**Introduction**

The purpose of developing an exterior signage and wayfinding design guide is to better promote the Pittsburg State University brand and to enhance the experience of students, faculty, staff and visitors. It is also a planning tool to be used as funding becomes available for improvements to existing and future sites throughout campus.

Once fully implemented, the guide will raise the sense of arrival, increase aesthetics, and simplify vehicular and pedestrian movement throughout campus and beyond.

When enforced, the guide will ensure a unified system from one administration to the next and regulate future sign additions. It is highly recommended that the university appoint a signage and wayfinding design guide manager to become familiar with this document, answer questions, and act as the point of contact for future signage and wayfinding requests.

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Objectives and Goals
The primary objective of the wayfinding and sign design guide is to promote a sense of place and celebrate what is unique about Pittsburg State University. It is also intended to reinforce the perception of the campus as a safe, clean, high-quality institution. The following are additional objectives or goals of the guide:

- Bolster the university brand or identity.
- Identify key entry points.
- Convey clear vehicular wayfinding to parking lots and facilities.
- Convey clear pedestrian wayfinding to facilities, whether from parking lots, student housing, or other facilities.
- Reduce the overuse of signage.

Furthermore, the design guide offers the opportunity to promote sustainability through the use of recycled and long-lasting materials, reusable materials, and the efficient use of materials and manufacturing techniques.

Wayfinding Concept
The system includes all exterior signage within a determined boundary. The boundary begins beyond the campus at interstates and highways and ends at specific destinations on campus, whether it be a parking space, building or ball field. The system can further be divided into two types of signage, Vehicular Signage and Pedestrian Signage, as defined below.

Vehicular Signage
These signs are intended to be seen and read by people in vehicles, directing them to destinations on campus via preferred routes. Ideally these signs contain limited amounts of information to limit confusion and improve safety. These signs should be located at or prior to key decision-making points. They include:

- Feeder
  These off-campus signs direct people from interstates, highways, and/or city streets to the proper point of entry based on their destination.

- Campus Identity
  Identify the university at its boundary and are the most dominant of signs.

- Vehicular Directional
  These signs are located on campus at key decision-making points and direct vehicles to various facilities and the most convenient parking.

- Traffic Regulatory
  These signs provide regulations for vehicular traffic and are located throughout campus. Signs of this nature are “off-the-shelf” as standardized by the Manual on Uniform Traffic Control Devices (MUTCD) and cannot be modified.

- Regulatory / Informational (Parking)
  Located throughout campus parking lots, these signs provide regulations for vehicles other than those standardized by MUTCD.

Facility Identity
These signs identify each facility or primary feature on campus and are typically located adjacent to or attached to the facility or feature for visibility by both vehicles and pedestrians. Those shown in this guideline are intended to represent an overall replacement option that complements the new sign system and may be installed as the new system is implemented and as funds become available.

Temporary Banner
May be located on or off campus and used to convey temporary messages to vehicular and/or pedestrian traffic.

Pedestrian Signage
These signs are intended to be seen and read by pedestrians along pathways, directing them to destinations on campus via preferred routes. These signs should be located at or prior to key decision-making points. They include:

- Regulatory / Informational (One-sided Kiosk)
  These signs provide regulations and information for pedestrians and may be located throughout campus.

- Regulatory / Informational (Two-sided Kiosk)
  These signs provide regulations and information for pedestrians and may be located throughout campus.

- Pedestrian Directional
  These signs provide wayfinding for pedestrians to facilities or features within walking distance. They may also direct back to parking.

- Temporary Banner
  May be located on or off campus and used to convey temporary messages to vehicular and/or pedestrian traffic.

Sign Placement
The following are general guidelines for the placement of vehicular and pedestrian directional signage:

- Vehicular Signage
  - Place signs a minimum of 2 feet from the face of curb and no more than 10 feet.
  - Install the sign face perpendicular to the approaching driver.
  - Place on the right side of the road whenever possible, unless it is to be read from both directions.
  - Signs used for decision making, such as Vehicular Directional at intersections, shall provide the motorist sufficient time to react and turn.
  - Signs should either be lit or receive ambient light for nighttime legibility.
  - Locate and mount signs so that they are not obstructed by other signs, structures, or plant material.

