

# Yale University Campus Signage

exterior sign system

itemization

appendix a: interior signs

appendix b: commemorative plaques & memorials

*Prepared by the Office of the University Printer  
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## exterior sign system

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# Exterior Sign System



*Exterior signs promote a consistent Yale identity and help to ensure a positive first impression of the University.*

## introduction

### sign approval & order process

All exterior signs at Yale are managed by the Yale sign committee, made up of representatives from the Office of Facilities and the Office of the University Printer. All requests for exterior signs, including signs for new facilities, *must* be reviewed by that committee. *To initiate the review process, please fill out the [online request form](#).* Requestors will be notified of the committee's decision and, if the sign is approved, of the estimated schedule for fabrication and installation.

Design and typesetting of all exterior signs is by the Office of the University Printer, which maintains templates for all sign types and also oversees or consults on fabrication, siting, and installation based on the guidelines outlined in this manual.

The University Printer also reviews interior sign project files to ensure that they conform to University standards (see Appendix A, ppp. 63–67).

**Note** Nonconforming or unapproved exterior signs are prohibited, and under no circumstances may any exterior sign be independently ordered and installed.

### sign messages

To ensure consistency and legibility, exterior sign messages have been standardized. Buildings are identified by name and/or address alone, not by the departments or offices within. See Itemization, pp. 26–43, for details.

### history

In 1994 a committee charged by then President Richard Levin and chaired by David Pease, then Dean of the School of Art, recommended that a comprehensive building identification and wayfinding system be developed for the University. Two years later, Yale launched the “Framework for Campus Planning” project and hired the architecture and urban design firm Cooper, Robertson & Partners to create a set of guidelines for campus development and to make recommendations for improving the systems that unify the campus, including signage, landscaping, lighting, and traffic flow. Their report, published in 2000,<sup>\*</sup> provided new impetus to the campus sign project. Yale's exterior sign system, developed in association with an advisory group that included

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<sup>\*</sup>Available online at <http://www.yale.edu/about/YALEFRMW.pdf>. A supplement was published in July 2009.





*In design and materials, the signs complement the variety of architectural styles on campus.*



representatives from all areas of the Yale community, was approved by the President and Officers in 2002. Sign installation began in the spring of 2003.

## objectives

A coherent and consistent sign system is essential to the creation of a visually unified urban campus. The standards and specifications detailed in this manual were established to satisfy several interrelated objectives.

- To provide effective, uniform building identification signs.
- To define and beautify the Yale campus by installing a limited number of uniformly designed, worded, and located signs, thus eliminating the graphic clutter created by the wide variety and condition of preexisting signs.
- To make key public destinations visible to newcomers and residents alike—major auditoriums and theaters, for example, as well as the Office of Undergraduate Admissions and the main entrances of the graduate and professional schools.
- To regularize design, materials, siting, and messages to improve wayfinding and to control long-term exterior signage design, production, and maintenance costs.
- To provide multiple resources that facilitate campus wayfinding, including prominently located pedestrian “you are here” map display cases with cross-references to department names and building addresses; a Web map with extensive search features (launched in January 2007); and interior building directories.

## aesthetics

Developed by the graphic design firm Two Twelve Associates in collaboration with the Office of the University Printer and the Office of Facilities, the Yale sign system also reflects input from the Deans of the Schools of Art and Architecture and special consultation with Kent Bloomer, Professor (Adjunct) in the School of Architecture.

The simple white-on-Yale Blue and white-on-gray (Pantone 425) layouts, using the proprietary typeface (Yale Street) drawn for the University by the renowned Matthew Carter, Professor (Adjunct) in the School of Art, are designed to harmonize with the wide range of architectural styles and settings of the Yale campus.

The new signs accommodate a range of messages and installation configurations. Nonetheless, they form a visually coherent family of Yale identifiers, serving as informative and distinctive “captions” for the University’s buildings and grounds.

## visual index of sign types / blue signs

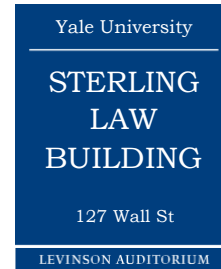
Signs not to scale



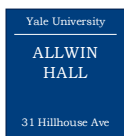
- 1 Two-post  
28 x 49-1/2" [porcelain pan]



- 2 Building identifier-flag  
28-1/2 x 23"  
[porcelain pan]



- 3 Building identifier – standard  
20 x 18"
- 3a *Subsidiary panel*  
3 x 18" or 4-1/2 x 18"



- 4 Building identifier – small  
11 x 9-7/8"



- 5 Building identifier – entryway  
11 x 9-7/8"



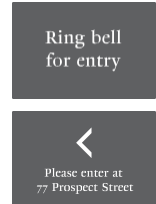
- 6 Building identifier – historic  
7-1/2 x 14-1/2"



- 7 Street number – large  
6 x 11-7/8"
- 8 Street number – small  
3-5/8 x 6"

## / gray signs

Signs not to scale



**A** Special entrance  
10 x 13-3/4"

**B** Regulatory  
8 x 10"

**C** No smoking  
3-7/8 x 10-1/2"

**D** Instructional  
4 x 6"



**E** Authorized  
4 x 6 or 2-5/8 x 4"

**F** ADA instructional  
11 x 9"

**G** ADA symbol  
6 x 5"

**H** ADA flag  
11 x 9"  
Not yet developed

## guidelines for sign type selection

### blue signs

Sign types 1–8 identify schools, major public destinations, and buildings. All but sign types 1 and 2 are wall-mounted.

See Itemization, pp. 24–35, for details.

- 1 Two-post**  
*For professional schools*  
*For major public destinations (use is limited; see p. 24)*
- 2 Building identifier — flag**  
*For buildings set back from the street (use is limited; see p. 26)*
- 3 Building identifier — standard**  
*For majority of buildings*
- 3a Subsidiary panel — standard or tall**  
*For identification of major public venues in Yale buildings*  
*(use is limited; see p. 30); panels attach to bottom of sign type 3*
- 4 Building identifier — small**  
*For buildings where sign type 3 is too large*
- 5 Building identifier — entryway**  
*For master's houses and multiple-entry residence halls*
- 6 Building identifier — historic**  
*For buildings of special historic interest on which sign type 3 would be architecturally intrusive*
- 7 Street number — large**  
*For address of a second major entrance to a building, usually on a different street than the primary entrance*
- 8 Street number — small**  
*For address of a Yale-owned private residence*

## gray signs

Sign types a–h and M are informational and regulatory signs, with standardized messages. These practical signs are designed to be legible but unobtrusive. All but sign type H are wall-mounted.

See Itemization, pp. 36–43, for details.

- A** Special entrance  
*For delivery entrances, etc. (e.g., college dining halls)*
- B** Regulatory  
*For access ramps, etc.*
- C** No smoking  
*For limited use near building entrances, intake ducts, etc.*
- D** Instructional  
*For locked door access, etc.*
- E** Authorized  
*For Yale access authorization, installed on all doors/gates*
- F** ADA instructional  
*For accessible entrance directions when a building's primary entrance is not accessible*
- G** ADA symbol  
*For accessible entrance identification*
- H** ADA flag  
*For accessible entrance directions when wall-mounting is not possible; this sign type has not been developed*
- M** Miscellaneous  
*As necessary, the Office of the University Printer develops signs for special circumstances*

## guidelines for sign placement

### blue signs

These guidelines describe optimal situations and some common alternatives, and they are not intended to be prescriptive. The actual placement of all exterior building signs must be determined based on a site visit, with a full-size mockup. For new construction, input from the architectural firm is welcome. All final decisions on placement are made by Yale's sign committee.

For all sign types, adjustments are often necessary to accommodate architectural features and to avoid shrubbery, awkward alignment with mortar lines, etc. In particular, a building sign cannot be installed on a wall that is cluttered with call boxes, blue lights, etc. In the case of new construction, the Facilities project manager should meet with the University Printer early in the planning process to identify the appropriate location for the building-mounted sign and to ensure that that location is kept clear of all such equipment.

