Signage and Vehicle Brand Style Guide

The purpose of this brand style guide is to have a campus-wide unified and comprehensive look for all building identity, directional, wayfinding, address and LED panel signage on University buildings, walkways, entrances, etc.

This guide is part of the brand platform set that helps each of the University of Delaware's communications efforts to work in concert. A brand platform is a set of guidelines that serves as a common foundation for brand development and governs all aspects of a brand's visual elements, messages and implementation. To be successful, every entity in the UD community needs to help deliver the UD brand identity and message through its programs and activities.
Signage Brand Style Guide
Signage

Campus signage, from building identification to directional signs, is another way in which UD maintains a consistent brand identity. This section outlines the standards and guidelines for various types of University signage.

All exterior building and directional signage should be developed in cooperation with the University of Delaware's Planning and Project Delivery department and the UD Architect:

142 General Services Building
222 S. Chapel St.
Newark, DE 19716-1744
Fax: 302-831-8294
Telephone: 302-831-1744
Email: ud-fpc@udel.edu

To request a new sign, please submit a completed “University of Delaware New Exterior Sign Request Form” to the Planning and Project Delivery department.

The Sign Request Form may be found online at:
On that page, select “Requesting Signage.”
UD SIGNAGE

Double-Sided Aluminum Fabricated Building Identity Sign, to include:

- Overall Size - 60"h x 48"w
- (1) Header Panel - 18"h x 48"w
- (1) Directional Panel - 42"h x 48"w
- .125" Painted matte black aluminum
- Posts: SignComp.com, series 3, part #1007 round
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header - blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

Installation:

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete
- Height to top of the sign - approx. 80"

roadway building identity
48 x 80
Campus-wide
Harker Lab

Bob and Jane Gore Research Laboratories

DuPont Science Learning Laboratories

Sign structure detail
(roadway building identity version)
Double-Sided Aluminum Fabricated Wayfinding Sign, to include:

- Overall Size - approx. 60"h x 48"w
- (1) Header Panel - 18"h x 48"w
- Up to (7) Directional Panels - 6"h x 48"w with options for larger panels
- .125" Painted matte black aluminum
- Posts: SignComp.com, series 3, part #1007 round
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - white
  - bright yellow 180C-15
  - vivid blue 180C-17

Installation:

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete
- Height to top of the sign - Aprox 80"
Post style

Features & Benefits:
- Bodies offer a framed or frameless appearance.
- No visible panel attachment fasteners.
- Quick and easy to assemble.

NOTE: Face material not included.
Double-Sided Aluminum Fabricated Wayfinding Sign, to include:

- Overall Size - 72"h x 48"w
- (1) Header Panel - 18"h x 48"w
- (2) Logo Directional Panels - 12"h x 48"w
- (5) Directional Panels - 6"h x 48"w
- .125” Painted matte black aluminum
- Posts: SignComp.com, series 3, part #1007 round
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17
  - apple green 180C-196

Installation:

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete
- Height to top of the sign - approx. 80"
**Single-Sided Aluminum Fabricated Building Identity Sign, to include:**

- Overall Size - 72"h x 18"w
- (1) Header Panel - 9"h x 18"w (including height of the logo medallion)
- (1) Cast aluminum UD medallion (blue/silver)
- (1) Directional Panel - 63"h x 18"w
- .125" Painted matte black aluminum
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with separately applied 8" UD logo medallion
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

**Installation:**

- Installation of above on (2) 4" x 4" painted aluminum square posts in dirt set in concrete
- Height to top of the sign - approx. 72"
**Single-Sided Aluminum Fabricated Building Identity Sign, to include:**

- Overall Size - 51"h x 24"w

- (1) Header Panel - 9"h x 24"w (including height of the logo medallion)

- (1) Directional Panel - 42"h x 24"w

- .125" Painted matte black aluminum

- Posts: SignComp.com, series 3, part #1007 round

- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with separately applied 8" UD logo medallion

- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

**Installation:**

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete

- Height to top of the sign - approx. 72"
Double-Sided Aluminum Fabricated Building Identity Sign, each side to include:

- Overall Size - 96"h x 18"w

- (1) Header Panel - 9"h x 18"w (including height of the logo medallion)

- (1) Cast aluminum UD medallion (blue/silver)

- (1) Directional Panel - 87"h x 18"w

- .125" Painted matte black aluminum

- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with separately applied 8" UD logo medallion

- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

Installation:

