March 1, 2010

Memo

To: Michael Martin, Chancellor

Through: Eric Monday, Interim Vice Chancellor
Finance & Administrative Services

Through: Tony Lombardo, Interim Assistant Vice Chancellor
Facility Services

Through: Emmett David, Director
Office of Facility Development

From: Jason P. Soileau, Assistant Director
Office of Facility Development

Re: LSU Campus Wayfinding Signage Guidelines – Recommendation for Approval

Sasaki and Associates in cooperation with the LSU Wayfinding Management Team recently completed the Louisiana State University Campus Wayfinding Signage Guidelines. The LSU Wayfinding Management Team, providing fair representation of the overall campus community, met on a regular basis from March 2008 through December 2009 in the development of the final document by Sasaki and Associates. This process included multiple presentations to a larger working group, including breakout meetings with campus auxiliary units and Facility Services – Resources representatives and included active participation from Student Government as well as the University Facility Development and Design Committee.

A mock up study and campus survey was performed in August 2009, which resulted in the following results:

- 76% “Strongly Agree” or “Agree” that the signs are appropriate for the campus
- 72% “Strongly Agree” or “Agree” that the signs showcase the LSU spirit
- 84% “Strongly Agree” or “Agree” that the signs clearly inform the user

It is the recommendation by the LSU Wayfinding Management Team that the attached Campus Wayfinding Management Signage Guidelines be adopted by the University; thereby, requiring all future signs to conform to the process and design standard established within the referenced document.

Approved – Michael Martin, Chancellor

cc: file
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THE ROLE OF CAMPUS WAYFINDING FOR LSU

Wayfinding is an experience: that of an individual attempting to make their way through an unfamiliar environment. When the information needed to access that environment is provided in a thoughtful, structured fashion, the unfamiliar quickly becomes comfortable, friendly, welcoming. A successful wayfinding system manages this experience, using signage as a communication tool to not only facilitate access, but also to reflect the institutional culture and complement the architecture and environment of its setting.

WAYFINDING SYSTEM OBJECTIVES

Honor the LSU tradition

Capture the cultural character of Baton Rouge

Evoke the spirited attitude of both students and fans

Reinforce the LSU brand

Clearly inform, direct, and orient

Create a safer, more user-friendly environment
INTRODUCTION

LSU has acknowledged the substantial impact signs have on the campus landscape as well as on the ability of visitors to successfully navigate the university environment.

Disorganized and inconsistent sign placement can actually detract from a campus environment, leading to the complaint of “sign clutter” on campus while risking confusion of campus visitors. In the absence of a formally documented sign program, inconsistency of locutions over time can cause campus signs to evoke this same degree despite the best efforts of those who maintain them.

The program summarized in this document formalizes a family of signs that will enhance the campus environment and improve wayfinding. The manual also serves as a definitive sign policy for Louisiana State University. The sign designs are a response to the character of the main campus, providing an effective, “low-key” presence in the landscape while reinforcing LSU’s graphic and color identity.

The LSU sign shop has the capabilities of the LSU sign shop for maintenance and improvement of these signs as well as responsive to variety of installation conditions, and are responsive to the capabilities of the LSU sign shop for maintenance and updating over time.

WAYFINDING DESIGN PROCESS

The Louisiana State University Campus Wayfinding Signage Program establishes standards for design, programming, implementation and upkeep of all permanent exterior signs on the LSU main campus, as well as guidelines for temporary or seasonal exterior signs. LSU signage is intended to be consistent with the style of the Office of Facility Development and Campus Planning.

The Program summarizes in this document formalizes a family of signs that will enhance the campus environment and improve wayfinding. The manual also serves as a definitive sign policy for Louisiana State University. The sign designs are a response to the character of the main campus, providing an effective, “low-key” presence in the landscape while reinforcing LSU’s graphic and color identity.

Components of the program are designed to enable flexible application to a variety of installation conditions, and are responsive to the capabilities of the LSU sign shop for maintenance and updating over time.

WAYFINDING MANAGEMENT TEAM

The primary University Architect making authority for development of the sign design guidelines was the Wayfinding Management Team, whose responsibilities were direction-setting and providing reports and recommendations to the Chancellor.

The Wayfinding Management Team consisted of the following departments and representatives:

- Facility Development and Campus Planning - Jason Sorvis, Eric Monday
- Facility Development and Campus Planning - Emmett Darav, Academic Affairs - Chuck Wilson
- Office of Communications and University Relations - Billy Culin
- Office of Communications and University Relations - Joel Hammel
- Facility Development and Design Committee - Yen Cox
- Student Government - Corey Weber ‘08, Jordan Milazzo ‘09
- Foundation for Louisiana State University
- LSU Alumni Association
- LSU Athletics
- LSU Bookstore
- LSU Dining
- LSU Ag Center
- LSU Law School
- LSU Student Health and Human Services
- LSU University Auxiliary Services
- LSU University Housing

STAKEHOLDERS

The Wayfinding Management Team sought early input and broad stakeholder representation in the design process, helping gain support for the adoption of the sign guidelines. The Sign Design Guidelines section of the manual explains the design components and orientation in the campus environment. Consistent application of these guidelines over time will ensure a coherent, consistent and easily navigable sign system.

IMPLEMENTATION

Implementation and maintenance of the sign system is the responsibility of the Office of Facility Services. All proposals or requests for installation of exterior signs on campus, including regulatory and safety related signs, should be addressed to the Office of Facility Development and Campus Planning, and are subject to its approval.

MANUAL USE

The LSU sign shop has the capabilities of the LSU sign shop for maintenance and improvement of these signs as well as responsive to variety of installation conditions, and are responsive to the capabilities of the LSU sign shop for maintenance and updating over time.

MANUAL COMPONENTS

The LSU sign shop has the capabilities of the LSU sign shop for maintenance and improvement of these signs as well as responsive to variety of installation conditions, and are responsive to the capabilities of the LSU sign shop for maintenance and updating over time.

REVIEWS AND UPDATES

The LSU sign shop has the capabilities of the LSU sign shop for maintenance and improvement of these signs as well as responsive to variety of installation conditions, and are responsive to the capabilities of the LSU sign shop for maintenance and updating over time.

The guidelines are intended to comply with applicable MUTCD, ADA, and LADOT codes.
Meet with the working group

Present to the management team

Test designs with full scale mock-ups on location and solicit feedback

76% “strongly agree” or “agree” that the signs are appropriate for the campus.

72% “strongly agree” or “agree” that the signs showcase the LSU spirit.

84% “strongly agree” or “agree” that the signs clearly inform the user.

Sample of meeting records

Results of the Wayfinding Feedback Report 9/17/09

M E E T I N G S

ON CAMPUS AND VIA CONFERENCE CALL

05/18/2009 Management Team
05/18/2009 Working Group
05/18/2009 Facility Resources
05/18/2009 Parking | Public Safety | Emergency Operations
05/18/2009 Athletics
05/18/2009 Management Team
06/17/2009 UREC
06/17/2009 Parking | Athletics
06/17/2009 Management Team
06/18/2009 Working Group
10/22/2008 Management Team
10/24/2008 Management Team
10/24/2008 Facility Resources | Landscape Architecture
10/24/2008 Parking | Athletics
11/18/2008 LSU Ag Center

PRESENTATIONS

ON CAMPUS AND VIA WEBEX

05/18/2008 Kick-off
05/27/2008 Program
06/17/2008 Concept Design
06/17/2008 Program Refinements
07/15/2008 Concept Design Refinements
07/15/2008 Gateways
07/25/2008 Campus Maps
08/19/2008 Concept Design Refinements
08/19/2008 Gateway Refinements
08/19/2008 Working Group Progress
08/16/2008 Regulatory | Temporary Events
10/14/2008 Working Group Preview
10/23/2008 Working Group Design Presentation
10/24/2008 Regulatory | Temporary Events
11/18/2008 LSU Affiliates
12/16/2008 Mock-Ups and Phasing
07/23/2009 Management Team Update

T E S T I N G

M O C K - U P S

08/18/2009 Full size sign mock-ups installed for review
08/19/2009 to 9/11/2009 10 question feedback poll
09/17/2009 Wayfinding feedback results
Wayfinding Feedback Report
September 2009

Feedback Goals:
To enable LSU audience groups and stakeholders to provide feedback about the new wayfinding signs and kiosks with regard to the following:

- **Appearance:** Does the overall appearance (form and shape) of the sign mock-up feel appropriate for the campus and immediate surroundings? Do the colors feel appropriate for the campus and immediate surroundings? Does the typography?
- **Clarity:** Is the text legible? Is the information clearly organized?
- **Context:** Is the sign mock-up the right size for the selected location? Does the location seem appropriate?

Methodology:
In order to receive input related to the temporary signage in place August 10 – September 11, 2009, the LSU Office of Communications and University Relations instituted a 10-question feedback poll through Broadcast email targeting current LSU students, faculty, and staff.

One email blast was sent to a population of approximately 28,000 students, 1,300 faculty, and 3,800 staff.

Feedback Project Stakeholders:
Jason Soileau, Assistant Director, Office of Facility Development – Campus Planning
Holly Houk Cullen, Assistant Vice Chancellor, University Relations
Report Prepared by: Tricia Milford-Hoyt, Marketing Director, University Relations

Project Background:
Sasaki Associates has been working with the University to produce a systematic campus wayfinding master plan to guide the placement of new directional and informational signs at LSU for new visitor and immediately adjacent to the University. Many new signs have been erected on LSU campuses in recent years. These signs, placed primarily for navigation, do not necessarily reflect the aesthetics of the institution.

An initial project was completed recently utilizing temporary mock-ups of the project’s functional design, titles black, gold, and bronze. The temporary maintenance of temporary signs has been encouraged in several areas of campus, but the project's design proposal has been less successful. The temporary signs were installed to determine appropriateness of overall scale, color, material, and others. An early-stage evaluation of the temporary signs has been provided.

A total of thirteen signs were installed in one month at the start of the fall 2009 academic semester. These signs were categorized by the development team in one of three areas: large-scale vehicular, small-scale vehicular, and pedestrian.

Feedback:
To receive feedback about the new temporary signs and mock-ups installed throughout the LSU campus, a feedback poll was distributed via broadcast email to all current LSU students, faculty, and staff.

The feedback poll was conducted by the LSU Office of Communications and University Relations in the month of September 2009. The survey was available online until the beginning of the fall semester, and the results were compiled and analyzed to provide valuable insights into the effectiveness and acceptance of the temporary signs.

Sample of Wayfinding Feedback Report
The physical context of LSU’s campus is a direct expression of the University’s history, living traditions, and spirit. The campus is welcoming, authentic, unique, and above all, valued by all; any addition to this environment must be carefully considered. Before any designs were produced, several key attributes were examined to create a foundation of authenticity:

Themes and Design Inspiration
Wayfinding Strategy
Wayfinding Plan
Destination Hierarchy
Sign Location Plans
Campus Map Strategy
LSU SPIRIT AND THE LSU CAMPUS

Concurrent with the design of the functional wayfinding program, the wayfinding team immersed themselves in the LSU physical and cultural context with the goal of distilling themes, ideals and design inspiration that should inform the design approach to the wayfinding system. In many cases, this was a process of clarifying the emotional effect of the campus and giving it form. Some of the broad themes that were embraced and incorporated into the signage include:

- Unusually heartfelt sense of pride, tradition and enthusiasm
- Academics and athletics are connected and their qualities contribute to the LSU experience
- LSU purple and gold is omnipresent
- Historic, grand and welcoming and welcoming
- Soft tones of stucco, bronze and tile roofs
- The Historic buildings, but classic and clean, eternal
- Rich and simple details, not overly ornamental
- Strong lines, pure geometry, blend of modern and classic
- A blend of styles that work in all together

THEMES AND DESIGN INSPIRATION
TRADITION, ENTHUSIASM, COLOR, VITALITY
Numerous organizational ideas were explored, based on creation of campus districts, or schemes based on landmark destinations, historic areas, secure and non-secure areas. In the final analysis, the preferred scheme reflects a true “mental map” of the way the campus is experienced via driving the three north-south corridors (Nicholson, Highland, and Lakeshore) and negotiating the pedestrian campus core and its gated access.

The wayfinding scheme is organized around the following:
- Three main corridors
- Central campus and visitor center
- Major destinations, serving as “anchors”

The majority of campus destinations reachable by car are accessed off these corridors. The corridors are also a natural and logical basis for direction giving. This scheme features longevity and flexibility as the campus evolves and expands around this basic framework.

• One campus, three different flavors
• People experience the campus along three major arteries
• Destinations are accessed from the arteries

Athletic (Nicholson Boulevard)

Academic (Highland Avenue)

Natural (Lakeshore Drive)
DESTINATIONS STRATEGY

The following hierarchy lists the approved ranking and official nomenclature of sign messages. The Tiers are based on a sorting by frequency of visitation and first-time visitor needs. This enables a break-down of the campus into logical segments and manageable experience. Additional destinations will appear on new campus maps.

Tier 1

Visitor Center and vehicular arteries only

Appearing on vehicular directional signs:
- Highland Road
- Louisiana Dr.
- Visitor Center
- West Lakeshore Drive
- River Road

Tier 2

Landmarks only

Appearing on vehicular directional signs:
- Alex Box Stadium
- Central Campus
- Lod Cook Alumni Center & Hotel
- Parker Coliseum
- PMAC
- Student Union
- Tiger Stadium

Tier 3

Major destinations

Appearing on pedestrian directionals, prominent facility identification, and maps— but not on vehicular directional signs:
- Andonie Museum
- Central Parking Garage (Future)
- Golf Course
- Greek Row
- Historic Quadrangle
- Lab School
- Paul M. Hebert Law Center
- LA House
- LSU System Building
- Memorial Tower
- Public Safety Police
- Redey Theatre
- School of Veterinary Medicine
- Sports & Adventure Complex (SAC)
- University Recreation Complex (USRC)
- Student Union
- Tiger Habitat / LSU Sports Store
- Tiger Park

Tier 4

Secondary destinations

Appearing on pedestrian directionals and prominent facility identification and maps— but not on vehicular directional signs:
- Child Care Center
- Dining Halls
- Residence Halls
- Student Health Center

DESTINATION HIERARCHY

Tier 1

Visitor Center and vehicular arteries only

Tier 2

Landmarks only

Tier 3

Major destinations

Tier 4

Secondary destinations
SIGN LOCATION PLAN

GATEWAYS AND DIRECTIONALS

The following plans illustrate diagrammatic locations for signs on the Main Campus. These diagrams are intended for planning and budgeting purposes only. Specific, phased installation projects will require field verification of precise locations and finalized messaging.

