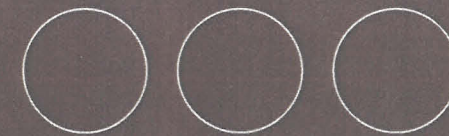


COLLEGE OF THE DESERT

CAMPUSWIDE SIGNAGE SCHEMATIC

26 JULY 2005

ENVIRONMENTAL GRAPHICS



Redmond Schwartz Mark
Design

CASE STUDIES

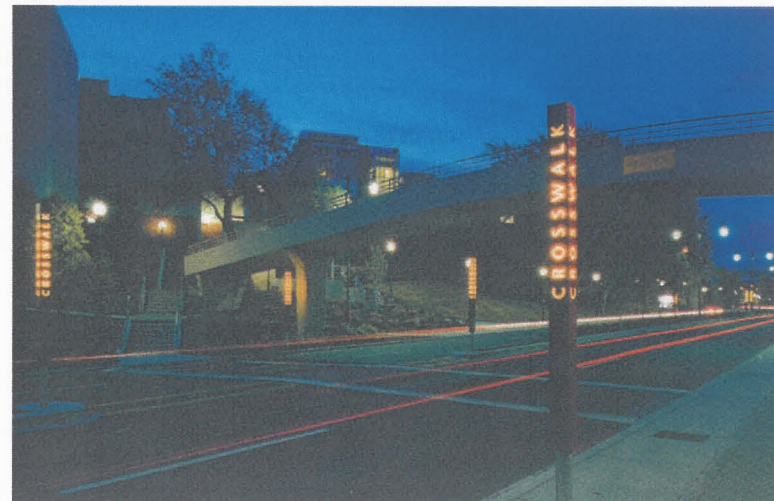
LEARNING BY EXAMPLE

DURABLE MATERIALS

SIMPLE, TIMELESS DESIGN

CASE STUDIES

WASHINGTON STATE UNIVERSITY



LIGHT AND SUNSHINE

SHADED INFORMATION AREAS

CAREFUL ATTENTION TO LIGHTING

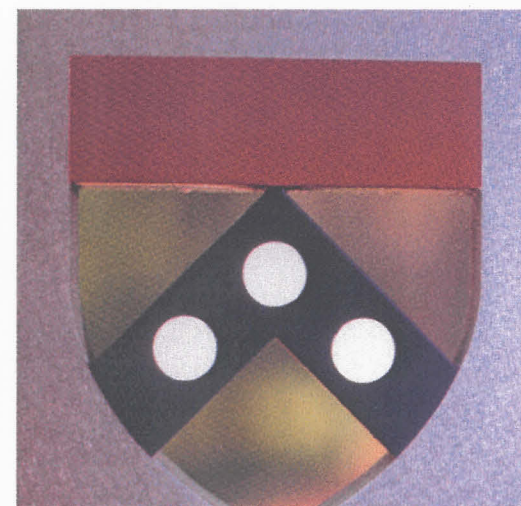
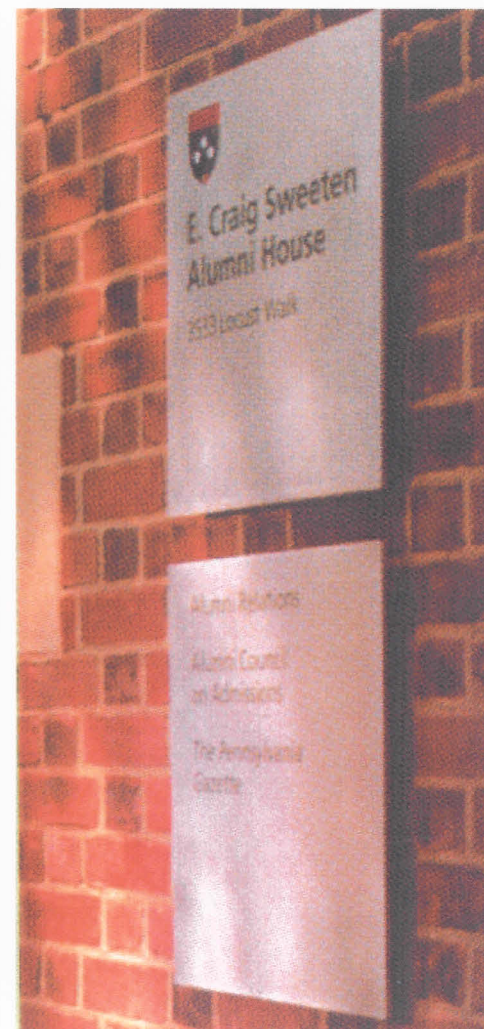
FUNCTION FIRST

PLACES FOR TEMPORARY SIGNS/FLYERS

PRIORITY ON DURABILITY & LEGIBILITY

CASE STUDIES

UNIVERSITY OF PENNSYLVANIA



SINGLE PANEL CONSTRUCTION

COLOR IS INTEGRAL & CANNOT FADE

CANNOT BE DISMANTLED & STOLEN

FUNCTION FIRST

GRAFFITI RESISTANT SURFACE

GRAPHICS CUT OUT OF SIGN FACE

CASE STUDIES

UC SAN DIEGO



FUNCTION FIRST

CAST CONCRETE RESISTS DAMAGE

CAREFUL ATTENTION TO MESSAGING

MORE DETAILS AS ENTERING CAMPUS INTERIOR

SIGNAGE STANDARDS SPECIFICATIONS

FONT

TYPE STANDARDS

MATERIAL STANDARDS

CAMPUS-WIDE FONT

NEUTRAFACE

Designed by Christian Schwartz in 2003.

Neutra is a face with a distinct personality, inspired by local architect, Richard Neutra. This face is has a large family of weights for creating visual hierarchies. It is currently part of an exhibition at the Smithsonian's Cooper-Hewitt National Design Museum in New York.

Neutra Text Expert Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Neutra Text Expert Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Neutra Text Expert Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Neutra Text Expert Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Neutra Text Exert Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Neutra Text Expert Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Neutra Text Expert Demi Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Neutra Text Expert Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CAMPUS-WIDE FONT EXTERIOR



Height

Fig. 1. Height is measured using the distance between the baseline of type and the cap height.

ALL CAPS

Fig. 2. All Caps uses only the uppercase letters. Used in vehicular signs, except Street Signs.

Title Case

Fig. 3. Titlecase starts each word with uppercase and then follows with lowercase. Used in Street Signs and Pedestrian Directionals.

These standards include size and style of type for the major sign types to be located in exterior locations. These include, but are not limited too, identity monuments, vehicular and pedestrian directionals. They do not include printed materials, such as maps that may be part of the final sign.

Identity Monumentation: The name of the campus will be Nuetraface Demi All-Caps or the new campus logomark. The campus name should be a minimum of 12" high (fig. 1) in dimensional letters. Additional information such as street address or location should be a maximum of 33% the size of the campus name. By following these specs, signs will be visible from 450 feet, with maximum legibility at a distance of 100 feet.

Vehicular Directionals: These signs are designed to read by people in their cars. Type will be Nuetraface Bold or Medium All-Caps (fig. 2). All type will be a minimum of 2" high. When included on a single sign, type should be all the same size. If necessary, smaller secondary type must be at least 75% smaller than the main type. Type will be located between 1' and 4' from ground level. Legible from 100 feet, with maximum legibility at 25 feet.

Street Signs: Street signs will use Nuetraface Bold Titlecase (fig. 3) at a minimum of 2". Signs will be located at least 8ft from the ground plan. Maximum number of messages per sign: 4. Legible from 100 feet, with maximum legibility at 25 feet.

Parking Area Identity: Parking lots signs will include both the lot number and adjacent building names. Lot number will be the largest type on the sign in Nuetraface Light. Building names, in line with the style of vehicular directionals will Nuetraface Bold or Medium All-Caps. Building names will be a minimum of 2" high. Legible from 100 feet, with maximum legibility at 25 feet.

Pedestrian Directionals: These signs are designed to be read by people on foot. Type will be Nuetrface Bold, Medium or Light Titlecase at 1" high. Type will be located located between 5' to 8.5' from the ground plain. Legible from 30 feet, with maximum legibility at 10 feet.

Building Identity: Nuetraface Bold or Medium All-Caps high, race-way mounted with brightly colored returns. One or two sides should be 12", with additional signs at 4" high.

MATERIALS

EXTERIOR



Matthews Acrylic Polyurethane

MAP[®]



Fig. 1. Type will be acid-etched, paint filled on a painted sign base.

These standards include all major sign types to be located in exterior locations. These include, but are not limited too, identity monuments, vehicular and pedestrian directionals. They do not include printed materials, such as maps that may be part of the final sign.

Paint: To maximize the life of the sign, Matthews Acrylic Polyurethane (fig. 1) will be used for all sign bases and type. The paint is often referred to as “automotive finish” as its properties mirror the paint used on modern cars. The surface is resistant to fading and graffiti with a life of at least 10 years. It is the best possible paint for extreme climates and is available in a wide range of colors. A graffiti finish is not recommended, as it shortens the life of the sign.

Sign Panels: 1/8” Aluminum panels will be used for all exterior signs. For the thicker signs, box construction will be used. A single panel construction will minimize the risk of theft. All attachments will be concealed. All welds sanded.

Poles: All poles will be 1” or 2” painted aluminum square tubes.

Foundations: Where needed, signs will be secured to a concrete foundations.

