NOTE: These Exterior Signage Guidelines are one section of the Colorado State University Aesthetic Guidelines Document.

Updated September 2016
II. COMMON ELEMENTS

E. Overall Exterior Signage

I. General

Signage does more than identify a building or point the way; signs express the character and identity of the campus and of Colorado State University.

*Intent:*
- To direct and inform campus users
- To define campus gateways and edges
- To establish the campus arrival sequence
- To enhance campus aesthetics
- To provide opportunities to tell the “CSU story”

These signage guidelines cover the following types of exterior signs on campus:
- Permanent exterior signage
- Memorial plaques and benches
- Banners and other temporary signage

a. General Exterior Campus Signage Policy

It is the policy of Colorado State University to regulate and establish standards for all exterior signage and graphics used on university property, to assist in providing direction and information, to ensure adherence to minimum aesthetic and design standards, and to ensure uniformity in appearance.

These guidelines and requirements are effective for all University Campuses: Main, South, and Foothills, as well as Hughes Stadium, ARDEC, and outlying areas/streets.

**BASIC GUIDELINES**
- All signage and graphics on campus will be in accordance with standards established by CSU Facilities Management, Creative Services, and any other guidelines published and maintained by the university.

*Photo 2.xx* Main entry signage at Center and University Avenues integrates site elements including a low wall and a highly detailed landscape.

*Photo 2.xx* Consistent signage, such as the building address sign standard, provides a unified appearance across the university campuses.

*Photo 2.xx* New entry monumentation at Foothills Campus incorporates elements of existing signage that create a cohesive and dynamic family of signs.
• Temporary signage, banners and graphics will conform to the graphics code established by CSU Creative Services.

• No permanent or temporary sign or graphic will be erected or installed in public areas on university property without the prior written approval of the appropriate University official. Authority to approve a posting on campus varies depending on the desired location of posting. See the following sections for further information.

• All signage and graphics erected without appropriate review and approval are subject to removal or modification at the direction of Facilities Management.

• The end of this Signage section provides requirements for temporary signage and banners.

RESPONSIBILITY
CSU Facilities Management Landscape Architecture Office establishes and maintains current standards and guidelines for exterior campus signs. This includes the implementation, administration, and interpretation of permanent and temporary exterior sign policy on campus. Standards and guidelines include such things as acceptable sign forms, type styles, sizes, colors, formats, materials, construction methods, materials, and sign locations.

Requests for exemption from or modification of the current sign standards must be submitted to Facilities Management Landscape Architecture Office for review and approval prior to implementing and/or installation.
b. How to Obtain a Sign

PERMANENT EXTERIOR SIGNS AND MEMORIAL BENCHES AND PLAQUES
All requests for permanent exterior signage & graphics and memorial benches and plaques & graphics are required to be submitted through Facilities Management Landscape Architecture Office. Upon receipt, the request will be forwarded to the University Environmental Graphic Designer/ Landscape Architect for review and approval.

The University Environmental Graphic Designer/ Landscape Architect is responsible for approving, rejecting, or modifying these sign requests and for communicating decisions to the requestor. They will also consult with other university offices as needed.

Facilities Management provides the following services for exterior permanent signage and memorial plaques and benches for minimal fee:
• Technical drawings and specifications.
• Cost estimating.
• Coordination of purchasing, fabrication, and installation of signs.

Contact Information:
Jessica Kramer
CSU Environmental Graphic Designer/Landscape Architect
(970) 491-0155
Jessica.Kramer@colostate.edu

The sections following provide requirements for permanent exterior signage.

TEMPORARY EXTERIOR SIGNS/BANNERS
The end of this Signage section provides requirements and contact information for temporary signage and banners.

II. COMMON ELEMENTS

EXTERIOR REGULATORY SIGNAGE
Regulatory signage includes traffic control, parking rules and regulation signage, etc. Parking Services is responsible for any parking signage. Facilities Outdoor Services is responsible for any other campus regulatory signage.

Contact Information:
CSU Parking and Transportation Services
http://pts.colostate.edu/
(970) 491-7041

CSU Facilities Outdoor Services
http://www.fm.colostate.edu/grounds
970-491-0077

c. Who Pays for Signage?

PERMANENT EXTERIOR SIGNAGE
Facilities Management is allotted an annual budget for the maintenance and repair of permanent exterior campus signs. Some new signs are included in the cost of a new project such as when a new building is constructed or a major building modification is made. Otherwise, the cost of any new exterior signage specific to a building or department and its installation is the responsibility of that College and/or Department.

TEMPORARY EXTERIOR SIGNAGE/BANNERS
Sponsor is responsible for all costs associated with production, installation, removal and storage of banners.

The end of this Signage section provides requirements for temporary exterior signage and banners.
2. General Exterior Signage Design

There are several basic design characteristics that, by serving to convey necessary information clearly and attractively, are an integral part of any successful signage system.

