Signage and Vehicle Brand Style Guide

The purpose of this brand style guide is to have a campus-wide unified and comprehensive look for all building identity, directional, wayfinding, address and LED panel signage on University buildings, walkways, entrances, etc.

This guide is part of the brand platform set that helps each of the University of Delaware’s communications efforts to work in concert. A brand platform is a set of guidelines that serves as a common foundation for brand development and governs all aspects of a brand’s visual elements, messages and implementation. To be successful, every entity in the UD community needs to help deliver the UD brand identity and message through its programs and activities.
**Color Palettes**

Color plays a critical role in strengthening the overall impact of the University of Delaware identity. It is perhaps the most significant identifier that the University uses. The consistent use of color is a vital part of communicating the University’s brand.

The official blue and yellow are the University of Delaware’s primary colors for use in print and electronic communications. Accent or secondary colors are used to complement UD’s blue and yellow, but should not be used as primary or stand-alone elements of the color palette.

The logo may appear in the approved primary colors, or reversed in white out of a field of primary color.

When printing, spot colors (Pantone) should be used. When printing in full color (four-color process), the CMYK mix provided in the palette should be used. Automatic conversion of the spot color within an application can result in an incorrect mix.
**Official Color Charts**

Below is a list of the official color selections for the University of Delaware’s logos, by acceptable color model.

**Pantone Coated Color Equivalents:**

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>COLOR</th>
<th>PANTONE</th>
<th>Process/CMYK</th>
<th>RGB</th>
<th>HEXADECIMAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware Blue</td>
<td></td>
<td>2945C</td>
<td>100-38-0-15</td>
<td>0-83-159</td>
<td>#00539f</td>
</tr>
<tr>
<td>Delaware Yellow-Gold</td>
<td>109C</td>
<td>0-9-94-0</td>
<td>255-210-0</td>
<td>#ff7f05</td>
<td></td>
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<tr>
<td>YoUDee Blue</td>
<td>299C</td>
<td>87-19-0-0</td>
<td>0-160-223</td>
<td>#643f20</td>
<td></td>
</tr>
<tr>
<td>Delaware Red</td>
<td>187C</td>
<td>0-91-72-24</td>
<td>175-30-45</td>
<td>#af1e2d</td>
<td></td>
</tr>
<tr>
<td>Delaware Gray</td>
<td>Cool Gray 4C</td>
<td>0-0-0-28</td>
<td>189-189-189</td>
<td>#bdbdbd</td>
<td></td>
</tr>
</tbody>
</table>

Trademarks of the University of Delaware may appear in full-color or one-color versions, as shown throughout The Collegiate Licensing Company (CLC) site. They should appear only as shown or otherwise permitted by the CLC.

**Thread Colors:**

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>PANTONE</th>
<th>Madeira RA</th>
<th>GS/SULKY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware Blue</td>
<td>2945C</td>
<td>1076</td>
<td>2220</td>
</tr>
<tr>
<td>Delaware Yellow-Gold</td>
<td>109C</td>
<td>1124</td>
<td>2462</td>
</tr>
<tr>
<td>YoUDee Blue</td>
<td>299C</td>
<td>1297</td>
<td>2730</td>
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<tr>
<td>Delaware Red</td>
<td>187C</td>
<td>1147</td>
<td>2263</td>
</tr>
<tr>
<td>Delaware Gray</td>
<td>Cool Gray 4C</td>
<td>1011</td>
<td>2592</td>
</tr>
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</table>

**Acrylic and Powder Coating Colors:**

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>PANTONE</th>
<th>GEMINI DRYLAC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware Blue</td>
<td>2945C</td>
<td>RAL5005 -</td>
</tr>
<tr>
<td>Delaware Yellow-Gold</td>
<td>109C</td>
<td>RAL1018 -</td>
</tr>
<tr>
<td>YoUDee Blue</td>
<td>299C</td>
<td>3000 -</td>
</tr>
<tr>
<td>Delaware Red</td>
<td>187C</td>
<td>2793 -</td>
</tr>
<tr>
<td>Delaware Gray</td>
<td>Cool Gray 4C</td>
<td>8807</td>
</tr>
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</table>

