Key among the principles of the Framework Plan were recommendations that the campus be formally organized into five precincts: Arts, Inner Campus, Professional, Stadium, and Wheeler.
As a component of preliminary master planning work in 2011, the five Framework precincts were expanded to include recently acquired properties and other parcels on the campus perimeter not included in the original precincts. Ten campus precincts were identified in a working master plan document dated 25 July 2011: Athletic, Central Core, East Campus Gateway, Energy Research Park, Fine Arts, MacGregor, North Campus Gateway, Professional, South Campus Gateway, and Student Life.
The UH Arts Master Plan and related Wayfinding Master Plan in 2012 realigned and renamed these campus districts to yield seven zones that promote a more unified identity and memorable character within each: Arts, Athletics, Central Campus, Cullen North, Energy Research Park, Professional, Residential. These will be reinforced through wayfinding and subsequent campus planning efforts.
ENTRANCE MONUMENT SIGN

DESCRIPTION
Located at major public entrances to the campus, this sign provides directional information to nearby landmarks, building and parking lots.

MATERIALS and FINISHES
- Double face 1/8" aluminum with aluminum angle frame
- Non-illuminated
- Top Section: Red to match approved University sample
- Reveal: 1/2" wide; white to match Imron #SOA202
- Main Body & Base: Black to match Imron #99
- All surfaces painted with semi-gloss finish
- All copy is white reflective vinyl in Swiss 721 BT Bold font (equivalent to Helvetica Medium)
- UH interlocking logo is white reflective vinyl with black vinyl outline, 12" high

NOTES
All copy to be reviewed and approved by FP&C.

NEIGHBORHOOD IDENTIFICATION SIGN

DESCRIPTION
Located at all numbered campus entrances, this sign type is located to be visible to pedestrian and vehicular traffic, identifies major neighborhood landmarks and displays the Campus Entrance Number prominently.

MATERIALS and FINISHES
- Double face 1/8" aluminum with aluminum angle frame
- Non-illuminated
- Top Section: Red to match approved University sample
- Reveal: 1/2" wide; white to match Imron #SOA202
- Main Body & Base: Black to match Imron #99
- All surfaces painted with semi-gloss finish
- Copy and number are white reflective vinyl in Swiss 721 BT Bold font (equivalent to Helvetica Medium)
- UH interlocking logo is white reflective vinyl with black vinyl outline, 12" high

NOTES
All copy and sign locations to be reviewed and approved by FP&C.
### PARKING LOT SIGN

**DESCRIPTION**
Located at all entrances to parking lots, this sign displays the type of lot, lot number and parking rules and regulations.

**MATERIALS and FINISHES**
- Non-illuminated
- Body & Base: 1/8" aluminum; white to match Imron #SOA202; semi-gloss finish
- Parking Symbol: Arlon #47 Intense Blue vinyl with white inset border and “P” (white is background showing through)
- Lot # copy: Arlon #220 perfect match red vinyl.
- Permit Required copy: Arlon #47 Intense Blue vinyl
- All other copy is black vinyl in Swiss 721 BT Bold font (equivalent to Helvetica Medium)
- Does not contain UH logo

**NOTES**
All copy and sign locations to be reviewed and approved by FP&C.

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### VISITOR DESTINATION SIGN

**DESCRIPTION**
Located at major public entrances to the campus, this sign provides directional information to nearby landmarks, building and parking lots.

**MATERIALS and FINISHES**
- Double face 1/8" aluminum with aluminum angle frame
- Non-illuminated
- Top Section: Red to match approved University sample
- Reveals: 1/2" wide; white to match Imron #SOA202
- Main Body & Base: Black to match Imron #999
- All surfaces painted with semi-gloss finish
- All copy and arrows are white reflective vinyl in Swiss 721 BT Bold font (equivalent to Helvetica Medium)
- UH interlocking logo is white reflective vinyl with black vinyl outline, 120 high

**NOTES**
All copy and sign locations to be reviewed and approved by FP&C.
# Wayfinding Standards and Guidelines

## Sign Type: Wayfinding Sign

**Description:** Located adjacent to sidewalks on the interior of campus, this sign points the direction to major buildings or landmarks.

