

5.13 Signage & Wayfinding

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5.13.1 About Wayfinding

1. Wayfinding refers to the process a person undergoes as they learn to understand and navigate a given environment. It is an iterative process of orientation ("where do I need to go next?"), direction ("this points me towards where I need to go") and confirmation ("this is what I was looking for").
2. The University of Calgary has developed a wayfinding and signage program for the campus that establishes a network of nomenclature, structures and signs to move visitors from the edge of campus to a given room within a building. The standards set in this document ensure the integrity of this network as it develops and evolves with the campus and building environs.
3. This document refers to 'visitors' as a catch-all term for the people reading and using signage. This does not imply a particular audience as signage helps all people on campus including students, faculty and staff; users of facilities and services; visiting alumni, consultants, researchers, partners, donors and dignitaries. In addition to this, all visitors bring their own varying degrees of familiarity and individual impairments. Unless planning for a physically restricted area, we do not assume a 'typical user'.
4. These design standards govern University signage and wayfinding so that the elements described in this standard are understood to be a University endeavour. University signage and wayfinding is relied upon by life safety professionals as well. These signs are critical to the safe and effective functioning of our campus. Other signage that is temporary, promotional or interpretive will need to be approved through the Public Spaces Committee as it may needlessly compete with the University signage. Please reference Design Standard 6.7 Public Spaces.
5. Signage and wayfinding design as well as supply and install is done by University preferred vendors who have competed to have the right to do this work. Campus Architecture will identify these companies for anyone wishing to design or order signage.

5.13.2 Planning & Ordering Signage

5.13.3.2 *Planning for Signage*

1. Wayfinding—and by extension signage—is a function that spans organizational units of the wayfinding and signage program and is managed by Campus Architecture within the Facilities Management & Development division. Coordination between Campus Planning, University Relations, institution-wide stakeholder groups and external vendors is critical to the success of the program and will happen continually. Setting direction, reviewing and approving applications for signage, implementing and approving signage is the responsibility of Campus Architecture.

5.13.3.2 *Ordering Signage*

1. University faculties, departments and business units may wish to order interior wayfinding or signage of various scales that serve a variety of purposes. Depending on the complexity of each project, interior wayfinding and signage ordering could be a simple transaction or could



generate a coordinated study and needs assessment by Campus Architecture. Either way this standard represents the baseline for all decisions made during the signage development and implementation process. Signage and wayfinding is funded by the faculty, department or business unit who requires it and whose spaces are identified. Where study or design work is required there will be a design fee for this work that is identified in the cost estimate provided.

a. Simple sign orders:

A series of simple signs are needed. If the content is straightforward and the sizes or types easily identified by the faculty, department or business unit, then the signs can be ordered from the signage website through the University of Calgary FMD website. Campus Architecture will review the orders before they are executed to ensure consistency and adherence to design/content standards.

b. Families of signs that require planning:

When a space on campus has been redeveloped or reconfigured, there may be a series of wayfinding signs required in addition to room signage. Frequently this involves coordination across various groups as a result of shared public spaces. The process for such an undertaking is as follows:

- i. A needs assessment and rough order-of-magnitude budget is requested through the online Work Request system (accessible through the myUofC portal).
- ii. Campus Architecture coordinates this scoping work with the signage designers, signage providers and university stakeholders in the area.
- iii. University stakeholders approve the drawings and a final quote is obtained from the signage suppliers. Once this quote is signed off by the stakeholders, the assigned signage project manager administers the order through supply and installation.



5.13.3 Graphic Standards

1. Signage is a highly prominent, graphic element that provides not only wayfinding support but also visually connects the campus, enhancing the overall brand and "sense of place" or character of the campus. To ensure the University of Calgary has a consistent and elegant wayfinding and signage standard, an outside team of consultants and suppliers has been approved as preferred vendors to the university. They have set standard fonts, colours, specified formats and layout types that are consistent and identifiable across campus. These standards have also been endorsed by the University Relations division, which is responsible for brand and identity standards across the institution.
2. For layout details refer to graphic specifications included in the technical documentation.



5.13.3.1 *Typography*

1. The Apex New family is the font used on all signage. The font was selected for how well it typesets relative to other corporate fonts and how its characteristics satisfy accessibility requirements needed for signage. Signage is the only acceptable application of Apex New on campus; it is not a typeface used for marketing, communications, or other materials representative of the university.

Apex New Book

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
 1 2 3 4 5 6 7 8 9 0 *

Apex New Medium

**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
 1 2 3 4 5 6 7 8 9 0 ***

Apex New Bold

**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
 1 2 3 4 5 6 7 8 9 0 ***

* No drop numerics – opentype figure set to tabular lining
 Tracking = +50 unless otherwise indicated.

5.13.3.2 Colour

1. Colour specifications for different applications (paint, vinyl, digital print etc.) are available as part of the technical documentation.
2. Colours referenced form the visual body of the wayfinding sign program. Other colours are used in specific signage applications (ei. Donor signage, waste management signage etc.) – refer to their specific technical documentation.
3. Red is to be reserved as much as possible to explicitly signify ‘University of Calgary’ and to maximize its impact when it is used.

Signage Colours**Black**

Used on exterior signage as field and type colour.

**White**

Used on interior signage as field colour and on type on dark grey signage.

**Pantone 425c Dark Grey.**

Interior type colour and field colour for regulatory signage.

**Pantone 485c red.**

University of Calgary corporate colour, used on colour accent badge on interior signage. Colour should signify the university as much as possible and it's use should be otherwise limited.

**Pantone 422c mid-grey.**

Accent colour used on mounting fixtures and side profiles of signage.

**Pantone 138c dark-yellow.**

Accent colour used on cautionary graphics.

**Pantone 576c green.**

Accent colour used on cautionary graphics.

5.13.3.3 University Colour Badge

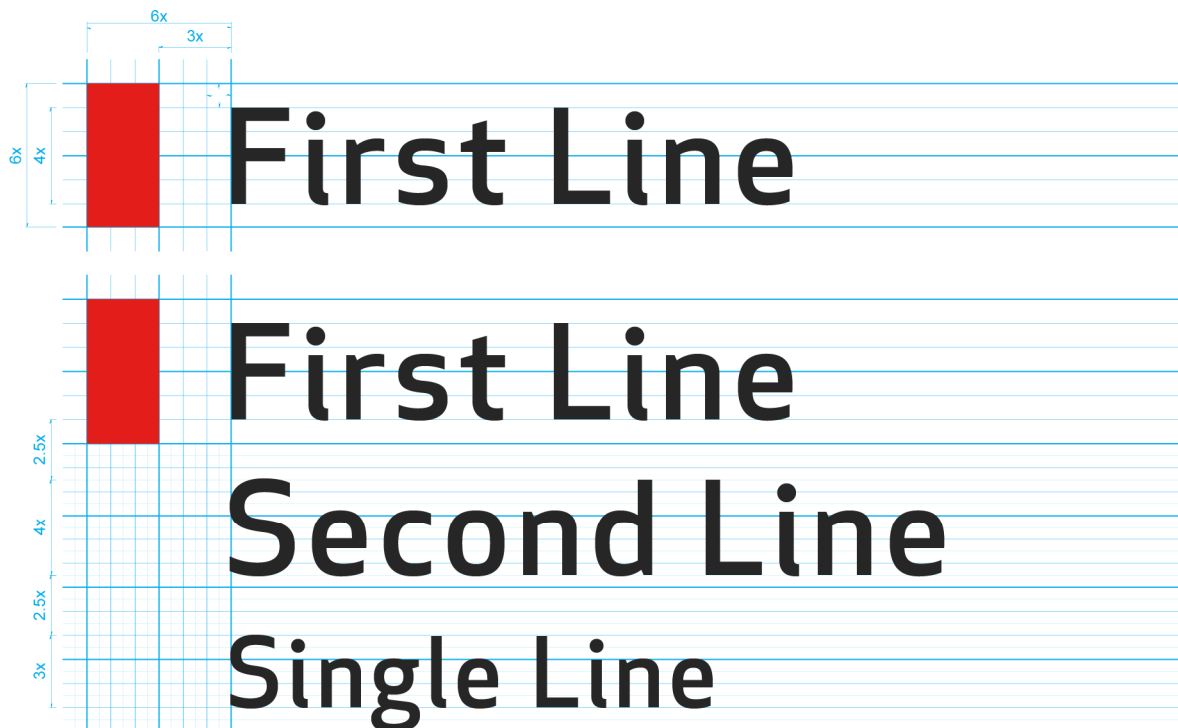
1. The red colour badge is applied to signage to highlight titles and room numbers, to enhance the visual connections between signs, and to enhance the university sense of place.

