Clemson University’s
Interior Sign Design Guidelines
A Comprehensive Program to Promote Campus Image, Identification, and Wayfinding

Prepared by:
Clemson University
Campus Planning Services
The Campus Sign Review Committee
August 2015
# Interior 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 pedestrians move and it is a source of informational cues that he/she uses in making a series of wayfinding 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 Guidelines is to provide appropriate information that will guide the design and development of clear and consistent interior signs on the Clemson Campus. The guidelines 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 guidelines 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.

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

Sign Policy

Sign Policy

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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 wayfinding 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.
Sign Hierarchy

Within each building, sign design hierarchy should be maintained. Sign use, size, and design complexity differentiate sign hierarchies. Safety signs and directional signs should be the largest in size, but be simply designed. Seminar room signs, donor office signs, and non-donor office signs are smaller in size, but are permitted greater design complexity. Finally, signs identifying washrooms, mechanical rooms, equipment rooms, etc should be the smallest in size and have a simple design.
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.
Symbols

Pictograms will have an empty 6" 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 at the top on the far left. Inappropriate pictograms including the unisex restroom pictogram and the active wheelchair pictogram, shown on the lower left must not be used in interior signage.
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.

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.

<table>
<thead>
<tr>
<th>Height from Finished Floor to Basline of Characters</th>
<th>Horizontal Viewing Distance</th>
<th>Minimum Character Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>40&quot;-70&quot;</td>
<td>Less than 72&quot;</td>
<td>5/8&quot;</td>
</tr>
<tr>
<td>40&quot;-70&quot;</td>
<td>72&quot; and greater</td>
<td>5/8 plus 1/8” per foot of extra viewing distance beyond 72&quot;</td>
</tr>
<tr>
<td>70&quot;-120&quot;</td>
<td>Less than 180&quot;</td>
<td>2&quot;</td>
</tr>
<tr>
<td>70&quot;-120&quot;</td>
<td>180&quot; and greater</td>
<td>2&quot; plus 1/8” per foot of extra viewing distance beyond 180&quot;</td>
</tr>
<tr>
<td>&gt;120’</td>
<td>Less than 21’</td>
<td>3&quot;</td>
</tr>
<tr>
<td>&gt;120’</td>
<td>21’ and greater</td>
<td>3” plus 1/8” per foot of extra viewing distance beyond 21’</td>
</tr>
</tbody>
</table>
## Typical Sign Design:
### Type Style

<table>
<thead>
<tr>
<th>Measurement Range</th>
<th>Minimum-Maximum (inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dot Base Diameter</td>
<td>0.059-0.063</td>
</tr>
<tr>
<td>Distance between two dots in the same cell</td>
<td>0.241-0.300</td>
</tr>
<tr>
<td>Distance between corresponding dots in adjacent cells</td>
<td>0.241-0.300</td>
</tr>
<tr>
<td>Dot Height</td>
<td>0.025-0.037</td>
</tr>
</tbody>
</table>

### 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.

### 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.

All sign elements shall be ADA and E911 compliant.

### 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.
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

**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 (see “Materials”) 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. All colors shall be ADA and E911 compliant.

### Thematic Color Palettes

<table>
<thead>
<tr>
<th>Palette</th>
<th>Color Hues</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A Clemson Orange</td>
</tr>
<tr>
<td>2</td>
<td>J Fort Hill</td>
</tr>
<tr>
<td>3</td>
<td>Q Columbia</td>
</tr>
</tbody>
</table>

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

All color hues found on Clemson University’s brand standards are acceptable color choices for interior sign design.
**Typical Sign Design:**

**Color Palette**

<table>
<thead>
<tr>
<th>Clemson Orange</th>
<th>Print Specifications — Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 1595 C</td>
<td>C M Y K</td>
</tr>
<tr>
<td>0 72 100 13</td>
<td>152 62 10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tillman Brick</th>
<th>Print Specifications — Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 180 C</td>
<td>C M Y K</td>
</tr>
<tr>
<td>20 72 100 13</td>
<td>152 62 10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Anna’s Lace</th>
<th>Print Specifications — Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 1205 C</td>
<td>C M Y K</td>
</tr>
<tr>
<td>0 4 48 0</td>
<td>249 228 152</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Regalia</th>
<th>Print Specifications — Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 268 C</td>
<td>C M Y K</td>
</tr>
<tr>
<td>0 4 48 0</td>
<td>249 228 152</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Centennial Oak</th>
<th>Print Specifications — Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 1545 C</td>
<td>C M Y K</td>
</tr>
<tr>
<td>0 4 48 0</td>
<td>249 228 152</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hartwell Moon</th>
<th>Print Specifications — Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 4115 C</td>
<td>C M Y K</td>
</tr>
<tr>
<td>0 4 48 0</td>
<td>249 228 152</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Blue Ridge</th>
<th>Print Specifications — Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 7046 C</td>
<td>C M Y K</td>
</tr>
<tr>
<td>0 4 48 0</td>
<td>249 228 152</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Samford Field</th>
<th>Print Specifications — Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 7495 C</td>
<td>C M Y K</td>
</tr>
<tr>
<td>0 4 48 0</td>
<td>249 228 152</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Howard’s Rock</th>
<th>Print Specifications — Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone Worn Gray 11 C</td>
<td>C M Y K</td>
</tr>
<tr>
<td>0 4 48 0</td>
<td>249 228 152</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Innovation</th>
<th>Print Specifications — Spot Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 877 C</td>
<td>C M Y K</td>
</tr>
<tr>
<td>0 4 48 0</td>
<td>249 228 152</td>
</tr>
</tbody>
</table>

**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 Stainless Steel Donor Sign

Finishes & Details

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. 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 fabrication processes to be considered. Other processes related to etching, engraving, and painting must be approved by University Planning & Design. All finishes and methods shall be ADA and E911 compliant.

