UNM Planning & Campus Development


Wayfinding & Signage Standards and Guidelines

UNM

March 2010

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This document serves to provide standards and guidelines for implementation of the UNM Signage Program. The process for ordering and implementation of signs is outlines in UNM Process for Signs (p.

ACKNOWLEDGEMENTS



This report was made possible by the dedication of the UNM Wayfinding Committee; UNM Planning & Campus Development, Mary Kenney, University Planning Officer; Suzanne Mortier, University Landscape Architect; and with in-depth planning and supervision by Michael Polikoff, University Planner.

Additional input and graphic stan-dards were provided by Cinnamon Blair, UNM Communications & Marketing; UNM Branding Redesign; University Identity Standards.

Technical information by the Society of Environmental Graphic Design's (SEGD) *The Americans with Disabilities Act White Paper*, ADA Guidelines from the Department of Justice Federal Register, 28 CFR Part 36, Title III, as well as the US FHWA Manual of Uniform Traffic Control Devices (MUTCD), the Signage Foundation for Communication Excellence, US Small Business Administration the International Sign Association (ISA), *The Signage Sourcebook* and the City of Albuquerque, zoning code, 14-16-3-5 General Signage Regulations.

PROJECT BACKGROUND

The UNM Wayfinding & Signage project, to date, is a seven year project, which commenced utilizing the expertise of wayfinding firm, Corbin Design (Corbin), a nationally recognized wayfinding concern located in Traverse City, Michigan. The final development, and completion of the project was directed by Michael Polikoff, and UNM Planning & Campus Development.

The campus-wide Wayfinding & Signage project provides a comprehensive messaging and signage program to unify the campus environment and provides a consistent information strategy to orient not only the student population, but also first time users to the campus.

These standards & guidelines outline the overall information strategy and wayfinding strategy as well as provide detailed design guidelines for future implementation of the signage program.

HISTORY OF UNM

Founded in 1889, The University of New Mexico includes more than 150 buildings on 600 acres along old Route 66 in the heart of Albuquerque, a city of more than 600,000 people. The unique Pueblo Revival and Territorial styles of the campus architecture were established in 1933 when John Gaw Meem, holder of the first architectural license from the State of New Mexico, became the University Architect. Meem designed Zimmerman Library which opened in 1938.
The nationally recognized Campus Arboretum and the popular Duck Pond offer an outstanding botanical experience in the midst of one of New Mexico's great public open spaces.

UNM MISSION & VISION

OUR HIGHEST PURPOSES *for* EXISTING

The mission of the University of New Mexico is to serve as New Mexico's flagship institution of higher learning through demonstrated and growing excellence in teaching, research, patient care, and community service.

UNM Strategic Framework for 2008 & Beyond, March 2008

Our Highest Purposes for Existing

UNM Strategic Framework for 2008 & Beyond, March 2008

Our ongoing commitment to the cornerstones of purpose, noted above serves to:

- Educate and encourage students to develop the values, habits of mind, knowledge, and skills that they need to be enlightened citizens, contribute to the state and national economies, and lead satisfying lives.
- Discover and disseminate new knowledge and creative endeavors that will enhance the overall well-being of society.
- Deliver health care of the highest quality to all who depend on us to keep them healthy or restore them to wellness.
- Actively support social, cultural, and economic development in our communities to enhance the quality of life for all New Mexicans.

Our Greatest Aspirations for the Future

UNM Strategic Framework for 2008 & Beyond, March 2008

UNM's vision describes the future state to which we, as an institution, aspire. Our aim is for this to be a vision that is "alive," serving to inform and align all of our goals, activities, decisions, and resources, as well as inspiring and encouraging initiative, innovation, and collaboration.

We aspire to a future for which we are known:

Strength through Diversity
Student Success through Collaboration
Vital Academic Climate
Excellence through Relevance
Research for a Better World
Health and Wellness Leadership
International Engagement

CORE VALUES

EVERGREEN PRINCIPLES

UNM's values describe the "evergreen" principles that guide our decisions, actions, and behaviors. These are essential and enduring tenets, not to be compromised for short-term expediency. By stating these values publicly, we are openly committing to upholding them and to be held accountable accordingly.

UNM Strategic Framework for 2008 & Beyond, March 2008

The Principles that Guide Our Decisions

UNM Strategic Framework for 2008 & Beyond, March 2008

Excellence
Excellence demonstrated by our people, programs, and outcomes, as well as by the quality of our decisions and actions.

Access with Support to Succeed
Access, with support to succeed that gives all who desire the opportunity to take full advantage of the wealth of resources at UNM and to be fully included in the UNM community.

Integrity
Integrity that holds us accountable to our students, the community, and all who serve UNM's mission, to manage our resources wisely and keep our promises.

Diversity
Diversity that enlivens and strengthens our university, our community, and our society.

Respectful Relationships
Respectful Relationships that build trust, inspire collaboration, and ensure the teamwork that is essential to UNM's success.

Freedom of Speech
Freedom of speech, inquiry, pursuit of ideas, and creative activity.

Sustainability
Sustainability so that as we meet the needs of the present, we are not compromising the well-being of future generations.

INSTITUTION-WIDE STRATEGIES

UNM's institution-wide strategies describe a few critical commitments and areas of focus that are necessary to achieving our vision and fully activating the mission. Some of our strategies will build the infrastructure and culture necessary for sustainable success, while others will propel us ever closer to achieving our highest aspirations.

UNM Strategic Framework for 2008 & Beyond, March 2008

How We Will Achieve the Vision

UNM Strategic Framework for 2008 & Beyond, March 2008

Connectivity to Purpose

Every member of the campus community will gain understanding of, connect with, and take accountability for his or her individual contributions to our mission, vision, values, and strategies.

Intercultural Competency

Actively deepen and share our understanding of the diverse cultures that come together at the University of New Mexico and the value they add to society.

Synergistic Partnerships

Identify, nurture, and strengthen partnerships with those institutions and individuals in the community whose missions are aligned with and complement our own, with the result of becoming stronger and more successful collectively than we could have become individually.

Student Centered Decision-Making

Every major decision made will begin with the question: "How does this enhance the ability of our students to be successful?"

Campus Vitality

Students, faculty, and staff will be encouraged, supported, and rewarded for contributing to the energy and vitality of our university community by enthusiastically engaging in the exploration and exchange of ideas.

Innovative Research-to-Application Platforms

Create and sustain the conditions under which the brightest and best innovative research will be conducted and applied for the benefit of New Mexico, the country, and the world.

Mission & Vision-Aligned Investments

All investments of time, energy, and resources will be made with clear understanding and articulation of how the investment serves the mission and contributes to achieving the vision.

CONCEPTUAL FRAMEWORK

CONNECT, ALIGN & ACTIVATE

If we are to be successful in achieving the vision for UNM's future, priorities must be identified that will inform our decisions, align our activities, and drive everything from our conversations to our resource investments. For each of the following "strands of priority," major milestones must be identified and met, serving as indicators that we are making progress toward attaining our highest aspirations for UNM.

UNM Strategic Framework for 2008 & Beyond, March 2008

Four Strands of Priority That Connect, Align, & Activate UNM's Mission, Vision, Values and Strategies

UNM Strategic Framework for 2008 & Beyond, March 2008

Economic & Community Development
- Economic Revitalization
- Community Capacity Building
- Sustainability Leadership

Healthy Communities
- Urban/Rural Health
- Education & Training
- Research, Outreach & Intervention
- Health Policy

Systemic Excellence
- Research
- Undergraduate/Graduate Education
- International Education
- Diversity

Student Success
- Affordability
- Access
- Graduation Rate
- Retention Rate Strategies

WAYFINDING & SIGNAGE GUIDING PRINCIPLES

PROGRAM GUIDING PRINCIPLES

The guiding principles establish criteria for the development, design and implementation of a campus-wide wayfinding & signage program. The guiding principles are consistent with UNM's mission, vision, values & strategies, and strive to fulfill the university's commitment to reducing energy usage and our impact on the environment.

UNM Wayfinding Committee, October 2009

Consistent with University Identity Standards
Adhering to the University Identity Standards, UNM redesign.

Legible
Following all federal guidelines for font legibility, viewing distance, placement and sign reflectivity.

Compliant
Adhering to all federal, state and local guidelines.

Flexible
Changeable program for the diverse functional needs of UNM, considering future construction and campus configurations.

Updateable
Utilizing easily obtained materials and techniques for updating by UNM Physical Plant, to the extent it is consistent with these signage standards & guidelines.

Cost Efficient
Utilizing design, fabrication & installation techniques which represent efficient, responsible use of materials, as well as, venerable materials, to maximize unit cost over time.

Optimization of Materials
Fabrication to optimize use of materials utilizing manufactured (off the shelf) components, finishes and existing materials.

Sustainable
Sign program to be consistent with current UNM Sustainability policies.

Forward Thinking
Sign program to incorporate current and future planning considerations for all campuses.

Consistent Use of Materials
Implement fabrication methods and materials, consistently throughout the entire program.

Messaging
Visitor & first time user-centric messaging on signs, which is logical, succinct and understandable outside the UNM community.

UNIVERSITY IDENTITY STANDARDS

Primary UNM Logo

Secondary UNM Logo (stacked)

Full reversed UNM Logo (stacked)
the logo should only be used in this manner for special applications, engravings, etc.

UNM Cherry Red
C=0
M=100
Y=65
K=15
PMS 200C

50%
PMS Cool Gray 11C

PMS321

C:100
M:0
Y:30.5
K:23.5
CMYK

Secondary Color Palette

Primary Color Palette

Visual identity is the keystone of the UNM communication and marketing efforts. The University Identity Standards, produced by UNM Communications and Marketing, defines the objectives and standards with regard to the all graphic media, and branding components. To that end, the UNM Identity Standards set the foundation for the design and implementation of these Wayfinding & Signage Guidelines.

Like the Identity Standards, the UNM Wayfinding & Signage program should be developed to be flexible but also work in a methodical and hierarchical manner. These recommendations are provided for the university and its constituencies to establish consistency with the manner in which UNM is identified as a part of wayfinding.

In addition, like the Identity Standards, the purpose of the Wayfinding & Signage Guidelines is to reinforce the distinct identity of each of the academic units, while also providing a unified and consistent information system.

Note: colors portrayed are for reference only. Consult a current PMS Color swatch book for exact color match.

ACCESSIBILITY

CONNECT. COLLABORATE. SUCCEED.

UNM Accessibility Resource Center

Mission

excerpted from UNM Accessibility Resource Center

The University of New Mexico is an Affirmative Action/Equal Opportunity institution, in accordance with the Americans with Disabilities Act. As part of this commitment, UNM has established the Accessibility Resource Center which offers services to UNM self-identified students with disabilities.

UNM is a member of the New Mexico Association on Higher Education and Disability (NM-AHEAD), an organization for professionals working with people with disabilities in post-secondary education settings in New Mexico. UNM strives to respond to the rapid changes in the law and in "accepted" accommodation practices, the isolation felt by many disability coordinators, and the dual roles that many professionals serve.

As a part of this commitment, UNM embraces all aspects of the ADAAG with respect to providing full accessibility of our community.

SUSTAINABILITY PRACTICES

LOVE RED. LIVE GREEN

UNM Climate Action Plan

Love Red. Live Green.

UNM Climate Action Plan

UNM has the potential to drastically reduce its long-term energy and resource costs while improving the well-being of its community members. Enacting carbon neutrality is a long-term strategic interest and in the best interest of the University and the climate.

To that end, in April 2008, President, Dr. David J. Schmidly, led the way for the University to adopt "Sustainability" as a core value. By signing the American College & University President's Climate Commitment (ACUPCC), UNM indicates our commitment to attaining carbon neutrality. Though UNM had already initiated a number of carbon-emission reduction initiatives, this commitment is a bold move that will place UNM at the forefront of climate and sustainability leadership in the 21st Century.

This plan is a step toward implementing a strategic action plan that will reduce Albuquerque campus emissions by a minimum of 70% by 2030.

UNM will endeavor to achieve a zero net carbon emissions campus while ensuring and improving its economic strength, community cohesiveness, and environmental footprint, along with the well-being of individual community members.

VISION *for* SUSTAINABILITY

A vision for our campus that is not only a learning and research institution, but as a living, growing community, locally focused and globally aware, natural and honest, expressive and healthy, vibrant and wise.

UNM Climate Action Plan, September 2009

Vision for Sustainability

Mission

Outline a feasible plan to drastically reduce emissions produced by the three biggest carbon sources on UNM's Albuquerque campus; electricity, transportation and heat.

Vision for Sustainability

Driving the *UNM Climate Action Plan* is a vision of our campus as not only a learning and research institution, but as a living, growing community, locally focused and globally aware, natural and honest, expressive and healthy, vibrant and wise.

Governance

Colleges and universities have the unique ability to not only incorporate the values of sustainability into all aspects of operations, but also to educate and prepare future leaders, employers and workers in sustainable values and practices that are critical to the future of society and the environment.

Campus Culture

The University is building a campus culture of sustainability which addresses the three key components: environmental protection, social equity and economic opportunity, with involvement from its three stakeholder groups: students, faculty and staff.

Operations – Social Equity

Campus consumption of resources and products shall not knowingly put people elsewhere at significant risk for environmental contamination or diminished social welfare. Products, building materials, furnishings and food used at the University impact communities elsewhere in the course of resource extraction, manufacturing, distribution and disposal. Procurement will favor suppliers that demonstrate sustainability practices. When purchasing these items, departments should select vendors that strive to minimize negative impacts on all communities affected.

Economic Opportunity

The green economy favors energy efficiency, reduced use of materials, minimized waste and pollution and corporate responsibility for the fate of materials over product lifetimes, so whenever possible the university should support the local green industry. In addition, UNM will continue to build a creative materials management program that promotes reuse, reduces consumption, minimizes waste and maximizes recycling.

UNM POLICY 2100

THE PRINCIPLE *of* HOLISM

The system as a whole determines, in an important way, how the parts behave.

UNM Policy 2100

UNM's Strategic Framework is founded on the principle of holism (UNM Policy 2100) whereby designs and solutions insure future benefit in supporting and restoring systems that provide the materials and energy for well being.
"The Principle of Holism" is that the system as a whole determines in an important way how the parts behave. The system includes physical, biological, chemical, social, economic and cultural elements, among others.

Holism encourages strategies that couple desired outcomes to incentives.

Holism includes life-cycle accounting for environmental and social impacts beyond the geographic confines of the campus.

Holism views waste as a potential resource and thus favors strategies that follow the hierarchy of waste prevention, recycling/reuse, treatment and disposal.

Holism requires transparency via participatory planning practices, and effective communication among students, faculty, staff and the public. Holism embraces the triple-bottom line of sustainability (Brundtland 1987), namely social equity, environmental protection, and economic opportunity, abbreviated as people, planet and profit.

Finally, conceptualizing the campus as a forward-thinking institution opens opportunities for thriving community relationships that in return, reduce financial risks of students and thereby improve recruitment, retention and graduation rates.

UNIVERSITY PROCESS FOR SIGNS

University Business Policies & Procedures

(portions excerpted from the University Business Policies & Procedures Manual 1000, 03/01/06)

1. General

This document defines the policies and procedures necessary to ensure the development and maintenance of a successful and cost effective wayfinding system for the University. Wayfinding involves the development of a consistent vocabulary of design and materials, including signs, to function as University branding and the cohesive visual identity. Well defined and organized wayfinding promotes marketing the University's resources, creating a positive image, evoking a sense of history, quality, and character, establishing gateways and improving the streetscape. Additionally, wayfinding involves accessibility and public safety. It focuses the attention of walkers, cyclists, and drivers reducing accidents and liability costs.

2. Authority

The University Planning Officer and the Vice President for Institutional Support Services (ISS) will collaborate to ensure the ongoing involvement of the appropriate level of administration, staff and building occupants in the planning, design, and construction phases of wayfinding systems and signage.

3. Design Guidelines

Wayfinding system standards and exterior signage guidelines will be posted on the Planning & Campus Development website: http://iss.unm.edu/PCD/index.html. Sign types include: Site Identification, Building identification, Building Directory, Vehicular and Pedestrian Directionals, Parking Identification, Pedestrian Orientation Kiosks, and Pedestrian Regulatory & Safety. Additional sign types may be developed by the University Planning Officer as required.

4. Request for Approval

Approval requirements for naming UNM facilities, spaces, endowments, and programs are according to UNM Policy 1020. Departments or units wishing to request exterior signs must make their wishes known in memo form, including the sign's proposed wording, to the University Planning Officer or their official designee.