- Pedestrian Signage
  - Signs should be placed in a visible area and should not obstruct the path of travel.
  - Signs should not block or interfere with Vehicular Signage.
  - Signs should either be lit or receive ambient light for nighttime legibility.
  - Locate and mount signs so that they are not obstructed by other signs, structures, or plant material.
Wayfinding & Signage Design Guideline

PROPOSED SIGN LOCATIONS

- Facility ID Entry Panel
- Facility ID Letters
- Primary Campus ID
- Secondary Campus ID
- Trailblazer (Regulatory Feeder)
- Map (Regulatory / Informational Kiosk)
- Pedestrian Directional
- Visitor Parking
Signage Element Colors

- **Red** (PMS 186 Coated)
- **Gold** (PMS 116 Coated)
- **White**
- **Gray** (PMS Cool Gray 1 Coated)
- **Black** (PMS 116 Coated)
- **Blue** (PMS 286 Coated)

Stonework

Brick shall match the texture and color as seen on Whitesitt Hall or the Jack H. Overman Student Center.

Typography

The standard typeface is Goudy Old Style. Characters are shown below for visual reference.

- **Goudy Old Style**
  
  \[
  \text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
  \text{abcdefghijklmnopqrstuvwxyz} \\
  \text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
  \text{abcdefghijklmnopqrstuvwxyz} \\
  \text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
  \text{abcdefghijklmnopqrstuvwxyz}
  \]

- **Goudy Old Style Bold**
  
  \[
  \text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
  \text{abcdefghijklmnopqrstuvwxyz} \\
  \text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
  \text{abcdefghijklmnopqrstuvwxyz} \\
  \text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
  \text{abcdefghijklmnopqrstuvwxyz}
  \]

- **Helvetica Condensed Light**
  
  \[
  \text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
  \text{abcdefghijklmnopqrstuvwxyz} \\
  \text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
  \text{abcdefghijklmnopqrstuvwxyz} \\
  \text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
  \text{abcdefghijklmnopqrstuvwxyz}
  \]

Symbols

- **Straight Arrow**
- **Left Arrow**
- **Right Arrow**

Primary Logo

Split-face

Related Documents:
Utilize the existing Pittsburg State University Brand Identity Standards Manual regarding official Pittsburg State University colors, logo, wordmark system, Splitface and university seal.
Notes:

1. Any and all structural connections, framing member sizes, etc. that are part of the sign cabinet are the responsibility of the sign company. Sign company shall provide a structural engineer’s stamp on the fabrication drawings.

2. This guideline represents the general design and fabrication intent for each sign type. Prior to fabrication, shop drawings shall be submitted to the university’s signage and wayfinding guideline representative for approval.

3. As discussed in the Wayfinding Standards section of this guideline, Traffic Regulatory signs are “off-the-shelf” as standardized by the Manual on Uniform Traffic Control Devices (MUTCD) and have not been developed further.

4. All footings shall be reinforced concrete.

5. Sign posts shall be powder-coated steel tubes with top and bottom plates.

6. Base plates shall be powder-coated steel.

7. Brackets shall be powder-coated aluminum.

8. Sign panels and cabinets shall be powder-coated aluminum.

9. Graphics shall be applied vinyl and digitally printed. Refer to drawings and details.

10. All fastening hardware such as bolts, nuts and washers shall be stainless steel, powder-coated to match substrate.

11. Brick and mortar shall match existing Campus Identity Digital Signage.

12. Fonts on all signage, excluding the regulatory/informational signage, shall be Goudy Old Style font, and adhere to Pittsburg State University Brand Identity Standards Manual.
STUDENT RECREATION CENTER
PITTSBURG ARMORY

Regulatory / Informational Signage
Facility Identity Entry Panels
Facility Identity Building Mount

Pedestrian Directional Signage
Regulatory / Informational (One-Sided) Kiosk
Temporary Banner
RED VINYL BAND

2" BLACK APPLIED VINYL LETTERS

GRAY ALUMINUM PANEL

4-1/2" APPLIED VINYL ARROW GRAPHIC

6" X 3" HSS STEEL POST, POWDER-COATED BLACK

CONCRETE FOOTING

Front Elevation
Scale 1" = 1'-0"
Wayfinding & Signage Design Guideline

2" BLACK APPLIED VINYL LETTERS TO BE CENTER ALIGNED

Layout Elevation
Scale 2" = 1'-0"

