

Clemson University's Interior 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
October 2023

Trade
Gothic

ABCDEFGHI

abcdefghijkl

mno123456789

CLEMSON
UNIVERSITY

Interior Signage

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Interior Signage

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 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 following plan outlines a method to improve the campus interior sign system.

The purpose of the Interior Sign System Standards is to provide appropriate information that will guide the design and development of clear and consistent interior signs on the Clemson Campus. The standards prioritize occupant safety by incorporating fire evacuation signs, directional sign, and directory signs which adhere to E911 and ADA protocol to improve evacuation procedures. The standards insure that all signage is in compliance with building code, ADA, and life safety requirements. This interior sign system will represent Clemson University in a positive way while reducing visual clutter and creating a clear way-finding system for visitors. Donor recognition signs, a sign type within the Clemson campus sign system, reduces visual clutter by consolidating room number, room use, and donor information on a single sign. The information provided in the standards is a supplement to the Campus Master Plan and Sign Design Guidelines. This information does not supersede any of those documents and discrepancies between the documents should be brought to the attention of the Campus Master Planner.

**Standards for the exterior sign system are addressed in the Exterior Sign Design Guidelines document.*

Represent the University Image

The clarity of Clemson's image should be enhanced by the signage systems. The public's impression of the University is a reflection of the quality of design, coherency and consistency of these important systems. A well-designed and consistent signage plan will aid the public in identifying, locating and moving through facilities in an efficient and pleasant way that will reflect well on the University.

Direction and Orientation

To aid the public in identifying, locating and moving through Clemson University facilities, an information system must be provided at all on and off campus facilities. This sign system will succinctly provide essential information, orientation and cues to allow for informed way-finding.

Reduce Visual Clutter

Clemson University strives to develop a clear and consistent signage system to improve visitors' safety and way-finding experiences through an environment relatively free of visual clutter. Donor recognition signs specifically, consolidate room use, room number, and donor information to help to reduce the visual clutter. In all cases, the approach to the number and placement of signs will be conservative to keep visual clutter to a minimum.

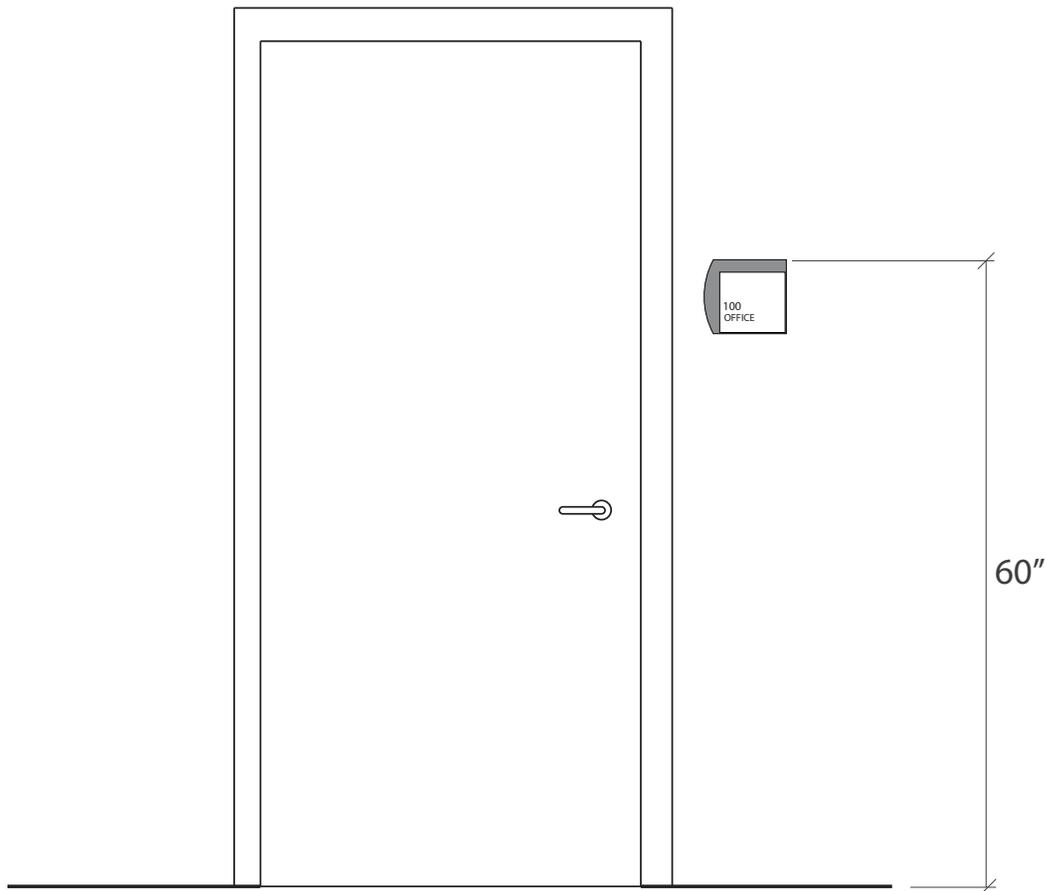
Implementation

The Campus Planning Office will provide design assistance and monitor quality assurance for new and upgraded interior signage for existing and proposed facilities. All interior signage designs must be approved by University Planning & Design before fabrication. 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 sponsor/user/beneficiary of the sign to be removed will be contacted, if possible, to coordinate the removal of the signs.

Typical Sign Design: Placement



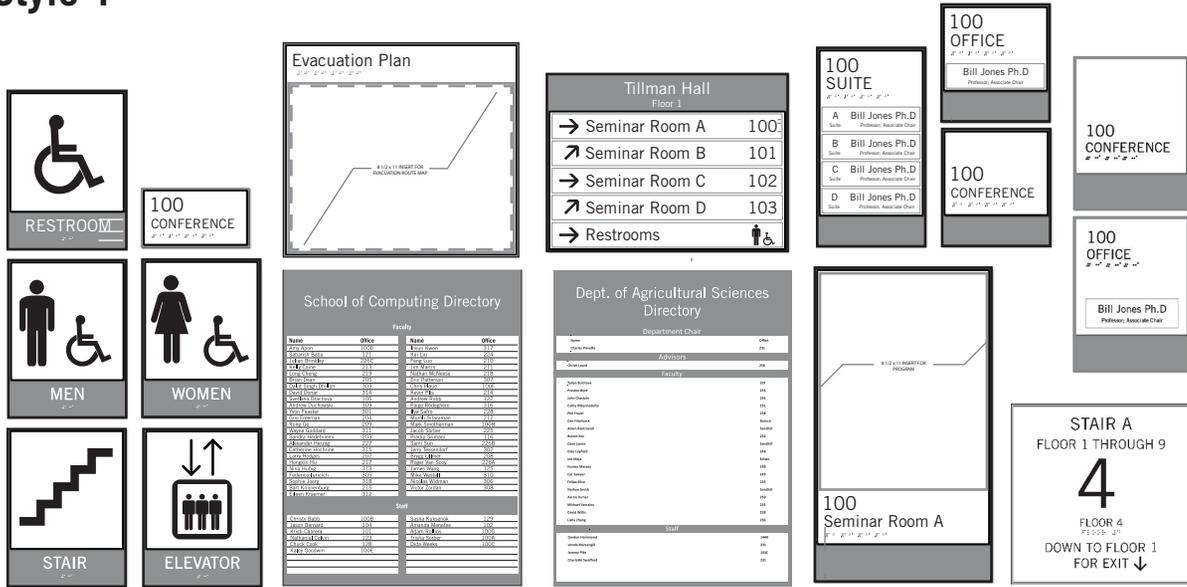
Placement

Space identification labels will be installed on the latch side of the door at the main entrance to the space which the sign addresses. For a sign provided at a single door, the sign will be located on the latch side of the door. For a sign provided at double doors with one active leaf, the sign will be located on the inactive leaf. For a sign provided at double doors with two active leaves, the sign will be located to the right of the right hand door. If there is insufficient wall space on the latch side of a single door or to the right side of double doors, sign placement should be coordinated with University Planning & Design. Signs will be placed so that the baselines of all tactile characters are located 48"-60" above the finished floor.

Signs will be located and centered on a clear floor space of 18"x18" beyond the arc of the door swing. If necessary space identification signs may be placed on doors if the door swings into the room, has an automatic closing device and has no "hold-open" device. All signs should be thoughtfully executed and placed. It should not be placed where it impedes pedestrian movements. No wall mounted or overhead sign below 80" can protrude more than 4" from the wall. All signs should relate through scale and placement to both the pedestrian and its environmental context. All sign elements and placement shall be ADA and E911 compliant.

Typical Sign Design: Signage at a Glance

Style 1

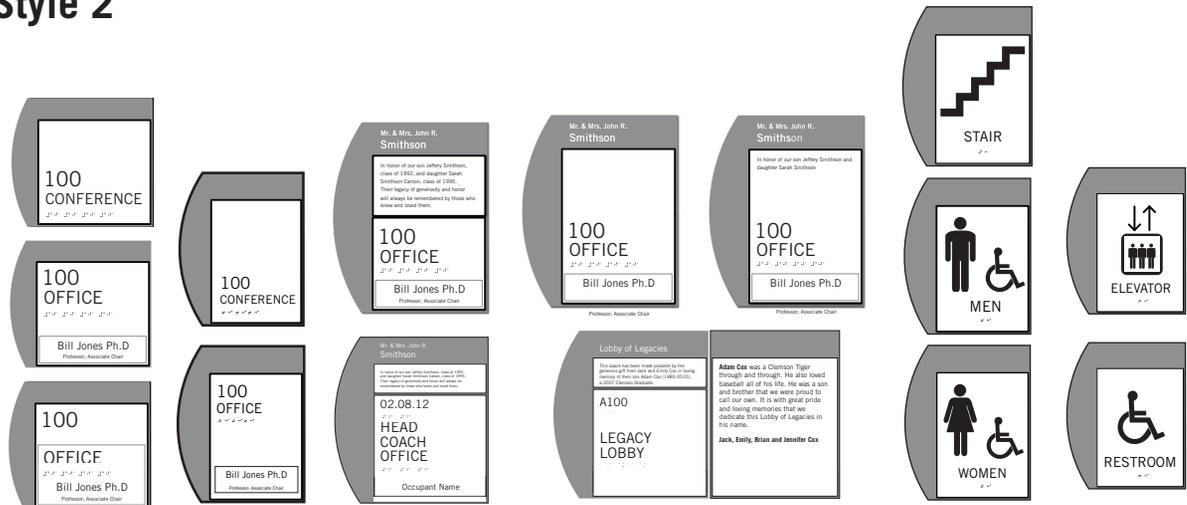


Style 1 Signage

Style 1 signage features square corners, and is commonly used for...

- Office Identification
- Office Suites
- Classroom Identification
- Directories
- Evacuation plans
- Small Space I.D.
- Restroom, Elevator and Stair Identification

Style 2



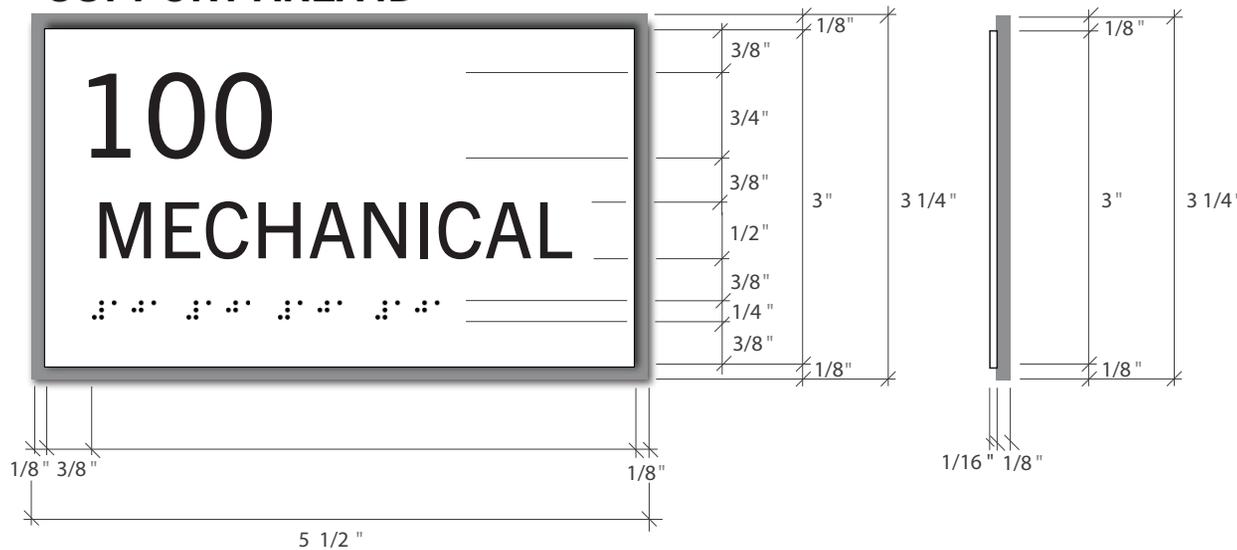
Style 2 Signage

Style 2 signage features a rounded edge, and is commonly used for...

