Campus Sign Program

Signage Guidelines

Prepared for
University of California, Berkeley

By
Skidmore, Owings & Merrill

26 January 1995
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Date: 1/26/95  Skidmore, Owings & Merrill
Introduction

The University of California, Berkeley has requested an exterior campus sign program be developed which will organize the multitude of informational, directional and regulatory signs on campus.

Skidmore, Owings & Merrill has proposed a sign program that is made up of diverse elements allowing variation of expression. The system is based on a clear hierarchy developed by a simple underlying principle that the Campus is the equivalent of a city of over 30,000 students, 70 city blocks in size, with over 200 buildings of various ages and styles. The system must be capable of being implemented over a number of years and, therefore, be adaptable to change.

This wayfinding system needs to be universally understandable for first-time visitors, students, faculty and alumni.

The 3 categories of signage are as follows:

Informational
This type of signage is the first major introduction to the campus. It includes identification information such as street and path names, building identification and campus maps. This category could also include helpful information such as safety/protection tips, listing of facility hours, phone numbers and current events.

Directional
Signage that directs you from surrounding areas to the campus, parking and campus shuttle bus. Also included is directional signage within the campus.

Regulatory
Public and permit parking information is covered in this category, as well as accessible signage and regulatory signage.

Look to the following sections when you are ready to implement one of the above sign categories—

Guidelines
Outlines the components that make up the basic sign types. Covers recommended layouts, typefaces and colors.

Sign Types
Illustrates the guidelines applied to the 3 categories of signage: Informational, Directional and Regulatory. Covers dimensions, proportions and mounting specifications.

Case Study
Implementation of the guidelines to signage and flyers for U.C. Berkeley Parking and Transportation Department.
This type of signage is the first major introduction to the campus. It includes identification information such as street and path names, building identification and campus maps. This category could also include helpful information such as, safety/protection tips, listing of facility hours, phone numbers and current events.

I-1 West Gatehouse
I-2 Bus Shelters
I-3 BART Station, Welcome to the Campus
I-4 Campus Maps
I-5 Pathway Names
I-6 Building Names
I-7 On-Campus Building Identification
I-8 Primary Off-Campus Building Identification
I-8a Additional Off-Campus Building Identification
I-8b Property of the Regents Identification
I-9 Primary Tenant Name Identification
I-10 Interpretative
Informational Signage

I-1

Sign Type I-1
A key future component to the U.C. Berkeley Signage Program is a redesigned West Gatehouse. This facility is envisioned as a 24-hour staffed gatehouse which would provide parking and directional information for visitors, service vehicles, deliveries, etc. The gatehouse would provide safety for the operator and convenience for the user. It should be conceived of as part of the "civic" entry sequence for the campus and its design should be appropriate to the historic core of the campus.

Message
University of California, Berkeley West Gate Information.

Location
Between the west circle and the crescent on University Drive.
Informational Signage

I-2

Sign Type I-2
Bus shelters/stops can be major places of orientation for a visitor or new student. Currently, bus stops convey the most minimal message—the bus schedule. A new generation of bus shelters should be considered which could integrate campus maps, current events, announcements, telephones, etc. This project should be coordinated with the City of Berkeley and AC Transit.

Message
A minimal message would be a U.C. Berkeley campus map indicating the “you are here” location in addition to the bus schedules. The campus map should include City of Berkeley blocks surrounding the campus. Street names and building names should be included.

Location
Perimeter of campus - major bus line stops that serve the campus.

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Informational Signage

I-3

Sign Type I-3
At the Berkeley BART station, a “Welcome to U.C. Berkeley” sign graphic should be considered. Currently, no sign exists indicating that this is the U.C. Berkeley station. A suggestion is for the campus, in conjunction with the City, to use a wall within the station, close to the exit, that can display a U.C. Berkeley map and other points of interest related to the campus. A history of the campus, current events in theater and sports, and volunteer programs can all be incorporated into this sign wall.

Message
A minimal message would be a U.C. Berkeley campus map indicating the “you are here” location. The map should include City of Berkeley blocks surrounding the campus. Street names and building names should be included.

Location
Within the U.C. Berkeley BART station or immediately upon exiting.
Informational Signage

I-4

Sign Type I-4
The campus map. A very clear, legible map should be developed which communicates building names, pathway names and place names. This map should be incorporated within a frame, protected by glass or plexiglass, allowing the graphic to be updated over time. See Cartography in the Guidelines Section for style recommendations.

Message
The map should include the following:
- all campus building names
- all major pathways
- all major places
- "you are here"
- accessible paths
- shuttle routes and stops
- emergency phones
- emergency phone numbers
- 24-hour West Gate location
- other information (defined by the campus)

Location
The campus map should be located at all entry points to the campus, as well as at key pathway intersections. These maps can be added to the campus over time and should be able to be reproduced at a variety of scales, including a handout size.
Informational
Signage

I-5

Sign Type I-5
Pathways on campus need to be signed in a simple and clear way that enables one to navigate through the campus. Naming and signing pathways are key components to the success of a well-designed campus sign system. Pathway names should be clearly marked on the campus map and then clearly signed on campus. These signs should be paired with existing light fixtures rather than using separate poles.

Message
Path name.

Location
These signs should be located on lamp posts at pathway intersections. Additional signs can be added over time in areas that are particularly complex or confusing. Keeping the number of path signs to a minimum is desirable. This sign system should be paired with the effort to improve lighting on the campus.

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Sign Type I-6 Location Plan
Informational Signage

I-6

Sign Type I-6
On campus, the tradition for signing buildings is using raised metal letters mounted to the building, close to the entrance. Future buildings can apply the same method. Variation in letter style and type of metal is permissible, but should be appropriate to the style of architecture. All signs must meet the requirements set by the Americans with Disabilities Act.

Message
Building name.

Location
Currently, building signs tend to be associated only with the front door. This does not recognize the direction of a pedestrian’s approach. For clear recognition, a building should be identified on all sides that face path and roadways.
I-7

Sign Type I-7
It is possible for the campus to consider an addressing concept for its buildings which is similar to that of a city. Once pathways are named, each building can address its main entrance to the campus pathway it faces. This may be a complex concept to implement but, in the long run, may improve wayfinding on campus.

Message
Building name, pathway name and numerical address.

Location
On building facade close to building entrance and visible from the main pathway.
**Informational Signage**

**I-8a**

**Sign Type I-8a**
This sign type is to be used to provide additional identification for off-campus properties which already have some signage. The intent is to clearly identify off-campus properties as part of the University and to clarify building address information.

**Message**
Building name, tenant name or street address.

**Location**
On a free-standing pole or wall mounted at or near the main approach to off-campus building entrances.
Informational Signage

I-8b

Sign Type I-8b
This sign type is used to identify properties owned by the Regents of the University of California. The intent is to legally identify the property and grant permission to pass.

Message
As provided by the University, “Property of the Regents of the University of California. Permission to pass over is revocable at any time. Peddling and vending of merchandise forbidden.”

