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Guiding Principles
When and where there should be signage on campus

STRATEGY
A new comprehensive wayfinding program will promote a better visitor experience and improve traffic patterns by providing essential information that people and residents need to find the University and navigate the campus.

The Sign Family is based around the dynamics of the visitor experience as people approach the campus, orient themselves at campus entrances and find their destinations.

<table>
<thead>
<tr>
<th>The Experience</th>
<th>The Sign Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>A visitor typically approaches by car or train</td>
<td>Vehicular Directional, Parking ID, Street ID</td>
</tr>
<tr>
<td>A visitor orients at entrance, then goes by foot or by shuttle</td>
<td>Map Display, Shuttle map, Pedestrian Directional, Walk ID</td>
</tr>
<tr>
<td>A visitor finds a destination</td>
<td>Building ID</td>
</tr>
</tbody>
</table>

SIGNAGE CATEGORIES

Vehicular
- Direct visitor to Parking Facility and visitor destinations approved by Stakeholders.
- Visitor parking lots are identified by large identification signs, all staff & student parking are identified by smaller signs.
- Secondary signage, such as accessible or reserved parking, will follow vehicular regulatory sign layouts.

Identification
- Comprehensive and consistent identification of buildings, streets and walks will help visitors find their destination.
- Identification plaques to be placed only on Princeton owned buildings, to be put on a light pole adjacent to building if approach is further in from major circulation. No dormitories or departments within buildings will get identification plaques unless approved by University Architect Office.

Information
Map cases will be located at key points of arrival on campus. These orient the visitor as they disembark from train, car or shuttle.

Pedestrian
Directional signs attached to lampposts will feature visitor destinations approved by stakeholders. Pedestrian directionals will be located at starting/endpoint of walks.
Sign Type Family – Regulatory

Overview

Sign Type EE1
Vehicular Regulatory Large

Sign Type EE2
Vehicular Regulatory Small
Sign Type Family – Identification (Vehicular Scale)

Overview

Sign Type DD1
Parking Lot ID Large

Sign Type DD2
Parking Lot ID Small

Sign Types D3
Vehicular Building ID
Sign Type Family – Identification (Pedestrian Scale)

Overview

Sign Type C1/C2
Street/Walk ID

Sign Type D1
Building ID

Sign Type D2
Building ID

Sign Type E1
Building ID

WEST GARAGE

Sign Type G
Building ID pin letters
Sign Type Family - Directional

Overview

Sign Type AA
Township Marker

Sign Type BB
Vehicular Directional Large

Sign Type CC1
Vehicular Directional Medium

Sign Type CC2
Vehicular Directional Small

Sign Type C3, C4
Pedestrian Directional
Sign Type Family – Orientation

Overview

Sign Type B2
Map Case

Sign Types A2
Shuttle Stop ID
Typography

Whitney is used for all wayfinding messages, parking identification, regulatory and pedestrian destinations.

ABCDEFGHJKLMNPQRSTU VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

T1 Whitney Semibold

ABCDEFGHJKLMNPQRSTU VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

T2 Whitney Book

Princeton Monticello used for identification of Princeton Buildings

ABCDEFGHJKLMNPQRSTU VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

T3 Princeton Monticello Display Regular
Symbols

S1 Vehicular Chevron
XXX.eps

S2 Pedestrian Chevron
XXX.eps

S3 Accessible Symbol
XXX.eps

S4 Bicycle Route Symbol
XXX.eps
Symbols – Arrows

Vehicular Chevron

Pedestrian Chevron

West Visitor

Reference
Vehicular Chevron-Type relationship

Art Museum

Reference
Pedestrian Chevron-Type relationship
Logos

PRINCETON UNIVERSITY

S5 Princeton University logo, Vehicular Scale
XXX.eps
NOTE: Do not simply enlarge print version of logo

S6 Shield Pedestrian Scale
Building mounted ID
XXX.eps

S7 Shield Pedestrian Scale
Pole mounted ID
XXX.eps

S8 Shield Vehicular Scale
XXX.eps

S9 Shield Pedestrian Scale
XXX.eps

S10 Shield Vehicular Scale
XXX.eps
Princeton University Shield

Reference
Sign Type D3 – Vehicular Building ID

Reference
Sign Type D2 – Building ID on pole

Reference
Sign Type E1 – Building ID

Sign Type D3
For vehicular scale, use 6 pt white line around the shield.

