Division III.19 Campus Sign Standards

Exterior Signs
The following section provides drawings, elevations, and layouts for Duke University Exterior Signs. The Consultant should consult with the Project Manager for current fabrication details for the Exterior signs.

All exterior signs must conform to these standards and must be approved by the University Landscape Architect.
# Exterior Sign Standards

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INTRODUCTION

The Goals of the Duke University Sign Program are to make the University more welcoming and accessible; to provide information clearly and consistently; to minimize the number of signs (clean up existing sign clutter); to enhance the appearance of the campus and preserve the scale of the landscape.

These Sign Standards have been refined over time and reflect lessons learned in the initial implementation of the program as well ever evolving wayfinding requirements as the campus continues to develop and change.

This manual has been prepared for the Duke University Landscape Architect and reflects and supports the goals for the 2024 Campus Master Plan and the 2012 Action Plan.

Mark Hough, FASLA, University Landscape Architect
Exterior Sign Standards

PRINCIPLES

The following principles provide the foundation of our work for the Duke University Sign Program. They are elaborated on and reinforced in the pages that follow.

1. **User-Oriented Program**: Problems should be looked at from the point of view of the visitor. How does the visitor perceive the University? What expectations does he/she have? Solutions should be directed toward those visitors least experienced with the Duke University Campus.

2. **Priorities**: It is impossible to list all possible destinations at any given decision point. (People will not assimilate or retain more than three or four messages at a given point.) Therefore, Priorities must be established to provide information to those destinations with the highest use by un-escorted visitors.

3. **Visitor Parking**: Visitor parking areas should not only be viewed as high priority destinations, but also as places to orient and inform first-time visitors.

4. **Consistency**: The signs must work as a system so that the visitor can quickly become familiarized with the signing and can develop expectations (in effect, know “where to look” for information). The signing should be consistent in color, scale and placement. Messages should also be consistent so that the same nomenclature is used on pre-trip information, verbal confirmation, directional signing in route, and finally, identification signing at the destination.

5. **Need to Know**: New signing should be implemented on a “need to know” basis. No additional information should be provided unless it is absolutely necessary. Eliminate non-essential information and sign clutter whenever possible.

6. **Aesthetics**: The signs should be attractive as well as informative. They should fit in with the Duke University campus setting and complement both the architecture and the landscape.

7. **Coordination**: Signage should be part of all campus planning and design efforts so that traffic circulation, lighting, architectural and landscape improvements are all integrated as the campus evolves.

8. **Maintenance**: Signage should be designed so that initial installation, updating and maintenance are within the capabilities of University staff.
Exterior Sign Standards

**APPROACH**

The highest concern is for the first time visitor, therefore, wayfinding information focuses directions to the West and East campuses and to key first-time visitor destinations which include the following:

- Undergraduate Admissions (Admissions)
- Athletic Facilities (Athletics)
- Alumni & Visitor Center (Visitor Center)
- Campus Center & Theaters
- Duke University Chapel (Chapel)
- Nasher Art Museum
- Sarah P. Duke Gardens (Duke Gardens)
- Visitor Parking

The Campus Center term encompasses Page Auditorium, West Union, Bryan Center, and the Penn Pavilion. This all encompassing term helps to reduce the number of destinations needed on directional signs and is intuitive as a visitor destination.

The terms in parenthesis are abbreviated versions for use on directional signs, improving legibility and comprehension for vehicular traffic.

The University has a strong and clear peripheral road system, therefore the sign program emphasizes moving traffic along the campus perimeter. The intent is to minimize inter-campus circulation, thus reducing traffic congestion and reducing the need for on-campus directional signage.

Parking at the Campus Center Garage, the Science Drive Lot and the new parking garage on the corner of Science Drive and Cameron Blvd. are critical visitor parking resources closely associated with key first-time visitor destinations including Athletics, the Campus Center, Chapel and Theaters. The sign program directs visitors to these resources and clearly distinguishes them as visitor parking, as opposed to faculty, staff and students.

Finally, a major issue on campus is sign clutter. The proliferation of signage particularly temporary A-Frame and event signage, and regulatory parking signs has a significant negative impact on the appearance of the campus. It is the goal of the exterior sign program to establish standards and guidelines for temporary signage as well as permanent regulatory signs to consolidate and reduce the number of signs and establish consistency. Reducing sign clutter and providing a consistent look will improve the appearance of campus and reduce confusion. Less is more.
A. CAMPUS SIGNS

Exterior campus signs have been designed as a kit-of-parts that can be implemented in phases and is designed to be appropriate to all areas of the campuses.

The graphic standards are the building blocks of the sign program: typography, symbols, color and the use of the Duke University logo are shown on the graphics standards pages which follow and then are applied comprehensively to each sign type. It is important to adhere to these specifications in order to ensure a consistent appearance for all sign types.

The Exterior Signage is divided into categories defined by function as follows:

- Identification
- Direction
- Regulation
- Information

The following sign type drawings include criteria for the function of each sign, information and specifications for materials, colors and graphics as well as details for fabrication and panel text layouts. These standards are designed to be flexible; additional layouts within each sign type will be added as the program evolves.
## A. CAMPUS SIGNS

<table>
<thead>
<tr>
<th>Description</th>
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</table>
Adobe Garamond Semibold is the primary signage typeface. It is used in all caps format for the identification of building names, parking lots and garages and, to maximize legibility, upper and lowercase format for directional information.

The Manufacturer of Adobe Garamond is Adobe Systems Inc., 345 Park Avenue, San Jose, CA 95110. No substitutions will be allowed, as there are significant differences between manufacturers.

Interstate light is used in various formats for secondary information.

The Manufacturer of Interstate is The Font Bureau, Inc., 179 South Street, 7th Floor, Boston MA 02111. No substitutions will be allowed.

See the following pages for letterspacing specifications.
Proper letterspacing is a critical factor affecting not only the appearance of the signs and graphics but also their legibility. In general, upper & lowercase format should be provided with some additional letterspacing equal to 25 em/1000 minimum (as defined by Adobe Illustrator) to compensate for site distances and the glow from reflective sheeting. If line length is limited letterspacing can be reduce to a minimum of 10 em/1000.

All caps format requires additional letterspacing to enhance legibility and improve the appearance of the letters. The letterspacing for roman capitals format is 50 em/1000.

Adjustment of kerning pairs will always be necessary and will be the responsibility of the Sign Contractor, with review and approval by the Landscape Architect.

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**DUKE CHAPEL**

A. Adobe Garamond Semibold - All Caps
   
   50em/1000

**Chapel**

B. Adobe Garamond Semibold - Upper and Lowercase
   
   25em/1000

**STREET**

C. Interstate Light - All Caps
   
   50em/1000

**Rate**

D. Interstate Light - All Camps
   
   10em/1000
Shown below is a selection of regulatory symbols likely to be required.

Most of the regulatory symbols shown are from the system of Symbol Signs developed by the U.S. Department of Transportation (D.O.T.)
Artwork for symbols is available in digital vector formats suitable for both PC & Macintosh.
All square symbols to have Standard Blue Background with Standard White symbol and border.
All Round parking symbols to have Standard White Background, Standard Black Symbol and Standard Red Circle and Rule.

The University logo has been modified for application on signage and should be restricted to signage only. Logo artwork for print applications can be obtained from the University.
Logo artwork for signage is available in digital vector formats suitable for both PC & Macintosh.

This page is not to be used for reproduction.
The standard colors for the sign program are listed below. Paint finishes should match the color listed first. Since the signs will be produced in a number of ways, matching standards for inks and vinyl graphics are shown - where applicable. These are the only colors permitted in the production of Duke University signs.

The finishes on all signs shall match Mathews Acrylic Polyurethane Semi-gloss unless otherwise noted in the drawings.

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<th>Color</th>
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<tr>
<td></td>
<td>Reflective Sheeting: to match 3M Scotchlite 280-10</td>
</tr>
<tr>
<td>Standard Black</td>
<td>Paint/Silkscreen: to match PMS Process Black</td>
</tr>
<tr>
<td></td>
<td>Vinyl: to match 3M Scotchcal 220-12, Matte Black</td>
</tr>
<tr>
<td>Standard Red</td>
<td>Paint/Silkscreen/Vinyl: to match 3M Scotchcal 220-13, Tomato Red</td>
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<tr>
<td></td>
<td>Reflective Sheeting: to match 3M Scotchlite 280-72, Red</td>
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<tr>
<td>Standard Blue</td>
<td>Paint/Silkscreen/Vinyl: to match 3M Scotchcal 220-47 Intense Blue</td>
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<tr>
<td></td>
<td>Reflective Sheeting: to match 3M Scotchlite 280-76, Light Blue</td>
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<tr>
<td>Duke Blue</td>
<td>Paint/Silkscreen: Pantone 287C</td>
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<tr>
<td></td>
<td>Vinyl: to match 3M Scotchcal 220-47 Matte Intense Blue</td>
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<tr>
<td>Duke Dark Blue</td>
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## Exterior Sign Standards

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<td>04A.1-04A.6</td>
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<tr>
<td>Small Single Posted Directional Sign</td>
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<td>Street Name Sign</td>
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<td>Pavement Markings</td>
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Sign Type 01 - Primary Building ID
To be used to identify major building and functional destinations with public interface such as graduate schools and athletic facilities.

