

Campus Signing Program
University of California,
Santa Cruz

CAMPUS SIGNING PROGRAM
UNIVERSITY OF CALIFORNIA
SANTA CRUZ

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APR 1 1972

INTRODUCTION

Santa Cruz is one of the newest developing campuses in the University of California system. As such, the campus presents an excellent environmental laboratory for the development of a complete and comprehensive sign system.

The Campus Signing Program like the Long Range Development Plan must reflect a viable, constantly changing entity. The Signing Program must be able to adjust and adapt to new and different requirements while remaining consistent and cohesive. The individual signs within the system must convey their message in a clear, concise manner without imposing unnecessarily on the great natural beauty of the Santa Cruz campus.

The design office of G. Dean Smith, Inc. of San Francisco was retained in 1966 to provide consulting graphic design services. An effort was made to anticipate all categories of signs that might be required, then to relate them through type style, use of materials, color or method of installation. Redwood was selected for all vehicular directional signs, as well as many identification signs. Most metal signs occurring on campus also are mounted on redwood posts, thereby insuring an element of material continuity throughout the system.

With very limited exceptions, Helvetica Medium type style has been selected as the standard to be used on the Santa Cruz campus. The size of type for each category of directional sign has been determined through construction of actual size mock-ups and field testing of prototypes.

At Santa Cruz, most all redwood signs in the system are produced on campus. The cost of the hand routing required on these signs would otherwise be prohibitive. Various suppliers in the San Francisco Bay Area fabricate the porcelainized signs, baked enamel signs, reflectorized metal signs and most plastic signs used on campus.

The following is a brief outline illustrating the procedure for obtaining a typical sign produced off campus:

- A. The Graphic Designer is called upon to design a sign for a particular purpose.
- B. The Graphic Designer provides camera ready art work to the University.

- C. Bids are taken through the Purchasing Department for production of the signs according to camera ready art work and a contract awarded to the low bidder.
- D. Completed signs are received by the University and installed by the campus sign personnel.
- E. Once installed, the sign becomes the responsibility of the campus Physical Plant.

A sign fabricated on campus follows a slightly different procedure:

- A. Either the Graphic Designer is called upon to design a sign, or the sign layout is done by the Physical Planning staff.
- B. Art work is then supplied to the campus Physical Plant Sign Shop for estimate.
- C. Upon approval of the estimate, the sign is then produced by a full-time sign specialist experienced in all areas of sign production.
- D. The sign specialist then coordinates installation with the Office of Physical Planning and Construction.
- E. Upon installation, the sign becomes the maintenance responsibility of the campus Physical Plant.

The great bulk of the Signing Program at Santa Cruz is financed through recharge of specific campus signs to adjacent building or road projects.















Vehicular Directional

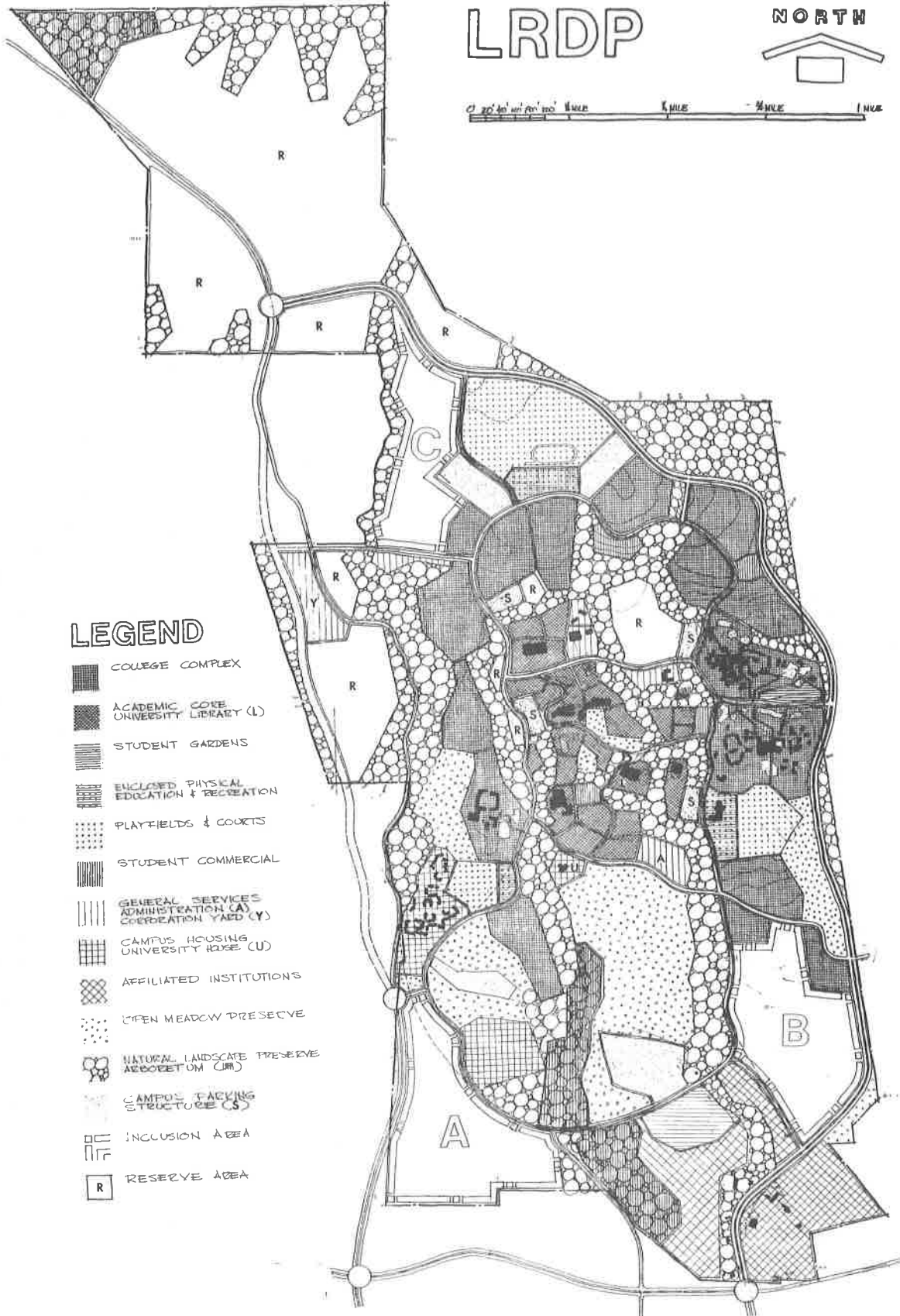
LRDP


NORTH



LEGEND

-  COLLEGE COMPLEX
-  ACADEMIC CORE
UNIVERSITY LIBRARY (L)
-  STUDENT GARDENS
-  ENCLOSED PHYSICAL
EDUCATION & RECREATION
-  PLAYFIELDS & COURTS
-  STUDENT COMMERCIAL
-  GENERAL SERVICES
ADMINISTRATION (A)
COOPERATION YARD (Y)
-  CAMPUS HOUSING
UNIVERSITY RIDGE (U)
-  AFFILIATED INSTITUTIONS
-  OPEN MEADOW PRESERVE
-  NATURAL LANDSCAPE PRESERVE
ARBORETUM (M)
-  CAMPUS PARKING
STRUCTURE (S)
-  INCLUSION AREA
-  RESERVE AREA





← CARRIAGE HOUSE
University Extension
Planning & Construction
Physical Plant
Purchasing

MAJOR CAMPUS DIRECTIONAL SIGN

This sign is the primary communication medium for conveying directional information on the Santa Cruz campus. These signs indicate the directions to all major building complexes and activity centers.

The removable redwood planks allow great flexibility for the constantly changing situation.

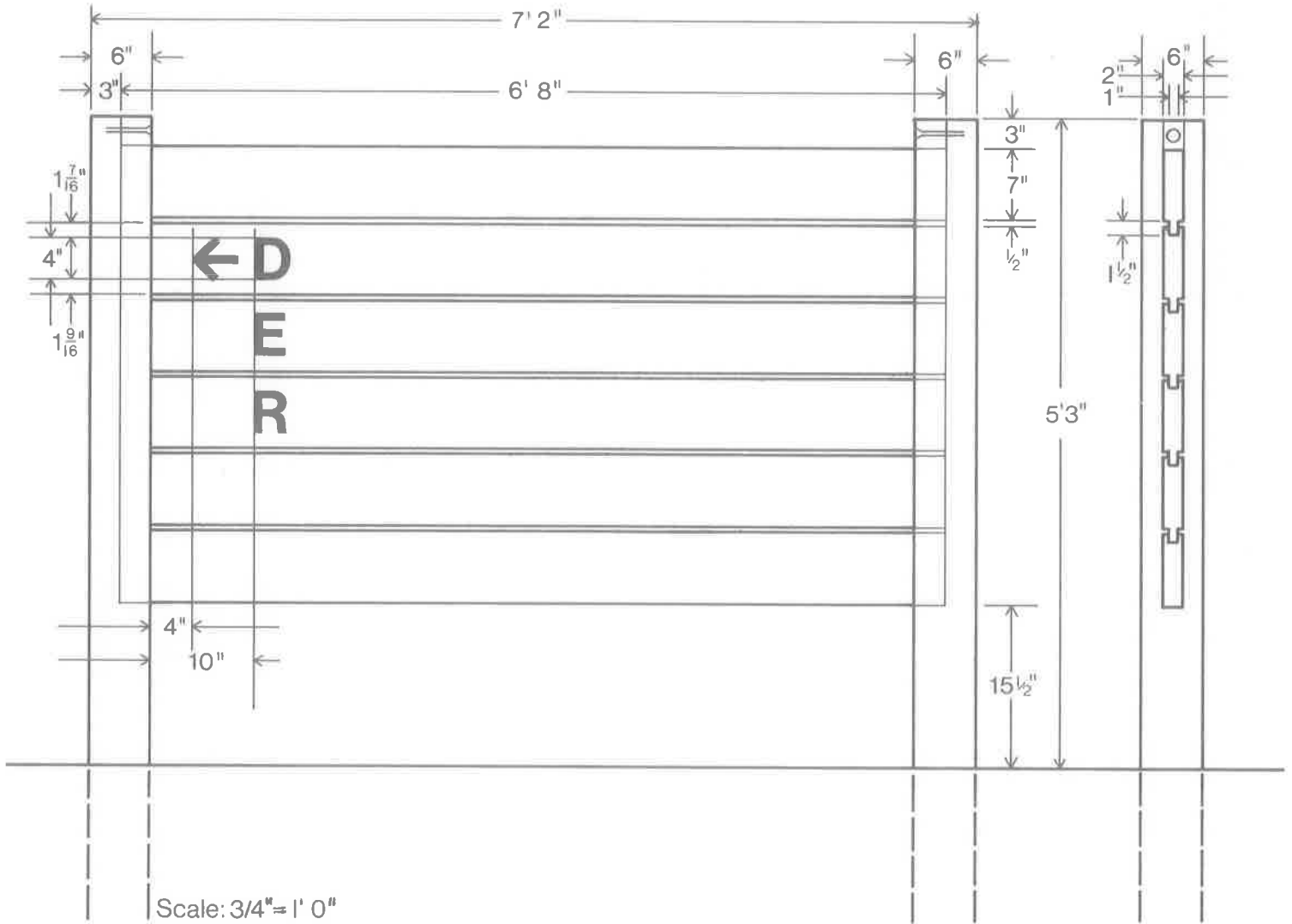
The routed letters of this sign are reflectorized for nighttime legibility.

