

Interior Sign Guidelines

last update: January 8, 2016

design consideration: The following information as provided is based on the collective experience and preferences of Johns Hopkins University Office of Facilities & Real Estate; Planning, Architecture, and Engineering for the Homewood Campus. These guidelines present the University's minimum expectations for performance, durability and value and provide guidance on process, installation and documentation. Design professionals are encouraged to explore and propose alternate design strategies and/or products to produce designs with optimal utility, performance, durability and life cycle value.

project type: Interior signs are integral to the architecture of the building. Interior signs identify the program and occupants inside the building. They can also provide direction within the building. The university has chosen a standard interior sign type for room identification, consisting of a metal frame, paper insert, and plastic lens. Departmental Identification is included in the room identification sign package. Donor signage can vary in design, type, and material.

schedule: The sign package shall begin during the Schematic Design phase of the architectural design process. Locations shall be determined for both donor and room identification.

During the Design Development phase of the architectural design process and after the room numbers have been solidified, the sign schedule shall be created. The JHU project manager shall distribute the schedule to the proposed occupants for the necessary data.

Allow JHU internal review time to solidify interior sign content, room assignments, and quantity. Each sign package varies with each project. Our clients may have a preference for identifying certain rooms over other rooms.

The frames and lenses require approximately 4-6 weeks for fabrication, possibly longer for large projects.

deliverables: Schematic Design: A distinction between donor sign and room identification locations shall be determined.

Design Development: All sign locations shall be have an associated interior sign type. Directory and directional sign locations shall be determined.

Construction Documents: Sign location plan, schedule, and specifications shall be included. JHU project manager to coordinate the sign schedule text for the paper inserts with occupants.

Construction Administration: Proofs of all the text for each sign shall be submitted for approval. Samples of the complete sign shall be submitted for approval.

Bidding and Negotiation: Send sign package to vendors and compare bids, if required.

As-Built Documentation: Electronic file of paper inserts and directories in a file that can convert text and graphics into vector files, for example, the most current version of Adobe Illustrator.

templates: Interior Sign Package Schedule: The attached template for the Interior Sign Package Schedule shall be used as a basis for a sign schedule and shall be distributed to the appropriate client representative for completion.

Directory: The attached templates for Building directory shall be used to coordinate the text for the directory with clients.

Building Identification

- purpose:** To identify the interior entrance from one building to an adjacent building.
- fabrication:** Surface mounted dimensional letters:
- Material: Aluminum or stainless steel plate.
 - Finish: Horizontal brushed, satin, or matte grain.
 - Installation: Flat or pin raised installation with silicone sealant.
 - Size: 3-1/2" high letters are typical. Final size varies with area of installation and sight lines.
- typeface:** Trajan Pro
- graphics:** Text.
- installation:** Wall mounted. For gypsum wall board, provide plywood or MDF backing under gypsum wall board layer.
Secure with studs (pin mounted, flush or projected as instructed) and silicone adhesive.

Donor Recognition Identification

- purpose:** To recognize donors in the interior of the building who contributed to the design and construction of the building.
- fabrication:** Surface mounted dimensional letters:
- Material: Aluminum or stainless steel plate.
 - Finish: Horizontal brushed, satin, or matte grain. Mirror polished finish acceptable. For reverse channel metal letters, finish shall be on faces and returns.
 - Size: 3-1/2" high letters are typical. Final size varies with installation area and sight lines.
 - Installation: Flat pin raised with silicone sealant. For gypsum wall board, provide plywood or MDF backing under gypsum wall board layer.

Glass Panel:

- Material: 1/2" thick tempered "Starphire" glass panel, or equal, held in stainless steel stand-off brackets. Brackets shall be 1-1/4" x 3/4" x 3/16" stainless steel angle frame on the back of the panel with a 1-3/4" x 1" x 3/16" stainless steel angle frame with chamfered edge on the front of the panel. Install neoprene padding between brackets and glass to protect glass.
- Finish: Glass shall be ultra clear. Brackets shall be brushed satin or matte.
- Size: Varies on area and amount of text required.
- Installation: Glass shall be held in brackets with countersunk screws at the top and bottom. Entire assembly shall be wall mounted with 1/4" stainless steel counter sunk screws with toggle wings and 1/2" x 1/2" stainless steel spacers.

