

RUTGERS

Universitywide Wayfinding and Signage Manual

EXTERIOR AND INTERIOR





Universitywide Wayfinding and Signage Manual

EXTERIOR AND INTERIOR

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TABLE OF CONTENTS

PART 1 ABOUT THE SYSTEM

SECTION A	INTRODUCTION
SECTION B	STRATEGIES
SECTION C	IMPLEMENTATION
SECTION D	MAINTENANCE

PART 2 EXTERIOR

SECTION A	INTRODUCTION & GRAPHIC STANDARDS
SECTION B	SIGN MENU OVERVIEW
SECTION C	ARRIVAL GATEWAY
SECTION D	VEHICULAR WAYFINDING
SECTION E	PEDESTRIAN WAYFINDING
SECTION F	BUILDING IDENTIFICATION
SECTION G	PARKING IDENTIFICATION
SECTION H	TRANSIT
SECTION I	REGULATORY INFORMATION
SECTION J	HEALTH SCIENCES

PART 3 INTERIOR

SECTION A	INTRODUCTION & GRAPHIC STANDARDS
SECTION B	SIGN MENU OVERVIEW
SECTION C	IDENTIFICATION SIGNS
SECTION D	REGULATORY SIGNS
SECTION E	DIRECTIONAL SIGNS
SECTION F	INFORMATION SIGNS

PART 4 APPENDIX

HOW TO USE THIS MANUAL

Welcome to the Rutgers Universitywide 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 Universitywide 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 Universitywide 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implementation of signs in new facilities, renovation projects and as a catalog to order replacements for damaged or outdated parts or signs where the program has already been installed.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 four parts:

INTRODUCTION

This section provides an overview of objectives, policies and strategies that were developed and approved by the Rutgers University Signage Steering Committee. It also outlines the levels of implementation of the signage standards and the tools and processes for maintaining the Universitywide Signage System.

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.

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.

APPENDIX

PART 1

ABOUT THE SYSTEM

SECTION A: INTRODUCTION &
GRAPHIC STANDARDS

SECTION B: STRATEGIES

SECTION C: IMPLEMENTATION

SECTION D: MAINTENANCE

SECTION A

INTRODUCTION

How to Order a Sign at Rutgers	1A.2
Wayfinding at Rutgers University	1A.3
Sign Standards at Rutgers University	1A.3
Wayfinding Sign Program Policy.	1A.3
Glossary of Manual Terms.	1A.4



HOW TO ORDER A SIGN AT RUTGERS

Ordering a sign at Rutgers can be quite easy. Follow these steps and if you need support along the way, contact [xxx](#).

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.
4. **Locate relevant drawings.** Use this manual to find drawings for the sign type.
5. **Determine if there are any special conditions.** Visit/Review the space where the sign will be installed. Does the sign need special placement or is it in a unique location?
6. **Deliver drawings, messages and location to fabricator.** In order to produce each sign, the fabricator will need these tools.
7. **Review installation for quality control and adherence to standards.** Signs should meet all standards outlined in this document.



Questions? Please contact [xxxxx](#)

WAYFINDING AT RUTGERS UNIVERSITY

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) [reference ADA section page xx] and local regulations.

In 2013, Rutgers University assessed the manner in which it moves people between, around and through its campuses to develop a new wayfinding strategy. Rutgers engaged **ex;it**, a Philadelphia-based design firm, to evaluate its campus wayfinding, access and usability. Site observations, tours, fieldwork and work sessions with University stakeholders, and sub-consultants Kolar Design and Wells Appel, informed the design direction of the sign program.

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

WAYFINDING SIGN PROGRAM POLICY

The Universitywide 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 Universitywide Signage Manual has been developed by the Office of University Planning and Development with extensive advice and consultation from faculty, staff and students. The Board of Governors of the university will formally approve the Universitywide Signage Manual.

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 policy 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 UNIVERSITY

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.



A Total Support System of Wayfinding includes a coordinated family of efforts and cohesive set of tools, shown at left.

GLOSSARY OF TERMS

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 **A** that corresponds to a sign location plan and includes the sign type **B**, 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 **A** in the copy list.