University Colour Badge Sample



2. The colour badge layout and proportion. The colour badge is intended to attract attention and provide visual continuity as visitors traverse the campus. In addition to this it identifies a given sign as an 'official' university object, signifying "this sign speaks with the authority of the University of Calgary".

University Colour Badge





5.13.3.4 Construction & Materials

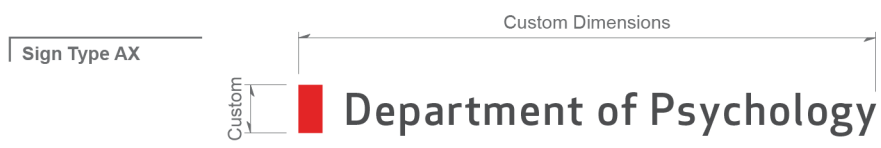
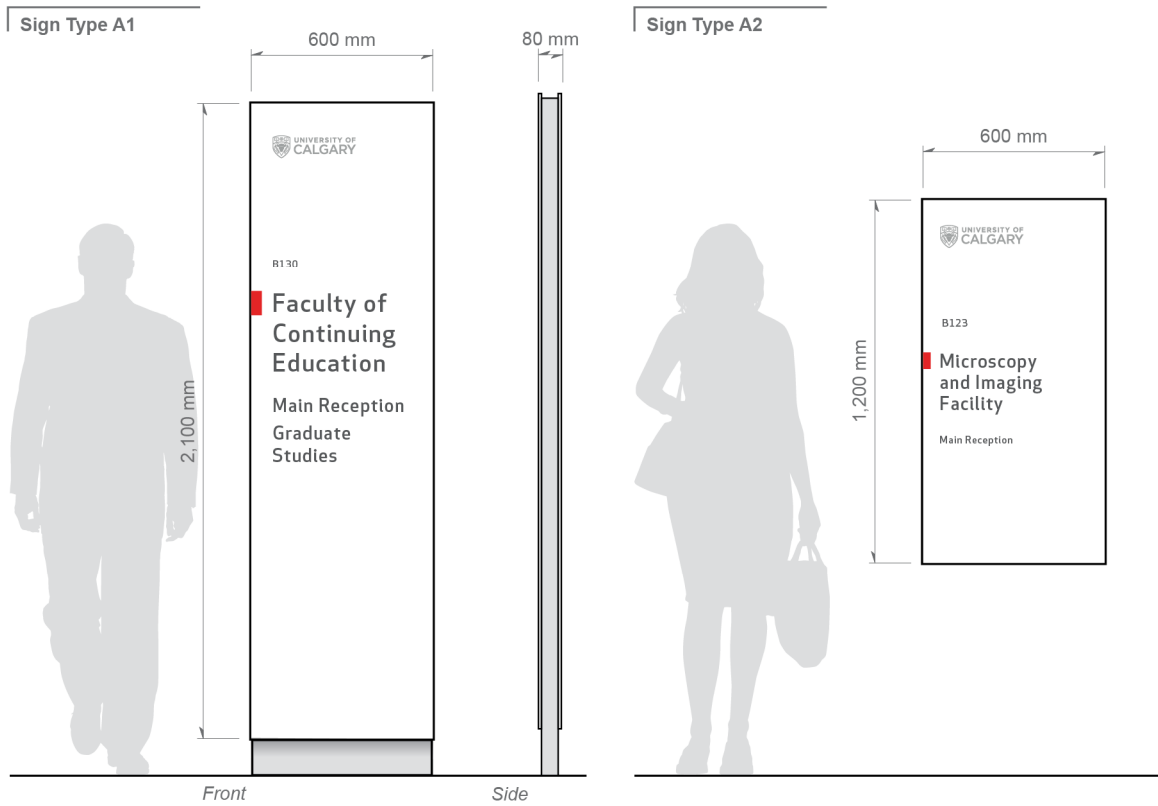
1. The sign program has been designed to be modular and updateable as message requirements change. Rather than removing and discarding a sign, graphics can be updated, panels can be replaced, or paper inserts can be changed.
2. Refer to construction specifications for construction details by sign type. Generally construction is as follows:
 - a. Large directional signage is constructed from aluminum flats and mounted to walls by aluminum rails.
 - b. Smaller directional signage and room signs are constructed from aluminum flats joined to permanently affixed acrylic mounting panels.
 - c. Suspended signage uses two aluminum panels taped to an aluminum tubing core.



5.13.4 Sign Types

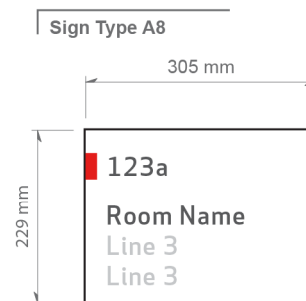
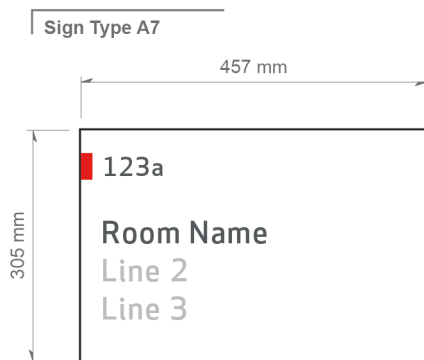
5.13.4.1 *Major Goal Identification Signage*

1. Signage in this category includes label-type signage required for organizational units, examples of which might include faculties, departments, centres, institutes or similar operational types. Typically these signs identify areas or inter-related groupings of rooms beyond which one might find a specific room.
 - a. Sign type A1 is freestanding. Consider copy for both sides. Includes footprint for sub-destinations. To be used in areas where signage is not practical in wall-mount or overhead formats.
 - b. Sign type A2 is to be mounted at eye-level next to doors and includes a footprint for sub-destinations contained within the area.
 - c. Sign types A3 and A4 are overhead signs, and can be specified as bulkhead-mounted or as suspended signs.
 - d. Sign type A3 can be used over double sets of fire doors or large bulkheads.
 - e. Sign type A4 is dimensioned for mounting over single sets of double doors.
 - f. Sign type AX is individually cut dimensional lettering to be applied directly to a wall, and may be used on walls where the lettering is too large to make a panel practical, or where environmental graphics are desired (lettering applied over large-scale imagery).
 - i. Panel-type signs (A2 to A4) are preferred to dimensional lettering because changes in copy to the latter require refinishing the wall.
 - ii. Letter profiles are always 1/12th the height of a capital letter 'N' rounded to the nearest 1/8" (e.g. A 3"-high letter would have a 1/4" profile).
 - iii. Lettering may be mounted to glazing. Specify vinyl backers for letters.
 - iv. Refer to proportions of the colour badge layout for proportions. Refer to technical specifications for paint and material finishes.



