



University of Wisconsin-Madison

EXTERIOR SIGNAGE, GRAPHICS & WAYFINDING STANDARDS

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FACILITIES PLANNING & MANAGEMENT
CAMPUS PLANNING & LANDSCAPE ARCHITECTURE

TABLE OF CONTENTS

INTRODUCTION • 3

EXECUTIVE SUMMARY • 4

BACKGROUND • 5

RATIONALE & PURPOSE • 5

POLICY & STANDARDS ADMINISTRATION • 5

GUIDING PRINCIPLES FOR EXTERIOR SIGNAGE • 6

GLOSSARY • 7

RELATED POLICIES, DOCUMENTS & RESOURCES • 8

CONTACTS & REFERENCES • 9

PROCESS & APPROVAL • 10

REQUEST PROCESS FLOWCHART • 11

GENERAL INFORMATION • 12

TEMPORARY BANNERS • 14

PERMANENT SIGNS • 15

TEMPORARY SIGNS • 16

MAINTENANCE RECOMMENDATIONS • 17

SYSTEM STANDARDS • 19

WAYFINDING PRIORITY FLOWCHART • 20

LOGOS & SYMBOLS • 21

COLORS & FINISH • 22

TYPOGRAPHY • 23

EXTERIOR SIGN TYPES • 24

E1 | PRIMARY IDENTIFICATION SIGN: POST MOUNTED • 25

E2 | PRIMARY IDENTIFICATION SIGN: PAN MOUNTED • 26

E3 | 2'-0" IDENTIFICATION SIGN: PAN & HANGING • 27

E4 | SECONDARY IDENTIFICATION SIGN: POST MOUNTED • 28

E5 | SECONDARY IDENTIFICATION SIGN: PAN MOUNTED • 29

E6 | CAMPUS GATEWAY SIGN • 30

E7 | UW CREST MEDALLION • 31

E8 | DIMENSIONAL LETTERING • 32

E9 | GIFT & DONOR SIGNS • 33

E10 | WINDOW GRAPHICS • 34

D1 | INTERSTATE & HIGHWAY DIRECTION SIGNS • 35

D2 | TRAILBLAZER SIGN • 36

D3 | ON-CAMPUS DIRECTION SIGN • 37

D4 | ACCESSIBLE WAYFINDING SIGN • 38

P1 | PARKING LOT IDENTIFICATION SIGN (UPDATE IN
PROGRESS) • 39

P2 | PARKING RAMP IDENTIFICATION SIGN • 40

P3 | STREET NAME SIGN • 41

P4 | REGULATORY SIGNS & OTHER TRAFFIC CONTROL
SIGNS • 42

S1 | COMMEMORATIVE PLAQUE • 43

S2 | DONOR BENCH PLAQUE • 44

S3 | HERITAGE PLAQUE • 45

S4 | EXTERIOR ARTWORK SIGN • 46

S5 | INTERPRETIVE SIGN • 47

S6 | WAYFINDING MAP DIRECTORIES • 48

S7 | ELECTRONIC & DIGITAL SIGNS • 49

S8 | KIOSKS & BULLETIN BOARDS • 50

S9 | UW RETAIL SIGN • 51

S10 | CORPORATE SIGN • 52

T1 | TEMPORARY BANNER • 53

T2 | TEMPORARY SIGN • 55

T4 | PROJECT SIGN • 57


T5 | FENCE WRAP • 58

T6 | CHALKING • 59

University of Wisconsin-Madison

EXTERIOR SIGNAGE, GRAPHICS & WAYFINDING STANDARDS

INTRODUCTION

 Date Revised: 12/12/2024



INTRODUCTION

EXECUTIVE SUMMARY

The University of Wisconsin-Madison (UW-Madison) is a community of over 75,000 faculty, staff, and students. If it were a city, it would be the seventh largest in Wisconsin (2023), behind only Milwaukee, Madison, Green Bay, Kenosha, Racine, and Appleton. In addition to its "population," there are hundreds of daily campus visitors including deliveries, hospital patients (two and four legged), museum patrons, K-12 class field trips, athletic and event spectators, conferences, summer camps, outdoor enthusiasts, academics, prospective students, parents, and family. Many arrive by automobile but public transportation, bicycle, and foot traffic continue to grow as means to navigate to and around campus. For many visitors, it is their first experience on campus. For others, it may be their first time in a metropolitan area of this size or on an isthmus navigating a city street grid composed of axial streets, diagonals, and one ways. How do all these individuals find and navigate campus safely and efficiently?

UW-Madison's exterior graphics and signage together create a wayfinding system that helps individuals navigate and has a significant impact on a person's first experience to the UW-Madison campus. It therefore needs to be cohesive, intuitive, legible, and welcoming. Our overall wayfinding system needs to recognize and consider all forms of transportation and guide visitors from the interstate and beltline to their final campus destination. It needs to partner with the campus online map and the interior building directories where more detail and directions can be legibly displayed and more efficiently updated.

The wayfinding system is for more than visitors though. It plays a crucial role for guiding emergency responders, staff, faculty, and students daily. Beyond wayfinding, our exterior signage and graphics are frequently the backdrop for news media coverage, UW-Madison marketing, and are found in a plethora of social media posts, graduation photos, and presentations.

As campus continues to become denser and grow toward its development boundaries, it weaves tighter into the urban fabric of its municipal neighbors. In this urban tapestry of "town" and "gown," our wayfinding system becomes increasingly important to navigate the dense and complex landscape. However, more signage is not necessarily better. A unified, cohesive, legible, and efficient system is dependent on elegance and restraint, creating a signage hierarchy that emphasizes what is most important. Too much signage, or sign clutter, overloads people with too much information to process, creates distractions, and reduces the effectiveness of the system. It would increase maintenance and infrastructure costs while creating visual clutter that detracts from the natural beauty of the glacial shaped landscape of campus.

The 2023 policy update builds off the success of the 2003 policy while addressing new signage practices and technology, maintenance needs, evolving user and client needs, and improving processes to ensure campus maintains an effective, efficient, and welcoming wayfinding system.

INTRODUCTION

BACKGROUND

In 1992, a UW-Madison administrative staff committee drafted and adopted exterior signage and wayfinding guidelines. It used an understated graphics philosophy with signs limited to campus building identification. However, over time and as campus grew, signs became difficult to locate, difficult to read, and did little to support an overall campus wayfinding system. Several different sign system types were scattered throughout campus, each a reflection of the era in which they were developed.

In 2002 the Campus Planning Committee created a Wayfinding & Signage Ad Hoc Committee to address these challenges and develop a policy and guidelines for a cohesive and effective campus wayfinding system. Those policies and guidelines successfully served campus for almost 20 years.

In 2022, at the request of FP&M's Office of Campus Planning & Landscape Architecture, the Campus Planning Committee created a new workgroup to update the 2003 policy. The primary objectives were to address new signage practices and technology, evolving user needs, and improving the implementation process. The standard sign designs would largely remain the same.