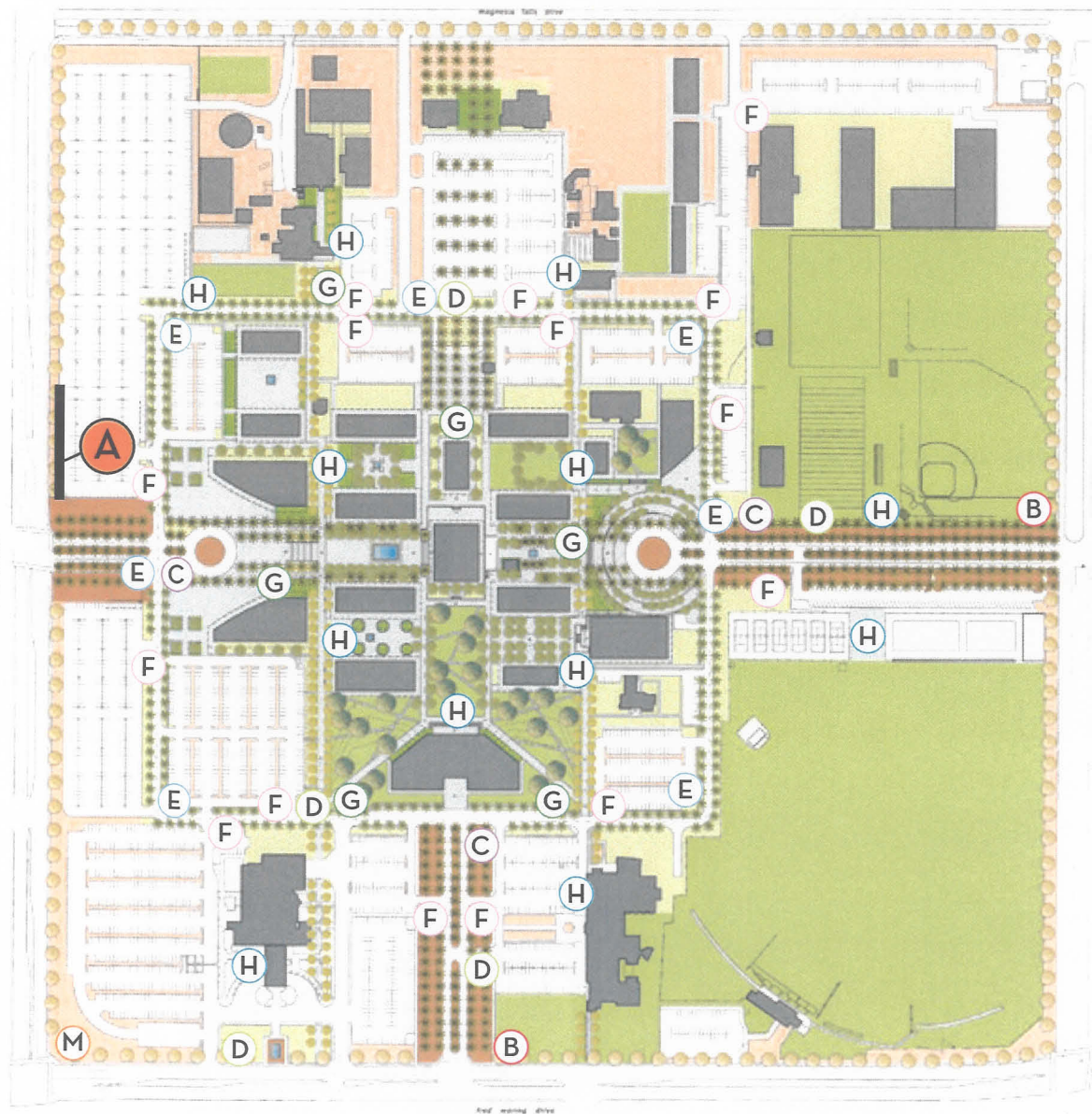
CAMPUS-WIDE SIGNAGE SCHEMATIC DESIGNS

SUMMARY OF SIGN FUNCTIONS

LOCATION PLAN AND SIGN QUANTITIES

SCHEMATIC DESIGNS

PRELIMINARY QUANTITIES & FABRICATION SPECIFICATIONS



A PRIMARY MONUMENT

This monument, located at the main campus entrance, is the first impression for first-time visitors to the campus. It should be legible for vehicular traffic. These two functions are met by a sculptural sign that reflects the modern architecture of the campus with large internally illuminated letters.

Quantity: 1

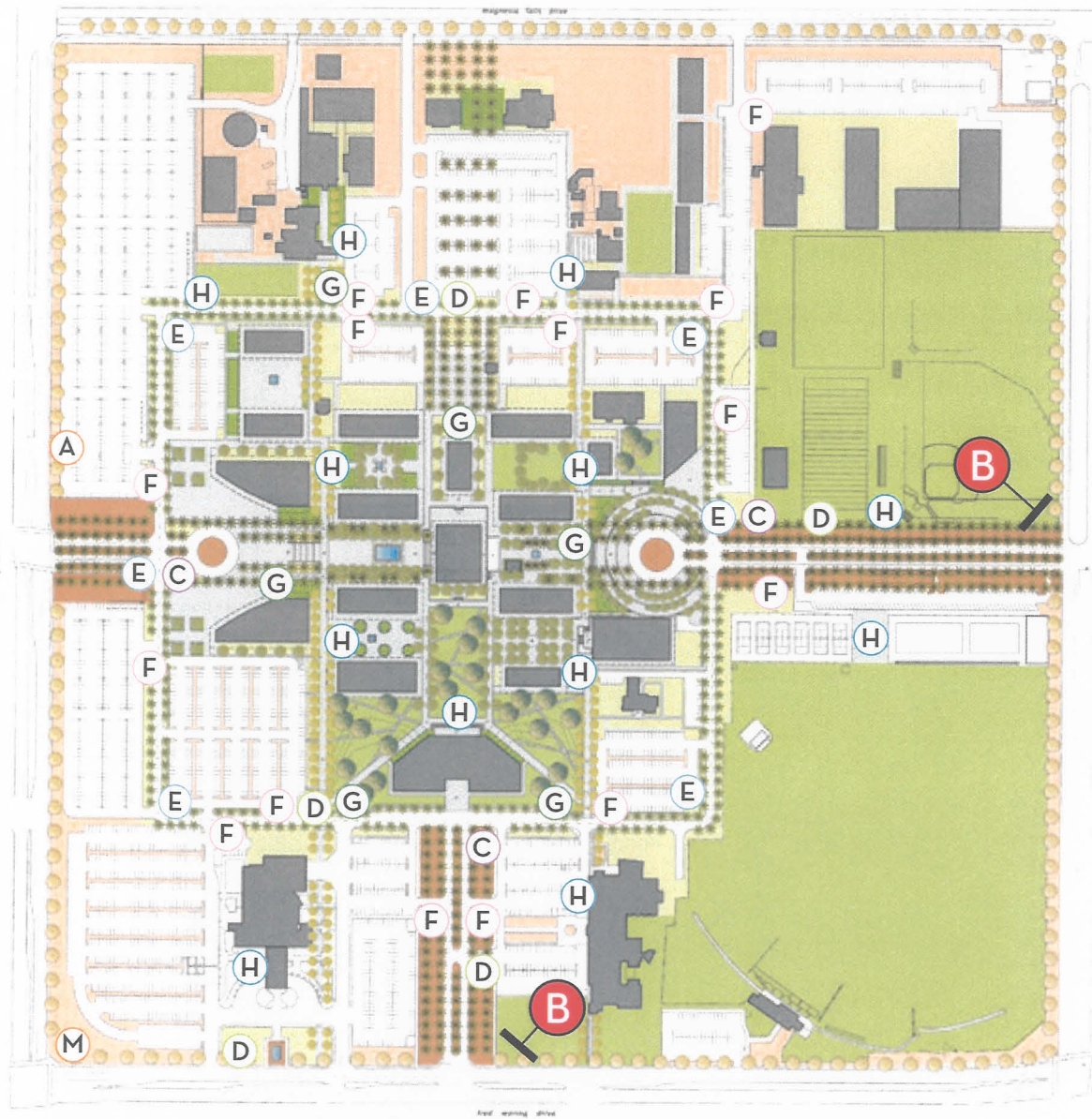
Size of Type: 36", All Caps

Wayfinding Info: College of the Desert

Illumination: Yes, Internal

Fabrication Notes: Painted dimensional letters with internally illuminated brightly colored returns, pin mounted to dry-stack stone wall.

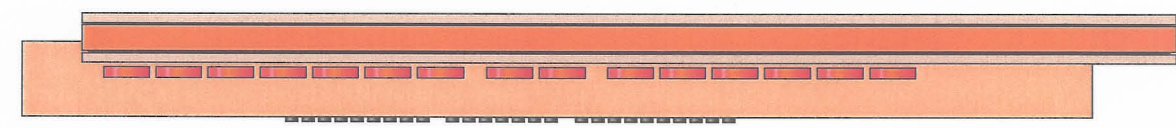




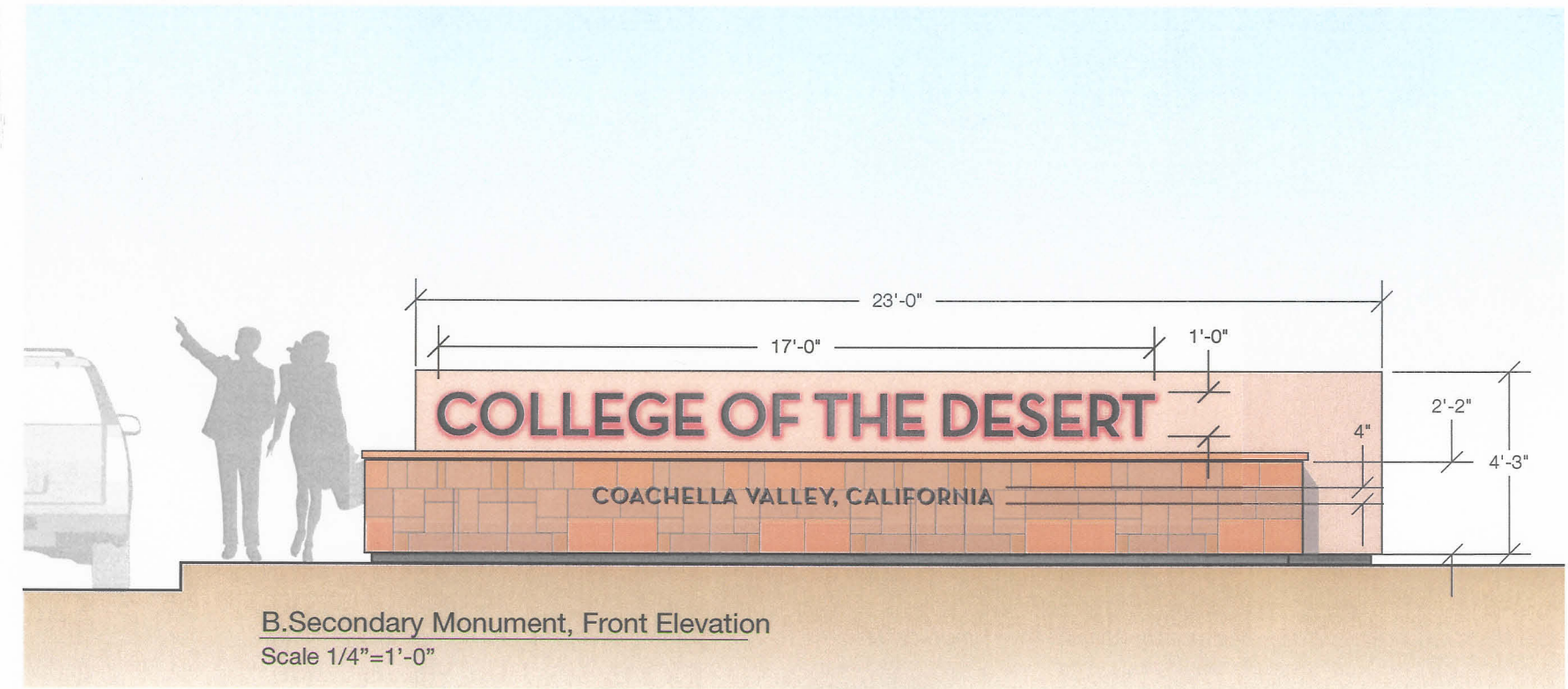
B SECONDARY ENTRY MONUMENT

Smaller in scale than primary monument, this monument defines the boundaries of the campus. Design elements are consistent with the main sign family.