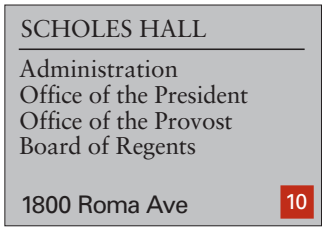


Figure 1

Figure 2

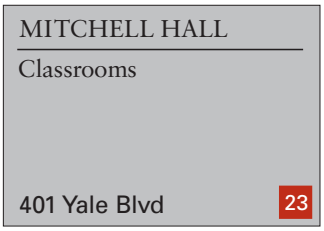


Figure 3

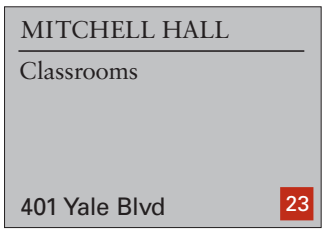


Figure 4

Figure 5

5. Sign Request Procedure

The University Planning Officer or their official designee will confirm approved message and graphic placement based on the intent of these Wayfinding & Signage Standards & Guidelines. Freestanding building identification signs shall present only: formal Building Name or Donor Name, College/School; Department, Executive Office or established Institution; numeric address and building number. (Figures 1 – 5)

Once the request conforms with the above criteria, the University Planning Officer or their official designee will arrange for the fabrication and installation.

Approved vendors may be found on the Planning and Campus Development web site: http://iss.unm.edu/PCD/index.html

6. Request Denial Appeal

The University Planning Officer will refer all written requests for appeals to the Vice President of Institutional Support Services.

7. Cost

The cost of building signs for new or major remodeled buildings will be charged to the construction account. Changes to existing building signs that are a result of action by the University Administration will be charged to the University from the appropriate funding source established and available. All other name changes and/or sign requests which are initiated by a Department or unit will be charged to the requestor through a Purchase Requisition approved by the Purchasing Department. The Purchasing Department will not process any exterior building sign requests without written approval of the University Planning Officer or their official designee.

INFORMATION STRATEGY

Naming Convention

An information strategy is the classification, hierarchy and methodology for how information is presented/disseminated to users.

Naming convention refers to the list of names and/or the system of principles, that assign a word or phrase to a particular object or property.

The principles of naming vary from the relatively informal conventions of everyday speech to the internationally agreed principles, rules and recommendations that govern the formation and use of terms.

As it relates to UNM and the Signage & Wayfinding program, the naming convention is the system of principles related to the naming and identification of buildings, schools, colleges, departments, services, and amenities.

The principles include:
Formal name or donor name of buildings for primary identification.

Formal name of schools, colleges & departments for secondary identification.

Abandon acryonyms as identification unless universally accepted within campus vernacular.

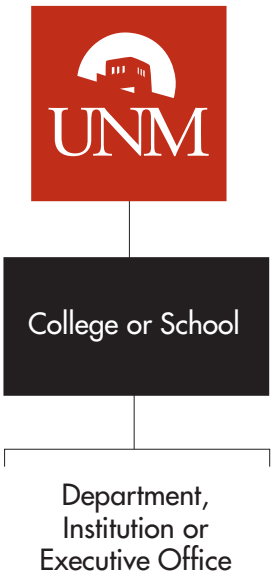
Eliminate redundant naming & information, ie. Student Union vs Student Union Building.

Consistent identification throughout all communication & visual media.

Re-scripting all verbal and written directions to comply with these principles.

As illustrated above, the use of the letters UNM (aside from the UNM logo) on the building is redundant, as the building is located within the central campus.

Student Union vs Student Union Building Although the building signage indicates the correct name, all references to this facility verbally or in print are Student Union Building or SUB, not Student Union.



Hierarchy of Information for UNM

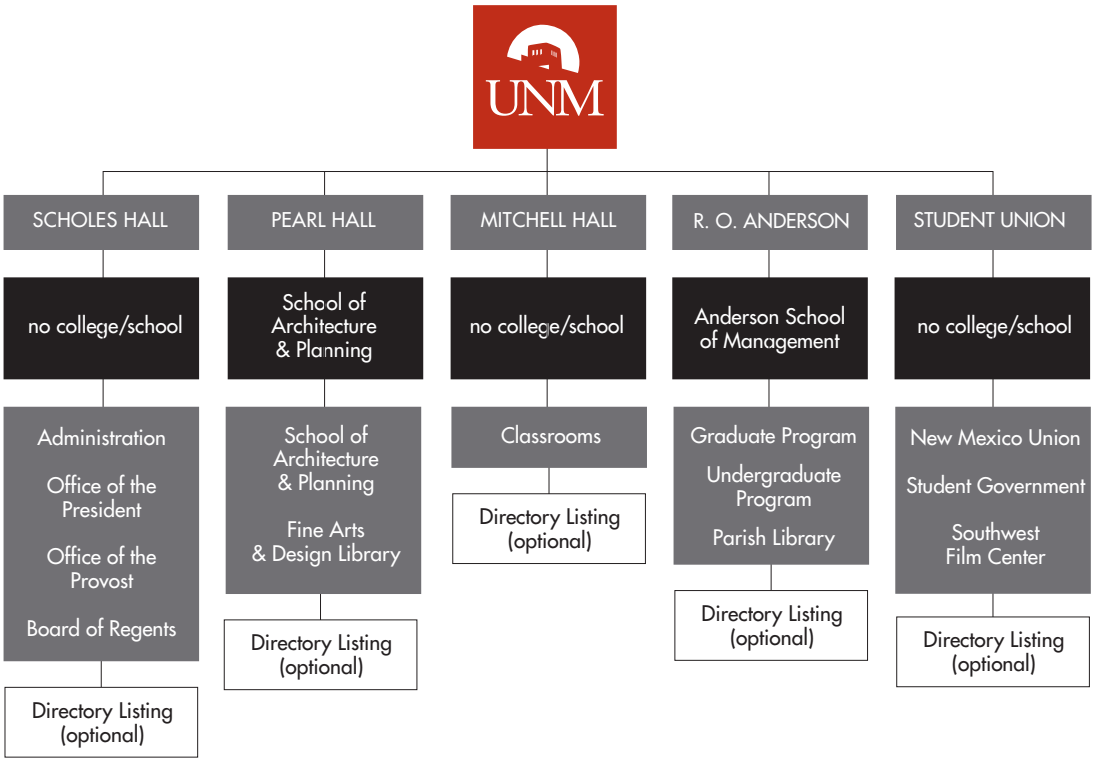
An hierarchy of information is a system, based upon an organizational structure, for how words and messages are presented and/or referenced.

The diagram on page 17 illustrates the detailed, overall organizational hierarchy for UNM. The information hierarchy dates back to the formative years of UNM, when the university was comprised of the College of Arts & Sciences and School of Engineering, who, through friendly competition, sought prominence.

Over the years, the recognition of the Colleges and Schools has diminished by the emphasis on particular departments within the colleges and schools.

The hierarchy presented, reestablishes the importance of the Colleges and Schools within the UNM organizational structure, and this hierarchy should be consistently implemented for all aspects of communication within UNM (websites, internal documents, directories, maps, etc.)

Note: Regarding diagram, additional departments, services and amenities exist within the UNM organizational structure and are not represented in the diagram, as they do not relate specifically to academia.



Wayfinding & Signage Hierarchy of Information

As it relates to wayfinding & signage, the UNM organizational structure (p.17) would be followed as the fundamental hierarchy of information, as well as, the formal Building Name or Donor for navigation purposed.

The diagram, above, illustrates an example for how the specific Hierarchy of information would be implemented within the wayfinding and signage program.

1. UNM
2. College or School
   There are 11 colleges/schools within UNM
3. Departments, Institutions, Museums, and Libraries within that College or School
4. Services, offices and amenities within that Department, or serving the overall College or School.

Order of Information

The order of the information as it is presented on typical monument signs shown above:

A. Building Name, Donor Name or Site Name

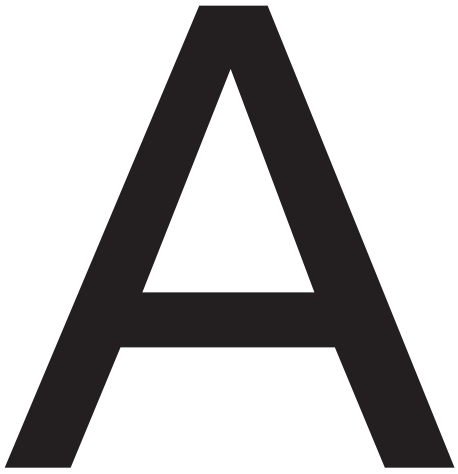
B. College, School, Department, Occupant, Tenant, Service or Amenity, depending on the specific circumstances

C. Numeric Address and Building Number

D. Within maps and directories, campus facilities shall be listed by School or Department in alphabetical order, with building number, occupants, tenants, services and amenities being listed below this information, in alphabetical order.

INFORMATION CLASSIFICATION

Serif Typeface:
Honorific & Identification Information



San Serif Typeface:
Directional Information

Honorific & Identification vs Directional

Information within the hierarchy has specific classifications. These classifications are as follows:

A. Honorific & Identification Information
   1. Honorific information recognizes a donor, person or an established name within the campus vernacular.
   2. Identification information identifies a place, destination, amenity or service.

B. Directional Information
   Information for the purpose of guiding of giving direction.

Within the UNM Wayfinding & Signage program, these two types of information have very distinct guidelines for visual articulation & treatment.

These guidelines establish a hierarchy for the information, allowing users to unconsciously distinguish information for navigating the environment more easily.

Additional information regarding the visual articulation/treatment and font usage is presented in the section, Typography Guidelines.

SCHOLES HALL

Building Name

John & June Perovich Hall

John & June Perovich Hall

Donor Name
(Roman versus Italic to be determined)

Honorific Information

The criteria for distinguishing building names versus donor names is at the discretion of the UNM Campus Planning & Development, and/or (*insert name of entity for determining named buildings*).

A. Formal building names are articulated using all capitalized letters (all caps) to easily distinguish it from other types of information, and as it is "more" honorific. All caps should never be used for any other types of information,except for acronyms which are determined as part of campus vernacular.

B. Donor names are articulated using upper & lower case letters, when the circumstance by which the building being named requires more verbiage than the surname. When the donor name includes two persons, or first names, these names will be presented using an ampersand "&" and not "and".

Note: at this time, the use of Sabon (Roman) versus Sabon Italic is being determined.

Given the hierarchy of information for the UNM Wayfinding & Signage program, with the use of upper & lower case Sabon (Roman) as Identification Information, it is recommended that Sabon Italic be used for Donor Names.

Building Identification
(wall mounted)

SIGN PROGRAM PHILOSOPHY

PREDICTABILITY. LOGIC. LEGIBILITY.

An effective wayfinding system is based on:
predictability, logic, legibility

Form Follows Function

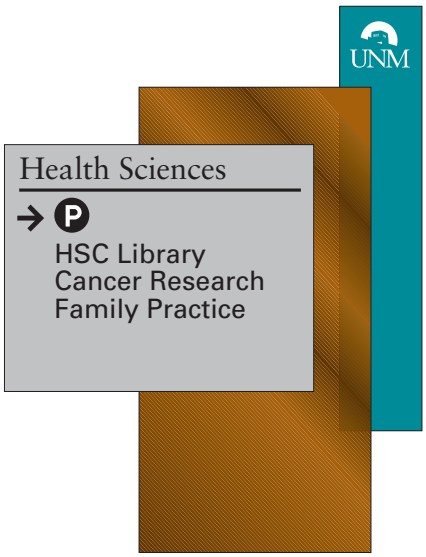
Form follows function is a principle associated with modern architecture and industrial design in the 20th century. The principle is that the shape of an object be primarily based upon its intended function or purpose. American architect Louis Sullivan, mentor to Frank Lloyd Wright, coined the phrase, in 1896.

What is Wayfinding?

(excerpted from UNM.edu, Department of Planning & Campus Development)

Wayfinding is defined as the orderly structuring of information and graphics required enabling people to comfortably and successfully navigate the built environment. Functionally, wayfinding means reaching a destination within an acceptable amount of time and energy, and is measured in terms of efficiency in student and business productivity. Wayfinding also establishes an experiential relation-ship with architectural, urban and natural landscapes, and is essential as part of a modern campus environment, impacting all users of UNM and the surrounding community. Wayfinding affects users emotions and attitudes about the University, and is more than a navigational tool, it is a way to market a specific area's resources, alter negative perceptions, evoke a sense of history, character and pride, while improving the streetscape. Finally, wayfinding encourages accessibility and public safety, focusing on all modes of transportation, by foot, bicycle and automobile, reducing accidents and University liability. As stated in the 2009 UNM Master Plan Update, wayfinding is essential for the success of the University.

UNM Academic Facilities Sign Design



UNM Health Science Services Facilities Sign Design

Representation only, not actual sign.

Two Programs, One Campus

UNM is separated geographically with 3 campuses: north campus, central campus, and south campus.

North Campus

The north campus, located north of Lomas Blvd; consists of UNM Academic facilities, UNM North Golf Course, and services for UNM as well as UNM Health Sciences Center. These two entities, (UNM Health Sciences and UNM Academia), although integrated, operate within a separate organizational structure.

Central Campus

The central campus, located between Central Ave. and Lomas Blvd; houses the main academic facilities, student housing, athletics, and services for UNM.

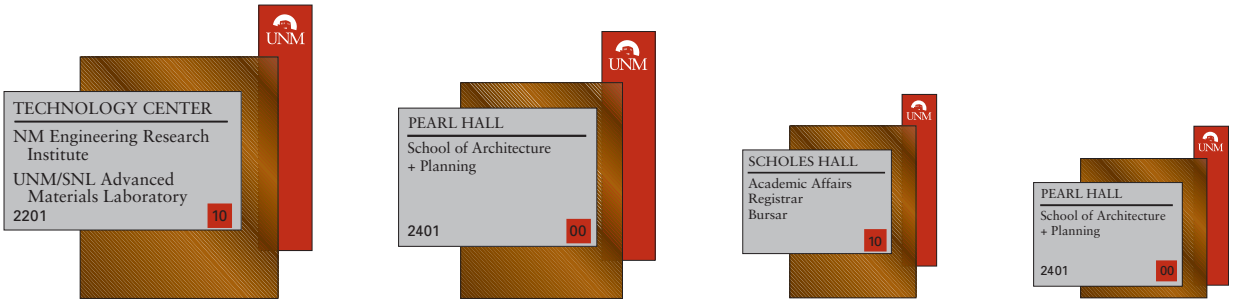
South Campus

The south campus, located between Lead Ave and Gibson Blvd, along University Blvd, is the main nexus for UNM Athletics, UNM Science & Technology Center, and future student housing.

To distinguish the two main entities within the North Campus, (UNM Academics and UNM Health Sciences) a color coding system has been developed (illustrated above). In some cases a sign may serve both Academics and HSC, in which case, it will be determined which color coding is most appropriate.

UNM Academics: UNM Cherry
UNM Health Sciences: Turquoise

HIERARCHY OF SIGNS



Representation only, not actual sign.

A hierarchy of signs is a system, based on similar visual and organizational components, in which each level of the hierarchy is articulated by the signs size, or configuration.

The hierarchy of signs, illustrated above, shows a system of identification signs (building monuments) within the UNM Wayfinding & Signage program. The illustration shows how the signs relate visually, while being differentiated within the hierarchy, by size.

UNM's wayfinding and signage system is articulated by two categories of signs:

Identification Signs

Wayfinding Signs
- Vehicular & Pedestrian

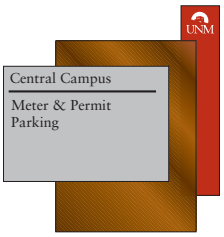
A1: Site Identification

B1: Building Identification

B2: Building Identification

B3: Building Identification

B4: Building ID (wall mount)



E1: Parking ID

E2: Aisle ID

Representation only, not actual sign.

Identification Signs

Site Identification (A1)

Site Identification signs serve to identify a "stand alone" area which encompassess multiple buildings within a site. (eg., UNM Cancer Center) It is intended to be used in addition to individual Building Identification monuments and is located perpendicular to major roadways; Lomas Blvd, Central Ave, University Blvd, Avenida Cesar Chavez, etc.

Building Identification (B1- B4)

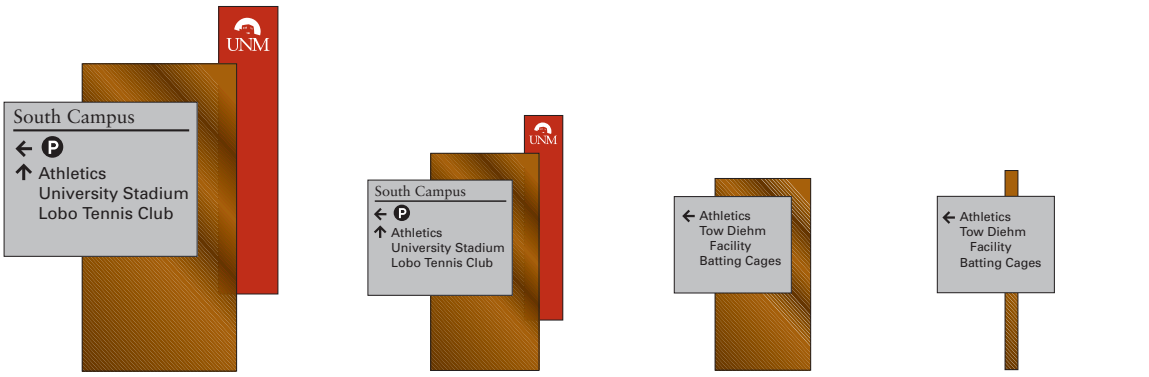
Building Identification signs are used to identify individual buildings and structures within the campus and a site. The size of the sign is intended to be consistent with the height and location of the building, with the tallest signs being B1, for multi-story buildings, and B4, for the smallest buildings on campus. Building Identification signs are located perpendicular to major & minor roadways as well as pedestrian pathways within the campus interior; Lomas Blvd, Central Ave, University Blvd, Avenida Cesar Chavez, Yale Blvd, Las Lomas Dr, etc.

