March 1, 2010

Memo

To: Michael Martin, Chancellor

Through: Eric Monday, Interim Vice Chancellor
Finance & Administrative Services

Through: Tony Lombardo, Interim Assistant Vice Chancellor
Facility Services

Through: Emmett David, Director
Office of Facility Development

From: Jason P. Soileau, Assistant Director
Office of Facility Development

Re: LSU Campus Wayfinding Signage Guidelines – Recommendation for Approval

Sasaki and Associates in cooperation with the LSU Wayfinding Management Team recently completed the Louisiana State University Campus Wayfinding Signage Guidelines. The LSU Wayfinding Management Team, providing fair representation of the overall campus community, met on a regular basis from March 2008 through December 2009 in the development of the final document by Sasaki and Associates. This process included multiple presentations to a larger working group, including breakout meetings with campus auxiliary units and Facility Services – Resources representatives and included active participation from Student Government as well as the University Facility Development and Design Committee.

A mock up study and campus survey was performed in August 2009, which resulted in the following results:

- 76% “Strongly Agree” or “Agree” that the signs are appropriate for the campus
- 72% “Strongly Agree” or “Agree” that the signs showcase the LSU spirit
- 84% “Strongly Agree” or “Agree” that the signs clearly inform the user

It is the recommendation by the LSU Wayfinding Management Team that the attached Campus Wayfinding Management Signage Guidelines be adopted by the University; thereby, requiring all future signs to conform to the process and design standard established within the referenced document.

Approved – Michael Martin, Chancellor

cc: file
The role of campus wayfinding

Introduction

1. Design Principles
   - Themes and design inspiration
   - Wayfinding strategy
   - Wayfinding plan
   - Destination hierarchy
   - Sign location plans
   - Campus map strategy

2. Sign Designs
   - Campus identity
   - Vehicular wayfinding and parking
   - Facility identification
   - Pedestrian wayfinding
   - Alternative transportation
   - Event signs

3. Details and Specifications
   - University identity
     - Typography
     - Sign colors and materials
     - Symbols and arrows
   - Standard details
     - Individual sign details

4. Appendix
   - Performance specifications
   - Retail guidelines
   - LSU campus map - affiliates

Table of Contents
Wayfinding is an experience, that of an individual attempting to make their way through an unfamiliar environment. When the information needed to access that environment is provided in a thoughtful, structured fashion, the unfamiliar quickly becomes comfortable, friendly, welcoming. A successful wayfinding system manages this experience, using signage as a communication tool to not only facilitate access, but also to reflect the institutional culture and complement the architecture and environment of its setting.

**Wayfinding System Objectives**

- Honor the LSU tradition
- Capture the cultural character of Baton Rouge
- Evoke the spirited attitude of both students and fans
- Reinforce the LSU brand
- Clearly inform, direct, and orient
- Create a safer, more user-friendly environment
The guidelines are intended to comply with applicable MUTCD, ADA, and LADOT codes.
Meet with the working group
Present to the management team
Test designs with full scale mock-ups on location and solicit feedback

76% “STRONGLY AGREE” or “AGREE” THAT THE SIGNS ARE APPROPRIATE FOR THE CAMPUS,
72% “STRONGLY AGREE” or “AGREE” THAT THE SIGNS SHOWCASE THE LSU SPIRIT,
84% “STRONGLY AGREE” or “AGREE” THAT THE SIGNS CLEARLY INFORM THE USER.

MEETINGS
ON CAMPUS AND VIA CONFERENCE CALL
01/12/2008 Management Team
01/16/2008 Working Group
01/18/2008 Facility Resources
01/19/2008 Parking | Public Safety | Emergency Operations
01/20/2008 Athletics
01/20/2008 Management Team
01/27/2008 CBEIC
02/17/2008 Parking | Athletics
02/17/2008 Management Team
02/18/2008 Working Group
02/23/2008 Management Team
03/13/2008 Facility Resources | Landscape Architecture
03/13/2008 Parking | Athletics
11/19/2008 LSU Ag Center

PRESENTATIONS
ON CAMPUS AND VIA WEEKLY
03/14/2008 Kick off
05/27/2008 Program
06/17/2008 Concept Design
07/15/2008 Program Refinements
07/15/2008 Gateway
07/25/2008 Campus Maps
08/18/2008 Concept Design Refinements
08/19/2008 Gateway Refinements
08/20/2008 Working Group Progress
08/24/2008 Concept Design
10/14/2008 Working Group Presentation
10/23/2008 Working Group Design Presentation
10/24/2008 Regulatory | Temporary Events
11/13/2008 LSU Affiliates
12/14/2008 Mock Ups and Planning
07/21/2009 Management Team Update

TESTING
MOCK-UPS
09/18/2008 Full size sign mock ups installed for review
09/18/2008 to 9/11/2009 10 question feedback poll
09/17/2009 Wayfinding Feedback Results
Wayfinding Feedback Report

September 17, 2009

Project Background:
Sasaki Associates has been working with the University to produce a master plan to guide the location of new directional and informational signs at LSU as well as to provide aesthetic guidance for production of such signage. Jason Soileau, Assistant Director Facility Development, will serve as primary spokesperson.

An executive management team and working group have been collaborating with Sasaki Associates consultants since the inception of this project. It has been an open, participative process with student, staff, and faculty representation.

Temporary signs were installed using temporary materials for the purpose of evaluating design, color choice, scale, and overall style. These temporary mock-ups were installed to determine appropriateness of appearance, clarity, and overall context, and therefore had not been edited for content accuracy. These temporary signs were placed next to temporary signs indicating that the signs were not intended for navigation but for concept testing.

A total of thirteen signs were placed throughout campus for a period of one month at the start of the Fall 2009 academic semester. These signs were categorized by the development team in one of three areas: large-scale vehicular, small-scale vehicular, and pedestrian.

Feedback Goals:
To enable LSU audience groups and stakeholders to provide feedback about the new wayfinding signs and kiosks with regard to the following:

- **Appearance:** Does the overall appearance (form and shape) of the sign mock-up feel appropriate for the campus and immediate surroundings? Do the colors feel appropriate for the campus and immediate surroundings? Does the typography?

- **Clarity:** Is the text legible? Is the information clearly organized?

- **Context:** Is the sign mock-up the right size for the selected location? Does the location seem appropriate?

Methodology:
In order to receive input related to the temporary signage in place August 10 – September 11, 2009, the LSU Office of Communications and University Relations instituted a 10-question feedback poll through Broadcast email targeting current LSU students, faculty, and staff. One email blast was sent to a population of approximately 28,000 students, 1,300 faculty, and 3,800 staff.

Feedback Project Stakeholders:
Jason Soileau, Assistant Director, Office of Facility Development – Campus Planning
Holly Houk Cullen, Assistant Vice Chancellor, University Relations
Report Prepared by: Tricia Milford-Hoyt, Marketing Director, University Relations

Sample of Wayfinding Feedback Report
The physical context of LSU’s campus is a direct expression of the University’s history, living traditions, and spirit. This campus is welcoming, authentic, unique, and above all, valued by all; any addition to this environment must be carefully considered. Before any designs were produced, several key attributes were examined to create a foundation of authenticity:

1 DESIGN PRINCIPLES

Themes and Design Inspiration
Wayfinding Strategy
Wayfinding Plan
Destination Hierarchy
Sign Location Plans
Campus Map Strategy
Concurrent with the design of the functional wayfinding program, the wayfinding team immersed themselves in the LSU physical and cultural context with the goal of distilling themes, ideals and design inspiration that should inform the design approach to the wayfinding system. In many cases, this was a process of clarifying the emotional effect of the campus and giving it form. Some of the broad themes that were embraced and incorporated into the signage include:

- Unusually heartfelt sense of pride, tradition and enthusiasm
- Academics and athletics are connected and their qualities contribute to the LSU experience
- LSU purple and gold is omnipresent
- Historic, geared to welcoming and relevance
- Soft tones of stucco, bronze and tile roof
- The Historic buildings, old, classic and clean, eternal
- Rich and simple details, not overly ornamental
- Strong lines, pure geometry, blend of modern and classic

A blend of styles that seem to all work together
Numerous organizational ideas were explored, based on creation of campus districts or schemes based on landmark destinations, historic areas, secure and non-secure areas.

In the final analysis, the preferred scheme reflects a true “mental map” of the way the campus is experienced via driving the three north-south corridors (Nicholson, Highland, and Lakeshore) and negotiating the pedestrian campus core and its gated access.

The wayfinding scheme is organized around the following:

- Three main corridors
- Central campus and visitor center
- Major destinations, serving as “anchors”

The majority of campus destinations reachable by car are accessed off these corridors. The corridors are also a natural and logical basis for direction giving. This scheme features longevity and flexibility as the campus evolves and expands around this basic framework.

One campus, three different flavors

People experience the campus along three major arteries

Destinations are accessed from the arteries
**DESTINATIONS STRATEGY**

The following hierarchy lists the approved ranking and official nomenclature of sign messages. The Tiers are based on a sorting by frequency of visitation and first-time visitor needs. This enables a break down of the campus into logical segments and manageable experience. Additional destinations will appear on new campus maps.

**Tier 1**

- Visitor Center and vehicular arteries only
  - Highland Road
  - Nicholson Drive
  - Visitor Center
  - West Lakeshore Drive
  - River Road

Appearing on vehicular directional signs: Highland Road
Nicholson Drive
Visitor Center
West Lakeshore Drive
River Road

**Tier 2**

- Landmarks only
  - Alex Box Stadium
  - Central Campus
  - Lod Cook Alumni Center & Hotel
  - Parker Coliseum
  - PMAC
  - Student Union
  - Tiger Stadium

Appearing on vehicular directional signs: Alex Box Stadium
Central Campus
Lod Cook Alumni Center & Hotel
Parker Coliseum
PMAC
Student Union
Tiger Stadium

**Tier 3**

- Major destinations
  - Andonie Museum
  - Central Parking Garage (Future)
  - Golf Course
  - Greek Row
  - Historic Quadrangle
  - LA Houses
  - Paul M. Hebert Law Center
  - LA House
  - LSU System Building
  - Memorial Tower
  - Public Safety Police
  - Reilly Theatre
  - School of Veterinary Medicine
  - Sports & Adventure Complex (SAC)
  - University Recreational Complex (UREC)
  - Student Union
  - Tiger Habitat / LSU Sports Store
  - Tiger Park

Appearing on pedestrian directionals, prominent facility identification, and maps—but not on vehicular directional signs:

- Child Care Center
- Dining Halls
- Residence Halls
- Student Health Center

**Tier 4**

- Secondary destinations
  - Joe & Joanie Alamo Center
  - L. E. Howard Hall
  - Maxcy Hall
  - Sibley Hall
  - Spanish Hall
  - Student Union
  - W. L. Moody Library
  - Woodruff Hall

**DESTINATION HIERARCHY**

- Tier 1
  - Arteries
  - Super-Destinations
  - Destinations
  - Central Campus (Secure Zone)

- Tier 2
  - Landmarks
  - Alex Box Stadium
  - Central Campus
  - Lod Cook Alumni Center & Hotel
  - Parker Coliseum
  - PMAC
  - Student Union
  - Tiger Stadium

- Tier 3
  - Major destinations
  - Andonie Museum
  - Central Parking Garage (Future)
  - Golf Course
  - Greek Row
  - Historic Quadrangle
  - LA Houses
  - Paul M. Hebert Law Center
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  - Public Safety Police
  - Reilly Theatre
  - School of Veterinary Medicine
  - Sports & Adventure Complex (SAC)
  - University Recreational Complex (UREC)
  - Student Union
  - Tiger Habitat / LSU Sports Store
  - Tiger Park

- Tier 4
  - Secondary destinations
  - Joe & Joanie Alamo Center
  - L. E. Howard Hall
  - Maxcy Hall
  - Sibley Hall
  - Spanish Hall
  - Student Union
  - W. L. Moody Library
  - Woodruff Hall

Applying on pedestrian directionals, prominent facility identification, and maps—but not on vehicular directional signs:

- Articolo Museum
- Central Parking Garage (Future)
- Golf Course
- Greek Row
- Historic Quadrangle
- LA School
- Paul M. Hebert Law Center
- LA Houses
- Paul M. Hebert Law Center
- LSU System Building
- Memorial Tower
- Public Safety Police
- Reilly Theatre
- School of Veterinary Medicine
- Sports & Adventure Complex (SAC)
- University Recreational Complex (UREC)
- Student Union
- Tiger Habitat / LSU Sports Store
- Tiger Park
The following plans illustrate diagrammatic locations for signs on the Main Campus. These diagrams are intended for planning and budgeting purposes only. Specific, phased installation projects will require field verification of precise locations and finalized messaging.
Existing LSU campus maps vary greatly in graphic style, are visually complex, and difficult to update.

Switching to a GIS based mapping system can greatly improve these deficiencies.