- Office Identification
- Donor Recognition
- Classroom Identification
- Restroom, Elevator and Stair Identification

Typical Sign Design: Sign Designs

SUPPORT AREA ID



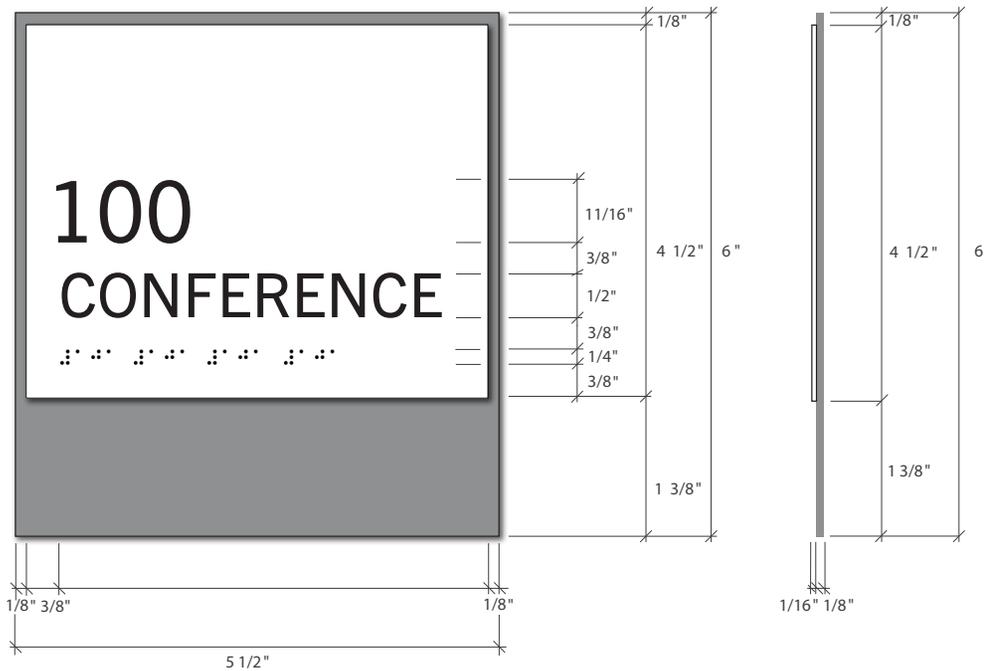
*Style 1 only available for this sign

Small Space ID

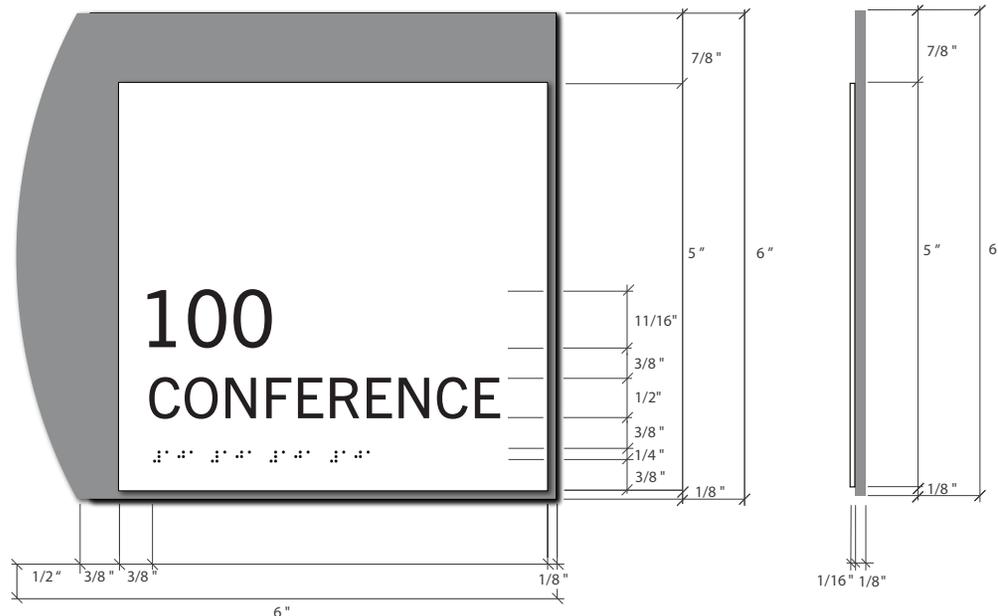
- Font style: Trade Gothic
- All lettering must be raised 1/32" with contrasting colors.
- All Braille text must be ADA compliant.
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning & Design).
- Sign is comprised of two etched panels 1/16" thick.
- Sign proportions must be preserved.
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.

Typical Sign Design: Sign Designs

Style 1



Style 2

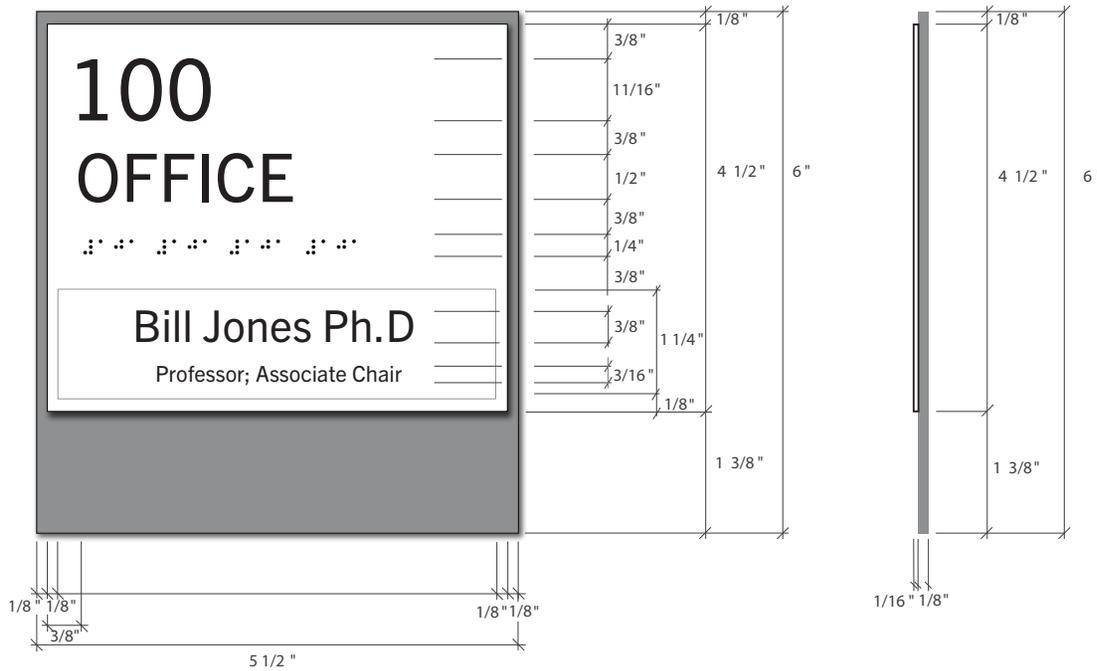


Space ID

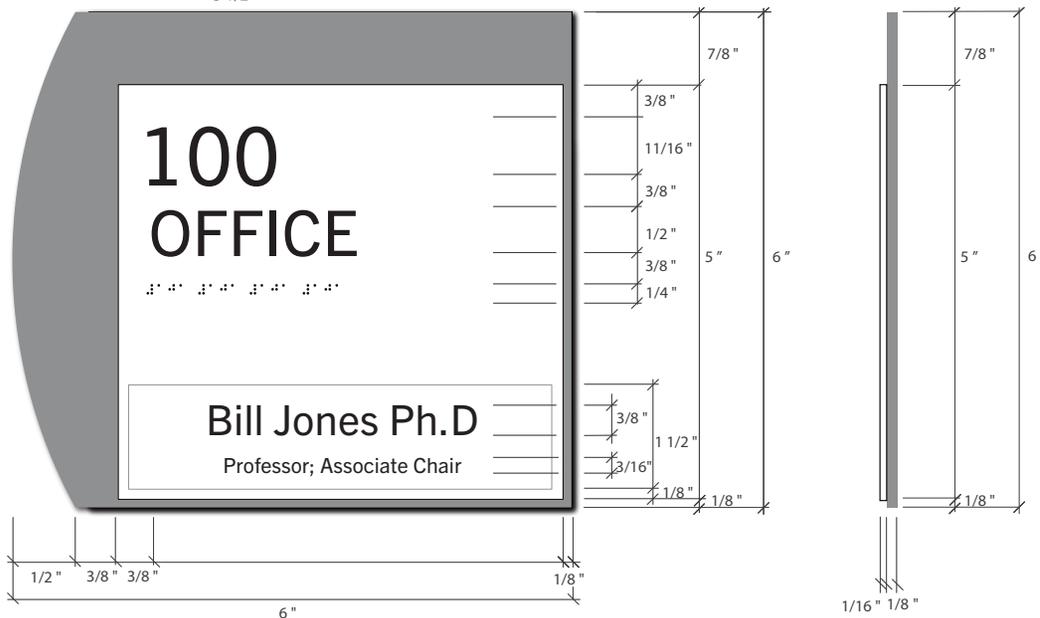
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Typical Sign Design: Sign Designs

Style 1



Style 2

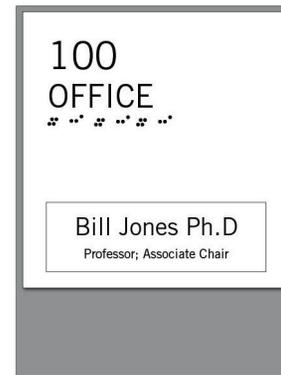
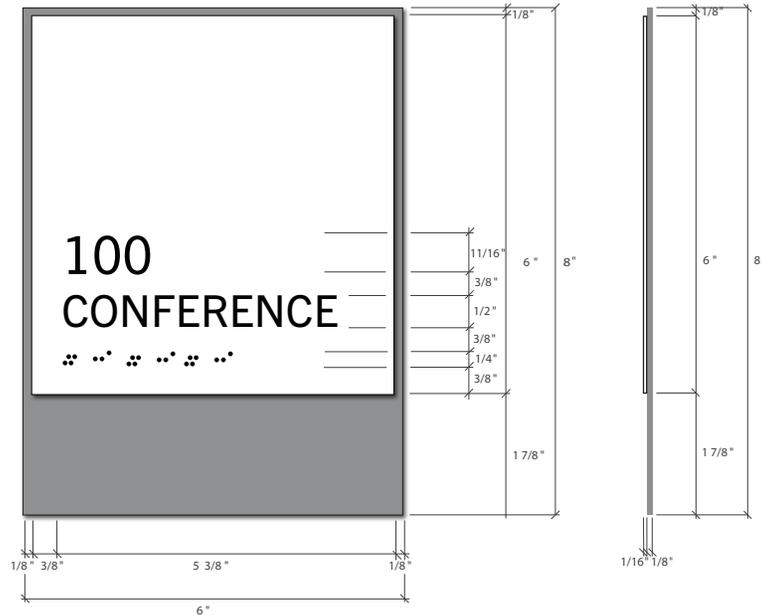


Room ID

- Font style: Trade Gothic
- All dimensional lettering must be raised 1/32" with contrasting colors.
- All Braille text must be ADA compliant
- Titles (e.g. PhD, Dr) must follow occupant name
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning & Design).
- Sign is comprised of two etched panels 1/16" thick.
- Sign proportions must be preserved.
- Zinc or vinyl insert options are available.
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.

Typical Sign Design: Sign Designs

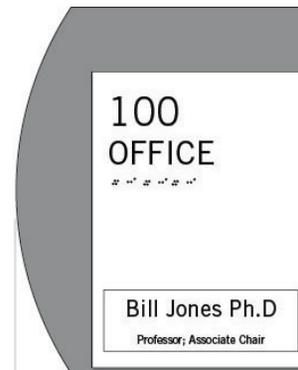
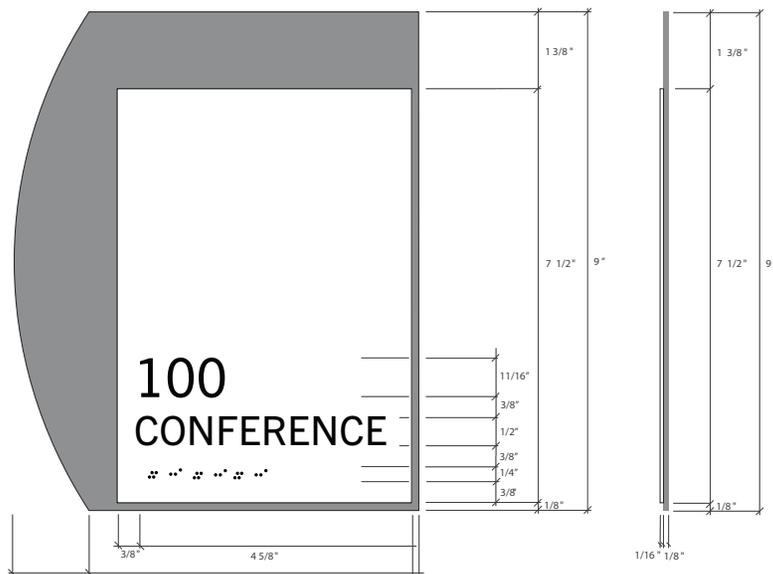
Style 1