These redwood signs are relatively maintenance free.

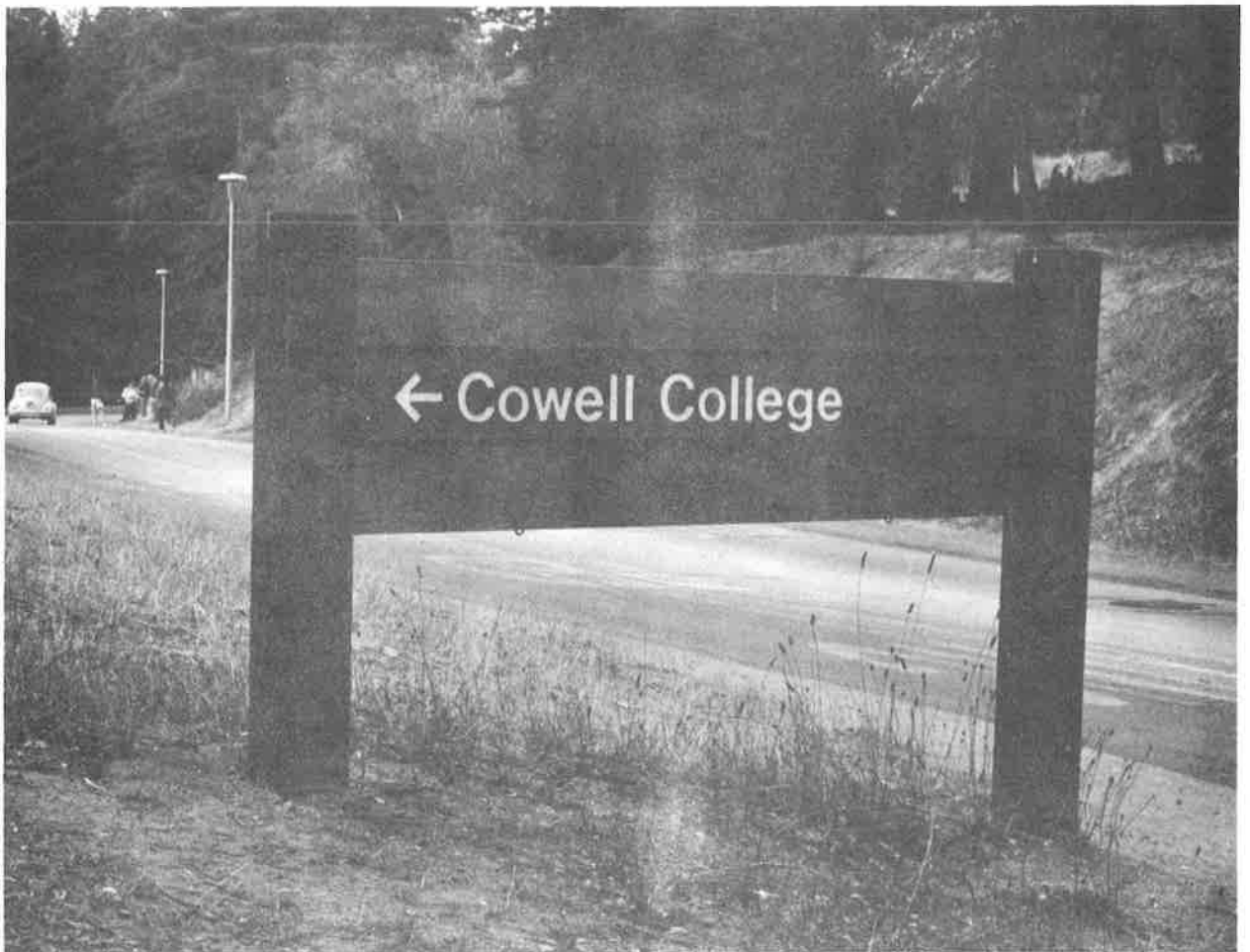
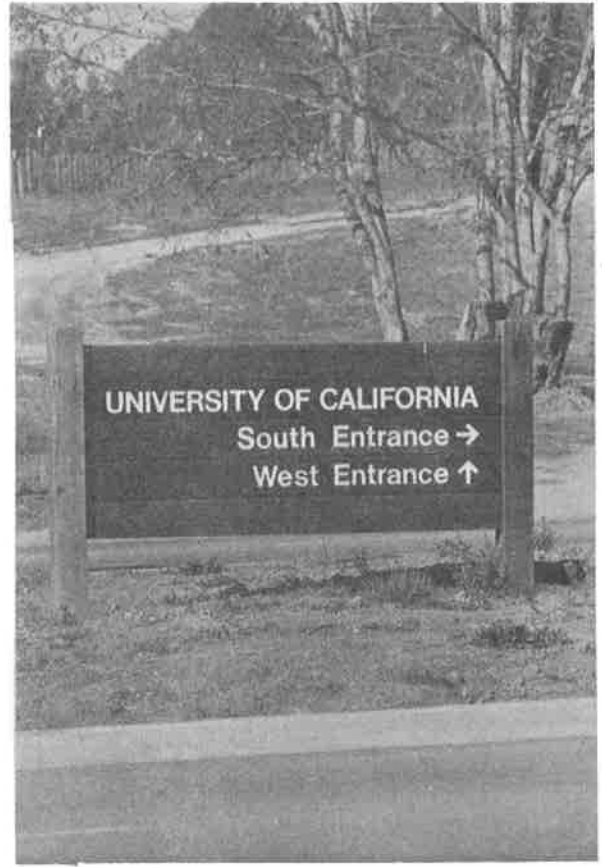
Description:

Material - Finished redwood planks with rough sawn redwood posts

Type Style - Helvetica Medium, 4 inch



MAJOR CAMPUS DIRECTIONAL SIGN





MINOR CAMPUS DIRECTIONAL SIGN

The minor campus directional sign is a scaled down version of the major campus directional.

The minor campus directional is the primary directional sign within the innermost academic core precinct. Traffic speeds are reduced within the core, signs occur more frequently and more information must be conveyed.

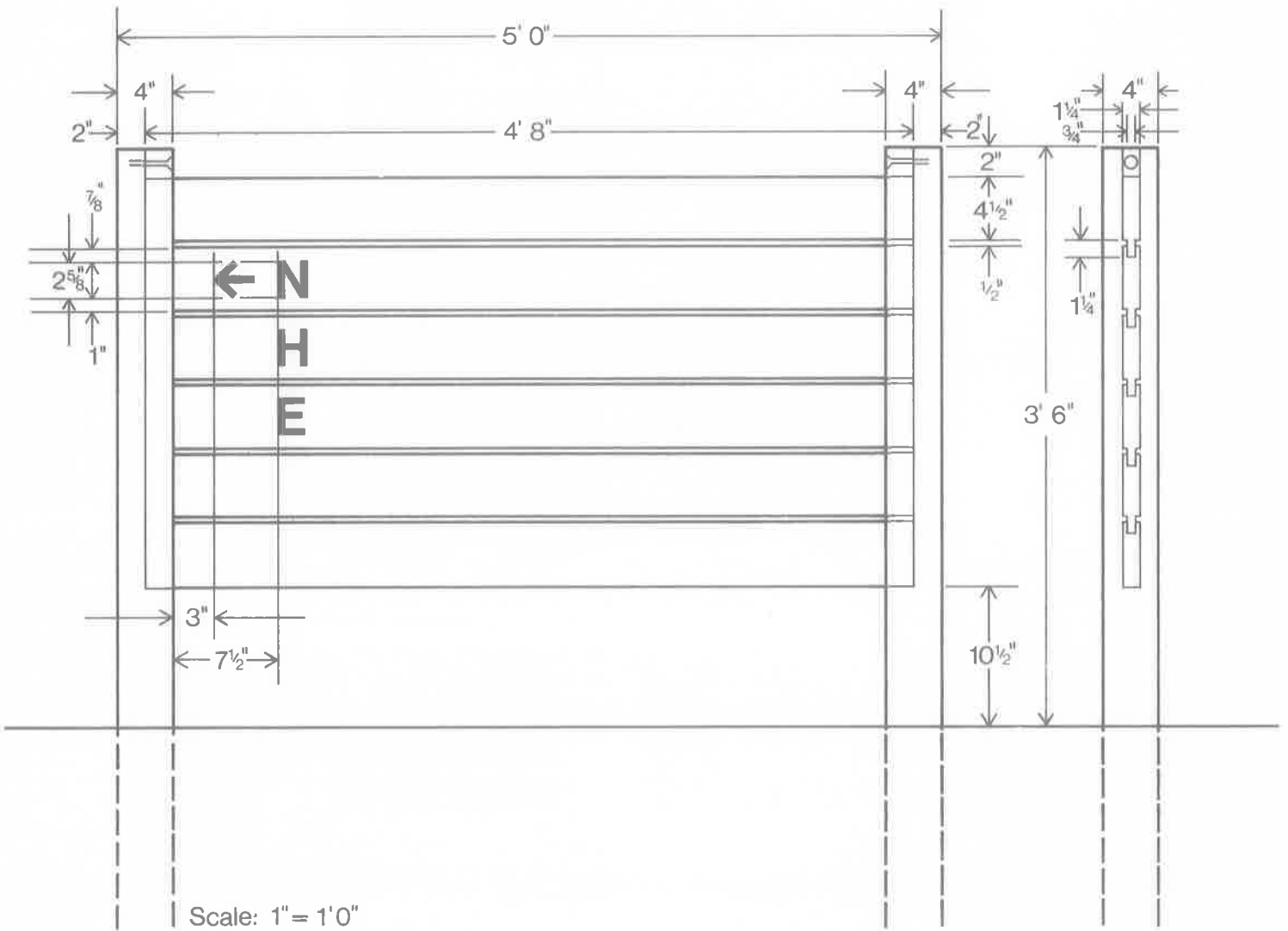
Minor campus directionals are also used to convey secondary directional information on separate college campuses.

