



WASHINGTON STATE
UNIVERSITY

Exterior Signage Standards

FACILITIES SERVICES © 2024

CONTACTS & RESOURCES

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SECTION

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INTRODUCTION

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INTRODUCTION BACKGROUND & PRINCIPLES

BACKGROUND

In 2000 and 2001 WSU Capital Planning and Development worked with WPA, an architecture and graphics firm to create a signage and wayfinding program for the WSU Pullman Campus. This involved an extensive inventory along Stadium Way, and the loop road along Colorado and Spokane Streets. The university was in the process of upgrading the infrastructure along Stadium Way to improve pedestrian safety. The consultants developed new building identity blade signs, street signs, and pedestrian signs. This effort began the momentum for updating the branding and image of the WSU system statewide.

PURPOSE

The purpose of the Exterior Signage Standard is to establish a uniform exterior signage strategy which promotes consistent content delivery and graphic identity to enhance wayfinding throughout the WSU system statewide.

GUIDING PRINCIPLES

Adhering to the requirements within these standards will establish a signage methodology that uniformly implements WSU's Exterior Signage Program and includes the following:

- Promotes wayfinding and a consistent navigable environment on campus.
- Unifies the campus and enhances the university's identity, character, and sense of place.
- Campus character as a whole is more important than any individual element. Uniformity supports the "look" of the campus.

The WSU visual brand consists of four elements: Logos, Typography, Colors, and Graphics. To view WSU's brand identity standards, please visit brand.wsu.edu

INTRODUCTION ADMIN. & PROCEDURES

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.

ADMINISTRATION & PROCEDURES

The WSU Signage Standard program establishes standards for design, construction, implementation, and replacement of all permanent exterior signs on WSU's campuses. Temporary signage and appropriate use for signage is addressed through this process.

For construction and large exterior renovations under contract, signage shall be the responsibility of the General Contractor.

Facilities Services updates identity blade signs if the building name changes or if the Dean's office moves in or out of the building. Other reasons for requesting updated building identification signs will require the requesting department to fund the new signage/update. Cost for replacement and supplementary signage will be charged to the requesting department or the project budget.

To request services for exterior signage or temporary signage please submit a work request at your campus's Facilities department.

Signage requests that do not meet the requirements established within this document are subject for approval by Facilities Services.

AUTHORITY

WSU Facilities Services oversees the exterior signage program for all system wide properties.

BPPM's have been adopted to address signage standards. These are reviewed periodically to keep current signage standards up to date. Please reference Chapter 20: Property, and Chapter 30: Finance, in the BPPM's for more information. Specifically,

- BPPM 20.42: Exterior Signage
- BPPM 20.43: Temporary Signage
- BPPM 20.39: Postings in University Spaces
- BPPM 30.73: WSU Pullman Campus Beautification and Recognition Program

SECTION

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BRAND

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BRAND
TYPOGRAPHY

Use the Proxima Nova font family for all code required building signage (i.e. identification, area of refuge, life safety, etc.) Signs that are not required by code should still utilize one of the 7 Proxima Nova fonts unless other fonts are approved by University Communications & WSU Brand.

Visit brand.wsu.edu/typography/ for more information.

FONT

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BRAND LOGOS

Communicating a compelling brand creates a consistent impression of the University.

Visit brand.wsu.edu/logos/ for more information.

LOGOS

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

1. WSU Signature (logotype)
2. Typography
3. Color Palette - Depending on the background, we offer color variations, ensuring that applications of the core logo have the same visual fidelity anywhere someone encounters the WSU brand.

COUGAR HEAD



The Cougar head is the primary representation of the brand and most recognizable visual symbol of the university. The graphic beloved by Cougs was created by WSU student Randall Johnson in 1936. Reinforcement of our primary identity builds brand equity, so the Cougar head should be used as the primary graphic identifier of the university in all communications.

HORIZONTAL LOCKUPS

Has three components that are always together, united to clearly and consistently register our brand:

1. The Cougar Head,
2. The custom-created Washington State University wordmark, and
3. A single line dividing the two.



WASHINGTON STATE
UNIVERSITY

CORE LOGOS

The WSU logo pairs the cougar head with our hybrid typeface (WSU). It's the centerpiece of our visual identity. It acts as a signature, an identifier, and the most visible representative of Washington State University. Everything is designed to flow from it. Every application is designed to align with it. And every piece of communication is strengthened by its consistent use.

The wordmark (Washington State University) is based on the Proxima Nova typeface. The "Washington State University" type has been customized, converted to outline, and registered as an official brand logo for WSU. Do not try to recreate the wordmark. Use only the official horizontal or vertical lockups as provided.

VERTICAL LOCKUPS



WASHINGTON STATE
UNIVERSITY

BRAND COLORS

CORE COLORS

Crimson, gray, and white are the foundation of the WSU color palette. They serve as the brand's primary colors for print, electronic, and environmental applications such as exterior signage. Core Colors and Proxima Nova Fonts are being used throughout this document.

GRAY CMYK -- 34 24 24 64 RGB -- 77 77 77 HEX -- #4D4D4D

CRIMSON CMYK -- 0 100 63 31 RGB -- 166 15 45 HEX -- #A60F2D

RAL COLOR MATCH PROGRAM

As companies discontinue color options, color matching may be required to achieve the correct color for sign applications. The RAL numbers below can be used for WSU's color match program. They help define a target color for WSU's color scheme so the university's standards for branding can be met.

GRAPHITE GREY RAL 7024 CORE COLOR

RUBY RED RAL 3003 CORE COLOR

MATTHEW'S ACRYLIC POLYURETHANE PAINTS

BRINEY DEEP GREEN CUSTOM FORMULA: 1C - 4D VANCOUVER'S EXTERIOR SIGNS

Visit
brand.wsu.edu/colors/
for more information.

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SIGN TYPES

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**SIGN TYPES
WA. STATE D.O.T.
SIGNAGE**

