



**SIGNAGE
STANDARDS
MANUAL AND
ORDERING
CATALOG**

PREPARED UNDER THE DIRECTION OF

UNIVERSITY ADVANCEMENT AND PLANNING,
CAMPUS PLANNING,

AND

CAPITAL PROJECTS AND
FACILITIES MANAGEMENT

BY CUMMINGS DESIGN
PARTNERSHIP, SANTA MONICA
AND UPDATED

BY ENGLUND & DONNELLY AND
DEBRA NICHOLS DESIGN FOR

UNIVERSITY OF CALIFORNIA
SAN FRANCISCO

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SECTION I

The purpose of this manual is to introduce the UCSF Environmental Graphics Signage Program and to provide instructions for the re-order of Department/Room Identification signs. Department/Room Identification signs are those signs used in department and room identification that require regular replacement due to personnel changes, building renovations, and department reorganizations.

The UCSF Sign Program was developed to provide consistency and uniformity in campus signing and to simplify the process of ordering new and replacement signs.

The Signage Manual is divided into six sections:

Section I, the Introduction, presents the new Sign Program and includes a statement from the Chancellor, a statement of design intent, and information regarding implementation of the program throughout the UCSF campus.

Section II, Graphic Standards, outlines the design standards and graphic elements that make up the new Sign Program.

Section III, Exterior Signage, provides a brief overview of some of the different sign types included in the program.

Section IV, Interior Signage, provides a detailed look at the Department/Room Identification sign group.

Section V, Ordering, provides detailed instructions for the ordering of new and replacement Department/Room Identification signs and includes a sample of a Sign Order Work Requisition form.

Section VI, Donor Recognition Signage Guidelines: For Donor Signage requests, please contact the Development Office, 415/476-6922.

Members of the Campus Community,

The UC San Francisco Signage Standards Manual and Ordering Catalog has been developed to enable campus units to order signs and graphics which conform to the campus signage program and which meet Americans with Disabilities Act (ADA) requirements. Compliance with the signage program is mandatory.

The signage program is designed to aid patients and visitors, provide disability access, as well as to provide consistency and uniformity in campus signing, and to simplify the process of ordering new and replacement signs.

Medical Center departments should order signs through Medical Center Building Management, and all other departments should order signs through individual building managers.

Questions regarding information contained in this manual may be directed to the Campus Planning Office at 415/476-2911, Box 0286.

J. Michael Bishop
Chancellor

This Standards Manual and Order Catalog is the culmination of more than three years' work by the graphics consultant, along with the assistance of countless UCSF staff members, to provide a comprehensive signage system for the University environment.

The intent of the Signage Program as covered in this manual is, first and foremost, to guide visitors through the University to their destinations with ease.

Second, the intent is to provide the disabled access by providing braille, tactile, or visual signage as required by law.

Third, the program is designed to provide an aesthetically appropriate as well as cost-effective solution for over 8,000 signs, offering versatility and expandability of those signs and the signage system as the needs of the University expand and change. The signage program is designed to provide ease of maintenance and application to various interior spaces, as well as to promote UCSF's commitment to quality in all areas of the health sciences environment.

This manual and the initial installation of the signs are only the start of what will be a successful and versatile communication medium for the University of California, San Francisco for years to come.

Cummings Design Partnership

Department/Room Identification signs will be coordinated by individual departments as the need for new signs arises. Medical Center departments should order signs through Medical Center Building Management, and all other departments

should order signs through individual building managers. All requests for Exterior Signage in public and common areas and all new and replacement signs will be coordinated by Facilities Management and Campus Planning.

The new ADA-compliant Signage Program may not be compatible with previous signage systems. All incompatible signs will be removed as new signs are installed.

SECTION II

The UCSF official logo is a familiar and easily recognized symbol of the University.

Designed in 1977, the logo has long been used to identify the University in all forms of print media and graphic applications.

In the Signage Program, the logo is used in a number of different sign types to identify campus buildings and common areas.

Signs featuring the UCSF logo include internal building directories and external information kiosks and building identification signs.

The UCSF logo cannot be used as part of the name of any building, institution, or other logo. In situations where the University acronym is required, UCSF must be spelled out as a word.

The UCSF logo must have **clear space** on all sides equivalent to the height of the capital "U" in the logo. For further information on the UCSF logo, please see UCSF's Visual Identity Standards at <http://identity.ucsf.edu/>.



The typography or lettering style used in the Signage Program is Helvetica Neue 65 Medium. This typeface meets state and federal ADA requirements.

Helvetica — developed in the early 1960s — was chosen for the sign program due to its clean look and readability.

The size and proportion of the characters used in a particular sign are determined by Facilities Management and depend on the sign type, message, and the amount of information required. All signs should be aligned flush left, rag right.

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ






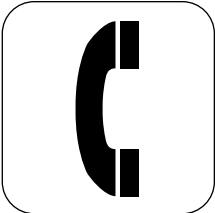
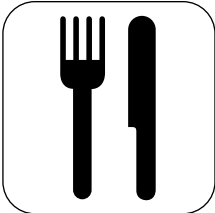


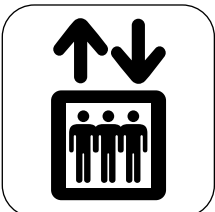


Helvetica Neue 65 Medium

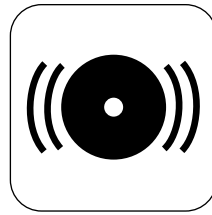
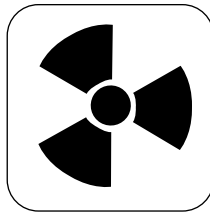
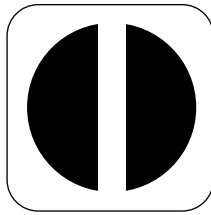
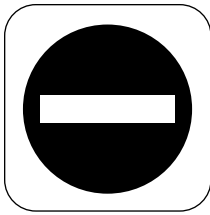
1234567890

Icons are graphic images used to convey a message. The benefits of using icons are that they are easy to understand, are cross-cultural, and are not limited by language.

General Icons, as the name implies, are generic and can be used in any location. General icons include a number of universal images such as the No Smoking, Handicapped and Restroom symbols.

Icons are used throughout the Signage Program in a number of different ways: they can be used independently to convey a message, as in the case of a No Smoking symbol; they can be used for identification, as with a Department Identification sign; they can be combined with a supporting message, as with Fire Safety instructions; and they can be used for directional assistance, as featured on information kiosks and building directories.

Men's Restroom				
Women's Restroom				
Unisex Restroom				
Handicap Access				
Information				
Telephone				
Cafeteria				
Gift Shop				
Service Elevator				
Elevator				
No Smoking				
In Case of Fire Use Stairs				



Do Not Enter

Exit

Radioactive

Alarm



Security

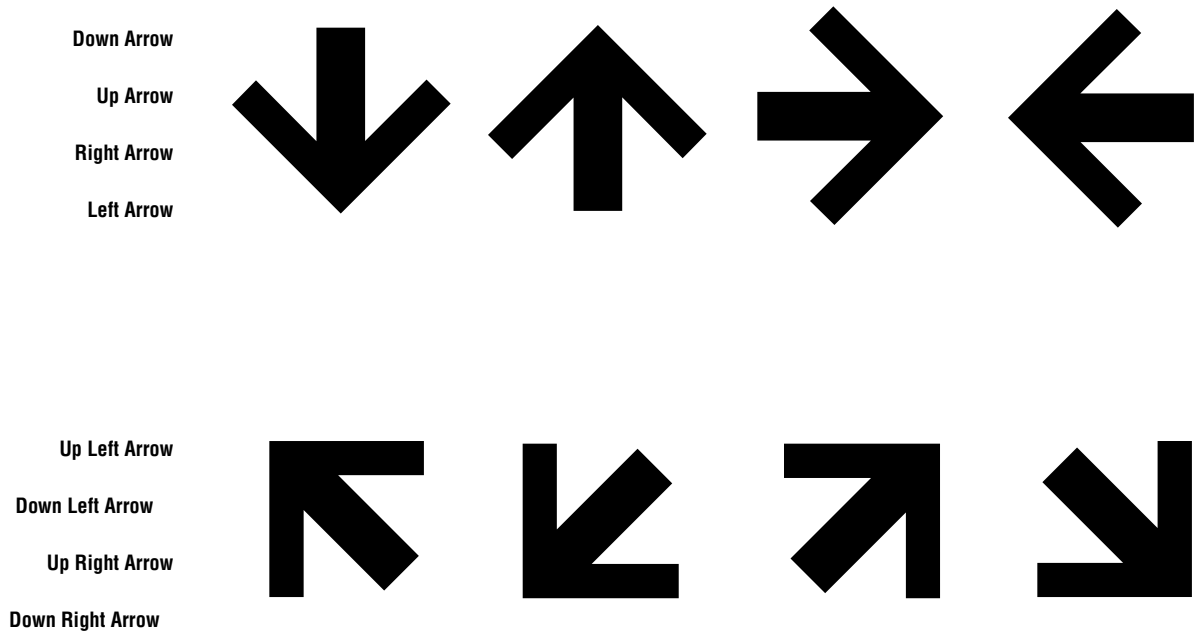
**Text Telephone
(TDD)**

**Volume Control
Telephone**

Administration

A single arrow symbol is used throughout the Signage Program to provide directional assistance. The arrow symbol appears on a number of different sign types, including information kiosks, parking signs, and internal and external directionals.

How the arrow is positioned on the sign varies, depending on where the sign is posted in relation to the destination. The arrow symbol can be positioned in eight different directions, as shown below.



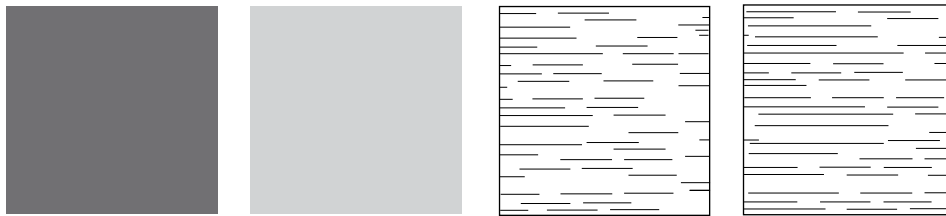
The basic color scheme of the Signage Program is a two-tone gray sign with either white or black lettering.

The primary background color is a dark “cool” gray which is always used in the sign header panel. Most signs, however, are modular (multi-sectional) and are composed of both a dark gray header panel and light gray secondary panel. White lettering is featured on the dark gray backgrounds, while black lettering is used on the light gray backgrounds.

Signs presenting emergency and safety information use a red background, while signs indicating handicap access use a standard blue.

Interior signs are made of clear acrylic. Vinyl lettering is applied to the back of the acrylic and the color background sprayed on behind the letters. The acrylic is then mounted on a backing of acrylic. Silkscreening is also used on a number of signs in combination with or in place of vinyl lettering.

To withstand the elements, most exterior signs are constructed of aluminum or steel with a porcelain enamel finish.



**PANTONE Cool Gray 11c
(coated)**

**PANTONE Cool Gray 5c
(coated)**

**Brushed Aluminum Square-
Formica Deco-Metal 2022**

**Brushed Aluminum Strip-
Spar Cal Chrome Scratch
M2273**



**White type on dark
gray background**

**Black type on light
gray background**

**White icon on dark
gray background**

The UCSF Signage Program is developed around a design and shape strategy that provides consistency in appearance as well as a distinctive image that is unique to the UCSF campus.

The basic shape strategy focuses on the header panel that tops most signage. A square area is used on either side of the header to convey supplemental information.

When located on the left side of the header, the square always features an icon. An example of a left square header is the Department Identification sign that features the department icon in the left square followed by the department name.



When located on the right side of the header, the square is used to convey identity or location information. An example of a right square header is a Directional sign that shows the floor number in the square area preceded by a destination name and arrow.



In signs where icons and supplemental identification are not used in the header, such as Room Identification signs, the square is retained on the right side in aluminum to maintain consistency in the design.

There are a variety of design elements incorporated in the basic sign blueprint including color, sign shape, and typographic arrangement.

One of the principal design elements is the use of brushed aluminum as an accent. This includes the use of a metal laminate for the cutaway square area of the header panel and a brushed aluminum vinyl strip mounted on an acrylic back panel and exposed in the reveal between the header and the lower sign faces.

Similarly, icons are generally shown in “reverse image,” meaning the area surrounding the icon shape is colored while the icon itself is either left clear or is cut out. When mounted on the metal laminate, the textured metal shows through the vacant icon image.