**RECOMMENDATIONS**
- Create maps for specific user groups (limiting the amount of information on each map makes it easier to understand)
- Use a consistent visual vocabulary
- Add a level of graphic sophistication in order to communicate a professional and appealing presentation to visitors and students
- Design a robust workflow model for LSU updating and printing of maps

**PROPOSED MAP TYPES**
- For web, printed collateral, visitor counter hand outs and brochures
  - General Campus Map (Streets and Buildings)
  - Parking (All Zones)
  - Accessibility
  - Visitor Parking Only
  - Game Day Parking
  - Recreation and Fitness Trails
  - Bus Routes and Stops
  - Interpretive Attractions
  - Campus Safety (Night Map w/ lighted walks)
  - Enlarged View General Campus Map (for kiosks)
  - Includes GIS data layer for each kiosk location
  - Includes forward-up variations of each map (4 views total)
  - Includes (You are here) and radiating walking distances.
  - Prospective student tour maps
  - Visitor attraction maps

**GIS BASED MAPPING SYSTEM**
- Storing and managing campus map spatial data in GIS provides the following advantages:
  - Reduction in expenses associated with updating maps
  - (Nearly) Automated map production process
  - Enhanced data accuracy through ease of updating
  - More accessibility through various desktop and web applications
  - Ability to leverage a wide variety of data from various sources
  - Many options for developing mapping products

- GIS mapping workflow diagram

Example of general campus map and attraction map
The components of the sign system were designed individually for optimal functionality while complementing each other in form and finish to create a unified sign family. Signs fall within the following functional categories:

**CAMPUS IDENTITY**
- Signs and structures distinguishing campus edges or entry portals.

**VEHICULAR NAVIGATION AND PARKING**
- Signs serving to direct vehicular traffic to campus as well as within, culminating in a clear system of regulatory parking signs.

**FACILITY IDENTIFICATION**
- Signs identifying the name and address of a building or facility, including building-mounted and freestanding configurations.

**PEDESTRIAN NAVIGATION**
- Signs and maps intended to orient and direct individuals on foot throughout the campus.

**ALTERNATIVE TRANSPORTATION**
- Signs serving the needs of shuttle bus riders or the campus trail network.

**EVENT SIGNS**
- Short-term sign standards.
Renovate, repair, and celebrate
Add subtle LSU identity
Highlight with lighting

**DESIGN RATIONALE**

The historic gateways to the LSU campus are distinctive icons, linked to the traditional campus core in design and materials, evoking a gracious, understated sense of entry. The bracketed pairs at either end of Highland Road are appropriately scaled for the two-lane road. The gateway pair at the north campus entry on Nicholson Drive have been diminished by subsequent roadway widening. The gateways are in the process of being repaired, having suffered deterioration over many years. The recommendations are to add LSU identity and directed uplighting in a restrained manner to highlight these one-of-a-kind portals to campus.

**MESSAGE CRITERIA**

Only the Louisiana State University wordmark text is to be used.

**PLACEMENT & ORIENTATION**

The gateways will remain in their current locations, with possible expansion of base walls to better engage the sidewalks and additional landscape plantings and ground plane improvement. No effort shall made to replicate or reproduce these anywhere else on campus.
Recalls historic gateways
Scale and proportion matches roadway
Preserves views into campus

**Design Rationale**

Over time, entries into the campus have expanded to other portals. Most people enter the campus and never pass through the traditional entrance of Highland Road. Visitors arrive from the streets along Dalrymple, from the south along Nicholson Drive, and along West Lakeshore Drive. Over time, these entries currently feature LSU identity. The Dalrymple and West Lakeshore entries possess a scale and feel similar to Highland Road, and require appropriately-scaled entry features. The CG-2 gateways are designed to express the spirit and quality of the historic gateways, without copying them, and respond to different approaches and settings. Cast stone, decorative metal and use of LSU text recall the spirit of the historic campus. Soft uplighting will improve nighttime legibility. The gateways are low and open, allowing views over and under into the campus beyond.

**Message Criteria**

Only the Louisiana State University wordmark text is to be used. Optional donor plaques can be integrated into the piers, providing recognition for groups who choose to assist with the funding and construction.

**Placement & Orientation**

The gateways will be designed in conjunction with landscape and roadway improvements at each of the intersections. The complete solution will be a coordinated design of signs, site, vegetation, lighting and ground plane treatments.
The gateways will be designed in conjunction with landscape and roadway improvements at each of the intersections. The complete solution will be a coordinated design of signs, siting, vegetation, lighting, and ground plane treatments.
Incorporate elements of the historic gateways
Appropriately scaled for legibility and context
Full-motion video board for events display

DESIGN RATIONALE
The intersection of Burbank Drive and Nicholson Drive represents the boundary of the main campus. Currently, no formal identifier exists at this location, which happens to be the busiest southern entry to the campus, along the busiest corridor of north-south traffic to and from downtown Baton Rouge and outlying parishes.

The design challenge is to present an image in keeping with the best of the campus core, at a highway scale, incorporating the motion graphics screen. The proposed design blends these elements into a gracefully curving sign that defines the corner and links to the video screen without being dominated by it. Message context and design for electronic message unit will be developed and administered by the LSU Office of Communications and University Relations.

Future campus plans call for campus development between Nicholson Drive Extension and Burbank Drive. The new Alex Box Stadium and increasing development in south Baton Rouge will make this corner even more prominent in the future. A new electronic message unit will provide appropriately scaled graphics and event information along Nicholson Drive.

Incorporate elements of the historic gateways
Appropriately scaled for legibility and context
Full-motion video board for events display
THE MONUMENTAL SCALE OF THE LOGO CREATES A MEMORABLE STREET LEVEL ICON, HEIGHTENING THE EXCITEMENT OF THE GAMEDAY EXPERIENCE, AND DISTINGUISHING THIS AREA OF CAMPUS AS THE NEXUS OF ATHLETIC ACTIVITY. MORE THAN A GATEWAY, THIS ENVIRONMENTAL GRAPHIC EMBODIES THE SPIRIT OF LSU. ACCESS WILL BE PROVIDED BY A CONNECTIVE PATHWAY FROM SURFACE PARKING — PROVIDING A VENUE FOR MEMORABLE PHOTO OPPORTUNITIES. THE IMMEDIATE ZONE AROUND THE LOGO WILL BE PLANTED WITH PLANT SPECIES THAT DISCOURAGE DIRECT CONTACT OR VANDALISM.

THE LARGEST NUMBER OF EVENT ATTENDEES ARRIVE FROM THE SOUTH, AND THE LARGEST AMOUNT OF GAMEDAY PARKING IS CONCENTRATED TO THE SOUTH. WHILE TIGER STADIUM DOMINATES THE SKYLINE, THERE IS NO STREET LEVEL AFFIRMATION OF THE LSU CAMPUS.

DESIGN RATIONALE

The intersection of South Stadium Road and Nicholson Drive is both a functional and symbolic entry into the athletic epicenter of the main campus. This is the portal to Tiger Stadium and the PMAC, not to mention the LSU Sports Shop and the Tiger Habitat. The traditional pre-game parade courses down North Stadium Road to the stadium.

Access provided to surface parking for photo opportunities

Ground plane landscape treatment to restrict access
To create a memorable night time presence, several alternatives are being explored for the illumination of the LSU letters:

- Full coverage of letter faces with programmable LED matrix, allowing motion graphics and full video capability (shown at left). Message content and design for LED matrix will be developed and administered by the LSU Office of Communications and University Relations.
- Programmable LED face lighting, projected from ground spotlights, allowing event or seasonal color changes.
- Straightforward uplighting from ground spotlights.
Vehicular trailblazers are intended to reinforce the path of travel for vehicles to the LSU campus along wide, higher-speed roadways. Signs are one-sided painted aluminum panels, strap-mounted to an existing pole, or mounted to a single, dedicated, LaDOT-approved sign post.

**Message Criteria**

Trailblazer sign messages shall consist only of the LSU “Geaux font” logo and the standard directional arrow.

**Placement & Orientation**

Trailblazers should be located every mile or so, and in advance of major intersections to reinforce the appropriate direction of travel. When meant to indicate a turn, a trailblazer with turned arrow should occur twice—once in advance of the turn and again as close as possible to the turn itself. Locations will require coordination with City of Baton Rouge and LaDOT for city and state right of ways, respectively.
The large vehicular directional is designed primarily for locations along Nicholson Drive (LA HWY 30), a high-speed, multi-lane highway, requiring appropriately sized text height for legibility. The single-sided, fabricated metal signs utilize reflective copy, and have a precast concrete base.

**MESSAGE CRITERIA**
Sign messages are limited to Tier 1 and Tier 2 destinations.

**PLACEMENT & ORIENTATION**
Signs should be placed approximately 150 feet in advance of the required turn, set back a minimum of 7 feet from the roadway edge or right of way.

Clear and appropriately scaled wayfinding for Nicholson Drive
Clear wayfinding for visitor vehicular traffic

Enduring design and details complement the inner campus experience

DESIGN RATIONALE
The campus vehicular directional is designed for lower speed, on-campus roadways. Signs are post mounted, intended to be visible above parked cars, and to not present a visual barrier into the campus at eye level. The single-sided, fabricated metal signs utilize reflective copy and feature removable sign faces for ease of maintenance and updating.

MESSAGE CRITERIA
Sign messages are limited to Tier 1 and Tier 2 destinations.

PLACEMENT & ORIENTATION
Signs should be placed approximately 30 feet in advance of the required turn, set back a minimum of 2 feet from the roadway edge. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. When lower height option is used, landscape or planting bed must be utilized.
A greeting for visitors, especially when booths are not staffed
Clear explanation of vehicle access and parking policy
Important link in wayfinding strategy

**DESIGN RATIONALE**

The gated entry points to the Central Campus are an important and challenging aspect to vehicular navigation. The Central Campus is also a key destination, and requires identification. Often the control booths are not staffed, and information needs to be provided when the path of travel is blocked. This sign greets and informs visitors with a welcome message, identifies the Central Campus and its car-free status, and describes hours of operation and the permit-only status of parking.

**MESSAGE CRITERIA**

Signs will identify the Central Campus, and display approved vehicular regulatory and parking restrictions.

**PLACEMENT & ORIENTATION**

Signs will be located in advance of the control gates and are used in tandem with the booth-mounted entry identification sign, G21.
Brands entry as LSU
Aids direction-giving by naming gates
Important link in wayfinding strategy

Design Rationale
The gated entry points to the Central Campus are an important and challenging aspect to vehicular navigation. Often the control booths are not staffed, and information needs to be provided when the path of travel is blocked. This sign provides a reference point and aids in direction-giving to visitors, service vehicles, and emergency responders.

Message Criteria
Signs will identify the street and the name of the gateway.

Placement & Orientation
Signs will be attached to gateway booth bollards.
Expression of LSU spirit along key campus roads and edges

Campus banners are intended to bring color and LSU brand presence to the campus perimeter and key interior corridors. Banners are mounted to existing light poles, and scaled appropriately to the size of fixture.

Banner designs are shown for guidance only as shall be approved through the Office of Communications and University Relations.

Banners may be placed on the street side of larger fixtures that allow a minimum of 14 feet of clearance. Smaller lighting fixtures dictate sidewalk-side mounting of banners. Street side accent banners maybe used, as long as a clear zone of 18 inches is maintained from face of curb. Banner location strategy is shown on page 20.
Consistent identification and naming of all structured parking

**DESIGN RATIONALE**

This sign is designed to provide entry identification for large parking structures. The layout illustrated is intended for use at the planned facility on Highland and Raphael Semmes Road. The prominent ‘P’ symbol in a blue square indicates the availability of visitor parking. The large scale and vertical projecting orientation provides visibility for vehicles approaching laterally. The final dimensions and placement of these signs will be coordinated with the design of the individual parking structure.

**MESSAGE CRITERIA**

Sign messaging is limited to the facility name, parking symbol, and lot number. Where required additional information, such as usage restrictions or hours may be displayed on a companion ground-mounted sign such as Type PK2. This sign will be double-sided, with messages on both sides. Messages will be determined by LSU Office of Facility Development and Campus Planning, and the LSU Office of Parking, Traffic and Transportation.

**PLACEMENT & ORIENTATION**

This sign is designed for facilities set back from campus roadways, necessitating a projecting mount on the structure facade, intended to be visible for vehicles approaching from left or right. Final placement will be determined based upon the approved garage design.
Consistent naming of all surface parking lots
Consolidated restriction information
Incorporation of temporary event panel

**DESIGN RATIONALE**

The PK series of signs consolidates and organizes parking lot naming, restrictions, visitor parking availability, and LSU Parking Department tracking numbers into one consistent sign for use at the entrances to surface lots. A removable panel accommodates special event parking designations.

**MESSAGE CRITERIA**

Sign messaging is limited to the facility name, visitor parking messaging, usage restrictions/hours of operation and lot number. Messages will be determined by the LSU Office of Facility Development and Campus Planning, and the LSU Office of Parking, Traffic and Transportation.

