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.

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**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>#f0d000</td>
<td></td>
</tr>
<tr>
<td>YoUDee Blue</td>
<td>299C</td>
<td>87-19-0-0</td>
<td>0-160-223</td>
<td>#00a0df</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>#b0b0b0</td>
<td></td>
</tr>
</tbody>
</table>

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**Thread Colors:**

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>PANTONE</th>
<th>Madeira</th>
<th>RA</th>
<th>GS/SULKY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware Blue</td>
<td>2945C</td>
<td>1076</td>
<td>2220</td>
<td>1535</td>
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<td>Delaware Yellow-Gold</td>
<td>109C</td>
<td>1124</td>
<td>2462</td>
<td>1187</td>
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<tr>
<td>YoUDee Blue</td>
<td>299C</td>
<td>1297</td>
<td>2730</td>
<td>861</td>
</tr>
<tr>
<td>Delaware Red</td>
<td>187C</td>
<td>1147</td>
<td>2263</td>
<td>1147</td>
</tr>
<tr>
<td>Delaware Gray</td>
<td>Cool Gray 4C</td>
<td>1011</td>
<td>2592</td>
<td>1327</td>
</tr>
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**Acrylic and Powder Coating Colors:**

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>PANTONE</th>
<th>GEMINI</th>
<th>DRYLAC</th>
<th></th>
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<tr>
<td>Delaware Blue</td>
<td>2945C</td>
<td>2860</td>
<td>RAL 5005</td>
<td>-</td>
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<tr>
<td>Delaware Yellow-Gold</td>
<td>109C</td>
<td>2037</td>
<td>RAL 1018</td>
<td>-</td>
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<tr>
<td>YoUDee Blue</td>
<td>299C</td>
<td>3000</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Delaware Red</td>
<td>187C</td>
<td>2793</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Delaware Gray</td>
<td>Cool Gray 4C</td>
<td>8807</td>
<td>-</td>
<td>-</td>
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**Opaque Vinyl Colors:**

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>PANTONE</th>
<th>3M Opaque</th>
<th>ORACAL Premium 851</th>
<th>ORACAL HP 751</th>
<th>AVERY A6 Opaque</th>
<th>AVERY A9 Opaque HP</th>
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<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>
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<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>
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</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>
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<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>
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<tr>
<td>Delaware Gold</td>
<td>872C</td>
<td>Gold 680-64, 680CR-64</td>
<td>Gold 091</td>
<td>Gold A7807-R</td>
</tr>
</tbody>
</table>

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Signage Brand Style Guide
UD SIGNAGE

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 Request for Services Form” to the Planning and Project Delivery department.

The Sign Request Form may be found online in Web Forms or at this link: https://udapps.nss.udel.edu/webforms/embtform?wf_id=1106&wf_ty=blank
Double-Sided Aluminum Fabricated Building Identity Sign, to include:

- Overall Size - 60"h x 48"w
- (1) Header Panel - 18"h x 48"w
- Full Color Graphics File - Orafol vinyl with laminate.
  • full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- (1) Directional Panel - 42"h x 48"w
- .080" Painted matte black aluminum facing over 1" square aluminum frame with VHB tape and Weld-On (2 part Chemical Adhesive)
- Posts: 3"x 3" square, aluminum painted matte black
- Single Colors - 3M Scotchtcal 50 Vinyl Graphics
  • reflective white
  • bright yellow 180C-15

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"
- 12” diameter x 36” deep footers
- Installed perpendicular to the building for ease of reading both sides/directions
- all building tenants are listed in alphabetical order
UD SIGNAGE

Frame Mounted to posts with tech screws

.080” (THK) Routed Aluminum Faces with Digitally Printed Graphics Attached with VHB Tape and Weld-On (2 part Chemical Adhesive)

1” SQ. Aluminum Tube Framing

3” SQ. Aluminum Posts Painted Black

Graham Hall
School of Public Policy & Administration
111 Academy Street

Sign structure detail
(roadway building identity version)
Construction Notes/Specs

Double Sided Aluminum Fabricated Building Identity Sign
- Overall Height - 80" (from grade)
- Overall Width - 54" (post to post)
- 0.080" Routed aluminum faces with cad cut vinyl and digital prints
- 3" Square posts
- Posts painted matte black
- Full Color Graphics File - One color vinyl with laminate
- Blue to black gradient with UD seal ghosted and white UD Primary logo
- 3M Cad cut white reflective vinyl 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