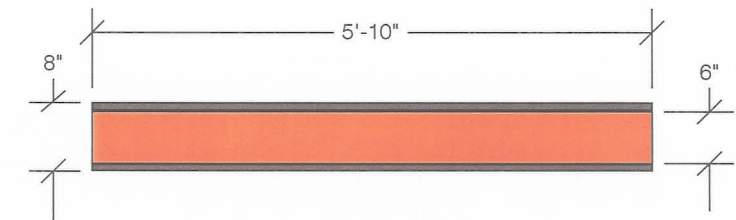
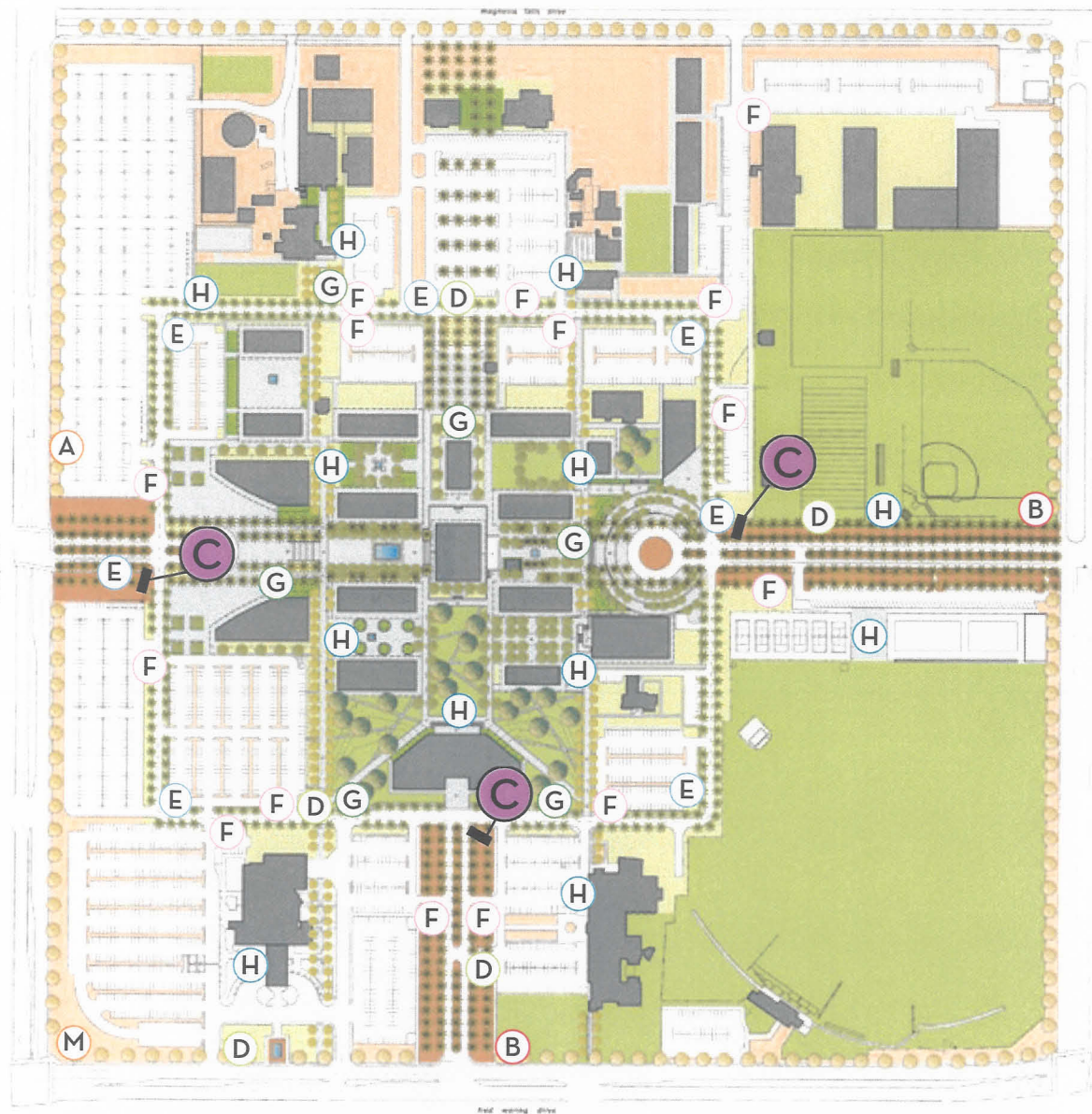
- Quantity: 2
- Size of Type: 12" All Caps
- Wayfinding Info: College of the Desert (Optional: Coachella Valley, California)
- Illumination: Yes, Internal or External Illumination
- Fabrication Notes: Painted dimensional letters (halo-lit, reverse channel or externally illuminated)