Graphic Arrow Layout
N.E.
Wayfinding & Signage Design Guideline

Primary Campus Identity Signage Details

Pittsburg State University

Est. 1903

10" Black Aluminum Letters; 1" Depth; Stud Mounted and Flush; Center Aligned at 3'-9" from Either Side

Aluminum Cabinet with Etched Gray Finish

1" Depth Push-Thru Acrylic Split-Face Logo; Applied Vinyl to Front; Internally Lit with LED

3" Black Routed Aluminum Letters; 1/2" Depth; Stud Mounted and Flush
LED DISPLAYS IN CABINET

ALUMINUM CABINET WITH RED FINISH

2" ALUMINUM TRIM WITH CLEAR FINISH

ALUMINUM CABINET WITH ETCHED GRAY FINISH

(2) LED DISPLAYS, PROVIDED BY OWNER; BOTH SIDES

10" BLACK ROUTED ALUMINUM LETTERS; 1" DEPTH; STUD MOUNTED AND FLUSH

4" BLACK ROUTED ALUMINUM LETTERS; 1/2" DEPTH; STUD MOUNTED AND FLUSH

3" ALUMINUM TRIM WITH CLEAR FINISH

BRICK BASE

CONCRETE FOOTING

NOTE: PROVIDE CONDUIT FOR POWER AND HARDWARE CONNECTION TO NETWORK.

1. This sign has been fabricated and installed prior to completion of this guideline. It is shown here for information only.
ALUMINUM CABINET WITH ETCHED GRAY FINISH

1" DEPTH PUSH-THRU ACRYLIC SPLIT-FACE LOGO; APPLIED VINYL TO FRONT; INTERNALLY LIT WITH LED

ALUMINUM TRIM WITH CLEAR FINISH

BRICK BASE

ALUMINUM CABINET WITH GRAY ETCHED FINISH

1" DEPTH PUSH-THRU ACRYLIC SPLIT-FACE LOGO; APPLIED VINYL TO FRONT; INTERNALLY LIT WITH LED

4" ALUMINUM TRIM WITH CLEAR FINISH

BRICK BASE

SECONDARY CAMPUS IDENTITY SIGNAGE & DETAILS

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Wayfinding & Signage Design Guideline

VEHICULAR DIRECTIONAL SIGNAGE

Visitor Parking
Horace Mann
Student Welcoming Center

Axe Library
McPherson Hall
Weede P.E. Building/
Robert W. Plaster Center

Brandenburg Field/
Carnie Smith Stadium
Wilkinson Alumni Center
Physical Plant

ALUMINUM CAP WITH RED FINISH
ALUMINUM CABINET WITH ETCHED GRAY FINISH
SPLIT-FACE LOGO
CONCRETE BASE

ALUMINUM CAP
ALUMINUM CABINET
CONCRETE BASE
Visitor Parking
Horace Mann
Student Welcoming Center

Axe Library
McPherson Hall
Weede P.E. Building/
Robert W. Plaster Center

Brandenburg Field/
Carnie Smith Stadium
Wilkinson Alumni Center
Physical Plan
REGULATORY / INFORMATIONAL (PARKING) SIGNAGE & DETAILS

Related Documents:
Fonts on all regulatory / informational signage shall be Helvetica Condensed Light font and adhere to Pittsburg State University Brand Identity Standards Manual.

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COLOR CODED APPLIED VINYL PARKING SYMBOL
ALUMINUM PANEL WITH ETCHED GRAY FINISH
1-1/2" BLUE APPLIED VINYL LETTERS
1" BLACK APPLIED VINYL LETTERS
2" SQ. STEEL POST, POWDER-COATED BLACK
CONCRETE FOOTING

COLOR CODED APPLIED VINYL PARKING SYMBOL
ALUMINUM PANEL WITH ETCHED GRAY FINISH
1-1/2" BLACK APPLIED VINYL LETTERS
1" BLACK APPLIED VINYL LETTERS