- Sign messages shall be clear, simple and easy for motorist to process quickly.
- The importance of consistent implementation extends from the larger issues of sign type and size down to accurate color continuity and matching type styles.
- Exterior signs must be located at significant decision points and oriented to provide clear sight lines for the intended user. Close coordination of locations with respect to landscaping, utilities, adjacent signage and various other site design elements is important to ensure long-term maximum visibility.
- Exterior sign type style, line spacing, color and size shall take into consideration users such as motorists, pedestrians or bicyclists, and the relative travel speed at which each type of user will be traveling when viewing the signs.
- Permanent exterior signs shall follow the signage standards in the Federal Highway Administrations’s Manual on Uniform Traffic Control Devices (FHWA MUTCD) for type sizing, thickness, spacing, color contrast, sign locations, etc. as much as possible. Temporary exterior signage is not required to follow these requirements but is recommended to do so for best readability and consistency. Refer to http://mutcd.fhwa.dot.gov/ for these standards.
- Exterior signage shall be designed with the ability to adapt to changing information and content. Continually recreating an entirely new sign results in expensive and unnecessary costs.
- Vehicular-oriented signs should have night visibility (reflective or internally illuminated text and graphics).
3. CSU Exterior Signage Standards
A family of exterior signage has been developed that provides standards for color, typefont, and materials, for consistency in a variety of signage types.

a. General Standards

I. TYPEFACES AND SYMBOLS
• Primary exterior signage typeface is the CSU approved typeface:
  o Minion Pro Semibold
• Signage typefaces for vehicular directional signage at the Foothills and South Campuses only:
  o Garamond
• Do not use imitation font families.

Minion Pro Semibold Font:

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
```

Garamond Font:

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
```
II. COMMON ELEMENTS

Colorado State University Logos

Symbols
2. COLORS
Colors for existing exterior signs on campus have varied throughout the years, as the official green color for the CSU logo has changed and as different signage materials and technologies have changed. CSU is striving to have a consistent color palette among all signs and on each campus going forward. However, this needs to be balanced with the fact that many existing signs will not be replaced until their signage “life” is over.

Sign panels are fabricated using one of two materials: aluminum or steel. Colors are applied using one of two methods - a Matthews Acrylic Polyurethane Paint (MAPP) process or a 3M Vinyl application. The MAPP process closely matches the official CSU Green (Pantone 357). The 3M Vinyl Dark Green (#220-56) matches the CSU Green as is possible. Vinyl material is often used in cost-effective situations. Refer to each sign standard for materials and colors.

• All painted finishes are Matthews Acrylic Polyurethane Paint (MAPP) with clear topcoat semigloss finish/anti-graffiti coating.
• All text is 3M Scotchlite reflective vinyl.
• CSU logos and graphics are 3M Scotchlite vinyl or reflective vinyl.
• Apply anti-graffiti coating to all signs.

<table>
<thead>
<tr>
<th>Sign Material</th>
<th>Sign Use</th>
<th>Sign Note</th>
<th>Color/Material:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matthews Acrylic Polyurethane Paint</td>
<td>Sign Panels</td>
<td>A.1</td>
<td>Aluminum, 0.080”</td>
</tr>
<tr>
<td></td>
<td>Sign Panels</td>
<td>A.2</td>
<td>Steel</td>
</tr>
<tr>
<td></td>
<td>Matthews Acrylic Polyurethane Paint at</td>
<td>B.1</td>
<td>Green to Match</td>
</tr>
<tr>
<td>South and Foothills Campuses Only</td>
<td>Sign Panels at South and Foothills Campuses Only</td>
<td>C.1</td>
<td>Pantone 357</td>
</tr>
<tr>
<td></td>
<td>Sign Panels at South and Foothills Campuses Only</td>
<td>C.2</td>
<td>Gold to Match</td>
</tr>
<tr>
<td></td>
<td>Sign Structure at Foothills and South Campuses Only</td>
<td>C.3</td>
<td>Pantone 1255C</td>
</tr>
<tr>
<td>3M Scotchlite Vinyl</td>
<td>Vinyl Text/Graphics</td>
<td>B.5</td>
<td>#230-00 (White Reflective)</td>
</tr>
<tr>
<td></td>
<td>Vinyl Rule on Building Address Signs Only</td>
<td>B.6</td>
<td>#280-81 (Yellow Reflective)</td>
</tr>
<tr>
<td></td>
<td>Vinyl Text/Arrows</td>
<td>B.7</td>
<td>#5100-79 (Brown Reflective)</td>
</tr>
<tr>
<td></td>
<td>Vinyl Sign Panels</td>
<td>B.8</td>
<td>#220-56 (Dark Green)</td>
</tr>
<tr>
<td></td>
<td>Vinyl Parking Graphics</td>
<td>B.9</td>
<td>#057 (Olympic Blue)</td>
</tr>
<tr>
<td></td>
<td>Vinyl Graphics</td>
<td>B.10</td>
<td>#101 Medium Marine Gray</td>
</tr>
</tbody>
</table>
3. EXTERIOR SIGNAGE LOCATIONS

- Each CSU campus has a specific Exterior Signage Location Plan to show proposed general sign locations.

- Smaller signs, such as building address, building directory, temporary, memorial and regulatory signs may not be shown on those plans.

- See each individual campus section of these guidelines for the specific Campus Exterior Signage Location Plan.

- A specific, detailed plan shall be created for each sign prior the final sign design being fabricated and installed.

- Signs mounted on buildings are generally not allowed on Main Campus, except in cases where a building-mounted sign already exists, or a rare exception can be shown it is necessary. Building-mounted signs are allowed on South Campus, Foothills Campus, ARDEC and other agricultural-based facilities where necessary. A request for a building-mounted sign on Main or South Campus can be forwarded to the CSU Physical Development Committee for further review. Contact Facilities Management Landscape Architecture office for more information.

- Signage and graphics will not be located in a public right-of-way.

- All signs to be located minimum 3’-0” from curb/road.

- All signs not located in lawn or planting bed shall be set in concrete for any viewable sign face (some signs have content on both sides of sign). This paved area shall have a 3’-0” clearance surrounding the sign for ADA access. This clearance area shall have a consistent grade, maximum of 2% cross-slope.

