SECTION 10.0
WAYFINDING STANDARDS AND GUIDELINES

10.1. INTRODUCTION

The University of Houston is a large urban campus that is largely accessed by its community through the automobile. Wayfinding is very important to this community, especially to first time visitors and new students, faculty, and staff. The wayfinding process begins at the freeways and major thoroughfares that bound the UH campus, flows to the parking lots, and then onto the campus. The on-campus wayfinding is shared by everyone and consists largely of maps and building names. Once inside the buildings the interior signage is a typical service with the room numbering system carried out in accordance with the THECB recommendations.

This section is divided so as to reflect the sequential experience of wayfinding: exterior directional signage for getting to the campus and locating parking areas; external on-campus signage for navigating once on the campus; and interior signage for finding one's way inside a building.

**SIGNAGE TYPES:**

<table>
<thead>
<tr>
<th>TXDOT Signage</th>
<th>Parking Identifier</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Houston Signage</td>
<td>Bike Path Marker</td>
</tr>
<tr>
<td>Perimeter and Public Thoroughfare</td>
<td>Exterior Building Name Graphics</td>
</tr>
<tr>
<td>Directional Sign</td>
<td>Building Street Addresses</td>
</tr>
<tr>
<td>Entrances and Campus Vehicular</td>
<td>Dedication Plaque</td>
</tr>
<tr>
<td>Directional Sign</td>
<td>Street Name with UH Logo</td>
</tr>
<tr>
<td>Building Identifier</td>
<td>Shuttle Bus Stop Stop Sign</td>
</tr>
<tr>
<td>Pedestrian Directional</td>
<td>Area Patrol Sign</td>
</tr>
<tr>
<td>Pedestrian Directory Kiosk</td>
<td>Traffic Control Sign</td>
</tr>
<tr>
<td>Alternate and Special Exception</td>
<td>Interior Building Signage (various)</td>
</tr>
<tr>
<td>Monument Sign</td>
<td></td>
</tr>
</tbody>
</table>

10.2. EXTERIOR DIRECTIONAL SIGNAGE

10.2.1 TEXAS DEPARTMENT OF TRANSPORTATION (TXDOT) SIGNAGE

A significant portion of the northern and eastern edges of the campus are defined by Interstate 45 and Spur 5. Examples of TxDOT signage that begin the wayfinding process to campus can be found at I-45 and Cullen Blvd., Spur 5 and University Drive and Spur 5 and Wheeler Ave. (See Figure 10.1) Once the visitor has exited the freeways, the UH entrance monument sign (usually on a boulevard) begins the on-campus directional signage. (See Figure 10.1).
10.2.2 CITY OF HOUSTON SIGNAGE

Similar to the TxDOT signage, City of Houston signs point the way to the major thoroughfares that cross the campus. An example can be found at the I-45 feeder road and Cullen Boulevard.

10.2.3 UNIVERSITY OF HOUSTON EXTERIOR DIRECTIONAL SIGNAGE

In the latter part of 2013 and early in 2014, the means by which the community navigates the University of Houston campus was reexamined. DesignLab, a program within the College of Architecture, in collaboration with Minor Design, advanced a simplified and more apprehensible wayfinding graphics package based on the campus being divided into seven districts, each with its own specific color. Individual signs include the color of the district in which they are located, and sign copy is kept to a minimum. Some message content is on removable panels to facilitate adapting to changes in the campus topography. As of July 2014, fabrication information on the new signs is incomplete; please contact a University of Houston FP&C of FM Project Manager for the most current information on signs required by construction projects. A rendering of the Campus Exterior Wayfinding Signage Family as of March 2013 is attached as Figure 10.2.

