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The Virginia Tech interior signage standards have been established by the Office of University Planning as a component of the Virginia Tech Design & Construction Standards Manual (DCSM).

The campus has signage standards to provide consistent wayfinding and visual uniformity. Wayfinding is the practice of planning for and providing clear paths of travel and clearly defined destinations through visual cues and the application of signage. The consistent aesthetic and application of information standards benefits the broader campus community. Interior signage offers clarity and consistency to people as they travel to their desired destinations on the Blacksburg campus and in Virginia Tech facilities across the Commonwealth.

Interior signs are organized into four different groups: Regulatory, Identification, Directional, and Informational.

This manual includes information concerning the interior signage submittal documents required for Virginia Tech projects. Required documents include: a comprehensive signage installation plan, signage schedule, directory maps and listings, and directional sign inserts.
DELIVERABLES
This document introduces the resources needed to make a complete interior sign submittal for a project to Virginia Tech. Resources include a signage installation plan and a signage schedule, as well as map, directory, and directional sign insert graphics. These documents will be provided by the consulting architect/engineer responsible for the project. Related files, such as templates, are available from the owner, project manager, or the Office of University Planning.

The signage schedule provides all information needed to fabricate signs for a project. This spreadsheet is organized by sign type (Regulatory, Identification, or MAP/DIR/INFO) and is color coded accordingly. It lists out building name, floor number, sign material, tag number, room number, sign type, permanent message (raised lettering or braille), installation type, display insert message, and notes.

Signage installation plans outline the location, type, and mounting information for all signs around the site. Each tag on the plan corresponds to an accompanying signage schedule.

Sign insert graphics apply to maps, directories, and directionals. They are template-based but individually designed for each project. They can be easily printed and replaced when information changes.
## DELIVERABLES

### SIGNAGE SCHEDULE

The signage schedule is an Excel document. It will be provided by the architect/engineer responsible for the project. A template file is available from the project manager.

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>VT:</td>
<td>BUILDING</td>
<td>NAME</td>
<td></td>
<td></td>
<td>Floor: 1</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Signage</td>
<td>Schedule</td>
<td></td>
<td></td>
<td>Type: Metal</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Color: Silver</td>
</tr>
<tr>
<td>4</td>
<td>KEY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>R:</td>
<td>Regulatory</td>
<td>Signage</td>
<td>(Required for Occupancy)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>•</td>
<td>to be highlighted at the top section of spreadsheet for each floor.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>•</td>
<td>Standard regulatory signage tables cannot be changed without VT approval.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>•</td>
<td>Frame, content and installation by CM.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>ID:</td>
<td>Room Identification Signage (Utility &amp; Standard)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>•</td>
<td>Content to be generated from labels on architectural plans by A/E.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>•</td>
<td>Final VT content development by VT-OUF / Department representative.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>•</td>
<td>FF&amp;E work order to VT-Print Services for content.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>E-MAP / DIR / INFO: Emergency Egress, Directional &amp; Directory, and Informational Signage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>•</td>
<td>Frame, content and installation by CM.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>•</td>
<td>Graphic layouts by A/E using VT supplied templates.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>•</td>
<td>A/E Deliverable- adobe illustrator electronic files to OUP for future changes.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tag</th>
<th>Room #:</th>
<th>Sign Type:</th>
<th>Permanent Message (Room #: Braille):</th>
<th>Installation Type:</th>
<th>Display Insert Message:</th>
<th>Notes:</th>
</tr>
</thead>
</table>

---
SIGNAGE INSTALLATION PLANS

The architect/engineer responsible for the project will provide signage installation plans.
Directory map sign insert graphics will be provided by the architect/engineer responsible for the project. Template files are available from the owner, project manager, or the Office of University Planning. Standard size for directory map signage is 22x17. The larger 36x24 is available upon review. Buildings with more than three floor plans may require more that one sign to clearly depict all plans.


DELIVERABLES

- Restrooms
  Room 110
  Suite 112
  Classroom 116
  Across Tunnel

- Exit Ramp
  Suite 104

INSTALLATION INFORMATION:
SIGN TYPE: DIR-WM
SIZE: 11” x 12”
INSTALLATION TYPE: WALL
BUILDING: CMMID
FLOOR: 2
TAG: 77

DIRECTIONAL SIGNS

Directional sign insert graphics will be provided by the architect/engineer responsible for the project. A template file is available from the project manager. University logo is not used on directional signage.
DIRECTORY SIGNS

Directory sign insert graphics will be provided by the architect/engineer responsible for the project. A template file is available from the project manager.
OVERVIEW
LIST OF APPROVED INTERIOR SIGN MANUFACTURER:

APCO
Other sign manufacturers may be considered if able to match APCO specifications (see approval process)

SIGN VENDORS CURRENTLY PROVIDING APCO SIGNAGE:

Virginia Tech Sign Shop
APCO
Westview
Gropen
Sharpe Co.

SIGN MANUFACTURER APPROVAL PROCESS:

All signs must comply with these standards.

Signs must match APCO specifications included in this document.

To be considered, sign manufacturer must submit physical sign samples for review through the project manager. The Office of University Planning will review submitted samples and advise the project manager of approval or required changes to proposed signage. Alternate sign manufacturer should not be included in a project prior to review and approval by OUP.
OVERVIEW

REGULATORY SIGNAGE [R]

Regulatory Signage (Code related signage for emergency or ADA access)

Selected Examples:

ROOM IDENTIFICATION SIGNAGE [ID]

The two components to room identification signage are as follows:
1. Utility Spaces  
   Including housekeeping, electrical, etc.
2. Standard Spaces  
   Including departmental offices, labs, classrooms, workstations, etc.

Current horizontal university logo to be used on room identification sign inserts.

Selected Examples:
OVERVIEW

MAP, DIRECTIONAL & DIRECTORY, AND INFORMATIONAL SIGNAGE [DIR-MAP / DIR / INFO]

As of this edition, directory signage and directory maps fall under the same category. We no longer have egress maps.

