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.
**Color Palettes**

Color plays a critical role in strengthening the overall impact of the University of Delaware identity. It is perhaps the most significant identifier that the University uses. The consistent use of color is a vital part of communicating the University's brand.

The official blue and yellow are the University of Delaware's primary colors for use in print and electronic communications. Accent or secondary colors are used to complement UD's blue and yellow, but should not be used as primary or stand-alone elements of the color palette.

The logo may appear in the approved primary colors, or reversed in white out of a field of primary color.

When printing, spot colors (Pantone) should be used. When printing in full color (four-color process), the CMYK mix provided in the palette should be used. Automatic conversion of the spot color within an application can result in an incorrect mix.
Official Color Charts
Below is a list of the official color selections for the University of Delaware's logos, by acceptable color model.

Pantone Coated Color Equivalents:

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>COLOR</th>
<th>PANTONE</th>
<th>Process/CYMK</th>
<th>RGB</th>
<th>HEXADECIMAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware Blue</td>
<td></td>
<td>2945C</td>
<td>100-38-0-15</td>
<td>0-83-159</td>
<td>#00539f</td>
</tr>
<tr>
<td>Delaware Yellow-Gold</td>
<td></td>
<td>109C</td>
<td>0-9-94-0</td>
<td>255-210-0</td>
<td>#fffd200</td>
</tr>
<tr>
<td>YouDee Blue</td>
<td></td>
<td>299C</td>
<td>87-19-0-0</td>
<td>0-160-223</td>
<td>#00a0df</td>
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<tr>
<td>Delaware Red</td>
<td></td>
<td>187C</td>
<td>0-91-72-24</td>
<td>175-30-45</td>
<td>#af1e2d</td>
</tr>
<tr>
<td>Delaware Gray</td>
<td></td>
<td>Cool Gray 4C</td>
<td>0-0-0-28</td>
<td>189-189-189</td>
<td>#bddd8b</td>
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</table>

Opaque Vinyl Colors:

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>PANTONE</th>
<th>3M Opaque</th>
<th>3M Premium 851</th>
<th>ORACAL 751</th>
<th>ORACAL 751</th>
<th>AVERY A6 Opaque</th>
<th>AVERY A9 Opaque HP</th>
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<tr>
<td>Delaware Blue</td>
<td>2945C</td>
<td>Vivid Blue 180C-17</td>
<td>509 Sea Blue</td>
<td>057 Traffic Blue</td>
<td>Vivid Blue A6570-0</td>
<td>Vivid Blue A9570-0</td>
<td></td>
</tr>
<tr>
<td>Delaware Yellow-Gold</td>
<td>109C</td>
<td>Bright Yellow (109C) 180C-15</td>
<td>209 Maize Yellow</td>
<td>209 Maize Yellow</td>
<td>Primrose Yellow A6110-0</td>
<td>Lemon Zest (109C)A9113-0</td>
<td></td>
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<tr>
<td>YouDee Blue</td>
<td>299C</td>
<td>Olympic Blue 180C-47</td>
<td>547 Fjord Blue</td>
<td>517 Euro Blue</td>
<td>Olympic Blue A6530-0</td>
<td>Olympic Blue A9530-0</td>
<td></td>
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<tr>
<td>Delaware Red</td>
<td>187C</td>
<td>Geranium 180C-63</td>
<td>031 Red</td>
<td>031 Red</td>
<td>True Red A6332-0</td>
<td>Fire Red A9345-0</td>
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<tr>
<td>Delaware Gray</td>
<td>Cool Gray 4C</td>
<td>Medium Gray 180C-31</td>
<td>730 Simple Grey</td>
<td>074 Middle Grey</td>
<td>Medium Gray A6035-0</td>
<td>Medium Gray A9035-0</td>
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Thread Colors:

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<thead>
<tr>
<th>COLOR NAME</th>
<th>PANTONE</th>
<th>Madeira</th>
<th>RA</th>
<th>GS/SULKY</th>
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</thead>
<tbody>
<tr>
<td>Delaware Blue</td>
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<td>2220</td>
<td>1535</td>
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<td>Delaware Yellow-Gold</td>
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<td>1124</td>
<td>2462</td>
<td>1187</td>
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<td>YouDee Blue</td>
<td>299C</td>
<td>1297</td>
<td>2730</td>
<td>861</td>
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<td>Delaware Red</td>
<td>187C</td>
<td>1147</td>
<td>2263</td>
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<tr>
<td>Delaware Gray</td>
<td>Cool Gray 4C</td>
<td>1011</td>
<td>2592</td>
<td>1327</td>
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Reflective Vinyl Colors:

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>PANTONE</th>
<th>3M Scotchlite Reflective</th>
<th>ORACAL Series 350 Reflective</th>
<th>AVERY Reflective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware Blue</td>
<td>2945C</td>
<td>Blue 680-75, 680CR-75</td>
<td>Blue 050</td>
<td>Blue A7822-R</td>
</tr>
<tr>
<td>Delaware Yellow-Gold</td>
<td>109C</td>
<td>Yellow 680-71, 680CR-71</td>
<td>Yellow 020</td>
<td>Yellow A7812-R</td>
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<tr>
<td>Delaware White</td>
<td>White</td>
<td>White 680-10, 680CR-10</td>
<td>White 010</td>
<td>White A7801-R</td>
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<tr>
<td>Delaware Gold</td>
<td>872C</td>
<td>Gold 680-64, 680CR-64</td>
<td>Gold 091</td>
<td>Gold A7807-R</td>
</tr>
</tbody>
</table>

Use of all marks requires written approval prior to production. The name and marks of the University of Delaware are controlled under a licensing program administered through the CLC.
UD SIGNAGE

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 Request for Services Form” to the Planning and Project Delivery department.

The Sign Request Form may be found online in Web Forms or at this link: https://udapps.nss.udel.edu/webforms/embtform?wf_id=1106&wf_ty=blank
Double-Sided Aluminum Fabricated Building Identity Sign, to include:

- Overall Size - 60"h x 48"w
- (1) Header Panel - 18"h x 48"w
- Full Color Graphics File - Orafol vinyl with laminate.
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- (1) Directional Panel - 42"h x 48"w
- .080" Painted matte black aluminum facing over 1” square aluminum frame with VHB tape and Weld-On (2 part Chemical Adhesive)
- Posts: 3” x 3” square, aluminum painted matte black
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15

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"
- 12” diameter x 36” deep footers
- Installed perpendicular to the building for ease of reading both sides/directions

- All building tenants are listed in alphabetical order, with the exception of the following instances:
  - approved units that fall within a college or department, and should therefore be listed underneath the parent entity
  - if occupancy is known to be temporary, unit will be listed last to minimize sign repair/disruption.
UD SIGNAGE

Spencer Lab
Department of Mechanical Engineering
130 Academy Street

Sign structure detail
(roadway building identity version)
Construction Notes/Specs

501 South College Ave.

Professional & Continuing Studies
College of Education & Human Development

Double Sided Aluminum Fabricated Building Identity Sign
- Overall Height - 80" (from grade)
- Overall Width - 54" (post to post)
- 0.080" Routed aluminum faces with cad cut vinyl and digital prints
- 3" Square posts
- Posts painted matte black
- Full Color Graphics Fils - Oracal vinyl with laminate.
  - Blue to black gradient with UD seal ghosted and white UD Primary logo
- 3M Cad cut white reflective vinyl directional type
- 3M high performance non-reflective vinyl - horizontal stripes below header panel
- Sign installed using direct burial in ground with 3000 psi ready mix concrete

3" aluminum square posts painted black
Frame fastened to posts with tech screws
0.080" thick routed aluminum panel attached to 1" square tube frame with VHB tape and Weld-On (2 part Chemical Adhesive)
UD SIGNAGE

