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
TABLE OF CONTENTS

1. DESIGN PRINCIPLES 12
   - Themes and design inspiration
   - Wayfinding strategy
   - Wayfinding plan
   - Destination hierarchy
   - Sign location plans
   - Campus map strategy

2. SIGN DESIGNS 27
   - Campus identity
   - Vehicular wayfinding and parking
   - Facility identification
   - Pedestrian wayfinding
   - Alternative transportation
   - Event signs

3. DETAILS AND SPECIFICATIONS 101
   - University identity
   - Typography
   - Sign colors and materials
   - Symbols and arrows
   - Standard details
   - Individual sign details

4. APPENDIX 127
   - Performance specifications
   - Retail guidelines
   - LSU campus map - affiliates
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

INTRODUCTION

LSU has acknowledged the substantial impact signs have on the campus landscape as well as the ability of visitors to successfully navigate the university environment.

Desegregated and inconsistent sign can actually detract from a campus environment, leading to the complaint of “signs clutter” on campus while confusing confusion of campus visitors. In the absence of a formally documented sign program, inconsistency of execution over time can cause campus signs to evoke to this state despite the best efforts of those who maintain them.

The program summarized in this document formalizes a family of signs that will enhance the campus environment and improve wayfinding. The manual also serves as a definitive sign policy for Louisiana State University. The sign designs are a response to the character of the main campus, providing an effective, no “fake box” presence in the landscape while maintaining LSU’s graphic and color identity. The guidelines provide standards to consistently apply this identity to other campus locations. Components of the program are designed to enable flexible application to a variety of installation conditions, and are responsive to the capabilities of the LSU sign shop for maintenance and updating over time.

WAYFINDING DESIGN PROCESS

The Louisiana State University Campus Wayfinding Signage Guidelines establishes standards for design, programming, implementation and upkeep of all permanent exterior signs on the LSU main campus, as well as guidelines for appropriate use of temporary, event-based exterior signs. These standards must be adhered to in order to promote a consistent and easily navigable environment for members of the campus community and guests alike. Non-comforming or non-approved signs will be subject to immediate removal.

WAYFINDING MANAGEMENT TEAM

The primary University decision-making authority for development of the signage guidelines was the Wayfinding Management Team, whose responsibilities were direction-setting and providing reports and recommendations to the Chancellor.

The Wayfinding Management Team consisted of the following departments and representatives:

- Office of Facility Development and Campus Planning - Emmett Daniel, Academic Affairs - Chuck Wilson, Office of Communications and University Relations - Billy Culen, Student Union Facility Development and Design Committee - Yan Cox

STAKEHOLDERS

The Wayfinding Management Team sought early input and regular feedback from a larger Working Group. The Working Group consisted of representatives from the following campus stakeholders:

- University Auxiliary Services, as well as student participation through Student Government.

MANUAL USE

The Louisiana State University Campus Wayfinding Signage Guidelines manual is available for all to review from the Office of Facility Development and Campus Planning website. It is intended for use by administrators, consultants, planners and the University facilities and planning staff.

MANUAL COMPONENTS

The LSU Signs design section of the manual explains the design of each sign in the program, along with guidelines for application and implementation. As such it should be consulted for information regarding the appropriate use of signs, regulatory and safety related requirements for sign messages, and location and orientation in the campus environment. Consistent application of these guidelines over time will ensure a coherent, uncluttered and easily navigable sign system.

IMPLEMENTATION

Updates, replacement, or new signs orders on a small scale will be coordinated by the Office of Facility Development. Larger sign orders may be issued as contract documents for bidding by commercial sign fabricators. These processes require collaboration with the Office of Facility Development and Campus Planning to prepare a full bid package, which will inform the LSU main campus wayfinding signage. As such it should be consulted for information regarding the appropriate use of signs, regulatory and safety related requirements for sign messages, and location and orientation in the campus environment.

REVIEWS AND UPDATES

As plans implementation of sign systems, facility planners should review construction of prototypes in order to confirm design details and ensure fabrication methods. Design information as a result of prototype review should be incorporated into future revisions of this document.
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
03/18/2008 Management Team
03/18/2008 Working Group
03/18/2008 Facility Resources
03/19/2008 Parking | Public Safety | Emergency Operations
03/18/2008 Athletics
03/19/2008 Management Team
06/17/2008 UREC
06/17/2008 Parking | Athletics
06/17/2008 Management Team
06/18/2008 Working Group
10/23/2008 Management Team
10/24/2008 Facility Resources | Landscape Architecture
10/24/2008 Parking | Athletics
11/18/2008 LSU Ag Center

PRESENTATIONS
ON CAMPUS AND VIA WEB EX
03/18/2008 Kick-off
05/27/2008 Program
06/17/2008 Concept Design
06/17/2008 Program Refinements
07/15/2008 Concept Design Refinements
07/15/2008 Gateway
07/21/2008 Campus Maps
08/19/2008 Concept Design Refinements
08/19/2008 Gateway Refinements
08/19/2008 Working Group Program
08/19/2008 Regulatory | Temporary Events
10/14/2008 Working Group Preview
10/23/2008 Working Group Design Presentation
10/24/2008 Regulatory | Temporary Events
11/18/2008 LSU Affiliates
11/26/2008 Master Plan and Planning
07/21/2009 Management Team Update

TESTING
MOCK-UPS
08/18/2009 Full size sign mock ups installed for review
08/18/2009 to 9/11/2009 10 question feedback poll
09/17/2009 Wayfinding Feedback Results

Sample of meeting records

Results of the Wayfinding Feedback Report 9/17/09
Wayfinding Feedback Report

September 17, 2009

Project Background:
Sasaki Associates has been working with the University to produce a systematic campus wayfinding master plan to guide the location of new directional and informational signs at LSU, as well as 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, font, 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. Additional corrugated yard signs were placed next to the 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 sign and kiosk prototypes in the following areas:

- **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
- Tricia Milford-Hoyt, Marketing Director, University Relations

Sample of Wayfinding Feedback Report
1 DESIGN PRINCIPLES

The physical context of LSU’s campus is a direct expression of the University’s history, living traditions, and spirit. The 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:

Themes and Design Inspiration
Wayfinding Strategy
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 quad is welcoming and intimate
- Soft tones of stucco, bronze and tile roofs
- The historic buildings feel 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

LSU SPIRIT AND THE LSU CAMPUS

LSU Spirit:

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:

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- 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
**Wayfinding Plan Summary**

**Destination 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
- Appearing on vehicular directional signs:
  - Highland Road
  - Nicholson Drive
  - Visitor Center
  - West Lakeshore Drive
  - Rice Road

**Tier 2**

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

**Tier 3**

- Appear on pedestrian directionals, prominent facility identification, and maps—but not on vehicular directional signs:
  - Andonie Museum
  - Central Parking Garage (Future)
  - Golf Center
  - Greek Row
  - Historic Quadrangle
  - Lab School
  - 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 Stores
  - Tiger Park

**Tier 4**

- Appear on pedestrian directionals and prominent facility identification and maps—but not on vehicular directional signs:
  - Child Care Center
  - Dining Halls
  - Residence Halls
  - Student Health Center

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**Design Principles**

- **Visitor Center**
- **PMAC**
- **Tiger Stadium**
- **River Rd Highland Rd W Lakeshore Dr Alex Box Stadium**

**Tier 1**

- **Destination 1**
- **Tier 2**

**Tier 2**

- **Destination 3**
- **Tier 4**
SIGN LOCATION PLAN
GATEWAYS AND DIRECTIONALS

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.

CG2 Campus Gateway (historical)
CG2 Campus Gateway (New)
DR1 Vehicular Directional (7in cap)
DR2 Vehicular Directional (4in cap)
SN1 Street Name (8in cap)
SN2 Street Name (5in cap)
SN3 Street Name (4in cap)
CK1 Campus Kiosk (large)
CK1 Campus Kiosk (large) with Interpretive
CK2 Campus Kiosk (small)
PK1 Parking ID (garage)
PK2 Parking ID (surface lot)
PK3 Parking ID (surface lot with Visitor Parking)
PK4 Parking ID (street)
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 making 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, print, collateral, visitor center handouts and brochures:
  - General Campus Map (Streets and Buildings)
  - Parking (All Zones)
  - Accessibility
  - Visitor Parking Only
  - Game Day Parking
  - Recreational and Fitness Trails
  - Bus Routes and Stops
  - Interpretive Attractions
  - Campus Safety (Night Map w/ lighted walk)
- 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**

- 3D Drawings
- GIS Database
- Map Publishing
- Facilities Information
- GIS Based Mapping System

**Example of general campus map and attractions map**

Collection of LSU existing campus maps showing the disparity of graphic style
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 IDENTIFICATION**
Signs and structures distinguishing campus edges or entry portals.

**VEHICULAR WAYFINDING 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 WAYFINDING**
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.
**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

Over time, entries into the campus have expanded to other portals. Most people enter to the campus and never pass through the traditional entries of Highland Road. Visitors arrive from the interstate along Dalrymple, from the south along Nicholson Drive, and along West Lakeshore Drive and none of 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 the LSU text recall the spirit of the historic campus quad. Soft uplighting will improve nighttime legibility. The gateways are low and open, allowing views over and under into the campus beyond.

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.

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 signage, landscaping, 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.
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.

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.

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.

Incorporate elements of the historic gateways
Appropriately scaled for legibility and context
Full-motion video board for events display
Access provided to surface parking for photo opportunities

Ground plane landscape treatment to restrict access

**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.

The largest number of event attendees arrive from the south, and the largest amount of game-day parking is concentrated to the south. While Tiger Stadium dominates the skyline, there is no street-level affirmation of the LSU campus. The monumental scaled 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.
ILLUMINATION

To create a memorable nighttime presence, several alternatives are being explored for the illumination of the LSU letters:

- Full coverage of letters 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.
Aids wayfinding for major arteries and exit ramps

Extends LSU identity into community

**Design Rationale**

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 panel, 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 design rationale for the directional signs is focused on 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.

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

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 wayfinding for visitor vehicular traffic

Enduring design and details complement the inner campus experience

**Sign 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 beds 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, GE2.
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.

**Message Criteria**

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

**Placement & Orientation**

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 may be 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

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**
The 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**

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**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

**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.
DESIGN RATIONALE

This sign is exclusive to “D” parking spaces, reserved visitor parking spaces, and accessible parking spaces. On the “D” parking spaces, the yellow panel shall be attached to the frame with tamper proof screws. On the reserved visitor parking spaces, the yellow panel is a laminated insert. The sign panel requires a frame for the insert. On the accessible parking spaces, no frame or insert is required.

MESSAGE CRITERIA

The illustrated templates dictate the color, placement, and color emphasis of information on the sign panel. Official messaging will be generated by the LSU Office of Parking, Traffic, and Transportation in conjunction with LSU Office of Facility Services Planning, Design, and Construction Group.