Location
On free-standing pole or wall mounted at or near entries to the campus or off-campus properties.
I-9

*Sign Type I-9*
Identification of tenants on the exterior of campus buildings should be kept to a minimum. Indicated in the drawing is a primary tenant name located on a glass side light. The name is to be silk-screened, vinyl die-cut, or metal leaf applied to the inside surface of the glass. Building directories should be utilized to provide tenant identification and location within buildings.

*Message*
Primary tenant's name.

*Location*
Sign I-9 is to be located at the building entry doors on a glass side light panel as required.
Sign Type I-10
The campus has many places of interest and historical significance. These places could be identified by interpretive signs that explain the importance of these sites. This type of signage would add to the park-like setting of the campus.

Message
Identification of a place or object with a description of its significance.

Location
On a free-standing pole at locations within the campus.
Directional Signage

Signage that directs you from surrounding areas to the campus, parking and campus shuttle bus. Also included is directional signage within the campus.

D-1 Campus Direction from Freeway Off-Ramps
D-2 Parking Location Address
D-3 Parking Identification & Shuttle Bus information
D-4 Campus Shuttle Stop Signs
D-5 Hill Area Destinations
D-6 Hill Area Map
D-7 Hill Area Directional Signs
Sign Type D-1 Location Plan

This map indicates a few of the signs required. Signs would be located from surrounding freeways to the perimeter of the University.

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Directional Signage

D-1

Sign Type D-1
This sign type is intended to be located within the City of Berkeley and City of Oakland. The intent is to help guide people from the off-ramps of the surrounding freeways to the campus. The signs can be in the U.C. Berkeley graphic style or can meet each City's sign standards.

Message
University of California, Berkeley, with an arrow pointing toward the campus.

Location
Between I-80 off-ramps (Ashby, University, Gilman) and campus. Between I-24 off-ramps (Claremont, College) and campus. Between Warren freeway and campus. Specific city locations to be determined with the City’s planners.
Directional Signage

D-2

Sign Type D-2
Once at the campus, this sign can help to direct one to a public parking area or structure. This may be developed in conjunction with the City of Berkeley using City parking facilities as well as those on or near the campus.

Message
University of California, Berkeley, public parking at (specific address).

Location
On major streets close to campus, for example: University, College, Shattuck, Bancroft, Durant, Hearst, and Gayley.
Directional Signage

D-3

Sign Type D-3
Public parking areas should be clearly identified. As part of the identifying message, a shuttle bus stop can be identified as well for the benefit of a driver who is leaving his/her car and heading toward the campus.

Message
Public parking - lot or structure identification. Shuttle bus stop information.

Location
At public parking lots/structures.

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Directional Signage

D-4

Sign Type D-4
Campus shuttle stop sign. This sign should convey the current day and night time shuttle routes, stops and frequency. This sign should be clearly visible and easy to identify from a distance.

Message
Campus shuttle routes, times, stops for both day and night.

Location
Periphery of campus along shuttle routes (Bancroft, Oxford, Hearst, Gayley, etc.).
Directional Signage

D-5

Sign Type D-5
Signs located at major intersections around the campus could give directional clues to the visitor about difficult to find destinations such as the "Hill Area." These destinations would be associated with landmarks on campus (East Gate) to provide additional orientation for the visitor.

We recommend that an official name be developed for places like the "Hill Area." This will make it possible to avoid long lists of tenant names on the signage that are impossible for vehicular traffic to scan quickly.

Message
Listing of landmarks and destinations with directional arrows. Destinations could include the "Hill Area," Clark Kerr Campus, and Golden Bear Field.

Location
Signs to be located at periphery of campus.

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**Sign Type D-6 Location Plan**

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Directional Signage

D-6

Sign Type D-6
Maps placed at entrance roads to the “Hill Area” and along Centennial Drive could call out the distance to public destinations. This would alleviate a newcomer’s feeling of being lost and/or to avoid getting lost. In addition, a development of consecutive addressing systems for “Hill Area” tenants would make it easier to understand, relatively, where a destination is. This would benefit everyone, including service individuals such as delivery persons.

Message
Map of the Hill Area and Clark Kerr Campus with public destinations noted by name, consecutive street address, and distance from a “you are here” indicator.

Location
At entries to the Hill Area and along Centennial Drive.
Sign Type D-7
Existing post and panel signs should be changed incrementally. Reduce the number of messages per sign to as few as possible. This will enable vehicular traffic to scan the signs more quickly. Currently, all messages on the signs are of equal importance. The signage should place more emphasis on buildings that are public like the Lawrence Hall of Science. If possible, list distance to the facility (similar to Sign D-6) to help locate the building.

Message
Facility name, mileage, and directional arrow.

Location
As currently located on campus.

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Regulatory Signage

Public and permit parking information is covered in this category as well as accessible signage and regulatory signage.

R-1 Parking Times and Fees
R-2 Accessibility Information
R-3 Regulatory Information
Sign Type R-1 Location Plan

This map indicates a few of the signs required.
Regulatory Signage

R-1

Sign Type R-1
A major part of the regulatory sign system is the parking identification sign on the campus. This sign currently contains a vast amount of information regarding both when the lot is used for permit parking and when it is used for public parking. The proposed sign is to be simple in its message so that it is easier to read. The sign would include the “University of California, Berkeley” identity since it would be placed at the periphery of the Campus.

Message
Public parking - times and fees.
Permit parking - type, times, and fees.
University of California, Berkeley

Location
Entrances to U.C. parking areas.
located within campus as required

Sign Type R-2 Location Plan

Date: 1/26/95  Skidmore, Owings & Merrill
Regulatory Signage

R-2

Sign Type R-2
ADA requirements are translated into standard sign graphics which communicate accessible building entrances, parking, pathways and information. These signs must meet the federal ADA requirements, yet still fit into the overall family of signs for the Campus.

Message
Required messages for building entrances and parking areas plus additional signs for pathways that meet ADA standards and ADA information areas.

Location
As required for both on and off-campus locations (to be determined by the campus).
R-3

**Sign Type R-3**
A vast array of regulatory signs are and will be required on the campus - most relating to parking or regulating vehicle movement. These signs should be placed carefully on campus and kept to a minimum. The signs should be standardized and not visually obtrusive.

**Message**
Regulatory message as required, phrased positively rather than negatively.

**Location**
As required (to be determined by the campus).
The information presented here is a guide to those who will implement these guidelines with the specific needs and regulations for exterior signage at U.C. Berkeley. The Guidelines are intended to provide a framework to the signage for the University so that signs added over time will appear to be part of a family.

These guidelines are not a compendium of specification and materials or a catalog from which signs can be ordered. The following is the framework upon which the family of signs at U.C. Berkeley should be developed.

- Overview
- Serif and Sans Serif Typefaces
- Serif and Sans Serif Arrows
- University Identifiers
- Header Panels
- Color Palette
- Cartography
- Fabrication
Guidelines

Overview

The graphic system is a collection of components that can be assembled in a variety of ways to provide unity to the campus yet offer a wide range of diversity. The campus seal and other logos related to the campus may be used. The name University of California, Berkeley would appear in a horizontal band below the symbol which may or may not associate with the sign message panel. The sign message would be on a simple panel. This sign system can be building, pole, or light fixture mounted.

