



## **Wayfinding and Signage Standards Manual**

**January 9, 2009**

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The drawings in this document are considered design-intent and are not for construction. Written dimensions on these drawings have precedence over scaled dimensions. When new signs are ordered, the further development and engineering of the design-intent drawings is expected to be shown in the Fabricator's submitted shop drawings. Contractors shall verify and be responsible for all dimensions and conditions on the job. The University of Nebraska–Lincoln should be notified of any variations from the dimensions and conditions shown by these drawings prior to the execution of any work, including changes to graphic designs or typography.

Developed by **corbindesign**

## Table of Contents

<b>Introduction.....</b>	<b>1</b>	<b>Interior Sign Type Descriptions .....</b>	<b>35</b>
Goals of the Wayfinding Program .....	1	Interior Sign Array.....	36
Highly Effective Wayfinding.....	2	Interior Graphic Standards .....	37
Journey Map .....	3	Interior Symbols.....	38
<b>Exterior Sign Type Descriptions .....</b>	<b>5</b>	Hanging Guidelines .....	39
Exterior Sign Array.....	7	G1 - Wall Guide - Large .....	41
Exterior Graphic Standards .....	8	G2 - Wall Guide - Small .....	42
Vehicular Guide Placement Guidelines.....	9	G3 - Wall Guide - Acrylic .....	43
Ix-1 - Boundary Marker - City Campus.....	10	I1 - Primary Department Identifier .....	44
Ix-1a - Boundary Marker - East Campus.....	11	I2, I2a - Room Identifiers - Large.....	45
Ix-2 - Gateway Identifier - City Campus.....	12	I3, I3a - Room Identifiers - Small.....	46
Ix-2a - Gateway Identifier - East Campus.....	13	I4, I4a - Room Numbers.....	47
Gx-2 - Vehicular Guide - City Campus.....	14	I5, I5a - Office Identifiers .....	48
Option 1 .....	14	R1 - Regulatory Identifiers.....	49
Gx-2a - Vehicular Guide - City Campus.....	15	D1 - Building Directory .....	50
Option 2 .....	15	D2 - Faculty Directory.....	51
Gx-2b - Vehicular Guide - City Campus.....	16	O-1, O-2, O-3, O-4 - Overhead Signage .....	52
Option 3 .....	16	N1, N1-a - Notice Inserts .....	53
Gx-3 - Vehicular Guide - Large.....	17	N2, N2a - Notice Inserts.....	54
Gx-4 - Vehicular Guide - Small.....	18	<b>Phasing Plan .....</b>	<b>55</b>
Gx-5 - Pedestrian Guide.....	19	<b>Cost Estimates .....</b>	<b>56</b>
Gx-5a - Pedestrian Guide - Large .....	20	Exterior Signage .....	56
Dx-1 - Pedestrian Map .....	21	Interior Signage .....	58
Dx-2 - Interpretive Identifier .....	22	<b>Maintenance Recommendations .....</b>	<b>59</b>
Ix-3 - Building Identifier .....	23	Exterior Signage .....	59
Ix-4 - Building Entrance Identifier .....	24	Interior Signage .....	60
Ix-5 - General Information Identifier.....	25	<b>Contact Information .....</b>	<b>61</b>
Ix6 - Interpretive Identifier - Wall-Mounted.....	26		
Rx-1 - Regulatory .....	27		
Rx2 - Street Sign - Overhead .....	28		
Option 1 .....	28		
Option 2 .....	29		
Option 3 .....	30		
Option 4 .....	31		
Rx-3 - Street Sign - Post .....	32		
Tx-1 - Temporary Portable Sign.....	34		



*This document  
serves as  
the foundation  
for any future  
wayfinding  
system changes or  
additions.*

#### UNL Sign Committee

Eileen Bergt  
John Marker  
Howard Parker  
Bob Crisler  
Viann Schroeder  
Jennifer Dam  
Stan Campbell

## Introduction

The University of Nebraska–Lincoln (UNL) selected Corbin Design to help create a fully integrated system of wayfinding tools to support communication at all points in a variety of visitors' journeys. The Sign Committee and Stakeholders explored all potential points of confusion, with the mandate that we work together to design solutions that anticipate and enhance visitor experiences.

The purpose of this document is to record the results of Corbin Design's partnership with UNL, specifically the wayfinding system design that resulted, so that implementation, future expansion and changes to the system can be done in ways that preserve the original design intent, the informational aspects of the system and its functionality.

Any wayfinding system helps to create connections: between the visitor and the physical environment, between UNL and the potential student, between members of the public and the event they're attending, between the city and the university itself. But while proactive planning and functional utility are the ultimate outcomes, the wayfinding system also helps to further UNL's brand promise to these audiences, capturing its unique culture, history, heritage and spirit.

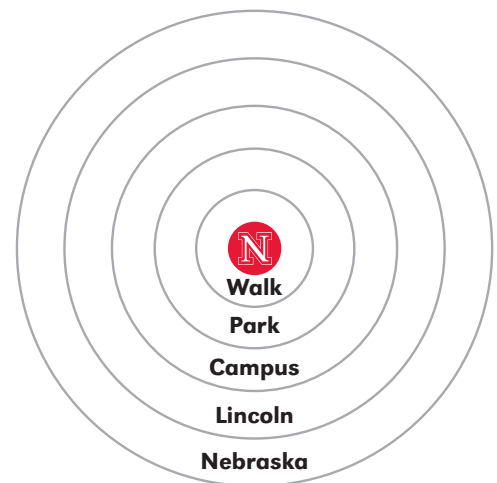
We are grateful for having had the opportunity to partner with UNL on this project.

*Mark VanderKlipp, President  
Clint Douthitt, Senior Designer  
Mary Lou Piehl, Project Manager  
Corbin Design*

*January, 2009*

## Goals of the Wayfinding Program

We define wayfinding as "Direction for People in Motion." That means that the tools we design to support a visitor journey provide just enough information at key decision points to keep that individual moving toward their intended destination. We call this concept "Progressive Disclosure," which means that the information required and the physical form of the elements that deliver it have been carefully planned and integrated. Our challenge was to verbally and visually simplify the information in the system. Consistency in both instances was the key to success.



Wayfinding for a visitor to UNL occurs in concentric circles. As the above diagram shows, visitors are ultimately responsible for understanding the environment and making decisions that will help them access their final destination. As you'll see in the Journey Map on page 9, what visitors know about the environment before their arrival is equally, if not more important than the information in the physical environment. The goal is for individuals to create a perception in their mind's eye of their final destination; this way, the signs in the environment confirm what they already know about their journey, rather than educating them as they move through space. Wayfinding relieves stress by empowering visitors, helping them feel confident and capable.

Finally, the system not only brings people in and out of campus, but the information also supports synergies between destinations.

## Highly Effective Wayfinding

Corbin Design defined the following steps to help assure a successful project process, many of which had already been addressed:

### Ensure user participation

The Sign Committee, as the recommending body, invited stakeholders from across UNL to take part in the wayfinding system design process. The helpful spirit and enthusiasm for this work and for the University exhibited by everyone from the students to the Chancellor helped fuel our progress and inform our creativity.

### Design for the First-Time Visitor

Corbin Design's task was to see the University from the standpoint of this individual. Those who are familiar with Lincoln and the campus will ultimately create their own pathways; our goal was to help define that first experience, assuring future return visits.

### Support Intuition

Each campus has a unique character; each contains distinct landmarks and vernacular. We took advantage of these so the verbal and visual cues provided to visitors are in keeping with what's commonly understood by most members of the campus community. In this way, everyday people help support consistent wayfinding when asked for directions.

### Structure Information

The key to Progressive Disclosure is the strategic structuring of information to keep individuals moving toward their targeted destination. The design of the logic in the system was as important as the design of the wayfinding elements (signs and other tools) themselves. Logic is the fuel that powers the vehicle.

### Control Circulation

The shortest distance between two points may not be a straight line! Defining routes that visually invite motion, avoid congestion, lead to parking and create a safer environment enhances positive perceptions of UNL.

### Thoughtfully Define Destinations

The process that UNL completed before Corbin Design's involvement regarding building identification, that of using common terminology, helps visitors understand where they're going. Consistently using this terminology at each point in the journey helps keep that visitor in motion.

### Test The System

Prior to the UNL Sign Committee's approval of the signage design, prototypes of select interior and exterior sign types were developed and reviewed. Scale, form, brand, location, legibility, symbology and color were evaluated before the final designs were approved.

## Journey Map

The following page details the aspects of a visitor journey that most audiences experience. Based on the information we've received, we've designed solutions to address potential points of confusion for most visitors planning a trip to UNL.

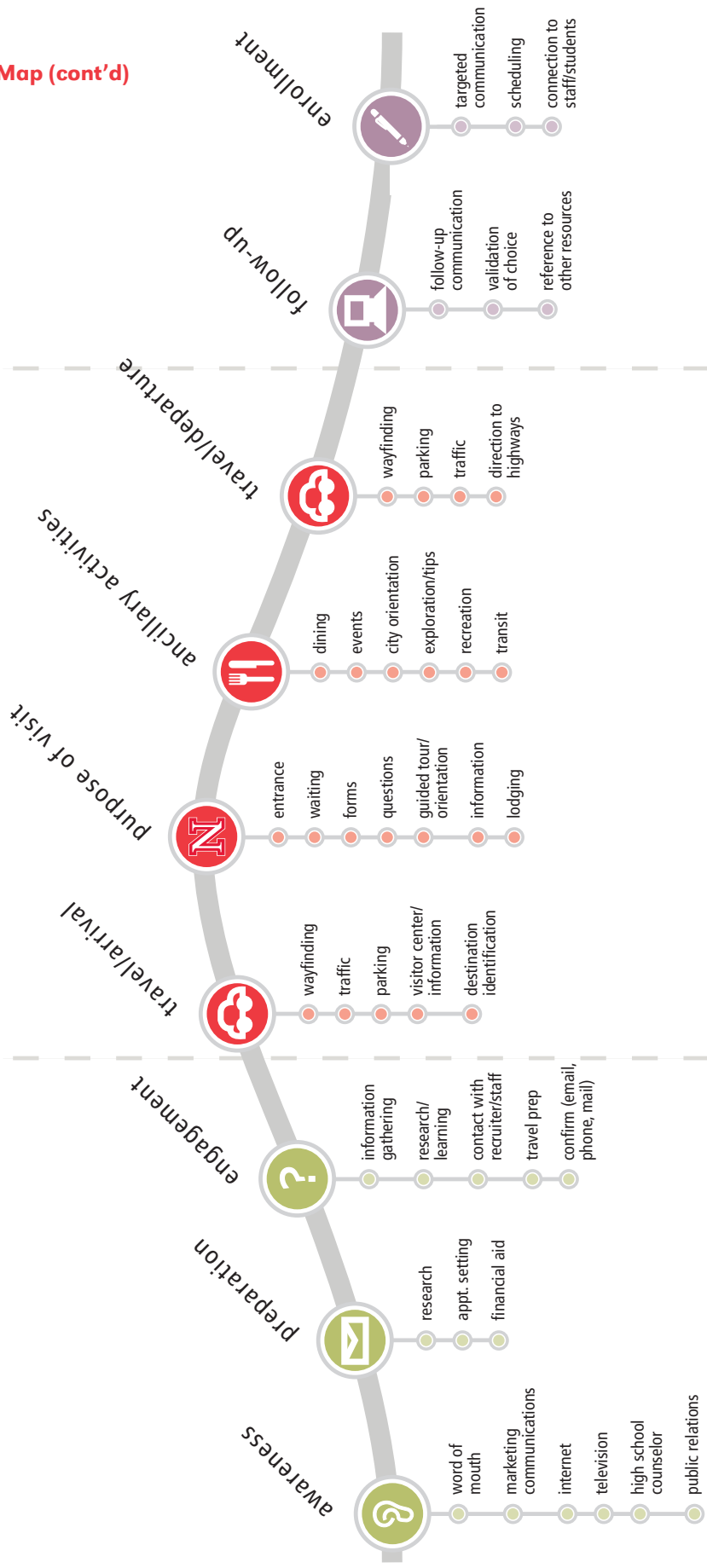
A seamless visitor experience is assured when the wayfinding system:

- Informs prior to arrival
- Orients visitors to the environment
- Defines the destinations consistently
- Routes visitors properly
- Confirms their route frequently
- Celebrates arrival at the destination, and
- Directs to exit points

We are aware that a number of first-time visitors stop in to campus from their drive along I-80. Often these visitors are simply curious about campus, want to swing into Lincoln for a quick meal or tour, and don't have the advantage of being as prepared for the visit beforehand.

Our wayfinding system works equally as well for the visitors that have planned a trip, and those spontaneous "stretch your legs" visitors. The physical elements of the exterior wayfinding system provide information for them to find their way, explore and learn about UNL.

Journey Map (cont'd)



Reinforcement - Validation

"Traditional" Wayfinding

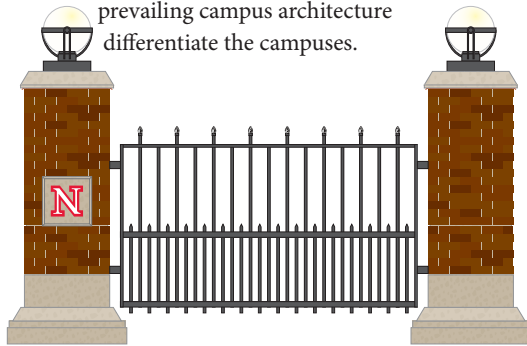
Empowerment - Confidence

## Exterior Sign Type Descriptions

### Boundary Marker

This sign type marks key campus edges. The consistent use of materials visually reinforces the campus boundaries, and illumination provides nighttime visibility. The brick used on this sign type differs between the City Campus and East Campus, to match the prevailing campus architecture and help differentiate the campuses.

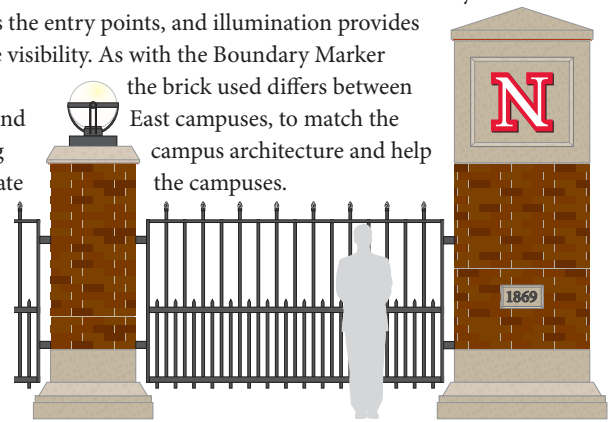
See Pages  
10-11



### Gateway Identifier

This sign type helps identify key campus entry points and “celebrate the visitors’ arrival.” The consistent use of materials visually reinforces the entry points, and illumination provides nighttime visibility. As with the Boundary Marker sign type, the City and East campuses, to match the prevailing campus architecture and help differentiate the campuses.

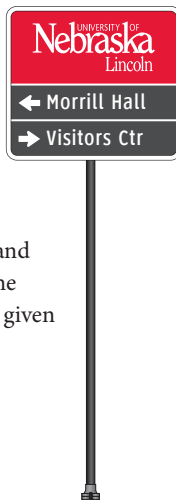
See Pages  
12-13



### Vehicular Guide - City

These sign types are placed at key off-campus intersections to indicate directions to major campus destinations, parking and roadways. The size, scale and location are selected for the most favorable viewing at given road speeds and setbacks.

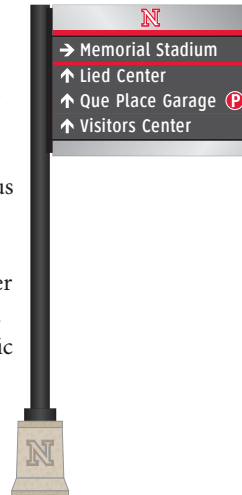
See Pages 14-16



### Vehicular Guide - Large

This larger version of the Vehicular Guide sign type is used on the campus perimeter and on major campus roads where greater visibility is needed due to higher traffic levels and vehicle speeds.

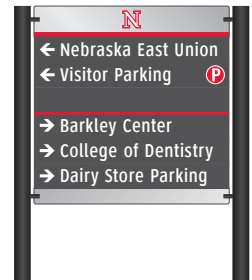
See Page 17



### Vehicular Guide - Small

This smaller version of the Vehicular Guide sign type is used on secondary campus roads where less visibility is needed due to lower traffic levels and vehicle speeds.

See Page 18



### Pedestrian Guide

This sign type is placed at key pedestrian intersection on campus walkways to guide to primary destinations in that vicinity.

See Pages 19-20



### Pedestrian Map

This sign type is placed at key pedestrian locations on campus walkways to display a map of the campus that indicates the location of campus destinations via a numbered guide, and show the viewer's current location.

See Page 21



### Interpretive Panel - Post-Mounted

This sign type is placed at various pedestrian locations on campus walkways to describe a point of interest, major alumnus or donor, through a combination of typography and imagery.

See Page 22

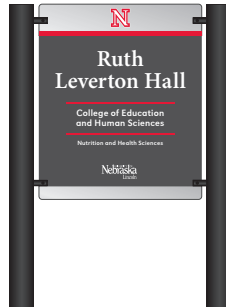


## Exterior Sign Type Descriptions (cont'd)

### Building Identifier

This sign type identifies academic buildings and the college and academic programs with which the buildings are affiliated.

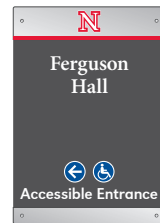
See Page 23



### Building Entrance Identifier

This wall-mounted sign type identifies academic building entrances and indicates whether the entrance is accessible. If an entrance is not accessible, the sign at that entrance points the direction to the nearest accessible entrance (as shown in the illustration below).

See Page 24



### General Information Identifier

This sign type is used to identify non-academic sites, or convey regulatory information.

See Page 25



### Interpretive Panel - Wall-Mounted

Like the pole-mounted Interpretive Panel sign, this wall-mounted sign type is used to describe a point of interest, major alumnus or donor, through a combination of typography and imagery.

See Page 26



### Regulatory Sign

These sign types are used to convey regulatory information such as the location of accessible parking and other parking restrictions.

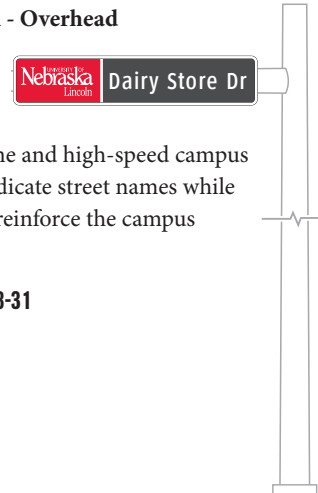
See Page 27



### Street Sign - Overhead

These sign types are used on high-volume and high-speed campus roads to indicate street names while helping to reinforce the campus identity.

See Pages 28-31



### Street Sign - Post

These sign types are used on lower-volume and lower-speed campus roads to indicate street names while helping to reinforce the UNL identity. The change in color from standard street signs helps reinforce the transition to the campus environment.

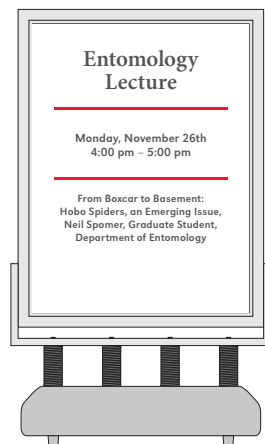
See Pages 32-33



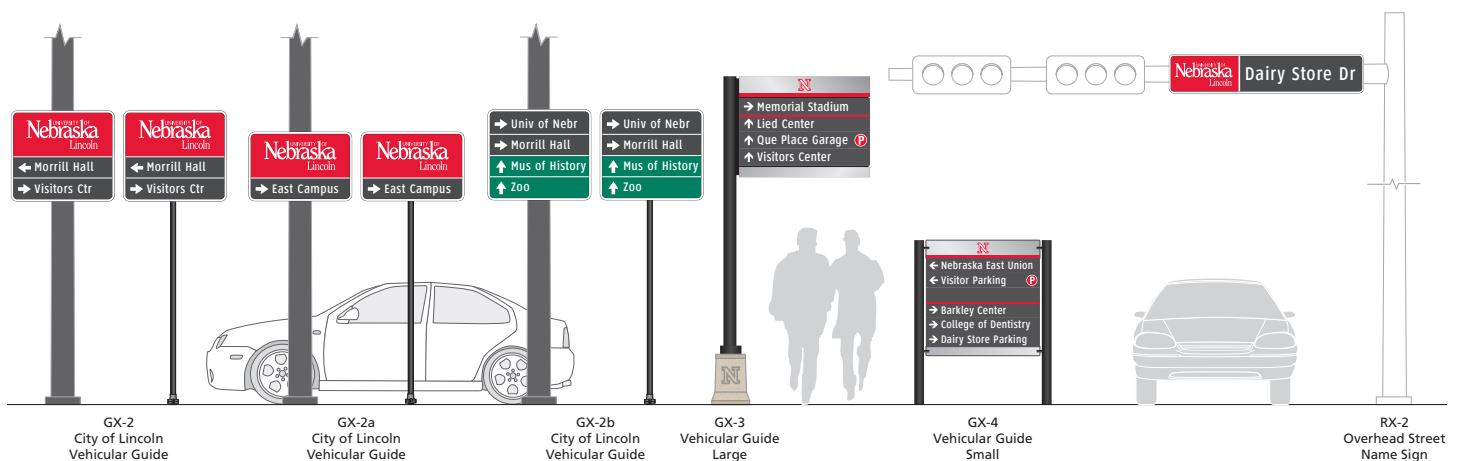
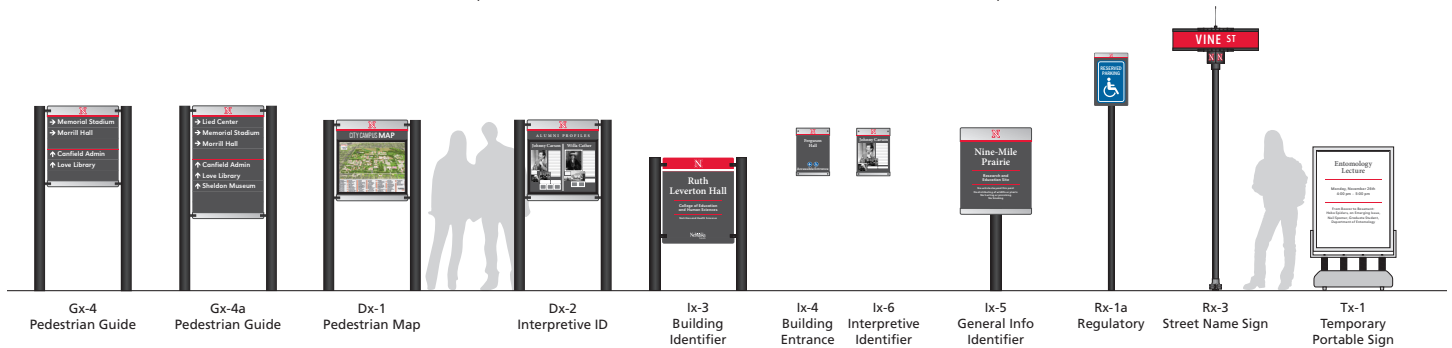
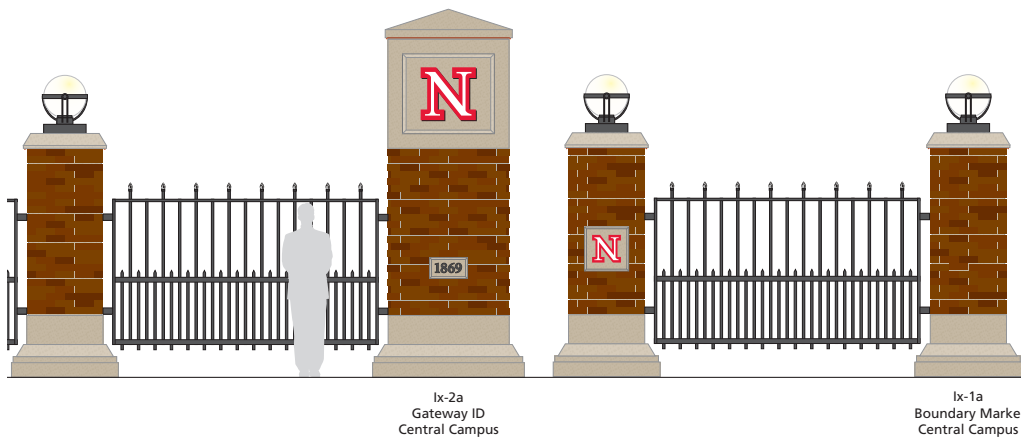
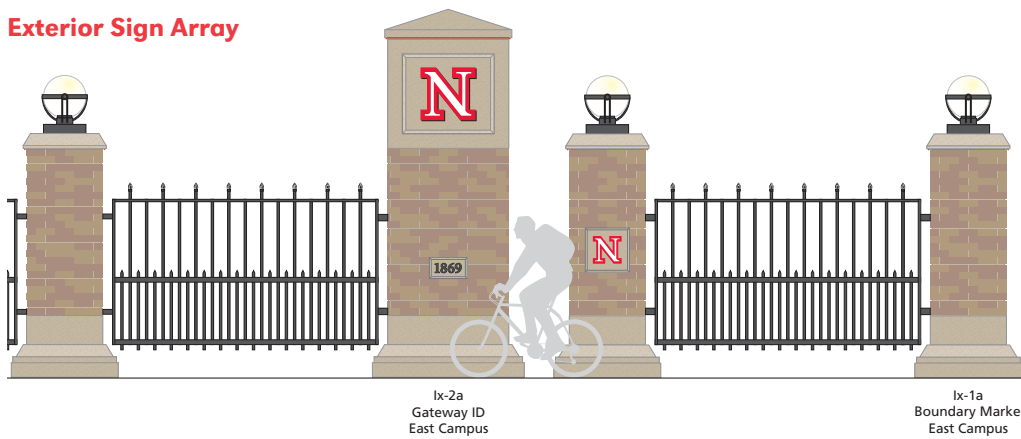
### Temporary Portable Sign

These movable sign types are used as needed to display posters indicating the location of one-time or recurring campus events, or to direct around construction areas.

See Page 34



## Exterior Sign Array





## Exterior Graphic Standards



Silver  
MP07273



Red  
MP58180 or  
Engineer Grade Reflective  
Oracal 8300 Transparent (030)



Dark Gray  
AKZO 499F2  
Oracal 8300 Transparent (073)



Powder Coat  
Wrinkle Black  
MP Black Suede



White  
MP White or  
High Intensity Reflective  
Super Engineer Grade Reflective

**Fabricator is responsible for matching all colors and materials as specified and is required to provide Corbin and The University of Nebraska–Lincoln with color and material samples for approval.**

**CAUTION!**  
**CONSISTENT AND ACCURATE COLOR REPRODUCTION IN THIS DOCUMENT CANNOT BE ASSURED DUE TO THE LIMITATIONS OF COLOR COPYING TECHNOLOGY.**

The Coated Pantone Matching System®, 3M vinyl system, and Matthews Paint system is used for specifying signage color matches. (In the absence of actual sign material color chip reference sets, actual specified product color swatches should be referenced for color matching.)