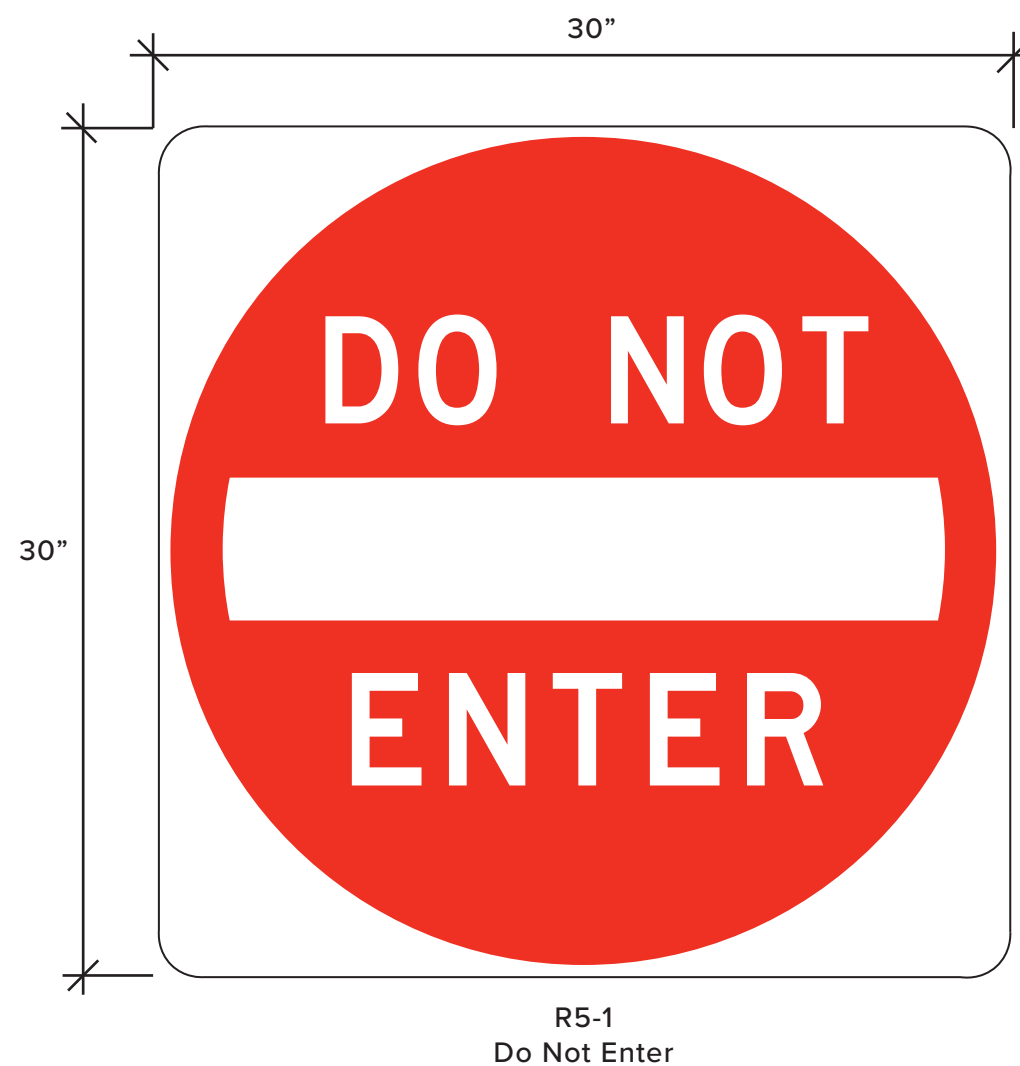
Regulatory D.O.T. signs use the Highway Gothic sans-serif typeface developed by the United States Federal Highway Administration (FHWA).

These Regulatory Signs may share a sign pole. If they are located near a pedestrian walkway, the bottom of the lowest sign needs to be 7 feet above the paved surface.

The dimensions provided for these signs are typical for campus streets but confirm recommended size with the current edition of MUTCD.

REGULATORY MALL SIGNS

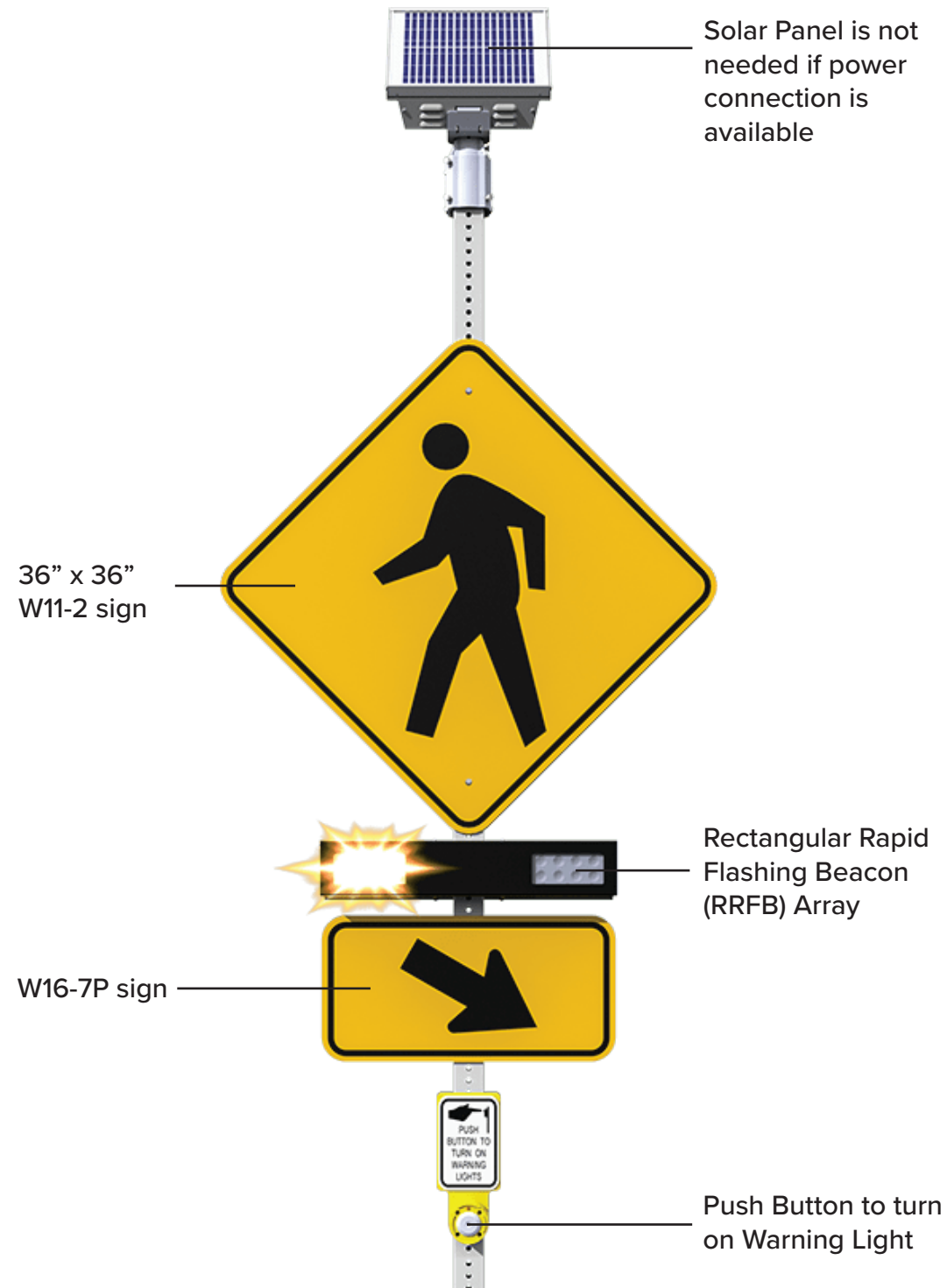
Campus pedestrian malls are to include signs limiting vehicular access. R5-1 'DO NOT ENTER' signs and R5-11 'AUTHORIZED VEHICLES ONLY' signs are recommended by the Washington State Department of Transportation (D.O.T) for prohibiting traffic from entering restricted roadways. More information on these regulatory signs can be found in the Manual on Uniform Traffic Control Devices (MUTCD).



