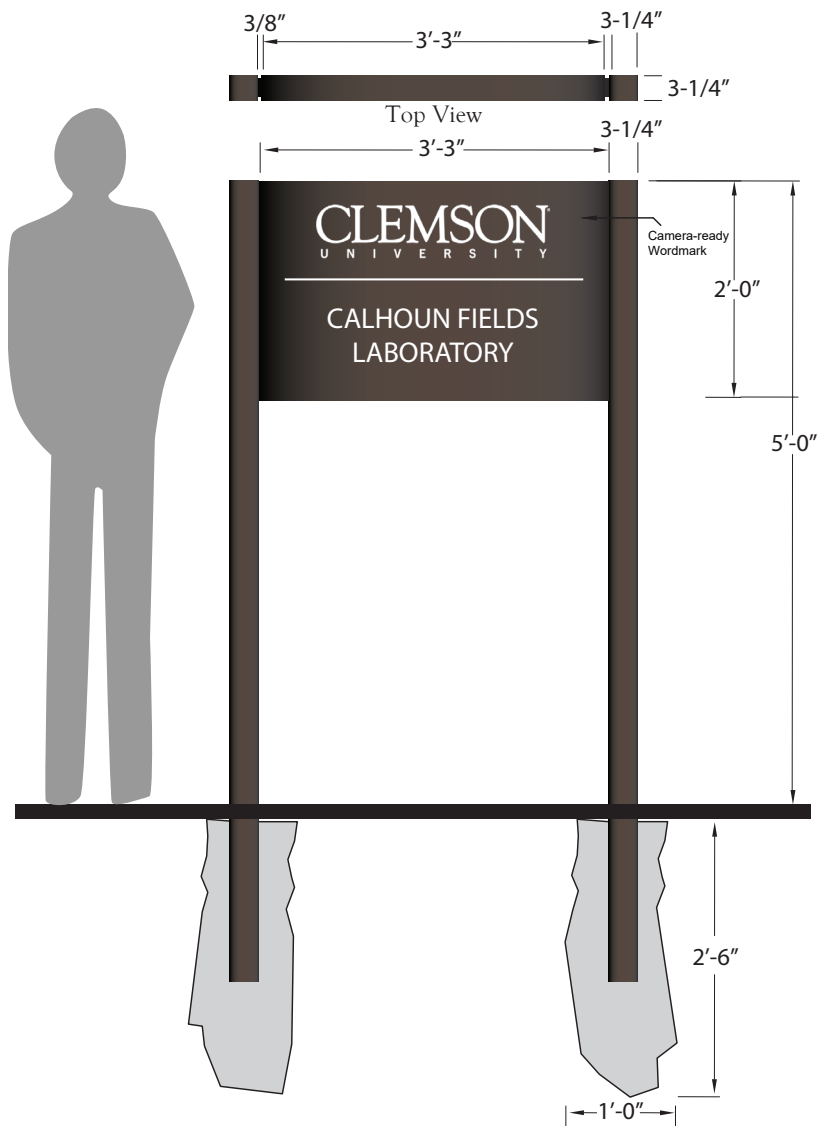
Public Service Activities

900 Clemson Road

Sign Type 8.1:
Off Campus Office I.D./Small Site ID (Large)

- Dark duranodic bronze paint, PMS 412
- Orange Reveal painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon application and lettering.
- Precast concrete base to receive a sandblasted finish and set on 8" deep concrete footing.

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University Planning & Design office

3/8" | 3'-3" | 3-1/4"

3-1/4"

Top View

3-1/4"

3'-3"

CLEMSON
UNIVERSITY

Camera-ready
Wordmark

CALHOUN FIELDS
LABORATORY

2'-0"

5'-0"

2'-6"

1'-0"
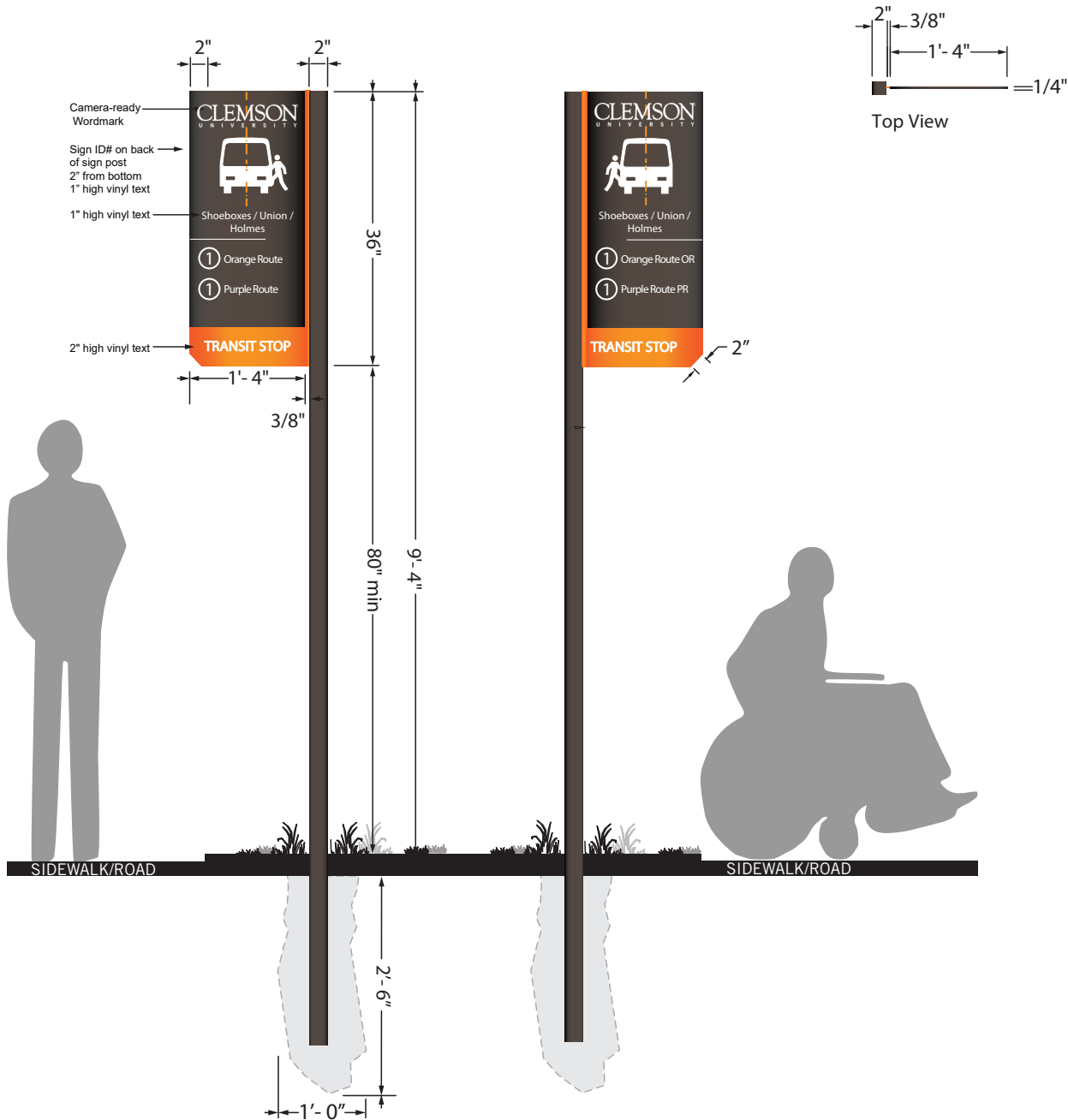
Sign Type 9:
Area I.D.

- Dark duranodic bronze paint, PMS 412
- Orange Reveal painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon
  application and lettering.
- SignComp Series 3 - 3-1/4" Square Post, extruded
aluminum (no substitutions)

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University
  Planning & Design office

2"   2"

Camera-ready Wordmark

Sign ID# on back of sign post 2" from bottom 1" high vinyl text

1" high vinyl text

2" high vinyl text

CLEMSON
UNIVERSITY

Shoeboxes / Union / Holmes

① Orange Route
① Purple Route

TRANSIT STOP

36"

1'- 4"

3/8"

80" min

9'- 4"

SIDEWALK/ROAD

2'- 6"

1'- 0"

CLEMSON
UNIVERSITY

Shoeboxes / Union / Holmes

① Orange Route OR
① Purple Route PR

TRANSIT STOP   2"

SIDEWALK/ROAD

2"   3/8"

1'- 4"

1/4"

Top View

Sign Type 10:
Mass Transit Sign

- Sign is two-sided
- Fin always points towards the road
- The bus symbol is reflected on the backside of the fin so that the pedestrian symbol is always adjacent to the post.
- Dark duranodic bronze paint, PMS 412
- Orange Reveal painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon application and lettering.
- Post embeddment must be a minimum depth of 36" surrounded with concrete a minimum of 8" on all sides of the post to full depth
- SignComp Series 2 - 2" Square Post, extruded aluminum (no substitutions)

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University Planning & Design office

29

Top View

2" 1'- 4" 1/2"
3 1/2" 5/8" 2"

CLEMSON
UNIVERSITY

TRANSIT STOP

Hendrix Student
Center

2' - 0"
3/8"
7'- 6"

① Route XX
① Route XX

Min 12"

6" 1'- 11" 6"

6" 12" 6"
6" Max 4" Max

Sign Type 10.1:
Transit/Bike Hub

General Notes:

- To be built from aluminum and shop painted. Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.Dark duranodic bronze paint, PMS 412
- Orange Reveal painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon application and lettering
- Precast concrete base to receive a sandblasted finish and set in 6" deep concrete footing.