**Opaque Vinyl Colors:**

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>PANTONE</th>
<th>3M Opaque</th>
<th>ORACAL Premium BS1</th>
<th>ORACAL HP 751</th>
<th>AVERY A6 Opaque</th>
<th>AVERY A9 Opaque HP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware Blue</td>
<td>2945C</td>
<td>Vivid Blue 180C-17</td>
<td>509 Sea Blue</td>
<td>057 Traffic Blue</td>
<td>Vivid Blue A6570-0</td>
<td>Vivid Blue A9570-0</td>
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<tr>
<td>Delaware Yellow-Gold</td>
<td>109C</td>
<td>Bright Yellow (109C) 180C-15</td>
<td>209 Maize Yellow</td>
<td>209 Maize Yellow</td>
<td>Primrose Yellow A6110-0</td>
<td>Lemon Zest (109C) A9113-0</td>
</tr>
<tr>
<td>YoUDee Blue</td>
<td>299C</td>
<td>Olympic Blue 180C-47</td>
<td>547 Fjord Blue</td>
<td>517 Euro Blue</td>
<td>Olympic Blue A6530-0</td>
<td>Olympic Blue A9530-0</td>
</tr>
<tr>
<td>Delaware Red</td>
<td>187C</td>
<td>Geranium 180C-63</td>
<td>031 Red</td>
<td>031 Red</td>
<td>True Red A6332-0</td>
<td>Fire Red A9345-0</td>
</tr>
<tr>
<td>Delaware Gray</td>
<td>Cool Gray 4C</td>
<td>Medium Gray 180C-31</td>
<td>730 Simple Grey</td>
<td>074 Middle Grey</td>
<td>Medium Gray A6035-0</td>
<td>Medium Gray A9035-0</td>
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**Reflective Vinyl Colors:**

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>PANTONE</th>
<th>3M Scotchlite Reflective</th>
<th>ORACAL Series 550 Reflective</th>
<th>AVERY Reflective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware Blue</td>
<td>2945C</td>
<td>Blue 680-75, 680CR-75</td>
<td>Blue 050</td>
<td>Blue A7822-R</td>
</tr>
<tr>
<td>Delaware Yellow-Gold</td>
<td>109C</td>
<td>Yellow 680-71, 680CR-71</td>
<td>Yellow 020</td>
<td>Yellow A7812-R</td>
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<tr>
<td>Delaware White</td>
<td>White</td>
<td>White 680-10, 680CR-10</td>
<td>White 010</td>
<td>White A7801-R</td>
</tr>
</tbody>
</table>

Use of all marks requires written approval prior to production. The name and marks of the University of Delaware are controlled under a licensing program administered through the CLC.
Signage Brand Style Guide
Signage

Campus signage, from building identification to directional signs, is another way in which UD maintains a consistent brand identity. This section outlines the standards and guidelines for various types of University signage.

All exterior building and directional signage should be developed in cooperation with the University of Delaware’s Planning and Project Delivery department and the UD Architect:

142 General Services Building
222 S. Chapel St.
Newark, DE 19716-1744
Fax: 302-831-8294
Telephone: 302- 831-1744
Email: ud-fpc@udel.edu

To request a new sign, please submit a completed “University of Delaware New Exterior Sign Request Form” to the Planning and Project Delivery department.