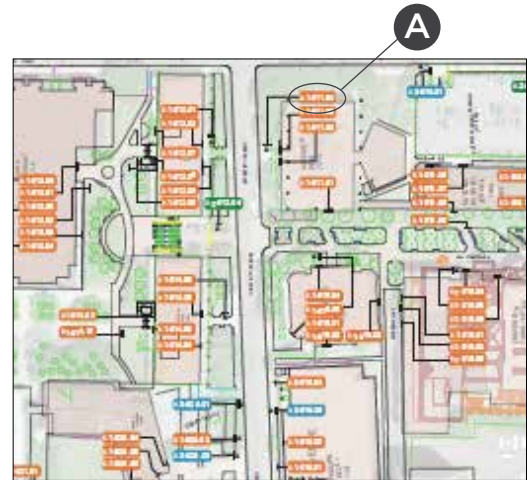
SIGN LOCATION NUMBERING

A strategy for sign location numbering has been developed to ease the process of review and revisions. For example, the location number for building-mounted signs or parking lot signs starts with the campus number, then sign type category number, followed by the Rutgers University building number; after the decimal there is a two-digit location number.

All other sign types are numbered starting with the campus number then sign type category number and a unique three-digit location number. There should be no duplicating number sequences. Every location should have a unique location number.

Rutgers Newark			
Location	Qty.	Sign	Notes & Description
6-3-002.03	1		PRK.1 Parking Identification: Post & Panel x Sqft

Copy List showing location, sign type and copy.



Sign Location plan showing campus with color-coded location numbers using the strategy shown below.

A **SIGN LOCATION NUMBERING:**

0-0-0000.00

Campus		Location	
Category		Building/Area	

CAMPUS CODES:

1-0-0000.00	Busch
2-0-0000.00	College Ave
3-0-0000.00	Cook/Douglass
4-0-0000.00	Livingston
5-0-0000.00	Camden
6-0-0000.00	Newark
7-0-0000.00	Health Sciences

CATEGORIES:

0-1-0000.00

ID

Building ID, plaques, vinyl, post and panel, canopies

0-2-0000.00

Wayfinding

Gateways, arrivals, skylines, vehicular directionals, pedestrian directionals, orientation maps

0-3-0000.00

Parking

Parking ID, kisoks, parking regulatory

0-4-0000.00

Transit

Bus stops, bus canopies, bus maps

0-5-0000.00

Regulatory

Life safety, code



Questions? Please contact [xxxxx](#)

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:

B

EXTERIOR SIGN TYPE CATEGORIES:

(MN) Arrival Signs

(BNR) Banner Signs

(BUS) Transportation Stop Signs

(DR) Vehicular Directional Signs

(ID) Building Identification Signs

(KSK) Parking Kiosk Signs

(ORT) Orientation Map

(PRK) Parking Identification Signs

(PDR) Pedestrian Directional Signs

(REG) Regulatory Signs

(VNY) Vinyl Signs

B

INTERIOR SIGN TYPE CATEGORIES:

(ID) Identification Signs

(REG) Regulatory Signs

(IR) Interior Directional Signs

(OR) Orientation 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. Every sign type has at least four pages (front and back) of fabrication and installation details. These pages are organized so that they can be removed from the manual, copied, and provided to a fabricator and/or installer based upon an individual project's needs.



Design intent drawings with specifications and dimensions for each sign type are found in Parts 2 and 3 of this Manual.

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 in each implementation of the system.

SECTION B

STRATEGIES

Wayfinding Methodology	1B.2
Design Principles.	1B.2
Campus Naming	1B.2
Hierarchy	1B.2
Terminology	1B.2
Brand Usage.	1B.3
Design for Flexibility.	1B.3
Health Sciences.	1B.3
Sight Line Recognition	1B.4
Sign Placement	1B.4
Exterior Sign Types.	1B.4
Legibility Rule of Thumb.	1B.4
Americans with Disabilities Act.	1B.10
A System for Total Support	1B.10

WAYFINDING METHODOLOGY

Finding and harnessing the hidden logic of a place to create a simple, clear and easily communicated methodology for wayfinding is the first step in providing directions to a visitor. A wayfinding methodology creates a platform or language for the wayfinding and signage program.