PERIMETER AND PUBLIC THOROUGHFARE DIRECTIONAL SIGN
See Campus Exterior Wayfinding Signage Family, Type A

ENTRANCES AND CAMPUS VEHICULAR DIRECTIONAL SIGN
See Campus Exterior Wayfinding Signage Family, Type B

PEDESTRIAN DIRECTIONAL
See Campus Exterior Wayfinding Signage Family, Type C
FIGURE 10.1
CAMPUS EXTERIOR WAYFINDING SIGNAGE FAMILY
**PEDESTRIAN DIRECTORY KIOSK**
See Campus Exterior Wayfinding Signage Family, Type D

**ALTERNATE / SPECIAL EXCEPTION MONUMENT SIGN**
See Campus Exterior Wayfinding Signage Family, Type Alt. H

**BUILDING IDENTIFIER**
See Campus Exterior Wayfinding Signage Family, Type E

**PARKING IDENTIFIER**
See Campus Exterior Wayfinding Signage Family, Type F

**BIKE PATH MARKER**
See Campus Exterior Wayfinding Signage Family, Type G

### 10.2.4 UNIVERSITY OF HOUSTON BUILDING EXTERIOR GRAPHICS

**BUILDING NAME**
Exterior building graphics (building name at a minimum) shall be carved in the exterior wall material or shall be surface mounted at the main entrance in such a location as to be easily visible to the pedestrian from a distance. If surface mounted, the letters shall be of permanent and durable material such as bronze and shall be approved by FP&C. (See Figure 10.3)

Building name shall be externally illuminated in accordance with SECTION 11.0 LIGHTING DESIGN GUIDELINES.

Exterior building graphics (building name and/or donor name) utilizing large scale lettering intended to be viewed above the pedestrian level from a distance shall be reviewed and approved by the Campus Facility Planning Committee. Any internal illumination of the graphics shall also be reviewed by the Campus Facility Planning Committee.
BUILDING STREET ADDRESSES
Street address numbers meeting the requirements of the current NFPA 1 and City of Houston Fire Code shall be displayed on each building. The preferred installation shall be vinyl letters applied to glass at the building entry. Where this is not feasible, aluminum pin-mounted letters may be used.

DEDICATION PLAQUES
Dedication plaques shall be of incised stone or cast metal or as approved by FP&C. Plaques shall comply with the requirements of University of Houston System Board of Regents Policy Number 53.02: (See Figure 10.4 for example)

53.02 Building Identification Plaques
Building identification plaques shall be placed in all new buildings constructed by the System.
53.02.1 Contents
Building identification plaques shall contain:
A. the name of Texas governor at the time of approval of the project;
B. the names of Chair, Vice Chair, Secretary and other members of the Board at the
time of approval of the project;
C. the names of the Chancellor and component University President at the time of
approval of the project;
D. the names of architects;
E. the name of general contractor;
F. the year project is approved; and
G. the year building construction is completed.

53.02.2 Definitions
The “time of approval” date shall be the date the Board approves the project
program, budget, schedule, and schematic design.

The “completion” date shall be the date established by the certificate of substantial
completion as issued by the architect and approved by the Executive Vice Chancellor for
Administration and Finance.

(08/17/11)
10.2.5 EXTERIOR MISCELLANEOUS SIGNAGE

STREET NAME SIGN with UH Logo

To delineate the boundaries of and routes to the main campus, all standard green on white City of Houston street name signs at major intersections on campus have been replaced with special UH street signs (See FIGURE 10.5).

Campus street name signs are black with white copy in standard fonts and sizes. The street name is 4” high standard block font, with the street type (e.g. Drive, Blvd., Street) and the block number in 1” high standard block font. At the top of the pole is a 9”W x 9 3/4”H aluminum sign painted red to match the approved University standard, with a 6” high interlocking UH logo in white reflective vinyl outlined in black. (See Figure 10.13)

SHUTTLE BUS STOP SIGN

Production and installation of shuttle bus signs is the responsibility of the UH Parking and Transportation department.

New building site designs and parking lot designs shall take into consideration the potential requirement of new shuttle bus stops with covered waiting structures. New location requirements shall be determined by Parking and Transportation and incorporated into the project design. (See FIGURE 10.6).

AREA PATROL SIGN

The location of new area patrol signs shall be determined by the University of Houston Department of Public Safety and conveyed to FP&C for fabrication and installation (See FIGURE 10.7).

- Each sign shall be 17.5”H x 14”W, made of 1/8” aluminum and mounted on a 2” aluminum pipe with the top of the sign at 8’-0” above grade. The pipe shall be installed in a 8”diameter concrete footing that extends 2’-0” below finished grade.