Directional Signage
(Wall or ceiling mounted signage for wayfinding through building)

Directory Map and Directory List Signage
(wall mounted signage near main building entrances and elevators for wayfinding through building)

Informational Signage
(wall mounted signage used for sharing information that may change over time such as list of graduate student assistants in an office space or request for quiet space during student study periods)

Selected Examples:

- Restrooms
  - Room 110
  - Suite 112
  - Classroom 116
  - Across Tunnel

- Exit Ramp
  - Suite 104
SPECIFICATIONS
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-M]
MEN'S RESTROOM

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVS0806(V) (Square)
- I.D. Size: 8" (h) x 6" (w)
- Color: Natural Satin
Insert:
- Sign Insert:
  - Part Code: FV-942-354 (Horiz. Grain)
  - Size: 8" (h) x 6" (w)
  - Part Color: Silver
Printed Graphics:
- Symbol: S60 (Men/Accessible)
  - Size: 4 1/2" (h)
  - Color: Laser Printed Black
Raised Lettering:
- Copy: HelveticaNeue-Roman (HR)
  - Size: 5/8" (h)
  - Color: A02 Black
Braille Color: Same as Background

NOTES:
Include the international symbol of accessibility in accordance with the 2010 ADA Standards for Accessible Design.
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-W]
WOMEN’S RESTROOM

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVS0806(V) (Square)
  I.D. Size: 8” (h) x 6” (w)
  Color: Natural Satin
Insert:
  Sign Insert:
    Part Code: FV-942-354 (Horiz. Grain)
    Size: 8” (h) x 6” (w)
    Part Color: Silver
Printed Graphics:
  Symbol: S60 (Women/Accessible)
  Size: 4 1/2” (h)
  Color: Laser Printed Black
Raised Lettering:
  Copy: HelveticaNeue-Roman (HR)
  Size: 5/8” (h)
  Color: A02 Black
  Braille Color: Same as Background

NOTES:
Include the international symbol of accessibility in accordance with the 2010 ADA Standards for Accessible Design.
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-AGR]
ALL-GENDER RESTROOM

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW SERIES
Mounting:
Vinyl Tape (on Glass)
Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
FVS0806(V) (Square)
I.D. Size: 8" (h) x 6" (w)
Color: Natural Satin
Insert:
Sign Insert:
Part Code: FV-942-354 (Horiz. Grain)
Size: 8" (h) x 6" (w)
Part Color: Silver
Printed Graphics:
Symbol: S60 (All-Gender/Accessible)
Size: 3 1/2" (h)
Color: Laser Printed Black
Raised Lettering:
Copy: HelveticaNeue-Roman (HR)
Size: 5/8" (h)
Color: A02 Black
Braille Color: Same as Background

NOTES:
Include the international symbol of accessibility in accordance with the 2010 ADA Standards for Accessible Design.
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-S]
STAIRS

APPROVED MANUFACTURER
SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVS0806(V) (Square)
  I.D. Size: 8” (h) x 6” (w)
  Color: Natural Satin
Insert:
Sign Insert:
- Part Code: FVCL0606(V) (ClearLens)
  Size: 6” (h) x 6” (w)
  Paper: 80# Cover Stock, 216 GSM, A00 White
Printed Graphics:
  Symbol: S48 (Stairs)
  Size: 4” (h)
  Color: Laser Printed Black
Sign Band
  Part Code: FV-942-354 (Horiz. Grain)
  Size: 2" (h) x 6”(w)
  Part Color: Silver
Raised Lettering:
  Copy: HelveticaNeue-Roman (HR)
  Size: 5/8” (h)
  Color: A02 Black
  Braille Color: Same as Background

PLAN VIEW

FRONT VIEW

8x6
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-SE]  
EXIT STAIRS

APPROVED MANUFACTURER  
SPECIFICATIONS INCLUDED  
BELOW:

APCO:  
FULL VIEW SERIES  
Mounting:  
Vinyl Tape (on Glass)  
Mechanical Fasteners (on CMU, Concrete, and GWB)  
Frame:  
FVS0806(V) (Square)  
I.D. Size: 8” (h) x 6” (w)  
Color: Natural Satin  
Insert:  
Sign Insert:  
Part Code: FVCL0606(V) (ClearLens)  
Size: 6” (h) x 6” (w)  
Paper: 80# Cover Stock, 216 GSM, A00 White  
Printed Graphics:  
Symbol: S48 (Stairs)  
Size: 4” (h)  
Color: Laser Printed Black  
Sign Band  
Part Code: FV-942-354 (Horiz. Grain)  
Size: 2” (h) x 6”(w)  
Part Color: Silver  
Raised Lettering:  
Copy: HelveticaNeue-Roman (HR)  
Size: 5/8” (h)  
Color: A02 Black  
Braille Color: Same as Background
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-SH]
SHOWER

APPROVED MANUFACTURER
SPECIFICATIONS INCLUDED
BELOW:

APCO:
FULL VIEW SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVS0806(V) (Square)
  I.D. Size: 8” (h) x 6” (w)
  Color: Natural Satin
Insert:
  Sign Insert:
    - Part Code: FVCL0606(V) (ClearLens)
    - Size: 6” (h) x 6” (w)
    - Paper: 80# Cover Stock, 216 GSM, A00 White
  Printed Graphics:
    - Symbol: Shower
    - Size: 4” (h)
    - Color: Laser Printed Black
  Sign Band
    - Part Code: FV-942-354 (Horiz. Grain)
    - Size: 2” (h) x 6”(w)
    - Part Color: Silver
  Raised Lettering:
    - Copy: HelveticaNeue-Roman (HR)
    - Size: 5/8” (h)
    - Color: A02 Black
    - Braille Color: Same as Background

PLAN VIEW

FRONT VIEW

8x6
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-L]
LADDER

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW SERIES
Mounting:
Vinyl Tape (on Glass)
Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
FV50806(V) (Square)
I.D. Size: 8” (h) x 6” (w)
Color: Natural Satin
Insert:
Sign Insert:
Part Code: FVCL0606(V) (ClearLens)
Size: 6” (h) x 6” (w)
Paper: 80# Cover Stock, 216 GSM, A00 White
Printed Graphics:
Symbol: Ladder
Size: 4” (h)
Color: Laser Printed Black
Sign Band:
Part Code: FV-942-354 (Horiz. Grain)
Size: 2” (h) x 6”(w)
Part Color: Silver
Raised Lettering:
Copy: HelveticaNeue-Roman (HR)
Size: 5/8” (h)
Color: A02 Black
Braille Color: Same as Background
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-NS]
NON-SMOKING DECAL

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
PRESSURE SENSITIVE VINYL
101V Background:
  Size: 3.5" (h) x 3.5" (w)
  Color: A01 White
PSV Graphics:
  Size: 1 1/8" diameter
  Color: Black

GENERAL VINYL SIGNAGE NOTES:

Requests for pressure sensitive vinyl to be applied to building doors and windows shall be reviewed by OUP for appropriateness and alignment with standards.

University fonts shall be used in vinyl door signage.

For departmental logos used on door glazing, see the University brand website at brand.vt.edu to obtain approved logo lockups.