PLACEMENT & ORIENTATION

The sign is typically set close to the roadway, with a minimum distance of 18” to the face of curb. The sign is single-sided, with the message face parallel to and oriented towards the street. Signs will be freestanding and located at each designated “D” parking space, reserved parking space, or accessible parking space.
FABRICATION DETAILS

- Cap: cast aluminum or approved equal, AP3
- Headline: 1¼” h., V2, T2
- Subhead: 7/8” h., V2, T3
- Sign Panel: 1/8” aluminum panel, AP1 (front), AP3 (back)
- Reserved Panel: 7” x 7” x ¼” aluminum panel, AP2
- Sign Post: 2.5” sq. aluminum extrusion, AP3

FABRICATION DETAILS

- Cap: cast aluminum or approved equal, AP3
- Accessibility Panel: 6” x 6”, V2, V6
- Headline: 1¼” h., V2, T2
- Sign Panel: 1/8” aluminum panel, AP1 (front), AP3 (back)
- Subhead: 7/8” h., V2, T3
- Sign Post: 2.5” sq. aluminum extrusion, AP3
FABRICATION DETAILS – PK4a

- Cap: cast aluminum or approved equal, AP3
- Accessibility Panel: 6” x 6”, V2, V6
- Headline: 1¼” h., V2, T2
- Sign Panel: 1/8” aluminum panel, AP1 (front), AP3 (back)
- Subhead: 7/8” h., V2, T3
- Sign Post: 2.5” sq. aluminum extrusion, AP3

FABRICATION DETAILS – PK4b

- Cap: cast aluminum or approved equal, AP3
- Headline: 1¼” h., V2, T2
- Subhead: 7/8” h., V2, T3
- Sign Panel: 1/8” aluminum panel, AP1 (front), AP3 (back)
- Reserved Panel: 7” x 7” x ¼” aluminum panel, AP2
- Sign Post: 2.5” sq. aluminum extrusion, AP3
Consolidates and streamlines campus-wide parking signs

Dramatic reduction in “sign pollution”

Consistent policy language to aid enforcement

The headline message is the primary parking information and relates directly to the symbol—this message should be consistent for all signs displaying a given symbol. Body text elaborates on hours of enforcement, special permit requirements, and the like.

The subhead text is used to communicate enforcement when there is additional content beyond what the body text will accommodate.

A single arrow is used on a sign located on the left or right end of a range of spaces to which identical regulations apply. If the range contains more than four spaces, a double arrow should be used on a single sign centered between the two ends, or on several signs located at even intervals. A sign with no arrow is appropriate for identifying a single space. Accessible parking and visitor parking signs should always be identified individually.

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.

**Message criteria**
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.

**Placement & orientation**
The sign is typically set along 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.

7’-0” min height from ground

Sign Post
Sign Base
Finial
Sign Panel

Detail - sign face graphics
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.
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.

**Message Criteria**

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.

**Placement & Orientation**

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 minimums from front of curb, and blades should point away from the intersection.

---

**Sign Details**

Scale: 1/2” = 1’ - 0”

<table>
<thead>
<tr>
<th>Street Type</th>
<th>Street Name</th>
<th>Ornamental Bracket &amp; Hardware</th>
<th>Sign Post</th>
<th>Sign Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accent Sign Panel</td>
<td>Lakeshore Drive</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Design Rationale**

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.

**Message Criteria**

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.

**Placement & Orientation**

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.
Consistent, legible facility identification, for vehicles and pedestrians

Standardized building names across campus

Allowance for major affiliate branding (AgCenter, Law Center)

**Facility Identity**

- **Vehicle-Scaled**

**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 logo 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 mowing and potential damage. Straightforward, direct burial, is preferred, thereby concealing exposed concrete footings.
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.

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 logo 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

**Design Rationale**
Secondary facility identification, scaled to be legible and appropriate for pedestrian zones. Sign is intended to be used in lieu of Type FA2. FA3 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 FA2 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 logo 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

**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 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

**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 & 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**

Signs must be placed next to building entrances, between 48 inches and 60 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, this 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, constrained to a five-minute walk radius, provides more localized detail. The other two panels may be used for display of artist works, interpretive/historic 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 FAS (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 plaza 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 details. 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

Jesuit priests brought sugarcane into south Louisiana in 1751. After some experimenting with growing sugarcane, a thriving sugar industry was born in Louisiana that continues today.

**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.
Jesuit priests brought sugarcane into south Louisiana in 1751. After some experimenting with growing sugarcane, a thriving sugar industry was born in Louisiana that continues today.
Coordinates identity for all campus trails
Reinforces LSU identity
Raises awareness of fitness options

**Design Rationale**
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.

**Message Criteria**
Signs will display approved trail names, symbology and milestone data.

**Placement & Orientation**
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 for 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

Design Rationale
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.

Message Criteria
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.

Placement & Orientation
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
OVERVIEW

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 PC and Macintosh formats from:

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

OVERVIEW

The primary logo and wordmark should appear on signs only as specifically designated in this Manual. Use of the primary logo and logomark in the campus wayfinding program follows guidelines outlined in the LSU Visual Identity Program (March 2007) as published by the LSU Office of Communications and University Relations.

The logo should not be altered or enhanced by the use of shadows or outlines. The logo should not be horizontally or vertically altered, i.e., stretched or condensed. The Memorial Tower graphic and the University seal is not utilized in the signage program.

To reproduce the logo or logotype, official electronic files provided by the LSU Office of Communications and University Relations shall be obtained.

NO PARKING
TOWING ENFORCED

T4 Whitney Black / T5 Medium Small Caps

TOUCHDOWN VILLAGE

T7 Whitney Condensed Medium

200

T8 Whitney Condensed Bold

Highland Rd
Central Campus

T2 Whitney Medium

Memorial Tower
T3 Whitney Bold

Welcome
T6 Whitney Bold
COLOR AND MATERIAL SOURCES
Paints are Matthews Acrylic Polyurethane, available from Lakeview Corporate Park
1201 10th Street
Pleasant Prairie, WI 53158-2201
1-800-325-6653 www.matthewspaint.com

Vinyls are 3M, available from
3M Center, Building 2280-12-E-64
St. Paul, MN 55144 USA
1-800-328-3908 www.3M.com/graphics

Avery Graphics, available from
Graphic and Reflective Products Division
Plantsville, OH 43117 USA
1-800-454-9680 www.averygraphics.com

Arbor Color Series, available from
Arbor
2011 South Harbor Blvd.,
Santa Ana, CA 92704
800-854-0361 www.arbor.com

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

Official LSU trend colors

PMS 268
PMS 523

COLORS

primary
Jet Black
Dark Gray
Light Gray
White

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.
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 LADOT 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

---

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

- Sleeve
- Sign Cabinet
- Post
- Set Screw
- Footing
- Grade Level

**Section:** Precast sign base and footing  
(Not to scale)  
Type DR.1

- Sleeve
- Sign Cabinet
- Posts as required
- Grade Level
- Levelling grout as required
- Footing

- Ornamental Bracket & Hardware
- Square corner channel fabricated frame
- Rivnut or approved blind fastener
- Sign Post as specified
- Sign Face
- Tamper resistant fasteners
- Spanner, Pin in Torx, etc.
- Painted to match sign faces.
**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.

**Typical Details**

<table>
<thead>
<tr>
<th>Detail</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sign Post Final, 4” and 6” posts</td>
</tr>
<tr>
<td>2</td>
<td>Kiosk Final</td>
</tr>
<tr>
<td>3</td>
<td>Sign Post Final, components</td>
</tr>
<tr>
<td>4</td>
<td>Kiosk Final, isometric view</td>
</tr>
</tbody>
</table>

**Sign Placement**

Pedestrian paths and accessibility

**Typical Details**

- **Finials**
  - Sign Post Final, 4” and 6” posts
  - Kiosk Final
  - Sign Post Final, components
  - Kiosk Final, isometric view

**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.

**Not to Scale**

<table>
<thead>
<tr>
<th>Baseplate</th>
<th>Turned portion</th>
<th>Kiosk Roof</th>
</tr>
</thead>
<tbody>
<tr>
<td>4”</td>
<td>10”</td>
<td>4”</td>
</tr>
<tr>
<td>3”</td>
<td>4”</td>
<td>3”</td>
</tr>
<tr>
<td>6”</td>
<td>4 1/2”</td>
<td>5”</td>
</tr>
</tbody>
</table>

**Sign Types**

- **FA1**
- **CK2, IN1**
- **ED**
- **PK2**
- **SN2, SN3**
- **AP1**
- **DR1, DR2**

**Sizes**

- 2’-0”
- 1’-0”
- 4’-0”
- 3” = 1’- 0”
- 1 1/2” = 1’- 0”

**Kiosk Details**

- **Detail:** Kiosk Finial, 4” and 6” posts
- **Detail:** Sign Post Finial, 4” and 6” posts
- **Detail:** Kiosk Finial, isometric view
- **Detail:** Kiosk Finial, components

**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

SIGN PLACEMENT
facility identity
### 3.1 SIGN DETAILS

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>AP1</td>
<td>Accessible pathway - bollard</td>
<td>116</td>
</tr>
<tr>
<td>AP2</td>
<td>Accessible pathway - wall</td>
<td>117</td>
</tr>
<tr>
<td>BC</td>
<td>Barrier - cut-in</td>
<td>118</td>
</tr>
<tr>
<td>BP</td>
<td>Barrier - 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 - Darymple/W. Lakeshore</td>
<td>122</td>
</tr>
<tr>
<td>CG3</td>
<td>Campus, gateway - Nicholson</td>
<td>124</td>
</tr>
<tr>
<td>CG4</td>
<td>LSU Icon</td>
<td>126</td>
</tr>
<tr>
<td>CK1</td>
<td>Kiosk - large</td>
<td>128</td>
</tr>
<tr>
<td>CK2</td>
<td>Kiosk - small</td>
<td>129</td>
</tr>
<tr>
<td>CS1</td>
<td>Campus - shuttle</td>
<td>130</td>
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<tr>
<td>DR1</td>
<td>Vehicular Directional - off campus</td>
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<tr>
<td>DR2</td>
<td>Vehicular Directional - on campus</td>
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<td>ED</td>
<td>Entry identity</td>
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<td>EV1</td>
<td>Event - parking</td>
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<td>EV2</td>
<td>Event - traffic</td>
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<td>EV3</td>
<td>Event - detail</td>
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<td>FA1</td>
<td>Facility ID - large freestanding</td>
<td>137</td>
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<tr>
<td>FA2</td>
<td>Facility ID - small freestanding</td>
<td>138</td>
</tr>
<tr>
<td>FA3</td>
<td>Facility ID - building mounted</td>
<td>139</td>
</tr>
<tr>
<td>GE1</td>
<td>Gated entry</td>
<td>140</td>
</tr>
<tr>
<td>GE2</td>
<td>Gated entry</td>
<td>141</td>
</tr>
<tr>
<td>IN1</td>
<td>Interpretive - freestanding</td>
<td>142</td>
</tr>
<tr>
<td>IN2</td>
<td>Interpretive - building mounted</td>
<td>143</td>
</tr>
<tr>
<td>PK1</td>
<td>Parking - structured</td>
<td>144</td>
</tr>
<tr>
<td>PK2</td>
<td>Parking - lot</td>
<td>145</td>
</tr>
<tr>
<td>PK3</td>
<td>Parking - on street</td>
<td>146</td>
</tr>
</tbody>
</table>
**FABRICATION DETAILS**
- **Top Cap**: Fabricated aluminum “pyramidal” shape, AP3
  - Accent: ⅛” h., V3
- **Accessibility Symbol**: 4” h., circle, V3, symbol, V8
  - Arrow: 1 3/4” sq., V8
- **Sign Panel**: Aluminum rectangular tube, AP3
- **Entry Designation**: 7/8” h., T3, V4
- **Secondary Message**: .5” h., T3, V4
- **Sign Base**: Above grade (lawn) or below grade (planting bed)

