Rutgers University Exterior Signage & Wayfinding Manual

RUTGERS

Rutgers University Signage & Wayfinding Manual Introduction

R | **RUTGERS**

CONTENTS

Foreword

Rutgers University was founded as Queen's College in 1766 in New Brunswick, New Jersey. Through its existence of more than 250 years, it stands among America's highest-ranked and most diverse public research universities. In 2015, the Rutgers University Board of Governors approved the university wide Wayfinding and Signage Manual, and it has since been the basis for Rutgers' signage and environmental graphics on all campuses. In 2023, Rutgers approved an update to its visual identity, and as of 2025, the Wayfinding and Signage Manual has undergone significant updates and improvements to increase its overall functionality and its alignment with the university's visual identity.

BOOK 1-THE EXTERIOR MANUAL

BOOK 2-THE INTERIOR MANUAL

Introduction

How to Use the Manual

Welcome to the Rutgers University wide Wayfinding and Signage Manual.

One manual has been developed for the ongoing maintenance of the system that includes comprehensive information for the Exterior and Interior Sign program. The University wide Signage Manual consists of a vocabulary of pre-designed sign configurations that will effectively meet a broad range of sign function requirements. This manual documents the sign program and describes the entire sign family as a sign system, including descriptions of sign types and their functions.

The University wide Wayfinding and Signage Manual facilitates the implementation of signs in new facilities, renovation projects and as a catalog to order replacements for damaged or outdated parts or signs where the program has already been installed.

This document is intended to provide project managers and other interested parties a detailed description of the primary operating characteristics of the Exterior and Interior Sign program.

The manual is divided into three parts:

The introduction provides an overview of objectives, policies and strategies. It also outlines the levels of implementation of the signage standards and the tools and processes for maintaining the University wide Signage System.

BOOK 1 - EXTERIOR

Each exterior sign is shown with a drawing that specifies typography, color, materials and fabrication methods, i.e. construction details, mounting methods and ADA applications.

BOOK 2 - INTERIOR

Each interior sign is shown with a drawing that specifies typography, color, materials and fabrication methods, i.e. construction details, mounting methods and ADA applications.

How to Order a Sign

Ordering a sign at Rutgers can be done by entering a Maintenance Request Form through the Service Call Center or on the Service Call Center website. Also be sure to also refer to page 15 for workflow and implementation categories. Follow these steps and if you need support along the way, visit https://ipo.rutgers.edu/business-services/material-logistical-services/signage.

1. **Know what you need.** Determine the location of the sign. Is it an exterior or interior sign?

2. **Determine message.** Write the copy for the sign. Is there another sign with similar copy as a sample or do you need to create copy from scratch?

3. **Select appropriate sign type.** Find the specific type of sign you need to order. The sign type will be confirmed by the Sign Shop as well.

4. **Determine if there are any special conditions.** In coordination with the Sign Shop, review the space where the sign will be installed. Does the sign need special placement or is it in a unique location?

5. **Clarify funding.** Determine and provide funding source to pay for sign fabrication, installation labor, and project costs.

6. **Review installation for quality control and adherence to standards.** The Sign Shop will coordinate the fabrication and installation of the request.

Wayfinding at Rutgers

Wayfinding is a process of spatial orientation and decision-making along an individual's path of travel to a destination. There are points along this journey when orientation is required to make a decision about which direction to proceed. Exterior and interior signs provide the information necessary to guide students, visitors and staff to destinations, identify areas and provide safety information. A successful sign system assists people in finding their way, enhances the campus environment and complies with the Americans with Disabilities Act (ADA) and local regulations.

The University's visual identity system and image was translated to a new, aesthetically distinct, affordable and easily maintainable design package. New exterior and interior signage design standards were developed. The new standards outline guidelines for signage locations, keeping in mind that campus beautification efforts include minimizing the quantity of signage in the campus landscape.

The new signage system promotes the Rutgers University commitment to standardization, yet provides the flexibility to respond to the variety of building exteriors and interiors.

Wayfinding Program

The University wide Signage Manual provides specific guidelines and standards to the Rutgers community for the implementation of the Rutgers sign system across all University campuses, buildings and environments.

The power of a strong visual identity and consistent wayfinding system can only be realized through consistent application over time. It is the University's protocol that the official wayfinding signage, as described in these pages, is the only sanctioned wayfinding and signage system across the University. No other signage may be used or created to represent the University as a whole or any part thereof.

Sign Standards at Rutgers

A key criterion for the design of this system is flexibility. The exterior and interior sign system has been graphically and mechanically designed for the ability to be updated and modified throughout its lifetime.

Glossary

Definitions of key concepts and tools are provided in this section.

■ Copy List

The Copy List details signs specified for fabrication. It references a sign location number X that corresponds to a sign location plan and includes the sign type X , copy to appear on each sign, quantity and installation notes.

■ Sign Location Plans

Sign Location Plans are site or floor plans that show locations of each sign specified for installation. Each sign location number shown on the site plan references the sign location number X in the copy list.

■ Sign Type Numbering System

The "Sign Type Numbering System" is designed to assist in specifying each sign type. The numbers help organize the signs by function, layout and product category. The system is organized as follows:

■ Exterior Sign Type Categories
- (AR) Arrival Signs
- (DR) Vehicular Directional Signs
- (ID) Building Identification Signs
- (INF) Special Information
- (ORT) Orientation Map
- (PRK) Parking Identification Signs
- (KSK) Parking Kiosk Signs

- (PDR) Pedestrian Directional Signs
- (RG) Regulatory Signs
- (SKY) Skyline Identification
- (VNY) Vinyl Signs

■ Interior Sign Type Categories

- (ID) Identification Signs
- (REG) Regulatory Signs
- (DR) Interior Directional Signs
- (INF) Information Signs

■ Sign Type Overview

The sign type overview section of this manual shows every sign type in the system, organized by sign type category. Each sign type category includes an introduction to its usage. For each sign type, a description of the sign and its function, the sign type number and overall size is provided as a quick reference.

■ Design Intent Drawings

Each sign type is dimensioned and detailed in the specification section of the manual. Each sign type has a dedicated page for design and layout information. Fabrication and installation details are referenced in the appendix of each volume. Copies of individual pages can be extracted from the manual and provided to a fabricator and/or installer based on a project's needs.

■ Strategy Section

The strategy section of the manual is designed for use by the team that is planning, managing and programming a wayfinding system at Rutgers University. This section provides the detailed strategies that were used to design the wayfinding system, and should be included

Signage Strategy

Wayfinding Methodology

Harnessing an environment's internal logic to create an effective methodology for wayfinding is the first step in providing clear directions for a visitor within the space. A wayfinding methodology is the foundation for an effective signage program.

The scope of wayfinding at Rutgers University is based on its size as an institution, encompassing multiple campuses, districts, and other locations throughout the state of New Jersey. Chancellor-led units include RU-New Brunswick, RU-Newark, RU-Camden, and Rutgers Health.

The following strategies provide a deeper understanding of how to implement and maintain the wayfinding and signage program.

RU-Newark
Rutgers Health - Newark

RU-New Brunswick
Rutgers Health -
New Brunswick

RU-Camden
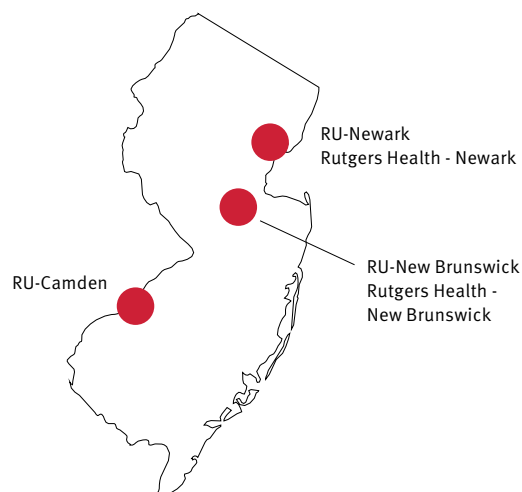
Design Principles

As strategies were developed, so was a list of principles that guided the design process for the wayfinding program:

- Create a visitor-centric experience
- Build on the Rutgers brand
- Connect, leverage and strengthen the current Rutgers assets
- Form follows function
- Integrated design
- Consider the whole environment
- Information communicated is driven by hierarchy
- System of total support—implement tools to assist signage, i.e. print, web and verbal direction-giving scripts
- Create a flexible system that will work with all existing environments, architecture and campuses
- Create a sustainable system in relation to costs, environment and maintenance
- Consider technology to enhance the system

Hierarchy

The logic of wayfinding is heavily based on developing and maintaining a hierarchy of information. This pre-determined hierarchy applies to terminology, direction-giving methodology, and even the design features of a system, such as typography and color.

Terminology

Rutgers has developed a consistent terminology, or language, that should be used in all wayfinding communication, i.e. print, web, signage and verbal direction-giving:

- Buildings are labeled with the building name and street address number only.
- Buildings can house one or multiple schools or departments; however, schools and departments are not identified on building identification signs.
- For scheduling purposes, buildings have acronyms for class codes, but these abbreviated codes are not included on building identification signs.
- Parking lots and garages also have a set of terminology guidelines. Parking areas are given a unique name and number. In addition, parking areas are identified by the streets on which they are located.

Rutgers R Brand Usage

The logo, terminology, fonts, colors and signature elements of the Rutgers brand are strategically included in the messaging and design of the University wide Wayfinding and Signage System. The Rutgers logo is integrated, where appropriate, into the signage system. The goal for all logo usage is to adhere to the standards in the Rutgers Visual Identity Manual. Any brand application in the system that deviates from the identity manual has been reviewed and approved for signage usage only. Typically, logos appear on signage at large,

Rutgers R Brand Usage (Continued)

permanent installations, such as campus arrival moments, but not at individual information or regulatory warning signs. Some typefaces, colors and layouts are not suitable for application on large-scale environmental graphics. Critical adjustments may need to be made to brand elements for inclusion on signage. For questions about brand usage, contact University Communications and Marketing.

Rutgers Health

Some Rutgers University locations have patient-focused areas. Healthcare requires a unique set of strategies that create a patient-focused wayfinding system. In addition to being patient-focused, all signage in patient areas must follow the guidelines and code requirements for healthcare facilities.

Sight Line Recognition

Wayfinding on campuses often requires pedestrians and drivers to have visual access to their destination; specifically the entrance to their destination. Wayfinding with directional signage through open spaces, like campus quads, is not always successful or efficient. As part of the signage system, there should be easily accessible visual connections to Rutgers skyline signs and building identification signage from pedestrian areas and vehicular approaches.

Sign Placement

It is important that signage and landscaping do not obstruct visual access to gateways and doors that serve as portals to the campus and buildings. It may be necessary to pair signage so that long-distance and close-range users can access the level of information they need from buildings or streets to the exact building name or address.

(Source: https://mutcd.fhwa.dot.gov/ htm/2009/part2/part2d.htm?)

LEGIBILITY RULE OF THUMB:

☐ Average driver at 25 MPH needs 6 seconds to detect, read and react.

☐ About 30 characters are legible in 6 seconds.

☐ 3-inch high sans serif character is visible at +25 MPH.

Arrival

Secondary Site ID

Tertiary Site ID

Exterior Sign Types

Arrival Signage

Arrival gateways are key in establishing institutional identity as visitors arrive to Rutgers campuses. Gateway signs are implemented at different levels—primary, secondary, and tertiary.

Primary gateway signage should be installed at or near points that experience high vehicular traffic and thoroughfare upon campus entry. Secondary gateway signage enhances the pedestrian experience as they arrive and travel throughout the campus, creating memorable spaces that encourage interaction through photo opportunities. Tertiary signs are mainly used for Rutgers areas or complexes in the state of New Jersey that are not part of any main campus or district.

Gateway signage should always incorporate the Rutgers Visual Identity, and there should be general consistency in materials and colors used. Selection and design of gateway signage should always be done with consideration to its proposed environment.

Vehicular Directional Signage

When implementing vehicular directional signage, clarity of messages and simplicity of design is key. Every element on a sign face, whether a line of copy, arrow or logo, counts as a distinct element that a motorist must recognize and comprehend.

It is important to reduce the number of elements on a directional sign to only include what information is relevant for immediate wayfinding.

Destinations listed on vehicular directional signs are typically prioritized based on their proximal relation to where the sign is being installed. The destination's size and average visitor count additionally plays a role in its hierarchal placement on a directional sign.

Parking Information

Garage Directional

Exterior Directional
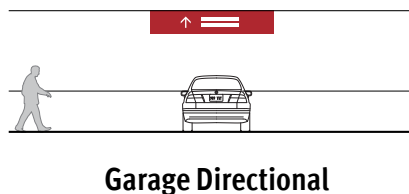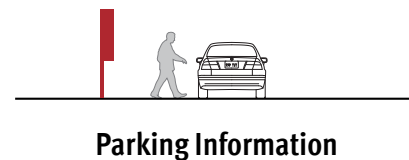
Urban Vehicular Directional Signage

At urban campuses, the sign locations and messages on city signage directing to Rutgers should be reviewed and coordinated with the city entities so that visitors are being accurately directed to the campus through the primary gateways. In addition, Rutgers wayfinding directional should connect to these urban systems to provide a seamless journey.

Rutgers Transit Signage

The Rutgers University inter-campus bus and shuttle system is a service provided to all five geographic campuses. It is available to all members of the university community.

Regarding signage, the stop name is the most important piece of information. Signage complements the variety of bus stops and sits independent of architecture. An orientation map links users to their surroundings upon arrival. All signage should integrate to the Rutgers App and provide transit information.

Pedestrian Signage

Rutgers University strives to become a much more pedestrian and bicycle-friendly environment. Most campuses have long walkways between buildings.

To ensure success at the pedestrian level, signs should only be located in areas that pedestrians frequent. Pedestrian signs guide visitors from transportation stops, parking areas and campus cores. Pedestrian directional signs are located on the edge of open spaces, but are not located

Exterior Sign Types (Continued)

in the middle of quads or green spaces so that sight lines are not obscured. Orientation maps are located at public gathering spaces, transportation hubs and parking areas.
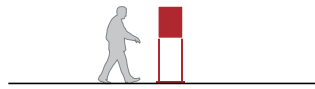
General Information

Parking Signage

Rutgers has a comprehensive parking system. Lot numbers are not repeated on any one campus. Street names of primary lot entrances are included to help aid in wayfinding. Lot identification and kiosk signs communicate the restrictions of the lot, how to obtain a parking permit, and accessible destinations.

Building Identification Signage

It is imperative to properly name and label each building with a clear distinction between primary, secondary and other entrances. Building identification signs are ground-mounted and wall-mounted.

First, locate the building's identification post and panel sign at the main primary entrance or pathway to the building. This sign includes the building name and address. When the post and panel sign is in a more removed or remote location from the main entrance, locate a building identification plaque sign at main entrance with building name, address and building number.

In dense urban areas (like Cooper Street at RU-Camden), do not locate post and panel signs, instead place only a plaque and/or dimensional letters at main entrances. Applied vinyl or wall-mounted plaques are used for regulatory information. These may be applied to the building entrances and include informational messaging such as "No Smoking" and "No Trespassing."

Building Orientation Signage

Building Orientation signage identifies specific destinations and locations, provides an overview of the defined spaces in the building, highlights the most important destinations and starts the navigation process to find a destination.

Directionals are primarily located near main building entrances and at primary decision-making points for horizontal and/or vertical traffic flow for continued navigation. They also provide a secondary destination confirmation and start navigations to additional destinations as needed.

Interior Sign Types

Wayfinding Signage

Interior wayfinding signage is located along a path of key decision-making points. These signs should be visible from all directions with clear sight lines as they track the path to a destination.

Criteria for selecting a wayfinding sign type that meets the requirements of its intended user include: identifying the primary and secondary destinations, calculating the longest length of a typical message, marking the primary decision-making points along a path and identifying the user's sight lines for clear viewing.

Identification Signage

The family of identification signs provides information related to the destination, such as the building name, space function, department identification, and room or door identification. These signs continue the systematic organization of finding a space, building, department or room and support the "breadcrumb" approach for wayfinding.

Identification signs function as a complement to the wayfinding process by integrating the individual destinations and ADA requirements, such as tactile lettering and braille.

Regulatory Signage

Regulatory signs provide specific building information that must satisfy federal, state and local laws/building codes. Some of these sign types communicate the parameter of uses for public and non-public spaces, which may include cautionary information. The intent of these signs is to provide information for a safe environment and identify building egress. Local building officials are responsible for making sure codes requirements are met.

Code Compliance

Design and fabrication of Rutgers signage must comply with standards as outlined in Section 703 of The International Code Council Standard for Accessible and Usable Buildings and Facilities (ICC A117.1-2017), Section 1112 of the 2021 New Jersey Edition of the International Building Code (IBC N.J.A.C. 5:23-3.14), the New Jersey Barrier Free Subcode (N.J.A.C. 5:23-7.1), and all current local, state, and national codes. Updates to the standards manual may become necessary as codes and regulations change. All proposed modifications should be approved by Planning, Development, and Design.

Americans with Disabilities Act (ADA)

The Americans with Disabilities Act was signed into law in July 1990. This historic act was designed to provide equal access and opportunities to all Americans with disabilities—a constituency which, in the context of the ADA's broad definition, presently accounts for approximately 50 percent of the population.

The Act included in its conditions that regulations would be developed to support it within one year. Most professional design organizations did not become aware of this fact until a draft of the proposed supporting regulations appeared late in 1990. At that time, the Society of Experiential Graphic Design (SEGD) and groups representing many other organizations and user groups attempted to "set aside" those aspects of the regulations that dealt with signage until a thorough study could be made examining the real needs of people with disabilities.

ADA implemented an updated 2010 Standards, which has been enforced since March 2012.

For more detailed information, please visit ada.gov.

A System for Total Support

Creating a wayfinding system is much more than just implementing signage to welcome, orient and direct visitors. Successful wayfinding includes a system of total support for the user, including pre-arrival information, hand-held guides, a mobile application and verbal direction-giving scripts. Staff training on the newly implemented wayfinding system is also an important step. The visitor should find themselves receiving consistent, coordinated and repetitive wayfinding information

Implementation

Introduction

Implementing a sign program—whether reordering existing signs or extending the sign program—takes an interdisciplinary, phased approach that considers and respects time and budget. The sign standard program and manual should be used to guide strategies, sign locations, messaging, fabrication details and installation methods.

Exterior and interior signage is often required in a variety of circumstances at varying levels. The workflow process varies between sign types, but is best understood categorically.

Implementation Categories

Commodity Signage

These include small scale projects including interior room and regulatory signage, small building identification signage, and more.

Interior Room ID
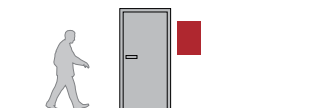
Stair Regulatory

Parking Signage

Examples include parking lot identification signs, reserved parking signs, kiosks, etc.

Parking Information

Parking Regulatory

Projects

Larger scale interior and exterior signage, trailblazer and monument signs, directionals,

Arrival Gateway

Exterior Directional

directories, regulatory, and more.

Custom Projects

Exterior Environmental Storytelling Graphic

Interior Environmental Storytelling Graphic

Commodity Signage

Examples:
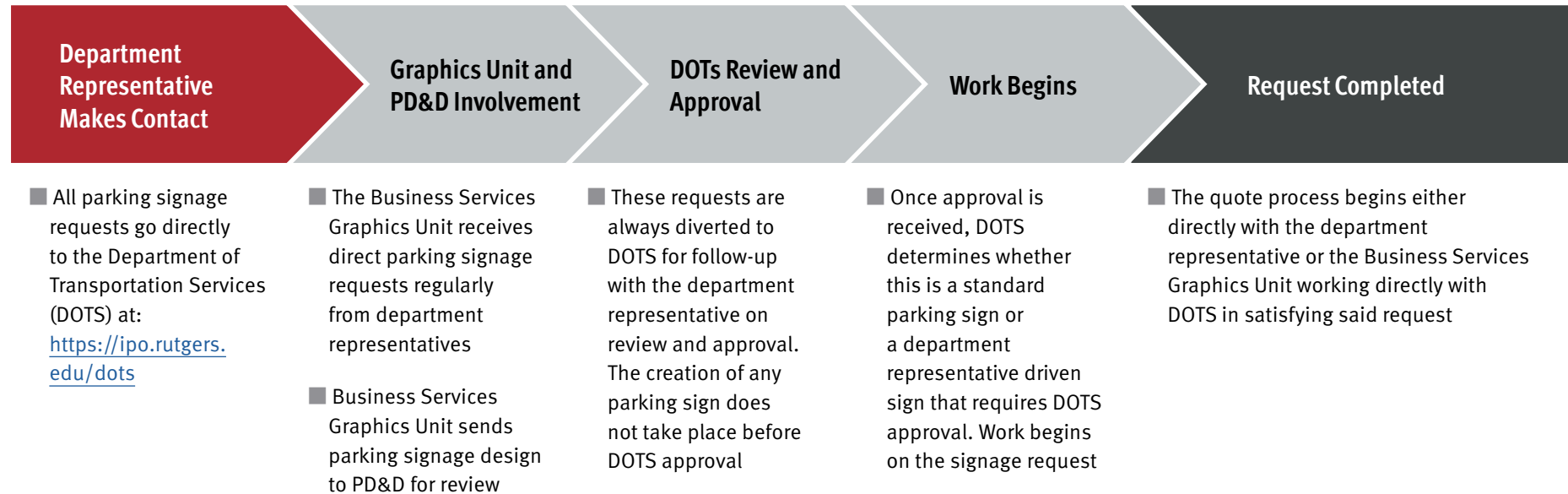

Interior Room ID

Stair Regulatory

Department Representative Makes Contact	How to Make Contact	Graphics Unit Discussion	Quote Provided for Approval	IPO/UDO Coordination

■ Department representative makes contact with the Business Services Graphics Unit for requested commodity signage

■ Process is applicable to renovation projects, and interior signs consisting of no more than a quantity of 50

■ A work order can be entered into the Service Call Center at: ipo.rutgers.edu/facilities/call-center

■ Direct contact can also be made at: https://ipo.rutgers.edu/business-services/material-logistical-services/signage

■ A representative from the Business Services Graphics Unit will make contact within 24 hours of receiving your request

■ After gathering all necessary information, a quote with a description gathered from the above conversation is provided back to the department representative

■ Based on what the request is, a mock-up draft is provided to the department representative for review/approval

■ Within the quote, the department representative is provided all of the necessary financial information to begin the process of sending the Business Services Graphics Unit an Internal Purchase Order or funding source

■ Work does not start until the financial component has been completed

■ Once product is completed it is either delivered, picked up, or installed

Parking Signage

Examples:

Parking Information

Parking Regulatory

Department Representative Makes Contact	Graphics Unit and PD&D Involvement	DOTs Review and Approval	Work Begins	Request Completed

- All parking signage requests go directly to the Department of Transportation Services (DOTS) at: https://ipo.rutgers.edu/dots

- The Business Services Graphics Unit receives direct parking signage requests regularly from department representatives

- Business Services Graphics Unit sends parking signage design to PD&D for review

- These requests are always diverted to DOTS for follow-up with the department representative on review and approval. The creation of any parking sign does not take place before DOTS approval

- Once approval is received, DOTS determines whether this is a standard parking sign or a department representative driven sign that requires DOTS approval. Work begins on the signage request

- The quote process begins either directly with the department representative or the Business Services Graphics Unit working directly with DOTS in satisfying said request

Projects

Examples:

Exterior Directional

Secondary Site ID

Development	Submit CD Package	Initial Review	Submit Shop Drawings	Final Review

■ Requestor/Project Oversight engages PD&D in development of Signage and Wayfinding Package to identify scope: https://prf.ipo.rutgers.edu/form

■ Design Team develops CD drawings and specs

■ Requestor / Project Oversight submits CD Signage Package to PD&D for review

■ PD&D reviews Signage Package for conformance with standards

■ CD revisions are reviewed until approved (review time is expected to be 10 days and may vary contingent on the number of resubmissions to address comments)

■ Requestor/Project Oversight submits Shop Drawings and Change Orders related to signage and wayfinding during construction

■ PD&D reviews Shop Drawings and Change Orders related to signage/wayfinding for conformance with Standards

■ PD&D coordinates with Business Services Graphics Unit during review

■ Revisions are reviewed until approved

■ Project Oversight proceeds with fabrication and installation

Implementation

Custom Projects

Examples:

Exterior Environmental Storytelling Graphic

Interior Environmental Storytelling Graphic

Submit Request	Design	Procurement	Fabrication & Install	Punch List and Close Out
■ Enter a Project Request Form on the IP&O website: https://prf.ipo.rutgers.edu/form ■ PRF will be assigned to PD&D	■ PD&D will design the custom project in coordination with the requestor, Business Services Graphics Unit, University Communications and Marketing, and the vendor, as applicable ■ Discuss lead times and develop a project schedule (custom projects have longer lead times)	■ Business Services Graphics Unit will manage procurement by obtaining quotes, funding, and PO ■ Business Services Graphics Unit will coordinate fabrication	■ Business Services Graphics Unit will coordinate installation	■ Business Services Graphics Unit will coordinate punch list and close out in coordination with the requestor and PD&D

Maintenance of Existing Signs

Sign Requires Repair or Update	Approvals & Orders	Request Completed

■ Contact Business Services Graphics Unit or submit a maintenance request https://ipohelp.rutgers.edu/ipo_help?id=ipo_sc_cat_item&sys_id=9d3a5a201be2f5507368b802dd4bcb75&referrer=recent_items

■ Business Services Graphics Unit reviews request with PD&D

■ Graphics Unit provides a quote to the department representative for requests that do not fall under the Service

■ Business Services Graphics Unit coordinates retrofit, repair, or cleaning services

Audit, Consolidate and Purge

An audit of the existing signage and removal of what is inaccurate, unecessary or redundant is key to maintaining a well-organized and easy to understand system. This can be done in tandem with the installation of new programs or at regular intervals throughout the year. Facilities staff must be diligent in removing paper signage put up by staff or students that are outside of the wayfinding system.

When to Update

The Rutgers University signage standards have been designed for longevity and flexibility. Typically, signage systems of this scale have a lifespan of 10 to 15 years before the design standards must be reviewed to meet the brand requirements of the University. In addition, new codes and regulatory requirements may arise so that the signage may need to be refreshed to meet ever-changing regulations. When changes need to be made to the Standards, a qualified designer (in-house or external) should be brought into the team to revise and extend the program following the original design principles.

University Management

Planning, Development, and Design will ensure that the program is maintained and implemented accurately. University facilities will clean, repair and coordinate fabrication of new signage when needed upon request. A review process to approve signage requests to update and add to the system will ensure adherence to the standards.

Materials and Graphic Standards

Brand Usage

The Rutgers Logo

The Rutgers logo appears on this page. It is the primary element of the Rutgers visual identity system. The Rutgers logo is a custom designed graphic and may not be altered in any way.

Departments and units within Rutgers typically have their own logo signatures for use in web and print contexts; however, signatures are NEVER to be used on signage. Alternatively, school, department, and unit names CAN be included in the signage design in accordance with the specific sign type layout and format.

As a general rule of thumb, it is always preferred to use the simplest (i.e. highest level) logo representation that will adequately communicate your identity as part of Rutgers.

The logotype may be downloaded at https://communications.rutgers.edu/services-resources/logos-signatures-and-visual-identity. Refer to the Rutgers Visual Identity System User Guide for a complete list of acceptable logotypes.

Size and Clear Space Requirements

Signage – 1"

Minimum signage size requirements for the Rutgers R.

There should be a minimum clear space around the logotype equal to half of the capital "R" height. The light blue area in the diagram to the right indicates the amount of space that must be maintained between the logotype and any other element for vinyl messaging only. Modified clear space requirements for exterior signage shown below.

The clear space around the Rutgers R, with or without a signature, is half the height of the R on all sides.

0.5"

0.5"

2"   1"

0.5"
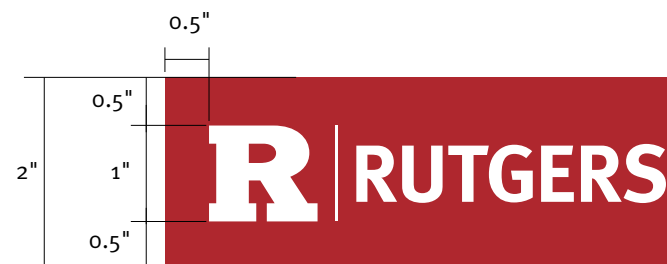
As permitted by University Communications and Marketing, the presentation of the Rutgers logo has been altered for signage purposes ONLY. The "Rutgers" wordmark increased in scale by fifty (50) percent to improve the logo's visibility within the built environment.

Application of Brand Header Elements

A Rutgers branded header should always be used on post and panel sign types. This page outlines when the logotype header, Rutgers Health and plain red color header is used.

Logotype Header

Used on ALL vehicular directional and parking identification signs. Used on freestanding building identification signs when the building is far removed from the edges of campus and/ or it is a stand alone building and it is not apparent that you are on the Rutgers campus.

Rutgers Health Header

Used for header applications within Rutgers Health locations.

Color Header

Used on ALL freestanding building identification signs. (See exceptions above.) Used on ALL pedestrian directional signs.

Logotype header

Rutgers Health Logotype (for use on exterior building and signage situations where background is other than PMS 1805 Red)

Brand Usage Examples
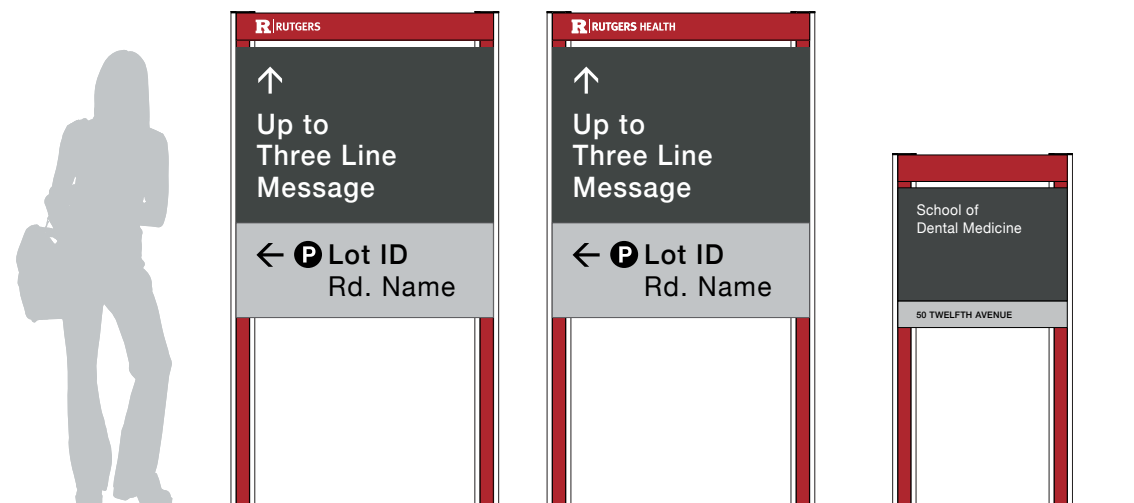
Exterior Signage–Freestanding Directional
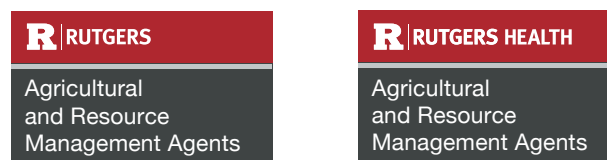
Interior Signage–Wall Mounted Identification

Color and Materials

Primary Color Palette

The primary colors for the Rutgers signage system are based on the Rutgers visual identity. We have modified these colors and materials for the exterior environment and purposes of maintaining the signage over time.

Pantone 1805 C	Pantone 446 C	Pantone 428 C	Pantone Black C	Pantone 11-0601 TPX Bright White
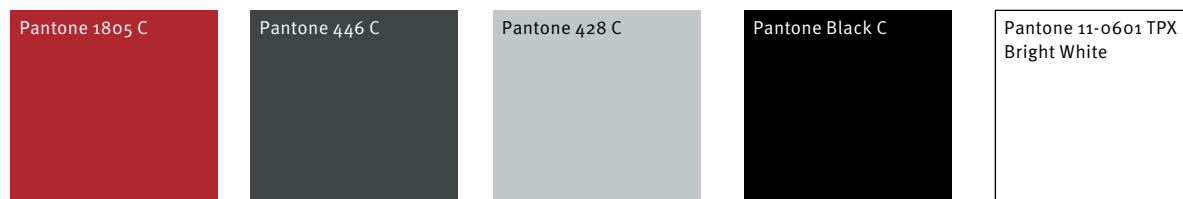
Paint

■ All painted surfaces on signage are to be pre-treated with **Matthews Paint MP 74734 SP** for corrosion resistance

■ All signs to be finished with **Matthews two-coating Satin Finish MAP Top Coat System**

Vinyl

■ Vinyl is to be used for building identification on glass surfaces

Brushed Aluminum

■ Red, Black, White and Brushed Aluminum are to be used on the Exterior building identification dimensional letters

Exterior Symbols

Symbol Usage

The symbols on this page are to be used appropriately on the sign types as specified in the following page examples.

This family of symbols has been approved by the committee for use on campus. If you do not find a symbol for your depiction, please contact the University representative at graphics@ipo.rutgers.edu.

Work order:
https://apps.ufcp.rutgers.edu/CR/Login

Exterior symbols

Parking   P1 Parking   P2 Parking   P3 Parking   Do Not Enter

Information   Bus   Train Station Points   Rail Lines   Rotary
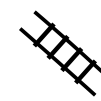
No Weapons   No Smoking/ No Vaping   No Cell Phone   No 2-Way Radios   No Skateboarding

No Food Allowed   Camera Surveillance   Accessible   Rutgers R

Directional Arrows

The primary arrow for use in wayfinding is depicted on these pages. Note the orientation of the arrow and its uses for navigation. Please do not add any elements to the stems or the arrow head. The graphic is intended to be used for all wayfinding and has a direct relationship to the typography.

Arrow Order

When determining arrow placement on individual directional panels, follow the order shown on this page (up, left, right).

If more than one destination uses the same arrow direction, the order of messages to be determined by proximity of destination to sign location. The closest destination is the first message. See individual sign layouts for references.

1. Up   2. Left   3. Right
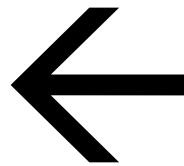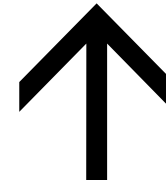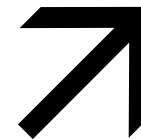
Left   Up-Left   Up   Up-Right   Right
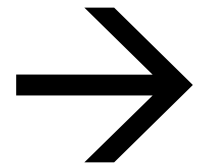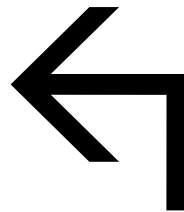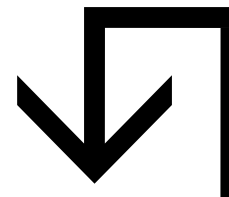
Straight Up-Left   U-Turn   Straight Up-Right
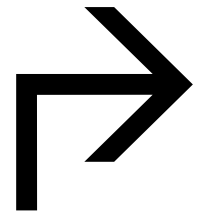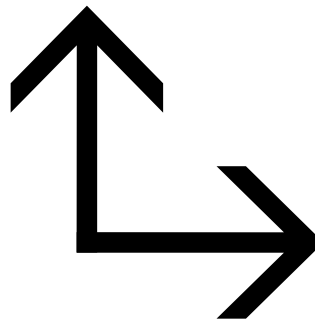
Straight Up and Right   Straight Up and Left   Left and Right
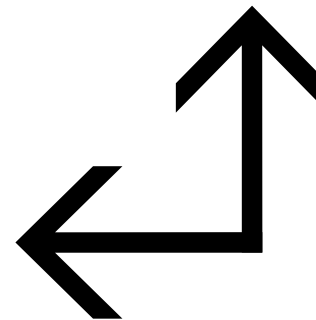
Interior Symbols

Symbol Usage

The symbols on this page are to be used appropriately on the sign types as specified in the following page examples.

AED Symbol must be placed on a white background.

EMS Star of Life Symbol should always use Pantone 285 C color.

This family of symbols has been approved by the committee for use on campus. If you do not find a symbol for your depiction, please contact the University representative at graphics@ipo.rutgers.edu. Work order: https://apps.ufcp.rutgers.edu/CR/Login

Interior symbols

Men

Women

Restroom

Elevator

Accessible

Locker Room

Fire Hose

Fire Extinguisher

Stairs

First Aid

EMS Star of Life

AED

Camera Surveillance

No Weapons

No Cell Phones

No 2-Way Radios

No Food Allowed

Do Not Enter

No Smoking/ No Vaping

ATM

Vending Machine

Telephone

Group Setting

Left

Up-Left

Right

Up-Right

Down

Straight

Straight Up-Left

Straight Up-Right

Occupational Health and Safety Administration (OSHA) Compliance

Contact Rutgers Environmental Health and Safety (REHS) for more information:
https://ipo.rutgers.edu/rehs/contact-rehs

To request a caution sign, contact Rutgers REHS:
https://halflife.rutgers.edu/
forms/cautionsign.php

Examples

Biohazard	Laser Light Invisible Beam	Water Reactive	NJ Regulated Hazardous Substance
Chemical Storage Area	Potential Cancer Hazard	Radioactive Materials	X-Rays
Ultraviolet Light	Recombinant DNA Biosafety Level 1	Laser Radiation	High Level Radio Frequency Area
Biosafety Level 2	Authorized Personnel Only	NOTICE Restricted Area Authorized Personnel Only	Glass Hazard

Typography

Helvetica Neue

The ITC Helvetica Neue Regular and Medium font families have been chosen as the primary typeface for the Rutgers University wide Wayfinding and Signage System. The typeface allows for flexibility and creative expression in the text and display.