- The signs shall be painted black to match Imron color #99, semi-gloss. A 2” section at the top of the sign shall be painted red to match the approved University sample and shall contain the interlocking UH logo in the left hand corner.

- All text copy shall be white reflective vinyl of a font and size to match existing signs. The UH Police logo shall be of digitally printed vinyl and placed in the center of the sign. (See Figure 10.15)

TRAFFIC CONTROL SIGNAGE

All traffic control signage on the University of Houston campus shall conform to the Texas Manual on Uniform Traffic Control Devices for Streets and Highways.

- See also UH Design Guidelines and Standards Section 9: Parking, 9.11—Signage.
Use current UH interlocking mark for all signage requiring logos (see [http://www.uh.edu/policies/graphicstandards/graphic/index.php/uhmark](http://www.uh.edu/policies/graphicstandards/graphic/index.php/uhmark) for current interlocking mark)
10.3. INTERIOR BUILDING SIGNAGE

10.3.1. Purpose and Scope

The interior signage program shall be a standardized signage program meeting the intent of the Texas Accessibility Standards (TAS) and the American’s with Disabilities Act (ADA signage requirements for interior spaces. Other regulating bodies’ requirements or policies, such as UBC and Fire and Safety Codes, may not be fully addressed in these guidelines; a code expert should be consulted in the design of compliance and regulatory signage.

All buildings within the University of Houston Campus shall be provided with Building Directional Signage in accordance with these guidelines. Interior signage colors and selected format shall be presented to the project team at the same time as the interior finishes. A signage vendor offering continuing services under contract to Plant Operations is available to fabricate and install signage in new construction and remodeling, and in situations where signage is missing or damaged. Plant Ops FP&C and FM Access Shop personnel will assist with developing a work request for replacement or additional signage. Department managers who authorize non-standard interior signage for their facilities assume the responsibility for the cost of replacement or additional signage.

All room numbers shall be approved by the FP&C Office of Facilities Information.

Signage issues outside the scope of these guidelines shall be addressed on a project-by-project basis with FP&C.
10.3.2. Signage Standard Overview

Unless directed otherwise in individual sign requirements below, provide ADA-compliant plaque made of 1/32" thick profile New Hermes Gravo-Tac material and Grade 2 Braille overlaid on New Hermes Gravo-Tac material provided by New Hermes, Inc. (www.newhermes.com), or comparable product by one of the following:


Signs of Success; www.signsuccess.com.

Sign shall have smooth, uniform surfaces; with message and characters having uniform faces, square corners, and precisely formed lines and profiles.

Finished edges shall be square cut and smooth. Corner condition in elevation shall be square.

Signage background and font colors may be chosen from a palette of six colors, below. Replacement or supplementary signage should have the same background and font color as signage already in use at the building. Refer to Figure 10.16 for the typical sign schedule.

Hermes Gravo-Tac Color Numbers

{09885 Red  
29880 White  
29900 Gray  
29890 Taupe  
29902 Black  
21883 Matte Brushed Aluminum (Metallex)}

Signs with a single color background (1, 1a, 5, 8, 9, 12, 13) shall consist of a 1/32" thick profile New Hermes Gravo-Tac material on top of a single layer of 1/8" Gravo-Tac material. Exception 1: The maximum thickness of the brushed aluminum material is 1/16”, consequently, brushed aluminum face signs shall consist of 1/32" thick profile New Hermes Gravo-Tac material on top of the 1/16" aluminum faceplate material backed with 1/16” black acrylic (See Brushed Aluminum signs below). Exception 2: Because floor plans routinely differ by level, Sign Type 10, Evacuation Sign, shall be printed on the underside of a 1/16” clear acrylic panel from a digital image of the level number, floor plan, and compliance text. The clear acrylic panel will be backed with a 1/16” colored acrylic panel.

Signs with a two color background (2, 2a, 2b, 3, 3a, 3b, 4, 6, 7, and 14) shall consist of 1/32" thick profile New Hermes Gravo-Tac material on top of layer of 1/16” Gravo-Tac material backed by a 1/16” layer of black acrylic.

