

Portland State University

Signage & Wayfinding Standards



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Section I: Introduction

Background

Portland State University (PSU) is an urban research and teaching university located in downtown Portland, Oregon. Founded in 1946, the University's campus continues to grow through a mix of building expansions, acquisitions, new construction and leased space. The University prides itself on being seamlessly woven into the downtown urban fabric, while striving to provide a unique collegiate sense of place.

The 49-acre campus is dispersed across more than 50 city blocks. It's 54 downtown building locations range from adaptive reuse of historic residences to modern mid-rise multi-owner developments and space leased in non-PSU buildings. The buildings are of various eras and styles reflecting the evolution of the built urban context over time.

Our Vision: Portland State University leads the way to an equitable and sustainable future through academic excellence, urban engagement, and expanding opportunity for all.

Portland State University has never been a traditional campus. In 2016, Portland State University adopted a new strategic plan. The over-arching commitment of the plan embraces the power of diversity, promoting access, equity and inclusion. A significant number of PSU's students are from historically marginalized and underrepresented groups. Many are first generation students, and two-thirds transfer in from other institutions. The campus needs to reflect an easily perceivable and welcoming atmosphere that elevates PSU's reputation as a premier academic institution.

Decentralization of Oregon's public university system and establishment of its own Board of Trustees has given PSU greater independence and greater responsibility in determining its policies, practices and physical form. Initiatives of the 2016, Strategic Plan established goals of fostering sustainable practices, providing the infrastructure for rapid emergency response, avoiding redundancy in campus systems and controlling costs.

The Purpose

Signage & Wayfinding Standards play a key role in supporting the mission and strategic Initiatives of the University. Portland State University is integrated into a dense urban environment; Signage & Wayfinding Standards reinforce a sense of place and provide a thread of visual continuity to identify, inform and guide people to exterior and interior destinations. They provide memorable graphics that cohesively reinforce PSU's branding and supports universal accessibility.

Marketers and designers are well aware of the importance that consistent well designed signage plays in recognition, public perception and mass communication.

The following Signage and Wayfinding goals are designed to reinforce an appealing campus that inspires, reduces confusion and creates a sense of place.

Goals of the Signage and Wayfinding Standards:

- *Present a consistent University identity*
- *Integrate with the current and future campus context*
- *Provide a uniform and “viewer friendly” hierarchy of elements*
- *Use simple, clear and legible communication*
- *Minimize visual clutter and distraction*
- *Support barrier-free campus accessibility*
- *Provide appropriate day and evening legibility*
- *Comply with Jurisdictional requirements*
- *Provide economy and adaptability*
- *Support the use of sustainable products, materials & practices*

The Process

The PSU Campus Planning Office initiated and facilitated the development of these Signage and Wayfinding Standards. The standards merge the signage policies and procedures of numerous campus documents and supports PSU's 2016 strategic initiatives. Existing signage and wayfinding policies, standards and proto-typical signs and symbols were reviewed and incorporated to the greatest extent possible, while adhering to the goals of this document.

A field review and inventory of existing signage and wayfinding elements was performed. The inventory focused on items installed over the past 15-years and the commonalities in proportions, materials, and graphics that currently exist.



Building Name Signs



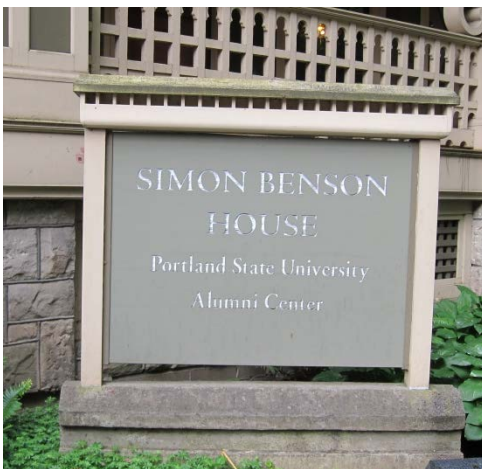
District Identity Banners



Campus Gateway Monuments
(Old Font Style)



Donor Monuments
(New Font Style)



Historic Building Identifiers



Wayfinding Kiosks



Campus Identity Wall Signs

Precedence research was performed reviewing the signage and wayfinding masterplans and standards of various universities. It included examining the signage hierarchies developed by other institutions and the signage types, proportions and scales used at other urban campuses.

Staff reviewed various literatures on signage systems, signage and wayfinding design, and cognitive recognition. The review included the requirements of the city of Portland Sign Code (Title 32), the city of Portland Zoning Code (Title 33), The 2014 Oregon Specialty Code and the Department of Justice 2010 ADA Standards for Accessible Design.

Where these Standards Apply

To achieve the established goals, it is important that all signage associated with PSU properties, buildings and facilities conform to these Signage & Wayfinding Standards. Therefore, these Signage & Wayfinding Standards apply to all new and replacement signage and wayfinding at PSU.

These standards are to be used by all PSU consultants, designers, contractors, fabricators, tenants, departments, student organizations and other individuals proposing permanent or temporary signage or wayfinding at PSU.

Section II: Signage & Wayfinding Review

PSU Signage Approval Process

These Signage and Wayfinding Standards are designed to meet typical campus conditions. The Prescriptive Method provides sign templates that are pre-approved for use. Conditions will inevitably arise where it is not possible to specify signage using the Prescriptive Method, or a new or unique type of signage is required. Unique signage is approved through a subjective method of approval. While the PSU Signage Approval Process strives to approve University signage that it believes can meet jurisdictional requirements, internal approval doesn't guarantee approval by the City of Portland.

Prescriptive Method – The appendices provides standard graphic requirements, symbols, and signage templates approved for use at PSU.

Subjective Method – Proposed signage that does not confirm to the prescriptive requirements is approved by the Campus Planning Office. Materials should be submitted to the PSU Signage Coordinator in the office of Capital Projects & Construction (CPC). If it is determined that the proposed signage can not be accomplished using the pre-approved signage templates, the CPC Signage Coordinator will submit the proposed signage to the Campus Planning Office for review. In consultation with CPC staff, the Campus Planning Office may reject, approve with changes, or approve the proposed signage.

Procurement & Installations

All requests for signage are to be submitted through the CPC Signage Shop. The preferred submission method is through the online Work Order System, at:

<http://www.pdx.edu/facilities/>

All signage procurement and installation is to be managed by CPC. The CPC Signage Coordinator will determine if all or portions of the proposed signage package meet the prescriptive criteria. The PSU Signage Coordinator may assist the applicant in modifying the signage to conform to the prescriptive criteria. If all or portions of the proposed signage does not meet the prescriptive criteria, the Signage Coordinator will forward the signage to the Campus Planning Office for review and notify the applicant.

Jurisdictional Signage Requirements

All signage and wayfinding must conform to the Americans with Disabilities Act, the most current edition of the Oregon Specialty Code and the City of Portland Signage Code. Exterior signage and wayfinding installations may require zoning approval and permits from the City of Portland. Once approved internally, CPO and CPC will manage required jurisdictional reviews and the obtaining of required permits. Signage installed without jurisdictional approval and required permits may be removed by PSU Facilities and Property Management at the responsible party's expense.

Non-conformance

To support implementation of these standards, nonconforming or unapproved signs, banners, notices or other related materials may be removed by PSU Facilities and Property Management at the responsible departments expense. Under no circumstances are unapproved signage or wayfinding materials to be independently ordered or installed by departments, without prior written approval by the Director of the Campus Planning Office.

Section III: Design Criteria

Fundamental Design Concepts

Communication is implicit in signage and wayfinding. It is important to provide clear, concise and consistent graphics that reinforces PSU’s identity while informing and directing. These fundamental design criteria provide the basic framework for the design of signage and wayfinding materials for use on the PSU campus. Definitions of terms used in these Signage and Wayfinding Standards are available in Section IV-1.

PSU Identity and Branding

The Portland State University Identity Standards are maintained by University Communications. They provide the required graphic framework for communicating the identity and branding of PSU. The graphic standards provide consistent messaging formats to promote PSU’s reputation and recognition. Changes to the PSU Logo mark, Brand Identity logotypes and format structures shown below are prohibited. The full PSU Identity Standards are available at the following website:

<http://www.pdx.edu/university-communications/sites/www.pdx.edu.university-communications/files/PSUStandards9-11Sm.pdf>



PSU Signage and Wayfinding Elements

Colors - The following finish colors are approved for use in the design and fabrication of PSU Signage and Wayfinding materials. The use of other colors may be approved through the subjective review process.

(0,0,0,100)	(40,0,100,38)	(23,2,98,12)	(0,0,0,20)	Equal to 20% CG	(0,0,0,0)
Black	PSU Green	Accent Green	20% Cool Grey	Brushed Aluminum	White

COLOR	C,M,Y,K	Black	Purple	Blue	PSU Green	Red	Orange	Grey	Yellow	White
Black	0,0,0,100		22	25	36	68	78	79	95	96
Purple	48,100,0,40	22		27	30	42	74	75	85	88
Blue	95,10,1,25	25	27		28	38	70	72	84	86
PSU Green	40,0,100,38	36	30	28		32	45	65	77	79
Red	0,100,100,0	68	42	38	32		38	60	72	78
Orange	0,60,100,0	78	74	70	45	38		58	61	68
20% CL Grey	0,0,0,20	79	75	72	65	60	58		19	20
Yellow	0,0,100,0	95	85	84	77	72	61	19		18
White	0,0,0,0	96	88	86	79	78	68	20	18	

Figure 1 Table of percentage contrast of colors.

Color Differential – The foreground and background color differential is to be not less than 75% at a 75 foot-candle lighting level .

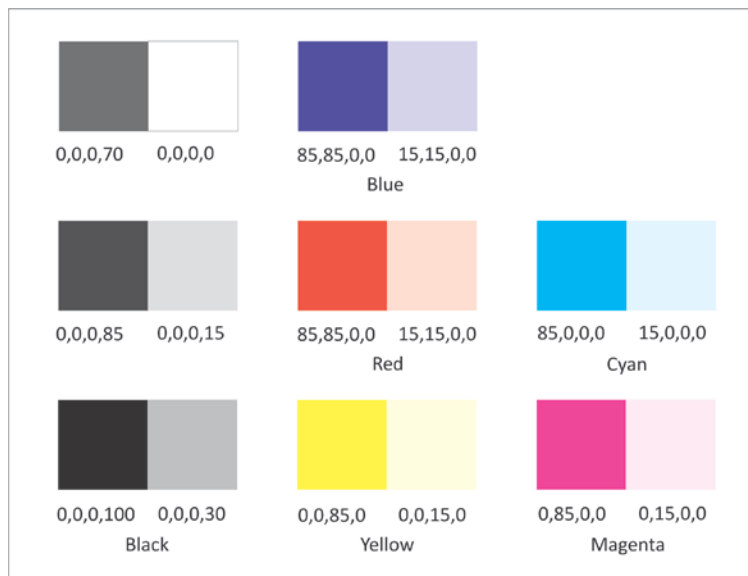


Figure 2 Example of standard spot colors with 70 percent contrast.

Contrast : The foreground and background saturation contrast level is to be not less than 70% at a 75 foot-candle lighting level .

Font Type : The PSU Brand Identity logotypes consists of two font styles. These font styles are to be used exclusively for the Brand identity logotypes.

“Portland State”

Adobe Garamond Pro Regular (serf)

“UNIVERSITY”

Frutiger Roman (sans serif)

The font style to be used for all other signage text is to be upper case FRUTIGER ROMAN (sans serif), modified as required to comply with the characteristics that follow.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Stroke Thickness : 10% - 15%

Character Spacing : 3.6 to 4 times the stroke thickness and 1/8” minimum.

Line Spacing : 45% to 60%

Edge Buffer and Word Spacing : 1 to 4 time the font cap height.

Braille : Provide braille at the bottom of all interior room signs and code required identification signs including; elevators, restrooms and ADA accommodating stations and devices, conforming to Section 703.3 of the ADA Standards for Accessible Design.

Pictogram and Symbol Height : 6 inch minimum to 10 inch maximum.

Font Size – Numerous factors impact the minimum font size required for signage legibility including; viewing distance and angle, lighting, height above ground and viewing speed. Signage fonts should be the minimum size practical for the conditions and intended use. The minimum font size, without subjective approval is 5/8 inch.

The PSU campus is a multi-modal pedestrian district with a 200ft by 200ft block grid and 60ft wide streets. The design automobile and transit speeds for signage purposes is 30mph (44ft per second). Signage and wayfinding is to be predominantly designed for pedestrian viewing. The following graph provides the capital height size window for design viewing distances on the PSU campus.

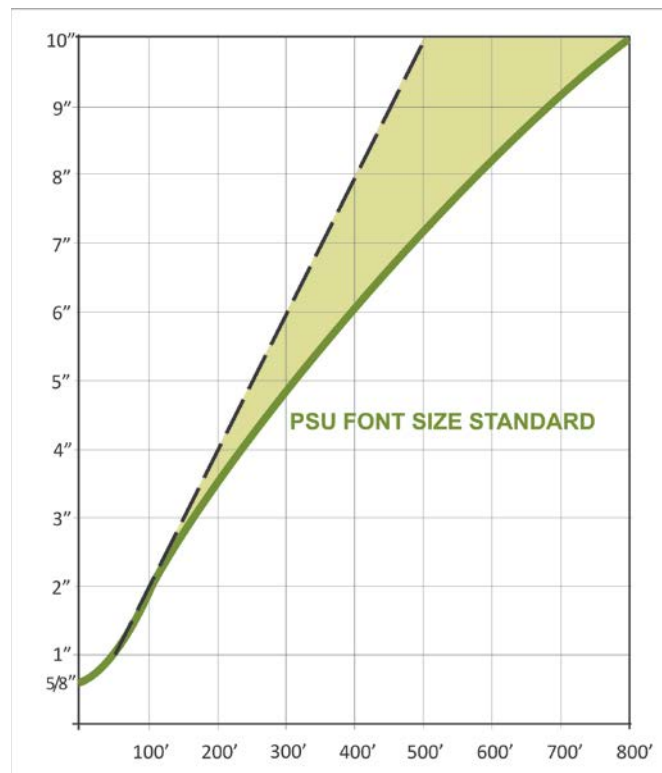


Figure 3 Standard Cap Height Window for PSU Signage Fonts

Automobile oriented signage is based on a viewing distance of 120ft to 500ft. The readable font size for moving traffic should be between 2 ½ inches and 10 inches respectively to allow for readability and response time, depending on the distance and purpose of the text. The parking symbol to identify garage entries should be perpendicular to traffic and 12 inches high.

Exterior pedestrian oriented signage is based on a typical viewing distance of 60ft to 400ft. The font size shall be between 2 inch and 8 inches. Building name signs are to be 6 inches minimum and 8 inches maximum in height.

The viewing design distance for building interiors range from 10ft wide to 200ft. The interior signage font size shall be between 5/8 inches and 4 inch.

Materials : The dimensionality, texture and finish of materials have been selected to work with the PSU color palette to create a hieratical signage family. The primary materials include the following:

Polished Bronze Letters on Charcoal Granite

Painted Wood

Fabric

Stainless Steel Cut Letters with Brush Finish

Anodized Aluminum with Clear Satin finish

Pressure Sensitive Vinyl on Glass (White)

Solid Color Photopolymer Plastic (White on Black)

Non-glare matte clear Acrylic

5.1Mil matt inkjet paper (Black text on PSU Accent Green)

20% Grey Vinyl Wrap

Lighting : Back lighting or directional spot lighting of exterior signage and wayfinding kiosks is encouraged when the light level at the sign face would be less than 5 foot candles anytime during the standard PSU instructional grid (7 a.m. – 10 p.m.). It is recommended that signage and kiosks be illuminated to an average minimum of 10 foot candles and a maximum of 30 foot candles.

Exterior Signage

The exterior signage concept is based on the following functional hierarchy and elements. Standard exterior signage polices and templates are provided in the appendices.

Identity Signage provides a sense of place physically and historically.

Pole Banners

Street poles throughout the University District

Wall Banners

The south wall of the Distance Learning Center is a permanently approved banner location. Other temporary banner locations are subject to approval through the PSU signage subjective review process and the City of Portland.

Logo mark and logo type wall signs

On various PSU owned buildings

Historic Gateway Monuments

North and south end of the Park Blocks, and the Harrison Street Bridge on Broadway

Historic Building Identity

Simon Benson House and Helen Gordon Child Development Center.

Directional Signage provides wayfinding for people unfamiliar with the campus.

Map & Directory Kiosks

At all primary arrival points including; North end of the Park Blocks, the Urban Plaza and campus parking facilities.

Orientation Signage identifies key buildings and elements, allowing people to physically perceive their location and cognitively map their destination.

PSU Building Name and Address

At all main building entries, facing the public street and other public building entries when possible.

Retail Tenant Name and Address

Above all retail frontages facing the public street and other retail entries as approved. See Retail Signage Requirements.

Parking Entry Identification

Includes flag type sign located above each garage entry, standard or electronic reader board signage adjacent to the garage entry and primary map and directory on each floor, at or in close proximity to main pedestrian entrances and building elevators.

Informational Signage provides public information about the campus conditions, culture and usage.

Regulatory Signage

Unless otherwise indicated here in, all no smoking/ vaping, no wading, no skateboarding, and other regulatory signage located throughout the campus are to be pre- approved by the Campus Planning Office.

Public Notice & Message Kiosk

In Harrison Street breezeway. All other exterior flyer and notice posting must be pre-approved . See Chalking and Posting Policy.

State, Regional and Local Art Identification

Various locations, adjacent to public works of art. Content, design and location are to be submitted through the Campus Planning Office for review.

Dedication Plaques & Monuments

Various pre-approved locations.

Interpretive Signs

Various pre-approved locations.

Other Signage related materials that support the University’s mission and initiatives.

Murals, Super-graphics and Scrims

Provided throughout the campus to strategically delineate unique paths and places. Submitted through the Campus Planning Office for review. See Artistic Display Policy.

Temporary Construction Project Information Signs & Banners

Limited to on and behind construction fencing.

‘A’ Frame Advertisement

Various temporary locations. See A-frame Policy.

Chalking

Various temporary locations. See Chalking and Posting Policy.

Interior Signage

The interior signage concept is based on the following functional hierarchy and elements. Standard interior signage templates are provided in the appendices.

Donor Signage provides a place for recognizing the role of philanthropy in providing academic space.

Contributor Dedication Plaques

On ground level, in the main building lobby.

Room Dedication Naming

Located in the transom area above the main entry door to the dedicated room. If insufficient space is available above the door, the sign should be located on the strike side of the main entry door.

Orientation Signage identifies places within the building, allowing people to physically perceive their location and cognitively map their destination.

Department Identification

Located above or on the strike side of the main entry door.

Elevator Floor Identification

Floor identification and fire stair use signs located at each floor on the elevator frame and adjacent to the call button, as required by the current edition of the Oregon Structural Specialty Code and the ADA Standards for Accessible Design.

Stair Identification

Face and flag sign located on each floor at entries to stairs.

Stair floor identification located in stairwells at each floor landing.

Common Facilities Identification

Flag and face signs at all restrooms, drinking fountains and related spaces.

Instructional Room Identification

Identification and notice posting strips at all instructional lecture halls, classrooms, and labs.

Other Room Identification

At the entry to all offices, janitorial, electrical & mechanical rooms.

Directional Signage provides wayfinding for people unfamiliar with the campus.

Primary Map & Directory

On each floor, at or in close proximity to main entrances and building elevators.

Fire Exit Maps

On each floor, adjacent to primary map and various other locations as required by the Campus Planning Office and the Fire Marshal.

Direction Signs

On each floor, at public corridor intersections.

The location and design of super-graphic directional signage may be requested through the subjective review process.

Informational Signage provides public information about the campus conditions, culture and usage.

Building LEED Certification Plaques

Etched glass or metal plaque is to be mounted in the main public lobby on the primary building entry level.

Electronic Reader Boards

A maximum of one per floor in public areas, unless otherwise approved by the Campus Planning Office and the Building Advisory Committee. The location is to be approved by the Campus Planning Office.

Message Tack Boards

Message clip strips are to be located adjacent to the primary entry of all instructional spaces. A minimum of one 6'x4' message tack board or writable surface is to be located on each floor, preferably at lobbies, student lounges, or other gathering places. See Chalking and Posting Policy.

Information Signs

Other informational signage types and locations are to be approved by the Campus Planning Office.

Other Signage related materials that support the University's mission and initiatives.

Murals & State Art Identification

Content, design and location are to be submitted through the Campus Planning Office for review.

Section IV: Appendices

IV-1: Definition of Terms

Advertisement

Refers to the promoting for profit of services or products.

`A' Frame Sign

Any free-standing or portable information, directional or graphic sign including `A-board' and `Sandwich Board' type signs.

Brand Identity

The visual representation of PSU's trademark designed to create a memorable image and distinctive set of expectations in the mind of public.

Braille

Braille is contracted (Grade 2) conforming to the layout measurements of the 2010 ADA Standards for Accessible Design.

Cap Height

The height of the capital letter `Y' of a given font style.

Chalking

The writing or drawing of messages or images with chalk on or in any university grounds, buildings, or facilities.

Clear Space

The buffer space around the PSU logo and between graphics and the outer edge of the background presentation surface.

CMYK

The acronym for a four hue base mixing palate used in graphic design and printing; representing the colors Cyan, Megenta, Yellow and Black in individual saturation mixing values ranging from 0 – 100.

Color (Hue) Differential

Colors have different degrees of reflectance measured as a percentage of pure white, which is 100%. The color differential refers to the percentage separation between the reflectance of colors. The greater the color differential, the greater the ability to distinguish the edge between colors.

Contrast

Refers to the difference in reflectance of a given color between dark and light as a result of color saturation (Value). The greater the saturation contrast the greater the ability to distinguish the edge between colors of the same hue with different values.

Edge Buffer and Word Spacing

The white space to be provided on all sides of the logo, between the text and sign edge and between words.

Font

The unique stylistic form of a set of characters used to communicate information.