Double-Sided Aluminum Fabricated Wayfinding Sign, to include:

- Overall Size - approx. 60"h x 48"w
- (1) Header Panel - 18"h x 48"w
- Full Color Graphics File - Orafol vinyl with laminate.
  • full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Directional Panels - 42"x 48"w
  with options for larger panels
- .080" Painted matte black aluminum facing over 1" square aluminum frame with VHB tape and Weld-On (2 part Chemical Adhesive)
- Posts: 3"x 3" square, aluminum painted matte black
- 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 - approx. 80"
- 12" diameter x 36" deep footers
- Installed perpendicular to the building for ease of reading both sides/directions
Double-Sided Aluminum Fabricated Wayfinding Sign, to include:

- Overall Size – 72”h x 48”w
- (1) Header Panel – 18”h x 48”w
- Full Color Graphics File – Orafol vinyl with laminate.
  • Full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- (2) Logo Directional Panels – 12”h x 48”w each (varies)
- Directional Panels – misc. x 48”w
- .080” Painted matte black aluminum facing over 1” square aluminum frame with VHB tape and Weld-On (2 part Chemical Adhesive)
- Posts: 3”x 3” square, aluminum painted matte black
- Single Colors – 3M Scotchcal 50 Vinyl Graphics
  • Reflective white
  • Bright yellow 180C-15
  • 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”
- 12” diameter x 36” deep footers
- Installed perpendicular to the building for ease of reading both sides/directions
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/white), 8" dia

- (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"

- installation parallel to the building
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) Cast aluminum UD medallion (blue/white), 8" diameter
- Full Color Graphics File - Orafol vinyl with laminate.
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
  - separately applied 8" UD logo medallion
- (1) Directional Panel - 42"h x 24"w
- .080" Painted matte black aluminum facing over 1" square aluminum frame with VHB tape and Weld-On (2 part Chemical Adhesive)
- Posts: 3" x 3" square, aluminum painted matte black
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15

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"
- 12" diameter x 36" deep footers
- Installed parallel to the building unless otherwise noted for double-sided option.

All building tenants are listed in alphabetical order, with the exception of the following instances:

- approved units that fall within a college or department, and should therefore be listed underneath the parent entity
- if occupancy is known to be temporary, unit will be listed last to minimize sign repair/disruption.
UD SIGNAGE

18” side view

walking directional
18 x 96
The Green

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)

- (2) Cast aluminum UD medallion (blue/white), 8” diameter

- (1) Directional Panel - 87”h x 18”w

- .125” Painted matte black aluminum

- Full Color Graphics File - 3M UJ180C 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.
UD SIGNAGE

This style sign is best used for identifying doors or entryways of residence halls.

8.5" x 10"

* 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

This style sign is best used for main entrances, when viewed from a walkway or in extreme space situations.

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

This style sign is best used for main entrances, when viewed from a roadway or extreme distance, such as The Green.

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
UD Health 72x120 pylon building signage

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:
- Dark Blue (180C-47)
- Pantone 946C
- Blue

Background color:
- Pantone Cool Grey 3

Main Title Font/Typestyle: Myriad Pro Bold
Name Font/Typestyle: Myriad Pro Semibold
Number Font/Typestyle: Myriad Pro Regular
Logo: Official UD Health Lockup

Top view of pylon sign.
UD Health Specialty signage for internal/UD Public Entities

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

Colors

<table>
<thead>
<tr>
<th>Intense Blue (190C-47)</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 366C</td>
<td>Pantone White</td>
</tr>
<tr>
<td>3M Scotchcal Graphic Film</td>
<td>Acrylic Polycarbonate</td>
</tr>
</tbody>
</table>

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

Top view of pylon sign.