See also Itemization, pp. 24–35.

### gray signs

Gray signs are most often placed to the left of an entrance door. Sign types D and E are often installed on the door itself. The placement of regulatory signs (type B) and No Smoking signs (type C) varies according to the site; to avoid sign clutter, a single highly visible location is preferred to the installation of multiple signs. Installation height is determined on a case-by-case basis.

See also Itemization, pp. 36–43.

1

These single-sided signs (below) are placed near the main entrance to a school's primary building, parallel to the street. If placement in an existing planting bed is not possible, landscaping with mulch and/or low plants is recommended to prevent damage from lawn-mowers and to discourage posting of flyers on blank verso of sign. Depending on the site, these signs can also be wall-mounted, with installation height determined on a case-by-case basis. See also pp. 24–25.



2

Double-sided flag signs (right) are ideally set back from the sidewalk, to the right of the main walkway or driveway to a building, and perpendicular to the street. As with sign type 1, some landscaping is recommended to prevent damage from lawnmowers. See also pp. 26–27.



3 – 6

The ideal placement of wall-mounted building identifiers is immediately to the left or right of the main entrance, perpendicular to the primary pedestrian approach. Signs are most often centered between architectural elements or installed at a distance of half the width of the sign from a defining edge. As noted, a building sign cannot be installed on a wall that is cluttered with call boxes, blue lights, etc.

For sign type 3 (right: above), the standard installation height is 54 inches AFF (above finished floor): that is, 54 inches from the ground to the bottom edge of the sign. Alternative sites and installation heights are shown on p. 16. See also pp. 28–29.

For sign types 4 and 5 (right: below), the standard installation height is 63 inches AFF: that is, 63 inches from the ground to the bottom edge of the sign. See also pp. 31–33.

For sign type 6 (not shown), installation height is determined on a case-by-case basis. See also p. 34.



7 – 8

The placement of street number signs is determined on a case-by-case basis. Sign type 7 is shown at right. See also p. 35.





### alternate sites for sign type 3

A customized assessment of site conditions often dictates placement.



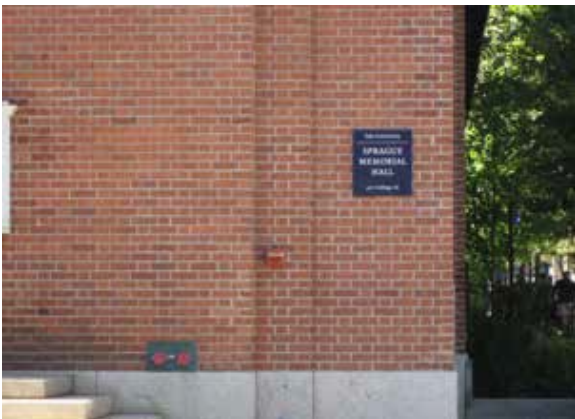
*Recessed glass entrance; sign placed on nearby wall.*

### alternate heights for sign type 3

If masonry coursing, stairs, or other architectural detailing prevents a standard hanging height, a customized assessment of the building's facade will determine the appropriate installation height.



*Sign placed above projecting ledge of "base."*



*Sign placed at street corner rather than at entrance.*



*Sign placed high to avoid matching coursing lines.*



*Sign placed at street rather than at recessed entrance.*



*Sign placed low to accommodate its size.*

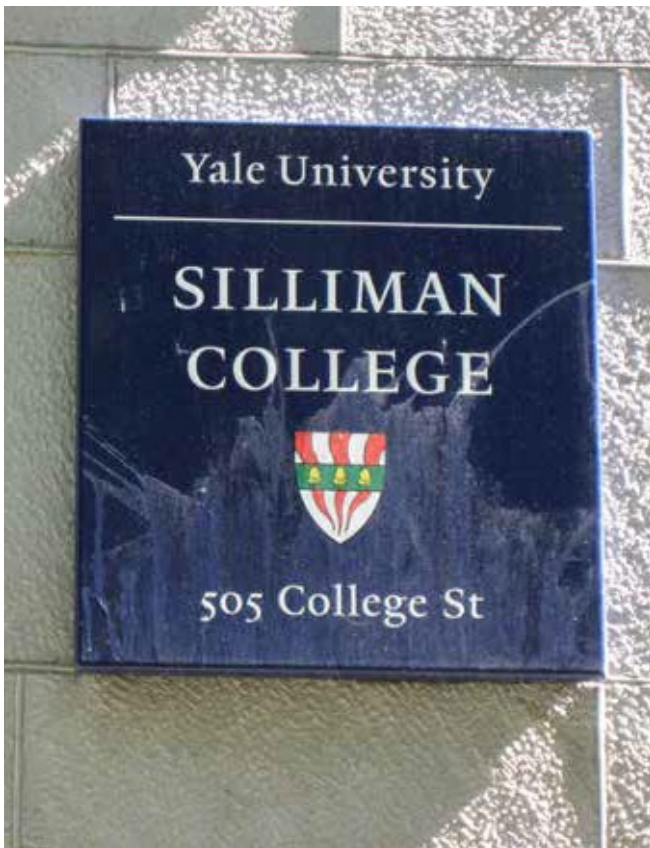
## fabrication and installation

The Office of the University Printer (OUP) holds a set of engineer-approved construction documents for sign types 1–8 and A–M and is responsible for making the final production files for all new or replacement exterior signs.

For sign types 1–8, the OUP also directly oversees fabrication and installation — by a sole-source vendor — in consultation with the Facilities project manager and, if relevant, the architect. In the case of sign types 1 and 2, the sole-source vendor is responsible for contacting CBYD.

For sign types A–M for new construction projects or renovations, fabrication and installation of OUP-provided or OUP-approved sign files are overseen by the Facilities project manager.

*Note* As specified at the start of this manual (see p. 7), *all* requests for exterior signs must be reviewed by the Yale sign committee. Under no circumstances may any exterior sign be independently fabricated and installed.



*Porcelain signs marred by eggs and dirt (left) and what appear to be blows from a hammer or BB pellets (right). The former could be cleaned with a soft cloth and nonabrasive cleaner; the latter had to be replaced.*

## sign maintenance

### blue signs

Porcelain enamel was chosen for Yale's freestanding and building-mounted blue signs because of its exceptional durability. The Yale Blue background color will not fade, there is no paint to peel or chip, and the nonporous surface is easy to clean.

Nevertheless, porcelain enamel is susceptible to damage from abrasion, which can scratch or dull the enamel, and from hammering, which can fracture the porcelain and expose the steel substrate. Porcelain enamel signs must therefore be removed from buildings that are undergoing exterior renovation or cleaning. The Facilities project manager should contact the Office of the University Printer (203.432.9217) to arrange for the removal before work is under way.

- To remove surface dirt and fingerprints, use a soft cloth and a glass spray cleaner like Windex.
- To remove gummy residue from stickers, use a soft cloth and a cleaner such as Goo Gone.
- To remove lime and mineral deposits (efflorescence), use a soft cloth and white vinegar or a dilute sulfamic acid solution. If this doesn't work, please contact the Office of the University Printer (203.432.9217).
- NEVER use steel wool, plastic scrunchies, or abrasive cleaners like Comet to clean a porcelain enamel sign.

### gray signs

Gray signs are painted aluminum with silkscreened or vinyl lettering, and vigorous cleaning could mar the paint surface. To remove surface dirt, wipe gently with a soft cloth and a mild soap and water solution. To remove gummy residue from stickers, soak the area with Goo Gone, wipe gently, and repeat as necessary. Do not rub vigorously.



# Itemization

All requests for exterior signs must be reviewed by the Yale sign committee; see p. 7 for details.

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

a b c d e f g h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

® fl fi < >



## typographic specifications

The design and typesetting of all exterior signs is by the Office of the University Printer, which maintains templates for all sign types. Under no circumstances may signs be independently designed/typeset.

