

## **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 border the UH campus, flow 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:***

TXDOT Signage	Exterior Building Name Graphics
City of Houston Signage	Exterior Donor Signage (at approval stage)
Perimeter and Public Thoroughfare Directional Sign	Building Street Addresses
Entrances and Campus Vehicular Directional Sign	Dedication Plaque
Building Identifier	Street Name with UH Logo
Pedestrian Directional	Shuttle Bus Stop Sign
Pedestrian Directory Kiosk	Area Patrol Sign
Alternate and Special Exception Monument Sign	Traffic Control Sign
Parking Identifier	Construction Sign (in development)
Bike Path Marker	Interior Building Signage (various)

## 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 10.2**).



**FIGURE 10.1**  
**TXDOT SIGNAGE-I-45 EXITS**

### 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 late 2013, the University began to implement a new wayfinding graphics package based on the division of the campus into seven districts, each with its own specific color (**Figure 10.2a**). Individual signs include the color of the district in which they are located, and sign copy is kept to a minimum. Phased implementation in the other districts was underway.

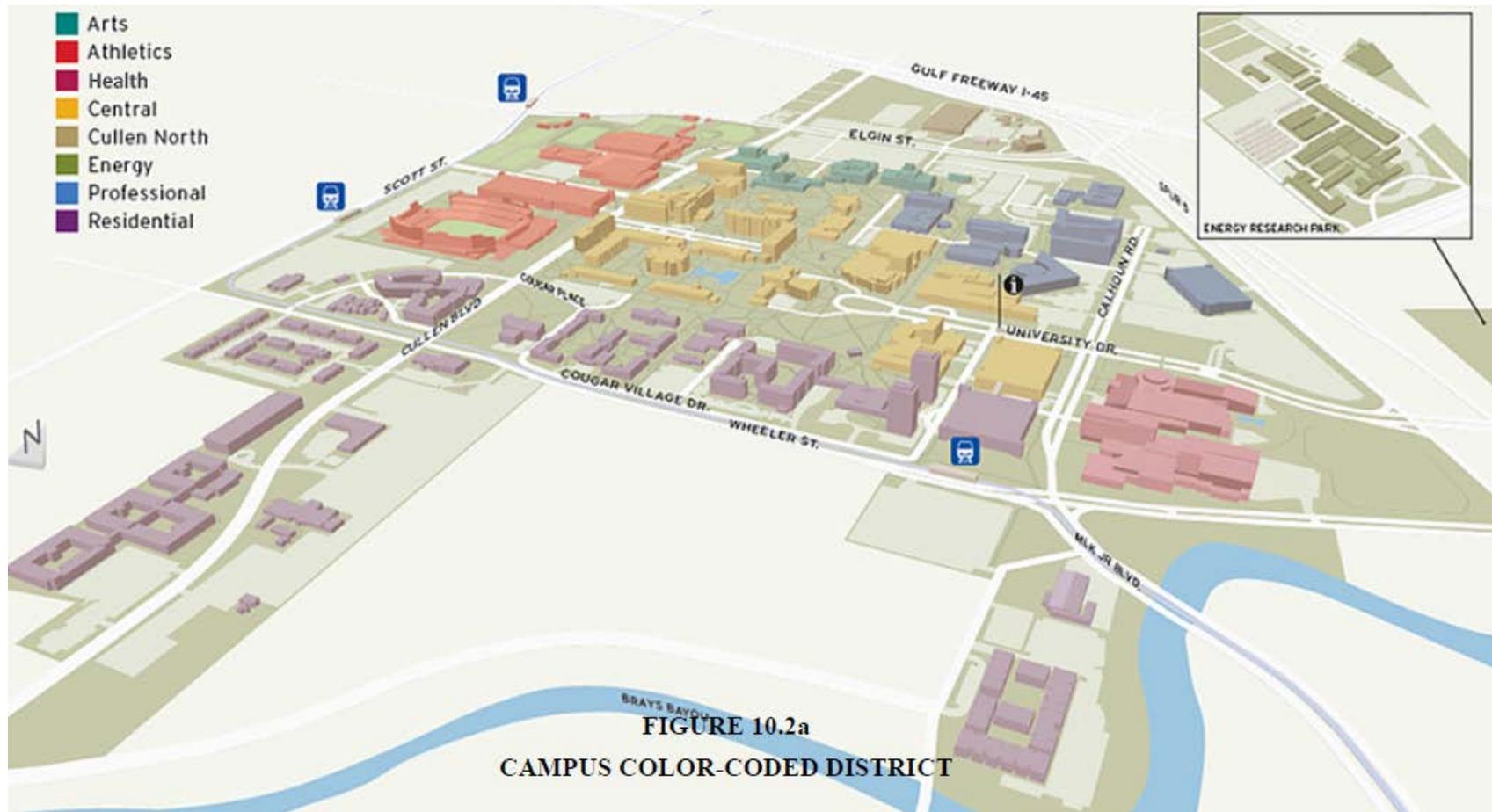
Please contact a University of Houston FP&C or FM Project Manager for the most current information on signs required by construction projects. A rendering of the Campus Exterior Wayfinding Signage Family as of February 25, 2014 is attached as **Figure 10.2b**.

