Several elements of the visual vocabulary were explored to implement a successful wayfinding program at the University.

Differing Color Palette and Typography options were evaluated. The final concept, which is applicable to any UAlbany campus, is based on form and materials solely, rather than on color. Different sign materials are used to differentiate signage on the three campuses, with the exact sign materials specified in the individual sign type descriptions in the New Signage and Wayfinding System section below.

**Introducing Wayfinding System**

In establishing a visual vocabulary for the wayfinding program, the following conceptual elements were considered: color, typography, symbols, materials, and structural form. The design characteristics of the various sign types are consistent with the University’s aesthetic standards. On select sign types, UAlbany’s logo is used to help reinforce the UAlbany brand. The sign program reinforces the character of the campus — architecturally, thematically, and with regard to overall ambiance.

This approach to the signage elements includes creative and modular solutions reflecting the University’s position as an active campus with a high concentration of nighttime activity. The solutions use some surface lighting, a high contrast between typography and background, changeable features to message, and mapping inserts.

The goals and objectives of the Master Plan, in conjunction with the above-referenced site analysis, initial feedback from the Wayfinding Team and requirements of the ADA, guided the definition of a schematic array of appropriate sign types for both the exterior and the interior of all UAlbany campuses. While the particulars of visual aesthetics of the exterior and interior sign type vocabularies (color, structural form, typography, branding) were established/selected in response to three different possible options, the basic or schematic form of each sign type, as well as the messaging intent, remain constant across the aesthetic options.

A coordinated family of wayfinding elements and sign types is proposed to support the wayfinding methodology presented earlier.

These sign types function primarily in one of three ways:

- **Direction-giving (D)**, Identifying/Informative (I), and Regulatory (R).

### Destination Listing Hierarchy

On vehicular and pedestrian directional signage, destinations should be grouped by direction as follows — left, then right, then straight ahead — and listed that way from top to bottom on the sign face. On vehicular signage, this gives drivers time to anticipate upcoming turns and position their vehicles appropriately (into a left-hand turn lane for a left-hand destination, for example). Carrying the same logic into pedestrian directional signage makes for a more consistent presentation of information between sign types, and reinforces the wayfinding logic.

Within each directional grouping, destinations should be listed alphabetically to help drivers and pedestrians quickly locate the destination of their choice using a familiar information hierarchy. While other hierarchies are possible (importance, arrival order, etc.), these hierarchies are less intuitive to the first-time visitor and are harder to administer and keep consistent in the future as destinations change.

This same hierarchy (grouping destinations by direction, and then alphabetically within the directional groupings) should be applied to interior wall directional signs. This will further reinforce the wayfinding logic.

### Considerations

**Changeability**

The new signage system was designed to accommodate updating selected graphic information whether via surface-applied vinyl messages and graphics, economical large-format map prints or modular hardware components that allow easy message panel disassembly and replacement.

**ADA Compliance**

The ADA guidelines regarding sign message color/ value contrast, letterform style, and barrier-free accessibility messaging are relevant to exterior signage and has been observed. Letterform sizes, while addressed by the ADA concerning interior signage primarily, are sufficient to assure easily read messages for the appropriate sign type’s viewing conditions.

**Lighting**

The exterior direction-giving signs are not internally illuminated. The use of reflective graphics, and in selected locations the use of up-lighting, should provide full visibility for the viewer. Up-lighting should be mounted in-grade and centered on the sign, and placed and aimed using the manufacturer’s guidelines and specifications. Surface light levels should typically fall between 15 and 25 footcandles. A time clock or photo-electric switch to control the light should be discreetly, but functionally, incorporated. The choice must be made based on the particular sign’s lighting on/off intent.

**Terminology**

Consistent terminology is used on all directories, directional signs, department identifiers, and maps.
COLORS AND MATERIALS

Primary Colors

GOLD METALLIC
Paint: Matthews HP11349 Gold Metallic
Vinyl Opaque: Avery Gold A3715-M

BLACK
Paint: Matthews 4130658 Signal Jet Black
Vinyl Opaque: Avery A8060-0 Matte Black

WHITE
Paint: Matthews Natural White 42-202
Vinyl Opaque: Avery A8080-0 Matte White
Vinyl Reflective: Avery A7801-R White
Pantone: 1797 C
Vinyl Opaque: Avery A9305-0 Holiday Red
Vinyl Reflective: Avery A7818-R Dark Red
Pantone: 142 C
Vinyl Opaque: Avery A8120-0 Canary Yellow
Vinyl Reflective: Avery A7820-R Light Blue
Pantone: 124 C
Vinyl Opaque: Avery A8160-0 Orange
Pantone: 403 C

DARK GRAY
Paint: Matthews MP04761 Steel Wool
APCO color: A54 Graphite

Secondary Colors

Pantone: 269 C
Vinyl Reflective: Avery A7523-R Purple

Pantone: 1797 C
Vinyl Opaque: Avery A8120-0 Holiday Red
Vinyl Reflective: Avery A7516-R Dark Red

Pantone: 142 C

Vinyl Reflective: Avery A7522-R Blue
Vinyl Opaque: Avery A8551-0 Intense Blue
Vinyl Reflective: Avery A7522-R Light Blue
Pantone: 116 C
Vinyl Opaque: Avery A8120-0 Canary Yellow

Materials

Bethel White Granite
Matte finish
(Exact color sample: for Uptown and East Campuses)

Limestone
(matches architecture of Downtown Campus)

Cast Concrete with protective seal

Avonite Simulated Granite

Painted Aluminum
to match Bethel White Granite
(for Uptown and East Campuses)

Painted Aluminum
to match Limestone
(for Downtown Campus)

Red Brick
(matches architecture of Downtown Campus)

The colors shown here are approximations of the primary signage background colors, secondary colors, and materials used throughout the wayfinding system. The specific colors used for each sign type are indicated on that sign type’s page.

Note: consistent and accurate color reproduction in this document cannot be assured due to the limitations of color copying technology.

The fabricator is responsible for matching all colors and materials as specified (or already in use) and is required to provide the University at Albany with color and material samples for approval.

Either the Coated Pantone Matching System®, Avery (or 3M) vinyl system, or 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.)

Actual 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).

* The Matthews Paint System is a recognized standard in the sign industry. For more information on the Matthews Paint System, write to:

Matthews Paint
Lake/View Corporate Park
8201 - 100th Street
Pleasant Prairie, WI 53158
(800) 323-6593
or go to:
http://www.ppg.com/car_signpaint/
The symbols shown here represent those typically occurring on signage at the University at Albany. All symbols are approved 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)
- International Council of Graphic Design Association (ICOGRADA)

No symbology substitutions from those shown are allowed; electronic art for these symbols is available from the University.
The fonts selected for the University at Albany sign program are Trajan Bold, DIN Schriften, and Garamond.

DIN Schriften is a sans serif font that is clean and legible, and offers a compressed weight for directional and identification purposes. Its form works well with that of the campus architecture and geometry. An alternate form of the letter “I” is recommended for Building Identifier Letter sign types (IB-1 and IB-2). See pages 2:11 and 2:12 for examples.

Trajan is an all-uppercase font which is used in the University’s identity and reflects the history, elegance, and sophistication of this institution. It is used primarily for identification and donor recognition purposes. Since Trajan is only available in uppercase, Garamond Italic was selected to work in harmony and offer greater legibility for large amounts of copy on donor recognition signage.

Please refer to the individual sign type drawings for guidance on the use of fonts. Please note that font substitutions are not acceptable.