Shown here are approximations of the primary signage background colors and supporting accent colors.

Actual color finishes on signage are to be matte or low luster (not shiny or glossy) and exclusively a premium acrylic polyurethane.

Signage paints produced by Matthews Paint Company are to be the standard reference.

Font: Clearview Hwy-2W (Vehicular Guide Messaging and Street Names)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

Font: URWGrotesk Regular (Pedestrian Guide Messaging and Information panels)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

Font: URWGrotesk T Light Condensed (Building Identification)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

Font: Minion Pro Bold (Building Identification)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

### Symbols



Arrow for  
G2 sign types



Arrow for G3,  
G4 and G5  
sign types



Accessible Entrance  
Identifier and  
Directional Arrow



Information Symbol



Parking Symbol



### Academic N (Campus Icon) and Wordmark

Refer to University Toolbox for use applications.

Font substitutions are not acceptable.  
It is recommended that the Fabricator purchase these fonts.

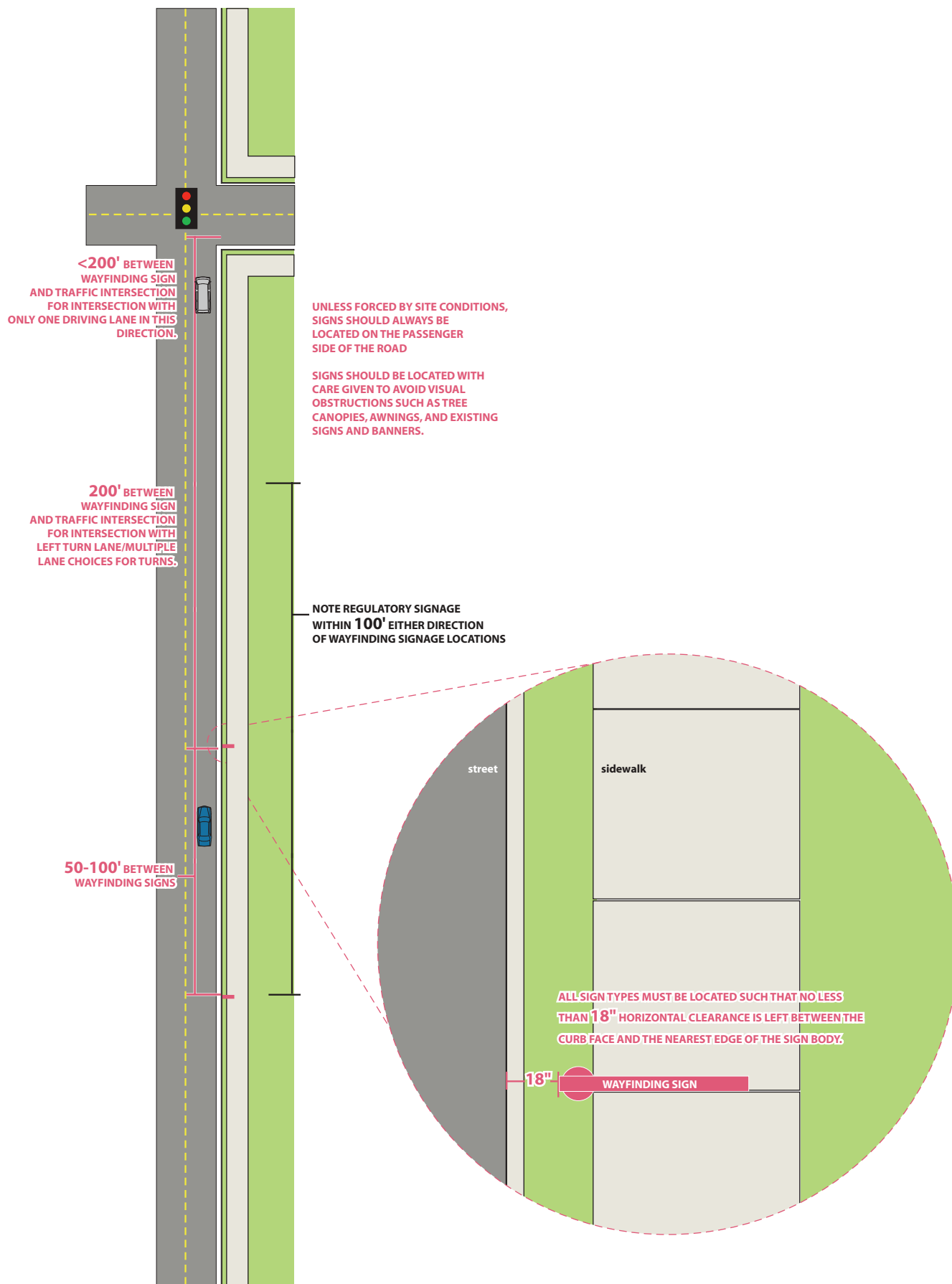
These fonts can be purchased from:  
ClearviewHwy: [www.clearviewhwy.com](http://www.clearviewhwy.com)  
Adobe: [www.fonts.com](http://www.fonts.com)

Spacing %  
Wider-than-normal-spacing is required with tactile lettering.

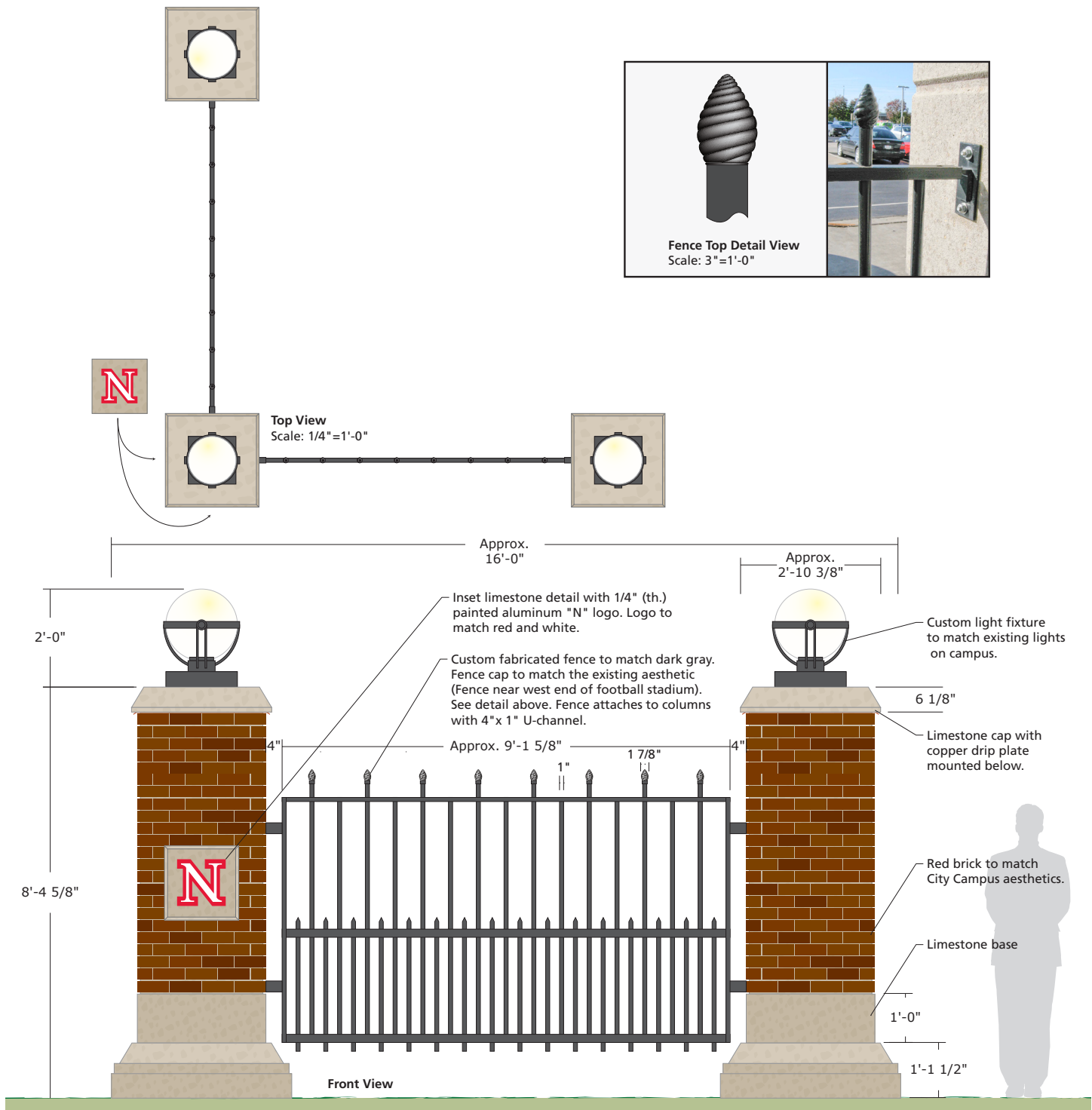
Range Kerning %  
If default settings are possible for range kerning, it should be set to 30%-50% em for tactile/Braille applications.

Braille  
Fabricator is responsible for accurately creating Grade 2 Braille in support of the tactile message.

## Vehicular Guide Placement Guidelines



## Ix-1 - Boundary Marker - City Campus



## Notes

This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.

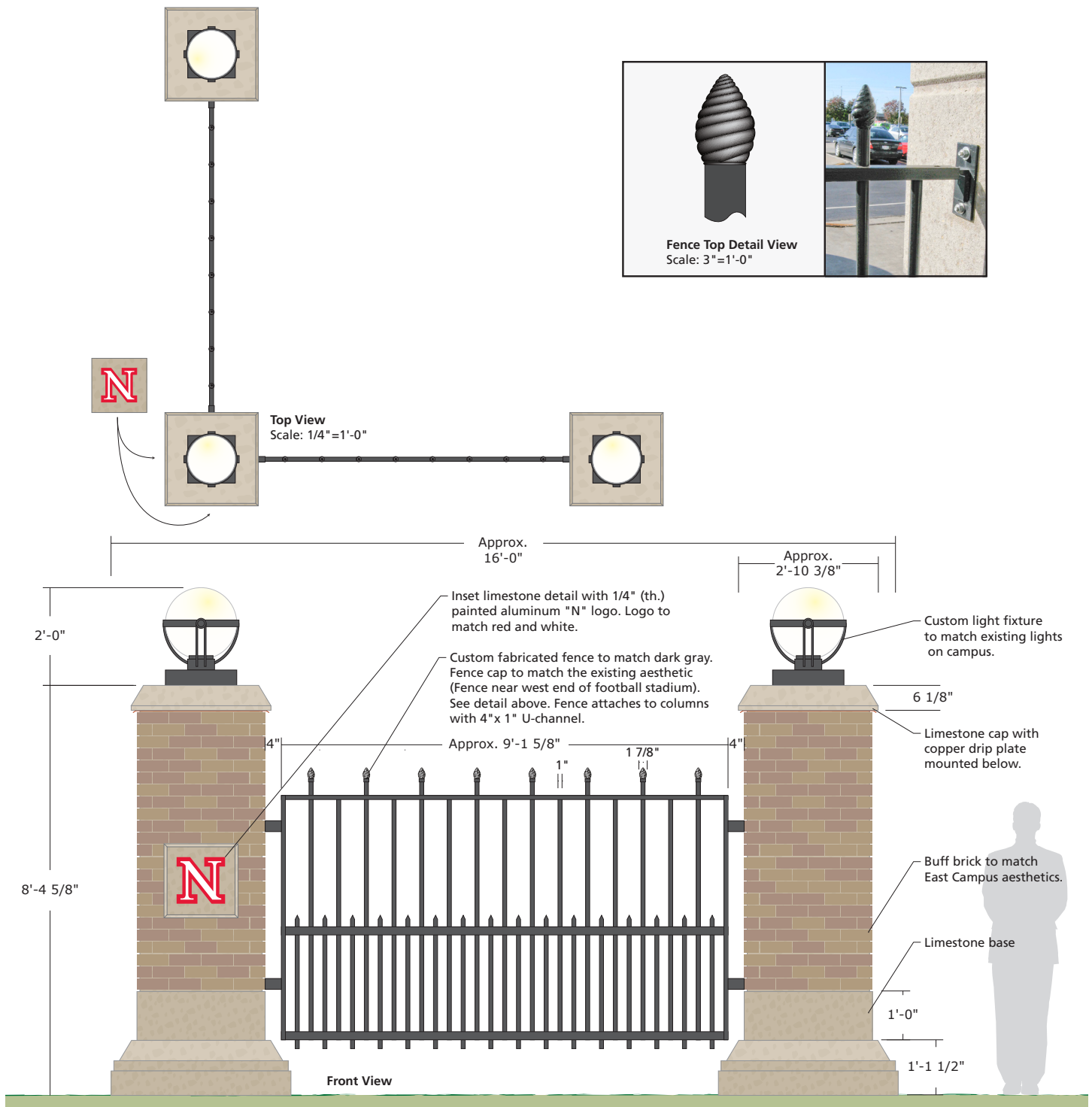
## Color Palette

Silver  
MP07273

Red  
MP58180  
or  
Avery A6350-O

Dark Gray  
AKZO 499F2

MP White

**Ix-1a - Boundary Marker - East Campus****Notes**

This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.

**Color Palette**

Silver  
MP07273

Red  
MP58180  
or  
Avery A6350-O

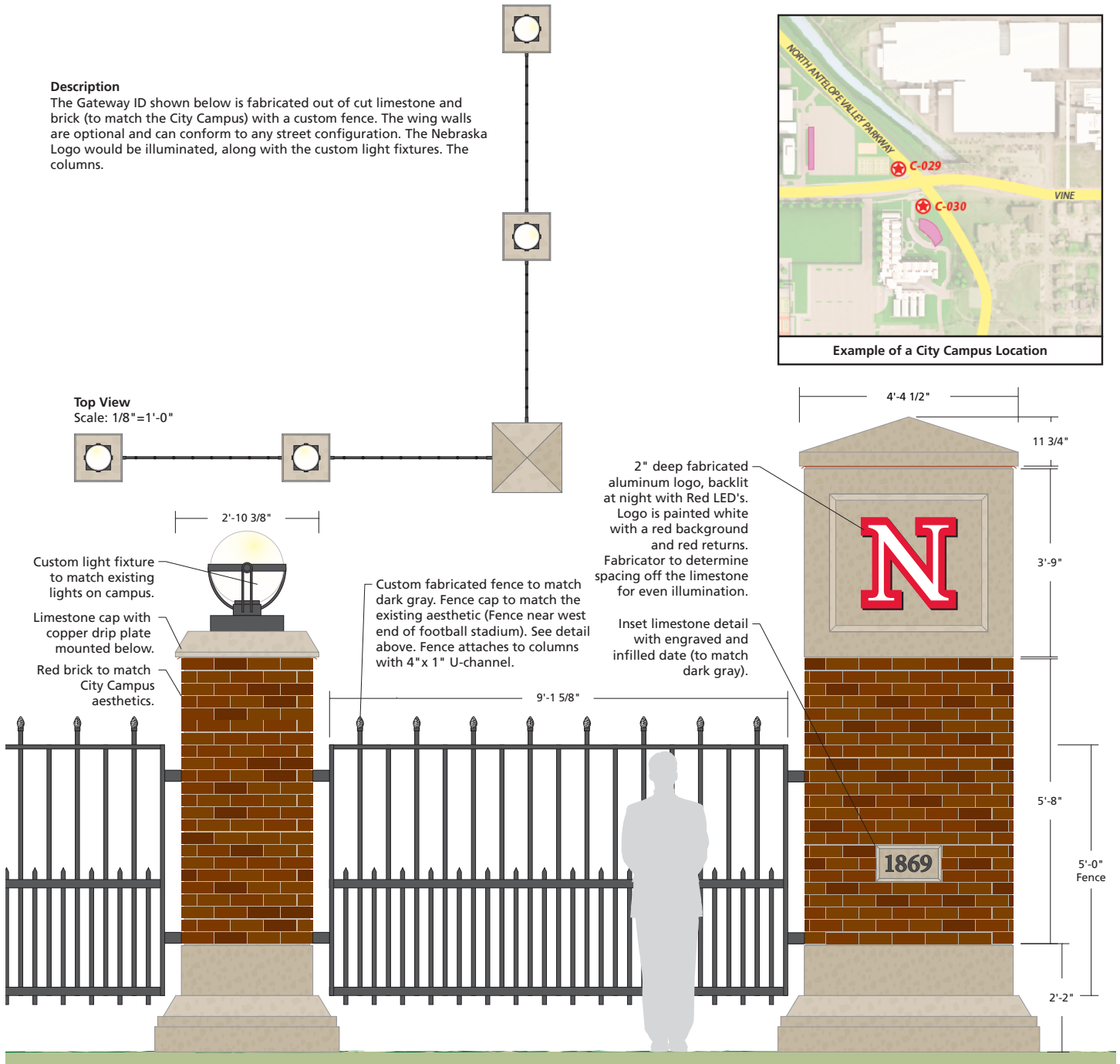
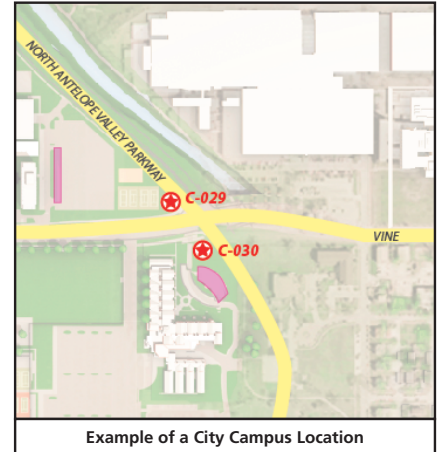
Dark Gray  
AKZO 499F2

MP White

## Ix-2 - Gateway Identifier - City Campus

### Description

The Gateway ID shown below is fabricated out of cut limestone and brick (to match the City Campus) with a custom fence. The wing walls are optional and can conform to any street configuration. The Nebraska Logo would be illuminated, along with the custom light fixtures. The columns.



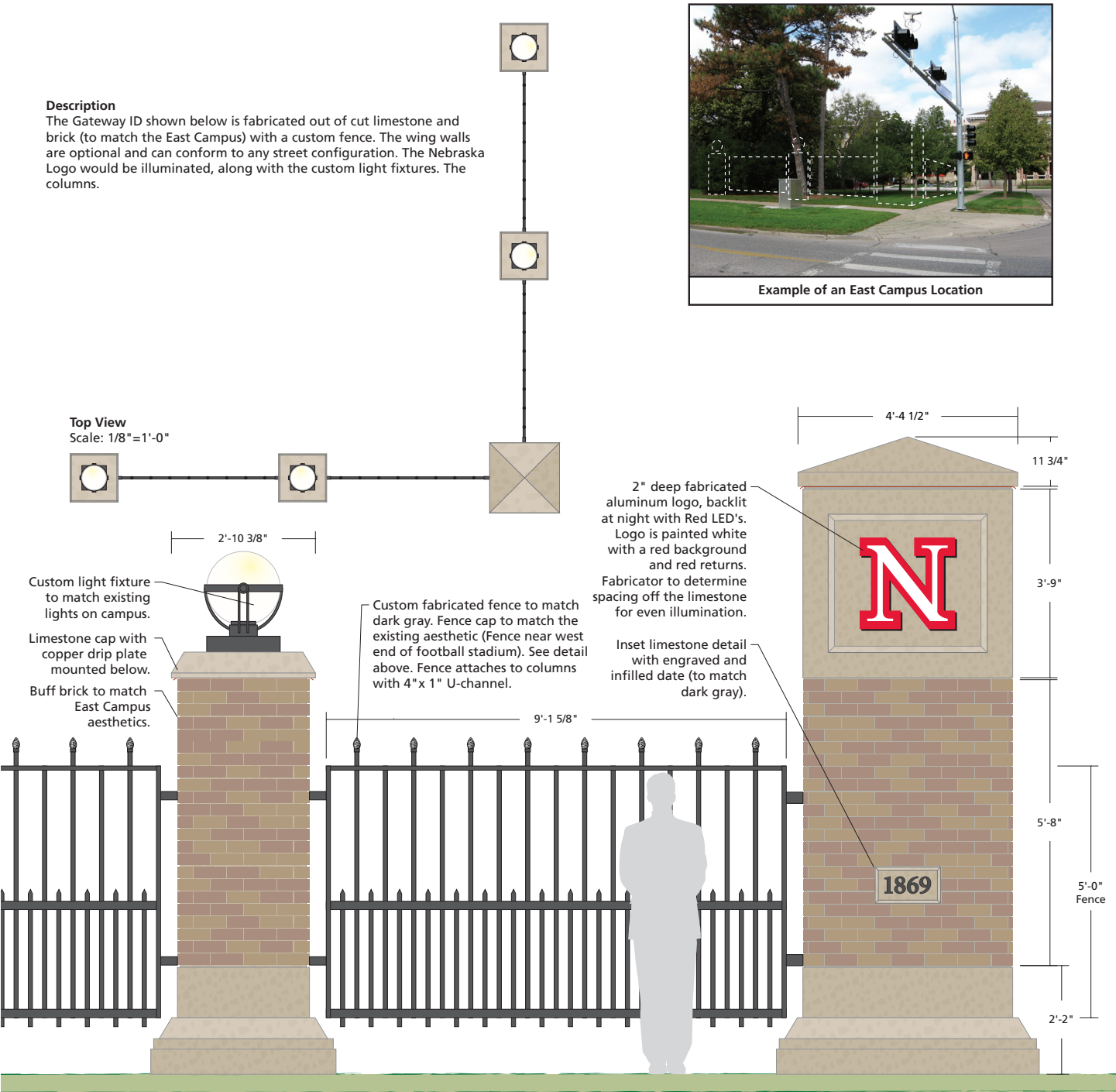
### Notes

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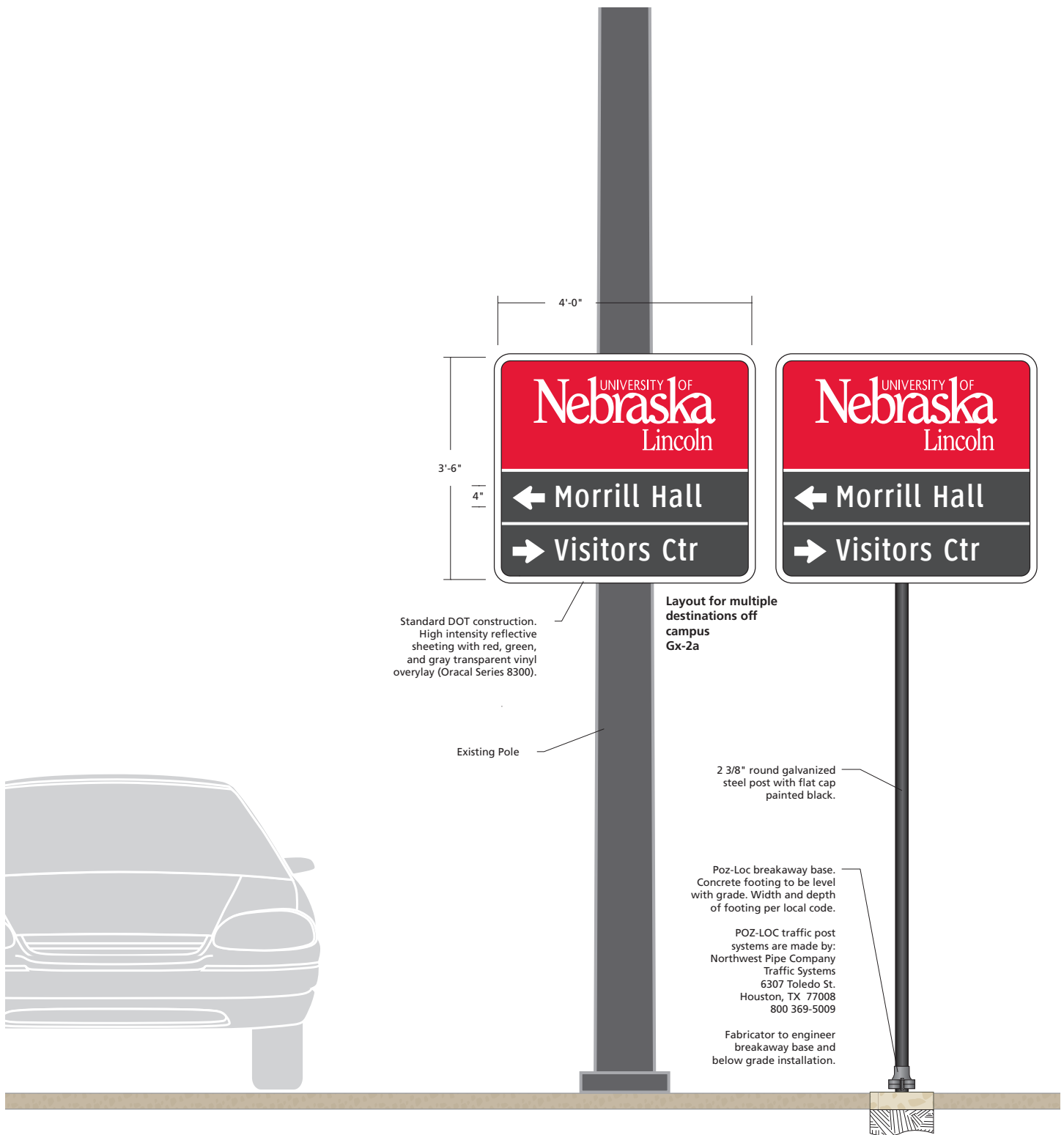
### Color Palette



Ix-2a - Gateway Identifier - East Campus



Notes	Color Palette			
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.				
	Silver MP07273	Red MPS8180	Dark Gray AKZO 499F2	MP White

**Gx-2 - Vehicular Guide - City Campus****Option 1****Notes**

This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.