SIGN TYPES
WA. STATE D.O.T.
SIGNAGE

CROSSWALK SIGNALS

Crimson crosswalk poles will be phased out and replaced with W11-2, W16-7P and RRFB (Rectangular Rapid Flashing Beacon) crosswalk pole constructions. This will align WSU's crosswalk standards with the Washington State D.O.T. crosswalk standards referenced in the MUTCD.



The Manual on Uniform Traffic Control Devices (MUTCD) can be accessed here: mutcd.fhwa.dot.gov/kno_11th_Edition.htm

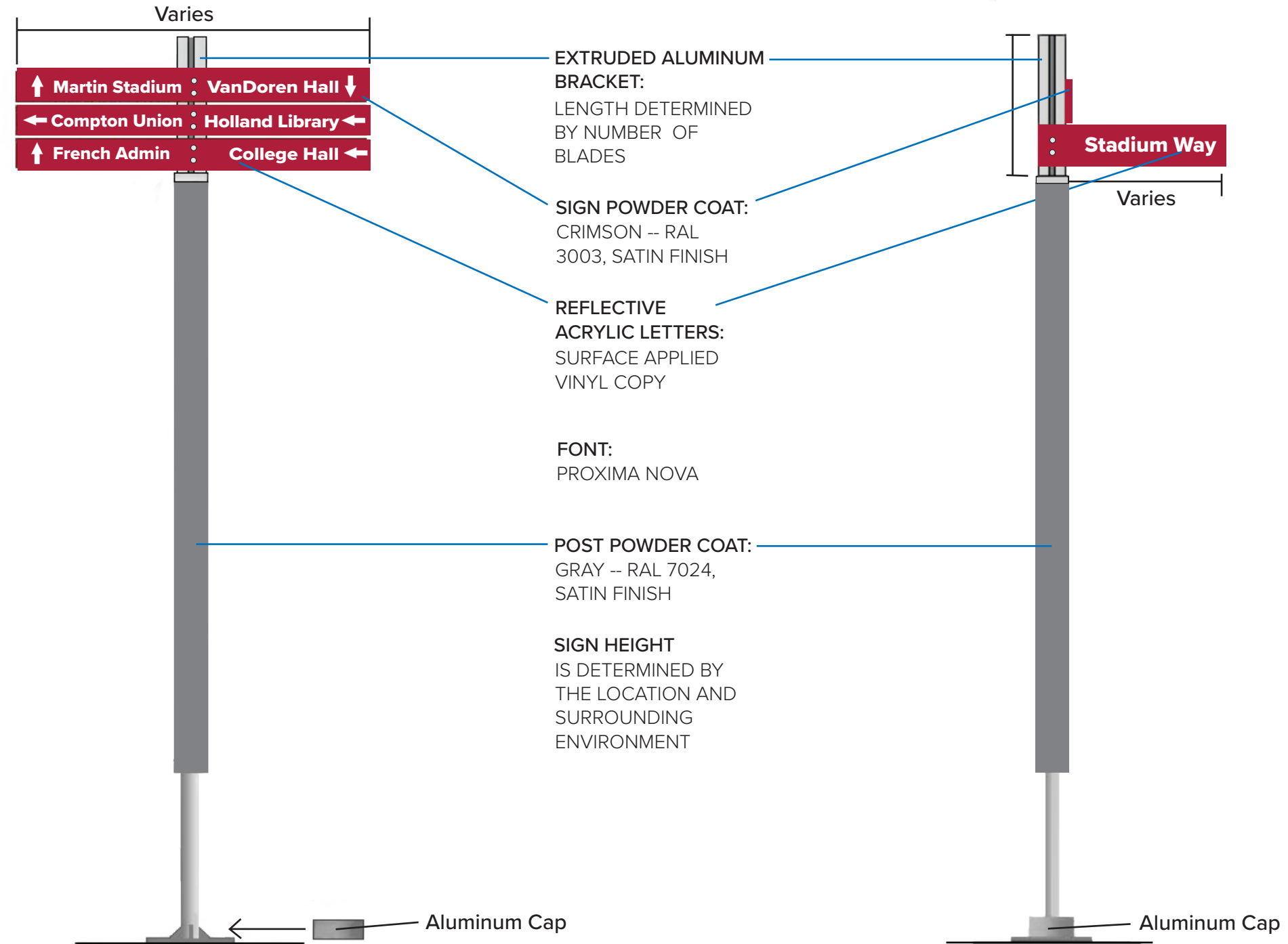
**SIGN TYPES
WAYFINDING
SIGNAGE**

PEDESTRIAN SIGN

Pedestrian signs are used to direct people to buildings, facilities, and programs around WSU's campuses. They are primarily located in core areas of campus but can be used in new pedestrian areas as campuses grow.

STREET SIGN

Street signs are installed for street identification and must meet all the setbacks required by the city's local jurisdictions and MUTCD Standards.



At intersections and according to vertical/horizontal curves, all sign setbacks must follow the design standards for the city's local jurisdictions. Otherwise, signage must not obstruct snowplows.