### typefaces

All signs use the Yale Street font, designed exclusively for the University's exterior sign system by Matthew Carter and so named because it is intended to be legible from a distance — from the street. Both aligning and old-style numbers are supplied to accommodate the range of ways that numbers are used in signs. Glyphs (RA, fl, fi) are available for some letter combinations.

### type sizes

Sizes vary according to sign type and length of message, with legibility a priority.

### letterspacing

Letterspacing has been built into the Yale Street font, but custom kerning is sometimes required, as determined by the University Printer.

### linespacing

Linespacing varies according to sign type.

### line breaks

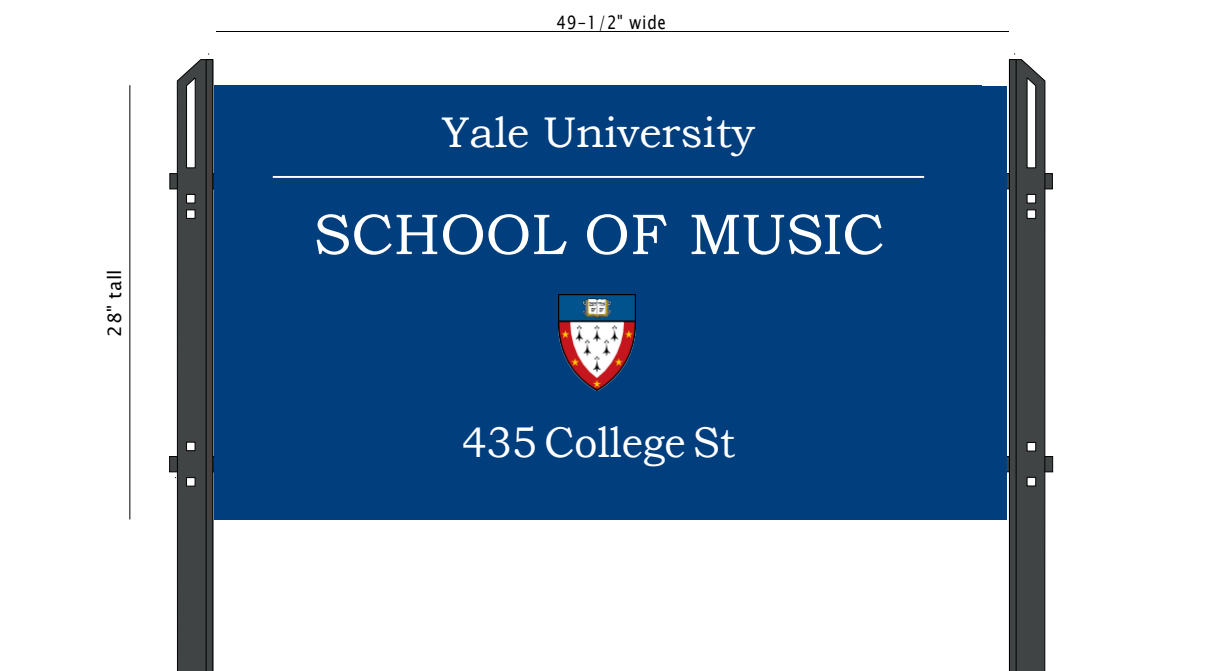
Lines are broken as necessary by sense. Fewer lines are preferred, but the setting should not be too tight. No hyphenation is permitted.

### abbreviations

There are no word abbreviations in a building's name: e.g., Laboratory (not Lab), Center (not Ctr). Words such as "Street" and "Avenue" are abbreviated (without punctuation) *only* when they appear in the address line of a major venue or building identifier (i.e., on sign types 1–4). See individual sign types for details.

blue sign 1

Two-post



Sign type 1 was developed to identify the primary home of each of Yale's schools. Schools are limited to a single sign, which may be freestanding or wall-mounted depending on the location.\* Sign type 1 has also been approved for six major public destinations: Battell Chapel, Undergraduate Admissions, University Police Department, Association of Yale Alumni, Human Resources, and Betts House.

Message [schools]: Yale University / [rule] / school name / school shield / address

Message [major public destinations]: Yale University / [rule] / name / address

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\*The Graduate School chose to forego a two-post sign in favor of installing two building identifiers (sign type 3) on HGS, one near the main entrance and one on the north end of the east facade, visible from Tower Parkway. The Divinity School chose to identify Sterling Divinity Quadrangle on its two-post sign, so as not to exclude the Institute of Sacred Music and Berkeley Divinity School, also located there.



## blue sign 2

Building identifier – flag



Sign type 2 has been approved for a small number of buildings: the Yale Health Center (for which a flag sign better directs significant daytime and nighttime traffic to the entrance driveway) and a few buildings in the Upper Prospect area that are set back from the street. Use of this sign type is limited and requires the approval of the Vice President for Global and Strategic Initiatives.

Message: Yale University / [rule] / building name / address

Regarding messages: Buildings are identified by name and/or address alone, not by the departments or offices within. To ensure legibility, the short form of a building's official name – e.g., Loria Center rather than Jeffrey H. Loria Center for the History of Art – is the central message. If the building is not a named facility, its address serves as the central message, and words such as “Street” and “Avenue” are spelled out. Whenever those words appear in an address line, however, they are abbreviated, without punctuation (e.g., “St” and “Ave”).



blue sign 3

Building identifier — standard

18" wide

20" tall

Yale University

HENDRIE  
HALL

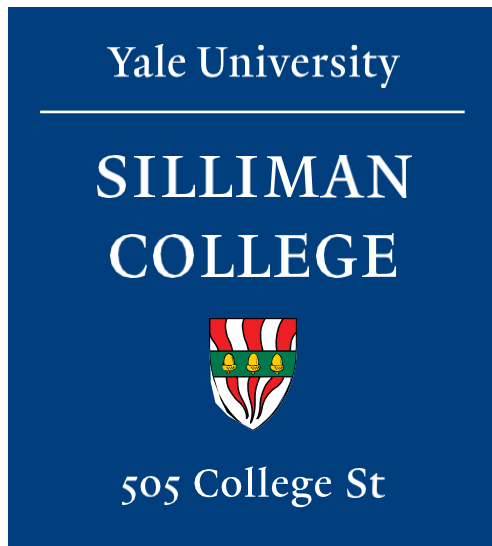
165 Elm St

Sign type 3 is by far the most prevalent type in the exterior sign system. Most buildings have a single sign near their primary entrance; a very small number have a second sign at another significant entrance.

Message: Yale University / [rule] / building name / address

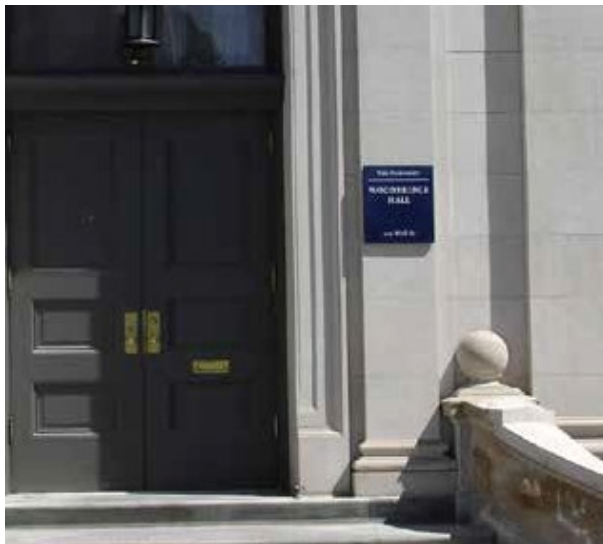
Regarding messages: Buildings are identified by name and/or address alone, not by the departments or offices within. To ensure legibility, the short form of a building's official name — e.g., Loria Center rather than Jeffrey H. Loria Center for the History of Art — is the central message. If the building is not a named facility, its address serves as the central message, and words such as "Street" and "Avenue" are spelled out. Whenever those words appear in an address line, however, they are abbreviated, without punctuation (e.g., "St" and "Ave").