The Sign Request Form may be found online at: http://www.facilities.udel.edu/faculty.aspx.
On that page, select “Requesting Signage.”
Double-Sided Aluminum Fabricated Building Identity Sign, to include:

- Overall Size - 60"h x 48"w
- (1) Header Panel - 18"h x 48"w
- (1) Directional Panel - 42"h x 48"w
- .125" Painted matte black aluminum
- Posts: 3” square, aluminum painted matte black
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

Installation:

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete
- Height to top of the sign - approx. 80"
UD SIGNAGE

Graham Hall
School of Public Policy & Administration
111 Academy Street

Sign structure detail
(roadway building identity version)

Frame Mounted to posts with tech screws

.060” (THK) Routed Aluminum Faces with Digitally Printed Graphics Attached with VHB Tape

1” SQ. Aluminum Tube Framing

3” SQ. Aluminum Posts Painted Black
Construction Notes/Specs

Double Sided Aluminum Fabricated Building Identity Sign
- Overall Height - 80”h (from grade)
- Overall Width - 54”w (post to post)
- 0.063” Routed aluminum faces with cad cut vinyl and digital prints
- 3” Square posts
- Posts painted matte black
- Full color laminated digital print - 3M IJ180C ControlTac vinyl with 3M8518 overlaminate - Header Portion
- 3M Cad cut white reflective vinyl - “University of Delaware” and directional type
- 3M high performance non-reflective vinyl - horizontal stripes below header panel
- Sign installed using direct burial in ground with 3000 psi ready mix concrete

3" aluminum square posts painted black

Frame fastened to posts with tech screws

0.063” thick routed aluminum panel attached to square tube frame with VHB

1" aluminum square tube framing

3" aluminum square tube framing
Double-Sided Aluminum Fabricated Wayfinding Sign, to include:

- Overall Size - approx. 60"h x 48"w
- (1) Header Panel - 18"h x 48"w
- Up to (7) Directional Panels - 6"h x 48"w with options for larger panels
- .125" Painted matte black aluminum
- Posts: 3" square, aluminum painted matte black
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - white
  - bright yellow 180C-15
  - vivid blue 180C-17

Installation:

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete
- Height to top of the sign - approx. 80"
Double-Sided Aluminum Fabricated Wayfinding Sign, to include:

- Overall Size - 72"h x 48"w

- (1) Header Panel - 18"h x 48"w

- (2) Logo Directional Panels - 12"h x 48"w

- (5) Directional Panels - 6"h x 48"w

- .125" Painted matte black aluminum

- Posts: 3" square, aluminum painted matte black

- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo

- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17
  - apple green 180C-196

Installation:

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete

- Height to top of the sign - approx. 80"

roadway directional specialty
48 x 80
Campus-wide
UD SIGNAGE

Single-Sided Aluminum Fabricated Building Identity Sign, to include:

- Overall Size - 72"h x 18"w

- (1) Header Panel - 9"h x 18"w (including height of the logo medallion)

- (1) Cast aluminum UD medallion (blue/silver)

- (1) Directional Panel - 63"h x 18"w

- .125" Painted matte black aluminum

- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with separately applied 8" UD logo medallion

- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

Installation:

- Installation of above on (2) 4" x 4" painted aluminum square posts in dirt set in concrete

- Height to top of the sign - approx. 72"
Single-Sided Aluminum Fabricated Building Identity Sign, to include:

- Overall Size - 51"h x 24"w
- (1) Header Panel - 9"h x 24"w (including height of the logo medallion)
- (1) Directional Panel - 42"h x 24"w
- .125" Painted matte black aluminum
- Posts: 3" square, aluminum painted matte black
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with separately applied 8" UD logo medallion
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

Installation:

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete
- Height to top of the sign - approx. 72"
Double-Sided Aluminum Fabricated Building Identity Sign, each side to include:

- Overall Size - 96"h x 18"w

- (1) Header Panel - 9"h x 18"w (including height of the logo medallion)

- (1) Cast aluminum UD medallion (blue/silver)

- (1) Directional Panel - 87"h x 18"w

- .125" Painted matte black aluminum

- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with separately applied 8" UD logo medallion

- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

Installation:

- Installation of above on (2) 4" x 4" painted aluminum square posts in dirt set in concrete

- Height to top of the sign - approx. 96"
Trabant University Center LED double-sided sign

Trabant University Center

MOVIE NIGHT
STUDENT CENTER THEATER
8 p.m.
**Single-Sided Aluminum Fabricated Building Address Sign, to include:**