Submit mockup to OUP for review prior to inclusion in the project.
REGULATORY SIGNAGE [R]

SIGN TYPE: [REGULATORY SIGN INSERTS]
PAPER INSERT TEMPLATES

- Accessible
- No Smoking
- Bottle Filling Station
- Stairs, Stair Exit
- Roof Access Ladder
- Shower
- Men’s Restroom (ADA)
- Women’s Restroom (ADA)
- All-Gender Restroom (ADA)
- Assistive Listening
- Ablution Station
- Changing Station
- Medical
- Locker Room
- Ramp
- Ramp Enclosure

NOTES:

Inserts must be 6” (h) by 6” (w).

Use only approved insert designs.

When unique symbols are required, review with the Office of University Planning prior to inclusion in the project.

Sign inserts to be printed on white 80# cover stock paper with a weight of 216 GSM.

IT closet inserts must say "Telecommunications Closets."

University Logo is not to be used on these signs.
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-FL1]
STAIR FLOOR LEVEL/ EXIT (> 3 FLOORS)

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW SERIES
Mounting:
Vinyl Tape
Top Plaque:
Part Code: FV-942-354 (Horiz. Grain)
Size: 20” (h) x 15” (w)
Part Color: Silver
Printed Graphics:
Copy: HelveticaNeue-Roman (HR)
Size: 1 1/2”, 1” & 5” (h)
Color: A02 Black
Arrow: A120
Size: 1 1/4” (h)
Color: A02 Black
Raised Lettering:
Copy: HelveticaNeue-Roman (HR)
Size: 1”, 5/8” (h)
Color: A02 Black
Braille Color: Same as Background

STAIR 3
FLOOR B TO 4

NO ROOF ACCESS
↓ DOWN TO FLOOR 1 FOR EXIT DISCHARGE
FLOOR 2 STAIR #

20x15
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-FL2]
STAIR FLOOR LEVEL/ EXIT (< 3 FLOORS)

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW SERIES
Mounting:
Vinyl Tape
Top Plaque:
Part Code: FV-942-354 (Horiz. Grain)
Size: 8” (h) x 8” (w)
Part Color: Silver
Raised Lettering:
Copy: HelveticaNeue-Roman (HR)
Size: 3/4”, 2” & 5/8” (h)
Color: A02 Black
Braille Color: Same as Background

STAIR 3

EXIT AT FLOOR 1

STAIR 1
EXIT AT FLOOR 1

8X8
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-MO]
MAXIMUM OCCUPANCY IDENTIFICATION

APPROVED MANUFACTURER
SPECIFICATIONS INCLUDED
BELOW:

APCO:
FULL VIEW SERIES
Mounting:
  Vinyl Tape (on Glass)
  Mechanical Fasteners (on CMU,
    Concrete, and GWB)
Frame:
  FVS0606(V) (Square)
  I.D. Size: 6” (h) x 6” (w)
  Color: Natural Satin
Insert:
  Sign Insert:
    Part Code: FV-942-354 (Horiz. Grain)
    Size: 6” (h) x 6” (w)
    Part Color: Silver
  Printed Graphics:
    Copy: HelveticaNeue-Roman (HR)
    Size: 5/8” (h)
    Color: A02 Black

maximum
occupancy
100

6x6

PLAN VIEW
FRONT VIEW
Printed Graphics
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-EL]
ELEVATOR

APPROVED MANUFACTURER
SPECIFICATIONS INCLUDED
BELOW:

APCO:
FULL VIEW SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVS0807(V) (Square)
  I.D. Size: 8" (h) x 7" (w)
  Color: Natural Satin
Insert:
  Sign Insert:
    Part Code: FV-942-354 (Horiz. Grain)
    Size: 8" (h) x 7" (w)
    Part Color: Silver
  Raised Lettering:
    Copy: HelveticaNeue-Roman (HR)
    Size: 5/8" (h)
    Color: A02 Black
    Braille Color: Same as Background
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-E1] ADA EXIT

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVS0606(V) (Square)
  I.D. Size: 6" (h) x 6" (w)
  Color: Natural Satin
Insert:
  Sign Insert:
    Part Code: FV-942-354 (Horiz. Grain)
    Size: 6" (h) x 6" (w)
    Part Color: Silver
  Raised Lettering:
    Copy: HelveticaNeue-Roman (HR)
    Size: 1 1/2" (h)
    Color: A02 Black
    Braille Color: Same as Background
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-E2]
ADA TO EXIT

APPROVED MANUFACTURER
SPECIFICATIONS INCLUDED
BELOW:

APCO:
FULL VIEW SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVS0606(V) (Square)
  I.D. Size: 6” (h) x 6” (w)
  Color: Natural Satin
Insert:
  Sign Insert:
    - Part Code: FV-942-354 (Horiz. Grain)
    - Size: 6” (h) x 6” (w)
    - Part Color: Silver
  Raised Lettering:
    - Copy: HelveticaNeue-Roman (HR)
    - Size: 1 1/2” (h)
    - Color: A02 Black
    - Braille Color: Same as Background
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-AL]
ASSISTIVE LISTENING

APPROVED MANUFACTURER
SPECIFICATIONS INCLUDED
BELOW:

APCO:
FULL VIEW SERIES
Mounting:
Vinyl Tape (on Glass)
Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
FVS0306(V) (Square)
I.D. Size: 3” (h) x 6” (w)
Color: Natural Satin
Insert:
Sign Insert:
Part Code: FVCL0306(V) (Clear Lens)
Size: 3” (h) x 6” (w)
Paper: 80# Cover Stock, 216 GSM, #00 White
Printed Graphics:
Symbol: M53 (Hearing Assistance)
Size: 2” (h)
Color: Laser Printed Black
Copy: HelveticaNeue-Roman (HR)
Size: 5/16” (h)
Color: Laser Printed Black

3x6
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-MED]
MEDICAL SYMBOL

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVS0404(V) (Square)
  I.D. Size: 4.08” (h) x 4.08” (w)
  Color: Natural Satin
Insert:
- Sign Insert:
  - Part Code: FVOP0404(V) (Opaque)
  - Size: 4.08” (h) x 4.08” (w)
  - Part Color: A02 Black
Printed Graphics:
- Logo: LTBD (VA Tech Caduceus)
  - Size: 3 1/8” (h)
  - Color: A02 Black & A89 Satin Silver

4.08x4.08
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-FP]
FIRE PUMP

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
PRESSURE SENSITIVE VINYL
101V Background:
Size: 12” (h) x 20” (w)
Color: A01 White
PSV Graphics:
Copy: HelveticaNeue-Roman (HR)
Size: 4”(h)
Color: 25-08 Fire Red

SPECIFICATIONS

12x20
REGULATORY SIGNAGE [R]

SIGN TYPE: [R-EXT]
STAIR FLOOR LEVEL/ EXIT (< 3 FLOOR)

