

STANDARDS MANUAL FOR SIGNAGE AND WAYFINDING

CONTENTS

INTRODUCTION	1
WHAT IS WAYFINDING	2
GRAPHIC STANDARDS	3
WAYFINDING ELEMENTS	5
SIGNAGE SPECIFICATION	12
Building Identification Signs	13
Roadway Directional Signs	19
Parking Signs	21
Campus Map Signs	25
Exterior Building Letters	26
ATHLETIC SIGNAGE SPECIFICATION	27
Floor Level Identification Signs	28
Overhead Identification Signs	29
Blade Identification Signs	31
Overhead Directional Signs	32
Pedestrian Directional Signs	33
Exterior Building Letters	35
Production and Installation	36



CENTRE
COLLEGE



INTRODUCTION

Welcome to the Centre College Standards Manual for Signage and Wayfinding (Wayfinding Guidelines). This document sets forth the standards for the wayfinding experience at all College facilities. The principles and details in this manual provide the tools necessary to implement and maintain a consistent wayfinding system across campus. Graphic layouts are available from the Strategic Marketing and Communications Office.

Currently, these guidelines address signage that is outside buildings, on a building, or in the landscape or campus grounds. Signage on the interior of a building is under review.

FUNDING

If a program, office, or unit requests a replacement sign or any new signage, the cost of the sign(s) or changes to an existing sign, will be borne by the requesting unit. Appropriate identification signage should be allocated for in the budget of any new College building or major renovation project.

WHAT IS WAYFINDING?

Signage that directs visitors and identifies sites on campus.

Wayfinding often presents the first impression visitors have of the Centre campus. It is important that it is clear, consistent, and reflects the Centre brand. Each sign type serves a unique function. There are specific designs to aid vehicular navigation, pedestrian navigation, and building identification. This guide will identify each type and provide specific parameters for sizing and content.



GRAPHIC STANDARDS

TYPOGRAPHY

T1 - AVENIR REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

T2 - AVENIR MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

T4 - BEMBO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ATHLETIC SIGNAGE TYPOGRAPHY

T5 - KAPRA NEUE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

T6 - KAPRA NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLORS



VINYL
Yellow Matte to
match PMS 116c



VINYL
White Matte



VINYL
White Reflective



PAINT
Black Matte



PAINT
Black Gloss



VINYL
Blue Reflective

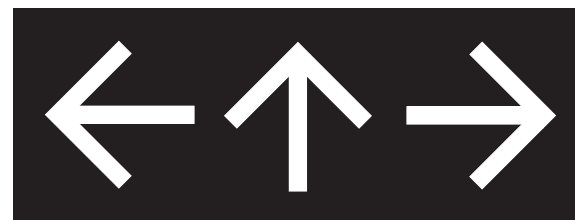
GRAPHICS

ARROWS ON CAMPUS WAYFINDING SIGNS

Flush left text with arrow to left
for directionals. The arrow should
only include one direction.

Arrows are white vinyl on a
black sign.

Multi-directional arrows are prohibited.



ARROWS ON ATHLETIC DIRECTIONAL SIGNS

Directional arrows are placed to
the left of text and should only
include one direction.

Arrows on athletic signs are
PMS 116 in a black circle.

Multi-directional arrows are prohibited.



OLD CENTRE GRAPHIC



Yellow Matte Vinyl to match
PMS 116c

RULE LINES



Yellow Matte Vinyl to match PMS 116c
Rule lines are .5" thick

PARKING SYMBOL



Blue Reflective Vinyl and
White Reflective Vinyl

ATHLETIC PRIMARY WORDMARK



ATHLETIC WORDMARK OPTION



ATHLETIC INSIGNIA



ACCESSIBLE ENTRANCE ID

Accessible entrances are identified
with the Symbol of Accessibility,
as a decal on glass doors. At
inaccessible entrances these include
arrow or other text as necessary
to direct to the nearest accessible
entrance. This type of signage is
monitored by the College's ADA
coordinator (859.238.5881)

WAYFINDING ELEMENTS

BUILDING IDENTIFICATION SIGNS

Includes D1, D3, D4, and exterior building letters.

PURPOSE

To identify the names of buildings and offices on campus.

PLACEMENT

Typically placed on the building facade or near the main entrance.

DESIGN SPECIFICATIONS

D1: The standard design includes the Old Centre brand mark followed by one gold line, the building or office name, followed by another gold line

Alterations to standard:

D1.A: When offices are located inside a named building, use standard D1 design, gold line, building name (center-justified) and then office names (left justified).

D1.B: When an office is located on the edge of campus and/or needs to be located by vendors or emergency services driving to campus, “Centre College” and the address may be added to the sign. The address should be added under a gold line at the bottom of the sign. **In all cases where the address is included, Centre College should also be added.**

Signage specification on pages 13-14

D1



D1.A



D1.B



BUILDING IDENTIFICATION SIGNS

D3: A freestanding sign that incorporates one office name.

Alterations to standard:

D3.B: When an office is located on the edge of campus and/or needs to be located by vendors driving to campus, “Centre College” and the address may be added to the sign. The address should be separated by a gold line. In all cases where the address is included, Centre College should also be added.

Signage specification on pages 15-16

D4: A freestanding sign with a building name that incorporates multiple offices. The design includes a gold line, building name (center-justified) and then office names (left justified).

Alterations to standard:

D4.B: A freestanding sign with a building or multiple office names that require more space. When an office is located on the edge of campus the address may be added to the sign and should be separated by a gold line. In all cases where the address is included, Centre College should also be added.

Signage specification on pages 17-18

EXTERIOR BUILDING LETTERS: Flat Cut Metal Letters Painted Black when incorporated on the building facade

Lettering specification on page 26

D3



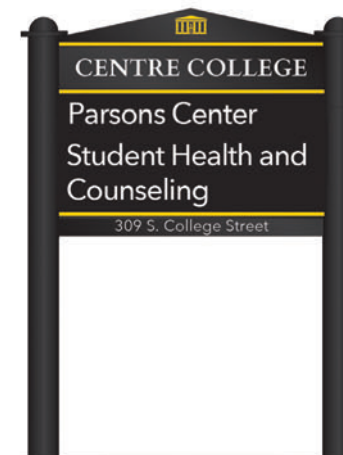
D3.B



D4



D4.B



PEARL HALL

ROADWAY DIRECTIONAL SIGNS

Includes B1 and B2

PURPOSE

To guide visitors in cars to key locations within the campus.

PLACEMENT

Strategically placed at intersections and decision points.

DESIGN SPECIFICATIONS

Flush left text with arrow to left for directionals. The arrow should only include one direction (see graphic standards, page 4).

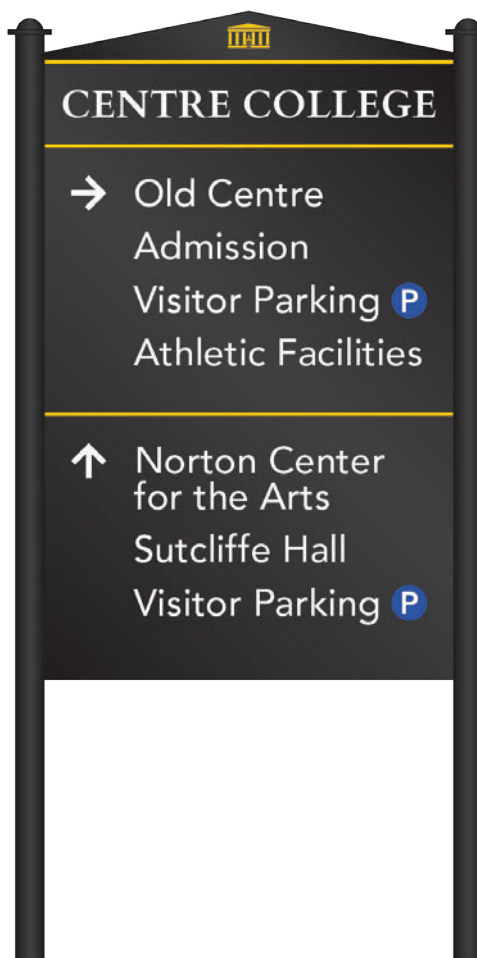
Include names of the destinations, directional indicators, and “P” in a blue circle for parking.

B1: Roadway directional sign, large, with multiple locations. Disparate locations are separated by yellow lines. Includes Centre College in the header.

B2: Roadway directional sign, small, with fewer locations.

Signage specification on pages 19-20

B1



B2



PARKING SIGNS

Includes C1, C2, C3, D3.P and D4.P

PURPOSE

To indicate parking areas for visitors, students, and staff.

PLACEMENT

At the entrances of parking lots and within the lots to guide drivers.

DESIGN SPECIFICATIONS

Signage includes the type of parking (e.g., Guest Parking, Faculty & Staff Parking) and directional signs for parking lots (e.g., Enter Only, Exit Only)