The Helvetica Neue font should be installed on a computer to use in signage layouts. Sign layouts should be oriented by Planning, Development, and Design, the Business Services Graphics Unit, and the signage fabricator.

Opentype fonts are recommended as they are compatible with both Mac and PC formats. No substitutions for fonts are allowed.

Select Weights

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Letter Spacing

Careful and consistent letter spacing, or tracking, is critical for maximizing message legibility. Refer to the examples on these pages for acceptable letter spacing.

Line Spacing

When measuring line spacing, measure from baseline to baseline. (Shown as y measurement.)

Apostrophe Use

Sometimes the foot mark is mistaken for an apostrophe and an inch mark is mistaken for quotations. Refer to the examples shown here for the correct apostrophe for each typeface.

Text Measurement Standards

When measuring copy height, measure only the height of the capital letters to determine overall copy height. Some lowercase letters have ascenders and descenders that extend beyond the average capital letter height and should not be used for measurement.

Inconsistent letter-spacing

Main Entrance

Correct letter-spacing

Main Entrance

Line
Spacing   y

Park's   Incorrect apostrophe

Park's   Correct apostrophe

Height   x

Abbreviation Use

Abbreviations are only to be used on vehicular and pedestrian directionals in order to fit longer messages.

Building identification signs should not use any abbreviations.

On vehicular and pedestrian directional signs, all Student Centers and Campus Centers drop the campus name and are referred to only as "Campus Center" or "Student Center." All proposed abbreviations on signage requires approval from Planning, Development, and Design.

Acronym Use

Most people do not know or understand what acronyms indicate. Acceptable acronyms are those that are universally known outside of Rutgers University.

Acronyms specific to Rutgers University (such as the building name acronyms) are confusing to first time visitors and are NOT to be used.

Messaging Consistency

If abbreviating a message, all signs (except building identification signs) are to maintain that abbreviation.

Keep abbreviation use consistent – if an abbreviation is used in one message, maintain that abbreviation use throughout all other messages.

Acceptable Abbreviations (Exterior Signage)

WORD	ABBREVIATION
Administration	Admin.
Advanced	Adv.
And	&
Apartments	Apts.
Avenue	Ave.
Building	Bldg.
Center	Cntr.
Centers	Cntrs.
Department	Dept.
Doctor	Dr.
East	E.
Education	Edu.
Entrance	Entr.
Incorporated	Inc.
Institute	Inst.
Laboratories	Labs
Lane	Ln.
Monday - Friday	Mon-Fri
North	N.
Recreation	Rec.
Road	Rd.
Science	Sci.
South	S.

Acceptable Abbreviations (Exterior Signage) Cont.

WORD	ABBREVIATION
Street	St.
University	Univ.
West	W.

Acceptable Acronyms (Exterior Signage)

WORD	ACRONYM
Robert Wood Johnson Medical School	RWJMS
Reserve Officers Training Corps	ROTC
Information Technology	IT
Jersey Mike's Arena	JMA

Exterior Specifications

■ If abbreviating a message, all signs
(except building identification signs)
are to maintain that abbreviation.

■ Keep abbreviation use consistent
– if an abbreviation is used in one
message, maintain that abbreviation
use throughout all other messages.

Rules for Vehicular Directional Messaging

■ No more than three lines per message
on a single panel. When traveling at high
speeds, messages longer than three
lines per panel become illegible.

■ No more than FOUR messages per sign.

■ Base of panels must be 28" high in order
to comply with ADA requirements.

■ White or grey panel variations are designated
for parking and emergency messaging only at
the sizes designated on the system pages.
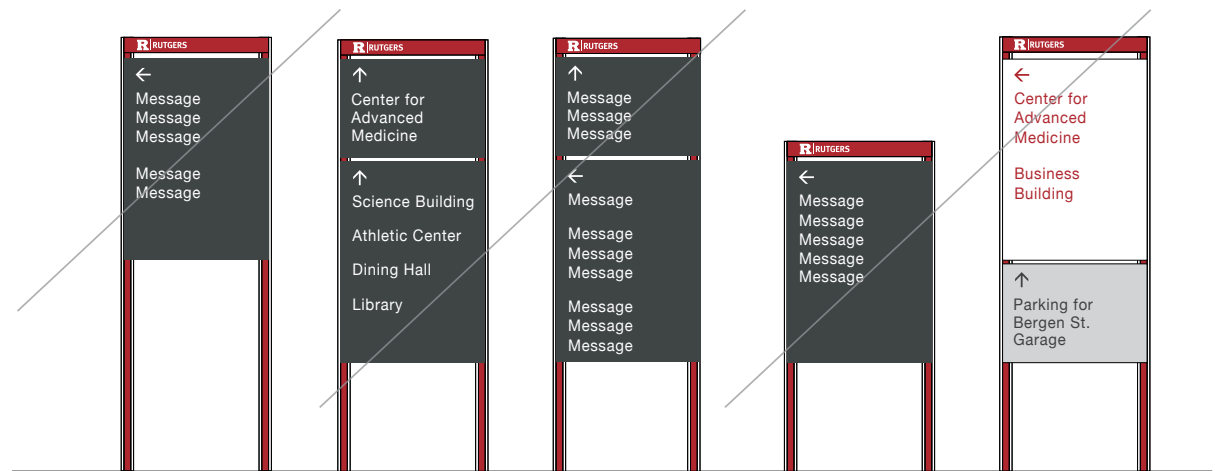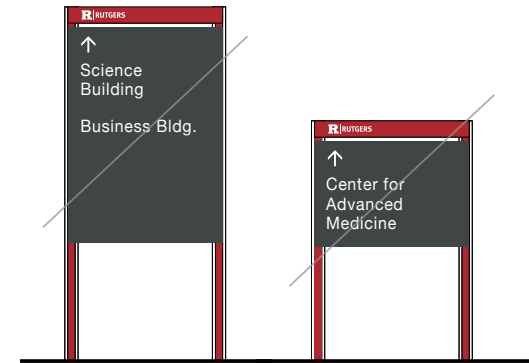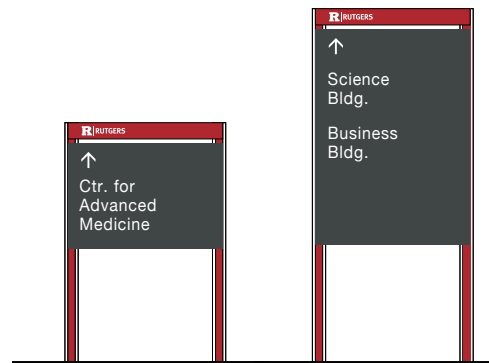
Map Styles

This page outlines the visual elements of the Rutgers Pedestrian Orientation Maps. Exterior section of the Signage and Wayfinding Manual on page 90 An example is shown to the right. Additional specifications can be found in the Exterior book on page 84.

Color Specifications

Map Background
Fill: #cccccc
Outline: #696969

Building Treatment
Fill: #abacad
Outline: #000000

Parking Lots
Fill: #1e2e1
Outline: #000000

Roads
Fill: #ffffff
Outline: #cccccc

Greenery
Fill: #a6c7ad

Ground
Fill: #c2e8b5

Water
Fill: #b5d9eb

Walkways
Fill: #fff2e0

Accent Red - #cc0033
Accent Blue - #0070ff
Accent Yellow - #ffff73
Accent Blue - #003da5

Symbols

Bus Stop
Icon: #ffffff
Background: #cc0033
Outline: #000000

Train
Icon: #ffffff
Background: #4a6377
Outline: #000000

Light Rail
Icon: #ffffff
Background: #098442
Outline: #000000

Emergency Phone
Icon: #ffffff
Background: #0070ff

ADA Accessible
Icon: #003da5
Background: #ffffff
Outline: #000000

Location Identifier
Fill: #ffff73
Outline: #000000

North

Scale

0   100   200   300   400
Feet

Example Treatment Styles
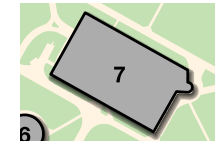
Buildings
Fill: #abacad
Outline: #000000
Effects: Drop Shadow
Typography: #000000

Parking Lots
Fill: #1e2e1
Outline: #696969
Effects: N/A
Typography: #000000
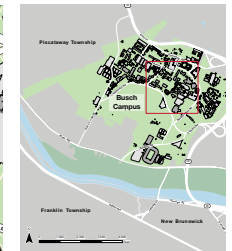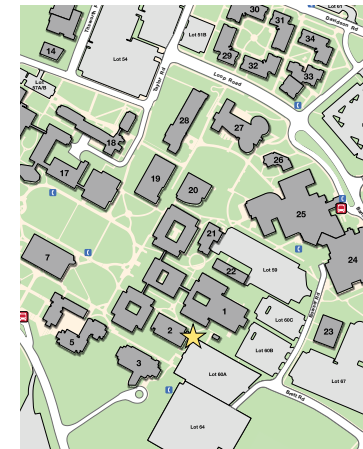
Typography

Helvetica Neue Bold

Helvetica Neue Regular

INF Sign Information

This page outlines the visual elements of the Rutgers Informational Signage family. These sign types are used to highlight various social, scientific, historical, conservation, and preservation initiatives at Rutgers University. While each information sign is unique and developed per request to Planning, Development, and Design, they each utilize the visual elements and graphic standards as shown to the right. Additional specifications can be found in the Exterior book on page 90.

Color Palette

Main Panel Beige #ece5cc	Title Text Green #579742
White #ffffff	Black

Title Text Treatment Style

TITLE TEXT

Typography

Helvetica Neue Italic
Helvetica Neue Medium
Helvetica Neue Bold

Sample Graphic

Sample Licensed Photos
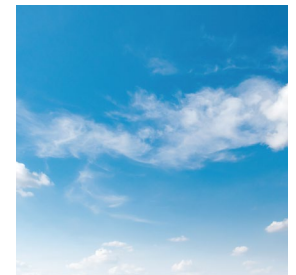
Rutgers University Exterior Signage & Wayfinding Manual

Institutional Planning and Operations
Rutgers, The State University of New Jersey

Published August 2025
Updated: 12/19/2025

RUTGERS

CONTENTS

Introduction to the Rutgers University Exterior Manual

The exterior wayfinding system has been developed to encompass a wide range of environments and conditions in both urban and traditional campus settings. Signage featured in this volume include monument and skyline signs, campus and building identification, vehicular and pedestrian wayfinding, regulatory signs, and informational and parking signs. This manual also features design and installation specifications including symbols, logos, typography, color, material, and fabrication.

SECTION 2 OF THE EXTERIOR WAYFINDING MANUAL

Arrival Signage Series Overview

Note: All signs on this page are not to scale.

AR10.1
Arrival Monument
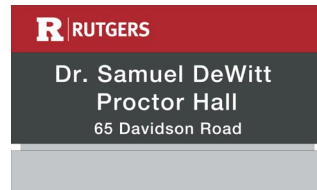
AR10.1 (Alternative)
Arrival Monument
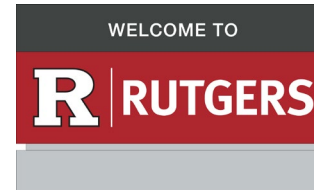
AR10.2
Arrival Monument

SKY10.1
Skyline Identification

Arrival Signage

AR10.1

Arrival Monument

Scale: 3/8" = 1'-0"

....

Figure is 5'6" tall unless otherwise noted

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 7.25"
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 5"
- Main Text Tracking: +20
- Secondary Text Cap Height: 3.5"
- Secondary Text Tracking: +50
- Footing/pad installation determined through site conditions survey. Contact the Business Services

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone 11-0601 TPX Bright White

1'-6"

Top View

Side View

8"   8'

7'-6"

R | RUTGERS

Livingston Campus

1'-2 1/2"

4'-9"   2'-4"   1'-4"

2"

1'-6"

7'-6"W

AR10.1

Arrival Monument

Scale: 3/8" = 1'-0"

....

Figure is 5'6" tall unless otherwise noted

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 7.25"
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 5"
- Main Text Tracking: +20
- Secondary Text Cap Height: 3.5"
- Secondary Text Tracking: +50
- Footing/pad installation determined through site conditions survey. Contact the Business Services Graphics Unit for more information.
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone 11-0601 TPX Bright White

1'-6"

Top View

Side View

8"   8'

7'-6"

R | RUTGERS

Dr. Samuel DeWitt Proctor Hall

65 Davidson Road

1'-2 1/2"

9"

2'-4"

1'-4"

4'-9"

2"

1'-6"

7'-6"W

AR10.2

Arrival Monument

Scale: 3/8" = 1'-0"

....
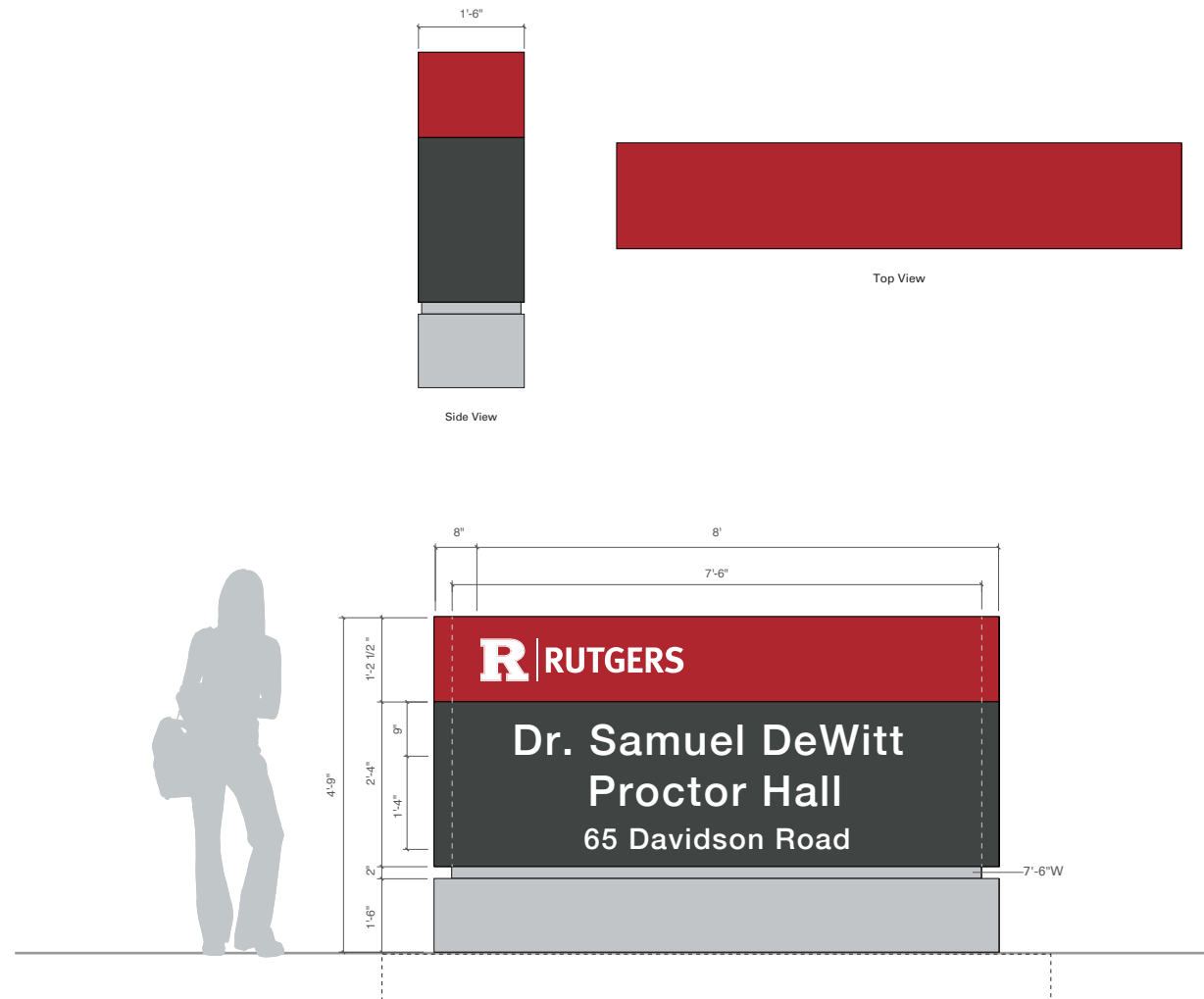
Figure is 5'6" tall unless otherwise noted

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 1' 6"

■ Main Text Font: Helvetica Neue Medium

■ Main Text Cap Height: 4"

■ Main Text Tracking: +50

■ Logo and Text Centered
   Horizontally on Panels

■ Footing/pad installation determined
   through site conditions survey.
   Contact the Business Services
   Graphics Unit for more information.

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

■ Pantone 428 C

☐ Pantone 11-0601 TPX Bright White

Top View

Side View

WELCOME TO
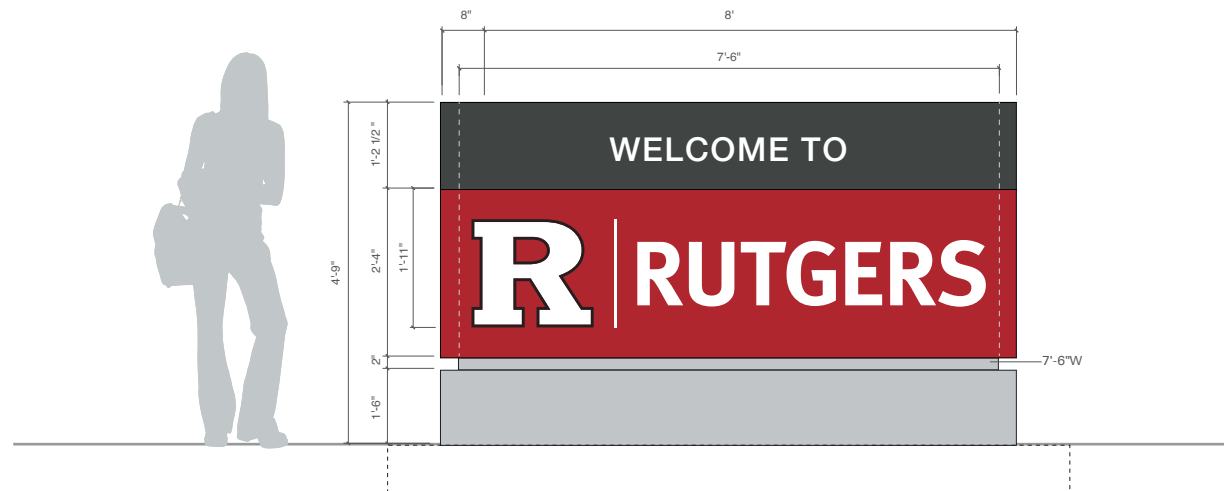
R | RUTGERS

Arrival Signage

SKY10.1 Skyline Identification

SKY10.1

Skyline Identification

Scale: 1/16" = 1'-0"

. . . .

Figure is 5'6" tall unless otherwise noted

Examples show Logo treatment
at top of structures

RU LOGO TREATMENTS:

For sign size and placement, a survey
of site conditions must be done prior to
design and fabrication. Scale and color of
skyline logo is dependent on conditions
including install location and height, area
lighting, and color of install surface.

An Illuminated skyline logo is site-specific
and requires the use of a pre-existing or
new installation of an electrical system.

COLOR:

Pantone 1805 C
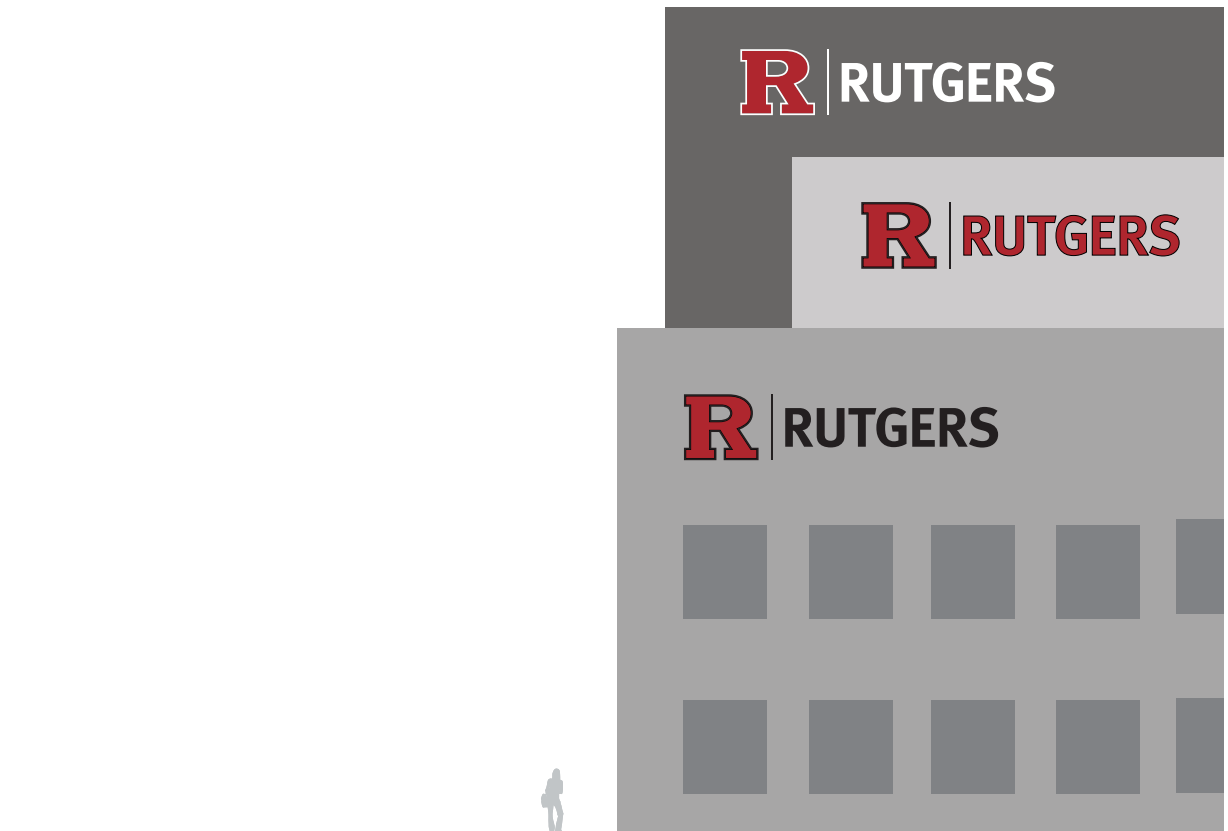
Pantone Black C

Vehicular Wayfinding Signage

Vehicular Wayfinding Signage Series Overview

Note: All signs on this page are not to scale.

DR10.1
Single Post Vehicular
Directional
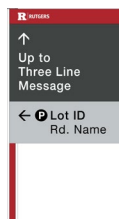
DR10.2
Single Post Vehicular
Directional

DR10.3
Single Post Vehicular
Directional

DR10.4
Single Post Vehicular
Directional
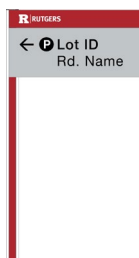
DR20.1
Single Post Parking

DR30.1
Double Post Directional

DR30.2
Double Post Directional

DR30.3
Double Post Directional

DR30.4
Double Post Directional
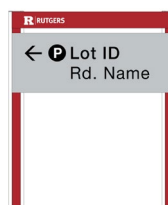
DR40.1
Double Post Parking
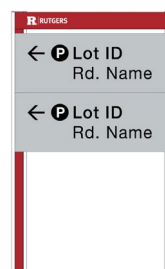
DR40.2
Double Post Parking
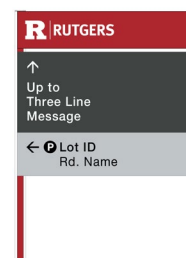
DR50.1
Double Post Wide

Vehicular Wayfinding Signage Series Overview

Note: All signs on this page are not to scale.
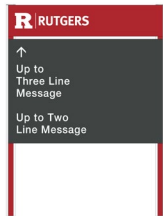
DR50.2
Double Post Wide
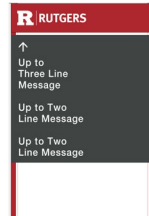
DR50.3
Double Post Wide
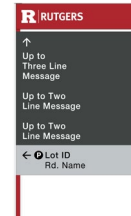
DR50.4
Double Post Wide

DR60.1
Double Post Wide Parking

DR60.2
Double Post Wide Parking

DR70.1
Parking Trailblazer

DR70.2
Parking Trailblazer

DR80.1
Highway Trailblazer
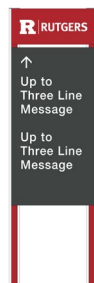
DR80.2
Highway Trailblazer

Vehicular Wayfinding Signage

DR10.1

Single Post Vehicular Directional

Scale: 3/8" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 2 3/4" margin

Sign to be mechanically constructed;
security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2.5"

■ Arrow Height: 4"

■ Main Text Font: Helvetica Neue Medium

■ Main Text Cap Height: 3"

■ Main Text Tracking: +50

■ Main Text Leading: 338 pt
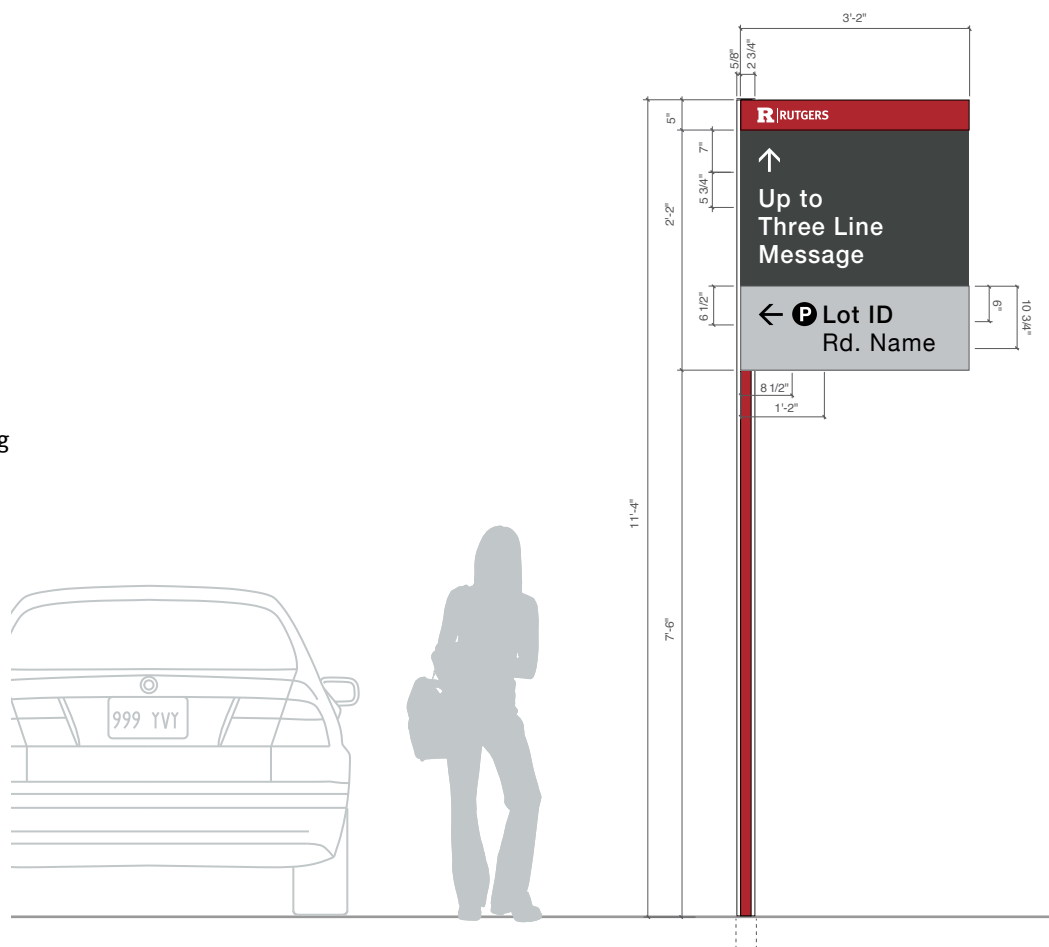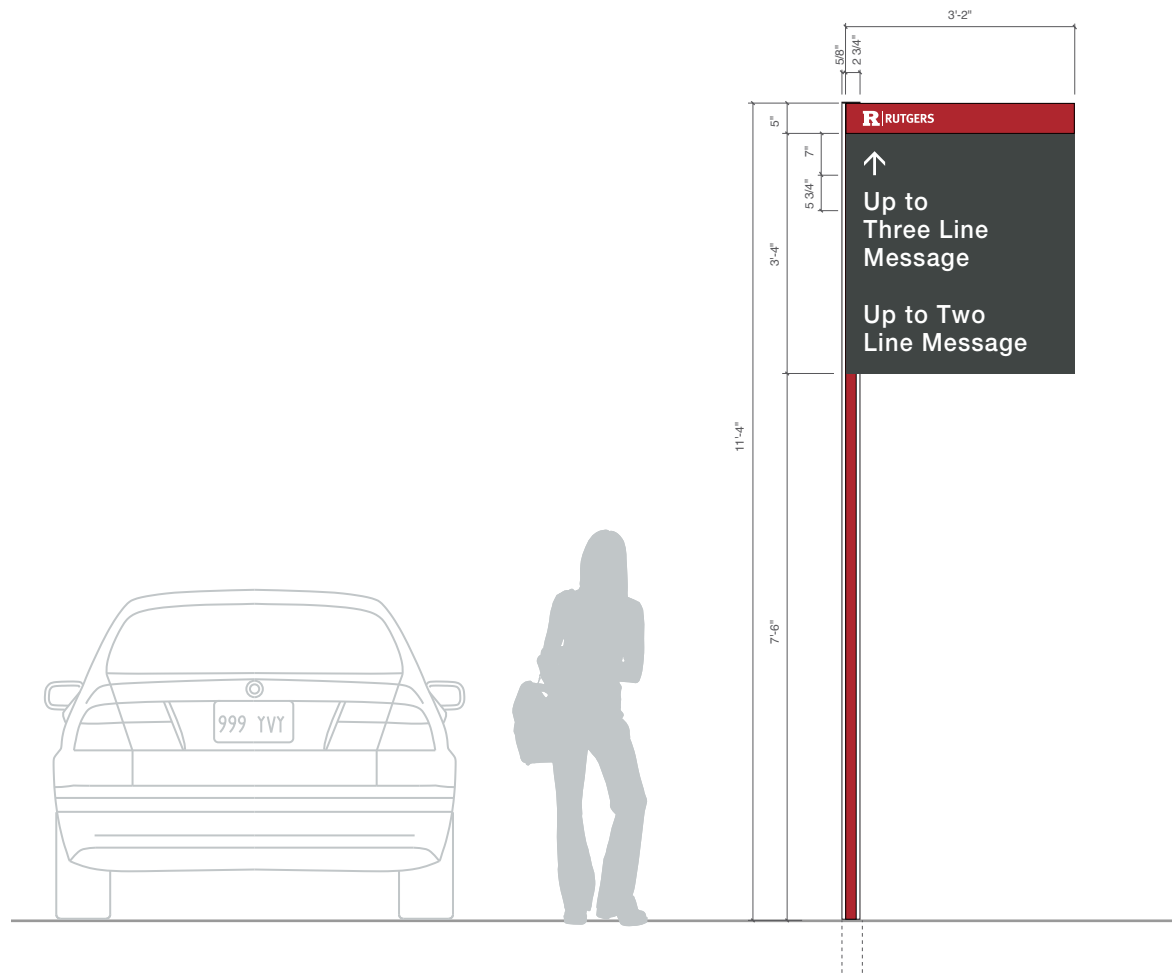
■ Line Spacing from First Line of Main
   Text is Determined by Text Leading

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

□ Pantone 11-0601 TPX Bright White

DR10.2

Single Post Vehicular Directional

Scale: 3/8" = 1'-0" ....

