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The purpose of the Interior Signage Standard is to establish a uniform interior signage strategy which promotes consistent content delivery and graphic identity to enhance wayfinding throughout facilities on the WSU Pullman campus. It may be used as a guideline for other WSU campuses as well.

This document is intended to provide a standard on interior signage requirements for WSU’s Pullman campus and other WSU campuses that have adopted these standards.

Adhering to the requirements within these standards will establish a signage methodology that uniformly implements WSU’s interior signage program and achieves the following:

1) Promotes wayfinding and a consistent navigable environment.
2) Unifies the campus and enhances the university’s identity, character, and sense of place.
3) Enables WSU Facilities Services to be more responsive to signage requests.

Signage shall be manufactured and installed in accordance with this document, WSU’s Signage Policies, and the codes and standards adopted by local, state, and federal government. Adopted state and federal regulations shall take precedence where discrepancies arise between the regulations and this document. Questions and concerns about compliance may be directed to Facilities Services.

International Building Code (IBC)
Washington State Building Code
ICC/ANSI A 117.1 Accessible and Usable Buildings and Facilities
International Fire Code
ADA Standards for Accessible Design
WSU Standards and Policies
   WSU Brand Identity Program
   Temporary Signage Policy- BPPM 20.43
   Postings Policy- BPPM 20.39

For all new construction and interior remodels under contract signage shall be the responsibility of the General Contractor.

In existing buildings, updates, and modifications of existing signage may be requested to reflect personnel changes, department relocations, and other changes within buildings. All supplementary and replacement interior signage shall be manufactured and installed by Facilities Services Sign Shop. To request services for interior signage or temporary signage please submit a work request at myfacilities.wsu.edu

Cost for replacement and supplementary signage will be charged to the department or project budget.

Signage requests that do not meet the requirements established within this document are subject to approval by the Design Review Committee.

Although other campuses may have their own standards, all campuses must comply with the WSU visual brand. Consistency in branding helps promote campus wayfinding in a clear unified manner.

WSU athletics related signage may be subject to the Cougar Athletics Brand Identity Guidelines. Contact Cougar Athletics Creative Services for more information.
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INTRODUCTION

The Kit of Parts contains the fundamental components of WSU's interior signage program. In this section you will find information regarding material options, approved symbols for signage, as well as the basic requirements and resources for typography.
For projects installing new signage throughout the entire building, utilize one material option for all required building signage.

When signs are being added or updated, the new signs shall match the material of the existing signage throughout the building.

**PVC SUBSTRATE**

Matte Black  Blue

Finishes: Matte black, ADA blue

Thickness: 0.25”

**BRUSHED ALUMINUM SUBSTRATE**

Hairline brushed aluminum finish

Thickness: 0.25”

**VINYL LETTERING**

Common applications for vinyl lettering are building addresses and hours, department names and hours, and special-use room names. Lettering is available in white or black. Choose the color that provides the most contrast with respect to the background and reflections at each location.

Vinyl lettering may be used on glass to supplement building signage at approved locations.

**RAISED LETTERING**

Common applications for raised lettering are department names and special-use room names. Lettering is available in a variety of finishes. Lettering in public spaces are subject to approval by the Design Review committee.

**CLINGS**

Wall clings shall comply with the university’s brand standards and are subject to approval by University Communications and the Design Review Committee. Clings can be used to provide information about a room or space, such as rules or instructions; however, text must comply with the requirements for informational signs which is outlined in Kit of Parts-Typography. Clings shall not be used for identification signage, directional signage, or where signs are required by code.

**PHOTOLUMINESCENT**

Power Free photoluminescent signs or glow in the dark signs are an option for life safety signage.
If you do not find a symbol for your depiction, please contact the Design Review Committee.

AED, eye wash/shower use manufacturer provided signage.

**INTERNATIONAL SYMBOL OF ACCESSIBILITY**

Use as directed by code and accessibility requirements.