**AP1**

**BOLLARD SIGN**

- **Use Southeast Entrance**
- **Type AP**
- **Scale**: 1” = 1'-0”

**AP2**

**ACCESSIBLE PATHWAY WALL MOUNTED SIGN**

- **Accent**: 1/8” h., V3
- **Accessibility Symbol**: 4” h., circle, V3, symbol, V8
  - Arrow: 1 3/4” sq., V8
- **Entry Designation**: 7/8” h., T3, V8
- **Sign Panel**: 1/8” thick aluminum panel mounted with blind screws in existing wall, AP3
- **Entry Designation**: 7/8” h., T3, V8
- **Secondary Message**: 3” h., T3, V4

**Fabrication Details**
- **Top Cap**: Fabricated aluminum “pyramidal” shape, AP3
  - Accent: ½” h., V3
- **Accessibility Symbol**: 4” h., circle, V3, symbol, V8
  - Arrow: 1 3/4” sq., V8
- **Sign Panel**: Fabricated aluminum “pyramidal” shape, AP3
  - Accent: ⅛” h., V3
  - Accessibility Symbol: 4” h., circle, V3, symbol, V8
  - Arrow: 1 3/4” sq., V8
- **Entry Designation**: 7/8” h., T3, V8
- **Sign Panel**: Fabricated aluminum “pyramidal” shape, AP3
  - Accent: ⅛” h., V3
  - Accessibility Symbol: 4” h., circle, V3, symbol, V8
  - Arrow: 1 3/4” sq., V8
  - Entry Designation: 7/8” h., T3, V8
- **Secondary Message**: 3” h., T3, V4
### Fabrication Details

- **Small/Large Banner**: Sunbrella cloth or approved equal to match, Pantone 268
- **Logotype**: 1 3/8” h., silkscreened copy to match, Pantone 2587
- **Logo**: 4” h., Sunbrella cloth or approved equal to match, Pantone 123
- **Accent**: 2” h., Sunbrella cloth or approved equal to match, Pantone 123
- **Bracket**: KBW BannerFlex or equal, PC3
Existing Gateway Structure

CG1 Sign Addition

Elevation

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

Type CG1

Fabrication Details

- Frame: 3/4 inches x 1.5 inches rectangular aluminum tube PC3
- Sign Panel: 1/4 inches thick aluminum panel PC2
- Logotype: 2 3/4 inches high 1/4 inches thick dimensional letters PC1
- Lighting: Illuminate entire Gateway with concealed, ground-mounted, LED uplights

Sign Detail

Scale: 3/4" = 1'-0"

Type CG1

Frame
Sign Panel
Logotype
CG2 campus gateway

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

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
**Fabrication Details**

- **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
- **Base:** Pre-cast concrete, color and finish to match campus standards
- **Lighting:** Illuminate base only with concealed, ground-mounted, LED uplights

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**Variable Message Board**

- **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
- **Base:** Pre-cast concrete, color and finish to match campus standards
  - Lighting: Illuminate sign panel and piers with flush, ground-mounted LED uplights
Fabrication Details

- 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 logo while avoiding installation of a fence or other barrier(s)
- Suggested vegetation types could include Burford Holly or Chinese Holly ("Rotunda")
**FABRICATION DETAILS**

- Digital high pressure laminate (DHPL) panel (option 2)
- Aluminum plate and aluminum extrusions, AP3
- Sign frame: post and sleeve sidewalk condition

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**FABRICATION DETAILS**

- Top Cap: Fabricated aluminum "pyramidal" shape, AP3
- Ornamental Bracket & Hardware: water jet cut aluminum plate and aluminum extrusions, AP3
- Sign frame: below grade
FABRICATION DETAILS

- Fabrication, cast aluminum or resin, AP1
- Trails logo (per specs)
- Route: V3
- Street Name: T1, T2, V2
- Routes: digital print on vinyl, T7
- Sign Panel: 0.25” aluminum plate, AP1
- Website: T2, V1
- Sign Font: 4” sq. aluminum extrusion, AP1
- Sign Base: below grade, sleeve

Fabrication Details

- Top Cap: aluminum formed “pyramidal” shape, AP3
- Visitor Header: AP3
- Thick Rule: 1 5/8” h., V3
- Sign Panel: fabricated aluminum sign cabinet, AP1
- Tier 1 Text: 7” h., 14” line spacing, T1, V2
- Tier 2 Text: 6 1/4” h., 11 1/4” line spacing, T3, V2
- Thin Rule: 3/8” h., V3
- Arrow: 10 1/2” sq., V1
- Raised Bar: aluminum extrusion, AP1
- Logo: embossed / cast into concrete, no fill
- Sign Base: pre-cast concrete, color and finish to match campus standards
- Pattern: Mask and spray Pantone 2587 on AP1, or digital print Pantone 2587 on AP1.

CS5 campus shuttle

DR1 vehicular directional

FABRICATION DETAILS

- Fabrication, cast aluminum or resin, AP3
- Trails logo (per specs)
- Route: V3
- Street Name: T1, T2
- Routes: digital print on vinyl, T7
- Sign Font: 4” sq. aluminum extrusion, AP1
- Sign Base: below grade, sleeve
**Fabrication Details**

- **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:** 1/4" h., 1/32" raised, AP2
- **Accessibility Panel:** AP1
- **Arrow:** 1 1/2" h., V8
- **Accessibility Symbol:** 2 5/8" h., 1/32" circle, V5, symbol, V8
- **Entry Designation:** 1/2" h., T3, V8

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**Fabrication Details**

- **Finial:** Cast or spun aluminum or approved equal, AP3
- **Top Cap:** Fabricated aluminum “pyramidal” shape, AP3
- **Visitor Header:** AP3
- **Thin Rule:** 1/4" h., V3
- **Regulatory Text:** 1 5/8" h., T5, V2
- **Thick Rule:** 1" h., V3
- **Text:** 1 line: 6" h., 6" line spacing, T1, V3
- **Arrow:** 4 1/4" sq., V1
- **Sign Base Fabricated:** 5" x 5" aluminum cabinet with 1/8" th. removable aluminum sign faces, AP1
- **Text:** 2 line: 1 1/2" h., 6 1/2" line spacing, T1, V2
- **Logo:** 5 1/4" h., T3
- **Ornamental Bracket & Hardware:** waterjet cut aluminum plus and aluminum extrusions, AP5
- **Sign Base:** put-in-sleeve or breakaway, AP3

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**Fabrication Details**

- **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:** 1/4" h., 1/32" raised, AP2
- **Rule:** 1/2" h., 1/32" raised, AP2
- **Accessibility Panel:** AP1
- **Arrow:** 1 1/2" h., V8
- **Accessibility Symbol:** 2 5/8" h., 1/32" circle, V5, symbol, V8
- **Entry Designation:** 1/2" h., T3, V8
### Event Temporary Details

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

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

**Fabrication Details**

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

- **EV2A**
  - Parking Zone: 1' - 3 1/2" h., V1, 6" h. number, T8, V1
  - Sign Panel: .090" aluminum panel, AP1 all sides
  - Arrow: 5" sq. V1
  - Lot Name: 2 1/2" h., V1, T7
  - Sign Post: 4" sq. aluminum extrusion, AP3
  - Sign Base: concrete, AP3
**FA1**  
**FACILITY IDENTITY**  
**LARGE, FREESTANDING**

**Fabrication Details**
- Panel: Cast or spun aluminum or approved equal, AP3  
- Top Cap: Fabricated aluminum “pyramidal” shape, AP3  
- Accent: 1 1/8” h., T5  
- Facility Name: 4 1/8” h., T3, V8  
- Date: 1 1/8” h., T3, V3  
- Sign Panel: Fabricated 3/8” th. aluminum cabinet with 1/8” th. removable aluminum sign faces, AP1  
- School: 2 1/8” h., T3, V8  
- LSU Logo: 7” h., V3  
- Affiliate Logo: 7” h., V4  
- Ornamental Bracket & Hardware: water-jet cut aluminum plate and aluminum extrusions, AP3  
- Sign Post: 4” sq. aluminum extrusion, AP3  
- Sign Base: below Gorilla Post  

**EV3**  
**EVENT TEMPORARY**  
**REGULATORY**

**Fabrication Details**
- Barricade: Polypropelene modular interlocking barrier to match PMS 143  
- EV3A  
  - Parking Zone: 1’ - 3 1/2” h. V1, 6” h., number, T8  
  - Sign Panel: .090” aluminum panel, all sides AP1  
  - Lot Name: 2 3/8” h., V5, T7  
  - A Frame: Back  
    - Logo: 3 1/8” h., V1  
    - Regulatory 1: 1 1/8” h., T3, V2  
    - Regulatory 2: 1 1/2” h., T2, V2  
  - EV3C  
    - Parking Zone: 1’ - 3 1/2” h. V1, 6” h., character T6, V1, backgrounds, V7-14  
    - Headline: 1 1/4” h., V1  
    - Subhead: 7/8” h., T5, V1  
    - Arrow: 1 1/8” sq., V1  
    - Sign Panel: 1/8” aluminum plate, AP3  
    - Sign Base: below Gorilla Post  

**FA1**

**EV3**

**Fabrication Details**
- Panel: 1’ - 3 1/2” h. V1, 6” h., number, T8  
- Sign Panel: 1/8” aluminum plate, AP1  
- Lot Name: 2 3/8” h., V5, T7  
- A Frame: Back  
  - Logo: 3 1/8” h., V1  
  - Regulatory 1: 1 1/8” h., T3, V2  
  - Regulatory 2: 1 1/2” h., T2, V2  

**EV3C**

**Fabrication Details**
- Panel: 1’ - 3 1/2” h. V1, 6” h., character T6, V1, backgrounds, V7-14  
- Headline: 1 1/4” h., V1  
- Subhead: 7/8” h., T5, V1  
- Arrow: 1 1/8” sq., V1  
- Sign Panel: 1/8” aluminum plate, AP1  
- Sign Base: below Gorilla Post  

