

LSU

Addendum to Wayfinding and Signage Guidelines

- Donor and Corporate Recognition
- Greek Wayfinding
- Exterior Retail

nbbj

September 2017

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DONOR RECOGNITION & CORPORATE SPONSORS

Introduction

The following package implements Donor Recognition Signage guidelines as a supplementary addition to the existing LSU Wayfinding Guidelines established in 2010. This document provides design intent details for each of the new defined sign types. The signs outlined in this document uphold the design principles of the existing guidelines, while intentionally differentiating slightly as to establish a clear and separate donor recognition visual language.

This document is intended to serve as prescriptive standards for signage general shape and size, details, and text layout. Donor tiers, final materiality, message, and placement details are provided as guidelines, but are ultimately up to the LSU staff.



Design Rationale

Historically, donor recognition on the LSU campus has lacked consistency, both in design and implementation. These guidelines are intended to bring uniformity to the LSU campus, establish a recognizable visual language for donor signage separate from wayfinding signage, and through beautiful, prominent monuments, generate donation interest from new donor prospects.

The 5 signs detailed in this document vary based on corresponding donation amount, but all follow the same guiding objectives:

- “LSU-esque”, tasteful & classic
- Versatility to be appropriate for different architecture
- Prioritize prominence over size
- Thoughtful materiality
- Complement existing wayfinding signage, not compete
- Simplicity of message & form
- Respectful of context & history
- Flexibility to grow with the campus
- Establish a clear hierarchy of donor levels
- Avoid “headstone” style monuments

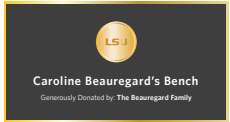




Concept Overview

By using a material that can be seen in historical buildings on the LSU campus and surrounding Louisiana area, this concept has deep roots in the culture and history of the region. When designed in a simple, modern way, wrought iron (and the accompanying pattern elements) helps link contemporary architecture with buildings that have become campus icons. Light could be introduced to help bring attention to the largest donations and give these markers a presence on campus, even at night.



Wrought iron as a primary material helps this donor recognition system fit well within the context of existing wayfinding conditions. They feel similar and related, but carry a great sense of quality and “specialness”.



LSU Donor Recognition Tiers / Strategy				
Tier	Sign Type	Donation Range	Sample Site	Sign Shape (Not to Scale)
1	A	\$100K — \$500K	Bench / Sculpture / Art	
2	B	\$500K — \$1M	Garden / Small Area	
3	C	\$1M — \$5M	Courtyard / Renovation	
4	D	\$5M — \$10M	New Building	
5	E	\$10M+	College of Study	

Tier System



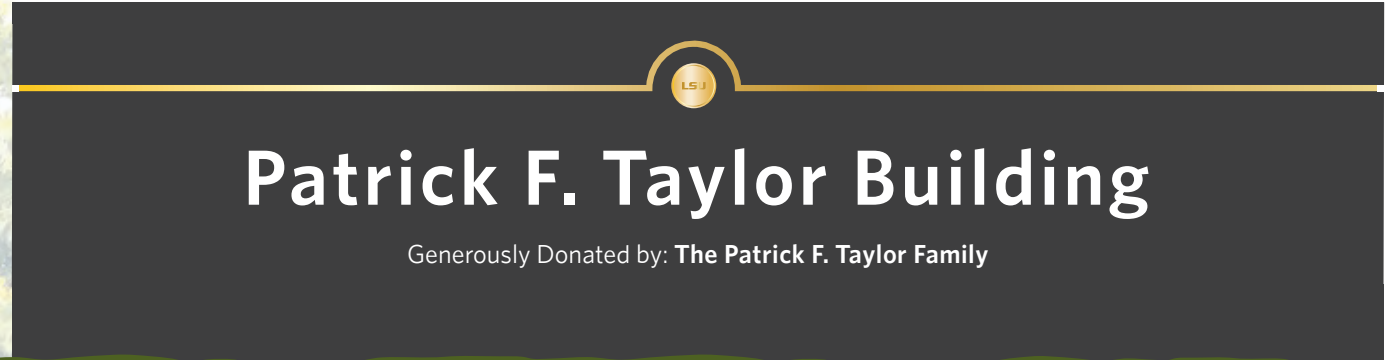
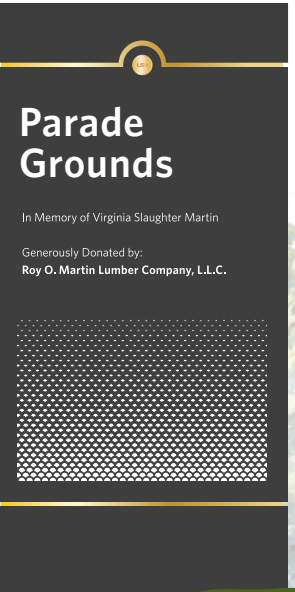
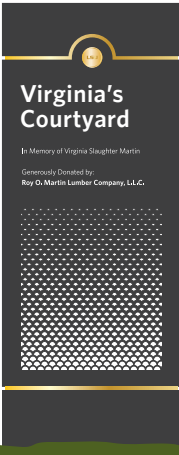
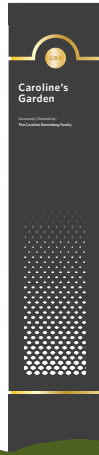
SIGN TYPE: A

SIGN TYPE: B

SIGN TYPE: C

SIGN TYPE: D

SIGN TYPE: E



Standards & Materials

Typography

W BOOK
Whitney Book Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

W BOLD
Whitney Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

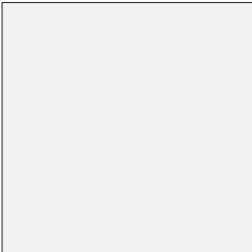
Material Swatches



M1
Matthews Paint — Black Mamba



MTL1
Polished and anodized aluminum
(gold) satin finish



M2
Matthews Paint — Natural White



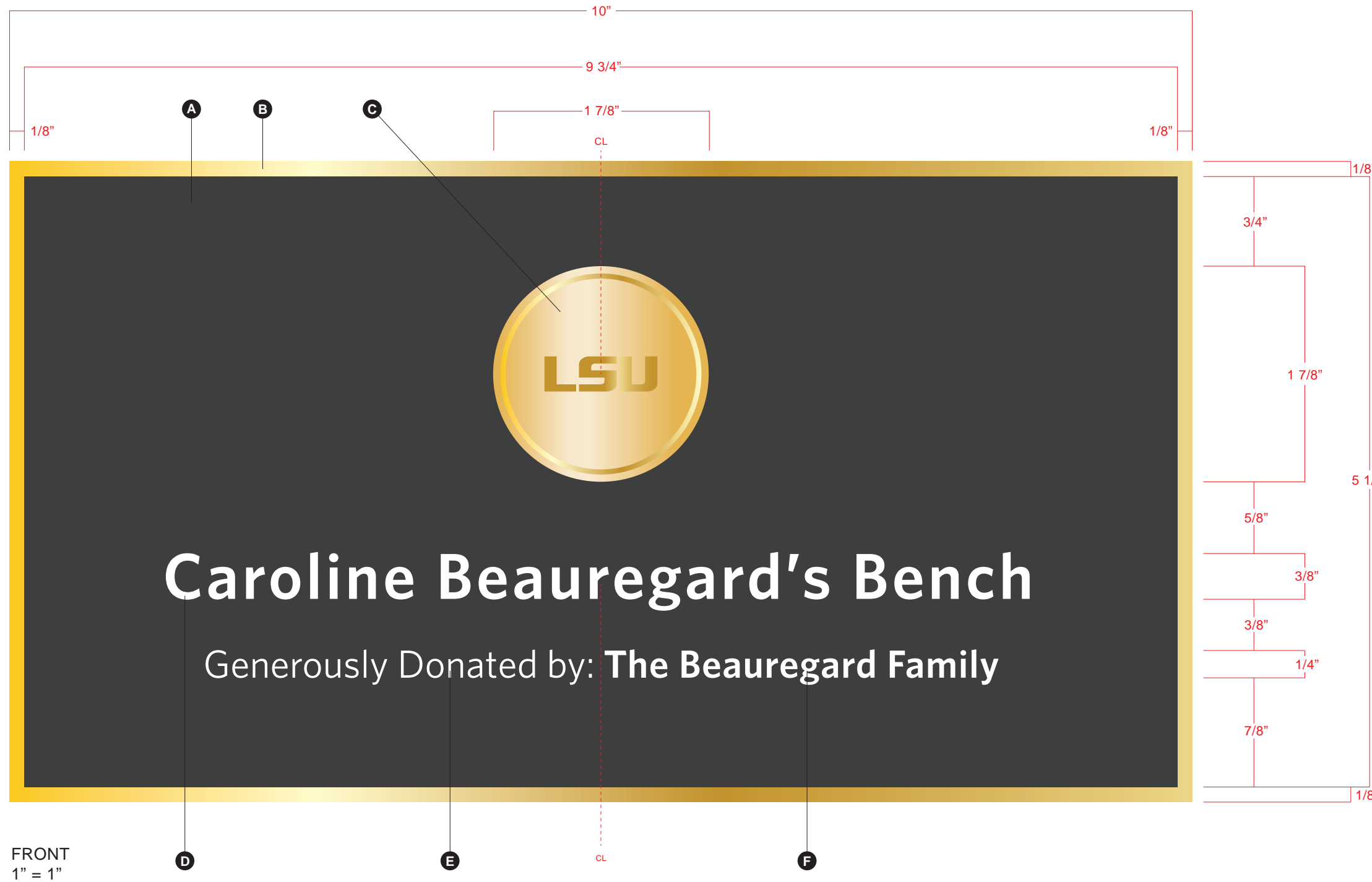
MTL2
Polished and anodized aluminum
(gold) mirror finish