CG2 Campus Gateway (historical)
CG2 Campus Gateway (New)
DR1 Vehicular Directional (7in cap)
DR2 Vehicular Directional (4in cap)
SN1 Street Name (8in cap)
SN2 Street Name (5in cap)
SN3 Street Name (4in cap)
CK1 Campus Kiosk (large)
CK1 Campus Kiosk (large) with Interpretive
CK2 Campus Kiosk (small)
PK1 Parking ID (garage)
PK2 Parking ID (surface lot)
PK2 Parking ID (surface lot with Visitor Parking)
PK3 Parking ID (street)
Existing LSU campus maps vary greatly in graphic style, are visually complex, and difficult to update.

Switching to a GIS based mapping system can greatly improve these deficiencies.
The components of the sign system were designed individually for optimal functionality while complementing each other in form and finish to create a unified sign family. Signs fall within the following functional categories:

CAMPUS IDENTITY
Signs and structures distinguishing campus edges or entry portals.

VEHICULAR WAYFINDING AND PARKING
Signs serving to direct vehicular traffic to campus as well as within, culminating in a clear system of regulatory parking signs.

FACILITY IDENTIFICATION
Signs identifying the name and address of a building or facility, including building-mounted and freestanding configurations.

PEDESTRIAN WAYFINDING
Signs and maps intended to orient and direct individuals on foot throughout the campus.

ALTERNATIVE TRANSPORTATION
Signs serving the needs of shuttle bus riders or the campus trail network.

EVENT SIGNS
Short-term sign standards.

2 SIGN DESIGNS
Renovate, repair, and celebrate
Add subtle LSU identity
Highlight with lighting

**Design Rationale**
The historic gateways to the LSU campus are distinctive icons, linked to the traditional campus core in design and materials, evoking a gracious, understated sense of entry. The bracketed pairs at either end of Highland Road are appropriately scaled for the two-lane road. The gateway pair at the north campus entry on Nicholson Drive have been diminished by subsequent roadway widening. The gateways are in the process of being repaired, having suffered deterioration over many years. The recommendations are to add LSU identity and directed uplighting in a restrained manner to highlight these one-of-a-kind portals to campus.

**Message Criteria**
Only the Louisiana State University wordmark text is to be used.

**Placement & Orientation**
The gateways will remain in their current locations, with possible expansion of base walls to better engage the sidewalks and additional landscape plantings and ground plane improvements. No effort shall made to replicate or reproduce these anywhere else on campus.
Recalls historic gateways
Scale and proportion matches roadway
Preserves views into campus

**DESIGN RATIONALE**

Over time, entries into the campus have expanded to other portals. Most people enter the campus and never pass through the traditional entries of Highland Road. Visitors arrive from the interstate along Dalrymple, from the south along Nicholson Drive, and along West Lakeshore Drive and none of those entries currently feature LSU identity. The Dalrymple and West Lakeshore entries possess a scale and feel similar to Highland Road, and require appropriately-scaled entry features. The CG-2 gateways are designed to express the spirit and quality of the historic gateways, without copying them, and respond to different approaches and settings. Cast stone, decorative metal and use of the LSU text recall the spirit of the historic campus. Soft uplighting will improve nighttime legibility. The gateways are low and open, allowing views over and under into the campus beyond.

**MESSAGE CRITERIA**

Only the Louisiana State University wordmark text is to be used. Optional donor plaques can be integrated into the piers, providing recognition for groups who choose to assist with the funding and construction.

**PLACEMENT & ORIENTATION**

The gateways will be designed in conjunction with landscape and roadway improvements at each of the intersections. The complete solution will be a coordinated design of signs, signage, vegetation, lighting and ground plane treatments.
The gateways will be designed in conjunction with landscape and roadway improvements at each of the intersections. The complete solution will be a coordinated design of signs, siting, vegetation, lighting, and ground plane treatments.
Incorporate elements of the historic gateways
Appropriately scaled for legibility and context
Full-motion video board for events display

**DESIGN RATIONALE**

The intersection of Burbank Drive and Nicholson Drive represents the boundary of the main campus. Currently, no formal identifier exists at this location, which happens to be the busiest southern entry to the campus, along the busiest corridor of north-south traffic to and from downtown Baton Rouge and outlying parishes.

Future campus plans call for campus development between Nicholson Drive Extension and Burbank Drive. The new Alex Box Stadium and increasing development in south Baton Rouge will make this corner even more prominent in the future. A new electronic message unit will provide appropriately scaled graphics and event information along Nicholson Drive.

The design challenge is to present an image in keeping with the best of the campus core, at a highway scale, incorporating the motion graphics screen. The proposed design blends these elements into a gracefully curving sign that defines the corner and links to the video screen without being dominated by it. Message content and design for electronic message unit will be developed and administered by the LSU Office of Communications and University Relations.

The intersection of Burbank Drive and Nicholson Drive represents the boundary of the main campus. Currently, no formal identifier exists at this location, which happens to be the busiest southern entry to the campus, along the busiest corridor of north-south traffic to and from downtown Baton Rouge and outlying parishes.

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The design challenge is to present an image in keeping with the best of the campus core, at a highway scale, incorporating the motion graphics screen. The proposed design blends these elements into a gracefully curving sign that defines the corner and links to the video screen without being dominated by it. Message content and design for electronic message unit will be developed and administered by the LSU Office of Communications and University Relations.
Access provided to surface parking for photo opportunities

Ground plane landscape treatment to restrict access

**DESIGN RATIONALE**

The intersection of South Stadium Road and Nicholson Drive is both a functional and symbolic entry into the athletic epicenter of the main campus. This is the portal to Tiger Stadium and the PMAC, not to mention the LSU Sports Shop and the Tiger Habitat. The traditional pre-game parade courses down North Stadium Road to the stadium.

The largest number of event attendees arrive from the south, and the largest amount of game-day parking is concentrated to the south. While Tiger Stadium dominates the skyline, there is no street-level affirmation of the LSU campus.

The monumental scaled logo creates a memorable street-level icon, heightening the excitement of the gameday experience, and distinguishing this area of campus as the nexus of athletic activity. More than a gateway, this environmental graphic embodies the spirit of LSU. Access will be provided by a connective pathway from surface parking - providing a venue for memorable photo opportunities. The immediate zone around the logo will be planted with plant species that discourage direct contact or vandalism.
To create a memorable nighttime presence, several alternatives are being explored for the illumination of the LSU letters:

- Full coverage of letter faces with programmable LED matrix, allowing motion graphics and full video capability (shown at left). Message content and design for LED matrix will be developed and administered by the LSU Office of Communications and University Relations.
- Programmable LED face lighting, projected from ground spotlights, allowing event or seasonal color changes.
- Straightforward uplighting from ground spotlights.
Vehicular trailblazers are intended to reinforce the path of travel for vehicles to the LSU campus along wide, higher-speed roadways. Signs are one-sided painted aluminum panel, strap-mounted to an existing pole, or mounted to a single, dedicated, LaDOT-approved sign post.

**Message Criteria**

Trailblazer sign messages shall consist only of the LSU “Geaux font” logo and the standard directional arrow.

**Placement & Orientation**

Trailblazers should be located every mile or so, and in advance of major intersections to reinforce the appropriate direction of travel. When meant to indicate a turn, a trailblazer with turned arrow should occur twice—once in advance of the turn and again as close as possible to the turn itself.

Locations will require coordination with City of Baton Rouge and LaDOT for city and state right of ways, respectively.
**Clear and appropriately scaled wayfinding for Nicholson Drive**

**DESIGN RATIONALE**
The large vehicular directional is designed primarily for locations along Nicholson Drive (LA HWY 30), a high-speed, multi-lane highway, requiring appropriately sized text height for legibility. The single-sided, fabricated metal signs utilize reflective copy, and have a precast concrete base.

**MESSAGE CRITERIA**
Sign messages are limited to Tier 1 and Tier 2 destinations.

**PLACEMENT & ORIENTATION**
Signs should be placed approximately 100 feet in advance of the required turn, set back a minimum of 7 feet from the roadway edge or right of way.

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**Off-campus directional**

**Visitor Center**

**River Rd**

**Highland Rd**

**W Lakeshore Dr**

**Alex Box Stadium**

**PMAC**

**Tiger Stadium**

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**Visitor Header**

**Top Cap**

**Thick Rule**

**Sign Panel**

**Pattern**

**Tier 1 Text**

**Tier 2 Text**

**Arrow**

**Thin Rule**

**Raised Bar**

**Logo**

**Sign Base**

---

**Detail view**

---

**Elevation - Front**

**Scale: 1/4" = 1' - 0" Type DR1**

---

**Top View**

**Scale: 1/4" = 1' - 0" Type DR1**

---

**Side View**

**Scale: 1/4" = 1' - 0" Type DR1**

---

**Elevation - Back**

**Scale: 1/8" = 1' - 0" Type DR1**

---

**Visitor Center**

**River Rd**

**Highland Rd**

**W Lakeshore Dr**

**Alex Box Stadium**

**PMAC**

**Tiger Stadium**

---

**Visitor Header**

**Top Cap**

**Thick Rule**

**Sign Panel**

**Pattern**

**Tier 1 Text**

**Tier 2 Text**

**Arrow**

**Thin Rule**

**Raised Bar**

**Logo**

**Sign Base**

---

**Detail view**

---

**Elevation - Front**

**Scale: 1/4" = 1' - 0" Type DR1**

---

**Top View**

**Scale: 1/4" = 1' - 0" Type DR1**

---

**Side View**

**Scale: 1/4" = 1' - 0" Type DR1**

---

**Elevation - Back**

**Scale: 1/8" = 1' - 0" Type DR1**

---

**Visitor Center**

**River Rd**

**Highland Rd**

**W Lakeshore Dr**

**Alex Box Stadium**

**PMAC**

**Tiger Stadium**

---

**Visitor Header**

**Top Cap**

**Thick Rule**

**Sign Panel**

**Pattern**

**Tier 1 Text**

**Tier 2 Text**

**Arrow**

**Thin Rule**

**Raised Bar**

**Logo**

**Sign Base**

---

**Detail view**

---

**Elevation - Front**

**Scale: 1/4" = 1' - 0" Type DR1**

---

**Top View**

**Scale: 1/4" = 1' - 0" Type DR1**

---

**Side View**

**Scale: 1/4" = 1' - 0" Type DR1**

---

**Elevation - Back**

**Scale: 1/8" = 1' - 0" Type DR1**

---

**Visitor Center**

**River Rd**

**Highland Rd**

**W Lakeshore Dr**

**Alex Box Stadium**

**PMAC**

**Tiger Stadium**

---

**Visitor Header**

**Top Cap**

**Thick Rule**

**Sign Panel**

**Pattern**

**Tier 1 Text**

**Tier 2 Text**

**Arrow**

**Thin Rule**

**Raised Bar**

**Logo**

**Sign Base**

---

**Detail view**

---

**Elevation - Front**

**Scale: 1/4" = 1' - 0" Type DR1**

---

**Top View**

**Scale: 1/4" = 1' - 0" Type DR1**

---

**Side View**

**Scale: 1/4" = 1' - 0" Type DR1**

---

**Elevation - Back**

**Scale: 1/8" = 1' - 0" Type DR1**

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Clear wayfinding for visitor vehicular traffic

Enduring design and details complement the inner campus experience

Design rationale
The campus vehicular directional is designed for lower speed, on-campus roadways. Signs are post mounted, intended to be visible above parked cars, and to not present a visual barrier into the campus at eye level. The single-sided, fabricated metal signs utilize reflective copy and feature removable sign faces for ease of maintenance and updating.

Message criteria
Sign messages are limited to Tier 1 and Tier 2 destinations.

Placement & orientation
Signs should be placed approximately 50 feet in advance of the required turn, set back a minimum of 2 feet from the roadway edge. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. When lower height option is used, landscape or planting bed must be utilized.

Design
The campus vehicular directional is designed for lower speed, on-campus roadways. Signs are post mounted, intended to be visible above parked cars, and to not present a visual barrier into the campus at eye level. The single-sided, fabricated metal signs utilize reflective copy and feature removable sign faces for ease of maintenance and updating.

Message criteria
Sign messages are limited to Tier 1 and Tier 2 destinations.

Placement & orientation
Signs should be placed approximately 50 feet in advance of the required turn, set back a minimum of 2 feet from the roadway edge. Final placement should be adjusted to avoid tree canopies, sidewalks, and other landscape features. When lower height option is used, landscape or planting bed must be utilized.
A greeting for visitors, especially when booths are not staffed
Clear explanation of vehicle access and parking policy
Important link in wayfinding strategy

DESIGN RATIONALE
The gated entry points to the Central Campus are an important and challenging aspect to vehicular navigation. The Central Campus is also a key destination, and requires identification. Often the control booths are not staffed, and information needs to be provided when the path of travel is blocked. This sign greets and informs visitors with a welcome message, identifies the Central Campus and its car-free status, and describes hours of operation and the permit-only status of parking.

MESSAGE CRITERIA
Signs will identify the Central Campus, and display approved vehicular regulatory and parking restrictions.