Background color: Pantone Cool Grey 3
STAR Campus - commercial/external building identity 60” pylon signage (street side)

Colors

<table>
<thead>
<tr>
<th>Intense Blue (180C-47)</th>
<th>White</th>
<th>3M Controltec Plus Graphic Film</th>
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</thead>
<tbody>
<tr>
<td>Pantone 2045C</td>
<td>Pantone White</td>
<td>Pantone Color Matching System</td>
</tr>
<tr>
<td>Blue</td>
<td>White</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Number Font: Myriad Pro Regular
Typestyle: Myriad Pro Semibold

Logo: Official STAR Campus logo
Official UD Primary logo

Background color: Pantone Cool Grey 3

Top view of pylon sign.
UD 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)
- SM 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**

<table>
<thead>
<tr>
<th></th>
<th>A9001-T</th>
<th>A9561-T</th>
<th>A9566-T</th>
<th>Avery Translucent A6 Film</th>
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<tbody>
<tr>
<td>White</td>
<td>Pantone 300SC</td>
<td>Pantone 294SC</td>
<td>Pantone Color Matching System</td>
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</tr>
</tbody>
</table>

16' x 2'

UNIVERSITY of DELAWARE
30” Public Parking Lot Sign

Colors

<table>
<thead>
<tr>
<th></th>
<th>Pantone 342C</th>
<th>Pantone 2945C</th>
<th>Pantone Color Matching System</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>Green</td>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
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Font

Helvatica Bold CAPS, no size distortion

OPTIONS

PUBLIC PARKING

LOT #41
18” Service Vehicle Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3M 5100 (reflective)</td>
<td>Intense Blue (160C-47)</td>
<td>3M Control Tack Plus Graphic Film</td>
</tr>
<tr>
<td>White</td>
<td>Pantone 2945C</td>
<td>Pantone Color Matching System</td>
</tr>
<tr>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
<td></td>
</tr>
</tbody>
</table>

Font

Helvetica Bold CAPS, no size distortion

UNIVERSITY SERVICE VEHICLES ONLY

AT ALL TIMES

TOWING ENFORCED

OPTION B:

MONDAY – FRIDAY
7 A.M. – 5 P.M.
**UD SIGNAGE**

**18” Reserved Space Sign**

**Colors**

<table>
<thead>
<tr>
<th>Color</th>
<th>White 3M S100 (reflective)</th>
<th>Intense Blue (160C-47)</th>
<th>3M ControllTac Plus Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>White</td>
<td>Pantone 2945C</td>
<td>Pantone Color Matching System</td>
</tr>
<tr>
<td>Blue</td>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
<td></td>
</tr>
</tbody>
</table>

**Font**

Helvetica Bold CAPS, no size distortion

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**OPTION B:**

MONDAY - FRIDAY
7 A.M. - 7 P.M.

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**OPTION C:**

AT ALL TIMES
18” ADA Sign

Colors

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

Font

Helvetica Bold CAPS, no size distortion
8” Motorcycle Sign

Colors

<table>
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<tr>
<th>Color</th>
<th>Material</th>
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<tbody>
<tr>
<td>White 3M 5100 (reflective)</td>
<td>Intense Blue (180C-47) 3M Contro tac Plus Graphic Film</td>
</tr>
<tr>
<td>White</td>
<td>Pantone 2945C</td>
</tr>
<tr>
<td>White</td>
<td>Blue</td>
</tr>
</tbody>
</table>

Font
Helvetic CAPS, no size distortion

Example dimensions:
- Width: 12"
- Height: 8"
- Text: MOTORCYCLES ONLY
18” Pedestrian Walkway Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>White 3M 6100 (reflective)</th>
<th>Intense Blue (181C-47)</th>
<th>3M ControlTac Plus Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>White 3M 6100 (reflective)</td>
<td>White 3M 6100 (reflective)</td>
<td>Intense Blue (181C-47)</td>
<td>3M ControlTac Plus Graphic Film</td>
</tr>
<tr>
<td>White 3M 6100 (reflective)</td>
<td>White 3M 6100 (reflective)</td>
<td>Intense Blue (181C-47)</td>
<td>3M ControlTac Plus Graphic Film</td>
</tr>
<tr>
<td>White 3M 6100 (reflective)</td>
<td>White 3M 6100 (reflective)</td>
<td>Intense Blue (181C-47)</td>
<td>3M ControlTac Plus Graphic Film</td>
</tr>
<tr>
<td>White 3M 6100 (reflective)</td>
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<td>Intense Blue (181C-47)</td>
<td>3M ControlTac Plus Graphic Film</td>
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<td>Intense Blue (181C-47)</td>
<td>3M ControlTac Plus Graphic Film</td>
</tr>
</tbody>
</table>

