# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>vi</td>
</tr>
<tr>
<td><strong>INTRODUCTION: OVERVIEW</strong></td>
<td></td>
</tr>
<tr>
<td>Manual Usage</td>
<td>1</td>
</tr>
<tr>
<td>Wayfinding Strategy</td>
<td>1</td>
</tr>
<tr>
<td>Design Guidelines</td>
<td>1</td>
</tr>
<tr>
<td>Graphic Standards</td>
<td>1</td>
</tr>
<tr>
<td>Sign Placement</td>
<td>1</td>
</tr>
<tr>
<td><strong>Wayfinding Strategy</strong></td>
<td>2</td>
</tr>
<tr>
<td>LOCATION PLAN</td>
<td>2</td>
</tr>
<tr>
<td>Vehicular Guide Signs</td>
<td>2</td>
</tr>
<tr>
<td>LOCATION PLAN</td>
<td>4</td>
</tr>
<tr>
<td>Pedestrian orientation and kiosks</td>
<td>4</td>
</tr>
<tr>
<td>LOCATION PLAN</td>
<td>6</td>
</tr>
<tr>
<td>Street Names and Building Identification</td>
<td>6</td>
</tr>
<tr>
<td><strong>SYSTEM AT A GLANCE</strong></td>
<td>9</td>
</tr>
<tr>
<td>Line-up of all Sign Types</td>
<td>9</td>
</tr>
<tr>
<td><strong>Design Guidelines</strong></td>
<td>10</td>
</tr>
<tr>
<td>ID: CAMPUS GATEWAY</td>
<td>10</td>
</tr>
<tr>
<td>Function</td>
<td>10</td>
</tr>
<tr>
<td>Content</td>
<td>10</td>
</tr>
<tr>
<td>Design Details</td>
<td>10</td>
</tr>
<tr>
<td>BI: BUILDING IDENTITY</td>
<td>15</td>
</tr>
<tr>
<td>Function</td>
<td>15</td>
</tr>
<tr>
<td>Content</td>
<td>15</td>
</tr>
<tr>
<td>Design Details</td>
<td>15</td>
</tr>
<tr>
<td>ST: STREET NAME</td>
<td>16</td>
</tr>
<tr>
<td>Function</td>
<td>16</td>
</tr>
<tr>
<td>Content</td>
<td>16</td>
</tr>
<tr>
<td>Design Details</td>
<td>16</td>
</tr>
<tr>
<td><strong>Graphic Standards</strong></td>
<td>34</td>
</tr>
<tr>
<td><strong>Sign Placement</strong></td>
<td>36</td>
</tr>
<tr>
<td>EXTerior SIGN POSTING</td>
<td>37</td>
</tr>
<tr>
<td>Placement Guidelines</td>
<td>37</td>
</tr>
<tr>
<td>TR: TRAFFIC REGULATORY</td>
<td>17</td>
</tr>
<tr>
<td>DR1: VEHICULAR DIRECTIONAL</td>
<td>19</td>
</tr>
<tr>
<td>DR2: VEHICULAR DIRECTIONAL 21</td>
<td>21</td>
</tr>
<tr>
<td>PD: PEDESTRIAN DIRECTIONAL</td>
<td>23</td>
</tr>
<tr>
<td>BK: BULLETIN BOARD KIOSK</td>
<td>24</td>
</tr>
<tr>
<td>MK: MAP KIOSK</td>
<td>25</td>
</tr>
<tr>
<td>TB: TRAILBLAZER</td>
<td>27</td>
</tr>
<tr>
<td>PK: Parking VP: visitor parking</td>
<td>29</td>
</tr>
<tr>
<td>RP: RESTRICTED PARKING</td>
<td>31</td>
</tr>
<tr>
<td>BL: BUILDING LETTERING</td>
<td>33</td>
</tr>
</tbody>
</table>
INTRODUCTION
INTRODUCTION: OVERVIEW

In 2005, Rowan University introduced its new logo-mark and identity standards. In the same time-frame, the University undertook a comprehensive master planning effort. Concurrently, new requirements for emergency response dictated the introduction of several new sign types on campus. The need for coordinated environmental graphics was recognized by the University as a timely and necessary step. The guidelines in this document outline a campus wayfinding strategy which will simplify navigation while simultaneously expressing and reinforcing the University’s identity in the physical environment.