Metal Plaques:

- Material: Aluminum or stainless steel plate.
- Finish: Horizontal brushed, satin, or matte grain. Text shall be etched or sandblasted and filled with dark gray, Pantone 425C. Shield graphic shall be etched or sandblasted and filled with light gray. Color approval required.
- Size: 9" x 9" size is typical for donor room identification. Final size varies with area of installation and sight lines.
- Installation: Flush, pin-mounted with silicone sealant.

Surface applied letters and graphics:

- Material: Vinyl or sandblasted onto glass.

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- Finish: Matte
- Size: Final size varies with area of installation and sight lines.
- Installation: When applying vinyl onto glass, adhere vinyl text to the first surface and a dusted crystal vinyl to the entire area of the second surface. When applying sandblasted image onto glass, etch the second surface of glass with text or graphic.

typeface: Serif:
Adobe Garamond Pro
Adobe Garamond Pro Italic

Sans Serif:
Gentona

graphics: Please refer to the Johns Hopkins University Identity Initiative website for logos and guidelines: <https://brand.jhu.edu/>
The university seal shall be applied to official, legal, and ceremonial purposes only and is no longer used as a graphic in sign identification. The shield graphic used in the university logo can be used in sign identification. If using the university shield, note that the pages of the book in the shield graphic shall be the lighter in tone than the shield background. JHU Office of Communications shall provide graphic file.

installation: Varies with fabrication.

Department Identification

purpose: To identify department area in a building.

fabrication: Surface mounted dimensional letters:

- Material: Reverse channel metal, laser cut acrylic, or laser cut acrylic with metal veneer.
- Finish: Matte finish preferred. Mirror polished finish acceptable. For reverse channel metal letters, finish shall be on faces and returns.
- Size: 3-1/2" high letters are typical. Final size varies with installation area and sight lines.
- Installation: Flat or pin raised with silicone sealant. For gypsum wall board, provide plywood or MDF backing under gypsum wall board layer.

Surface applied letters or graphics:

- Material: Vinyl on glass.
- Finish: Matte
- Size: Final size varies with installation area and sight lines.
- Installation: Applied directly to glass or to a rigid substrate, similar to "Sintra" board. When applying vinyl lettering to glass, apply to the second surface of glass. When applying to a rigid substrate, install substrate using a ledger board fastened to wall. A drop shadow effect is acceptable.

Frame:

- See "Direction Identification" below.

typeface: Adobe Garamond Pro
Adobe Garamond Pro Italic

graphics: Please refer to the Johns Hopkins University Identity Initiative website for logos and guidelines: <https://brand.jhu.edu/>

Interior Sign Guidelines

The university seal shall be applied to official, legal, and ceremonial purposes only and is no longer used as a graphic in sign identification. The shield graphic used in the university logo can be used in sign identification. If using the university shield, note that the pages of the book in the shield graphic shall be the lighter tone color of the shield graphic. JHU Office of Communications shall provide graphic file.

installation: Varies with fabrication.

Direction Identification

purpose: To direct pedestrians through a building to an area, department, or occupant.

fabrication: Direction identification signs are made of (2) parts: the frame and the insert.

Metal backed frame:

- **Material:** Magnetic backed frames shall receive substrate inserts. Frames shall be extruded aluminum, 1/8" high around face and 3/8" deep with mitered corners. The backing shall be constructed of ferrous metal.
- **Finish:** Satin brushed or antique bronze.
- **Size:** Dimensions are noted for each identification type and are inside frame dimensions.
- **Installation:** See below.