A. Freestanding Monument B1-B3
B. Wall Mounted B4

Parking Identification & Aisle Identification (E1, E2)

Parking Identification signs are intended specifically for the identification of surface lots and parking structures. These signs are located at the primary vehicular entrance of a parking area, using multiple signs where appropriate. The larger Parking Identification sign (E1) being used along major roadways, and the smaller sign (E2) along minor roadways, and are positioned pendicular to the roadway.

Aisle Identification signs are located within larger surface lots. They are mounted to existing light poles, at a minimum height of 15' as determined by UNM Planning & Campus Development.



D1: Vehic Directional **D2: Vehic Directional** **D3: Vehic Directional** **D4: Vehic Directional**

Representation only, not actual sign.

Wayfinding Signs

Vehicular

The purpose of vehicular signs is to direct vehicular traffic to specific sites, facilities and parking. Within the UNM Signage & Wayfinding Program, there are four types of vehicular directional signs, distinguished by their size and function.

A. D1, D2 Vehicular Directional
D1 Vehicular Directional signs are always located along major roadways, where the viewing distance of the sign is more than 150'. These signs are positioned perpendicular to the roadway: Lomas Blvd; Central Ave; University Blvd; Avenida Cesar Chavez; etc.

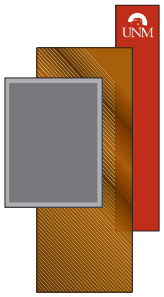
D2 Vehicular Directional signs are used on minor and interior roadways where the viewing distance of the sign is less than 150'.

B. D3, D4 Vehicular Directional
D3 Vehicular Directional signs serve to direct traffic within the interior campus, or within a site. These signs are located perpendicular to the roadway.

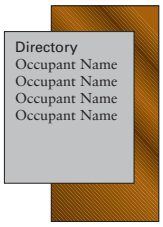
D3 Vehicular Directional signs are used where it is necessary to direct vehicular traffic to multiple building entrances and specific parking areas, within larger surface lots and sites (eg, UNM Health Sciences). These signs are not to be used in lieu of Pedestrian Directional signs.

Representation only,
not actual sign.

P1: Pedestrian Directional



P2: Kiosk/Orientation Map



C1: Directory

Wayfinding Signs

Pedestrian

Pedestrian signs are used to direct pedestrian traffic to specific destinations within the interior campus, including: sites, facilities and parking.

Within the UNM Signage & Wayfinding Program, there are three types of signs designated for pedestrian traffic, and they are distinguished by their form and the function they serve.

A. Directional Signs (P1)
Pedestrian directional signs are used to direct pedestrian traffic within the campus, or a site, and are located at strategic locations where pedestrian paths cross, or where multiple destinations are located. These signs are located adjacent to or within walkways, and are mounted to existing pole structures. In some cases, new poles are required to be installed where there are no existing poles.

B. Kiosks/Orientation Maps (P2)
Orientation kiosks provide a visual map of the campus, oriented based on view, and serve to provide context and location of specific Departments, buildings and service amenities. They are located within the walkway.

C. Building Directory (C1)
Directories serve to identify occupants/tenants within a building. These signs are located adjacent to the primary entrance of a building and are intended to be visible from pedestrian walkways. Directories are never intended to be used for identification from vehicular roadways, although they may be seen from a roadway. Directories are not used in lieu of Building Identification signs, but are intended to provide additional information for pedestrians.

TYPOGRAPHY GUIDELINES

ABCDEFGHIJKLM
NOPQRSTVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Serif Typeface
Sabon Roman (Adobe)

Sabon Roman (Adobe)

A serif font is used for identification purposes only, which is consistent with the University Identity Standards. Identification refers to all facilities, colleges, schools, departments, services and amenities within the UNM Campus. Identification is presented in two ways using the serif font:
All Caps and Upper & Lower Case.

Letter spacing is based on even, optical spacing. Letter spacing templates are provided by the fabrication vendor as well as the UNM Physical Plant.
(insert correct department name)

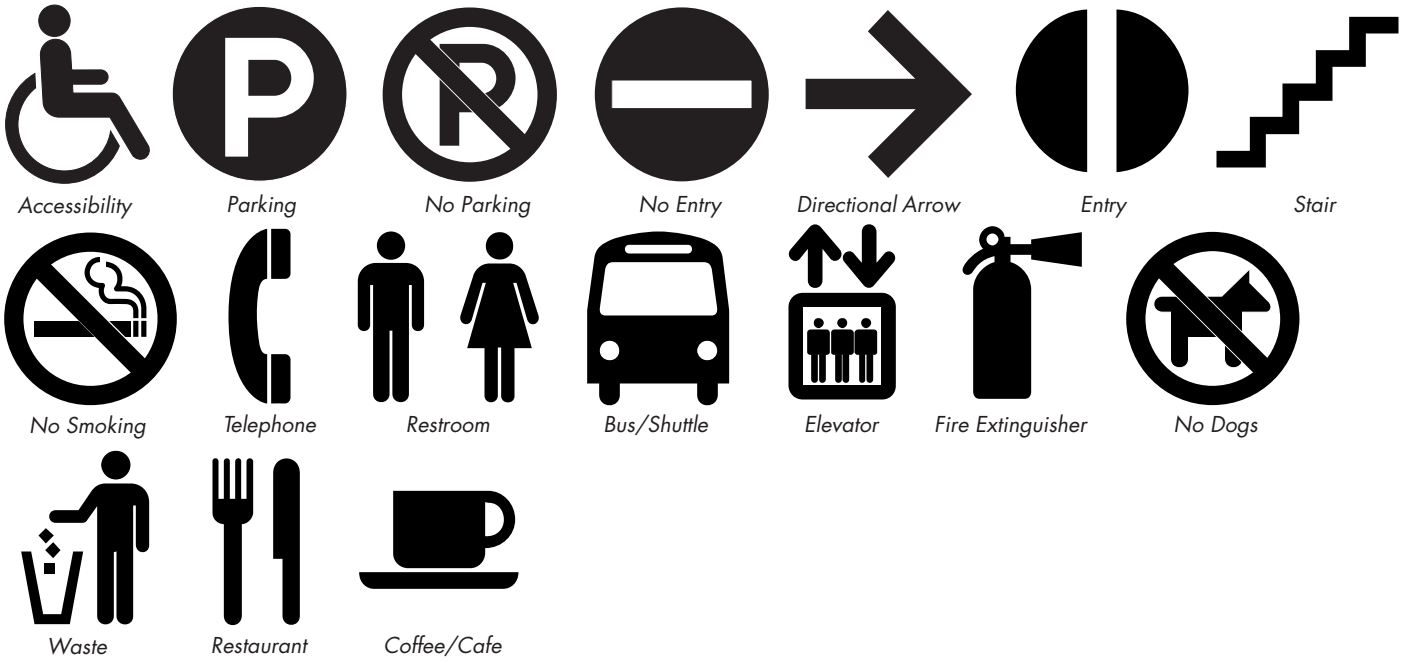
ABCDEFGHIJKLM
NOPQRSTVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

San Serif Typeface
Univers 55 (Adobe)

Univers 55 (Adobe)

A san serif font is used for all information which is intended to direct or guide users. For example, facilities, colleges, school, etc., when listed on a vehicular or pedestrian directional sign or a map, would be listed in this san serif font. Numeric address and building numbers would also be presented using a san serif font.

This methodology of differentiating the kind of information, provides clearer wayfinding, as users intuitively and even unconsciously decipher and filter the difference and function of the two fonts.



Symbols & Icons

The symbols illustrated above, represent the approved symbols & icons for the UNM Wayfinding & Signage Program.

Symbols and custom icons used for all printed graphics, maps and signs shall use the International Symbols developed for the USDOT, the SEGD standard accessibility symbol, or custom icons developed specifically by UNM. Custom icons shall be designed using the same or similar visual vocabulary to "fit" within the overall system of icons.

SCHOLES HALL
Academic Affairs
1234

Optical letter spacing

Letter Spacing

Letter spacing is based on even, optical spacing as represented above. Type size and leading (line spacing) is determined by regulatory guidelines with a minimum 4" cap height, as determined by overall viewing distance, and as specified for vehicular directional signs.

Letter spacing templates are provided by the selected fabrication vendor as well as the UNM Physical Plant.

UNM SIGNAGE GUIDELINES

A. Color Coding. Only to be used to distinguishing UNM Health Sciences from other UNM entities.

B. All signs shall be designed for day and night conditions using either internal illumination, or reflective lettering or background.

C. All signs shall have a minimum 70% reflectivity ("contrast" for laymen) between graphics/ information & background during day and night conditions per ADAAG recommendations.

D. Vehicular: all signs shall have a minimum 4" cap for graphics/ information. With additional 1" increases in cap size for all traffic over 35 mph and/or 50' viewing distance, when viewed from major roadways, per MUTCD (FHA, Manual of Uniform Traffic Control Devices).

E. Vehicular: no sign shall contain more than five destinations.

F. All fonts shall comply to the fullest extent possible in width /height and stroke/width ratios per ADAAG.

G. Only the UNM logo is permitted on signs.

H. Directional Signs: one arrow per direction.

I. Upper & lower case shall be used for directional/destination information.

J. All caps shall be used for building name and honorific information.

K. Simple Identification. No redundant or superfluous information shall be used.

Sign Locations

The following signage programming summary includes UNM North, Central & South Campuses.

For the purposes of this document, every building at UNM has been considered. For the purposes of budgeting, UNM Campus Planning & Development, has created a prioritized list of 89 buildings to be considered for wayfinding and signage improvements.

Priority for fabrication will be determined by UNM. UNM Health Sciences has been included in this preliminary program. More extensive, detailed programming and a more specific message schedule may be warranted, and could be provided under a separate contract and scope of work.

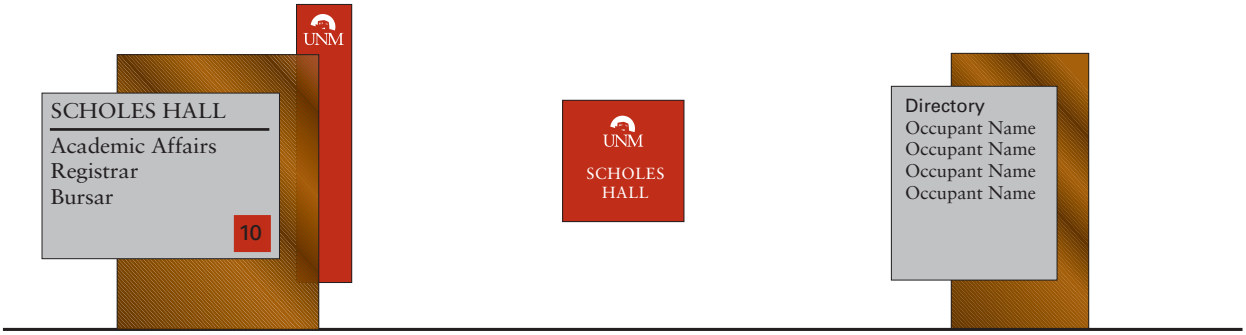
Programming is illustrated for conceptual purposes only. Exact placement of specific signs is to be coordinated with UNM Campus Planning & Development.

B2: Building ID2

B4: Building ID (wall mount)

C1: Directory – Optional

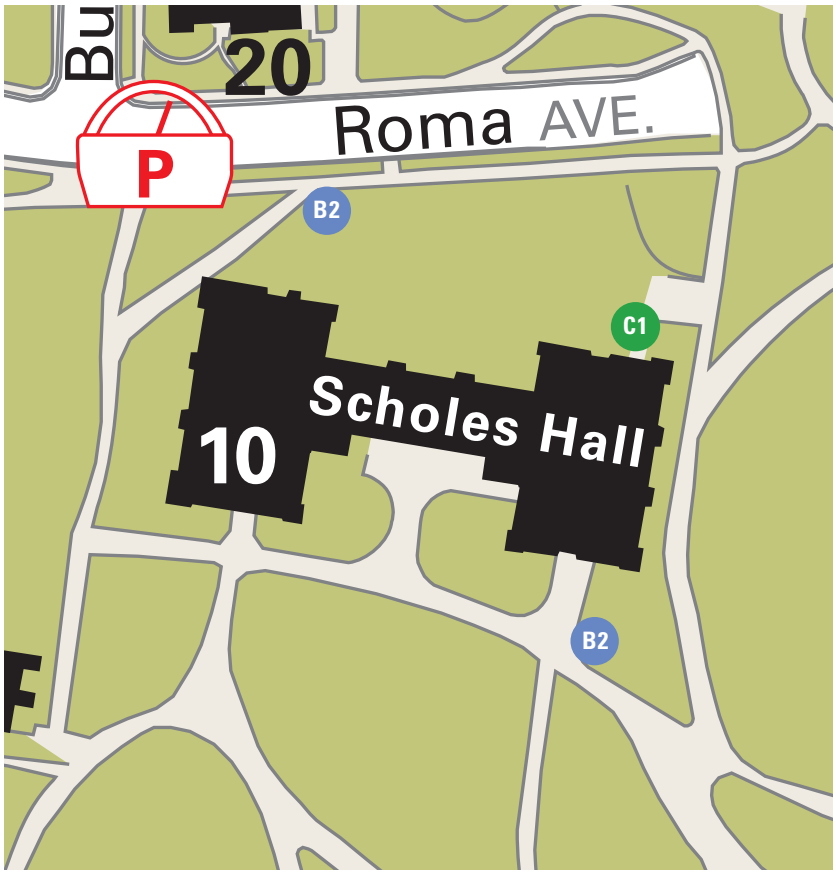
1. Dental Office



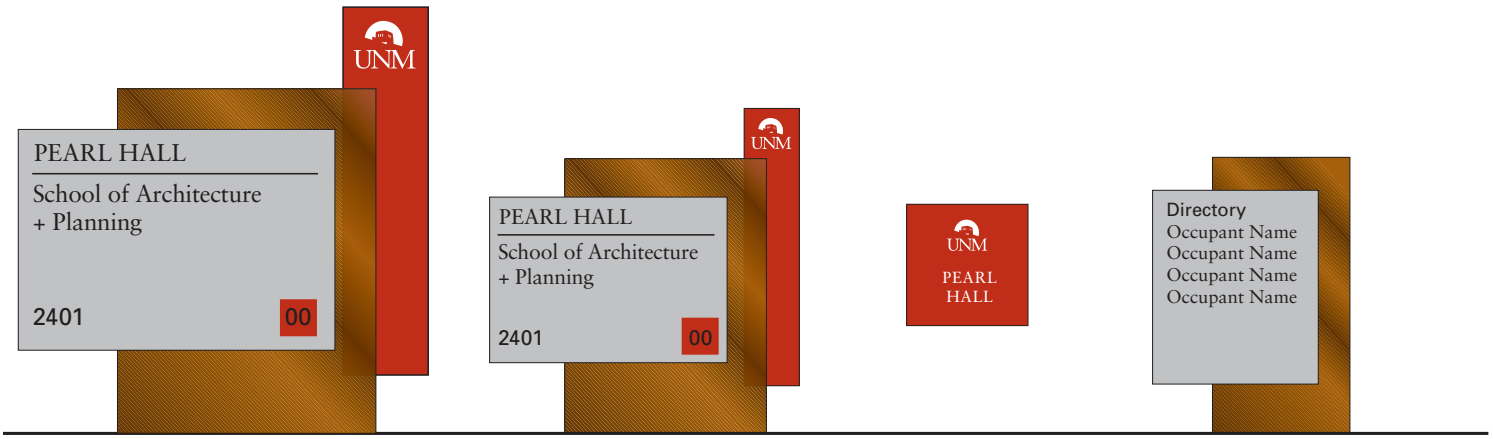
B2: Building ID

B4: Building ID (wall mount)