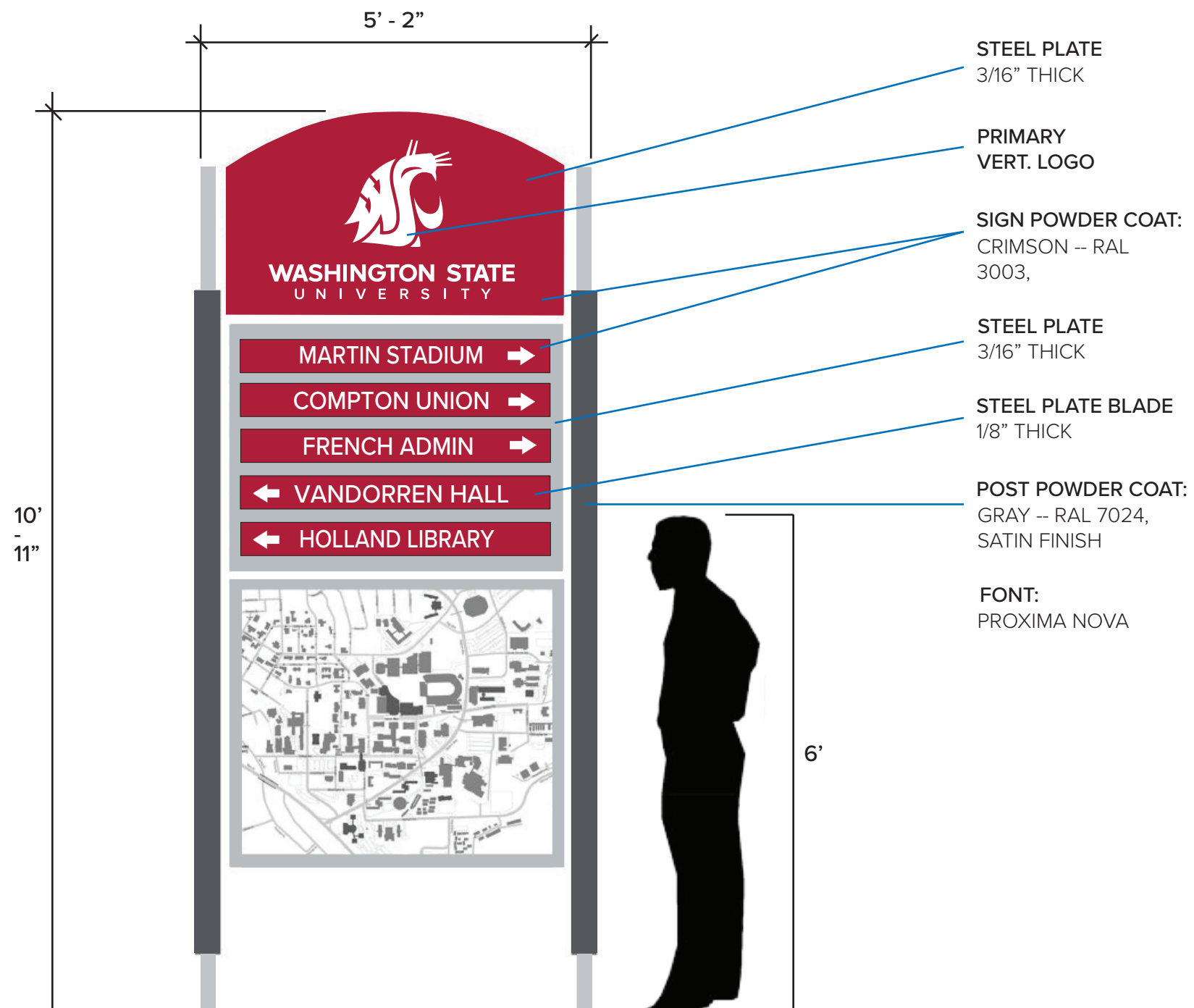
**SIGN TYPES
WAYFINDING
SIGNAGE**

Use of Kiosks are limited to prominent areas and intersections where extra wayfinding is required.

Contact the Design Review Committee if considering the use of this signage.

KIOSK

Kiosks may be used to direct new students and visitors around WSU's campuses. These sign assemblies contain blades with directory arrows, a map, and a WSU logo at the top. Kiosks should use the vertical core logo that is registered as official for WSU.



SIGN TYPES
IDENTITY
SIGNAGE

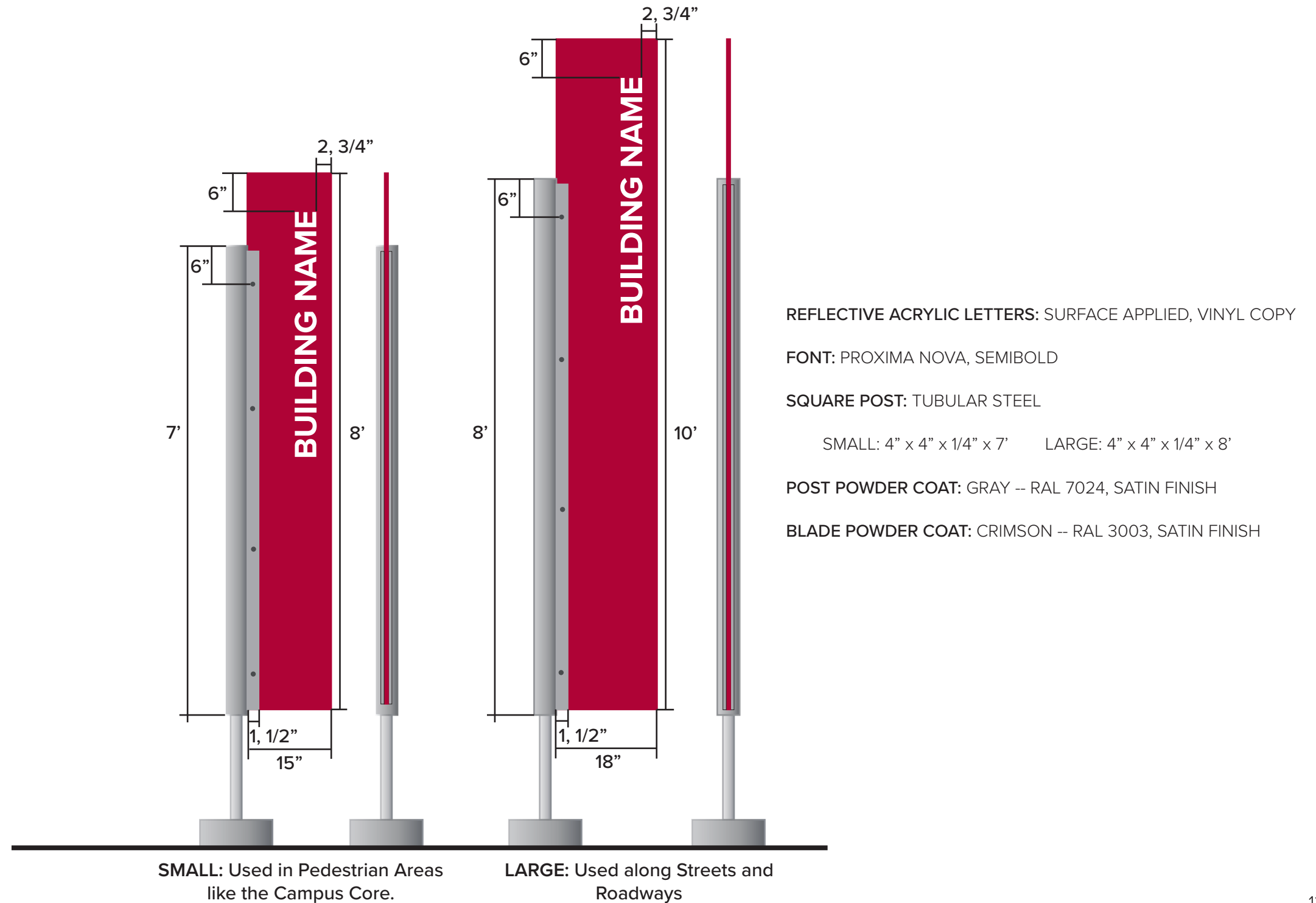
Blade Signs are to include only the building name and the Dean's office location if applicable.