Signage specification on pages 21-24

C1



C2



C3



D3.P



D4.P



CAMPUS MAP SIGNS

PURPOSE

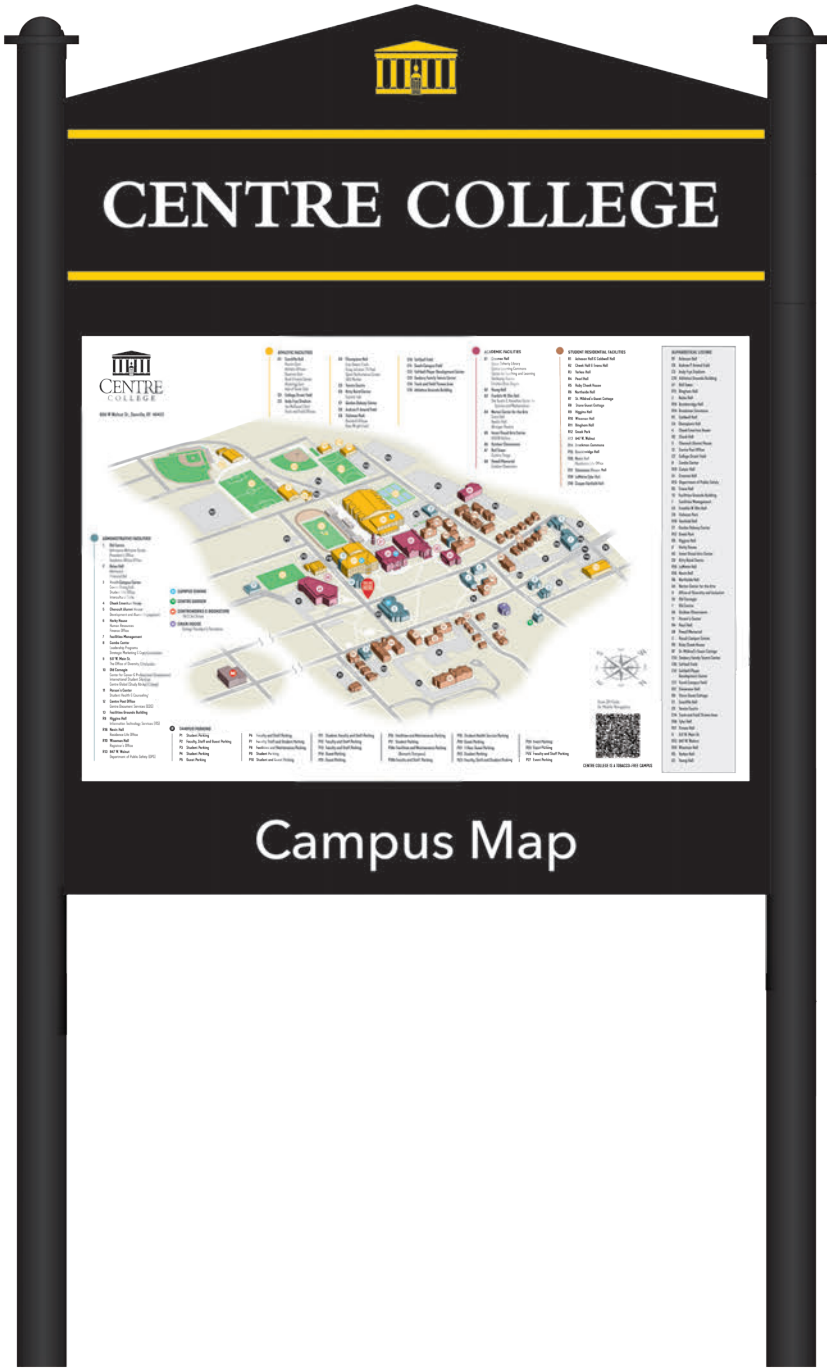
To provide wayfinding information at significant campus entry points.

PLACEMENT

Admission parking lot, walkway between Champions Hall and Farris Stadium, and Corner of West Walnut Street and College Street

DESIGN SPECIFICATIONS

Signage specification on page 25



MONUMENT SIGNS

PURPOSE

To provide a grand entrance marker for the campus or significant buildings.

PLACEMENT

At the main entrances of the campus.

DESIGN SPECIFICATIONS

Large, free-standing structures.



SIGNAGE SPECIFICATIONS

BUILDING IDENTIFICATION SIGNS - D1

D1 is the standard design for wall-mounted signs installed on the side of buildings. The sign includes the Old Centre logo followed by one gold line, the building or office name, followed by another gold line.

Size: 25"h x 36"w

MATERIALS

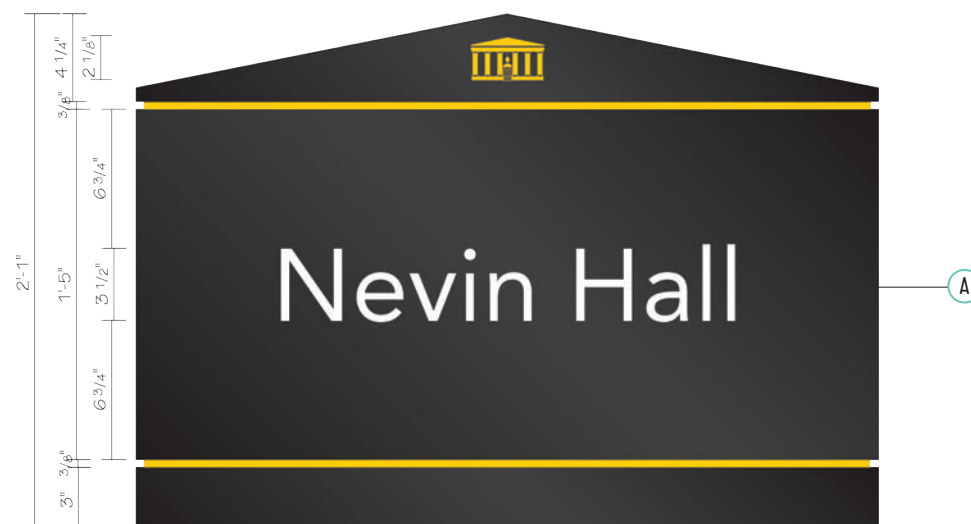
1 1.875" thick aluminum cabinet painted black to match black anodized.

2 .125" thick aluminum panel painted black to match black anodized.

3 First surface applied white vinyl text and yellow vinyl lines to match PMS 116c.

TYPE

A Avenir 65 medium 355pt.



BUILDING IDENTIFICATION SIGNS - D1.A, D1.B

D1.A is a wall-mounted sign installed on the side of the building that incorporates the building name and at most two office names.

Size: 25"h x 36"w

MATERIALS

- 1** 1.875" thick aluminum cabinet painted black to match black anodized.
- 2** .125" thick aluminum panel painted black to match black anodized.
- 3** First surface applied white vinyl text and yellow vinyl lines to match PMS 116c.

TYPE

- A** Avenir 65 medium 330pt.
B Avenir 65 medium 230pt.

D1.B is a wall-mounted sign installed on the side of the building that incorporates the office or building name and includes the building address.

Size: 25"h x 36"w

MATERIALS

See above.

TYPE

- A** Bembo 240pt.
B Avenir 65 medium, 330pt.
C Avenir 55 regular 153pt.



BUILDING IDENTIFICATION SIGNS - D3

D3 is a freestanding sign for a building name that incorporates only one office or name.

Sign should be double-sided if perpendicular to the road or walkway and single-sided if parallel.

Size: 22"h x 24"w

MATERIALS

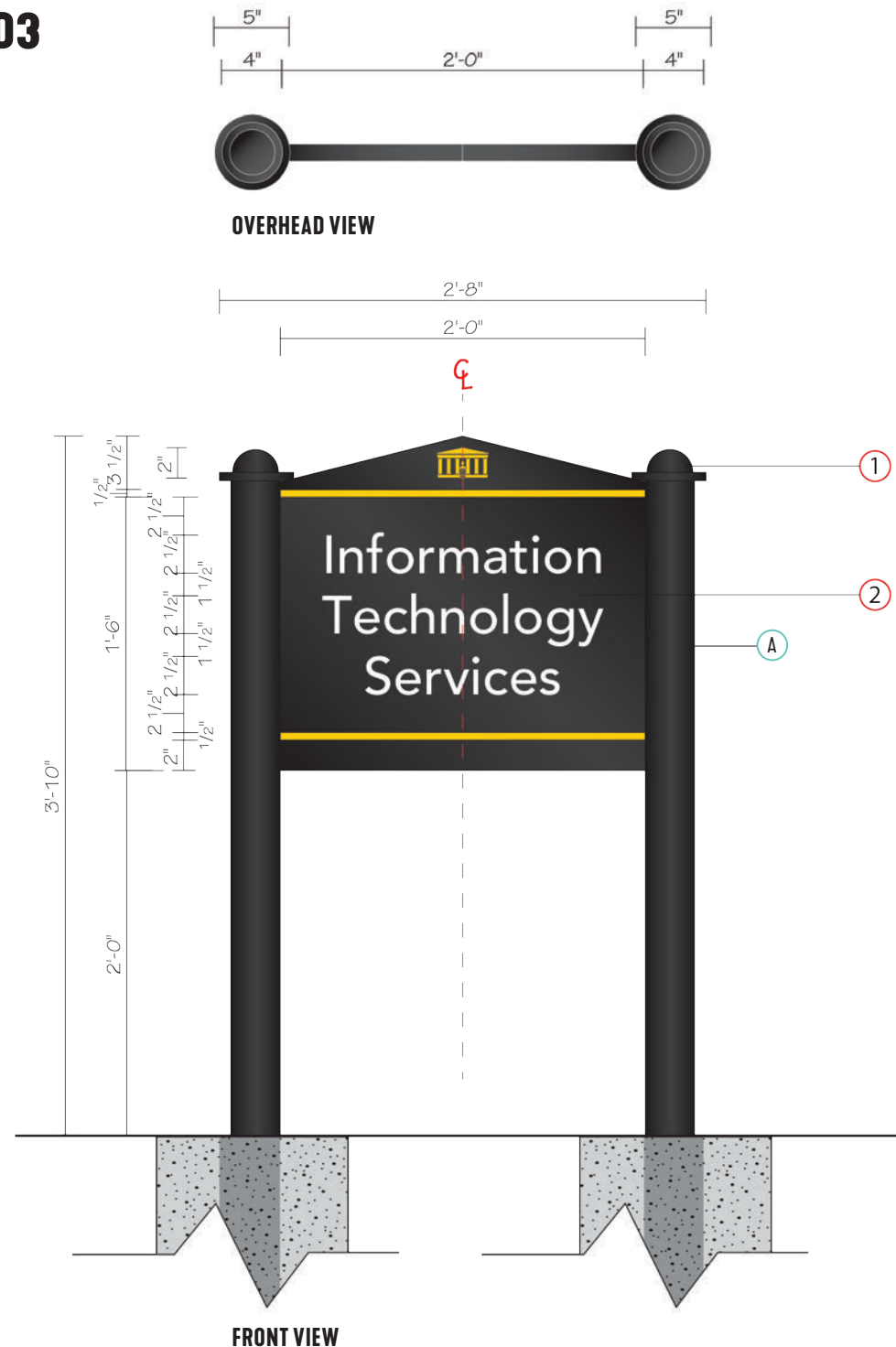
1 3.25" Series 325 full round posts, Black Anodized. 5" round cap with 3.5" dome cap painted black.

2 1.125" Deep Series 125 Black
Anodized Unit with peak top. Flush
face with first surface applied white
vinyl text and yellow vinyl text and
rule lines to match PMS 116c.

Posts buried at a minimum of 24" deep in concrete.

TYPE

A Avenir 65 medium 255pt.



BUILDING IDENTIFICATION SIGNS - D3.B

D3.B is a freestanding sign for a building name that incorporates only one office or name. Includes Centre College in the header.

Sign should be double-sided if perpendicular to the road or walkway and single-sided if parallel.

Size: 22"h x 24"w

MATERIALS

1 3.25" Series 325 full round posts, Black Anodized. 5" round cap with 3.5" dome cap painted black.

