

Section 1 > Foreword



# 1

## Foreword

The ultimate goal of the Virginia Commonwealth University Signage Manual is to establish a comprehensive visual system throughout the campuses of VCU. Creating a consistent, cohesive, informative and distinctive signage system not only makes wayfinding easier but also enhances the visual unity of each campus by distinguishing the university from the surrounding community.

VCU Facilities Management is responsible for developing and ensuring adherence to these standards.

### **University Communications Review Committee**

Recognizing the need for flexibility to address the unique nature of some operations, the University Communications Review Committee has been appointed to review variances to the signage standards. Any change must be submitted

to the University Communications Review Committee to ensure proper review.

### **Ordering signage**

All signage orders must be placed through the sign manager in VCU Facilities Management.

### **Guidelines for variance requests**

1. **Signage design.** The design must include size, color, location, text and mounting height. All signs must comply with the Americans with Disabilities Act requirements.
2. **Design assistance.** To obtain assistance in the sign design, contact VCU Creative Services, Division of External Relations, (804) 828-1463 or [creative@vcu.edu](mailto:creative@vcu.edu).
3. **Signage presentation.** Submit the proposed sign to the sign manager for review by the University Communications Review Committee.



4. **City of Richmond encroachment.** Signs that encroach on city of Richmond property must be presented to the city of Richmond for approval after review by the University Communications Review Committee. The university must obtain an encroachment ordinance and any other needed approvals from the city to mount the sign as requested. In general, the university maintains jurisdiction over all signs on the Monroe Park and MCV campuses. For traffic signs or signs extending over a public way, approval from the city of Richmond is required. It is the university's intent to make the city of Richmond aware of signs that are related to public wayfinding in order to create and maintain a cohesive wayfinding/signage system.
5. **Commonwealth of Virginia building signs.** Signs altering the exterior façade of a commonwealth of Virginia building

also must be presented to the University Communications Review Committee.

6. **Signs in leased property.** VCU will include interior and exterior signage in the contractual negotiations for the leased space. Some typical issues to discuss in the signage phase of the negotiations include who will provide the ADA standard signage and if the ADA-compliant signage already exists but does not comply with the university's standards, can VCU obtain a credit for replacing those signs with VCU's standards.
7. **Order placement.** The university maintains a contract with a sign vendor to fabricate and install signage. All variance sign orders, after proper approval, must be placed with Barbara Rucker, VCU Facilities Management, at (804) 828-6625 or blrucker@vcu.edu.

A large, light yellow, stylized number '2' is centered on a solid yellow background. The number has a thick, rounded top curve and a long, straight vertical stem that tapers slightly at the bottom. The bottom of the stem curves into a short, horizontal base.

Section 2 > Signage standards





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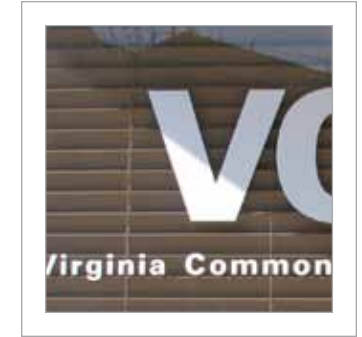
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## Signage standards > Nomenclature



The guidelines for nomenclature are to be followed for references to Virginia Commonwealth University and VCU Medical Center in all internal and external communications. Examples include, but are not limited to, correspondence, documents, publications, announcements, biographical references, bookstore items, signage, equipment and vehicles, uniforms and patches, and Web sites.

### **VCU nomenclature standards**

**Formal name:** Virginia Commonwealth University

**Abbreviation:** VCU

Appropriate for headlines, tabular information and references within running text; the abbreviation is an essential component of the university logotype and emblem.

**History:** On July 1, 1968, Richmond Professional Institute merged with the Medical College of Virginia, creating Virginia Commonwealth University.

**Graphic identity:** The VCU graphic identity consists of the following elements: the logotype, a three-letter abbreviation of the full name of the university; the bar, a visual representation of the university's full name; and the emblem, a finishing signature for all forms of print and Web publications. Examples can be found on the VCU Web site: [www.identity.vcu.edu](http://www.identity.vcu.edu).