Brushed aluminum signs shall consist of 1/32" thick profile material over 1/16" thick backplate made of New Hermes Metallex Matte Brushed Aluminum material 21883 with contrasting raised numbers and Grade 2 Braille, backed with 1/16” black acrylic. Confirm Gravo-Tac number with manufacturer.
Text height shall typically be 5/8”; refer to typical sign type schedule for individual sign text height requirements. Font shall be Century Gothic Bold and in contrasting color to background color. Grade 2 Braille, where indicated, shall match background color.

Prior to installation, installer shall examine substrates, areas, and conditions for compliance with requirements for installation tolerances and other conditions affecting performance of signage work. Substrate shall be cleaned of all bond-breaking materials and loose debris.

Install signs level, plumb, true to line, and at locations and heights indicated, with sign surfaces free of distortion and other defects in appearance. Affix signs with manufacturer's standard high-bond, foam-core tape, 0.045 inch (1.14 mm) thick, with adhesive on both sides. Apply tape strips symmetrically to back of sign and of suitable quantity to support weight of sign without slippage. Keep strips away from edges to prevent visibility at sign edges. Place sign in position, and push to engage tape adhesive.

### 10.3.3. INDIVIDUAL ROOM SIGNAGE / ROOM NUMBERING AND IDENTIFICATION (Types 1, 2, and 3)

#### A. Policy

Signs will designate all permanent rooms and spaces and comply with ADA requirements.

Every room shall have a room number. Semi enclosed spaces may also require room numbering; confer with Facilities Planning and Construction for project specific requirements.
Every department and suite of offices on a public corridor shall have identification along with a number. **Names of individual occupants shall not be included on any room sign.**

Signs for special use rooms, i.e., restrooms, stairwells, and the interior of stairwells, will include character / pictogram signs that comply with ADA.

### 10.3.4. BUILDING DIRECTORIES / MAIN ENTRANCE DIRECTORIES (Type 4 options a and b)

**A. Policy**

A building directory will be strategically located at or near the main entrance of every building.

Only administrative departments and academic units will be identified in the directory. No individual names will be included.

**B. Procedure**

Main entry directory shall be of modular type construction. Suggested maximum size height is 38” depending on the number of strips required to address the building.

The directory shall be wall mounted.

### 10.3.5. BUILDING DIRECTORIES / INDIVIDUAL FLOOR DIRECTORIES (Type 4 options c and d)

**A. Policy**

A floor directory may be strategically located on each floor not considered the main floor, of every building.

Only administrative departments and academic units will be identified in the directory. No individual names will be included.

**B. Procedure**

The floor directories shall be of the same standard design and mounting as the directories located on the main floor entry of the building as described above.

### 10.3.6. COMPLIANCE SIGNS (Types 5, 12, and 13)

**A. Policy**

The sign content and quantity of compliance signs (e.g. “No Entry,” “Employees Only,” “Maximum Occupancy ___,” “_________ Prohibited,” etc.) will be determined by Facility Planning & Construction and the department(s) involved. ISO graphic symbols shall be used (Sign Type 5) where applicable. For longer messages, Sign Types 12 and 13 may be used.
10.3.7. DIRECTIONAL / EMERGENCY EVACUATION SIGNS (Type 10)

A. Policy

Certain occupancy types on campus shall contain emergency evacuation signs that illustrate the locations of all fire exits and the location of the viewer in relation to the fire exits. Each floor of an occupancy type listed below shall contain a minimum of one sign prominently placed in a public corridor. Additional signs shall be placed in any public corridor in which a ceiling or wall mounted exit sign is not visible.