- Installation of above on (2) 4" x 4" painted aluminum square posts in dirt set in concrete

- Height to top of the sign - approx. 96"
Trabant University Center LED double-sided sign

Trabant University Center

MOVIE NIGHT
STUDENT CENTER THEATER
8 p.m.
Single-Sided Aluminum Fabricated Building Address Sign, to include:

- Overall Size - 10"h x 8.5"w
- (1) Header Panel - 2.25"h x 8.5"w
- (1) Address Panel - 7.75"h x 8.5"w
- .25" Painted matte black aluminum
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

Installation:

- Installation of above pin-mounted flat on wall at location.
- Installation 60" AFF
**UD SIGNAGE**

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**Gore Hall**

114

The Green

building address

12 x 14.5

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**Single-Sided Aluminum Fabricated Building Address Sign, to include:**

- Overall Size - 14.5"h x 12"w
- (1) Header Panel - 3.25"h x 12"w
- (1) Address Panel - 11.25"h x 12"w
- .25” Painted matte black aluminum
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - Full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

**Installation:**

- Installation of above pin-mounted flat on wall at location.
- Installation 60” AFF
UD SIGNAGE

20"

Gore Hall

114

The Green

24"

Single-Sided Aluminum Fabricated Building Address Sign, to include:

- Overall Size - 24"h x 20"w
- (1) Header Panel - 5.5"h x 20"w
- (1) Address Panel - 18.5"h x 20"w
- .25" Painted matte black aluminum
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

Installation:

- Installation of above pin-mounted flat on wall at location.
- Installation 60" AFF
STAR Campus 72x120 pylon building signage

Health Sciences Complex

OPEN TO THE PUBLIC

Delaware Physical Therapy Clinic
Nurse Managed Primary Care Center
Speech Language Hearing Clinic

Delaware Health Sciences Alliance

Delaware Rehabilitation Institute

Biomedical Research Laboratories

540

Colors

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<th>Intense Blue (180C-47)</th>
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<td>Pantone 286SC</td>
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Main Title Font/Typestyle: Myriad Pro Bold
Name Font/Typestyle: Myriad Pro Semibold
Number Font/Typestyle: Myriad Pro Regular
Logo: Official STAR Campus lockup

Top view of pylon sign.

Background color: Pantone Cool Grey 3
STAR Health Specialty signage for internal/UD Public Entities

- Physical Therapy Clinic
- Nursed Managed Primary Care Center
- Speech Language Hearing Clinic

Colors

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<thead>
<tr>
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</table>

Font/Typestyle: Myriad Pro Semibold
Logo: Official STAR Health logo

Top view of pylon sign.

Background color: Pantone Cool Grey 3
STARC campus Specialty signage for Commercial Tenants

Tenant logo/name image area
14” h x 52” w
(obtain high resolution art from tenant)

Colors

- Intense Blue (180C-47)
- Medium Grey (180C-31)
- 3M Controltac Plus Graphic Film

Pantone 2945C Pantone Cool Grey 80C Pantone Color Matching System
- Blue Cool Grey 80C Acrylic Polyurethane

Number Font/Typestyle: Myriad Pro Regular
Logo: Official STAR Campus logo

Top view of pylon sign.

Background color:
Pantone Cool Grey 3
**STAR Health LED double-sided sign**

Custom Fabricated Double-Sided sign with Electronic Message Center, to include:

**ID Header Sign**
- Overall Dimension - 36''h x 123''w x 26' deep
- All Aluminum Construction
- Aluminum Dimensional Trim Top & Bottom
- 1-Color Matthews Painted Finish – Color - TBD
- LED Illumination
- 3/16” Thick White Polycarbonate Facing
- Translucent Vinyl Lettering / Graphics
- UL Listed and Approved

**Electronic Message Center**
- Double-Sided
- Vantage 20mm 72 x 156 Full Color LED Display
- Full Color Pixel Configuration (1R, 1G, 1B)
- 281 Trillion Colors
- 57” x 123” Active Viewing Window
- Aluminum perforated mesh endcaps painted black
- 10,000+ Brightness Level (Nits)
- 160 Degree Viewing Angle
- Wireless Data Connection
- Complete Scheduling Software
- On Site Setup and Training
- 7 Year Manufacturer’s Warranty (Parts & Labor)
- 3M Infinity Software (Cloud Base)

**Installation**
- Sign vendor will be responsible for the delivery and installation of the above mentioned sign.

**Permitting**
- Sign Vendor will be responsible for obtaining the required permits by the City of Newark for the sign installation.