- Overall Size - 10"h x 8.5"w
- (1) Header Panel - 2.25"h x 8.5"w
- (1) Address Panel - 7.75"h x 8.5"w
- .25" Painted matte black aluminum

- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo

- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

**Installation:**

- Installation of above pin-mounted flat on wall at location.
- Installation 60" AFF
**Single-Sided Aluminum Fabricated Building Address Sign, to include:**

- Overall Size - 14.5”h x 12”w
- (1) Header Panel - 3.25”h x 12”w
- (1) Address Panel - 11.25”h x 12”w
- .25” Painted matte black aluminum
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

**Installation:**

- Installation of above pin-mounted flat on wall at location.
- Installation 60” AFF
UD SIGNAGE

Single-Sided Aluminum Fabricated Building Address Sign, to include:

- Overall Size - 24"h x 20"w
- (1) Header Panel - 5.5"h x 20"w
- (1) Address Panel - 18.5"h x 20"w
- .25" Painted matte black aluminum

- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
  - full header-blue to black gradient with UD seal ghosted and white UD Primary logo

- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  - reflective white
  - bright yellow 180C-15
  - vivid blue 180C-17

Installation:

- Installation of above pin-mounted flat on wall at location.
- Installation 60" AFF
STAR Campus 72x120 pylon building signage

Health Sciences Complex

OPEN TO THE PUBLIC

Delaware Physical Therapy Clinic
Nurse Managed Primary Care Center
Speech Language Hearing Clinic

Delaware Health Sciences Alliance

Delaware Rehabilitation Institute

Biomedical Research Laboratories

540

Top view of pylon sign.

Background color:
Pantone Cool Grey 3

Colors

<table>
<thead>
<tr>
<th>Light Orange</th>
<th>Bright Yellow</th>
<th>Intense Blue</th>
<th>3M Control Tac Plus Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 164C</td>
<td>Pantone 109C</td>
<td>Pantone 2845C</td>
<td>Pantone Color Matching System</td>
</tr>
</tbody>
</table>

Main Title Font/Typestyle: Myriad Pro Bold
Name Font/Typestyle: Myriad Pro Semibold
Number Font/Typestyle: Myriad Pro Regular
Logo: Official STAR Campus lockup
STAR Health Specialty signage for internal/UD Public Entities

- Physical Therapy Clinic
- Nursed Managed Primary Care Center
- Speech Language Hearing Clinic

Colors

<table>
<thead>
<tr>
<th>Pantone Color</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black (180C-12)</td>
<td>Matte Black</td>
</tr>
<tr>
<td>Light Orange (180C-56)</td>
<td>Matte Light Orange</td>
</tr>
<tr>
<td>Bright Yellow (180C-15)</td>
<td>Matte Bright Yellow</td>
</tr>
<tr>
<td>Intense Blue (180C-47)</td>
<td>Matte Intense Blue</td>
</tr>
<tr>
<td>3M ControllTac Plus Graphic Film</td>
<td>Matte 3M ControllTac Plus</td>
</tr>
</tbody>
</table>

Font/Typestyle: Myriad Pro Semibold

Logo: Official STAR Health logo

Top view of pylon sign.

Background color: Pantone Cool Grey 3
STAR Campus Specialty signage for Commercial Tenants

UD SIGNAGE

Tenant logo/name image area
14” h x 52” w
(obtain high resolution art from tenant)

Colors

Intense Blue (180C-71)
Medium Gray (180C-31)
3M ControlTac Plus Graphic Film

Pantone 2945C
Pantone Cool Grey 86C
Pantone Color Matching System

Blue
Cool Gray 80%
Acrylic Polyurethane

Number Font/Typestyle: Myriad Pro Regular
Logo: Official STAR Campus logo

Top view of pylon sign.

