

Signage

“Signage” is the term used to describe the use of a collective group of signs and symbols. The primary function of signage is to provide informative, clear, concise, and appropriately placed information that is useful, while all the while not becoming a focal point of the aesthetic environment. Signs need to provide necessary and adequate information, be noticeable, but not dominate the surroundings.

Properly designed and placed signage can provide non-verbal communication to individuals at any given time when and where it is not feasible to station people to personally audibly and/or visually communicate that information; Signs at a college campus provide a means to empower and engages individuals to navigate campus independently and convey code required information. Signage defines areas, identifies places and spaces, and creates a visual first impression of our surroundings. “Good” signage promotes a welcoming environment to all people and presents a first impression image.

There are specific requirements for code compliant signs such as those for identification of toilet rooms and stairwells. There are also requirements for signs that need to comply with ADA (Americans with Disabilities Act) Guidelines, particularly with room identification signs at a public institution such as John Carroll, where wayfinding is an independent process. Consistency and standardization of similar sign types is important to the overall aesthetic and message delivery system. It is for these reasons and more that signage is handled as a centralized function within the Facilities Department office. Signs are designed and provided to offer the maximum amount of flexibility, i.e. in-house printed inserts for name and department listings, etc. The following is some basic information regarding signage details at John Carroll University:

FONT STYLE:

Optima Demi-Bold has been selected as the standard *signage font* for the University because is a simple, easy to read font with proper characteristics required by complex letter formation requirements of ADA, and yet it is a bold font with elegance and character. Optima Demi-Bold is the font used for the permanent raised lettering and numbers on signs as well as for the printed text on the replaceable inserts.

FONT SIZE:

The raised lettering on an ADA compliant sign (and accompanied by Braille) must be a minimum lettering height of 5/8”; This height equates to approximately 66 pt. Common standards for viewing distance list 5/8” letter height as viewable from 4 feet or less; 2” lettering height is needed for typical viewing from 13 to 20 feet. Keep these sizes in mind if you make “temporary paper” signs for posting. Overhead signs have specific lettering height requirements of 3” minimum height lettering.

Other lettering proportions and contrast characteristics are also required for code compliant signage.

Replaceable sign inserts for typical signs have been designed for (2) lines of text of specific size, spacing and boldness to promote consistency and readability. Typically, the first line of text is the occupant’s name or the room function. The second line of text is typically a functional title, department designation, or a secondary identification. Sign Templates for the basic room identification signs have been created for convenience.

SIGN PLACEMENT:

ADA Guidelines provide specifics on the mounting location for most types of signs. Typically a room identification sign is required to be mounted on the latch side of a door at 60” to the centerline of the sign.

SIGN TYPES:

There is a comprehensive signage genre that has been established for both interior and exterior signs for the John Carroll University campus community, which consists of many different sign types seen around campus. Different background colors are used in different buildings to visually distinguish locations. The following are a few **examples** of common sign types:

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← Interior Room Identification Signs

Type A, B, and B.1 are most common

Interior Toilet Room Identification Signs →



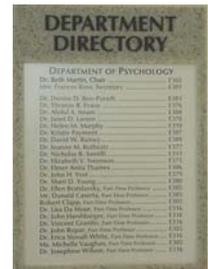
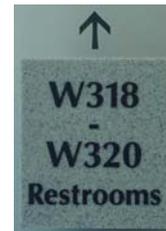
Interior Stair Identification Signs →



← Interior Fire Evacuation Maps

Interior Directional Signs →

Interior Department Directories →



Interior Building Directory Signs



← Interior and Exterior Donor Recognition Signage

ADA Accessibility Designations →



← Exterior Regulatory Signs (i.e. Stop Signs, Handicapped Parking Signs, Reserved Parking Signs, etc.)

Exterior Building Signs ↓

Exterior Directory Signs ↓

Exterior Street Signs ↓