These guidelines are generally described by two sign versions and the common elements that comprise each. The intent is that more than one sign type will be necessary by the campus but that all signs will be developed using the same basic elements that include typeface, color and materials.

The two sign versions shown below are meant to establish a timeless and classic base for the visual vocabulary of the sign program.

All of the examples shown were created on a Macintosh computer in the program Illustrator 5.5 and are available to be used as an electronic template for the creation of new signage.

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Guidelines
Serif Type

Goudy's University of California
Old Style Roman

In 1936 the University commissioned Frederic W. Goudy to develop for exclusive use by the University a typeface. Originally named University of California Oldstyle, the face was first used in 1940 to commemorate the 500th anniversary of Gutenberg designing moveable type. The face was carefully translated for electronic technology by using lightly inked proofs taken from unused type cast from Goudy's original matrices. This font is available on disk from Richard Beatty Designs, 2312 Laurel Park Highway, Hendersonville, NC 28739, 704 696-8316.

Goudy's University of California
Old Style Roman Small Caps
also Goudy's University of California Titling

Goudy's University of California
Old Style Bold

This face was recently commissioned for the University Signage Program. This bold version was developed to maintain the character of the Roman face and to achieve greater legibility on the sign panels. The font is available on disk from Richard Beatty Designs.

Goudy's University of California
Old Style Bold Small Caps
also Goudy's University of California Titling Bold

The following are always set in Goudy's University of California:
• University Identification
• All text on informational Signage

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Guidelines
Sans Serif Type

Univers 55

The primary sans serif font used in the sign program is Univers 55.

Both this font and the style shown below are available from Adobe Systems Incorporated, 1585 Charleston Road, P.O. Box 7900, Mountain View CA 94039-7900, (800) 445-8787

----------------------------------------------------------------------------------------------------------------

ABCDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Univers 65

The sans serif font Univers 65 may be used to highlight information.

----------------------------------------------------------------------------------------------------------------

ABCDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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The primary typeface is Univers 55. A hierarchy of information is to be established through the use of different sizes of Univers 55. If a bold face is absolutely necessary, Univers 65 may be used.

The following are always set in Univers:
• All text on Directory Signage
• All text on Regulatory Signage
Arrows are the most widely used and universally understood directional device. For design consistency on signage layouts for the University, select one of the two arrows shown depending on the typestyle which appears on the message panel.

**Serif Arrow**
The arrow shown on this page is to be the only directional device used when the primary message panel font is serif. An arrow should be centered under the line (or lines) of information it serves. If more than one arrow is used on a sign, the arrows should be center aligned.

Proper alignment for serif or sans serif directional arrows.

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Sans Serif Arrow
The arrow shown on this page is to be the only directional device used when the primary message panel font is sans serif. An arrow should be placed to the left of the line (or lines) of information it serves. If more than one arrow is used on a sign, the arrows should be aligned flush left.

→ Campus
Guidelines
University Identifiers

Primary identifier

The seal of the University, designed by Tiffany and Company, was adopted by the Regents in 1910. When the seal of the University of California is used on the campus sign program, it is to be reproduced in 3 colors: C-1 (blue), C-2 (gold), and C-3 (white).

Artwork to be provided by
Mr. Gregg Young, Development Department, University of California, Berkeley (510) 642-7748

Alternate identifiers

It may be appropriate at times to customize the sign program, to fit the needs of specific departments by using alternative identifiers. If an Identifier like the examples on the right are considered for use in the sign program the symbol should be reviewed by the Signage Review Committee.
Guidelines
Header Panels

The use of alternative identifiers should be approved by the Signage Review Committee.

Informational Signage Header Panel
Goudy's University of California Old Style Bold to match color C-3 (white)

Directional & Regulatory Signage Header Panel
Goudy's University of California Old Style Bold

Regulatory Flyer Header Panel
Goudy's University of California Old Style Roman

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Guidelines
Color Palette

UNIVERSITY OF CALIFORNIA BERKELEY
NATURAL RESOURCE LABORATORY
95 OXFORD STREET
Sign I-8
C-1 (blue)
C-3 (white)

UNIVERSITY OF CALIFORNIA BERKELEY
Property of the Regents of the University of California
Permission to enter or to pass over is revocable at any time. Peddling and vending of merchandise forbidden.
Sign I-8b
C-1 (blue)
C-3 (white)

UNIVERSITY OF CALIFORNIA BERKELEY
Founders Rock
On April 16, 1860 a small group of miners of what was then the College of California met to set aside formally the one hundred and sixty acres of land which they had recently purchased and to dedicate it forever to the cause of learning. They looked for a landmark where they could gather for a simple ceremony. This "giant rock" magnificently filled their needs.
Sign I-10
C-1 (blue)
C-3 (white)
C-5 (sepia)

UNIVERSITY DR
Sign I-5
C-1 (blue)
C-3 (white)

C-1 (blue)
Color to match Pantone 282C
C-5 (sepia)
Color to match Pantone 1615C
C-2 (gold)
Color to match Pantone 139C
C-6 (accessible blue)
Color to match Pantone 2718C
C-3 (white)
Color to match
C-4 (crome)
Color to match number 36A-3P from Matthews Paint Company

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Guidelines
Color Palette

West Anna Head Lot
UC Permit Required
Mon-Fri 7am-5pm

Reserve plaza areas, pathways and walkways on campus for pedestrians
Handicapped, emergency, and service vehicles excepted.
CVC 2119 U.C.PD.

Sign R-1
C-1 (blue)
C-2 (gold)
C-4 (creme)

Sign R-2
C-3 (white)
C-6 (accessible blue)
C-4 (creme)
C-1 (blue)

Sign R-3
C-4 (creme)
C-1 (blue)

Date: 1/26/95  Skidmore, Owings & Merrill
Guidelines
Cartography

existing

new

- Map generated electronically would make frequent updates easier to implement.
- Streets in white on a field of color eliminates the need for outlining that can create confusing negative space.
- Building names are clearly marked on the representation of the structure.
- A legend of all the buildings in alphabetical order makes for an easy-to-use index.
- Arrows should be clearly directional.
- Distinctive icons increase legibility.
- Varying type styles and sizes create a clearer hierarchy of information.

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Guidelines
Fabrication

When possible fabrication and maintenance of the sign program could occur on campus. The Physical Plant and Parking and Transportation offices are currently the largest fabricators of exterior signs on campus and have some ability to maintain the signage. Both departments should expand their computer systems to include Macintosh computers with Illustrator and Quark Express software. The Mac operating system includes the ability to read and write DOS format files and diskettes. Illustrator will import and export DXF format files to assure compatibility with the widest possible choice of computer and CAD software, including Autocad.

METHOD 1

Baked porcelain enamel on steel

Baked porcelain enamel is the most durable of the finishes. A porcelain frit is heat fired on a steel substrate.

Custom colors can be created and maintained.

This is not an in-house process although blank sign panels can be ordered and the campus could apply vinyl die-cut copy as required.