**PLACEMENT & ORIENTATION**

For maximum legibility, this sign is recommended to be double sided and placed perpendicular to the main campus roadway. Optionally, signs may be single sided and faced parallel to campus streets, depending on approaches and viewing angles. Final locations will be determined by the LSU Office of Facility Development and Campus Planning.
Minimize sign clutter

Standardized pole, hardware and graphics

This sign is designed to provide clear identification of on-street campus parking and consistent posting of parking restrictions and hours of operation.

MESSAGE CRITERIA

Messages and parking zones will be determined by LSU Office of Facility Development and Campus Planning, and the LSU Office of Parking, Traffic and Transportation.

PLACEMENT & ORIENTATION

The sign is typically set close to the roadway, with a minimum distance of 18 inches to the face of the curb. The sign is single-sided, with the message face parallel to, and oriented towards the street. Signs will be used in pairs, bracketing the parking zone. Additional mid-zone signs may be used to further define longer parking areas.
Consolidates and streamlines campus-wide parking signs

Dramatic reduction in "sign pollution"

Consistent policy language to aid enforcement

The posting of campus parking zones and regulatory information has been consolidated and organized into a single template system of uniform design and size. The net result will be a reduction in the number and variety of signs on campus. Combined with the upgrade in post hardware, the overall level of sign pollution and confusion over parking restrictions will be greatly reduced.

The illustrated templates dictate the order, placement, and color emphasis of information on the sign panel.

Official messaging will be generated by the LSU Office of Parking, Traffic, and Transportation.

The sign is typically set close to the roadway, with a minimum distance of 18" to the face of the curb. The sign is single-sided, with the message face parallel to, and oriented towards the street. Signs may be freestanding or attached to existing poles.
Consolidates and streamlines campus-wide traffic regulatory signs

Improves the quality of the campus landscape

**Design Rationale**

Basic traffic control signage will be displayed on a simple black metal square post. This simple upgrade will unify the appearance and quality of this basic sign type, and minimize the clutter of mixed hardware styles. Backs of signs will also be painted, reducing the prominence of regulatory sign posting in the landscape.

**Message Criteria**

Sign face graphics will be retro-reflective, with panel shapes, messages, colors and symbols in compliance with the current edition of the MUTCD.

**Placement & Orientation**

Sign panels should be positioned a minimum of 18 inches from face of curb, with a minimum distance of 7 feet from the bottom of the sign to the ground. Signs may be directly buried, with below-grade poured-in-place concrete footings, and LADOT-approved breakaway couplings.
Street names are a key component of overall wayfinding strategy
Responds to future building addressing and emergency response requirements

LSU street signs will stand out from the standard sign designs, with their unique color scheme and type style. Through their repetitive use, custom street signs are an effective way to define a campus district and reinforce the LSU identity. Three sizes of street signs have been developed that respond to various roadway scales and speeds. The largest, shown here, is specifically designed for Nicholson Drive. This sign may be used along other large perimeter roadways as the campus expands.

Messages will comply with City of Baton Rouge and LADOT official street name nomenclature.

Signs are typically located on traffic control crossarms, parallel to the identified cross street, facing traffic, visible from stop lines. Applications, approval and locations shall be coordinated with City of Baton Rouge and LADOT.

Design Rationale
Street names are a key component of overall wayfinding strategy.
Responds to future building addressing and emergency response requirements.

Message Criteria
Messages will comply with City of Baton Rouge and LADOT official street name nomenclature.

Placement & Orientation
Signs are typically located on traffic control crossarms, parallel to the identified cross street, facing traffic, visible from stop lines. Applications, approval and locations shall be coordinated with City of Baton Rouge and LADOT.
The larger letters and decorative scrollwork identify significant interior campus roadways. The 6˝ inch letter height is designed for legibility at posted speeds greater than 25 MPH. The larger sign blade may be combined with the 4 inch version where intersections with secondary streets on the same post occur.

The 6 inch street sign is designated for the following roadways:

- Lakeshore Drive
- Highland Road
- South Stadium Drive
- Nicholson Extension

Panel length is determined by message length.

Locate street signs on opposite corners of the intersection of all named streets for wayfinding and emergency response purposes. Leading edge of signs must be set back at least 2 feet minimum from front of curb, and blades should point away from the intersection.
This sign is intended to be the primary street sign for the interior campus. The 4 inch letter height street sign is designed for legibility at posted speeds 25 MPH or less. The 4 inch sign blade may be combined on the same post with the larger 6 inch version where intersections with primary streets occur.

The 4 inch street sign is designated for all campus roadways with the exception of those identified with SN1 or SN2 signs. Panel length is determined by message length.

Locate street signs on opposite corners of the intersection of all named roads for wayfinding and emergency response purposes. Leading edge of signs must be set back at least 2 feet minimum from front of curb, and blades should point away from the intersection.
Consistent, legible facility identification, for vehicles and pedestrians

Standardized building names across campus

Allowance for major affiliate branding (AgCenter, Law Center)

Design Rationale

Primary main campus facility identification, scaled to be legible from vehicles. Sign is non-illuminated, with messages occurring on both faces. Buildings with multiple entrances, and entrances with strictly pedestrian approaches, may use FA1 and FA2 (smaller scaled) signs in combination.

Message Criteria

Identification will be restricted to the official building name, building construction date, street address, and LSU logo. A single department or school generating high levels of visitor traffic may be included, based on written approval from the LSU Office of Finance and Administrative Services (FAS). LSU Law and Ag Center are permitted to use their affiliate logos in a single color (gray) in place of the LSU logo. Use of the affiliate logos shall be restricted to buildings that are either 100% or “mostly” occupied by the respective affiliate.

A site plan diagramming LSU Law and Ag Center campus facilities can be found in the Appendix. All FA1 signs shall be reviewed and approved by the LSU Offices of Facility Development and Campus Planning.

Placement & Orientation

Signs are generally oriented perpendicular to roadways for best visibility, and should be consistently set back from the sidewalk edge. Signs should ideally be placed in planting beds to minimize obstruction to viewing and potential damage. Straightforward, direct burial, is preferred, thereby containing exposed concrete footings.
For pedestrians, consistent facility wayfinding and identification

Scale and detailing that respects the historic campus core

For pedestrians, consistent facility wayfinding and identification

Scale and detailing that respects the historic campus core

Secondary facility identification, scaled to be legible and appropriate for pedestrian zones. Sign is non-illuminated, with messages occurring on both faces. Buildings with multiple entrances, and entrances with strictly pedestrian approaches, may use FA2 and FA1 (larger-scaled) signs in combination.

Secondary facility identification, scaled to be legible and appropriate for pedestrian zones. Sign is non-illuminated, with messages occurring on both faces. Buildings with multiple entrances, and entrances with strictly pedestrian approaches, may use FA2 and FA1 (larger-scaled) signs in combination.

FA2

FACILITY IDENTITY

PEDESTRIAN-SCALED

MESSAGE CRITERIA

Identification will be restricted to the official building name, building construction date, street address, and LSU logo. A single department or school generating high levels of visitor traffic may be included, based on written approval from the LSU Office of Finance and Administrative Services (FAS). LSU Law and Ag Center are permitted to use their affiliate logos in a single color (gray) in place of the LSU logo. Use of the affiliate logos shall be restricted to buildings that are either 100% or “mostly” occupied by the respective affiliate. A site plan diagramming LSU Law and Ag Center campus facilities can be found in the Appendix. All FA2 signs shall be reviewed and approved by the LSU Office of Facility Development and Campus Planning.

PLACEMENT & ORIENTATION

The FA2 sign is intended for use in the core campus, or for other pedestrian-accessed facilities. Signs are to be oriented perpendicular to the building face, unless the orientation obscures legibility from the primary approaches. When a series of buildings face a major walkway or street, signs for each building shall be consistently set back from the pavement edge. Signs should be placed in planting beds to minimize obstruction to mowing and potential damage.
Building-mounted facility identification

FA3
Facility Identity
Building Mounted

Design Rationale
Secondary facility identifications, scaled to be legible and appropriate for pedestrian zones. Sign is intended to be used in lieu of Type FA2 when a ground-mounted sign is not feasible or deemed inappropriate. Sign is non-illuminated, with messages occurring on one face. Buildings with multiple entrances, and entrances with strictly pedestrian approaches, may use this sign in combination with FA3 or FA1 signs.

Message Criteria
Identification will be restricted to the official building name, building construction date, street address, and LSU logo. A single department or school generating high levels of visitor traffic may be included, based on written approval from the LSU Office of Finance and Administrative Services (FAS). LSU Law and Ag Center are permitted to use their affiliate logos as a single color (gray) in place of the LSU logo. Use of the affiliate logos shall be restricted to buildings that are either 100% or “mostly” occupied by the respective affiliate. A site plan diagramming LSU Law and Ag Center campus facilities can be found in the Appendix. All FA3 signs shall be reviewed and approved by the LSU Offices of Facility Development and Campus Planning.

Placement & Orientation
Signs shall be oriented to face pedestrian approaches. Placement, especially in regard to historic building facades, will require review by LSU Office of Facility Development and Campus Planning on a case-by-case basis. Sign mounting hardware shall penetrate wall surfaces at mortar joints, minimizing damage to building facades.
Low-profile, unobtrusive compliance with ADA accessibility guidelines

Freestanding, when building-mounted is not available or desired

**Use Southeast Entrance**
Skip Bertman Dr.

**Design Rationale**
This sign provides direction to accessible building entrances where the entrance is not immediately visible from the main path of travel, or in instances where an alternate, accessible entrance is provided.

**Message Criteria**
Signs will display approved building names, international accessibility symbol, and directional messaging.

**Placement & Orientation**
Signs will be coordinated with overall campus accessibility program and installed in concert with Type ED Entrance Identity plaques. Signs will be located adjacent to every building entrance or path where a separate accessible entrance is used, and then as required along the path of travel to the accessible entry. Signs shall be set back a minimum of 6 inches from the path edge, and their placement must not obstruct any accessible path.
Low-profile, unobtrusive compliance with ADA accessibility guidelines

Building-mounted option

This sign provides direction to accessible building entrances where the entrance is not immediately visible from the main path of travel, or in instances where an alternate, accessible entrance is provided.

MESSAGE CRITERIA
Signs will display approved building names, international accessibility symbol, and directional messaging.

PLACEMENT & LOCATION
Signs should be oriented to be visible from pedestrian paths and approaches. Proposed placement, especially in regard to historic building facades, will require review by LSU Office of Facility Development and Campus Planning on a case-by-case basis. Sign mounting hardware should be coordinated to penetrate wall surfaces at mortar joints, minimizing damage to building facades.
Ensures compliance with ADA accessibility guidelines

Reduced sign clutter

Provides consistent facility identification

DESIGN RATIONALE

Sign Type: ED will mark all facility entrances in a consistent manner, reinforcing approved building names, and clearly expressing the LSU identity. For accessible entrances, signs will display the accessibility symbol and feature raised text and braille. For non-accessible entrances, the accessibility symbol will be combined with a directional arrow indicating the nearest accessible entry. ED signs can be used in conjunction with AP signs to clearly mark paths to accessible entries. Implementation shall be coordinated with overall campus accessibility program.

MESSAGE CRITERIA

Signs will display approved building names, international accessibility symbol, and directional messaging.

PLACEMENT & ORIENTATION

Sign must be placed next to building entrances, between 60 inches and 80 inches above grade level. Signs should be oriented to be visible from pedestrian paths and approaches. Proposed placement, especially in regard to historic building facades, will require review by LSU Office of Facility Development and Campus Planning on a case-by-case basis. Sign mounting hardware should be coordinated to penetrate wall surfaces at mortar joints, minimizing damage to building facades. Sign locations will be coordinated with the LSU Office of Disability Services.
One-stop campus visitor orientation

Detailing complements campus environment

Flexible, with multiple informational configurations

Accommodates future interactive/digital displays

**Design Rationale**

Located at major centers of pedestrian activity, the kiosk consolidates multiple displays of information into a single unit. Future versions may make use of technology-based information systems, including touch-screen wayfinding, ATM machines, parking ticket vending.

**Message Content**

"You Are Here" style maps orient visitors to overall university layout and highlight connections to campus destinations and downtown Baton Rouge. One face is reserved for a large scale campus map with comprehensive index of destinations. A second map, contextual to a five-minute walk radius, provides more localized detail. The other two panels may be used for display of artist works, interpretive thematic information, or campus trail network maps. All proposed content must be reviewed and approved by the LSU Office of Facility Development and Campus Planning, Communications and University Relations, and F.A.S. (Finance / Administration Services.)