Pullman, WA code dictates that the symbol shall be white on a blue background.
| RAISED | Font: Proxima Nova-Medium | Lettering: Raised Character Uppercase  
Lettering must comply with requirements for raised/ tactile characters:  
- ADA  
- ICC/ ANSI A 117.1 | Braille: Braille must follow each raised message and comply with requirements for braille:  
- ADA  
- ICC A 117.1 | Character Height: 5/8" - 2"  
Use text height as specified in signage drawings. | Line Spacing: 150% preferred  
135- 170% allowable |
| VISUAL | Font: Proxima Nova | Lettering: Visual Character  
Uppercase/ lowercase  
Lettering must comply with requirements for visual characters:  
- ADA  
- ICC/ ANSI A 117.1 | None | When mounted 40" - 70" above floor:  
5/8" minimum  
When mounted 70" - 180" above floor (ceiling/ blade signs):  
2" minimum | 150% preferred  
135- 170% allowable  
200% minimum between separate messages or listings |
Use Proxima Nova-Medium font for all code required building signage (i.e. identification, area of refuge, life safety, etc.) Signs that are not required by code may utilize the Proxima Nova font family as a secondary font. Refer to brand.wsu.edu for general usage requirements and guidelines.

Contractors can obtain the fonts upon request from WSU Facilities Services for the sole purpose of manufacturing signage for WSU. Official WSU units may obtain the font family upon request at brand.wsu.edu.

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
When a tactile message is used, braille is required.
The first character in the room number for academic buildings indicates the floor on which the room is located:

- B = Basement
- G = Ground
- M = Mezzanine
- P = Penthouse
- # = Floor Numbers

Room F12A is located in unit 12 within Building F.

A letter suffix shall be added to identify a secondary room within a primary room. Where multiple secondary rooms exist within one room, suffixes shall start with the letter A and proceed through the alphabet.
REQUIRED CLEAR SPACE
Identification signs must have a minimum 18” x 18” clear floor space centered on the raised letters and/or pictogram. Refer to ADA Standards for accessible designs.

DOUBLE DOOR
For double doors with two active leaves, mount signs to the right of the right hand door.

For double doors with one active leaf, mount signs on the inactive leaf.

LOCATION
Generally, identification signs are mounted to the wall on the latch side of the door.

Special circumstances may require signs to be mounted in an alternate location.
Generally, identification signs are mounted to the wall on the latch side of the door. Special circumstances may require signs to be mounted in an alternative location.

Identification signs must have a minimum 18” x 18” clear floor space centered on the raised letters and/or pictogram. Refer to ADA Standards for accessible designs.
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INTRODUCTION

This section categorizes WSU's building signage into four main groups based on their function and code requirements. Technical drawings follow each overview and provide graphic layouts and basic code requirements for the selected signs. Adhering to these guidelines ensures signage at WSU meets federal and state requirements. Adopted state and federal regulations shall take precedence where discrepancies arise between their requirements and this document.
SIGNAGE TYPES
IDENTIFICATION

Usages include offices and other rooms where the function is permanent.

ROOM CONFIGURATION 1

SIGN TYPE 1.01A

Room Number
Tactile / raised characters
UPPERCASE only
Aligned top left
Text height: 1"

Braille
Braille and spacing requirements shall meet ADA & ICC / ANSI A117.1

Room Name
Tactile / raised characters
UPPERCASE only
Aligned bottom left
Text height: 5/8"
SIGNAGE TYPES
IDENTIFICATION

Usages include offices and other rooms where the function may change frequently. Temporary room signage.

A Room Number
Tactile / raised characters
UPPERCASE only
Aligned top left
Text height: 1”

B Braille
Braille and spacing requirements shall meet ADA & ICC / ANSI A117.1

C Removable Lens
Copy on insert
Uppercase or lowercase
Aligned left, centered vertically.
Text height varies.

ROOM CONFIGURATION 2

SIGN TYPE 1.01B

Butch T. Cougar
WSU Athletics Mascot

1/4” Margins
1 3/4”
5 1/2”
6”
SIGNAGE TYPES

IDENTIFICATION

Permanent room signage.

Room Number
- Tactile / raised characters
- UPPERCASE only
- Aligned top left
- Text height: 1"

Room Name
- Tactile / raised characters
- UPPERCASE only
- Aligned bottom left
- Text height: 5/8"

Braille
- Braille and spacing requirements shall meet ADA & ICC / ANSI A117.1

ROOM CONFIGURATION 3

SIGN TYPE 1.01C
ID9 OVERVIEW
Size: 9" x 6"
ID9 is suitable for signs that require tactile room names, or when longer descriptive messages are desired.