Used to identify academic and primary buildings.

Identity Blade Signs are double sided/mirrored.

BLADE SIGNS

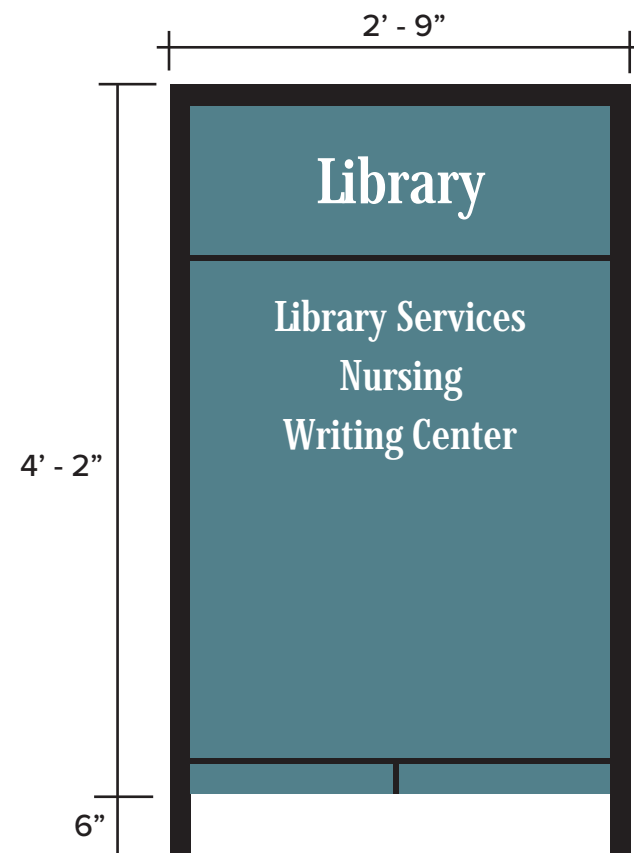
Identity Blade Signs are used so motorists and pedestrians can identify buildings. These signs are placed near the building's main entry/exit way in connection to a roadway and/or a pedestrian path. Blade signs used near roadways are typically larger than blade signs used near pedestrian walkways in the cores of WSU campuses.



**SIGN TYPES
IDENTITY
SIGNAGE**

VANCOUVER'S PANEL SIGNS

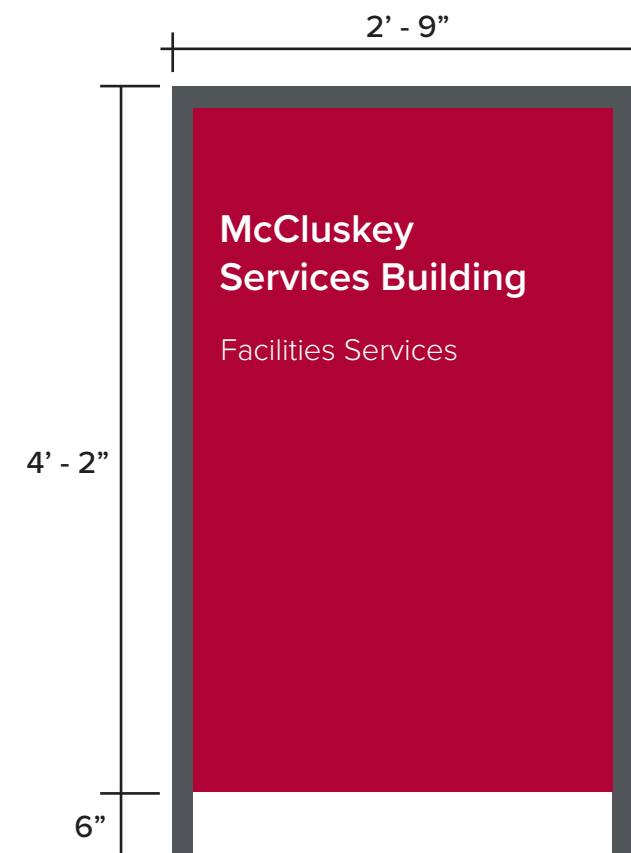
To avoid distracting the surrounding neighborhoods, the Vancouver campus uses different building identity signs. The general rule is a minimum of one free-standing exterior building sign required at each primary building entrance.



LETTERING: SURFACE APPLIED 3M VINYL COPY, 3M MATTE WHITE
FONT: MATRIX REGULAR
POST/FRAME POWDER COAT: BLACK -- RAL 9005, MATTE FINISH
PANEL POWDER COAT: MATTHEW'S ACRYLIC POLYURETHANE LOW VOC COATING SYSTEM, #6 BRINEY DEEP GREEN -- COLOR 1C - 4D, SATIN FINISH

CRIMSON PANEL SIGNS

Crimson panel signs remain throughout WSU's campuses. They are used for secondary and service buildings. Crimson Panel signs are to be phased out at academic/primary buildings and replaced by Blade Building Identity signs.



LETTERING: REFLECTIVE ACRYLIC, SURFACE APPLIED 3M VINYL COPY
FONT: PROXIMA NOVA
POST/FRAME POWDER COAT: GRAY -- RAL 7024, SATIN FINISH
PANEL POWDER COAT: CRIMSON -- RAL 3003, SATIN FINISH

Vancouver's Panel Signs and the Crimson Panel Signs are commonly used for Building Name Identification, but they can also be used for campus Wayfinding purposes.

SIGN TYPES
IDENTITY
SIGNAGE

PROPERTY SIGNS

Property Identification signage is used when Blade and Panel Identification signs are not applicable. These situations include WSU research and extension centers, other uses for this signage can be evaluated on a case-by-case basis. Signs may be posted on fences and gates at major entrances to WSU facilities, examples below.



SUGGESTED
SIGN SIZES:

- 36" x 60"
- 24" x 36"
- 20" x 30"



For more information about Property Identification Signs, contact the respective Facilities office.

SIGN TYPES INFORMATIONAL SIGNAGE

These signs are designed by those requesting removable or temporary signage.