The guidelines were developed in an iterative process with representatives from Rowan University administration, faculty, staff and students. Key committees and participants included:

JOE ORLINS - Campus Master Plan Executive Committee Co-Chair
SANDY TWEEDIE - Campus Master Plan Executive Committee Co-Chair
LORI MARSHALL - Director of University Publications
ED ZIEGLER - Pedestrian Safety, Transportation, and Parking Sub-Committee Chair
JOE CARDONA - Director of University Relations
Campus Master Plan Committee (CMPC)
Learning Connection Inventory (LCI)
Pedestrian Safety, Transportation and Parking (PSTP)
Bandwidth Distribution Scheme (BDS)

A hierarchy of sign types has been established, along with criteria for messaging, location, design and graphics. Adherence to the guidelines will result in the consistent design and posting of signs over successive installation phases. The goal is a welcoming and easily navigable identity and orientation system that successfully directs campus guests and enhances the University landscape for years to come.

Manual Usage

This document is intended to be a planning tool used by University staff and consultants to ensure consistent placement and design throughout the Rowan campus. Drawings are presented in a “design intent” level of detailing. For specific projects, detailed contract documents must be prepared. These “bid-level” details should fold in as an appendix to this document for future project use.

All locations should be carefully field-checked prior to installation to assess any conflicts with existing site elements and underground utilities. All message content and specific locations are subject to review and approval by Rowan University.

The guidelines are organized into four sections:

Design Guidelines

Depicts each sign type and describes criteria for function, content and design.

Graphic Standards

Application of University wordmark, typography, colors and symbols to signs.

These recommendations were developed in accordance with University Publications Guidelines.

Sign Placement

Guidelines for locating each sign type in the field. Most cases will require adjustment due to site specific conditions.

Wayfinding Strategy

A diagrammatic illustration of campus, vehicular and pedestrian circulation. The current campus base plan is utilized, recognizing that sign locations and circulation routes will be altered and require adjustment as the Campus Masterplan unfolds. A strategy of sign types and placement is illustrated through a series of plan diagrams.
LOCATION PLAN

Vehicular guide signs
This diagram illustrates an overall strategy for the placement of vehicular-oriented campus identity and directional signs. Highlighted on the plan are the campus destinations identified in the study as having the highest priority for visitors. Intersections of streets and campus entries are marked as decision points where directional information should be presented. Orientation for the first time visitor is emphasized, especially in regard to Visitor Parking and Campus Welcome Center.

University gateway signs are recommended to be placed at the east and west ends of Route 322/Mullica Hill Road, which are primary campus thresholds.
LOCATION PLAN

Pedestrian orientation and kiosks

Pedestrian movement will be strongly encouraged as master planning principles as carried out. Current pedestrian circulation paths are illustrated on the plan diagram. A combination of map kiosks and pedestrian directionals will be placed at visitor parking areas and pathway junctures.

Maps will orient visitors to overall university layout and highlight connections to campus destinations and downtown Glassboro. Separately placed bulletin board kiosks will provide areas for posting of student events and activities and reduce clutter on maps and site furnishings.
Rowan University Environmental Graphic Guidelines

Sign Plan Key
- PD: Pedestrian Directional
- BK: Bulletin Kiosk
- MK: Map Kiosk
- Pedestrian Circulation
- Proposed Pedestrian Circulation
- Visitor Parking
- Visitor Primary Destinations
- Welcome Center
LOCATION PLAN

Street Names and Building Identification

As part of mandated emergency requirements, Rowan University has named its internal roadways and developed addresses for each campus building. Each street will be marked and buildings will display their respective address on freestanding signs visible from the roadways.