- Signs should be placed perpendicular to traffic, wherever feasible.

- Vehicular-oriented signage should be located in advance of decision points.

- Vehicular-oriented building address signs should be located next to the primary vehicular route as possible.

4. EXTERIOR SIGNAGE PERFORMANCE STANDARDS

- Sign contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.

- Ensure all fasteners and mounting devices do not impede sign messaging and are hidden whenever feasible.

- Trim any trees and plants that obscure sign face on a regular basis.
b. Exterior Signage Family Overview

The CSU Exterior Signage Standards are organized into a hierarchy of signs. The signage shall follow a logical progression, from a point of origin to the desired destination. As individuals move closer to their destination, the scale of the sign becomes progressively smaller and the level of the message more detailed.
II. COMMON ELEMENTS

SUB-CAMPUS AND BUILDING SIGNAGE

INFORMATIONAL SIGNAGE

INTERPRETIVE SIGNAGE

BUS/SHUTTLE STOP IDENTIFICATION/INFORMATION SIGNAGE

MEMORIAL SIGNAGE

BANNER/TEMPORARY SIGNAGE
c. Exterior Signage Types

The CSU exterior signage standards include:

- University Trailblazer Signs
- Campus Identification Signs
- Vehicular/Bicycle Directional Signs
- Sub-Campus Signs
- Building Signs
- Informational Signs
- Bus/Shuttle Stop Signs
- Interpretive Signs
- Memorial Signs
- Temporary Signs
- Regulatory Signs

a. University Trailblazer Signs

University Trailblazer signage consists of signs that are located off-campus and direct visitors to the campuses. CSU trailblazer signage includes Colorado Department of Transportation (CDOT) trailblazer signage and off-campus trailblazer signs within Fort Collins.

CDOT TRAILBLAZER SIGNAGE STANDARDS

CDOT trailblazer signs are located along I-25, Highway 287 and the major entry roads leading into Fort Collins including Harmony Road, Prospect Road and Mulberry Street/Highway 14. CDOT typically regulate this signage and efforts should be coordinated to ensure that sign messages are combined to minimize sign clutter and to ensure that any CSU logo is being utilized properly.
OFF/ON-CAMPUS TRAILBLAZER SIGNAGE STANDARDS

These types of trailblazer signs are often located along the major streets leading to campus as well as the streets immediately adjacent to campus. Typically, this is not university property and permission will need to be obtained to install such signage along this R.O.W. Such trailblazer signage is necessary and helpful to guide visitors to key destinations that they may be experiencing for the first time: dormitories, the student center, tours of the campus as prospective students, etc.

These trailblazer signs include 2 options: with the CSU identity only and with the CSU identity and university destinations. In some locations, only the CSU logo is necessary, to direct visitors to campus in general. In other locations, trailblazer signs need to point to specific on-campus locations along with the CSU logo.

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
II. COMMON ELEMENTS

OFF/ON-CAMPUS TRAILBLAZER SIGNAGE STANDARDS, CONT.

Layout Guidelines

**TRAILBLAZER SIGN**
FRONT ELEVATION (Single-Sided)
3/4" = 1'-0"

**TRAILBLAZER DIRECTIONAL SIGN**
FRONT ELEVATION (Single-Sided)
3/4" = 1'-0"
b. Campus Identification Signs

ENTRY MONUMENT STANDARDS
While one singular Campus Identification entry monument does not exist, all such entry monuments for the University on any campus shall be designed to meet the following guidelines.

• All entry monuments shall be horizontal in orientation.

• Historically, on the Main Campus, the historic entry monuments have been symmetrical in nature, with a column flanking each side of the sign face. However, new entry monuments can be more asymmetrical in shape.

• On the Main Campus, the monument material can either consist of blonde brick or primarily red sandstone. South and Foothills Campus should consist of red or tan sandstone.

• All entry monuments should include a stone or concrete cap.

• Any monument with blonde brick columns shall include a stone or concrete angled cap that matches the pitch of existing monument caps.

• All entry monuments shall include the full "Colorado State University" name as the official logo/typeface, a minimum of 6 inches in height.

• The “Colorado State University” typeface/logo shall be sandblasted into a stone or similarly colored concrete sign face.

• Names of the campus and/or entry can be included on entry monuments.

• Any new campus monument should match or complement that campus’ existing entry monuments.

• Column markers can include the “Colorado State University” typeface and/or logo.

• In general, new campus entry monuments should not exceed seven (7) feet in height.

• Any new campus column markers should match or complement that campus’ existing entry monuments or columns.

II. COMMON ELEMENTS

Photo 2.x A symmetrical entry monument with blonde brick and two columns on the Main Campus.

Photo 2.x An asymmetrical entry monument with red sandstone and the entry name on the Main Campus.

Photo 2.x An asymmetrical entry monument with mixed sandstone with the campus and the entry names on the Foothills Campus.

Photo 2.x Column markers shall consist of the Main Campus style (blonde brick and an angled cap) on the left or the Foothills Campus style (Mixed Sandstone with sandblasted identity) on the right.
c. Vehicular/Bicycle Directional Signs

VEHICULAR DIRECTIONAL SIGN STANDARD
This vehicular sign is based on the vehicular sign standards created for the South and Foothills campuses. This sign standard should be used on Main Campus, with the potential for also being used as a trailblazer sign option off-premise. Refer to the Signage Sections in South Campus and Foothills Campus Sections for those campus-specific vehicular directional signage specifications.