 *Option: orange reveal may be designed to accomodate interior illumination
**Option: Clemson University wordmark, transit symbol, and/or map graphic may be designed to accomodate interior illumination

All sign layouts subject to approval by the University Planning & Design office

Alternate Design Concept and Placement
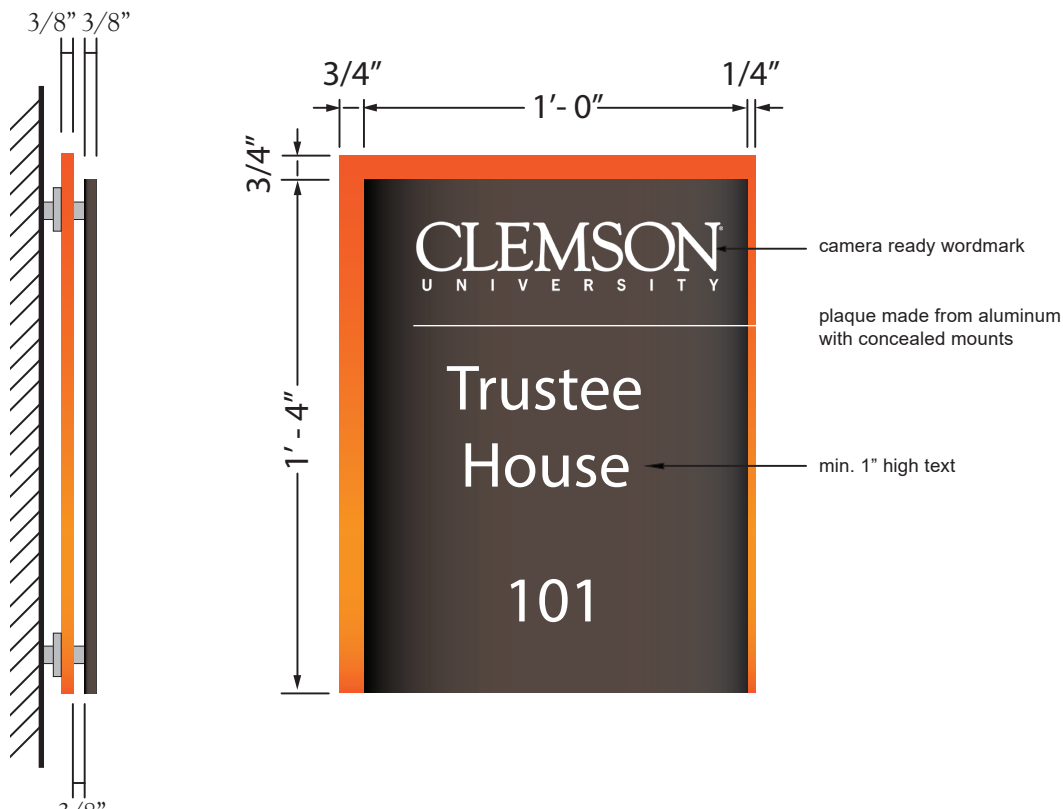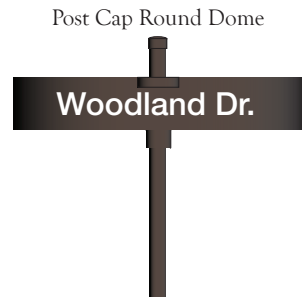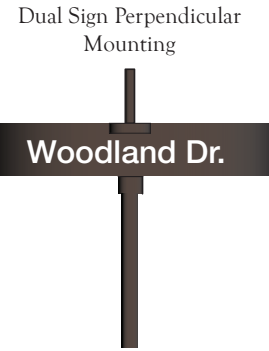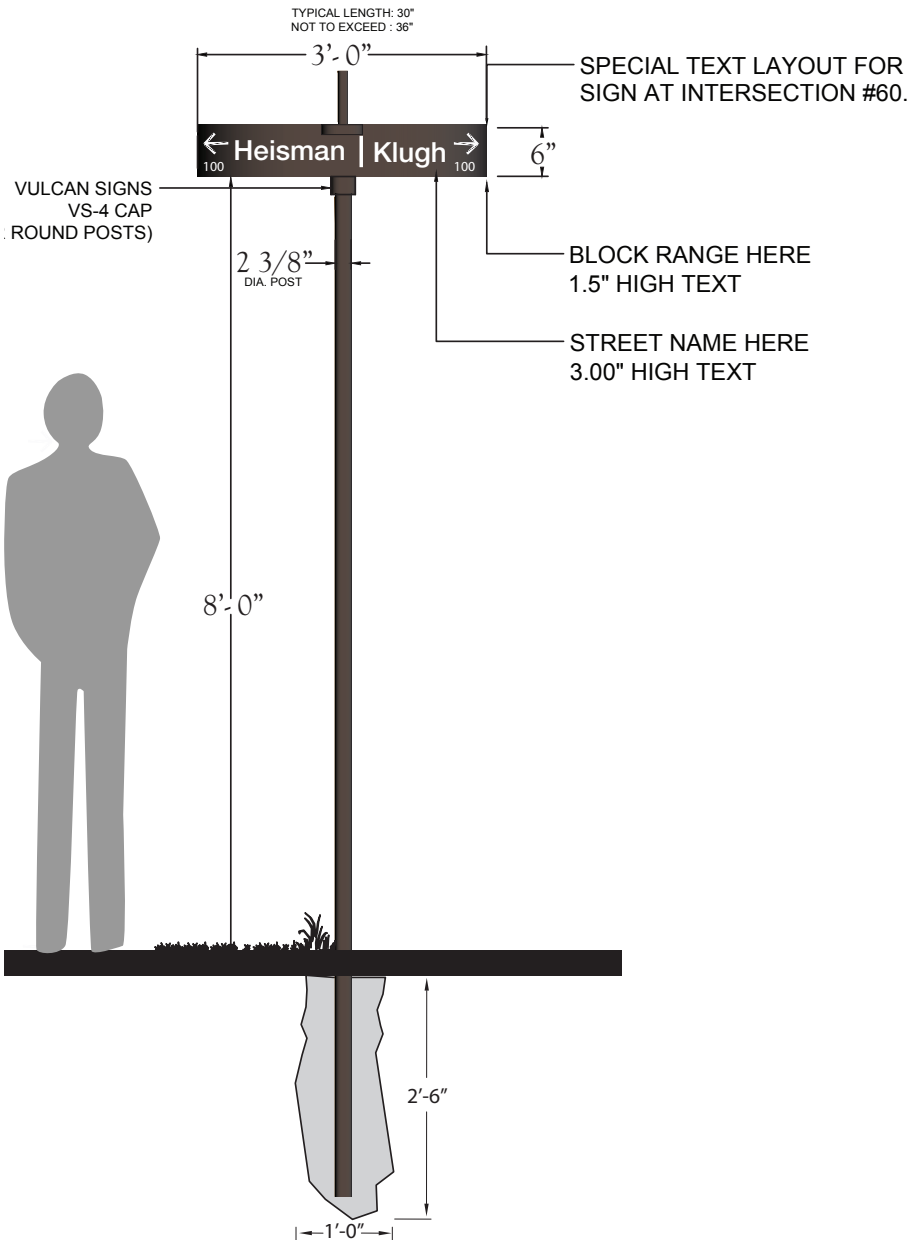
Sign Type 11:
Building I.D.

- Dark duranodic bronze paint, PMS 412
- Orange Panel painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon
  application and lettering.

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University
  Planning & Design office

3/8" 3/8"

3/4" 1/4"

1'- 0"

3/4"

1' - 4"

CLEMSON
UNIVERSITY

Trustee
House

101

camera ready wordmark

plaque made from aluminum
with concealed mounts

min. 1" high text

3/8"

TYPICAL LENGTH: 30"
NOT TO EXCEED : 36"

3'- 0"

SPECIAL TEXT LAYOUT FOR
SIGN AT INTERSECTION #60.

← Heisman | Klugh →
100   100

6"

VULCAN SIGNS
VS-4 CAP
(ROUND POSTS)

2 3/8"
DIA. POST

BLOCK RANGE HERE
1.5" HIGH TEXT

STREET NAME HERE
3.00" HIGH TEXT

8'- 0"

2'-6"

1'-0"

Dual Sign Perpendicular
Mounting

Woodland Dr.

Post Cap Round Dome

Woodland Dr.

Sign Type 12:
Street Sign Type

- 6" Vulcan .080 Flat blade (D3-1F)
- Dark duranodic bronze paint, PMS 412
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon
  application and lettering.

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University
 Planning & Design office

Typical Sign Design:
Sign Designs

Caution Tape Examples

6"×6"×11" POST- DIRECT BURY

3'-6"

2 1/2" DARK PURPLE BAND

CLEMSON
UNIVERSITY

WORD MARK - DARK PURPLE
PER 2009 GRAPHIC STANDARDS

Botanical Garden
Security Enhancements

2-1/2" GOUDY - DARK GREY
2-1/2" GOUDY - DARK GREY

Illustrative Site Plan
of Main Gate

Gate Wall with Ornamental Ironwork

pardon our progress!

2" FG SAGA - DARK PURPLE

Project #: CUP-4002007

Design Team

CIVIL ENGINEER
Land Planning Associates, Inc.
Easley, SC

CREDITS: 1-1/2" GOUDY - DARK GREY

CONTRACTOR:
Zorn General Contractors, Inc.

SIDES: 6" x 8'-0"
3/4" PLYWOOD ALL SIDES
SIGN BODY- LIGHT GREY ALL SIDES

FRONT : 3'-6" x 8'-0"

6"×6"×11" POST- DIRECT BURY

Sign Type 13:
Temporary Construction Signage

- Font Style: Goudy or Trade Gothic, dark grey
- Horizontal and vertical dimensions based upon
  application and lettering.