The workgroup met monthly to review the policy. A survey went out to key campus stakeholders and a virtual "open house" was held to gather feedback from key stakeholders. With consultation from the UW-Madison Policy Library, the design standards were separated from Policy [UW-6037](#) to create two documents that reference each other. This would improve the customer experience and implementation by FP&M staff while providing flexibility to adapt to changing needs.

RATIONALE & PURPOSE

The Exterior Signage, Graphics, and Wayfinding Policy ([UW-6037](#)) establishes the framework to implement and maintain a comprehensive, unified exterior sign system that meets the wayfinding and communication needs of the University of Wisconsin-Madison's (UW-Madison) numerous and diverse constituencies who utilize its facilities.

In conjunction with this document, the UW-Madison Exterior Signage, Graphics & Wayfinding Standards, the policy represents an ongoing effort by the UW-Madison Division of Facilities Planning & Management (FP&M) to develop and maintain a sign system that is a cohesive, legible, and efficient approach to the overall outdoor visual communication for the university while supporting the goals of the Campus Comprehensive Plan (Campus Master Plan).

These two documents have been prepared for and are to be used by all constituents, departments, colleges, and organizations on the UW-Madison campus to direct their decision making related to exterior campus signage, graphics, and wayfinding.

POLICY & STANDARDS ADMINISTRATION

The UW-Madison Division of Facilities Planning and Management (FP&M) has the authority to oversee the implementation of, and exercise approval for, all exterior signage on campus according to policy [UW-6037](#) and this standards document. This authority includes, but is not limited to:

- Exercise design approval on all signage conforming with UW-Madison policy and the visual identity and graphic standards.
- Determine the need for the sign, its location, sizing, type, graphics, and typeset layout.
- Develop, implement, and enforce the Exterior Signage, Graphics & Wayfinding Standards.
- Coordinate all sign installation and maintenance.
- Make minor modifications to the Exterior Signage, Graphics & Wayfinding Standards. Significant modifications and additions should be approved by the Campus Planning Committee.
- Approval of exceptions
- Require additional approvals as appropriate.

INTRODUCTION

GUIDING PRINCIPLES FOR EXTERIOR SIGNAGE

The following principles will guide the development of the UW-Madison exterior wayfinding and signage system. Information within the system will be presented cohesively so the public can efficiently navigate campus.

I. SUSTAINABILITY

Seek ways to lower the carbon footprint of exterior signage standards and ways to align them with UW-Madison sustainability goals. Use recycled and reused material whenever possible. Refurbish and repurpose existing campus signs. Consider material point of origin.

II. PRESENTATION

UW-Madison's means of disseminating information to visitors, students, and staff through exterior graphics and signage will be presented in a manner that is legible and welcoming. It will reflect UW-Madison's status as a world class teaching and research institution and the flagship for the Universities of Wisconsin. They are also a representation of campus, finding their way into social media, selfies, photographs, presentations, and media stories.

III. USER-ORIENTED PROGRAM

The wayfinding system will prioritize solutions that accommodate visitors with the least amount of experience to campus while also serving everyday campus users and emergency services.

IV. PROGRAM CONSISTENCY & COORDINATION

Signs work as a system so visitors and campus users can efficiently orient and develop expectations about where to look for information. For this reason, sign types will be consistent in color, shape, scale, and placement across campus. They will be coordinated as a part of all campus planning and design efforts. Messages and nomenclature will be consistent across the exterior wayfinding system. Sign copy layout and sign placement are other important considerations for legibility.

V. AESTHETICS

Signage will be thoughtfully designed to contribute to UW-Madison's "sense of place;" using the history, natural beauty, landscape architecture, and architecture found throughout campus as inspiration to create a simple, yet elegant, "family" of sign types to be used throughout campus.

VI. INFORMATION PRIORITY

It is not feasible to convey all possible information on any given sign. Therefore, destinations and information with the highest value by campus visitors and users will be prioritized. Secondary and supplemental information will be displayed online or inside buildings where greater amounts of information can be displayed and still remain legible and cost effective to maintain.

VII. IMPLEMENTATION

Signage will be installed on an "as needed" basis unless stated as "required" by FP&M. Non-essential, nonstandard, redundant, and contemporary messaging (web links, QR codes, etc) will be removed and avoided to minimize sign clutter, reduce signage costs, and avoid the display of outdated or inaccurate information.

VIII. MAINTENANCE

Signage will be designed so that initial installation, updates, and maintenance are within the funding and/or staff capabilities of FP&M. It will use long-lasting, durable, higher quality materials that will better endure exterior elements and the campus environment; requiring less maintenance in the long term. Consider cost and material availability.

INTRODUCTION

GLOSSARY

GENERAL DEFINITIONS

ADA: The Americans with Disabilities Act comprehensively protects the civil rights of individuals with disabilities in employment, state and local government services, public accommodations, transportation, and telecommunications.

A/E: The lead designer(s) for a project. Typically a Landscape Architect, Engineer, or Architect.

Auxiliary Unit: A unit within UW-Madison that is entirely supported by the funds they themselves generate and collect. Examples include UW Housing, UW Athletics, University Recreation & Wellbeing, Wisconsin Union, and Transportation Services. May also be referred to as a Program Revenue Unit.

Banner: A temporary visual or tactile element, typically made of a flexible or cloth-like material, used to communicate a message, information, or identification through graphics, typography, symbols, or pictographs for a predetermined amount of time.

Campus Development Plan Boundary (UW Property): Board of Regents defined campus boundary denoting properties/ areas the UW-Madison currently owns or would like to own in the future.

Copy: Any combination of letters, numerals, words, symbols, pictures, emblems, or other characters that constitute a permanent or contemporary visual message.

Existing Signs: Visual images and graphics currently installed and used on campus.

Facility Name: The official name of a building, structure, site, or feature approved by the UW Board of Regents and as recorded by the Office of Space Management.

General Ordinance: Legislation enacted by a municipal authority.

Graphic(s): Any image or visual representation designed to be seen and/or communicate a message.

Historic Properties: Sites, structures, objects, buildings, and landscapes that are on or eligible for the National Register of Historic Places or are identified by the Wisconsin Historical Society or FP&M as having historic or cultural significance.

Permanent Sign: A sign that is displayed without a predetermined end date.

Program Revenue Unit: See "Auxiliary Unit".

Right-of-way: Land outside UW-Madison property that is owned and under the control of the City of Madison or other municipality. Typically consists of the street, street terrace, and sidewalk areas.

Sign/Signage: A visual or tactile element used to communicate a message, information, or identification through graphics, typography, symbols, or pictographs.

Standard: Established mandatory requirements, applied university-wide (unless otherwise specified), set by responsible offices and as developed in accordance with published federal, state, or industry regulations, requirements, and standards.

Street Sidewalk: Paved path of travel, free of obstructions to allow pedestrian movement.

Street Terrace: Area buffer between the street proper and street sidewalk. Often contains street trees, hardscape, signs, landscape plantings, or lawn.

Temporary Banner: A banner that is displayed for a limited, predetermined amount of time.

Temporary Sign: A sign that is displayed for a limited, predetermined amount of time.

Wayfinding: Finding one's way to a destination; spatial problem solving comprising three independent processes; information processing, decision making, and design execution.