The location plan illustrates an overall accounting of the location and quantity of street signs and freestanding building signs. For specific installations, it is recommended that all building identification locations be field-verified with mock-ups to determine optimum orientation.
Sign Plan Key
- BI: Building ID: Freestanding
- ST: Street Sign
- Off Campus Vehicles Circulation
- Primary Campus Vehicles Circulation
- Secondary Campus Vehicles Circulation
- Visitor Primary Destination
- Visitor Parking
- Welcome Center
SYSTEM AT A GLANCE

Line-up of all sign types

A consistent palette of materials, forms, and graphics creates a unified family of environmental graphics that respond to a variety of user information needs.
ID: CAMPUS GATEWAY

An iconic form, designed to express a timeless elegance for the University.

**Function**
- Establish campus gateways at each end of Route 322.
- Creation of a University district

**Content**
- Rowan wordmark, seal and color scheme

**Design Details**
- Seal: Translucent white torch and yellow flame
  Fabricated, halo lit
- Wordmark: Fabricated, halo lit
- Reveal: PT-2
- Stone: Black granite or integral-color cast stone
ID: Campus Gateway - Daytime Elevation
Scale 1/4" = 1'-0"

ID: Campus Gateway - Nighttime Elevation
Scale 1/4" = 1'-0"
Existing Condition: Route 322 and Whitney Ave.

Proposed Condition: Campus Gateway
Existing Condition: Route 322

Proposed Condition: Building Identity
BI: BUILDING IDENTITY (FREE-STANDING)

A coordinated presentation of building name, departments and with mandated address information.

**Function**
- Facility identification
- Addressing per emergency response guidelines

**Content**
- Building name
- Major departments
- Street address
- University seal and color scheme

**Design Details**
- Seal: 1/4” cut aluminum
  - Flame: PT-2, Torch: PT-4, Disk: PT-3
- Building Name: 3” text. T-1
  - Illuminated, push thru, V-6
- Rule: PT-2
- Address Numerals: 3”, T-1, V-5
- Address Text: 2.25”, T-1, V-1
- Sign Panel: Fabrication, illuminate PT-1
- Sign Body and Base: Cast concrete, C-1
ST: STREET NAME
Utilizing standard hardware, combines mandated street names and university identity to create unique campus district signs.

Function
- Identify campus streets per emergency response guidelines
- Create a University district
- Aid in general wayfinding

Content
- Street name
- Rowan identity (seal and color scheme)

Design Details
- Sign panel: .125” Aluminum
- Brackets: Heavy duty cast aluminum, PT-1
- Post: 2 3/8” dia aluminum, PT-1
- Text: Knocks out to read white
- Border: V-1
- Background: V-7
- Accent: V-8
- Seal: Disk V-2, Torch V-1, Flame V-5
TR: TRAFFIC REGULATORY

The campus landscape will be enhanced by upgrading the posts and hardware of standard regulatory signs.

Function
- Traffic Control
- Parking enforcement
- Emergency response

Content
- MUTCD standard graphics
- University parking enforcement

Design Details
- Bracket: “Grip Tite Clamp” or equal
- Sign Panel: Aluminum with profiles, graphics and reflective vinyl materials per MUTCD standards, paint back of sign panel PT-1
- Sign Post: 2 3/8” dia aluminum, PT-1
DR1: VEHICULAR DIRECTIONAL (ROUTE 322)

A larger format visitor guide sign that responds to higher road speeds and legibility challenges.