SECTION III

EXTERIOR
SIGNAGE

The UCSF Signage Program is a comprehensive system of signs and graphics designed to meet the varied needs of the campus. The design of all signs has been standardized to present a consistent and organized image while remaining adaptable to the changing environmental conditions at UCSF. Compliance with the signage program is mandatory.

The program features a wide range of sign types including:

- Primary Identification signs, which identify campus buildings, provide visitors with their first impression of the campus, and introduce the basic design elements of the Sign Program,
- Directional signs, which control traffic and help patients and visitors find their way around the campus and UCSF public buildings, and

- Informational signs, such as building directories and pedestrian kiosks.

This section, Exterior Signage, provides a brief description of some of the major sign types in the program.

Procedures for ordering signs are described in Section V of this manual.

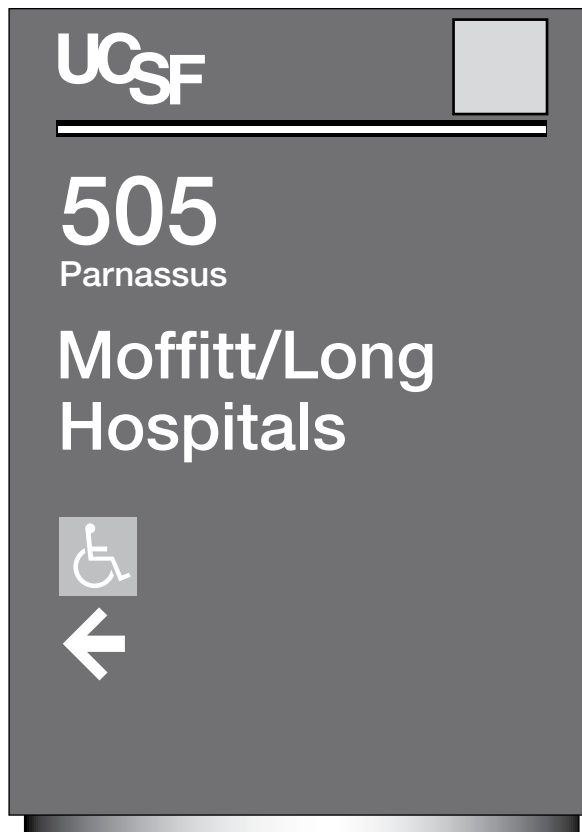
Section VI provides information regarding the use and approval process for donor recognition signage and a link to the Donor Signage Guidelines that have been developed for this purpose.

Freestanding building identification signs are located at each UCSF building. In addition to identifying each building by name, the signs also identify each building as being a part of the UCSF campus.

In most instances, building identification signs will be the first image visitors see that identifies the campus and lets them know that they've arrived at UCSF. It also introduces basic design features of the Sign Program that will become familiar to visitors as they walk around the campus.

Freestanding building identification signs are generally two-sided, each side consisting of a header and an information panel area. The header panel area displays the official UCSF logo. The information panel area identifies the name and number of the building in large letters visible from a distance.

Wheelchair-accessible entrances can also be indicated on these signs.

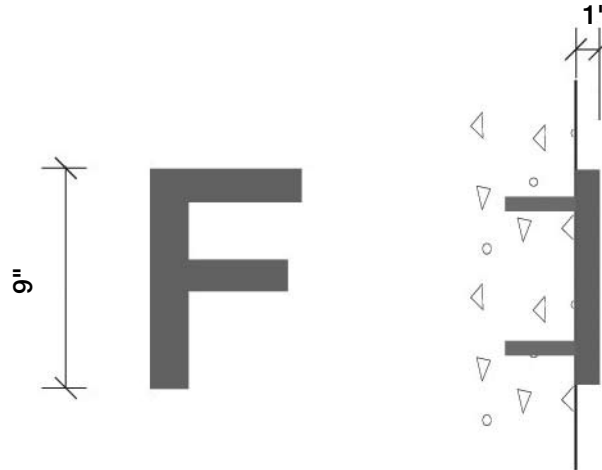


Each major entrance to a building should be identified; a donor's name may be incorporated into the identification.

The text should be 9" initial cap three-dimensional letters in #4 brushed stainless steel, ASTM A316, horizontal grain, mounted flush to the building facade. The typeface should be Helvetica Neue Medium. The letters should be mounted flush to the building facade. The text should be located in the zone closest to the top of the first floor lobby or the bottom of the first typical floor.

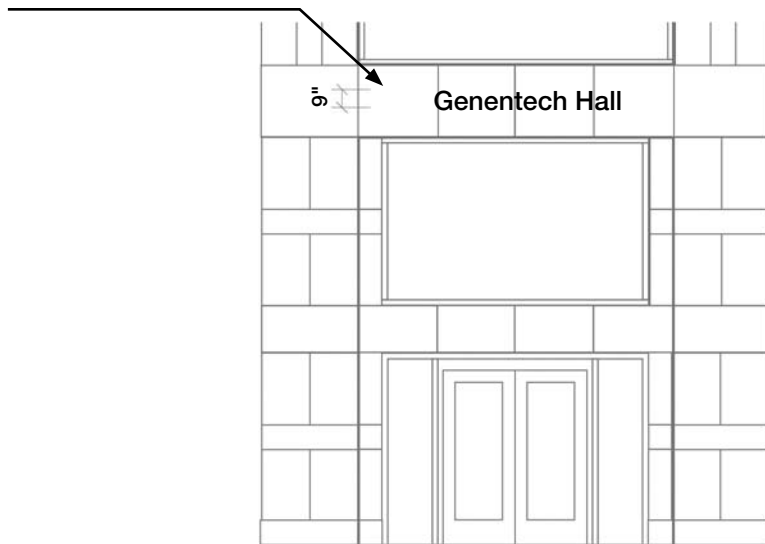
The text should be composed to best suit the architectural elevation as well as viewing site lines. If the door is centered on columns, windows, steps, etc. and there is an area above the door in the height zone described in paragraph two, the name can be centered. If the text requires only one line, utilize the lowest line in the grid. Stacked text should always be flush left.

**Detail and Section
Scale: 1¹/₂" = 1' - 0"**



**At UCSF Mission Bay,
mount letters to
travertine spandrel at
first typical floor
level above lobby.**

**Elevation
Scale: 1/8" = 1' - 0"**



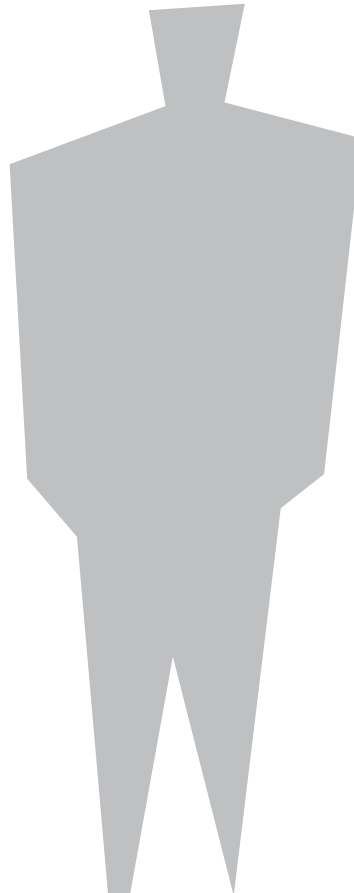
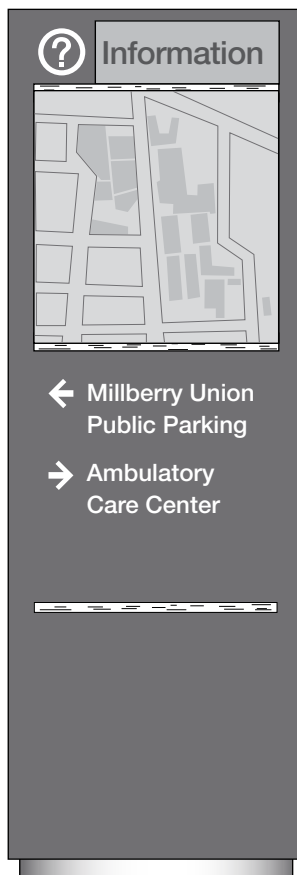
UCSF currently has two sets of information kiosks standards: an original design used at UCSF Parnassus, and a newer design used at UCSF Mission Bay. As future funding permits, the intent is to incorporate the newer UCSF Mission Bay standards at all campus sites over time. Kiosks are four-sided pedestrian information signs that are located at key locations throughout the campus grounds and parking garages.

Kiosks are also used at the entrances to parking garages to display information such as clearance and parking rates. Each side of a kiosk is divided into multiple sections. The number of sections or panels per side varies depending on the kiosk type, of which there are four.

For the original UCSF Parnassus kiosk design, the top panel of each kiosk is the header, which on pedestrian kiosks always consists of the word “Information” together with the question mark icon. On parking kiosks, the UCSF logo is shown to identify the structure as being part of the campus.

The functions of the lower panels vary and range from campus maps to bulletin boards to directional information.

Each panel is separate and removable. Therefore, when a change of information is required, individual panels can be replaced.



Primary street identification at UCSF Mission Bay will be accommodated on four-sided information kiosks, as shown below. All four sides of the sign may carry street names; the two faces parallel to the street will carry the name of the street.

The text, in 2" initial cap Helvetica Neue Medium, should be 3M Scotchcal Series 220 Dark Gray vinyl applied directly to the face of the glass lantern at the top of the kiosk. If the text requires only one line, utilize the lowest line in the grid.

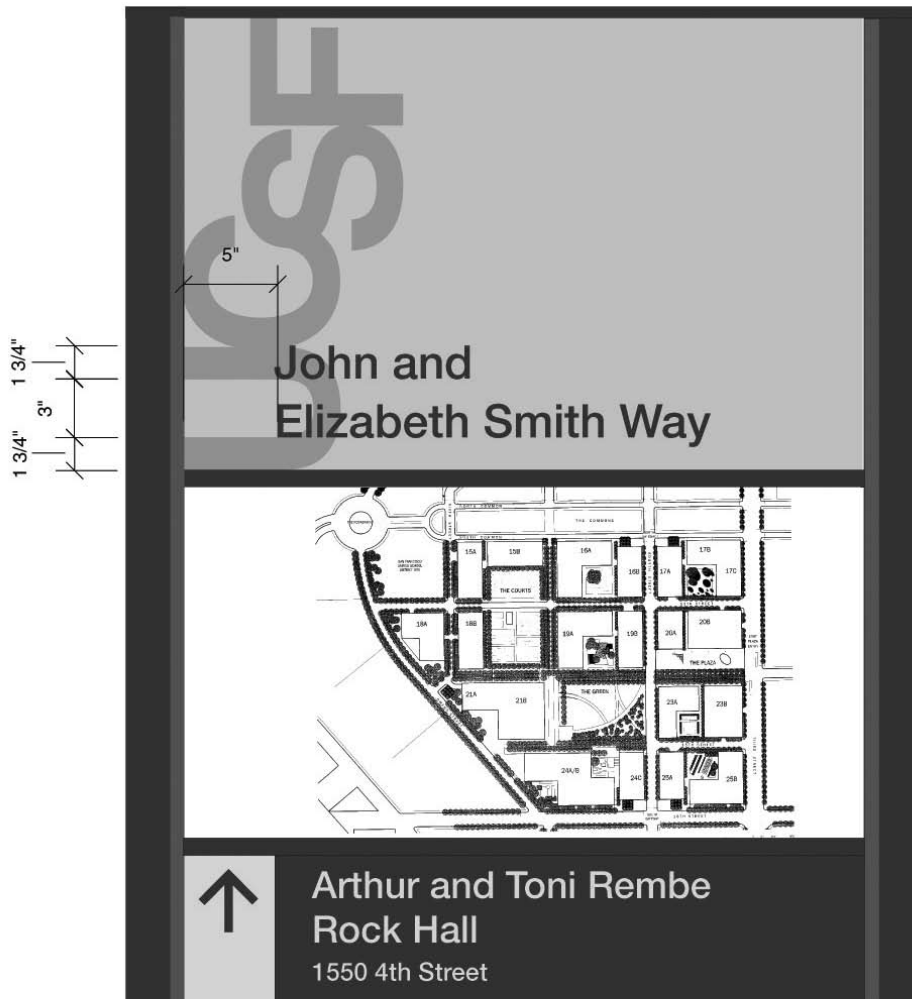
UCSF has been offered the opportunity to name all streets (except 4th Street) at UCSF Mission Bay; a donor's name may be incorporated into the name of the street. When the naming of a street for a donor requires replacement of City of San Francisco street signs, Campus Planning will coordinate the process.

