



University Signage

The University commenced a campus-wide way-finding signage replacement project in 2003. The design aesthetic is intended to unify all campus signage with an appropriate vocabulary for a premier 21st Century research and teaching institution. Public signage at the University of Pennsylvania serves several purposes:

- Building identification helps members of the campus community find buildings and locations on campus, provides addresses for emergency response personnel, and notes the architects and the construction date of significant works of architecture.
- Directional signage provides guides for first-time visitors to key public destinations, and identifies accessible entries to buildings that do not have accessible front doors.
- Public information signage indicates campus areas equipped for wireless computer communication, and alerts visitors to areas where bicycles, skateboarding, and other specific activities are prohibited.

The determination of text and symbols, inclusion in directional signage inventory, and placement of signage is the responsibility of the Office of the University Architect. The aim is to have as few signs as possible, each with clear and consistent graphics, typography, and message. The placement of signs is likewise intended to be consistent across the campus, and ordered to maximize effectiveness. Signs are placed perpendicular or parallel to building pathways and buildings, oriented for visibility.

The following guidelines are used in the design of the campus signage:

Building Identification Signage:

- Standard building signage: The standard signage for building identification is the 16-inch square aluminum plaque sign, with the Penn crest in the upper left corner. In all cases, this sign indicates the building name in bold print, and building's emergency address.
- Architectural significance: When the building is included in the university's historic resources survey as a significant work of architecture, the architect and construction date are added.
- Internal functions: Usually, internal departments or offices are not listed on the building signage, although exceptions are made based on the degree to which the functions are considered a public use. When necessary, a second 16-inch square plaque is added to include building functions or departments that have a particularly public aspect.
- Accessibility signage: At buildings where the usual front entry is not accessible, an accessibility symbol and an arrow are added to indicate the location of an alternate entry.
- Use of blade signage: For buildings where it is not feasible to add a plaque sign, due to location, building material, or sightlines, a blade sign containing this information may be used.

Directional Signage:

- Purpose: The directional blade signage is intended to inform first-time visitors to campus who are unfamiliar with the location of public buildings, spaces, or functions.

- Signage hierarchy: Each sign is designed to accommodate six destinations, plus public information text if necessary. On each sign, destinations are ordered according to the following criteria:
 1. Proximity to the sign;
 2. Importance of the destination to visitors, taking into account the amount of visitors each destination will receive. Key destinations are admissions and alumni offices, venues for public lectures, exhibits, galleries, or sporting events, and public amenities such as the bookstore and the student center.
 3. Creating linked directional signage: It is important to provide sequential, line-of-sight linkages, especially if a change in direction is required to reach the destination.
- Campus Maps: Campus maps are located at strategic entry and gathering points on campus, to provide a comprehensive guide to all campus buildings. Maps are oriented in the direction of viewing for ease of way-finding.
- Guides for the everyday campus community: Way-finding and directional signage is not considered critical for everyday members of the campus community. Addresses, websites, and the campus maps are available to assist members of the Penn community to locate classroom buildings, administrative offices, and academic functions.
- Accessibility signage: The University is committed to creating a fully accessible campus, and for buildings where the main entrance is not accessible, a graphic symbol indicating an accessibility entry route is provided on the directional signage.

Public Information Signage:

- “No skateboarding...” The campus is primarily a pedestrian environment, but users of several modes of transportation share walkways and plazas. Signage is provided to ensure the safety of persons walking on campus by alerting visitors where skateboarding, roller-blading, and bicycling are prohibited. Secondary purposes of these signs are to protect campus property from abuse and to assist the university police in enforcing rules of behavior. This signage typically uses a shorter blade located at major entries to campus and in areas of heavy pedestrian use.
- Wireless-enabled campus areas: As the university expands the areas of campus equipped for wireless communication, a graphic will be added to existing signage to inform laptop users where access to Penn’s wireless system is available.

Temporary Signage:

There are approximately 13 Kiosks located throughout the campus that serve for the display of temporary signage. Signs and posters attached to buildings, related structures or landscape elements such as fences, trees, etc., are not permitted.

Temporary Lawn Signage:

Eligibility:

Schools, Centers and Student Organizations, operating under the direct authority of the Trustees of the University of Pennsylvania, may apply to the Office of the University Architect for approval of temporary lawn signage. Temporary Lawn Signage shall comply with current University Vending Policy 711 (<http://www.hr.upenn.edu/policy/policies/711.aspx>) and all other applicable University policies including the Code of Student Conduct. Schools, Centers and Student Organizations may not extend their University affiliation to include a non-university, for-profit organization as a means to promote or sell second party goods or services on campus and signage marketing or promoting such goods or services will not be approved. All Temporary Lawn Signage must clearly identify the sponsoring University organization and display a Facilities and Real Estate Services (FRES) permit

stamp. Application to install temporary signage shall be submitted to and approved by the Office of the University Architect in writing, prior to installation or display. Permissions shall be valid for a one-time use. Facilities and Real Estate Services shall remove and dispose of non-compliant signage immediately and user will be invoiced for removal related services. Temporary Lawn Signage is not permitted on campus within scheduled periods, as determined by the current Academic Calendar, proceeding, during and following Alumni Day, Baccalaureate, Commencement or during other periods that may be established by the Office of the University Architect to avoid a proliferation of temporary lawn signage.

Application shall include:

- A pdf of proposed sign content: include graphic and text.
- Number of proposed signs.
- Preferred display schedule: date up / date down.
- Name and contact information of responsible user. (email, phone, organization, center/school)

Specifications:

- The preferred sign support is the “H” shaped wire frame.
- Sign panels shall not exceed 18” x 24”.
- Graphic content may be displayed on both sides of a single sign panel.
- Graphic content shall include organization identification and FRES permit stamp.
- An organization may display a maximum of 10 signs for a period of 1 week.
- An organization may display a maximum of 3 weeks within 1 semester.
- 1 week is defined as seven (7) contiguous days.
- A maximum of 4 organizations may display signs during the same scheduled period.
- Approved wire frame event signage may be placed on a temporary basis only in lawn areas along Locust Walk, between 40th Street and College Hall Green and along Woodland Walk, between 36th Street and 34th Street.

Process:

- Student Organization (Org.) representative applies to appropriate advising office, ie: Office of Student Affairs (OSA), Office of Student Life Wharton (SLW), Penn Student Agencies (PSA), Penn Business Services (PBS), etc.
- School or Center representative applies to the Office of the University Architect (OUA).
- OUA and/or advising office acknowledges & logs application; requests additional information if necessary and determines eligible status and University affiliation, of applicant if unknown.
- Applications received, requesting permission within identical scheduling periods, will be considered in chronological order, per date of earliest receipt.
- Application is reviewed and School/Center/Org. is advised of permit, schedule or denial.
- Allow a minimum of one (1) week for review.
- If approved, FRES permit stamp is issued to School/Center/Org, which shall be affixed and displayed prominently on each sign.
- School/Center/Org. may install and display signage as scheduled. School/Center/Org. shall remove all of their temporary lawn signage by the end of a scheduled event display period. Signs not removed by School/Center/Org. shall be disposed of by FRES. FRES shall not retain any signage and School/Center/Org. shall be invoiced for disposal related services.

Interior Signage

Interior signage shall be in compliance with the Americans with Disabilities Act (ADA) of 1990, the 2010 ADA Standards for Accessible Design, which encompasses the 2004 ADAAG including signage and any and all subsequent updates and revisions as enacted.

- Schools and Centers may use University approved vendors for the design and production of their specific ADA compliant interior way-finding and signage needs.