

Washington State University Pullman Campus Exterior Signage Guidelines



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PULLMAN CAMPUS

EXTERIOR SIGNAGE GUIDELINES

1.0 INTRODUCTION

1.1 Background:

in 2000 and 2001 WSU Capital Planning and Development worked with WPA, an architecture and graphics firm to create a signage and wayfinding program for WSU. This involved an extensive inventory along Stadium Way, and the loop road along Colorado and Spokane Streets. The university was in the process of upgrading infrastructure in Stadium Way and needed to improve pedestrian safety. The consultants developed new building identity signs, street signs, pedestrian directional signs, crosswalk poles, a series of gateway-like poles, benches, and regulatory signs. This effort began the momentum for updating the branding and image of the WSU landscape and signage.

Over the last fifteen years WSU has had the opportunity to evaluate the success of the Signage and Wayfinding Program. In 2012, a Campus Signage Committee was formed to do this evaluation and to develop policies that would support consistent signage and branding for the campus. The Signage Committee worked on revising construction of some of the signs so that they are made with standardized materials. This reduced the cost to construct the signs and enable WSU to be more responsive to signage requests. An important aspect of this effort was to evaluate the materials and how well they held up to harsh weather conditions. The questions about customer satisfaction, continuing a contemporary look and if the signage program helps create an inviting sense of place for the campus was part of the evaluation process.

1.2 Guiding Principles:

A signage program can give a campus a sense of place, identity and character. It can also help to unify the campus. The guiding principles for this signage program include:

- Campus character as a whole is more important than any individual element. Uniformity supports the “look” of the campus.
- The talents of the WSU Communications and Graphic Identity program should be used to assist as questions about signage arise. This can include working with the Campus Signage Committee.
- Create a simple and cost effective methodology to uniformly implement the signage standards.
- Allow for fabrication of signs through WSU Facilities Services Sign Shop when practical for any project.

1.3 Findings:

Several observations about the WSU signage program surfaced after applying the WPA designs to multiple capital projects. Those findings include:

- General consensus is to keep the contemporary look of the blade signs and the crimson Street and Pedestrian Directional signs.
- Do not add more crimson panel signs to the campus. These are to be phased out and replaced by Blade Building Identity signs.
- Continue using the Temporary Moveable Signs to announce regular events such as fruit sales, surplus sales or the Alive! Program.
- Develop a more economical way to construct new Blade, Street and Pedestrian signs that utilizes standardized sizes and materials. This includes any sign that uses the square poles. This has been done and construction drawings are available from the GIS/Campus Planning group in Facilities Services.
- Change the lettering to include only the building name and change lettering to reflective acrylic letters (no aluminum, raised letters).
- Athletics should attempt to apply campus signage standards wherever possible, recognizing that they have different branding and signage needs based on the promotion of sports.
- BPPM's have been adopted to address signage standards. These should be reviewed periodically to ensure they are helping manage the campus signage program. These can be found under 20.42 PROPERTY – Exterior Signage.
http://public.wsu.edu/~forms/HTML/BPPM/20_Property/20.42_Exterior_Signage--WSU_Pullman.htm
- The locations of all Building Identity, Street Directional, Pedestrian Directional, and panel signs have been mapped in GIS for the Pullman Campus. This is a useful management tool and should be kept up-to-date by reporting any signage changes to the GIS/Campus Planning Group of Facilities Services.

1.4 Administration and Procedures:

The Washington State University Signage Standards program establishes standards for design, construction, implementation and replacement of all permanent exterior signs on the Pullman Campus. Temporary signage and appropriate use for signage is addressed through this process. Adhering to the principles within these standards will promote a consistent and easily navigable environment on the Pullman Campus.

1.5 Authority:

Implementation and maintenance of the exterior signage system is the responsibility of WSU Facilities Services.

All proposals or requests to install exterior signs on the Pullman Campus, including regulatory and safety related signs, should be addressed to Facilities Services and are subject to approval.

2.0 TYPOGRAPHY

The official WSU corporate typeface families are: The official WSU corporate typeface families are ITC Stone Serif (6 fonts) and ITC Stone Sans (12 fonts) or ITC Stone Sans II (24 fonts). The Stone Sans II family includes the ITC Stone Sans family with the addition of condensed font types.

ITC Stone Serif	ITC Stone Sans	ITC Stone Sans II
	<i>AaAa</i> Light <i>Italic</i>	<i>AaAa</i> Light Condensed <i>Italic</i>
	<i>AaAa</i> Book <i>Italic</i>	<i>AaAa</i> Book Condensed <i>Italic</i>
<i>AaAa</i> Medium <i>Italic</i>	<i>AaAa</i> Medium <i>Italic</i>	<i>AaAa</i> Medium Condensed <i>Italic</i>
<i>AaAa</i> Semibold <i>Italic</i>	<i>AaAa</i> Semibold <i>Italic</i>	<i>AaAa</i> Semibold Condensed <i>Italic</i>
	<i>AaAa</i> Bold <i>Italic</i>	<i>AaAa</i> Bold Condensed <i>Italic</i>
<i>AaAa</i> Bold <i>Italic</i>	<i>AaAa</i> Extrabold <i>Italic</i>	<i>AaAa</i> Extrabold Cond <i>Italic</i>

2.1 Use of Other Fonts

A display font other than the Stone corporate fonts may be used in limited cases as a primary headline if the font serves to illustrate the communication concept in a purposeful and unique manner.

2.2 Obtaining Fonts

Those not producing external communications are encouraged to use the Palatino and Lucinda Sans font families included with Windows and Mac operating systems to reduce font licensing costs to the University. Also see: <https://brand.wsu.edu/>

2.3 Why Brand Standards

Speaking with one voice

Communicating a compelling brand creates a consistent impression of the University in the minds of our audiences. This helps establish clarity about the University’s core beliefs and helps build WSU’s reputation—which is essential to fulfilling our aspirations to become one of the nation’s leading land-grant research universities.

More than logos

Our brand is about much more than logos, colors, and typefaces. The WSU brand consists of the feelings, memories, and expectations that come to mind when people hear or read the words “Washington State University.” We want our audiences to associate those words with a mental picture of a dynamic, engaged, and forward-looking organization dedicated to making the world a better place.

3.0 LOGOS AND COLORS

The core WSU visual identity consists of three components and use of these components is required to ensure consistency of brand presentation:

1. WSU signature (logotype and shield)
2. Typography (see Section 1)
3. Color palette

3.1 WSU Signature

The official graphic signature (logo) of the University consists of two elements:

Logotype: The stylized words Washington State University set in the University's official ITC Stone Serif typeface. The signature serves to identify the University in all forms of communications.

Shield Mark: The letters W, S, and U arranged to form a cougar head, framed by a shield accented by a chevron. Originally designed in 1936 by Randall Johnson and modified by him in 1959, the Cougar head is a widely recognized graphic symbol of WSU. The Cougar head embodies the tradition and spirit of WSU and the shield symbolizes academic excellence and higher education. Together the elements represent the academic strengths, dignity, and reputation of the University as well as the Cougar spirit and loyalty of its students, alumni, faculty, and staff. The shield mark has the following characteristics and uses:

- Official identity mark representing all university units
- Communicates key aspects of WSU's official identity
- For use by official WSU communicators representing the University's voice
- Apply the mark sparingly and tastefully. Other graphics should not compete or be combined with the mark. Follow the established clear space standards.

The logotype and mark are designed to be used as a single unit, as shown below. However, under certain conditions the shield mark may be applied without the logotype when the target audience would immediately recognize it as representing WSU. Three variations of the signature are available to maximize the ease and flexibility of applying it to various communications.



3.2 Freestanding Cougar Head

Official identity mark incorporated into the official university signature of two campus units:
Intercollegiate Athletics and Alumni Relations
Communicates school spirit, friendly, casual, informal, bold
For use primarily by WSU athletics, alumni organizations, university-affiliated groups, student groups, fans
Other university units may use the mark for illustrative purposes

Email brand@lists.wsu.edu to request a digital file of the cougar head mark.