It is recommended that the University and selected fabricator purchase these font families. They are available from:

Adobe, (800) 682-3623; http://www.adobe.com/type

Tactile letters

ADA tactile letters should be painted using the DIN Schrift Mittelschrift font and have a wider-than-normal-spacing per guidelines. Braille is the same color as the background (or clear) and the fabricator is responsible for accurately creating Grade 2 Braille in support of the tactile message.
### Campus Identification

- **IC-1**: Campus Identifier (Uptown)  
  - Scale: 1/8"=1'-0"  
  - (all campuses)  
  - Vinyl on glass  
  - ADA Entrance Sign - RE-2 - (all campuses)  
  - Scale: 1/8"=1'-0"  
  - Work Shop Capability: NONE

- **IC-2**: Campus Identifier (Downtown)  
  - Scale: 1/8"=1'-0"  
  - (all campuses)  
  - Vinyl on glass  
  - Directional Sign - (all campuses)  
  - Scale: 1/8"=1'-0"  
  - Work Shop Capability: NONE

### Vehicular Direction

- **DV-1**: Vehicular Directional - Pylon (Uptown and East)  
  - Scale: 1/8"=1'-0"  
  - (all campuses)  
  - Vinyl on glass  
  - Directional Sign - (all campuses)  
  - Scale: 1/8"=1'-0"  
  - Work Shop Capability: NONE

- **DV-2**: 10-Panel Vehicular Directional - Post & Panel (all campuses)  
  - Scale: 1/8"=1'-0"  
  - (all campuses)  
  - Vinyl on glass  
  - Directional Sign - (all campuses)  
  - Scale: 1/8"=1'-0"  
  - Work Shop Capability: NONE

### Pathway Information

- **IP-1**: Pathway Identifier (Upstate and East)  
  - Scale: 1/8"=1'-0"  
  - (all campuses)  
  - Vinyl on glass  
  - Directional Sign - (all campuses)  
  - Scale: 1/8"=1'-0"  
  - Work Shop Capability: NONE

### Exterior Sign Type Array

- **NE**: LED Message Sign  
  - Scale: 1/8"=1'-0"  
  - (all campuses)  
  - Vinyl on glass  
  - Directional Sign - (all campuses)  
  - Scale: 1/8"=1'-0"  
  - Work Shop Capability: NONE

- **NB**: 1400 Exterior 8" letters (all campuses)  
  - Scale: 1/4"=1'-0"  
  - (all campuses)  
  - Vinyl on glass  
  - Directional Sign - (all campuses)  
  - Scale: 1/4"=1'-0"  
  - Work Shop Capability: NONE

### Pedestrian Information

- **AK**: Pedestrian Information  
  - Scale: 1/4"=1'-0"  
  - (all campuses)  
  - Vinyl on glass  
  - Directional Sign - (all campuses)  
  - Scale: 1/4"=1'-0"  
  - Work Shop Capability: NONE

### Pedestrian Direction

- **DP-1**: Pedestrian Directional Diagram (Uptown)  
  - Scale: 1/8"=1'-0"  
  - (all campuses)  
  - Vinyl on glass  
  - Directional Sign - (all campuses)  
  - Scale: 1/8"=1'-0"  
  - Work Shop Capability: NONE

### Pedestrian Entrance Signage

- **PB-1**: Pedestrian Entrance Plaque  
  - Scale: 1/8"=1'-0"  
  - (all campuses)  
  - Vinyl on glass  
  - Directional Sign - (all campuses)  
  - Scale: 1/8"=1'-0"  
  - Work Shop Capability: NONE

### Temporary I.D.

- **TV-1**: Temporary I.D. - (all campuses)  
  - Scale: 1/8"=1'-0"  
  - (all campuses)  
  - Vinyl on glass  
  - Directional Sign - (all campuses)  
  - Scale: 1/8"=1'-0"  
  - Work Shop Capability: NONE

### Building Information

- **BP**: Building Information  
  - Scale: 1/8"=1'-0"  
  - (all campuses)  
  - Vinyl on glass  
  - Directional Sign - (all campuses)  
  - Scale: 1/8"=1'-0"  
  - Work Shop Capability: NONE

- **BI**: Building Information - (all campuses)  
  - Scale: 1/8"=1'-0"  
  - (all campuses)  
  - Vinyl on glass  
  - Directional Sign - (all campuses)  
  - Scale: 1/8"=1'-0"  
  - Work Shop Capability: NONE

- **BC**: Building Information - (all campuses)  
  - Scale: 1/8"=1'-0"  
  - (all campuses)  
  - Vinyl on glass  
  - Directional Sign - (all campuses)  
  - Scale: 1/8"=1'-0"  
  - Work Shop Capability: NONE
At these stairwells, mount signs to columns on glass; use vinyl backer.
To: Downtown Campus - 0.5 Miles
To: Uptown Campus - 2.3 Miles

MAP REVISION: DECEMBER 2014
Landmarking Banners

When heavily massed in a concentrated area, and intentionally designed for long-distance viewing by using strong colors and simple shapes, large banners create effective landmarks. This can be effectively applied around a reduced Collins Circle Drive; along the south side of Washington Avenue; flanking the Collins Circle Drive entry for a distance of 100 feet in each direction, and similarly at the north side of the Western Avenue entrance; and at the south end of the Podium.

Identity Banners

These banners support the UAlbany identity. Additional special event and special message identity banner programs may be implemented to help enrich the campuses. Additional examples of this approach would be custom banner designs for UAlbany Athletics, performance events, orientation, commencement exercises and academic programs of note.

These banners can also be used to identify destinations such as residence halls in place of ground or wall-mounted identifiers.

Whether used as landmarking or identity devices, banners can help to delineate campus boundaries, celebrate a period’s arrival at the campuses, and reinforce the UAlbany brand.

Guidelines

Whenever possible the size guidelines specified in the manual must be followed. If efforts to fit within these guidelines are deemed unsuccessful by the project team and there are special/unique needs, then either the length and/or width may be adjusted. For example this may be the case if one needed to fit a banner between two existing columns, or to view a banner over a long distance, or to communicate a large amount of information.

One of our concerns is that there are standardized banner support infrastructures in place across the University. To avoid various additional expenses and coordination associated with the proliferation of varying sizes, banner sizes must be standardized and limited to as few as possible.

The standard banner shown in the manual is intended for exterior application and typically when installed hangs down to a height of 14’-0”. Generally, the bottom of banner may be adjusted. For example this may be the case if one desired to change the banner columns title height. For pedestrian and vehicular access below where applicable.

A one day event, may be hung lower with ample allowances for short term use or where vandalism is not a concern such as lower than 14'-0" to avoid vandalism. Banners intended for permanent or extended use should be hung no lower than 14'-0" to avoid vandalism.

Whenever possible the size guidelines specified in the manual are intended to accommodate any special 2-D graphic needs of the places/groups being asked to take a first stab at coming up with ideas or a framework that can then be used to initiate and help direct the discourse with the representatives to arrive at an acceptable design solution. Additionally, unlike the PAC and the Museum which are actual clients, the Library is intended as a design prototype that can be adapted for any academic unit group on campus that might request a banner in the future.

These fabric banners can be pole-mounted or building-mounted. They should be silk-screened or digitally printed to match University colors. They can be used for two different purposes:

1. **Landmarking Banners**
   - When heavily massed in a concentrated area, and intentionally designed for long-distance viewing by using strong colors and simple shapes, large banners create effective landmarks. This can be effectively applied around a reduced Collins Circle Drive; along the south side of Washington Avenue; flanking the Collins Circle Drive entry for a distance of 100 feet in each direction, and similarly at the north side of the Western Avenue entrance; and at the south end of the Podium.

2. **Identity Banners**
   - These banners support the UAlbany identity. Additional special event and special message identity banner programs may be implemented to help enrich the campuses. Additional examples of this approach would be custom banner designs for UAlbany Athletics, performance events, orientation, commencement exercises and academic programs of note.

These banners can also be used to identify destinations such as residence halls in place of ground or wall-mounted identifiers.

Whether used as landmarking or identity devices, banners can help to delineate campus boundaries, celebrate a period’s arrival at the campuses, and reinforce the UAlbany brand.

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A one day event, may be hung lower with ample allowances for short term use or where vandalism is not a concern such as lower than 14'-0" to avoid vandalism. Banners intended for permanent or extended use should be hung no lower than 14'-0" to avoid vandalism.

 Whenever possible the size guidelines specified in the manual are intended to accommodate any special 2-D graphic needs of the places/groups being asked to take a first stab at coming up with ideas or a framework that can then be used to initiate and help direct the discourse with the representatives to arrive at an acceptable design solution. Additionally, unlike the PAC and the Museum which are actual clients, the Library is intended as a design prototype that can be adapted for any academic unit group on campus that might request a banner in the future.
These fabricated aluminum letters are used to identify buildings made possible through targeted donations and to give credit to the donors. The 1/2-inch-thick letters are painted gold and pin-mounted 3/8 of an inch off the building façade, with the bottom of the letters aligned with the building mortar. Letter dimensions and location are determined according to the space available. To optimize legibility, there should be a maximum of two lines of copy with a maximum of 30 letters each line (counting spaces). The DIN Schrift Engschrift typeface is used.

