



Exterior Sign Standards

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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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Exterior Sign Standards

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 as 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.

Exterior Sign Standards

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.

Exterior Sign Standards

A. CAMPUS SIGNS

Graphic Standards

00.1-00.4

Kit-Of-Parts

00.5-00.7

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.

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
1234567890

A Adobe Garamond Semibold

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
1234567890

B Interstate Light

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.

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 Camps
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.

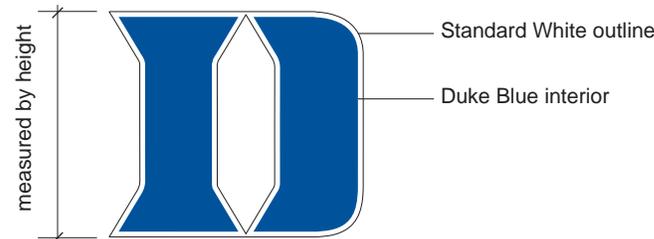
Logo artwork for signage is available in digital vector formats suitable for both PC & Macintosh.

This page is not to be used for reproduction.



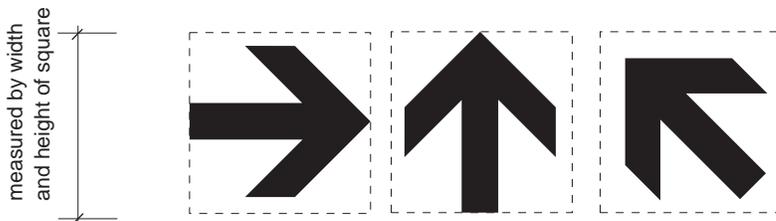
A Duke University Logo

No Scale



B Duke Athletics Logo

No Scale



C Arrows

No Scale



Visitor Parking



Information



Wheelchair Accessible



Bus



Bike Route



Reserved Parking



Parking Prohibited

D Symbols

No Scale

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.

Color	Specifications
Standard White	Paint/Silkscreen/Vinyl: to match 3M Scotchcal 220-20 Matte White Reflective Sheeting: to match 3M Scotchlite 280-10
Standard Black	Paint/Silkscreen: to match PMS Process Black Vinyl: to match 3M Scotchcal 220-12, Matte Black
Standard Red	Paint/Silkscreen/Vinyl: to match 3M Scotchcal 220-13, Tomato Red Reflective Sheeting: to match 3M Scotchlite 280-72, Red
Standard Blue	Paint/Silkscreen/Vinyl: to match 3M Scotchcal 220-47 Intense Blue Reflective Sheeting: to match 3M Scotchlite 280-76, Light Blue
Standard Dark Brown	Paint: to match Glidden LifeMaster Pro # 6946
Duke Blue	Paint/Silkscreen: Pantone 287C Vinyl: to match 3M Scotchcal 220-47 Matte Intense Blue
Duke Dark Blue	Paint to match 2767C

Exterior Sign Standards

A. CAMPUS SIGNS

Primary Building ID Sign	01.1-01.7
Large Secondary Building ID Sign (Bronze)	02A.1-02A.2
Small Secondary Building ID Sign (Bronze)	02B.1-02B.2
Large Secondary Building ID Sign (Painted)	02C.1-02C.2
Small Secondary Building ID sign (Painted)	02D.1-02D.2
Double Posted Directional Sign	03.1-03.6
Single Posted Directional Sign	04A.1-04A.6
Small Single Posted Directional Sign	04B.1-04B.3
Street Name Sign	05.1-05.5
Parking ID, Visitor Lots	06.1-06.6
Parking ID, Reserved Lots	07.1-07.3
Bus Stop & Bike Route Sign	08.1-08.3
Parking Rate Sign	09.1-09.5
Large Pedestrian Route Sign	10A.1-10A.3
Small Pedestrian Route Sign	10B.1-10B.3
Large Regulatory Sign	11A.1-11A.5
Small Regulatory Sign	11B.1-11B.4
Accessible Building Entrance Sign	12.1-12.3
Campus Map Display Kiosk	13.1-13.6
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Vinyl Graphics	16.1-16.2
Pavement Markings	17.1

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:

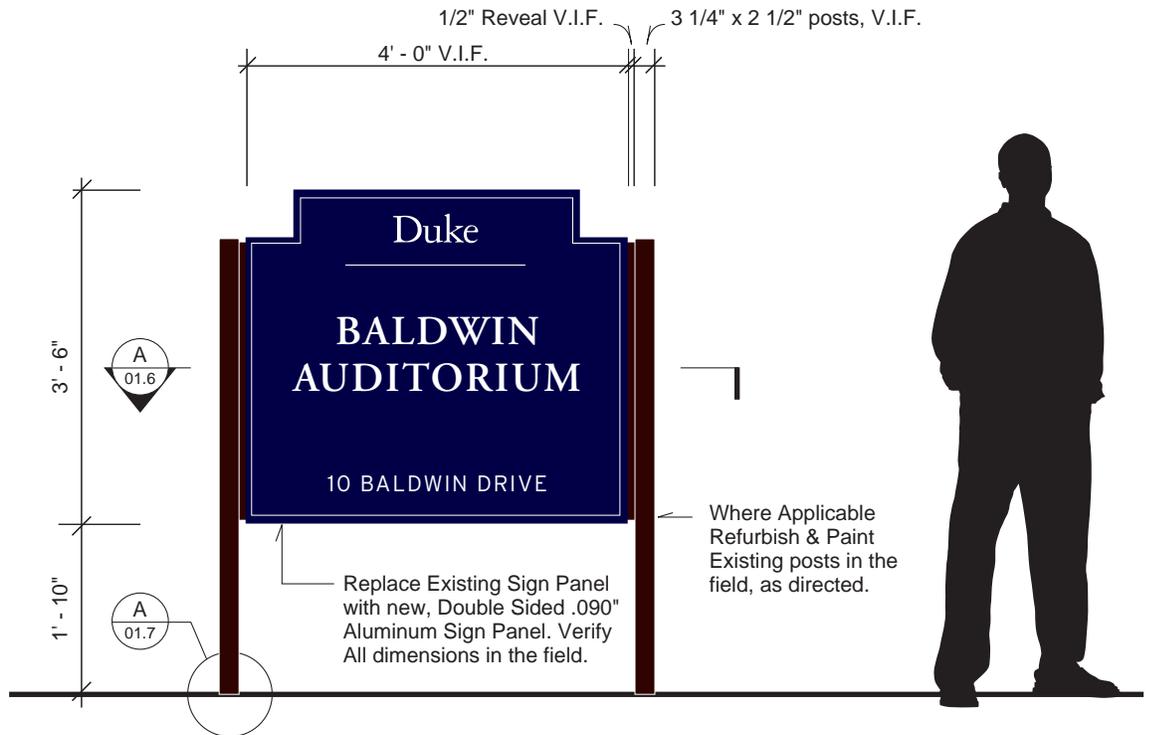
Painted, acrylic polyurethane semi-gloss finish

Materials:

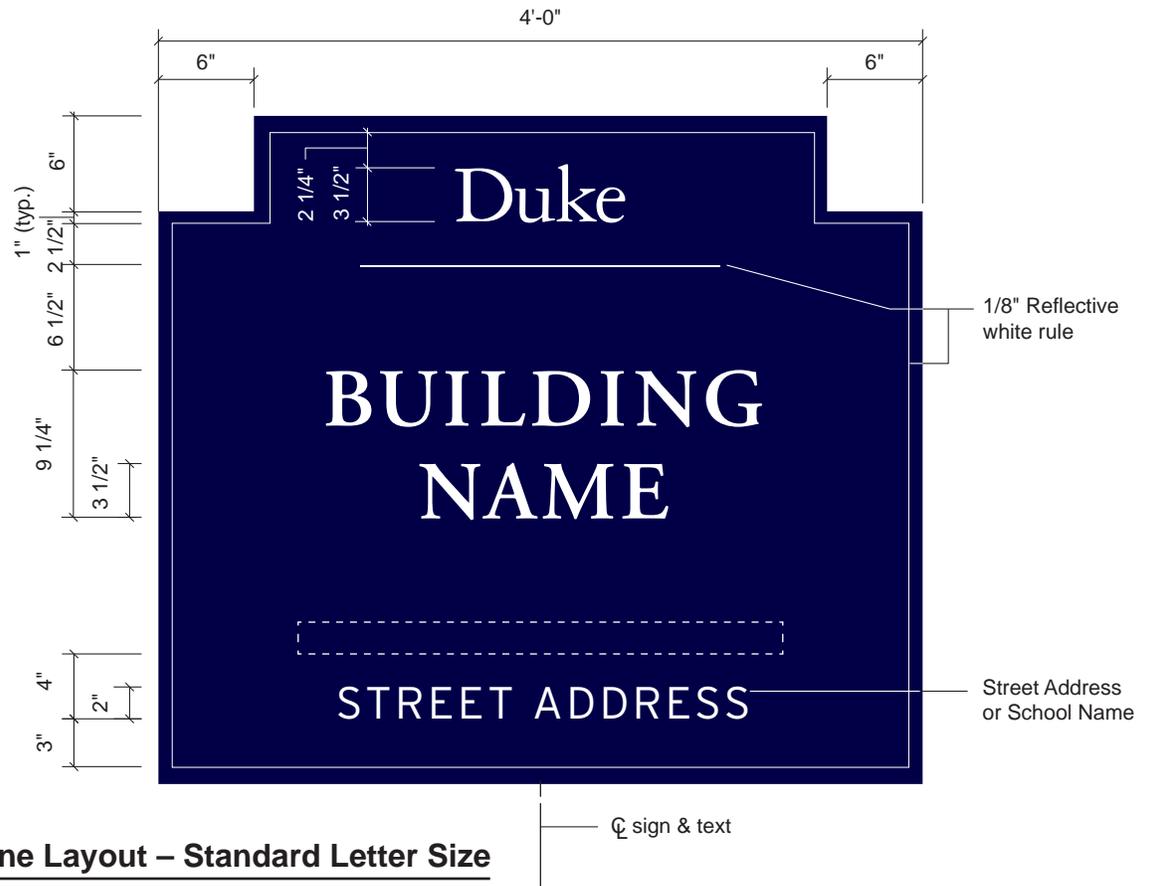
.090" aluminum sign panel
3 1/4" x 2 1/2" Aluminum post

Note:

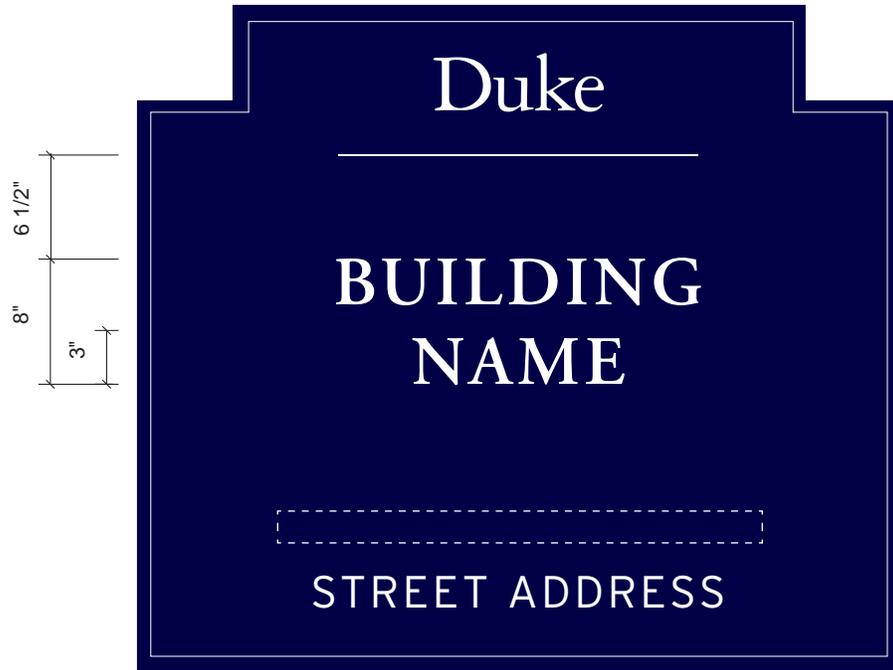
see dwg. 01.5 for fabrication detail



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



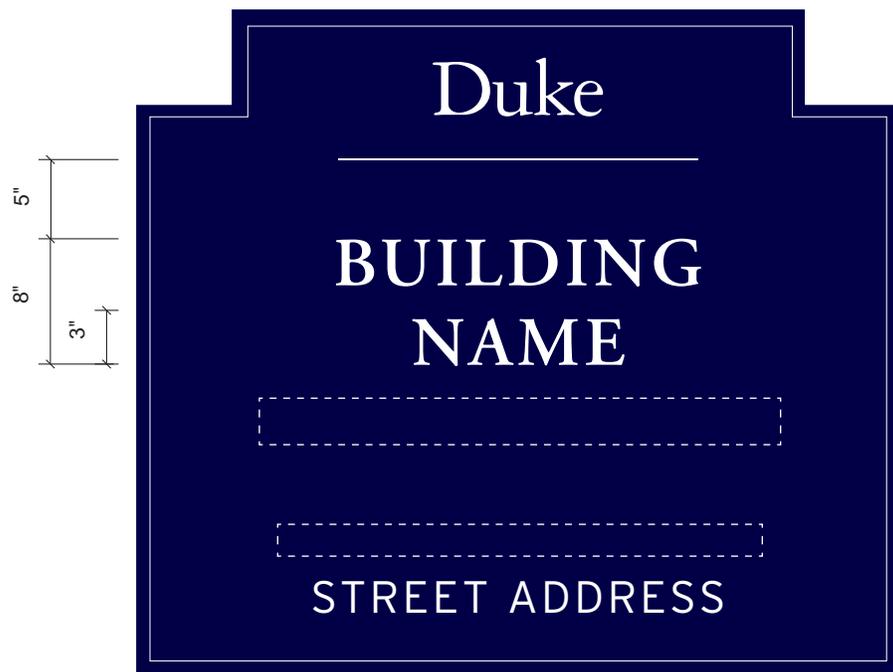
B 3-Line Layout – Standard Letter Size



A

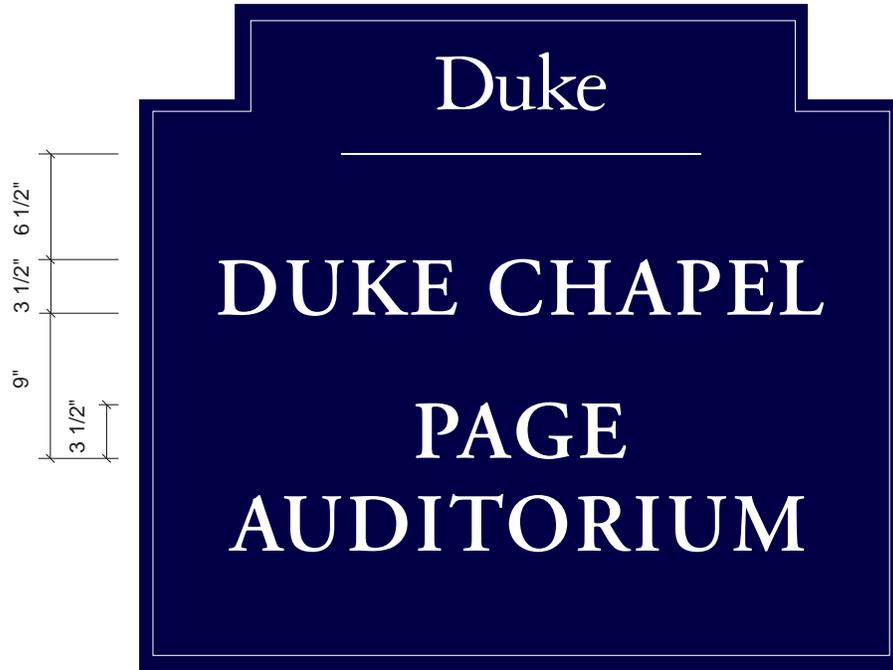
1 or 2-Line Layout – 12+ Characters Per Line

Scale: 1" = 1' - 0"

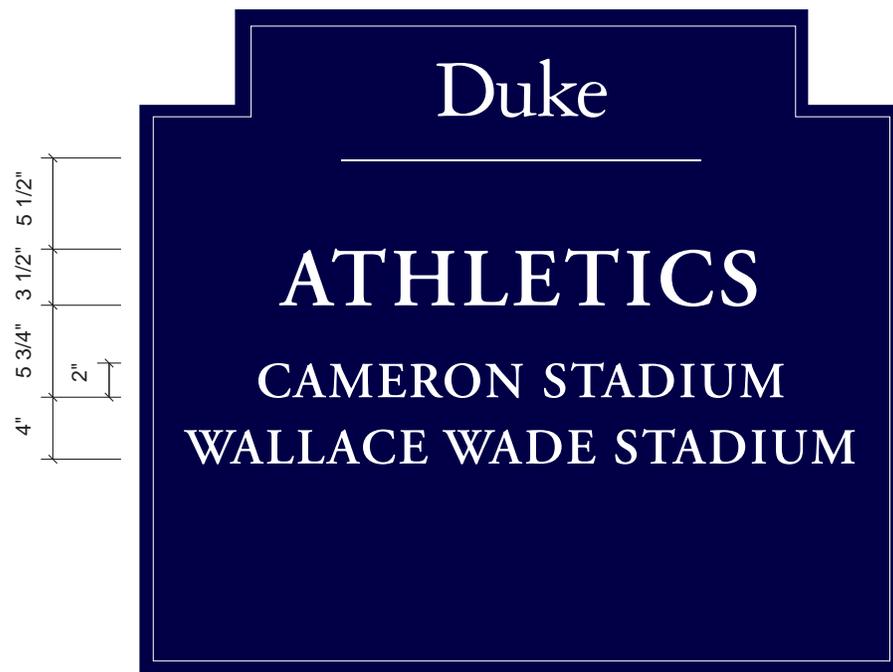


B

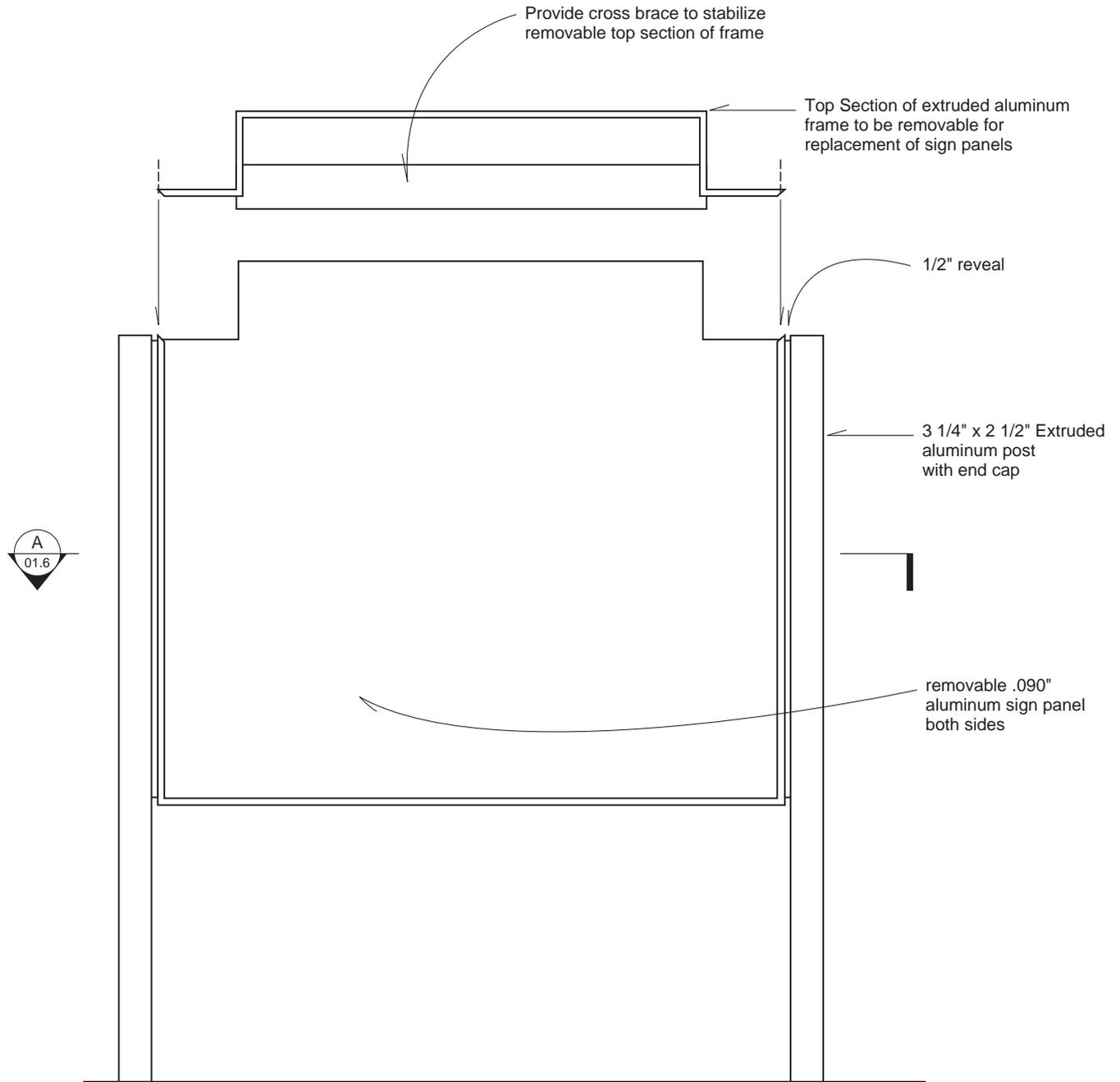
3-Line Layout – 12+ Characters Per Line



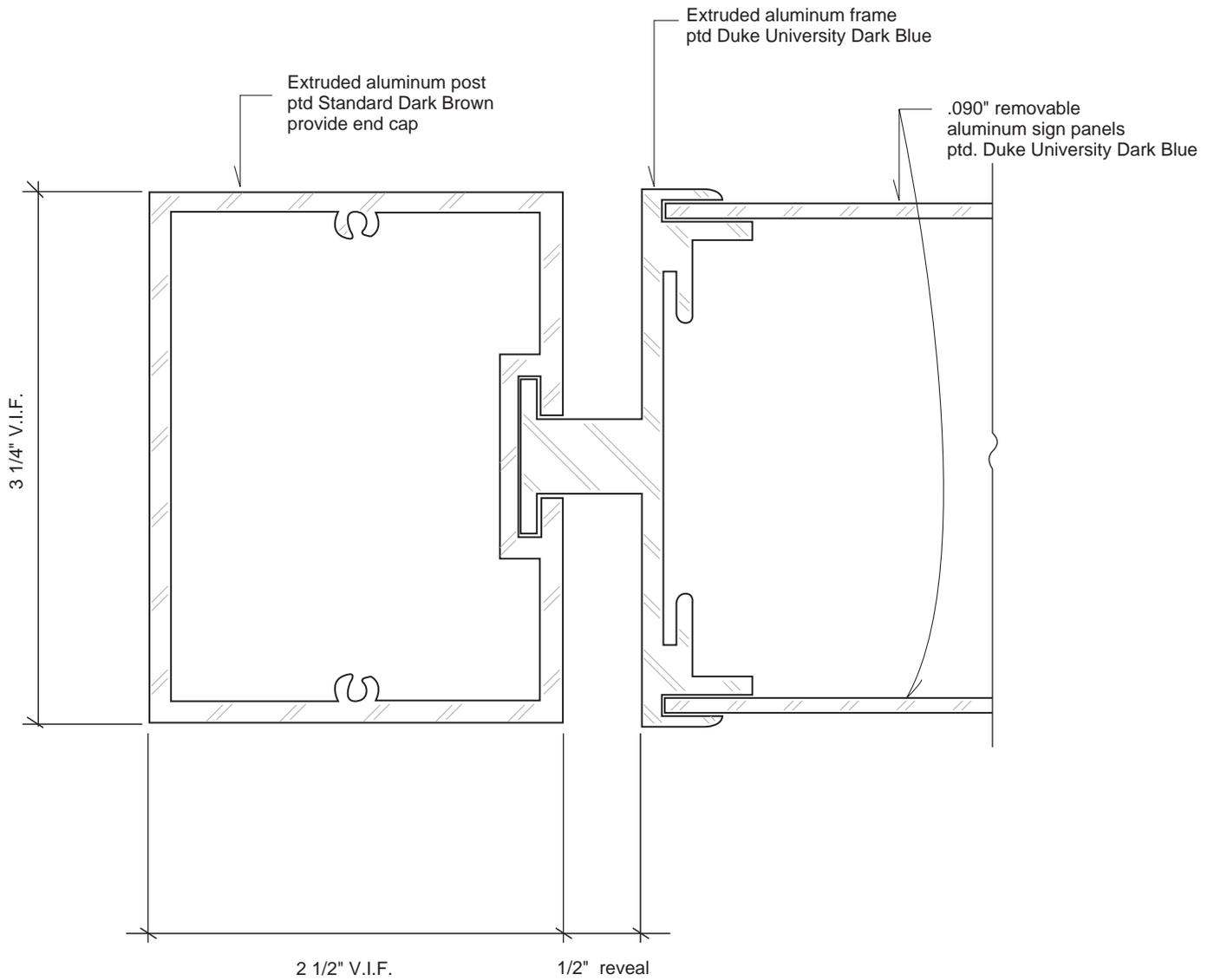
A Multiple Destination Layout



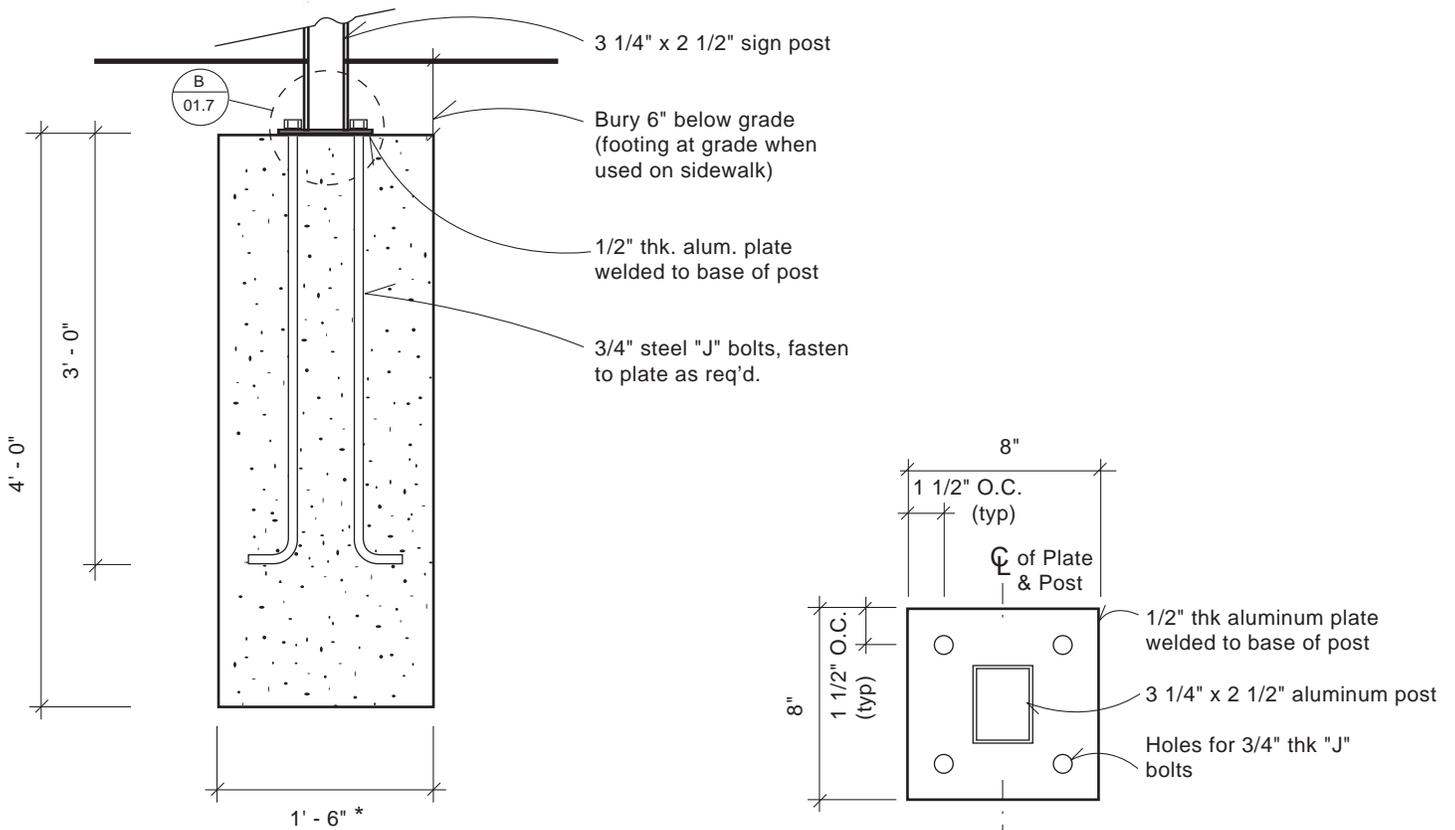
B Campus Zone with Building Names
Scale: 1" = 1' - 0"



A Fabrication Detail
1" = 1' - 0"



A Section
Full Size



* 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 02A - Large Secondary Building ID (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:

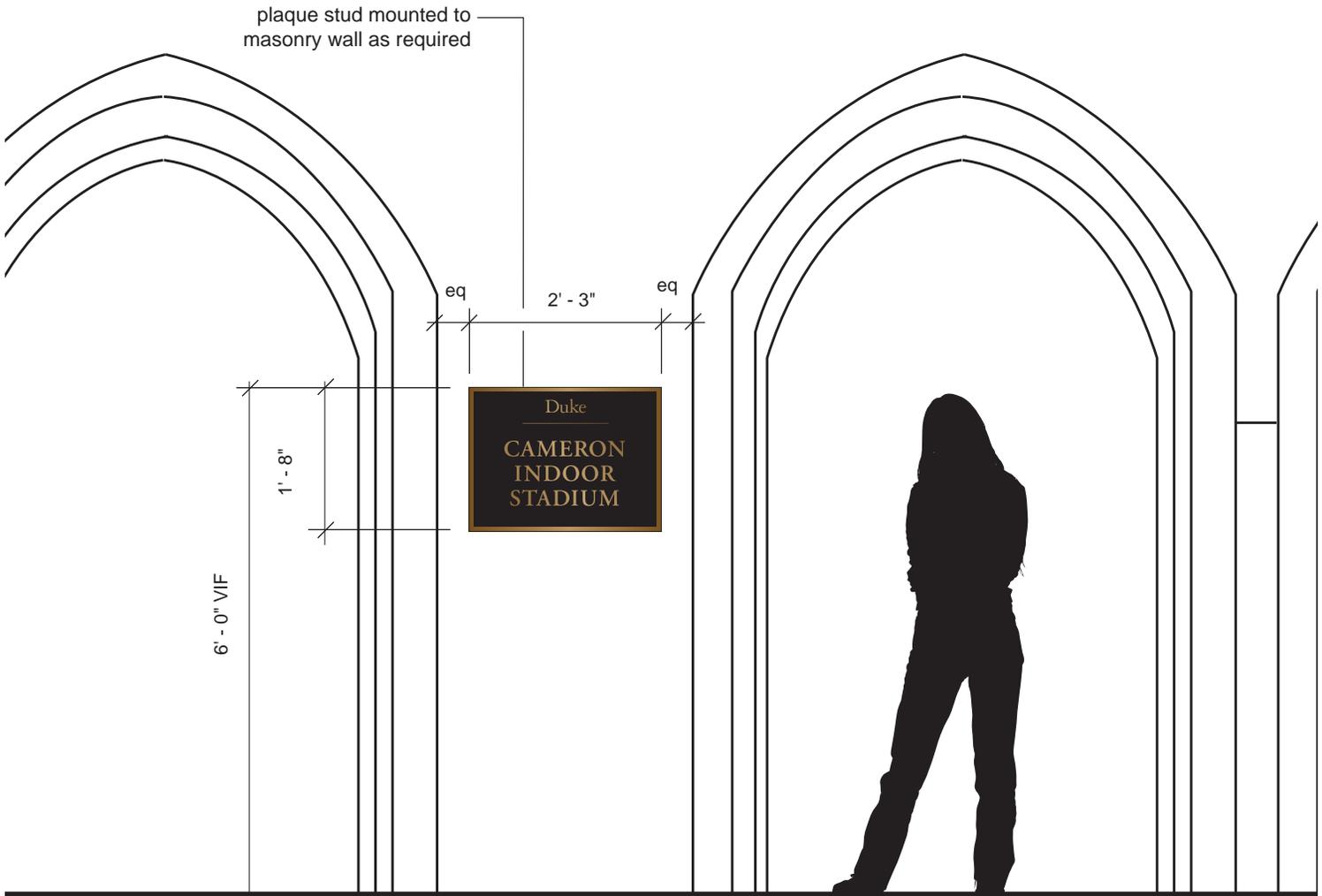
cast bronze

Finish:

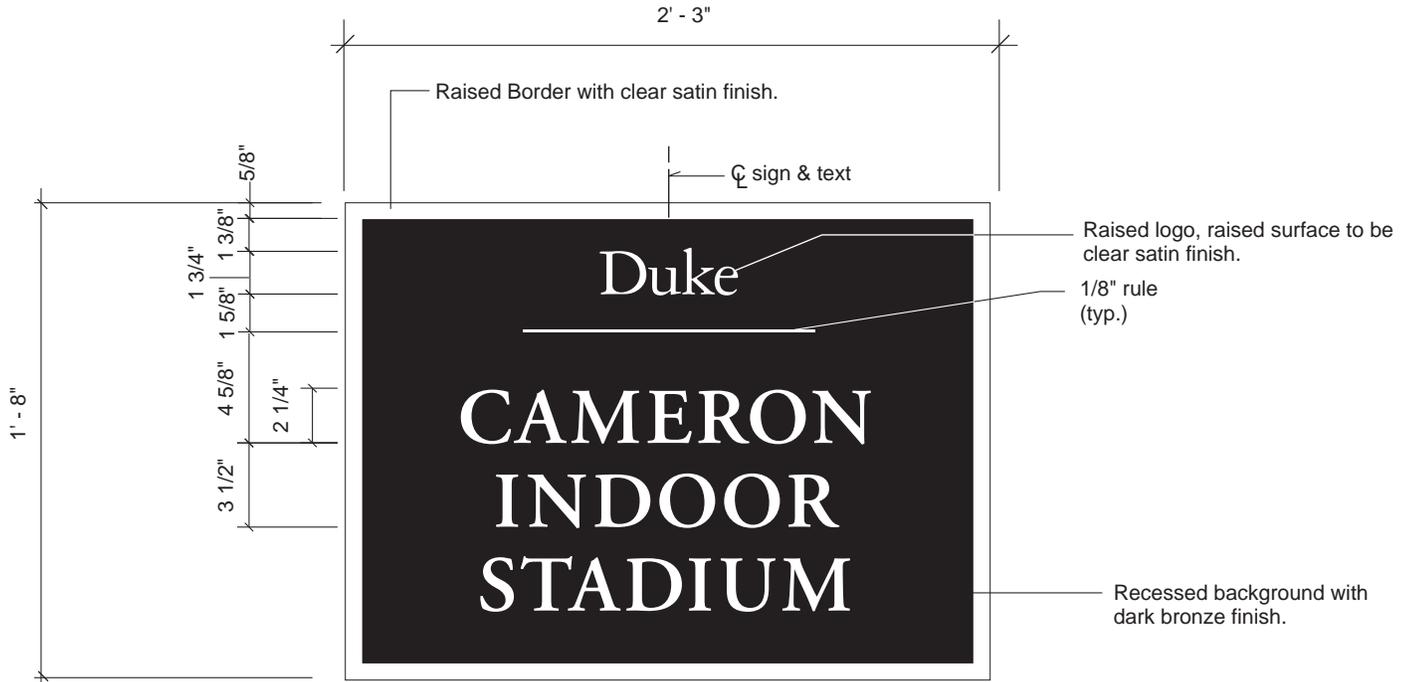
Raised Surfaces US 10B Bronze Satin Finish
Recessed Surfaces: Texture on recessed background to be matte sand texture not a leatherette or pebble texture. Patina to be a traditional dark bronze patina finish applied with brush and heat activated, not a painted faux patina finish.

