



AUBURN
UNIVERSITY

SIGN & WAYFINDING PROGRAM MANUAL

A COMPONENT OF THE 2007 AUBURN UNIVERSITY CAMPUS MASTER PLAN



FEBRUARY 3, 2009

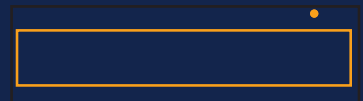


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1 INTRODUCTION

The Auburn University Sign & Wayfinding program is a component of the 2007 Auburn University Campus Master Plan, and as such serves to acknowledge the substantial impact signs have on the campus landscape as well as on the ability of visitors to successfully navigate the Auburn environment. Disorganized and inconsistent signs can actually detract from a campus environment, leading to the complaint of “sign clutter” on campus while risking confusion of campus visitors. In the absence of a formally documented sign program, inconsistency of execution over time can cause campus signs to evolve to this state despite the best efforts of those who maintain (or more appropriately, contain) them.

The program summarized in this manual sets out to formalize a family of signs to enhance the campus environment and improve wayfinding. Beyond a collection of sign designs, this manual as a component of the Master Plan, serves as a definitive sign policy for Auburn University. The sign design is a response to the character of the main campus, and is envisioned as a reinforcement of the guidelines identified by *The Image and Character of Auburn University* by providing an effective yet “low-key” presence in the landscape. At the same time, the design builds on Auburn’s graphic identity, and provides a means to consistently apply that identity to facilities statewide. Components of the program are designed to be applied flexibly to a variety of installation conditions, and to leverage the capabilities of the Auburn sign shop for cost benefits and ease of upkeep.

The program was developed with the active participation of a sign committee representing a cross-section of stakeholder groups on campus, including:

- Campus Planning & Space Management
- Student Life
- Landscape Architecture
- Industrial Design
- Communications & Marketing
- Parking and Transit Services
- Facilities Division
- Program for Students with Disabilities
- Department of Intercollegiate Athletics
- Auburn-Opelika Airport
- Alabama Agricultural Experiment Station
- Freshman Year Experience

GUIDING PRINCIPLES

Build on existing strengths

- Build on the Auburn identity established by the Office of Communications & Marketing through careful use of standard colors, wordmark, tower logo
- Reinforce “*The Image and Character of Auburn University*” through color and material

Provide user-friendly functionality

- Reinforce Auburn University identity at entrances and along edges
- Consistency of information: online, in print, on campus and beyond
- Consider the organization of campus for wayfinding ease

Design to accommodate change

- Provide direction for an increasingly pedestrian campus
- Flexibility and a foundation for future campus growth
- Extend Auburn University identity to properties throughout the state

DESIGN PHILOSOPHY

Auburn University identity

- Academics and athletics are connected through color : Auburn bronze, Blue, Orange (highlights)
- Design character complements “*The Image and Character of Auburn University*”
- “Bronze” is maintained as a predominant color on campus, shared with railings, lamp posts, and the like, to blend into the campus landscape.
- Graphic orange & blue colors are used for remote sites and campus edges, to express the Auburn University identity.

Timeless simplicity

- Strong typographic treatment for clean, legible, distinctive signs.
- Whitney is the standard typeface because it is fresh, yet classic.
- Sign forms emphasize classic character, but with modern refinement
- Emphasis on simplicity through pristine, clean lines; not overly ornamental

System continuity

- Each element has been designed to coordinate with all the other elements, so that all components will function together as a unified system.
- Shared components help keep initial costs reasonable and maintenance practical

ADMINISTRATION AND PROCEDURE

Standards

- The Auburn University Sign & Wayfinding Program Manual establishes standards for design, programming, implementation and upkeep of all permanent exterior signs in the University system, as well as guidelines for appropriate use of temporary exterior signs. These standards must be adhered to in order to promote a consistent and easily navigable environment for members of the campus community and guests alike. Non conforming or non-approved signs will be subject to immediate removal.

Authority

- Implementation and maintenance of the sign system is the responsibility of the Office of Campus Planning.
- All proposals or requests for installation of exterior signs on campus should be addressed to the Office of Campus Planning and are subject to its approval. Regulatory and safety related signs require the input of the Office of Campus Planning.

Implementation

- Updates, replacement, or new sign orders on a small scale may be fabricated by the University Sign Shop or implemented by the sign shop from stock-on-hand. Requests which qualify will be released by the Office of Campus Planning directly to the sign shop for implementation.
- Larger sign orders may be issued as contract documents for bidding by commercial sign fabricators. This process requires collaboration with the Office of Campus Planning to prepare a full bid package, which will reference the Sign & Wayfinding Program Manual and set explicit requirements for shop drawings, sample submittal, and performance specifications.

MANUAL USAGE

Intended use

- The Sign and Wayfinding program manual is available for all to review from the Office of Campus Planning website. It is intended for use by administrators, consultants, planners and the University Sign Shop.
- When special conditions arise which are not addressed in this manual, consult with the Office of Campus Planning.

Manual components

- The main body of the manual explains the design of each sign in the program, along with guidelines for its application and implementation. As such it should be consulted for information regarding the appropriate use for a given sign, standards for sign messages, and location and orientation in the campus environment. Consistent application of these guidelines over time will ensure a coherent, uncluttered and easily navigable sign system.
- The manual appendix contains fabrication details for each sign type, and can form the foundation for project bid documents.

Revisions and updates

- Some signs in this manual have been adopted for design intent, but have yet to be constructed. The first implementation of these signs should incorporate a prototype review phase in order to confirm design details and standardize fabrication methods. Design refinements as a result of prototype review should be incorporated into future revisions of this document.



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2 GENERAL STANDARDS

A strategy of design standards, applied throughout the sign program, helps to maintain consistency of look and feel as well as presentation of information. Standards have been developed for the following design elements:

University Identity

Third Party Logos

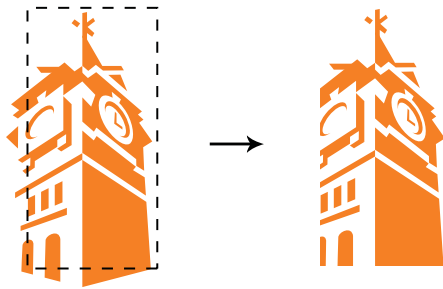
Typography

Sign Colors And Materials

Symbols And Arrows

Messaging Guidelines/nomenclature

UNIVERSITY IDENTITY



Logo

The University logo should appear on signs only as specifically designated in this manual. Use of the Auburn University logo in the sign and wayfinding program follows standards outlined in the *Auburn University Style Guide and Identification Standards Manual* as published by the Office of Communications and Marketing.

Wordmark

The University wordmark should appear on signs only as specifically designated in this manual. Use of the Auburn University wordmark in the sign and wayfinding program follows standards outlined in the *Auburn University Style Guide and Identification Standards Manual*.

Cropped Tower

The “cropped tower” is a adaptation of the official university logo which has been approved by the Office of Communications and Marketing exclusively for use in the sign and wayfinding program. Its consistent use is critical to preserve the integrity of the overall Auburn University identity.

- Do not crop the tower logo other than as shown here
- Do not render the cropped tower in colors other than specifically called out in this manual
- Do not invert the cropped tower

THIRD-PARTY LOGOS



Third-party logos, including commercial logos, shall not appear on any sign in the sign program without prior written approval of the Office of Campus Planning.

TYPOGRAPHY

Whitney Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Whitney Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0

Whitney Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0

Whitney Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Whitney Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Typeface Overviews

The standard typeface for the sign program is Whitney. Specific fonts are used for various applications and are called out for each sign type. Characters from each font are shown here for visual reference.

Whitney is available in PC and Macintosh formats from:

Hoefer & Frere-Jones, Inc.
 611 Broadway, Room 725
 New York, NY 10012-2608
 Tel. 212 777 6640
 Fax 212 777 6684
 info@typography.com

Building



Do's and Don'ts

- Do not distort or “squeeze” letterforms to fit a limited space
- Do not substitute a different typeface that “looks similar” to Whitney
- Do not apply “effects” to letters, such as drop shadows
- For italic text, use the actual italic font. Do not apply an italic style or distort the roman font

SIGN COLORS AND MATERIALS



AUBURN BRONZE
Paint: MP37092



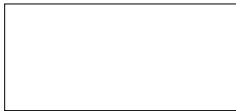
ORANGE
Paint: MP00204
Vinyl: 7725-14



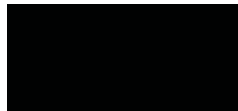
BLUE
Paint: MP00355
Vinyl: 7725-197



70% AUBURN BRONZE
Paint: MP56184



WHITE
Paint: MP37092
Vinyl: 220-10 / 225-10



BLACK
Paint: MP37092



BRICK



STONE

Color and material sources

Paints are Matthews Acrylic Polyurethane, available from LakeView Corporate Park
8201 100th Street
Pleasant Prairie, WI 53158-2201
1-800-323-6593 www.matthewspaint.com

Vinyls are 3M, available from
3M Center, Building 0220-12-E-04
St. Paul, MN 55144 USA
1-800-328-3908 www.3M.com/graphics

Brick is matched to campus location and is available from multiple sources.

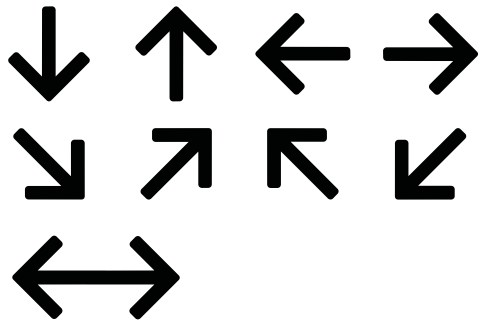
Stone is Indiana Buff Limestone available from multiple sources.

Color application guidelines

Generally, signs located in the core campus are predominantly colored Auburn Bronze in order to blend into the campus landscape and coordinate with other painted elements which adhere to the same standard (bollards, railings, etc.) Signs located outside of the core campus, or at other facilities throughout the state, may be bronze or colored blue and orange for increased association with the Auburn University identity. Authority for color determination rests with the Office of Campus Planning.

The colors shown here are for visual reference only and are not to be used for color matching. Due to the limitations of the printing process, colors on this page may not be accurate.

SYMBOLS AND ARROWS



Symbols used in the system are custom designed for Auburn or are accepted standards established by:

- Federal Highway Administration
- Society for Environmental Graphic Design
- American Institute of Graphic Arts

MESSAGING GUIDELINES/NOMENCLATURE

Guidelines for sign messaging are provided in order to consistently represent individual facilities by name - important for ease of wayfinding, and for moderating the amount of text on an individual sign. The authority for final determination of sign messages lies with the Office of Campus Planning.

Building names: short & long

Buildings are typically known by two names: a long, formal name ("Charles E. Davis Aerospace Engineering Hall") and a short, informal name ("Davis Hall"). Building mounted letters (sign type BL) should display the long name at their primary location, and may display the short name at secondary entrances. Freestanding facility identification signs (sign type BI series) may display either long or short name.

Building Addresses

Building addresses appear on signs to aid in wayfinding and in emergency response. Addresses should be consistent in format throughout the university and are determined by the Office of Campus Planning.

Destinations for directional signs

Individual destinations are limited to those included in the master wayfinding list (page 13). These messages are short and simple by design for ease of wayfinding and to require minimal sign space.

Department names

In general, individual departments are not to be identified in the exterior sign program. Exceptions may be made for individual academic departments or university functions which generate significant off-campus visitor traffic, or for cases where a historic building displays an outdated department name in text integrated into the architecture. In both of these cases, the intent is to assist in wayfinding and reduce visitor confusion. Sign types BL-3 and BL-4 are designed for this purpose.

Satellite facilities

BI-series (facility identification) signs allow for including a satellite facility name beneath the individual building name. Examples of such satellite facilities include North Auburn Campus, Pebble Hill, Auburn Research Park, etc.

DESTINATIONS (“MASTER WAYFINDING LIST”)

Campus-wide destinations are limited to those included in the master wayfinding list developed by the sign committee and falling under the authority of the Office of Campus Planning. Destinations were selected based on frequency of visits by off-campus guests as well as members of the University and greater Auburn communities.

ARENA
 CONFERENCE CENTER
 HALEY CENTER
 LIBRARY
 MARY MARTIN HALL (FINANCIAL AID, CAREER SERVICES)
 QUAD CENTER (ADMISSIONS)
 SAMFORD HALL (ADMINISTRATION)
 STADIUM
 STUDENT CENTER
 WEST VILLAGE

Pedestrian Destinations

Pedestrian destinations should be emphasized on campus maps and pedestrian directionals.

AUBURN RESEARCH PARK
 AUBURN/OPELIKA AIRPORT
 SCHOOL OF VET. MEDICINE
 SMITH ART MUSEUM
 VISITOR CENTER
 VISITOR PARKING

Vehicular Destinations

Vehicular destinations should be emphasized on vehicular directionals.



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3 DESIGN GUIDELINES

The components of the sign system were designed individually for optimal functionality while complementing each other in form and finish to create a unified sign family. Signs fall within the following functional categories:

Campus Identity

Signs and structures distinguishing campus edges or entry portals.

Facility Identification

Signs identifying the name and address of a building or facility, including building-mounted and freestanding configurations.

Pedestrian Wayfinding

Signs and maps intended to orient and direct individuals on foot throughout the campus.

Alternative Transportation

Signs serving the needs of travelers utilizing Tiger Transit or the network of bicycle trails.

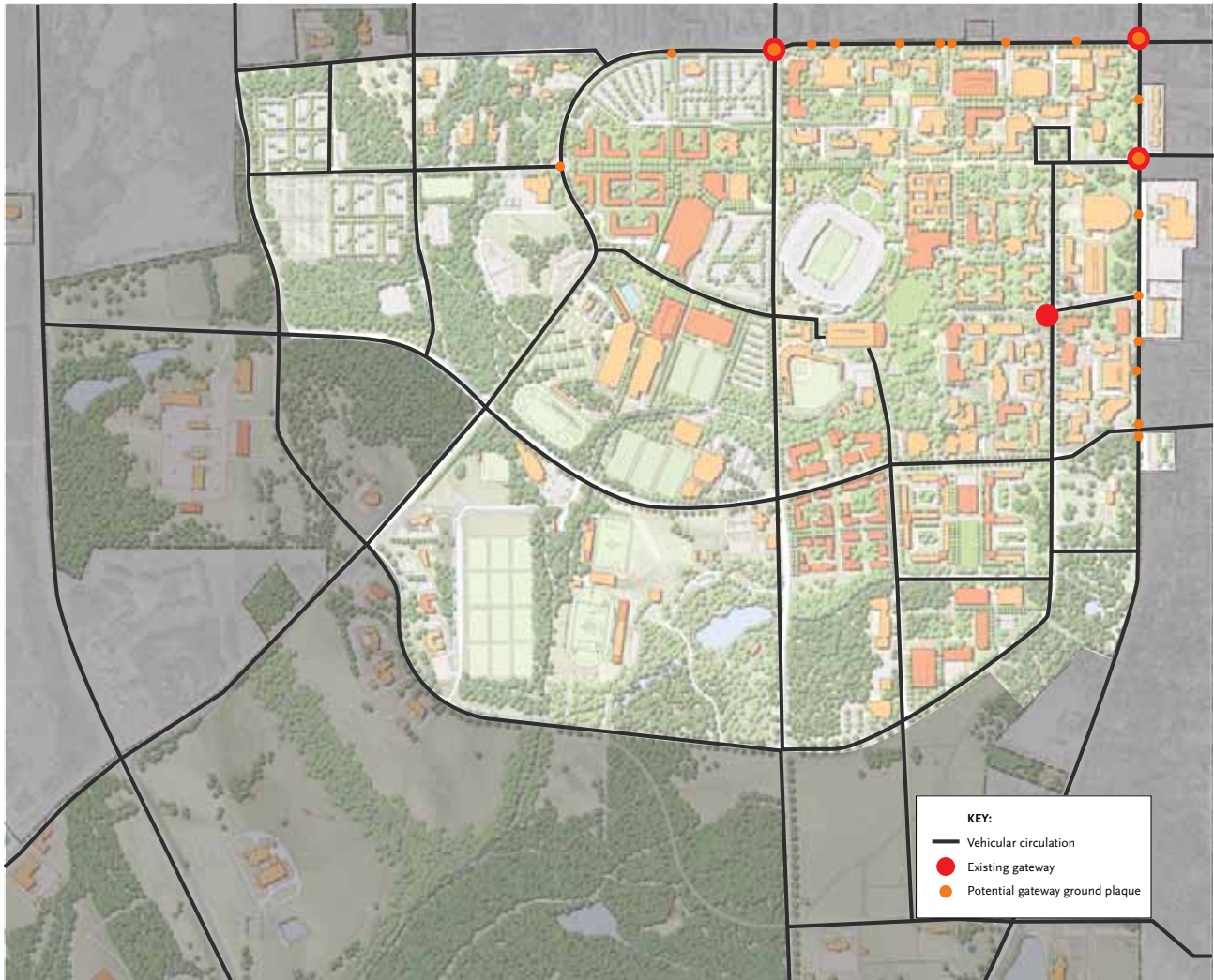
Vehicular Wayfinding And Parking

Signs serving to direct vehicular traffic to campus as well as within, culminating in a clear system of regulatory parking signs.