**Placement & Orientation**

Strategically located near visitor parking areas and pathway junctions. Because of its scale and four-sided configuration, the kiosk should be located in a planned plan space with ample room—a minimum of 48 inches of clearance on all sides—allocated to circulate around the structure. The placement must not obstruct any accessible path. If the kiosk must be located on a path, a “bump-out” concrete pad must be created, to accommodate the 48 inches of clearance on all sides.
Provides campus orientation from all parking areas
Comprehensive campus map and directory
Low profile design, complementary to campus context

Design Rationale
This smaller kiosk focuses on the overall campus map and directory, and is primarily intended to be used at all campus parking areas. It may also be used throughout the campus to supplement the primary, four-sided kiosks.

Message Content
Primary content is the large scale campus map with comprehensive index of destinations. As conditions permit, the kiosk may be double-sided, with the second face displaying an area map, constrained to a five-minute walk radius, providing localized detail. All proposed content must be reviewed and approved by the LSU Office of Facility Development and Campus Planning and the LSU Office of Communications and University Relations.

Placement & Orientation
Strategically located in visitor parking areas: Large parking areas may feature multiple kiosks. Typically located next to pathways, in planting or lawn areas. Depending on conditions, the sign may parallel paths, or be perpendicular, for two-sided configurations.
Brings to life the history and culture of the LSU campus
Reduces sign clutter, consolidates existing variety of sign plaques
Visually tied into the overall wayfinding system

**DESIGN RATIONALE**

The LSU campus contains many areas and sites with cultural and historic significance. Bringing these to light reinforces the sense of place, and illuminates the origins of local traditions. The interpretive sign program consolidates the variety of existing, ad hoc historical plaques and markers into a system of engaging interpretive panels. The system shares components and formats with the overall wayfinding system, yet introduces more variety in color, graphics and imagery.

**MESSAGE CONTENT**

The designs illustrated in this manual intend to guide overall style, materials, and fabrication techniques. Panel content and imagery will be determined by LSU. Signs may be single or double sided depending on orientation and content needs. Final review and approval of panel designs and locations is by the LSU Office of Facility Development and Campus Planning and the LSU Office of Communications and University Relations.

**PLACEMENT & ORIENTATION**

Signs are intended to be located near interpretive sites (Indian Mounds, Greek Theatre, etc.) and carefully placed so as to not compromise the site itself. Ideally signs should be located off pedestrian paths, in planting beds, to minimize site disturbance and exposed footings.
After some experimenting with growing sugarcane, a thriving sugar industry was born in Louisiana that continues today.

Brings to life the history and culture of the LSU campus

Reduces sign clutter, consolidates existing variety of sign plaques

Visually tied into the overall wayfinding system

DESIGN RATIONALE

The LSU campus contains many areas and sites with cultural and historic significance. Bringing these to light enhances the sense of place, and illuminates the origins of local traditions. The interpretive sign program consolidates the variety of existing, ad-hoc historical plaques and markers into a system of engaging interpretive panels. The system shares components and formats with the overall wayfinding system, yet introduces more variety in color, graphics and imagery.

MESSAGE CONTENT

The designs illustrated in this manual intend to guide overall style, materials, and fabrication techniques. Panel content and imagery will be determined by LSU. Final review and approval of panel designs and locations is by the LSU Office of Facility Development and Campus Planning and the LSU Office of Communications and University Relations.

PLACEMENT & ORIENTATION

Signs are intended to be located near interpretive sites, (Allen Hall Murals, etc.) carefully placed so as to not compromise the site itself. Signs should be oriented to be visible from pedestrian paths and approaches. Placement on building facades will require review by LSU Office of Facility Development and Campus Planning on a case-by-case basis. Sign mounting hardware should be coordinated to penetrate wall surfaces or mortar joints, minimizing damage and need for extensive patching should the sign require removal.
Coordinates identity for all campus trails
Reinforces LSU identity
Raises awareness of fitness options

As part of the initiative to promote healthy lifestyles and encourage non-vehicular connections, trails will be marked and identified to raise awareness of the LSU campus trails system, and their availability for walking, biking and running.

Signs will display approved trail names, symbology and milepost data.

Located at key trail crossroads, or intersections of bike trails with streets. Generally mounted to existing light poles, located adjacent to dedicated mixed use path. The placement must not obstruct pathway.
Increase visibility of the Tiger Trails system
Provide comprehensive route list at each stop
Design integration with overall campus wayfinding

Design Rationale
Located at campus shuttle bus stops, where the posting of schedule information is desired.

Message Criteria
Signs will display Tiger Trails logo and graphics, street (stop) name, route list, and website address. Route strips are digitally printed vinyl allowing ease of updating.

Final messaging to be coordinated by LSU office of parking, traffic, and transportation.

Placement & Orientation
Locate the shuttle stop sign adjacent to a sidewalk, set back 6 inches from the edge with blade facing away from the street.
The placement must not obstruct any accessible path. If no sidewalk is present, locate at least 2 feet minimum back from front of curb, with blade facing away from the street.

Locations off-campus require coordination with the City and LADOT.
Uniform system of event traffic control

Adaptable for emergency management in addition to University events

Design Rationale

A new system of coordinated temporary signage will replace the current ad-hoc method of directing traffic for game-day and other large events. Safety and clear wayfinding is emphasized, along with the desire to reinforce the LSU brand during these high-visibility events.

Message Criteria

Portable digital displays will provide flexible communication solutions, and can deliver critical messages as required for emergency management plans. Messages will be developed by the LSU Office of Parking, Traffic, and Transportation in coordination with the LSU Athletic Department.

Placement & Orientation

The strategy for game-day parking divides up the parking areas into four zones, simplifying wayfinding and direction-giving.
Better image for LSU, reinforces brand
Simplified parking zones, reduce visitor confusion

DESIGN RATIONALE
Based on the event parking zone strategy, bold and consistent signage will identify parking lots and zones within larger lots. Freestanding A-frame style signage and temporary post and panels respond to the various site conditions, presenting a professional, uncluttered image.

MESSAGE CRITERIA
Signs will display temporary lot names, parking zones, and parking restrictions. Optional text may display dates of event. Messages will be developed by the LSU Office of Parking, Traffic, and Transportation and the LSU Athletic Department.

PLACEMENT & ORIENTATION
Sign panels may be mounted to "A-frame" portable structures, or temporary posts with concrete base.
Uniform display of event parking regulations
Attractive and functional moveable barricades with message panels

A series of pre-lettered sign panels will be stocked by Campus Parking for use on event days to address temporary regulatory and parking restrictions. These sign panels will be integrated into moveable barricades or utilize a ground attachment method that allows secure mounting, yet easy removal and a minimum of installed hardware at the ground plane.

Signs will display event lot names, parking zones, and parking restrictions. Optional text may display dates of event. Messages will be developed by the LSU Office of Parking, Traffic, and Transportation.

Sign posts may feature magnetic flush base design, allowing for secure mounting with ease of removability, or “Gorilla Posts.”

Moveable barricades are designed to accommodate a sign panel for regulatory information as required.
A strategy of design standards, applied throughout the sign program, helps to maintain consistency of look and feel as well as presentation of information. Standards have been developed for the following design elements:

- UNIVERSITY IDENTITY
- TYPOGRAPHY
- SIGN COLORS AND MATERIALS
- SYMBOLS AND ARROWS
- STANDARD DETAILS
- INDIVIDUAL SIGN DETAILS
The standard typeface for the sign program is Whitney. Initially developed for New York’s Whitney Museum, this font has numerous advantages:

- Works in crowded environments
- Legible at a distance
- Sturdy enough to withstand a variety of fabrication techniques
- Compact forms and broad x-height use space efficiently, and its ample counters and open shapes make it clear under any circumstances
- Carefully designed to resist distortion or material weakness, producing letterforms that are stable over a wide range of sizes and applications

Specific styles are used for various applications and are called out for each sign type. Characters from each style are shown here for visual reference. Whitney is available in various weights and styles. Full information can be found at the contact information below:

Hoefler & Frere-Jones, Inc.
611 Broadway, Room 725
New York, NY 10012-2608
Tel. 212 777 6640
Fax 212 777 6684
info@typography.com

Clear, versatile, thoughtful
Wide range of weights and styles
COLOR AND MATERIAL SOURCES

Paints are Matthews Acrylic Polyurethane, available from LakeView Corporate Park
8201 88th Street
Pleasant Prairie, WI 53158-2200
1-800-325-6039 www.matthewspaint.com

Vinyls are 3M, available from
3M Center, Building 9218-12-3 E-04
St. Paul, MN 55144 USA
1-800-325-3848 www.3m.com/graphics

Avery Graphics, available from
Graphics and Reflective Products Division
Plainsville, OH 44135 USA
1-800-449-3850 wwwaverygraphics.com

Ardon Color Series, available from
Ardon
2411 South Harbor Blvd.,
Santa Ana, CA 92704
800-834-5601 www.ardon.com

COLOR APPLICATION GUIDELINES

Authority for color determination rests with the LSU Office of Facility Development and Campus Planning.

Official LSU colors


<table>
<thead>
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<th>Code</th>
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<tr>
<td>White</td>
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SYMBOL SOURCES

Symbols used in the system are custom designed for LSU Campus Wayfinding Signage Guidelines, or are accepted standards established by:

- Federal Highway Administration
- Society for Environmental Graphic Design
- American Institute of Graphic Arts

SYMBOL APPLICATION GUIDELINES

Use of symbols not provided in these Guidelines must be reviewed by the LSU Office of Facility Development and Campus Planning.

Parking Zones

B C 1 2 3 4 U S R P

Regulatory

Arrows

Icons

Game Day Parking

100 200 300 400

104 LOUISIANA STATE UNIVERSITY | CAMPUS WAYFINDING SIGNAGE GUIDELINES

3 DESIGN GUIDELINES 105
The need for breakaway footings for signs located near roadways will be determined during installation phases. The details illustrated here are shown as a recommended approach, and will require final approval by LACOST and the City. Breakaway details courtesy of; Transpo Industries Inc. 20 Jones Street New Rochelle, NY 10801.
SIGN BASES

cast concrete, fabricated cabinet

TYPICAL DETAILS

removable sign face

Square corner channel fabricated frame
Rivnut or approved blind fastener
Sign Face
Tamper resistant fasteners
Spanner, Pin in Torx, etc.
painted to match sign faces.

Ornamental Bracket & Hardware

Grade Level

Set Screw

Sleeve

Sign Cabinet

Footing

Set Screw

Sleeve

Sign Cabinet

Footage

Set Screw

Sleeve

Sign Cabinet

Footage

Set Screw

Sleeve

Sign Cabinet

Footage

Section 1: Base detail, fab. cabinet signs
Scale: 3/4” = 1’ - 0”
Type PK.2

Section 2: Removable sign base and footing
(Note to estimator)
Type DR.1
**TYPICAL DETAILS**

**finials**

**DESIGN INTENT**

These custom designs are inspired by detailing on the historic gateways, and lend elegance and texture to the sign types in the LSU Wayfinding system. Finials can be fabricated, turned from aluminum, or cast from resin. It is recommended that a certain amount of attic stock of the various sizes be fabricated and kept on hand. Finials are to be securely attached to, and painted to match, sign posts and kiosks.

---

**FINIALS**

**Design:** Sign Post Finial, 4” and 6” posts

- 3” = 1’-0”

**Detail:**

- Sign Post Finial, components
- Not to scale

**Design:** Kiosk Finial

- 1 1/2” = 1’-0”

**Detail:**

- Kiosk Finial
- Isometric view
- Not to scale

**BASEPLATE**

**Design:**

- Building
- 4”
- 6”
- 3 3/8”
- 5”

**Turned portion**

- 10”
- 4”

**Kiosk Roof**

- E-0’
- E-0’

---

**SIGN PLACEMENT**

pedestrian paths and accessibility

These custom designs are inspired by detailing on the historic gateways, and lend elegance and texture to the sign types in the LSU Wayfinding system. Finials can be fabricated, turned from aluminum, or cast from resin. It is recommended that a certain amount of attic stock of the various sizes be fabricated and kept on hand. Finials are to be securely attached to, and painted to match, sign posts and kiosks.
**SIGN PLACEMENT**

parking and directional

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<thead>
<tr>
<th>Sign Type</th>
<th>DR1, DR2 (no sidewalk)</th>
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<tbody>
<tr>
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<tr>
<td>PK3</td>
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<th>Sign Type</th>
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<tr>
<td>CK2</td>
<td>(parking lots)</td>
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<th>Sign Type</th>
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<tr>
<td>PK3</td>
<td>(parking lots)</td>
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**SIGN PLACEMENT**

facility identity

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<td>PK2</td>
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<table>
<thead>
<tr>
<th>Sign Type</th>
<th>SN1, SN3 (sidewalk)</th>
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### 3.1 SIGN DETAILS