PLACEMENT & ORIENTATION
Signs will be located in advance of the control gates and are used in tandem with the booth-mounted entry identification sign, GE2.
Brands entry as LSU

Aids direction-giving by naming gates

Important link in wayfinding strategy

design rationale

The gated entry points to the Central Campus are an important and challenging aspect to vehicular navigation. Often the control booths are not staffed, and information needs to be provided when the path of travel is blocked. This sign provides a reference point and aids in direction-giving to visitors, service vehicles, and emergency responders.

Message criteria

Signs will identify the street and the name of the gateway.

Placement & orientation

Signs will be attached to gateway booth bollards.
**Expression of LSU spirit along key campus roads and edges**

**DESIGN RATIONALE**

Campus banners are intended to bring color and LSU brand presence to the campus perimeter and key interior corridors. Banners are mounted to existing light poles, and scaled appropriately to the size of fixture.

**MESSAGE CRITERIA**

Banner designs are shown for guidance only and shall be approved through the Office of Communications and University Relations.

**PLACEMENT & ORIENTATION**

Banners may be placed on the street side of larger fixtures that allow a minimum of 14 feet of clearance. Smaller lighting fixtures dictate sidewalk-side mounting of banners. Street side accent banners may be used, as long as a clear zone of 18 inches is maintained from face of curb. Banner location strategy is shown on page 20.
**Consistent identification and naming of all structured parking**

**DESIGN RATIONALE**
This sign is designed to provide entry identification for large parking structures. The layout illustrated is intended for use at the planned facility on Highland and Raphael Semmes Road. The prominent “P” symbol in a blue square indicates the availability of visitor parking. The large scale and vertical projecting orientation provides visibility for vehicles approaching laterally. The final dimensions and placement of these signs will be coordinated with the design of the individual parking structure.

**MESSAGE CRITERIA**
Sign messaging is limited to the facility name, parking symbol, and lot number. Where required additional information, such as usage restrictions or hours may be displayed on a companion ground-mounted sign such as Type PK2. This sign will be double-sided, with messages on both sides. Messages will be determined by LSU Office of Facility Development and Campus Planning, and the LSU Office of Parking, Traffic and Transportation.

**PLACEMENT & ORIENTATION**
The sign is designed for facilities set back from campus roadways, necessitating a projecting mount on the structure facade, intended to be visible for vehicles approaching from left or right. Final placement will be determined based upon the approved garage design.
**Design Rationale**

The PK series of signs consolidates and organizes parking lot naming, restrictions, visitor parking availability, and LSU Parking Department tracking numbers into one consistent sign for use at the entrances to surface lots. A removable panel accommodates special event parking designations.

**Message Criteria**

Sign messaging is limited to the facility name, visitor parking messaging, usage restrictions/hours of operation and lot number. Messages will be determined by the LSU Office of Facility Development and Campus Planning, and the LSU Office of Parking, Traffic and Transportation.

**Placement & Orientation**

For maximum legibility, this sign is recommended to be double-sided and placed perpendicular to the main campus roadway. Optionally, signs may be single-sided and faced parallel to campus streets, depending on approaches and viewing angles. Final locations will be determined by the LSU Office of Facility Development and Campus Planning.

Consistent naming of all surface parking lots

Consolidated restriction information

Incorporation of temporary event panel

---

**Event Parking Panel**

**Top Cap**

**Accent**

**Tier 1 Text**

**Logo**

**Sign Panel**

**Raised Bar**

**Rule**

**Parking Zone**

**Parking Regulations**

**Lot Number**

**Sign Base**

---

**Message Options:** Visitor parking available  Restricted parking only  Event restriction panel

---

**Burden Oak Lot**

**Register Required:**

Monday through Friday 7:30 am - 6:30 pm
Minimize sign clutter

Standardized pole, hardware and graphics

**Design Rationale**
This sign is designed to provide clear identification of on-street campus parking and consistent posting of parking restrictions and hours of operation.

**Message Criteria**
Messages and parking zones will be determined by LSU Office of Facility Development and Campus Planning, and the LSU Office of Parking, Traffic and Transportation.

**Placement & Orientation**
The sign is typically set close to the roadway, with a minimum distance of 18 inches to the face of the curb. The sign is single-sided, with the message face parallel to, and oriented towards the street. Signs will be used in pairs, bracketing the parking zone. Additional mid-zone signs may be used to further define longer parking areas.
Consolidates and streamlines campus-wide parking signs

Dramatic reduction in “sign pollution”

Consistent policy language to aid enforcement
Consolidates and streamlines campus-wide traffic regulatory signs

Improves the quality of the campus landscape

**DESIGN RATIONALE**
Basic traffic control signage will be displayed on a simple black metal square post. This simple upgrade will unify the appearance and quality of this basic sign type, and minimize the clutter of mixed hardware styles. Backs of signs will also be painted, reducing the prominence of regulatory sign posting in the landscape.

**MESSAGE CRITERIA**
Sign face graphics will be retro-reflective, with panel shapes, messages, colors and symbols in compliance with the current edition of the MUTCD.

**PLACEMENT & ORIENTATION**
Sign panels should be positioned a minimum of 18 inches from face of curb, with a minimum distance of 7 feet from the bottom of the sign to the ground. Signs may be directly buried, with below-grade painted-in-place concrete footings, and LADOT-approved breakaway couplings.
Street names are a key component of overall wayfinding strategy

Responds to future building addressing and emergency response requirements

**Design Rationale**

LSU street signs will stand out from the standard sign designs, with their unique color scheme and type style. Through their repetitive use, custom street signs are an effective way to define a campus district and reinforce the LSU identity. Three sizes of street signs have been developed that respond to various roadway scales and speeds. The largest, shown here, is specifically designed for Nicholson Drive. This sign may be used along other large perimeter roadways as the campus expands.

**Message Criteria**

Messages will comply with City of Baton Rouge and LADOT official street name nomenclature.

**Placement & Orientation**

Signs are typically located on traffic control crossarms, parallel to the identified cross street, facing traffic, visible from stop lines. Applications, approval and locations shall be coordinated with City of Baton Rouge and LADOT.
**Design Rationale**

The larger letters and decorative scrollwork identify significant interior campus roadways. The 6” inch letter height is designed for legibility at posted speeds greater than 25 MPH. The larger sign blade may be combined with the 4 inch version where intersections with secondary streets on the same post occur.

**Message Criteria**

The 6 inch street sign is designated for the following roadways:
- Lakeshore Drive
- Highland Road
- South Stadium Drive
- Nicholson Extension

Panel length is determined by message length.

**Placement & Orientation**

Locate street signs on opposite corners of the intersection of all named roads for wayfinding and emergency response purposes. Leading edge of signs must be set back at least 2 feet minimum from front of curb, and blades should point away from the intersection.

Distinctive bracket and hardware evokes historic campus core

Reinforces LSU brand

Creates distinctive campus district

Context elevation PK2 and PK3 mounted in combination

Assembly and configuration detail
This sign is intended to be the primary street sign for the interior campus. The 4 inch letter height street sign is designed for legibility at posted speeds 25 MPH or less. The 4 inch sign blade may be combined on the same post with the larger 6 inch version where intersections with primary streets occur.

The 4 inch street sign is designated for all campus roadways with the exception of those identified with SN1 or SN2 signs. Panel length is determined by message length.

Locate street signs on opposite corners of the intersection of all named streets for wayfinding and emergency response purposes. Leading edge of signs must be set back at least 2 feet from front of curb and blades should point away from the intersection.
Consistent, legible facility identification, for vehicles and pedestrians

Standardized building names across campus

Allowance for major affiliate branding (AgCenter, Law Center)

Design rationale

Primary main campus facility identification, scaled to be legible from vehicles. Sign is non-illuminated, with messages occurring on both faces. Buildings with multiple entrances, and entrances with strictly pedestrian approaches, may use FA1 and FA2 (smaller scaled) signs in combination.

Message criteria

Identification will be restricted to the official building name, building construction date, street address, and LSU logo. A single department or school generating high levels of visitor traffic may be included, based on written approval from the LSU Office of Finance and Administrative Services (FAS).

LSU Law and Ag Center are permitted to use their affiliate logo in a single color (gray) in place of the LSU logo. Use of the affiliate logos shall be restricted to buildings that are either 100% or “mostly” occupied by the respective affiliate.

A site plan diagramming LSU Law and Ag Center campus facilities can be found in the Appendix. All FA1 signs shall be reviewed and approved by the LSU Offices of Facility Development and Campus Planning.

Placement & orientation

Signs are generally oriented perpendicular to roadways for best visibility, and should be consistently set back from the sidewalk edge. Signs should ideally be placed in planting beds to minimize obstruction to viewing and potential damage. Straightforward, direct burial, is preferred, thereby concealing exposed concrete footings.
For pedestrians, consistent facility wayfinding and identification

Scale and detailing that respects the historic campus core

**Design Rationale**
Secondary facility identification, scaled to be legible and appropriate for pedestrian zones. Signs are non-illuminated, with messages occurring on both faces. Buildings with multiple entrances, and entrances with strictly pedestrian approaches, may use FA2 and FA1 (larger-scaled) signs in combination.

**Message Criteria**
Identification will be restricted to the official building name, building construction date, street address, and LSU logo. A single department or school generating high levels of visitor traffic may be included, based on written approval from the LSU Office of Finance and Administrative Services (FAS). LSU Law and Ag Center are permitted to use their affiliate logos in a single-color (gray) in place of the LSU logo. Use of the affiliate logos shall be restricted to buildings that are either 100% or “mostly” occupied by the respective affiliate. A site plan diagramming LSU Law and Ag Center campus facilities can be found in the Appendix. All FA2 signs shall be reviewed and approved by the LSU Office of Facility Development and Campus Planning.

**Placement & Orientation**
The FA2 sign is intended for use in the core campus, or for other pedestrian-accessed facilities. Signs are to be oriented perpendicular to the building face, unless the orientation obscures legibility from the primary approaches. When a series of buildings face a major walkway or street, signs for each building shall be consistently set back from the pavement edge. Signs should be placed in planting beds to minimize obstruction to mowing and potential damage.
Building-mounted facility identification

**DESIGN RATIONALE**
Secondary facility identification, scaled to be legible and appropriate for pedestrian zones. Sign is intended to be used in lieu of Type 75-A. FA3 when a ground-mounted sign is not feasible or deemed inappropriate. Sign is non-illuminated, with messages occurring on one face. Buildings with multiple entrances, and entrances with strictly pedestrian approaches, may use this sign in combination with FA2 or FA1 signs.

**MESSAGE CRITERIA**
Identification will be restricted to the official building name, building construction date, street address, and LSU logo. A single department or school generating high levels of visitor traffic may be included, based on written approval from the LSU Office of Finance and Administrative Services (FAAS). LSU Law and Ag Center are permitted to use their affiliate logo as a single color (gray) in place of the LSU logo. Use of the affiliate logos shall be restricted to buildings that are either 100% or “mostly” occupied by the respective affiliate. A site plan diagramming LSU Law and Ag Center campus facilities can be found in the Appendix. All FA3 signs shall be reviewed and approved by the LSU Offices of Facility Development and Campus Planning.

**PLACEMENT & ORIENTATION**
Signs shall be oriented to face pedestrian approaches. Placement, especially in regard to historic building facades, will require review by LSU Office of Facility Development and Campus Planning on a case-by-case basis. Sign mounting hardware shall penetrate wall surfaces at mortar joints, minimizing damage to building facades.
Low-profile, unobtrusive compliance with ADA accessibility guidelines

Freestanding, when building-mounted is not available or desired

**Design Rationale**
This sign provides direction to accessible building entrances where the entrance is not immediately visible from the main path of travel, or in instances where an alternate, accessible entrance is provided.

**Message Criteria**
Signs will display approved building names, international accessibility symbol, and directional messaging.

**Placement & Orientation**
Signs will be coordinated with overall campus accessibility program and installed in concert with Type ED Entrance Identity plaques. Signs will be located adjacent to every building entrance or path where a separate accessible entrance is used, and then as required along the path of travel to the accessible entry. Signs shall be set back a minimum 6 inches from the path edge, and their placement must not obstruct any accessible path.

Use Southeast Entrance
Skip Bertman Dr.
Low-profile, unobtrusive compliance with ADA accessibility guidelines

Building-mounted option

**Design Rationale**
This sign provides direction to accessible building entrances where the entrance is not immediately visible from the main path of travel, or in instances where an alternate, accessible entrance is provided.

**Message Criteria**
Signs will display approved building names, international accessibility symbol, and directional messaging.

**Placement & Location**
Signs should be oriented to be visible from pedestrian paths and approaches. Proposed placement, especially in regard to historic building facades, will require review by LSU Office of Facility Development and Campus Planning on a case-by-case basis. Sign mounting hardware should be coordinated to penetrate wall surfaces at mortar joints, minimizing damage to building facades.
Ensures compliance with ADA accessibility guidelines
Reduced sign clutter
Provides consistent facility identification

DESIGN RATIONALE
Sign Type: ED will mark all facility entrances in a consistent manner, reinforcing approved building names, and clearly expressing the LSU identity. For accessible entrances, signs will display the accessibility symbol and feature raised text and braille. For non-accessible entrances, the accessibility symbol will be combined with a directional arrow indicating the nearest accessible entry. ED signs can be used in conjunction with AP signs to clearly mark paths to accessible entries. Implementation shall be coordinated with overall campus accessibility program.

MESSAGE CRITERIA
Signs will display approved building names, international accessibility symbol, and directional messaging.