The letters of this sign are routed and reflectorized for nighttime visibility.

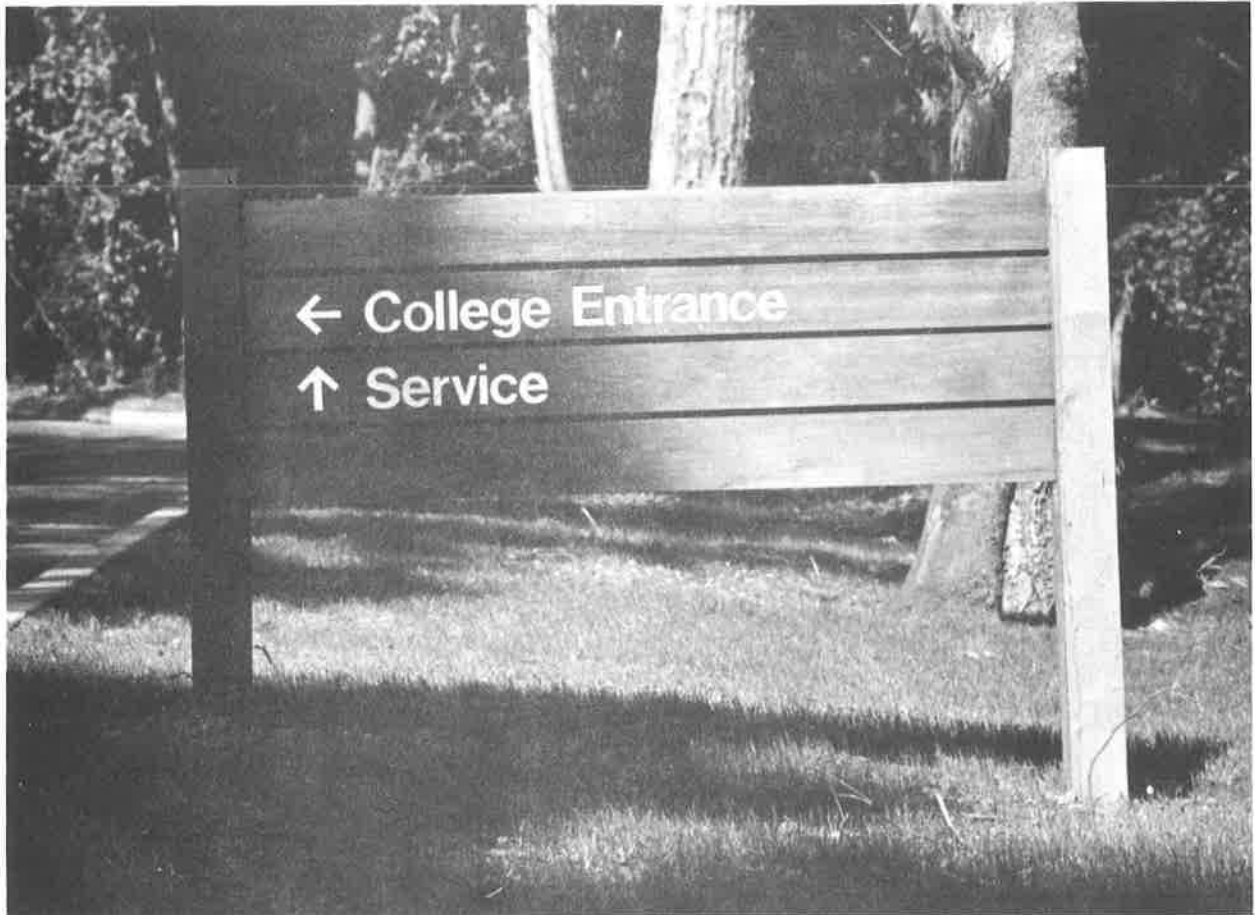
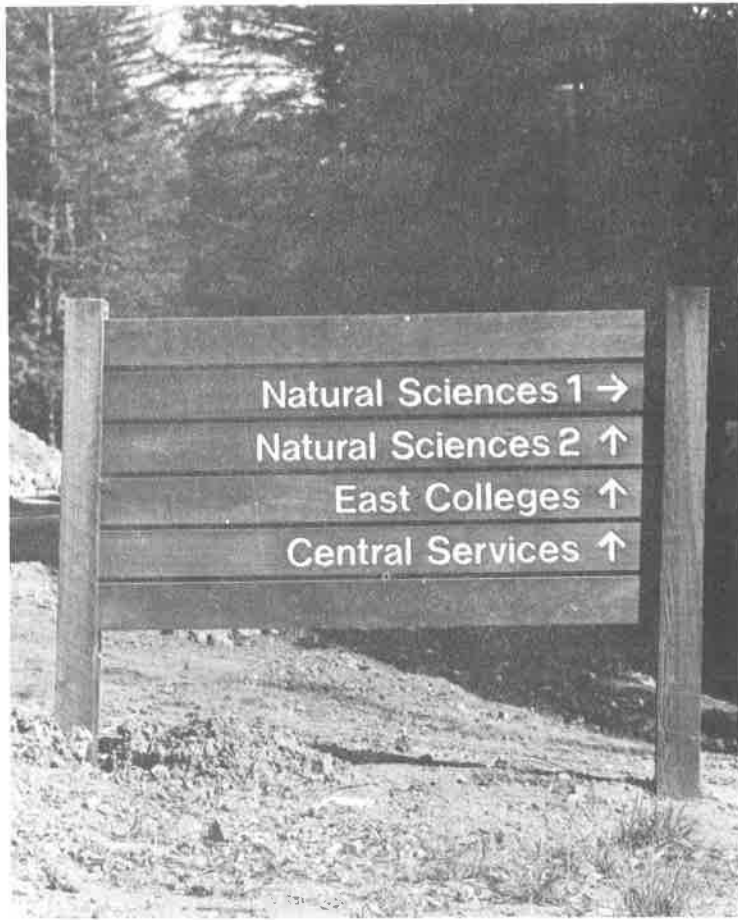
Description:

Material - Finished redwood planks
and posts

Type Style - Helvetica Medium, 2-3/8 inch



MINOR CAMPUS DIRECTIONAL SIGN



Control, Regulatory and Warning



STATE OF CALIFORNIA REGULATORY AND WARNING ROAD SIGNS

The State of California standard traffic signs have been integrated into development of the Comprehensive Signing Program with minor exceptions.

Standard traffic signs have been attached to 4" x 4" rough redwood posts in every instance. In order to reduce vandalism, each sign is attached with two countersunk bolts which require a ratchet wrench for removal.

A maximum of two signs per post has been established as a campus standard with a minimum roadside spacing of one hundred feet between signs.

The backs of all traffic signs are painted charcoal gray in an attempt to make them "disappear" or blend into the landscape when approached from the opposite direction.

The height of signs have been reduced consistent with good visibility in an effort to minimize impact on the natural site.



MAXIMUM CAMPUS SPEED LIMIT SIGN

A maximum campus speed limit has been established at 25 miles per hour. These signs are posted near each campus entrance.

Description:

Sign Plaque - Steel, black background with reflecting letters, 24" x 30"

Post - Rough sawn redwood, 4" x 4"





PROPERTY OF THE REGENTS

This sign answers a legal requirement for posting all land owned by The Regents, and the wording is patterned closely after such signs on other University of California campuses.

Description:

Sign Plaque - Porcelainized enamel on steel, white background, black and gray letters- 23-1/2" x 25"

Post - Rough sawn redwood, 4" x 4"

PARKING BY PERMIT IN MARKED SPACES ONLY

Permit lots, visitor spaces and service areas will be signed appropriately and enforced.

Parking will be kept to a minimum on the Santa Cruz campus and confined to those areas specifically marked for parking. Tree roots, meadow grass and all other plant materials will be preserved and protected to the maximum extent possible.

Description:

Sign Plaque - Steel, black background with reflective letters, 23-1/2" x 25"

Post - Rough sawn redwood, 4" x 4"

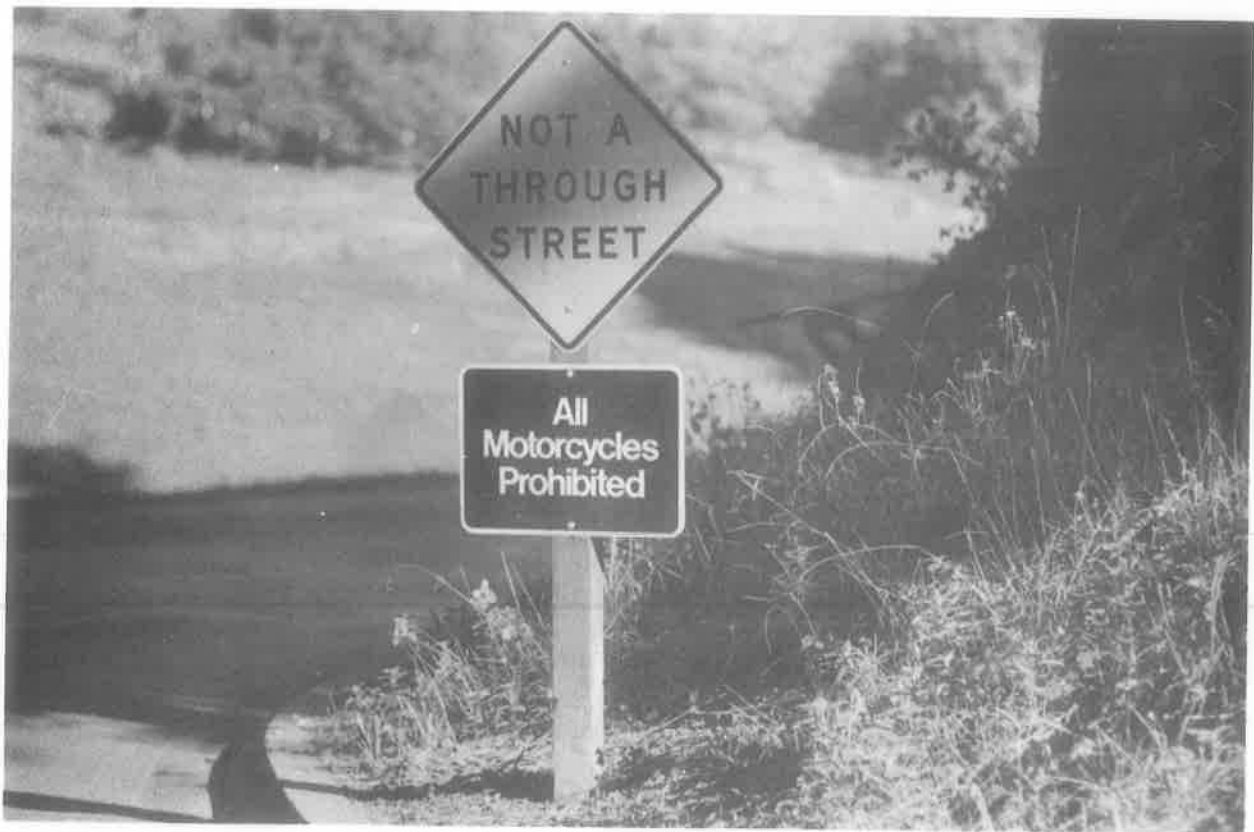
EMERGENCY & SERVICE VEHICLES ONLY

This sign fulfills a variety of requirements, such as the restriction of casual traffic from service roads, loading docks, unpaved roads and fire trails.

