



# Pittsburg State University

WAYFINDING & SIGNAGE DESIGN GUIDELINE

## 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

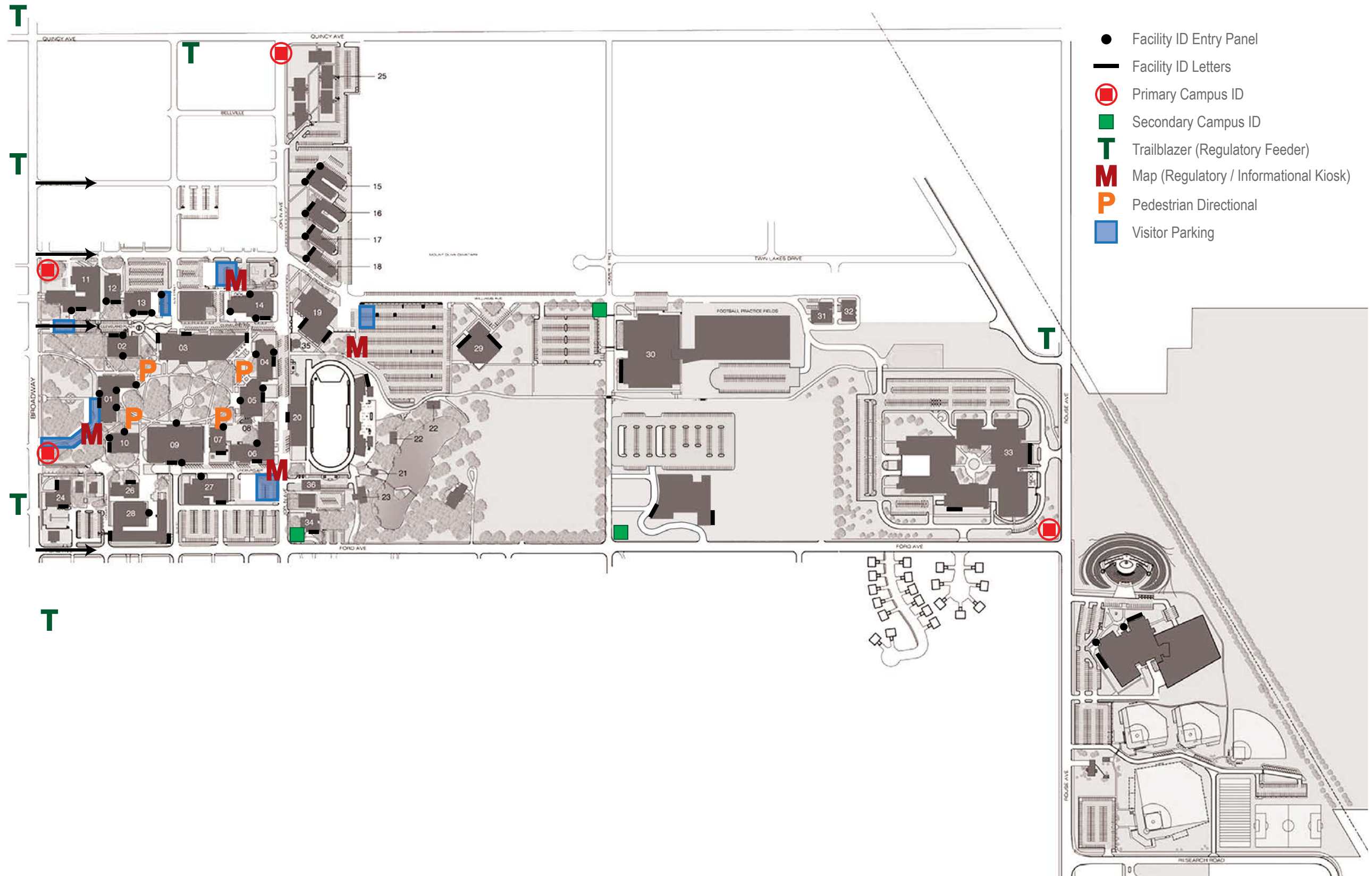
- Place signs a minimum of 2 feet from the face of curb and no more than 10 feet.
- Install the sign face perpendicular to the approaching driver.
- Place on the right side of the road whenever possible, unless it is to be read from both directions.
- Signs used for decision making, such as Vehicular 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.



Pittsburg State  
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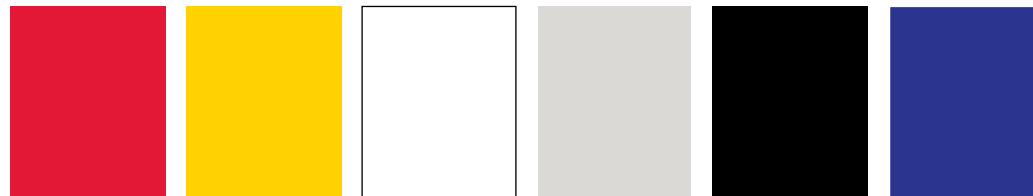


## PROPOSED SIGN LOCATIONS



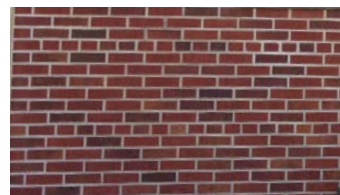
Pittsburg State  
University

## Signage Element Colors



Red (PMS 186 Coated)	Gold (PMS 116 Coated)	White	Gray (PMS Cool Gray 1 Coated)	Black	Blue (PMS 286 Coated)
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## Stonework



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

Brick

## Typography

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

Goudy Old Style

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

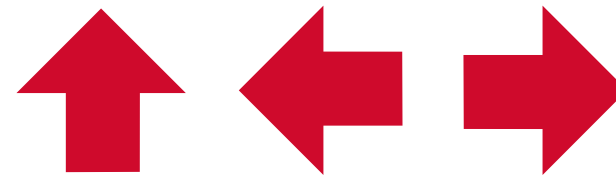
Goudy Old Style Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Symbols



Straight Arrow      Left Arrow      Right Arrow

## Primary Logo



Split-face

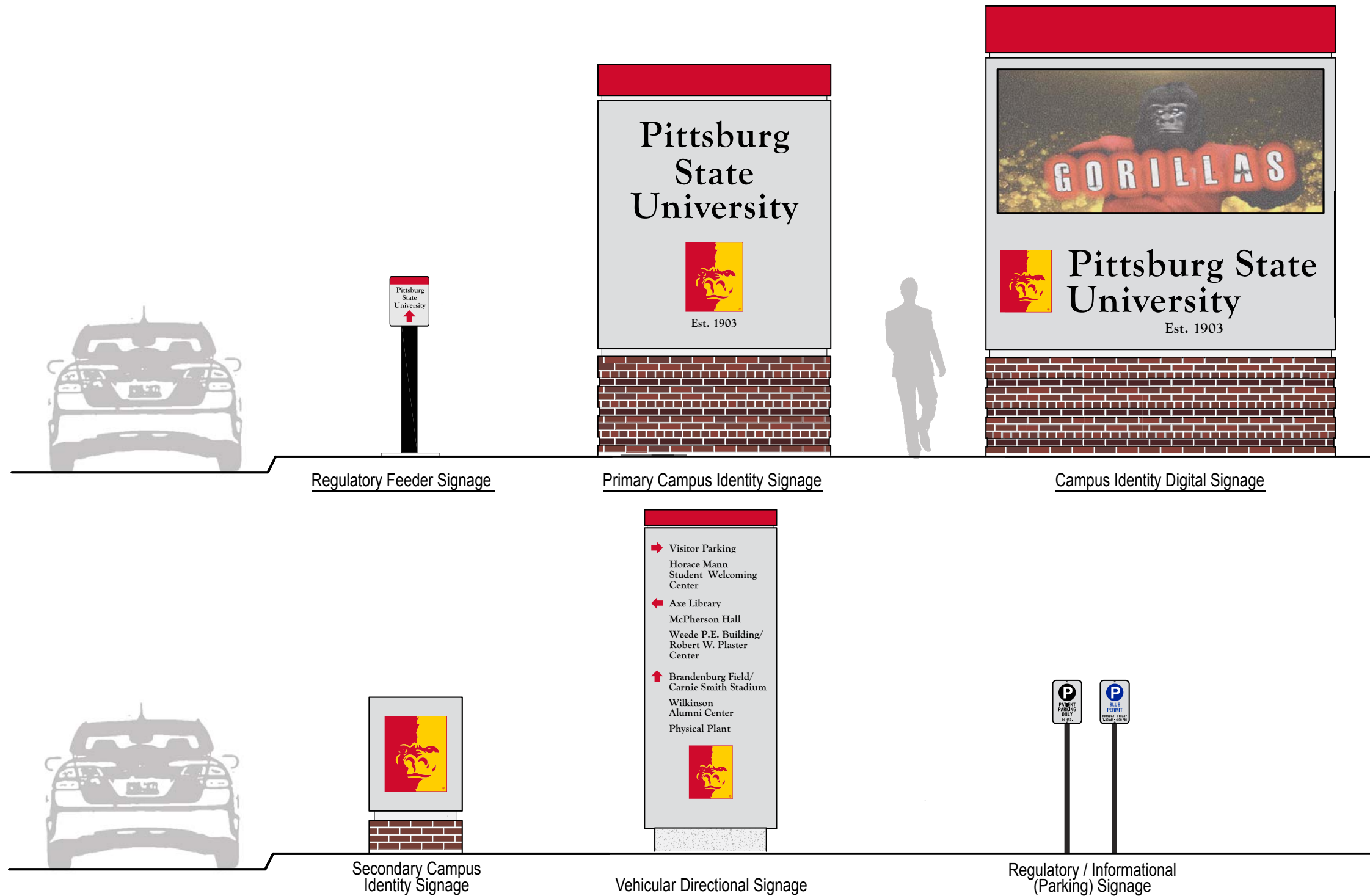
Related Documents:

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

## GRAPHIC STANDARDS



# Pittsburg State University



**Notes:**

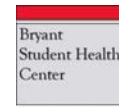
1. Any and all structural connections, framing member sizes, ect. that are part of the sign cabinet are the responsibility of the sign company. Sign company shall provide a structural engineer's stamp on the fabrication drawings.
2. This guideline represents the general design and fabrication intent 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.

## SIGN SYSTEM & CONSTRUCTION STANDARDS



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# STUDENT RECREATION CENTER PITTSBURG ARMORY



Regulatory / Informational  
Signage

Facility Identity Entry Panels

Facility Identity Building Mount



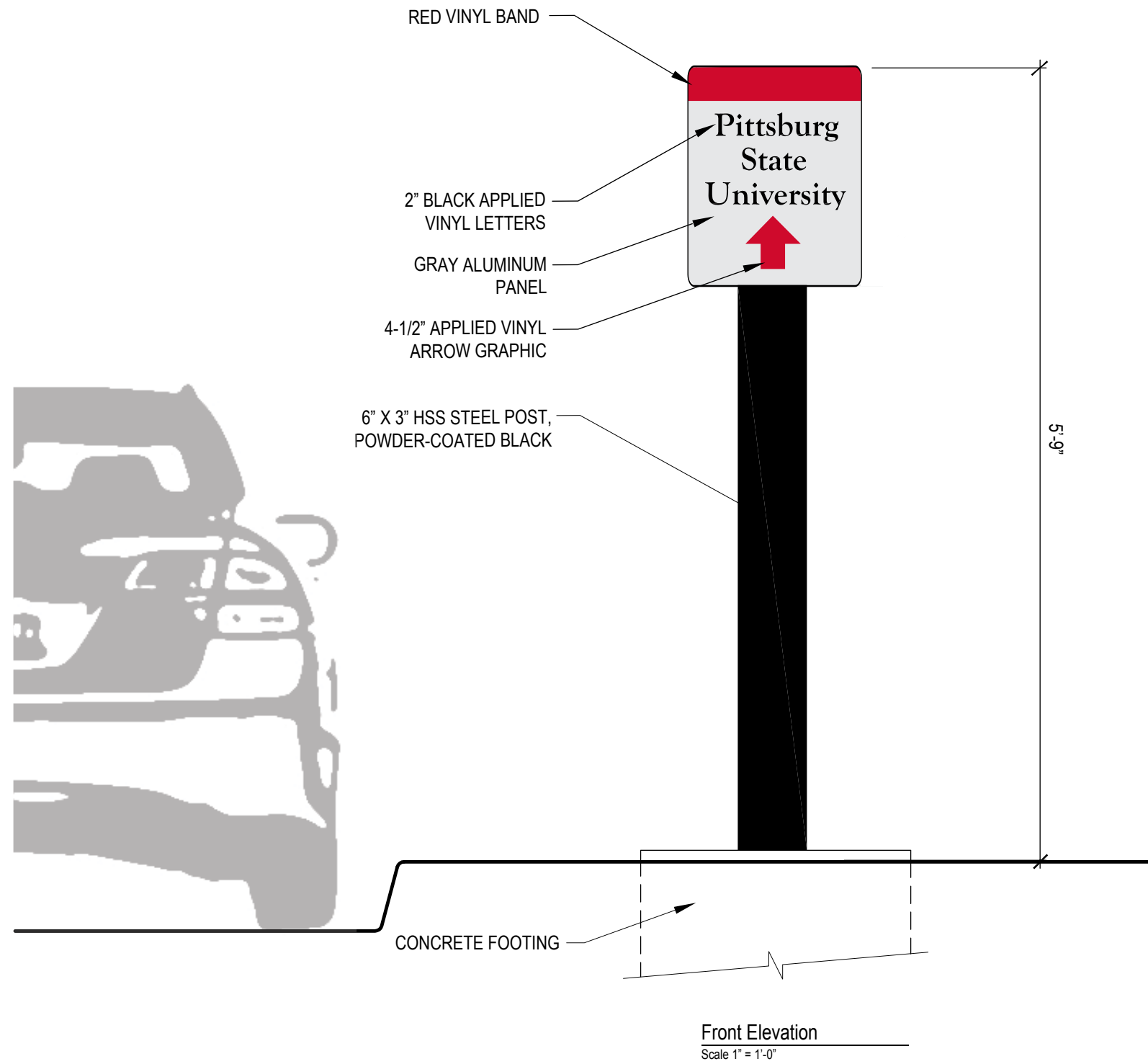
Pedestrian Directional Signage

Regulatory / Informational  
(One-Sided) Kiosk

Temporary Banner

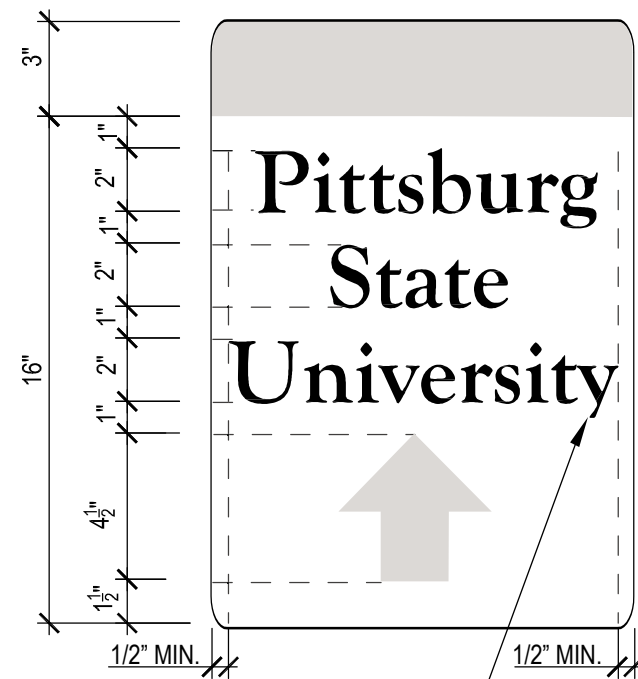


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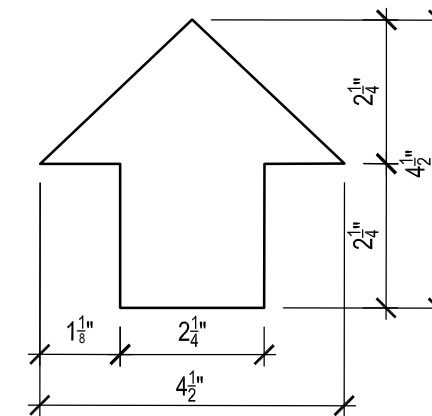
## REGULATORY FEEDER SIGNAGE