APCO:
PRESSURE SENSITIVE VINYL
PSV Graphics:
Copy: HelveticaNeue-Roman (HR)
Size: 1" (h)
Color: 25-01 White

approx 2.5x9
REGULATORY SIGNAGE [R]

SPECIAL CIRCUMSTANCES

NOTES:

All requests for unique circumstances shall be reviewed by OUP for appropriateness and alignment with standards prior to inclusion in a project. Occasionally, regulatory signage may be required for unique circumstances. Examples include doors that are not accessible or doors that are exit-only. These unique situations will be reviewed on a case-by-case basis. Please contact the office of university planning to discuss the design.
ROOM IDENTIFICATION SIGNAGE [ID]

SIGN TYPE: [ID-S]
FRAME WITH ROOM NUMBER & ADA BAND

APPROVED MANUFACTURER
SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW SERIES
Mounting:
Vinyl Tape (on Glass)
Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
FVS0606(V) (Square)
I.D. Size: 6” (h) x 6” (w)
Color: Natural Satin
Insert:
Sign Insert:
Part Code: FVCL0406(V) (ClearLens)
Size: 4” (h) x 6” (w)
Paper: 80# Cover Stock, 216 GSM, A00 White
Printed Graphics:
Copy: HelveticaNeue-Roman (HR)
Size: 3/8” & 1/4” (h)
Color: A02 Black
Part Code: FV-942-354 (Horizontal Grain)
Size: 2” (h) x 6” (w)
Part Color: Silver
Raised Lettering:
Copy: HelveticaNeue-Roman (HR)
Size: 5/8” (h)
Color: A02 Black
Braille Color: Same as Background
ROOM IDENTIFICATION SIGNAGE [ID]

SIGN TYPE: [ID-S-CTS]
COUNTER TOP DESK MOUNT

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVS0406(V) (Square)
I.D. Size: 4” (h) x 6” (w)
Color: Natural Satin
Insert:
Sign Insert:
- Part Code: FVCL0406(V) (ClearLens)
- Size: 4” (h) x 6” (w)
- Paper: 80# Cover Stock, 216 GSM, A00 White
Printed Graphics:
- Copy: HelveticaNeue-Roman (HR)
- Size: 3/8” & 1/4” (h)
- Color: A02 Black
ROOM IDENTIFICATION SIGNAGE [ID]

SIGN TYPE: [ID SIGN INSERTS]
PAPER INSERT TEMPLATES

SIGN INSERT CONTENT NOTES:

Use one of the six approved insert designs shown. A combination of these inserts in a suite or building is acceptable.

Inserts shall be 4” (h) by 6” (w).

ID sign content to include employee name and title or employee name without title dependent upon method selected by department.

Sign inserts to be printed on white 80# cover stock paper with a weight of 216 GSM.

Visit brand.vt.edu for access to current Virginia Tech master logo files; ID signage uses the horizontal logo.

Insert templates are available online at https://www.facilities.vt.edu/planning-financing/design-and-construction-standards/detail-library.html.
NOTES:

1. The logo should be 3/16" from the right and bottom edges, and approximately 2" wide.
2. The insert text should be placed 1/2" from the top and left edges.
3. The primary text line should be 3/8" tall, and the secondary text line should be 1/4" tall.
4. The ADA band is 2" tall by 6" wide.
5. The raised lettering should be 5/16" from the top edge and 1/2" from the left edge of the band.
6. The text should be 5/8" high.
ROOM IDENTIFICATION SIGNAGE [ID]

SIGN TYPE: [ID-S-WET]
EXTERIOR DOORS FOR NON REGULATORY ADA ID

APPROVED MANUFACTURER
SPECIFICATIONS INCLUDED
BELOW:

APCO:
FULL VIEW SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVS0606(V) (Square)
- I.D. Size: 6” (h) x 6” (w)
- Color: Natural Satin
Insert:
- Sign Insert:
  - Part Code: FV-OP0406(V) (Opaque)
  - Size: 4” (h) x 6” (w)
  - Part Color: A78 Pearl Grey
Printed Graphics:
- Copy: HelveticaNeue-Roman (HR)
- Size: 7/16” (h)
- Color: A02 Black
Part Code: FV-942-354 (Horizontal Grain)
- Size: 2” (h) x 6” (w)
- Part Color: Silver
Raised Lettering:
- Copy: HelveticaNeue-Roman (HR)
- Size: 5/8” (h)
- Color: A02 Black
Braille Color: Same as Background
ROOM IDENTIFICATION SIGNAGE [ID]

SIGN TYPE: [ID-RH]
RESIDENCE HALL ROOMS

APPROVED MANUFACTURER
SPECIFICATIONS INCLUDED
BELOW:

APCO:
FULL VIEW SERIES
Mounting:
Vinyl Tape (on Glass)
Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
FVS0606(V) (Square)
I.D. Size: 4” (h) x 4” (w)
Color: Natural Satin
Insert:
Sign Insert:
Part Code: FV-OP0406(V) (Opaque)
Size: 4” (h) x 6” (w)
Part Color: A78 Pearl Grey
Raised Lettering:
Copy: HelveticaNeue-Roman (HR)
Size: 5/8” (h)
Color: A02 Black
Braille Color: Same as Background

NOTES:
To be used by Student Affairs for residence hall rooms.
All other Student Affairs signage must follow the university standards.
**ROOM IDENTIFICATION SIGNAGE [ID]**

SIGN TYPE: [ID-S-SLD]
LACTATION ROOM, INTERVIEW ROOM, MEETING ROOM

---

**APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:**

**APCO:**

**FULL VIEW SERIES**

Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)

Frame:
- FVS071806(V)SL (Square)
- I.D. Size: 7 3/16" (h) x 6" (w, approx.)
- Color: Natural Satin

Insert:
- Sign Insert:
  - Part Code: FVCL0406(V) (ClearLens)
  - Size: 4" (h) x 6" (w)
  - Paper: 80# Cover Stock, 216 GSM, A00 White
  - Part Code: FV-SL (Slider)
  - Size: 30mm (h) x 6" (w)
  - Part Color: Natural Satin
  - Slider Color: A89 Satin Silver
  - Paper Color: A78 Pearl Grey
- Printed Graphics:
  - Copy: HelveticaNeue-Roman (HR)
  - Size: 3/8" (h)
  - Color: Laser Printed Black
  - Part Code: FV-942-354 (Horizontal Grain)
  - Size: 2" (h) x 6" (w)
  - Part Color: Silver
  - Raised Lettering:
    - Copy: HelveticaNeue-Roman (HR)
    - Size: 5/8" (w)
    - Color: A02 Black
    - Braille Color: Same as Background
DIRECTIONAL, MAP, DIRECTORY, AND INFORMATIONAL SIGNAGE [DIR / MAP / INFO]