Additional, custom donor signage for UCSF Mission Bay street identification may be required to accommodate unique landscape conditions or to address other special situations.

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



Detail
Scale: 1^{1/2} = 1' - 0"

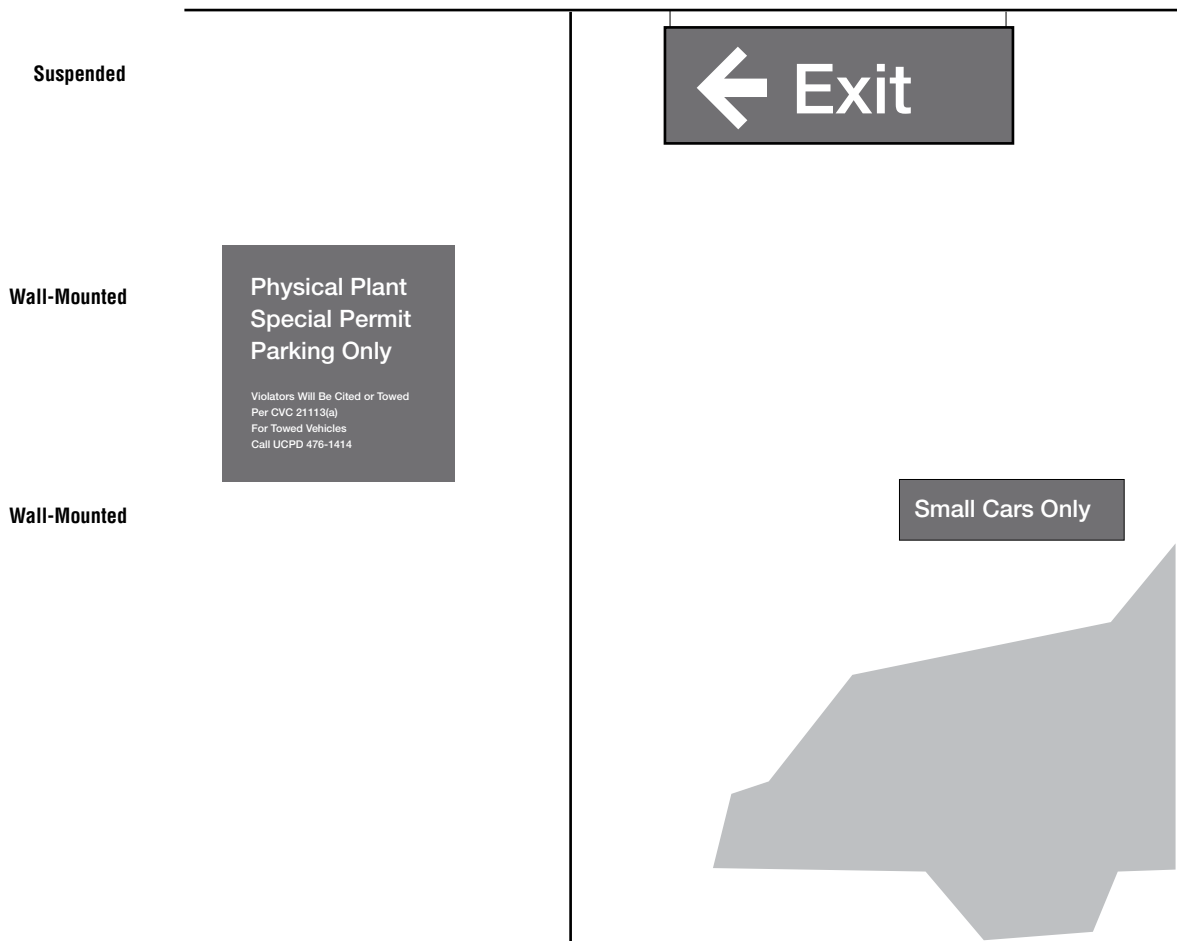


UCSF parking garages maintain a specialized group of signs that are used throughout the garages and other parking areas to provide parking instructions and directional assistance.

Included in the parking sign group are large overhead directional signs to guide drivers through the garages, column signs to furnish location and directional information, suspended garage clearance signs, and general parking signs that are used to provide basic parking instructions, restrictions, and directional information.

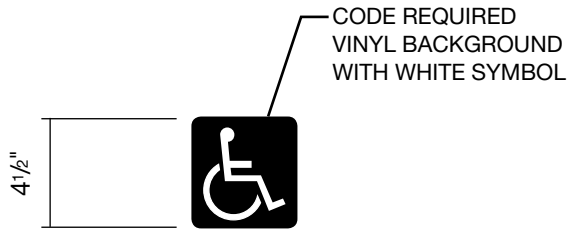
General parking signs (shown below) are single panels that can either be wall-mounted or suspended from the ceiling for better visibility. All text on these signs must be reflective white lettering.

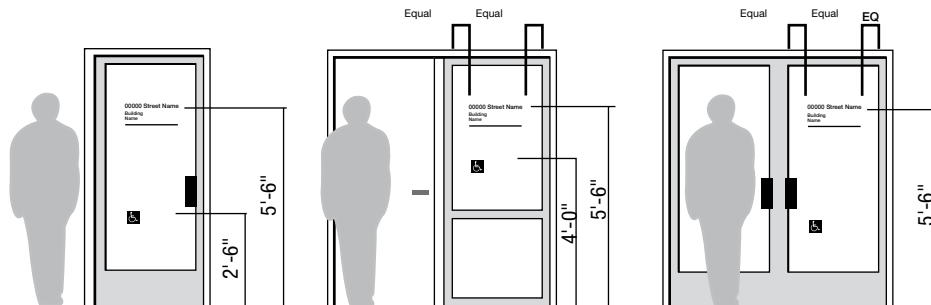
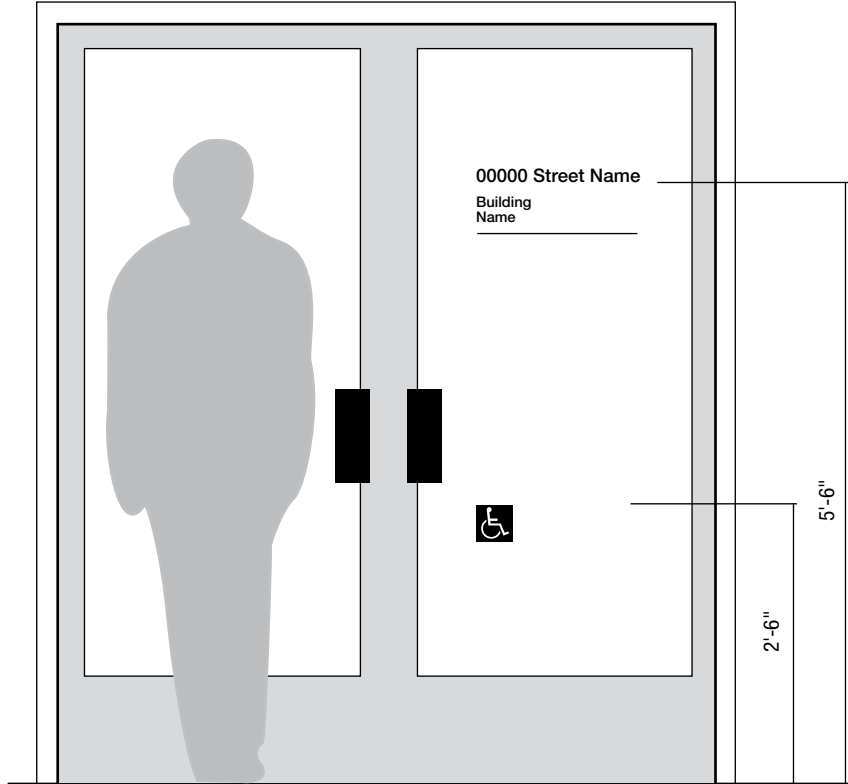
The size of each sign will vary depending on the amount of information to be presented.



These surface-applied vinyl graphics are designed to identify building information at building entrances. Gloss white text and bar.

Code required handicap graphic at designated handicap accessible entrances only. Painted in code required colors.





Description/Context: Each work of art should be identified. Two plaque designs have been developed to recognize commissions, loans, and acquisitions of art. For art donated to UCSF, refer to the Donor Signage Guidelines.

The smaller design should be used for simple identification of the art and source. If it is necessary to include a description of the art, the larger design should be used. All art is directed through the Chancellor's Office and any questions or comments should be directed to 415/476-4317.

Small Plaque: The text should be etched and filled in PMS 7C Black on a 4" x 8" #4 brushed stainless steel plaque unless specified otherwise by the Chancellor's Office; the only exception to this is in the Community Center, where PMS 1675 U text should be used. The first line of text – typically the name of the artist – should be printed in initial cap Helvetica Neue Bold; the second line of text – the nationality and birth year of the artist – should be bracketed and printed in Helvetica Neue Medium; the third line of text – typically the name of the piece – should be printed in initial cap Helvetica Neue Bold Italic with the date in Helvetica Neue Medium; the fourth line of text – typically “commissioned by” or “on loan to” – should be printed in all lowercase Helvetica Neue Medium; the fifth line of text – typically

the name of the individual or organization – should be printed in initial cap Helvetica Neue Bold. Note that font size varies for each line of text; see the detail drawings for exact layout and font specifications.

Large Plaque: Specifications for the large plaque vary only in the size of the plaque, 8" x 8", and in the font size and styles used in the description of the piece unless specified otherwise by the Chancellor's Office. See the detail drawings for exact layout and font specifications.

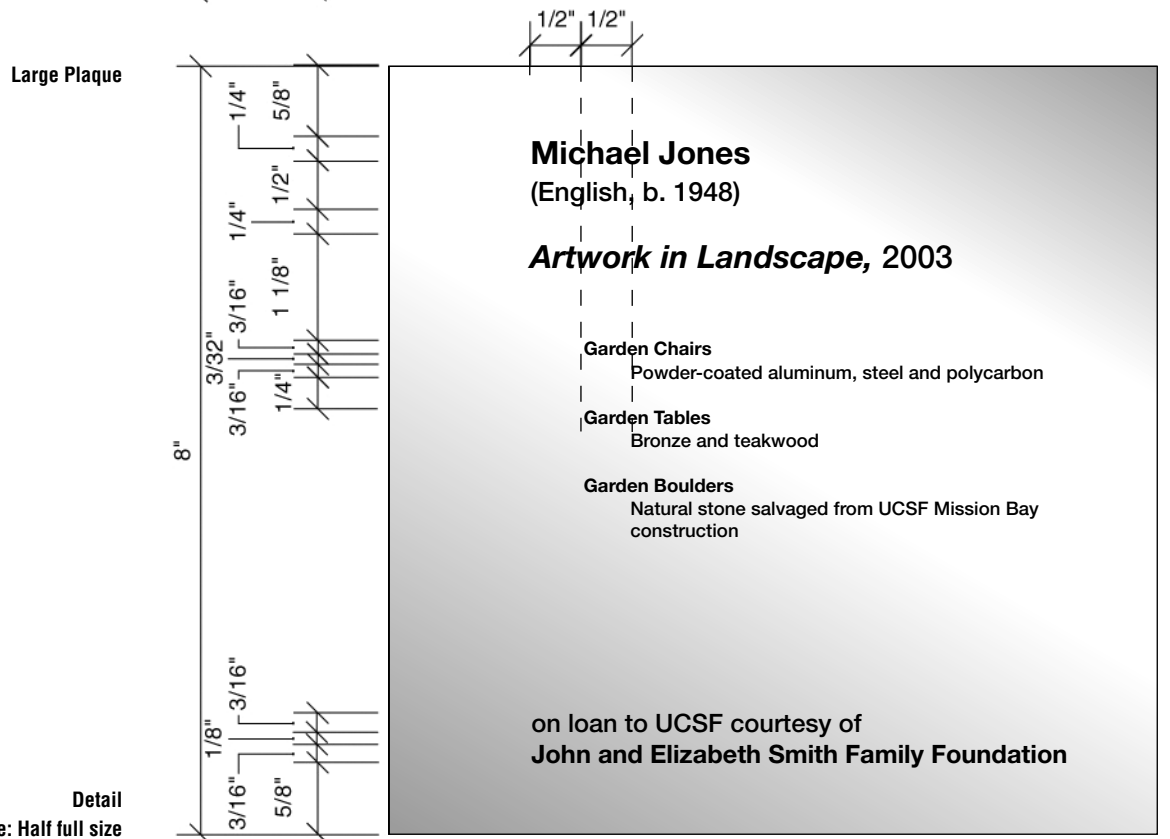
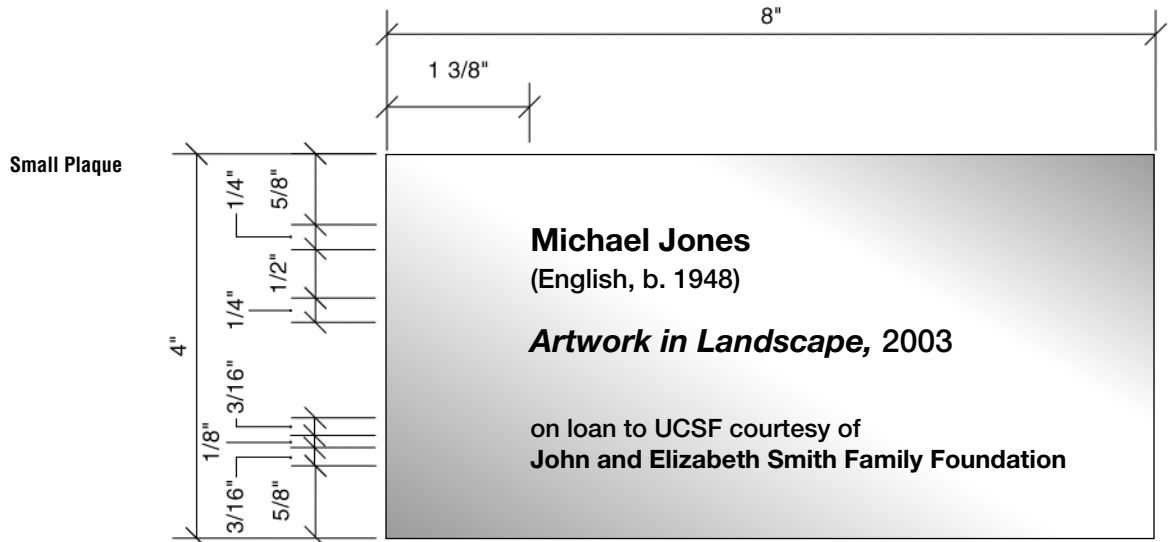
Exterior art plaques should be mounted flush to a surface, in an easy-to-read position, in close proximity to that piece. Plaques located in the ground plane should be flush to the ground plane and without exposed edges to avoid a tripping hazard.