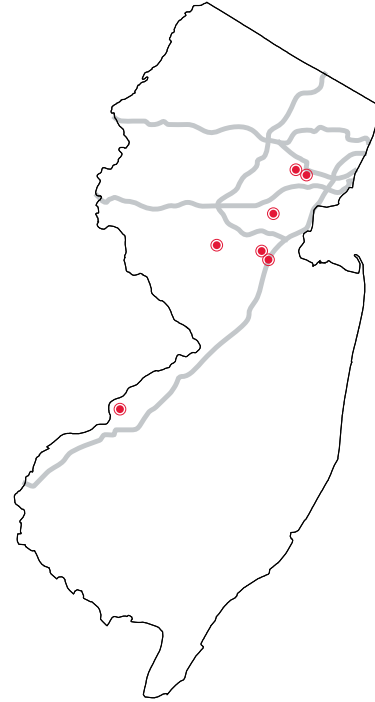
Wayfinding at Rutgers is campus-specific and based on size, population and type. The largest campus, New Brunswick, uses a geographic area methodology consisting of five campuses—College Avenue, Busch, Livingston and Cook / Douglass. Other locations are Camden, Newark and four Health Science divisions.

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

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 / Less is more
- 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 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.



Questions? Please contact [xxxxx](#)

BRAND USAGE

The logo, terminology, fonts, colors and signature elements of the Rutgers brand are strategically included in the messaging and design of the Universitywide Wayfinding and Signage System. The Rutgers logo and signatures are 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.

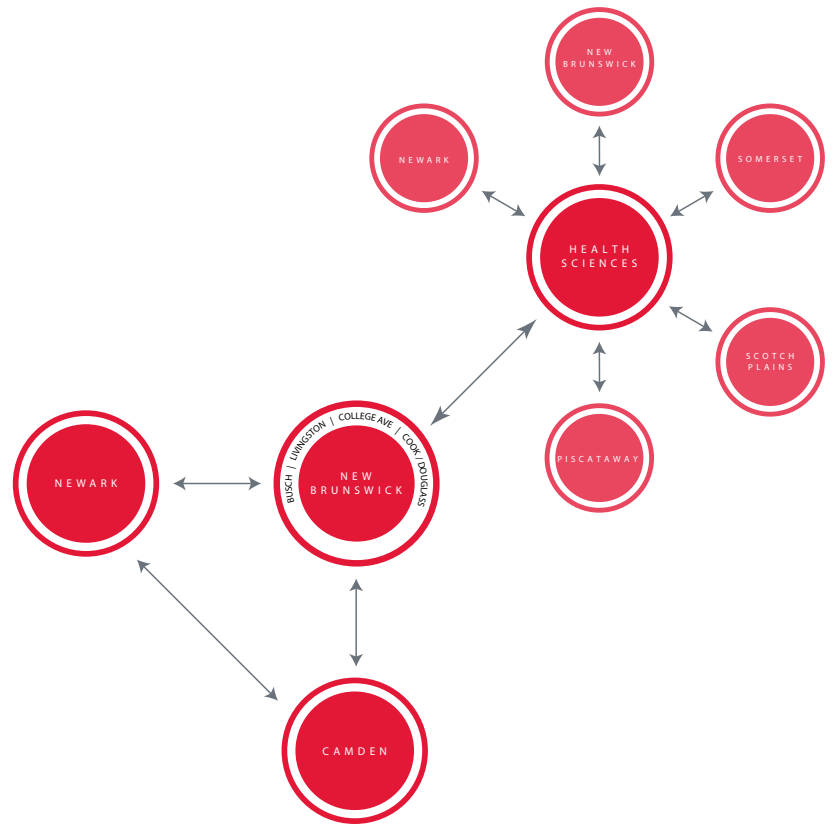
Typically, logos appear on signage at large, permanent installations, such as campus arrival moments, but not at individual information or regulatory warning signs. Some typefaces, colors and layouts are not suitable for application on large-scale environmental graphics. Critical adjustments may need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

DESIGN FOR FLEXIBILITY

The sign system has been developed to be easily maintained, and is flexible for future expansion. Both exterior and interior systems are designed with a structured grid and kit of parts, including standard panel sizes and a custom extrusion for poles. Rutgers University owns the die for this custom extrusion, which will be made available to fabricators.