Description:
Double sided post and panel sign with removable aluminum sign panels & notched header.

Panel Size:
4'-0" w x 3'-6" h

Typeface:
Adobe Garamond Semibold
Interstate Light

Colors:
Posts: Standard Dark Brown
Panel: Duke University Dark Blue
Copy, graphics: Standard white
Logo: Standard White

Graphics:
Pressure sensitive, pre-spaced reflective sheeting

Finish:
Painted, acrylic polyurethane semi-gloss finish

Materials:
.090" aluminum sign panel
3 1/4" x 2 1/2" Aluminum post

Note:
see dwg. 01.5 for fabrication detail

Replace Existing Sign Panel with new, Double Sided .090" Aluminum Sign Panel. Verify All dimensions in the field.

Where Applicable Refurbish & Paint Existing posts in the field, as directed.

Elevation
Scale: 1/2" = 1' - 0"
**Duke University**

**Exterior Sign Standards**

**Sign Type 01 - Primary Building ID Sign**

**Layouts**

---

**A**  
1 or 2-Line Layout – Standard Letter Size  
Scale: 1" = 1' - 0"  

**B**  
3-Line Layout – Standard Letter Size
1 or 2-Line Layout – 12+ Characters Per Line

3-Line Layout – 12+ Characters Per Line
Duke

DUKE CHAPEL
PAGE
AUDITORIUM

A Multiple Destination Layout

Duke

ATHLETICS
CAMERON STADIUM
WALLACE WADE STADIUM

B Campus Zone with Building Names

Scale: 1" = 1' - 0"
Top Section of extruded aluminum frame to be removable for replacement of sign panels

Provide cross brace to stabilize removable top section of frame

3 1/4" x 2 1/2" Extruded aluminum post with end cap

1/2" reveal

removable .090" aluminum sign panel both sides

Fabrication Detail

1" = 1' - 0"
Extruded aluminum post ptd Standard Dark Brown provide end cap

Extruded aluminum frame ptd. Duke University Dark Blue

.090" removable aluminum sign panels ptd. Duke University Dark Blue

3 1/4" V.I.F.

2 1/2" V.I.F.

1/2" reveal

Sign Type 01 - Primary Building ID Sign
Exterior Sign Standards

Section Detail
NOTE: Size of footing, J bolts, post & plate to be engineered by Sign Contractor

A  Footing Section
Scale: 3/4" = 1' - 0"

B  Post & Plate Plan View
Scale: 1 1/2" = 1' - 0"

3 1/4" x 2 1/2" sign post

Bury 6" below grade (footing at grade when used on sidewalk)

1/2" thk. alum. plate welded to base of post

3/4" steel "J" bolts, fasten to plate as req’d.

1/2" thk aluminum plate welded to base of post

3 1/4" x 2 1/2" aluminum post

Holes for 3/4" thk "J" bolts
Sign Type 02A - Large Secondary Building ID Sign (Bronze):

Cast Bronze sign panel mounted to building facade, to be used in tandem with or in place of freestanding post and panel building ID sign. Cast Bronze to be used on buildings within West and East Campus, as determined by the University Architect.

Description:
Cast bronze plaque set in stone building facade

Panel Size:
3'-2"w x 2'-4 1/2"h

Typeface:
Adobe Garamond Semibold

Colors:
n/a

Graphics:
cast bronze

Finish:
Raised Surfaces US 10B Bronze Satin Finish
Recessed Surfaces: Texture on recessed background to be matte sand texture not a leatherette or pebble texture. Patina to be a traditional dark bronze patina finish applied with brush and heat activated, not a painted faux patina finish.

Materials:
1/2" cast bronze plaque
CAMERON INDOOR STADIUM

Raised Border with clear satin finish.

Raised logo, raised surface to be clear satin finish.

1/8" rule (typ.)

Recessed background with dark bronze finish.

Layout

Scale: 1 1/2" = 1' - 0"
Sign Type 02B - Small Secondary Building ID Sign (Bronze):
Cast Bronze sign panel mounted to building facade, to be used in tandem with or in place of freestanding post and panel building ID sign. Cast Bronze to be used on buildings within West and East Campus, as determined by the University Architect.

Description:
Cast bronze plaque set in stone or masonry building facade.

Panel Size:
1'-5"w x 1'-1"h

Typeface:
Adobe Garamond Semibold

Colors:
Type 02A: N/A

Graphics:
Cast Bronze

Finish:
Raised Surfaces US 10B Bronze Satin Finish
Recessed Surfaces: Texture on recessed background to be matte sand texture not a leatherette or pebble texture. Patina to be a traditional dark bronze patina finish applied with brush and heat activated, not a painted faux patina finish.

Materials:
1/2" cast bronze plaque
Raised logo, with dark bronze recesses. Raised surface to be clear satin finish.

Raised Adobe Garamond Semibold text with clear satin finish.

Raised Border with clear satin finish.

Recessed background with dark bronze finish.

Scale: 1 1/2" = 1' - 0"
Sign Type 02D - Large Secondary Building ID (Painted):
Painted aluminum sign panel mounted to building facade, to be used in tandem with or in place of freestanding post and panel building ID sign. Painted panel sign to be used on off-campus buildings, not to be used for historic buildings, as determined by the University Architect.

Description:
1/4" Thick painted aluminum panel stud mounted to building facade.

Panel Size:
3'-2"w x 2'-4 1/2"h

Typeface:
Adobe Garamond Semibold

Colors:
Panel: Duke University Dark Blue
Text & Border: Standard White

Graphics:
Masked and Sprayed

Finish:
Semi-gloss Acrylic Polyurethane Finish.

Materials:
1/4" Painted Aluminum
THREE-LINE BUILDING NAME

Duke

Raised Border with clear satin finish.

Logo matte white vinyl sheeting

Adobe Garamond Semibold white masked and sprayed text

White masked and sprayed border

Chamfered edge

Layout

Scale: 1 1/2" = 1' - 0"
Sign Type 02D - Small Secondary Building ID (Painted):
Painted aluminum sign panel mounted to building facade, to be used in tandem with or in place of freestanding post and panel building ID sign. Painted panel sign to be used on off-campus buildings, not to be used for historic buildings, as determined by the University Architect.

**Description:**
1/4" Thick painted aluminum panel stud mounted to building facade.

**Panel Size:**
1'-5"w x 1'-1"h

**Typeface:**
Adobe Garamond Semibold

**Colors:**
Panel: Duke University Dark Blue
Text & Border: Standard White

**Graphics:**
Masked and Sprayed

**Finish:**
Semi-gloss Acrylic Polyurethane Finish.

**Materials:**
1/4" Painted Aluminum

---

For clapboard conditions provide a wood backer panel inset into clapboard and painted to match.
Sign Type 02D - Small Secondary Building ID Sign (Painted)

Layout

Duke University

Exterior Sign Standards

Adobe Garamond Semibold

logo matte white vinyl sheeting

white masked and sprayed text

BUILDING NAME

Chamfered edge

Logo matte white vinyl sheeting

Adobe Garamond Semibold

white masked and sprayed text

White masked and sprayed border

Scale: 1 1/2" = 1' - 0"

A

Layout
Sign Type 03 - Double Posted Directional

To be used to provide directions to multiple major destinations and precincts within campus.

Description:
Double post and panel sign with removable aluminum sign panels & notched header.