3.3 Colors

CMYK 0 100 65 34 RGB 152 30 50 HEX # 981e32 SPOT 201

CMYK 1 100 65 RGB 94 106 113 HEX #5e6a71 SPOT 431

Secondary Palette: orange, green, blue, and yellow

The secondary palette is intended to supplement and coordinate with the primary palette. The palette consists of four hues “tuned” in saturation and value to the official crimson and gray colors, four highly saturated accent versions of each color, and two additional accent colors for crimson and grey respectively. The less-saturated secondary colors may be lightened to any tint or darkened by adding black. The accent colors should be used only full strength and not lightened or darkened.

Secondary Hues

CMYK 0 50 93 32 RGB 182 114 51 HEX #b67233 SPOT 7572

CMYK 15 19 82 45 RGB 143 126 53 HEX #8f7e35 SPOT 7768

CMYK 65 11 25 27 RGB 79 134 142 HEX #4f868e SPOT 5483

CMYK 6 35 99 18 RGB 198 146 20 HEX #c69214 SPOT 1245

Accents

CMYK 2 58 96 10 RGB 211 130 53 HEX #d38235 SPOT 7412

CMYK 14 6 100 24 RGB 173 164 0 HEX #ada400 SPOT 398

CMYK 92 0 34 0 RGB 0 165 189 HEX #a5bd SPOT 2228

CMYK 0 31 98 0 RGB 255 184 28 HEX #ffb81c SPOT 1235

CMYK 0 100 81 4 RGB 198 12 48 HEX #c60c30 SPOT 186

CMYK 0 0 0 0 RGB 255 255 255 hex #FFF SPOT white

3.4 WSU Seal

Seal 8f7e35 SPOT 7768

The University Seal is a graphic mark reserved for use in the University’s most formal communications and official documents, such as diplomas and institutional-level certificates and awards. The seal is used instead of the WSU institutional signature or the shield mark in these cases.

The seal consists of a silhouette of George Washington encircled by the words Washington State University and 1890, the year of the University’s founding.

Contact [University Communications](#) for more information about when it is appropriate to use the seal.

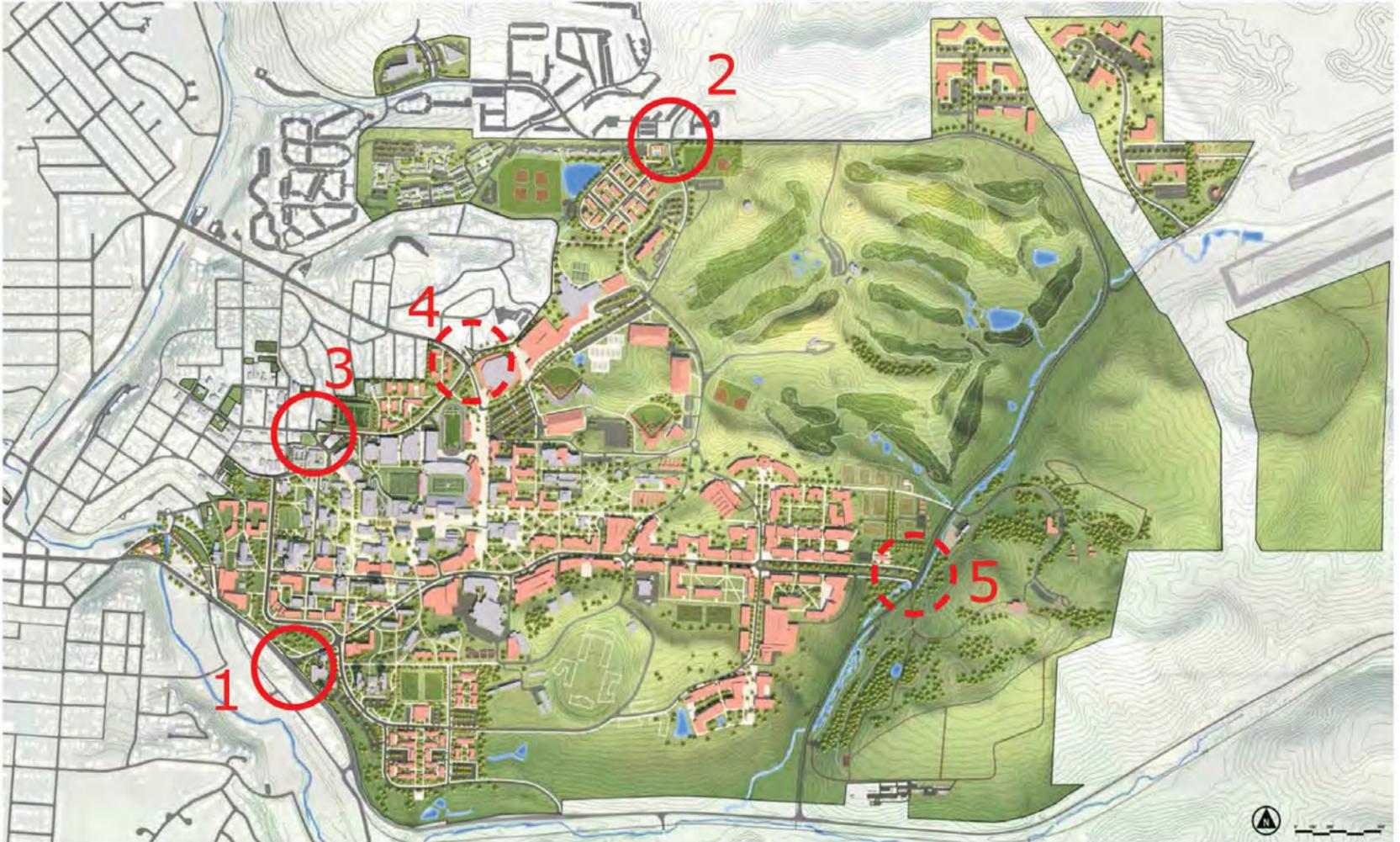
The University Seal is a graphic mark reserved for use in the University’s most formal communications and official documents, such as diplomas and institutional-level certificates and awards. The seal is used instead of the WSU institutional signature or the shield mark in these cases.



4.0 ENTRY SIGNAGE

4.1 Gateways

WSU has planned five identified major entrances with priority given to the order illustrated on the map below. These entrances are where elements from the “Kit of Parts” branding such as stone walls and the WSU Signature are to be located.



4.2 Kit of Parts



Banners, Lighting, Signage



Basalt Stone Veneer Column



Basalt Stone Veneer Walls, Ashlar



Basalt Stone Paving



Palouse Landscape
Native and Adaptive Meadow Grasses And Trees

4.3 Banners and Light Poles

Banners are part of the branding system for WSU. The design of banners is controlled by the WSU Office of the President through the WSU Communications & Graphic Identity Program. Banners are a form of branding that also can be a way of announcing major campaigns or



5.0 DIRECTIONAL SIGNAGE



5.1 Pedestrian Directional (E-4)

Pedestrian Directional (E-4) signs are used to direct visitors to buildings, facilities and programs around campus. They are primarily located in the core area of campus, but can be used in new pedestrian areas as the campus grows.