Adapting this design for application to Podium-type buildings would require the use of mounting brackets and rails like those used with the Building Identifier Letter sign types (IB-1 and IB-2) on pages 2:11 and 2:12. Letter spacing would be as shown here, without regard to column spacing, rather than the between-column letter spacing used with the larger IB-1 and IB-2 sign types.
These 1/4-inch-thick bronze plaques are used to identify buildings made possible through targeted donations and to give credit to the donors. They can be used in locations where the use of larger fabricated aluminum letters is impractical, or in situations where a plaque is more appropriate. The smaller CD-2b version of this sign type can be used on the Uptown campus Podium-type architecture, secured to the concrete columns. (The CD-2a should not be used on Podium-type buildings.)

The sign type uses a laser etched University logo and text with the infill painted black. The Trajan Bold typeface is used for the facility or destination name, in small caps at 85 percent of the size of the initial letter of each word. Adobe Garamond Italic is used for the dedication message and donor names.
BUILDING ENTRANCE SIGNS & ENTRANCE PLAQUES (ADA)

SIGN TYPE: RE-1 — RE-4
FUNCTION: WAYFINDING / INFORMATION
PRODUCT: CUSTOM
CAMPUS: ANY

These sign types are used where required by the Americans with Disabilities Act to indicate handicapped-accessible entrances, and to direct people to accessible entrances from non-accessible ones. If any of the entrances into a building are not accessible, then these sign types (whether directional or identifier) are required at all of the building’s entrances as appropriate. If all of the entrances are accessible, then no accessibility signage is required at any of the entrances.

The vinyl Entrance Signs (RE-1 and RE-2) are simply white vinyl applied to a glass door surface and centered horizontally. Text is in the DIN Schrift Engschrift typeface.

The Entrance Plaques (RE-3 and RE-4) are custom painted aluminum panel signs with silk-screened graphics. Text is in the DIN Schrift Engschrift typeface.

Where possible, the vinyl sign types should be used. The Entrance Plaque sign types can be used in locations that do not support the use of vinyl.
NEW SIGNAGE AND WAYFINDING SYSTEM

**SIGN TYPE:** IB-1

**FUNCTION:** IDENTIFICATION

**PRODUCT:** CUSTOM

**CAMPUS:** ANY

Building Identification Letters are a series of letters that are applied to buildings, either through attachment to a rail assembly as shown or as individual pin-mounted letters. In the case of the Podium on the Uptown Campus, one letter would be applied between each of the vertical mullion elements in locations appropriate to support wayfinding, in most cases on all four sides of a given building.

Typically, the 24-inch letters are used on the Uptown Campus to identify an entire building or group of buildings, and should be placed in the space between the second and third floors. The 24-inch letters can also be used in other locations on any campus where the large scale of the architecture and longer sight lines warrant their use.

For placement guidelines, see the Building Identifier Elevation Reference Drawings in Section 4: Phasing and Implementation Plan.

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**DETAIL #1** (S1)

**SIDE VIEW SECTION**

**LETTERFORM RAIL ASSEMBLY**

2" = 1 foot

- .125” aluminum C-channel outer letter rail
- .080” aluminum return rail (beyond)
- .250” C-channel inner mounting rail (beyond)
- .080” aluminum return rail (beyond)
- .250” C-channel inner mounting rail (beyond)
- Letter form rail assembly

- 3/4” Gold
- 2” Gray
- 2 3/4” return

Each sign location should be field measured. The inner mounting rail is installed into position using stainless steel Hilti expansion anchors. The letter/rail assembly overlaps the inner mounting rail and is joined using stainless steel countersunk screws on the top and bottom (and painted Dark Gray). Recommend that the inner mounting rail be attached into every other rib. However, for each sign, further development and engineering is expected to be shown in the fabricator’s shop drawings.

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**DETAIL #2**

**TOP VIEW OF LETTERFORM RAIL ASSEMBLY**

2" = 1 foot

- .125” (th.) 2 3/4” aluminum C-channel outer letter rail
- .080” aluminum return rail (beyond)
- C-channel outer letter rail
- C-channel inner mounting rail
- Each sign location should be field measured.
- Building facade

---

**DETAIL #3**

**COLUMN ISOMETRIC**

Not to scale.

- Cast concrete rib; all are basically identical
- Two .125 (th.) aluminum C-channel rails, with end caps, length determined by field measurement; painted Dark Gray; letters are routed into outer letter rail and welded smooth; see section detail S1.

24” fabricated aluminum channel letters, all enclosed (front, back and sides), not illuminated; .125” (th.) aluminum face, .080” aluminum returns and back; front 0.080” Schrift Engschrift; aligned vertically on outer letter rail so the 8’s center stroke is centered on rail, aligned horizontally by modifying the letter spacing; the end caps of the C-channel rails should be flush with the end of the cast concrete rib and painted Dark Gray.

Stainless steel bird deterrent spikes are mounted to the back of the installed outer rail between the letters; painted dark gray or the color of the building; Nixalite model H or equal (www.nixalite.com)

Cast concrete rib; all are basically identical

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**BUILDING IDENTIFIER - 24” LETTERS**

**SIGN TYPE:** IB-1

**FUNCTION:** IDENTIFICATION

**PRODUCT:** CUSTOM

**CAMPUS:** ANY

Building Identification Letters are a series of letters that are applied to buildings, either through attachment to a rail assembly as shown or as individual pin-mounted letters. In the case of the Podium on the Uptown Campus, one letter would be applied between each of the vertical mullion elements in locations appropriate to support wayfinding, in most cases on all four sides of a given building.

Typically, the 24-inch letters are used on the Uptown Campus to identify an entire building or group of buildings, and should be placed in the space between the second and third floors. The 24-inch letters can also be used in other locations on any campus where the large scale of the architecture and longer sight lines warrant their use.

For placement guidelines, see the Building Identifier Elevation Reference Drawings in Section 4: Phasing and Implementation Plan.

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**IB-1 - Building Identifier - 24” Letters**

Design intent: Individual dimensional letters are integrated into an outer letter rail, which is then attached to an inner mounting rail that is installed to the building facade. The placement of the letters on the outer letter rail and the inner mounting rail on the building strictly observe the modularity of the facade.

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**Uptown Campus:** Center the sign assembly between the horizontal mullions (if the letters cannot be centered between two columns, flank a column on either side).
Building Identification Letters are a series of letters that are applied to buildings, either through attachment to a rail assembly as shown or as individual pin-mounted letters. In the case of the Podium on the Uptown Campus, one letter would be applied between each of the vertical mullion elements in locations appropriate to support wayfinding.

On the Uptown Campus, the 15-inch letters typically identify more public buildings on the Podium (Performing Arts Center, Library) and major interior destinations within the Podium buildings (Art Museum). They are placed just above the primary entrance to reinforce the points of entry.

These letters can also be used on any campus in locations where the smaller scale of the architecture and shorter sight lines warrant their use.

For placement guidelines, see the Building Identifier Elevation Reference Drawings in Section 4: Phasing and Implementation Plan.
**SIGN TYPE:** IB-3  
**FUNCTION:** IDENTIFICATION  
**PRODUCT:** CUSTOM  
**CAMPUS:** UPTOWN

Ground-Mounted Building Identifiers are placed in high-visibility areas to mark the location of key buildings and departments. The signs can be either single- or double-sided. This version of the sign type uses painted, pin-mounted aluminum letters and an engraved University logo on a granite veneer monument with a fabricated aluminum cap painted to match the granite. Aluminum accent bars on the pillars are painted gold.

The infill of the logo is recessed and painted gray and the logo itself is painted white. Text is in the Trajan Bold typeface.

Ground, in-grade, up-lighting (Hydrel 6100 Series or equal) is required to illuminate the signs in low-light conditions. Illumination light levels should typically fall between 15 and 25 footcandles. A time clock or photo-electric switch to control the light should be discreetly, but functionally, located.

**TOP VIEW**

- **Gold Metallic**
- **Bethel White**
- **Granite veneer**
- **MP04761 Steel Wool**
- **White MP41306SP Signal Jet Black Painted Aluminum**
- **to match granite**

**SIDE VIEW**

- **Fabricated aluminum curved cap and column cap painted to match granite**
Ground-Mounted Building Identifiers are placed in high-visibility areas to mark the location of key buildings and departments. The signs can be either single- or double-sided. This version of the sign type uses painted, pin-mounted aluminum letters and an engraved University logo on a limestone veneer monument with a fabricated aluminum cap painted to match the limestone. Red brick columns on either side of the sign match the brick of surrounding campus buildings. The infill of the logo is recessed and painted gray and the logo itself is painted white. Text is in the Trajan Bold typeface.