B. Secondary Monument, Top View
Scale 1/4"=1'-0"



B. Secondary Monument, Front Elevation
Scale 1/4"=1'-0"

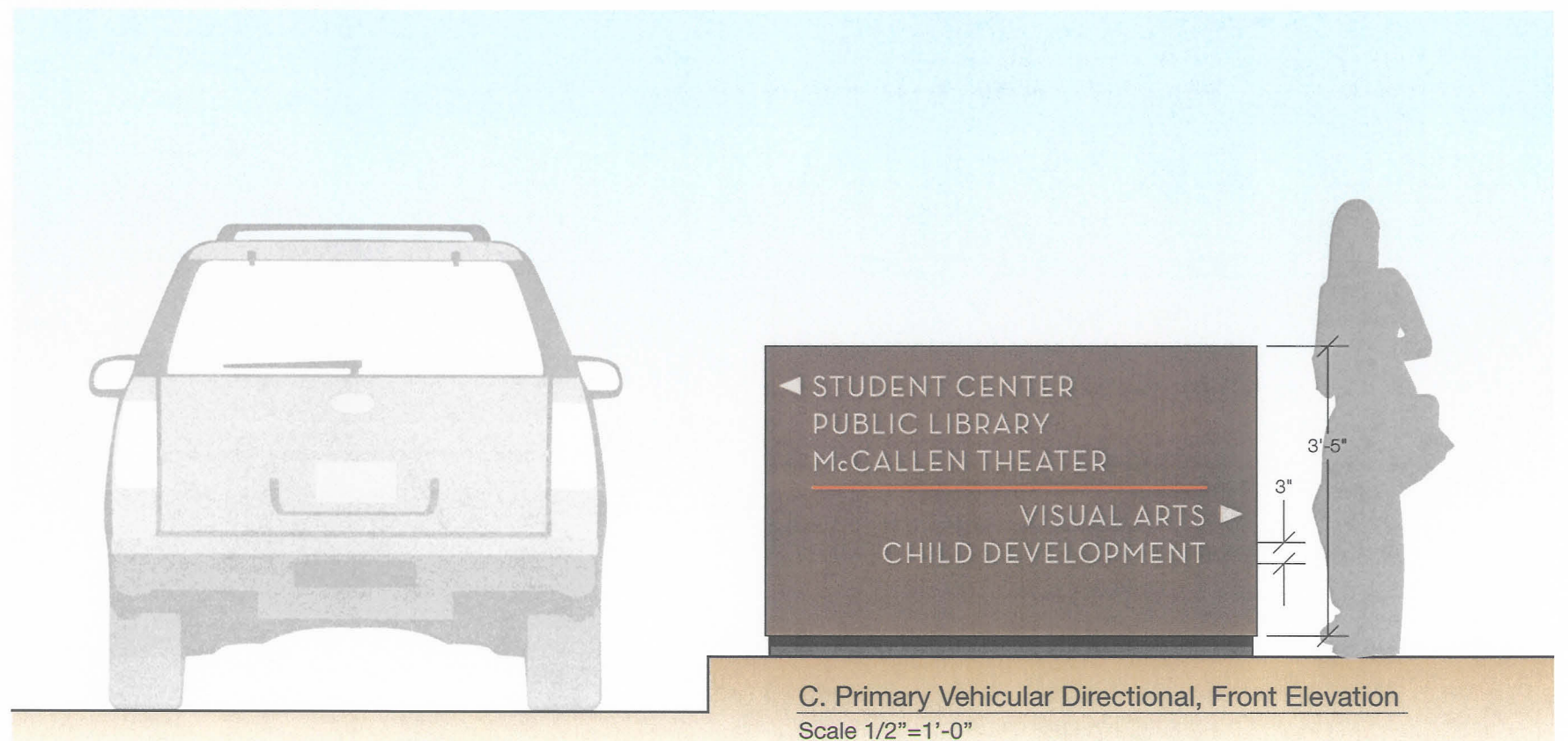


C. Primary Vehicular Directional, Top View
Scale 1/2"=1'-0"

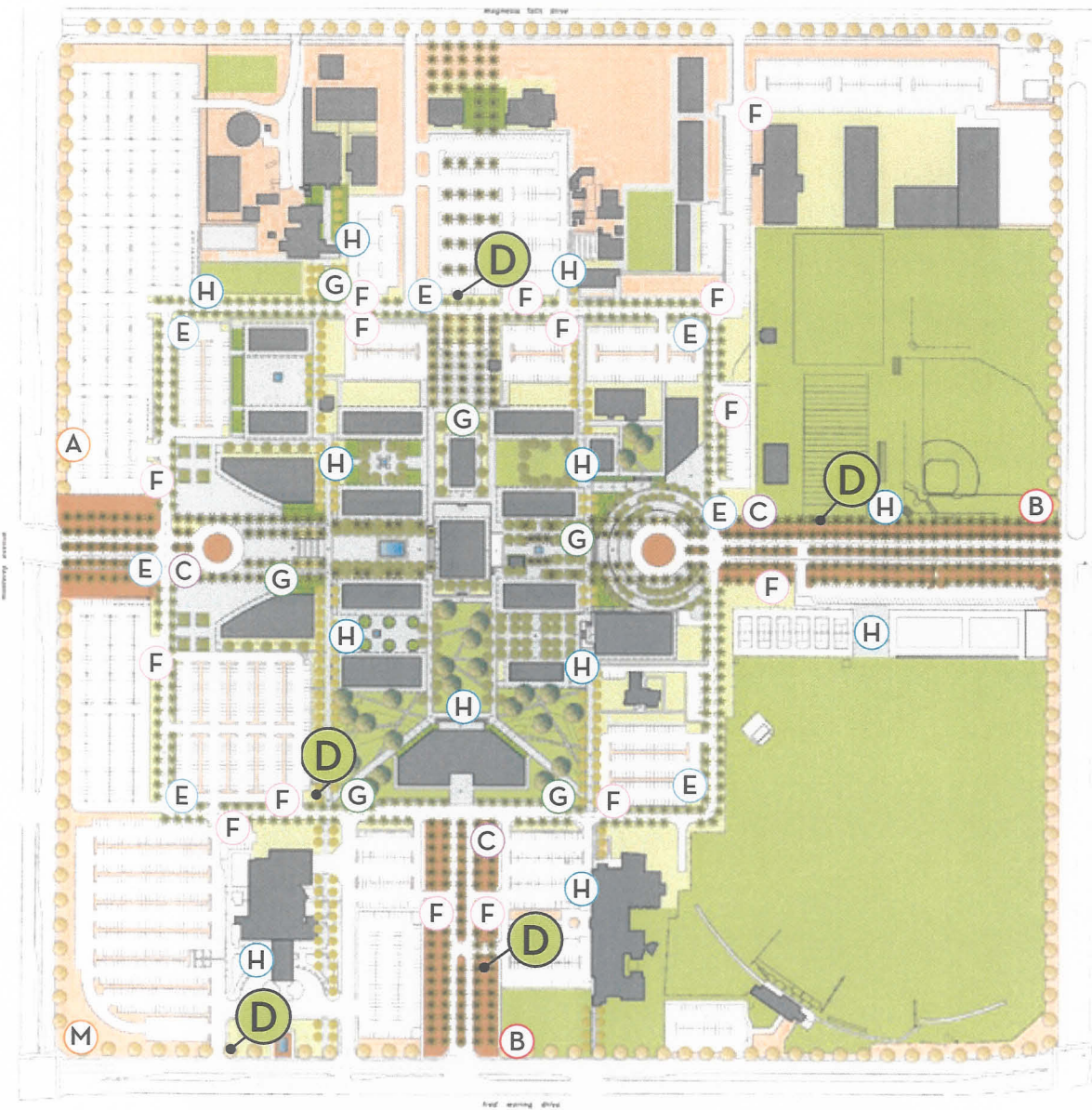
C PRIMARY VEHICULAR DIRECTIONAL

These vehicular directionals are used by every visitor as they enter the campus. They are located at major decision-making points. For maximum visibility type is light on a dark background, minimum 2" high, Readability is maximized by a limited number of messages.

Quantity: 3	Size of Type: 3" All Caps
Wayfinding Info: 4 to 6 primary destinations	
Illumination: Yes, External	
Fabrication Notes: Painted metal sign with acid-etched, paint-filled type and graphics.	



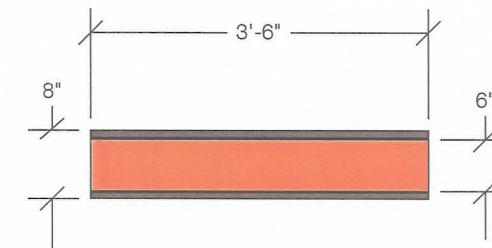
C. Primary Vehicular Directional, Front Elevation
Scale 1/2"=1'-0"



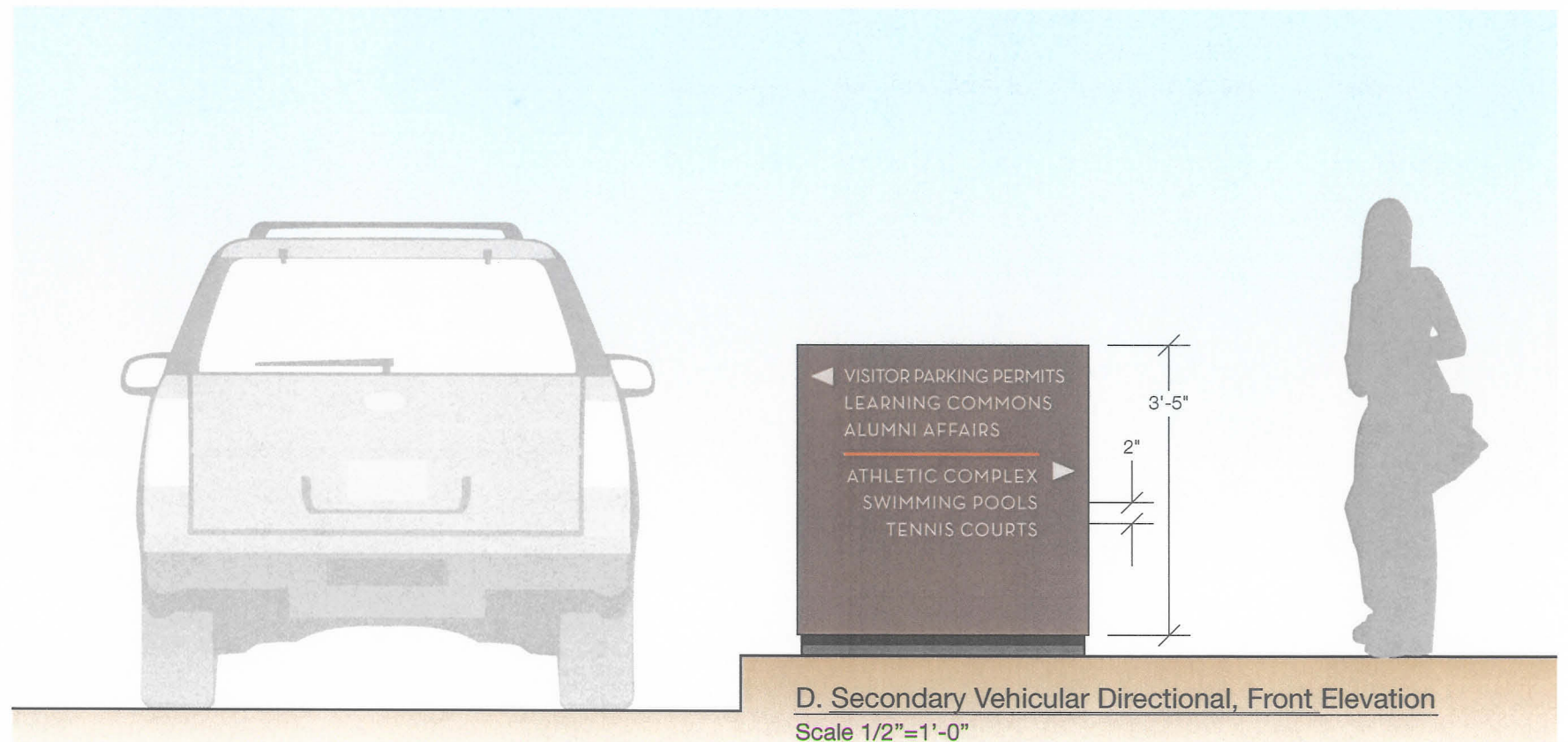
D SECONDARY VEHICULAR & PARKING DIRECTIONAL

These vehicular directionals include information designed for visitors unfamiliar with the campus. They supplement primary directionals, and have a related design. Overall, the sign and the type are smaller. For maximum visibility type is light on a dark background, Two-sided.

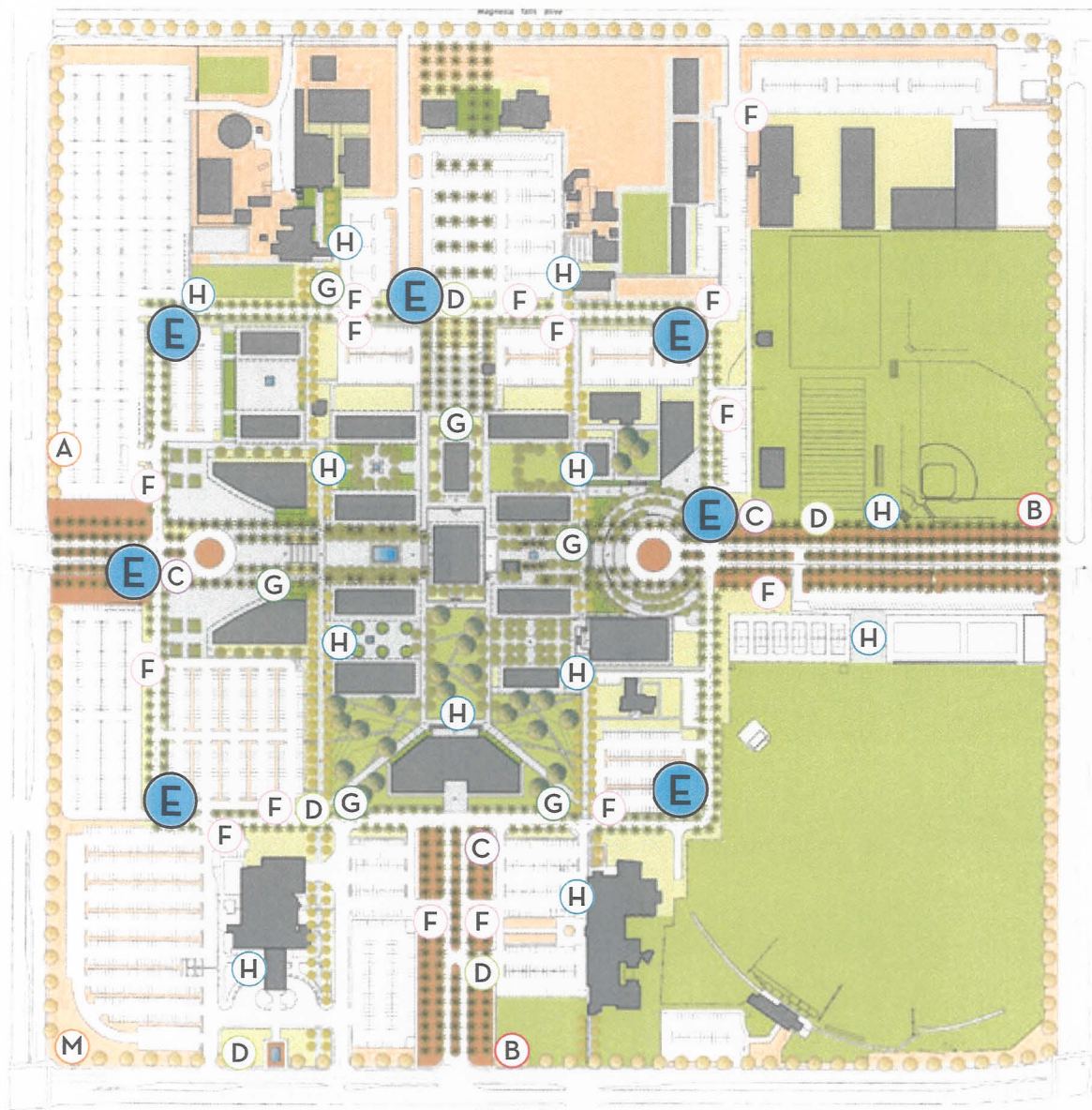
Quantity: 4	Size of Type: 2" All Caps
Wayfinding Info: Visitor destinations (guest parking, admissions, child-care, community sport facilities, etc...)	Illumination: Yes, External
Fabrication Notes: Painted metal sign with acid-etched, paint-filled type and graphics.	