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 2 3/4" margin

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2.5"

■ Arrow Height: 4"

■ Main Text Font: Helvetica Neue Medium

■ Main Text Cap Height: 3"

■ Main Text Tracking: +50

■ Main Text Leading: 338 pt

■ Parking Arrow Height: 4"

■ Parking Symbol Height:4"

■ Parking Main Text Font: Helvetica Neue Medium

■ Parking Main Text Font Height: 3"

■ Parking Main Text Tracking: +50

■ Parking Secondary Text Font: Helvetica Neue Regular

■ Parking Secondary Text Font Height: 3"

■ Parking Secondary Text Tracking: +50

■ Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

■ Pantone 428 C

■ Pantone Black C

☐ Pantone 11-0601 TPX Bright White

DR10.3

Single Post Vehicular Directional

Scale: 3/8" = 1'-0"

Figure is 5'6" tall unless otherwise noted
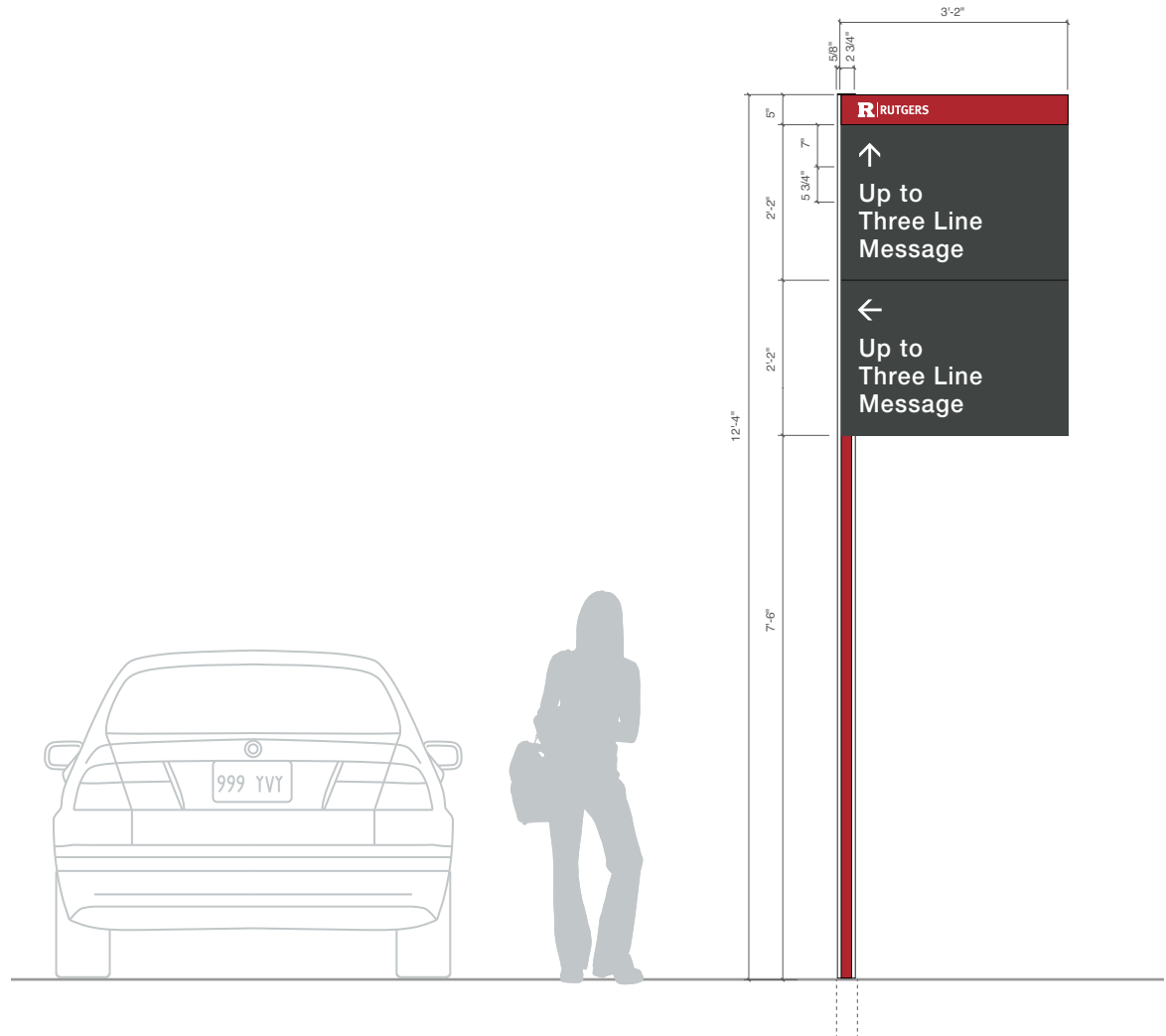
Content flush left on panel with 2 3/4" margin
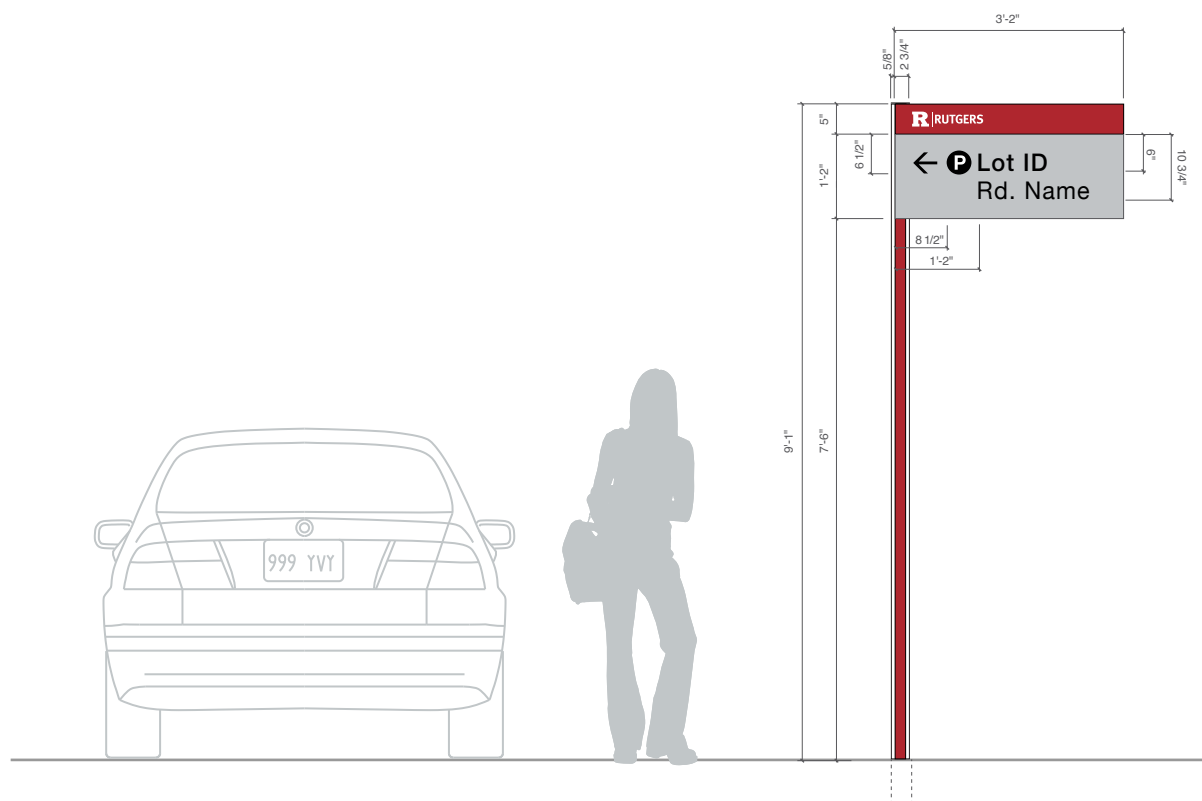
Sign to be mechanically constructed;
security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2.5"
- Arrow Height: 4"
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 3"
- Main Text Tracking: +50
- Main Text Leading: 338 pt
- Line Spacing from First Line of Main Text is Determined by Text Leading
- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White

DR10.4

Single Post Vehicular Directional

Scale: 3/8" = 1'-0"

Figure is 5'6" tall unless otherwise noted
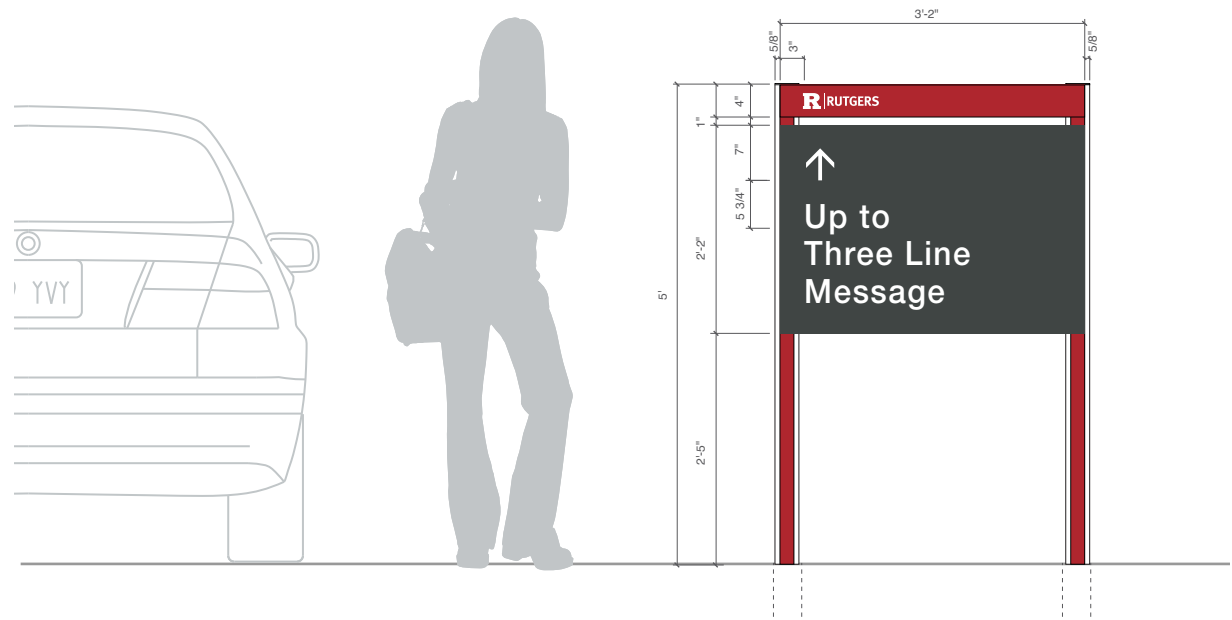
Content flush left on panel with 2 3/4" margin

Sign to be mechanically constructed;
security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2.5"
- Arrow Height: 4"
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 3"
- Main Text Tracking: +50
- Main Text Leading: 338 pt
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White

RUTGERS

↑
Up to
Three Line
Message

←
Up to
Three Line
Message

Vehicular Wayfinding Signage

DR20.1   Single Post Parking

DR20.1

Single Post Parking

Scale: 3/8" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Logo and arrow flush left on panel with 2 3/4" margin

Sign to be mechanically constructed;
security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2.5"

■ Parking Arrow Height: 4"

■ Parking Symbol Height: 4"

■ Parking Main Text Font: Helvetica Neue Medium

■ Parking Main Text Font Height: 3"

■ Parking Main Text Tracking: +50

■ Parking Secondary Text Font: Helvetica Neue Regular

■ Parking Secondary Text Font Height: 3"

COLOR:

■ Pantone 1805 C

■ Pantone 428 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

Vehicular Wayfinding Signage

DR30.1

Double Post Directional

Scale: 1/2" = 1'-0"

....

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 3" margin

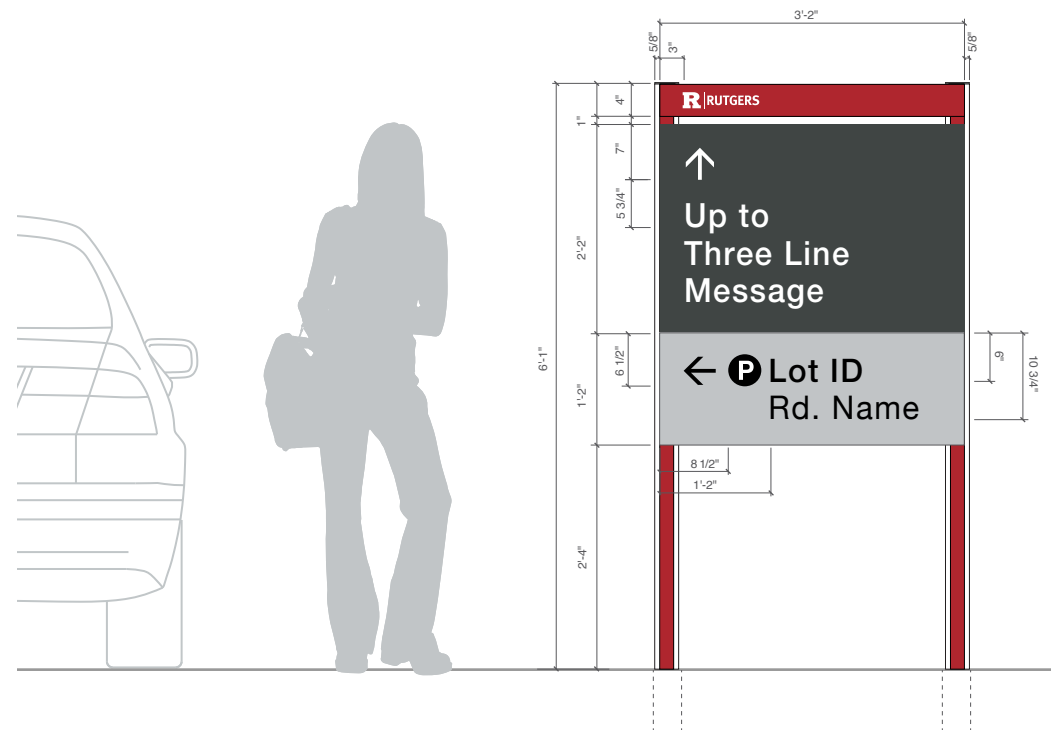Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2"

■ Arrow Height: 4"

■ Main Text Font: Helvetica Neue Medium

■ Main Text Cap Height: 3"

■ Main Text Tracking: +50

■ Main Text Leading: 338 pt

■ Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

☐ Pantone 11-0601 TPX Bright White

DR30.2

Double Post Directional

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted
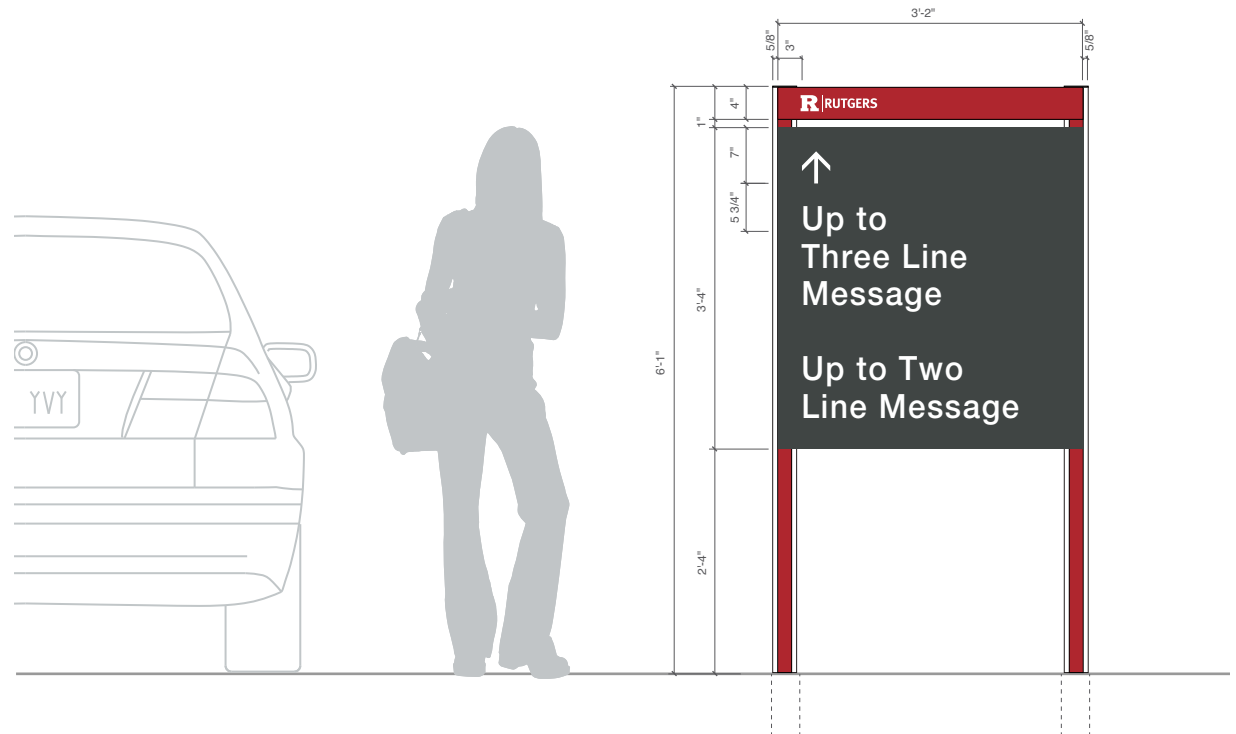
Content flush left on panel with 3" margin

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2"

■ Arrow Height: 4"

■ Main Text Font: Helvetica Neue Medium

■ Main Text Cap Height: 3"

■ Main Text Tracking: +50

■ Main Text Leading: 336 pt

■ Parking Arrow Height: 4"

■ Parking Symbol Height: 4"

■ Parking Main Text Font: Helvetica Neue Medium

■ Parking Main Text Font Height: 3"

■ Parking Main Text Tracking: +50

■ Parking Secondary Text Font: Helvetica Neue Regular

■ Parking Secondary Text Font Height: 3"

■ Parking Secondary Text Tracking: +50

■ Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

■ Pantone 428 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

DR30.3

Double Post Directional

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

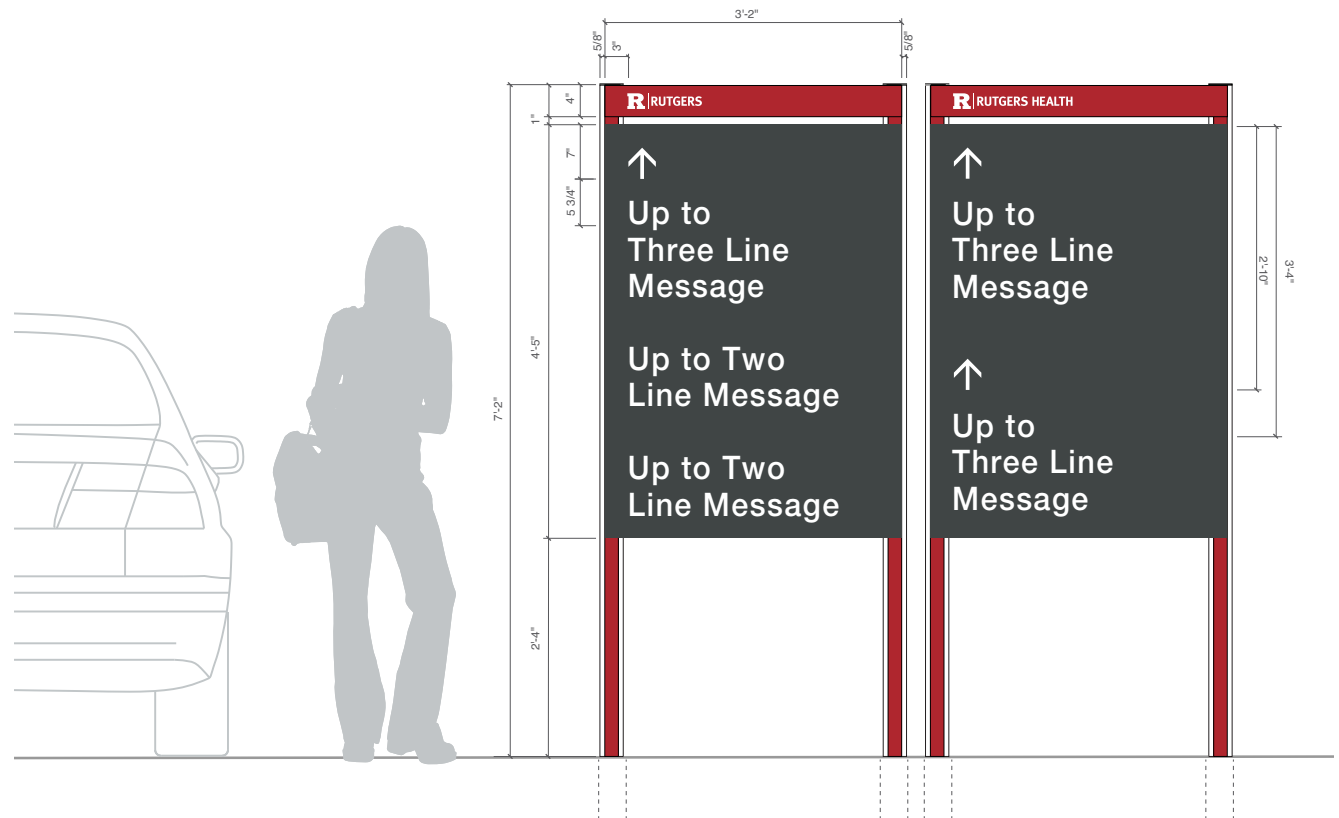Content flush left on panel with 3" margin

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2"

■ Arrow Height: 4"

■ Main Text Font: Helvetica Neue Medium

■ Main Text Cap Height: 3"

■ Main Text Tracking: +50

■ Main Text Leading: 336 pt

■ Line Spacing from First Line of Main Text is Determined by Text Leading

■ Breaks Between Messages are Empty Text Lines

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

☐ Pantone 11-0601 TPX Bright White

DR30.4

Double Post Directional

Scale: 1/2" = 1'-0"

....

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 3" margin

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2"
- Arrow Height: 4"
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 3"
- Main Text Tracking: +50
- Main Text Leading: 336 pt
- Line Spacing from First Line of Main Text is Determined by Text Leading
- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White

Vehicular Wayfinding Signage

DR40.1

Double Post Parking

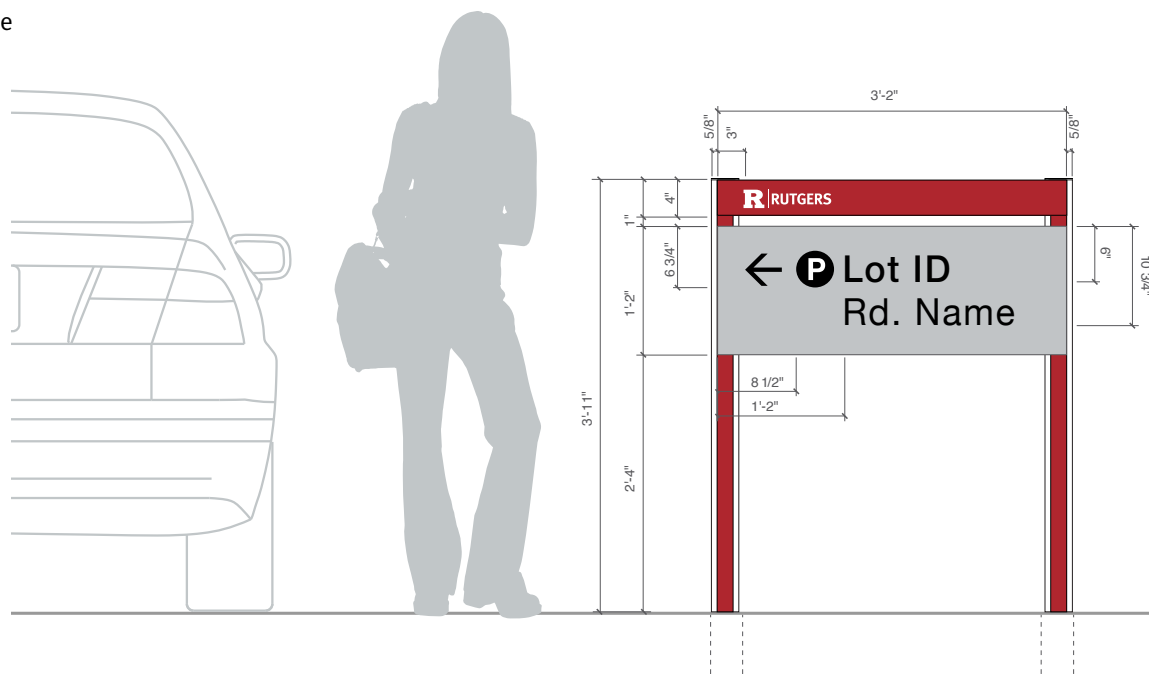**Scale: 1/2" = 1'-0"**

Figure is 5'6" tall unless otherwise noted

Logo and arrow flush left on panel with 3" margin

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2"
- Parking Arrow Height: 4"
- Parking Symbol Height: 4"
- Parking Main Text Font: Helvetica Neue Medium
- Parking Main Text Font Height: 3"
- Parking Main Text Tracking: +50
- Parking Secondary Text Font: Helvetica Neue Regular
- Parking Secondary Text Font Height: 3"
- Parking Secondary Text Tracking: +50

COLOR:

- Pantone 1805 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White

DR40.2

Double Post Parking

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted
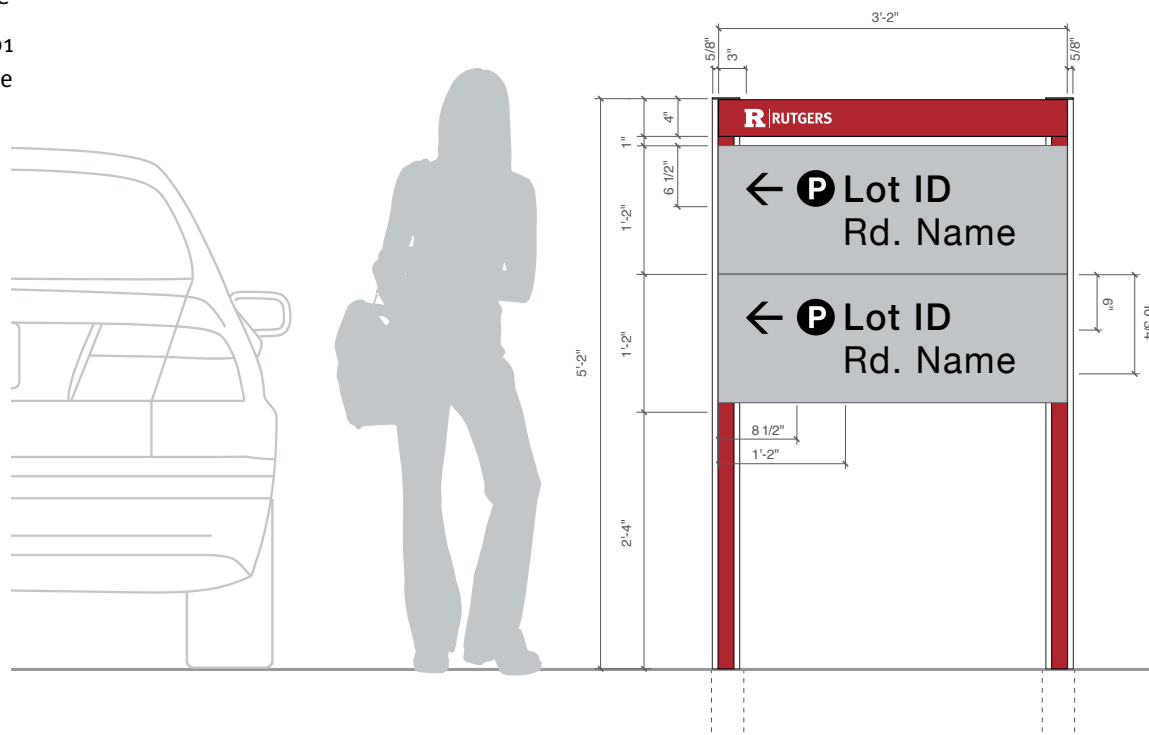
Logo and arrow flush left on panel with 3" margin

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2"

- Parking Arrow Height: 4"

- Parking Symbol Height: 4"

- Parking Main Text Font: Helvetica Neue Medium

- Parking Main Text Font Height: 3"

- Parking Main Text Tracking: +50

- Parking Secondary Text Font: Helvetica Neue Regular

- Parking Secondary Text Font Height: 3"

- Parking Secondary Text Tracking: +50

COLOR:

- Pantone 1805 C

- Pantone 428 C

- Pantone Black C

- Pantone 11-0601 TPX Bright White

Vehicular Wayfinding Signage

DR50.1

Double Post Wide

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 2 1/2" margin

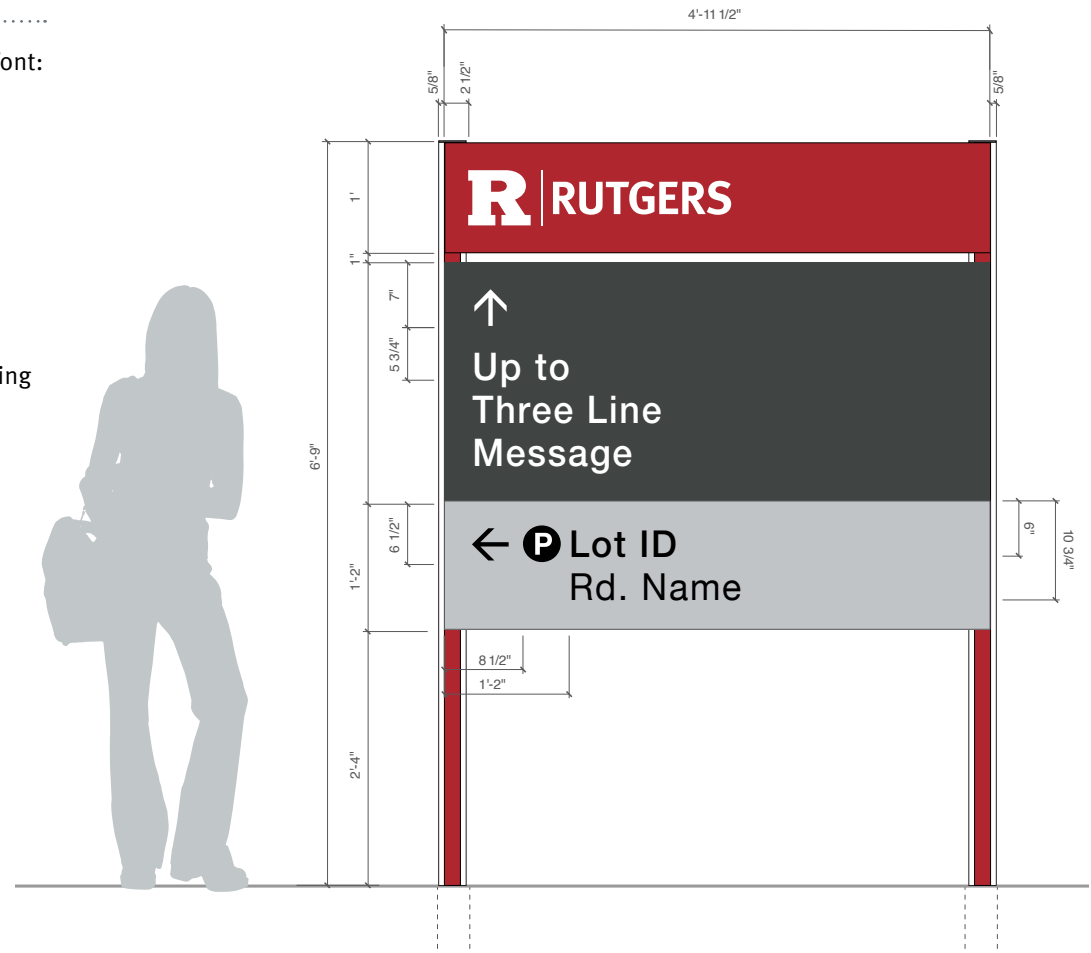Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 6"
- Arrow Height: 4"
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 3"
- Main Text Tracking: +50
- Main Text Leading: 336 pt
- Parking Arrow Height: 4"
- Parking Symbol Height: 4"
- Parking Main Text Font: Helvetica Neue Medium
- Parking Main Text Font Height: 3"
- Parking Main Text Tracking: +50

- Parking Secondary Text Font: Helvetica Neue Regular
- Parking Secondary Text Font Height: 3"
- Parking Secondary Text Tracking: +50
- Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White

DR50.2

Double Post Wide

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

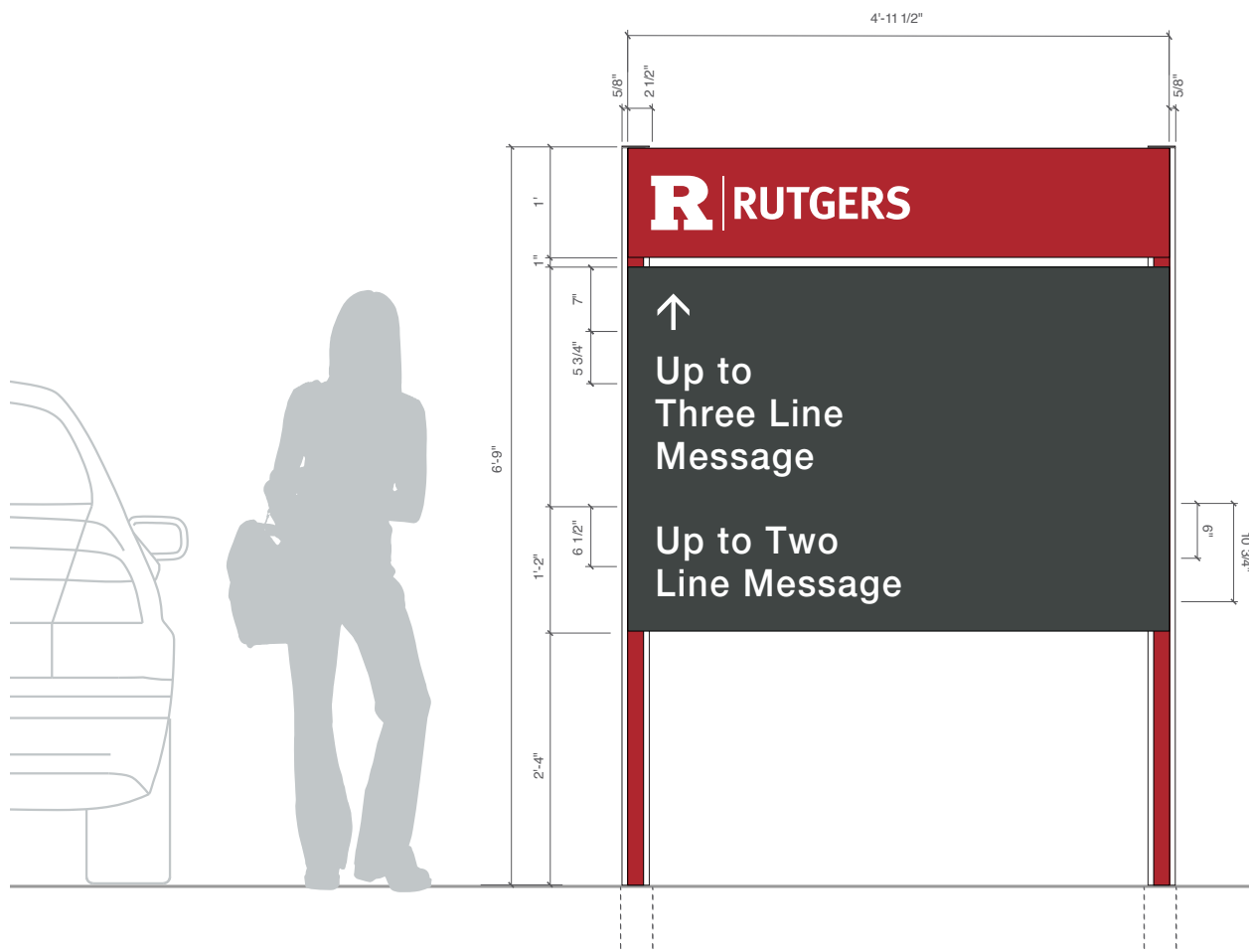Content flush left on panel with 2 1/2" margin

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 6"
- Arrow Height: 4"
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 3"
- Main Text Tracking: +50
- Main Text Leading: 336 pt
- Line Spacing from First Line of Main Text is Determined by Text Leading
- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White

R | RUTGERS

↑
Up to
Three Line
Message

Up to Two
Line Message

DR50.3

Double Post Wide

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted
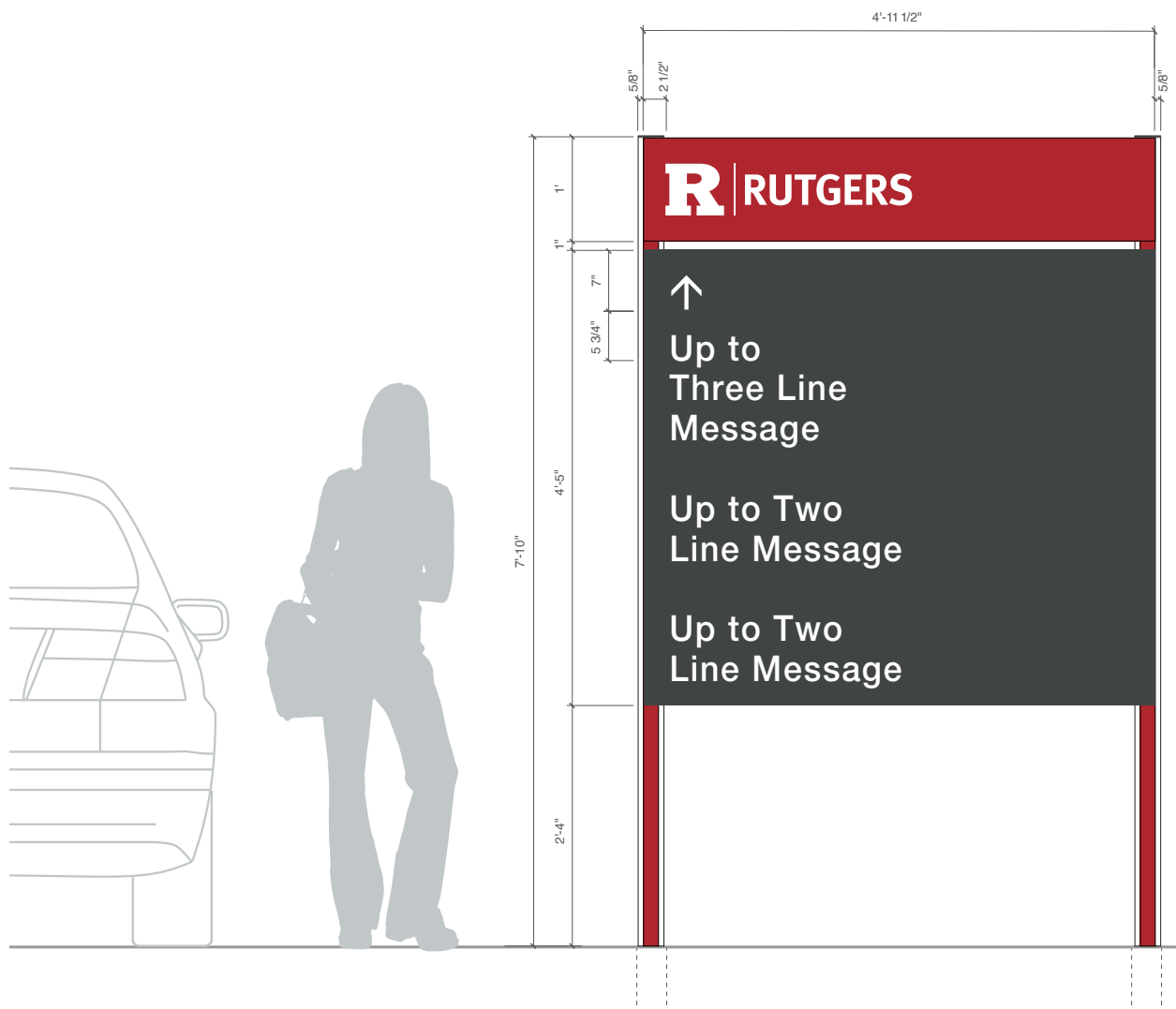
Content flush left on panel with 2 1/2" margin

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 6"
- Arrow Height: 4"
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 3"
- Main Text Tracking: +50
- Main Text Leading: 336 pt
- Line Spacing from First Line of Main Text is Determined by Text Leading
- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White