INTRODUCTION

RELATED POLICIES, DOCUMENTS & RESOURCES

RELATED UW-MADISON POLICIES

UW-200 | Advertising

<https://policy.wisc.edu/library/UW-200>

UW-204 | Sponsorship

<https://policy.wisc.edu/library/UW-204>

UW-205 | Use of Institutional Names, Logos, Symbols, and other Trademarks

<https://policy.wisc.edu/library/UW-205>

UW-6000 | Use of Facilities and Land

<https://policy.wisc.edu/library/UW-6000>

UW-6012 | Commercial Use of Facilities, Incentives, and Acceptance of Gifts

<https://policy.wisc.edu/library/UW-6012>

UW-6013 | Expressive Activity

<https://policy.wisc.edu/library/UW-6013>

UW-6036 | Banners

<https://policy.wisc.edu/library/UW-6036>

UW-6037 | Exterior Graphics, Wayfinding, and Signage

<https://policy.wisc.edu/library/UW-6037>

UW-6042 | Heritage Plaque

<https://policy.wisc.edu/library/UW-6042>

UW-6043 | Campus Memorials

<https://policy.wisc.edu/library/UW-6043>

UW-6054 | Campus Facilities, Buildings, and Lands Naming Process

<https://policy.wisc.edu/library/UW-6054>

UW-6058 | Accessible Route Signage Around Construction Areas

<https://policy.wisc.edu/library/UW-6058>

RELATED UW-MADISON DOCUMENTS, WEB PAGES, OR OTHER RESOURCES

UW-Madison Brand Style Guide

<https://brand.wisc.edu/content/uploads/2021/08/Brand-print-guide-2021-WEB.pdf>

UW-Madison Brand and Visual Identity

<https://brand.wisc.edu/>

UW-Madison Campus Planning & Landscape Architecture

<https://cpla.fpm.wisc.edu/>

UW-Madison Relations

<https://stratcommunication.wisc.edu/policies-and-guidelines/banners-signage/>

G-25 | UW-Madison Facility Use Guidelines

<https://vc.wiscweb.wisc.edu/policies/facilities-use/>

EXTERNAL REFERENCES

UWS 18.08(9)(a) | Personal conduct prohibitions - Postings and Signage

https://docs.legis.wisconsin.gov/code/admin_code/uws/18/08/9#

Americans with Disabilities Act (ADA)

<https://www.ada.gov/>

City of Madison DPCEd Economic Development | Banners on Pedestrian Bridges

<https://www.cityofmadison.com/dpced/economicdevelopment/banners-on-pedestrian-bridges/277>

MGO 31.046(2) | City of Madison Sign Control Ordinance

https://library.municode.com/wi/madison/codes/code_of_ordinances?nodeId=COORMAWIVOIICH20--31_CH31SICOOR_ADGERE_31.046MISI

City of Madison Portable Sign Brochure

<https://www.cityofmadison.com/dpced/bi/documents/PortableSignsROW.pdf>

EXTERIOR SIGN TYPES

CONTACTS & REFERENCES

FACILITIES PLANNING & MANAGEMENT

Approval Authority

Associate Vice Chancellor Facilities Planning & Management

Policy & Standards Manager

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EXTERIOR WAYFINDING WORKGROUP

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Katie Effertz | CPC Representative, Recreation & Wellbeing Board, Associate Director of Operations & Residential Programs for Continuing Studies

Joel Gerrits | CPC University Staff Representative, Senior Commercial Project Engineer

Brenda Gonzalez | UW-Madison Director of Community Relations

Kelly O'Loughlin | Director, Creative Services, UW Marketing

Kurt Paulsen | CPC Environmental Representative, Professor, Department of Planning and Landscape Architecture

Tonia Pittman | Facilities Associate Director, UW Housing

Aaron Williams | Interim Director, FP&M - Campus Planning & Landscape Architecture

WORKGROUP SUPPORT

Sam Franzblau | Landscape Design Intern, Campus Planning & Landscape Architecture

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University of Wisconsin-Madison