Materials

All signage must consist of one or a combination of the listed materials in the materials palette. The use of any other materials than those listed is to be approved by University Planning and Design.

1. Zinc
2. Acrylic
3. Stainless Steel
4. Cast or Cut Aluminum
5. Brass
6. Bronze
7. Glass

Example of a Zinc Large Space ID Sign
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 leafs, 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.
Small Space ID (semi-permanent)

- 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.
**Large Space ID (semi-permanent)**

- 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.
- Logo - location for medallion, emblem, etc.
- Sign proportions must be preserved.
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.
Large Space ID (semi-permanent)

- 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.
- Logo - location for medallion, emblem, etc.
- 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**

**Room ID (temporary occupant)**

- 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.
- Logo - location for medallion, emblem, etc.
- 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.
Room ID (temporary occupant)

- 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.
- Logo - location for medallion, emblem, etc.
- 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.
Room ID (temporary space function and occupant)

- 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.
- Logo - location for medallion, emblem, etc.
- 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

Room ID (temporary space function and occupant)

- 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.
- Logo - location for medallion, emblem, etc.
- 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.
Suite Room ID
(temporary occupants)

- 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.
- Logo - location for medallion, emblem, etc.
- 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.
**Stair (permanent)**

- 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

Restroom (permanent)

- 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.
**Elevator (permanent)**

- 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

**Fire Evacuation (permanent)**

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.
- 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

Seminar Room (semi-permanent)

- 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.
- Logo - location for medallion, emblem, etc.
- 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.
Directories (semi-permanent)

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.
Typical Sign Design:

**Sign Designs**

**Directional (semi-permanent)**

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.
Donor Recognition with Tenant (Rectangular or Rounded)

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 or 8 7/8” 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/medallion to be included it will be positioned on Panel B centered on the left side or in the top right corner. The emblem’s size may be adjusted upon review and approval. All elements to be included on the panel will be determined by the level of giving.

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, additional donor recognition information will be placed on a separate secondary sign in order to separate donor recognition from other information such as tenant name, tenant title, department logo, space label, or room number.

All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.
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 & Design. It will be 10” 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/medallion to be included it will be positioned on Panel B centered on the left side or in the top right corner. The emblem’s 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 but will be separated by a 1/8” seam.

An additional matching separated 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 & Design.
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.
- Logo - location for medallion, emblem, etc.
- 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.
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.
- Logo - location for medallion, emblem, etc.
- 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.
Mr. & Mrs. John R.
Smithson

In honor of our son Jeffery Smithson, class of 1992,
and daughter Sarah Smithson Carson, class of 1995.
Their legacy of generosity and honor will always be
remembered by those who knew and loved them.

Room ID Donor (semi-permanent)

DR2.1 ($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, 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 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 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.
- Logo - location for medallion, emblem, etc.
- 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

Room ID Donor (Semi-Permanent)

DR2.2 ($100,000-$249,999)

The Room ID Donor sign may have an optional rectangular sign to allow for additional approved verbiage. 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 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.
- Logo - location for medallion, emblem, etc.
- 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

Room ID Donor (Semi-Permanent)
Secondary Sign

Applies to DR2 ($100,000-$249,999)

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

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

- 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.
- Logo - location for medallion, emblem, etc.
- 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.

Jack and Emily Cox
Lobby of Legacies

This space has been made possible by the generous gift from Jack and Emily Cox in loving memory of their son Adam Cox (1985-2010), a 2007 Clemson Graduate.

A100
LEGACY LOBBY

Adam Cox was a Clemson Tiger through and through. He also loved baseball all of his life. He was a son and brother that we were proud to call our own. It is with great pride and loving memories that we dedicate this Lobby of Legacies in his name.

Jack, Emily, Brian and Jennifer Cox

SECONDARY SIGN
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 tenant donor level signs, but may range in height from 8 7/8" to 10".

- 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.
- Logo - location for medallion, emblem, etc.
- 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.

In honor of our son Jeffery Smithson, class of 1992, and daughter Sarah Smithson Carson, class of 1995. Their legacy of generosity and honor will always be remembered by those who knew and loved them.
After leading the golf team to the championship in 1981, John Smith has made great contributions to Clemson University. As an alumni he created the "Golfing for Greatness" program to encourage academic achievement of student athletes. Since the initiation of this program in 1994, over 2,000 students have been involved and introduced to golfing.

Typical Sign Design:

**Sign Designs**

**Donor Plaques (semi-permanent)**

DR4 ($500,000 - $999,999)

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

DR5 ($1,000,000 - $4,999,999)

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 & 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 & Design.
Item Donor (semi-permanent)

Item donor recognition should be grouped into one sign per defined space in order to reduce visual clutter. The sign will be sized and placed to meet the specific needs and complexity of the space and sign content.

- 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.
- Logo - location for medallion, emblem, etc.
- Sign proportions must be preserved.
- All sign elements and placement must be ADA and E911 compliant to be approved by University Planning & Design.