Materials:

1/2" cast bronze plaque



A Elevation
1/2"=1'



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

Sign Type 02B - Small Secondary Building ID (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:

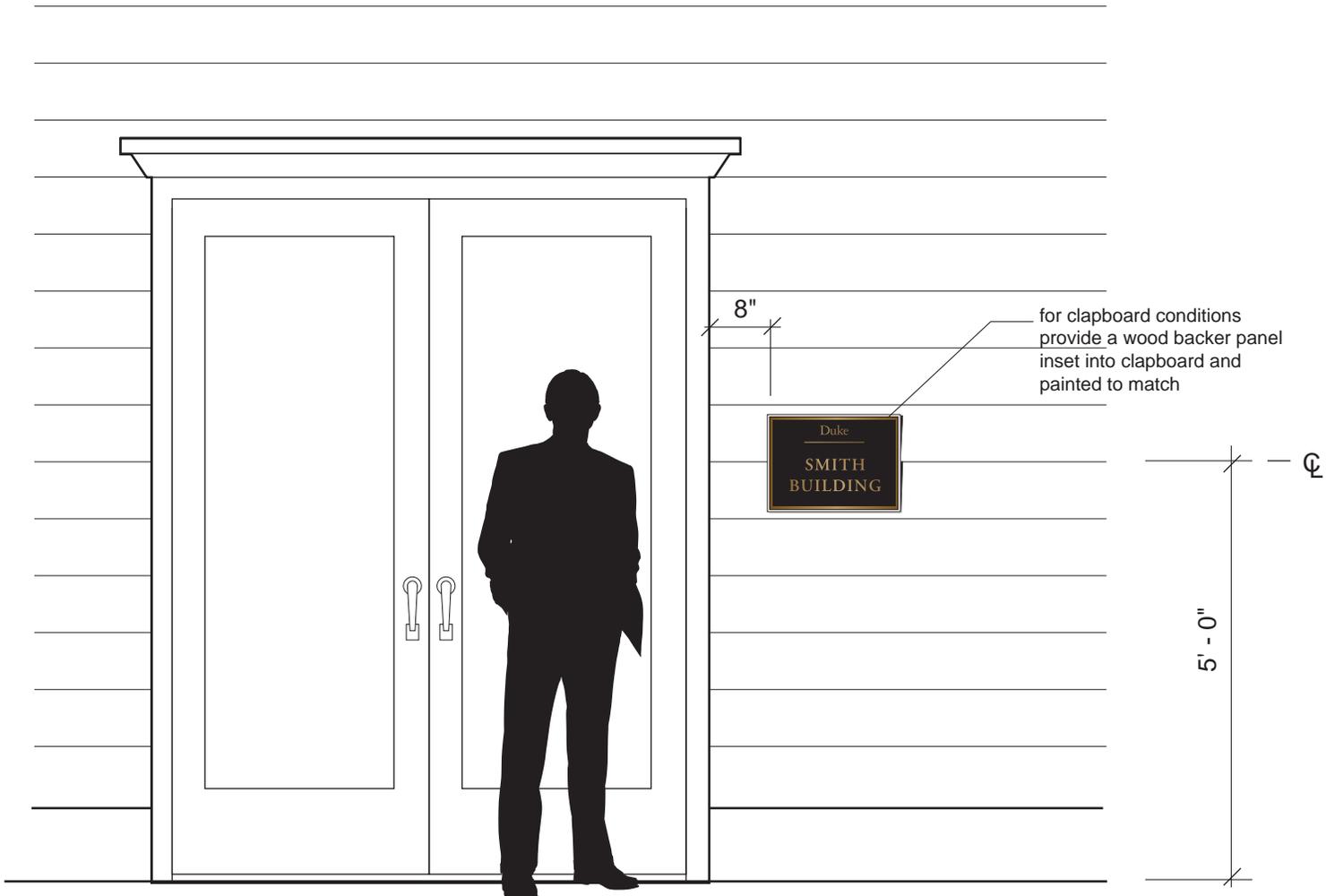
Cast Bronze

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:

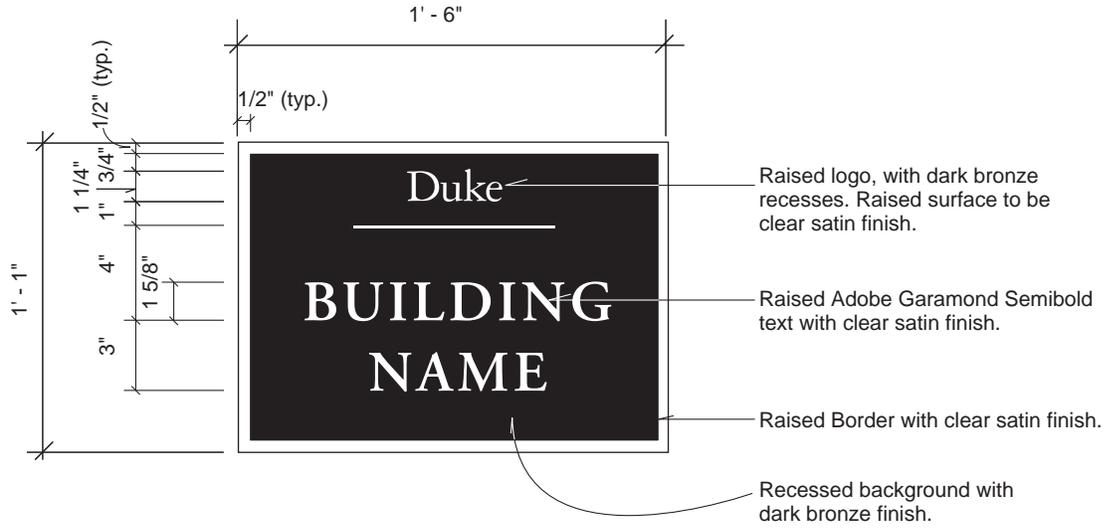
1/2" cast bronze plaque



A

Elevation

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



A **Layout**
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:

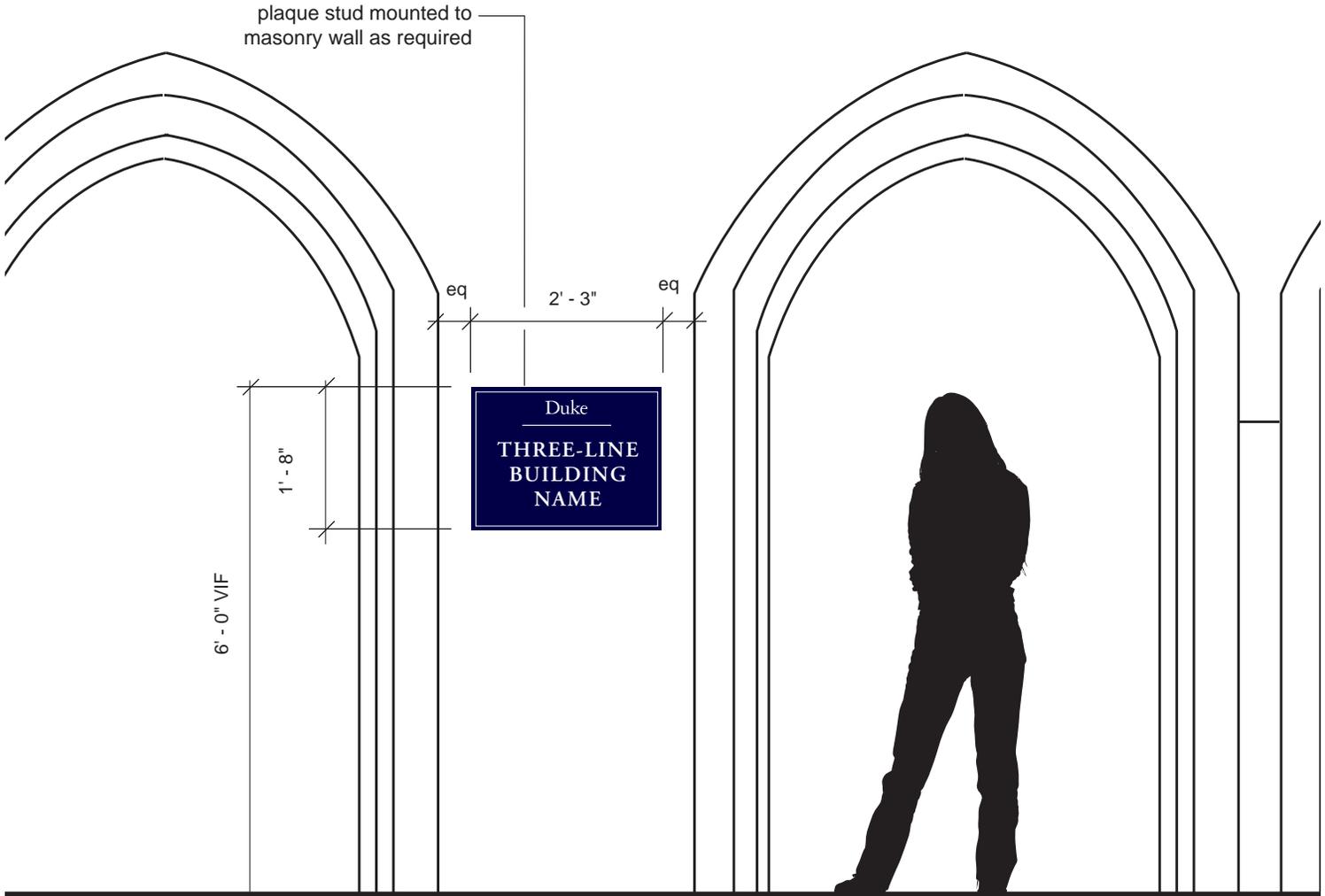
Masked and Sprayed

Finish:

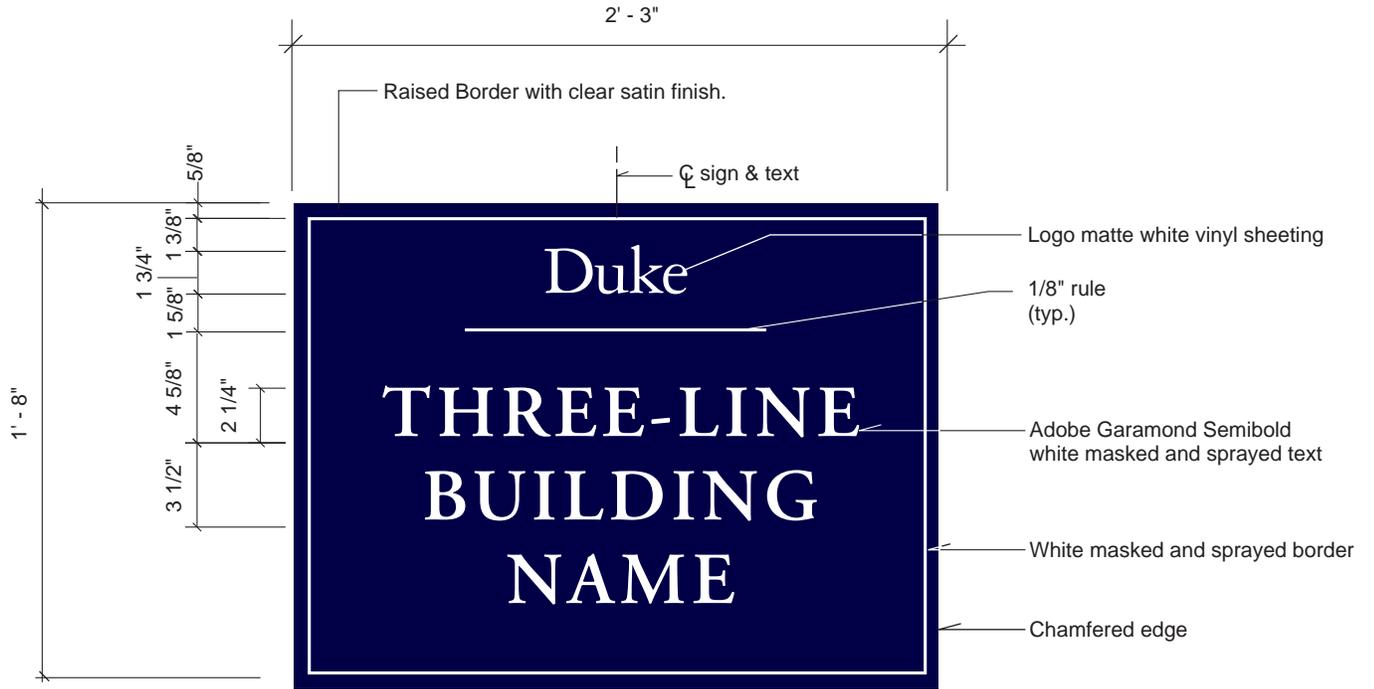
Semi-gloss Acrylic Polyurethane Finish.

Materials:

1/4" Painted Aluminum



A Elevation
1/2"=1'



A 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:

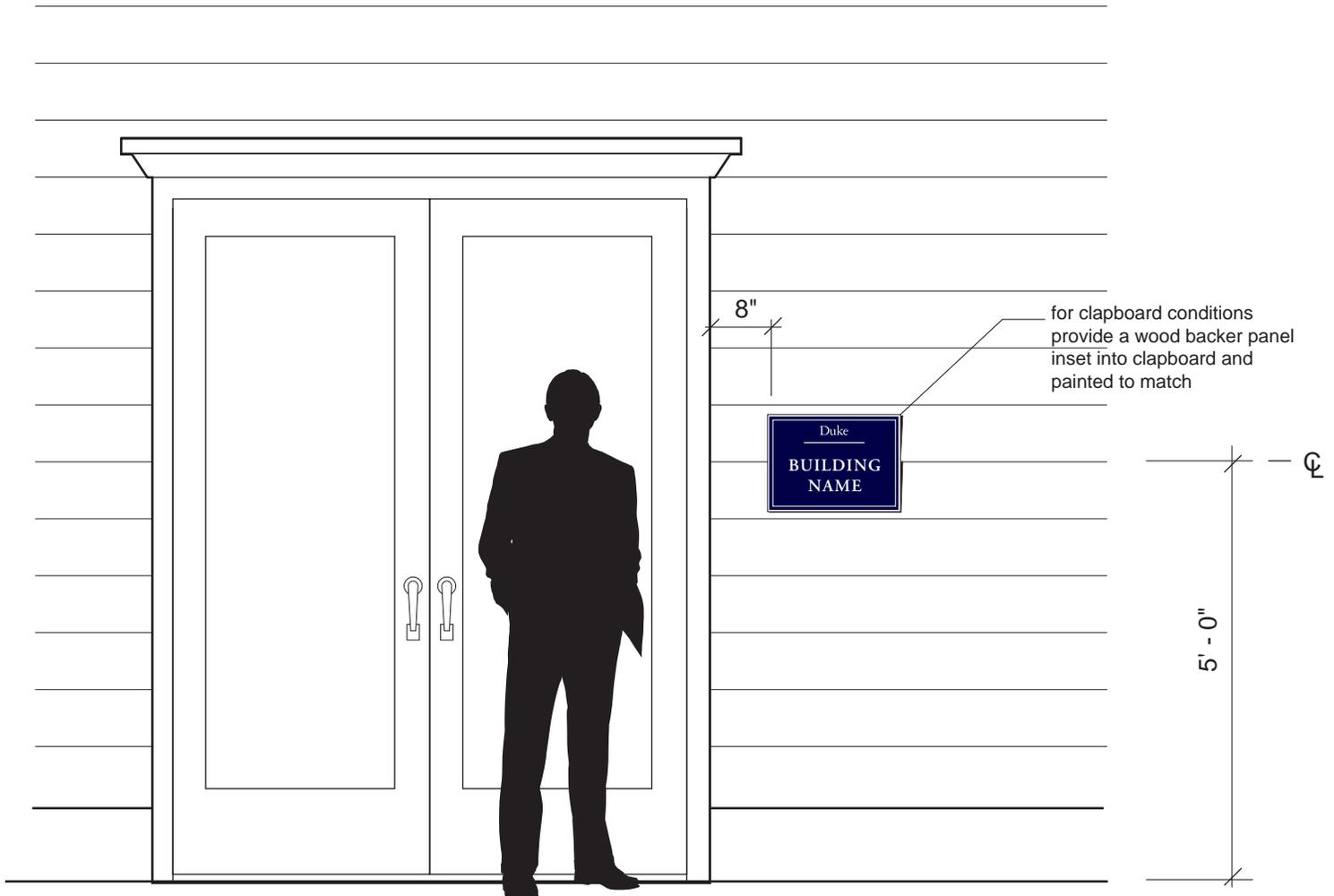
Masked and Sprayed

Finish:

Semi-gloss Acrylic Polyurethane Finish.

Materials:

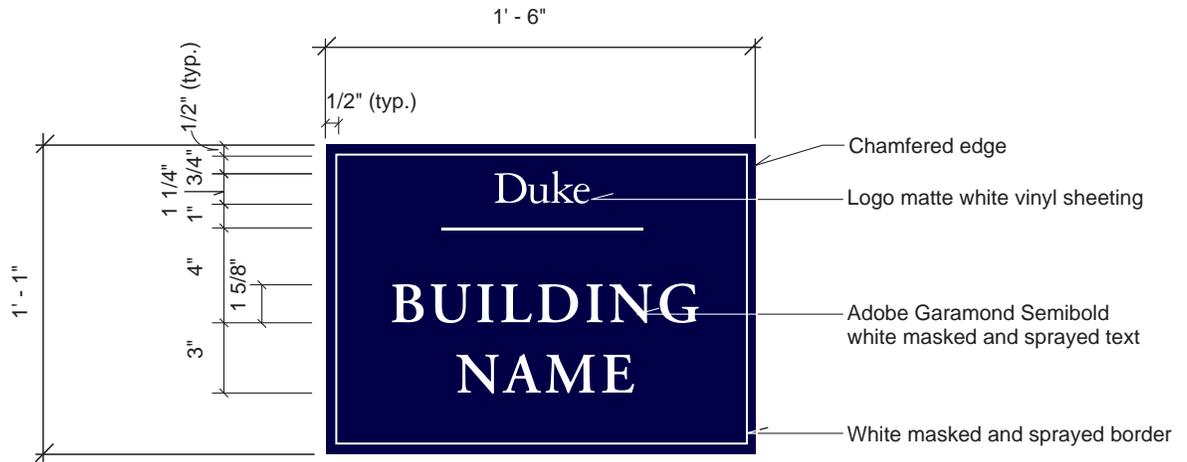
1/4" Painted Aluminum



A

Elevation

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



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

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:

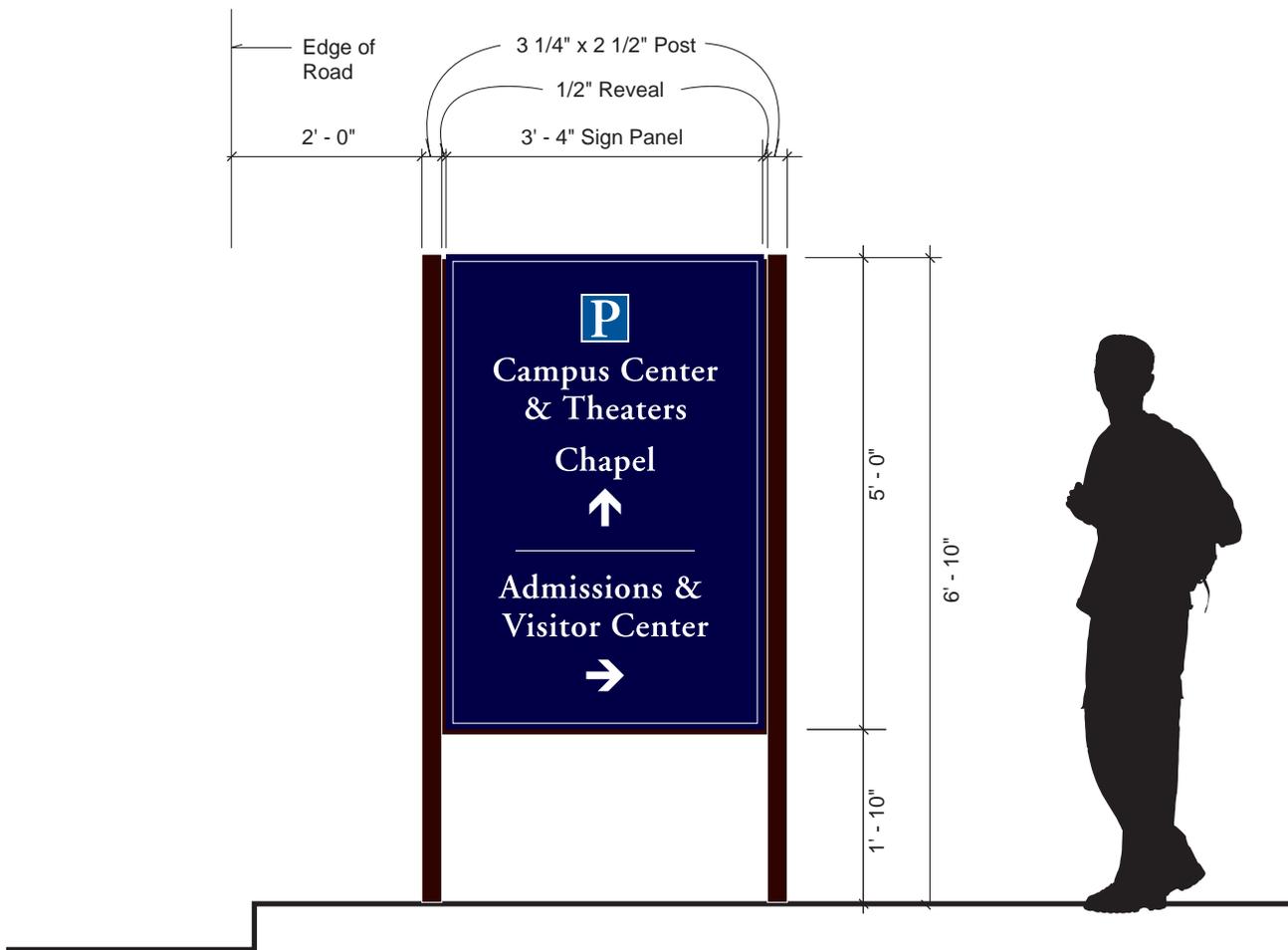
Painted, acrylic polyurethane semi-gloss finish

Materials:

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

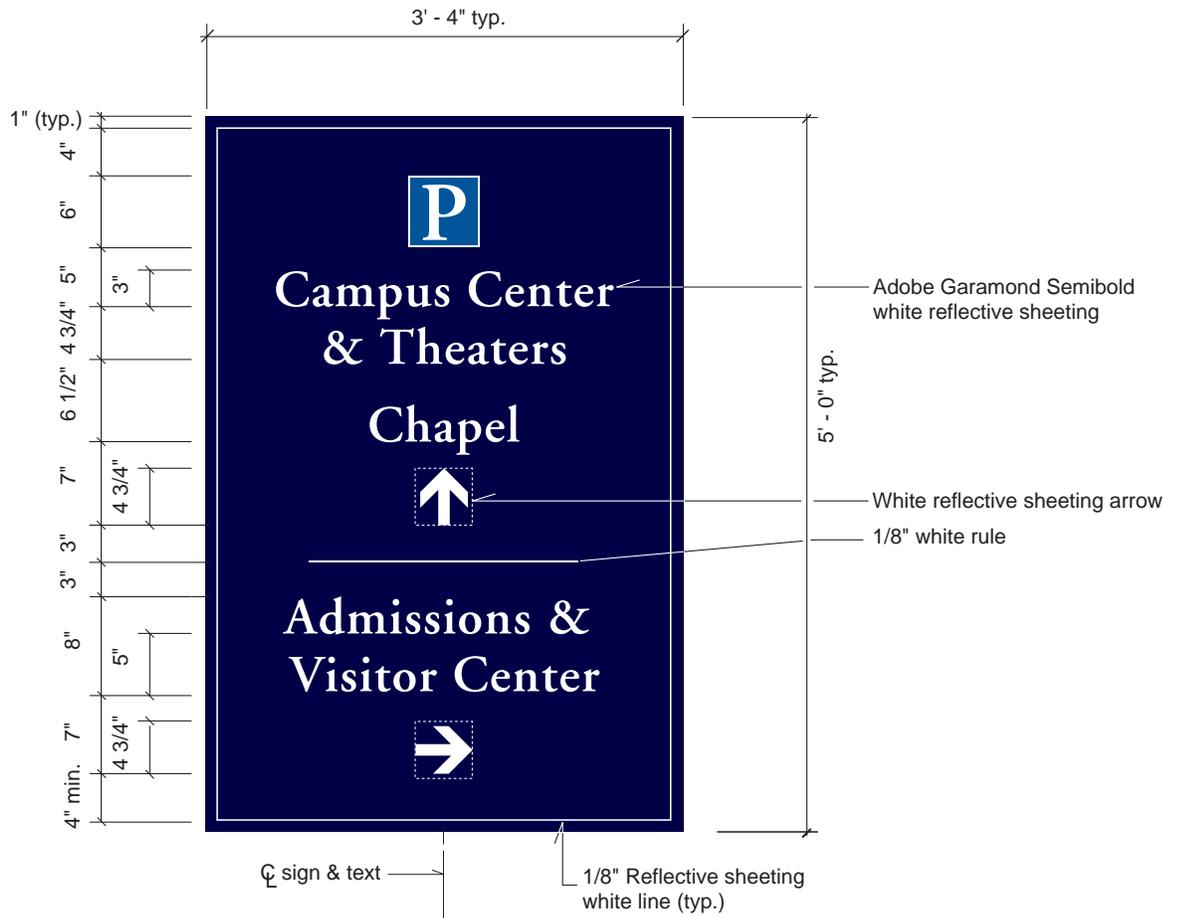
Note:

see dwg. 03.5 03.7 for details

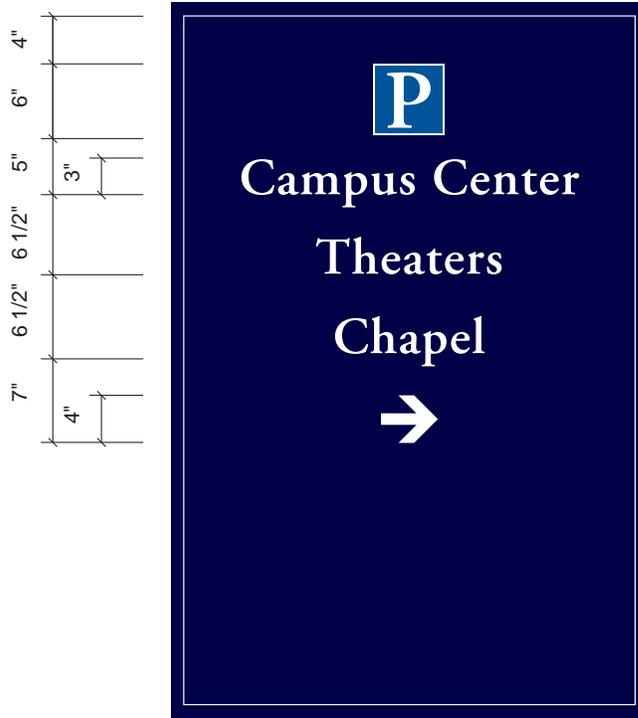


Elevation

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



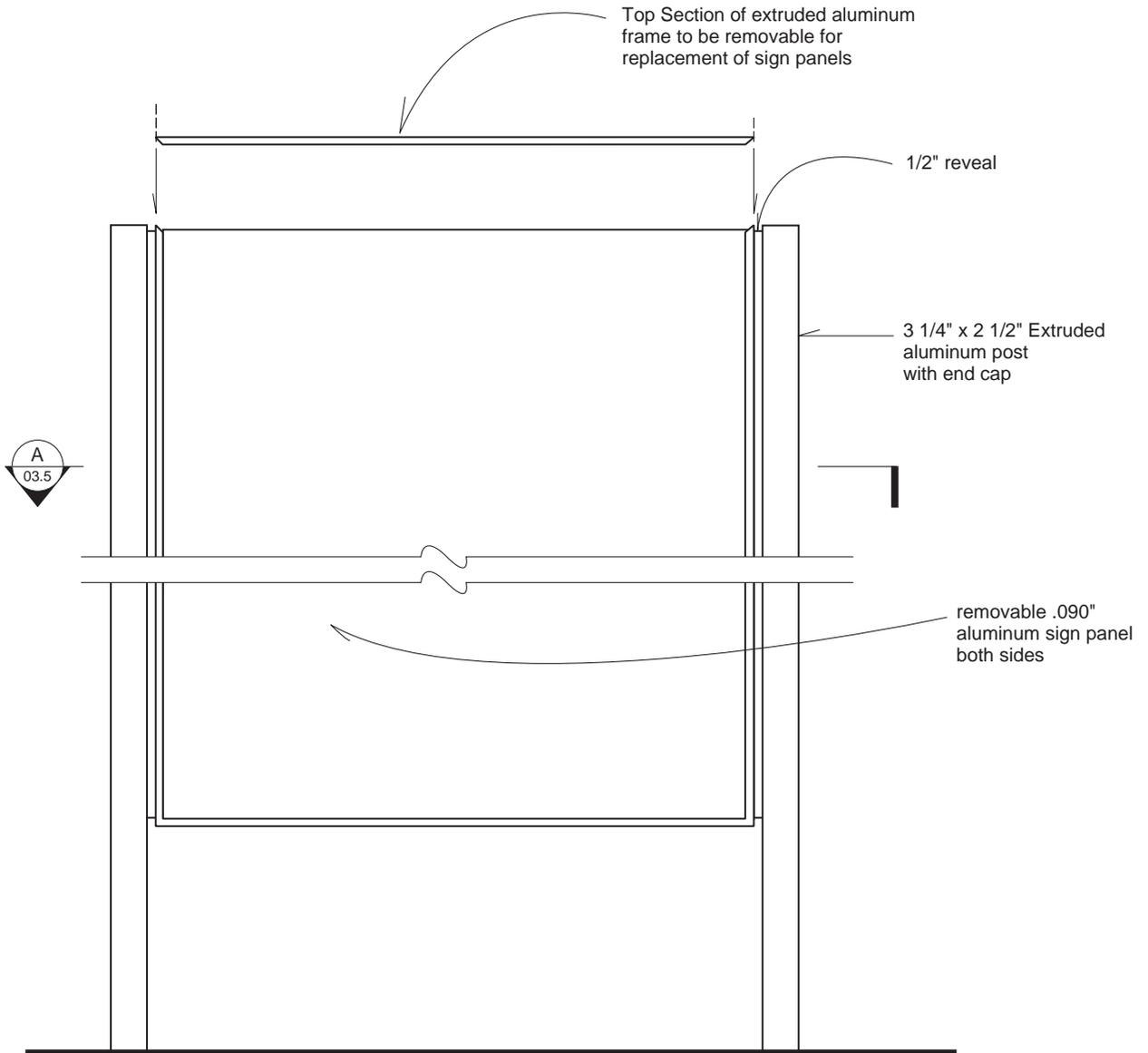
A Layout 1
Scale: 3/4" = 1' - 0"



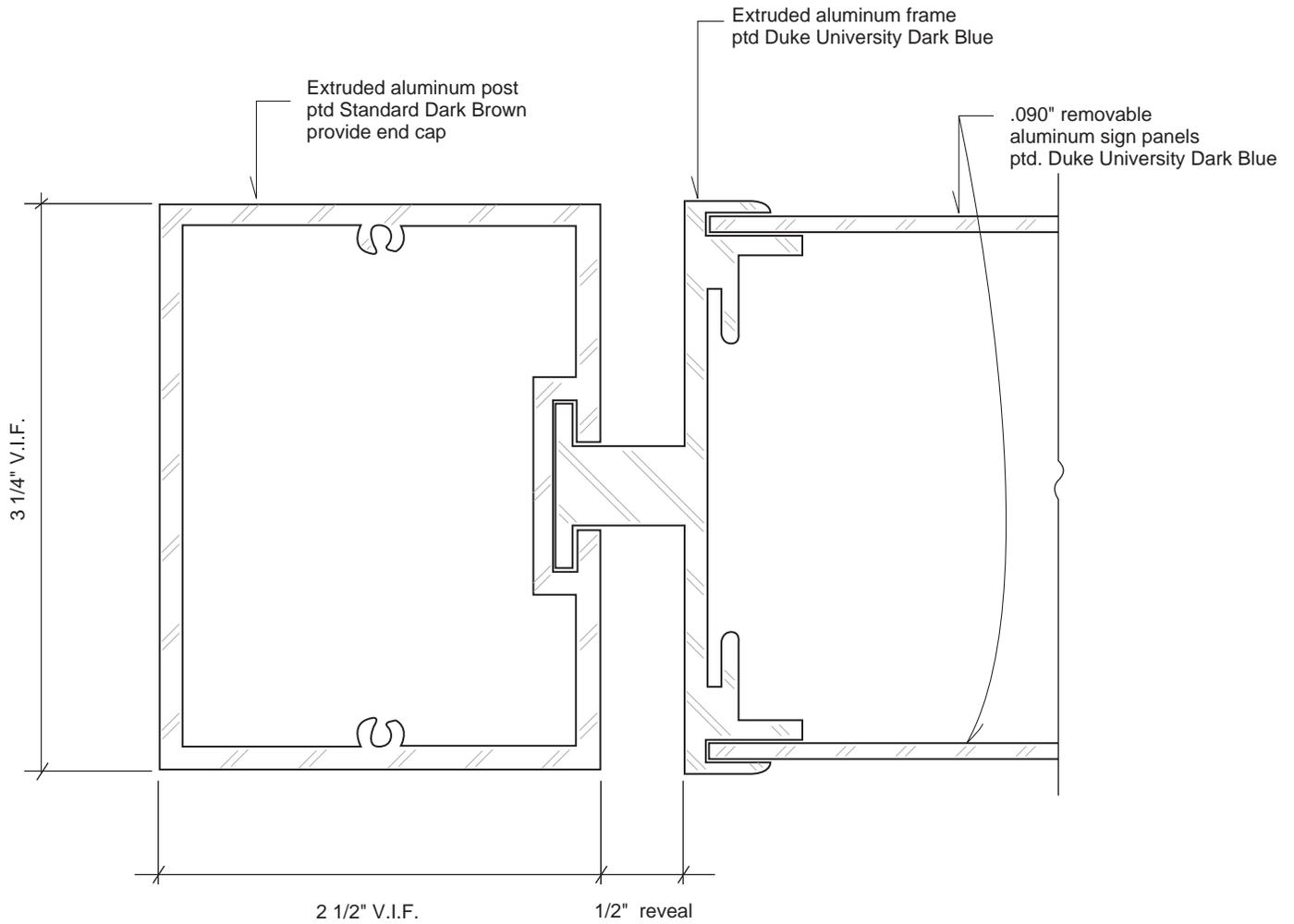
A

Layout 2

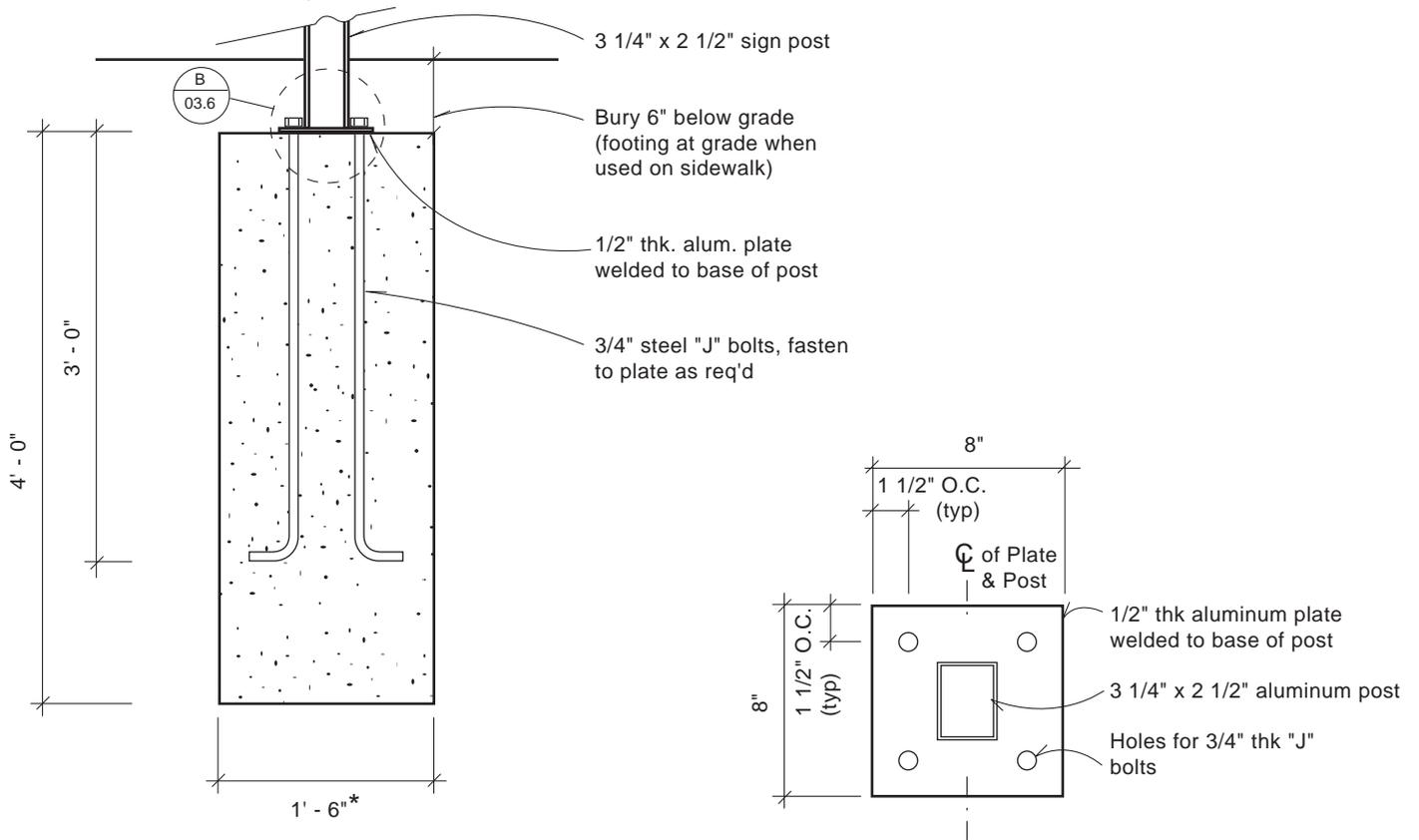
Scale: 3/4" = 1' - 0"



A Fabrication Detail
1" = 1' - 0"



A Horizontal Section
Full Size



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

B Post & Plate Plan View
 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

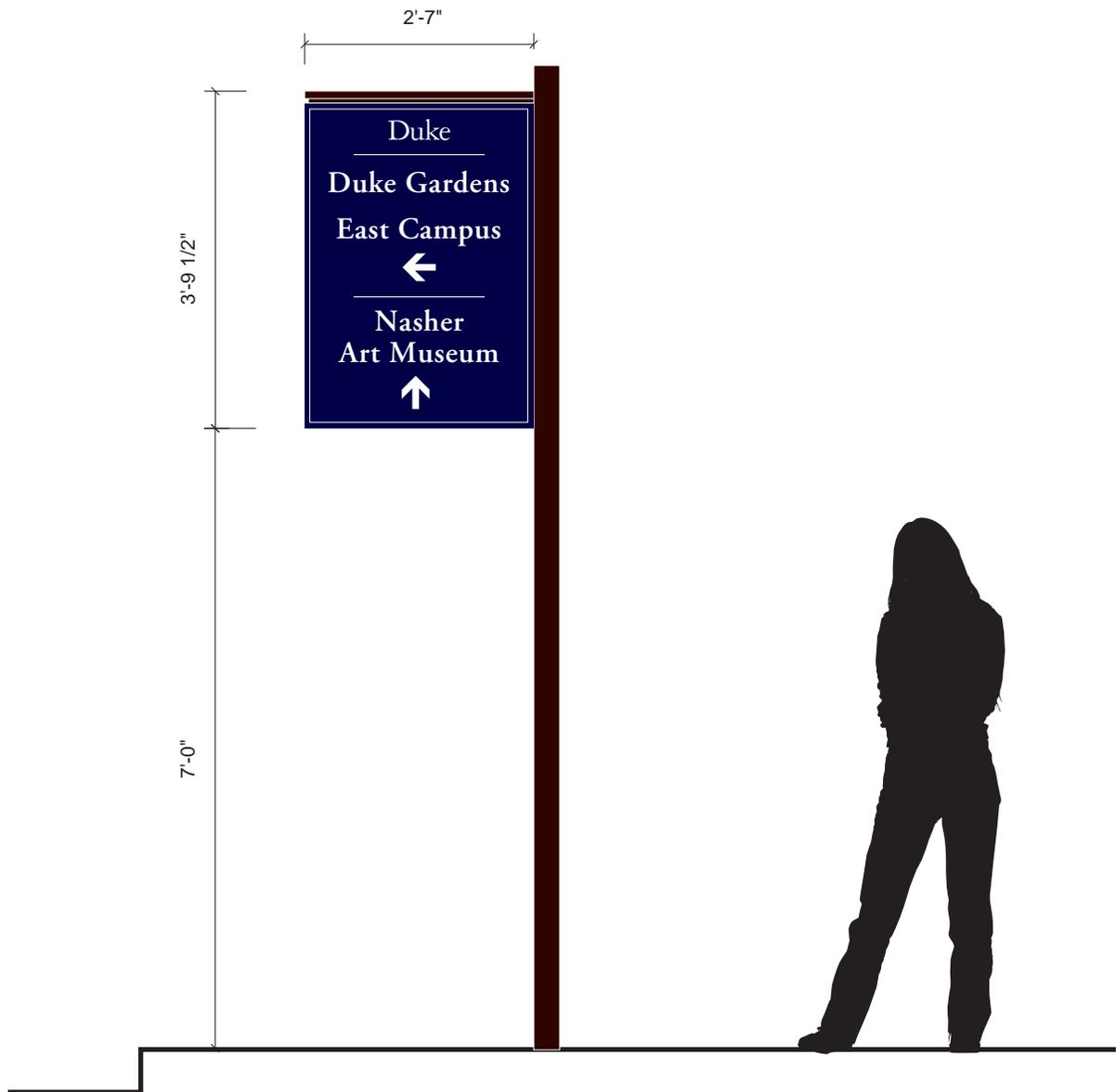
Colors:
Post: Standard Dark Brown
Panel: Duke University Dark Blue
Copy, arrow: Standard White
Logo: Standard White

Graphics:

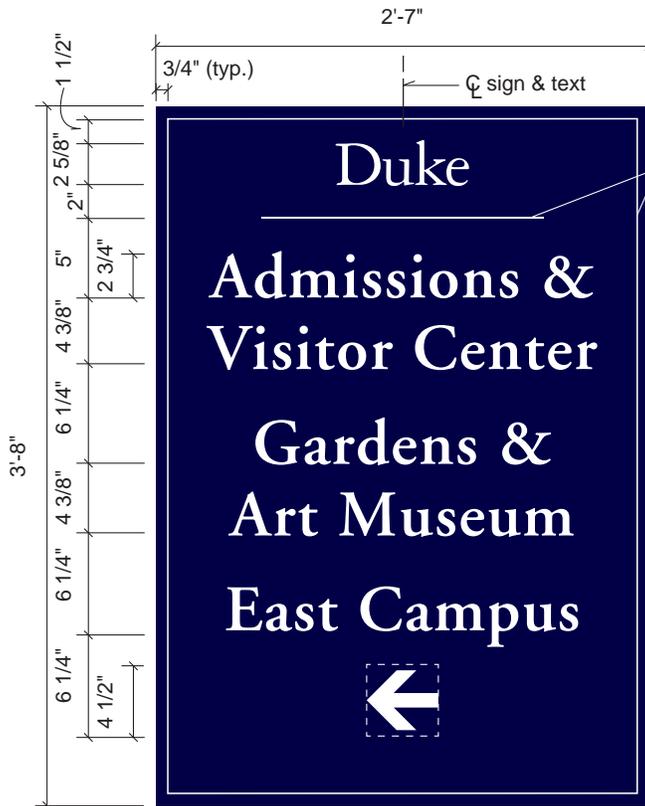
Pressure sensitive, pre-spaced reflective sheeting

Finish:
painted, acrylic polyurethane semi-gloss finish background

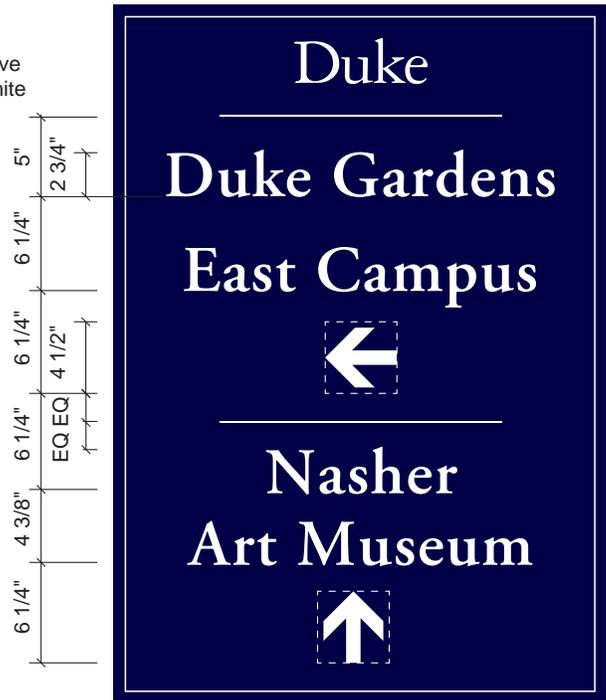
Materials:
.090" aluminum sign panel with extruded frame
3" x 3" x 1/4" square aluminum post



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

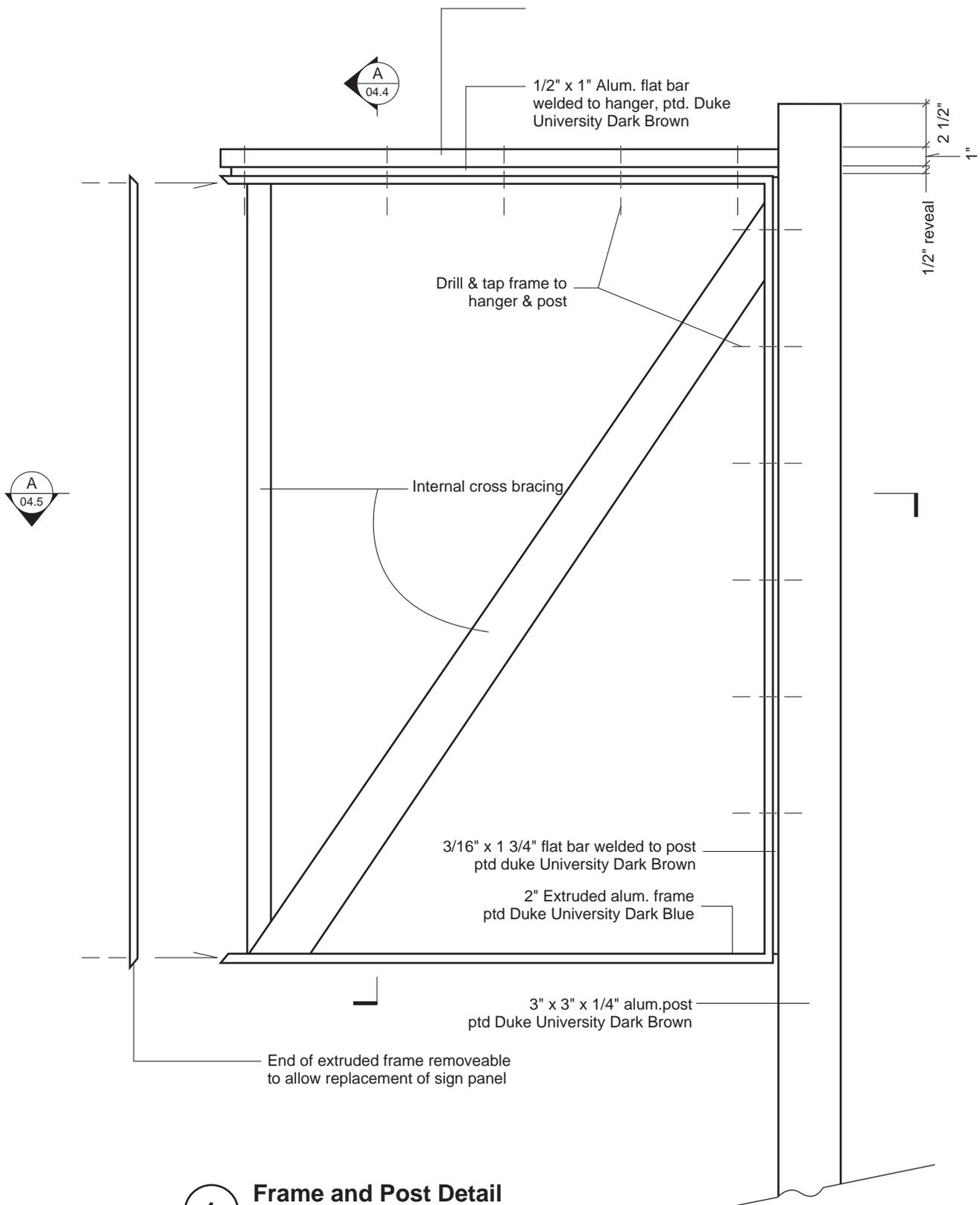


1/8" Reflective sheeting white rule (typ.)

