CLEVELAND STATE UNIVERSITY

Sign Standards Manual CONDENSED   04.20.2020

Introduction

The purpose of this manual is to provide a point of reference to those who may be planning interior or exterior signs, wayfinding or banners for any location on the Cleveland State University (CSU) campus. This document is an abbreviated version of the CSU Sign Standards Manual and is intended to cover the most frequently produced sign types on campus. To view the full manual, please visit csuohio.edu/architect/signage-standards.

The sign types shown here adhere to the Cleveland State University Standard Signage & Wayfinding Program which was developed to provide consistency and uniformity across the campus. Recognizing that CSU's signage is a direct extension of its brand, the Sign Program detailed herein proudly displays institutional colors, fonts and brand elements. Sign materials and elements have been selected and designed in line with CSU's commitment to quality learning and living spaces.

The Sign Program is the culmination of work by the Office of the University Architect, University Marketing and the Signage and Wayfinding Consultant to provide a comprehensive system for the varying and expanding campus environments. It is a flexible sign system that will allow for ease in changing and expanding information within the program when necessary.

There may be instances where a nonstandard sign is necessary. This manual provides a standard for design intent. Any custom signs or deviations from the sign family must be approved by the Office of the University Architect, University Marketing and the Campus Signage and Branding Review Board.

Exterior Building ID

Double-sided internally illuminated sign that identifies building name and address

See page 35 of the CSU Sign Standards Manual for further detail

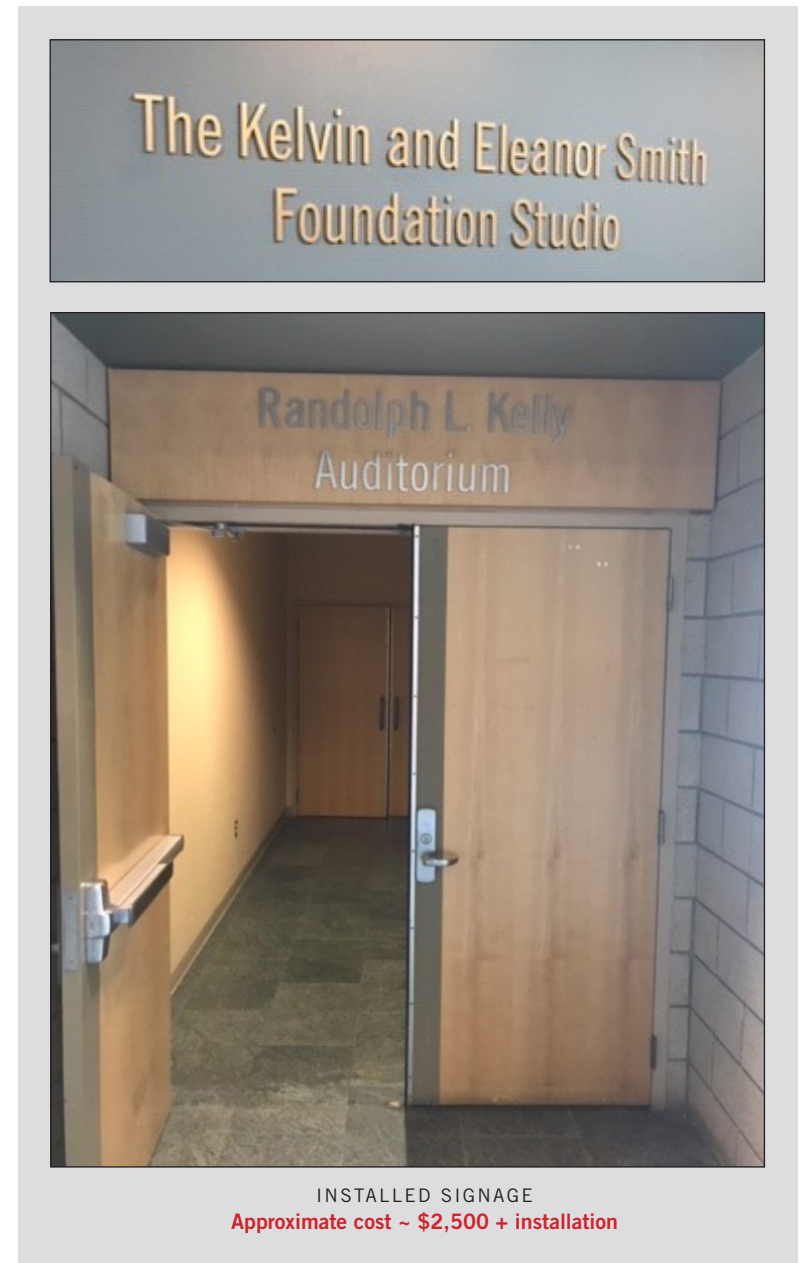INSTALLED SIGNAGE
Approximate cost ~ $7,500 + installation