PLACEMENT & ORIENTATION
Sign must be placed next to building entrances, between 48 inches and 60 inches above grade level. Signs should be oriented to be visible from pedestrian paths and approaches. Proposed placement, especially in regard to historic building facades, will require review by LSU Office of Facility Development and Campus Planning on a case-by-case basis. Sign mounting hardware should be coordinated to penetrate wall surfaces at mortar joints, minimizing damage to building facades. Sign locations will be coordinated with the LSU Office of Disability Services.
One-stop campus visitor orientation
Detailing complements campus environment
Flexible, with multiple informational configurations
Accommodates future interactive/digital displays

Design Rationale
Located at major centers of pedestrian activity, this kiosk consolidates multiple displays of information into a single unit. Future versions may make use of technology-based information systems, including touch-screen surfacing, ATM machines, parking ticket vending.

Message Content
“...You Are Here”-style maps orient visitors to overall university layout and highlight connections to campus destinations and downtown Baton Rouge. One face is reserved for a large scale campus map with comprehensive index of destinations. A second, oriented to a five-minute walk radius, provides more localized detail. The other two panels may be used for display of artist works, interpretive/exhibit information, or campus trail network maps. All proposed content must be reviewed and approved by the LSU Office of Facility Development and Campus Planning, Communications and University Relations, and F.A.S. (Finance / Administration Services).

Placement & Orientation
Strategically located near visitor parking areas and pathway junctions. Because of its scale and four-sided configuration, the kiosk should be located in a planned plaza space with ample room—a minimum of 48 inches of clearance on all sides—allocated to circulate around the structure. The placement must not obstruct any accessible path. If the kiosk must be located on a path, a “bump-out” concrete pad must be created to accommodate the 48 inches of clearance on all sides.

One concept unit. Future versions may make use of technology-based information systems, including touch-screen surfacing, ATM machines, parking ticket vending.

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“...You Are Here”-style maps orient visitors to overall university layout and highlight connections to campus destinations and downtown Baton Rouge. One face is reserved for a large scale campus map with comprehensive index of destinations. A second, oriented to a five-minute walk radius, provides more localized detail. The other two panels may be used for display of artist works, interpretive/exhibit information, or campus trail network maps. All proposed content must be reviewed and approved by the LSU Office of Facility Development and Campus Planning, Communications and University Relations, and F.A.S. (Finance / Administration Services).

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Provides campus orientation from all parking areas

Comprehensive campus map and directory

Low profile design, complementary to campus context

Design Rationale
This smaller kiosk focuses on the overall campus map and directory, and is primarily intended to be used at all campus parking areas. It may also be used throughout the campus to supplement the primary, four-sided kiosks.

Message Content
Primary content is the large scale campus map with comprehensive index of destinations. As conditions permit, the kiosk may be double-sided, with the second face displaying an area map, constrained to a five minute walk radius, providing localized detail. All proposed content must be reviewed and approved by the LSU Office of Facility Development and Campus Planning and the LSU Office of Communications and University Relations.

Placement & Orientation
Strategically located in various parking areas. Large parking areas may feature multiple kiosks. Typically located next to pathways, in plantings or lawn areas. Depending on conditions, the sign may parallel paths, or be perpendicular, for two-sided configurations.
Jesuit priests brought sugarcane into south Louisiana in 1751. After some experimenting with growing sugarcane, a thriving sugar industry was born in Louisiana that continues today.

Brings to life the history and culture of the LSU campus
Reduces sign clutter, consolidates existing variety of sign plaques
Visually tied into the overall wayfinding system

Design Rationale
The LSU campus contains many areas and sites with cultural and historic significance. Bringing these to life reinforces the sense of place, and illuminates the origins of local traditions. The interpretive sign program consolidates the variety of existing, ad hoc historical plaques and markers into a system of engaging interpretive panels. The system shares components and formats with the overall wayfinding system, yet introduces more variety in color, graphics and imagery.

Message Content
The designs illustrated in this manual intend to guide overall style, materials, and fabrication techniques. Panel content and imagery will be determined by LSU. Signs may be single- or double-sided, depending on orientation and content needs. Final review and approval of panel designs and locations is by the LSU Office of Facility Development and Campus Planning, and the LSU Office of Communications and University Relations.

Placement & Orientation
Signs are intended to be located near interpretive sites (Indian Mounds, Greek Theatre, etc.) and carefully placed so as not to compromise the site itself. Ideally signs should be located off pedestrian paths, in planting beds, to minimize site disturbance and exposed footings.
Brings to life the history and culture of the LSU campus
Reduces sign clutter, consolidates existing variety of sign plaques
Visually tied into the overall wayfinding system

Jesuit priests brought sugarcane into south Louisiana in 1751. After some experimenting with growing sugarcane, a thriving sugar industry was born in Louisiana that continues today.

MESSAGE CONTENT
The designs illustrated in this manual intend to guide overall style, materials, and fabrication techniques. Panel content and imagery will be determined by LSU. Final review and approval of panel designs and locations is by the LSU Office of Facility Development and Campus Planning and the LSU Office of Communications and University Relations.

PLACEMENT & ORIENTATION
Signs are intended to be located near interpretive sites, (Allen Hall Murals, etc.) carefully placed so as not to compromise the site. Signs should be oriented to be visible from pedestrian paths and approaches. Placement on building facades, will require review by LSU Office of Facility Development and Campus Planning on a case-by-case basis. Sign mounting hardware should be coordinated to penetrate wall surfaces or interior joints, minimizing damage and need for extensive patching should the sign require removal.

DESIGN RATIONALE
The LSU campus contains many areas and sites with cultural and historic significance. Bringing these to light reinforces the sense of place, and illuminates the origins of local traditions. The interpretive sign program consolidates the variety of existing, ad hoc historical plaques and marks into a system of engaging interpretive panels. The system shares components and format with the overall wayfinding system, yet introduces more variety in color, graphics and imagery.

Context elevation Detail—graphics and imagery style
Coordinates identity for all campus trails
Reinforces LSU identity
Raises awareness of fitness options

DESIGN RATIONALE
As part of the initiative to promote healthy lifestyles and encourage non-vehicular connections, trails will be marked and identified to raise awareness of the LSU campus trails system, and their availability for walking, biking, and running.

MESSAGE CRITERIA
Signs will display approved trail names, symbology, and milepost data.

PLACEMENT & ORIENTATION
Located at key trail crossroads, or intersections of bike trails with streets. Generally mounted to existing light poles, located adjacent to dedicated mixed-use path. The placement must not obstruct pathways.
Increase visibility of the Tiger Trails system
Provide comprehensive route list at each stop
Design integration with overall campus wayfinding

**Design Rationale**
Located at campus shuttle bus stops, where the posting of schedule information is desired.

**Message Criteria**
Signs will display Tiger Trails logo and graphics, street (stop) name, route list, and website address. Route strips are digitally printed vinyl allowing for ease of updating. Final messaging to be coordinated by LSU office of parking, Traffic, and Transportation.

**Placement & Orientation**
Locate the shuttle stop sign adjacent to a sidewalk, set back 6 inches from the edge with blade facing away from the street. The placement must not obstruct any accessible path. If no sidewalk is present, locate at least 2 feet minimum back from front of curb with blade facing away from the street. Locations off-campus require coordination with the City and LADOT.
Uniform system of event traffic control

Adaptable for emergency management in addition to University events

A new system of coordinated temporary signage will replace the current ad-hoc method of directing traffic for game-day and other large events. Safety and clear wayfinding is emphasized, along with the desire to reinforce the LSU brand during these high-visibility events.

Portable digital displays will provide flexible communication solutions, and can deliver critical messages as required for emergency management plans. Messages will be developed by the LSU Office of Parking, Traffic, and Transportation in coordination with the LSU Athletic Department.

The strategy for game-day parking divides up the parking areas into four zones, simplifying wayfinding and directing traffic.

Event parking zones
Better image for LSU, reinforces brand

Simplified parking zones, reduce visitor confusion

**DESIGN RATIONALE**

Based on the event parking zone strategy, bold and consistent signage will identify parking lots and zones within larger lots. Freestanding A-frame style signage and temporary post and panel systems respond to the various site conditions, presenting a professional, uncluttered image.

**MESSAGE CRITERIA**

Signs will display temporary lot names, parking zones, and parking restrictions. Optional text may display dates of event. Messages will be developed by the LSU Office of Parking, Traffic, and Transportation and the LSU Athletic Department.

**PLACEMENT & ORIENTATION**

Sign panels may be mounted to “A-frame” portable structures, or temporary posts with concrete base.
Design Rationale

A series of pre-lettered sign panels will be stocked by Campus Parking for use on event days to address temporary regulatory and parking restrictions. These sign panels will be integrated into moveable barricades or utilize a ground attachment method that allows secure mounting, yet easy removal and a minimum of installed hardware at the ground plane.

Message Criteria

Signs will display event lot names, parking zones, and parking restrictions. Optional text may display dates of event. Messages will be developed by the LSU Office of Parking, Traffic, and Transportation.

Placement & Orientation

Sign posts may feature magnetic flush base design, allowing for secure mounting with ease of removability, or “Gorilla Posts.” Moveable barricades are designed to accommodate a sign panel for regulatory information as needed.
A strategy of design standards, applied throughout the sign program, helps to maintain consistency of look and feel as well as presentation of information. Standards have been developed for the following design elements:

- **University Identity**
- **Typography**
- **Sign Colors and Materials**
- **Symbols and Arrows**
- **Standard Details**
- **Individual Sign Details**
The standard typeface for the sign program is Whitney. Initially developed for New York’s Whitney Museum, this font has numerous advantages:

- Works in crowded environments
- Legible at a distance
- Sturdy enough to withstand a variety of fabrication techniques
- Compact forms and broad x-height use space efficiently, and its ample counters and open shapes make it clear under any circumstances
- Carefully designed to resist distortion or material weakness, producing letterforms that are stable over a wide range of sizes and applications

Specific styles are used for various applications and are called out for each sign type. Characters from each style are shown here for visual reference.

Whitney is available in PC and Macintosh formats from:

Hoefler & Frere-Jones, Inc.
611 Broadway, Room 725
New York, NY 10012-2608
Tel. 212 777 6640
Fax 212 777 6684
info@typography.com

Clear, versatile, thoughtful
Wide range of weights and styles
COLORS

Primary
- Jet Black
- Dark Gray
- PMS 143
- PMS 268
- Light Gray
- White
- PMS 2587
- PMS 1807
- PMS 124
- PMS 5753
- PMS 432
- BM HC-19
- PMS 155
- PMS 7497

IDENTITY
- Interpretive Regulatory

Paints are Matthews Acrylic Polyurethane, available from Lakeview Corporate Park
- 8201 100th Street
- Pleasant Prairie, WI 53158-2201
- 1-800-329-6593 www.matthewspaint.com

Vinyls are 3M, available from
- 3M Center, Building 9228-12-1-84
- St. Paul, MN 55144 USA
- 1-800-333-3333 www.3M.com/graphics

Avery Graphics, available from
- Graphics and Reflective Products Division
- Plainfield, OH 44763 USA
- 1-800-443-5690 www.averygraphics.com

Aron Colors Series, available from
- Arons
- 2811 South Harbor Blvd.
- Santa Ana, CA 92704
- 800-854-0361 www.arlon.com

COLOR AND MATERIAL SOURCES

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- Santa Ana, CA 92704
- 800-854-0361 www.arlon.com

COLOR APPLICATION GUIDELINES

Authority for color determination rests with the LSU Office of Facility Development and Campus Planning.

Official LSU brand colors

PMS 248
PMS 523

Pennant

APs Purple
- PMS 143 Satin Finish

APs Gold
- PMS 418 Acrylic Round
- Rotogravure to match PMS 418

APb Black
- PMS 2587 Acrylic
- Rotogravure to match PMS 2587

APw White
- PMS 124 Acrylic
- Rotogravure to match PMS 124

Powdercoatings

PCs Satin Gold Metallic
- Type: Dye
- PMS 1247

Pj Black Satin Metallic
- Type: Dye
- PMS 1246

Pantone Colors ( Interpretive Signs )

PMS 7867
PMS 1763
PMS 402

SIMPLE

Vr Reflective Yellow
- PMS 680-C
- 800-367-660-1
Vr Reflective White
- PMS 680-C
- 800-367-660-10

Vb Creme Yellow
- PMS 680-C
- 800-367-660-11
Vb Carrot Yellow
- PMS 680-C
- 800-367-660-19

Vg Graphite
- PMS 680-C
- 800-367-660-21
Vg Dark Gray
- PMS 680-C
- 800-367-660-10

Vh Black
- PMS 680-C
- 800-367-660-30
Vh White
- PMS 680-C
- 800-367-660-40

SYMBOL SOURCES

Symbols used in the system are custom designed for LSU Campus Wayfinding Signage Guidelines, or are accepted standards established by:
- Federal Highway Administration
- Society for Environmental Graphic Design
- American Institute of Graphic Arts

SYMBOL APPLICATION GUIDELINES

Use of symbols not provided in these Guidelines must be reviewed by the LSU Office of Facility Development and Campus Planning.
The need for breakaway footings for signs located near roadways will be determined during installation phases. The details illustrated here are shown as a recommended approach, and will require final approval by LADOT and the City.

Breakaway details courtesy of:
Transpo Industries Inc.
20 Jones Street
New Rochelle, NY 10801
**SIGN BASES**
cast concrete, fabricated cabinet

**TYPICAL DETAILS**
removable sign face

---

**Section:** Base detail, fab. cabinet signs  
Scale: 3/8” = 1’ - 0”  
Type PK.2

---

**Section:** Prefab sign base and footing  
(Not to scale)  
Type DR.1

---

1. **Square corner channel**
2. **Fabricated frame**
3. **Rivnut or approved blind fastener**
4. **Sign Face**
5. **Sign Post as specified**
6. **Tamper resistant fasteners**
7. **Spanner, Pin in Torx, etc. painted to match sign faces.**

---

1. **Cast concrete**
2. **Fabricated cabinet**
3. **Typical details**
4. **Removable sign face**
5. **Ornamental Bracket & Hardware**
6. **Square corner channel**
7. **Fabricated frame**
8. **Tamper resistant fasteners**
9. **Spanner, Pin in Torx, etc. painted to match sign faces.**
TYPICAL DETAILS

FINIALS

DESIGN INTENT

These custom designs are inspired by detailing on the historic gateways, and blend elegance and texture to the sign types in the LSU Wayfinding system. Finials can be fabricated, turned from aluminum, or cast from resin. It is recommended that a certain amount of attic stock of the various sizes be fabricated and kept on hand. Finials are to be securely attached to, and painted to match, sign posts and kiosks.