Logo Lock-up



Material and finish samples to be reviewed by LSU staff for approval prior to fabrication.

SIGN TYPE: A



FABRICATION NOTES:

- A** 3/16" thick aluminum plate, powder-coated finish to match M1.
- B** 3/16" thick aluminum plate, gold mirror-polished to match MTL2.
- C** Cast aluminum medallion (SMALL) with anodized gold color. See detail page MEDALLION. Inset / secure medallion into routed opening in cabinet (A).
- D** 1/16" deep etch text (W BOLD), infill with white paint to match M2.
- E** 1/16" deep etch text (W BOOK), infill with white paint to match M2.
- F** 1/16" deep etch text (W BOLD), infill with white paint to match M2.

GENERAL NOTES:

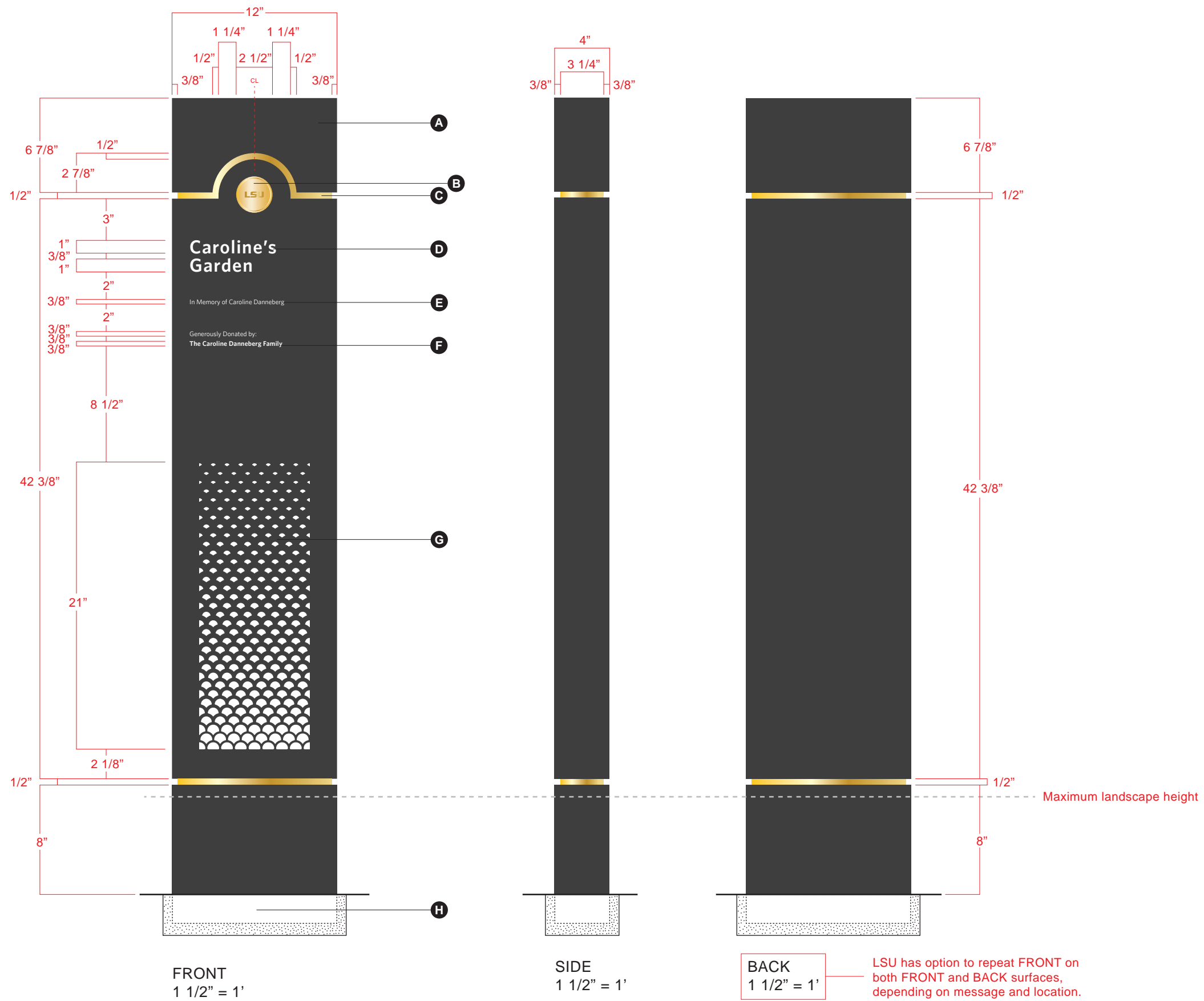
Locations and messages TBD by LSU staff.

USAGE AND PLACEMENT NOTES:

Sign Type A is a plaque design for the lowest tier of donations, 100K - 500K. Donations of this amount are associated with smaller objects, such as benches, trees, significant windows, etc.

This plaque should be placed with close visual association to the donated object, and should not be obstructed by any landscaping or other signage.

SIGN TYPE: B



FABRICATION NOTES:

- A** 3/16" thick aluminum cabinet, powder-coated finish to match M1. Middle cabinet to have primary text (D) hydrojet cut out of face.
- B** Cast aluminum medallion (MEDIUM) with anodized gold color. See detail page MEDALLION. Inset / secure medallion into routed opening in cabinet (A).
- C** Gold mirror-polished aluminum accents, to match MTL2.
- D** 1/2" frosted acrylic with sanded edges, pushed thru face of cabinet, back with white diffuser film.
- E** 1/16" deep etch text (W BOOK), infill with white paint to match M2.
- F** 1/16" deep etch text (W BOLD), infill with white paint to match M2.
- G** Arch pattern hydrojet cut out of face of cabinet (A), back with frosted acrylic diffuser.
- H** Below-grade foundation shown for example only, fabricator to engineer and determine requirements.

GENERAL NOTES:

Internally illuminate cabinet using bright white LEDs. Even illumination, no hotspots or dark areas.