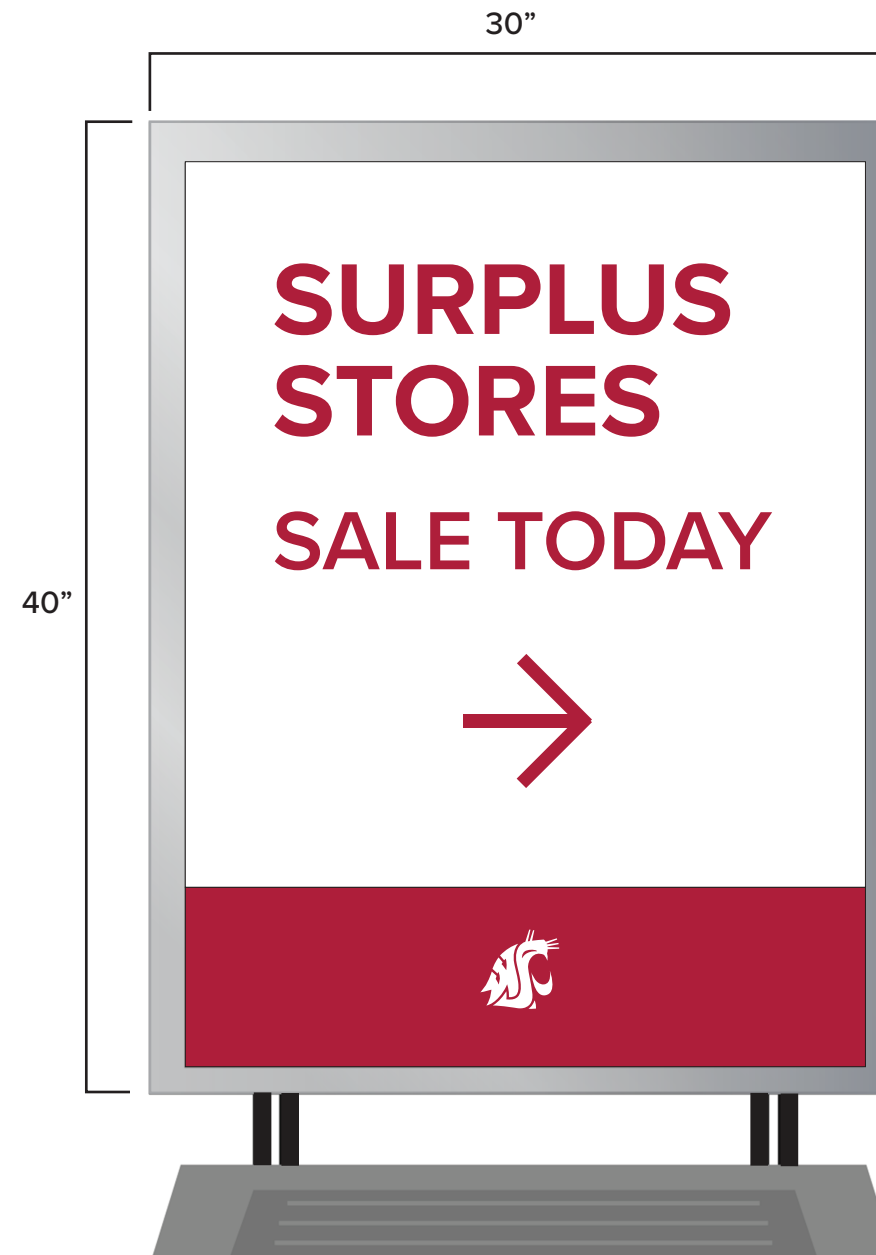
Contact University Communications & WSU Brand for graphic artwork approval.

This page references Washington State University, Business Policies and Procedures Manual 20.43: Temporary Signage. For information regarding postings, see BPPM 20.39: Postings in University Spaces.

TEMPORARY SIGNS

Temporary/Removable Signs are used to advertise specific events on the day the event occurs. These include regular events such as fruit sales, surplus sales, or for the New Coug Orientation. They are to be removed at the end of the event. Generally, moveable temporary signs may be placed in campus locations to support University departments and programs. See BPPM 20.43 for more information:

policies.wsu.edu/prf/index/manuals/business-policies-and-procedures-manual/bppm-20-43/



SUGGESTED COLORS: CRIMSON & WHITE

COUGAR HEAD: COUGAR HEAD IS 3 in. TALL & CENTERED

SUGGESTED FONT: PROXIMA NOVA

Approved 30" x 40" sign frames may be purchased from specified outside vendors. See: displays2go.com

SIGN TYPES INFORMATIONAL SIGNAGE

This page references Washington State University Safety Policies and Procedures Manual (SPPM) 6.10: Smoking, Tobacco, and Nicotine Use.

WSU's Tobacco Free Campus rules and regulations are derived from the Washington Administrative Code (WAC). See WAC 110-300-0420 for more information:
app.leg.wa.gov/WAC/default.aspx?cite=110-300-0420

TOBACCO FREE CAMPUS SIGNS

Washington State University is a tobacco free institution. All tobacco products are not allowed on any WSU property. WSU Facilities Services has developed signage strategies for placing Tobacco Free Signage. These locations include bus shelters, on both ends of recycling stations, and parking lot signage. Preference is to not mount directly to building structures, this can be evaluated on a case-by-case basis.