#### ***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

***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***

In addition to a Building Identifier Sign, 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, aluminum, or stainless steel and shall be approved by FP&C. (See **Figure 10.3**)

Allowable size of the engraved or surface mounted letters varies according to the height at which the letters are installed. Current practice directs that letters at eye-level be 8"-9" maximum height and letters slightly above eye-level be 9"-10" maximum height. Letters mounted above a building canopy shall be no more than 12" tall, letters mounted above the first floor level but below the second floor roof shall be between 14" and 20" tall, and letters mounted on a multi-story building may be 24" and taller in proportion to the height of the building.

Exterior building graphics (building name and/or donor name) utilizing large scale lettering (24" or greater) above the second floor level shall be reviewed first by FPC and then by the Campus Facility Planning Committee. Any internal illumination of the graphics shall also be reviewed by the Campus Facility Planning Committee.

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

***BUILDING IDENTIFIER PROTOCOL***

Names of departments located within the building may not be listed on the Building Identifier sign. This guideline, which has been in place since at least 2002, is necessary due to the approximately 400 names of departments and organizations that otherwise would have to be added to the signs and the difficulty of keeping such information accurate.

When a public destination is located within a building (such as Blaffer Museum or Dudley Recital Hall), a variance request may be submitted to the Campus Facility Planning Committee.

***EXTERIOR DONOR SIGNAGE*** (in development, consult FPC Project Manager for current requirements)

Donor signage consists of exterior “on premises” signage (which follows the BUILDING NAME signage guidelines above) and free-standing exterior signage as designed by the College of Architecture DesignLab. Approval of building and exterior hardscape and landscape naming opportunities is governed by MAPP 08.A.04.

Donor signage required as part of a construction project shall be coordinated by the FPC Project Manager as part of the graphics package. Donor signage required separately from a project shall be coordinated by the Lock Shop, with oversight by Planning as necessitated by the complexity of the particular installation.





**FIGURE 10.3**  
**EXAMPLES OF BUILDING NAME GRAPHICS**

***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. Letter size is generally 6" but may be taller if located higher on the building elevation. Vinyl letters at glass entries and aluminum pin-mounted letters are common installations. Contact FPC/FS Project Manager for current requirements.

***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:*

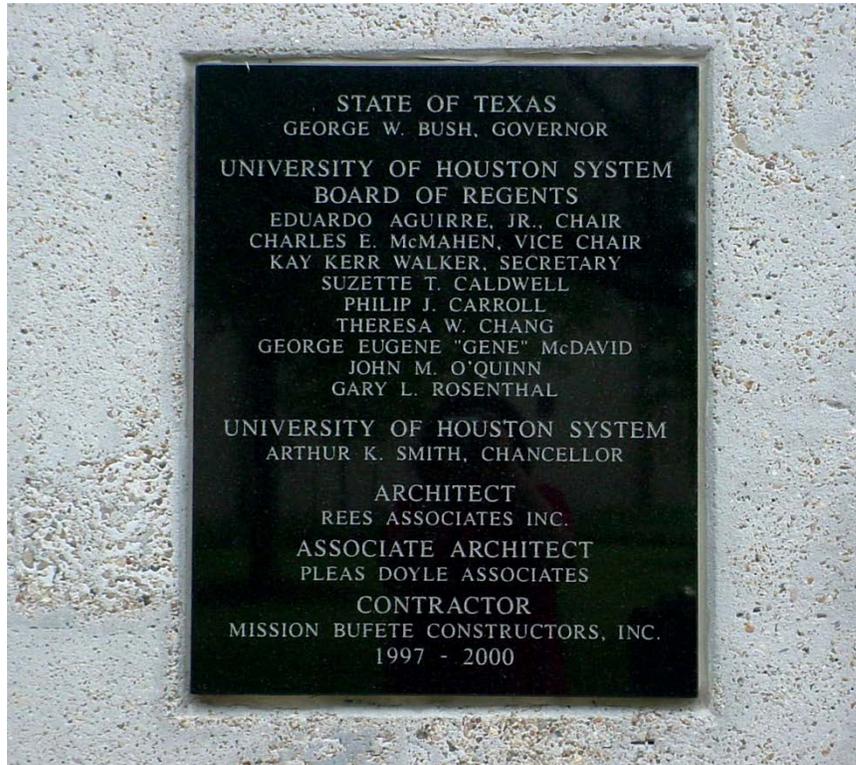
- A. the name of Texas governor at the time of approval of the project;*
- B. the names of Chair, Vice Chair, Secretary and other members of the Board at the time of approval of the project;*
- C. the names of the Chancellor and component University President at the time of approval of the project;*
- 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)