- Primary exterior signage typeface is the CSU approved typeface:
  - Minion Pro Semibold
- Signage typefaces for vehicular directional signage at the Foothills Campus only:
  - Garamond Bold

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
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II. COMMON ELEMENTS

VEHICULAR DIRECTIONAL SIGN STANDARD, CONT.
Layout Guidelines

ELEVATIONS
3/4" = 1'-0"
VEHICULAR DIRECTIONAL SIGN STANDARD, CONT.
The back face of this sign is an opportunity for “fun” information rather than leaving it blank. Such information can include University history, campus information, or poetry or art. Any information created for the back face shall first be approved by the Facilities Signage Coordinator.

BACK ELEVATION STANDARD
$\frac{1}{2}'' = 1\text{-}0''$

Back Elevations:
- Example of Poetry/Art Option
- Example of "Campus Gems" Option
- Example of University History Option

Do You Know...
Where is the university's first building?
The cornerstone of the first “main” building, Old Main, was set July 27, 1878, on the southwest corner of West Laurel Street and South College Avenue. Within a year of its completion, wall cracks, improperly connected lightning rod, and roof gutters that dropped water too close to foundations threatened to ruin the structure. Repairs took time and money, but the building was ready for the fall 1879 opening.

On May 8, 1970, campus peace activists continued with the second day of a student strike on campus in the U.S. invasion of Cambodia and the death of four students at Kent State University. On the second day, student peti- tioners handed a list to the campus Presidentrg seeking a name change. President Morgan believed students earning a prestigious degree should hold it from a university rather than a school with a name connoting a narrow technical college. So began the campaign to change the name of Colorado A&M to Colorado State University. On May 1, 1977, the Colorado General Assembly approved the new name of Colorado State University.

NOTE: Text on back face is not reflective

University History
What’s in a Name?
Agricultural College of Colorado
Colorado State University traces its roots to 1870, when the legislature passed the Agricultural College of Colorado Act. The school opened its doors on September 1, 1879, with President Elijah Edwards and six faculty members.

Colorado State College of Agriculture and Mechanic Arts
Affected by a student petition to change the college's name to more accurately reflect the diversity of its academic programs in 1935, the school became the Colorado State College of Agriculture and Mechanic Arts, or Colorado A&M, in 1935.

Colorado State University
As Colorado’s land-grant institution, facilities and enrollment progressed, so did its academic offerings. The State Board of Agriculture approved a doctorate degree in 1951, and its academic departments began to consider the name change. Vice President for Administration Harry “Hap” Dotson oversaw the campaign, and on May 1, 1957, the Colorado General Assembly approved the new name of Colorado State University.

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SECONDARY DIRECTIONAL SIGN STANDARD

In some instances, simple directional/information signs for vehicles are needed. This sign type should be kept to a minimum to reduce signage clutter.

- Primary exterior signage typeface is the CSU approved typeface:
  - Minion Pro Semibold
- Signage typefaces for vehicular directional signage at the Foothills Campus only:
  - Garamond Bold

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
SMALL DIRECTIONAL SIGN STANDARD

In some instances, additional directional signs for vehicles is needed. These should be kept to a minimum to reduce signage clutter.

- Primary exterior signage typeface is the CSU approved typeface:
  - Minion Pro Semibold

- Signage typefaces for vehicular directional signage at the Foothills Campus only:
  - Garamond Bold

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
BICYCLE DIRECTIONAL SIGN STANDARD
This sign is used primarily by bicyclists but can also be readable for pedestrians.

FRONT ELEVATION
1/2" = 1'-0"

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
d. Sub-Campus Signs

BUILDING COMPLEX SIGN STANDARD

Typical locations for a Building Complex sign include:

- The UCA or the Lory Student Center, where several functions are housed within the same large building and have separate entrances.
- Academic Village, where multiple residential buildings comprise the complex.

FRONT ELEVATION

(Single-Sided or Double-Sided)

1/2" = 1'-0"

- Primary exterior signage typeface is the CSU approved typeface:
  - Minion Pro Semibold
- Signage typefaces for vehicular directional signage at the Foothills Campus only:
  - Garamond Bold

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
Details TBD
e. Building Signs

BUILDING ADDRESS SIGN STANDARD
This sign is intended only for building identification but also for identification by emergency responders. The name of the building and the address are required per Poudre Fire Authority requirements. Note that this sign utilizes the previous version of the CSU Gold.

Some building address signs had additional sign panels added at a later date (see example to the right). This is no longer allowed, unless the secondary panel needs to be updated. The building directory sign standard should be used when needing to include department/organizational information inside the building.

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
BUILDING DIRECTORY SIGN STANDARD

This sign is intended to help pedestrians identify which Colleges, Departments and/or functions are within a particular building. A specific building directory sign was created for the ERL Office on Foothills campus, but is not intended as the sign standard for all building directory signage. Not all campus buildings will require such a sign; this will be determined on a case-by-case basis.

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
BUILDING DIRECTORY SIGN STANDARD, CONT.

If this sign only needs building information on the front face, the back face of this sign is an opportunity for information about this building, rather than leaving it blank. Such information can include origins of the building name, when the building was constructed and any other historical and cultural information about the building. Any information created for the back face shall first be approved by the Facilities Signage Coordinator.

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.

BUILDING DIRECTORY SIGN STANDARD, CONT.