Ground, in-grade, up-lighting (Hydrel 6100 Series or equal) is required to illuminate the signs in low-light conditions. Illumination light levels should typically fall between 15 and 25 footcandles. A time clock or photo-electric switch to control the light should be discreetly, but functionally, located.
**SIGN TYPE:** IB-5  
**FUNCTION:** IDENTIFICATION  
**PRODUCT:** CUSTOM  
**CAMPUS:** EAST

Ground-Mounted Building Identifiers are placed in high-visibility areas to mark the location of key buildings and departments. The signs can be either single- or double-sided.

This Building Identifier is used on the East Campus and is designed to reflect the architecture of the new Cancer Research Center building.

The sign incorporates a white marble veneer sign face and fabricated curved aluminum columns painted white and wrapped in silver metallic accent bars, atop a granite base. It uses pin-mounted aluminum letters painted black to spell out the building name, and an engraved, infilled University logo.

All text is in the Trajan Bold typeface.

Ground, in-grade, up-lighting (Hydrel 6100 Series or equal) is required to illuminate the signs in low-light conditions. Illumination light levels should typically fall between 15 and 25 footcandles. A time clock or photo-electric switch to control the light should be discreetly, but functionally, located.
This two-inch-deep painted aluminum panel sign is used to identify ancillary buildings and primary departments that are not located in the Podium. Locations on the Alumni Quad would be appropriate, for example.

The sign is pin-mounted flush to the wall and uses a removable aluminum panel to allow for future updating. The building or department title is silk-screened in the Trajan Bold typeface on the panel, and the University logo is silk-screened onto the header.
**Building Identifier - Vinyl**

**SIGN TYPE:** IB-7  
**FUNCTION:** IDENTIFICATION  
**PRODUCT:** VINYL  
**CAMPUS:** ANY

Used in addition to other building identification signs, white vinyl graphics and letters applied to glass can identify additional entrances to buildings and major departments within a building, particularly in locations where a wall-mounted identifier is impractical. They can also be used to identify secondary destinations that do not warrant a wall-mounted building identifier due to their limited relevance to the public. This approach may not be appropriate on Podium-type buildings because of their narrow windows. The Trajan Bold typeface is used for the building and/or department title.

**Building Name:** RACC  
**University:** UALBANY

**Scale:** 1:1/2"=1'-0"
The 36 inch thick, black painted letters require 3/8 of an inch studs to connect them to the 2 inch by 2 inch aluminum tubing frame. The frame is to be attached to the top band of buildings, approximately 23 stories above grade. The DIN Schrift Engschrift typeface is used.

The low voltage electrical power supply provides backlighting to enhance the view of the letters at night. The backlighting will be done with white LED’s with a 3/16 of an inch clear Lexan plastic back. The letters will be aesthetically pleasing due to the halo lighting effect at night. Day or night due to the high location, the letters will help orient visitors at any point on campus.
These signs can be used to list tenants in University facilities in situations where tenants call for identification outside a building as well as inside. The modular aluminum post-and-panel signs use a custom aluminum cap painted gold, and white painted posts. The University logo is silk-screened on the cap in black and white. Changeable message panels are painted white and use surface-applied black vinyl lettering. The Trajan Bold typeface is used to identify the facility and DIN Schrift Engschrift is used to list the tenants.
These Campus Identifiers are placed along the perimeter of the Uptown Campus — primarily at the main Washington and Western avenue entrances — to identify the campus, help define its boundaries and affirm a visitor’s arrival. The signs can be either single- or double-sided. The sign uses pin-mounted aluminum letters painted gold, engraved text and street numbers infilled with black, and an engraved University logo. The infill of the logo is painted black and the logo itself is painted white.

This version uses a granite veneer with a fabricated aluminum cap painted to match the veneer, and gold painted aluminum accent bars on the pillars. The granite relates visually to the architecture on the Uptown Campus. The University name is rendered in the approved University logotype dimensions, and the street numbers are in the DIN Schrift Engschrift typeface.

Ground, in-grade, up-lighting (Hydrel 6100 Series or equal) is required to illuminate the signs in low-light conditions. Illumination light levels should typically fall between 15 and 25 footcandles. A time clock or photo-electric switch to control the light should be discreetly, but functionally, located.

NOTE: Once the Balsley Plan for landmarking at Uptown Campus entrances is implemented, these Campus Identifier signs can either be moved off the campus perimeter to flank the University Drive at each entrance, or removed altogether.
These Campus Identifiers are placed along the perimeter of the Downtown Campus to identify the campus, help define its boundaries and affirm a visitor’s arrival. The signs can be either single- or double-sided. The sign uses pin-mounted aluminum letters painted gold and engraved text infilled with black, and an engraved University logo. The infill of the logo is painted black and the logo itself is painted white.

This version uses a limestone veneer with a fabricated aluminum cap painted to match the veneer, and red brick pillars that match the brick used on surrounding buildings. The limestone and brick relate visually to the dominant architecture on the campus. The University name is rendered in the approved University logotype dimensions.

Ground, in-grade, up-lighting (Hydrel 6100 Series or equal) is required to illuminate the signs in low-light conditions. Illumination light levels should typically fall between 15 and 25 footcandles. A time clock or photo-electric switch to control the light should be discreetly, but functionally, located.
These Campus Identifiers can be used on the East Campus to identify the campus, help define its boundaries and affirm a visitor’s arrival. The signs can be either single- or double-sided. They were designed to reflect the architecture of the new Cancer Research Center building. The sign incorporates a white marble veneer sign face and fabricated curved aluminum columns painted white and wrapped in silver metallic accent bars, atop a granite base. It uses pin-mounted aluminum letters painted gold for the university name, etched and infilled or dimensional letters to spell out “State University of New York,” an engraved or silk-screened University logo. If engraved, the infill of the logo is painted gray and the logo itself is painted white (or is white marble). The University name is rendered in the approved University logotype dimensions.

Ground, in-grade, up-lighting (Hydrel 6100 Series or equal) is required to illuminate the signs in low-light conditions. Illumination light levels should typically fall between 15 and 25 footcandles. A time clock or photo-electric switch to control the light should be discreetly, but functionally, located.
This design is based on refacing the front face of the existing Uptown Campus identification sign located at the corner of Washington Avenue and Fuller Road. It helps to define the campus boundaries and let visitors know they have arrived.

The sign uses a white granite veneer and fabricated aluminum and engraved letters with the engraved text infilled black. Gold painted aluminum accents are used on the side pillars. A fabricated aluminum curved cap and column caps are painted to match the granite. The veneer relates visually to the architecture on the Uptown Campus. Text is in the Trajan Bold typeface.

Ground, in-grade, up-lighting (Hydrel 6100 Series or equal) is required to illuminate the signs in low-light conditions. Illumination light levels should typically fall between 15 and 25 footcandles. A time clock or photo-electric switch to control the light should be discreetly, but functionally, located.
These signs identify major Uptown and East campus lots. A changeable inset panel can carry general/regulatory information or list campus facilities best accessed from the lot.

The Avonite simulated granite veneer signs use a custom aluminum cap painted to match the veneer. The University logo is etched into the veneer with the infill painted gray and the logo itself painted white. The changeable removable face is high-performance reflective white vinyl with high-performance black vinyl text and graphics. A painted gold band gives added emphasis to the "Permit Required" regulatory statement at the bottom of the sign face. The parking lot name is rendered in the Trajan Bold typeface. Other information is in the DIN Schrift Engschrift typeface.

**Sequence of Encounter**

The graphic below illustrates how a driver, upon entering the campus, might encounter a sequence of signs leading into a parking lot.

**Displayable, removable panel**

- IP-1: Parking Identifier (Uptown and East)
- IP-2: Parking Identifier (Uptown and East)
- IP-3: Parking Identifier (East)
- IP-4: Parking Aisle Identifier sign.

Note: Messaging shown on this page is for illustration purposes only to represent the possible messaging that could be used to designate and regulate parking on the campuses. The University’s parking authority should consult on proper wording before any signs designating or regulating parking are ordered.
These signs identify major Downtown Campus parking. A changeable insert panel can carry additional information or list the campus facilities best accessed from the parking area. The signs use a limestone veneer and brick base with an aluminum cabinet and cap. The cabinet is painted white and the cap is painted to match the limestone base. The University logo is silk-screened onto the cap. The changeable/removable face is high-performance reflective white vinyl with high-performance black vinyl text and graphics. A painted gold band gives added emphasis to the “Permit Required” regulatory statement at the bottom of the sign face. The parking area name is rendered in the Trajan Bold typeface in all caps. Other information is in the DIN Schrift Engschrift typeface.