### **VCU campuses**

#### **Monroe Park Campus**

The Monroe Park Campus includes the College of Humanities and Sciences (including the L. Douglas Wilder School of Government and Public Affairs, the School of Mass Communications and the School of World Studies); the schools of the Arts, Business, Education, Engineering, and Social Work; as well as the Graduate School, Honors College, University College and VCU Life Sciences.

### **Examples (preferred usage):**

- Virginia Commonwealth University's Monroe Park Campus or VCU's Monroe Park Campus
- VCU Department of Sculpture
- VCU School of Engineering
- VCU School of Business

### **MCV Campus**

The campus includes the schools of Allied Health Professions, Dentistry, Medicine (including the School of Public Health), Nursing and Pharmacy

**Abbreviation:** MCV Campus

MCV may be used only as an adjective, and **only** in the following cases: MCV Campus, MCV Foundation, MCV Alumni Association of VCU, MCV Hospitals, MCV Physicians.

### **Examples (preferred usage):**

- Virginia Commonwealth University's MCV Campus or VCU's MCV Campus

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- VCU Department of Biostatistics
- VCU School of Medicine
- VCU School of Medicine on the MCV Campus

### **VCU Medical Center nomenclature standards**

**Formal name:** Virginia Commonwealth University Medical Center

**Components:** The VCU Medical Center includes the VCU Health System (comprised of MCV Hospitals, MCV Physicians and Virginia Premier Medicaid HMO) and the health sciences schools of VCU.

**Graphic identity:** The VCU Medical Center graphic identity consists of the following elements: the logotype, incorporating a bar, a three-letter abbreviation and the medical center name; and the emblem, a finishing signature for all forms of print and Web publications. Examples can be found on the VCU Web site: [www.identity.vcu.edu](http://www.identity.vcu.edu).

**Identity usage:** The respective campuses are to be identified as the MCV Campus and the Monroe Park Campus, which are to be used in conjunction with either Virginia Commonwealth University or the VCU Medical Center.

All identifier signs will use the proper nomenclature given by the university for the interior spaces they identify. Nomenclature remains the same regardless of sign type.

When interior spaces belonging to various departments or services are located in close proximity, the department name is listed along with the room function. When interior spaces belonging to the same department or service are isolated, this may not be necessary.

Names are listed by first and last name or by first initial, middle name and last name. Faculty members with foreign names not arranged in this way are identified as they wish to be addressed.

Brief statements should be used instead of complete sentences whenever possible (i.e., "Keep Door Closed").

For additional information regarding nomenclature on individual sign types, see the interior and exterior signage sections of this manual.

For more information on university and medical center nomenclature usage please refer to the name use style sheet and nomenclature diagram found on the VCU Web site: [www.identity.vcu.edu](http://www.identity.vcu.edu).



## Signage standards > Graphic identity elements



As part of an ongoing marketing and communications initiative, an institutional identity campaign has been developed to establish VCU — and VCU Medical Center — in a clear, contemporary design. Stationery and identity images have been created to communicate this cohesive university and health system identity.

Whether you are an administrator, graphic designer, physician, teacher, student or volunteer, you should review this guide carefully before creating any materials using the VCU Identity. In addition, any vendors or other external resources you may be using — including advertising agencies, graphic designers and printers — should reference this guide to ensure that the identity is used properly.

The VCU Identity guide, including design work and guidelines, has been developed by VCU Creative Services within the Division of External Relations. This office will answer questions and

offer suggestions for design and other informational resources. Please address any questions you might have about the implementation of the designs to VCU Creative Services, (804) 828-1463 or [creative@vcu.edu](mailto:creative@vcu.edu).

### **Graphic standards**

In presenting the university and medical center to its many publics, it is important that the institution be identified in a consistent manner in print and on the Web. This guide provides faculty, administrators and staff with guidelines designed to ensure such consistency. Adherence to these guidelines will continue to promote a positive identity for the university and to enhance our many academic, professional and service programs.

### **Elements**

The VCU Identity should be represented in a consistent manner in order to continue building

its national and international recognition, providing VCU with a visual signature for all Web and printed communications. The specific font, letter spacing, proportions and spatial relationships should not be altered as all of these elements impact the presentation of the identity.

### **VCU logotype**

The logotype provides a distinct identity for the university, associating the three-letter abbreviation with the full name of the university. The specific font, letter spacing, proportions and spatial relationships should not be altered as all of these elements impact the presentation of the identity.