Graffiti can typically be removed because the surface of the baked enamel can resist extremely strong cleansing chemicals.

METHOD 2

Polyurethane enamel spray paint applied to aluminum.

Polyurethane enamel spray paint is extremely durable although not graffiti resistant.

The painting process could be completed by U.C. Berkeley in-house with upgrades to the ventilation system and spray equipment as required.

Color matching and consistency in paint color is not a problem. Paint suppliers like Matthews create formulas for specific colors by weighing pigment and keeping records of the formula. Typically paints can be ordered and shipped within 24 hours.

It is important to select a paint supplier like Matthews whose product meets California EPA requirements.

Polyurethane paints are typically guaranteed for 5-10 years against fading or discoloration.

Vinyl die-cut or silkscreen copy could be applied to the painted sign panels.
Sign Types

This section illustrates the guidelines applied to the 3 categories of signage: Informational, Directional and Regulatory. Some of the topics covered are: dimensions, proportions and mounting specifications. When determining final dimensions for the signage, it is our intent that the signs be pedestrian in scale, particularly on campus. The “park” setting of the campus should always be considered.

Informational
I-5, I-6, I-7, I-8, I-8a, I-8b, I-10

Directional
D-4, D-3

Regulatory
R-1, R-2, R-3
Sign Types
Informational I-5

See Header Panel in the Guidelines section for the proportional breakdown of these elements.

Font: Goudy’s University of California Titling Bold Cap & Small Caps

Letter Spacing: The spacing is opened so that the letters do not touch one another.

Options: The type & background color can be reversed as shown.

General Note: The small caps in the Titling style are larger than the standard small caps. This makes for higher readability from a distance.

Streets and pathways are to be identified by simple blade signs. The signs should be blue (color C-1) with white copy (color C-3).

The seal of the University can be added to the typical street signs at major intersections and landmark locations.

Date: 1/26/98  Skidmore, Owings & Merrill
1. Modified adjustable sign mounting set with two piece tightening clip with st. std. straps. All mounting hardware to be painted to match existing post or light pole.

2. Obtain consent to use historic light poles with proper campus authority when required.

3. **Sign Type R-5**
   1/4" thick aluminum plate spray coated with polyurethane enamel paint. Silkscreen copy with enamel ink.

4. Dress all edges of aluminum after cutting to size. Finish edges to match face.

5. Note sign is to be two sided.

**Identification Signs:** The following details are to show design intent. Actual sizes of signs, mounting hardware, and mounting height to be determined upon review of full size mock ups in the field.

**Section A - A**
Scale: 1/4" = 1"

**Detail**
Scale: 3/16" = 1"

**Typical elevation**
Scale: 3/8" = 1'-0"
Sign Types
Informational I-6, I-7

In addition to Goudy’s University of California and Univers, the following typefaces may be used for sign types I-6 and I-7. They are excellent alternatives because they have proven to be classics that will not become outdated. Keep this in mind when selecting a typeface that is not shown here.

Caslon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bodoni

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Date: 1/26/95 Skidmore, Owings & Merrill
Mock-up of sign type to be reviewed in field to determine final size. Upon approval of a mock-up, select appropriate size square mounting post. See typical mounting details for design intent.

**Sign Types**

**Informational 1-8**

- Returns to match color C-1 (blue)
- Face and returns to match color C-2 (gold)
- Face and returns to match color C-1 (blue)

**Header Panel:**
See specs in the guidelines section.

**Facility Name & Address:**
Goudy's University of California Titling Bold.

- Letter spacing to be set to avoid letter forms touching.
- Only first letter of facility name has an initial cap.
- From baseline to top of cap to equal 3/4 of initial cap height.
- 2 pt. rule
Rule does not wrap to returns.

Addres panel to equal 3/4 of header panel height.

Address to have initial caps for each word.

The facility name and address width is not to exceed the longest line of type on header panel.

All type and rules to match color C-3 (white)

**University of California Berkeley**

**Natural Resource Laboratory**

**95 Oxford Street**

Date: 1/29/95  Skidmore, Owings & Merrill
Mock-up of sign type to be reviewed in field to determine final size. Upon approval of a mock-up, select appropriate size square mounting post. See typical mounting details for design intent.

Returns to match color C-1 (blue)

Face and returns to match color C-2 (gold)

Face and returns to match color C-1 (blue)

**Header Panel:**
See specs in the guidelines section.

2 pt. rule
Rule does not wrap to returns.

**Address:**
Goudy's University of California Titling Bold.

From baseline to top of cap should equal 1/2 of initial cap height.

Address to have initial caps for each word.

Letter spacing to be set to avoid letter forms touching.

The address width is not to exceed the longest line of type on header panel.

All type and rules to match color C-3 (white)

---

**Date:** 1/26/96  Skidmore, Owings & Merrill
Sign Types

Informational I-8b

Mock-up of sign type to be reviewed in field to determine final size. Upon approval of a mock-up, select appropriate size square mounting post. See typical mounting details for design intent.

Face and returns to match color C-1 (blue)

**Header Panel:**
See specs in the guidelines section.

2 pt. rule
Rule does not wrap to returns.

**Message:**
Goudy's University of California Bold. Upper and lowercase.

Primary message does not use punctuation at the end of lines. Space between lines of copy on primary message (from baseline to top of lowercase on next line) to equal cap height.

Secondary message type height to be 3/4 the size of the primary message.

Letter spacing to be set to avoid letter forms touching.

In order to accommodate secondary message length, copy may exceed longest line of copy on header panel.

All type and rules to match color C-3 (white)

_University of California Berkeley_

Property of the Regents of the University of California

Permission to enter or to pass over is revocable at any time. Peddling and vending of merchandise forbidden.

**Date:** 1/26/95 Skidmore, Owings & Merrill
Mock-up of sign type to be reviewed in field to determine final size. Upon approval of a mock-up, select appropriate size square mounting post. See typical mounting details for design intent.

Returns to match color C-1 (blue)

Face and returns to match color C-1 (blue)

Face and returns to match color C-5 (sepia)

Header Panel:
See specs in the guidelines section.

2 pt. rule
Rule does not wrap to returns.

Message:
Goudy's University of California Bold. Upper and lowercase.

Primary message does not use punctuation at the end of lines.

Secondary message type height to be 3/4 the size of the primary message.

Letter spacing to be set to avoid letter forms touching.

In order to accommodate secondary message length, copy may exceed longest line of copy on header panel.

All type and rules to match color C-3 (white)

---

On April 16, 1860 a small group of trustees of what was then the College of California met to set aside formally the one hundred and sixty acres of land which they had recently purchased and to dedicate it forever to the cause of learning. They looked for a landmark where they could gather for a simple ceremony. This "great rock" magnificently filled their needs.

---

Date: 1/26/98 Skidmore, Owings & Merrill
Mounting Detail
Alt. I-8, I-8a, I-8b, I-10

1. University seal, header, and message panel.
   Under-cut panel to meet flush. Sealant joints to have crisp even edge profile (typ).