Line Spacing

The distance between the bottom of the letter `l' and the top of the letter `l' of a given font style, measured as a percentage of the cap height.

Logo

The distinctive, proprietary symbol used to identify PSU.

Mural

A painting, mosaic or bas-relief original art work that is applied directly to a wall. Exterior murals less than 32 square feet constitute signs.

Pictograms and Symbols

Internationally recognized system of pictorial and symbolic vocabulary and phrases. Pictograms and symbols are to conform to the 2010 ADA Standards for Accessible Design, the 2014 Oregon Specialty Code and the International Pictograms Standard.

Point

A unit of measure for fonts, equal to 1/72 of an inch or .35mm.

Posting

The posting of flyers, brochures, posters, leaflets or similar items in or on any university buildings, facilities or grounds.

San Serif

A style of font that does not have a serif at the end of the characters.

Serif

Any of the short lines stemming from, and at right angles to, the upper and lower ends of a character.

Stoke Thickness

The width of the capital letter 'I' of a given font style as a proportional relationship to the cap height.

IV-2: Naming and Room Numbering Policy

All building names for signage purposes are provided through the Campus Planning Office, upon approval by the President.

Department names for signage purposes are determined by various sources and must be coordinated with the Campus Planning Office prior to signage fabrication.

The Campus Planning Office and the PSU Foundation must approve Wording and placement of donor boards, dedication plaques and room dedication signage prior to ordering or fabrication.

All space and room numbers are to be assigned by the Campus Planning Office. At no time are space or room numbers to be assigned or changed by consultants or other university personnel. All space numbers should be indicated on the plans exactly as they are assigned. Signage installed with numbering not assigned by the Campus Planning Office will be corrected at the expense of the incorrect signage installer.

Elevator numbers are assigned by Facilities and Property Management based on the university's elevator state permit log.

Addition information regarding PSU's naming and room numbering policy can be found in the Campus Planning Office, Space Allocation & Management Policies & Procedures Manual.

IV-3: Artistic Display Policy

Applicability:

This policy addresses the exterior and interior use of murals, super-graphics, scrimms and other artistic content on the PSU campus.

General requirements:

All artistic displays (2 and 3 dimensional) must be submitted for review through the Campus Planning Office. Murals and art installations require pre-approval by the PSU Art and Temporary Installation Committee through the Subjective Review process. The City of Portland and the Regional Arts and Culture Council regulates and permits the exterior installation of murals, super-graphics, scrimms and art work, which will be coordinated through the Campus Planning Office. Subjective Review approval is subject to jurisdictional approval.

Murals: Appropriately used, murals provide a vibrant urban and learning environment and wayfinding cues, without creating visual clutter. Murals are not to be used for commercial advertising and should not compete within a space. They should be thematic in content and of a scale appropriate to the surface and viewing distance. Murals are to be of material durability for the intended installation duration and maintained throughout the installation. Subject to approval, murals may be installed on interior and exterior PSU building walls including lobbies, lounges, corridors and stairwells.

Super-graphics: Used throughout the campus, super-graphics provide visual stimulation, a hierarchy of information and wayfinding, and visual queuing. Printed cut vinyl or painted super-graphics are permitted, but vinyl is preferred. All super-graphics must be approved by the Campus Planning Office. Super-graphics on the exterior of buildings may be subject to approval by the City of Portland and the Regional Arts & Culture Commission, and are discouraged.

Scrimms: PSU discourages the use of permanent scrimms on exterior surfaces of the campus. They are typically permeable fabric or vinyl materials applied vertically or horizontally and have a limited maintainable life in exterior conditions. With the pre-approval of the Campus Planning Office, temporary or permanent scrimms may be used for screening, communication and artistic purposes.

Works of Art: Current PSU students, faculty and staff may commission, donate, display and temporarily install works of art on the PSU campus, subject to pre-approval by the PSU Art and Temporary Installation Committee. Further information is available at: <https://www.pdx.edu/pcre/temporary-installations-commissioned-and-donated-art>

IV-4: Retail Signage Requirements

Retail signage may include interior window signs, blade signs or surface mounted signs. Sign type, quantities and installation locations must be pre-approved by the Campus Planning Office.

No neon reader boards are permitted.

All signage shall conform to the applicable lease agreement and these standards. When conflicts arise the most restrictive applies.

Signage shall be focused on serving campus pedestrian circulation.

Signage shall be directed at the pedestrian and pedestrian scale rather than to drive by customers.

Signage design and lettering will be unique, graphically stimulating, and aesthetically appealing. It should be designed to create pedestrian interest and identity.

Interior window signs are preferred and encouraged to create pedestrian interest, but must not be deemed offensive or in poor taste by the University.

Through the subjective review process, PSU will make the final determination as to whether proposed signage is aesthetically desirable for the University campus.

All signage must be approved by city of Portland design review, the tenant's signage contractor shall obtain all required signage and building permits.

Signage shall be internally illuminated when hours of operation extend between dusk and dawn.

Blade signs will follow the format in use at the Broadway building and shall not to exceed 6 square feet in area. Double sided blade signs are required.

Unless otherwise approved, signage is to be attached to the bottom of the awning and centered over the exterior storefront of the tenant space. Tenant is to work with PSU's Architect and Structural Engineer to ensure the coordinated safe attachment and support of signage. Signage shall not exceed 28 square feet, and maximum sign height shall not exceed 16" and weight shall not exceed the structural limitations of the attachment surface.

Signage shall be maintained and fully functional at all times.

IV-5: `A' Frame and Yard Sign Policies

Applicability:

This policy addresses the use of temporary portable signs, referred to herein as `A' Frame or Yard signs. The policy applies to all PSU tenants, departments and student groups. The City of Portland regulates the placement of furnishings, including temporary portable signs, in the public right of way.

General requirements:

`A' Frame signage is to be located in the public right-of-way and conform to the City of Portland Signage Code section 32.32.30 (3). PSU does not permit yard signs of any type without the prior approval of the Director of the Campus Planning Office.

PSU will grant permission to use `A' Frame signs only in the following instances:

- *The applicant does not have street fronting signage opportunity*
- *The applicant agrees to use the sign only for temporary advertising of sales, or new goods and services, or in conjunction with a special event. The term "temporary advertising" means for up to two (2) weeks at a time with at least two (2) weeks between uses unless otherwise approved. The term "special event" refers to an event that occurs for up to one (1) week not more than once per academic term.*
- *The `A' frame usage must be agreed to in writing between the applicant and the office of Facilities and Property Management prior to installation.*

Upon prior written approval by the PSU Campus Planning Office and the office of Facilities and Property Management, the placement of `A' frame signs may be allowed on PSU property.

A maximum of one (1) `A' Frame sign is allowed for temporarily advertising. A maximum of four (4) `A' Frame signs or easels are allowed in conjunction with special events.

The use of `A' frame signs for temporary advertising will only be allowed when the sign owner's establishment is open for business. Signs shall be removed when the business is closed.

`A' Frame signs and easels for special events are allowed to be placed outside the event venue or in public corridors leading to the venue on the day(s) of the event only. Such placement may not block access to walkways or doors. All signs and easels must be removed immediately following the event.

All `A' Frame signs shall include an emergency contact name and phone number.

`A' Frame signs must be secured from blowing over by applying weight at the bottom of the sign. Signs may not be attached to buildings, utilities, parking meters, poles, railings, fixtures, furniture, or any form of landscaping.

Placement of `A' Frame signs shall not create a hazard or circulation obstruction, including ADA access and routes. Signs shall not block the sidewalk pedestrian zone, designated bike lanes, vehicle traffic, parking spaces, driveways, doorways, means of exiting or fire protection equipment.

`A' Frame signs shall not confuse or obstruct traffic signs, signals or devices, nor obstruct the sight, attract or distract the attention of motorists, reflect light or cause glare to oncoming traffic.

Attachments to `A' Frame signs, (such as wind-activated propellers, balloons, pennants, etc.), are not permitted.

`A' Frame signs shall not display content that is considered offensive by Facilities and Property Management.

`A' Frame signs shall be maintained in a clean, safe and presentable condition. Upon notification by Facilities and Property Management that a sign has become unsightly, it shall immediately be removed or restored to a satisfactory condition.

Improperly installed or maintained `A' Frame signs shall be removed or corrected immediately upon notification. Signs that constitute a public hazard or are not removed or corrected within 24 hours may be confiscated and stored by Facilities and Property at the sign owner's expense.

Portland State University shall not be responsible for any lost or stolen portable signs and easels.

For further information or to request to install `A' Frame signs on or serving PSU properties contact Facilities and Property Management at (503) 725-3738).

IV-6: Chalking and Notice Posting Policy

CHALKING

Chalking on the PSU campus is **prohibited without prior written approval** from the Art and Temporary Installation Committee.

Only PSU registered organizations or departments, and organizations hosting an event at PSU or in the South Park Blocks, may be granted permission to chalk, and only for the period promoting the specified activity or event.

PSU organizations or departments wishing to use chalking to promote PSU related activities or events must **submit an installation request form** via email to 2fix@pdx.edu. Further information regarding temporary chalk installations can be found here:
<https://www.pdx.edu/pcrc/temporary-installations-commissioned-and-donated-art>

Approved chalking will only be allowed on horizontal concrete and asphalt surfaces of university maintained grounds that are exposed to the elements and not covered by a roof or overhang. Chalking is not permitted on other surfaces, materials, structures and fixtures.

Chalking is not permitted within ten (10) feet of any building door or entrance.

The material used to mark the pavement must be a water-soluble stick chalk. The use of any other marking materials, or coatings to preserve the chalk is prohibited.

Organizations or departments granted permission to use chalk are responsible for removing any chalk not removed by rainfall within 48 hours following the end of the approved chalking period. Chalking that is defaced must be removed immediately by the organization or department.

Environmentally sound clean-up is required. A deck brush and cold water must be used to remove the chalk. The surface should be wet, and then scrubbed with the brush and rinsed. This process should be repeated until the chalk is completely gone.

PSU has no responsibility to ensure that chalked messages are preserved. Attempts will be made to preserve the messages during the period approved by the Art and Temporary Installation Committee.

The cost to remove any chalking, or to repair property damage, may be billed to the responsible organization or individual.

NOTICE POSTING

Notices and flyers are only allowed to be posted on bulletin boards. Insert sleeves, where they exist, are reserved for official classroom schedules only. Where bulletin boards are not provided, notices and flyers may be posted adjacent to classroom entries as indicated below. All notices and flyers must be dated and removed within two weeks following the posted date or intended use. Notices may not be posted in the public right-of-way, or on any other PSU interior or exterior surfaces.

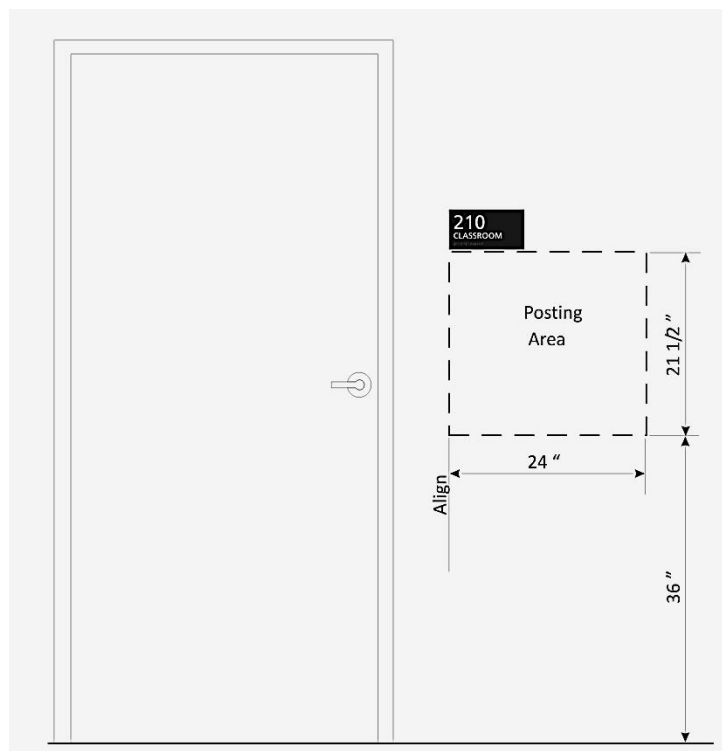
Bulletin Boards: Notices and flyers must be affixed to bulletin boards with tacks only. The use of staples, tape and glue are prohibited. Persons who are posting materials are encouraged to respect others' posting needs. Outdated or duplicate notices and flyers may be removed. Special purpose bulletin boards (e.g., Student Activities and Leadership Programs (SALP) bulletin boards or academic program related boards managed by particular PSU departments) are limited to their specific purpose and may have their own posting guidelines.

Other Approved Surfaces: Where bulletin boards are not provided, classroom notices may be posted on the wall in the posting area shown in drawing below. Notices are to be attached using only painters tape (not Scotch tape). Notices must not block or interfere with the room signage or windows in doors.

Flyers, and Notices that are not posted in conformance with these requirements, may be removed. The cost to remove notices, or to repair property damage, may be billed to the responsible organization or individual.

If you are unsure whether a surface on campus is an approved surface or not, please contact:

Campus Planning Office at: 503-725-4318.



Other Approved Surface Posting Area

IV-7: Signage & Wayfinding Technical Specifications

The technical specifications for fabrication and installation of the prescriptive signs are maintained by CPC. The specifications are available through the CPC website:

<https://www.pdx.edu/construction/technical-design-standards>, or from the CPC Signage Coordinator.

IV-8: References & Precedence

Precedence Samples	Relevance
Univ. Alabama	Format / Purpose / Branding / Specifications / Vocabulary
Univ. Albany – SUNY	Policy / Procedures / Branding
Univ. Buffalo	Format / Purpose
UC – San Francisco	Format / Purpose / Branding
Univ. Minnesota	Format / Purpose / Branding
Univ. New Mexico	Format / Purpose / Vocabulary
New York University	Format / Purpose / Process / Branding
North Carolina Univ.	Format / Branding
Penn State	Purpose / Purpose / Web Interface
Univ. Virginia	Purpose / Branding
Univ. Washington	Goals
Yale	Format / Purpose / Branding

IV-9: Standard Signage Templates

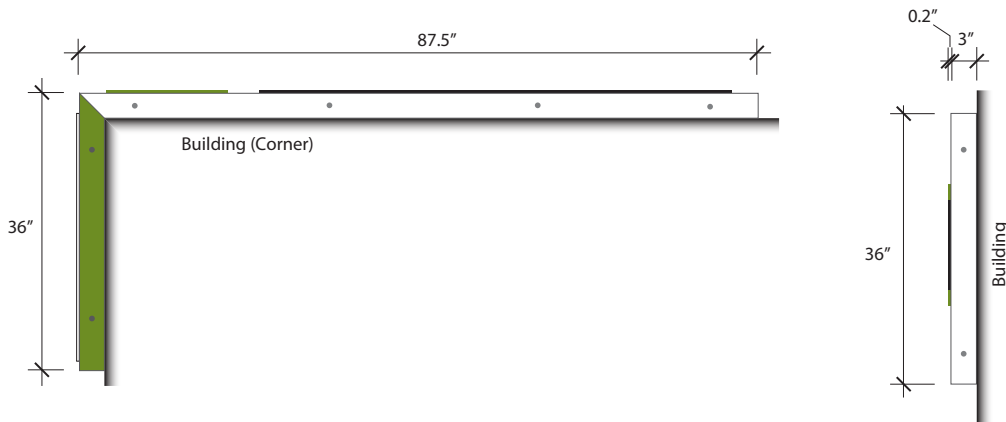
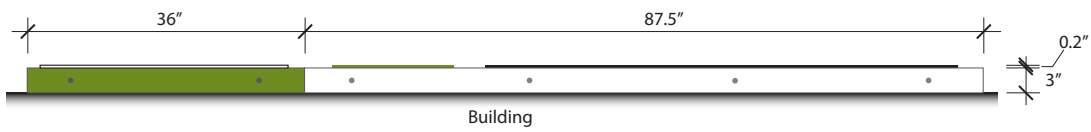
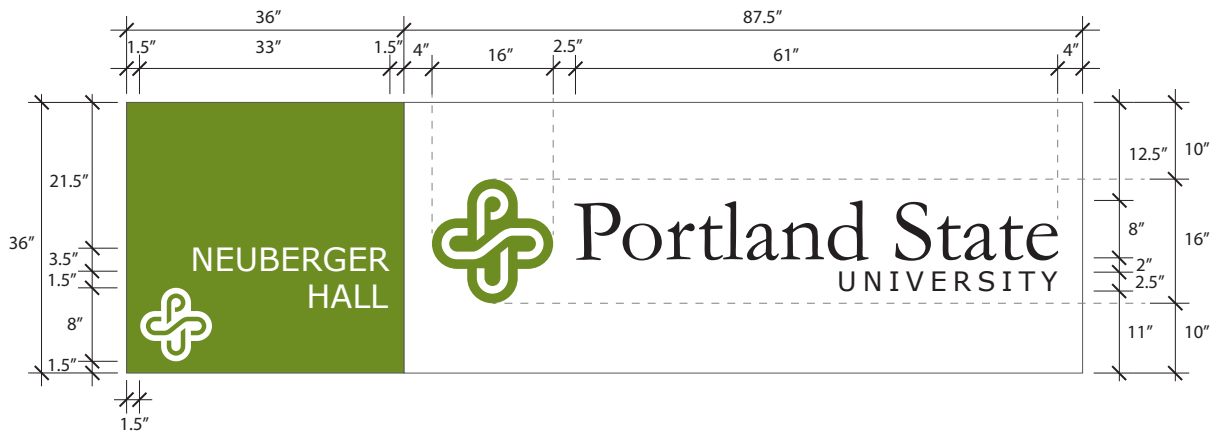
Contents

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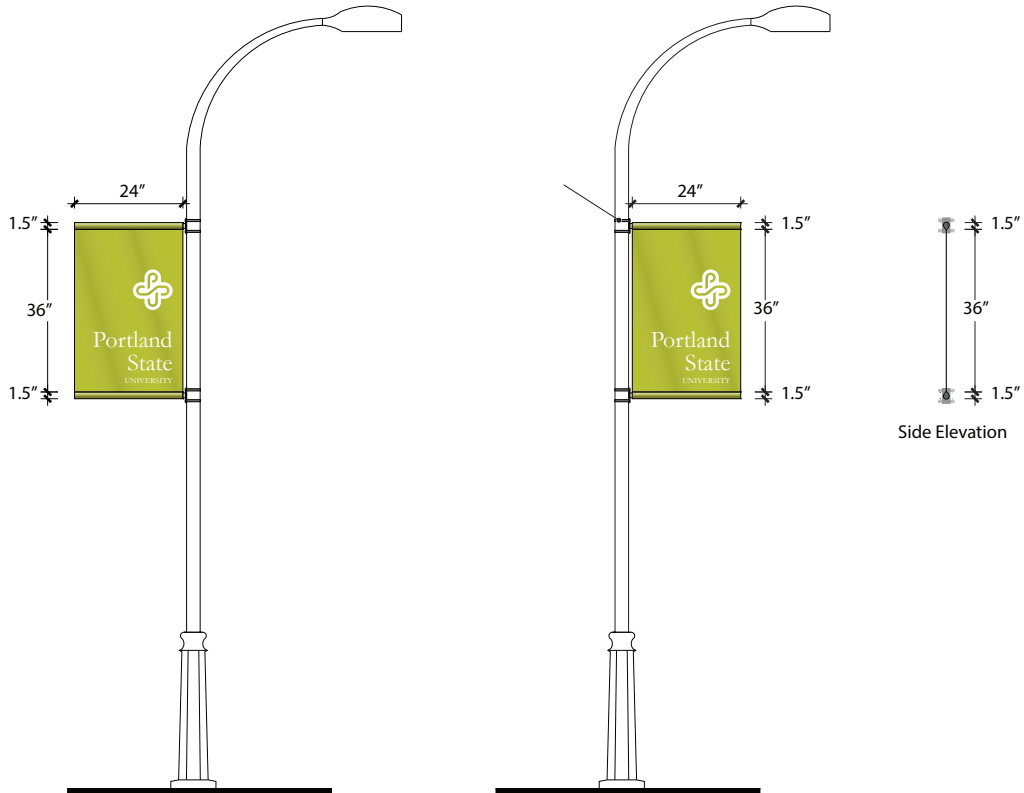
Sign Type A