Panel Size:
3' - 4"w x 5' - 0"h

Typeface:
Adobe Garamond Semibold

Colors:
- Posts: Standard Dark Brown
- Panel: Duke University Dark Blue
- Copy: Standard white
- Parking Symbol: Standard Blue

Graphics:
Pressure sensitive, pre-spaced reflective sheeting

Finish:
Painted, acrylic polyurethane semi-gloss finish

Materials:
- .090" removable aluminum sign panel
- 3 1/4" x 2 1/2" Aluminum post

Note:
see dwg. 03.5 03.7 for details
sign type 03 - double posted directional sign
layout

layout 1
scale: 3/4" = 1' - 0"

admissions & visitor center

campus center & theaters

chapel

admissions & visitor center

white reflective sheeting arrow

1/8" white rule

white reflective sheeting

adobe garamond semibold

1/8" reflective sheeting white line (typ.)

sign & text

grid:

4" min.
7"
8" 7"
6 1/2" 4 3/4" 5"
6"
5 1/2"
5"
4 3/4" 4 3/4"
3" 3"
3 1/2" 6 1/2"
3"
2 1/2" 4 1/2"
2"
1 1/2" 3 1/2"
1"
1/2" 2 1/2"

3' - 4" typ.
Campus Center
Theaters
Chapel

Layout 2

Scale: 3/4" = 1' - 0"
Top Section of extruded aluminum frame to be removable for replacement of sign panels

3 1/4" x 2 1/2" Extruded aluminum post with end cap

1/2" reveal

removable .090" aluminum sign panel both sides

Fabrication Detail

1" = 1' - 0"
Extruded aluminum post ptd Standard Dark Brown provide end cap

Extruded aluminum frame ptd Duke University Dark Blue

.090" removable aluminum sign panels ptd. Duke University Dark Blue

3 1/4" V.I.F.

2 1/2" V.I.F.

1/2" reveal

A Horizontal Section

Full Size
3 1/4" x 2 1/2" sign post

Bury 6" below grade
(footing at grade when used on sidewalk)

1/2" thk. alum. plate welded to base of post

3/4" steel "J" bolts, fasten to plate as req'd

---

Sign Type 03 - Double Posted Directional Sign

Details

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**Scale: 3/4" = 1' - 0"**

**Scale: 1 1/2" = 1' - 0"**
Sign Type 04A - Large Single Post Directional
To be used to provide directional information to major destinations and precincts.

**Description:**
Double faced, single post and panel sign with removable aluminum sign panels.

**Panel Size:**
2'6" w x 3'2" h

**Typeface:**
Adobe Garamond Semibold

**Colors:**
Post: Standard Dark Brown
Panel: Duke University Dark Blue
Copy, arrow: Standard White
Logo: Standard White

**Graphics:**
Pressure sensitive, pre-spaced reflective sheeting

**Finish:**
painted, acrylic polyurethane semi-gloss finish background

**Materials:**
.090" aluminum sign panel with extruded frame
3" x 3" x 1/4" square aluminum post

---

**Elevation**

Scale: 1/2" = 1' - 0"
Frame and Post Detail

1/2" x 1" Alum. flat bar welded to hanger, ptd. Duke University Dark Brown

Drill & tap frame to hanger & post

Internal cross bracing

3/16" x 1 3/4" flat bar welded to post ptd duke University Dark Brown

2" Extruded alum. frame ptd Duke University Dark Blue

3" x 3" x 1/4" alum.post ptd Duke University Dark Brown

End of extruded frame removeable to allow replacement of sign panel

Scale: 1-1/2" = 1' - 0"
Extruded aluminum frame
ptd Duke University
Dark Blue

0.090" removeable aluminum sign panels
ptd Duke University
Dark Blue

2" x 1" x 1/4" alum. tube hanger
welded to post, ptd Duke University
Dark Brown

Drill & Tap frame to hanger

1" x 1/2" alum. alum. flat bar
welded to hanger,
ptd Duke University Dark Brown

Extruded aluminum frame
ptd Duke University
Dark Blue

Extruded aluminum frame
ptd Duke University
Dark Blue

Vertical Section
Full Size
Sign Type 04A - Large Single Post Directional Sign

Section Detail

- 3" x 3" x 1/4 aluminum post ptd Standard Dark Brown provide end cap
- 3/16" x 1 3/4" Alum. flat bar welded to post, ptd Duke University Dark Brown
- Extruded aluminum frame ptd Duke University Dark Blue
- .090" removeable aluminum sign panels ptd Duke University Dark Blue
- Removable Section of extruded frame for replacing sign panels

3" x 3" x 1/4 aluminum post ptd Standard Dark Brown provide end cap

3/16" x 1 3/4" Alum. flat bar welded to post, ptd Duke University Dark Brown

Extruded aluminum frame ptd Duke University Dark Blue

0.90" removeable aluminum sign panels ptd Duke University Dark Blue

Removable Section of extruded frame for replacing sign panels

3" x 3" x 1/4 aluminum post ptd Standard Dark Brown provide end cap

3/16" x 1 3/4" Alum. flat bar welded to post, ptd Duke University Dark Brown

Extruded aluminum frame ptd Duke University Dark Blue

0.90" removeable aluminum sign panels ptd Duke University Dark Blue

Removable Section of extruded frame for replacing sign panels

3" x 3" x 1/4 aluminum post ptd Standard Dark Brown provide end cap

3/16" x 1 3/4" Alum. flat bar welded to post, ptd Duke University Dark Brown

Extruded aluminum frame ptd Duke University Dark Blue

0.90" removeable aluminum sign panels ptd Duke University Dark Blue

Removable Section of extruded frame for replacing sign panels

3" x 3" x 1/4 aluminum post ptd Standard Dark Brown provide end cap

3/16" x 1 3/4" Alum. flat bar welded to post, ptd Duke University Dark Brown

Extruded aluminum frame ptd Duke University Dark Blue

0.90" removeable aluminum sign panels ptd Duke University Dark Blue

Removable Section of extruded frame for replacing sign panels

3" x 3" x 1/4 aluminum post ptd Standard Dark Brown provide end cap

3/16" x 1 3/4" Alum. flat bar welded to post, ptd Duke University Dark Brown

Extruded aluminum frame ptd Duke University Dark Blue

0.90" removeable aluminum sign panels ptd Duke University Dark Blue

Removable Section of extruded frame for replacing sign panels

3" x 3" x 1/4 aluminum post ptd Standard Dark Brown provide end cap

3/16" x 1 3/4" Alum. flat bar welded to post, ptd Duke University Dark Brown

Extruded aluminum frame ptd Duke University Dark Blue

0.90" removeable aluminum sign panels ptd Duke University Dark Blue

Removable Section of extruded frame for replacing sign panels

3" x 3" x 1/4 aluminum post ptd Standard Dark Brown provide end cap

3/16" x 1 3/4" Alum. flat bar welded to post, ptd Duke University Dark Brown

Extruded aluminum frame ptd Duke University Dark Blue

0.90" removeable aluminum sign panels ptd Duke University Dark Blue

Removable Section of extruded frame for replacing sign panels

3" x 3" x 1/4 aluminum post ptd Standard Dark Brown provide end cap

3/16" x 1 3/4" Alum. flat bar welded to post, ptd Duke University Dark Brown

Extruded aluminum frame ptd Duke University Dark Blue

0.90" removeable aluminum sign panels ptd Duke University Dark Blue

Removable Section of extruded frame for replacing sign panels

3" x 3" x 1/4 aluminum post ptd Standard Dark Brown provide end cap

3/16" x 1 3/4" Alum. flat bar welded to post, ptd Duke University Dark Blue

Extruded aluminum frame ptd Duke University Dark Blue

0.90" removeable aluminum sign panels ptd Duke University Dark Blue

Removable Section of extruded frame for replacing sign panels

3" x 3" x 1/4 aluminum post ptd Standard Dark Brown provide end cap

3/16" x 1 3/4" Alum. flat bar welded to post, ptd Duke University Dark Brown

Extruded aluminum frame ptd Duke University Dark Blue

0.90" removeable aluminum sign panels ptd Duke University Dark Blue

Removable Section of extruded frame for replacing sign panels

3" x 3" x 1/4 aluminum post ptd Standard Dark Brown provide end cap

3/16" x 1 3/4" Alum. flat bar welded to post, ptd Duke University Dark Brown

Extruded aluminum frame ptd Duke University Dark Blue

0.90" removeable aluminum sign panels ptd Duke University Dark Blue

Removable Section of extruded frame for replacing sign panels
3" square sign post

Bury 6" below grade
(footing at grade when used on sidewalk)

1/2" thk steel plate
welded to base of post

3/4" steel "J" bolts, fasten to plate as req'd

* NOTE: Size of footing, J bolts, post & plate to be engineered by Sign Contractor
Sign Type 04B - Small Single Post Directional Sign:
To be used within large parking areas to provide directions to visitor parking spaces and for one to two key destinations along campus roads.

Description:
Single post and aluminum panel with reflective graphics.