Font

Helvetica Bold CAPS, no size distortion
18” Shuttle Bus Stop Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>3M 5100 (reflective)</th>
<th>Intense Blue (180C-47)</th>
<th>3M Controllac Plus Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>White</td>
<td>Pantone 2945C</td>
<td>Pantone Color Matching System</td>
</tr>
<tr>
<td>Blue</td>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
<td></td>
</tr>
</tbody>
</table>

Font

Helvetica Bold CAPS, no size distortion
24” Reserved Football

Colors

<table>
<thead>
<tr>
<th></th>
<th>Pantone 342C</th>
<th>Pantone 2945C</th>
<th>Pantone Color Matching System</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (5000)</td>
<td>White</td>
<td>White</td>
<td>Acrylic Polyurethane</td>
</tr>
<tr>
<td>Green (680-56, 680CR-56)</td>
<td>Green</td>
<td>Green</td>
<td></td>
</tr>
<tr>
<td>Blue (680-75, 680CR-75)</td>
<td>Blue</td>
<td>Blue</td>
<td></td>
</tr>
</tbody>
</table>

Font Helvetica Bold CAPS, no size distortion

This Lot
RESERVED
Home Football Game Days

12 AM - 9 PM

UNAUTHORIZED VEHICLES WILL BE TOWED AT OWNER'S EXPENSE

x=.75”
18” Low Emitting & Fuel Efficient Vehicles Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>White 3M 5100 (reflective)</td>
<td>White Pantone 2845C</td>
</tr>
<tr>
<td>Intense Blue (180C-47)</td>
<td>Blue Acrylic Polyurethane</td>
</tr>
<tr>
<td>3M ControlTac Plus Graphic Film</td>
<td>Pantone Color Matching System</td>
</tr>
</tbody>
</table>

Font

*Helvetica Bold CAPS, no size distortion*

LOW EMITTING & FUEL EFFICIENT VEHICLES ONLY

AT ALL TIMES

TOWING ENFORCED

X = .75”
18” UD Electric Vehicle Sign

Colors

- White 3M 5100 (reflective)
- Green (689-56, 680CR-56)
- Blue 680-75, 680CR-75

Scotchlite Reflective Graphic Film

- Pantone 342C
- Pantone 2545C

White
Green
Blue

Acrylic Polyurethane

Font: Helvetica Bold CAPS, no size distortion

RESERVED at all times for UNIVERSITY ELECTRIC VEHICLES

15kW
12” Tobacco-Free Campus Sign

Colors

<table>
<thead>
<tr>
<th>Color Description</th>
<th>Pantone Code(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>199C</td>
</tr>
<tr>
<td>Blue 680-82</td>
<td>2945C</td>
</tr>
<tr>
<td>Blue 680-75, 680CR-75</td>
<td></td>
</tr>
<tr>
<td>Scotch®Bite Reflective Graphic Film</td>
<td></td>
</tr>
</tbody>
</table>

Font

Helvetica Bold CAPS, no size distortion

Dimensions:
- Width: 12”
- Height: 9”

For Your Health
THIS IS A TOBACCO-FREE CAMPUS

www.udel.edu/tobaccofreeUD
96” & 48” Parking Garage Signs

Colors

<table>
<thead>
<tr>
<th></th>
<th>Pantone Color Matching System</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (5000)</td>
<td>White</td>
</tr>
<tr>
<td>Green (680-56, 680CR-56)</td>
<td>Pantone 342C</td>
</tr>
<tr>
<td>Blue (680-75, 680CR-75)</td>
<td>Pantone 2945C</td>
</tr>
<tr>
<td>Scotchlite Reflective Graphic Film</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Font: Helvetica Bold CAPS, no size distortion