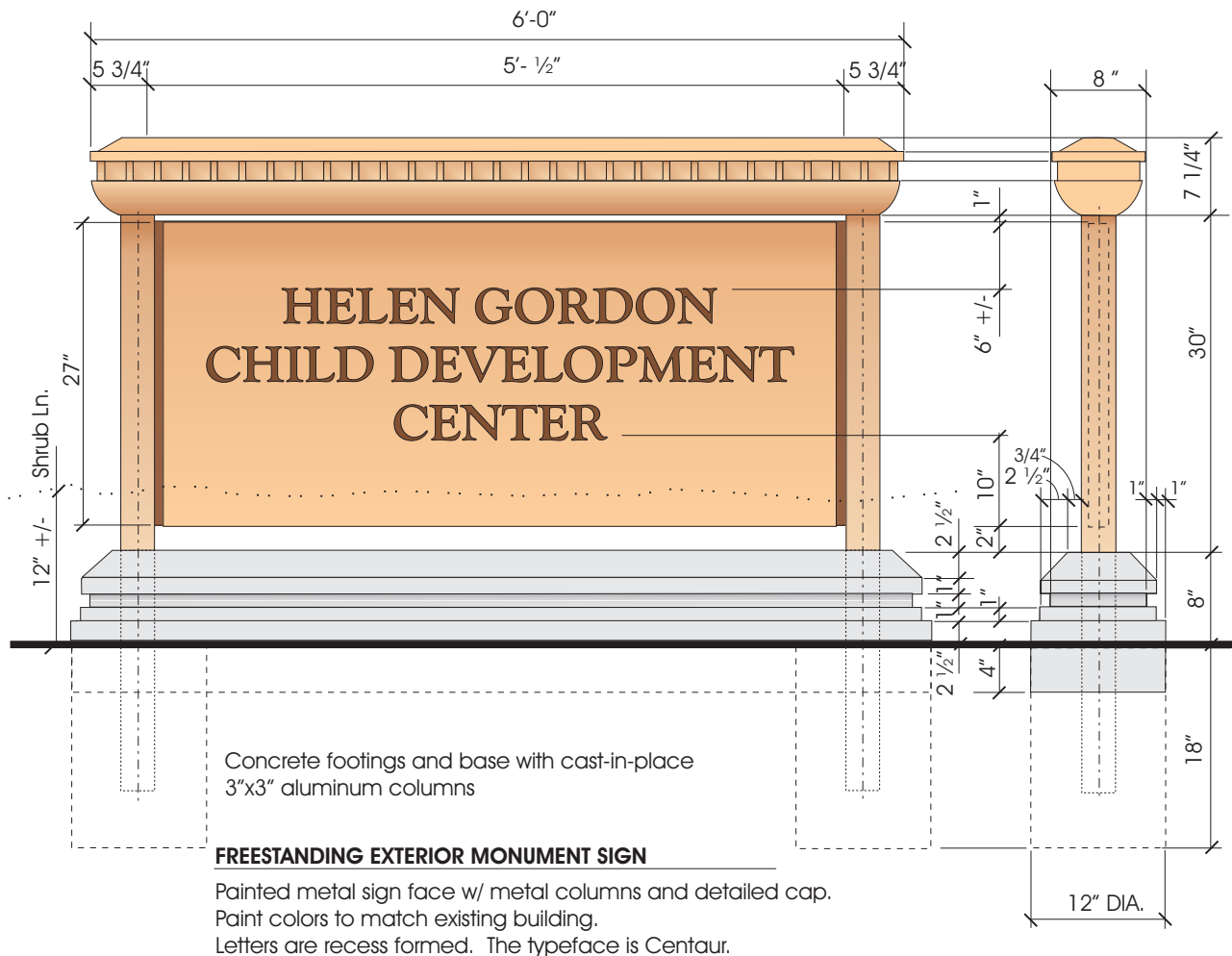
Sign Type B-1



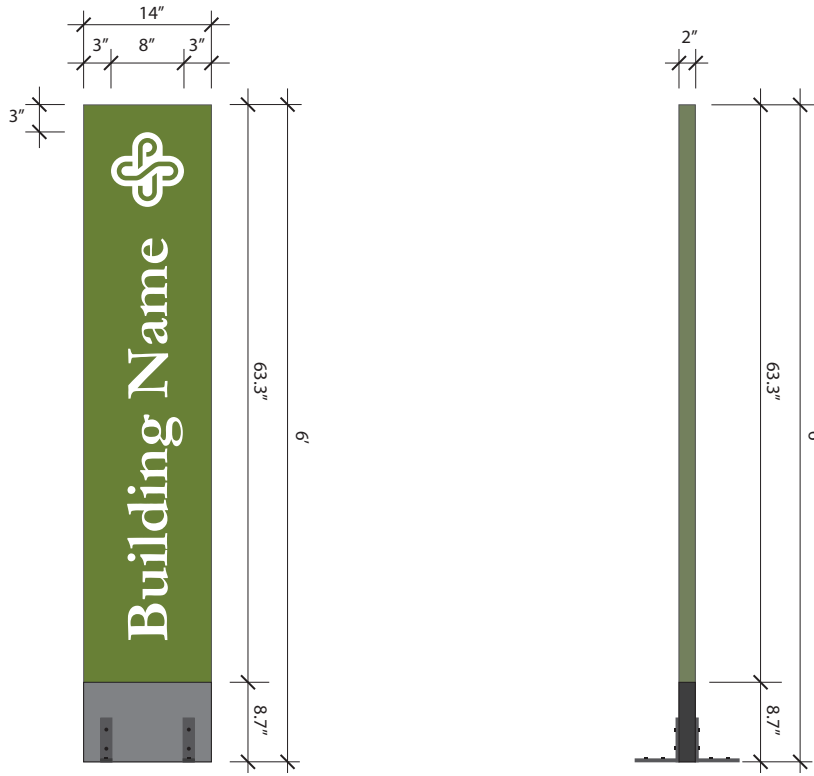
Sign Type B-2



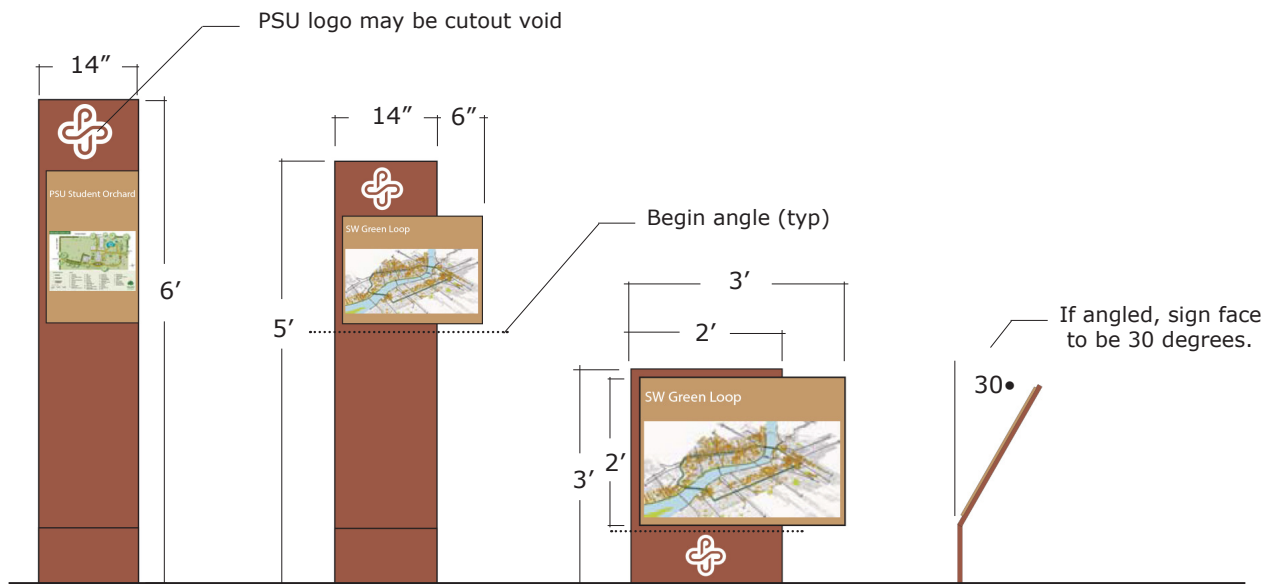
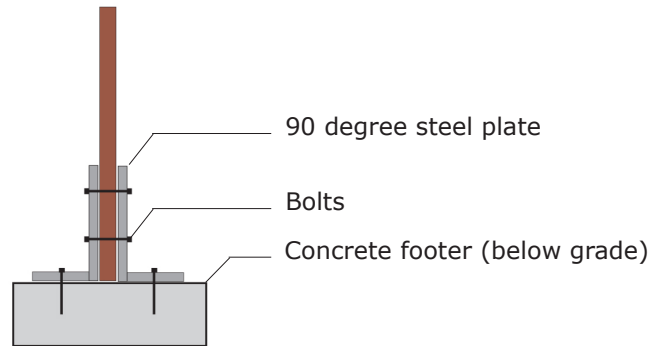
Sign Type B-3



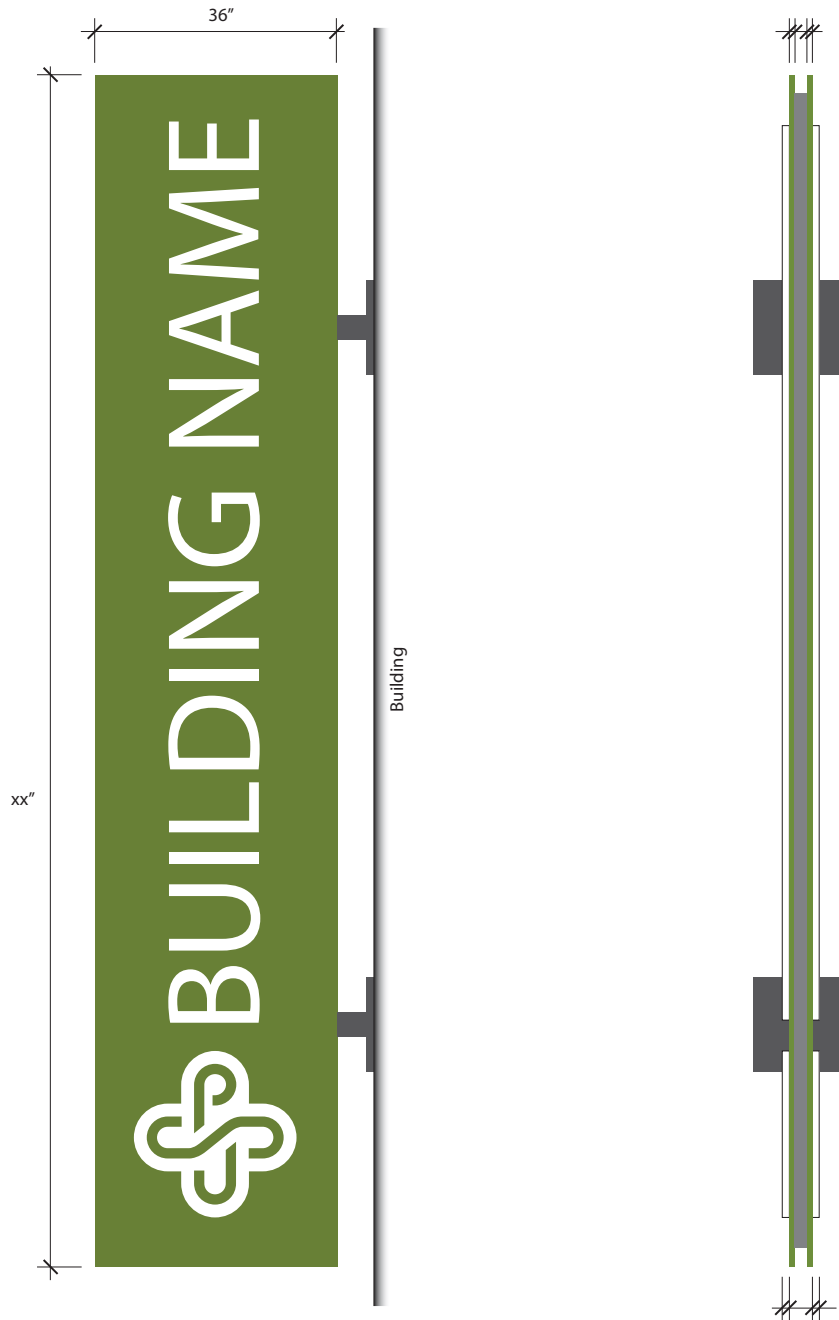
Sign Type B-4



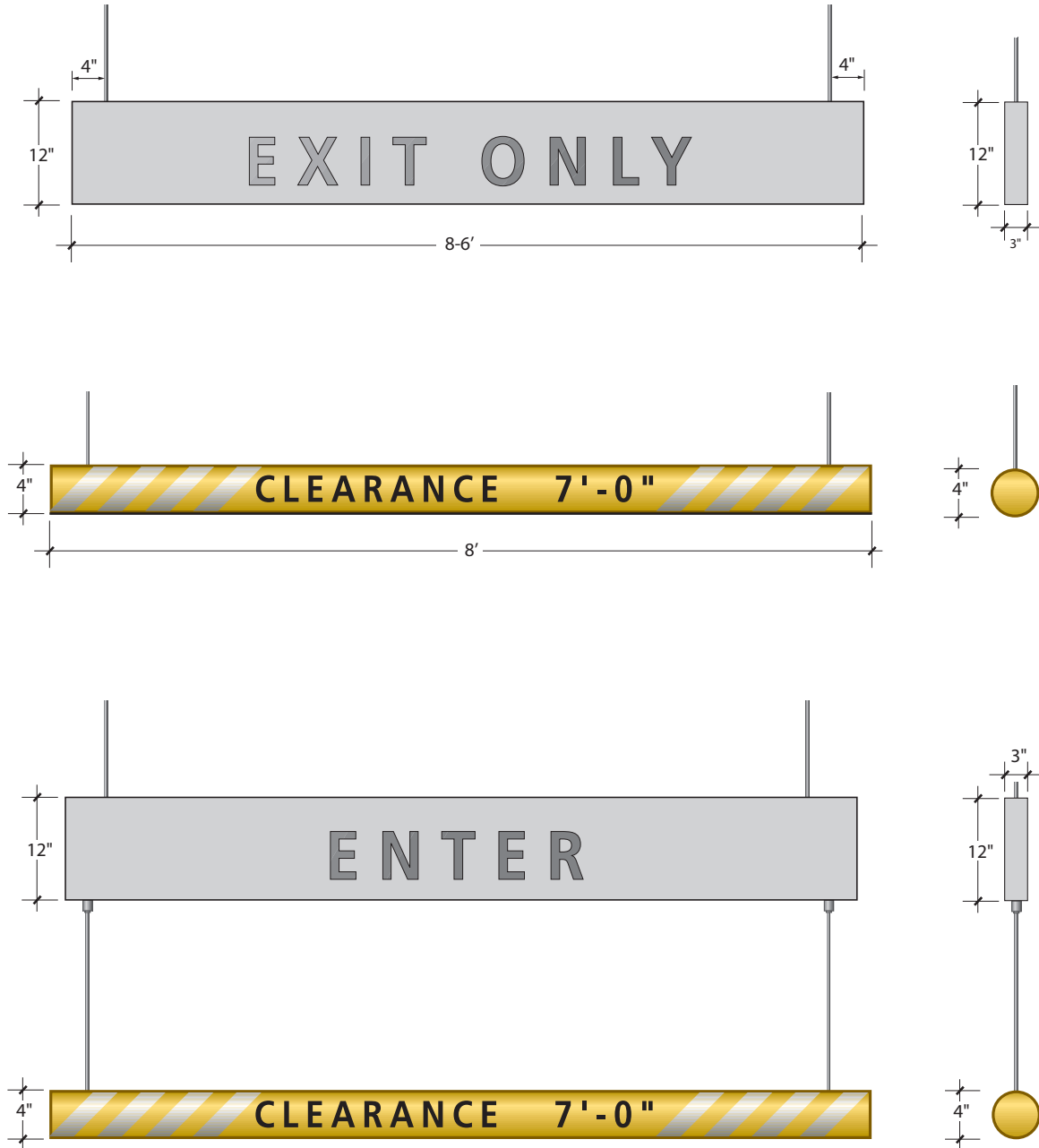
Sign Type B-5



Sign Type B-6

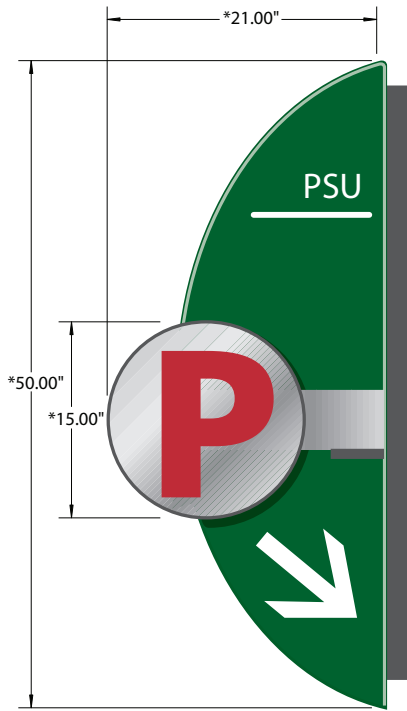


Sign Type C-1

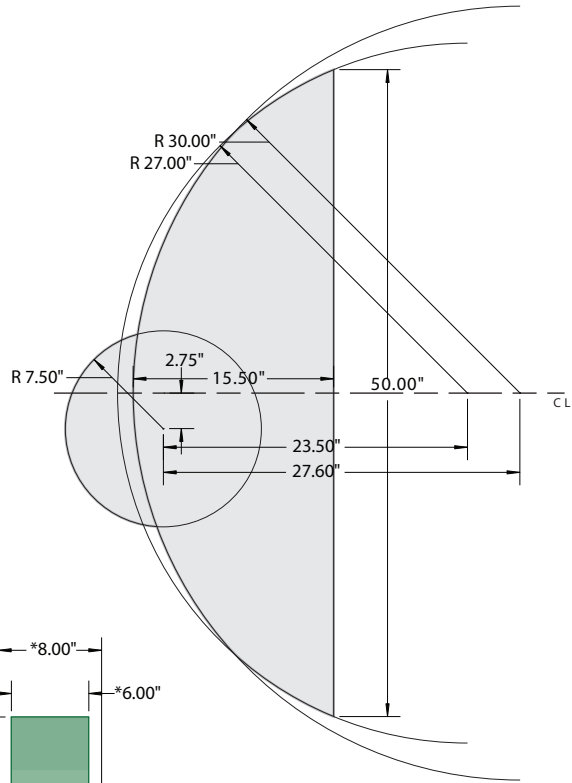


Sign Type C-2

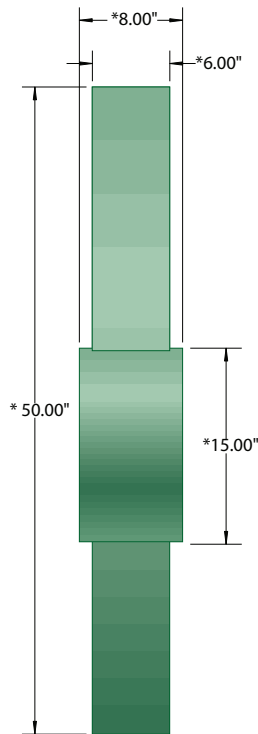
* = Nominal Measurement



INTENT ELEVATION

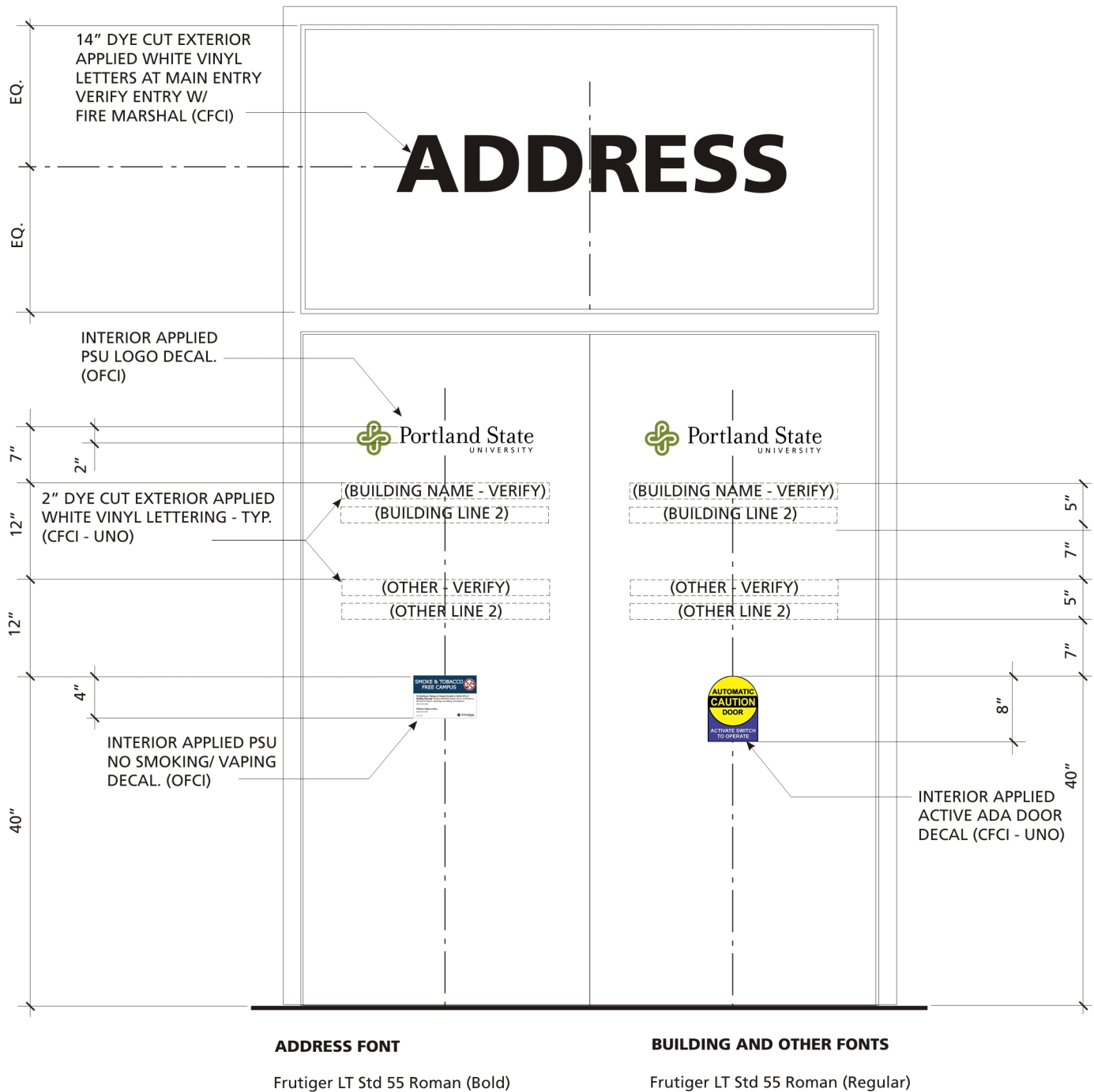


CONSTRUCTION OF ARCHS




VIEW FROMFRONT"

Sign Type C-4 (Entrance Signage Layout)