2. Back plate to be 16 gauge steel. All surfaces to be coated with porcelain enamel color C-1 (blue) except for sign type I-10, back plate to be color C-5 (sepia).

3. St. stl. hardware as required.

4. Adhesive as required.

5. Solid core as required.

6. Steel post with end cap painted to match campus standard - elephant’s breath (dark grey) semi gloss.

7. Sign to mount flush to post.

8. Sign Types I-8, I-8a, and I-10
   Entire sign to be a single fabricated pan. Secure seal and message panel to back plate as required. Note: Back plate to be pre-attached to post as required. See sign layouts for colors of sign face and returns.

9. Sign Type I-8b
   Sign type I-8b does not use the seal of the University. The mounting post should be shortened to not align with the top of the sign panel.

Identification Signs: The following details are to show design intent. Actual sizes of signs, mounting post, and mounting height to be determined upon review of full size mock ups in the field. If different sizes of signs are used, post size may need to be altered proportionally. Sign panels are to be constructed of 16 gauge steel; all surfaces to be in porcelain enamel. Sign panels are to be mounted to square posts (steel) with stainless steel security hardware as required.

Miter, weld corners, and grind smooth all joints prior to application of porcelain enamel.

Use st. stl. security hardware as required.

Section
Scale: 3" = 1'-0"

Typical elevation
Scale: 3/4" = 1'-0"
Mounting Detail
I-8, I-8a, I-8b, I-10

1. University seal.

2. Back plate to be 16 gauge steel. All surfaces to be coated with porcelain enamel color C-1 (blue) except for sign type I-10, back plate to be color C-5 (sepia).

3. St. stl. hardware as required.

4. Header panel and message panel.

5. Solid core as required.

6. Adhesive as required.

7. Sign to mount flush to post. Post is painted to match campus standard-elephant's breath (dark gray) semi gloss.

8. Sign Types I-8, I-8a, and I-10
The seals are to be separately fabricated pan allowing the depth of return to be greater than the rest of the sign. Attach seal to header/message panel as shown. Secure seal and message panel to back plates as required. Note: Back plates to be pre-attached to post as required. See sign layouts for colors of sign face and returns.

9. Sign Type I-8b
Sign type I-8b does not use the seal of the University. The mounting post should not align with the top of the sign panel.

Identification Signs: The following details are to show design intent. Actual sizes of signs, mounting post, and mounting height to be determined upon review of full size mock ups in the field. If different sizes of signs are used, post size may need to be altered proportionally. Sign panels are to be constructed of 16 gauge steel; all surfaces to be in porcelain enamel. Sign panels are to be mounted to square posts (steel) with stainless steel security hardware as required.

Miter, weld corners, and grind smooth all joints prior to application of porcelain enamel.

Use st. stl. security hardware as required.

Indicates steel post beyond.

Align top of post

Typical elevation
Scale: 3/4" = 1'-0"

Section
Scale: 3" = 1'-0"

Date: 1/26/95 Skidmore, Owings & Merrill
Sign Types
Directional D-3

Mock-up of sign type to be reviewed in field to determine final size. Upon approval of a mock-up, select appropriate size square mounting post. See typical mounting details for design intent.

Header Panel:
See specs in the guidelines section.

Face and returns to match color C-3 (white)

Face and returns to match color C-4 (creme)

3 pt. rule
Rule does not wrap to returns.

Message:
Univers 55
Upper and lower case.

Letter spacing should be set to avoid letter forms touching.

Arrows to center with cap height.

The message width is not to exceed the longest line of type on header panel.

This area within the message panel should be used for directional arrows only.

Type, rule and arrows to match color C-1 (blue)

UNIVERSITY OF CALIFORNIA BERKELEY
← Parking
↑ Shuttle Bus
← Bowles Hall

UNIVERSITY OF CALIFORNIA BERKELEY
← Parking
↑ Shuttle Bus
← Bowles Auditorium

Date: 1/26/95 Skidmore, Owings & Merrill
Sign Types
Directional D-4

Mock-up of sign type to be reviewed in field to determine final size. Upon approval of a mock-up, select appropriate size square mounting post. See typical mounting details for design intent.

Header Panel:
See specs in the guidelines section.

Face and returns to match color C-3 (white)

Face and returns to match color C-4 (creme)

3 pt. rule
Rule does not wrap to returns.

Message:
Univer 55
Upper and lower case.

Letter spacing should be set to avoid letter forms touching.

The message width is not to exceed the longest line of text on header panel.

Rule and all type to match color C-1 (blue) unless otherwise noted.

This area within the message panel should be void of any contents.

Map:
The intent of the maps is to graphically provide an overview of the bus route, orientation for the new user, and differences in the day and night routes.

The design should be a stylized representation of the campus and the surrounding areas. For further information see cartography in the guidelines section.

Date: 1/26/95 Skidmore, Owings & Merrill
Sign Types
Regulatory R-1

Mock-up of sign type to be reviewed in field to determine final size. Upon approval of a mock-up, select appropriate size square mounting post. See typical mounting details for design intent.

Comprehensive specs for this type of sign are covered in the case study section.

<table>
<thead>
<tr>
<th>UNIVERSITY OF CALIFORNIA BERKELEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Anna Head Lot</td>
</tr>
<tr>
<td>UC Permit Required</td>
</tr>
<tr>
<td>C F CP</td>
</tr>
<tr>
<td>Mon-Fri 7am-5pm</td>
</tr>
</tbody>
</table>

*Date: 1/26/95  Skidmore, Owings & Merrill*
Sign Types
Regulatory R-2 & R-3

Mock-up of sign type to be reviewed in field to determine final size. Upon approval of a mock-up, select appropriate size square mounting post. See typical mounting details for design intent.

Face and returns to match color C-4 (creme)

Symbol background to match color C-6 (accessible blue). Icon to match color C-3 (white).

Message:
Univers 55
Upper and lower case.

Letter spacing should be set to avoid letter forms touching.

Type to match color C-1 (blue)

Use Regulatory header panel to determine measure of "p"

Accessible Parking

Flush left

Face and returns to match color C-4 (creme)

Message:
Univers 55
Upper and lower case.

Letter spacing should be set to avoid letter forms touching.

Type to match color C-1 (blue)

Secondary text:
Cap height is 1/2 of primary text cap height.

Tertiary text:
Cap height is 3/4 of secondary text cap height.

Reserve plaza areas, pathways and walkways on campus for pedestrians

Handicapped, emergency, and service vehicles excepted.

Date: 1/26/95 Skidmore, Owings & Merrill
Case Study

The following pages were taken from the Parking and Transportation Signage Guidelines, released on the 8th of January 1995. It illustrates the implementation of the signage guidelines discussed in the previous section. The category of signage that these represent is called Regulatory. Within this case study there are flyers that illustrate how the signage guidelines can have additional applications.

• Introduction
• Regulatory Sign Types A & B
• Regulatory Sign Types C
  DMT Machines
• Regulatory Sign Types D
  System Machines
• Mounting Details
• Regulatory Temporary Signage
• Regulatory Barricade Signage
• Regulatory Flyers
Introduction

Skidmore, Owings & Merrill, in collaboration with many different departments at the University, developed the following signage guidelines for the U.C. Berkeley Parking and Transportation offices. The Guidelines address the most prominent and frequently appearing signs on campus.

