# Exterior Signage

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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.
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.
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.
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.
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.
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.

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.

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.
Exterior Signage

Typical Sign Design

Typical Sign Design

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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.
Typical Sign Design:

**Type Style**

- **Goudy Old Style**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz 1234567890

- **Goudy Old Style Bold**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz 1234567890

- **Trade Gothic LT Std**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz 1234567890

- **Helvetica Neue LT Std**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz 1234567890

**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”.

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Text

Text

Text
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**

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).

**Color Specifications | PMS 165 C**

<table>
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<th></th>
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<th>M</th>
<th>Y</th>
<th>K</th>
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</tbody>
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**Color Specifications | PMS 412 C**

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<th>Y</th>
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**Color Specifications | Fort Hill White**

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<td>255</td>
<td>255</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Typical Sign Design:

Sign Family

Campus Map
Pedestrian
Directional
Vehicular
Directional (SM)
Vehicular
Directional (L)
Parking
Lot ID
Parking
Area ID
Site ID
(horizontal)
Site ID
(vertical)
OffCampus
Office ID & Site ID
Area ID

Typical Sign Design:

Sign Family
Typical Sign Design:

Sign Family

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

- Accessible Building Entry
- Walk Zone
- Barrier-Free Routes

- Partially Accessible Routes
- Emergency Telephone

- TRANSIT STOP
  - Shoeboxes / Union / Orange Route
  - 1 Purple Route

- Hendrix Student Center
- TRANSIT STOP
  - Route XX

- Historic Riggs Bridge
- Listed on the National Register of Historic Places
- 1803 ESTABLISHED

- FORT HILL
  - Early in the 19th century, Fort Hill was purchased by the mother of Floride, the wife of John C. Calhoun. Their daughter Anna Maria Calhoun inherited the property upon her parents' deaths. She later married Thomas Green Clemson and willed her share of Fort Hill to her husband upon her death in 1886. In 1888, Thomas Green Clemson bequeathed the Fort Hill plantation to the state of South Carolina for the establishment of a scientific and agricultural college.
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
**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
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 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**

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

**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
Typical Sign Design:

Sign Design

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
**Typical Sign Design:**

**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*
**Typical Sign Design:**

**Sign Designs**

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**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.
Typical Sign Design:
Sign Designs

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
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
Typical Sign Design:

Sign Designs

**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
Typical Sign Design:
Sign Designs

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
**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 accommodate interior illumination

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

All sign layouts subject to approval by the University Planning & Design office
**Typical Sign Design:**

**Sign Designs**

- 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*
Typical Sign Design:

Sign Design:

- **Street Sign Type**

  - **Sign Type 12:**

  - **Dual Sign Perpendicular Mounting**

  - **SPECIAL TEXT LAYOUT FOR SIGN AT INTERSECTION #60.**

  - **STREET NAME HERE**

  - **3.00” HIGH TEXT**

  - **Woodland Dr.**

  - **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 LENGTH: 30”**

  - **NOT TO EXCEED: 36”**

  - **2 3/8” DIA. POST**

  - **2’-6”**

  - **8’-0”**

  - **3’-0”**

  - **VULCAN SIGNS VS-4 CAP (FOR ROUND POSTS)**

  - **Heisman Klugh 100 100**

  - **Woodland Dr.**

  - **Post Cap Round Dome**
Typical Sign Design:
Sign Designs

- 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

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

Caution Tape Examples
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
**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 embedment 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
Typical Sign Design:
Sign Designs

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
Typical Sign Design:

Sign Designs

- 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
**Typical Sign Design:**

**Sign Designs**

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

**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*
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 succinct 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 additional 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.
Sign Type 16:
Interpretive Site Signs | 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 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**

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**Sign Type 16:**

**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
Typical Sign Design: Sign Designs

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
Typical Sign Design:

Sign Type 19: Ground Plaque

- Dark duranodic bronze paint, M.A.P. 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.
- Text layout to be maintained as shown.

Logo to be designed by Creative Services

Sign Type 20: Ground Plaque

- 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
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 receive 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

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Regulatory Signage: Sign Designs

**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.
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.
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Assembly Diagram
Monolithic Sign (Small)

Perspective

Exploded Axon

Top View

Orange Reveal Rectangular Tube

Aluminum Frame

Aluminum Trim Strip

Face Panel

Inner Steel Tube Cast in Concrete Base

Precast Base

Finished Grade 7"

Minimum Above Grade

Foundation

Finished Grade
Assembly Diagram
Monolithic Sign (Large)

Perspective

Exploded Axon

Orange Reveal
Rectangular Tube

Aluminum Frame

Aluminum Trim Strip

Face Panel

Inner Steel Tube
Cast in Concrete Base

Precast Base

Finished Grade

Finished Grade 7"
Minimum Above Grade

Foundation
Assembly Diagram
Historic Sign: Option A

AXONOMETRIC VIEW

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