



# **EMU** **SIGNAGE** **GUIDELINES**



# SIGNAGE OVERVIEW

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**Introduction**

These signage standards and guidelines are issued for use by all Eastern Mennonite University personnel and outside consultants who are involved in specifying, fabricating or installing signage on the campus of Eastern Mennonite University.

The primary intent of these standards is to establish a comprehensive visual system throughout the campuses of EMU. Creating a consistent, cohesive, informative and distinctive signage system is an important part of maintaining EMU’s brand identity. (For more info on EMU brand identity see <http://emu.edu/marketing/standards-and-guides/brand-identity-standards/>)

Signs are some of the first ways that EMU visitors interact with the campus and the EMU brand. It is important that our system creates a clear and consistent user experience across our campus.

In order to maintain consistency for all signage, the Marketing and Communications department oversees all requests for new signs or changes to existing signs.

Approved signage plans may be submitted to the Facilities Management department for fabrication and installation.

This document was created by the EMU signage task force and approved by the EMU cabinet.

**TASK FORCE MEMBERS:**

- Lori Gant - Facilities Management
- Ed Lehman - Facilities Management
- Phil E. Martin - Facilities Management
- Jon Styer - Marketing and Communications
- Twila Yoder - Office of the President
- Tim Stutzman - Vice President for Finance



# ORDERING PROCESS AND PAYMENT

The process for ordering a new sign or requesting an update to an existing sign varies depending on the sign type, but generally it follows the same steps. See more detailed instructions in the description and guidelines for each sign type. Payment for signage requests needs to be determined before submitting a request for a new or updated sign.

Signs that are requested as part of a new building project or renovation are covered under a capital request as part of the budget for the renovation. Signs that need to be created or updated due to regular maintenance or safety are typically covered as part of the facilities management maintenance and safety budget. Other special projects or requests need to be paid for by the department requesting the project.

## Here are the general steps for ordering signage at EMU:

1. Go to [emu.edu/marketing](http://emu.edu/marketing) and submit a **print project request form**.
2. Once the marketing and communications department receives the request a representative will contact you with any questions.
3. The marketing and communications department will create the design files for the sign and get approval from the client and if necessary the EMU signage task force.
4. After the project is approved and ready to send to a printer or sign company a work order should be sent to facilities management by the department ordering the sign if installation is needed.
5. The marketing and communications and facilities management departments will coordinate ordering of the signage project based on the sign type and have it delivered to the client.

## Request Forms

- [Design and/or print project request](#)
- [Lucidpress template request](#)
- [Social media post request](#)
- [Social media project request](#)
- [Request an EMU Logo](#)
- [Web request form](#)
- [Ad request form](#)
- [EMU employee logowear storefront](#)
- [Photo request form](#)
- [Video request form](#)
- [News request form](#)
- [Business card request](#)
- [Envelope request](#)
- [Letterhead request](#)

# GRAPHIC STANDARDS

Consistency in the use of the graphic identity will build recognizability among the university's various audiences. Over time, the characteristics of the graphic identity will become visual signals for the values with which Eastern Mennonite University is associated.

The colors and graphics used on all EMU signage follows the EMU graphic identity guidelines. (You can see the full EMU graphic identity guidelines at [emu.edu/marketing/docs/emu-brand-identity.pdf](http://emu.edu/marketing/docs/emu-brand-identity.pdf).)

More details on the graphic standards for each sign type can be found in the sign type sections of this document, but here are some general guidelines.

## Exterior signage:

As some of the first branded items that visitors to EMU's campuses interact with, it is important that they consistently use our colors fonts and logos. Also exterior signs are important places for us to prominently display our logo. For these reasons the EMU logo is required to be on external EMU signage.

## Interior signage:

Because interior signage is a secondary interaction for visitors to the EMU campuses and these signs are often much smaller, we do not require the EMU logo to be on all interior signage. However, interior signs still are required to use the same fonts and colors so that there is a seamless and consistent look to our interior and exterior signage.



## THE EMU LOGO



## THE EMU SIGNAGE COLORS



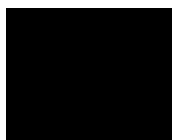
**EMU Blue**  
PMS: 2935 C  
CMYK: C100, M70, Y0, K0  
RGB: R0, G91, B170  
HEX: 005AAA



**EMU Blue (medium)**  
PMS: 294 C  
CMYK: C100, M87, Y32, K20  
RGB: R29, G55, B104  
HEX: 1D3768



**EMU Blue (dark)**  
PMS: 295 C  
CMYK: C100, M84, Y36, K39  
RGB: R15, G44, B82  
HEX: 0F2C52



**EMU Black**  
CMYK: C75, M68, Y68, K90  
RGB: R0, G0, B0  
HEX: 000000



**White**  
CMYK: C0, M0, Y0, K0  
RGB: R255, G255, B255  
HEX: FFFFFFFF

## THE EMU SIGNAGE FONTS

### Nimbus Sans

**Nimbus Sans Bold**  
Nimbus Sans Regular

Nimbus Sans is our official font for all EMU directional, and building identification signs. This font was chosen to set apart official EMU signage from other event and promotional graphics on campus. It is also more similar to the Helvetica family of fonts that are used for ADA signage.