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### VCU bar

The bar provides a visual representation of the university's full name. The specific font, letter spacing, proportions and spatial relationships should not be altered as all of these elements impact the presentation of the identity.

V i r g i n i a C o m m o n w e a l t h U n i v e r s i t y

### VCU Medical Center logotype

The logotype provides a distinct identity for the VCU Medical Center, associating the three-letter abbreviation with the full name of the university. The specific font, letter spacing, proportions and spatial relationships should not be altered as all of these elements impact the presentation of the identity.

**VCU** Medical Center  
V i r g i n i a C o m m o n w e a l t h U n i v e r s i t y

### VCU and VCU Medical Center emblems

The emblems serve as VCU's signature for various forms of print. It should be used only after the identity has been established using the logotype and bar elements. The emblems should be sized to 3/4" on print materials. The emblem can be used on T-shirts, mugs and other novelty items at a larger size and without establishing the logotype and bar elements. The specific font, letter spacing, proportions and spatial relationships should not be altered as all of these elements impact the presentation of the identity.





# Signage standards > Typography



Illustrated here are the official fonts or typefaces chosen for the VCU Identity. The logotype and bar elements are set to Univers 75 or Univers Black.

Univers 67 Condensed Bold, Univers 47 Condensed Light and Goudy are used to support the identity on stationery products. These are the only typefaces to be used in the official identity.

**Univers 75 or Univers Black**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890-!@#%^&\*()\_+**

**Univers 67 Condensed Bold**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890-!@#%^&\*()\_+**

Univers 47 Condensed Light  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-!@#%^&\*()\_+

Goudy  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-!@#%^&\*()\_+





## Signage standards > Colors

### Official university colors

The consistent use of color plays an important role in establishing credibility and strength throughout the identity system. Established color relationships give appropriate emphasis to each element of the identity.

The official university colors are gold and black.

Spot color for gold ink:

- Coated paper: PMS 130
- Uncoated paper: PMS 109 is an approximate match; for an exact match use the VCU Yellow Mix: 1.1% warm red, 2.2% rubin red and 96.7% process yellow

Four-color process:

- 0% cyan; 27% magenta; 100% yellow; 0% black

### Signage colors

Exterior and interior sign panels and typography are color-coded according to audience use and area or building function.

The color schemes clearly define messages for various audiences through effective separation of information.

### Standard colors

These standard colors were chosen to be consistent with the university's graphic identity and for their stability and resistance to fading and discoloration. A distinctive color was needed to identify public services and facilities in historic areas and elsewhere on university property. Since these colors also were to be used for structural members, it was important that they not detract from their surroundings.

- Black
- Gold – PMS 130

These additional colors are used to conform to universally recognized symbols:

- Safety Orange
- Safety Yellow
- Magenta
- Red

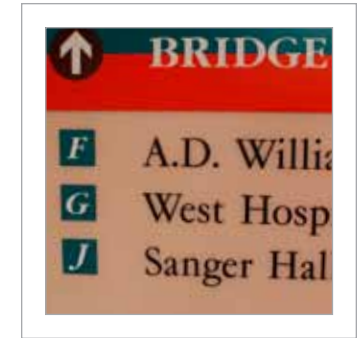
For additional colors used for signage see the color sections provided for interior and exterior signage.







## Signage standards > Message regulations



### Abbreviations

No abbreviations are permitted on any sign unless otherwise noted. Additional allowable abbreviations are included with each sign description that follows. Abbreviations should only be used when there can be no question of their meaning.

- Chairman: Chr.
- Director: Dir.
- Assistant: Asst.
- Associate: Assoc.
- When listing hours, the following abbreviations may be used:
  - Monday: Mon.
  - Tuesday: Tues.
  - Wednesday: Wed.
  - Thursday: Thurs.
  - Friday: Fri.
  - Saturday: Sat.
  - Sunday: Sun.
  - Midnight to noon: a.m.

Noon to midnight: p.m.

No abbreviation for midnight.

Example: Hours: Mon.-Thurs. 8:45 a.m.-12 p.m.; 1 p.m.-12 a.m.

### Titles

Credentials may be listed after names, as space allows. All credentials are abbreviated without periods (i.e., PhD).

### Capitalization

Capitalize the first letter of each word except for conjunctions, prepositions and articles, which are all in lower case letters. Listings in all capitals (upper case) will not be permitted (i.e., "PHOTOGRAPHY IN SESSION").