2" BLACK APPLIED VINYL LETTERS TO BE  
CENTER ALIGNED

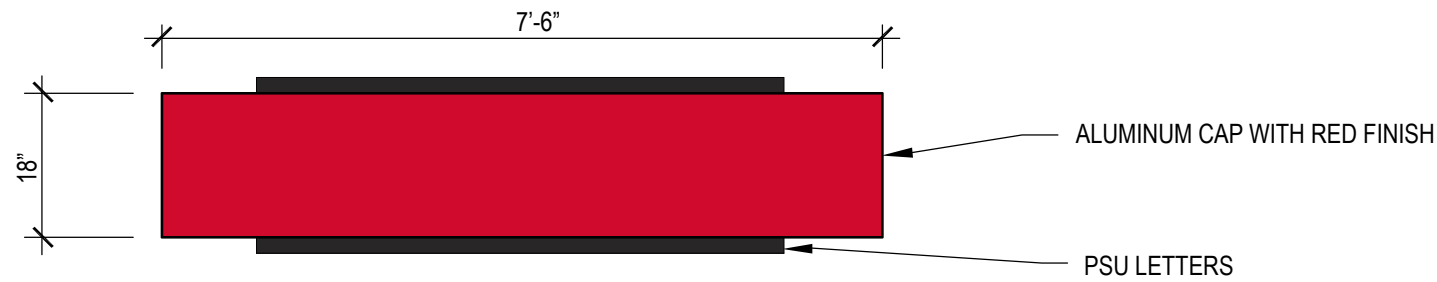
Layout Elevation  
Scale 2" = 1'-0"



Graphic Arrow Layout  
N.T.S.

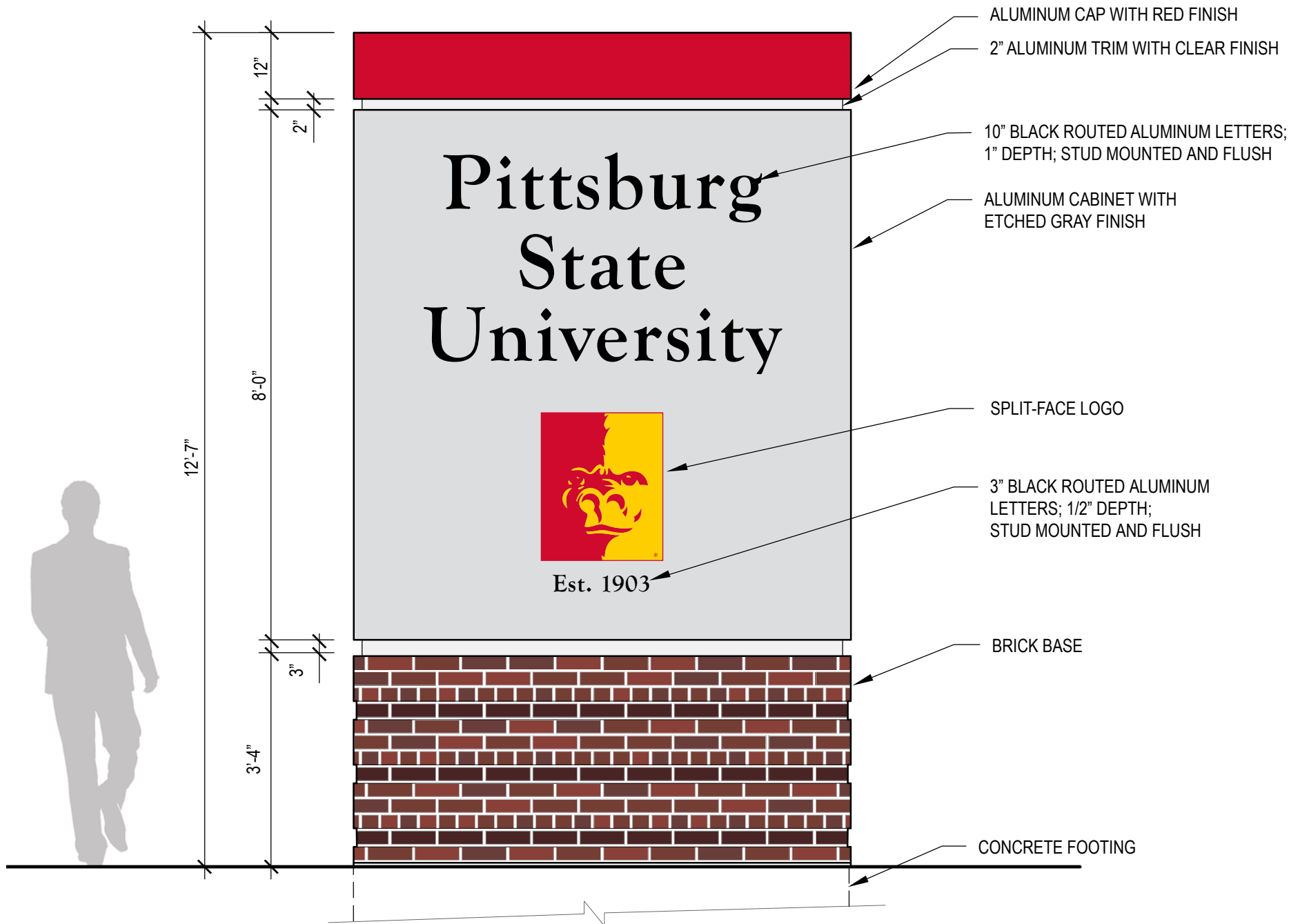


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Plan

Scale 1" = 2'-0"



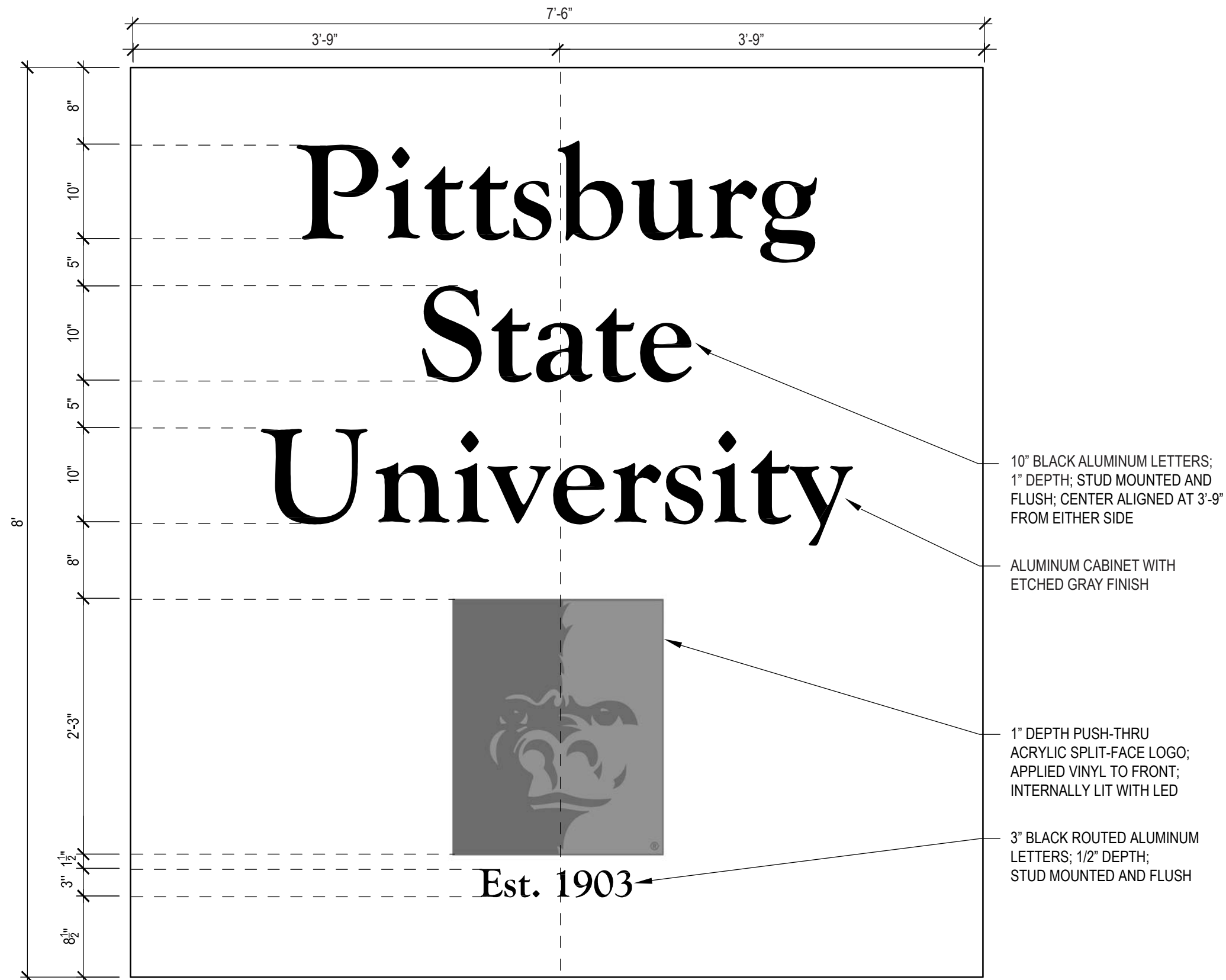
Front and Back Elevation

Scale 1/2" = 1'-0"

PRIMARY CAMPUS  
IDENTITY SIGNAGE



Pittsburg State  
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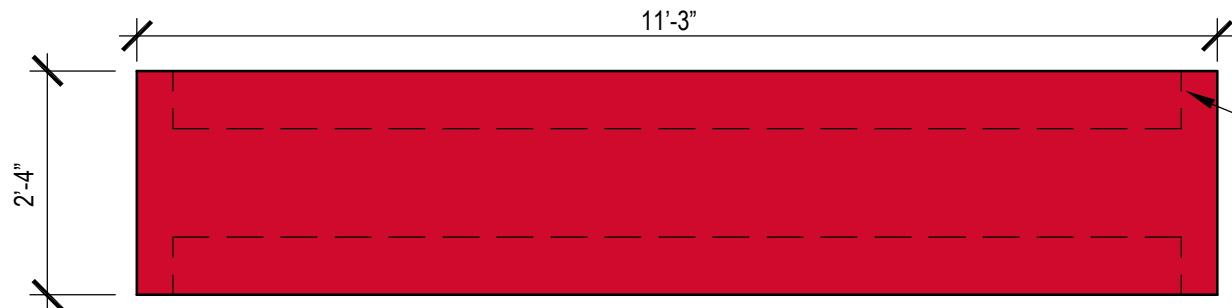


Layout Elevation  
Scale 1" = 1'-0"

## PRIMARY CAMPUS IDENTITY SIGNAGE DETAILS



Pittsburg State University



Plan  
Scale 1" = 2'-0"

LED DISPLAYS IN CABINET



Front and Back Elevation  
Scale 1/2" = 1'-0"

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.

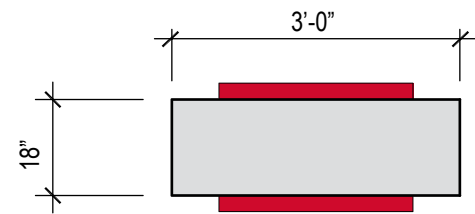
Notes:

- 1. This sign has been fabricated and installed prior to completion of this guideline. It is shown here for information only.