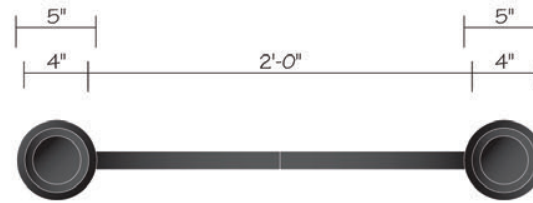
2 1.125" Deep Series 125 Black Anodized Unit with peak top. Flush face with first surface applied white vinyl text and yellow vinyl text and rule lines to match PMS 116c.

Posts buried at a minimum of 24" deep in concrete.

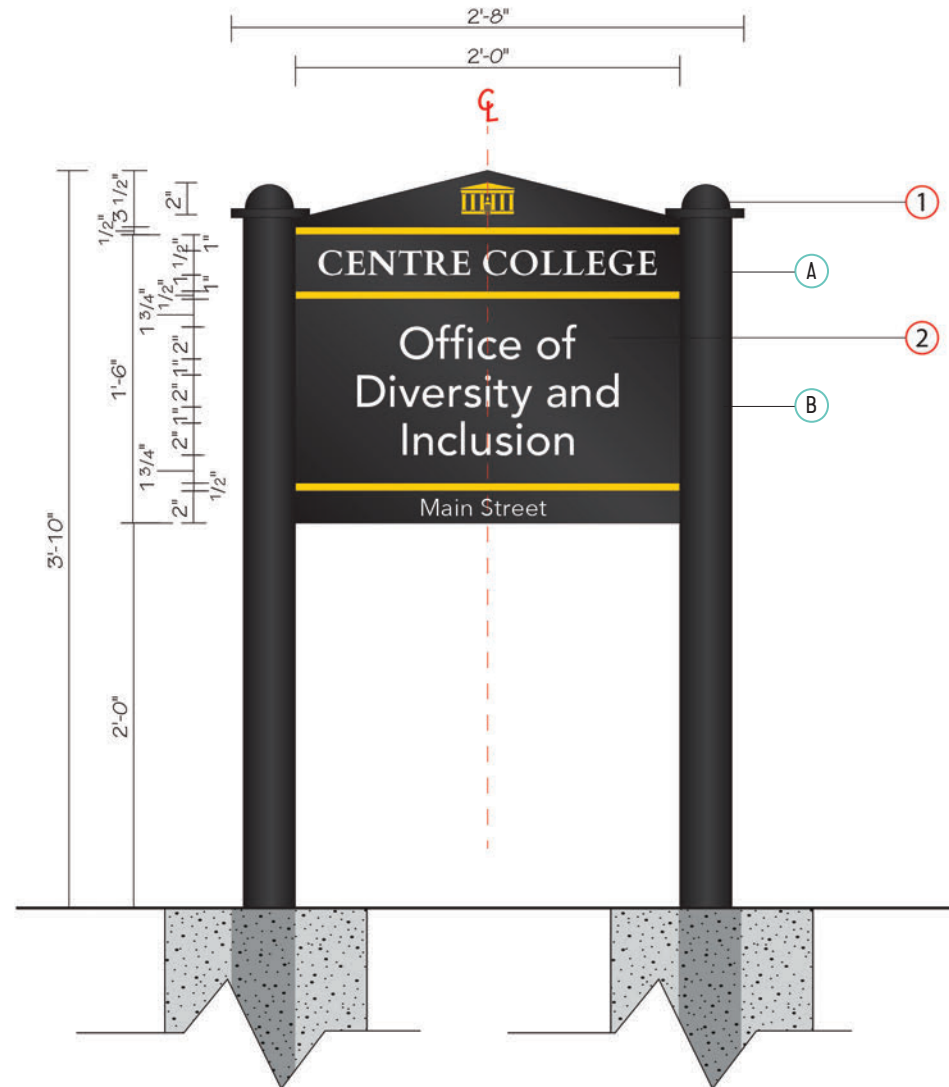
TYPE

A Bembo 150pt.

B Avenir 65 medium 200pt.



OVERHEAD VIEW



FRONT VIEW

BUILDING IDENTIFICATION SIGNS - D4

D4 is a freestanding sign for a building name that incorporates multiple offices. May include the building name in the header if there are too many office names to fit otherwise.

Sign should be double-sided if perpendicular to the road or walkway and single-sided if parallel.

Size: 24"h x 28"w

MATERIALS

1 3.25" Series 325 full round posts, Black Anodized. 5" round cap with 3.5" dome cap painted black.

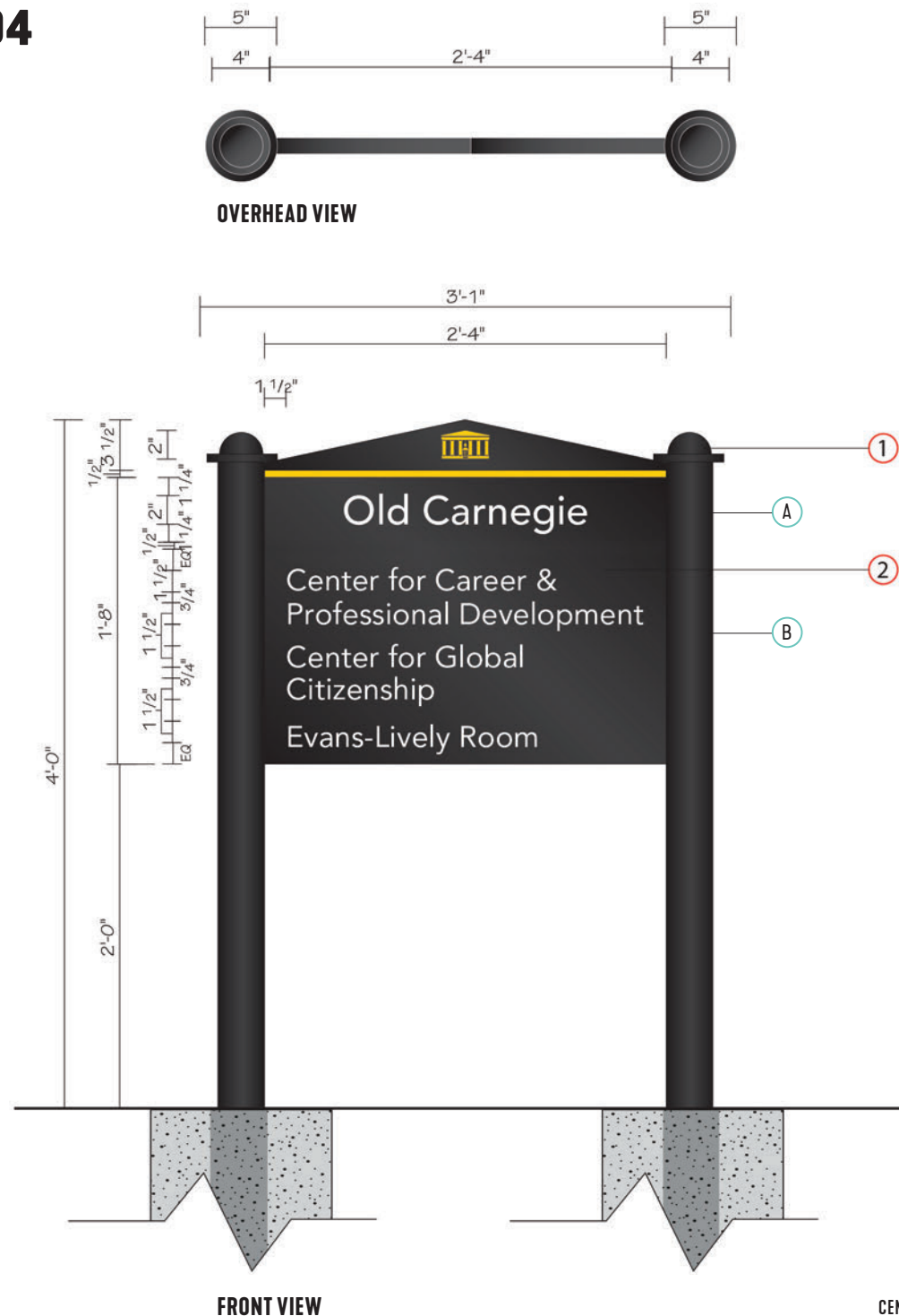
2 1.125" Deep Series 125 Black
Anodized Unit with peak top. Flush
face with first surface applied white
vinyl text and yellow vinyl text and
rule lines to match PMS 116c.

Posts buried at a minimum of 24" deep in concrete.

TYPE

A Avenir 65 medium 153 pt.

B Avenir 65 medium 355 pt.



BUILDING IDENTIFICATION SIGNS - D4.B

D4.B is a freestanding sign for a building name that incorporates multiple offices. May include the building name in the header if there are too many office names to fit otherwise. Includes Centre College in the header.

Sign should be double-sided if perpendicular to the road or walkway and single-sided if parallel.

Size: 24"h x 28"w

MATERIALS

1 3.25" Series 325 full round posts, Black Anodized. 3.5" round cap with 3.5" dome cap painted black.

2 1.125" Deep Series 125 Black Anodized Unit with peak top. Flush face with first surface applied white vinyl text and yellow vinyl text and rule lines to match PMS 116c.

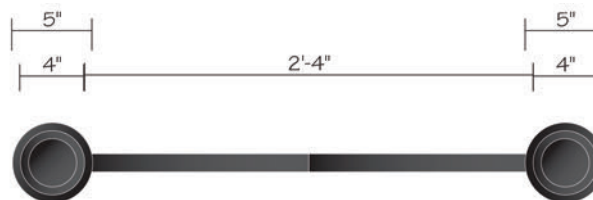
Posts buried at a minimum of 24" deep in concrete.