An important variation of sign type 3 is the identification of the residential colleges with their respective shields. Each college has a single sign near its primary entrance.

Message: YaleUniversity / [rule] / college name / college shield / address





## blue sign 3a

*Subsidiary panel – standard or tall*



18" wide

Sign type 3a, a panel that can be attached to the bottom of sign type 3, identifies a major public venue within a Yale building.

This sign type has been phased out since the launch of the exterior sign system. Use requires approval of the Vice President for Global and Strategic Initiatives.

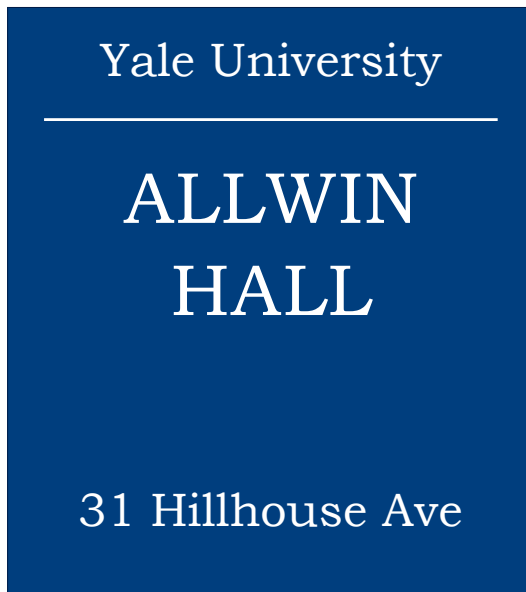
3" or  
4-1/2"  
tall



blue sign 4

Building identifier — small

9–7/8" wide



1' tall

Sign type 4 is used when sign type 3 is too large, most often because of architectural detailing.

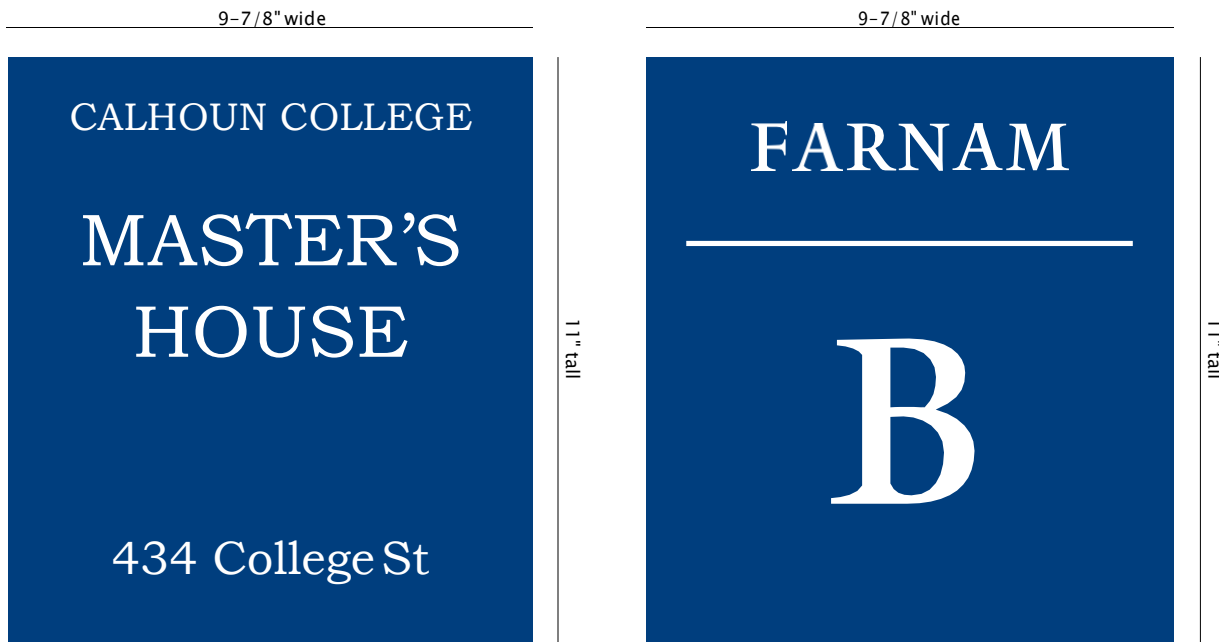
Message: YaleUniversity / [rule] / buildingname / address

Regarding messages: Buildings are identified by name and/or address alone, not by the departments or offices within. To ensure legibility, the short form of a building's official name — e.g., Loria Center rather than Jeffrey H. Loria Center for the History of Art — is the central message. If the building is not a named facility, its address serves as the central message, and words such as "Street" and "Avenue" are spelled out. Whenever those words appear in an address line, however, they are abbreviated, without punctuation (e.g., "St" and "Ave").



blue sign 5

Building identifier —entryway



Sign type 5, which is identical in size to sign type 4, identifies master's houses and residential hall entries. The design and messages vary accordingly.

Message [master's house]: name of residential college / Master's House / address

Message [residence hall entry]: name of residence hall / [rule] / entry letter [e.g., A]





## blue sign 6

Building identifier — historic

Sign type 6 identifies buildings of special historic interest, in particular buildings on which sign type 3 might be deemed architecturally intrusive. It can also be used to identify major gateways that would not otherwise be signed; such a secondary use requires approval of the Vice President for Global and Strategic Initiatives.

Message: building name

14-1/2" wide

CONNECTICUT  
HALL

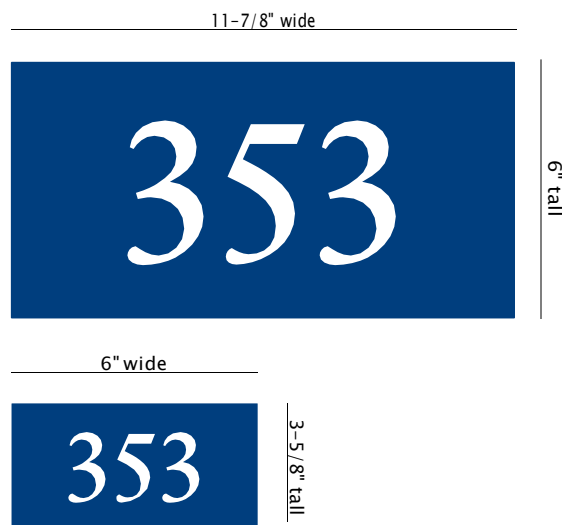
7-1/2" tall



blue signs 7 and 8  
Street number

Sign types 7 and 8 identify a building by its street number alone. The larger sign is used for a second major entrance to a building when that entrance is on a different street than the primary entrance: for example, the 98 Wall Street entrance to Sprague Hall. The smaller sign is used on Yale-owned private residences: for example, the President's House at 43 Hillhouse Avenue.