RUTGERS

↑
Up to
Three Line
Message

Up to Two
Line Message

Up to Two
Line Message

DR50.4

Double Post Wide

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 2 1/2" margin

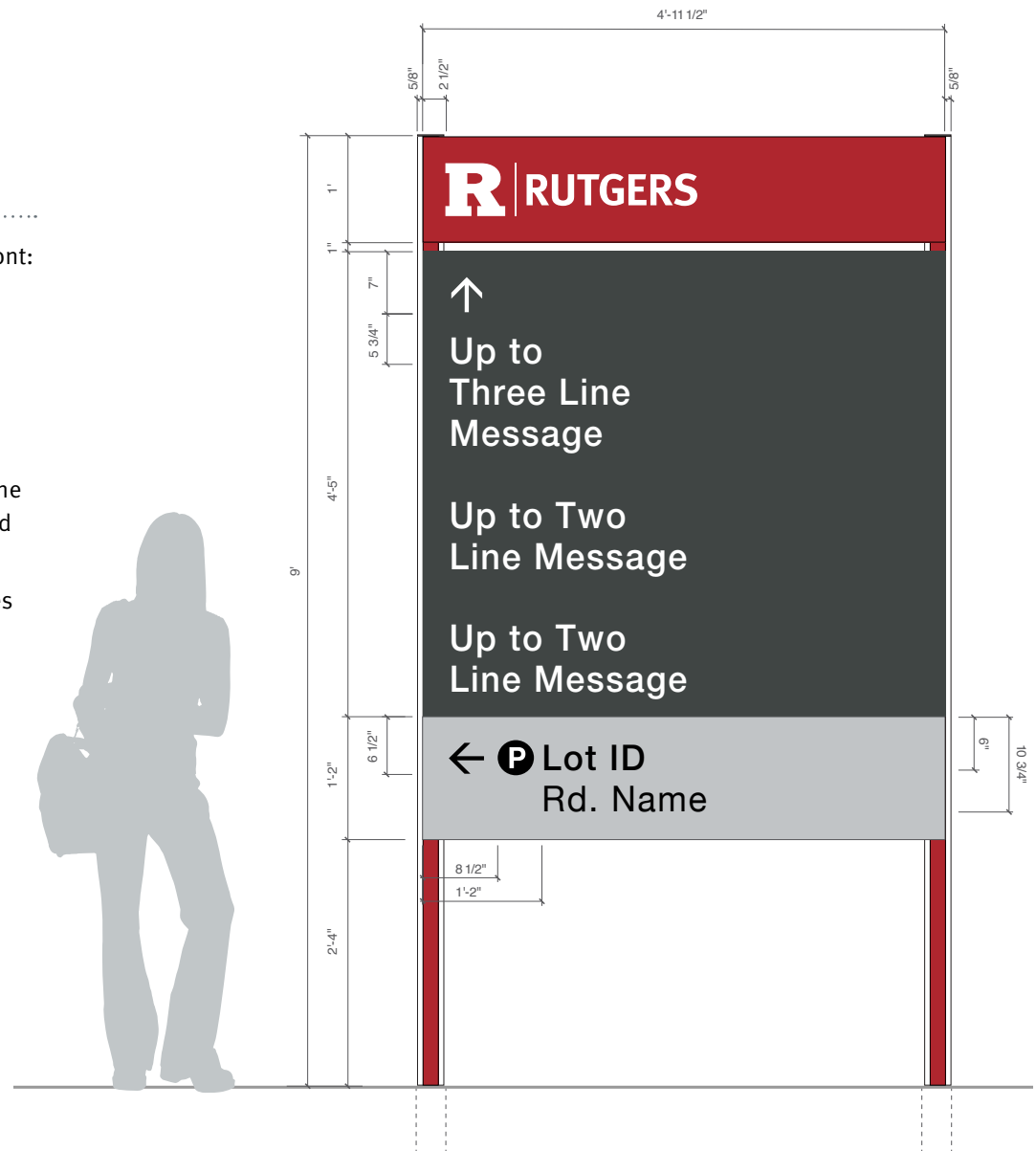Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 6"

- Arrow Height: 4"

- Main Text Font: Helvetica Neue Medium

- Main Text Cap Height: 3"

- Main Text Tracking: +50

- Main Text Leading: 336 pt

- Parking Arrow Height: 4"

- Parking Symbol Height: 4"

- Parking Main Text Font: Helvetica Neue Medium

- Parking Main Text Font Height: 3"

- Parking Main Text Tracking: +50

- Parking Secondary Text Font: Helvetica Neue Regular

- Parking Secondary Text Font Height: 3"

- Parking Secondary Text Tracking: +50

- Line Spacing from First Line of Main Text is Determined by Text Leading

- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C

- Pantone 446 C

- Pantone 428 C

- Pantone Black C

- Pantone 11-0601 TPX Bright White

Vehicular Wayfinding Signage

DR60.1

Double Post Wide Parking

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

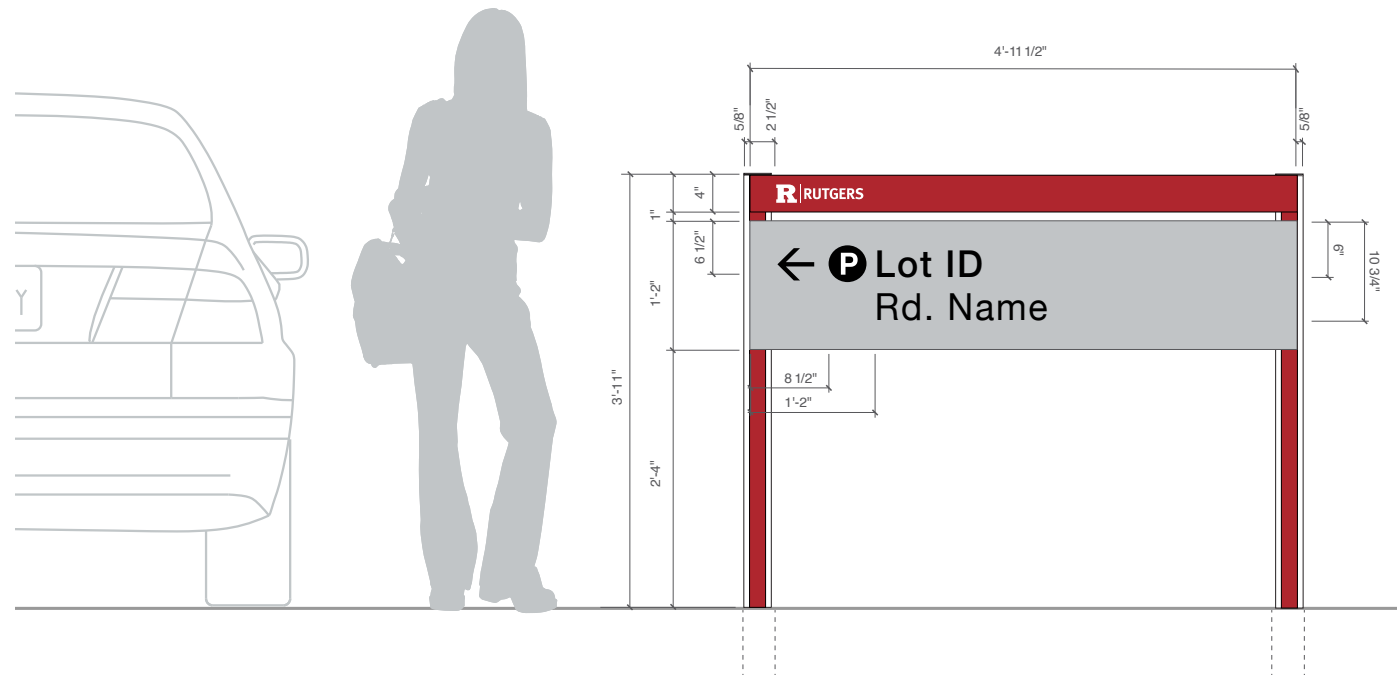Logo and arrow flush left on panel with 2 1/2" margin

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2"

■ Parking Arrow Height: 4"

■ Parking Symbol Height: 4"

■ Parking Main Text Font: Helvetica Neue Medium

■ Parking Main Text Font Height: 3"

■ Parking Main Text Tracking: +50

■ Parking Secondary Text Font: Helvetica Neue Regular

■ Parking Secondary Text Font Height: 3"

■ Parking Secondary Text Tracking: +50

COLOR:

■ Pantone 1805 C

■ Pantone 428 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

← Ⓟ Lot ID
Rd. Name

DR60.2

Double Post Wide Parking

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted
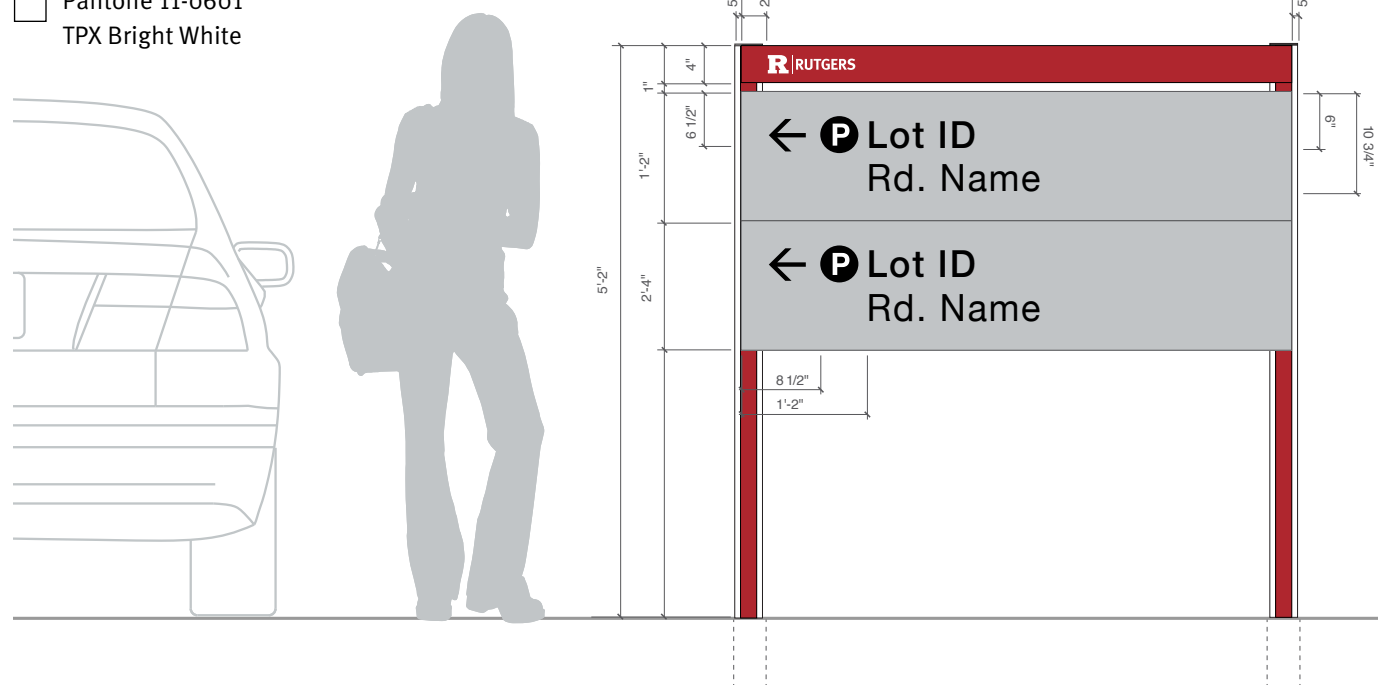
Logo and arrow flush left on panel with 2 1/2" margin

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2"
- Parking Arrow Height: 4"
- Parking Symbol Height: 4"
- Parking Main Text Font: Helvetica Neue Medium
- Parking Main Text Font Height: 3"
- Parking Main Text Tracking: +50
- Parking Secondary Text Font: Helvetica Neue Regular
- Parking Secondary Text Font Height: 3"
- Parking Secondary Text Tracking: +50

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White

← Ⓟ Lot ID
Rd. Name

← Ⓟ Lot ID
Rd. Name

Vehicular Wayfinding Signage

DR70.1

Parking Trailblazer

Scale: 3/8" = 1'-0"

....

Figure is 5'6" tall unless otherwise noted

Logo and symbols centered horizontally on panel

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2.5"

■ Parking Arrow Height: 4"

COLOR:

■ Pantone 1805 C

■ Pantone 428 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

DR70.2

Parking Trailblazer

Scale: 3/8" = 1'-0"

....

Figure is 5'6" tall unless otherwise noted

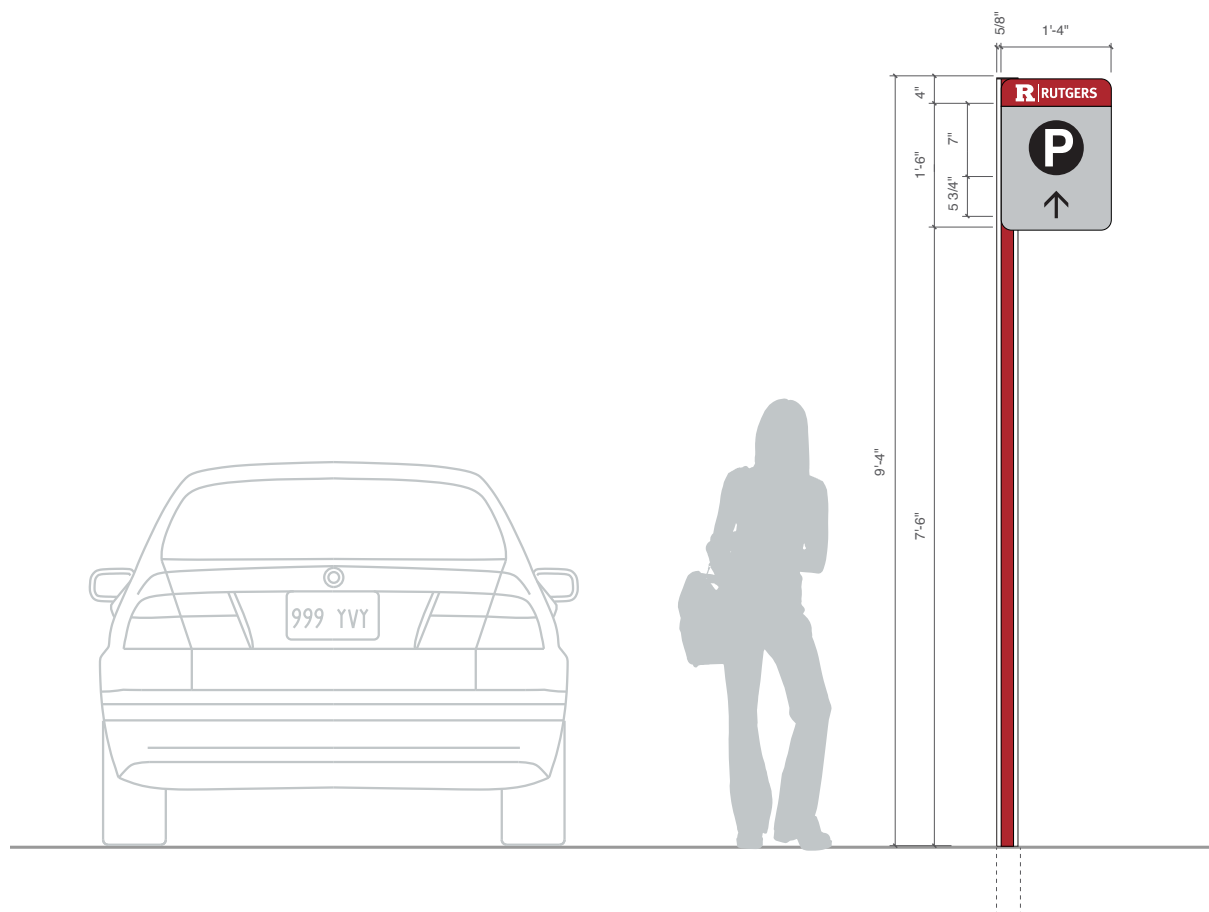Logo and symbols centered horizontally on panel

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2.5"

■ Parking Arrow Height: 4"

COLOR:

■ Pantone 1805 C

■ Pantone 428 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

Vehicular Wayfinding Signage

DR80.1

Roadway Trailblazer

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted
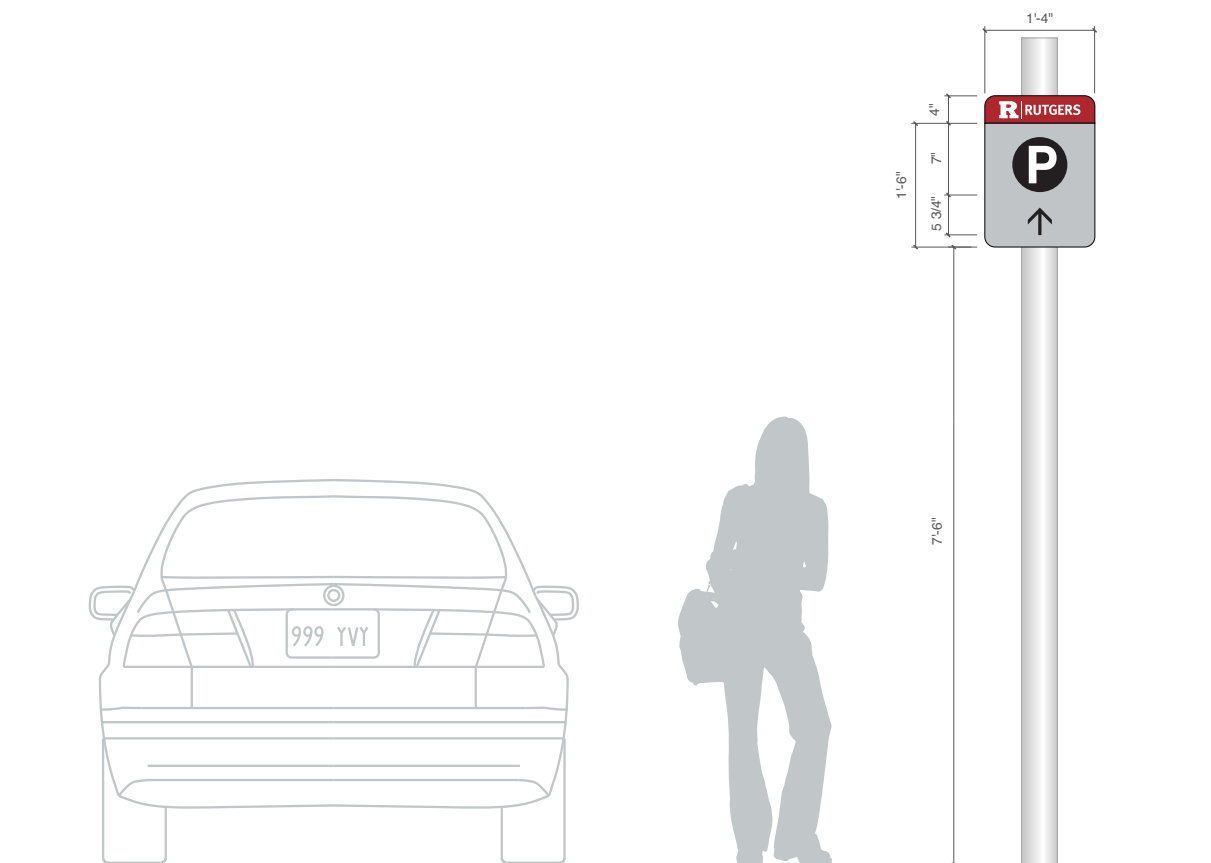
Content flush left on panel with 2 1/2" margin

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 5.3"

■ Arrow Height: 4"

■ Main Text Font: Helvetica Neue Medium

■ Main Text Cap Height: 3"

■ Main Text Tracking: +50

■ Main Text Leading: 336 pt

■ Line Spacing from First Line of Main
  Text is Determined by Text Leading

■ Breaks Between Messages
  are Empty Text Lines

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

□ Pantone 11-0601 TPX Bright White

DR80.2

Roadway Trailblazer

Scale: 1/2" = 1'-0"

....

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 2 1/2" margin
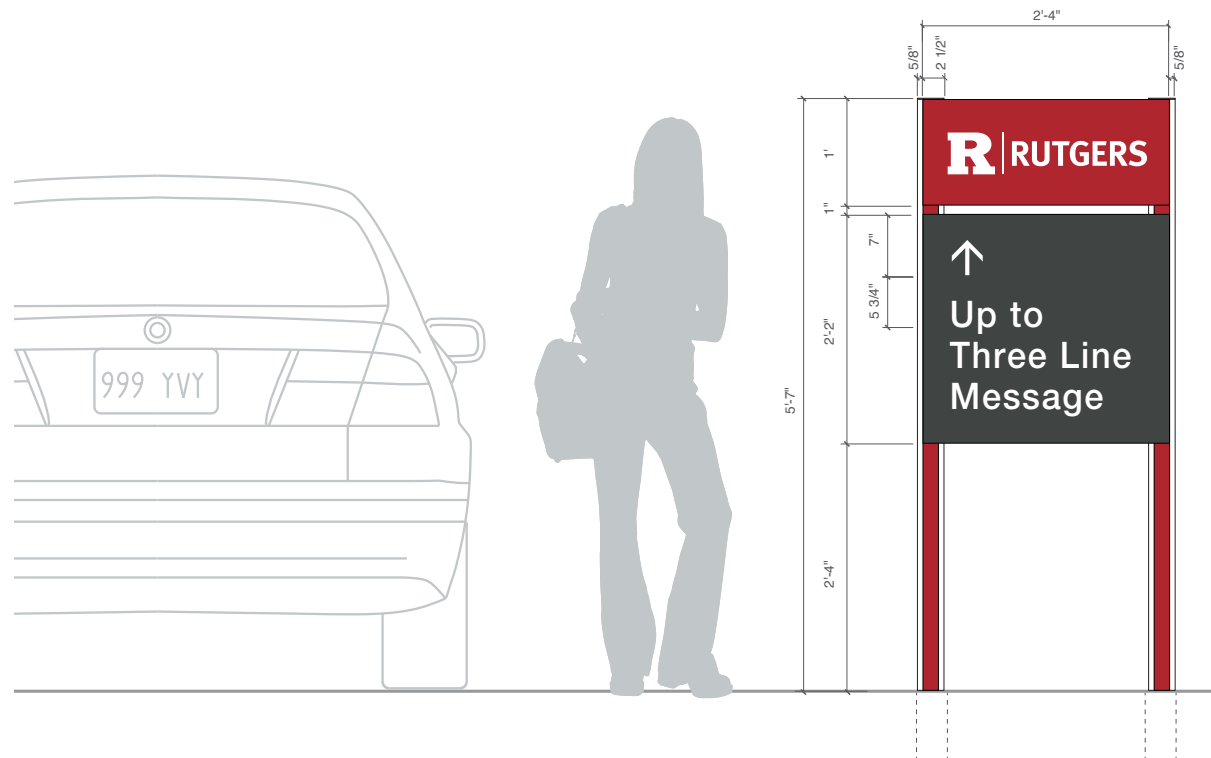
Sign to be mechanically constructed;
security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 5.3"
- Arrow Height: 5.3"
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 3"
- Main Text Tracking: +50
- Main Text Leading: 336 pt
- Line Spacing from First Line of Main Text is Determined by Text Leading
- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 11-0601 TPX Bright White

Pedestrian Wayfinding Signage

Pedestrian Wayfinding Signage Series Overview

Note: All signs on this page are not to scale.

PDR10.1
Pedestrian Directional

PDR10.2
Pedestrian Directional

ORT10.1
Orientation Map

ORT10.2
Orientation Map

INF10.1
Special Information

INF10.2
Special Information
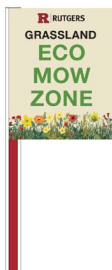
INF10.3
Special Information

Pedestrian Wayfinding Signage

PDR10.1

Pedestrian Directional

Scale: 1/2" = 1'-0"

....

Figure is 5'6" tall unless otherwise noted

Logo and arrows flush left on panel with 1 1/2" margin
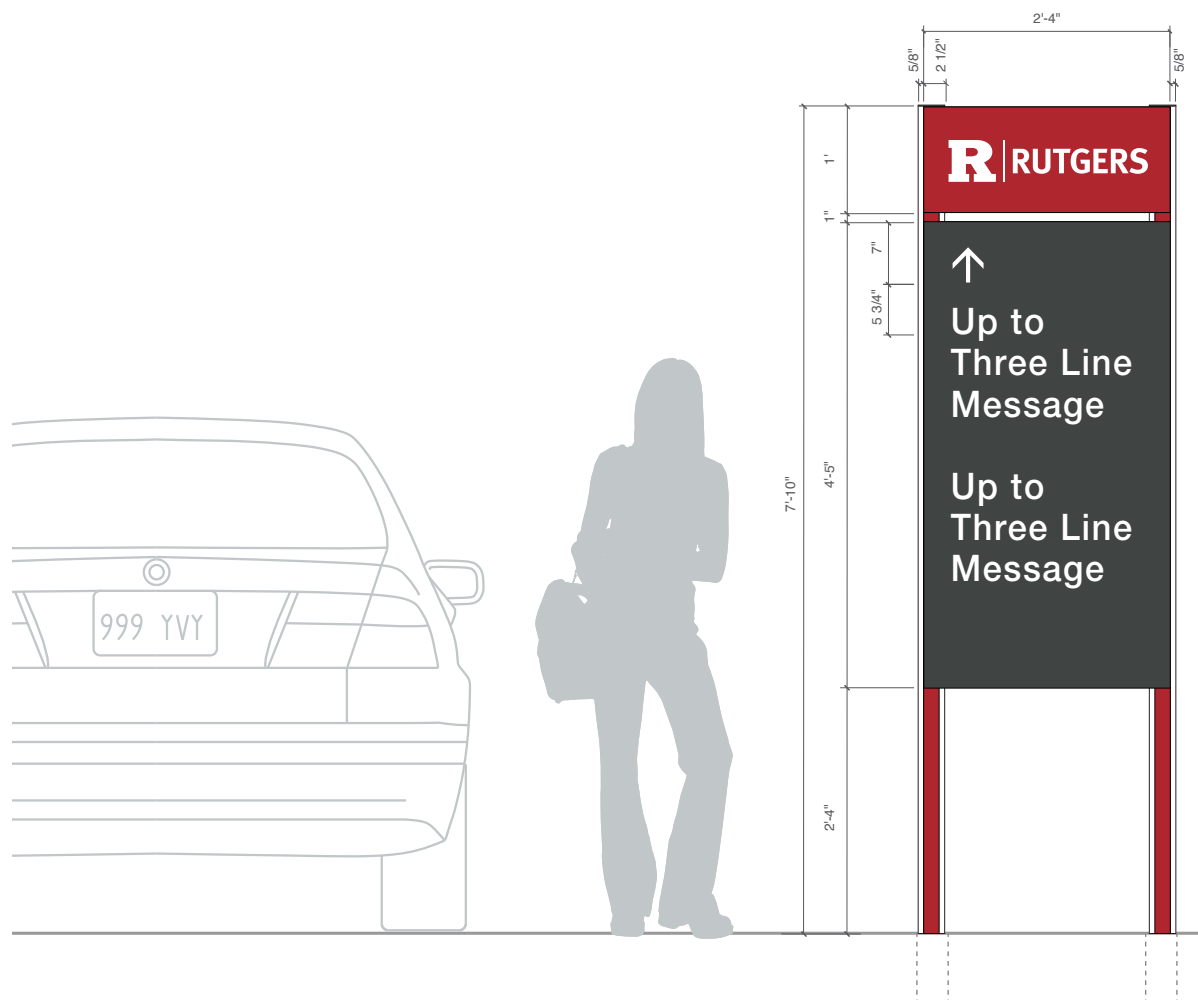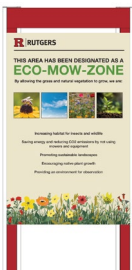
Text is flush left on panel with 5 1/4" margin

Sign to be mechanically constructed;
security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2"
- Arrow Height: 1.75"
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 1.25"
- Main Text Tracking: +50
- Main Text Leading: 142 pt
- Line Spacing from First Line of Main Text is Determined by Text Leading
- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White

PDR10.2

Pedestrian Directional

Scale: 1/2" = 1'-0"

·· ·

Figure is 5'6" tall unless otherwise noted

Logo and arrows flush left on panel with 1 1/2" margin

Text is flush left on panel with 5 1/4" margin
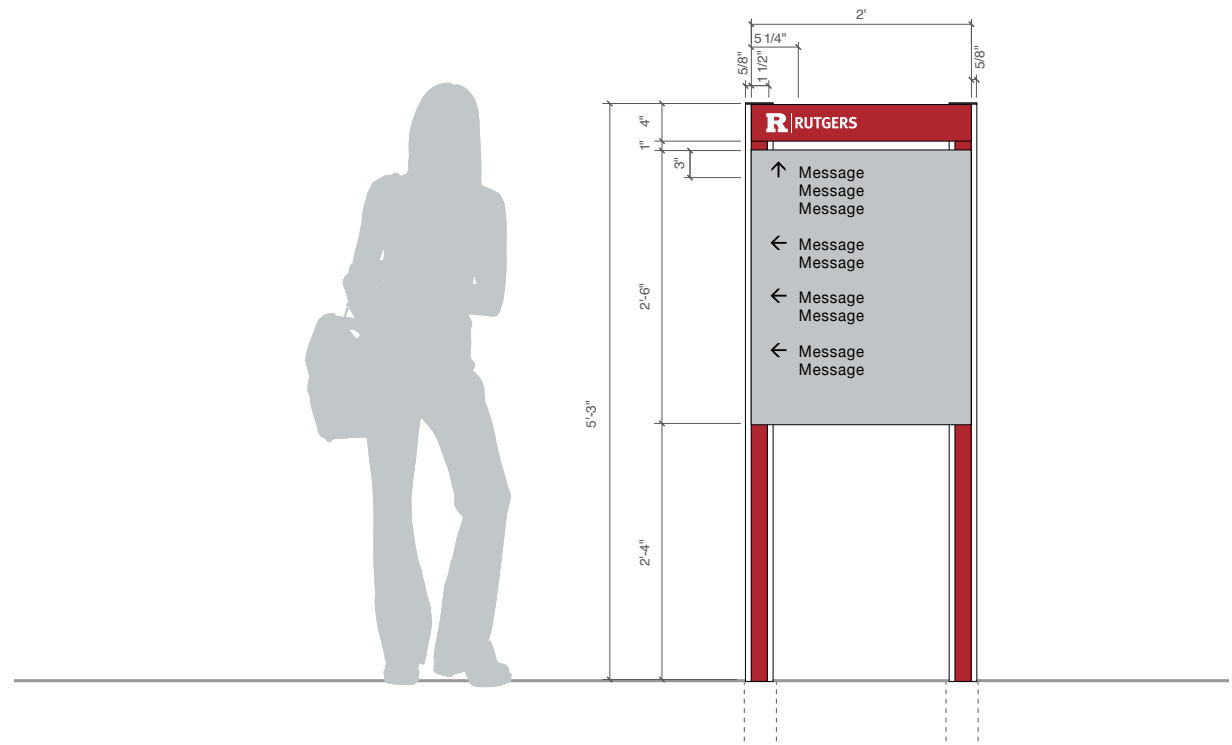
Sign to be mechanically constructed;
security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2"

■ Arrow Height: 1.75"

■ Main Text Font: Helvetica Neue Regular

■ Main Text Cap Height: 1.25"

■ Main Text Tracking: +50

■ Main Text Leading: 142 pt

■ Line Spacing from First Line of Main Text
   is Determined by Text Leading

■ Breaks Between Messages are Empty Text Lines

COLOR:

■ Pantone 1805 C

■ Pantone 428 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

Pedestrian Wayfinding Signage

ORT10.1

Orientation Map

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Logo flush left on panel with 1 1/2" margin

Panel information depends on environment, and can be altered to reflect various natural conditions or conservation initiatives.

For more map design standards, see

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

◼ Rutgers R Logo Height: 2"

COLOR:

◼ Pantone 1805 C

☐ Pantone 11-0601 TPX Bright White

ORT10.1

Orientation Map

Detail Map View

- Rutgers Buildings are represented in dark gray with a 3 pt black outline and drop shadow. Each building is labeled with a number.

- Rutgers Parking Lots are represented in light gray with a 2 pt black outline. Each parking lot is labeled on the map by name.

- Rutgers Parking Decks and Garages are represented in light gray with a 3 pt black outline and drop shadow. Each deck is labeled with a number like a building.

- Rutgers Outdoor Spaces are labeled with Letters.

- Partial campus maps must utilize a miniature Campus Overview on the bottom right side of the sign.

- Campus Overview Font: Helvetica Neue Bold, 20 pts, Black with white rectangular background at 50% opacity.

- Campus Overview Street Label Font: Helvetica Neue Bold, 7 pts, Black.

- Map Title Font: Helvetica Neue Bold, 65 pts, Red.

- Legend Title: Helvetica Neue Bold, 30 pts, Black.

- Legend main text: Helvetica Neue Regular, 20 pts, Black.

- Category Fonts (Buildings, Outdoor Spaces, etc.): Helvetica Neue Bold, 36 pts, Black.

- Building and Outdoor Spaces Labels (Numbers/Letters): Helvetica Neue Bold, 25 pts, Black.

- Parking Lot names, street names, and other spaces: Helvetica Neue Bold, 14 pts, Black.

- Building Listing main text: Helvetica Neue Regular, 25 pts, Black.

- Map URL font: Helvetica Neue Bold, 14 pts, Black.

- QR Code Height: 2"

- "You Are Here" Star Height: 0.75"

- Bus and Train Stop symbol height: 0.4"

- Emergency Phone and ADA Accessible Entrance symbol height: 0.25"

- Use 2 pt black leader line for names/labels that cannot fit over a given building or parking lot.

Legend
- ☆ You Are Here
- Emergency Phones
- Rutgers Bus Stops
- Rutgers Buildings
- Rutgers Parking
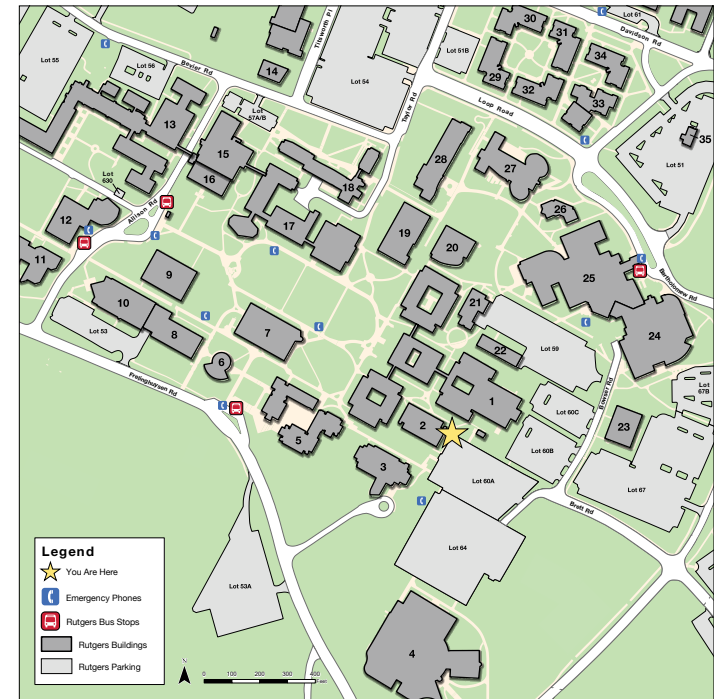
Busch Campus

Buildings

1. School of Engineering Building
2. Electrical Engineering Building
3. Computing Research & Education Building
4. Sonny A. Werblin Recreation Center
5. Hill Center
6. Physics Lecture Hall
7. Science & Engineering Resource Center
8. Serin Physics Building
9. Nanophysics Laboratory
10. Physics & Astronomy Building
11. Psychology Building
12. Allison Road Classroom Building
13. Nelson Biology Laboratories
14. Bruce and Phyllis Nicholas Engineering Student Studio
15. Life Sciences Building
16. Smithers Hall
17. Wright Rieman Laboratories
18. Chemistry & Chemical Biology Building
19. McLaren Center for Ceramic Research
20. Fiber Optics Materials Research Building
21. Civil Engineering Laboratory
22. Center for Advanced Infrastructure & Technology
23. CBIM Modular Building
24. Busch Dining Hall
25. Busch Campus Center
26. Paul Robeson Cultural Center
27. Richard Weeks Hall of Engineering
28. Biomedical Engineering Building
29. Morrow Residence Hall
30. Crosby Residence Hall
31. Judson Residence Hall
32. Thomas Residence Hall
33. McCormick Residence Hall
34. Winkler Residence Hall
35. Rutgers Federal Credit Union

ORT10.2

Orientation Map

Scale: 1/2" = 1'-0"

....

Figure is 5'6" tall unless otherwise noted

Logo flush left on panel with 1 3/4" margin

Panel information depends on environment, and can be altered to reflect various natural conditions or conservation initiatives.

For more map design standards, see page 35 in the Introduction.