**Color Palette**

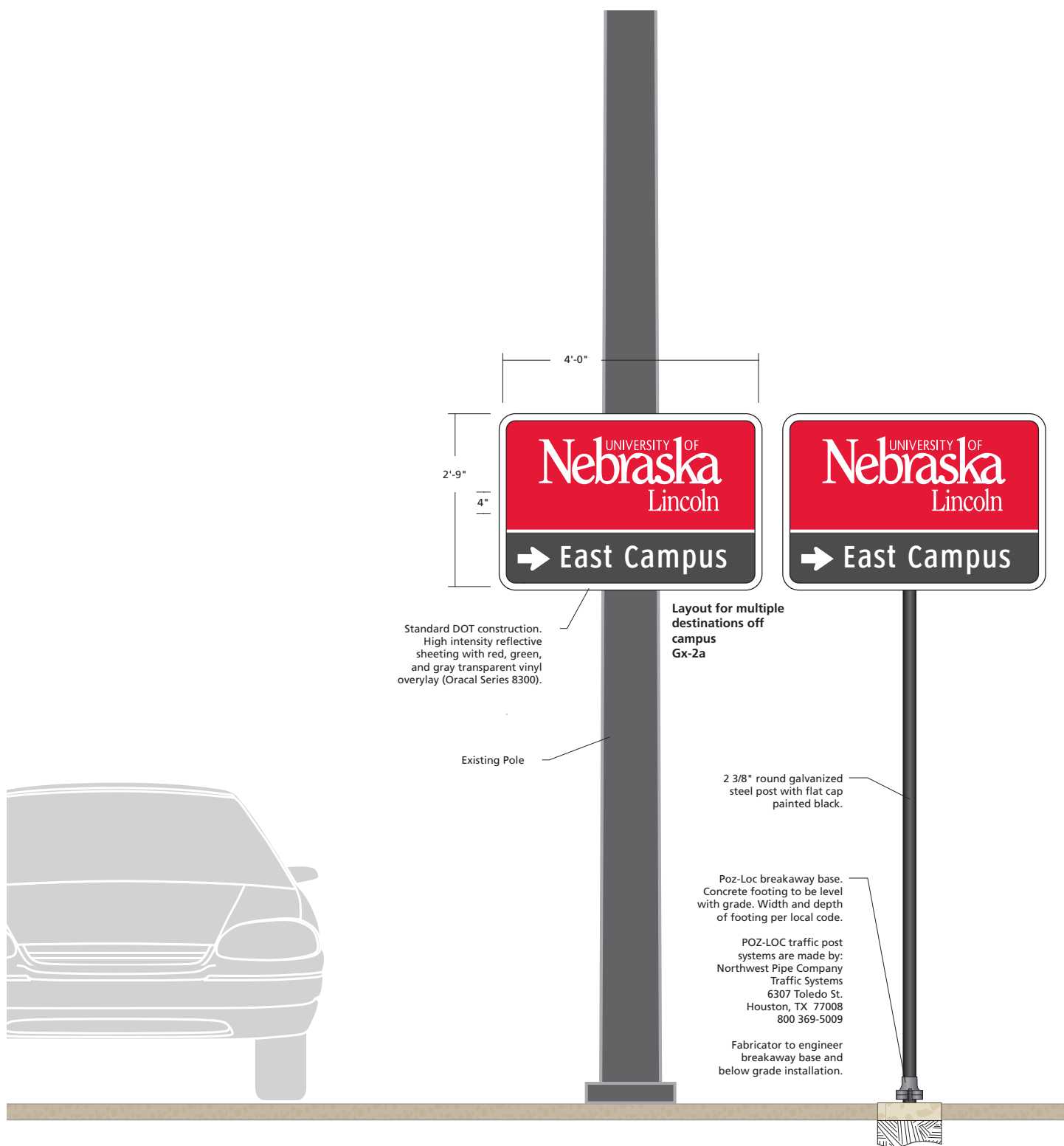
  
Red  
Transparent  
Vinyl

  
Dark Gray  
Transparent  
Vinyl

  
Green  
Transparent  
Vinyl





  
High Intensity  
Reflective White

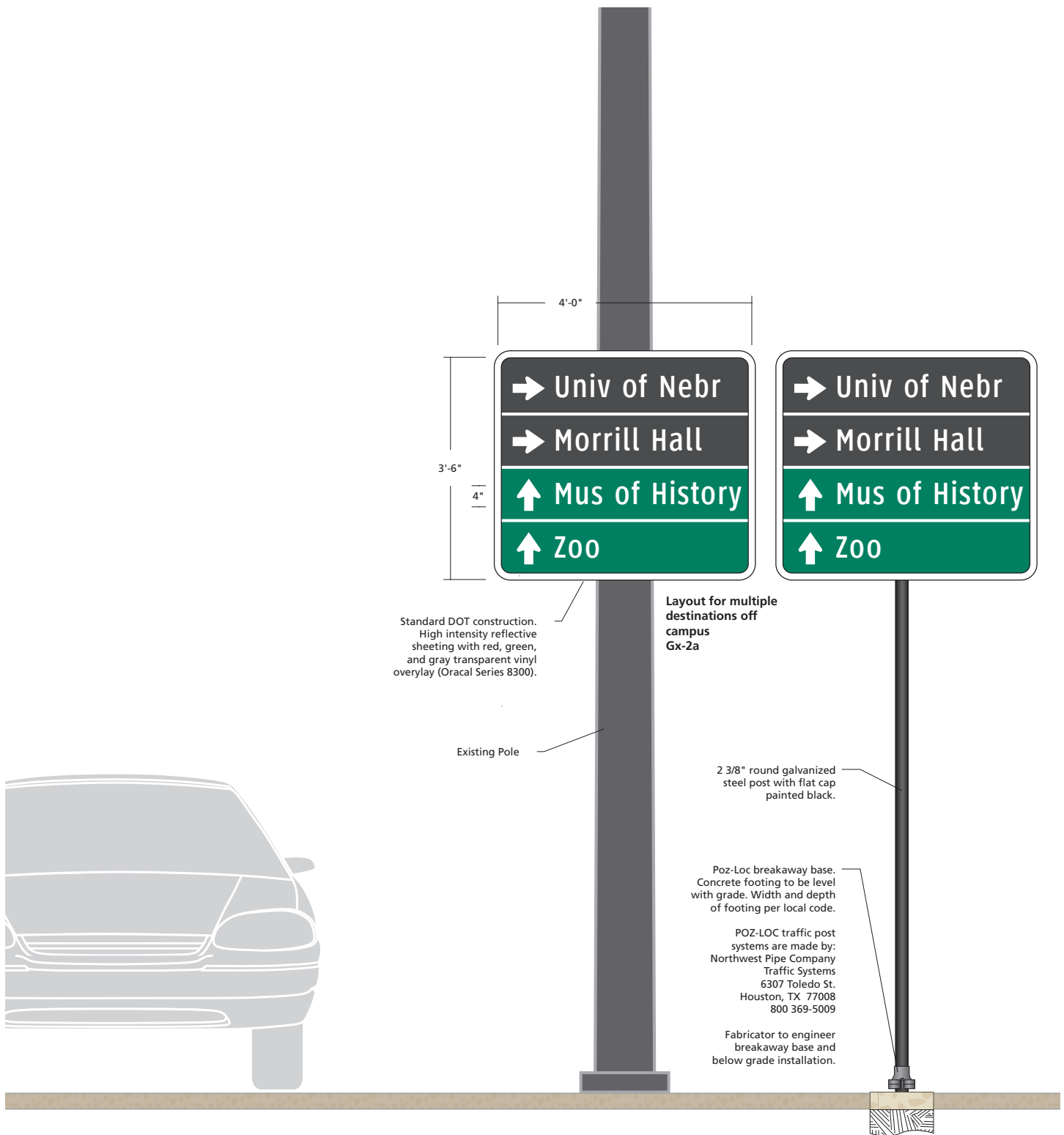


**Gx-2a - Vehicular Guide - City Campus****Option 2****Notes**

This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.

**Color Palette**

			
Red Transparent Vinyl	Dark Gray Transparent Vinyl	Green Transparent Vinyl	High Intensity Reflective White

**Gx-2b - Vehicular Guide - City Campus****Option 3****Notes**

This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.

**Color Palette**

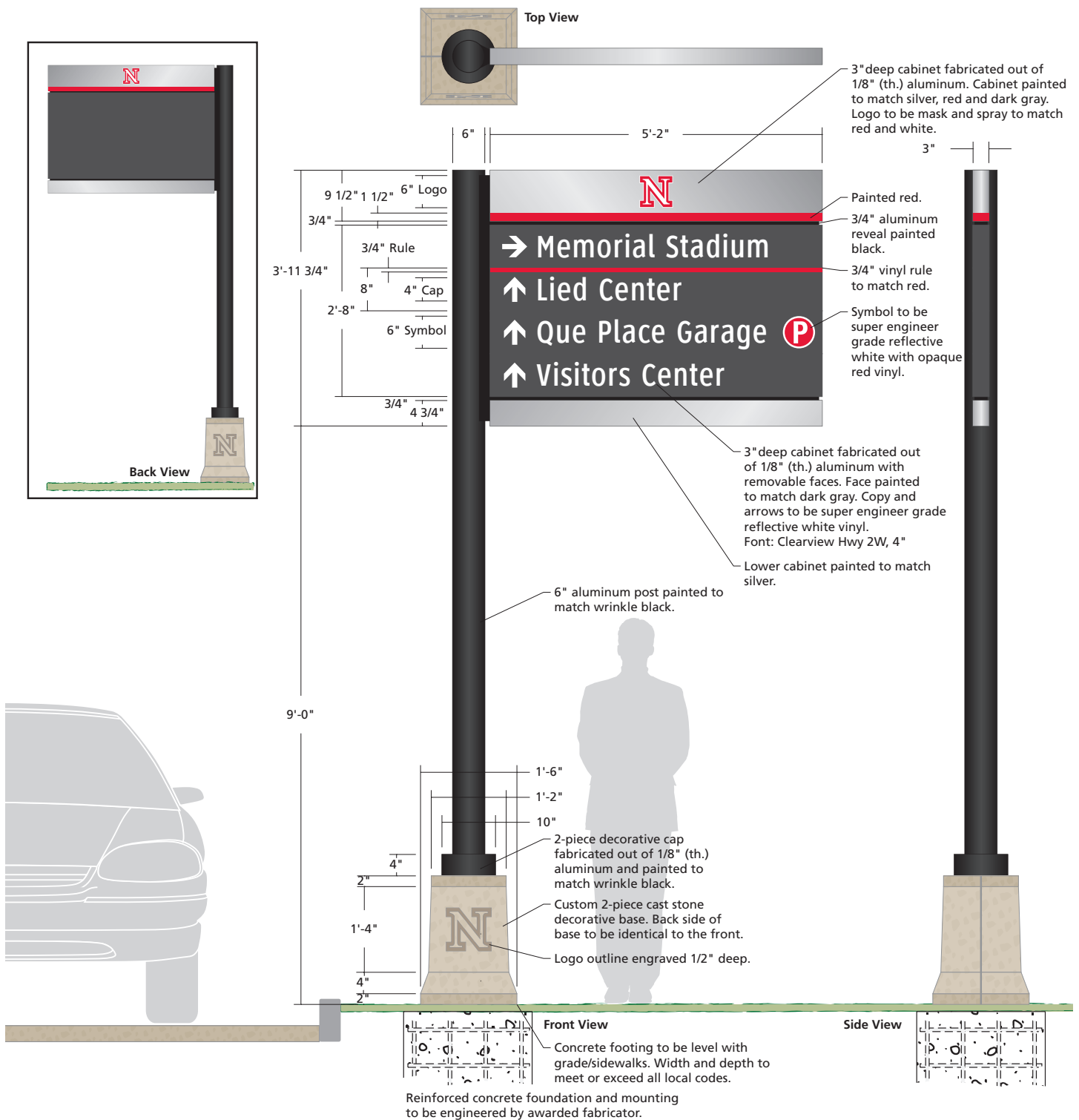
Red  
Transparent  
Vinyl

Dark Gray  
Transparent  
Vinyl

Green  
Transparent  
Vinyl

High Intensity  
Reflective White

## Gx-3 - Vehicular Guide - Large



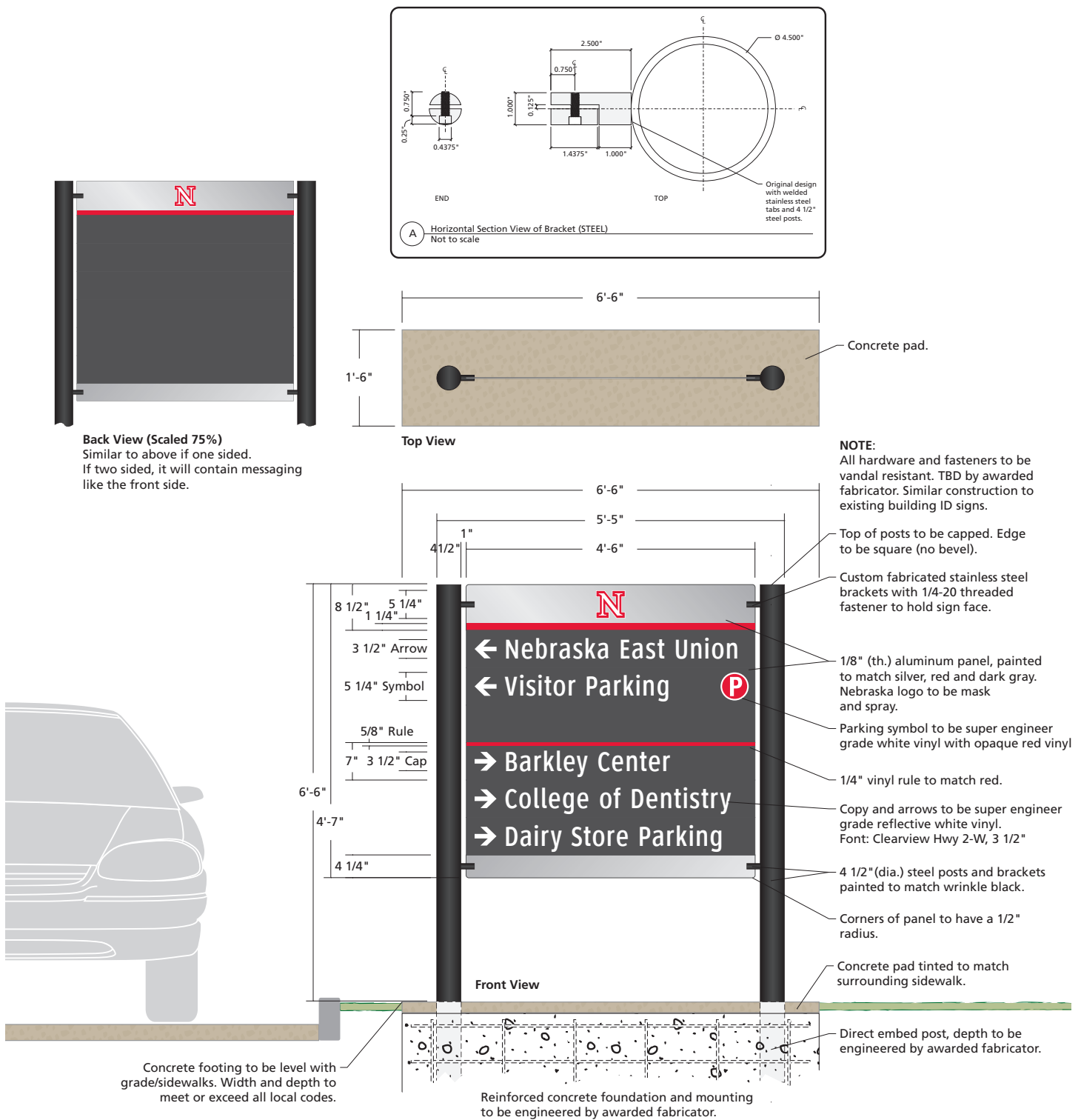
## Notes

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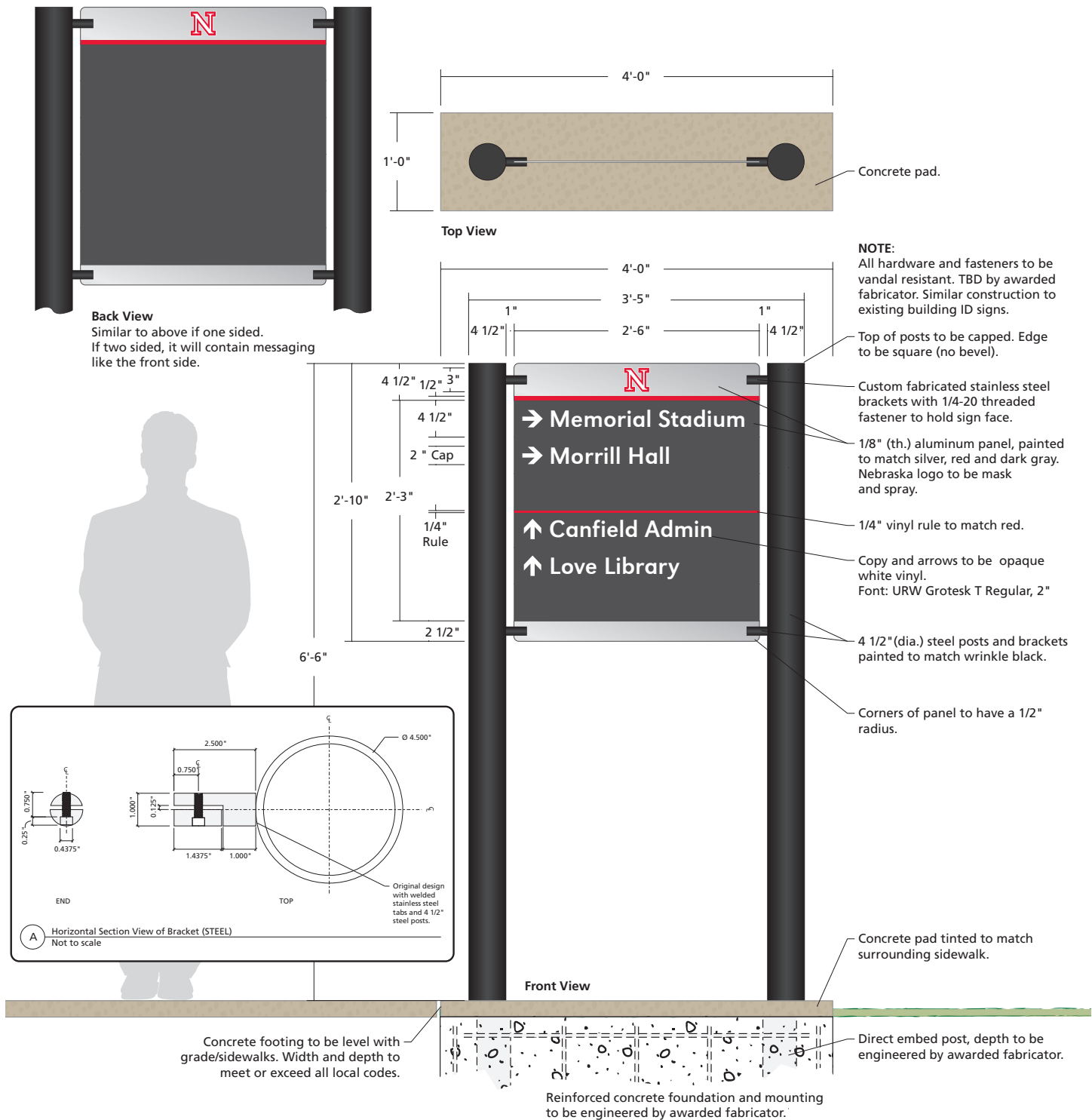
## Color Palette

Wrinkle Black MP58178 287113SP Suede	Silver MP07273	Red MP58180 or Avery A6350-O	Dark Gray AKZO 499F2	White Super Engineer Grade Reflective

## Gx-4 - Vehicular Guide - Small



## Gx-5 - Pedestrian Guide



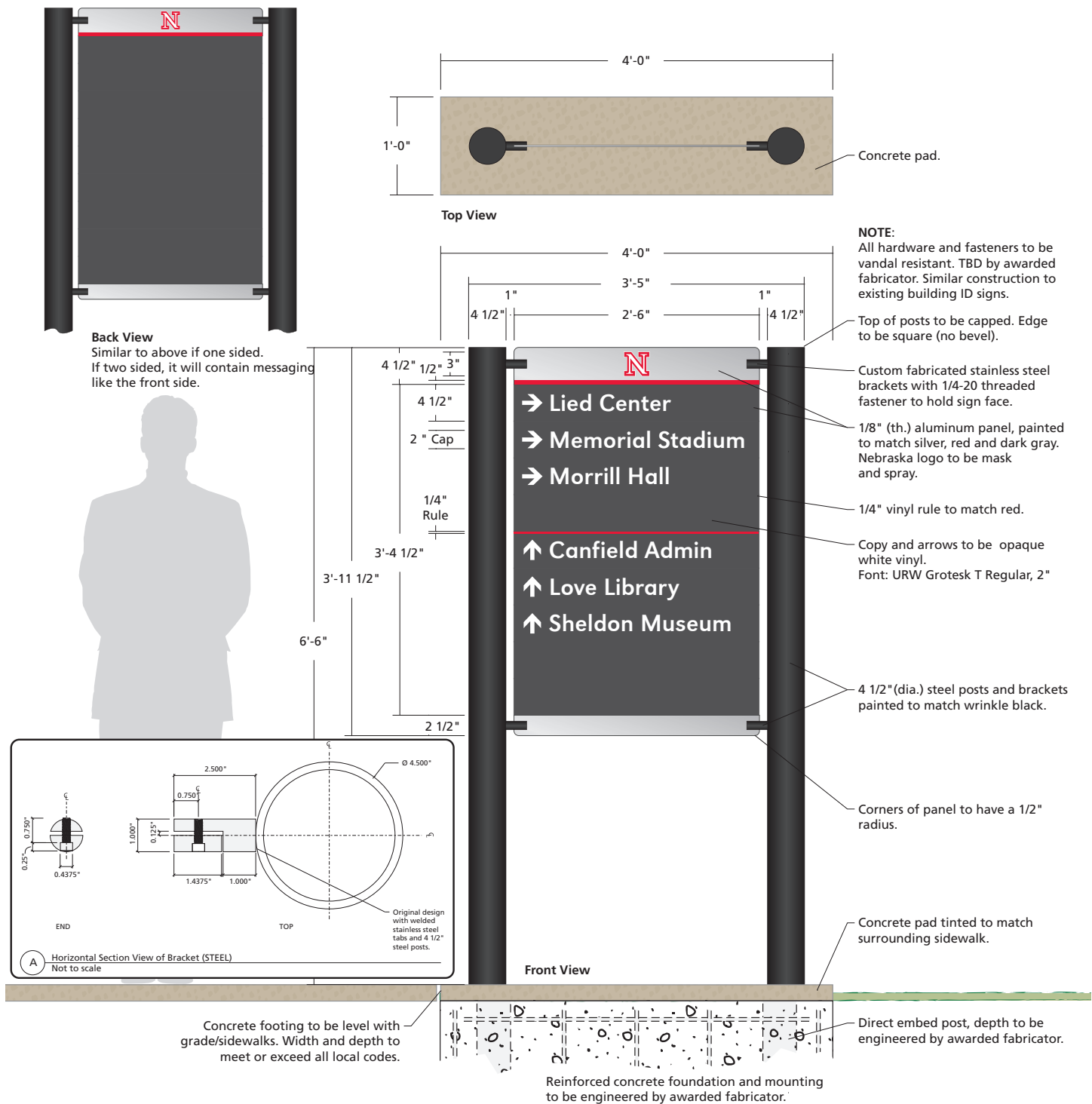
## Notes

This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.

## Color Palette

Wrinkle Black MP58178 287113SP Suede	Silver MP07273	Red MP58180 or Avery A6350-O	Dark Gray AKZO 499F2	White Opaque Vinyl

## Gx-5a - Pedestrian Guide - Large



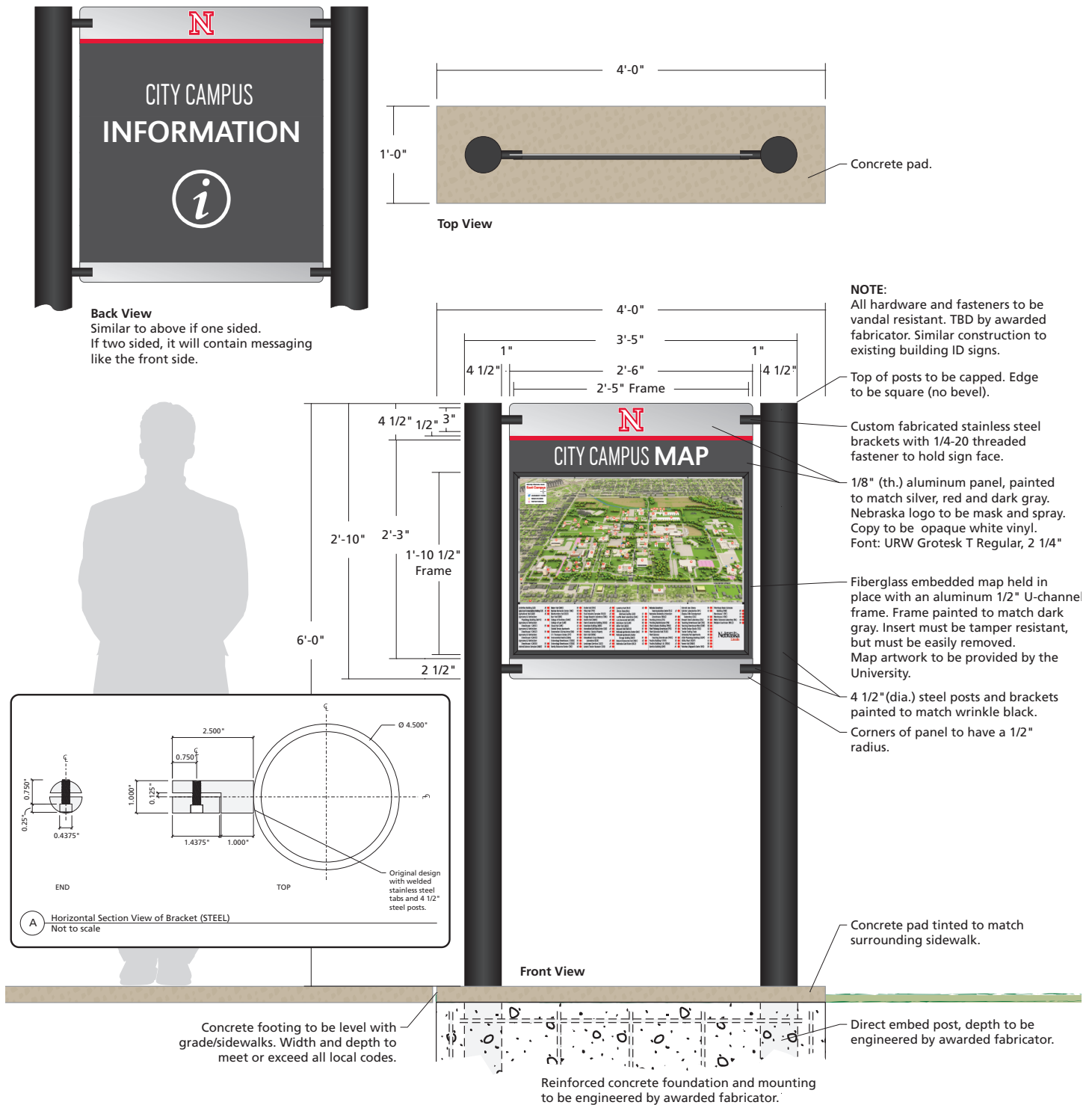
**Notes**

This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.