Sequence of Encounter

The graphic below illustrates how a driver, upon entering the campus, might encounter a sequence of signs leading into a parking lot.

**Note:** Messaging shown on this page is for illustration purposes only to represent the possible messaging that could be used to designate and regulate parking on the campuses. The University’s parking authority should be consulted on proper wording before any signs designating or regulating parking are ordered.
These signs are used to identify entrances to lots that are not used by the public (at smaller parking areas reserved for faculty and staff or those used by service vehicles, for example). When configured with two panels, the lower panel can carry additional information or list the facilities best accessed from the lot.

The modular aluminum post-and-panel signs are painted white and use a custom aluminum arch that is painted gold. The University logo is applied to the arch with black and white vinyl. The removable/changeable sign face is high-performance reflective white vinyl with high-performance black vinyl lettering and graphics. The facility or parking lot name is rendered in the DIN Schrift Engschrift typeface. Other information is in the DIN Schrift Engschrift typeface.

### Sequence of Encounter

The graphic below illustrates how a driver, upon entering the campus, might encounter a sequence of signs leading into a parking lot.

**IP-1, 2 or 3**

Campus Vehicle Directional sign guiding the driver to the appropriate parking lot.

**IP-1, 2 or 3**

Parking Identifier sign located at the main entrances to parking.

**IP-4**

Parking Aisle Identifier sign.

**RP**

General parking regulatory and/or information sign.

### Note

Messaging shown on this page is for illustration purposes only to represent the possible messaging that could be used to designate and regulate parking on the campuses. The University’s parking authority should be consulted on proper wording before any signs designating or regulating parking are ordered.

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**IP-3**

**SIGN TYPE:** IDENTIFICATION

**FUNCTION:** IDENTIFICATION

**PRODUCT:** APCO / CUSTOM

**CAMPUS:** ANY

These signs are used to identify entrances to lots that are not used by the public (at smaller parking areas reserved for faculty and staff or those used by service vehicles, for example). When configured with two panels, the lower panel can carry additional information or list the facilities best accessed from the lot.

The modular aluminum post-and-panel signs are painted white and use a custom aluminum arch that is painted gold. The University logo is applied to the arch with black and white vinyl. The removable/changeable sign face is high-performance reflective white vinyl with high-performance black vinyl lettering and graphics. The facility or parking lot name is rendered in the DIN Schrift Engschrift typeface. Other information is in the DIN Schrift Engschrift typeface.

### POSSIBLE MESSAGES - large single panel

**IP3-1**

**SERVICE VEHICLES**

**PERMIT REQUIRED**

**IP3-2**

**PARKING IDENTIFIER**

**PERMIT REQUIRED**

### POSSIBLE MESSAGES - small top panel

**IP3-t1**

**ADMINISTRATION**

**PERMIT REQUIRED**

**IP3-t2**

**SERVICE**

**VEHICLES**

**PERMIT REQUIRED**

**POSSIBLE MESSAGES - bottom panel**

**IP3-b1**

**IP3-b2**

**PERMIT REQUIRED**

**POSSIBLE MESSAGES - small top panel**

This panel would be used in conjunction with a second panel below it containing regulatory and/or other information.

**POSSIBLE MESSAGES - large single panel**

**SERVICE**

**VEHICLES**

**PERMIT REQUIRED**

**POSSIBLE MESSAGES - small top panel**

This panel would be used in conjunction with a second panel below it containing regulatory and/or other information.
Three-sided triangle sign type is a single sheet of cut and bent 0.10” aluminum, supported on the existing post with stainless steel banding. It is designed to work with posts of varying diameter, taper and cross-section shapes. It is also designed to avoid any penetration of the post.

A set of two s.s. bands are laced through appropriate slots in the end panels, pulling the end panels onto the post, and centering the assembly around the post.

The bands are cinched tightly around the post. VHB tapes may also be used to assist in stabilizing the assembly onto post.

**SELECT MESSAGES - not to scale**

**TOP VIEW**

not to scale

Three-sided triangle sign type with identical message on each side.

Stainless steel bands, bolts, nuts and other attachment hardware to be industry standard.

- 1/8” aluminum panel painted black and white
- Aisle number is high-performance white reflective vinyl; font: Trajan Bold
- 1/2” metallic gold vinyl rule
- Associated Quad or Building name; High-performance black opaque vinyl; font: DIN Schrift Engschrift

**SIGN TYPE:** IP-4
**FUNCTION:** AISLE IDENTIFICATION
**PRODUCT:** CUSTOM
**CAMPUS:** ANY

These three-sided pole-mounted aluminum signs are used at regular intervals on large campus lots to help people locate their cars. They are painted black and white with high-performance vinyl graphics. The aisle number is in the Trojan Bold typeface, while the lot name is in the DIN Schrift Engschrift typeface.

**Sequence of Encounter**

The graphic below illustrates how a driver, upon entering the campus, might encounter a sequence of signs leading into a parking lot.

- DV-1, 2 or 3
  - Campus Vehicle Directional sign guiding the driver to the appropriate parking lot.
- IP-1, 2 or 3
  - Parking Identifier sign located at the main entrances to parking.
- IP-4
  - Parking Aisle Identifier sign.

**SIGN TYPE:** IP-4
**FUNCTION:** AISLE IDENTIFICATION
**PRODUCT:** CUSTOM
**CAMPUS:** ANY

These three-sided pole-mounted aluminum signs are used at regular intervals on large campus lots to help people locate their cars. They are painted black and white with high-performance vinyl graphics. The aisle number is in the Trojan Bold typeface, while the lot name is in the DIN Schrift Engschrift typeface.

**Sequence of Encounter**

The graphic below illustrates how a driver, upon entering the campus, might encounter a sequence of signs leading into a parking lot.

- DV-1, 2 or 3
  - Campus Vehicle Directional sign guiding the driver to the appropriate parking lot.
- IP-1, 2 or 3
  - Parking Identifier sign located at the main entrances to parking.
- IP-4
  - Parking Aisle Identifier sign.
RP (a) - Parking/Regulatory Template

Scale: 3"=1'-0"

Shown above is a typical messaging configuration. Variations on this layout will need to be considered to accommodate alternative messaging needs.

TOP ZONE: SYMBOL(s)/ARROW
This zone is reserved for a 4 3/4" high vinyl symbol(s) and/or a directional arrow, if applicable, center justified within the zone as indicated; color may vary.

MIDDLE ZONE: REGULATORY
Colored background height is consistently 4 1/4"; color varies per function/use (see color reference below). This zone is reserved for surface-applied vinyl; color varies; font DIN Schrift Engravers in all CASES: 1 1/4" cap height standard (can vary depending on copy length) with 5/8" interline spacing. If one line appears in a zone, center vertically in zone.

BOTTOM ZONE: CONSEQUENTIAL
Center justify copy in zone; color of copy varies; same copy spec as indicated above.

No graphics should extend into this bottom zone

1/2" radius bottom corners

Gold reflective vinyl header:

SAMPLE LAYOUTS

TOP ZONE: SYMBOL(s)/ARROW
This zone is reserved for a 4 3/4" high vinyl symbol(s) and/or a directional arrow, if applicable, center justified within the zone as indicated; color may vary.

TOP VIEW typical

1"-0"

2 1/2"

5/8"

TOP ZONE: SYMBOL(s)/ARROW

2 1/2" Telespar Unistrut square post; painted white with white cap.

2" Telespar Unistrut square post; painted white.

.080 Aluminum panel painted white with base layer of engineer-grade reflective vinyl and surface-applied vinyl graphics.

Gold reflective vinyl header:

SIDE VIEW not to scale

RP (b) - Informational Template

Scale: 3"=1'-0"

Shown above is a typical messaging configuration with multiple lines of copy devoted to the primary (Identification) information. Variations on this layout may need to be considered to accommodate alternative messaging needs.

TOP ZONE: SYMBOL(s)/ARROW
Use same fabrication specs as identified for the RP a.

TOP VIEW typical

1"-0"

2 1/2"

5/8"

TOP ZONE: SYMBOL(s)/ARROW

2 1/2" Telespar Unistrut square post; painted white with white cap.