Sign Type D2
For pedestrian scale building IDs on light posts and poles, use 2.5 pt white line around the shield.

Sign Type E1
For pedestrian scale building IDs on building facade, use 2 pt white line around the shield.
Princeton University Logo

For use only on sign type BB, large vehicular directional, logo should always be positioned at base of sign panel.

Princeton University logo used in the large vehicular directional has a modified shield position and thicker stroke weight from the official logo lock up used for print.
Sign Type EE1

Applied vinyl by Princeton with stock panels, poles and bracket
Sign Type EE2 – Accessible Parking

Applied vinyl by Princeton with stock panels, poles and bracket

Graphic Layout - Sign Type EE2

Elevation - Sign Type EE2

Accessible Parking

NO symbol outside the box, different type weight

NO symbol in circle

NO different fonts than specified

NO color variations
Sign Type EE2 – Secondary Parking info

Applied vinyl by Princeton with stock panels, poles and bracket

1. Graphic Layout - Sign Type EE2
   1/2”=1’-0”

2. Elevation - Sign Type EE2
   3”=1’-0”

- Restricted Access
  University Vehicles Only

NO different type weight
NO different fonts than specified
NO color variations
Sign Type EE2 – Secondary Parking info

Message variations

MESSAGING SCENARIOS

<table>
<thead>
<tr>
<th>Main Message Lines</th>
<th>Secondary Message Lines</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>0 1 2 3 4</td>
</tr>
<tr>
<td>3</td>
<td>0 1 2 3 4</td>
</tr>
<tr>
<td>4</td>
<td>0 1 2 3 4</td>
</tr>
<tr>
<td>5</td>
<td>0 1 2 3 4</td>
</tr>
</tbody>
</table>

LINE SPACING

- A = 3 1/2"
- B = 2"
- C = 3 7/8"
- D = 1 1/2"
- E = 3 1/8"
- F = 2 3/8"
- G = 2 7/8"
- H = 1 5/8"

MAIN MESSAGE - LARGE FONT SIZE (1 3/8"

- Restricted Access
  - Primary Message, 2 Lines
  - No Secondary Message
  - Restricted Access
  - Primary Message, 2 Lines
  - No Secondary Message
  - Restricted Access
  - Primary Message, 2 Lines
  - Secondary Message, 2 Lines
  - Restricted Access
  - Primary Message, 2 Lines
  - Secondary Message, 3 Lines
  - Restricted Access
  - Primary Message, 2 Lines
  - Secondary Message, 4 Lines

MAIN MESSAGE - MEDIUM FONT SIZE (1"

- Restricted Parking Area
  - Primary Message, 3 Lines
  - No Secondary Message
  - Restricted Parking Area
  - Primary Message, 3 Lines
  - Secondary Message, 2 Lines
  - Visitor Parking Only
  - Primary Message, 5 Lines
  - No Secondary Message
  - Visitor Parking Only
  - No University Decals Allowed
Sign Type DD1

Custom fabrication

1 Graphic Layout - Sign Type DD1
1/4”=1'-0"

2 Elevation - Sign Type DD1
1”=1'-0"

LINE SPACING
A = 2 1/2”
B = 5 3/8”
C = 1 11/16”
D = 3 1/4”

Elevation - Sign Type DD1
1”=1'-0"

LINE SPACING
A = 2 1/2”
B = 5 3/8”
C = 1 11/16”
D = 3 1/4”