Font: Various Helvetica font styles as specified on detail drawings, etched and filled in PMS 7C Black in standard applications, PMS 1675U in the Community Center

Plaque Material: #4 brushed stainless steel, ASTM A 316, horizontal grain

Plaque Size: 8" long x 4" high or 8" long x 8" high, 1/4" thick

Detail Drawings: See following page.



Detail
Scale: Half full size

SECTION IV

INTERIOR
SIGNAGE

**SIGN SYSTEM
HIERARCHY**

Department main offices and general work areas are identified by ceiling-mounted Department Identification signs. These are stand-alone signs intended to direct people to corresponding room locations.

1. Every room starts with a Room Number module: for many rooms, this will be the only sign necessary. This sign includes a tactile room number and corresponding Grade 2 braille.

2. Depending on the function of the room, one of the following modules may be added: Room Name, Temporary Information frame, or in the case of Restrooms, a General Restroom Utility sign (not shown).

3. If Room Number and Room Name modules are combined, then three additional options are available: Occupant Name Plaque, Changeable Occupant Frame, or a General Information Plaque.

Interior signs are used to identify departments, offices work areas, and room locations.

The Department Identification sign is a stand-alone ceiling-mounted sign used to identify the entrance to a department or work area. It is generally used in combination with a corresponding Room Identification sign.

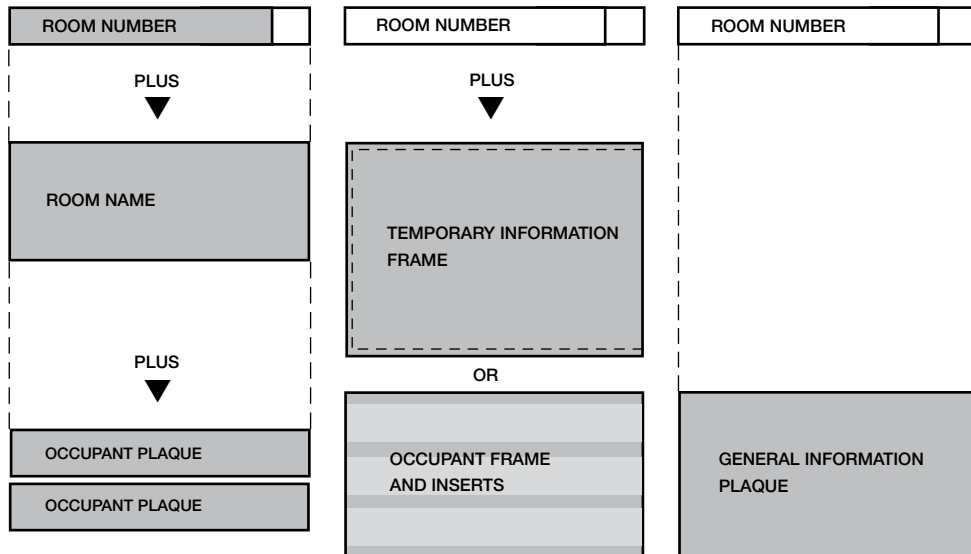
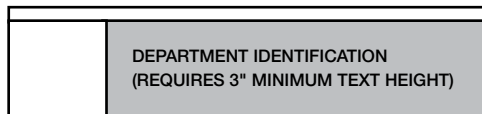
The Room Identification sign group is based on a modular format wherein different sign modules are combined to form a custom “sign set” for each room.

If a sign set is being assembled for a restroom, then a corresponding ceiling-mounted icon module may be needed.

Each module in the Department/Room Identification sign group is outlined in detail in this section. In addition, stand-alone Utility signs have been included because they also fall under the general heading of “changeable signage.”

Section V provides instructions for ordering signs in this Department/Room Identification sign group.

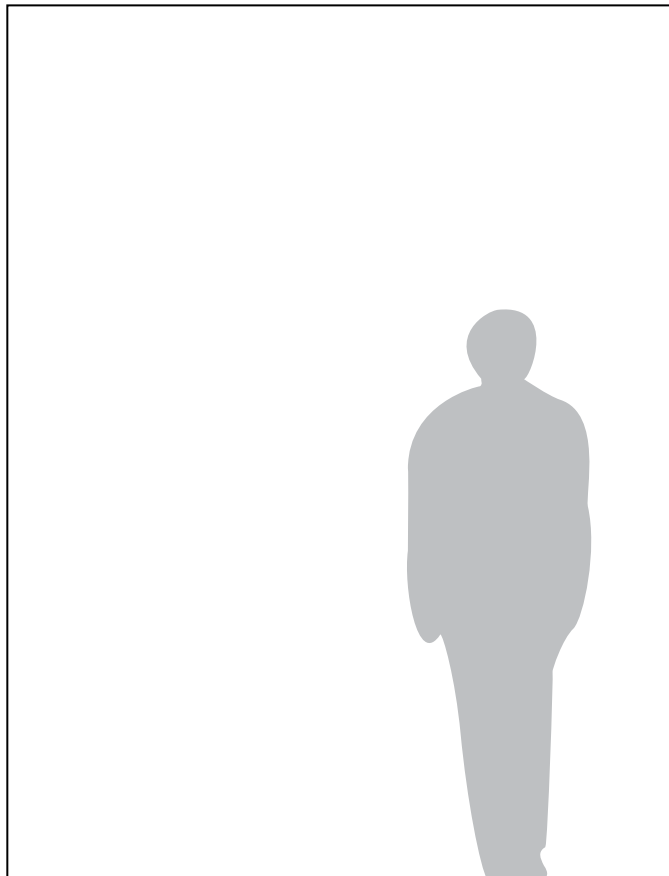
There is a hierarchy that determines which modules may be combined and in what order. Below are some examples of how Department and Room Identification sign sets can be assembled.



Department/Area Identification signs (Module 5A.1) are used to identify the principal departments within a building.

These signs are ceiling-mounted and can be used in combination with Room Identification signs to identify the entrance to a department.

Each sign is a single panel consisting of two parts. On the right side is the department/area's name and on the left side is the department/area's corresponding customized icon, where available. This sign is 6" high by 36" wide. Wider signs may be necessary to fit the required 3" minimum letter height required by the ADA. Some longer department names may not fit within the corridor width and/or height.



ORDER MODULE 5A.1
When ordering a Department/Area sign, indicate the department's official name as it should appear on the sign and indicate whether an icon is available (see page 13).

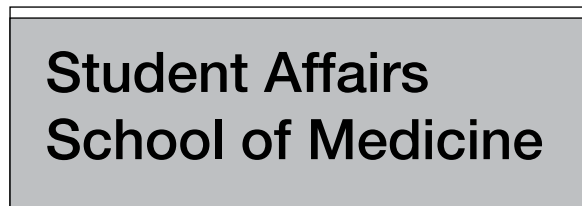
ADA requires all overhead signs have a 3" minimum text height.

The Room Number (Module 6.1 [A]) is the starting module in the room identification hierarchy. All rooms within the UCSF campus — including restrooms, utility closets, etc. — are to be identified with a Room Number sign. This sign is 2" high by 12" wide, and includes tactile and braille text.

The second module in room identification is Room Name (Module 6.2[B]). A Room Name module is used to identify a particular department, office, or service unit. This sign is 4 1/8" high by 12" wide.

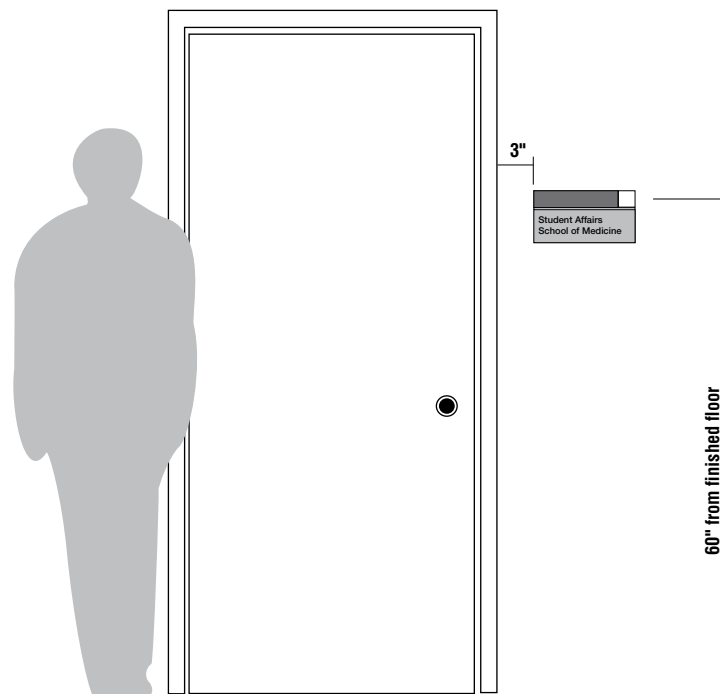
The Room Name module is available in a number of different sizes to accommodate a room with multiple work areas or a hallway entrance leading to multiple inner offices. (Size variations of the Room Name module are shown on the following page.)

ORDER MODULE 6.1 (A)
When ordering a Room Number module, you must include the building's "alpha code," e.g., "S" for Medical Sciences, as the prefix to the room number. (Refer to the listing of UCSF building codes in Section V.) Text to be tactile with braille, to meet with ADA standards.



ORDER MODULE 6.2(B)
In areas where it might be helpful to include the title of the person in charge of a unit, that person's title may be included as a sub-listing below the department name (see sample on following page).

When displayed by itself, the Room Number sign is mounted on the center of the door. When displayed with other room identification modules, the Room Number sign is mounted on the wall to the right of the door.



Student Affairs
School of Medicine

Pediatric
Gastroenterology
Laboratory

Principal Investigator

School of
Pharmacy

Department of
Pharmaceutical
Chemistry

The Society for
the Study of
Social Problems

Institute for Health &
Aging Reception Area
is Located in N 631

Department of Oral &
Maxillofacial Surgery
Administration Office

Department Chair
Management Service
Officer

Administration Staff

Department of
Stomatology

Administration Office

Department Manager

Editor

Financial Manager

Payroll / Personnel

(MODULE 6.2 (B))

Room Name signs are available in a number of different sizes to accommodate the particular needs of each department.