Description:

Sign Plaque - Steel, red background with reflective white letters, 23-1/2" x 16"

Post - Rough sawn redwood, 4" x 4"



MOTORCYCLES PROHIBITED SIGNS

There are two basic versions of this sign.

Motorcycles are legally allowed on the campus only with an authorized campus decal or temporary visitor permit.

Motorcycles are prohibited completely from several central campus roads where their activity and noise would be most distracting.

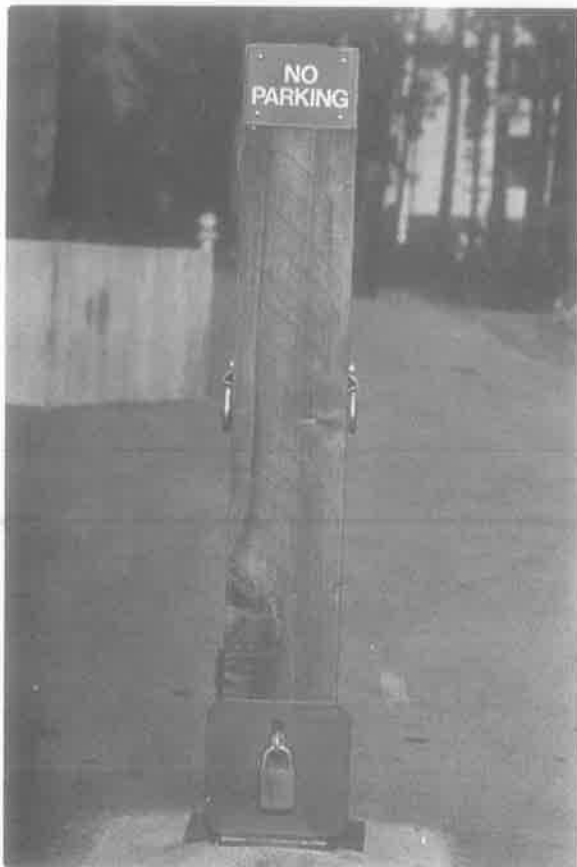
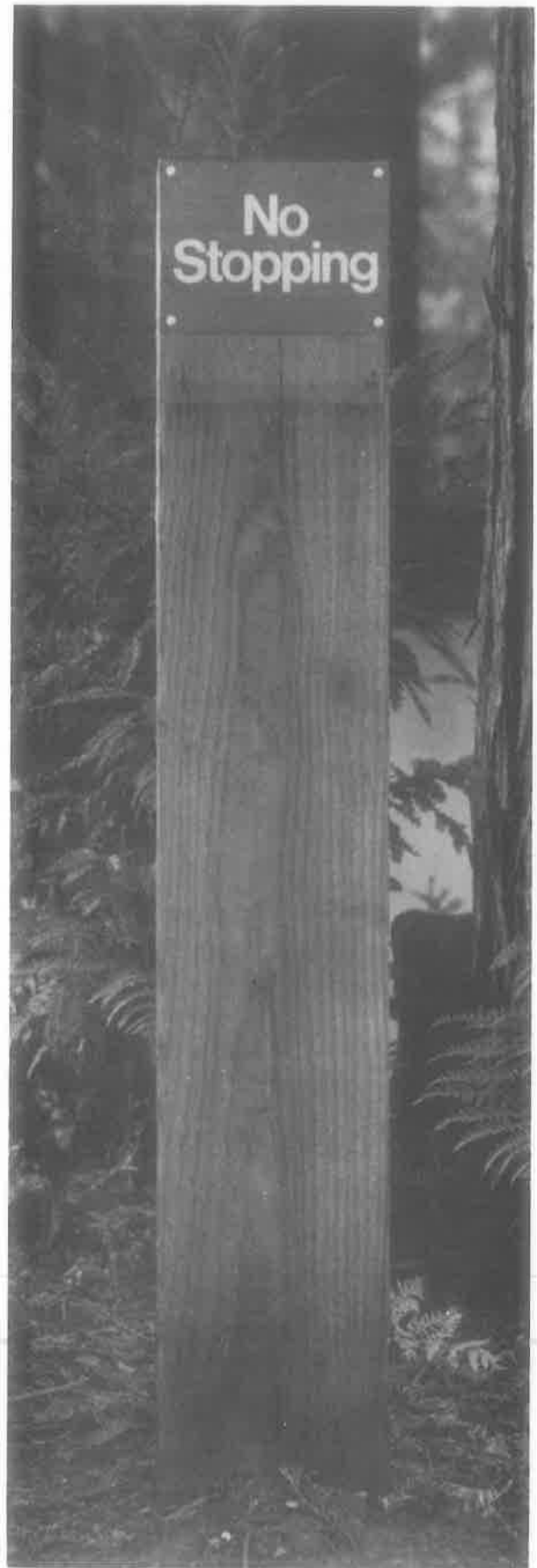
Description:

Sign Plaque - Steel, black background with reflective letters

Plaque Size - All Motorcycles Prohibited
23-1/2" x 16-7/8"

- Motorcycles Prohibited
Except By Permit 23-1/2"
x 18"

Post - Rough sawn redwood, 4" x 4"



NO PARKING BOLLARD

There are two basic versions of this sign.

The No Parking sign represents one use of the special sign bollard.

The red background color of this sign is reserved for dangerous or prohibitive situations where failure to acknowledge could result in bodily harm or obstruction or emergency vehicles.

Description:

Type 1

Sign Plaque - Steel, reflective red background with white letters 7-5/8" x 6"

Post - Rough sawn redwood, 4" x 8"

Type 2

Sign Plaque - Steel, reflective red background with white letters 5-1/8" x 4-1/8"

Post - Rough sawn redwood, 6" x 6"

NO STOPPING BOLLARD

This sign also occurs on the standard rough redwood sign bollard.

Vehicle turnarounds and emergency vehicle accesses are typical locations for this sign.

Description:

Sign Plaque - Steel, red background with reflective letters 7-5/8" x 6"

Post - Rough sawn redwood, 4" x 8"



DANGER KEEP OFF, KEEP AWAY, KEEP OUT

There are two large limestone quarries and several smaller ones with almost vertical walls that represent hazards to the casual hiker on the Santa Cruz campus.

Abandoned wells, cisterns, mines, caves and old ranch buildings are other areas where these signs are used.

Description:

Sign Plaque - Baked enamel on steel, white background, red danger, 15" x 12"

Post - Rough sawn redwood, 4" x 4"

HAZARDOUS AREA CONSTRUCTION SIGN

This sign is located at all major entrances into construction sites.

Description:

Sign Plaque - Painted wood, black background with large red circle, white letters
48" x 20-1/2"

Post - Rough sawn redwood, 4" x 4"



FIRE DANGER SIGN

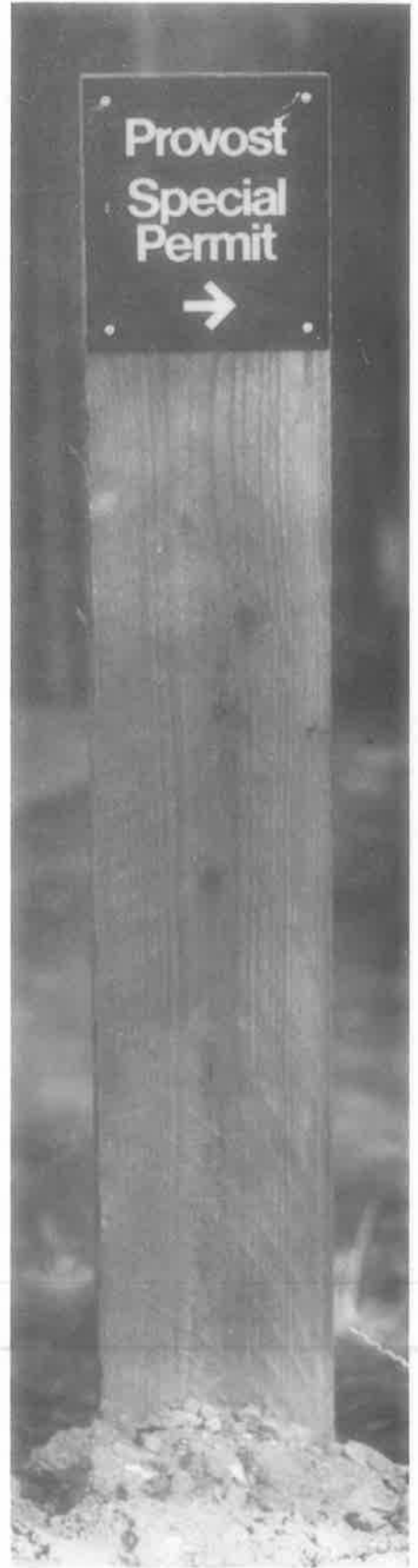
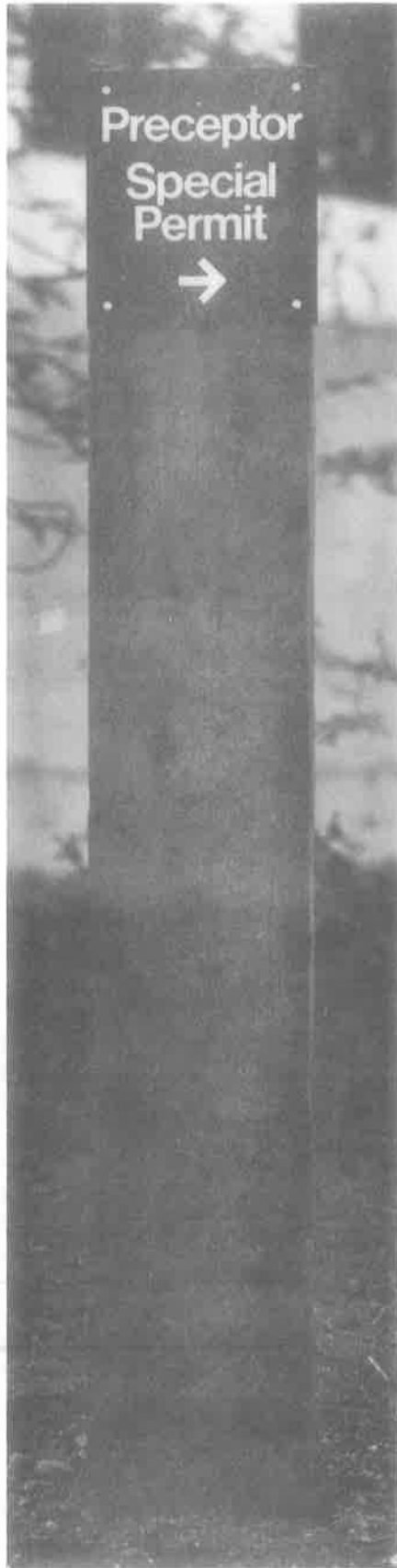
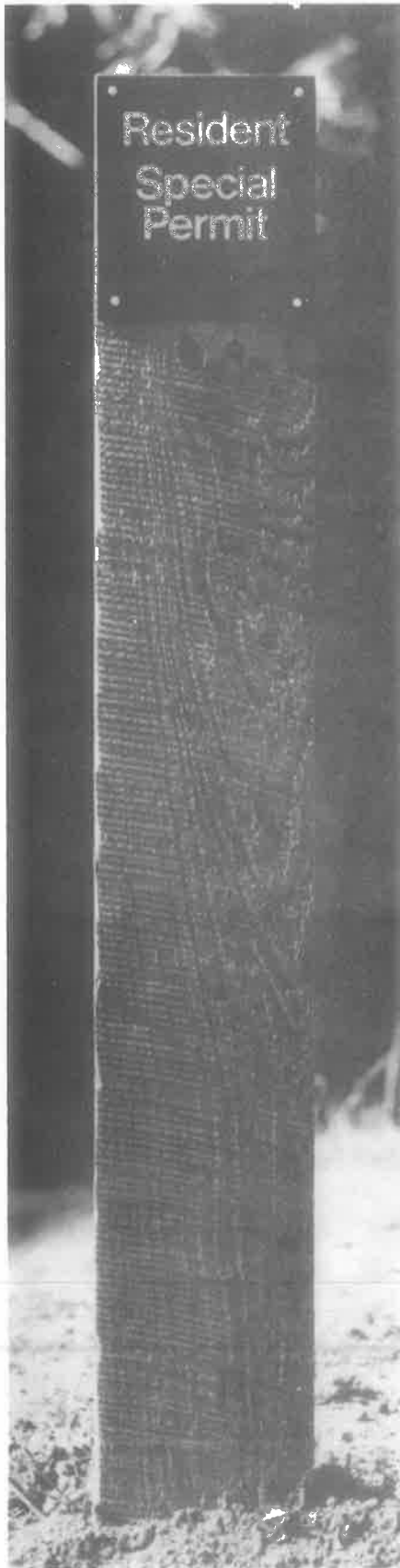
May through October are high fire hazard months on the Santa Cruz campus.