**NOTE:** Electrical service for the sign will be provided by others.
UD Downtown Building Sign (Wilmington, DE)

Colors

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16’ x 2’

UNIVERSITY of DELAWARE
30” Public Parking Lot Sign

**Colors**

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**Font**

Helvetica Bold CAPS, no size distortion
UD SIGNAGE

18” Service Vehicle Sign

Colors

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Font

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UNIVERSITY SERVICE VEHICLES ONLY

TOWING ENFORCED

OPTION B:

MONDAY – FRIDAY
7 A.M. – 5 P.M.
18” Reserved Space Sign

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OPTION B:

- Monday - Friday
- 7 A.M. - 7 P.M.

OPTION C:

At all times
18” ADA Sign

Colors

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Font

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![18" ADA Sign Diagram]
**8” Motorcycle Sign**

**Colors**

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**Font**

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18” Pedestrian Walkway Sign

Colors

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Font

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18” Shuttle Bus Stop Sign

Colors

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Font

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24” Reserved Football

Colors

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This Lot
RESERVED
Home Football Game Days

12 AM - 9 PM

Unauthorized vehicles will be towed at owner's expense.
18” Low Emitting & Fuel Efficient Vehicles Sign

Colors

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Font

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18” UD Electric Vehicle Sign

Colors

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12” Tobacco-Free Campus Sign

Colors

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12”

9”
96” & 48” Parking Garage Signs

Colors

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Amstel Avenue  South Main St.

Exit to  South Main Street

Exit for  South Main Street
36” Fee Structure Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
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<td>Green (580-56, 680CR-66)</td>
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<tr>
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</tbody>
</table>

Font

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VISITORS CENTER
LOT #41

Entering during unattended hours
Insert 50 into entrance coin slot

After hours envelope drop
on exit side of booth

ATTENDED HOURS:
Mon - Thu 8 a.m. - 10 p.m.
Fri 8 a.m. - 8 a.m.

RATE:
$1.00 per 1/2 hour or part thereof
Lost tickets will be charged $24 per day

For assistance, contact UD Parking services at 302-831-1184
After 5 p.m. weekdays, weekends and holidays, contact Public Safety at 302-831-2792.

OPTIONS

PERKINS STUDENT CENTER-GARAGE LOT#4C
TRABANT UNIV. CENTER GARAGE LOT#17C
CENTER FOR THE ARTS GARAGE LOT#14C
18” UD Garage Assistance Sign

Colors

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</table>

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For assistance when no attendant is on duty, call Parking Services at 302-831-1184.

After 5 PM weekdays, weekends and holidays call Public Safety at 302-831-2222 or use a blue light phone.
UD SIGNAGE

UD Security Monitoring Signs

Colors

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>White (5000)</td>
<td>Blue 680-75, 680CR-75</td>
<td>ScotchBlue Reflective Graphic Film</td>
</tr>
<tr>
<td>White</td>
<td>Blue</td>
<td>Pantone Color Matching System</td>
</tr>
</tbody>
</table>

Font: Helvetica Bold CAPS, no size distortion

12” x 18”

Security cameras and video monitoring in operation.

12” x 12” and 18” x 18”

alternate version

Security cameras and video monitoring in operation.
Examples of University Signage

A. Building Identification/Address Signs, Surface-mounted
Material: Aluminum (see size variations and details on previous pages)
Font: Myriad Pro Bold, Myriad Pro Semibold
Dimensions: 7” x 8”, 8.5” x 10”, 12” x 14.5”, 20” x 24”
Notes: Primary logo with Building/Department Identification

B. Building Card Reader Signs, Surface-mounted
Material: PVC
Logo: white Circle UD
Dimensions: 8” x 8”

C. Building Identification Signs, Surface-mounted
Material: Cast bronze (see photos)
Font: Stone Serif Medium
Dimensions: 19” x 15”
Notes: UD Circle logo with Building/Department Identification and address
Examples of University Signage

D. Plaques
Material: Bronze
Font: Garamond Premiere Pro, Semibold
Size: Varies
Notes: Dedication/Historic Building/Donor Plaque