Elevation - Sign Type DD1
1”=1'-0"

LINE SPACING
A = 2 1/2”
B = 5 3/8”
C = 1 11/16”
D = 3 1/4”

LINE SPACING
A = 2 1/2”
B = 5 3/8”
C = 1 11/16”
D = 3 1/4”

Elevation - Sign Type DD1
1”=1'-0"
Sign Type DD2

Custom fabrication or applied vinyl by Princeton with stock panels, poles and bracket

1. Graphic Layout - Sign Type DD2
   \(\frac{1}{4}"=1'\-0"\)

2. Elevation - Sign Type DD2
   \(\frac{1}{2}"=1'\-0"\)

LINE SPACING

A = 1 1/2"
B = 2 1/2"
C = 1 1/4"

3. Elevation - Sign Type DD2
   \(\frac{1}{2}"=1'\-0"\)

A = 1 1/2"
B = 2 1/2"
C = 1 1/4"
Sign Types C1, C2

Custom fabrication or applied vinyl by Princeton with stock panels, poles and bracket

1. **Graphic Layout - Sign Type C1/C2**
   \[ \frac{1}{4}" = 1'-0" \]

2. **Elevation - Sign Type C1.1, C2.1**
   \[ \frac{1}{4}" = 1'-0" \]

3. **Elevation - Sign Type C1.2, C2.2**
   \[ \frac{1}{4}" = 1'-0" \]

Reference
Sign Types C1.1, C1.2 Single Panel sign

Reference
Sign Types C2.1, C2.2 Double Panel sign
Sign Type E1

Custom fabrication

1. Graphic Layout - Sign Type E1
   \[\frac{1}{4}”=1’-0”\]

2. Elevation - Sign Type E1
   \[\frac{1.1/2}”=1’-0”\]

**LINE SPACING**
- A = 1 1/4”
- B = 2”
- C = 1”
- D = 1 5/8”

**PRIMARY FONT SIZE (1 1/4”)**

- SHERRERD HALL
- CLIO HALL
- WOODROW WILSON SCHOOL

**SECONDARY FONT SIZE (1”)**

- WITHERSPOON
- RICHARDSON AUDITORIUM
- LONG THREE-LINE NAME
Sign Type BB

Custom fabrication

1 Graphic Layout - Sign Type BB
1/4"=1'-0"

2 Elevation - Sign Type BB
1"=1'-0"

West Visitor Parking
Admission
Nassau Hall

East Visitor Parking
Princeton Stadium
Jadwin Gymnasium

PRINCETON UNIVERSITY
Sign Type CC2

Custom fabrication

1. Graphic Layout - Sign Type CC2

2. Elevation - Sign Type CC2
# Matrix of Signage Elements

A guide to all graphic layout elements of sign types and fabrication directive

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>REGULATORY</td>
<td>X X</td>
<td></td>
<td>IDENTIFICATION</td>
<td>X X X X X X X X X X X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>X X X</td>
<td>X</td>
<td>X X X X X X X X X X X X X</td>
<td></td>
<td>X X</td>
<td>X X X X</td>
</tr>
<tr>
<td>DIRECTIONALS</td>
<td></td>
<td></td>
<td>ORIENTATION</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Note: The table represents the availability of various elements across different sign types and fabrications.*
# Typographic Requirements