Only job titles may be included with a Room Name module. If you wish to include the names of individuals assigned to a department, refer to occupant name signs on pages 35 and 36.

Room Name information can be presented in several different ways. Variations may include: A simple listing of departments or offices; a major department heading followed by subheadings of units or offices within that department; a department or office name followed by the job title of the individual responsible for the area; or any combination that best identifies the occupancy of the room.

The size and layout of each module will be determined by Facilities Management based on the text submitted. A maximum of 8 to 10 lines of text can be shown, depending on the information and layout used.

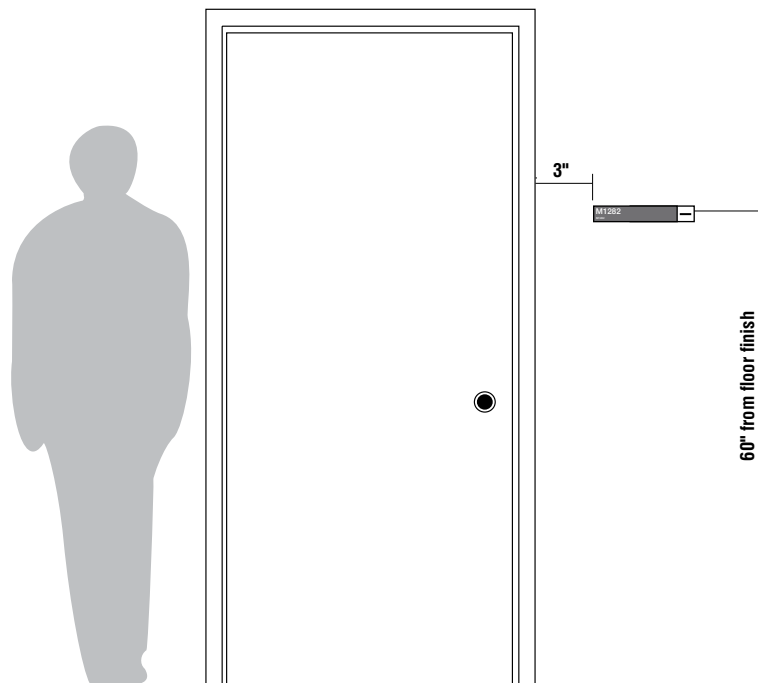
The Sliding Room Number (Module 6.19 [H]) can be used as an alternative to the standard Room Number (Module 6.1[A]). It is 2" high by 12" wide.

This sign was designed to be mounted at examining rooms, conference rooms, unisex restrooms, etc., where people may need to indicate when a room is in use.

The messages "Vacant" and "Occupied" are printed at either end of the sign. The room number is printed on a sliding panel that can be moved left or right to reveal the appropriate message while concealing the other.

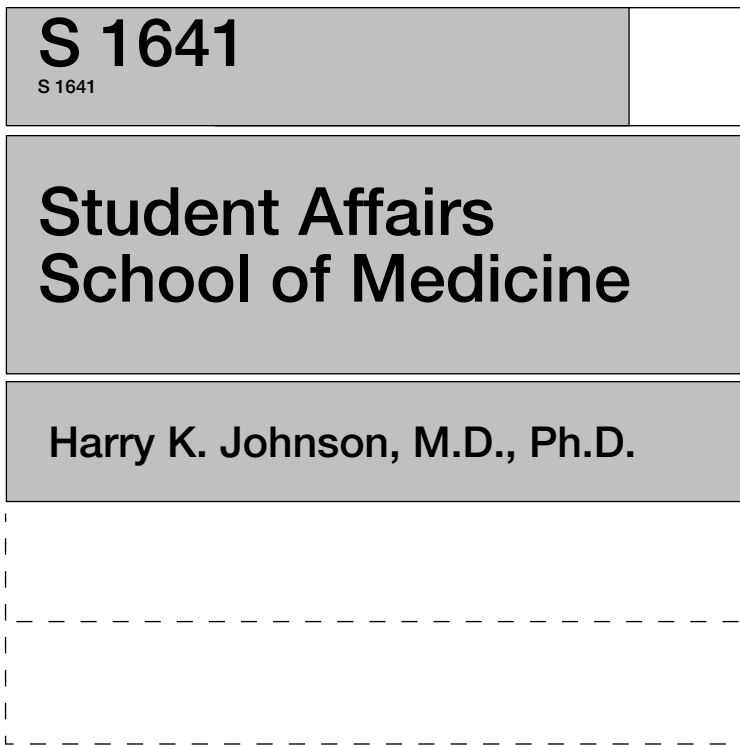
The Sliding Room Number module may be used in combination with a restroom icon module (see page 39) but otherwise is used as a stand-alone Room Number sign.

ORDER MODULE 6.19 (H)
When ordering a Sliding Room Number module, include the building's "alpha" prefix code with the room number.



A third module in the Room Identification sign group is the Occupant Name Plaque (Module 6.7 [D]). This module is combined with a Room Number and Room Name module when occupants are permanently assigned to a room. This sign is 2 1/8" high by 12" wide.

If occupancy of a room changes frequently, an alternative to this module would be the Changeable Name Frame which features changeable name inserts. (See page 36, Module 6.8 [E].)



ORDER MODULE 6.7 (D)
When ordering an Occupant Name Plaque, include the individual's full name and degree or title. (The Occupant module can accommodate approximately 41 characters.)

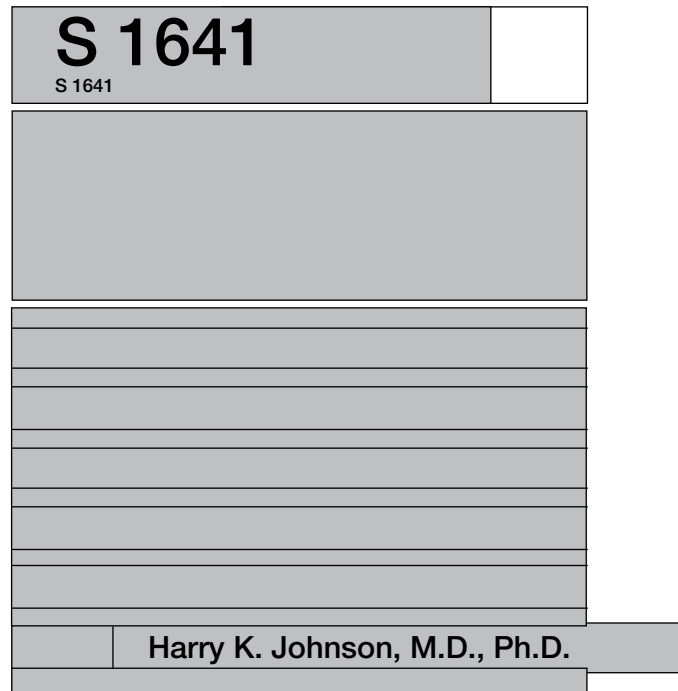
An alternate third module in the Department/Room Identification sign group is the Changeable Name Frame (Module 6.8[E]). This module is made up of a multi-slot panel together with changeable name strips that can be inserted and removed from the slots, as necessary.

The Changeable Name Insert (Module 6.9[E]) is always combined with a Room Number and Room Name module and is used in departments where there are a number of individuals on staff and/or where occupancy changes frequently. As individuals leave, their names can be removed and replaced by those arriving. These modules are 1" high by 12" wide.

The changeable name inserts can also be used to display short messages that may not need to be posted at all times. As appropriate, the message insert can be added or removed. To allow for names and messages to fit on name inserts, if need be the font size can be reduced up to 40 percent.

ORDER MODULE 6.8 (E)
The Changeable Name Frame can be ordered with 1, 2, 4, or 6 name slots. When ordering frames, specify the number of name slots required.

ORDER MODULE 6.9(E)
When ordering Name Inserts, indicate each person's full name and degree or title. If a message insert, be clear and concise in your message. Message inserts can accommodate approximately 30 characters.



Another module that can be combined with Room Number and Room Name is the General Information module (Module 6.12 [F]). This module provides general information or instructions applicable to the department.

General Information modules may be used to convey information such as safety instructions, available services, or a listing of business or visiting hours.

S 1641 S 1641	
Student Affairs School of Medicine	
Please Keep Door Closed	

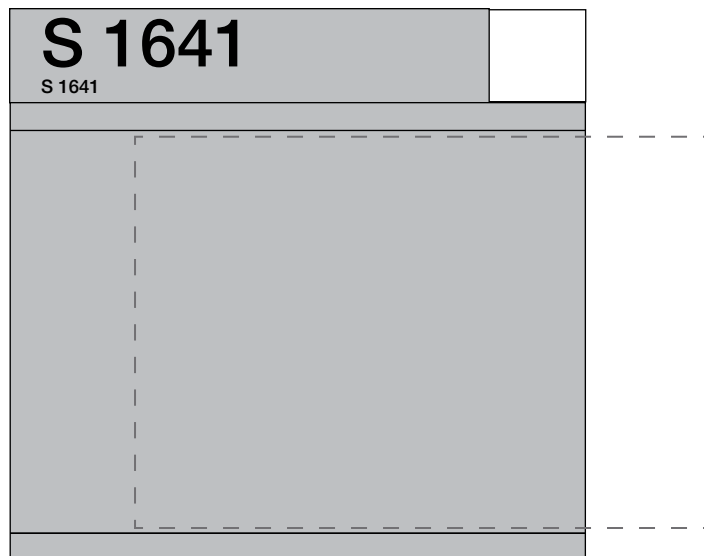
ORDER MODULE 6.12 (F)
General Information modules come in a variety of heights ranging from 1 to 14 inches. The size of the module will be determined by Facilities Management based on the text submitted.

If more information is necessary than space allows on the order form, enter the information on a separate sheet of paper and attach it to the order form. Print "See Attached" in the General Information section of the order form.

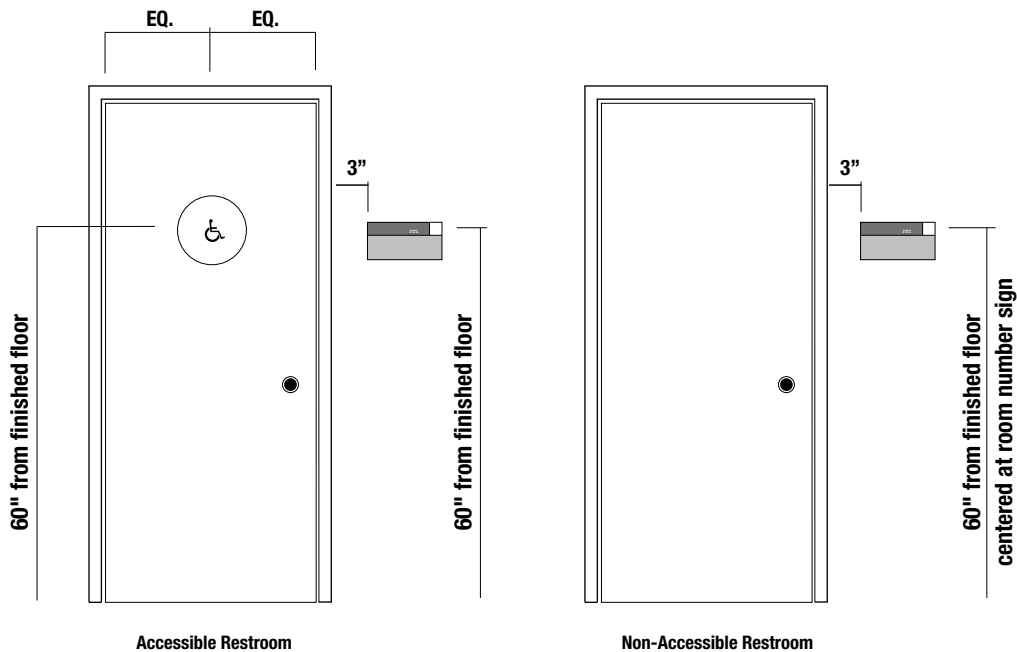
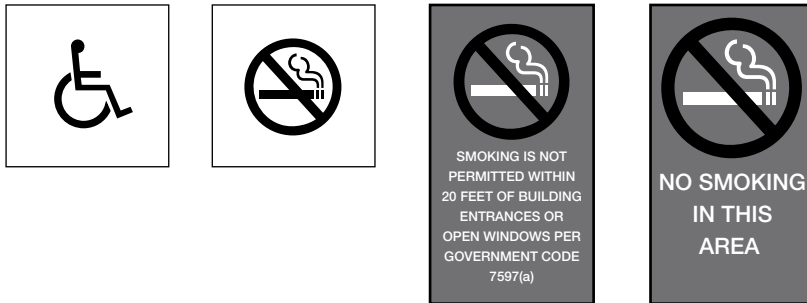
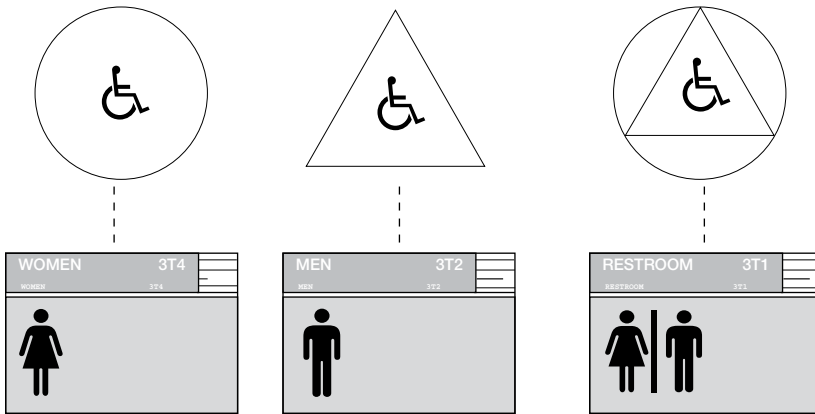
The Temporary Information Frame (Module 7.1 [C]) is used to display any “room information” that is subject to change such as a department’s weekly work schedule or hospital patient information.