The grassland and forest areas are extremely dry; a simple yet effective sign is required to convey the message of Fire Danger.

Description:

Sign Plaque - Porcelainized enamel on steel, white background with red flame and black letters, 18" x 18"

Post - Rough sawn redwood, 4" x 4"



SPECIAL PERMIT PARKING BOLLARD

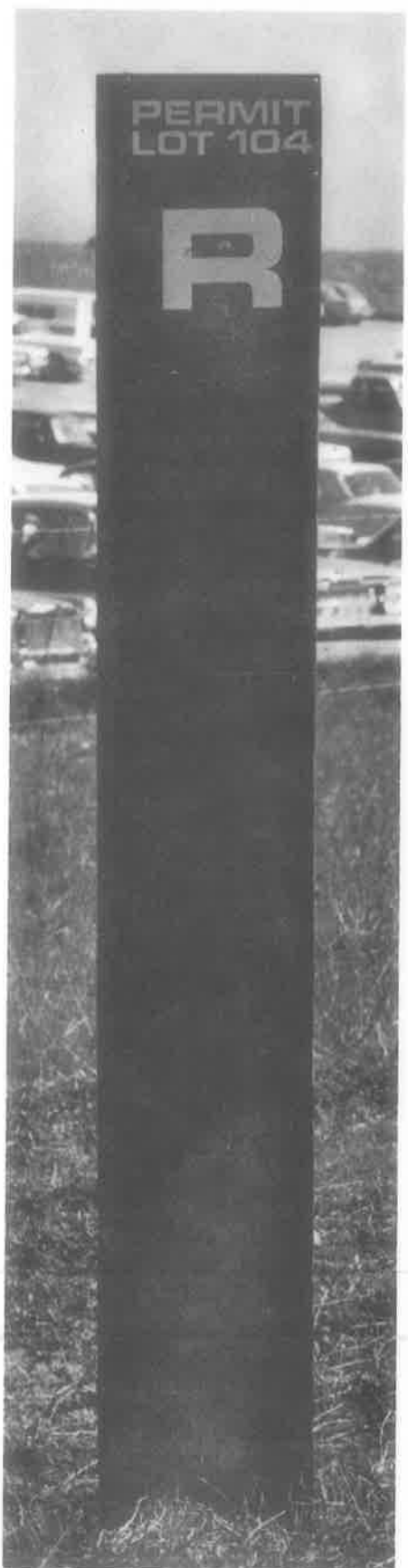
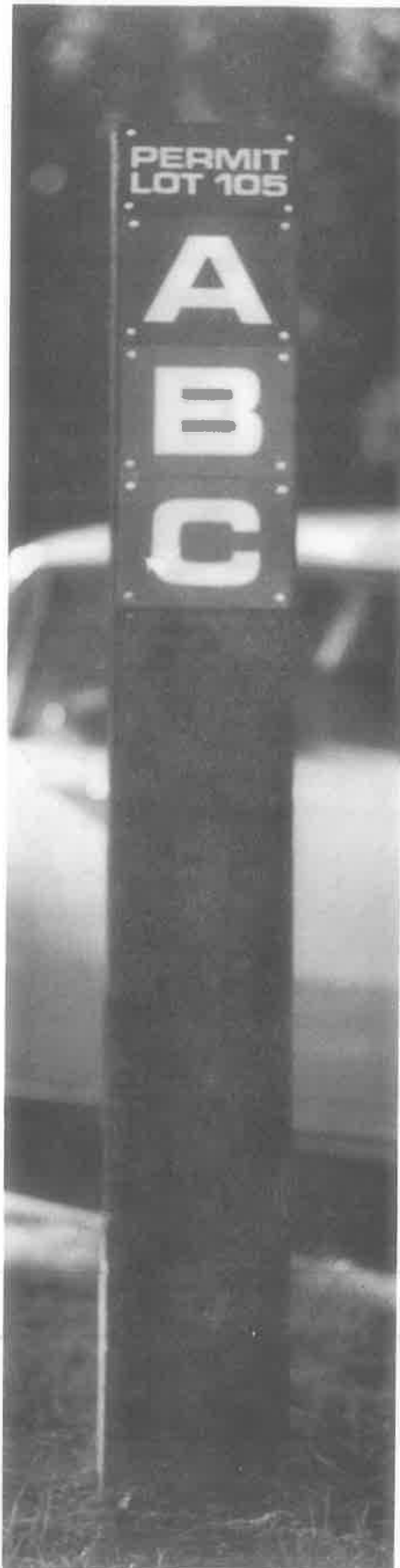
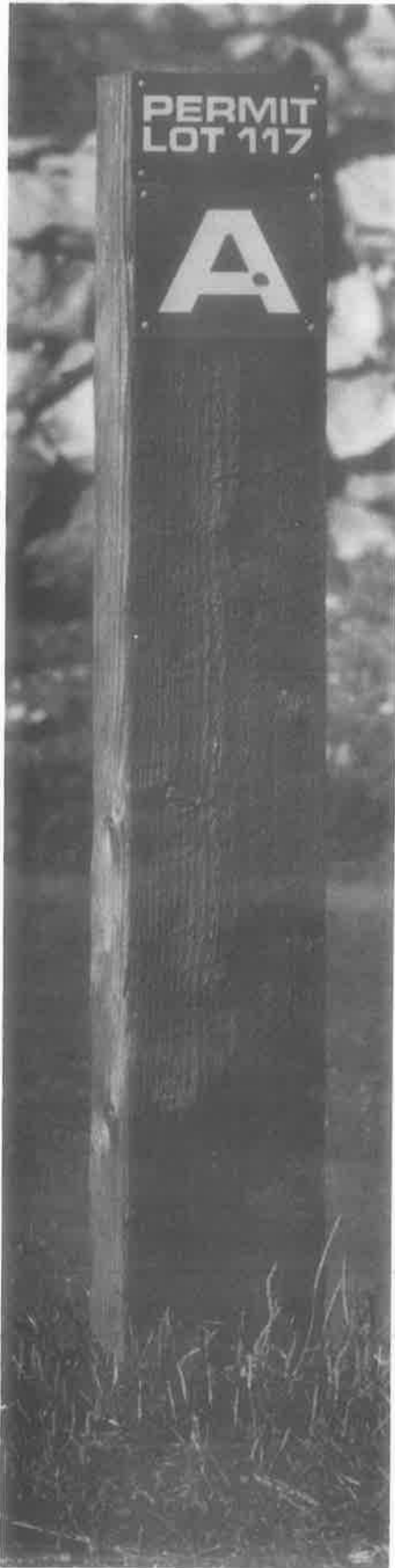
This particular sign bollard was developed specifically for conveying special reserved parking information in an unobtrusive manner. It is adaptable to a variety of uses.

A basic sign plaque is attached to a rough redwood post.

Description:

Sign Plaque - Steel, black background
with reflective letters

Post - Rough sawn redwood, 4" x 8"



PARKING LOT DESIGNATION SYSTEM

The parking lot designation system combines a strong visual symbol with a minimum of written text.

The lettered sign plaques are assigned a background color which remains permanent even though new permits may be added to the system.

The sign plaques are attached to a rough redwood post in any combination desired.

Vehicle bumper decals correspond to the lettered plaques and are changed annually through eight design variations. Each decal is also color keyed to the corresponding sign category.