Layout Guidelines

Details TBD
BUILDING-MOUNTED, FENCE-MOUNTED AND WALL-MOUNTED SIGNAGE STANDARDS

Building-mounted and fence-mounted signage is not allowed on Main Campus as a general sign standard. One exception is where an existing building-mounted sign needs to be replaced. However, some CSU agricultural-based facilities, such as South, Foothills Campus or ARDEC, require the use of building-mounted and fence-mounted signs for simplicity and economical reasons. Typically, these signs either denote a facility and address, or a facility entrance.

Some wall-mounted signs on concrete retaining walls are allowed, where needed. Wall-mounted signs on stone or brick walls are to be avoided.

A request for a building-mounted sign on Main Campus can be forwarded to the CSU Physical Development Committee for further review. Contact Facilities Management Landscape Architecture office for more information.

EXAMPLE OF FENCE-MOUNTED SIGNAGE (at Foothills Campus)

EXAMPLE OF BUILDING-MOUNTED SIGNAGE (at ARDEC)

EXAMPLE OF BUILDING-MOUNTED SIGNAGE (at Foothills Campus)

EXAMPLE OF WALL-MOUNTED SIGNAGE (at Main Campus)

EXAMPLE OF WALL-MOUNTED SIGNAGE (at Main Campus)

EXAMPLE OF FENCE-MOUNTED SIGNAGE (at Foothills Campus)
Typically, a building-mounted sign shall follow the same vinyl material, color and type face standards as the building address sign standard. Utilize the Foothills typeface standard for signs on that campus. Sizes may need to adjust to fit the specific location. Where possible on primary buildings, the CSU logo shall be included on the sign.

**TYPICAL WALL-MOUNTED SIGN STANDARD**

1/2" = 1'-0"

**TYPICAL BUILDING-MOUNTED SIGN STANDARDS AT ARDEC**

1/2" = 1'-0"

**BUILDING-MOUNTED, FENCE-MOUNTED AND WALL-MOUNTED SIGNAGE STANDARDS, CONT.**

Typically, a building-mounted sign shall follow the same vinyl material, color and type face standards as the building address sign standard. Utilize the Foothills typeface standard for signs on that campus. Sizes may need to adjust to fit the specific location. Where possible on primary buildings, the CSU logo shall be included on the sign.
f. Informational Signs

LARGE INFORMATIONAL SIGN
STANDARD

This sign is located at the MAX University Station Stop, and planned for locations at the CSU Transit Center and in Lory Plaza. This sign serves as both a directional sign to guide campus visitors to key destinations and as a kiosk, with a changeable map and potentially take-away brochures about CSU.

**EXISTING LARGE INFORMATIONAL SIGN**

**FRONT ELEVATION (Double-Sided)**

NOTE: This sign was fabricated in colors previous to current 2016 CSU official green and tan colors.

**PLAN (Double-Sided)**

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
LARGE INFORMATIONAL SIGN STANDARD, CONT.

This sign should be located at key pedestrian nodes on campus. The sign should be located in a wide area, protected from traffic and in locations where someone can linger safely to read the sign. Level pavement should surround the sign where people and wheelchair users can access and read the sign. Pavement slope should not exceed 2%.

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
II. COMMON ELEMENTS

LARGE INFORMATIONAL SIGN STANDARD, CONT.
Layout Guidelines

Details TBD
SMALL INFORMATIONAL SIGN STANDARD

This sign is intended to be located at major pedestrian nodes and near parking lot entries/pay kiosks on campus. This sign includes directions to key destinations for pedestrians and bicyclists, and a changeable map.

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
SMALL INFORMATIONAL SIGN STANDARD, CONT.

Layout Guidelines
This sign should be located at key pedestrian nodes on campus. The sign should be located in a wide area, protected from traffic and in locations where someone can linger safely to read the sign. Level pavement should surround the sign where people and wheelchair users can access and read the sign. Pavement slope should not exceed 2%.

Details TBD
PEDESTRIAN DIRECTIONAL SIGN STANDARD

Similar to the Informational sign, this smaller sign is intended to be located along major sidewalks and pedestrian/bicycle trails. This sign includes directions to key destinations for pedestrians and bicyclists, and a changeable map.

The sign should be located in a wide area, protected from traffic and in locations where someone can linger safely to read the sign. Level pavement should surround the sign where people and wheelchair users can access and read the sign. Pavement slope should not exceed 2%.

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
Details TBD

FRONT ELEVATION
(Single-Sided or Double-Sided)

\[ \frac{1}{2}'' = 1'0'' \]
Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
g. “Around the Horn” Shuttle/TRANSFORT Stop Signs

These signs are intended to be located at the existing and proposed stops for the CSU “Around the Horn” Shuttle (aka Horn) and City of Fort Collins TRANSFORT Bus. Some stops are shared stops between the TRANSFORT Bus on campus and the Horn Shuttle and have combined signs. Other Horn Shuttle Stop Signs are just for the shuttle. These signs include the Horn Shuttle Logo and/or TRANSFORT logo and the stop numbers as well as shuttle arrival information. Some of the large, combined signs include a campus map with the shuttle and bus routes delineated and other pertinent transit information.