Sign Type C-4A

**SMOKE & TOBACCO
FREE CAMPUS** 

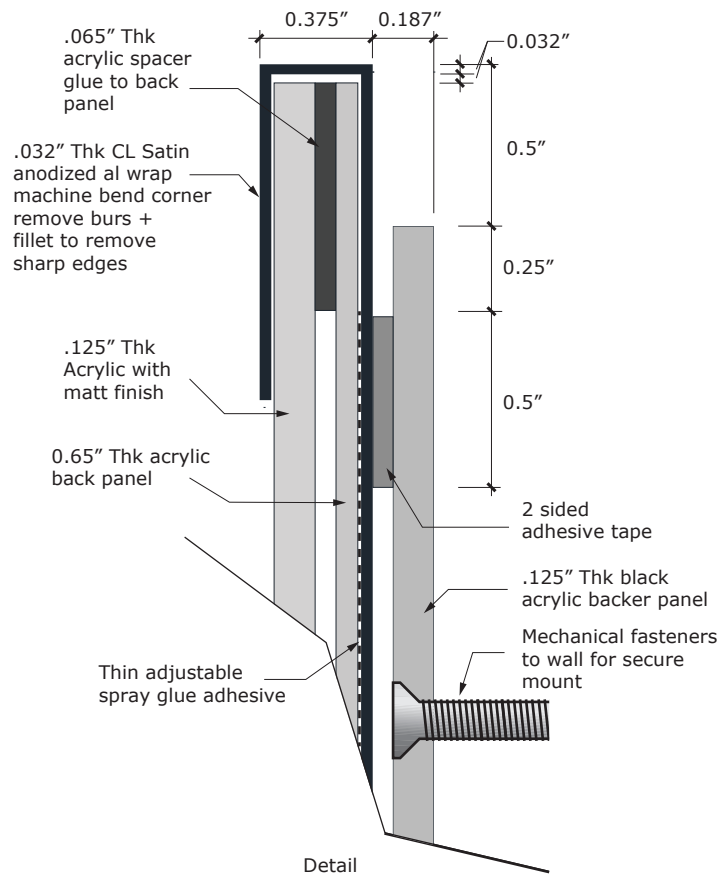
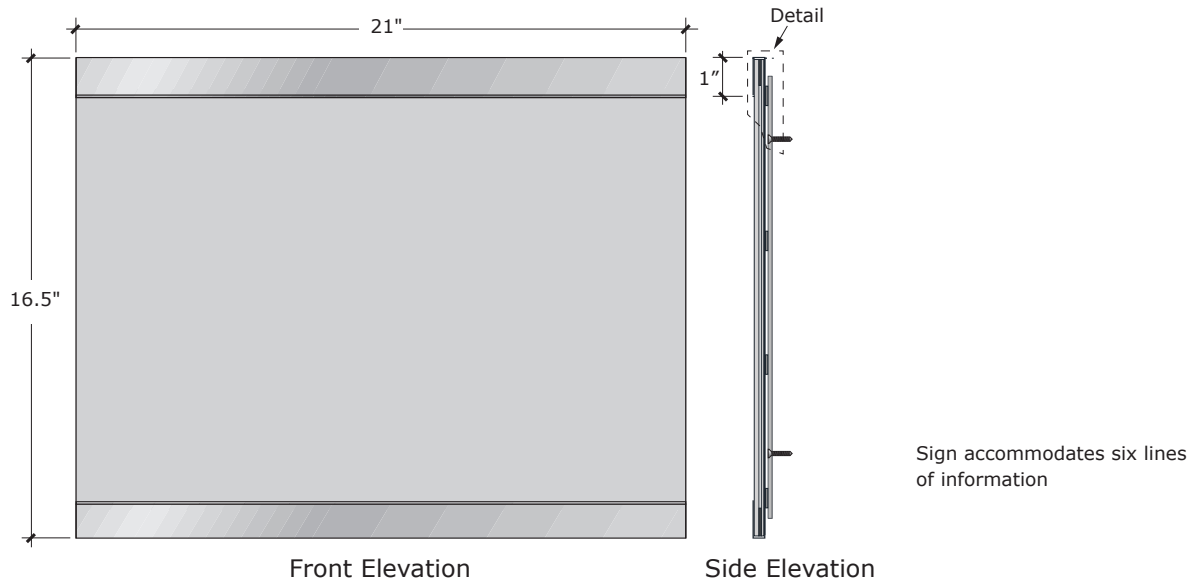
No Smoking or Vaping on Campus Grounds or within 10 ft. of Building Openings. Products prohibited include, but are not limited to, all forms of tobacco, vaporizing, aerosolizing, and marijuana.
OAR 333-015-0085

Violators Subject to Fine.
OAR 333-015-0035

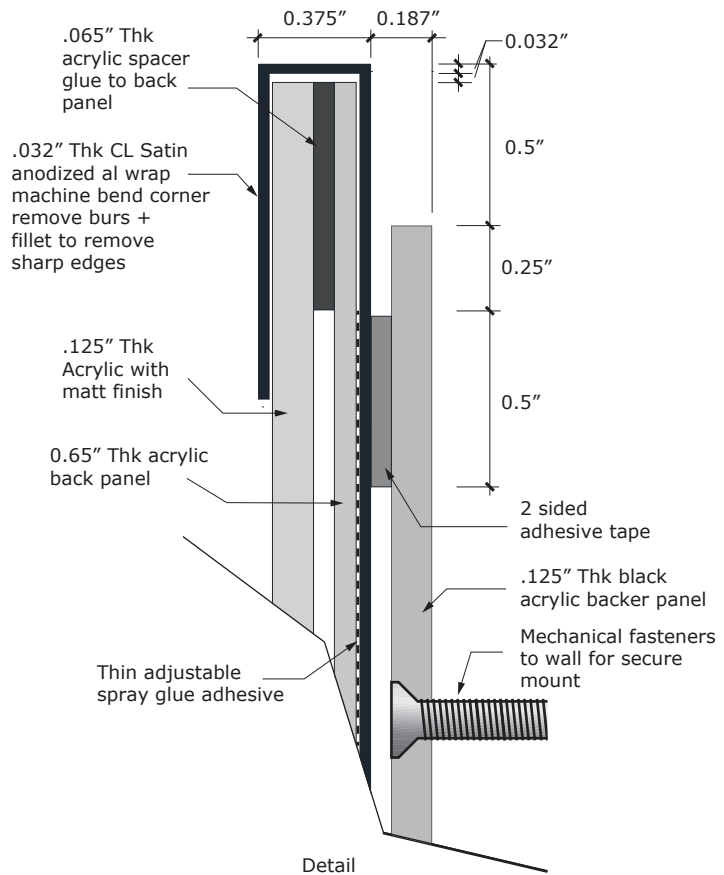
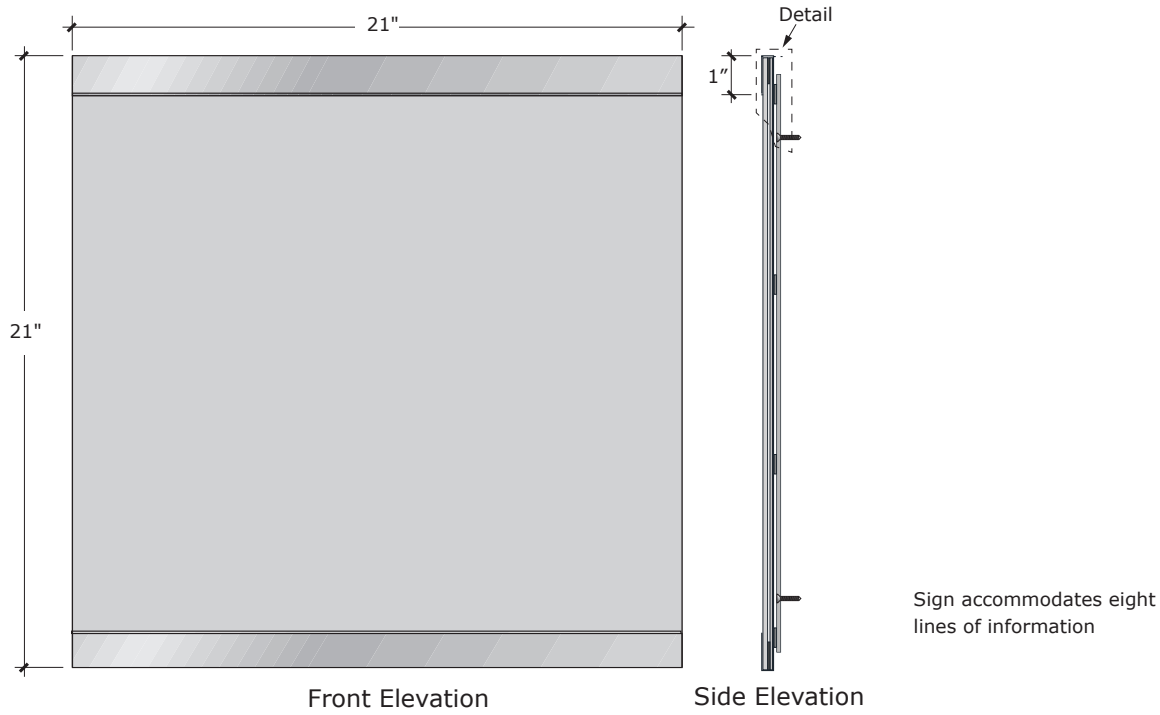
January 2018

 **Portland State**
UNIVERSITY

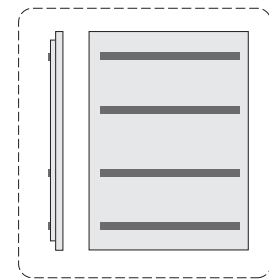
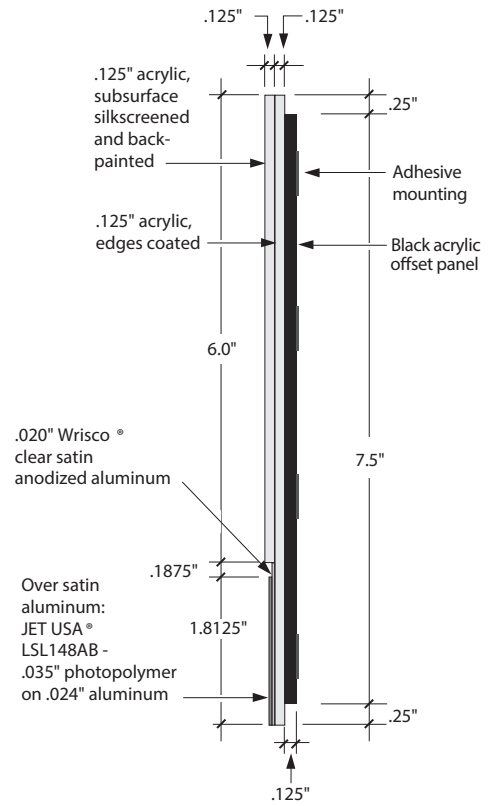
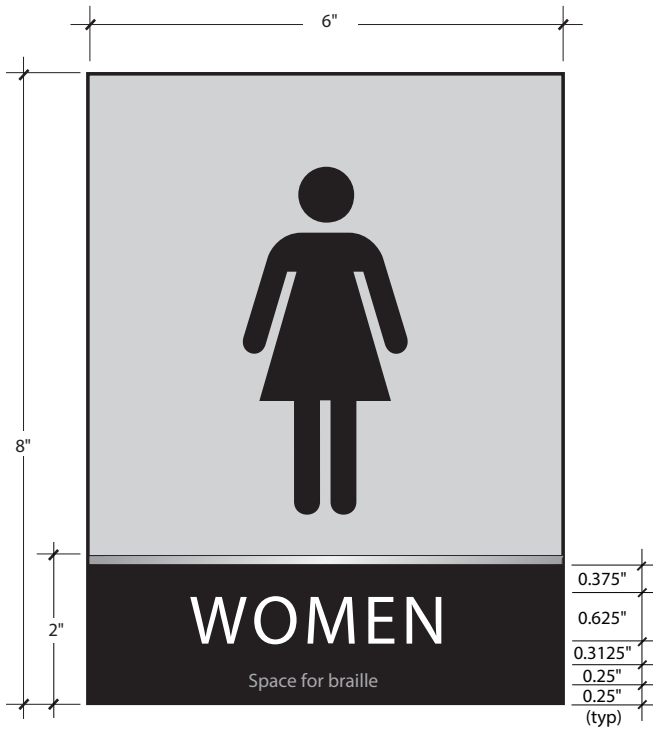
Sign Type D-1



Sign Type D-2

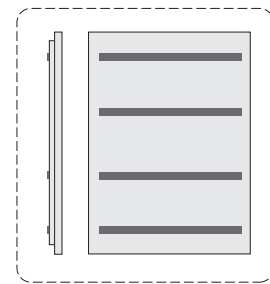
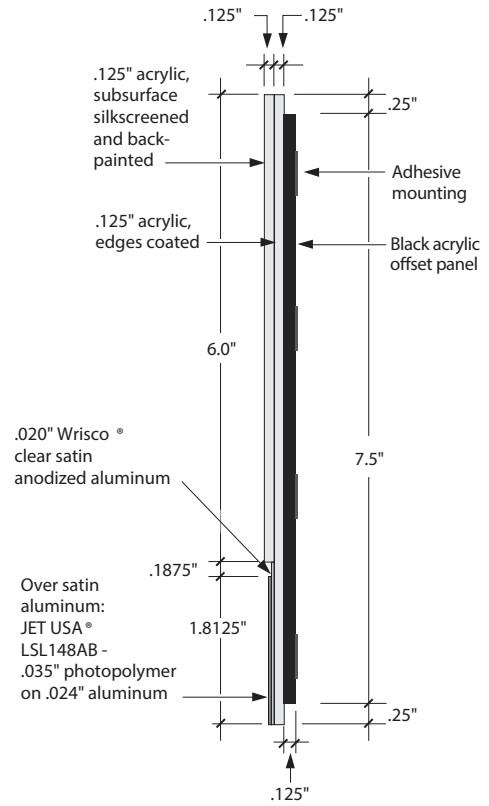
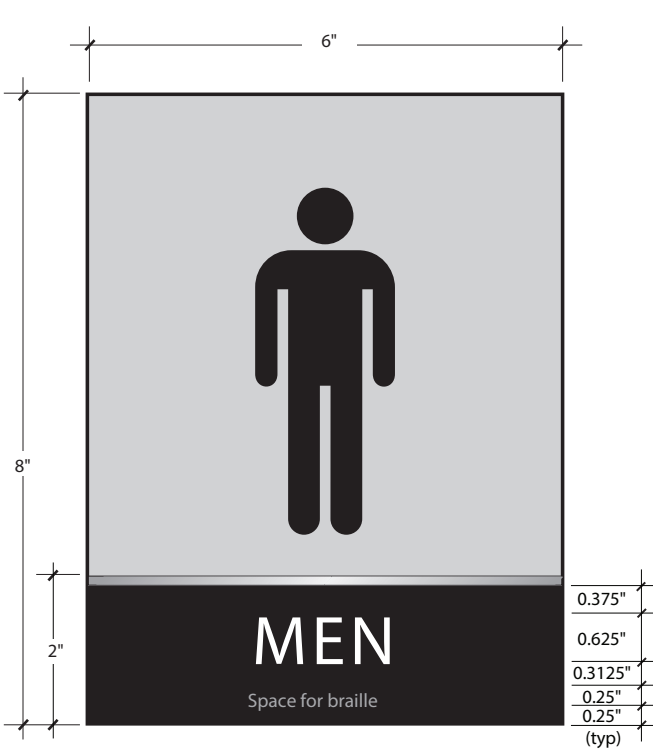


Sign Type E-1



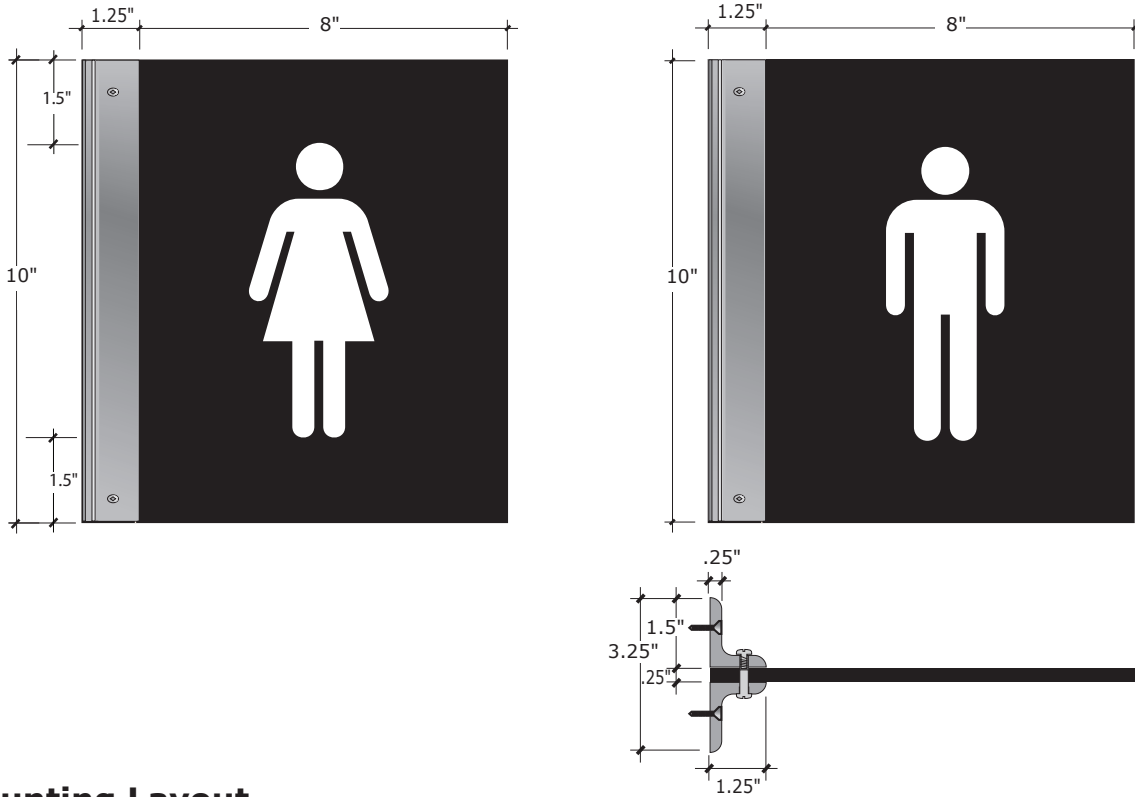
Mounting Advisory

Sign Type E-2

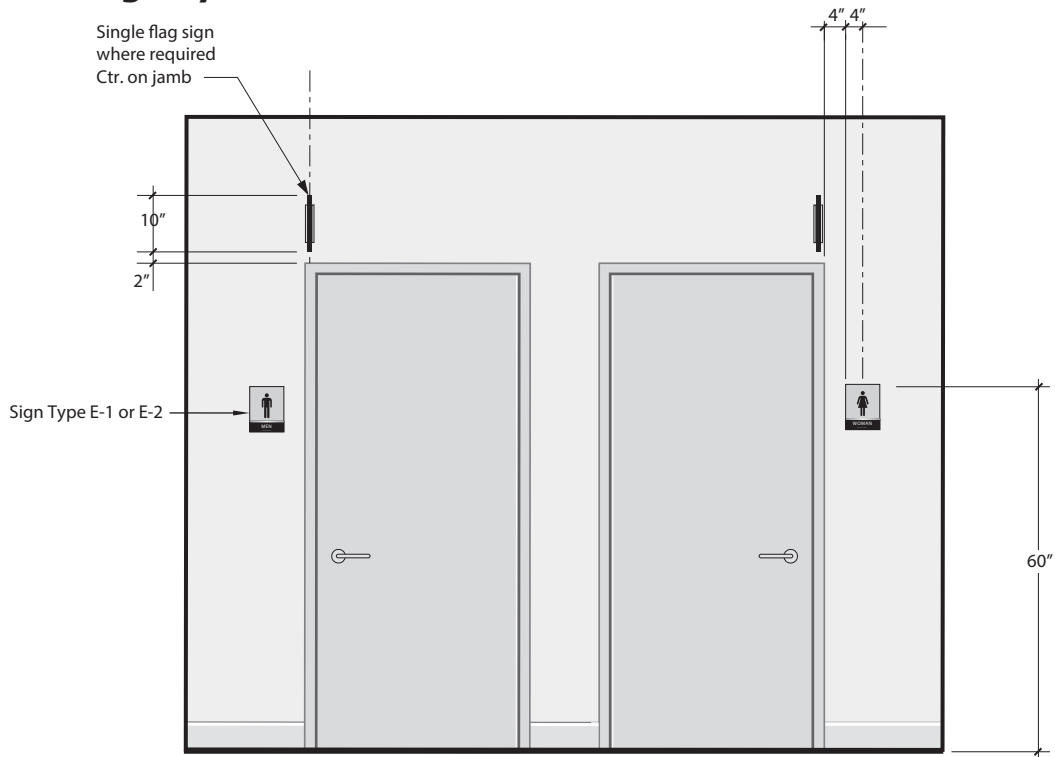


Mounting Advisory

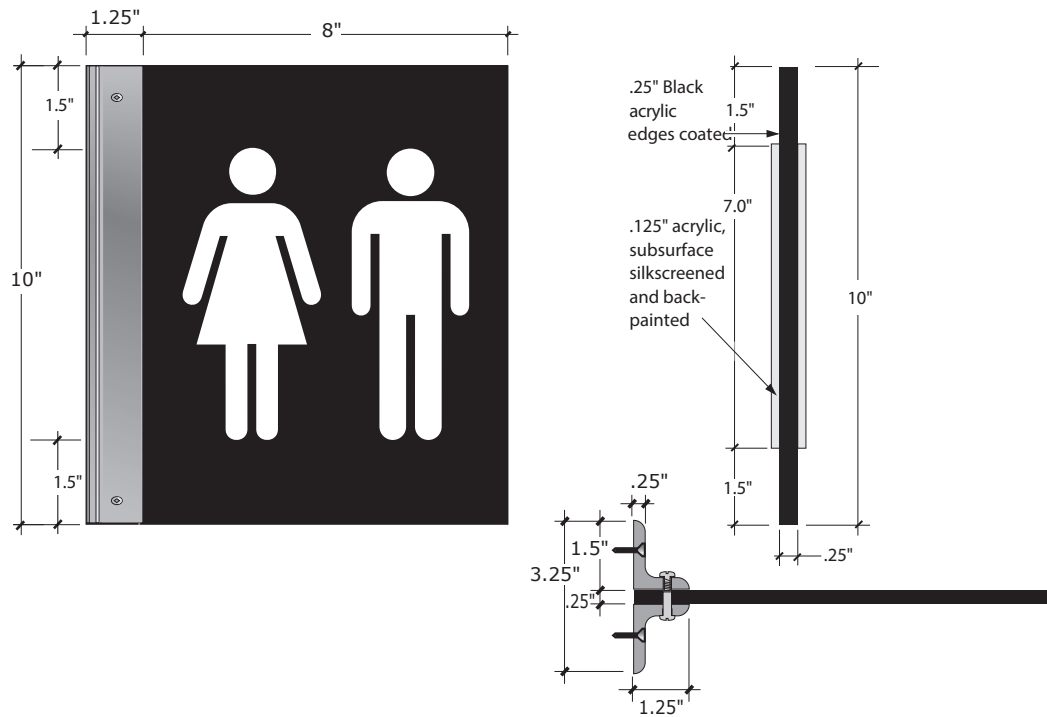
Sign Type E-3 (Single Flag)