D. Secondary Vehicular Directional, Top View
Scale 1/2"=1'-0"



D. Secondary Vehicular Directional, Front Elevation
Scale 1/2"=1'-0"

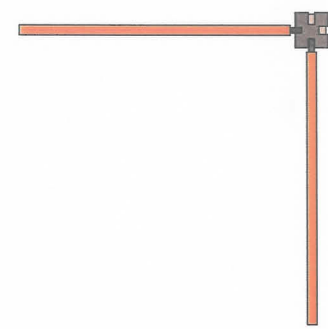


E STREET SIGN AND DIRECTIONAL

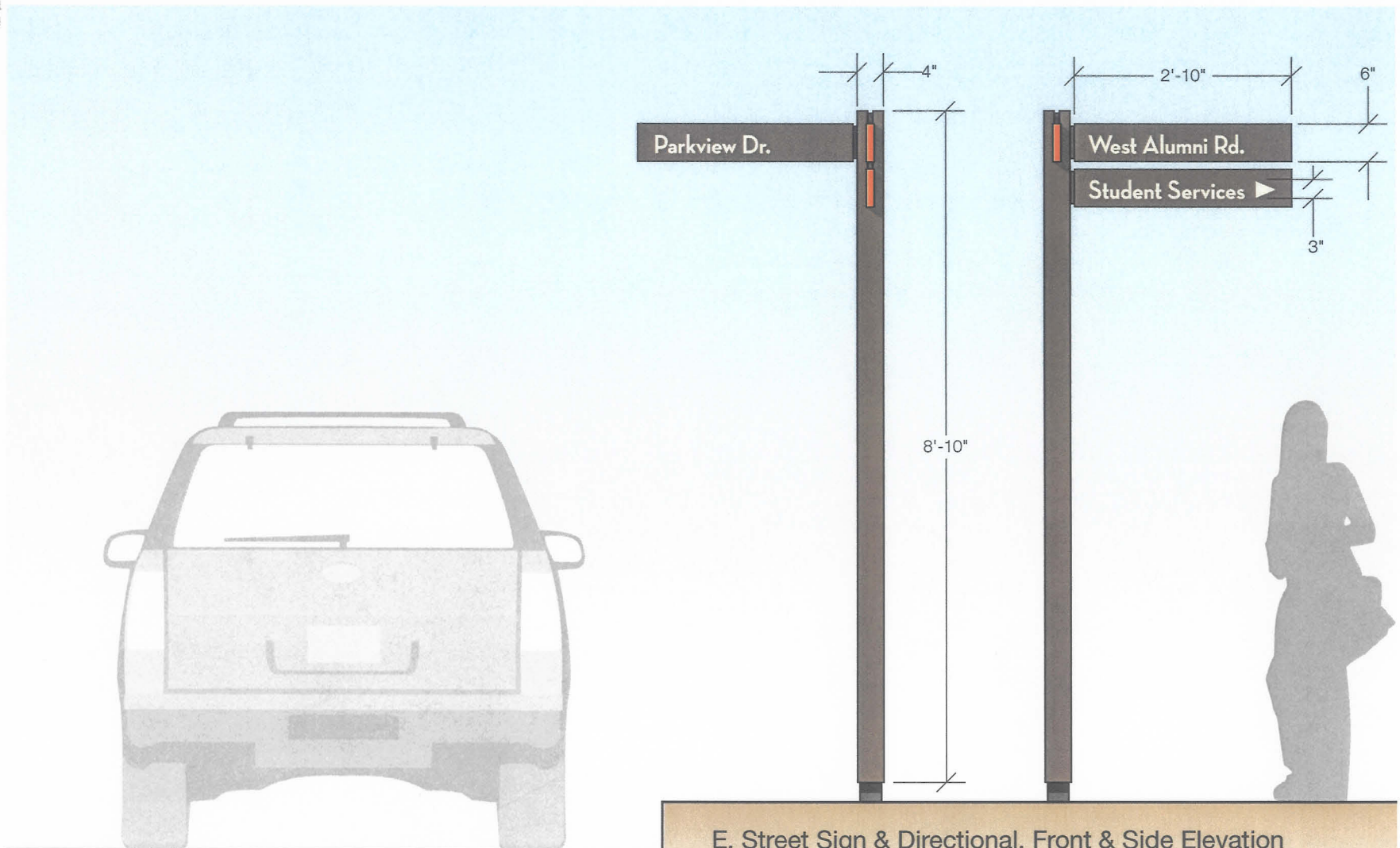
Like public street signs, these campus signs orient visitors as they circumnavigate the campus. They are located at vehicular intersections. Street names should include cardinal directions for improved navigation on this radially symmetrical campus. Secondary directional blade, optional.

Quantity: 7	Size of Type: 3" Title Case
Wayfinding Info: North, South, East or West Alumni (+ 1 key destination)	
Illumination: Yes, Exteral	

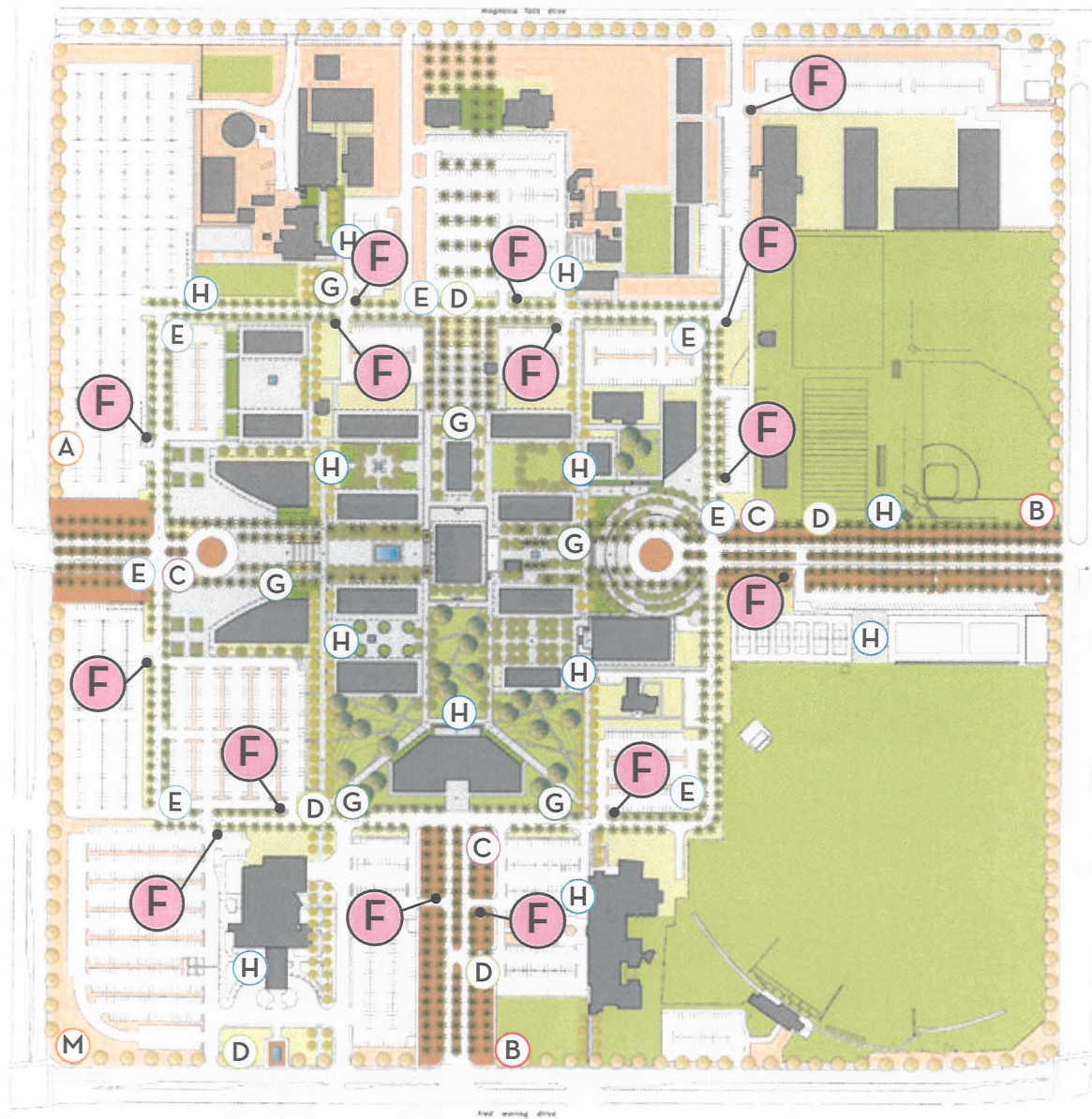
Fabrication Notes: Pole-mounted painted metal sign with acid-etched, paint-filled type.



E. Street Sign & Directional, Top View
Scale 1/2"=1'-0"



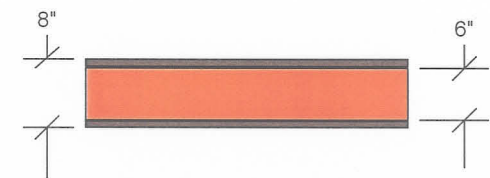
E. Street Sign & Directional, Front & Side Elevation
Scale 1/2"=1'-0"