Message: street number

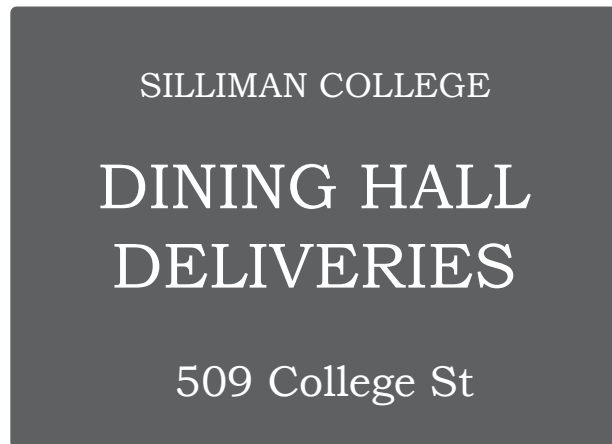


gray sign **A**  
Special entrance

Sign type A identifies special-use building entrances, with independent addresses, that need to be labeled for deliveries, etc. In the address line, words such as "Street" and "Avenue" are abbreviated, without punctuation (e.g., "St" and "Ave").

sample Message: Berkeley College / Dining Hall Deliveries / 205 Elm St

13-3/4" wide



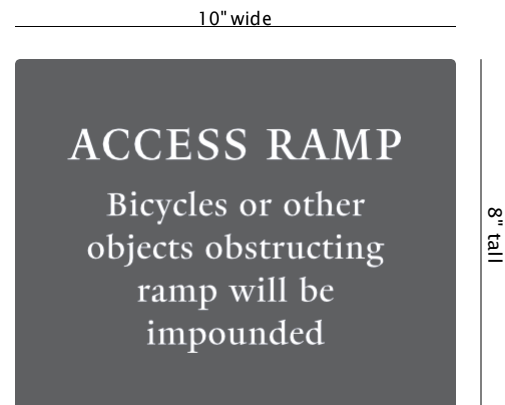
10" tall






Sign type B is used for regulatory messages regarding handicapped access ramps, etc.

sample Message: Access Ramp / Bicycles or other objects obstructing ramp will be impounded



gray sign   
No smoking

Smoking is prohibited within 20–25 feet of the entrances to all Yale buildings and in areas where air intake fans could draw smoke into a building. In addition, some areas of the campus, including the greenscape around the Yale Health Center, are no smoking zones.

In the interest of minimizing exterior signage, No Smoking signs are installed at a building's entrance only if problems with noncompliance have been reported.

Sample messages

No Smoking / within 25 feet of entrance

Building Air Intake Area / No Smoking / within  
25 feet of this sign

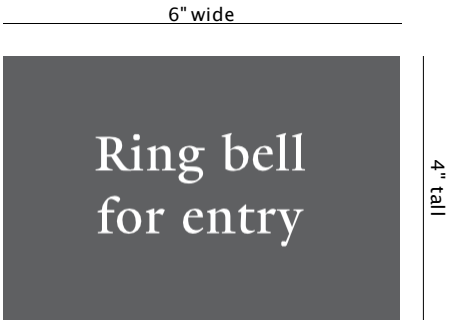
Designated Smoking Area / Ready to quit smoking?  
Visit [beingwell.yale.edu](http://beingwell.yale.edu) for information.

10-1/2" wide

**NO SMOKING**  
WITHIN 25 FEET OF ENTRANCE

3-7/8" tall





Sign type D most often provides instructional information on access to a Yale building.

Sample messages

Ring bell for entry

Ring bell after hours

This gate must be locked at all times

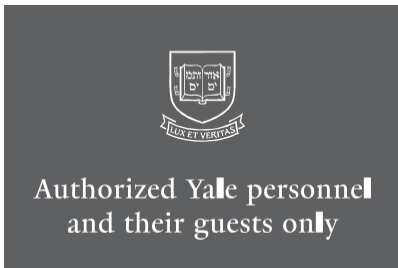
[directional arrow] / Please enter at 77 Prospect Street

[directional arrow] / 82-90 Wall Street / Main entrance at rear



gray sign **E**  
Authorized

6" wide



4" tall

Sign type E, installed on all Yale doors and gates, signifies that access is restricted to Yale students, faculty, staff, and their guests. These signs function as the equivalent of "No Trespassing" signs.

message: [shield] / Authorized Yale personnel and their guests only



Sign type F, in accordance with the Americans with Disabilities Act, provides directional information to a building's accessible entrance if the primary entrance is not handicapped-accessible.

sample message: [ADA symbol + directional arrow] / building name / Accessible Entrance on Wall Street





gray sign and  
ADA symbol and ADA flag

5" wide



6" tall

Sign type G, in accordance with the Americans with Disabilities Act, identifies a building's accessible entrance(s). It is used only if a building's primary entrance is not accessible.

Message: [ADA symbol]

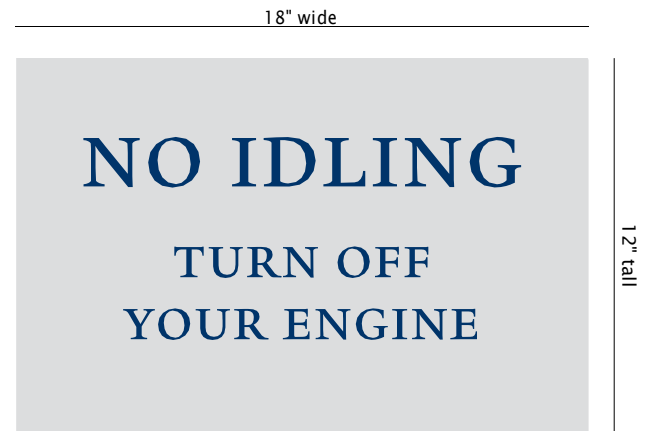
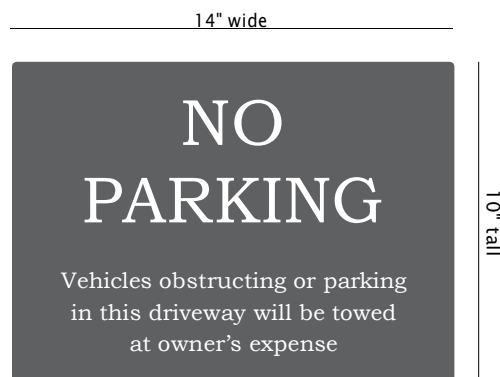
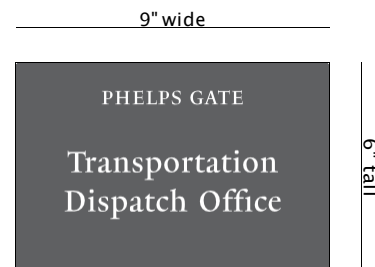
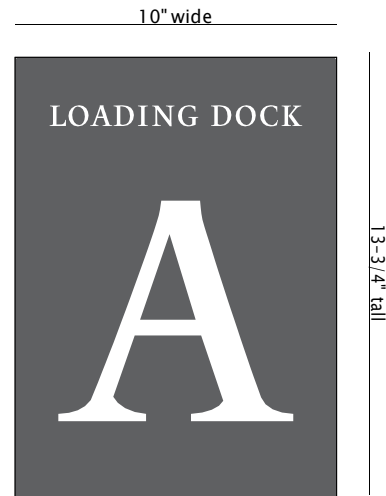
Sign type H has not yet been developed. It is a freestanding version of sign type F, to be used only when a building-mounted sign would be impractical or ineffective.

Sample message: [ADA symbol + directional arrow] / building name / Accessible entrance on Wall Street



As necessary, the Office of the University Printer develops gray signs for special circumstances: e.g., loading docks (13-3/4x10 inches); office identification for offices opening directly to the exterior of a building (6x9 inches); and various vehicular restrictions (10x14 inches or 12x18 inches, depending on the site and message).

Signs about restricted parking can be rendered in white type on dark gray (Pantone 425), but they can also be rendered in Yale Blue type on light gray (Pantone 420). The latter conforms to the color scheme adopted for Yale parking lot signs (see pp. 48-49).







## Itemization: Additional Exterior Signs

All requests for exterior signs must be reviewed by the Yale sign committee. See p. 7 for details.

## directional signs

Freestanding, double-sided directional signs have been designed by the Office of the University Printer. Use is extremely limited; as of December 2013, only two signs have been approved and installed, for several Science Hill buildings whose porcelain building signs are not visible from Prospect Street.

The signs measure 38-1/2 x 28 inches. They are fabricated of aluminum, painted Yale Blue, with white vinyl lettering in the Yale Street font. The posts are Pantone 433.

Design and siting are by the Office of the University Printer, which also oversees fabrication and installation.



## parking

All files for new or replacement parking lot and Wall Street signs are prepared by the Office of the University Printer.

### wall street parking

In 2006 the Office of the University Printer developed new parking restriction signs for Wall Street, north of College Street. The signs are aluminum, painted Yale Blue on the recto and black on the verso. They are welded to steel poles, painted black, with a cap and modest base.