**LARGE HORN STOP SIGN STANDARD**

![Diagram of STOP SIGN STANDARD]

- **CSU Logo:** #220-56 Dark Green Vinyl, Reflective White and Outer Circle to Match PMS 616
- **A.1/ Circle, 1'-6" Dia.**
- **A.1/B.4 1" Horizontal Tube, Typ.**
- **A.1/B.1 Removeable Panel**
- **B.5 Shuttle Stop Number**
- **B.5 Text, 2-3/4" Ht.**
- **A.1/B.2 Panel**
- **B.7 Text, 1-1/4" Ht.**
- **Shuttle Map Insert (1'-5" H X 1'-3" W) Inside Lockable/ Vandalproof Brushed Aluminum Cabinet With Magnetic Plexiglass.**
- **B.5 Braille**
- **A.1/B.1 Optional Regulatory Sign Panel**
- **A.1/B.4 Tube Posts. 2" Sq. Mounted in Concrete**
- **A.1/B.4 Base**

**FRONT ELEVATION (Double-Sided)**

1/2” = 1'-0”

**SIDE ELEVATION (Double-Sided)**

1/2” = 1'-0”

**Details TBD**

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
FRONT ELEVATION (Double-Sided)

$1/2'' = 1'\cdot 0''$
Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
LARGE HORN/TRANSFORT STOP SIGN STANDARD, CONT.

Layout Guidelines

Details TBD

FRONT ELEVATION
(Double-Sided)

$\frac{1}{2}'' = 1'\,0''$
SMALL HORN STOP SIGN STANDARD

EXISTING SMALL HORN STOP SIGN

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
SMALL HORN/TRANSFORT STOP SIGN STANDARD

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
h. Interpretive Signs

INTERPRETIVE SIGN STANDARD
These signs are often used to commemorate a historical or cultural event on campus or provide interpretive information about a campus feature. The sign should be located in or adjacent to a paved area where someone can linger safely to read the sign. Level pavement should surround the sign where people and wheelchair users can access and read the sign. Pavement slope should not exceed 2%.

FRONT ELEVATION
2" = 1'-0"

SIDE ELEVATION
2" = 1'-0"

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
Details TBD

FRONT ELEVATION
1/2” = 1’-0”
BRONZE INTERPRETIVE SIGN STANDARD
These signs are often used to commemorate a historical event on campus. The sign should be located in or adjacent to a paved area where someone can linger safely to read the sign. Level pavement should surround the sign where people and wheelchair users can access and read the sign. Pavement slope should not exceed 2%.

- Note that bronze plaques typically require 6 weeks to fabricate.
- Text height minimum on bronze plaques is 1/2” with minimum of 1/4” spacing between lines.

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.

Details TBD
i. Memorial Signs

MEMORIAL TREE PLAQUE STANDARD
CSU offers memorial tree plaques as a memorial on the campus. The bronze plaque is often installed in conjunction with the planting of a tree as part of the memorial. This plaque is embedded into concrete flush with the grade.

• Note that bronze plaques typically require 6 weeks to fabricate.
• Text height minimum on bronze plaques is 1/2” with minimum of 1/4” spacing between lines.
• The font is typically Times New Roman Bold.

MEMORIAL BENCH/PLAQUE STANDARD
CSU also offers a bench with a smaller bronze plaque as a memorial on the campus.
j. Exterior Temporary Signs/Banners

TEMPORARY EXTERIOR SIGN/BANNER STANDARDS (On and Off-Campus)
These guidelines and requirements are effective for all University Campuses: Main, South, and Foothills, as well as Hughes Stadium, UCA and outlying areas/streets.

3 Typical Sizes:
• 2’ W x 4’ H
• 3’ W x 6’ H
• 4’ W x 8’ H

Options:
• 1 or 2 Banners
• Singleor Double-Sided
• Center Mount or Side Mount
I. APPROVAL FOR TEMPORARY EXTERIOR SIGNAGE / BANNERS ON CAMPUS

Authority to approve a posting on campus varies depending on the desired location of posting. Contact the following offices for assistance and approval:

RESIDENCE HALLS:
Housing and Dining Services Residence Life
Palmer Center, Room 111
(970) 491-6511

LORY STUDENT CENTER and PLAZA:
Lory Student Center Information Desk
(970) 491-6444

ACADEMIC / ADMINISTRATIVE BUILDINGS AND ALL OTHER OUTDOOR POSTINGS:
Comply with the requirements below.

2. TEMPORARY EXTERIOR SIGN REQUIREMENTS (Except Banners)

- Postings must be sponsored by an official University business unit (college, department, center, institute, etc.) or a recognized student organization, for the primary benefit of the University and the sponsoring department or organization. Posted materials that are primarily commercial in nature will not be permitted. A maximum of five (5) sponsors per poster are allowed with the total logo area not to exceed 45 square inches or 20% of the poster, whichever is smaller.

- Posted items must carry the name of the sponsoring group. If posters are provided by an outside entity, its logo may be no larger than the university logo and any CSU sponsoring entity marks.

- Posted items promoting University events and/or entities must be pre-approved by CSU Creative Services and must conform to Colorado State University Graphic Standards. Visit http://Graphicstandards.colostate.edu for the CSU Communicator's Toolbox, which outlines standards.

- The posted item must display an expiration date (usually the event date); and be removed within three (3) days after the expiration date.

- Facilities Management will remove any materials posted in unapproved areas, not removed within three (3) days after the expiration date, or posted by other than official University agencies or recognized student organizations. Facilities Management may also bill the posting agency or person for the cost of removal and any damages caused by the unauthorized posting.

Posting Locations
Temporary exterior signs, posters, flyers, notices, and similar materials may be posted only in designated areas of campus, as follows:

- The only outdoor areas approved for posting are the poster frames and bulletin boards on the Clark Building's exterior walls and columns. All other postings, including chalk markings on walls, will be removed and the cost for removal may be billed to the posting agency or individual. Use only masking tape. Other types of tape are difficult to remove.