Substrate Insert:

- **Material:** Substrate inserts shall have a full-sized vinyl application to a polystyrene substrate.
- **Finish:** The artwork shall be digitally printed on the vinyl, consist of a full bleed, color background, have white text, and a "Lexan" over laminate finish.
- **Size:** Dimensions are noted for each identification type and are inside frame dimensions.
- **Installation:** The substrate shall have a full magnetic backing.

typeface: Serif:
Adobe Garamond Pro
Adobe Garamond Pro Italic
Sans Serif:
Gentona

graphics: Text: use attached Directory template for coordination with occupants
Artwork template files for Department Directory available from Kelley Moore Robison, JHFRE / Planning, Architecture & Engineering. All other sign types highlighted in green available upon request and requires coordination with JHU Office of Communications.

installation: Standard: For standard installation to gypsum wall board, wood, or CMU partitions, use mechanical fasteners. Installation height from finished floor shall comply with ADA guidelines.

Flag: For flag installation, mechanically fasten sign to bracket. Two faces are preferred. Mechanically install bracket into partition. Installation height from finished floor shall comply with ADA guidelines and current building code.

types: **Building Directory:**

- **Purpose:** Identify departments within a building. Coordinate text with room identification signage. See attached template as a guide to organize text.
- **Location:** vestibule or entrance.
- **Approved sizes:** 11" x 17", 12"x18" and 18"x24".

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- Installation: Standard.

Department Directory:

- Purpose: Identify department, occupants within departments, and occupant room number. Coordinate text with room identification signage. See attached template as a guide to organize text.
- Location: next to latch side of door to department entrance, see file “front-view-directory.pdf”, available upon request.
- Approved size: 11”x17”.
- Installation: Standard.

Suite Directory

- Purpose: Identify department or occupants within a building suite.
- Location: 4” from outside of doorframe on latch side of door.
- Approved sizes: 8.5” x 11”, 11” x 8.5, 11” x 17”, 17” x 11”

Directional:

- Purpose: Provide direction through building along long corridors and major intersections.
- Location: at corridor intersections or open stairs.
- Approved sizes: 12” x 4”, 9” x 9”
- Installation: Flag encouraged, standard approved.

Room Identification

purpose: To identify individual rooms in a building.

fabrication: Room identification signs are made of (3) parts: the frame, the lens, and the insert.

Standard backed frame:

- Material: Standard backed frames shall receive paper inserts. Frames shall be extruded aluminum, 1/8” high around face and 3/8” deep with mitered and eased corners. The backing shall be fabricated of Masonite or plastic. Plastic backs are recommended in high humidity areas.
- Finish: satin brushed or antique bronze.
- Size: Dimensions, noted with each identification type are inside frame dimensions.
- Installation: See below.

Lens:

- Material: 1/16” thick acrylic.
- Finish: Clear, non-glare. Applique pictogram, symbols and text shall be white and surface applied, where required. Routed applique symbols and text is not permissible. Braille shall be clear, raster Braille with the associated text stacked per accessibility guidelines.
- Size: Dimensions, noted with each identification type are inside frame dimensions.
- Installation: Snap-in and removable with a suction cup.

Paper Insert:

- Material: Photo quality white paper.
- Finish: The artwork shall be digitally printed on the paper, consist of a full bleed, color background, and have white text. Background colors vary per building and building floor. If the signs on the floor are installed in a newly renovated area away from existing interior signs, then contact Kelley Moore Robison for background color. If adding signs to existing space, use existing inserts to determine closest PMS background color.
- Size: Dimensions, noted with each identification type are inside frame dimensions.