Space ID

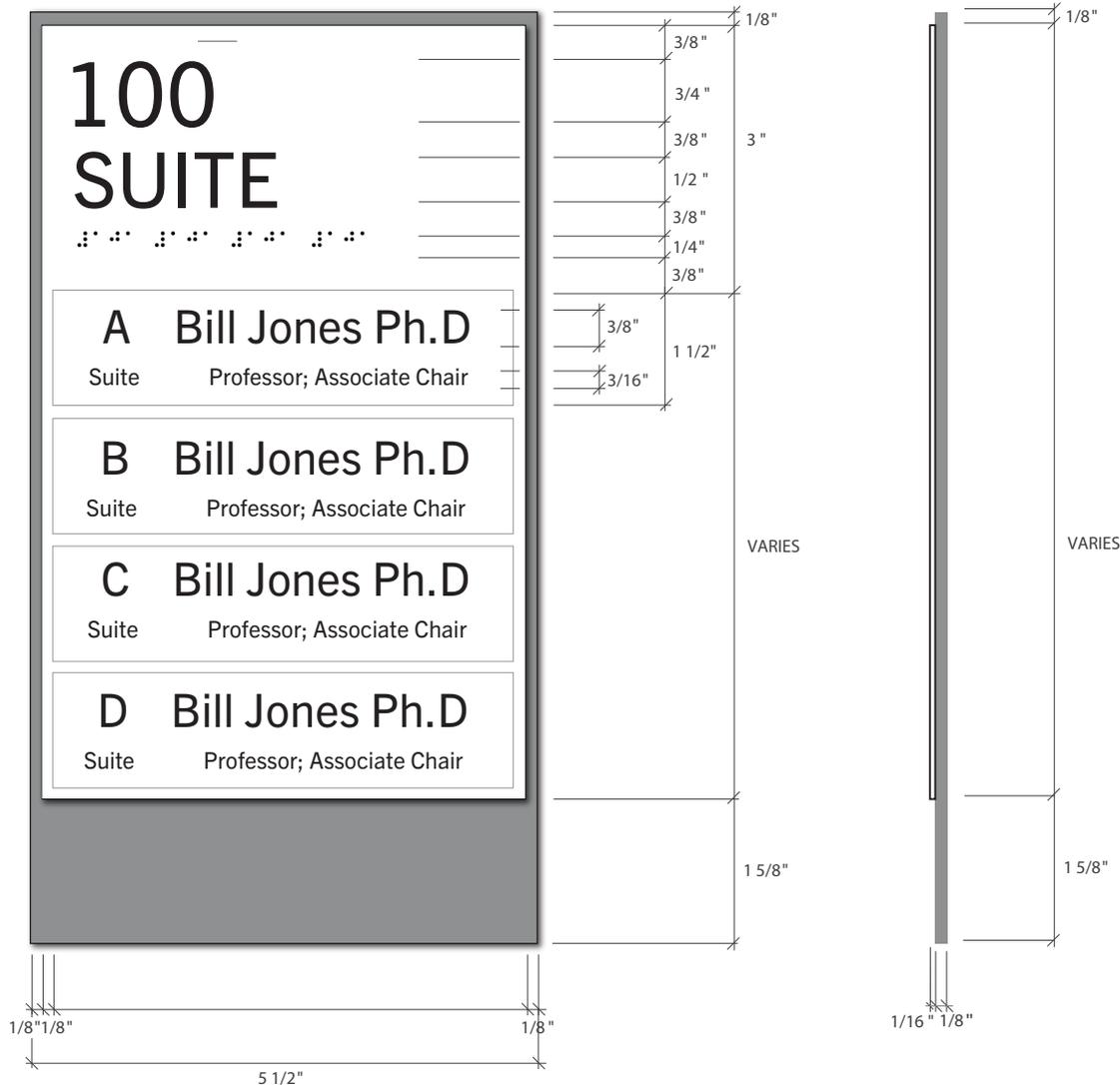
- Font style: Trade Gothic
- All dimensional lettering must be raised 1/32" with contrasting colors.
- All Braille text must be ADA compliant.
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning & Design).
- Sign is comprised of two etched panels 1/16" thick.
- Sign proportions must be preserved.
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.

Style 2



These are optional sizes for Space ID signs.

Typical Sign Design: Sign Designs



Suite Room ID

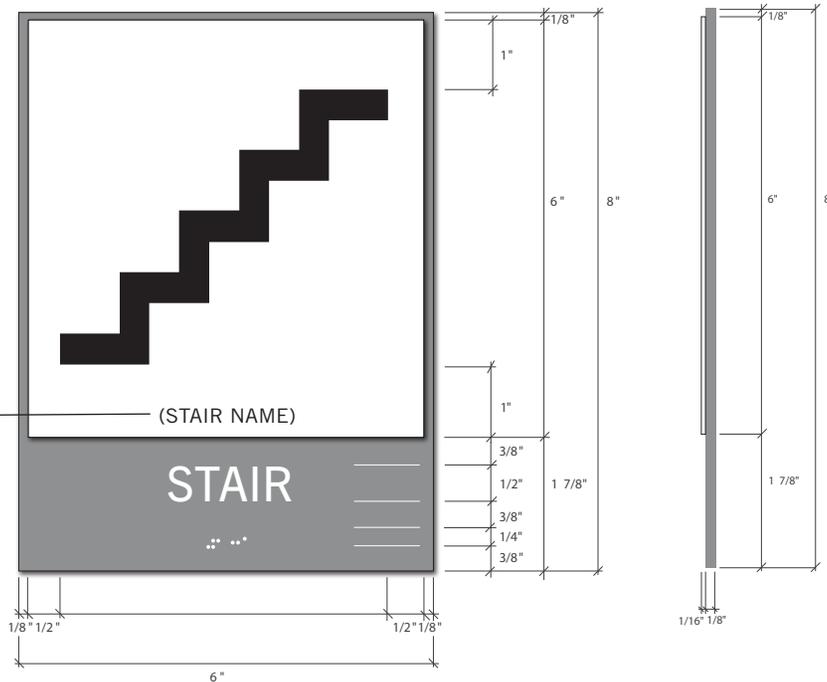
- Font style: Trade Gothic
- All dimensional lettering must be raised 1/32" with contrasting colors.
- All Braille text must be ADA compliant.
- Titles (e.g. PhD, Dr) must follow occupant name
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning & Design).
- Sign is comprised of two etched panels 1/16" thick.
- Sign proportions must be preserved.
- Zinc or vinyl insert options are available.
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.

*Style 1 only available for this sign

Typical Sign Design: Sign Designs

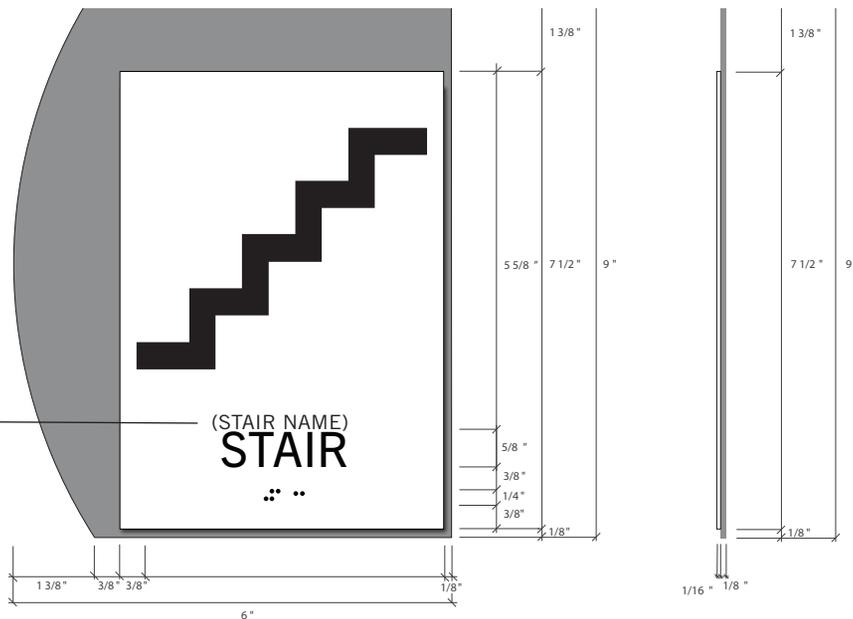
Style 1

PLACE STAIR
NAME HERE
(SEE NOTE)



Style 2

PLACE STAIR
NAME HERE
(SEE NOTE)



Stair

- Font style: Trade Gothic
- Use University approved pictogram.
- All dimensional lettering must be raised 1/32" with contrasting colors.
- All Braille text must be ADA compliant.
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning & Design).
- Sign is comprised of two etched panels 1/16" thick.
- Sign proportions must be preserved.
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.

NOTE:

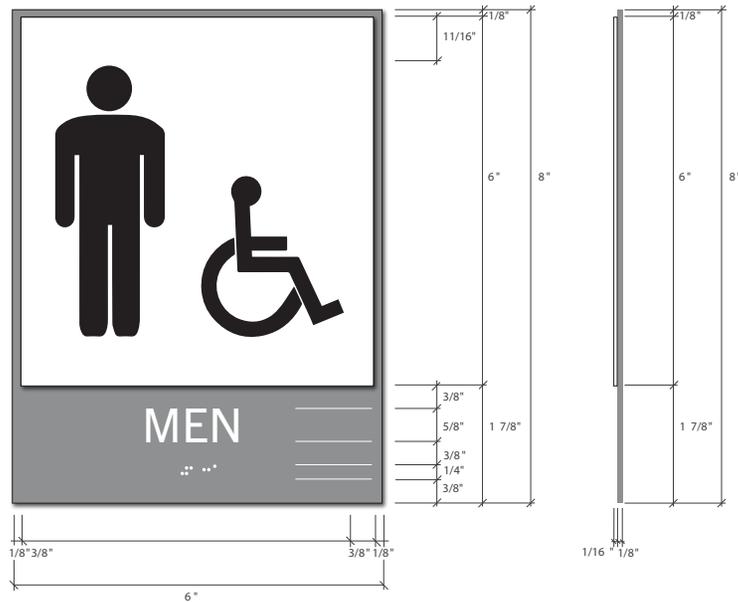
Stair tower designation to identify location. Example: "South Stair Tower", "Tower One", etc.

Braille is required for stair location.

Style 1 & 2 are exceptions to the rule of 5 1/2" of background space around pictograms (Refer to page 22).

Typical Sign Design: Sign Designs

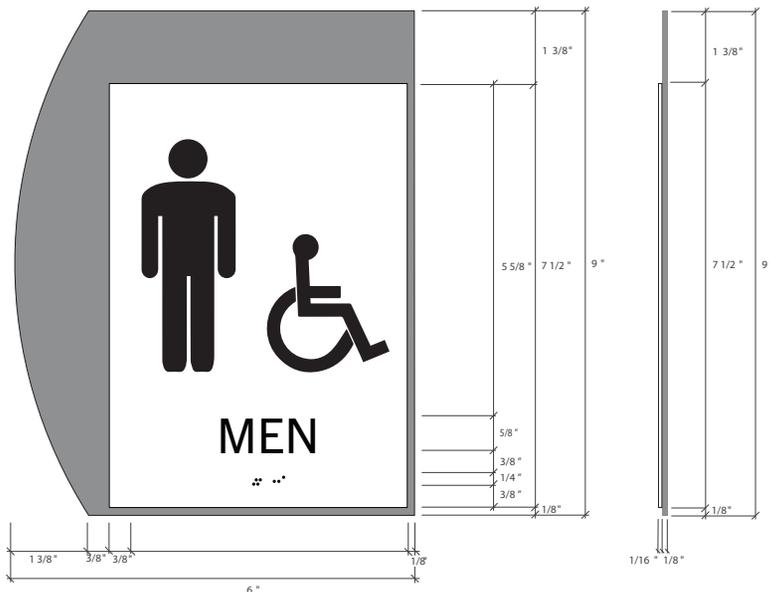
Style 1



Restroom

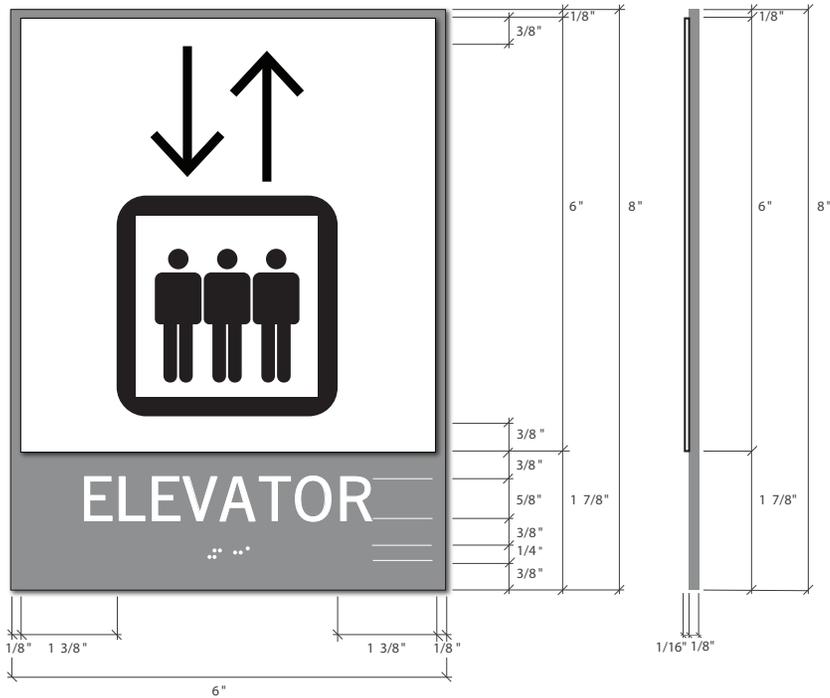
- Font style: Trade Gothic
- Use University approved pictogram.
- All dimensional lettering must be raised 1/32" with contrasting colors.
- All Braille text must be ADA compliant.
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning & Design).
- Sign is comprised of two etched panels 1/16" thick.
- Sign proportions must be preserved.
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.