Amstel Avenue  South Main St. 12”

Exit to South Main Street 12”

Exit for South Main Street 7” 24”
36” Fee Structure Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone 342C</th>
<th>Pantone 2945C</th>
<th>Pantone Color Matching System</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (5000)</td>
<td></td>
<td></td>
<td>White</td>
</tr>
<tr>
<td>Green (680-56, 680CR-66)</td>
<td></td>
<td></td>
<td>Green</td>
</tr>
<tr>
<td>Blue (680-75, 680CR-75)</td>
<td></td>
<td></td>
<td>Blue</td>
</tr>
<tr>
<td>Scotchlite Reflective Graphic Film</td>
<td></td>
<td></td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Font Helvetica Bold CAPS, no size distortion

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

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>Pantone Color Matching System</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (5000)</td>
<td>342C</td>
<td>Acrylic Polyurethane</td>
</tr>
<tr>
<td>Green (680-56, 680CR-56)</td>
<td>2845C</td>
<td></td>
</tr>
<tr>
<td>Blue 680-75, 680CR-75</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Font

Helvetica Bold CAPS, no size distortion

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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</td>
<td>Blue</td>
<td>Scotch Brite</td>
</tr>
<tr>
<td>(5000)</td>
<td>680-75, 680CR-75</td>
<td>Reflective Graphic Film</td>
</tr>
<tr>
<td>Pantone 2945C</td>
<td>Pantone Color Matching System</td>
<td></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”

Security cameras and video monitoring in operation.

alternate version
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 Office of Communications and Marketing).

Final approval of gate mockup must be approved by OCM 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
Typical Construction Title Sign
4’ x 8’

Construction Title Sign 4’ x 8’ Variations

44 Kent Way

University of Delaware
College of Arts & Sciences

New offices for the College of Arts & Sciences in the former Blue & Gold Club

INTERDISCIPLINARY SCIENCE & ENGINEERING LABORATORY

www.udel.edu/iselab

A state-of-the-art teaching and research facility

UNIVERSITY OF DELAWARE BOOKSTORE

UNIVERSITY OF DELAWARE
BARNES & NOBLE

A Dynamic Two-Level Collegiate Superstore on Newark’s Main Street

BOB CARPENTER CENTER ADDITION

University of Delaware
Basketball and Volleyball Facility
Sample Pedestrian Detour Map
Sign 4’ x 8’

Construction Fence Wind Screen Signage
Vehicle Brand Style Guide
UD 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 Office of Communications and Marketing at 302-831-2791.

Logo color, vinyl color chart

<table>
<thead>
<tr>
<th>Color</th>
<th>selected vinyl manufacturers</th>
<th>3M Opaque</th>
<th>3M Reflective</th>
</tr>
</thead>
<tbody>
<tr>
<td>UD Blue</td>
<td>Avery: Impulse Blue A567-5 A6 opaque (3 yr)</td>
<td>3M Opaque: Ild Blue 180C-17 opaque</td>
<td></td>
</tr>
<tr>
<td>MOTOR POOL ONLY</td>
<td>Avery: Impulse Blue A567-5 A9 opaque (3 yr)</td>
<td></td>
<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

<table>
<thead>
<tr>
<th>Use official art files only</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 14” wide x 5.9” h (smaller) logo</td>
</tr>
<tr>
<td>- UD Primary Logo – (Blue) PMS 2945c</td>
</tr>
<tr>
<td>- see vinyl color chart</td>
</tr>
<tr>
<td>- Do NOT attempt to recreate!</td>
</tr>
</tbody>
</table>

Identity number

- 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.
**Service Vehicles**
Guidelines for placement of UD logo and identity

- 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.
UD SHUTTLE BUSES