Temporary Signs

Banners and other short-term sign standards.

EXISTING CAMPUS GATEWAYS



Description

A family of gateways exists at major entry points to campus as well as at key pedestrian portals within campus. Toomer's Corner is the oldest and most storied, and serves as a fitting archetype for other statements of arrival on campus. More recently, additional gateways have been installed in two configurations: a standard gateway (Magnolia Ave./Donahue Dr.), and a larger gateway with extended pillars and sidewalls (College St./Thach Ave.). These gateways contribute to the image and character of the campus landscape through their scale and traditional materials, while supporting pedestrian

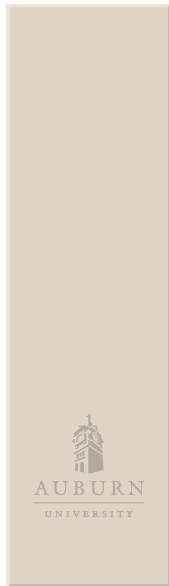
and vehicular wayfinding by accentuating entries and prominent paths.

Opportunities for additional gateways exist at present-day portals noted above. Potential for future gateways should be considered along key corridors identified in the Campus Mater Plan Update.

In addition, a smaller ground plaque is proposed to designate entrances to campus from the surrounding city without the formality of a gate.



ID-1 GATEWAY PANEL INLAY



Description

Limestone or terra cotta panels, affixed to gateway columns. Inlay panels in gateway columns are intended to display the Auburn University wordmark as a form of formal identification at the pedestrian level. The gateway at College St. and Thach Ave. should have the wordmark without the tower. All other gateways should use the watermark containing the tower. Inlay panels may also be a sculptural design by commissioned artists which reflects an academic discipline of the University, preferably one which is located near to the panel location. Authority for content determination rests with the Office of Campus Planning.

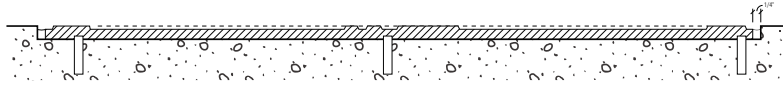
ID-2 GATEWAY LETTERING



Description

Inlaid stone panels with incised (V-cut) lettering. Lettering in large gateway sidewalls are intended to display the Auburn University wordmark as a form of formal identification at the vehicular level. Plantings surrounding the sidewalls should be composed to accentuate the lettering, and maintained to allow the message to be read during all seasons.

ID-3 GROUND PLAQUE

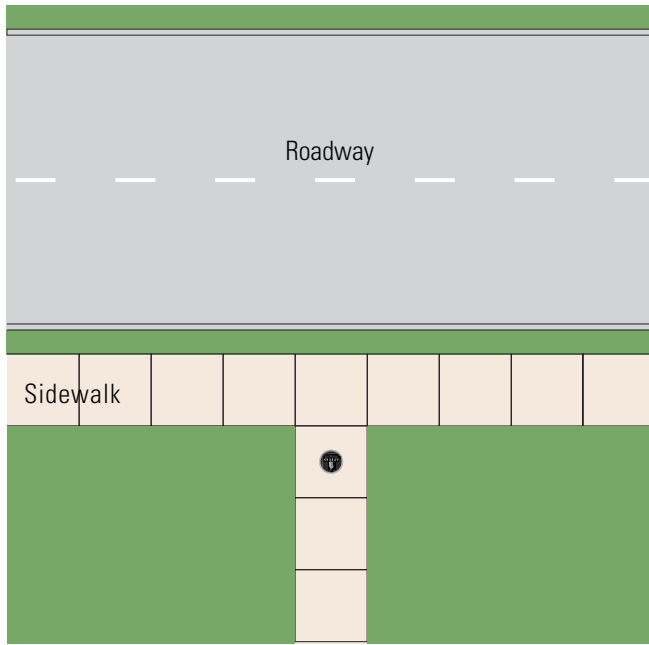


Description

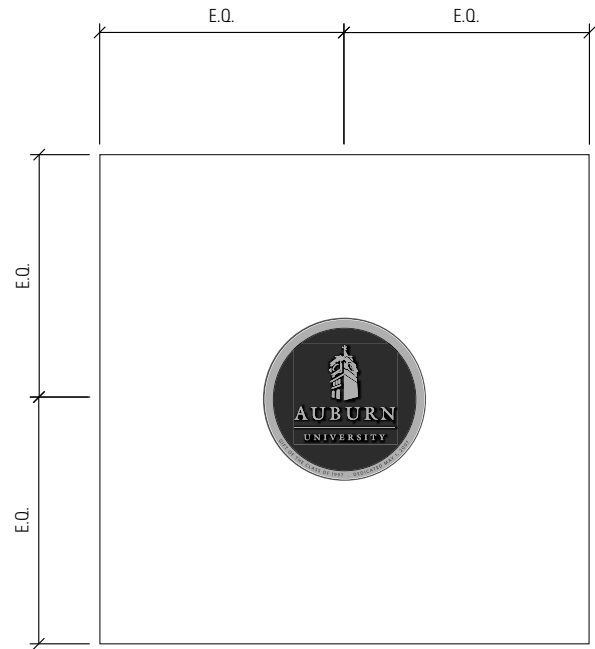
Cast aluminum plaque with (black/grey) infill, inset into the sidewalk. Ground plaques are embedded in pedestrian pathways at the edge of campus, formalizing a transition from the city to campus environment while maintaining the open edge which allows for freeflowing passage between the University and city communities. The design provides an opportunity for donor recognition. TEXT: Whitney Medium

Location Guidelines

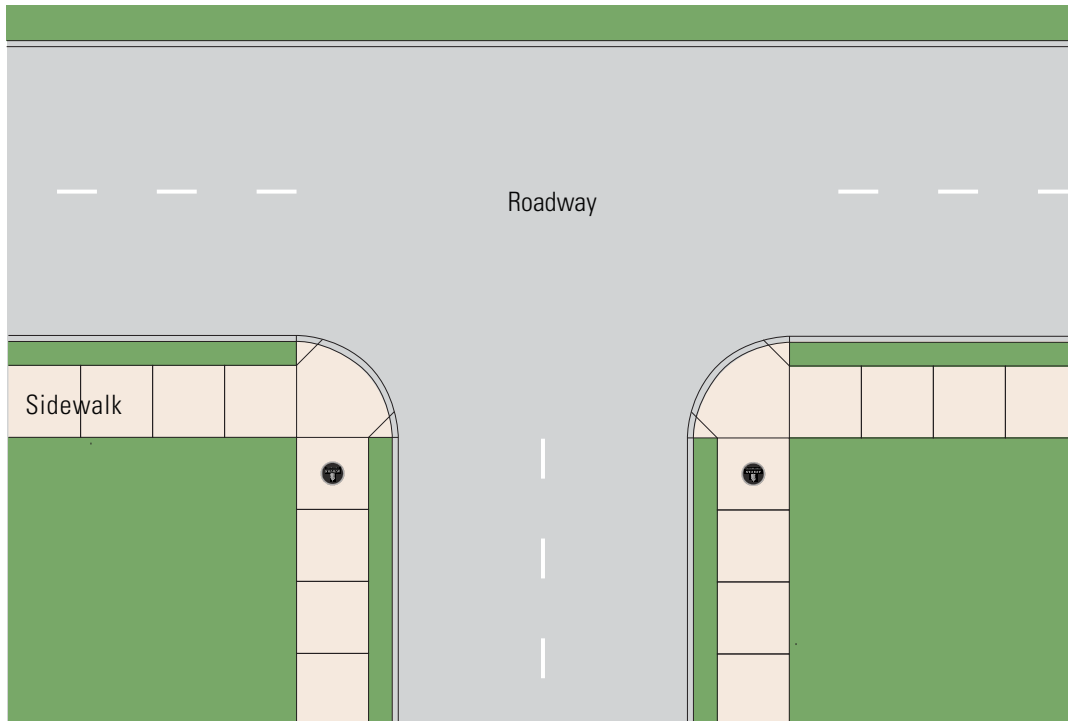
Ground plaques should be installed centered in a segment of concrete sidewalk, sufficiently interior to the campus to clear any public right-of-way. Suitable locations are indicated in the accompanying campus plan (page 14).



Typical location: pedestrian path



Placement: centered in sidewalk segment



Typical location: sidewalks on either side of street

BI-1 SMALL VERTICAL FACILITY IDENTIFICATION



Description

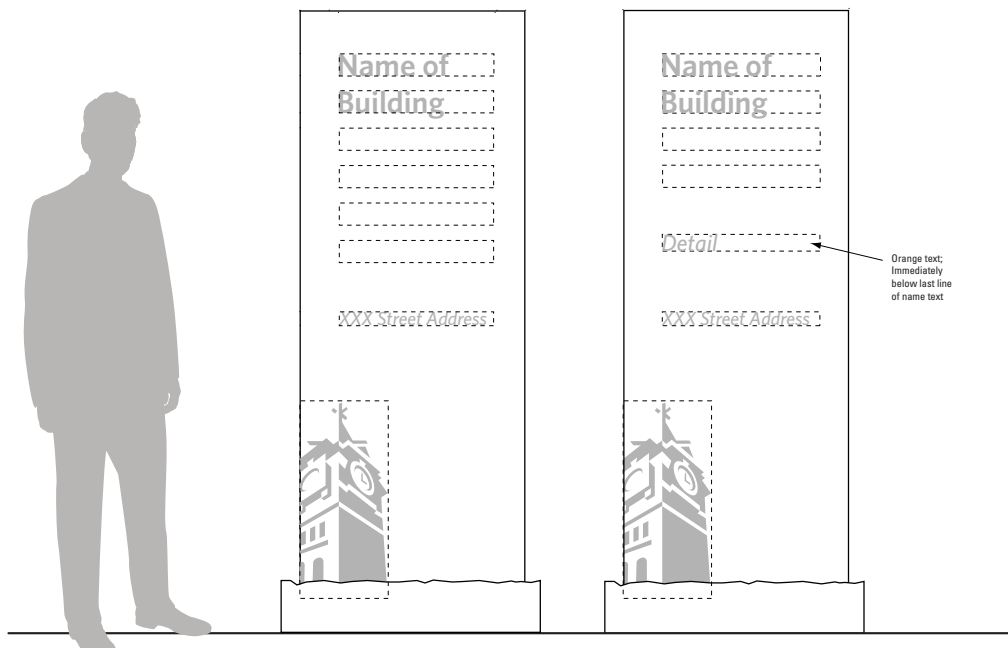
Two-sided, fabricated aluminum cabinet painted Auburn bronze with stone base and side orange reveal. This configuration of facility identification should be used by default, unless special circumstances warrant the use of an alternate version (described on subsequent pages).

NAME: Whitney Semibold

ADDRESS & DETAIL: Whitney Medium Italic

Message Guidelines

At minimum, building name should be displayed, along with address if applicable. "Shorthand" or informal building names are preferred, with full formal name reserved for sign type BL-1. When located outside of the core campus, the local campus name may appear in orange italics beneath the building name. Additionally, under certain circumstances a major public destination may be listed in white italics beneath the building name. Normally this function is reserved for sign type BL-3 (department identification) and exceptions must be approved in writing by the Office of Campus Planning.



Location Guidelines

The small vertical facility identification sign is intended for use in the core campus, or for other facilities where transit between buildings is primarily by foot. Signs should be oriented perpendicular to the building face by default, unless this orientation would obscure the message from the primary pedestrian approach to the building. When a series of buildings face a major walkway or street, effort should be made to ensure that identification signs for each building are consistently set back from the pavement edge.

Mow Pad

The ground around the sign should be finished for a neat appearance and to protect the sign from splashing dirt, grass clippings, damage from mower impact, etc. Acceptable treatments include mulch or pine straw with plant material; or crushed stone.

BI-2 SMALL HORIZONTAL FACILITY IDENTIFICATION

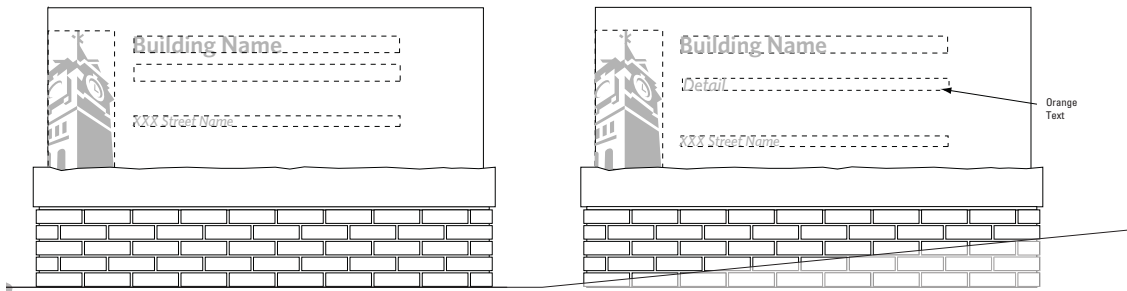


Description

Two-sided, fabricated aluminum cabinet painted Auburn bronze with brick and stone base and side orange reveal.
NAME: Whitney Semibold
ADDRESS & DETAIL: Whitney Medium Italic

Message Guidelines

At minimum, building name should be displayed, along with address where applicable. "Shorthand" or informal building names are preferred, with full formal name reserved for sign type BL-1. When located outside of the core campus, the local campus name may appear in orange italics beneath the building name. Additionally, under certain circumstances a major public destination may be listed in white italics beneath the building name. Normally this function is reserved for sign type BL-3 (department identification) and exceptions must be approved by the Office of Campus Planning.



Location Guidelines

The small horizontal facility identification sign is intended for use in the core campus, or for other facilities where transit between buildings may be by foot or by car at a slow speed. Use the horizontal version in wide areas of open lawn where the building is significantly set back, or other conditions where a more formal sign installation is desired due to the scale of the surrounding environment. Signs should be oriented perpendicular to the building face by default, unless this orientation would obscure the message from the primary approach to the building. When a series of buildings face a major walkway or street, effort should be made to ensure that identification signs for each building are consistently set back from the pavement edge.