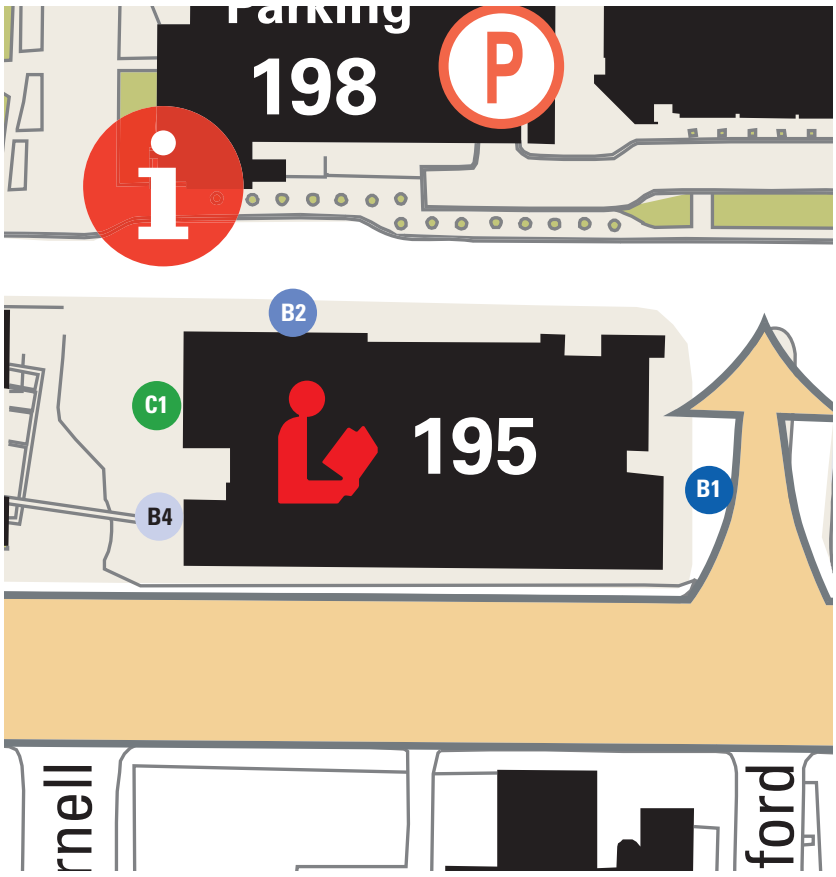
C1: Directory – Optional



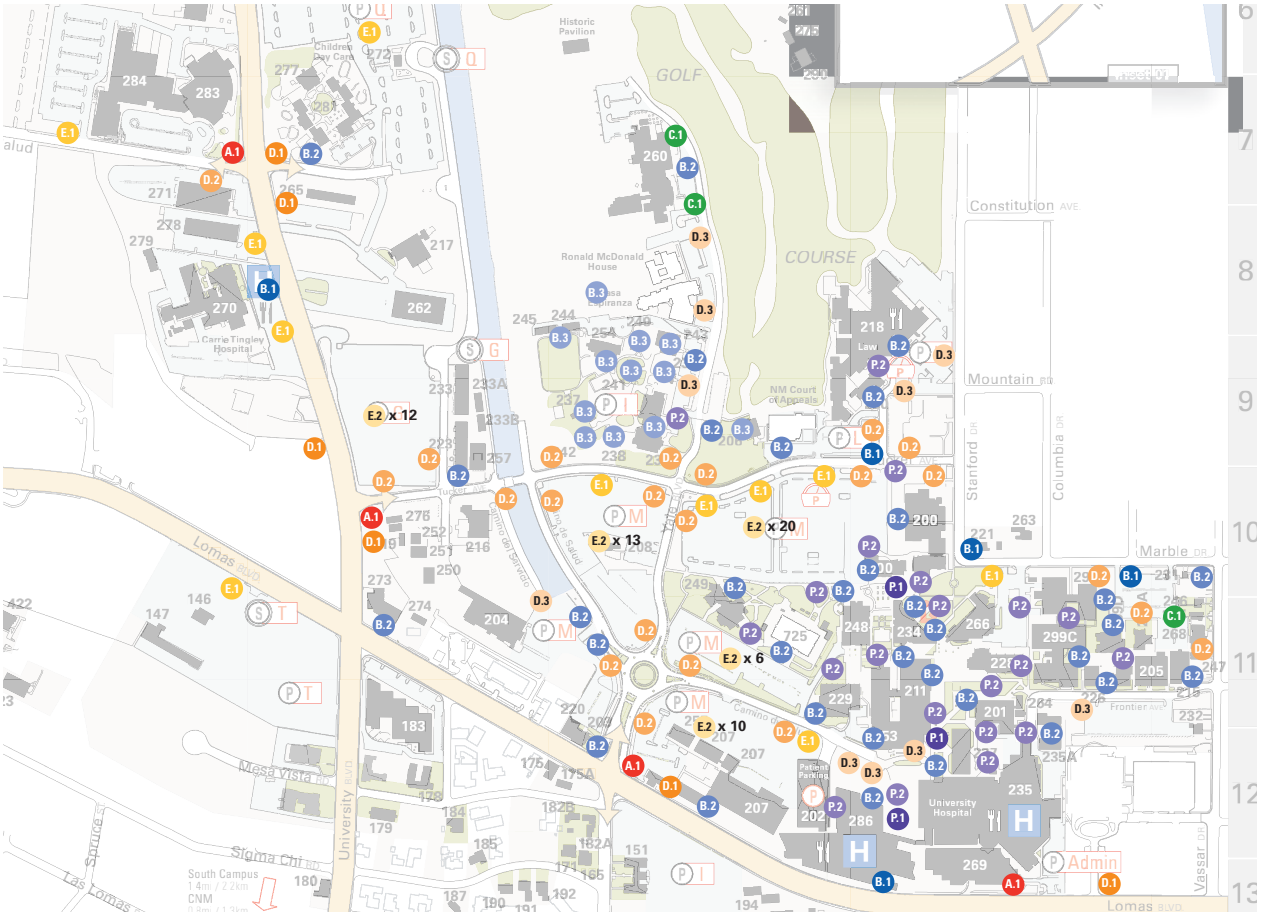
2. Scholes Hall



B1: Building ID **B2: Building ID** **B4: Building ID (wall mount)** **C1: Directory – Optional**



3. Pearl Hall

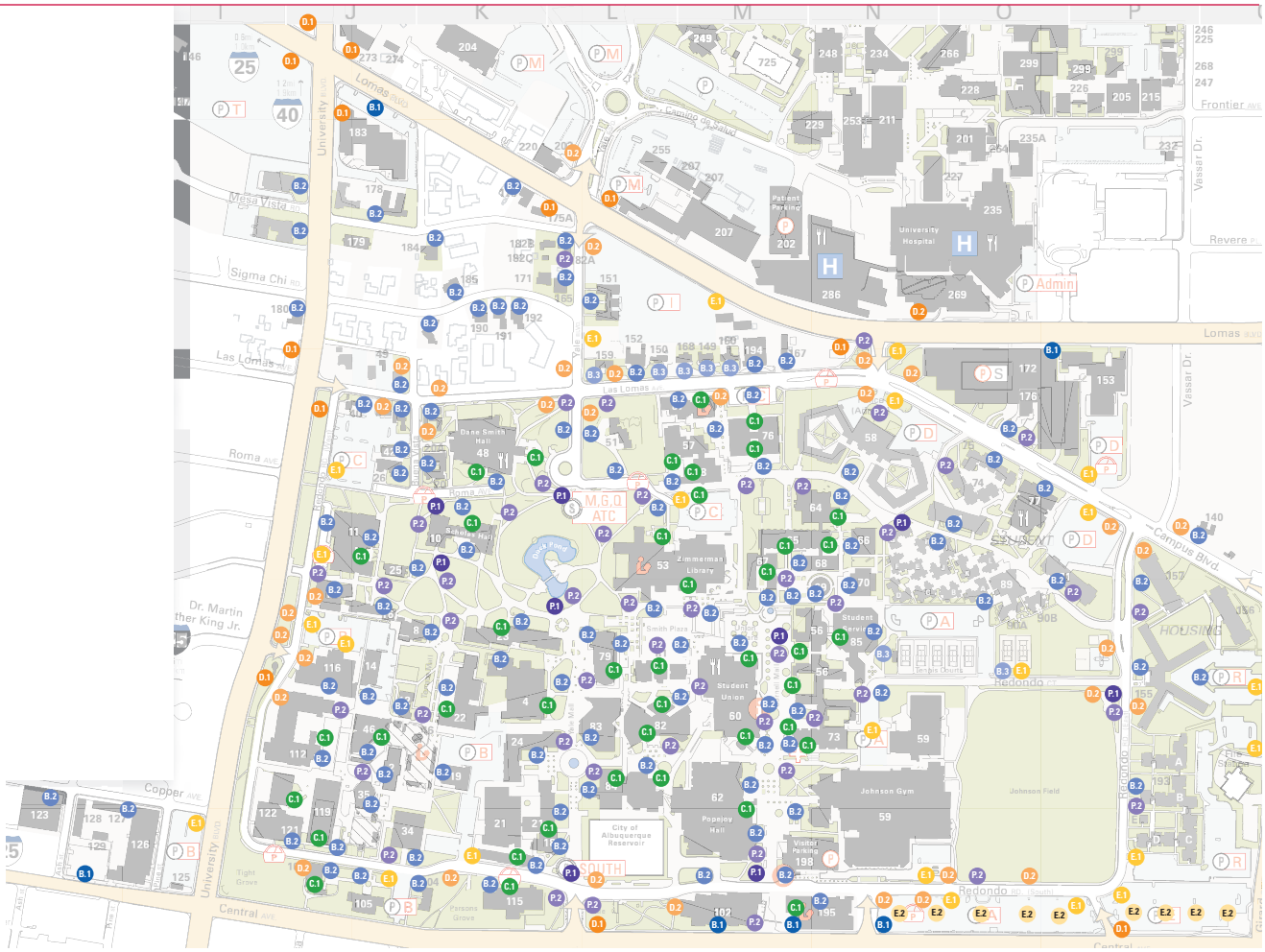


- A1 Site ID
- B1 Bldg ID (lg)
- B2 Bldg ID (med)
- B3 Bldg ID (sm)
- C1 Directory
- D1 Veh. Directional
- D2 Veh. Directional
- D3 Veh. Directional
- E1 Parking ID
- E2 Aisle ID
- P1 Kiosk
- P2 Ped Directional

North Campus

Quantities by Sign Type

4	A1 Site Identification
5	B1 Building Identification
34	B2 Building Identification
12	B3 Building Identification
3	C1 Directory
6	D1 Vehicular Directional
22	D2 Vehicular Directional
10	D3 Vehicular Directional
11	E1 Parking Identification
5	E2 Aisle Identification
3	P1 Kiosk
21	P2 Pedestrian Directional

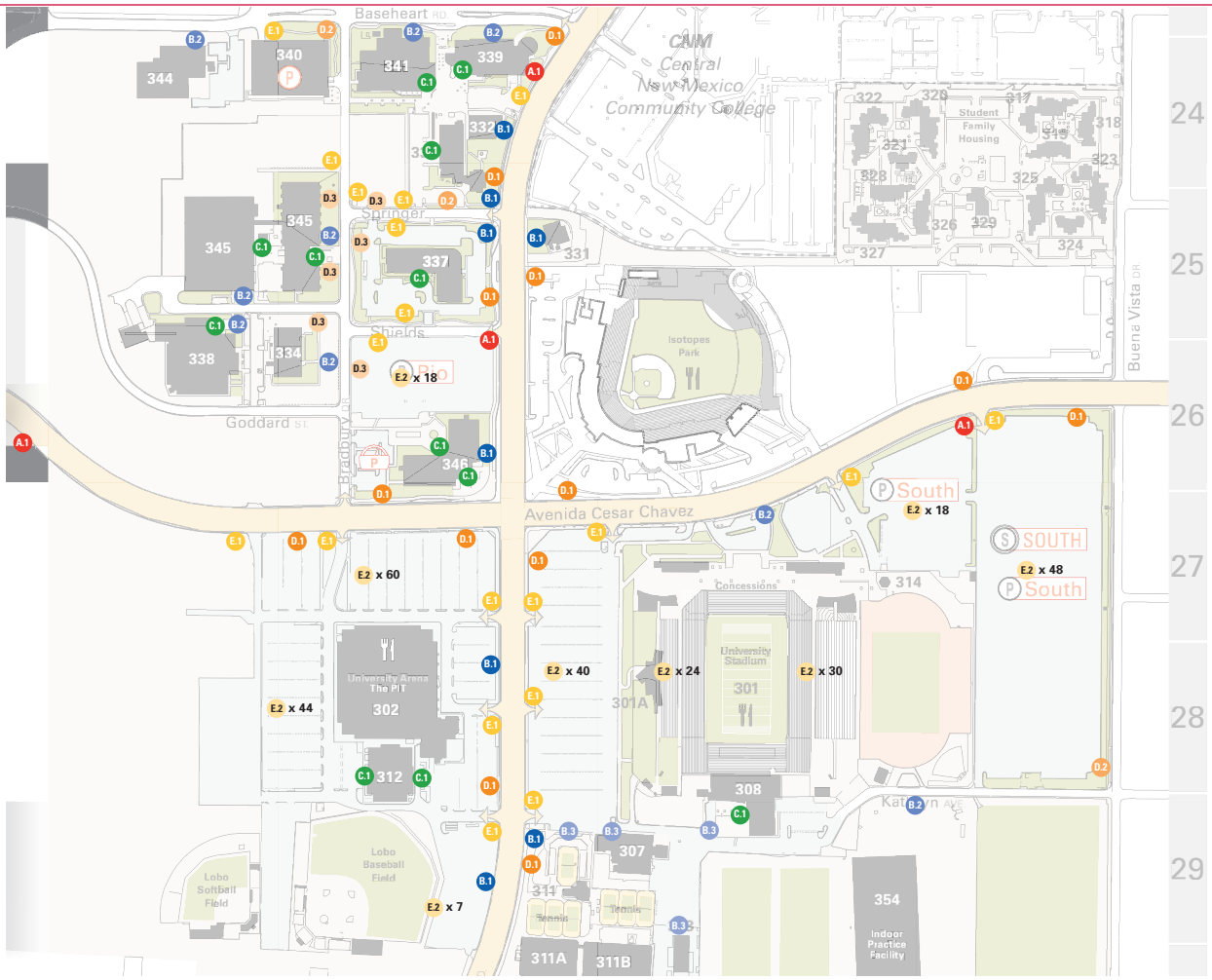


- A1 Site ID
- B1 Bldg ID (lg)
- B2 Bldg ID (med)
- B3 Bldg ID (sm)
- C1 Directory
- D1 Veh. Directional
- D2 Veh. Directional
- D3 Veh. Directional
- E1 Parking ID
- E2 Aisle ID
- P1 Kiosk
- P2 Ped Directional

Central Campus

Quantities by Sign Type

0	A1 Site Identification
6	B1 Building Identification
108	B2 Building Identification
6	B3 Building Identification
42	C1 Directory
12	D1 Vehicular Directional
33	D2 Vehicular Directional
0	D3 Vehicular Directional
23	E1 Parking Identification
9	E2 Aisle Identification
9	P1 Kiosk
48	P2 Pedestrian Directional



- A1 Site ID
- B1 Bldg ID (lg)
- B2 Bldg ID (med)
- B3 Bldg ID (sm)
- C1 Directory
- D1 Veh. Directional
- D2 Veh. Directional
- D3 Veh. Directional
- E1 Parking ID
- E2 Aisle ID
- P1 Kiosk
- P2 Ped Directional

South Campus

Quantities by Sign Type

4	A1 Site Identification
8	B1 Building Identification
9	B2 Building Identification
4	B3 Building Identification
12	C1 Directory
13	D1 Vehicular Directional
4	D2 Vehicular Directional
6	D3 Vehicular Directional
19	E1 Parking Identification
8	E2 Aisle Identification
0	P1 Kiosk
0	P2 Pedestrian Directional

FABRICATION SPECIFICATIONS

General Guidelines

The sign fabrication is a "hybrid" system, incorporating manufactured components, as well as custom components. The quality and fabrication of the "hybrid" system fulfills UNM objectives for a consistent, cost effective, flexible, updateable sign program, utilizing the highest quality manufactured components and materials in the industry.