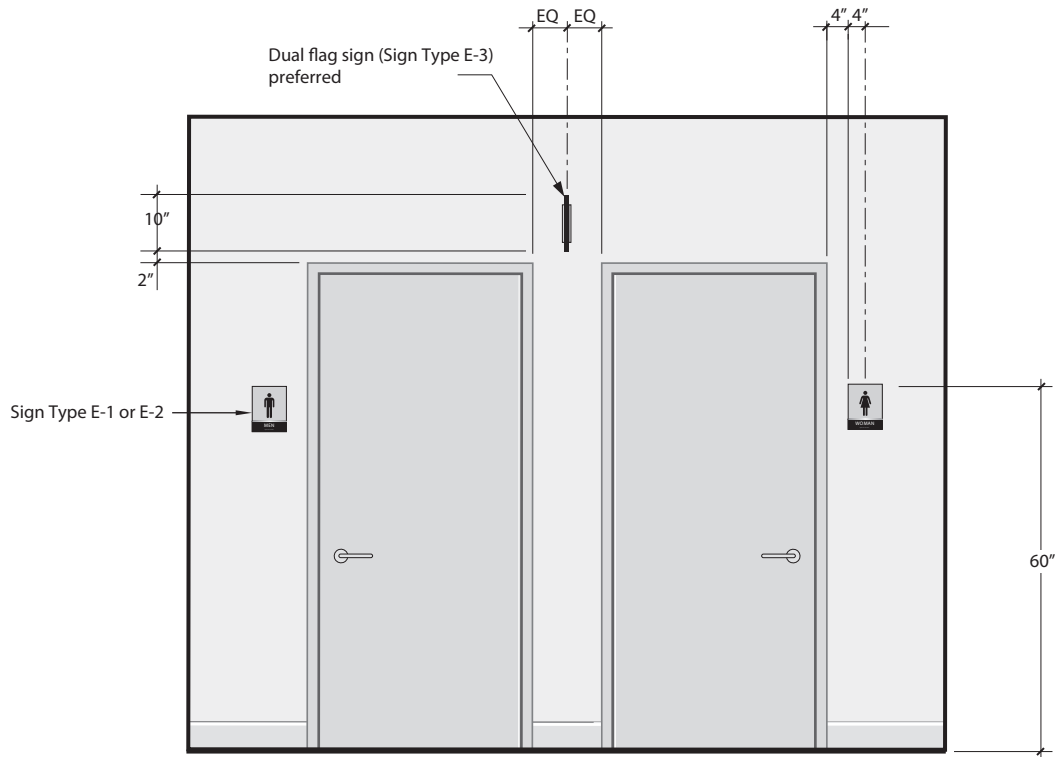
Mounting Layout



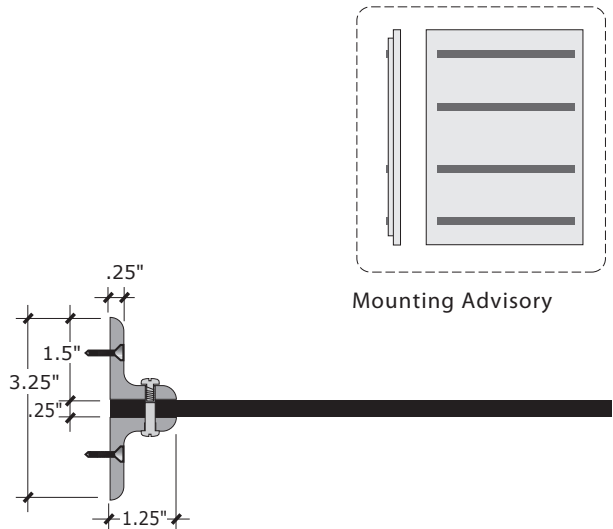
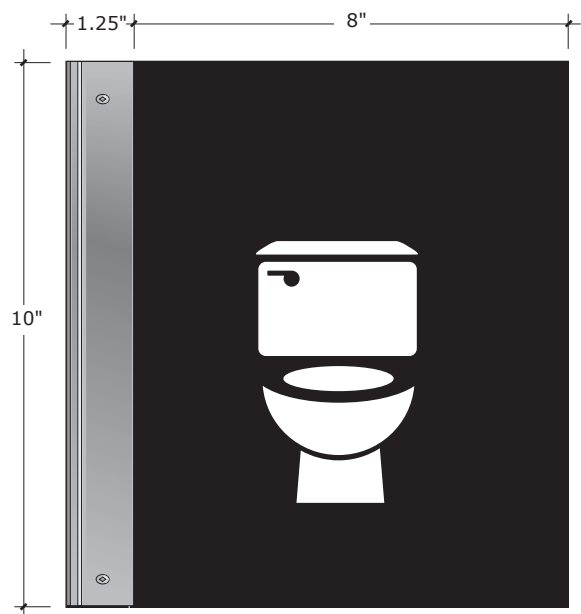
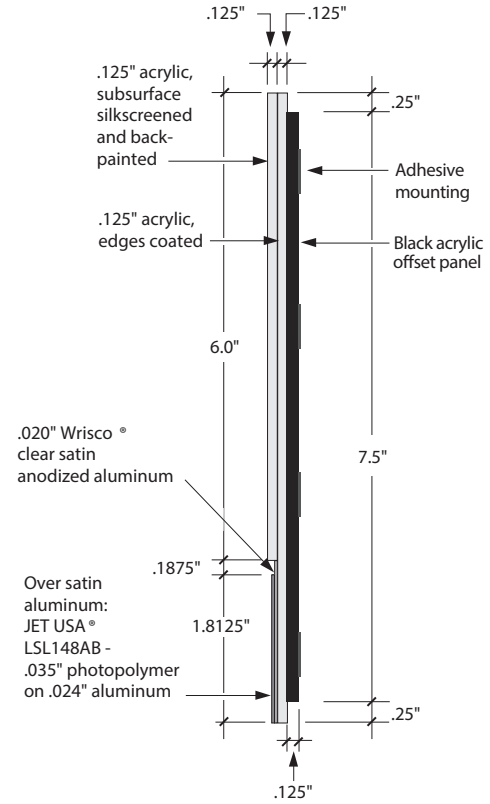
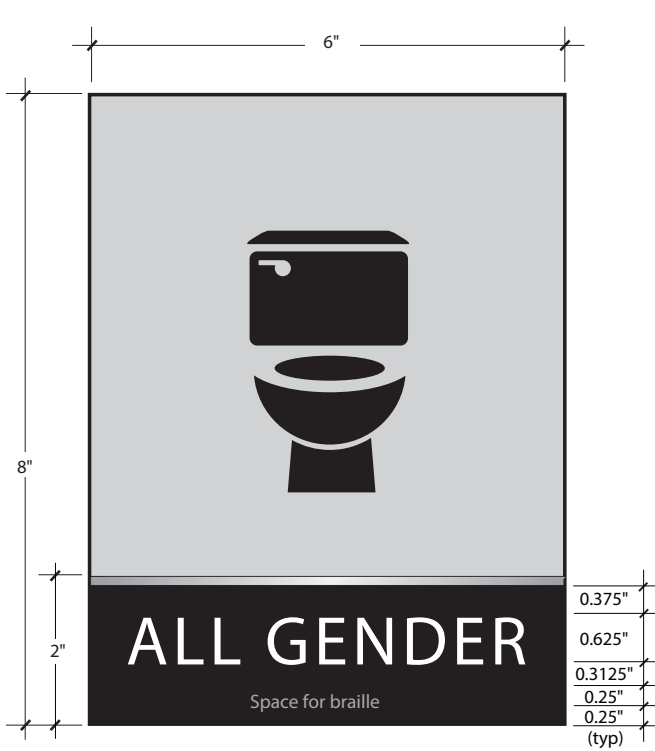
Sign Type E-3 (Dual Flag)



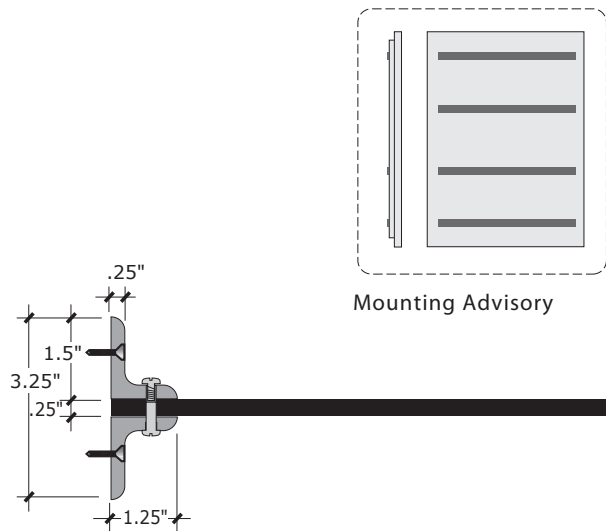
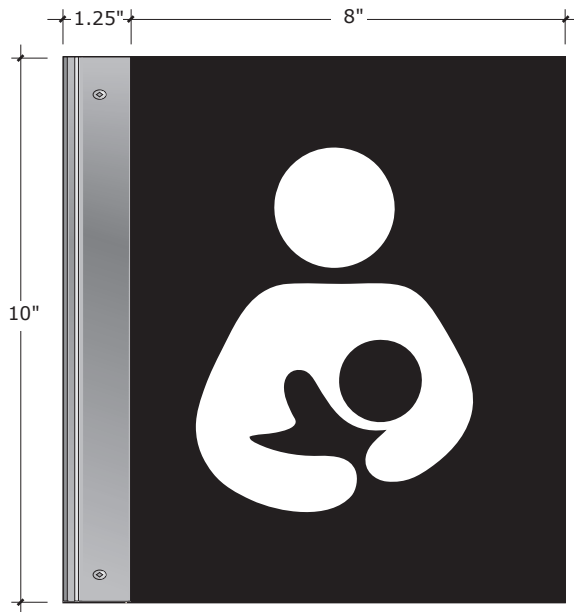
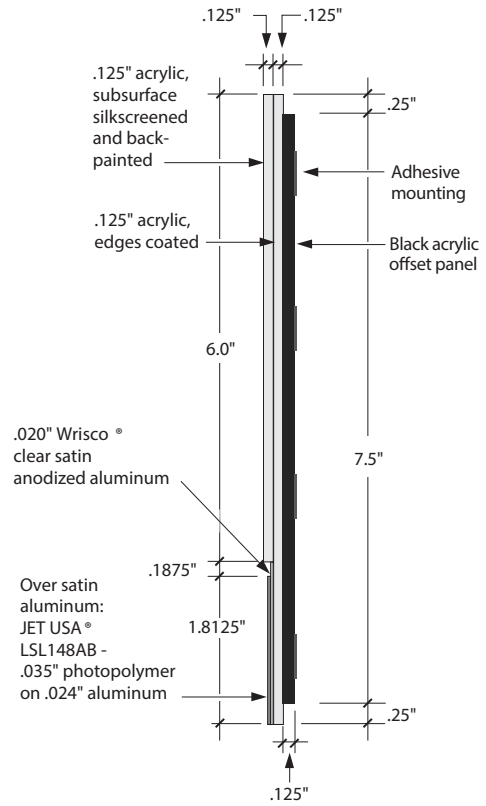
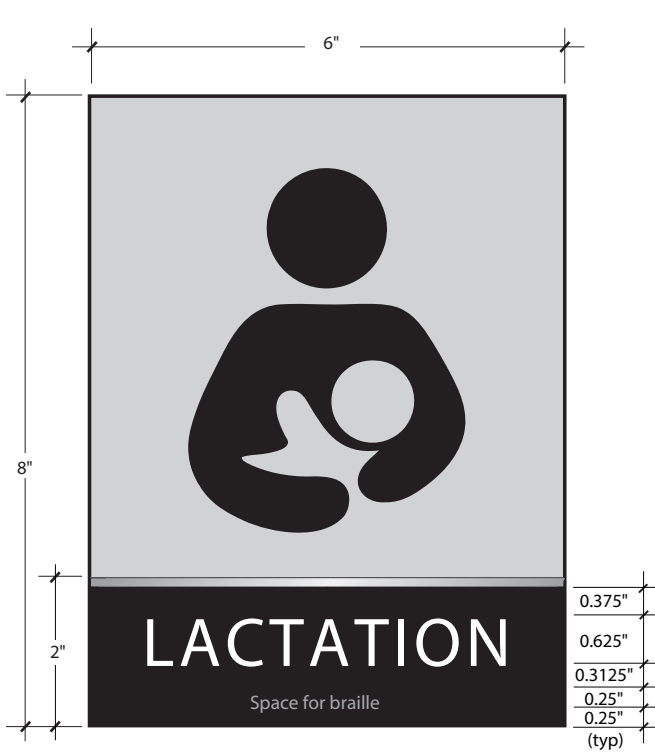
Mounting Layout (E-3, E-4, E-5, E-6, E-7)



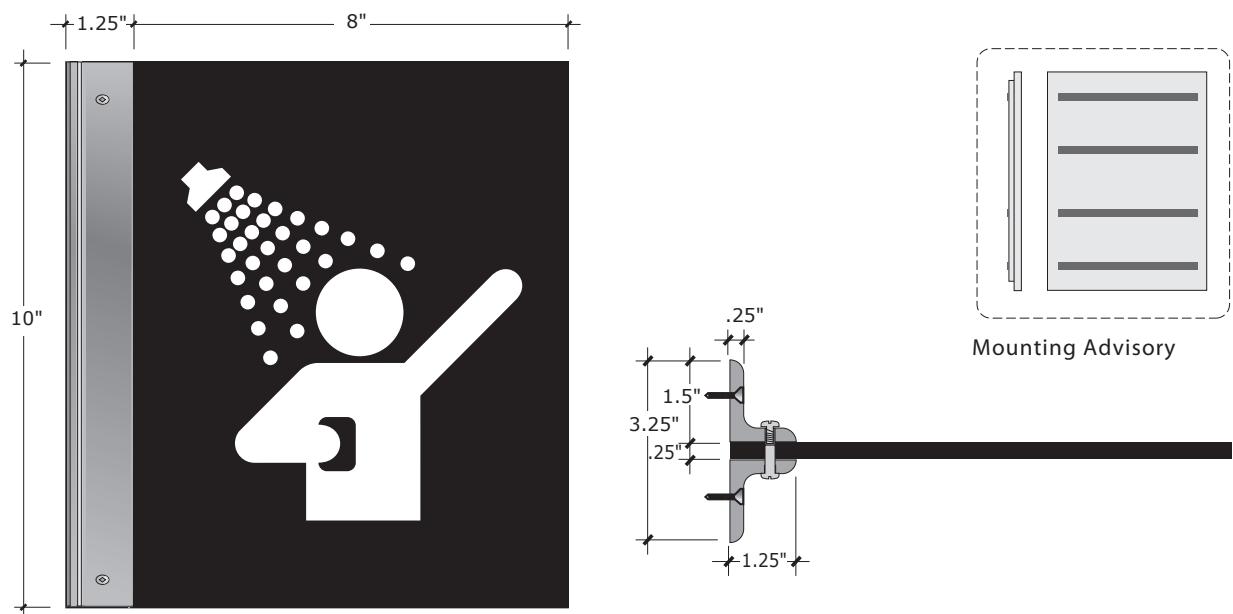
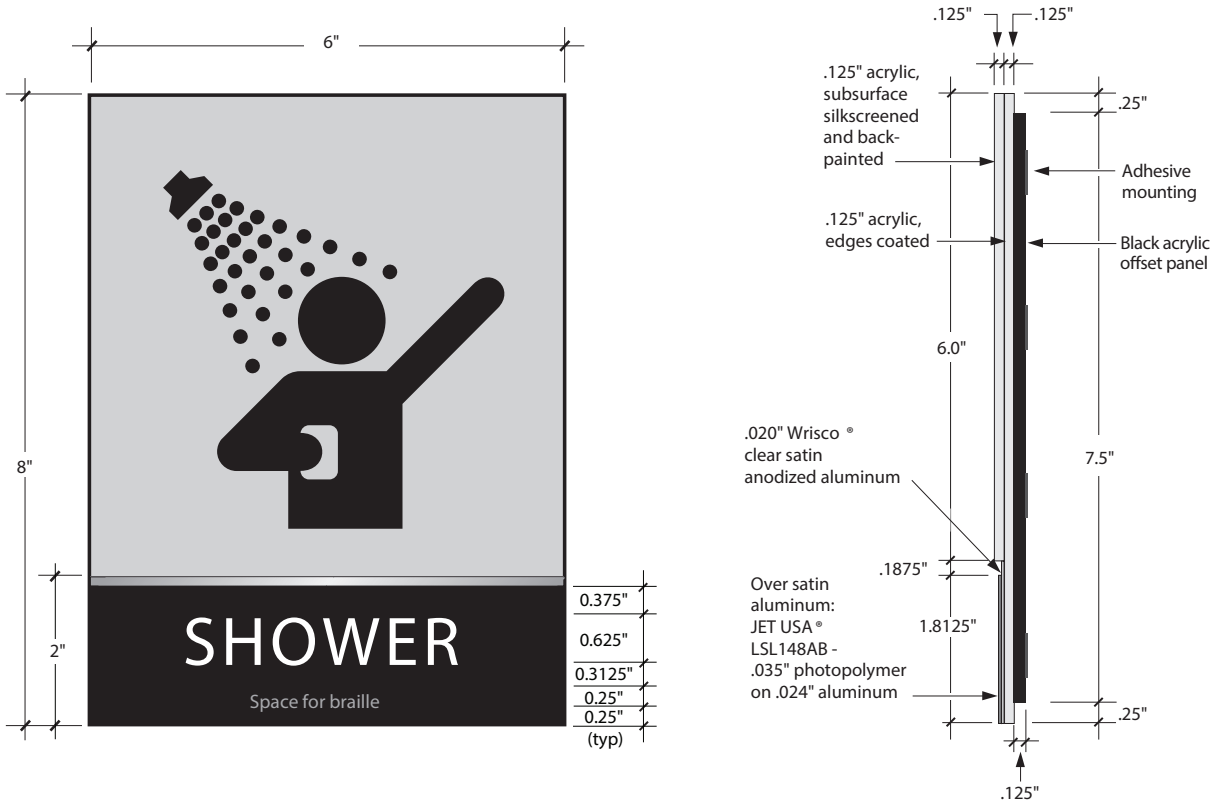
Sign Type E-4