Panel Size:
1'-6"w x 2'-3"h

Typeface:
Adobe Garamond Semibold
Adobe Garamond Regular

Colors:
Post: Standard Dark Brown
Panel: Duke University Dark Blue
Symbol background: Standard Blue
Copy, arrow & symbol: Standard White

Graphics:
Pressure sensitive, pre-spaced reflective sheeting

Finish:
Painted, acrylic polyurethane semi-gloss finish background

Materials:
1/8" Thk aluminum sign panel with frame
2 1/2" Square Aluminum posts
Layout 1

Scale: 1" = 1' - 0"

A

Layout 2

B

Layout 3

C

Sign Type 04B - Small Single Post Directional Sign

Exterior Sign Standards
Section - Post Mounted
Scale: 3" = 1' - 0"

1/8" thk steel post cap, ptd & welded to sign post.

1/8" thk aluminum sign panel w/ ptd background & applied vinyl graphics. Align top of panel w/ top of post.

2 1/2" x 2 1/2" x 1/8" sign post, painted

Back & edges of sign panel painted

Fasten sign to post w/ exposed self-tapping fasteners, ptd to match sign face (see specification).

Footing Detail
Scale: 3/4" = 1' - 0"

Sleeve extends 4" out of footing

Bury 6" below grade

Bolt thru post & sleeve

Galvinized steel sleeve

* NOTE: Size of footing, to be engineered by Sign Contractor

Finishing Detail

All Surfaces of Panel to be painted Duke University Dark Blue

Post to be painted Standard Dark Brown

Fasteners to be sized appropriately for panel. Oversized fasteners will be rejected. Fasteners to be painted to match adjacent surface of panel.
Sign Type 05 - Street Name Sign

Description: single post with two double faced aluminum sign panels, and reflective graphics

**Overall Size:** 3’ - 7”w x 11 1/4”h

**Panel Size:** 3’ - 2”w x 10”h

**Typeface:** Adobe Garamond Semibold

**Colors:**
- post: Standard Dark Brown
- panel: Duke University Dark Blue
- copy: Standard White

**Graphics:**
- pressure sensitive, prespaced reflective sheeting

**Finish:**
- painted, acrylic polyurethane semi-gloss finish background

**Materials:**
- 1/2” thk aluminum backer plate and 1/8” thick sign panels
- 3” x 3” x 1/4” Aluminum Post

---

**Elevation**

**Perspective**
Sign Type 05 - Street Name Sign

Layouts

05.2

A. Layout 1 - Standard Layout

Scale: 1 1/2" = 1' - 0"

B. Layout 2

Scale: 1 1/2" = 1' - 0"
**Sign Type 05 - Street Name Sign**

Details

**Panel Mounting Detail**

Scale: 1 1/2" = 1' - 0"

**Plan View**

Scale: 1 1/2" = 1' - 0"
**Sign Type 05 - Street Name Sign**

**Exterior Sign Standards**

**Section Details**

**A**

**Horizontal Section**

Scale: Half Size

- **Cross Panel Below**
- **3” x 3” x 1/4” Aluminum Sign Post painted Standard Dark Brown**
- **1/2” x 11 1/2” Slot punched through Sign Post. Corners to be Square**
- **1/8” thk. Aluminum Sign Panel Painted Dark Blue.**
- **1/2” thk. Aluminum Backer Plate painted Dark Blue. Backer Plate to Pass Through Sign Post**
- **Double Sided VHB Adhesive**
- **Counter Sunk Threaded Fastener, with allen head, 2 per panel min.**

**B**

**Vertical Section Detail**

Scale: Half Size

- **1 1/4” Backer Plate**
- **Reveal and Header Band Painted Standard Dark Brown**
- **Sign Panels and Backer Plate Painted Dark Blue**

**EQ EQ EQ EQ**
3" square sign post

Bury 6" below grade (footing at grade when used on sidewalk)

1/2" thk Alum. anchor plate welded to base of post

3/4" steel S.S. "J" bolts, fasten to plate as req'd

* NOTE: Size of footing, J bolts, post & plate to be engineered by Sign Contractor

---

**A**  Footing Section

Scale: 3/4" = 1' - 0"

---

**B**  Post & Plate Plan View

Scale: 1 1/2" = 1' - 0"
Sign Type 06 - Parking ID, Visitor Lots

To be used to provide directions to and identify the entrances to visitor parking lots and parking information locations.

Description:
Double faced, single post and panel sign with removable aluminum sign panels.

Panel Size:
2’-7”w x 3’-3”h

Typeface:
Adobe Garamond Semibold
Interstate Regular

Colors:
Post: Standard Dark Brown
Panel: Duke University Dark Blue
Copy, arrow, symbols: Standard White
Symbol background: Standard Blue

Graphics:
Pressure sensitive, prespaced reflective sheeting

Finish:
Painted, acrylic polyurethane semi-gloss finish background

Materials:
.090” aluminum sign panel
extruded aluminum frame
3” x 3” x 1/4” square aluminum post

Scale: 1/2” = 1’ - 0”

Elevation

CAMPUS CENTER GARAGE
VISITOR PARKING

06.1
Frame and Post Detail

1" x 2" Alum. tube hanger welded to post, ptd Duke University Dark Brown

1/2" x 1" Alum. flat bar welded to hanger, ptd. Duke University Dark Brown

3/16" x 1 3/4" flat bar welded to post ptd duke University Dark Brown

2" Extruded alum. frame ptd Duke University Dark Blue

3" x 3" x 1/4" alum.post ptd Duke University Dark Brown

End of extruded frame removable to allow replacement of sign panel

Drill & tap frame to hanger & post

Internal cross bracing

Sign Type 06 - Parking ID, Visitor Lots
Panel & Frame Detail

Scale: 1'-0" = 1'-0"
Sign Type 06 - Parking ID, Visitor Lots

Exterior Sign Standards

Section Detail

Vertical Section

Full Size
3" x 3" x 1/4 aluminum post
ptd Standard Dark Brown
provide end cap

3/16" x 1 3/4" Alum. flat bar welded to post, ptd Duke University Dark Brown

Extruded aluminum frame
ptd Duke University Dark Blue

Drill & tap frame to post

Removable Section of extruded frame for replacing sign panels

0.090" removable aluminum sign panels ptd Duke University Dark Blue

3/16" reveal

3" x 3" 3/16" reveal

Horizontal Section

Full Size
3" square sign post
Bury 6" below grade (footing at grade when used on sidewalk)
1/2" thk steel plate welded to base of post
3/4" steel "J" bolts, fasten to plate as req'd

* NOTE: Size of footing, J bolts, post & plate to be engineered by Sign Contractor
Sign Type 07 - Parking ID, Reserved Lots:
To be used to identify entrances to reserved parking areas.

Description:
Single post and aluminum panel with reflective graphics

Panel Size:
1'-6"w x 2'-3"h

Typeface:
Adobe Garamond Semibold
Interstate Light

Colors:
Post: Standard Dark Brown
Panel: Duke University Dark Blue
Symbol background, Copy and Arrow:
Standard White
Circle Border: Standard Red
Symbol: Standard Black

Graphics:
Pressure sensitive, pre-spaced reflective sheeting
Symbol: Silk Screened

Finish:
Painted, acrylic polyurethane semi-gloss finish background

Materials:
1/8" thk aluminum sign panel with frame
2 1/2" Square aluminum posts

Scale: 1/2" = 1' - 0"

Edge of Road
See layout 1 for typical dimensions.
Section - Post Mounted
Scale: 3" = 1' - 0"

- 1/8" thick steel post cap, painted & welded to sign post.
- 1/8" thick aluminum sign panel with painted background & applied vinyl graphics. Align top of panel with top of post.
- 2 1/2" x 2 1/2" x 1/8" sign post, painted back & edges of sign panel painted.
- Fasten sign to post with exposed self-tapping fasteners, painted to match sign face (see specification).

Footing Detail
Scale: 3/4" = 1' - 0"

- Sleeve extends, 4" out of footing
- 2 1/2" x 2 1/2" sign post
- Grade
- Bury 6" below grade
- Bolt thru post & sleeve
- Galvanized steel sleeve

* NOTE: Size of footing, to be engineered by Sign Contractor

Finishing Detail
Not To Scale

All Surfaces of Panel to be painted Duke University Dark Blue

Post to be painted Standard Dark Brown

Fasteners to be sized appropriately for panel. Oversized fasteners will be rejected. Fasteners to be painted to match adjacent surface of panel.

