# TABLE OF CONTENTS

1.0 OVERVIEW .................................................. 5
2.0 GRAPHIC STANDARDS ........................................... 6
3.0 MONUMENT .................................................. 7
4.0 BUILDING MOUNTED .......................................... 20
5.0 SPECIALITY SIGNAGE .......................................... 23
1.0 OVERVIEW

The UAB Exterior Signage Guidelines document establishes the standard for exterior signage on-campus for all facilities. The guidelines are an update and replacement for the Standard Campus Graphics and Signage System for the University of Alabama at Birmingham document prepared previously. The intent of the guidelines is to provide direction for signage for new buildings and provide guidance for replacement of existing signage on campus. The review of all exterior signage proposals and implementation of new signage on campus is under the purview of the Office of Planning Design & Construction.

Due to the variation in building types, design characteristics, occupants and naming of facilities, the UAB campus is architecturally diverse. The intention of the guidelines is to provide general guidance for the placement of signage throughout the campus to foster a clear and unified signage system and reduce visual clutter. The guidelines provide flexibility to address each application while still applying an enterprise wide strategy.

The UAB Signage Guidelines primarily focuses on two types of signage applications, Monument and Building Mounted signage.

All new applications will be reviewed on a case-by-case basis to review signage comprehensively to avoid over-signing each building and/or the surrounding grounds. In addition, the guidelines provide direction for specialty signage on campus.
2.0 GRAPHIC STANDARDS

FONT TYPE
All standard exterior signage shall utilize Helvetica Medium. In general, all text shall be justified left. Refer to signage types for uppercase / lowercase direction.

Helvetica medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

LOGO
Standard UAB logo is available online at UAB Brand Toolkit. https://www.uab.edu/brand/home/downloads/logo

COLORS & MATERIALS
Colors shown represent UAB’s primary exterior sign colors and materials.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>Paint</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>Black 2C</td>
<td>SW 6258</td>
</tr>
<tr>
<td>Dark Bronze</td>
<td>PMS 476c</td>
<td>SW 6991</td>
</tr>
<tr>
<td>White</td>
<td>11-0601</td>
<td>SW 7757</td>
</tr>
<tr>
<td>UAB Green</td>
<td>PMS 3425C</td>
<td>SW 6748</td>
</tr>
<tr>
<td>Metallic</td>
<td>-</td>
<td>Brushed Aluminum</td>
</tr>
</tbody>
</table>
3.0 MONUMENT

There are three standard Building Identification Monuments. All monuments are double sided. While several other options exist currently on campus, future applications would be limited to these standards. Variations to the monument signage within the Medical District are permitted.

Planting materials shall be limited in height so as not to obstruct the signage.

All new buildings shall be required to have a minimum of one Building Identification Monument (Type A or B). This sign type identifies specific destinations within UAB such as a building name and/or functions within a building. The monument shall be located so as to be visible from the street. For buildings that front a significant open space, such as the Campus Green, a second monument sign shall be located fronting that open space. Type A and Type B signs shall be lighted externally.

Secondary Building Identification Monuments (Type C) shall be used for secondary entrances to facilities, such as a side street or parking lot. Type C monuments are also referred to as Flag Signs. Secondary monuments may be used as primary building signage on smaller buildings or buildings with minimal public interface. Type C monuments are generally not lighted.

All monuments shall use matte white 3M vinyl machine cut lettering with Helvetica Medium text font.
**TYPE A: BUILDING IDENTIFICATION MONUMENT**

A. Logo
   - Logo Color: White
   - Logo Border: 1.5"
   - Logo Text: 5"

B. Building Name
   - Text Justified: Left
   - Text Border: Maintain 2" edge
   - Text Size (Max./Min): 7" / 4"

C. Painted Aluminum Face Panel
   - Color: Dark Bronze
   - Thickness: (0.090)
   - Finish: Matte Clear Coat

D. Building Address
   - Text Justified: Left
   - Text Border: Maintain 2" edge
   - Text Color: White
   - Text Type: Uppercase
   - Text Size (Max./Min): 4" / 2"

E. Information / Building Occupancy Text
   - Text Justified: Left
   - Text Border: Maintain 2" edge
   - Text Color: White
   - Text Size (Max./Min): 4" / 2"
   - Maximum lines of Text: 5

F. Green Painted Reveal

G. Concrete Foundation. 4" exposed
**TYPE B: BUILDING IDENTIFICATION MONUMENT (HORIZONTAL)**

A. Logo
   - Logo Color: White
   - Logo Border: 1.5”
   - Logo Text: 5”

B. Building Name
   - Text Justified: Left
   - Text Border: Maintain 2” edge
   - Text Style: Uppercase
   - Text Size (Max./Min): 7” / 4”