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<tr>
<td>AP1</td>
<td>Accessible pathway - sidewalk</td>
<td>116</td>
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<tr>
<td>AP2</td>
<td>Accessible pathway - wall</td>
<td>117</td>
</tr>
<tr>
<td>BC</td>
<td>Banner – corridor</td>
<td>118</td>
</tr>
<tr>
<td>BP</td>
<td>Banner – perimeter</td>
<td>119</td>
</tr>
<tr>
<td>CG1</td>
<td>Campus, gateway – historic</td>
<td>120</td>
</tr>
<tr>
<td>CG2</td>
<td>Campus, gateway – Darbygate/HC Lakeshore</td>
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<tr>
<td>CG3</td>
<td>Campus, gateway – Nicholson</td>
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<td>CG4</td>
<td>LSU Icon</td>
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<tr>
<td>CK1</td>
<td>Kiosk – large</td>
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<td>CK2</td>
<td>Kiosk – small</td>
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<td>CS1</td>
<td>Campus – shuttle</td>
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<td>DR1</td>
<td>Vehicular Directional – off campus</td>
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<td>Event – traffic</td>
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<tr>
<td>EV3</td>
<td>Event – detail</td>
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<td>FA2</td>
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<td>FA3</td>
<td>Facility ID – building mounted</td>
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<td>PK1</td>
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<td>PK2</td>
<td>Parking – lot</td>
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<td>PK3</td>
<td>Parking – on street</td>
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<td>RG1</td>
<td>Regulatory – parking – freestanding</td>
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</tr>
<tr>
<td>RG2</td>
<td>Regulatory – polemount</td>
<td>144</td>
</tr>
<tr>
<td>RG3</td>
<td>Regulatory – traffic</td>
<td>145</td>
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<tr>
<td>RT</td>
<td>Regional trail</td>
<td>146</td>
</tr>
<tr>
<td>SN1</td>
<td>Street name – 10” legend</td>
<td>147</td>
</tr>
<tr>
<td>SN2</td>
<td>Street name – 6” legend</td>
<td>148</td>
</tr>
<tr>
<td>TB</td>
<td>Trash Bin</td>
<td>149</td>
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</table>
Fabrication Details
- Small/Large Banner: Sunbrella cloth or approved equal to match, Pantone 268
- Logotype: 3 1/8" h., silk-screened copy to match, Pantone 2587
- Logo: 4" h., Sunbrella cloth or approved equal to match, Pantone 123
- Accent: 2 1/5" h., Sunbrella cloth or approved equal to match, Pantone 123
- Bracket: KBW BannerFlex or equal, PC3

Fabrication Details
- Small/Large Banner: Sunbrella cloth or approved equal to match, Pantone 268
- Logotype: 1 3/8" h., silk-screened copy to match, Pantone 2587
- Logo: 4" h., Sunbrella cloth or approved equal to match, Pantone 123
- Accent: 1 1/5" h., Sunbrella cloth or approved equal to match, Pantone 123
- Bracket: KBW BannerFlex or equal, PC3
RV
RV
campus gateway
WXbc^aXR

Verify length at existing locations

A
Sign Detail
Scale: 3/4" = 1' - 0"

Logotype: 2 3/4 inches high 1/4 inches thick dimensional letters PC1

Lighting: Illuminate entire Gateway with concealed, ground-mounted, LED uplights

Frame: 3/4 inches x 1.5 inches rectangular aluminum tube PC3

Sign Panel: 1/4 inches thick aluminum panel PC2

Fabrication Details

Existing Gateway Structure

CG1 Sign Addition

Elevation

Scale: 1/4" = 1' - 0" Type CG1

11" +/- Vertical length at existing locations

CG1

LOUISIANA STATE UNIVERSITY
FABRICATION DETAILS
- Post: Architectural precast concrete with inset on 4 sides
- Frame: 2 1/2” x 5” aluminum rectangular tube PC3
- Sign Panel: 3” thick fabricated aluminum panel PC2
- Logotype: 14” high 1/2” thick dimensional letters
- Donor Panel: Cast bronze
- Lighting: Concealed, ground-mounted, LED uplights
Lighting

1.2 Elevation

2. Top View

Post: Architectural precast concrete with inset on 4 sides
Frame: 4” high rolled aluminum tube PC3
Sign Panel: 1” thick fabricated aluminum panel PC2
Logotype: 36” high 2” thick dimensional letters PC1
Lighting: Illuminate sign panel and piers with flush, ground-mounted LED uplights

Top Cap: formed aluminum “pyramidal” shape, AP3
Display: full motion video LED matrix, final specifications and technology to be determined
Logo: embossed / cast into concrete, no fill
Sign Base: pre-cast concrete, color and finish to match campus standards
Lighting: Illuminate base only with concealed, ground-mounted, LED uplights

Top Cap
Display
Base

Lighting

1.2 Elevation

2. Top View

Post: Architectural precast concrete with inset on 4 sides
Frame: 4” high rolled aluminum tube PC3
Sign Panel: 1” thick fabricated aluminum panel PC2
Logotype: 36” high 2” thick dimensional letters PC1
Lighting: Illuminate sign panel and piers with flush, ground-mounted LED uplights

Top Cap
Display
Base

Lighting
Logo (option 1) Fabricated aluminum with flush-to-face full/motion video LED matrix display, final specifications and technology to be determined.

Logo (option 2) Fabricated aluminum with flush-to-face LED color changing matrix, final specifications and technology to be determined.

Logo (option 3) Fabricated aluminum, PC1 with illumination from concealed, ground-mounted LED spot lights

Post: square steel, PC3, structurally engineered as required, accommodating power as required.

Plantings: to be determined—design intent is dense vegetation that will discourage access to logos while avoiding installation of a fence or other barrier(s).

Suggested vegetation types could include Burford Holly or Chinese Holly (“Rotunda”).
FABRICATION DETAILS
- Roof: Fabricated aluminum sheet, AP3
- Welcome Text: Laser-cut aluminum, AP3
- Sign Panels: AP1 with 3/8” digital high pressure laminate (DHPL) panels
- Information Icon: White, match AP1
- Map and Directory: Digitally printed vinyl or digitally printed DHPL panel
- Logo: Match AP2
- Ornamental Bracket & Hardware: Aluminum extrusions, AP3
- Sign Post: 4” sq., aluminum extrusion, AP3
- Sign Base: Below grade

Top Cap: Fabricated aluminum “pyramidal” shape, AP3
- Accent: Match AP1, AP5
- Information Icon: White, match AP1, AP2
- Sign Panels: AP1 (front, back and sides) with .5” digital high pressure laminate (DHPL) panels
- Map and Directory: Digital artwork
- Logo: Match AP2
- Ornamental Bracket & Hardware: Water-jet cut aluminum plate and aluminum extrusions, AP3
- Sign Base: Post and sleeve sidewalk condition
vehicular directional

**Fabrication Details**
- Face Plate: Cast or spun aluminum or approved equal, AP3
- Top Cap: Fabricated aluminum "pyramidal" shape, AP3
- Visitor Header: AP3
- Thick Rule: 1/16", V3
- Regulatory Text: 1/16", T5, V2
- Thin Rule: 1/64", V3
- Text: 1: 6", 5/8" line spacing, T1, V3
- Arrow: 4 1/4" sq., V1
- Sign Panel: Fabricated 5/8" thick aluminum cabinet with 1/8" th. removable aluminum sign faces, AP1
- Text: 2: 3/16", 6 1/2" line spacing, T3, V2
- Logo: 3 1/4" h. x x, V3
- Ornamental Bracket & Hardware: water jet cut aluminum plates and aluminum extrusions, AP3
- Sign Post: 4" sq. aluminum extrusion, AP3
- Sign Base: post-in-sleeve or breakaway, AP3

**Facility Name**
- Accent: tactile, AP2
- Facility Name: 5/8" h., 1/32" raised T2, AP4 with grade 2 braille translation AP1
- Sign Panel: .25" etched zinc, AP1, with .25" aluminum mounting plate, AP3
- Logo: 3/4" h., 1/32" raised, AP2
- Rule: 1/8" h., 1/32" raised, AP1
- Accessibility Panel: AP1
- Arrow: 1 1/2" h., V8
- Access Symbol: 2 5/8" h., 1/32" circle, VS, symbol, V8
- Entry Designation: 1/2" h., T3, V8

**Sign Panel**
- Fabricated 3" th. aluminum cabinet with 1/8" th. removable aluminum sign faces, AP1
- Tier 1 Text: 4" h., 8" line spacing, T1, V3
- Logo: 3 3/4" h., VS
- Ornamental Bracket & Hardware: water jet cut aluminum plates and aluminum extrusions, AP3
- Sign Post: 6" sq. aluminum extrusion, AP3
- Sign Base: post-in-sleeve or breakaway, AP3

**Regulatory Text**
- Thick Rule: 1/2" h., V6
- Regulatory Text: 1 5/8" h., T5, V2
- Thin Rule: 1/4" h., V3
- Tier 2 Text: 3 1/2" h., 6 1/2" line spacing, T3, V2
- Logo: 3 1/4" h. x x, V3
- Tier 1 Text: 4" h., 8" line spacing, T1, V3
- Arrow: 6 1/4" sq., V1
- Sign Panel: Fabricated 3" th. aluminum cabinet with 1/8" th. removable aluminum sign faces, AP1
- Logo: 3/4" h., 1/32" raised, AP2
- Rule: 1/8" h., 1/32" raised, AP1
- Accessibility Panel: AP1
- Arrow: 1 1/2" h., V8
- Access Symbol: 2 5/8" h., 1/32" circle, VS, symbol, V8
- Entry Designation: 1/2" h., T3, V8
**EV1**

**Event Temporary**

**Fabrication Details**

**EV1A**
- Parking Zone: 1' - 3 1/2" h, V1, 6" number, T8, V1
- Sign Panel: .090" aluminum panel, AP1 all sides
- Arrow: 5" sq. V1
- Sign Post: 4" sq. extrusion, AP3
- Sign Base: concrete, AP3

**EV1B**
- Mobile LED Display w/ Trailer
  - Aspect Ratio: 16:9
  - Display: full motion video LED matrix, final specifications and technology to be determined

**EV2**

**Event Temporary**

**Fabrication Details**

**EV2A**
- Parking Zone: 1' - 3 1/2" h, V1, 6" number, T8, V1
- Sign Panel: .090" aluminum panel, AP1 all sides
- Arrow: 5" sq. V1
- Lot Name: 2 1/2" h, V3, T7
- Sign Post: 4" sq. extrusion, AP3
- Sign Base: concrete, AP3

**EV2B**
- Mobile LED Display w/ Trailer
  - 15'-10" h.
  - Aspect Ratio: 16:9
  - Display: full motion video LED matrix, final specifications and technology to be determined
**FA2**

**FA3**

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### Fabrication Details

**Facility Identity**

- Fabric: 1/2" aluminum plate with 1/8" beveled edge, AP1
- Accent: 7/8" h., V3
- Facility Name: 2 5/8" h., 4 1/4" line spacing, T1, V8
- Date: 1 1/8" h., T5, V3
- Sign Panel: T5, V3
- Logo: 2.75" h., V3
- Address: 1" h., T5, V3
- Mount backplate to wall with blind threaded studs.
- Faceplate mounted to backplate with full coverage VHB tape

**Sign Detail**

- Material: 2" thick aluminum cabinet with 1/8" th. removable aluminum sign faces, AP1
- Logo: 2.75" h., V3
- Address: 1" h., T5, V3
- Ornamental Bracket & Hardware: water-jet cut aluminum plate and aluminum extrusions, AP3
- Sign Post: 4" sq. aluminum extrusion, AP3
- Sign Base: above grade (lawn) or below grade (planting bed)

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### Fabrication Details

**Facility Identity**

- Fabric: 1/2" aluminum plate with 1/8" beveled edge, AP1
- Accent: 7/8" h., V3
- Facility Name: 2 5/8" h., 4 1/4" line spacing, T1, V8
- Date: 1 1/8" h., T5, V3
- Sign Panel: T5, V3
- Logo: 2.75" h., V3
- Address: 1" h., T5, V3
- Mount backplate to wall with blind threaded studs.
- Faceplate mounted to backplate with full coverage VHB tape

**Sign Detail**

- Material: 2" thick aluminum cabinet with 1/8" th. removable aluminum sign faces, AP1
- Logo: 2.75" h., V3
- Address: 1" h., T5, V3
- Ornamental Bracket & Hardware: water-jet cut aluminum plate and aluminum extrusions, AP3
- Sign Post: 4" sq. aluminum extrusion, AP3
- Sign Base: above grade (lawn) or below grade (planting bed)
**FABRICATION DETAILS**

- Top Cap: Fabricated aluminum "pyramidal" shape, AP1
- Finial: Cast or spun aluminum or approved equal, AP1
- Welcome Text: 2 1/4" h, T3, V2
- Accent: V3
- Area Name: 4 1/4" h, T3, V2
- Logo: 4 1/4" V1
- Sign Panel: Fabricated 3" th. aluminum cabinet with 1/8" th. removable aluminum sign faces, AP1
- Parking Regulatory: 2 1/2" h, T5, V2, 1 3/8" h, T6, V2
- Sign Post: 4" sq. aluminum extrusions. AP3
- Ornamental Bracket & Hardware: water-jet cut aluminum plates and aluminum extrusions, AP3
- Sign Base: above grade (lawn) or below grade (planting bed)