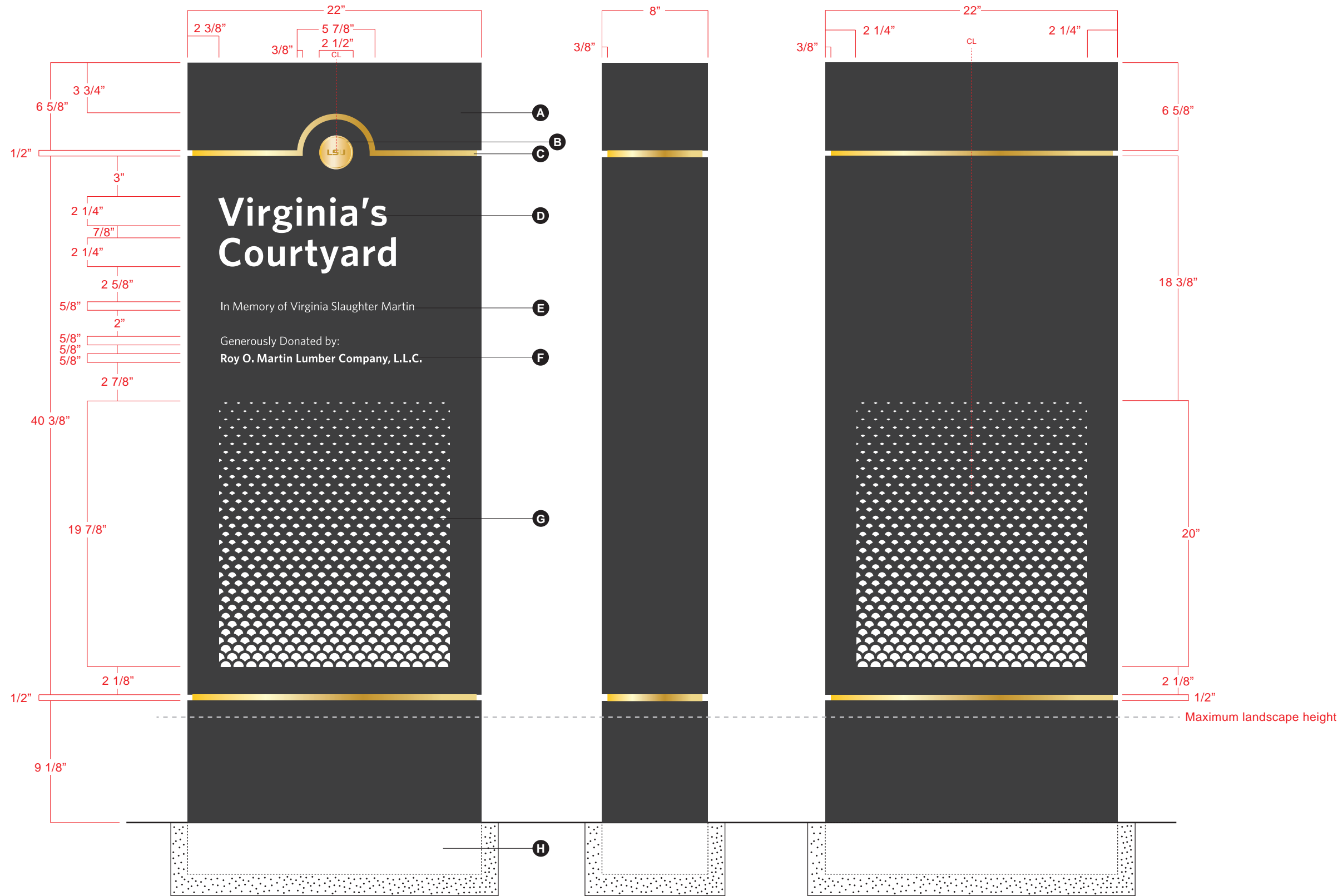
Locations and messages TBD by LSU staff.

USAGE AND PLACEMENT NOTES:

Sign Type B is a monument design for the 500K - 1M range. Donations of this amount are associated with smaller outdoor spaces, such as gardens.

This monument should be placed at the most used entry to the area. Message should be repeated on back if visible from inside the area.

SIGN TYPE: C



FABRICATION NOTES:

- A** 3/16" thick aluminum cabinet, powder-coated finish to match M1. Middle cabinet to have primary text (D) hydrojet cut out of face.
- B** Cast aluminum medallion (MEDIUM) with anodized gold color. See detail page MEDALLION. Inset / secure medallion into routed opening in cabinet (A).
- C** Gold mirror-polished aluminum accents, to match MTL2.
- D** 1/2" frosted acrylic with sanded edges, pushed thru face of cabinet, back with white diffuser film.
- E** 1/16" deep etch text (W BOOK), infill with white paint to match M2.
- F** 1/16" deep etch text (W BOLD), infill with white paint to match M2.
- G** Arch pattern hydrojet cut out of face of cabinet (A), back with frosted acrylic diffuser.
- H** Below-grade foundation shown for example only, fabricator to engineer and determine requirements.

GENERAL NOTES:

Internally illuminate cabinet using bright white LEDs. Even illumination, no hotspots or dark areas.

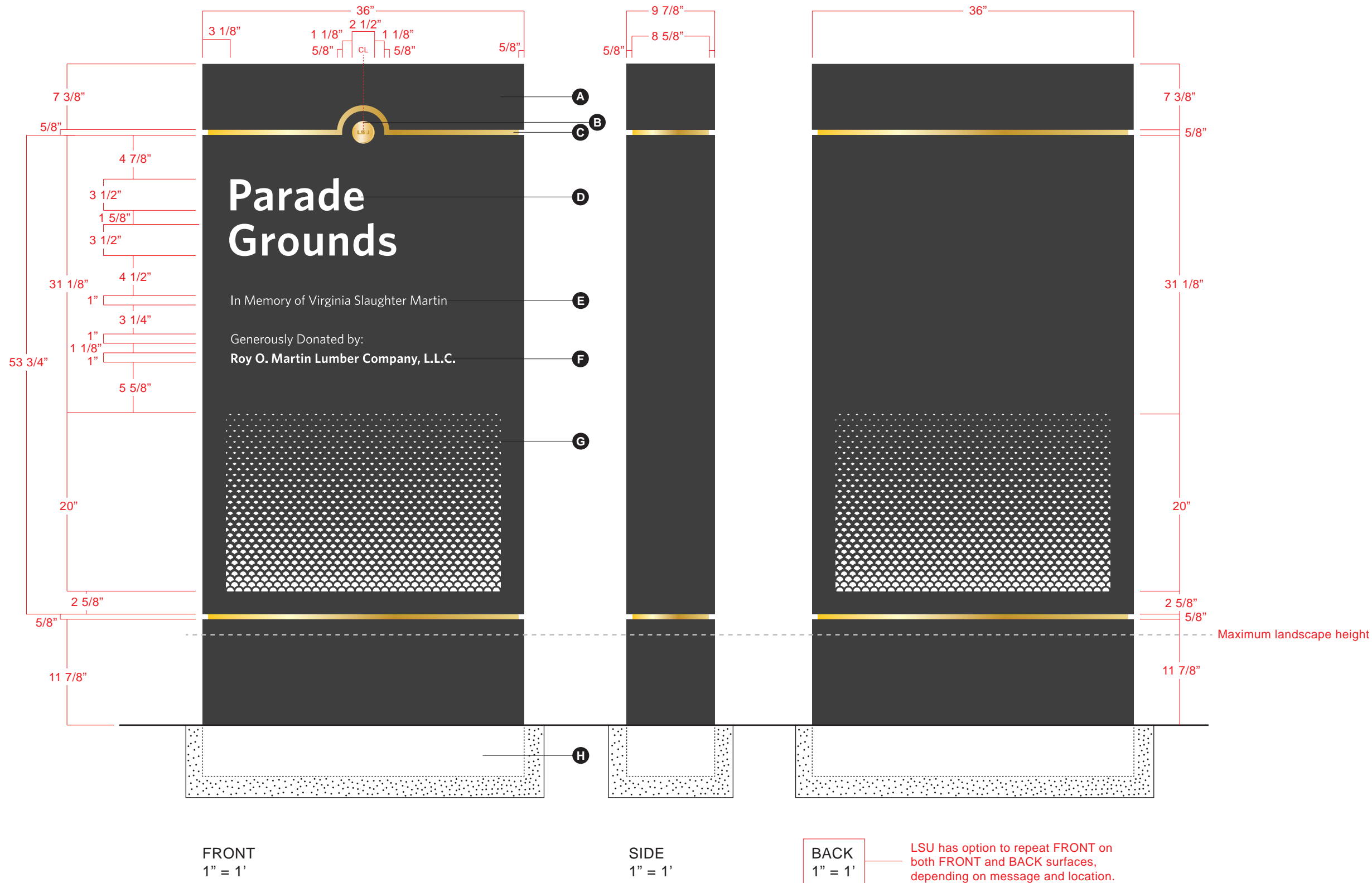
Locations and messages TBD by LSU staff.