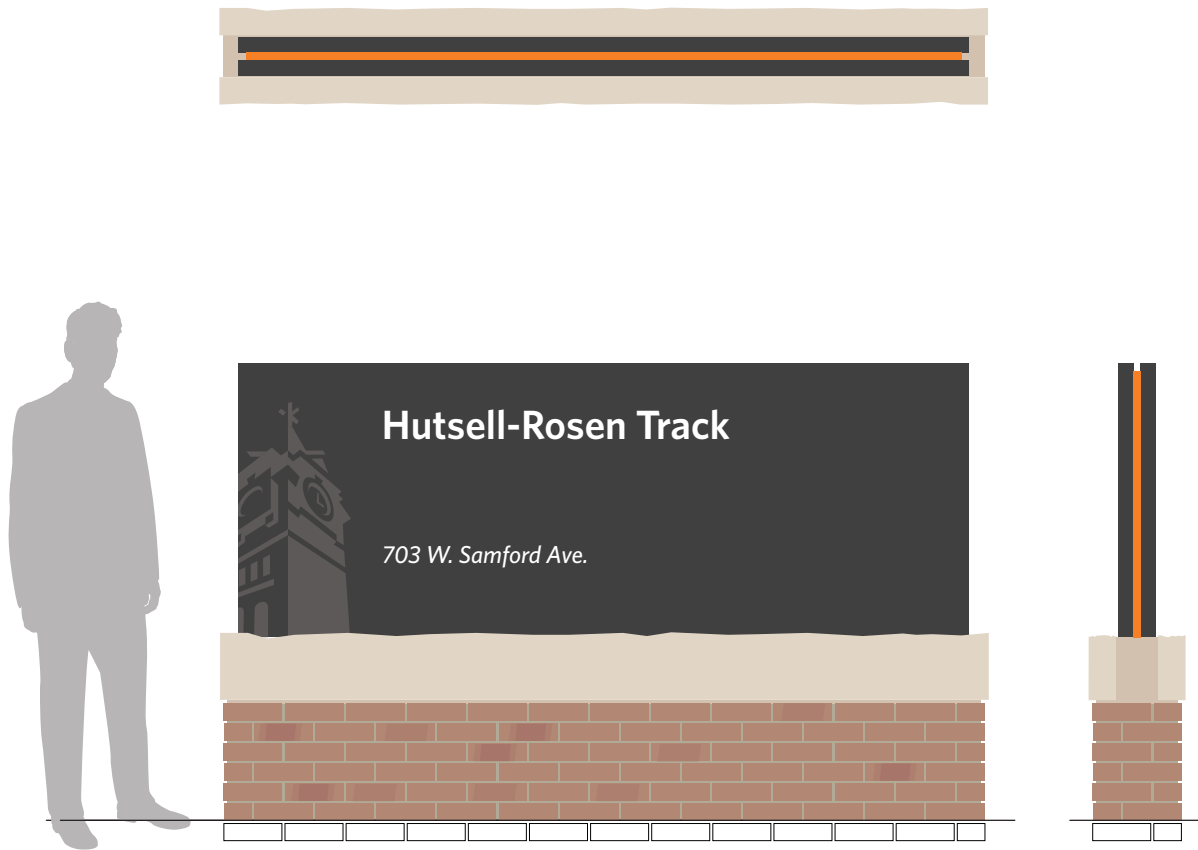
Mow pad

The ground around the sign should be finished for a neat appearance and to protect the brick base from splashing dirt, grass clippings, damage from mower impact, etc. Acceptable treatments include mulch or pine straw with plant material; or crushed stone.

Sloped Installation

When installed on a slope, the foundation and brick base should be buried such that 4-5 courses of brick are visible at the center of the sign.

BI-2L LARGE HORIZONTAL FACILITY IDENTIFICATION



Description

Two-sided, fabricated aluminum cabinet painted Auburn bronze with brick and stone base and side orange reveal.
NAME: Whitney Semibold
ADDRESS & DETAIL: Whitney Medium Italic

Message Guidelines

At minimum, building name should be displayed, along with building address where applicable. "Shorthand" or informal building names are preferred, with full formal name reserved for sign type BL-1. When located outside of the core campus, the local campus name may appear in orange italics beneath the building name. Additionally, under certain circumstances a major public destination may be listed in white italics beneath the building name. Normally this function is reserved for sign type BL-3 (department identification) and exceptions must be approved by the Office of Campus Planning.



Alternate graphic layout for Auburn Research Park shown

Location Guidelines

The large horizontal facility identification sign is intended for use outside the core campus, where transit between buildings is primarily by car at a moderate speed. Use the horizontal version in wide areas of open lawn where the building is significantly set back, or other conditions where a more formal sign installation is desired due to the scale of the surrounding environment. Signs should be oriented perpendicular to the street by default, unless this orientation would obscure the message from the primary approach to the building. When a series of buildings face the same street, effort should be made to ensure that identification signs for each building are consistently set back from the pavement edge.

Mow pad

The ground around the sign should be finished for a neat appearance and to protect the brick base from splashing dirt, grass clippings, damage from mower impact, etc. Acceptable treatments include mulch or pine straw with plant material; or crushed stone.

Sloped Installation

When installed on a slope, the foundation and brick base should be buried such that 5-6 courses of brick are visible at the center of the sign.

BI-3 LARGE VERTICAL FACILITY IDENTIFICATION



Description

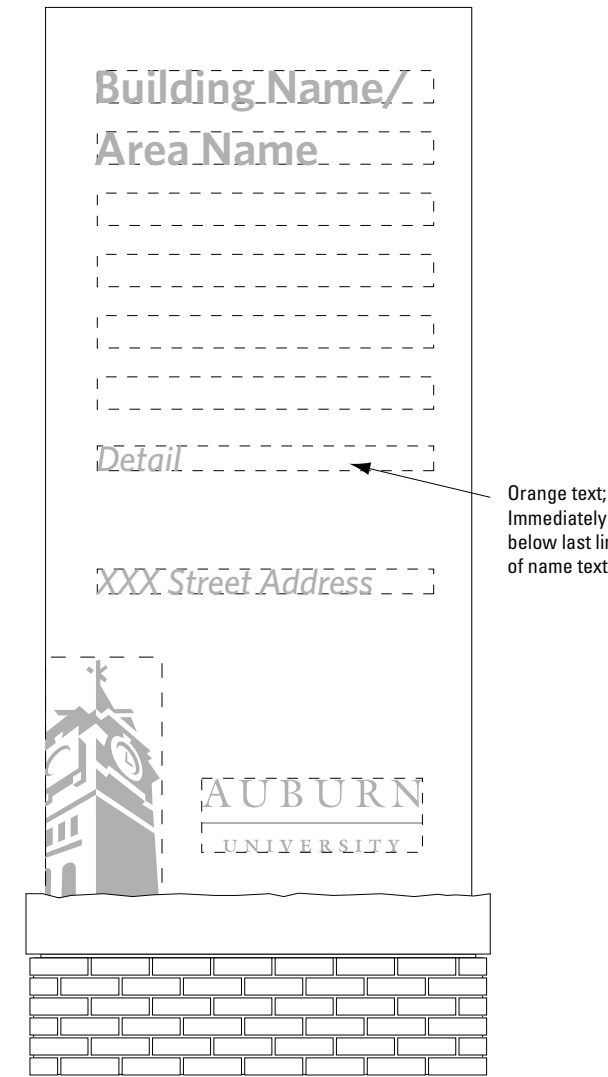
Two-sided, fabricated aluminum cabinet painted either Auburn bronze or blue & orange with brick and stone base and side orange reveal.

NAME: Whitney Semibold

ADDRESS & DETAIL: Whitney Medium Italic

Message Guidelines

At minimum, building name should be displayed, along with address if applicable. "Shorthand" or informal building names are preferred, with full formal name reserved for sign type BL-1. When located outside of the core campus, the local campus name may appear in orange italics beneath the building name. Additionally, under certain circumstances a major public destination may be listed in white italics beneath the building name. Normally this function is reserved for sign type BL-3 (department identification) and exceptions must be approved by the Office of Campus Planning.



Location Guidelines

The large vertical facility identification sign is intended for use at outlying facilities, where it will be viewed by car at a fast speed. Signs should be oriented perpendicular to the roadway. When a series of facilities face the same street, effort should be made to ensure that identification signs for each building are consistently set back from the pavement edge.

Mow Pad

The ground around the sign should be finished for a neat appearance and to protect the brick base from splashing dirt, grass clippings, damage from mower impact, etc. Acceptable treatments include mulch or pine straw with plant material; or crushed stone.

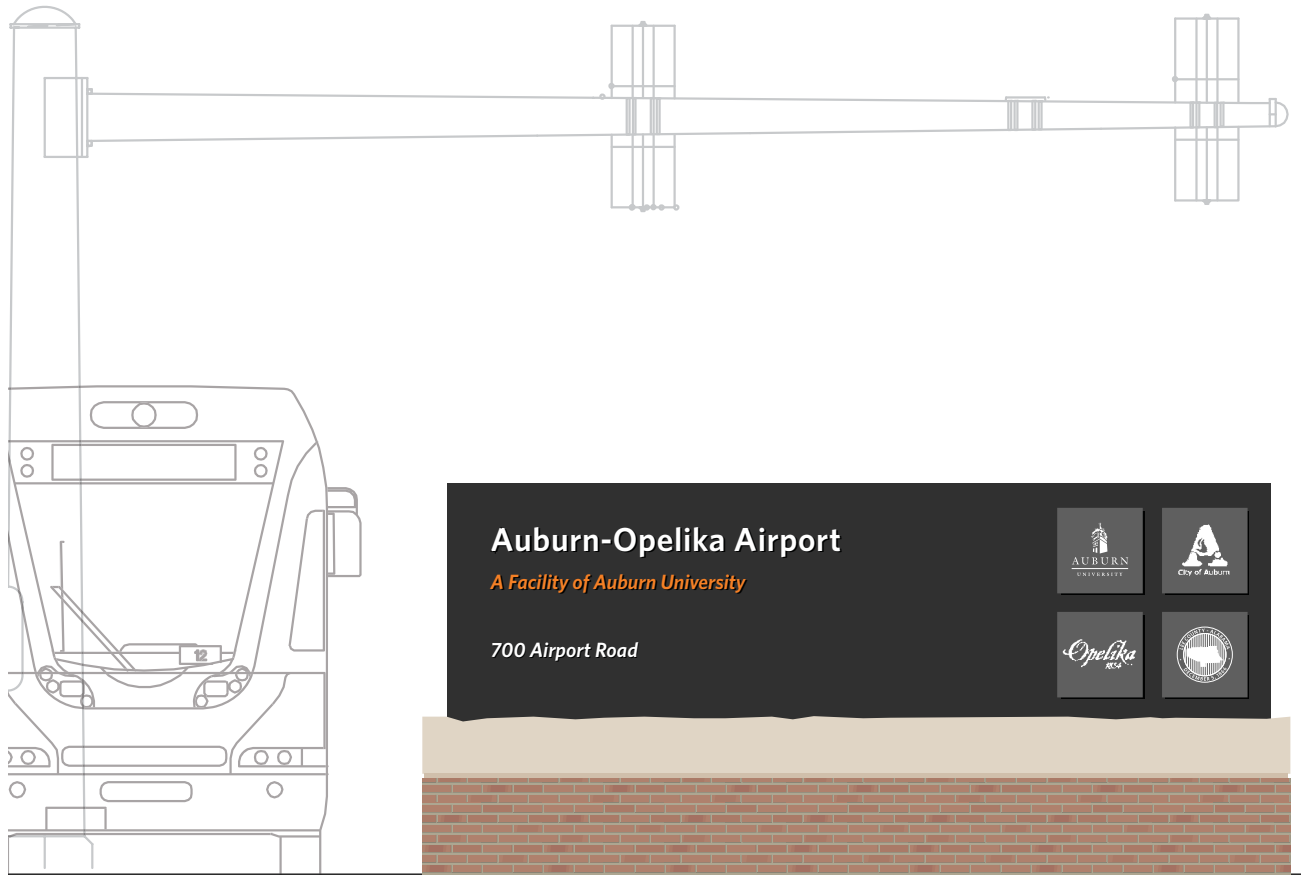
Color Guidelines

The standard color scheme is Auburn bronze with a light bronze tower graphic. At the discretion of the Office of Campus Planning, remote facilities and those outside of the core campus may utilize an alternate scheme of blue with an orange tower graphic (as shown), for increased identification with the Auburn University identity.

Sloped Installation

When installed on a slope, the foundation and brick base should be buried such that 5-6 courses of brick are visible at the center of the sign.

FACILITY IDENTIFICATION: AIRPORT STUDY



Description

Two-sided, fabricated aluminum cabinet painted Auburn bronze with side orange reveal, internally illuminated with push-through letters. This study demonstrates potential adaptation of the facility identification vocabulary to a more service-oriented off-campus public destination. Third-party logos are used to show shared ownership of the facility.

FACILITY IDENTIFICATION: E.V. SMITH NATURAL RESOURCES DISCOVERY COMPLEX STUDY



Description

Fabricated aluminum panels painted blue and suspended (“tiled”) from an exposed orange support frame. This study demonstrates potential adaptation of the facility identification vocabulary to a scale appropriate for location adjacent to an interstate highway, with room for additional future messaging.

BL-1 BUILDING LETTERING

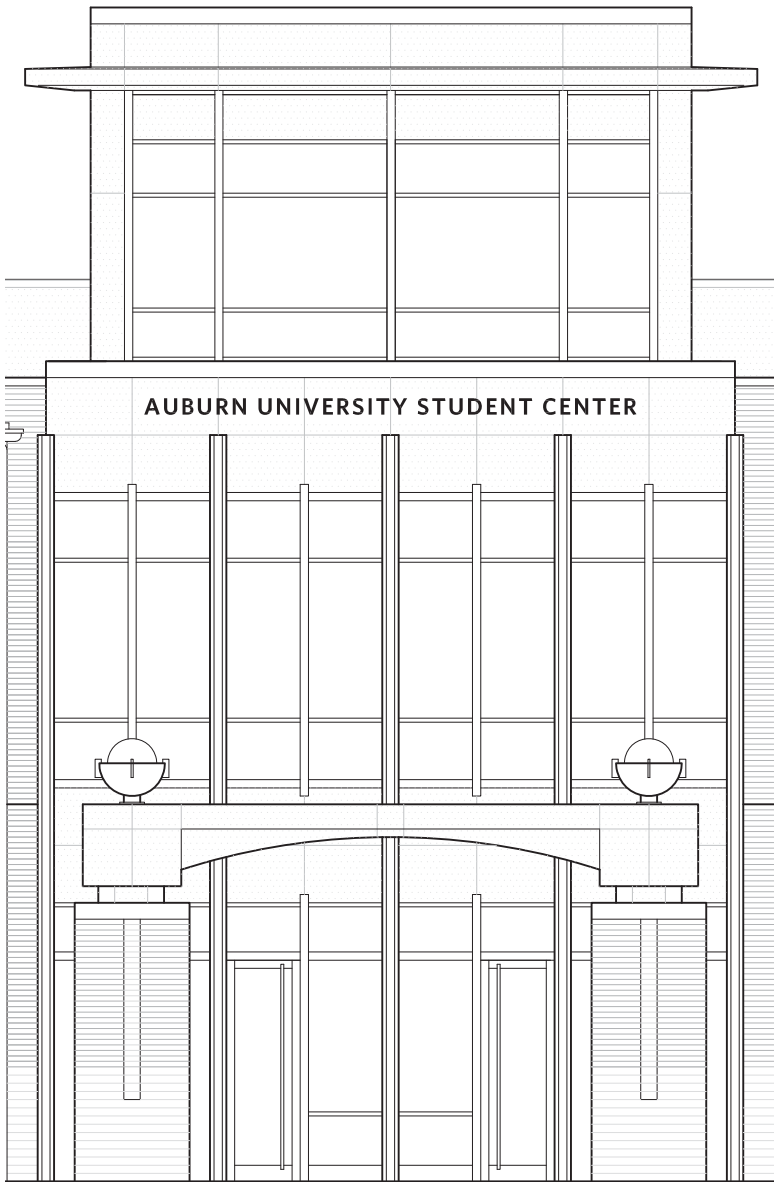


Description

Individual cast or fabricated letters, pinned off of the building face. Text may be 8", 10" or 12" depending on message length and location on the building
TEXT: Whitney Semibold, tracking 75/1000 em.