#### messages

Reserved Parking Only / on Wall Street / Permit Required / Unauthorized vehicles will be towed at owner's expense

Berkeley College Master / Reserved Parking / All other vehicles will be towed at owner's expense

Law School Dean / Reserved Parking / All other vehicles will be towed at owner's expense

Library and Security Vehicles Only / Unauthorized vehicles will be towed at owner's expense

### parking lots

In 2008 the Office of the University Printer developed new signs for Yale parking lots, and sizes and messages were approved by the Secretary [now Vice President for Global and Strategic Initiatives] of the University. Implementation has been gradual, as existing signs are damaged or parking lots are reconfigured.

The signs are constructed of a single piece of aluminum, painted Yale Blue on the recto and black on the verso. Measuring 20x18 inches, they have two sections, a lot identifier (8 x 18 in.) at the top and a regulatory message (12 x 18 in.) below. Mounting U-channel posts should be painted black; mounting hardware should be painted Yale Blue or Pantone 420 on front, black on back.

Lot identifier: white vinyl letters [on Yale Blue]

Message: Yale University / Lot # / Address

Regulatory panel: applied gray vinyl (Pantone 420) panel with cutout (i.e., Yale Blue) letters

Sample messages

Restricted Lot [rule] / Assigned Permittees Only At All Times / Violators will be towed at owner's expense / Call (203) 785-5555

Restricted Lot [rule] / Handicapped Parking Permit Required / Violators will be towed at owner's expense / Call (203) 785-5555

Assigned Permittees Only / 7:30 am–4 pm, M–F / Public parking at all other times / Violators will be towed at owner's expense / Call (203) 785-5555



## campus map

Map cases are installed at seven locations around campus. There are six freestanding backlit cases: Trumbull Street (near northeast corner of Trumbull and Hillhouse); Cross Campus (near southwest corner of Harkness Hall); 149 Elm Street (outside the Visitor Center); Library Walk (near southwest corner of Branford College); York Street (near northwest corner of York and Crown); and Cedar Street (near pedestrian path to Harkness Memorial Hall). And there is one wall-mounted, unlit map case under the Phelps Gate arch.

The cases were designed, fabricated, and installed by Visual Graphic Systems, with glass-front cabinets fabricated by WSM (Water Solbach Metallbau GmbH).

The Yale maps were designed by Reineck & Reineck. They are updated once every two or three years as necessary. Updates are coordinated by the Office of the University Printer, which also oversees printing on an extremely durable, laminated, and UV-resistant paper.

Red "YOU ARE HERE" (with arrow) letters were printed for the University Printer by the Peabody Museum. They must be affixed to the maps in advance of installation.

After installation of the prototype case on Trumbull Street, it was determined that the "Yale University" letters at the top of the freestanding cases should be rendered in small caps rather than uc/lc letters. In case of damage or theft, the Office of the University Printer has a set of replacement letters.





## poster display

### memorial hall / woolsey hall

The 12-foot-high freestanding poster display cases outside Memorial Hall were designed by Kent Bloomer, Professor (Adjunct) in the School of Art, and installed in 2007. They are fabricated of dark bronze and powder-coated stainless steel. The posters displayed therein measure 86-5/8 x 33 inches.

The School of Music keeps the keys to these cases and manages the posting schedule for organizations that publicize their performances therein. The Office of the University Printer has a duplicate set of keys.

The Office of the University Printer is available to assist with poster design.

**Note** To “hide” the magnets that hold the posters in position, the design of all Woolsey posters must include a 1-inch-wide black border.

### university theatre

In order to create a consistent family resemblance among Yale’s cultural venue display cases, the freestanding and wall-mounted poster display cases outside the University Theatre were also designed by Kent Bloomer and fabricated of dark bronze and powder-coated stainless steel. All are illuminated with low-voltage MR8 halogen down lights. Posters in the freestanding cases measure 72 x 36 inches; posters in the wall-mounted cases measure 48 x 24 inches.

The School of Drama keeps the keys to these cases and manages the design and posting schedule. The Office of the University Printer has a duplicate set of keys.



## west campus

In 2012 Yale hired the graphic design firm Roll Barresi to develop a comprehensive program of exterior signs for the West Campus. The firm worked in close collaboration with the Facilities project manager, the Yale sign committee, and the West Campus administration. Numerous sign types were developed, and all were approved, with installation completed in spring 2013. Sign types include dimensional letters visible from I-95 and the rail corridor; highway directionals; gateway identifiers; on-campus vehicular directionals; building-mounted and freestanding building identifiers; Conference Center banners; parking signs; shuttle bus signs; and regulatory signs (e.g., speed limit).

Signs are aluminum—building identifiers are painted Yale Blue, directionals are painted Pantone 425—with white vinyl lettering.

Flags are 200 denier nylon in O.G. Blue, Electric Blue, and White.

Detailed fabrication specifications are available in a report prepared by Roll Barresi and kept in the Office of the University Printer. Subject to the approval of the Yale sign committee, files for new or replacement signs are prepared by the Office of the University Printer.





## athletic fields

In 2008 Yale hired the graphic design firm Roll Barresi to develop a program of exterior signs for the Athletic fields. The firm worked in close collaboration with the Yale sign committee and the Athletics department. Eight sign types were developed, and five were approved and implemented in September 2010: freestanding district identifiers, building-mounted identifiers, freestanding building identifiers (when building-mounted identifier is not practical), map displays, and field identification flags. On hold are building-mounted panels for Yale Field and Yale Bowl, parking lot identifiers, and trailblazers to the Athletic fields.

Signs are aluminum, painted Yale Blue, with white vinyl lettering.

Flags are 200 denier nylon with polyester webbing, #2 grommets, and 4-stitch reinforced edges; colors are O.G. Blue, Bright Red, Emerald Green, Yellow Daffodil, and White.

Detailed fabrication specifications are available in a report prepared by Roll Barresi and kept in the Office of the University Printer. Subject to the approval of the Yale sign committee, files for new or replacement signs are prepared by the Office of the University Printer.





## construction

### exterior

Major construction projects require an exterior sign, measuring 4 x 8 feet, painted Yale Blue with white vinyl letters. These signs are fabricated of wood and can be fence-mounted or freestanding (with wood posts).

Message: [Yale word mark] / A Yale University Capital Project / Project Name / [full-length rule] / This project includes: [bullet-point summary] / For more information about this project, please call 203-432-xxxx. / This project was authorized by the Corporation Buildings and Grounds Committee and is being managed by the Yale University Office of Facilities Construction & Renovation. / Names and titles of President, VP for Campus Development, Facilities Associate VP, Architect, Construction Company

All files for exterior construction signs are prepared by the Office of the University Printer, with information provided by the Facilities project manager. The University Printer can recommend a fabricator.

### interior

Interior construction projects of extended duration require an interior sign, printed in black on an 11 x 17 sheet of paper. In the interest of durability, it is strongly recommended that these signs be laminated.

Message: [Yale word mark] / A Yale University Facilities Project / Project Name / [full-length rule] / This project includes: [bullet-point summary] / This project is being managed by the Yale University Office of Facilities Construction & Renovation. / Names of Architect and Construction Company / For more information about this project, please call 203-432-xxxx.

All files for interior construction signs are prepared by the Office of the University Printer, with information provided by the Facilities project manager. It is recommended that they be printed and laminated at Yale Printing & Publishing Services.

# Yale

## A Yale University Capital Project NEW RESIDENTIAL COLLEGES

This project includes:

- Construction of two new, four-year residential colleges, totaling 530,000 gsf
- Construction of courtyards and associated landscaping
- Prospect Streetscape and Farmington Canal improvements

For more information about this project, please call 432-8407.

This project was authorized by the Corporation Buildings and Grounds Committee and is being managed by the Yale University Office of Facilities Construction & Renovation.