SIGN TYPE: [DIR-WM]
DIRECTIONAL INFORMATION (WALL MOUNT)

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVS1211(V) (Square)
  I.D. Size: 12" (h) x 11" (w)
  Color: Natural Satin
Insert:
- Sign Insert:
  Part Code: FVCL1211(V) (ClearLens)
  Size: 12" (h) x 11" (w)
  Paper Color: A00 White
  Paper: 80# Cover Stock, 216 GSM, A00 White
Printed Graphics:
- Color Block:
  Size: 2" (h) x 2" (w)
  Color: PMS 208 (Chicago Maroon)
- Arrow: LTBD (Custom A107)
  Size: 1 3/8" (h)
  Color: White
- Copy: HelveticaNeue-Roman (HR)
  Size: 9/16" (h)
  Color: Black
- Symbol: S3 (Accessible)
  Size: 5/8" (h)
  Color: Black
- Rule:
  Size: 1/32" x 7 11/16"
  Color: PMS 208 (Chicago Maroon)

NOTES:

Typical sign example shown. Sign insert graphics to be provided by Architect.

When necessary for wayfinding clarity, subheaders may be used to identify locations such as men/women/all-gender restrooms or rooms across tunnel.
DIRECTIONAL, MAP, DIRECTORY, AND INFORMATIONAL SIGNAGE [DIR / MAP / INFO]

SIGN TYPE: [DIR-CM1]
DIRECTIONAL INFORMATION (CEILING MOUNT)

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW CEILING MOUNT
Part Code: CMT-M (Metal)
Track Color: Natural Satin
Track Width: 46”
Double Sided Graphics
Frame:
FVS1248(H)CM
  Square Holder
  Holder Color: Natural Satin
Insert:
  Sign Insert:
    Part Code: FV-CL (ClearLens)
    Size: 12”(h) x 48”(w)
    Paper: 80# Cover Stock, 216 GSM, A00 White
  Printed Graphics:
    Custom Arrow: ATBD
    Size: 4” (h)
    Color: PMS 208 (Chicago Maroon)
    Copy: HelveticaNeue-Roman (HR)
    Size: 13/16” (Alt: 13/16” & 5/8”) (h)
    Color: A02 Black
    Vertical Divider Rule Line:
    Size: 10 1/8”(h) x 1/8”(w)
    Color: PMS 208 (Chicago Maroon)

NOTES:
Typical sign example shown. Sign insert graphics to be provided by Architect
DIRECTIONAL, MAP, DIRECTORY, AND INFORMATIONAL SIGNAGE [DIR / MAP / INFO]

SIGN TYPE: [DIR-CM2]
DIRECTIONAL INFORMATION (CEILING MOUNT)

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW CEILING MOUNT
Part Code: CMT-M (Metal)
Track Color: Natural Satin
Track Width: 22”
Z2 Single Sided Graphics
Z3 & Z3a Double Sided Graphics
Frame:
FVS1224(H)CM
Square Holder
Holder Color: Natural Satin
Insert:
Sign Insert:
Part Code: FV-CL (ClearLens)
Size: 12”(h) x 24”(w)
Paper: 80# Cover Stock, 216 GSM, A00 White
Printed Graphics:
Custom Arrow: ATBD
Size: 4” (h)
Color: PMS 2 208 (Chicago Maroon)
Copy: HelveticaNeue-Roman (HR)
Size: 13/16” (h)
Color: A02 Black

NOTES:

Typical sign example shown. Sign insert graphics to be provided by Architect
DIRECTIONAL, MAP, DIRECTORY, AND INFORMATIONAL SIGNAGE [DIR / MAP / INFO]

SIGN TYPE: [DIR-CM3]
DIRECTIONAL INFORMATION (CEILING MOUNT)

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

**APCO:**
FULL VIEW CEILING MOUNT
Part Code: CMT-M (Metal)
Track Color: Natural Satin
Track Width: 22"
Double Sided Graphics
Frame:
- FVS0824(H)CM
- Square Holder
- Holder Color: Natural Satin
Insert:
- Sign Insert:
  - Part Code: FV-CL (ClearLens)
  - Size: 8"(h) x 24"(w)
  - Paper: 80# Cover Stock, 216 GSM, A00 White
- Printed Graphics:
  - Custom Arrow: ATBD
  - Size: 4" (h)
  - Color: PMS 208 (Chicago Maroon)
  - Copy: HelveticaNeue-Roman (HR)
  - Size: 13/16” (h)
  - Color: A02 Black

**NOTES:**
Typical sign example shown. Sign insert graphics to be provided by Architect

---

SIDE VIEW

FRONT VIEW

BACK VIEW

8x24
DIRECTIONAL, MAP, DIRECTORY, AND INFORMATIONAL SIGNAGE [DIR / MAP / INFO]

SIGN TYPE: [DIR-FM1]
DIRECTIONAL INFORMATION (FLAG MOUNT)

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW WALL MOUNT
Track Color: Natural Satin
Track Width: 12”
Double Sided Graphics
Frame:
   FVS_1211PWM
   Square Holder
   Holder Color: Natural Satin
Insert:
   Sign Insert:
      Part Code: FV-CL (ClearLens)
      Size: 12”(h) x 11”(w)
      Paper: 80# Cover Stock, 216 GSM, A00 White
      Printed Graphics:
         Custom Arrow: ATBD
         Size: 4” (h)
         Color: PMS 208 (Chicago Maroon)
         Copy: HelveticaNeue-Roman (HR)
         Size: 13/16” (h)
         Color: A02 Black

NOTES:

Typical sign example shown. Sign insert graphics to be provided by Architect.

When necessary for wayfinding clarity, subheaders may be used to identify locations such as men/women/all-gender restrooms or rooms across tunnel.

12x11

- Elevator
- Restrooms
  - Men, Women, All-Gender
  - Lobby
- Lab 100
- Rooms 112-115
- Rooms 116-130
- Human Resources
DIRECTIONAL, MAP, DIRECTORY, AND INFORMATIONAL SIGNAGE [DIR / MAP / INFO]

SIGN TYPE: [DIR-FM2]
DIRECTIONAL INFORMATION (FLAG MOUNT)

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW WALL MOUNT
Track Color: Natural Satin
Track Width: 8.5"
Double Sided Graphics
Frame:
FVS__8585PWM
Square Holder
Holder Color: Natural Satin
Insert:
Sign Insert:
Part Code: FV-CL (ClearLens)
Size: 8.5"(h) x 8.5"(w)
Paper: 80# Cover Stock, 216 GSM, A00 White
Printed Graphics:
Custom Arrow: ATBD
Size: 4" (h)
Color: PMS 208 (Chicago Maroon)
Copy: HelveticaNeue-Roman (HR)
Size: 13/16" (h)
Color: A02 Black

NOTES:

DIR-FM2 to be used to increase wayfinding clarity to restrooms when entrances are recessed from the main building corridor or to assist with clarifying the accessible path through a building.