Sign Type 07 - Parking ID, Reserved Lots Details
Exterior Sign Standards
Duke University

07.3
Sign Type 08 - Bus Stop & Bike Route Sign
To be used to identify bus stops and bike routes, with route information

Description:
Single post and aluminum panel with reflective graphics

Panel Size:
1'-6"w x 2'-3"h

Typeface:
Adobe Garamond Semibold
Interstate Light

Colors:
Post: Standard Dark Brown
Panel: Duke University Dark Blue
Symbol background: Standard Blue
Copy, arrow & symbol: Standard White

Graphics:
Pressure sensitive, pre-spaced reflective sheeting

Finish:
Painted, acrylic polyurethane semi-gloss finish background

Materials:
1/8" thk aluminum sign panel with frame
2 1/2" square aluminum posts
See Layout 1 this pg. for typical dimensions
**A Section - Post Mounted**

Scale: 3" = 1' - 0"

- 1/8" thk steel post cap, ptd & welded to sign post.
- 1/8" thk aluminum sign panel w/ ptd background & applied vinyl graphics. Align top of panel w/ top of post.
- 2 1/2'' x 2 1/2'' x 1/8'' sign post, painted
- Back & edges of sign panel painted
- Fasten sign to post w/ exposed self-tapping fasteners, ptd to match sign face (see specification).

**B Footing Detail**

Scale: 3/4" = 1' - 0"

- 2 1/2'' x 2 1/2'' sign post
- Sleeve extends 4" out of footing
- 1/8" thk aluminum sign panel w/ ptd background & applied vinyl graphics. Align top of panel w/ top of post.
- Bury 6" below grade
- Galvanized steel sleeve
- Bolt thru post & sleeve
- *NOTE: Size of footing, to be engineered by Sign Contractor

**C Finishing Detail**

Not To Scale

- All Surfaces of Panel to be painted Duke University Dark Blue
- Post to be painted Standard Dark Brown
- Fasteners to be sized appropriately for panel. Oversized fasteners will be rejected. Fasteners to be painted to match adjacent surface of panel.
Sign Type 09 - Parking Rate Sign
To be used to identify parking fees and policies at visitor parking lots.

Description:
Double side post and panel sign with removeable aluminum panels & reflective graphics

Panel Size:
2'-6"w x 4'-6"h

Typeface:
Adobe Garamond Semibold
Adobe Garamond Regular
Interstate Light

Colors:
Post: Standard Dark Brown
Panel: Duke University Dark Blue
Symbol, copy & arrow: Standard White
Symbol background: Standard Blue

Graphics:
Pressure sensitive, prespaced reflective sheeting

Finish:
Painted, acrylic polyurethane semi-gloss finish background

Materials:
.090" aluminum sign panel with frame
3 1/4" x 2 1/2" extruded aluminum posts

Elevation
Scale: 1/2" = 1' - 0"
VISITOR PARKING

Please Pay At Pay Station After Parking

25¢/10 min. 2 hr. max. = $3

Adobe Garamond Semibold standard white reflective sheeting

1/8" standard white reflective sheeting line, typ.

Standard blue reflective sheeting symbol background, typ.

Standard white reflective sheeting symbol, typ.

Adobe Garamond Semibold standard white reflective sheeting

Layout 1

Scale: 1" = 1' - 0"

P

Please Pay At Pay Station After Parking

25¢/10 min. 2 hr. max. = $3

Adobe Garamond Semibold standard white reflective sheeting

1/8" standard white reflective sheeting line, typ.

Standard blue reflective sheeting symbol background, typ.

Standard white reflective sheeting symbol, typ.

Adobe Garamond Semibold standard white reflective sheeting

Layout 2

Scale: 1" = 1' - 0"
Top Section of extruded aluminum frame to be removable for replacement of sign panels

1/2" reveal, typ

3 1/4" x 2 1/2" Extruded aluminum post with end cap, typ

removeable .090" aluminum sign panel both sides

1/2" spacer

Top Section of extruded aluminum frame to be removable for replacement of sign panels

Fabrication Detail

1" = 1' - 0"
Sign Type 09 - Parking Rate Sign

Section 09.4

Exterior Sign Standards

Full Size

Sign Type 09 - Parking Rate Sign

Exterior Sign Standards

09.4

Section

3 1/4" V.I.F.

2 1/2" V.I.F.

1/2" reveal

Extruded aluminum post
ptd Standard Dark Brown
provide end cap

Extruded aluminum frame
ptd Duke University Dark Blue

.090" removable
aluminum sign panels
ptd. Duke University Dark Blue
* NOTE: Size of footing, J bolts, post & plate to be engineered by Sign Contractor

A  Footing Section
Scale: 3/4" = 1' - 0"

B  Post & Plate Plan View
Scale: 1 1/2" = 1' - 0"

3 1/4" x 2 1/2" sign post

Bury 6" below grade (footing at grade when used on sidewalk)

1/2" thk. alum. plate welded to base of post

3/4" steel "J" bolts, fasten to plate as req'd.

1/2" thk aluminum plate welded to base of post

3 1/4" x 2 1/2" aluminum post

Holes for 3/4" thk "J" bolts
Sign Type 10A - Large Pedestrian Route Sign:
To be used to provide directions along pedestrian routes to major destinations and precincts when four or more destinations are required.

Description:
Double post and double sided removable aluminum panels with reflective graphics

Panel Size:
1'-0"w x 2'-10"h

Typeface:
Adobe Garamond Semibold

Colors:
Post: Standard Dark Brown
Panel: Duke University Dark Blue
Symbol background: Standard Blue
Copy, arrow & symbol: Standard White

Graphics:
Pressure sensitive, pre-spaced reflective sheeting

Finish:
Painted, acrylic polyurethane semi-gloss finish background

Materials:
1/8” thk aluminum sign panel with frame
2" square aluminum posts
Sign Type 10A - Large Pedestrian Route Sign

Layouts

A  Layout 1
Scale: 1 1/2" = 1' - 0"

B  Layout 2
Scale: 1 1/2" = 1' - 0"

Native Plant Garden
Rose Garden
Historic Gardens

Discovery Garden
White Garden
Doris Duke Center

Bryan Center
Duke Chapel
Page Auditorium
Plaza
**Sign Type 10A - Large Pedestrian Route Sign**

**Section 10A.3**

**A Horizontal Section**

- **Full Size**

- **3/16" x 1 3/4" Alum. flat bar** welded to post, ptd Duke University Dark Brown
- **Extruded aluminum frame** ptd Duke University Dark Blue
- **.090" removable aluminum sign panels** ptd Duke University Dark Blue
- **2" x 2" x 1/8 aluminum post** ptd Standard Dark Brown provide end cap
- **Drill & tap frame to post**
- **Removable Section of extruded frame** for replacing sign panels
- **3/16" reveal**

**B Footing Detail**

- **Scale: 3/4" = 1' - 0"**
- **2" x 2" sign post**
- **Grade**
- **Bury 6" below grade**
- **Bolt thru post & sleeve**
- **Galvanized steel sleeve**
- **Sleeve extends 4" out of footing**

*NOTE:* Size of footing, to be engineered by Sign Contractor
**Sign Type 10B - Small Pedestrian Route Sign**

Description:
Single post and aluminum panel with reflective graphics

Panel Size:
1'- 0"w x 1'- 4"h

Typeface:
Adobe Garamond Semibold

Colors:
Post: Standard Dark Brown
Panel: Duke University Dark Blue
Symbol background: Standard Blue
Copy, arrow & symbol: Standard White

Graphics:
Pressure sensitive, pre-spaced reflective sheeting

Finish:
Painted, acrylic polyurethane semi-gloss finish background

Materials:
1/8" thk aluminum sign panel with frame
2"square aluminum posts

**Description:**
To be used to provide directions along pedestrian routes to major destinations and precincts for up to three messages. Provide the Duke logo in areas where branding is desired. This may include paths that are along the perimeter of campus or leading from remote parking areas.
Layout 1

Scale: 1 1/2" = 1' - 0"

Layout 2

Scale: 1 1/2" = 1' - 0"

Duke
Admissions
Info-sessions
and Tours

Page
Auditorium
Chapel
West Union
**Section - Post Mounted**

Scale: 3" = 1' - 0"

- 1/8" thk steel post cap, ptd & welded to sign post.
- 1/8" thk aluminum sign panel w/ ptd background & applied vinyl graphics. Align top of panel w/ top of post.
- 2" x 2" x 1/8" sign post, painted
- Back & edges of sign panel painted
- Fasten sign to post w/ exposed self-tapping fasteners, ptd to match sign face (see specification).

**Footing Detail**

Scale: 3/4" = 1' - 0"

- 2" x 2" sign post
- Grade
- Bury 6" below grade
- Sleeve extends 4" out of footing
- Bolt thru post & sleeve
- Galvinized steel sleeve

* NOTE: Size of footing, to be engineered by Sign Contractor

**Finishing Detail**

All Surfaces of Panel to be painted Duke University Dark Blue

Post to be painted Standard Dark Brown

Fasteners to be sized appropriately for panel. Oversized fasteners will be rejected. Fasteners to be painted to match adjacent surface of panel.

