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/CMYK</th>
<th>RGB</th>
<th>HEXADECIMAL</th>
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<tbody>
<tr>
<td>Delaware Blue</td>
<td></td>
<td>2945C</td>
<td>100-38-0-15</td>
<td>0-83-159</td>
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<tr>
<td>Delaware Yellow-Gold</td>
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<td>109C</td>
<td>0-9-94-0</td>
<td>255-210-0</td>
<td>#fff200</td>
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<tr>
<td>YouDee Blue</td>
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<td>87-19-0-0</td>
<td>0-160-223</td>
<td>#00a0df</td>
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<tr>
<td>Delaware Red</td>
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<td>187C</td>
<td>0-91-72-24</td>
<td>175-30-45</td>
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<tr>
<td>Delaware Gray</td>
<td></td>
<td>Cool Gray 4C</td>
<td>0-0-0-28</td>
<td>189-189-189</td>
<td>#bd6bd6</td>
</tr>
</tbody>
</table>

Trademarked of the University of Delaware may appear in full-color or one-color versions, as shown throughout The Collegiate Licensing Company (CLC) site. They should appear only as shown or otherwise permitted by the CLC.

### Thread Colors:

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>PANTONE</th>
<th>Madeira</th>
<th>RA</th>
<th>GS/SULKY</th>
</tr>
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<tbody>
<tr>
<td>Delaware Blue</td>
<td>2945C</td>
<td>1076</td>
<td>2220</td>
<td>1535</td>
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<td>1124</td>
<td>2462</td>
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<td>YouDee Blue</td>
<td>299C</td>
<td>1297</td>
<td>2730</td>
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<td>Delaware Red</td>
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<td>1147</td>
<td>2263</td>
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<tr>
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<td>Cool Gray 4C</td>
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<td>2592</td>
<td>1327</td>
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### Acrylic and Powder Coating Colors:

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>PANTONE</th>
<th>GEMINI</th>
<th>DRYLAC</th>
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<tr>
<td>Delaware Blue</td>
<td>2945C</td>
<td>2860</td>
<td>RAL5005</td>
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<td>Delaware Yellow-Gold</td>
<td>109C</td>
<td>2037</td>
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<td>Delaware Gray</td>
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### Opaque Vinyl Colors:

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>PANTONE</th>
<th>3M Opaque</th>
<th>3M Premium B51</th>
<th>ORACAL HP 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>
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<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>
</tr>
<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>
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<tr>
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<td>187C</td>
<td>Geranium 180C-63</td>
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<td>True Red A6332-0</td>
<td>Fire Red A9345-0</td>
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<tr>
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<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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### Reflective Vinyl Colors:

<table>
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<th>COLOR NAME</th>
<th>PANTONE</th>
<th>3M Scotchlite Reflective</th>
<th>ORACAL Series 550 Reflective</th>
<th>AVERY Reflective</th>
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<tr>
<td>Delaware Blue</td>
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<td>Blue 680-75, 680CR-75</td>
<td>Blue 050</td>
<td>Blue A7822-R</td>
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<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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<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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<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>

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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
**UD SIGNAGE**

Frame Mounted to posts with tech screws

.080”(THK) Routed Aluminum Faces with Digitally Printed Graphics Attached with VHB-Tape and Weld-On (2 part Chemical Adhesive)

1” SQ. Aluminum Tube Framing

3” SQ. Aluminum Posts Painted Black

Graham Hall
School of Public Policy & Administration

111 Academy Street

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

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 Fibe - 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)
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"x48"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"x3" 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
UD SIGNAGE

48”

80”

roadway directional specialty
48 x 80
Campus-wide

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
**UD SIGNAGE**

### 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"

- **all building tennants are listed in alphabetical order**
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
- all building tenants are listed in alphabetical order
UD SIGNAGE

18"

side view

96"

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 U180C 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.

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

- **Overall Size**: 10"h x 8.5"w
- **Header Panel**: 2.25"h x 8.5"w
- **Address Panel**: 7.75"h x 8.5"w
- **0.25" 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

**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

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

Colors

- Intense Blue (180C-47) / white
- Pantone 946C / white
- Blue / white
- Acrylic Polyurethane

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

Background color: Pantone Cool Grey 3

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

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

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intense Blue (180C-7)</td>
<td>white</td>
<td>3M Controltac Plus Graphic Film</td>
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<tr>
<td>Pantone 2945C</td>
<td>white</td>
<td>Pantone Color Matching System</td>
</tr>
<tr>
<td>Blue</td>
<td>white</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

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

Top view of pylon sign.
- all building tenants are listed in alphabetical order
STAR Campus Specialty signage for Commercial Tenants

UD SIGNAGE

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

Colors

Blue

Medium Grey

Pantone 340C

Pantone Cool Grey 8C

Pantone Color Matching System

Blue

Cool Grey 80%

Acrylic Polyurethane

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

Top view of pylon sign.