USE
Permanent rooms, special use areas, department suites, etc.

SIGNAGE TYPES
IDENTIFICATION
Message in removable lens is temporary.

ROOM CONFIGURATION 4

SIGN TYPE 1.01D

A Room Number
Tactile / raised characters
UPPERCASE only
Aligned top left
Text height: 1"

B Braille
Braille and spacing requirements shall meet ADA & ICC / ANSI A117.1

C Removable Insert
Copy on insert
Uppercase or lowercase
Aligned left, centered vertically
Text height: 3/8" - 1/2"

Department of Finance and Management Science
SIGNAGE TYPES
IDENTIFICATION

ROOM CONFIGURATION 5- DONOR PLAQUE

Sign Types

A. Room Number
   Tactile / raised characters
   UPPERCASE only
   Aligned top left
   Text height: 1”

B. Braille
   Braille and spacing requirements shall
   meet ADA & ICC / ANSI A117.1

C. Room Name
   Tactile / raised characters
   UPPERCASE only
   Aligned bottom left
   Text height: 5/8”

D. Donor Panel
   Copy on insert.
   Centered vertically. Text height varies.

A gift made by
JIM & KATHY OLIVER
**Room Configuration 6 - Donor Plaque**

**Room Number**
- Tactile / raised characters
- UPPERCASE only
- Aligned top left
- Text height: 1”

**Braille**
- Braille and spacing requirements shall meet ADA & ICC / ANSI A117.1

**Room Name**
- Tactile / raised characters
- UPPERCASE only
- Aligned bottom left
- Text height: 5/8”

**Donor Panel**
- Copy on insert. Centered vertically. Text height varies.

**Sample Text**

210
MULTI-MEDIA CLASSROOM
A gift made by JOHN & GRETCHEM JONES
SIGNAGE TYPES
IDENTIFICATION

RESTROOM CONFIGURATION 1

SIGN TYPE 1.02A
MEN

**Symbol**
Raised characters, centered
Person height: 4”

**Description**
Tactile / raised characters, UPPERCASE, aligned left

**Braille**
Braille and spacing requirements shall meet ADA & ICC / ANSI A117.1
A Symbols
Raised characters, centered
Person height: 4"

B Description
Tactile / raised characters, UPPERCASE, aligned left

C Braille
Braille and spacing requirements shall meet ADA & ICC / ANSI A 117.1

SIGNAGE TYPES
IDENTIFICATION

RESTROOM CONFIGURATION 2

MEN

Symbols

Description

Braille

SIGN TYPE 1.02B

1/4" 1/2" 3/4" 6"
SIGNAGE TYPES
IDENTIFICATION

UNIVERSAL RESTROOM

SIGN TYPE 1.02C

A Symbol
Raised characters, centered
Person height: 4”

B Description
Tactile / raised characters,
UPPERCASE, aligned left

C Braille
Braille and spacing requirements shall meet ADA & ICC / ANSI A117.1

RESTROOM
Restroom identification signs are proprietary. Fonts and sizes are standard and dictated by code.

**A** Symbols
- Raised characters, centered
- Toilet height: 3.5"

**B** Description
- Tactile / raised characters, UPPERCASE, aligned left

**C** Braille
- Braille and spacing requirements shall meet ADA & ICC / ANSI A 117.1
Restroom identification signs are proprietary. Fonts and sizes are standard and dictated by code.

**Symbol**
- Raised characters, centered
- Toilet height: 3.5”

**Description**
- Tactile / raised characters, UPPERCASE, aligned left

**Braille**
- Braille and spacing requirements shall meet ADA & ICC / ANSI A 117.1
EXIT ID LAYOUT
SIGN AGE TYPES
IDENTIFICATION

Usage may include “EXIT ROUTE” or “EXIT”. Varies depending on building egress layout.