Where complete sentences are used on a sign, capitalize only the first word of the sentence ("In case of fire use exit stairways.").

### Campus Locator Map

The locator section lists the building code number, the name of the building as it appears on identifier sign and the street address.

Abbreviations are allowed for the following designations:

- Street: St.
- Avenue: Ave.
- Use for street designations only: North: N.; South: S.; East: E.; West: W.

### Directories

Items will be listed on directories only after they have been labeled with an identifier sign. Directories will list only items within the given building. Exceptions include Campus Information Centers that may contain directories listing the various buildings on the campus and the services available in each building.

Directories for buildings that contain the major administrative offices for a college/school may list major areas of that college/school located in other buildings.

All major headings will be listed in alphabetical order under the building name.



## Signage standards > Americans with Disabilities Act



The university is committed to compliance with the Americans with Disabilities Act. The commonwealth of Virginia adopted the April 1988 Uniform Federal Accessibility Standards as minimum requirements for Capital Outlay projects. UFAS is therefore also used as the reference standard for all building signage to keep consistent signage throughout campus.

As new construction and renovations occur, the university is in compliance. Otherwise, as signs are replaced or as funding permits, areas are brought into compliance.

Refer to the signage specifications sections of this manual for specific requirements for fabrication and installation. Individual sign types indicate signs that must comply by an "ADA" indicator before the sign code.





## Signage Standards > Symbols and directional arrows

When reinforced by verbal messages, directional arrows and symbols facilitate communication with the wide range of people who visit the university.

Symbols are used on both campuses to identify public facilities and services. They also are used on regulatory, prohibitory, warning and fire safety signs. Whenever possible, the universally recognized U.S. Department of Transportation symbols are used.

For symbols that meet individual departmental needs, see the sign manager for review and development. For symbols to be utilized consistently, the following basic constraints must be followed.

### Nomenclature

All symbols must be accompanied by a verbal message unless it is recognized internationally to function alone (i.e., handicapped symbol).

### Design

The symbol design and the proportional relationship of the “figure” to the “symbol field” must always be maintained, regardless of sign type.

### Color

No color substitutions will be allowed, as “alien” colors would adversely affect the color-coded design to filter audiences at a glance.

### Figure

Symbol figures will always be presented as a positive (dark) image on a light background.

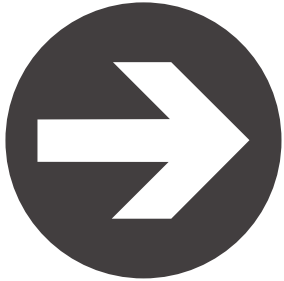


### Commercial symbols

Commercial symbols or designs that are not provided in this manual should not be used on VCU signs. If a business located on university property wishes to display their logo/symbol, they will be responsible for providing their own sign. Approval must come from the University Communications Review Committee.



This is a smoke-free facility. (after S-5)



**Directional arrows (S-4)**

The directional arrow has been designed for immediate legibility, with weight and size corresponding to the typography in the system.