Background color:
Pantone Cool Grey 3
**STAR Health LED double-sided sign**

**Custom Fabricated Double-Sided sign with Electronic Message Center, to include:**

**ID Header Sign**
- Overall Dimension: 36"h x 123"w x 26" deep
- All Aluminum Construction
- Aluminum Dimensional Trim Top & Bottom
- 1-Color Matthews Painted Finish – Color: TBD
- LED Illumination
- 3/16" Thick White Polycarbonate Facing
- Translucent Vinyl Lettering / Graphics
- UL Listed and Approved

**Electronic Message Center**
- Double-Sided
- Vantage 20mm 72 x 156 Full Color LED Display
- Full Color Pixel Configuration (1R, 1G, 1B)
- 281 Trillion Colors
- 57” x 123” Active Viewing Window

- Aluminum perforated mesh endcaps painted black
- 10,000+ Brightness Level (Nits)
- 160 Degree Viewing Angle
- Wireless Data Connection
- Complete Scheduling Software
- On Site Setup and Training
- 7 Year Manufacturer’s Warranty (Parts & Labor)
- 5M Infinity Software (Cloud Base)

**Installation**
- Sign vendor will be responsible for the delivery and installation of the above mentioned sign.

**Permitting**
- Sign Vendor will be responsible for obtaining the required permits by the City of Newark for the sign installation.

**NOTE:** Electrical service for the sign will be provided by others.
UD Downtown Building Sign (Wilmington, DE)

Colors

<table>
<thead>
<tr>
<th></th>
<th>A9001-T</th>
<th>A9561-T</th>
<th>A9566-T</th>
<th>Avery Translucent A6 Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>White</td>
<td>Pantone 300SC</td>
<td>Pantone 2945C</td>
<td>Pantone Color Matching System</td>
</tr>
</tbody>
</table>

16' x 2'
UD SIGNAGE

24" Parking Sign (CENTRAL Lot)

Colors

Font: Indicates Text Global, no line direction.

24" Parking Sign (GOLD Lot)

Colors

Font: Indicates Text Global, no line direction.

24" Parking Sign (GRAY Lot)

Colors

Font: Indicates Text Global, no line direction.

24" Parking Sign (Pearson Lot)

Colors

Font: Indicates Text Global, no line direction.

24" Parking Sign (RED Lot)

Colors

Font: Indicates Text Global, no line direction.
30” Public Parking Lot Sign

Colors

<table>
<thead>
<tr>
<th>White 3M #1080 (reflective)</th>
<th>Green 680-55, 680CR-55</th>
<th>Blue 680-75, 680CR-75</th>
<th>Scotchlite Reflective Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 342C</td>
<td>Pantone 2945C</td>
<td>Pantone Color Matching System</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>Green</td>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Font

Helvetica Bold CAPS, no size distortion

OPTIONS

PUBLIC PARKING

LOT #41
18” Service Vehicle Sign

Colors

<table>
<thead>
<tr>
<th>White</th>
<th>Intense Blue (180C-67)</th>
<th>3M Controllac Plus Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>3M 5100 (reflective)</td>
<td>Pantone 2945C</td>
<td>Pantone Color Matching System</td>
</tr>
<tr>
<td>White</td>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Font
Helvetica Bold CAPS, no size distortion

UNIVERSITY SERVICE VEHICLES ONLY
AT ALL TIMES
TOWING ENFORCED

OPTION B:
< MONDAY – FRIDAY 7 A.M. – 5 P.M.
18” Reserved Space Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>Pantone 2945C</td>
</tr>
<tr>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Font

Helvetica Bold CAPS, no size distortion

18” x 12”

18” x 3.75”

6.50”

2.0”

1.50”

0.50”

1.25”

0.75”

OPTION B:
MONDAY - FRIDAY
7 A.M. - 7 P.M.