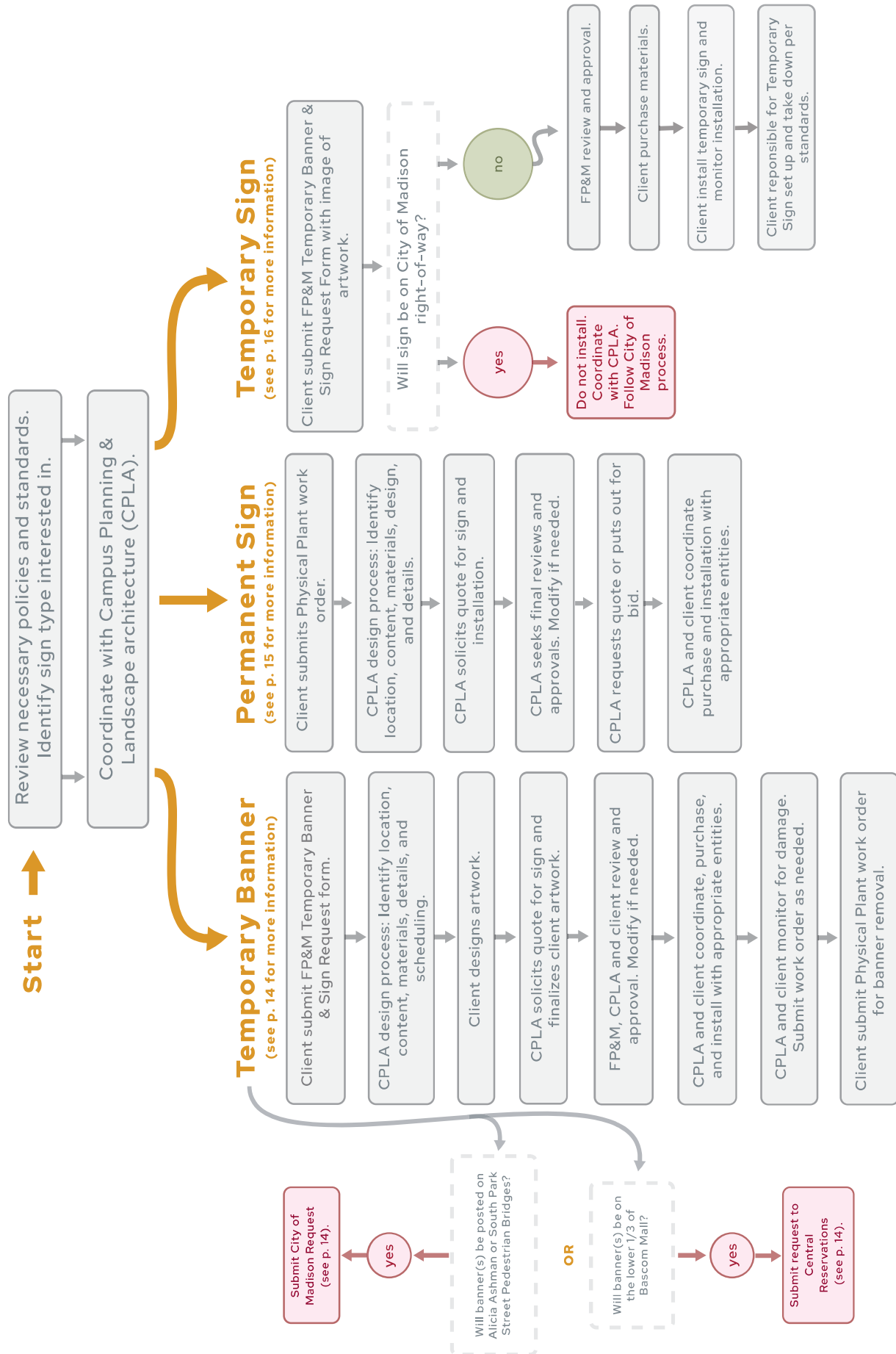
EXTERIOR SIGNAGE, GRAPHICS & WAYFINDING STANDARDS

PROCESS & APPROVAL

 Date Revised: 03/17/2025



REQUEST PROCESS FLOWCHART



PROCESS & APPROVAL

GENERAL INFORMATION

POLICY

The University of Wisconsin-Madison maintains an environment free of visual and environmental pollution to improve the clarity and efficiency of wayfinding on campus. This is supported by the Universities of Wisconsin policy "[UWS 18.08 Personal conduct prohibitions, \(9\) Postings and Signage](#)" and UW-Madison policy [UW-6037 Exterior Graphics, Wayfinding, and Signage](#).

REQUESTS

Requests to post exterior signage on campus can only be made by UW-Madison affiliated departments and entities. Campus units may not make requests without support/approval from their leadership. In general, signage must be posted where the unit has operations, a presence, or a scheduled event.

APPROVAL

Review this document and Policy [UW 6037](#). Coordinate with Facilities Planning & Management Office of Campus Planning & Landscape Architecture (CPLA). CPLA staff will guide the client through the design and approval process.

VARIANCES

Variations made in all other cases will be rare and must be approved by FP&M. If one is made, it does not constitute a precedent for future or similar exceptions and deviations. The goal is for one unified wayfinding system that communicates to visitors, staff, faculty, and students they are on the UW-Madison campus.

The following units within the Campus Development Boundary have their own policies and standards for exterior signage. Collaboration with FP&M is encouraged and they should reference FP&M standards when appropriate.

- Lakeshore Nature Preserve
- UW Arboretum
- UW Hospitals and Clinics (governed by UW Health)

APPEALS

Should a unit desire to appeal all or a portion of the policy or standards found herein, as it applies to their sign request, the following procedure will be followed:

1. An appeal memo (variance request) shall be sent to the UW-Madison Architect and Director of Campus Planning & Landscape Architecture (CPLA) describing the proposed deviation and justification for the non-compliant signage, graphic or wayfinding item. Include images and artwork.
2. The UW-Madison Architect and CPLA Director will review and approve or deny the request based on its individual merits in compliance with the standards.
3. This decision will be final and cannot be further appealed.
4. If a variance is granted, it will not constitute precedent for future or similar signage deviation requests.

COMPLIANCE

Failure to comply with the requirements set forth in policy UW-6037 and this standards document may constitute grounds for signage removal by Facilities Planning & Management, which reserves the right to charge for the cost of removal and any associated repairs, cleaning, or façade damage. Violations may also result in the inability for the sign owner to post or install exterior signage in the future.

Interior signage and graphics with the intent and/or ability to be viewed from the exterior will be treated as exterior signage and follow those policies and standards.

Signage on UW-Madison property outside the Campus Development Plan Boundary should follow the policy and standards whenever feasible and appropriate while maintaining compliance with local jurisdiction requirements. Consultation with this document and CPLA are encouraged.

INTRODUCTION

GENERAL INFORMATION

HISTORIC PROPERTIES

Signs and graphics attached to eligible or listed National Register of Historic Places are discouraged. This is to protect the aesthetic quality and material durability of the property. Recommend ground mounted sign.

Signs and graphics are discouraged on other historic properties and may require Wisconsin Historical Society review and approval. Recommend ground mounted sign.

If a sign or graphic is required to be mounted to a historic property, attachment fasteners will be installed only in mortar and facade joints. Never into masonry or stonework. Use stainless steel hardware.

LANGUAGE

Permanent campus signage is primarily in English to both reach the broadest audience and maintain a legible wayfinding system. Temporary signage may include multiple languages. Other languages may be appropriate for safety or cultural heritage purposes.

ILLUMINATION

Exterior sign illumination is prohibited. The only exception, is when nocturnal visibility is deemed critical (e.g., 24-hour medical care facility).

If a sign is approved for illumination:

- Use back-lit lettering for illumination.
- All fastening devices and conduit will be concealed.
- Will be Dark Sky compliant.

Prohibited:

Animated signs

- Digital screens
- Neon lighting and chaser lights
- Loose and moving sign components
- Box-type, back-lit panels, and internal illumination
- Flood lights, and up or down lighting
- Exposed conduit, tubing, or raceways, conductors, transformers, and other equipment

QR CODES

QR codes are prohibited on all permanent exterior signage. They can be unreliable if the corresponding website is not maintained and are easy to manipulate or vandalize.

POLITICAL SIGNS

See the policies and resources below regarding the display of political signs on campus:

- [Policy UW-6013 Expressive Activity](#)
- [UW-Madison Expressive Activity Guide](#)
- [Policy UW-6000 Use of Facilities and Land](#)
- [Policy UW-6037 Exterior Signage, Graphics, and Wayfinding](#)

PROCESS & APPROVAL

TEMPORARY BANNERS

PROCESS

1. Client review policy [UW-6036 "Banners"](#) and the "Temporary Banners" section of the UW-Madison Exterior Signage, Graphics, and Wayfinding Standards document.
2. Client submit a FP&M Temporary Banner & Sign Request form to Physical Plant Customer Service.
3. Client coordinate with CPLA to determine the banner location(s), size, type, time of display, mounting methods, graphics, materials, and cost estimates.
4. CPLA draft banner site plans and solicit banner cost estimate for client review. Client begin banner graphic design. CPLA will provide design feedback.
5. When banner design and site plan are finalized, CPLA and Physical Plant Customer Service will secure required approvals.
6. Client will submit quote to vendor and manage payment after all FP&M approvals secured. Banners will be shipped to CPLA office.
7. CPLA and client coordinate banner installation with Physical Plant. For large banner quantities, an outside contractor will be hired for installation and take down.
8. Client monitor posted banner(s) and submit work orders as needed for damaged or lost banners (including hardware) and ensure they are properly secured.
9. Client submit Physical Plant work order for banner removal at least two weeks prior to end of scheduled banner posting time.