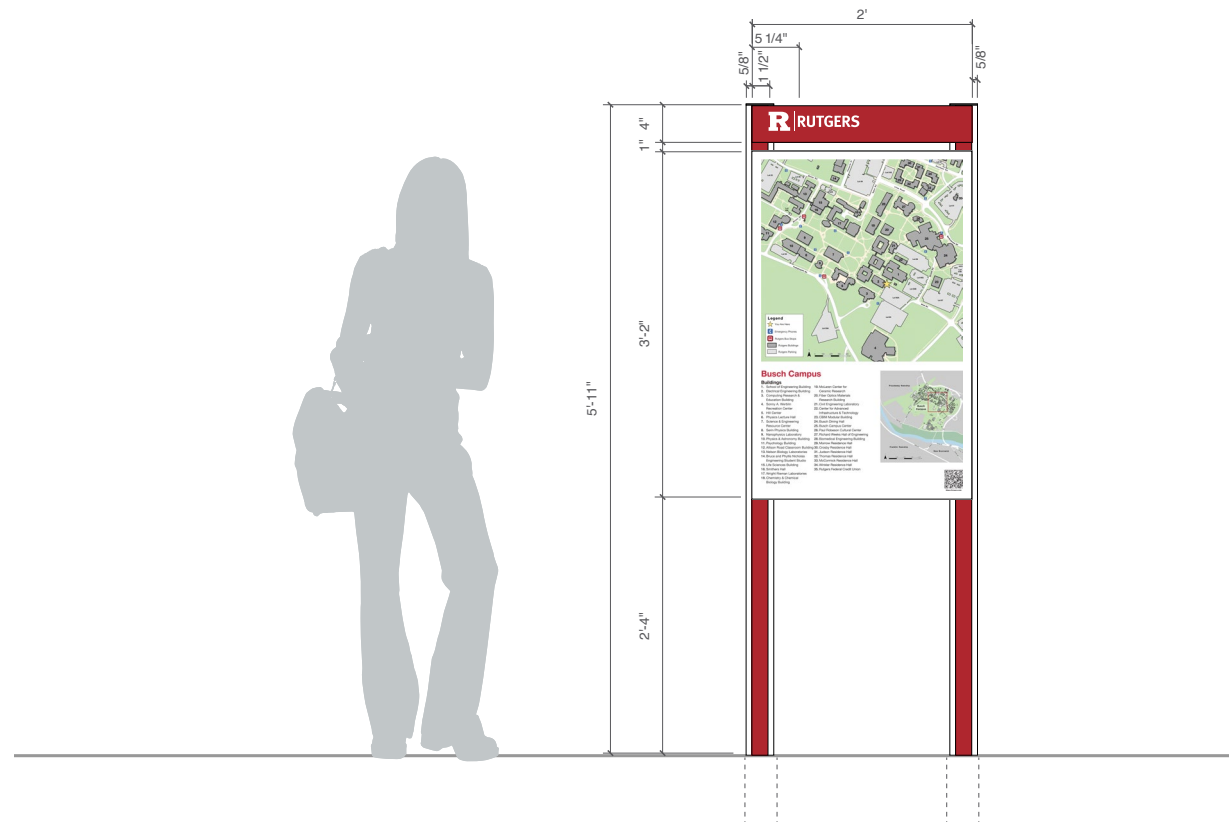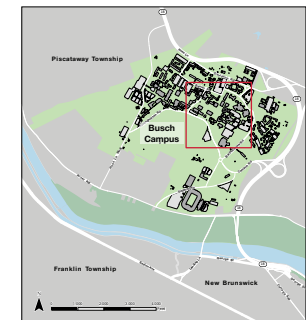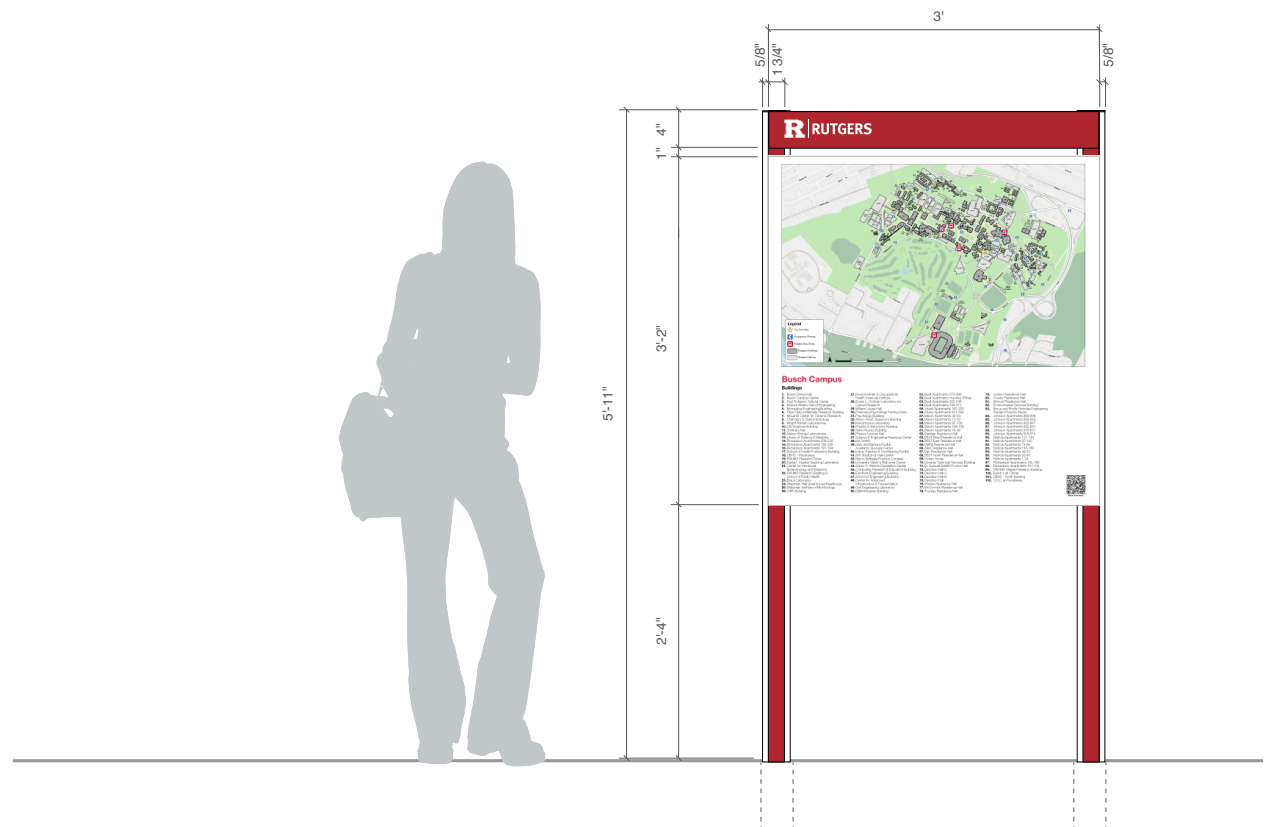Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2"

COLOR:

■ Pantone 1805 C

□ Pantone 11-0601 TPX Bright White

ORT10.2

Orientation Map

Detail Map View

■ Rutgers Buildings are represented in dark gray with a 3 pt black outline and drop shadow. Each building is labeled with a number

■ Rutgers Parking Lots are represented in light gray with a 2 pt black outline. Each parking lot is labeled on the map by name

■ Rutgers Parking Decks and Garages are represented in light gray with a 3 pt black outline and drop shadow. Each deck is labeled with a number like a building

■ Rutgers Outdoor Spaces are labeled with Letters

■ Partial campus maps must utilize a miniature Campus Overview on the bottom right side of the sign

■ Map Title Font: Helvetica Neue Bold, 65 pts, Red

■ Legend Title: Helvetica Neue Bold, 30 pts, Black

■ Legend main text: Helvetica Neue Regular, 20 pts, Black

■ Category Fonts (Buildings, Outdoor Spaces, etc.): Helvetica Neue Bold, 36 pts, Black

Legend
- ☆ You Are Here
- 🅲 Emergency Phones
- 🚌 Rutgers Bus Stops
- ■ Rutgers Buildings
- ▢ Rutgers Parking

Busch Campus

Buildings

1. Busch Dining Hall
2. Busch Campus Center
3. Paul Robeson Cultural Center
4. Richard Weeks Hall of Engineering
5. Biomedical Engineering Building
6. Fiber Optics Materials Research Building
7. McLaren Center for Ceramic Research
8. Chemistry & Chemical Biology
9. Wright Rieman Laboratories
10. Life Sciences Building
11. Smithers Hall
12. Nelson Biology Laboratories
13. Library of Science & Medicine
14. Richardson Apartments 209-232
15. Richardson Apartments 185-208
16. Richardson Apartments 161-184
17. School of Health Professions Building
18. UBHC - Piscataway
19. RWJMS Research Tower
20. Daniel I. Kessler Teaching Laboratory
21. Center for Advanced Biotechnology and Medicine
22. RWJMS Research Building & School of Public Health
23. Braun Laboratory
24. Waksman Hall Greenhouse/Headhouse
25. Waksman Institute of Microbiology
26. CIPR Building

27. Environmental & Occupational Health Sciences Institute
28. Susan L. Cullman Laboratory for Cancer Research
29. William Levine Hall
30. Pharmacy/Psychology Parking Deck
31. Psychology Building
32. Allison Road Classroom Building
33. Nanophysics Laboratory
34. Physics & Astronomy Building
35. Serin Physics Building
36. Physics Lecture Hall
37. Science & Engineering Resource Center
38. Hill Center
39. Gary and Barbara Rodkin Academic Success Center
40. Indoor Practice & Conditioning Facility
41. SHI Stadium & Hale Center
42. Marco Battaglia Practice Complex
43. University Visitor's Welcome Center
44. Sonny A. Werblin Recreation Center
45. Computing Research & Education Building
46. Electrical Engineering Building
47. School of Engineering Building
48. Center for Advanced Infrastructure & Transportation
49. Civil Engineering Laboratory
50. CBIM Modular Building

51. Buell Apartments 373-396
52. Buell Apartments Housing Offices
53. Buell Apartments 325-348
54. Buell Apartments 349-372
55. Silvers Apartments 197-220
56. Silvers Apartments 221-244
57. Marvin Apartments 43-54
58. Marvin Apartments 13-30
59. Marvin Apartments 97-108
60. Marvin Apartments 109-120
61. Marvin Apartments 79-96
62. Metzger Residence Hall
63. BEST West Residence Hall
64. BEST East Residence Hall
65. Mattia Residence Hall
66. Allen Residence Hall
67. Barr Residence Hall
68. BEST North Residence Hall
69. Library Annex
70. Libraries Technical Services Building
71. Dr. Samuel DeWitt Proctor Hall
72. Davidson Hall D
73. Davidson Hall C
74. Davidson Hall B
75. Davidson Hall
76. Winkler Residence Hall
77. McCormick Residence Hall
78. Thomas Residence Hall

79. Judson Residence Hall
80. Crosby Residence Hall
81. Morrow Residence Hall
82. Environmental Services Building
83. Bruce and Phyllis Nicholas Engineering Student Projects Studio
84. Johnson Apartments 884-899
85. Johnson Apartments 868-883
86. Johnson Apartments 852-867
87. Johnson Apartments 832-851
88. Johnson Apartments 816-831
89. Johnson Apartments 800-815
90. Nichols Apartments 121-144
91. Nichols Apartments 97-120
92. Nichols Apartments 73-96
93. Nichols Apartments 145-160
94. Nichols Apartments 49-72
95. Nichols Apartments 25-48
96. Nichols Apartments 1-24
97. Richardson Apartments 125-160
98. Richardson Apartments 101-124
99. RWJMS Staged Research Building
100. Busch Lab Center
101. UBHC - North Building
102. CCLC at Piscataway

Maps.Rutgers.edu

ORT10.2

Orientation Map

Detail Map View

■ Building and Outdoor Spaces
Labels (Numbers/Letters on Map):
Helvetica Neue Bold, 15 pts, Black

■ Building and Outdoor Spaces Labels
(Numbers/Letters in List): Helvetica
Neue Bold, 25 pts, Black

■ Parking Lot names, street names, and other
spaces: Helvetica Neue Bold, 10 pts, Black

■ Building Listing main text: Helvetica
Neue Regular, 25 pts, Black

■ Map URL font: Helvetica Neue
Bold, 14 pts, Black

■ QR Code Height: 2"

■ "You Are Here" Star Height: 0.8"

■ Bus Stop symbol height: 0.5"

■ Emergency Phone symbol height: 0.25"

■ Use 2 pt black leader line for
names/labels that cannot fit over
a given building or parking lot

Legend
★ You Are Here
🔵 Emergency Phones
🔴 Rutgers Bus Stops
⬛ Rutgers Buildings
⬜ Rutgers Parking

Busch Campus

Buildings

1. Busch Dining Hall
2. Busch Campus Center
3. Paul Robeson Cultural Center
4. Richard Weeks Hall of Engineering
5. Biomedical Engineering Building
6. Fiber Optics Materials Research Building
7. McLaren Center for Ceramic Research
8. Chemistry & Chemical Biology
9. Wright Rieman Laboratories
10. Life Sciences Building
11. Smithers Hall
12. Nelson Biology Laboratories
13. Library of Science & Medicine
14. Richardson Apartments 209-232
15. Richardson Apartments 185-208
16. Richardson Apartments 161-184
17. School of Health Professions Building
18. UBHC - Piscataway
19. RWJMS Research Tower
20. Daniel I. Kessler Teaching Laboratory
21. Center for Advanced
Biotechnology and Medicine
22. RWJMS Research Building &
School of Public Health
23. Braun Laboratory
24. Waksman Hall Greenhouse/Headhouse
25. Waksman Institute of Microbiology
26. CIPR Building

27. Environmental & Occupational
Health Sciences Institute
28. Susan L. Cullman Laboratory for
Cancer Research
29. William Levine Hall
30. Pharmacy/Psychology Parking Deck
31. Psychology Building
32. Allison Road Classroom Building
33. Nanophysics Laboratory
34. Physics & Astronomy Building
35. Serin Physics Building
36. Physics Lecture Hall
37. Science & Engineering Resource Center
38. Hill Center
39. Gary and Barbara Rodkin
Academic Success Center
40. Indoor Practice & Conditioning Facility
41. SHI Stadium & Hale Center
42. Marco Battaglia Practice Complex
43. University Visitor's Welcome Center
44. Sonny A. Werblin Recreation Center
45. Computing Research & Education Building
46. Electrical Engineering Building
47. School of Engineering Building
48. Center for Advanced
Infrastructure & Transportation
49. Civil Engineering Laboratory
50. CBIM Modular Building

51. Buell Apartments 373-396
52. Buell Apartments Housing Offices
53. Buell Apartments 325-348
54. Buell Apartments 349-372
55. Silvers Apartments 197-220
56. Silvers Apartments 221-244
57. Marvin Apartments 43-54
58. Marvin Apartments 13-30
59. Marvin Apartments 97-108
60. Marvin Apartments 109-120
61. Marvin Apartments 79-96
62. Metzger Residence Hall
63. BEST West Residence Hall
64. BEST East Residence Hall
65. Mattia Residence Hall
66. Allen Residence Hall
67. Barr Residence Hall
68. BEST North Residence Hall
69. Library Annex
70. Libraries Technical Services Building
71. Dr. Samuel DeWitt Proctor Hall
72. Davidson Hall D
73. Davidson Hall C
74. Davidson Hall B
75. Davidson Hall
76. Winkler Residence Hall
77. McCormick Residence Hall
78. Thomas Residence Hall

79. Judson Residence Hall
80. Crosby Residence Hall
81. Morrow Residence Hall
82. Environmental Services Building
83. Bruce and Phyllis Nicholas Engineering
Student Projects Studio
84. Johnson Apartments 884-899
85. Johnson Apartments 868-883
86. Johnson Apartments 852-867
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89. Johnson Apartments 800-815
90. Nichols Apartments 121-144
91. Nichols Apartments 97-120
92. Nichols Apartments 73-96
93. Nichols Apartments 145-160
94. Nichols Apartments 49-72
95. Nichols Apartments 25-48
96. Nichols Apartments 1-24
97. Richardson Apartments 125-160
98. Richardson Apartments 101-124
99. RWJMS Staged Research Building
100. Busch Lab Center
101. UBHC - North Building
102. CCLC at Piscataway

Maps.Rutgers.edu

Pedestrian Wayfinding Signage

INF10.1

Special Information

Scale: 1/2" = 1'-0"

....

Figure is 5'6" tall unless otherwise noted

Panel information depends on environment, and can be altered to reflect various natural conditions or conservation initiatives.

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 1.7"

COLOR:

■ Pantone 1805 C

□ Hex# ECE5CD (Pantone 7499 C)

■ Hex# 579742 (Pantone 362 C)

■ Pantone Black C

INF10.1

Special Information

Detailed Graphic View

R | RUTGERS

MEADOW HABITAT

WHAT MAKES IT A MEADOW?

A meadow is a type of habitat characterized by a combination of specific features related to its vegetation, soil, and environment. Key elements that constitute a meadow are:

1. **Herbaceous Vegetation** - grasses, wildflowers, and other non-woody plants.
2. **Open, Non-forest Environment** - meadows may be natural or may result from human-related activity such as livestock grazing or mowing.
3. **Moisture Level** - meadows often have moderate soil moisture levels, but can be wet or marshy.
4. **Seasonal Growth Cycles** - in spring and summer, grasses and flowers grow lush, in fall and winter, many plants die back or become dormant.
5. **Ecological Importance** - meadows are important ecosystems for conservation because of their role in supporting pollinators and other species.

Little Bluestem in fall

Little Bluestem in spring

LITTLE BLUESTEM
Schizachyrium scoparium

Little Bluestem is a foundational species in meadow ecosystems. It contributes to soil health, supports wildlife, aids in nutrient cycling, and helps maintain the ecological balance of the habitat. Its deep roots, resilience, and habitat value make it indispensable to the overall functioning and biodiversity of these ecosystems.

EASTERN TIGER SWALLOWTAIL
Papilio glaucus

HONEY BEE
Apis mellifera

Meadows provide a wide array of **essential ecosystem services** that contribute to the health of both natural environments and human communities. From supporting biodiversity and stabilizing soil to mitigating floods, sequestering carbon, and purifying water, meadows are invaluable to the functioning of the broader landscape. These benefits highlight the importance of conserving meadows and promoting their restoration in ecosystems that have been degraded or converted.

SPOTTED JOE PYE WEED
Eutrochium maculatum
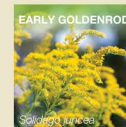
EARLY GOLDENROD
Solidago juncea
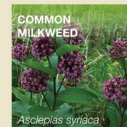
COMMON MILKWEED
Asclepias syriaca

BLUE WILD INDIGO
Baptisia australis

Plant diversity is essential to the health of a meadow because it strengthens the ecosystem's ability to resist and recover from disturbances, supports a wide range of wildlife, enhances soil and water health, and helps maintain ecological balance. A rich variety of plant species ensures that a meadow can thrive in the long term, adapting to changing environmental conditions and providing essential ecosystem services. Key reasons why plant diversity is so important are: ecosystem stability and resilience, enhanced biodiversity, nutrient cycling and soil health, pest and disease regulation, water and resource efficiency, aesthetic and ecological value, competition and balance, and carbon sequestration.

RATTLESNAKE MASTER
Eryngium yuccifolium

BUTTERFLY MILKWEED
Asclepias tuberosa
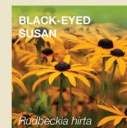
BLACK-EYED SUSAN
Rudbeckia hirta

PURPLE CONEFLOWER
Echinacea purpurea

MONARCH BUTTERFLY
Danaus plexippus

TAKE A CLOSER LOOK

As you observe the diverse meadow ecosystem, you will notice that this rich and complex environment changes with the seasons, provides food and shelter for many birds, small animals, reptiles, insects, and spiders. Look for bird nests, spider webs, insect eggs, and mice tunnels among the plants. Birds and small mammals may also occupy the meadow, drawn by the presence of seeds, insects, small rodents, and snakes that they can feed on.

EASTERN BLUEBIRD
Sialia sialis

RED MILKWEED BEETLE
Tetraopes tetrophthalmus

INF10.2

Special Information

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Panel information depends on environment, and can be altered to reflect various natural conditions or conservation initiatives.
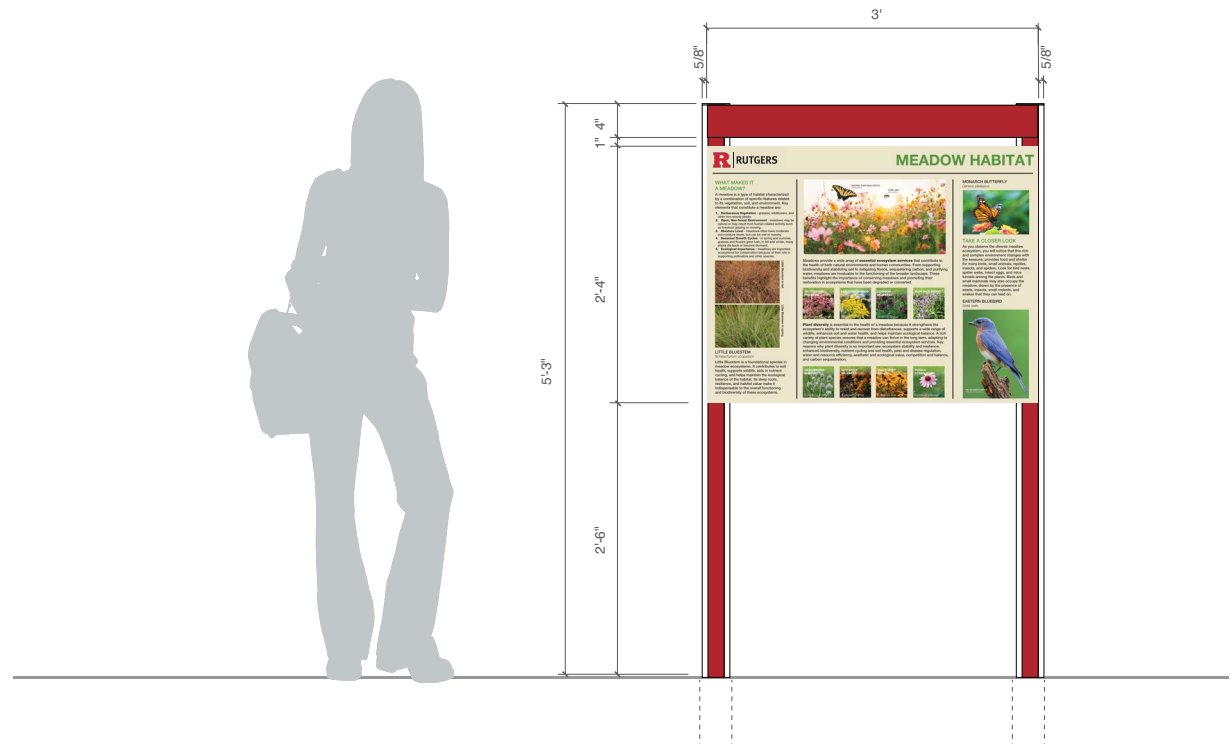
Sign to be mechanically constructed; security screws to be color matched

COLOR:

- Pantone 1805 C
- Hex# ECE5CD (Pantone 7499 C)
- Hex# 579742 (Pantone 362 C)
- Pantone Black C

R | RUTGERS

THIS AREA HAS BEEN DESIGNATED AS A
ECO-MOW-ZONE

By allowing the grass and natural vegetation to grow, we are:

Increasing habitat for insects and wildlife

Saving energy and reducing CO2 emissions by not using mowers and equipment

Promoting sustainable landscapes

Encouraging native plant growth

Providing an environment for observation

R | RUTGERS

BIODIVERSITY RAIN GARDEN

Absorbs and filters rain water to reduce runoff and prevent its pollutants from reaching nearby waterways.

Mostly native trees, shrubs, and meadow plants - ideal spots for birds to take shelter and nurture their young. This flora will also attract pollinators that serve as essential food for birds and other wildlife.

Offers visual and sensory appeal to passersby, inviting them to reflect and connect with nature amidst the bustle of the city.

GUIDING PRINCIPLES | **GET INVOLVED**

Native plants - easier to grow and maintain, favorable to local wildlife | Volunteer - water plants during dry spells, weed out invasive species

Structural and species diversity - promotes garden integrity and antimaintenance | Monitor - notice and respect plant and animal diversity around the garden

Aesthetic appeal - contributes color and encourages interaction with the garden | Educate - learn more about gardens like this one - and even plant your own!

INF10.2

Special Information

Detailed Graphic View

RUTGERS

THIS AREA HAS BEEN DESIGNATED AS A
ECO-MOW-ZONE

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RUTGERS

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Offers visual and sensory appeal to passerbys, inviting them to reflect and connect with nature amidst the bustle of the city.

GUIDING PRINCIPLES

Native plants - easier to grow and maintain, favorable to local wildlife

Structural and species diversity - promotes garden integrity and selfmaintenance

Aesthetic appeal - contributes color and encourages interaction with the garden

GET INVOLVED

Volunteer - water plants during dry spells, weed out invasive species

Monitor - notice and respect plant and animal diversity around the garden

Educate - learn more about gardens like this one - and even plant your own!

INF10.3

Vehicular Special Information

Scale: 3/8" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Content horizontally on panel

Sign to be mechanically constructed;
security screws to be color matched

SIGN SPECIFICATIONS:

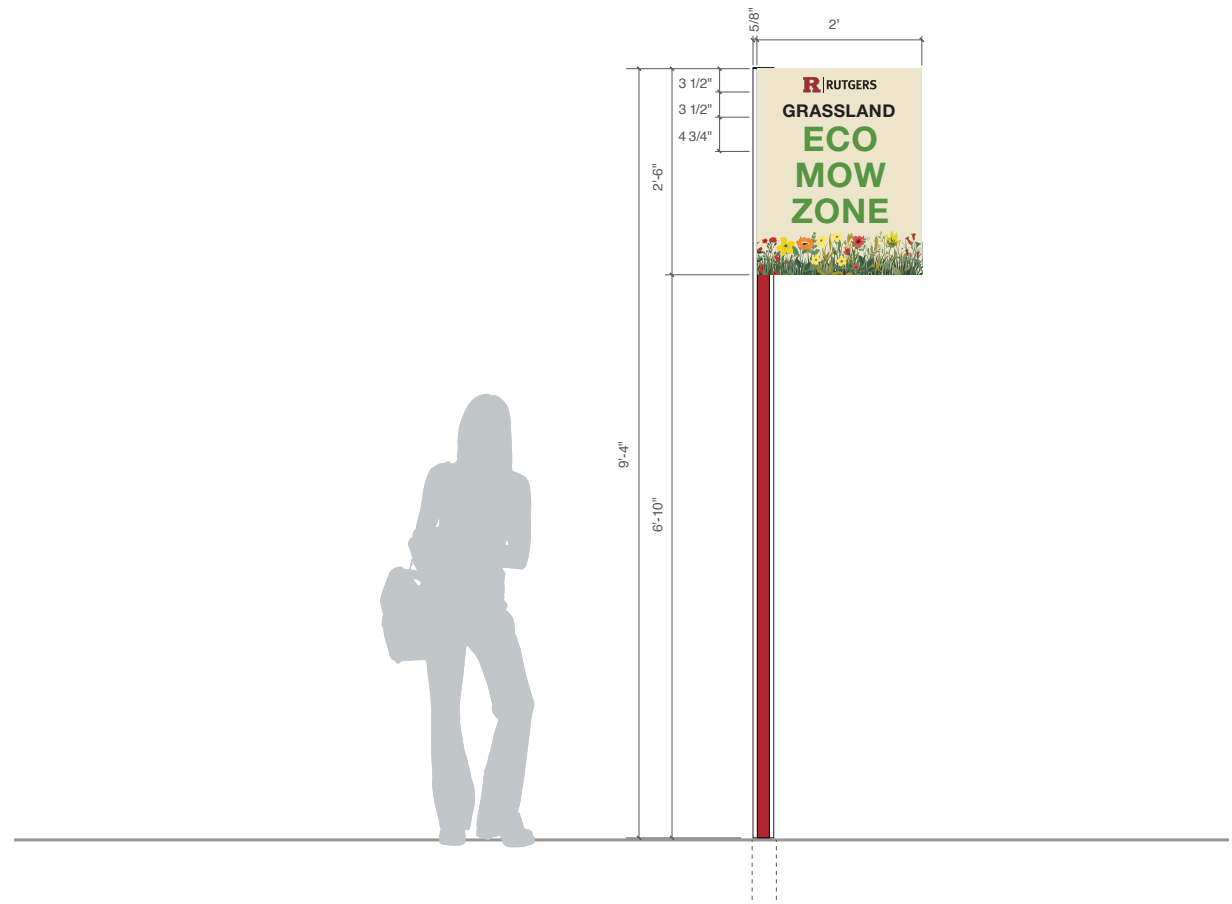▪ Rutgers R Logo Height: 2.25"

▪ Grassland Text Font: Helvetica Neue Bold

▪ Grassland Text Cap Height: 2"

▪ Grassland Text Tracking: +25

▪ Eco Mow Zone Text Font: Helvetica Neue Bold

▪ Eco Mow Zone Text Cap Height: 3.5"

▪ Eco Mow Zone Text Tracking: +25

▪ Eco Mow Zone Text Leading: 376

COLOR:

■ Pantone 1805 C

■ Hex# ECE5CD (Pantone 7499 C)

■ Hex# 579742 (Pantone 362 C)

■ Pantone Black C

Building Identification Signage

Building Identification Signage Series Overview

Note: All signs on this page are not to scale.

ID10.1
Building Identification
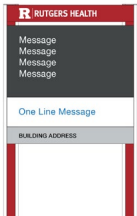
ID10.2
Building Identification

ID10.3
Building Identification

ID10.4
Building Identification

ID20.1
Building Identification

ID20.1
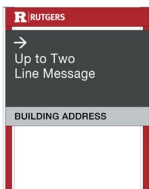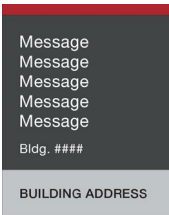Building Identification

ID20.2
Building Identification

ID20.2
Building Identification

ID30.1
Building Identification

ID30.2
Building Identification
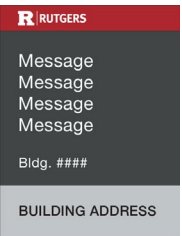
ID30.3
Building Identification

ID30.4
Building Identification

Building Identification Signage Series Overview

Note: All signs on this page are not to scale.

R | RUTGERS

School of Social Work

390 George Street

Bldg. 8862

ID40.1
Building Identification

Science Building

Science Building

1234

ID50.1
Building Identification

Building Identification Signage

ID10.1

Building Identification

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 3" margin

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2.5"
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 1.5"
- Main Text Tracking: +25
- Main Text Leading: 180 pt
- Address Font: Helvetica Neue Medium
- Address Cap Height: 1"
- Address Text Tracking: +25
- Address text vertically centered on panel

- Line Spacing from First Line of Main Text is Determined by Text Leading
- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White

ID10.2

Building Identification

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 3" margin

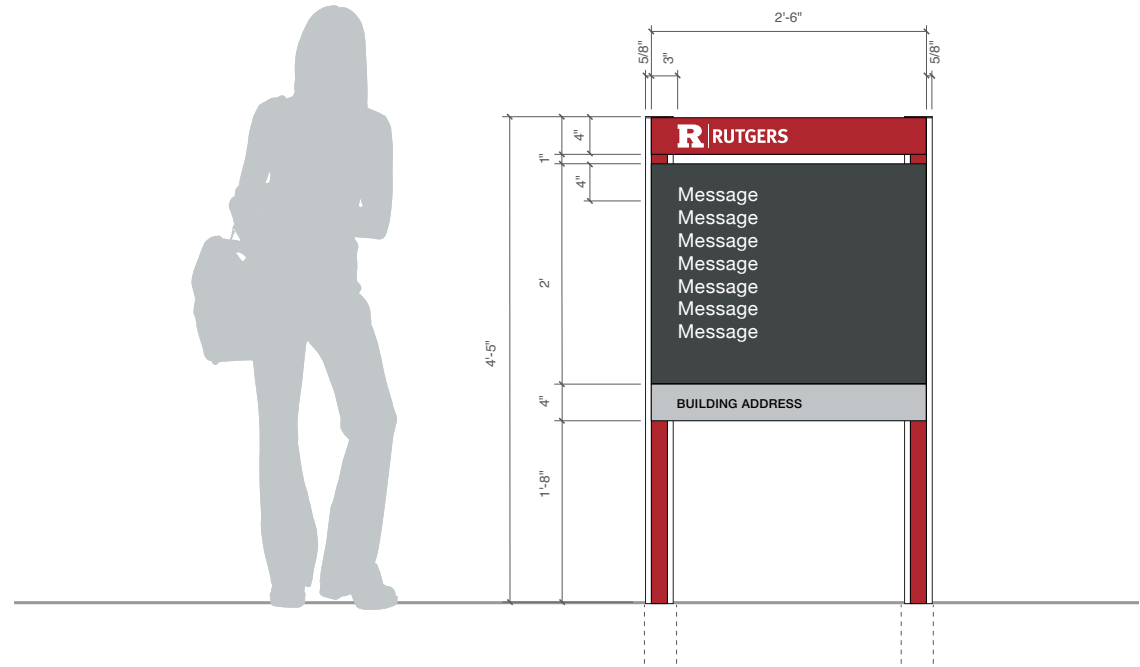Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2.5"

- Main Text Font: Helvetica Neue Regular

- Main Text Cap Height: 1.5"

- Main Text Tracking: +25

- Main Text Leading: 180 pt

- Address Font: Helvetica Neue Medium

- Address Cap Height: 1"

- Address Text Tracking: +25

- Address text vertically centered on panel

- Emergency Text Font: Helvetica Neue Regular

- Emergency Text Cap Height: 1 1/2"

- Emergency Text Tracking: +25

- Emergency Text Leading: Auto

- Emergency Text vertically centered on panel

- Line Spacing from First Line of Main Text is Determined by Text Leading

- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C

- Pantone 446 C

- Pantone 428 C

- Pantone Black C

- Pantone 11-0601 TPX Bright White

- Pantone 285 C

ID10.3

Building Identification

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 3" margin

Sign to be mechanically constructed; security screws to be color matched
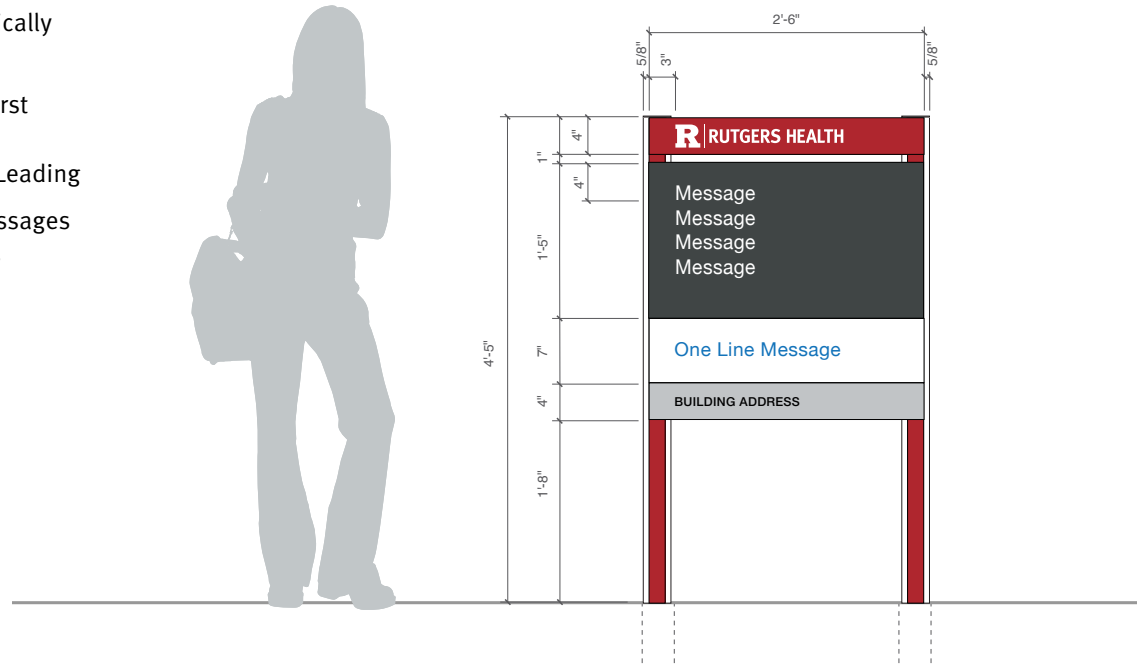
SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2.5"
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 1.5"
- Main Text Tracking: +25
- Main Text Leading: 180 pt
- Address Font: Helvetica Neue Medium
- Address Cap Height: 1"
- Address Text Tracking: +25
- Address text vertically centered on panel

- Line Spacing from First Line of Main Text is Determined by Text Leading
- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White