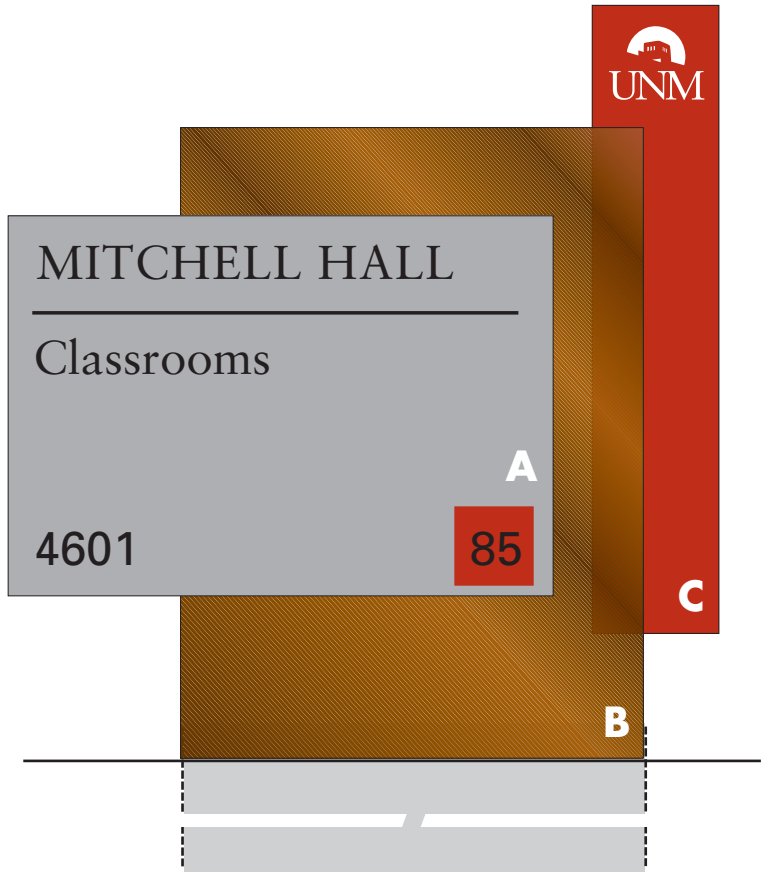
A. All typography and layout, including letter spacing, line spacing, alignment of arrows, etc., will be required to comply with UNM Signage Standards

B. Sign face template artwork to be provided to fabrication vendor by UNM.

C. Precise letter spacing and legibility specifications will be provided as part of overall contract documentation for bidding and fabrication.

D. Materials (see following pages)

E. Sign Installation: direct embed base panel directly embedded into ground.



Sign Component Parts

Typical sign contains the following components:

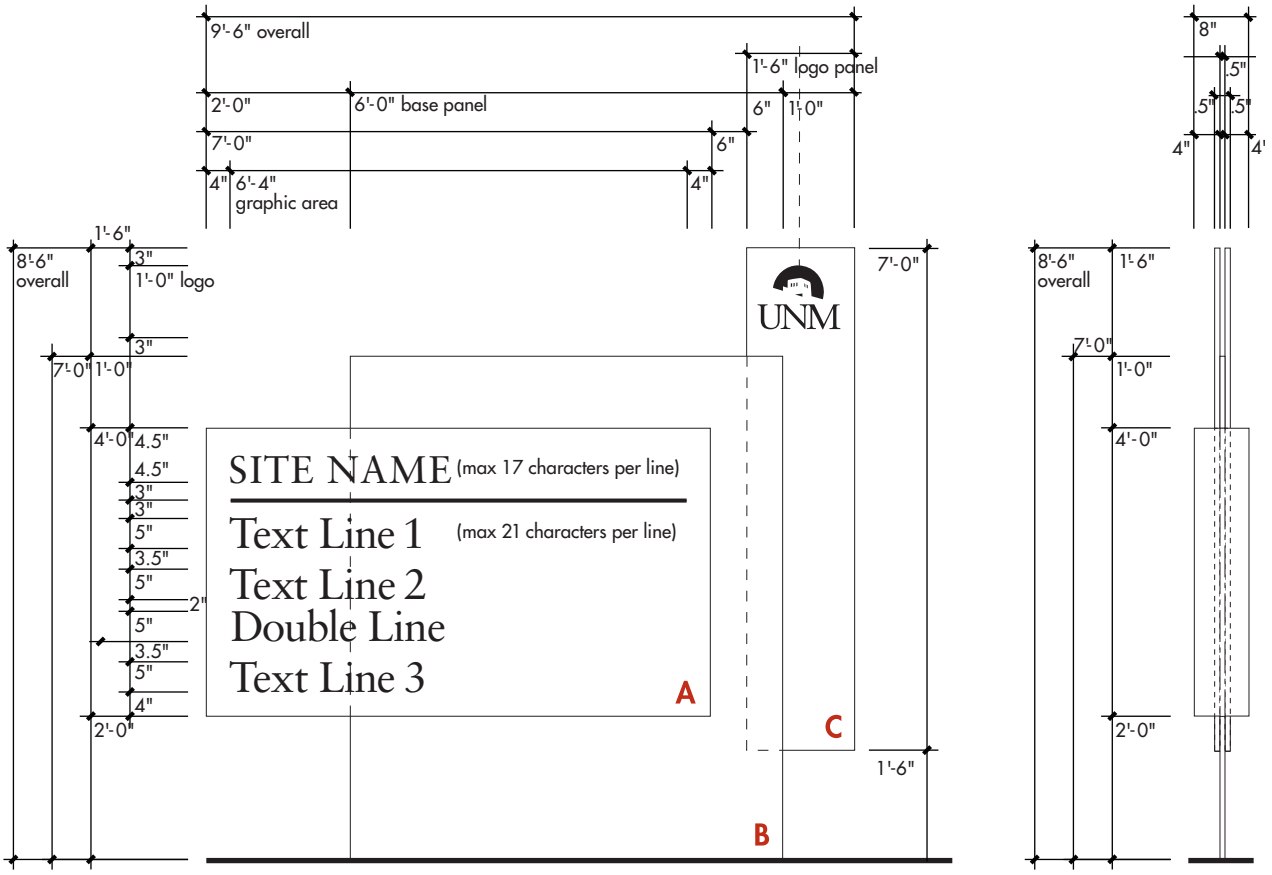
A Graphic Panel
Contains all identification and wayfinding information.

B Base Panel
Serves as the structural portion of the sign

C Logo Panel
Color identifier with UNM Logo

All signs are directly embedded into ground surface.

Note: A minimum 18" textured surface (hardscape: river cobbles or 6-10" diameter smooth rock) must extend beyond any portion of the sign.



Site Monument
Sign Type A1 (two-sided)

Overall Dimension:
9'-6"x 8'- 6"x 8"

A Graphic Panel
Cabinet: 7'-0"x 4'-0" x 8", .125" thick, radius front aluminum or steel cabinet. Cabinet to wrap base panel, using concealed fasteners.

Finish & Color: Powder coat, eggshell finish to match PMS Cool Gray 7.

Graphics: Black, 3M reflective vinyl, engineering grade.

Mount: Fabricator specify mounting hardware to allow for easy panel removal.

B Base Panel
Material: (above grade) 6'- 0"x 7'- 0"x .5" thick, Cor-ten steel sheet (or other weathering steels, such as ASTM A588, A242, A606 A606).

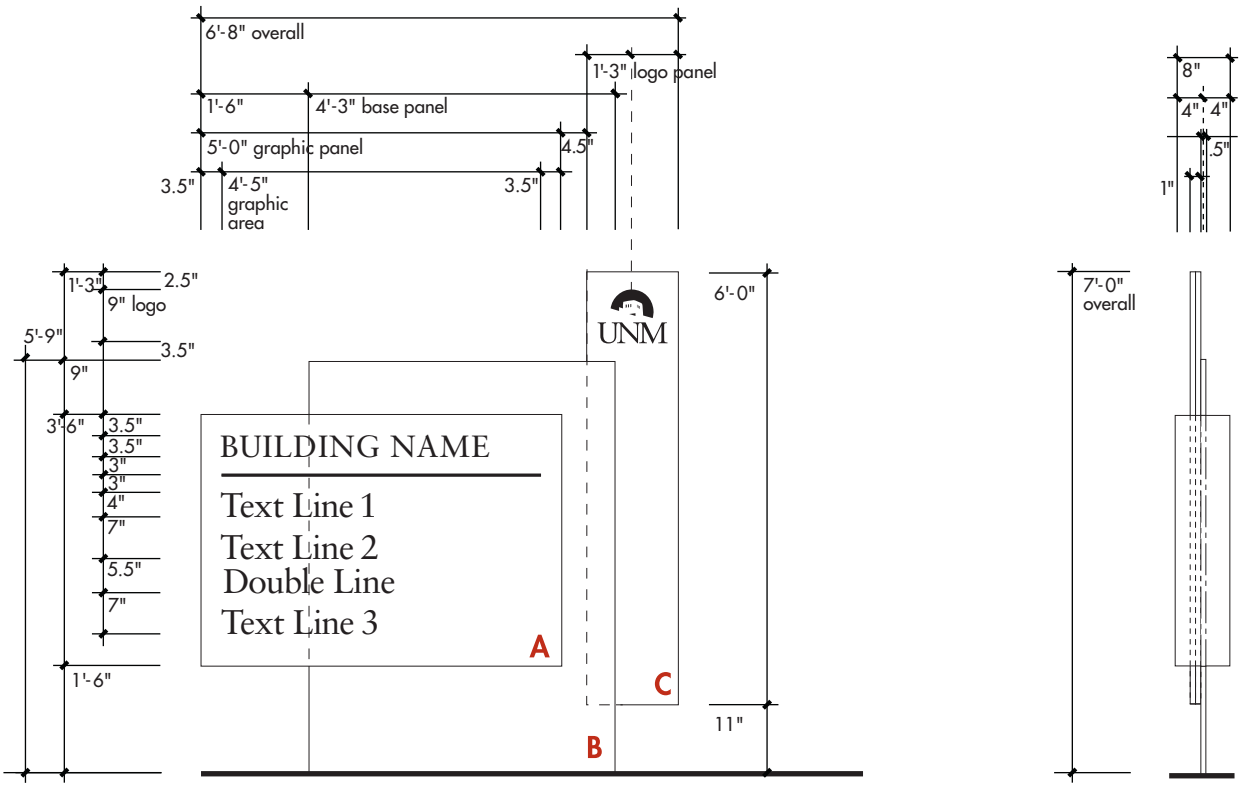
Finish & Color: weathered "rusted" surface, and clear coat seal.

Mount: Direct embed. Fabricator to provide engineering drawing to determine additional height required for panel.

C Logo Panel
Material: 2, 1'-6"x 7'-0"x .5" special purpose vitreous or enameling iron or steel (ASTM A424 Type 1). Panel shall be formed as a "pan" with .5" returns.

Finish & Color: Background UNM Cherry or PMS321 with white logo.

All surfaces to be vandal resistant.



Building Monument
Sign Type B1 (two-sided)

Overall Dimension:
6'-8"x 7'-0"x 8"

A Graphic Panel
Cabinet: 5'-0"x 3'-6" x 8", .125" thick, radius front aluminum or steel cabinet. Cabinet to wrap base panel, using concealed fasteners.

Finish & Color: Powder coat, eggshell finish to match PMS Cool Gray 7.

Graphics: Black, 3M reflective vinyl, engineering grade.

Mount: Fabricator specify mounting hardware to allow for easy panel removal.

B Base Panel
Material: (above grade) 4'-3"x 5'-9"x .5" thick, Cor-ten steel sheet (or other weathering steels, such as ASTM A588, A242, A606 A606).

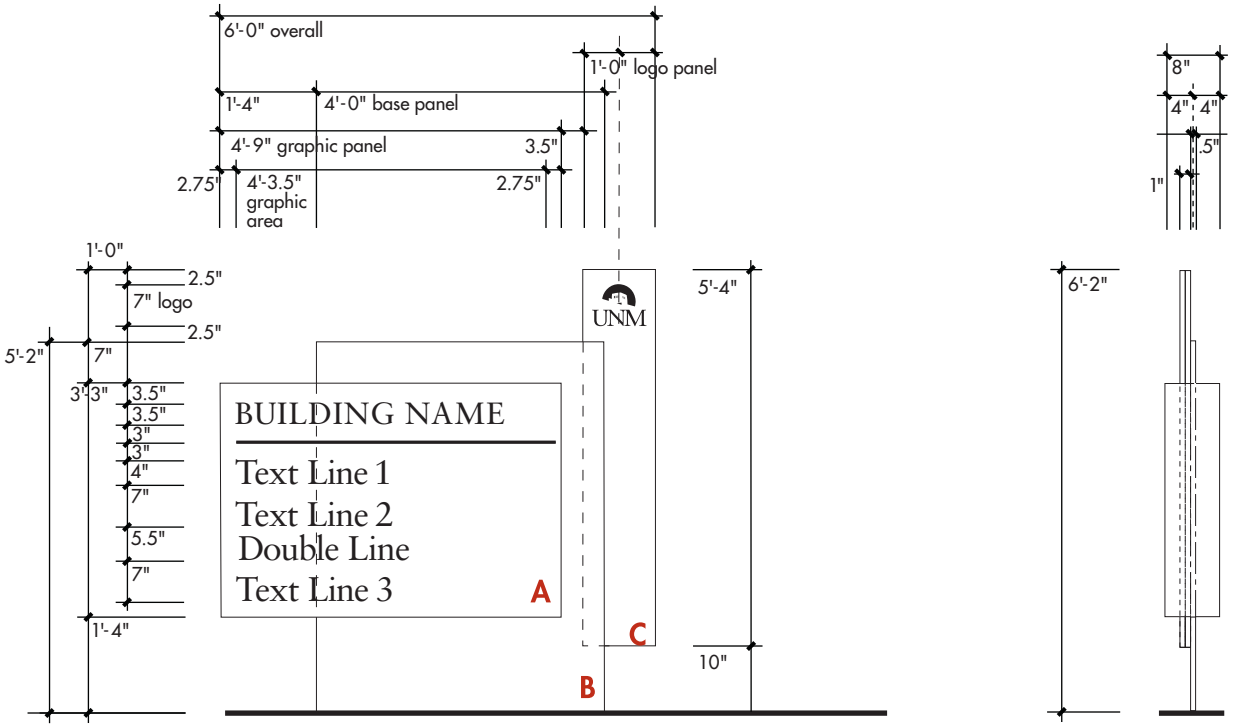
Finish & Color: weathered "rusted" surface, and clear coat seal.

Mount: Direct embed. Fabricator to provide engineering drawing to determine additional height required for panel.

C Logo Panel
Material: 2, 1'-3"x 6'-0"x .5" special purpose vitreous or enameling iron or steel (ASTM A424 Type 1). Panel shall be formed as a "pan" with .5" returns.

Finish & Color: Background UNM Cherry or PMS321 with white logo.

All surfaces to be vandal resistant.



Building Monument
Sign Type B2 (two-sided)

Overall Dimension:
6'-2"x 6'-0"x 8"

A Graphic Panel
Cabinet: 4'-9"x 3'-3" x 8", .125" thick, radius front aluminum or steel cabinet. Cabinet to wrap base panel, with using concealed fasteners.

Finish & Color: Powder coat, eggshell finish to match PMS Cool Gray 7.

Graphics: Black, 3M reflective, engineering grade vinyl.

Mount: Fabricator specify mounting hardware to allow for panel removal.

B Base Panel
Material: (above grade) 4'-0" x 5'-2"x .5" thick, Cor-ten steel sheet (or other weathering steels, such as ASTM A588, A242, A606 A606).

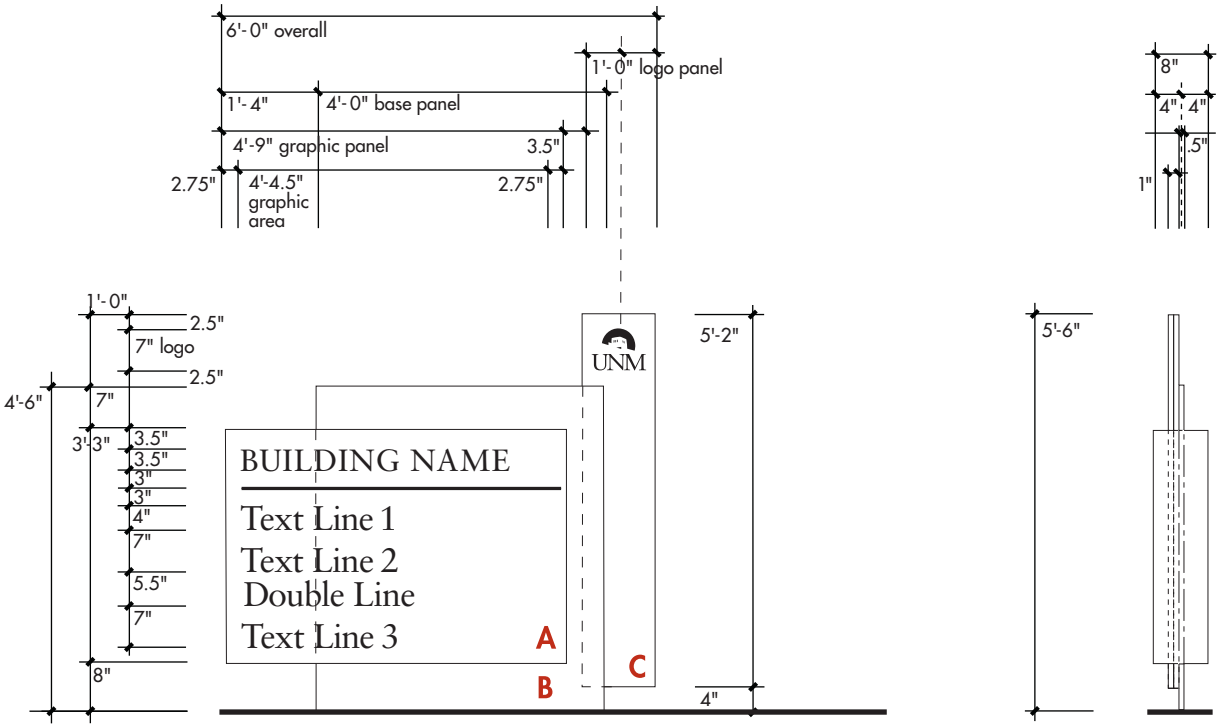
Finish & Color: weathered "rusted" surface, and clear coat seal.