Exterior and Interior - Naming

Aluminum lettering mounted to wall, building, or canopy to identify donor or special destination

See page 41 of the CSU Sign Standards Manual for further detail

**JOSEPH E. SMITH
CENTER FOR INNOVATION
IN MEDICAL PROFESSIONS**

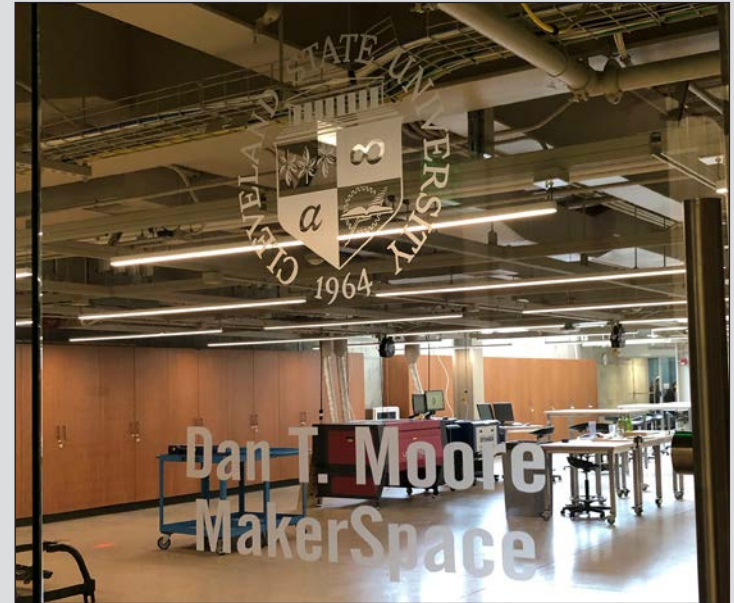**JOSEPH E. SMITH
CENTER FOR INNOVATION
IN MEDICAL PROFESSIONS**

INSTALLED SIGNAGE
Approximate cost ~ $2,500 + installation

Exterior and Interior - Department ID

Frosted "etched glass" decals applied to door or window to identify department or special destination

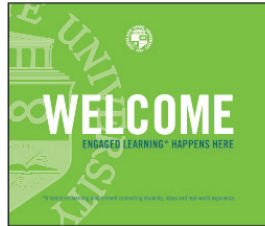*See page 42 of the CSU Sign Standards Manual for further detail*