TYPE

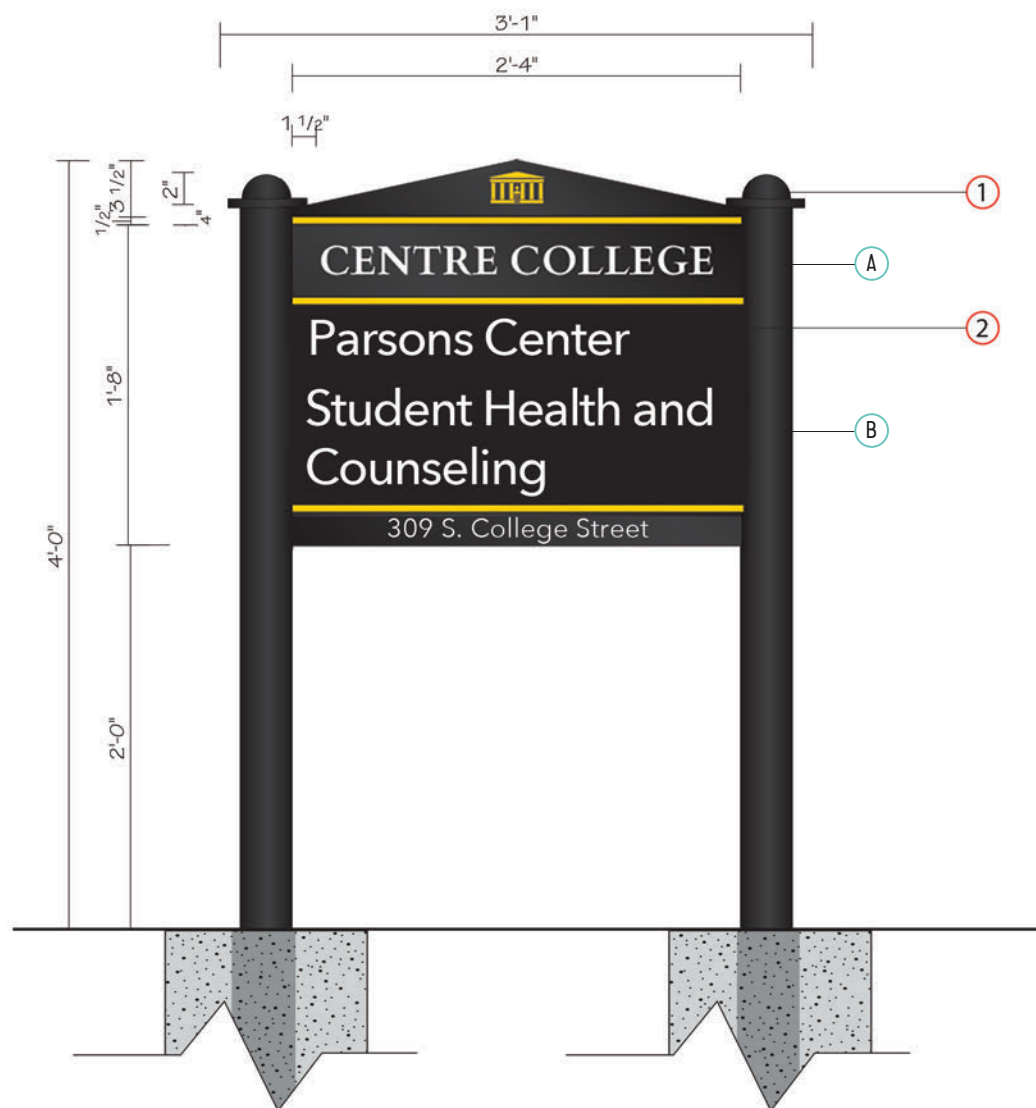
A Bembo 200pt.

B Avenir 65 medium 153pt.

C Avenir Next regular 108pt.



OVERHEAD VIEW



FRONT VIEW

ROADWAY DIRECTIONAL SIGNS - B1

B1 is a roadway directional sign, large, with multiple locations. Disparate locations are separated by yellow lines. Includes Centre College in the header.

Size: 75.3125"h x 46"w

MATERIALS

1 3.25" Series 325 full round posts, Black Anodized. 5" round cap with 3.5" dome cap painted black.

2 1.125" Deep Series 125 Black Anodized Unit with peak top. Flush face with first surface applied white vinyl text and yellow vinyl text and rule lines to match PMS 116c.

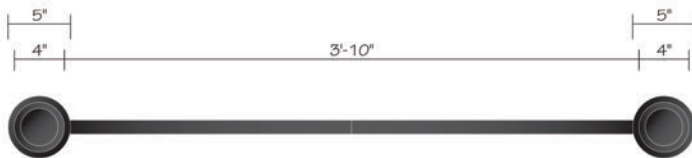
3 Reflective blue and white vinyl circle (4.0" diameter) and letter (Avenir heavy 255pt.).

Posts buried at a minimum of 36" deep in concrete.

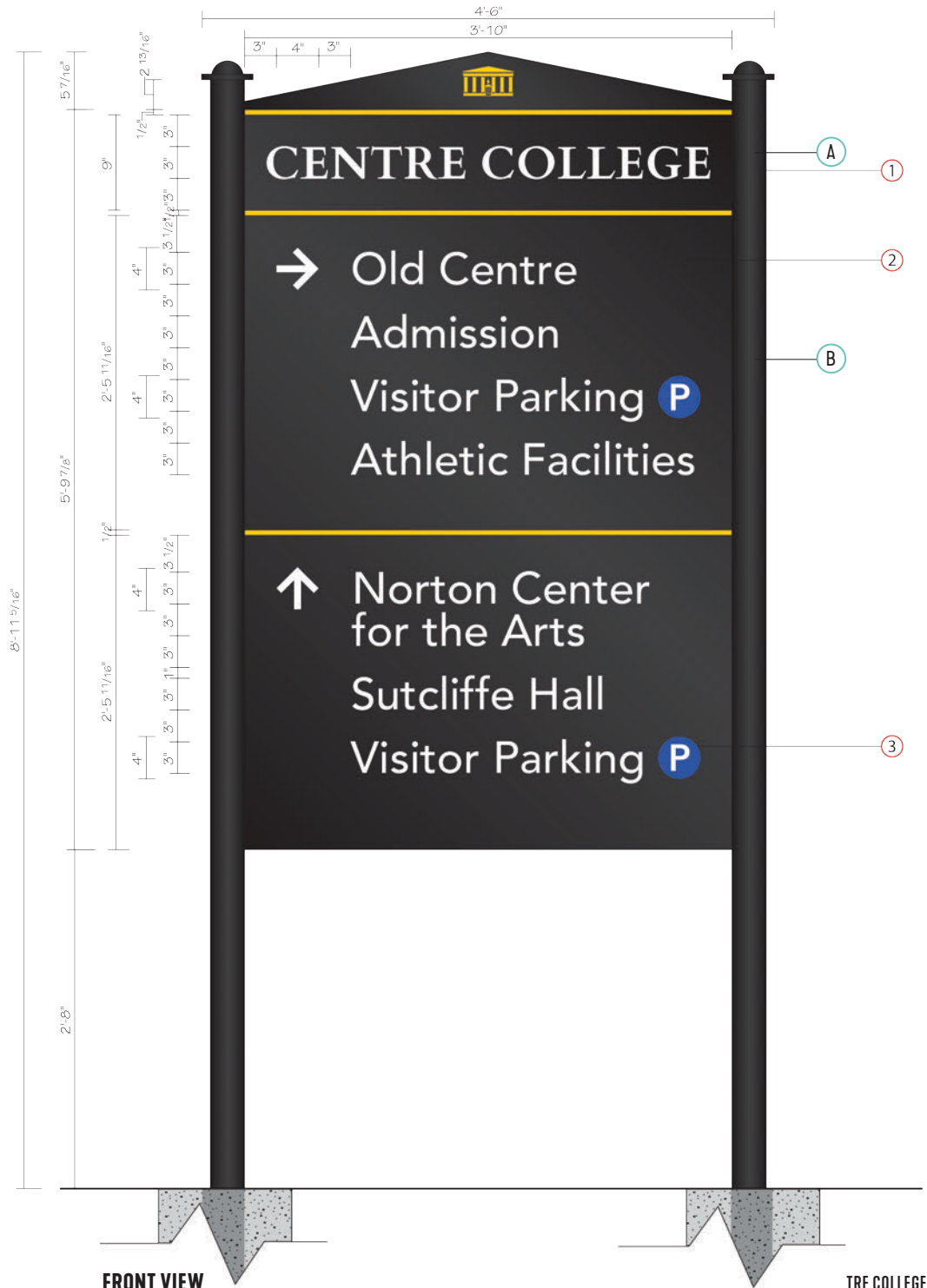
TYPE

A Bembo 300pt.

B Avenir 65 medium 305pt.



OVERHEAD VIEW



FRONT VIEW

ROADWAY DIRECTIONAL SIGNS - B2

B2 is a roadway directional sign, small, with fewer locations.

Size: 35.4375"h x 46"w

MATERIALS

- 1** 3.25" Series 325 full round posts, Black Anodized. 5" round cap with 3.5" dome cap painted black.
 - 2** 1.125" Deep Series 125 Black Anodized Unit with peak top. Flush face with first surface applied white vinyl text and yellow vinyl text and rule lines to match PMS 116c.
 - 3** Reflective blue and white vinyl circle (4" diameter) and letter (Avenir heavy 255pt.).
- Posts buried at a minimum of 24" deep in concrete.

TYPE

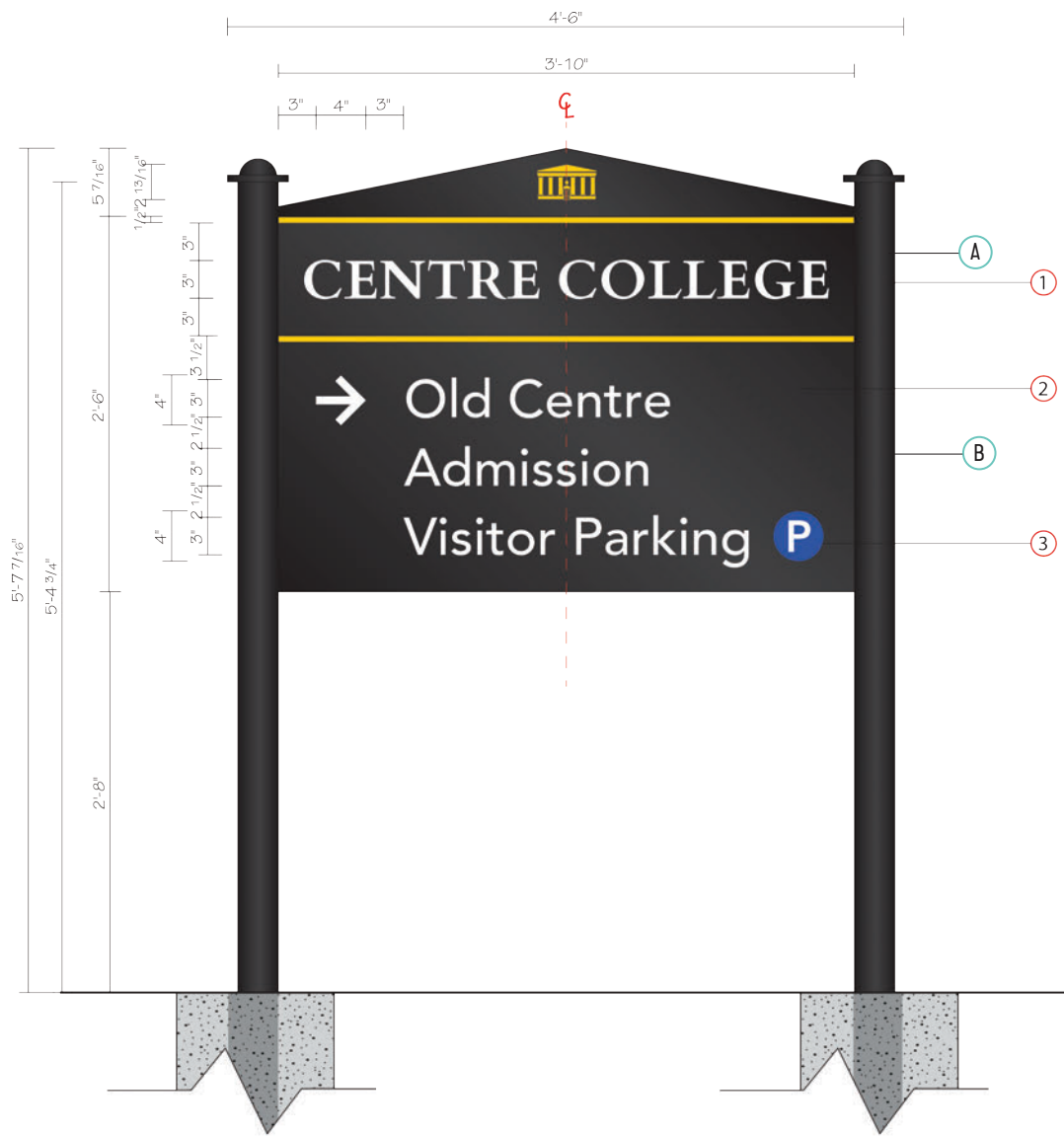
- A** Bembo 300pt.
- B** Avenir 65 medium 305pt.