The Temporary Information Frame module is used in combination with the Room Number Module A6.1.

ORDER MODULE C7.1
This single large clear acrylic window is designed to hold an 8" x 10" sheet of paper available through Facilities Management.



General Utility signs are used throughout the campus to identify restrooms, handicapped access locations, and no smoking areas.



There are three basic icon modules used in restroom identification: WOMEN'S, MEN'S, and Unisex. These signs are always used in combination with Room Number and Symbol modules for handicapped-accessible restrooms. Non-accessible restrooms have the Room Number and Symbol module only.

The HANDICAP ICON sign can be used together with any of the restroom modules or may be displayed by itself to identify any special handicap access location.

NO SMOKING signs come in three versions: the No Smoking icon by itself, the icon together with the official UCSF No Smoking policy statement, and the icon with the "No Smoking in this area" statement.

When ordering General Utility signs, indicate the quantity needed next to the appropriate sign description on the Sign Order Form.

Elevator lobby signs provide general information and safety instructions and are located at all public and service elevator bays.

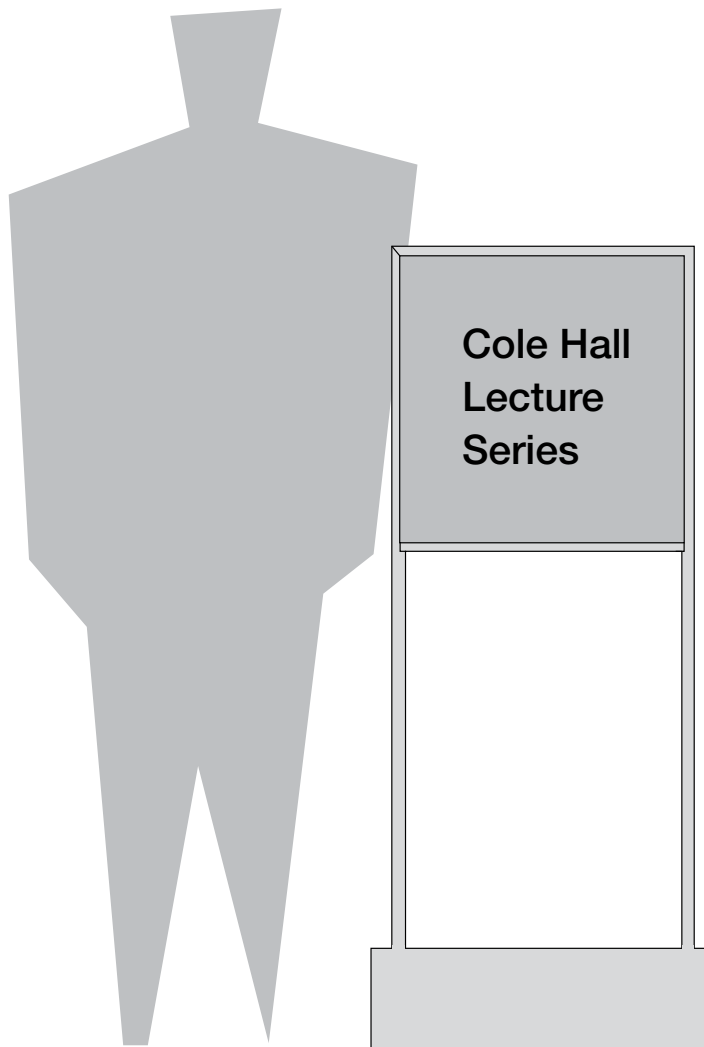
Each sign consists of four sections. The main section indicates the floor you are on, what floors the elevators serve, and general building information such as whether there is a cafeteria located within the building. The second section provides for a map of the floor or an emergency evacuation plan. The third and fourth sections are located on either side of the elevator call button. One panel features UCSF's no smoking policy while the other provides fire safety instructions.



Freestanding Information signs are 2-sided general information signs that can be located anywhere in a building where additional information is required. Its overall size is approximately 4'2" high and 1'7" wide. The information face measures 18"x18".

The sign is mounted on a weighted base that is freestanding, meaning it is not permanently installed and can be relocated, as necessary.

Freestanding Information signs can be used to post visiting hours, office hours, service instructions, etc.

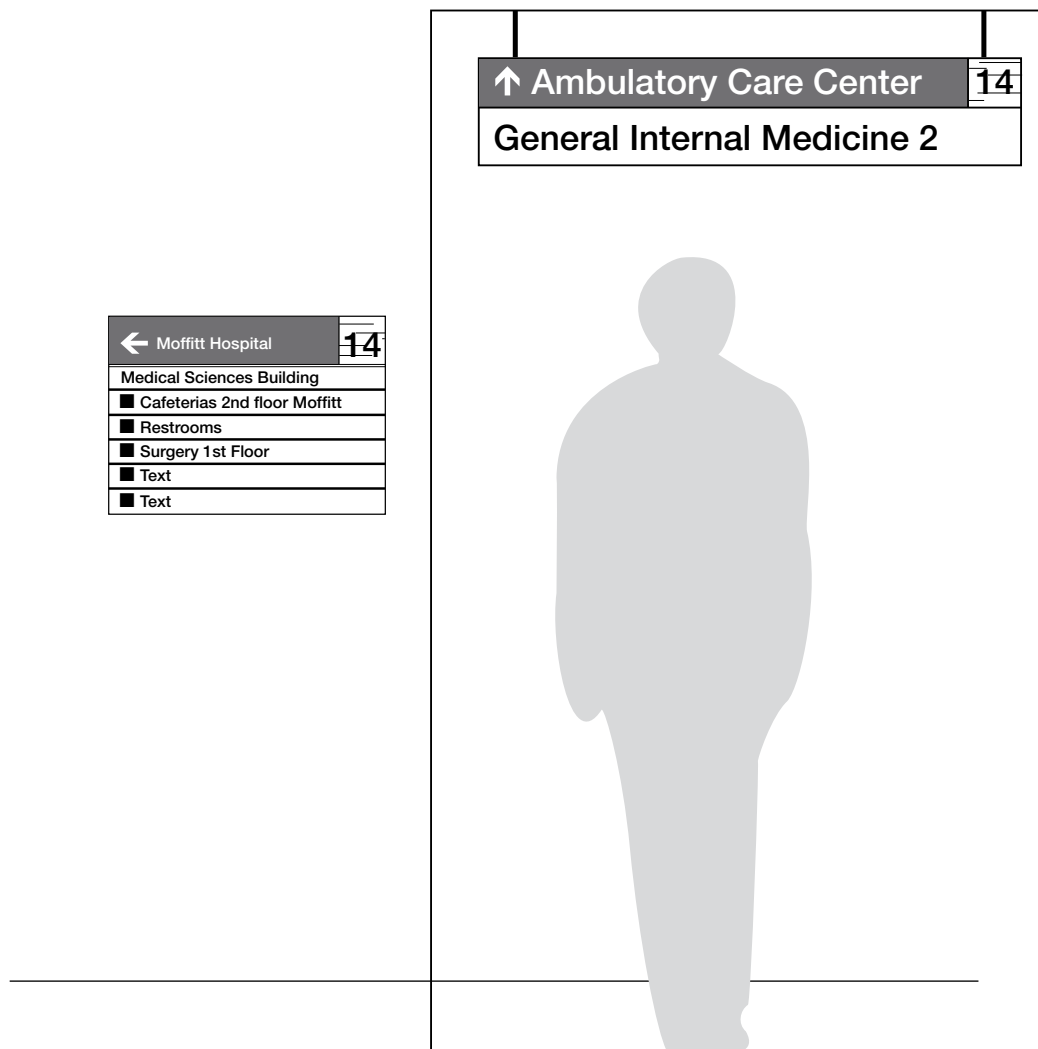


General Directional signs are used throughout buildings to provide directional assistance. Directional signs are multi-sectional and can be wall-mounted or suspended from the ceiling.

Ceiling-suspended signs should only be used when absolutely necessary because of their large size. 3" minimum height text is now required on overhead signs by the Americans with Disabilities Act.

The header panel at the top of the sign shows the floor you are on and provides directional assistance to a principal destination, e.g., an adjacent building or major department within the building. An arrow symbol is used to indicate the direction to take.

The second panel indicates the building that you are in. The remaining panels list secondary destinations in the direction of the arrow and are listed with corresponding icons, where applicable.



Accessible Facilities Directories are typically used adjacent to accessible primary building entrances. They contain a 4" high header strip and 3" high informational strips and are wall-mounted.

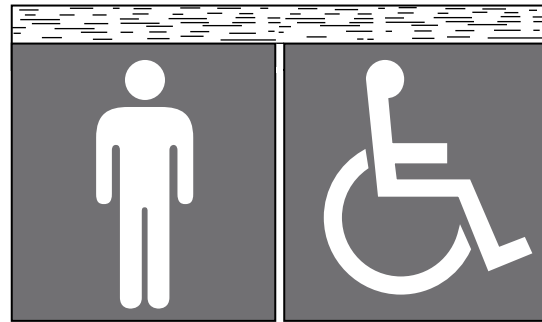
The informational strips indicate locations of the nearest accessible restrooms and telephones from the lobby areas.



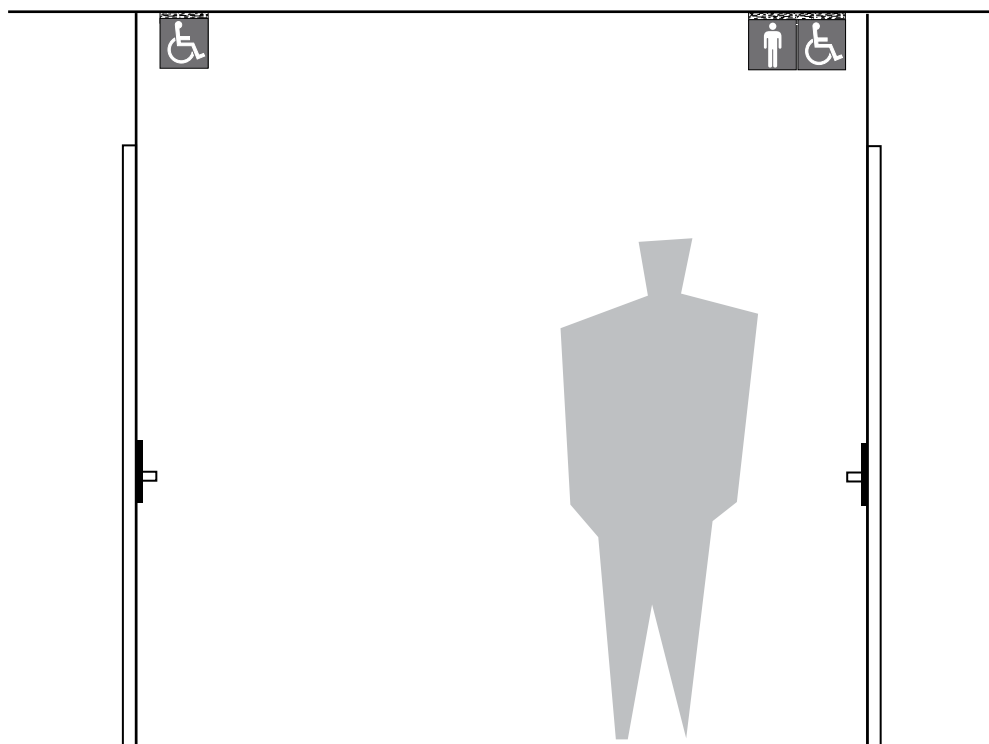
There are two supplementary General Utility modules used in restroom identification: The single overhead and the double overhead.