2" Telespar Unistrut square post; painted white.

.080 Aluminum panel painted white with base layer of engineer-grade reflective vinyl and surface-applied vinyl graphics.

Gold reflective vinyl header:

SIDE VIEW not to scale

Use same fabrication specs as identified for the RP a.

These pole-mounted white painted aluminum signs with vinyl graphics are used to convey parking restrictions and provide other regulatory information.

The sign type template is divided into zones as needed. For the "a" template, the top zone is reserved for a symbol or arrow. The middle zone uses a colored background to indicate the audience (gold for students, purple for faculty and staff, blue for barrier-free parking, red for other audiences or restrictions). The bottom zone, if needed, uses black or red text to indicate time limits, consequences, or other regulatory information. The "b" template is more for identification or informational purposes. It only has one zone that consists of a symbol and copy.

Sequence of Encounter

The graphic below illustrates how a driver, upon entering the campus, might encounter a sequence of signs leading into a parking lot.

RP - CUSTOM PRODUCT:
SIGN TYPE:
SIGN TYPE:
PRODUCT:
CAMPUS:
REVISED:
PAGE:
NEW SIGNAGE AND WAYFINDING SYSTEM: EXTERIOR SIGN TYPES
PAGE 2:33
UNIVERSITY AT ALBANY
CITY: ALBANY
STATE: NY
ZIP 1, 2 or 3 Parking Identifier sign located at the main entrances to parking.
ZIP-4 Parking Aisle Identifier sign.
CAMPUS Vehicular Directional sign guiding the driver to the appropriate parking lot.

These pole-mounted white painted aluminum signs with vinyl graphics are used to convey parking restrictions and provide other regulatory information.

The sign type template is divided into zones as needed. For the "a" template, the top zone is reserved for a symbol or arrow. The middle zone uses a colored background to indicate the audience (gold for students, purple for faculty and staff, blue for barrier-free parking, red for other audiences or restrictions). The bottom zone, if needed, uses black or red text to indicate time limits, consequences, or other regulatory information. The "b" template is more for identification or informational purposes. It only has one zone that consists of a symbol and copy.

Sequence of Encounter

The graphic below illustrates how a driver, upon entering the campus, might encounter a sequence of signs leading into a parking lot.

RP - CUSTOM PRODUCT:
SIGN TYPE:
SIGN TYPE:
PRODUCT:
CAMPUS:
REVISED:
PAGE:
NEW SIGNAGE AND WAYFINDING SYSTEM: EXTERIOR SIGN TYPES
PAGE 2:33
UNIVERSITY AT ALBANY
CITY: ALBANY
STATE: NY
ZIP 1, 2 or 3 Parking Identifier sign located at the main entrances to parking.
ZIP-4 Parking Aisle Identifier sign.
CAMPUS Vehicular Directional sign guiding the driver to the appropriate parking lot.

These pole-mounted white painted aluminum signs with vinyl graphics are used to convey parking restrictions and provide other regulatory information.

The sign type template is divided into zones as needed. For the "a" template, the top zone is reserved for a symbol or arrow. The middle zone uses a colored background to indicate the audience (gold for students, purple for faculty and staff, blue for barrier-free parking, red for other audiences or restrictions). The bottom zone, if needed, uses black or red text to indicate time limits, consequences, or other regulatory information. The "b" template is more for identification or informational purposes. It only has one zone that consists of a symbol and copy.

Sequence of Encounter

The graphic below illustrates how a driver, upon entering the campus, might encounter a sequence of signs leading into a parking lot.

RP - CUSTOM PRODUCT:
SIGN TYPE:
SIGN TYPE:
PRODUCT:
CAMPUS:
REVISED:
PAGE:
NEW SIGNAGE AND WAYFINDING SYSTEM: EXTERIOR SIGN TYPES
PAGE 2:33
UNIVERSITY AT ALBANY
CITY: ALBANY
STATE: NY
ZIP 1, 2 or 3 Parking Identifier sign located at the main entrances to parking.
ZIP-4 Parking Aisle Identifier sign.
CAMPUS Vehicular Directional sign guiding the driver to the appropriate parking lot.

These pole-mounted white painted aluminum signs with vinyl graphics are used to convey parking restrictions and provide other regulatory information.

The sign type template is divided into zones as needed. For the "a" template, the top zone is reserved for a symbol or arrow. The middle zone uses a colored background to indicate the audience (gold for students, purple for faculty and staff, blue for barrier-free parking, red for other audiences or restrictions). The bottom zone, if needed, uses black or red text to indicate time limits, consequences, or other regulatory information. The "b" template is more for identification or informational purposes. It only has one zone that consists of a symbol and copy.

Sequence of Encounter

The graphic below illustrates how a driver, upon entering the campus, might encounter a sequence of signs leading into a parking lot.

RP - CUSTOM PRODUCT:
SIGN TYPE:
SIGN TYPE:
PRODUCT:
CAMPUS:
REVISED:
PAGE:
NEW SIGNAGE AND WAYFINDING SYSTEM: EXTERIOR SIGN TYPES
PAGE 2:33
UNIVERSITY AT ALBANY
CITY: ALBANY
STATE: NY
ZIP 1, 2 or 3 Parking Identifier sign located at the main entrances to parking.
ZIP-4 Parking Aisle Identifier sign.
CAMPUS Vehicular Directional sign guiding the driver to the appropriate parking lot.
NEW SIGNAGE AND WAYFINDING SYSTEM: EXTERIOR SIGN TYPES

SIGN TYPE: MP-1, MP-2
FUNCTION: WAYFINDING
PRODUCT: CUSTOM
CAMPUS: VARIES

These pedestrian orientation signs are located along primary pedestrian routes around the campus, especially at exits from visitor parking lots and at gathering places. They hold fiberglass-embedded map graphics printed in UV-resistant inks that depict the entire campus and identify major destinations and facilities including parking lots, building entrances and emergency phones. The map should always be properly oriented to the viewer in that if North is up on the map, the viewer should be looking North.

The Columnar structure is primarily for the Uptown Campus. Black aluminum panels displaying a white vinyl question mark are mounted at the top of the 1/2” Avonite simulated granite pillar on all four sides, to help visitors identify the maps from a distance and so it can be seen over parked vehicles. Gold painted granite accent bars surround the pillar below the aluminum panels.

The base is wrapped in 1/2” Avonite simulated granite veneer. The alternative Pedestal mount can be used on any campus. The white aluminum podium holds the same map sign cabinet as the MP-1 and is supported with a cast concrete base.

NOTE: for use only on the Uptown Campus
The signs are placed on the “outside” of the Podium columns so that viewers can compare the map to the view in front of them across the Podium, and so that the maps are not visible from the Carillon. The large illustration here shows an installation along the north side of the Podium with the map orientation “south up.” It is important that these maps be oriented properly for each of the four possible map orientations (the square area of the map will accommodate this).

These signs can also be used with existing Quad dormitory housing maps at locations on the Quads.

For mounting details, refer to Exterior Wall Mounting Conditions: Condition B under the Installation of Signs section on page 2.44.
**NEW SIGNAGE AND WAYFINDING SYSTEM: EXTERIOR SIGN TYPES**

**SIGN TYPE:** DP-2  
**FUNCTION:** WAYFINDING  
**PRODUCT:** CUSTOM  
**CAMPUS:** ANY

These post- or rail-mounted aluminum signs are used to route people to selected destinations within walking distance. They are painted white and use silk-screened black text and arrow graphics, and a silk-screened black and white University logo on a painted gold header. The destinations are divided by direction (left, then right, then straight ahead as needed) and painted gold divider lines separate the directional groupings. Text is in the DIN Schrift Engschrift typeface.

**SIGN TYPE:** DP-2  
**FUNCTION:** WAYFINDING  
**PRODUCT:** CUSTOM  
**CAMPUS:** ANY

These post- or rail-mounted aluminum signs are used to route people to selected destinations within walking distance. They are painted white and use silk-screened black text and arrow graphics, and a silk-screened black and white University logo on a painted gold header. The destinations are divided by direction (left, then right, then straight ahead as needed) and painted gold divider lines separate the directional groupings. Text is in the DIN Schrift Engschrift typeface.
These one- or four-sided signs are typically mounted to columns in the Uptown Campus Podium and used to post announcements of upcoming campus events and other temporary notices, though they can also be used in other locations. The modified aluminum display cabinets have locked doors (with key) with tempered glass and contain self-healing corkboard display panels that can hold either a single 11-by-17-inch sheet or two 8 1/2-by-11-inch sheets. The University logo is silk-screened onto the display panel header. The signs can also accept changeable message strips, a magnetic display board or a changeable letter board in lieu of the corkboard display panel.