ALTERNATE LAYOUT



OVERHEAD VIEW



FRONT VIEW

PARKING SIGNS - C1

C1 is a sign to indicate parking areas for guest, students, and staff.

Size: 30"h x 18"w

MATERIALS

1.080" thick aluminum plate painted matte black.

2 Logo and accent lines reflective vinyl decal, yellow to match PMS 116c.

3 Text reflective vinyl white.

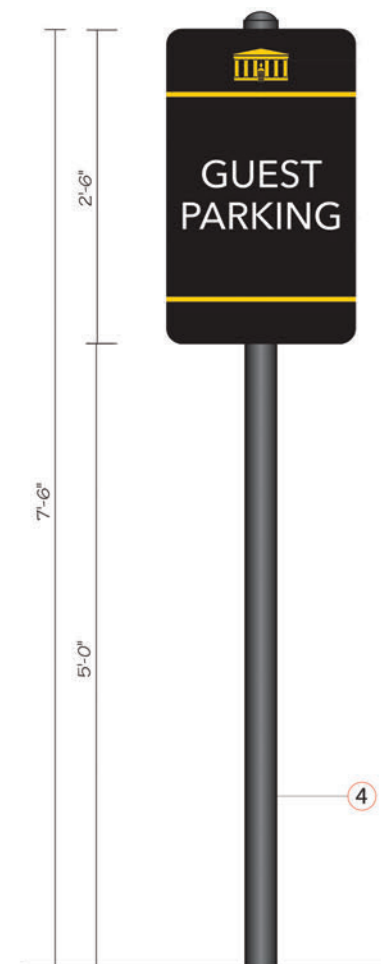
4 3" thick aluminum round post, with rounded cap on top. Painted matte black. Sign mechanically fastened to post.

TYPE

A Avenir 65 medium 255pt.



FRONT VIEW



FRONT VIEW MOUNTING



ALTERNATE VIEW

PARKING SIGNS- C2, C3

C2 is a smaller sign to indicate parking areas for visitors, students, and staff.

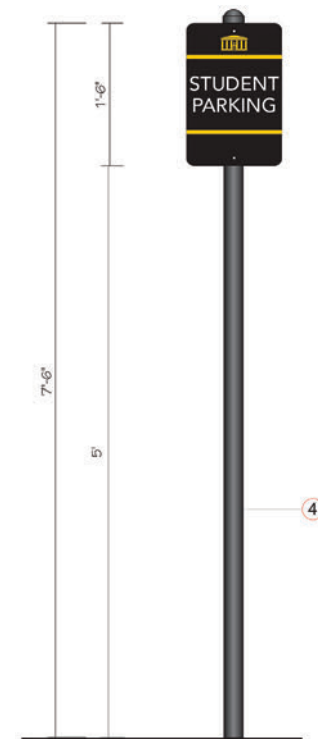
Size: 18"h x 12"w

MATERIALS

- 1 .080" thick aluminum plate painted matte black.
- 2 Logo and accent lines reflective vinyl decal, yellow to match PMS 116c.
- 3 Text reflective vinyl white.
- 4 2.375" OD steel post and rounded cap, painted matte black. Sign mechanically fastened to post.

TYPE

A Avenir 65 medium 180pt.



C3 is a sign to identify an entrance or exit.

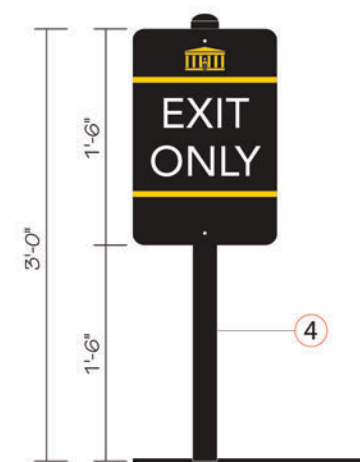
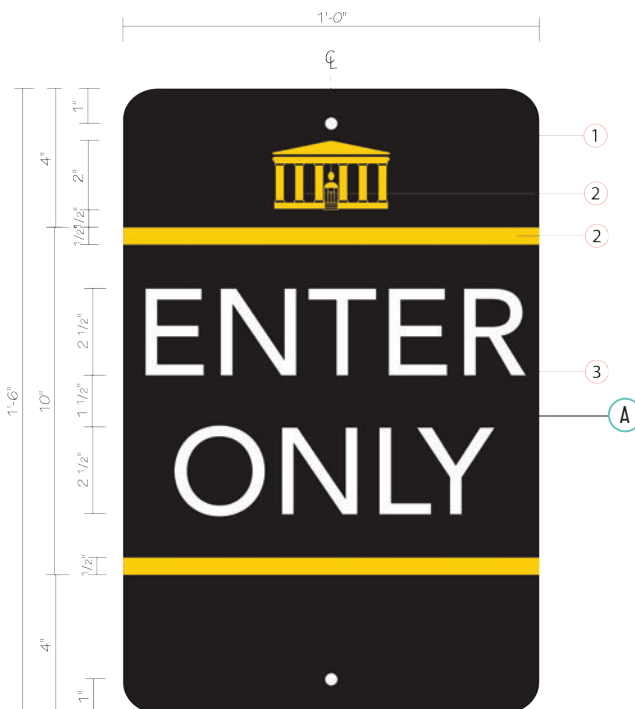
Size: 18"h x 12"w

MATERIALS

- 1 .080" thick aluminum plate painted matte black.
- 2 Logo and accent lines reflective vinyl decal, yellow to match PMS 116c.
- 3 Text reflective vinyl white.
- 4 2.375" OD steel post and rounded cap, painted matte black. Sign mechanically fastened to post.

TYPE

A Avenir 65 medium 255pt.



PARKING SIGNS - D3.P

D3.P is a freestanding sign to indicate parking areas.

Sign should be double-sided if perpendicular to the road or walkway and single-sided if parallel.

Size: 22"h x 24"w

MATERIALS

1 3.25" Series 325 full round posts, Black Anodized. 5" round cap with 3.5" dome cap painted black.

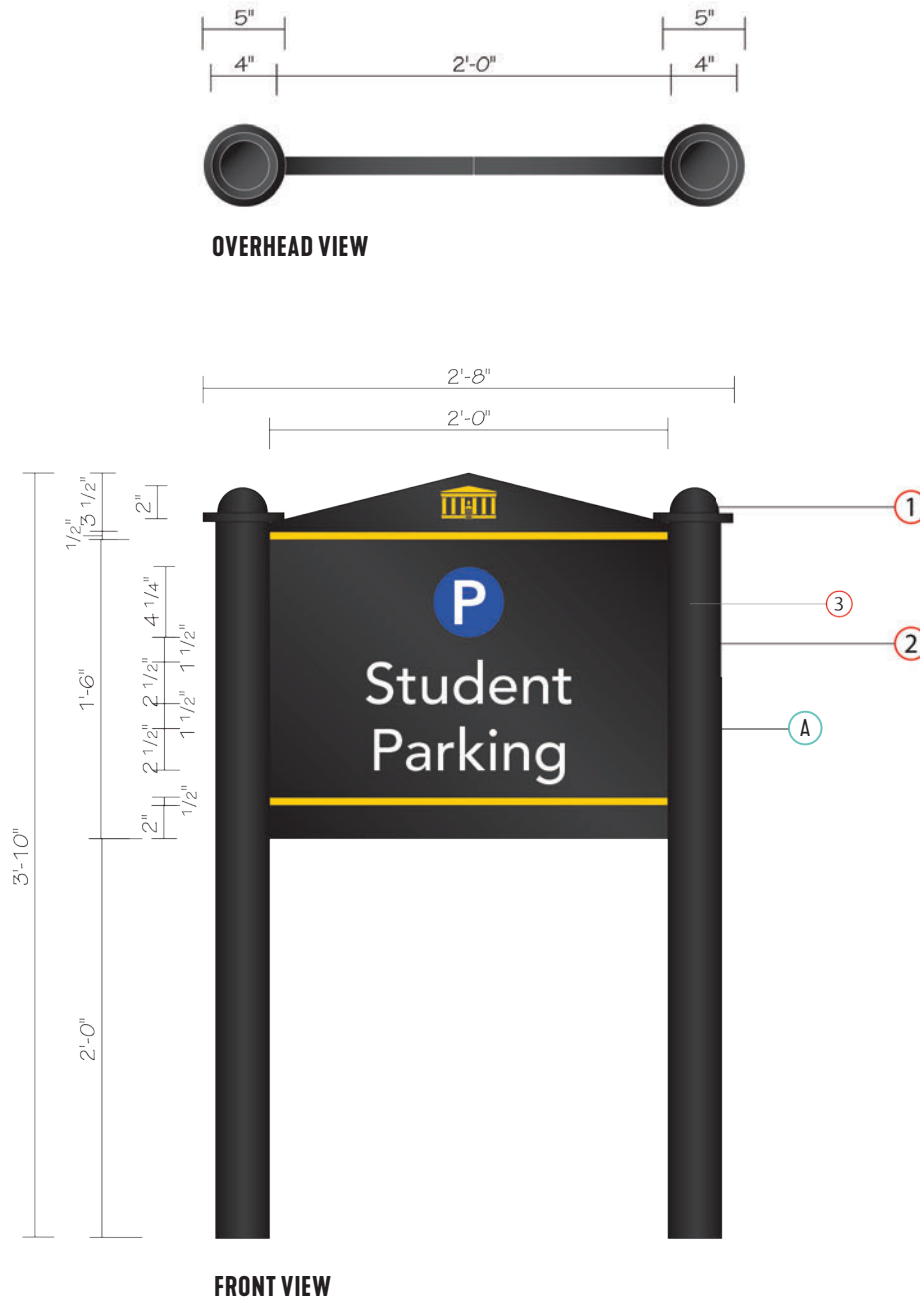
2 1.125" Deep Series 125 Black
Anodized Unit with peak top. Flush face with first surface applied white vinyl text and yellow vinyl text and rule lines to match PMS 116c.

