



6

Signage & Graphics

Northeastern University Guidelines for Capital Project Design & Implementation

6.0 SIGNAGE AND GRAPHICS

6.1 BRANDING AND LOGO USAGE

6.1.1 Governing agency - Northeastern University Department of Marketing and Communications

- ▶ Guidelines - governs use, image, and placement of NU logo and branding: [*Branding and Logo Guidelines*](#)

6.2 WAYFINDING / INFORMATIONAL / IDENTIFICATION

6.2.1 Campus wayfinding (exterior signage) should be coordinated with the Northeastern University Department of Marketing and Communications [as well as the Northeastern University Sign Shop](#).

6.2.2 Campus wayfinding shall not conflict with wayfinding signage of the City of Boston or other code / regulatory agency signage.

6.2.3 A wayfinding conceptual plan shall be presented as part of the design development phase submittal and review. Construction document submittals must

include wayfinding elements to accomplish the approved wayfinding plan.

6.3. SIGNAGE

6.3.1 Exterior Building Identification Signage

- ▶ Coordinate all exterior building identification with NU Facilities for accurate name, building number, address, and preferred sign location.

6.3.2 Building Directories

- ▶ Provide main directory near the main entrance or entrances of the building - primarily at major public access points.
- ▶ New Construction - To be digital / electronic signage
- ▶ Renovations
 - » *To be digital / electronic where possible*
 - » *Traditional building directories in existing buildings to be designed / manufactured and easily accessible to allow for ease of editing by the university sign shop.*

6.3.3 Interior Building Informational and Wayfinding Signage

- ▶ Informational and wayfinding signage design for building interiors to be coordinated so as to be designed in a style complementary to the selected building interior design scheme as well as conform to university standards and guidelines located at [*Branding and Logo Guidelines*](#)
- ▶ All code required, regulatory, and life safety signage to be coordinated and provided as part of building contract documents for all projects.
- ▶ Provide all code required life safety signage to include indication of emergency egress for street discharge and roof access in multi-story buildings.
- ▶ Provide interior way-finding signage and / or graphics as required to direct people within buildings. Building maps or floor plans may be installed at key locations. Directional signs and / or directories shall be installed on walls opposite elevators, and possibly at the intersection of several corridors. Signage must also be provided at key locations in the building to indicate destinations or other key building locations. Design and installation (i.e. mounting height, contrast, visibility, other factors) shall meet ADA guidelines for all signage.
- ▶ The method and appropriateness of donor recognition shall be coordinated by the NU PM with Institutional Advancement and Campus Planning and Development.

6.3.4 Room Identification

- ▶ Every room shall have a wall mounted room sign or plaque, per technical

6

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specifications under the University Graphics and Signage Program. Signage shall contain room numbers, occupant name and room space identification as well as Braille symbols and meet all ADA requirements.

- ▶ Room Identification signage to be produced in accordance with NU Sign Shop protocols and standards with capabilities for replacement or repair.
- ▶ Coordinate room numbering and naming with NU Project Manager, Campus Planning and Development, and Spatial Systems Manager for compliance with university space standards. Develop project schedules based on approved system for numbering and naming.

6.3.5 Attachment Systems / Mounting Heights

- ▶ To be compliant with NU Signage and Graphics guidelines and standards.
- ▶ [Sign dimensions and positioning should comply with ADA standards.](#)
- ▶ To be approved by NU as part of project approvals process.

6.3.6 All signage specifications and shop drawings for new construction and renovation projects should be approved by the Northeastern University Sign Shop prior to fabrication and shall coordinate with their details and standards.

6.3.7 NU Graphic Standards and Tools - Refer to the NU Marketing and Communications website for standards on usage of NU branding and imagery as well as formatting for all media, editing purposes, and academic use.

- ▶ NU Marketing and Communications can be found at: [Marketing and Communications Guidelines](#)

6

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