The four-sided column-mounted version should only be used in isolated instances (i.e. by the Performing Arts Center, Campus Center, Library or within the Student Quads). When locating the one-sided column-mounted version on the Podium, the signs should not be placed on the side of the column facing the Carillon, so that they are not visible when looking across the Podium.

These one-sided boards can also be used outside buildings like Parking Management or a cafeteria to list hours of operation. If space is available, the board should be a standard APCO (or similar vendor) size.
These granite pylon signs are used to mark pedestrian trails on the Uptown Campus. The University icon is spray painted onto the pylon in white and gold. A recessed panel on each side holds a gold-painted aluminum plate onto which the trail name in black. The name is rendered in capital letters in the Trajan Bold typeface.
The kiosks display information about the outstanding Alumni of The University at Albany. These displays will honor the past students and be inspiration to the new and current students.

These displays can be fabricated as either single faced wall mounted, four sided around existing columns, or three sided free standing.

Each designed kiosk has extruded aluminum radius vertical corners. The display panel has self healing corkboard and is covered with 3/8” tempered glass in an aluminum frame. The door of the kiosk will be hinged with an aluminum piano hinge on the right side. The frame will be secured by a lock at the top and/or bottom of the extrusion.

All panels have a .080 aluminum panel as a substrate with an outdoor, solvent or acrylic based inkjet print on 3M controltac vinyl applied to surface. Also to have print guard UV matte applied over printed vinyl to retard fading.
These one- or two-sided signs located on the Uptown and East campuses support wayfinding to major public parking lots and to Top Destinations within the immediate area of each sign. This sign type should be used as needed before intersections with secondary roads, at vehicular decision points, and at approximately 600-foot intervals along longer routes for reinforcement of wayfinding messages.

The signs use a 1/2" Avonite simulated granite veneer and a fabricated aluminum curved cap painted to match the veneer. The University logo is etched into the veneer with the infill painted gray and the logo itself painted white. Gold rules are used to separate directional groupings (left, then right, then straight ahead as needed).

The modular fiberglass sign element holds interchangeable high-performance reflective white vinyl panels to allow easy updating by the University Sign Shop. Lettering is rendered in high-performance black vinyl in the DIN Schrift Engschrift font. For copy and graphics, high-performance reflective white vinyl lettering is used.

Destinations should be divided into directional groupings between the two signs, with the left-hand and then right-hand directional destinations listed on the first sign (or left-hand and then right-hand directional destinations if space permits).

Ground, in-grade, up-lighting (Hydrel 6100 Series or equal) is required, with a discreetly, but functionally placed photo-electric switch, to illuminate the signs in low-light conditions.

**SIGN TYPE:** DV-1  
**FUNCTION:** WAYFINDING  
**PRODUCT:** APCO / CUSTOM  
**CAMPUS:** UPTOWN / EAST

**NEW SIGNAGE AND WAYFINDING SYSTEM: EXTERIOR SIGN TYPES**

**ISOMETRIC VIEW**

**Top View**

1/2" Avonite simulated granite veneer  
Fabricated aluminum curved cap painted to match granite  
Sign can be single or double-sided.

**Logos**

- Logo etched into granite; centered in arch; infill painted black; uppermost surface painted white

**Character Materials**

- High-performance reflective white vinyl background with high-performance black vinyl text

**Temporary Event Message**

- 1/2" Metallic Gold vinyl rule used above top panel of a direction change

**Colors**

- Gold rules are typically fall between Pantone 269

**Materials**

- Below-grade footing per code; pad per University specifications

**Pylon (Uptown/East Campuses)**

**Scale:** 1/2"=1'-0"
These one- or two-sided signs located on the Downtown Campus support wayfinding to major public parking lots and to Top Destinations within the immediate area of each sign. This sign type should be used as needed before intersections with secondary roads, at vehicular decision points, and at approximately 600-foot intervals along longer routes for reinforcement of wayfinding messages. The signs use a limestone base, red brick detail to match the campus architecture, and a fabricated aluminum curved cap painted to match the limestone. The University logo is silk-screened onto the cap. Gold rules are used to separate directional groupings (left, then right, then straight ahead as needed).

The modular fiberglass sign element holds interchangeable high-performance reflective white vinyl panels to allow easy updating by the University Sign Shop. Lettering is rendered in high-performance black vinyl in the DIN Schrift Engschrift typeface, and high-performance black vinyl is also used for the arrow and any “Circle P” parking symbol graphics. Temporary event message panels can also be used with a purple background and high-performance reflective white vinyl lettering.

Each sign can support wayfinding to up to 11 destinations. If a particular location requires wayfinding to more than 11 destinations, a second sign can be installed approximately 60 feet beyond the first to wayfind to the remaining destinations. Destinations should be divided by directional groupings between the two signs, with the left-hand directional destinations listed on the first sign (or left-hand and then right-hand directional destinations if space permits).

Ground, in-grade, up-lighting (Hydrel 6100 Series or equal) is required, with a discreetly, but functionally placed photo-electric switch, to illuminate the signs in low-light conditions.
These signs can be used to support wayfinding to smaller and less public parking lots like those intended for service vehicles, and in situations where the DV-1 and DV-2 sign types may be more than is needed due to the campus size, road speed or number of destinations. They also can be used to indicate the direction to another campus and to convey the distance to that campus.

The modular aluminum post-and-panel signs are painted white and use a custom aluminum cap painted gold. Horizontal spacers painted metallic gold are used to separate the header and each of the directional groupings (left, then right, then straight ahead as needed) from each other. The University logo is applied to the cap with surface-applied high-performance black and white reflective vinyl.

The modular sign holds interchangeable high-performance white reflective vinyl panels to allow easy updating by the University Sign Shop. Lettering is rendered in high-performance black vinyl in the DIN Schrift Engschrift typeface, and high-performance black vinyl is also used for the arrow and any “Circle P” parking symbol graphics.

Each sign can support wayfinding to up to seven destinations, however a blank panel is recommended above a change in direction. If a particular location requires wayfinding to more than seven destinations, a second sign can be installed approximately 60 feet beyond the first to wayfind to the remaining destinations.

Destinations should be divided by directional groupings between the two signs, with the left-hand directional destinations listed on the first sign (or left-hand and then right-hand directional destinations if space permits).

NOTE: Signs may be single or double sided
**NEW SIGNAGE AND WAYFINDING SYSTEM: EXTERIOR SIGN TYPES**

**NE - Vehicular LED Message Sign**

- **SIGN TYPE:** NE
- **FUNCTION:** PROGRAMMABLE ELECTRONIC DISPLAY
- **PRODUCT:** HI-TECH / CUSTOM
- **CAMPUS:** ANY

This two-sided granite veneer sign with a built-in LED display is used to announce short-term events such as sport events, alumni weekends, orientation week, and museum showings. University Athletics would like one sign to be placed along Western Avenue to advertise sporting events. Another identical sign could be located along Washington Avenue to advertise University-wide activities.

The sign uses an engraved University logo on a granite veneer monument with painted aluminum accents on the side pillars, and a fabricated aluminum curved cap and column cap painted to match the granite veneer. The infill of the logo is painted gray and the logo itself is painted white. The aluminum accents are painted gold.

The two-sided, single-color LED display can show up to three lines of text, and the programmable message board can be updated via phone line using PC software. One or two (alternating) messages can be presented at a time. Motion and special effects can be used as an option where allowed by zoning.