1" aluminum square tube framing

0.080" thick routed aluminum panel attached to 1" square tube frame with VHB tape and Weld-On (2 part Chemical Adhesive)
Double-Sided Aluminum Fabricated Wayfinding Sign, to include:

- Overall Size - approx. 60"h x 48"w
- (1) Header Panel - 18"h x 48"w
- Full Color Graphics File - Oracal vinyl with laminate.
  • full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Directional Panels - 42" x 48"w
  with options for larger panels
- .080" Painted matte black aluminum facing over 1" square aluminum frame with VHB tape and Weld-On (2 part Chemical Adhesive)
- Posts: 3" x 3" square, aluminum painted matte black
- 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"
- 12" diameter x 36" deep footers
- Installed perpendicular to the building for ease of reading both sides/directions
Double-Sided Aluminum Fabricated Wayfinding Sign, to include:

- Overall Size - 72"h x 48"w
- (1) Header Panel - 18"h x 48"w
- Full Color Graphics File - Orafol vinyl with laminate.
  -full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- (2) Logo Directional Panels - 12"h x 48"w each (varies)
- Directional Panels - misc. x 48"w
- .080" Painted matte black aluminum facing over 1” square aluminum frame with VHB tape and Weld-On (2 part Chemical Adhesive)
- - Posts: 3”x 3” square, aluminum painted matte black
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  -reflective white
  -bright yellow 180C-15
  -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"
- 12” diameter x 36” deep footers
- Installed perpendicular to the building for ease of reading both sides/directions
**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 U180C 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"
- All building tenants are listed in alphabetical order
UD SIGNAGE

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) Cast aluminum UD medallion (blue/white), 8" diameter

- Full Color Graphics File - Orafol vinyl with laminate.
  • Full header-blue to black gradient with UD seal ghosted and white UD Primary logo
  • Separately applied 8" UD logo medallion

- (1) Directional Panel - 42"h x 24"w

- .080" Painted matte black aluminum facing over 1" square aluminum frame with VHB tape and Weld-On (2 part Chemical Adhesive)

- Posts: 3"x 3" square, aluminum painted matte black

- Single Colors - 3M Scotchcal 50 Vinyl Graphics
  • Reflective white
  • Bright yellow 180C-15

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"

- 12" diameter x 36" deep footers

- All building tenants are listed in alphabetical order

Walking building identity option 2
24 x 72
The Green
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)

- (2) Cast aluminum UD medallion (blue/white), 8” diameter

- (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 Scotchtape 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.
**UD SIGNAGE**

This style sign is best used for identifying doors or entryways of residence halls.

### 8.5” x 10” 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
- 0.25” 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

This style sign is best used for main entrances, when viewed from a walkway or in extreme space situations.

Gore Hall
114
The Green

building address
12 x 14.5

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**

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### UD SIGNAGE

**Gore Hall**

24”

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20”

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**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

This style sign is best used for main entrances, when viewed from a roadway or extreme distance, such as The Green.
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

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>Supplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Orange (180C-54)</td>
<td>Pantone 144C</td>
<td>3M Scotchcal Plus Graphic Film</td>
</tr>
<tr>
<td>Bright Yellow (180C-15)</td>
<td>Pantone 108C</td>
<td></td>
</tr>
<tr>
<td>Intense Blue (180C-47)</td>
<td>Pantone 2848C</td>
<td></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

- all building tenants are listed in alphabetical order

Top view of pylon sign.
STAR Health Specialty signage for internal/UD Public Entities

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

Colors

- Black (180C-12)
- Light Orange (180C-64)
- Bright Yellow (180C-15)
- Intense Blue (180C-47)
- 3M Centrolac Plus Graphic Film

- Pantone Process Black
- Pantone 144C
- Pantone 109C
- Pantone 2945C
- Pantone Color Matching System

- Black
- Orange
- Yellow
- Blue
- Acrylic Polyurethane

Font/Typestyle: Myriad Pro Semibold
Logo: Official STAR Health logo
- all building tenants are listed in alphabetical order
STAR Campus Specialty signage for Commercial Tenants