USAGE AND PLACEMENT NOTES:

Sign Type C is a monument design for the 1M - 5M range. Donations of this amount are associated with larger outdoor spaces or renovated areas, such as courtyards.

This monument should be placed at the most used entry to the area. Message should be repeated on back if visible from inside the area.

SIGN TYPE: D



FABRICATION NOTES:

- A** 3/16" thick aluminum cabinet, powder-coated finish to match M1. Middle cabinet to have primary text (D) hydrojet cut out of face.
- B** Cast aluminum medallion (MEDIUM) with anodized gold color. See detail page MEDALLION. Inset / secure medallion into routed opening in cabinet (A).
- C** Gold mirror-polished aluminum accents, to match MTL2.
- D** 1/2" frosted acrylic with sanded edges, pushed thru face of cabinet, back with white diffuser film.
- E** 1/16" deep etch text (W BOOK), infill with white paint to match M2.
- F** 1/16" deep etch text (W BOLD), infill with white paint to match M2.
- G** Arch pattern hydrojet cut out of face of cabinet (A), back with frosted acrylic diffuser.
- H** Below-grade foundation shown for example only, fabricator to engineer and determine requirements.

GENERAL NOTES:

Internally illuminate cabinet using bright white LEDs. Even illumination, no hotspots or dark areas.

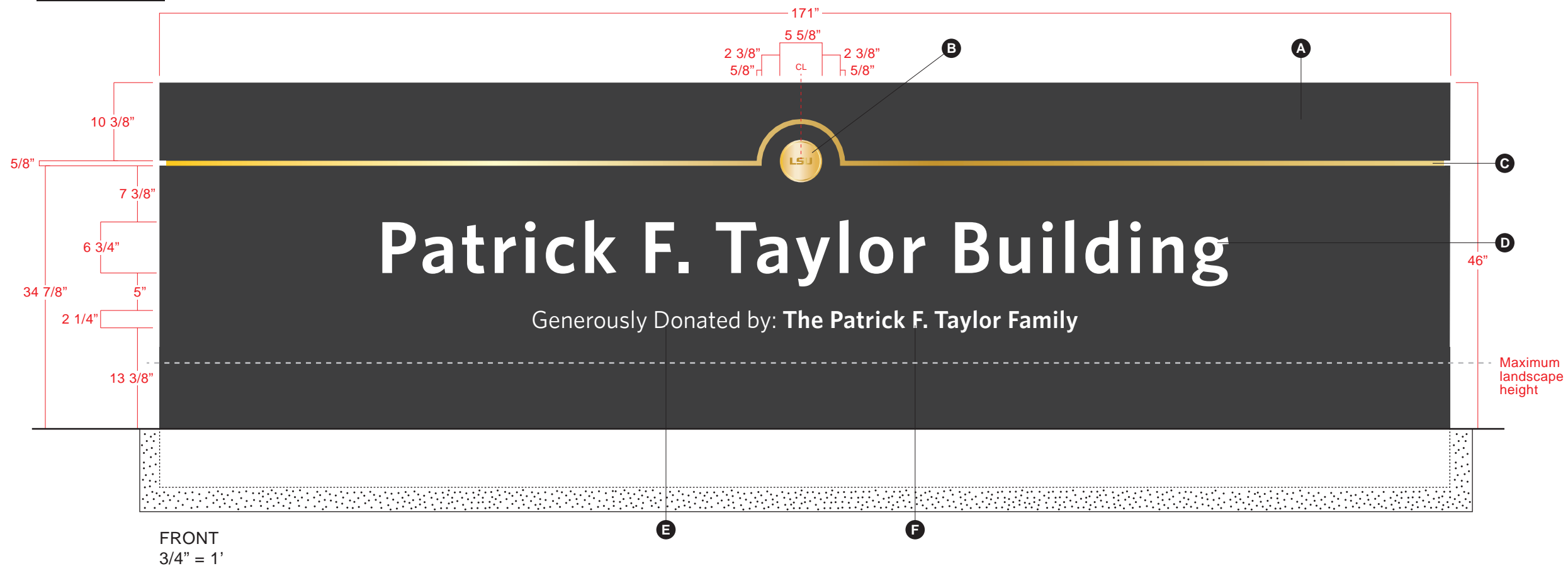
Locations and messages TBD by LSU staff.

USAGE AND PLACEMENT NOTES:

Sign Type D is a monument design for the 5M - 10M range. Donations of this amount are associated with new buildings or outdoor areas of great significance.

This monument should be placed in the landscape as if intentionally included in the landscape design. It should be away from any wayfinding signs identifying building names. Message should be repeated on back if visible from inside the area.

SIGN TYPE: E



FRONT
3/4" = 1'

FABRICATION NOTES:

- A** 3/16" thick aluminum cabinet, powder-coated finish to match M1. Middle cabinet to have primary text (D) hydrojet cut out of face.
- B** Cast aluminum medallion (LARGE) with anodized gold color. See detail page MEDALLION. Inset / secure medallion into routed opening in cabinet (A).
- C** Gold mirror-polished aluminum accents, to match MTL2.
- D** 1/2" frosted acrylic text (W BOLD) with sanded edges, pushed thru face of cabinet, back with white diffuser film.
- E** 1/16" deep etch text (W BOOK), infill with white paint to match M2.
- F** 1/16" deep etch text (W BOLD), infill with white paint to match M2.
- G** Arch pattern hydrojet cut out of face of cabinet (A), back with frosted acrylic diffuser.
- H** Below-grade foundation shown for example only, fabricator to engineer and determine requirements.

GENERAL NOTES:

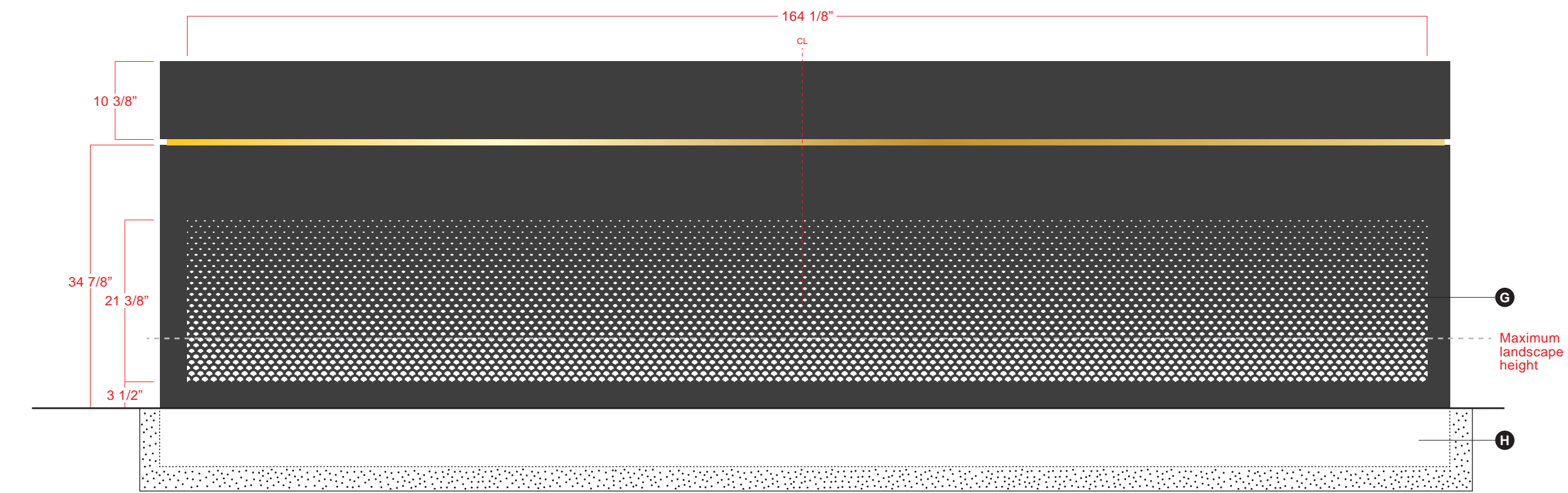
Internally illuminate cabinet using bright white LEDs. Even illumination, no hotspots or dark areas.