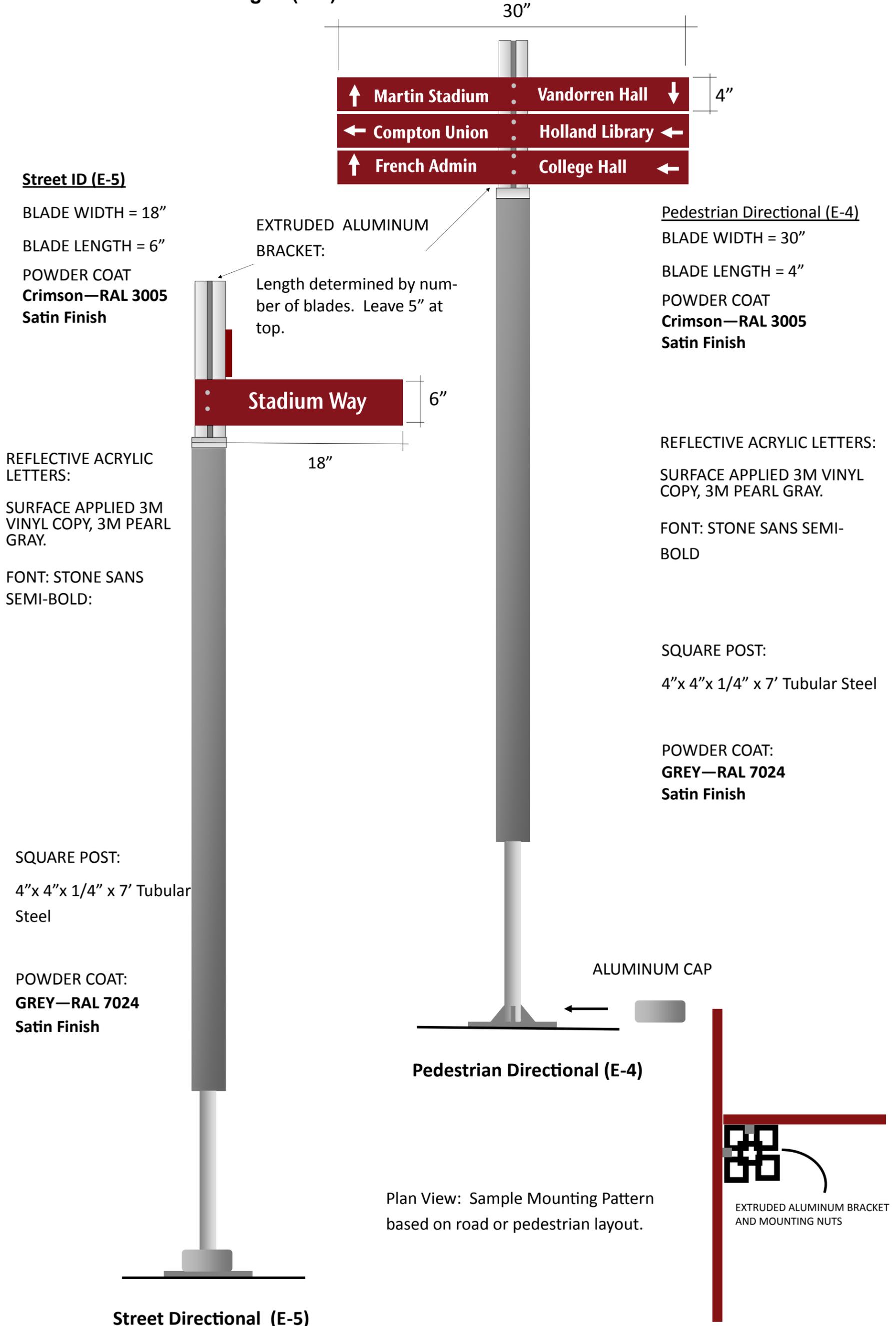
5.2 Street Directional (E-5)

Street Directional (E-5) signs are installed as street identification signs and must meet all the setbacks required by City of Pullman Design Standards and METCD Standards.



5.1 Pedestrian Directional (E-4)

5.2 Street Directional Signs (E-5)

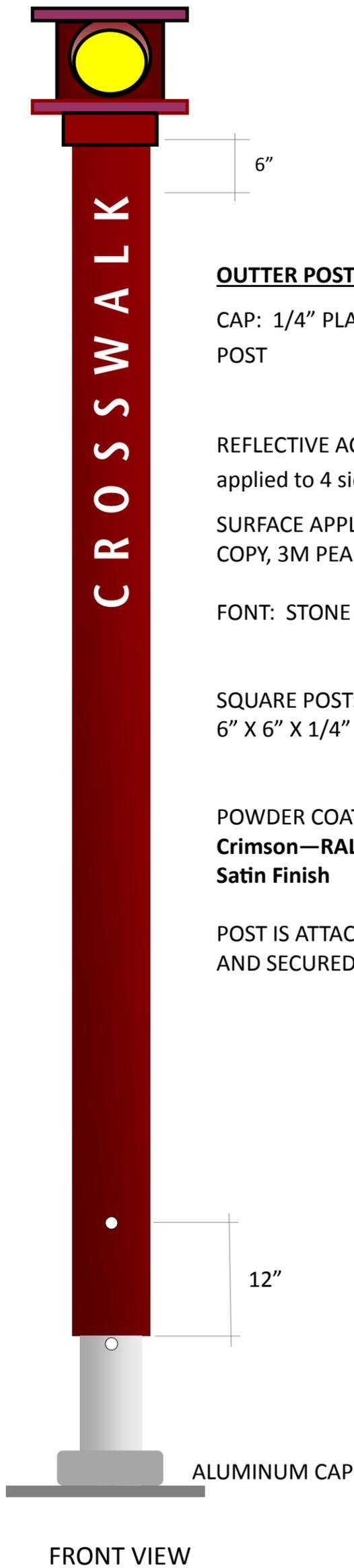


5.3 Crosswalk Markers

Crosswalks are marked with vertical signs as well as crosswalk boundary lines. These markers illuminate at night and some are fitted with flashing lights that activate when pedestrians press the signaling button on the marker.



5.3 Crosswalk Markers



OUTTER POST

CAP: 1/4" PLATE METAL WELDED TO POST

REFLECTIVE ACRYLIC LETTERS: 3.5" applied to 4 sides of post.

SURFACE APPLIED 3M VINYL COPY, 3M PEARL GRAY

FONT: STONE SANS SEMI-BOLD

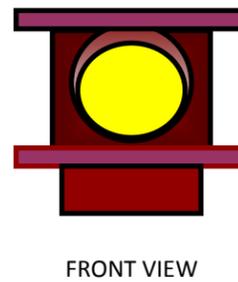
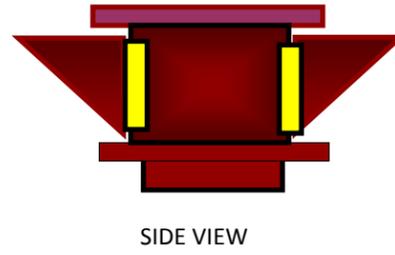
SQUARE POST: 6" X 6" X 1/4" X 9.5'

POWDER COAT: **Crimson—RAL 3005**
Satin Finish

POST IS ATTACHED OVER BASE AND SECURED WITH 4 SET SCREWS

Flashing Light Assembly

USE STANDARD TRAFFIC LIGHT ASSEMBLY

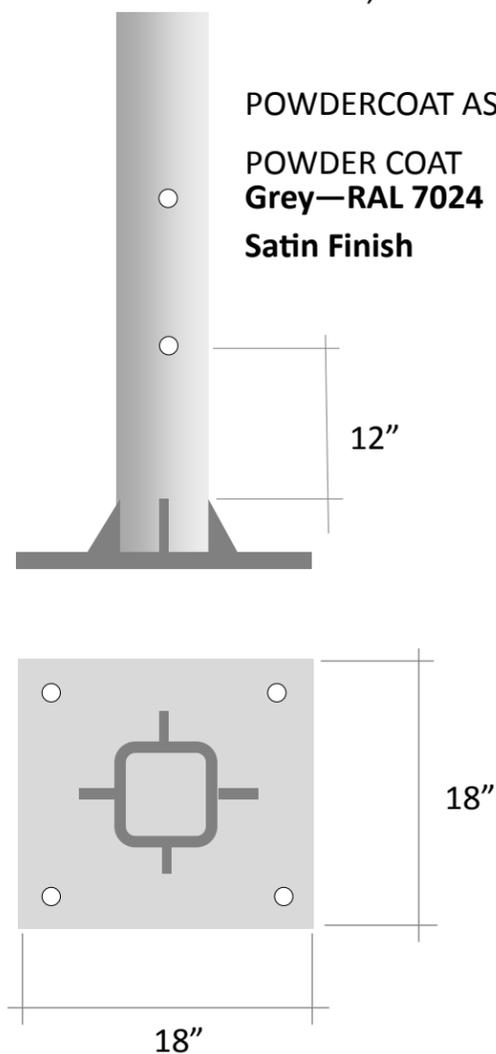


INNER SLEEVE AND BASE

SQUARE POST: 5 1/2" X 5 1/2" X 1/4" X 3'

POST IS WELDED TO 1/4" PLATE
2" TRIANGULAR STRENGTHENING BRACKETS ARE WELDED IN THE CENTER OF EACH SIDE

MOUNTING HOLES ARE 1" FROM EDGE OF BASE, WHICH IS 18" X 18" SQUARE.