Style 2

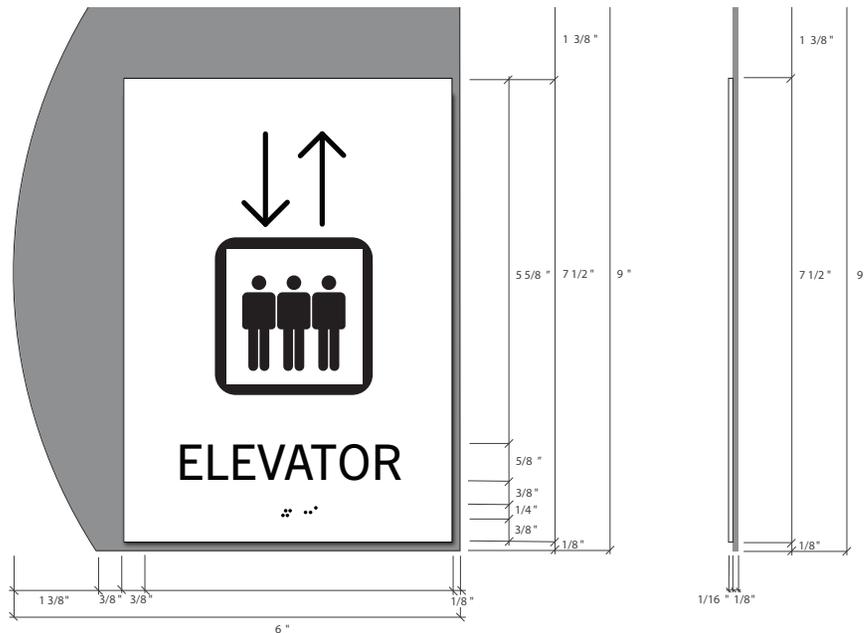


Typical Sign Design: Sign Designs

Style 1



Style 2



Elevator

- Font style: Trade Gothic
- Use University approved pictogram.
- All dimensional lettering must be raised 1/32" with contrasting colors.
- All Braille text must be ADA compliant.
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning & Design).
- Sign is comprised of two etched panels 1/16" thick.
- Sign proportions must be preserved.
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.

Typical Sign Design: Sign Designs



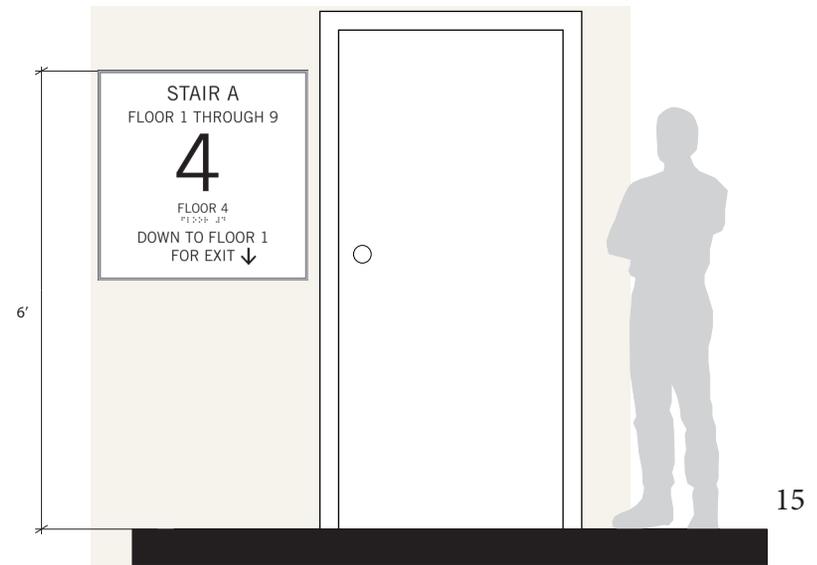
*Style 1 only available for this sign

Stairwell

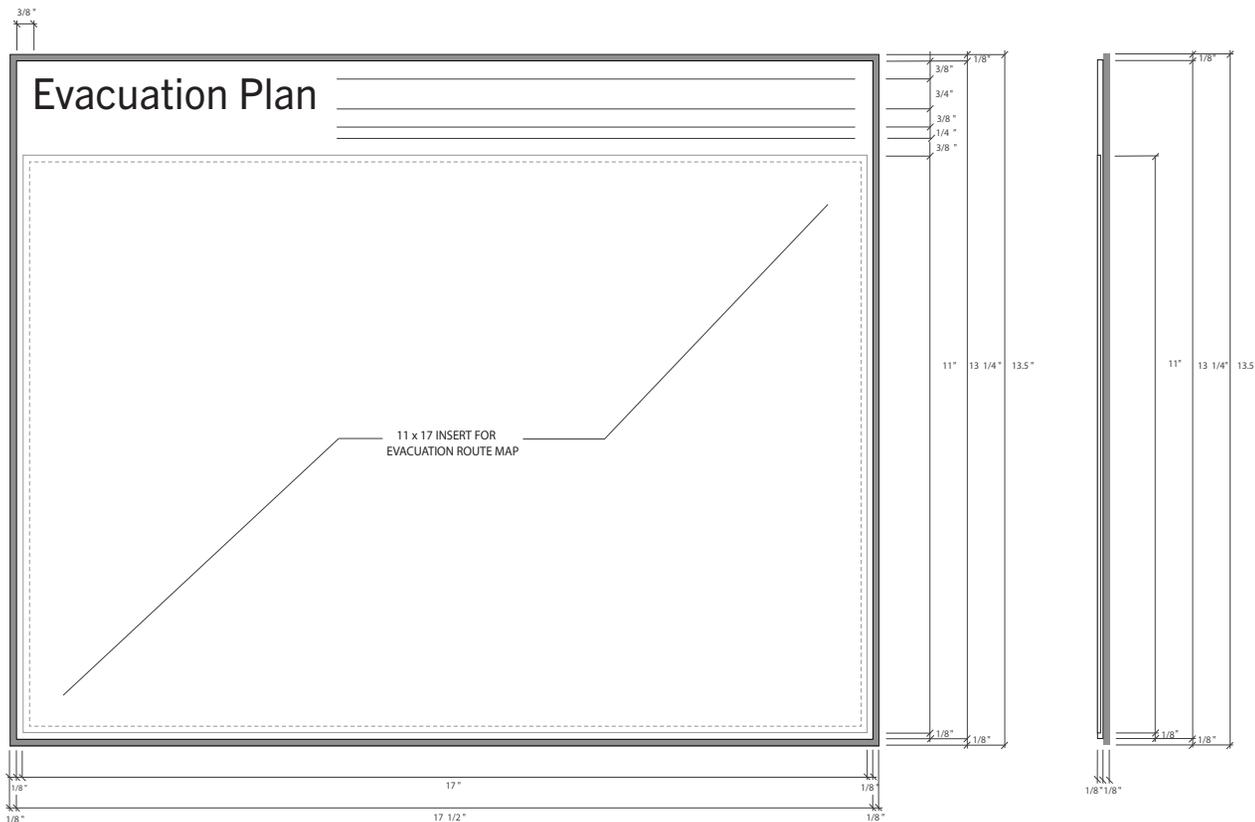
The purpose of this sign is for building wayfinding and emergency response. Sign is to be sized as shown and placed inside stairwell at each exit point on each floor. Maintain layout and content as shown. Modify language as needed to communicate building layout. The sign should be placed 4" from the door frame on the left or right side.

Font style: Trade Gothic

- All dimensional lettering must be raised 1/32" with contrasting colors.
- All Braille text must be ADA compliant.
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning & Design).
- Sign is comprised of two etched panels 1/16" thick.
- Sign proportions must be preserved.
- Cardstock and paper insert options are available
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.



Typical Sign Design: Sign Designs



*Style 1 only available for this sign

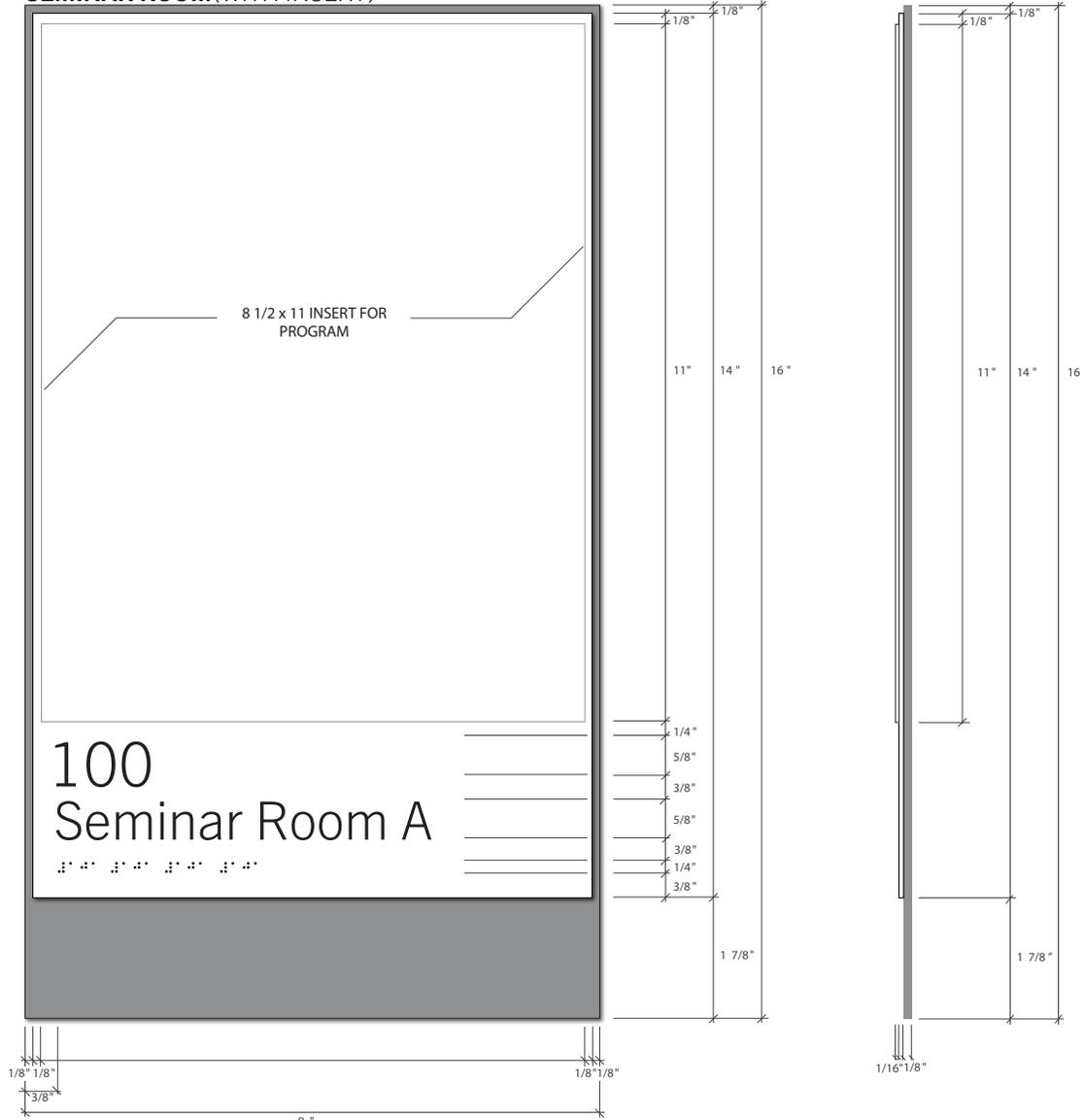
Fire Evacuation

Fire Evacuation signs will be placed plentifully throughout every building. At a minimum, one will be posted at every entrance to every floor in all buildings.

- Font style: Trade Gothic
- All dimensional lettering must be raised 1/32" with contrasting colors.
- Permanent sign, not paper replaceable, approved by code official.
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning & Design).
- Sign is comprised of two etched panels 1/16" thick.
- Sign proportions must be preserved.
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.

Typical Sign Design: Sign Designs

SEMINAR ROOM(WITH INSERT)



*Style 1 only available for this sign

Seminar Room

Font style: Trade Gothic

- All dimensional lettering must be raised 1/32" with contrasting colors.
- All Braille text must be ADA compliant.
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning & Design).
- Sign is comprised of two etched panels 1/16" thick.
- Sign proportions must be preserved.
- Cardstock and paper insert options are available
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.