**Materials and Finishes:**
- Double face 1/8\(^\text{th}\) aluminum with 1/8\(^\text{th}\) aluminum posts
- Non-illuminated
- Top Section: Red to match approved University sample
- Vertical Reveals: 1/2\(^\text{th}\) wide; black to match Imron #99
- Main Body & Posts: Black to match Imron #99
- All surfaces painted with semi-gloss finish
- Copy is white reflective vinyl in Swiss 721 BT Bold font (equivalent to Helvetica Medium)
- UH interlocking logo is white reflective vinyl with black vinyl outline, 2\(^\text{th}\) high

**Notes:**
- All copy and sign locations to be reviewed and approved by FP&C.

## Sign Type: Building Name Sign

**Description:** Located at all building entrances, this sign displays the building name and the building number. Department names will be shown in building main entrance directories only.

**Materials and Finishes:**
- Double face 1/8\(^\text{th}\) aluminum with 1/8\(^\text{th}\) aluminum posts
- Non-illuminated
- Top Section: Red to match approved University sample
- Vertical Reveals: 1/2\(^\text{th}\) wide; black to match Imron #99
- Main Body & Posts: Black to match Imron #99
- All surfaces painted with semi-gloss finish
- Copy and number are white reflective vinyl in Swiss 721 BT Bold font (equivalent to Helvetica Medium)
- UH interlocking logo is white reflective vinyl with black vinyl outline, 6\(^\text{th}\) high

**Notes:**
- All copy and sign locations to be reviewed and approved by FP&C.
Option 1
Direct Replacement
Fabrication and installation: $7,750

NOTE: Dimensions are approximate. Final sign will replicate previous version.
Option 2
Fabrication and Installation $8,800.00

Production Notes:
1. All surfaces to be specified porcelain enameled, porcelain enamel, enameled text and graphics or screen-printed text and graphics.
   (Emphasis is long-term durability, color retention and wear rate.)
**Option 3**

Fabrication and Installation: $ 6,950.00

**PRODUCTION NOTES**

1. All surfaces to be specified powder coat, painted, porcelain enamel, enamelled text and graphics or screen printed text and graphics. (emphasis is long term durability, color retention and wear rate).
Font Family - Interstate

Sign installed directly on existing footing. Not recommended
pros: less expensive install
cost: add installation, not true to final intended appearance

Preferred Footing Treatment

Existing footing modified to accommodate new sign. Replace sod and clean up site. recommended
pros: more accurate presentation of final sign appearance
cons: more expensive install

UH Campus Wayfinding | University of Houston
Houston, TX

DRAFT Campus Signage - Cullen South Replacement Sign Scale
03/01/13

1. All surfaces to be specified powder coat, painted, porcelain enamel, enameled text and graphics on screen printed text and graphics,
(sphere is long term durability, color retention and wear rate).
Scale Test

4.3 ft Daylight
75 ft Low light
75% reliability (% of population will read)

Font Family - Interstate

North facing
Arts
Athletic Facilities
Alumni Center
Student Housing
Visitor Information
Information

West facing
Arts
Athletic Facilities
Alumni Center
Student Housing
Visitor Information
Information

South facing
Arts
Athletic Facilities
Alumni Center
Student Housing
Visitor Information
Information

East facing
Arts
Athletic Facilities
Alumni Center
Student Housing
Visitor Information
Information

Preferred Footing Treatment

Textured or Roughed Surface

Read Time: 2.25 sec @ 35 mph
113 ft readability or 51 ft per second
Adult reads approx. 4.1 words per second

Notes:
- All surfaces to be specified powder coat, painted, porcelain enamel, enamel ink, text and graphics or screen printed text and graphics,
  (emphasis is long term durability, color retention and wear rate).