## Color Palette

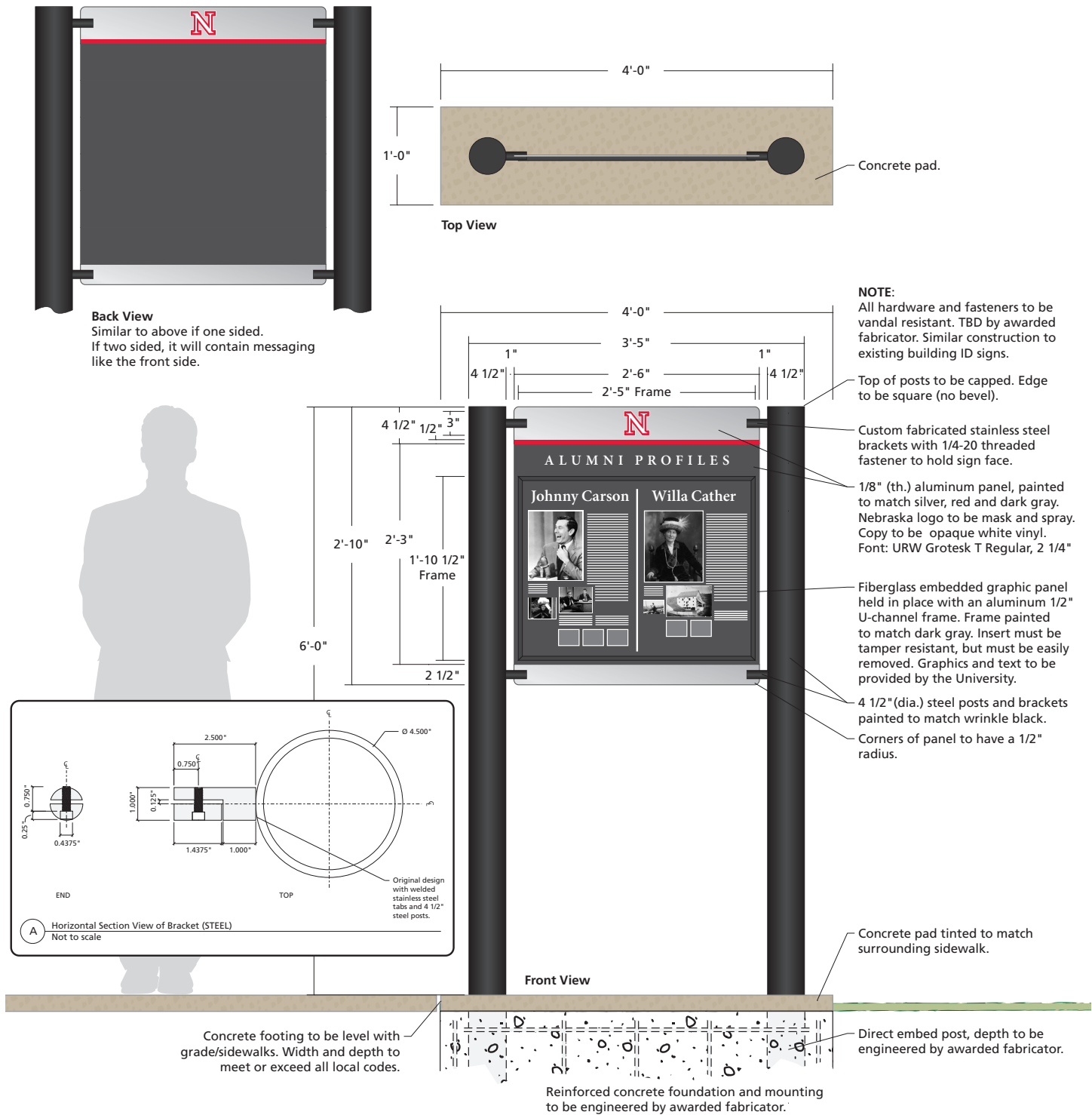
Wrinkle Black MP58178 287113SP Suede	Silver MP07273	Red MP58180 or Avery A6350-O	Dark Gray AKZO 499F2	White Opaque Vinyl

## Dx-1 - Pedestrian Map





## Dx-2 - Interpretive Identifier



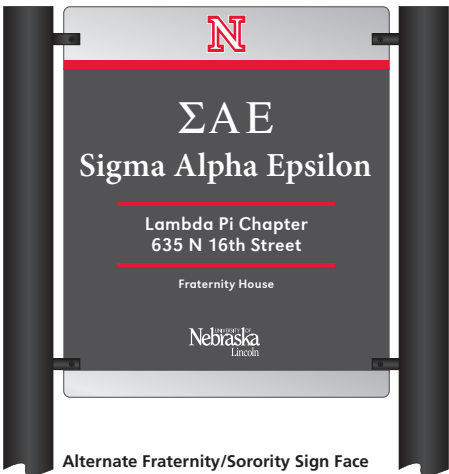
## Notes

This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.

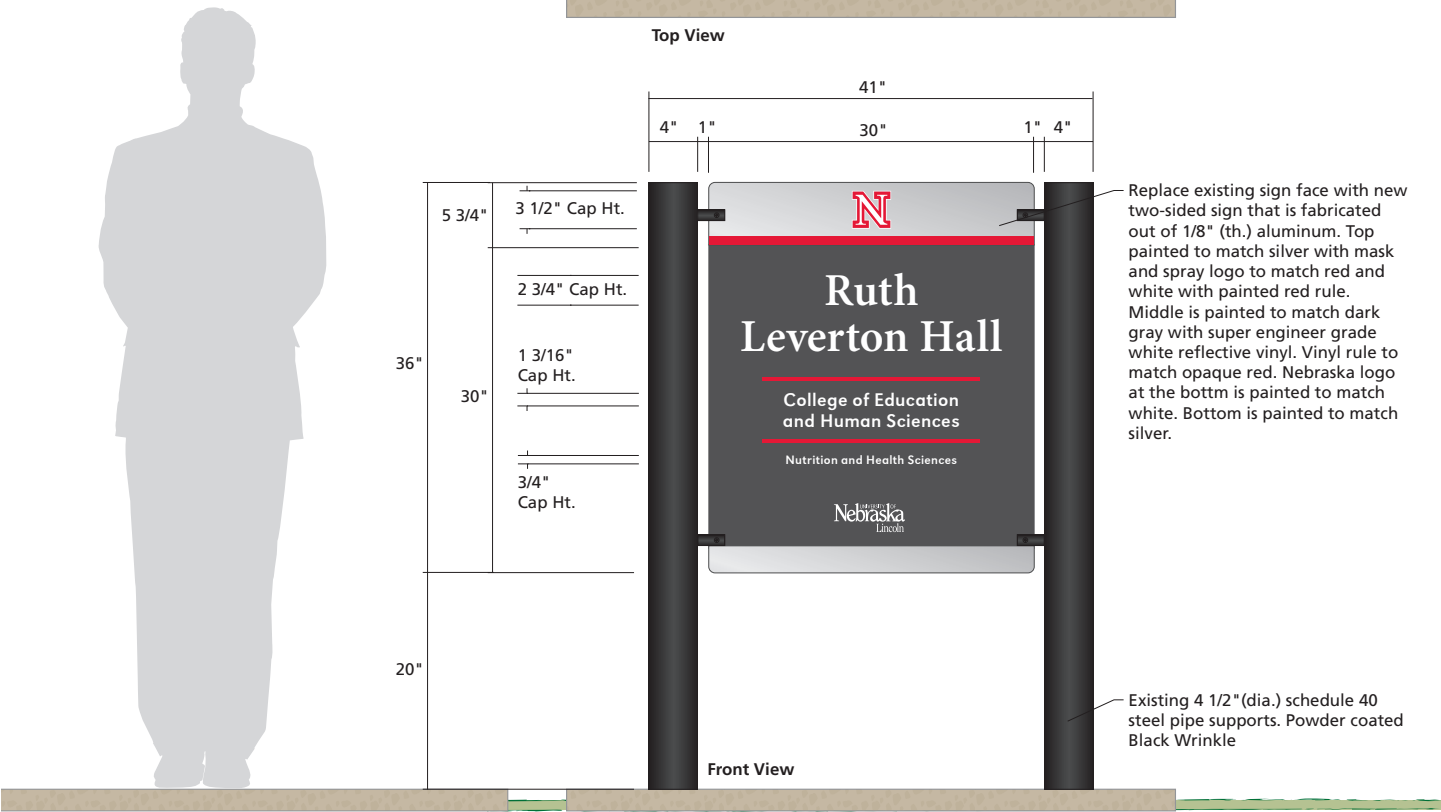
## Color Palette

Wrinkle Black MP58178 287113SP Suede	Black MP Jet Black	Silver MP07273	Red MP58180	Dark Gray AKZO 499F2	White

Ix-3 - Building Identifier

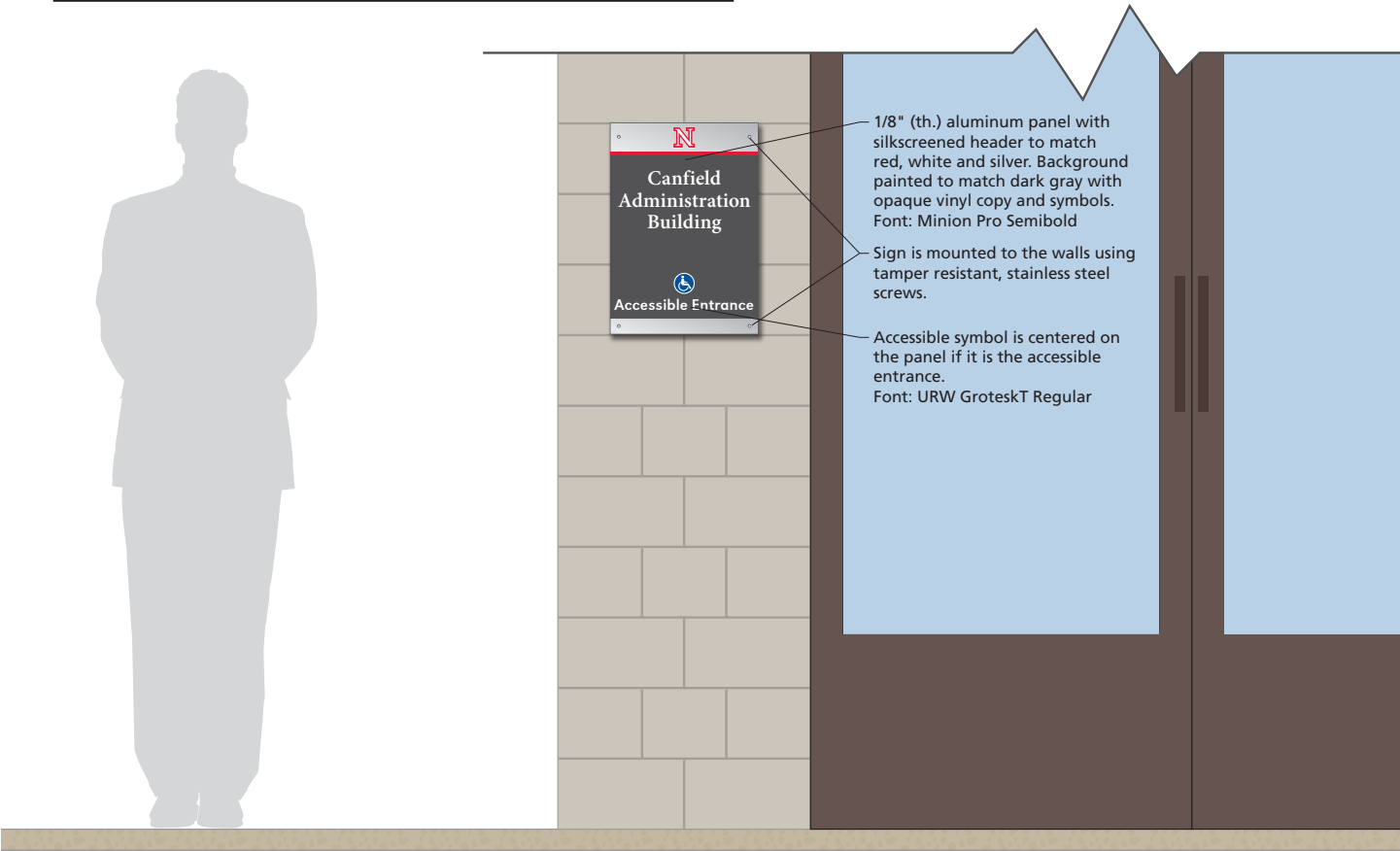
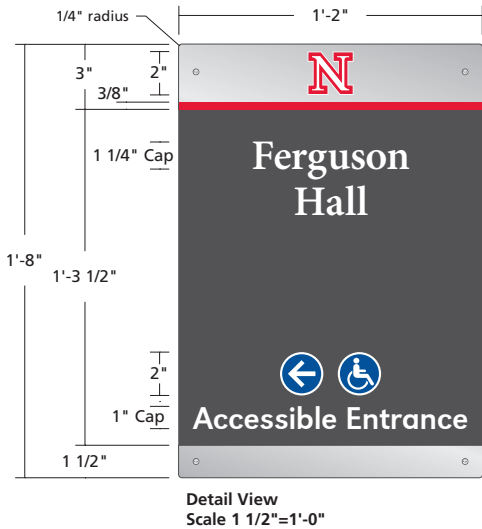


Top View



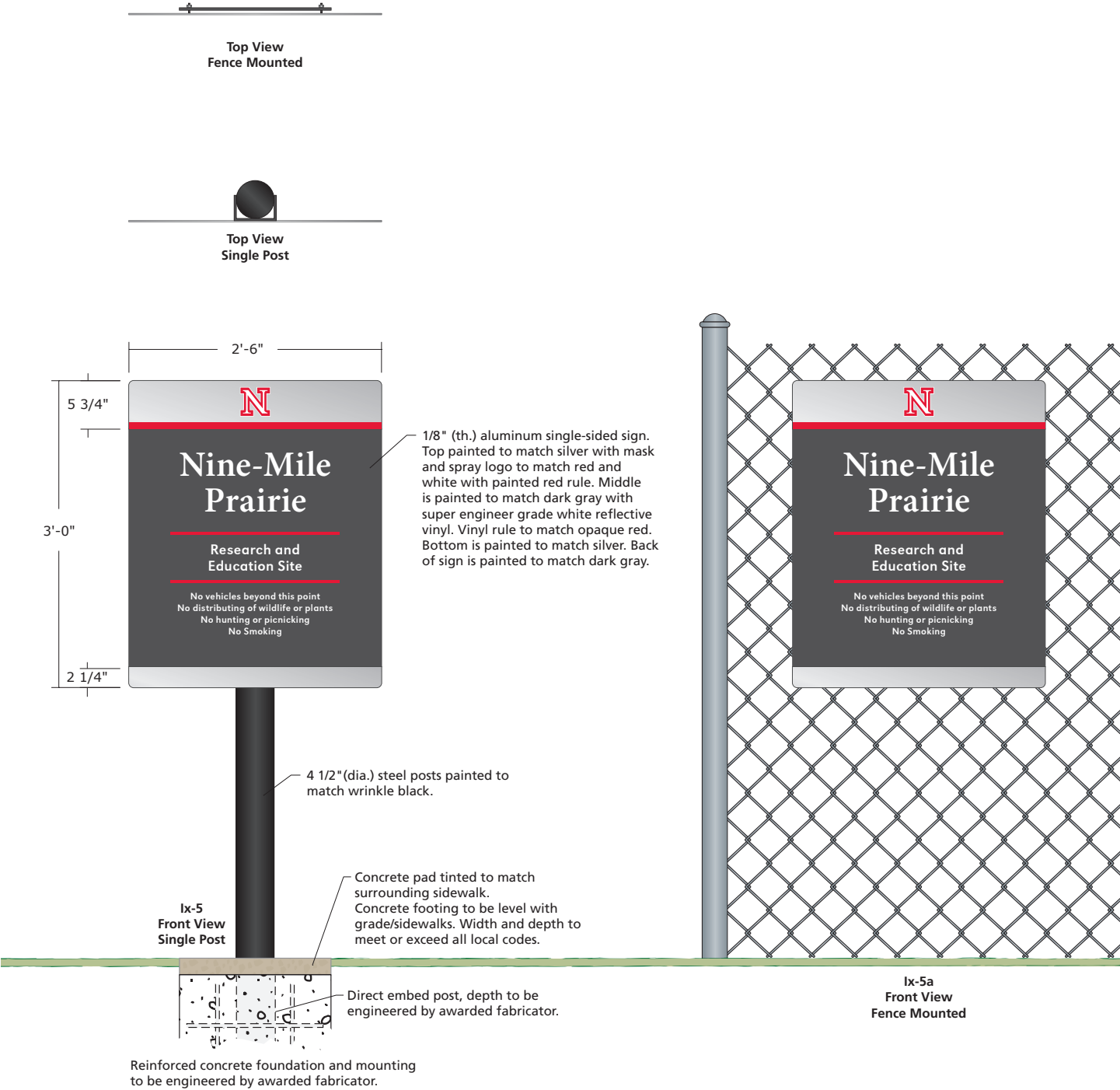
Notes	Color Palette				
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.					
	Wrinkle Black MP58178 287113SP Suede	Silver MP07273	Red MP58180 or Avery A6350-O	Dark Gray AKZO 499F2	MP White or Super Engineer Grade Reflective

Ix-4 - Building Entrance Identifier



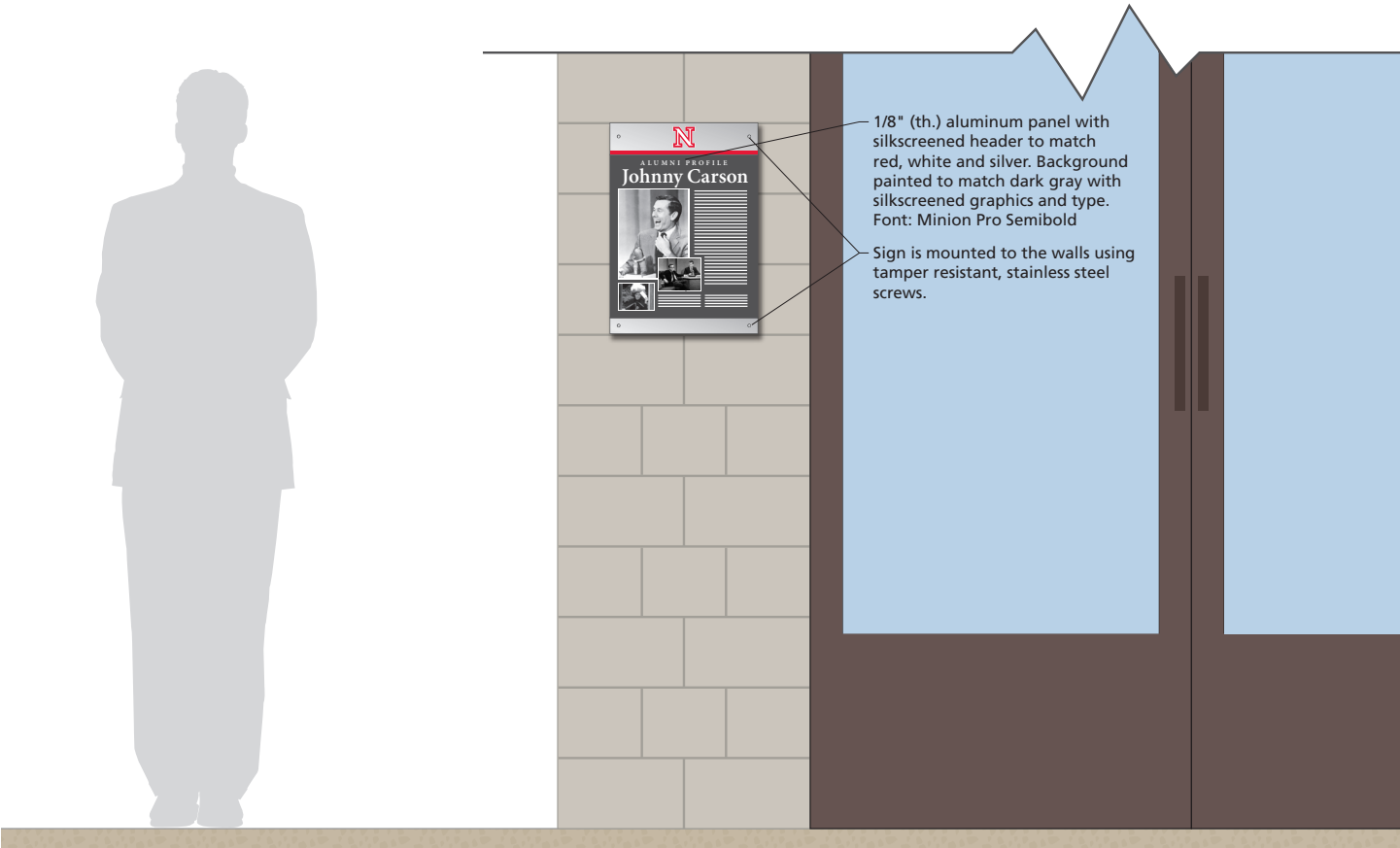
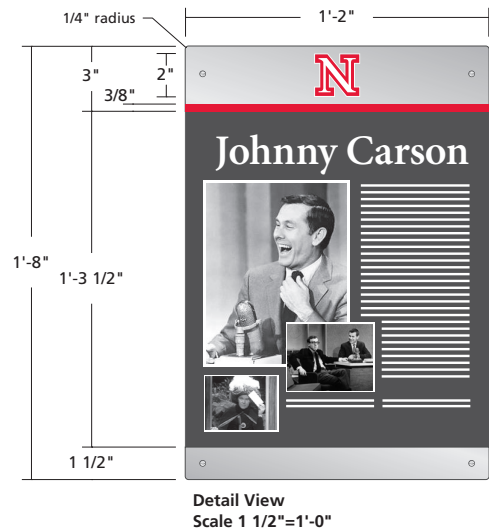
Notes	Color Palette			
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.				
	Silver MP07273	Red MP58180 or Avery A6350-O	Dark Gray AKZO 499F2	MP White and White Opaque Vinyl





Ix-5 - General Information Identifier

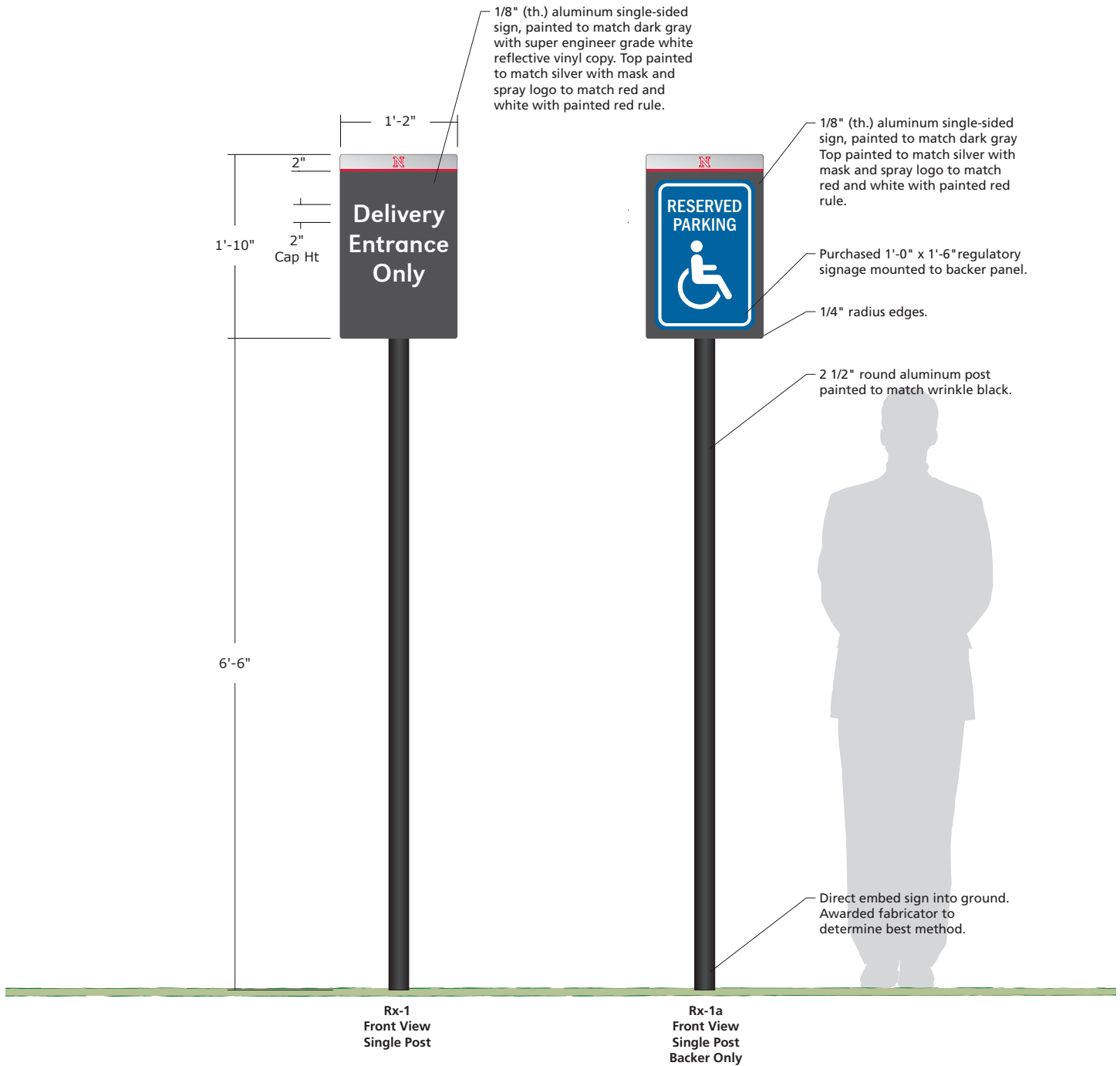


Notes	Color Palette					
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.						
	Wrinkle Black MP58178 287113SP Suede	Black MP Jet Black	Silver MP07273	Red MP58180	Dark Gray AKZO 499F2	MP White or Super Engineer Grade Reflective

Ix6 - Interpretive Identifier - Wall-Mounted



Notes	Color Palette			
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.				
	Silver MP07273	Red MP58180 or Avery A6350-O	Dark Gray AKZO 499F2	MP White and White Opaque Vinyl

**Rx-1 - Regulatory****Notes**

This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.