CAMPUS IDENTITY DIGITAL SIGNAGE

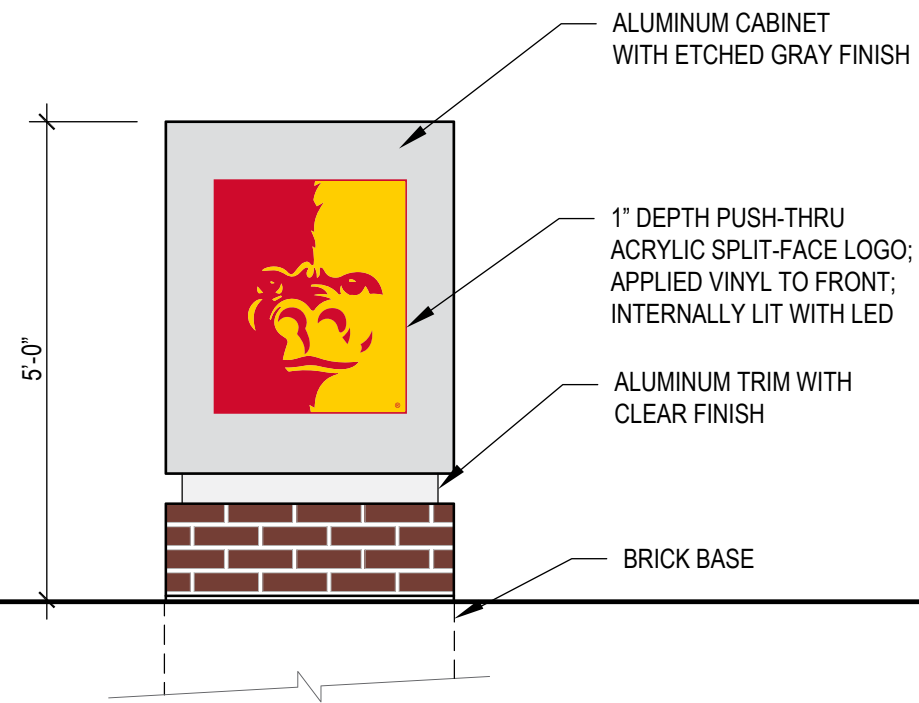


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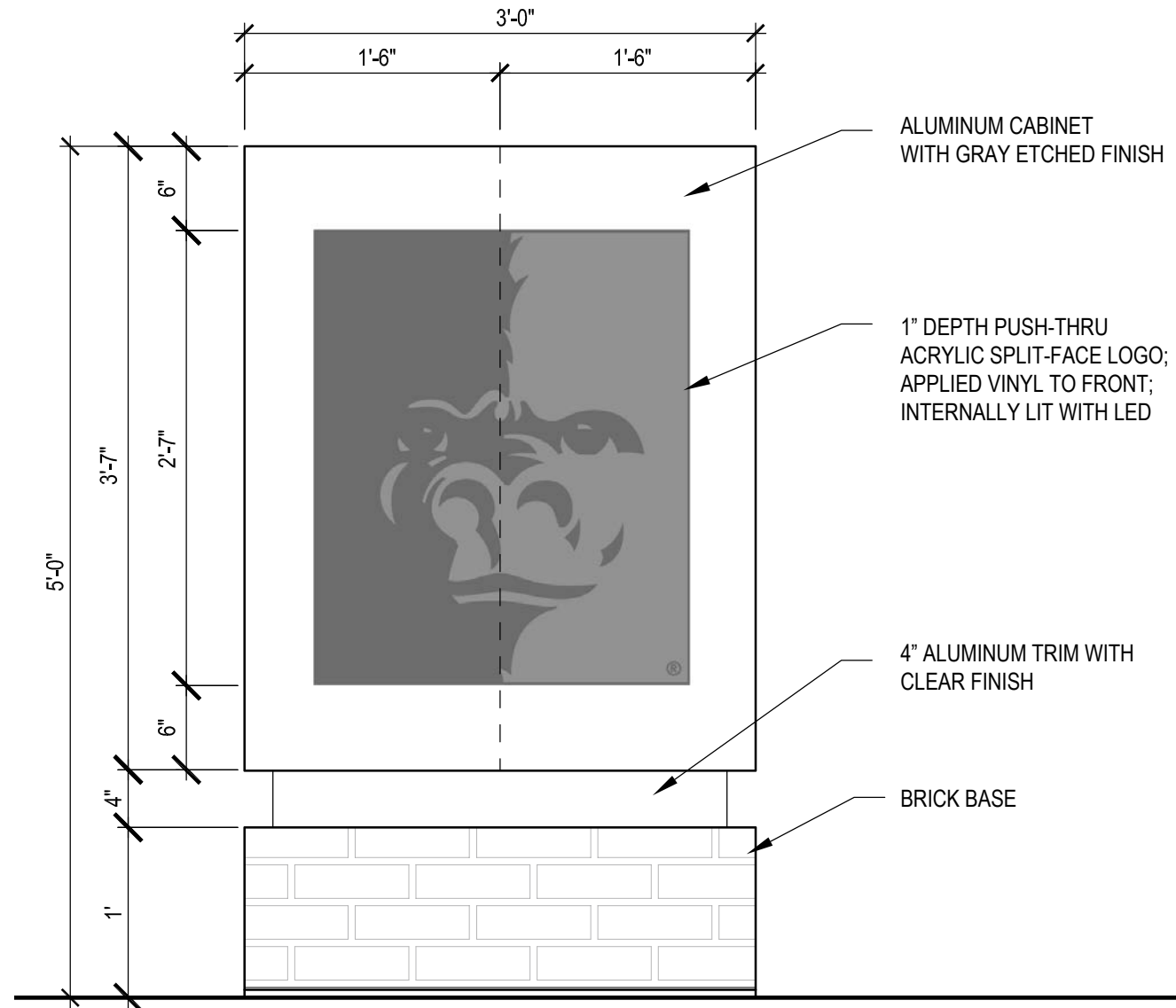
Plan

Scale 1" = 2'-0"



Front and Back Elevation

Scale 1/2" = 1'-0"



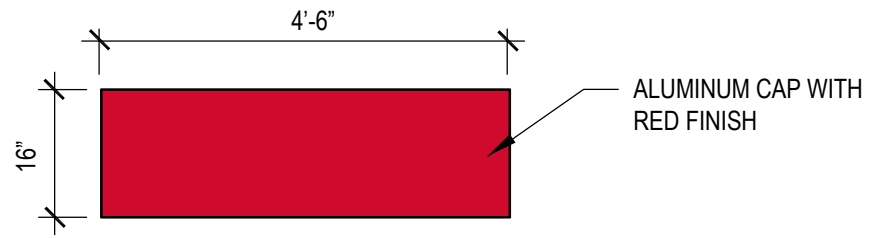
Front and Back Elevation

Scale 1" = 1'-0"

## SECONDARY CAMPUS IDENTITY SIGNAGE & DETAILS

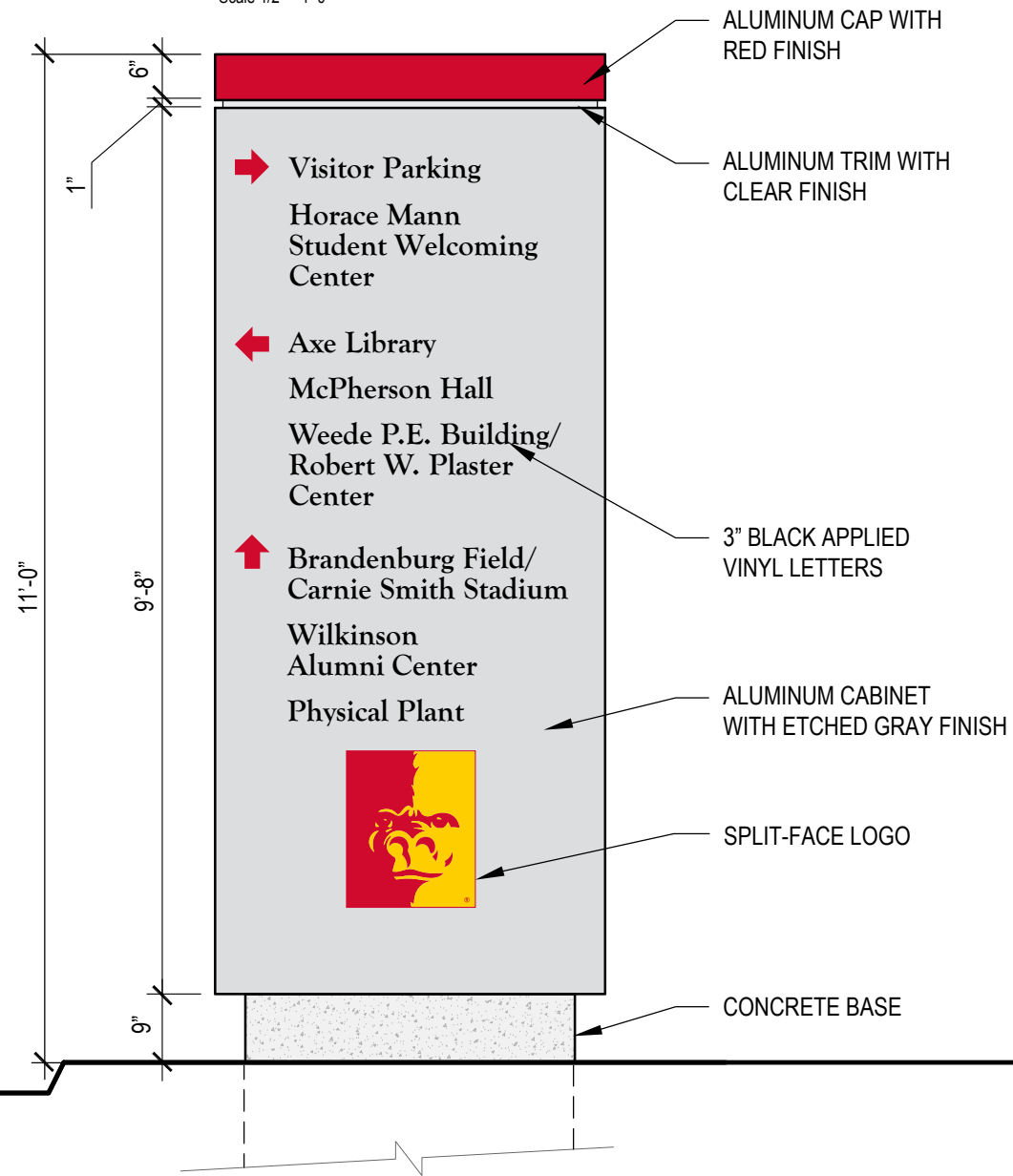


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University



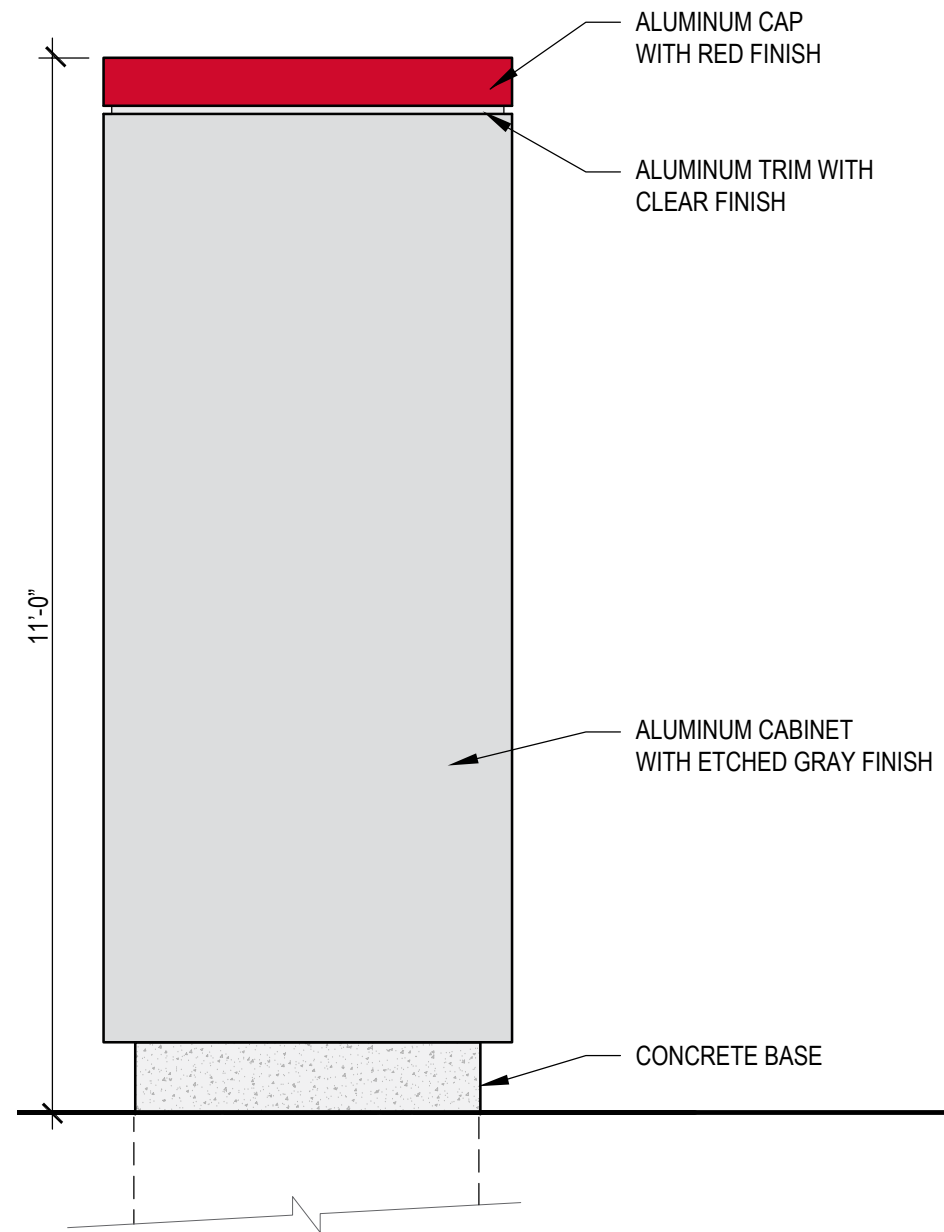
Plan

Scale 1/2" = 1'-0"



Front Elevation

Scale 1/2" = 1'-0"