<table>
<thead>
<tr>
<th>CODE</th>
<th>TYPEFACE / SPECIFICATION</th>
<th>KERNING</th>
<th>SIGN TYPES</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1</td>
<td>Whitney Semibold</td>
<td>+35</td>
<td>BB, CC1, CC2, G</td>
</tr>
<tr>
<td></td>
<td>Text - Upper/Lower Case</td>
<td></td>
<td></td>
</tr>
<tr>
<td>T2</td>
<td>Whitney Book</td>
<td>+35</td>
<td>AA, BB, CC1, CC2, DD2</td>
</tr>
<tr>
<td></td>
<td>Text - Upper/Lower Case</td>
<td></td>
<td></td>
</tr>
<tr>
<td>T3</td>
<td>Whitney Semibold</td>
<td>+50</td>
<td>DD1, DD2</td>
</tr>
<tr>
<td></td>
<td>Text - Upper/Lower Case, Numbers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>T4</td>
<td>Whitney Semibold</td>
<td>+15</td>
<td>DD1, DD2, EE1, EE2</td>
</tr>
<tr>
<td></td>
<td>Text - Upper/Lower Case</td>
<td></td>
<td></td>
</tr>
<tr>
<td>T5</td>
<td>Whitney Book</td>
<td>0</td>
<td>C3, C4</td>
</tr>
<tr>
<td></td>
<td>Text - Upper/Lower Case</td>
<td></td>
<td></td>
</tr>
<tr>
<td>T6</td>
<td>Whitney Book</td>
<td>+20</td>
<td>EE2</td>
</tr>
<tr>
<td></td>
<td>Text - Upper/Lower Case</td>
<td></td>
<td></td>
</tr>
<tr>
<td>T7</td>
<td>Princeton Monticello Display Regular</td>
<td>+50</td>
<td>AA, B2, C1, C2, D1, D2, D3, E1</td>
</tr>
<tr>
<td></td>
<td>Text - Upper/Lower Case</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**GENERAL NOTE**

Kerning/letter spacing of all typography is to match the examples in the Construction Intent Documents which were prepared in Adobe Illustrator CS3, Version 13.0.0, with "optical" kerning and the noted numeric value(s) in the kerning/letter spacing option(s). Sign Contractor shall compare their resulting kerning/letter spacing with the examples provided and adjust accordingly.

Sign Contractor and/or other users are responsible for purchasing specified typefaces.
Finishes & Materials

<table>
<thead>
<tr>
<th>CODE</th>
<th>TO MATCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>F1</td>
<td>Porcelain Enamel Pan</td>
</tr>
<tr>
<td>F2</td>
<td>Painted Aluminum Panel</td>
</tr>
<tr>
<td>F3</td>
<td>Matthews Paint - Black - MP30132 - Satin</td>
</tr>
<tr>
<td>F4</td>
<td>Matthews Paint - White - MP11477 - Satin</td>
</tr>
<tr>
<td>F5</td>
<td>Matthews Paint - Orange - MP01229 - Satin</td>
</tr>
<tr>
<td>F6</td>
<td>Reflective Tape - Black</td>
</tr>
<tr>
<td>F7</td>
<td>Reflective Tape - White</td>
</tr>
<tr>
<td>F8</td>
<td>Reflective Tape - Orange</td>
</tr>
<tr>
<td>F9</td>
<td>UV matte clear-coat</td>
</tr>
</tbody>
</table>

All wayfinding signage produced should match specs for material and color approved by University Architect Office. Typical sign types managed in-house by Princeton would be EE1, EE2, DD2, C1, C2, all other sign types to be produced by a contracted fabricator as per final construction intent manual to be produced at a later date.
Finishes & Materials

**Road shared with bikes**
- Graphics: F7, F8
  - Reflective vinyl application
- Panel: F2, F3, F9
  - 1/8" TH painted aluminum panel, UV matte clear-coat finish
- Pole: F3, F9
  - 3" or 2 1/2" dia. aluminum pole, painted black w/ UV matte clear-coat finish

**SHERRERD HALL**
- Pan: F1
  - Porcelain enamel pan w/ silkscreened graphics

**West Visitor Parking**
- Admission
  - Nassau Hall
- Graphics: F7, F8
  - Reflective vinyl application
- Pan: F1
  - Porcelain enamel pan
- Logo
  - Silkscreened on porcelain enamel pan

**East Visitor Parking**
- Princeton Stadium
  - Jadwin Gymnasium