**FIGURE 10.4**  
**EXAMPLE OF DEDICATION PLAQUE**  
(LEROY AND LUCILE MELCHER CENTER FOR PUBLIC BROADCASTING)

## **10.2.5 EXTERIOR MISCELLANEOUS SIGNAGE**

### ***CAMPUS CARRY SIGNAGE***

In response to the passage of Texas Senate Bill No. 11, the “campus carry” law, in 2015, the University of Houston has addressed the issue of identifying handgun exclusion zones by use of standardized signage “displayed in a conspicuous manner clearly visible to the public, as mandated in Texas Penal Code §30.06.

Approximately 175 Exclusion Zones (areas of campus in which the possession of handguns is legally prohibited) are identified in MAPP 7.0.1.5 Addendum 1. Should these areas be modified in ways affecting the placement or visibility of existing signs, Facilities/Construction Management should be contacted regarding returning the signage

to compliance with TPC §30.06. and MAPP 7.0.1.5. In the case of new construction, please contact the FPC Project Manager for assistance in complying with the signage requirements.

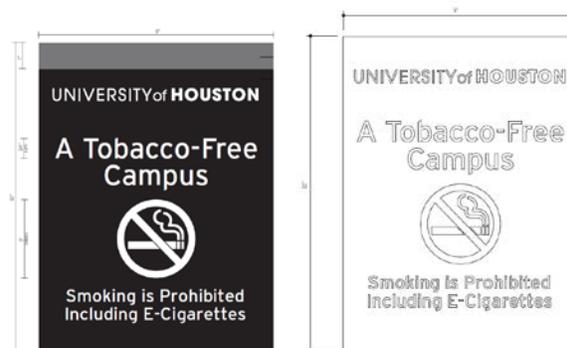
### ***NO SMOKING SIGNAGE***

The University of Houston prohibits the use of all forms of tobacco products on university property. Two signage types reinforce this prohibition:

The first is a painted aluminum (.125) panel with white 3m vinyl lettering; the second is a digital printed mylar adhesive decal featuring white text and graphics (Re: Figure 10.5).

The aluminum sign is used in wall-mount and post-mount applications. The decal is used at glass storefront doors.

More than 400 signs have been located on doors and exterior wall throughout campus. Should these installations be modified in any way affecting their placement or visibility, Facilities/Construction Management should be contacted regarding returning the signage to compliance with current standards. In the case of new construction, please contact the FPC Project Manager for assistance in complying with no smoking signage requirements.



**FIGURE 10.5  
EXAMPLES OF ALUMINUM AND  
VINYL TOBACCO-FREE 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 10.6**).

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 10.7**.)

### ***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 10.8**).

### ***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 10.9**).

- 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 10.7**)

### ***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*.

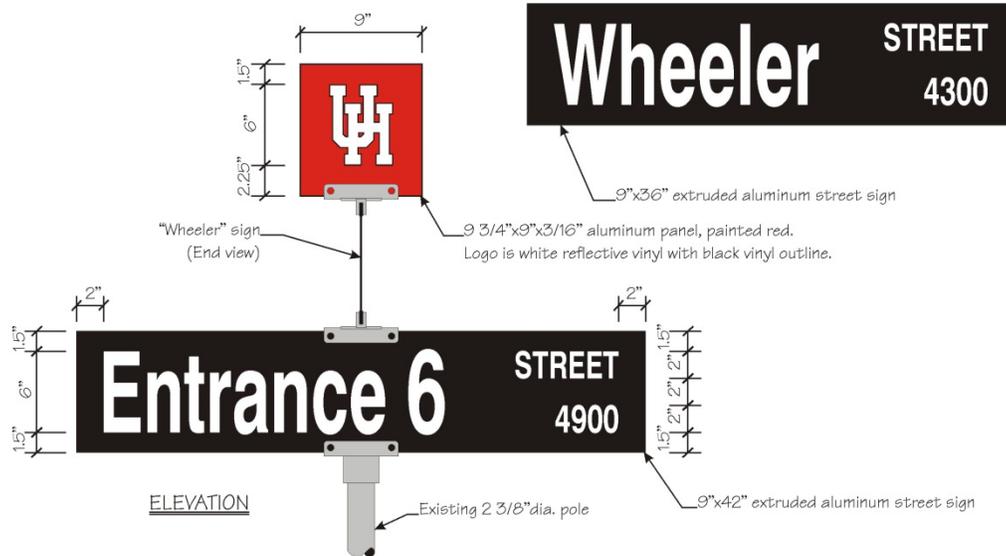
- See also UH Design Guidelines and Standards Section 9: Parking, 9.11—Signage.