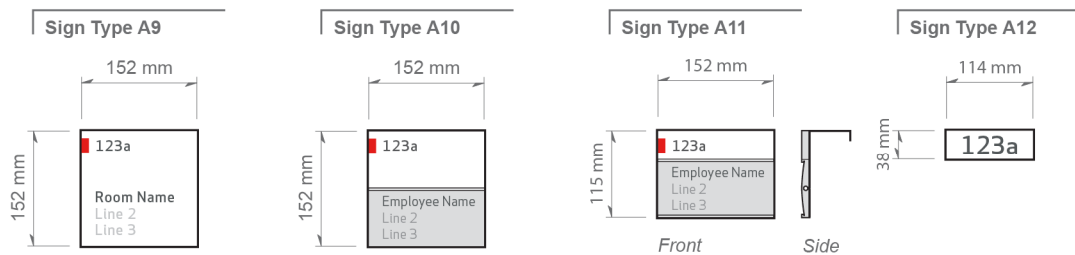
5.13.4.2 Classroom, Laboratories and Public Room Signage

1. Signage of this type should be used to identify public rooms. Generally sign type A8 should be used as a standard public room sign, with type A7 used to label more significant destinations.
2. Note sign type A9 listed in the next section should be used for service rooms such as housekeeping or phone rooms.
3. If mounting on glazing, specify a glass backer to obscure tape.



5.13.4.3 Office & Employee Identification Signage

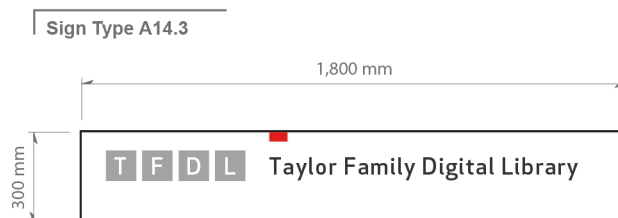
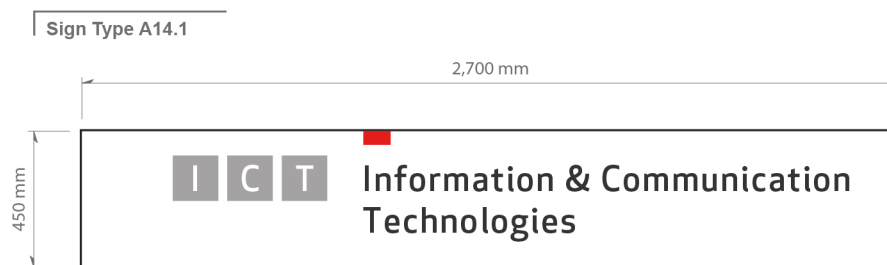
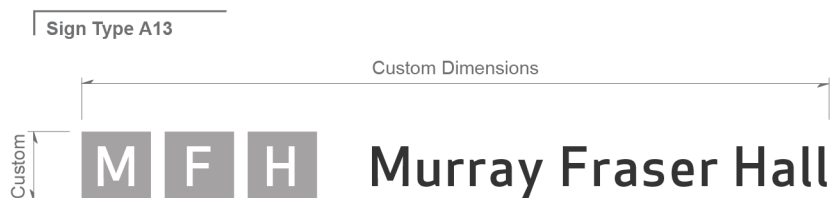
1. Signage of this type includes requirements for staff and employee-specific areas.
 - a. Sign type A9 should be used for shared meeting rooms, kitchens, breakout areas or other rooms where there is not a permanent employee. Can also be used for back-of-house type rooms.
 - b. Room control accessories (in use / available sliders for instance) are available for sign type A9. Refer to technical specifications.
 - c. Sign types A10 and A11 are standard employee identification signs and use a lens for an updateable paper insert for the name.
 - i. Sign type A10 is wall-mounted for offices. If mounted on glass sidelight, specify vinyl backer to obscure tape.
 - ii. Sign type A11 is for mounting on cubicles. Supplier to determine hanger detail for furniture system.
 - d. Sign type A12 is mounted to door jamb on rooms that require no naming (e.g. elevator shafts, vestibules...).





5.13.4.4 Building Identification Signage

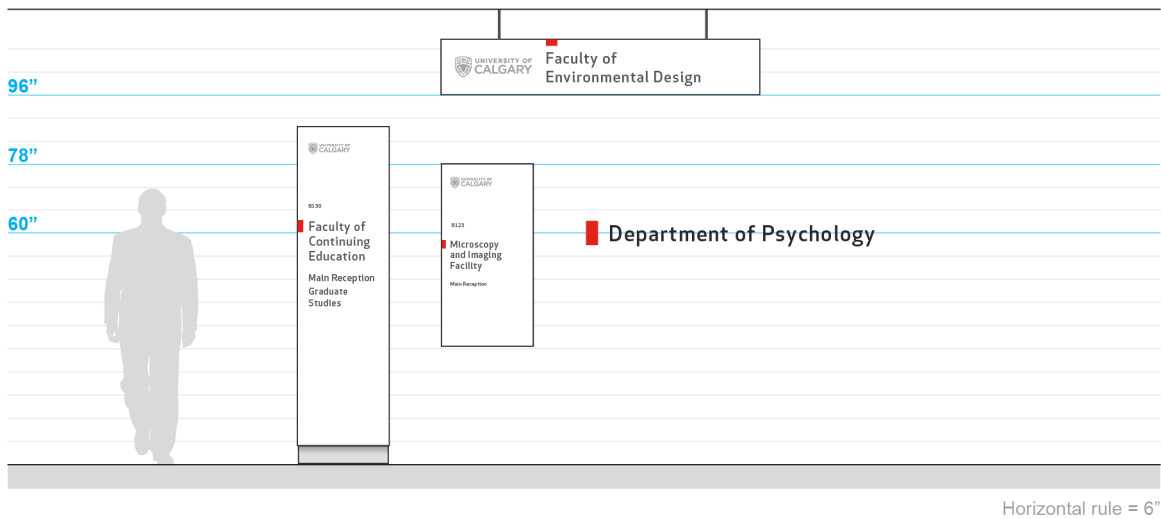
1. Transitions between buildings should be clearly labelled.
 - a. Sign type A13 are individually cut dimensional lettering. Profile is 1/12th the height of a capital letter N. Use on large bulkheads where sign panels are not practical.
 - b. Sign type A14.1 to A14.3 can be mounted to bulkheads or suspended as the entrance requires.
 - c. Sign type A14.3 matches a single set of fire doors.



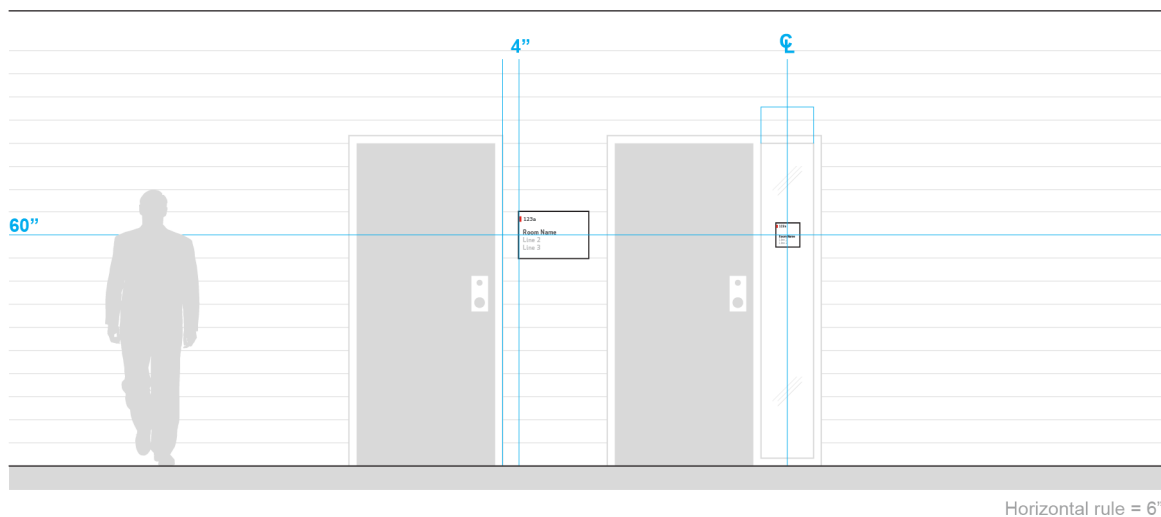
5.13.4.5 Positioning Goal & Room Signage

1. Signage on walls consolidates key information at 60" to grade, and as such, unless otherwise indicated, wall-mount signs should be mounted 60" on centre. Larger wall-mount signs are mounted 78" to top to keep the $\pm 60"$ datum line.
2. Suspended signs to be mounted 96" to grade wherever possible. Do not go under 90".