APPROVAL

1. FP&M review and approval is required for:
 - All banners on UW-Madison property and all UW-Madison affiliated banners within the Campus Development Boundary.
 - Interior installed banners and graphics with the intent and/or ability to be viewed from the exterior will be treated as exterior signage and follow the same policies and standards.
2. UW Marketing approval required for:
 - Banners on poles at top of Bascom Mall and on Bascom Hall are exclusive to UW Marketing. Includes banner graphics, materials, display schedule, mounting methods, and locations. Physical Plant will do installation.
 - Banners and temporary signs on the lower 1/3 of Bascom Mall. See Policies [UW-6000](#) and [UW-6013](#). Submit requests though Central Reservations.
3. City of Madison approval required for:
 - Banners on City of Madison light poles, including those within Campus Development Boundary (Banners of this type are prohibited).
 - Banners on Alicia Ashman Pedestrian Bridge and South Park Street Pedestrian Bridge. Consult City of Madison Building Inspection Division.

FUNDING

Unit making the request will bear all costs including but not limited to: banners and hardware, graphic design fees, shipping, installation, take down, replacements, maintenance and repairs, and any damage to structure banner was attached to (typically building facade or light pole).

PROCESS & APPROVAL

PERMANENT SIGNS

PROCESS

1. Client will review policy [UW-6037](#).
2. Coordinate with FP&M Office of Campus Planning & Landscape Architecture (CPLA) to begin exterior sign approval and design process.
3. Submit a Physical Plant work order.
4. Depending on the sign type, the client will work directly with CPLA or Physical Plant Sign Shop.
5. CPLA will facilitate design process, collaborating with client to develop plan and design that meets client needs within the framework of UW-Madison policies and standards.
6. CPLA will coordinate with outside contractors for sign design and manufacturing when needed. Some standard signs are manufactured by vendor(s) on contract while others are by Physical Plant.
7. For signage projects that fall outside the scope of Physical Plant and vendors on contract, a sealed bid process will be conducted through FP&M Purchasing.
8. Once sign has required approvals, FP&M will coordinate the purchase and installation of the sign.

Existing and proposed signs within the project boundary of a campus facility project will be included in the project budget, drawings, and specifications:

- Coordinate all exterior signage with UW-Madison Project Manager and CPLA at the beginning of the design process. This includes proposed signage and all existing signage to be protected, removed, replaced, or refurbished.
- A plan showing all the exterior signage, with details and specifications, will be included in the review process.
- Communicate policy and standards to any donors at beginning of any signage discussions to set expectations and begin collaboration as early as possible.
- CPLA will review approve sign locations, sign types, and ensure UW-Madison policies and standards are followed.
- CPLA will review and approve all shop drawings
- Installation will be by the project contractor or the sign vendor with contractor coordination. It is recommended that the sign vendor install the signs.

APPROVAL

1. FP&M will approve all signage on UW-Madison property and all UW-Madison related signage within the Campus Development Boundary. Includes approval of sign design, copy, graphics, materials, installation methods and locations.
2. New signage will follow Policy [UW-6037 Exterior Graphics, Wayfinding, and Signage](#), FP&M construction details, and standards.
3. Interior installed signage and graphics with the intent and/or ability to be viewed from the exterior will be treated as exterior signage and follow the same policies and standards.
4. If existing nonstandard signage requires maintenance or needs replacement, it will be upgraded to follow current policies and standards.
5. Nonstandard signage included with original construction plans and specifications requires Campus Planning & Landscape Architecture (CPLA) review to evaluate potential historic or cultural significance. CPLA will evaluate if the sign should be repaired, replaced in kind, or updated to meet most current policy and standards.
6. The naming approval for a building or facility goes through a different process. The WFAA submits naming requests that are the result of a gift(s) to the Chancellor and Provost offices for review and approval.

FUNDING

Funding for new signs and sign replacements will come from the requesting unit, the facility project, or funds designated for improving the campus wayfinding systems. Typical funding responsibilities are:

FP&M

- Required standard signs within the wayfinding system.
- Standard, general campus signs not specific to a unit, building, or project.

AUXILIARY UNIT

- New signs including design and installation specific to the unit.

INDIVIDUAL UNIT (Campus entities, departments)

- New signs exceeding standard requirements will be the responsibility of the unit identified on the sign and/or submitted the sign request.

FACILITY PROJECTS (BUILDING, SITE, UTILITY)

- All exterior signage for new and existing facilities specific to their respective project and within its project limits.
- Refurbish and re-installation of existing signs displaced during project. Includes replacement of signs damaged during project.

PROCESS & APPROVAL

TEMPORARY SIGNS

PROCESS

1. Client review policy [UW-6037](#) and the "Temporary Signs" section of the UW-Madison Exterior Signage, Graphics, and Wayfinding Standards document.
2. Client reach out to Campus Planning & Landscape Architecture (CPLA) with questions.
3. Client submit a FP&M Temporary Banner & Sign Request form to Physical Plant Customer Service.

NOTE: If sign will be on City of Madison right-of-way, see "City of Madison Approval." Temporary Signs not on UW-Madison property or City of Madison right-of-way adjacent to UW Madison Property are prohibited.

4. FP&M review and provide comment on request.
5. Client purchase materials if not using materials from previously approved installation after FP&M approves request.
6. Client is responsible for set up and take down of temporary sign per scheduling standards as well as maintaining sign.

FUNDING

Unit making the request will bear all costs for the temporary signage, including materials, design, installation, take down, and any site or infrastructure damage due to the signage.

APPROVAL

1. FP&M Approval
 - All Temporary Signs on UW-Madison property and all UW-Madison affiliated Temporary Signs on City of Madison right-of-way within the Campus Development Boundary.
 - Interior installed signage and graphics with the intent and/or ability to be viewed from the exterior will be treated as exterior signage and follow the same policies and standards.
 - Temporary Signs that do not follow standards requires additional FP&M review. See "Temporary Banner" approval process.
 - Signage associated within the boundary area of a designated event space reservation through Central Reservations is governed by the approvals associated with that reservation. If signage is required outside the boundary area it then falls under the UW-Madison Exterior Signage, Graphics & Wayfinding Standards.
 - Non UW-Madison events on campus registered with Central Reservations may request approval of temporary signs through FP&M. Follow "Temporary Banner" approval process.
 - Sidewalk chalking does not require FP&M approval. See Policy [UW-6013](#).
2. City of Madison Approval:
 - Temporary Signs in City of Madison right-of-way require submitting 'Application for Portable Signs in the Right-of-Way' to the City's Building Inspection Division.
 - Campus lands south of University Avenue (including University Ave) and east of Park Street (including Park St) are adjacent to City of Madison right-of-way.
 - CPLA will lead application process and submit the formal application to the City of Madison.
3. UW-Madison Marketing Approval:
 - Banners and temporary signs on the lower 1/3 of Bascom Mall. See Policies [UW-6000](#) and [UW-6013](#). Submit request through Central Reservations.
 - See the "General Information" section of this document regarding the display of political materials.

PROCESS & APPROVAL

MAINTENANCE RECOMMENDATIONS

Sign maintenance plays an important role in the overall campus wayfinding system to ensure it works effectively. UW-Madison requires a wayfinding system that has durability and longevity while also flexible enough to be revised, reused, or recycled as needed to reflect changes in building utilization, building names, sign standards, etc. The system must be affordable to purchase upfront but also use durable, long lasting materials that can be replaced or repaired using materials readily available.