Peter Salovey, *President of the University*

Benjamin Polak, *Provost*

Bruce Alexander, *Vice President for New Haven and State Affairs and Campus Development*

John Bollier, *Associate Vice President, Office of Facilities*

Robert A. M. Stern Architects, *Architect*

Dimeo Construction Company, *Construction Manager*

# Yale

## A Yale University Facilities Project kline chemistry laboratory renovation

This project includes:

- Comprehensive exterior envelope renovation
- New mechanical, electrical, and plumbing systems
- Laboratory renovations
- Upgrading and relocation of elevator, meeting rooms, hallways, and bathrooms

This project is being managed by the Yale University Office of Facilities Construction & Renovation.

HBRA Architects, Inc., *Architect*

Dimeo Construction Company, *Construction Manager*

For more information about this project, please call 203-432-8407.

## vehicle graphics

Yale-owned vehicles are “branded” with a Yale mark appropriate to their home department. Files for these marks are provided by the Office of the University Printer, which has established guidelines for size, color, and placement. Alternative configurations are not permitted.



# Appendices



*The room sign on the left includes a Grade 2 Braille translation, a window for a paper insert, and an ASI Infinity-series extruded notebar (at bottom), painted to match the sign. The room sign on the right does not include the notebar.*



## a: interior signs

### design & fabrication approval process

Interior signs also fall under the general purview of the Yale sign committee. Although the Office of the University Printer is not directly responsible for the design or installation of these signs, typography and layout must be reviewed and approved by the University Printer prior to fabrication.

The Office of Facilities can provide sample files for approved interior sign types. A professional graphic designer or design firm must be engaged to create the fabrication files for interior signs in Adobe Illustrator or Adobe InDesign software. Signs *cannot* be fabricated from CAD or Microsoft Office files.

Upon completion of each interior sign project, a complete set of the finished files must be deposited with the Office of the University Printer to ensure that damaged signs or signs with outdated messages can be expeditiously replaced.

### general guidelines

#### *Room numbers and ADA requirements*

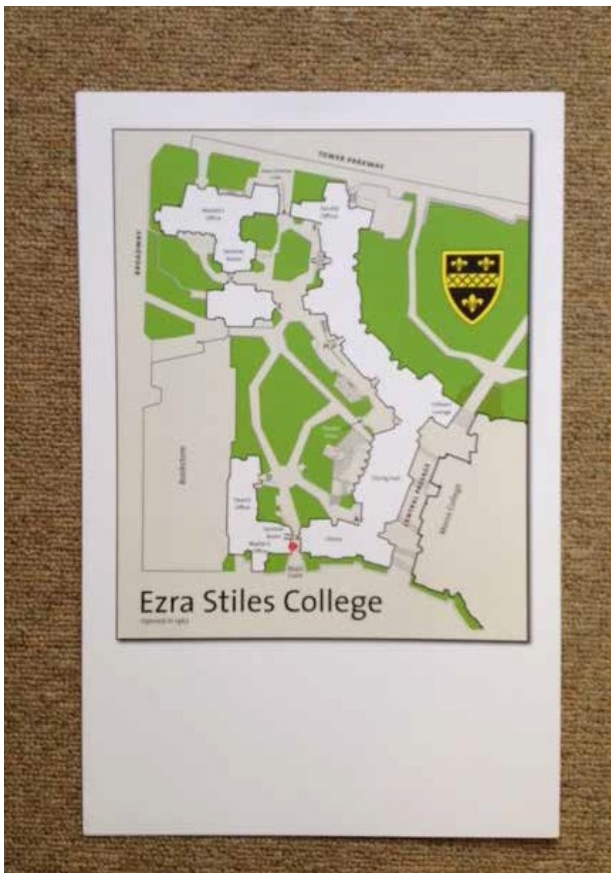
All rooms and permanent spaces in Yale buildings must be identified by room number. In accordance with the Americans with Disabilities Act (ADA), as well as state and city codes, room numbers must be readable by the blind and sight-impaired. To that end, *all* room signs at Yale should have 1/32"-high raised room numbers as well as domed Grade 2 Braille translations of those numbers (separated from raised numbers by a minimum of 3/8").

#### *Sizes*

Room number signs are 4", 5", or 6" square, depending on budget and building use. Large academic buildings with heavy student traffic most often use the larger sizes. The 4" size is preferred for offices in former private residences that are now part of the Yale campus.

#### *Typeface*

With few exceptions, new interior signs should use the Yale Design typeface. Non-aligning (old-style) figures are the preferred style for room numbers. ADA requirements specify use of a roman face, as well as a minimum character height of 5/8" and a maximum of 2", based on an uppercase I.



*Residential college interior signs include a plan of the college and student suite entrance identifiers with message boards.*

### *Colors*

As required by the ADA, there must be a 70% contrast between the color of the sign message and the color of the sign field. Project architects and designers may choose from a range of colors established by Yale in the 1980s: cool grays, dark metallic bronze, soft white, and Yale Blue (for Athletics facilities only) are the preferred colors.

Many architects choose to match the sign field color to the wall color. In cases where the wall is dark stone or brick, the darker of the two sign colors may be used as the field color.

### *Materials and installation*

Weather-resistant photopolymer signs on an aluminum backplate are attached to the walls with double-sided tape and silicone. ADA regulations require that the Braille be 40–60" AFF (above finished floor).

The majority of room signs at Yale also provide a window (2" high) into which a name or title can be inserted. They may also include an ASI Infinity-series extruded aluminum notebar along the bottom, attached to the backplate and painted the same color as the sign.

## **residential college signs**

### *College plan*

A college plan, attached to the wall inside the main gate, is required. The plan can be silkscreened on wooden panels or, as at Jonathan Edwards College, printed on translucent material and illuminated from behind in a lockable metal and glass case. The JE plan, for example, is 36" square.

### *Identification of offices and apartments*

For academic and administrative offices as well as deans' and fellows' apartments, signs are 6" x 6" with a 2" x 6" window for inserting laser-printed names and titles. Room numbers must be rendered in raised type with a Grade 2 Braille translation.

### *Identification of student suites and bedrooms*

Student suite entrance signs, 8" x 15-1/2", with raised suite numbers and ceramic note-leaving panels for messages, are installed outside the suite entrance. A shelf at the bottom is provided for dry marker pens.

Bedrooms within suites are identified by letter (A, B, C, etc.) on 3"-square signs installed on or next to the bedroom door. These letters, which function as room numbers, must be rendered in raised type with a Grade 2 Braille translation.

#### *Bathrooms*

Residential college bathrooms require 6" x 6" signs with appropriate pictogram, ADA symbol (if relevant), and room number.

In addition, silkscreened plaques, 9" x 11", explaining the proper storage of toiletries within student bathrooms, are installed on the tile walls.

#### *Stairs, floors, and other rooms*

Stair and floor-level identification, including emergency exit information, and rooms with permanent functions — e.g., storage, mechanical, custodial — require 6" x 6" signs. Room numbers must be rendered in raised type with a Braille translation.

#### *Evacuation plans and fire safety signage*

Signs holding fire evacuation plans, with primary and secondary escape paths shown in red and green, are installed in each student suite common room. The evacuation plans are prepared by the architects and the signage designer. The signs are 6-1/2" square with a 6" square window, open on one side for insertion of plans.

Old Campus evacuation plans, designed by the Office of the University Printer, are installed in each residence hall entryway. The plans are 11" x 17".

Fire department valves and extinguisher cabinets are typically identified with vinyl letters, 7/8" high, in capital and lowercase (e.g., Fire Dept. Valve; Fire Extinguisher).

#### *Courtyards*

Entry doors within college courtyards are identified by letters (A, B, C, etc.) in 1/4" thick solid bronze, attached with studs. Note, however, that entry doors to the residence halls on Old Campus are identified with sign type 5 (see pp. 32–33).

Other entries from college courtyards (e.g., to the master's and dean's offices, the dining hall, the library), are identified on 6" square solid bronze plaques with enamel infill.

## non-laboratory academic buildings

### *Room signs*

See General Guidelines (pp. 63–65).