3. EXTERIOR BANNER REQUIREMENTS AND APPROVALS

Temporary banners, which can be purchased for $100 - $300, are considered a cost-effective, temporary way to promote campus events, programs and campaigns. These banners, which are posted on campus assets such as light poles, buildings, and other locations, must be pre-approved for campus visual/physical standards. Content should conform to University Graphic Standards and feature messages that benefit a broad general campus population.
The following provisions apply to all banners:

• Sponsor is responsible for all costs associated with production, installation, removal and storage of banners.

• Banners may be placed no more than 10 days prior to the event.

• Banners must be removed within 24 hours after the event.

• Banners without a specific event date have a 10-day limit. Signs placed permanently, or beyond the 10 day limit must be pre-approved by the Facilities Management Landscape Architecture Office. Once the banner is removed, it may not be reposted for at least 30 days.

• Banner content & graphics must be pre-approved by CSU Creative Services and must conform to Colorado State University Graphic Standards. Visit http://Graphicstandards.colostate.edu for the CSU Communicator’s Toolbox, which outlines standards.

• Banners displaying university logo must be produced by licensed vendors.

• Banner content must be university/event related—No commercial advertising.

• If you wish to request design assistance with temporary exterior banners, contact CSU Creative Services.

Installation Process

• Installation and removal of banners must be performed by Facilities Management or a University-approved vendor, at the cost of the sponsor. Campus business units other than Facilities Management are prohibited from hiring a contractor to hang or remove banners.

• Facilities Management will remove all unapproved or damaged banners and mounting equipment. Departments or individuals may be charged removal costs or costs to repair damages caused by unauthorized or improperly installed banners.

Banner Locations

• All banner locations must be pre-approved by the Facilities Management Landscape Architecture Office.

• Hanging banners from buildings is rarely permitted and requires special consideration and approval.

• Hanging banners, signs (ribbons included), or other items on trees is not permitted.

• Specific blocks of light poles throughout campus have been designated as approved locations for light pole banners. Light poles are approved for single banner placement only (one banner per pole).

• To avoid a patched together look, solitary light pole banners are not allowed. Rather, entire blocks must have the same banner or have a unified visual theme.

• Unapproved banners and mounting equipment will be removed by Facilities Management and the costs charged to the responsible department or organizations.

4. APPROVAL PROCESS

• Contact CSU Creative Services for content approval.

• Creative Services will forward approved content approval to Facilities Management Landscape Architecture Office for location availability and approval.

• Facilities Management which will confirm schedule and installation.

Contact Information:
CSU Creative Services
http://ccs.colostate.edu/
(970) 491-4907
ccs_receptionist@Mail.Colostate.edu

Facilities Management Landscape Architecture Office
Jessica Kramer
CSU Environmental Graphic Designer/Landscape Architect
(970) 491-0155
Jessica.Kramer@colostate.edu
i. Exterior Regulatory Signs

Regulatory signage includes traffic control, parking regulations, and other types of rules and regulation signage. Parking Services is responsible for any parking signage. Facilities Outdoor Services is responsible for any other campus regulatory signage.

Contact Information:
CSU Parking and Transportation Services
http://pts.colostate.edu/  
(970) 491-7041

CSU Facilities Outdoor Services
http://www.fm.colostate.edu/grounds  
970-491-0077

EXTERIOR SMOKE-FREE ZONE SIGN STANDARD
These types of signs denote the entrance to a smoke-free area on campus. These signs should include the policy number that enforces this information. These signs include an exterior mounted sign and transparent window stickers.

The exterior mounted sign can be installed on either a post (existing wherever possible) or on a building wall. Outdoor Services shall determine the final specific location of the sign. The recommended mounting height is no more than 7’ above grade, ideally to be within a standard line of vision for most people.

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
EXTERIOR SMOKE-FREE ZONE WINDOW SIGN STANDARDS

The transparent window sticker is to be installed on exit doors immediately adjacent to the smoke-free zone, to inform people they are entering such a zone. All glass doors should utilize the transparent option. All solid doors should utilize the color option.

For best visibility, these stickers should be placed as close as possible to the door handle or latch, and not higher than 6 feet above floor level on the door.

Contact Information for Exterior Smoke-Free Zone Signage:
Facilities Management Outdoor Services
(970) 491-0077
http://www.fm.colostate.edu/grounds

![Transparent Option](image)

![Color Option](image)

Text and logos are white (B.5), background is clear

Text and logos are white (B.5), background is green (B.8)

**ELEVATION**

\[ \frac{1}{4}'' = 1'\cdot0'' \]

Contractor to provide shop drawings of all signs for review and approval by CSU Landscape Architect prior to fabrication.
E. Exterior Signage

I. Proposed Signage Locations
The signage standards for South Campus are the same as for Main Campus and are detailed in II. Common Elements: E. Overall Exterior Signage.

This section details what signs are proposed for which locations on South Campus.

Figure 4.6 South Campus entrances, campus identity corners, campus entry signage and proposed directional, informational, identification, transit and interpretive signage.

LEGEND:
- Campus Boundary
- Roads
- Bike Paths
- Mass Transit
- Primary Campus Entry - Proposed Entry Monument Sign
- Secondary Campus Entry - Proposed Entry Monument Sign
- Proposed Trailblazer Sign (Off-Premise)
- Existing Vehicular Directional Sign
- Proposed Vehicular Directional Sign
- Proposed Pedestrian Directional Sign
- Proposed Interpretive Sign
- Proposed Large Informational Sign
- Proposed Large CSU Shuttle/Bus Stop Identification Sign
- Proposed Bicycle Directional Sign
- Proposed Building Complex Sign
- Proposed Building Directory Sign
- Proposed Building Directory Sign
- Proposed Interpretive Sign

Photo 4.x Existing vehicle directional signage at the VTH parking lot.
c. Gateway/Vehicular Directional Signs

GATEWAY/DIRECTIONAL SIGN STANDARD

FRONT ELEVATION (Single-Sided)

1/2" = 1'-0"

NOTE: Arrows for vehicular directional signs on Foothills and South Campuses are different than arrows for vehicular directional signs on Main Campus.