Positioning details for Major Goal Signs



Positioning details for Room Signs

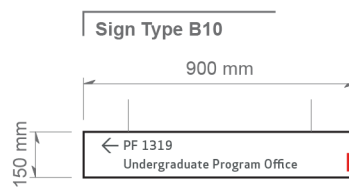
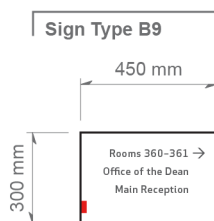
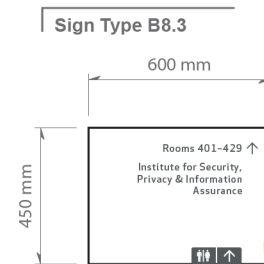
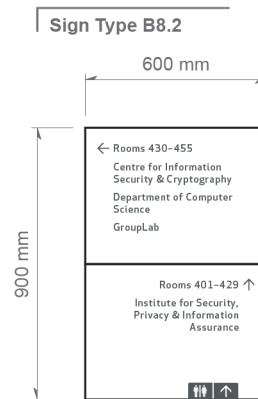
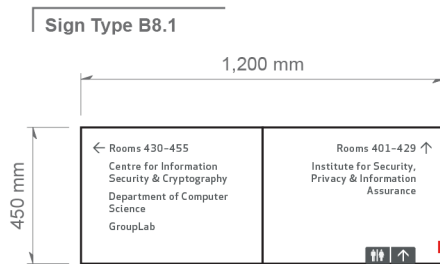
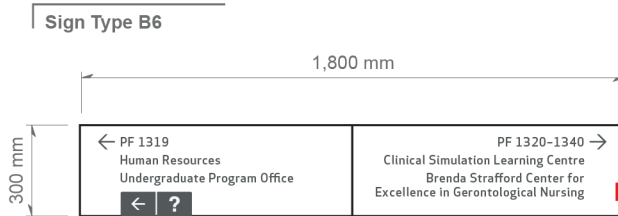
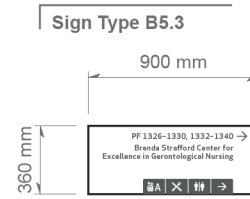
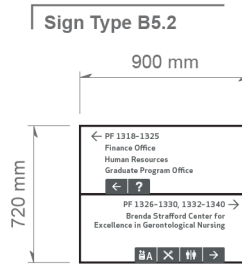
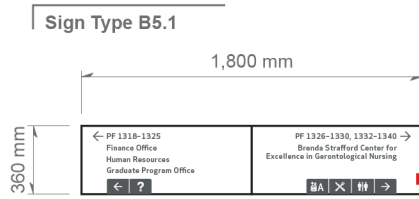




5.13.4.6 *Directional Signage*

1. Directional signage cues visitors directly towards destinations using arrows. Signs of this category are available in a variety of sizes and shapes to satisfy the need for varying text sizes, volumes, available footprints and mounting conditions.
 - a. Signs in this category are available as wall-mount, bulkhead-mount and suspended (double-sided) formats.
 - b. As best practice, schematically lay out all sign copy and directions for a given area on a plan and confirm the content prior to determine specific sign types.
 - i. The first line of copy should always be room numbers for a given direction.
 - c. To prevent the over-proliferation of signs, faculties, departments and business units are asked to ensure that signage covers all destinations on a floor or corridor, rather than just ordering signage for a specific department. Some coordination amongst stakeholders will be required.
 - d. Determining directional signage requirements may be complex – consider ordering room and goal signage prior to determining the requirements for directional signage.
 - e. Signage for a given faculty, department or business unit must be taken down upon vacating a location. This is the responsibility of the vacating tenant.





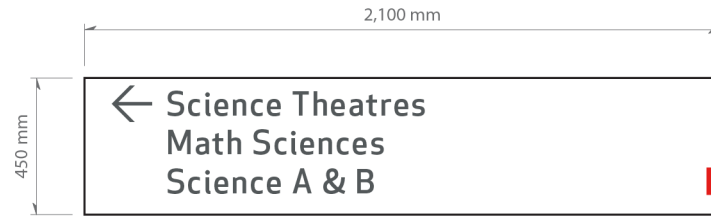


5.13.4.7 *Building to Building Directional Signage*

1. Signage directing people from building to building is larger for greater visibility down hallways.
 - a. Sign types in this category can be combined into singular signs where multiple directions are required.
 - i. Do not use more than one red badge per sign.



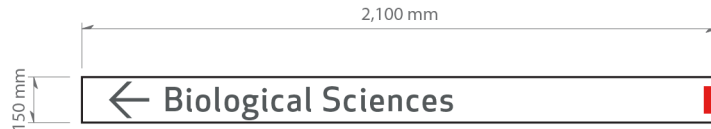
Sign Type B11.1



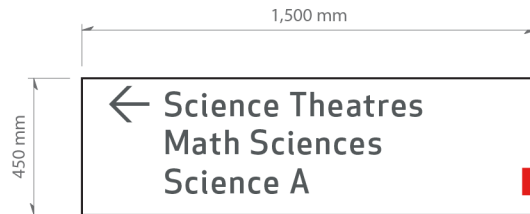
Sign Type B11.2



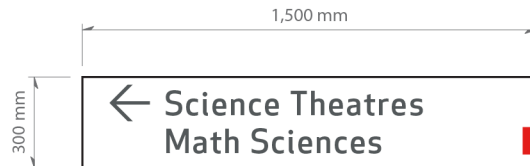
Sign Type B11.3



Sign Type B12.1



Sign Type B12.2



Sign Type B12.3



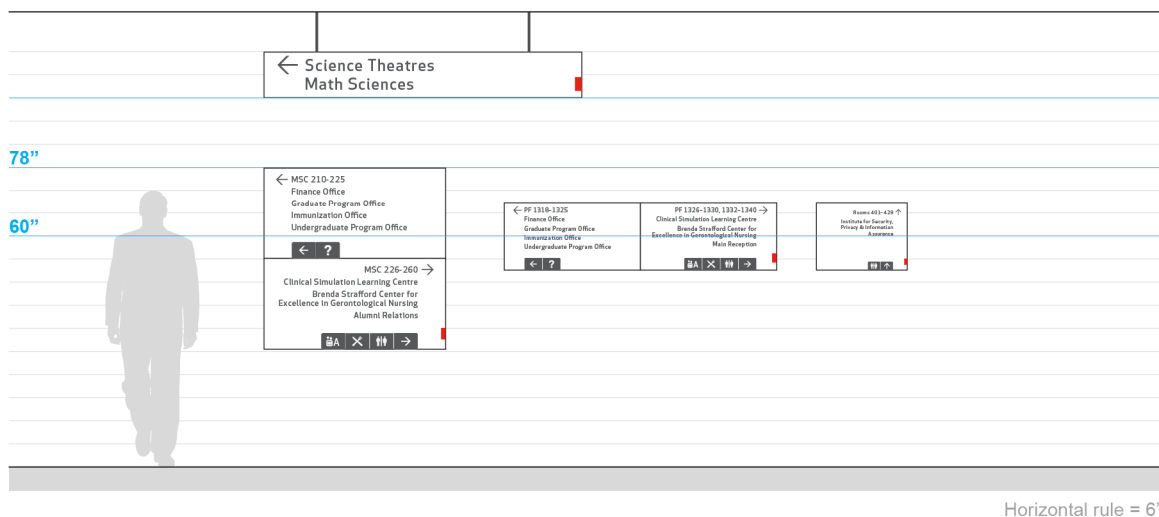
Sample sign combining panels.