Building Placement Guidelines

On new construction, the building architect should consider the graphic standard and incorporate a suitable location into the façade design. The building name may be centered over an entrance, or centered or left justified on an open wall either next to an entrance or visible from a key view. On parking decks, the name should be centered over each vehicular entrance.



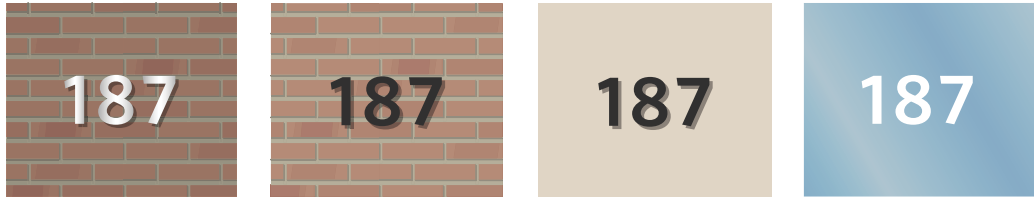
Naming Guidelines

Text should consist of the full official name of the building.

Color Guidelines

Dark letters are the campus standard and should be used by default to coordinate with existing lettering (match Auburn Bronze or use Matthews Paint MP56184 deep bronze). At the determination of the Office of Campus Planning, light letters may be used dark backgrounds (use aluminum or Matthews Paint MP30136).

BL-2 BUILDING NUMBERING



Description

Individual cast or fabricated numerals, pinned off of the building face. Vinyl numerals may be used for mounting to glass. Building Numbering is not required if the Building Name is visible from the street for emergency response.
TEXT: Whitney Semibold

Building Placement Guidelines

Building numbering should be located above, or immediately to the right of the main entrance, or at another prominent location when the main entrance does not face the street.

Naming Guidelines

Text should consist of the numeric portion of the street address of the facility.

Color Guidelines

Pinned numbers should match the color used for the Building Lettering. On glass use 3M matte white 7725-20 vinyl.

BL-3, BL-4 DEPARTMENT IDENTIFICATION



M. Miller Gorrie Center

Financial Information Systems
 Accounts Payable
 Budget Control
 Controller
 Payroll and Employee Benefits
 Purchasing
 Financial Reporting



M. Miller Gorrie Center

Financial Information Systems
 Accounts Payable
 Budget Control
 Controller
 Payroll and Employee Benefits
 Purchasing
 Financial Reporting

Description

Directory of destinations (“tenants”) within a building, in the form of vinyl graphics applied to glazing, or a painted aluminum reverse pan mounted to the right of the primary building entrance.

TEXT: Whitney Semibold, Whitney Medium

Message Guidelines

Individual academic departments or university functions which generate significant off-campus visitor traffic may qualify for inclusion in the department identification sign. The sign is intended to assist in wayfinding, and as such should be utilized only in cases where display of the department will alleviate visitor confusion.

Glass vs Panel Guidelines

On buildings with a storefront glazing entrance, the specified typographic layout may be implemented in vinyl directly on the glass to the right of the rightmost entrance door. On buildings with no such glass surface adjacent to the door, use the panel version instead. Install the message so that the orange rule is 5 above the ground, or aligned to nearby architectural features if such features interfere with mounting at the preferred height.

PK PEDESTRIAN DIRECTIONAL/KIOSK



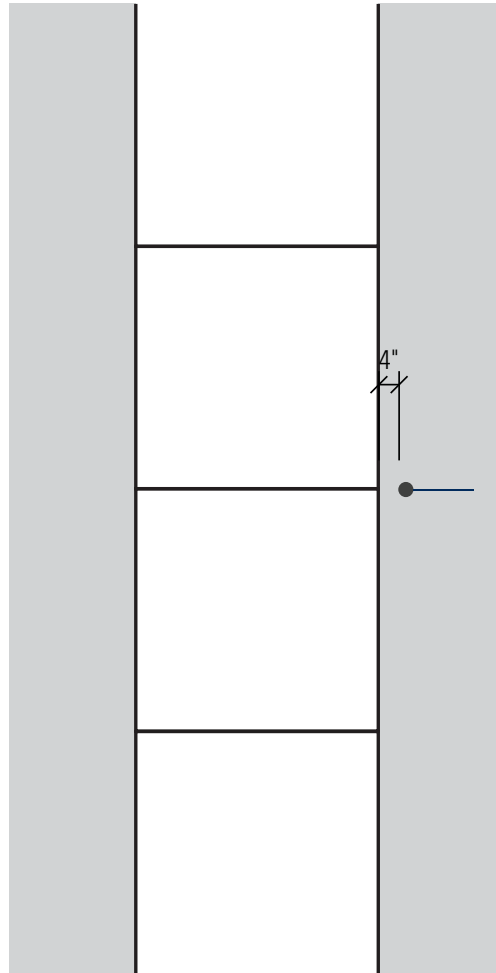
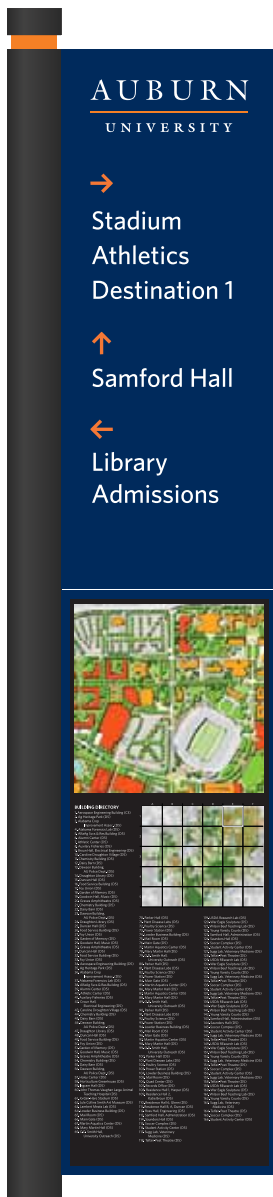
Description

Two-sided post-mounted painted aluminum blade with orange reveal on post cap. Located at key pedestrian crossroads, this sign directs to major campus destinations and provides a campus map for orientation.

TEXT: Whitney Medium

Map Philosophy

Each sign features two maps: one of the full campus with a comprehensive index of destinations, the other of the immediate surroundings with building names indicated on the map itself. Each should be derived from the standard campus map.(see Campus Map guidelines, p.40)



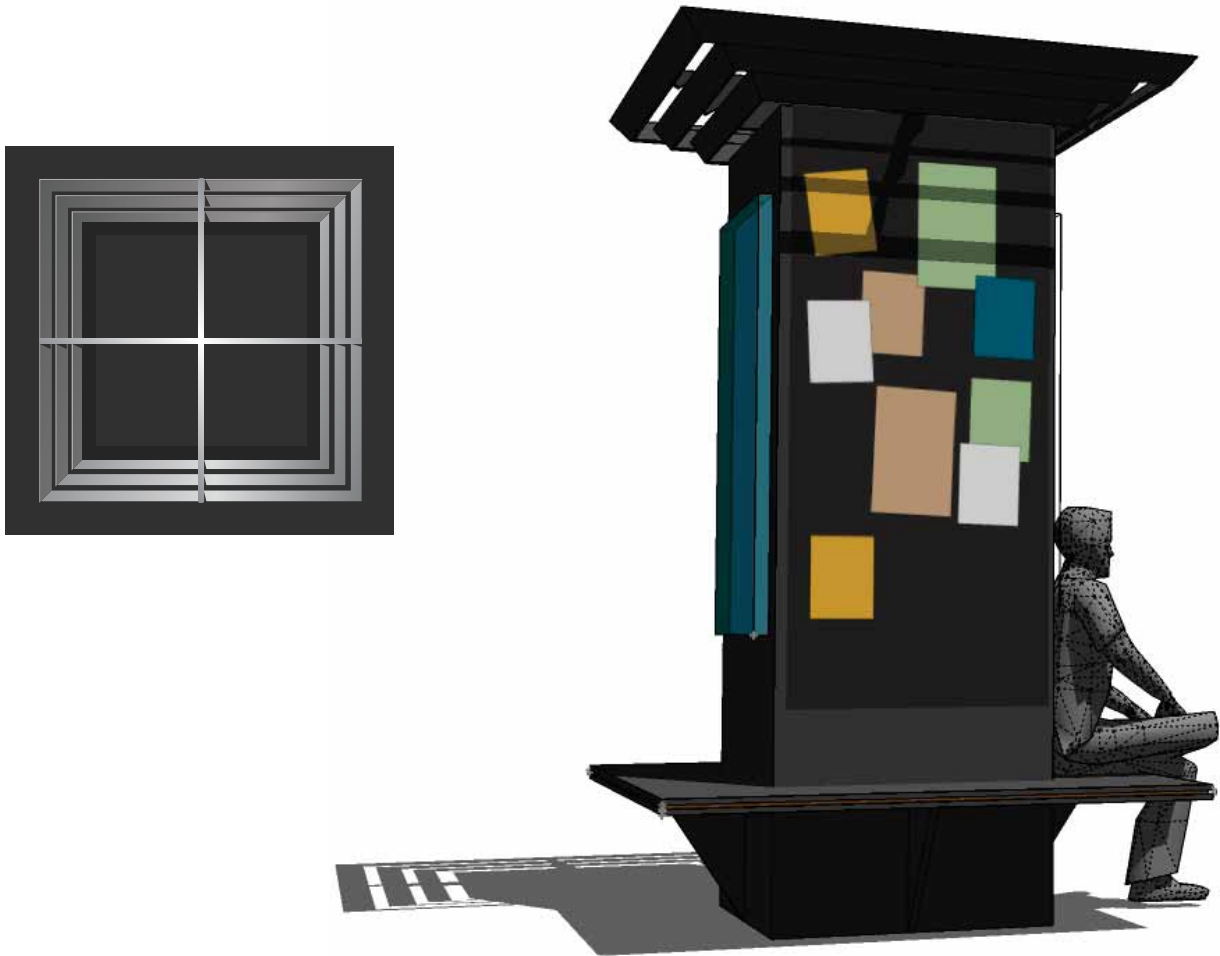
Message Guidelines

Destinations indicated on the directional portion of the sign are limited to those included in the master wayfinding list developed by the sign committee and falling under the authority of the Office of Campus Planning. Destinations were selected based on frequency of visits by guests as well as members of the University and greater Auburn communities.

Location Guidelines

Locate the pedestrian directional adjacent to a pathway or sidewalk, set back 6 from the edge with blade facing away from the path. The placement must not obstruct any accessible path.

BK BULLETIN KIOSK: STUDY



Description

Four-sided fabricated aluminum kiosk with integrated bench, lockable cabinets and tack surface. Painted Auburn bronze with orange reveal on bench edge. Located at major centers of pedestrian activity, this kiosk concept consolidates multiple sources of general-interest information into a single unit. Further design development of this sign type is necessary, and future versions may make use of technology-based information systems (touch-screen wayfinding, ATM machines, etc).

Cabinet Use

One face is reserved for a large scale campus map with comprehensive index of destinations, derived from the standard campus map (see Campus Map guidelines, p.40)

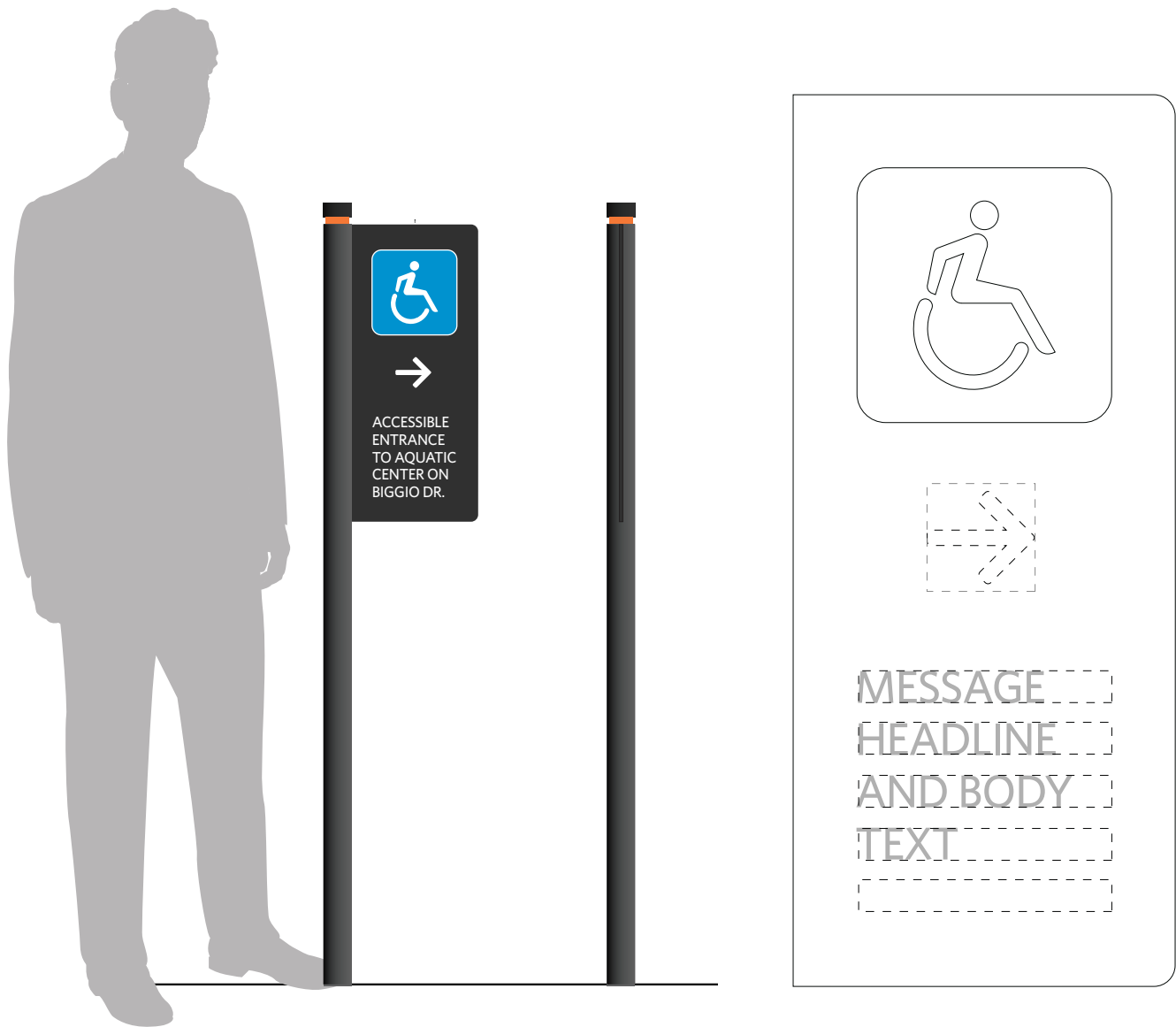
Tackable surfaces may be used for a single copy of any posting which is approved in advance by the Dean of Students. Lockable cabinets will be administered by the Dean of Students and may be turned over for an entire semester to a single organization sponsoring regular events or may be reserved by organizations on a short-term basis to promote one-time events.



Location Guidelines

Because of its scale and four-sided configuration, the bulletin kiosk should be located in a planned plaza space with ample room allocated to circulate around the structure. The placement must not obstruct any accessible path.