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- Installation: Between frame and lens. No adhesion necessary.

typeface: Serif:
Adobe Garamond Pro
Adobe Garamond Pro Italic

Sans Serif (raised room numbers):
Gentona

graphics: Text: see sign schedule template.
Pictograms: see “**types**”, below.
Artwork template files for Occupied and Unoccupied sign types available from Kelley Moore Robison, JHFRE / Planning, Architecture & Engineering. All other sign types highlighted in green available upon request and requires coordination with JHU Office of Communications.

installation: Standard: For standard installation to gypsum wall board, wood, or CMU partitions, use mechanical fasteners. Installation height from finished floor shall comply with ADA guidelines and based on the tactile location.

types: Occupied Room Identification:

- Purpose: Identify room and occupant in room.
- Location: 4” from outside of door frame on latch side of door, see file “front-view-room-id.pdf”, available upon request.
- Approved size: 5” x 5”
- Applique on lens: Room number with associated Braille
- Text on insert: Occupant name, occupant title (optional), occupant department (optional)

Unoccupied Room Identification:

- Purpose: Identify support space.
- Location: 4” from outside of door frame on latch side of door, see file “front-view-room-id.pdf”, available upon request.
- Approved Size: 5” x 5”
- Applique on lens: Room number with associated Braille.
- Text on insert: Support space names:
 - Electrical Room
 - Mechanical Room
 - Telecommunications Room
 - Custodial Room
 - Storage

Restroom Identification:

- Purpose: Identify restrooms.
- Location: 4” from outside of doorframe on latch side of door preferred. 4” from opening, if required.
- Approved size: 6” x 8”.
- Appliques on lens: Pictogram and text with associated Braille to designate type, for example:
 - “All Gender” text in routed white band and Toilet pictogram for all gender restrooms
 - Restroom text and Man / Woman / Child pictogram for family restroom
 - Men text and pictogram for men’s room
 - Women text and pictogram for women’s room
 - Accessible pictogram, for any restroom type listed that conforms to accessibility guidelines

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- Insert: Solid color, no text.

Egress Stair Identification [corridor side]:

- Purpose: Identify egress stair in a corridor or department suite.
- Location: 4" from outside of door frame on latch side of door.
- Approved size: 6" x 8".
- Applique on lens: Stair pictogram and text with associated Braille to identify stair name. Stair name shall be the same for all floors in the building. Stair names shall be based on a sequential numbering system, see "Room Numbering Guidelines".
- Insert: Solid color, no text.

Egress Stair Level Identification [inside stair]:

- Purpose: Identify floor levels and egress direction inside an egress stair.
- Location: Every floor landing. Follow NFPA and accessibility guidelines for exact location.
- Approved size: Follow NFPA and accessibility guidelines.
- Graphics: Follow NFPA and accessibility guidelines.

Hearing Assistance Identification:

- Purpose: Identify areas with hearing assistance systems.
- Location: Wall mounted and visible within space.
- Approved size: 6" x 8".
- Applique on lens: Hearing assistance pictogram from ADA.gov and text applique on lens.
- Insert: Solid color, no text on insert.

Workstation Identification

purpose: To identify occupants within workstation.

fabrication: Free-standing:

- Material: Standard backed frame, lens, paper insert, and bracket. For fabrication description of the frame, lens, and paper insert, see "**Room Identification, fabrication**" above. The bracket is fabricated of 1/8" x 8-5/8" x 5-1/16" black acrylic bent at 80 degrees and adhered to the back of the frame.
- Finish: See "**Room Identification, fabrication**".

Surface applied letters or graphics:

- Material: Vinyl on glass.
- Finish: Matte

Frame:

- Material: See "**Room Identification, fabrication**" above.

typeface: Serif:

Adobe Garamond Pro
Adobe Garamond Pro Italic

Sans Serif (raised room numbers):

Gentona

graphics: Text, see sign schedule template.