**EV3A**

**Fabrication Details**
- Barricade: Polypropelene modular interlocking barrier to match PMS 143  
- EV3A  
  - Parking Zone: 1’ - 3 1/2” h. V1, 6” h., number, T8  
  - Sign Panel: .090” aluminum panel, all sides AP1  
  - Lot Name: 2 3/8” h., V5, T7  
  - A Frame: Back  
    - Logo: 3 1/8” h., V1  
    - Regulatory 1: 1 1/8” h., T3, V2  
    - Regulatory 2: 1 1/2” h., T2, V2  
  - EV3C  
    - Parking Zone: 1’ - 3 1/2” h. V1, 6” h., character T6, V1, backgrounds, V7-14  
    - Headline: 1 1/4” h., V1  
    - Subhead: 7/8” h., T5, V1  
    - Arrow: 1 1/8” sq., V1  
    - Sign Panel: 1/8” aluminum plate, AP3  
    - Sign Base: below Gorilla Post
**Fabrication Details**

- **Small, Freestanding**

  **Fabrication Details**

  - **Backplate**: 1/2" aluminum plate with 1/8" beveled edge, AP3
  - **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**: .25" aluminum plate, AP1
  - **LSU Logo**: 2 3/4" h., V3
  - **Affiliate Logo**: 2 3/4" h, V4
  - **Address**: 1" h., T5, V3

  - Mount backplate to wall with blind threaded studs.
  - Faceplate mounted to backplate with full coverage VHB tape

- **Building Mounted**

  **Fabrication Details**

  - **Backplate**: 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, T3, V8
  - **Date**: 1 1/8" h., T5, V3
  - **Sign Panel**: 2.75" aluminum plate, AP1
  - **Affiliate Logo**: 2 3/4" h, V4
  - **Address**: 1" h., T5, V3

  - Mount backplate to wall with blind threaded studs.
  - Faceplate mounted to backplate with full coverage VHB tape
**Fabrication Details**

- **Top Cap**: Fabricated aluminum “pyramidal” shape, AP3
- **Finial**: Cast or spun aluminum or approved equal, AP3
- **Welcome Text**: 2 1/4” h., T2, V2
- **Accent**: V3
- **Area Name**: 4 1/4” h., T2, V2
- **Logo**: 4 1/4” h.
- **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**: waterjet cut aluminum plates and aluminum extrusions, AP3
- **Sign Base**: above grade (lawn) or below grade (planted bed)

**Fabrication Details**

- **Accent**: 2”, T3
- **Logo**: 5 3/4” h., V1
- **Logotype**: 3 1/4” 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

**Fabrication Details**

- **Top Cap**: Fabricated aluminum “pyramidal” shape, AP3
- **Finial**: Cast or spun aluminum or approved equal, AP3
- **Welcome Text**: 2 1/4” h., T2, V2
- **Accent**: V3
- **Area Name**: 4 1/4” h., T2, V2
- **Logo**: 4 1/4” h.
- **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**: waterjet cut aluminum plates and aluminum extrusions, AP3
- **Sign Base**: above grade (lawn) or below grade (planted bed)
Jesuit priests brought sugarcane into south Louisiana in 1751. After some experimenting with growing sugarcane, a thriving sugar industry was born in Louisiana that continues today.

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 - Building Mounted:
- Sign Panel: .5” digital high pressure laminate (DHPL) panel
- Bracket & Hardware: water-jet cut aluminum plate and aluminum extrusions: AP3
- Mount brackets to wall with blind threaded studs
**Fabrication Details**

- **Top Cap**: Fabricated aluminum "pyramidal" shape, AP3
- **Parking Icon**: 1' - 9 1/2" sq. field, letters and numerals T4, V3, 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 2087, T6
- **Ornamental Bracket & Hardware**: water-jet cut aluminum plates and aluminum extrusions, AP3

---

**PK1 Parking Surface Lot**

1. **Top View**
   - Scale: 1/4" = 1’-0"
   - Type PK1

2. **Side View**
   - Scale: 1/4" = 1’-0"
   - Type PK1

**Fabrication Details**

- **Top Cap**: Fabricated aluminum "pyramidal" shape, AP3
- **Accent**: 1 1/2" h., V3
- **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, AP3
  - **Sign Base**: fabricated aluminum sign cabinet, AP1

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**PK2 Parking Surface Lot**

1. **Top View**
   - Scale: 1/4" = 1’-0"
   - Type PK2

2. **Side View**
   - Scale: 1/2" = 1’-0"
   - Type PK2
Parking
ON STREET

**FABRICATION DETAILS**

- Panel: Cast or spun aluminum or approved equal, AP1
- Parking Zone: T1, 10 1/2" sq. field, V2, T6
- Sign Panel: Fabricated 1/8" th. aluminum panel with 3/4" radius corners inserted into post, AP1
- Sign Base: above grade (lawn) or below grade (planting bed)

Parking Zone:

- Location: 1 1/4" h., V3, T6
- Headline: 1 1/4" h., V3, T6
- Arrow Field: when required, 6" h., T6
- Sign Panel: 1 1/8" h., V2, T6
- Sign Post: 4" square, AP3

**Location**

- Location: 1 1/4" h., V3, T6
- Headline: 1 1/4" h., V3, T6
- Arrow Field: when required, 6" h., T6
- Sign Panel: 1 1/8" h., V2, T6
- Sign Post: 4" square, AP3

**Regulatory Parking**

- Regulatory Symbol: 9" sq., V3
- Headline: 1 1/8" h., V3, T6
- Arrow Field: when required, 6" h., T6
- Sign Panel: 1 1/8" h., V2, T6
- Sign Post: 4" square, AP3

**Fabrication Details**

- Finial: Cast or spun aluminum or approved equal, AP3
- Parking Zone: T1, 10 1/2" square field, V2, T6
- Headline: 1 1/4" height, V3, T6
- Arrow Field: when required, 6" height, T6
- Sign Panel: 1 1/8" height, V2, T6
- Sign Post: 4" square, AP3
- Sign Base: above grade (lawn) or below grade (planting bed)
**RG2**

**FABRICATION DETAILS**
- Regulatory Symbol: 1/2" dia., V2, slash, V7
- Headline: 1 3/4" h, V2, T6
- Subhead: 1 1/8" h, V2, T3
- Arrow: 4 3/4" sq., V2
- Bracket: Black "Band-it" style strap or approved equal

**Sign Detail**
- Scale: 3/4" = 1'-0"
- Type: RG2

**Elevation**
- Regulatory Symbol

**Side Detail: Mounting**
- Bracket
- Existing Pole

**RG3**

**FABRICATION DETAILS**
- Regulatory Symbol: 1/2" dia., V2, slash, V7
- Headline: 1 3/4" h, V2, T6
- Subhead: 1 1/8" h, V2, T3
- Arrow: 4 3/4" sq., V2

**Sign Detail**
- Scale: 3/4" = 1'-0"
- Type: RG23
**Louisiana State University | Campus Wayfinding Signage Guidelines**

**General Specifications**
- Street Name: 8" h; V2, T1
- Street Type: 4" h; V2, T5
- Trail Name: 1 1/4" h., T1, V1
- Symbols: V2
- Border: (varies reflective vinyl)
- Inner Field and back of sign: AP3
- Logo: 2.5/16" h, V1
- Accent Band: 2" h, V1
- Bracket, Black “Band-it” style strap or approved equal

**Fabrication Details**
- **Trail Name**: 1 1/4" h, T1, V2
- **Symbols**: V2
- **Border**: (varies reflective vinyl)
- **Inner Field and back of sign**: AP3
- **Logo**: 2.5/16" h, V1
- **Accent Band**: 2" h, V1
- **Bracket**: Black “Band-it” style strap or approved equal

**Sign Details**
- **Scale**: 3/4" = 1' - 0"

**Regional Trail**

**Street Name**

1. **Sign Detail**
   - **Scale**: 3/4" = 1' - 0"
   - **Type**: RT

2. **Side Detail: Mounting**
   - **Scale**: 3/4" = 1' - 0"
   - **Type**: RT

3. **Panel Length varies per message**

**Fabrication Details**
- **Accent Band**: 2" h, V1
- **Street Name**: 8" h, V2, T1
- **Street Type**: 4" h, V2, T5
- **Sign Panel**: .060" aluminum panel PC3 (back) V9 (face)
- **Bracket**: Black “Band-it” style strap 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 3/4" h. V2, T5
- Street Name: 5" h., V2, T5
- Ornamental Bracket & Hardware: water-jet cut aluminum plate and aluminum extrusions: AP3
- Sign Post: 6" sq., aluminum extrusion: AP3
- Sign Base: break-away base, AP3

Panel length varies per message
**FABRICATION DETAILS**

- Sign Panel: 090” 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 approved equal
APPENDIX

PERFORMANCE SPECIFICATIONS

RETAIL GUIDELINES

LSC CAMPUS MAP - AFFILIATES
1.00 RELATED DOCUMENTS

- 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.

1.01 WORK INCLUDED

- 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 submit, furnish and install all supports and footings required for the installation of all signs.
- Installation of all fabricated signs, including all fasteners related to electrical connections.

1.03 RELATED WORK

- 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 61000, GENERAL REQUIREMENTS

1.04 REFERENCES

- Comply with applicable requirements of the following standards. Where these standards conflict with other specified requirements, the most restrictive requirements shall govern.
  1. American Concrete Institute (ACI):
     304 Measuring, Mixing, Transporting, and Placing Concrete.
     305 Hot Weathering Concrete
     316 Construction of Concrete Pavements and Concrete Bases
     A 53 Pipe, Steel, Black and Hot-Dipped, Zinc-Coated Welded and Seamless.
     B 209 Aluminum and Aluminum Alloy Sheet and Plate.
     B 211 Aluminum-Alloy Extruded Bars, Rods, Wires, Shapes, and Tubes.
     B 308 Aluminum-Alloy 6061 T6 Standard Structural Shapes Rolled or Extruded.
     B 429 Aluminum-Alloy Extruded Pipe and Tubing.
  3. Concrete Aggregates
  4. Ready-Mixed Concrete
  5. Portland Cement
  6. Chemical Admixtures for Concretes
  7. Non-Riot Resistance of Plastics and Electrical Insulating Materials
  8. Deflection Temperature of Plastics Under Flexural Load
  9. American Welding Society (AWS): Aluminum Welders Certification: Provide certifications signed by Contractor, certifying that welders employed on Project comply with requirements specified under AWS D1.1 and AWS D1.3.
  10. Louisiana State Department of Transportation (LADOT):
      Standards For Streets and Highways
  11. Codes:
      - Sign Fabricator is responsible for complying with all federal, state, and city/town building codes. Any and all proposed fabrication/installation that does not
The sign fabricator must have previous experience in the fabrication and installation of signs. Indicate five (5) projects which are similar in nature to the project described herein above, or through any other source available. Such references will be held in strict confidence. The Owner reserves the right to contact references for any projects provided as noted above and provide the following for each:

- Name of project and its geographic location.
- Owner's name, addresses, telephone, and contact person.
- Start date and completion date of project/work.