5.13.4.8 Positioning Directional Signage

1. Signage on walls
 - a. Single panel-height directional signs should be mounted 60” on centre, to a maximum of 78” to grade. Do not mount higher than 78”.
 - b. Double panel height signs should be mounted 78” to top of sign.
2. Suspended signs.
 - a. Suspended signs to be mounted 96” to grade wherever possible. Do not go under 90”.

Positioning details for Directional Signs



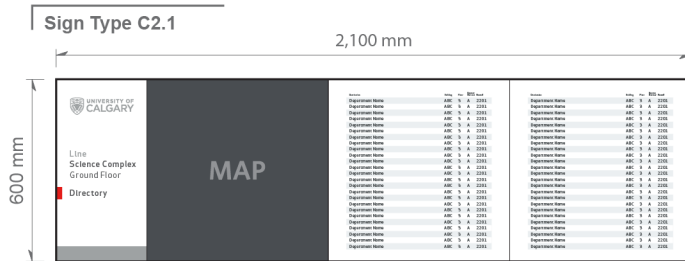
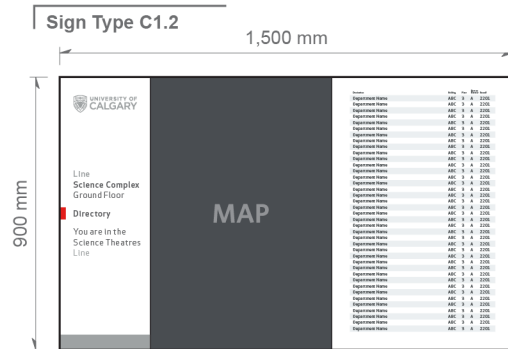
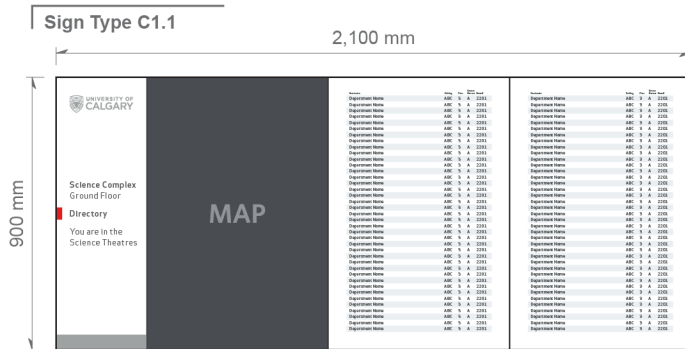
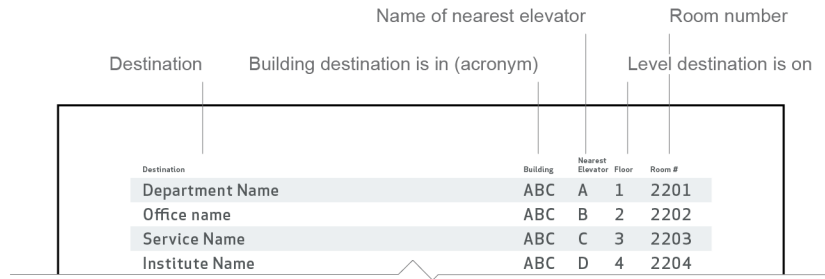


5.13.4.9 *Inter-Building Directories*

1. Maps and directional information are required at two scales on campus; for standalone buildings and for groups of buildings, such as the Science or Education complexes. Maps and directories for groups of buildings (inter-building) provide listings of destinations.
 - a. Maps and directories are to be placed near building entrances to provide an opportunity for visitors to orient themselves and confirm a room number for their desired destination.
 - b. Determine copy and location of directory prior to selecting sign type to best determine the size required. Volume of content and available footprint will determine sign type.
 - c. Multiple type sizes are available. Refer to graphic specifications.
 - d. Directory content.
 - i. A directory listing will include the following information about the destination:
 - The building it is in.
 - The elevator closest to it.
 - The level it is on.
 - The room it is in.
 - ii. Destinations shall be listed alphabetically by organizational units, with sub-destinations being grouped underneath. For instance the Faculty of Medicine would be listed as a destination, with the Dean's Office listed as a sub-destination beneath that. Refer to graphic specifications for additional detail.
 - e. Map Content.
 - i. Maps are to include:
 - Building footprints and connections other buildings.
 - A detail with a simplified campus map where possible.
 - Exterior features such as road names, bus stops or drop-off points.
 - All publicly accessible corridors.
 - All elevators, stairs and washrooms.
 - Groupings of room numbers, or room numbers for significant spaces as the layout permits. Do not use destination names.
 - North should always be indicated.
 - ii. Maps will be plan-view (top down) and oriented to the direction the viewer is facing, as opposed to north being at the top of the map. This allows for the position of a destination relative to the map-viewer to match its location in the building (e.g. left on the map will match the reader's left).
 - iii. Maps should never include commercial logos or logos other than that of the university.



Content required for Intra-Building Directories

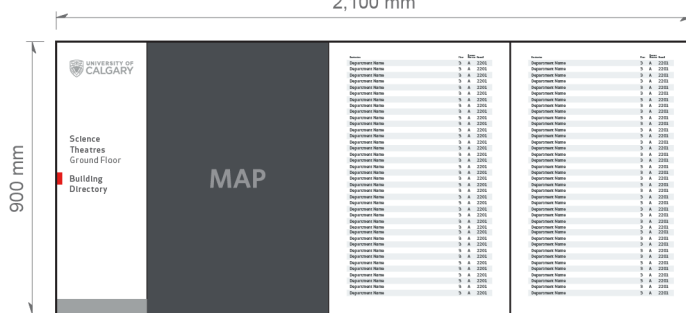


5.13.4.10 Building/Elevator/Department Maps & Directories

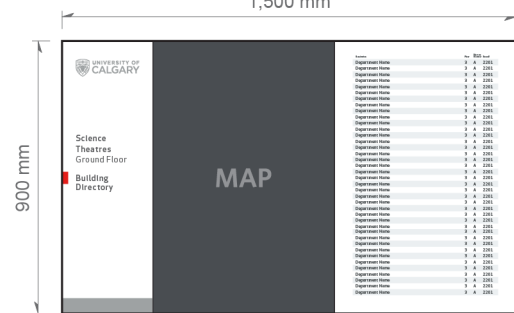
1. Similar to the intra-building directories, maps and directories should be provided for standalone buildings. Directories of this type are similar to the aforementioned, but only contain content relevant to a specific building. The same maps and directories may be used for departments or other organizational units.
 - a. Maps and directories are to be placed near building entrances to provide an opportunity for people to orient themselves and confirm the room number for their desired destination.
 - b. Determine copy and location of directory prior to selecting sign type to best determine the size required. Volume of content and available footprint will determine sign type.
 - c. Multiple type sizes are available. Refer to graphic specifications.
 - d. Directory content.
 - i. A directory listing will include the following information about a destination:
 - The level it is on.
 - The room it is in.
 - The elevator closest to it if more than one elevator is present and takes you to different destinations (e.g. MacEwan Student Centre).
 - ii. Destinations shall be listed alphabetically by organizational units, with sub-destinations being grouped underneath. For instance the Faculty of Medicine would be listed as a destination, with the Dean's Office listed as a sub-destination beneath that. Refer to graphic specifications for additional detail.
 - e. Map Content.
 - i. Maps are to include:
 - Building footprint and connections other buildings.
 - Exterior features such as road names, bus stops or drop-off points.
 - All publicly accessible corridors.
 - All elevators, stairs and washrooms.
 - Groupings of room numbers, or room numbers for significant spaces as the layout permits.
 - Destination names *may* be used in addition to numbering on building maps, however, only the highest level destinations should be indicated.
 - North should always be indicated.
 - ii. Maps will be plan-view (top down) and oriented to the direction the viewer is facing, as opposed to north being at the top of the map. This allows for the position of a destination relative to the map-viewer to match its location in the building (e.g. left on the map will match the reader's left).