Typical Sign Design: Sign Designs

32"

School of Computing Directory

Faculty

Name	Office	Name	Office
Amy Apon	100D	Insun Kwon	317
Sabarish Babu	121	Kai Liu	224
Julian Brinkley	226C	Feng Luo	210
Kelly Caine	213	Jim Martin	211
Long Cheng	219	Nathan McNeese	218
Brian Dean	205	Eric Patterson	307
Daljit Singh Dhillon	303	Chris Plaue	100F
David Donar	314	Kevin Plus	214
Svetlana Drachova	105	Andrew Robb	122
Andrew Duchowski	309	Paige Rodeghero	316
Yvon Faaster	301	Ilysa Saftro	228
Guo Freeman	204	Murali Sitaraman	212
Rong Ge	209	Mark Smotherman	100H
Wayne Goddard	311	Jacob Sorber	225
Sandra Hedetniemi	203	Pradipto Srimani	116
Alexander Herzog	227	Murli Sitaraman	226B
Catherine Hochrine	315	Jerry Tessendorf	302
Larry Hodges	207	Brygg Ullmer	208
Hongxin Hu	217	Roger Van Scoy	226A
Nina Hubig	313	James Wang	125
Federico Iuricich	305	Mike Westall	310
Sophie Joerg	318	Nicolas Widman	306
Bart Krujnenburg	215	Victor Zordan	308
Eileen Kraemer	312		

Staff

Christy Babb	100B	Sasha Kuksenok	129
Jason Bernard	104	Amanda Menefee	102
Kristi Cabrera	101	Adam Rollins	100G
Nathaniel Colvin	123	Trisha Sorber	100A
Chuck Cook	128	Dida Weeks	100C
Kaley Goodwin	100E		

24"

32"

Dept. of Agricultural Sciences
Directory

Department Chair

Name	Office
Charles Privette	231

Advisors

Christi Leard	256
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Faculty

Yuliya Bolotova	237
Preston Byrd	253
John Chastain	245
Cathy DiBenedetto	251
Phil Fravel	238
Dan Hitchcock	Baruch
Adam Kantrovich	Sandhill
Bulent Koc	252
Dave Lamie	Sandhill
Dale Layfield	246
Joe Maja	Edisto
Hunter Marzay	249
Cal Sawyer	243
Felipe Silva	235
Nathan Smith	Sandhill
Aaron Turner	250
Michael Vassalos	233
David Willis	239
Lisha Zhang	236

Staff

Gordon Hammond	144A
Vonda Marcengill	231
Jeremy Pike	144C
Charlotte Swafford	231

24"

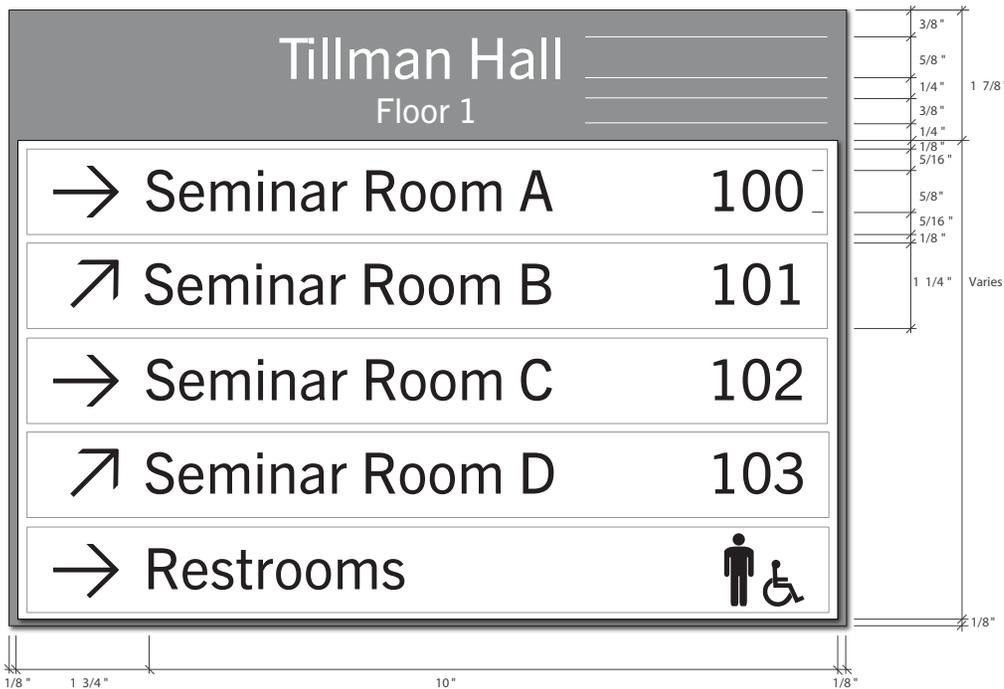
Directories

Building directories should be in the main entryways of the major University buildings (any building over 10,000 sf). Directories will also be placed by any secondary entrances widely used by the public. The directories are intended to show a building plan, department names, staff/faculty names, and room numbers. Each department will be responsible for maintaining an accurate listing of their offices and personnel.

- Font style: Trade Gothic
- All dimensional lettering must be raised 1/32" with contrasting colors.
- All Braille text must be ADA compliant
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning & Design).
- Sign is comprised of etched panels.
- Directory design must be approved by University Planning & Design before fabrication.
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.

*Style 1 only available for this sign

Typical Sign Design: Sign Designs



*Style 1 only available for this sign

Directional

Signs will be sized and placed to meet the specific needs and complexity of each building. A directional sign should be placed adjacent to any elevator doors on the ground floor. The minimum of five insert strips allows changes to be made easily.

- Font style: Trade Gothic
- All dimensional lettering must be raised 1/32" with contrasting colors.
- All Braille text must be ADA compliant.
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning & Design).
- Sign is comprised of two etched panels 1/16" thick.
- Sign proportions must be preserved.
- Zinc or vinyl insert options are available
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.

Typical Sign Design: University Logos

CLEMSON
UNIVERSITY

CLEMSON
UNIVERSITY

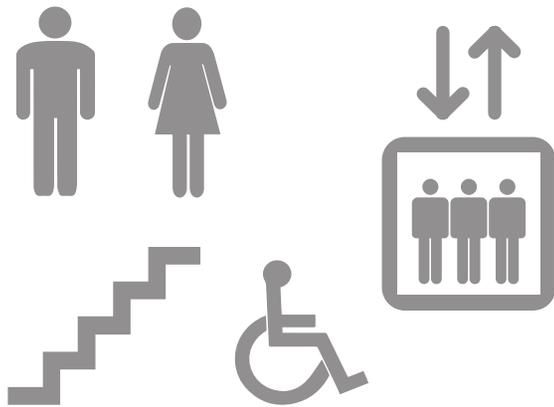


University Logos

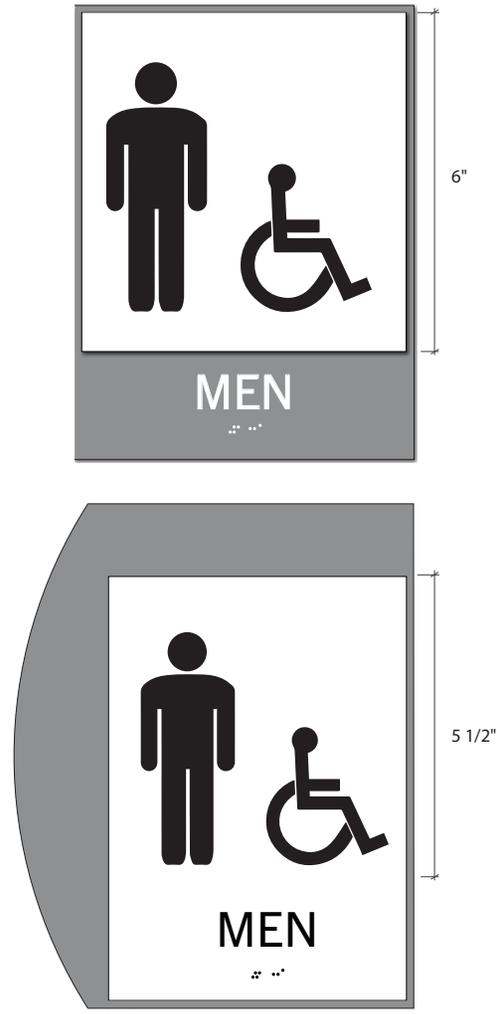
Logos must be reproduced in a way that provides the best clarity. Consult Creative Services to ensure proper use of logos. To ensure consistency in representation of the Clemson brand, non-authorized logos, wordmarks or symbols may not be used to represent Clemson University or any of its colleges, schools, divisions, departments, programs or offices without the express approval of the Board of Trustees.

In keeping with existing procedures, responsibility for monitoring use of symbols created in Department A will be delegated to the Department A. Any mark that is intended to represent Clemson University is the property of the University and must adhere to all guidelines.

Typical Sign Design: Symbols



Appropriate Pictograms



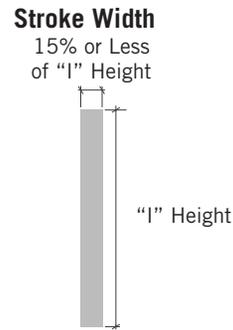
Symbols

Pictograms will have a minimum empty 5 1/2" in height background in which no characters or Braille will be located. Both pictograms and their background will have a non-glare finish. Pictograms will have high contrast with their background.

Appropriate pictograms are shown on the far left.

Typical Sign Design: Type Style

Trade Gothic LT Std
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890



Font Type

The sans-serif face Trade Gothic will be used for letters placed on the campus signage as it provides a fresh and sophisticated look when used as a lead typeface, but pairs well with the traditional Goudy of the Clemson Wordmark by providing an appropriate contrast.

Height from Finished Floor to Baseline of Characters Horizontal Viewing Distance Minimum Character Height

40"-70"	Less than 72"	5/8"
40"-70"	72" and greater	5/8" plus 1/8" per foot of extra viewing distance beyond 72"
70"-120"	Less than 180"	2"
70"-120"	180" and greater	2" plus 1/8" per foot of extra viewing distance beyond 180"
>120"	Less than 21'	3"
>120"	21' and greater	3" plus 1/8" per foot of extra viewing distance beyond 21'

Font Size

Stroke thickness of the uppercase "I" will be 10% - 15% of the height of the character. Character height based on the height of the uppercase "I" will be minimum 5/8" and will be determined by horizontal viewing distance.

Typical Sign Design: Type Style

Measurement Range Minimum-Maximum
(inches)

Dot Base Diameter	0.059-0.063
Distance between two dots in the same cell	0.241-0.300
Distance between corresponding dots in adjacent cells	0.241-0.300
	0.025-0.037

Spacing

Character spacing measured between the two closest points of adjacent characters excluding word spaces will be 1/8" – 3/8". When the raised characters are beveled so that the tops of the characters are smaller than the bases, the letters may be as close as 1/16" at the base.

The space between two lines of text will be 35% -70% of the character height.

Characters will be separated 3/8" from raised borders and decorative elements.

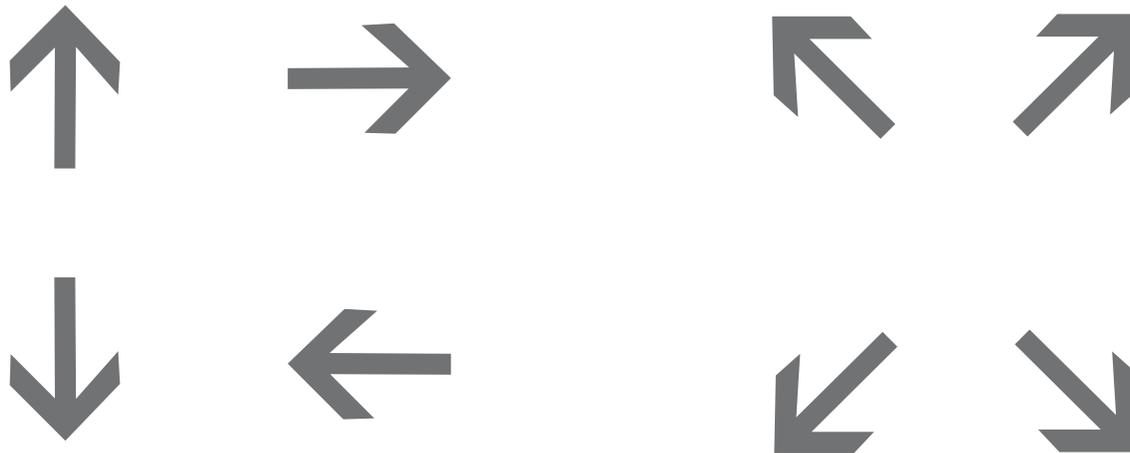
Raised Letters

Raised characters will be a minimum of 1/32" above their background, uppercase, sans serif and accompanied by Braille. Characters will not be italic, oblique, script or highly decorative in form.

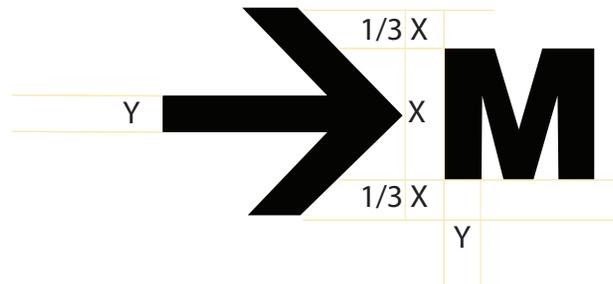
Braille

All raised letter text must be accompanied by Grade 2 Braille. Braille should always have a domed or rounded shape. The indication of an uppercase letter will only be used before the first word of sentences, proper nouns and names, individual letters of the alphabet, initials and acronyms. Braille will be positioned below the corresponding text. If text is multi-lined, braille will be placed below the entire text. Braille will be separated 3/8" minimum from any other tactile characters, raised borders or decorative elements.

Typical Sign Design: Arrow Style



Appropriate Arrow Orientations



Arrow Specifications

Sign arrows may be oriented in the cardinal directions shown on the far left or rotated at a 45 degree angle as shown on the right. 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 "Trade Gothic" font.