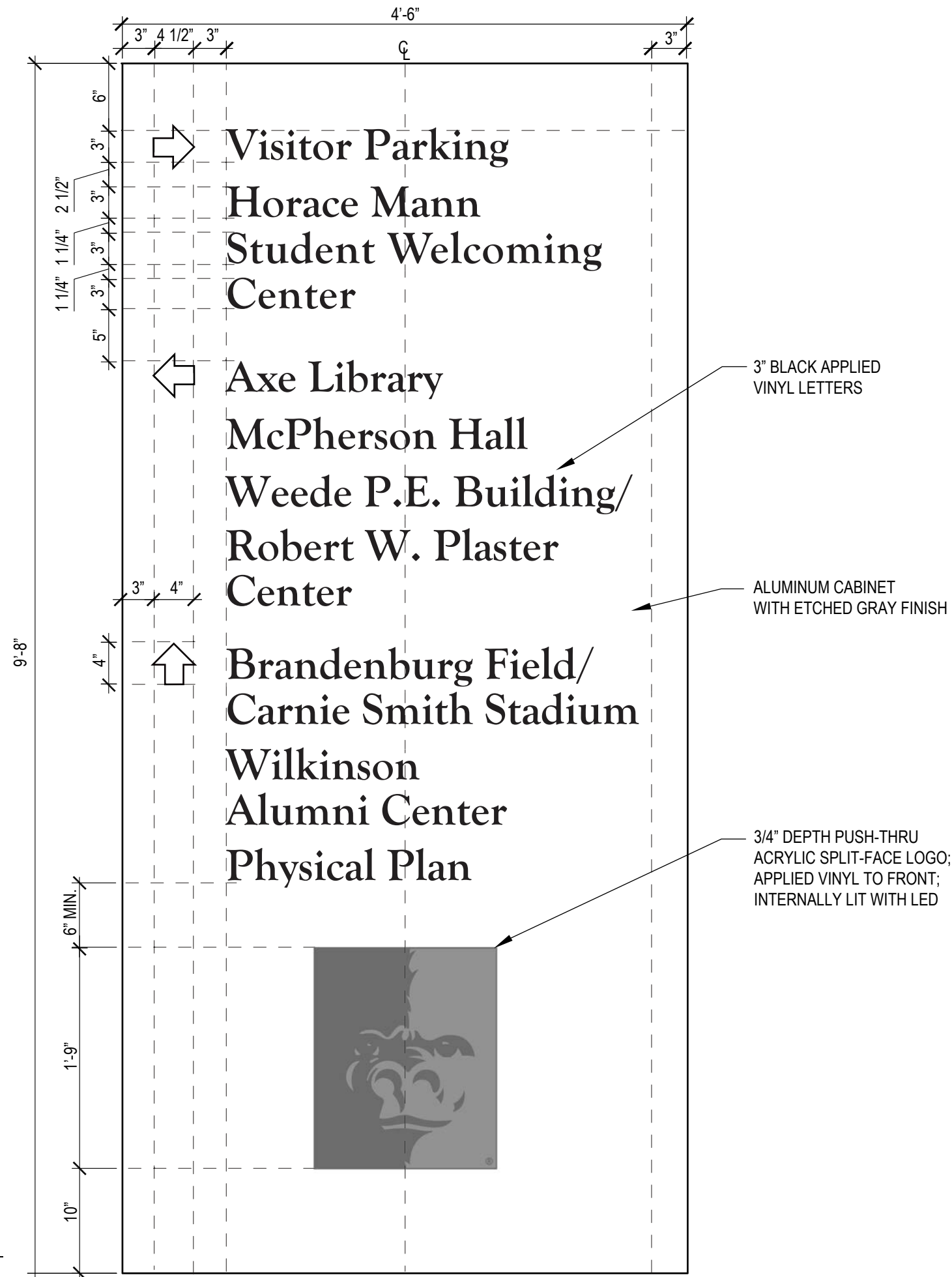
Back Elevation

Scale 1/2" = 1'-0"

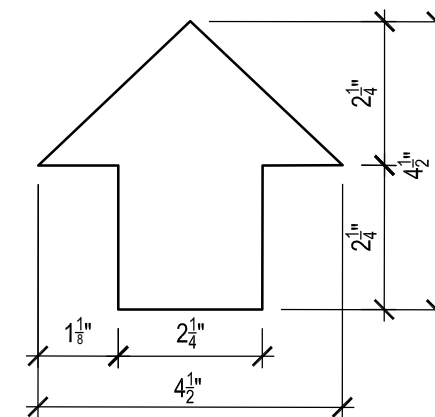
VEHICULAR  
DIRECTIONAL  
SIGNAGE



Pittsburg State University

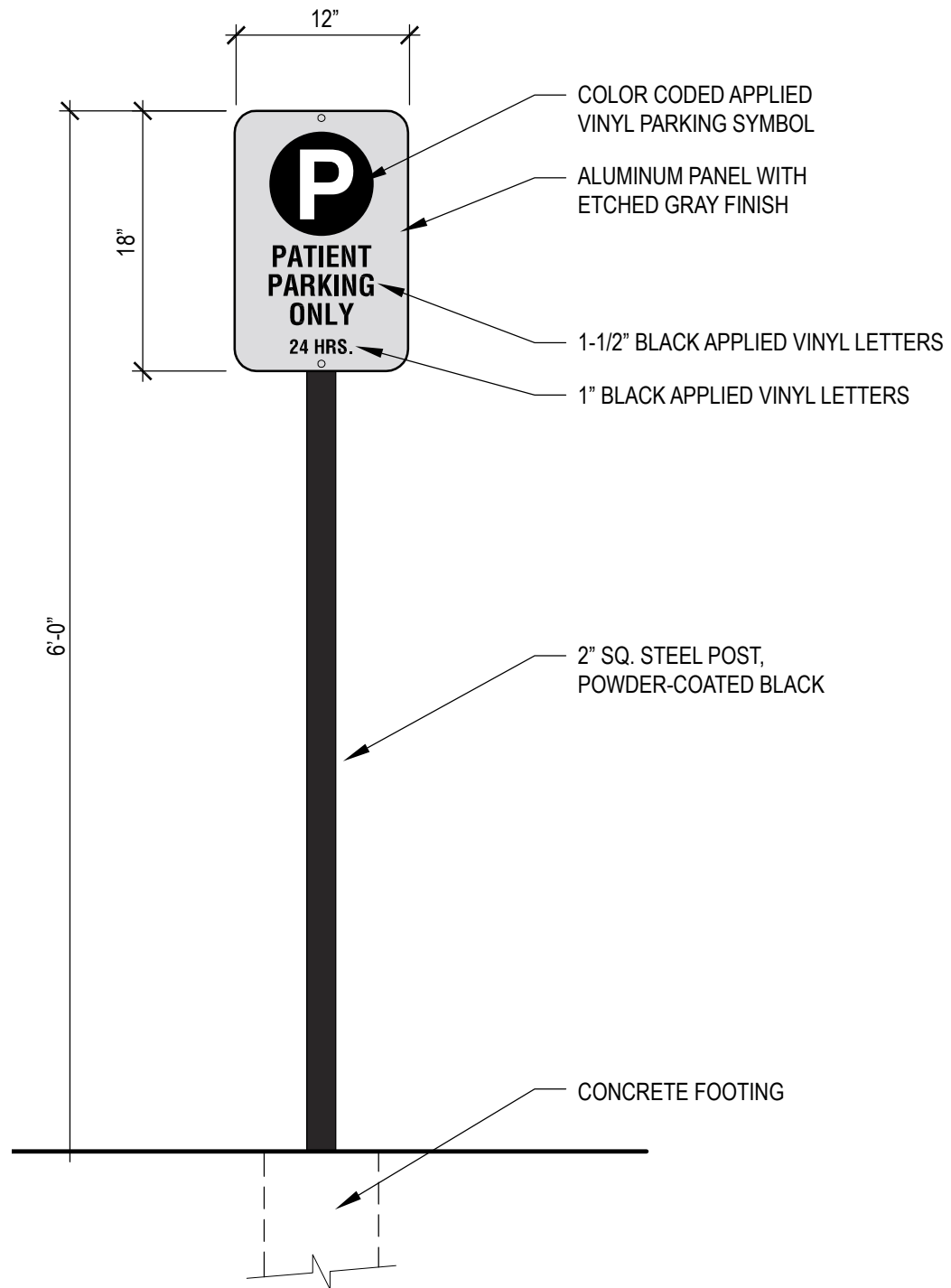


Layout Elevation  
Scale 1" = 1'-0"

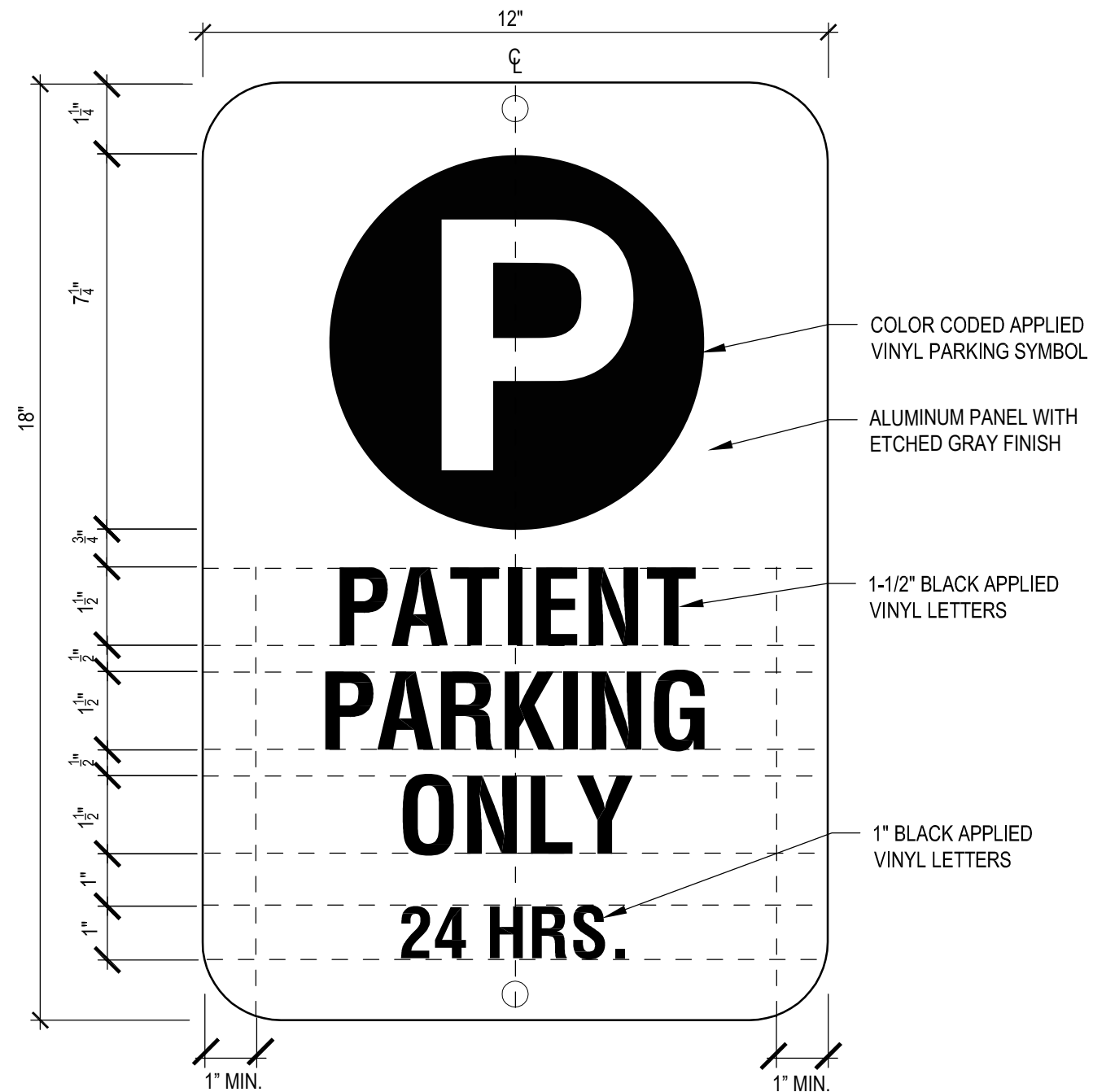


Graphic Arrow Layout  
N.T.S.

## VEHICULAR DIRECTIONAL SIGNAGE DETAILS



Front Elevation  
Scale 1" = 1'-0"



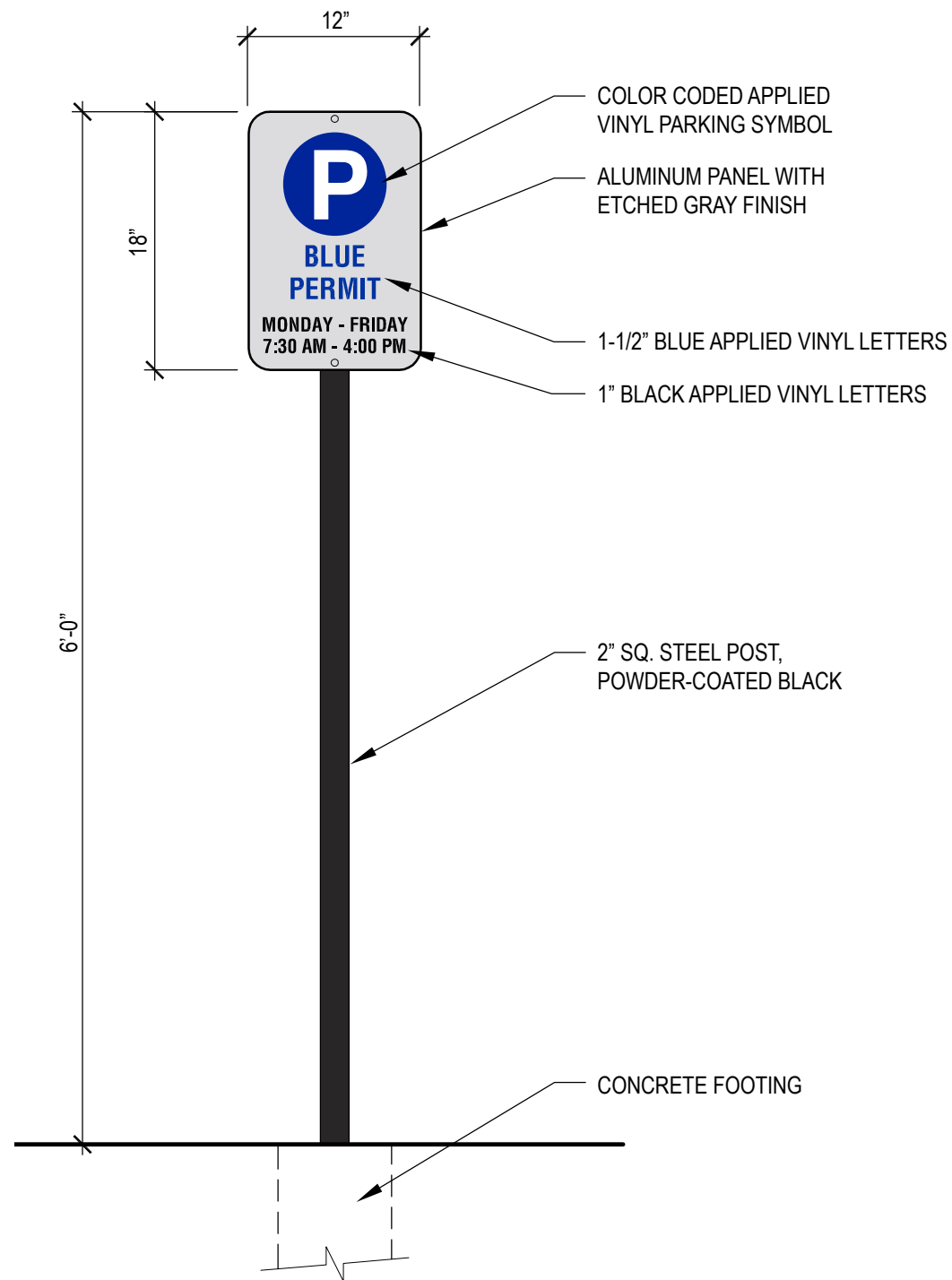
Layout Elevation  
Scale 4" = 1'-0"