Mount: Direct embed. Fabricator to provide engineering drawing to determine additional height required for panel.

C Logo Panel
Material: 2, 1'-0"x 5'-4"x .5" special purpose vitreous or enameling iron or steel (ASTM A424 Type 1). Panel shall be pan formed with .5" returns.

Finish & Color: Background UNM Cherry or PMS321with white logo.

All surfaces to be vandal resistant.



Building Monument
Sign Type B3 (two sided)

Overall Dimension:
6'-0"x 5'-6"x 8"

A Graphic Panel
Cabinet: 4'-9"x 3'-3" x 8", .125" thick, radius front aluminum or steel cabinet. Cabinet to wrap base panel, with using concealed fasteners.

Finish & Color: Powder coat, eggshell finish to match PMS Cool Gray 7.

Graphics: Black, 3M reflective, engineering grade vinyl.

Mount: Fabricator specify mounting hardware to allow for panel removal.

B Base Panel
Material: (above grade) 4'-0"x 4'-6"x.5" thick, Cor-ten steel sheet (or other weathering steels, such as ASTM A588, A242, A606 A606).

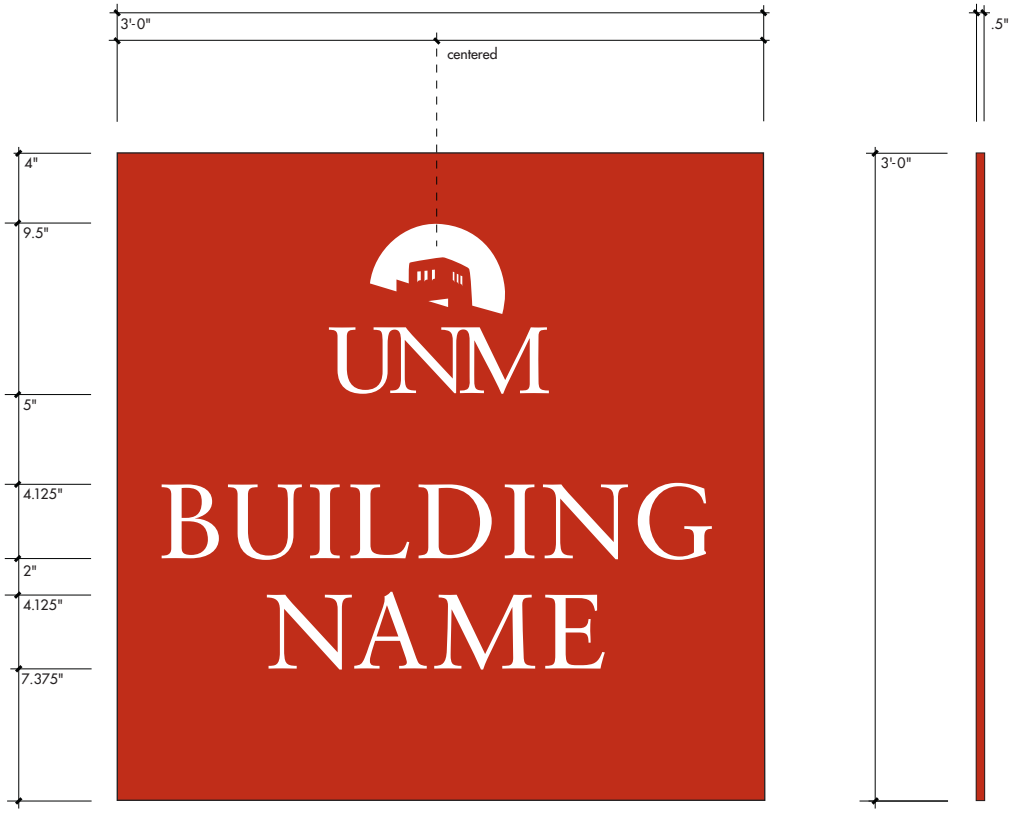
Finish & Color: weathered "rusted" surface, and clear coat seal.

Mount: Direct embed. Fabricator to provide engineering drawing to determine additional height required for panel.

C Logo Panel
Material: 2, 1'-0"x5'-2"x.5" special purpose vitreous or enameling iron or steel (ASTM A424 Type 1). Panel shall be pan formed with .5" returns.

Finish & Color: Background UNM Cherry or PMS321with white logo.

All surfaces to be vandal resistant.



Building Monument
Sign Type B4 (one-sided)

Overall Dimension:
3'-0" x 3'-0" x .5"

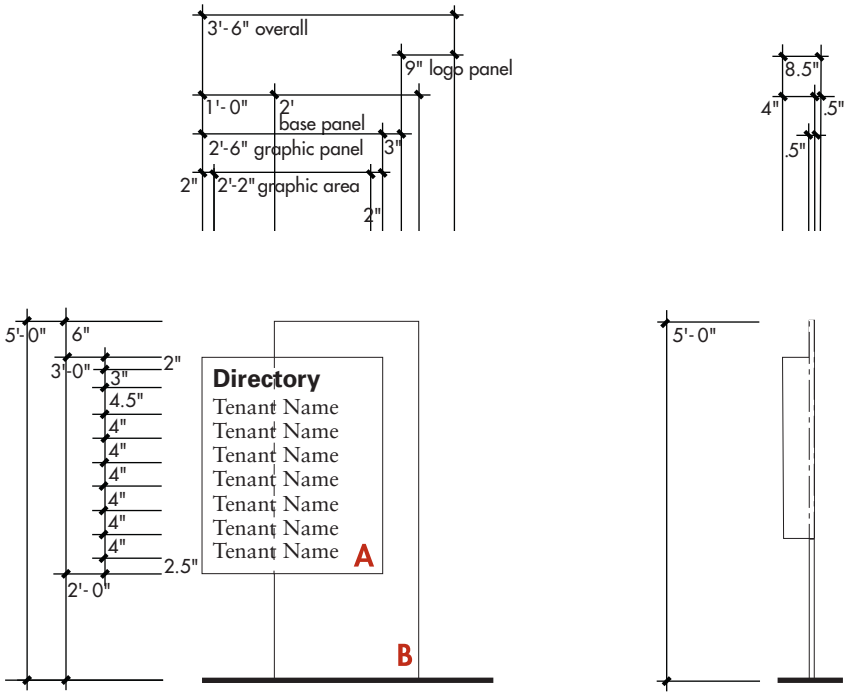
C Logo Panel
Material: 3'-0" x 3'-0" x .5" special purpose vitreous or enameling iron or steel (ASTM A424 Type 1).

Panel shall be pan formed with .5" returns.

Finish & Color: Background UNM Cherry or PMS321 with white logo.

Mount: 2 sets, concealed tension mounts, at 60" to bottom of sign, or as site conditions dictate.

All surfaces to be vandal resistant.



Building Directory
Sign Type C1 (one sided)

Overall Dimension:
3'-6"x 5'-0"x 8"

A Graphic Panel
Cabinet: 7'-0"x 3'-0" x 8", .125" thick, radius front aluminum or steel cabinet. Cabinet to wrap base panel, with using concealed fasteners.

Finish & Color: Powder coat, eggshell finish to match PMS Cool Gray 7.

Graphics: Black, 3M reflective, engineering grade vinyl.

Mount: Fabricator specify mounting hardware to allow for panel removal.

B Base Panel
Material: (above grade) 6'-0"x 5'-0"x.5" thick, Cor-ten steel sheet (or other weathering steels, such as ASTM A588, A242, A606 A606).

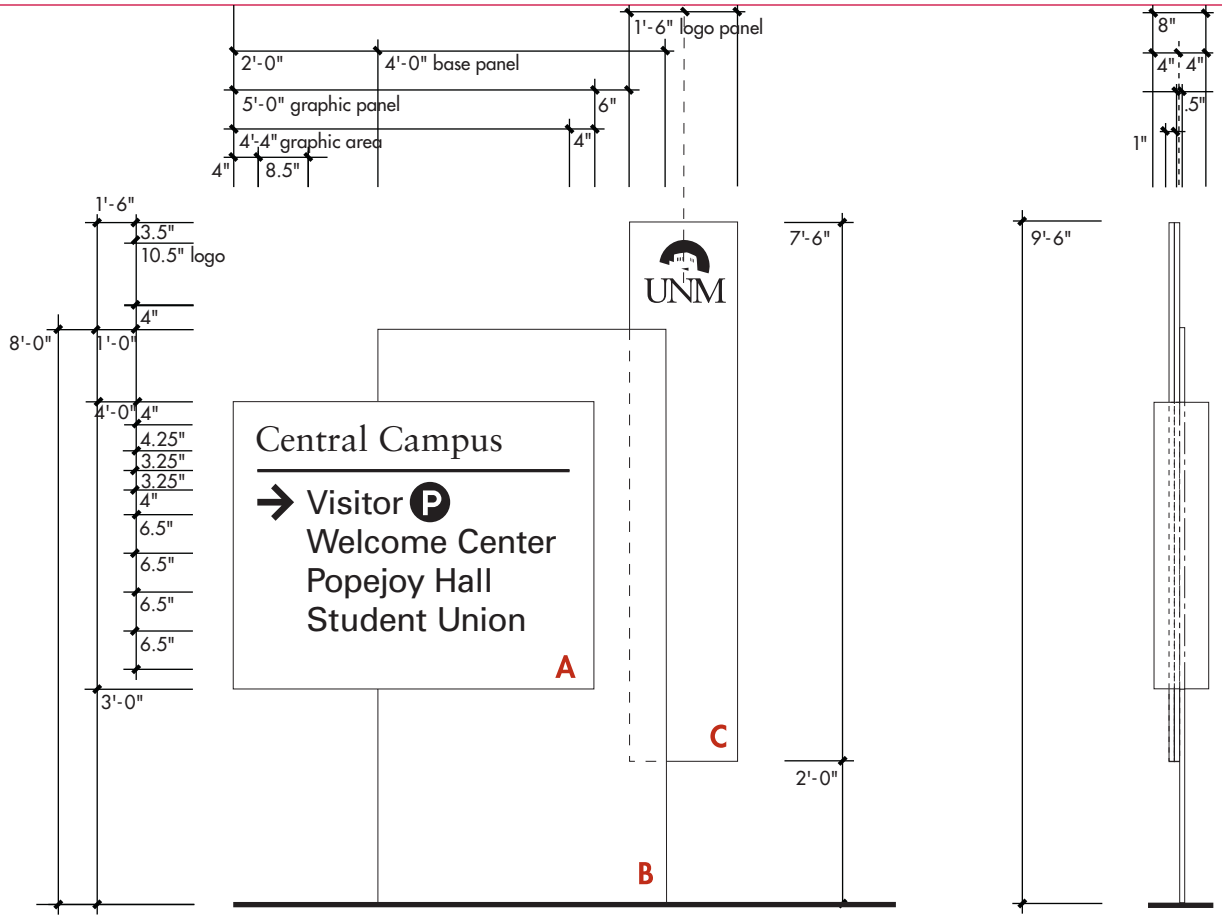
Finish & Color: weathered "rusted" surface, and clear coat seal.

Mount: Direct embed. Fabricator to provide engineering drawing to determine additional height required for panel.

C Logo Panel
Material: 1'-0"x 5'–0"x .5" special purpose vitreous or enameling iron or steel (ASTM A424 Type 1). Panel shall be pan formed with .5" returns.

Finish & Color: Background UNM Cherry or PMS321 with white logo.

All surfaces to be vandal resistant.



Vehicular Directional
Sign Type D1 (two-sided)

Overall Dimension:
7'-0"x 9'-6"x 8"

A Graphic Panel
Cabinet: 5'-0"x 4'-0" x 8", .125" thick, radius front aluminum or steel cabinet. Cabinet to wrap base panel, with using concealed fasteners.

Finish & Color: Powder coat, eggshell finish to match PMS Cool Gray 7.

Graphics: Black, 3M reflective, engineering grade vinyl.

Mount: Fabricator specify mounting hardware to allow for panel removal.

B Base Panel
Material: (above grade) 4'-0"x 8'-0"x.5" thick, Cor-ten steel sheet (or other weathering steels, such as ASTM A588, A242, A606 A606).

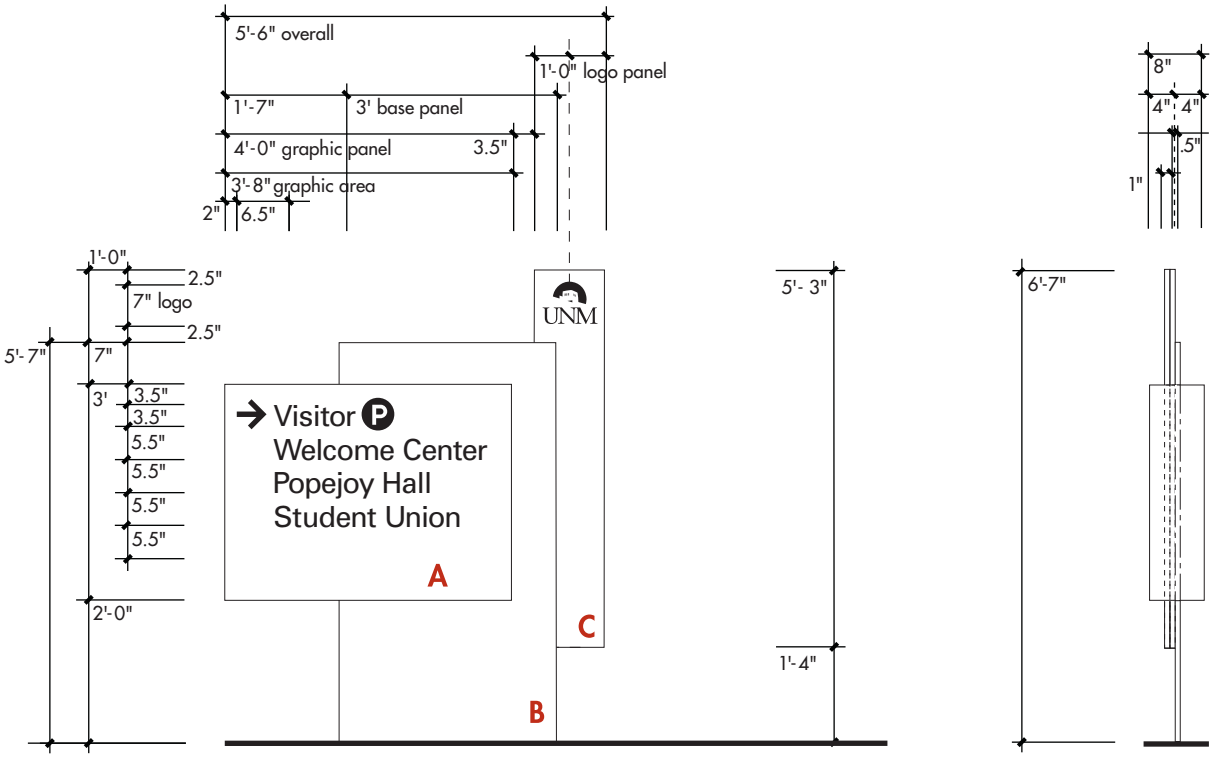
Finish & Color: weathered "rusted" surface, and clear coat seal.

Mount: Direct embed. Fabricator to provide engineering drawing to determine additional height required for panel.

C Logo Panel
Material: 2, 1'-6"x 7'-6"x.5" special purpose vitreous or enameling iron or steel (ASTM A424 Type 1). Panel shall be pan formed with .5" returns.

Finish & Color: Background UNM Cherry or PMS321 with white logo.

All surfaces to be vandal resistant.



Vehicular Directional
Sign Type D2 (two-sided)

Overall Dimension:
5'-6"x 6'-7"x 8"

A Graphic Panel
Cabinet: 4'-0"x 3'-0" x 8", .125" thick, radius front aluminum or steel cabinet. Cabinet to wrap base panel, with using concealed fasteners.

Finish & Color: Powder coat, eggshell finish to match PMS Cool Gray 7.

Graphics: Black, 3M reflective, engineering grade vinyl.

Mount: Fabricator specify mounting hardware to allow for panel removal.

B Base Panel
Material: (above grade) 3'-0"x 5'-7"x.5" thick, Cor-ten steel sheet (or other weathering steels, such as ASTM A588, A242, A606 A606).