Not To Scale
Sign Type 11A - Large Regulatory Sign

Description:
Double post and aluminum panel with masked and sprayed graphics

Panel Size:
2'-0"w x 3'-3"h

Typeface:
Varies

Colors:
Post: Standard Dark Brown
Panel: Duke University Dark Blue
Graphics: White, unless noted otherwise

Graphics:
Masked and sprayed

Finish:
Painted, acrylic polyurethane semi-gloss finish background

Materials:
1/8" thk aluminum sign panel & frame
2 1/2" square aluminum posts

Elevation

Scale: 1/2" = 1' - 0"
Welcome to SARAH P. DUKE GARDENS

We are delighted you have chosen to visit this public botanic garden which is open daily from dusk to dawn.

PLEASE NOTE THE FOLLOWING ARE PROHIBITED:
- Stepping in plant beds or picking flowers
- Climbing trees or structures
- Smoking
- Sports equipment, balls, balloons or kites
- Bicycles, skates, skateboards, etc.
- Swimming or wading
- Cooking or fires
- Alcoholic beverages

IN ADDITION, PLEASE OBSERVE THE FOLLOWING POLICIES:
- Dogs must be leashed (6" max) and kept out of plantings
- Owners must clean up after their dogs
- Please carry out what you carry in
- Do not feed the wildlife
- Groups of 15 or more please register in advance
- Professional and wedding photography by permit only

For more information about the gardens' history, programs, plants & people, or to become a member of the friends of duke gardens, please visit: gardens.duke.edu

Thank you
Those participating in facility activities assume all inherent risks and responsibilities, whether spectator or participant.

Open Recreation is only available during unscheduled times on the artificial turf fields. All users must have a valid Duke University ID. Scheduled Varsity practices, Intramurals, Sport Clubs, and Events take precedence.

Athletic Field Open Recreation:
Monday – Friday: 6:00 PM – 11:00 PM
Saturday: 8:00 AM – 11:00 PM
Sunday: 8:00 AM – 11:00 PM

To schedule Athletic and Recreation spaces please contact the Athletic or Recreation offices for approval. All users must have a valid Duke University ID.

All pets (including dogs) are prohibited in athletic spaces. (Exception: Service animals are allowed to assist those with disabilities).

Alcoholic beverages, tobacco products, glass containers, gum, and sunflower seeds are strictly prohibited.

Permitted field users are responsible for the sportsmanship of their players, coaches, officials, and spectators. All users are subject to removal from the facility or domain of the Facility Monitor or Duke University staff.

At the conclusion of the event, users must collect all litter and garbage from the grounds and adjacent areas. Please dispose of those items in the appropriate containers.

Each field user is responsible for moving nets, goals, benches, etc. completely off the playing surface at the end of their reservation.

Please refrain from or limit the use of heavy traffic in wear areas regardless of weather in providing the best field conditions possible. Fields may be closed at the discretion of the Grounds, Athletic, and Recreation staff during times when the fields remain unplayable. Users will be notified in advance whenever possible.

Duke University asks all users to seek shelter when severe weather is within 6 miles of the athletic space. If at any time you feel unsafe please evacuate the space.

Thank you.

The Facility Monitor is responsible for the supervision of all athletic facilities and grounds. The Monitor is also responsible for opening, closing, and securing all facilities. They are to provide service and assistance to all users. At any point the Facility Monitor may regulate or prohibit activities which are deemed unsafe.

ALL FIELD USERS ARE REQUIRED TO ABIDE THE RULES OF THIS POLICY AS WELL ALL UNIVERSITY ORDINANCES. FIELD RULES INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:

- Alcohol, tobacco products, glass containers, gum, and sunflower seeds are strictly prohibited.
- Permitted field users are responsible for the sportsmanship of their players, coaches, officials, and spectators. All users are subject to removal from the facility or domain of the Facility Monitor or Duke University staff.
- At the conclusion of the event, users must collect all litter and garbage from the grounds and adjacent areas. Please dispose of those items in the appropriate containers.
- Each field user is responsible for moving nets, goals, benches, etc. completely off the playing surface at the end of their reservation.
- Please refrain from or limit the use of heavy traffic in wear areas regardless of weather in providing the best field conditions possible. Fields may be closed at the discretion of the Grounds, Athletic, and Recreation staff during times when the fields remain unplayable. Users will be notified in advance whenever possible.
- Duke University asks all users to seek shelter when severe weather is within 6 miles of the athletic space. If at any time you feel unsafe please evacuate the space.
- Thank you.
Exterior Sign Standards

Sign Type 11A - Large Regulatory Sign

Section 11A.4

- Full Size removable aluminum sign panels
- Extruded aluminum frame painted Duke University Dark Blue
- Extruded aluminum post painted Standard Dark Brown
- Provide end cap

Dimensions:
- 3 1/4" V.I.F.
- 2 1/2" V.I.F.
- 1/2" reveal

Section
Full Size
**NOTE:** Size of footing, J bolts, post & plate to be engineered by Sign Contractor

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**A - Footing Section**

Scale: 3/4" = 1' - 0"

**B - Post & Plate Plan View**

Scale: 1 1/2" = 1' - 0"
Sign Type 11B - Small Regulatory Sign:
To be used to provide information about visitor parking areas, and parking restrictions

Description:
Single post and aluminum panel with reflective graphics

Panel Size:
10"w x 1'-4"h

Typeface:
Adobe Garamond Smeibold

Colors:
Post: Standard Dark Brown
Panel: Duke University Dark Blue
Square symbol background: Standard Blue
Circle symbol background: Standard White
Copy, arrow & symbol in square: Standard White
Symbol in circle: Standard Black
Circle border: Standard Red

Graphics:
Pressure sensitive, pre-spaced reflective sheeting

Finish:
Painted, acrylic polyurethane semi-gloss finish background

Materials:
1/8” thk aluminum sign panel with frame
2” square aluminum posts
Sign Type 11B - Small Regulatory Sign

Layouts

A. Layout 1
   Scale: 1 1/2" = 1' - 0"

B. Layout 2
   Scale: 1 1/2" = 1' - 0"

C. Layout 3
   Scale: 1 1/2" = 1' - 0"
   For typical dimensions see Layout 1

D. Layout 4
   Scale: 1 1/2" = 1' - 0"
   For typical dimensions see Layout 1
Standard white reflective sheeting circle, typ.

Standard Red reflective sheeting circle border, typ.

Standard black applied matte vinyl symbol, typ.

See Layout 1 for typical dimensions

See Layout 5 this pg for typical dimensions

A Layout 5
Scale: 1 1/2" = 1' - 0"

B Layout 6
Scale: 1 1/2" = 1' - 0"
A  **Section - Post Mounted**

Scale: 3" = 1’ - 0"

- 1/8" thick steel post cap, painted & welded to sign post.
- 1/8" thick aluminum sign panel with painted background & applied vinyl graphics. Align top of panel with top of post.
- 2" x 2" x 1/8" sign post, painted
- Back & edges of sign panel painted
- Fasten sign to post with exposed self-tapping fasteners, painted to match sign face (see specification).

B  **Footing Detail**

Scale: 3/4" = 1’ - 0"

- 2" x 2" sign post
- Sleeve extends 4" out of footing
- Grade
- Bury 6" below grade
- Bolt thru post & sleeve
- Galvanized steel sleeve

* NOTE: Size of footing, to be engineered by Sign Contractor

C  **Finishing Detail**

All Surfaces of Panel to be painted Duke University Dark Blue

Post to be painted Standard Dark Brown

Fasteners to be sized appropriately for panel. Oversized fasteners will be rejected. Fasteners to be painted to match adjacent surface of panel.

11B.4
**Sign Type 12 - Accessible Building Entrance Sign**

To be used to provide directions to wheelchair accessible building entrances

**Description:**
Single post and aluminum panel with reflective graphics

**Panel Size:**
8"w x 12"h

**Typeface:**
Adobe Garamond Semibold
Adobe Garamond Regular

**Colors:**
Post: Standard Dark Brown
Panel: Duke University Dark Blue
Symbol background: Standard Blue
Copy, arrow & symbol: Standard White

**Materials:**
1/8" thk aluminum sign panel with frame
2"square aluminum posts

**Graphics:**
Pressure sensitive, prespaced reflective sheeting

**Finish:**
Painted, acrylic polyurethane semi-gloss finish background

**Mounting Height:**
Determined in the Field

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**A Typical Elevation 1**
Scale: 1/2" = 1' - 0"

**B Typical Elevation 2**
Scale: 1/2" = 1' - 0"
Sign Type 12 - Accessible Building Entrance Sign

Layouts

A Layout 1
Scale: 3” = 1’ - 0”

B Layout 2
Scale: 3” = 1’ - 0”

B Layout 3
Scale: 3” = 1’ - 0”
**Section - Post Mounted**

- 1/8" thk steel post cap, ptd & welded to sign post.
- 1/8" thk aluminum sign panel w/ ptd background & applied vinyl graphics. Align top of panel w/ top of post.
- 2" x 2" x 1/8" sign post, painted

*Fasten sign to post w/ exposed self-tapping fasteners, ptd to match sign face (see specification).*

**Footing Detail**

- 2" x 2" sign post
- Bury 6" below grade
- Bolt thru post & sleeve
- Galvanized steel sleeve

*Sleeve extends 4" out of footing*

*NOTE: Size of footing, to be engineered by Sign Contractor*

**Finishing Detail**

- All Surfaces of Panel to be painted Duke University Dark Blue
- Post to be painted Standard Dark Brown
- Fasteners to be sized appropriately for panel. Oversized fasteners will be rejected. Fasteners to be painted to match adjacent surface of panel.*
Sign Type 13 - Campus Map Display Kiosk

To be used to display the Duke University Campus Map and posters.