Related Documents:

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

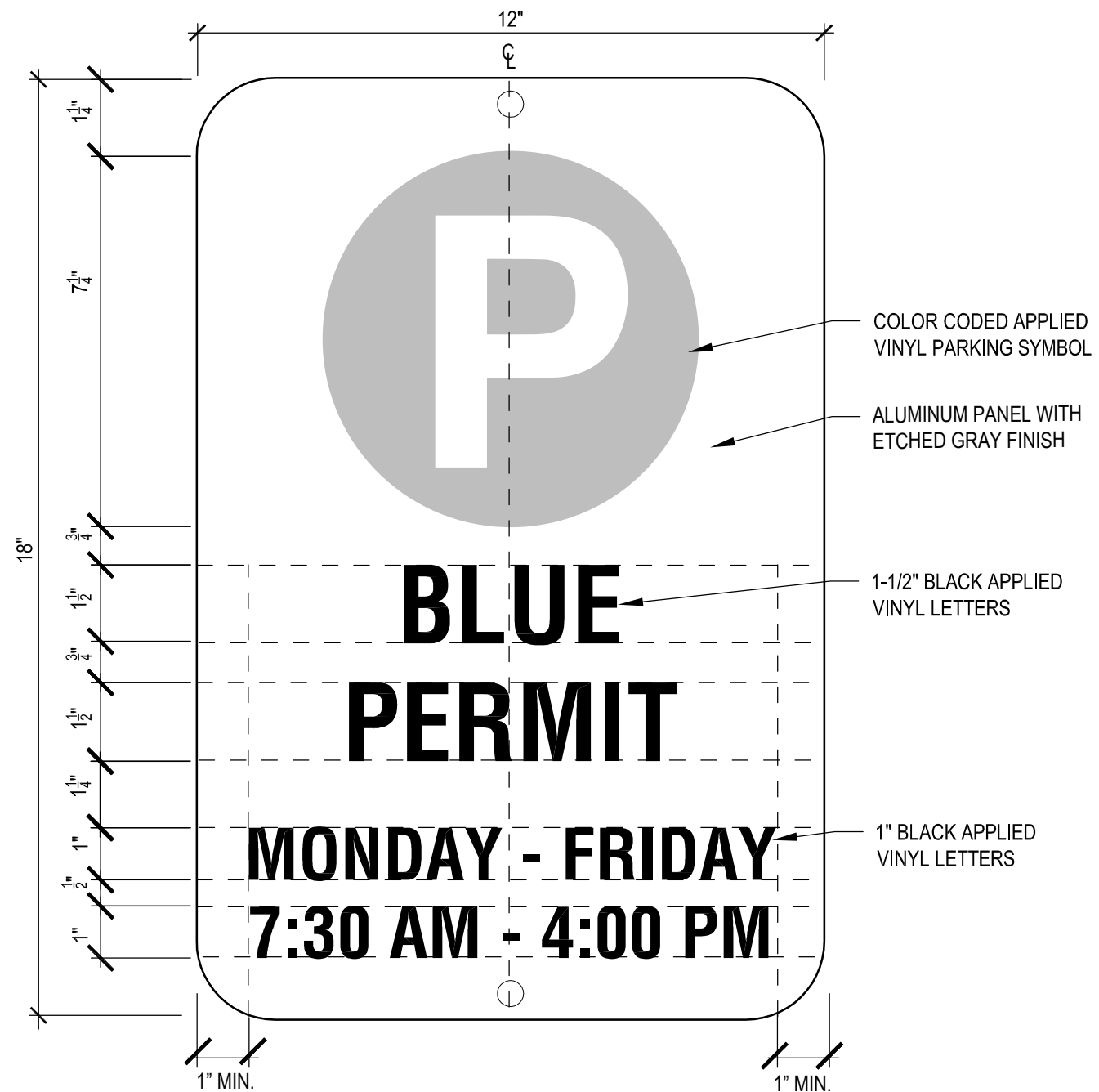
**REGULATORY /  
INFORMATIONAL  
(PARKING) SIGNAGE &  
DETAILS**





Front Elevation

Scale 1" = 1'-0"



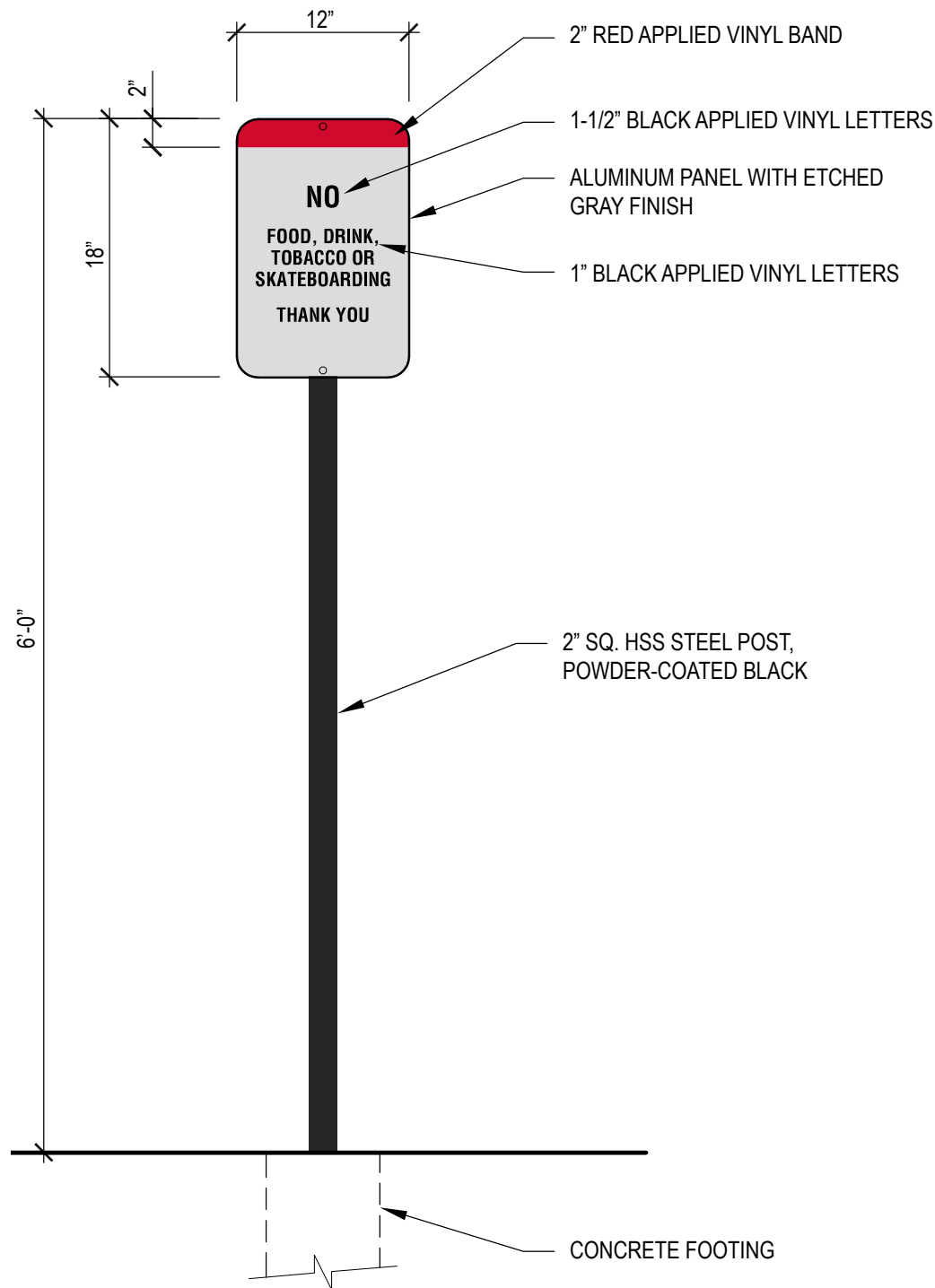
Layout Elevation

Scale 4" = 1'-0"

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  
(PARKING) SIGNAGE &  
DETAILS**



Front Elevation  
Scale 1" = 1'-0"

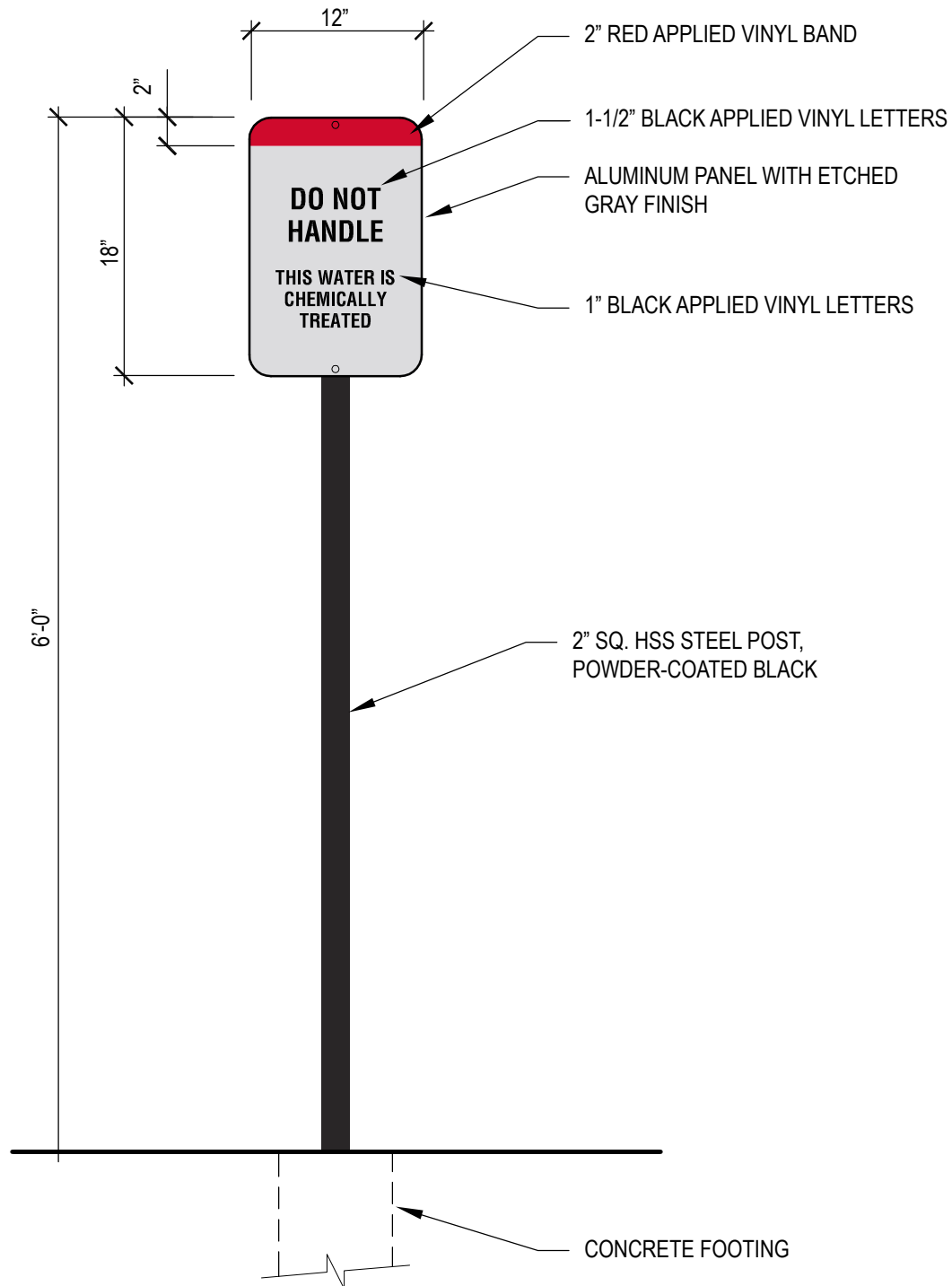


Layout Elevation  
Scale 4" = 1'-0"