Pedestrian Paths and Accessibility

SIGN PLACEMENT

These custom designs are inspired by detailing on the historic gateways, and blend elegance and texture to the sign types in the LSU Wayfinding system. Finials can be fabricated, turned from aluminum, or cast from resin. It is recommended that a certain amount of attic stock of the various sizes be fabricated and kept on hand. Finials are to be securely attached to, and painted to match, sign posts and kiosks.
SIGN PLACEMENT
parking and directional

SIGN PLACEMENT
facility identity

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3 DESIGN GUIDELINES 113
### 3.1 SIGN DETAILS

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### AP1
**Accessible Pathway**

**Bollard Sign**

**Fabrication Details**
- Top Cap: Fabricated aluminum “pyramidal” shape, AP3
- Accent: 1/2" h., V3
- Accessibility Symbol: 4" h., circle, V3, symbol, V8
- Arrow: 1 3/4" sq., V8
- Sign Panel: Aluminum rectangular tube, AP3
- Entry Designation: 3" h., T3, V4
- Sign Base: Above grade (above) or below grade (planted bulb)

**Elevation**
- Scale: 1" = 1'-0" Type AP

**Top View**
- Scale: 1/16" = 1'-0" Type AP

**Side View**
- Scale: 1/16" = 1'-0" Type AP

### AP2
**Accessible Pathway**

**Wall Mounted Sign**

**Fabrication Details**
- Accent: 1/2" h., V3
- Accessibility Symbol: 4" h., circle, V3, symbol, V8
- Arrow: 1 3/4" sq.,V8
- Entry Designation: 3" h., T3, V8
- Sign Base: Aluminum panel mounted with blind ends in existing wall, AP1
- Entry Designation: 3" h., T3, V8
- Secondary Message: 1/2" h., T3, V4

**Elevation**
- Scale: 1" = 1'-0" Type AP2

**Top View**
- Scale: 1/16" = 1'-0" Type AP2

**Side View**
- Scale: 1/16" = 1'-0" Type AP2
**Fabrication Details**

- Small/Large Banner: Sunbrella cloth or approved equal to match, Pantone 268
- Logotype: 3 3/8” h., silkscreened copy to match, Pantone 2587
- Logo: 4” h., Sunbrella cloth or approved equal to match, Pantone 123
- Accent: 2” h., Sunbrella cloth or approved equal to match Pantone 123
- Bracket: KBW Banner Flex or equal, PC3

- Small/Large Banner: Sunbrella cloth or approved equal to match, Pantone 268
- Logotype: 1 3/8” h., silkscreened copy to match, Pantone 2587
- Logo: 4” h., Sunbrella cloth or approved equal to match, Pantone 123
- Accent: 1 1/5” h., Sunbrella cloth or approved equal to match Pantone 123
- Bracket: KBW Banner Flex or equal, PC3
Specifications

- **Existing Gateway Structure**
- **CG1 Sign Addition**

**Sign Detail**

- **Scale**: 3/4" = 1' - 0"
- **Type**: CG1

- **Frame**: 3/4 inches x 1.5 inches rectangular aluminum tube PC3
- **Sign Panel**: 1/4 inches thick aluminum panel PC2
- **Logotype**: 2 3/4 inches high 1/4 inches thick dimensional letters PC1

**Lighting**: Illuminate entire Gateway with concealed, ground-mounted, LED uplights

---

**Fabrication Details**

- Frame: 3/4 inches x 1.5 inches rectangular aluminum tube PC3
- Sign Panel: 1/4 inches thick aluminum panel PC2
- Logotype: 2 3/4 inches high 1/4 inches thick dimensional letters PC1
- Lighting: Illuminate entire Gateway with concealed, ground-mounted, LED uplights

---

**Elevation**

Scale: 1/4" = 1' - 0"

Type: CG1
Post: Architectural precast concrete with inset on 4 sides
Frame: 2 1/2” x 5” aluminum rectangular tube PC3
Sign Panel: 3” thick fabricated aluminum panel PC2
Logotype: 14” high 1/2” thick dimensional letters
Donor Panel: Cast bronze
Lighting: Concealed, ground-mounted, LED uplights

FABRICATION DETAILS
- Post: Architectural precast concrete with inset on 4 sides
- Frame: 2 1/2” x 5” aluminum rectangular tube PC3
- Sign Panel: 3” thick fabricated aluminum panel PC2
- Logotype: 14” high 1/2” thick dimensional letters
- Donor Panel: Cast bronze
- Lighting: Concealed, ground-mounted, LED uplights

CG2

campus gateway

CG2
campus gateway
FABRICATION DETAILS
- Top Cap: formed aluminum "pyramidal" shape, AP3
- Display: full-motion video LED matrix, final specifications and technology to be determined
- Logo: embossed / cast into concrete, no fill
- Signs: Base: Pre-cast concrete, color and finish to match campus standards
- Lighting: Illuminate base only with concealed, ground-mounted, LED uplights

Fabrication details
- Post: Architectural precast concrete with inset on 4 sides
- Frame: 4" high rolled aluminum tube PC3
- Sign Panel: 1" thick fabricated aluminum panel PC2
- Logotype: 36" high 2" thick dimensional letters PC1
- Lighting: Illuminate sign panel and posts with flush, ground-recessed LED uplights

Variable message board
- Top Cap: formed aluminum "pyramidal" shape, AP3
- Display: full-motion video LED matrix, final specifications and technology to be determined
- Logo: embossed / cast into concrete, no fill
- Sign Base: Pre-cast concrete, color and finish to match campus standards
- Lighting: Illuminate base only with concealed, ground-mounted, LED uplights

Variable message board
- Top Cap: formed aluminum "pyramidal" shape, AP3
- Display: full-motion video LED matrix, final specifications and technology to be determined
- Logo: embossed / cast into concrete, no fill
- Sign Base: Pre-cast concrete, color and finish to match campus standards
- Lighting: Illuminate base only with concealed, ground-mounted, LED uplights
Fabrication Details

- Logo (option 1): Fabricated aluminum with flush-to-face full motion video LED matrix display, final specifications and technology to be determined.
- Logo (option 2): Fabricated aluminum with flush-to-face LED color changing matrix, final specifications and technology to be determined.
- Logo (option 3): Fabricated aluminum, PC1, with illumination from concealed, ground-mounted LED spot lights.

Post: square steel, PC3, structurally engineered as required, accommodating power as required.

Plantings: to be determined—design intent is dense vegetation that will discourage access to logo while avoiding installation of a fence or other barrier(s).

Suggested vegetation types could include Burford Holly or Chinese Holly ("Rotunda").
FABRICATION DETAILS
- Fabricate aluminum, custom profiles, AP5
- Roof: Fabricated aluminum roof, AP5
- Downlights: Flashed-mounted, low voltage LED spots
- Sign Panel: Fabricated aluminum sign cabinet, AP5
- Welcome Text: T5, AP4
- Logs: 1/2" h.
- Logotype: 1/2" h.
- Map Title: 2", T3
- Information Icon: 4" sq.
- Map and Directory: Digitally printed vinyl (option 1) or digital high pressure laminate (SHPL) panel (option 2)
- Sign Post: 4" sq., AP5
- Ornamental Bracket & Hardware: water-jet cut aluminum plate and aluminum extrusions, AP5
- Sign Base: post and sleeve sidewalk condition

FABRICATION DETAILS
- Top Cap: Fabricated aluminum "pyramid" shape, AP5
- Accent: match AP1, T5, match AP1
- Information Icon: White, match AP1, AP2
- Sign Panels: AP1 (front, back and side) with 3" digital high pressure laminate (SHPL) panel or digitally printed vinyl
- Map and Directory: Digital artwork
- Logo: match AP1
- Ornamental Bracket & Hardware: water-jet cut aluminum plate and aluminum extrusions, AP5
- Sign Post: 4" sq., aluminum extrusion, AP5
- Sign Base: below grade
**Campus Shuttle**

**Fabrication Details**
- Engraved text, cast aluminum or resin, AP3
- Trails logos (per specs)
- Route: V3
- Street Name: T1, T2
- Routes: digital print on vinyl, T7
- Sign Panel: 1/2" aluminum plate, AP1
- Website: T2, T3
- Sign Post: 4" sq. aluminum extrusion, AP3
- Sign Base: below grade, sleeve

**Vehicular Directional**

**Fabrication Details**
- Top Cap: aluminum formed “pyramidal” shape, AP3
- Visitor Header: AP3
- Thick Rule: 1 5/8” h., V3
- Sign Panel: fabricated aluminum sign cabinet, AP1
- Tier 1 Text: 7” h., 14” line spacing, T1, V2
- Tier 2 Text: 6 1/4” h., 11 1/4” line spacing, T3, V2
- Thin Rule: 3/8” h., V3
- Arrow: 10 1/2” sq., V5
- Raised Bar: aluminum extrusion, AP3
- Logo: embossed/cast into concrete, no fill
- Sign Base: Pre-cast concrete, color and finish to match campus standards
- Pattern: Mask and spray Pantone 2587 on AP1, or digital print Pantone 2587 on AP1
vehicular directional

FABRICATION DETAILS
- Gold Cast or spun aluminum or approved equal, AP3
- Top Cap: Fabricated aluminum “pyramidal” shape, AP3
- Visitor Header: AP3
- Thick Rule: 1” h, V3
- Regulatory Text: 1 5/8” h, T5, V2
- Thin Rule: 1/4” h, V3
- Test 1 Text: 6” h, 8” line spacing, T1, V3
- Arrow: 4 1/4” sq, V1
- Sign Panel: Fabricated 3” th. aluminum cabinet with 1/8” th. removable aluminum sign faces, AP1
- Test 2 Text: 1/2” h, 4 1/2” line spacing, T2, V2
- Logo: 3 3/4” h, V3
- Ornamental Bracket & Hardware: water jet cut aluminum plates and aluminum extrusions, AP3
- Sign Base: post-in-sleeve or breakaway, AP3

Fabrication Details
- Accent: tactile, AP2
- Facility Name: 5/8” h., 1/32” raised T2, AP4 with grade 2 braille translation AP1
- Sign Panel: .25” etched zinc, AP1, with .25” aluminum mounting plate, AP3
- Logo: 3/4” h., 1/32” raised, AP2
- Rule: 1/4” h., 1/32” raised, AP2
- Accessibility Panel: AP1
- Arrow: 1 1/2” h., V8
- Access Symbol: 2 5/8” h., 1/32” circle, V5, symbol, V8
- Entry Designation: 1/2” h., T3, V8
**EV1**

**Fabrication Details**
- **EV1A**
  - Parking Zone: 1' - 3 1/2" h., V1, 6" h. number, T8, V1
  - Sign Panel: .090" aluminum panel, AP1 all sides
  - Arrow: 5" sq V1
  - Sign Post: 4" sq. aluminum extrusion, AP3
  - Sign Base: concrete, AP3

- **EV1B**
  - Mobile LED Display w/ Trailer
  - Aspect Ratio: 16:9
  - Display: full-motion video LED matrix, final specifications and technology to be determined

**EV2**

**Fabrication Details**
- **EV2A**
  - Parking Zone: 1' - 3 1/2" h., V1, 6" h. number, T8, V1
  - Sign Panel: .090" aluminum panel, AP1 all sides
  - Arrow: 5" sq V1
  - Lot Name: 3 1/2" h., V1, T7
  - Sign Post: 4" sq. aluminum extrusion, AP3
  - Sign Base: concrete, AP3

- **EV2B**
  - Mobile LED Display w/ Trailer
  - Aspect Ratio: 16:9
  - Display: full-motion video LED matrix, final specifications and technology to be determined

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**LOUISIANA STATE UNIVERSITY | CAMPUS WAYFINDING SIGNAGE GUIDELINES**

**3 SPECIFICATIONS**

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**Fabrication Details**

- **EV3A**
  - Barricade: Polypropylene modular interlocking barrier to match PMS 143
  - EV3B
    - Parking Zone: 1’ - 3 1/2” h. V1, 6”, h. number, T9
    - Sign Panel: .090” aluminum panel, all sides. AP1
    - Lot Name: 2 3/8” h. V1, T7
    - A-Frame: Black
    - Logo: 3 1/8” h. V1
    - Regulatory: 1 1/8” h. T5, V2
    - Regulatory 2: 1 1/2” h. T5, V2
  - EV3C
    - Parking Zone: 1’ - 3 1/2” h. V1, logo backgrounds. T7-14
    - Headline: 1 1/4” h. V1
    - Sign Panel: 1/8” aluminum plate, AP1
    - Arrow: 1 1/8” sq. V1
    - Sign Panel: 1/8” aluminum plate. AP1
    - Sign Base: below Gorilla Post

- **FA1**
  - Facility: Cast or spun aluminum or approved equal
  - Top Cap: Fabricated aluminum “pyramidal” shape
  - Accent: 1 1/4” h. V7
  - Facility Name: 4 1/8” h. T1, V8
  - Date: 1 1/8” h. T5, V3
  - Sign Panel: Fabricated 3/8” thick aluminum cabinet with 1/8” removable aluminum sign faces. AP1
  - School: 2 1/8” h. T5, V8
  - LSU Logo: 7” h. T7
  - Affiliate Logo: 7” h. T4
  - Ornamental Bracket & Hardware: water-jet cut aluminum plate and aluminum extrusions. AP1
  - Sign Post: Above grade (fence) or below grade (planting bed)