General Notes:

- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University
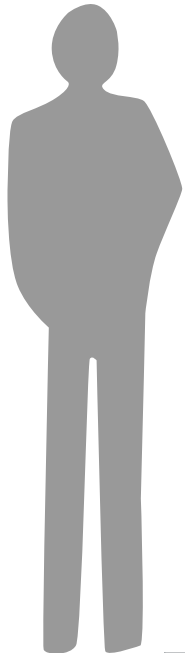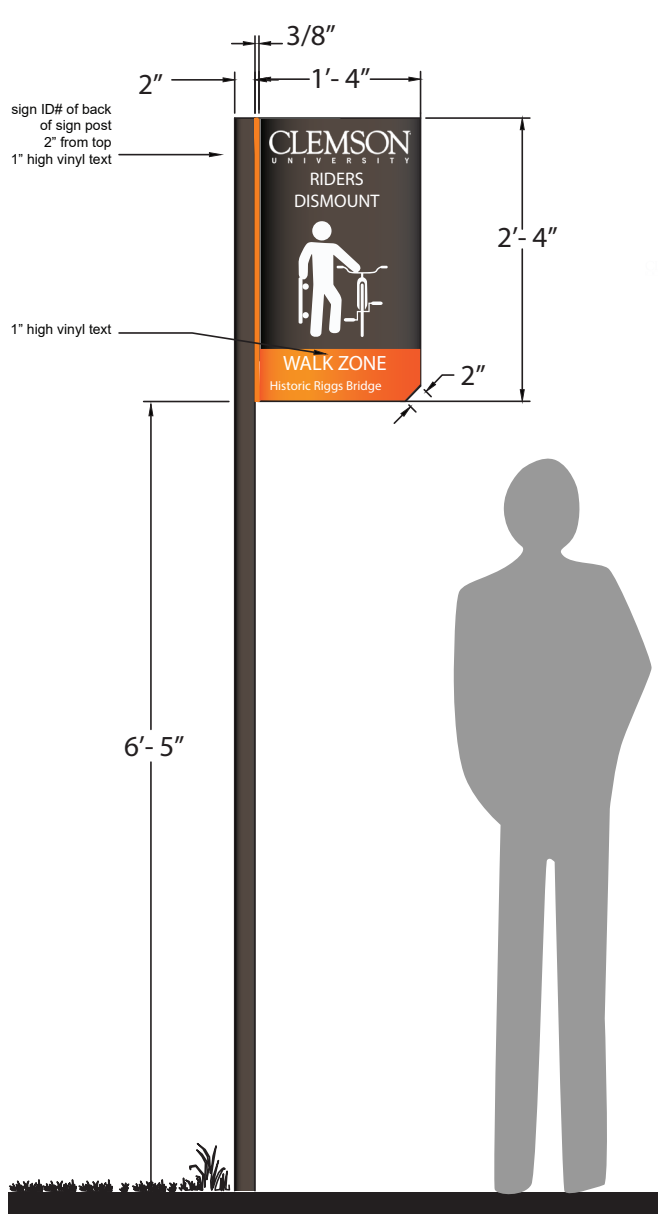 Planning & Design office
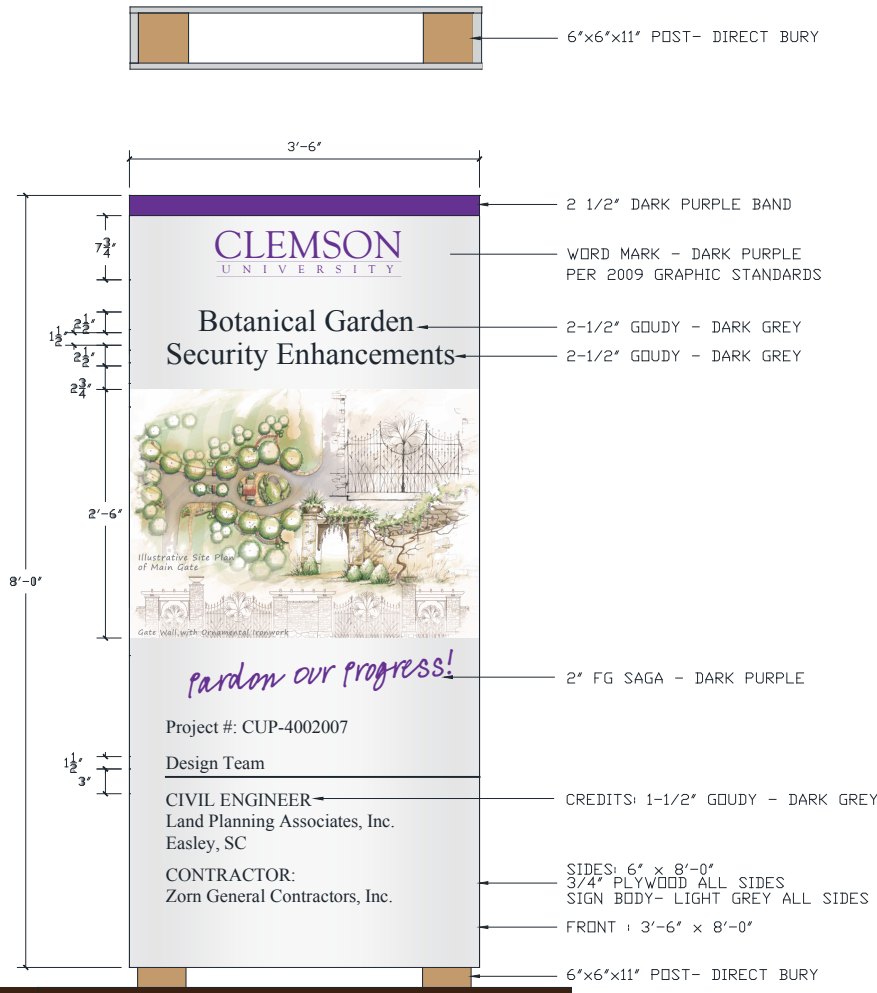
Fence Banner Example

Sign Type 13:
Temporary Construction Signage Alternates
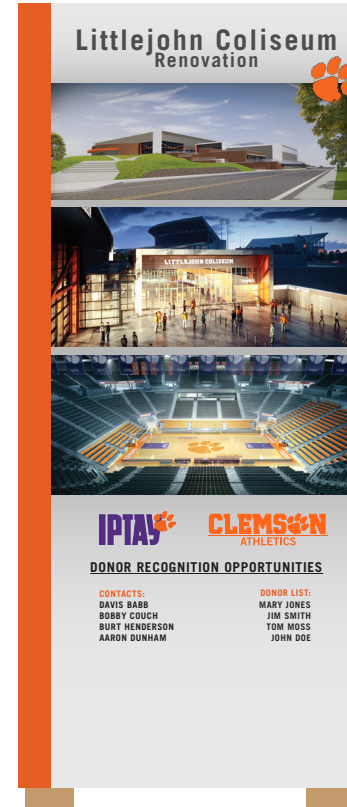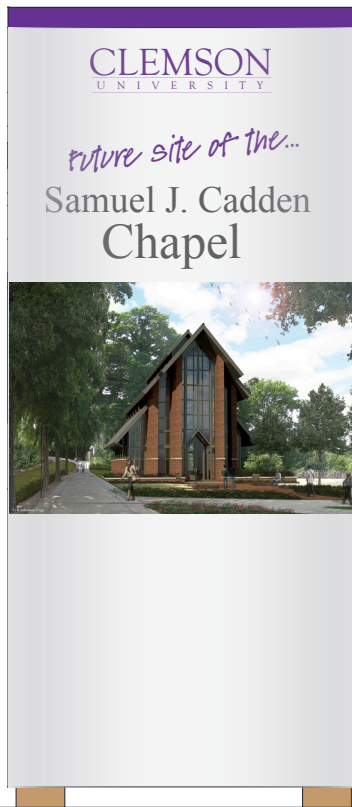
- Font Style: Goudy or Trade Gothic, dark grey
- Horizontal and vertical dimensions based upon application and lettering.

General Notes:

- Field painting is not acceptable.
- All fasteners to be concealed.
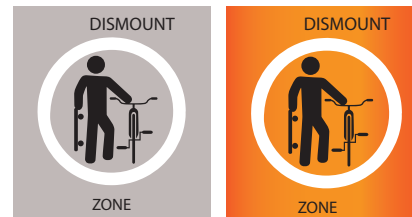- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University Planning & Design office

3/8"

2" → 1'- 4"

sign ID# of back
of sign post
2" from top
1" high vinyl text

CLEMSON
UNIVERSITY
RIDERS
DISMOUNT

2'- 4"

1" high vinyl text

WALK ZONE
Historic Riggs Bridge

2"

6'- 5"

2" 3/8"
1'- 4"
=1/4"

