



## UNIVERSITY OF HOUSTON

### Campus Facilities Planning Committee \*\*Information Item\*\*

1. **Project Name:** **4902 Gulf Freeway Annex  
Billboard Signage**
2. **Committee Date:** **July 9, 2010**
3. **Requesting Department:** **Advancement**
4. **Contact Name & Phone Number:** **Madeline Nichley, 3-0073**
5. **Presenter:** **Watson Riddle**
6. **Description:**

This information item involves proposed signage graphics intended for an existing 101' x 9' billboard at the 4902 Gulf Freeway Annex (part of the Energy Research Park). The billboard was in place prior to UH purchasing the property and is currently painted white.

#### **Project Overview:**

There is a desire for signage at this designated location due to its visibility from Highway 45. The existing billboard provides this opportunity.

The University of Houston upon acquiring the property determined that the Energy Research Park campus would meet the main campus's design guidelines in the areas of quality of new construction, sustainability goals, exterior lighting, security, landscaping, and wayfinding.

New signage at the University of Houston must incorporate the new University wide rebranding campaign. At the June CFPC meeting, three prototypes of Energy Research Park signage incorporating the new branding elements were presented and approved. Like those signs, the proposed Annex billboard graphics uses the elements of the new UH brand: red color field with white letters, logotype, and bold condensed Helvetica font.

The overall impression is bold and modern: it visually relays the “Energy” in our energy research park.

- 7. **Cost of Project:** **\$3,300**
- 8. **Source of Funding:** **Advancement**
- 9. **Proposed Start Date:** **Summer 2010**

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Spencer Moore  
Executive Director  
Facilities Planning & Construction

Date: \_\_\_\_\_

Attachments

# UNIVERSITY of HOUSTON | ENERGY

## PROPOSED BILLBOARD GRAPHICS (101' X 9')





**EXISTING BILLBOARD SIDE VIEW**



FIRST VIEW, TRAVELING EAST



SECOND VIEW, TRAVELING EAST



THIRD VIEW, TRAVELING EAST

**VIEWS FROM I 45 EASTBOUND**