C. Information / Building Occupancy
   - Text Justified: Left
   - Text Border: Maintain 2” edge
   - Text Style: Lowercase
   - Text Size (Max./Min): 4” / 2”
   - Maximum lines of Text: 3

D. Building Address
   - Text Justified: Center
   - Text Border: Maintain 2” edge
   - Text Type: Uppercase
   - Text Size (Max./Min): 4” / 2”

E. Green Painted Reveal

F. Painted Aluminum Face Panel
   - Color: Dark Bronze
   - Thickness: (0.090)
   - Finish: Matte Clear Coat

G. Concrete foundation. 4” exposed
TYPE C: SECONDARY BUILDING IDENTIFICATION
MONUMENT (FLAG)

A. Logo
   Logo Color: White
   Logo Border: 1.5”
   Logo Text: 3”

B. Building, Service, or Function Name
   Text Justified: Left
   Text Border: Maintain 2” edge
   Text Color: White
   Text Type: Uppercase
   Text Size (Max./ Min): 4” / 3”

C. Painted Aluminum Face Panel
   Color: Dark Bronze
   Thickness: (0.090)
   Finish: Matte Clear Coat

D. Green Painted Reveal

E. Building Address
   Text Justified: Left
   Text Border: Maintain 2” edge
   Text Color: White
   Text Type: Uppercase
   Text Size (Max./ Min): 2” / 1 1/2”

F. 4’ Square Aluminum Post
LOCATION PLAN

A Primary Street
B Secondary Street
C Major Pedestrian Entrance
D Type A or B Signage
E Type C Signage
TYPE A & B: BUILDING IDENTIFICATION MONUMENT - DETAILS

A. Steel Frame
B. (Each Plate) 4 - 1" Round 2'-4" with 4" Hook - A 307 Anchor Bolts
C. 3/4" Chamfer
D. Grade
E. #4's @ 12" o.c. all faces
F. #4 Stirrups - all faces
G. 4 #4's @ 9" o.c.
H. 6 #4's

Detail - Footing Section

1" = 1'-0"
TYPE A & B: BUILDING IDENTIFICATION MONUMENT - DETAILS (CONT.)

- **A** Footing Below Grade
- **B** Footing Above grade
- **C** 3/4" Chamfer
- **D** Base Plate
- **E** Framing Above

Detail - Footing Plan

1" = 1'-0"

Type A: 4'-0" @ Horizontal Building Monument
Type B: 8'-0" @ Horizontal Building Monument

Type A: 6'-0" @ Horizontal Building Monument
Type B: 10'-0" @ Horizontal Building Monument
Type A & B: Building Identification Monument - Details (Cont.)

- **A**: Continuous Vertical 1 1/4" x 1 1/4" x 3/16" Aluminum Angle
- **B**: Aluminum Face Panel
- **C**: 1 1/4" x 1 1/4" x 3/16" Aluminum Angle
- **D**: 5" x 3/16" Aluminum Flat
- **E**: 4" x 4" x 1/4" Square Steel Tube Frame
- **F**: 1 1/2 x 1 1/2" x 1/8" x 2" Long Aluminum Clip Angle
- **G**: 3" x 1 1/2" x 1/8" x 4" Long Aluminum Clip Angle
Detail - Base Reveal

3" = 1'-0"

A Steel Frame
B Aluminum Face Panel
C 2 1/2" x 2" x 1/8" x 4" Long Aluminum Angle
D Continuous 1 1/4" x 1 1/4" x 1/8" Square Aluminum Tube
E Steel Base Plate
F 3/4" Chamfer
G Non-Ferrous, Non-Shrink Grout
H Anchor Bolt
I Concrete Footing
TYPE A & B: BUILDING IDENTIFICATION MONUMENT - DETAILS (CON’T)

5  Detail - Typical Horizontal Reveal
3” = 1’-0”

A  Steel Frame
B  0.090 Aluminum Face Panel
C  3 1/2” x 2” x 1/8” x 4” Long Alum. Clip Angle
D  1 1/4” x 1 1/4” x 1/8” Alum. Angle
E  2 1/2” x 3/16” Alum. Flat

F  Note: Vertical Relationship of Steel Framing and
Reveal Varies, Refer to Steel Frame Elevations and
Sign Elevations. Adjust Clip Accordingly.