Background color:
Pantone Cool Grey 3
**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>Color Code</th>
<th>Color Name</th>
<th>Pantone Code</th>
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<tbody>
<tr>
<td>A9001-T</td>
<td>White</td>
<td>Paint 3005C</td>
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<td>A9561-T</td>
<td>Pantone 3005C</td>
<td>Paint 2945C</td>
</tr>
<tr>
<td>A9566-T</td>
<td>Avery Translucent A6 Film</td>
<td>Paintone Color Matching System</td>
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16' × 2'
### UD Signage

#### 24" Parking Sign (CENTRAL Lot)

<table>
<thead>
<tr>
<th>Colors</th>
<th>White</th>
<th>Green</th>
<th>Blue</th>
<th>Gray</th>
<th>Navy Blue</th>
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</thead>
<tbody>
<tr>
<td>Print Color</td>
<td>White</td>
<td>Green</td>
<td>Blue</td>
<td>Gray</td>
<td>Navy Blue</td>
</tr>
<tr>
<td>Font</td>
<td>Eurostile Ultra Bold Italic, no case variation</td>
<td></td>
<td></td>
<td></td>
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#### 24" Parking Sign (GOLD Lot)

<table>
<thead>
<tr>
<th>Colors</th>
<th>White</th>
<th>Green</th>
<th>Blue</th>
<th>Yellow</th>
<th>Navy Blue</th>
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</thead>
<tbody>
<tr>
<td>Print Color</td>
<td>White</td>
<td>Green</td>
<td>Blue</td>
<td>Yellow</td>
<td>Navy Blue</td>
</tr>
<tr>
<td>Font</td>
<td>Eurostile Ultra Bold Italic, no case variation</td>
<td></td>
<td></td>
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#### 24" Parking Sign (GRAY Lot)

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<thead>
<tr>
<th>Colors</th>
<th>White</th>
<th>Green</th>
<th>Blue</th>
<th>Gray</th>
<th>Navy Blue</th>
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</thead>
<tbody>
<tr>
<td>Print Color</td>
<td>White</td>
<td>Green</td>
<td>Blue</td>
<td>Gray</td>
<td>Navy Blue</td>
</tr>
<tr>
<td>Font</td>
<td>Eurostile Ultra Bold Italic, no case variation</td>
<td></td>
<td></td>
<td></td>
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#### 24" Parking Sign (Pearson Lot)

<table>
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<th>White</th>
<th>Green</th>
<th>Blue</th>
<th>Yellow</th>
<th>Navy Blue</th>
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</thead>
<tbody>
<tr>
<td>Print Color</td>
<td>White</td>
<td>Green</td>
<td>Blue</td>
<td>Yellow</td>
<td>Navy Blue</td>
</tr>
<tr>
<td>Font</td>
<td>Eurostile Ultra Bold Italic, no case variation</td>
<td></td>
<td></td>
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#### 24" Parking Sign (RED Lot)

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<tr>
<th>Colors</th>
<th>White</th>
<th>Green</th>
<th>Blue</th>
<th>Red</th>
<th>Navy Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Color</td>
<td>White</td>
<td>Green</td>
<td>Blue</td>
<td>Red</td>
<td>Navy Blue</td>
</tr>
<tr>
<td>Font</td>
<td>Eurostile Ultra Bold Italic, no case variation</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
**UD SIGNAGE**

### 30” Public Parking Lot 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 (reflective)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green (680-55, 680CR-55)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue (680-75, 680CR-75)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scotchplast Reflective Graphic Film</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Font**

Helvetica Bold CAPS, no size distortion

### 30” Parking Lot Sign

Options:

- OPTIONS

Public Parking

Lot #41
UD SIGNAGE

18” Service Vehicle Sign

Colors

<table>
<thead>
<tr>
<th>White 3M 5700 (reflective)</th>
<th>Intense Blue (180C-47)</th>
<th>3M Controllac Plus Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>Pantone 2945C</td>
<td>Pantone Color Matching System</td>
</tr>
<tr>
<td>White</td>
<td>Blue</td>
<td>Acrylic Polyurethane</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.
18” Reserved Space Sign

**Colors**

<table>
<thead>
<tr>
<th>Color</th>
<th>White 3M 5100 (reflective)</th>
<th>Intense Blue (160C-47)</th>
<th>3M ControllTac Plus Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>White Pantone 2045C</td>
<td>Blue Acrylic Polyurethane</td>
<td></td>
</tr>
</tbody>
</table>

**Font**

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**OPTION B:**

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

**OPTION C:**

AT ALL TIMES
18” ADA Sign

Colors

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>White (5000)</td>
<td>Blue 680-75, 680CR-75</td>
</tr>
<tr>
<td>Pantone 2945C</td>
<td>Pantone Color Matching System</td>
</tr>
<tr>
<td>White</td>
<td>Blue</td>
</tr>
</tbody>
</table>