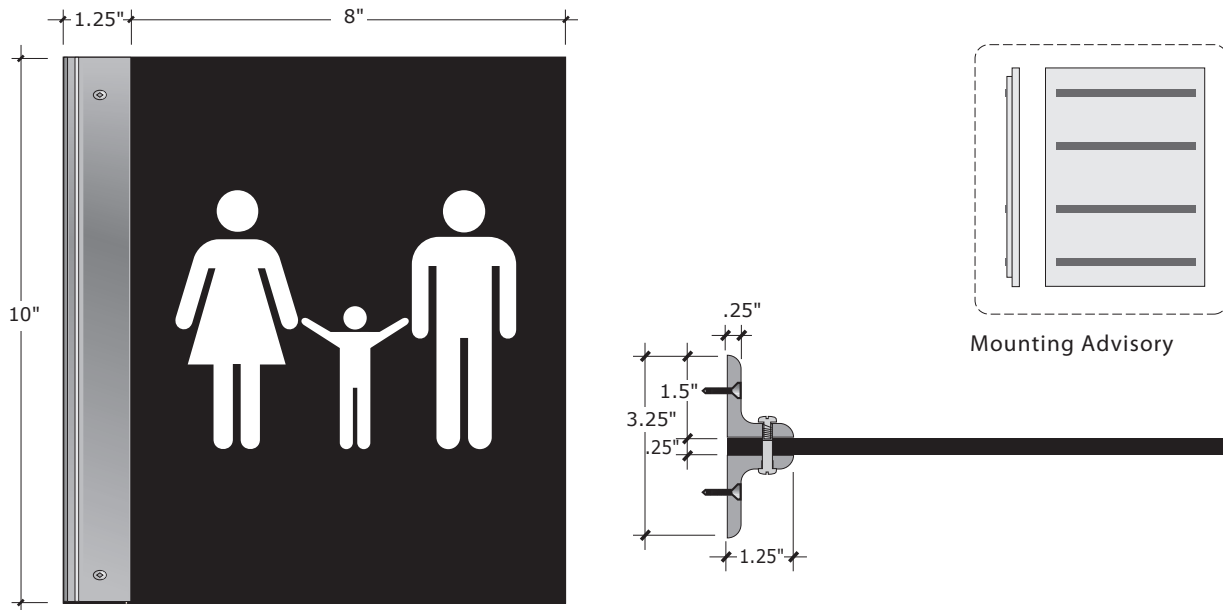
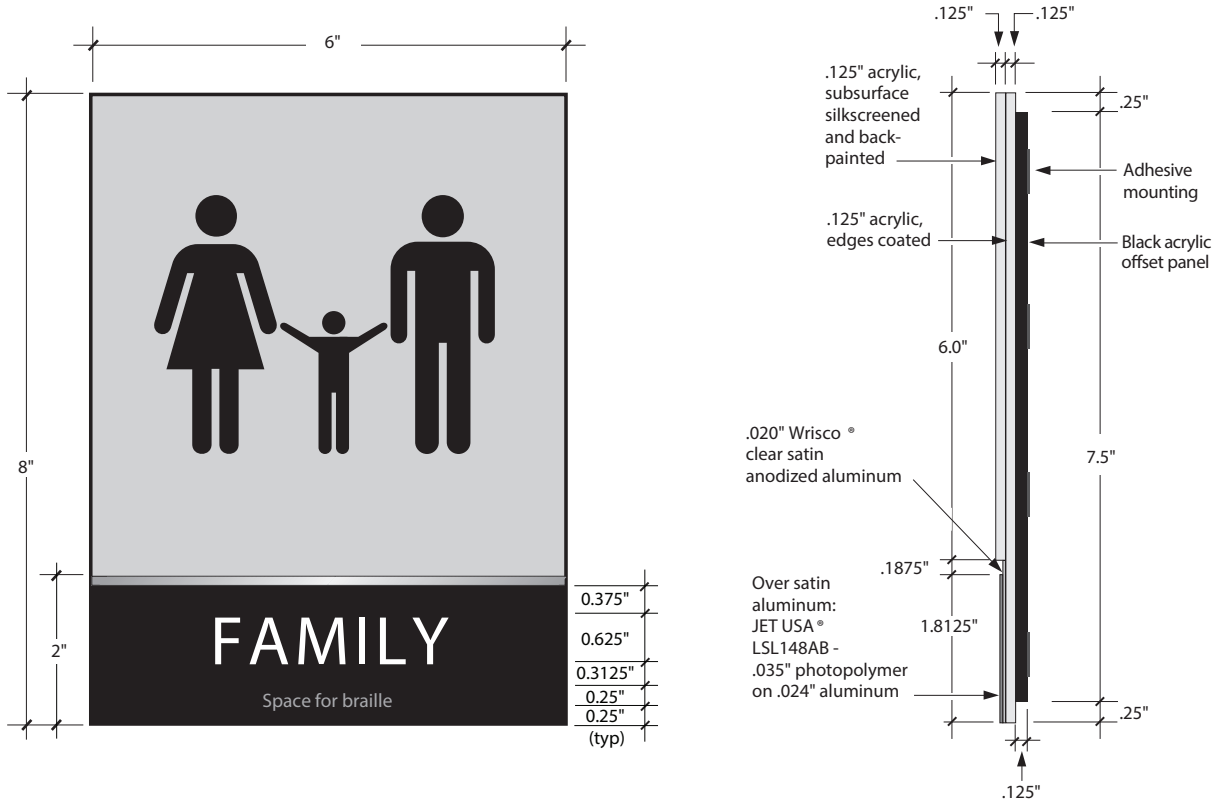
Sign Type E-5



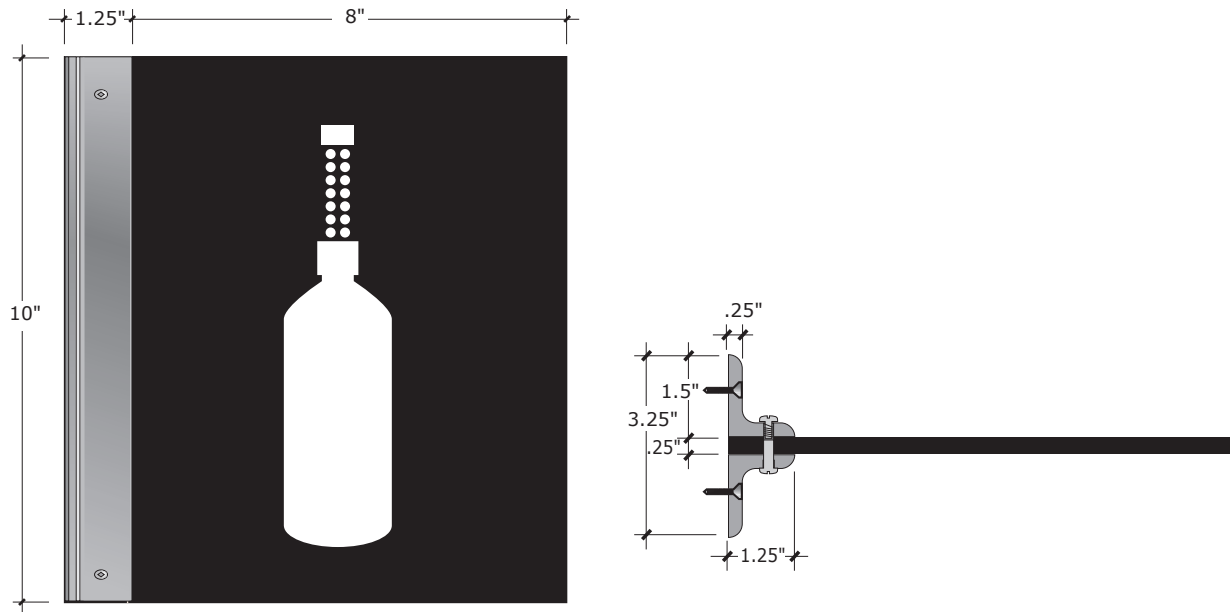
Sign Type E-6



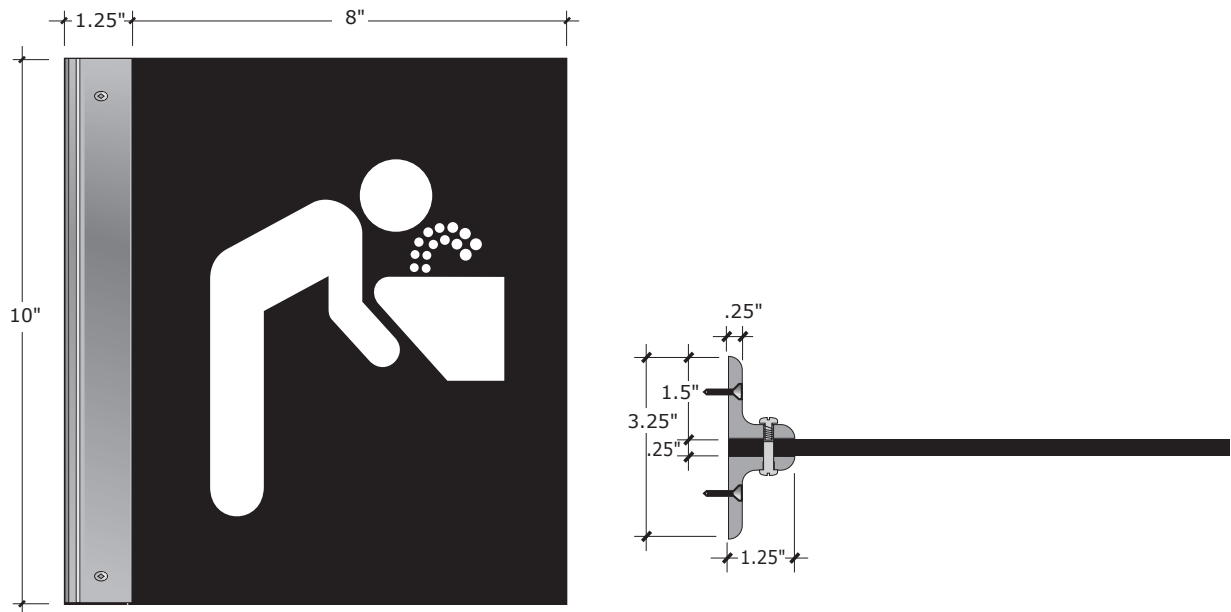
Sign Type E-7



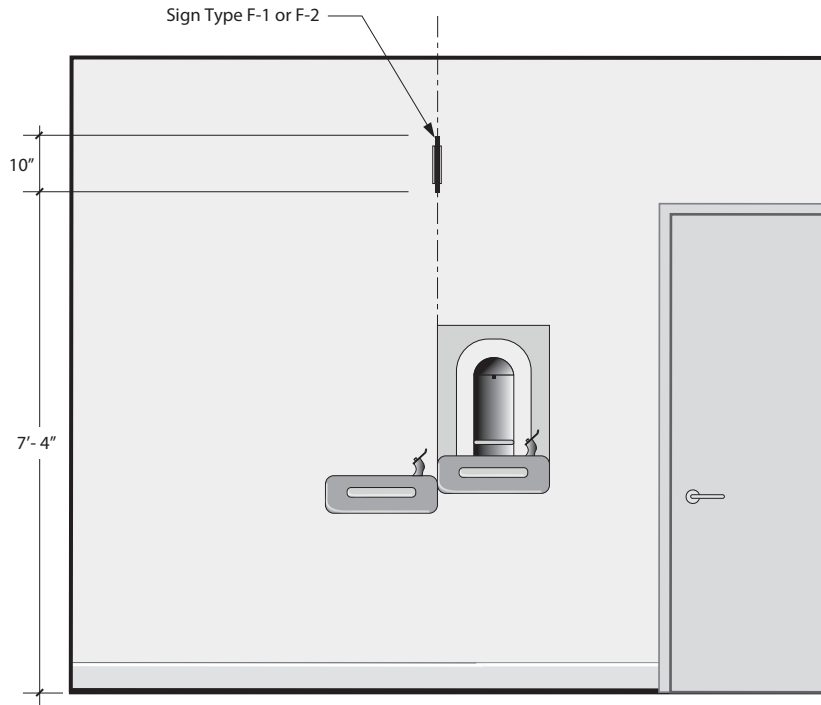
Sign Type F-1



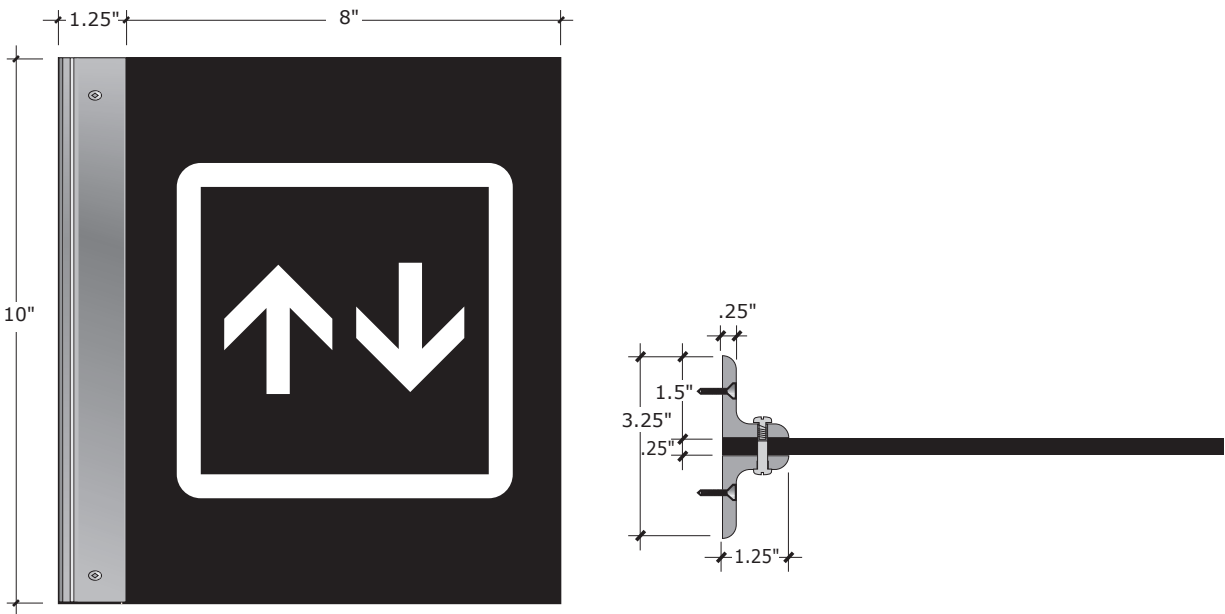
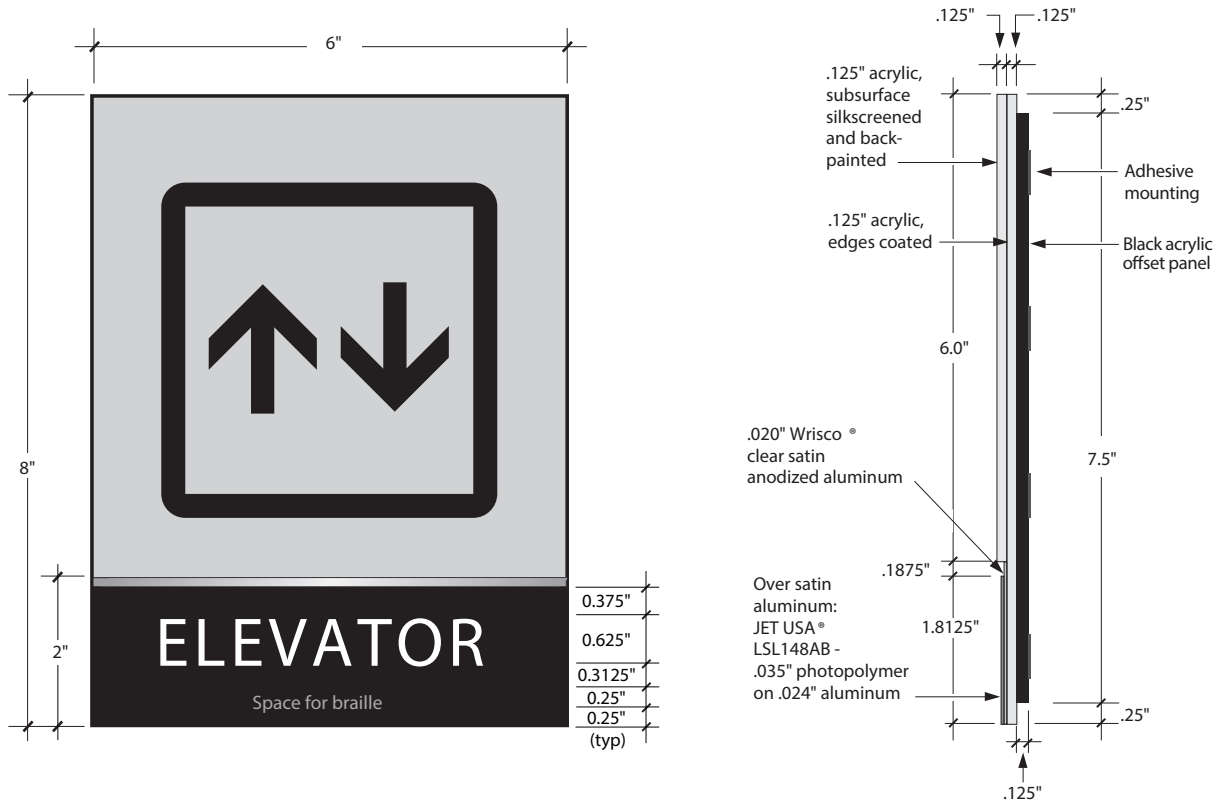
Sign Type F-2



Sign Type F Mounting Layout



Sign Type G



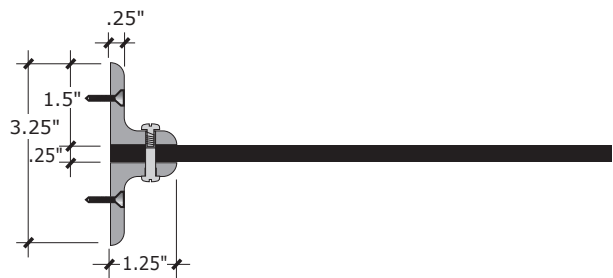
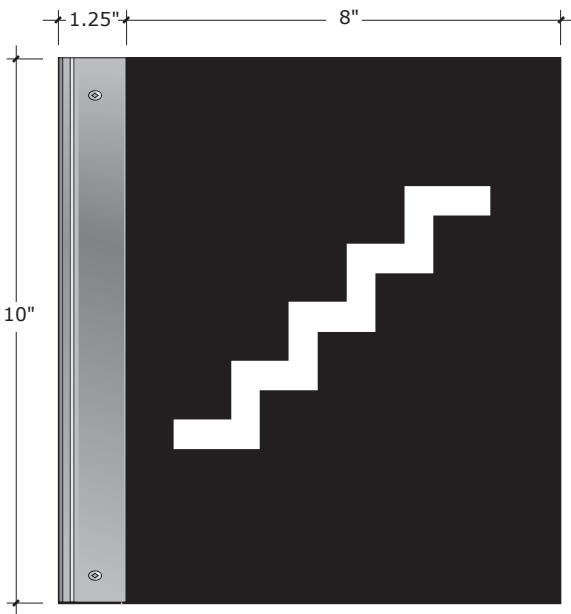
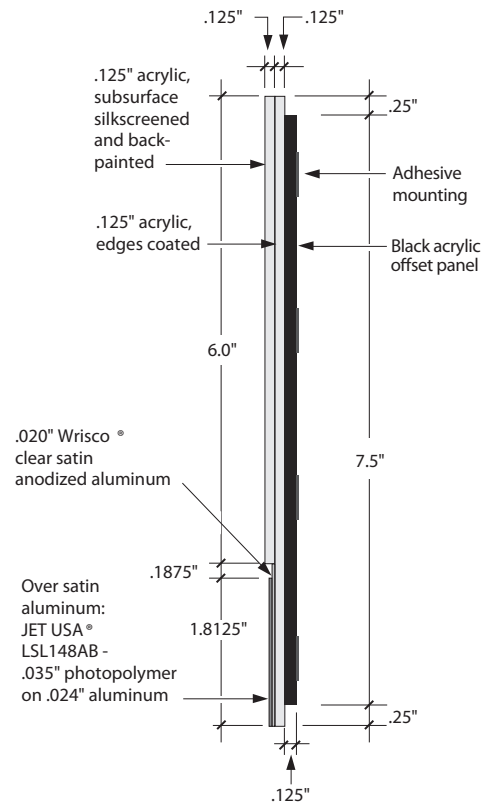
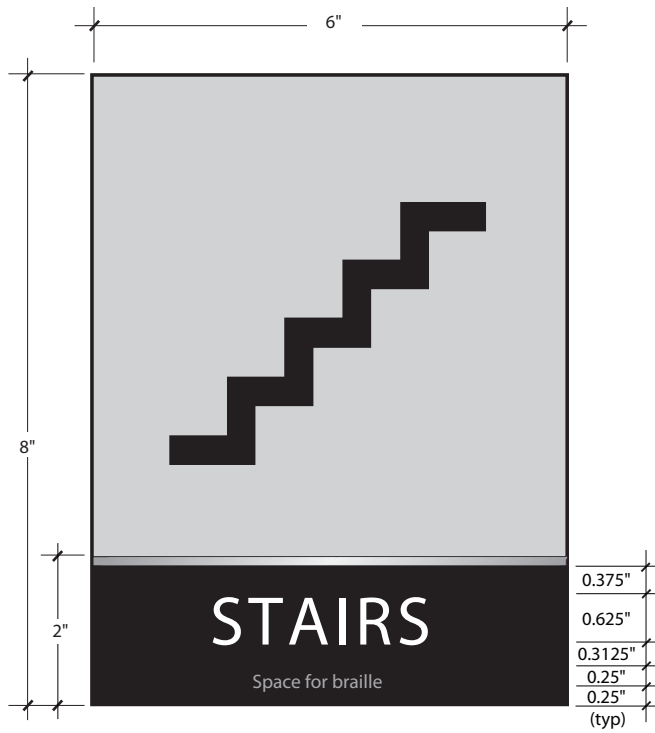
Sign Type G-1

Please be courteous
Yield the elevator to those
who may need it.

The sign features six white icons on a green background, arranged in two rows of three. The top row includes a pregnant woman, a person in a wheelchair, and a person with a cane. The bottom row includes a person with a stroller, a person with crutches, and a person with a cart. The text is positioned above the icons.