A REGULATORY-ACCESSIBILITY



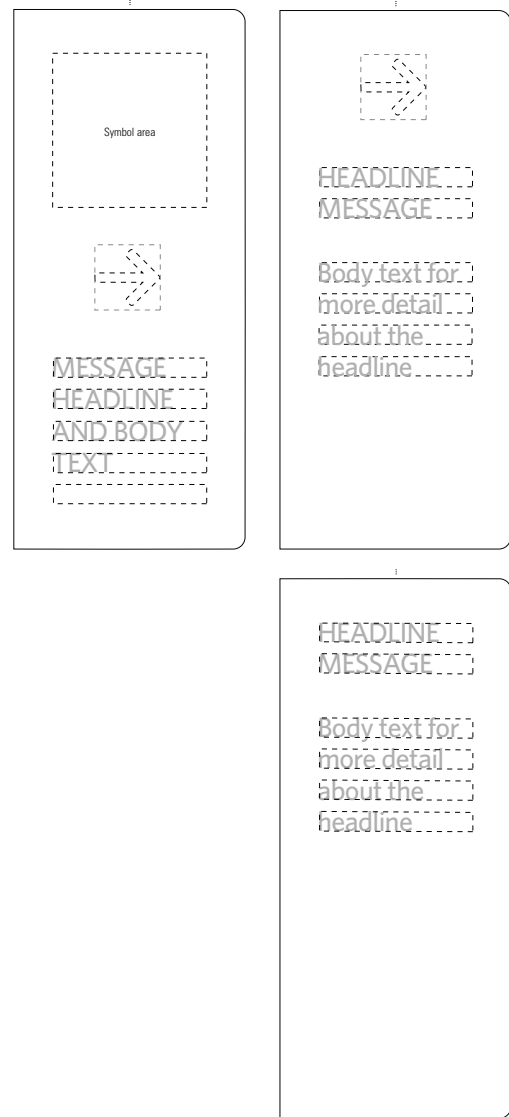
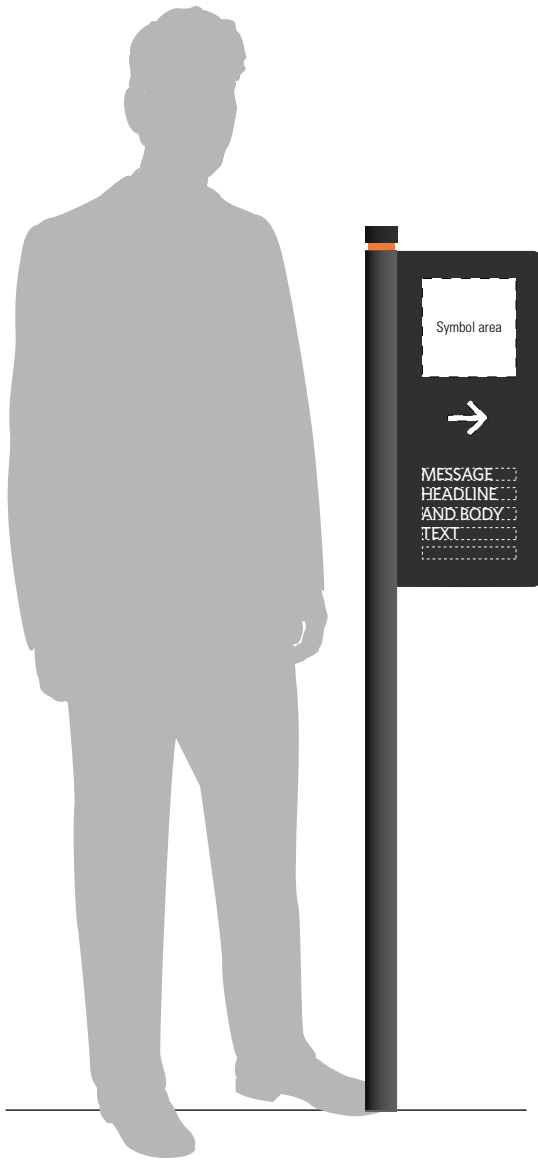
Description

One- or two-sided post mounted painted aluminum blade with orange reveal on post cap.
TEXT: Whitney Medium

Location Guidelines

Locate the regulatory accessibility sign adjacent to every building entrance or path where a separate accessible entrance is used. Set back 6 from the path edge with blade facing away from path. The placement must not obstruct any accessible path.

RG REGULATORY-STANDARD BLANKS



Description

One- or two-sided post mounted painted aluminum blade with orange reveal on post cap. Flexible grid for single regulatory messages as they become necessary.
 TEXT: Whitney Medium

Location Guidelines

Locate the regulatory sign as needed to achieve regulatory goals. If located along a path, set back 6 from the path edge with blade facing away from path. Sign placement must not obstruct any accessible path.

CAMPUS MAP

Guidelines

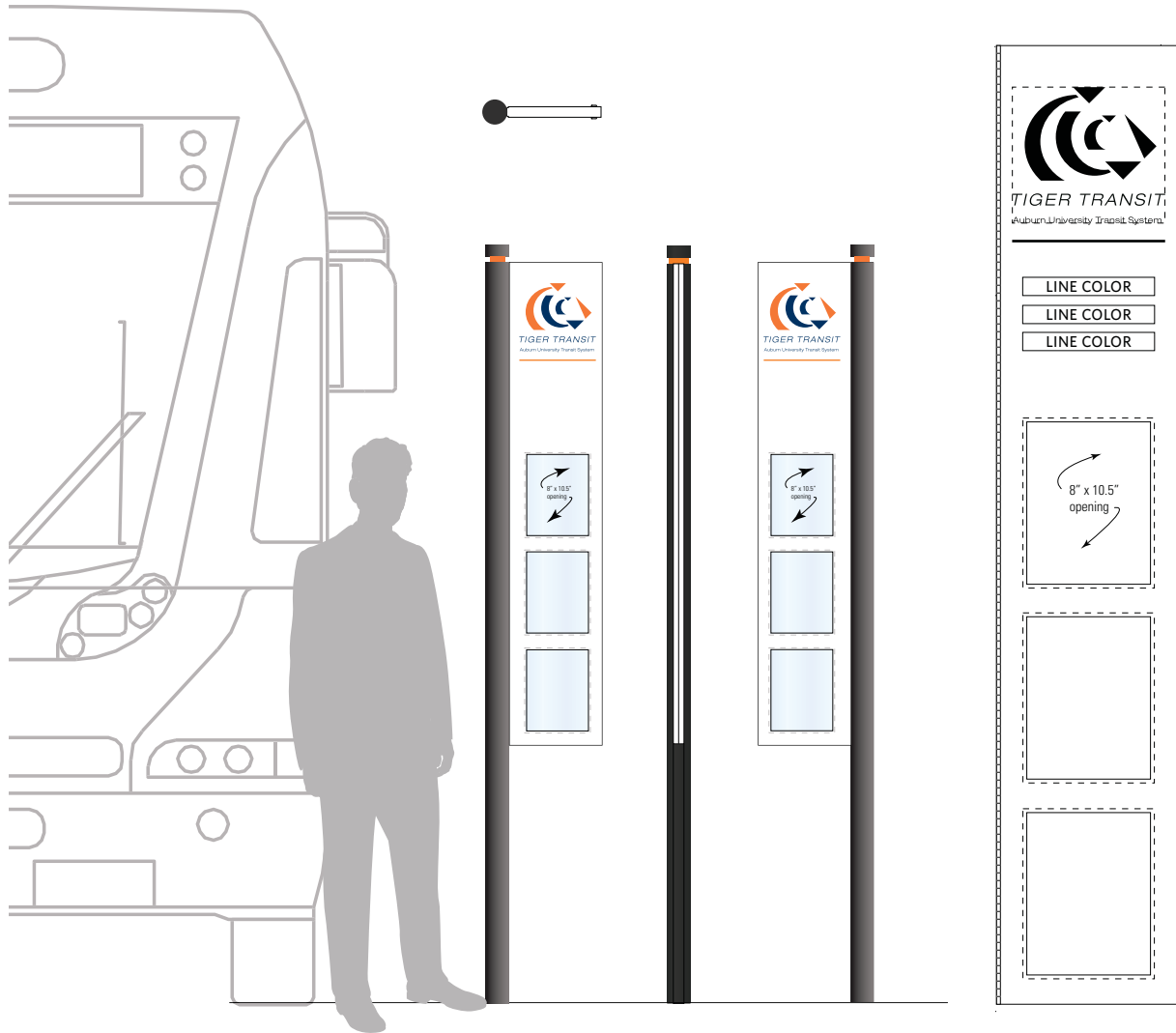
A well designed and consistently implemented map is a key component of Auburn's institutional identity, as well as a critical navigational tool for visitors to the campus and members of the community. To this end, the Office of Campus Planning will produce and maintain an up-to-date campus map base which will be available to all departments.

All campus map applications should be derived from this standard, and may include:

- Posted wayfinding maps
- Folding maps distributed on campus and in the mail
- Downloadable online maps
- Parking zone maps
- Game day regulation maps
- Maps distributed by individual departments

Requests for individual map adaptations for official University applications should be directed to the Office of Campus Planning.

BS-1 SHUTTLE STOP



Description

Two-sided post-mounted painted aluminum blade, with orange reveal on post cap and clear windows for changeable 8.5 x 11 paper inserts. Located at relatively major bus stops, where the posting of schedule information is desired as determined by Parking and Transit Services.

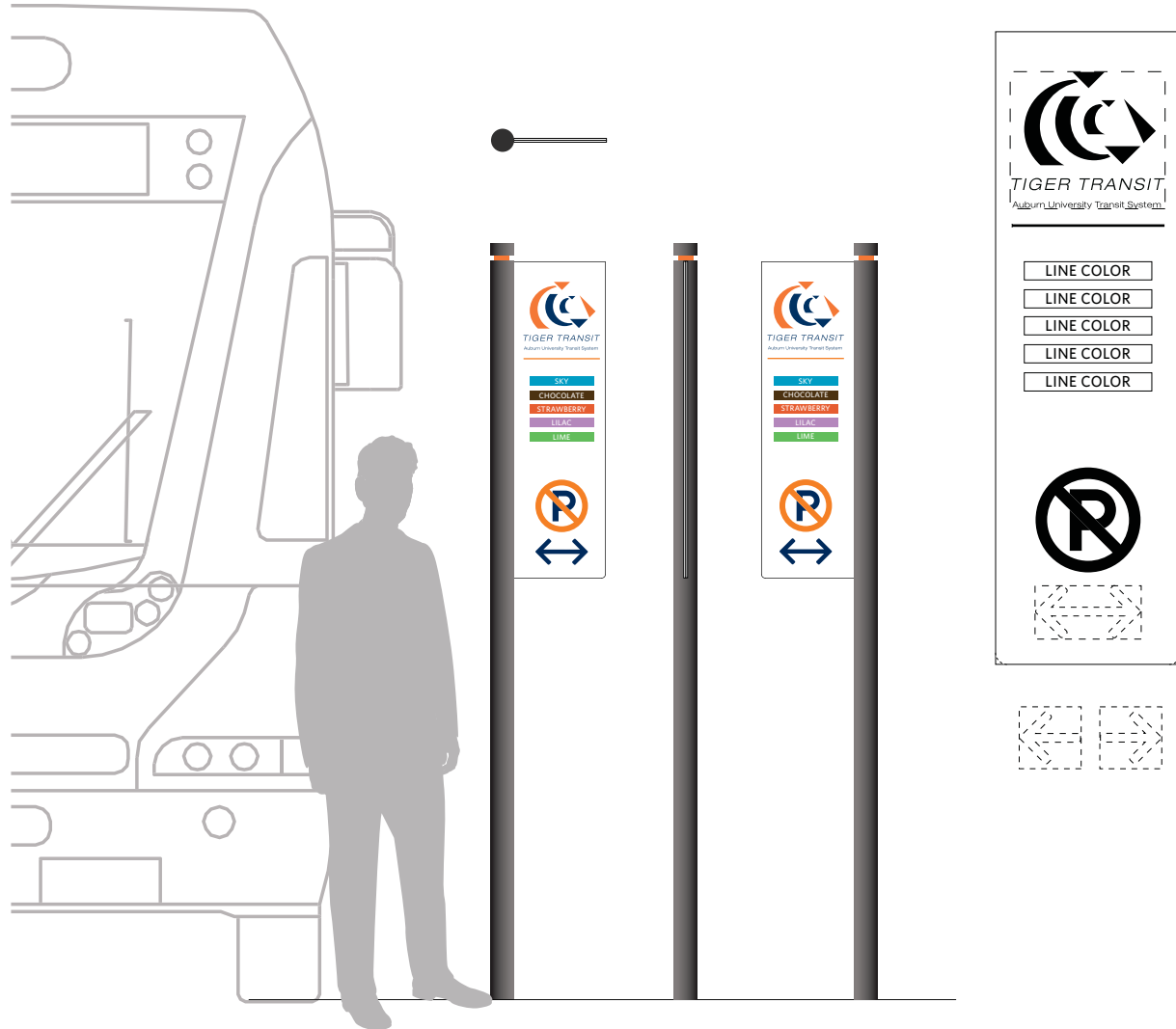
Message Guidelines

The Tiger Transit logo should be located at the top of every sign panel to enhance the bus system identity. Vinyl decals with route names or numbers may be applied as shown.

Location Guidelines

Locate the shuttle stop sign adjacent to a sidewalk, set back 6 from the edge with blade facing away from the street. The placement must not obstruct any accessible path. If no sidewalk is present, locate at least 20 minimum back from front of curb, with blade facing away from the street.

BS-2 SHUTTLE STOP 2



Description

Two-sided post-mounted painted aluminum blade, with orange reveal on post cap. Located at relatively minor bus stops, where the posting of schedule information is unnecessary as determined by Parking and Transit Services.

Message Guidelines

The Tiger Transit logo should be located at the top of every single panel to enhance the bus system identity. Decals with route names or numbers may be applied as shown.

Location Guidelines

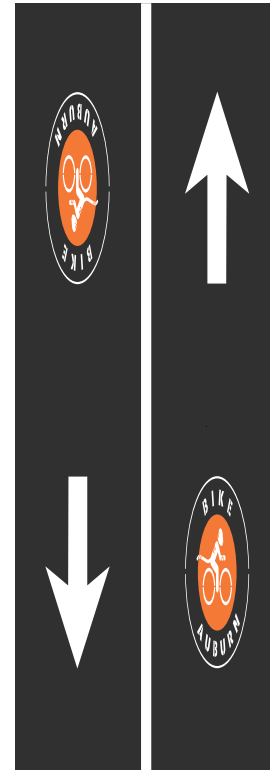
Locate the shuttle stop sign adjacent to a sidewalk, set back 6 from the edge with blade facing away from the street. The placement must not obstruct any accessible path. If no sidewalk is present, locate at least 20 minimum back from front of curb, with blade facing away from the street.

BIKE SYSTEM OVERVIEW



Overview

To encourage use of bicycles as an alternative mode of transportation, akin to transit services, a family of bike trail signs with a consistent look and feel has been developed. Central to this system is the Auburn Bikes icon featuring a biking Aubie glyph. Repeated use of this emblem throughout campus will reinforce the presence of biking facilities and focus the attention of bike riders on relevant regulatory signs.



BT-D BIKE TRAIL DIRECTIONAL



Description

Two-sided post-mounted painted aluminum blade with orange reveal on post cap. Located at key bike trail crossroads, or intersections of bike trails with streets, this sign directs to major destinations city-wide and provides distance to those destinations.

TEXT: Whitney Medium, Whitney Medium Italic

Location Guidelines

Locate the bike trail directional adjacent to a dedicated bike path, mixed use path, or street, set back 6 from the edge (or 20 minimum from the street front curb edge) with blade facing away from the path. The placement must not obstruct any accessible path.

Message Guidelines

Appropriate destinations include:

- Destinations within the University included in the master wayfinding list developed by the sign committee and falling under the authority of the Office of Campus Planning. These destinations were selected based on frequency of visits by off-campus guests as well as members of the University and greater Auburn communities.
- Landmark destinations within the greater Auburn community which are safely accessible by bike using the bike trail network
- The beginning or end of a given stretch of a signed bike trail.