**Tobacco &
Nicotine-Free
Campus**



**Tobacco &
Nicotine-Free
Campus**



VANCOUVER ONLY



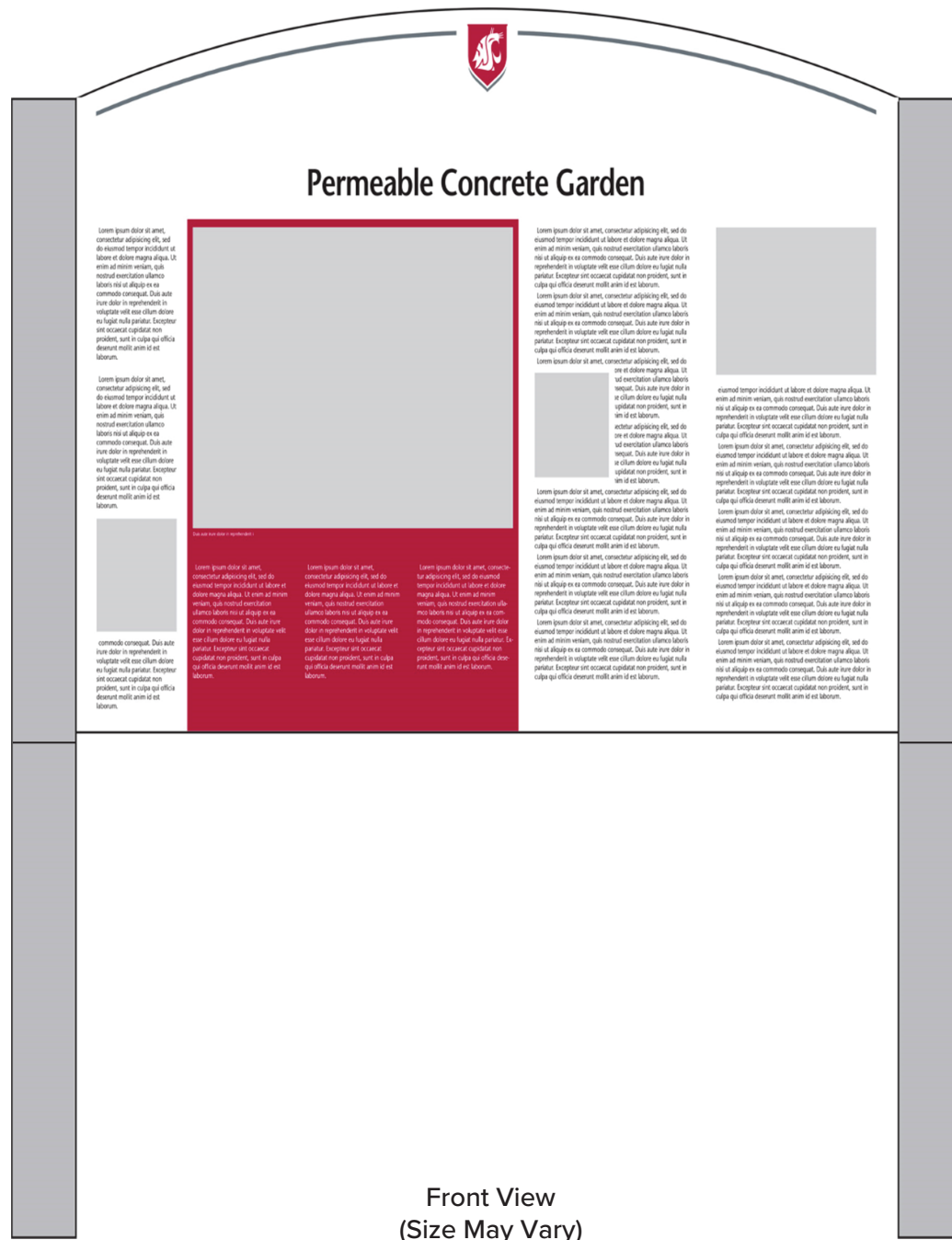
Tobacco Free Campus



SIGN TYPES
INFORMATIONAL
SIGNAGE

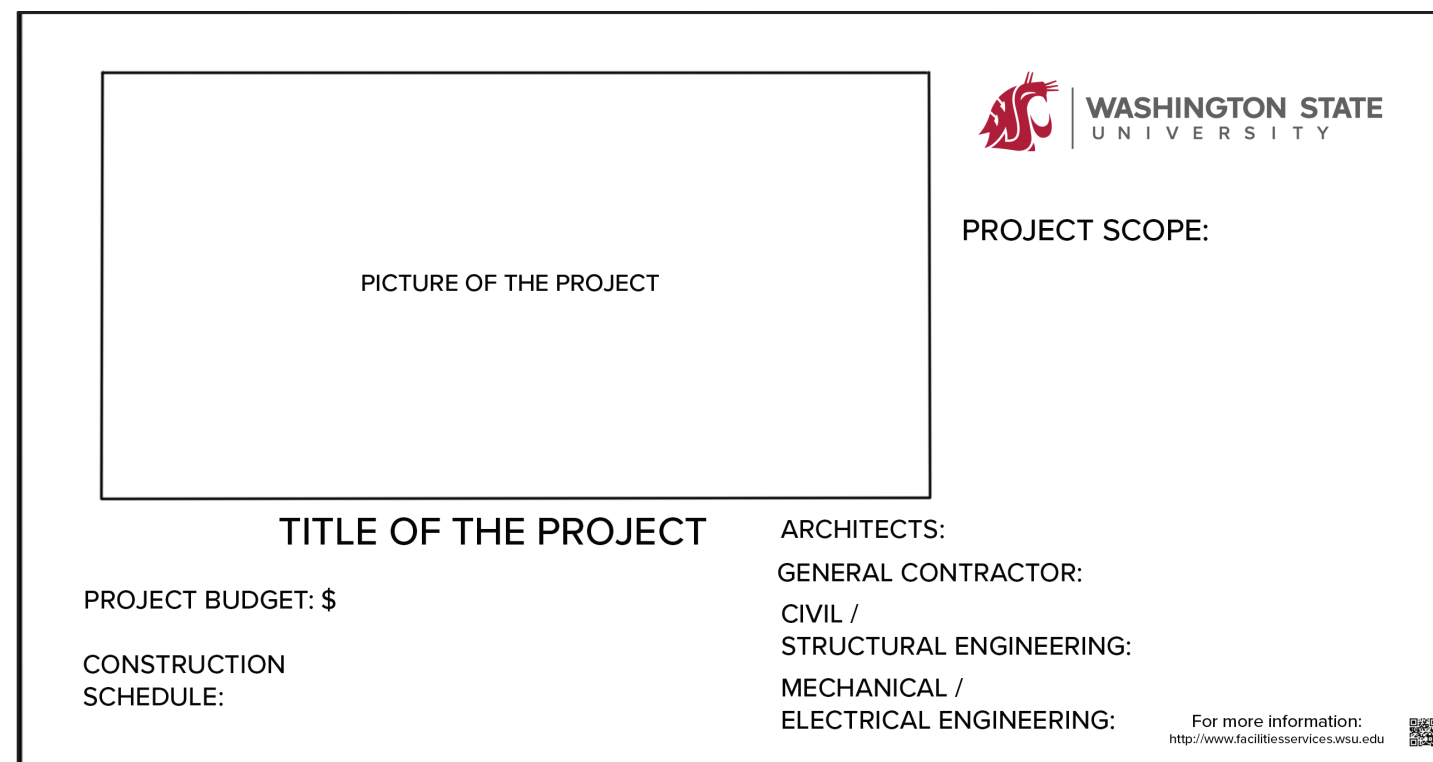
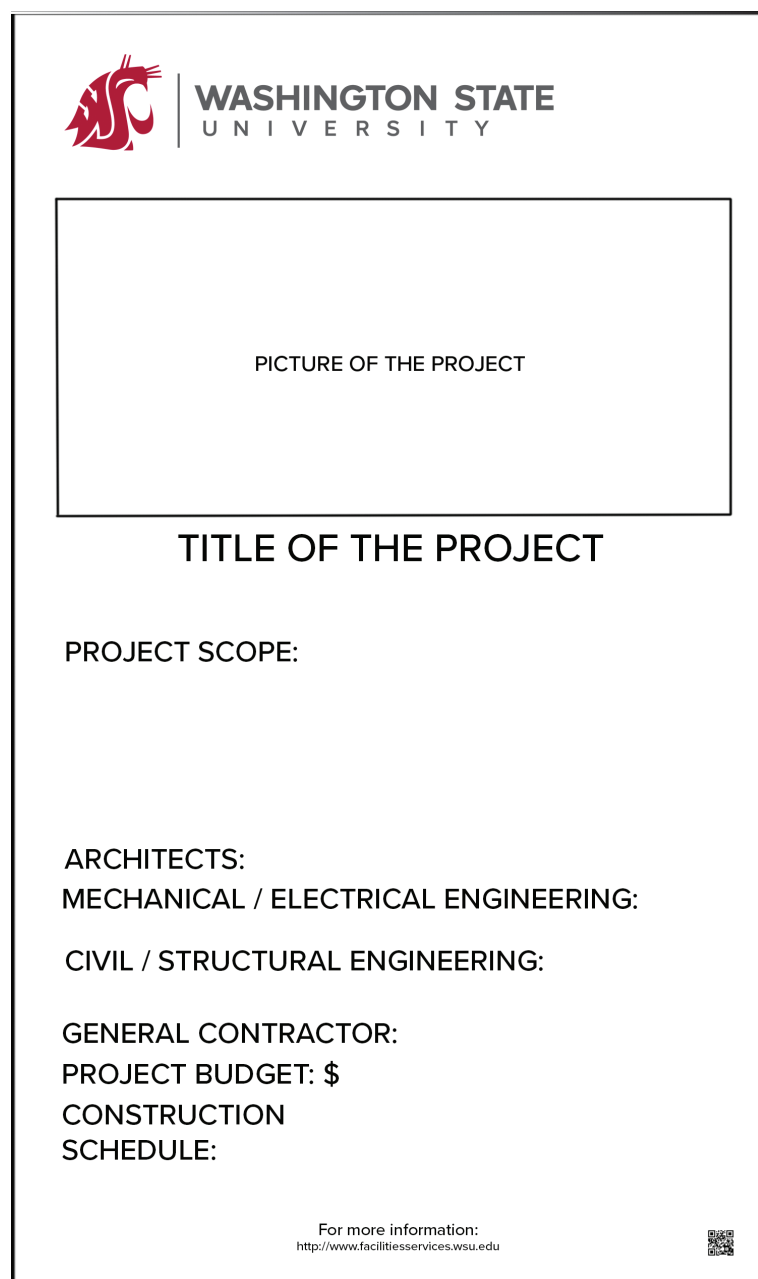
EXHIBITION SIGNAGE