Typical Sign Design: Color Palette

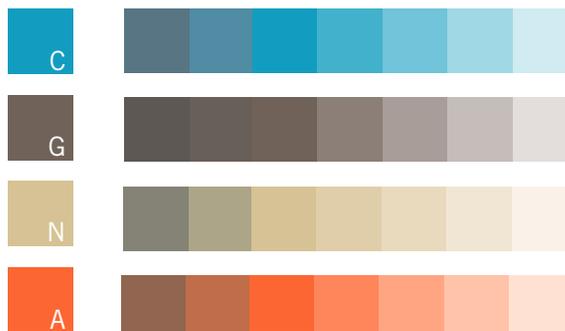


All color hues found on Clemson University's brand standards are acceptable color choices for interior sign design.

Thematic Color Palettes



- A. Clemson Orange (PMS-165)
- B. Regalia
- C. Gameday Sky
- D. Calhoun Fields
- E. Bengal Stripe
- F. Blue Ridge
- G. Howard's Rock
- H. Innovation
- I. Fort Hill
- J. Bowman Field
- K. Centennial Oak
- L. Tillman Brick
- M. Anna's Lace
- N. Hartwell Moon



Appropriate tints and shades of Clemson University's Brand Color Hues

Color Palette

All color hues found on Clemson University's brand standards are acceptable color choices for interior sign design. All tints and shades of these color hues are acceptable color choices as well. Colors not found within this palette must be approved by University Planning & Design for use in interior signage.

The thematic color palettes on the upper left are suggested color combinations to use in a single building to distinguish different departments from each other. Colors selected should not be "trendy," but lean toward a more neutral palette, to compliment the interior design of the specific building. This may allow all signage to be retained instead of replaced, if the interior design for a building changes at a later date.

Color and material is to be determined on a case-by-case basis. Color selection is based on achieving high visual contrast between characters and background. Characters and background material should both have a non-glare finish. Any metal is to be cut or cast aluminum or bronze. Aluminum may be painted dark duranodic bronze or brushed finish with a protective lacquer coating. Bronze may have a brushed finish with or without protective lacquer coating.

Typical Sign Design: Color Palette

CLEMSON ORANGE				
Print Specifications — Spot Color*				
Pantone 1595 C				
Print Specifications — CMYK*				
C	M	Y	K	
0	72	100	3	
Print & Web Specifications — RGB & HEX*				
R	G	B	HTML	
234	106	32	EA6A20	

TILLMAN BRICK				
Print Specifications — Spot Color*				
Pantone 160 C				
Print Specifications — CMYK*				
C	M	Y	K	
20	72	100	13	
Print & Web Specifications — RGB & HEX*				
R	G	B	HTML	
162	80	22	A25016	

ANNA'S LACE				
Print Specifications — Spot Color*				
Pantone 1205 C				
Print Specifications — CMYK*				
C	M	Y	K	
0	4	48	0	
Print & Web Specifications — RGB & HEX*				
R	G	B	HTML	
249	228	152	F9E498	

BOWMAN FIELD				
Print Specifications — Spot Color*				
Pantone 378 C				
Print Specifications — CMYK*				
C	M	Y	K	
63	43	100	23	
Print & Web Specifications — RGB & HEX*				
R	G	B	HTML	
86	97	39	566127	

REGALIA				
Print Specifications — Spot Color*				
Pantone 268 C				
Print Specifications — CMYK*				
C	M	Y	K	
81	100	0	5	
Print & Web Specifications — RGB & HEX*				
R	G	B	HTML	
82	45	128	522D80	

CENTENNIAL OAK				
Print Specifications — Spot Color*				
Pantone 1545 C				
Print Specifications — CMYK*				
C	M	Y	K	
45	83	100	48	
Print & Web Specifications — RGB & HEX*				
R	G	B	HTML	
86	46	25	562E19	

HARTWELL MOON				
Print Specifications — Spot Color*				
Pantone 4535 C				
Print Specifications — CMYK*				
C	M	Y	K	
15	13	41	0	
Print & Web Specifications — RGB & HEX*				
R	G	B	HTML	
212	201	158	D4C99E	

CALHOUN FIELDS				
Print Specifications — Spot Color*				
Pantone 583 C				
Print Specifications — CMYK*				
C	M	Y	K	
25	3	100	14	
Print & Web Specifications — RGB & HEX*				
R	G	B	HTML	
181	195	39	B5C327	

FORT HILL				
Print Specifications — Spot Color*				
WHITE				
Print Specifications — CMYK*				
C	M	Y	K	
0	0	0	0	
Print & Web Specifications — RGB & HEX*				
R	G	B	HTML	
255	255	255	FFFFFF	

BENGAL STRIPE				
Print Specifications — Spot Color*				
BLACK				
Print Specifications — CMYK*				
C	M	Y	K	
0	0	0	100	
Print & Web Specifications — RGB & HEX*				
R	G	B	HTML	
0	0	0	000000	

BLUE RIDGE				
Print Specifications — Spot Color*				
Pantone 7546 C				
Print Specifications — CMYK*				
C	M	Y	K	
80	60	46	36	
Print & Web Specifications — RGB & HEX*				
R	G	B	HTML	
58	73	88	3A4958	

GAMEDAY SKY				
Print Specifications — Spot Color*				
Pantone 7459 C				
Print Specifications — CMYK*				
C	M	Y	K	
76	6	8	15	
Print & Web Specifications — RGB & HEX*				
R	G	B	HTML	
16	157	192	109dc0	

HOWARD'S ROCK				
Print Specifications — Spot Color*				
Pantone Warm Gray 11 C				
Print Specifications — CMYK*				
C	M	Y	K	
57	57	64	25	
Print & Web Specifications — RGB & HEX*				
R	G	B	HTML	
104	92	83	685c53	

INNOVATION				
Print Specifications — Spot Color*				
Pantone 877 C				
Print Specifications — CMYK*				
C	M	Y	K	
47	37	38	9	
Print & Web Specifications — RGB & HEX*				
R	G	B	HTML	
134	137	140	86898C	

Color Specifications

Color specifications for all color hues found on Clemson University's brand standards are located on the left.

NOTE:

*Spot color target color values based on the D50 Illuminant and 2° Observer with a certified spectrophotometer. "L" defines lightness, "a" denotes the red/green value and "b" the yellow/blue value. "C" specifies chroma (vividness/dullness) and "h" denotes hue (color) angle, an angular measurement.

CMYK (cyan, magenta, yellow and black) values are DEPENDENT on printing systems. The above values assume a press that is calibrated to GRACoL 2006 Coated 1.

Web specification target color values based on sRGB (red, green and blue).

Typical Sign Design: Materials

Materials Palette



Example of a Zinc DR1 Room
ID Donor Sign



Example of an Acrylic Sign



Example of a Zinc
Large Space 1 Sign

Materials

All signage must consist of one or a combination of the listed material in the material palette.

The use of any other material than those listed is to be approved by University Planning and Design.

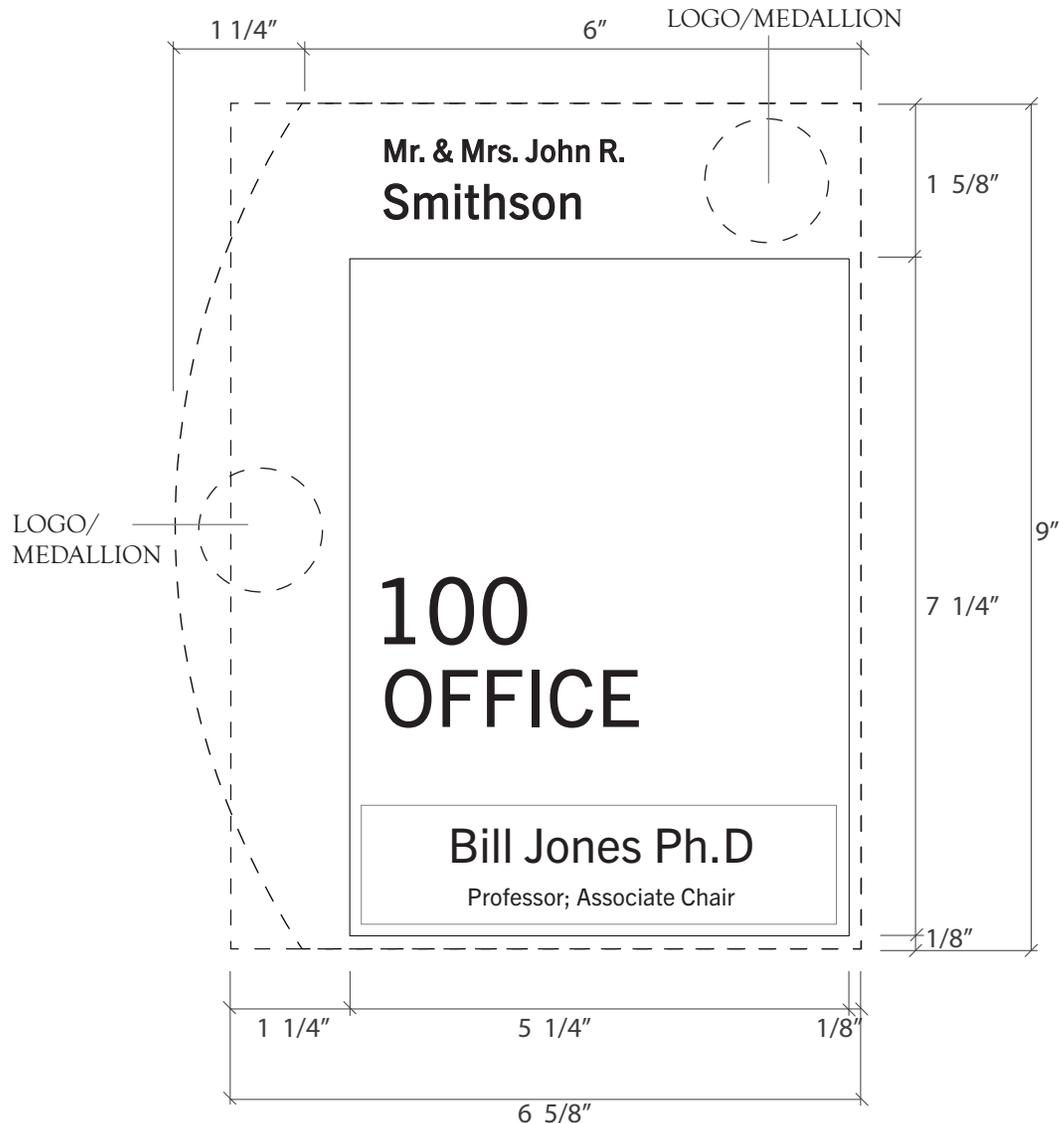
1. Zinc
2. Acrylic

Finishes & Details

Aluminum may be painted dark duranodic bronze or brushed finish with a protective lacque coating. Bronze may have a brushed finish with or without protective lacque coating. UV-inhibiting finishes are to be used to protect signs from indirect and direct UV light's harmful long-term effects on signs.

Signs are to be etched, engraved and/or painted. CNC routing water-jetting and photo etching are fabricator process to be considered. Other processes related to etching, engraving and painting must be approved by University Planning and Design. All finishes and methods shall be ADA and E911 compliant.

Appendix: Donor Recognition



Donor Recognition

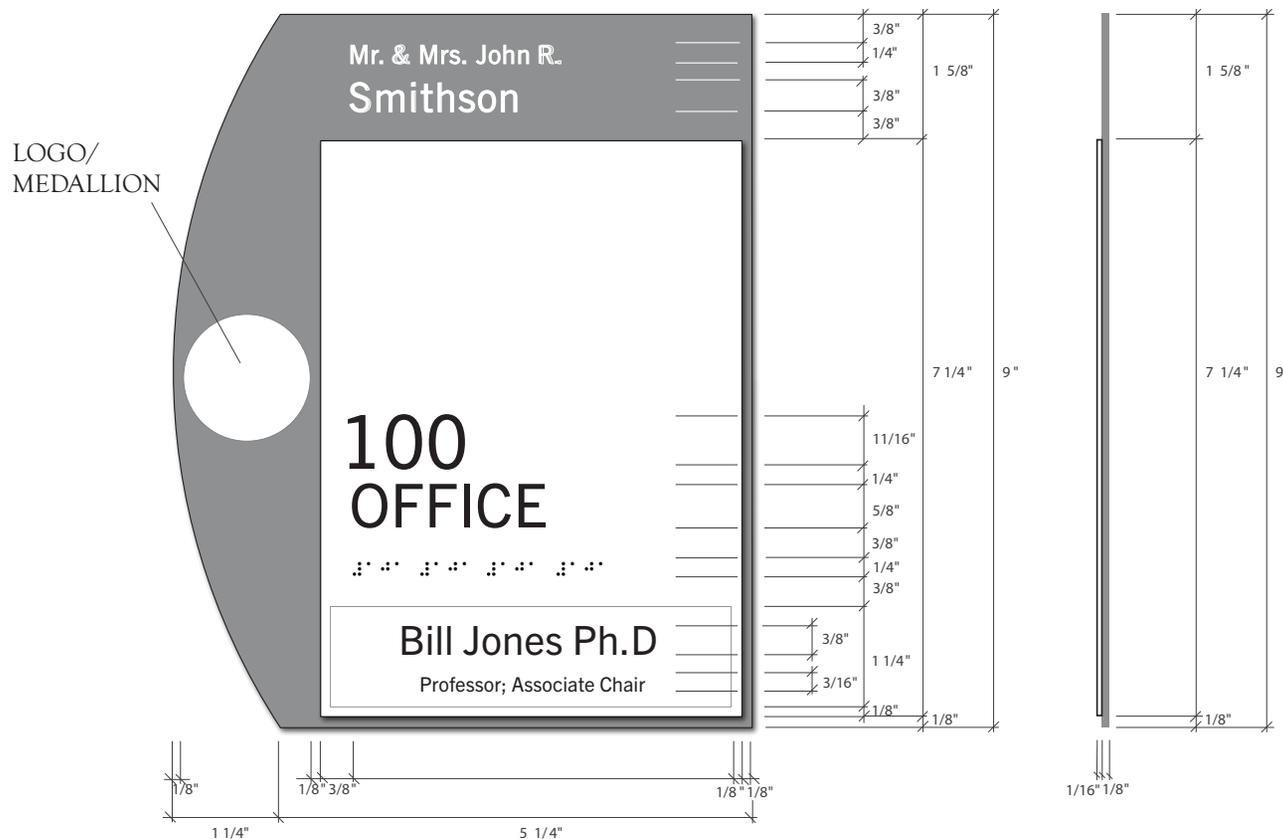
If it is appropriate for the space, donor and dedication information should be included on the space identification signs to reduce visual clutter. To ensure clarity of information, donor recognition will be placed on a secondary panel in order to separate it from other information such as tenant name, tenant title, department logo, space label, or room number.