### Myriad Pro

**Myriad Pro Bold**  
Myriad Pro Regular

Myriad Pro is the official sans serif font for marketing materials at EMU. This font is to be used on displays, event promotion, and plaques.

### Adobe Garamond Pro

**Adobe Garamond Pro Bold**  
Adobe Garamond Pro Regular

Adobe Garamond Pro is the official serif font for EMU. It can be used on special signage and plaques that need a more formal look.

# EXTERIOR SIGN TYPES

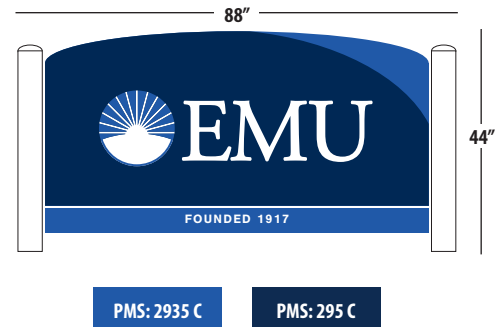


## EMU entrance signs

There aren't currently any up-to-date entrance signs on campus, but one is being planned for the corner of Mt. Clinton Pike and Park Road where Martin house was located.

**PROCESS** - Entrance signs are developed in collaboration with the marketing and communications department, facilities management, the EMU cabinet, and the office of the president.

**BUDGET** - Funding for entrance signs is secured through a capital request from the vice president of finance.

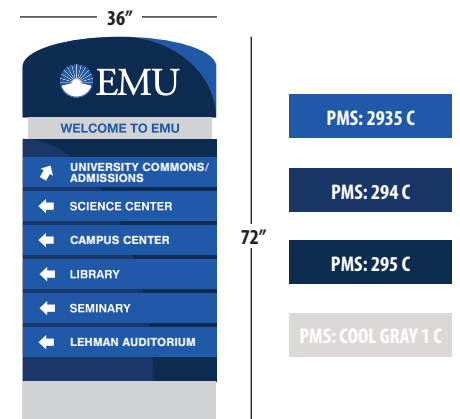


## Primary directional signs (72"x36")

There are three primary directional signs on EMU's main campus. These large directional signs are intended primarily for vehicle traffic and only list the main buildings on campus.

**PROCESS** - Primary directional signs are developed in collaboration with the marketing and communications department, facilities management, the EMU cabinet, and the office of the president. In the case of a main building addition or name change the signs can have items removed, updated, or added by having a trained professional remove the vinyl lettering and applying new lettering. Or a new building panel can be fabricated and added.

**BUDGET** - Funding for primary directional signs is secured through a capital request from the vice president of finance.

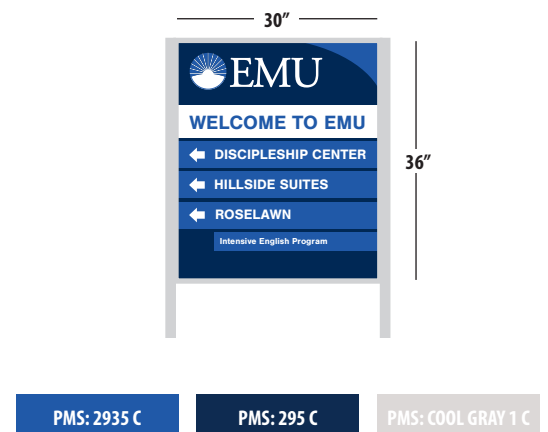


## Secondary directional signs (36"x30")

The secondary directional signs on campus are intended for vehicle and pedestrian traffic. They are used to identify other important buildings on campus like dorms and some other hard to find areas of campus. These signs use the standard 36"x30" sign hardware that all of the building identification signs use.

**PROCESS** - Secondary directional signs are developed and maintained by the marketing and communications department and facilities management. Requests for new or updated signs can be made by submitting a print request form at [emu.edu/marketing](http://emu.edu/marketing).

**BUDGET** - Funding for maintenance of secondary directional signs is included in the facilities management budget. Requests for updates to signs due to program name changes need to be paid for by the department requesting the change.