Font

Helvetica Bold CAPS, no size distortion
8” Motorcycle Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>White 3M 5100 (reflective)</td>
<td>Intense Blue (180C-47) 3M ControTac Plus Graphic Film</td>
</tr>
<tr>
<td>White</td>
<td>Pantone 2946C  Pantone Color Matching System</td>
</tr>
<tr>
<td>White</td>
<td>Blue  Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Font

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18” Pedestrian Walkway Sign

Colors

<table>
<thead>
<tr>
<th>Color Description</th>
<th>Color Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>White 3M 6100 (reflective)</td>
<td>White</td>
</tr>
<tr>
<td>Inconce Blue (189C-47)</td>
<td>Blue</td>
</tr>
<tr>
<td>3M Controltac Plus Graphic Film</td>
<td>Acrylic Polymide</td>
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</tbody>
</table>

Font

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

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>White 3M S100 (reflective)</td>
<td>Intense Blue (180C-47)</td>
</tr>
<tr>
<td>White</td>
<td>Pantone 2945C</td>
</tr>
<tr>
<td>Blue</td>
<td>Pantone Color Matching System</td>
</tr>
<tr>
<td>Acrylic Polyurethane</td>
<td></td>
</tr>
</tbody>
</table>

Font

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24” Reserved Football

Colors

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

Font: Helvetica Bold CAPS, no size distortion

Dimensions:
- Width: 24”
- Height: 18”
- Top Margin: 5”
- Bottom Margin: 7”
- Left Margin: 1.50”
- Right Margin: .50”
- 12 AM - 9 PM: 1.25”
- Unauthorized Vehicles Will Be Towed At Owner's Expense: .50”
- X = .75”

This Lot
RESERVED
Home Football
Game Days

University of Delaware
Office of Communications and Marketing
302-831-2791
www.udel.edu/ocm

Signage & Vehicle Brand Style Guide
18" Low Emitting & Fuel Efficient Vehicles Sign

Colors

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

Font

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LOW EMITTING & FUEL EFFICIENT VEHICLES ONLY

AT ALL TIMES

TOWING ENFORCED

x = .75"
18” UD Electric Vehicle Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>White 3M 5100 (reflective)</td>
<td>342C</td>
</tr>
<tr>
<td>Green (680-56, 680CR-56)</td>
<td>2845C</td>
</tr>
<tr>
<td>Blue 680-75, 680CR-75</td>
<td>2845C</td>
</tr>
<tr>
<td>Scotchlite Reflective Graphic Film</td>
<td>342C</td>
</tr>
<tr>
<td>Acrylic Polyurethane</td>
<td>2845C</td>
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</tbody>
</table>

Font: Helvetica Bold CAPS, no size distortion
12” Tobacco-Free Campus Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (0000)</td>
<td>Pantone 199C</td>
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<tr>
<td>Blue 680-82</td>
<td>Pantone 2945C</td>
</tr>
<tr>
<td>Blue 680-75, 680CR-75</td>
<td>Scotch® Elite Reflective Graphic Film</td>
</tr>
<tr>
<td>Acrylic Polyurethane</td>
<td></td>
</tr>
</tbody>
</table>

Font

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Dimensions:
- 12” width
- 9” height

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

**Colors**

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

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**Amstel Avenue**

---

**South Main St.**

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**Exit to South Main Street**

---

**Exit for South Main Street**
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>
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</thead>
<tbody>
<tr>
<td>White (5000)</td>
<td></td>
<td></td>
<td>White</td>
</tr>
<tr>
<td>Green (580-56, 680CR-66)</td>
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<td></td>
<td>Green</td>
</tr>
<tr>
<td>Blue (680-75, 680CR-75)</td>
<td></td>
<td></td>
<td>Blue</td>
</tr>
<tr>
<td>ScotchKite Reflective Graphic Film</td>
<td></td>
<td></td>
<td>Acrylic Polyurethane</td>
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</tbody>
</table>

Font

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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>Code/Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (5000)</td>
<td>Pantone 342C</td>
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<tr>
<td>Green (680-56, 680CR-56)</td>
<td>Pantone 294C</td>
</tr>
<tr>
<td>Blue (680-75, 680CR-75)</td>
<td>Scotchlite Reflective Graphic Film</td>
</tr>
</tbody>
</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></td>
<td>White</td>
<td>Blue 680-75, 680CR-75</td>
</tr>
<tr>
<td></td>
<td>White</td>
<td>Blue 2945C</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pantone Color Matching System</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

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12” x 18”

Security cameras and video monitoring in operation.

alternate version

12” x 12” and 18” x 18”

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
**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.
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
Sample Pedestrian Detour Map
Sign 4’ x 8’

Construction Fence Wind Screen Signage
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 Office of Communications and Marketing at 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.
**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!

- **Identity Legend**
  - 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.