6.0 BUILDING IDENTITY BLADE SIGNS

6.1 Use and Placement

Identity Blade Signs are placed along a roadway or pathway to a building to identify a building's name to a motorist or pedestrian. Large blade signs are typically located along arterial roadways and major pedestrian pathways. Smaller blade signs are located along walkways primarily in the Campus Core.



Large Identity Blade Signs are placed along roadways.

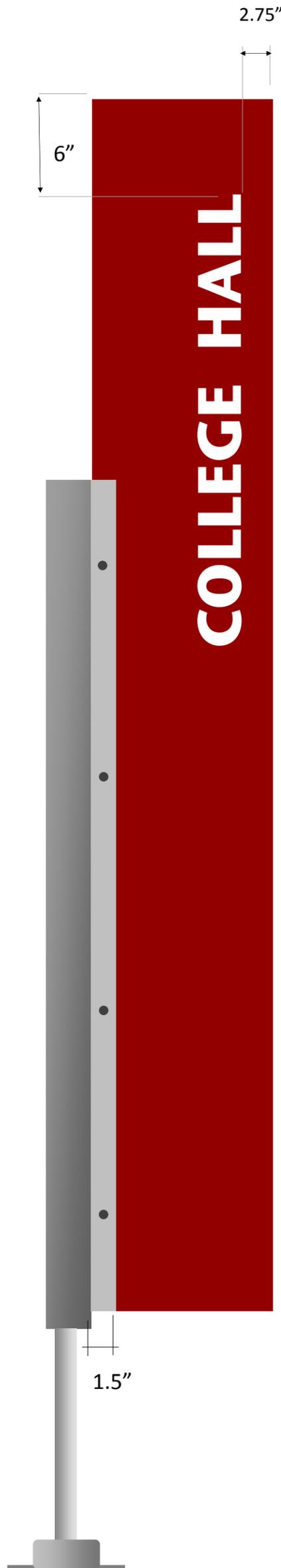


Small Identity Blade Signs are placed within the pedestrian campus core.

6.0 BUILDING IDENTIFICATION SIGNAGE

6.2 Small E-3A: Building Identity Blade Signs

6.3 Large E-3B: Building Identity Blade Signs

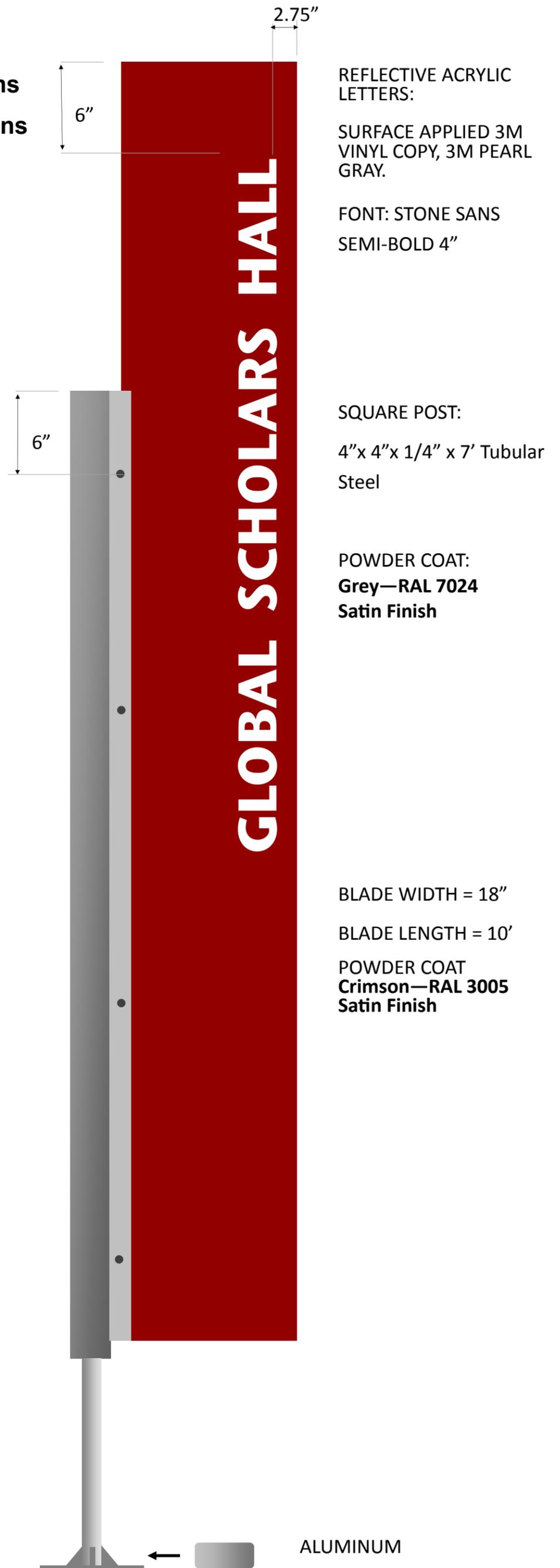


SQUARE POST:
4"x 4"x 1/4" x 7'
Tubular Steel

POWDER COAT:
Grey—RAL 7024
Satin Finish

BLADE WIDTH = 15"
BLADE LENGTH = 8'
POWDER COAT
Crimson—RAL 3005
Satin Finish

Small E-3A: Used in pedestrian areas such as Campus Core.



REFLECTIVE ACRYLIC LETTERS:

SURFACE APPLIED 3M VINYL COPY, 3M PEARL GRAY.

FONT: STONE SANS
SEMI-BOLD 4"

SQUARE POST:

4"x 4"x 1/4" x 7' Tubular Steel

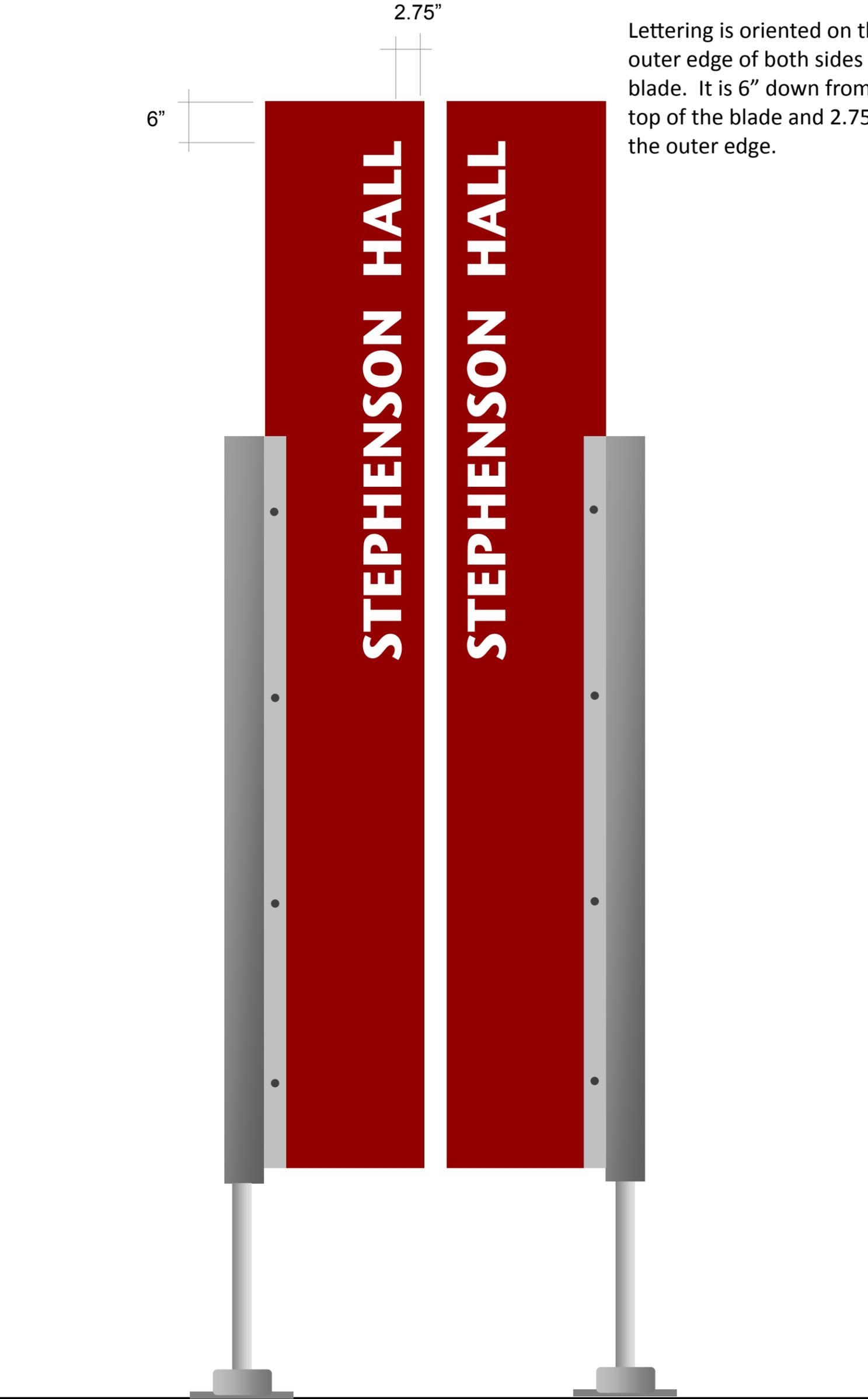
POWDER COAT:
Grey—RAL 7024
Satin Finish

BLADE WIDTH = 18"
BLADE LENGTH = 10'
POWDER COAT
Crimson—RAL 3005
Satin Finish

← ALUMINUM

Large E-3B: Used along streets & Arterials.

6.4 Lettering Orientation: Sample for 2-sided Blade



Lettering is oriented on the outer edge of both sides of the blade. It is 6" down from the top of the blade and 2.75" from the outer edge.

7.0 TEMPORARY SIGNAGE



7.1 Removable Signs (TR-1)

Temporary/Removable Signs are to advertise specific events on the day the event occurs. They are to be removed at the end of the event. Generally, moveable temporary signs may be placed in campus location to support University departments and programs, however, they are not allowed along Stadium Way (BPPM 20.43.1).

7.2 Approved Sign Frames

Approved 30" x 40" sign frames may be purchased from specified outside vendors. See: <http://www.displays2go.com/Product.aspx?ID=13291>

The approved frames can also be rented from Facilities Services. Contact 335-9085 for information.

Colors:
Crimson PMS 201
White

"Surplus Stores"
Font: Stone Serif, bold, 5" or 360 pts

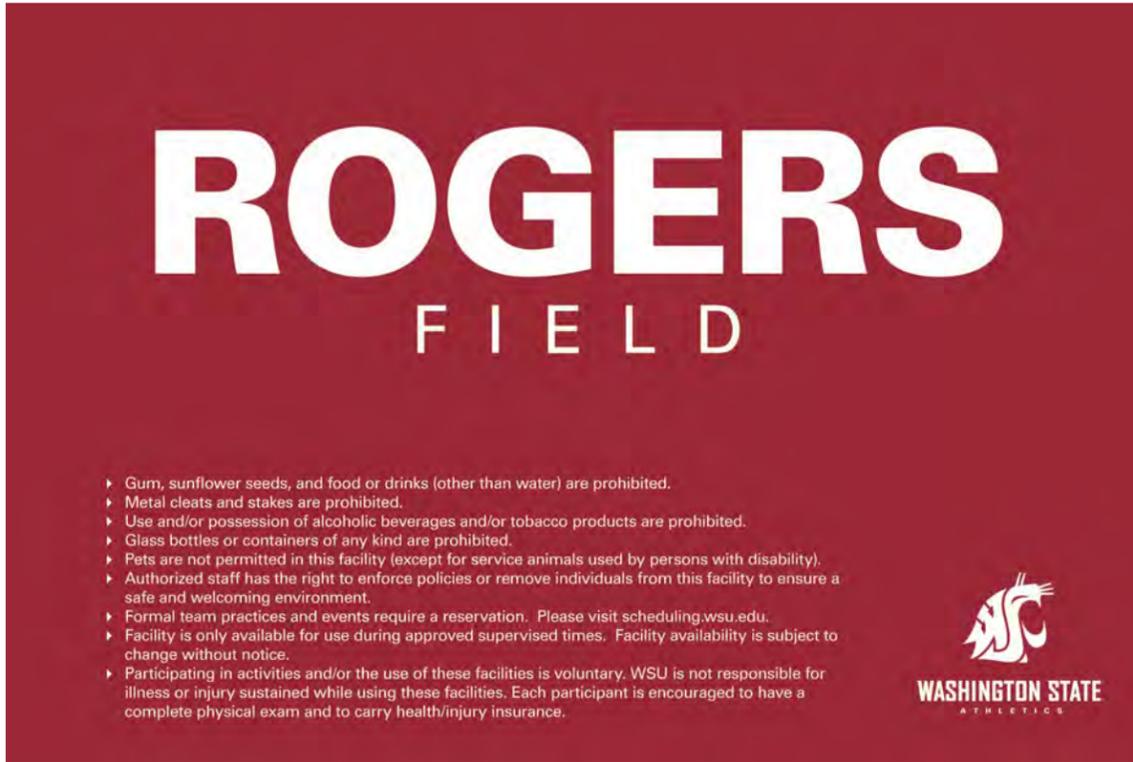
Layout: Longest word centered, rest of copy flush left

Arrow: 5" x 5", 3" below copy



8.0 Athletics and University Recreation

WSU Cougar Athletics trademarked Brand Identity Guidelines in 2011 that includes typography, color, standards and other information that guides the cultivation of a championship athletics program. This information is available through the Department of Cougar Athletics Creative Services 335-0297.