**Event Temporary**

**Regulatory**

**Fabrication Details**

- **EV3A**
  - Barricade: Polypropylene modular interlocking barrier to match PMS 143
  - EV3B
    - Parking Zone: 1’ - 3 1/2” h. V1, 6”, h. number, T9
    - Sign Panel: .090” aluminum panel, all sides. AP1
    - Lot Name: 2 3/8” h. V1, T7
    - A-Frame: Black
    - Logo: 3 1/8” h. V1
    - Regulatory: 1 1/8” h. T5, V2
    - Regulatory 2: 1 1/2” h. T5, V2
  - EV3C
    - Parking Zone: 1’ - 3 1/2” h. V1, logo backgrounds. T7-14
    - Headline: 1 1/4” h. V1
    - Sign Panel: 1/8” aluminum plate, AP1
    - Arrow: 1 1/8” sq. V1
    - Sign Panel: 1/8” aluminum plate. AP1
    - Sign Base: below Gorilla Post

- **FA1**
  - Facility: Cast or spun aluminum or approved equal
  - Top Cap: Fabricated aluminum “pyramidal” shape
  - Accent: 1 1/4” h. V7
  - Facility Name: 4 1/8” h. T1, V8
  - Date: 1 1/8” h. T5, V3
  - Sign Panel: Fabricated 3/8” thick aluminum cabinet with 1/8” removable aluminum sign faces. AP1
  - School: 2 1/8” h. T5, V8
  - LSU Logo: 7” h. T7
  - Affiliate Logo: 7” h. T4
  - Ornamental Bracket & Hardware: water-jet cut aluminum plate and aluminum extrusions. AP1
  - Sign Post: Above grade (fence) or below grade (planting bed)
**Fabrication Details**

**facility identity**

**Small, Freestanding**

- **Backplate**: 1/2" aluminum plate with 1/8" beveled edge, AP3
- **Accent**: 7/8" h., V3
- **Facility Name**: 2 5/8" h., 4 1/4" line spacing, T1, V8
- **Date**: 1 1/8" h., T3, V3
- **Sign Panel**: .25" aluminum plate, AP1
- **LSU Logo**: 2 3/4" h., V3
- **Affiliate Logo**: 2 3/4" h, V4
- **Address**: 1" h., T5, V3

Mount backplate to wall with blind threaded studs. Faceplate mounted to backplate with full coverage VHB tape.

**Fabrication Details**

**facility identity**

**Building Mounted**

- **Backplate**: 1/2" aluminum plate with 1/8" beveled edge, AP1
- **Accent**: 7/8" h., V3
- **Facility Name**: 2 3/4" h., 4 1/4" line spacing, T1, V8
- **Date**: 1 1/8" h., T3, V3
- **Sign Panel**: .25" aluminum plate, AP1
- **LSU Logo**: 2 3/4" h., V3
- **Affiliate Logo**: 2 3/4" h, V4
- **Address**: 1" h., T3, V3

Mount backplate to wall with blind threaded studs. Faceplate mounted to backplate with full coverage VHB tape.
**Fabrication Details**

- Top Cap: Fabricated aluminum “pyramidal” shape, AP3
- Finial: Cast or spun aluminum or approved equal, AP3
- Welcome Text: 2 1/4” h., T2, V2
- Accent: V3
- Area Name: 4 1/4” h., T2, V3
- Logo: 4 1/4” h. V1
- Sign Panel: Fabricated 3” th. aluminum cabinet with 1/8” th. removable aluminum sign faces, AP1
- Parking Regulatory: 2 1/2” h., T3, T2 1 3/8” h., T6, V2.
- Sign Post: 4” sq. aluminum extrusions: AP3
- Ornamental Bracket & Hardware: water-jet cut aluminum-plated and aluminum extrusions: AP3
- Sign Base: above grade (lawn) or below grade (planting bed)

**Fabrication Details**

- Accent: 2” h., V3
- Logo: 5 3/4” h., V1
- Logotype: 3 3/4” h., V1
- Street: 2 1/2” h., T2, V2
- Gate: 2 1/2” h., T3, V2
- Sign Panel: Fabricated aluminum sign cabinet, AP3
- Bracket: aluminum extrusions: AP3

- Top Cap: Fabricated aluminum “pyramidal” shape, AP3
- Finial: Cast or spun aluminum or approved equal, AP3
- Welcome Text: 2 1/4” h., T2, V2
- Accent: V3
- Area Name: 4 1/4” h., T2, V3
- Logo: 4 1/4” h. V1
- Sign Panel: Fabricated 3” th. aluminum cabinet with 1/8” th. removable aluminum sign faces, AP1
- Parking Regulatory: 2 1/2” h., T3, T2 1 3/8” h., T6, V2.
- Sign Post: 4” sq. aluminum extrusions: AP3
- Ornamental Bracket & Hardware: water-jet cut aluminum-plated and aluminum extrusions: AP3
- Sign Base: above grade (lawn) or below grade (planting bed)
Jesuit priests brought sugarcane into south Louisiana in 1751. After some experimenting with growing sugarcane, a thriving sugar industry was born in Louisiana that continues today.

**Fabrication Details**
- Top Cap: Fabricated aluminum “pyramidal” shape, AP3
- Sign Panel: 0.5” digital high pressure laminate (DHPL) panel
- Ornamental Bracket & Hardware: Water-jet cut aluminum plate and aluminum extrusions, AP3
- Sign Post: 4” sq., aluminum extrusion, AP3
- Sign Base: Above grade (lawn) or below grade (planting bed)
**PK1**

**Fabrication Details**
- **Top Cap**: Fabricated aluminum "pyramidal" shape, AP3
- **Parking Icon**: 1’-9 1/2” sq. field, letters and numerals T4, V2, backgrounds, V7-14
- **Accent**: 2” h. V3 wraps edge
- **Facility Name**: 8 1/2” h. V2, T1
- **Sign Panel**: Fabricated 3” th. aluminum cabinet with 1/8” th. removable aluminum sign faces, AP1
- **Facility Number**: 2” h. Pantonine 2587, T6
- **Ornamental Bracket & Hardware**: Water-jet cut aluminum plates and aluminum extrusions, AP3

**PK2**

**Fabrication Details**
- **Top Cap**: Fabricated aluminum "pyramidal" shape, AP3
- **Event Parking Panel**: pre-drilled .090” aluminum with keyhole slots pre-painted AP2, message V9. Event panel slips over and onto studs projecting from Sign Panel. Event panels to be stocked by LSU Office of Parking, Traffic, and Transportation and the LSU Athletic Department.
- **Tier 1 Text**: 4” h., 7” line spacing. T1, V2
- **Rule(s)**: 1/2” h., V3
- **Parking Zones**: 3 1/4” h; letters and numerals, V2, backgrounds, V7-14
- **Parking Regulations**: V2, 2” h, T5 & 1 1/4” h. T6
- **Lot Number**: 1 7/8” h., V4, T6
- **Logo**: 3 1/4” h. V3
- **Sign Panel**: Fabricated aluminum sign cabinet, AP1
- **Raised Bar**: Aluminum extrusions, AP1
- **Sign Base**: Fabricated aluminum sign cabinet, AP1
**FABRICATION DETAILS**

- Panel: Cast or spun aluminum or approved equal. AP3
- Parking Zone: Type PK3
  - Location: 1 1/2” sq. field, 10 1/2” h. character T4, V2
  - Backgrounds: V7-14
  - Arrow Field: when required, 6” h., V1
  - Sign Panel: Fabricated 1/8” th. aluminum panel with 3/4” radius corners inserted into post. AP1
  - Sign Post: 4” square post, AP3

- Sign Base: above grade (lawn) or below grade (planting bed)

**FABRICATION DETAILS**

- Panel: Cast or spun aluminum or approved equal. AP3
- Parking Zone: Type PK3
  - Location: 1 1/2” sq. field, 10 1/2” h. character T4, V2
  - Backgrounds: V7-14
  - Arrow Field: when required, 6” h., V1
  - Sign Panel: Fabricated 1/8” th. aluminum panel with 3/4” radius corners inserted into post. AP1

- Sign Post: 4” square post, AP3

- Sign Base: above grade (lawn) or below grade (planting bed)
**Regulatory Parking (Pole Mounted)**

**Sign Detail**
- Scale: 3/4" = 1'-0"
- Type: RG2

**Elevation**
- Regulatory Symbol
- Headline
- Sign Panel
- Subhead
- Arrow
- Bracket

**Sign Fabrication Details**
- Regulatory Symbol: 12” dia., V2, slash, V7
- Headline: 1 3/4” h, V2, T6
- Subhead: 1 1/8” h, V2, T3
- Arrow: 6 3/4” sq., V1
- Bracket: Black “Band-it” style strap or approved equal

**Fabrication Details**
- Regulatory Symbol: Cast or spun aluminum or approved equal, AP3
- Headline: 1 3/4” h, V2, T6
- Sign Panel: .090” aluminum panel, retro-reflective graphics per MUTCD, back of signs AP3
- Sign Post: 4” sq. aluminum extrusion AP3
- Sign Base: Below grade, sleeve

---

**Traffic Control**

**Regulatory Symbol**
- Scale: 1/4” = 1'-0"
- Type: RG3

**Elevation**
- Regulatory Symbol
- Headline
- Sign Panel
- Subhead
- Arrow
- Bracket

**Sign Fabrication Details**
- Regulatory Symbol: 12” dia., V2, slash, V7
- Headline: 1 3/4” h, V2, T6
- Subhead: 1 1/8” h, V2, T3
- Arrow: 6 3/4” sq., V1
- Bracket: Black “Band-it” style strap or approved equal
**fabrication details**
- Trail Name: 1 1/4" h., T1, V2
- Symbols: V1
- Border: (varies reflective vinyl)
- Inner Field and back of sign: AP3
- Logo: 2 3/4" h., V1
- Sign Panel: router cut, .090" aluminum sheet
- Mile Marker: T2, V2
- Bracket: Black "Band-it" style strap or approved equal

**fabrication details**
- Accent Band: 2" h., V3
- Street Name: 4" h., T2, T3
- Street Type: 4" h., V2, T3
- Sign Panel: .060" aluminum panel PC3 (back) V9 (face)
- Bracket: Black "Band-it" style strap or approved equal

**sign detail**
- Elevation: Scale: 1" = 1' - 0"
- Sign Detail: Scale: 3/4" = 1' - 0"
- Side Detail: Mounting: Scale: 3/4" = 1' - 0"
**SN2**

**SIGNATURE CAMPUS ROADWAYS**

**FABRICATION DETAILS**
- Finial: Cast or spun aluminum or approved equal, AP3
- Accent: 2 1/4" w., V1
- Sign Panel: 1/4" aluminum panel, V9
- Street Type: 2 3/4" h. V2, T5
- Street Name: 5" h., V2, T5
- Ornamental Bracket & Hardware: water-jet cut aluminum plate and aluminum extrusions, AP3
- Sign Post: 6" sq., aluminum extrusion: AP3
- Sign Base: break-away base, AP3

**Panel length varies per message**

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**SN3**

**SECONDARY CAMPUS ROADS**

**FABRICATION DETAILS**
- Finial: Cast or spun aluminum or approved equal, AP3
- Accent: 2 1/4" w., V1
- Sign Panel: 1/4" aluminum panel, V9
- Street Type: 2 3/4" h. V2, T5
- Street Name: 5" h., V2, T5
- Ornamental Bracket & Hardware: water-jet cut aluminum plate and aluminum extrusions, AP3
- Sign Post: 6" sq., aluminum extrusion: AP3
- Sign Base: break-away base, AP3

**Panel length varies per message**
**FABRICATION DETAILS**

- Sign Panel: 96” aluminum sheet with 2 1/2” radius corners, AP1
- Arrow: 11” h., V1
- Logo: 6 1/4” h., V1
- Bracket: Black “Band-it” style strap or approved equal
4 APPENDIX
OUTLINE SPECIFICATIONS

PART 1 GENERAL

1.00 RELATED DOCUMENTS

a The BIDDING REQUIREMENTS, CONTRACT FORMS, AND CONDITIONS OF THE CONTRACT, and applicable parts of DIVISION 1 - GENERAL REQUIREMENTS, as listed in the Table of Contents, shall be included in this and made a part of this section.

1.01 WORK INCLUDED

a Fabrication of all sign types indicated on the Drawings and enumerated in the Bid Form.

b Site observation to verify existing site conditions and dimensions. Site observation shall note all potential installation conflicts between sign installation locations and existing building conditions and systems.

c Coordination with Owner and Designer during all phases of development, fabrication, and installation.

d Shop drawings, layouts, samples, and prototypes for Owner and Designer approval.

e Full scale prototypes and mockups as required in the Specifications.

f Structural design and calculations when appropriate to substantiate design. It is required that the Sign Contractor include a certified engineer’s review and stamp for all signage elements and footings.

g Review and coordinate, furnish and install all supports and footings required for the installation of all signs.

h Installation of all fabricated signs, including all fasteners related electrical connections.

1.03 RELATED WORK

Examine Contract Documents for requirements that affect work of this Section. Other Specification Sections that directly relate to work of this Section include, but are not limited to:

Document 0100, GENERAL REQUIREMENTS

1.04 REFERENCES

Comply with applicable requirements of the following standards. Where these standards conflict with other specified requirements, the most restrictive requirements shall govern.