The majority of this system is the permit and public parking identification signs (Sign Types A and B). These sign types, located at entries to parking structures and lots, are often the first image projected to the public by the University. Currently, these “welcome” signs contain too much information in very complicated layouts.

The proposed signage is simpler in its message, with a clear layout and a fitting image for the University.

One of the most difficult aspects of the system will be to maintain it - in particular, keeping the messages consistent and brief. Wordy signs listing every rule and repeating information are confusing and ultimately self-defeating.

By adhering to the parameters and guidelines described in this manual, the sign system will both serve its purpose and reflect well on the University.

Within this Case Study are the following:

**Sign Types A, B, C, and D**
Permanently installed signage at parking lot entries and ticket dispensers.

**Temporary Signage**
Signage to announce changes, disruptions, or clarification of issues related to parking and transportation

**Flyers for Parking & Transportation**
Layouts for flyers that are to be distributed as required for reinforcement of temporary signage.

![Existing and New Signage Diagrams]

**University of California Berkeley**

West Anna Head Lot

UC Permit Required

Mon-Fri 7am-5pm

Public Parking

Fee Required or UC Permit

Mon-Fri 5pm-2am

Saturday 7am-2am

Sunday 1pm-2am

No Parking 2am-5am

Ticket Dispenser

Located in Parking Lot

Motorcycle Parking (designated spaces)

Violators subject to citation and/or towing

UCS-GLPRM-01385

Parking Information: (510) 642-6480

Towing Information: (510) 642-8750

Date: 1/26/95 Skidmore, Owings & Merrill
Sign Types A & B

33" x 29"

University of California
BERKELEY

West Anna Head Lot
UC Permit
Required

C  F  CP
Mon-Fri 7am-5pm

Public Parking
Fee Required or UC Permit
Mon-Fri 5pm-2am
Saturday 7am-2am
Sunday 1pm-2am
No Parking 2am-5am

Ticket Dispenser
Located in Parking Lot
Motorcycle Parking (designated spaces)
Violators subject to citation and/or towing.

Towing Information: (510) 642-6760
Parking Information: (510) 642-4283

General Notes
Sign Types A & B

16 Gauge Porcelain Enamel Face, returns, and back of sign. Minimize radius on all edges and corners.

See Sheet No. G1.08 for Prototypical Mounting Detail.

Fabricator to use sign template created by owner's representative in Adobe Illustrator 6.0-Macintosh for final output of art. Fabricator to modify wording on template as directed by sign schedule.

Seal is separated into three colors C-1, C-2, C-3. See sheet No. G1.07 for detail of seal.

Background color to match color C-3 (white).

Rule to match color C-1 (blue).

All copy to match color C-1 (blue).

Sign Type A

Circle color to match color C-2 (gold).

Background color to match color C-4 (creme).

Sign Type B

NOTE: All type and symbols are integral to sign in porcelain enamel except where indicated on the sign schedule provided by owner. Type and symbols not integral to be vinyl die-cut. Color of vinyl die-cuts to visually match colors of porcelain enamel.

Logo color to match C-1 (blue).

Sign Types A & B
Scale: 1/8" = 1"
Sign Types A & B

33" x 33"

Type aligne flush left

1.7/8" 4.7/8 10.1/2"

1.5/16" 7/64" 1/16"

2.1/4" 1.9/16" 1.5/8"

2.1/2" 7/64" 1.9/16"

2.1/2" 1.7/8"

1.9/16" 2.1/4"

1.9/16" 1.11/16"

1.7/8"

33" x 29"
Sign Types A & B return depth to equal 1"

UNIVERSITY OF CALIFORNIA BERKELEY

West Anna Head Lot

UC Permit Required

C F CP

Mon-Fri 7am-5pm

Public Parking

Fee Required or UC Permit

Mon-Fri 5pm-2am
Saturday 7am-2am
Sunday 1pm-2am
No Parking 2am-5am

Ticket Dispenser
Located in Parking Lot

Motorcycle Parking (designated spaces)
Violators subject to citation and/or towing.

Towing Information: (510) 642-6760
Parking Information: (510) 643-4283

Sign Types A & B
Scale: 1/8" = 1"
Sign Types A & B

University of California
BERKELEY

University Hall-Level 2
UC Permit Required

[Symbol] This Level
[Symbol] 3rd Level
Mon-Fri 7am-5pm

Public Parking
Fee Required or UC Permit

Mon-Fri 5pm-2am
Saturday 7am-2am
Sunday 1pm-2am
No Parking 2am-6am

Ticket Dispenser Located on Level 2 and Level 3

Motorcycle Parking (designated spaces)
Violators subject to citation and/or towing.

UC POLICY - CVC 32110a, CVC 22650:
Towing Information: (510) 642-8760
Parking Information: (510) 643-4283

Scale: 1/8" = 1"
Sign Type C
DMT Machines
14" x 14"

General Notes for Sign Type C

16 Gauge Porcelain Enamel Face, returns, and back of sign. Minimize radius on all edges and corners.

See Sheet No.G1.08 for Prototypical Mounting Detail.

Fabricator to use sign template created by owner's representative in Adobe Illustrator 5.0-Macintosh for final output of art. Fabricator to modify wording on template as directed by sign schedule.

Purchase Ticket Here
Public Parking or UC Permit
Mon-Fri 5pm-2am
Saturday 7am-2am
Sunday 1pm-2am
No Parking 2am-5am
Public Rate: $3.00 (3 tickets)
Quarters Only
Parking Information: (510) 643-4283

Background, returns and back of sign to match color C-4 (creme).

All copy to match color C-1 (blue).

NOTE: All type is integral to sign in porcelain enamel except where indicated on the sign schedule provided by owner. Type not integral to be vinyl die-cut. Color of vinyl die-cuts to visually match C-1 (blue) of porcelain enamel.