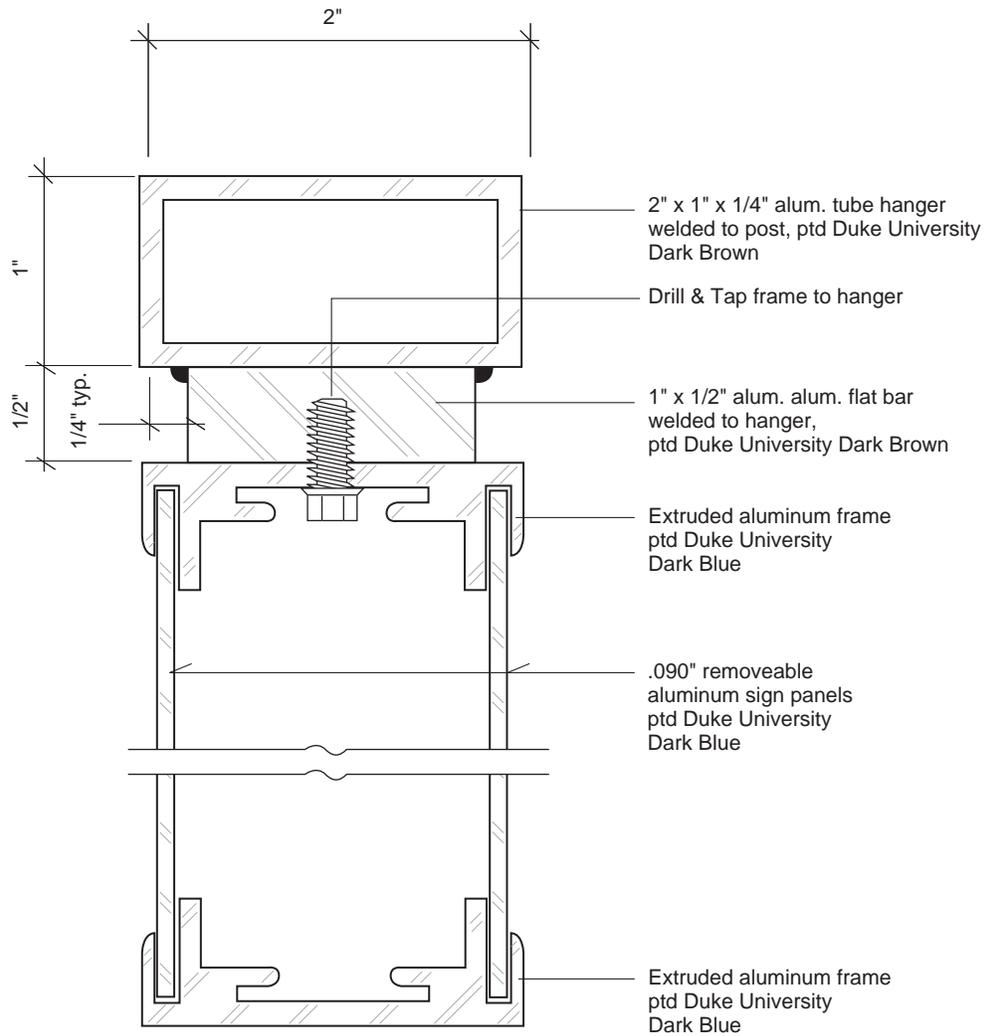


A Layout 1
Scale: 1" = 1' - 0"

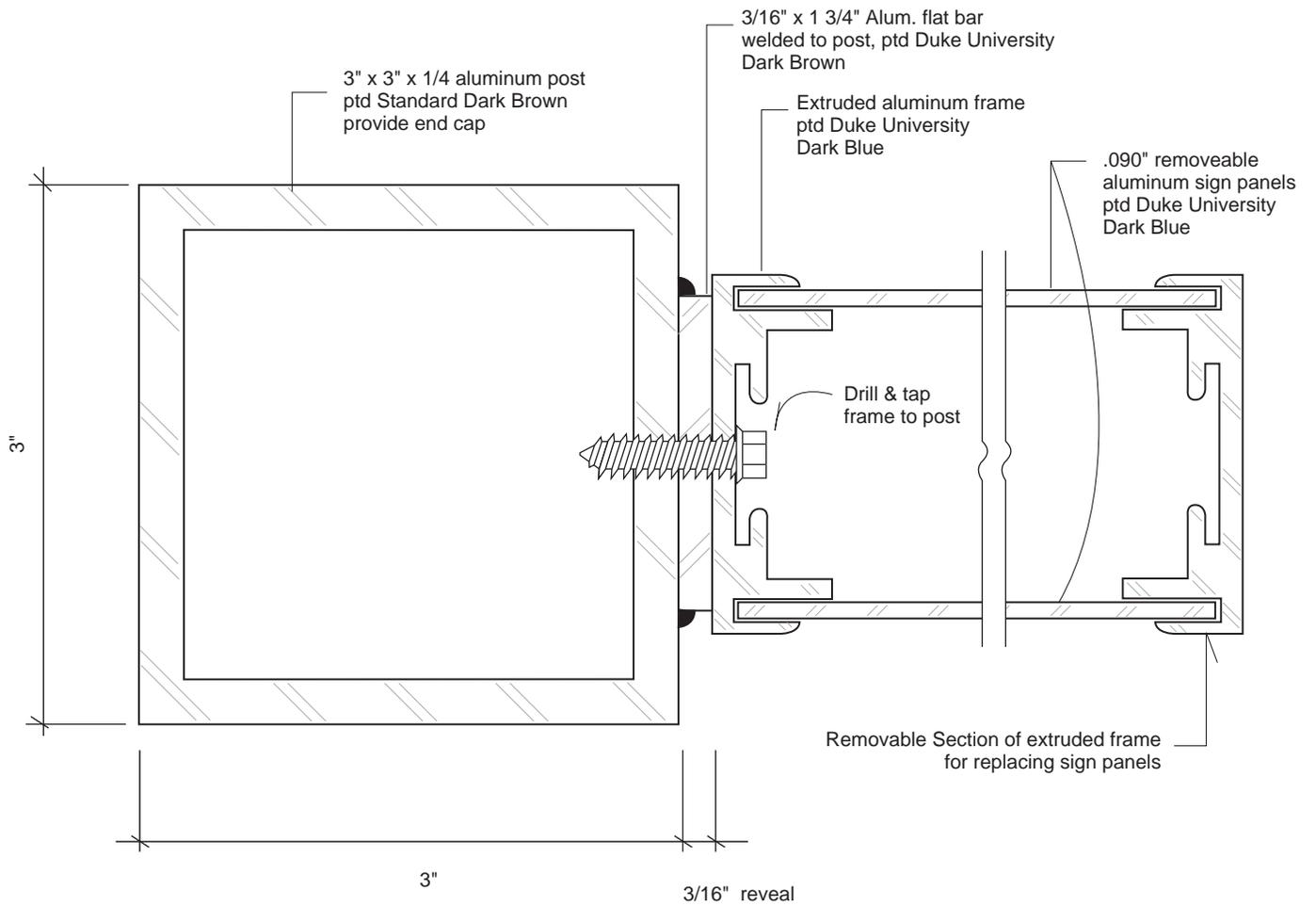
B Layout 2
Scale: 1" = 1' - 0"



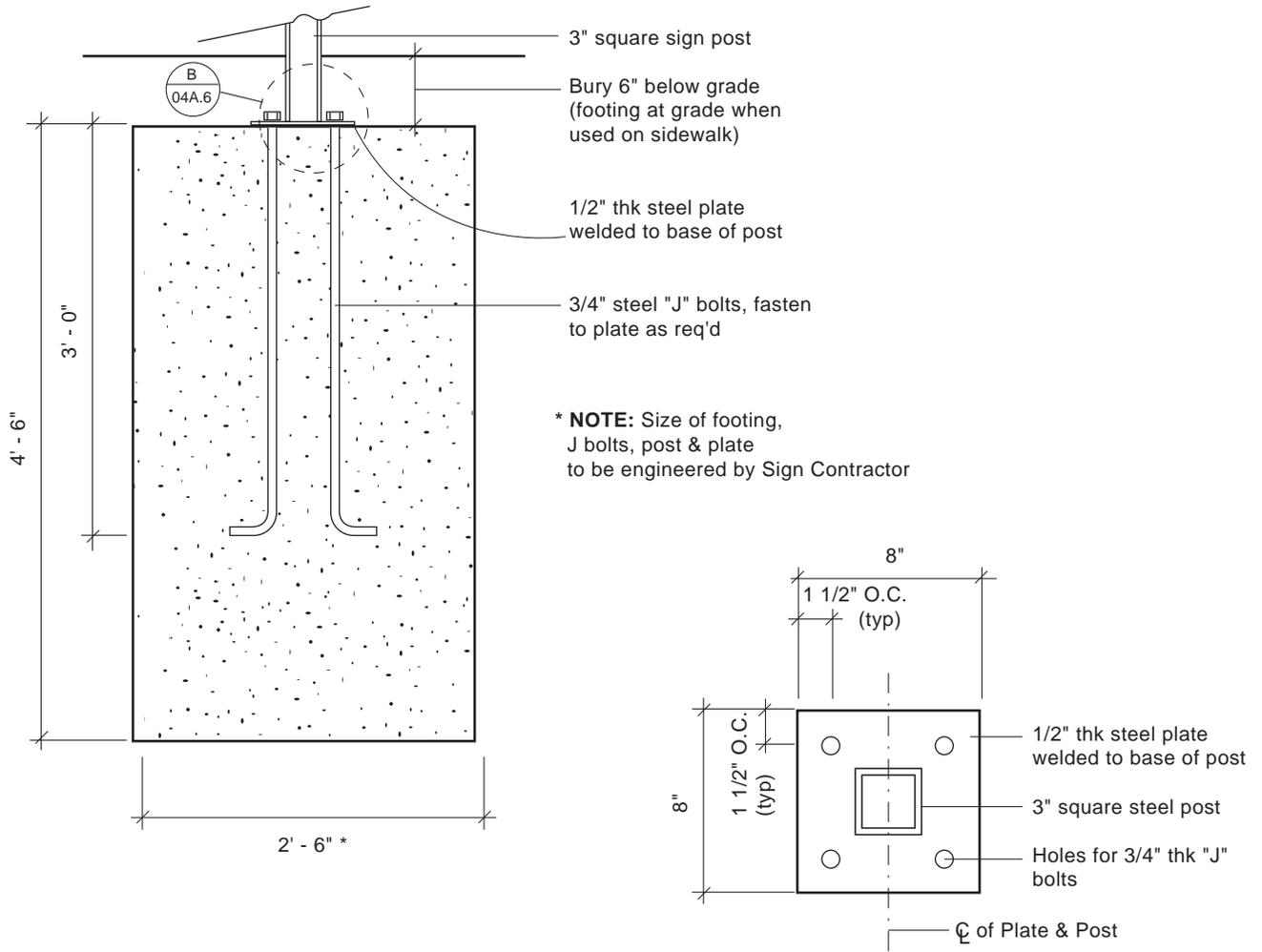
1 Frame and Post Detail
Scale: 1-1/2" = 1' - 0"



A Vertical Section
Full Size



A Horizontal Section
Full Size



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

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

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:

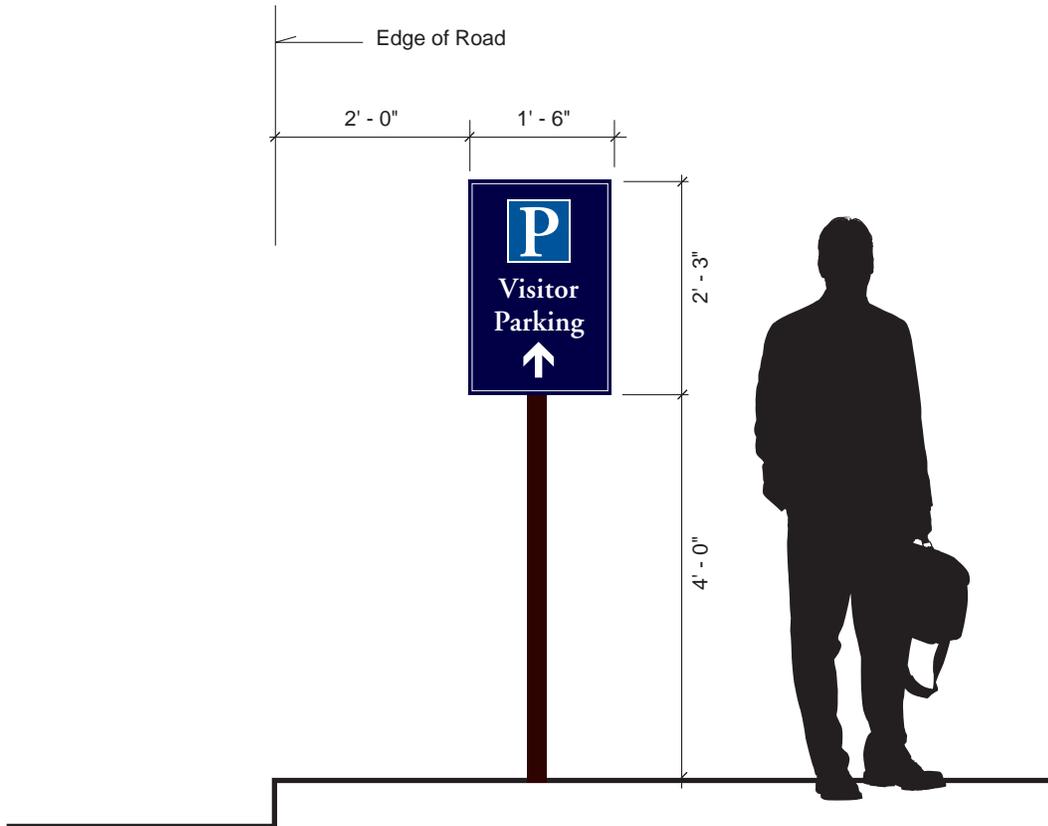
Pressure sensitive, pre-spaced reflective sheeting

Finish:

Painted, acrylic polyurethane semi-gloss finish background

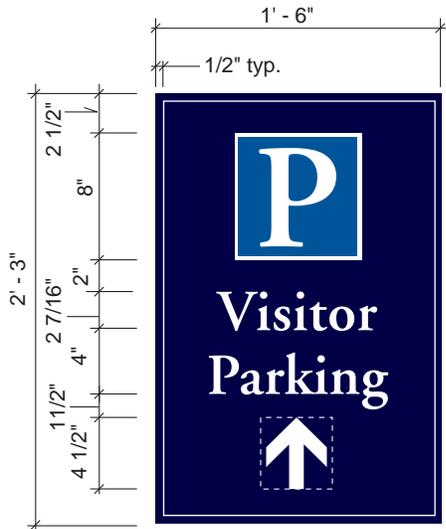
Materials:

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



Elevation

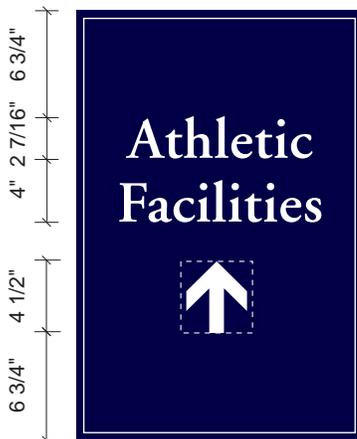
Scale: 1/2" = 1' - 0"



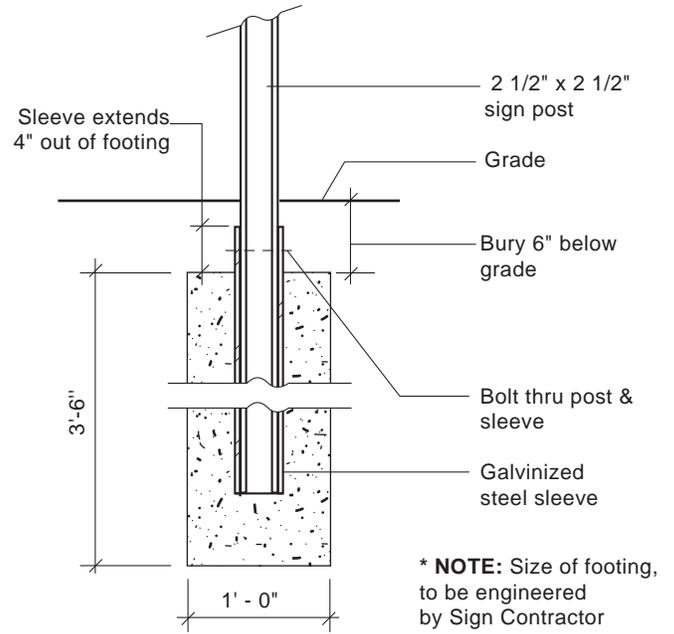
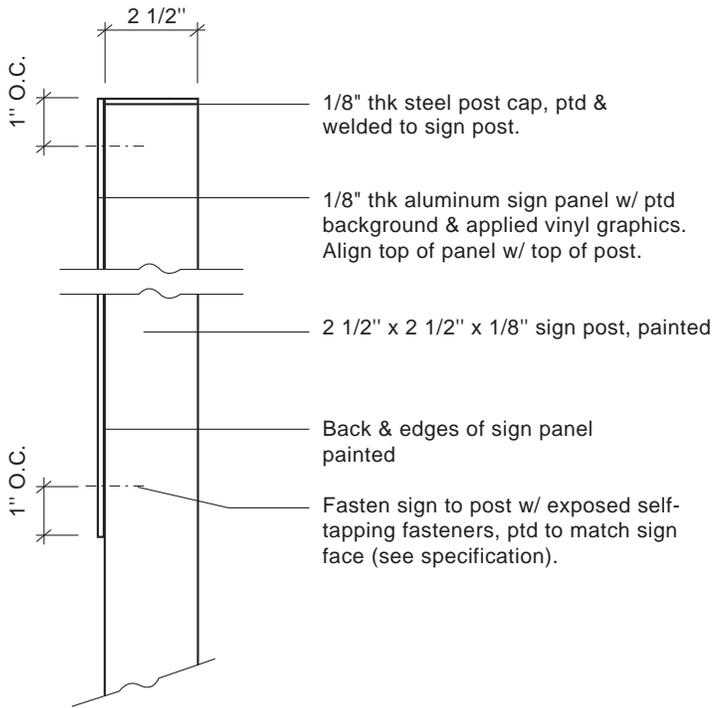
A Layout 1
Scale: 1" = 1' - 0"



B Layout 2

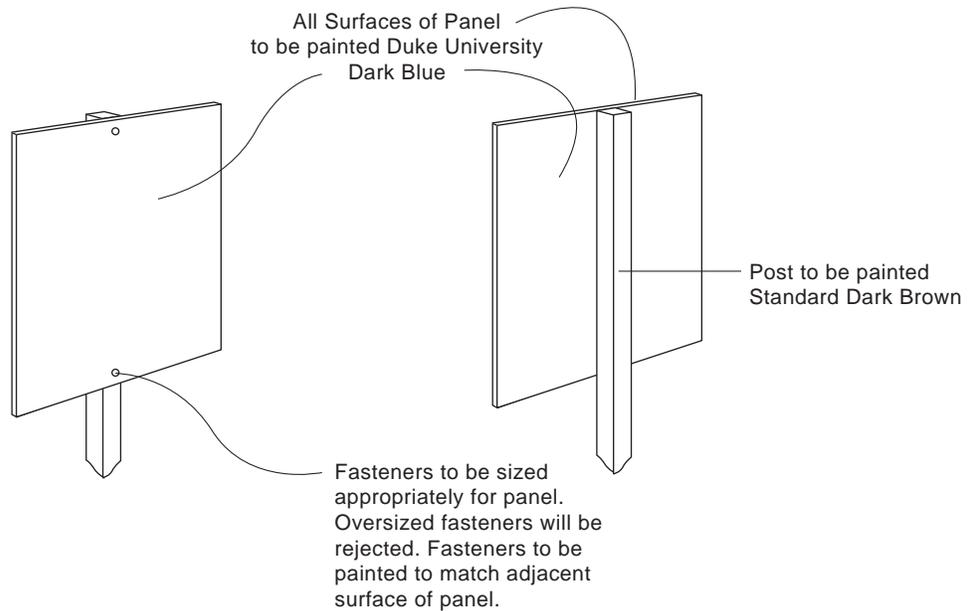


C Layout 3



A Section - Post Mounted
Scale: 3" = 1' - 0"

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



C Finishing Detail
Not To Scale

Sign Type 05 - Street Name Sign:

To be used to identify on-campus street names.

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

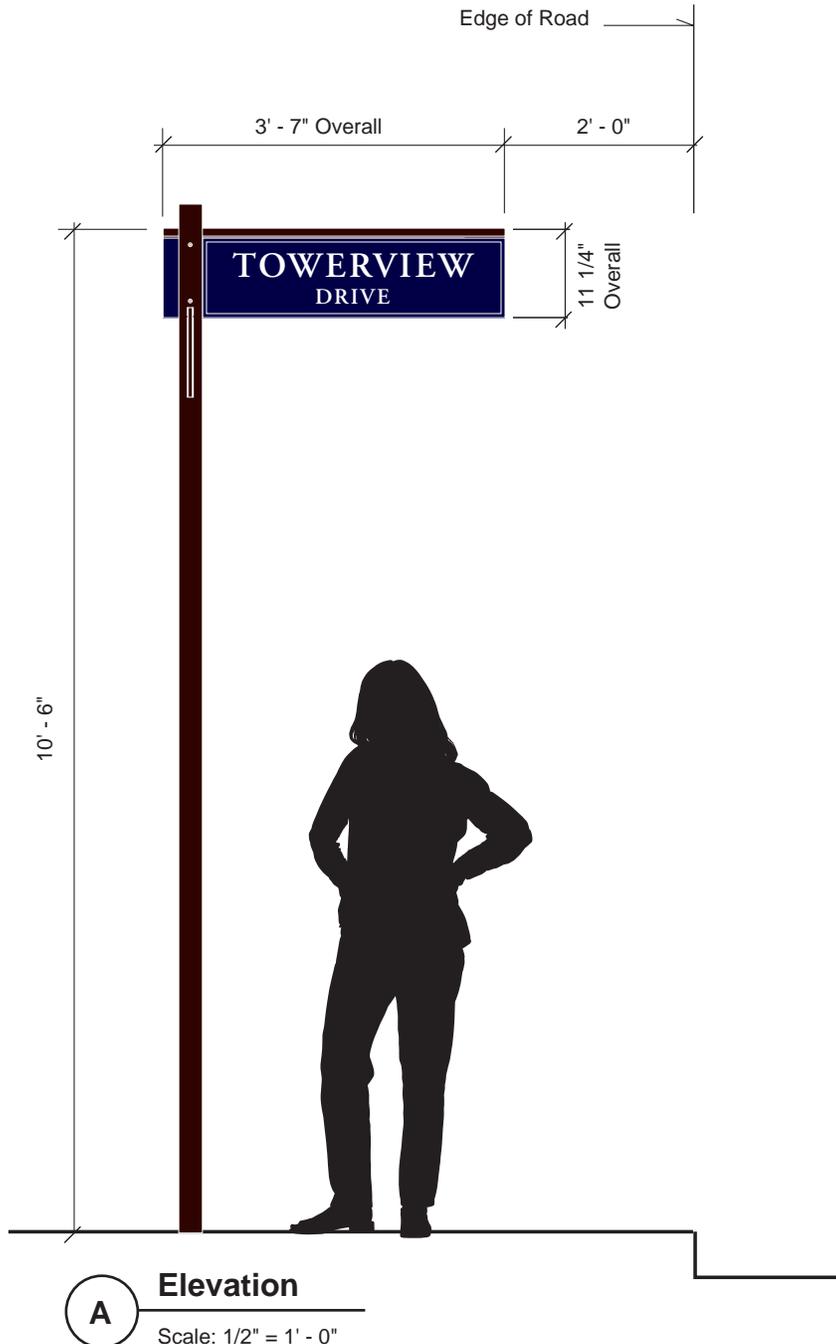
Graphics:

pressure sensitive, prespaced reflective sheeting

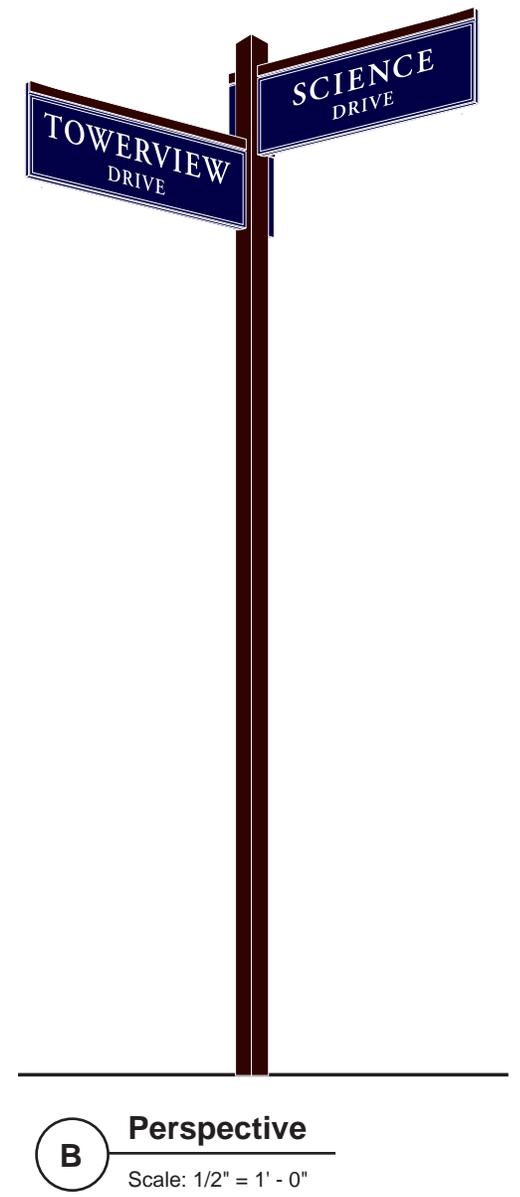
Finish: painted, acrylic polyurethane semi-gloss finish background

Materials:

1/2" thk aluminum backer plate and 1/8" thick sign panels
3" x 3" x 1/4" Aluminum Post



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

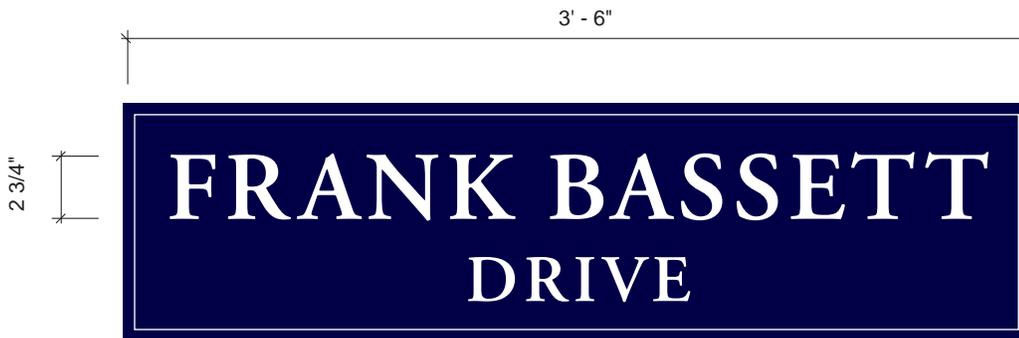


B Perspective
Scale: 1/2" = 1' - 0"



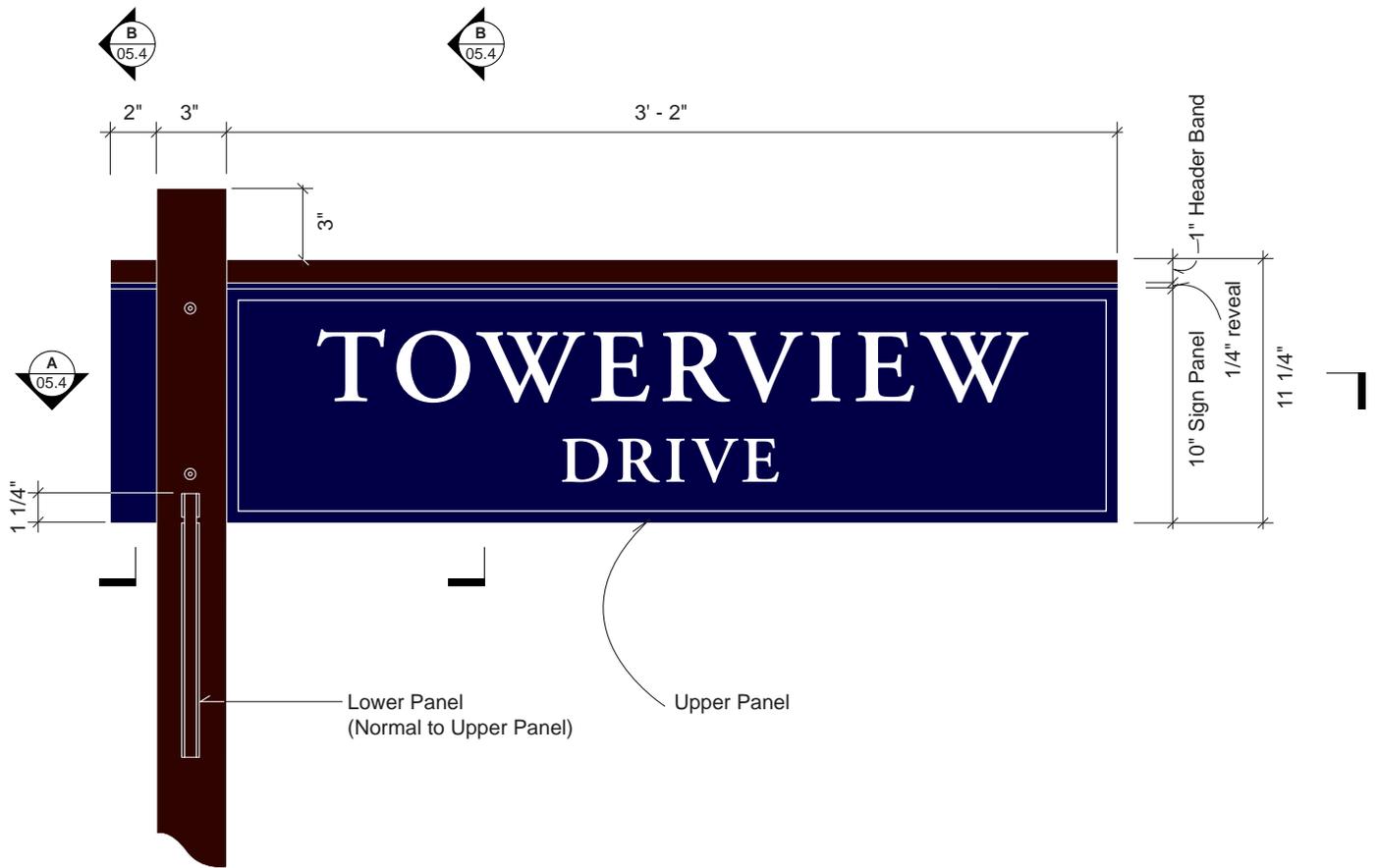
A Layout 1 - Standard Layout

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

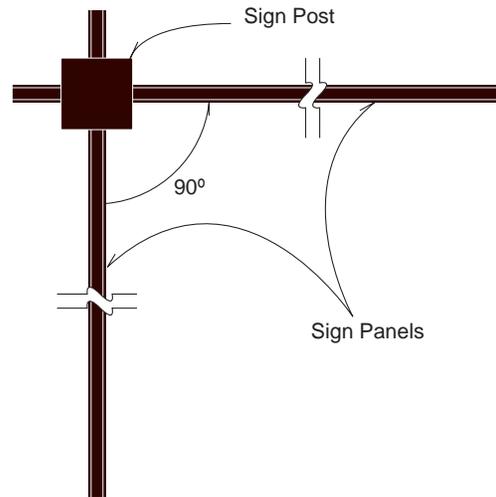


B Layout 2

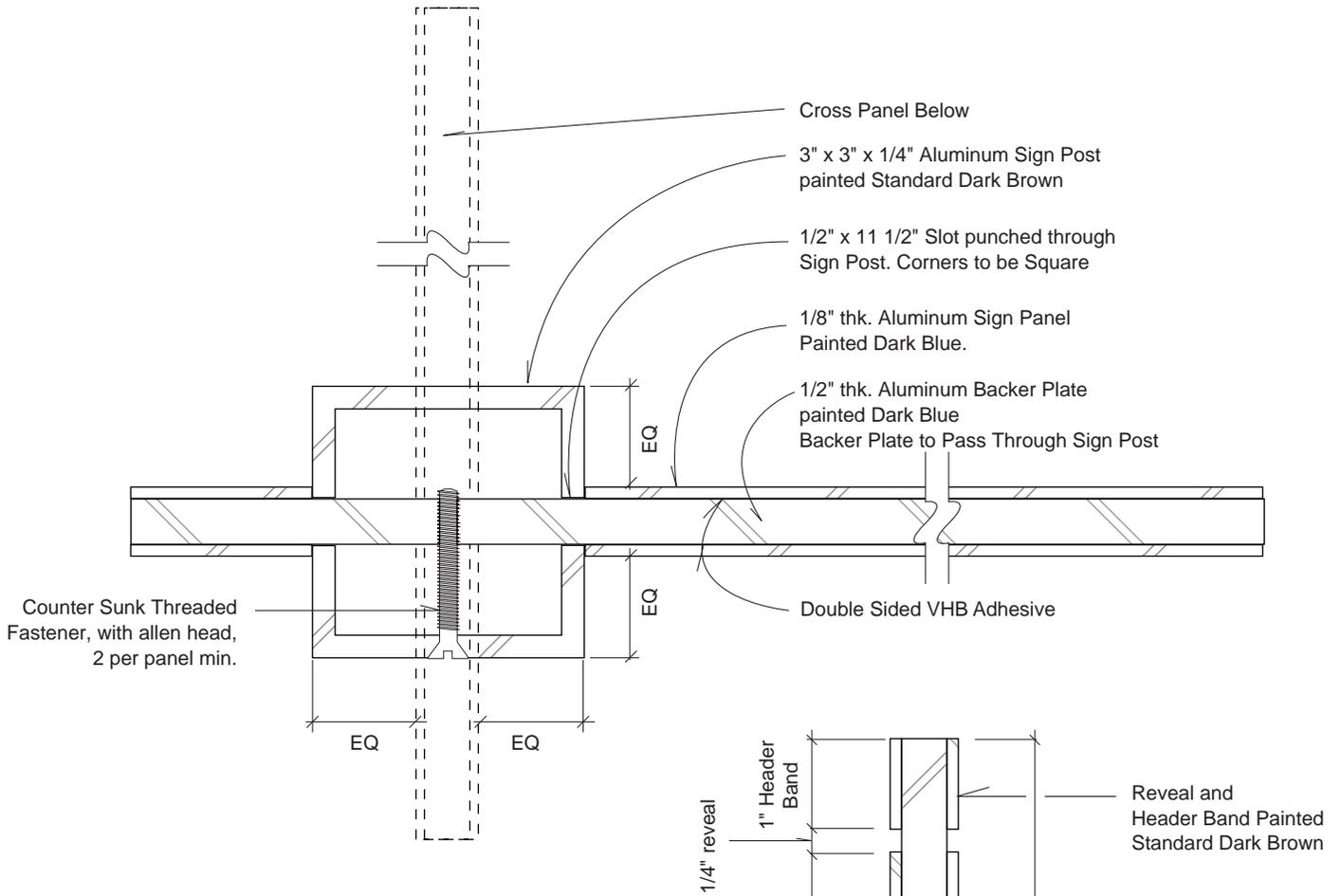
Scale: 1 1/2" = 1' - 0"