Description:
Double sided post and panel sign with removable aluminum sign panels & notched header.

Panel Size:
3'-5"w x 5'-0"h

Typeface:
Adobe Garamond Semibold
Interstate Light

Colors:
Posts: Standard Dark Brown
Panel: Duke University Dark Blue
Copy, graphics: Standard white
Logo: Standard White

Graphics:
Exterior grade digital print on matte Control Tac vinyl

Finish:
Painted, acrylic polyurethane semi-gloss finish

Materials:
.080" aluminum sign panel
3 1/4" x 2 1/2" Aluminum post

Note:
see dwg. 13.4 for fabrication detail
Duke University

Sign Type 13 - Campus Map Display Kiosk

Layout

Typical Map Layout

Scale: 1 1/2" = 1' - 0"

ATHLETICS – WEST CAMPUS

1. Ambler Tennis Stadium
2. Athletic Field Complex
3. Cameron Indoor Stadium
4. Card Gym
5. Intramural Building
6. Jack Grinstead Baseball Stadium
7. Rosemary Stadium
8. Blumenthal Center
9. Marriott Building
10. Pearson Field House
11. Schoepf-Bally Athletic Center
12. Strength Center
13. Tischgold Aquatic Center
14. Wallace Wade Football Stadium
15. Wilson Recreation Center
16. York Football Center
Typical Poster Layout

Scale: 1 1/2" = 1' - 0"
Top Section of extruded aluminum frame to be removable for replacement of sign panels.

Provide cross brace to stabilize removable top section of frame.

3 1/4" x 2 1/2" Extruded aluminum post with end cap.

1/2" reveal.

Removeable .080" aluminum sign panel with exterior grade digital print on Matte Control Tac vinyl applied to face.
Extruded aluminum frame
ptd Duke University Dark Blue
Extruded aluminum post
ptd Standard Dark Brown
provide end cap

3 1/4" V.I.F.

2 1/2" V.I.F. 1/2" reveal

Extruded aluminum frame
ptd Duke University Dark Blue
removeable .080" aluminum sign panel with exterior grade digital print on Matte Control Tac vinyl applied to face

Control Tac vinyl applied to face

A Section
Full Size
* NOTE: Size of footing, J bolts, post & plate to be engineered by Sign Contractor
**Sign Type 14 - Traffic Sign**

To be used to control and regulate the movement of vehicular traffic on campus roadways, in accordance with the Manual of Uniform Traffic Control Devices (MUTCD).

**Description:**
Single post and aluminum panel with reflective graphics, designed in accordance with the Manual of Uniform Traffic Control Devices (MUTCD).

**Panel Size:**
24"w x 24"h (minimum),
30"w x 30"h (standard)

**Typeface:**
MUTCD Standard Alphabet

**Colors:**
Post: Standard Dark Brown
Back face of panel and edges: Standard Dark Brown

**Graphics:**
Pressure sensitive, prespaced reflective sheeting

**Finish:**
Painted, acrylic polyurethane semi-gloss finish background

**Materials:**
1/8" thk aluminum sign panel with frame
3" square aluminum post

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**Elevation**

Scale: 1/2" = 1' - 0"
Sign Type 14 - Traffic Sign

## Layouts

### Exterior Sign Standards

14.2

#### A. Stop Sign
- Scale: 1" = 1' - 0"

#### B. Yield Sign
- Scale: 1" = 1' - 0"

#### C. Speed Limit Sign
- Scale: 1" = 1' - 0"
**Section - Post Mounted**

Scale: 3" = 1' - 0"

- 1/8" thick steel post cap, ptd & welded to sign post.
- 1/8" thick aluminum sign panel w/ ptd background & applied vinyl graphics. Align top of panel w/ top of post.
- 3" x 3" x 1/8" sign post, painted
- Back & edges of sign panel painted
- Fasten sign to post w/ exposed self-tapping fasteners, ptd to match sign face (see specification).

**Footing Detail**

Scale: 3/4" = 1' - 0"

- 3" x 3" sign post
- Bury 6" below grade
- Bolt thru post & sleeve
- Galvanized steel sleeve
- Sleeve extends 4" out of footing

* NOTE: Size of footing, to be engineered by Sign Contractor

**Finishing Detail**

Not To Scale

- All Surfaces of Panel to be painted Duke University Dark Blue
- Post to be painted Standard Dark Brown
- Fasteners to be sized appropriately for panel. Oversized fasteners will be rejected. Fasteners to be painted to match adjacent surface of panel.
Sign Type 15 - Traffic Circle Sign:
To be used to control and regulate the movement of vehicular traffic around traffic circle rotaries.

- **Description:** Single post and aluminum panel with painted finish and reflective graphics.
- **Panel Size:** Varies
- **Typeface:** N/A
- **Colors:**
  - Post: Standard Dark Brown
  - Panel (All Surfaces): Duke University Dark Blue
- **Graphics:** Pressure sensitive, prespaced reflective sheeting
- **Finish:** Painted, acrylic polyurethane semi-gloss finish
- **Materials:** 1/8" thick aluminum sign panel with frame
  - 3" x 3" x 1/4, and 2" x 2" x 1/8" square aluminum post (See Typical Elevations)

**Typical Elevation 1**

Scale: 1/2" = 1' - 0"
Sign Type 15 - Traffic Circle Sign

Exterior Sign Standards

**Typical Elevation 2**

Scale: 1/2" = 1' - 0"

- **Center Sign on Traffic Island**
- **2" square Alum. Post**
- **Top of Traffic Circle Wall.**
  (Set sign 1’ - 0” back from edge of wall)

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**Typical Elevation 3**

Scale: 1/2" = 1' - 0"

- **2" square Alum. Post**
Sign Type 15 - Traffic Circle Sign

**A. Layout 1**

Scale: 1" = 1' - 0"

**B. Layout 2**

Scale: 1" = 1' - 0"

**C. Layout 3**

Scale: 1" = 1' - 0"
Section - Post Mounted

Scale: 3" = 1' - 0"

1/8" thk steel post cap, ptd & welded to sign post.

1/8" thk aluminum sign panel w/ ptd background & applied vinyl graphics. Align top of panel w/ top of post.

3" x 3" x 1/8" sign post, painted

Back & edges of sign panel painted

Fasten sign to post w/ exposed self-tapping fasteners, ptd to match sign face (see specification).

Footing Detail

Scale: 3/4" = 1' - 0"

3" x 3" sign post

Grade

Bury 6" below grade

Bolt thru post & sleeve

Galvanized steel sleeve

* NOTE: Size of footing, to be engineered by Sign Contractor

Post to be painted Standard Dark Brown

Fasteners to be sized appropriately for panel. Oversized fasteners will be rejected. Fasteners to be painted to match adjacent surface of panel.

Finishing Detail

Not To Scale

All Surfaces of Panel to be painted Duke University Dark Blue
Sign Type 16 - Vinyl Graphics:
To be used to provide information on entrance doors and glass surfaces.

Description:
Prespaced cut vinyl letters and standard symbols.

Typeface:
Adobe Garamond Semibold
Adobe Garamond Regular

Colors:
Symbol & Letters: Standard White
Symbol Background: Standard Blue

Graphics:
Pressure sensitive prespaced vinyl film

Finish:
White vinyl to be matte finish

Materials:
Pressure sensitive prespaced vinyl film
5" Symbol

Scale: 3" = 1' - 0"

Matte White vinyl backer

Symbol and Border knocked out of blue background

Standard Blue vinyl Background

6" Symbol

Scale: 3" = 1' - 0"
Sign Type 17 - Pavement Markings:
To be used to indicate parking spaces which are reserved or wheelchair accessible

Description:
Non-reflective pavement marking paint

Typeface:
Interstate Bold

Colors:
Standard White
B. TEMPORARY SIGNS

The following guidelines establish a consistent and clutter-free campus environment while allowing operations to continue as effectively and efficiently as possible.