**Specifications:**

- **Logo**
  - Engraved recessed into granite; centered within column base
  - Uppermost surface painted white

- **Custom sign**
  - Logo engraved/recessed into granite; engraved/recessed into granite;
  - Infill painted Steel Wool
  - Uppermost surface painted white

- **Fabricated aluminum curved cap and column cap**
  - Painted to match granite veneer

- **LED display**
  - Double-sided with the logo and LED unit appearing on opposite face in same manner
  - Data to be sent via phone line
  - 20 mili-amp w/ Constant Current driver 1C
  - DC wattage of 0.42 watt (max)
  - PC operating software w/ Win98

- **Dimensions:**
  - 1'-10" x 11'-10"
  - 7'-11 3/4" x 1'-4"
  - 2'-5" x 1'-4"

- **Colors:**
  - Gold Metallic
  - Painted Aluminum
  - Granite Veneer
  - Signal Jet Black
  - Bethel White

- **Additional Features:**
  - Built-in surge protectors
  - Requires a dedicated circuit breaker (no sharing)

**Technical Details:**

- **LED Pixel Design:**
  - Cluster panel with all UL approved materials
  - Pixel luminous intensity to be 4.300 mcd
  - Display brightness to be 3,720 nit (cd/m²)
  - 100,000 hours rated LED life
  - LED drive current to be 20 milli-amp

- **Environment:**
  - Below grade footing per code; pad per University specifications

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**Diagram:**

- Top View
- Isometric View
- Side View
- Fabricated aluminum curved cap and column cap painted to match granite veneer
NEW STUDENTS
AND FAMILIES

This two-sided granite veneer sign with a built-in LED display is used to announce short-term events such as sport events, alumni weekends, orientation week, and museum showings. The are two signs located at the two main entrances of the Uptown campus; Washington Ave and Western Ave.

The University logo is sandblasted on a granite veneer monument with gold painted aluminum accents on the side pillars, and a fabricated aluminum curved cap and column cap painted to match the granite veneer. The infill of the logo is painted gray and the logo itself is painted white.

The LED display can show up to three lines of text, and the programmable message board can be updated via phone line using PC software. One or two (alternating) messages can be presented at a time. Motion and special effects can be used as an option where allowed by zoning.
These aluminum blade signs are placed at street intersections on University campuses, and help reinforce the University identity. They should be placed at all intersections, replacing existing street signs where they exist.

The signs are painted black and use white reflective vinyl for the street name. The University logo is applied with gold and white reflective vinyl. Street names are rendered in the Trajan Bold typeface, while the street type (“DRIVE,” “AVE,” etc.) is in capital letters in the DIN Schrift Engschrift typeface. The 2 1/4-inch square posts are painted black.

**SIGN TYPE:** IS
**FUNCTION:** IDENTIFICATION
**PRODUCT:** CUSTOM
**CAMPUS:** ANY

Each sign is a custom design, specifically tailored to fit the University’s needs.

### IS - Vehicular Street Identifier

#### Scale: 1/2”=1’-0”

**SIGN BLADE DETAIL**

- **Top View**
  - 3” CH
  - Logo 3” / 3” (max length)

- **Bracket Detail 1**
  - #905UF SUPR-LOK CROSS
    - 90 degree cross separator for use with any post cap
  - #975QF SUPR-LOK CAP
    - 2” Square Post Mount Bracket For Flat Blades

- **Bracket Detail 2**
  - See bracket detail 1; paint black
  - See bracket detail 2; paint black

**VEHICULAR STREET IDENTIFIER**

**TOP VIEW**

- Aluminum blade painted MP Signal Jet Black
- Icon is surface applied gold metallic vinyl with white reflective
- DIN Schrift Engschrift font; white reflective vinyl
- Street Name: Trajan Bold font; white reflective vinyl
- 2” square post painted Black (Telekpar QuickPunch Unistrut post or similar)

**BELOW GRADE**

- See bracket detail 1; paint black
- See bracket detail 2; paint black

**IS - Vehicular Street Identifier**

Since the maximum sign blade length is 2’, long names will need to be tightened and/or letter compressed to the minimum amount necessary. If the copy needs to be compressed more than 75% in order to fit, the cap height can be reduced in increments of 1/2”; no smaller than 1/2”.

**BRACKET DETAIL**

- #905UF SUPR-LOK CROSS
  - 90 degree cross separator for use with any post cap
  - #975QF SUPR-LOK CAP
  - 2” Square Post Mount Bracket For Flat Blades

**PRODUCT**

- CUSTOM

**CAMPUS**

- ANY

**FUNCTION**

- IDENTIFICATION

**SIGN TYPE**

- IS
TV-1 - Vehicular Temporary Message Sign in ground

TV-2 - Vehicular Temporary Message Sign freestanding

TV - Vehicular Temporary Message Sign freestanding

**VEHICULAR TEMPORARY MESSAGE SIGN**

**SIGN TYPE:** TV-1, TV-2  
**FUNCTION:** IDENTIFICATION  
**PRODUCT:** STANDARD REALTY  
**DISPLAY FRAME / CUSTOM**  
**CAMPUS:** ANY

These simple aluminum signs can be used to direct traffic during University-sponsored events and to convey event notices and custom messages. They use a one-inch square frame and a detachable aluminum sign panel, both of which are painted white. A permanent aluminum header is painted gold and silk-screened with the University logo. The message is applied to the detachable sign in black or purple vinyl, in the DIN Schrift Mittelschrift typeface.
These informational signs are located along the path around Indian Pond, at select locations around the University Fountain, and within the Heritage Garden located south of Indian Quad. They feature informational panels with historical photos, information about the history of the campus, and explanations of plant life and garden plantings within the University’s Heritage Garden.

P1-1 signage panels are 8” x 12”, and are cased in Custom High Pressure Laminate affixed to a 3” x 3” wooden or aluminum post.

P1-2 signage panels are 24” x 26” and are affixed to two, 3” x 3” powder-coated aluminum posts, with an optional 6” x 36” panel. Signs located around Indian Pond are powder coated Mahogany, while other locations feature a black powder coating.

P1-3 signage are plant/tree identifier signage to be installed in gardens and planters in the uptown and downtown campus. Each 4” by 6” sign will identify a specific species and give information about each species on campus, including a QR code and a photo.

**PI-1 - Information Pedestal**
- Scale: 2" = 3’ - 0"
- Printed Area Dimensions: 12" x 24"
- ISOMETRIC VIEW - NOT TO SCALE
- SIDE VIEW
- 2’ - 6” aluminum post, with optional 6” x 36” panel, bolted to aluminum mounting plate.
- 24” x 36” x 1/2” laminate affixed to a 3” x 3” wooden or aluminum post.
- 6” x 12” 1/2” panel fabricated using Custom High Pressure Laminate.

**PI-2 - Information Plate**
- Scale: 2” = 3’ - 0”
- Printed Area Dimensions: 24” x 36” x 1/2”
- ISOMETRIC VIEW - NOT TO SCALE
- SIDE VIEW
- 2’ - 6” 3” x 3” aluminum or wooden post.
- 24” x 36” x 1/2” laminate affixed to a 3” x 3” wooden or aluminum post.

**PI-3 - Plant Identifier**
- Scale: 1” = 1’ - 0”
- Printed Area Dimensions: 4” x 6”
- ISOMETRIC VIEW - NOT TO SCALE
- SIDE VIEW
- 4” x 6” panel, affixed to 1” aluminum post, 9” - 12” off ground surface.

**Product:** SH Immersive Environments

**Function:** Information

**Sign Type:** P1-1, P1-2, P1-3

**Campus:** ANY

**Sources:**

**Map: State University of New York University Centers**
- University at Albany
- Stony Brook University
- Binghamton University
- University at Buffalo

**Additional Information:**
- The SUNY system was initially created under Governor Thomas E. Dewey in 1948, was elevated into being the nation’s largest “University Centers” located in Albany, Buffalo, Binghamton, and Stony Brook. Other improvements occurred system-wide with the overarching goal of providing educational opportunity to war veterans, women, students of color, and the quickly aging children of the WWII “baby boom.” Today the SUNY system Rockefeller helped create to educate the baby boom generation is now educating their children.

**Rockefeller’s Contributions:**
- Rockefeller brought about large changes and expansions to the SUNY system, including massive construction projects at the four campuses and the addition of new programs. He was instrumental in increasing access to higher education for all students, regardless of background or ability.
- Throughout his life, Nelson A. Rockefeller had a profound influence on countless projects and programs across New York State and the United States of America. Throughout his working life Rockefeller held positions in public office. Between 1953 – 1953 he served as a member of the Westchester County Board of Health while also engaged in multiple private ventures, including overseeing a subsidiary of Standard Oil in Venezuela as well as being a board member and eventually board president of the Museum of Modern Art. In the 1950’s Rockefeller gained more prominence by becoming Under Secretary of Health, Education and Welfare under President Dwight D. Eisenhower from 1953 - 1954 and then by being elected to four terms as Governor of New York State from 1959 to 1973. Rockefeller served as the 41st Vice President of the United States, under President Gerald Ford, from 1974 - 1977.