Sign Type C
DMT Machine Sign Layout Scale: 1/4" = 1"

Issued for Bid 11/14/94 Skidmore, Owings & Merrill
Sign Type C
DMT Machines
20" x 20"

See general notes for Sign Type C on sheet No. G1.02

Purchase Ticket Here
Public Parking or UC Permit
Mon-Fri 5pm-2am
Saturday 7am-2am
Sunday 1pm-2am
No Parking 2am-5am

Public Rate: $3.00 (3 tickets)
Quarters Only

Parking Information: (510) 643-4283

Sign Type C
DMT Machine Sign Layout Scale: 1/4" = 1"

Issued for Bid 11/14/94 Skidmore, Owings & Merrill
Purchase Ticket Here
Public Parking or UC Permit
Mon-Fri 5pm-2am
Saturday 7am-2am
Sunday 1pm-2am
No Parking 2am-5pm
Public Rate: $3.00 (3 tickets)
Quarters Only

Parking Information: (510) 643-4283
Purchase Ticket Here
Public Parking or UC Permit
Mon-Fri  5pm-2am
Saturday  7am-2am
Sunday   1pm-2am
No Parking 2am-5am

Public Rate: 50¢ per 1/2 hr
$6.00 maximum

Parking Information: (510) 643-4283
**Sign Type D**

**System Machines**

33" x 29"

See general notes for Sign Type D on sheet No. G1.02

---

**Purchase Ticket Here**

Public Parking or UC Permit

Mon-Fri 5pm-2am
Saturday 7am-2am
Sunday 1pm-2am
No Parking 2am-5am

Public Rate: 50¢ per 1/2 hr
$6.00 maximum

Parking Information: (510) 643-4283

---

**Sign Type D**
System Machine Sign Layout Scale: 3/16" = 1"  
Issued for Bid 11/14/94 Skidmore, Owings & Merrill
Mounting Detail
Prototypical

1. Pop Rivets painted to match surrounding color.
2. 12 gauge st. atl. attachment bracket painted to match (e) steel frame (black).
3. Existing 2"x3" steel frame.
4. Shim
5. St. atl. fastener
6. **Sign Type A**
   porcelain enamel panel note: all surfaces porcelain enamel - back side of sign to match color C-3 (white). Colors on face of sign wrap to returns.
7. **Sign Type B**
   porcelain enamel panel note: all surfaces porcelain enamel - back side of sign to match color C-3 (white). Colors on face of sign wrap to returns.

---

**Sign Types A and B:** The sign panels will be mounted to existing 2"x3" steel frame structures with stainless steel attachment brackets. Pop rivets are to be used to attach the porcelain enamel panels to the brackets. The brackets are to be attached to the existing (e) frame structures by stainless steel fasteners as required.

Note: Dimensions of the existing frame structures vary. Fabricator to field verify with U.C. Berkeley representative all dimensions of each frame prior to fabricating and mounting attachment brackets. Brackets to be modified as required. Thoroughly coordinate all mounting and fastening hardware with U.C. Berkeley representative.

Dimensions of the sign panels A and B vary. See sign schedule provided by U.C. Berkeley for final sizes.

**Sign Types C and D:** Mounting conditions vary considerably. Coordinate attachment brackets and mounting hardware with U.C. Berkeley representative. Show all conditions in shop drawings for review by owner’s representative.

Dimensions of sign panels C and D vary. See sign schedule provided by U.C. Berkeley.
Mounting Detail
Alt. Prototypical

1. Dress all edges after cutting to size. Finish edges to match face.
2. Aluminum angle welded to aluminum panel prior to application of finish. Angle to be painted to match (e) frame.
3. Existing 2"x3" steel frame.
4. Shim
5. St. stl. fastener
6. Alt. Sign Type A
   polyurethane enamel coated aluminum panel note: all surfaces are painted - returns painted to match face, back of sign to match color C-3 (white). Colors on face of sign wrap to returns.
7. Alt. Sign Type B
   polyurethane enamel coated aluminum panel note: all surfaces are painted - back of sign to match color C-3 (white). Colors on face of sign wrap to returns.

Sign Types A and B: The sign panels will be mounted to existing 2"x3" steel frame structures with aluminum angles. Weld angles to aluminum panels. Attach angles to the (e) frame structures by stainless steel fasteners as required.

Note: Dimensions of the existing frame structures vary. Fabricator to field verify with U.C. Berkeley representative all dimensions of each frame prior to fabricating and mounting aluminum angles. Modify angles as required. Thoroughly coordinate all mounting and fastening hardware with U.C. Berkeley representative.

Dimensions of sign panels A and B vary. See sign schedule provided by U.C. Berkeley for final sizes.

Sign Types C and D: Mounting conditions vary considerably. Coordinate attachment and mounting hardware with U.C. Berkeley representative. Show all conditions in shop drawings for review by owner's representative.

Dimensions of sign panels C and D vary. See sign schedule provided by U.C. Berkeley for final sizes.
Temporary Sign 1

Layout 1

For use on 33" x 33" (as shown) and 33" x 29"

3/16" aluminum plate. Dress all edges, back cut, and over bend to create crisp 90 degree corners. Polyurethane enamel coated aluminum panel. Note all surfaces painted to match face. All type and symbols are to be vinyl die-cut. All colors to visually match colors of porcelain enamel on sign panels beyond.

See Temporary Sign 1 Mounting Detail for specifications.

Typeface: Univers 55
Size: 4" Cap Height
Letter & word spacing to match sample.
Type color to match C-2 (gold).

Background color to match C-1 (blue).

Ticket Dispenser
Located in Parking Lot
Motorcycle Parking (designated spaces)
Violators subject to citation and/or towing.
U.C.P.D. - CVC 21113a, CVC 22650n
Towing Information: (510) 642-6760
Parking Information: (510) 643-4283

Scale: 1/8" = 1"
**Mounting Detail**

**Temporary Sign 1**

1. Sign Type A porcelain enamel panel
2. Existing 2"x3" steel frame
3. **Temporary Sign 1**
   3/16" aluminum plate spray coated with polyurethane enamel paint.
4. St. std. security fasteners
5. Dress all edges of aluminum after cutting to size. Finish edges to match face.
6. Second surface of temporary sign to be mounted flush to face of Sign Types A and B.
7. Sign Type B porcelain enamel panel
8. All pre-punched openings in the returns of the temporary signs and existing steel frames to be coordinated for alignment and acceptability for use by either Temporary Sign 1 or 2.

   Note: All holes in temp. signs to be punched prior to finishing. Treat all field drilled holes.
9. Provide non-corrosive plugs to fill holes in steel frame when temporary signs are not in use.

**Temporary Sign 1** will be mounted in front of sign types A and B. Temporary signs are to be attached by stainless steel security screws fastened through pre-punched openings in the returns of the temporary sign and the existing 2"x3" steel frame structures.

Note: Dimensions of the signs and existing frame structures vary. Fabricator to field verify with U.C. Berkeley representative all dimensions prior to fabricating. Temporary signs to be modified as required. Thoroughly coordinate all mounting and fastening hardware with U.C. Berkeley representative.

---

**Section A - A**

Scale: 3" = 1'-0"
Temporary Sign 2

For use on
33” x 33” (as shown)
and 33” x 29”

Background color
to match C-1 (blue)

Univ. of California
BERKELEY

West Anna Head Lot
UC Permit
Required

Parking
Notice

Effective May 23,
1994. Attendant Parking (Stack Parking) will be discontinued for
the Summer.

Mon-Fri 7am-5pm

Public Parking
Fee Required or UC Permit

Mon-Fri 5pm-2am
Saturday 7am-2am
Sunday 1pm-2am
No Parking 2am-5am

Ticket Dispenser
Located in Parking Lot

Motorcycle Parking (designated spaces)
Violators subject to citation and/or towing.
L.U.P.D.: CVC 21113a, CVC 22651n

Towing Information: (510) 642-6760
Parking Information: (510) 643-4283

Temporary Sign 2
Scale: 1/8" = 1”

General Notes
Temporary Sign 2
Polyurethane enamel coated aluminum panel. Note all surfaces
painted to match face. All type and symbols are to be vinyl die-cut.
All colors to visually match colors of porcelain enamel on
sign panels beyond.