OPTION C:
AT ALL TIMES
### 18" ADA Sign

#### Colors

<table>
<thead>
<tr>
<th></th>
<th>Color</th>
<th>Material</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>White (5000)</td>
<td>Pantone 2945C, White Acrylic Polyurethane</td>
</tr>
<tr>
<td></td>
<td>Blue 680-75, 680CR-75</td>
<td>Pantone Reflective Graphic Film, Blue Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

#### Font

- Helvetica Bold CAPS, no size distortion

![Diagram of 18" ADA Sign with dimensions and text](image-url)
**8” Motorcycle Sign**

**Colors**

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>White 3M 5100</td>
<td>(reflective)</td>
</tr>
<tr>
<td>Intense Blue</td>
<td>(180C-47)</td>
</tr>
<tr>
<td>3M Contro tac</td>
<td>Plus Graphic Film</td>
</tr>
<tr>
<td>White</td>
<td>Pantone 2945C</td>
</tr>
<tr>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

**Font**

Helvatica Bold CAPS, no size distortion

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![Motorcycle Sign Dimensions](image)
18” Pedestrian Walkway Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>Reference</th>
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<tbody>
<tr>
<td>White 3M 5100 (reflective)</td>
<td>3M Reflective</td>
<td></td>
</tr>
<tr>
<td>Inscribe Blue (180G-47)</td>
<td>Pantone 2645C</td>
<td>Pantone Color Matching System</td>
</tr>
<tr>
<td>White</td>
<td>973</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Font

Helvetica Bold CAPS, no size distortion
18” Shuttle Bus Stop Sign

Colors

<table>
<thead>
<tr>
<th>White 3M S100 (reflective)</th>
<th>Intense Blue (180C-47)</th>
<th>3M Controllac Plus Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>Pantone 2945C</td>
<td>Pantone Color Matching System</td>
</tr>
<tr>
<td>White</td>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Font

Helvetica Bold CAPS, no size distortion
24” Reserved Football

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone 342C</th>
<th>Pantone 294SC</th>
<th>Scotchlite Reflective Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (5000)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green (680-56, 680CR-56)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue (680-75, 680CR-75)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Font Helvetica Bold CAPS, no size distortion

This Lot
RESERVED
Home Football Game Days
12 AM - 9 PM
UNAUTHORIZED VEHICLES WILL BE TOWED AT OWNER'S EXPENSE
X= .75”
18” Low Emitting & Fuel Efficient Vehicles Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>3M Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>White 3M 5100 (ref.)</td>
<td>Intense Blue (180C-47)</td>
</tr>
<tr>
<td>White</td>
<td>3M ControlTac Plus Graphic Film</td>
</tr>
<tr>
<td>Pantone 2845C</td>
<td>Pantone Color Matching System</td>
</tr>
<tr>
<td>White</td>
<td>Blue</td>
</tr>
<tr>
<td>Acrylic Polyurethane</td>
<td></td>
</tr>
</tbody>
</table>

Font

Helvatica Bold CAPS, no size distortion

![Diagram of sign specifications]
18” UD Electric Vehicle Sign

Colors

- White 3M 5100 (reflective)
- Green (680-56, 680CR-56)
- Blue 680-75, 680CR-75
- Scotchlite Reflective Graphic Film
- Pantone 342C
- Pantone 2945C
- Pantone Color Matching System
- Acrylic Polyurethane

Font: Helvetica Bold CAPS, no size distortion

Dimensions:
- 18” x 12”
- 3.75”
- 6.0”
- 1.25”
- 1.50”
- 0.50”
- 1.50”
- 2.75”
- 1.50”
- 0.75”
- X = 0.75”

Legend:
- UD Logo
- 15kW Power Station

Reserved at all times for UNIVERSITY ELECTRIC VEHICLES
12” Tobacco-Free Campus Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (0000)</td>
<td>Blue 680-82</td>
</tr>
<tr>
<td>Blue (680-75, 680CR-75)</td>
<td>Scotch® Reflective Graphic Film</td>
</tr>
</tbody>
</table>

Pantone 199C Pantone 2945C Pantone Color Matching System

<table>
<thead>
<tr>
<th>Color</th>
<th>Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>Red</td>
</tr>
<tr>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Font