**Color Palette**

Wrinkle Black MP58178 287113SP Suede	Black MP Jet Black	Silver MP07273	Red MP58180	Dark Gray AKZO 499F2	White or Super Engineer Grade Reflective

Rx2 - Street Sign - Overhead

Option 1

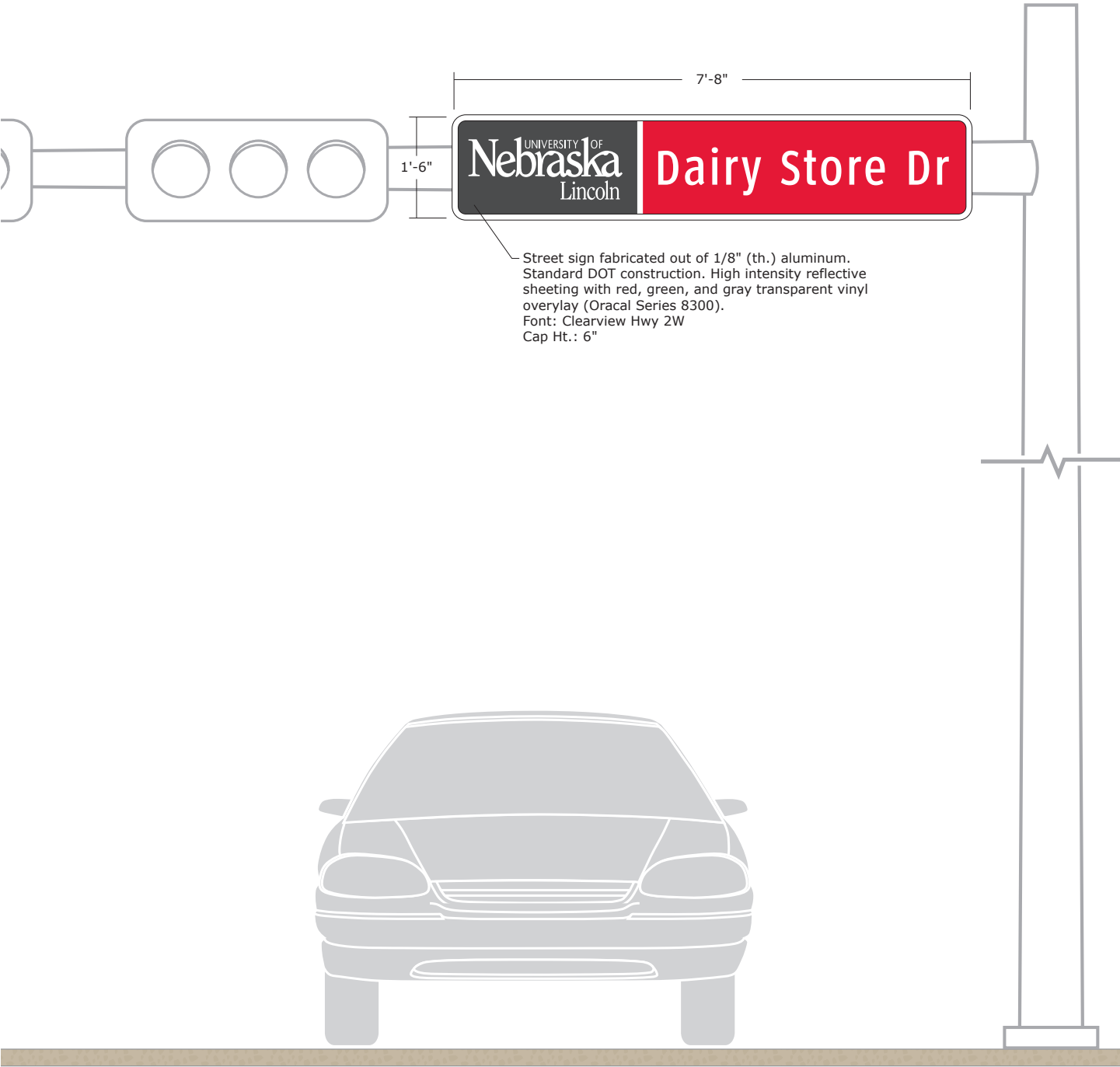






Notes	Color Palette			
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.				
	Red	Dark Gray	Green	High Intensity
	Transparent	Transparent	Transparent	Reflective White
	Vinyl	Vinyl	Vinyl	



Rx-2 - Street Sign - Overhead (cont'd)

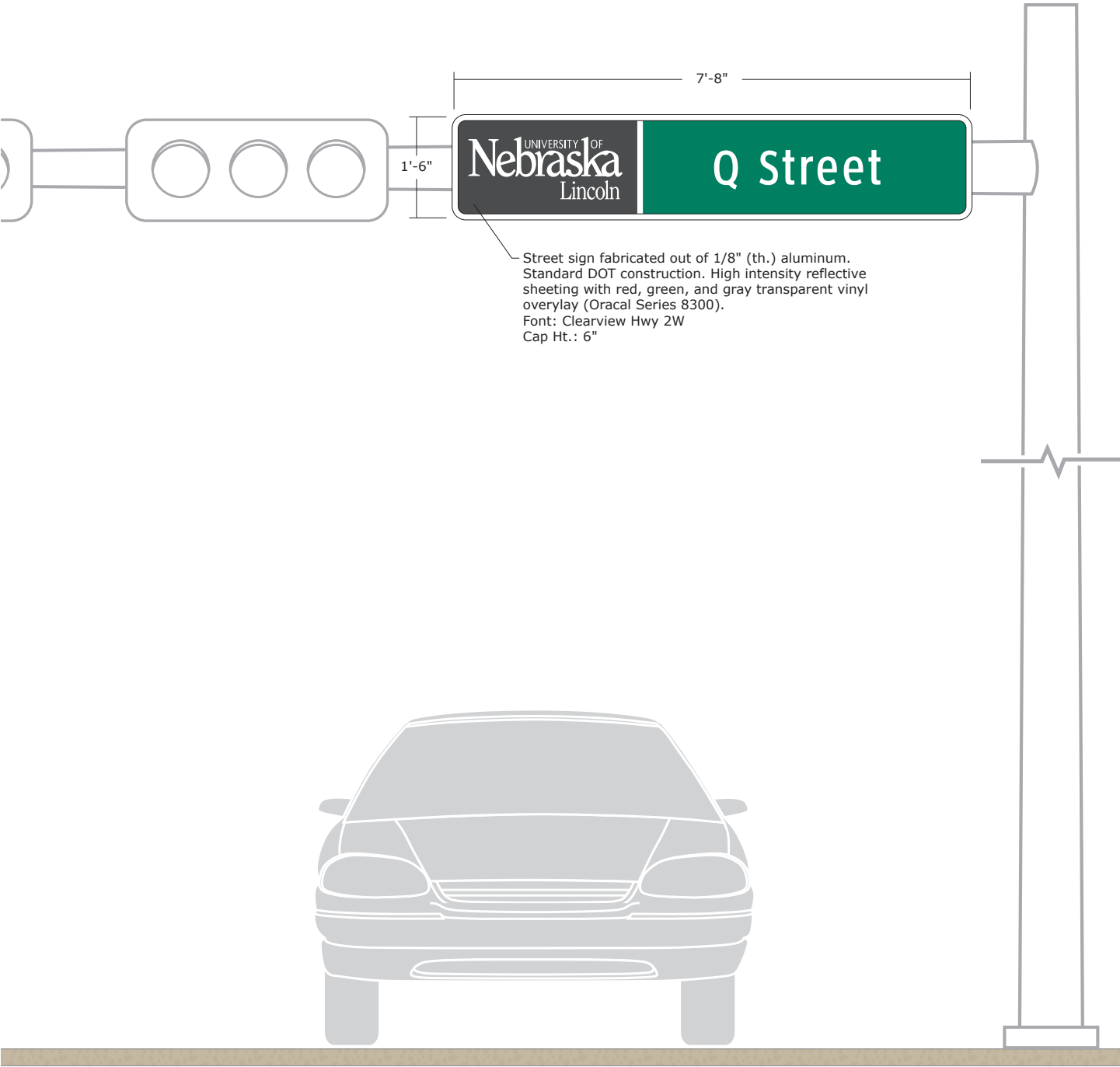
Option 2



Notes	Color Palette			
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.				
	Red Transparent Vinyl	Dark Gray Transparent Vinyl	Green Transparent Vinyl	High Intensity Reflective White

Rx-2 - Street Sign - Overhead (cont'd)

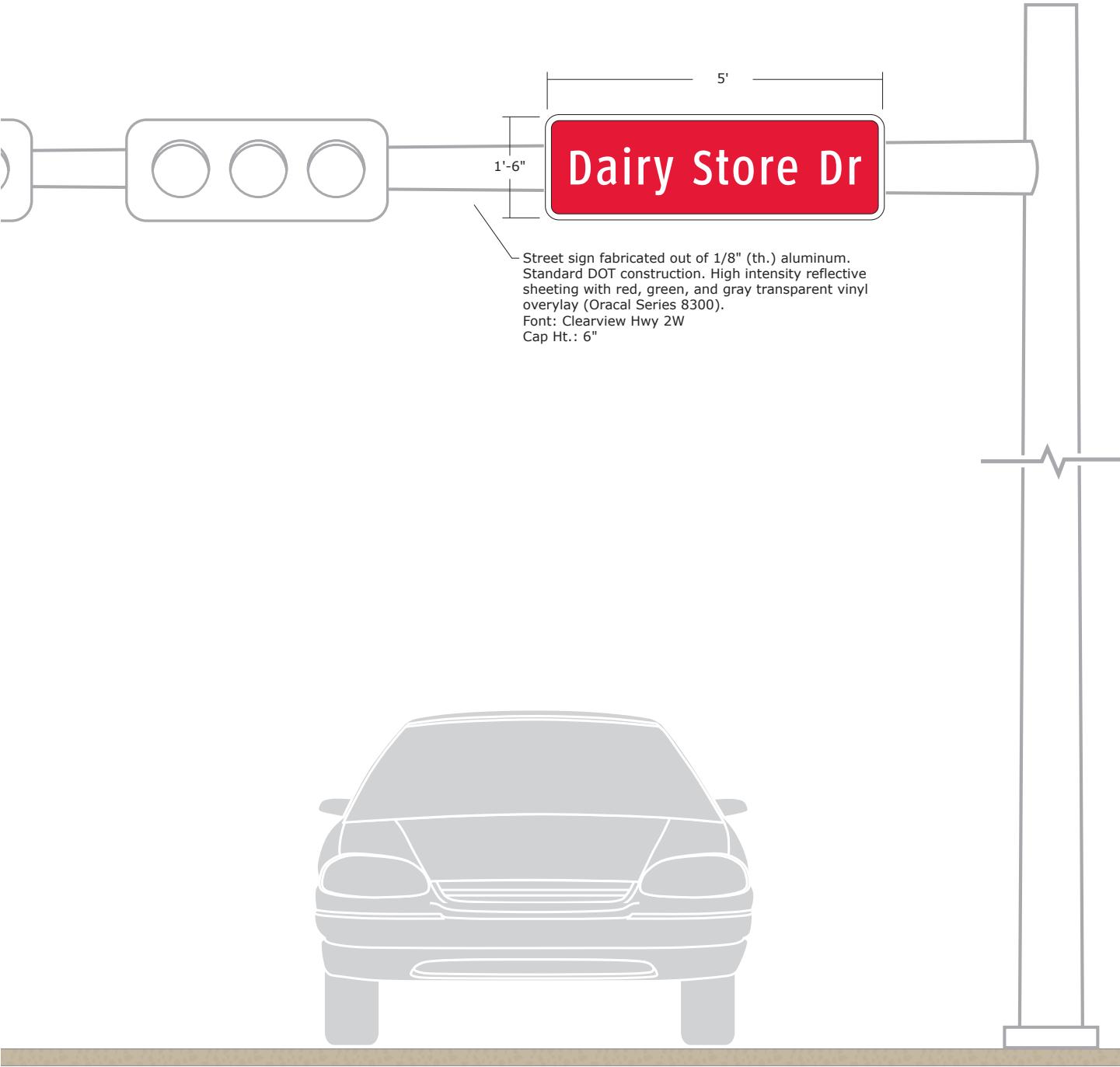
Option 3



Notes	Color Palette			
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.				
	Red	Dark Gray	Green	High Intensity
	Transparent	Transparent	Transparent	Reflective White
	Vinyl	Vinyl	Vinyl	

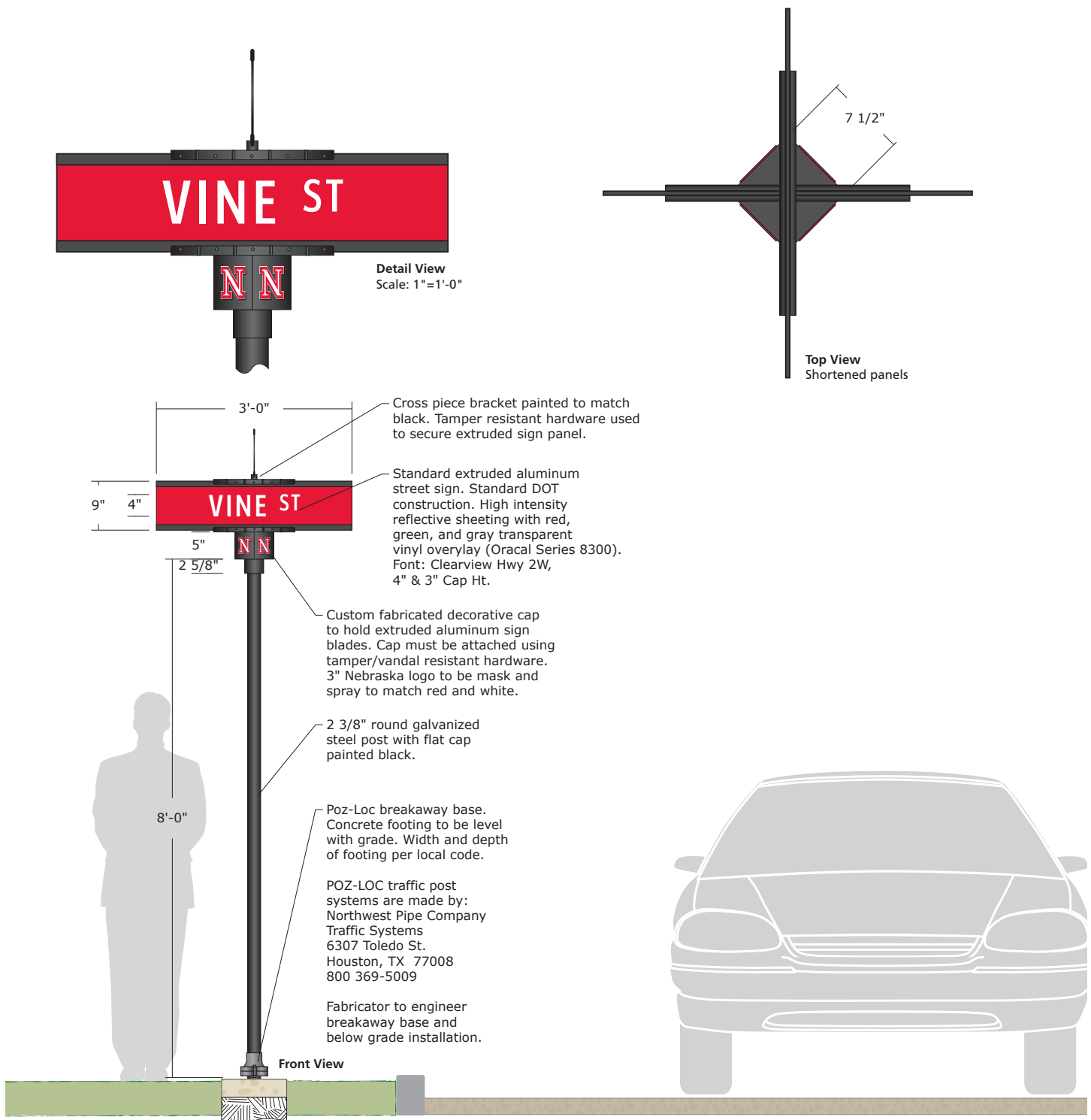
Rx-2 - Street Sign - Overhead (cont'd)

Option 4



Notes	Color Palette			
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.				
	Red	Dark Gray	Green	High Intensity
	Transparent	Transparent	Transparent	Reflective White
	Vinyl	Vinyl	Vinyl	

## Rx-3 - Street Sign - Post



## Notes

This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.

## Color Palette

Silver  
MP07273

Red  
MP58180  
or  
Avery A6350-O

Dark Gray  
AKZO 499F2

MP White  
and  
Reflective White





Rx-3 - Street Sign - Post (cont'd)



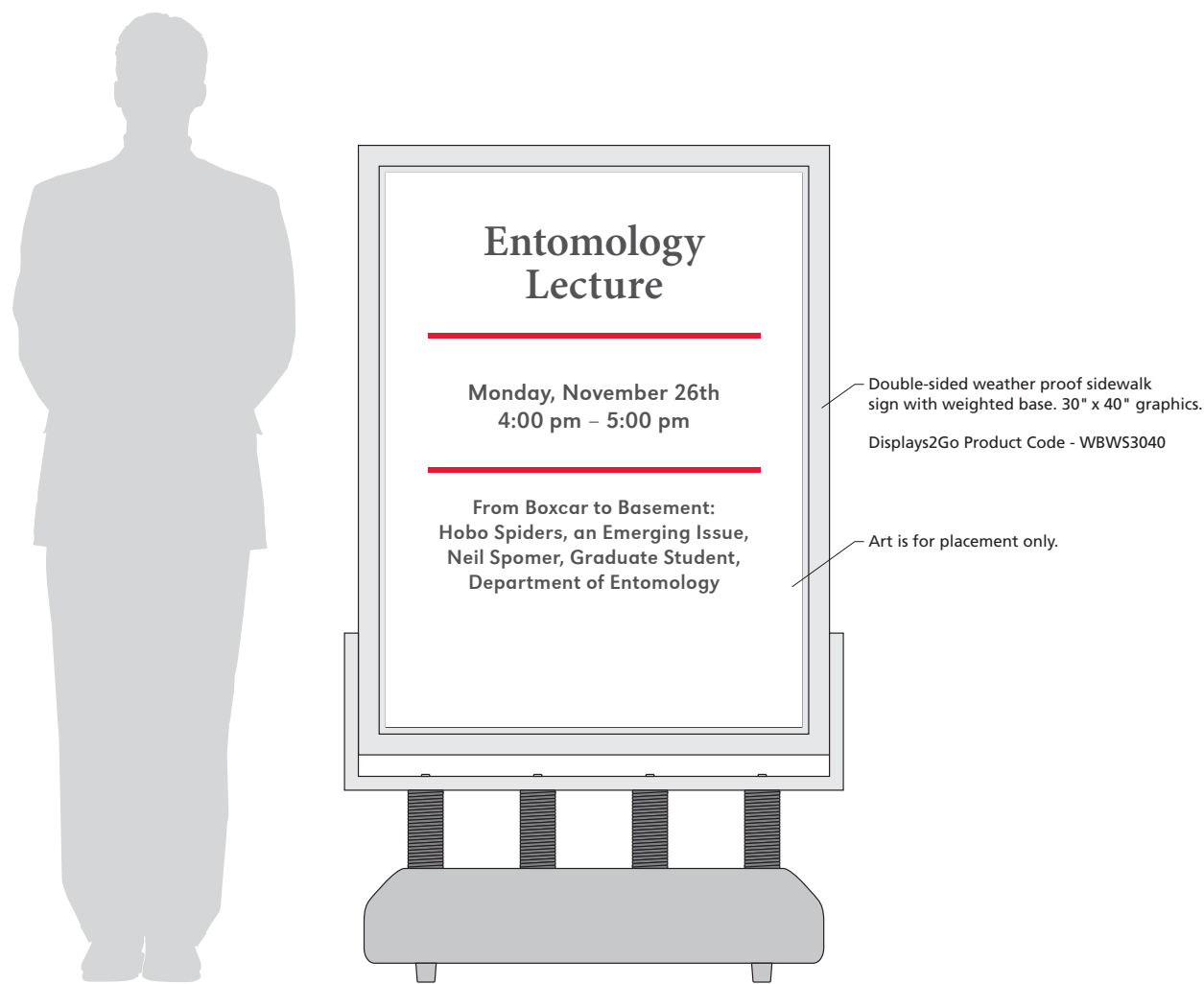
Alternate Color Option 1  
Gray with Red Stipe



Alternate color Option 2  
Green only

Notes	Color Palette			
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.				
	Silver MP07273	Red MP58180 or Avery A6350-O	Dark Gray AKZO 499F2	MP White and Reflective White

Tx-1 - Temporary Portable Sign



Notes	Color Palette			
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.	<div></div>	<div></div>	<div></div>	<div></div>
	Wrinkle Black MP58178 287113SP Suede	Silver MP07273	Red MP58180 or Avery A6350-O	Dark Gray AKZO 499F2

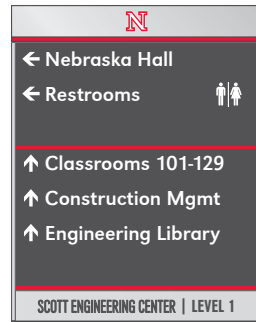
## Interior Sign Type Descriptions

### Wall Guides

These sign types are located at key building intersections and along major pathways to direct to nearby destinations and amenities while the header element and colors reinforce the University of Nebraska identity. A footer element on two of these sign types lists the building name and level number.

Destinations should be listed in the following order: left, then right, then straight ahead. Destinations within each directional grouping should be listed alphabetically.

See Pages 41-43



### Department, Room, Office and Regulatory Identifiers

These sign types are used to indicate the location of public destinations while the header element and colors reinforce the University of Nebraska identity. The largest version of this sign type (as shown in the illustration to the right) can also list other information such as hours of operation. Two of the sign types can also incorporate a notifier bar to hold temporary paper inserts.

A footer element on most of the sign types presents the room name or number in tactile lettering and Braille, as required by the Americans with Disabilities Act.

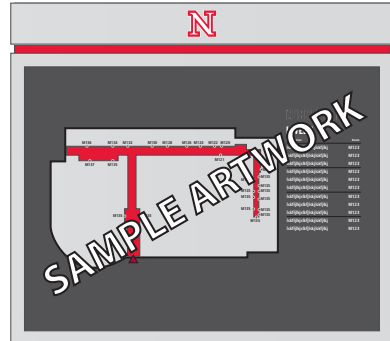
See Pages 44-49



### Building Directory

This sign type lists the building name and level, and displays a floor plan of the building along with the location of public corridors, building destinations and amenities. The header element and colors reinforce the University of Nebraska identity.

See Page 50



### Faculty Directory

This sign type lists the building name and level, along with the names and room numbers of faculty members whose offices are in the building. The header element and colors reinforce the University of Nebraska identity.

See Page 51

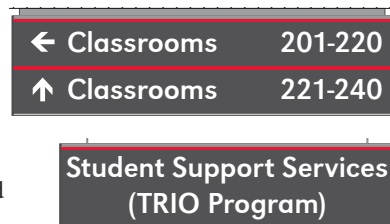


### Overhead Directional and Identifier Signage

These sign types are used to direct to or indicate the location of high-level destinations and amenities in areas where wall-mounted guides and identifiers are not practical.

Their use should be limited due to the fact that people, particularly the elderly, often fail to look up for sign information.

See Page 52



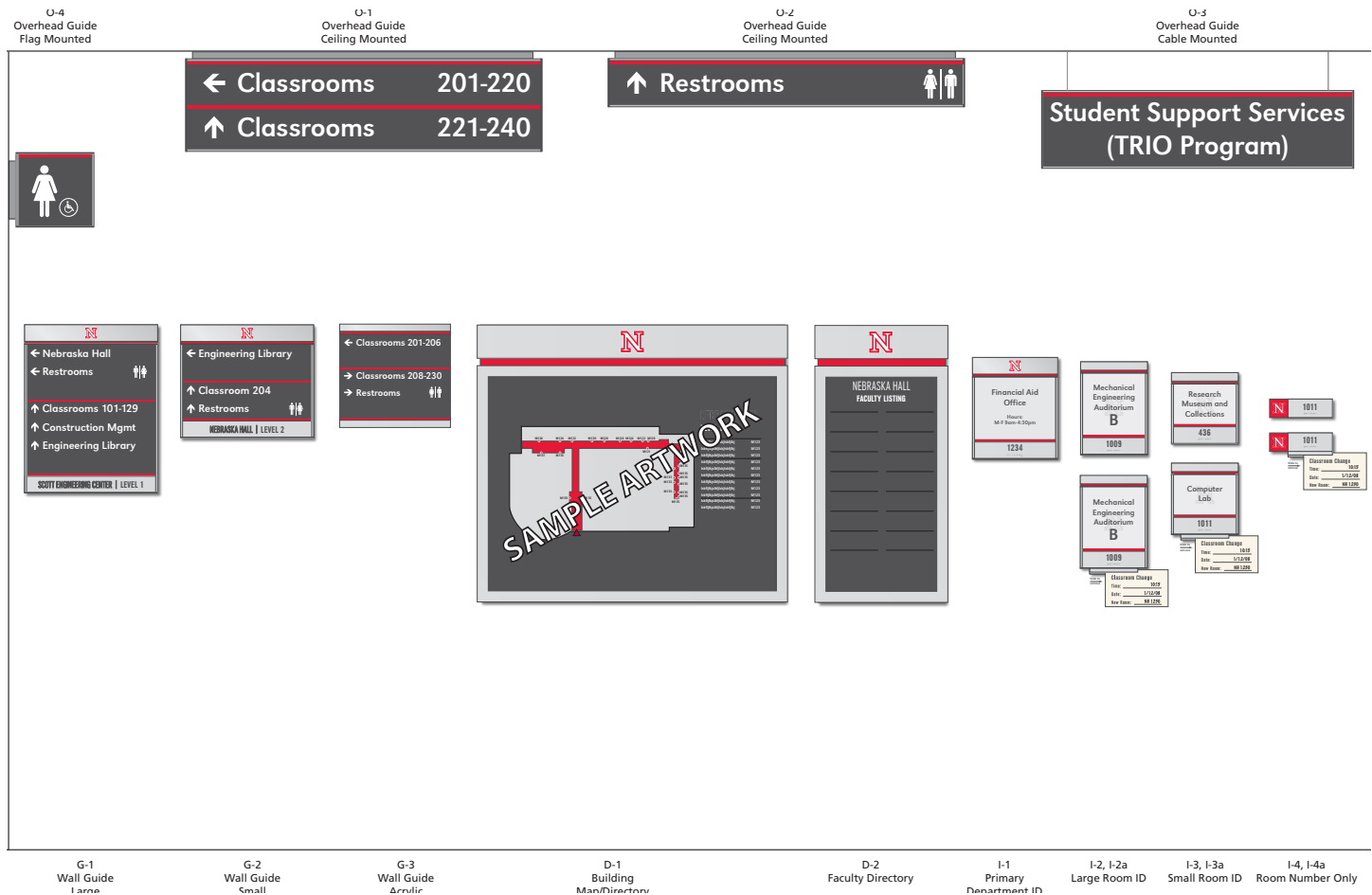
### Notice and Regulatory Inserts

These sign types are used wherever notice or regulatory information needs to be posted and changed regularly. Two sizes allow the printing and use of different-sized inserts.

See Pages 53-54



## Interior Sign Array





## Interior Graphic Standards



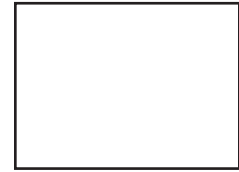
Anodized Aluminum  
Finish



Red  
MP58180



Dark Gray  
AKZO 499F2



White

**Fabricator is responsible for matching all colors and materials as specified and is required to provide Corbin and The University of Nebraska–Lincoln with color and material samples for approval.**

**CAUTION!**  
**CONSISTENT AND ACCURATE COLOR REPRODUCTION IN THIS DOCUMENT CANNOT BE ASSURED DUE TO THE LIMITATIONS OF COLOR COPYING TECHNOLOGY.**

The Coated Pantone Matching System®, 3M vinyl system, and Matthews Paint system is used for specifying signage color matches. (In the absence of actual sign material color chip reference sets, actual specified product color swatches should be referenced for color matching.)

Shown here are approximations of the primary signage background colors and supporting accent colors.

Actual color finishes on signage are to be matte or low luster (not shiny or glossy) and exclusively a premium acrylic polyurethane.

Signage paints produced by Matthews Paint Company are to be the standard reference.

Font: URWGrotesk Regular (Guide Messaging and Destination Names)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**  
**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0123456789**

Font: URWGrotesk T Light Condensed (Building Identification)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**  
**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0123456789**

Font: URWGrotesk T Bold Condensed (Level Identification)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**  
**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0123456789**



Academic N (Campus Icon)

Refer to University Toolbox for use applications.

Font substitutions are not acceptable.  
It is recommended that the Fabricator purchase these fonts.

These fonts can be purchased from:  
Adobe: [www.fonts.com](http://www.fonts.com)

Spacing %  
Wider-than-normal-spacing is required with tactile lettering.