HEALTH SCIENCES

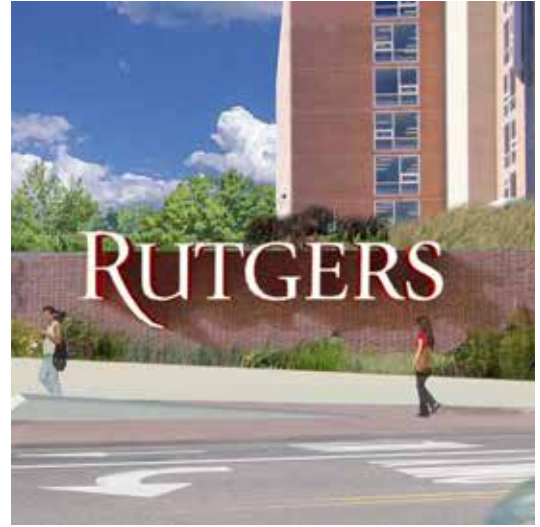
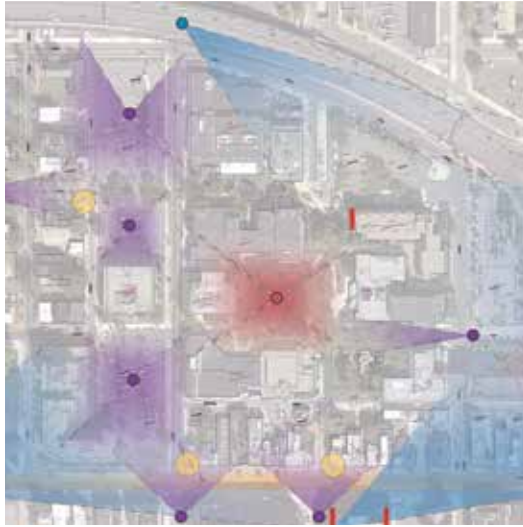
Some Rutgers University locations have patient-focused areas. Health care requires a unique set of strategies that create a patient-focused wayfinding system. In addition to being patient-focused, all signage in patient areas must follow the guidelines and code requirements for healthcare facilities.



EXTERIOR

(left) Optimal sight lines from entry points and open spaces are identified prior to location building and skyline signage.

(right) Gateway signs are implemented at different levels—primary, secondary, and tertiary.



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.

ARRIVAL GATEWAYS

Welcoming gateways are located at moments of arrival to Rutgers University. There are four levels of campus arrival—primary, secondary, tertiary and quaternary. Gateways have been designed to fit within the overall standard signage system. When locating gateways, sight lines, lighting, landscaping and hardscaping must all be considered and play a part in the overall gateway experience.

The University Seal becomes the grounding element of the arrival gateway. The sculpture form rises from the ground and stretches upward toward the sun, symbolizing progress and possibility – similar to the traditional obelisk form found in ancient Roman architecture. The facets of the sculpture take inspiration and relate to the rays of the sunburst of the University Seal.

The signature arrival element is located within the heart of each campus. This arrival moment radiates out and connects to each of the perimeter arrival moments along the line of a ray that emanates from the center of the burst. The strategic placement and prominence of these elements invites community gathering spaces. Therefore, there is a physical connection between places—the tradition and history of the past and the vision and innovation for the future.

Since the formal design language and organizing element plays on The University seal, this arrival gateway represents an element rooted in tradition, future-thinking and is uniquely Rutgers.

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.



Questions? Please contact [xxxxx](#)



VEHICULAR DIRECTIONAL

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.

Prioritizing destinations becomes imperative due to design restraints such as sign width and message quantities. Destinations that get top real estate on signage can be determined by a number of quantifiers, for example, the size of the destination or the frequency of first-time visitors that travel to the destination.