BT-1 BIKE TRAIL IDENTIFICATION



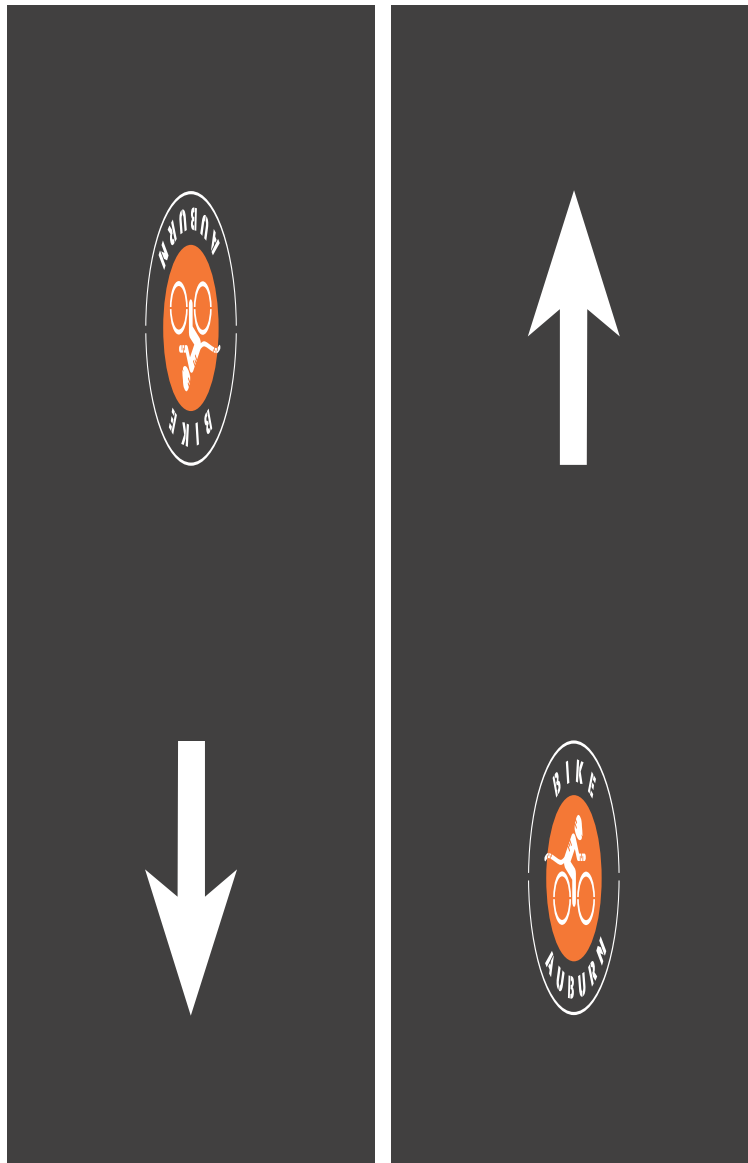
Description

Two-sided post-mounted painted aluminum blade with orange reveal on post cap. This identification sign draws attention to the presence of a bike trail or reinforces the path of a trail where it is unclear or disconnected. It should be located at bike trailheads or intersections of bike trails with streets where drawing attention to the presence of the trail is warranted.

Location Guidelines

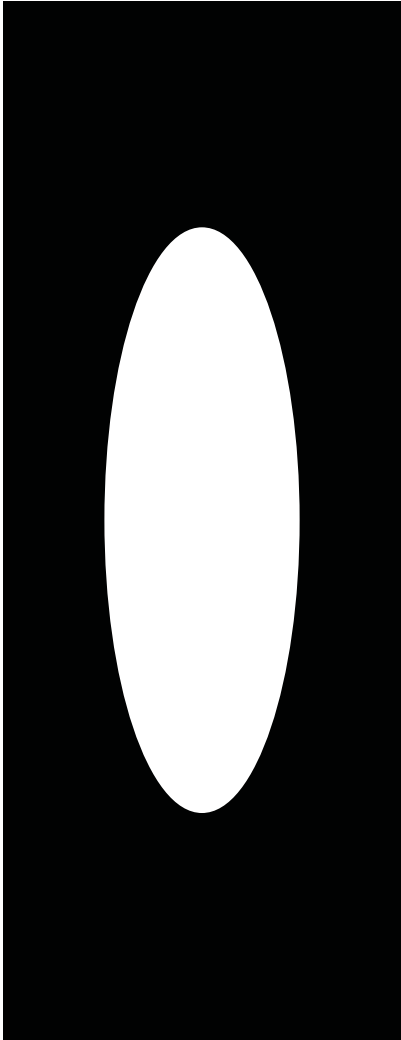
Locate the bike trail directional adjacent to a dedicated bike path, mixed use path, or street, set back 6" from the edge (or 20 minimum from the street front curb edge) with blade facing away from the path. The placement must not obstruct any accessible path.

BT-P BIKE TRAIL PAVEMENT GRAPHICS

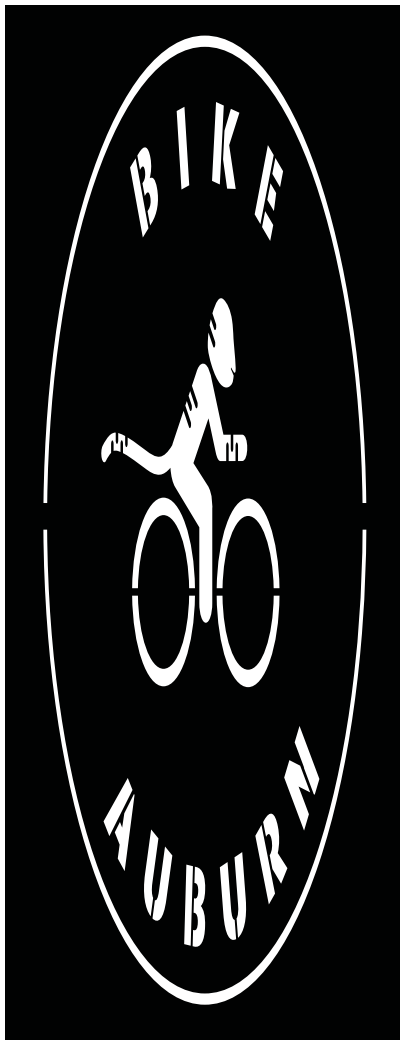


Description

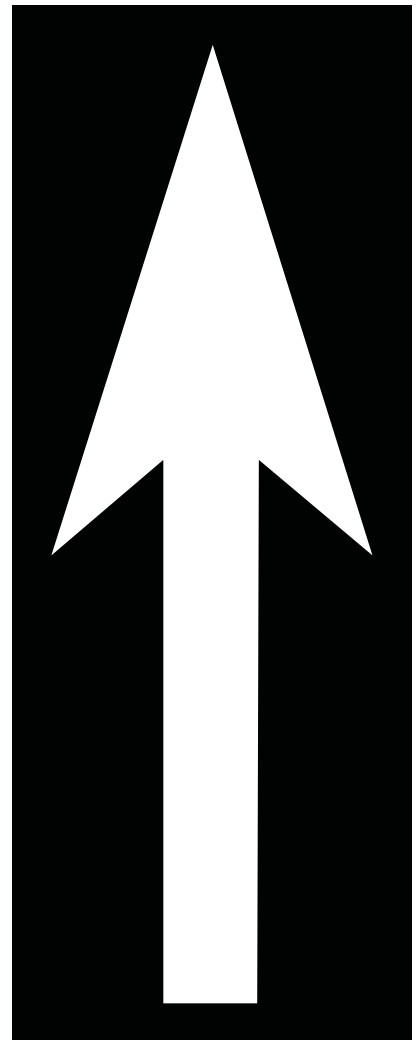
Painted pavement graphic used to denote direction of travel on a two-lane bike path, or to identify a bike lane on a street.



Center circle stencil (orange)



Text & icon stencil (white)



Arrow stencil (white)

BT-R1 LARGE BIKE REGULATORY



Description

One- or two-sided post-mounted painted aluminum blade with orange reveal on post cap. Use this regulatory sign for messages to be read by cyclists while riding.

TEXT: Whitney Medium, Whitney Medium Italic

Location Guidelines

Locate the large bike regulatory adjacent to a dedicated bike path, mixed use path, or street, set back 6 from the edge (or 20 minimum from the street front curb edge) with blade facing away from the path. The placement must not obstruct any accessible path.

BT-R2 SMALL BIKE REGULATORY



Description

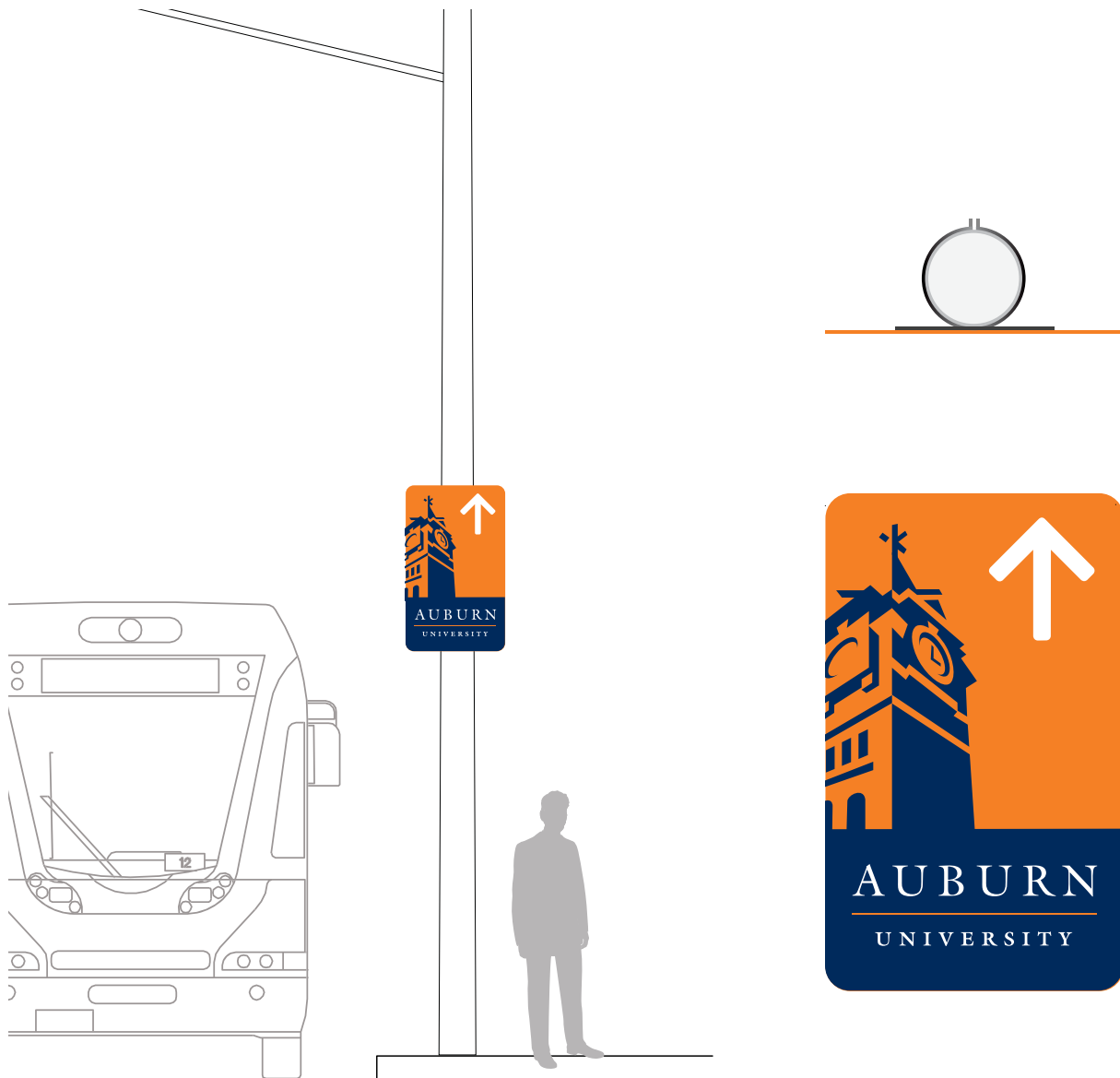
One- or two-sided post-mounted painted aluminum blade with orange reveal on post cap. Use this regulatory sign for messages to be read by cyclists while walking (for instance, at locations where bikes are parked). Alternately, the message panel alone may be mounted to a building, fence, or railing if this is a more practical than utilizing the post-mounted version.

TEXT: Whitney Medium, Whitney Medium Italic

Location Guidelines

Locate the small bike regulatory sign as necessary to be most visible to the intended audience. The placement must not obstruct any accessible path.

TB-1 LARGE VEHICULAR TRAILBLAZER



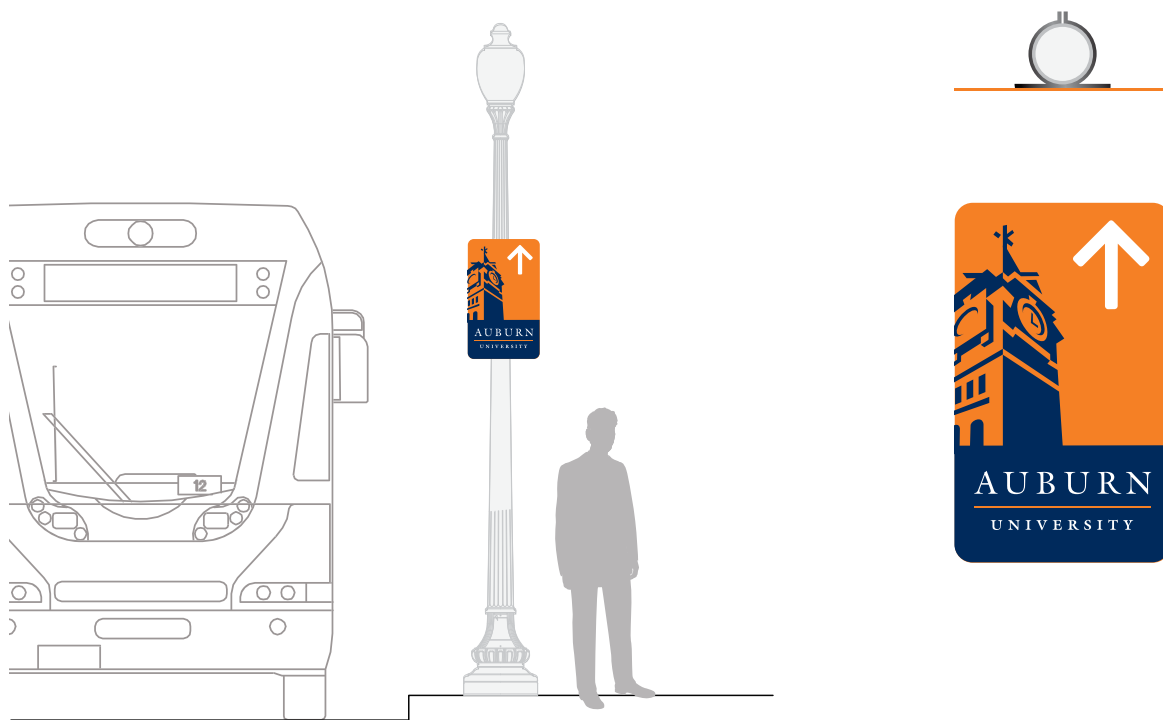
Description

One-sided painted aluminum panel, strap-mounted to an existing pole. Vehicular trailblazers are intended to reinforce the path of travel for vehicles arriving at an Auburn University campus. Large vehicular trailblazers are designed for wide, higher speed roadways such as South College.

Location Guidelines

As a general rule of thumb, large vehicular trailblazers should be located every mile or so, and in advance of major intersections to reinforce the appropriate direction of travel. When meant to indicate a turn, a trailblazer with turned arrow should occur twice—once in advance of the turn and again as close as possible to the turn itself.