SIDE ELEVATION

1/2" = 1'-0"

Details TBD
E. Exterior Signage

I. Proposed Signage Locations
The signage standards for Foothills Campus are the same as for Main Campus and are detailed in II. Common Elements: E Overall Exterior Signage.

This section details what signs are proposed for which locations on Foothills Campus.

![Photo 5.x Existing vehicular directional signage on Foothills Campus.](image)

![Figure 5.5 Foothills Campus entrances, campus identity corners, campus entry signage and proposed directional, informational, identification, transit and interpretive signage.](image)

**LEGEND:**
- Campus Boundary
- Major Campus Edge
- Roads
- Major Parking Lots
- Bikeways
- Primary Campus Entry - Existing Entry Monument Sign
- Secondary Campus Entry - Proposed Entry Monument Sign
- Existing Vehicular Directional Sign
- Proposed Vehicular Directional Sign
- Proposed Secondary Vehicular Directional Sign
- Campus Identity Corner - Existing Monument
- Campus Identity Corner - Proposed Entry Identification
- Proposed Large CSU Shuttle/Bus Stop Identification Sign
- Proposed Bicycle Directional Sign
- Proposed Building Complex Sign (TBD)
- Proposed Building Directory Sign (TBD)
- Proposed Pedestrian Directional Sign (TBD)
- Proposed Interpretive Sign (TBD)
II. Foothills Campus Signage Types

In addition to the overall CSU signage family, there are signage types specific to the Foothills Campus. Because Foothills Campus has a distinct landscape character that reflects the native landscape setting, the typical CSU signage have been modified to complement this setting. These signage types specific to Foothills Campus include:

• Campus Identification Signs
• Vehicular Directional Signs
• Sub-Campus Signs

III. Foothills Campus Signage Typeface

The signage for Foothills Campus uses two different type faces. All signs except entry monument shall utilize the following font:

• Garamond Bold

Entry monuments on Foothills Campus shall follow the CSU sign standard font for entry monuments.
a. Campus Identification Signs

ENTRY MONUMENT STANDARDS
Rampart Road Entry Monument

FRONT ELEVATION (Single-Sided)
1/4" = 1'-0"

NOT TO SCALE

V. FOOTHILLS CAMPUS
ENTRY MONUMENT STANDARDS, Cont.
Hughes Stadium Entry Monumentation

There are three entry monument types at Hughes Stadium: a prominent corner entry monument, gate entry monuments, and columns markers. The prominent entry monument is of a large scale, to fit with the backdrop of the Foothills and open space behind it. Likely, this entry monument would rarely be repeated elsewhere on the Foothills Campus due to its scale, however it is included in these guidelines.

HUGHES STADIUM CORNER ENTRY MONUMENT

HUGHES STADIUM GATE ENTRY MONUMENT

HUGHES STADIUM COLUMN MARKER
Hughes Stadium Corner Monument
ENTRY MONUMENT STANDARDS, Cont.
Hughes Stadium Gate Entry Monument Standard

V. FOOTHILLS CAMPUS

FRONT ELEVATION (Single-Sided)
\[\frac{1}{4}" = 1'0"\]

SIGN DETAILS
Not to Scale
ENTRY MONUMENT STANDARDS, Cont.
Foothills Campus Column Marker Standard

SIDE ELEVATION
1/4" = 1'-0"

STREET ELEVATION
1/4" = 1'-0"

PLAN
1/4" = 1'-0"
b. Vehicular Directional Signs

VEHICULAR DIRECTIONAL SIGN STANDARD - FOOTHILLS CAMPUS

Foothills Campus utilizes a vehicular directional sign that is specific to the Foothills Campus only. This is a larger sign, for better visibility at the higher speed limits on Foothills Campus. This vehicular directional sign standard can be modified for single or multiple sign panels, and for multiple text sizes.

- Signage typefaces for vehicular directional signage at the Foothills Campus only:
  - Garamond Bold
V. FOOTHILLS CAMPUS

VEHICULAR DIRECTIONAL SIGN STANDARD - FOOTHILLS CAMPUS, Cont.

EXISTING FOOTHILLS CAMPUS VEHICULAR DIRECTIONAL SIGN

NOTE: Arrows for vehicular directional signs on Foothills and South Campuses are different than arrows for vehicular directional signs on Main Campus.

FRONT ELEVATION (Single or Double-Sided)

1/2" = 1'-0"
NOTE: If more sign panels are needed, spacing between sign panels should be reduced to 2".

NOTE: Only one central footing post needed. Depth revised to 4 feet below grade.

SIGN SPECIFICATIONS

1/4" = 1'-0"
c. Sub-Campus Signs

BUILDING COMPLEX SIGN STANDARDS
Judson M. Harper Complex sign

EXAMPLE OF CURRENT COMPLEX SIGNAGE

FRONT ELEVATION (Single-Sided)
\[ 1/4'' = 1'-0'' \]

SIGN SPECIFICATIONS

DETAILS
\[ 1/4'' = 1'-0'' \]