**Fabrication Details**

- Accent: 2" h, V3
- Logo: 5 3/4" h, V1
- Logotype: 4 1/2" h, V1
- Street: 2 1/2" h, T2, V2
- Gate: 2 1/2" h, T5, V2
- Sign Panel: Fabricated aluminum sign cabinet, AP3
- Bracket: aluminum extrusions. AP1

**LOUISIANA STATE UNIVERSITY | CAMPUS WAYFINDING SIGNAGE GUIDELINES**

3 SPECIFICATIONS 141
**Fabrication Details**

- **Top Cap**: Fabricated aluminum "pyramidal" shape, AP3
- **Sign Panel**: .5" digital high pressure laminate (DHPL) panel
- **Ornamental Bracket & Hardware**: Water-jet cut aluminum plate and aluminum extrusions, AP3
- **Sign Post**: 4" sq., aluminum extrusion, AP3
- **Sign Base**: Above grade (lawn) or below grade (planting bed)
**FABRICATION DETAILS**

- **Top Cap**: Fabricated aluminum “pyramidal” shape, AP3
- **Parking Icon**: 6’ x 1’ sq. field, letters and numerals T4, V2, backgrounds, V7-14
- **Accent**: 2” w., V3 wraps edge
- **Facility Name**: 8 1/2” h., V2, T1
- **Sign Panel**: Fabricated 3” th. aluminum cabinet with 1/8” th. removable aluminum sign faces, AP1
- **Facility Number**: 2” h., Pantone 2587, T6
- **Ornamental Bracket & Hardware**: Water-jet cut aluminum plate and aluminum extrusions, AP3

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**Event Parking Panel**

- **Event Parking Panel**: pre-drilled .090” aluminum with keyhole slots pre-painted AP2, message V9. Event panel slips over and onto studs projecting from Sign Panel. Event panels to be stocked by LSU Office of Parking, Traffic, and Transportation and the LSU Athletic Department.
- **Tier 1 Text**: 4” h., 7” line spacing. T1, V2
- **Rule(s)**: 1/2” h., V3
- **Parking Zones**: 3 1/4” h.; letters and numerals, V2, 5” sq.; backgrounds, V7-14
- **Parking Regulations**: V2, 2” h., T3 & 1 1/4” h., T6
- **Lot Number**: 1 7/8” h., V4, T6
- **Logo**: 3 1/4” h., V3
- **Sign Panel**: Fabricated aluminum sign cabinet, AP1
- **Raised Bar**: Aluminum extrusions, AP1
- **Sign Base**: Fabricated aluminum sign cabinet, AP1

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**Elevation & Side View**

Scale: 1/2” = 1’ - 0”
Type PK2

- Elevation: 3’-4”
- Top Cap
- Parking Icon
- Accent
- Facility Name
- Sign Panel
- Ornamental Bracket & Hardware
- Building Facade

**Side View**

Scale: 1/2” = 1’ - 0”
Type PK2

- Side View: 3’-4”
- Top Cap
- Parking Icon
- Accent
- Facility Name
- Sign Panel
- Ornamental Bracket & Hardware
- Building Facade
**Parking on Street**

**Fabrication Details**
- Parking Zone: T1, 10 1/2" sq field, 6 1/2" h., character T4,
- V2, backgrounds, T7-14
- Location: 1 1/8", V2, T2
- Headline: 1 1/2" h, 1 1/2" line spacing, V2, T2
- Subhead: 1" h, 1 1/4" line spacing, V2, T3
- Arrow Field: when required, 6" h, T9
- Sign Panel: Fabricated 1/8" th. aluminum panel with 3/4" radius corners inserted into post, AP1
- Sign Post: 4" square post, AP3
- Sign Base: above grade (lawn) or below grade
  (planting bed)

**Elevation**
- Scale: 1/2" = 1' - 0" Type PK3

**Side View**
- Scale: 1/2" = 1' - 0" Type PK3

**Top View**
- Scale: 1" = 1'-0" Type PK3

**Sign Post**
- Sign Base: above grade (lawn) or below grade

**Regulatory Details**

**Sign Panel**
- Regulatory Symbol: 9" sq., V2, field, V6
- Headline: 1" h., V2, T6
- Subhead: 7/8" h, T7, T3
- Arrow: 1" h, T1
- Sign Panel: 1/8" aluminum panel, AP1
- Sign Base: below grade, sleeve

**Sign Post**
- 4" square post, AP3

**Sign Base**
- above grade (lawn) or below grade

**Location**
- 1 1/8" h, V2

**Headline**
- 1/12" h, 2 1/2" line spacing, V2, T2

**Subhead**
- 1" h, 1 5/8" line spacing, V2, T3

**Arrow Field**
- when required, 6" h, T9

**Regulatory Symbol**
- 9" sq., V2, field, V6

**Headline**
- 1" h., V2, T6

**Subhead**
- 7/8" h, T7, T3

**Arrow**
- 1" h, T1

**Sign Panel**
- 1/8" aluminum panel, AP1

**Sign Base**
- above grade (lawn) or below grade

**Location**
- 1 1/8" h, V2
regulatory parking

Pole Mounted

FABRICATION DETAILS
- Regulatory Symbol: 12” dia., V2, dash, V7
- Headline: 3 3/4” H/V2, T9
- Subhead: 1 1/8” h, V2, T3
- Arrows: 4 1/4” sq., V1
- Bracket: Black “Band-it” style strap or approved equal

Regulatory Symbol: 12” dia., V2, dash, V7
Headline: 3 3/4” H/V2, T9
Subhead: 1 1/8” h, V2, T3
Arrows: 4 1/4” sq., V1
Bracket: Black “Band-it” style strap or approved equal

Sign Detail
- Scale: 1/4” = 1’-0” Type RG3
- Min height from ground: 7’-0”

Sign Post
- 4” sq. aluminum extrusion

Sign Base
- Below grade, sleeve

Finial: Cast or spun aluminum or approved equal

Sign Panel:
- .090” aluminum panel, retro-reflective graphics per MUTCD, back of signs

Regulatory Symbol:
- Dia.: 12”, V2, dash, V7

Sign Panel:
- Headline: 3 3/4” H/V2
- Subhead: 1 1/8” h, V2
- Arrows: 4 1/4” sq., V1
- Bracket: Black “Band-it” style strap or approved equal

Fabrication Details
- Facial: Cast or spun aluminum or approved equal, AP3
- Sign Panel: .090” aluminum panel, retro-reflective graphics per MUTCD, back of signs
- Sign Post: 4” sq. aluminum extrusion
- Sign Base: Below grade, sleeve

Elevation

Side Detail: Mounting
- Bracket: Black “Band-it” style strap or approved equal

Note: Cast or spun aluminum or approved equal.
**Fabrication Details**

- Finial: Cast or spun aluminum or approved equal, AP3
- Accent: 2 1/4" w., V1
- Sign Panel: 1/4" aluminum panel, V9
- Street Type: 2 1/4" h. V2, T5
- Street Name: 3" h. V2, T5
- Ornamental Bracket & Hardware: water jet cut aluminum plate and aluminum extrusions, AP3
- Sign Base: break-away base, AP3

**Panel Length Varies per Message**

- Street Name
- Street Type
- Bracket
- Sign Post
- Sign Base
- Accent
- Sign Panel
- Finial
- Sign Post
- Sign Base
- Accent
- Sign Panel
- Finial

**Specifications**

- Elevation
- Scale: 1/2" = 1' - 0" Type SN2

- Panel length varies per message

- Street Name
- Street Type
- Ornamental Bracket & Hardware

- Sign Post
- Sign Base
- Accent
- Sign Panel
- Finial

- Sign Post
- Sign Base
- Accent
- Sign Panel
- Finial

- Elevation
- Scale: 1/2" = 1' - 0" Type SN3
regional trailblazer
OFF-CAMPUS ROADWAYS

FABRICATION DETAILS
- Sign Panel: 9”X6” aluminum sheet with 2 1/2” radius corners, AP1
- Arrow: 11”h, V1
- Logo: 6 1/4”h, V1
- Bracket: Black “Band-it” style strap or approval equal
The BIDDING REQUIREMENTS, CONTRACT FORMS, AND CONDITIONS OF THE CONTRACT and applicable parts of DIVISION 1 - GENERAL REQUIREMENTS, as listed in the Table of Contents, shall be included in and made a part of this Section.

Fabrication of all sign types indicated on the Drawings and enumerated in the Bid Form.

Site observation to verify existing site conditions and dimensions. Site observation shall note all potential installation conflicts between sign installation locations and existing building conditions and systems.

Coordination with Owner and Designer during all phases of development, fabrication, and installation.

Shop drawings, layouts, samples, and prototypes for Owner and Designer approval.

Full scale prototypes and mockups as required in the Specifications.

Structural design and calculations when appropriate to substantiate design. It is required that the Sign Contractor include a certified engineer’s review and stamp for all signage elements and footings.

Review and coordinate, furnish and install all supports and footings required for the installation of all signs.

Installation of all fabricated signs, including all fasteners related electrical connections.

Examine Contract Documents for requirements that affect work of this Section.

Other Specification Sections that directly relate to work of this Section include, but are not limited to:

- Document 01000, GENERAL REQUIREMENTS
- American Concrete Institute (ACI): Measuring, Mixing, Transporting, and Placing Concrete.
- ASTM: Pipe, Steel, Black and Hot-Dipped, Zinc-Coated Wälzlager and Isolier;
- American Society for Testing and Materials (ASTM):
  - Aluminum and Aluminum Alloy Sheet and Plate.
  - Aluminum-Alloy Extruded Bars, Rods, Wire, Shapes, and Tubes.

Sign Fabricator is responsible for complying with all federal, state, and city/town building codes. Any and all proposed fabrication/installation that does not comply with requirements specified under AWS D1.1 and AWS D1.3.
Firm References: Provide three (3) references from the experience list above. Provide the contact name, address, telephone number, and project name and location for each. Mini-irregularities in the bids which are immaterial or inconsequential in nature must be overlooked, provided it is determined by the Owner to be of its best interest. If company literature or other publications are included, they should include reference to the document name and page. Submittals containing such sections will be considered complete and without need to refer to other documents.

1.4 SHOP DRAWINGS
- The drawings in the package for design intent only. The sign fabricator is responsible for the proper engineering of all items. The internal structure, dimensions, and specificaions for all items shall be indicated in the shop drawings. Dimensions and tolerances for design intent only. The sign fabricator shall indicate the original CAD-generated shop drawings. In certain cases, artwork shall be provided for specified patterns, logos and custom profiles.
- Description: Provide shop drawings for all items including:
  - Complete fabrication and installation drawings for each sign type, indicate dimensions, materials, finishes, lettering, anchorage, joining, sealing, backing, color, and finishes.
  - Each sign type with all graphic elements.
  - Accurately reproduced letter styles.
- Provide two (2) complete sets to Designer for review.
- Provide one (1) complete set to Owner for review.

1.4.1 PRODUCT / CATALOG DATA
- Sign and structural drawings of standard drawings and catalog sheets, brochures, diagrams, schedules, charts, illustrations, text notes, and other standard descriptive data which are pertinent. Do not list any non-applicable data.
  - Mark up any copy to show the submitter's data to the Sign Message Schedule.
  - Number Page, Number, and Article of the Specifications to which it is referred.
  - Show dimensions and distances required.
- Provide two (2) complete sets to Designer for review.
- Provide one (1) complete set to Owner for review.

1.4.2 SUBMITTALS
- Submit samples of sufficient size and quantity to illustrate materials, finishes, equipment or workmanship, and to establish standards by which completed work shall be judged. Samples shall represent the functional characteristics of the material or equipment, with integrity of related parts and attachment features, colors, and finishes.
- Certifiers Protection: Provide certification signed by Contractor, certifying that all materials ordered for the project conform to the provisions of the specifications. Contractor shall be responsible for the accuracy of the certification.
- Welders Certification: Provide certifications signed by Contractor, certifying that all welders employed on Project work with qualifications specified under AWS D1.1 and AWS D1.5.
- Complete list of prototypes required shall be provided to selected Sign Fabricators. Prototypes shall become the property of the Owner and may be used for the quality control of Sign Fabricator.
- First article of production-run items, both large and small, will be reviewed by the Owner and Designer before production run is continued.
- Product Data: Submit manufacturer's product-data of each item. Provide complete product description and specifications, catalog data, and other descriptive data in accordance with specifications. See Schedule for Sample Material Submittal.
- Sign Message Schedule: Designer to provide draft message schedule in MS Access. Complete list of prototypes required shall be provided to selected Sign Fabricators. Prototypes shall become the property of the Owner and may be used for the quality control of Sign Fabricator.
- Field Measurements: Take all necessary field measurements before preparation of shop drawings and fabrication. Do not delay progress of the job. If field measurements are not possible prior to fabrication, allow for field cutting and fitting. Initial Selection: Samples: Submit samples showing complete range of colors, textures, and finishes available for each material used.
- Verifications: Submit representative samples of the following material for verification prior to construction, these shall be crisp colors and finishes evaluated and verified. Provide sample minimum size of 144 sq. in. Each sample to be submitted in a representative style, size, and graphic, for each color and finish designated on Drawings.
- Representation and agreed sample pattern in each color and finish designated on Drawings.
- Color paint and finish sample 1/8 in. thick aluminum, for each color and finish required.
- For each sign type, provide one (1) all-size sign face layout, accompanied by scaled plots of every sign face as listed in the attached Message Schedule. Samples are not acceptable. Include size, location, and wording spacing. Ordered Signs: Provide complete shop drawings for each sign.
- Field measured or camera-ready artwork for making symbols specified; include arrows, providing symbol, etc.

