



University Signage

The University commenced a campus-wide signage replacement project in 2003. The design aesthetic is intended to unify all campus signage with an appropriate vocabulary for a premier 21st Century research and teaching institution. Public signage at the University of Pennsylvania serves several purposes:

- Building identification helps members of the campus community find buildings and locations on campus, provides addresses for emergency response personnel, and notes the architects and the construction date of significant works of architecture.
- Directional signage provides guides for first-time visitors to key public destinations, and identifies accessible entries to buildings that do not have accessible front doors.
- Public information signage indicates campus areas equipped for wireless computer communication, and alerts visitors to areas where bicycles, skateboarding, and other specific activities are prohibited.

The determination of text and symbols, inclusion in directional signage inventory, and placement of signage is the responsibility of the Office of the University Architect. The aim is to have as few signs as possible, each with clear and consistent graphics, typography, and message. The placement of signs is likewise intended to be consistent across the campus, and ordered to maximize effectiveness. Signs are placed perpendicular or parallel to building pathways and buildings, oriented for visibility.

The following guidelines are used in the design of the campus signage:

Building Identification Signage:

- Standard building signage: The standard signage for building identification is the 16-inch square aluminum plaque sign, with the Penn crest in the upper left corner. In all cases, this sign indicates the building name in bold print, and building's emergency address.
- Architectural significance: When the building is included in the university's historic resources survey as a significant work of architecture, the architect and construction date are added.
- Internal functions: Usually, internal departments or offices are not listed on the building signage, although exceptions are made based on the degree to which the functions are considered a public use. When necessary, a second 16-inch square plaque is added to include building functions or departments that have a particularly public aspect.
- Accessibility signage: At buildings where the usual front entry is not accessible, an accessibility symbol and an arrow are added to indicate the location of an alternate entry.
- Use of blade signage: For buildings where it is not feasible to add a plaque sign, due to location, building material, or sightlines, a blade sign containing this information may be used.

Directional Signage:

- Purpose: The directional blade signage is intended for use by first-time visitors to campus who are unfamiliar with the location of public buildings, spaces, or functions.
- Signage hierarchy: Each sign is designed to accommodate six destinations, plus public information text if necessary. On each sign, destinations are ordered according to the following criteria:
 1. Proximity to the sign;
 2. Importance of the destination to visitors, taking into account the amount of visitors each destination will receive. Key destinations are admissions and alumni offices, venues for public lectures, exhibits, galleries, or sporting events, and public amenities such as the bookstore and the student center.
 3. Creating linked directional signage: It is important to provide sequential, line-of-sight linkages, especially if a change in direction is required to reach the destination.
- Campus Maps: Campus maps are located at strategic entry and gathering points on campus, to provide a comprehensive guide to all campus buildings. Maps are oriented in the direction of viewing for ease of wayfinding.
- Guides for the everyday campus community: Wayfinding and directional signage is not considered critical for everyday members of the campus community. Addresses, websites, and the campus maps are available to assist members of the Penn community to locate classroom buildings, administrative offices, and academic functions.
- Accessibility signage: The University is committed to creating a fully accessible campus, and for buildings where the main entrance is not accessible, a graphic symbol indicating an accessibility entry route is provided on the directional signage.

Public Information Signage:

- “No skateboarding...”: The campus is primarily a pedestrian environment, but walkways and plazas are shared by users of several modes of transportation. Signage is provided to ensure the safety of persons walking on campus by alerting visitors where skateboarding, roller-blading, and bicycling are prohibited. Secondary purposes of these signs are to protect campus property from abuse and to assist the university police in enforcing rules of behavior. This signage typically uses a shorter blade located at major entries to campus and in areas of heavy pedestrian use.
- Wireless-enabled campus areas: As the university expands the areas of campus equipped for wireless communication, a graphic will be added to existing signage to inform laptop users where access to Penn’s wireless system is available.

Temporary Signage:

There are approximately 13 Kiosks located throughout the campus that serve for the display of temporary signage. Signs and posters attached to buildings, related structures or landscape elements such as fences, trees, etc., are not permitted. Approved post and panel or wire framed, event signage may be placed in lawns on a temporary basis. Sign content and the anticipated schedule for display of all

lawn based temporary signage must be submitted to and approved by the Office of the University Architect, prior to installation. All temporary signage shall be removed by the user at the end of each scheduled event. Non-compliant signage shall be removed immediately by Facilities and Real Estate Services.

Signage Requests:

All proposed exterior signage must be submitted to and approved by the Office of the University Architect. Prominent installations may require the additional approval of The Design Review Committee, The Cultural Resources Subcommittee and the Philadelphia Department of Licenses and Inspections. Requests for signage may be directed to the Office of the University Architect