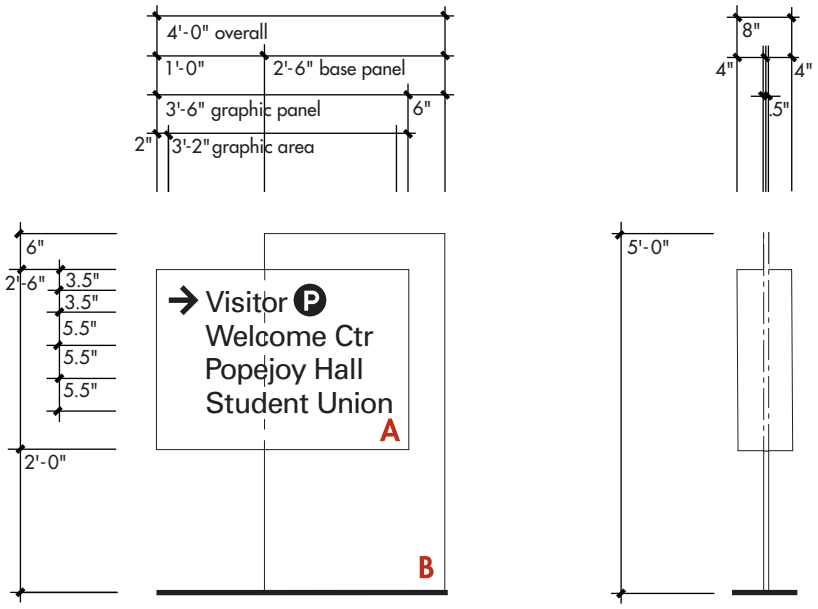
Finish & Color: weathered "rusted" surface, and clear coat seal.

Mount: Direct embed. Fabricator to provide engineering drawing to determine additional height required for panel.

C Logo Panel
Material: 2, 1'-0"x 5'-3"x.5" special purpose vitreous or enameling iron or steel (ASTM A424 Type 1). Panel shall be pan formed with .5" returns.

Finish & Color: Background UNM Cherry or PMS321 with white logo.

All surfaces to be vandal resistant.



Vehicular Directional Sign Type D3 (two-sided)

Overall Dimension:
4'-0"x 5'-0"x 8"

A Graphic Panel
Cabinet: 3'-6" x 2'-6" x 8", .125" thick, radius front aluminum or steel cabinet. Cabinet to wrap base panel, with using concealed fasteners.

Finish & Color: Powder coat, eggshell finish to match PMS Cool Gray 7.

Graphics: Black, 3M reflective, engineering grade vinyl.

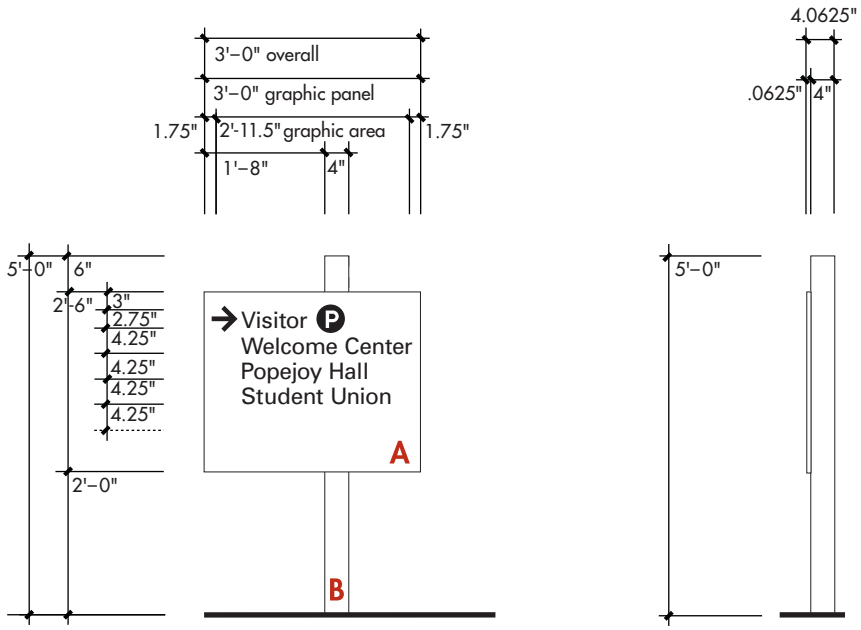
Mount: Fabricator specify mounting hardware to allow for panel removal.

B Base Panel
Material: (above grade) 2'-6"x 5'-0"x .5" thick, Cor-ten steel sheet (or other weathering steels, such as ASTM A588, A242, A606 A606).

Finish & Color: weathered "rusted" surface, and clear coat seal.

Mount: Direct inbed. Fabricator to provide engineering drawing to determine additional height required for panel.

All surfaces to be vandal resistant.



Vehicular Directional
Sign Type D4 (one-sided)

Overall Dimension:
3'-0"x 5'-0"x 4.0625"

A Graphic Panel
Cabinet: 3'-0"x 2'-6"x .0625", .125" thick, radius front aluminum or steel cabinet. Cabinet to wrap base panel, with using concealed fasteners.

Finish & Color: Powder coat, eggshell finish to match PMS Cool Gray 7.

Graphics: Black, 3M reflective, engineering grade vinyl.

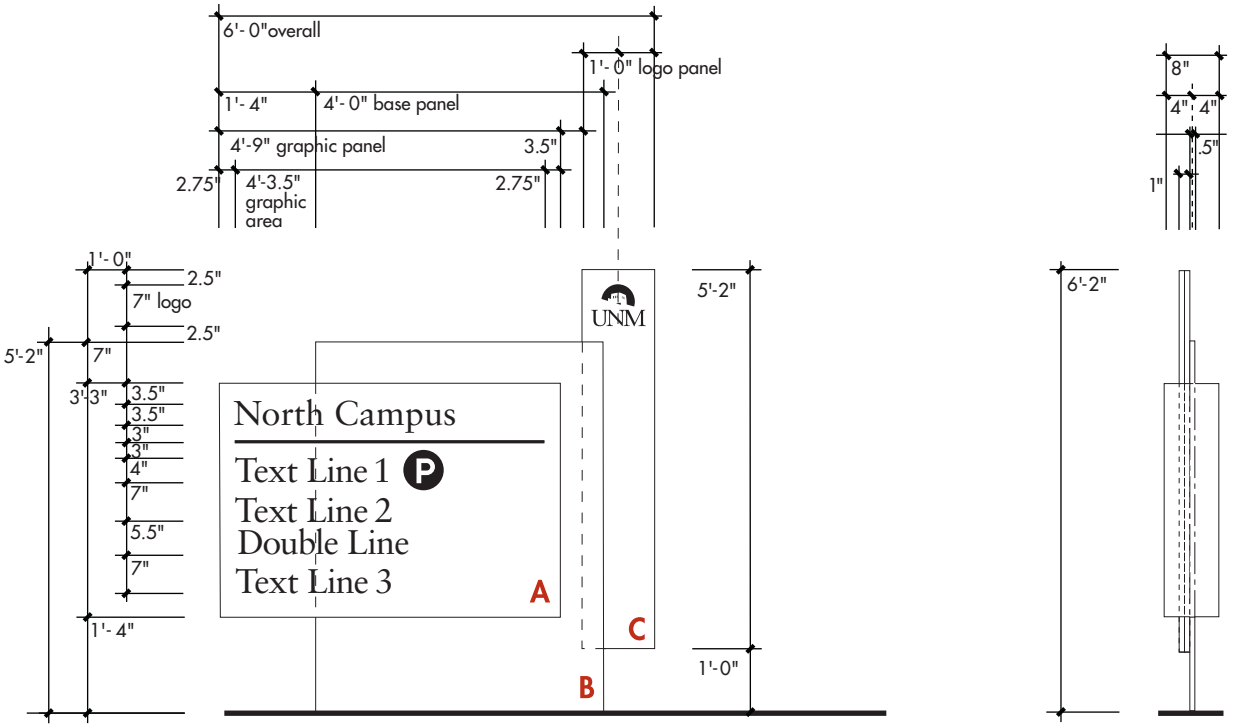
Mount: Fabricator specify mounting hardware to allow for panel removal.

B Base Panel
Material: (above grade) 4" sq. breakaway pole, Cor-ten steel (or other weathering steels, such as ASTM A588, A242, A606 A606).

Finish & Color: weathered "rusted" surface, and clear coat seal.

Mount: Direct embed. Fabricator to provide engineering drawing to determine additional height required for panel.

All surfaces to be vandal resistant.



Parking Identification
Sign Type E1 (two-sided)

Overall Dimension:
6'-0"x 6'-2"x 8"

A Graphic Panel
Cabinet: 4'-9"x 3'-3"x 8", .125" thick, radius front aluminum or steel cabinet. Cabinet to wrap base panel, with using concealed fasteners.

Finish & Color: Powder coat, eggshell finish to match PMS Cool Gray 7.

Graphics: Black, 3M reflective, engineering grade vinyl.

Mount: Fabricator specify mounting hardware to allow for panel removal.

B Base Panel
Material: (above grade) 4'-0"x 5'-2"x.5" thick, Cor-ten steel sheet (or other weathering steels, such as ASTM A588, A242, A606 A606).

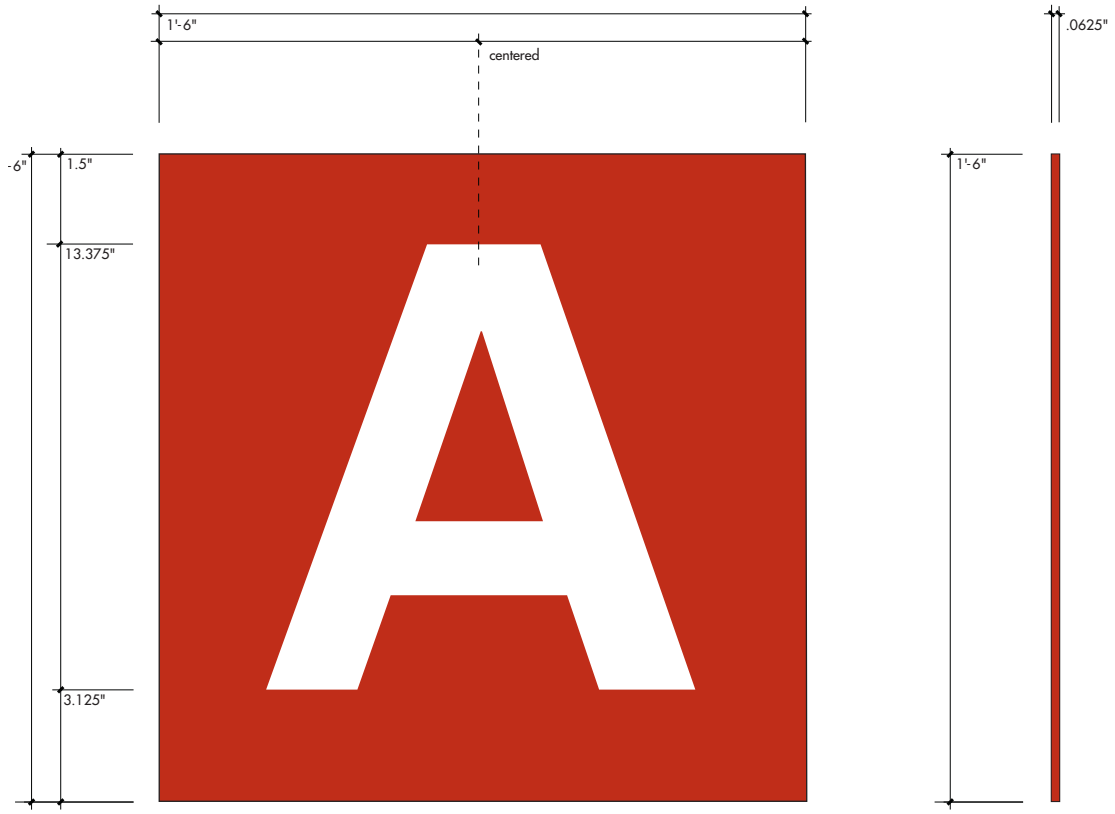
Finish & Color: weathered "rusted" surface, and clear coat seal.

Mount: Direct inbed. Fabricator to provide engineering drawing to determine additional height required for panel.

C Logo Panel
Material: 2, 1'-0"x 5'-2"x.5" special purpose vitreous or enameling iron or steel (ASTM A424 Type 1). Panel shall be pan formed with .5" returns.

Finish & Color: Background UNM Cherry or PMS321 with white logo.

All surfaces to be vandal resistant.



Aisle Identification
Sign Type E2

Overall Dimension:
1'-6"x 1'-6"x .0625"

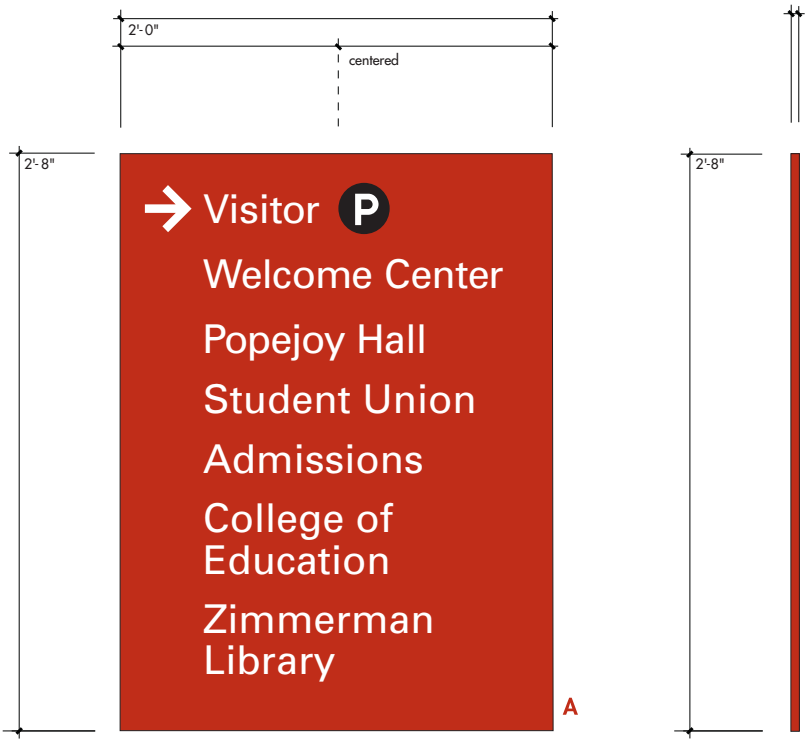
A Graphic Panel
Sign Panel: 1'-6"x 1'-6"x .0625" thick, aluminum or steel panel.

Finish & Color: Powder coat, eggshell finish to match UNM Cherry.

Graphics: White, 3M reflective, engineering grade vinyl.

Mount: Fabricator specify mounting hardware (bracket & strap) mounting to various existing light poles 15' to center of sign.

All surfaces to be vandal resistant.



Pedestrian Directional Sign Type E2

Overall Dimension:
2'-0"x 2'-8"x .0625"

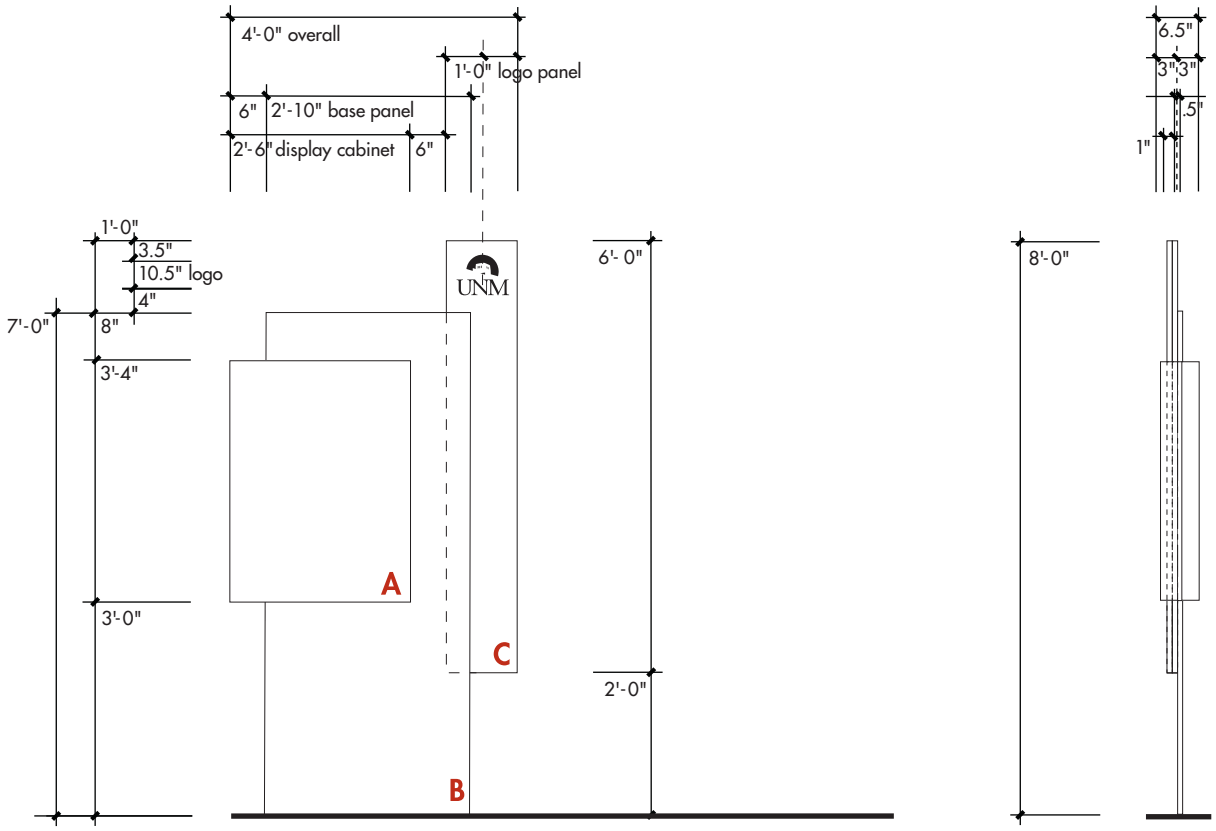
A Graphic Panel
Sign Panel: 2'-0"x 2'-8" x .0625" thick, aluminum or steel panel.