Sign Fabricator is responsible for complying with the Americans with Disabilities Act, for obtaining required permits to install the signs, and for complying with all regulations subsequently issued. Minor irregularities in the work which are immaterial or inconsequential in nature must not be overlooked or it will be determined by the Owner to be the firm's best interest. If company literature or other publications are included, they should include reference to the document name and page. Submittals containing as many citations will be considered complete and well references to other documents.

1.0 SHOP DRAWINGS

- Complete set of shop drawings for all items including:
  - Dimensions and clearances required.
  - Show dimensions and clearances required.
  - Clearly mark-up each copy of the submittal data to identify the Section, Page number, and Article of the Specifications to which it is referenced.
  - Character height shall be brought to the attention of the Owner and Designer for review and resolution prior to fabrication.

1.0 SUBMITTALS

- First article of production-run items, both large and small, will be reviewed by the Owner and Designer before production run is continued.
- Complete list of prototypes required shall be provided to selected Sign Fabricator. Prototypes shall become the property of the Owner and may not be comprised of samples or materials not acceptable to the Owner.
- First article of production-run items, both large and small, will be reviewed by the Owner and Designer before production run is continued.
- Complete set of shop drawings for all items including:
  - Dimensions and clearances required.
  - Show dimensions and clearances required.

1.0 PRODUCT / CATALOG DATA

- Complete set of shop drawings and fabrication brochures, standard drawings and catalogs, shop drawings, diagrams, schedules, charts, illustrations, test results, and other standard data pages which are pertinent. Delete all non-applicable data.
- Mark up each copy to show the complete information required to identify the Sign, Page number, and Article of the Specifications to which it is referenced.
- Welders Certification: Provide certifications signed by Contractor, certifying that welders employed on Project comply with requirements specified under AWS D.1 and AWS D1.3.
- Provide one (1) complete set to Owner for review.

1.0 OUTLINES

- Provide one (1) complete set to Owner for review.
- Provide one (1) complete set to Designer for review.
- Protection and maintain accepted mockups throughout the remainder of work of this Section.
- Protect and maintain accepted mockups throughout the remainder of work of this Section. All sub-contractors must have prior experience working as team. All sub-contractors must have a good working relationship with the prime contractor. If sub-contractors are not identified, it shall be understood that all work will be performed by the proposal's sub-bid. The Owner reserves the right to accept or reject any sub-contractor. The Owner reserves the right to accept or reject any sub-contractor. The Owner reserves the right to accept or reject any sub-contractor. The Owner reserves the right to accept or reject any sub-contractor.
1.10 SUBMITTAL REQUIREMENTS

a. Make submittals at least ten (10) days before date that approved submittals are required.

b. Accompany submittals with transmittal letter in duplicate, containing:
   1. Date
   2. Project title and number.
   3. Sign Fabricator’s name and address.
   4. Description of data contained in submittals.
   5. Listing of any letters containing description of deviations from Contract Drawings.
   6. Other pertinent data.

Submittals shall include:

1. Date and revision dates.
2. Project title and name.
3. The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, and others.
4. Identification of product or materials.
5. Relationship of product to adjacent structure or materials.
6. A blank space, “It’s for the Sign Fabricator (or contractor) stamp.”
8. Written request for selection of colors, patterns, and textures.

A “deviation” shall be construed to mean any change to the sequence indicated of an assembly in which item functions.

A “deviation” is not intended to allow substitutions or product options.

The scope of the Owner’s review is to check for general conformance with the design concept of the project and general compliance with Contract Documents only. No responsibility is assumed by Owner for accuracy of dimensions, details, quantities, or procedures shown on shop drawings or submittals.

In addition to notifying Owner in writing of deviations, clearly indicate deviations on shop drawings.

In order to coordinate exactly with the Owner’s Drawings and other submittals, refer to Section 01000, GENERAL REQUIREMENTS for Architect’s Action on Submittals.

The scope of the Owner’s review is to check for general conformance with the design concept of the project and approval of shop drawings or submittals. The Owner’s review is not to be considered a guarantee of accuracy, dimensions, quantities, strength of connection, coordination with various trades, and conformance to project requirements and all applicable codes.

Authorized signatories shall include:

1.1 SUBMITTAL REQUIREMENTS

1.1.2 DISTRIBUTION OF SUBMITTALS AFTER REVIEW

1.1.3 SIGN FABRICATOR’S RESPONSIBILITIES

1.1.4 OWNER’S RESPONSIBILITIES

1.1.5 DESIGNER’S RESPONSIBILITIES

1.1.6 MAINTENANCE MANUALS

1.1.7 SUBMITTAL REQUIREMENTS

1.1.8 SUBMITTAL REQUIREMENTS

1.1.9 SUBMITTAL REQUIREMENTS

1.1.10 SUBMITTAL REQUIREMENTS

1.1.11 SUBMITTAL REQUIREMENTS

1.1.12 DISTRIBUTION OF SUBMITTALS AFTER REVIEW

1.1.13 SIGN FABRICATOR’S RESPONSIBILITIES

1.1.14 OWNER’S RESPONSIBILITIES

1.1.15 DESIGNER’S RESPONSIBILITIES

1.1.16 MAINTENANCE MANUALS

Provide three (3) up-to-date copies of all shop drawings, product data, and other information described in this section. Make required submittals not later than six (6) weeks prior to scheduled completion of project.

Submittals shall be made by permanent reproduction copy equipment from typewritten or typeset original.

Pre-punch or 7 x 17 inch sheets for standard ring binders

Submit larger sheets in rolled and protected packages

Submit digital version of document, as applicable, for each required item.
Manufacturer's data: provide catalog data sheets, specifications, name plate data, and part lists.  

Extra parts: Provide a listing of extra stock or parts furnished as part of the contract.  

Warranties: Provide specific manufacturer's warranty.  List each component covered with day and date warranty begins, date of expiration, and name, address, and telephone number of person to contact regarding problems during warranty period.  

Provide names, addresses, and telephone number of sign fabricator, its subcontractors, suppliers, installers, and authorized service and parts supplier.  

Format as follows:  

Manufacturer:  Address:  Telephone Number:  Fax Number:  Person to Contact:  

Sub-contractor:  Address:  Telephone Number:  Fax Number:  Person to Contact:  

Installer:  Address:  Telephone Number:  Fax Number:  Person to Contact:  

Sign Fabricator:  Address:  Telephone Number:  Fax Number:  Person to Contact:  

Warranty:  Provide specific manufacturer's warranty.  List each component covered with day and date warranty begins, date of expiration, and name, address, and telephone number of person to contact regarding problems during warranty period.  

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Installer:  Address:  Telephone Number:  Fax Number:  Person to Contact:  

Sign Fabricator:  Address:  Telephone Number:  Fax Number:  Person to Contact:  

Design Criteria: The Drawings indicate size, profiles, and dimensional requirements of the Owner and Designer.  Designs, profiles and color used in the work.  

Quality Assurance:  a 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.  

Installed:  A firm with a minimum of three years experience in the type of work required by this section and which is acceptable to manufacturers of primary materials.  

Subcontractor:  The Subcontractor is different company than sign manufacturer, notify Designer in advance providing installer's name, address, telephone number, and name of contact person.  

All work and material shall be in accordance with all applicable codes and standards and shall be acceptable to all authorities having jurisdiction.  

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

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

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

1.1.0 Steel  

Steel:  Conversions, translations, or "close matches" are not acceptable.  

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

1.1.0 Vinyl  

Vinyl:  Unless otherwise indicated, use facsimile fonts in all work of this section.  Facsimile fonts from suppliers that are not compatible with these fonts are not acceptable.  

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

1.1.0 Miscellaneous Materials  

Materials:  Use facsimile fonts in all work of this section.  Facsimile fonts from suppliers that are not compatible with these fonts are not acceptable.
Color selection: Exterior aluminum sign, post, and support surfaces indicated to be painted shall be in colors and finishes indicated on the Drawings. Paint shall contain three ultraviolet inhibitors to prevent fading. A paint system consisting of a pigmented component, a catalyst and a flattening agent, with acrylic polyurethane, provide Matthews Acrylic Polyurethane, satin finish. Super Por-Rok, Erosion-Resistant Anchoring Cement, manufactured by Minwax 08030, or approved equal. Inserted for exterior installations. Provide toothed steel or lead expansion bolt devices. Magnetic stainless steel) to sign surface materials and mounting substrates. Spacers and washers shall be neoprene or EPDM. Exposed fasteners shall be roundhead and vandal-resistant. Field welded or bolt expansion bolts. Field drilled for in-place anchor. Finish inserts to either trades when required to be cast into concrete. Permeant Bond Adhesive: Provide structural adhesive suitable for bonding a variety of dissimilar industrial surfaces over a wide temperature range, similar to “PB-657,” manufactured by Products Research and Chemical Corporation, Glenside, PA 19038, or approved equal. Acrylic Film Tape. Use Vhb Tape, 4693 (Hack) as manufactured by 3M. For Sign/Coating Applications: Provide Factory packaged, non-stick, non-istanting, hydraulic controlled expansion epoxy type, or cement formulation for mixing with water at your project site. Provide formulation that is resistant to erosion from water exposure intended for protection by a washer or waterproof coating. Provide Super Por-Rok, Erosion-Resistant Anchoring Cement, manufactured by Minwax Construction Products Division, or equal as approved by Architect. 2.5.3 FINISHES: PAINT. Acrylic Polyurethane Coatings: For surfaces indicated in the Drawings to be painted with acrylic polyurethanes, provide Matthews Acrylic Polyurethane, satin finish system consisting of a pigment component, a catalyst and a flattening agent, manufactured by Matthews Paint Company, Wheeling, IL 60090, or approved equal. Primer shall contain three ultraviolet inhibitors to prevent fading. Color selection: Exterior aluminum sign, post, and support surfaces indicated to be painted shall be included in finishes indicated on the Drawings. Complete and maintain a listing of all colors with the factory batch number and formulation code for all paints and coatings. At the date of substantial completion, submit the list to the Owner for future maintenance reference. Provide finish coat marking of accepted color samples within industry tolerances and identified as specified. More than one color will be required. Glaze shall be satin. The term “paint” refers to those materials that require a finished surface as a result of preparation, priming/sealing, and intermediate and finish coats as applicable. Sample finishes: Refer to Previous Section. Application and Finishes: Coatings shall be applied by an applicator holding, equipment, and experience required to apply the finish to the manufacturer’s specifications. All substrates shall be in good condition so that paint, grease, dirt, etc. Typical finish shall consist of: An acid wash prior to application per manufacturer’s specifications when using raw metal as a substrate. Primer/inter coat, properly applied to all substrates per manufacturer’s instructions including, dry film thickness. Primer/inter coat sand-blasted smooth before top coating and coated with a minimum of two applications of acrylic polyurethanes 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:

- Dry film thickness: within minus 5% to plus 25% of the specified thickness
- Flash hardening: 28 minimum.
- Salt spray: ASTM B-117:withstanding 3000 hours, 100% salt fog for 9 degrees F and retarding adhesion, corrosion resistance, color, and gloss with no more than minimal blisters no larger than No. 8 (ASTM D-714), and no more than 1/16” creep or loss of adhesion from scribed line.
- Stability test: ASTM D-276:withstanding 1000 hours 100% relative humidity at 95 to 100 degrees and retarding adhesion, corrosion resistance, color, and gloss with no more than minimal blisters no larger than No. 8 (ASTM D-714), and no more than 1/16” creep or loss of adhesion from scribed line.
- Glass: ASTM D352, ±5%, using a 60 degree glazometer, of the gloss level selected by the Designer.
- All designations: Adhesive. No removal of any finish after 1/16” crosshatching to base material, impacting to the point of metal rupture, and subjected to application and quick removal of cellophane tape.
3.03 FABRICATION
General: Fabricate work of this section in conformance with requirements indicated for materials, thicknesses, finishes, colors, shapes, and sizes.