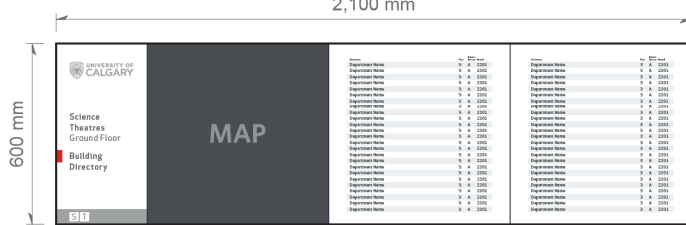
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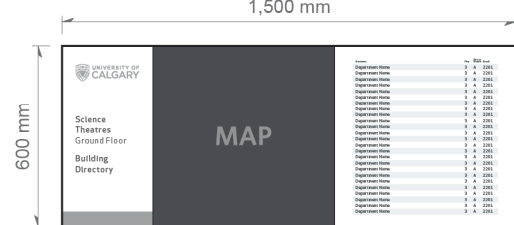
Sign Type C3.2



Sign Type C4.1



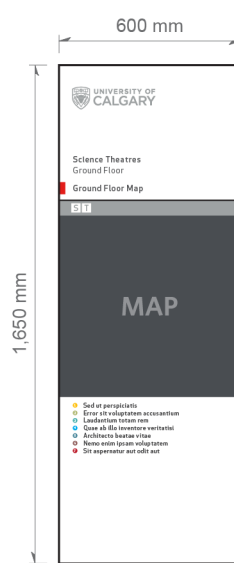
Sign Type C4.2



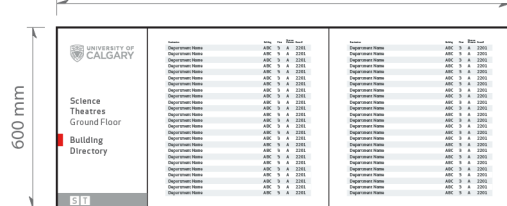
Sign Type C5.1



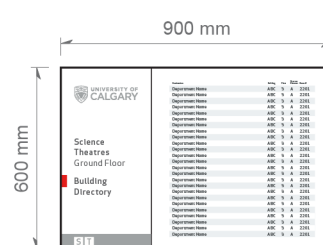
Sign Type C5.1



Sign Type C6.2

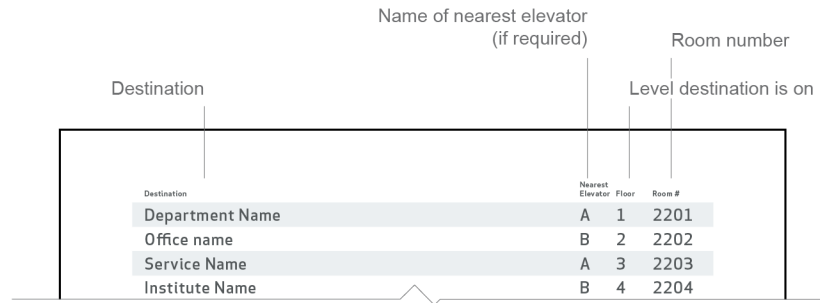


Sign Type C6.2



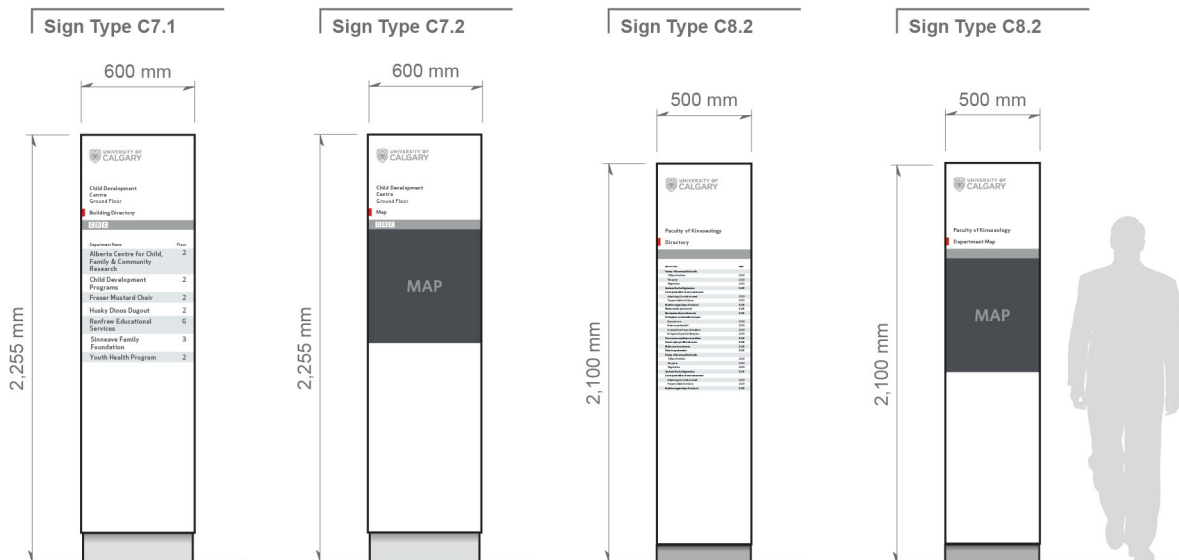


Content required for Building Directories



5.13.4.11 Freestanding Maps & Directories

1. In certain instances wall space is not available, in which case a freestanding pylon should be used. Consider using them in pairs – one for a map and one for the directory.
 - a. Sign types C7.1 and C7.2 are scaled for public areas and should be permanently fastened to the floor.
 - b. Sign types C8.1 and C8.2 are scaled for office and reception areas and do not necessarily need to be permanently attached to the floor, and are intended to be repositionable like furniture.

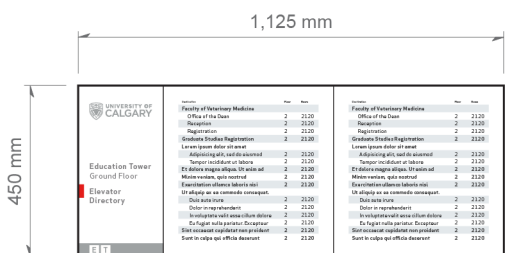




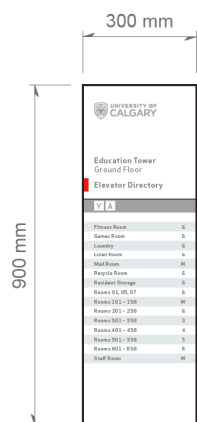
5.13.4.12 Elevator Directories

- 1. Directories should be provided at elevator banks so visitors can confirm they are at the correct elevator and that they are heading to the right floor.
 - a. Sign types C5.1 can be used as an elevator directory.
 - b. Sign type C9 is scaled for positioning over call buttons. Useful for positioning between double elevator doors.
 - c. Sign types C10.1 and C10.2 must be positioned next to call buttons.