<table>
<thead>
<tr>
<th>Occupancy</th>
<th>Exit Diagrams Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classroom Buildings</td>
<td>No</td>
</tr>
<tr>
<td>Many of these include Auditoria w/ &gt;300 occupants</td>
<td>Yes</td>
</tr>
<tr>
<td>Hazardous Mtl Laboratories</td>
<td>No</td>
</tr>
<tr>
<td>Non-production Higher-ed Research laboratories</td>
<td>No</td>
</tr>
<tr>
<td>Charter School</td>
<td>No</td>
</tr>
<tr>
<td>Day Care (NFPA 101 separates educational and day cares into separate occupancies)</td>
<td>Yes</td>
</tr>
<tr>
<td>Student Housing Residential Flrs</td>
<td>Yes</td>
</tr>
<tr>
<td>Student Housing Facilities includg Dining Rooms or Commons &gt;50 occup</td>
<td>Yes</td>
</tr>
<tr>
<td>Free-standing Dining Halls, &gt;50 occupants</td>
<td>Yes</td>
</tr>
<tr>
<td>Indoor Athletic Space &gt;49 occupants</td>
<td>Yes</td>
</tr>
<tr>
<td>Parking Garages</td>
<td>No</td>
</tr>
<tr>
<td>General Office</td>
<td>No</td>
</tr>
<tr>
<td>Retail Space</td>
<td>No</td>
</tr>
<tr>
<td>Clinics</td>
<td>No</td>
</tr>
</tbody>
</table>

B. Procedure

In addition to the sign content depicted in the sign schedule, each sign shall consist of a floor plan produced by Facilities Planning and Construction which identifies the location of the viewer with the words “YOU ARE HERE” in 1/8” red block lettering.
10.3.8. STAIRWELL EMERGENCY EGRESS SIGNS (Type 11)

A. Policy

All stairwells on campus shall have buildings on campus shall have interior stairwell and occupancy side signage which meet Houston Fire Department and Texas Accessibility Standards requirements.

B. Procedure

Occupancy side signage, if re-entry is not allowed, must state that information on the face of the sign (Sign Type 11, option a). Where re-entry is allowed, only the stairwell identification is required (Sign Type 11, option b).

10.3.9. DIRECTIONAL SIGNAGE (Not included on schedule)

A. Policy

All existing directional and instructional signage of a different signage style shall be replaced with the implementation of new standardized signs in a building. The sign content and quantity of directional signage will be determined by the Facility Planning and Construction and the department(s) involved. Any request for directional, instructional or unique signage shall be directed to Facility Planning & Construction.

B. Procedure

Signage shall be fabricated on backgrounds and in colors consistent with other standard signage.

Ceiling mounted or projecting signage along walks, hallways, corridors, passageways, allies, or other circulation spaces shall have clear headroom per ADA.

10.3.10. PRODUCTION, INSTALLATION, MAINTENANCE, REPLACEMENT

A. Policy

All signage for capital improvement and major renovation projects shall be manufactured and installed in accordance with Design Guidelines Section 10.0 Wayfinding, by a sign manufacturer approved by Facilities Planning & Construction and under contract to the Project Consultant. Signage cost shall be charged to the construction budget.

All supplementary and replacement interior signage (due to minor remodeling, departmental moves, and reorganization) shall be manufactured and installed in accordance with Design Guidelines Section 10.0, Wayfinding. Requests for replacement and supplementary interior signage shall be directed to Facilities Maintenance via Work Request (https://ssl.uh.edu/plantops/services/online-request/index.php). Cost will be charged to the department or project budget.

Room numbers and departmental identification damaged due to vandalism or excessive wear will be replaced with signs meeting the current signage standards in Design Guidelines Section 10.0, Wayfinding at no charge to the department. Requests for such signage shall be directed to
Facilities Maintenance via Work Request ([https://ssl.uh.edu/plantops/services/online-request/index.php](https://ssl.uh.edu/plantops/services/online-request/index.php)).

Specialized signage (e.g. directional or compliance) shall be initiated by Work Request from the department ([https://ssl.uh.edu/plantops/services/online-request/index.php](https://ssl.uh.edu/plantops/services/online-request/index.php)). Cost will be charged to the department.

### 10.4. GRAPHIC STANDARDS

Any use of the University of Houston’s signature, logo, seal or other elements of the institutional identity program must comply with the requirements outlined in the UH Graphic Standards On-Line manual, which can be accessed by link through the web site of the Division of University Advancement, Office of University Relations at [http://www.uh.edu/policies/graphicstandards](http://www.uh.edu/policies/graphicstandards).