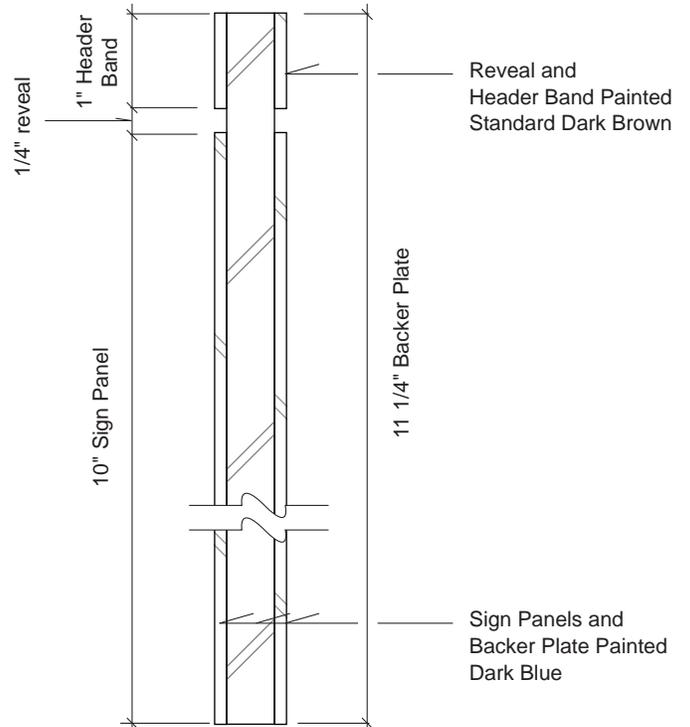
A Panel Mounting Detail
Scale: 1 1/2" = 1' - 0"



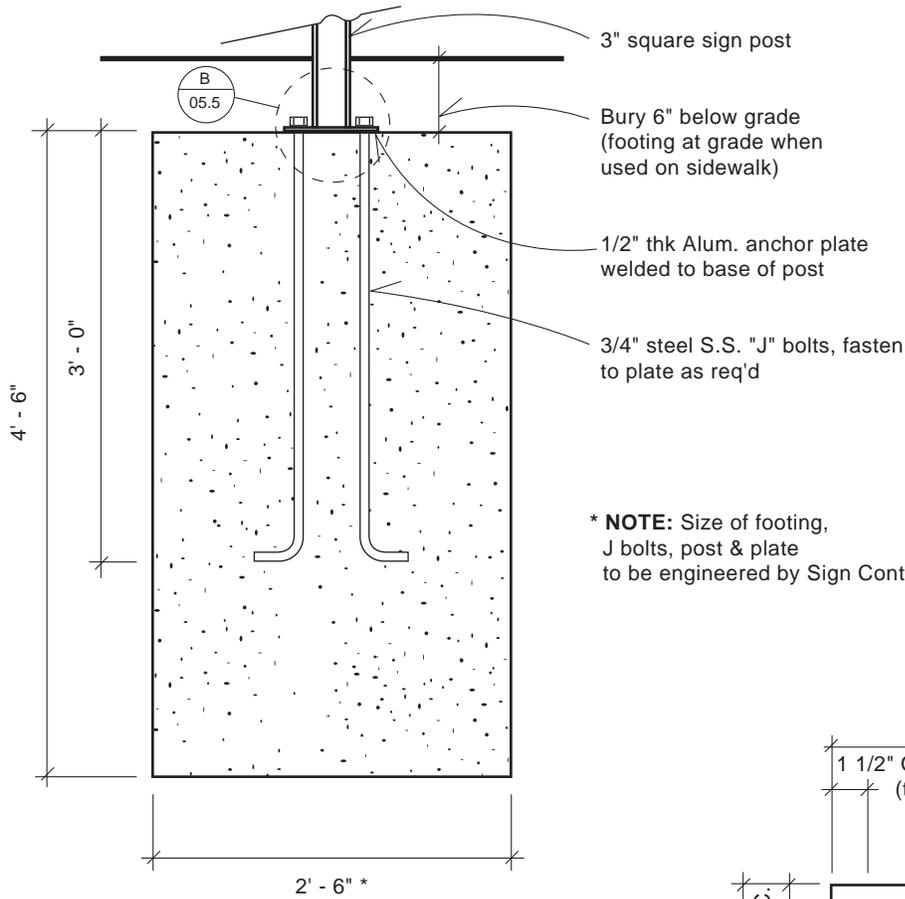
B Plan View
Scale: 1 1/2" = 1' - 0"



A **Horizontal Section**
Scale: Half Size

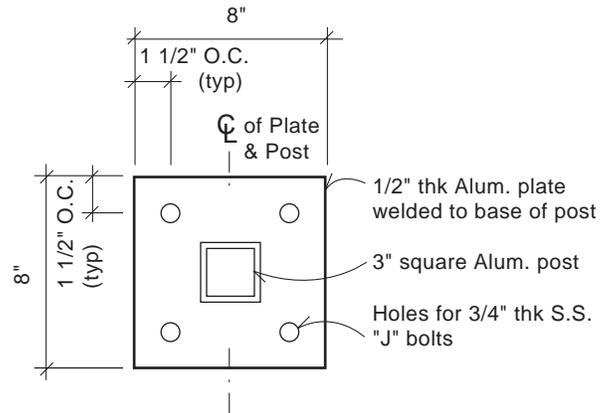


B **Vertical Section Detail**
Scale: Half Size



* 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:

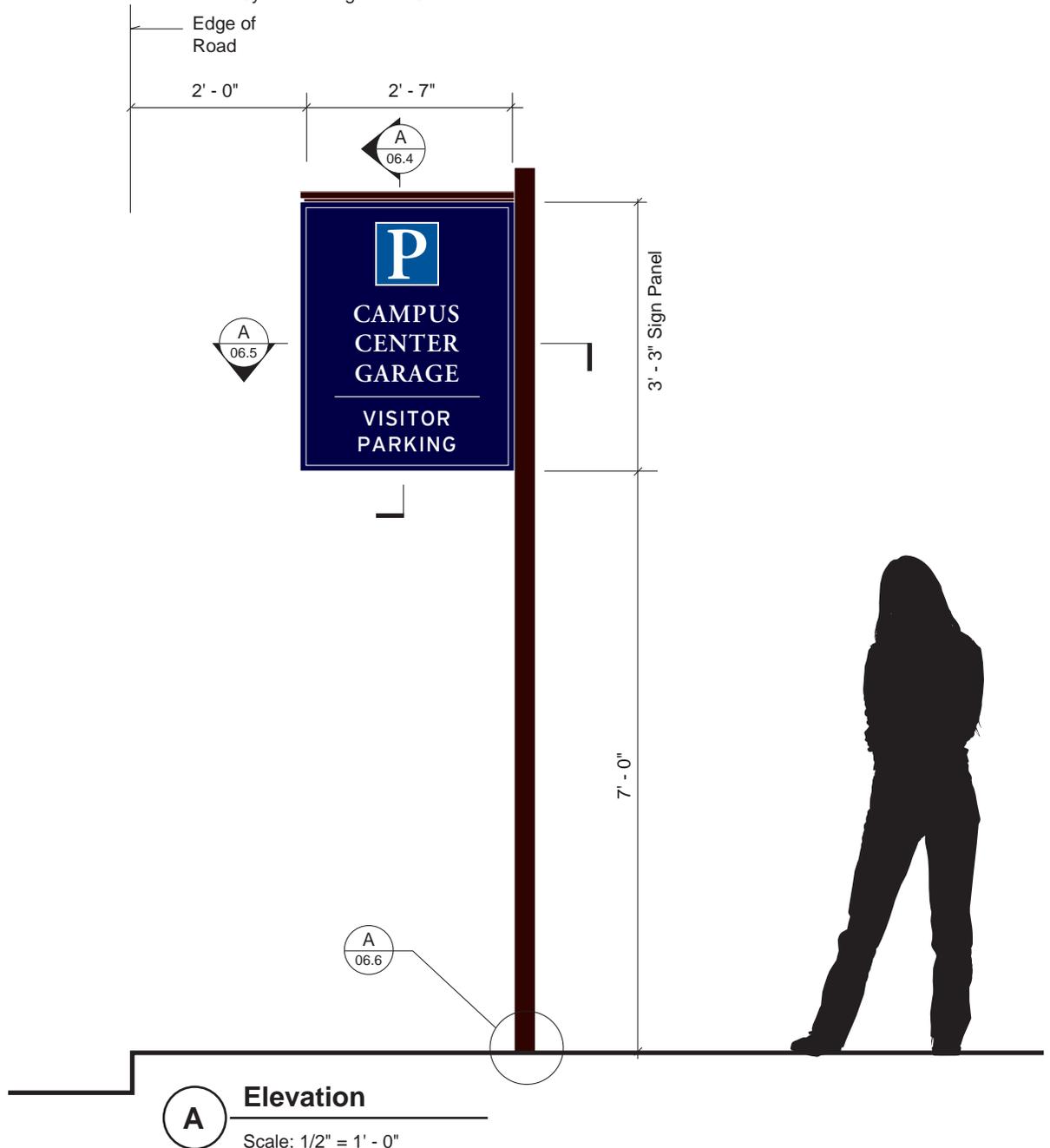
Pressure sensitive, prespaced reflective sheeting

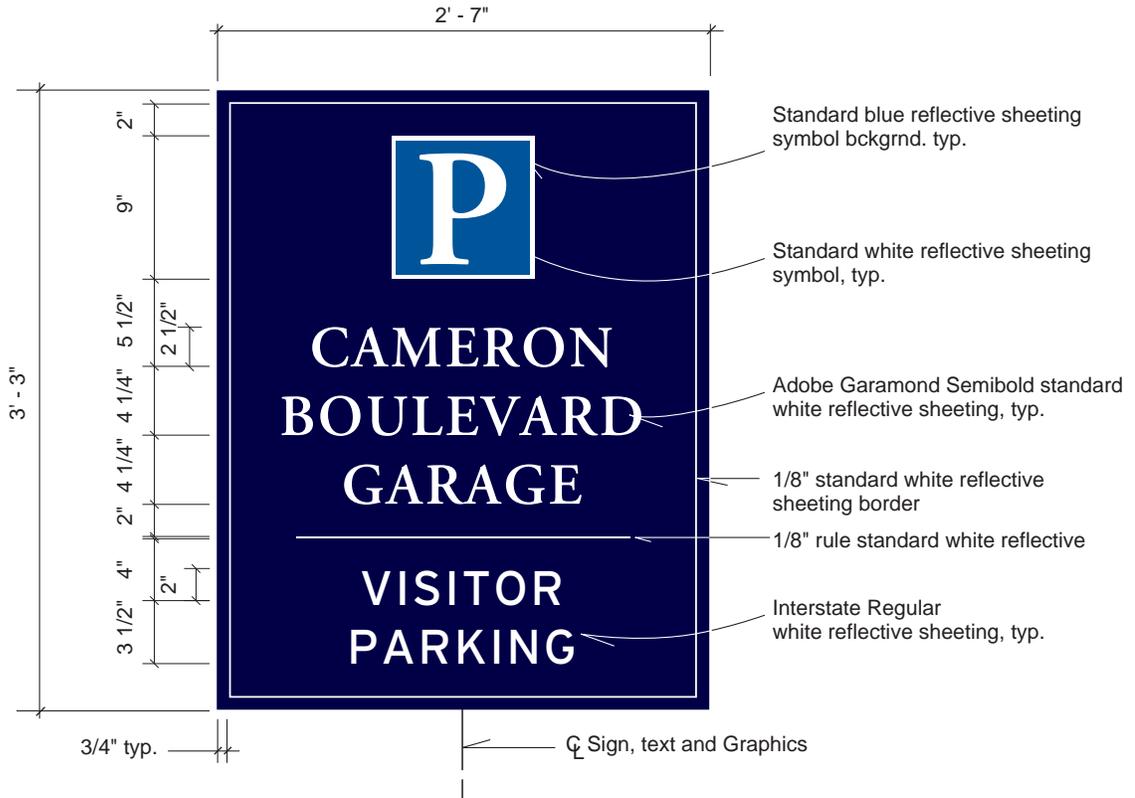
Finish:

Painted, acrylic polyurethane semi-gloss finish background

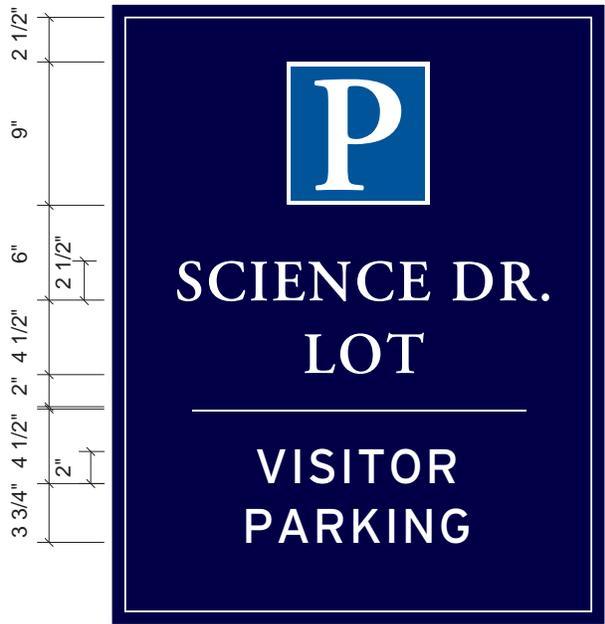
Materials:

.090" aluminum sign panel
extruded aluminum frame
3" x 3" x 1/4" square aluminum post

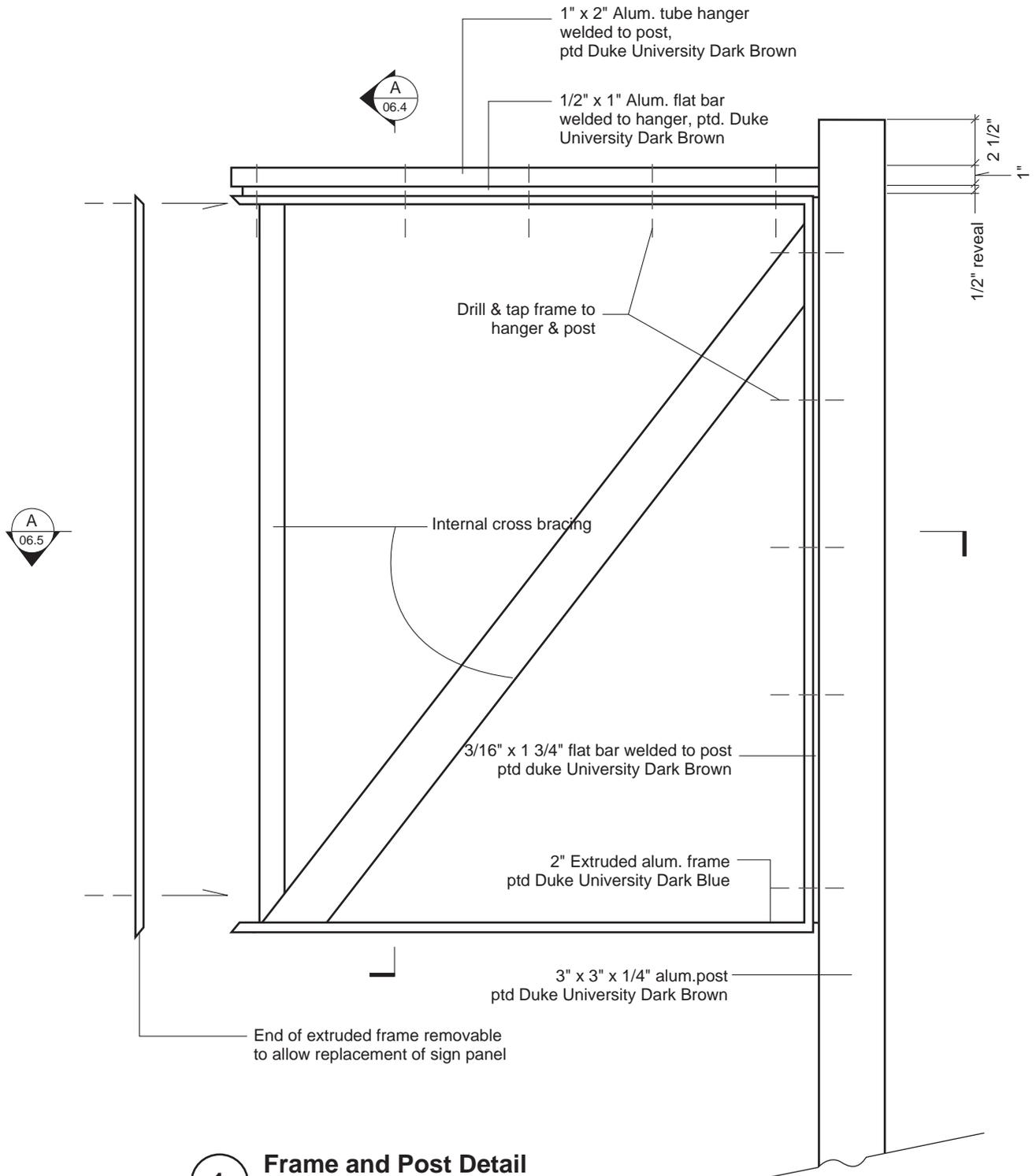




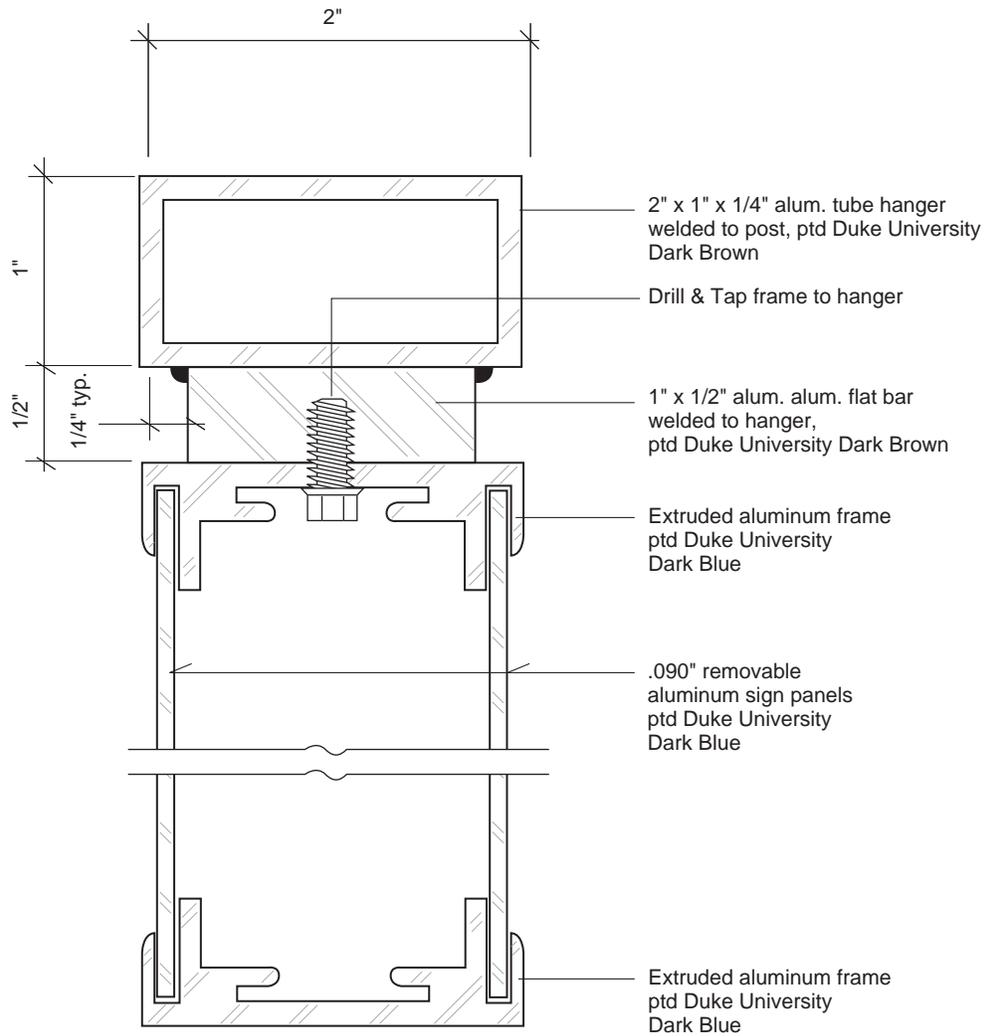
A Layout 1
Scale: 1" = 1' - 0"



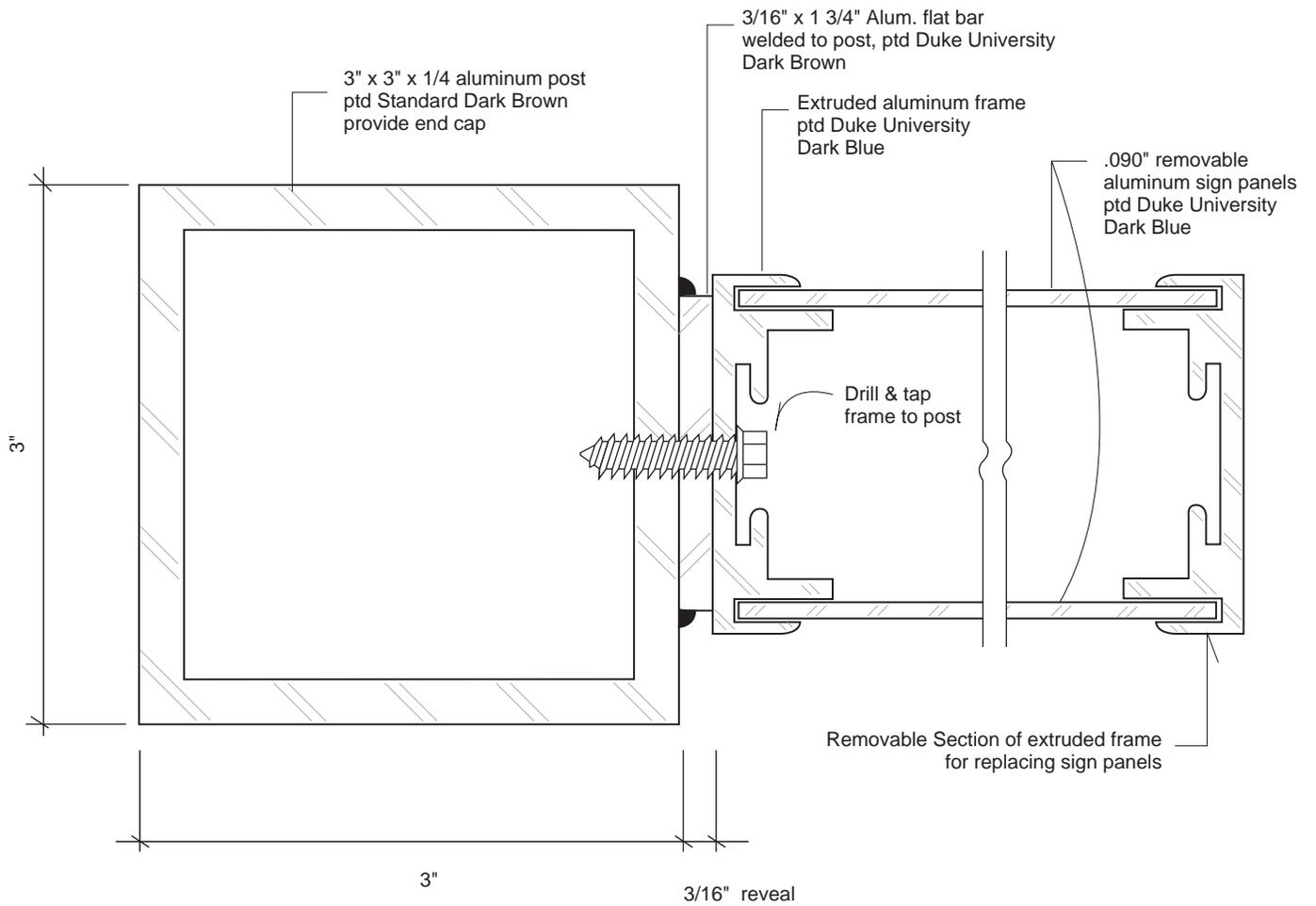
B Layout 2
Scale: 1" = 1' - 0"



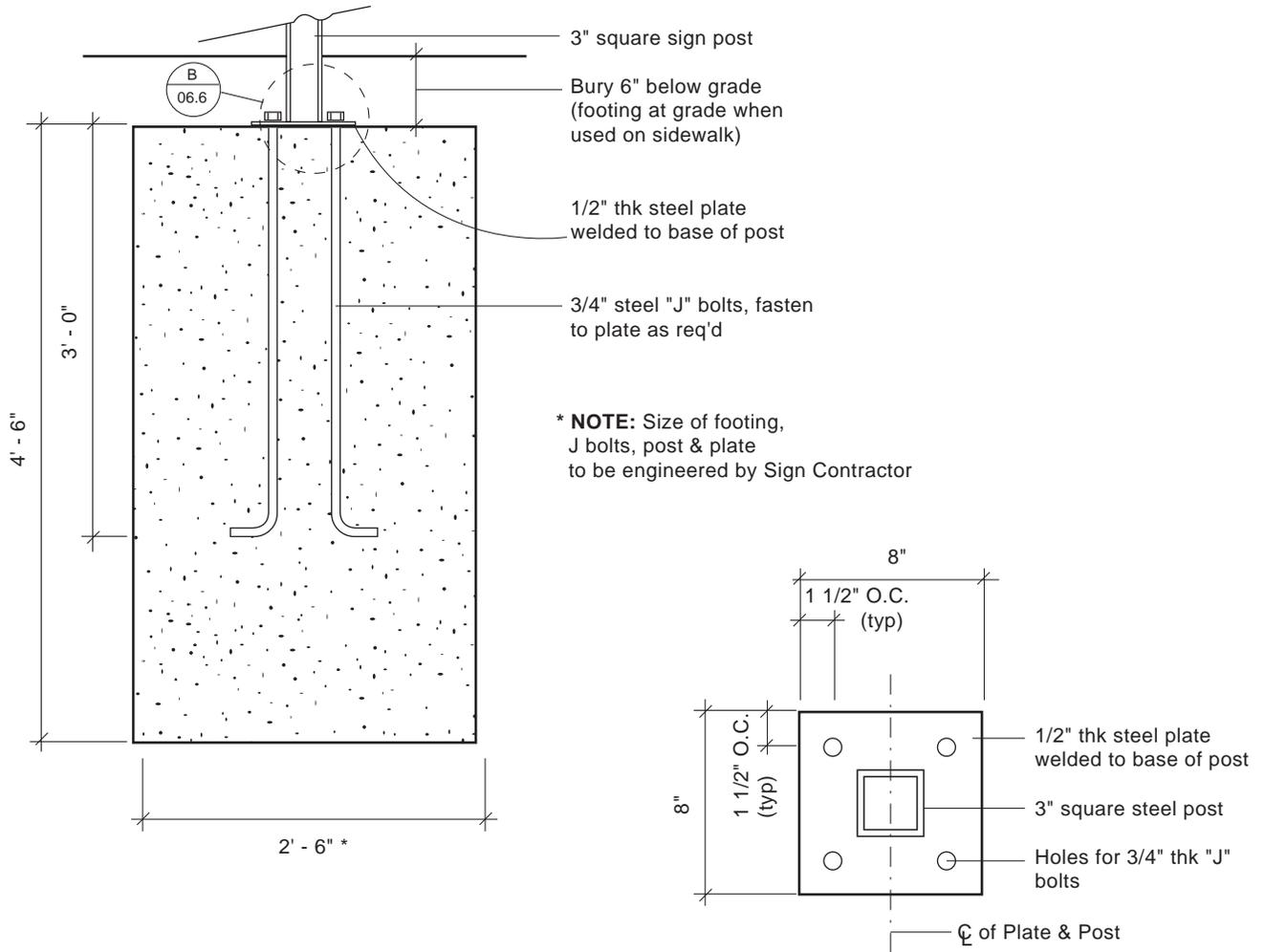
1 Frame and Post Detail
Scale: 1-1/2" = 1' - 0"



A Vertical Section
Full Size



A Horizontal Section
Full Size



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

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

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:

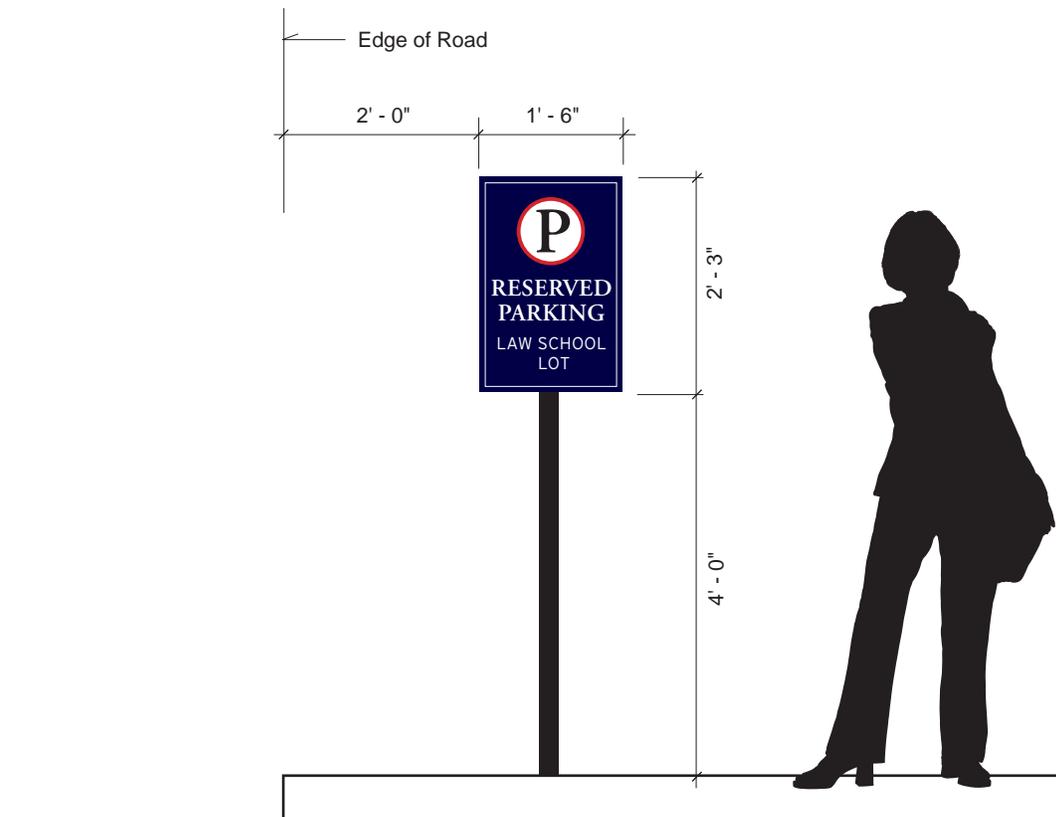
Pressure sensitive, pre-spaced reflective sheeting
Symbol: Silk Screened

Finish:

Painted, acrylic polyurethane semi-gloss finish background

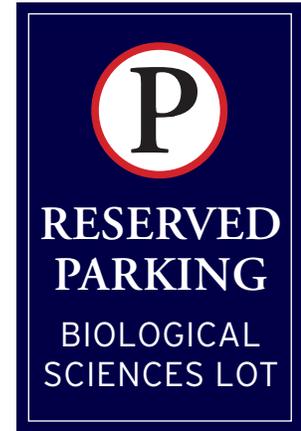
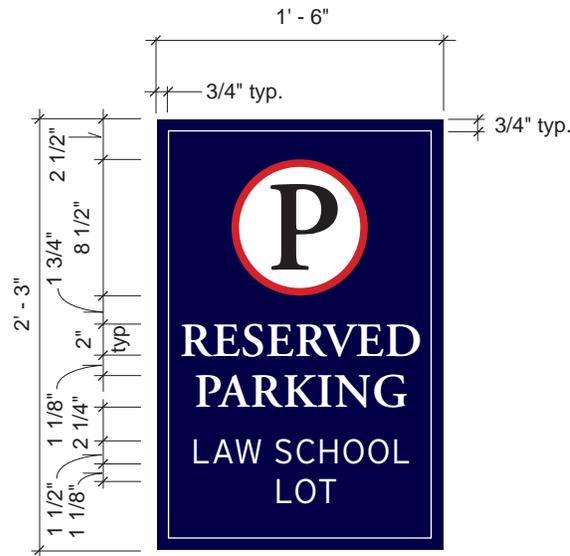
Materials:

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



Elevation

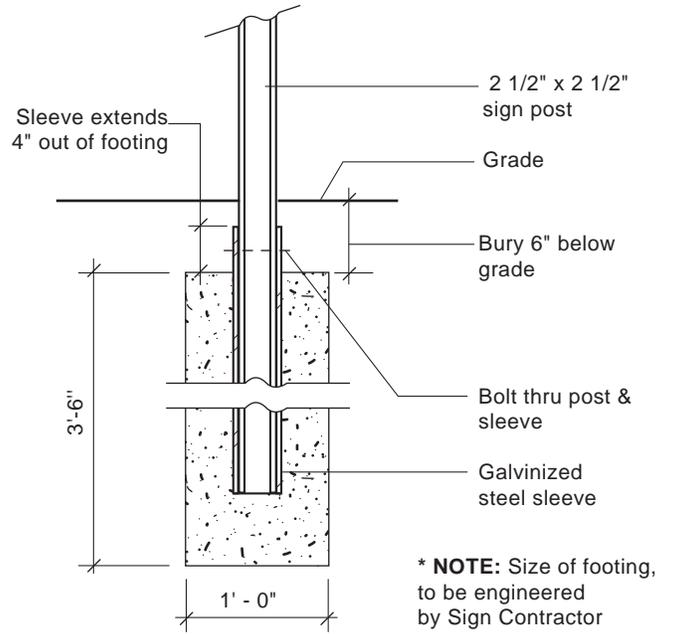
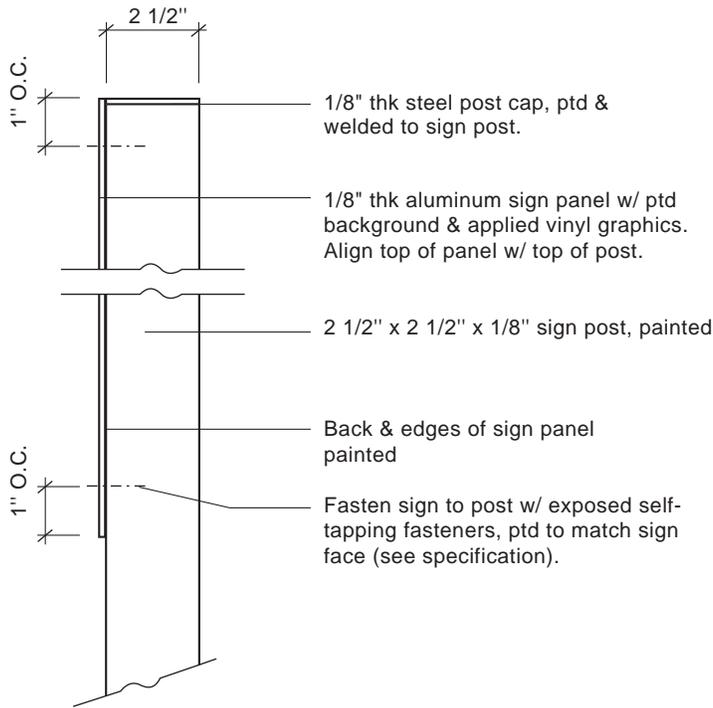
Scale: 1/2" = 1' - 0"



A **Layout 1**
Scale: 1" = 1' - 0"

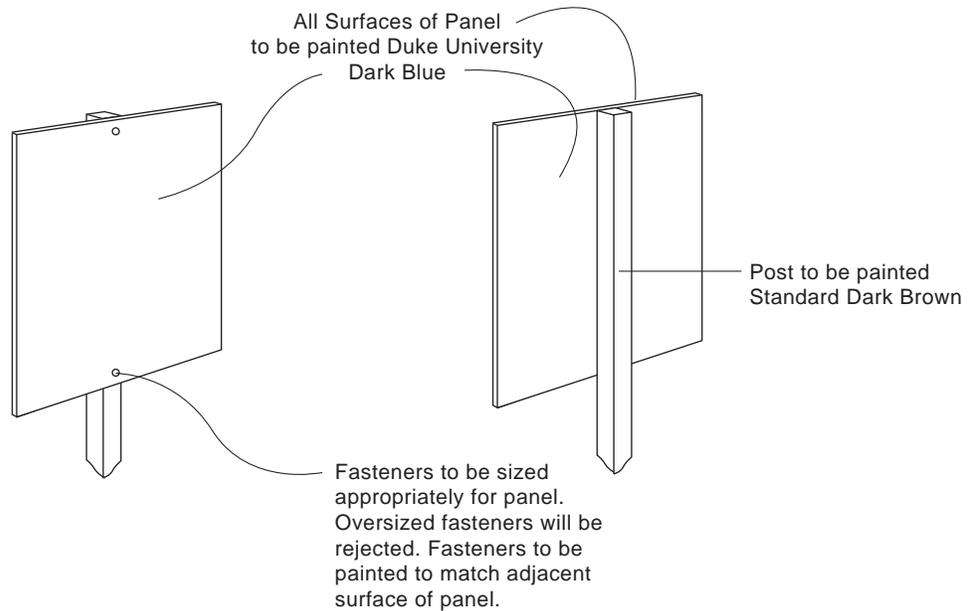
B **Layout 2**
Scale: 1" = 1' - 0"

See layout 1 for typical dimensions



A Section - Post Mounted
Scale: 3" = 1' - 0"

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



C Finishing Detail
Not To Scale

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:

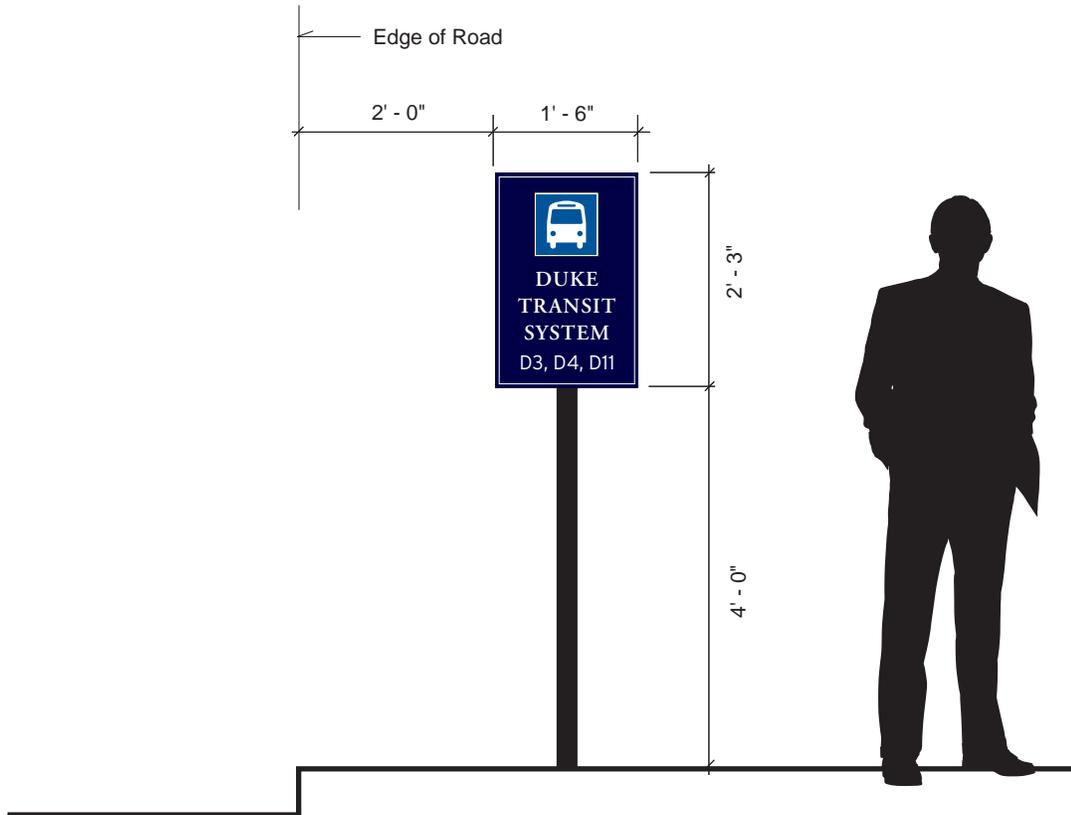
Pressure sensitive, pre-spaced reflective sheeting

Finish:

Painted, acrylic polyurethane semi-gloss finish background

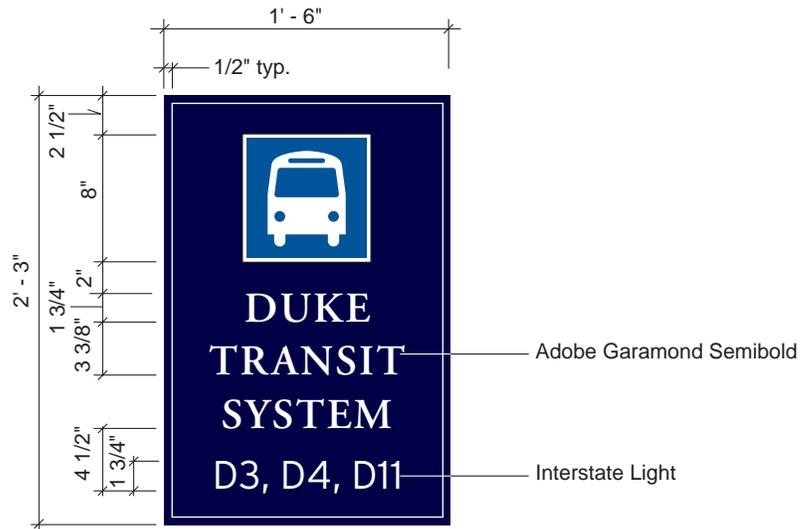
Materials:

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

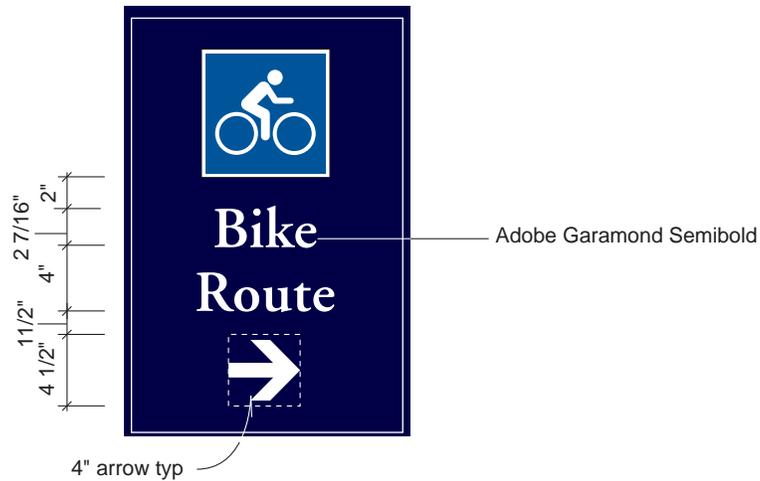


Elevation

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

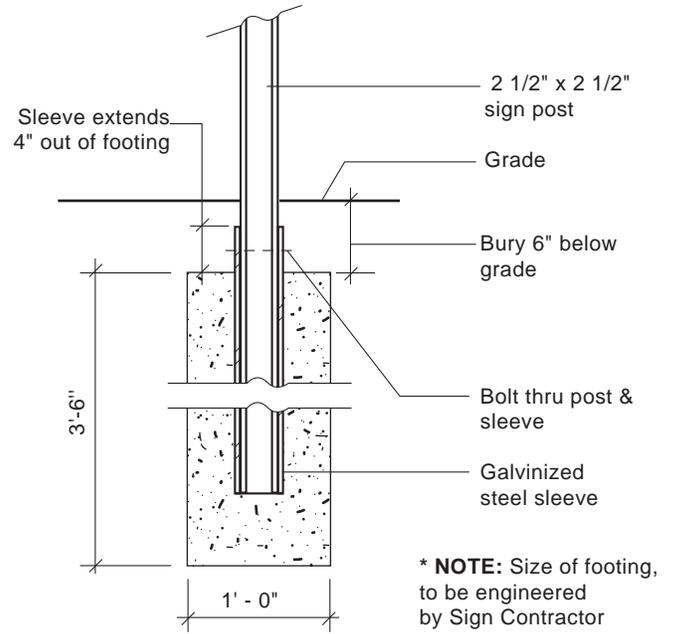
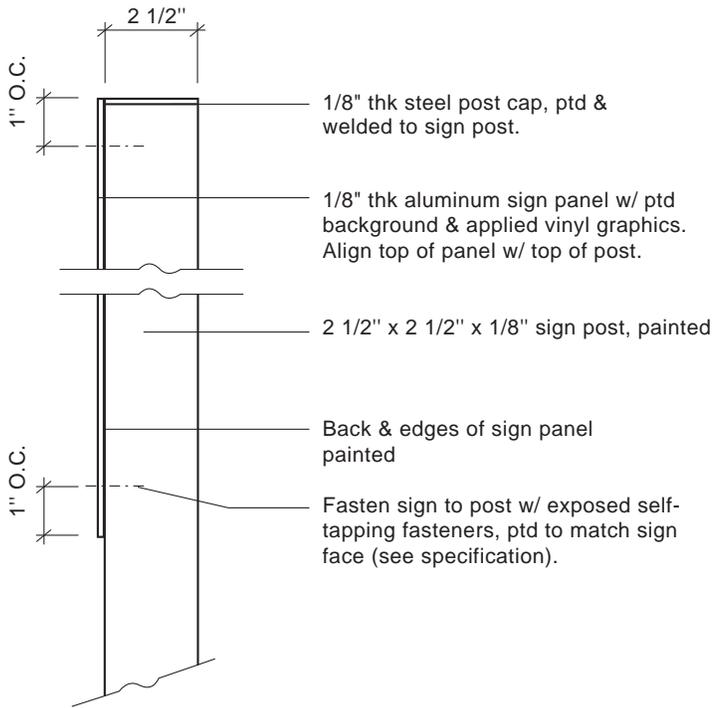


A Layout 1
Scale: 1" = 1' - 0"



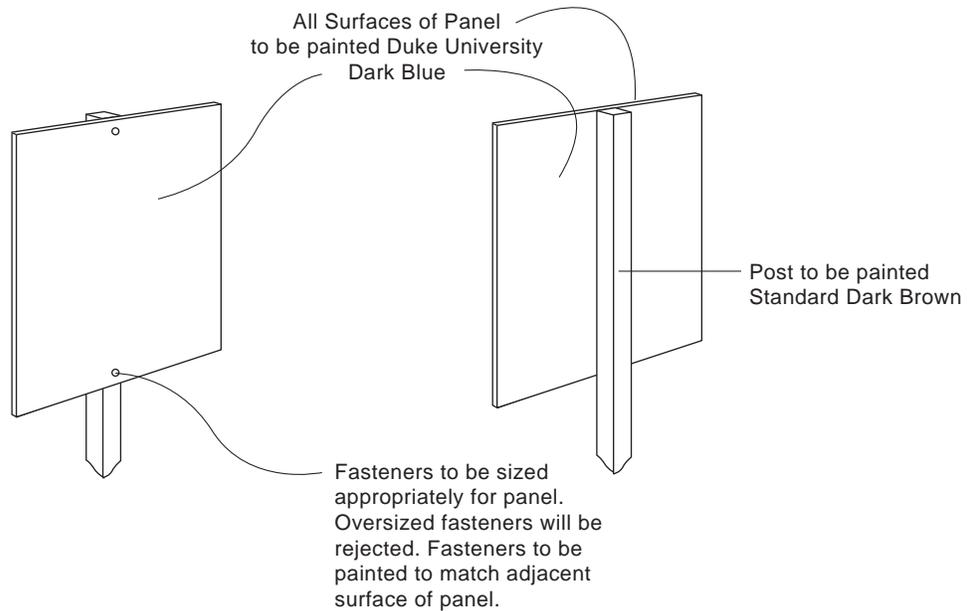
B Layout 2
Scale: 1" = 1' - 0"

See Layout 1 this pg.
for typical dimensions



A Section - Post Mounted
Scale: 3" = 1' - 0"

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



C Finishing Detail
Not To Scale

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 1/2" 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:

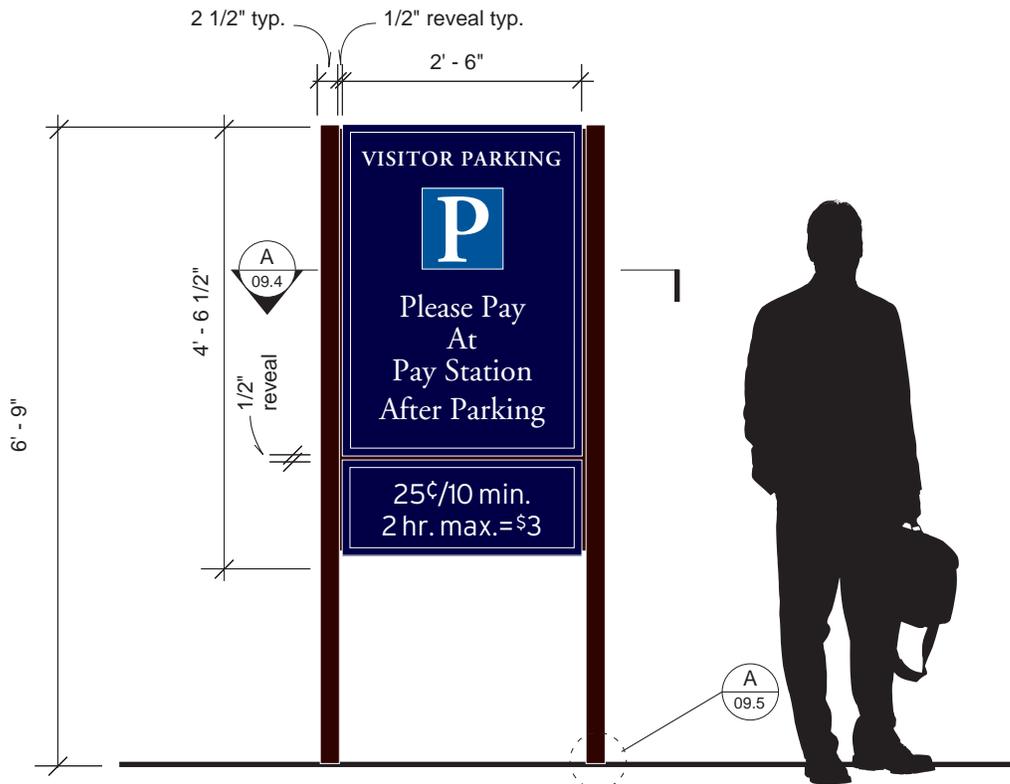
Pressure sensitive, prespaced reflective sheeting

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



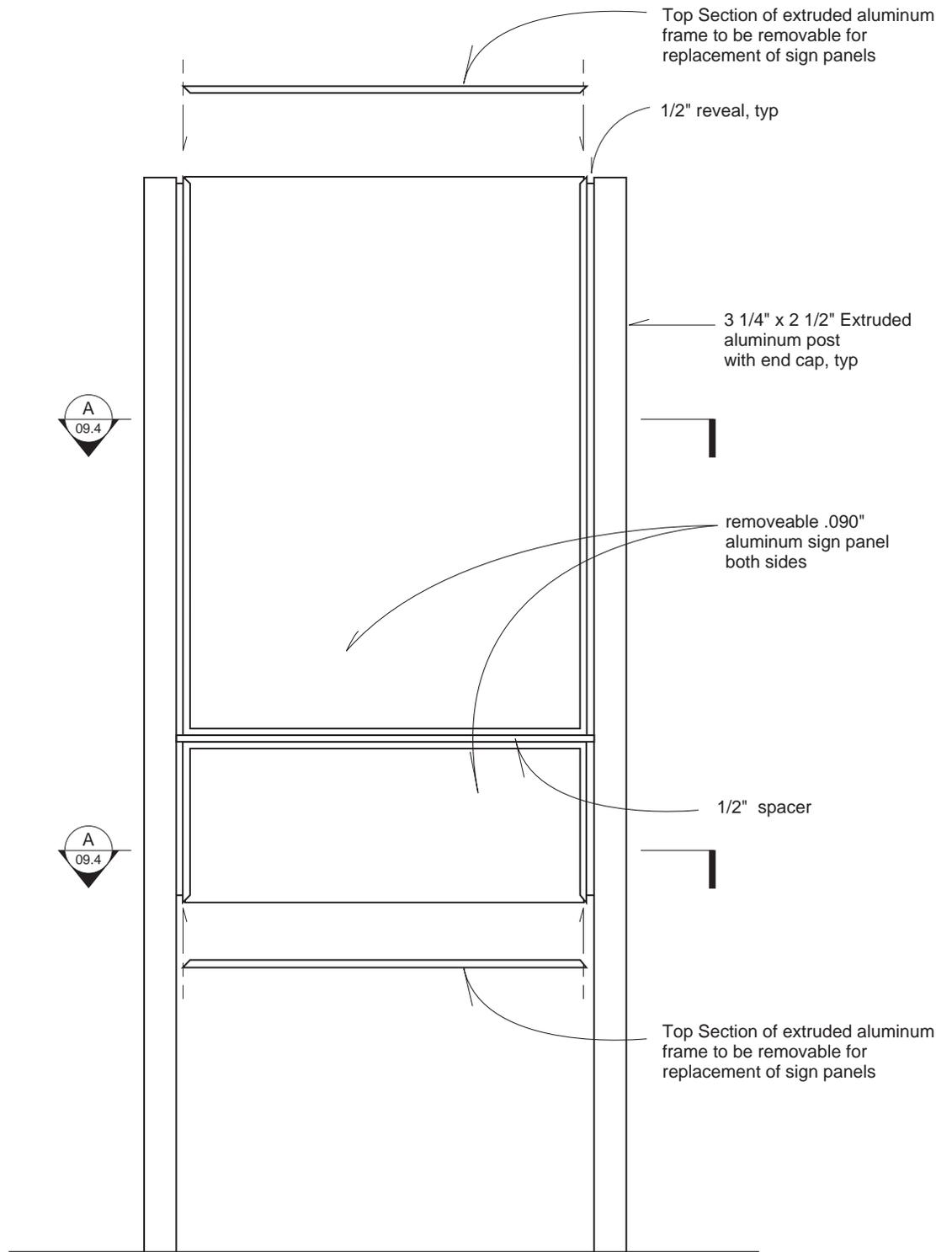
A Elevation
 Scale: 1/2" = 1' - 0"



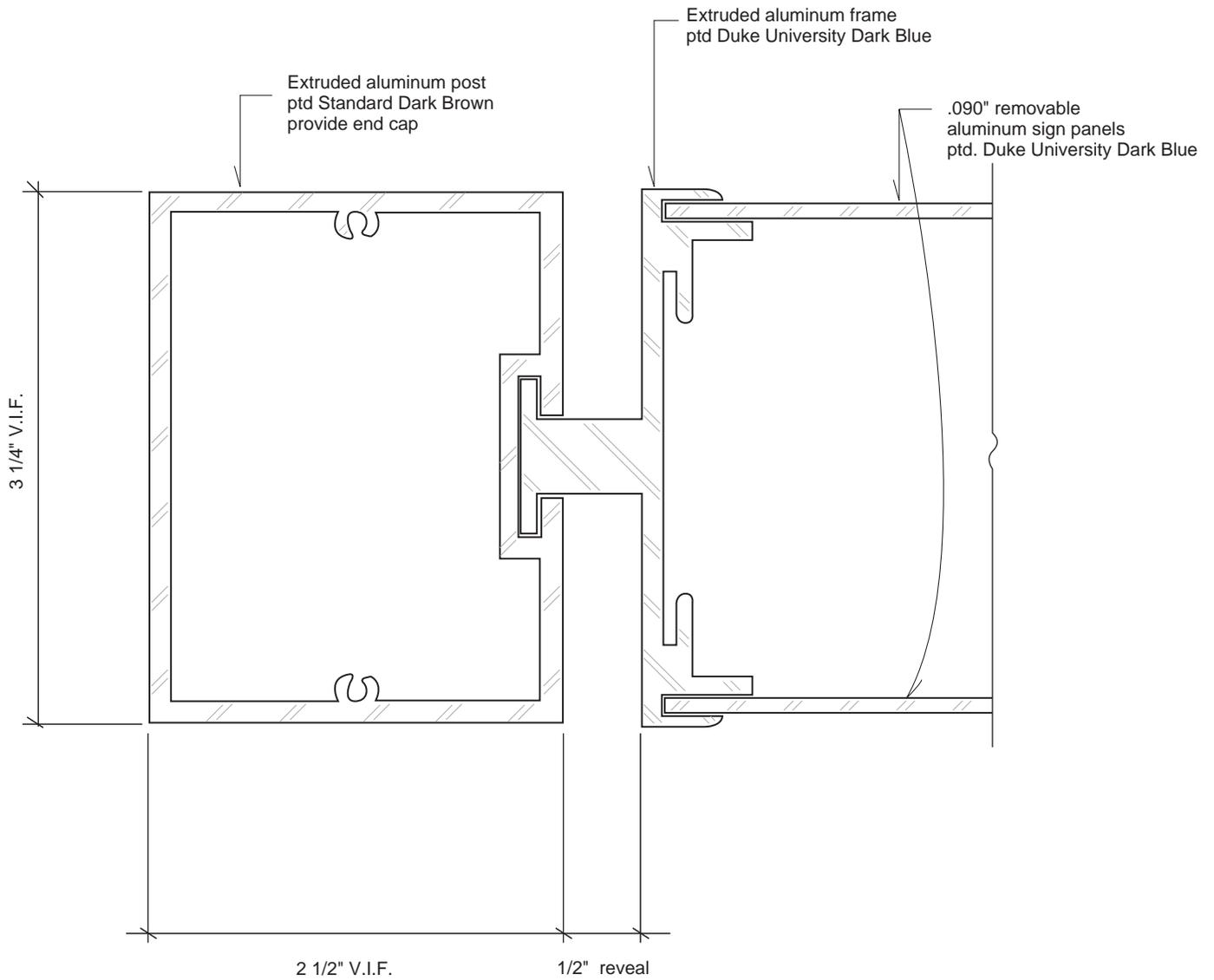
A **Layout 1**
Scale: 1" = 1' - 0"



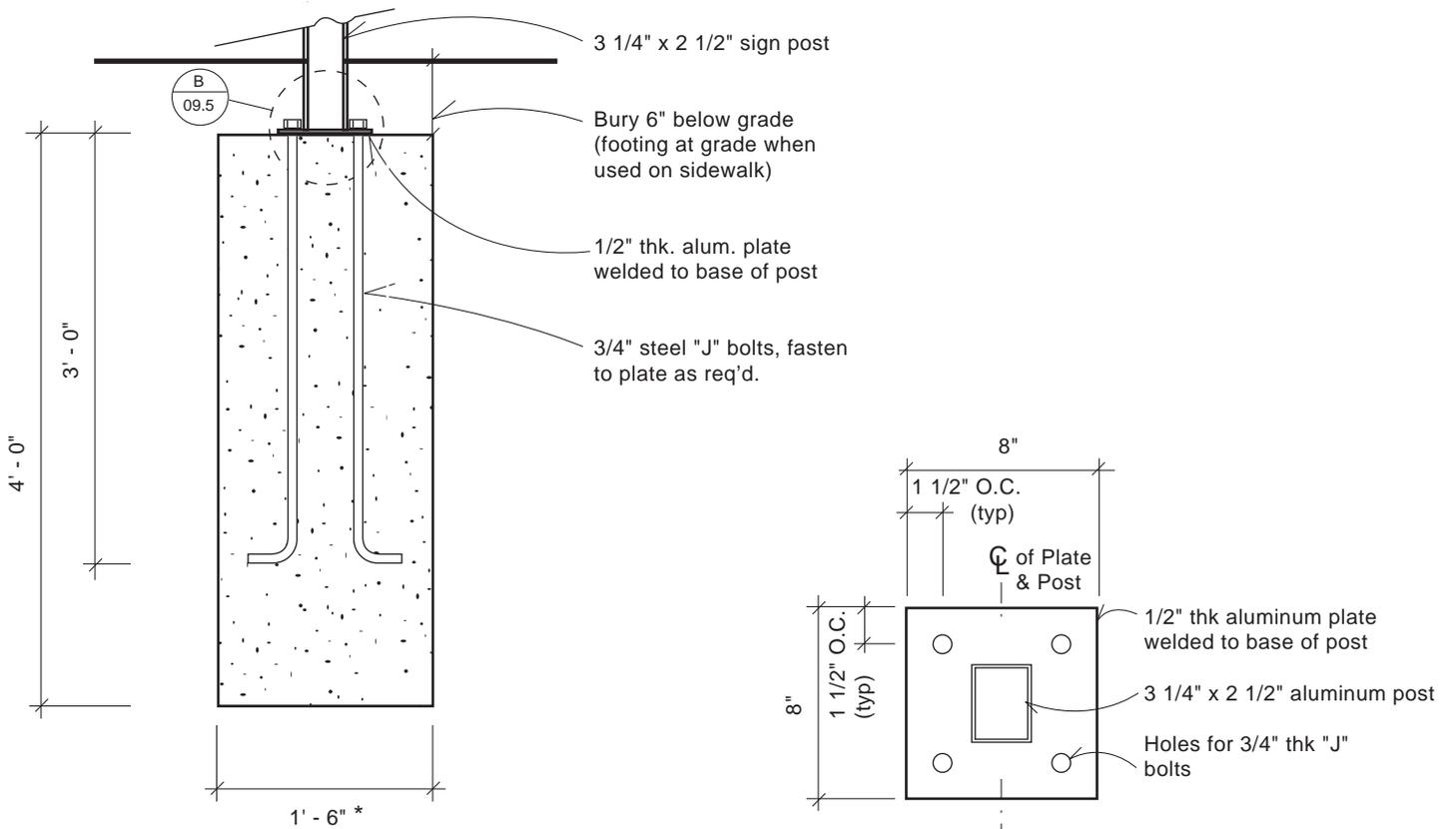
B **Layout 2**
Scale: 1" = 1' - 0"



A Fabrication Detail
1" = 1' - 0"



A Section
Full Size



* 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 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:

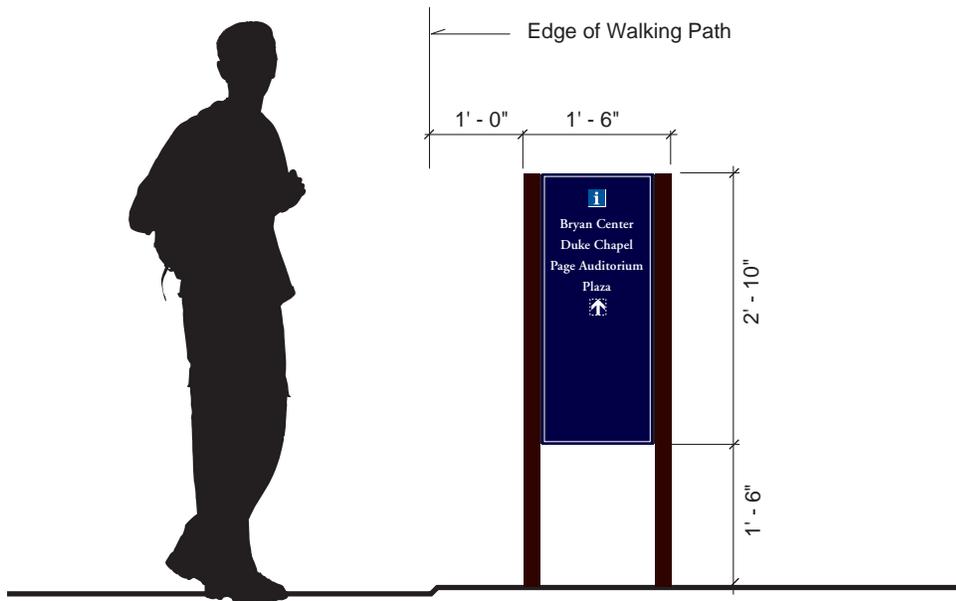
Pressure sensitive, pre-spaced reflective sheeting

Finish:

Painted, acrylic polyurethane semi-gloss finish background

Materials:

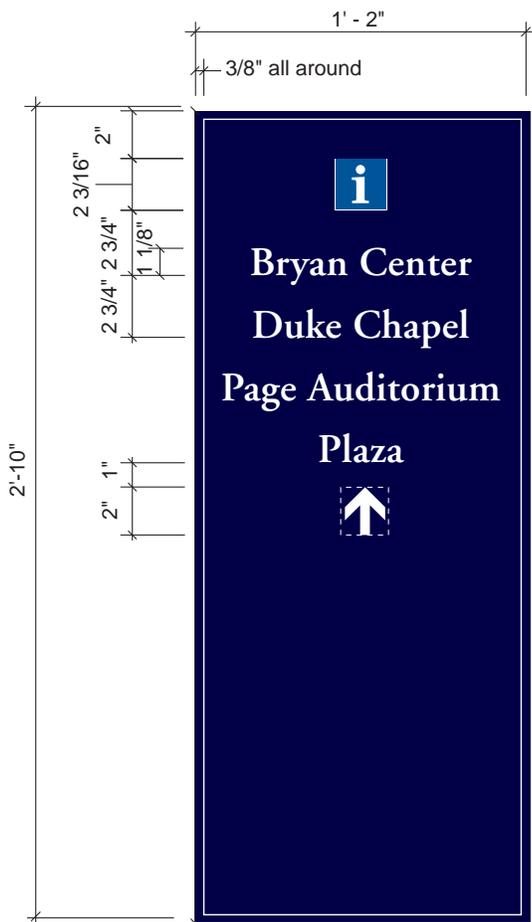
1/8" thk aluminum sign panel with frame
 2" square aluminum posts



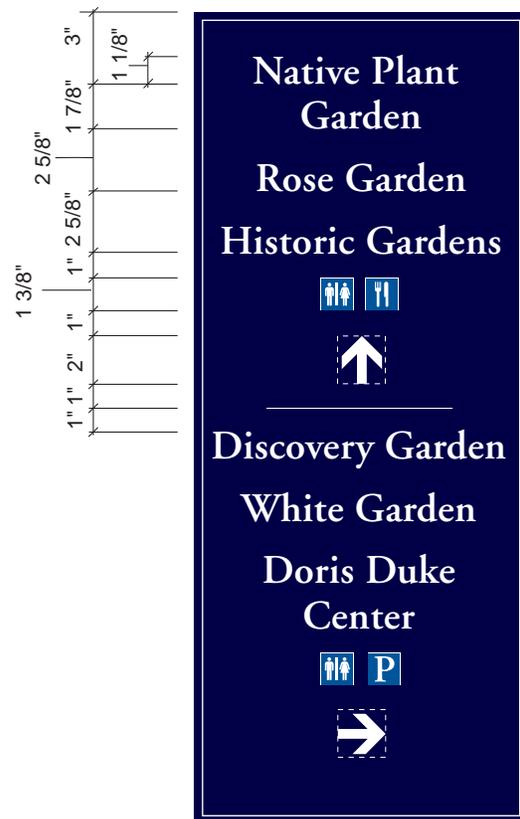
A

Elevation

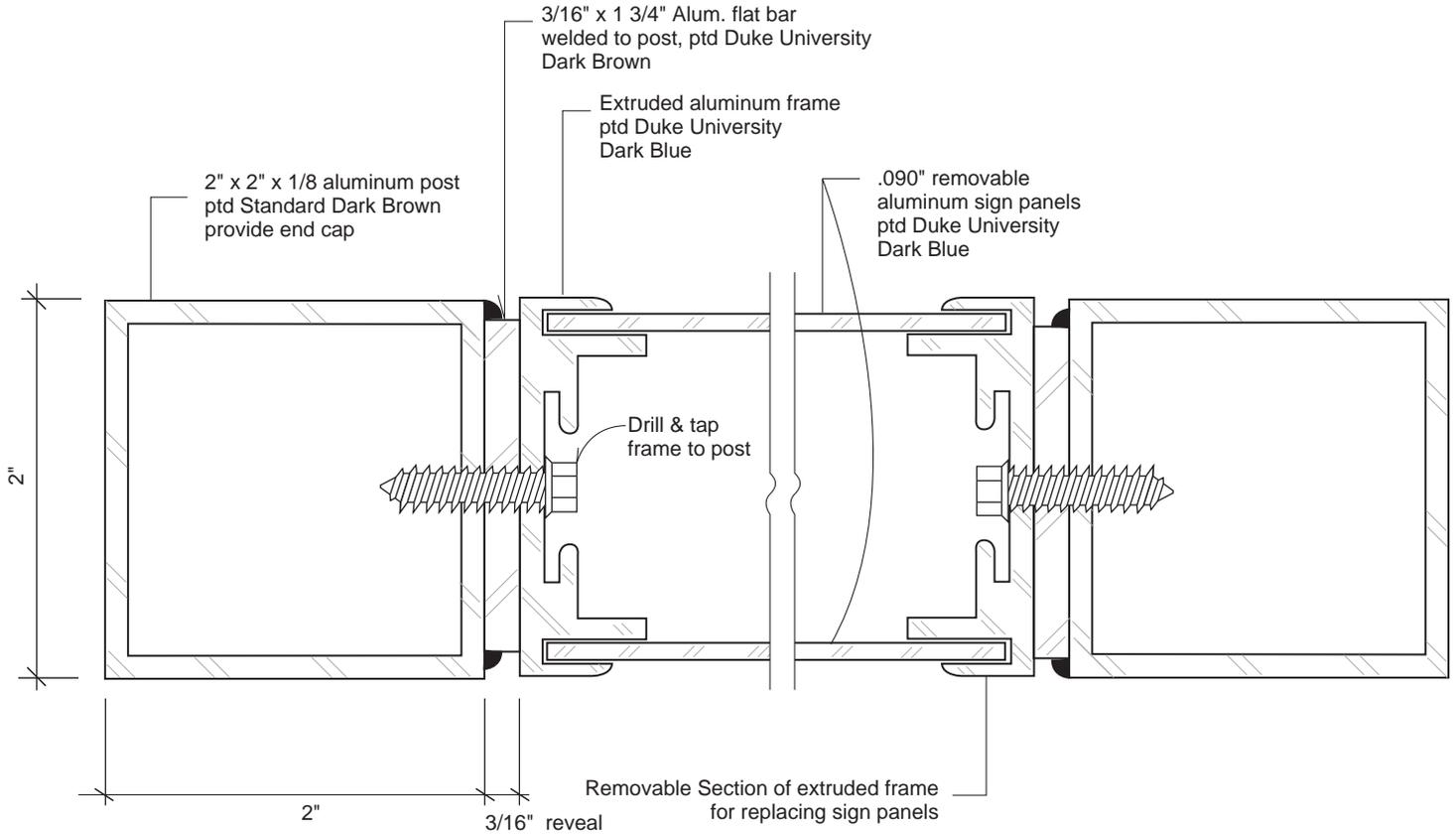
Scale: 1/2" = 1' - 0"



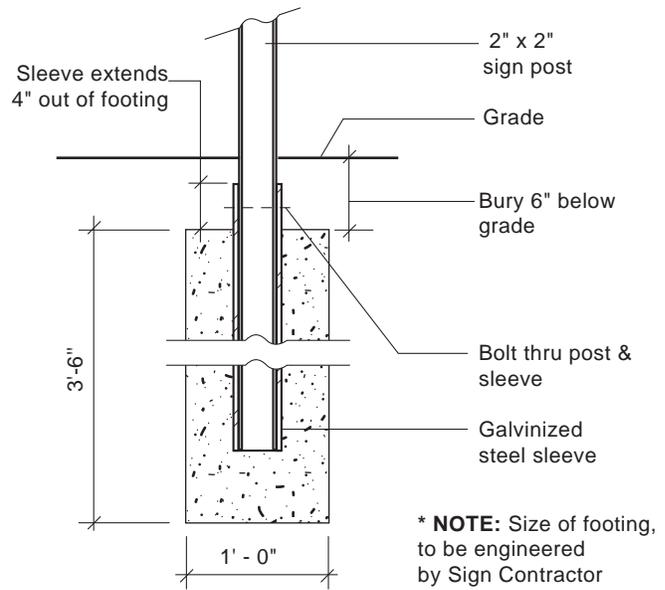
A Layout 1
Scale: 1 1/2" = 1' - 0"



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



A Horizontal Section
Full Size



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

Sign Type 10B - Small Pedestrian Route Sign:

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.

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:

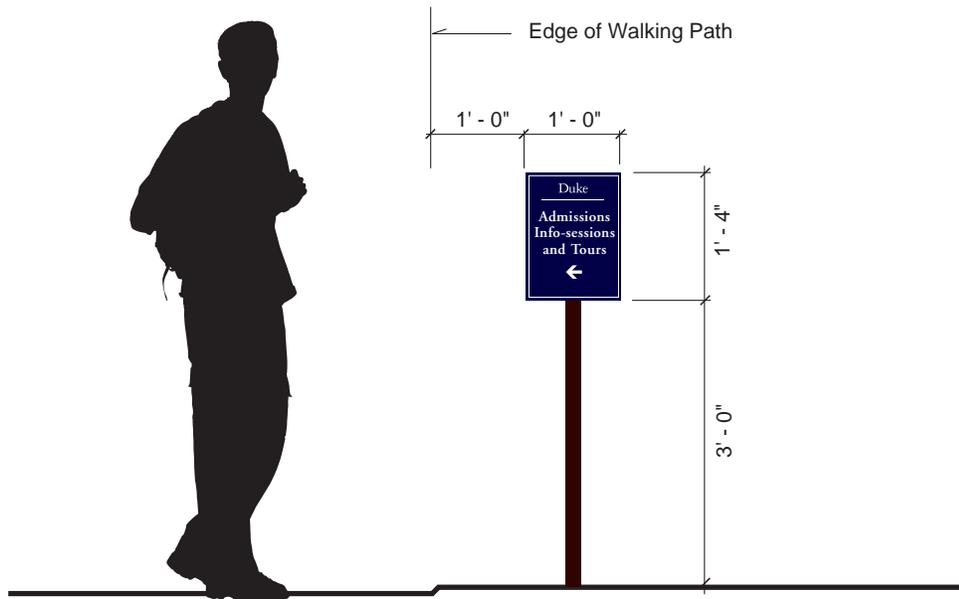
Pressure sensitive, pre-spaced reflective sheeting

Finish:

Painted, acrylic polyurethane semi-gloss finish background

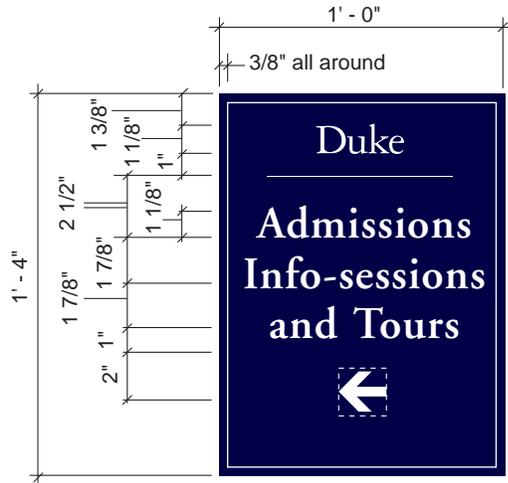
Materials:

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

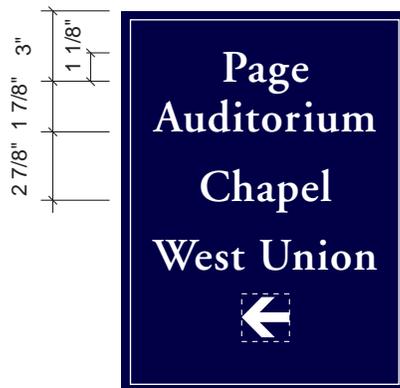


Elevation

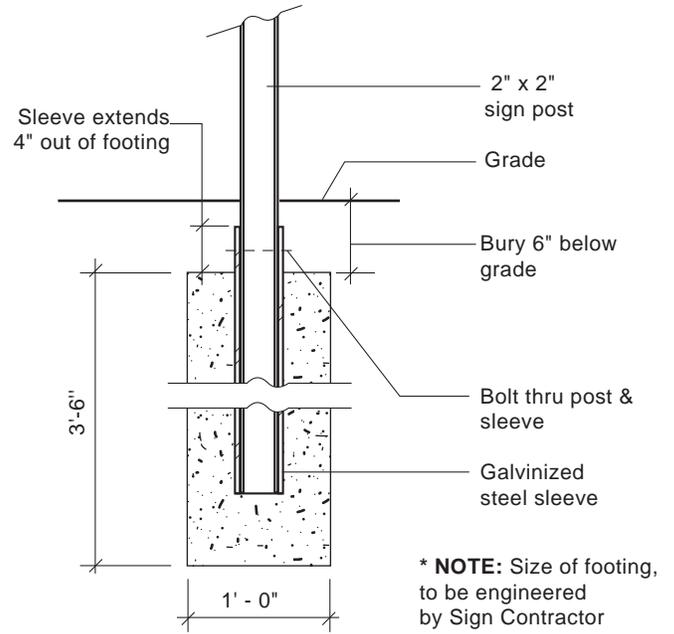
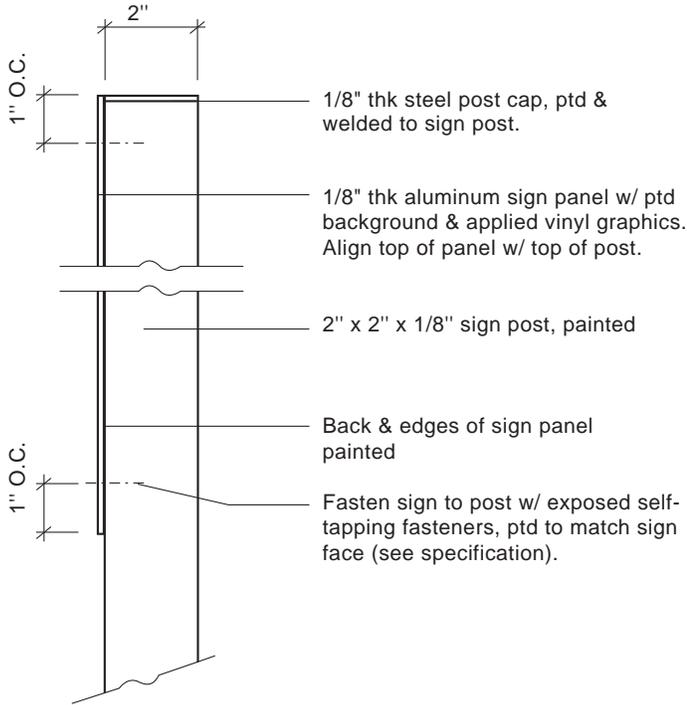
Scale: 1/2" = 1' - 0"



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

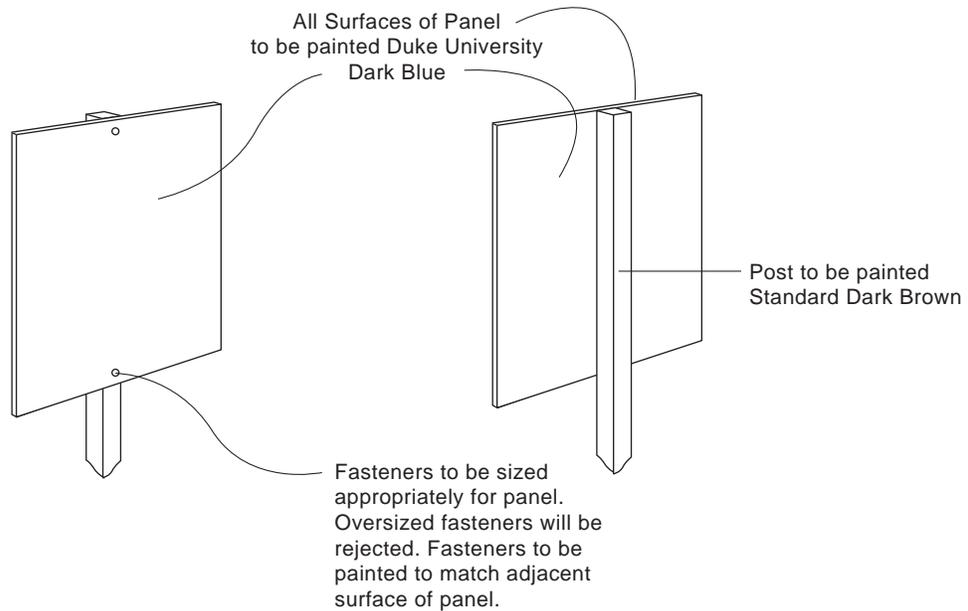


B Layout 2
Scale: 1 1/2" = 1' - 0"



A Section - Post Mounted
Scale: 3" = 1' - 0"

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



C Finishing Detail
Not To Scale

Sign Type 11A - Large Regulatory Sign:
To be used to provide rules and regulations for campus areas/facilities.

