

# Campus Signage Guidelines

Revised March 2025

## OVERVIEW

The CIU Campus Signage Guidelines establish a standardized approach to signage to ensure consistency, readability, and a cohesive visual identity. These guidelines align with CIU's brand strategy, covering exterior wayfinding, parking, building identification, and ADA-compliant signage while maintaining accessibility and branding integrity. Additionally, considerations of cost and budget constraints will play a significant role in the decision to replace or add signage, ensuring that any changes align with available resources while meeting functional and aesthetic needs.

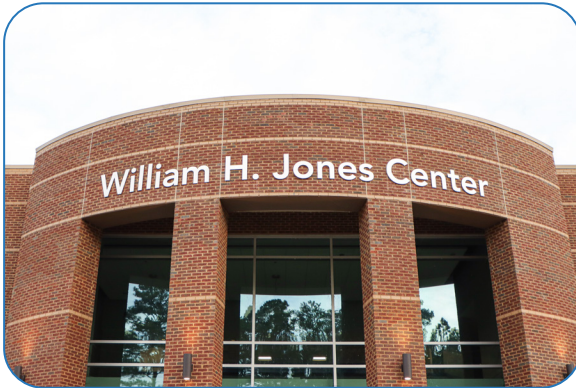
## CORE PRINCIPLES

- **Consistency:** Maintain uniform typography, brand colors, and material quality across all signage.
- **Readability:** High-contrast CIU brand colors and approved fonts ensure clear visibility.
- **Accessibility:** All signage must comply with ADA standards, incorporating tactile and Braille elements.
- **Durability:** Utilize weather-resistant and high-quality materials for long-lasting signage.
- **Minimalism:** Avoid clutter; signage should be functional, direct, and visually aligned with CIU branding.

## SIGNAGE CATEGORIES AND SPECIFICATIONS

### Exterior Signage

**Building Identification:** Flat-cut aluminum letters with a horizontal grain finish, minimum 12" in height.



**Wayfinding Signs:** Standard sizes ranging from 42" x 20" to 42" x 48", using high-contrast brand colors.



**Boulevard Banners:** 36" x 60" double-sided, 18oz gloss vinyl with pole pockets and grommets, incorporating CIU branding elements.



## SIGNAGE CATEGORIES AND SPECIFICATIONS

### Parking and Traffic Signage



**Visitor & Reserved Parking:** 12" x 18" aluminum or composite core signage with calendared vinyl and lamination, ensuring high legibility.



**Lot Identification:** 24" x 24" metal box signs with laminated gloss vinyl, following CIU's typography and branding guidelines.



**Directional Roadway Signs:** Clearly marked, reflective signage placed at key traffic intersections.

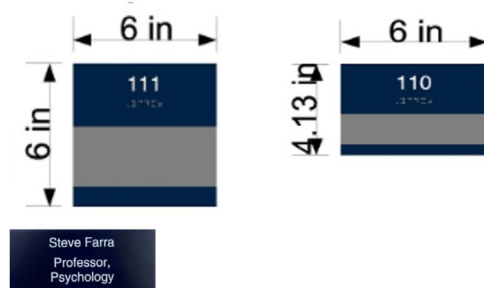
## SIGNAGE CATEGORIES AND SPECIFICATIONS

### Interior Signage

**ADA-Compliant Signage:** 6" x 6" or 4" x 6" navy acrylic plaques with tactile lettering, Braille, and proper contrast.

**Room Identification:** Standardized navy acrylic signage with insert spaces for customization, aligning with CIU's typography.

#### 4.13 x 6 Navy Acrylic ADA with 6 x1.25 single insert space



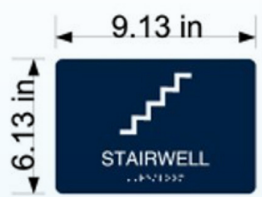
#### Simple ADA Signage 6" x 4"



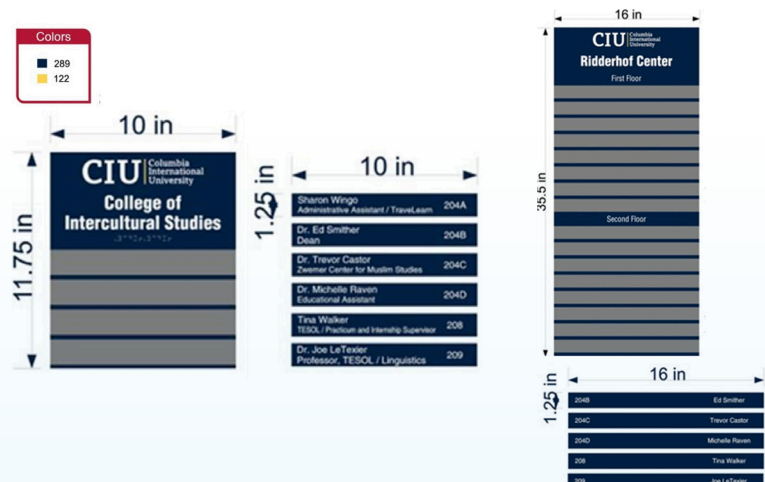
### Restroom Signage



### Stairwell Signage



**Building Directories:** 11 x 10 or 35 x 16 navy acrylic plaques featuring tactile lettering, Braille, and high contrast, with clear listings of names, departments, and rooms.



## DESIGN AND PLACEMENT STANDARDS

- Signage must be placed at visible, accessible locations for maximum effectiveness.
- Consistent use of CIU-approved fonts and brand colors ensures uniformity.
- Wayfinding signage should be positioned at key decision points to facilitate smooth navigation.
- CIU logos and sub-brand logos must follow CIU's official branding guidelines.

## APPROVAL AND MAINTENANCE

- All signage proposals require University Communications approval to ensure compliance with CIU's brand standards.
- Inspections and maintenance should be scheduled to replace or refurbish signs as needed. See University Signage Audit Plan for more details.
- Any updates to branding elements must be reflected in new signage while maintaining previous specifications.

These guidelines provide a framework for maintaining clarity, accessibility, and a cohesive campus identity through effective signage placement and design while aligning with CIU's overall brand strategy.