UH Campus Wayfinding | University of Houston

Houston, TX
Directional (Fast Traffic) Campus perimeter public thoroughfares

Directional (Entrances and Campus Directionals)

Directional (Pedestrian) Campus wayfinding

Directory Kiosk (Pedestrian) Campus wayfinding

Building Identifier Campus wayfinding

Parking Identifier Parking lot entry markers

Artists
Athletics
Central
Residential

Type A
Type B
Type C
Type D
Type E
Type F

VISIBILITY METRICS

1601 West Webster
Houston, Texas 77019
713.523.6644
UH Wayfinding Color System - PROPOSED
Pantone colors are matched from the Matte Swatch Book

- **Magenta** (PMS 220)
  - RESIDENTIAL

- **Green** (PMS 7496)
  - ENERGY RESEARCH PARK

- **Red** (PMS 186)
  - ATHLETICS

- **Teal** (PMS 562)
  - ARTS

- **Blue** (PMS 660)
  - PROFESSIONAL

- **Tan** (PMS 7503)
  - CULLEN NORTH

- **Purple** (PMS 2603)
  - BIOMEDICAL

- **Yellow** (PMS 7406)
  - CENTRAL
Drawn: SR  
Checked: CM  
Scale: As noted  
Date: 16 January 2013  
MD Project No: xxx-001

Top view

Visitor  
Athletic & Fine Arts  
Cullen Performance  
E. Cullen Building  
Administration  
Enrollment  
Parking Office  
Hilton Hotel  
Conference Ctr.  
Continuing Ed.  
Law Center  
M.D. Anderson Library  
Melcher Hall  
University Center  
University Eye Institute  

Visitor  
Arts  
Athletics  
Central  
Residential

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DRAFT  
Campus Sign Type A Comparison with Existing Signage  
03/01/13
1. Non-internally illuminate pylons with surface applied message panels.
   1a. Sign Contractor responsible for determining internal structure for support
       and mounting to concrete base and footing.

2. 0.90” thick aluminum base pylon and cap, cap to be porcelain enamel.
   Base painted to match indicated color, painted surfaces to be clear coated,
   satin finish.

3. 0.90” thick aluminum base pylon and cap, cap to be porcelain enamel.
   Base painted to match indicated color, painted surfaces to be clear coated,
   satin finish.

3a. Mounting holes are to be drilled on panel edges prior to porcelain enamel
    application.

4. Surface mounted aluminum angles for mounting of panels.
   4a. Mount panels to angles with countersunk mechanical fasteners, painted to
        match adjacent surface color.

5. Isolate dissimilar metals.


8. Internal structure to be secured to concrete footing with appropriate
   mechanical fasteners/anchors as determined by Sign Contractor.

9. Sign Contractor to determine and provide concrete foundation/footing to
   withstand 110 mph windloads and local weather conditions.
   9a. Sign Contractor to provide 1/2” wide, 45° bevel on all exposed footing
       edges.

10. Screen printed graphic.

11. Mowstrip specifications TBD.

NOTE: Options are to be priced as separate line items.

SIGN CONTRACTOR TO PROVIDE:
- Shop Drawings
- Engineering Calculations
- Material samples, 4” x 6” (2)
- Pylon and Pylon samples on 3/8” aluminum/steel, 3" x 3/8" (5)
- Fabrication Sample
- 12” x 12” sample of the HPL panel, art two sides
- Paint and Porcelain samples on 1/8” aluminum/steel, 4” x 6” (3)
- Layout Patterns
- Copy   Neon Mechanical Fasteners
- V.D.C. Sample line of copy as noted
- Local Sign Permits
- Fabrication Sample
- 12” x 25” sample of the HPL panel, art two sides
- Complete sign

NOTE: Options are to be priced as separate line items.