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

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

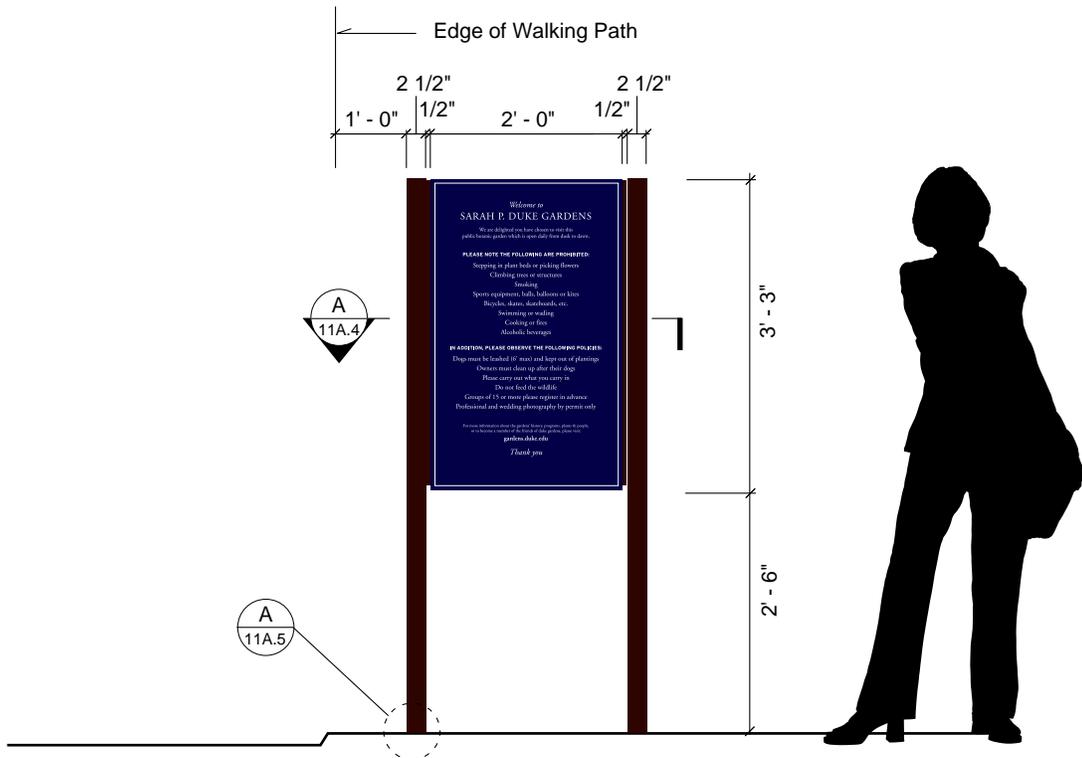
Typeface:
Varies

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

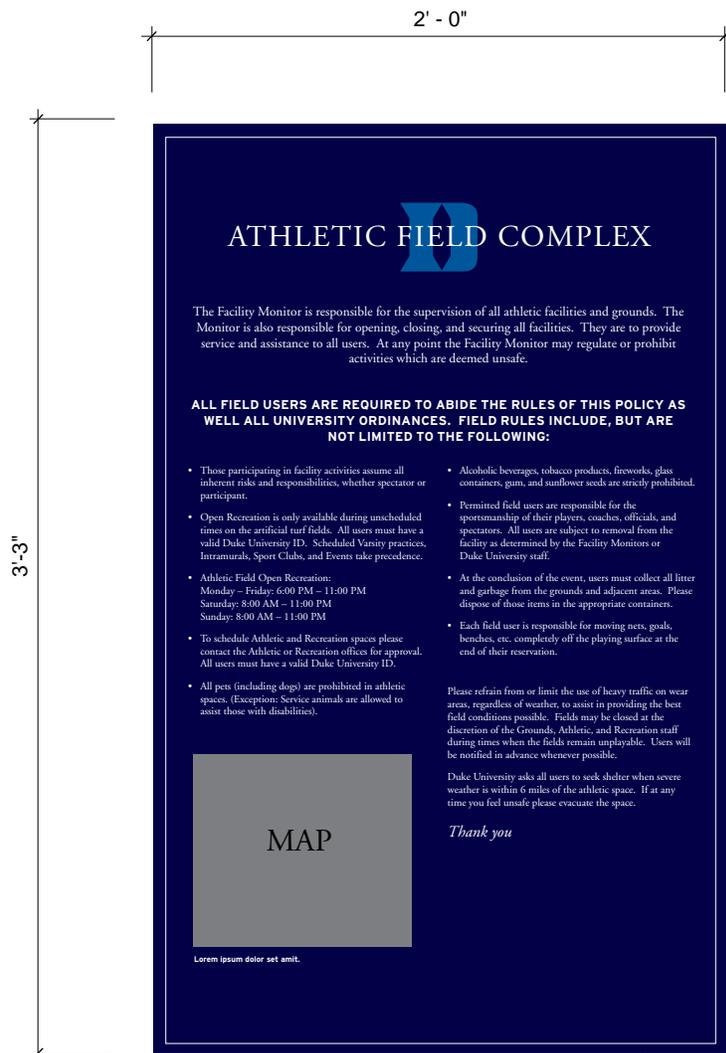


A Elevation
Scale: 1/2" = 1' - 0"



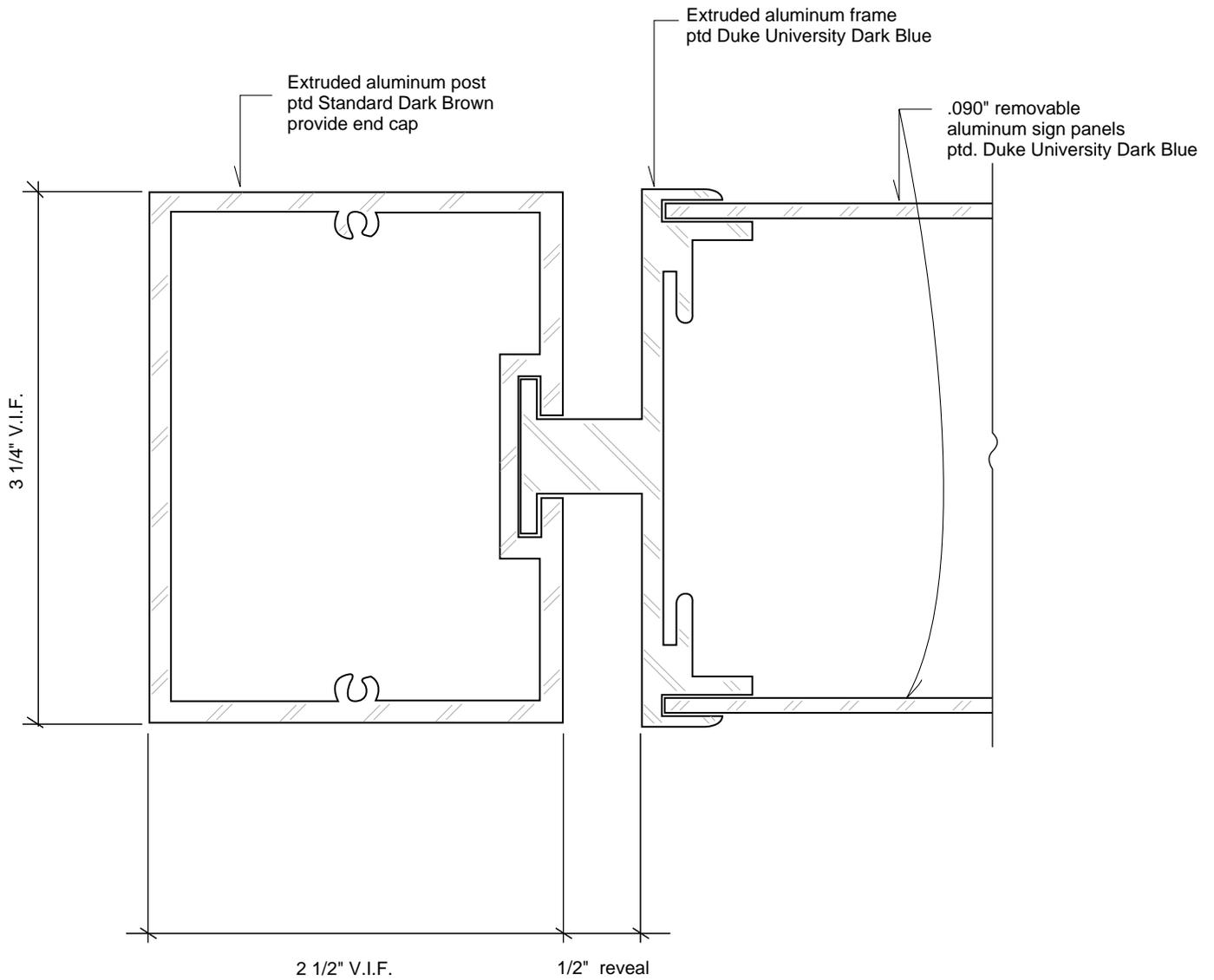
A **Layout 1**
Scale: 1 1/2" = 1' - 0"

digital artwork to be provided by Designer

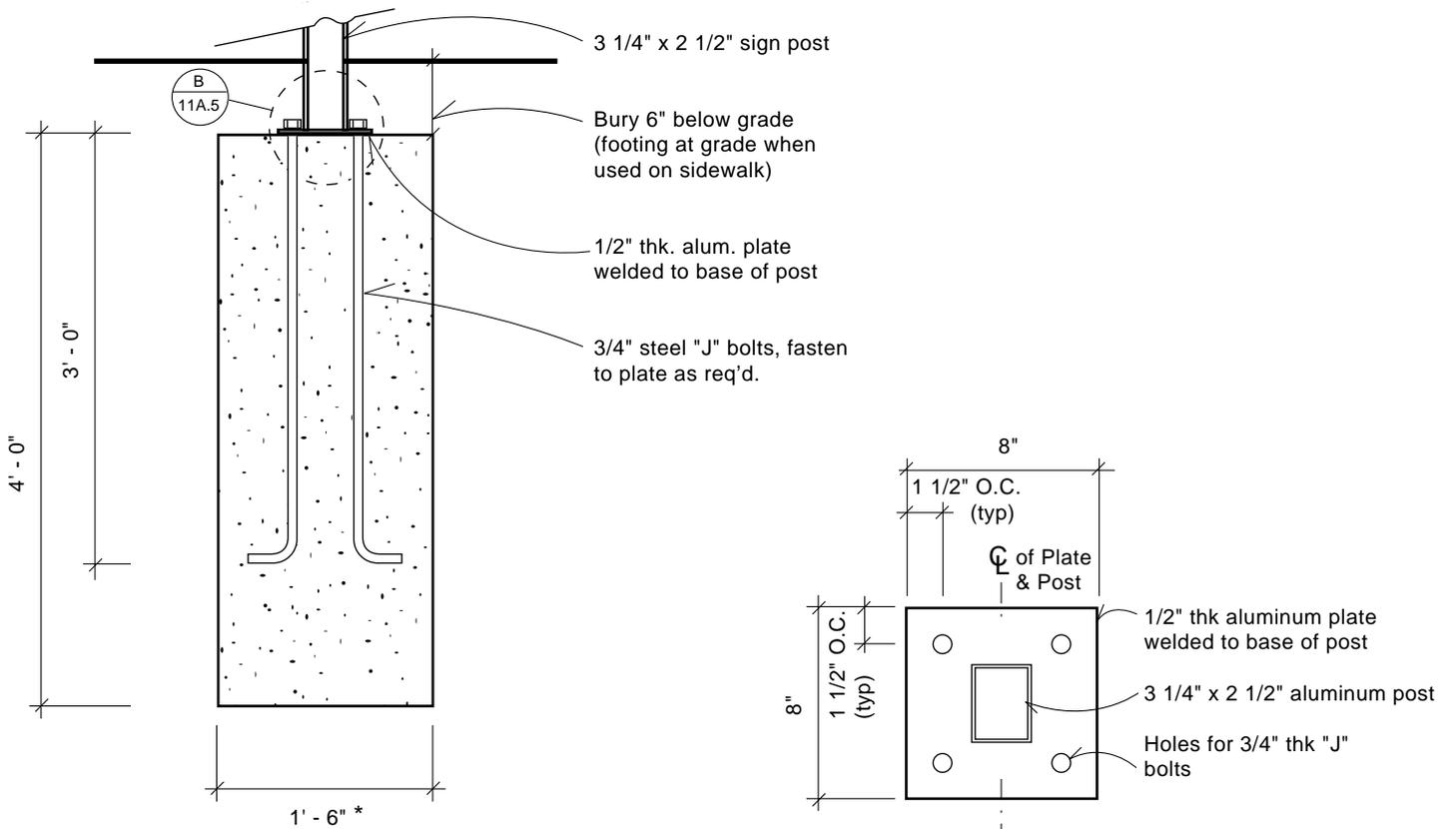


A Layout 2
Scale: 3" = 1' - 0"

digital artwork to be provided by Designer



A Section
Full Size



* 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 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

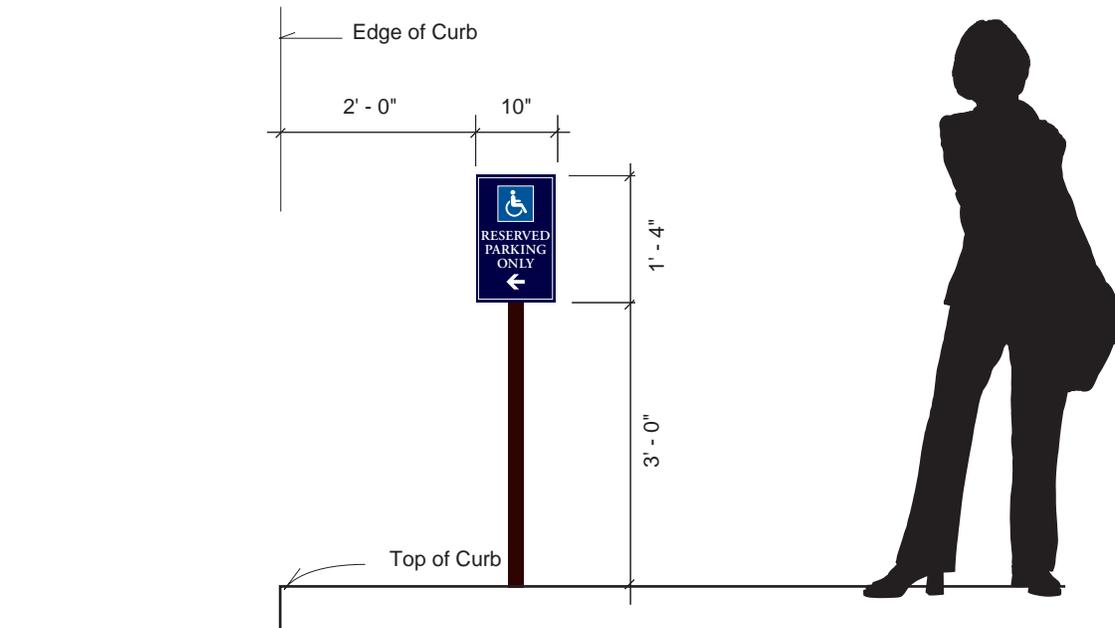
Typeface:
Adobe Garamond Semibold

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

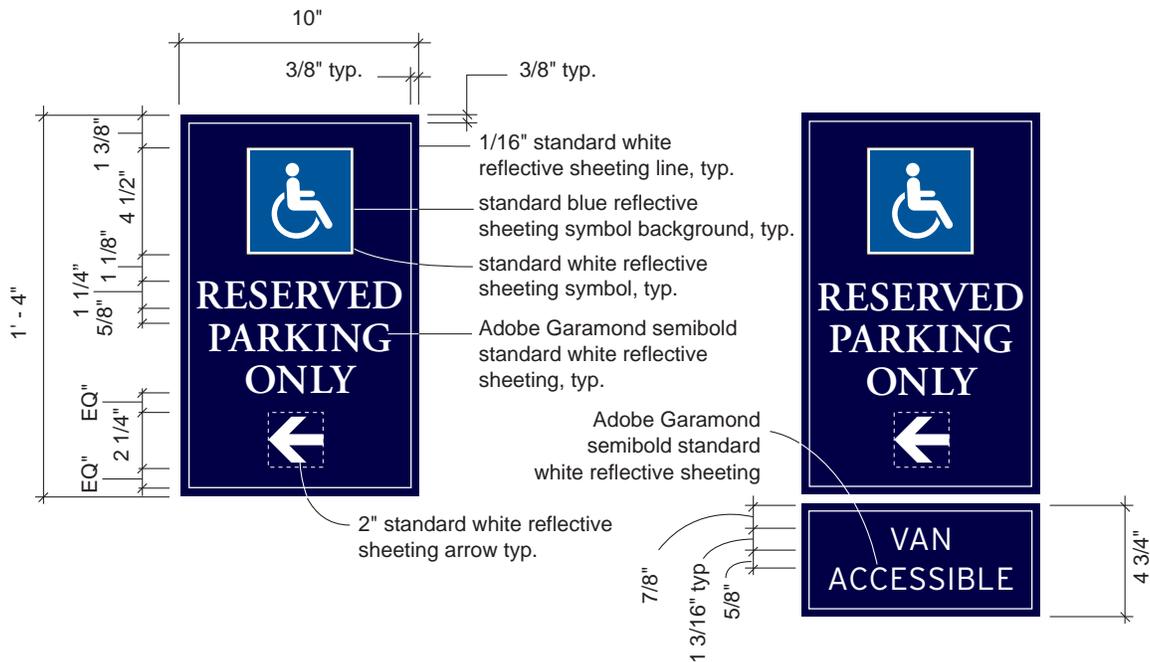
Graphics:
Pressure sensitive, pre-spaced reflective sheeting

Finish:
Painted, acrylic polyurethane semi-gloss finish background

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



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



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

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



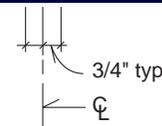
C Layout 3
Scale: 1 1/2" = 1' - 0"

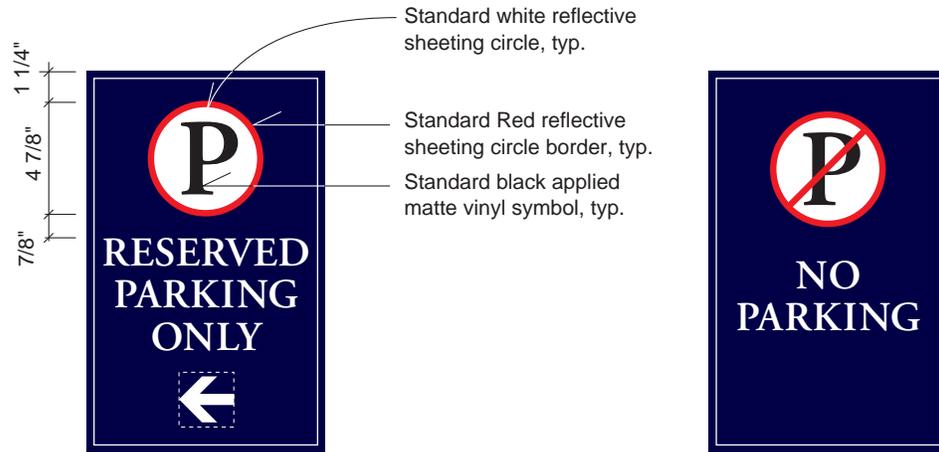
For typical dimensions see Layout 1



D Layout 4
Scale: 1 1/2" = 1' - 0"

For typical dimensions see Layout 1



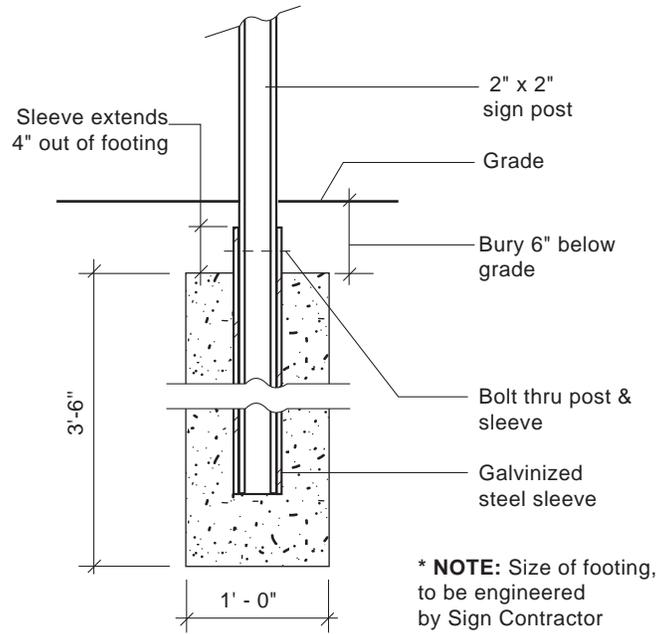
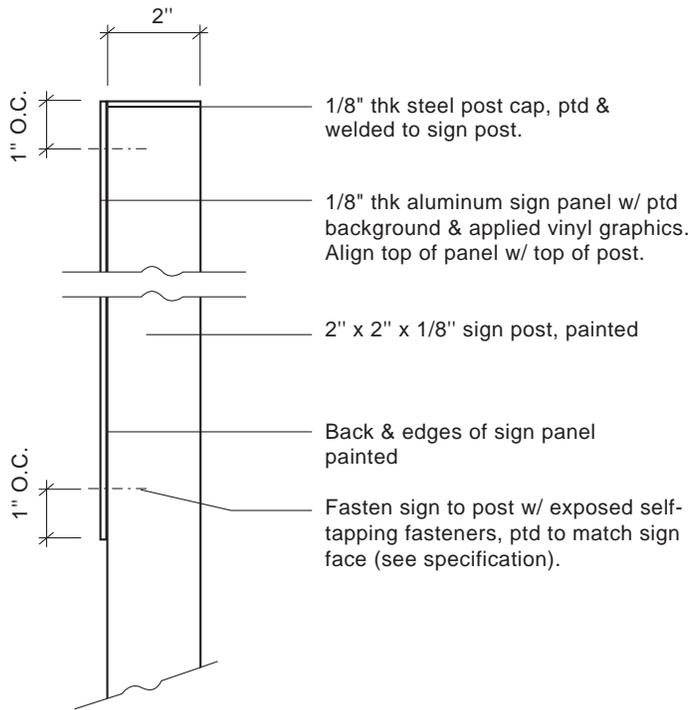


See Layout 1 for typical dimensions

See Layout 5 this pg for typical dimensions

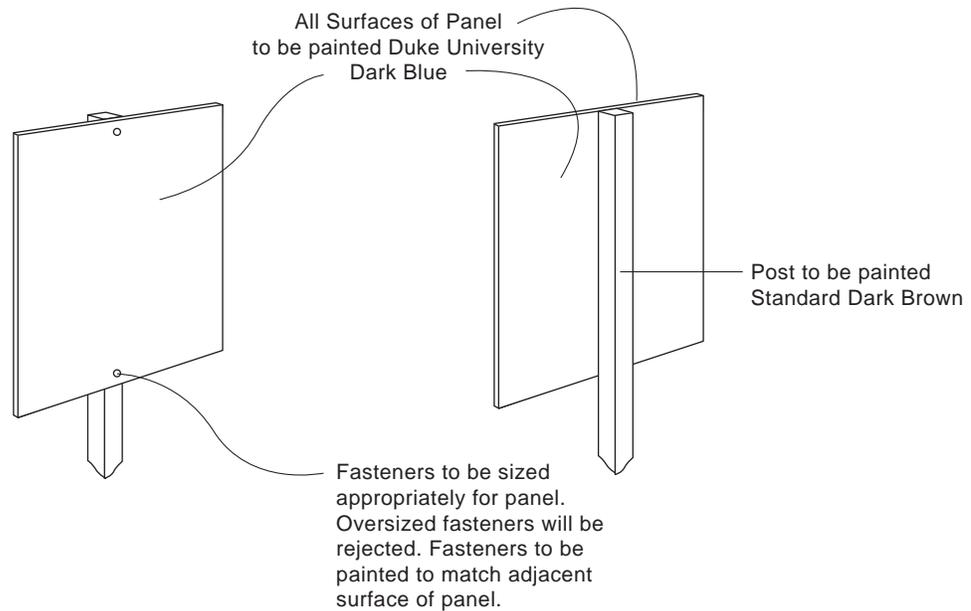
A **Layout 5**
Scale: 1 1/2" = 1' - 0"

B **Layout 6**
Scale: 1 1/2" = 1' - 0"



A Section - Post Mounted
Scale: 3" = 1' - 0"

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



C Finishing Detail
Not To Scale

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

Graphics:

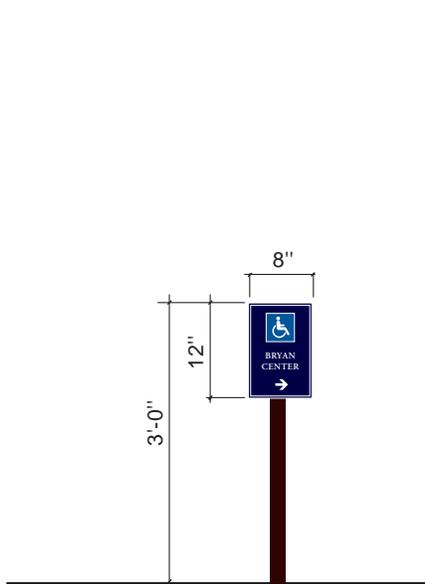
Pressure sensitive, prespaced reflective sheeting

Finish:

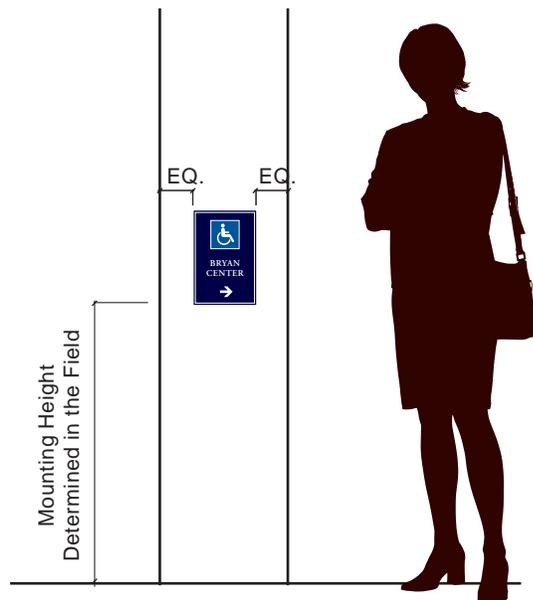
Painted, acrylic polyurethane semi-gloss finish background

Materials:

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



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



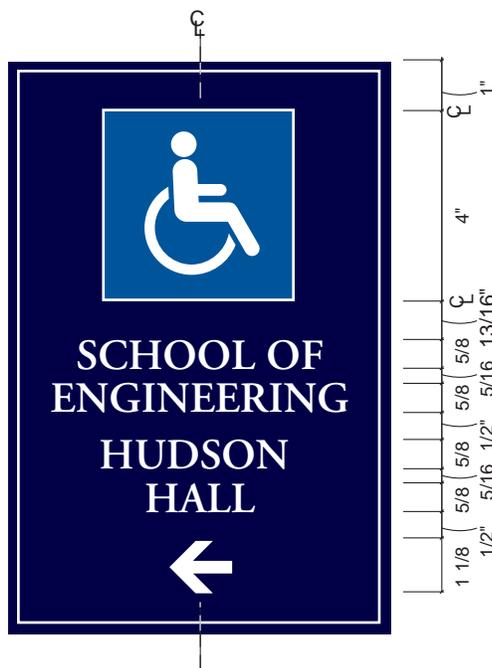
B Typical Elevation 2
Scale: 1/2" = 1' - 0"



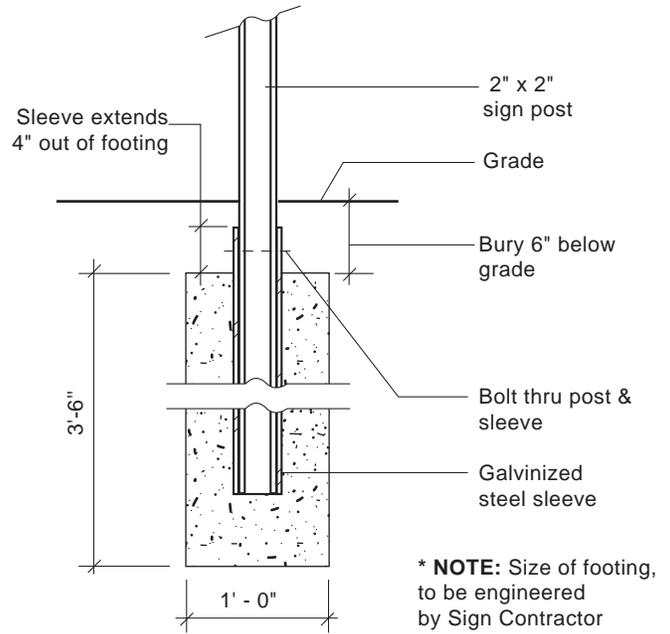
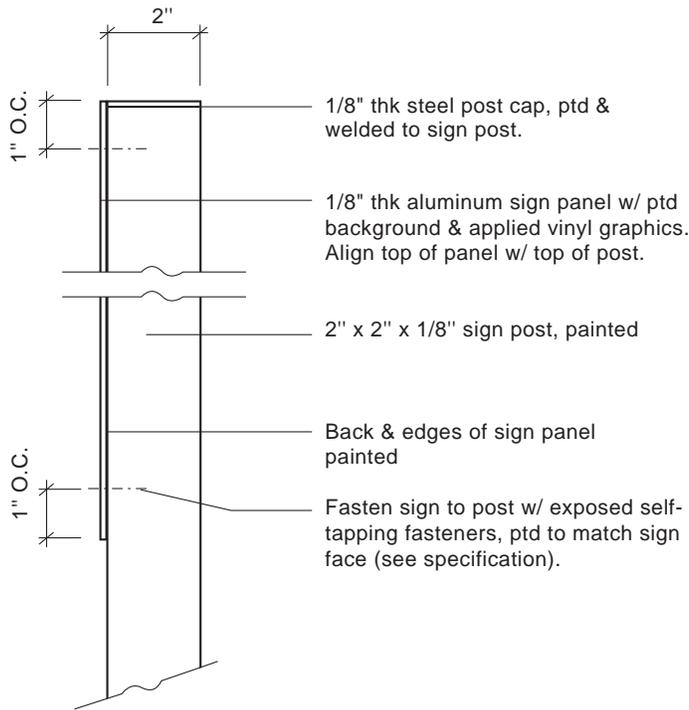
A Layout 1
Scale: 3" = 1' - 0"



B Layout 2
Scale: 3" = 1' - 0"

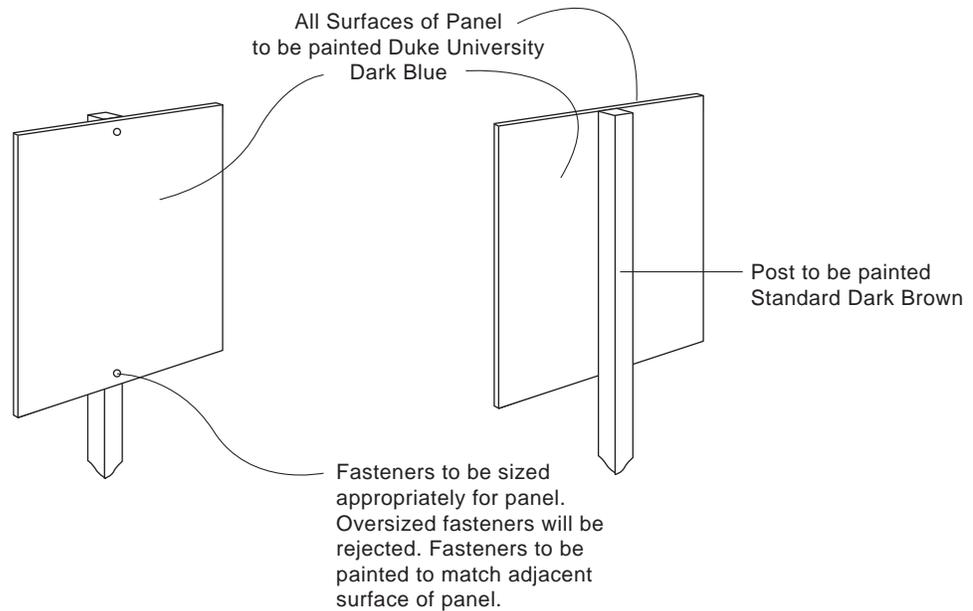


B Layout 3
Scale: 3" = 1' - 0"



A Section - Post Mounted
Scale: 3" = 1' - 0"

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



C Finishing Detail
Not To Scale

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 & knotted header.

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

Typeface:
Adobe Garamond Semibold
Interstate Light

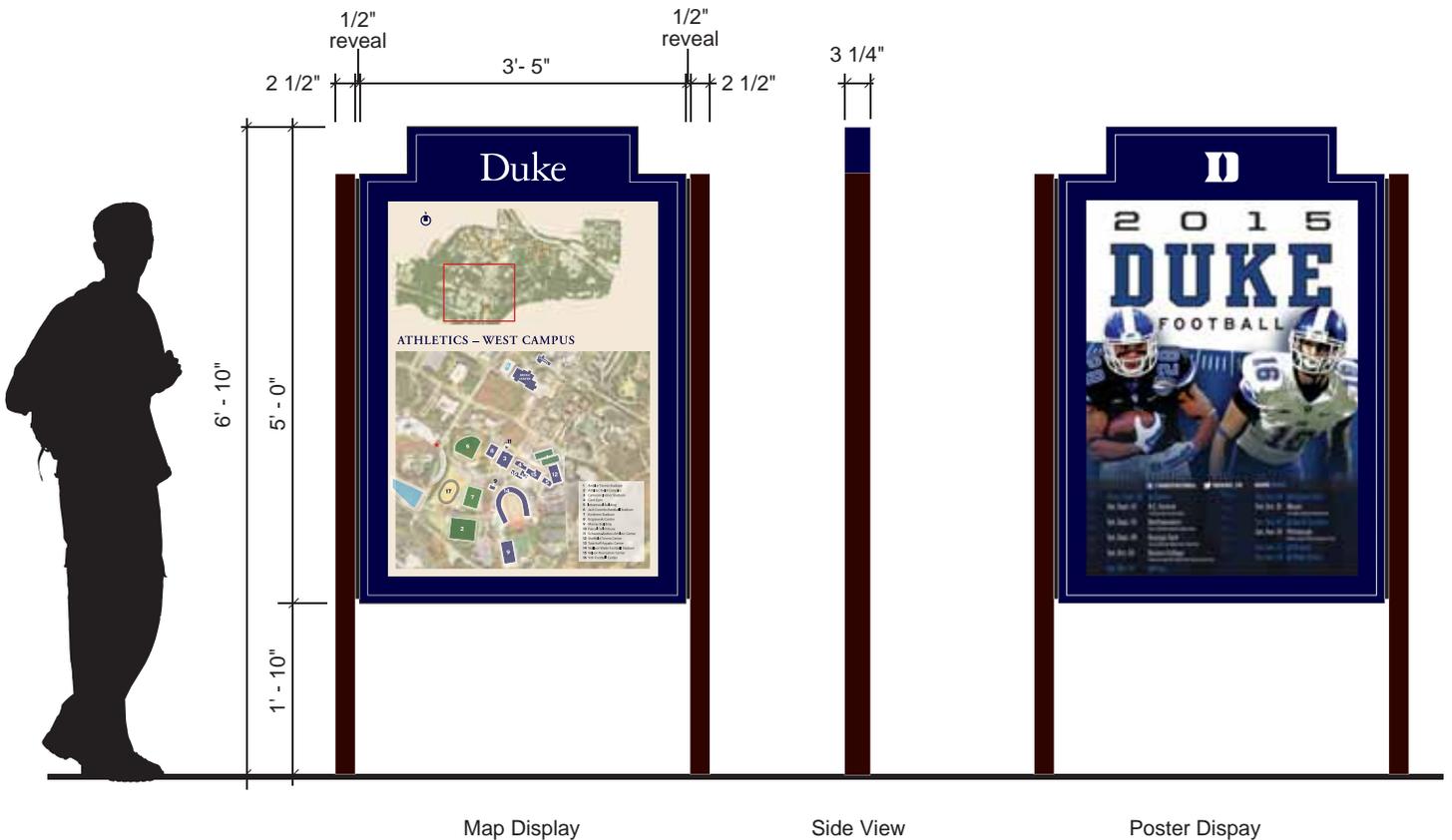
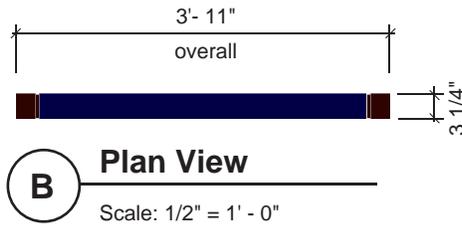
Colors:
Posts: Standard Dark Brown
Panel: Duke University Dark Blue
Copy, graphics: Standard white
Logo: Standard White

Graphics:
Exterior grade digital print on matte Control Tac vinyl

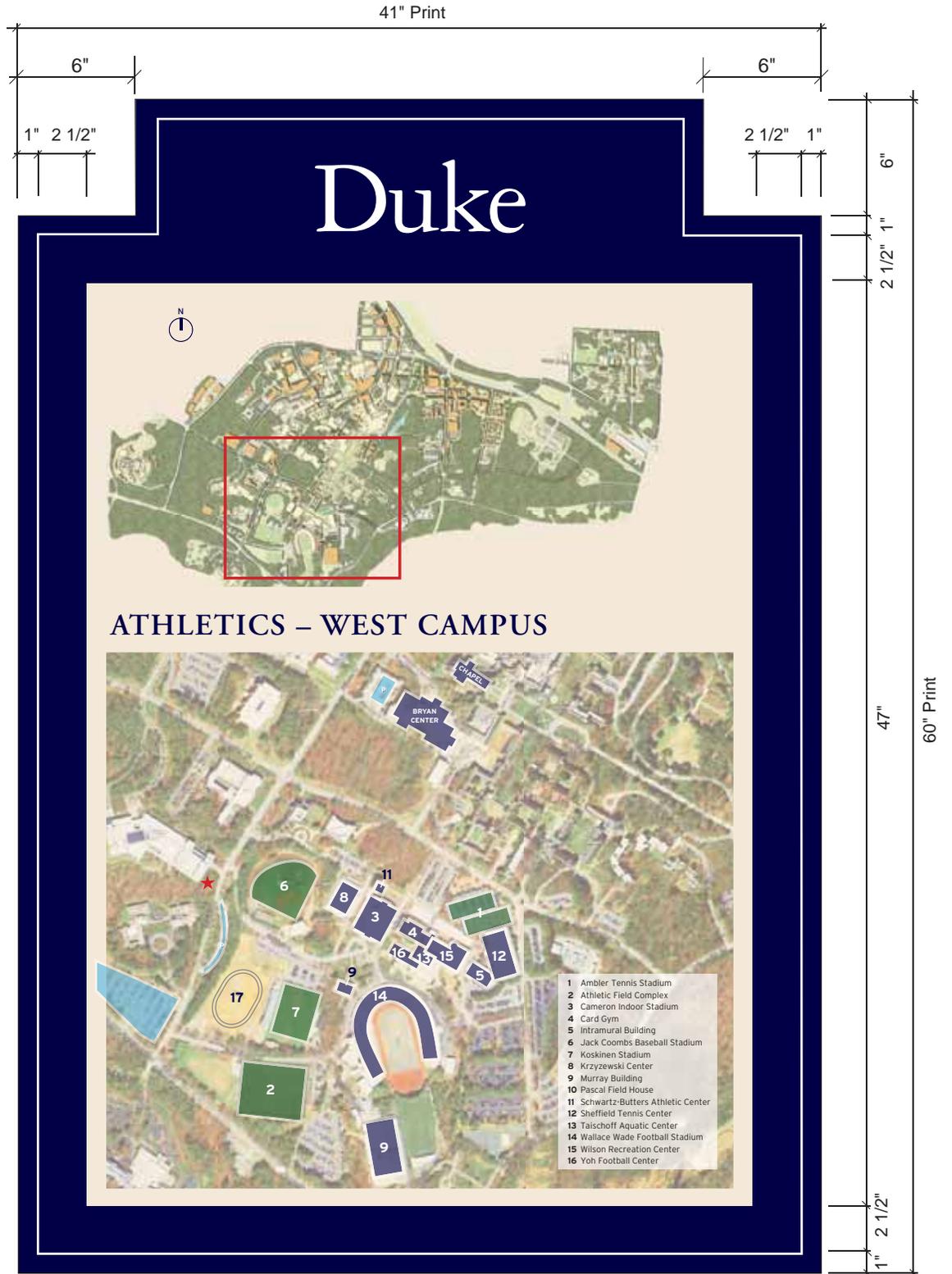
Finish:
Painted, acrylic polyurethane semi-gloss finish