Signs may be used for calling out a departmental main office with review by OUP for appropriateness.
DIRECTIONAL, MAP, DIRECTORY, AND INFORMATIONAL SIGNAGE [DIR / MAP / INFO]

SIGN TYPE: [DIR-MAP]
FLOOR MAP

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVS1211(V) (Square)
  I.D. Size: 22" (h) x 17" (w)
  Color: Natural Satin
Insert:
- Sign Insert: Part Code: FVCL1211(V) (ClearLens)
  Size: 22" (h) x 17" (w)
  Printed Colors: Per artwork
  Paper: 80# Cover Stock, 216 GSM, A00 White

NOTES:
Typical sign example shown. Sign insert graphics to be provided by Architect.
Highlight restrooms, stairs, elevators, exits, location on map.
Use Acherus Grotesque font for text.
Default size is 22x17, but 36x24 is available upon review.
See sample in Appendix (73).
DIRECTIONAL, MAP, DIRECTORY, AND INFORMATIONAL SIGNAGE [DIR / MAP / INFO]

SIGN TYPE: [DIR-D-22x17]
DIRECTORY - INFORMATIONAL

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVS1211(V) (Square)
I.D. Size: 22” (h) x 17” (w)
Color: Natural Satin
Insert:
- Sign Insert: Part Code: FVCL1211(V) (ClearLens)
  Size: 22” (h) x 17” (w)
- Printed Colors: Per artwork
- Paper: 80# Cover Stock, 216 GSM, A00 White
- Copy: Acherus Grotesque
  Min. Size: 5/8” (h)
  Max. Size: 1 1/2” (h)

NOTES:
Typical sign example shown. Sign insert graphics to be provided by Architect.
SPECIFICATIONS

DIRECTIONAL, MAP, DIRECTORY, AND INFORMATIONAL SIGNAGE [DIR / MAP / INFO]

SIGN TYPE: [DIR-D-36x24]
BUILDING DIRECTORY

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
LARGE FORMAT FULLVIEW WITH CLEARLENS COVER
Size O.D.: 38.2"(h) x 24.22"(w)
Holder Shape: Square
Holder Color: Natural Satin
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)

Insert:
- Insert(s):
  - Part Code: ADO Paper
  - Size: 36"(h) x 24"(w)
  - Paper: 80# Cover Stock, 216 GSM, A00 White
  - Copy: Acherus Grotesque
  - Min. Size: 5/8" (h)
  - Max. Size: 1 1/2" (h)

NOTES:
Typical sign example shown. Sign insert graphics to be provided by Architect.

See sample in Appendix (74).
DIRECTIONAL, MAP, DIRECTORY, AND INFORMATIONAL SIGNAGE [DIR / MAP / INFO]

SIGN TYPE: [INFO-6x6]
INFORMATIONAL SIGN - SMALL

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO: FULL VIEW SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVS0606(V) (Square)
I.D. Size: 6” (h) x 6” (w)
Color: Natural Satin
Insert:
- Insert(s):
  - Part Code: ADO Paper
  - Size: 6”(h) x 6”(w)
  - Paper: 80# Cover Stock, 216 GSM, A00 White

NOTES:
INFO-6x6 sign is used when required to clarify the accessible route in the building.
DIRECTIONAL, MAP, DIRECTORY, AND INFORMATIONAL SIGNAGE [DIR / MAP / INFO]

SIGN TYPE: [INFO-8.5x11]
INFORMATIONAL SIGN - MEDIUM

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVS1185(V) (Square)
I.D. Size: 11" (h) x 8 1/2" (w)
Color: Natural Satin
Insert:
- Sign Insert:
  - Part Code: FVCL1185(V) (ClearLens)
  - Size: 11" (h) x 8 1/2" (w)
  - Paper: by others

NOTES:

Front-of-sign access.
INFO-8.5x11 sign to be used in open office areas to list employee names or functions.
Sign may be used to display departmental flyer for student information.
SIGN TYPE: [INFO-8.5x11-IA]
(SPECIFY INTERIOR ACCESS TO EASILY CHANGE CONTENTS)

APPROVED MANUFACTURER
SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW Inner Access SERIES
Mounting:
- Vinyl Tape (on Glass)
- Mechanical Fasteners (on CMU, Concrete, and GWB)
Frame:
- FVSV1185IA (Square)
- I.D. Size: 11” (h) x 8 1/2” (w)
- Color: Natural Satin
Insert:
- Sign Insert:
  - Part Code: FVCL1185IA (ClearLens)
  - Paper: by others

NOTES:

- Back-of-sign access.

INFO-8.5x11 sign to be used in open office areas to list employee names or functions.

Sign may be used to display departmental flyer for student information.
DIRECTIONAL, MAP, DIRECTORY, AND INFORMATIONAL SIGNAGE [DIR / MAP / INFO]

SIGN TYPE: [INFO-FL-8.5x11]
FLOOR STANCION SIGN - MEDIUM

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW Inner Access SERIES
Stanchion:
FS301 Vertical Display - Single Sided
Stanchion Finish:
Natural Satin Anodized
Post:
Size: 42” (h) x 1 1/2” (w)
Finish: Natural Satin Anodized
Base:
Size: 11 3/4” (w) x 1/4” (h)
Finish: Powder Coated Silver
Insert:
Sign Insert:
Part Code: FVCL1185(V) (ClearLens)
Frame:
FV1185(V)
I.D. Size: 11” (h) x 8 1/2 (w)
Color: Natural Satin

NOTES:
The INFO-FL-8.5x11 sign is to be used for temporary display of flyers or instructions near office or suite entrances. Ensure signs are not located in emergency egress path.
DIRECTIONAL, MAP, DIRECTORY, AND INFORMATIONAL SIGNAGE [DIR / MAP / INFO]

SIGN TYPE: [INFO-FL-11x17]
FLOOR STANCHION SIGN - LARGE

APPROVED MANUFACTURER SPECIFICATIONS INCLUDED BELOW:

APCO:
FULL VIEW Inner Access SERIES
Stanchion:
FS301 Vertical Display - Single Sided
Stanchion Finish:
Natural Satin Anodized
Post:
Size: 42" (h) x 1 1/2" (w)
Finish: Natural Satin Anodized
Base:
Size: 11 3/4" (w) x 1/4" (h)
Finish: Powder Coated Silver
Insert:
Sign Insert:
Part Code: FVCL1185(V) (ClearLens)
Frame:
FV1117(V)
I.D. Size: 17" (h) x 11" (w)
Color: Natural Satin

NOTES:
The INFO-FL-11x17 sign is to be used for temporary display of flyers or instructions near office or suite entrances. Ensure signs are not located in emergency egress path.
SIGN INSTALLATION LOCATION

GLASS MOUNT

NOTES:

Glass Mount ADA Placement

48" minimum to the baseline of the lowest tactile character (raised lettering room number)

60" maximum to the baseline of the highest tactile character

Center of signs to be 9-inches from door edge.