Legend:

Permit Lot No. - The permit lot number readily identifies the lot for University Police and maintenance personnel

A - Staff and Faculty

B - Graduate Students,
Resident Assistants,
Service Contractors

C - Commuter Students

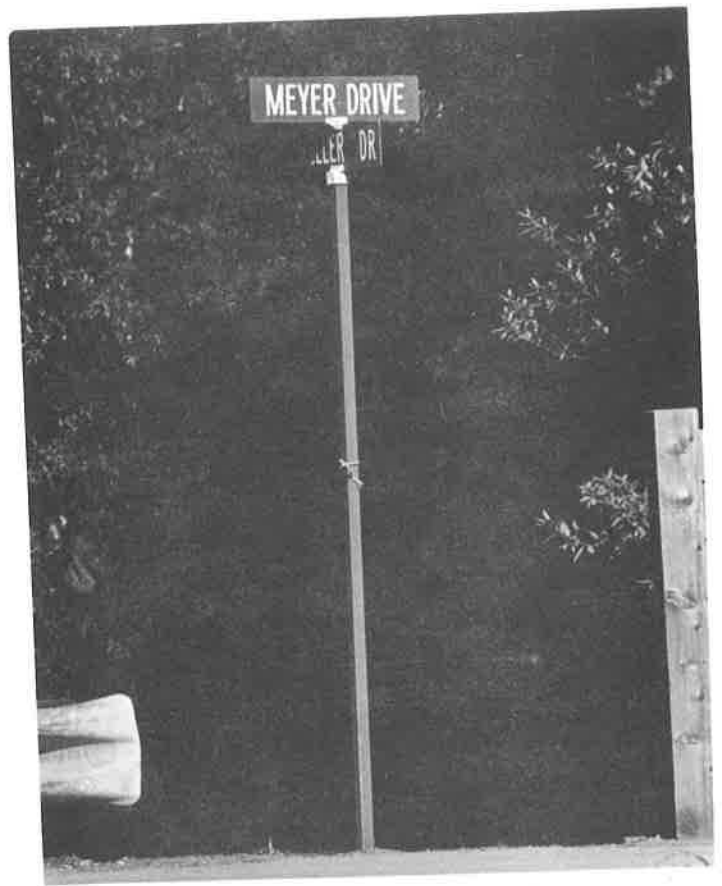
R - Resident Students
(Remote Parking)

Description:

Sign Plaque - Baked enamel on steel, appropriate color background with white letters, 7-5/8" x 5-3/4"

Post - Rough sawn redwood, 4" x 8"

Street and Road Identification



CAMPUS STREET SIGN

The campus street signs are very similar to the green reflective street signs used by the City of Santa Cruz.

The sign plaques are attached to a square metal post which is anchored in concrete.

The sign posts are painted a charcoal gray similar to that used on the backs of all traffic signs.

Description:

- Sign Plaque - Steel, green background with reflectorized letters
- Post - Unistrut painted charcoal gray, 2" x 2" x 7'



FIRE ROAD SIGN

This sign was developed for use on the extensive network of emergency access fire roads on the undeveloped northern portion of the campus.

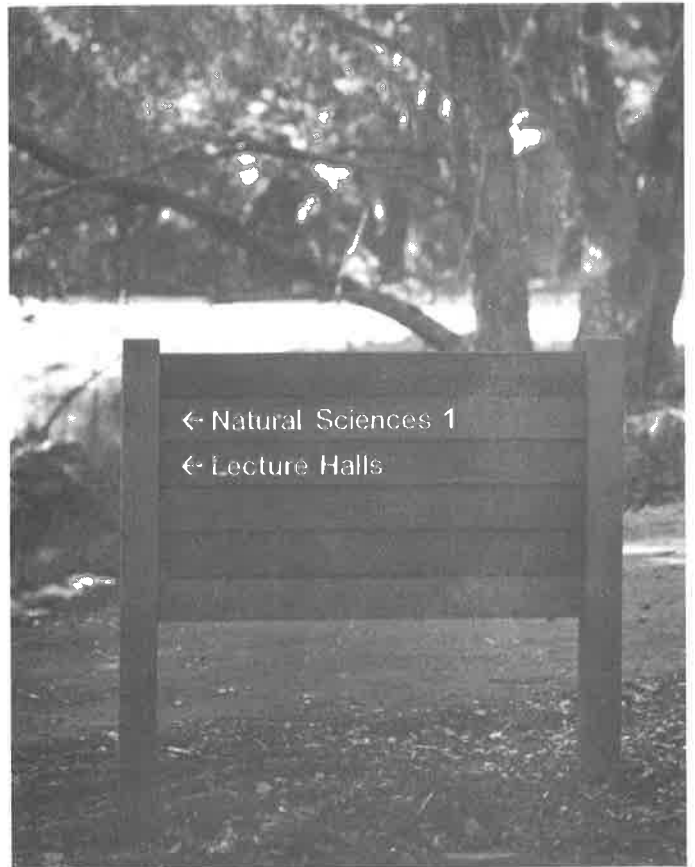
Orientation in the back country is made possible by these signs and the use of a campus fire map provided to all local emergency units.

Description:

Material - Rough sawn redwood post
painted white, 6" x 6"

Type Style - Helvetica Medium

Exterior Pedestrian Directional



PATH DIRECTIONAL SIGN

The path directional sign fulfills the primary directional requirement at the pedestrian level.

This sign is similar to the major and minor directional signs in its use of removable redwood planks.

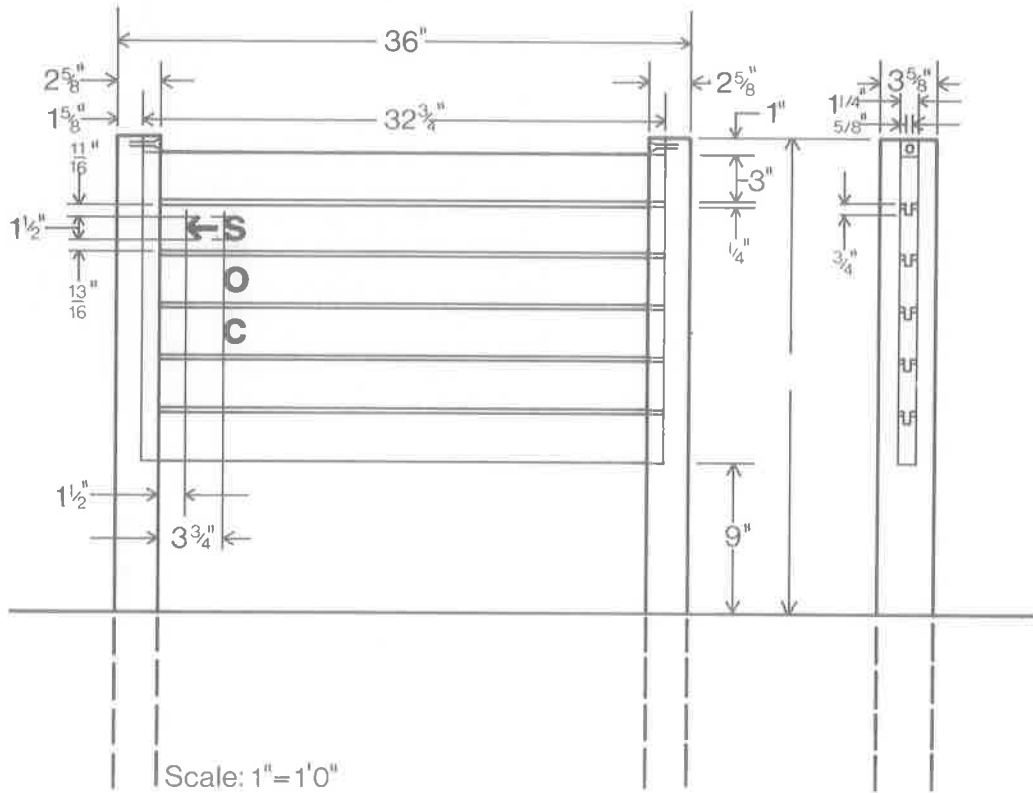
The routed letters of this sign are painted white but not reflectorized.

The path directional signs occur primarily at the intersections of major campus paths.

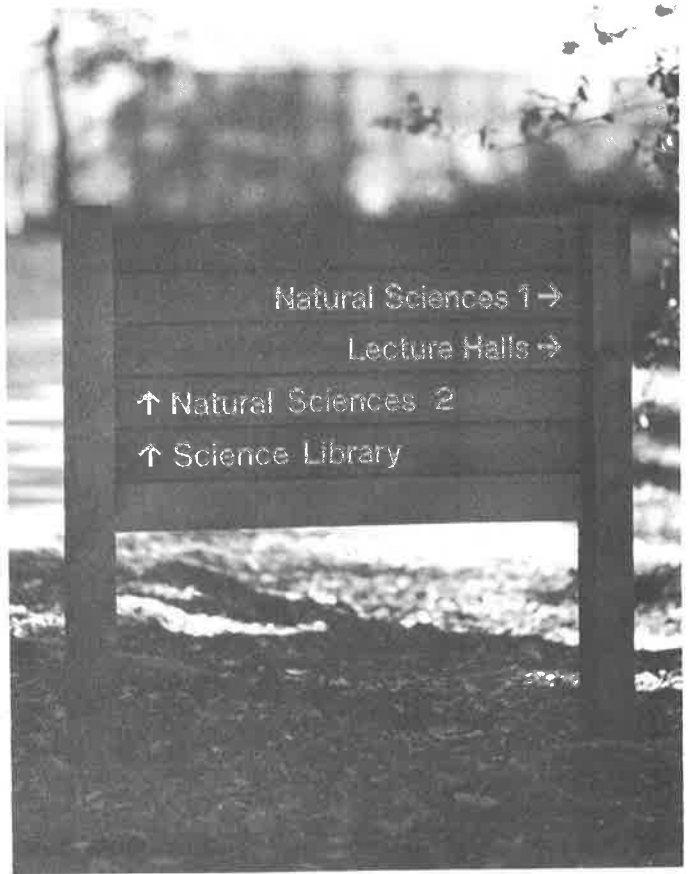
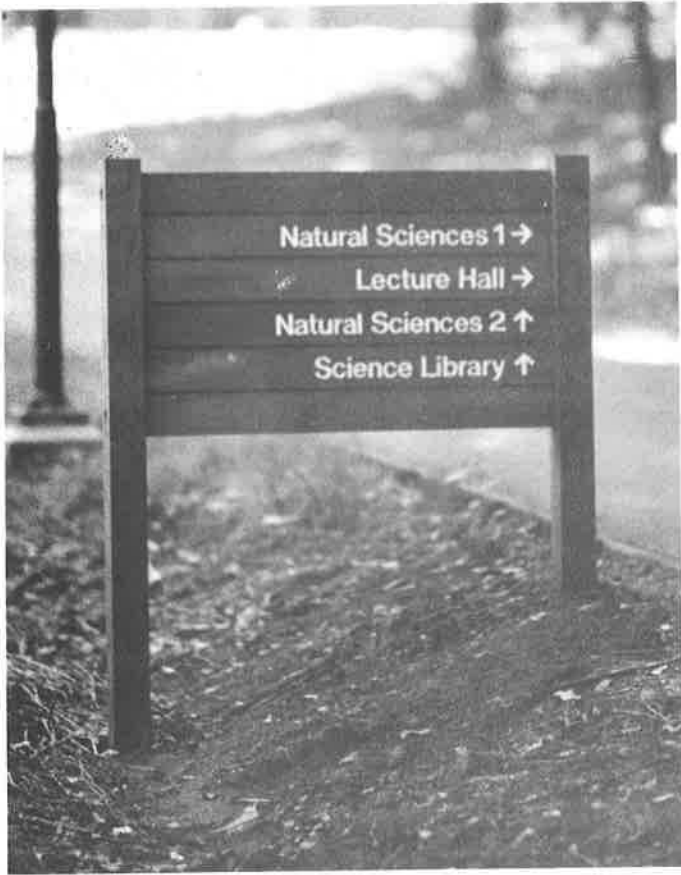
Description:

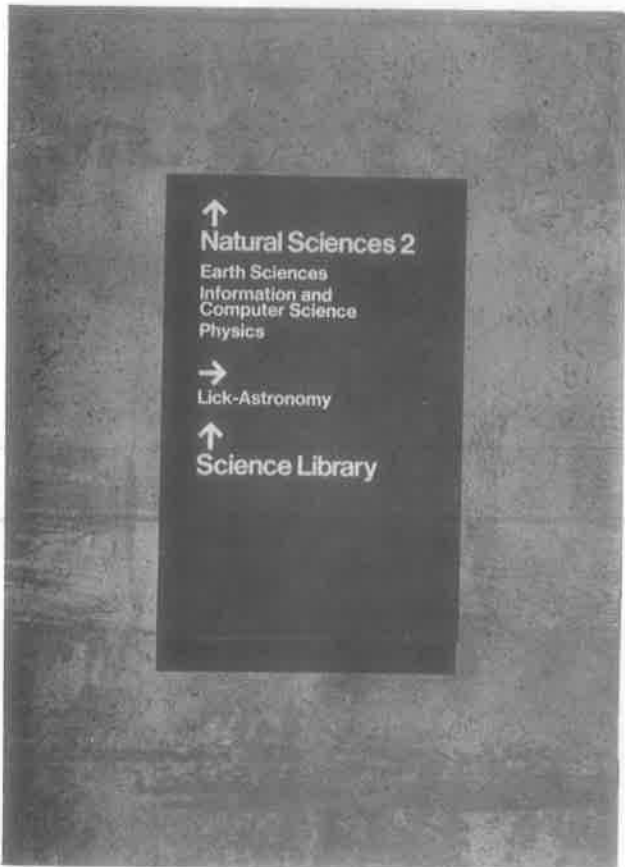
Material - Finished redwood planks
and posts

Type Style - Helvetica Medium, 1-1/2"



PATH DIRECTIONAL SIGN





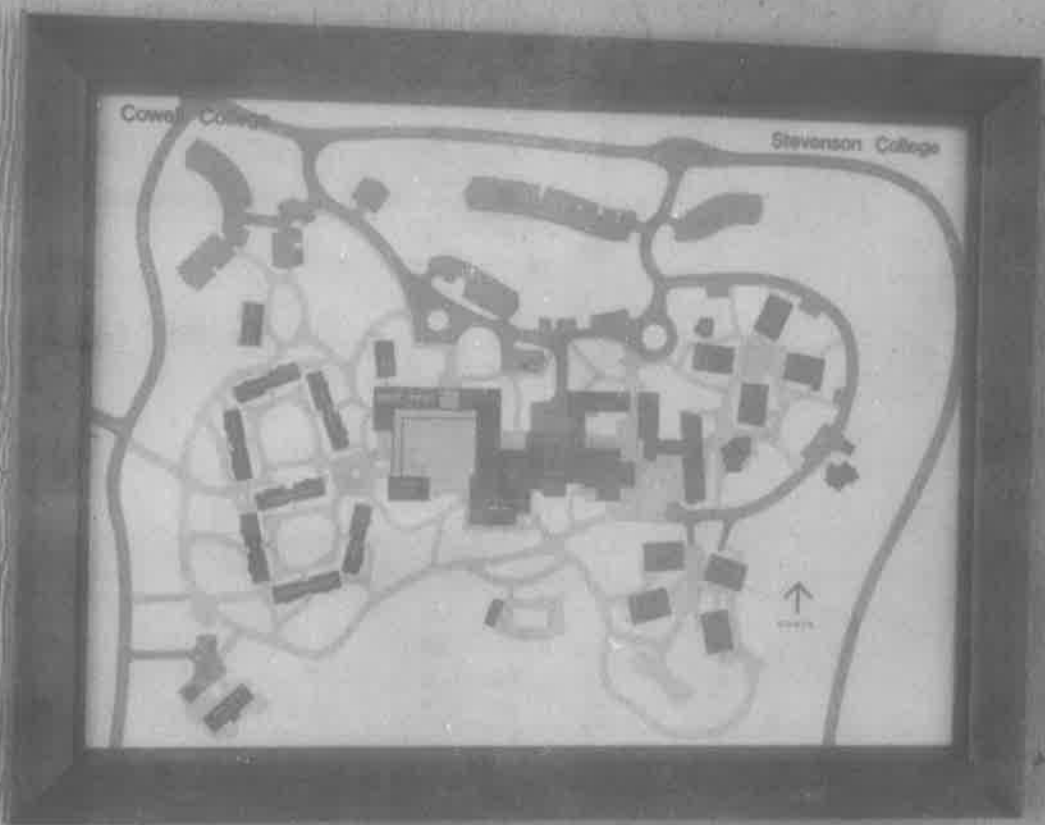
EXTERIOR BUILDING DIRECTIONAL SIGN

This sign is used to direct pedestrian traffic to the appropriate floor or entrance of a building or to a particular building within a complex.

This category of sign is used primarily within the Academic Core and may occur in conjunction with a building or complex site map.

Description:

The signs are fabricated from plastic laminate and are wall-mounted or supported by redwood posts. The type is silk-screened directly onto the plastic laminate surface and can be removed with the use of paint thinner for alternations.



COLLEGE OR COMPLEX SITE MAP

This map is designed to be located directly adjacent to the main entrance of each separate college or each major academic complex.

The viewer's location is designated by a red dot for purposes of orientation.

Description:

All buildings, primary roads and paths within the college or complex are silk-screened directly on the plastic laminate or plexiglas surface.

Exterior Identification



UNIVERSITY IDENTIFICATION

A large sign hewn from one great redwood log is the primary campus identification sign and is located at the primary campus entrance.

Description:

- | | |
|------------|-----------------------|
| Sign | - Hand carved redwood |
| Posts | - Cor-Ten steel |
| Base | - Reinforced concrete |
| Dimensions | - Length 23'-8" |
| | Height 7' |

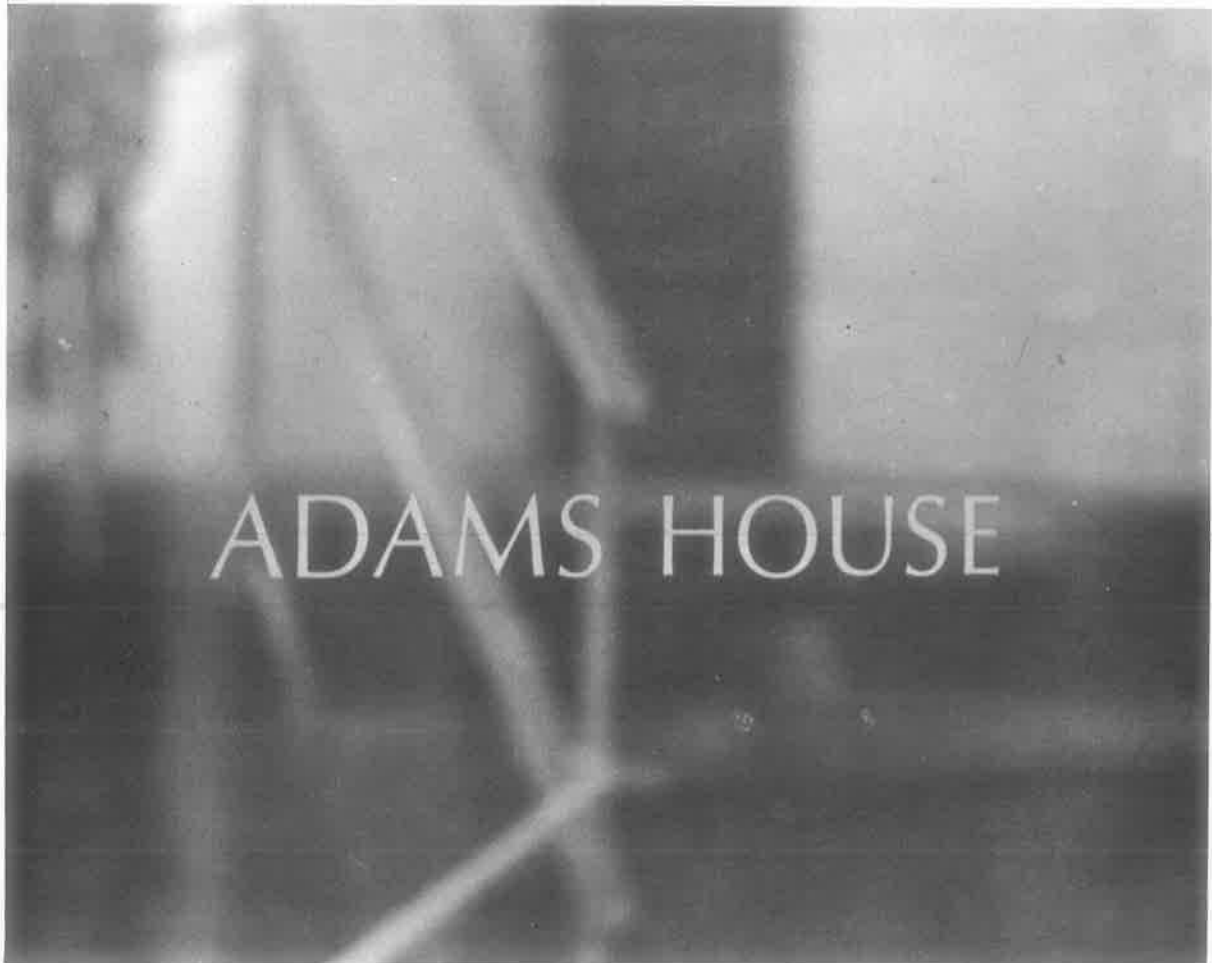
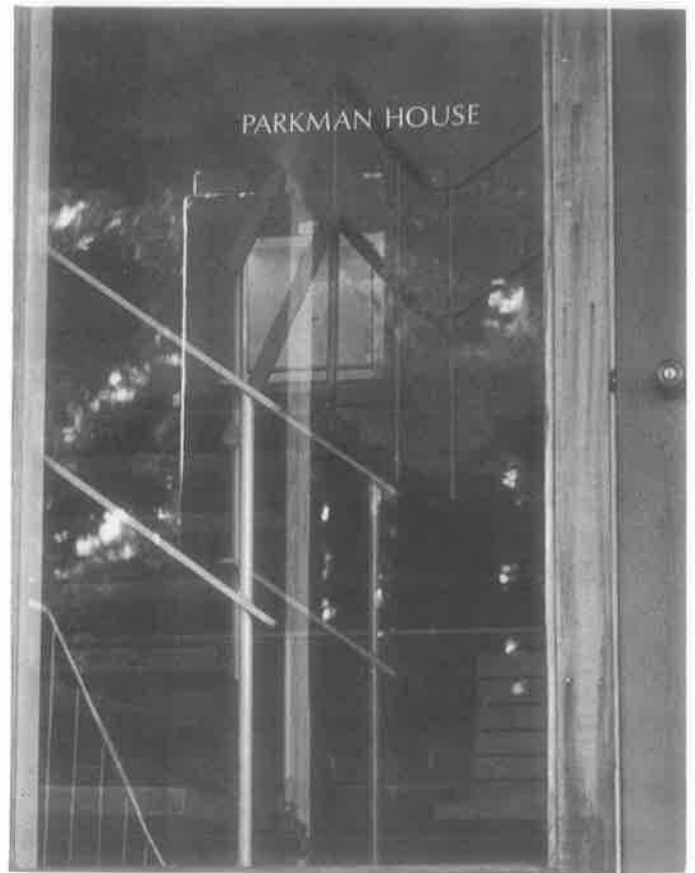