GLASGOW MEDICAL AID UNIT at STAR Campus

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

Colors

<table>
<thead>
<tr>
<th>Intense Blue (180C-47)</th>
<th>Medium Grey (180C-31)</th>
<th>3M Contoltec Plus Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 2945C</td>
<td>Pantone Cool Grey 8C</td>
<td>Pantone Color Matching System</td>
</tr>
<tr>
<td>Blue</td>
<td>Cool Grey 80%</td>
<td>Acrylic Polyurethane</td>
</tr>
</tbody>
</table>

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)
- SM 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>
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</thead>
<tbody>
<tr>
<td>White</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone 3005C</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone 2945C</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone Color Matching System</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Dimensions:
- **16'**
- **2'**
30” Public Parking Lot Sign

Colors

<table>
<thead>
<tr>
<th></th>
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<th></th>
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<th></th>
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<tbody>
<tr>
<td>White</td>
<td>342C</td>
<td>2945C</td>
<td>Acrylic Polyurethane</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Font

Helvetica Bold CAPS, no size distortion

30” Parking Lot Sign

OPTIONS

PUBLIC PARKING

LOT #41

X=1.25” 6.5” 10” 12” 24” 30”

X=1.25” 6.5” 3” 2” 12” 30”
18” Service Vehicle Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Material</th>
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</thead>
<tbody>
<tr>
<td>White 3M 5100 (reflective)</td>
<td>Intense Blue (180C-47)</td>
</tr>
<tr>
<td></td>
<td>3M ControlTac Plus Graphic Film</td>
</tr>
<tr>
<td>White</td>
<td>Pantone 2945C</td>
</tr>
<tr>
<td>Blue</td>
<td>Pantone Color Matching System</td>
</tr>
<tr>
<td>Clear Acrylic Polyurethane</td>
<td></td>
</tr>
</tbody>
</table>

Font

Helvetica Bold CAPS, no size distortion

OPTION B:
MONDAY – FRIDAY
7 A.M. – 5 P.M.
UD SIGNAGE

18” Reserved Space Sign

Colors

<table>
<thead>
<tr>
<th>White 3M 5100 (reflective)</th>
<th>Intense Blue (180C-47)</th>
<th>3M ControlTac 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

OPTION B:

< MONDAY - FRIDAY
7 A.M. - 7 P.M.

OPTION C:

AT ALL TIMES
**18” ADA Sign**

**Colors**

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

**Font**

Helvetica Bold CAPS, no size distortion

---

![Diagram of 18” ADA Sign with dimensions and colors]
8” Motorcycle Sign

Colors

<table>
<thead>
<tr>
<th>White 3M 5100 (reflective)</th>
<th>Intense Blue (180C-47)</th>
<th>3M ControllTac 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
18” Pedestrian Walkway Sign

Colors

<table>
<thead>
<tr>
<th>Material</th>
<th>Color</th>
<th>Pantone Code</th>
<th>Color Matching System</th>
</tr>
</thead>
<tbody>
<tr>
<td>White 3M 5100 (reflective)</td>
<td>White</td>
<td>Pantone 2945C</td>
<td>3M ColorTec Plus Graphic Film</td>
</tr>
<tr>
<td>White 3M 5100 (reflective)</td>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
<td></td>
</tr>
</tbody>
</table>

Font

Helvetica Bold CAPS, no size distortion

Dimensions:
- Width: 18”
- Height: 3.5”
- Top margin: 1.25”
- Bottom margin: 4.75”
- Side margin: 1.25”
- Use Walkway text

UD Logo placement:
- Width: 5.0”
- Height: 3.0”
UD SIGNAGE

18” Shuttle Bus Stop Sign

Colors

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

Font

Helvetica Bold CAPS, no size distortion
24” Reserved Football

Colors

<table>
<thead>
<tr>
<th>Color Description</th>
<th>Pantone Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (5000)</td>
<td>342C</td>
</tr>
<tr>
<td>Green (680-56, 680CR-56)</td>
<td>2945C</td>
</tr>
<tr>
<td>Blue 680-75, 680CR-75</td>
<td>2945C</td>
</tr>
<tr>
<td>Scotch® Reflective Graphic Film</td>
<td>Acrylic Polyurethane</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.
18” Low Emitting & Fuel Efficient Vehicles Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Material</th>
<th>Pantone Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>3M S100 (reflective)</td>
<td>2945C</td>
</tr>
<tr>
<td>Blue</td>
<td>Acrylic Polyurethane</td>
<td></td>
</tr>
</tbody>
</table>