**A** Description
Tactile/raised characters, UPPERCASE, aligned left
Text height: 5/8”

**B** Braille
Braille and spacing requirements shall meet ADA & ICC / ANSI A117.1
SIGNAGE TYPES
IDENTIFICATION

BUILDING LEVEL LAYOUT

**SIGN TYPE 1.04**

### Description
- Tactile/raised characters, **UPPERCASE**, aligned left
- Text height: 5/8”

### Braille
- Braille and spacing requirements shall meet ADA & ICC/ANSI A117.1
SIGNAGE TYPES
IDENTIFICATION

MAXIMUM OCCUPANCY LAYOUT

A Description
Tactile / raised characters
UPPERCASE only
Aligned bottom left
Text height: 5/8"

B Occupancy #
Tactile/ raised characters
UPPERCASE only
Aligned top left
Text height: 1"

C Braille
Braille and spacing requirements shall meet ADA & ICC / ANSI A117.1

MAXIMUM OCCUPANCY
40
SIGNAGE TYPES
IDENTIFICATION

STAIRWELL ENTRY LAYOUT

**Room Number**
Tactile / raised characters
UPPERCASE only
Aligned top left
Text height: 1”

**Room Name**
Tactile / raised characters
UPPERCASE only
Aligned bottom left
Text height: 5/8”

**Braille**
Braille and spacing requirements shall meet ADA & ICC / ANSI A117.1
These diagrams are to be used as templates. Fonts follow rules dictated in Section 2. Text size is to remain the same (5/8") no matter the exterior dimensions of the sign, unless otherwise dictated by ADA code. Interior measurements are rule, and exterior measurements are guidelines dictated by the content on the sign.

If a directional sign has multiple destinations, the order of arrows and messages is to be determined by proximity of the destination to the sign’s location with the closest destination as the first message.
SIGNAGE TYPES
DIRECTIONAL

Use to direct users from a non-accessible restroom to the nearest accessible restroom.

These diagrams are to be used as templates. Fonts follow rules dictated in Section 2. Text size is to remain at 5/8” no matter the exterior dimensions of the sign, unless otherwise dictated by ADA code. Interior measurements are rule, and exterior measurements are guidelines dictated by the content on the sign.

Each type includes a set of predesigned configurations which allow for some flexibility within WSU signage program while ensuring code and accessibility requirements are met. Alternative configurations shall not be permitted without approval from the Design Review Committee and Sign Shop.
SIGNAGE TYPES
DIRECTIONAL

Use to direct users from a non-accessible restroom to the nearest accessible restroom.

These diagrams are to be used as templates. Fonts follow rules dictated in Section 2. Text size is to remain at 5/8” no matter the exterior dimensions of the sign, unless otherwise dictated by ADA code. Interior measurements are rule, and exterior measurements are guidelines dictated by the content on the sign.

Each type includes a set of predesigned configurations which allow for some flexibility within WSU signage program while ensuring code and accessibility requirements are met. Alternative configurations shall not be permitted without approval from the Design Review Committee and Sign Shop.
SINGLE BLADE MOUNTED

Blade sign panels are double sided. 8” x 8” of visible sign.
SIGNAGE TYPES
DIRECTIONAL

Holds two 8” blade signs containing pictograms.

DOUBLE BLADE MOUNTED

SIGN TYPE 2.02B
SIGNAGE TYPES

DIRECTIONAL

Holds one 24" blade sign containing 1 1/2" text.

LONG BLADE MOUNTED

INFORMATION TECHNOLOGY SERVICES

SIGN TYPE 2.02C
Directories that display multiple adjoining buildings are to be listed separately for visual clarity. In most cases, the two buildings are utilized by two different departments so it is important to separate the signs entirely. Signs are to mount with the tops aligned, no more than 6” apart from each other.

These diagrams are to be used as templates. Interior measurements are rule. Exterior measurements are guidelines dictated by the content on the sign.
Building directories are to be placed near the entrance of buildings while elevator directories should be placed near elevator entrances.

These diagrams are to be used as templates. Interior measurements are rule. Exterior measurements are guidelines dictated by the content on the sign.
SIGNAGE TYPES
INFORMATIONAL

STAIRWELL LAYOUT

SIGN TYPE 4.01

A Stair name
Tactile / raised characters, UPPERCASE, aligned left
Text height: 1 1/2”

B Floor #
Tactile / raised characters, aligned left
Text height: 5”

C Text
Tactile / raised characters, UPPERCASE, aligned left
Text height: 1”

D Braille
Braille and spacing requirements shall meet ADA & ICC / ANSI A117.1

SOUTH-WEST

NO ROOF ACCESS
LEVELS B-12
EMERGENCY EXIT
AT BASEMENT

1 1/4” Margins
14”