URBAN VEHICULAR DIRECTIONAL

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 directionals should connect to these urban systems to provide a seamless journey.



PUBLIC TRANSIT

Most Rutgers campuses can be accessed by public transportation. The New Brunswick campus is directly accessible by Amtrak and New Jersey Transit; the Camden campus is accessible by PATCO and New Jersey Transit Riverline; the Newark campus is accessible by the PATH and New Jersey Transit. Most of these stations are a short walk to the center of a Rutgers campus.

CAMPUS TRANSIT

The Rutgers University - New Brunswick 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.

(left) Vehicular directional located in urban setting.

(right) Bus stop shelters with transit identification and route information.



BUILDING IDENTIFICATION

It is imperative to properly name and label each building with a clear distinction between primary, secondary and other entrances.

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 on Camden Campus), 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

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.

Directories 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.

(left) Building Identification signs are ground-mounted and wall-mounted.

(right) Building orientation signage lists destinations in lobbies.



(left) Overhead directionals direct to destinations.

(right) Wall signage identifying a room



WAYFINDING

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

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.



Questions? Please contact [xxxxx](#)



(left) Regulatory flag-mounted sign

REGULATORY

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.

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 was 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 refer to the ADA White Papers: <http://www.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 through every step of their journey on campus.



Questions? Please contact [xxxxx](#)

SECTION C

IMPLEMENTATION

Introduction	1C.2
Levels of Implementation	1C.2
Phased Implementation	1C.4
Audit, Consolidate and Purge	1C.4
Program Management	1C.4
Code Compliance	1C.4
Prototypes and Testing	1C.4
Quality Standards	1C.4

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.

LEVELS OF IMPLEMENTATION

Exterior and interior signage is often required in a variety of circumstances at varying levels.

EXTERIOR LEVELS OF IMPLEMENTATION

NEW CONSTRUCTION OR CAMPUS EXPANSION: Campus is reorganized, expanded or an area on campus has changed.		Estimated Lead-Time for Fabrication / Installation 12 - 16 WEEKS
PROGRAMMING	FABRICATION	
Internal/External Follow strategies outlined in standards manual. New signs may need to be programmed and existing signs may have parts that need to be replaced. If custom design is required, an outside designer should be hired to create a solution using the standards as a baseline.	External Hire approved fabricator with knowledge of standards.	
SYSTEM UPDATE: New building is built or building function / occupant changes.		Estimated Lead-Time for Fabrication / Installation 8 - 12 WEEKS
PROGRAMMING	FABRICATION	
Internal/External Follow strategies outlined in standards manual. New signs may need to be programmed and existing signs may have parts that need to be replaced. If custom design is required, an outside designer should be hired to create a solution using the standards as a baseline.	Internal/External Internal if it affects fewer than 8 signs. If new signs require new footers, engage outside fabricator	
MAINTENANCE RE-ORDERING: New building is built or building function / occupant changes.		Estimated Lead-Time for Fabrication / Installation 6 - 8 WEEKS
PROGRAMMING	FABRICATION	
Internal Follow strategies outlined in standards manual. New signs may need to be programmed and existing signs may have parts that need to be replaced. Orders go through wayfinding champion/facilities.	Internal/External Internal if no new signs are required or if attic stock needs to be replaced.	



Questions? Please contact [xxxxx](#)