Top View

Sign Type 14:
Riders Dismount

- Dark duranodic bronze paint, PMS 412
- Orange Reveal painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon
  application and lettering.
- Post embeddment must be a minimum depth of 36"
  surrounded with concrete a minimum of 8" on all sides
  of the post to full depth
- SignComp Series 2 - 2" Square Post, extruded aluminum
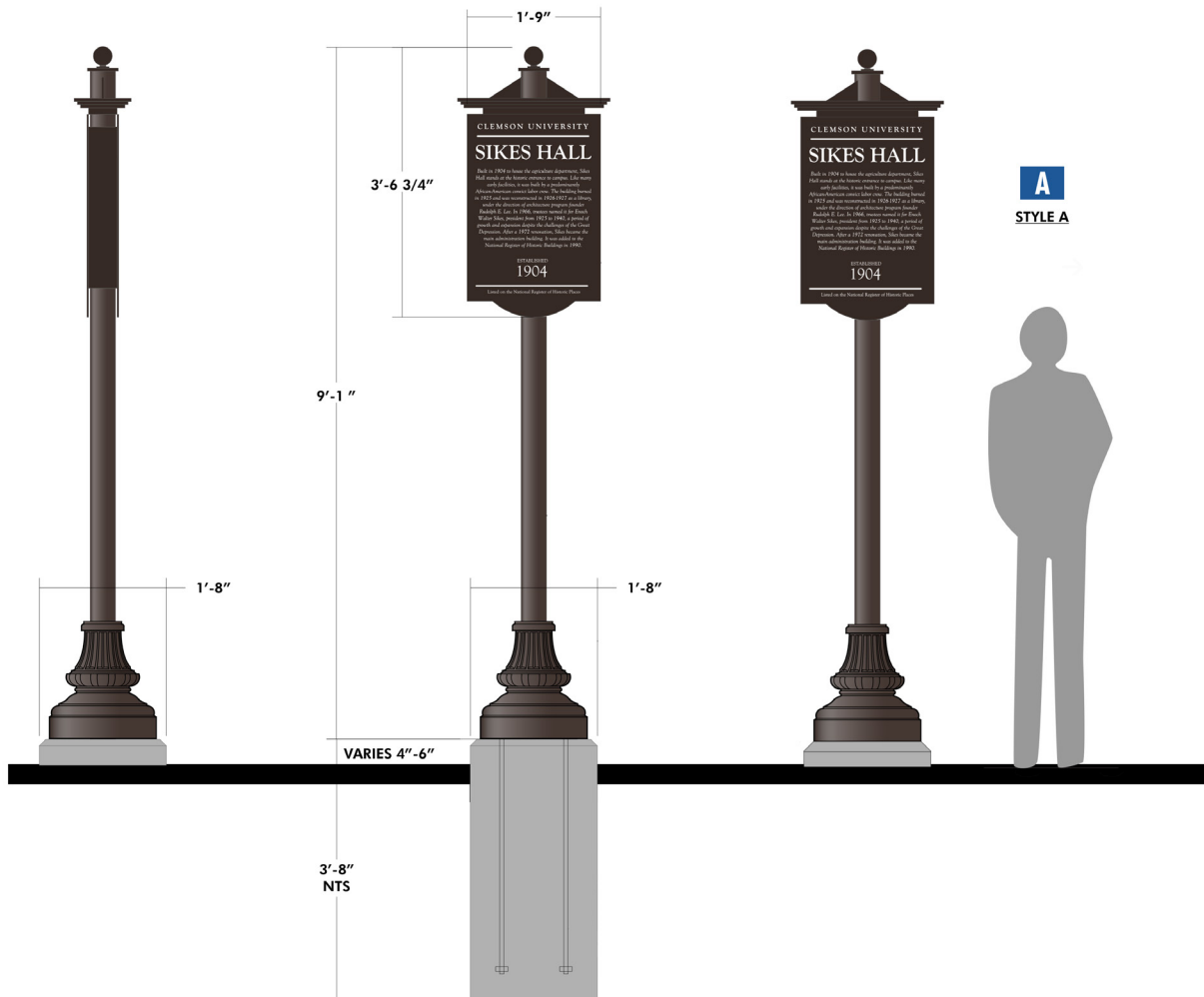(no substitutions)

Alternate Design Concepts

DISMOUNT ... ZONE

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University
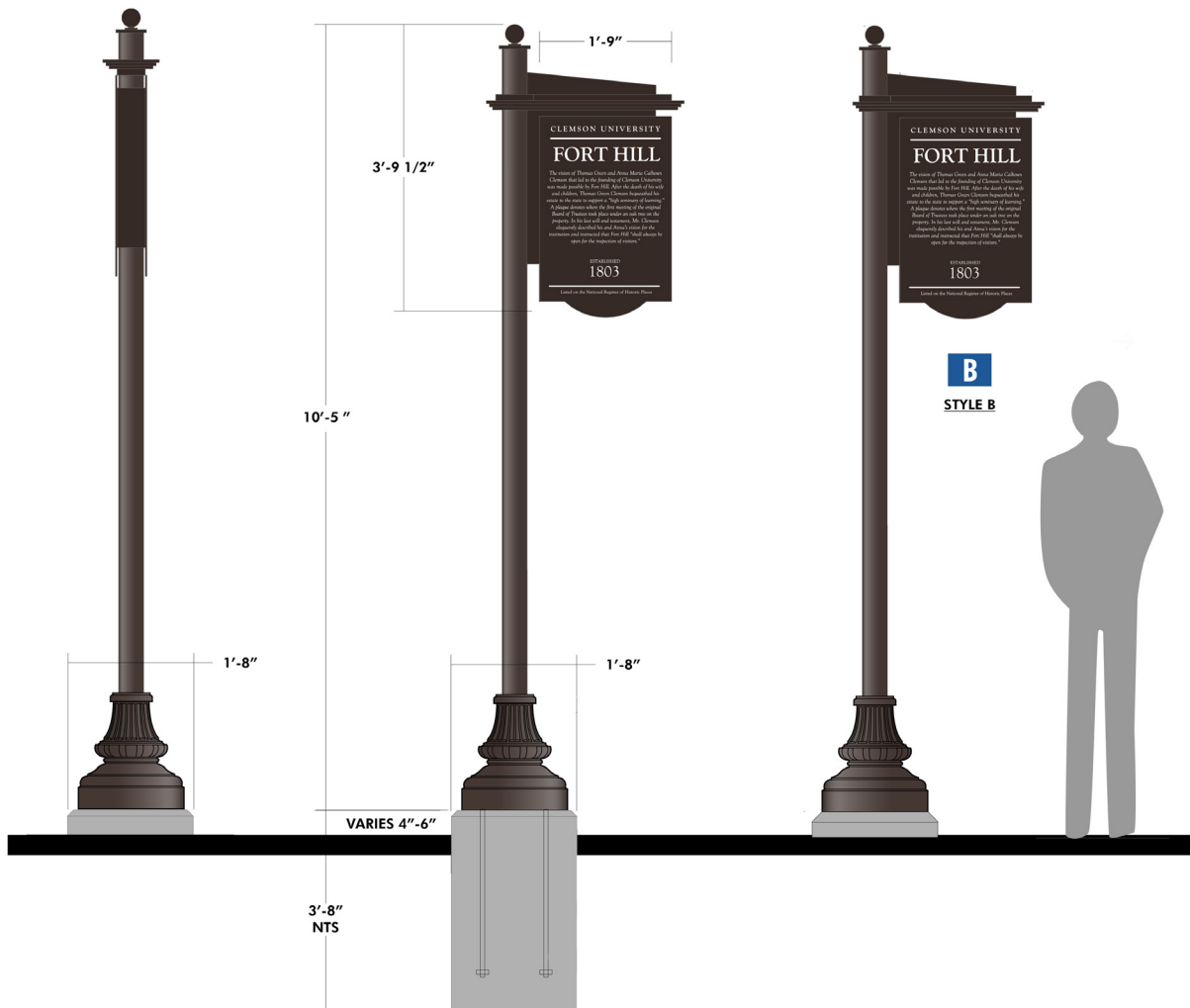 Planning & Design office

Pavement Indicator Concept

1'-9"

3'-6 3/4"

9'-1"

1'-8"

1'-8"

VARIES 4"-6"

3'-8"
NTS

CLEMSON UNIVERSITY
SIKES HALL

Built in 1904 to house the agriculture department, Sikes Hall stands at the historic entrance to campus. Like many early facilities, it was built by a predominantly African-American convict labor crew. The building burned in 1925 and was reconstructed in 1926-1927 as a library, under the direction of architecture program founder Rudolph E. Lee. In 1966, trustees named it for Enoch Walter Sikes, president from 1925 to 1940, a period of growth and expansion despite the challenges of the Great Depression. After a 1972 renovation, Sikes became the main administration building. It was added to the National Register of Historic Buildings in 1990.

ESTABLISHED
1904

Listed on the National Register of Historic Places
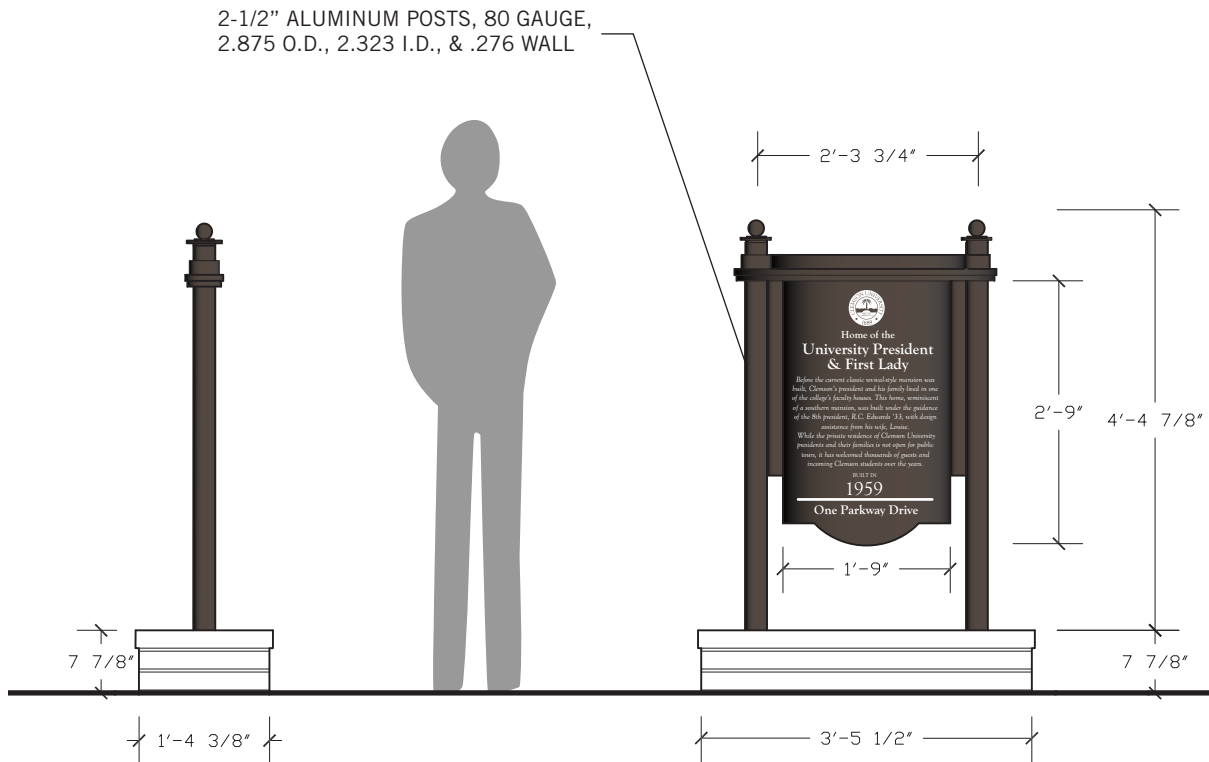
A
STYLE A

Sign Type 15: Option A
Historic Sign Type

- Dark duranodic bronze paint, PMS 412
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Back of sign to be painted dark duranodic bronze PMS 412 if not dual-sided sign
- Escutcheon plate required to close gap between the 3" post and base.
- Horizontal and vertical dimensions based upon application and lettering.
- Requires a footing a minimum depth of 42" and 17" wide beneath the ground plane. An additional 2" of the footing must rise above the ground plane.