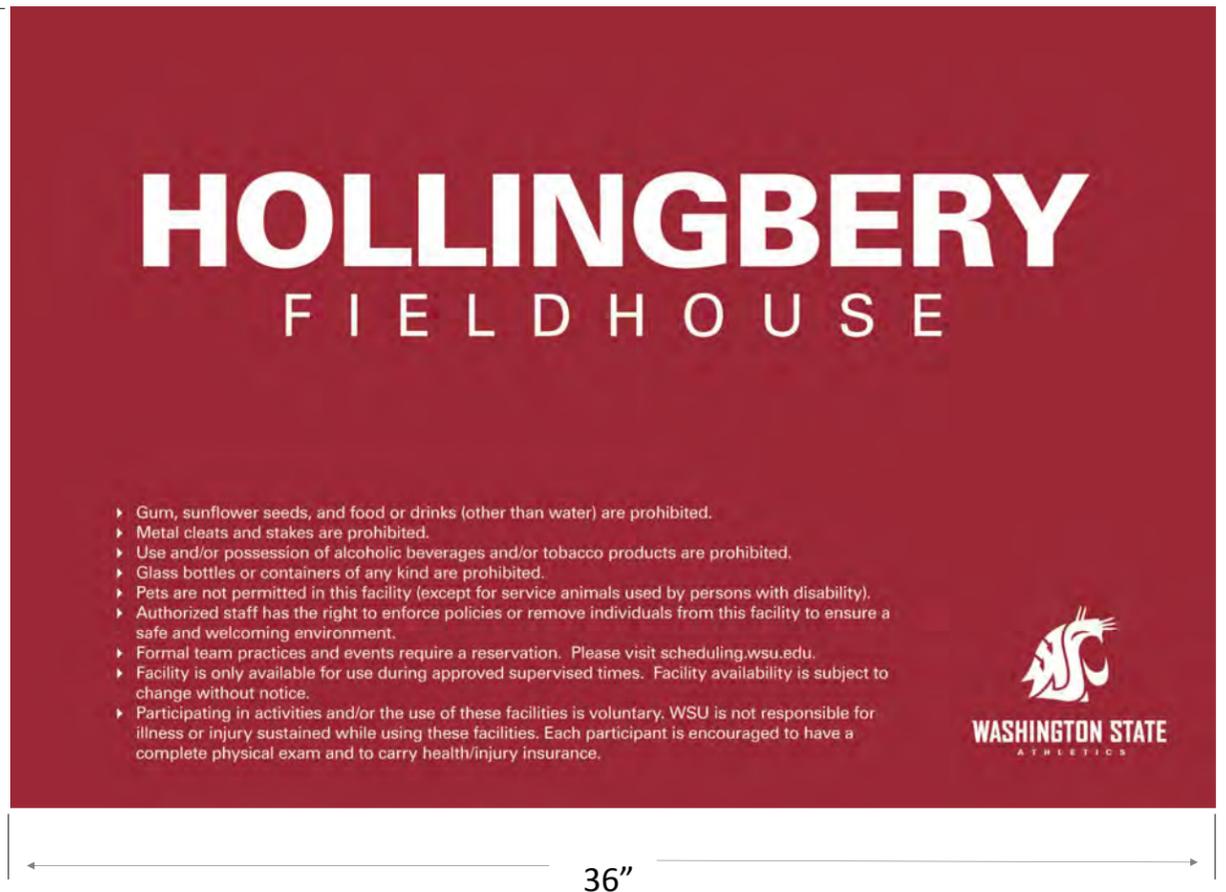
This signage is for use on chain-link fencing to help users identify the rules associated with use of a sports facility.

24"

GENERAL NOTES:

TYPICAL SIGNAGE FOR USE ON CHAINLINK FENCING.

SIZE CAN BE 24" X 36"
20" X 30"
11 X 17"



36"



9.0 CAMPUS REGULATORY SIGNAGE

Regulatory signs are prescribed according to the MUDTC standards. WSU Safety Services (Police & Fire) recommends when regulatory signs should be posted.

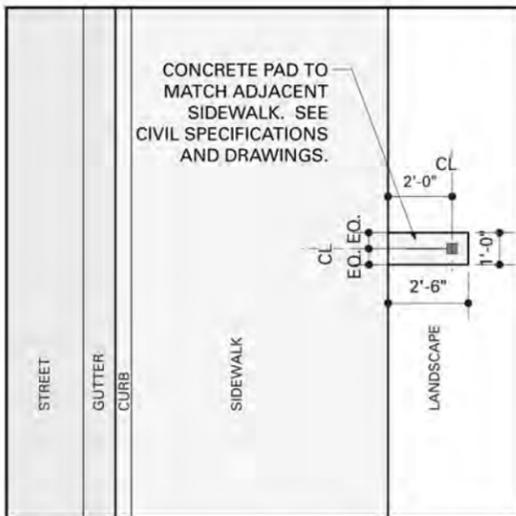


9.1 Mall Signs

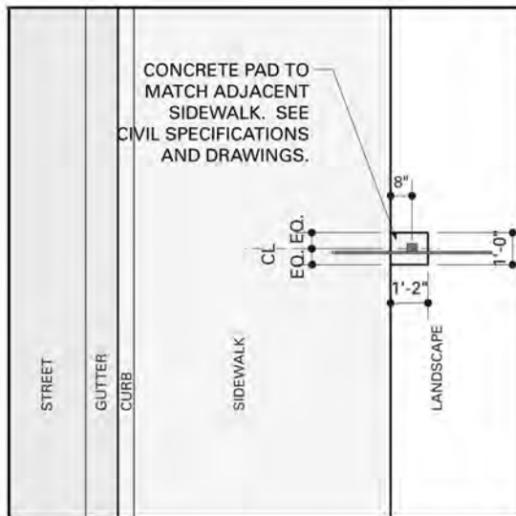


9.2 Sign Placement

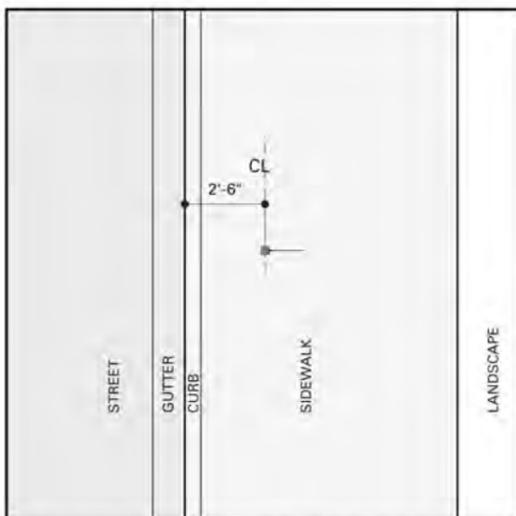
Sign placement standards were developed by WPA in collaboration with WSU Facilities Operations and Grounds. These provide guidance to avoid conflicts with snow removal and mowing practices. Specific site installation and location should be coordinated with Facilities Services Grounds and Heavy Equipment.



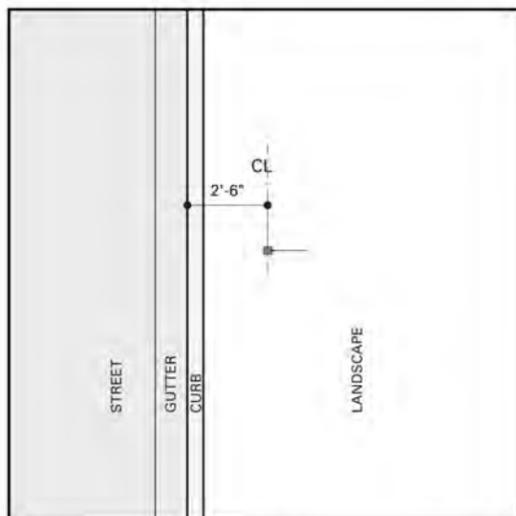
Building ID E-3A or E-3B
LOCATION CONDITION 1



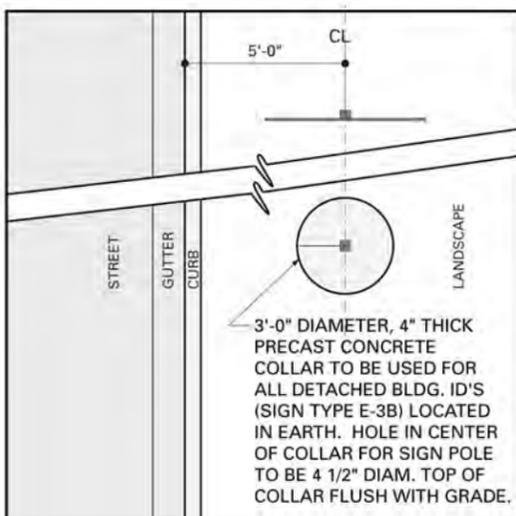
Vehicular Directional E-6
LOCATION CONDITION 2