Locations and messages TBD by LSU staff.

USAGE AND PLACEMENT NOTES:

Sign Type E is a monument design for the 10M+ range. Donations of this amount are associated with entire building complexes or new construction of significant importance.

This monument should serve as the primary building sign, and LSU staff should consider omitting the existing wayfinding sign to avoid clutter and repetition.

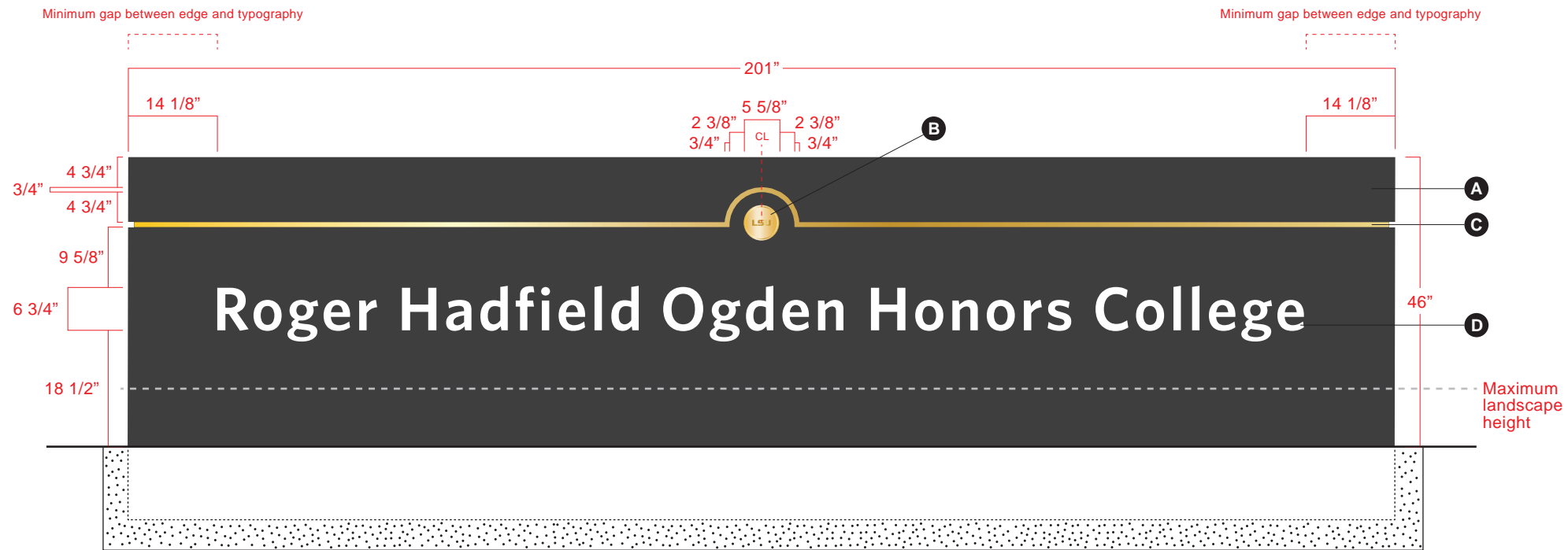


BACK
3/4" = 1'

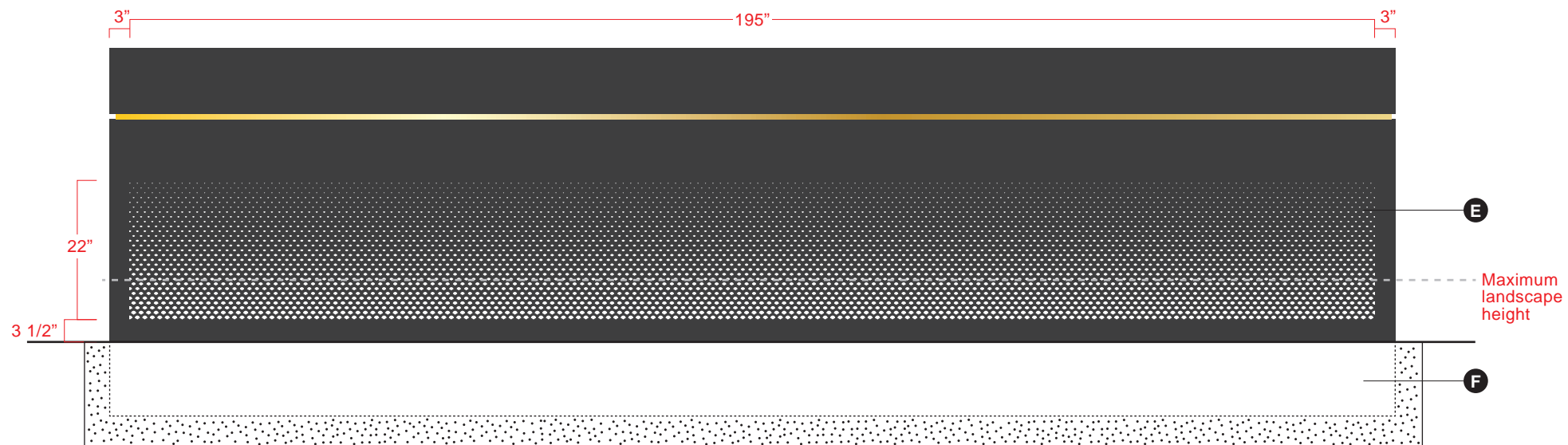
LSU has option to repeat FRONT on both FRONT and BACK surfaces, depending on message and location.

SIGN TYPE: E

ALTERNATE LENGTH

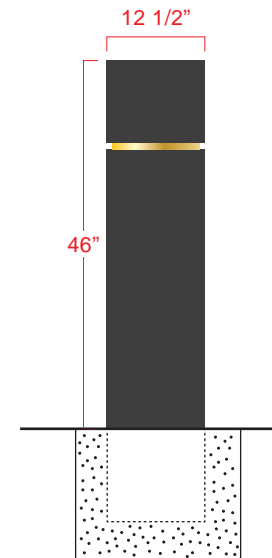


FRONT
1/2" = 1'



BACK
1/2" = 1'

LSU has option to repeat FRONT on both FRONT and BACK surfaces, depending on message and location.



SIDE
1/2" = 1'

FABRICATION NOTES:

- A** 3/16" thick aluminum cabinet, powder-coated finish to match M1. Middle cabinet to have primary text (D) hydrojet cut out of face.
- B** Cast aluminum medallion (LARGE) with anodized gold color. See detail page MEDALLION. Inset / secure medallion into routed opening in cabinet (A).
- C** Gold mirror-polished aluminum accents, to match MTL2.
- D** 1/2" frosted acrylic text (W BOLD) with sanded edges, pushed thru face of cabinet, back with white diffuser film.
- E** Arch pattern hydrojet cut out of face of cabinet (A), back with frosted acrylic diffuser.
- F** Below-grade foundation shown for example only, fabricator to engineer and determine requirements.