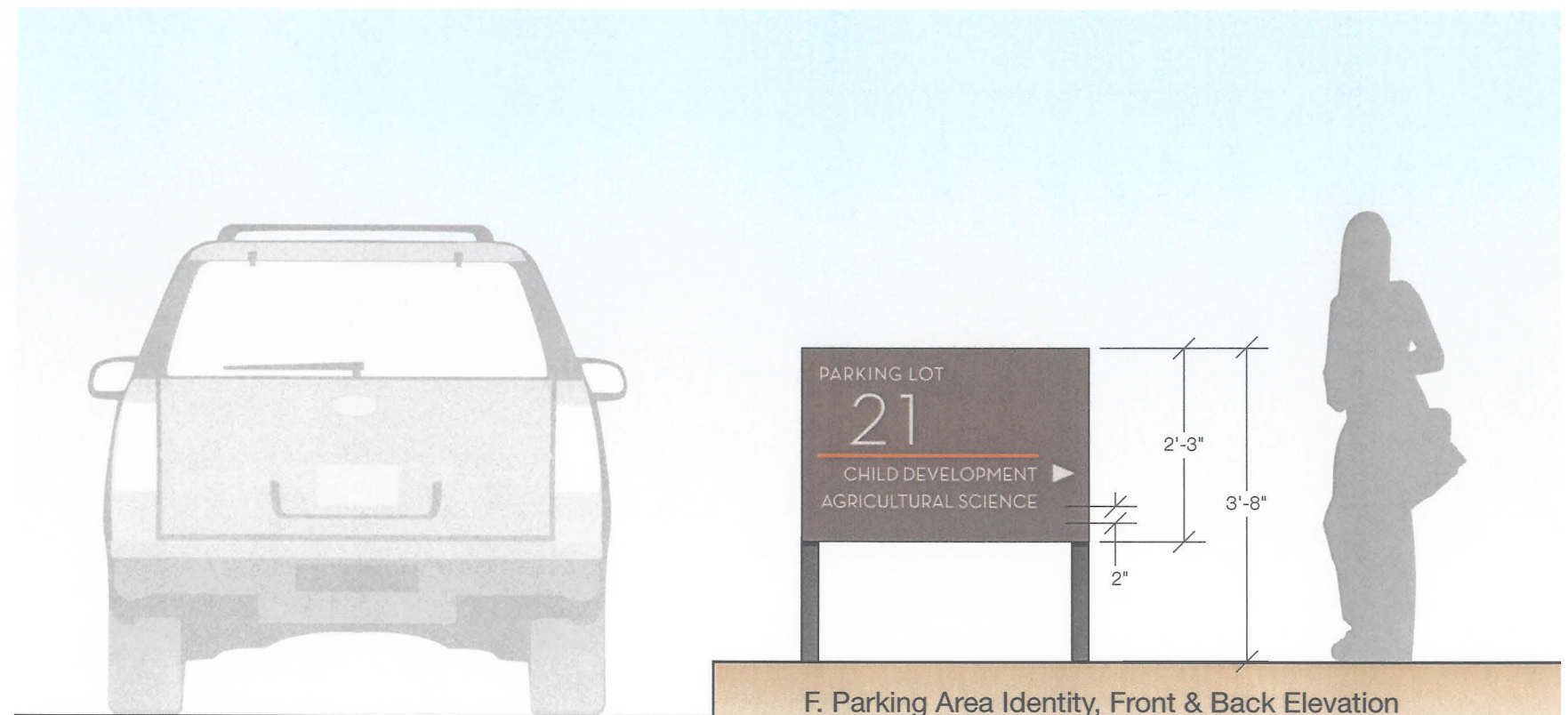
F PARKING AREA IDENTITIES

These two sided signs are located at the entry into individual parking lots. Location alternate to accomidate ptraffic moving in both directions on the ring road. The lot number and adjacent building are indicated with light type on a dark background. Returns may be color-coded if desired.

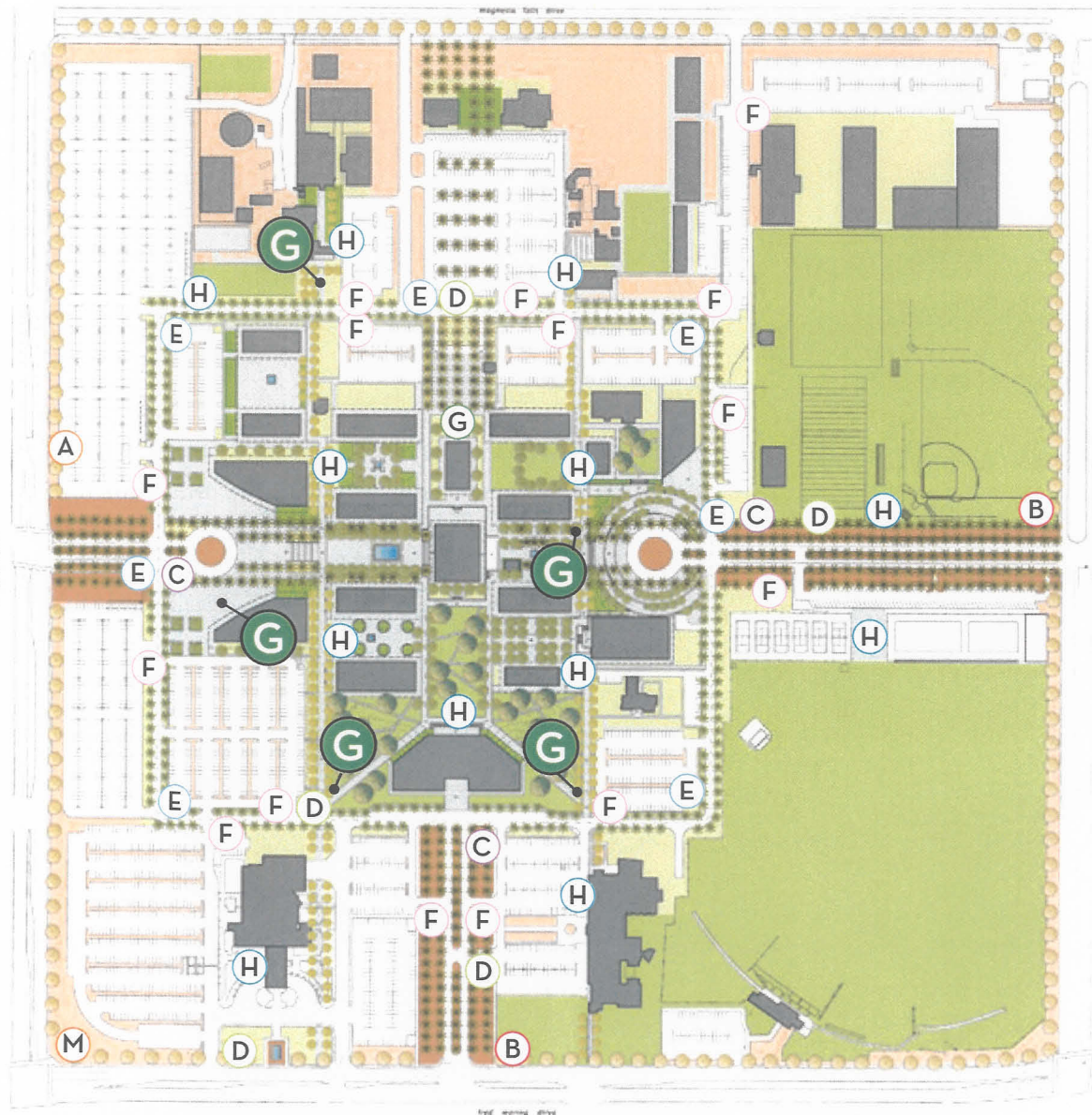
Quantity: 15	Size of Type: 8" and 2"
Wayfinding Info: Parking Lot # and Adjacent Campus Buildings	
Illumination: Optional, external or ambient light	
Fabrication Notes: Post and panel sign, two-legged scheme, painted metal sign with acid-etched, paint-filled type	



F. Parking Area Identity, Top View
Scale 1/2"=1'-0"



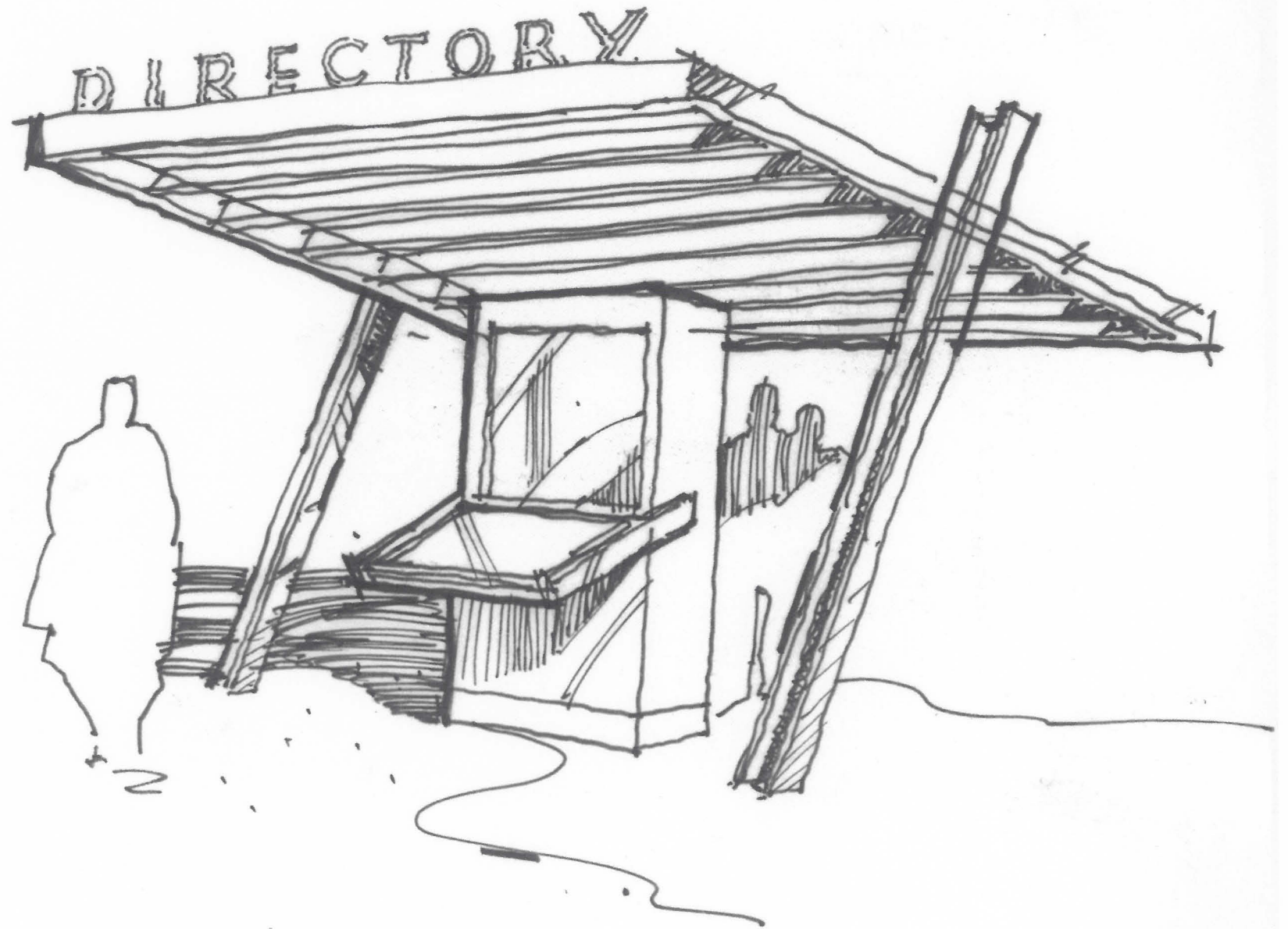
F. Parking Area Identity, Front & Back Elevation
Scale 1/2"=1'-0"