All signs shall be fabricated to exact and accurate measurements of sufficient thickness, with reinforcing when necessary, to produce a flat or smooth, even level sign surface. Signs shall be produced to conform with requirements indicated and as approved by Designer.

Fabricate framing with reinforced corners, fabricated to a hairline fit. All signs to be properly vented top and bottom to minimize water penetration and prevent moisture buildup or condensation on transparent surfaces.

Material: Used materials shall consist of those specified herein or as approved by Designer. Signs shall be made to fit sign panels as illustrated. Signs shall be smooth prior to painting. Surfaces which are intended to be curved shall be smoothly free-flowing to required shapes. Surfaces which are intended to be flat shall be flat without bulges, dents, oil canning, or other physical deformities.

Fabricate posts, brackets, and fittings from extruded aluminum to suit sign panel construction and mounting conditions indicated; all seams welded and ground prior to painting.

Electrical: All electrical components shall be manufactured from materials as specified by NESA/Tri-Trades Committee. Classification and Description for the Electric Sign Industry, as developed by the NESA/Tri-Trades Committee.

Graphic Content and Style: Provide graphics for signs in letter style, size, spacing, and arrangement indicated.

Filling: Fill all signpads, hollow spaces in metal supports and sign panel using materials as specified herein.

Welded Connections: Comply with AWS for recommended practices in shop welding. Post welds on finished surfaces without the dislocation of the exposed side. Clean exposed welded surfaces of welding that does and does not fall on all exposed and contact surfaces.

All signs to be properly vented top and bottom to minimize water penetration. Signs shall be produced to conform with requirements indicated and as approved by Designer.

Metal joints to a tight, hairline fit. Form joints exposed to the weather to exclude water penetration.

It is intended that all finished work be of the highest quality to pass eye-level examination and scrutiny by the Owner.

6.04 EXCAVATION AND SUBGRADE PREPARATION
Excavation: Excavation work is required to install sign posts and foundations as indicated. Contractors shall notify the Owner and LA-One Call contractor shall obtain Excavation Permit issued by the LA Facility Development prior to the commencement of excavation.

As excavation approached underground utilities and other underground utilities which might tend to reduce bond.

The tops of all concrete foundations shall be set at ½ inch above surrounding grade to allow for future mowing and weed control around the sign posts, and to minimize animal intrusion and nesting. The tops of concrete foundations shall not project more than ½ inch above grade, nor should they be sunk below grade which would allow to be buried around the post and grass to grow around the post.

The tops of concrete foundations shall be set at ½ inch above surrounding grade to allow for future mowing and weed control around the sign posts, and to minimize animal intrusion and nesting. The tops of concrete foundations shall not project more than ½ inch above grade, nor should they be sunk below grade which would allow to be buried around the post and grass to grow around the post.

3.04 CONCRETE FOUNDATIONS
Concrete shall be kept continuously damp from time of placement until end of specified curing period. Between finishing operations surface shall be protected from rapid drying by a covering of waterproofing paper. Surface shall be damp when the concrete is placed.

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Concrete which has set or partially set before placing shall not be employed. Re-using of concrete will not be permitted.

Concrete shall be thoroughly voided and tamped to secure a solid and homogeneous mass, thoroughly worked around reinforcement and into corners of forms.

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1.1 Punch List

When Sign Fabricator considers the work has reached final completion (that is, when less than one percent of the Contract remains to be completed), submit written notice, together with a written list of items to be completed or corrected.

The Owner will inspect the status of completion and prepare a “Punch List” setting forth in detail any items on the Sign Fabricator’s list and additional items found unacceptable. When the Punch List is complete, the Owner will arrange a meeting with the Sign Fabricator to identify and update all items and respond to questions regarding the work which must be done before final acceptance.

Sign Fabricator shall correct Punch List items within Owners approved time frame established when the punch list is made. The time frame for completion of the Punch List items shall not exceed the completion date of the Contract. The Contract shall not be considered complete until Punch List items are completed.

3.0 TOLERANCES

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

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

c. Allowable Variation from True Level: +1/16 in. in 20 ft. - 0 in.

d. Allowable Variation from True Level: +1/16 in. in 20 ft. - 0 in.

3.1.1 Adjusting, Cleaning, Touch-up, and Protection

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

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

c. Provide temporary protection during the course of work, and immediately after installation: Install units plumb, level, in alignment and plane without warp or rack.

The following allowable installed tolerances are allowable variations from locations and dimensions indicated for other work.

The Owner will inspect the status of completion and prepare a “Punch List” setting forth in detail any items on the Sign Fabricator’s list and additional items found unacceptable. When the Punch List is complete, the Owner will arrange a meeting with the Sign Fabricator to identify and update all items and respond to questions regarding the work which must be done before final acceptance.

Sign Fabricator shall correct Punch List items within Owners approved time frame established when the punch list is made. The time frame for completion of the Punch List items shall not exceed the completion date of the Contract. The Contract shall not be considered complete until Punch List items are completed.

3.0 TOLERANCES

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

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

c. Allowable Variation from True Level: +1/16 in. in 20 ft. - 0 in.

d. Allowable Variation from True Level: +1/16 in. in 20 ft. - 0 in.

3.1.1 Adjusting, Cleaning, Touch-up, and Protection

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

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

c. Provide temporary protection during the course of work, and immediately after installation: Install units plumb, level, in alignment and plane without warp or rack.

The following allowable installed tolerances are allowable variations from locations and dimensions indicated for other work.

The Owner will inspect the status of completion and prepare a “Punch List” setting forth in detail any items on the Sign Fabricator’s list and additional items found unacceptable. When the Punch List is complete, the Owner will arrange a meeting with the Sign Fabricator to identify and update all items and respond to questions regarding the work which must be done before final acceptance.

Sign Fabricator shall correct Punch List items within Owners approved time frame established when the punch list is made. The time frame for completion of the Punch List items shall not exceed the completion date of the Contract. The Contract shall not be considered complete until Punch List items are completed.

END OF SECTION

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 signage for each building footprint is recommended not to exceed one (1) square foot per each foot of street frontage. For larger commercial buildings – such as those existing buildings found along Nicholson Drive that are often set significantly from the street edge — the formula may increase to one and one half (1.5) square foot 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 sign colors, finishes, fabrication, and illumination.
- All signs and fastening devices shall be purchased and installed by the tenant.
- The tenant must retain all sign permits.
- It shall be the responsibility of the tenant to provide proper and continual maintenance for its signage.
- LSU reserves the right to limit the use of logos.

Use of individually cut out letters, graphics, and logos are encouraged. Intent is 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.
- All conductors, transformers, and other equipment shall be concealed.
- All attachment hardware, bolts, and clips shall be corrosion resistant materials, to prevent staining of building surfaces.
- Flared plastic, injection molded, or easily damaged signage materials are not permitted.
- Location of all openings for conduit and devices in sign panels of building shall be indicated by the sign contractor on drawings submitted to LSU. Installation shall be in accordance with the approved drawings.

- No sign maker's label or other identification will be permitted on the exposed surfaces of signs, except those required by local ordinance which shall be located inconspicuously.
- Cinemas may have digital/electronic or changeable letter signs, subject to LSU approval of sign colors, size, location and illumination.
- Awnings should be constructed from copper. Alternative materials (such as fabric) will be reviewed on a case-by-case basis by the LSU Office of Facility Development.

- The tenant must obtain its own sign permits.
- All signs and fastening devices shall be purchased and installed by the tenant.
- No sign-makers' labels or other identification will be permitted on the exposed surfaces of signs, except those required by local ordinance which shall be located inconspicuously.
- Cinemas may have digital/electronic or changeable letter signs, subject to LSU approval of sign colors, size, location and illumination.
- Awnings should be constructed from copper. Alternative materials (such as fabric) will be reviewed on a case-by-case basis by the LSU Office of Facility Development.

- The tenant must obtain its own sign permits.
- All signs and fastening devices shall be purchased and installed by the tenant.
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, sections, colors, 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-way(s)
- Audible signs
- Non-accessory signs other than permitted temporary non-accessory signs
- Signage projecting above, or mounted to roof
- Office signage
- Backlit awnings
- Translucent (backlit) plastic sign faces

sign categories
**FLUSH-MOUNTED SIGNAGE**

**Guidelines**

- **Illumination:**
  - Halo-lit or backlit letters
  - External spot or flood lighting
  - Natural lighting

- **Depth of sign:** Wall signs should not project more than 8 inches from a building wall.

- **Mounting height:** 20-foot maximum, provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less.

- **Number of signs:** Unlimited

- **Maximum area of sign:** 60 sq. ft.

**Definition**

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

**Recommended Mounting Locations (shaded areas above)**

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**SUSPENDED SIGNAGE**

**Guidelines**

- **Illumination:** Natural or external lighting only

- **Mounting height:** Topmost extent of sign to be less than or equal the overhanging distance of a canopy at building attachment.

- **Number of signs:**
  - Two (2) single-sided panels per ground level tenant at beginning of occupied frontage for building attachment.
  - One (1) double-sided panel per ground level tenant at beginning of occupied frontage for building attachment.

- **Size:**
  - Width should be less than or equal to the overhanging distance of the canopy at an usable entry, or less than or equal to half the overhanging distance of the canopy for non-entry applications.
  - Less than or equal to 6 inches below canopy; bottom may not have less than 10 feet of vertical clearance above grade or sidewalk.

**Definition**

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

**Recommended Mounting Locations (shaded areas above)**

---

**fascia signage**

![Recommended Mounting Locations (shaded areas above)](image)

**suspended signs**

![Recommended Mounting Locations (shaded areas above)](image)
**BLADE AND SHINGLE SIGNAGE**

**DEFINITION**
Mounting 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 windows 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

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**BANNER SIGNAGE**

**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 7’ 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 Awning 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 be centered within architectural elements, such as doors or columns.
- Projection: Awnings and canopies should not project more than 7' into the public right-of-way, except where located above an operable building or shop entry, in which case the maximum projection shall not exceed 10'.
- Mounting height: The bottom of awnings and canopies should be at least 8' above grade or sidewalk, except in the case of a movable valance which may be 7' above grade or sidewalk.
- Illumination: Natural lighting only, backlit awnings are not permitted.