**FIGURE 10.7**  
**STREET NAME SIGN with UH LOGO**

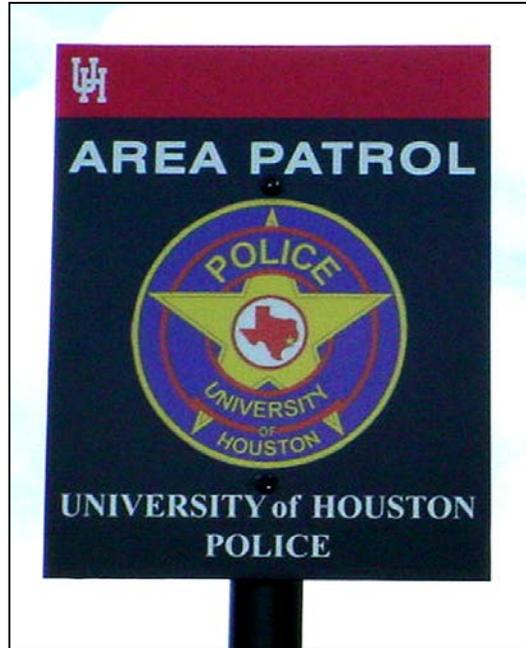


**FIGURE 10.8**  
**SHUTTLE BUS SIGN**



5

Use current UH interlocking mark for all signage requiring logos (see <http://www.uh.edu/policies/graphicstandards/graphic/index.php#uhmark> for current interlocking mark)



**FIGURE 10.9**  
**AREA PATROL SIGN**  
*INFORMATIONAL GRAPHICS*

Where informational graphics are required, high pressure graphic laminates may be used if submitted to and approved by the Campus Facility Planning Committee.

#### ***CONSTRUCTION PROJECT SIGNAGE***

In development. The intent of this standard will be to ensure that consistent information is being communicated to the public and the signs are consistent with the University “brand.”

### **10.3. INTERIOR BUILDING SIGNAGE**

#### **10.3.1. Purpose and Scope**

The interior signage program is a standardized signage program meeting the intent of the Texas Accessibility Standards (TAS) and the Americans 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.** Plant Ops FM Lock/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**

For full details of the interior wayfinding sign program please contact, Facilities Planning & Construction Planning Services Group at 713-743-8025. Please review the following overview of the signage program and the signage schedule at **Figure. 10.8**.

The signage program consists of acrylic signage in five (5) different colors: red, black, light gray, dark gray, and white. Typically, identifying signs will include a red number panel or accent field, but choice of colors from the standard palette may take into account existing signs in the area or discordant wall colors. Panels are modular for consistent edges when grouped. Fonts include Frutiger 55 Roman, Trade Gothic Bold, Trade Gothic Medium, and Trade Gothic Light, and letters are 5/8" in height or more depending on sign function.

Sign types include but are not limited to flush-to-wall-and flag-mounting, identifying, directional, paper insert, directory, compliance/hazard, evacuation , posted occupancy, and stairwell signage. Please note that identifying signage is likely to include lactation room and "All Gender" restroom signage.

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 flush-mounted 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.

Installer shall provide all hangers, channels, rods and other miscellaneous support steel as necessary to support suspended signage and shall fasten support to the existing structure in such a manner as to not compromise its existing structural integrity or fire rating.