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Sign Type H



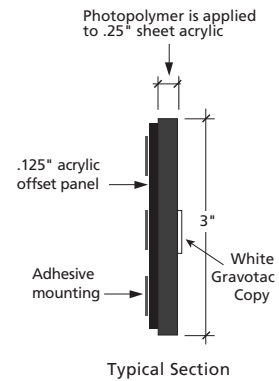
Sign Type J



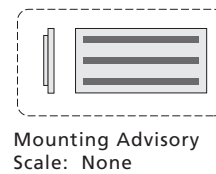
Sign Type K



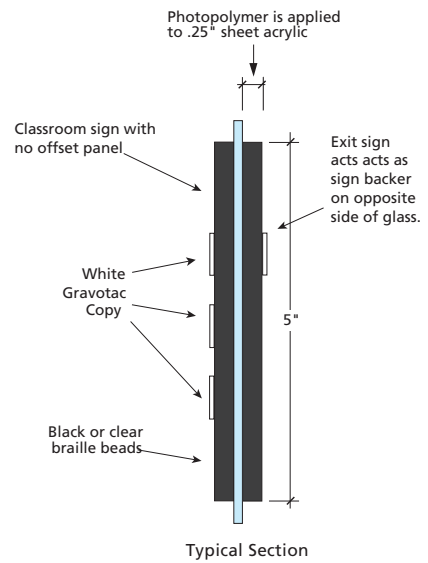
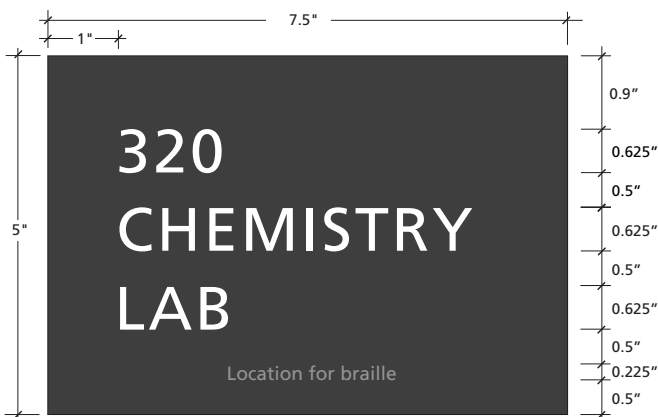
Sign Type N-1



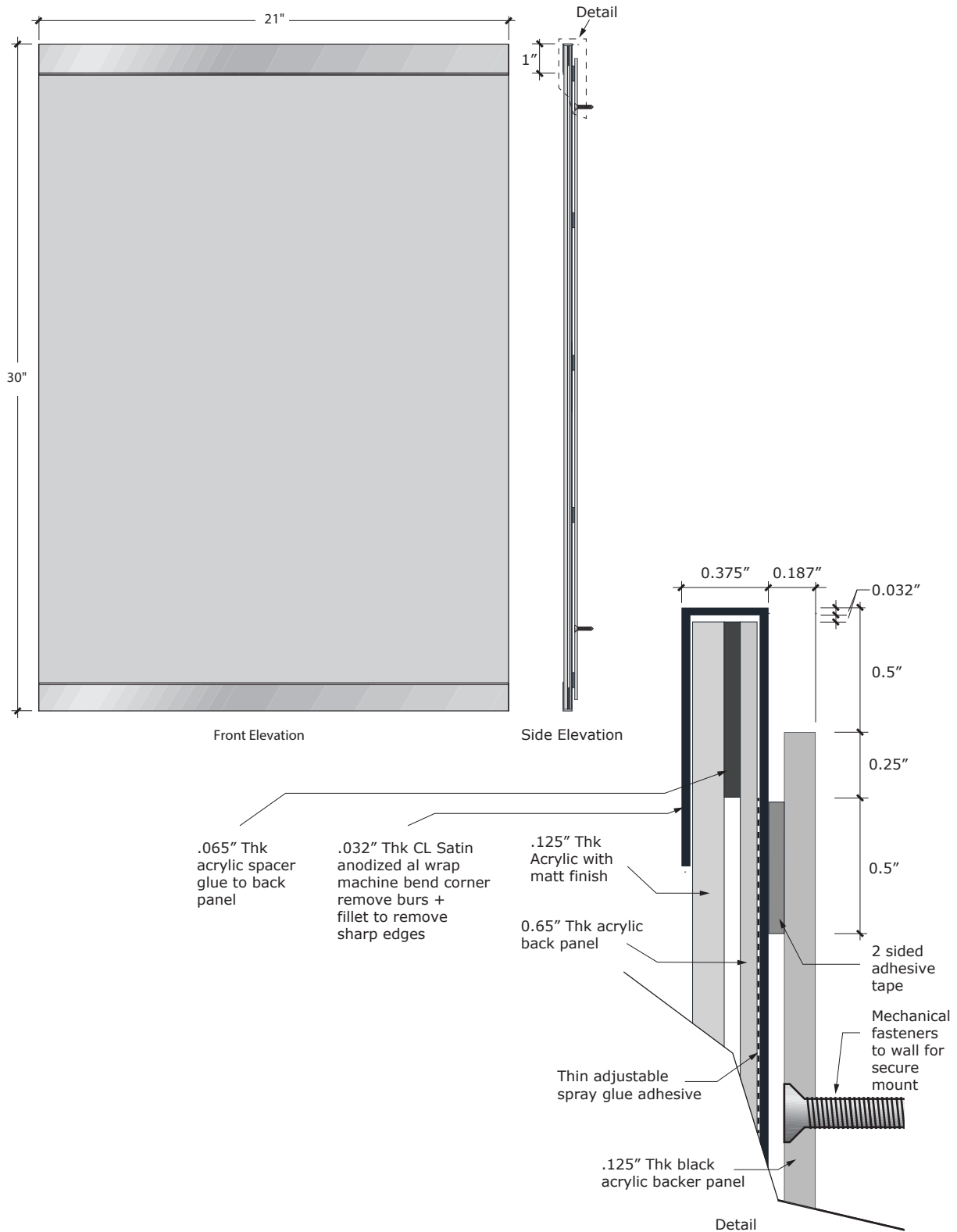
Sign Type N-2



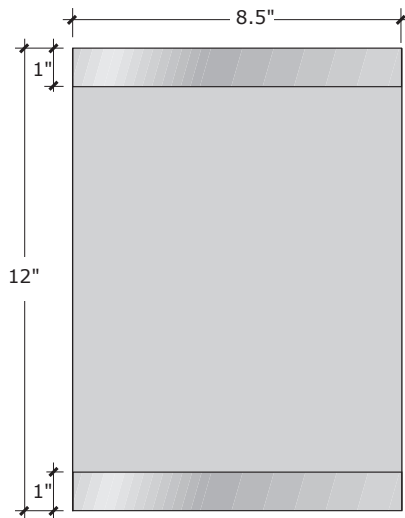
Sign Type N-3



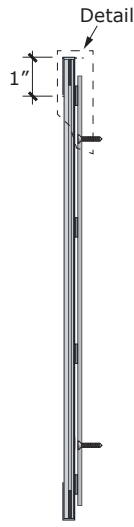
Sign Type P



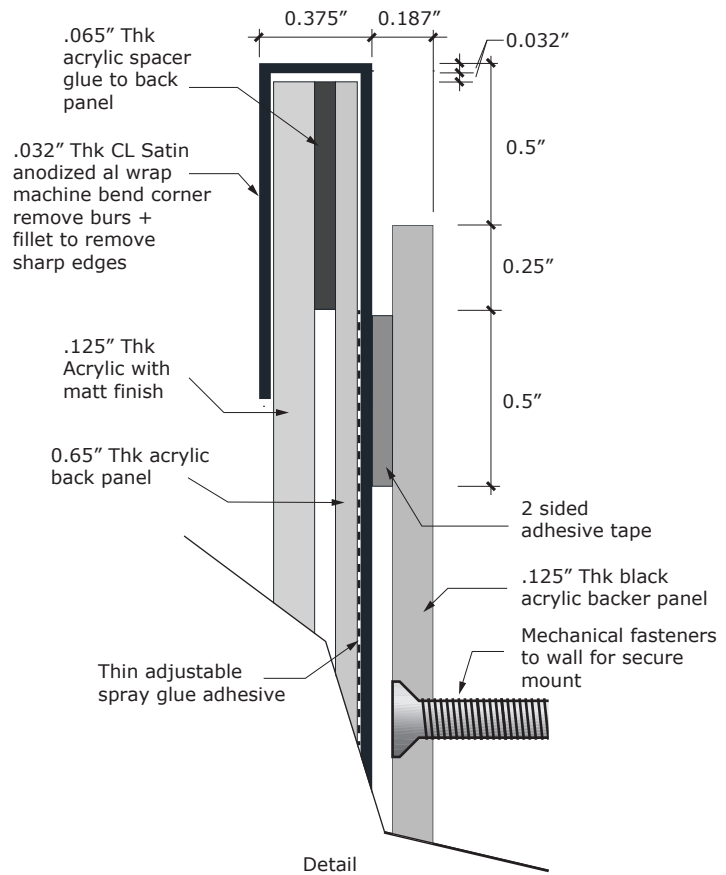
Sign Type Q-1



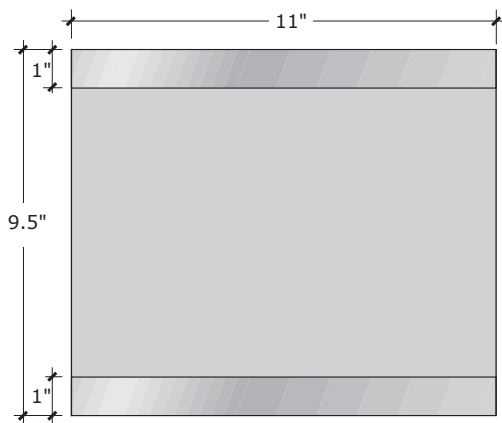
Front Elevation



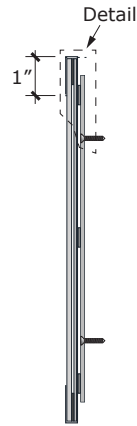
Side Elevation



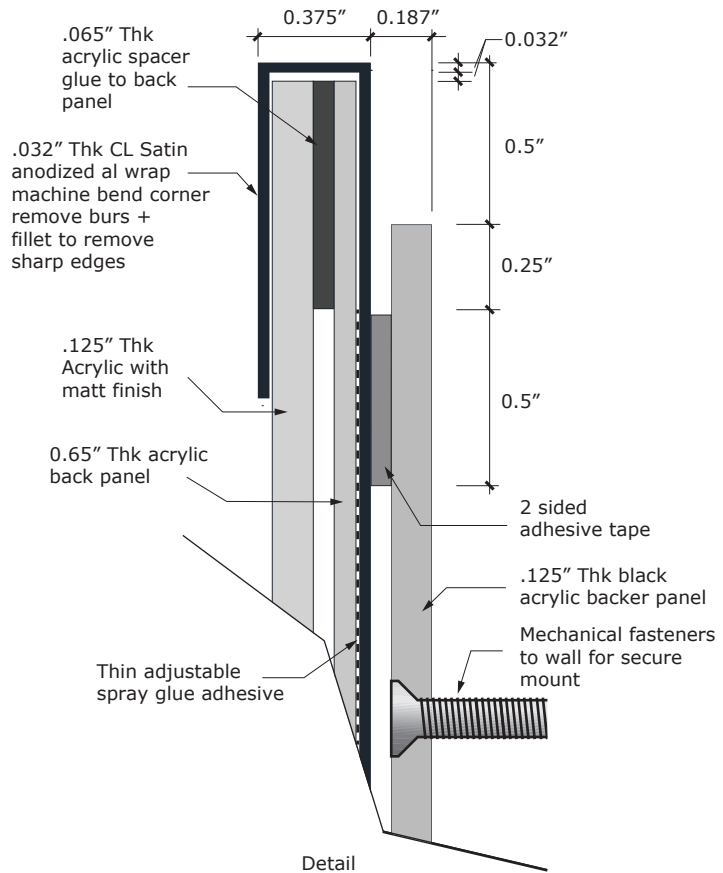
Sign Type Q-2



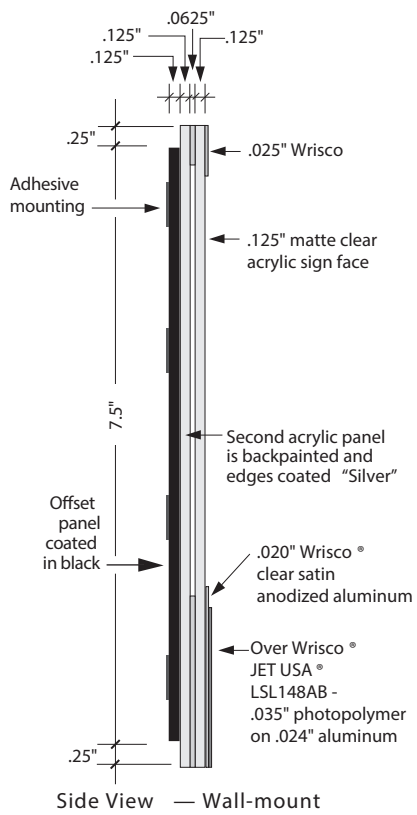
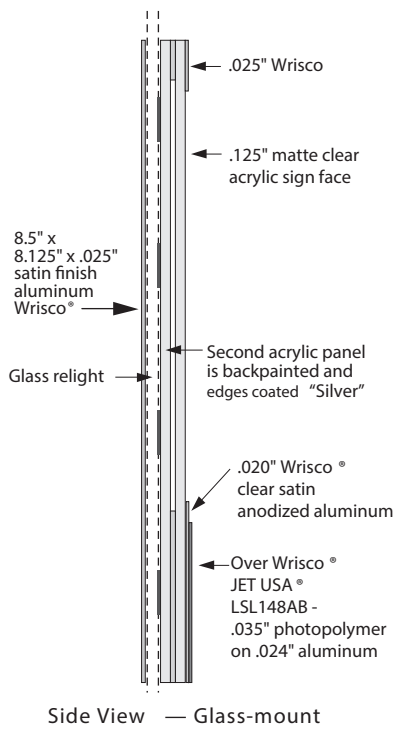
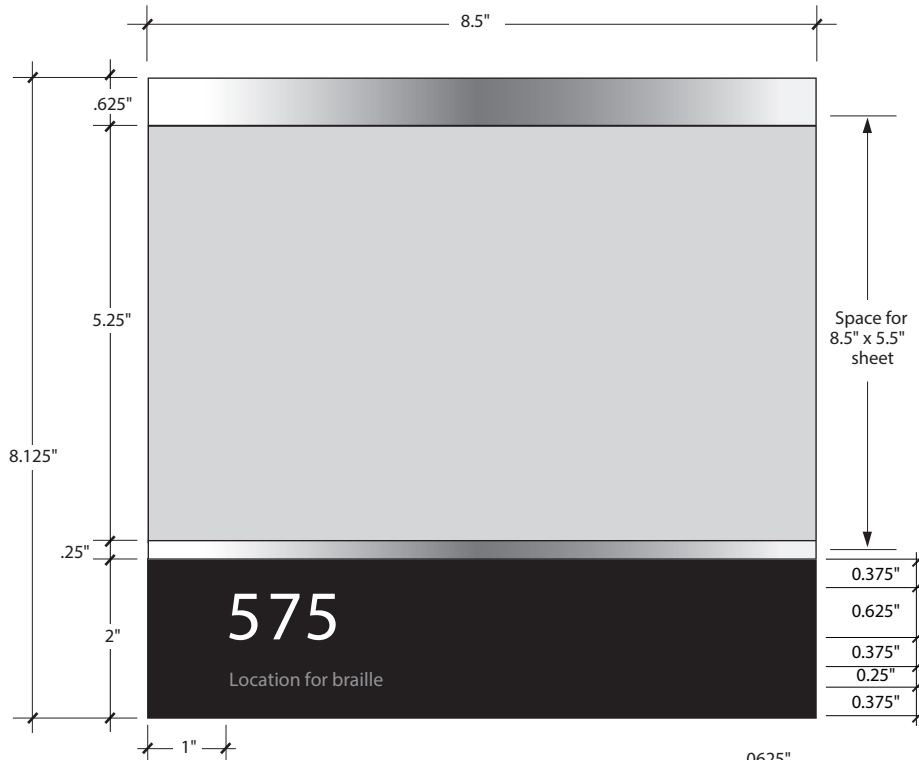
Front Elevation



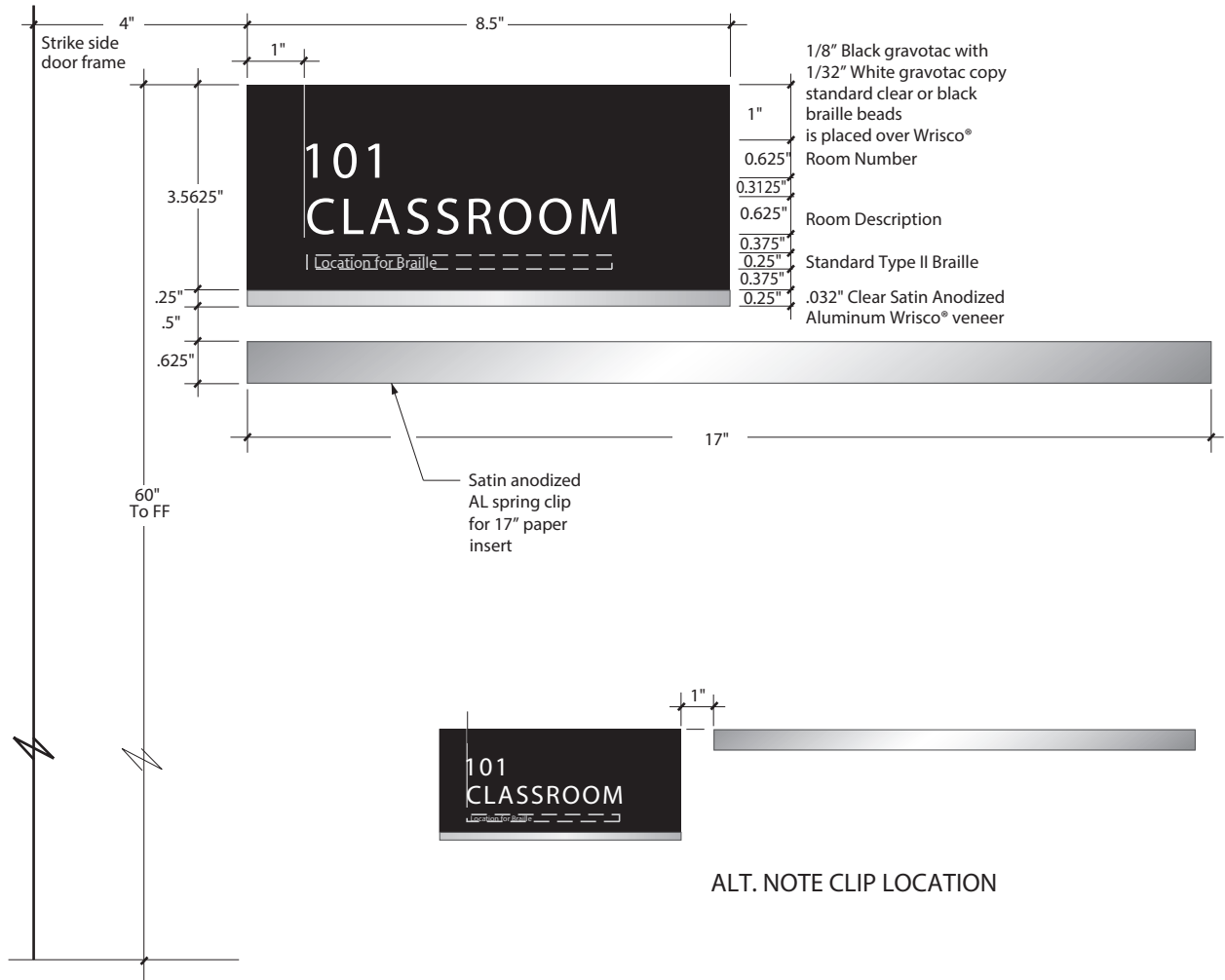
Side Elevation



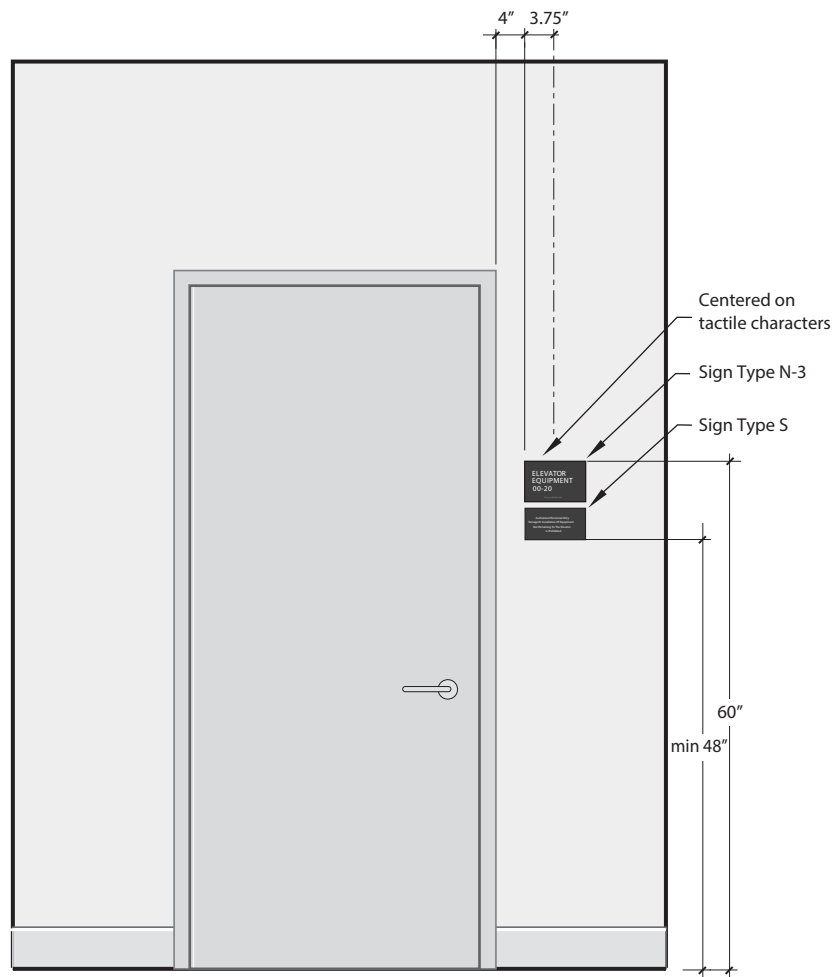
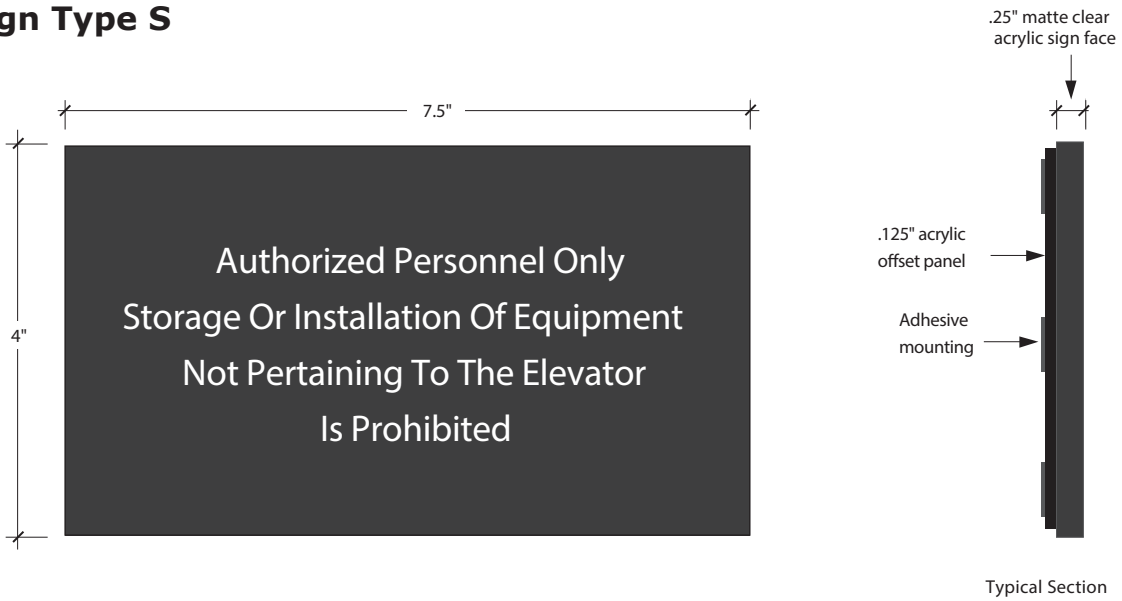
Sign Type R-1