SUSTAINABILITY

- Existing signs that can be modified to conform to the current policies and standards will be refurbished.
- If an existing standard sign must be removed or replaced, the condition of the sign will be assessed by FP&M. If condition is acceptable, it will be returned to FP&M to be refurbished and reused elsewhere on campus.
- All temporary signage will have an end of use plan. Avoid single use signage and consider the feasibility of future reuse. Consider sharing resources.
- Source recycled or reused materials.

GENERAL

- Follow best practices for sign maintenance and their materials.
- Signs will be on a rotating maintenance schedule to ensure they receive regular maintenance to prolong their lifespan.
- Some signs may need to be washed annually to remove salt, deicers, and other oxidizing agents that deteriorate lettering and the panel surface finish.
- When sign maintenance is needed, they should also be updated to follow the current version of the policies and standards (Ex: Updating the UW-Madison Logo).
- Consult the FP&M Historic Preservation Map and Campus Planning & Landscape Architecture before removing, replacing, renovating, altering, or installing new or existing standard signs.

HISTORIC PROPERTIES

- Remove signage and graphics mounted to historic properties whenever possible. Evaluate with each facility maintenance or construction project and as existing signs need maintenance.

SIGNAGE & GRAPHICS CONDITION

- Sign copy (e.g., lettering and UW-Madison logo) will be clearly legible and free from chips, peeling, cracks, scratches, dents, fading, missing characters, discoloration, and vandalism.
- No unsightly rust and mineral deposits on sign panel, pedestals, seams, and fasteners.
- Sign adhesive and fasteners will be in good condition and working order.
- No structural or mechanical damage
- Have accurate and up-to-date information
- Follow current UW-Madison policy and standards

MAINTENANCE FUNDING

Sign maintenance funding will come from the requesting unit, the facility project, or funds designated for improving campus signage and wayfinding systems. Refer to individual sign types for specific funding responsibilities. Typical funding responsibilities are:

FP&M

- Improvements and routine maintenance of required standard signs within the signage and wayfinding system unless otherwise noted in the standards document or exceeds standard requirements for wayfinding.
- Installation, refurbishment, maintenance, replacement, and/or removal of standard general campus signs not specific to any unit such as the campus gateway signs and Identification Signs.

PROGRAM REVENUE UNIT (AUXILIARY UNIT)

- Maintenance, refurbishment, updating, replacement, and removal of signs specific to the unit

FACILITY PROJECTS (BUILDING, SITE, UTILITY)

- Maintenance, refurbishing, updating, replacement, removal, and re-installation of signs impacted by the project

MAINTENANCE REQUEST PROCESS

- If there is sign you believe needs maintenance, contact FP&M Customer Service and fill out a work order. FP&M will determine course of action and facilitate the process.

PROCESS & APPROVAL

MAINTENANCE RECOMMENDATIONS

STANDARD POST AND PANEL SIGNS

- Post and panel signs generally require a 5 to 7 year maintenance cycle; depending on micro-climate, materials, and site conditions. They should be inspected every 5 years.
- Fading of the sign background finish affects both appearance and legibility. Signs rely on contrasting colors for basic visibility and as signs age, the contrast decreases.
 - When lettering is replaced on a sign, a pattern will show where the finish behind the old lettering is darker than the rest of the background that was exposed to UV light. This “ghosting” effect reduces legibility and the panel should be refinished.
- Signs may require a more rigorous, ongoing maintenance schedule if they:
 - Have a southern exposure and/or are in full sunlight. The increased UV light causes more rapid deterioration of materials, finish, and color.
 - Come in frequent contact with irrigation. The water leaves deposits on the sign and the moisture gets behind the vinyl lettering, turning it black and making the sign illegible.
 - Are exposed to salt and deicer spray in the winter which will more rapidly degrade the finish and materials. Direction signs in street terraces are one example.
- Plants in front of signs that hide the sign copy need to be pruned. Consider plant selection in front of signs carefully.

STANDARD PAN SIGNS

- Because of the materials, finishes, and their position off grade, pan signs on campus have proven to have a longer life span and may generally require a 7 to 10 year maintenance cycle, depending on micro-climate and site conditions. They should be inspected every 5 years.
- Plants and trees in front of signs that hide the sign copy need to be pruned. Consider plant selection in front of and near building mounted signs carefully.

BANNERS AND TEMPORARY SIGNS

- Client is responsible to periodically inspect their banner and temporary sign installations to ensure they are properly displayed, in good condition, and not causing safety hazards.
- Client will need to fund and submit a Physical Plant work order to perform repairs and upkeep of posted banners.
- Client is responsible to ensure temporary and portable signs are upright and properly displayed. They may not be locked to trees and site amenities such as light poles, benches, and bike racks. They may not be leaned against buildings, trees, vegetation, and site amenities.

DIMENSIONAL LETTERING

- Oxide coating may affect the finish of the lettering. Washing is not required but may be done as needed. The lettering will patina with age and that is OK unless it causes damage to the building or lettering.
- Dirt and debris may collect along the edges adjacent to the building or behind the lettering. This is cosmetic and may require occasional power washing.
- Power washing is required if the lettering is removed or modified. This is to remove any staining or debris on the building facade.
- If lettering is removed the holes left will be filled with weather proof epoxy colored to match the facade or structure.
- Any lettering that cannot be reused will be recycled
- Plants and trees in front of signs that hide the sign copy need to be pruned. Consider plant selection in front of and near building mounted signs carefully.

University of Wisconsin-Madison

EXTERIOR SIGNAGE, GRAPHICS & WAYFINDING STANDARDS

SYSTEM STANDARDS

 Date Revised: 12/12/2024



EXTERIOR SIGN TYPES

WAYFINDING PRIORITY FLOWCHART



EXTERIOR SIGN TYPES

LOGOS & SYMBOLS

UW CREST

The enduring "W" crest (UW Crest) has been core to UW-Madison's visual identity since the late 1980s. The visual inspiration traces back to 1929, when the crest was first constructed as an architectural element on the Wisconsin Field House. The crest remains a familiar campus icon and a lasting symbol of the UW-Madison's long tradition of prestige and spirit (Adapted from UW Marketing).

The UW Crest will follow UW Marketing branding standards on all signage. The exception is permanent exterior signs where the gold gradient will be substituted for a solid gold crest border to ensure legibility in the field.



Official Crest



*"No Gradient" Crest
(Use is Restricted)*

"SCROLL" CREST

The previous version of the UW Crest has "scrolls" flanking the red shield. It is the only version used for the Crest Medallion to maintain continuity within this sign type and because the current FP&M molds still use this version. FP&M will consult UW Marketing when the molds are due for replacement to determine which crest to use.



BASCOM ICON

The "Bascom Icon" is a stylized interpretation of Bascom Hall's east facade. It is used on all off-campus direction signs and the City of Madison Trailblazer signs to guide visitors to campus with an easily identifiable symbol. Its use on parking lot signage is being phased out in favor of the more recognizable UW Crest. Phasing out the Bascom Icon on Trailblazer Signs require further study.

The "Bascom Icon" will be white on a red background with a white border OR a red icon on a white background.



DIRECTION ARROW

The "Direction Arrow" is the standard symbol to communicate navigational directions on exterior signs. It is a white arrow with all four points reaching to the edge of a red square background.