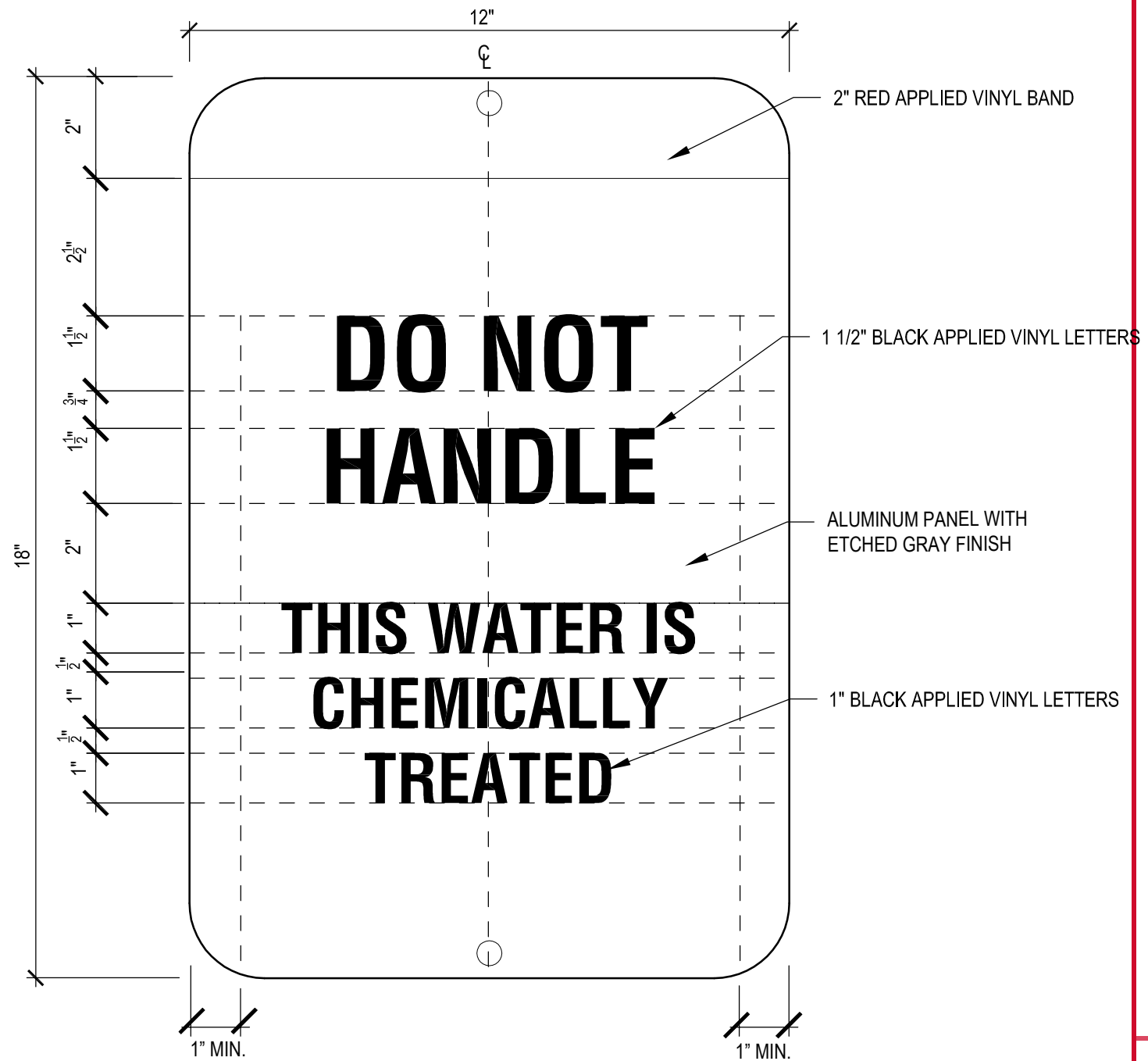
Related Documents:

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**



Front Elevation  
Scale 1" = 1'-0"



Layout Elevation  
Scale 4" = 1'-0"

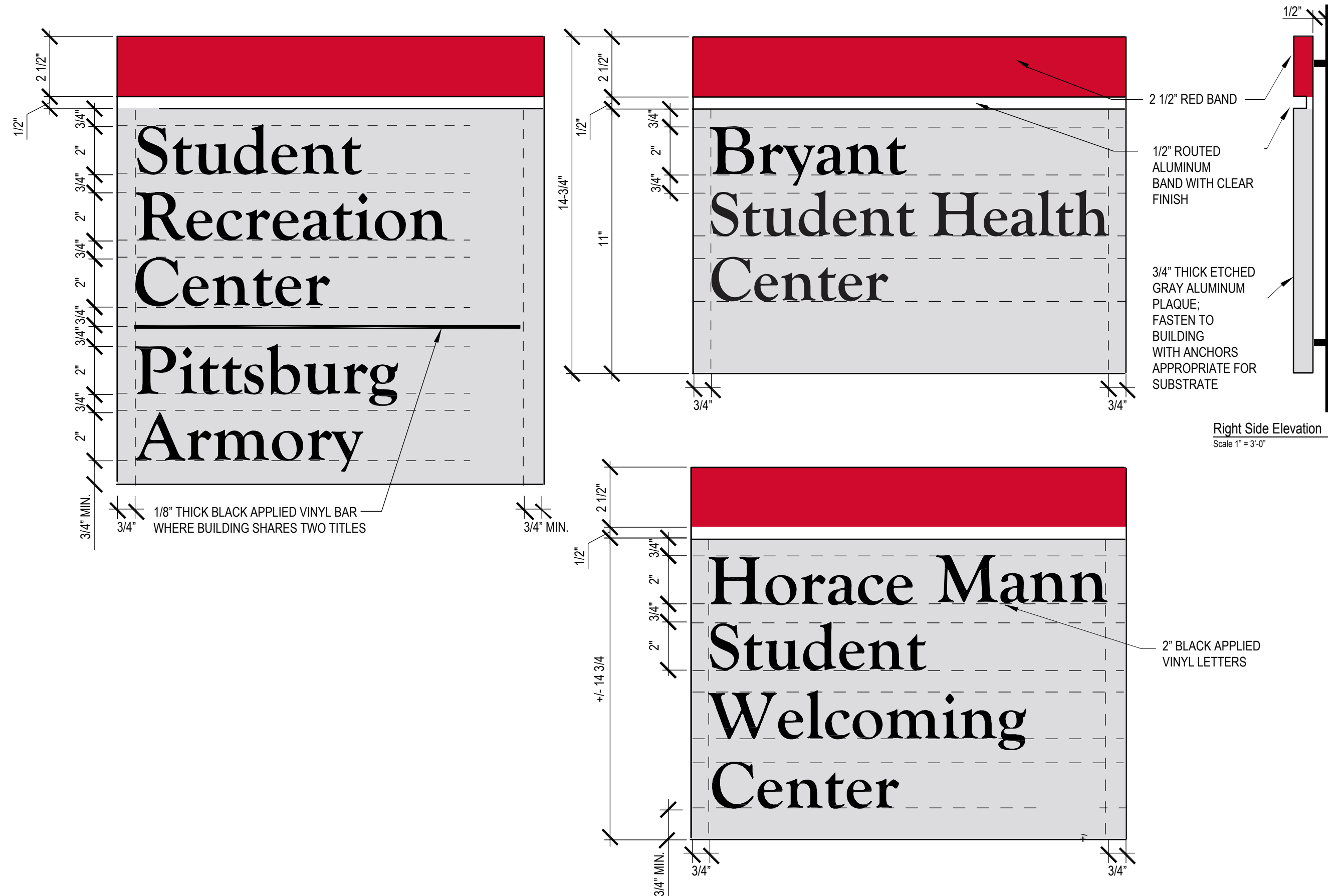
Related Documents:

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**



Pittsburg State  
University



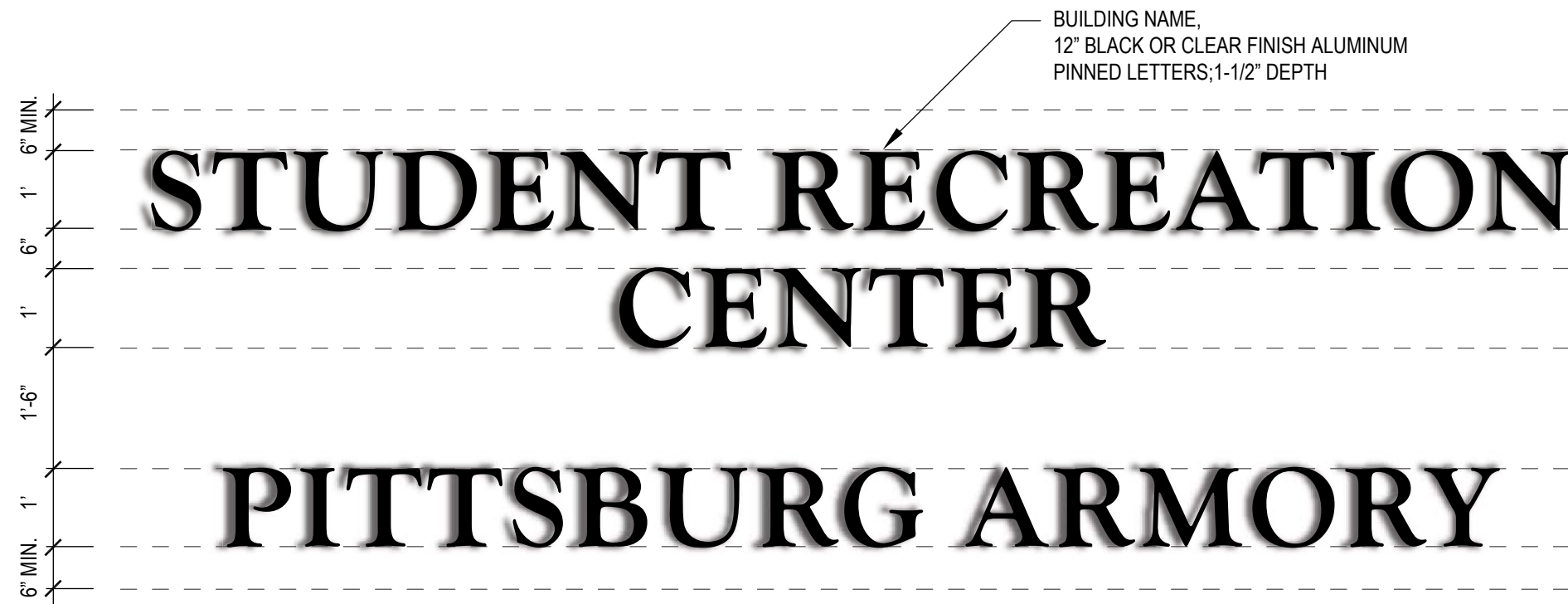
Notes:

- 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  
ENTRY PANEL DETAILS



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University



**Building Identification**

Scale 1/2" = 1'-0"

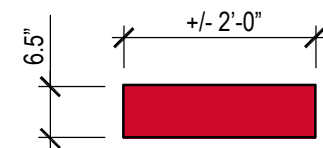
Notes:

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

**FACILITY IDENTITY  
BUILDING MOUNT**

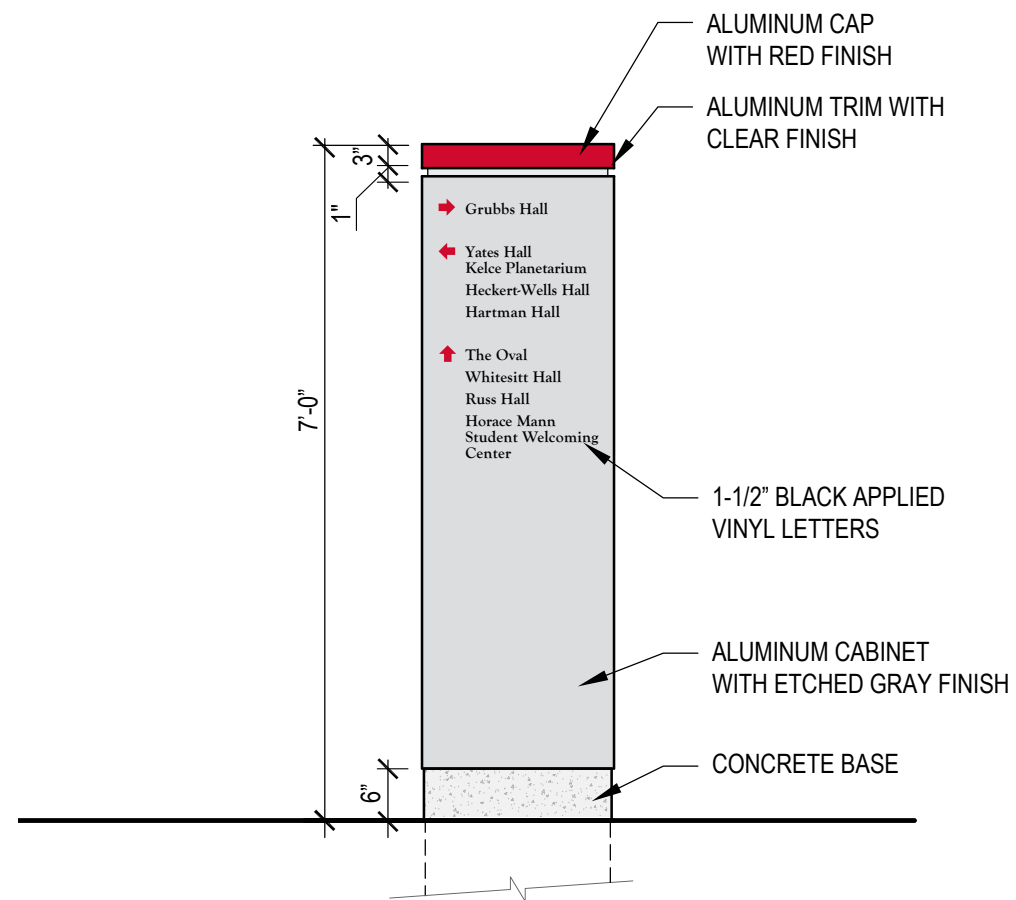


Pittsburg State  
University



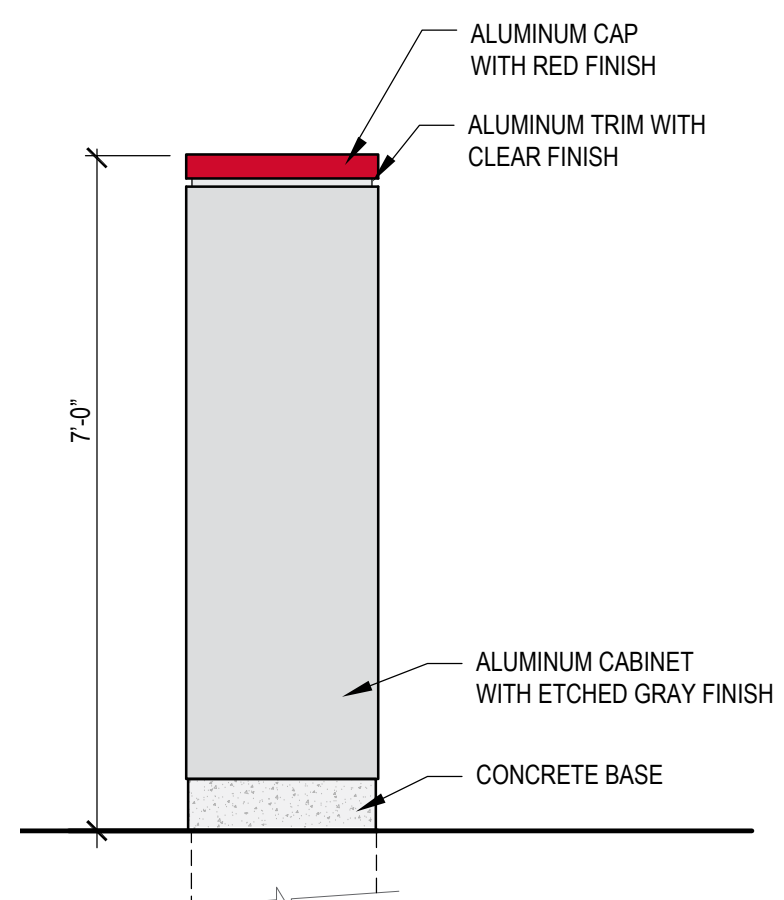
Plan

Scale 1/2" = 1'-0"