**designLAB**

UNIVERSITY of HOUSTON  
GERALD D. HINES COLLEGE of ARCHITECTURE

minor design 713.532.6444

INTERIOR SIGNAGE

SIGN FAMILY

**Room Identifiers - Life Safety - Regulatory**

Fluorescent Permanent Stackable versions

**E121**

John Smith

Sign Type A (Flexible Room Identification)

Changeable Information Sheet

Sheet clip feature

**E102**

MECHANICAL

Sign Type B (Fixed Room Identification)

**Wayfinding**

Lecture Hall W122  
Computer Terminal Room W127

Lecture Hall W122  
Computer Terminal Room W127

Lecture Hall W122  
Computer Terminal Room W127

Double sided suspended directional

Sign Type L (wayfinding panel)

Sign Type M (flag)

Wall mount flag signs

**Directory System**

Cullen College of Engineering Building 2

Engineering, Office of the Dean	E221
Cooperative Education Engineering Media Center	E201 E316
Industrial Engineering	E200
Lecture Hall Computer Terminal Room	W122 W127

Level 1

Sign Type I (Directory - Building)

Rullen College of Engineering Civil and Environmental Engineering

Faculty	Staff	Student
1001	1002	1003
1004	1005	1006
1007	1008	1009
1010	1011	1012
1013	1014	1015
1016	1017	1018
1019	1020	1021
1022	1023	1024
1025	1026	1027
1028	1029	1030
1031	1032	1033
1034	1035	1036
1037	1038	1039
1040	1041	1042
1043	1044	1045
1046	1047	1048
1049	1050	1051
1052	1053	1054
1055	1056	1057
1058	1059	1060
1061	1062	1063
1064	1065	1066
1067	1068	1069
1070	1071	1072
1073	1074	1075
1076	1077	1078
1079	1080	1081
1082	1083	1084
1085	1086	1087
1088	1089	1090
1091	1092	1093
1094	1095	1096
1097	1098	1099
1100	1101	1102
1103	1104	1105
1106	1107	1108
1109	1110	1111
1112	1113	1114
1115	1116	1117
1118	1119	1120
1121	1122	1123
1124	1125	1126
1127	1128	1129
1130	1131	1132
1133	1134	1135
1136	1137	1138
1139	1140	1141
1142	1143	1144
1145	1146	1147
1148	1149	1150
1151	1152	1153
1154	1155	1156
1157	1158	1159
1160	1161	1162
1163	1164	1165
1166	1167	1168
1169	1170	1171
1172	1173	1174
1175	1176	1177
1178	1179	1180
1181	1182	1183
1184	1185	1186
1187	1188	1189
1190	1191	1192
1193	1194	1195
1196	1197	1198
1199	1200	1201
1202	1203	1204
1205	1206	1207
1208	1209	1210
1211	1212	1213
1214	1215	1216
1217	1218	1219
1220	1221	1222
1223	1224	1225
1226	1227	1228
1229	1230	1231
1232	1233	1234
1235	1236	1237
1238	1239	1240
1241	1242	1243
1244	1245	1246
1247	1248	1249
1250	1251	1252
1253	1254	1255
1256	1257	1258
1259	1260	1261
1262	1263	1264
1265	1266	1267
1268	1269	1270
1271	1272	1273
1274	1275	1276
1277	1278	1279
1280	1281	1282
1283	1284	1285
1286	1287	1288
1289	1290	1291
1292	1293	1294
1295	1296	1297
1298	1299	1300

Sign Type J (Directory - Dept)

In case of fire use stairs unless otherwise instructed

Sign Type G (Elev Egress Plaque)

Sign Type H (Egress Plaque)

Sign Type E (Restroom Plaque)

Sign Type F (Stairwell Plaque)

Sign Type D (Clear View Sheet Holder)

Changeable Information Sheet

Sign Type K

Type F is an interior stairwell sign and sign message will vary by location, and by re-entry and roof access characteristics. Confirm sign designs with Fire Marshal.

**FIGURE 10.2b**  
**CAMPUS INTERIOR**  
**WAYFINDING SIGNAGE**  
**FAMILY**

### **10.3.3. INDIVIDUAL ROOM SIGNAGE / ROOM NUMBERING AND IDENTIFICATION**

#### **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**

#### **A. Policy**

A wall-mounted 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.

### **10.3.5. INDIVIDUAL FLOOR DIRECTORIES**

#### **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.

### **10.3.6. COMPLIANCE SIGNS**

#### **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.

#### **B. Sharps Signage**

On the first floor of every building on campus, one public men’s room and one public women’s rest room shall feature both an approved Sharps container and exterior signage indicating Sharps

disposal within. Contact the FPC or FS project manager for further information on the container and signage requirements.

**10.3.7. EMERGENCY EVACUATION SIGNS**

**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.

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

**10.3.8. STAIRWELL EMERGENCY EGRESS SIGNS**

**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. The University of Houston Fire Marshal (Authority Having Jurisdiction) shall review and approve all stairwell signage.

**10.3.9. 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>).

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>). 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>.