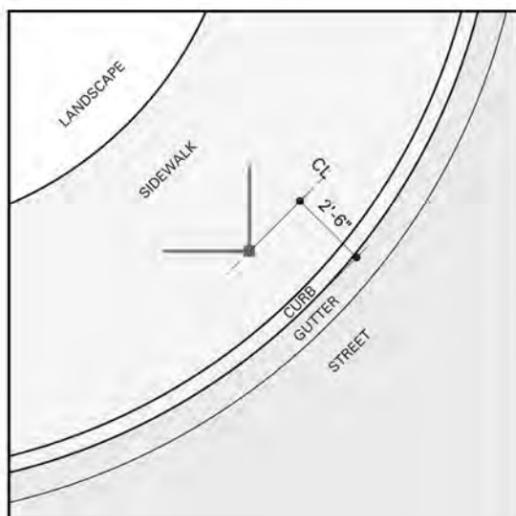
Building ID E-3A or E-3B
LOCATION CONDITION 3



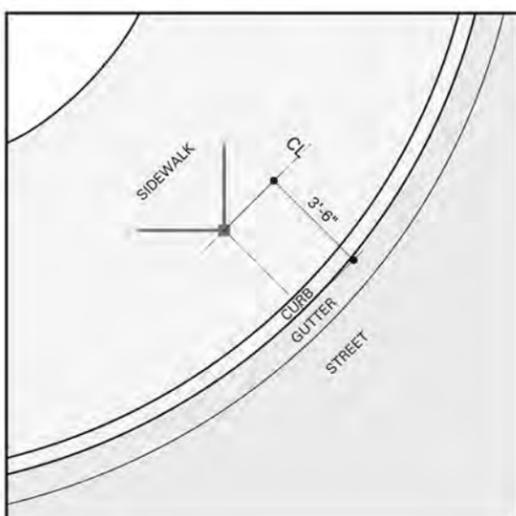
Building ID E-3A or E-3B
LOCATION CONDITION 4



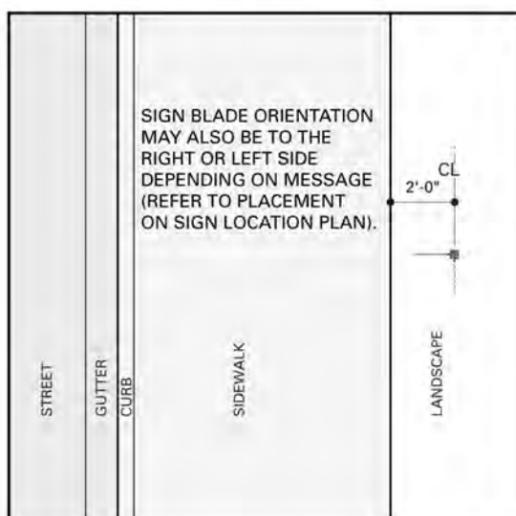
Building ID E-3A or E-3B
LOCATION CONDITION 5



Street ID E-5
LOCATION CONDITION 6



Street ID E-5
LOCATION CONDITION 7



Building ID E-3A or E-3B
LOCATION CONDITION 8

GENERAL NOTES

1. FABRICATOR SHALL VERIFY ALL EXISTING CONDITIONS IN FIELD. INSPECT EACH SIGN LOCATION AND FULLY UNDERSTAND AND IDENTIFY THE RELATIONSHIP EACH SIGN HAS TO EXISTING CONDITIONS SUCH AS PAVEMENT, CURB, ROADWAY AND PLANTING STRIP. IT SHALL BE THE RESPONSIBILITY OF THE CONTRACTOR TO VERIFY THE CORRECT LOCATIONS OF EXISTING UTILITIES TO AVOID DAMAGE OR DISTURBANCE DURING CONSTRUCTION. CONTRACTOR SHALL IMMEDIATELY NOTIFY WSU IF ANY UTILITY CONFLICTS OCCUR.
2. FABRICATOR SHALL PERFORM WORK IN A MANNER THAT DOES NOT DAMAGE EXISTING WORK AND FINISHES.
3. REFER TO WPA SIGNAGE SPECIFICATIONS FOR FABRICATION REQUIREMENTS AND STANDARDS.
4. LOCATION PLAN TO BE USED IN CONJUNCTION WITH SIGNAGE SCHEDULE.
5. REFER ALSO TO LOCATION DETAILS ON SIGN TYPE DRAWINGS.

KEY

- BUILDING ID (SMALL) - SIGN TYPE E-3A
- BUILDING ID (LARGE) - SIGN TYPE E-3B
- ⊕ PEDESTRIAN DIRECTIONAL - SIGN TYPE E-4
- ⌞ STREET ID - SIGN TYPE E-5
- VEHICULAR DIRECTIONAL - SIGN TYPE E-6
- ⊗ GATEWAY - SIGN TYPE E-7
- REGULATORY SIGN - SIGN TYPE E-8
- ▭ BENCH WITHOUT BACK - SIGN TYPE E-10A
- ▭ BENCH WITH BACK - SIGN TYPE E-10B
- TRASH RECEPTACLE - SIGN TYPE E-11
- ⊞ KIOSK - SIGN TYPE E-12
- ▭ BUS SHELTER - SIGN TYPE E-13A
- ⊞ BUS SHELTER (LARGE) - SIGN TYPE E-13B
- CROSSWALK MARKER - SIGN TYPE E-14

These drawings are for the sole purpose of expressing design intent only and are not intended for actual fabrication purposes. Signage Contractor is responsible for engineering and shop drawings as described in WPA Specifications.

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W | P | a

GRAPHIC DESIGN ARCHITECTURE

911 WESTERN AVENUE SUITE 380
SEATTLE, WASHINGTON 98104
TEL: 206 233-0550
FAX: 206 233-0663

100% CONSTRUCTION DOCUMENTS

CALL 48 HOURS BEFORE YOU DIG
1-(800)-553-4344

LOCATION CONDITIONS (TYPICAL) - PLAN

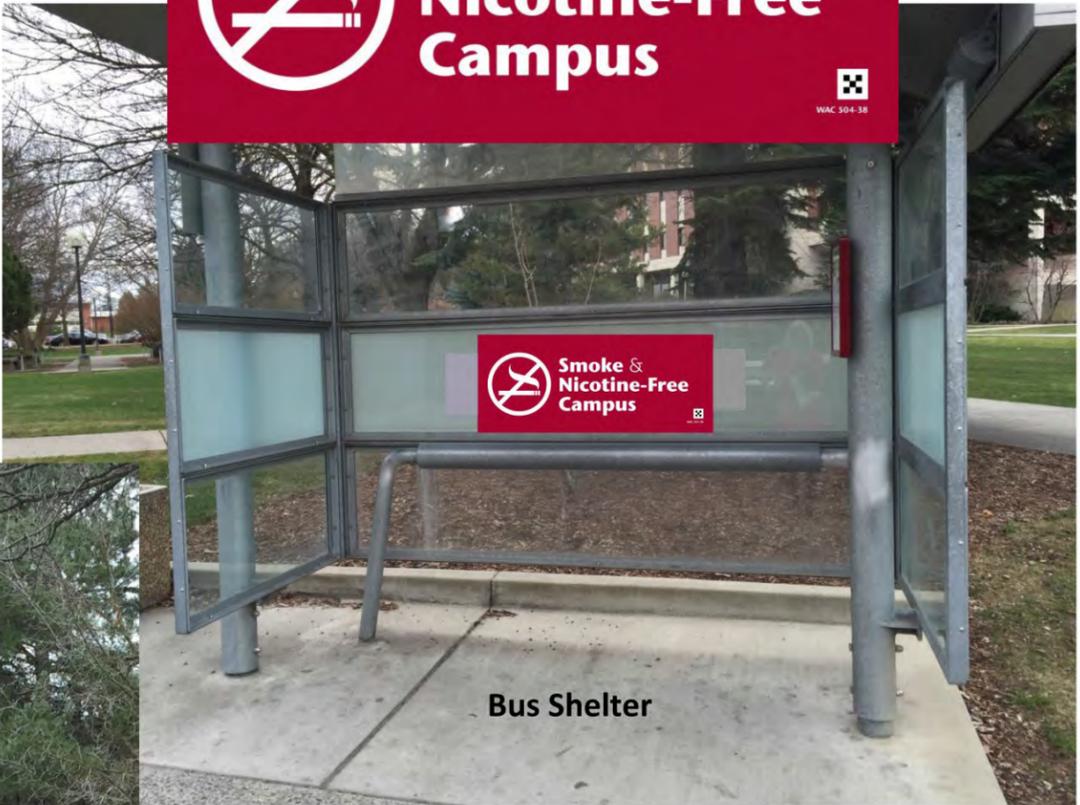
Scale: 1/4" = 1'-0"