1 American Concrete Institute (ACI):

304 Measuring, Mixing, Transporting, and Placing Concrete.

305 Heat Weathering Concrete

316 Construction of Concrete Pavements and Concrete Bases

2 American Society for Testing and Materials (ASTM):

A 53 Pipe, Steel, Black and Hot-Dipped, Zinc-Coated Welded and Seamless

B 209 Aluminum and Aluminum Alloy Sheet and Plate

B 211 Aluminum Alloy Extruded Bars, Rods, Wires, Shapes, and Tubes

B 308 Aluminum Alloy 6061 T6 Standard Structural Shapes Rolled or Extruded

B 429 Aluminum Alloy Extruded Structural Pipe and Tubing

C 21 Concrete Aggregates

C 94 Ready-Mixed Concrete

C 143 Skip of Portland Cement Concrete

C 150 Portland Cement

C 771 Sheet Materials for Curing Concrete

D 648 Impact Resistance of Plastics and Electrical Insulating Materials

D 960 Impact Resistance of Plastics and Electrical Insulating Materials

D 148 Deflection Temperature of Plastics Under Flexural Load

3 American Welding Society (AWS): Aluminum Welders Certification. Provide certifications signed by Contractor, certifying that welders employed on Project comply with requirements specified under AWS D1.1 and AWS D1.3.


5 Manual of Uniform Traffic Control Devices (MUTCD): Standards For Streets and Highways

6 Codes:

a Sign Fabricator is responsible for complying with all federal, state, and city/town building codes. Any and all proposed fabrication/installation that does not
1.0 SIGN FABRICATOR QUALIFICATIONS

1.1.1 Firm References: Provide three (3) references from the experience list above. The sign fabricator must have previous experience in the fabrication and installation of signs similar to the project described herein. Such references will be held in strict confidence. The firm reserves the right to accept or reject any sub-contractor.

1.1.2 Minor irregularities in the bid which are immaterial or inconsequential in nature must be acceptable to the firm. It is understood that all work will be performed by the firm.

2.0 SHOP DRAWINGS

2.1.1 Sign Mock-ups: Prior to commencing work of this Section, provide full-size mockups of selected signs as detailed in the drawings, as directed by the Owner, at locations acceptable to the Owner. Mockups may be incorporated into finished work.

2.1.2 Sign Message Schedule: Designate to provide draft message schedule in MS Access. Based on these, Sign Contractor to prepare site-specific dimensioned sign location plans for submittal to Owner and Designer. Submittals may be considered complete and without need to refer to other documents.

2.1.3 Product / Catalog Data

2.1.3.1 All materials and manufacturers’ standard drawings and catalog sheets, brochures, diagrams, schedules, charts, illustrations, test results, and other standard descriptive data pages which are pertinent. Delete all non-applicable data.

2.1.3.2 Mark up by hand copy to identify pertinent materials, products, or models.

2.1.3.3 The Owner reserves the right to accept or reject any sub-contractor.

2.1.3.4 Sub-contractor is responsible for the proper engineering of all items. The internal structure, dimensions, and specifications for all items must be specified in the drawings. Design modifications, if any, will be in accordance with the internal structure, dimensions, and specifications for all items. If field measurements are not possible prior to fabrication, allow for field cutting and fitting.

3.0 UTILITIES

3.1.1 Owner reserves the right to accept or reject any sub-contractor.

4.0 OUTLINES SPECIFICATIONS

4.1.1 Product and manufacturer’s standard drawings and catalog sheets, brochures, diagrams, schedules, charts, illustrations, test results, and other standard descriptive data pages which are pertinent. Delete all non-applicable data.

4.1.2 Mark up by hand copy to identify pertinent materials, products, or models.

4.1.3 The Owner reserves the right to accept or reject any sub-contractor.

4.1.4 Sub-contractor is responsible for the proper engineering of all items. The internal structure, dimensions, and specifications for all items must be specified in the drawings. Design modifications, if any, will be in accordance with the internal structure, dimensions, and specifications for all items. If field measurements are not possible prior to fabrication, allow for field cutting and fitting.
Provide one (1) complete set to Owner for review.

Submittals shall include:
- Data
- Project title and number
- Sign Fabricator’s name and address
- Description of data contained in submittals
- Listing of any letters containing description of deviations from Contract
- Other pertinent data

Submittals shall include:
- Date and revision dates
- Project title and name
- The names of Owner, Designer, Sign Fabricator, sub-contractor, supplier, Project title and number
- Specification Section Number.
- Listing of any letters containing description of deviations from Contract
- Applicable standards, such as ASTM and others.
- A blank space, 4" x 4" , for the Designer’s (or consultant’s) stamp.
- Clearly identified field dimensions, when known.
- Other pertinent data.
- Identification of product or materials.
- Written request for selection of colors, patterns, and textures for materials

Sign Fabricator’s responsibilities:
- Verify field measurements, field construction criteria, catalog numbers, and information described in this Section.
- Coordinate each submittal with work of the project and with the Owner’s Contract Documents.
- Sign Fabricator’s responsibility for errors and omissions in submittals or in deviations from the requirements of the Contract Documents is not relieved by the Owner’s review of submittals.

Notify Owner and Designer in writing of deviations from requirements of the Contract Documents or submittals contained in Submittals or Review drawings and indicate revisions data as required, and resubmit as specified for initial submittal.
- Indicate on drawings all changes that are different than those requested by the Designer.
- Product data and samples. Submit new data and samples in accord with some criteria as required for first submittals.
- Distribute copies of shop drawings and product data which carry Owner’s approval stamped and sealed by a professional engineer registered in the State of Louisiana.
- Notify Owner and Designer in writing of deviations from requirements of the Contract Documents or submittals contained in Submittals or Review drawings and indicate revisions data as required, and resubmit as specified for initial submittal.
- Indicate on drawings all changes that are different than those requested by the Designer.
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- Product data and samples. Submit new data and samples in accord with some criteria as required for first submittals.
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- Distribute copies of shop drawings and product data which carry Owner’s approval stamped and sealed by a professional engineer registered in the State of Louisiana.
- Notify Owner and Designer in writing of deviations from requirements of the Contract Documents or submittals contained in Submittals or Review drawings and indicate revisions data as required, and resubmit as specified for initial submittal.
- Indicate on drawings all changes that are different than those requested by the Designer.
- Product data and samples. Submit new data and samples in accord with some criteria as required for first submittals.
- Distribute copies of shop drawings and product data which carry Owner’s approval stamped and sealed by a professional engineer registered in the State of Louisiana.
- Notify Owner and Designer in writing of deviations from requirements of the Contract Documents or submittals contained in Submittals or Review drawings and indicate revisions data as required, and resubmit as specified for initial submittal.
- Indicate on drawings all changes that are different than those requested by the Designer.
- Product data and samples. Submit new data and samples in accord with some criteria as required for first submittals.
- Distribute copies of shop drawings and product data which carry Owner’s approval stamped and sealed by a professional engineer registered in the State of Louisiana.
1.14 WARRANTY

1.14.1 Warranty

Warranty shall be in accordance with industry standards, manufacturer's warranty, and Louisiana State Building Code. Warranty shall protect purchaser from defects in materials and workmanship for the duration specified by the manufacturer. Manufacturer shall be liable for any costs associated with warranty issues.

1.14.2 Audits

Audits shall be conducted by an independent third-party auditor designated by the Owner. Manufacturer shall provide all necessary documentation and access to facilities for the purpose of conducting audits.

1.15 MAINTENANCE MATERIALS

1.15.1 Maintenance Materials

All materials shall meet or exceed the requirements of the Louisiana State Building Code. Manufacturer shall provide all necessary documentation and access to facilities for the purpose of conducting maintenance audits.

1.16 QUALITY ASSURANCE

1.16.1 Quality Assurance

Quality assurance shall be in accordance with industry standards and Louisiana State Building Code. Manufacturer shall provide all necessary documentation and access to facilities for the purpose of conducting quality assurance audits.

2. PERFORMANCE REQUIREMENTS

2.1 Performance Requirements

For each material type required for the work of this Section, provide basic specifications, material samples, and drawings. Manufacturer shall provide all necessary documentation and access to facilities for the purpose of conducting performance audits.

3. DELIVERY, STORAGE AND HANDLING

3.1 Delivery, Storage, and Handling

Delivery, storage, and handling shall be in accordance with industry standards and Louisiana State Building Code. Manufacturer shall provide all necessary documentation and access to facilities for the purpose of conducting delivery, storage, and handling audits.

4. OUTLINES SPECIFICATIONS

4.1 ALUMINUM

4.1.1 Aluminum

For each material type required for the work of this Section, provide material samples, material specifications, and drawings. Manufacturer shall provide all necessary documentation and access to facilities for the purpose of conducting aluminum audits.

4.1.2 aluminum, General

For each material type required for the work of this Section, provide material samples, material specifications, and drawings. Manufacturer shall provide all necessary documentation and access to facilities for the purpose of conducting general audits.

4.2 STEEL

4.2.1 Steel

For each material type required for the work of this Section, provide material samples, material specifications, and drawings. Manufacturer shall provide all necessary documentation and access to facilities for the purpose of conducting steel audits.

4.2.2 steel, General

For each material type required for the work of this Section, provide material samples, material specifications, and drawings. Manufacturer shall provide all necessary documentation and access to facilities for the purpose of conducting general audits.

4.3 VINYL

4.3.1 Vinyl

For each material type required for the work of this Section, provide material samples, material specifications, and drawings. Manufacturer shall provide all necessary documentation and access to facilities for the purpose of conducting vinyl audits.

4.3.2 Vinyl, General

For each material type required for the work of this Section, provide material samples, material specifications, and drawings. Manufacturer shall provide all necessary documentation and access to facilities for the purpose of conducting general audits.

4.4 MISCELLANEOUS MATERIALS

4.4.1 Miscellaneous Materials

For each material type required for the work of this Section, provide material samples, material specifications, and drawings. Manufacturer shall provide all necessary documentation and access to facilities for the purpose of conducting miscellaneous audits.
magnetic stainless steel to sign surface materials and receiving substrates.
1. Expanded fasteners shall be concealed and vandal-resistant.
2. Spaces and number shall be in accordance with IFSPM.

- Anchors and Inserts: Provide non-ferrous metal or hot galvanized anchors and inserts and non-porous material for protection from weathering. Use steel fastener load expansion bolts for steel work in place anchors. Furnish inserts to other trades when required to be cast into concrete.
- Permanent Bond Adhesive: Provide structural adhesive suitable for bonding a variety of dissimilar industrial surfaces over a wide temperature range, similar to “PR-943,” manufactured by Produktechnik and Chemical Corporation, Glens Falls, NY 12801, or approved equal.

- Acrylic Foam Tape: Use VHB Tape, 4929 (black) as manufactured by 3M.

- Acrylic Polyurethane Finish: For surfaces indicated in the Drawings to be painted with an acrylic polyurethane, provide Matthews Acrylic Polyurethane, satin finish manufactured by Products Research and Chemical Corporation, Gloucester City, NJ 08030, or approved equal.

- Concrete shall be Portland cement, conforming to ASTM C 150, Type I or II. Unless otherwise indicated on the Drawings, minimum 28 day compressive strength of the concrete mix at the specified slump. Water reducing agent shall conform to ASTM C 494.

- Adhesion: No removal of any finish after 1/16” crosshatching to base material, impacting the points of nominal rise, and subjected to application and quick removal of cellophane tape.

2.40 TRAFFIC SIGNS

- All regulatory and traffic control signs shall be made of 18 gauge hot-dipped galvanized steel, blackened or fabricated, or 0.080 aluminum alloy, Type A, as specified under LADOT Specifications, bonderized or anodized.
- Sizes, background color, border and legend size and color shall be as specified in the Uniform Traffic Control Devices (MUTCD) as indicated on the drawings.

2.43 UNOPOSED CONCRETE

- Cylindrical Forms: Sonotube Fibre Forms, was applied unstriped concrete mix manufactured by Sonoco Products Company, General Products Division or approved equal, or ART or PVC plastic forms.

3.01 GENERAL

- The Owner will follow the location of all signs prior to installation. Contractor shall review all locations with the Owner before starting installation.
- Locate sign units and accessories when shown and scheduled. Use marking methods indicated.
- Cutting, Fitting, and Placement: Perform cutting, fitting, drilling, and bracing required for installation of work with this Section.
- Erect work square, plumb and true, accurately fitted, and with tight joints and true surfaces. All anchors, inserts, and other members to be set in concrete to be finished by trades to be built into concrete by that trade. Avoid field cutting, fitting, or drilling to greatest extent possible.
- Fit exposed connections accurately together to form hairline joints, except where resistive joints are indicated. Use weld connections, except when work cannot be fit square or true or when shop welding is prohibited.
- Forcing to In-Place Construction: Provide anchorages and fasteners necessary for securing work of this Section in place. Include tied-backs for concrete and masonry inserts, toggle bolts, through bolts, lag bolts, wood screws, and other connectors required.
- Where members other than expansion bolts or inserts are furnished into rock or concrete set members in proprietary-type non-shrink epoxy great manufacturer specifically for each purpose. Use grout evenly in accordance with manufacturer’s directions. Form to receive members with galvanized metal sleeves, or other approved method to provide at least 1/2” clearance around entire embedments.
- Electrolytic Isolation: Where dissimilar metals are to come into contact with one another, or in contact with concrete, in order to prevent a heavy rating of current on contact surfaces in addition to shop coat specified above. Do not permit the intrinsically paint in any way to remain on surfaces to be exposed to or receive solvent.
3.0 WORKMANSHIP

a. It is intended that workmanship be of the highest quality obtainable by the respective trades and crafts experienced in the fabrication of signs, and that all work be done by journeymen, or by apprentices under the direct supervision of journeymen.

b. “Journeymen” shall be interpreted to mean those craftspeople having the qualifications and experience to meet the requirements described in the Job Classification and Description for the Electric Sign Industry, as developed by the NESA/Tri-Trades Committee.