INTERIOR LEVELS OF IMPLEMENTATION

NEW BUILDING CONSTRUCTION: PUBLIC FUNCTIONS A new student or public building is built on campus.		Estimated Lead-Time for Fabrication / Installation 8 - 16 WEEKS
PROGRAMMING	FABRICATION	
Internal/External Follow strategies outlined in standards manual. New signs may need to be programmed and existing signs may have parts that need to be replaced. If custom design is required, an outside designer should be hired to create using the standards as a baseline.	External Hire approved fabricator with knowledge of standards.	
NEW BUILDING CONSTRUCTION: STAFF FUNCTIONS ONLY A new staff only building is built on campus.		Estimated Lead-Time for Fabrication / Installation 8 - 16 WEEKS
PROGRAMMING	FABRICATION	
Internal/External Follow strategies outlined in standards manual. New signs may need to be programmed and existing signs may have parts that need to be replaced. If custom design is required, an outside designer should be hired to create using the standards as a baseline.	External Hire approved fabricator with knowledge of standards.	
ADDITION/REMODEL TO BUILDING: MAIN PATH OF TRAVEL AFFECTED An existing building is expanded or remodeled.		Estimated Lead-Time for Fabrication / Installation 8 - 12 WEEKS
PROGRAMMING	FABRICATION	
Internal/External Follow strategies outlined in standards manual. New signs may need to be programmed and existing signs may have parts that need to be replaced. If custom design is required, an outside designer should be hired to create using the standards as a baseline.	External Hire approved fabricator with knowledge of standards.	
ADDITION/REMODEL TO BUILDING OR DEPARTMENT RELOCATION: MAIN PATH OF TRAVEL NOT AFFECTED An existing building is expanded or remodeled, but it is internal.		Estimated Lead-Time for Fabrication / Installation 6 - 10 WEEKS
PROGRAMMING	FABRICATION	
Internal Follow strategies outlined in standards manual. Existing signs may have parts that need to be replaced. Orders go through wayfinding champion/facilities.	Internal/External Internal if parts are replaced/updated or there is a message change. External if new sign or ADA components have changed.	
MAINTENANCE RE-ORDERING: New building is built or department moves/changes.		Estimated Lead-Time for Fabrication / Installation 4 - 8 WEEKS
PROGRAMMING	FABRICATION	
Internal Follow strategies outlined in standards manual. New signs may need to be programmed and existing signs may have parts that need to be replaced. Orders go through wayfinding champion/facilities.	Internal/External Internal if parts are replaced/updated or there is a message change. External if new sign or ADA components have changed.	



Prototypes are made to test the location and legibility of signage.

PHASED IMPLEMENTATION

Since many sign locations rely on another location or sign to create a navigational pathway or order of information, implementation phases may be divided by campus, sign purpose or campus section.

Signs along a set journey must be implemented together so that users do not experience any gaps in their wayfinding journey. While it may seem that starting on the outer edge of campus makes sense, it may be most beneficial to start with interior campus arrivals so, as the system is phased, the path is completed.

AUDIT, CONSOLIDATE AND PURGE

An important first step in implementing the Wayfinding and Signage program at any level is to audit the existing signage (if any) and remove what is inaccurate, unnecessary, or redundant. This can be done in tandem with the installation of the new program, or in the months leading up to the installation. In some circumstances, creating an audit of the existing signage conditions may be helpful when programming a new implementation. Rutgers completed a comprehensive exterior audit in January 2013. It is important to communicate removal plans to staff and stakeholders so that they agree with and support the removal process.

PROGRAM MANAGEMENT

The success of a wayfinding program relies on the team to plan, design, implement and manage the wayfinding signage program. An experienced wayfinding champion will be responsible for handling all communications between the Rutgers University team and consultants or stakeholders. The University Wayfinding Champion will coordinate a series of specific procedures that have been designed and implemented to ensure

the successful completion of each sign project. The University Wayfinding Champion, design team (when appropriate), stakeholders (such as architects or interior designers) and the fabricators and installers should meet throughout the project to ensure the project meets the overall goals, stays consistent with the University-approved standards, and is on time and on budget.

CODE COMPLIANCE

The signage in the Rutgers Sign Standards program has been designed to meet all relevant codes at the time of program completion in 2013. All sign projects must be designed and planned to be compliant with current local, state and national codes. This may necessitate an update to the standards manual as codes and regulations change. All proposed modifications should be approved by the University Wayfinding Champion.

PROTOTYPES AND TESTING

Prototypes of the sign program may be desired to test the feasibility and success of the signage in the environment in which it will be installed. Mock-ups of a few key signs across multiple sign types can be made and temporarily installed in the field to test the sign size, clarity of messages and position. Typically, prototypes are not required beyond the first phase of implementation of standards unless a new sign type is added to the system.