9.3 Bollards

Bollards are used to restrict access, but can be removed if needed. A custom-made cap must fill the hole if the bollard is removed. Spacing must allow for passage of a fire truck or other safety vehicles. WSU Police Services are responsible for installation and removal of bollards.



9.4 TOBACCO FREE CAMPUS



Signage Strategies:

- 1.) Signage at bus shelters
- 2.) Signage on both ends of the recycling stations
- 3.) Use some of the existing bollards on the Terrell and Library Malls.
- 4.) Use existing concrete walls if more signage is needed. Preference is to not use concrete walls unless the location requires an additional sign.

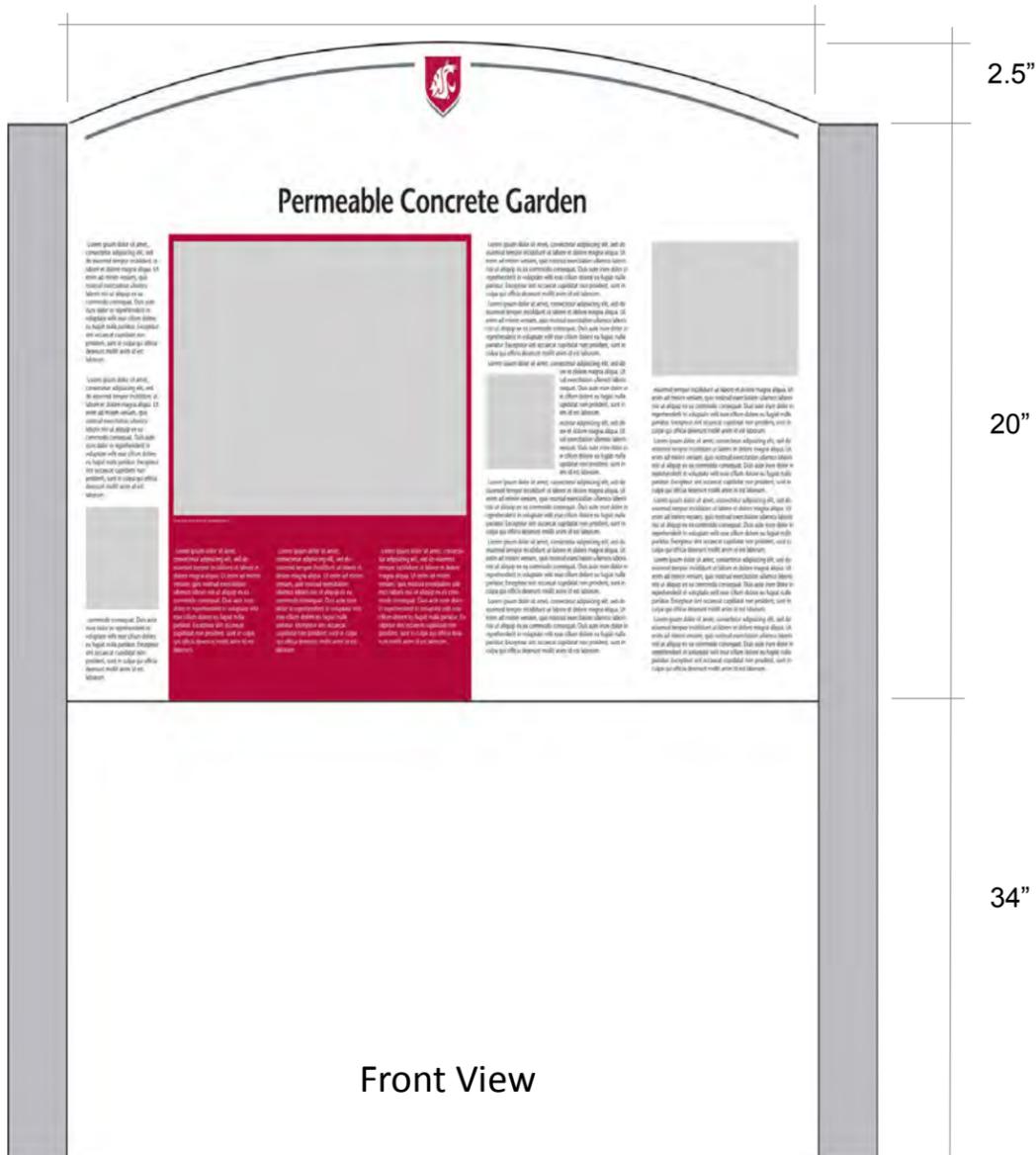


10.0 INTERPRETIVE SIGNAGE



Interpretive signs are used to describe unique events, research or technologies developed and used at WSU. Use of Interpretive signs must be approved by WSU Administration. Graphic artwork is approved by WSU Office of Communications and Graphic Identity.

30"



Front View

10.2 Construction Project Signage

Construction project signs are installed to inform the public that a project will be and/or is taking place on a particular site. They are the responsibility of the contractor to have printed and installed after approval by the project manager of the information and text. Typically these temporary signs are attached to a 4'x8' sheet of exterior plywood and mounted on 4"X4" posts that are driven into the ground at the construction site.

4'

WASHINGTON STATE UNIVERSITY
World Class. Face to Face.

PICTURE OF THE PROJECT

TITLE OF THE PROJECT

PROJECT SCOPE:

ARCHITECTS:

MECHANICAL / ELECTRICAL ENGINEERING:

CIVIL / STRUCTURAL ENGINEERING:

GENERAL CONTRACTOR:

PROJECT BUDGET: \$

CONSTRUCTION SCHEDULE:

For more information:
<http://www.facilitieservices.wsu.edu>

8'

WASHINGTON STATE UNIVERSITY
World Class. Face to Face.

PICTURE OF THE PROJECT

TITLE OF THE PROJECT

PROJECT BUDGET: \$

CONSTRUCTION SCHEDULE:

ARCHITECTS:

GENERAL CONTRACTOR:

CIVIL / STRUCTURAL ENGINEERING:

MECHANICAL / ELECTRICAL ENGINEERING:

For more information:
<http://www.facilitieservices.wsu.edu>

11.0 RECOGNITION SIGNAGE

11.1 Memorial/Dedication Plaques

Washington State University BUSINESS POLICIES AND PROCEDURES MANUAL 20.42 Property, Exterior Signage, WSU Pullman:

MEMORIAL /DEDICATION PLAQUES AND BENCHES

“Exterior memorial and dedication plaques or benches are permitted in the campus arboretums only. Such signage must be approved through the Arboretum Committee as part of a dedication event that may include a tree, a grove of trees or a garden.”



11.2 Donor Recognition

Donors can be recognized on a bench with one of the following sample configurations for a 2” x 6” aluminum plaque. Wording to be approved by WSU Administration.