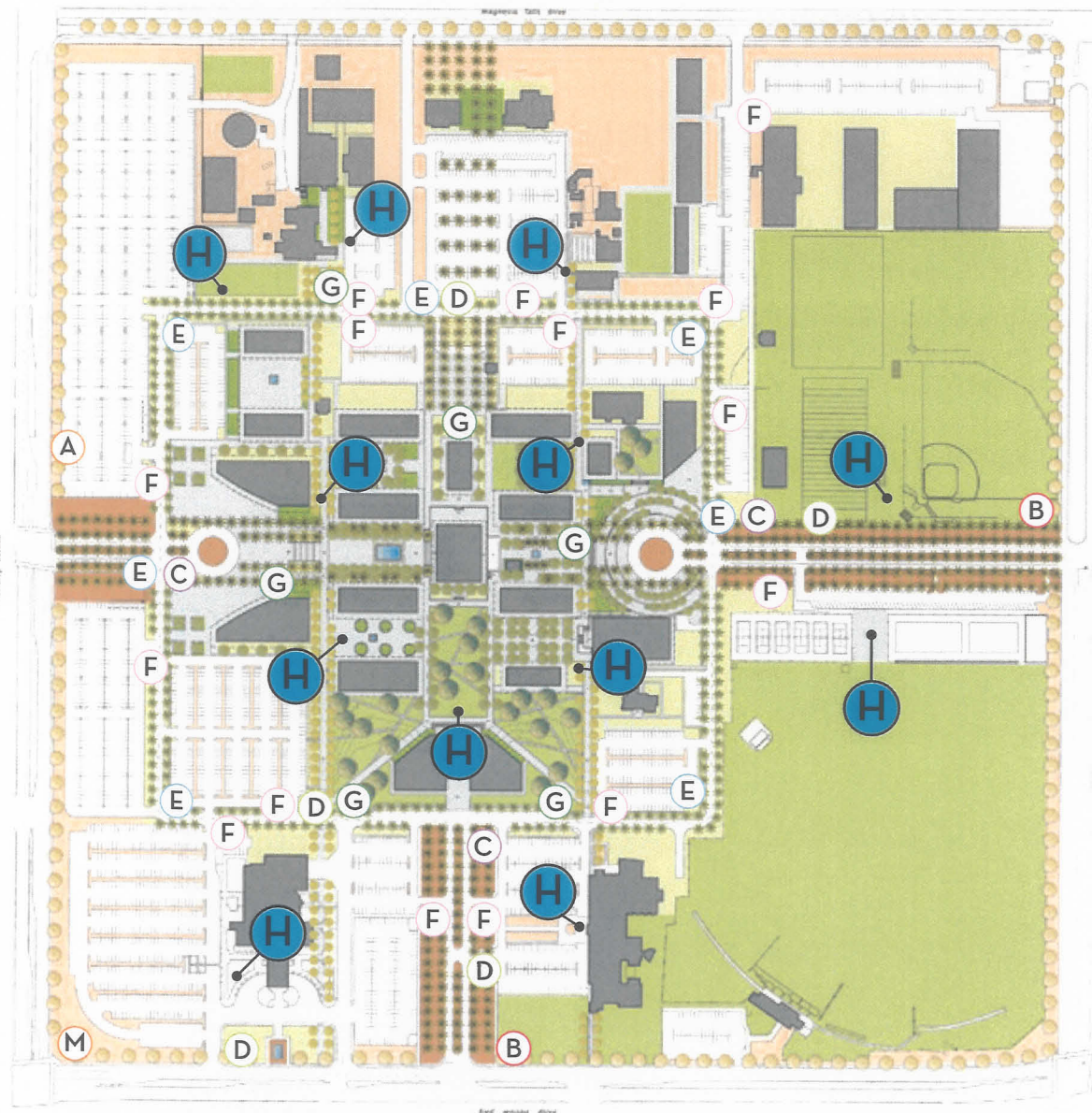


G DIRECTORY KIOSK

Located as guest enter the campus interior, these directories contain the most comprehensive wayfinding information. Internal illumination and a integrated shade improve function throughout the day. An enclosed information case allows for changable displays.

Quantity: 5	Size of Type: 5"
Wayfinding Info: Large campue map, campus info case, student and temporary flyer board	Illumination: Yes, Interl
Fabrication Notes:	



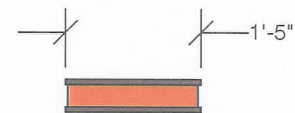


H PEDESTRIAN DIRECTIONALS

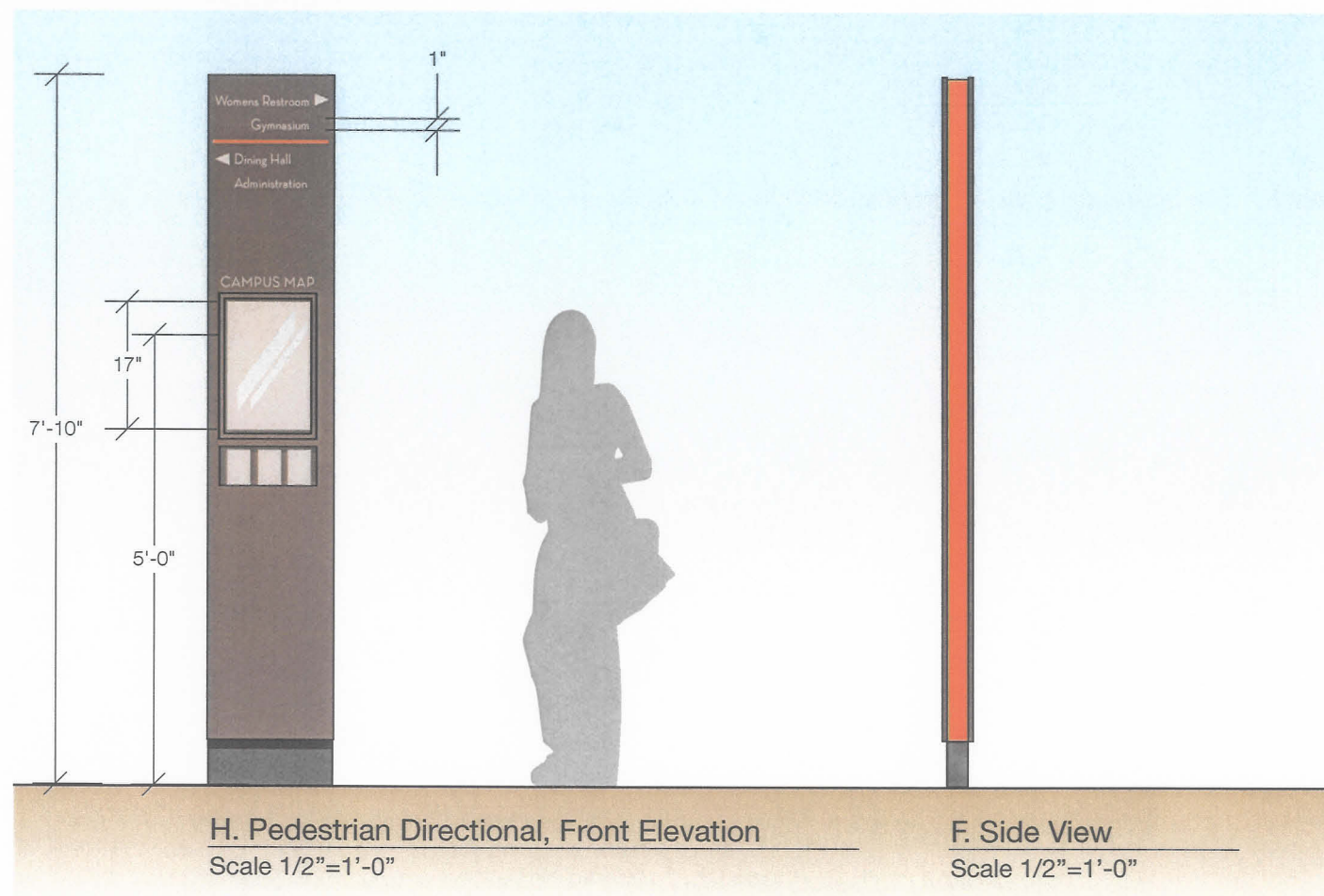
These freestanding signs offer secondary direction to pedestrians, including restrooms, important buildings that are nearby. A small campus map offers further information. A pocket allows for handouts, as appropriate for maps or special event promotions.

Quantity: 12	Size of Type: 1"
Wayfinding Info: 3 destinations and small campus map	
Illumination: No, ambient light	

Fabrication Notes: Painted aluminum sign panel with acid-etched, paint-filled letters and graphic, with 11"x17" display case with clear cover with changable campus map and built-in hand-out pocket.



H. Pedestrian Directional, Top View
Scale 1/2"=1'-0"



H. Pedestrian Directional, Front Elevation
Scale 1/2"=1'-0"

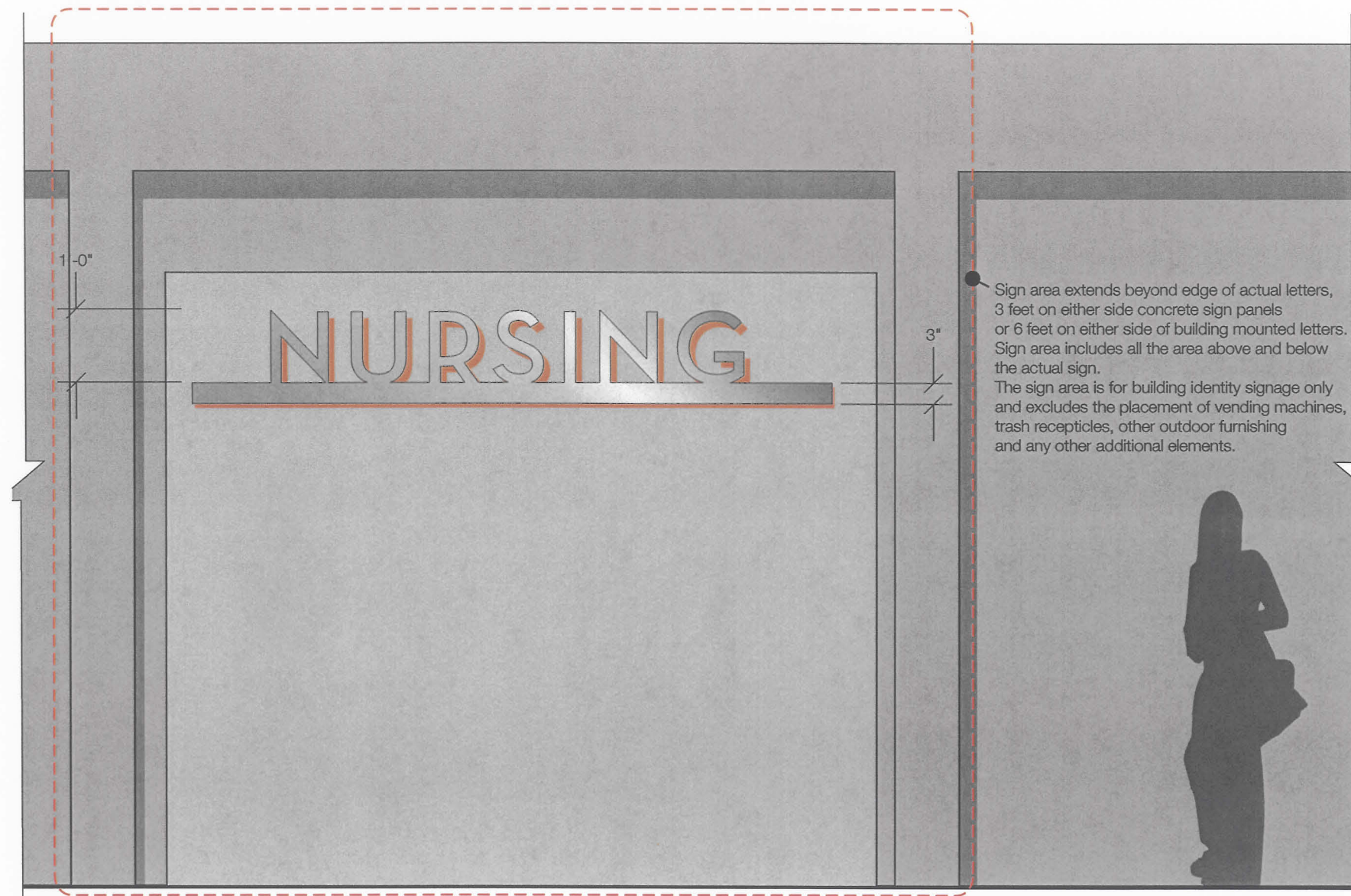
F. Side View
Scale 1/2"=1'-0"