**Function**
- Primary visitor guide from Route 322 corridor

**Content**
- High traffic destinations
- Visitor parking areas
- University logo and color scheme

**Design Details**
- Arrows: 1/4” cut aluminum, PT-1
- Seal: 1/4” cut aluminum
- Flame: PT-2, Torch: PT-4, Disk: PT-3
- Back Panel: Aluminum cladding corrugated (Rigidized Metals Corp. 2-FL), PT-2
- Primary text: 4”, V-1, T-1
- Parking Symbol: 4”, V-1, V-3
- Secondary Text: 3”, V-1, T-1
- Sign Panel: Aluminum, PT-1
- Post: 7” square, structural aluminum tube, PT-1
DR2: VEHICULAR DIRECTIONAL (ON-CAMPUS)

A smaller format visitor guide sign appropriate for secondary, lower speed roads.

**Function**
- Navigation of secondary and internal campus roadways.

**Content**
- Key campus destinations
- Visitor parking areas
- University wordmark and color scheme

**Design Details**
- Seal: 1/4" cut aluminum
  - Flame: PT-2, Torch: PT-4, Disk: PT-3
- Arrows: 1/4" cut aluminum, PT-1
- Sign Body: Aluminum cladding, corrugated (Rigidized Metals Corp. 2-FL)
- Secondary Text: 3", T-1, V-1
- Primary Text: 4", T-1, V-1
- Sign Panel: Aluminum, fabricated PT-1
- Base: Precast concrete, C-1
Planetarium
Admissions
Campbell Library
Winan Bookstore

Robinson Hall
Rec Center

Campbell Library
Admissions
Planetarium

Student Center
Winan Bookstore

Bunce Hall

PD: Pedestrian Directional - Detail, alternate layouts

Scale 1" = 1'-0"
PD: PEDESTRIAN DIRECTIONAL

Located at pathway intersections, this directional will assist visitor wayfinding to major campus destinations.

Function:
- Navigation of campus pathways
- Encourage pedestrian movement

Content:
- Detailed listing of campus destinations

Design Details
- Back Panel - Aluminum cladding corrugated (Rigidized Metals Corp. 2-FL), PT-2
- Sign Panel - Aluminum sheet, PT-1
- Arrows - 1/4” cut aluminum, PT-1
- Text - 2”, T-1, V-6
- Post - 3” square, structural aluminum tube, PT-1
BK: BULLETIN BOARD KIOSK

Placed in student gathering areas, the bulletin board kiosk organizes the variety of student communications in a centralized location.

Function
- Posting zone for all flyers and notices posted by students, staff and faculty

Content
- 4-sided tackable surface
- University seal

Design Details
- Seal: 1/4" cut aluminum
  Flame: PT-2, Torch: PT-4, Disk: PT-3
- Frame: Aluminum, PT-3
- Clip: Aluminum, PT-3
- Tack Surface: Exterior rated (4 sides)
- Sign Base: Cast concrete, C-1
**MK: MAP KIOSK**

A user friendly campus map, conveniently oriented, with building and department listings.

**Function**
- Campus orientation
- Campus/town connection
- Encouragement of pedestrian movement

**Content**
- Campus map and directory
- Location of buildings, accessible paths

**Design Details**
- Clip: Aluminum, PT-3
- Graphic Panel: Digital high pressure laminate
- Sign Base: Cast concrete, C-1
TB: Trailblazer (off campus directional) - Detail

Scale 1” = 1’-0”
**TB: TRAILBLAZER**

Instant recognition and guidance along outlaying roadways.

**Function**
- Aid wayfinding to campus
- Expression of Rowan University identity
- Provide direction on non-University streets

**Content**
- Rowan wordmark and color scheme
- Arrow

**Design Details**
- Wordmark and seal: V-2, V-5, V-6
- Disk: V-2, Flame: V-5
- Sign Panel: .125” aluminum, V-8
- Arrow: Knocks out to V-8
- Arrow band: V-7
- Mounting: Attach to existing city light poles

**Scale 1/4” = 1'-0”**
**PK: Parking - Plan View**

Scale 1/2" = 1'-0"

**Design Details**

- Sign face - 1/4" Aluminum, PT-1
- Symbol - V-1, V-3
- Primary text - T-1, V-1
- Back Panel - Aluminum cladding corrugated (Rigidized Metals Corp. 2-FL), PT-2
- Post - 3" square, structural aluminum tube, PT-1
PK: PARKING
VP: VISITOR PARKING

Straightforward on-campus presentation of parking regulations.