Artwork template files for sign types highlighted in green available upon request and requires coordination with JHU Office of Communications.

installation: For standard installation to gypsum wall board, wood, or CMU partitions, use mechanical fasteners. Installation height from finished floor shall comply with ADA guidelines and based on the tactile location.

type: **Freestanding Desktop:**

- Purpose: Identify occupant from transaction counter.
- Location: Unfastened and located on a desk or transaction counter
- Approved size: 8-1/2" x 3"
- Applique: (Optional) Workstation number and associated Braille
- Text on insert: Occupant name, occupant title (optional), occupant department (optional)

Surface applied letters or graphics:

- Purpose: Identify occupant from glass panel.
- Location: Adhered to glass of workstation, if applicable.
- Approved size: 1-1/2" high
- Text: Workstation number

Magnetic Frame:

- Purpose: Identify occupant on storage units.
- Location: On metal workstation elements.
- Approved size: 5" x 5"
- Applique on lens: Workstation number with associated Braille (optional)
- Installation: Adhere heavy-duty magnets to the back of the frame.

Emergency Messaging Identification

purpose: To educate occupants of paths of egress and fire pull stations within the building prior to an emergency situation. To provide reference to paths of egress and fire pull stations during an emergency situation.

fabrication: See “**Direction Identification, fabrication**” above.

typeface: Serif:
Adobe Garamond Pro
Adobe Garamond Pro Italic

Sans Serif (raised room numbers):
Gentona

graphics: Text identifying building and floor, image of building floor plan, “X” to indicate sign location, dashed line to indicate path of egress with arrows, and square with dot inside to indicate fire pull station location. Retain the services of a consultant to create the artwork for this sign type. Shield graphic use requires JHU Office of Communications review.

installation: For standard installation to gypsum wall board, wood, or CMU partitions, use mechanical fasteners. Installation height from finished floor shall be 60” to the center of the sign.

types: **Emergency Evacuation:**

- Purpose: Identify emergency routes and a fire pull station from the area the occupant is reading sign.
- Location: On every floor in a building. In areas where people gather together, such as, elevator lobbies, copy rooms, or kitchens. Sign shall be within clear sight and aligned with other wall mounted devices, if applicable. Rotate sign according to location where occupant is reading sign.

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- Approved size: 11" x 17", 17" x 11", 17" x 17".

Elevator Emergency, "In Case of Fire":

- Purpose: Discourage use of elevator during a fire.
- Location: Elevator lobbies.
- Approved Sizes: 6" x 8"
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Notification Frames

purpose: To provide departments a place to post their own fabricated notifications on 8.5" x 11" paper, about changing events and hours.

fabrication: Notification frame fabrication relies on the way the notifications are displayed. Materials used are polystyrene, vinyl, and flexible translucent sheets.

Interior display:

If the notifications are displayed behind glazing, then a vinyl tape frame is applied to the interior side of the glass. Magnetic tape, the same width and the vinyl frame is applied to the vinyl tape frame and one side of a polystyrene sheet. The polystyrene acts as a holder and is magnetically fastened to the glass.

Exterior display:

If the notifications are displayed on the face of a wall, elevator cab, or glazing, then the polystyrene is adhered to the wall surface with double-sided tape and has a border of magnetic tape on exposed face. A vinyl border is applied to the outside surface of a translucent sheet. Magnetic tape the same width as the vinyl border is applied to the back side of the translucent sheet. The translucent sheet acts as a holder and is magnetically fastened to the polystyrene. If the polystyrene is adhered to glazing, then a vinyl cover shall be installed on the interior face of the glazing.

typeface: None

graphics: None

installation: For standard installation with exterior display to gypsum wall board, metal or glass, adhere with double sided tape. Installation height from finished floor shall be 60" to the center of the sign.

types: Interior display:

- Purpose: Posting notifications from the interior of department suite.
- Location: Department suite glass entrance door or sidelite.
- Approved size: 8.5" x 11", 11" x 8.5", 11" x 17", 17" x 11".

Exterior display:

- Purpose: Posting notifications on the exterior of the department suite or interior cab of elevator.
- Location: Department suite solid entrance door, walls, stair interiors, or elevator cabs.
- Approved size: 8.5" x 11", 11" x 8.5", 11" x 17", 17" x 11".