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University Planning & Design office

1'-9"

3'-9 1/2"

10'-5"

1'-8"

1'-8"

B
STYLE B

VARIES 4"-6"

3'-8"
NTS

Sign Type 15: Option B
Historic Sign Type

- Dark duranodic bronze paint, PMS 412
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Back of sign to be painted dark duranodic bronze PMS 412 if not dual-sided sign
- Escutcheon plate required to close gap between the 3" post and base.
- Horizontal and vertical dimensions based upon application and lettering.
- Requires a footing a minimum depth of 42" and 17" wide beneath the ground plane. An additional 2" of the footing must rise above the ground plane.

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University Planning & Design office

Sign Type 15: Option C
Historic Sign Type

- Dark duranodic bronze paint, PMS 412
- Reflective white vinyl letters
- Font style: Goudy Old Style

2-1/2" ALUMINUM POSTS, 80 GAUGE,
2.875 O.D., 2.323 I.D., & .276 WALL

2'-3 3/4"

2'-9"

4'-4 7/8"

1'-9"

7 7/8"

7 7/8"

3'-5 1/2"

1'-4 3/8"

Home of the
University President
& First Lady

Before the current classic revival-style mansion was built, Clemson's president and his family lived in one of the college's faculty houses. This home, reminiscent of a southern mansion, was built under the guidance of the 8th president, R.C. Edwards '33, with design assistance from his wife, Louise.
While the private residence of Clemson University presidents and their families is not open for public tours, it has welcomed thousands of guests and incoming Clemson students over the years.

BUILT IN
1959

One Parkway Drive

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University Planning & Design office

Appropriate Content Layouts

Sign Type 16:
Historic Property Interpretive
Site Signs

People may look at a wayside for three seconds or three minutes. The average is 45 seconds. Wayside exhibit design should have a clear focus and hierarchy so the viewer who spends only a few seconds gets the main idea. Give those who take more time some details worth pondering. Many of the details should be in the images.

Appropriate Text:
Titles and body text should be succint yet engaging. Both should strive to tell a story rather than merely identify the subject. A good way to measure whether the length of the body text is excessive, is to read it aloud. If the key ideas cannot be expressed in under 45 seconds, then the body text is too long.

Greater detail and additonal signage examples may be found at: http://www.nps.gov/hfc/products/waysides/

General Notes:

- Dark duranodic bronze paint, PMS 412
- Font style Helvetica Neue Lt Std Medium
- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.

Appropriate Content Layout

Appropriate Content Layout

Sign Type 16:
Interpretive Site Signs I Content

Inkjet is a direct-to-print digital fabrication process. Because there is no film separation involved, color designations are not limited. However, due to transparency issues with inkjet printers and third-party RIPS (printer controllers), spot colors (PMS) are not recommended for raster or vector graphics.
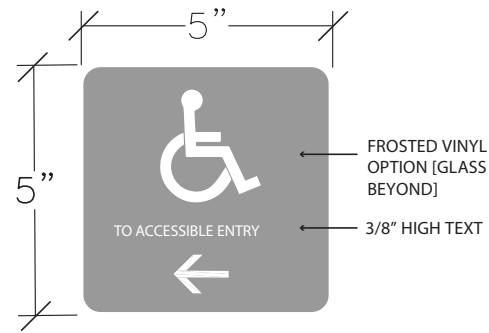
Appropriate Graphics:
Raster Graphics: RGB Vector Graphics: CMYK*
Resolution:100-150dpi**

** Resolution requirements represent final reproducible size (100%). Example: An 8x10-inch print scanned at 300dpi is to be used on a wayside panel at 36x24 inches. After the scan is enlarged, without interpolation, to its final reproducible size of 36x24 inches, the resolution drops to 83dpi, below the 100dpi requirement. The print would have to be rescanned at 360dpi.

* Raster graphics are mostly photographs and made of pixels. Vector graphics are mostly maps and logos and are made of mathematical formulas.

` All sign layouts subject to approval by the University Planning & Design office

Typical Sign Design:
Sign Designs

5"

5"

FROSTED VINYL
OPTION [GLASS
BEYOND]

TO ACCESSIBLE ENTRY

3/8" HIGH TEXT

ADA Parking Lot Accessibility

3/8" 1'-4" 2"

2"

Top View

2" 3/8"

1'- 0"

1/4"

Top View

1'-4" 2"

1'-4"

Accessible
Route

3'-6"

2'-6"

1'-0"

2" 1'- 0"

Accessible
Route

2'-6"

1'-0"
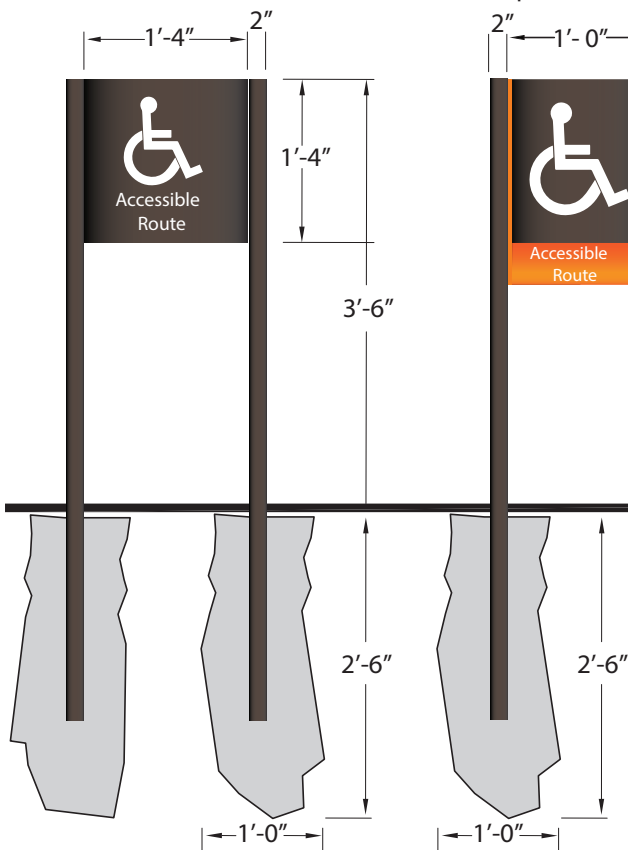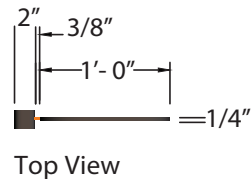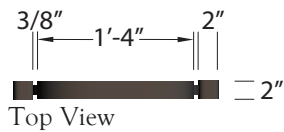
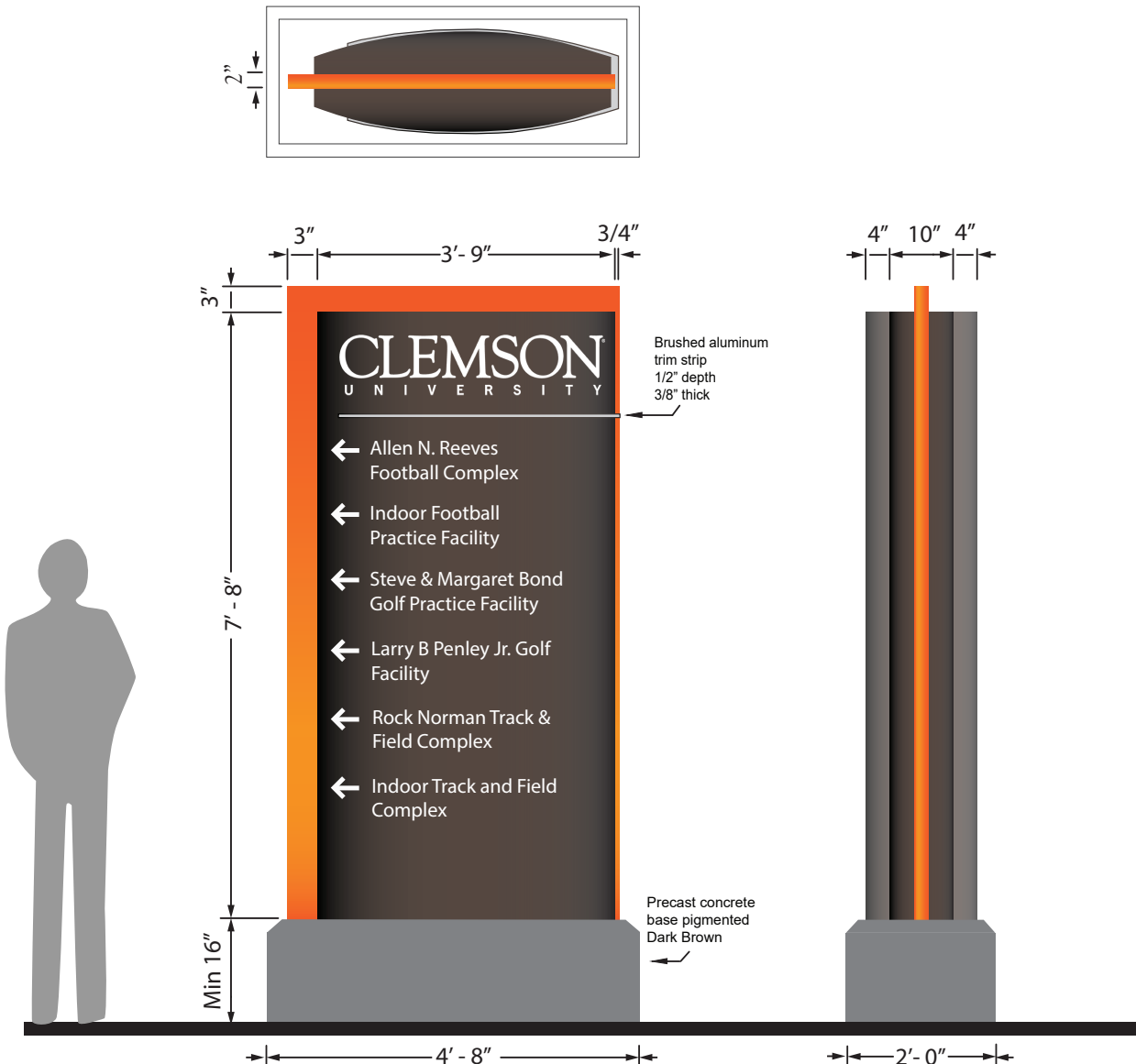# Sign Type 17:
Handicap Accessibility Signage