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

Note:
see dwg. 13.4 for fabrication detail



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

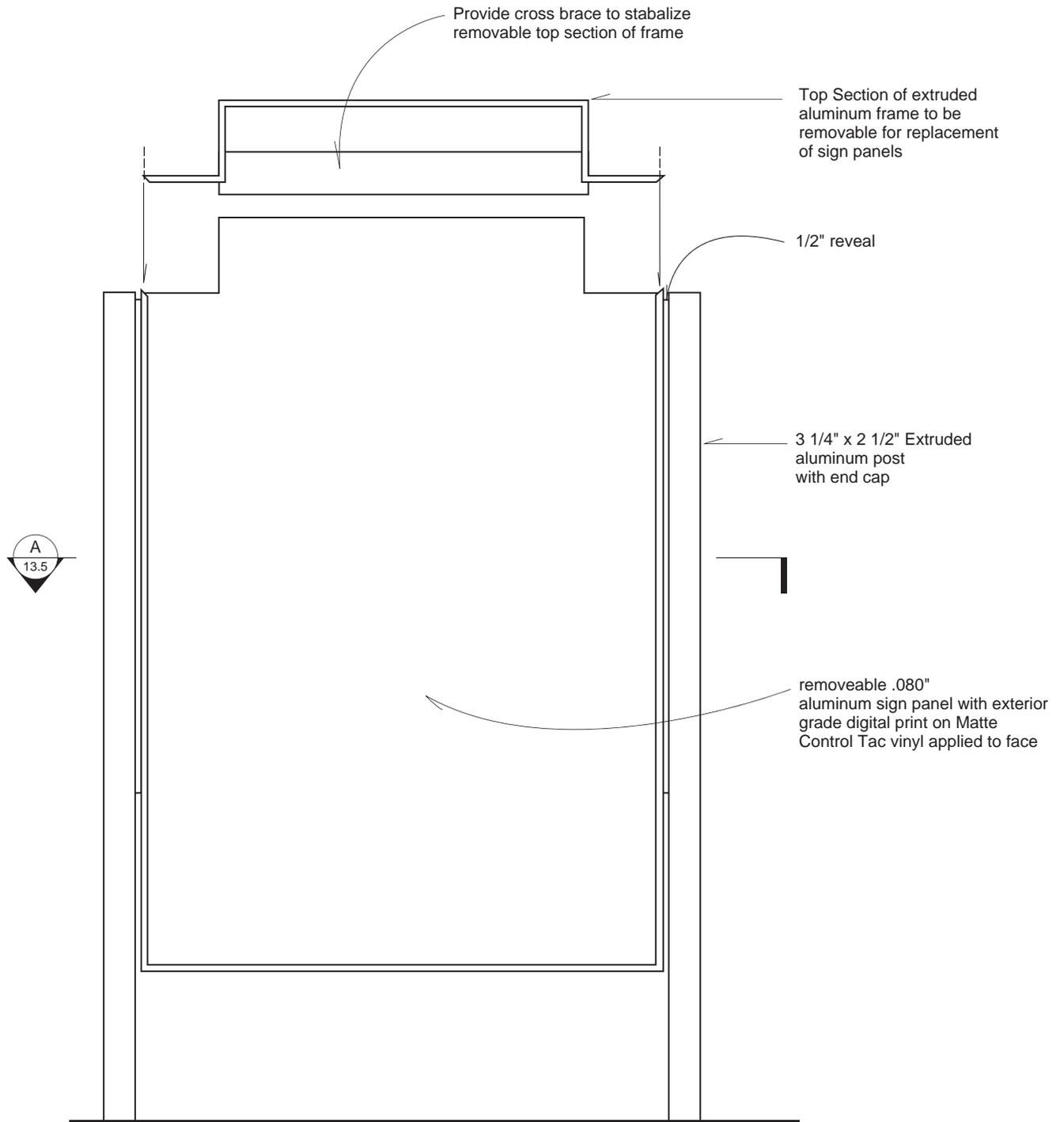


A Typical Map Layout
Scale: 1 1/2" = 1' - 0"



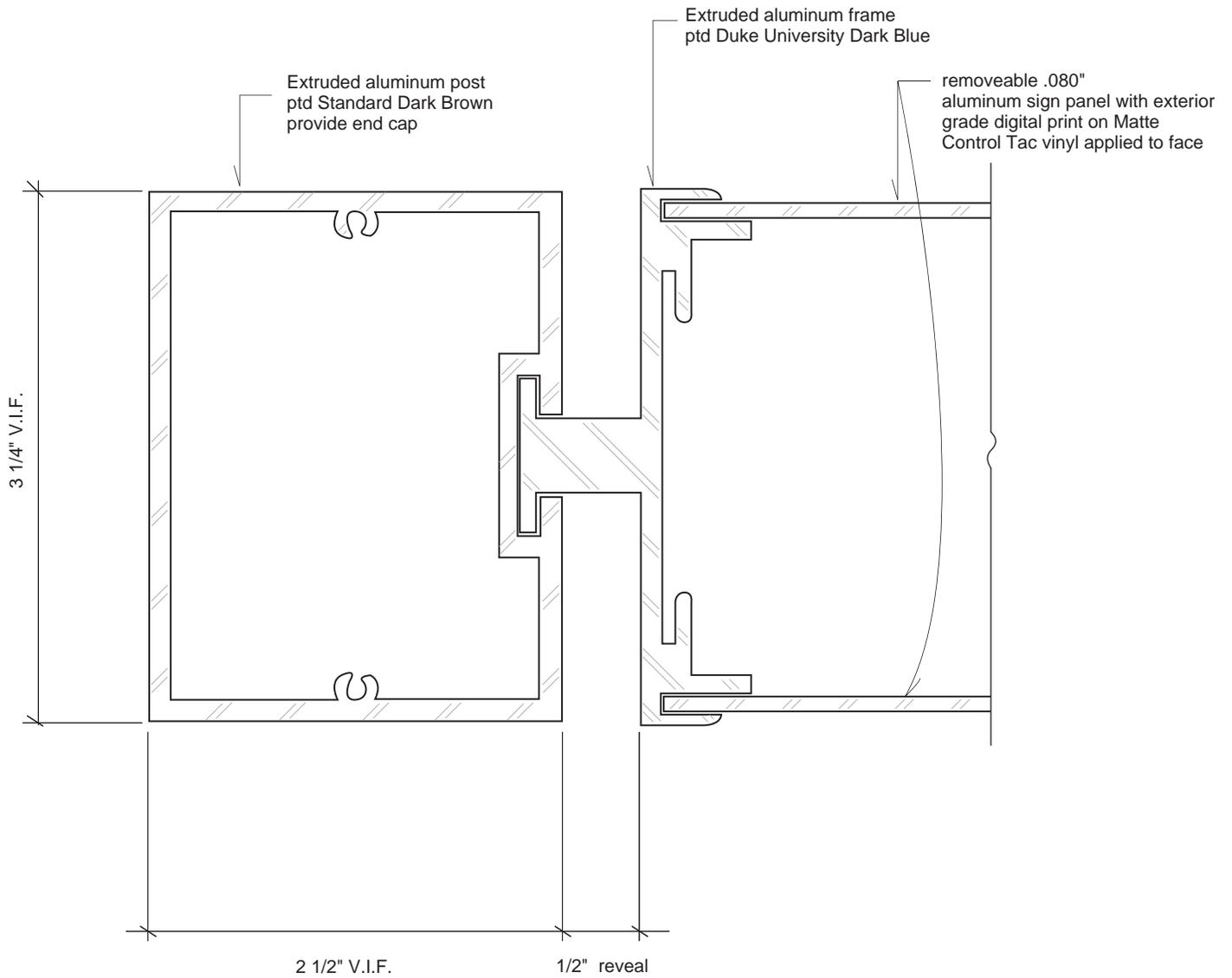
A Typical Poster Layout

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

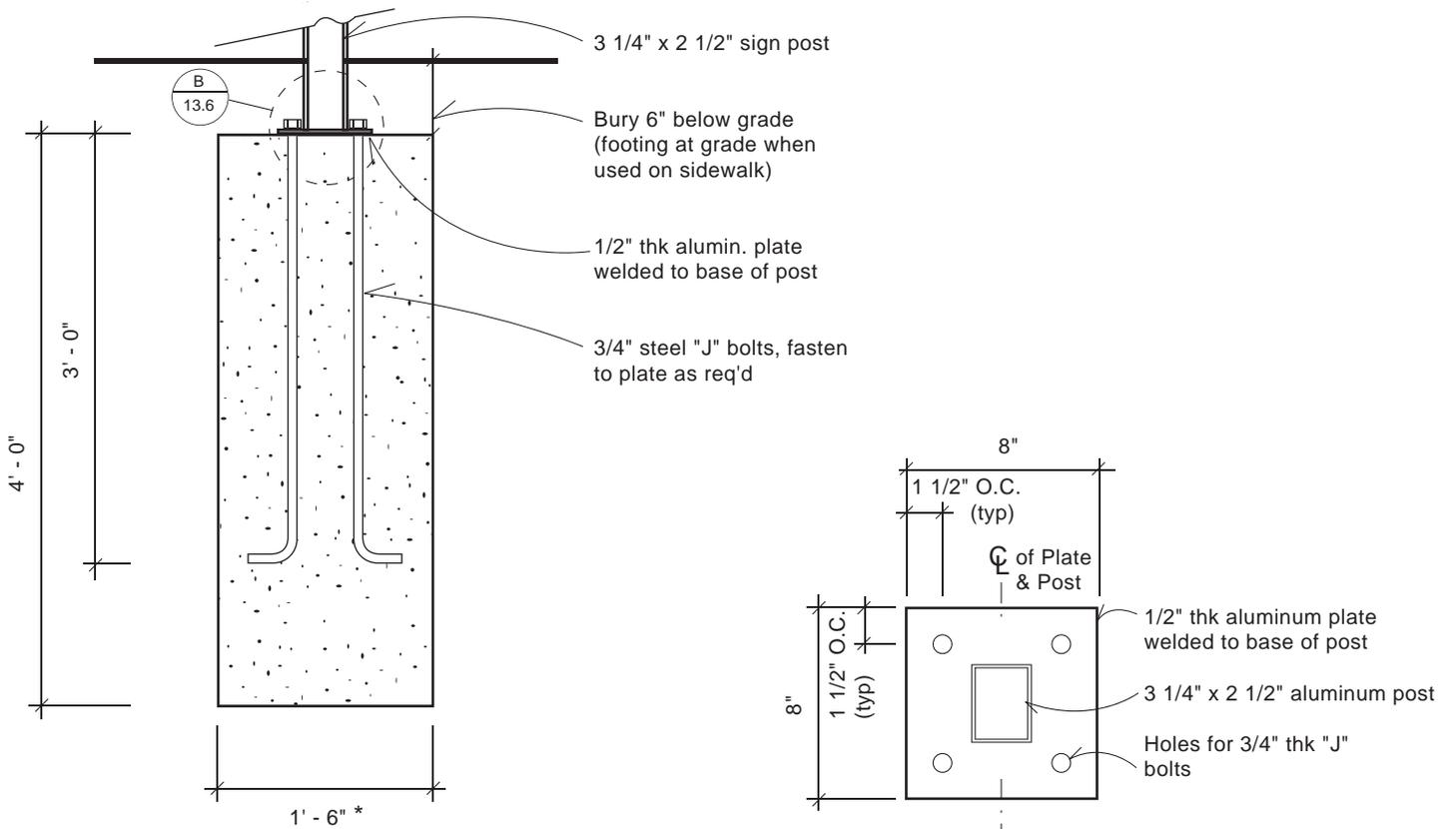


A Fabrication Detail

1" = 1' - 0"



A Section
Full Size



* 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 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:

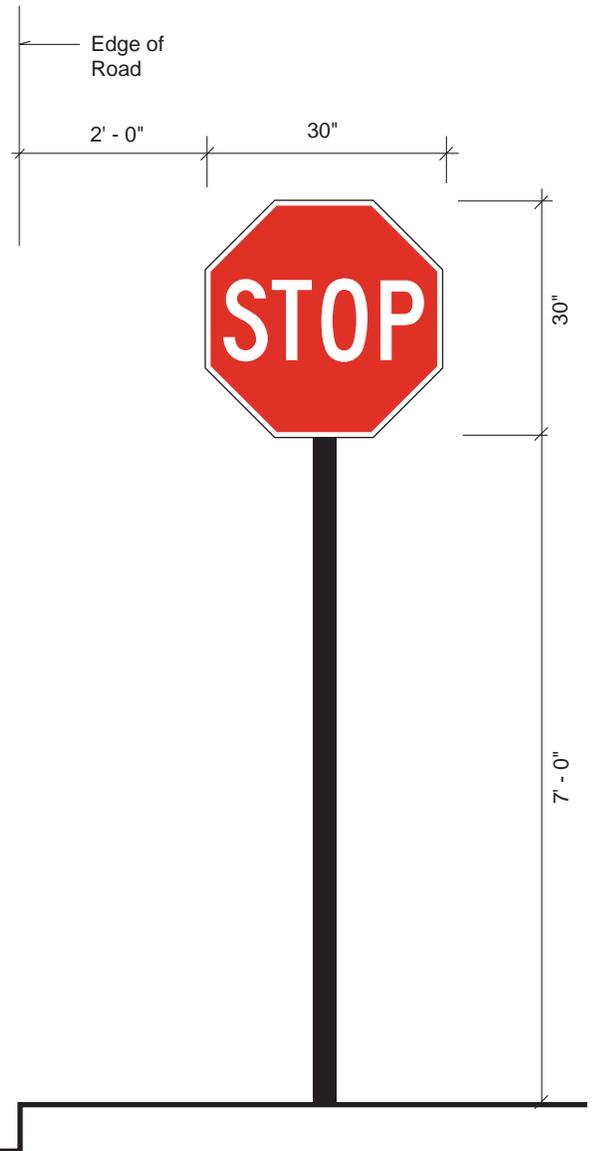
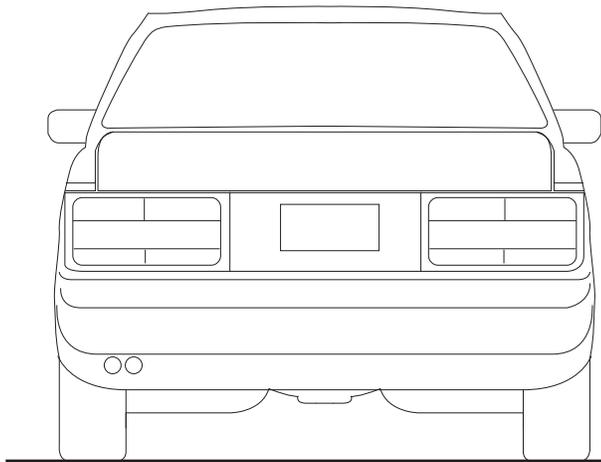
Pressure sensitive, prespaced reflective sheeting

Finish:

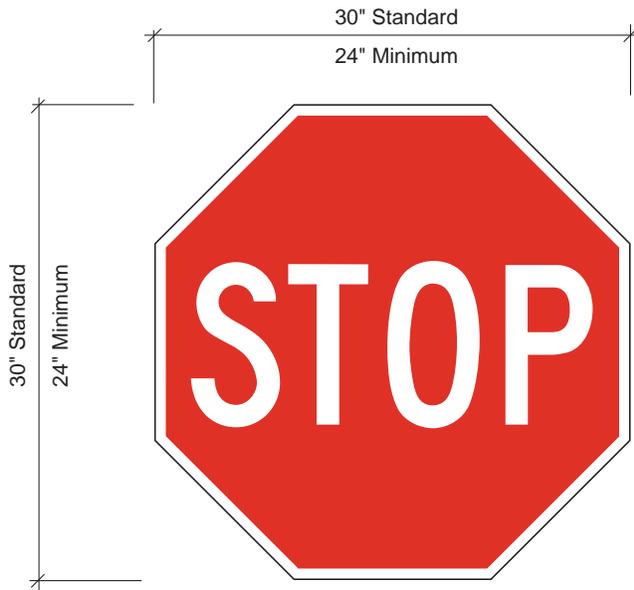
Painted, acrylic polyurethane semi-gloss finish background

Materials:

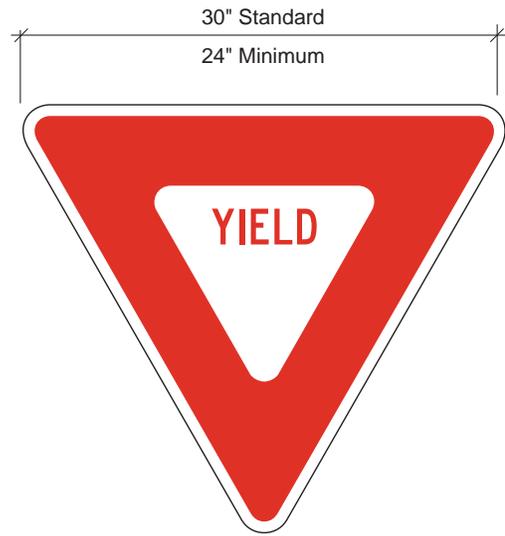
1/8" thk aluminum sign panel with frame
3" square aluminum post



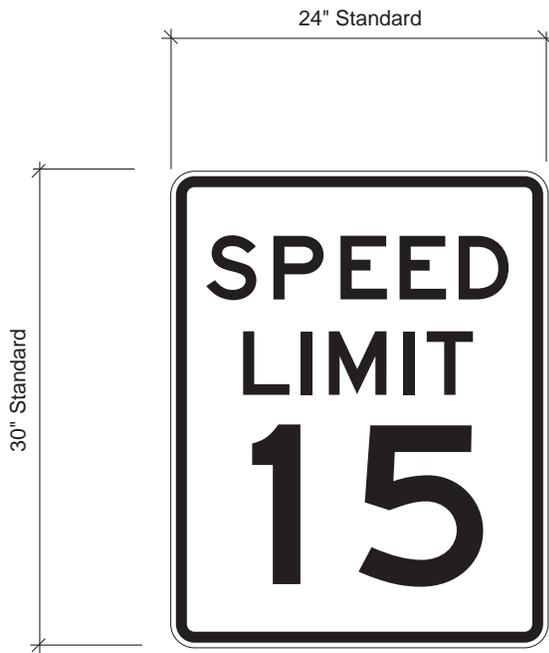
A Elevation
Scale: 1/2" = 1' - 0"



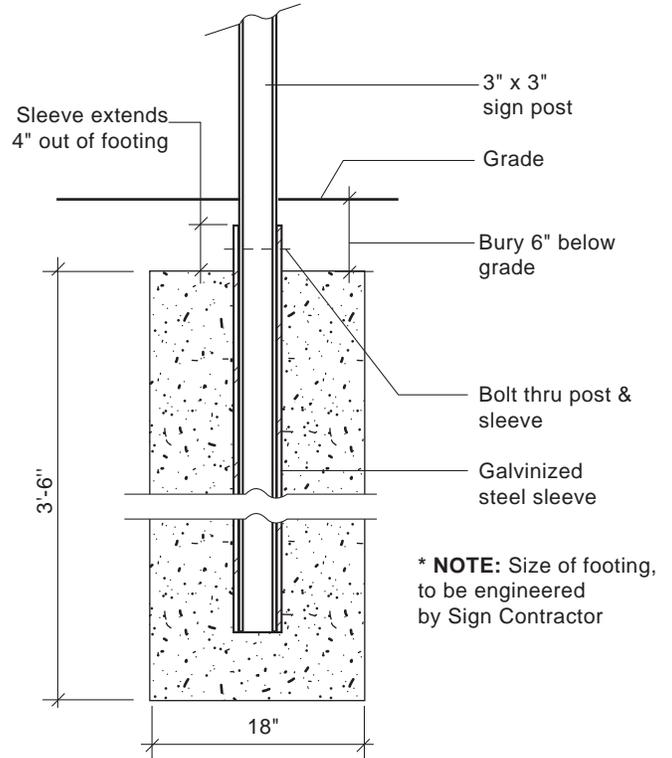
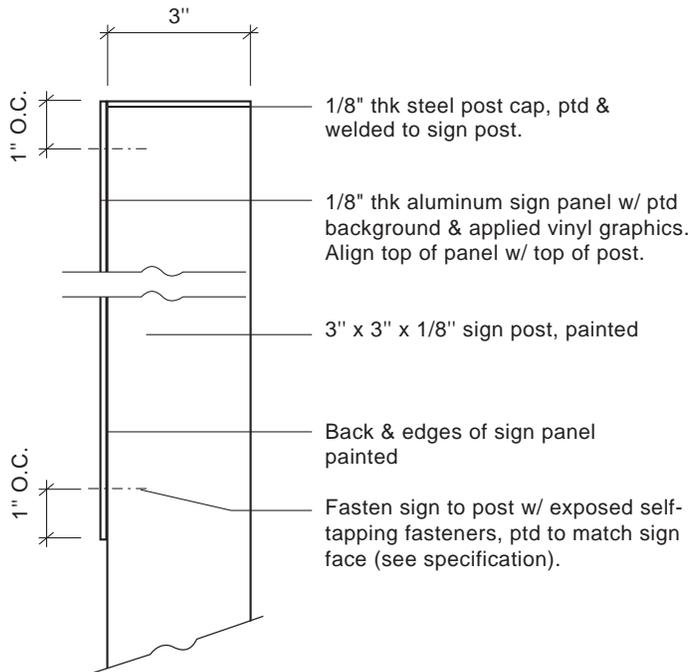
A Stop Sign
Scale: 1" = 1' - 0"



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

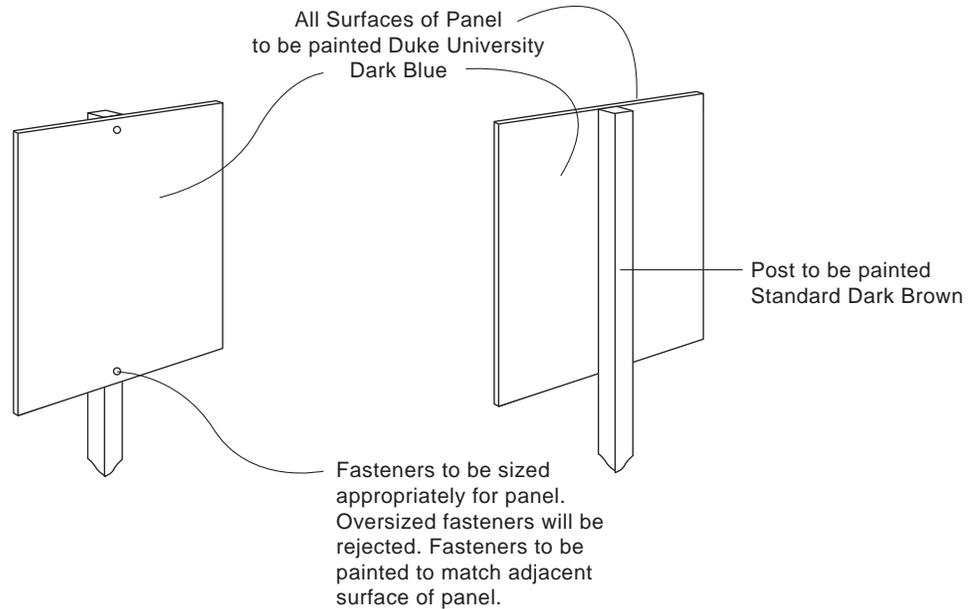


C Speed Limit Sign
Scale: 1" = 1' - 0"



A Section - Post Mounted
Scale: 3" = 1' - 0"

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



C Finishing Detail
Not To Scale

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:

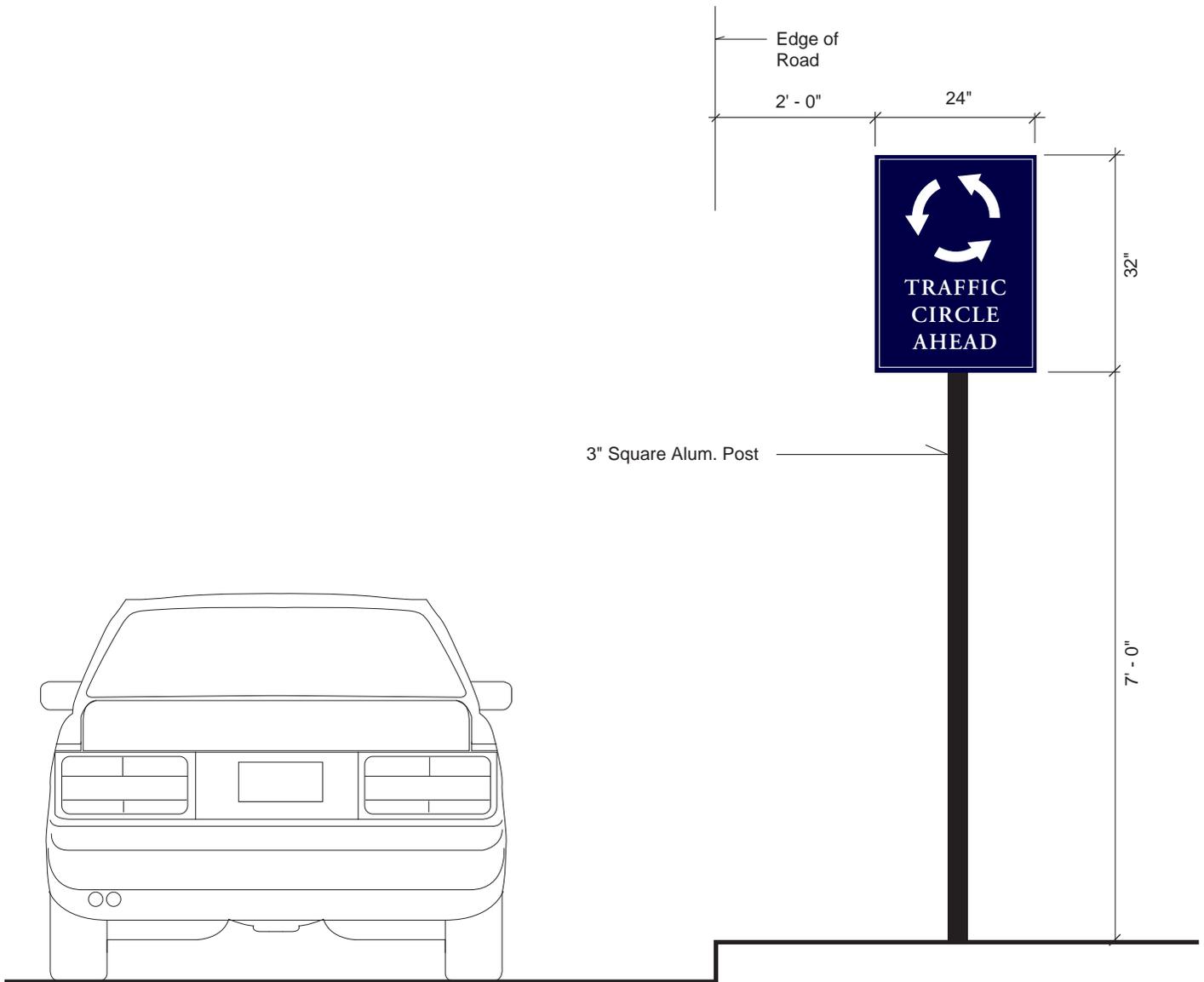
Pressure sensitive, prespaced reflective sheeting

Finish:

Painted, acrylic polyurethane semi-gloss finish

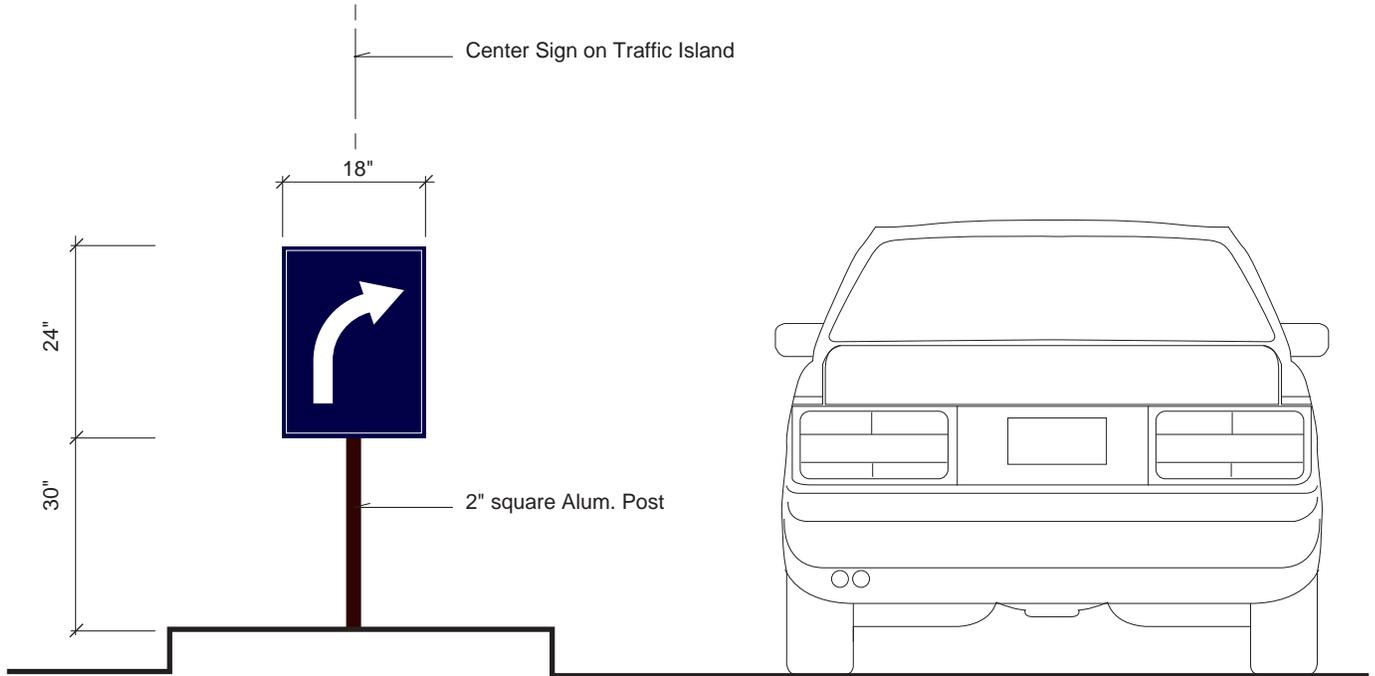
Materials:

1/8" thk aluminum sign panel with frame
3" x 3" x 1/4", and 2" x 2" x 1/8" square aluminum post (See Typical Elevations)



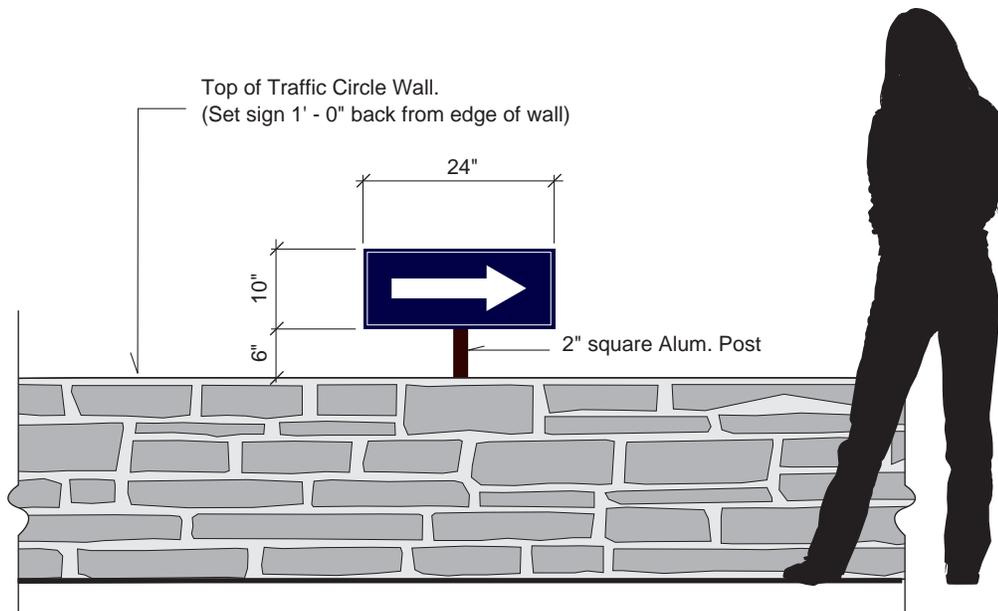
A Typical Elevation 1

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



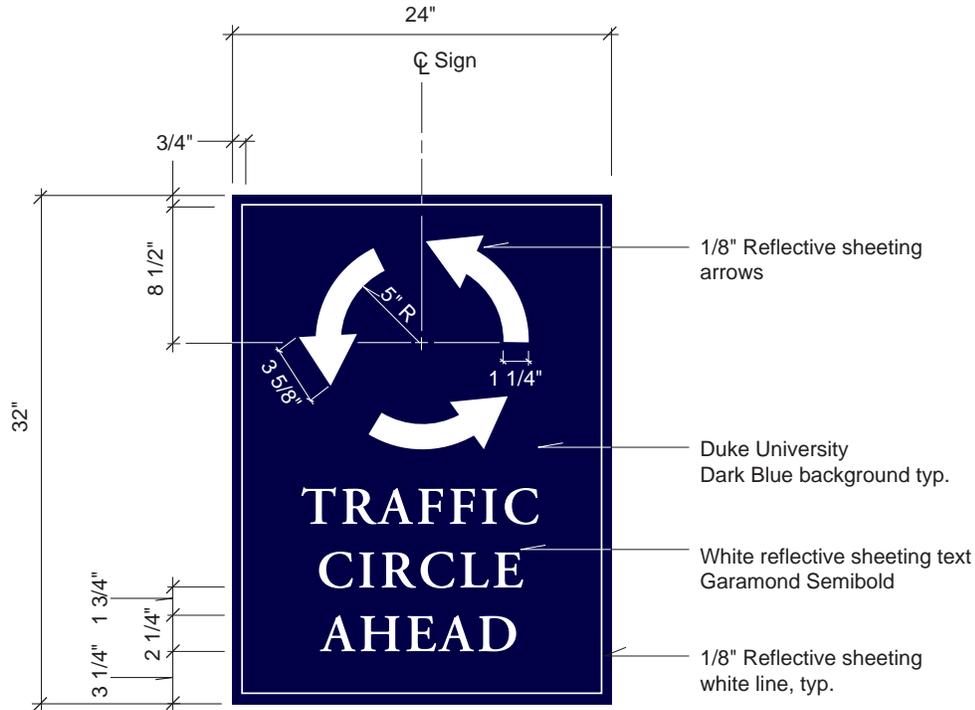
A Typical Elevation 2

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

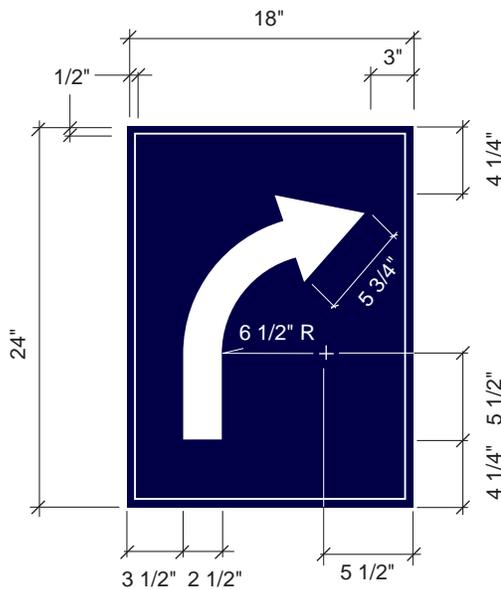


B Typical Elevation 3

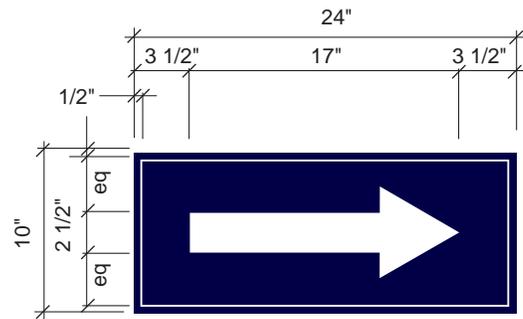
Scale: 1/2" = 1' - 0"



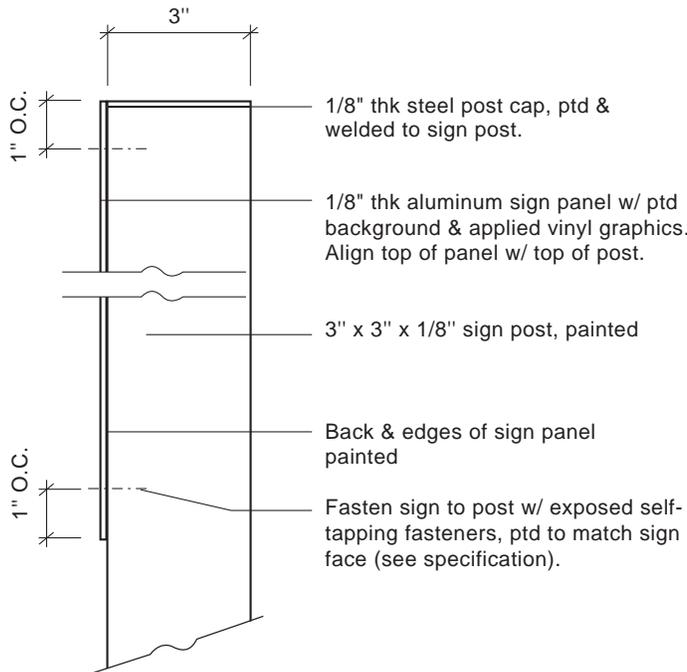
A Layout 1
Scale: 1" = 1' - 0"



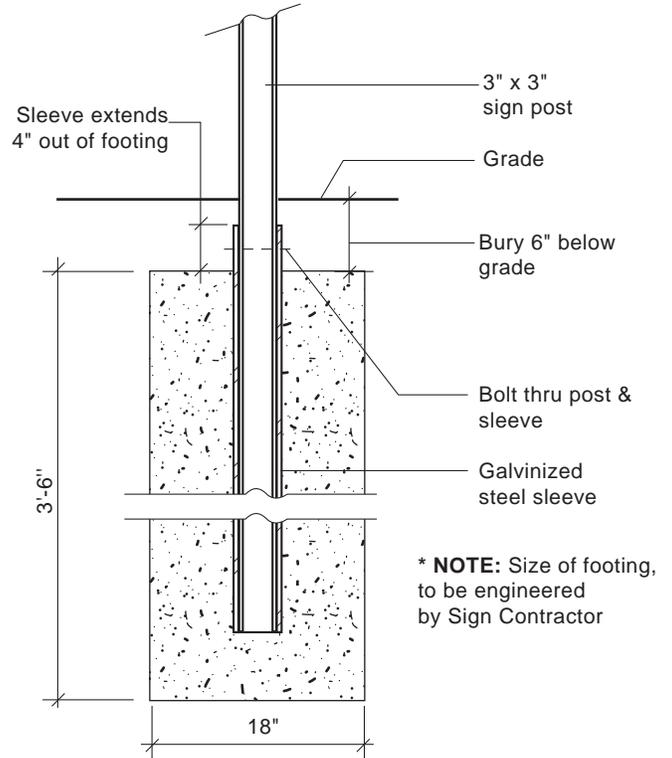
B Layout 2
Scale: 1" = 1' - 0"



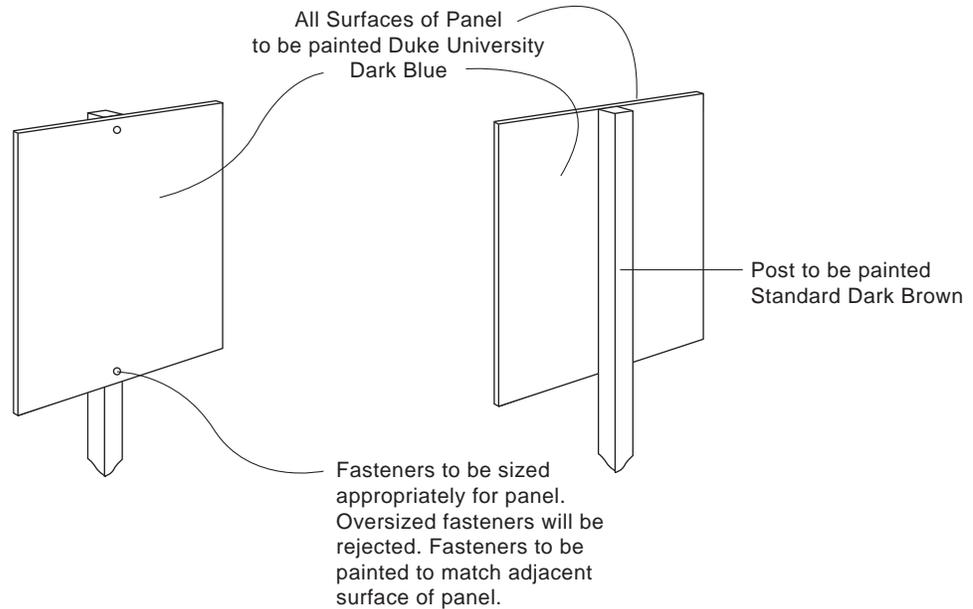
C Layout 3
Scale: 1" = 1' - 0"