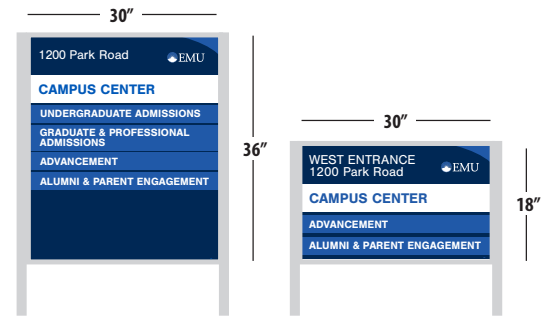
# EXTERIOR SIGN TYPES

## Building identification signs (18"x30") and (36"x30")

The building identification signs on campus are intended for vehicle and pedestrian traffic. They also are required to have the building address clearly displayed so that safety and security vehicles can easily find them in emergencies. Building signs can be 18"x30" or 36"x30" depending on the amount of departments that need to be listed on the sign or for extra visibility.

**PROCESS** - Building identification signs are developed and maintained by the marketing and communications department and facilities management. Requests for new or updated signs can be made by submitting a print request form at [emu.edu/marketing](http://emu.edu/marketing).

**BUDGET** - Funding for maintenance of secondary directional signs is included in the facilities management budget. Requests for updates to signs due to program name changes need to be paid for by the department requesting the change.



PMS: 2935 C

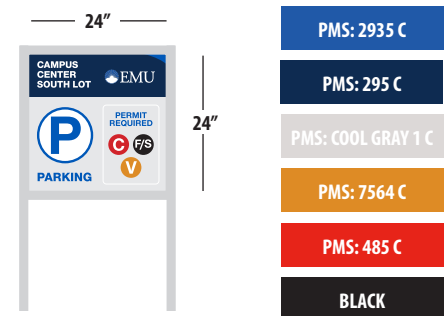
PMS: 295 C

## Parking lot signs (24"x24")

Parking lot signs designate the types of parking permits that are needed for each parking lot on campus. They use a color coded system to identify the different parking permit types. This color system is also used on campus maps for consistency.

**PROCESS** - Parking lot signs are developed and maintained by the marketing and communications department and facilities management.

**BUDGET** - Funding for maintenance of parking lot signs is included in the facilities management budget.

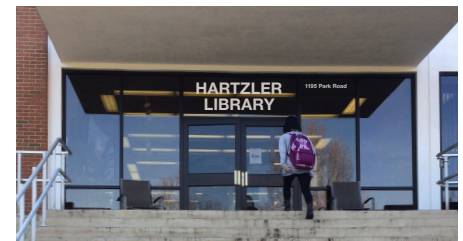


## Vinyl decal graphics for glass surfaces

In special cases exterior vinyl graphics may be needed to identify buildings or programs on campus.

**PROCESS** - Vinyl decal graphics can be ordered by submitting a print request form at [emu.edu/marketing](http://emu.edu/marketing). They are created by an approved sign vendor.

**BUDGET** - The department requesting the vinyl decal graphic is responsible for payment.



White vinyl on glass is the standard choice.

## Event banners and yard signs

Sometime more temporary signs are needed for events on campus like homecoming, orientation, graduation, etc... These can be custom designed for your event.

**PROCESS** - Event banners and yard signs can be ordered by submitting a print request form at [emu.edu/marketing](http://emu.edu/marketing). They are printed by an approved sign vendor.

**BUDGET** - The department requesting the signs or banners is responsible for payment.



Event signs use the standard EMU graphic identity for colors and fonts



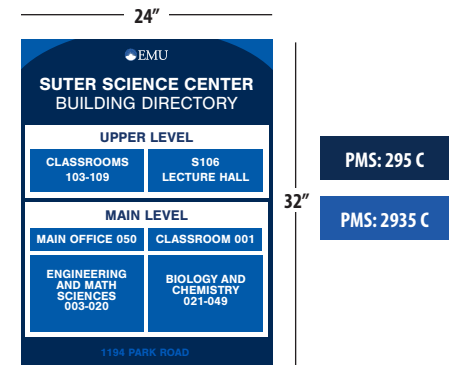
# INTERIOR SIGN TYPES

## Building directory signs (24"x32")

Building directory signs are intended for buildings with multiple departments and/or floors. They simply list the departments in the building and what floor they are on as a quick reference for visitors and new students.

**PROCESS** - Building directory signs are developed in collaboration with the marketing and communications department, and facilities management. These signs are usually developed when a building is being renovated so that all the signage can be updated at one time. They are printed by an approved sign vendor.

**BUDGET** - Funding for building directory signs are typically part of a capital request or as part of the budget for a renovation.

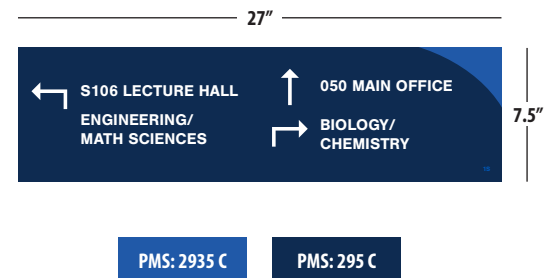


## Hanging directional signs (27"x7.5")

The hanging directional signs are designed to direct students and visitors to departments, classrooms, restrooms and other key rooms in the building.