- Dark duranodic bronze paint, PMS 412
- Orange Reveal painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon
  application and lettering.
- SignComp Series 2 - 2" Square Post, extruded aluminum
(no substitutions)

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University
  Planning & Design office
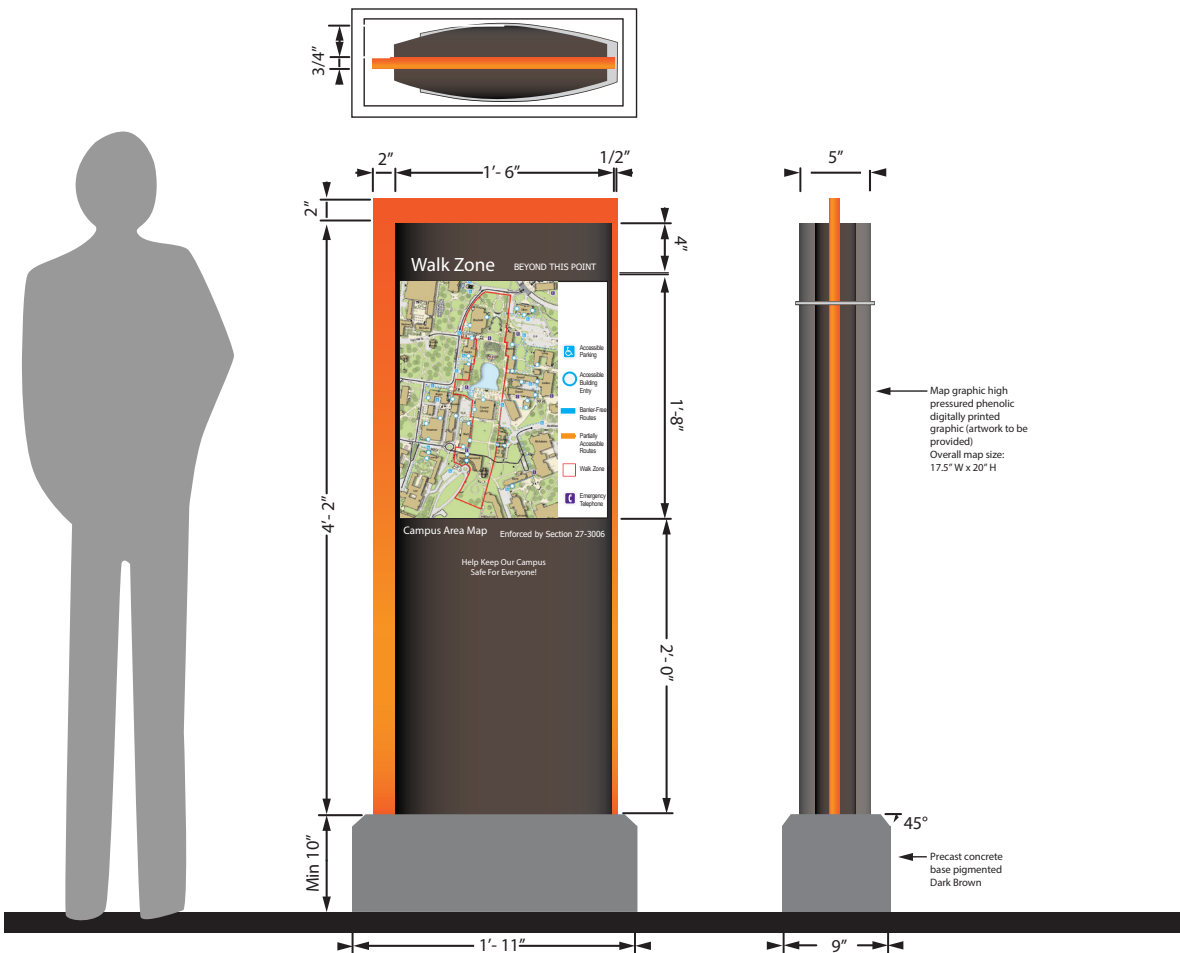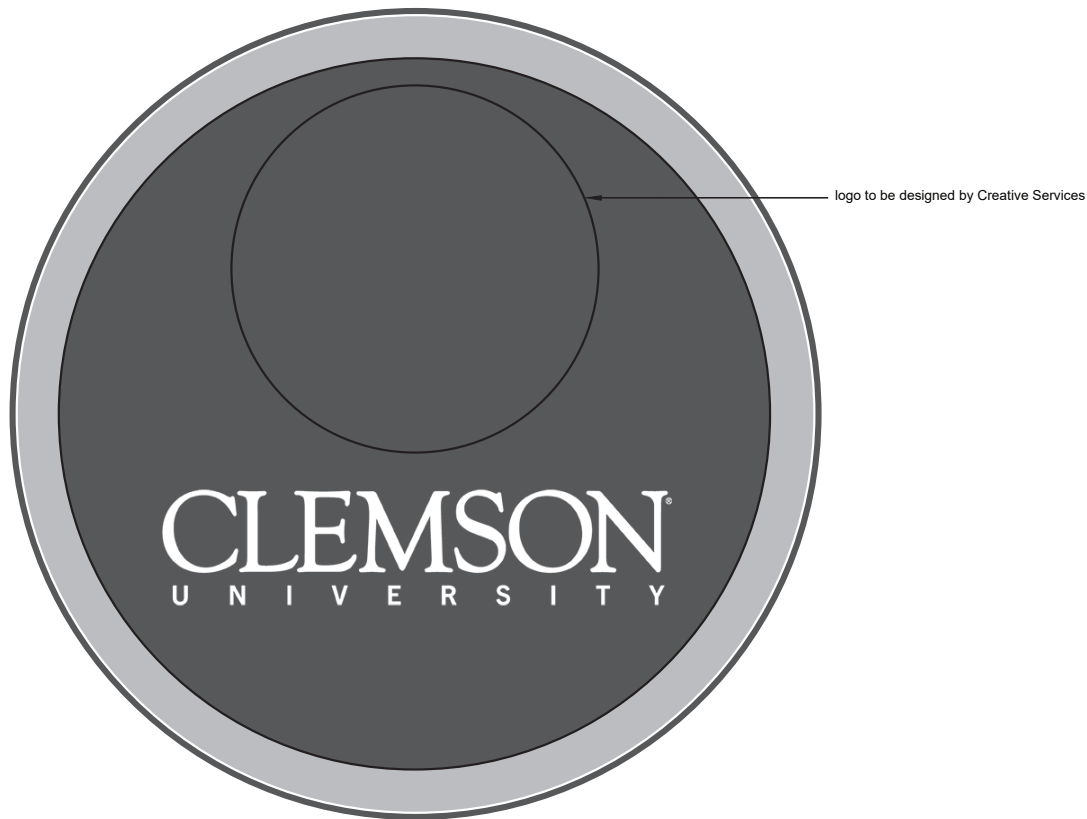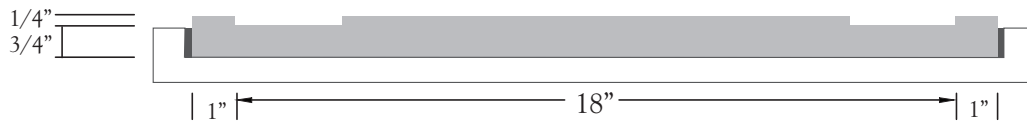
Sign Type 18:
Walk Zone Signage - Map

- Dark duranodic bronze paint, PMS 412
- Orange Reveal painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon application and lettering.

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.
- Precast concrete base to receive a sandblasted finish and set of 6" deep concrete footing.

` All sign layouts subject to approval by the University Planning & Design office

2"

3" | 3'- 9" | 3/4"

3"

Brushed aluminum
trim strip
1/2" depth
3/8" thick

CLEMSON
U N I V E R S I T Y

← Allen N. Reeves
Football Complex

← Indoor Football
Practice Facility

← Steve & Margaret Bond
Golf Practice Facility

← Larry B Penley Jr. Golf
Facility

← Rock Norman Track &
Field Complex

← Indoor Track and Field
Complex

7' - 8"

Min 16"

Precast concrete
base pigmented
Dark Brown

4' - 8"

4" 10" 4"

2'- 0"

Sign Type 19:
Trailblazer Signs (Large)

- Dark duranodic bronze paint, PMS 412
- Orange Reveal painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon
  application and lettering.

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.
- Precast concrete base to receive a sandblasted finish
and set of 6" deep concrete footing.

` All sign layouts subject to approval by the University
   Planning & Design office

1/4"
3/4"

1" ———————— 18" ———————— 1"

Sign Type 20:
Ground Plaque

logo to be designed by Creative Services
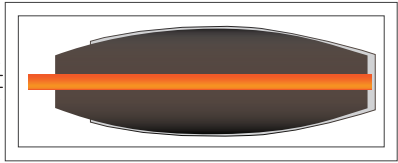
- Dark duranodic bronze paint, PMS 412
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon
  application and lettering.

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.