When a restroom door is along a hallway, the appropriate overhead icon(s) can also be ordered along with the door signs as part of the overall restroom identification sign set. The overhead signs have icons printed on both sides and are mounted on the ceiling perpendicular to the door so that they can be seen from either end of the hallway.

Single overhead signs generally depict the type of restroom, i.e., Men's or Women's. Double overheads generally combine the icon for the type of restroom with a handicap access icon, when applicable.



Order ceiling-mounted utility signs, as needed, to accompany wall- or door-mounted signs shown on page 39. On the Sign Order, check the box "Include matched ceiling mount sign" provided for this purpose when ordering wall- or door-mounted utility signs. (See Sign Order Procedures, page 49).



Description/Context: Each work of art should be identified. Two plaque designs have been developed to recognize commissions, loans, and acquisitions of art. For art donated to UCSF, refer to the Donor Signage Guidelines.

The smaller design should be used for simple identification of the art and source. If it is necessary to include a description of the art, the larger design should be used. All art is directed through the Chancellor's Office and any questions or comments should be directed to 415/476-4317.

Small Plaque: The text should be etched and filled in PMS 7C Black on a 4" x 8" #4 brushed aluminum plaque unless specified otherwise by the Chancellor's Office; the only exception to this is in the Community Center, where PMS 1675 U text should be used. The first line of text – typically the name of the artist – should be printed in initial cap Helvetica Neue Bold; the second line of text – the nationality and birth year of the artist – should be bracketed and printed in Helvetica Neue Medium; the third line of text – typically the name of the piece – should be printed in initial cap Helvetica Neue Bold Italic with the date in Helvetica Neue Medium; the fourth line of text – typically “commissioned by” or “on loan to” – should be printed in all

lowercase Helvetica Neue Medium; the fifth line of text – typically the name of the individual or organization – should be printed in initial cap Helvetica Neue Bold. Note that font size varies for each line of text; see the detail drawings for exact layout and font specifications.

Large Plaque: Specifications for the large plaque vary only in the size of the plaque, 8" x 8", and in the font size and styles used in the description of the piece unless specified otherwise by the Chancellor's Office. See the detail drawings for exact layout and font specifications.

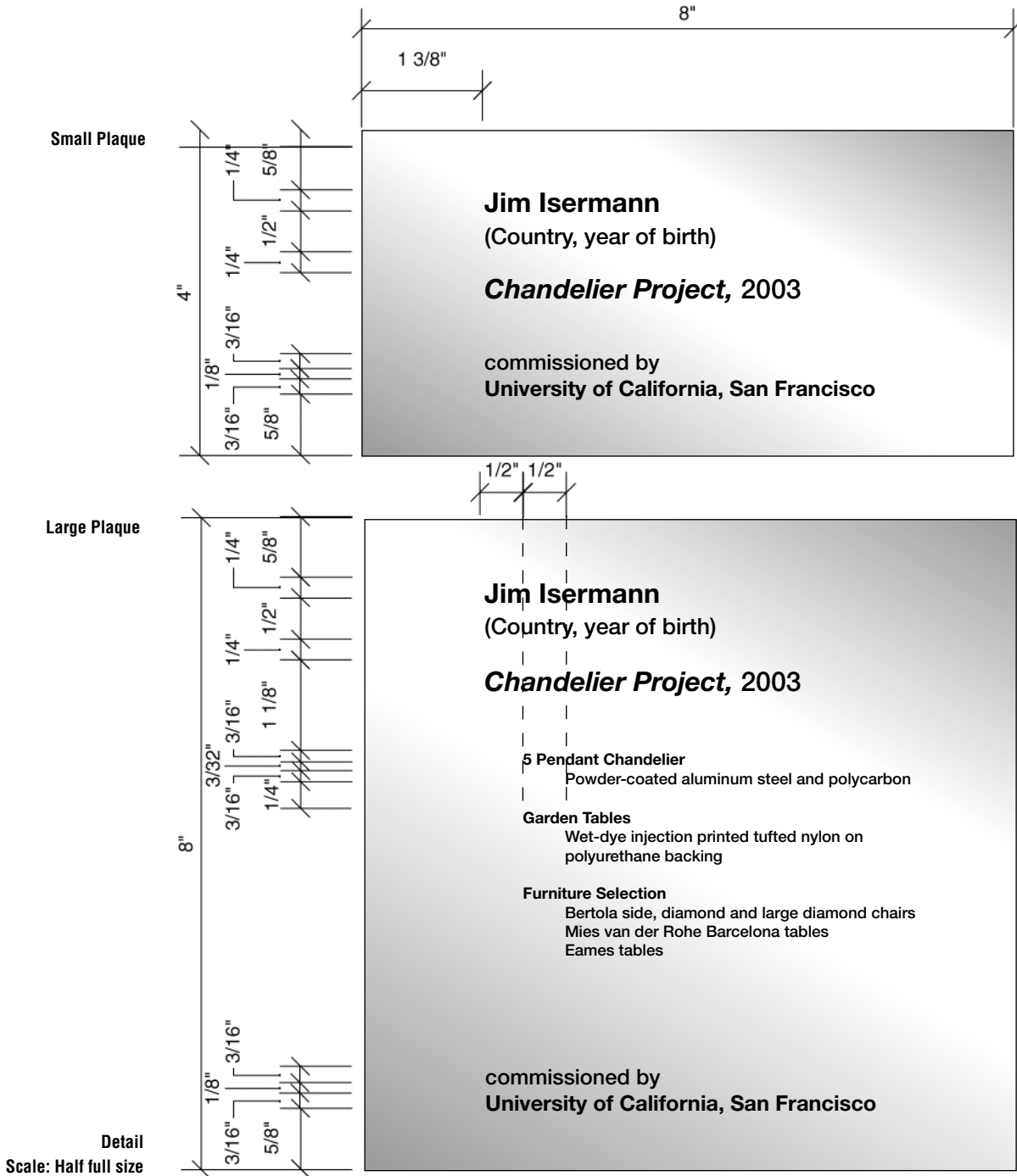
Interior art plaques should be mounted flush to a surface, in an easy-to-read position, in close proximity to that piece.

Font: Various Helvetica font styles as specified on detail drawings, etched and filled in PMS 7C Black in standard applications, PMS 1675U in the Community Center

Plaque Material: Brushed aluminum

Plaque Size: 8" long x 4" high or 8" long x 8" high, 1/4" thick

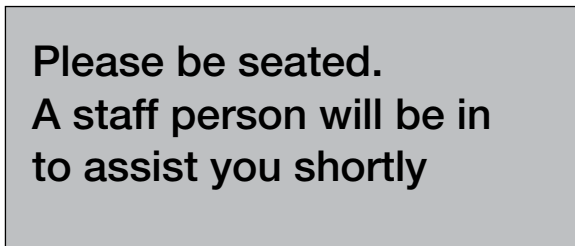
Detail Drawings: See following page.



Custom Utility signs (Module 6.12[G]) are a group of stand-alone general information signs that are used throughout the campus in a variety of ways.

There are two types of Utility signs: Pre-printed and custom. An example of a pre-printed Utility sign is the “Waste” sign (used to identify waste receptacles).

Custom Utility signs are basically the same as the General Information modules used in Room Identification, the only difference being that these signs are stand-alone. Custom Utility signs can be used to convey any general information pertinent to campus operations including safety instructions, available services, business or visiting hours, etc. The size is 12" wide by as high as needed for the message.



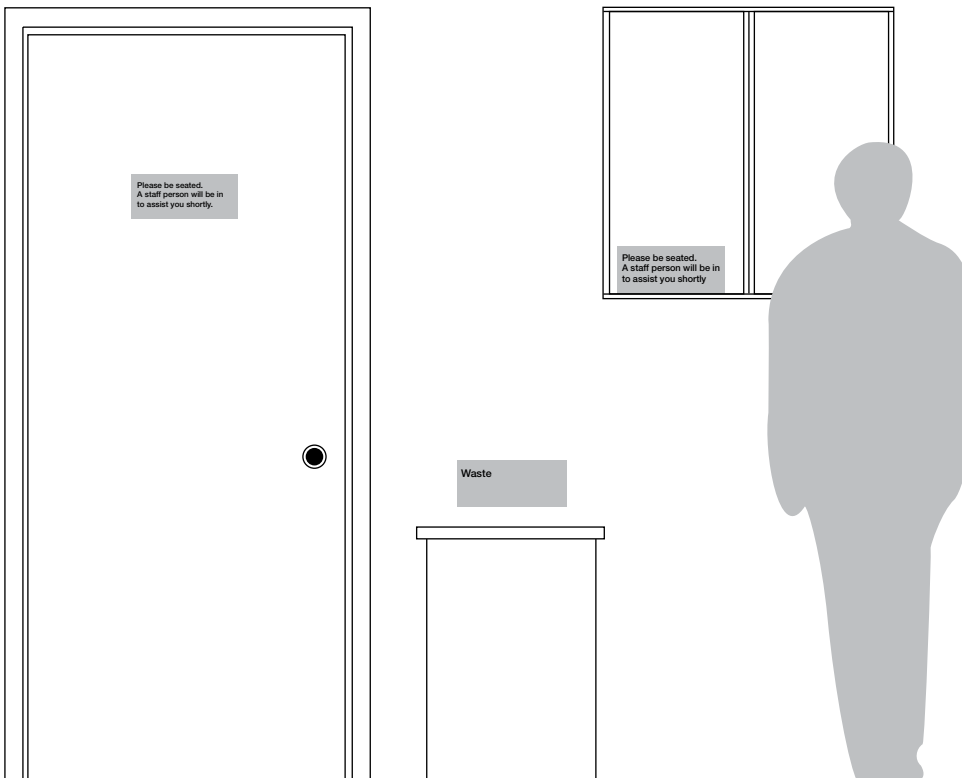
When ordering Custom Utility signs:

If a short message, enter the information on the Sign Order Form in the section for Custom Utility signs (Module 6.12[G]).

If your message is longer than the space allows on the Sign Order Form, clearly type or print the information on a separate sheet of paper and attach it to the back of the order form. Print “See Attached” in the General Information section.

Custom Utility signs can be ordered as stand-alone wall signs or as freestanding countertop signs. Check the appropriate box in the General Information section of the order form to indicate your choice.

The size of the sign will be determined by Facilities Management based on the text submitted.

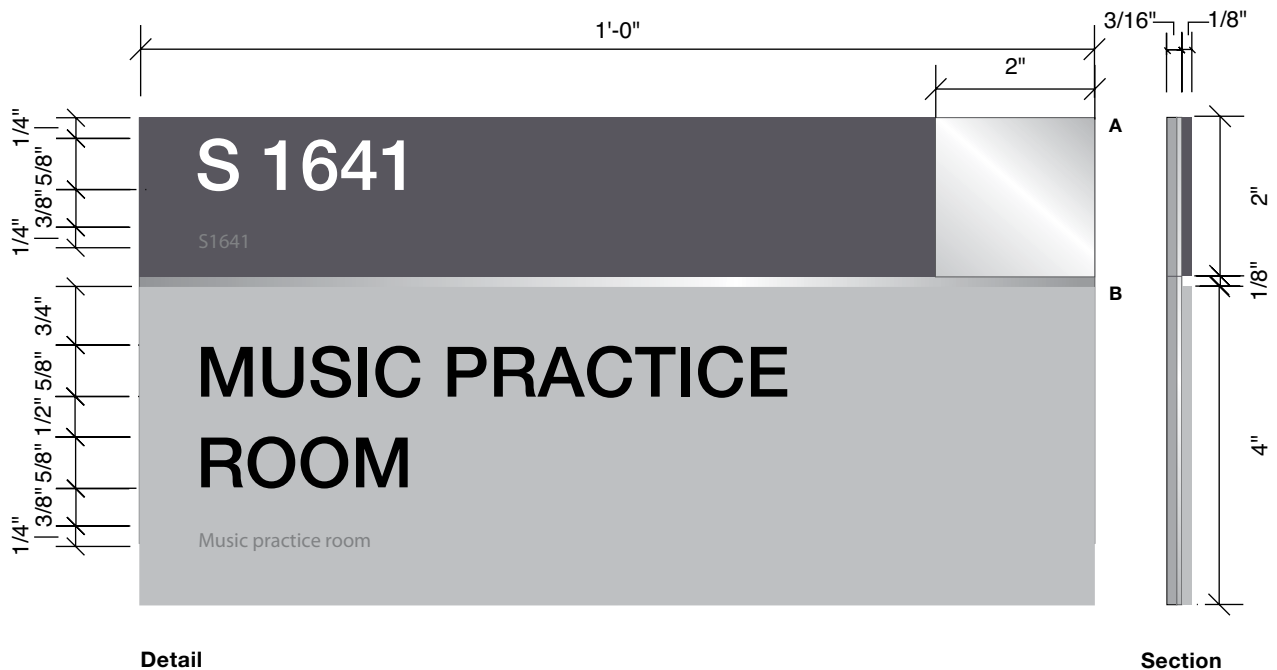


The Room Number module is built up with layers of an acrylic backing panel, a veneer of brushed aluminum and a panel of acrylic painted to match PMS 11C Dark Gray. Typically, it is 2" high x 12" wide. The text, in 5/8" all cap Helvetica Neue Medium, is white 1/32" raised lettering, with braille to match the background.