1.4.9 PROTOTYPES & MOCK-UPS
- Sign mock-up: Prior to continuing work of this section, provide full-size mockups of selected signs as detailed in the drawings, as directed by the Owner, at locations acceptable to the Owner. Mockups may be incorporated into finished work.
- Obtain designer's acceptance of visual quality.
- Protect and maintain accepted mockups throughout the remainder of this work. When satisfied the design is complete.
- Approved mockups may be incorporated into finished work as noted in attached Sign Schedule.
Calculations: Provide professionally prepared calculations and certification of S.

Submittals shall include:

5. Data and revision dates.
6. Project title and name.
7. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
8. Identification of product or materials.
9. Relationship of products to adjacent structures or materials.
10. Clearly stated field dimensions, when known.
11. Specification Section Number.
12. Applicable standards, such as ASTM and others.
13. A blank space, “#” for the Designer’s (or contractor’s) stamp.
15. Written request for selection of colors, patterns, and textures for materials.
16. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
17. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
18. Date and revision dates.
19. Project title and name.
20. Other pertinent data.
21. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
22. Identification of product or materials.
23. Relationship of products to adjacent structures or materials.
24. Clearly stated field dimensions, when known.
25. Specification Section Number.
26. Applicable standards, such as ASTM and others.
27. A blank space, “#” for the Designer’s (or contractor’s) stamp.
29. Written request for selection of colors, patterns, and textures for materials.
30. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
31. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
32. Identification of product or materials.
33. Relationship of products to adjacent structures or materials.
34. Clearly stated field dimensions, when known.
35. Specification Section Number.
36. Applicable standards, such as ASTM and others.
37. A blank space, “#” for the Designer’s (or contractor’s) stamp.
38. Identification and description of deviations from Contract Documents.
39. Written request for selection of colors, patterns, and textures for materials.
40. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
41. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
42. Identification of product or materials.
43. Relationship of products to adjacent structures or materials.
44. Clearly stated field dimensions, when known.
45. Specification Section Number.
46. Applicable standards, such as ASTM and others.
47. A blank space, “#” for the Designer’s (or contractor’s) stamp.
49. Written request for selection of colors, patterns, and textures for materials.
50. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
51. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
52. Identification of product or materials.
53. Relationship of products to adjacent structures or materials.
54. Clearly stated field dimensions, when known.
55. Specification Section Number.
56. Applicable standards, such as ASTM and others.
57. A blank space, “#” for the Designer’s (or contractor’s) stamp.
58. Identification and description of deviations from Contract Documents.
59. Written request for selection of colors, patterns, and textures for materials.
60. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
61. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
62. Identification of product or materials.
63. Relationship of products to adjacent structures or materials.
64. Clearly stated field dimensions, when known.
65. Specification Section Number.
66. Applicable standards, such as ASTM and others.
67. A blank space, “#” for the Designer’s (or contractor’s) stamp.
68. Identification and description of deviations from Contract Documents.
69. Written request for selection of colors, patterns, and textures for materials.
70. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
71. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
72. Identification of product or materials.
73. Relationship of products to adjacent structures or materials.
74. Clearly stated field dimensions, when known.
75. Specification Section Number.
76. Applicable standards, such as ASTM and others.
77. A blank space, “#” for the Designer’s (or contractor’s) stamp.
78. Identification and description of deviations from Contract Documents.
79. Written request for selection of colors, patterns, and textures for materials.
80. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
81. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
82. Identification of product or materials.
83. Relationship of products to adjacent structures or materials.
84. Clearly stated field dimensions, when known.
85. Specification Section Number.
86. Applicable standards, such as ASTM and others.
87. A blank space, “#” for the Designer’s (or contractor’s) stamp.
88. Identification and description of deviations from Contract Documents.
89. Written request for selection of colors, patterns, and textures for materials.
90. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
91. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, manufacturer, and separate details when pertinent.
92. Identification of product or materials.
93. Relationship of products to adjacent structures or materials.
94. Clearly stated field dimensions, when known.
95. Specification Section Number.
96. Applicable standards, such as ASTM and others.
97. A blank space, “#” for the Designer’s (or contractor’s) stamp.
98. Identification and description of deviations from Contract Documents.
99. Written request for selection of colors, patterns, and textures for materials.
1.17 WARRANTY

Warranties will be against failure because of faulty materials, workmanship, assembly and installation, for a period of 5 (five) years from date of substantial completion.

1.18 MAINTENANCE MATERIALS

Touch-up paint: Provide Owner with one quart can of touch-up paint of each type and color used in the work.

1.19 QUALITY ASSURANCE

Source: For each material type required for the work of this Section, provide primary materials which are the product of one manufacturer. Provide secondary or accessory materials which are acceptable to the manufacturers of primary materials.

Install: A firm with a minimum of three years experience in type of work required. The firm must be approved by the Designer.

Transfer: A different company than sign manufacturer, notified by Owner and Designer.

All work and material shall be in accordance with applicable codes and standards and shall be acceptable to all authorities having jurisdiction. Work shall meet or exceed the requirements of the Louisiana State Building Code.

Design Criteria: The Drawings indicate size, profiles and dimensional requirements of signs and graphics, and are based on the specific type and model indicated. Signs by other manufacturers may be considered provided the deviations in dimensions and profiles are minor and do not, in the opinion of the Designer, change the design concept.

B. Fasteners: Unless otherwise indicated, use concealed fasteners in all work of this Section. Fabricate fasteners from metals that are non-corrosive (aluminum or non-ferrous metals) and installation, for a period of five (5) years from date of substantial completion.

1.20 PERFORMANCE REQUIREMENTS

Design: Engineer and design signage units to withstand stresses induced by wind loads, live loads, dead loads, temperature, shrinkage, fabrication, handling and erection in accordance with applicable codes. Submit engineer's certificate stating that sign design meets or exceeds requirements of Contract Documents.

1.21 DELIVERY, STORAGE AND HANDLING

Deliver materials and products unopened. Store and handle in strict compliance with manufacturer's instructions and recommendations. Store under cover and protect from weather damage.

Sequence deliveries to avoid delays, but minimize on-site storage. Coordinate work and storage requirements with the Building Contractor, subject to approval by the Owner and Designer.

1.22 COMPUTER CAPABILITIES

Computer Capabilities: Manufacturer must have capability to process digital files prepared on Windows PC platform. Transitions to alternate sign cutting software should be acceptable.

Software: Manufacturer must possess PC-based software version of Adobe Illustrator and Microsoft Access. Connections to other software or platforms must be approved by the Designer.

Computer Capabilities: Manufacturer must have capability to process digital files prepared on Windows PC platform. Transitions to alternate sign cutting platforms must be approved by the Designer.

Software: Manufacturer must possess PC-based software version of Adobe Illustrator and Microsoft Access. Connections to other software or platforms must be approved by the Designer.

1.23 ALUMINUM

Aluminum, General: Provide alloy and temper recommended by aluminum producer and finisher for type of use and finish indicated, and with strength and durability properties for each aluminum alloy form required not less than that of alloy and temper designated below.

Field strength for Alloy 6061-T6/T62 is 15 ksi (105 MPa).


Drawn Seamless Tubing: ASTM B 210 (ASTM B 210M) or ASTM B 246/B 483M, Alloy 6061.


1.24 STEEL

In this contract the Contractor employs steel for structural design, steel shall be as follows. Provide manufacturer's standard extrusions, sections, sheet, plate, and alloy and temper recommended by steel manufacturer or finisher for type, use, and finish indicated, but not less than strength and durability properties specified below.

Steel Tubing: ASTM A500 or A 501, hot or cold rolled.

1.25 VINYL

Applied Reflective Vinyl Graphics: Pressure sensitive vinyl graphics shall be Scotchlite Reflective Sheeting Series 550, Engineer Grade, reinforced lens reflective sheathing, manufactured by 3M, or approved equal. Color shall be as indicated in the Drawings.

Applied Non-Reflective Vinyl Graphics: Pressure sensitive vinyl graphics shall be Scotchlite, 6 mil applied pressure sensitive vinyl, manufactured by 3M, or approved equal. Color shall be as indicated in the Drawings.

1.26 MISCELLANEOUS MATERIALS

Aluminum Extrusions: Unless otherwise indicated, use extruded aluminum in all work of this Section. Extruded aluminum extrusions from manufacturers that are non-corrosive aluminum or non-
Anchors and Inserts: Provide non-ferrous metal or hot-dip galvanized anchors and inserts. Provide concrete expansion bolts for drilled-in-place anchors. Furnish inserts to other trades when required to be cast into concrete.

Permanoat Bond Adhesive: Provide structural adhesive suitable for bonding a variety of dissimilar industrial surfaces over a wide temperature range, similar to “PR-45”, manufactured by Products Research and Chemical Corporation, Gloucester City, NJ 08030, or approved equal.

Acrylic Foam Tape: Use VHB Tape, 4929 (black) as manufactured by 3M.

Typical finish shall consist of:

- A polyurethane primer coat applied per manufacturer’s specifications including dry film thickness.
- A primer/finish coat sand-molded smooth before top coating and coated with a minimum of two applications of acrylic polyester resins in colors indicated on the design drawings. Top coating shall be applied per manufacturer’s recommendation to a minimum total dry film thickness of 20 mil.

Coating Performance Criteria: (In addition to above)

- The dry film thickness shall be 5 to 15% of the specified thickness.
- Adhesion: ASTM D665; coefficient of adhesion at least 65 minimum.
- Rockhard: Barnsdale; 2500 psi.
- Salt spray: ASTM B-117 including 3600 hours, 100% salt fog for 9 degrees minutes and rotating adhesion, corrosion resistance, color, and gloss with no more than minimal blisters no larger than No. 8 (ASTM D-714), and no more than 0.003 “crack” of loss of adhesion from scribed line.
- Moisture test: ASTM D-2247 withholding 5000 hours 100% relative humidity at 95 to 100 degrees 60 minutes and rotating adhesion, corrosion resistance, color, and gloss with no more than minimal blisters no larger than No. 8 (ASTM D-714), and no more than 0.003 “crack” of loss of adhesion from scribed line.
- Gloss: ASTM D 523, 75°, using a 60 degree glossmeter, of the gloss level specified by the Designer.

The term “paint” refers to those materials that require a finished surface as recommended by the approved materials manufacturer’s specifications including preparation, priming, sealing, and intermediate and final coats as applicable.

Application and Finish: Provide finish coat color matching accepted color samples within industry tolerances and identified as specified. More than one color will be required.

Gloss shall be satin.

 Concrete slump shall be no less than 2 in. no greater than 4 in., determined in accordance with ASTM C 143.

Concrete shall contain a water reducing agent to minimize cement and water content for hardened concretes and masonry inserts. Use grouts strictly in accordance with the manufacturer’s directions. Form to receive members with galvanized metal sleeves, or other approved method to provide at least 1/2” clearance around members.

Electrolytic Isolation: Where dissimilar metals are to come into contact with one another, or in contact with concrete, isolate by application of a heavy coating of bituminous paint in any way to prevent surfaces to be exposed or to receive moisture.

part 3 execution

1. The Owner will mark the location of all signs prior to installation. Contractor shall review all locations with the Owner before starting installation.

2. Locate sign units and accessories when shown and scheduled. Use approved methods for cutting, fitting, and placement. Perform cutting, drilling, and trimming required for installation of work in this section.

3. erect work square, plumb and true, accurately fitted, and with tight joints and interlocks. All anchors, inserts, and other members to be set in concrete shall be finished loose by the trade to be built into concrete by that trade. Avoid field cutting or drilling to greatest extent possible.

4. Cut exposed connections together into form heading joints, except where involute joints are indicated. They weld connections, except when work cannot be done due to shipping size or galvanizing limitations.

5. Fastening to In-place Construction: Provide anchorage devices and fasteners necessary for securing work of this Section to in-place construction. Include threaded fasteners for concrete and masonry inserts, toggle bolts, through bolts, lag bolts, wood screws, and other connectors required.