ID10.4

Building Identification

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 3" margin

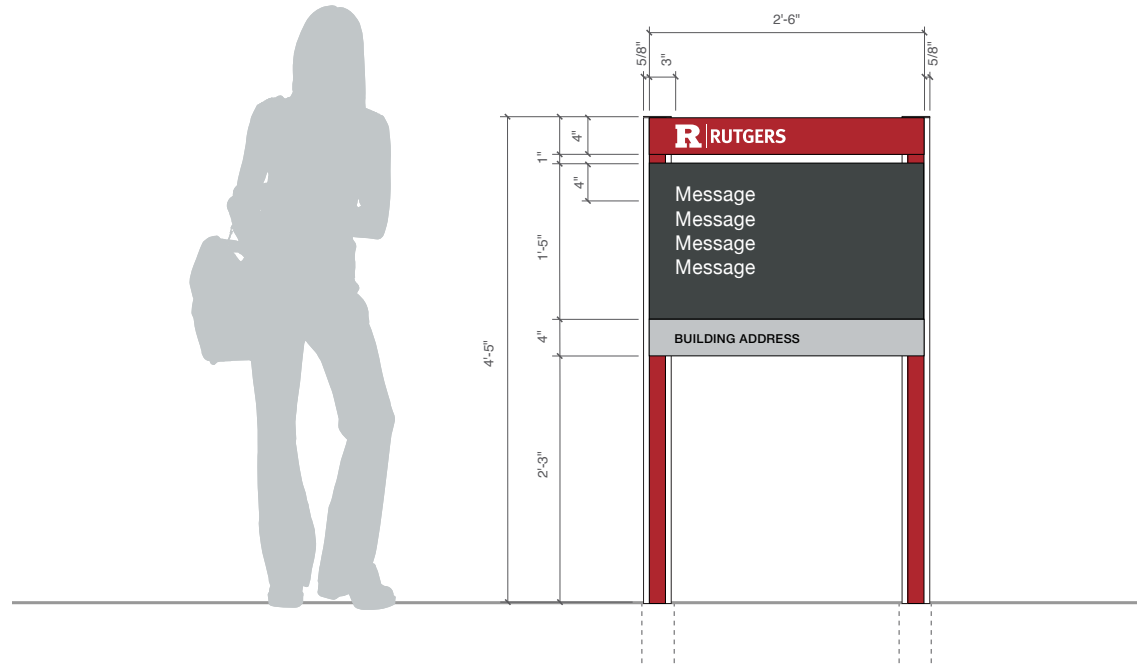Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2.5"
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 1.5"
- Main Text Tracking: +25
- Main Text Leading: 180 pt
- Address Font: Helvetica Neue Medium
- Address Cap Height: 1"
- Address Text Tracking: +25
- Address text vertically centered on panel

- Line Spacing from First Line of Main Text is Determined by Text Leading
- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White

Building Identification Signage

ID20.1

Building Identification

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 3" margin

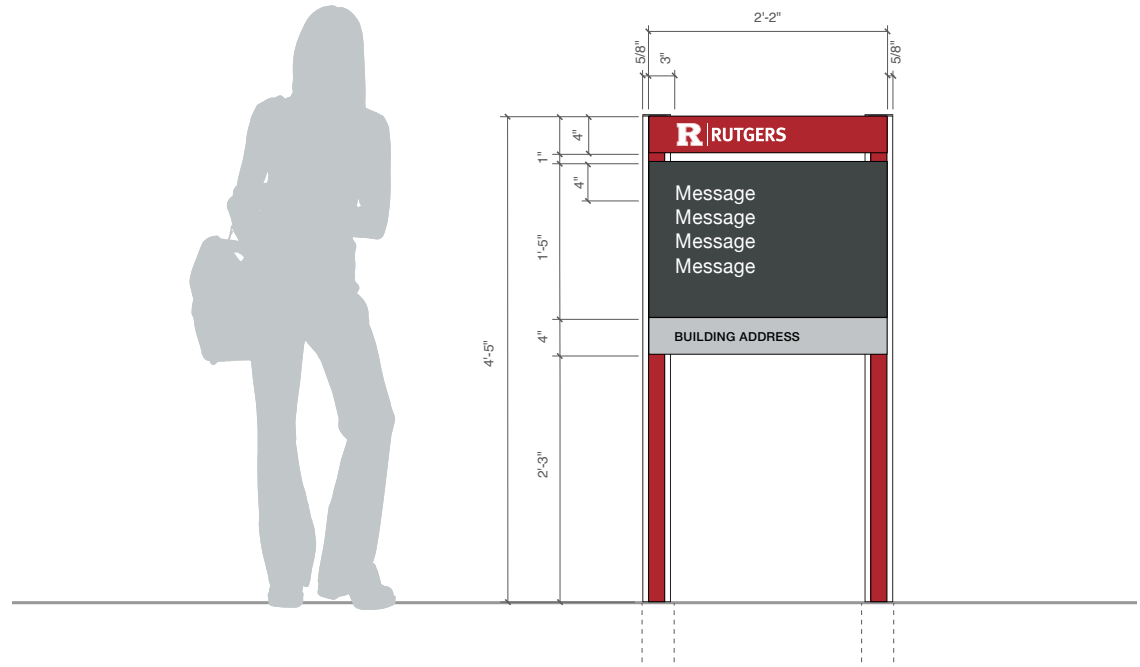Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 3.3"

■ Main Text Font: Helvetica Neue Regular

■ Main Text Cap Height: 3"

■ Main Text Tracking: +25

■ Main Text Leading: 336 pt

■ Address Font: Helvetica Neue Medium

■ Address Cap Height: 2"

■ Address Text Tracking: +25

■ Arrow Height:4"

■ Address text vertically centered on panel

■ Line Spacing from First Line of Main Text is Determined by Text Leading

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

■ Pantone 428 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

R | RUTGERS

Up to
Three Line
Message

BUILDING ADDRESS

ID20.1

Building Identification

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless
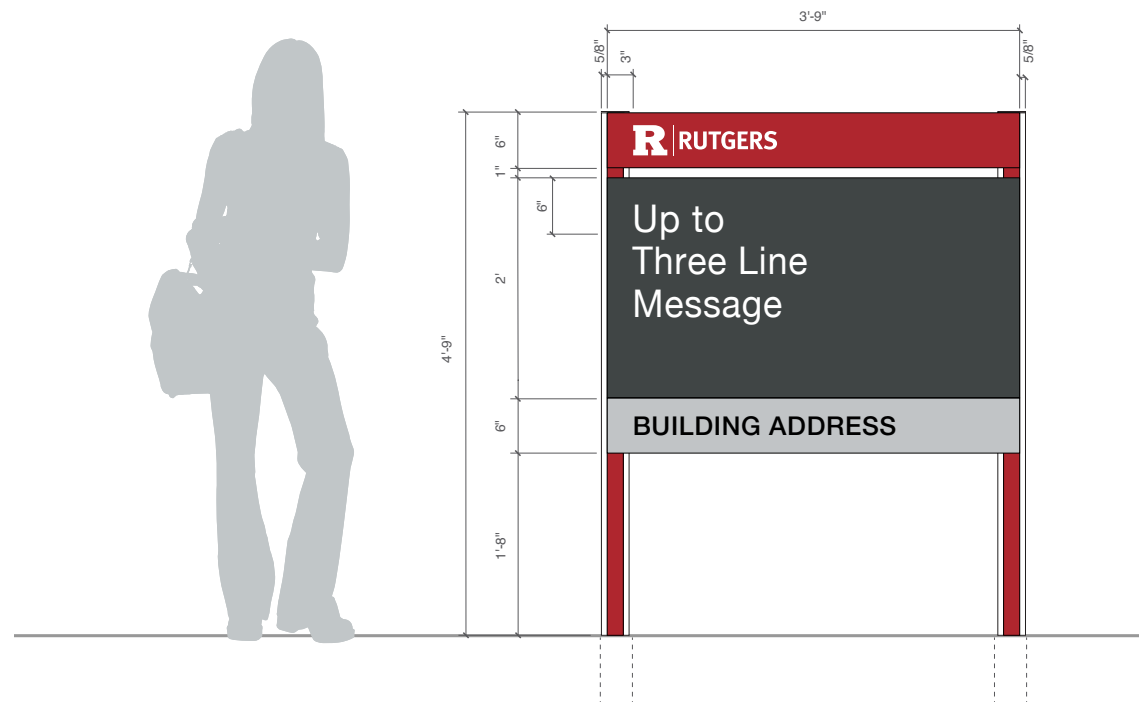otherwise noted

Content flush left on panel
with 3" margin

Sign to be mechanically constructed;
security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2.5"

■ Main Text Font: Helvetica
Neue Regular

■ Main Text Cap Height: 3"

■ Main Text Tracking: +25

■ Main Text Leading: 336 pt

■ Address Font: Helvetica
Neue Medium

■ Address Cap Height: 2"

■ Address Text Tracking: +25

■ Arrow Height:4"

■ Address text vertically
centered on panel

■ Line Spacing from First Line of Main
Text is Determined by Text Leading

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

■ Pantone 428 C

■ Pantone Black C

□ Pantone 11-0601
TPX Bright White

RUTGERS

→
Up to Two
Line Message

BUILDING ADDRESS

ID20.2

Building Identification

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted
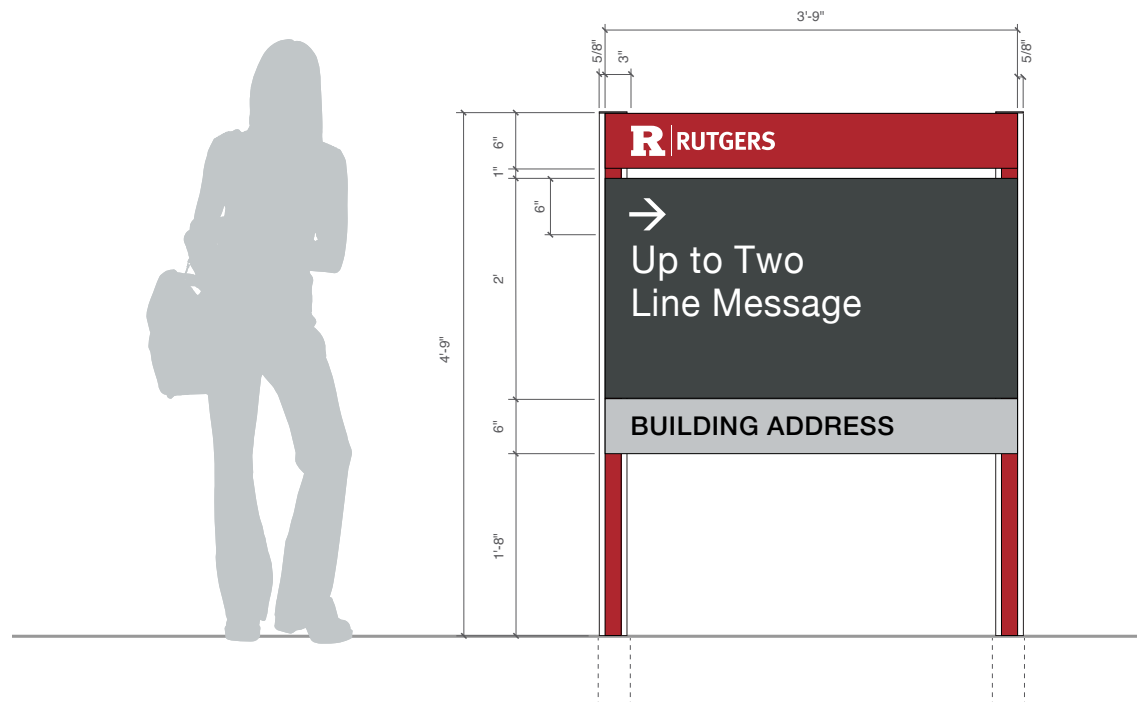
Content flush left on panel with 3" margin

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2.5"
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 3"
- Main Text Tracking: +25
- Main Text Leading: 336 pt
- Address Font: Helvetica Neue Medium
- Address Cap Height: 2"
- Address Text Tracking: +25
- Arrow Height:4"
- Address text vertically centered on panel

- Line Spacing from First Line of Main Text is Determined by Text Leading
- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White

RUTGERS

Up to
Three Line
Message

Up to Two
Line Message

BUILDING ADDRESS

3'-9"

5/8" 3"

5/8"

6"

1"

6"

2'-10"

5'-7"

6"

1'-8"

ID20.2

Building Identification

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 3" margin

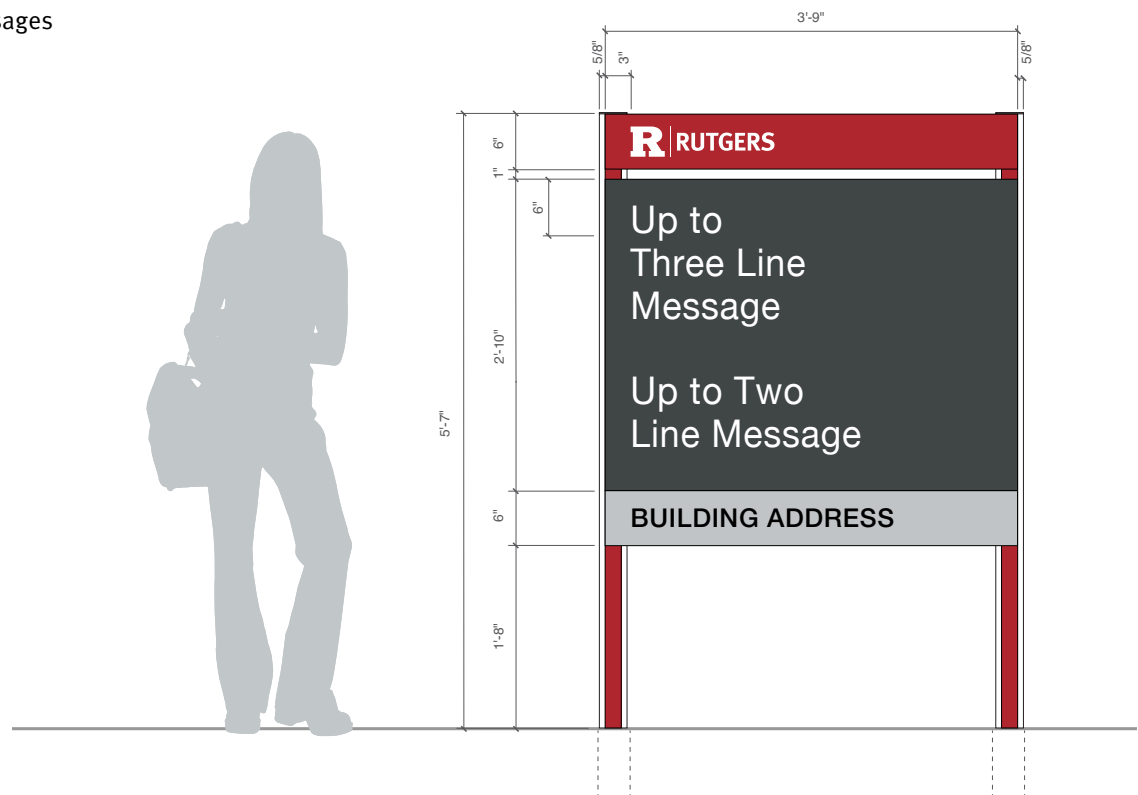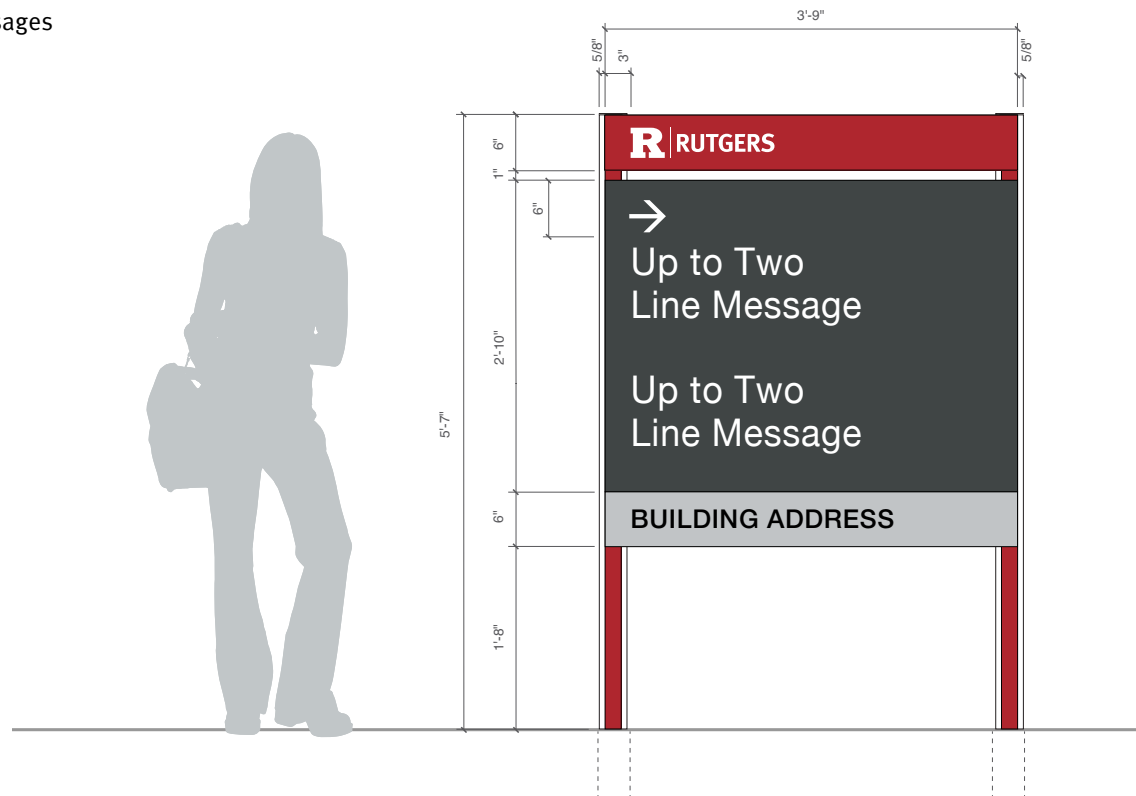Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2.5"

■ Main Text Font: Helvetica Neue Regular

■ Main Text Cap Height: 3"

■ Main Text Tracking: +25

■ Main Text Leading: 336 pt

■ Address Font: Helvetica Neue Medium

■ Address Cap Height: 2"

■ Address Text Tracking: +25

■ Arrow Height:4"

■ Address text vertically centered on panel

■ Line Spacing from First Line of Main Text is Determined by Text Leading

■ Breaks Between Messages are Empty Text Lines

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

■ Pantone 428 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

Building Identification Signage

ID30.1

Building Identification

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

Figure is 5'6" tall unless otherwise noted

All text flush left on panel with 1 3/4" margin

SIGN SPECIFICATIONS:

- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 1"
- Main Text Tracking: +25
- Main Text Leading: 120 pt
- Secondary Text Font: Helvetica Neue Regular
- Secondary Text Cap Height: 0.75"
- Secondary Text Tracking: +25
- Address Text Font: Helvetica Neue Medium
- Address Text Cap Height: 0.75"
- Address Text Tracking: +25
- Address Text Leading: 92 pt
- Address vertically centered on panel

- Line Spacing from First Line of Main Text is Determined by Text Leading
- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White

ID30.2

Building Identification

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

Figure is 5'6" tall unless otherwise noted

All text flush left on panel with 1 3/4" margin
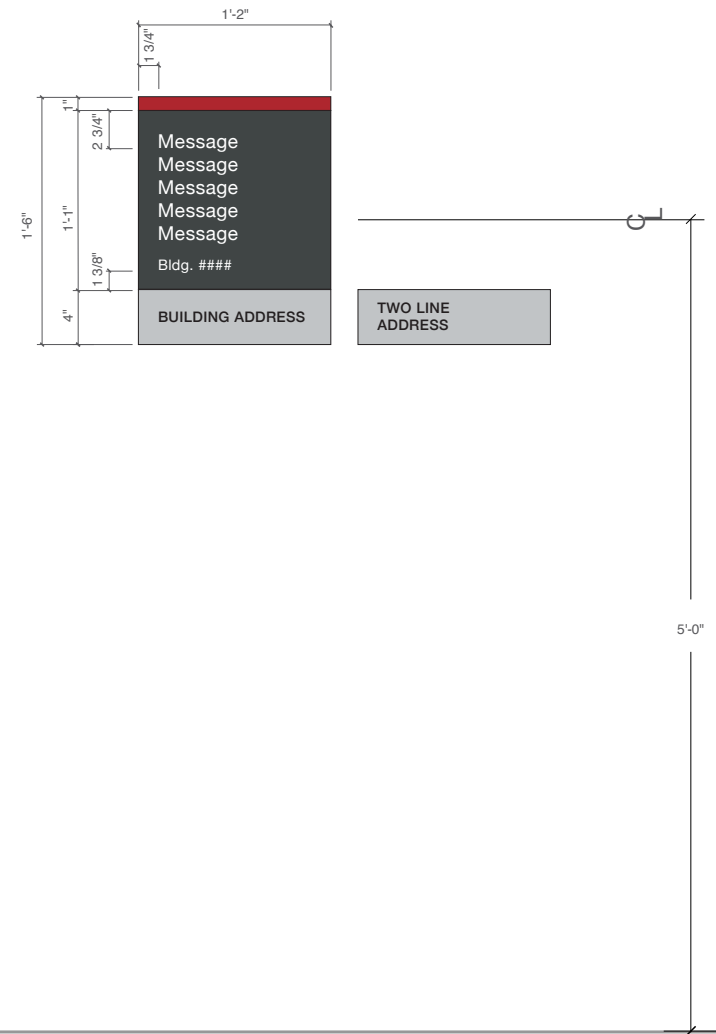
SIGN SPECIFICATIONS:

- Main Text Font: Helvetica Neue Regular

- Main Text Cap Height: 1"

- Main Text Tracking: +25

- Main Text Leading: 120 pt

- Secondary Text Font: Helvetica Neue Regular

- Secondary Text Cap Height: 0.75"

- Secondary Text Tracking: +25

- Address Text Font: Helvetica Neue Medium

- Address Text Cap Height: 0.75"

- Address Text Tracking: +25

- Address Text Leading: 92 pt

- Address text vertically centered on panel

- Line Spacing from First Line of Main Text is Determined by Text Leading

- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C

- Pantone 446 C

- Pantone 428 C

- Pantone Black C

- Pantone 11-0601 TPX Bright White

ID30.3

Building Identification

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

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 1 3/4" margin

SIGN SPECIFICATIONS:
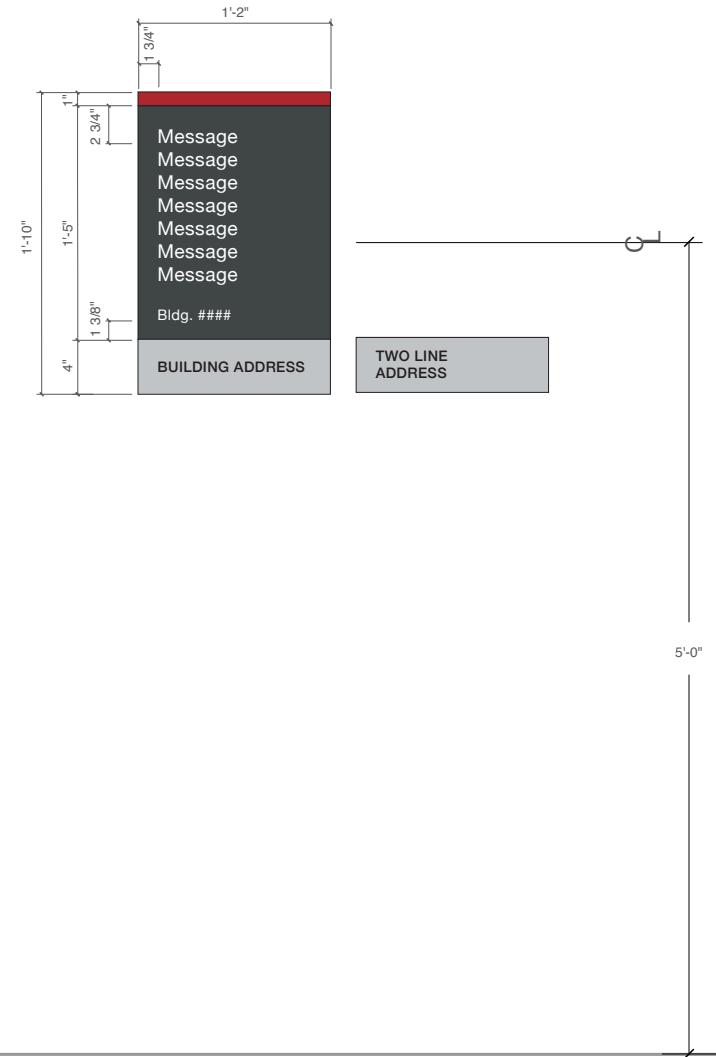
- Rutgers R Logo Height: 1.1"

- Main Text Font: Helvetica Neue Regular

- Main Text Cap Height: 1"

- Main Text Tracking: +25

- Main Text Leading: 120 pt

- Secondary Text Font: Helvetica Neue Regular

- Secondary Text Cap Height: 0.75"

- Secondary Text Tracking: +25

- Address Text Font: Helvetica Neue Medium

- Address Text Cap Height: 0.75"

- Address Text Tracking: +25

- Address Text Leading: 92 pt

- Address text vertically centered on panel

- Line Spacing from First Line of Main Text is Determined by Text Leading

- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C

- Pantone 446 C

- Pantone 428 C

- Pantone Black C

- Pantone 11-0601 TPX Bright White

ID30.4

Building Identification

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

Figure is 5'6" tall unless otherwise noted
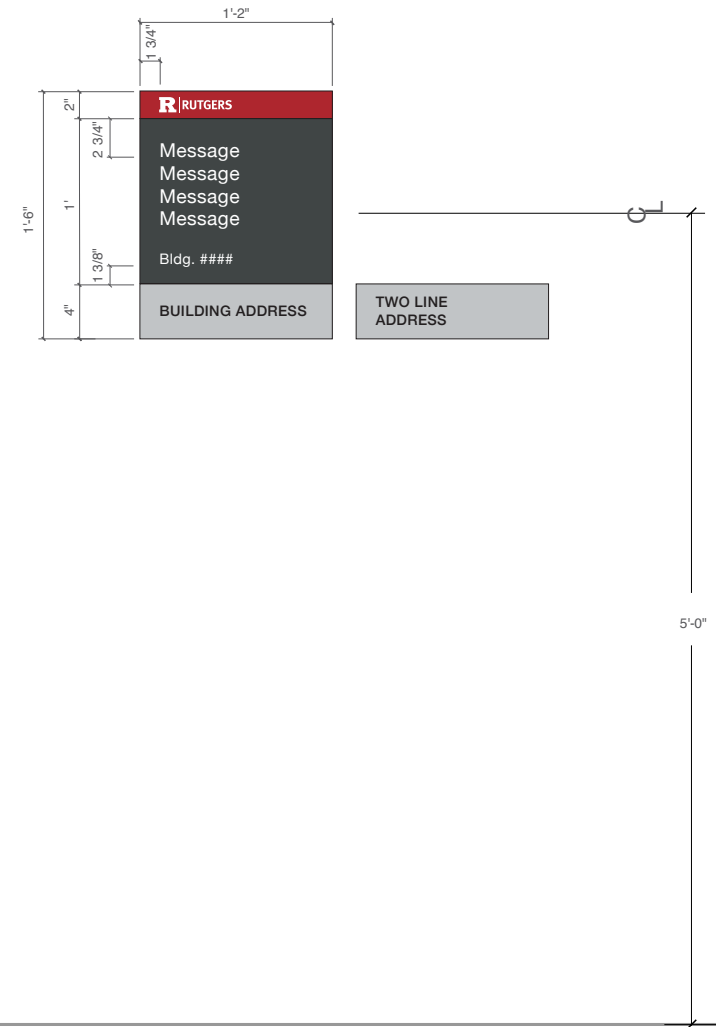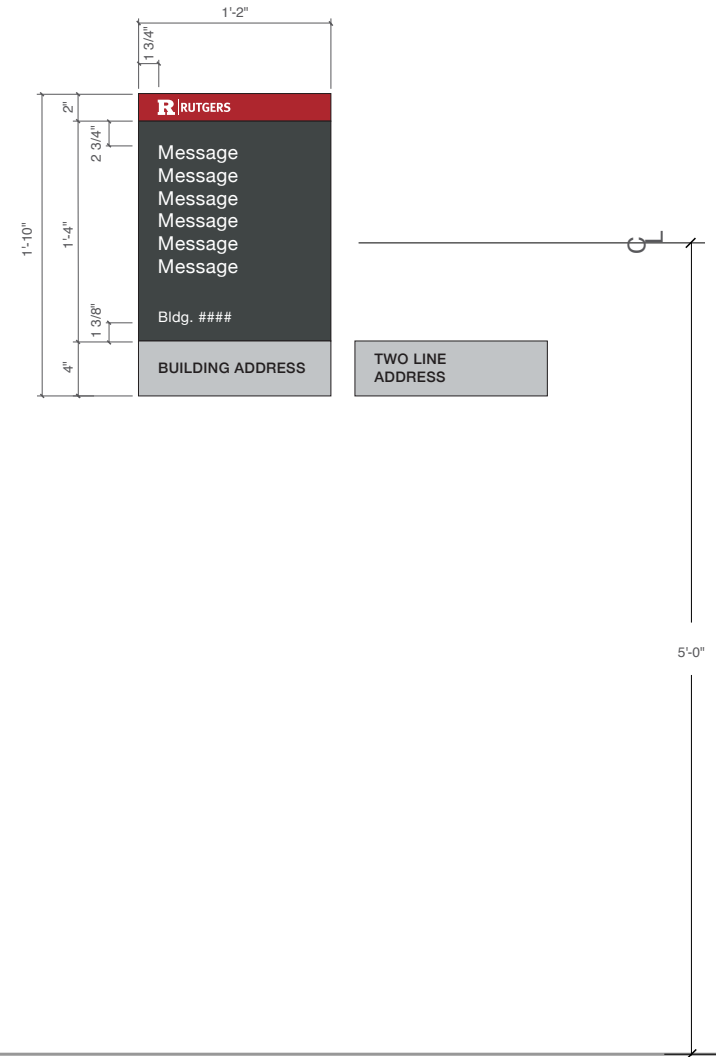
Content flush left on panel with 1 3/4" margin

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 1.1"

- Main Text Font: Helvetica Neue Regular

- Main Text Cap Height: 1"

- Main Text Tracking: +25

- Main Text Leading: 120 pt

- Secondary Text Font: Helvetica Neue Regular

- Secondary Text Cap Height: 0.75"

- Secondary Text Tracking: +25

- Address Text Font: Helvetica Neue Medium

- Address Text Cap Height: 0.75"

- Address Text Tracking: +25

- Address Text Leading: 92 pt

- Address text vertically centered on panel

- Line Spacing from First Line of Main Text is Determined by Text Leading

- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C

- Pantone 446 C

- Pantone 428 C

- Pantone Black C

- Pantone 11-0601 TPX Bright White

Building Identification Signage

ID40.1 Building Identification

ID40.1

Building Identification

Scale: 1" = 1'-0"

....
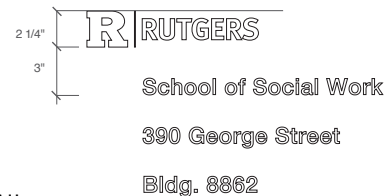
Figure is 5'6" tall unless otherwise noted

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2.25"

■ Main Text Font: Helvetica Neue Medium

■ Main Text Cap Height: 1"

■ Main Text Tracking: +25

■ Main Text Leading: 110 pt

■ Text is left justified and aligned with Rutgers wordmark

■ Line Spacing from First Line of Main Text is Determined by Text Leading

■ Breaks Between Messages are Empty Text Lines

COLOR:

☐ Pantone 11-0601 TPX Bright White

Option 1

2 1/4"
3"

R | RUTGERS

School of Social Work

390 George Street

Bldg. 8862

DETAIL
....

Rutgers Health

2 1/4"
3"

R | RUTGERS HEALTH

School of Dental Medicine

110 Bergen Street

Bldg. 7253

DETAIL - RUTGERS HEALTH
....

Option 2

R | RUTGERS

School of Social Work

390 George Street

Option 4

R | RUTGERS

5'-0"
bottom edge of door
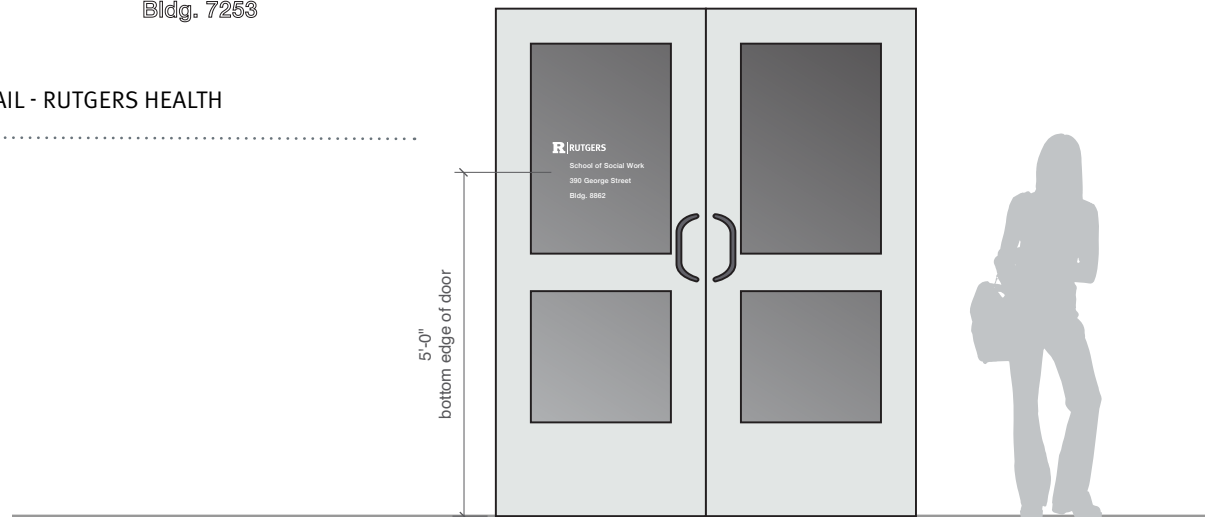
ELEVATION (NTS)

Building Identification Signage

ID50.1 Building Identification

ID50.1

Building Identification

Scale: 1/16" = 1'-0"

....

Figure is 5'6" tall unless otherwise noted

BUILDING NAME TREATMENTS:

For sign size and placement, a survey
of site conditions must be done prior to
design and fabrication. Scale and color of
school name is dependent on conditions
including install location and height, area
lighting, and color of install surface.

School Name Treatments are
not to be illuminated.

BUILDING NAME WITH ADDRESS:
■ Main Text Font: Helvetica Neue Medium
■ Main Text Tracking: +20
■ Main Text Leading: 100 pt
■ Site specific material choice

COLOR:

■ Pantone Black C

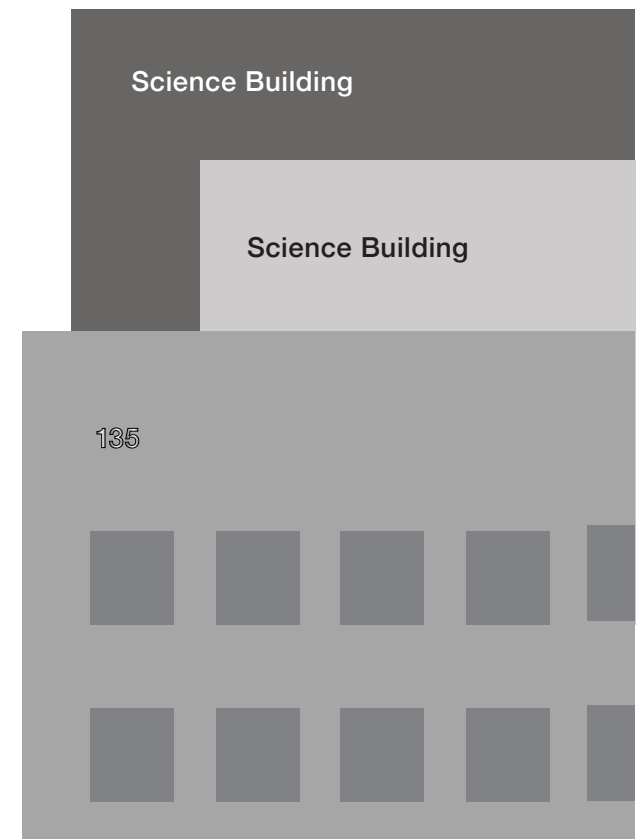□ Pantone 11-0601 TPX Bright White

▨ Brushed Aluminum

Science Building

Science Building

Science Building

1234

1234

1234

Science Building

Science Building

135

Parking Identification Signage

Parking Identification Signage Series Overview

Note: All signs on this page are not to scale.