Related Documents:
Fonts on all regulatory/informational signage shall be Helvetica Condensed Light font and adhere to Pittsburg State University Brand Identity Standards Manual.
REGULATORY / INFORMATIONAL SIGNAGE & DETAILS

Related Documents:
Fonts on all regulatory / informational signage shall be Helvetica Condensed Light font and adhere to Pittsburg State University Brand Identity Standards Manual.
Wayfinding & Signage Design Guideline

Regulatory / Informational - Option 2

2" RED APPLIED VINYL BAND
1-1/2" BLACK APPLIED VINYL LETTERS
ALUMINUM PANEL WITH ETCHED GRAY FINISH
1" BLACK APPLIED VINYL LETTERS
2" SQ. HSS STEEL POST, POWDER-COATED BLACK

Layout Elevation

DO NOT HANDLE
THIS WATER IS CHEMICALLY TREATED

Front Elevation

2" RED APPLIED VINYL BAND
1 1/2" BLACK APPLIED VINYL LETTERS
ALUMINUM PANEL WITH ETCHED GRAY FINISH
1" BLACK APPLIED VINYL LETTERS

Related Documents:
Fonts on all regulatory / informational signage shall be Helvetica Condensed Light font and adhere to Pittsburg State University Brand Identity Standards Manual.

Pittsburg State University

REGULATORY / INFORMATIONAL SIGNAGE & DETAILS

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Notes:
1. These signs are intended to include building names primarily, and in some cases building use if able to be expressed concisely and simply, such as “Art” or “Music” or “Facilities.” Individual department names, centers, services or any other division of use are not to be included on the exterior. These departments and locations are to be identified and located on directories immediately inside the door within building.
FACILITY IDENTITY
BUILDING MOUNT

Notes:
1. Use black letters for light colored buildings and silver letters for dark colored or brick buildings.
2. Field locate to study existing conditions and determine the best vehicular and pedestrian visibility.

BUILDING NAME:
12" BLACK OR CLEAR FINISH ALUMINUM PINNED LETTERS; 1-1/2" DEPTH

STUDENT RÉCREATION CENTER
PITTSBURG ARMORY

Notes:
1. Use black letters for light colored buildings and silver letters for dark colored or brick buildings.
2. Field locate to study existing conditions and determine the best vehicular and pedestrian visibility.
Wayfinding & Signage Design Guideline

1-3/4" BLACK APPLIED VINYL LETTERS
ALUMINUM CABINET WITH ETCHED GRAY FINISH
3" RED ALUMINUM CAP
1" ALUMINUM TRIM WITH CLEAR FINISH
3/4" 1" 3/4" 3"

Notes:
1. Vinyl graphic of campus map and key are shown here for information only and may be replaced with a future campus map and key graphic.

REGULATORY / INFORMATIONAL (ONE-SIDED KIOSK) DETAILS
REINFORCED CONCRETE FOOTING

2" SQ. HSS STEEL POST; POWDER-COATED BLACK

3/4" DIA. STEEL ROD; POWDER-COATED BLACK

STEEL BASE; POWDER-COATED BLACK

VINYL BANNER WITH HEMS AND GROMMETS FOR ATTACHMENT TO POST, TOP AND BOTTOM

STEEL BASE WELDED TO POST; POWDER-COATED BLACK; FASTEN TO FOOTING WITH REMOVABLE ANCHORS

REINFORCED CONCRETE FOOTING

STUDENT ORIENTATION
Overman Student Center

TEMPORARY BANNER
REINFORCED CONCRETE FOOTING

2" SQ. HSS STEEL POST;
POWDER-COATED BLACK

3/4" DIA. STEEL ROD;
POWDER-COATED BLACK

STEEL BASE;
POWDER-COATED BLACK

Graphic Arrow Layout

Layout Elevation

Plan

Scale 2" = 1'-0"

1'-1 1/2"

1'-3"

11"

5"

3 1/2"

2 1/2" 2 1/2" 2 1/2"

2 1/2" 2 1/2" 2 1/2" 2 1/2"

1"

2"

2 1/2" 2 1/2"

VINYL BANNER WITH HEMS AND
GROMMETS FOR ATTACHMENT
TO POST, TOP AND BOTTOM

TEMPORARY BANNER
DETAILS

Wayfinding & Signage Design Guideline