Provide 4-inch vertical spacing between signs.

For further notes, see Specifications (16).
SIGN INSTALLATION LOCATION

DOUBLE SIGN MOUNT

NOTES:

Double Sign Mount
(Vertical) ADA Placement

48” minimum to the baseline of the lowest tactile character (raised lettering room number)

60” maximum to the baseline of the highest tactile character

Center of signs to be 9-inches from door edge.

Provide 4-inch vertical spacing between signs.

For further notes, see Specifications (16).
SIGNS INSTALLATION LOCATION

WALL MOUNT DIRECTIONAL

NOTES:

Locate wall-mounted signs 60" from the ground to the center of the sign vertically.

For further notes, see Deliverables (5) and Specifications (16).
SIGN INSTALLATION LOCATION

FLAG MOUNT

NOTES:

For more information on flag mount signage, see Specifications (16).

VARIES, 8 1/2" - 12"

6" MIN

7' MIN

62
SIGN INSTALLATION LOCATION

OVERHEAD SIGNS

NOTES:

For more information on overhead signage, see Specifications (16).
SIGN INSTALLATION LOCATION

FLAGMOUNT & OVERHEAD SIGN ANGLE INSTALLMENT

NOTES:

Full View Series
Double Sided Graphics
Mounting: CMT-M
Track Color: Natural Satin

FVS1236(H)CM (Square)
I.D. Size: 12” x 36”
Color: Natural Stain

Sign Insert:
Part Code: FVCLI236(H)
(ClearLens)
Size: 12” x 36”
ADO Paper Color: A00 White

ADO Graphics:
Color Block:
Size: 2” x 2”
Color: PMS 208 Red

Arrow: A107
Size: 1 3/8”
Color: A01 White

Copy: Helvetica Neue - Roman (HR)
Size: 1”
Color: A02 Black

Symbol: S3 (Accessible)
Size: 1 1/2”
Color: A02 Black

Color Block:
Size: 2” x 2”
Color: PMS 208 Red

Color Block:
Size: 2” x 2”
Color: PMS 208 Red

Arrow: A107
Size: 1 1/32”
Color: PMS 208 Red & A02 Black
BRANDING
IDENTIFYING STANDARDS

About Our Name: Our official name is Virginia Polytechnic Institute and State University, but using “Virginia Tech” is preferable in all but formal uses. Virginia Tech is used in news releases, feature articles, and publications and on the web. When using the full name of the university, never use an ampersand instead of “and”. Never use VPI&SU, VPI and SU, VA Tech, Or Virginia Tech University. “Tech” is acceptable after a previous reference to “Virginia Tech”, but it should not be used repeatedly or primarily. “VT” and “Va. Tech” are acceptable only in limited informal situations, such as in news headlines where space is tight. Do not use “VT” or “Va. Tech” in body copy, in titles of publications, on signs, or in any formal publication.

UNIVERSITY SEAL

Athletic trademarks are applicable only in athletics informal cases and must not be used for academic applications, academic products, or university. Using the university seal in non-university publication is prohibited without prior approval from the University.

For more information on branding, please see University Relations at:
http://www.unirel.vt.edu/
**TYPOGRAPHY OVERVIEW**

To ensure legibility of signage, Helvetica Neue (Roman) will be used on all interior signage. This promotes consistency across all ADA compliant signage.

Helvetica Neue typeface is used on interior signage because it is a universal sans-serif standard that is easy to read. Currently, it is the font used for the ADA band raised number and lettering.

We will retain Helvetica Neue Roman for raised signage numbering/lettering to maintain ADA legibility compliance and ease of use for end users printing any templates.

The official fonts used by the University are Acherus Grotesque, Gineso Condensed, and Crimson Text.

Arial may be used for vinyl on glass signage.

**FONTS**

**Helvetica Neue Roman**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*~({\[-'=';,,†‡•"]})
```

**Acherus Grotesque**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*~(({"-+=';,,†‡•")})
```

**Gineso Condensed**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*~(({"-+=';,,†‡•")})
```

**Crimson Text**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*~(({"-+=';,,†‡•")})
```