PRK10.1
Parking Identification

PRK10.2
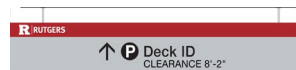Parking Identification

PRK20.1
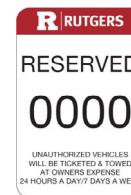Parking Identification

PRK20.2
Parking Identification
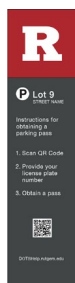

PRK30.1
Parking Identification

PRK40.1
Parking Identification

PRK50.1
Parking Identification

KSK10.1
Parking Lot Kiosk

KSK10.2
Parking Lot Kiosk

Parking Identification Signage

PRK10.1

Parking Identification

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 3" margin, Lot ID and Street Name with 11 1/4" margin

Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2.5"
- Parking Symbol Height: 6.25"
- Parking Main Text Font: Helvetica Neue Medium
- Parking Main Text Font Height: 3"
- Parking Main Text Tracking: +25
- Parking Secondary Text Font: Helvetica Neue Regular
- Parking Secondary Text Font Height: 1.5"
- Parking Secondary Text Tracking: +25
- Regulatory Text Font: Helvetica Neue Medium
- Regulatory Text Font Height: 1"
- Regulatory Text Tracking: +25
- Regulatory Text Leading: 124 pt
- Bottom panel text flush left and vertically centered

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White

Regulatory Permit Information
Two Line Message

Alternative Bottom Panel Layout

RUTGERS

Lot ID
STREET NAME

Permit Type Information
One Line Regulatory Message

PRK10.2

Parking Identification

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 3" margin, Lot ID and Street Name with 11 1/4" margin

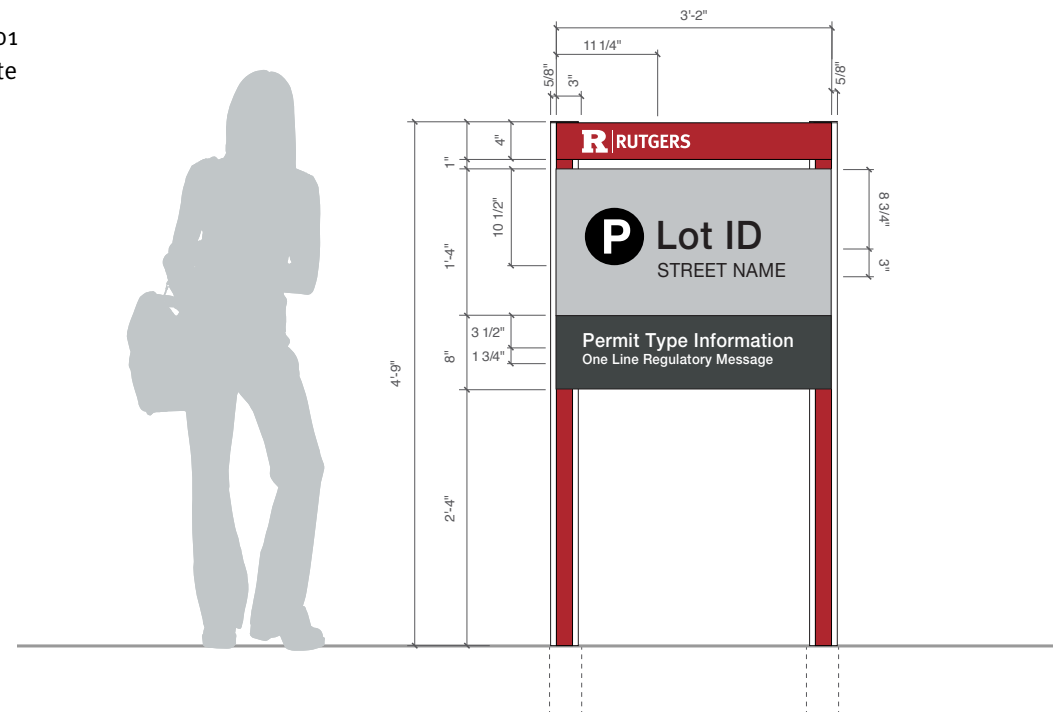Sign to be mechanically constructed; security screws to be color matched

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 6"

■ Parking Symbol Height: 6.25"

■ Parking Main Text Font: Helvetica Neue Medium

■ Parking Text: 11.25" from left of panel

■ Parking Main Text Font Height: 3"

■ Parking Main Text Tracking: +25

■ Parking Secondary Text Font: Helvetica Neue Regular

■ Parking Secondary Text Font Height: 1.5"

■ Parking Secondary Text Tracking: +25

■ Regulatory Text Font: Helvetica Neue Medium

■ Regulatory Text Font Height: 1"

■ Regulatory Text Tracking: +25

■ Regulatory Text Leading: 124 pt

■ Bottom panel text flush left and vertically centered

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

■ Pantone 428 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

Regulatory Permit Information
Two Line Message

Alternative Bottom Panel Layout

RUTGERS

P Lot ID
STREET NAME

Permit Type Information
One Line Regulatory Message
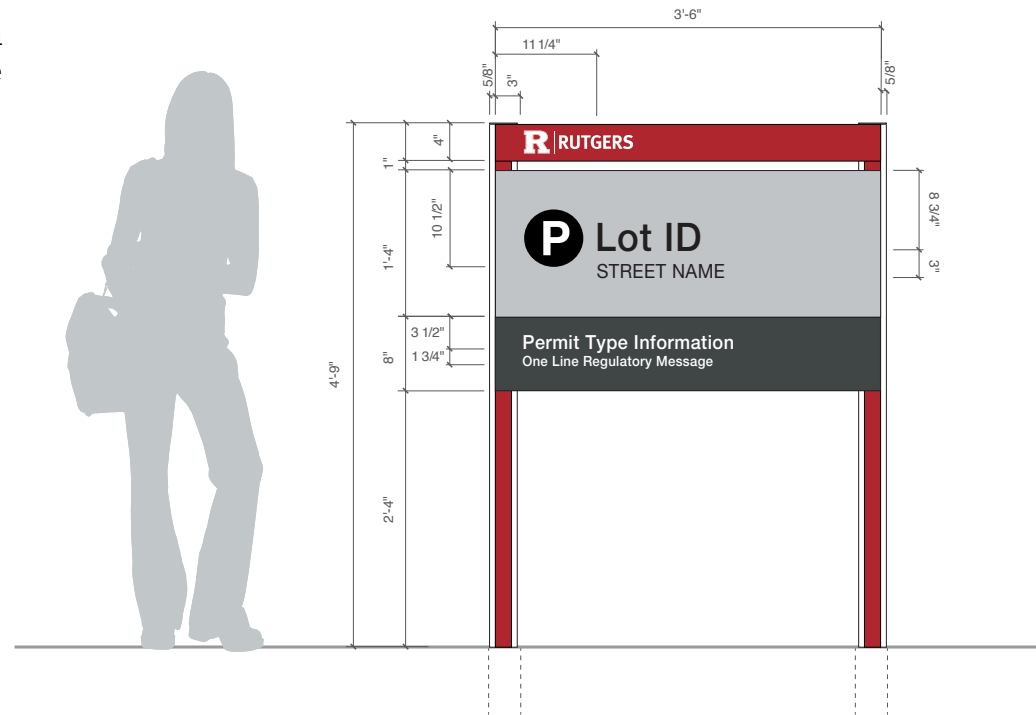
Parking Identification Signage

PRK20.1

Parking Identification

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

Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 1 1/2" margin, Lot ID and Street Name with 6 1/2" margin

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 1.3"

■ Parking Symbol Height: 4"

■ Parking Main Text Font: Helvetica Neue Medium

■ Parking Text: 6 1/2" from left of pane

■ Parking Main Text Font Height: 2"

■ Parking Main Text Tracking: +25

■ Parking Secondary Text Font: Helvetica Neue Regular

■ Parking Secondary Text Font Height: 1"

■ Parking Secondary Text Tracking: +25

■ Regulatory Text Font: Helvetica Neue Medium

■ Regulatory Text Font Height: 0.75"

■ Regulatory Text Tracking: +25

■ Regulatory Text Leading: 85 pt

■ Bottom panel text flush left and vertically centered

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

■ Pantone 428 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

RUTGERS

P Lot ID
STREET NAME

Permit Type Information
One Line Regulatory Message

Regulatory Permit Information
Two Line Message

Alternative Panel Layout

PRK20.2

Parking Identification

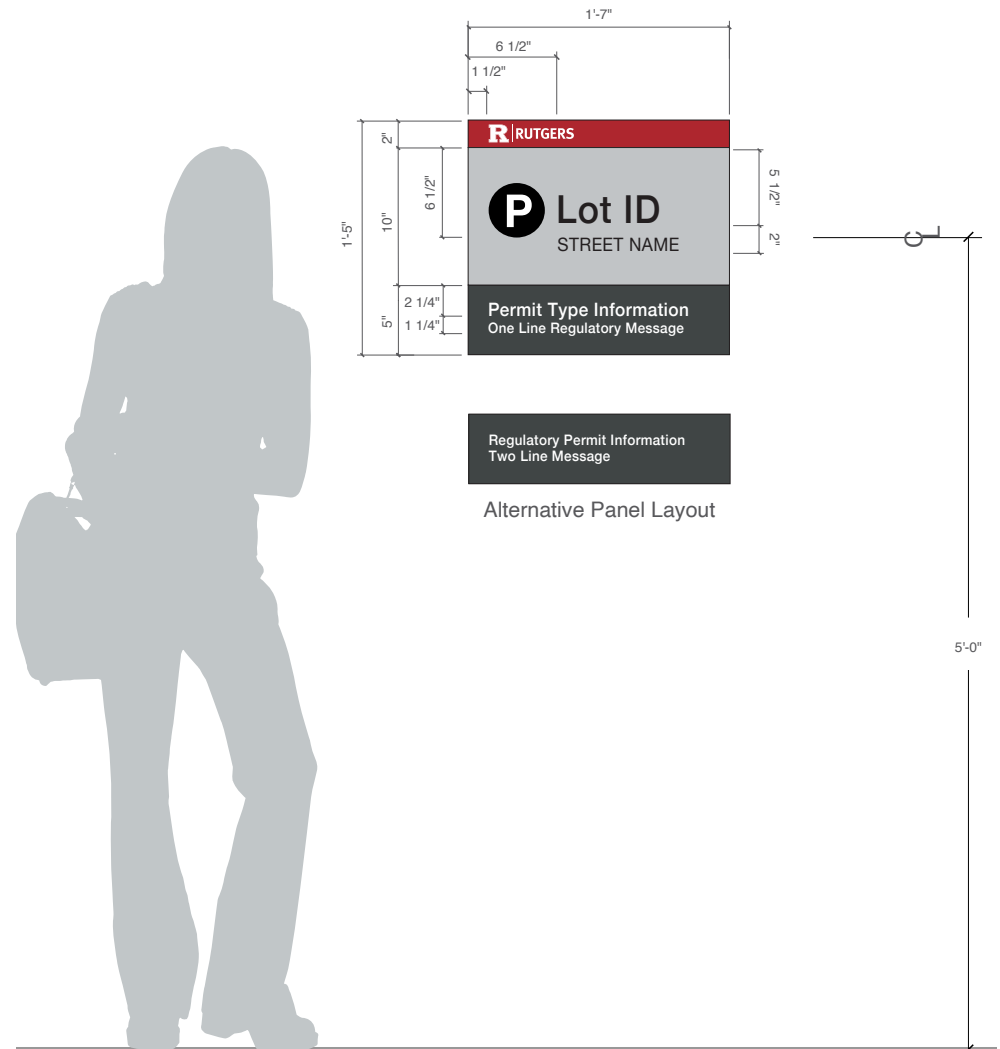**Scale: 3/4" = 1'-0"**

Figure is 5'6" tall unless otherwise noted
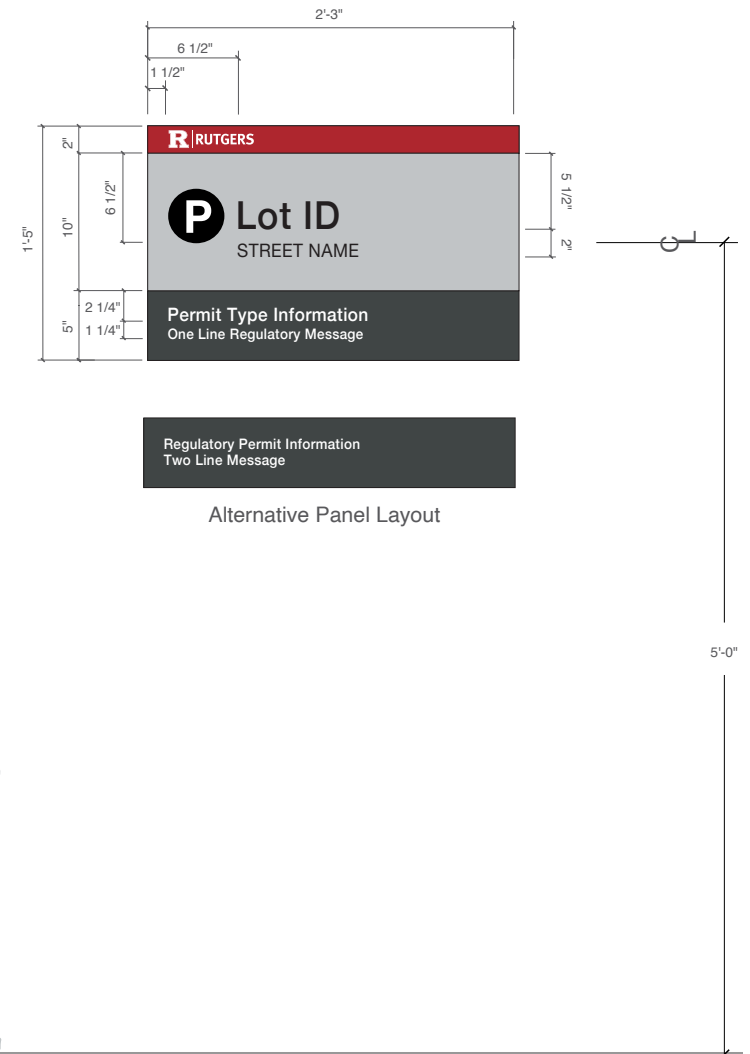
Content flush left on panel with 1 1/2" margin, Lot ID and Street Name with 6 1/2" margin

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 1.3"

■ Parking Symbol Height: 4"

■ Parking Main Text Font: Helvetica Neue Medium

■ Parking Text: 6.5" from left of panel

■ Parking Main Text Font Height: 2"

■ Parking Main Text Tracking: +25

■ Parking Secondary Text Font: Helvetica Neue Regular

■ Parking Secondary Text Font Height: 1"

■ Parking Secondary Text Tracking: +25

■ Regulatory Text Font: Helvetica Neue Medium

■ Regulatory Text Font Height: 0.75"

■ Regulatory Text Tracking: +25

■ Regulatory Text Leading: 85 pt

■ Bottom panel text flush left and vertically centered

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

■ Pantone 428 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

RUTGERS

P Lot ID
STREET NAME

Permit Type Information
One Line Regulatory Message

Regulatory Permit Information
Two Line Message

Alternative Panel Layout

Parking Identification Signage

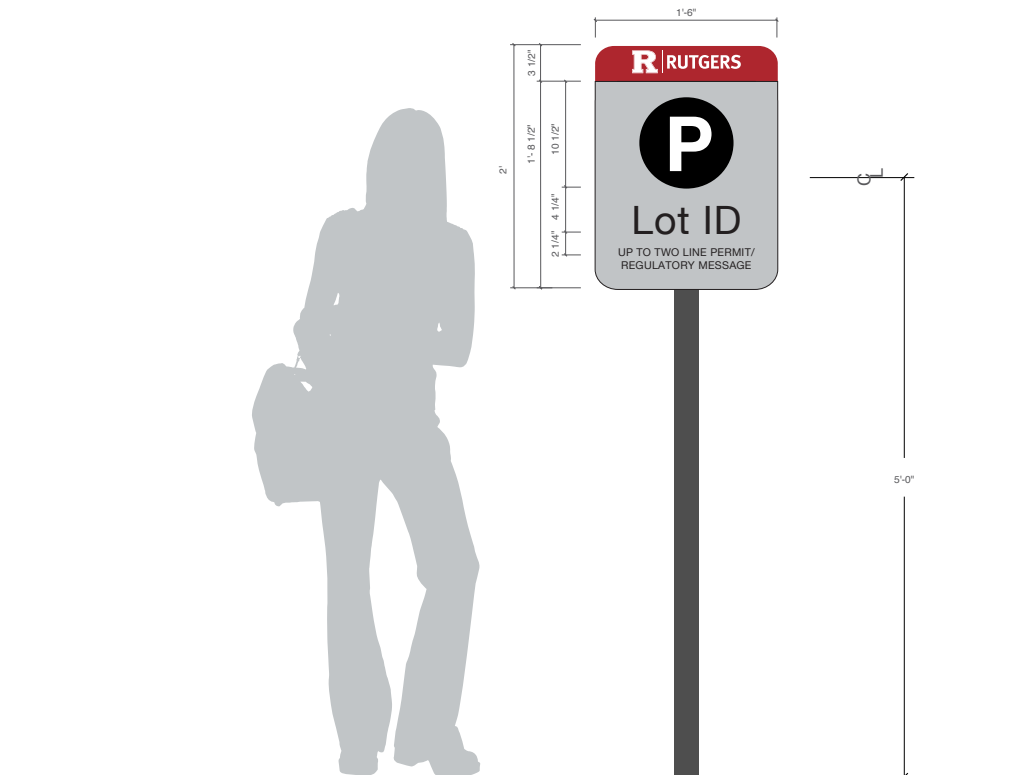## PRK30.1

Parking Identification

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

Figure is 5'6" tall unless otherwise noted

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2.25"

■ Parking Symbol Height: 9"

■ Main Text Font: Helvetica Neue Regular

■ Main Text Cap Height: 2.75"

■ Main Text Tracking: +25

■ Regulatory Text Font:
Helvetica Neue Regular

■ Regulatory Text Font Height: 0.75"

■ Regulatory Text Tracking: +25

■ Regulatory Text Leading: 92 pt

■ All content centered horizontally
on sign

■ Rutgers logo centered horizontally
& vertically on header

■ 1.5" Radial corners

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

■ Pantone 428 C

■ Pantone Black C

□ Pantone 11-0601 TPX
Bright White

Parking Identification Signage

PRK40.1   Parking Identification

PRK40.1

Parking Identification

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted
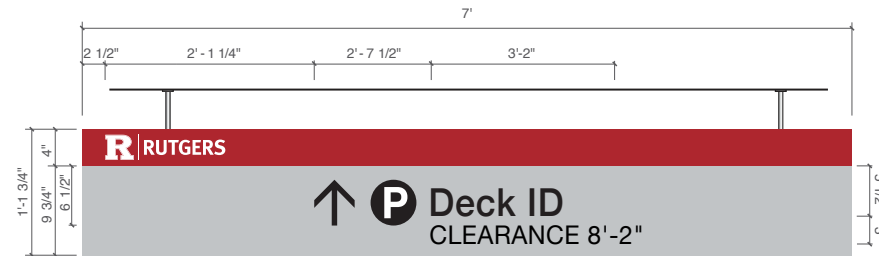
Sign to be mechanically constructed; security screws to be color matched
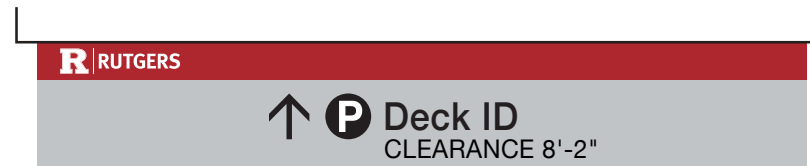
SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2.75"

- Arrow Height: 5"

- Parking Symbol Height: 5"

- Main Text Font: Helvetica Neue Medium

- Maint Text Cap Height: 3"

- Main Text Tracking: +20

- Secondary Text Font: Helvetica Neue Regular

- Secondary Text Cap Height: 2"

- Secondary Text Tracking: +20

- Primary text and symbol placement is dependent on Deck ID character count and can be adjusted.

COLOR:

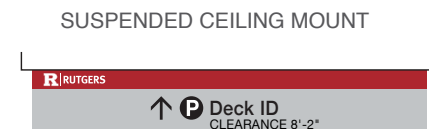- Pantone 1805 C

- Pantone 428 C

- Pantone Black C

- Pantone 11-0601 TPX Bright White

Ceiling Mount Example 1

Ceiling Mount Example 2

CEILING MOUNT

SUSPENDED CEILING MOUNT

8'-2" clearance

Parking Identification Signage

PRK50.1

Parking Identification

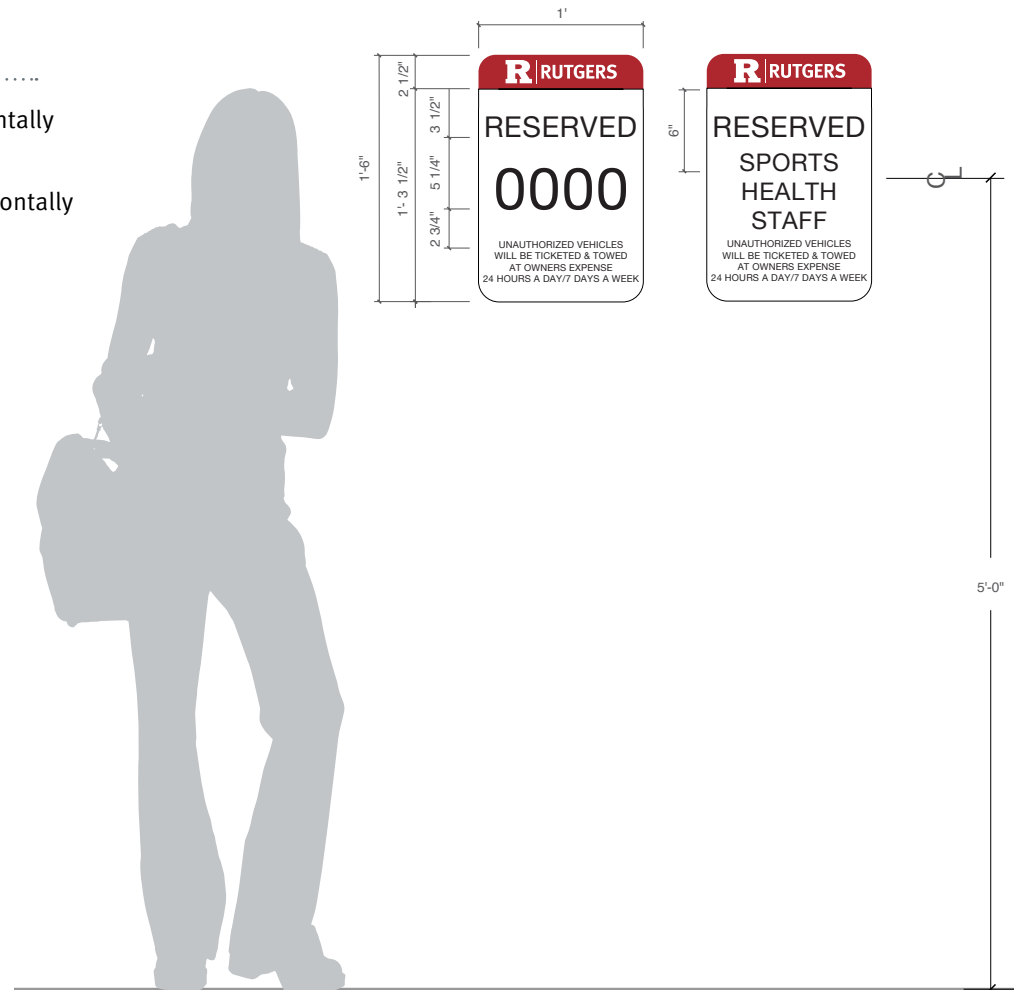**Scale: 3/4" = 1'-0"**

Figure is 5'6" tall unless otherwise noted

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 1.7"
- Reserved Text Font: Helvetica Neue Regular
- Reserved Text Cap Height: 1.5"
- Reserved Text Tracking: +25
- Number Font: Helvetica Neue Regular
- Number Cap Height: 3"
- Number Tracking: +25
- Alternate Identifier Text Font: Helvetica Neue Regular
- Alternate Identifier Text Cap Height: 1.25"
- Alternate Identifier Text Tracking: +25
- Alternate Identifier Text Leading: 152 pt
- Regulatory Text Font: Helvetica Neue Regular
- Regulatory Text Font Height: 0.5"
- Regulatory Text Tracking: +20
- Regulatory Text Leading: 60 pt

- All content centered horizontally on sign
- Rutgers logo centered horizontally & vertically on header
- 1.5" Radial corners

COLOR:

- Pantone 1805 C
- Pantone 446 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White

Parking Lot Kiosk

KSK10.1

Parking Lot Kiosk

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Parking symbol and instruction text flush left on panel with 1 1/2" margin

Sign to be mechanically constructed; security screws to be color matched

Instructions displayed are a placeholder and should be written and formatted based on the given lot
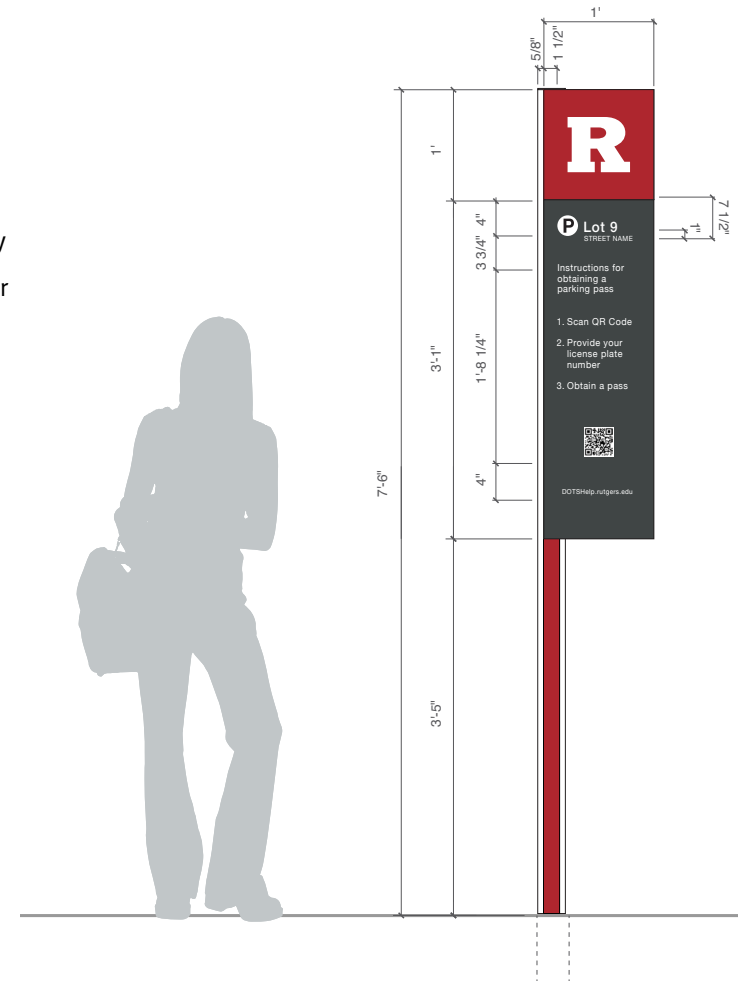
SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 6"

■ Rutgers R Logo Placement: Centered horizontally & vertically

■ Parking Symbol Height: 2.25"

■ Parking Lot Text Font: Helvetica Neue Medium

■ Parking Lot Text Font Height: 1"

■ Parking Lot Text Tracking: +50

■ Parking Street Address Text Font: Helvetica Neue Regular

■ Parking Street Address Text Cap Height: 0.5"

■ Parking Street Address Text Tracking: +50

■ Parking Instruction Text Font: Helvetica Neue Regular

■ Parking Instruction Text Cap Height: 0.75"

■ Parking Instruction Text Tracking: +50

■ Parking Instruction Text Leading: 84 pt

■ QR Code Height: 3.25"

■ QR Code Placement: Centered horizontally

■ Website Text Font: Helvetical Neue Regular

■ Website Text Cap Height: 1/2"

■ Website Text Tracking: +50

■ Website Text Placement: Centered horizontally

■ Line Spacing from First Line of Main Text is Determined by Text Leading

■ Breaks Between Messages are Empty Text Lines

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

KSK10.2

Parking Lot Kiosk

Scale: 1/2" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Parking symbol and instruction text flush left on panel with 1 1/2" margin

Instructions displayed are a placeholder and should be written and formatted based on the given lot
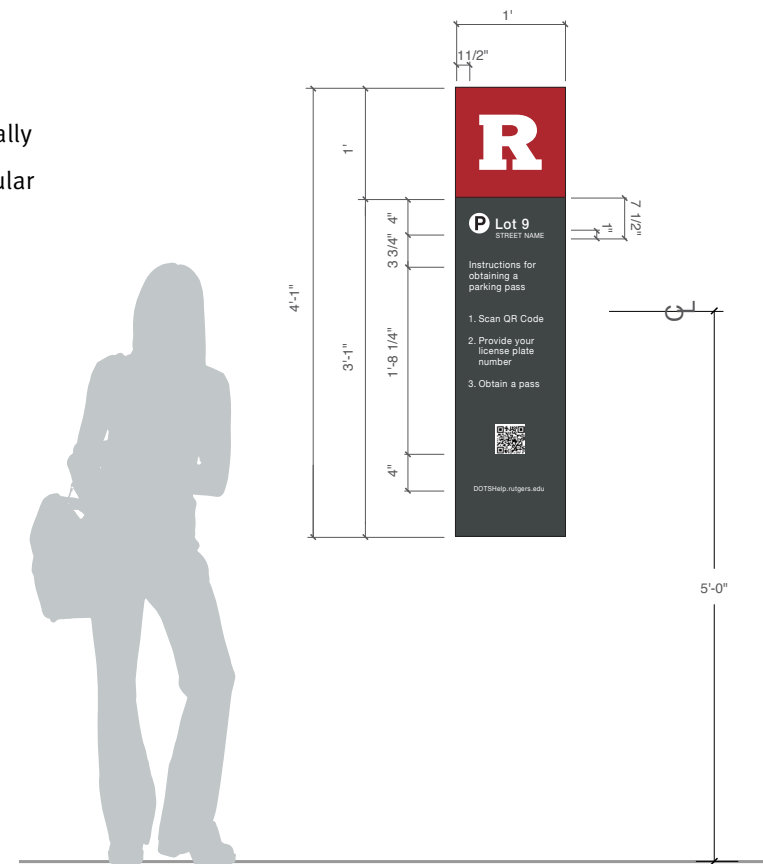
SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 6"

■ Rutgers R Logo Placement: Centered horizontally & vertically

■ Parking Symbol Height: 2.25"

■ Parking Lot Text Font: Helvetica Neue Medium

■ Parking Lot Text Font Height: 1"

■ Parking Lot Text Tracking: +50

■ Parking Street Address Text Font: Helvetica Neue Regular

■ Parking Street Address Text Cap Height: 0.5"

■ Parking Street Address Text Tracking: +50

■ Parking Instruction Text Font: Helvetica Neue Regular

■ Parking Instruction Text Cap Height: 0.75"

■ Parking Instruction Text Tracking: +50

■ Parking Instruction Text Leading: 84 pt

■ QR Code Height: 3.25"

■ QR Code Placement: Centered horizontally

■ Website Text Font: Helvetical Neue Regular

■ Website Text Cap Height: 1/2"

■ Website Text Tracking: +50

■ Website Text Placement: Centered horizontally

■ Line Spacing from First Line of Main Text is Determined by Text Leading

■ Breaks Between Messages are Empty Text Lines

COLOR:

■ Pantone 1805 C

■ Pantone 446 C

■ Pantone Black C

☐ Pantone 11-0601 TPX Bright White

Transit Identification Signage

Transit Identification Signage Series Overview

Note: All signs on this page are not to scale.

TR10.1
Parking Identification

TR10.2
Parking Identification

TR20.1
Parking Identification

TR20.2
Parking Identification

Transit Identification Signage

TR10.1

Transit Identification

Scale: 3/8" = 1'-0"

....

Figure is 5'6" tall unless otherwise noted

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2.5"

■ Bus Symbol Height: 8"

■ QR Code Height: 8″

■ Main Text Font: Helvetica Neue Medium

■ Main Text Cap Height: 1.5"

■ Main Text Tracking: +20

■ Main Text Leading: 174 pt

■ Logo, symbols, and text centered
   Horizontally on panel

■ 1.5" radial corners

COLOR:

■ Pantone 1805 C

■ Pantone 428 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

TR10.2

Transit Identification

Scale: 3/8" = 1'-0"
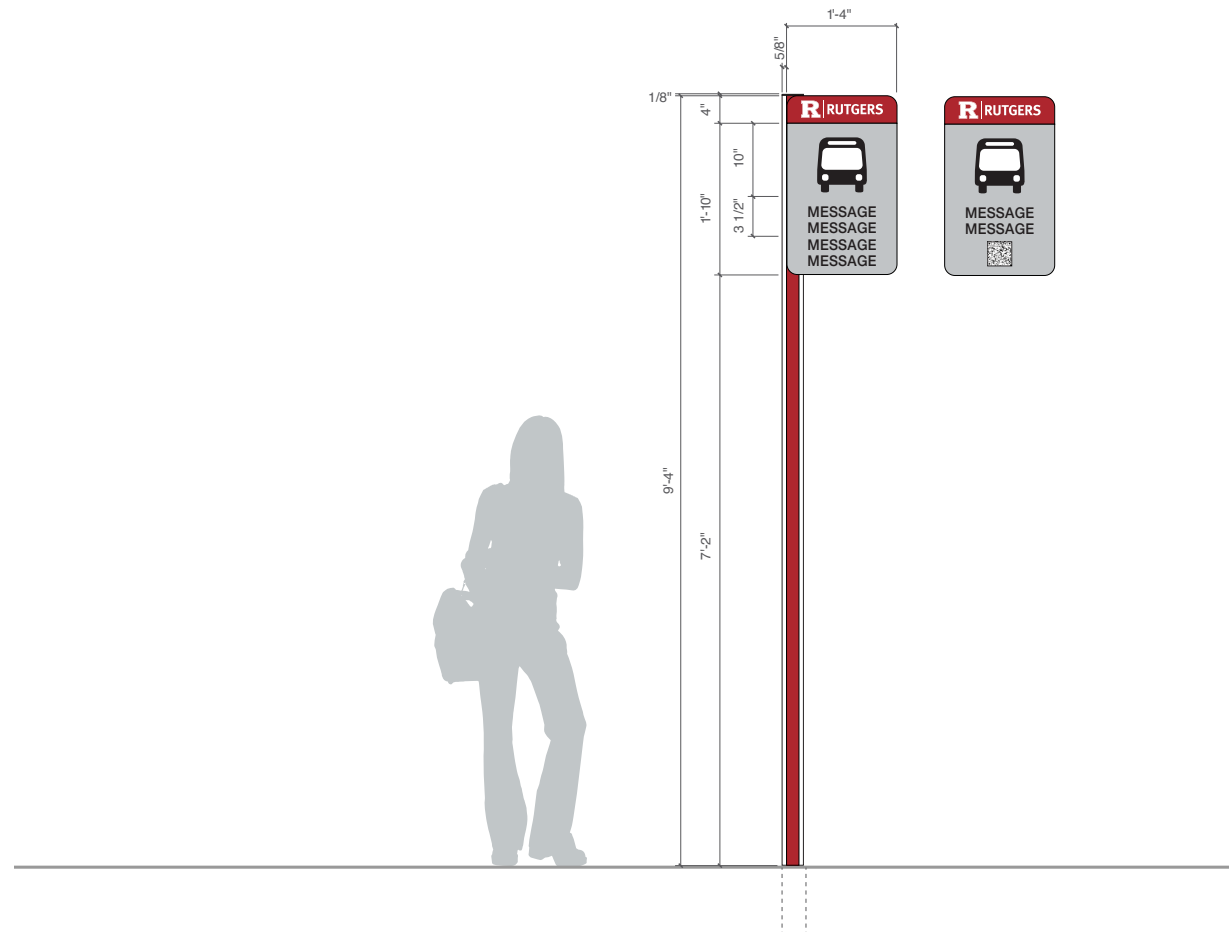
....