QUALITY STANDARDS

All work should be performed in a professional manner and to the highest trade standards. Vendors, fabricators and contractors are responsible for ensuring the quality standards of all subcontracted work required for the installation of all sign types within the project, unless otherwise agreed to by the owner. Subcontracted work (professional or trade) includes but is not limited to: general carpentry, masonry, electrical, landscaping and utilities. All subcontracted work must meet the general accepted professional standards.

MANUFACTURING DOCUMENTATION

When a project is complete and ready for production, the fabricator will need documentation of the project. This documentation should include:

- Copy list and location plan showing where the signs are implemented and respective messaging
- Relevant pages from the sign standards manual showing fabrication, parts and mounting details



Questions? Please contact [xxxxx](#)

SECTION D

MAINTENANCE

Maintaining the System	1D.2
How to Care for the System	1D.2
Regular Maintenance	1D.2
Maintenance Process Charts	1D.3
Audit, Consolidate and Purge	1D.3
When to Update	1D.3
University Managment of the System	1D.3

MAINTAINING THE SYSTEM

Rutgers University has the tools to maintain its sign program. This includes equipment and staff capacity to consistently produce quality signs. If there are needs that fall outside Rutgers' capabilities, then it is recommended to seek outside support through a bid process in order to properly maintain the program standard.

HOW TO CARE FOR THE SYSTEM

A wayfinding system is made up of two parts—the assets and tools of the system and the methodology and logic of direction-giving. Both of these parts must be maintained and cared for over the lifespan of the system. Caring for the system includes, but may not be limited to, the following strategies:

REGULAR MAINTENANCE

Signs will need regular maintenance and cleaning. Exterior and interior signage should be cleaned annually to prolong the life of the signs. Exterior signs should be washed to remove dirt and grime.

A strategy for quick cleaning of vandalism should be in place so these events are dealt with in a timely manner throughout the year. Poles and sign faces may get graffiti or sticker damage in high-traffic areas. These pieces can be carefully cleaned with soap and water, or Goo Gone for stickers and a mild paint thinner for graffiti. Professional or highly-trained staff should complete this cleaning to ensure that additional damage is not incurred.

MAINTENANCE MATRIX FOR PERMANENT SIGNS:

SIGN LONGEVITY	0-4 YEARS	5-9 YEARS	9+ YEARS
DESIGN AND PLANNING	Extensive design and planning program continues even after sign system in place.	Moderate amount of design and planning.	Re-evaluate program to determine effectiveness and adjust to match campus growth.
SIGN SYSTEM FLEXIBILITY	Develop a kit of parts for maximum changeability to accommodate phased implementation and future growth of institution.	Grow and adapt system using kit of parts.	Grow and adapt system using kit of parts. Add new parts as necessary to accommodate growth.
CLEANING	Annual cleaning to maintain appearance and trust of system.	Annual cleaning to maintain appearance and trust of system.	Annual cleaning to maintain appearance and trust of system.
REPLACEMENT	Phased replacement schedule based upon roll out implementation plan.	Annual replacement based upon wear and tear and/or campus growth.	Annual replacement based upon wear and tear and/or campus growth.
MANAGEMENT	Day-to-Day management during initial roll out of standard.	Semi/Bi-Annual ongoing management or as new facilities come online.	Semi/Bi-Annual ongoing management or as new facilities come online.



Questions? Please contact [xxxxx](#)

MAINTENANCE PROCESS FOR REPAIR OR REPLACEMENT OF EXISTING SIGNS:



MAINTENANCE PROCESS FOR ADDITIONS, REMOVALS OR ALTERATIONS TO THE SYSTEM:

New building, new routing, change of name



AUDIT, CONSOLIDATE AND PURGE

An audit of the existing signage and removal of what is inaccurate, unnecessary 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. This should be completed at least once per year, if not more frequently. 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 OF THE SYSTEM

Rutgers University Facilities department will ensure that the program is maintained and implemented accurately. Facilities will clean, repair and coordinate fabrication of new signage when needed. A review process to approve signage requests to update and add to the system will ensure adherence to the standards.