COLLEGE IDENTIFICATION

The college identification signs are unique to each college and vary considerably as to size, type style and material used.

The college identification sign serves to identify each separate college and usually occurs near the main arrival point.

These signs are the design responsibility of the executive architect for the college.



BUILDING IDENTIFICATION SIGNS

These signs are used to identify individual buildings within a complex. They are normally attached to the building entrance.

This sign category is the design responsibility of the executive architect for a building.

• 120-1 •

ASSET NUMBERS

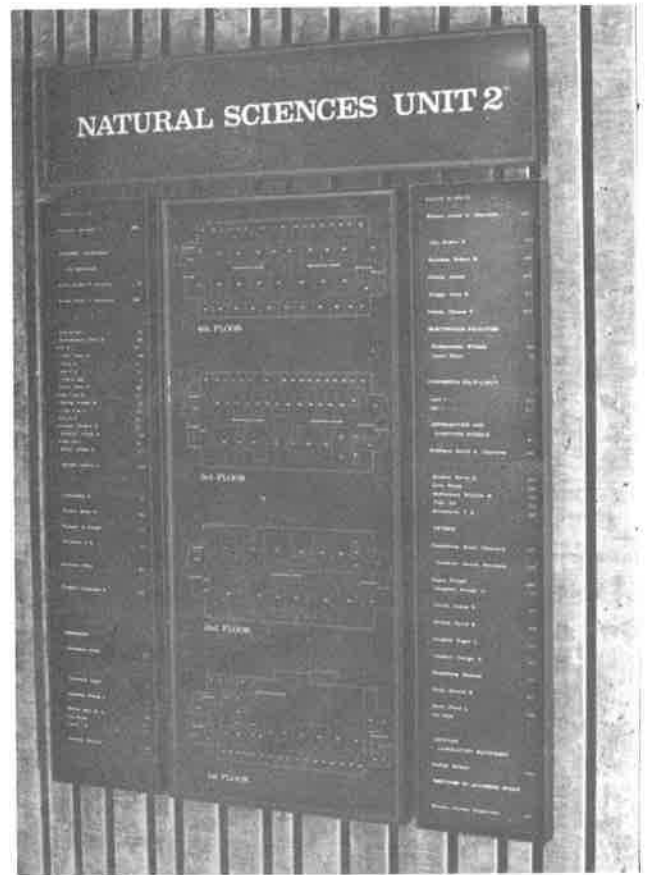
Each building on campus is assigned a three digit capital asset number. In addition, each exterior building entrance is numbered for the use of maintenance personnel and emergency crews.

Description:

Material - Plastic, machine routed,
1" x 4"

Type Size - 5/8" condensed block





BUILDING DIRECTORIES

Building directories will be used to designate office space within all major campus buildings.

They will be located near primary entrances and may include small floor plans.

These directories are normally specified by the executive architect of the building.

**↑ Community
Services**
← Financial Aid
← Placement
**→ Programming
and Analysis**
→ Registrar



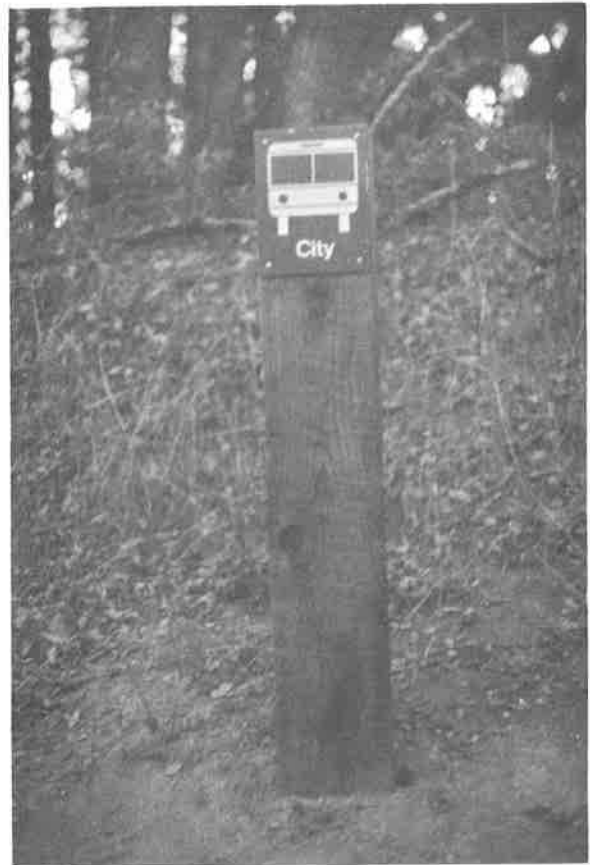
Accounting
Business Services
Cashier
Personnel

INTERIOR DIRECTIONAL SIGNS

Interior directional signs are used at corridor intersections and points of demarkation within buildings.

This category of sign is also the executive architect's responsibility.

**Service Identification
and Directional**



EXTERIOR AND INTERIOR SERVICE
IDENTIFICATION AND DIRECTIONAL
SIGNS

This category of sign is designed primarily to aid the visitor on campus.

These signs occur adjacent to major exterior and interior pedestrian circulation corridors in order to convey the direction and location of service facilities.

Their blue background color is consistent with all visitor signs.

**Visitor Information
and Directional**



VISITOR INFORMATION BOOTHS

There is currently a visitor information booth located at each campus entrance.

These booths are manned by Work-Study students who provide visitor information and directions and also conduct scheduled tours on campus.

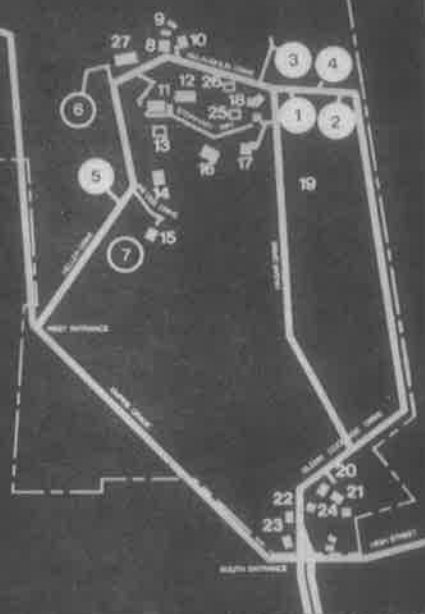
The hours of operation are limited, but campus maps are provided at all times in containers attached to the booth.

Campus Map



Legend

- Your Location
- 1 Cowell College
- 2 Stevenson College
- 3 Crown College
- 4 Merrill College
- 5 College Five
- 6 College Six (Future)
- 7 College Seven (Future)
- 8 Communications
- 9 Lick Shops
- 10 Heating Plant
- 11 Natural Sciences 1
- 12 Natural Sciences 2
- 13 Social Sciences (Future)
- 14 Performing Arts
- 15 University House
- 16 Main Library
- 17 Central Services
- 18 Upper Quarry
- 19 Field House
- 20 Physical Plant
- 21 Carriage House
- 22 Cook House
- 23 Barn Theatre
- 24 Central Receiving
- 25 Classroom Unit 1
- 26 Cowell Student Health
- 27 Applied Sciences



CAMPUS MAP

Schematic campus maps are provided in key locations around the campus.

They are located adjacent to each entrance and at the primary visitor parking lots within the central core.

The existing campus maps are temporary and will be subject to frequent revision for several years.

Description:

Sign Plaque - Black plastic laminate with map and information silk-screened directly on the surface,
2'-6" x 3'-11-3/4"

Posts - Finished redwood, 3" x 4"



VISITOR PARKING DIRECTIONAL SIGN

This category of sign was designed to guide the campus visitor to specific visitor parking lots.

The blue color selected for this sign has been established as a standard for all visitor related signs.

Description:

Sign Plaque - Baked enamel on steel,
blue background with
white letters, 18" x 18"

Posts - Rough sawn redwood,
4" x 4"



VISITOR PARKING LOT DESIGNATION
AND SPACE DESIGNATION

This category of sign picks up where the visitor parking directional signs leave off.

This sign is added to the parking lot designation system to designate those lots where visitor parking is permitted, and it is also used to designate visitor parking spaces within a visitor lot.

Description:

Type 1

Sign Plaque - Baked enamel on steel, standard visitor blue background with white letters and arrows, 7-1/2" x 10"

Post - Rough sawn redwood, 4" x 8"

Type 2

Sign Plaque - Porcelainized enamel on steel, standard visitor blue background with white letters and arrows, 18" x 18".

Post - Rough sawn redwood, 4" x 4"

PARKING METER INSTRUCTIONS

This sign is designed to provide information for the use of the campus parking meters.

Description:

Sign Plaque - Baked enamel on steel, standard visitor blue background with white letters, 7-1/2" x 10"

Post - Steel, 2" diameter standard visitor blue