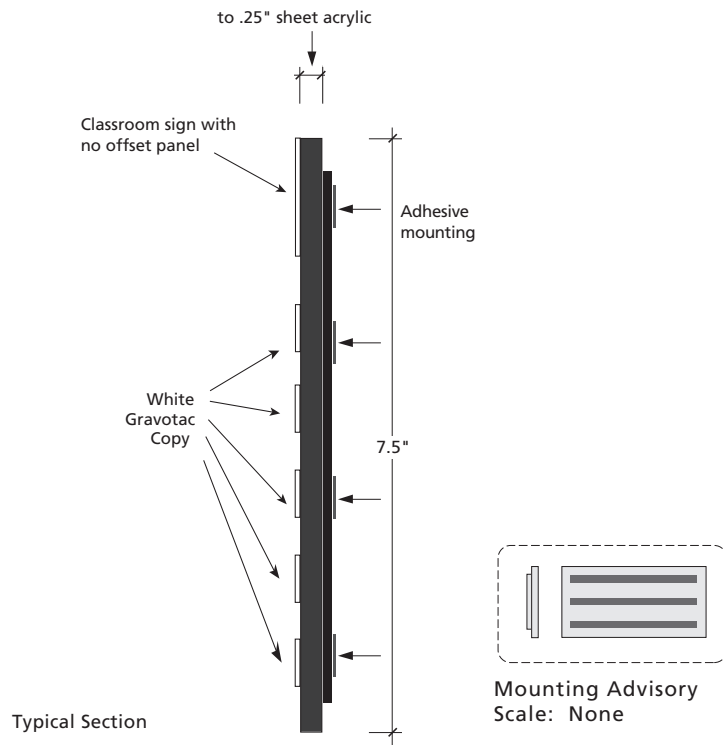
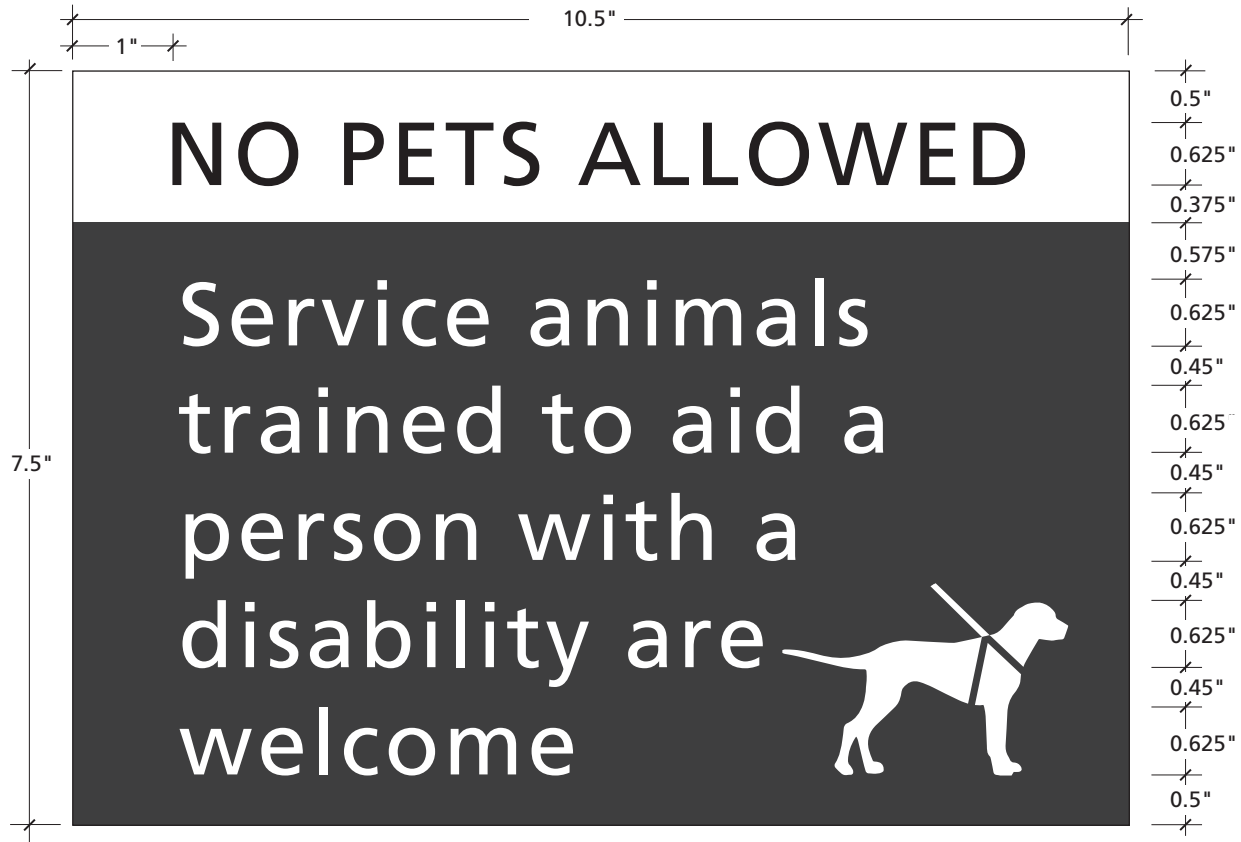
Sign Type R-2



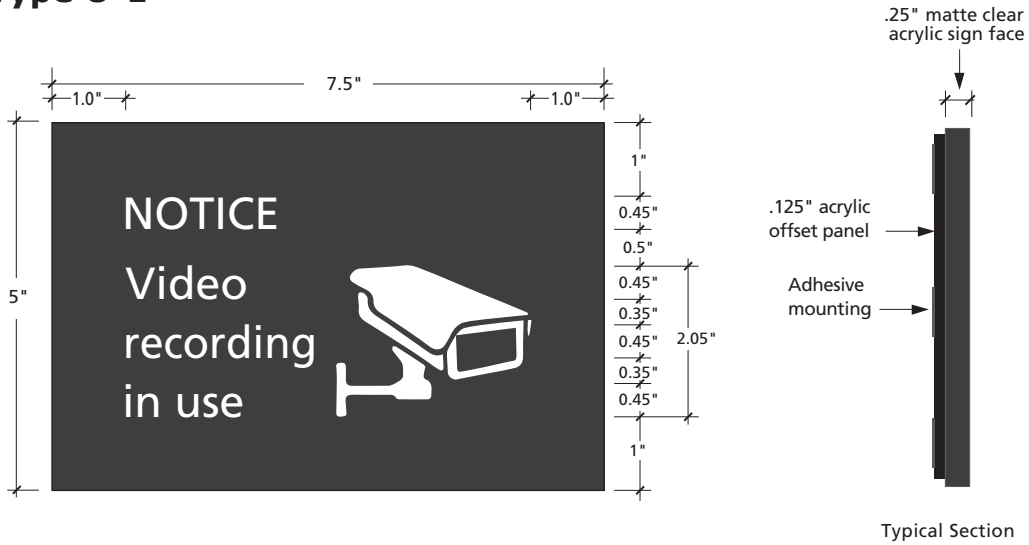
Sign Type S



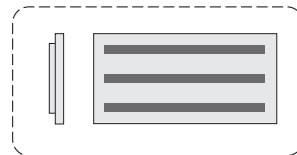
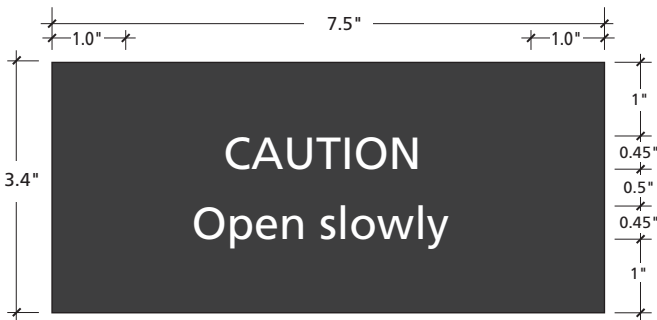
Sign Type T



Sign Type U-1

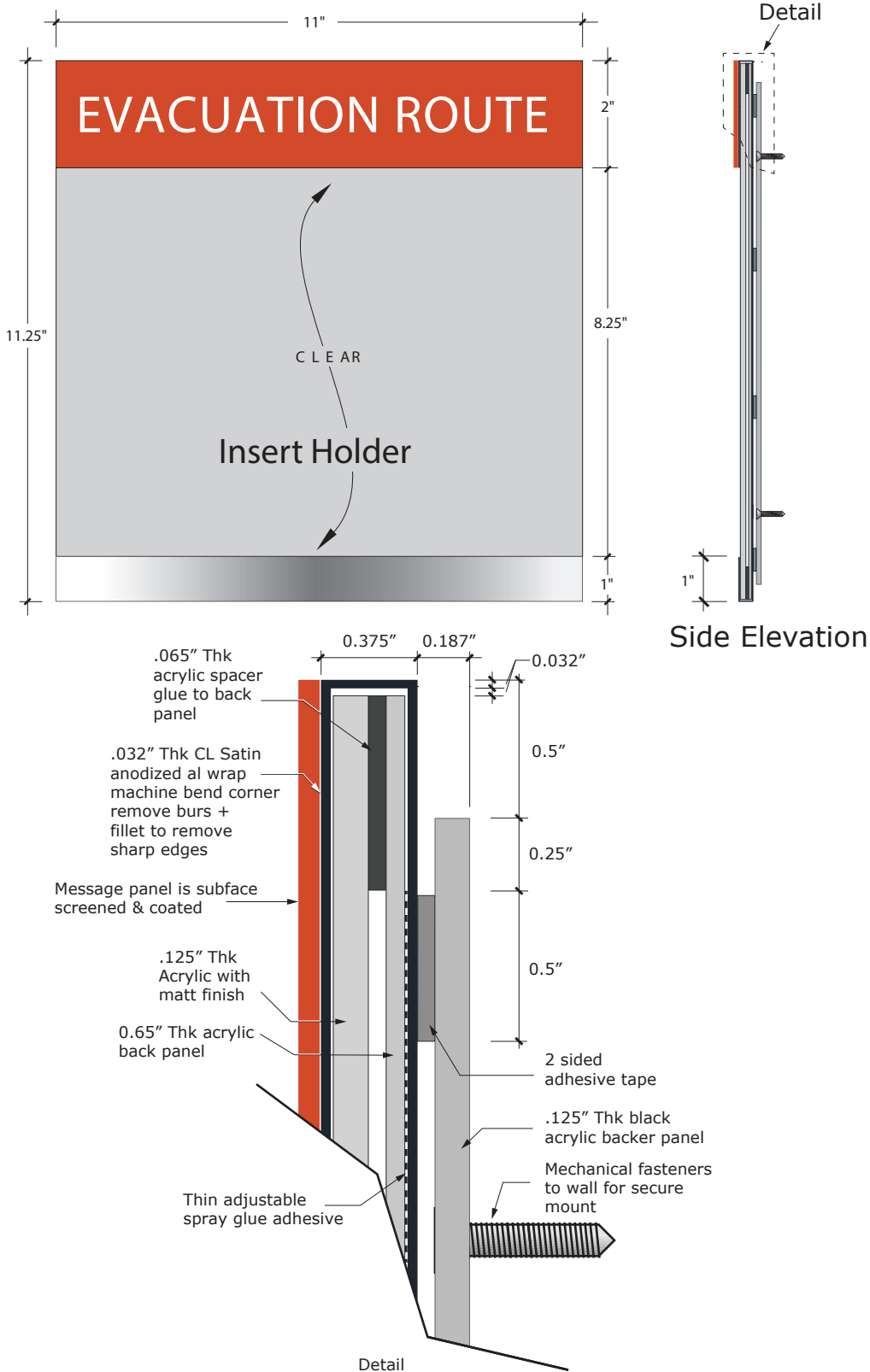


Sign Type U-2

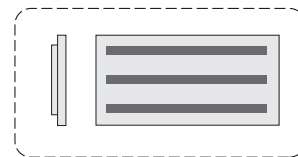
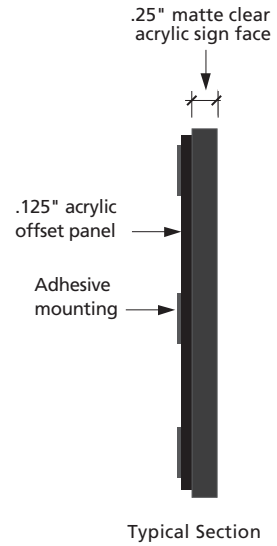
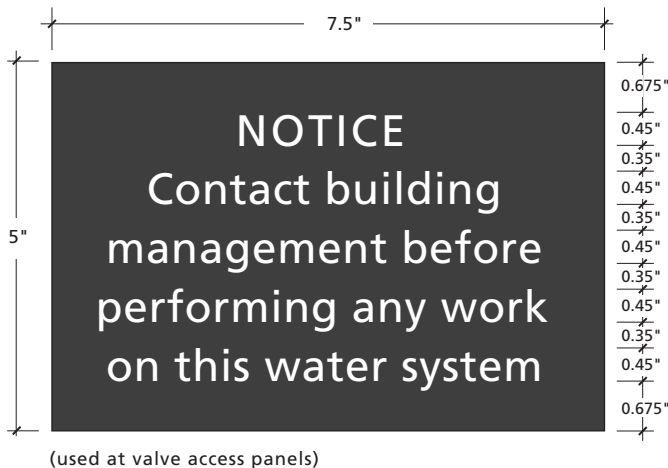
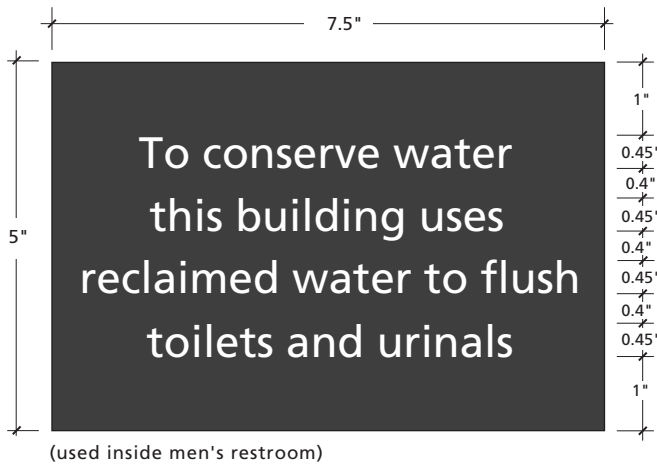


Mounting Advisory
Scale: None

Sign Type V



Sign Type W

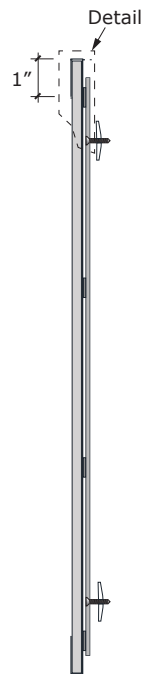


Mounting Advisory
Scale: None

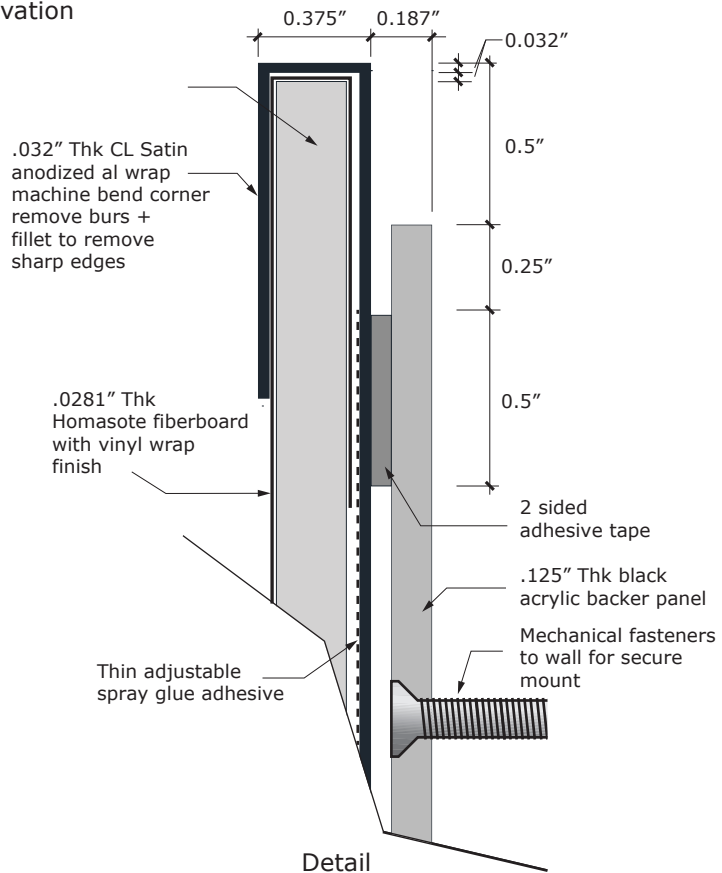
Sign Type X



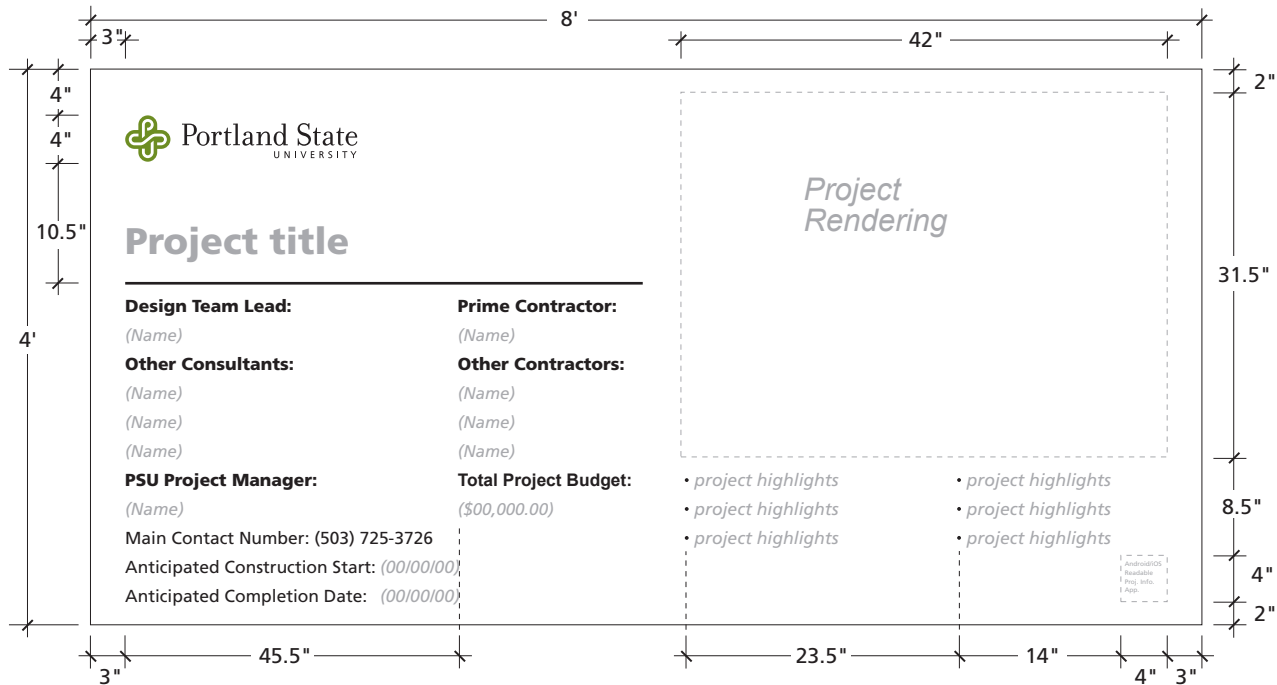
Front Elevation



Side Elevation



Sign Type Z (Project Information Sign)



- Project title font: Frutiger LT Std 75
Size: 230 pt or 2.4 inch height
- Subtitle font: Frutiger LT Std 75
Size: 108 pt or 1.05 inch height
- Text font: Frutiger LT Std 55 Roman
Size: 108 pt or 1.05 inch height
- Gap between lines: 1.375 inch
Distance from line to next line: 2.5 inch

Note: Mount sign on construction fence or 4 x 4 posts at location directed by the CPC Project Manager