Panel A will include the room number as the largest element on the sign with the room label in all uppercase letters directly below. Both will be raised text. Braille will be included directly below the raised text. It is encouraged that any additional information be included on a zinc or vinyl insert so that changes to tenant name, tenant title, or department logo can be easily modified without replacing the sign. The insert should be of matching color and material as the sign.

Panel B will be either a rectilinear or a curved shape approved by University Planning & Design. It will be 9" tall with the bottom and right edges aligned. Panel B will have an 1/8" offset from Panel A. If the level of donation requires an emblem to be included it will be positioned on Panel B centered on the left side or in the top right corner. All elements to be included on the panel will be determined by level of giving.

Appendix: Donor Recognition

DR1(\$10,000-\$99,999)



Room ID Donor (semi-permanent)

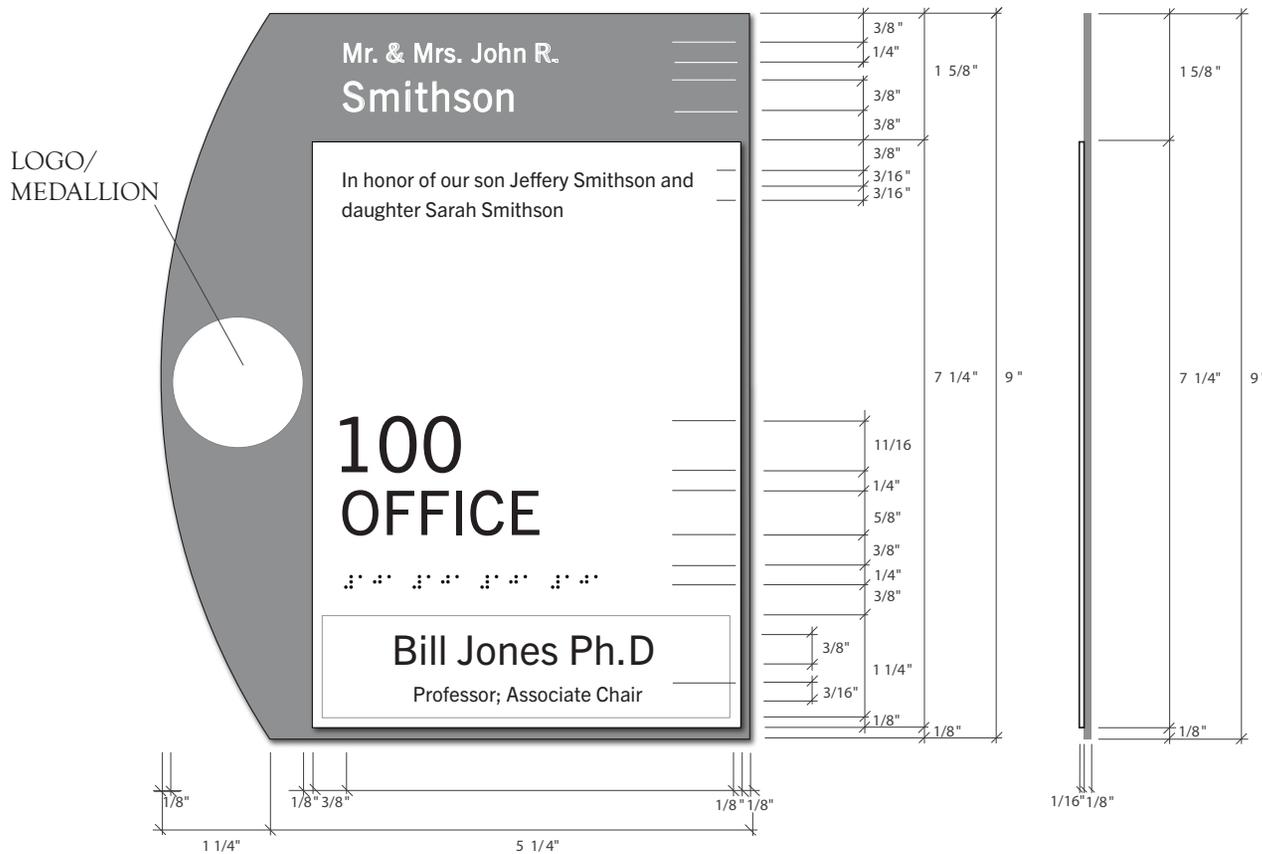
DR1 (\$10,000-\$99,999)

The donor's name will be added to panel B in permanent vinyl or screen printed letters at the top of the sign, left justified 3/8" from the left edge of panel A.

- Font style: Trade Gothic
- All dimensional lettering must be raised 1/32" with contrasting colors.
- All Braille text must be ADA compliant
- Titles (e.g. PhD, Dr) must follow occupant name
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning & Design).
- Sign is comprised of two etched panels.
- Sign proportions must be preserved.
- Zinc or vinyl insert options are available.
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.

Appendix: Donor Recognition

DR2 (\$100,000-\$249,999)



Room ID Donor (semi-permanent)

DR2 (\$100,000 - \$249,999)

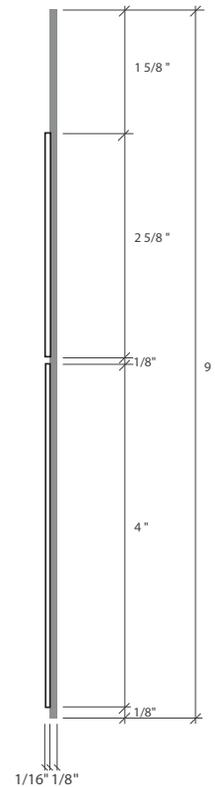
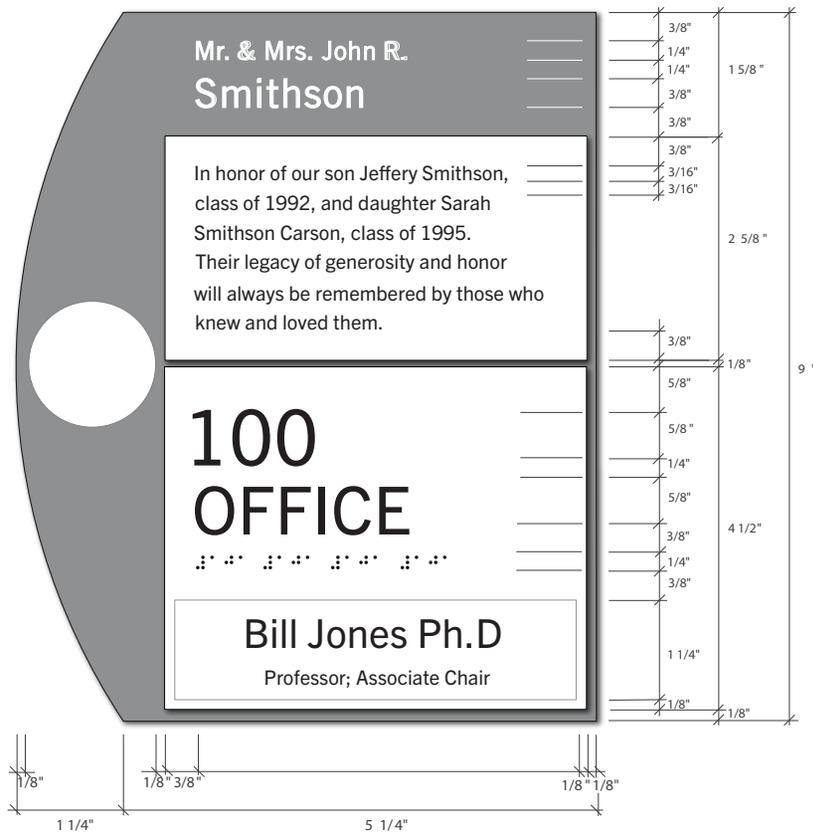
The donor's name will be added to panel B in permanent vinyl or screen printed letters at the top of the sign, left justified 3/8" from the left edge of panel A.

A designated emblem will be added to the sign to recognize the increased level of donation. Additionally, two lines of biographic text about the donor will be added to the top of panel A.

- Font style: Trade Gothic
- All dimensional lettering must be raised 1/32" with contrasting colors.
- All Braille text must be ADA compliant
- Titles (e.g. PhD, Dr) must follow occupant name
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning & Design).
- Sign is comprised of two etched panels.
- Sign proportions must be preserved.
- Zinc or vinyl insert options are available.
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.

Appendix: Donor Recognition

DR3 (\$250,000-\$499,999)
and higher donors



Room ID Donor (semi-permanent)

DR3 (\$250,000 - \$499,999)

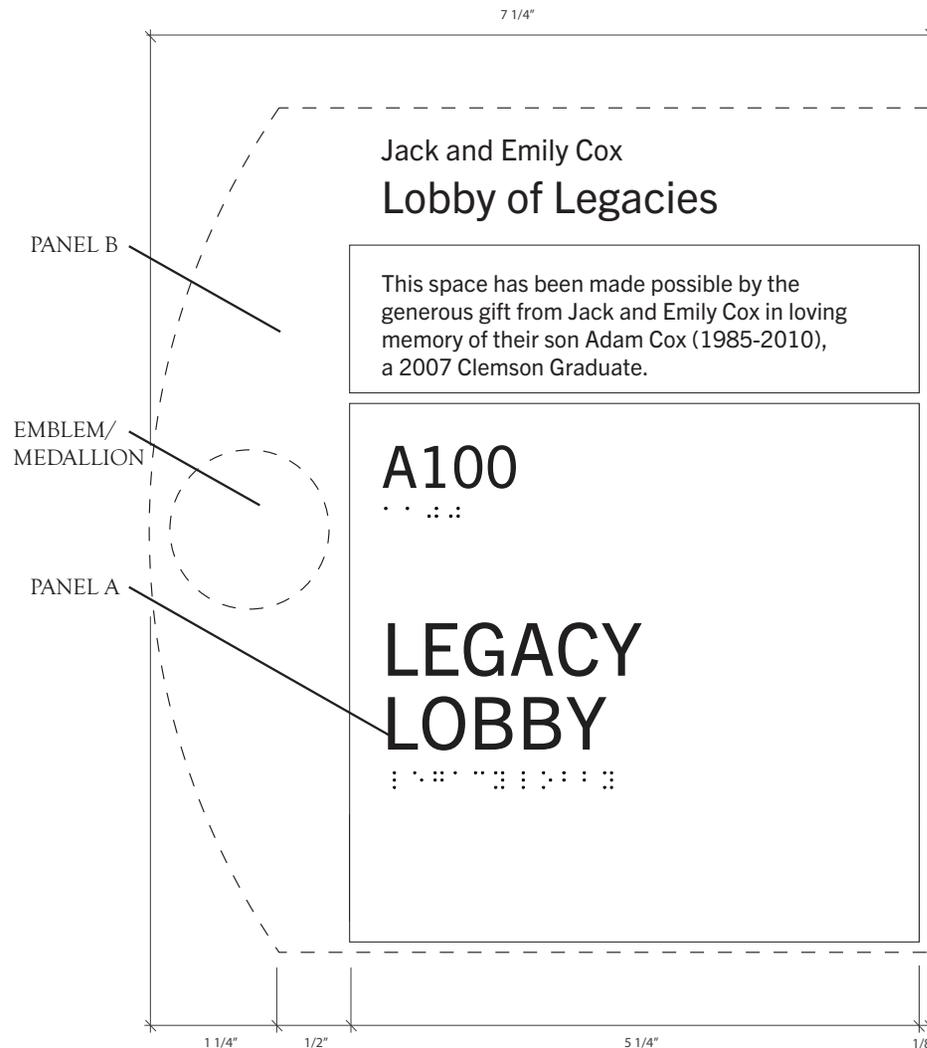
The donor's name will be added to panel B in permanent vinyl or screen printed letters at the top of the sign, left justified 3/8" from the left edge of panel A.