### *Directories*

Building and departmental directories are sized to hold laser-printed 14" x 8-1/2" or 17" x 11" inserts with office, faculty, and administrator names. Options for the permanent title above the window are: Directory; Yale University; building name; or department name.

### *Evacuation plans*

Holders for building evacuation plans are sized to hold laser-printed 17" x 11" or 11" x 8-1/2" inserts. The plans must be drawn so that the top is oriented “heads-up” to the user’s location.

## laboratories

### *Room signs*

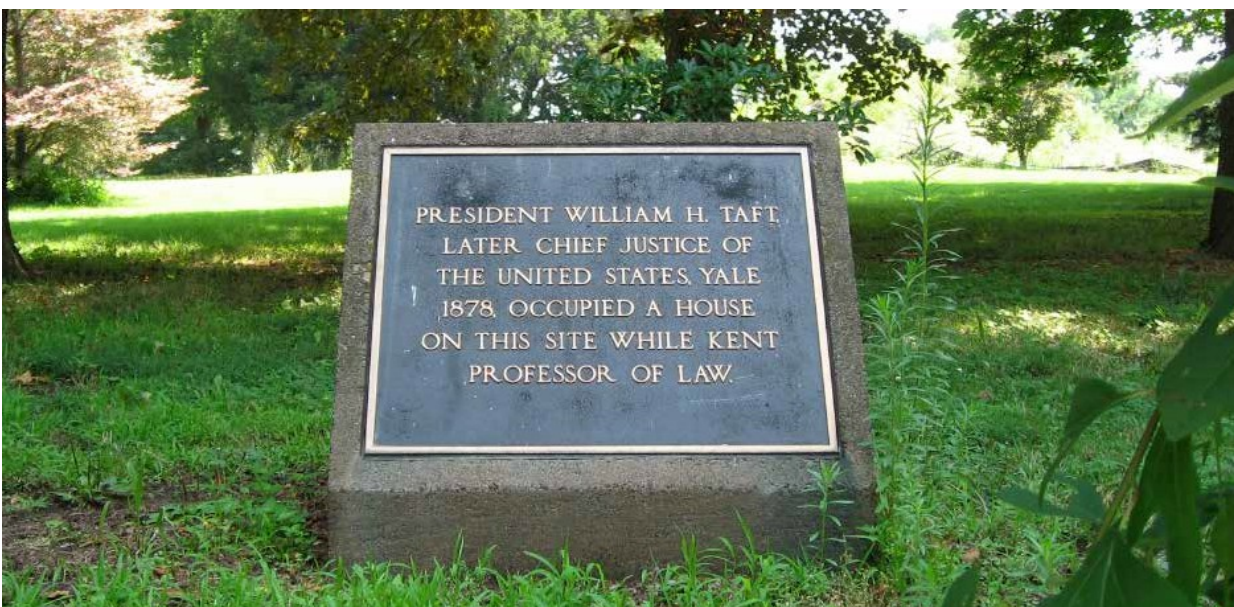
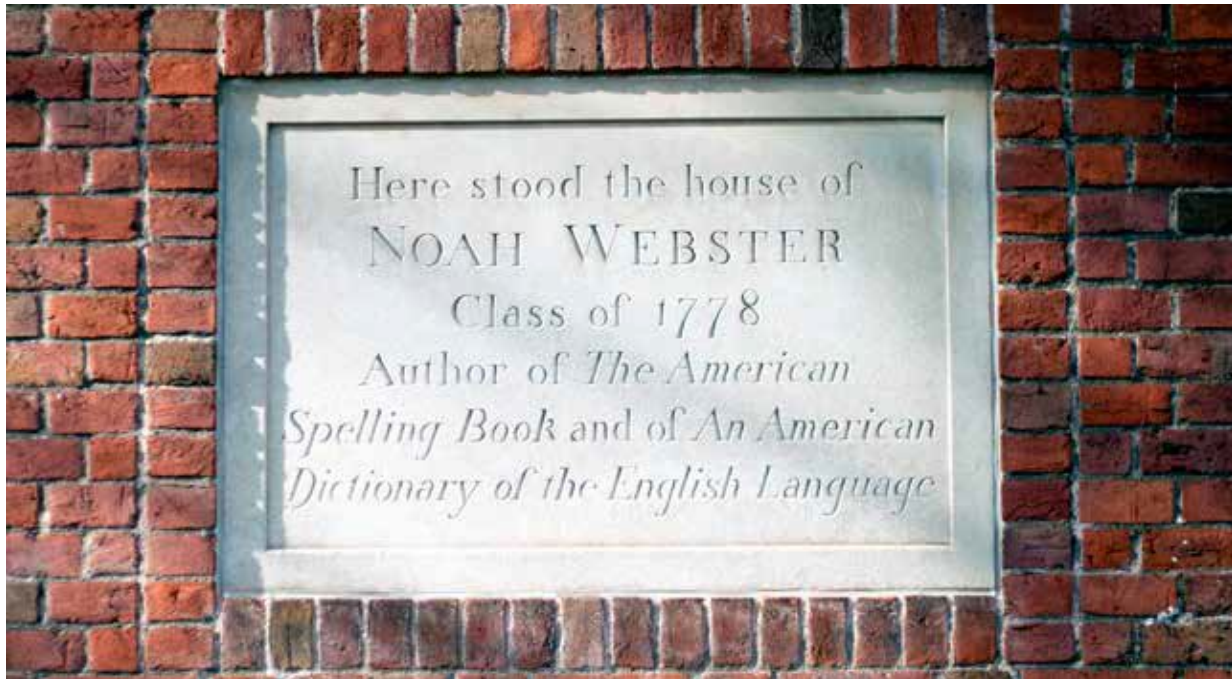
See General Guidelines (pp. 63–65).

### *Hazardous materials*

A sign, 11" x 8-1/2", holding biohazard, radioactive, and “food in lab” reminders, is installed outside each lab entrance. Inserts can be changed as conditions require.

### *Emergency contact information*

Holders, 11" x 8-1/2", for emergency contact information booklets, are installed at each lab entrance.





## b: commemorative plaques & memorials

### commemorative plaques

Commemorative plaques, which are historical and/or memorial in nature, are distinct from donor plaques and do not usually fall under the purview of the Office of Development. Many commemorative plaques at Yale identify the site of a former Yale building (e.g., Alumni Hall, on Old Campus) or the site of the former home of a Yale graduate or faculty member (e.g., Noah Webster, at the northeast corner of Silliman College). Others more explicitly honor the memory or achievements of members of the Yale community (e.g., the war memorial plaques in Memorial Hall).

#### *Eligibility and content*

Any proposal for a commemorative plaque must be approved by the Officers and should reflect a consensus that the plaque serves the interests of the Yale community and possibly the general public. Redundancy is discouraged, and the content of a proposed plaque may not substantially duplicate that of an existing plaque on Yale's campus. The proposed language should focus on the event, site, or person being commemorated. In the event that a plaque is sponsored by an outside organization, sponsorship logos and advertisements are prohibited.

#### *Siting and design*

The siting of an approved plaque is determined by the Yale sign committee. In-ground installation is preferred, although installation on the wall of a building may be appropriate in some cases. In general, commemorative plaques may be no larger than two square feet and are to be fabricated of materials appropriate to the site. The design of such plaques is by the University Printer, or subject to his approval.

### memorials

In considering memorials to students, the University favors approaches that honor the student's participation in the Yale community and continue that legacy for others. These would include such "living" memorials as scholarships, internships, or fellowships; gifts of books; or other offerings that contribute to academic life.

Although plaques and such monuments as benches, gates, or landscape elements have been installed in the past to memorialize students, this practice is not the current approach. Any departure from current practice requires a determination by the

Officers that a memorial installation serves the interests of the Yale community. The design and proposed siting of any memorial installation approved by the Officers will be overseen by Facilities Planning and Construction, and presented to the Officers for final approval.

Any situations that involve a request for a memorial installation must be brought to the Officers' attention early in the discussion process, so that families and others do not make plans for installations that may not be approved.



Yale