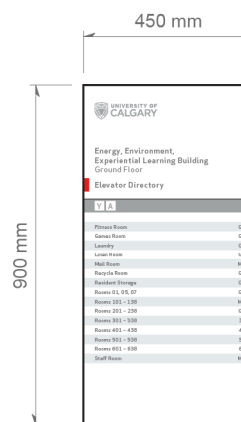
Sign Type C9



Sign Type C10.1



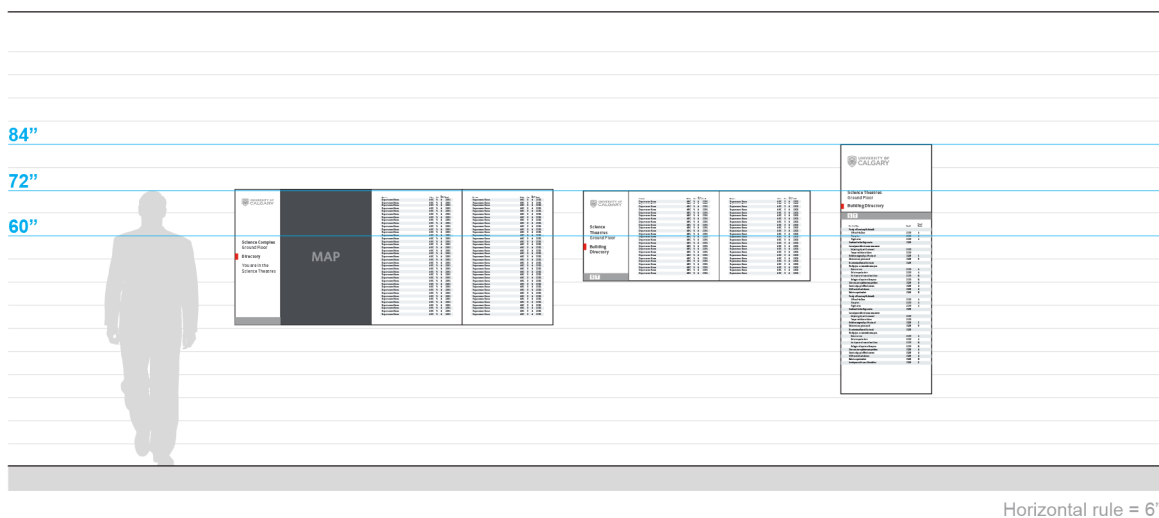
Sign Type C10.2



5.13.4.13 Positioning Directories

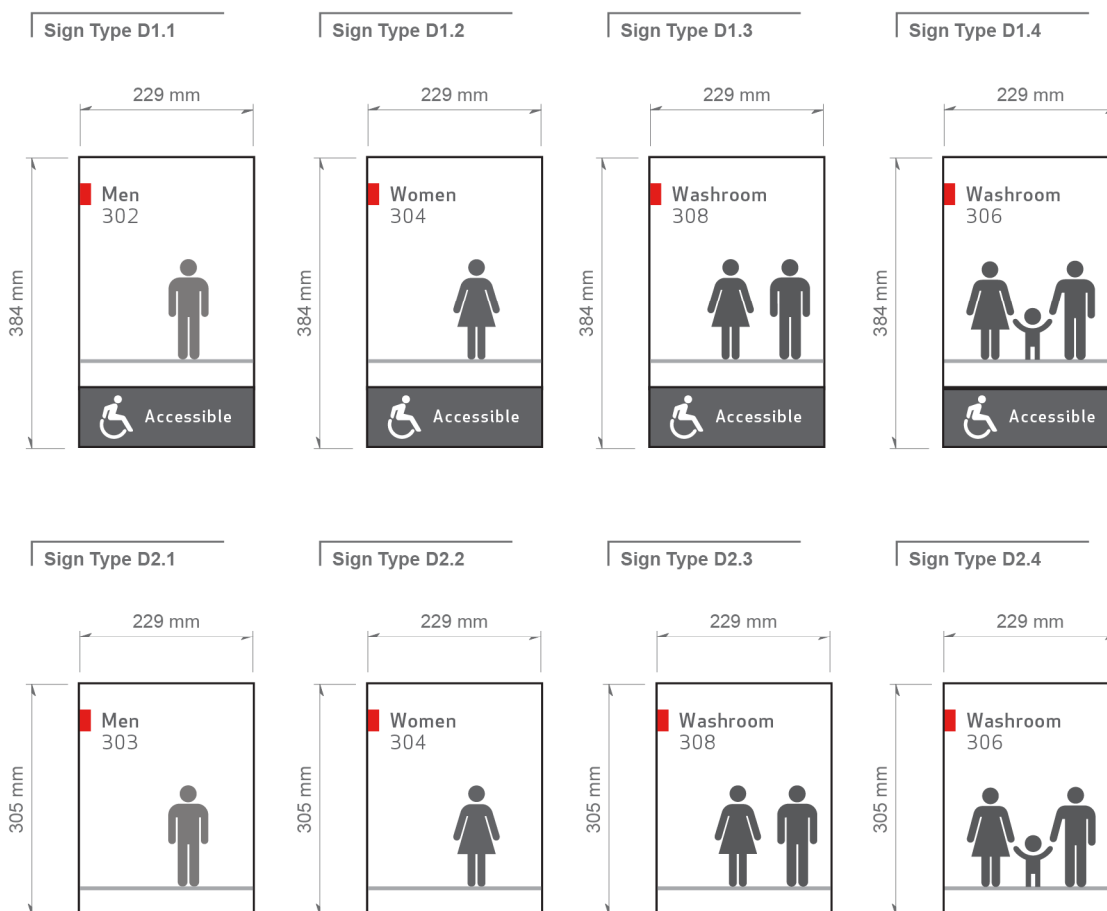
1. Most directories should be mounted 60” on centre, to a maximum of 72” to grade. Do not mount higher than 72”.
2. Large vertical maps and directories – sign types C5.1 & C5.2 – are to be mounted 84” to top.

Positioning details for Directories



5.13.4.14 Washroom Signage

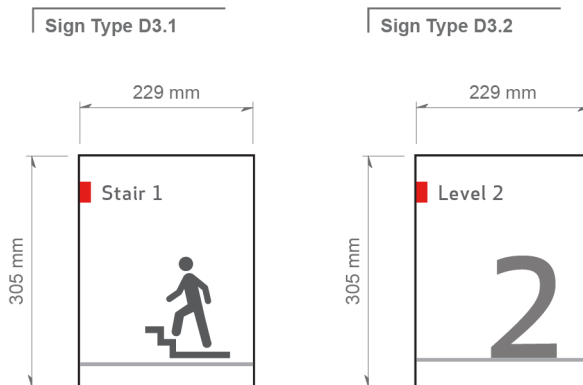
1. Washrooms are the most commonly sought-out destinations on campus and require highly visible labeling. Note the pictogram is a dimensional component raised from the plane of the sign panel.
 - a. Consider using a Sign Type D4 projecting sign above the washroom doors for additional visibility down a corridor.
 - b. As a key amenity, washrooms should be signed as early as possible in any redevelopment.