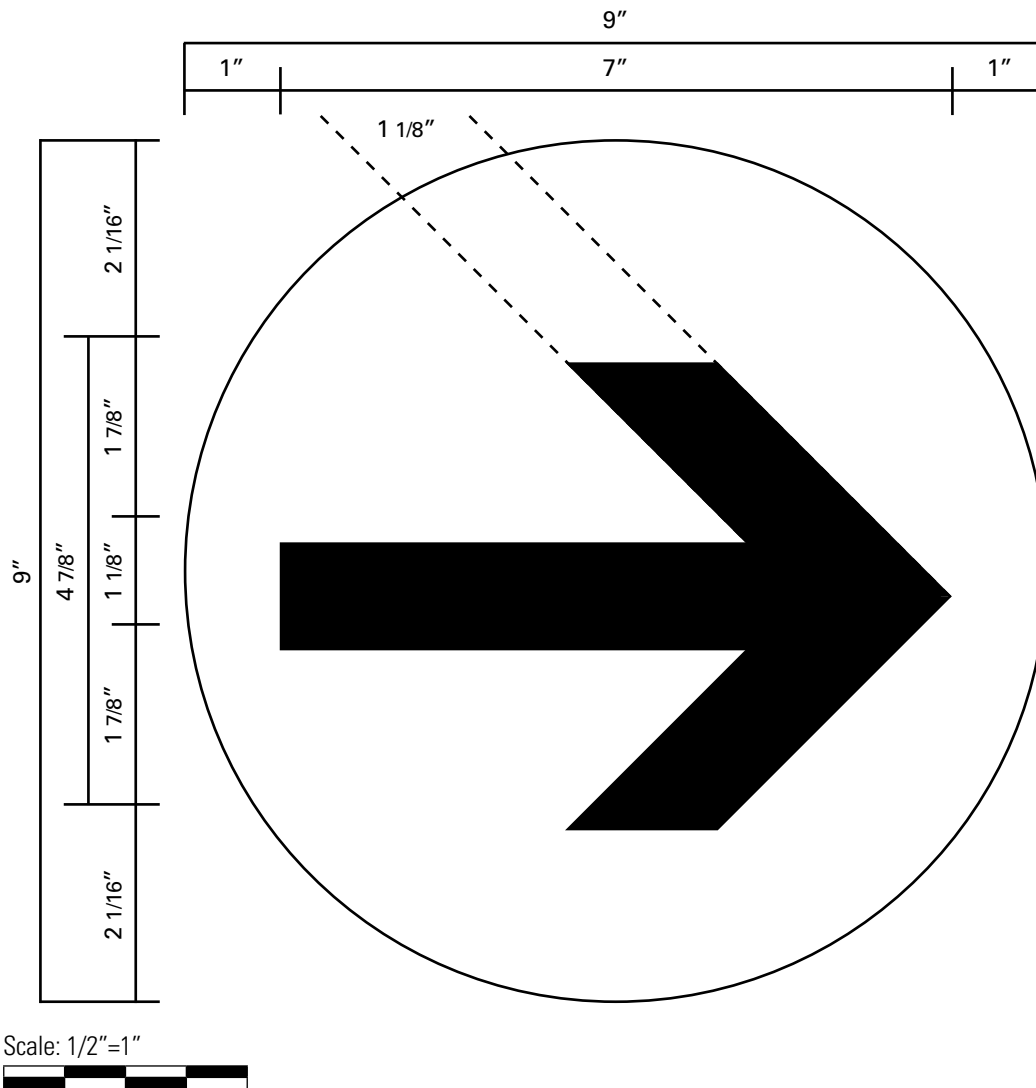
To ensure legibility, the arrow is positioned on the left-hand side of the sign panel or unit. When an arrow is on a wall-mounted sign, it should point up to indicate straight-ahead movement. When an arrow is on an overhead or wall-mounted sign at the location above the traffic flow, it should point up to indicate straight-ahead movement. Arrows may be placed on a diagonal if the standard positions are ineffective. See individual sign types for appropriate arrow position.

Proportions must be kept. However, the arrow may be reduced or enlarged per individual sign type as indicated on drawings.