Exhibition signs are used to describe unique programs, research, or technologies developed and used at WSU. Use of exhibition signs must be approved by Facilities Services. On a case-by-case basis, the Design Review Committee along with the associated Project Manager would be responsible to review with the appropriate stakeholders.



CONSTRUCTION PROJECT SIGNS

Construction project signs are installed to inform the public that a project will be and/or is taking place on a particular site. The contractors are responsible for producing the content and the installation of the sign with the project managers approval. Typically, these temporary signs are attached to a 4' x 8' sheet of exterior plywood and mounted on 4" x 4" posts that are driven into the ground at the construction site. The diagrams below are generic examples of the layout proposed.



CONSTRUCTION PROJECT SIGNS SHOULD INCLUDE:

- OFFICAL UNIVERSITY LOGO
- TITLE OF THE PROJECT
- ARCHITECTS
- MECHANICAL / ELECTRICAL ENGINEERING
- CIVIL / STRUCTURAL ENGINEERING
- A PICTURE OF THE PROJECT
- PROJECT SCOPE / NARRATIVE
- GENERAL CONTRACTOR
- PROJECT BUDGET
- CONSTRUCTION SCHEDULE
- QR CODE

SIGN TYPES INFORMATIONAL SIGNAGE

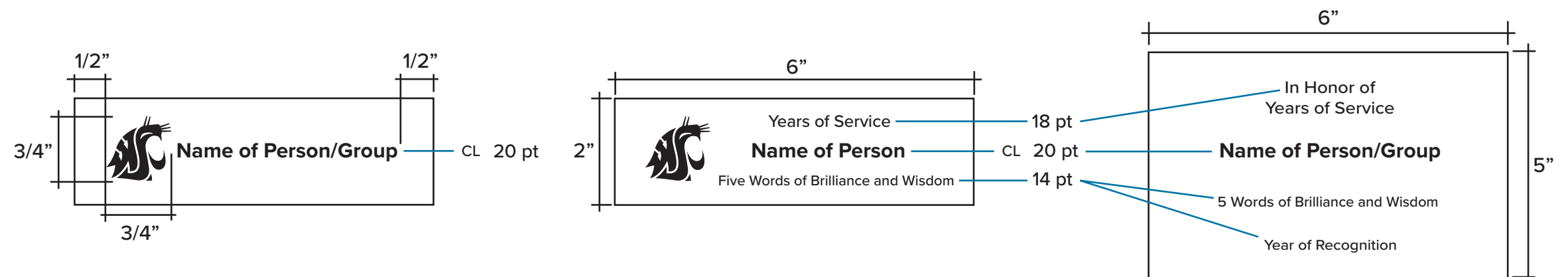
A gift of any size is accepted for the beautification of WSU's campuses.

DONOR RECOGNITION & MEMORIAL DEDICATION

WSU campuses have developed Campus Beautification and Recognition Programs to celebrate a person, group, or a significant event directly affiliated with Washington State University. Donating financial resources for the purchase and maintenance of benches or trees to a WSU campus provides practical and beautiful landscape elements, while the generosity of donors is recognized. The following 2" x 6" and 5" x 6" sample configurations below are the aluminum plaques used for bench recognition and dedication. Wording is to be approved by WSU Facilities Services who are responsible to review with the appropriate stakeholders. See BPPM 30.73 for more information:

policies.wsu.edu/prf/index/manuals/business-policies-and-procedures-manual/bppm-30-73/

BENCH PLAQUES



This page references Washington State University Business Policies and Procedures Manual 30.73.

SIGN TYPES
INFORMATIONAL
SIGNAGE

State Art Collections and recognition plaques are managed by the WSU Campus Art Committee. They can be referenced to review art plaque text when art installations are donated by private artists.

Exterior Art Plaques can be mounted on knee high poles but typically, they are mounted in concrete. Do Not mount plaques in lawn areas or where they may obstruct snowplows.

ART RECOGNITION PLAQUES

WSU campuses may provide recognition plaques for exterior art installations. The example plaque below is sized at 8" x 10", but exterior art plaques may vary in size depending on the text.

Deborah Butterfield

Red Forest, 2013

Cast bronze with patina

Collection of the Jordan Schnitzer Museum of Art

Gift of Howard Wright, Class of '76

To honor Theiline Scheumann, who enjoyed a long working relationship with Dr. Leo K. Bustad at the WSU College of Veterinary Medicine. Her proudest accomplishments were in the complex world of horse breeding and racing—she held a deep love and respect for these magnificent animals and WSU was instrumental in achieving her goals.



FINISH: Brushed
THICKNESS: .25"



BORDER: Single Line



RECESSED COLOR: Black
RECESSED TEXTURE: Stipple