7. Where members other than expansion bolts or inserts are fastened into rock or concrete such members in proprietary type non-shrink epoxy grout manufactured specifically for this purpose. Use grouts generally in accordance with manufacturer’s directions. Form to receive members with galvanized metal sleeves, or other approved method to provide at least 1/2” clearance around members.

8. Adhesive. No removal of any finish after 11/16” crosshatching to base material, impeding to the points of contact, and subjected to application and quick removal of label tapes.
It is intended that the workmanship be of the highest quality obtainable by the respective trades and crafts experienced in the fabrication of signs, and that all work be done by journeymen, or by tradesmen under the direct supervision of journeymen. "Journeyman" shall be interpreted to mean those craftspeople having the qualifications and experience to meet the requirements described in the Job Classification and Description for the Electric Sign Industry, as developed by the NESA/Tri-Trades Committee.

Fabrication:

- General: Fabricate work of this section in conformance with requirements indicated for materials, thicknesses, colors, designs, shapes, and sizes.
- All signs shall be smooth, even level surfaces, and of sufficient thickness, with reinforcing when necessary, to produce sufficient flatness, free from "oil canning," and to impart sufficient strength for size, design, and application indicated.
- Surfaces which are intended to be flat shall be without dents, bulges, oil canning, gaps, or other physical deformities.
- Surfaces which are intended to be curved shall be smoothly free-flowing to required shapes.
- All exterior hardware and fasteners shall be non-corrosive, non-rusting metal or equivalent material as indicated.
- All illumination shall be even and without hot spots.
- All illumination shall be free from dirt, oil, mill scale, rust, paint, and other material which might tend to reduce bond. Concrete shall be kept continuously damp from time of placement until end of specified curing period. Between finishing operations surface shall be protected from moisture from any source.
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Installation: Install units plumb, level, in alignment and plane without warp or rack. Anchor securely in place.

Verify the exact location with the Owner and Designer for all signs which are not precisely dimensioned on the Drawings.

Sign installation work shall be under the direct supervision of a journeyman sign fabricator.

Signs mounted in proper location using anchors, fasteners, or other methods approved on shop and erection drawings. All anchors/fasteners shall be appropriate for the anchorage condition.

3.10 TOLERANCES

The following allowable installed tolerances are allowable variations from locations and dimensions indicated by the Contract Documents. Do not add these tolerances to any allowable tolerances indicated for other work.

1. Allowable Variation from True Plumb: ±1/8 in. in 20 ft. - 0 in.
2. Allowable Variation from True Level: ±1/8 in. in 20 ft. - 0 in.
3. Allowable Variation from True Line: ±1/8 in. in 20 ft. - 0 in.

3.10 ADJUSTING, CLEANING, TOUCH-UP, AND PROTECTION

Clean exposed surfaces using manufacturer's printed instructions recommending materials and methods to be used. Remove and replace work which cannot be successfully cleaned.

Touch-up damaged coatings and finishes. Eliminate visible evidence of repair.

Provide temporary protection during the course of work, and immediately after completion to ensure work is not damaged or deteriorated in any way at time of final acceptance. Remove temporary protections and re-clean as necessary immediately prior to final acceptance.

Clean-up work area after installation has been completed.

END OF SECTION

Allowable Variation from True Line:   + 1/8 in. in 20 ft. - 0 in.
Allowable Variation from True Plumb:  + 1/8 in. in 20 ft. - 0 in.

RETAIL SIGNAGE GUIDELINES

INTENT AND PURPOSE

These guidelines are intended to facilitate the commercial success of retail tenants and ensure signage solutions that will contribute to a vibrant pedestrian environment. Tenants are encouraged to create exciting and unique designs through the use of innovative materials and fabrication techniques. LSU will reserve the right to require modifications to any tenant sign. In addition, LSU will provide final approval on the quality, number, color, size, and installation methods of all tenant signs.

MAXIMUM SIGNAGE SQUARE FOOTAGE

For the Historic District, the total area of all signage for each building frontage is not to exceed one (1.0) square foot for each foot of street frontage. For larger commercial buildings – such as those existing buildings found along Nicholson Drive that are often set back significantly from the street edge – the formula may increase to one and one half (1.5) square feet of sign area for each foot of street frontage. In all cases, individual signs are limited in square footage, as described in the following guidelines.

GENERAL

- LSU reserves the right to review and approve all signs color, finishes, fabrication, and illumination.
- All signs and fastening devices shall be purchased and installed by the tenant.
- The tenant must obtain its own sign permits.
- All signs and fastening devices shall be approved by LSU Office of Finance and Administrative Services.
- All electrical components shall bear the UL label.
- All exposure, condensation, or corrosion shall be minimized.
- All attachment hardware, bolts, and clips shall be of corrosion resistant materials, to prevent staining of building surfaces.
- Perforated plastic, injection-molded, or easily damaged signage materials are not permitted.
- All signs and fastening devices shall be approved by LSU Office of Facility Development.

TEMPORARY SIGNS

- All temporary signs must be approved by LSU Office of Finance and Administrative Services.

FABRICATION TECHNIQUES

Use of individually cut letters, graphics, and logos are encouraged. Intent to provide dimensionally interesting signage. LSU reserves the right to limit the use of logos.
- Installation should not damage or require removal of historic materials, and should be done in a manner such that signs can be removed without harm to the masonry or architectural detailing.
- All electrical components shall bear the UL label.
- No exposed conduit, or raceway shall be permitted.
- All conductors, transformers, and other equipment shall be concealed.
- All attachment hardware, bolts, and clips shall be of corrosion resistant materials, to prevent staining of building surfaces.
- Formed plastic, injection-molded, or easily damaged signage materials are not permitted.
- LSU reserves the right to review and approve all signs color, finishes, fabrication, and illumination.
- Architectural detailing.
- All signs and fastening devices shall be approved by LSU Office of Facility Development.
- The tenant must obtain its own sign permits.
- All signs and fastening devices shall be of corrosion resistant materials, to prevent staining of building surfaces.
- Formed plastic, injection-molded, or easily damaged signage materials are not permitted.
- LSU reserves the right to review and approve all signs color, finishes, fabrication, and illumination.
- Architectural detailing.
- All signs and fastening devices shall be approved by LSU Office of Facility Development.
- The tenant must obtain its own sign permits.
- All signs and fastening devices shall be of corrosion resistant materials, to prevent staining of building surfaces.
sign categories

Lighting
Sign illumination is described in the following individual sign type descriptions. In general, all sign types shall comply with the following:
- LSU shall determine the hours that the signage may be illuminated. The intent is to provide a lively and safe environment at night, even beyond tenant operational hours.
- Halo-illuminated signage and lettering is encouraged.
- Neon used in open-face channel letters is permitted. Signage constructed solely of neon tubes is discouraged.
- Face-lighting or external illumination is encouraged.

Application and Procedure
Application for permits shall be made in writing to the Office of Facility Development, and are subject to its approval. Said applications shall contain the following information:
- Name, address, and telephone number of applicant.
- Location and position of sign.
- Scaled elevations and plans showing the building façade and the proposed sign, with specifications, section, color, proposed illumination, and materials.
- Written consent of the owner of the building and land.
- Such other information as the Building Inspector, Zoning Enforcement Officer, or regulatory board may require.

In the case of any projecting symbol or banner sign, liability insurance in an appropriate amount to be determined by LSU shall be carried by the owner of said sign and a certificate of same shall be filed with the application.

Prohibited Signs and Conditions
For the area defined as the LSU Campus, the following signs are not permitted:
- Signage placed outside of LSU property, or within City or State right-of-ways.
- Audible signs.
- Non-accessory signs other than permitted temporary non-accessory signs.
- Signage projecting above, or mounted to roof.
- Offsite signage.
- Backlit awnings.
- Translucent (backlit) plastic sign faces.
**fascia signage**

**DEFINITION**
Letters or mark mounted parallel to the building's façade that are either mounted as individual letters, or contained in a sign panel.

**GUIDELINES**
- Maximum area of signs: 40 sq. ft.
- Number of signs: Unlimited
- Mounting height: 20 feet maximum, provided it is below the all-line of the second floor windows or the lowest point of the roof, whichever is less.
- Depth of sign: Wall signs should not project more than 8 inches from a building wall.
- Illumination:
  1. Natural lighting
  2. External spot or flood lighting
  3. Halo-lit or backlit letters

**suspended signs**

**DEFINITION**
Letters or mark applied to a panel, hung from the underside of a canopy.

**GUIDELINES**
- Size: width should be less than or equal to the overhanging distance of a canopy at an usable entry, or less than or equal to half the overhanging distance of the canopy for non-entry applications.
- Number of signs: Two (2) single-sided panels in the case of an usable entry. One (1) double-sided panel per ground level tenant at beginning of occupied frontage for building attachment.
- Mounting height: Topmost extent of sign to be less than or equal to 6 inches below canopy, bottom may not have less than 10 feet of vertical clearance above grade or sidewalk.
- Illumination: Natural or external lighting only
**blade and shingle signs**

**DEFINITION**
Mounted perpendicular to a building’s façade, the shingle sign is typically suspended beneath an armature, and is able to swing from the axis of the pole, while the blade signs are typically mounted directly to the building façade using a rigid mounting bracket.

**GUIDELINES**
- Maximum area of sign: 6 sq. ft.
- Number of signs: One (1) per ground floor establishment, plus one (1) for any public building entrance not serving a ground floor establishment. All signs should be centered within architectural elements.
- Mounting height: 20 foot maximum, provided it is below the sill line of the second floor window or the lowest point of the roof, whichever is lower, and does not have less than 10 feet of vertical clearance above grade or sidewalk.
- Illumination: Natural or external lighting only

**banner signs**

**DEFINITION**
Fabric, or rigid material mounted with use of poles, typically oriented perpendicular to structure façade.

**GUIDELINES**
- Area of banner: Less than or equal to 25 sq. ft.
- Number of banners: Varies; however, banners should be spaced no closer than 20 feet apart, and centered within architectural elements.
- Projection: Banners should not project more than 3’ into the public right-of-way.
- Mounting height: Bottom of banners should be mounted at least 14’ above grade or sidewalk to avoid intrusion into Blade Sign or Awnings Zone, and should not extend beyond the third story of the structure.
- Illumination: Natural or external lighting only
awnings and canopies

**Definition**
Roof-like structures, above storefront windows or entries, sometimes containing a mark or signature of a tenant.

**Guidelines**
- **Length**: Awnings and canopies should not exceed 20’ in horizontal length and should be centered within architectural elements, such as doors or columns.
- **Projection**: Awnings and canopies should not project more than 5’ into the public right-of-way, except when located above an operable building or shop entry, in which case the maximum projection shall not exceed 10’.
- **Mounting height**: The bottoms of awnings and canopies should be at least 8’ above grade or sidewalk, except in the case of a moveable valance which may be 7’ above grade or sidewalk.
- **Illumination**: Natural lighting only; backlit awnings are not permitted.
- **Design**: On multi-tenant facades, use common design elements. Logo or tenant mark should be limited to the valance of an awning, or the front plane of the canopy. Retractable or open-sided awnings are preferred, with or without drop valances.

wall plaques

**Definition**
Small, pedestrian-oriented informative signs that may convey information such as hours of operation or take the form of directories, menu cases, or convey historical building information.

**Guidelines**
- **Area of sign**: Up to 6 sq. ft. in area, not projecting more than 3 inches from a building wall.
- **Number of signs**: 2 per usable entry.
- **Mounting height**: 5 feet on center above grade or sidewalk.
- **Illumination**:
  1. Natural lighting
  2. Internal lighting (for menu cases only)

Design: On multi-tenant facades, use common design elements. Logo or tenant mark should be limited to the valance of an awning, or the front plane of the canopy. Retractable or open-sided awnings are preferred, with or without drop valances.
**DEFINITION**
Plaque mounted to side of building at pedestrian level, or dimensional letters mounted above door, consisting at the minimum the numerical street address of the building.

**GUIDELINES**

**Area of sign:** Less than or equal to 3 sq. ft. in area.
- **Number of signs:** Minimum of one (1) located at the main entry to the building.
- **Mounting height:** 5 feet on center for wall mounted, horizontally centered above door(s), or on the sides of a canopy. Numerals mounted overhead should be no less than 8 inches tall.
- **Illumination:**
  1. Natural lighting
  2. Halo lit or backlit letters

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**street address**

**DEFINITION**
Window graphics can be permanent with the tenant’s mark, or hours of operation.

**GUIDELINES**

**Area:** Window graphics should not obscure the interior view of a retail establishment, and should be no greater than 10% of the available window space.
- **Number of signs:** Limited only by area occupied.
- **Illumination:** Archite
Use of the LSU Law and Ag Center affiliate logos on the FA1, FA2, and FA3 signs shall be guided by the attached facility occupancy map. Current versions of the map shall be obtained from the LSU Office of Facility Development and Campus Planning.