3 Reflective blue and white blue and white vinyl circle (4.25" diameter) and letter (Avenir heavy 265pt.).

Posts buried at a minimum of 24" deep in concrete.

TYPE

A Avenir 65 medium 255pt.



PARKING SIGNS - D4.P

D4.P is a freestanding sign to indicate parking areas.

Sign should be double-sided if perpendicular to the road or walkway and single-sided if parallel.

Numbers should coordinate with the map point on the campus map.

DOWNLOAD THE CAMPUS MAP



Size: 42.5”h x 32”w

MATERIALS

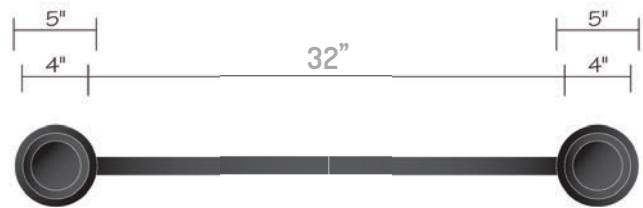
1 3.25" Series 325 full round posts, Black Anodized. 5" round cap with 3.5" dome cap painted black.

2 1.125" Deep Series 125 Black Anodized Unit with peak top. Flush face with first surface applied white vinyl text and yellow vinyl text and rule lines to match PMS 116c.

3 Reflective blue and white (5" diameter) and letter (Avenir heavy 288pt.). Posts buried at a minimum of 24" deep in concrete.

TYPE

- A** Avenir 65 medium 360pt.
- B** Avenir 65 medium 180pt.
- C** Avenir 65 medium 144pt.



OVERHEAD VIEW



CAMPUS MAP SIGNS

Size: 60"h x 48"w

1 3.25" Series 325 full round posts, Black Anodized. 5" round cap with 3.5" dome cap painted black.

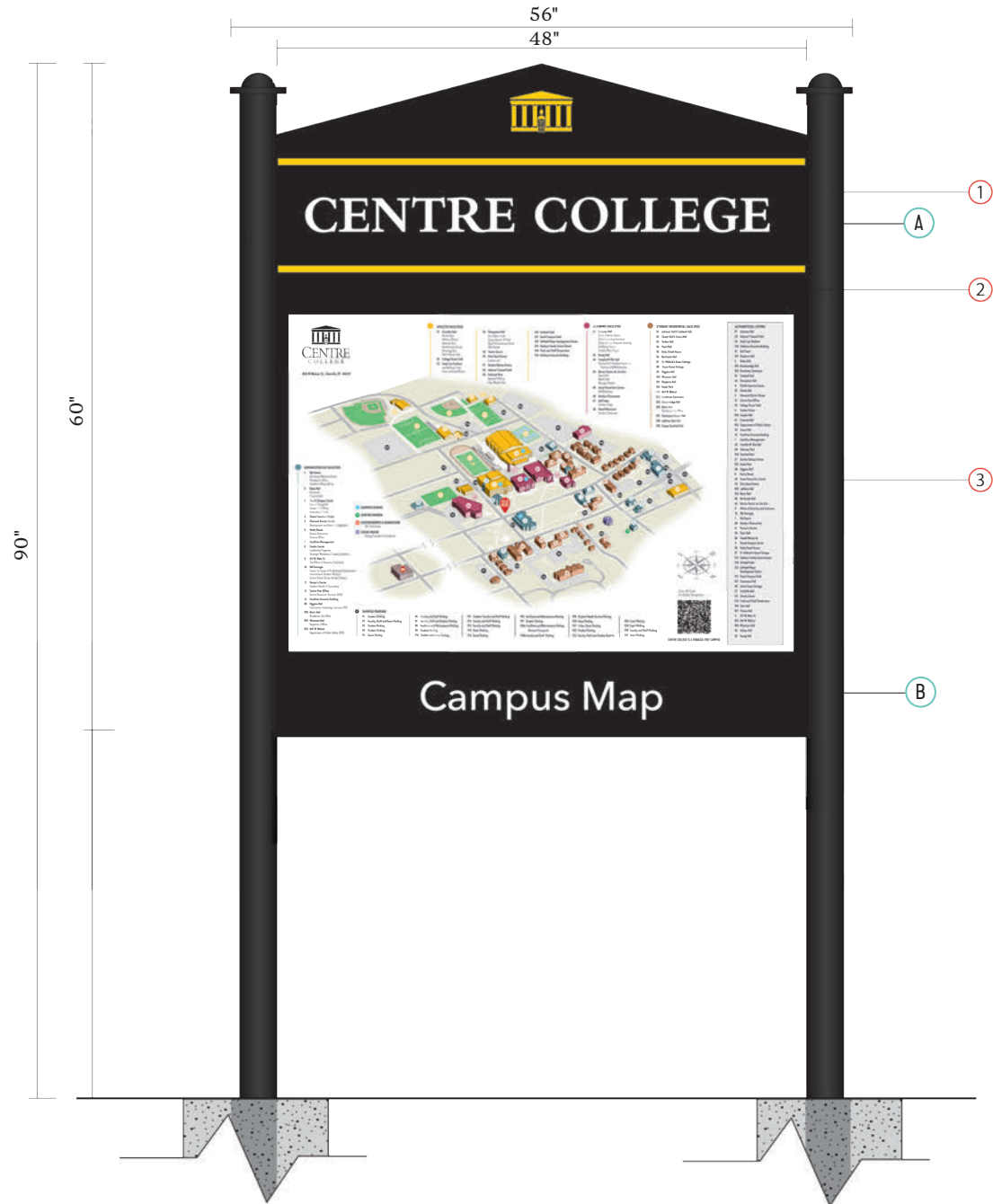
2 1.125" Deep Series 125 Black Anodized Unit with peak top. Flush face with first surface applied white vinyl text and yellow vinyl text and rule lines to match PMS 116c.

3 Campus map image is 30"h x 45"w
Posts buried at a minimum of 36" deep in concrete.

TYPE

A Bembo 300 pt.

B Avenir 65 medium 305 pt.



EXTERIOR BUILDING LETTERS

MATERIALS

.5" thick flat cut sintra letters, all visible surfaces painted black.
Letters mounted to metal, wood, or brick surfaces with DFT and silicone.

TYPE

Bembo

34'-9 1/4"
1'-6" 1'-4"
NORTON CENTER FOR THE ARTS

26'-11 9/16"
1'-2" 1'-0"
NORTON CENTER FOR THE ARTS

7'-4"
10" 9"
PEARL HALL

4'-10 7/8"
6" 5"
HIGGINS HALL

4'-4 1/2"
5" 4"
BINGHAM HALL

3'-3 3/8"
4" 3"
BINGHAM HALL

ATHLETIC SIGNAGE SPECIFICATIONS

FLOOR LEVEL IDENTIFICATION SIGNS

MATERIALS

1 Backplate is .25" thick clear acrylic first surface and edges painted white. First surface flatbed printed black text and graphics.

2 Faceplate is .25" thick clear acrylic with second surface flatbed printed black text and background color to match PMS 116c. Backed with white GF 220 backer vinyl.

Sign mounted flush to wall with DFT and silicone

TYPE

A Kapra Neue bold expanded 41pt

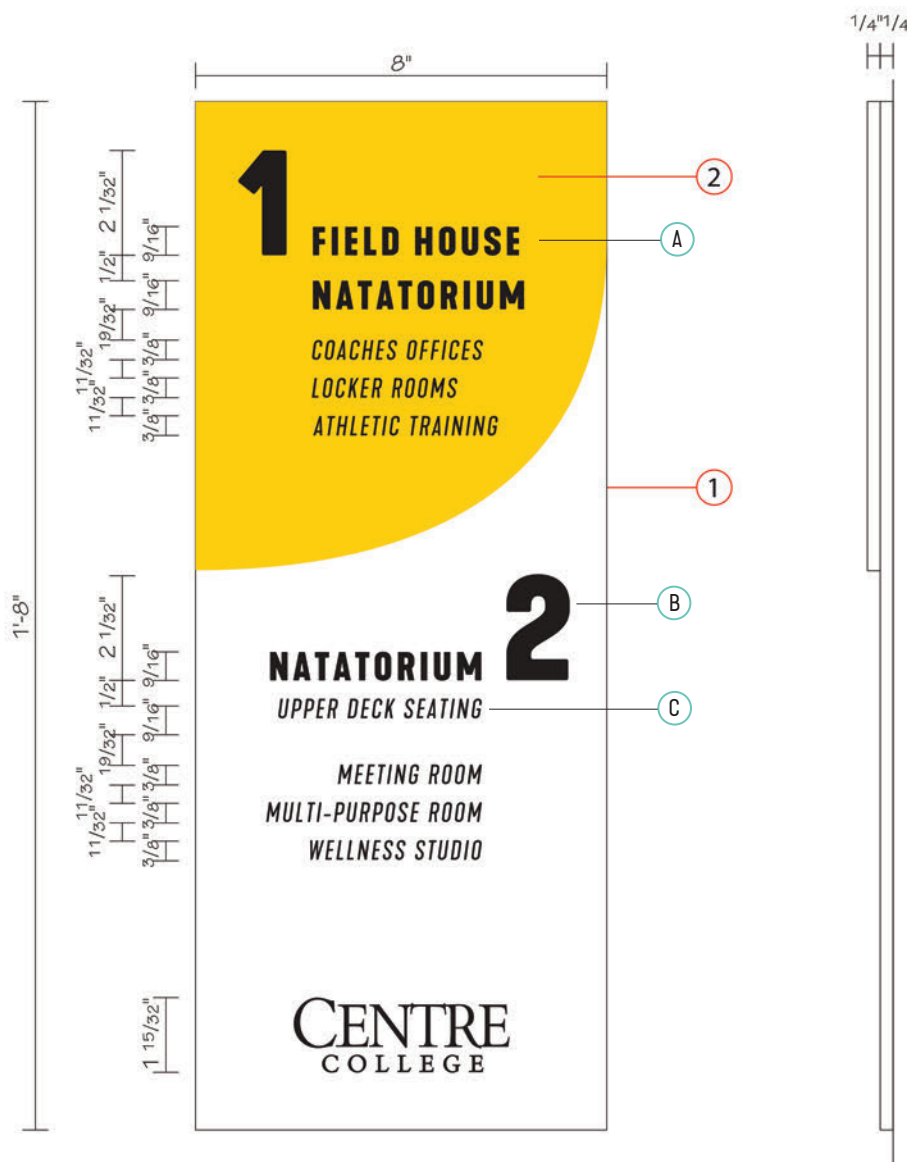
B Kapra Neue bold 144pt.