5.13.4.15 Stairwell Identification Signage

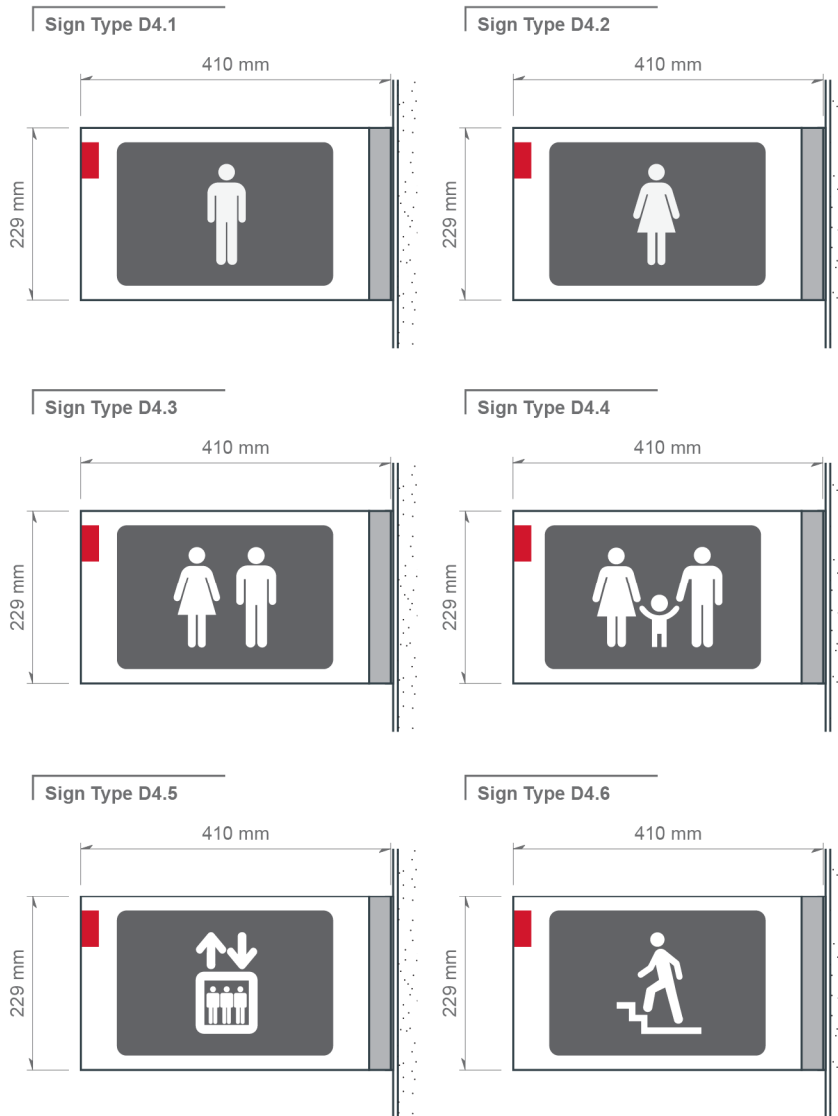
1. Stairwells are key forms of vertical transit and need to be labelled.
 - a. Sign type D3.1
 - b. Consider using a Sign Type D4 projecting sign above the stair door for additional visibility down a corridor.
 - c. As a key amenity, stairwells should be signed as early as possible in any redevelopment.





5.13.4.16 *Projecting Base Building Signage*

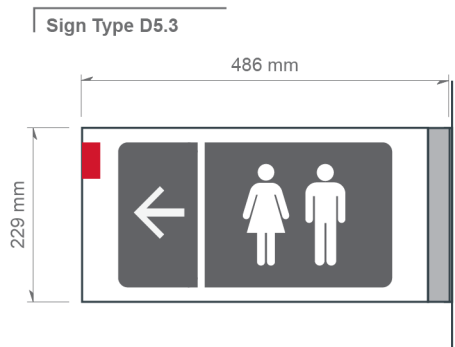
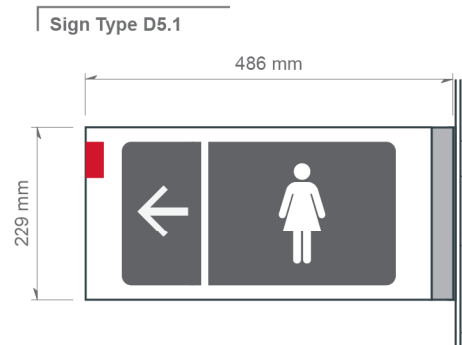
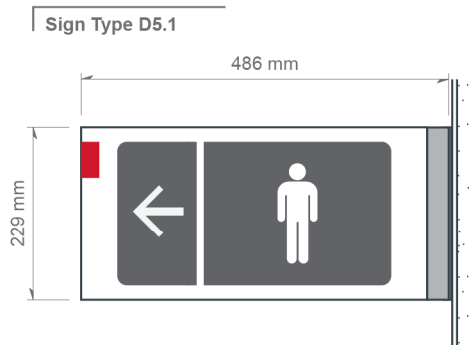
1. Signage may be added to increase visibility down corridors.





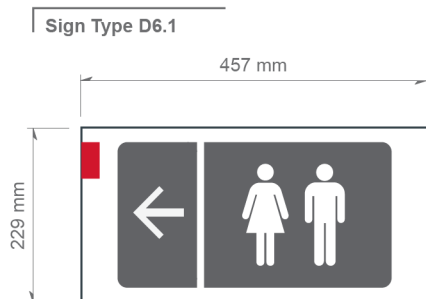
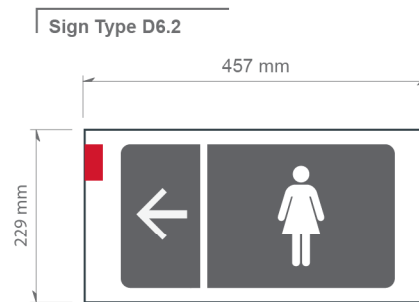
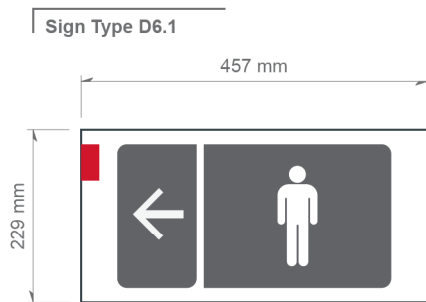
5.13.4.17 *Projecting Signage w/Arrows*

1. In certain circumstances it may be helpful to have a projecting sign with an arrow to help people find washrooms if they are off major corridors. This might include circumstances where both washrooms are down a hallway, or where one washroom is visible, and the facility for the other gender is around a corridor.



5.13.4.18 Wall-Mount Signage w/Arrows

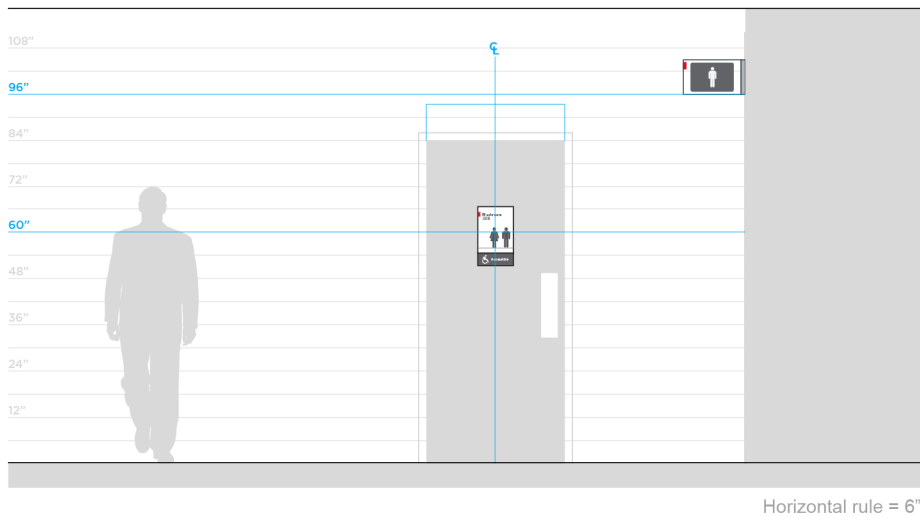
1. If washroom locations are not immediately apparent, signage with simple arrows and pictograms can be used to direct visitors.



5.13.4.19 Positioning Washroom, Stairwell & Base Building Signage

1. Signage for washroom and stairwells should be taped directly to the door, horizontally centered and 60" to the centre of the *white* panel (sign will be 66" from top of sign to grade).
2. Projecting signage should be mounted 96" from bottom of sign to grade. Do not mount lower than 90".

Positioning details for Base Building Signs





Revision History

Revision Date	Version	Description
Feb 2014	1.0	Baseline version
August 10, 2023	1.0	Added Revision History table to end of document and reset to Version 1.0.