Front Elevation

Scale 1/2" = 1'-0"



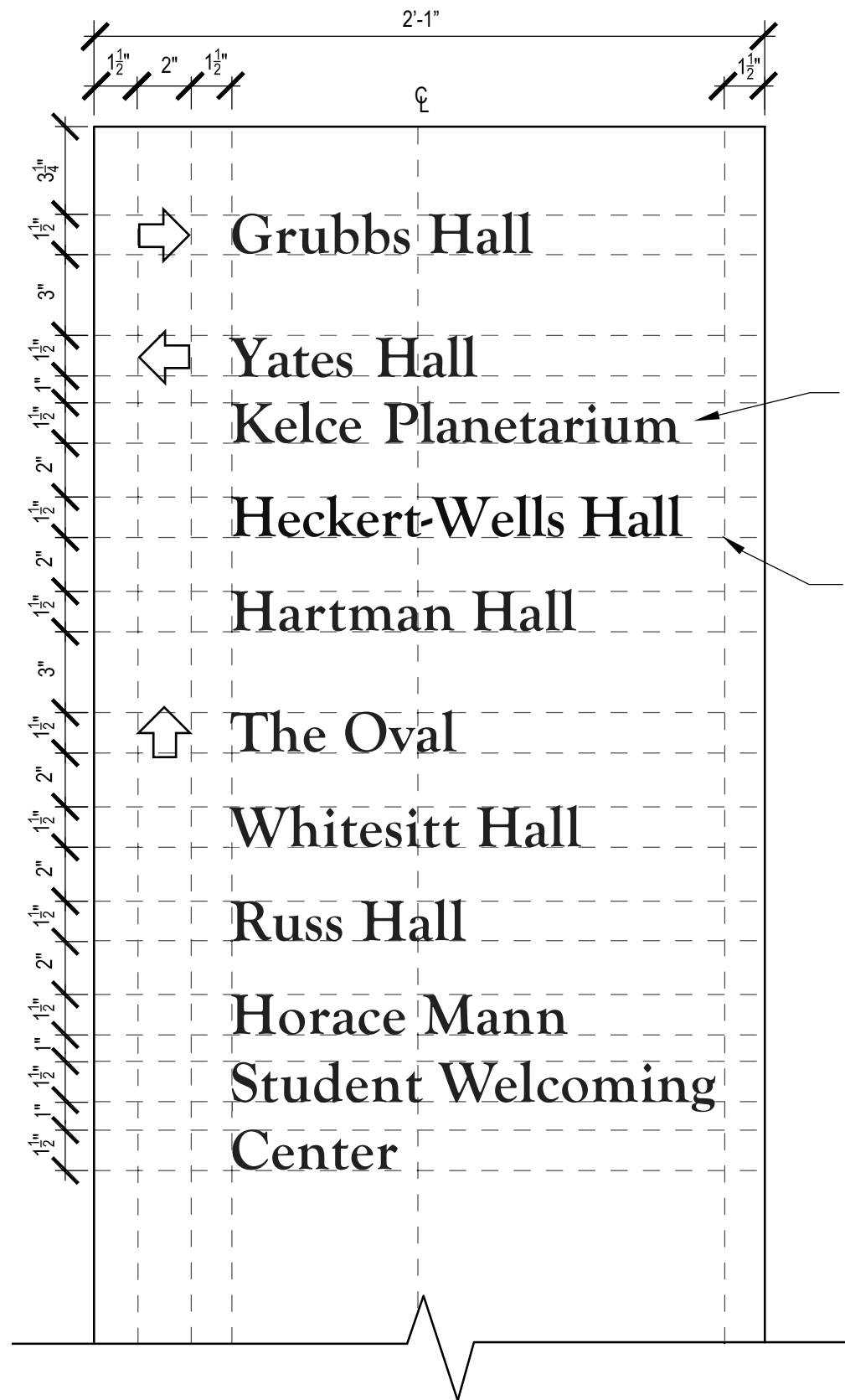
Back Elevation

Scale 1/2" = 1'-0"

**PEDESTRIAN  
DIRECTIONAL  
SIGNAGE**



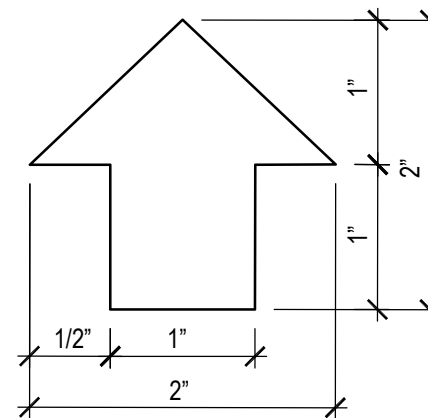
Pittsburg State  
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Layout Elevation  
Scale 2" = 1'-0"

ALUMINUM CABINET  
WITH GRAY ETCHED FINISH

1-1/2" BLACK APPLIED  
VINYL LETTERS

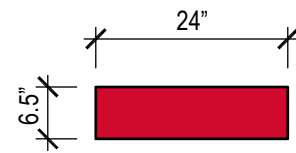


Graphic Arrow Layout  
N.T.S.

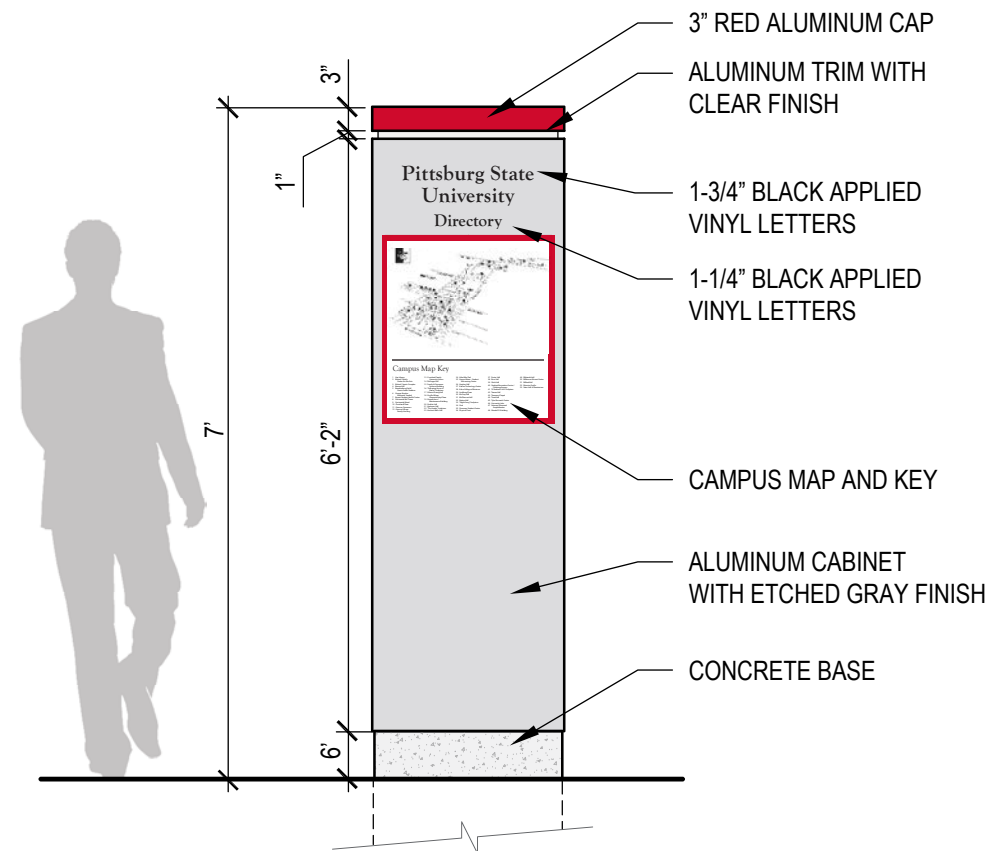
**PEDESTRIAN  
DIRECTIONAL  
SIGNAGE DETAILS**



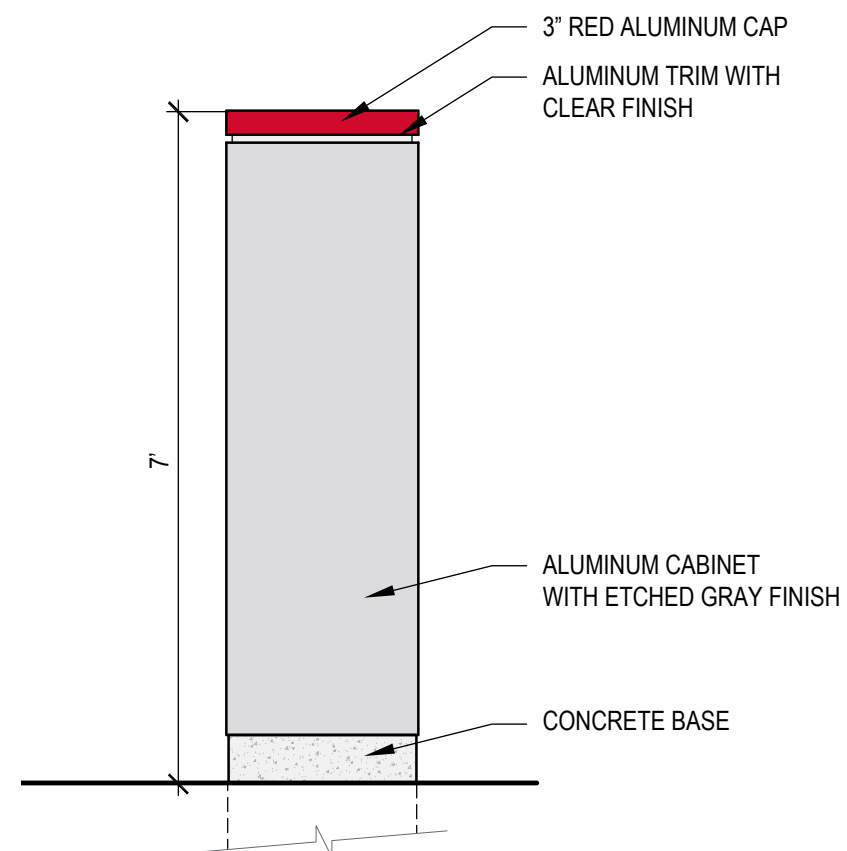
Pittsburg State  
University



Plan  
Scale 1" = 2'-0"



Front Elevation  
Scale 1/2" = 1'-0"



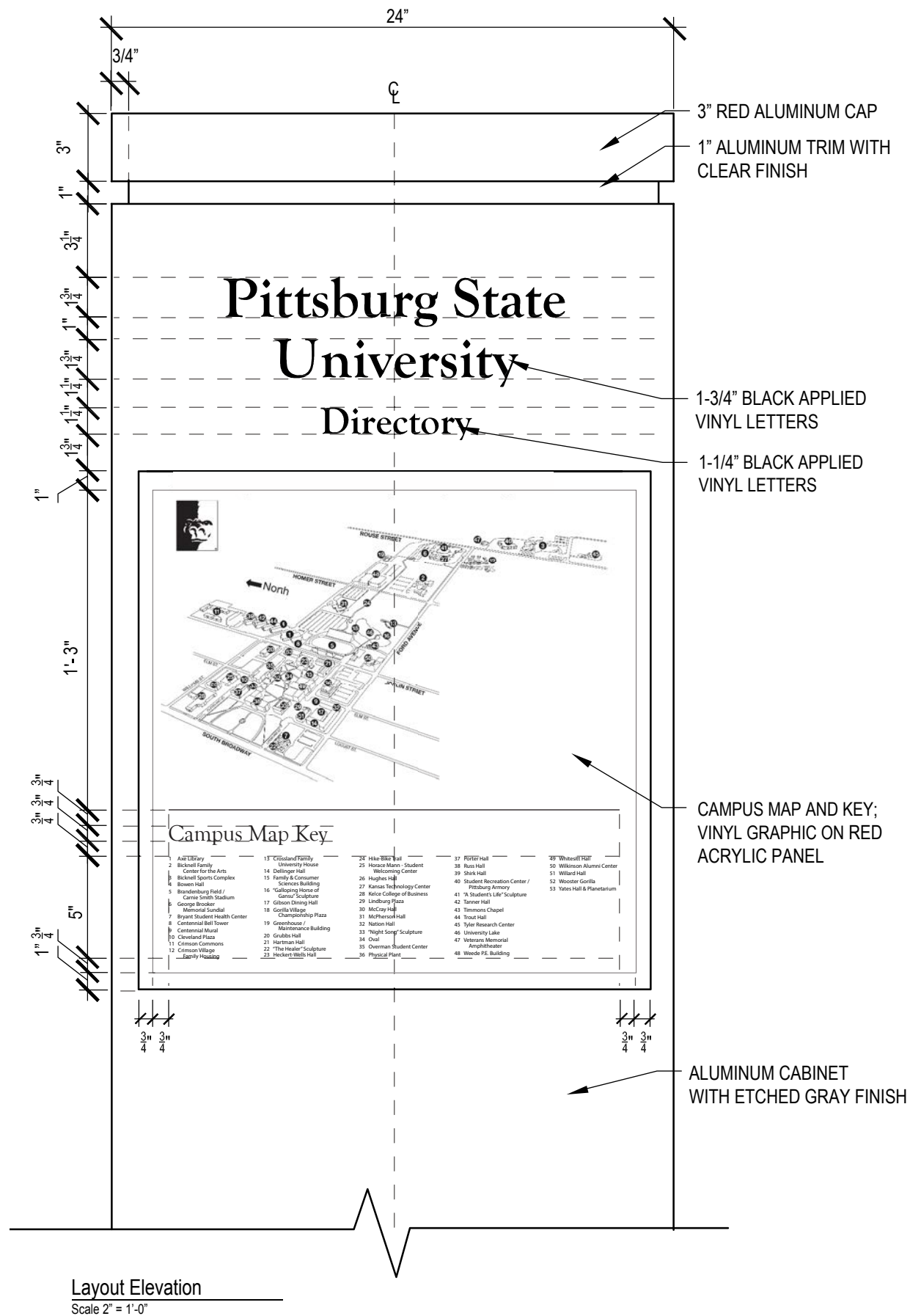
Back Elevation  
Scale 1/2" = 1'-0"