C Kapra Neue regular italic 27pt.



FIRST FLOOR

SECOND FLOOR



FRONT VIEW

SIDE VIEW

OVERHEAD IDENTIFICATION SIGNS

EXTERIOR

MATERIALS

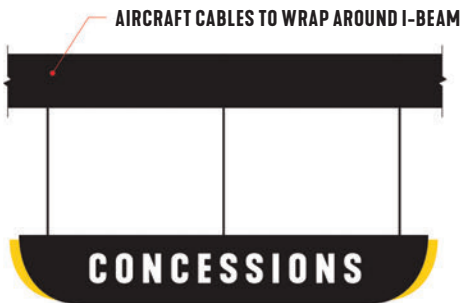
1 Faceplate (2 plates) is 3mm White DA Maxmetal panel with flatbed printed text and graphics. Colors to match PMS 116c, white, and black.

2 Midplate is .5" thick sintra with all surfaces painted to match PMS 116c.

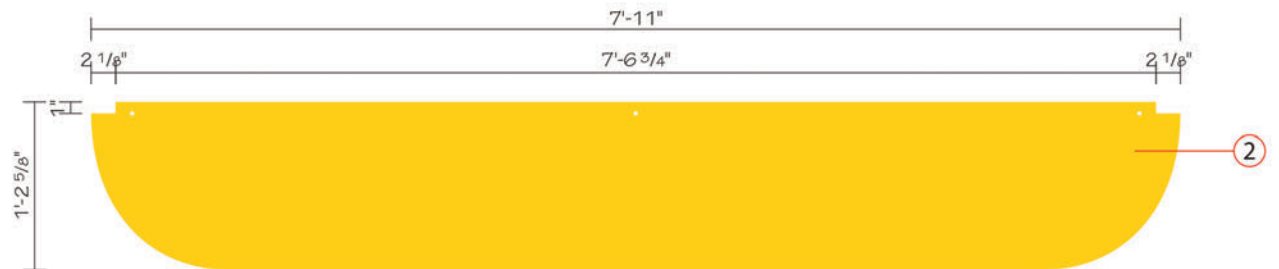
Sign mounted with aircraft cables. Cable to wrap around I-beam and secured to sign.

TYPE

A Kapra Neue bold 396pt.



MOUNTING DETAIL



OVERHEAD IDENTIFICATION SIGNS

EXTERIOR WALL MOUNT

MATERIALS

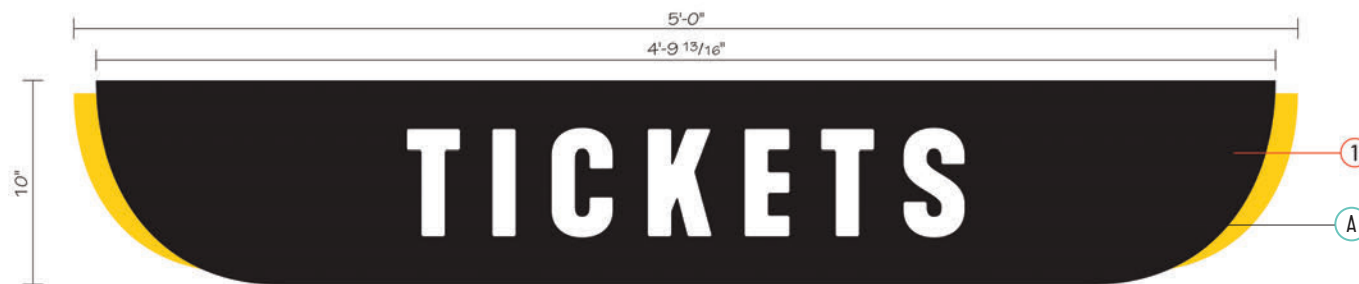
1 Faceplate is 3mm White DA Maxmetal panel with flatbed printed text and graphics. Colors to match PMS 116c, white and black.

Faceplate mounted to wall with DFT and Silicone.

Sign fabricated out of one piece of 3mm DA Maxmetal.

TYPE

A Kapra Neue bold 396pt.



BLADE IDENTIFICATION SIGNS

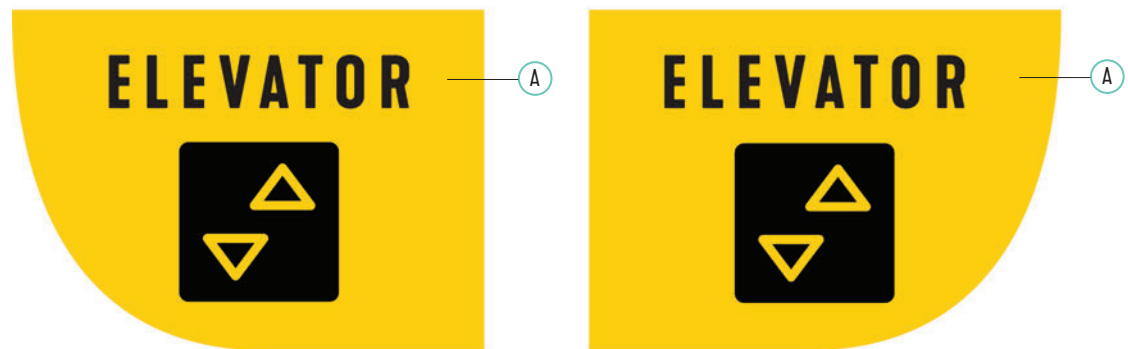
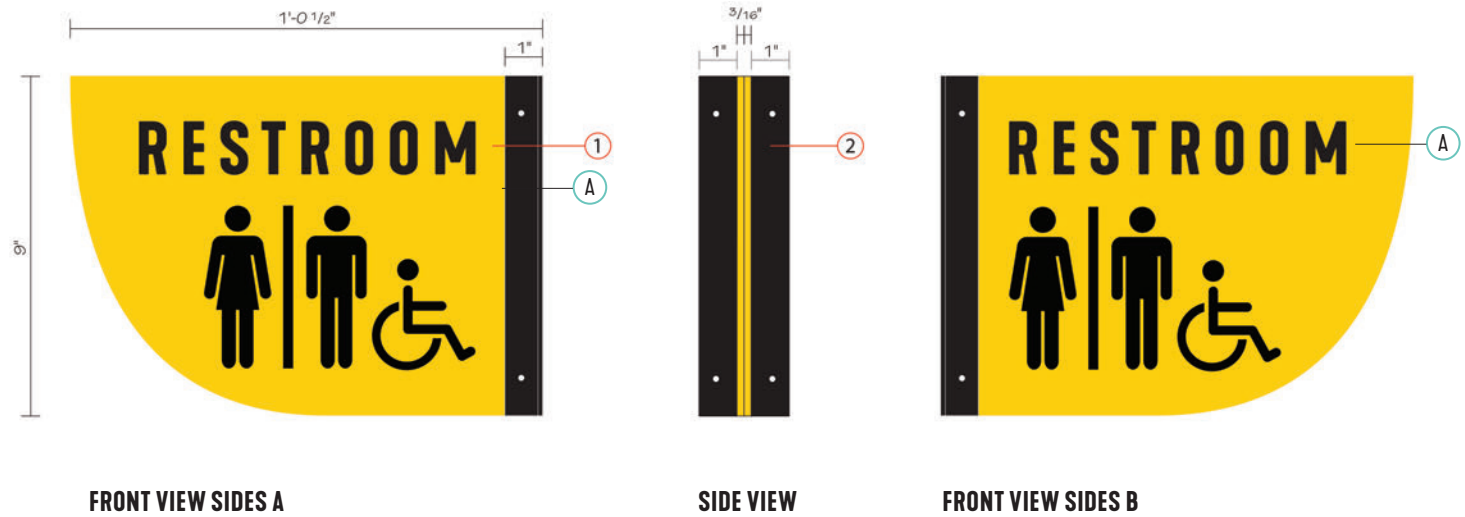
MATERIALS

1 Faceplate (2 plates) is .1875" thick clear acrylic first surface and edges painted to match PMS 116c. First surface applied matte black cut vinyl graphics.

2 1" x 1" x .125" aluminum angle with .1875" holes painted black. Sign mounted flush to wall with bracket.

TYPE

A Kapra semibold 72pt.



ALTERNATE VIEW SIDES A & B

OVERHEAD DIRECTIONAL SIGNS

CEILING MOUNT

MATERIALS

1 Faceplate (2 plates) is .25" thick white sintra with flatbed printed text and graphics. Colors to match 116c and black.

2 Ceiling track mounting brackets painted white. Sign gets slot cut in top to accept bracket. Small screws counter sunk to secure sign to bracket.

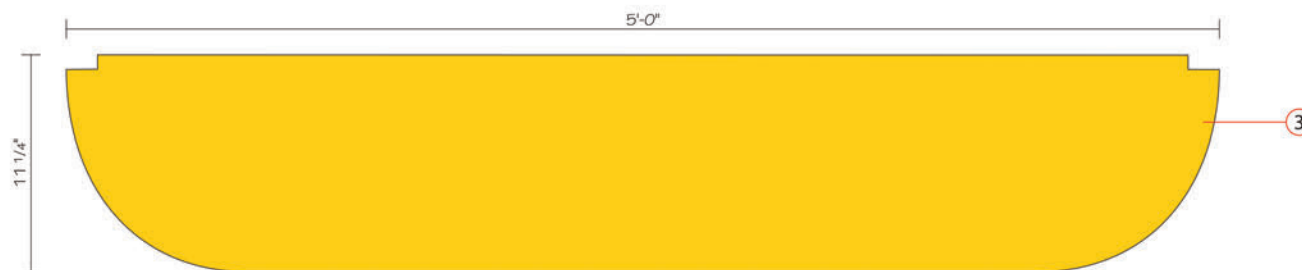
3 Midplate is .5" thick sintra with all surfaces painted to match PMS 116c.