` All sign layouts subject to approval by the University
  Planning & Design office

CLEMSON®
U N I V E R S I T Y

Sign Type 22:
Pedestrian Directional/Death Valley Sign

- Dark duranodic bronze paint, PMS 412
- Orange Reveal painted PMS 166C
- Reflective white vinyl letters
- Font style Helvetica Neue Lt Std Medium
- Horizontal and vertical dimensions based upon application and lettering.

General Notes:

- To be built from aluminum and shop painted.
- Field painting is not acceptable.
- All fasteners to be concealed.
- Text layout to be maintained as shown.
- Precast concrete base to recieve a sandblasted finish and set of 6" deep concrete footing.

` All sign layouts subject to approval by the University Planning & Design office

Exterior Signage
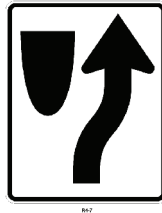## Regulatory Signage

Regulatory Signage

Sign: R1 Series
Stop Signs

Sign: R2 Series
No Turns

Sign: R3 Series
Straight/Optional Lane

Sign: R4 Series
Movement Regulation

Sign: R5 Series
Selective Exclusion
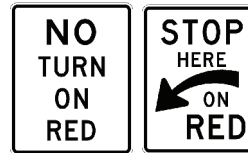
Sign: R-6 Series
One-way / Divided Highway

Sign: R-7 Series
Parking Regulation

Sign: R-8 Series
Parking Prohibition & Emergency Restriction

Sign: R-9 Series
Pedestrian & Bicycle
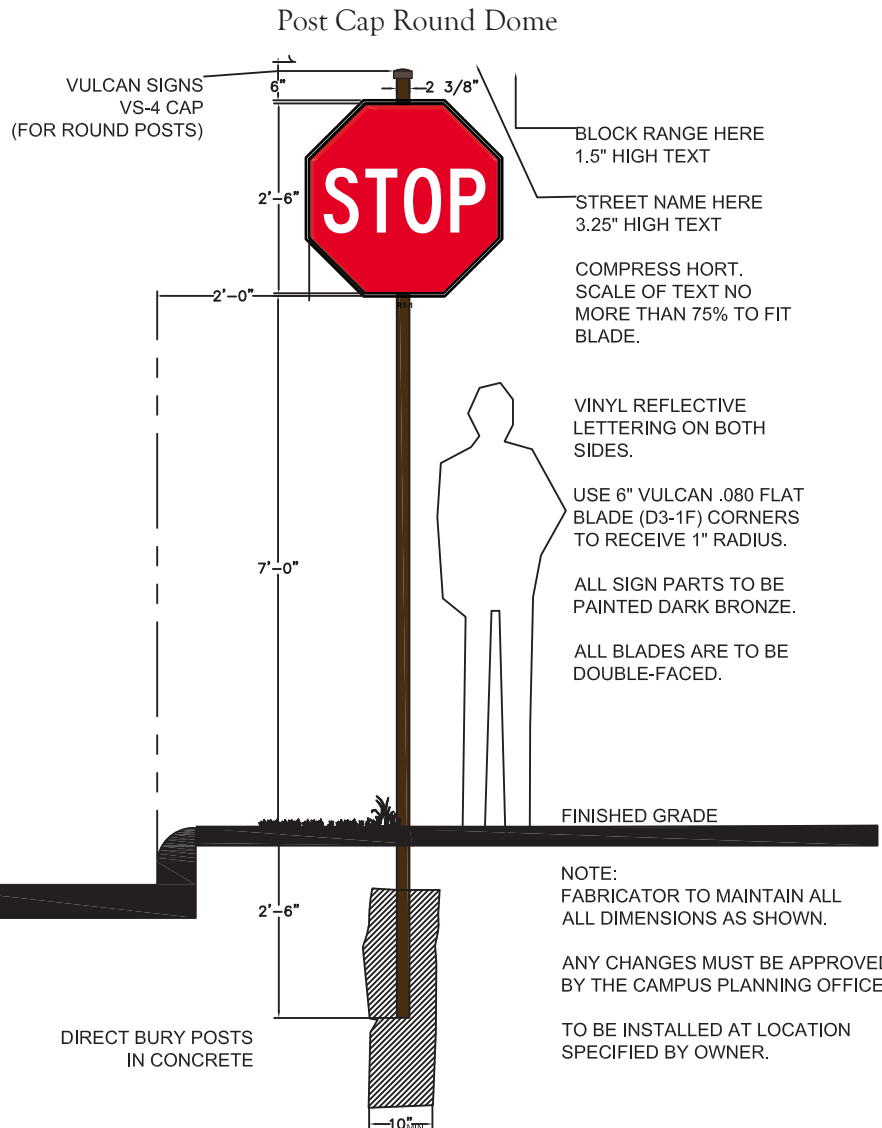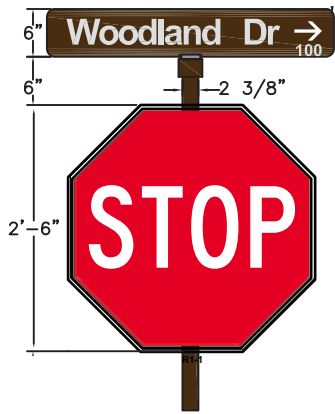
Sign: R-10 Series
Traffic Signals

R-Series Signs

The University Planning and Design Signage Standards define the aesthetics and standards of Clemson Campus Signage, and use a compilation of national standards for all traffic controlling devices. As a guiding principle, we look to the Manual on Uniform Traffic Control Devices (MUTCD) published under the Federal Highway Administration, to define these standards used by road managers nationwide to maintain traffic control devices on all public streets, highways, bikeways and private/public roads. These regulatory signs are updated periodically to accommodate the changing transportation needs and technologies both campus-wide and nation-wide. This selection of signs indicates the general aesthetic of the MUTCD guidelines which should be followed closely and should be periodically updated when necessary.

Various examples of R-Series signs from MUTCD manual that are adapted to and used on Campus.

Regulatory Signage:
Mounting & Placement Standards

Application mounting to Street Sign Type 12

6"

Woodland Dr → 100

6"

2 3/8"

STOP

2'–6"

Post Cap Round Dome

6" — 2 3/8"

VULCAN SIGNS
VS-4 CAP
(FOR ROUND POSTS)

2'–6"

STOP

2'–0"

7'–0"

FINISHED GRADE

2'–6"

DIRECT BURY POSTS
IN CONCRETE

10" MIN.

BLOCK RANGE HERE
1.5" HIGH TEXT

STREET NAME HERE
3.25" HIGH TEXT

COMPRESS HORT.
SCALE OF TEXT NO
MORE THAN 75% TO FIT
BLADE.

VINYL REFLECTIVE
LETTERING ON BOTH
SIDES.

USE 6" VULCAN .080 FLAT
BLADE (D3-1F) CORNERS
TO RECEIVE 1" RADIUS.

ALL SIGN PARTS TO BE
PAINTED DARK BRONZE.

ALL BLADES ARE TO BE
DOUBLE-FACED.

NOTE:
FABRICATOR TO MAINTAIN ALL
ALL DIMENSIONS AS SHOWN.

ANY CHANGES MUST BE APPROVED
BY THE CAMPUS PLANNING OFFICE

TO BE INSTALLED AT LOCATION
SPECIFIED BY OWNER.

In addition to the MUTCD aesthetics and standards, the University Design Standards adds these additional standards:

Use 2 3/8" Round pole type The reverse sides of all signs has to be painted dark bronze PMS 412 to match the pole.

C is labeled "Roadside Sign in Business, Commercial, or Residential Area." The road is shown with a curb along the outside edge of the pavement. The sign in this example is a Stop sign. The distance from the bottom edge of the sign to the surface of the sidewalk is shown as a dimension of 7 ft MIN. A note for this dimension states "Where parking or pedestrian movements are likely to occur." The distance from the edge of the pavement to the near edge of the sign is shown as a dimension of 2 ft MIN.

All Regulatory Signage is to be mounted using the Post-Cap Round Dome detail unless otherwise mounted to a Street Sign Type.

Example shown is an R-1 sign type
Any R-type sign needs to comply with these standards.
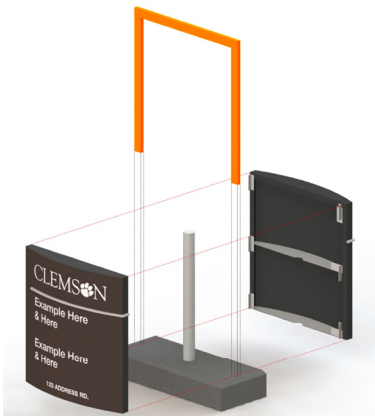
Exterior Signage
Assembly Diagrams

Assemby Diagrams

Assembly Diagram
Monolithic Sign (Small)

Top View

Perspective

Exploded Axon

Orange Reveal Rectangular Tube

Aluminum Frame

Aluminum Trim Strip

Face Panel

Inner Steel Tube Cast in Concrete Base

Finished Grade

Precast Base

Finished Grade 7" Minimum Above Grade

Foundation

Assembly Diagram
Monolithic Sign (Large)