NOT INTENDED FOR CONSTRUCTION.
NOTE: ITEMS ARE AT SCALE NOTED WHEN THIS SHEET IS PRINTED AS AN 11” X 17” SHEET.

DRAWING FOR CONSTRUCTION INTENT ONLY:
NOT INTENDED FOR CONSTRUCTION.
NOTE: ITEMS ARE AT SCALE NOTED WHEN THIS SHEET IS PRINTED AS AN 11” X 17” SHEET.

© Minor Design 2013
All drawings and written material appearing herein
constitute original and unpublished work of
Minor Design and may not be used or disclosed
without prior written consent of Minor Design.
1. Non-internally illuminate pylons with surface applied message panels.
   1a. Sign Contractor responsible for determining internal structure for support and mounting to concrete base and footing.
2. 0.90” thick aluminum base pylons and ‘cap’, porcelain enamel, satin finish.
3. 3/4” deep, 0.90” thick surface mounted removable reverse pan panels, porcelain enamel, face and returns, satin finish.
   3a. Mounting holes are to be drilled on panel edges prior to porcelain enamel application.
4. Surface mounted aluminum angles for mounting of panels.
   4a. Mount panels to angles with countersunk mechanical fasteners, painted to match adjacent surface color.
5. Isolate dissimilar metals.
8. Internal structure to be secured to concrete footing with appropriate mechanical fasteners/anchors as determined by Sign Contractor.
9. Sign Contractor to provide 1/2” wide, 45° bevel on all exposed footing edges.
9a. Sign Contractor to provide 1/2” wide, 45° bevel on all exposed footing edges.
10. One in-shop, full-size sample to be selected, reviewed and approved by Minor Design prior to fabrication of additional signs.
   10a. Upon sample approval, sample will be used in final program installation.
11. Mowstrip specifications TBD.

NOTE:
Options are to be priced as separate line items.
1. Non-internally illuminate pylon with surface applied message panels.
   1a. Sign Contractor responsible for determining internal structure for support and mounting to concrete base and footing.
   2. 0.90” thick aluminum base pylon and cap; porcelain enamel, satin finish.
   3. 3/4” deep, 0.90” thick surface mounted removable reverse pan panels, porcelain enamel, face and returns, satin finish.
   3a. Mounting holes are to be drilled on panel edges prior to porcelain enamel application.
   4. Surface mounted aluminum angles for mounting of panels.
   4a. Mount panels to angles with countersunk mechanical fasteners, painted to match adjacent surface colors.
   5. Isolate dissimilar metals.
   8. Internal structure to be secured to concrete footing with appropriate mechanical fasteners/anchors as determined by Sign Contractor.
   9. Sign Contractor to determine and provide concrete foundation/footing to withstand 110 mph windloads and local weather conditions.
   9a. Sign Contractor to provide 1/2” wide, 45° bevel on all exposed footing edges.
   10. One in-shop, full size sample to be selected, reviewed and approved by Minor Design prior to fabrication of additional signs.
   10a. Upon sample approval, sample will be used in final program installation.
   11. Mowstrip specifications TBD.

NOTE: Options are to be priced as separate line items.

MINOR DESIGN TO PROVIDE:
- Digital files for all artwork (Adobe Illustrator CS4/14.0)
- Camera ready art (Full Size, Each Sign Panel Face)
- Color swatches to match finish samples
- Material samples
- Color comp

SIGN CONTRACTOR TO PROVIDE:
- Shop Drawings
- Engineering Calculations
- Material samples, 4”x6” (2 each)
- Powder coat samples on 1/8” aluminum, 3/4” x 1/2” (2 each)
- Layout Patterns
  - Copy
  - Mechanical Fasteners
- TDC: Sample line of copy as noted
- Local Sign Permits
- Fabrication Sample: 12” x 25” sample of the HPL panel, art two sides
- Complete sign
- As specified on drawing
- In production review
- On Site
- Fabricator to verify field conditions
- Prior to fabrication
- Prior to installation