Signs are double sided.

TYPE

A Kapra Neue italic 46pt.

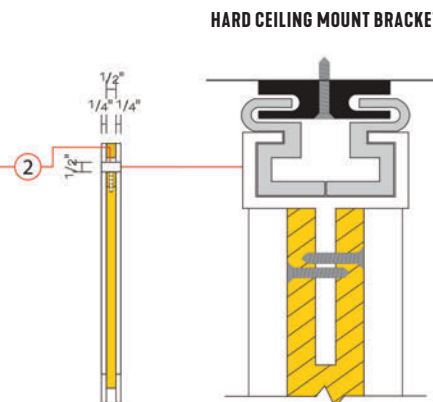
B Kapra Neue semibold expanded 97pt.



MIDPLATE: SINTRA DETAIL



FRONT VIEW



SIDE VIEW

MOUNTING DETAIL

PEDESTRIAN DIRECTIONAL SIGNS

GROUND

MATERIALS

1 Faceplate (2 plates) is 3mm DA Maxmetal sign panel first surface flatbed printed black text and graphics.

2 Backplate is 3MM Maxmetal sign panel with first surface applied vinyl graphics. Graphics printed on 3M 40c with Arlon 3420 Satin Overlamination. Colors to match PMS 116c, Black, and white.

3 2" x 2" fabricated tubing sign frame. Painted to match PMS 116c and Black.

4 .090 Fabricated aluminum piece to form arc. Welded to sign frame.

Backplate mechanically fastened to fabricated sign frame to hide welds.

Faceplate mounted to backplate using DFT and silicone.

Sign frame mounted in ground. Posts buried a minimum depth of 24".

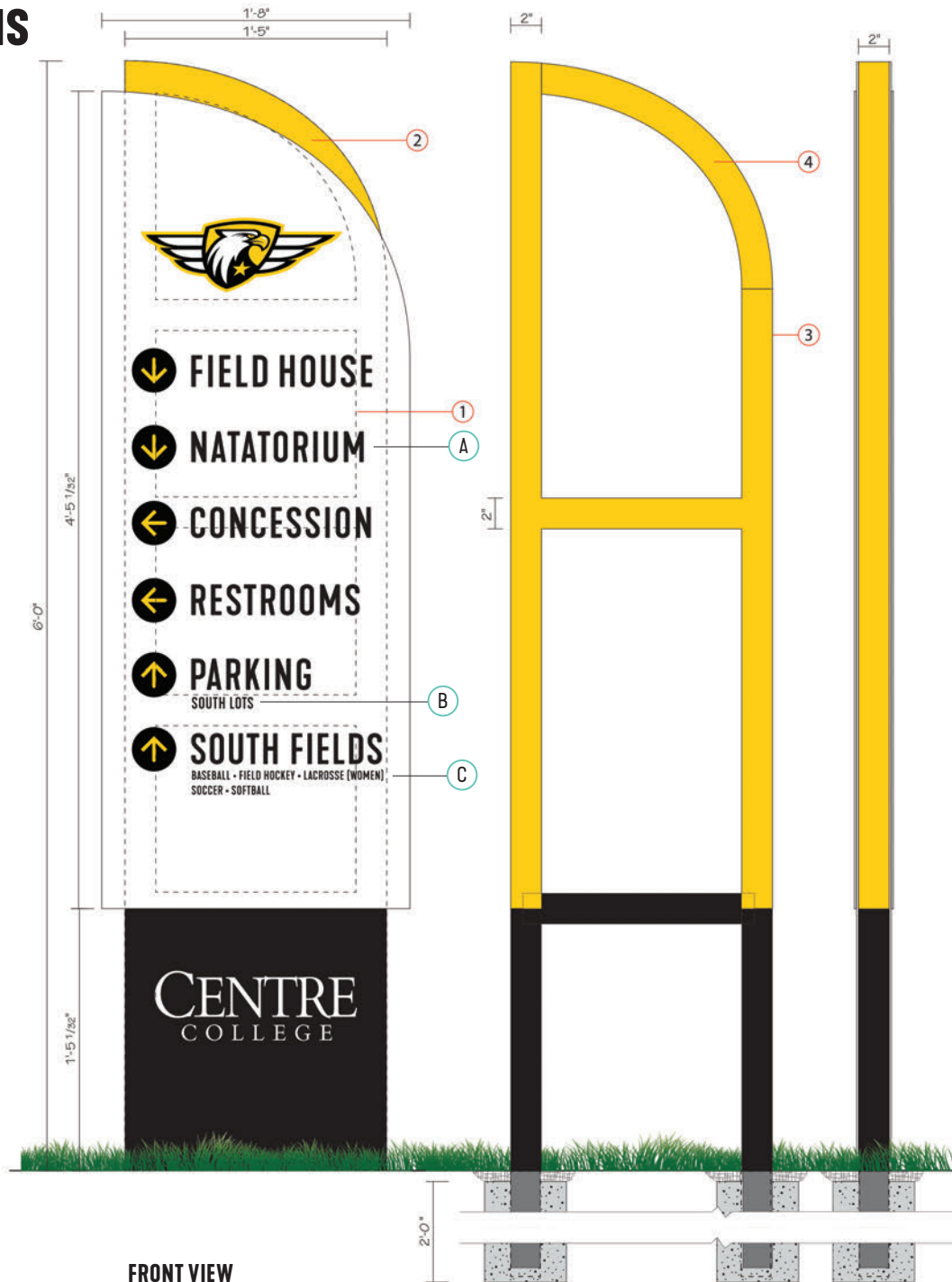
Signs are double sided.

TYPE

A Kapra Neue medium 144pt.

B Kapra Neue medium 54pt.

C Kapra Neue medium 46pt.



FRONT VIEW

MATERIALS

Colors to match PMS 116c, white,
and black.

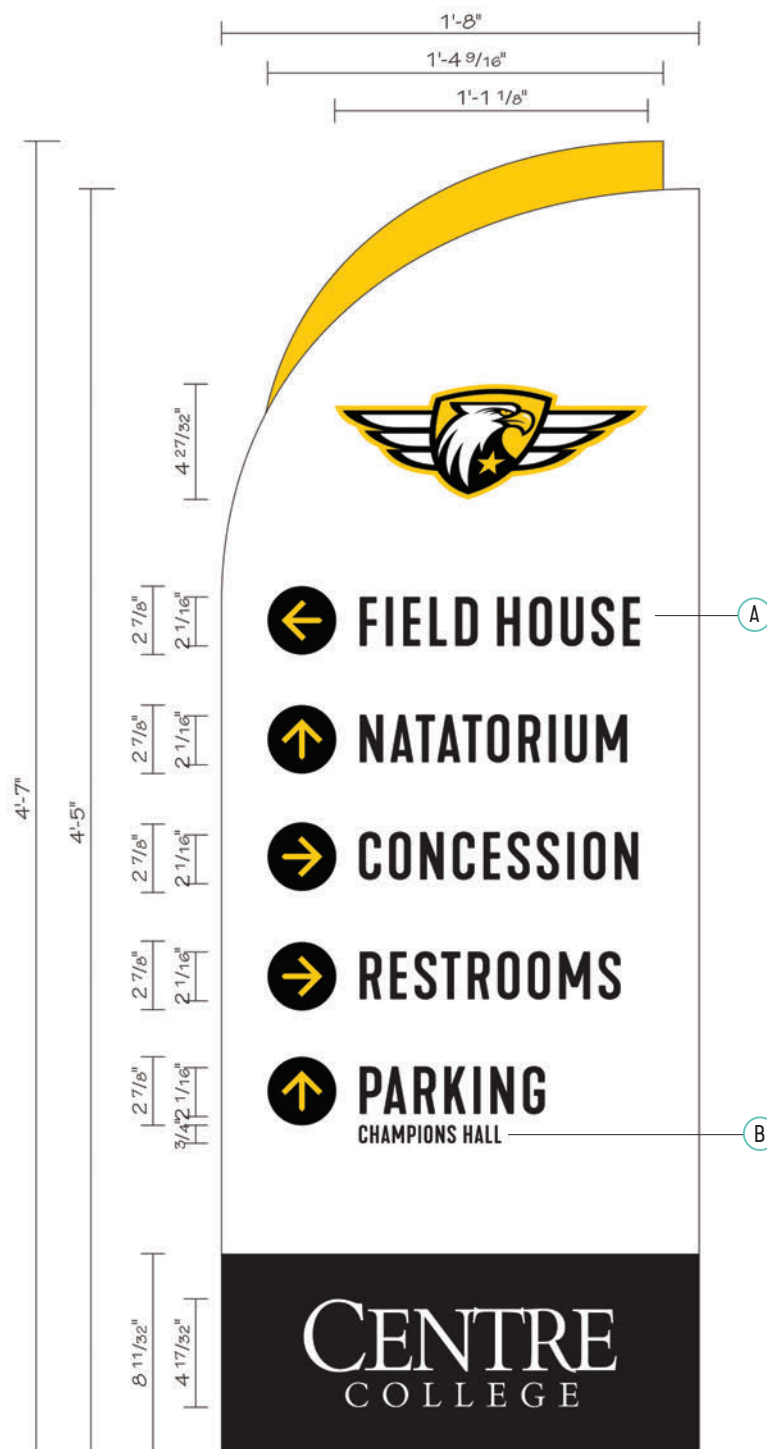
Faceplate mounted to wall with
DFT and silicone.

Sign fabricated as one 3mm DA
Maxmetal piece.

TYPE

A Kapra Neue medium 149.

B Kapra Neue medium 54pt.



EXTERIOR BUILDING LETTERS

MATERIALS

.5" thick flat cut sintra letters, painted all visible surfaces black.

Letters mounted to metal, wood, or brick surfaces with DFT and silicone.



FRONT VIEW

SIDE VIEW

PRODUCTION AND INSTALLATION

Please work with Strategic Marketing and Communications for preferred vendors for both installations and production. When planning sign placements, please consider sight lines of nearby traffic entering and exiting the roadway.

Prior to installation, Strategic Marketing and Communications will work with Facilities to schedule the marking of utility lines.

Questions?

If you're looking for resources,
or simply have questions about
wayfinding, please contact:
communications@centre.edu



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Combs Center
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