**Fabrication**

Code H7A or E7A

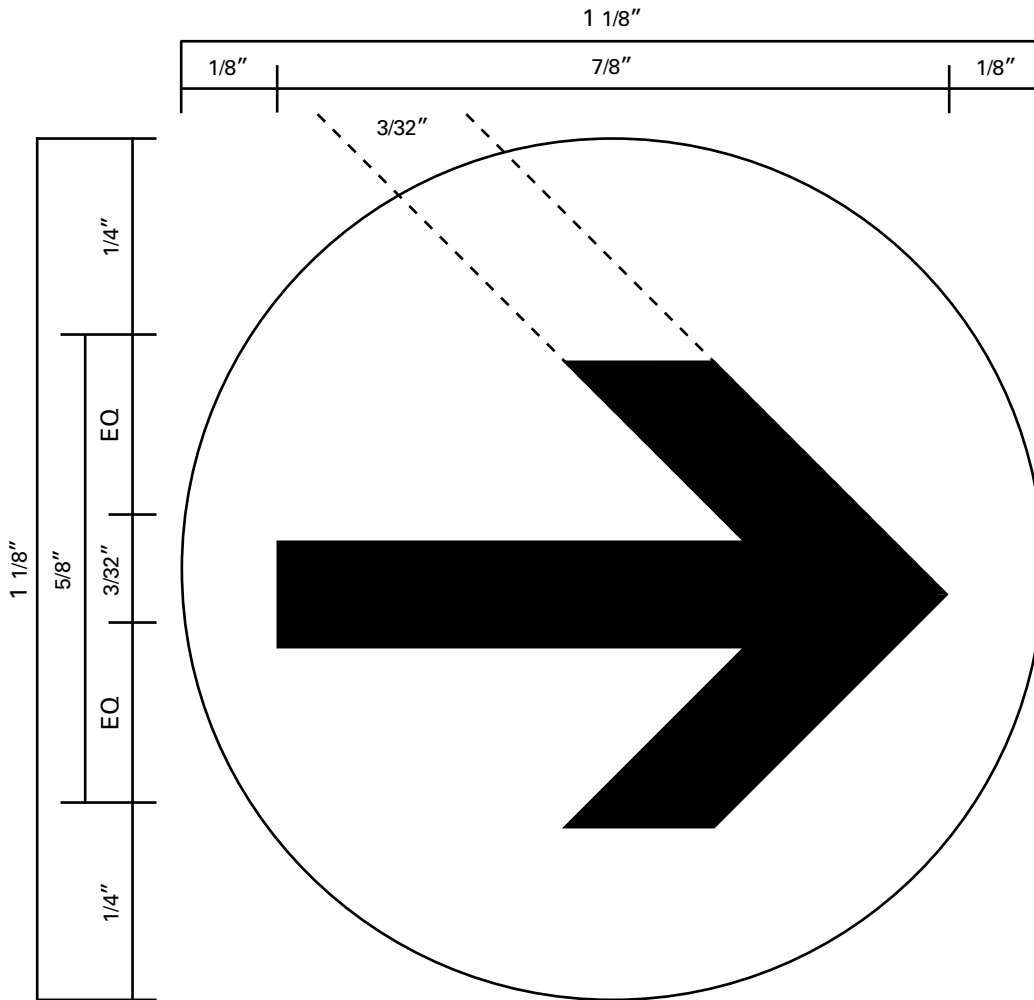
Arrow Art 9"



**Fabrication**

Code H7A or E7A

Arrow Art 1 1/8"

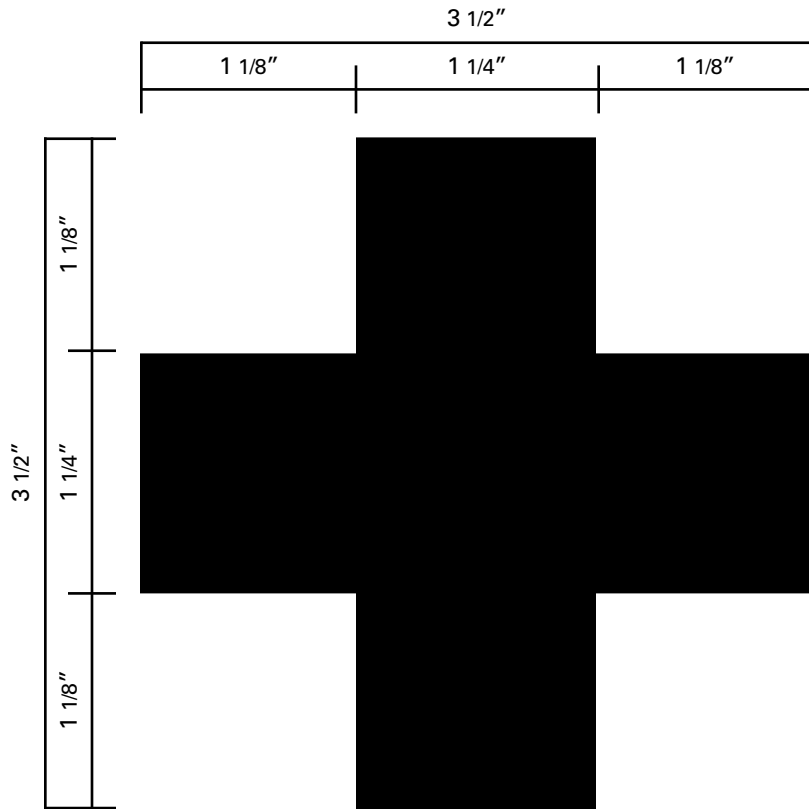


Scale: 1/8"=1"



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Emergency Graphic Art



If larger version is needed, this art may be enlarged proportionately.

Scale: 1"=1"