E. Building History Sign, Freestanding Plaque
Material: Bronze, cement, brick
Font: Garamond Premiere Pro
  Name: Semibold 60 pt.
  Body text: Semibold 36 pt.
Size:
  Brick Base: 32" wide x 25.5" deep x 16" high
  Top of Base (white cement): 24" wide x 18.5" deep
  Plaque: 18" wide x 12" high
  1/4" border, single line
Background color: Dark Oxide
Material: Bronze
Background texture: Stipple
Total height: approx. 28"
Notes: Dedication/History Plaque

E-1. Variation
Can also have commemorative plaque on front face brick base.
(Must be approved)
Bronze Plaque: 9" wide x 6" high
UD SIGNAGE

Building Naming Pin Lettering
A. Building Identification
Material: metal (preferably black, bronze or brushed steel/aluminum/nickel)
Dimensions: 7-10” height
Font/Typeface: Stone Serif Regular/Medium
Kerning: approx. +35

All final heights and kerning will be determined and approved by UD.
UD Walkway Gates
Material: metal, painted black
Logo: modified version of Circle UD logo/mark (please obtain correct vector logo art from Communications and Public Affairs).

Final approval of gate mockup must be approved by CPA for consistency and correct use of logo/mark.
UD SIGNAGE

Construction Sign 4’ x 6’ Variation

Alison Hall Renovations
Opening: Summer 2013

Construction Sign 4’ x 6’ Variation with Funding Attachment

Alison Hall Renovations
Opening: Summer 2013

This project generously funded by the State of Delaware

Typical Architect Rendering Construction Sign 4’ x 8’

Architect Rendering Construction Sign Variation 4’ x 8’

Life Sciences Research Facility
Opening: Winter 2012
**UD SIGNAGE**

**Typical Construction Title Sign**

4’ x 8’

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**Construction Title Sign 4’ x 8’ Variations**

1. **INTERDISCIPLINARY SCIENCE & ENGINEERING LABORATORY**
   - A home for education and research focused on energy, environment, and related policy issues.
   - www.udel.edu/iselab
   - A state-of-the-art teaching and research facility

2. **UNIVERSITY OF DELAWARE BOOKSTORE**
   - A Dynamic Two-Level Collegiate Superstore on Newark’s Main Street

3. **BOB CARPENTER CENTER ADDITION**
   - Basketball and Volleyball Facility
Sample Pedestrian Detour Map
Sign 4’ x 8’

Construction Fence Wind Screen Signage
Vehicle Brand Style Guide
**UD Campus Vehicles**

The following illustrations and guidelines identify the proper use, placement and color of the University’s logo on campus vehicles.

For questions about vehicular signage with respect to layout, colors and/or use of the UD logo, or to obtain a high-resolution electronic file, please contact the Communications and Public Affairs at 302-831-2791.

### Logo color, vinyl color chart

<table>
<thead>
<tr>
<th>Color</th>
<th>Avery</th>
<th>3M Opaque</th>
<th>3M Reflective</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(UD Blue)</strong></td>
<td>Impulse Blue A587-7 A5 opaque</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MOTOR POOL ONLY</td>
<td>[5 year]</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Impulse Blue A1570-4 A9 opaque</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>[5 yr]</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Widel Blue 180C-17 opaque</td>
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<td></td>
</tr>
</tbody>
</table>

Any questions concerning the layout of UD logos or to obtain a hi-resolution electronic file, please contact OCM 302-831-2791.
Motor Pool Vehicles
Guidelines for placement of UD logo and identity

Identity Legend

Use official art files only
- 14” wide x 5.9” h (smaller) logo
- UD Primary Logo – (Blue) PMS 2945c
  see vinyl color chart
Do NOT attempt to recreate!

- 2 inch identity number
  - PMS 2945c – Blue
  - Stone serif Semibold Italic font

Any questions concerning the layout of UD logos or to obtain a hi-resolution electronic file, please contact OCM 302-831-2791.

center in top door panel area above side molding

centered in top section

side molding

14” width
Service Vehicles
Guidelines for placement of UD logo and identity

Identity Legend

Use official art files only
- 18" wide x 5.9" h (larger) logo
- UD Primary Logo – (Blue) PMS 2945c Reflective*
  see vinyl color chart
Do NOT attempt to recreate!

- 2 inch identity number
- PMS 2945c – Blue Reflective*
- Stone serif Semibold Italic font

Any questions concerning the layout of UD logos or to obtain a hi-resolution electronic file,
please contact OCM 302-831-2791.
Motor Pool and Service Vehicles
Guidelines for placement of UD logo and identity number for vehicles other than car.
Dare to be first.

UNIVERSITY OF DELAWARE.