**For Vinyl on Glass:**

Arial

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*~(({"-+=';,,†‡•")})
```
COLOR GUIDE

The Virginia Tech color palette has two layers: primary and secondary. Our primary palette will always include Chicago Maroon and Burnt Orange, supplemented by Yardline White and Hokie Stone as neutrals. These colors should be present in most Tech-affiliated materials. The secondary colors should be used sparingly as accents or to represent different moods.

CONTACT

CAMPUS PLANNING, INFRASTRUCTURE, AND FACILITIES (CPIF)

OFFICE OF UNIVERSITY PLANNING (OUP)

230 Sterrett Drive
Blacksburg, VA 24061
540-231-4300

www.facilities.vt.edu/planning-financing/office-of-university-planning.html
APPENDICES
### VT: BUILDING NAME

#### Signage Schedule

**Floor: 1**

<table>
<thead>
<tr>
<th>Tag</th>
<th>Room #</th>
<th>Sign Type</th>
<th>Permanent Message (Room # Braille)</th>
<th>Installation Type</th>
<th>Display Insert Message</th>
<th>Notes</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>A1</td>
<td>R-M</td>
<td>Men</td>
<td>Wall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>A5</td>
<td>R-W</td>
<td>Women</td>
<td>Wall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>A11</td>
<td>R-S</td>
<td>Stair</td>
<td>Wall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>A7A</td>
<td>E-EL</td>
<td></td>
<td>Wall</td>
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<td></td>
</tr>
<tr>
<td>5</td>
<td>A11</td>
<td>FL2</td>
<td></td>
<td>Wall</td>
<td>STAIR 1</td>
<td>For Stairwells</td>
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<td></td>
<td>1 EXIT AT FLOOR 1</td>
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<td>100</td>
<td>ID-S</td>
<td>100</td>
<td>Wall</td>
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</tr>
<tr>
<td>7</td>
<td>101</td>
<td>ID-S</td>
<td>101</td>
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<td></td>
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<td>ID-S</td>
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<td>Quantity: 2</td>
</tr>
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<td>9</td>
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<td>DIR</td>
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<td>Graphic content/ layout to be provided</td>
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**Floor: 2**

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<tr>
<th>Tag</th>
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<th>Sign Type</th>
<th>Permanent Message (Room # Braille)</th>
<th>Installation Type</th>
<th>Display Insert Message</th>
<th>Notes</th>
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<tbody>
<tr>
<td>12</td>
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<td>Men</td>
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<tr>
<td>13</td>
<td>B5</td>
<td>R-W</td>
<td>Women</td>
<td>Wall</td>
<td></td>
<td></td>
</tr>
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<td>14</td>
<td>B11</td>
<td>R-S</td>
<td>Stair</td>
<td>Wall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>A7A</td>
<td>E-EL</td>
<td></td>
<td>Wall</td>
<td></td>
<td>Elevator</td>
</tr>
<tr>
<td>16</td>
<td>B11</td>
<td>FL2</td>
<td></td>
<td>Wall</td>
<td>STAIR 1</td>
<td>For Stairwells</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2 EXIT AT FLOOR 1</td>
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<tr>
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<td>DIR</td>
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<td>Wall</td>
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</tr>
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</table>
INSTALLATION INFORMATION:

SIGN TYPE: DIR-WM
SIZE: 11” x 12”
INSTALLATION TYPE: WALL
BUILDING: CMMID

SAMPLE (Not to Scale)

TRIM LINE
FLOOR 1

121
123A
123B
123C
123D
116
113
112
104
PEDESTRIAN TUNNEL

FLOOR 2

232
219
236
210
201
AUDITORIUM

FLOOR 3

324
330
319
315
314
340
336
341

SOME FIRST FLOOR ROOMS CAN BE ACCESSED THROUGH THE PEDESTRIAN TUNNEL

SAMPLE (Not to Scale)
BURRUSS HALL DIRECTORY

FLOOR 1

<table>
<thead>
<tr>
<th>Room Description</th>
<th>Floor</th>
</tr>
</thead>
<tbody>
<tr>
<td>VP FOR UNDERGRADUATE ACADEMIC AFFAIRS</td>
<td>104</td>
</tr>
<tr>
<td>VP FOR STUDENT AFFAIRS</td>
<td>112</td>
</tr>
<tr>
<td>OFFICE FOR STRATEGIC AFFAIRS</td>
<td>113</td>
</tr>
<tr>
<td>LANDSCAPE ARCHITECTURE, SCHOOL OF ARCHITECTURE + DESIGN</td>
<td>121</td>
</tr>
<tr>
<td>CLASSROOM</td>
<td>123A</td>
</tr>
<tr>
<td>COLLEGE OF ARCHITECTURE &amp; URBAN STUDIES, IT</td>
<td>123B</td>
</tr>
<tr>
<td>COLLEGE OF ARCHITECTURE &amp; URBAN STUDIES BUSINESS OFFICE</td>
<td>123C</td>
</tr>
<tr>
<td>PROVOST COMMUNICATIONS</td>
<td>123D</td>
</tr>
<tr>
<td>VP FOR FINANCE</td>
<td>134</td>
</tr>
</tbody>
</table>

SOME 1ST FLOOR ROOMS ARE ACCESSED THROUGH THE PEDESTRIAN TUNNEL.

FLOOR 2

<table>
<thead>
<tr>
<th>Room Description</th>
<th>Floor</th>
</tr>
</thead>
<tbody>
<tr>
<td>BURRUSS AUDITORIUM</td>
<td>200</td>
</tr>
<tr>
<td>SENIOR VP AND CHIEF BUSINESS OFFICER</td>
<td>201</td>
</tr>
<tr>
<td>OFFICE OF THE PRESIDENT</td>
<td>210</td>
</tr>
<tr>
<td>GOVERNMENT RELATIONS</td>
<td>219</td>
</tr>
<tr>
<td>INTERIOR DESIGN PROGRAM</td>
<td>232</td>
</tr>
<tr>
<td>UNIVERSITY LEGAL COUNSEL</td>
<td>236</td>
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FLOOR 3

<table>
<thead>
<tr>
<th>Room Description</th>
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</thead>
<tbody>
<tr>
<td>VP FOR INFORMATION TECHNOLOGY &amp; CIO</td>
<td>314</td>
</tr>
<tr>
<td>VP FOR UNIVERSITY ADVANCEMENT</td>
<td>315</td>
</tr>
<tr>
<td>VP FOR POLICY &amp; GOVERNANCE</td>
<td>319</td>
</tr>
<tr>
<td>BUDGET &amp; FINANCIAL PLANNING</td>
<td>324</td>
</tr>
<tr>
<td>EXECUTIVE VP &amp; PROVOST</td>
<td>330</td>
</tr>
<tr>
<td>OFFICE FOR INCLUSION &amp; DIVERSITY</td>
<td>336</td>
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<tr>
<td>VP FOR RESEARCH &amp; INNOVATION</td>
<td>340</td>
</tr>
</tbody>
</table>

SAMPLE (Not to Scale)
## FONT SIZE CONVERSION
(HELVETICA NEUE ROMAN)

<table>
<thead>
<tr>
<th>FRACTION</th>
<th>DECIMAL</th>
<th>FONT SIZE (pt)</th>
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</thead>
<tbody>
<tr>
<td>1&quot;</td>
<td>1.0</td>
<td>90.8</td>
</tr>
<tr>
<td>2&quot;</td>
<td>2.0</td>
<td>181.7</td>
</tr>
<tr>
<td>3&quot;</td>
<td>3.0</td>
<td>272.4</td>
</tr>
<tr>
<td><strong>EIGHTS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8&quot;</td>
<td>0.125</td>
<td>11.35</td>
</tr>
<tr>
<td>1/4&quot;</td>
<td>0.25</td>
<td>22.7</td>
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<tr>
<td>3/8&quot;</td>
<td>0.375</td>
<td>34</td>
</tr>
<tr>
<td>1/2&quot;</td>
<td>0.5</td>
<td>45.5</td>
</tr>
<tr>
<td>5/8&quot;</td>
<td>0.625</td>
<td>56.75</td>
</tr>
<tr>
<td>3/4&quot;</td>
<td>0.75</td>
<td>68.14</td>
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<tr>
<td>7/8&quot;</td>
<td>0.875</td>
<td>79.5</td>
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</tr>
<tr>
<td>3/16&quot;</td>
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<tr>
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<td>0.4375</td>
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