Design: On multi-tenant façades, 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 8 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:
- 2. Internal lighting (for menu cases only)
PERMANENT STOREFRONT WINDOW GRAPHICS

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

**Guidelines**
- **Area:** Window signs 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:** Ambient

Recommended Mounting Locations: Permanent Window Graphics (shaded areas above)
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.
LSU
Addendum to Wayfinding and Signage Guidelines

• Donor and Corporate Recognition
• Greek Wayfinding
• Exterior Retail

nbj
September 2017
Introduction

The following package implements Donor Recognition Signage guidelines as a supplementary addition to the existing LSU Wayfinding Guidelines established in 2010. This document provides design intent details for each of the new defined sign types. The signs outlined in this document uphold the design principles of the existing guidelines, while intentionally differentiating slightly as to establish a clear and separate donor recognition visual language.

This document is intended to serve as prescriptive standards for signage general shape and size, details, and text layout. Donor tiers, final materiality, message, and placement details are provided as guidelines, but are ultimately up to the LSU staff.

Design Rationale

Historically, donor recognition on the LSU campus has lacked consistency, both in design and implementation. These guidelines are intended to bring uniformity to the LSU campus, establish a recognizable visual language for donor signage separate from wayfinding signage, and through beautiful, prominent monuments, generate donation interest from new donor prospects.

The 5 signs detailed in this document vary based on corresponding donation amount, but all follow the same guiding objectives:

- “LSU-esque”, tasteful & classic
- Versatility to be appropriate for different architecture
- Prioritize prominence over size
- Thoughtful materiality
- Complement existing wayfinding signage, not compete
- Simplicity of message & form
- Respectful of context & history
- Flexibility to grow with the campus
- Establish a clear hierarchy of donor levels
- Avoid “headstone” style monuments
Concept Overview

By using a material that can be seen in historical buildings on the LSU campus and surrounding Louisiana area, this concept has deep roots in the culture and history of the region. When designed in a simple, modern way, wrought iron (and the accompanying pattern elements) helps link contemporary architecture with buildings that have become campus icons. Light could be introduced to help bring attention to the largest donations and give these markers a presence on campus, even at night.

Wrought iron as a primary material helps this donor recognition system fit well within the context of existing wayfinding conditions. They feel similar and related, but carry a great sense of quality and “specialness”.

LSU Wayfinding and Signage
Design Intent

Donor Recognition

date: 01 SEPT 2017
scale: As Noted
drawn by: BS/PB
<table>
<thead>
<tr>
<th>Tier</th>
<th>Sign Type</th>
<th>Donation Range</th>
<th>Sample Site</th>
<th>Sign Shape</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A</td>
<td>$100K — $500K</td>
<td>Bench / Sculpture / Art</td>
<td><img src="image" alt="Caroline Beauregard's Bench" /></td>
</tr>
<tr>
<td>2</td>
<td>B</td>
<td>$500K — $1M</td>
<td>Garden / Small Area</td>
<td><img src="image" alt=" СШ / Sculpture" /></td>
</tr>
<tr>
<td>3</td>
<td>C</td>
<td>$1M — $5M</td>
<td>Courtyard / Renovation</td>
<td><img src="image" alt="Bench" /></td>
</tr>
<tr>
<td>4</td>
<td>D</td>
<td>$5M — $10M</td>
<td>New Building</td>
<td><img src="image" alt="Bench" /></td>
</tr>
<tr>
<td>5</td>
<td>E</td>
<td>$10M+</td>
<td>College of Study</td>
<td><img src="image" alt="Bench" /></td>
</tr>
</tbody>
</table>

All drawings that appear herein express design intent only and are not intended for actual fabrication. Signage Contractor is responsible for any required engineering and production of shop drawings as described in NBBJ specifications.
Standards & Materials

Typography

W BOOK
Whitney Book Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

W BOLD
Whitney Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Material Swatches

M1
Matthews Paint — Black Mamba

M2
Matthews Paint — Natural White

MTL1
Polished and anodized aluminum (gold) satin finish

MTL2
Polished and anodized aluminum (gold) mirror finish

Logo Lock-up

Material and finish samples to be reviewed by LSU staff for approval prior to fabrication.

All drawings that appear herein express design intent only and are not intended for actual fabrication. Signage Contractor is responsible for any required engineering and production of shop drawings as described in NBBJ Specifications.
CAROLINE BEAUREGARD'S BENCH

GENEROUSLY DONATED BY: THE BEAUREGARD FAMILY

SIGN TYPE: A

3/16” thick aluminum plate, powder-coated finish to match M1.
3/16” thick aluminum plate, gold mirror-polished to match MTL2.
Cast aluminum medallion (SMALL) with anodized gold color. See detail page MEDALLION. Inset / secure medallion into routed opening in cabinet (A).
1/16” deep etch text (W BOLD), infill with white paint to match M2.
1/16” deep etch text (W BOOK), infill with white paint to match M2.
1/16” deep etch text (W BOLD), infill with white paint to match M2.

FABRICATION NOTES:

GENERAL NOTES:
Locations and messages TBD by LSU staff.

USAGE AND PLACEMENT NOTES:
Sign Type A is a plaque design for the lowest tier of donations, 100K - 500K. Donations of this amount are associated with smaller objects, such as benches, trees, significant windows, etc.
This plaque should be placed with close visual association to the donated object, and should not be obstructed by any landscaping or other signage.
In Memory of Caroline Danneberg
Generously Donated by:
The Caroline Danneberg Family

Caroline's Garden

Sign Type B is a monument design for the 500K - 1M range. Donations of this amount are associated with smaller outdoor spaces, such as gardens. This monument should be placed at the most used entry to the area. Message should be repeated on back if visible from inside the area.

**F) 206 621 2314**

---

**SIGN TYPE—B**

**1 1/2” = 1’**

**3/16” thick aluminum cabinet, powder-coated finish to match M1. Middle cabinet to have primary text (D) hydrojet cut out of face.**

**3/16” deep etch text (W BOLD), infill with white paint to match M2.**

**1/16” deep etch text (W BOOK), infill with white paint to match M2.**

**Arch pattern hydrojet cut out of face of cabinet (A), back with frosted acrylic diffuser.**

**Gold mirror-polished aluminum accents, to match MTL2.**

**3/16” frosted acrylic with sanded edges, pushed thru face of cabinet, back with white diffuser film.**

**Cast aluminum medallion (MEDIUM) with anodized gold color. See detail page MEDALLION. Inset / secure medallion into routed opening in cabinet (A).**

**Below-grade foundation shown for example only, fabricator to engineer and determine requirements.**

**Internally illuminate cabinet using bright white LEDs. Even illumination, no hotspots or dark areas.**

Locations and messages TBD by LSU staff.

---

**USAGE AND PLACEMENT NOTES:**

This monument should be placed at the most used entry to the area. Message should be repeated on back if visible from inside the area.
**Sign Type C**

**Design Intent**

- **Sign Type:** C
- **Date:** 01 SEPT 2017
- **Scale:** As Noted
- **Drawn by:** BS/PB

**Sign Type C** is a monument design for the 1M - 5M range. Donations of this amount are associated with larger outdoor spaces or renovated areas, such as courtyards. This monument should be placed at the most used entry to the area. Message should be repeated on back if visible from inside the area.

**FABRICATION NOTES:**

- **A** 3/16" thick aluminum cabinet, powder-coated finish to match M1. Middle cabinet to have primary text (D) hydrojet cut out of face.
- **B** Cast aluminum medallion (MEDIUM) with anodized gold color. See detail page MEDALLION. Inset / secure medallion into routed opening in cabinet (A).
- **C** Gold mirror-polished aluminum accents, to match MTL2.
- **D** 1/2" frosted acrylic with sanded edges, pushed thru face of cabinet, back with white diffuser film.
- **E** 1/16" deep etch text (W BOOK), infill with white paint to match M2.
- **F** 1/16" deep etch text (W BOLD), infill with white paint to match M2.
- **G** Arch pattern hydrojet cut out of face of cabinet (A), back with frosted acrylic diffuser.
- **H** Below-grade foundation shown for example only, fabricator to engineer and determine requirements.

**General Notes:**

Internally illuminate cabinet using bright white LEDs. Even illumination, no hotspots or dark areas. Locations and messages TBD by LSU staff.

**Usage and Placement Notes:**

Sign Type C is a monument design for the 1M - 5M range. Donations of this amount are associated with larger outdoor spaces or renovated areas, such as courtyards. This monument should be placed at the most used entry to the area. Message should be repeated on back if visible from inside the area.
**Parade Grounds**

In Memory of Virginia Slaughter Martin

Generously Donated by:
Roy O. Martin Lumber Company, LLC.

---

**SIGN TYPE: D**

**FRONT**

1" = 1'

- 3/16" thick aluminum cabinet, powder-coated finish to match M1. Middle cabinet to have primary text (D) hydrojet cut out of face.

- Cast aluminum medallion (MEDIUM) with anodized gold color. See detail page MEDALLION. Inset / secure medallion into routed opening in cabinet (A).

- Gold mirror-polished aluminum accents, to match MTL2.

- 1/2" frosted acrylic with sanded edges, pushed thru face of cabinet, back with white diffuser film.

- 1/16" deep etch text (W BOOK), infill with white paint to match M2.

- Cast aluminum medallion (MEDIUM) with anodized gold color. See detail page MEDALLION. Inset / secure medallion into routed opening in cabinet (A).

- Gold mirror-polished aluminum accents, to match MTL2.

- 1/2" frosted acrylic with sanded edges, pushed thru face of cabinet, back with white diffuser film.

- 1/16" deep etch text (W BOOK), infill with white paint to match M2.

- Arch pattern hydrojet cut out of face of cabinet (A), back with frosted acrylic diffuser.

- Below-grade foundation shown for example only, fabricator to engineer and determine requirements.

**SIDE**

1" = 1'

- Maximum landscape height

**BACK**

1" = 1'

LSU has option to repeat FRONT on both FRONT and BACK surfaces, depending on message and location.

---

**USAGE AND PLACEMENT NOTES:**

Sign Type D is a monument design for the 5M - 10M range. Donations of this amount are associated with new buildings or outdoor areas of great significance.

This monument should be placed in the landscape as if intentionally included in the landscape design. It should be away from any wayfinding signs identifying building names. Message should be repeated on back if visible from inside the area.

---

**FABRICATION NOTES:**

- 3/16" thick aluminum cabinet, powder-coated finish to match M1. Middle cabinet to have primary text (D) hydrojet cut out of face.

- Cast aluminum medallion (MEDIUM) with anodized gold color. See detail page MEDALLION. Inset / secure medallion into routed opening in cabinet (A).

- Gold mirror-polished aluminum accents, to match MTL2.

- 1/2" frosted acrylic with sanded edges, pushed thru face of cabinet, back with white diffuser film.

- 1/16" deep etch text (W BOOK), infill with white paint to match M2.

- Arch pattern hydrojet cut out of face of cabinet (A), back with frosted acrylic diffuser.