Function
- Identification of parking zones within lots
- Reserved or restricted parking

Content
- Lot name
- Restrictions
- Symbols

Design Details
- Symbol: 4.5", V-1, V-3
- Lot Name: 2", T-1, V-1
- Primary text: 2.5", T-1, V-5
- Sign Body: Fabricated, aluminum PT-1
- Base: Precast concrete, C-1
Existing Condition: Parking Lot

Proposed Condition: Restricted Parking
RP: RESTRICTED PARKING

Clear identification of lot entrance, and reduction of sign clutter by consolidating regulatory information.

**Function**
- Organize lot information into clear hierarchy

**Content**
- Authorized users permits
- Operational information

**Design Details**
- Symbol: 4.5”, V-1, V-3
- Lot Name: 2”, T-1, V-1
- Primary text: 2.5”, T-1, V-5
- Sign Body: Fabricated, aluminum PT-1
- Base: Precast concrete, C-1
Existing Condition: Student Center

Proposed Condition: Chamberlain Student Center
BL: BUILDING LETTERING (ILLUMINATED AND NON-ILLUMINATED)

Guidelines for the application of consistent lettering style for new campus buildings or retro-fit of older signs. Illuminated version used only for high priority destinations.

Function
- Consistently legible expression of building name
- Nighttime legibility (as required)

Content
- Building function
- If named, preference is for only last name to be used

Design Details
- Letter Height: Varies, 8” recommended minimum
- Letters Illuminated: Fabricated, 1” deep, stainless steel, halo-lit with LED
- Letters: Non-illuminated-1” thick aluminum plate letters
To project a clear and consistent exterior image, elements of the Rowan University Publication Guidelines, produced by the Department of University Communications have been incorporated into the wayfinding signs guidelines.

**UNIVERSITY WORDMARK**

The University wordmark has been selected for use on signs. The wordmark may be reduced or enlarged, but the relationship of the letters cannot be altered.

**TYPEFACE STANDARD**

The final layout of letters on a sign panel requires careful letter and word spacing to assure maximum legibility. This manual recommends open spacing for most sign messages. The font used in these Guidelines was purchased directly from Adobe System, Inc.

**PAINTS, VINYLs, MATERIALs**

Exterior grade paints can be selected to correspond to the official University colors. These paint colors are not exact matches to the PMS (Pantone Matching System) printing inks. Rather they are selected to provide the best perception of the University identity under exterior lighting conditions.

Vinyl stocks can be selected from standard offerings. The intent is to specify readily available and cost effective materials that convey the spirit of the University image.
SIGN PLACEMENT

Campus Roadway - Typical Sign Placement
Scale 1/16" = 1'-0"

Campus Pathways - Typical Sign Placement
Scale 1/16" = 1'-0"
EXTERIOR SIGN POSTING

Placement Guidelines

Vehicular oriented free-standing signs are intended to be viewed at a distance by approaching motorists. Signs should be placed on the right side of the road whenever possible, and always perpendicular to the driver to maximize readability.

A minimum roadway setback has been established as a standard for all signs to avoid damage to signs or cars. The precise setback for each sign may vary slightly due to site conditions. All proposed locations must be reviewed by Rowan University Facilities Planning and Construction in advance of site preparation to eliminate the damaging of underground utilities.

Varying grade conditions may expose a portion of the sign foundations. This should be minimized as much as possible. Re-grading should be considered to help mitigate severe slope conditions. Plantings and flowers at the base of signs are strongly discouraged.
Roadway Section - Sign Placement with sidewalk

Scale 1/4” = 1'-0"

Sign Type DR1

Sign Type DR2

Mowing strips

20” minimum set back from curb
**Roadway Section** - Sign Placement without sidewalk

Scale: 1/4” = 1'-0"