See Temporary Sign 2
Mounting Detail for specifications.

Typeface: Univers 65
Size: 2.1/4” Cap Height
Letter Spacing to match sample.
Baseline to baseline
of type: 3”
Type color to match
C-3 (white)

White Rule
Frequently changing
messages should be in
vinyl type on a low tack
vinyl background
(color to match C-1, blue)

Typeface: Univers 65
Size: 1/2” Cap Height
Letter Spacing to
match sample.
Baseline to baseline
of type: 1”
Type color to match
C-3 (white)
Mounting Detail
Temporary Sign 2

Temporary Sign 2 will be mounted in front of sign types A and B. Temporary signs are to be attached by stainless steel security screws fastened through pre-punched openings in the returns of the temporary sign and the existing 2"x3" steel frame structures.

Note: Dimensions of the signs and existing frame structures vary. Fabricator to field verify with U.C. Berkeley representative all dimensions prior to fabricating. Temporary signs to be modified as required. Thoroughly coordinate all mounting and fastening hardware with U.C. Berkeley representative.

1. Sign Type A porcelain enamel panel
2. Existing 2"x3" steel frame
3. Temporary Sign 2
   3/16" aluminum plate spray coated with polyurethane enamel paint.
4. St. stl. security fasteners
5. Dress all edges of aluminum after cutting to size. Finish edges to match face.
6. Second surface of temporary sign to be flush to face of sign types A and B. Use self adhesive magnetic tape applied to second surface of temporary sign if required.
7. Sign Type B porcelain enamel panel
8. All pre-punched openings in the returns of the temporary signs and existing steel frames are to be coordinated for alignment and acceptability for use by either Temporary Sign 1 or 2.
   Note: All holes in temp. signs to be punched prior to finishing. Treat all field drilled holes.
9. Provide non-corrosive plugs to fill holes in steel frame when temporary signs are not in use.

Indicates existing 2" x 3" steel frame beyond
Non-corrosive shim as required

Section A - A
Scale: 3" = 1'-0"

Date: 1/6/95  Skidmore, Owings & Merrill
Barricade Sign

24" x 22"

16 Gauge Porcelain Enamel
Face, returns, and back of
sign. Minimize radius on all
edges and corners. Back of
sign to match color C-3
(white). Colors on face of
sign wrap to return.

Seal is separated into
three colors C-1, C-2, C-3.
See sheet No. G1.07 for
detail of seal.

NOTE: All type and
symbols are integral to
sign in porcelain enamel.

Mount sign flush to
existing barricade structure
as required with no visible
fasteners.

Message area may be filled
in as required to indicate
for whom the lot is
reserved, the date,
and the time. A typical
black marker (such as
"El Marko" brand) can be
used. Windex cleaner with
a cloth will remove the
message so that it can be
used again and again.

General Notes
Barricade Sign

Reserved

Logo color to match
color C-2 (gold).

Copy to match color
C-3 (white).

Background color to
match color C-1 (blue).

3pt rule to match
color C-1 (blue).

Background color to
match color C-3 (white).

Copy to match color
C-3 (white).

Towing Information: (510) 642-6760
Parking Information: (510) 642-4253

Type aligns flush left.
Type & Rules within box: Inset 3/4"
Flyer layout

Full Sheet (8¾" x 11"

The relationship between the University Seal and School Identification is the same used in the signage system with the exception of the margins.

The contents have been broken down into the following groups:

1. Subject/Location
2. General Topic
3. Topic Clarification
4. Date/Time Effective
5. Explanation

Helpful key items are highlighted in bold.

Half Sheet (8½" x 5½"

The grid structure is the same as above. With the limited amount of space, the content has been grouped into fewer sections.

1. Subject/Location;
   General Topic
2. Topic Clarification;
   Date/Time Effective;
   Explanation
3. Authority

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Color: If funds allow, the University Seal and School Identification could be pre-printed in color. Updates would then be xeroxed onto these sheets.

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**University of California Berkeley**

**BART Traffic Advisory**

- Possible BART Strike
- July 18, 1994

In the event of a BART strike on Monday, July 18th, 1994, we anticipate all parking lots will be full. **Please allow extra time for your commute.**

We will make every effort to accommodate permit holders. Permit holders and visitors should observe parking policies on signs at each lot entrance. We regret any inconvenience.

Parking and Transportation

For further information please call 643-5790.

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Parking and Transportation
For further information please call 643-5790
Bowles Lot Parking Notice
July 1 & 2, 1994
7am - midnight

The Bowles Lot will be reserved on Friday, July 1st and Saturday, July 2nd, 1994 from 7am - midnight for a special event at the Greek Theatre. We regret any inconvenience.

Alternate parking will be available at:
- Kleeberger Lot
  (Stadium Rimway across from Bowles Lot)
- Foothill Lot
  (Hearst Avenue east of Highland Avenue)

Parking and Transportation 643-5790

Construction Access Interruption
May 4-31, 1994
7am - 5pm

During the time and dates above, construction vehicles will be entering the Girton Hall Road access, southeast of Hildebrand Hall, to remove dirt from the Chemistry 3 Laboratories construction site. This project will continue 2-3 times a week.

Construction vehicles will exit the site through the East Gate, off University Drive. Vehicles will turn left onto Gayley as they exit the East Gate area.

Traffic direction staff will be posted in the areas noted below to minimize traffic delays and maintain exit access for Girton Hall Road.

Flagperson locations:
- Intersection of Gayley and Rimway
- Southeast corner of Hildebrand
- University Drive (East Gate area)

Parking and Transportation 643-5790

PARKING NOTICE for Bowles Lot
July 1 - 2, 1994
7:00 a.m. - 12:00 midnight

The Bowles Lot will be reserved on Friday, July 1 and Saturday, July 2, 1994 from 7:00 a.m. - 12 midnight for a special event at the Greek Theatre.

Alternate parking will be available at:
- Kleeberger Lot (Stadium Rimway across from Bowles Lot)
- Foothill Lot (Hearst Avenue east of Highland Avenue)

We regret any inconvenience. Thank you for your cooperation.

Parking & Transportation 642-5001

Construction Access Interruption
May 4 - 31, 1994

Beginning Wednesday, May 4, 1994 construction vehicles will be entering the Girton Hall Road access, southeast of Hildebrand Hall, to remove dirt from the Chemistry 3 Laboratories construction site.

Construction vehicles will exit the site through the East Gate, off University Drive. Vehicles will turn left onto Gayley as they exit the East Gate area.

Traffic direction staff will be posted in the areas noted below to minimize traffic delays and maintain exit access for Girton Hall Road.

Flagperson locations:
- Intersection of Gayley and Rimway
- Southeast corner of Hildebrand
- University Drive (East Gate area)

This project will continue 2-3 times a week through May 31, 1994, between 7:00 a.m. and 9:00 p.m. We apologize for the inconvenience. For additional information contact Parking & Transportation Services at 643-5790.