- Below-grade foundation shown for example only, fabricator to engineer and determine requirements.
Generously Donated by: The Patrick F. Taylor Family

SIGN TYPE—E

1/4" = 1'

FRONT

LSU has option to repeat FRONT on both FRONT and BACK surfaces, depending on message and location.

USAGE AND PLACEMENT NOTES:

LSU has option to repeat FRONT on both FRONT and BACK surfaces, depending on message and location.

FABRICATION NOTES:

A 3/16" thick aluminum cabinet, powder-coated finish to match M1. Middle cabinet to have primary text (D) hydrojet cut out of face.

B Cast aluminum medallion (LARGE) with anodized gold color. See detail page MEDALLION. Inset / secure medallion into routed opening in cabinet (A).

C Gold mirror-polished aluminum accents, to match MTL2.

D 1/2" frosted acrylic text (W BOLD) with sanded edges, pushed thru face of cabinet, back with white diffuser film.

E 1/16" deep etch text (W BOOK), infill with white paint to match M2.

F 1/16" deep etch text (W BOLD), infill with white paint to match M2.

G Arch pattern hydrojet cut out of face of cabinet (A), back with frosted acrylic diffuser.

H Below-grade foundation shown for example only, fabricator to engineer and determine requirements.

I Internally illuminate cabinet using bright white LEDs. Even illumination, no hotspots or dark areas.

J Locations and messages TBD by LSU staff.

GENERAL NOTES:

Internally illuminate cabinet using bright white LEDs. Even illumination, no hotspots or dark areas.

Locations and messages TBD by LSU staff.

USAGE AND PLACEMENT NOTES:

Sign Type E is a monument design for the 10M+ range. Donations of this amount are associated with entire building complexes or new construction of significant importance.

This monument should serve as the primary building sign, and LSU staff should consider omitting the existing wayfinding sign to avoid clutter and repetition.

T) 206 223 5555
T) 206 621 2314

LSU Wayfinding and Signage
Design Intent

sign type: Donor Recognition
date: 01 SEPT 2017
scale: As Noted
drawn by: BS/PB

All drawings that appear herein express design intent only and are not intended for actual fabrication. Signage Contractor is responsible for any required engineering and production of shop drawings as described in NBBJ Specifications.

GR.10
Roger Hadfield Ogden Honors College

SIGN TYPE: E
ALTERNATE LENGTH

Minimum gap between edge and typography

FRONT
1/2" = 1'

14 1/8'
20 1/4'
3/4'
6 3/4'
18 1/2'

BACK
1/2" = 1'

2 3/8'
12 1/2" 3/4" 3/4" 14 1/8"

LSU has option to repeat FRONT on both FRONT and BACK surfaces, depending on message and location.

SIDE
1/2" = 1'

12 1/2" 6 5/8"

FABRICATION NOTES:

A 3/16” thick aluminum cabinet, powder-coated finish to match M1. Middle cabinet to have primary text (D) hydrojet cut out of face.

B Cast aluminum medallion (LARGE) with anodized gold color. See detail page MEDALLION. Inset / secure medallion into routed opening in cabinet (A).

C Gold mirror-polished aluminum accents, to match MTL2.

D 1/2” frosted acrylic text (W BOLD) with sanded edges, pushed thru face of cabinet, back with white diffuser film.

E Arch pattern hydrojet cut out of face of cabinet (A), back with frosted acrylic diffuser.

F Below-grade foundation shown for example only, fabricator to engineer and determine requirements.

GENERAL NOTES:

Internally illuminate cabinet using bright white LEDs. Even illumination, no hotspots or dark areas.

Locations and messages TBD by LSU staff.
Generously Donated by: The Patrick F. Taylor Family

Patrick F. Taylor Building

Donor Recognition

Dimensions of sign and seating wall are variable.

FABRICATION NOTES:

A. Alternate installation of Sign Type E.

B. Existing concrete seating wall.

C. Secure cabinet to seating wall using concealed fasteners. Fabricator to determine attachments.

GENERAL NOTES:

Internally illuminate cabinet using bright white LEDs. Even illumination, no hotspots or dark areas.

Locations and messages TBD by LSU staff.

Installation distances will change based on specifications of the seating wall.

SIGN TYPE: E
ALTERNATE ON EXISTING WALL
MEDALLION

FABRICATION NOTES:


2. Logo and edge trim to be anodized gold color, mirror finish (MTL2).

GENERAL NOTES:

This drawing intended to specify materials. Please refer to final art files for scale.

Locations and messages TBD by LSU staff.

LSU may choose to fabricate additional medals (standalone) with custom engraving for donor thank-you gifts.

Medallion sample to be reviewed by LSU staff for approval prior to fabrication.

Medallion to have gentle dome and to be embedded within the cabinets to prevent vandalism.
CORPORATE SPONSORS: MONUMENT SIGNAGE

In all instances, no corporate logos are to appear on donor recognition signage. Depending on the donation amount, a corporate sponsor should be credited with their company name on the appropriate recognition monument and comply with the existing size and font outlined in this document.

1. For most donations which do not receive naming rights, the corporate sponsor’s name will appear with “Generously donated by: (sponsor’s name)”.

2. For large donors who do get naming rights, the sponsor should receive a top tier donor monument with sponsor’s name as well as a wayfinding sign of the same name.

USAGE AND PLACEMENT NOTES:

Corporate Sponsors

Parade Grounds
Generously Donated by: Starbucks Coffee Company

Starbucks Hall
Generously Donated by: Starbucks Coffee Company

Virginia’s Courtyard
Generously Donated by: Starbucks Coffee Company

Starbucks Hall
Office of Research and Economic Development
Graduate School
44 TOWER RD

Medallion

All drawings that appear herein express design intent only and are not intended for actual fabrication. Signage Contractor is responsible for any required engineering and production of shop drawings as described in NBBJ Specifications.
LSU is in the process of rolling out campus-wide wayfinding signage with landscape signs and monuments. To maintain consistency, and avoid legibility issues with tree cover and varying architectural styles, LSU should refrain from putting names directly onto buildings.

In the event of a special request or an appropriate instance determined by LSU staff to install a name on a building, a single panel or shelf should be used to avoid multiple drill holes in the event of a changing name in the future. Lighting should be external and should match the architectural character and finishes of the building on which it resides.

**CORPORATE SPONSORS: ON BUILDINGS**

Imagery of sample mounting methods for corporate sponsors name on buildings.
GREEK SIGNAGE
GREEK HOUSING
monument sign

MONUMENT MATERIAL AND FABRICATION:
- Greek Letters: Whitney Semibold
- Phonetic Spelling: Whitney Medium
- Address: Whitney Bold, tracking 150pt.
- LSU logo cast into concrete
- Monument should be parallel to street, set back at least 7 ft from curb.
- Monument to be externally lit.

SCALE: 1-1/2” = 1’ - 0”

Front elevation side elevation back elevation

A
B
C
D
E
F

GREEK HOUSING
monument sign

LSU Wayfinding and Signage
Design Intent

sign type: Greek Signage
date: 01 SEPT 2017
scale: As Noted
drawn by: BS/PB

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LSU Wayfinding and Signage
Design Intent

sign type: Greek Signage
date: 01 SEPT 2017
scale: As Noted
drawn by: BS/PB

All drawings that appear herein express design intent only and are not intended for actual fabrication. Signage Contractor is responsible for any required engineering and production of shop drawings as described in NBBJ Specifications.
RETAIL GUIDELINES
LSU Nicholson Gateway Development
Design Standard – Retail Component

S-02 Retail Component

This document originally developed by B&D and LSU, and edited by NBBJ in May, 2017.

These standards are provided to frame LSU’s anticipated Design Criteria for the retail spaces located within the NGD. The Developer should propose Design Criteria for the retail component commensurate with the Developer’s plan for the NGD. As with any project on LSU’s campus, LSU will approve tenants and review design submittals for tenant build-outs in the retail component in cooperation with the Developer or Developer’s appointed agent.

A. Signage Criteria
1) Signage must be integral to the tenant’s store front design concept
2) Signage shall compliment the overall storefront, general building design, and the broader context of Nicholson Gateway and Louisiana State University
3) All signs are subject to review and approval by LSU OFS
4) Tenant shall be fully responsible for workmanship, installation and maintenance of tenant’s signage
5) Tenant shall be allowed to install one illuminated, primary façade sign over the Tenant’s storefront on the exterior surface of Tenant’s fronting lease line
6) All primary façade signs over Tenant’s storefront must be illuminated
7) Tenants in the free-standing retail spaces shall be permitted to install a secondary façade sign to be 50% or smaller than the primary façade sign
8) Signs shall be parallel to and directly over the storefront entry within the limits of the tenant’s lease space
9) Signs are limited to tenant’s store name letterforms and/or iconographic symbol – no other descriptive elements are permitted on façade signs
10) Cabinet or box signs are not permitted – custom, vacuum pressed or molded signs are acceptable
11) The horizontal dimension of the sign shall not exceed two-thirds the width of the overall storefront elevation and shall not exceed an overall vertical dimension of 3’ 0”
12) Signs may have a background but must appear architecturally and aesthetically integrated with the overall building
13) Façade signs may extend a maximum of 10” outward beyond the lease line – no blade or flag signs
14) Additional wayfinding signs are permitted in compliance with LSU’s Wayfinding standards
15) Additional signage integrated into the tenant’s storefront façade is acceptable upon review such as glass work or hand painted murals – applied or otherwise adhered signs are prohibited
16) Tenant identification such as applied lettering/logo must be in white or varying levels of white opacity and may be used to a maximum of 6” in height, centered side to side between mullions, a maximum of 5’ 0” above finish grade – alternates subject to review
17) Multi-tenant signage standards for retail use shall follow the intent of LSU’s Wayfinding standards and are subject to review by LSU OFS for initial signage structure and infill tenant components. Site signage locations for the landlord’s use are to be determined during landlord’s schematic design review
18) The following signs are prohibited unless otherwise noted:
   a. Flashing or animated signs
   b. Internally illuminated cabinet or box signs with full acrylic faces
   c. Exposed neon signs
   d. Audible or odor producing signs
   e. Handwritten signs
   f. Freestanding signs
   g. Painted lettering on brick, stone, or metal
   h. Exposed, unfinished aluminum

19) Preferred materials, illumination and fabrication techniques for signage:
   a. Reverse channel, white halo illuminated metal letters and graphics, letter faces may be in color
   b. Non-internally illuminated fabricated metal letters and graphics
   c. Cast metal letters and graphics
   d. Remote illumination must be from above with matching fixtures, sign faces may not be reflective. Light fixtures must match building architectural character in metal finish and color. Approval of light fixtures subject to review by LSU staff. Lighting must be with daylight-toned LED bulbs.
   e. Cast, fabricated, or painted metals
   f. Incised signing cast into or carved out of an opaque material, indirectly lit
   g. Stainless steel, perforated metal, wire mesh
   h. Cast, molded or fabricated 3D objects

20) For ease of changeability in the future, signs may be either individual letters mounted to a singular removable background panel or letters may rest on a single ledge that is attached to the building or a canopy.