Font
Helvetica Bold CAPS, no size distortion
18” UD Electric Vehicle Sign

**Colors**

<table>
<thead>
<tr>
<th>White 3M 5100 (reflective)</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 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

---

**Dimensions**

- Width: 12"
- Height: 18"
- Thickness: 3.75"

**Text**

- Reserved at all times for UNIVERSITY ELECTRIC VEHICLES
- 15kW

**Symbols**

- UD logo
- Electric car symbol
- X = .75"
12” Tobacco-Free Campus Sign

Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>White (5000)</td>
<td>Pantone 199C</td>
</tr>
<tr>
<td>Red</td>
<td>Blue 680-82</td>
<td>Pantone 2945C</td>
</tr>
<tr>
<td>Blue</td>
<td>Blue 680-75, 680CR-75</td>
<td>Scotchlite Reflective Graphic Film</td>
</tr>
<tr>
<td></td>
<td>Acrylic Polyurethane</td>
<td>Pantone Color Matching System</td>
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</tbody>
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Font

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For Your Health

THIS IS A TOBACCO-FREE CAMPUS

www.udel.edu/tobaccofreeUD

www.udel.edu/ocm
96” & 48” Parking Garage Signs

Colors

<table>
<thead>
<tr>
<th></th>
<th>White (5000)</th>
<th>Green (560-56, 680CR-66)</th>
<th>Blue 680-75, 680CR-75</th>
<th>Scotchlite Reflective Graphic Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 342C</td>
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</table>

Font: Helvetica Bold CAPS, no size distortion

Amstel Avenue South Main St.

Exit to South Main Street

Exit for South Main Street
36” Fee Structure Sign

Colors

<table>
<thead>
<tr>
<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 342C</td>
<td>Pantone 2945C</td>
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<tr>
<td>White</td>
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<td>Blue</td>
<td>Acrylic Polyurethane</td>
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</tbody>
</table>

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removable panels, attached by screws (changeable)

OPTIONS

PERKINS STUDENT CENTER-GARAGE LOT#4C

TRABANT UNIV. CENTER GARAGE LOT#17C

CENTER FOR THE ARTS GARAGE LOT#14C
UD SIGNAGE

18” UD Garage Assistance Sign

Colors

<table>
<thead>
<tr>
<th>Color Description</th>
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</tbody>
</table>

Font

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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 SIGNAGE

UD Security Monitoring Signs

Colors

<table>
<thead>
<tr>
<th>White (5000)</th>
<th>Blue 680-75, 680CR-75</th>
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Font  Helvetica Bold CAPS, no size distortion

12” x 18”

Security cameras and video monitoring in operation.

12” x 12” and 18” x 18”

Security cameras and video monitoring in operation.

alternate version
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.
UD SIGNAGE

Construction Sign 4’ x 6’ Variation

Alison Hall Renovations
Opening: Summer 2013

Typical Architect Rendering
Construction Sign 4’ x 8’

Construction Sign 4’ x 6’ Variation with Funding Attachment

Alison Hall Renovations
Opening: Summer 2013

This project generously funded by the State of Delaware

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
Sample Pedestrian Detour Map
Sign 4’ x 8’

Construction Fence Wind Screen Signage
Vehicle Brand Style Guide
UD VEHICLES

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>(UD Blue)</td>
<td>Impulse Blue A659T-0 A6 opaque (6 yr)</td>
</tr>
<tr>
<td>MOTOR POOL ONLY</td>
<td>or</td>
</tr>
<tr>
<td></td>
<td>Vivid Blue A9570-0 A9 opaque (9 yr)</td>
</tr>
<tr>
<td></td>
<td>Vivid Blue 180C-17 opaque</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

123

Any questions concerning the layout of UD logos or to obtain a hi-resolution electronic file, please contact OCM 302-831-2791.
UD VEHICLES

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.

Service pick-up

Van

UD VEHICLES
UD SHUTTLE BUSES
Dare to be first.

UNIVERSITY OF DELAWARE.