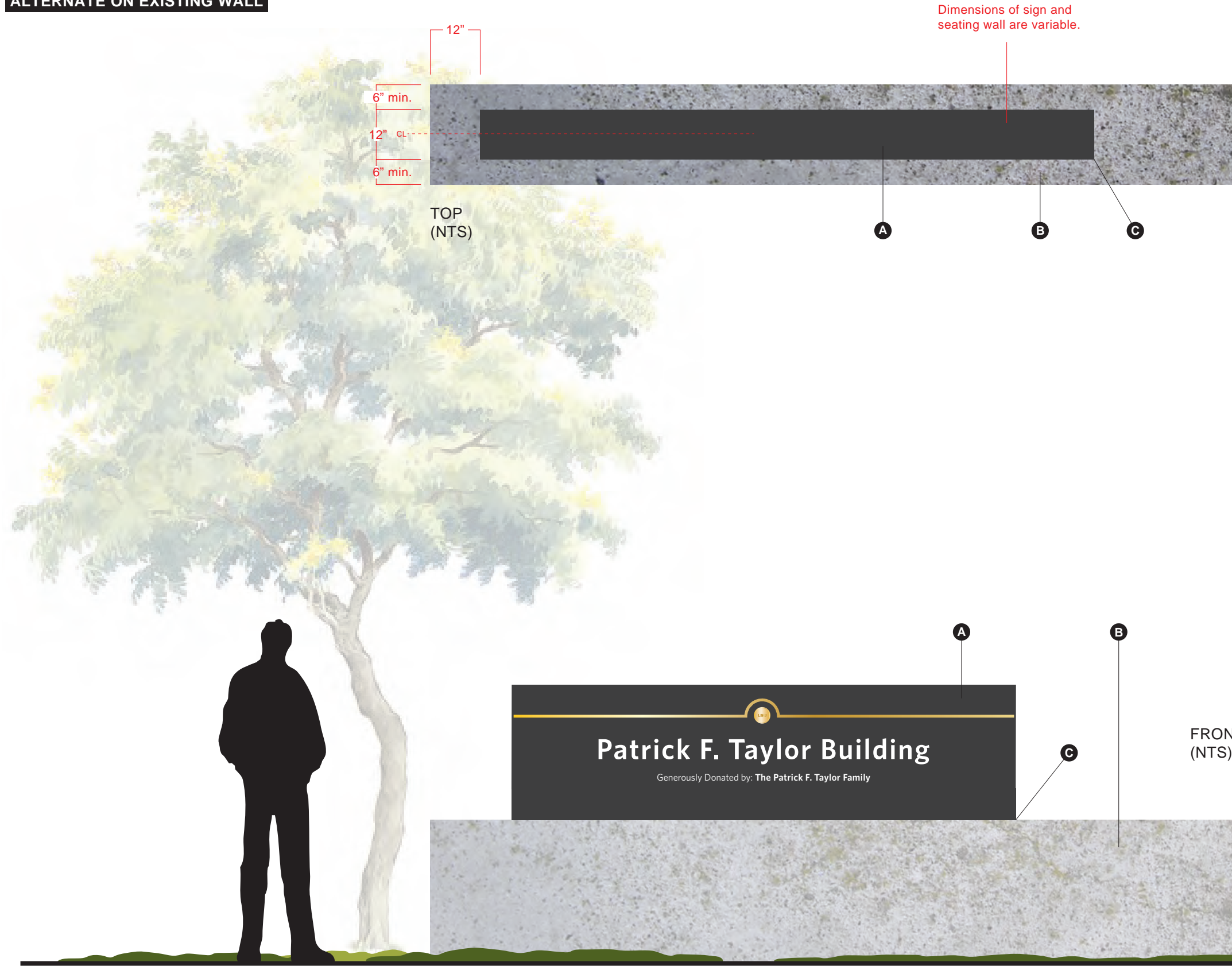
GENERAL NOTES:

Internally illuminate cabinet using bright white LEDs. Even illumination, no hotspots or dark areas.

Locations and messages TBD by LSU staff.

SIGN TYPE: E

ALTERNATE ON EXISTING WALL



FABRICATION NOTES:

- A** Alternate installation of Sign Type E.
- B** Existing concrete seating wall.
- C** Secure cabinet to seating wall using concealed fasteners. Fabricator to determine attachments.

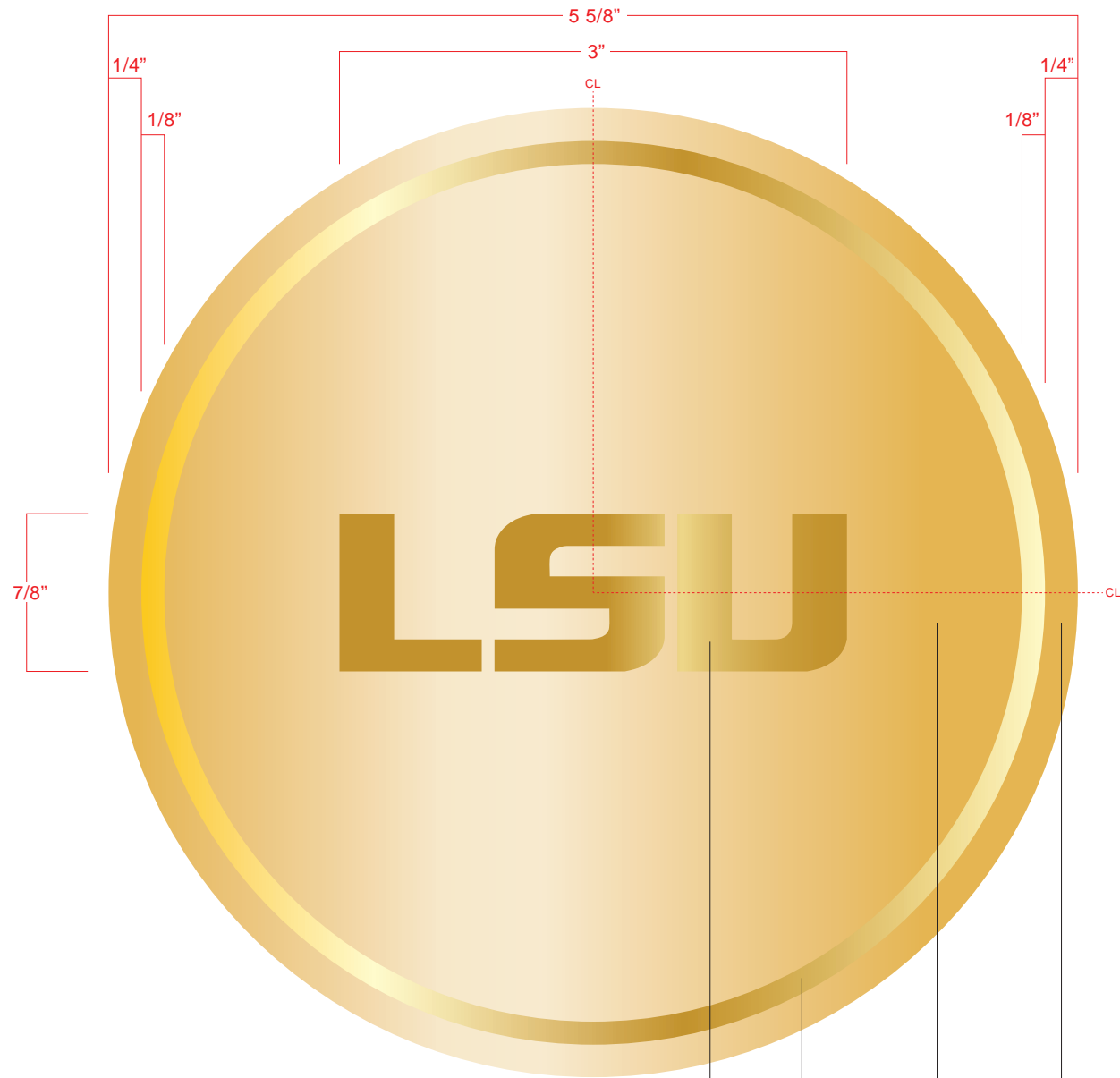
GENERAL NOTES:

Internally illuminate cabinet using bright white LEDs. Even illumination, no hotspots or dark areas.