Helvetica Bold CAPS, no size distortion

TOBACCO FREE

For Your Health

THIS IS A TOBACCO-FREE CAMPUS

www.udel.edu/tobaccofreeUD
**UD SIGNAGE**

---

**96” & 48” Parking Garage Signs**

**Colors**

<table>
<thead>
<tr>
<th></th>
<th>White  (5000)</th>
<th>Green (680-56, 680CR-56)</th>
<th>Blue  680-75, 680CR-75</th>
<th>Scotchlite Reflective Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone Color</td>
<td>Pantone 342C</td>
<td>Pantone 2945C</td>
<td>Pantone Color Matching System</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>Green</td>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
<td></td>
</tr>
</tbody>
</table>

**Font** Helvetica Bold CAPS, no size distortion

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**Amstel Avenue**

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**Exit to South Main Street**

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**Exit for South Main Street**
36” Fee Structure Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>Scotchtite Reflective Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (5000)</td>
<td>343C</td>
<td>Scotchite 2945C</td>
</tr>
<tr>
<td>Green (680-56, 680CR-66)</td>
<td>2945C</td>
<td>Scotchite Color Matching System</td>
</tr>
<tr>
<td>Blue (680-75, 680CR-75)</td>
<td>343C</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Font

*Helvetica Bold CAPS, no size distortion*

OPTIONS

PERKINS STUDENT CENTER-GARAGE LOT#4C

TRABANT UNIV. CENTER GARAGE LOT#17C

CENTER FOR THE ARTS GARAGE LOT#14C

removable panels, attached by screws (changeable)
18” UD Garage Assistance Sign

Colors

<table>
<thead>
<tr>
<th>White (5000)</th>
<th>Green (680-56, 680CR-56)</th>
<th>Blue 680-75, 680CR-75</th>
<th>Scotchite Reflective Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 342C</td>
<td>Pantone 2945C</td>
<td>Pantone Color Matching System</td>
<td></td>
</tr>
</tbody>
</table>

Font: Helvetica Bold CAPS, no size distortion

For assistance when no attendant is on duty, call Parking Services at 302-831-1184.

After 5 PM weekdays, weekends and holidays call Public Safety at 302-831-2222 or use a blue light phone.
UD Security Monitoring Signs

Colors

<table>
<thead>
<tr>
<th>White (5000)</th>
<th>Blue 680-75, 680CR-75</th>
<th>Scotchlite Reflective Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 2945C</td>
<td>Pantone Color Matching System</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

Font Helvetica Bold CAPS, no size distortion

12” x 18”

Security cameras and video monitoring in operation.

12” x 12” and 18” x 18”
Examples of University Signage

A. Building Identification/Address Signs, Surface-mounted
   Material: Aluminum (see size variations and details on previous pages)
   Font: Myriad Pro Bold, Myriad Pro Semibold
   Dimensions: 7” x 8”, 8.5” x 10”, 12” x 14.5”, 20” x 24”
   Notes: Primary logo with Building/Department Identification

B. Building Card Reader Signs, Surface-mounted
   Material: PVC
   Logo: white Circle UD
   Dimensions: 8” x 8”

C. Building Identification Signs, Surface-mounted
   Material: Cast bronze (see photos)
   Font: Stone Serif Medium
   Dimensions: 19” x 15”
   Notes: UD Circle logo with Building/Department Identification and address
Examples of University Signage

D. Plaques
Material: Bronze
Font: Garamond Premiere Pro, Semibold
Size: Varies
Notes: Dedication/Historic Building/Donor Plaque

E. Building History Sign, Freestanding Plaque
Material: Bronze, cement, brick
Font: Garamond Premiere Pro
  Name: Semibold 60 pt.
  Body text: Semibold 36 pt.
Size:
  Brick Base: 32” wide x 25.5” deep x 16” high
  Top of Base (white cement): 24” wide x 18.5” deep
  Plaque: 18” wide x 12” high
  1/4” border, single line
Background color: Dark Oxide
Material: Bronze
Background texture: Stipple
Total height: approx. 28”
Notes: Dedication/History Plaque

E-1. Variation
Can also have commemorative plaque on front face brick base.
(Must be approved)
Bronze Plaque: 9” wide x 6” high


**UD SIGNAGE**

**Building Naming Pin Lettering**

**A. Building Identification**

Material: metal (preferably black, bronze or brushed steel/aluminum/nickel)
Dimensions: 7-10” height
Font/Typeface: Stone Serif Regular/Medium
Kerning: approx. +35

All final heights and kerning will be determined and approved by UD.
UD Walkway Gates
Material: metal, painted black
Logo: modified version of Circle UD logo/mark (please obtain correct vector logo art from Office of Communications and Marketing).