TB-2 SMALL VEHICULAR TRAILBLAZER



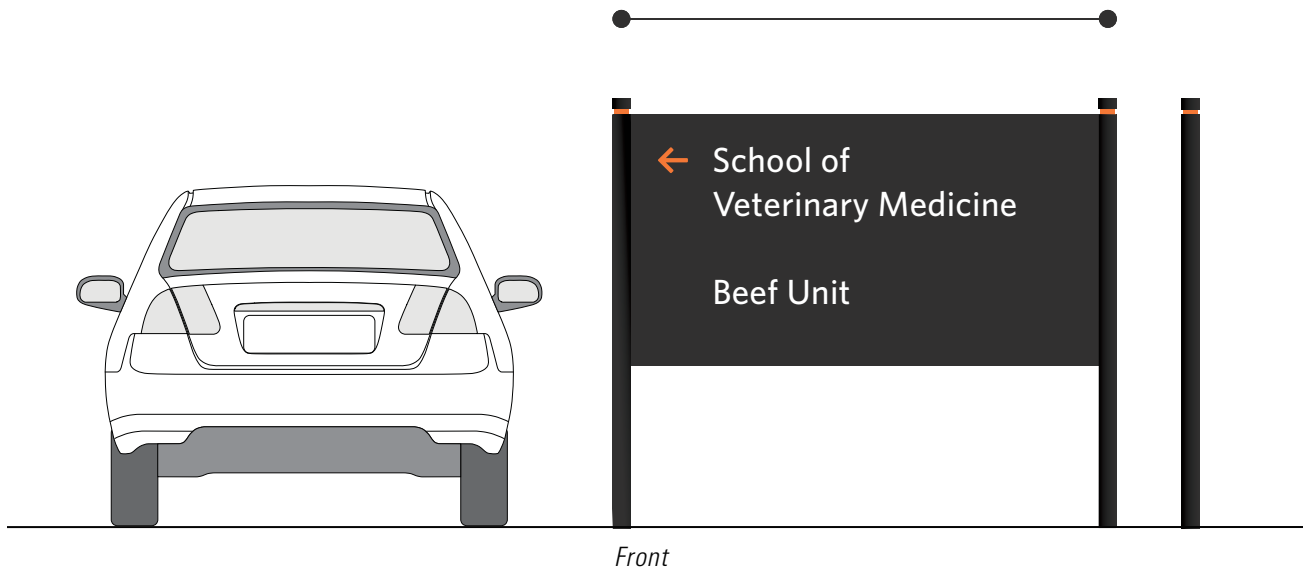
Description

One-sided painted aluminum panel, strap-mounted to an existing pole. Vehicular trailblazers are intended to reinforce the path of travel for vehicles arriving at an Auburn University campus. Small vehicular trailblazers are designed for slower, two-lane vehicular environments such as downtown Auburn.

Location Guidelines

As a general rule of thumb, small vehicular trailblazers should be located every half-mile to mile, and in advance of major intersections to reinforce the appropriate direction of travel. When meant to indicate a turn, a trailblazer with turned arrow should occur twice—once in advance of the turn and again as close as possible to the turn itself.

DR-1 LARGE VEHICULAR DIRECTIONAL



Front



Back

Description

One-sided painted aluminum post-and-panel with orange striped brake-formed returns. Located in advance of key vehicular intersections, the large vehicular directional directs to major University destinations via preferred vehicular route. The 4-inch text is scaled for legibility on public roads. TEXT: Whitney Medium

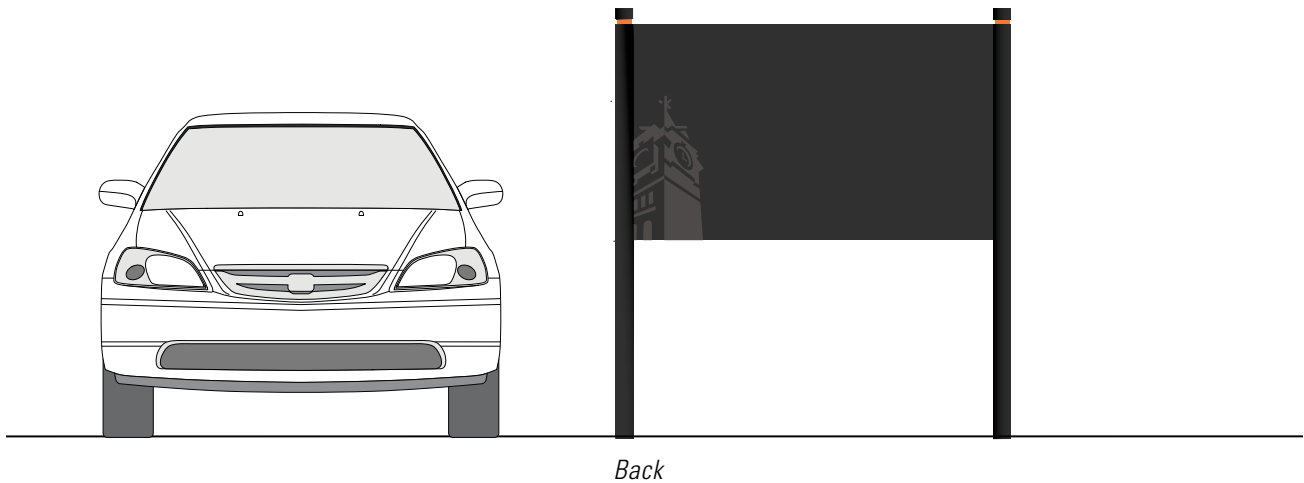
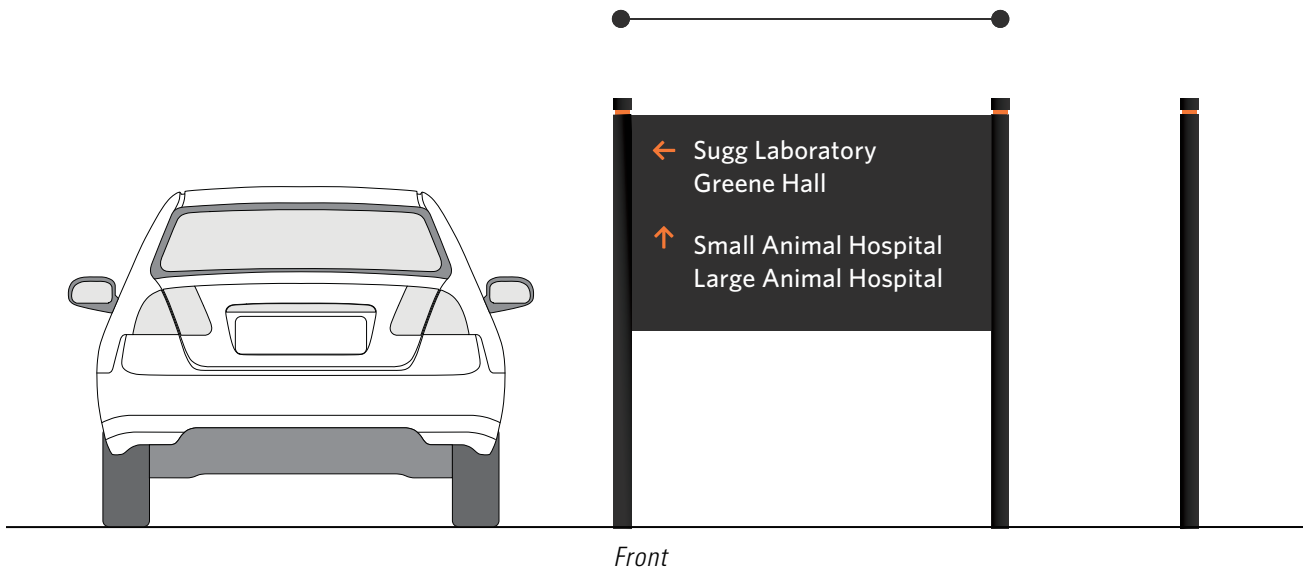
Location Guidelines

Vehicular directional should be located in advance of the intersection to which they refer, in order to give direction in time to execute the desired maneuver. Where possible, 200 minimum in advance of the turn is preferred. Maintain a minimum of 30 approach clearance between small trees and signs.

Messaging Guidelines

Destinations are limited to those included in the master wayfinding list (page 13).

DR-2 SMALL VEHICULAR DIRECTIONAL



Description

One-sided painted aluminum post-and-panel with orange striped brake-formed returns. The 3-inch text is a practical minimum for vehicular legibility. As such, the small vehicular directional is most appropriate for directing within campus facilities, or to major destinations along slow-speed intra-campus streets.

TEXT: Whitney Medium

Location Guidelines

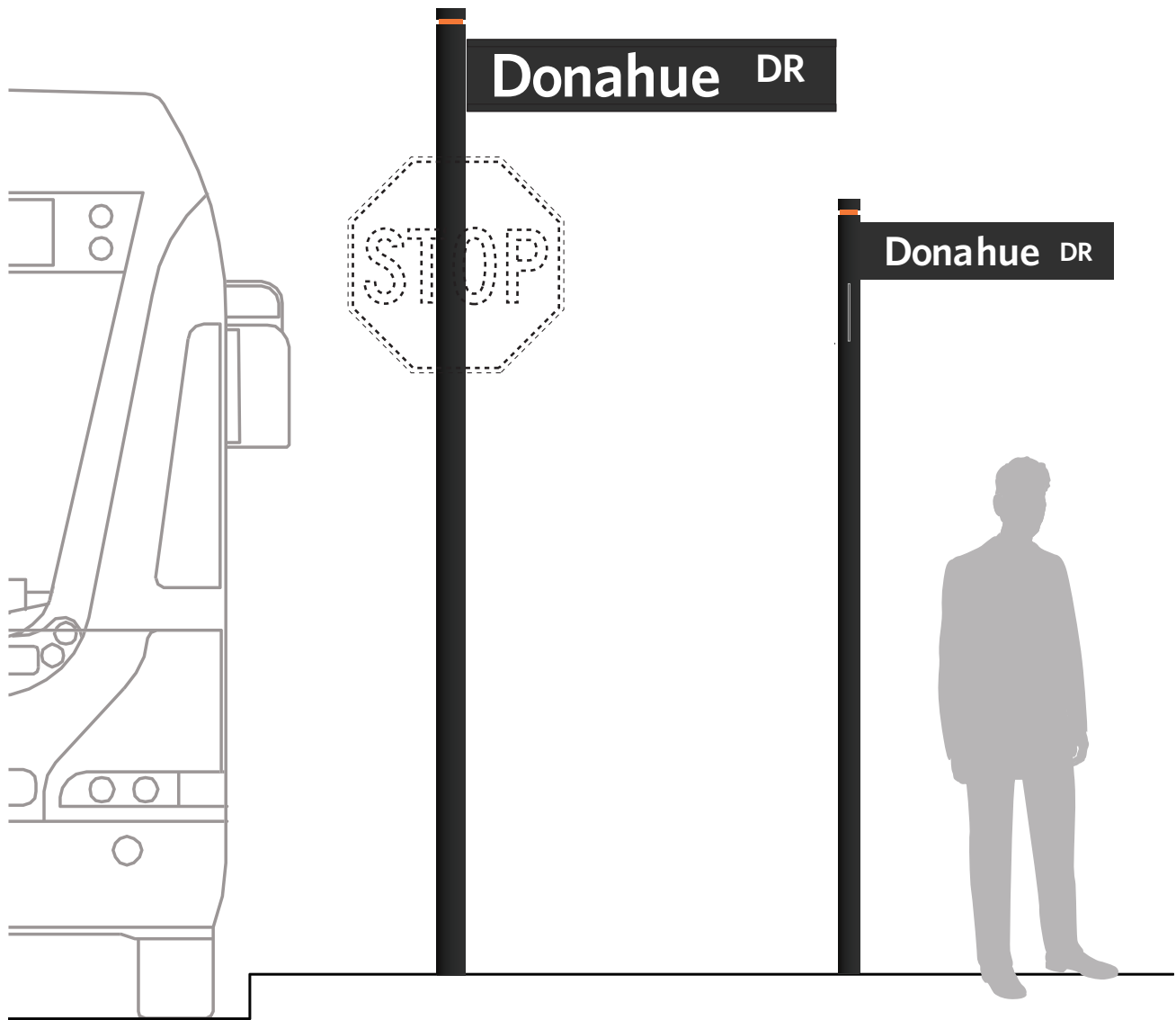
Vehicular directional should be located in advance of the intersection to which they refer, in order to give direction in time to execute the desired maneuver. Where possible, 200

minimum in advance of the turn is preferred. Maintain a minimum of 30 approach clearance between small trees and signs..

Messaging Guidelines

Campus-wide destinations are limited to those included in the master wayfinding list (page 13). When directing within a specific facility that has vehicular access (e.g., the School of Veterinary Medicine), destinations may be programmed specifically to suit the needs of that site.

ST-6, ST-4 STREET SIGN



Description

Two-sided painted aluminum panel with reflective lettering. Panel length varies depending on message. ST-6 has 6" high text, ST-4 has 4" high text.
TEXT: Whitney Semibold

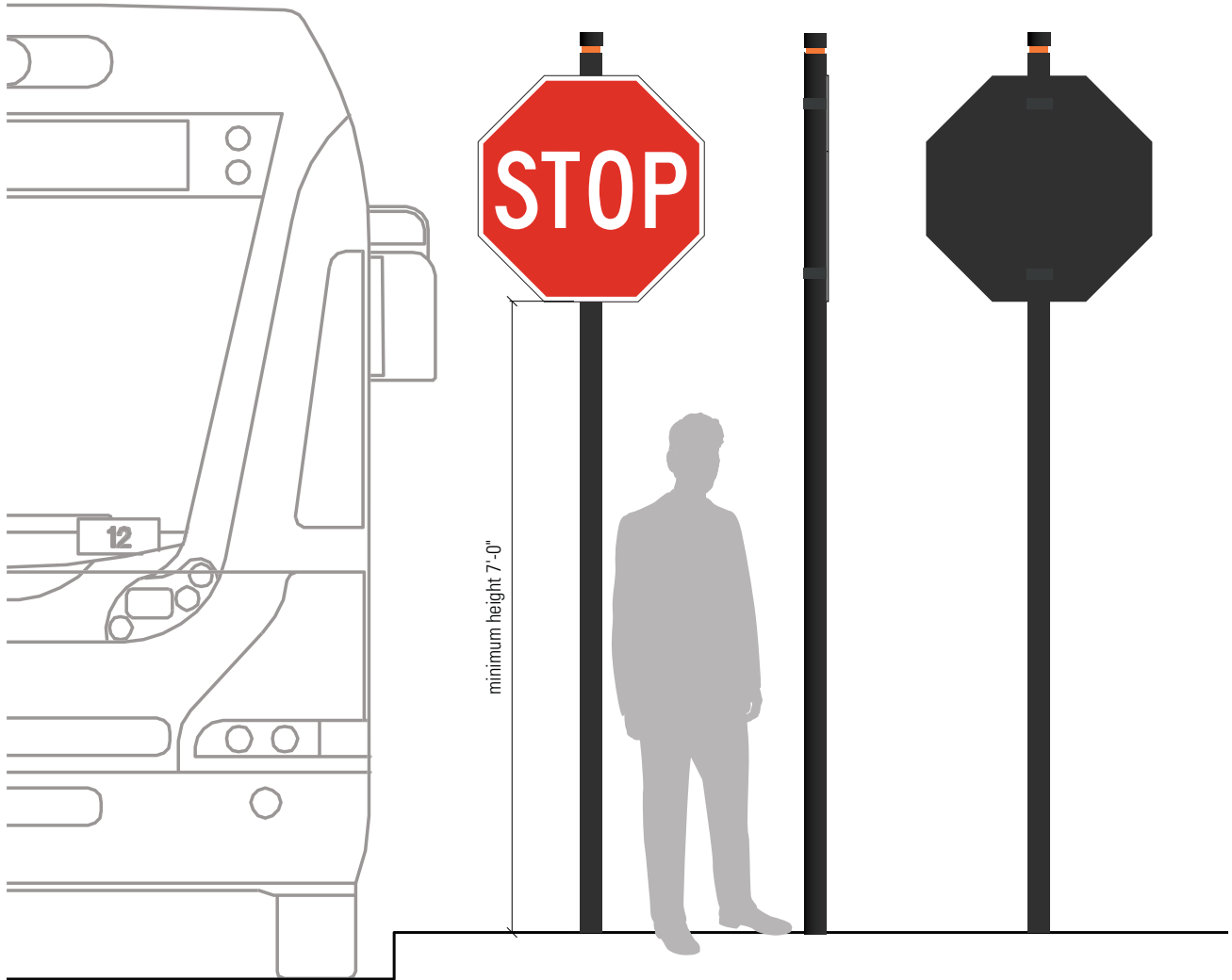
Size Guidelines

Use ST-6 at roads with posted speeds greater than 25 MPH.
Use ST-4 at roads with posted speeds 25 MPH or less (most interior campus roads).