Range Kerning %  
If default settings are possible for range kerning, it should be set to 30%-50% em for tactile/Braille applications.

Braille  
Fabricator is responsible for accurately creating Grade 2 Braille in support of the tactile message.

## Interior Symbols



Guide Arrow



Do Not Enter



No Smoking



Barrier-Free



Elevator



Information



Cafeteria



Telephone



Men Restroom



Men Barrier-free



Women Restroom



Women Barrier-free



Unisex Restroom



Unisex Barrier-Free



TTD



In Case of Fire



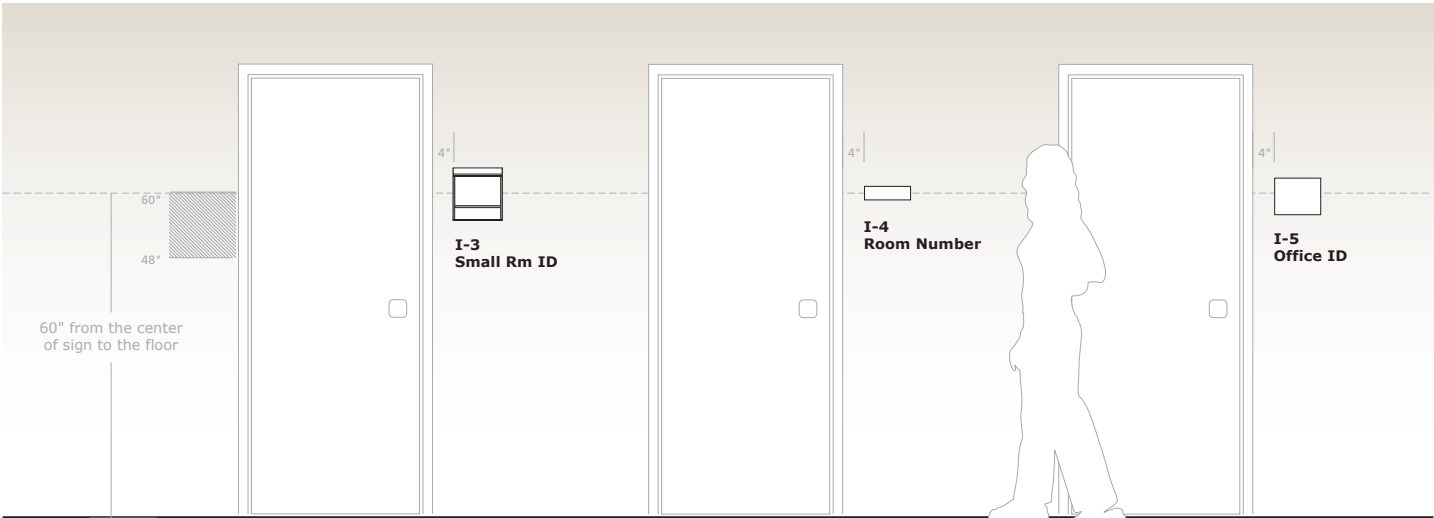
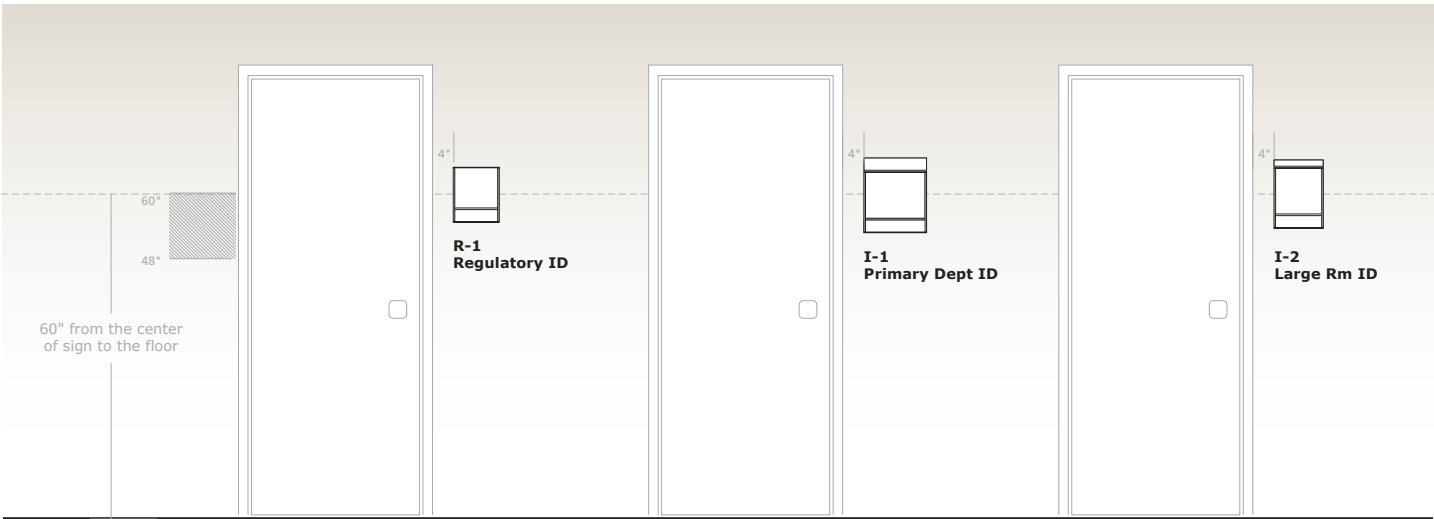
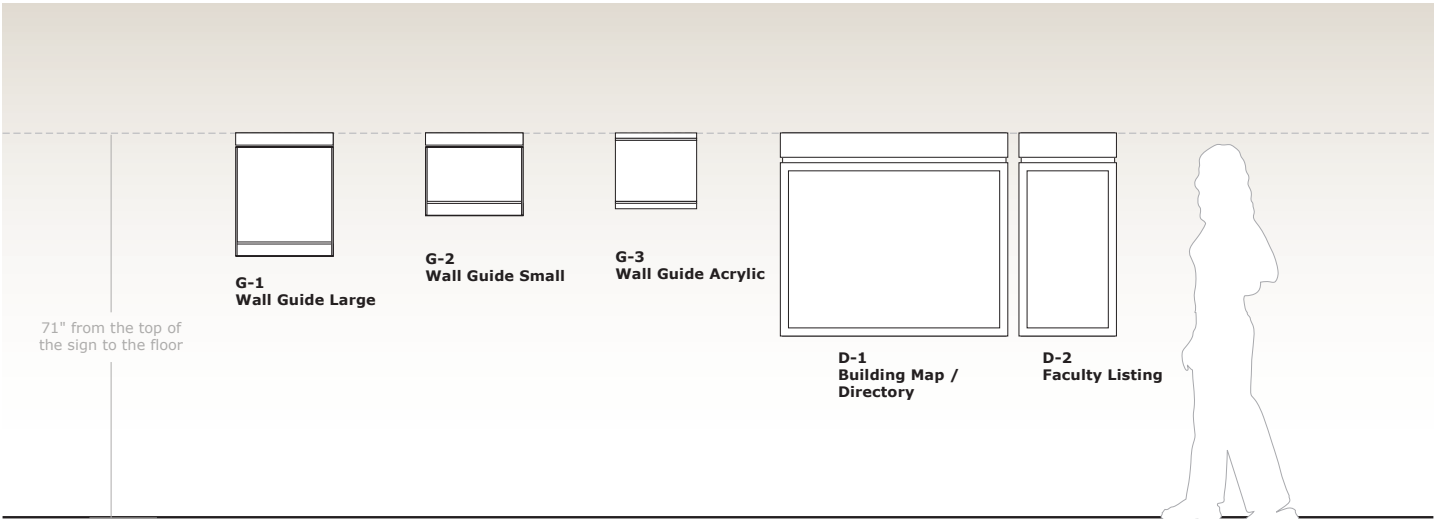
Stairs



Fire Extinguisher

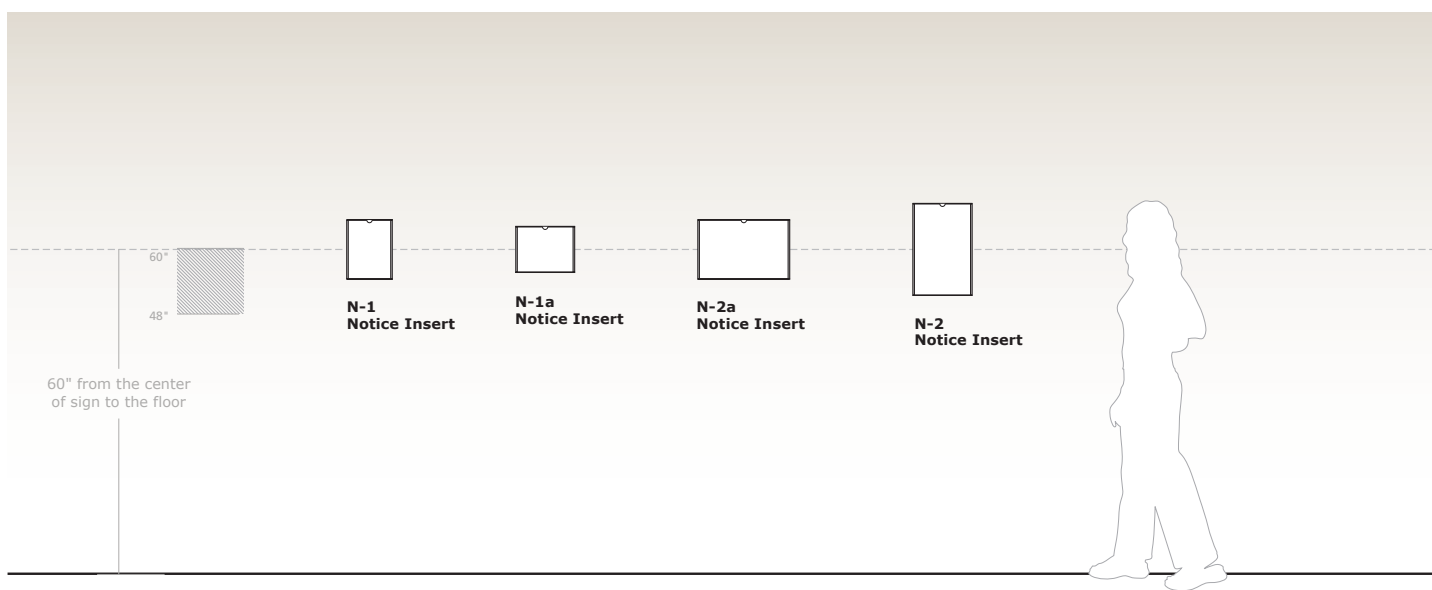
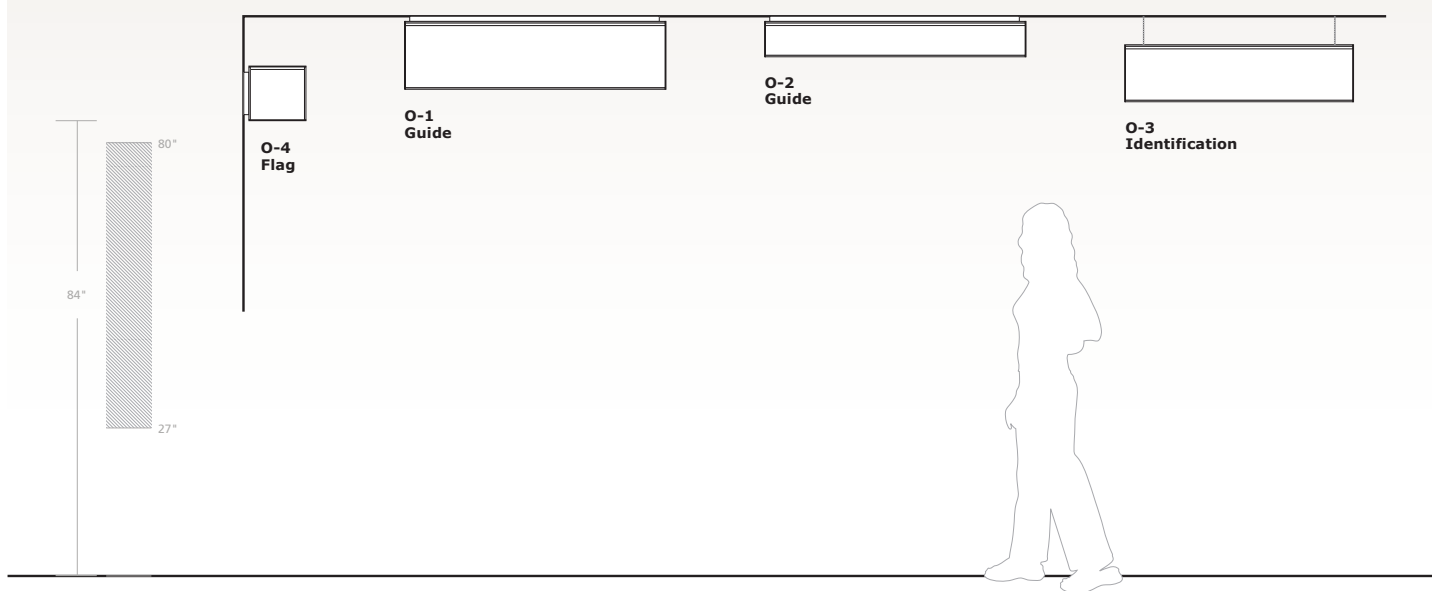
These custom symbols should be used without substitution. If there are symbols requested that are not represented here, they should come from the standards established by one or more of the following agencies or trade groups: United States Department of Transportation (DOT), American Institute of Graphic Arts (AIGA), Society for Environmental Graphic Design (SEGD), or International Council Of Graphic Design Associations (ICOGRADA).

Hanging Guidelines

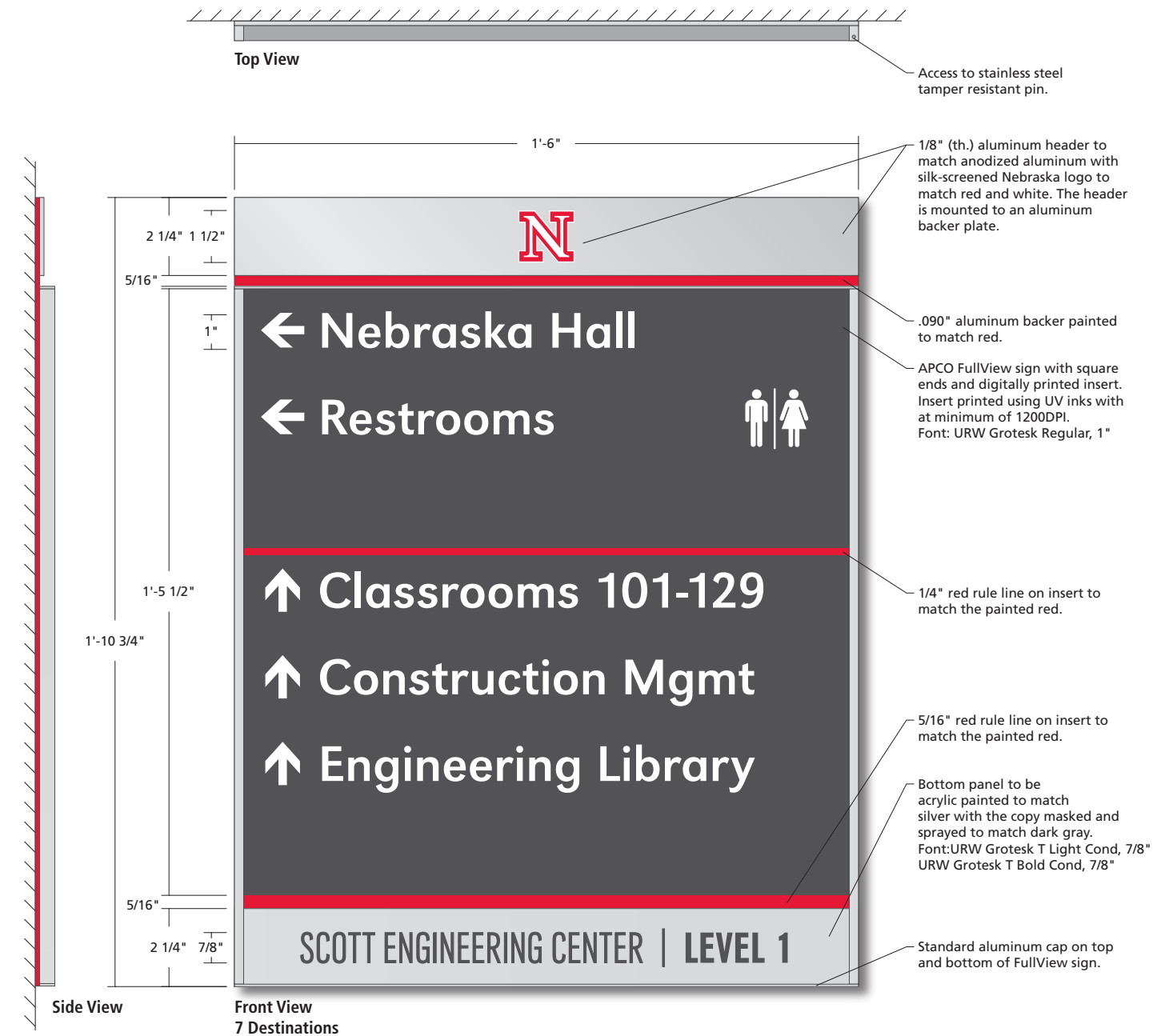


## Hanging Guidelines (cont'd)

ADA guidelines recommend that no objects, including signs, shall protrude more than 4" from wall surfaces or 12" from posts or pylons in a horizontal zone between 27" from the floor to 80" from the floor. For this project we are recommending the minimum dimension from floor to bottom of sign fall at 84" based on the architecture and visibility.

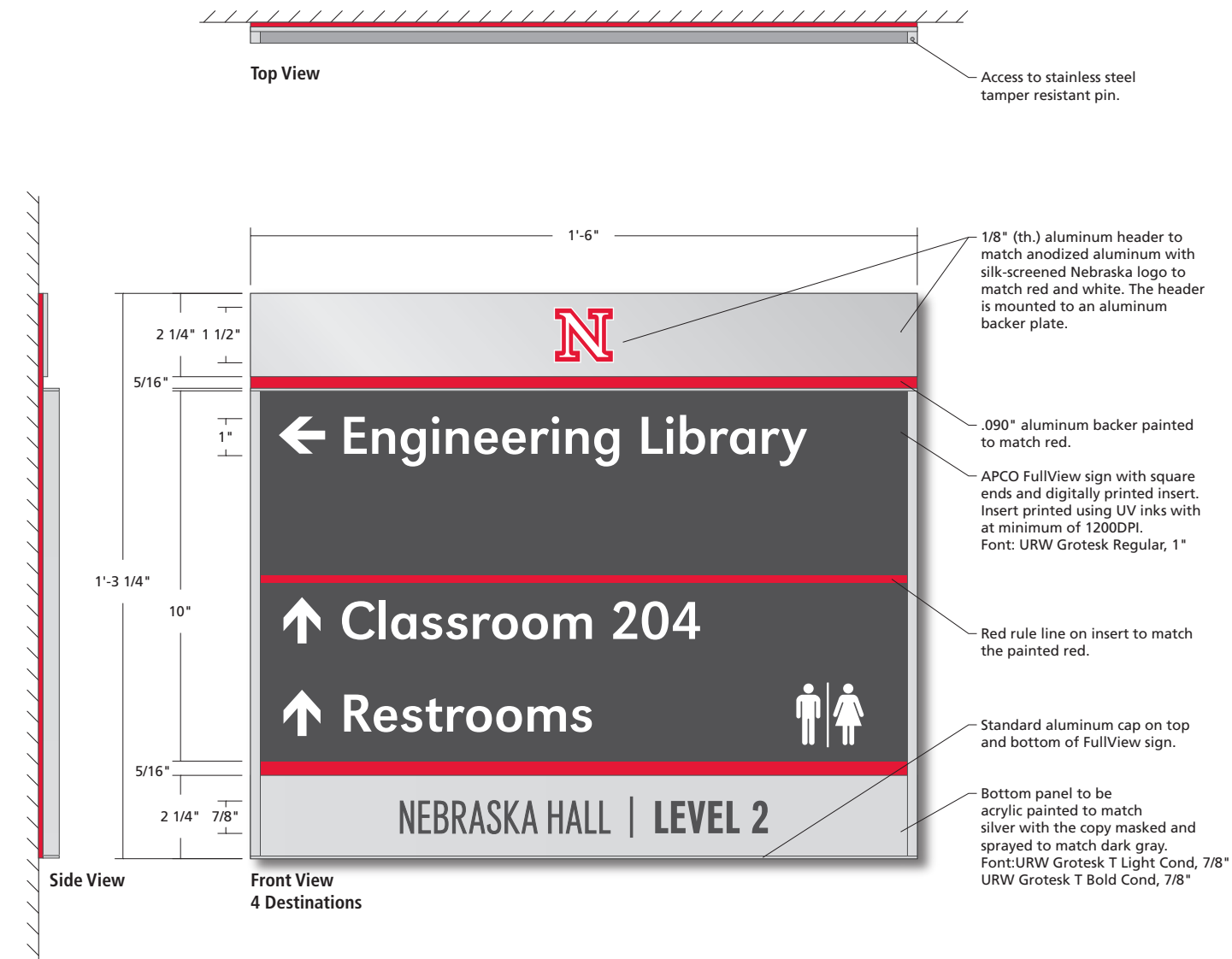


G1 - Wall Guide - Large



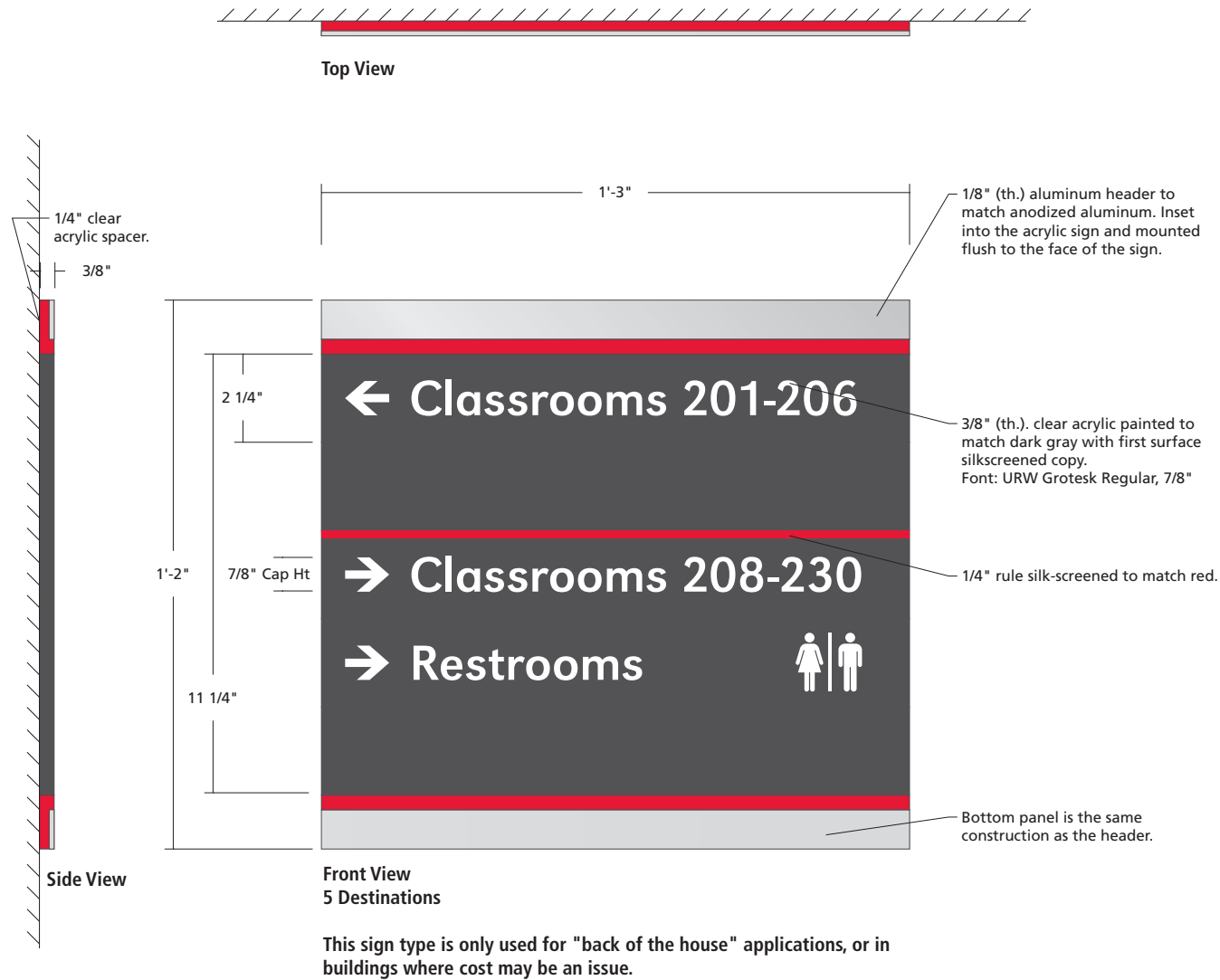
Notes	Color Palette	Sign System Part Number
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.	<div>Anodized Aluminum Finish</div> <div>Red MP58180</div> <div>Dark Gray AKZO 499F2</div> <div>White</div>	<b>APCO FullView</b> FVS2018(V)MF