OTHER LOGOS

The use of other logos will be restrained and requires FP&M approval. When approved, the other logo(s) will be white. UW Athletics' "Motion W" and Bucky Badger logos are restricted to UW Athletics and their facilities. The Wisconsin Union has a logo they may use on their facilities.

SYSTEM STANDARDS

COLORS & FINISH*

PANEL

AKZO-NOBEL JET BLACK
B15 390490
(SATIN FINISH)



POST

GREY
PMS 430C
(SATIN FINISH)



SIGN TOP & REVEAL

(2' sign only)

GREY
PMS 430C
(SATIN FINISH)



PEARL GREY
7725-11
(SATIN FINISH)



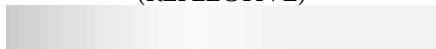
TEXT/COPY

WHITE
3290
(REFLECTIVE)



ARROWS GRAPHIC

WHITE
3290
(REFLECTIVE)



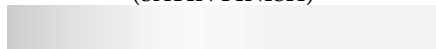
REGAL RED
3630-83
(REFLECTIVE)



CREST MEDALLION

(Submit swatches for CPLA review)

WHITE
3290
(SATIN FINISH)



BADGER RED
PMS 200 C
(SATIN FINISH)



GOLD METALLIC
3630-131 (PMS 465)
(SATIN FINISH)



RED STRIPE

SCARLET RED
MP 42-212
(SATIN FINISH)

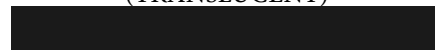


UW CREST GRAPHIC

GOLD METALLIC
3630-131 (PMS 465)
(REFLECTIVE - NO GRADIENT)



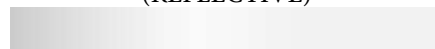
AKZO-NOBEL JET BLACK
B15 390490
(TRANSLUCENT)



REGAL RED
3630-83
(REFLECTIVE)



WHITE
3290
(REFLECTIVE)



UW Madison Branding: <https://brand.wisc.edu>

*See sign details for specific information.

SYSTEM STANDARDS

TYPOGRAPHY

OVERALL GUIDELINES

Follow UW-Madison branding standards. Consult with FP&M UW-Madison Marketing for significant deviations.

The update of existing signs to meet new standards will be performed in a way that best maintains the integrity, legibility, and continuity of the overall wayfinding system.

Exterior graphics/signage fonts, typography, lettering, style, and layout will...

- Be consistent throughout campus to maintain a unified wayfinding system.
- Use standard colors for exterior dimensional lettering: white, black, silver, and bronze.
- Provide a high contrast between the lettering and background to maximize legibility and satisfy ADA guidelines.
- Sign panel lettering will be reflective for night time visibility on all vehicular direction signs, identification signs, and other situations where appropriate.

LETTERING STYLES

PRIMARY: Friz Quadrata Medium

UW-Madison’s institutional logo includes a “Wisconsin” word mark that has been core to it’s visual identity since the late 1980s. This wordmark uses Friz Quadrata, which has also been selected as the primary typeface for most exterior signs. This font identifies with UW-Madison and is less likely to change as branding standards evolve over time, making this font more timeless and signage easier to maintain.

SECONDARY: Optima & Arial

The Optima and Arial typeface families are for use on UW-Madison signs to display supplemental and secondary information. Examples regulatory signs, special events sign, no smoking signs, and visitor hours sign. Consult UW Branding Standards.

TERTIARY: Highway Gothic

The Highway Gothic font is the standard font used on transportation signs including street name signs, regulatory signs, and street traffic signs.

INDIVIDUAL SIGN STANDARDS

Standard Identification and Direction Signs

Friz Quadrata Medium (all caps)

Street Name Signs

Gothic “C” font or Highway Gothic

Parking Lot Entrance Sign

Optima - Semi Bold

Donor Bench Plaques

Name: Arial

All other text: Century Schoolbook

Transportation Regulatory and Street Traffic Signs

Highway Gothic

Follow latest Manual on Uniform Traffic Control Devices (MUTCD) standards

EXAMPLES

Friz Quadrata Medium

**CAMPUS STANDARD SIGNS
CAMPUS STANDARD SIGNS
CAMPUS STANDARD SIGNS**

Highway Gothic

**Street Name
Regulatory & Street Traffic**

Arial (Plaque Name) | Century Schoolbook (Plaque content)

**Plaque content
Plaque Name**

Optima (semi-bold)

Parking Lot Entrance

University of Wisconsin-Madison

EXTERIOR SIGNAGE, GRAPHICS & WAYFINDING STANDARDS

EXTERIOR SIGN TYPES

 *Date Revised: 12/12/2024*



EXTERIOR SIGN TYPES

E1 | PRIMARY IDENTIFICATION SIGN: POST MOUNTED

DEFINITION

Post (ground) mounted sign displaying the official facility name and address.

FUNCTION

To display the official facility name and address. Primary users include emergency services, campus visitors, deliveries, students, faculty, and staff.

APPROVAL

- See "Process & Approval" section, page 15.

LOCATION

- Respects the site and architecture
- Orient parallel to the street or pedestrian mall and building facade.
- Near primary building entrance
- Faces street with identified address
- Visible by pedestrians, vehicles, and emergency response services.
- In planting bed to prevent damage from site maintenance equipment. If no planting bed, install bark mulch bed around sign.
- Minimize vulnerability to damage and vandalism.

CONTENT

- Official facility name and address
- UW Crest

PROHIBITED

- College and division names
- Name of individual building parts or spaces, including individual destinations within a building
- Donor or commemorative names not part of the official facility name
- Abbreviations and nicknames

QUANTITY

- One Primary Identification Sign (post or pan) is required for each facility (building, structure, or site).
- Two may be considered if building spans entire block and has more than one primary entrance that faces street in the address.
- Secondary Identification Signs may be considered for a non primary entrance.

MATERIAL & DESIGN DETAILS

- Bottom of sign panel is 1'-10" above grade.
- **Posts:** Extruded aluminum with custom cap, 4 1/4" wide, painted Pantone Grey
- **Panel:** size 7'-0" x 3 3/16" depth, 1/8" Aluminum, baked enamel paint, satin black
- **Sign Copy**
 - **UW Crest:** Reflective vinyl applied to aluminum panel
 - **Text:** White reflective vinyl, center justified, uppercase, Friz Quadrata Medium. Minimum 3" height
 - **Red Stripe:** Painted Scarlet Red on panel bottom, all sides
- See FP&M detail drawings for more specification.

NOTE

- Primary Identification Signs will be included in the design process, plans, and budget for all new building and facility projects as well as all significant remodeling projects.
- Do not install plants in front of sign that will hide sign copy. Select plants carefully.

SIGN EXAMPLE

EXTERIOR SIGN TYPES

E2 | PRIMARY IDENTIFICATION SIGN: PAN MOUNTED

DEFINITION

Pan (building) mounted sign displaying the official facility name and address.

FUNCTION

To display the official facility name and address. Primary users include emergency services, campus visitors, deliveries, students, faculty, and staff.