Final approval of gate mockup must be approved by OCM for consistency and correct use of logo/mark.
Construction Sign 4’ x 6’ Variation

Alison Hall Renovations
Opening: Summer 2013

Construction Sign 4’ x 6’ Variation with Funding Attachment

Alison Hall Renovations
Opening: Summer 2013

This project generously funded by the State of Delaware

Typical Architect Rendering
Construction Sign 4’ x 8’

Architect Rendering
Construction Sign Variation 4’ x 8’

Life Sciences Research Facility
Opening: Winter 2012
Typical Construction Title Sign
4’ x 8’

Construction Title Sign 4’ x 8’ Variations

44 Kent Way

College of Arts & Sciences

New offices for the College of Arts & Sciences in the former Blue & Gold Club

Interdisciplinary Science & Engineering Laboratory

A home for education and research focused on energy, environment, and related policy issues.

www.udel.edu/iselab

University of Delaware Bookstore

A Dynamic Two-Level Collegiate Superstore on Newark’s Main Street

UNIVERSITY OF DELAWARE

Barnes & Noble

Bob Carpenter Center Addition

Basketball and Volleyball Facility
Sample Pedestrian Detour Map
Sign 4’ x 8’

Construction Fence Wind Screen Signage
Vehicle Brand Style Guide
**UD Campus Vehicles**

The following illustrations and guidelines identify the proper use, placement and color of the University’s logo on campus vehicles.

For questions about vehicular signage with respect to layout, colors and/or use of the UD logo, or to obtain a high-resolution electronic file, please contact the Office of Communications and Marketing at 302-831-2791.

---

**Logo color, vinyl color chart**

<table>
<thead>
<tr>
<th>Color</th>
<th>selected vinyl manufacturers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avery</td>
<td>3M Opaque</td>
</tr>
<tr>
<td>(UD Blue) MOTOR POOL ONLY</td>
<td>Impulse Blue A5677-5 A5 opaque (5 year)</td>
</tr>
<tr>
<td></td>
<td>Vivid Blue A5701-4 A9 opaque (9 yr)</td>
</tr>
</tbody>
</table>

Any questions concerning the layout of UD logos or to obtain a hi-resolution electronic file, please contact OCM 302-831-2791.
Motor Pool Vehicles
Guidelines for placement of UD logo and identity

Identity Legend

Use official art files only
- 14” wide x 5.9” h (smaller) logo
- UD Primary Logo – (Blue) PMS 2945c
  see vinyl color chart
  Do NOT attempt to recreate!

- 2 inch identity number
  - PMS 2945c – Blue
  - Stone serif Semibold Italic font

Any questions concerning the layout of UD logos or to obtain a hi-resolution electronic file, please contact OCM 302-831-2791.
Service Vehicles
Guidelines for placement of UD logo and identity

Identity Legend

<table>
<thead>
<tr>
<th>Use official art files only</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 18” wide x 5.9” h (larger) logo</td>
</tr>
<tr>
<td>- UD Primary Logo – (Blue) PMS 2945c Reflective*</td>
</tr>
<tr>
<td>See vinyl color chart</td>
</tr>
<tr>
<td>Do NOT attempt to recreate!</td>
</tr>
</tbody>
</table>

| - 2 inch identity number |
| - PMS 2945c – Blue Reflective* |
| - Stone serif Semibold Italic font |

Any questions concerning the layout of UD logos or to obtain a hi-resolution electronic file, please contact OCM 302-831-2791.
Motor Pool and Service Vehicles
Guidelines for placement of UD logo and identity number for vehicles other than car.
Dare to be first.

UNIVERSITY OF DELAWARE.