Finish & Color: Powder coat, eggshell finish to match UNM Cherry.

Graphics: White, 3M reflective, engineering grade vinyl.

Mount: Fabricator specify mounting hardware (bracket & strap) mounting to various existing light poles, 60" to bottom of sign.

All surfaces to be vandal resistant.



Orientation Map/Kiosk
Sign Type P2 (one-sided)

Overall Dimension:
4'–0"x 8'–0" x 6.5"

A Graphic Panel
Cabinet: 2'–6"x 3'–4" x 6.5", 2, 3" thick, glass front aluminum cabinet, with concealed opener and fasteners.

Finish & Color: Powder coat, eggshell finish to match PMS Cool Gray 7.

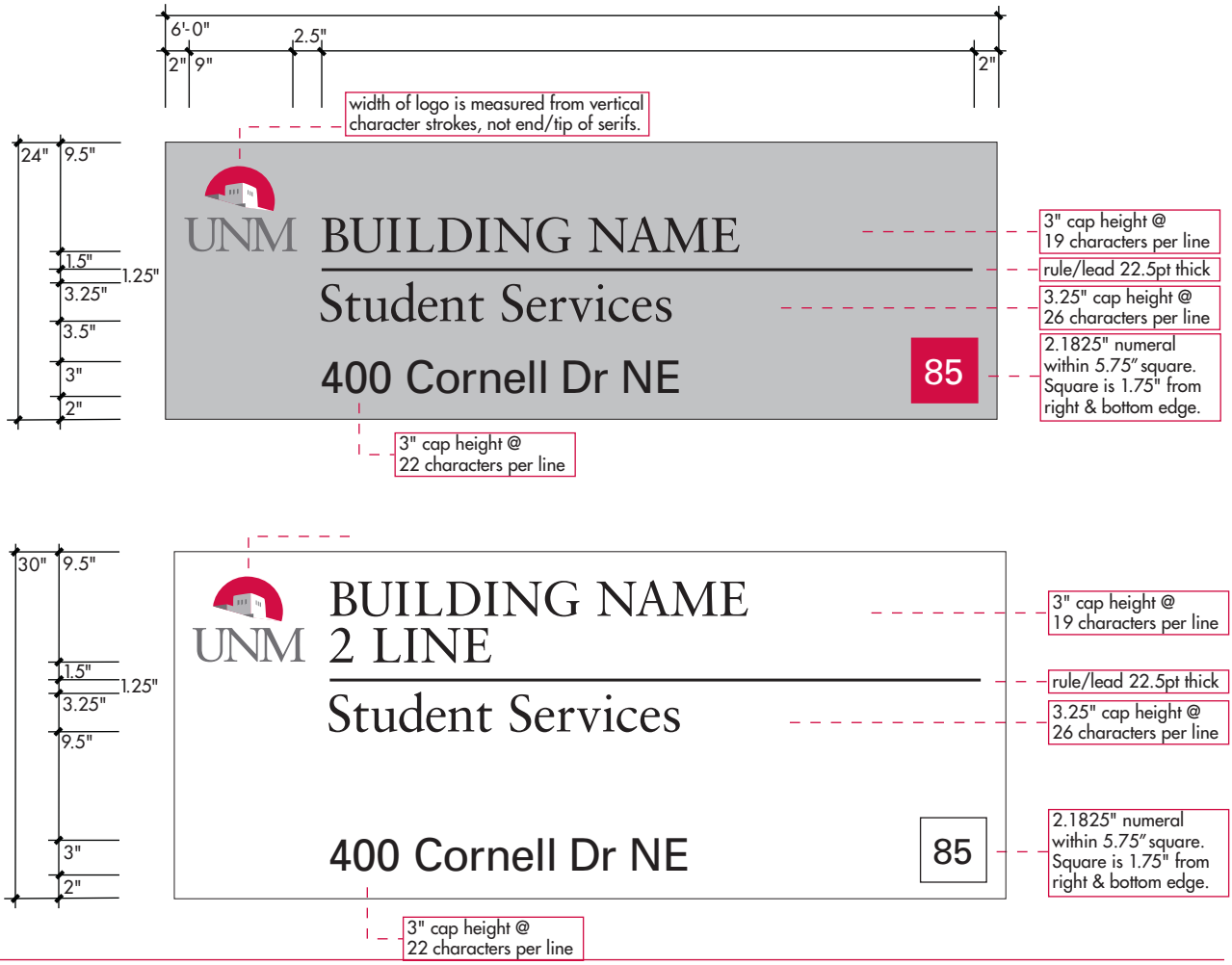
Graphics: Black, 3M reflective, engineering grade vinyl.
Mount: Fabricator specify mounting hardware to allow for panel removal.

B Base Panel
Material: (above grade) 2'–10"x 7'–0"x.5" thick, Cor-ten steel sheet (or other weathering steels, such as ASTM A588, A242, A606 A606).
Finish & Color: weathered "rusted" surface, and clear coat seal.
Mount: Direct inbed. Fabricator to provide engineering drawing to determine additional height required for panel.

C Logo Panel
Material: 1'–0"x 6'–0"x.5" special purpose vitreous or enameling iron or steel (ASTM A424 Type 1). Panel shall be pan formed with .5" returns.
Finish & Color: Background UNM Cherry or PMS321with white logo.

All surfaces to be vandal resistant.

INTERIM SIGNAGE



Insert text on Interim Signage

REFERENCES

Americans with Disabilities Act

The Americans with Disabilities Act (ADA) was signed into Law in July 1990. The guidelines supporting the law were issued in July 1991 by the Architectural Transportation Barriers Compliance Board (ATBCB). The intent of the law is to broadly protect the civil rights of disabled individuals, prohibiting discrimination in employment and access to goods and services. This historic act was designed to provide equal access and opportunities to all Americans with disabilities–a constituency which, in the context of the ADA's broad definition, accounts for approximately 50% of the population. The ADA legislation and guidelines (ADAAG) have been published in the Department of Justice Federal Register, 28 CFR Part 36, Title III and may be obtained from the ADA office (202 514-0301 (voice) or (202) 514-0381 (TDD).

All signs should comply with the intent of ADAAG for contrast, legibility and typeface, as well as MUTCD for type size and reflectivity. Consideration of universal design and equal facilitation should be considered to project an accessible and all-abilities mind-set. With respect to UNM Health Sciences, ADAAG and MUTCD should be considered the minimum standards, as accommodation represents a commitment to access for all individuals. While the passage of ADA legislation was an important achievement for all people with disabilities, the resulting regulations fail to respond adequately to the needs of the ADA's target audience. Those parts of the regulations that apply specifically to signage do not display an adequate appreciation of wayfinding and communication principles, character and symbol recognition, and typography. For this reason, the Society for Environmental Graphic Design (SEGD) *White Paper* was drafted to clarify specific legibility and typographic considerations. The *White Paper* includes input from the ATBCB.

The following section titles of the regulations are referred to by the ADAAG regulation clause numbers taken from the Department of Justice document.

Five ADA Titles

Title I: Employment prohibits companies with 15 or more employees from discriminating against qualified disabled job applicants or workers.

Title II: Public services and transportation prohibits state and local governments from discriminating against the disabled.

Title III: Public accommodations and commercial facilities prohibits private facilities from discrim-
inating against the disabled.
It incorporates accessibility guidelines for privately owned facilities.

Title IV: Telecommunications requires telephone companies to provide special services for the hearing and/or speech impaired.

Title V: Miscellaneous contains miscellaneous legal and implementation details.

ADA Guidelines for Signage

While the ADA federal guidelines require "removal of communication barriers in existing public accommodations", compliance will most often be achieved either by modifying existing signs, or by installing new, compliant signs. Additional signs may be required to identify and give directions to accessible facilities and features.

Exterior Signs

Exterior signs must meet requirements for character proportion, sign finish and contrast. They may use upper and lower case characters.

Identification of Accessible Facilities and Features Entrances, Restrooms and Bathing Facilities (4.1.2[7][c-d])

The international symbol of accessibility must be displayed at accessible entrances (if all entrances are *not* accessible). *Directions including the symbol must be provided from inaccessible entrances to accessible ones. Similar guidelines apply to restrooms and bathing facilities.*

Legibility

Legibility is defined by font style (serif and san serif), size, contrast and letter spacing in conjunction with viewing distance.

San Serif (4.30.4)

Sans Serif is an accepted typographic term. However, Sans Serif letter forms include a wide range of styles ranging from those that are clearly legible to some fairly eccentric display faces. Care should be taken to use only those faces that are clearly legible.

Simple Serif (4.30.4)

The term "simple serif" has no typographic meaning. We assume however that it means 'conventional' rather than 'exaggerated' or 'exotic'. Although personal judgment may vary here, we would suggest, as with sans serif forms, that legibility is the primary issue.

Viewing Distance (4.30.3)

Overhead directional or 'flag' signs may be upper and lower case, and must have a cap height of at least 3". Other directional signs do not have a specified cap height, but must be "sized according to viewing distance". One reliable source of basic data on viewing distance, among many others, was established by Paul Arthur in the New York State University Campus Graphics Project in Albany in 1970. This study showed that high contrast Helvetica, under optimal viewing conditions, viewed head-on and observed with 20/20 vision, needed 1" of cap height for each 50 feet of viewing distance. However,

the constituency we are addressing includes a wide range of individuals whose ability ranges from slightly to severely impaired. In addition, general viewing conditions will often be far from perfect, and signs will frequently be viewed at an angle.

Consequently, we are proposing that an appropriate cap height be two times that determined in the above study. This results in 1" cap height for each 25 feet of viewing distance. In a situation, where space and viewing distance is otherwise unrestricted, a minimum 3" cap height, for a 75 feet viewing distance is recommended.

Architectural Signs – Honorific, Formal, Decorative

It should be understood that the ADA does not make any demand on or regulate 'architectural' signs as long as they are installed in addition to required ADA signage. In this context architectural signs mean signs that serve an architectural, formal, honorific, or decorative function in addition to being informational.

The regulations should not be construed as to require the abolition of the enrichment of the environment with formal or decorative graphic elements. For example, the guidelines do not require the main identification of a building to be ADA compliant and may be of any style, form, material or finish. Other signs which are not included in the guideline requirements are dedication plaques, and honorary identification.

Finishes (4.30.5, A4.30.5)

Finishes of the compliant components of signs are required to be an "eggshell, matte or other non-glare finish", which is " recommended" to be between 11 and 19 degrees on a 60 degree glossimeter. Acceptable finishes include: eggshell and matte finish paints and inks; most non-glare acrylic sheet, mylar or frosted glass; most non-glossy self adhesive vinyl film; and certain satin or random-brushed finishes on metal.

Unacceptable finishes include: gloss or semi-gloss finish paints and inks; polished surface acrylic sheet, mylar or glass; glossy self-adhesive film; and polished or directional brushed finishes on metal. In any event, designers and specifiers should include reflectance values in their specifications, and manufacturers should have glossimeter tests made of actual samples to determine compliance. It should be noted again that the finish recommendations apply only to the compliant components of a sign. The rest of the sign, such as headers, footers and non-compliant message areas can be of any appropriate material, finish and contrast. However, it is still important to understand that all components of a sign should be designed to be clearly legible.

Contrast

Characters and symbols are "recommended" to have a minimum 70% contrast with their background. Most paint and ink manufacturers will provide a list of reflectance values for specific colors. Remember, however, that even black and white are never absolutely 0% or 100%, so care must be taken with the use of black or white copy together with a color, to ensure that a 70% contrast is obtained. It should also be remembered that the ADA contrast requirement is only a "recommendation", not a requirement. Consequently, while we would strongly suggest the recommendations are followed, minor discrepancies in measured values need not be considered critical.

Illumination (4.30.8, A4.30.8)

The issue of illumination has been "reserved", with the recommendation that signs be illuminated within a range of 100 to 300 lux, or 10 to 30 footcandles, and that illumination should be "uniform" over the entire sign surface. Signs are recommended to be located so that the illumination level on the surface is not significantly lower

than the ambient light level, or is not subject to glare of a bright light source either in front of or behind the sign, including natural light such as that from an opening or window.

Letter Spacing

For appropriate legibility, where all caps messages are required, it should be remembered that letter spacing should be wider than is 'normal' for upper and lower case copy. The accepted typographic 'rule of thumb' is to track letter spacing between110% and 120% depending upon typeface. The sizing of a sign face needs to be carefully considered to comfortably accommodate expected messages with appropriate spacing. In no case should copy be tightly spaced just to fit it on an improperly sized sign.

Protrusion Limits (307.2, 307.3)

Objects with leading edges more than 27" and not more than 80" above the floor shall protrude 4" maximum horizontally into the circulation path.

Post Mounted Objects (307.3)

Objects on posts or pylons shall be permitted to overhang 4" maximum where more than 27" and not more than 80" above the floor. Objects on multiple posts or pylons where the clear distance between the posts or pylons is greater than 12" shall have the lowest edge of such object either 27" maximum or 80" minimum above the floor.

MUTCD

The Manual on Uniform Traffic Control Devices (MUTCD) for Streets and Highways, published by the US Department of transportation, is approved by the Federal Highway Administrator as the National Standard for signs, signals, markings, and other devices used to regulate, warn, or guide traffic, placed on, over, or adjacent to a street, highway, pedestrian facility, or bikeway, in accordance with Title 23 U.S. Code, Sections 109(d), 114(a), 217, 315 and 402(a), 23 DFR 655, 49 CFR 1.48(b)(8), 1.48(b)(33) and 1.48(c)(2). As it pertains to wayfinding and signage, the Federal Highway Administration relies on recommendations and research by the National Committee on Uniform Traffic Control Devices for updates and revisions to the

MUTCD. The MUTCD applies to all highways and roadways which are included as part of the Federal Highway Administration's network of roadways. However, most states, including the State of New Mexico, Department of Transportation, adopt and implement all aspects of the MUTCD for state owned roadways. Although the UNM Signage Program will rare highway use, as many of the identification and directional signs are located along city and state roadways, MUTCD guidelines are observed. In instances where there is a discrepancy between the MUTCD and the ADAAG, the ADAAG, being more restrictive, shall prevail.

Summary of Guidelines

a. Cap Height. 4" & 6" cap height for all vehicular signage, based on viewing distance, width of roadway and posted traffic speed.

b. Guide signs shall be retroreflective or illuminated to show the same shape and similar color by both day and night.

c. Signs shall be a distance of 1.5m (5 ft), measured from the bottom or leading edge of the sign to the near edge of the curb or pavement.

d. Where parking or pedestrian movements occur, the clearance to the bottom of the sign shall be at least 2.1m (7ft).

e. Ground-mounted sign supports shall be breakaway, yielding, or shielded with a longitudinal barrier or crash cushion if within the clear zone.

f. Regulatory signs shall be installed at or near where the regulations apply. The signs shall clearly indicate the requirements imposed by the regulations and shall be designed and installed to provide adequate visibility and legibility.

g. Regulatory signs shall be retroreflective or illuminated to show the same shape and similar color by both day and night.

International Fire Code

International Fire Code §505.1 and §505.2 state:

505.1 Address Numbers

New and existing buildings shall have approved address numbers, building numbers or approved building identification placed in a position that is plainly legible and visible from the street or road fronting the property. These numbers shall contrast with their background. Address numbers shall be Arabic numerals or alphabet letters. Numbers shall be a minimum of 4 inches (102 mm) high with a minimum stroke width of 0.5 inch (12.7 mm).

505.2 Street or Road Signs

Streets and roads shall be identified with approved signs. Temporary signs shall be installed at each street intersection when construction of new roadways allows passage by vehicles. Signs shall be of an approved size, weather resistant and be maintained until replaced by permanent signs.