3.0 FABRICATION

a. General. Fabricate work of this kind in conformity with requirements indicated for materials, thicknesses, colors, designs, sizes, and sizes.

b. All signs shall be of the same color and curvature at all points, and of sufficient thickness, with reinforcing where necessary, to produce sufficient flatness, free of “oil film” and voids, to resist buckling, opening up of joints, and overstressing of welds and fasteners.

c. Fabricate framing with reinforced corners, fabricated to a hairline fit.

d. Finish welds on exposed surfaces to be imperceptible in the finished work.

e. Finish all surfaces smooth enough to be imperceptible to the touch.

f. Surfaces which are intended to be flat shall be without bulges, dents, caving edges, and sharp corners.

g. Produce smooth, even level sign surfaces.

h. Surfaces which are intended to be curved shall be smoothly free-flowing to voids, gaps, or other physical deformities.

i. Surfaces which are intended to be curved shall be smoothly free-flowing to required shapes.

j. All exterior hardware and fasteners shall be non-corrosive, non-rusting metals.

k. Exercise care to assure that painted, polished, and plated surfaces are uniform.

l. Exercise particular care to isolate nonferrous metals required shapes.

m. Carefully follow manufacturer’s recommended fabricating procedures regarding expansion/contraction, fastening, and restraining of all materials.

n. Isolate dissimilar materials. Exercise particular care to isolate nonferrous metals.

3.0 EXCAVATION AND SUBGRADE PREPARATION

a. Excavation. It is intended that all finished work be of the highest quality to pass eye-level examination and scrutiny by the Owner.

b. It is intended that all finished work be of the highest quality to pass eye-level examination and scrutiny by the Owner.

c. As excavation approaches underground utilities and structures, excavation shall be done by hand tools. Such manual excavation is incidental to normal excavation and other requirements.

d. Coordinate on site disposal with the Owner.

3.0 UNEXPOSED CONCRETE

a. Concrete foundations shall be so proportioned as to provide adequate foundation support.

b. Concrete which has set or partially set before placing shall not be employed.

c. Concrete foundations shall be free from dirt, oil, mill scale, rust, paint, and other material which might tend to reduce bond.

d. Concrete foundations shall be free from dirt, oil, mill scale, rust, paint, and other material which might tend to reduce bond.

3.0 SUBGRADE PREPARATION

a. Excavation Permit issued by the U.S. FACILY Development prior to the commencement of excavation.

b. As excavation approaches underground utilities and structures, excavation shall be done by hand tools. Such manual excavation is incidental to normal excavation and other requirements.

3.0 WELDING CONNECTIONS

a. Welded Connections. Conform with AWS for recommended practices in shop welding. Prepare such finished surfaces without the dislocation of the exposed side. Clean exposed welded surfaces of welding rod and dust and all exposed and contact surfaces.

b. Mill joints to a tight, hairline fit. Form joints exposed to the weather to exclude water penetration.

3.0 VERTICAL SUPPORTS

a. Vertical supports shall be square-cut to provide the proper assembly of the post.

b. Promptly remove all damaged or otherwise unsuitable materials and equipment from the job site.

3.0 ERECTION

a. All illumination shall be even and without hot spots.

b. The Installer shall examine substrates, supports, and conditions detrimental to the proper completion of work. Do not proceed with work until mandatory conditions are corrected. Beginning of sign installations will be construed as installer accepting substrates and conditions.

3.0 FIRE PROOFING

a. Store above grade and properly protected from weather and construction activities.

b. Except where more restrictive requirements are specified in other requirements.

3.0 SIGN INSTALLATION

a. Fireproofing. Fireproofing materials shall be specified in manufacturer’s instructions.

b. Exterior signs shall be installed in various stages in response to the overall Project activities.

3.0 TRANSPORTATION OF WORK

a. Exercise particular care to isolate nonferrous metals.

b. Exterior signs shall be installed in various stages in response to the overall Project activities.

3.0 FABRICATION

a. General. Fabricate work of this kind in conformity with requirements indicated for materials, thicknesses, colors, designs, sizes, and sizes.

b. All signs shall be of the same color and curvature at all points, and of sufficient thickness, with reinforcing where necessary, to produce sufficient flatness, free of “oil film” and voids, to resist buckling, opening up of joints, and overstressing of welds and fasteners.

3.0 EXCAVATION AND SUBGRADE PREPARATION

a. Excavation Permit issued by the U.S. FACILY Development prior to the commencement of excavation.

b. As excavation approaches underground utilities and structures, excavation shall be done by hand tools. Such manual excavation is incidental to normal excavation and other requirements.

3.0 INSPECTION

a. The Inspector shall examine substrates, supports, and conditions detrimental to the proper completion of work. Do not proceed with work until mandatory conditions are corrected. Beginning of sign installations will be construed as installer accepting substrates and conditions.

b. Exterior signs shall be installed in various stages in response to the overall Project activities.

3.0 INSTALLATION

a. Fireproofing. Fireproofing materials shall be specified in manufacturer’s instructions.

b. Exterior signs shall be installed in various stages in response to the overall Project activities.

3.0 TRANSPORTATION OF WORK

a. Fireproofing. Fireproofing materials shall be specified in manufacturer’s instructions.

b. Exterior signs shall be installed in various stages in response to the overall Project activities.
3.1 PUNCH LIST
a. Securely anchor work in proper location using anchors, fasteners, or other methods approved by the architect.
b. Provide temporary protection during the course of work, and immediately after.
c. Installation: Install units plumb, level, in alignment and plane without warp or rack.
d. The Owner will inspect the status of completion and prepare a “Punch List” setting forth in detail any items on the Sign Fabricator's list and additional items found unacceptable. When the Punch List is complete, the Owner will arrange a meeting with the Sign Fabricator to identify and split all items and respond to questions regarding the work which must be done before final acceptance.

3.2 TOLERANCES
a. The following allowable installed tolerances are allowable variations from locations and dimensions indicated by the Contract Documents. Do not add these tolerances to any allowable tolerances indicated for other work.
   1. Allowable Variation from True Plumb: + 1/8 in. in 20 ft. - 0 in.
   2. Allowable Variation from True Level: + 1/16 in. in 20 ft. - 0 in.
   3. Allowable Variation from True Line: + 1/8 in. in 20 ft. - 0 in.

3.3 ADJUSTING, CLEANING, TOUCH-UP, AND PROTECTION
a. Clean exposed surfaces using manufacturer's printed instructions recommending materials and methods to be used. Remove and replace work which cannot be successfully cleaned.

b. Touch-up damaged coatings and finishes. Eliminate visible evidence of repair.

c. Clean-up work area after installation has been completed.

4.0 VERIFY THE EXACT LOCATION WITH THE OWNER AND DESIGNER FOR ALL SIGNS WHICH ARE NOT SECURED.

5.0 FACE SIGNAGE

6.0 INTENT AND PURPOSE
These guidelines are intended to facilitate the commercial success of retail tenants and ensure signage solutions which will contribute to a vibrant pedestrian environment. Tenants are encouraged to create exciting and unique designs through the use of innovative materials and fabrication techniques. LSU will reserve the right to require modifications to any tenant sign. In addition, LSU will provide final approval on the quality, number, color, size, and installation methods of all tenant signs.

MAXIMUM SIGNAGE SQUARE FOOTAGE

For the Historic District, the total area of all signage for building facades is recommended not to exceed one (1) square foot for each foot of frontage. For larger commercial buildings – such as those existing buildings found along Nicholson Drive that are often set back significantly from the street edge – the formula may increase to one and one half (1.5) square feet of sign area for each foot of street frontage. In all cases, individual signs are limited in square footage, as described in the following guidelines.
sign categories

lighting
Sign illumination is described in the following individual sign type descriptions. In general, all sign types shall comply with the following:
- LSU shall determine the hours that the signage may be illuminated. The intent is to provide a lively and safe environment at night, even beyond tenant operational hours.
- Halo-illuminated signage and lettering is encouraged.
- Neon used in open-face channel letters is permitted. Signage constructed solely of neon tubes is discouraged.
- Face lighting or external illumination is encouraged.

application and procedure
Application for permits shall be made in writing to the Office of Facility Development, and are subject to its approval. Said applications shall contain the following information:
- Name, address, and telephone number of applicant.
- Location and position of sign.
- Scaled elevations and plans showing the building façade and the proposed sign, with specifications, sections, colors, proposed illumination, and materials.
- Written consent of the owner of the building and land.
- Such other information as the Building Inspector, Zoning Enforcement Officer, or regulatory board may require.
- In the case of any projecting symbol or banner sign, liability insurance in an appropriate amount to be determined by LSU shall be carried by the owner of said sign and a certificate of same shall be filed with the application.

Prohibited signs and conditions
For the areas defined as the LSU Campus, the following signs are not permitted:
- Signage placed outside of LSU property, or within City or State right-of-ways
- Audible signs
- Non-accessory signs other than permitted temporary non-accessory signs
- Signage projecting above, or mounted to roof
- Office signage
- Backlit awnings
- Translucent (bulbless) plastic sign faces

Louisiana State University | Campus Wayfinding Signage Guidelines

122 LSU State Museum
**Fascia Signage**

**Definition**
Letters or mark mounted parallel to the building’s facade that are either mounted as individual letters, or contained in a sign panel.

**Guidelines**
- **Illumination:** Halo-lit or backlit letters
- **Depth of sign:** Wall signs should not project more than 8 inches from a building wall.
- **Mounting height:** 20-foot maximum, provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less.
- **Number of signs:** Unlimited
- **Maximum area of sign:** 60 sq. ft.
- Letters or mark mounted parallel to the building’s façade that are either mounted as individual letters, or contained in a sign panel.

**Recommended Mounting Locations (shaded areas above)**

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**Suspended Signs**

**Definition**
Letters or mark applied to a panel, hung from the underside of a canopy.

**Guidelines**
- **Illumination:** Natural or external lighting only
- **Mounting height:** Topmost extent of sign to be less than or equal to the distance of a canopy at an usable entry, or less than or equal to half the size of a canopy.
- **Size:** Width should be less than or equal to the overhanging distance of the canopy.
- **Number of signs:** Two (2) single-sided panels in the case of a usable entry. One (1) double-sided panel per ground level tenant at beginning of occupied frontage for building attachment.

**Recommended Mounting Locations (shaded areas above)**

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*Louisiana State University: Campus Wayfinding Signage Guidelines*
**Blade and Shingle Signs**

**Definition**
Mounted perpendicular to a building’s façade, the shingle sign is typically suspended beneath an awning, and is able to swing from the axis of the pole, while the blade signs are typically mounted directly to the building façades using a rigid mounting bracket.

**Guidelines**
- **Maximum area of sign:** 6 sq. ft.
- **Number of signs:** One (1) per ground floor establishment, plus one (1) for any public building entrance not serving a ground floor establishment. All signs should be centered within architectural elements.
- **Mounting height:** 20 foot maximum, provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less, and does not have less than 10 feet of vertical clearance above grade or sidewalk.

**Banner Signs**

**Definition**
Fabric, or rigid material mounted with use of poles, typically oriented perpendicular to structure façade.

**Guidelines**
- **Area of banner:** Less than or equal to 25 sq. ft.
- **Number of banners:** Varies; however, banners should be spaced no closer than 20 feet apart, and centered within architectural elements.
- **Projection:** Banners should not project more than 3’ into the public right-of-way.
- **Mounting height:** Bottoms of banners should be mounted at least 16’ above grade or sidewalk to avoid intrusion into Blade Sign or Awning Zone, and should not extend beyond the third story of the structure.
- **Illumination:** Natural or external lighting only.

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**Recommended Mounting Locations** (shaded areas above)
awnings and canopies

**Definition**
Roof-like structures, above storefront windows or entries, sometimes containing a mark or signature of a tenant.

**Guidelines**
- Length: Awnings and canopies should not exceed 20' in horizontal length and should be centered within architectural elements, such as doors or columns.
- Projection: Awnings and canopies should not project more than 7' into the public right-of-way, except where located above an operable building or shop entry, in which case the maximum projection shall not exceed 10'.
- Mounting height: The bottom of awnings and canopies should be at least 8' above grade or sidewalk, except in the case of a movable valance which may be 7' above grade or sidewalk.
- Illumination: Natural lighting only; backlit awnings are not permitted.
- Design: On multi-tenant facades, use common design elements. Logo or tenant mark should be limited to the valance of an awning, or the front plane of the canopy. Retractable or open sided awnings are preferred, with or without drop valances.

wall plaques

**Definition**
Small, pedestrian-oriented informative signs that may convey information such as hours of operation or take the form of directories, menu cases, or convey historical building information.

**Guidelines**
- Area of sign: Up to 6 sq. ft. in area, not projecting more than 3 inches from a building wall.
- Number of signs: 2 per usable entry.
- Mounting height: 5 feet on center above grade or sidewalk.
- Illumination: 1. Natural lighting 2. Internal lighting (for menu cases only)
**Street Address**

**Definition**
Plaque mounted to side of building at pedestrian level, or dimensional letters mounted above door conveying at the minimum the numerical street address of the building.

**Guidelines**
- **Area of sign:** Less than or equal to 3 sq. ft. in area.
- **Number of signs:** Minimum of one (1) located at the main entry to the building.
- **Mounting height:** 5 feet on center for wall mounted, horizontally centered above door(s), or on the sides of a canopy. Numerals mounted overhead should be no less than 8 inches tall.
- **Illumination:**
  1. Natural lighting
  2. Halo lit or backlit letters

**Recommended Mounting Locations (shaded areas above)**

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**Storefront Window Graphics**

**Definition**
Window graphics can be permanent with the tenant’s mark, or hours of operation.

**Guidelines**
- **Area:** Window signs should not obscure the interior view of a retail establishment, and should be no greater than 10% of the available window space.
- **Number of signs:** Limited only by area occupied.
- **Illumination:** Ambient

**Recommended Mounting Locations (shaded areas above)**
FACILITY IDENTIFICATION

Use of the LSU Law and Ag Center affiliate logos on the FA1, FA2, and FA3 signs shall be guided by the attached facility occupancy map. Current versions of the map shall be obtained from the LSU Office of Facility Development and Campus Planning.