**REGULATORY /  
INFORMATIONAL  
(ONE-SIDED KIOSK)**

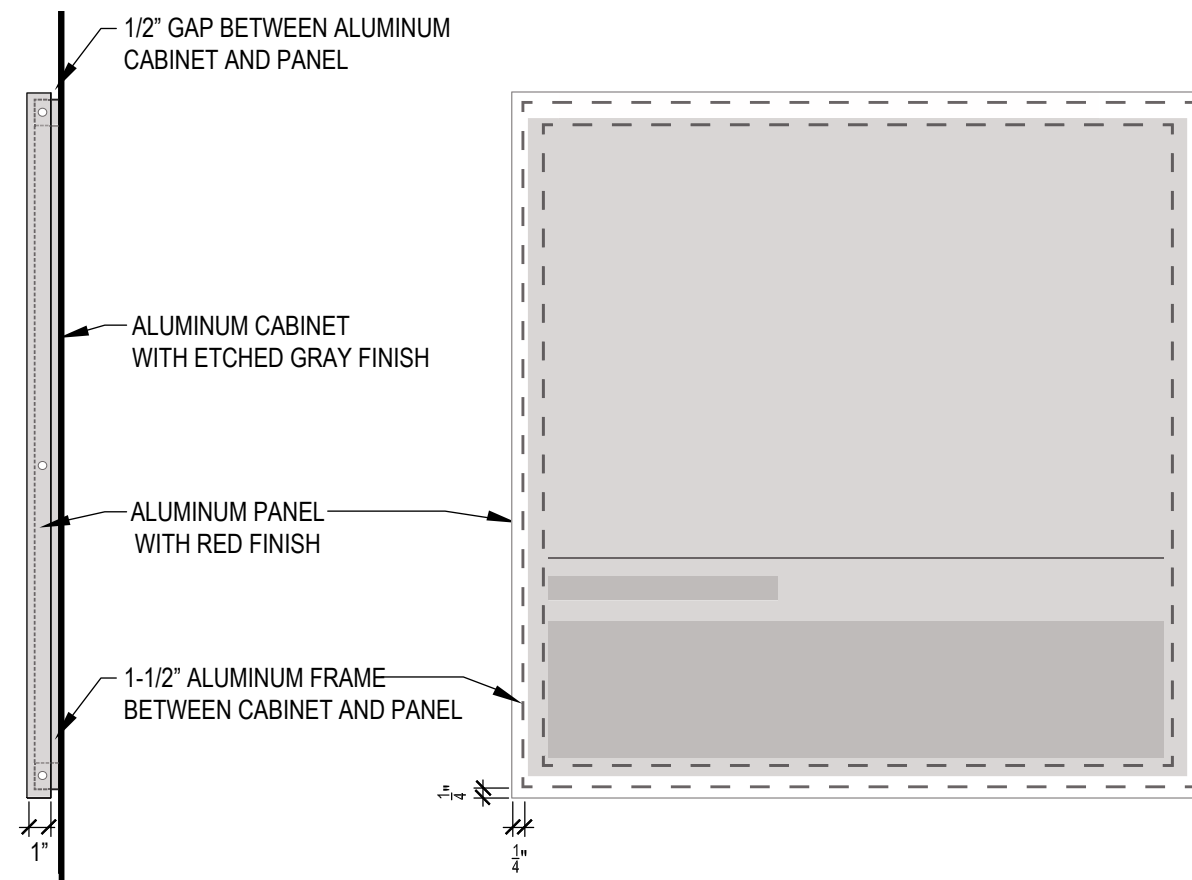




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Layout Elevation  
Scale 2" = 1'-0"



Panel Section  
Scale 2" = 1'-0"

Panel Framing Elevation  
Scale 2" = 1'-0"

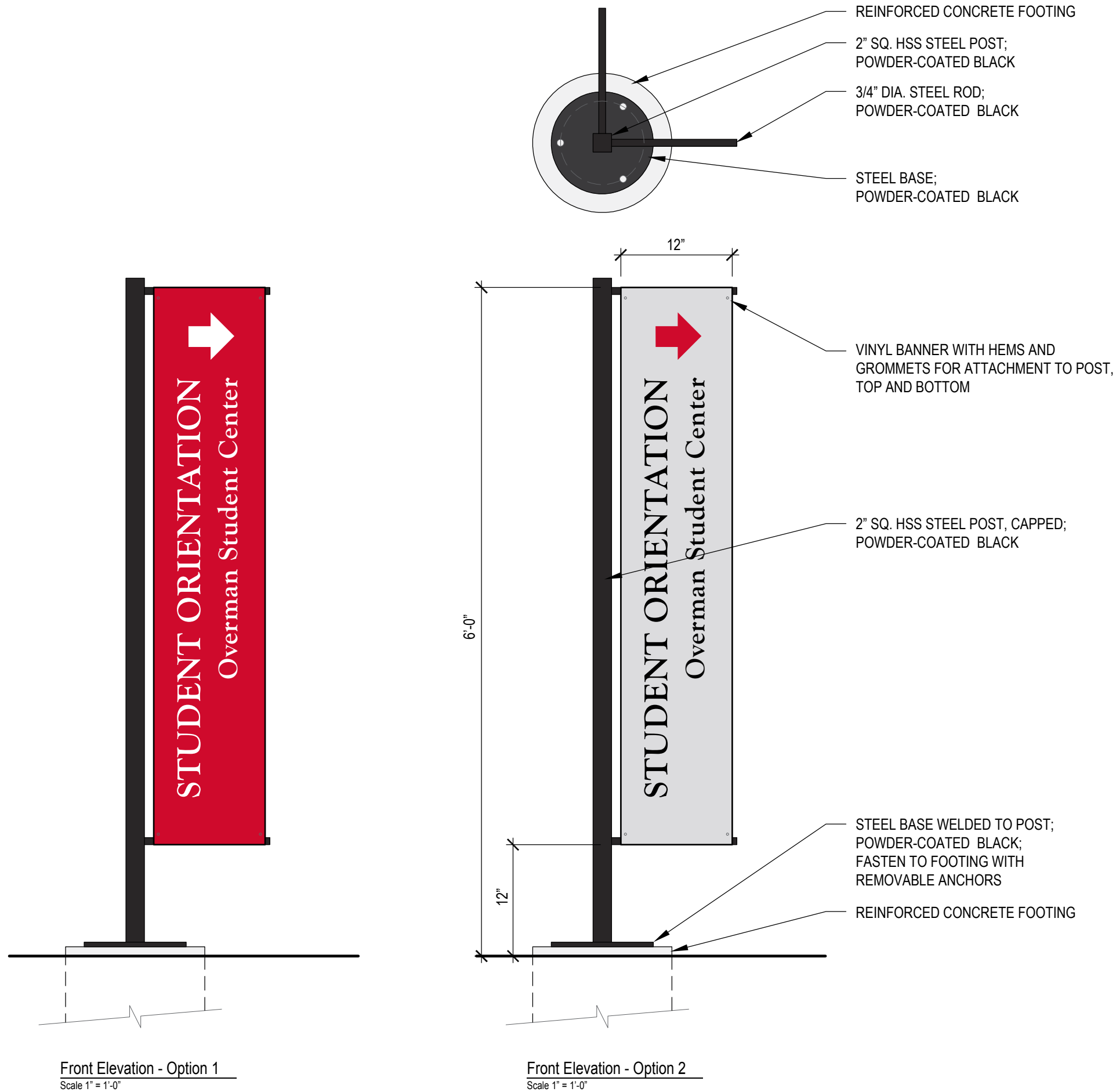
Notes:

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**



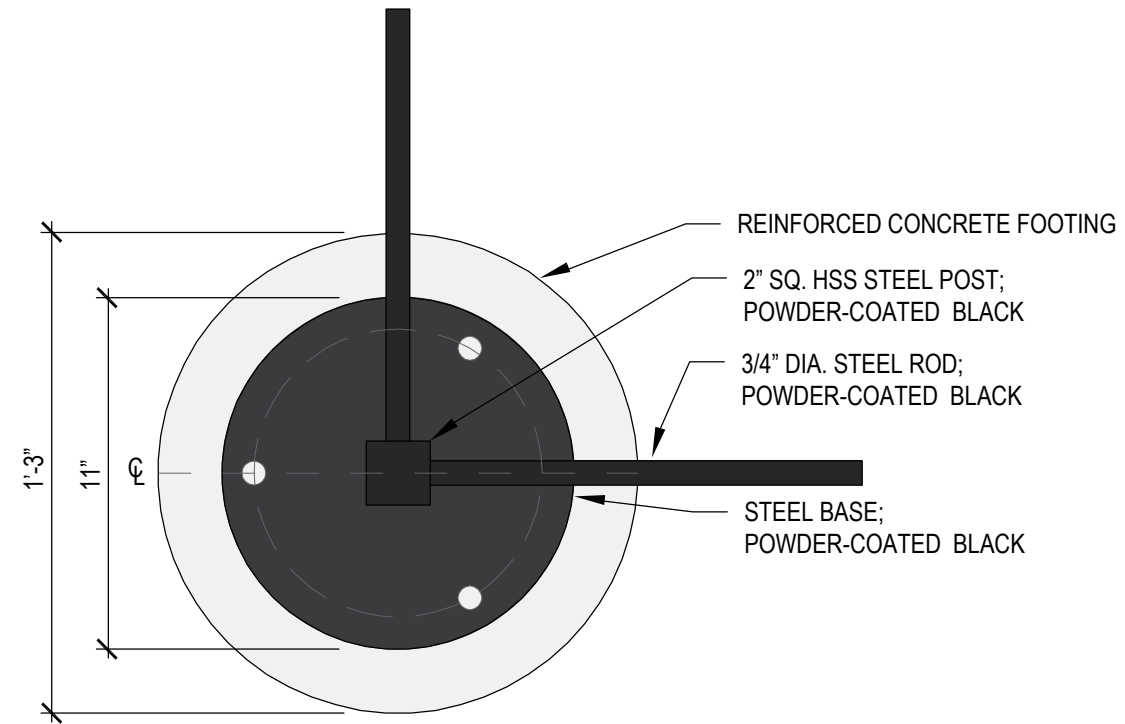
Pittsburg State  
University



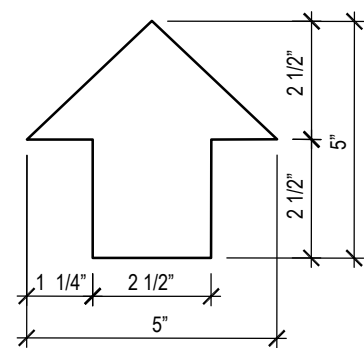
## TEMPORARY BANNER



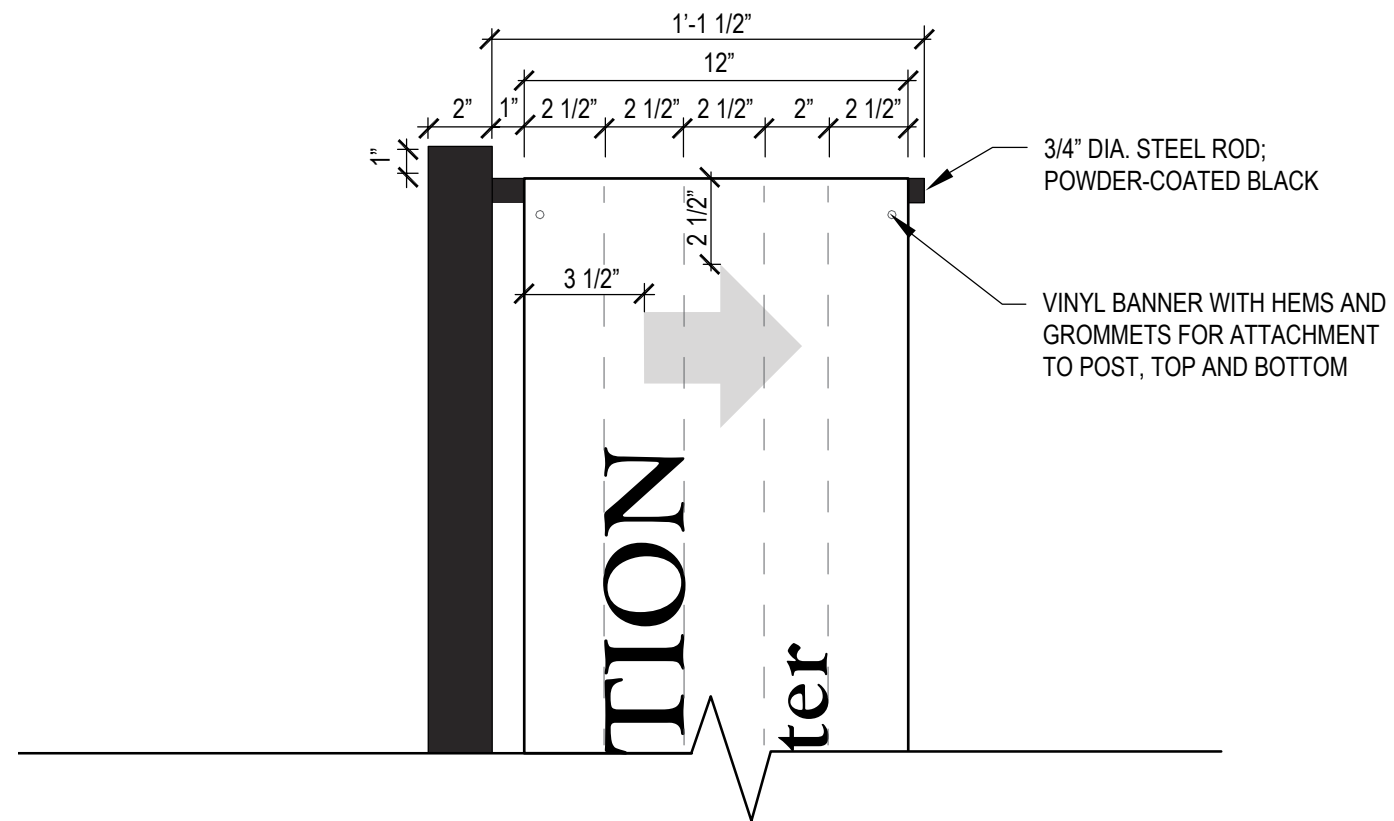
Pittsburg State  
University



Plan  
Scale 2" = 1'-0"



Graphic Arrow Layout  
N.T.S.



Layout Elevation  
Scale 2" = 1'-0"

## TEMPORARY BANNER DETAILS