The Room Name module is built up with layers of an acrylic backing panel, a veneer of brushed aluminum and a panel of acrylic painted to match PMS 5C Light Gray. Typically, it is 4 1/8" high x 12" wide. The text, in Helvetica Neue Medium, is black 1/32" raised lettering, with braille to match the background.

Community Center Only

The Room Number module is painted to match PMS 1675U. The Room Name module is painted to match PMS 1675U. All type is painted to match PMS 1C Warm Gray.



- A. Room number module
- B. Room name module

SECTION V

ORDERING
PROCEDURE

This section provides you with instructions for ordering signs from the Department/Room Identification sign group, as outlined in Section IV. All new and replacement Department/Room Identification signs must be ordered using the Sign Order Work Requisition form (see sample on page 52). Medical Center departments should order signs through Medical Center Building Management and all other departments should order signs through individual building managers, who are listed here: <http://www.fm.ucsf.edu/BMTPL.htm>.

The Sign Order Work Requisition (order form) shows the various sign sets that may be ordered. You can order multiple sign sets on a single order form but only one of each set type. For example: You can order a Room Number and Room Name sign set together with a Room Number and Room Name and Occupant sign set on the same form. However, if you require two separate Room Number and Room Name sign sets, you need to fill out two separate order forms.

If you need to review more detailed information for a particular sign module, the corresponding manual page number is indicated in the far left column of the order form.

You can also order General Utility Signs, such as Restroom and No Smoking signs, using the order form. General Utility signs can be ordered either separately or together with sign set orders.

To order a sign from the Department/Room Identification sign group:

1. Obtain a Sign Order Work Requisition

This can be found on page 52 of this Signage Standards Manual, through Medical Center Building Management, and through individual building managers.

2. Neatly print or type all order information

Clarity will help reduce the possibility of misinterpretation and incorrect signs.

3. Fill in the required information on the top portion of the order form

This includes: date, contact information, accounting information, cost estimate requirement, authorizing signature, and an indication of whether this is a new or replacement order.

NOTE:

If you are preparing more than one order form for the same department, you only need to complete the information in the top portion one time (on the first order form). After you've completed all order forms, fill in the multiple document box at the bottom of the form (e.g., "1 of 2", "2 of 2") and then staple the stub portions of the forms together.

4. If you wish to order a sign set for a room

Locate the sign set (i.e., combination of modules) that you need on the order form. Then fill in the required information for each module as outlined below.

If additional space is required to write your order information, print "See Attached" in the applicable section of the order form. On a separate sheet of paper print the module number (e.g., "6.12[F]") and the text; then staple the sheet of paper to the stub portion of the order form.

Module Descriptions/Required Information:

Department/Area Identification

(Module 5A.1)

The department or work area name. Enter the department's name as it should appear on the sign. If the department has an icon (see page 13), check the box provided.

Room No. Identification

(Module 6.1 [A])

The room number to appear on the sign. You must include the building's "alpha" prefix code, e.g., S207. (Refer to the building code listing on page 51.)

Room Name Identification

(Module 6.2[B])

The department or office name(s) associated to the room. You may also include a job title with the Room Name, e.g., Vice Chairman, Academic Affairs.

Occupant Name Plaque

(Module 6.7[D])

Used when an occupant is permanently assigned to a room. Multiple Name Plaques may be ordered for the same location. List the name(s) of the individual(s) assigned to the room including each person's full name and degree or title.

Changeable Name Frame

(Module 6.8[E])

And Name Inserts

(Module 6.9[E])

Used when occupants are temporarily assigned to a room. List the name(s) to be printed on the name insert panel(s) including each person's full name and degree or title.

If you also need a Changeable Name Frame, check the box provided and indicate the number of name slots required by circling the appropriate number: 1, 2, 4, or 6.

General Information

(Module 6.12[F])

Conveys a message or general instructions applicable to the room or department. Enter the message/instructions in the space provided.

Room No. With Slider

(Module 6.19[H])

See bottom of General Utility section on the order form — a Room Number sign combined with "Vacant" and "Occupied" messages. Enter the room number including the building's alpha prefix code (see page 34).

Temporary Information Sign (Module 7.1[C])

A clear window panel that holds an 8 x 10 inch sheet of paper. If more than one frame is required, specify quantity, e.g., "Include 3 frames". If no quantity is indicated, only one frame will be provided.

NOTE:

Information Frames can also be ordered separately; see General Utility Signs.

5. To order a General Utility Sign (refer to the right side of the order form):

Enter the quantity needed next to the appropriate sign description.

If you need a matching ceiling-mounted sign, put a checkmark in the box provided.

6. When you have completed the order form:

Medical Center departments should forward the order form to Medical Center Building Management, and all other departments should forward the order form to the Building Manager. Make a copy of the form and file it for reference.

A	Crede Ambulatory Care Center	400 Parnassus
BDC	Buchanan Dental Clinic	100 Buchanan
C	Clinical Sciences Building	521 Parnassus
CCC	Lucia Child Care Study Center	610 Parnassus
CL	Kalmanovitz Library	530 Parnassus
CRS	Central Receiving South	616 Forbes Blvd., SSF
D	Dental Clinics Building	707 Parnassus
EHS	Environmental Health & Safety	50 Medical Center Way
EP	Executive Park	250 Executive Park Blvd.
FA	Faculty/Alumni House	745 Parnassus
FM	Facilities Management	3130 20th Street
RH	Arthur and Toni Rembe Rock Hall	1550 4th Street
GN & GS	Genentech Hall	600 16th Street
H	Hunters Point	830 Palou
HSE	Health Sciences East	
HSW	Health Sciences West	
K	Koret Vision Research Laboratory of the Beckman Vision Center	10 Koret Way
L	Joseph M. Long Hospital	505 Parnassus
LHts	Laurel Heights	3333 California
LPPI	Langley Porter Psychiatric Institute and Hospital	401 Parnassus
LR	Laboratory of Radiobiology	4 Koret Way
M	Herbert C. Moffitt Hospital	505 Parnassus
MCB	Mission Center Building	1855 Folsom
MR I/II	Medical Research Building 1-2	
MR IV	Medical Research Building 4	
MU	Millberry Union	500 Parnassus
MZ	UCSF/Mount Zion	1600 Divisadero
N	School of Nursing	2 Koret Way
OP	Oyster Point	612 Forbes Blvd., SSF
PF	Proctor Foundation	95 Kirkham
PS	Parnassus Services Building	30 Medical Center Way
PT	Parking and Transportation Office	1625 Owens Street
QB	California Institute for Quantitative Biomedical Research	1700 4 th Street
S	Medical Sciences Building	513 Parnassus
SFGH	San Francisco General Hospital	1001 Potrero Avenue
SU	Surge Building	90 Medical Center Way
U	UC Hall	533 Parnassus
UC	University Child Care Center at UCSF Mission Bay	1555 6 th Street
VCRU	Vision Care & Research Unit	8 Kirkham
W	Woods Building	100 Medical Center Way

**SIGN ORDER
WORK
REQUISITION**

Please type or print neatly to insure accuracy. Provide all information requested.

DATE	DEPARTMENT	DEPARTMENT REF NUMBER	CRM JOB NUMBER
CONTACT	PHONE NUMBER	LOC ACCOUNT	FUND SUB OBJ
BUILDING	ROOM	BOX	AUTHORIZING SIGNATURE

- ESTIMATE REQUIRED
- NO ESTIMATE REQUIRED
- NEW SIGN SET
- REPLACEMENT SIGN(S)

**Refer to the UCSF Signage Manual and
Ordering Catalog before placing your order.**

**Check box for correct icon GROUP and list individual icon
NAME in large box.**

- GENERAL ICON See pages 12-13
- ARROW ICON See page 14

	Qty
--	-----

See Page:	Sign Type/ Module	Module Combinations	Sign Copy
31	5A.1		<input type="checkbox"/> Include Appropriate Icon
32	6.1 (A)		
32	6.1 (A)		
33	6.2 (B)		
32	6.1 (A)		
33	6.2 (B)		
35	6.7 (D)		
32	6.1 (A)		
33	6.2 (B)		
36	6.8 (E)		<input type="checkbox"/> Include Name Frame with 1 2 4 6 slots
32	6.1 (A)		
33	6.2 (B)		
37	6.12 (F)		
32	6.1 (A)		
38	7.1 (C)		
47	6.12 (G)		<input type="checkbox"/> Wall or Door Mounted Desktop <input type="checkbox"/>

GENERAL UTILITY signs
See Manual Pages 39 and 44

Order these signs by quantity only. (Custom copy is only available on Module H6.19.) Each sign listed is wall mounted. Where applicable, indicate if you need a ceiling mounted sign to accompany the wall mounted signs you order.

<p>WOMEN'S RESTROOM</p> <input type="checkbox"/> Include matched ceiling mount sign	Qty
<p>MEN'S RESTROOM</p> <input type="checkbox"/> Include matched ceiling mount sign	
<p>UNISEX RESTROOM</p> <input type="checkbox"/> Include matched ceiling mount sign	
<p>WOMEN'S / HANDICAP RESTROOM</p> <input type="checkbox"/> Include matched ceiling mount sign	
<p>MEN'S / HANDICAP RESTROOM</p> <input type="checkbox"/> Include matched ceiling mount sign	
<p>HANDICAP ACCESS</p> <input type="checkbox"/> Include matched ceiling mount sign	
<p>NO SMOKING (Symbol Only)</p> <input type="checkbox"/> Include matched ceiling mount sign	
<p>NO SMOKING (with UCSF Policy) Ceiling mount sign is not available</p>	
<p>INFORMATION FRAME (C7.1) See page 38</p>	
<p>ROOM NO. WITH SLIDER (H6.19) (See page 34) For Room No:</p>	

SECTION VI

The University of California, San Francisco has prepared Donor Signage Guidelines, which can be found at http://www.ucsf.edu/resources/donor_signage.pdf to ensure:

- Consistent and appropriate recognition of major donors to UCSF;
- Use of high-quality signage materials in all donor recognition applications;
- Consistency with UCSF's Signage Standards Manual and Ordering Catalog, and;
- Adherence to UCSF's logo standards and graphic identity system.

The preparation of the Donor Signage Guidelines has been a collaborative effort between University Development and Alumni Relations, Campus Planning, Public Affairs and Facilities Management in partnership with Debra Nichols Design.

The naming of campus properties, programs and facilities for donors is coordinated through University Development and Alumni Relations and may require approval by the Chancellor, the University of California Office of the President and/or the Regents of the University of California.

University Development and Alumni Relations is charged with both the maintenance of the Donor Signage Guidelines and the process of securing approval for the naming of campus properties, programs and facilities for donors. If you have questions about the guidelines or need assistance with the naming process, please contact the Development Office: 415/476-6922.

The Donor Signage Guidelines are based on specifications for campus signage as outlined in the Signage Standards Manual and Ordering Catalog. Adherence to these guidelines is required not only to ensure visual continuity between donor signage and way-finding signage but also to meet ADA and other state and federal mandates. In order to ensure full compliance with required codes and regulations, University Development and Alumni Relations will refer to Campus Planning for final review and approval.

Campus Planning
3333 California Street, Suite 11
UCSF Box 0286
San Francisco, CA 94143-0286
tel: 415/476-2911
fax: 415/476-9478