G2 - Wall Guide - Small



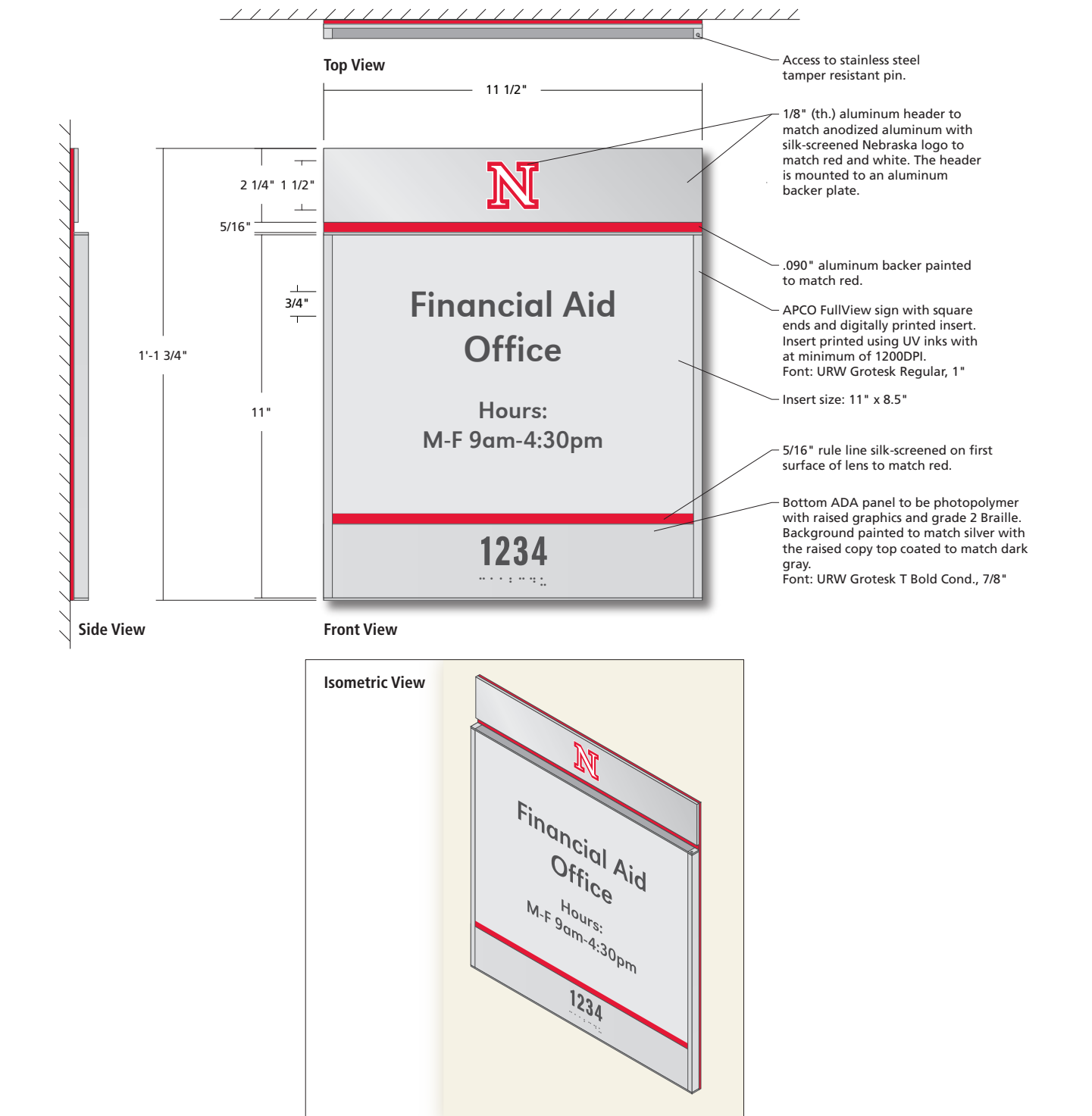
Notes	Color Palette	Sign System Part Number
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.	<div>Anodized Aluminum Finish</div> <div>Red MP58180</div> <div>Dark Gray AKZO 499F2</div> <div>White</div>	<b>APCO FullView</b> FV512518(V)MF

G3 - Wall Guide - Acrylic



Notes	Color Palette				Sign System Part Number
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.					Custom Acrylic
	Anodized Aluminum Finish	Red MP58180	Dark Gray AKZO 499F2	White	

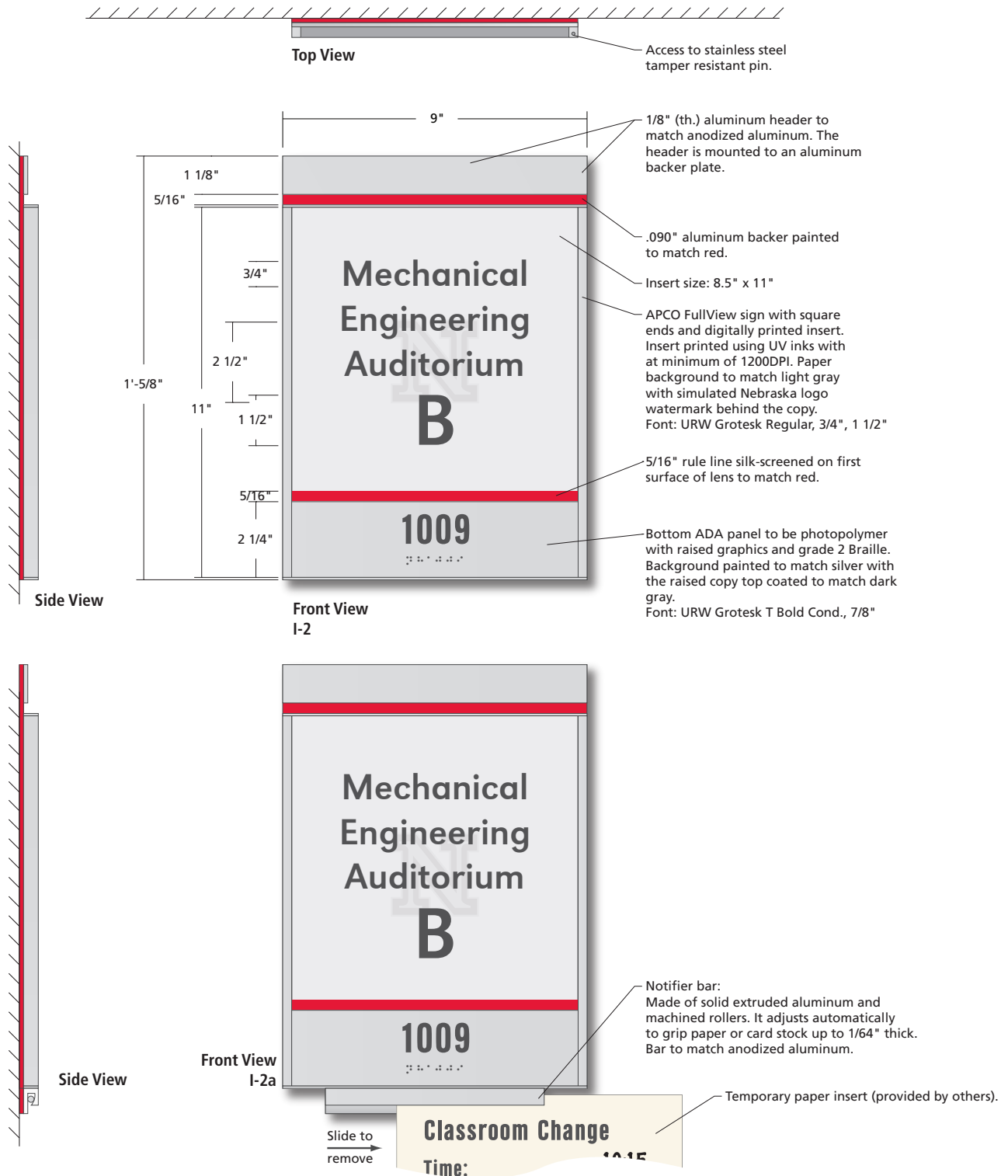
I1 - Primary Department Identifier



Notes	Color Palette	Sign System Part Number
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.	<div>Anodized Aluminum Finish</div> <div>Red MP58180</div> <div>Dark Gray AKZO 499F2</div> <div>White</div> <div>Light Gray</div>	<b>APCO FullView</b> FV51111(V)MF



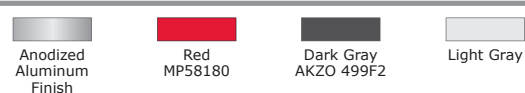
## I2, I2a - Room Identifiers - Large



## Notes

This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.

## Color Palette

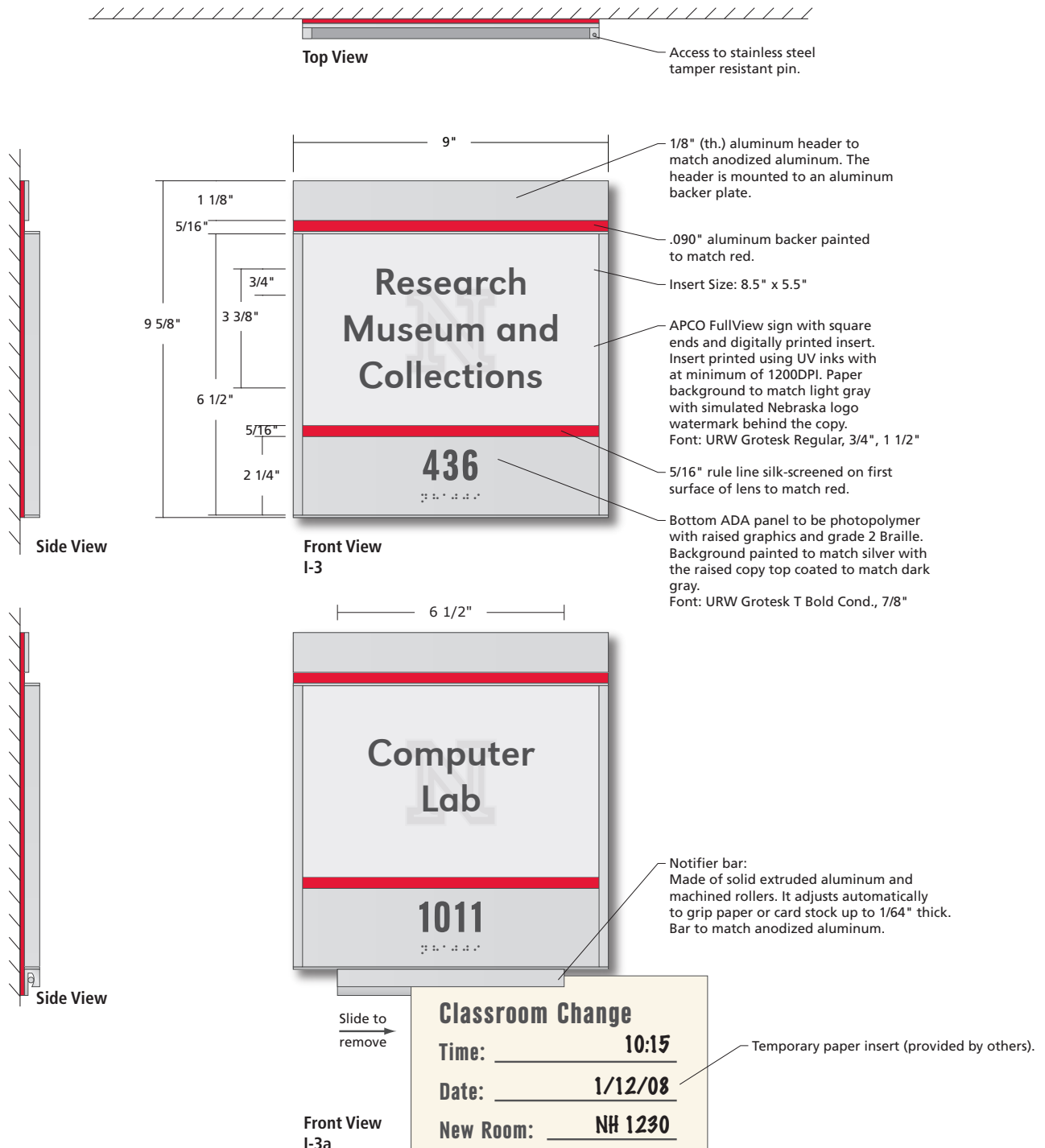


## Sign System Part Number

**APCO FullView**

FV51185(V)MF

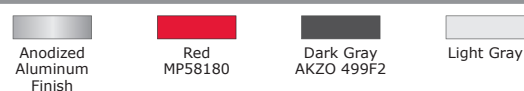
## I3, I3a - Room Identifiers - Small



## Notes

This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.

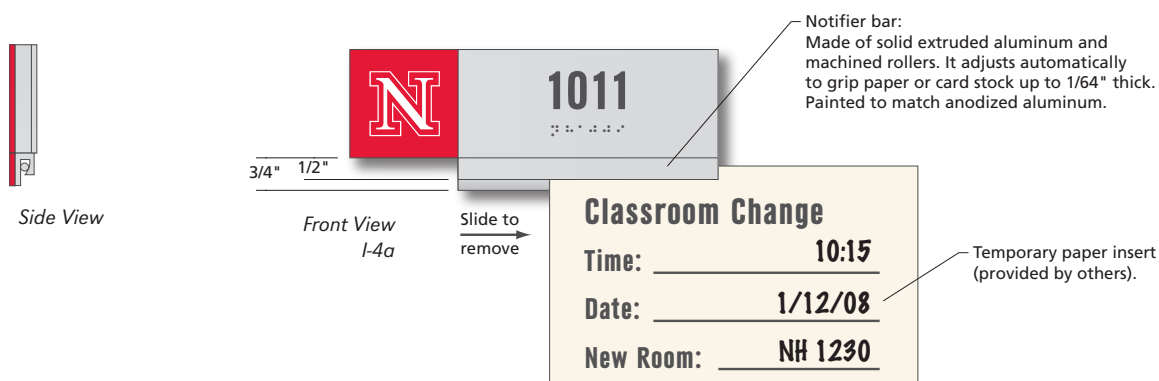
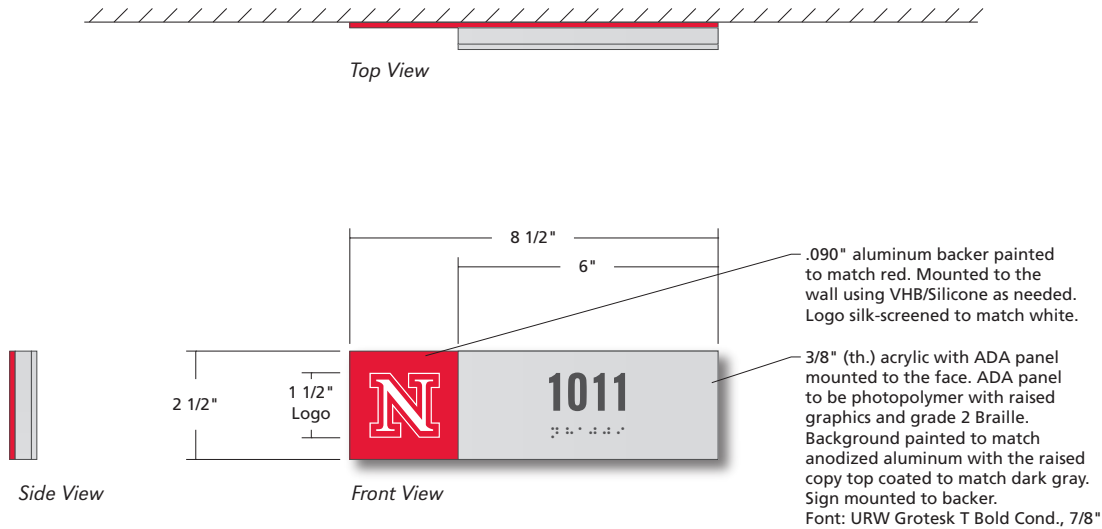
## Color Palette



## Sign System Part Number

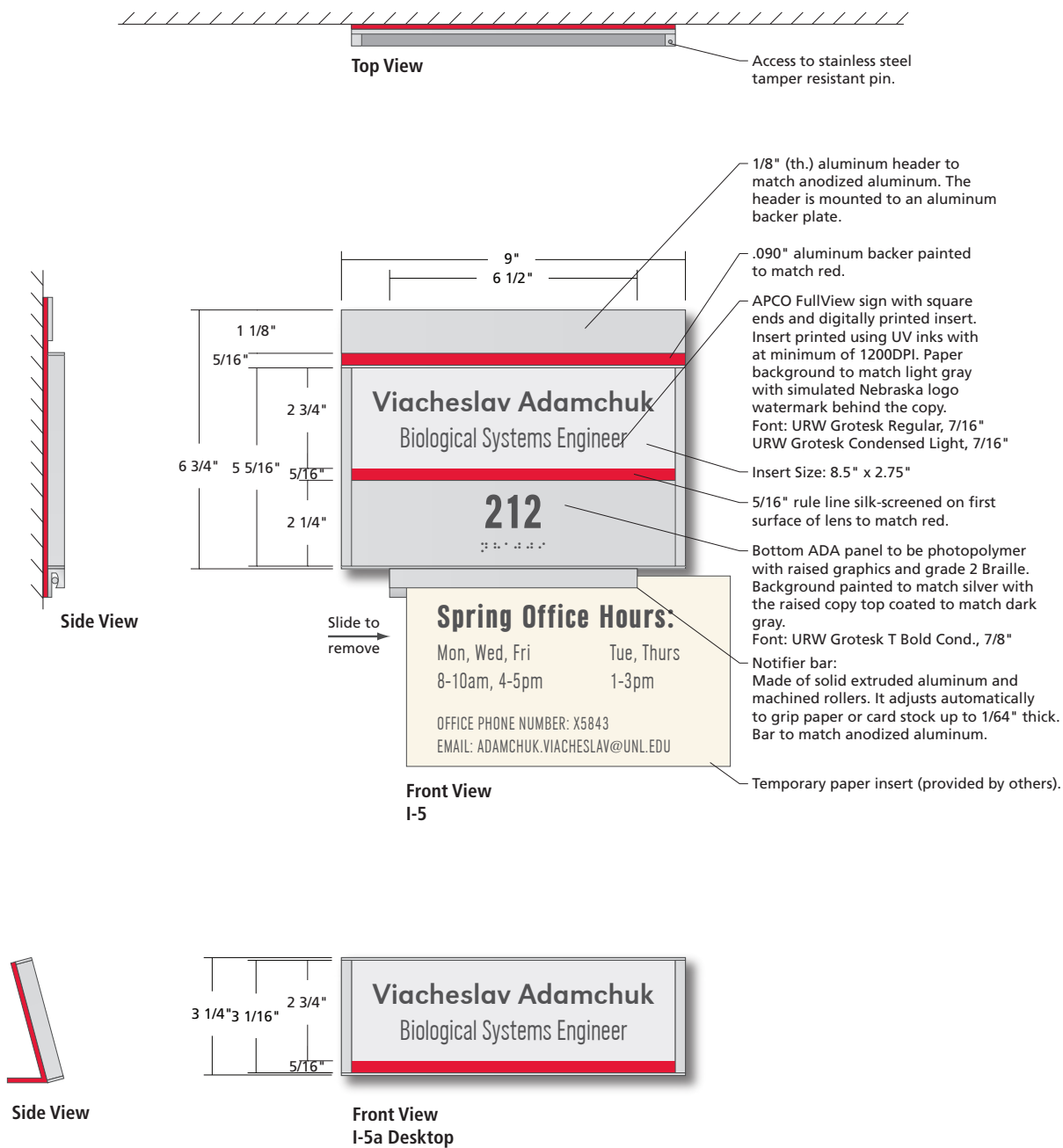
**APCO FullView**  
FVS885(V)

I4, I4a - Room Numbers



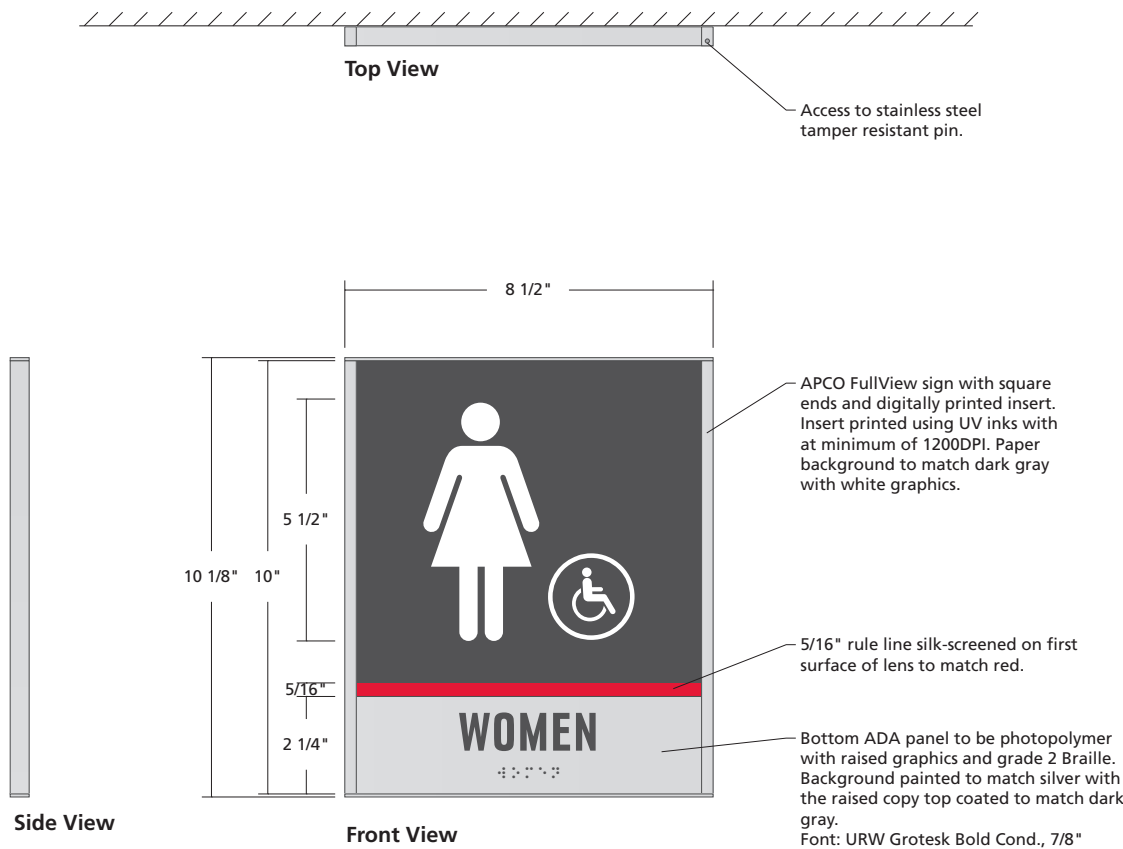
Notes	Color Palette				Sign System Part Number
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.					Custom Acrylic
	Anodized Aluminum Finish	Red MP58180	Dark Gray AKZO 499F2	Light Gray	

I5, I5a - Office Identifiers



Notes	Color Palette	Sign System Part Number
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.	<div>Anodized Aluminum Finish</div> <div>Red MP58180</div> <div>Dark Gray AKZO 499F2</div> <div>Light Gray</div>	<b>APCO FullView</b> FVS5585(V) FVS385(V)

R1 - Regulatory Identifiers

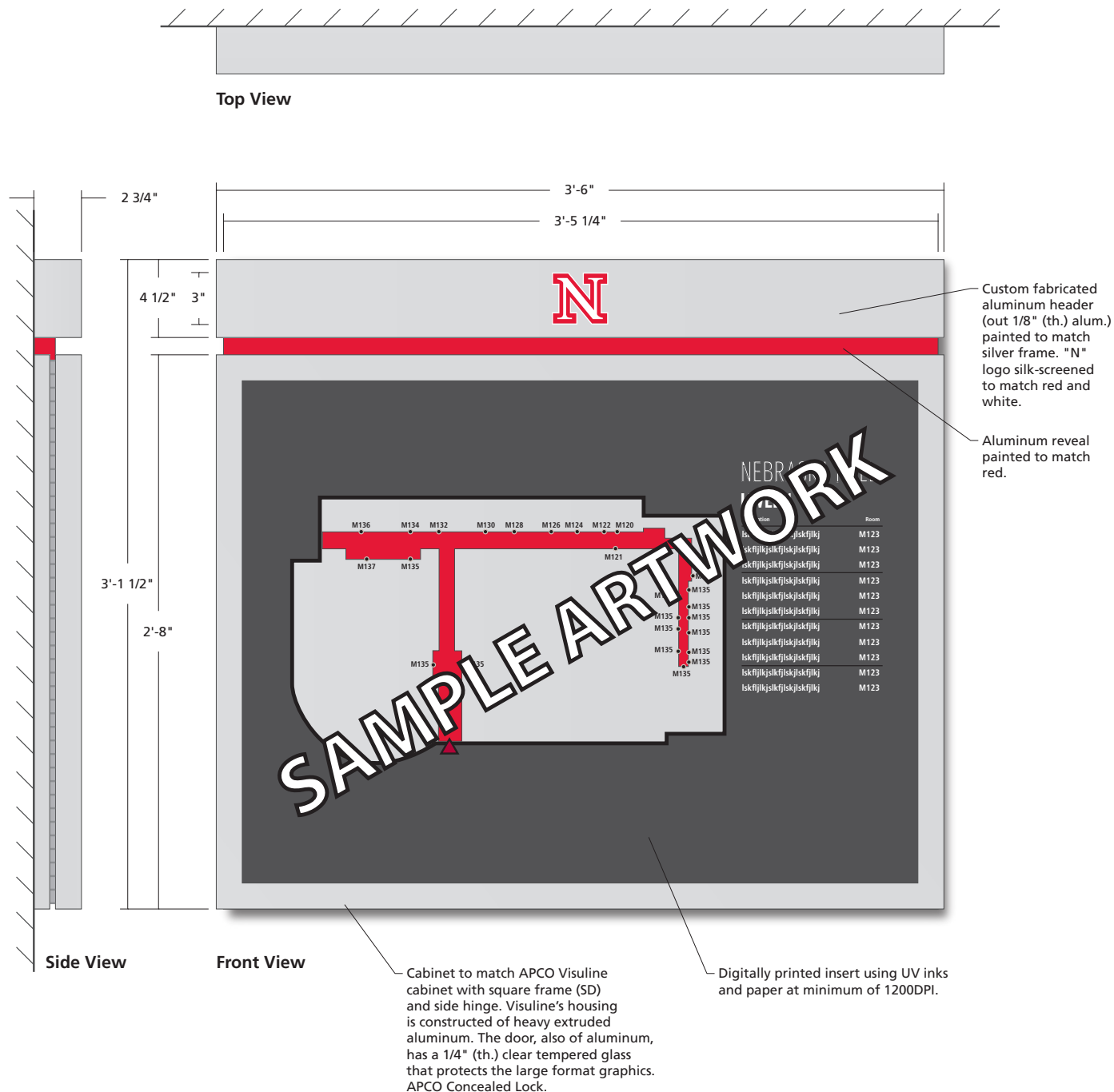


Other Sign Face Layouts (reduced 75%)



Notes	Color Palette	Sign System Part Number
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.	<div>Anodized Aluminum Finish</div> <div>Red MPS8180</div> <div>Dark Gray AKZO 499F2</div> <div>White</div>	<b>APCO FullView</b> FVS1085(V)MF

## D1 - Building Directory



## Notes

This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.