Locations and messages TBD by LSU staff.

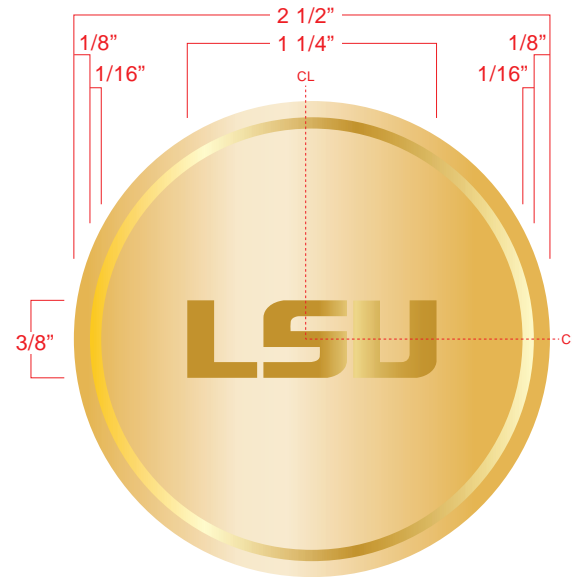
Installation distances will change based on specifications of the seating wall.

MEDALLION

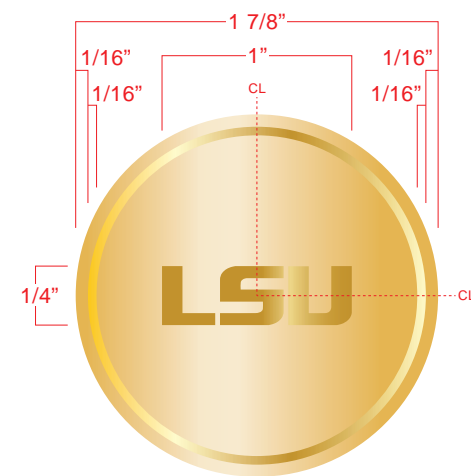


FRONT — LARGE
1" = 1"

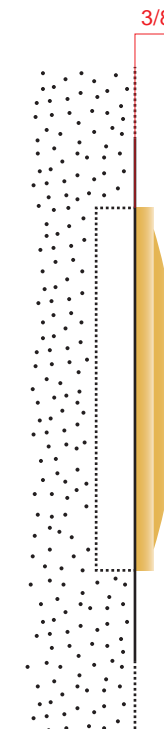
B B A A



FRONT — MEDIUM
1" = 1"



FRONT — SMALL
1" = 1"



SIDE
(NTS)

Medallion to have gentle dome and to be embedded within the cabinets to prevent vandalism.

FABRICATION NOTES:

- A** Cast aluminum medallion with anodized gold color, satin finish to match MTL1. Beveled.
- B** Logo and edge trim to be anodized gold color, mirror finish (MTL2).

GENERAL NOTES:

This drawing intended to specify materials. Please refer to final art files for scale.

Locations and messages TBD by LSU staff.

LSU may choose to fabricate additional medals (standalone) with custom engraving for donor thank-you gifts.

Medallion sample to be reviewed by LSU staff for approval prior to fabrication.

USAGE AND PLACEMENT NOTES:

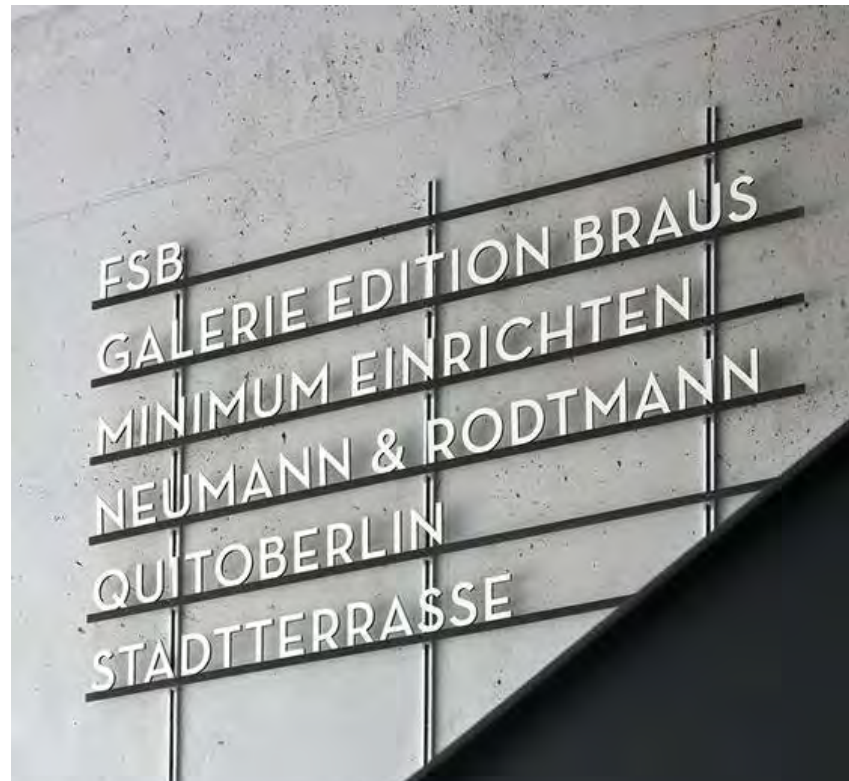
In all instances, no corporate logos are to appear on donor recognition signage. Depending on the donation amount, a corporate sponsor should be credited with their company name on the appropriate recognition monument and comply with the existing size and font outlined in this document.

- A** For most donations which do not receive naming rights, the corporate sponsor's name will appear with "Generously donated by: (sponsor's name)".
- B** For large donors who do get naming rights, the sponsor should receive a top tier donor monument with sponsor's name as well as a wayfinding sign of the same name.