Existing Conditions #1



Existing Conditions #2



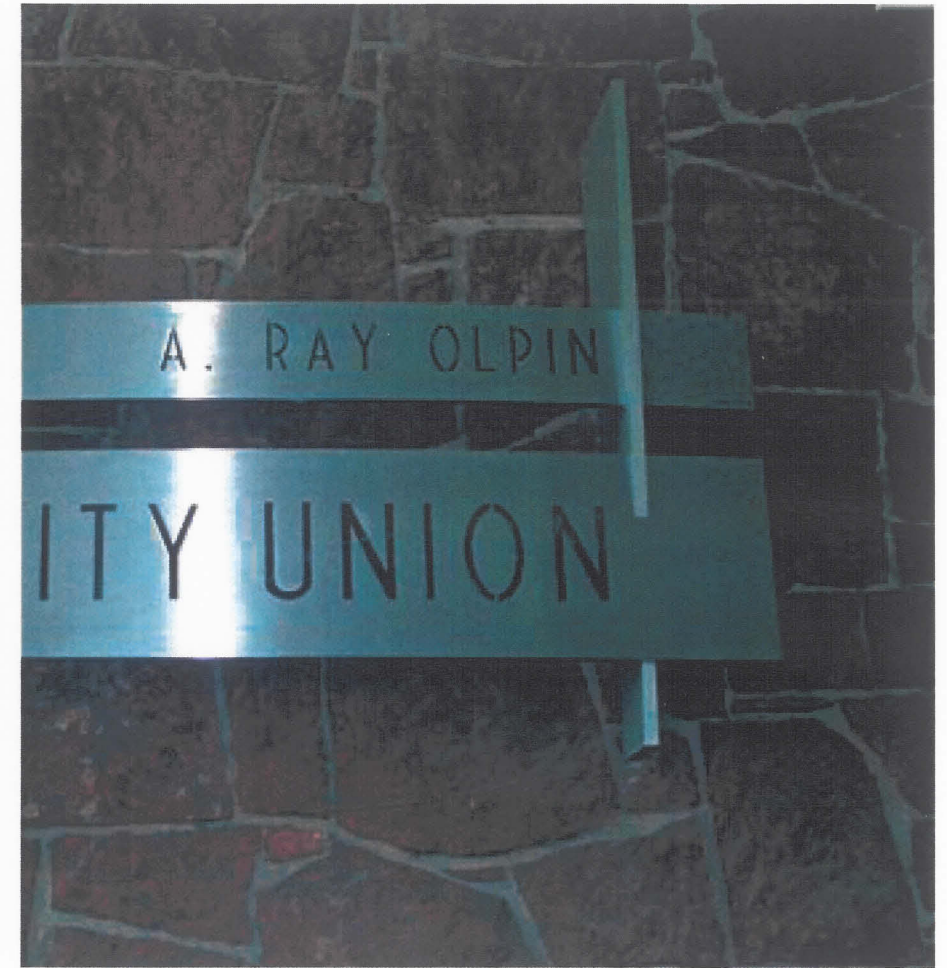
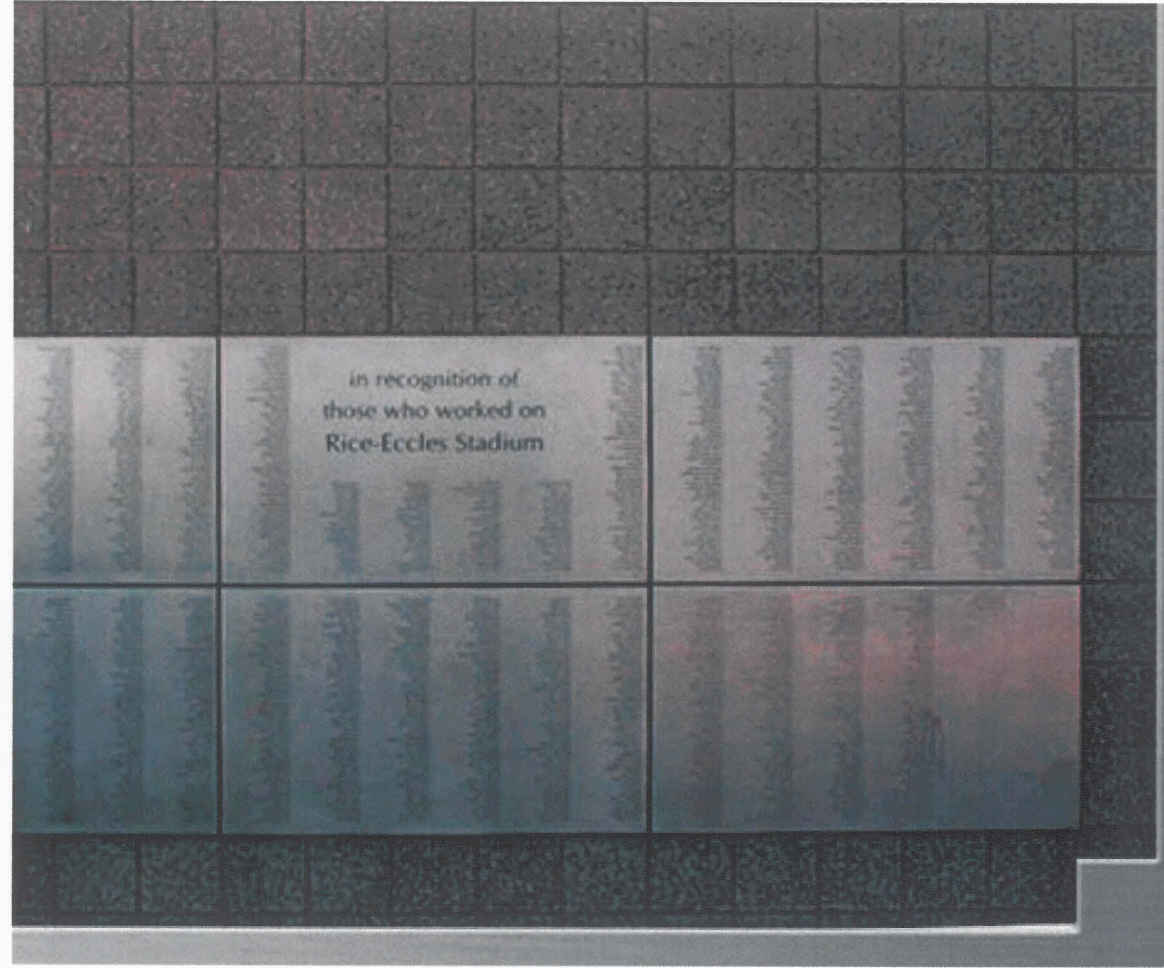
I. Building Identity, Front Elevation
Scale 1/2"=1'-0"

I. Building Identity, Side
Scale 1/2"=1'-0"

I BUILDING IDENTITY

Building identity signs should reinforce the same design family of the monumentation family, but as building-mounted signs, they introduce new elements. The raceway simplifies sign installation and maintenance.

Quantity: TBD	Size of Type: 12"
Wayfinding Info: Building Name, with space for later dedication	
Illumination: No, Ambient	
Fabrication Notes: Raceway mounted to existing concrete walls with concealed fixtures. Type and raceway cut from a single piece of 1/2 painted aluminum with contrasting returns. Building dedication may be added. 1.5" painted dimensional letters, mounted to raceway.	

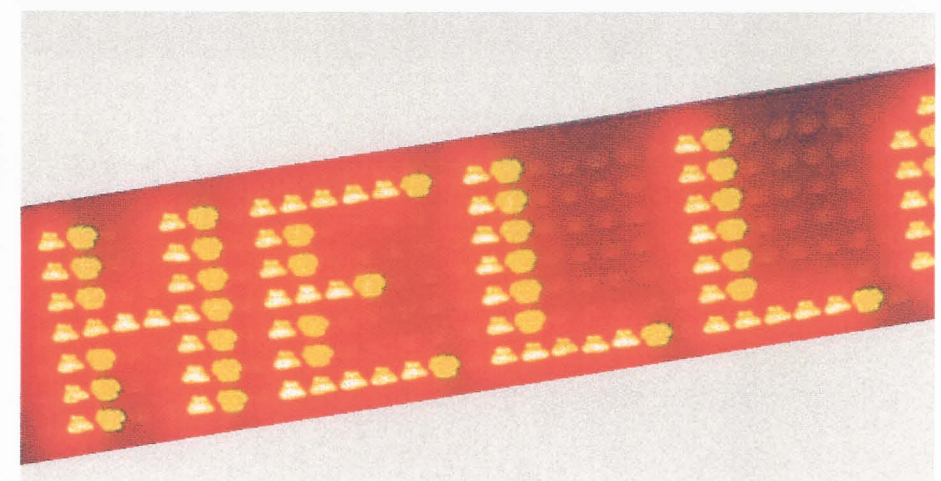


J OFFICE PLAQUES, RESTROOM PLAQUES & BUILDING DIRECTORIES

- K** Function dictates many of the decisions in the design of these plaques. RSM is suggesting etched stainless for a modern feeling that is resistant to graffiti.
- L** The examples above show the feel of etched signs and their ability to include required braille.

Quantity: TBD	Size of Type: 1"
Wayfinding Info: Varies	
Illumination: No, Ambient	

Fabrication Notes: Brushed aluminum plaque with a non-directional finish.
All Type acid-etched and paint-filled in a dark contrasting color.



M ELECTRONIC READERBOARD

To be determined

Quantity: 1	Size
of Type: TBD	
Wayfinding Info: TBD	
Illumination: Yes, Internal	
Fabrication Notes: TBD	