Figure is 5'6" tall unless otherwise noted

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2.5"

- Bus Symbol Heightt: 8"

- QR Code Height: 8"

- Main Text Font: Helvetica Neue Medium

- Main Text Cap Height: 1.5"

- Main Text Tracking: +20

- Main Text Leading: 226 pt

- Logo, symbols, and text centered
  Horizontally on panel

- 1.5" radial corners

COLOR:

- Pantone 1805 C

- Pantone 428 C

- Pantone Black C

- Pantone 11-0601 TPX Bright White

Transit Identification Signage

TR20.1

Transit Identification

Scale: 1/2" = 1'-0"

....
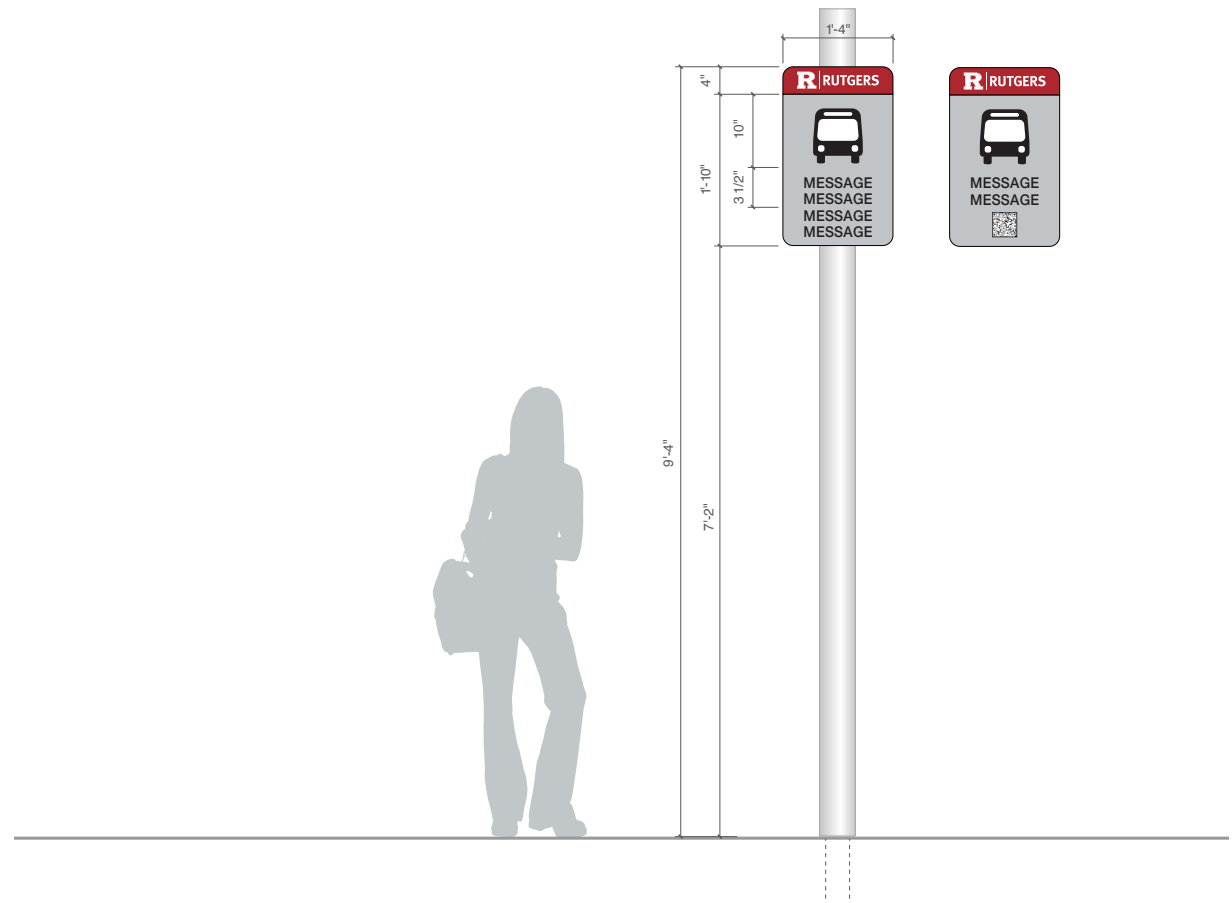
Figure is 5'6" tall unless otherwise noted

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 2.75"
- Bus Symbol Heightt: 7"
- Main Text Font: Helvetica Neue Medium
- Main Text Cap Height: 3"
- Main Text Tracking: +20

COLOR:

- Pantone 1805 C
- Pantone 428 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White

Ceiling Mount Example 1

Ceiling Mount Example 2

CEILING MOUNT

SUSPENDED CEILING MOUNT

6'-8"
minimum

TR20.2

Transit Identification

Scale: 1/2" = 1'-0"

....
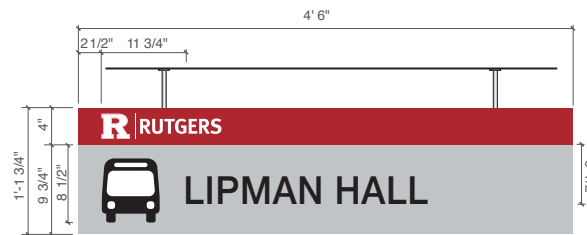
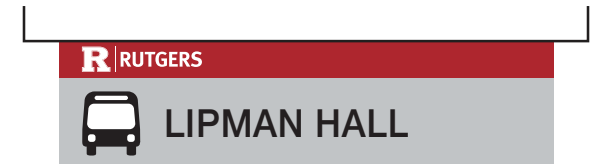Figure is 5'6" tall unless otherwise noted

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 2.75"

■ Bus Symbol Heightt: 7"

■ Main Text Font: Helvetica Neue Medium

■ Main Text Cap Height: 3"

■ Main Text Tracking: +20

COLOR:

■ Pantone 1805 C

■ Pantone 428 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White
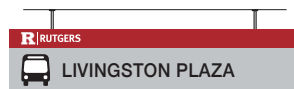

Ceiling Mount Example 1

Ceiling Mount Example 2

CEILING MOUNT   SUSPENDED CEILING MOUNT

6'-8"
minimum

Regulatory Information Signage

Regulatory Information Signage Series Overview

Note: All signs on this page are not to scale.

NO SMOKING

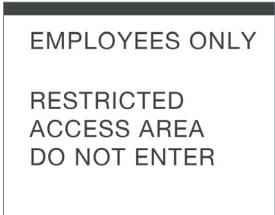Rutgers University 20.1.22
Tobacco Free Policy

RG10.1
Regulatory Information

RECEIVING

Logistical
Services
Receiving
Department

UNAUTHORIZED VEHICLES
VEHICLES WILL BE
TICKETED AND TOWED

RG10.2
Regulatory Information

Property of

R | RUTGERS

No Trespassing
No Thoroughfare

RG10.3
Regulatory Information

EMPLOYEES ONLY

RESTRICTED
ACCESS AREA
DO NOT ENTER

RG10.4
Regulatory Information

R | RUTGERS
Employee
Parking Only

ALL VISITORS/VENDORS MUST
CHECK IN BEFORE ENTERING.

FOR ASSISTANCE CALL:
Receiving Desk
(XXX) XXX-XXXX

AFTER HOURS CALL:
(XXX) XXX-XXXX

Public Safety
(XXX) XXX-XXXX

RG10.5
Regulatory Information

Employee
Parking Only

ALL VISITORS/VENDORS MUST
CHECK IN BEFORE ENTERING.

FOR ASSISTANCE CALL:
Receiving Desk
(XXX) XXX-XXXX

AFTER HOURS CALL:
(XXX) XXX-XXXX

Public Safety
(XXX) XXX-XXXX

RG10.6
Regulatory Information

RESTRICTED
ACCESS AREA
DO NOT ENTER

RG10.7
Regulatory Information

⇐

Primary Message
Primary Message
Primary Message
Primary Message

Secondary Message
Secondary Message

RG20.1
Regulatory Information
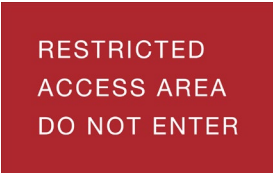
Regulatory Information Signage

RG10.1

Regulatory Information

Scale: 1" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Title and Secondary text is flush left with 1" margin

Main text is flush left with 2" margin

SIGN SPECIFICATIONS:

■ Title Text Font: Helvetica Neue Regular

■ Title Text Cap Height: 1.5"

■ Title Text Tracking: +50

■ Title Text Leading: Auto

■ Main Text Font: Helvetica Neue Regular

■ Main Text Cap Height: 1"

■ Main Text Tracking: +100

■ Main Text Leading: 120 pt

■ Symbol Height (in lieu of Main Text): 7"

■ Symbol Placement: Top of symbol

■ Secondary Text Font: Helvetica Neue Regular

■ Secondary Text Cap Height: 0.625"

■ Secondary Text Tracking: +100

■ Secondary Text Leading: 76 pt

■ Line Spacing from First Line of Main Text is Determined by Text Leading

■ Breaks Between Messages are Empty Text Lines

COLOR:

■ Pantone 1805 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

NO PARKING

Logistical
Services
Receiving
Department

UNAUTHORIZED VEHICLES
VEHICLES WILL BE
TICKETED AND TOWED

NO SMOKING

Rutgers University 20.1.22
Tobacco Free Policy

RG10.2

Regulatory Information

Scale: 1" = 1'-0"

Figure is 5'6" tall unless otherwise noted

Title and Secondary text is
flush left with 1" margin

Main text is flush left with 2" margin

SIGN SPECIFICATIONS:

- Title Text Font: Helvetica Neue Regular

- Title Text Cap Height: 1.5"

- Title Text Tracking: +50

- Title Text Leading: Auto

- Main Text Font: Helvetica Neue Regular

- Main Text Cap Height: 1"

- Main Text Tracking: +100

- Main Text Leading: 120 pt

- Secondary Text Font: Helvetica Neue Regular

- Secondary Text Cap Height: 0.625"

- Secondary Text Tracking: +100

- Secondary Text Leading: 76 pt

- Line Spacing from First Line of Main
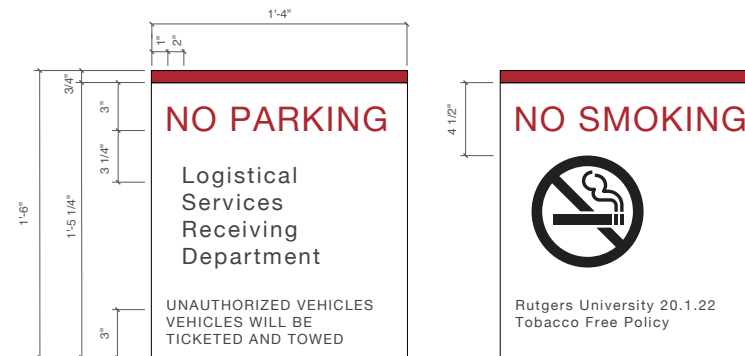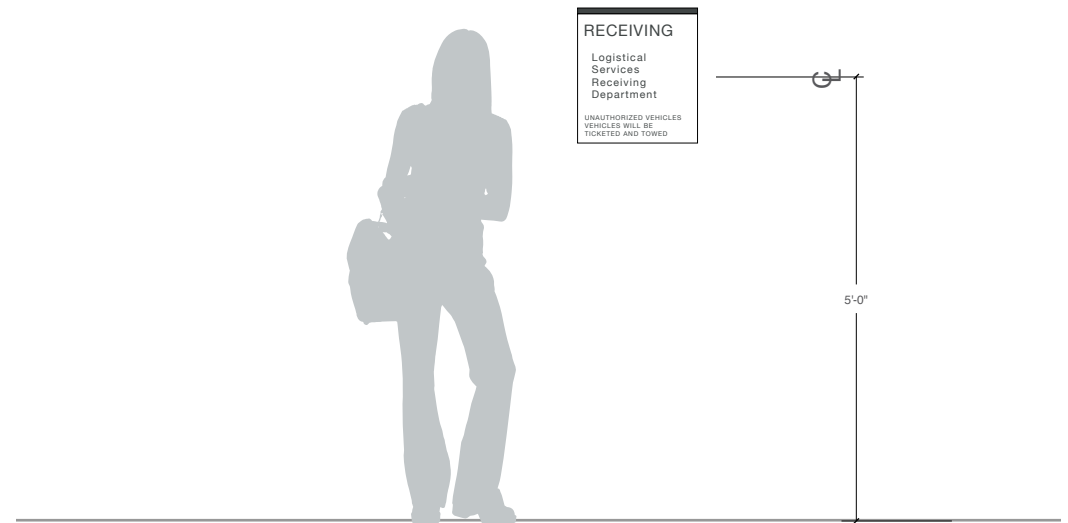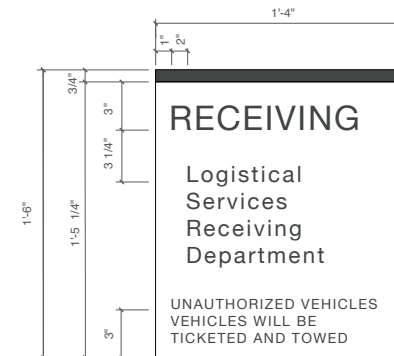 Text is Determined by Text Leading

- Breaks Between Messages
  are Empty Text Lines

COLOR:

■ Pantone 446 C

■ Pantone Black C

□ Pantone 11-0601
  TPX Bright White

RECEIVING

Logistical
Services
Receiving
Department

UNAUTHORIZED VEHICLES
VEHICLES WILL BE
TICKETED AND TOWED

RG10.3

Regulatory Information

Scale: 1" = 1'-0"

....
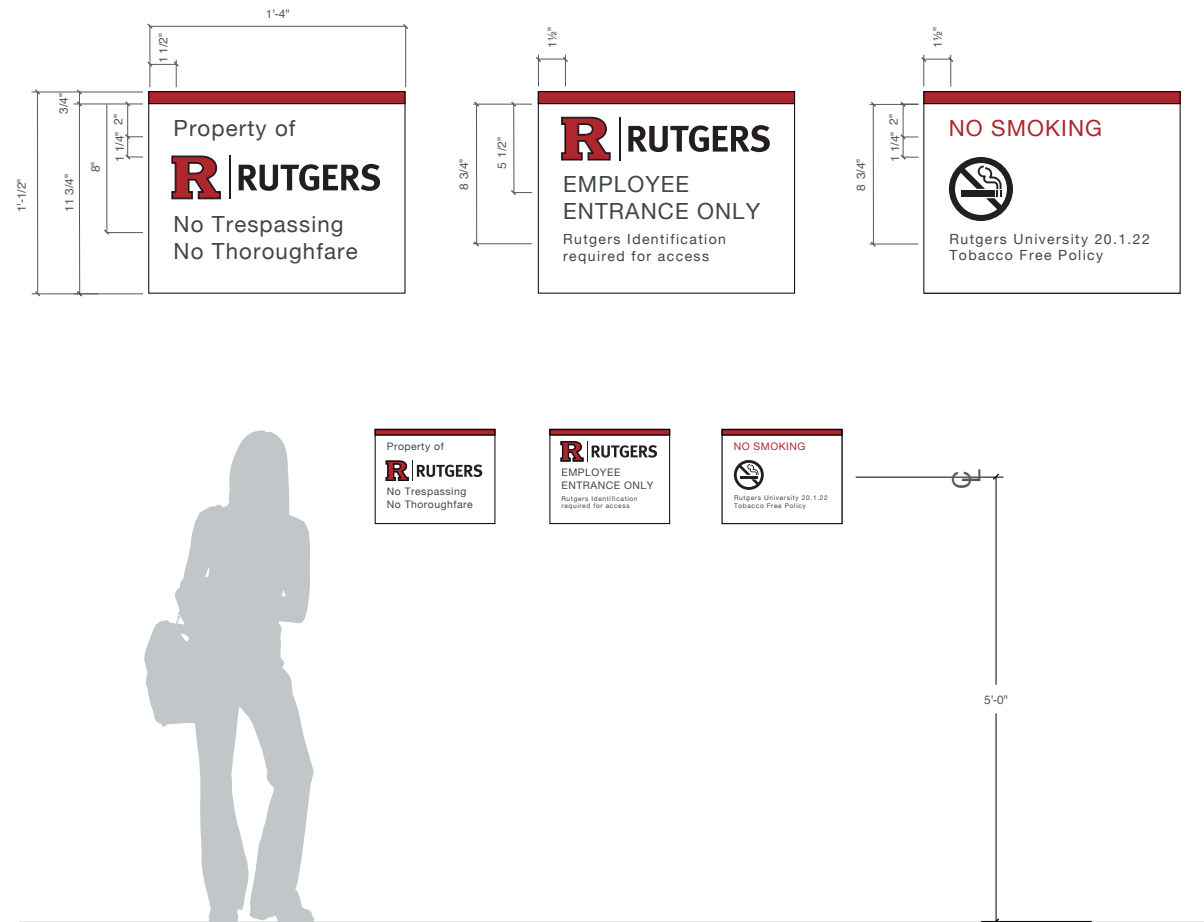
Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 1 1/2" margin

SIGN SPECIFICATIONS:

- Rutgers R Logo Height: 3"
- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 1"
- Main Text Tracking: +50
- Main Text Leading: 120 pt
- Secondary Text Font: Helvetica Neue Regular
- Secondary Text Cap Height: 0.625"
- Secondary Text Tracking: +100
- Secondary Text Leading: 76 pt
- Symbol Height: 4"
- Line Spacing from First Line of Main
  Text is Determined by Text Leading
- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 1805 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White

RG10.4

Regulatory Information

Scale: 1" = 1'-0"

....
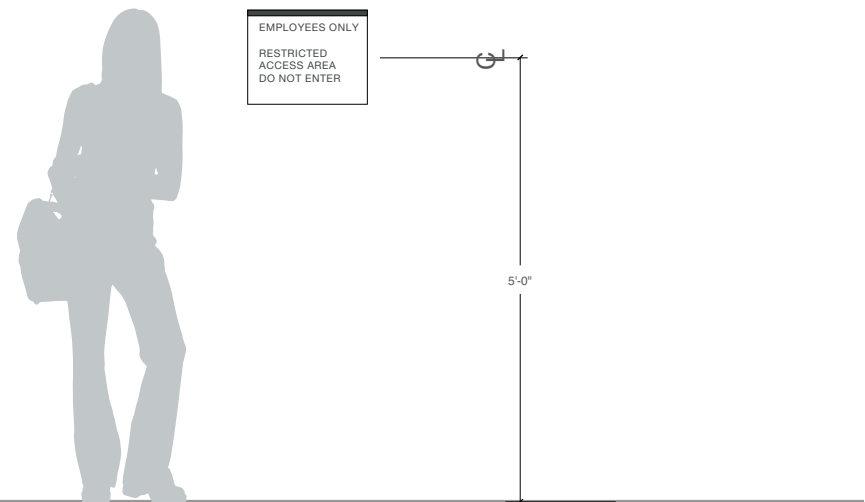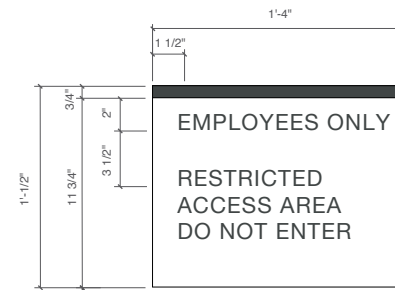
Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 1 1/2" margin

SIGN SPECIFICATIONS:

■ Main Text Font: Helvetica Neue Regular

■ Main Text Cap Height: 1"

■ Main Text Tracking: +50

■ Main Text Leading: 120 pt

■ Line Spacing from First Line of Main
   Text is Determined by Text Leading

■ Breaks Between Messages are Empty Text Lines

COLOR:

■ Pantone 446 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

RG10.5

Regulatory Information

Scale: 1.5" = 1'-0"

....
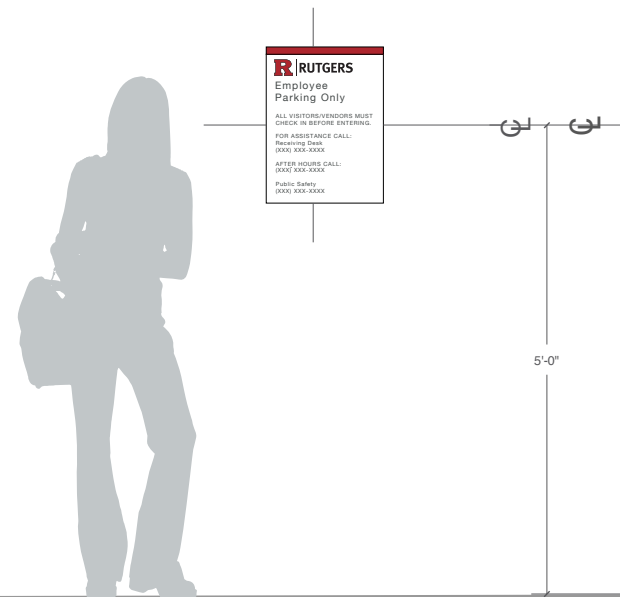
Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 1" margin

SIGN SPECIFICATIONS:

■ Rutgers R Logo Height: 1.7"

■ Main Text Font: Helvetica Neue Regular

■ Main Text Cap Height: 0.75"

■ Main Text Tracking: +100

■ Main Text Leading: 90 pt

■ Secondary Text Font: Helvetica Neue Regular

■ Secondary Text Cap Height: 0.4"

■ Secondary Text Tracking: +100

■ Secondary Text Leading: 50 pt

■ Line Spacing from First Line of Main
   Text is Determined by Text Leading

■ Breaks Between Messages are Empty Text Lines

COLOR:

■ Pantone 1805 C

■ Pantone Black C

□ Pantone 11-0601 TPX Bright White

RUTGERS

Employee
Parking Only

ALL VISITORS/VENDORS MUST
CHECK IN BEFORE ENTERING.

FOR ASSISTANCE CALL:
Receiving Desk
(XXX) XXX-XXXX

AFTER HOURS CALL:
(XXX) XXX-XXXX

Public Safety
(XXX) XXX-XXXX

RG10.6

Regulatory Information

Scale: 1.5" = 1'-0"

....
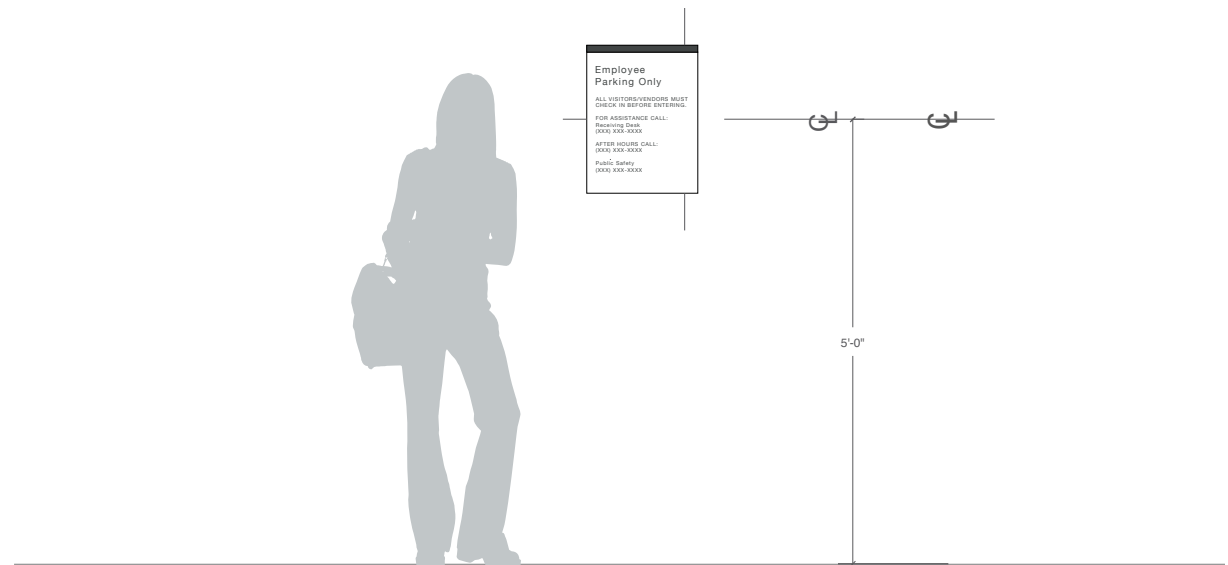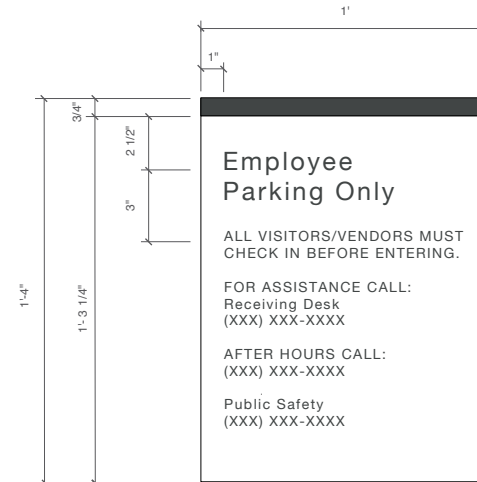
Figure is 5'6" tall unless otherwise noted

Content flush left on panel with 1" margin

SIGN SPECIFICATIONS:

- Main Text Font: Helvetica Neue Regular
- Main Text Cap Height: 0.75"
- Main Text Tracking: +100
- Main Text Leading: 90 pt
- Secondary Text Font: Helvetica Neue Regular
- Secondary Text Cap Height: 0.4"
- Secondary Text Tracking: +100
- Secondary Text Leading: 50 pt
- Line Spacing from First Line of Main
  Text is Determined by Text Leading
- Breaks Between Messages are Empty Text Lines

COLOR:

- Pantone 446 C
- Pantone Black C
- Pantone 11-0601 TPX Bright White

Employee
Parking Only

ALL VISITORS/VENDORS MUST
CHECK IN BEFORE ENTERING.

FOR ASSISTANCE CALL:
Receiving Desk
(XXX) XXX-XXXX

AFTER HOURS CALL:
(XXX) XXX-XXXX

Public Safety
(XXX) XXX-XXXX

5'-0"

RG10.7

Regulatory Information

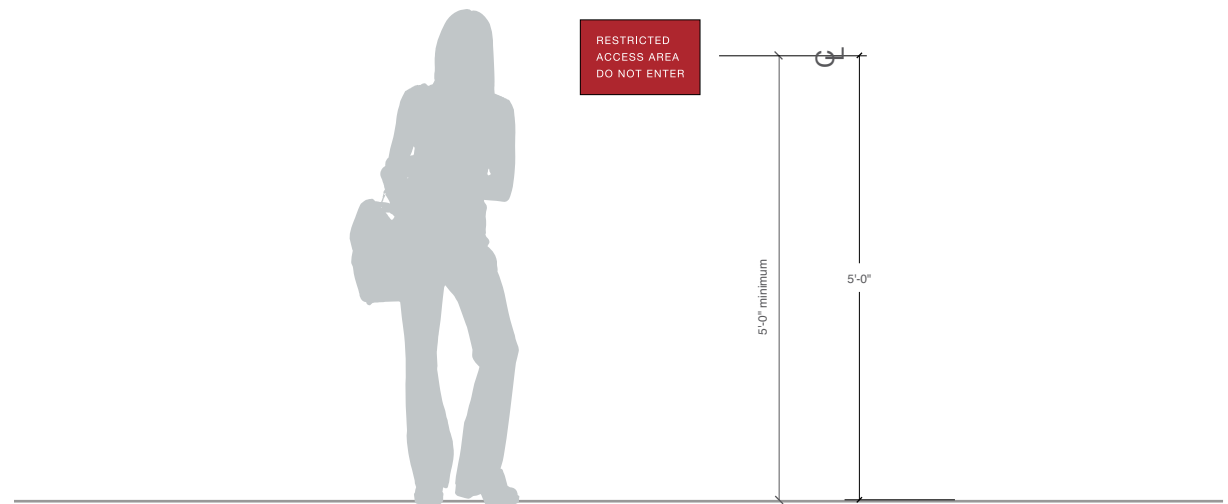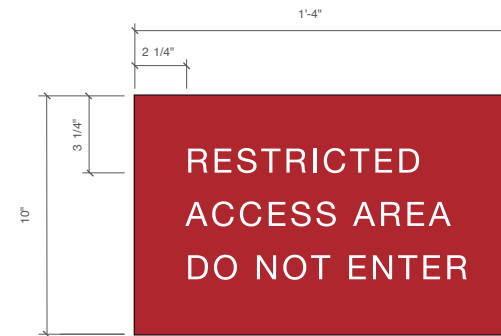**Scale: 1.5" = 1'-0"**

Figure is 5'6" tall unless otherwise noted

All text is flush left with 2 1/4" margin

SIGN SPECIFICATIONS:

- Text Font: Helvetica Neue Regular
- Text Cap Height: 1"
- Text Tracking: +100
- Text Leading: 160 pt

COLOR:

- Pantone 1805 C
- Pantone 11-0601 TPX Bright White

RESTRICTED
ACCESS AREA
DO NOT ENTER

Regulatory Information Signage

RG20.1

Regulatory Information

Scale: 1.5" = 1'-0"

....
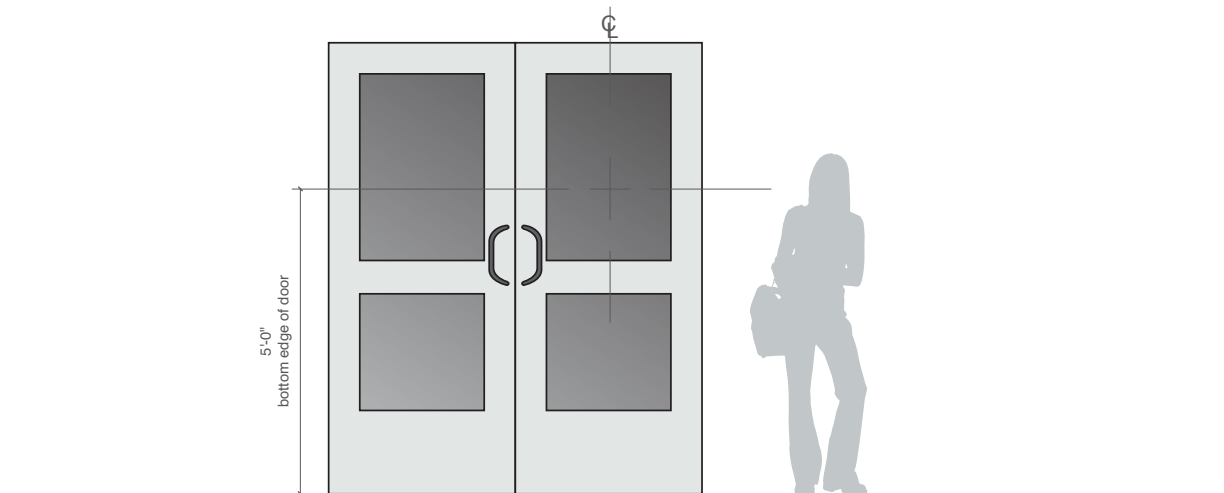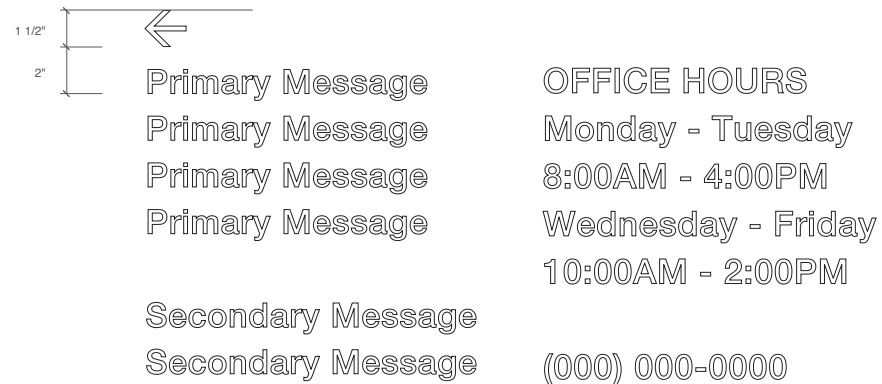
Figure is 5'6" tall unless otherwise noted

All symbol and text are flush left

SIGN SPECIFICATIONS:

■ Text Font: Helvetica Neue Medium

■ Text Cap Height: 1"

■ Text Tracking: +25

■ Text Leading: 140 pt

■ Arrow Height: 1.5"

■ Line Spacing from First Line of Main
   Text is Determined by Text Leading

■ Breaks Between Messages
   are Empty Text Lines

COLOR:

□   Pantone 11-0601 TPX Bright White

1 1/2"

2"

Primary Message
Primary Message
Primary Message
Primary Message

Secondary Message
Secondary Message

OFFICE HOURS
Monday - Tuesday
8:00AM - 4:00PM
Wednesday - Friday
10:00AM - 2:00PM

(000) 000-0000

℄

5'-0"
bottom edge of door

Exterior Appendix

Institutional Planning and Operations
Rutgers, The State University of New Jersey

RUTGERS

Post and Panel Fabrication and Install information

◾ Panel Material

Painted aluminum composite (DiBond) panels with UV and corrosion resistant protective coating with applied vinyl graphics.

Panels are affixed to sign posts via flat head counter-sunk tamper-resistant screws that are color matched to panel. There must always be a 1" gap between red header panel and information panel beneath it.
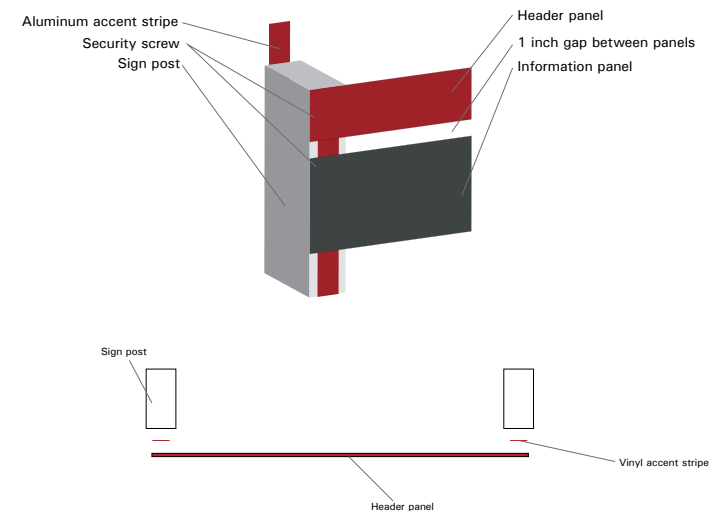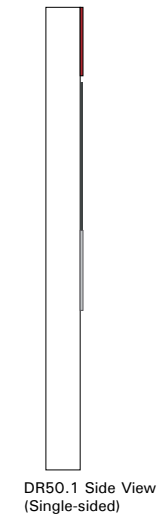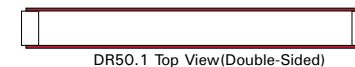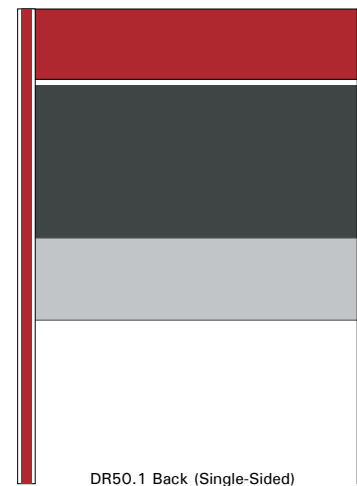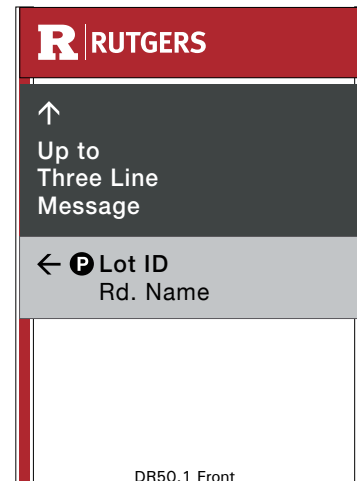
◾ Post Material

1/4" extruded aluminum, 3" x 6" square tubes painted white. White post cap chemically welded to post.

◾ Accent Stripe

1.75" wide x 0.080" thick red aluminum stripes centered on front and back of sign post.

Post and panel signs utilize a minimum 3' deep concrete footer with compacted sand at the base for condensation drainage. Each footer must conform to engineering requirements and appropriate wind-loads for individual structures. If sign is located at sidewalk or on existing concrete surface, remove concrete section, pour footer below sidewalk, re-pour and repair concrete surface.

DR50.1 Top View (Single-Sided)

DR50.1 Top View (Double-Sided)

R | RUTGERS

↑ Up to Three Line Message

← Ⓟ Lot ID
Rd. Name

DR50.1 Front

DR50.1 Side View (Double-sided)

DR50.1 Side View (Single-sided)

DR50.1 Back (Single-Sided)

Aluminum accent stripe
Security screw
Sign post
Header panel
1 inch gap between panels
Information panel

Sign post
Vinyl accent stripe
Header panel

Appendix

Ground Disturbance Notice

In accordance with NJAC, Title 14, Chapter 2, ground disturbances greater than 6 inches require the contractor/signage installer to provide notice of excavation to the One Call system at least 3 full business days before the scheduled work. Furthermore, contractors/signage installers for spot excavations such as soil borings, sign posts, and tree plantings are encouraged to mark the extent of their site with white paint.

Sign Installations on Pre-Existing Posts

Panels are affixed to preexisting poles and posts via appropriately sized tamper-resistant brackets with nut and bolt attachments on back of sign. Sign fabricator to review conditions and is responsible for determining the type and number of brackets required for each sign.

Wall-Mounted Sign Fabrication and Install Information

▪ Panel Material

Painted aluminum composite (DiBond) panels with UV and corrosion resistant protective coating with printed or applied vinyl graphics. Stud-mounted signs require 0.080" thick aluminum panels.

Panels are affixed to wall through pin-mount attachments, exterior grade double sided foam tape, or other wall-mounting method ultimately determined through a site conditions survey.

Pin Letters

Pin Letter Material: Painted Acrylic/Plexi or Aluminum. Can be stud mounted or utilize exterior grade double-sided foam tape depending on the mounting surface.

Arrival and Monument Sign Fabrication and Install Information

Contact Business Services Graphics Unit for more information: https://ipo.rutgers.edu/business-services/material-logistical-services/signage