**PROCESS** - Hanging directional signs are developed in collaboration with the marketing and communications department, and facilities management. These signs are usually developed when a building is being renovated so that all the signage can be updated at one time. They can also be ordered individually by submitting a print request form at [emu.edu/marketing](http://emu.edu/marketing). They are printed by an approved sign vendor.

**BUDGET** - Funding for hanging directional signs are typically part of a capital request or as part of the budget for a renovation. Individual orders are paid by the department.

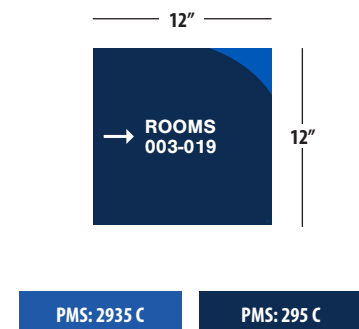


## Wall directional signs (12"x12")

The wall directional signs are designed to go in places where a hanging directional sign will not work.

**PROCESS** - Wall directional signs are developed in collaboration with the marketing and communications department, and facilities management. These signs are usually developed when a building is being renovated so that all the signage can be updated at one time. They can also be ordered individually by submitting a print request form at [emu.edu/marketing](http://emu.edu/marketing). They are printed by an approved sign vendor.

**BUDGET** - Funding for wall directional signs are typically part of a capital request or as part of the budget for a renovation. Individual orders are paid by the department.





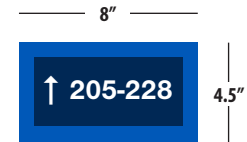
# INTERIOR SIGN TYPES

## Room number range signs (8"x4.5")

The room number range signs display the room numbers for offices in an area so that faculty, staff, and students can find them more easily.

**PROCESS** - Room number range signs are developed in collaboration with the marketing and communications department, and facilities management. These signs are usually developed when a building is being renovated so that all the signage can be updated at one time. They can also be ordered individually by submitting a print request form at [emu.edu/marketing](http://emu.edu/marketing). They are printed by an approved sign vendor.

**BUDGET** - Funding for room number range signs are typically part of a capital request or as part of the budget for a renovation. Individual orders are paid for by the department.

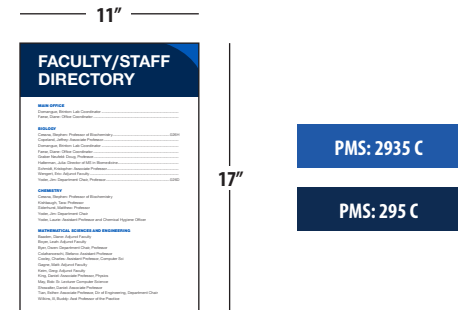


## Faculty/staff directories (11"x17")

Faculty/staff directories are used on each floor of a building so that students can easily find a faculty or staff member's office location.

**PROCESS** - Faculty/staff directories are developed by the marketing and communications department. A representative from each building is responsible for keeping the directories up to date in Lucidpress. They are printed at the EMU print shop.

**BUDGET** - Faculty/staff directories are inexpensive to update and print so the cost is typically covered by the marketing department. It is complicated to charge each department involved.

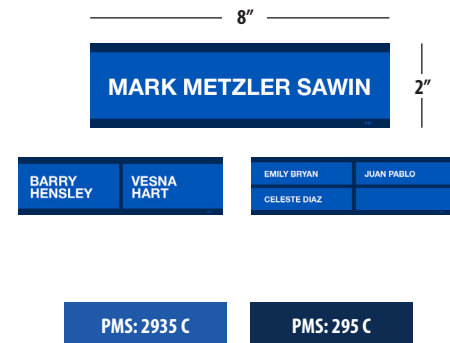


## Name plate inserts (8"x2")

The name plate inserts are design to fit into the new ADA room number and name plate signs that have a protective clear plastic cover. These new signs have been implemented in Roselawn and the renovated areas of the Suter Science Center. They can also be used in the old desk or wall mounted name plate holders.

**PROCESS** - Name plate inserts are developed by the marketing and communications department. They can be created and ordered in Lucidpress. They are printed at the EMU print shop.

**BUDGET** - Name plate inserts are inexpensive to update and print. The cost is covered by the department that orders the name plate.



## ADA room number and name plate sign

Anytime a space on campus is renovated EMU is required to use official ADA compliant signage for room numbers. So as bulding and spaces are renovated these are put in place.

**PROCESS** - ADA room number and name plate signs are ordered and installed by the facilities management department.

**BUDGET** - Funding for maintenance of ADA signs is included in the facilities management budget or as part of a capital campaign project.