1” Margins
1/4”

20”
**SIGNAGE TYPES**

**INFORMATIONAL**

**FIRE EVACUATION**

**SIGN TYPE 4.02A**

- **Symbol**
  - Raised characters, aligned left
  - Person height: 2 1/4”

- **Text**
  - Tactile/raised characters, UPPERCASE, aligned left
  - Text height: 5/8”

- **Braille**
  - Braille and spacing requirements shall meet ADA & ICC / ANSI A117.1

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**IN CASE OF FIRE ELEVATORS ARE OUT OF SERVICE USE EXIT STAIRS**
These maps identify the simplest route of evacuation from the point the map is placed. This is dictated by code.

**MATERIAL**

1/8" non-glare

**MOUNTING**

This should be mounted 5'-0" O.C.
Informational signage is used to provide additional information about a space, such as room policies, instruction of use, occupant loads, and other notices.

Most informational signs are required by code or law and therefore are proprietary sizes and materials.

This sign indicates a location in a building designed to hold occupants during an evacuation or other emergency.

This sign is photoluminescent. Background must be photoluminescent in case of an emergency.

Informational signage is used to provide additional information about a space, such as room policies, instruction of use, occupant loads, and other notices.
This sign indicates a location in a building designed to hold occupants during an evacuation or other emergency.

Most informational signs are required by code or law and therefore are proprietary sizes and materials.

This sign is photoluminescent. Background must be photoluminescent in case of an emergency.

Informational signage is used to provide additional information about a space, such as room policies, instruction of use, occupant loads, and other notices.

AREA OF RESCUE ASSISTANCE

You are currently on the 1st floor of the North Stair.

If this stairway is obstructed, there is another exit stair located at the Southwest end of the building.

Persons who are able to use the stairway should do so as soon as possible, unless assisting others.

If you are unable to use the stairs and need assistance please use the emergency telephone to contact an operator who will send someone to assist you.
Informational signage is used to provide additional information about a space, such as room policies, instruction of use, occupant loads, and other notices.

Most informational signs are required by code or law and therefore are proprietary sizes and materials.

This sign indicates a location outside a building designed to hold occupants during an evacuation or other emergency.
Informational signage is used to provide additional information about a space, such as room policies, instruction of use and other notices.

STUDY ROOM POLICIES
Room is available when it is vacant and cannot be reserved.
Please clean up after yourself.
Be courteous of others.
Use only whiteboard markers on the whiteboard.
VIDEO SURVEILLANCE

By law, sign 4.06 is to be placed everywhere there is video surveillance.

Informational signage is used to provide additional information about a space, such as room policies, instruction of use and other notices.

This area is monitored by 24 hour video surveillance.
SIGN TYPE 4.07

Collaboration Hall
Growing the future in higher education, bio-products research, and the Washington economy.

An inclusive place of transformational learning and collaboration between students, faculty, staff and the community.

Kirk H. Schulz, President
Sandra D. Haynes, Chancellor

AUGUST 2021

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Ron Sims
Shain Wright

Border & Letterface
Headline (Building)
Subhead
Dedication Paragraph
Date
Current President’s Name
Current Board of Regents
WSU Shield

PLAQUE COLORS

Aluminum
Bronze
The information holder is used when the information posted needs to be changed frequently and easily. Uses can include but is not limited to hours, schedule, room information, and lab signage. The holder is meant to fit paper sized 8.5” x 11”.

**MOUNTING**

This sign can be mounted horizontally or vertically.

- **A**: Finger pull
- **B**: PlexiGlass 1/8”
- **C**: Border Surface applied matte black vinyl
For specific lab signage requirements please reference the contacts for Environmental Health & Safety or the Office of Research Assurances at the beginning of the document.
You are currently on the 1st floor of the North Stair. If this stairway is obstructed, there is another exit stair located at the Southwest end of the building. Persons who are able to use the stairway should do so as soon as possible, unless assisting others.

If you are unable to use the stairs and need assistance, please use the emergency telephone to contact an operator who will send someone to assist you.
The building address is located at the main entrance to each building. Install location may vary depending on main entrance glazing design.

**MATERIAL**
Lazer cut vinyl - white

**BUILDING ADDRESS**

1940

**LOCATION**

1940