A designated emblem will be added to the sign to recognize the increased level of donation. Additionally, six lines of biographic text about the donor will be added to panel C. Panel C will be of the same width, material and color as panel A but will be separated by a 1/8" seam.

In order to accommodate these additional elements proportionally, the sign will remain the same width as the other donor level signs, but increase in height to 10 1/4".

- Font style: Trade Gothic
- All dimensional lettering must be raised 1/32" with contrasting colors.
- All Braille text must be ADA compliant
- Titles (e.g. PhD, Dr) must follow occupant name
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning & Design).
- Sign is comprised of two etched panels.
- Sign proportions must be preserved.
- Zinc or vinyl insert options are available.
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.

Appendix: Donor Recognition



Donor Recognition Without Tenant (Rounded)

Panel A will include the room label as the largest element on the sign with the room number in all uppercase letters above. Both will be raised text. Braille will be included directly below the raised text.

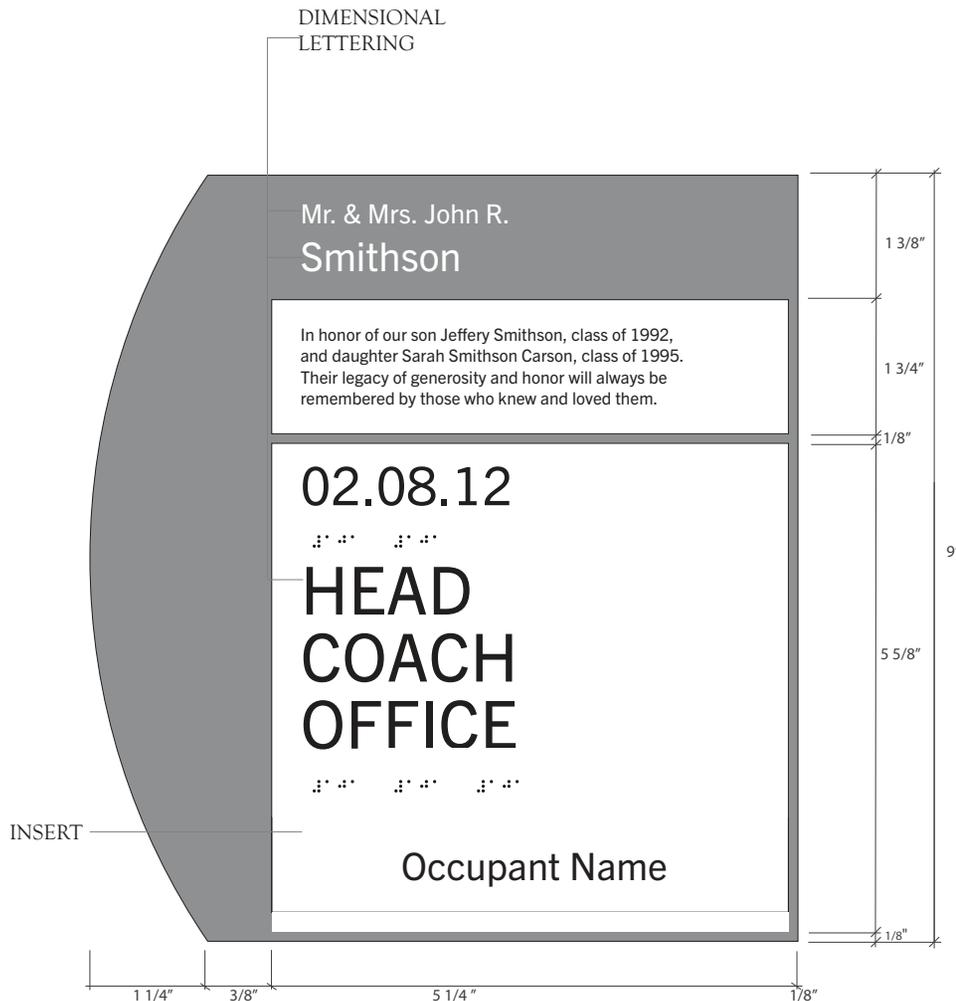
Panel B will be a curved shape approved by University Planning and Design. It will be 10" tall with the bottom and right edges aligned. Panel B will have a 1/8" offset from Panel A. If the level of donation requires an emblem/medallion to be included it will be positioned on Panel B centered on the left side or in the top right corner. The emblem size may be adjusted upon review and approval. All elements to be included on the panel will be determined by the level of giving.

Additionally, four lines of biographic text about the donor will be added to panel C. Panel C will be of the same width, material, and color as panel A will be separated by a 1/8" seam.

An additional matching, separate secondary panel with donor recognition information may also be included based on the level of giving. The secondary panel shall be 10" tall and 7 3/4" wide. These additional elements separate additional donor recognition from other information such as department logo space label or room number.

All sign elements and placement must be ADA and E911 compliant to be approved by University planning and Design.

Appendix: Donor Recognition



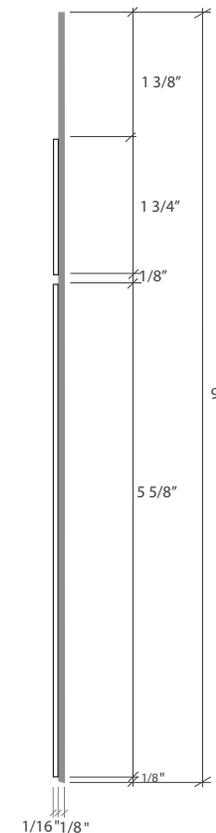
Room ID Donor (semi-permanent)

DR2.1 (\$100,000 - \$249,999)

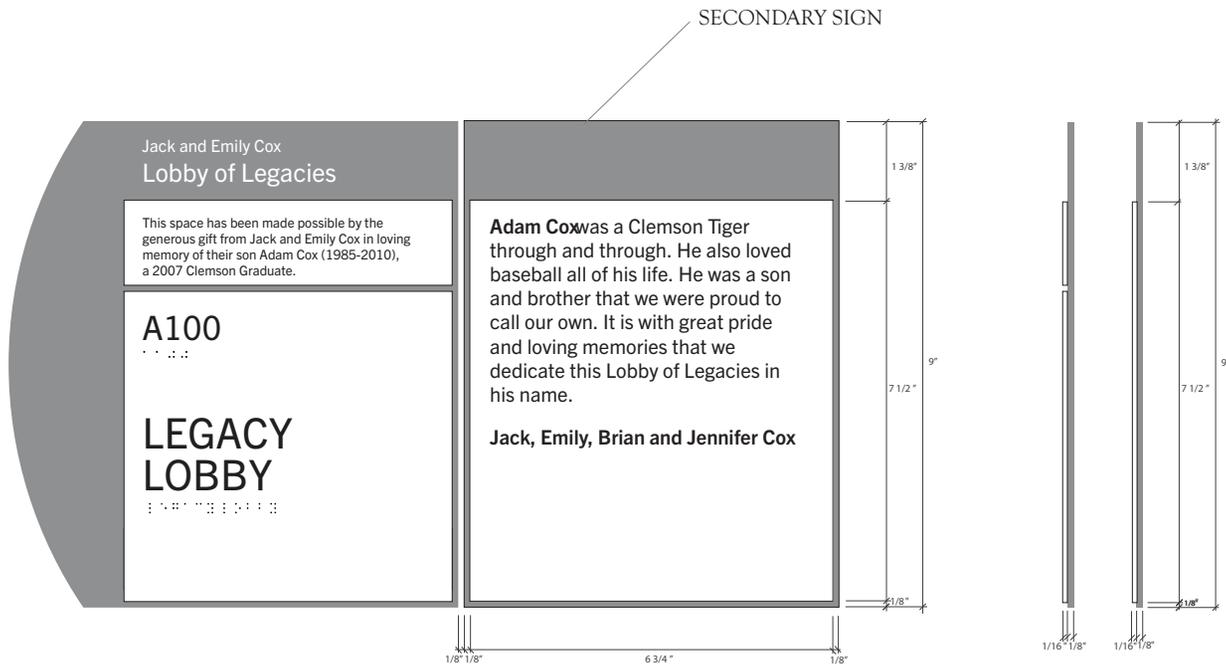
The donor's name will be added to pane B in permanent vinyl or screen printed letters at the top of the sign, left justified 3/8" from the left edge of pane A.

A designated emblem will be added to the sign to recognize the increase level of donation. Additionally, four lines of biographic text about the donor will be added to panel C. Panel C will be the same width color and material as panel A, but will be separated by a 1/8" seam. The signs are to be 7 3/4" in width and 10" in height.

- Font style: Trade Gothic
- All dimensional lettering must be raised 1/32" with contrasting colors
- All braille text must nbe ADA compliant
- Titles (e.g. PhD, Dr) must follow occupant name
- Clemson brand colors are suggested. (All other color choices must be approved by University Planning and Design.)
- Sign is comprised of two etched panels
- Sign proportions must be preserved
- Zinc or vinyl insert options are available
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning and Design



Appendix: Donor Recognition



Room ID Donor (Semi-Permanent) Secondary Sign

Applies to DR4 (\$500,000-\$999,999)

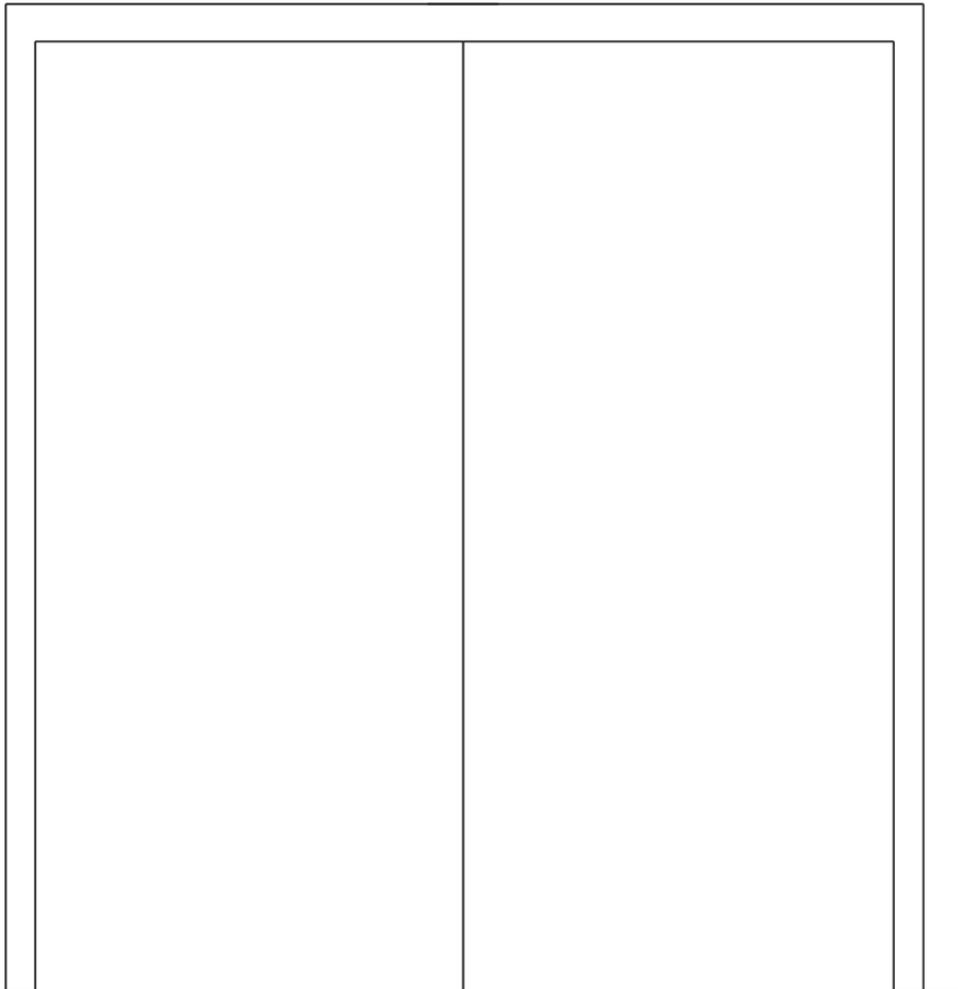
The Room ID Donor sign may have an optional rectangular sign to allow for additional approved verbage

The width of the signs are able to be 7 3/4" and 10" in height

- Font style Trade Gothic
- All dimensional lettering must be raised 1/32" with constraining colors
- All Braille text must be ADA compliant
- Titles (e.g. PhD, Dr.) must follow occupant name
- Clemson brand colors are suggested (All other color choices must be approved by University Planning and Design)
- Sign is comprised of two etched panels
- Sign Proportions must be preserved
- Zinc or vinyl insert options are available
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning and design

John and Sally Smith Conference Room

PROPOSED
PLAQUE



Room ID Donor (Semi-Permanent)

Applies to DR4 (\$500,000-\$999,999)

Additional recognition for these donors will be provided in the form of a plaque and/or dimensional letters. Size and location will be determined by the space.

Applies to DR5 (\$1,000,000 - \$4,000,000)

Architectural modifications may include modifications of lighting or finishes of the wall, floor, or ceiling. These modifications must be appropriate for the specific space in location, scale, and design.

- Font style: Trade Gothic or Goudy old Style Bold
- All dimensional lettering must be raised 1/32" with contrasting colors
- All Braille text must be ADA compliant
- Clemson brand colors are suggested (All other color choices must be approved by University Planning and Design)
- Plaque and lettering are composed of brushed aluminum
- Sign Proportions must be preserved
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning and design