All new orders for signs must comply with the guidelines and policies described and illustrated on the sign type drawings that follow:

Sign Type 30—Temporary A-Frame Sign
Sign Type 31—Temporary Yard Sign
Sign Type 32—Construction Project Sign
Sign Type 33—Work In Progress Sign

For temporary signs proposed for an extended period of time to mitigate rerouting of pedestrian paths due to construction, FMD must be provided with a plan showing proposed locations of signs, sign messages, and sample graphics for review and approval, prior to installation of signs.

Any non-compliant signs found on campus will be removed by Facilities Management Department (z). Periodic deviations from the standards are to be expected on occasion and may be approved beforehand for short-term use by FMD.

Certain days or periods of time — such as Commencement, BOT weekends, etc.— may be dedicated as “non clutter times” when all but those signs deemed essential will be allowed. A calendar and detailed procedures will be created for regular times and all other dates and times.
Sign Type 30 - Temporary A-Frame Sign

Description:
Signicade® Deluxe double sided A-Frame sign structure with exterior grade digital print sign panels. Sign panel on one or both sides as needed.

Panel Size:
2'-0"w x 3'-0"h

Typeface:
Adobe Garamond Type Family
Interstate Type Family

Use of any other proprietary fonts must be approved by Campus Landscape Architect.

Colors:
A-Frame Structure: Black
Panel: Duke University Dark Blue (Pantone 2767C)
Copy, graphics: White
Duke Logo: White
Other Logos: White or Full Color

White background with dark blue letters are permitted for traffic control messages for special events only.

Graphics:
Direct exterior-grade digital print on 1/8 in thk. PVC panel or other rigid substrate (3/16 in. thk. max.).

Signage Policy:
• Traffic control signs for special events may be put up immediately prior to the event and must be removed at completion.
• Signs may not be placed on lawns or shrub areas.
• Signs may not restrict access to sidewalks, building entrances or handicapped ramps.
• Signs promoting events (including parking reservation signs) may not be displayed longer than one week.
• Only one sign is permitted for each commercial or dining venue.
• Signs may only be secured to sign posts, not to trees or light poles.
• Dark blue vinyl coated chains are required for securing the sign.
• Signs must be maintained by sponsoring group.

To be used for promotion and wayfinding for special events and commercial or dining venues.
A. Sample Wayfinding Layout

- Text and Graphics: White
- Adobe Garamond or Interstate fonts acceptable.
  (Garamond Semibold shown)
- Background:
  Duke University Dark Blue (Pantone 2767C)

Note: Dark Blue text on white background is permitted for traffic control signage if required: they may be put up immediately prior to the event and must be removed at completion.

B. Sample Commercial Sign

- Text and Graphics: White
- Fonts other than Garamond or Interstate, such as proprietary fonts as shown, must be approved by Campus Landscape Architect
- Background:
  Duke University Dark Blue (Pantone 2767C)
- Vendor or Event Logo: White or Full color
  Size must not exceed one quarter of total area of sign panel.
Sign Type 31 - Temporary Yard Sign

Description:
Standard metal sign frame with exterior grade digital print on corrugated plastic sign panel. Message on one or both sides as needed.

Panel Size:
2'-0"w x 1'-6"h

Typeface:
Adobe Garamond Type Family
Interstate Type Family

Use of any other proprietary fonts must be approved by Campus Landscape Architect.

Colors:
Panel: Duke University Dark Blue (Pantone 2767C)
Copy, graphics: White
Boarder Line: White
Duke Logo: White
Other Logos: White or Full Color

Signage Policy:
- No yard signs are allowed on West Campus Quad or East Campus Quad.
- Each user group promoting events or actions (i.e. Parking and Transportation Services, Office of Student Affairs, including all student groups, Duke Camps, etc..) are permitted only 10 yard signs at any one time across campus.
- Signs may not advertise events for longer than one week prior to event and must be removed immediately following the event.
- Each user group promoting commercial ventures (i.e. Duke Stores and Duke Dining) are permitted only 10 signs at any one time across campus (10 per group and not 10 per venue).
- Signs on lawns will be removed when the lawn is mowed regardless of how long it has been there.
- The organization or persons sponsoring the activity on the sign must be identified.
- If the sponsor is not identified on the sign, you must receive approval from Facilities Management Department within 24 hours of installation.

Graphics:
Exterior-grade digital print on 4mm Coroplast® corrugated plastic.

Sign Type 31 - Temporary Yard Sign
To be used for promotion and wayfinding for special events and commercial or dining venues.
Sign Type 31 - Temporary Yard Sign
Elevation

Text and Graphics: White Adobe Garamond or Interstate fonts acceptable (as shown).

Background: Duke University Dark Blue (Pantone 2767C)

Sample Wayfinding Layout
Scale: 1 1/2" = 1' - 0"

Sample Commercial Layout
Scale: 1 1/2" = 1' - 0"

UNIVERSITY STORE
Duke Apparel & Gift Items
and books, computers, school supplies and groceries
NOW OPEN SUNDAY: 11AM-4PM
Sign Type 32 - Construction Project Sign

Description:
Double sided post and panel sign with removable sign panels and concrete footing.

Panel Size:
5'-4"w x 4'-0"h

Typeface:
Adobe Garamond Semibold
Adobe Garamond Regular

Colors:
Posts: Dark Brown
Frame & Panel: Duke University Dark Blue
Text: Standard White

Finish:
Painted, acrylic polyurethane semi-gloss

Graphics:
Graphic: Exterior-grade high resolution direct to substrate digital print on Dibond panel.
(electronic artwork file to be provided by FMD)

Signage Policy:
• All construction projects lasting longer than three months must have a construction information sign.
• FMD project managers are responsible for ordering signs; if there is no project manager, approval must be obtained through campus landscape architect.
• Signs and posts are to be stored at FMD at the completion of projects.
Project Title: 1 3/4 in. cap height, Adobe Garamond Semibold
Headers: 3/4 in. cap height, Adobe Garamond Semibold
Body Copy: 1/2 in. cap height, Adobe Garamond Regular

Background: Duke University Dark Blue

Graphic: High resolution exterior grade direct to substrate digital print on .090" Dibond (electronic artwork file to be provided by FMD)
Top Section of extruded aluminum frame to be removable for replacement of sign panels

3 1/4" x 2 1/2" Extruded aluminum post with end cap

1/2" reveal

3 1/4" x 2 1/2" Extruded aluminum post with end cap

Removable .090" Dibond sign panel both sides

Fabrication Detail

1" = 1' - 0"
Extruded aluminum frame ptd Duke University Dark Blue

.090" removable Dibond sign panels ptd Duke University Dark Blue

Extruded aluminum post ptd Standard Dark Brown provide end cap

3 1/4" V.I.F.

2 1/2" V.I.F.

1/2" reveal

Section Detail

Exterior Sign Standards

Sign Type 32 - Construction Project Sign

32.4
3 1/4" x 2 1/2" sign post

Bury 6" below grade
(footing at grade when used on sidewalk)

1/2" thk alumin. plate welded to base of post

3/4" steel "J" bolts, fasten to plate as req’d
Sign Type 33 - Work in Progress Sign

To be used to identify short term repair projects, such as utility, landscape, and others that are visible on campus. Sign(s) to be placed at perimeter of work site.

Description:
Single sided Dibond sign panel mounted to galvanized steel square sign post.

Panel Size:
2’-0”w x 1’-6”h (maximum)

Typeface:
Adobe Garamond Semibold
Interstate Light

Colors:
Post: Dark Brown
Panel: Duke University Dark Blue
Text: Standard White

Finish:
Matte UV inhibit or laminate.

Graphics:
Exterior grade high resolution direct to substrate digital print.

Signage Policy:
- Short-term repair projects, such as utility, sidewalk, landscape, and others in visible locations must display sign.
- FMD will provide the digital artwork;
- Any disturbance to landscape is to be repaired as needed with oversight by Grounds.
- Signs and posts are to be removed at end of project and stored at FMD.

A

Elevation/Layout

Scale: 1 1/2” = 1’ - 0”
Exterior Sign Standards

Sign Type 33 - Work in Progress Sign

Section 33.2

Section - Post Mounted

Scale: 3" = 1' - 0"

1/8" thick Dibond sign panel. Align top of panel with top of post.

2" x 2" galvanized steel sign post, painted Dark Brown

Back of sign panel painted or printed Duke Dark Blue

Grade