Imagery of sample mounting methods for corporate sponsors name on buildings



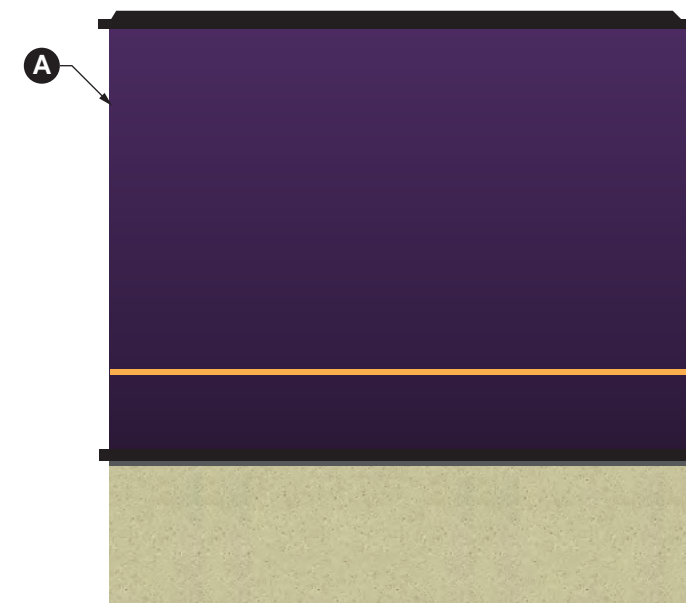
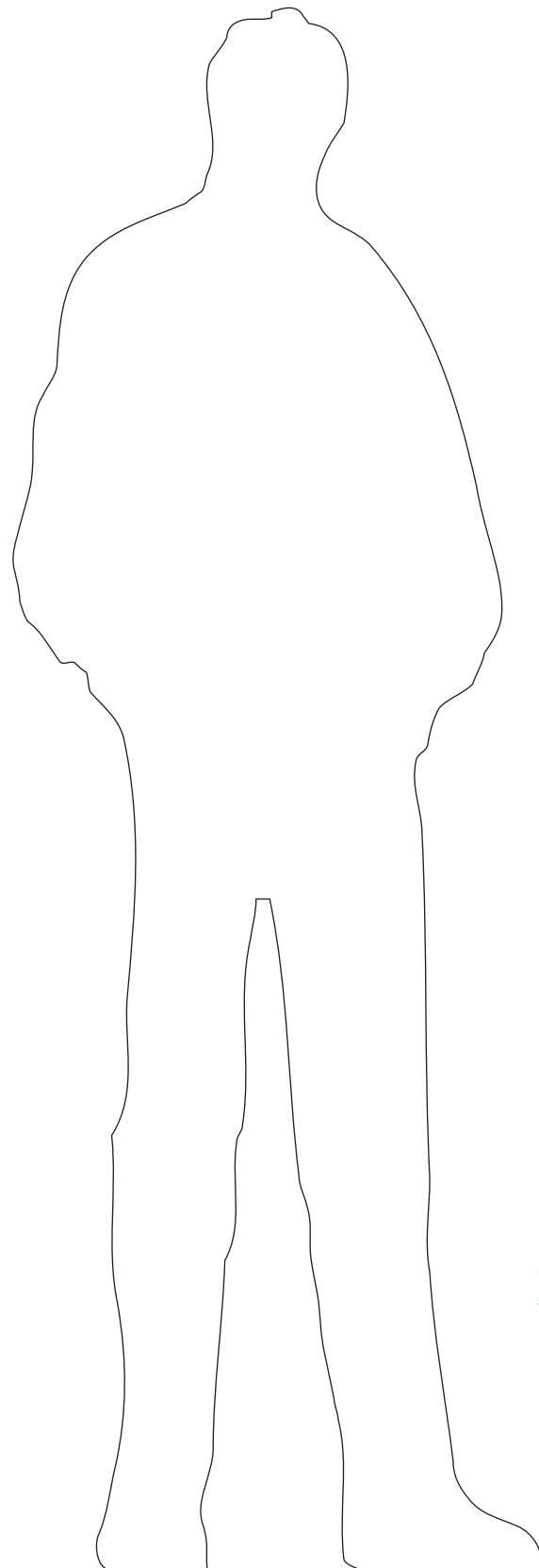
USAGE AND PLACEMENT NOTES:

LSU is in the process of rolling out campus-wide wayfinding signage with landscape signs and monuments. To maintain consistency, and avoid legibility issues with tree cover and varying architectural styles, LSU should refrain from putting names directly onto buildings.

In the event of a special request or an appropriate instance determined by LSU staff to install a name on a building, a single panel or shelf should be used to avoid multiple drill holes in the event of a changing name in the future. Lighting should be external and should match the architectural character and finishes of the building on which it resides.

GREEK SIGNAGE

GREEK HOUSING
monument sign



FABRICATION NOTES

- Ⓐ Monument material and fabrication methods to match that of Vehicular Directional signage from LSU Wayfinding Guidelines (pg. 131).
- Ⓑ Greek Letters: Whitney Semibold
Phonetic Spelling: Whitney Medium
Address: Whitney Bold, tracking 150pt.
- Ⓒ LSU logo cast into concrete

Monument should be parallel to street, set back at least 7 ft from curb.

Monument to be externally lit.



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223 YALE AVENUE NORTH SEATTLE WA 98109
T) 206 223 5555 F) 206 621 2314

**LSU Wayfinding and Signage
Design Intent**

sign type:
Greek Signage

date: 01 SEPT 2017
scale: As Noted
drawn by: BS/PB

All drawings that appear herein express design intent only and are not intended for actual fabrication. Signage Contractor is responsible for any required engineering and production of shop drawings as described in NBBJ Specifications.

GR.18

RETAIL GUIDELINES

LSU Nicholson Gateway Development

Design Standard – Retail Component

LSU Nicholson Gateway Development

Design Standard – Retail Component

S-02 Retail Component

This document originally developed by B&D and LSU, and edited by NBBJ in May, 2017.

These standards are provided to frame LSU's anticipated Design Criteria for the retail spaces located within the NGD. The Developer should propose Design Criteria for the retail component commensurate with the Developer's plan for the NGD. As with any project on LSU's campus, LSU will approve tenants and review design submittals for tenant build-outs in the retail component in cooperation with the Developer or Developer's appointed agent.

A. Signage Criteria

- 1) Signage must be integral to the tenant's store front design concept
- 2) Signage shall compliment the overall storefront, general building design, and the broader context of Nicholson Gateway and Louisiana State University
- 3) All signs are subject to review and approval by LSU OFS
- 4) Tenant shall be fully responsible for workmanship, installation and maintenance of tenant's signage
- 5) Tenant shall be allowed to install one illuminated, primary façade sign over the Tenant's storefront on the exterior surface of Tenant's fronting lease line
- 6) All primary façade signs over Tenant's storefront must be illuminated
- 7) Tenants in the free-standing retail spaces shall be permitted to install a secondary façade sign to be 50% or smaller than the primary façade sign
- 8) Signs shall be parallel to and directly over the storefront entry within the limits of the tenant's lease space
- 9) Signs are limited to tenant's store name letterforms and/or iconographic symbol – no other descriptive elements are permitted on façade signs
- 10) Cabinet or box signs are not permitted – custom, vacuum pressed or molded signs are acceptable
- 11) The horizontal dimension of the sign shall not exceed two-thirds the width of the overall storefront elevation and shall not exceed an overall vertical dimension of 3'-0"
- 12) Signs may have a background but must appear architecturally and aesthetically integrated with the overall building
- 13) Façade signs may extend a maximum of 10" outward beyond the lease line – no blade or flag signs
- 14) Additional wayfinding signs are permitted in compliance with LSU's Wayfinding standards
- 15) Additional signage integrated into the tenant's storefront façade is acceptable upon review such as glass work or hand painted murals – applied or otherwise adhered signs are prohibited
- 16) Tenant identification such as applied lettering/logo must be in white or varying levels of white opacity and may be used to a maximum of 6" in height, centered side to side between mullions, a maximum of 5'-0" above finish grade – alternates subject to review
- 17) Multi-tenant signage standards for retail use shall follow the intent of LSU's Wayfinding standards and are subject to review by LSU OFS for initial signage structure and infill tenant components. Site signage locations for the landlord's use are to be determined during landlord's schematic design review
- 18) The following signs are prohibited unless otherwise noted:
 - a. Flashing or animated signs
 - b. Internally illuminated cabinet or box signs with full acrylic faces
 - c. Exposed neon signs
 - d. Audible or odor producing signs
 - e. Handwritten signs
 - f. Freestanding signs
 - g. Painted lettering on brick, stone, or metal
 - h. Exposed, unfinished aluminum



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LSU Nicholson Gateway Development

Design Standard – Retail Component

- l. Cloth, paper, cardboard signs or signs of other temporary non-durable materials
- 19) Preferred materials, illumination and fabrication techniques for signage:
 - a. Reverse channel, white halo illuminated metal letters and graphics, letter faces may be in color
 - b. Non-internally illuminated fabricated metal letters and graphics
 - c. Cast metal letters and graphics
 - d. Remote illumination must be from above with matching fixtures, sign faces may not be reflective. Light fixtures must match building architectural character in metal finish and color. Approval of light fixtures subject to review by LSU staff. Lighting must be with daylight-toned LED bulbs.
 - e. Cast, fabricated, or painted metals
 - f. Incised signing cast into or carved out of an opaque material, indirectly lit
 - g. Stainless steel, perforated metal, wire mesh
 - h. Cast, molded or fabricated 3D objects
 - i. Internal or LED/neon lighting may be used if inside a reverse channel letter where neon is protected and light is contained. Any neon application approval is subject to review by LSU staff.
- 20) For ease of changeability in the future, signs may be either individual letters mounted to a singular removable background panel or letters may rest on a single ledge that is attached to the building or a canopy.

end

end

nbbj
Studio 07