6  Detail - Panel Joint
3” = 1’-0”

A  Steel Frame
B  0.090 Aluminum Face Panel
C  3 1/2” x 2” x 1/8” x 4” Long Alum. Clip Angle
D  1 1/4” x 1 1/4” x 1/8” Alum. Tube

7  Detail - Top
3” = 1’-0”

A  0.090 Aluminum Face Panel
B  1 1/4” x 1 1/4” x 1/8” Alum. Tube @ 2’-0” o.c.
C  3 1/2” x 2” x 1/8” x 4” Alum. Clip Angle Each Member
D  1 1/4” x 1 1/4” x 1/8” Alum. Tube
E  Steel Frame
TYPE C: SECONDARY BUILDING IDENTIFICATION MONUMENT (FLAG)

A 4" x 0.090" Aluminum Continuous
B 4" x 6" x 3/16" Square Aluminum Tube
C 4" x 4" x 1/4" Square Aluminum Tube
D 1 1/2" x 1 1/2" x 3/16" Square Aluminum Tube
E 2" x 4" x 3/16" Aluminum Channel Frame with Corners
F Mitered and Welded
G Aluminum Face Panel Attached to Channel
H 4" x 4" x 1/4" Square Aluminum Tube Beyond

8A Detail - Typical Sections
3" = 1'-0"

8B Detail - Typical Sections
3" = 1'-0"
POLE MOUNTED SIGNAGE

A. 14 Gauge 2” Square Tube Pipe Sanded, Primed and Painted with Rustproof Gloss Black Paint (Two Coats)

B. 2” Post Cap (No. 807, Lawler Foundary or Equivalent), Sanded, Primed, and Painted with Rustproof Gloss Black Paint (Two Coats)

C. Signs shall be standard signs (flat panel) 0.080 aluminum or 14 gauge steel flat panel. Signs shall be mounted on posts with galvanized fasteners. All striping, legends, markings and signage shall conform to ALDOT special and standard highway drawings and specifications, latest edition

D. Color: Black
Trim: 1/4” White trim
Logo: White
Text: White
Text Type: Uppercase
Corners: 1/2” Rounded

E. Color: Black or UAB Green
Trim: 1/4” white trim
Logo: White
Text: White
Text Type: Uppercase
Corners: Square

Type D: Parking Lot Directional
Type D: Parking Lot Identification
Type D: Pedestrian Directional
4.0 BUILDING MOUNTED

There are two types of building mounted signage at UAB, Building Mounted Identification and the Address Plaque. All new buildings are required to have both types of signage.

It is the intent of these guidelines that each building at UAB will eventually be identified by Building Mounted Identification. Building Mounted Identification shall be placed to front the primary street. In cases of buildings fronting multiple streets or open spaces, additional signage is recommended. Building Mounted Identification shall be located as close to the top of the building as possible. Location and placement shall be informed by the building’s architectural elements. There are three general types of building names:

• Buildings Named for Honoree
• Buildings with College or School Naming
• Buildings with Administrative Naming

In cases where the building has an honoree name, the honoree name shall be listed before the name of the department and or/ occupants within the building. Building Mounted Identification shall be limited to the buildings honoree name and/or primary departmental occupant.

Each building is required to have an Address Plaque. The plaque shall be located at the building’s primary pedestrian entrance.

There are no guidelines for building mounted identification signage at the pedestrian level. Each building is unique in placement, design, entrance door visibility and accessibility, and building materials. Additional signage at the pedestrian level is encouraged and shall follow the intent of the larger Building Mounted requirements.
BUILDING MOUNTED IDENTIFICATION

Location: Dependent on Building
Size: Dependent on Location
Logo Color: UAB Green
Text: Left Justified
Text Type: Uppercase
Text Color:
  • Dark Building Material: Brushed Aluminum
  • Light Building Material: Black
Text Sizing:
  • Building Name: 80% of Logo Height
  • Secondary building name: 60% of Logo Height
Text Thickness: 2” Deep, Non-illuminated
Minimum Text Height: 8”
Naming:
  • First Line: Building Name
  • Second Line: Secondary Building Name (if applicable)
PRIMARY ADDRESS PLAQUE

Required for all UAB buildings. Mounted directly to the building. To be located at primary pedestrian entrance. This plaque contains the building street number only.

Color to match building and/or building signage. Buildings fronting multiple streets may require additional plaques.

Plaque to be 5/8" thick, cast aluminum

A Raised Numbers and Border
Color: Silvertone or Bronze (Color informed by building materials)
Address Text: 8 inches

B Background and return of letters
Color: Black (Paint)
5.0 SPECIALITY SIGNAGE

There is an institutional desire to recognize significant donors and user groups within a building and/or special initiatives on-campus. Each case of specialty signage shall be reviewed on a case-by-case basis for need, appropriateness and location. While being respectful of special initiatives, over-signing a building can be detrimental to both the appearance of the building as well as negatively affecting the visual clarity of the campus.

Specialty signage on-campus can provide a needed wayfinding element for pedestrian and vehicular movement on-campus. In many cases, entrances to buildings on campus are not easily visible from the public right-of-way. However, additional signage shall be limited to directional signage and will need to show that it does not detract from the visual clarity of the space.

Free-standing signage shall meet the color and material requirements of the Monument Standards.

UAB reserves the right to remove any permanent or temporary signage within the campus without notice. Temporary advertising signage is strictly prohibited.