## Color Palette



Anodized  
Aluminum  
Finish



Red  
MP58180



Dark Gray  
AKZO 499F2



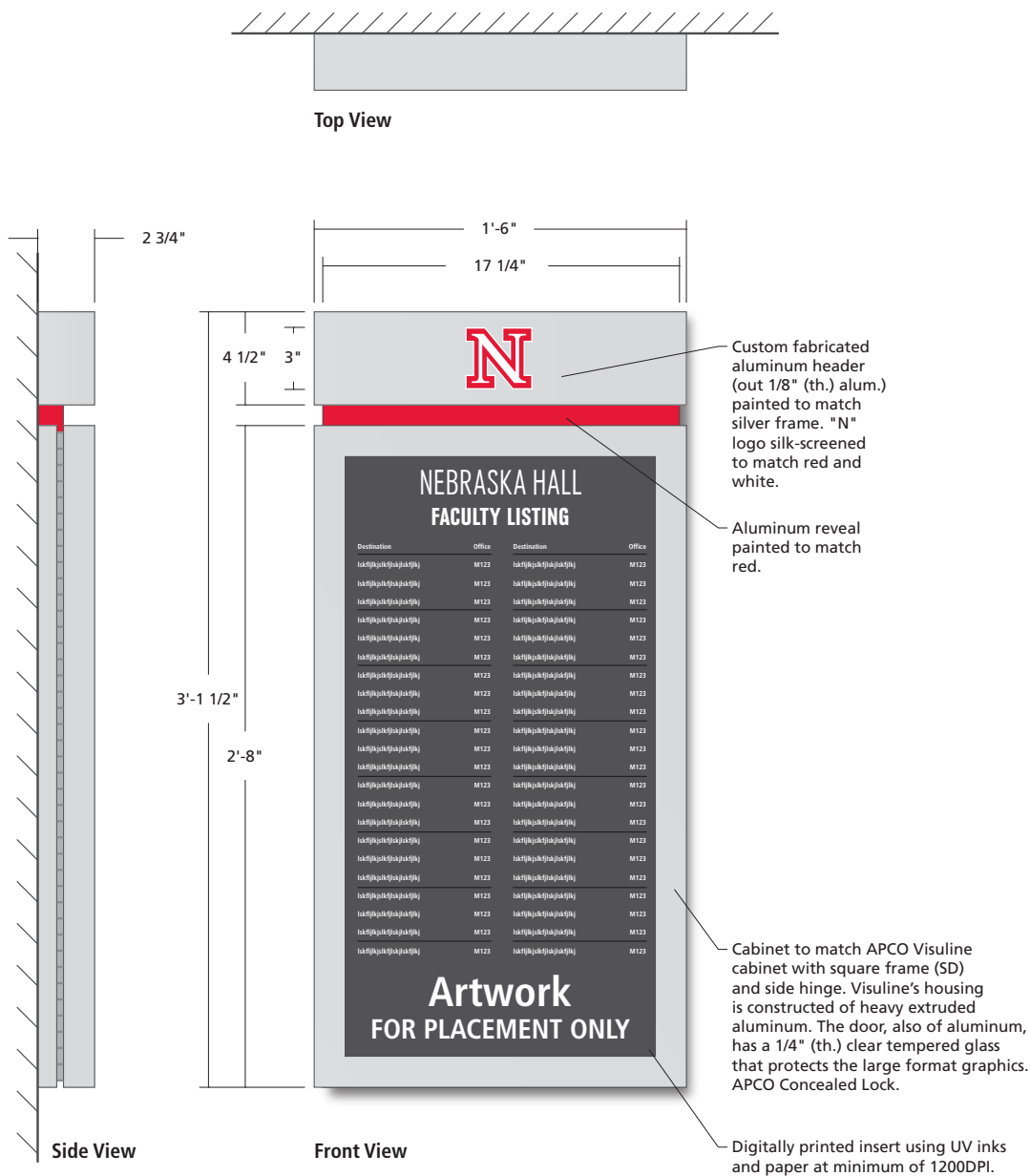
White

## Sign System Part Number

## APCO Visuline

2300.3GCMF

## D2 - Faculty Directory



## Notes

This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.

## Color Palette



Anodized  
Aluminum  
Finish



Red  
MP58180



Dark Gray  
AKZO 499F2



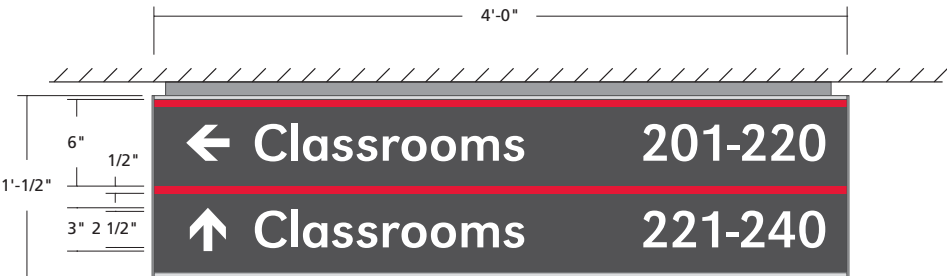
White

## Sign System Part Number

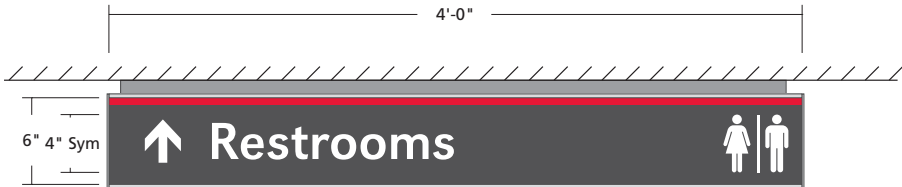
## APCO Visuline

2300.3GCMF

O-1, O-2, O-3, O-4 - Overhead Signage



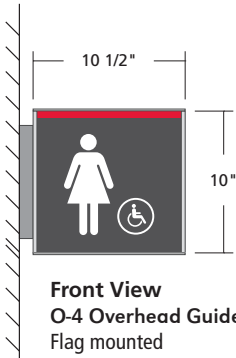
Front View  
O-1 Overhead Guide (2 Destinations)  
Ceiling mounted



Front View  
O-2 Overhead Guide (1 Destination)  
Ceiling mounted



Front View  
O-3 Overhead Guide (1 Destination)  
Cable mounted

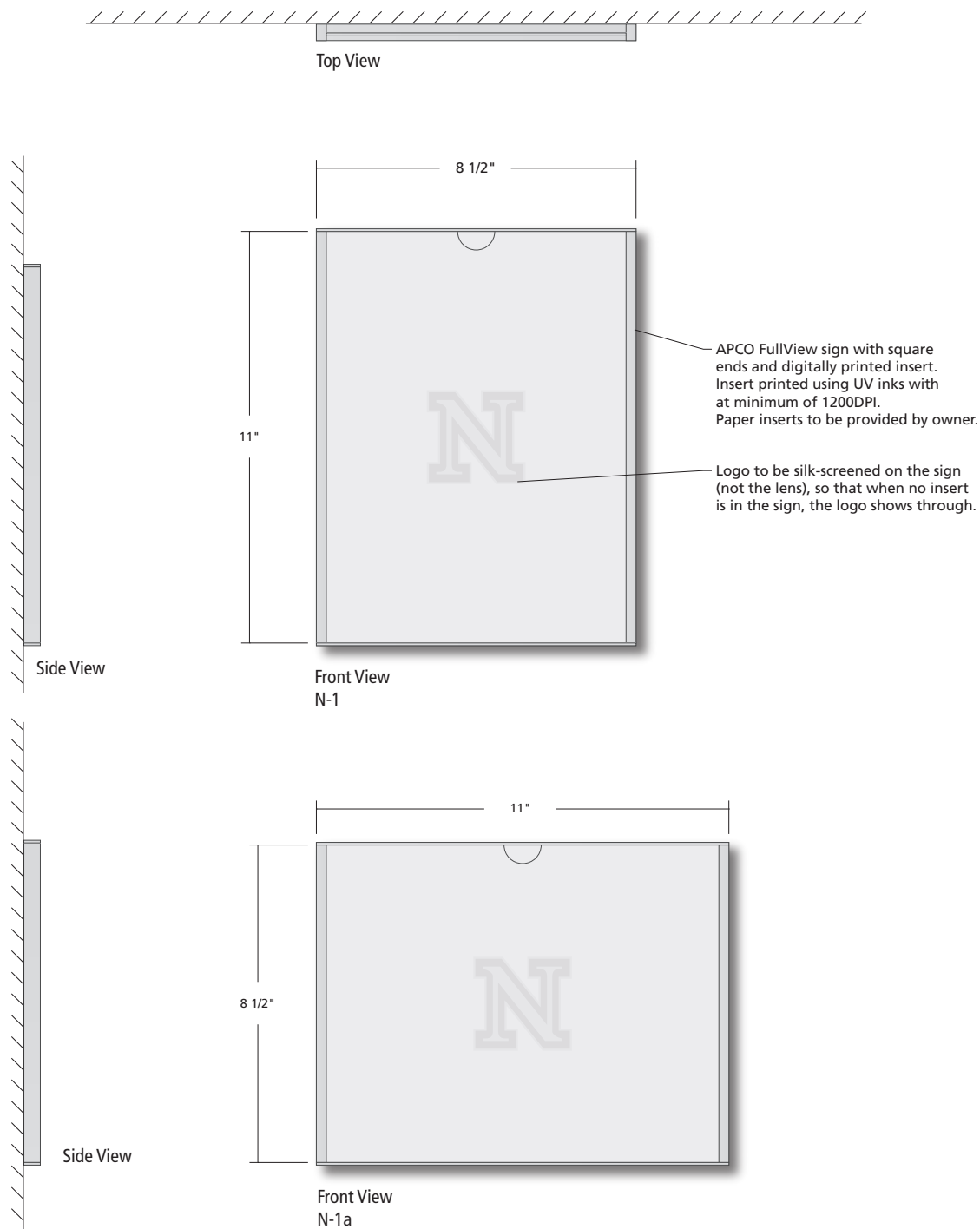


Front View  
O-4 Overhead Guide  
Flag mounted

Notes	Color Palette				Sign System Part Number
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.					APCO FullView
	Anodized Aluminum Finish	Red MP58180	Dark Gray AKZO 499F2	White	

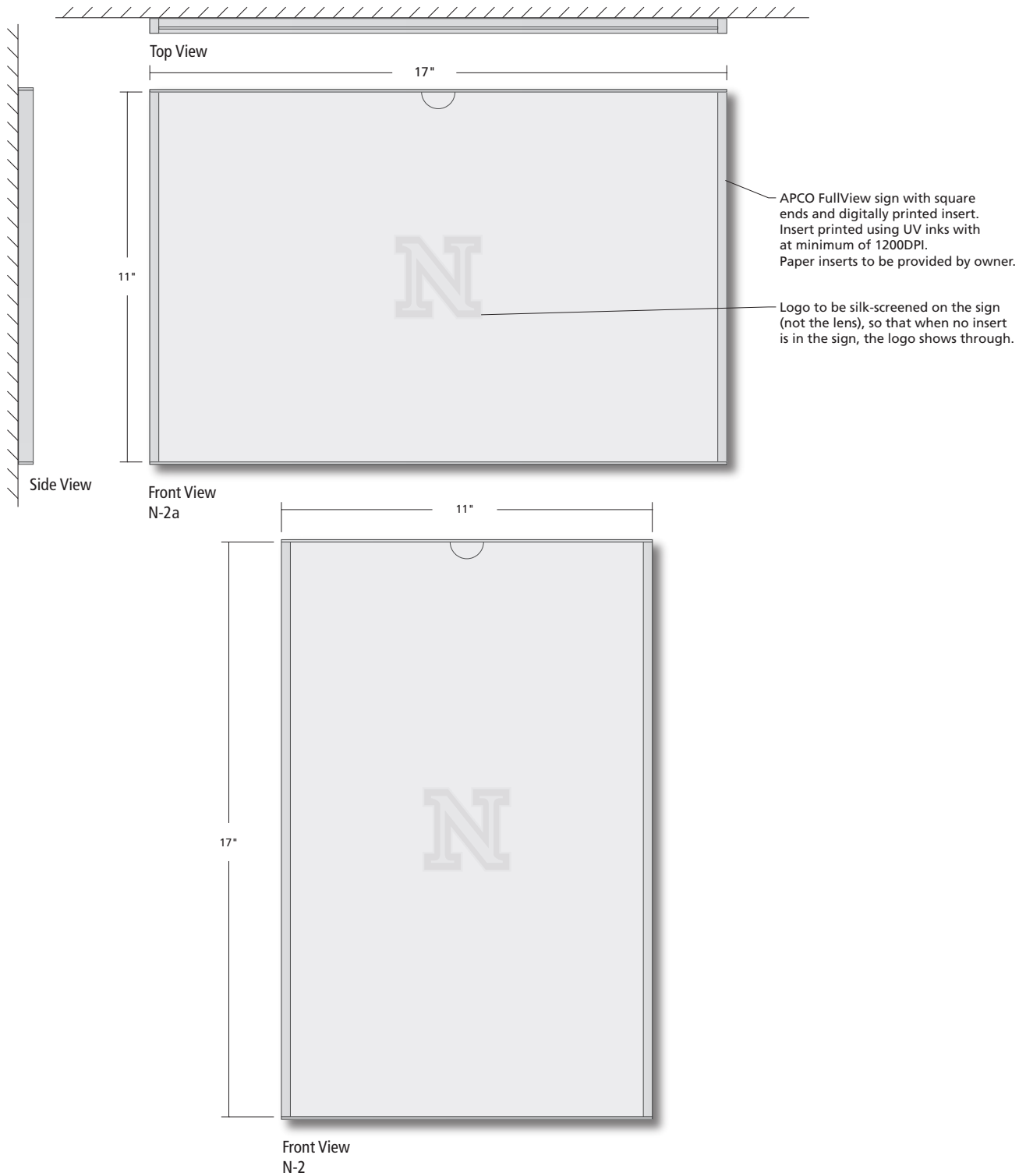


N1, N1-a - Notice Inserts



Notes	Color Palette	Sign System Part Number
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.	<div><div>Anodized Aluminum Finish</div><div>Red MP58180</div><div>Dark Gray AKZO 499F2</div><div>Light Gray</div></div>	<b>APCO FullView</b> FVS1185(V)MFTA FVS8511(V)MFTA

N2, N2a - Notice Inserts



Notes	Color Palette				Sign System Part Number
This drawing is design-intent only. Fabricator is responsible for fabrication and engineering details not included in these drawings. Any changes in design, materials, fabrication method or other details must be approved by the client before final fabrication.					<b>APCO FullView</b> FVS1117(V)MFTA FVS1711(V)MFTA
	Anodized Aluminum Finish	Red MP58180	Dark Gray AKZO 499F2	Light Gray	

## Phasing Plan

### Exterior Phasing

If the initial installation of the exterior wayfinding and signage system needs to be phased, installing the wayfinding elements in the following order is an effective way to provide wayfinding benefits during each phase:

1. Vehicular Guides, Building Identifiers (by campus, if the phasing needs to be broken down further)
2. City of Lincoln DOT signs, Street Name Signs
3. Pedestrian Guides, Pedestrian Maps, Building Entrance Identifiers
4. Gateway Identifiers, Boundary Markers, remaining exterior sign types

### Interior Phasing

Any phasing of the interior wayfinding and signage system should be done on a building-by-building basis for effectiveness (i.e., the entire interior array should be installed in each building at the same time). Buildings that are linked via interior pathways should be done at the same time as well.

## Cost Estimates

### Exterior Signage

Sign Type	Description	Unit Price
<b>Ix-1</b>	<b>Boundary Marker City Campus</b> Consisting of (3) brick columns @ 8'-4-5/8" x 2'-10-3/8" with a limestone base and cap. A custom light fixture mounted to the top of each column. The middle column has a limestone inset on (2) of its sides. In between each column is a custom fabricated fence @ 5'-6" x 9'-1-5/8" mounted to the columns with 4" x 1" U-channel.	\$46,790.00
<b>Ix-2</b>	<b>Gateway ID City Campus</b> Consisting of (5) brick columns, (1) @ 12'-6-3/4" x 4'-3-1/2" with a limestone base and cap. Cap has a illuminated channel letter @ 2' x 2" deep and the brick has a limestone detail with engraved and infilled date.. (4) brick columns @ 8'-4-5/8" x 2'-10-3/8" with a limestone base and cap. A custom light fixture mounted to the top of each column. In between each column is a custom fabricated fence at 5'-6" x 9'-1-5/8" mounted to columns with 4" x 1" U-channel.	\$97,885.00
<b>Gx-2</b>	<b>City of Lincoln Vehicular Guide with Post Mount</b> Consisting of an aluminum panel @ 3'-6" x 4'-0" x 1/8" with reflective vinyl sheeting. Panel is mounted to a galvanized steel post @ 11'-0" (painted finish). Mounting is via direct burial with a break-away base.	\$1,259.30
<b>Gx-2a</b>	<b>City of Lincoln Vehicular Guide Panel Only</b> Consisting of an aluminum panel @ 3'-6" x 4'-0" x 1/8" with reflective vinyl sheeting. Panel is mounted to an existing post.	\$612.50
<b>Gx-3</b>	<b>Vehicular Guide Large</b> Consisting of a fabricated aluminum panel @ 3'-11-3/4" x 5'-2" x 3" (painted finish) with a removable face, and vinyl copy. Panel is mounted to a 6" square tube @ 12'-11-3/4" (painted finish). A custom 2-piece cast stone base with (2) engraved symbols on the front and the back of base. A 2-piece decorative cap sets on top of the stone base. Mounting is via direct burial.	\$4,081.17
<b>Gx-4</b>	<b>Vehicular Guide Small</b> Consisting of an aluminum panel @ 4'-7" x 4'-6" x 1/8" (painted finish) with vinyl graphics and radius corners. (2) 4-1/2" od steel posts @ 6'-6" (painted finish). Panel is mounted to posts with custom fabricated stainless steel brackets. Mounting is via direct burial and a concrete pad.	\$2,581.25
<b>Gx-4</b>	<b>Pedestrian Guide</b> Consisting of an aluminum panel @ 2'-10" x 2'-6" x 1/8" (painted finish) with vinyl graphics and radius corners. (2) 4-1/2" steel posts @ 6'-6" (painted finish). Panel is mounted to posts with custom fabricated stainless steel brackets. Mounting is via direct burial and a concrete pad.	\$2,117.64
<b>Gx-4a</b>	<b>Pedestrian Guide (Alternate 48" panel)</b> Consisting of an aluminum panel @ 3'-11-1/2" x 2'-6" x 1/8" (painted finish) with vinyl graphics and radius corners. (2) 4-1/2" steel posts @ 6'-6" (painted finish). Panel is mounted to posts with custom fabricated stainless steel brackets. Mounting is via direct burial and a concrete pad.	\$2,244.60

## Cost Estimates

### Exterior Signage (cont'd)

Sign Type	Description	Unit Price
<b>Dx-1 Pedestrian Map</b>	Consisting of an aluminum panel @ 2'-10" x 2'-6" x 1/8" (painted finish) with vinyl graphics and radius corners. A fiberglass embedded map @ 1'-10-1/2" x 2'-5" held in place with 1/2" U-channel frame @ 1'-10-1/2" x 2'-5" on (1) side and vinyl graphics on the other (2) 4-1/2" steel posts @ 6'-0" (painted finish). Panel is mounted to posts with custom fabricated stainless steel brackets. Mounting is via direct burial and a concrete pad.	\$2,269.71
<b>Dx-2 Interpretive ID</b>	Consisting of an aluminum panel @ 2'-10" x 2'-6" x 1/8" (painted finish) with vinyl graphics and radius corners. A fiberglass embedded map @ 1'-10-1/2" x 2'-5" held in place with 1/2" U-channel frame @ 1'-10-1/2" x 2'-5" on (1) side and vinyl graphics on the other (2) 4-1/2" steel posts @ 6'-0" (painted finish). Panel is mounted to posts with custom fabricated stainless steel brackets. Mounting is via direct burial and a concrete pad.	\$2,252.01
<b>Ix-3 Building Identifier (Retrofit)</b>	Consists of replacing existing sign face with a new one @ 30" x 30" x 1/8" (painted finish) with vinyl graphics on both sides.	\$506.99
<b>Ix-4 Building Entrance Identifier</b>	Consisting of an aluminum panel @ 20" x 14" x 1/8" (painted finish) with silk-screen header and vinyl graphics. Mounting is via mechanical tamper resistant fasteners.	\$218.78
<b>Ix-5 General Info Identifier</b>	Consisting of an aluminum panel @ 36" x 30" x 1/8" (painted finish) with vinyl graphics. A 4-1/2" od steel post @ 5'-6" (painted finish). Mounting is via direct burial and a concrete pad.	\$902.75
<b>Ix-5 General Info Identifier (Panel Only)</b>	Consisting of an aluminum panel @ 36" x 30" x 1/8" (painted finish) with vinyl graphics.	\$419.37
<b>Ix-6 Interpretive ID</b>	Consisting of an aluminum panel @ 20" x 14" x 1/8" (painted finish) with silk-screened header and graphics. Mounting is via mechanical tamper resistant fasteners.	\$181.56
<b>Rx-1 Regulatory</b>	Consisting of an aluminum panel @ 22" x 14" x 1/8" (painted finish) with vinyl graphics and radius corners. (Some have a reserved parking sign mounted to the face). Mounted to a 2-1/2" od aluminum post @ 8'-4". Mounting is via direct burial.	\$358.23
<b>Rx-2 Street Name Sign (Overhead Mounted)</b>	Consisting of an aluminum panel @ 18" x 7'-8" x 1/8" with reflective vinyl sheeting and radius corners. Panel is mounted to an existing light post.	\$533.56
<b>Rx-3 Street Name Sign (Post Mounted)</b>	Consisting of (2) extruded aluminum street sign with reflective vinyl sheeting graphics. One mounted on top of the other making a "cross" with a bracket. Panels are mounted to a fabricated cap @ 7-1/2" box with frisket graphics. This box is mounted to post cap with tamper resistant fasteners. All pieces set on top of post which is 2-3/8" diameter galvanized steel. Post mounts into ground via break-away base and concrete footing.	\$1,335.50
<b>Tx-1 Temporary Portable Sign</b>	Consisting of a "Displays2go" sign holder and base. Sign rests on the ground.	\$710.74

## Cost Estimates

### Interior Signage

Sign Type	Description	Unit Fabr. Cost
G-1	Wall Guide, Large	\$300
G-2	Wall Guide, Small	\$250
G-3	Wall Guide, staff areas	\$185
I-1	Primary Department ID	\$220
I-2	Large Room ID	\$150
I-2a	Large Room ID w/notebar	\$165
I-3	Small Room ID	\$130
I-3a	Small Room ID w/notebar	\$145
I-4	Room Number only ID	\$55
I-4a	Room Number only ID w/Notebar	\$65
I-5	Office ID	\$125
I-5a	Office ID (Desktop)	\$55
R-1	Regulatory	\$110
D-1	Building Map/Directory	\$2,000
D-2	Faculty Directory	\$800
O-1	Overhead, 2 destinations, ceiling-mount	\$650
O-2	Overhead, 1 destination, ceiling-mount	\$400
O-3	Overhead guide, 1 destination, cable-mount	\$525
O-4	Overhead guide, flag mount	\$205
N-1, N-1a	Insert Sign, 8 1/2" x 11"	\$70
N-2, N-2a	Insert Sign, 11" x 17"	\$80

## Maintenance Recommendations

### Exterior Signage

#### Matthews Paint

Acrylic polyurethanes are often the coatings of choice in finishing projects when durability and performance are required. Matthews Acrylic Polyurethane, MAP®, is engineered to provide long-term protection against weathering. Based on customer reports and past performance, Matthews Paint has seen MAP® last 4 to 8 years in actual field exposure without noticeable loss of gloss or color.

Service performance is determined by many factors: geographical location, orientation to the sun and severity of exposure, among many others. While Matthews expects its product to outperform any number of coatings, extreme exposure conditions could result in a shorter time frame for the coating's performance.

#### Finish Maintenance

The maintenance and care of a painted or clear coated polyurethane surface would utilize the basic commercially available non-abrasive cleaners and polishes recommended for finishes exposed to the environment.

It is recommended to wait at least 30 days after painting before any cleaning or polishing is attempted. A mild detergent and water solution with soft cloth toweling is often sufficient to remove most dirt followed with a thorough clean water rinse. Application of polish (liquid or paste) should be done with a wet soft cloth covered sponge and buffed with a soft flannel cloth. This is best accomplished in the cooler hours of the day avoiding direct sunlight if possible. Use of polish over satin finishes may result in an increase to the gloss level.

Any questions should be directed to the manufacturer:

#### Matthews Paint

8201 100th Street  
Pleasant Prairie, WI 53158  
800.323.6593

[www.corporateportal.ppg.com/na/refinish/matthews/](http://www.corporateportal.ppg.com/na/refinish/matthews/)

#### Pannier Graphics

Pannier fiberglass signs are very durable and require little maintenance. Periodic cleaning and removal of debris ensures good appearance and product life. Most commercial cleaning products may be used to remove dirt and debris. However, Pannier recommends using the safest and most environmentally friendly cleaners before increasing the strength of a cleaner. Many household cleaners may be used safely, however, some may affect aluminum frames. Read all cleaning directions and recommendations carefully and always rinse thoroughly.

#### Steps

1. Wash the panel, frame and base with a mild liquid detergent such as Original Green or Palmolive or other dish soap to remove dirt and debris.
2. If still soiled, spray area with a biodegradable green cleaning solution such as ZEP Green All Purpose Cleaner. Work across the panel and under the frame channels with a sponge and rinse thoroughly.
3. For sticker removal, Pannier recommends Super Orange by Direct Chem. This product can be purchased from Zircon Industries (1-800-547-4328). Follow all product instructions carefully.
4. For permanent marker, graffiti or paint removal (not for urethanes based paints), Pannier recommends Smooth Max and Max Wipes. These products can be purchased at Graffiti Solutions, Inc. (1-800-891-0091). Follow all product instructions carefully.
5. Pannier recommends applying an additional coating of 3M Ultra Performance Paste Wax 09030 after cleaning. Follow all product instructions carefully.

Any questions should be directed to the manufacturer:

#### Pannier Graphics

345 Oak Road  
Gibsonia, PA 15044  
800.544.8428  
[marketing@pannier.com](mailto:marketing@pannier.com)  
[www.panniergraphics.com](http://www.panniergraphics.com)

## Maintenance Recommendations (cont'd)

### Interior Signage

#### APCO FullView® System Cleaning

Proper care for your sign finish is important, as harsh cleansers and solvents can permanently damage the FullView® aluminum finishes as well as the molded plastic components.

Always clean by wiping with a soft, lint-free, damp cloth, taking care to wipe gently and not rub.

For stubborn dirt, wash with a very mild solution of liquid hand detergent and lukewarm water. (Important: Before cleaning with any sort of liquid and/or damp cloth, if your FullView® sign features a digitally printed display or paper insert, you should remove that display from the frame before cleaning, as the moisture could permanently damage the display). Dry by blotting with a damp cloth or chamois. Do not dry by rubbing with a dry cloth.

Avoid using products such as window cleaners, liquids containing ammonia, scouring compounds, gritty cloths, gasolines or solvents. (alcohol, acetone, kerosene, carbon tetrachloride, naphtha, spirits or any aromatic hydrocarbons).

#### Cleaning Suggestions for Tactile/Braille Signs

Tactile and Braille portions of your sign should be cleaned using a soft, lint-free damp cloth. After damp wipe, follow with a dry cloth to remove any residual moisture.

Never use abrasives, glass cleaners, household solvents or any ammonia-based cleaners. Never use solvent-based cleaners.

When removing marks made with ballpoint pen, lipstick and the like, small amounts of isopropyl alcohol applied sparingly with a cotton pad may be used. Always test in an obscure area before using.

Any questions should be directed to the manufacturer:

**APCO Graphics, Inc.**  
388 Grant St. SE  
Atlanta, GA 30312-2227  
877.988.APCO  
[www.apcosigns.com](http://www.apcosigns.com)



## Contact Information

### UNL Sign Committee

This is the contact for questions regarding design intent or implementation:

**Jennifer L. Dam, AICP**  
Assistant Director, Campus Planning  
& Space Management  
Institutional Research and Planning  
332 Canfield Admin. Bldg.  
University of Nebraska- Lincoln  
Lincoln, NE 68588  
402.472.2823

This is the contact for questions regarding artwork:

**Viann Meyer Schroeder**  
Manager, Publications and Photography  
420 Nebraska Hall  
Lincoln, NE 68588-0524  
402.472.3543  
vschroeder1@unl.edu

For contact information regarding signage and materials, see the previous Maintenance Information pages.