Location Guidelines

Locate street signs on opposite corners of the intersection of all named streets for wayfinding and emergency response purposes. Leading edge of signs must be set back at least 20 minimum from front of curb, and blades should point away from the intersection.

TR TRAFFIC REGULATORY



Description

One-sided painted aluminum panel with applied reflective vinyl graphics.

Location Guidelines

The Office of Campus Planning is responsible for programming and locating all traffic regulatory signs. Sign message, design, and scale is to be as recommended by the current edition of the MUTCD.

PK-1 SINGLE FLAG PARKING



Description

One-sided post-mounted painted aluminum blade with orange reveal on post cap. Refer to parking overview section for message & location guidelines. Used to designate a single parking space or a range of space which are zoned identically. TEXT: Whitney Medium

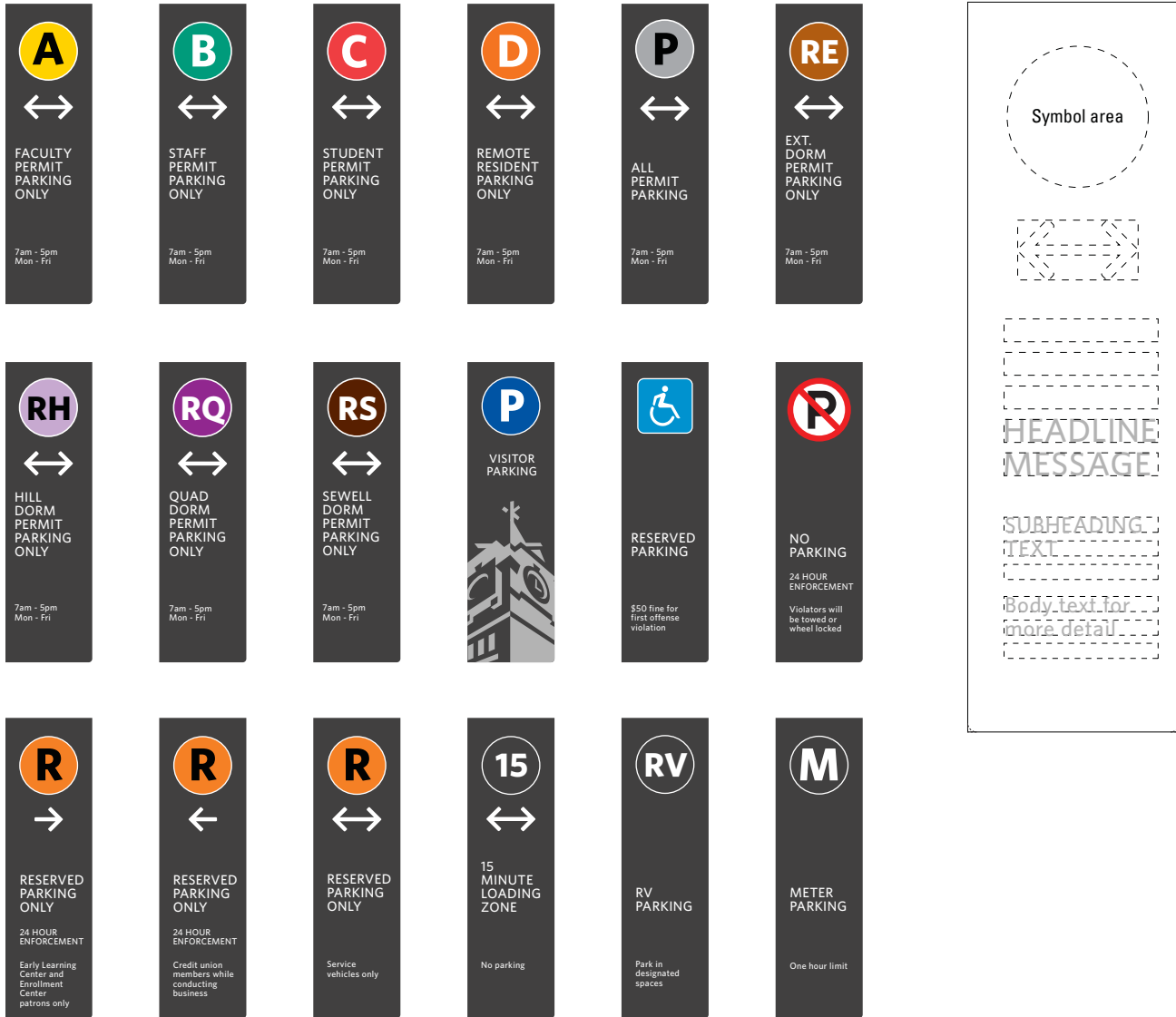
PK-2 DOUBLE FLAG PARKING



Description

One-sided post-mounted painted aluminum blades (2) with orange reveal on post cap. Refer to parking overview section for message & location guidelines. Used to designate parking where adjacent spaces are zoned differently.
TEXT: Whitney Medium

PARKING LAYOUT EXAMPLES



Description

Parking signs accommodate a variety of parking zones and detailed regulatory messages. Elements of the design are to be utilized as follows:

Arrow Guidelines

The SINGLE ARROW is used on a sign located on the left or right end of a range of spaces to which identical regulations apply. If the range contains more than four spaces, a DOUBLE ARROW should be used on a single sign centered between the two ends, or on several signs located at even intervals. A sign with NO ARROW is appropriate for identifying a single space. Accessible parking and visitor parking spaces should always be identified individually.

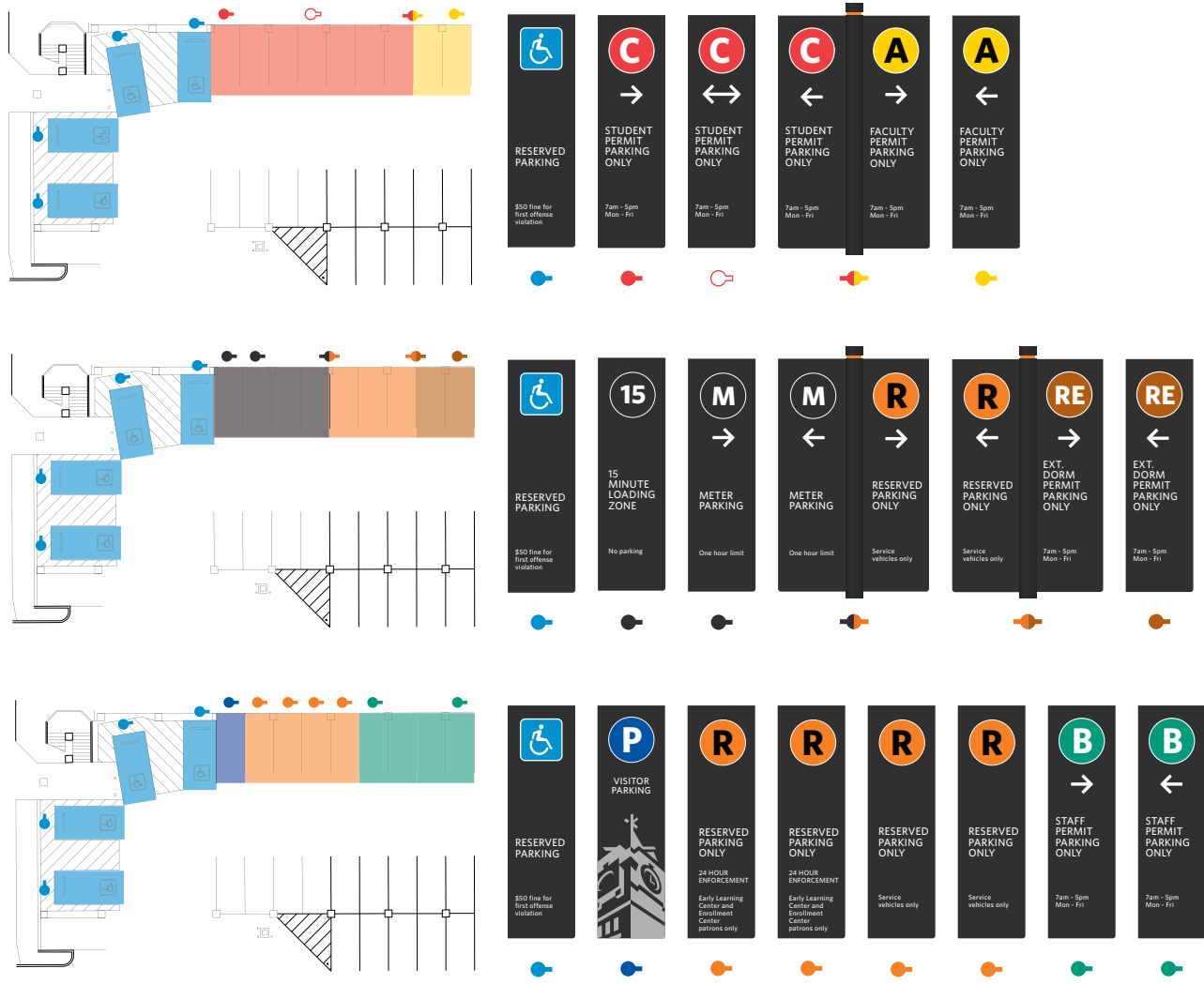
Text Guidelines

The HEADLINE MESSAGE is the primary parking information and relates directly to the symbol -- this message should be consistent for all signs displaying a given symbol. BODY TEXT should be used to elaborate on hours of enforcement, special permit requirements, and the like. The SUBHEADING TEXT may also be used to communicate enforcement when there is additional content beyond what the body text will accommodate.

Accessible Parking

Accessible parking signs shall comply with all applicable codes, including displaying the minimum fine as required by Code of Alabama 32-6-233.1(d)

PARKING LOCATION EXAMPLES



KEY:

- Single panel sign with no arrow or single arrow
- ◌ Single panel sign with double arrow
- ◌◌ Double panel sign

Location and Message Guidelines

These parking location examples show a few parking zones scenarios. These should not limit parking layouts but should be used as a guideline of where to place single flag and double flag parking signs.

TOP: Accessible parking shall be one sign per stall at all times. Zone C demonstrates the use of a double arrow at the center of a range of spaces, with ends marked by single arrows. Zone C/A demonstrates the use of a double flag sign at the transition point between two ranges.

MIDDLE: Meters and reserved parking are both a range of three spaces; between them a double flag sign is used. Ext. Dorm parking is two adjacent spaces; these may either be two signs without arrows, or with arrows as shown here to make use of the double flag sign.

BOTTOM: Visitor parking shall be one sign per stall at all times. The four reserved spaces are identified by individual signs because the regulation differs from space to space. Zone B is marked by two individual signs, one at each end of the range. A double flag sign is inappropriate between the reserved space and Zone B since the reserved space has no arrow.

PARKING GARAGE OVERVIEW



Description

Each garage entrance should be designated by three signs: BL-1 Building Lettering, PG-C Garage Clearance, and PG-R Garage Regulatory Panel.

Building Lettering Placement Guidelines

The parking deck name should be centered over each vehicular entrance, and consistent in design with other Building Lettering applications as noted on pages xxx



PG-C GARAGE CLEARANCE



Description

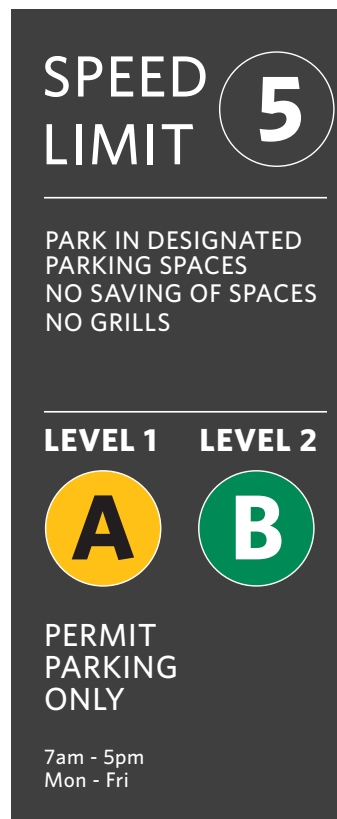
The clearance sign is used to clarify entry and exit lanes and denote the maximum height of a vehicle that can enter the parking deck. Overall sign length will vary depending on the width of the garage entrance.

TEXT: Whitney Medium

Location Guidelines

The Garage Clearance sign should be located immediately above the opening at each parking deck entrance. It may be used in conjunction with a freestanding headache bar.

PG-R GARAGE REGULATORY PANEL



Description

The Garage Regulatory Panel consolidates all traffic and parking regulations for a parking deck onto a single sign. All specialty parking deck regulations, including those intended for enforcement on game days, should be located on this sign. TEXT: Whitney Medium, Whitney Semibold

Location Guidelines

The Garage Clearance sign should be located on a column immediately to the right of the drive lane at each parking deck entrance, so as to be easily visible to all vehicles entering the facility.

BN-1 TEMPORARY BANNER: POST MOUNTED



Description

Two individually set posts with orange reveal on post cap, spaced 54 apart, intended to for temporary display of consistently-sized banners. Banner poles should be removed when not in use. Permisson to mount banners to these posts must be authorized by the Dean of Students, which governs the practice of their use.

Guidelines

Post-mounted banners are intended to be temporary in nature, and when permitted shall remain in place for no longer than two weeks.

TEMPORARY BANNER: BUILDING MOUNTED



Guidelines

Because keeping building facades free of visual clutter is an important component of maintaining a strong and coherent campus character, banners mounted to buildings are prohibited without specific written authorization from the Office of Campus Planning. When permitted, building mounted banners shall be temporary in nature, and remain in place for no longer than four months.

TEMPORARY BANNER: STREETScape (POLE MOUNTED)



Guidelines

Because defining significant corridors (both vehicular and pedestrian) is an important component of maintaining a strong and coherent campus character, streetscape (Pole mounted) banners shall be permitted only with written authorization from the Office of Campus Planning, who is responsible for determining approp.



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4 IMPLEMENTATION

Phase I implementation will be executed in conjunction with the construction of the Village housing project, to include all relevant sign types within the boundaries of Magnolia, Donahue, Roosevelt and Wire. Phase I is anticipated to be completed in the Fall of 2009, or with the opening of the completed Village project.

Future Phasing

Future phases may be implemented as funds become available and may follow either of the following strategies:

Strategy 1: Geographic Emphasis

As with the Village project, an area of campus may be selected for implementation of every relevant sign type within a specific geographic boundary. This approach allows for a complete application of the sign standard and may also allow for budgeting as part of a greater capital project.

Strategy 2: Complete Sign Type Implementation

Signs may also be implemented one sign type at a time; for instance, all street signs, all parking signs, or all building identification signs. This approach creates an opportunity for cost savings through mass production of a single sign type in large quantity.

Maximum Impact

In order to have the maximum positive impact on the user experience at Auburn University, as well as the maximum positive impact on the campus landscape, it is recommended that the following sign types be given priority attention for early implementation:

- Vehicular wayfinding, specifically to parking for visitor information
- Pedestrian wayfinding signs
- Parking regulatory signs