Top View

Perspective

Exploded Axon

Orange Reveal
Rectangular Tube

Aluminum Frame

Aluminum Trim Strip

Face Panel

Inner Steel Tube
Cast in Concrete Base

Finished Grade

Precast Base

Finished Grade 7"
Minimum Above Grade

Foundation

51
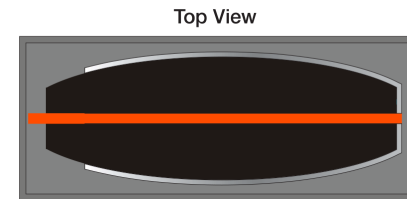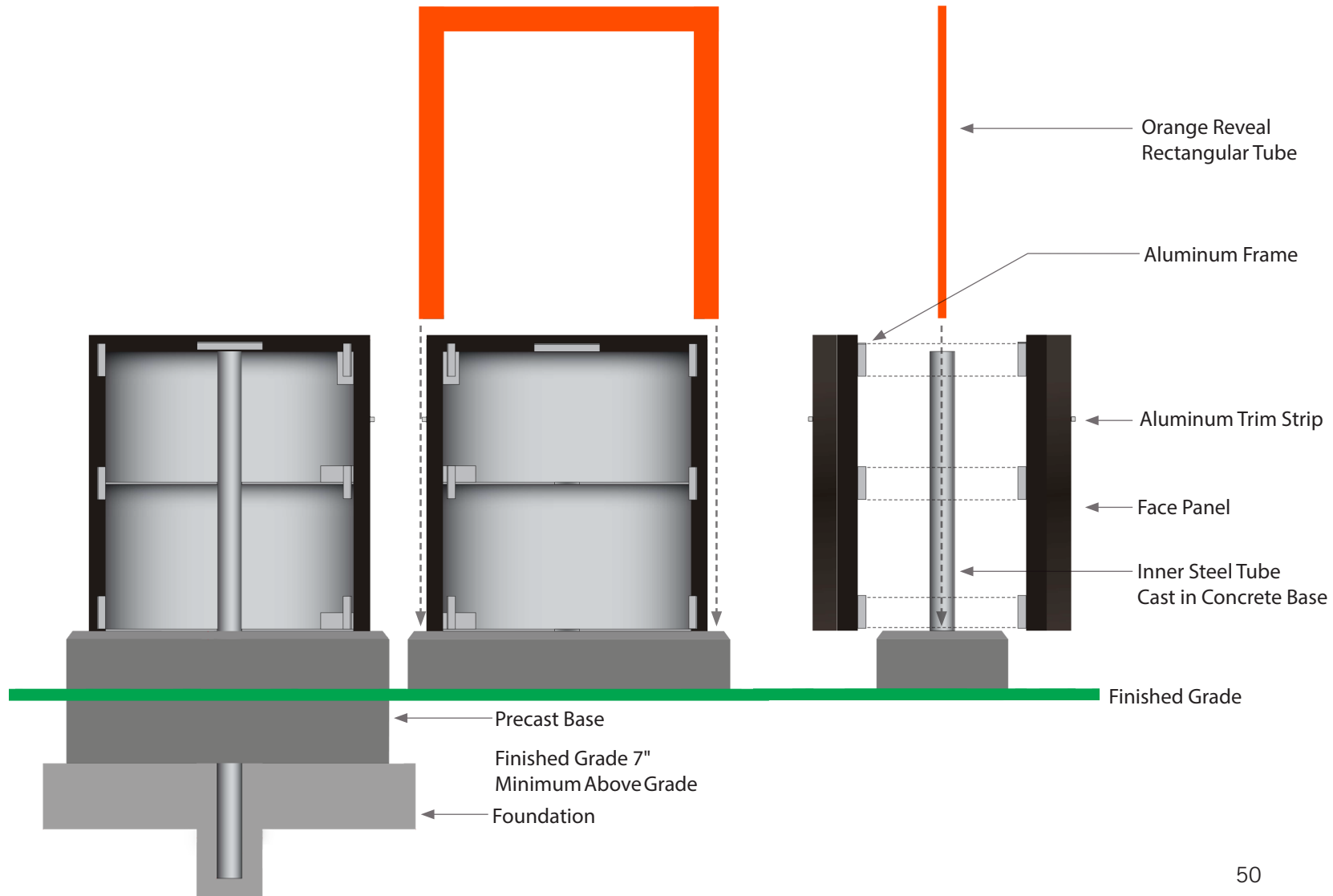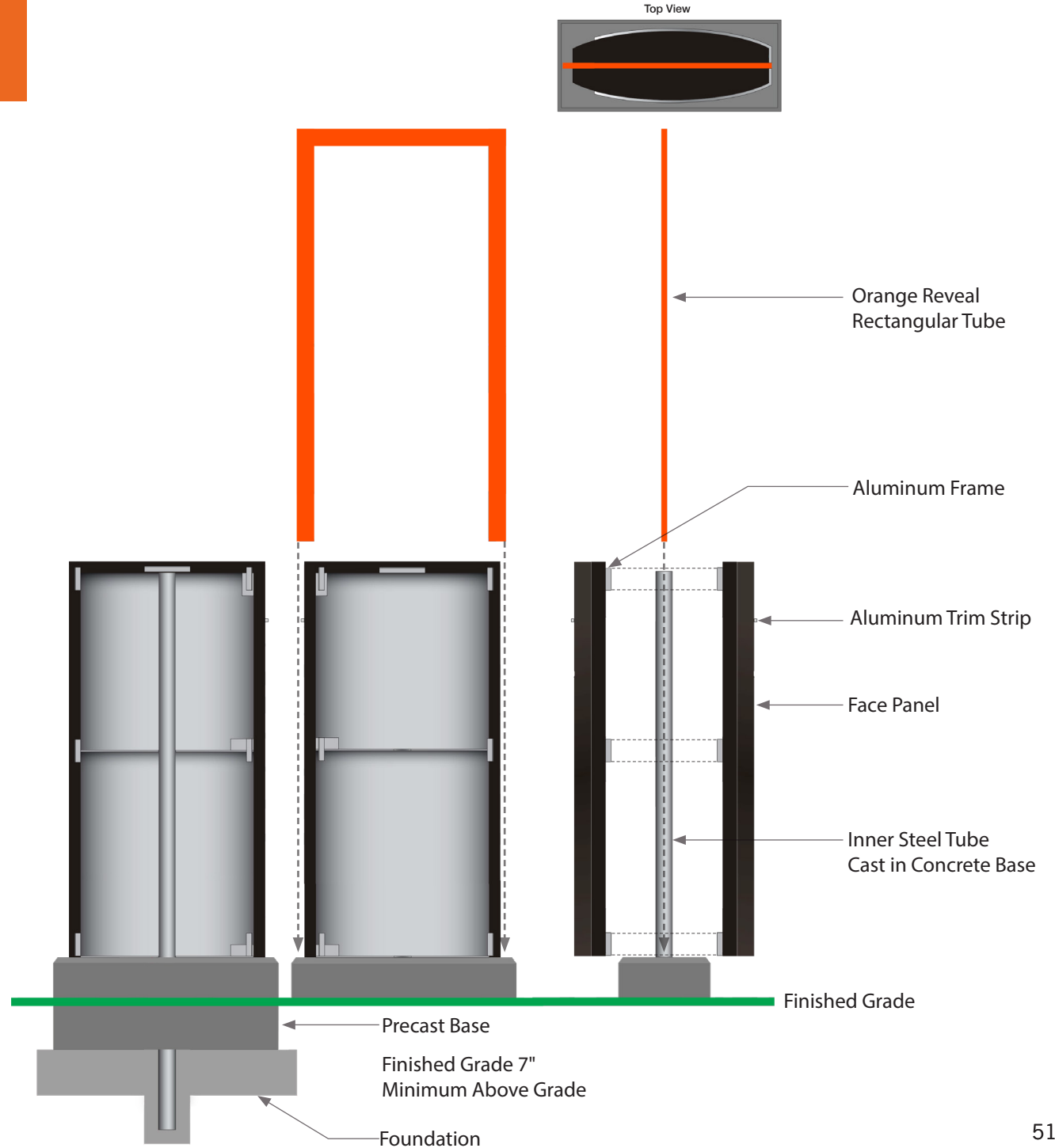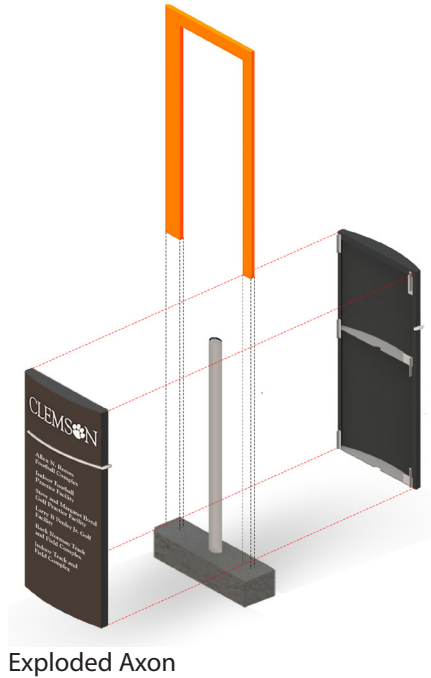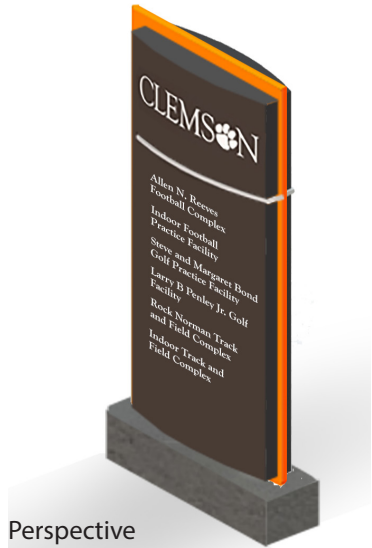
Assembly Diagram
Historic Sign: Option A

CAST ALUMINUM FINIAL

CHEMICALLY WELDED CAP

ALUMINUM FACE PLATE
CHEMICALLY WELDED TO TUBULAR FRAME

TWO (2) 4 1/2" X .25" ALUM ANGLE
WELDED TO CREATE TUBULAR FRAME

4" DIA ALUMINUM POST

ALUMINUM HORIZONTAL RULE
CHEMICALLY WELDED TO FACE PLATE

EXPLODED AXONOMETRIC VIEW   NTS

AXONOMETRIC VIEW   NTS

CAST ALUMINUM FINIAL

CHEMICALLY WELDED CAP

ALUMINUM FACE PLATE
CHEMICALLY WELDED TO STRUCTURAL BACKER

1" ALUM FRAME WELDED
TO CREATE STRUCTURAL BACKER

4" DIA ALUMINUM POST

ALUMINUM HORIZONTAL RULE
CHEMICALLY WELDED TO FACE PLATE

EXPLODED AXONOMETRIC VIEW   NTS