A Section - Post Mounted
Scale: 3" = 1' - 0"



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



C Finishing Detail
Not To Scale

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:

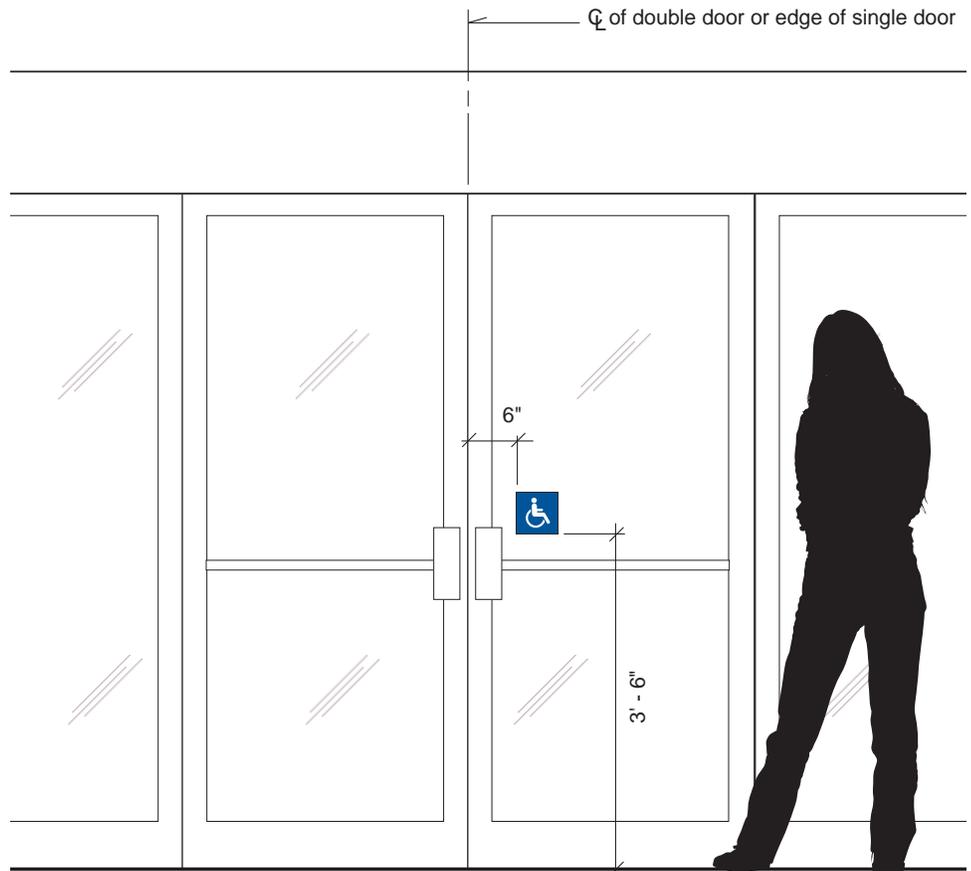
Pressure sensitive prespaced vinyl film

Finish:

White vinyl to be matte finish

Materials:

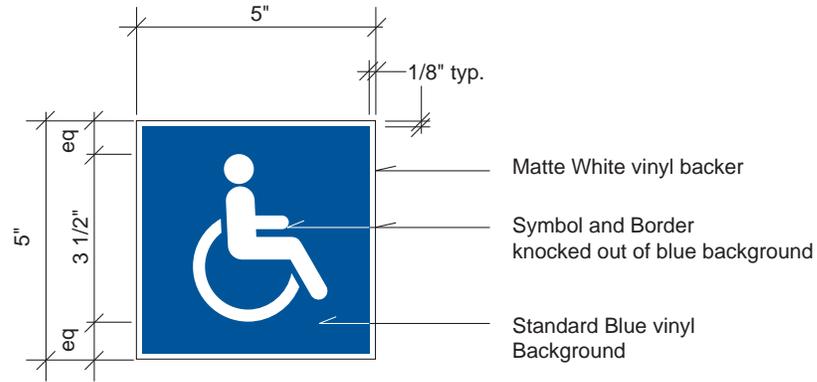
Pressure sensitive prespaced vinyl film



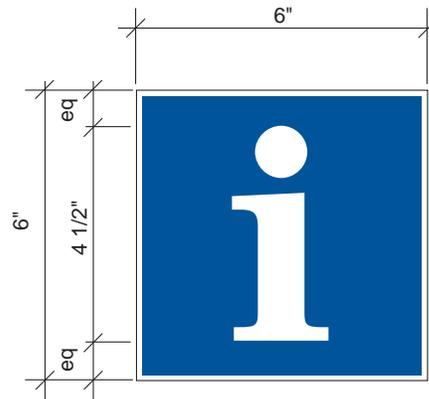
A

Elevation 1 (Accessible Building Entrances)

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



A 5" Symbol
Scale: 3" = 1' - 0"



B 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:

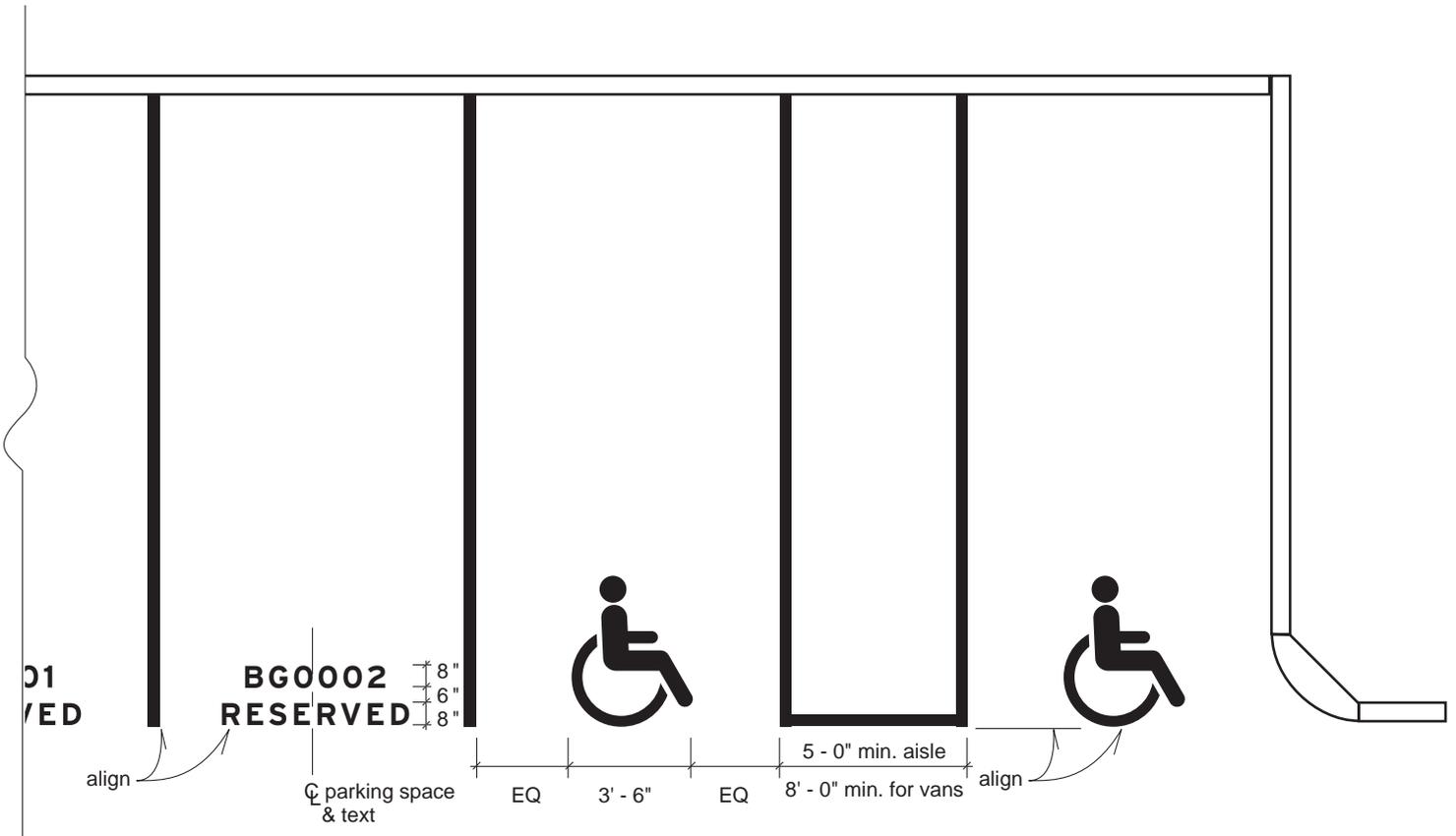
Non-reflective pavement marking paint

Typeface:

Interstate Bold

Colors:

Standard White



A

Plan

Scale: 3/16" = 1' - 0"

Exterior Sign Standards

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

To be used for promotion and wayfinding for special events and commercial or dining venues.

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.).

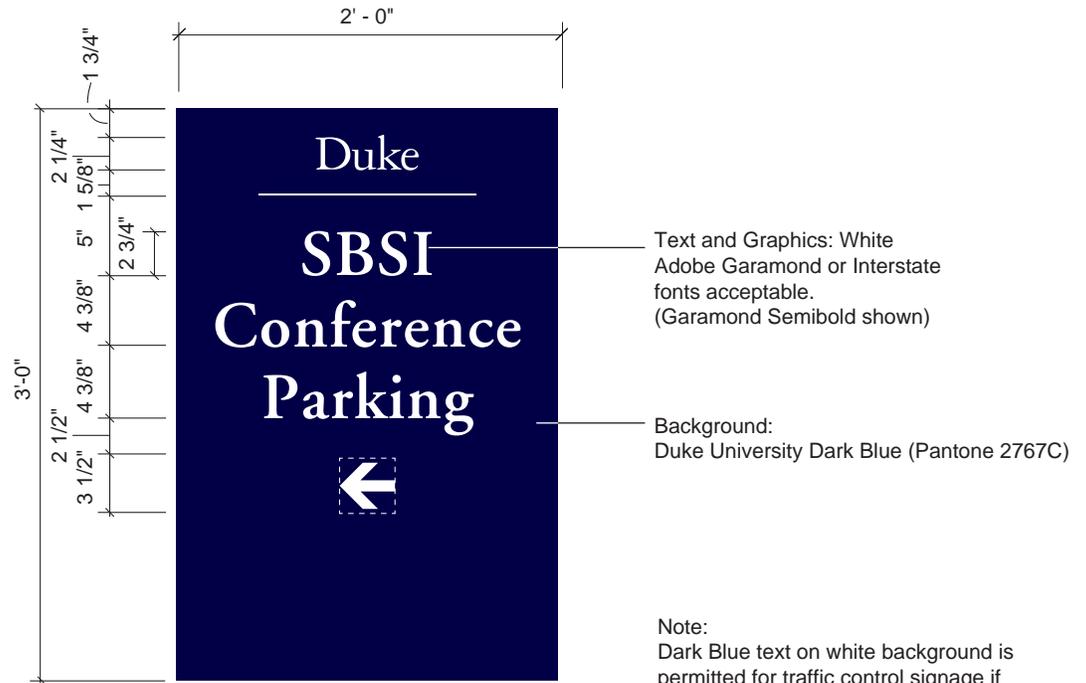
Signage Policy:

- 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.



Structure:
Signicade® Deluxe double-sided A-Frame sign

Sign Panel:
24" x 36", direct high resolution exterior grade digital print on 1/8 in. thk. acrylic panel or other rigid substrate (3/16 in. thk. max.)



A Sample Wayfinding Layout
Scale: 1" = 1' - 0"



B Sample Commercial Sign
Scale: 1" = 1' - 0"

Sign Type 31 - Temporary Yard Sign

To be used for promotion and wayfinding for special events and commercial or dining venues.

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

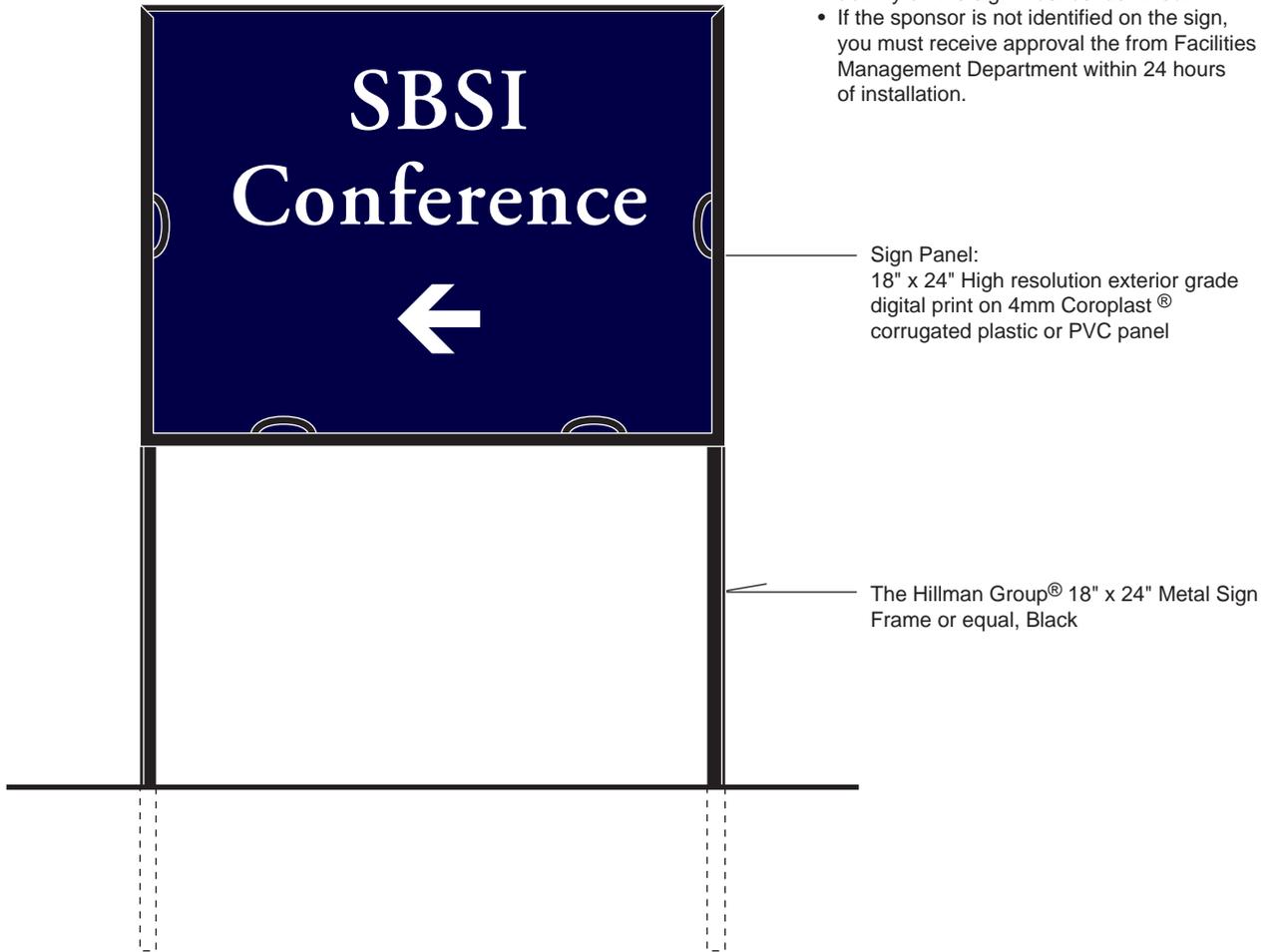
Other Logos: White or Full Color

Graphics:

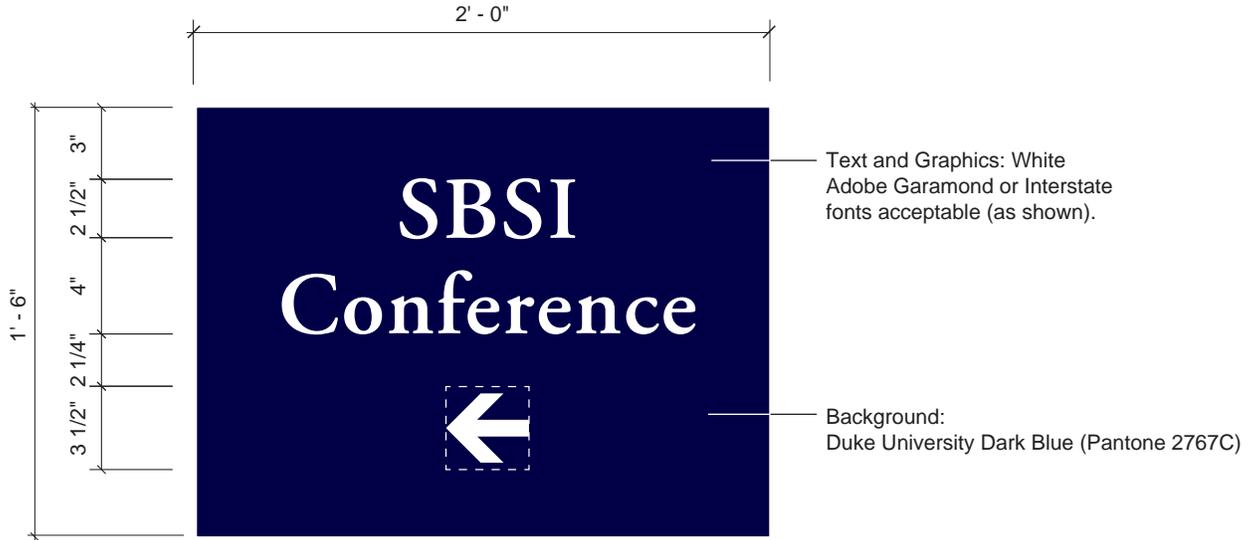
Exterior-grade digital print on 4mm Coroplast® corrugated plastic.

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 the from Facilities Management Department within 24 hours of installation.



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



A Sample Wayfinding Layout

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



B Sample Commercial Layout

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

Sign Type 32 - Construction Project Sign

To be used for providing information on major campus construction projects. Sign(s) to be placed at perimeter of construction site.

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:

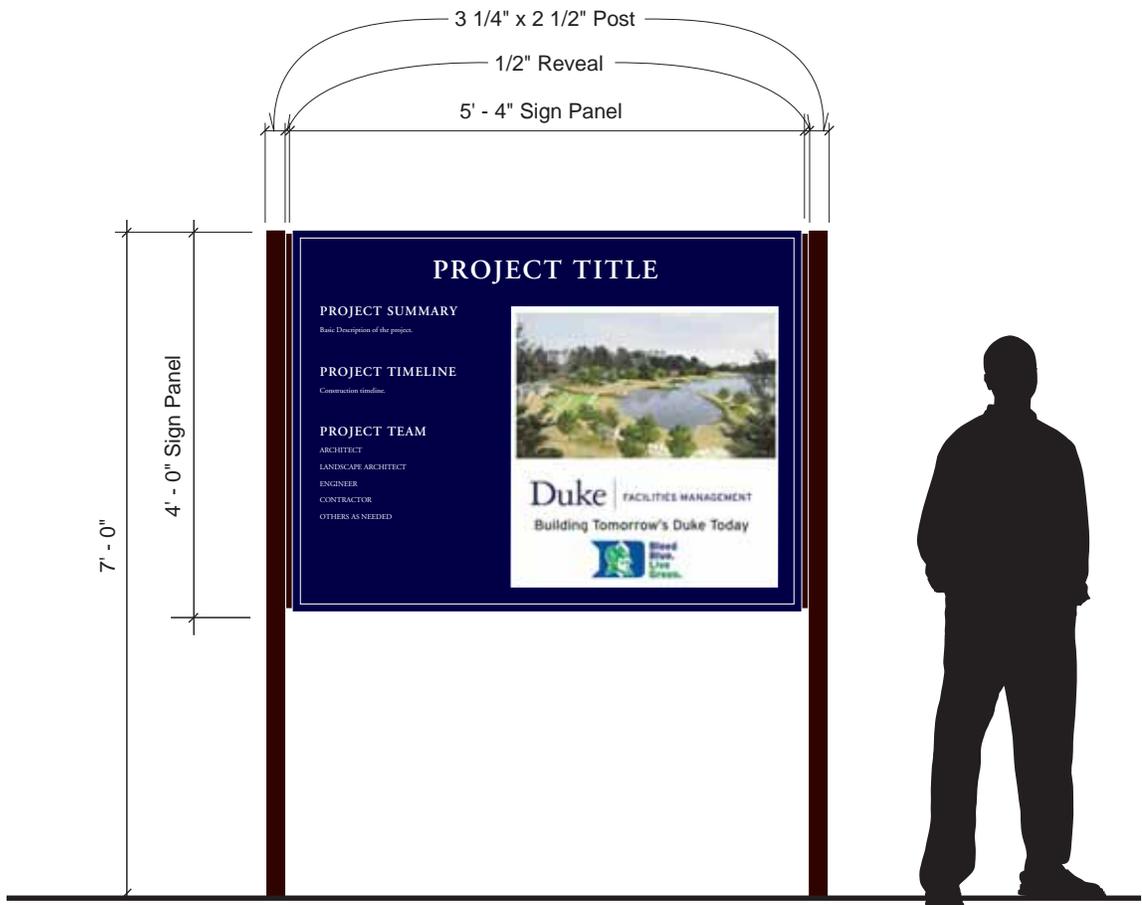
Painted, acrylic polyurethane semi-gloss

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.



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

5' - 4"

4' - 0"

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

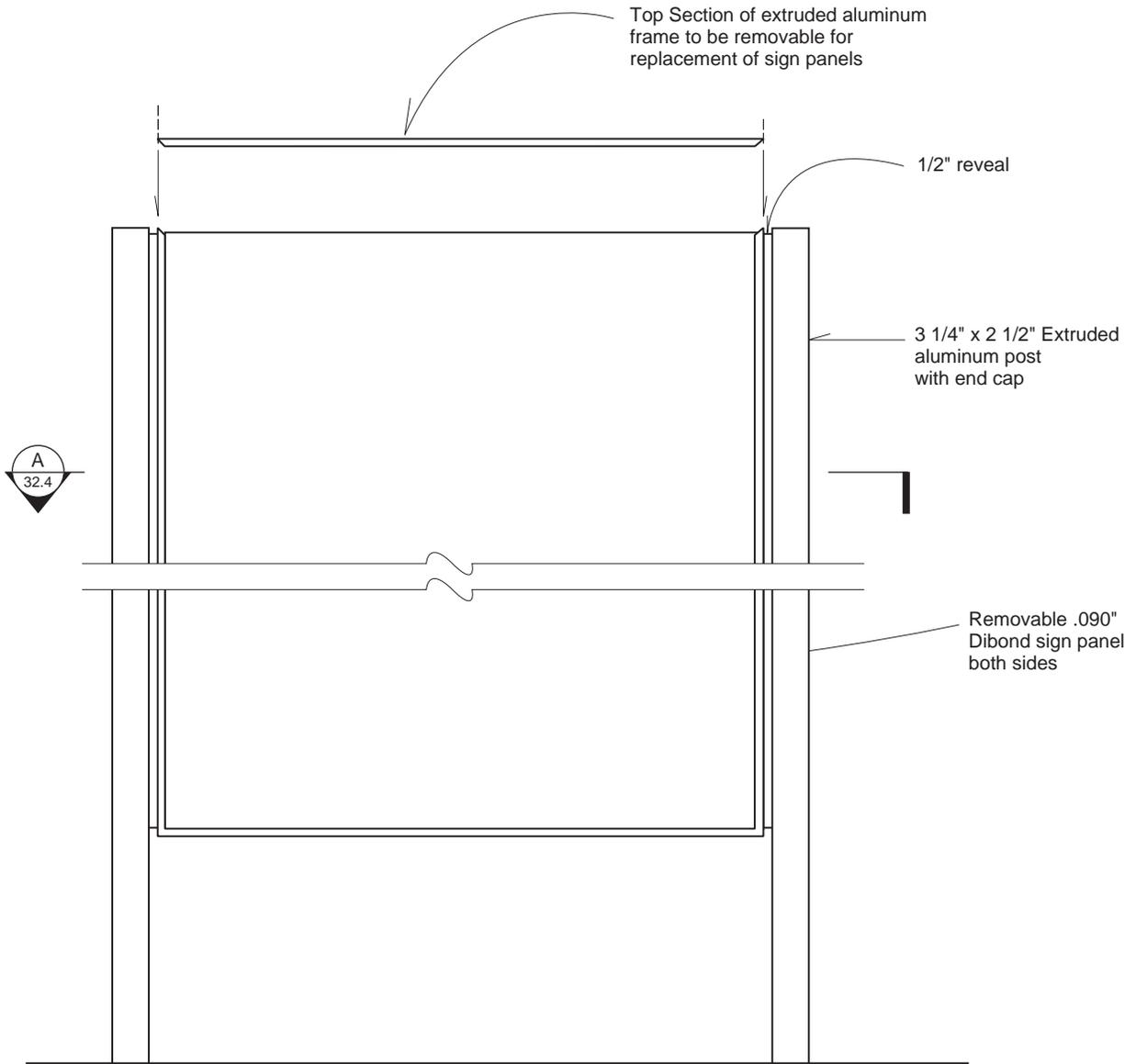


Graphic:
High resolution exterior grade
direct to substrate digital print on .090" Dibond
(electronic artwork file to be provided by FMD)

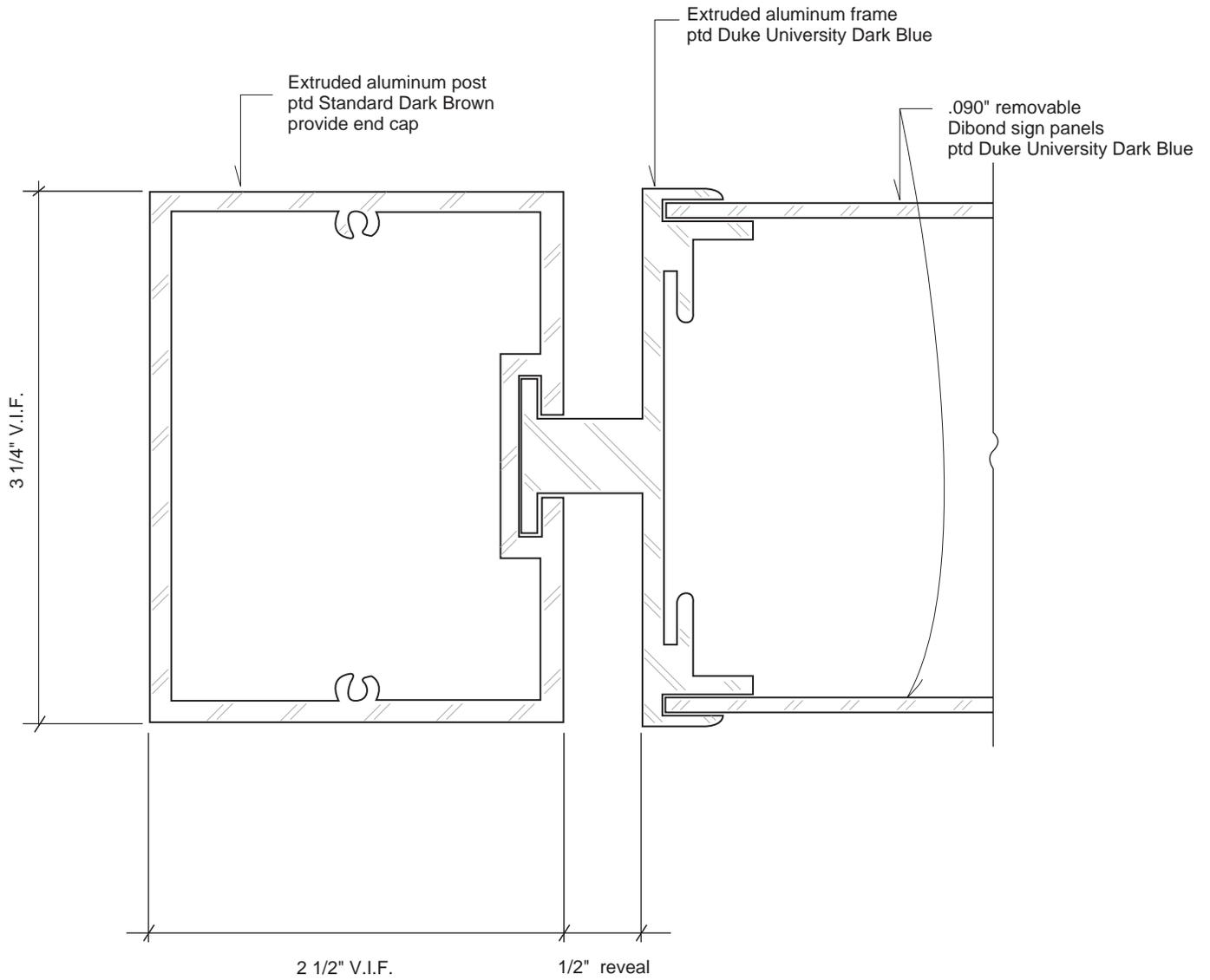


Layout

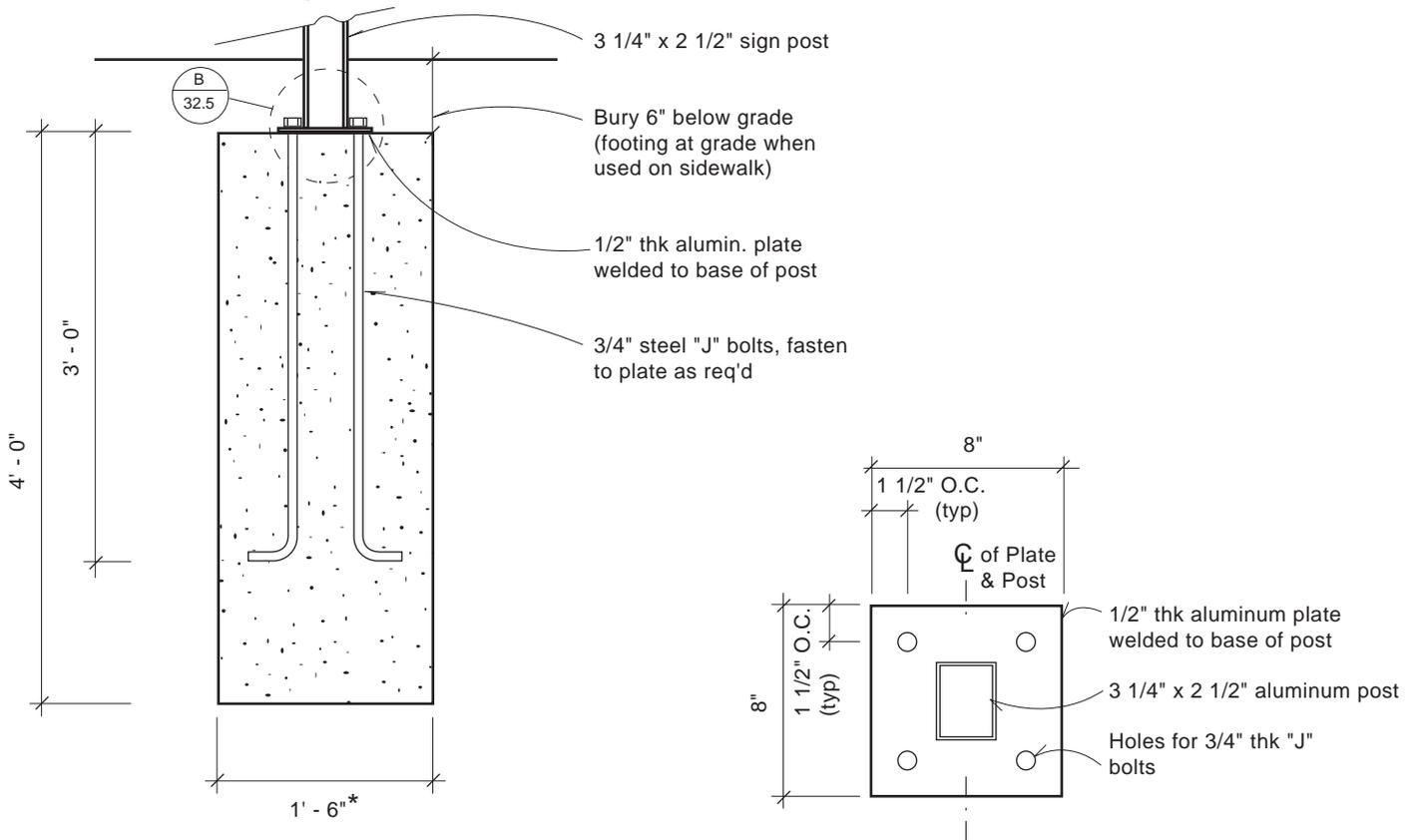
Scale: 1" = 1' - 0"



A Fabrication Detail
1" = 1' - 0"



A Section
Full Size



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

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

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:

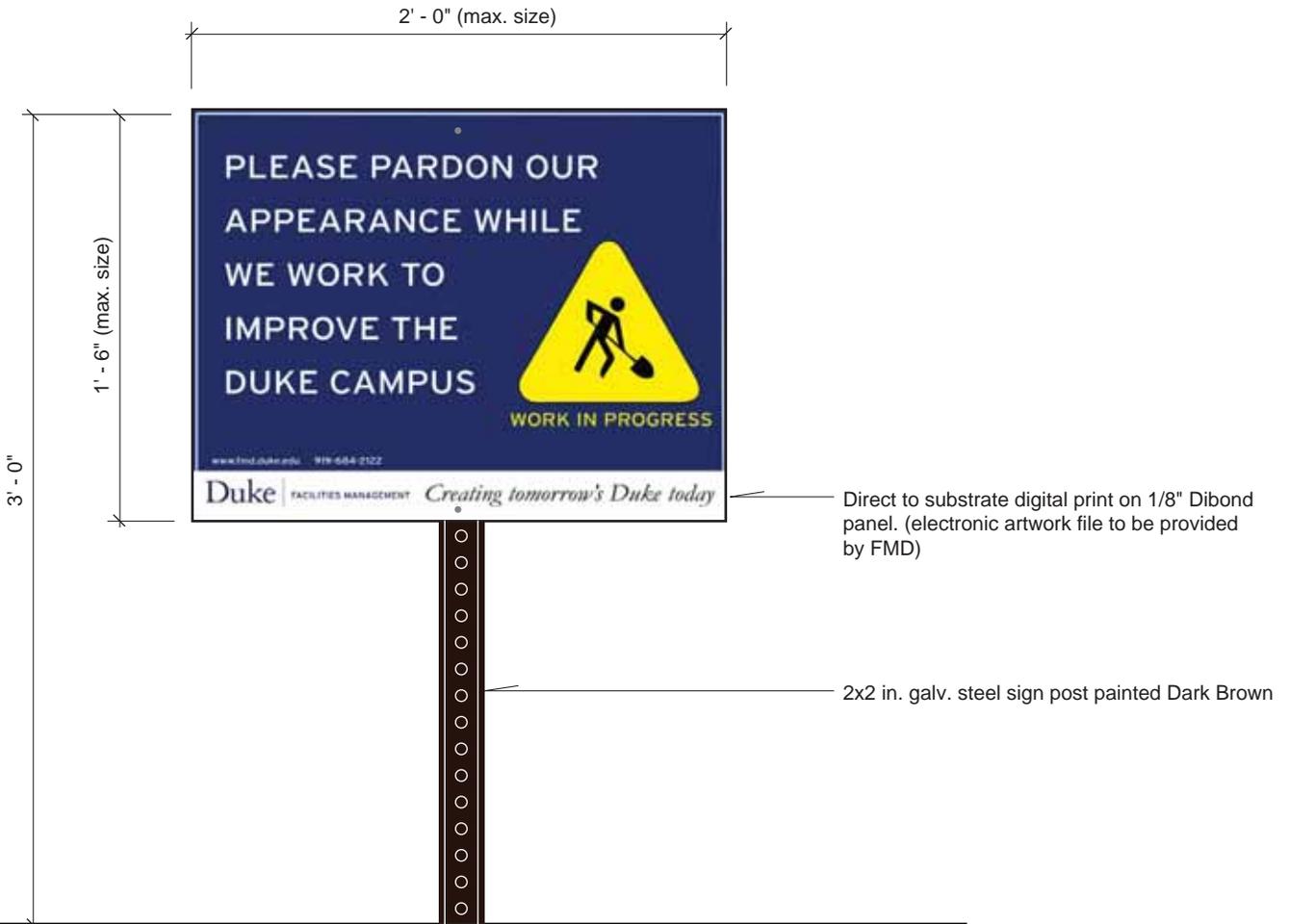
Matte UV inhibit or laminate.

Graphics:

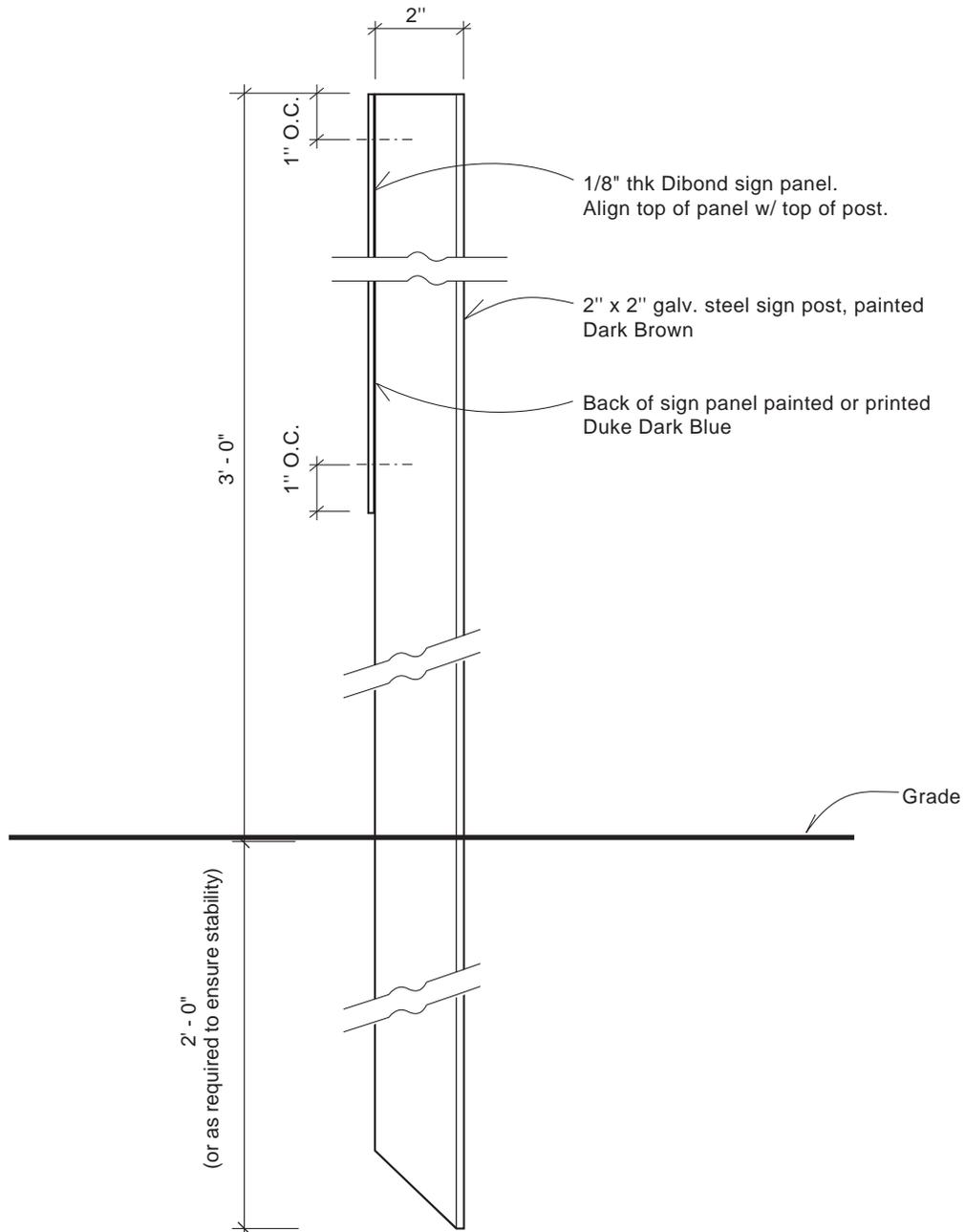
Exterior grade high resolution direct to substrate digital print.

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"



A Section - Post Mounted
Scale: 3" = 1' - 0"