INSTALLED SIGNAGE
Approximate cost ~ $150 + installation

Exterior - Door Decals

Welcome and No Trespassing decals for exterior doors

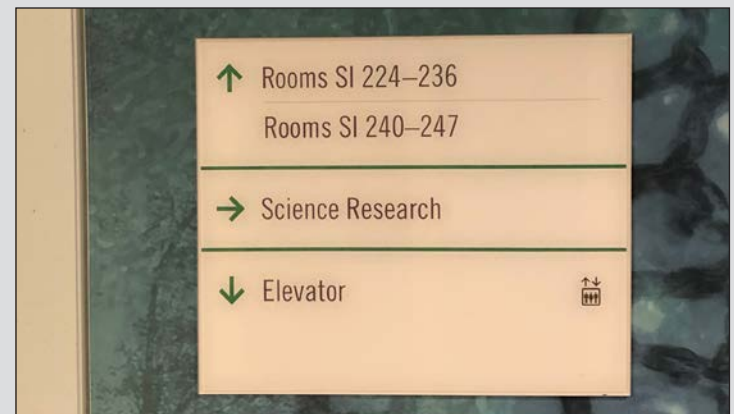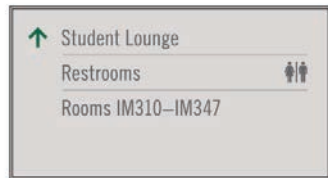*See pages 49-50 of the CSU Sign Standards Manual for further detail*

INSTALLED SIGNAGE
Approximate cost ~ $25 + installation

Interior - Directional Signs

Back printed signs to direct public to primary destinations

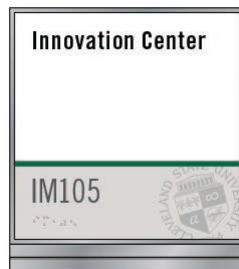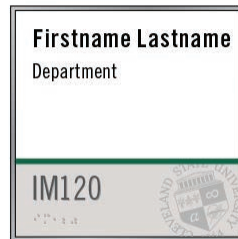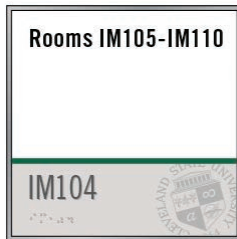*See pages 62-64 of the CSU Sign Standards Manual for further detail*

Interior - Room Signs

Aluminum sign with replaceable insert to identify individual room (office, classroom, lab, etc.)

See page 73 of the CSU Sign Standards Manual for further detail

Rooms IM105-IM110

IM104

Firstname Lastname
Department

IM120

Innovation Center

IM105

OT/PT Lab

225

M. Hammonds
BGES

SI 208

INSTALLED SIGNAGE
Approximate cost ~ $125 + installation
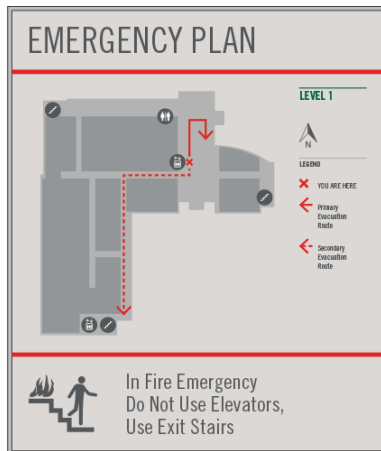Approximate cost to replace existing directory or room sign insert ~ $25

Interior - Evacuation Plan

Aluminum sign with replaceable insert to identify emergency egress. Could also be modified for "You Are Here" type maps.

See page 77 of the CSU Sign Standards Manual for further detail

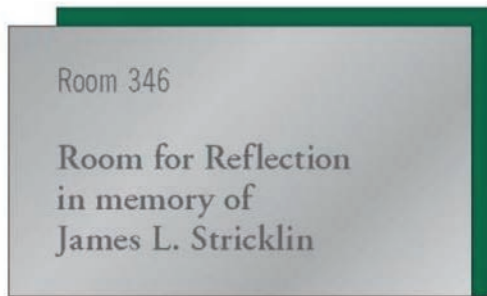
INSTALLED SIGNAGE
Approximate cost ~ $200 + installation

Interior - Donor Signs

Engraved plaque to identify person(s) who provided a donation to the University

See page 81B of the CSU Sign Standards Manual for further detail

INSTALLED SIGNAGE
Approximate cost ~ $150 + installation

Examples of Other Nonstandard Signage, Environmental Graphics and Banners