APPROVAL

- See "Process & Approval" section, page 15.

LOCATION

- Orient parallel to the street or pedestrian mall and building façade.
- Near primary building entrance
- Faces street in the address
- Visible by pedestrians, vehicles, and emergency response services.
- Sign bottom no lower than 5'-0" above grade to minimize damage and vandalism. 8'-0" above grade is recommended.
- Respects the site and architecture
- Align with other architectural elements.

CONTENT

- Official facility name and address
- UW Crest

PROHIBITED

- College and division names
- Name of individual building parts or spaces, including individual destinations within a building
- Donor or commemorative names not part of the official facility name
- Abbreviations and nicknames

QUANTITY

- One Primary Identification Sign (Post or Pan) is required for each facility (building, structure, or site).
- Two may be considered if building spans entire block and has more than one primary entrance that faces street in the address.
- Secondary Identification Signs may be considered for secondary entrances.

MATERIAL & DESIGN DETAILS

- Standard pan mounted panel size is 7'-0" x 2" depth
 - Length be modified to accommodate architecture and site.
 - **Other standard sizes:** 6'-0", 5'-0", and 3'-6"
- **Panel:** 1/8" Aluminum, baked enamel paint, black
- **Sign Copy**
 - **UW Crest:** Reflective vinyl applied to FCO-3/16" aluminum. Aluminum painted reflective white, edges of crest to be painted reflective gold
 - **Text:** FCO-3/16" aluminum, painted reflective white. Legible from street or mall
 - **Red Stripe:** FCO-3/16" aluminum, all sides, painted Scarlet Red
- See FP&M detail drawings for more specifications

NOTE

- Primary Identification Signs will be included in the design process, plans, and budget for all new building and facility projects as well as all significant remodeling projects.
- Do not install plants in front of sign that will hide sign copy. Select plants carefully.

SIGN EXAMPLES

EXTERIOR SIGN TYPES

E3 | 2'-0" IDENTIFICATION SIGN: PAN & HANGING

DEFINITION

Building (or structure) mounted or hanging sign that provides the official facility name OR address.

FUNCTION

For niche situations where a smaller standard sign is needed to display the official building name OR address. Houses owned by UW-Madison or the individual "house" names and addresses for the Kronshage Hall buildings are examples.

APPROVAL

- See "Process & Approval" section, page 15.

LOCATION

- Orient parallel to the street or pedestrian mall and building facade.
- Near primary building entrance
- Fronts street in the address
- Visible by pedestrians, vehicles, and emergency response services.
- Sign bottom out of reach for potential vandalism and damage. No lower than 5'-0" above grade. 8'-0" recommended.
- Respects the site and architecture
- Align with other architectural elements
- Hanging version may be perpendicular to the street or sidewalk

CONTENT

- Official facility name OR address
- **No** UW Crest (Sign too small to be legible)

PROHIBITED

- College and division names
- Name of individual building parts or spaces, including individual destinations within a building
- Donor or commemorative names not part of the official facility name
- Abbreviations and nicknames

QUANTITY

- One Primary Identification Sign (Post or Pan) is required per facility.
- Secondary Identification Signs may be considered for secondary entrances.

MATERIAL & DESIGN DETAILS

- **Panel:** size is 2'-0" x 1" depth (pan) or 2" (hanging), 0.080 thick aluminum, baked enamel paint, black
- **Reveal:** Aluminum 3/4" x 1/2" x 1/8" thick, Grey
- **Aluminum Top:** .080 thick aluminum, grey and Pearl Grey
- **Red Stripe:** Painted Scarlet Red on bottom, and all sides
- **Hanging Bracket:** Painted matte black. Design varies by site.
- **Sign Copy:** Vinyl application, center justified, reflective white, uppercase Friz Quadrata Medium
- See FP&M detail drawings for more specifications.

NOTE

- Building identification signs will be included in the design process, plans, and budget for all new building and facility projects and all significant remodeling projects for existing buildings and facilities.
- Do not install plants in front of sign that will hide sign copy. Select plants carefully.

SIGN EXAMPLE

EXTERIOR SIGN TYPES

E4 | SECONDARY IDENTIFICATION SIGN: POST MOUNTED

DEFINITION

Post (ground) mounted sign that provides limited supplemental information about a facility

FUNCTION

To display limited supplementary information important to wayfinding such as a facility or site name (no address) at a secondary entrance, loading dock identification, or simple directions to significant destinations. Primary users include campus visitors, deliveries, students, faculty, and staff.

APPROVAL

- See "Process & Approval" section, page 15.

LOCATION

- Respects the site and architecture.
- Orient parallel to the street or pedestrian mall and building facade.
- Near secondary building or site entrance.
- Visible by pedestrians and/or vehicles
- Not required for emergency response services
- In planting bed to prevent damage from site maintenance equipment. If no planting bed, install bark mulch around sign.
- Minimize vulnerability to damage and vandalism

CONTENT

- Official facility name
- UW Crest

PROHIBITED

- College and division names
- Name of individual building parts or spaces, including individual destinations within a building
- Donor or commemorative names not part of the official facility name
- Abbreviations and nicknames

QUANTITY

- As determined by FP&M. This is not a required sign.
- Quantity will be kept to a minimum to maintain a legible wayfinding system, reduce sign clutter, and keep maintenance costs low.

MATERIAL & DESIGN DETAILS

- Standard post mounted panel sizes are 7'-0" and 3'-6". 3" wide
- **Posts:** Extruded aluminum with custom cap, 4 1/4" wide, painted Pantone Grey
- **Panel:** 1/8" Aluminum, baked enamel paint, satin black
- **Sign Copy**
 - **UW Crest:** Reflective vinyl application, centered at top of panel
 - **Text:** Vinyl application, center justified, reflective white, uppercase bold Friz Quadrata Medium. Legible from street or mall.
 - **Red Stripe:** Painted red stripe on bottom, all sides, satin finish
- See FP&M detail drawings for more specifications.
- Do not install plants in front of sign that will hide sign copy. Select plants carefully

SIGN EXAMPLE

EXTERIOR SIGN TYPES

E5 | SECONDARY IDENTIFICATION SIGN: PAN MOUNTED

DEFINITION

Building or structure mounted sign that provides limited supplemental information about a facility.

FUNCTION

To display limited supplementary information important to wayfinding such as a building or site name (no address) at a secondary entrance, loading dock identification, or simple directions to significant destinations. Primary users include campus visitors, deliveries, students, faculty, and staff.

APPROVAL

- See "Process & Approval" section, page 15.

LOCATION

- Respects the site and architecture.
- Mounted to building facade, structure, or wall.
- Near secondary entrance
- Faces street in the address
- Visible by pedestrians and/or vehicles
- Not required for emergency response services
- Sign bottom no lower than 5'-0" above grade to minimize vulnerability to vandalism and damage. Ideal is 8'-0" above grade.
- Align with other architectural elements

CONTENT

- Official facility name
- UW Crest

PROHIBITED

- College and division names
- Name of individual building parts or spaces, including individual destinations within a building
- Donor or commemorative names not part of the official facility name
- Abbreviations and nicknames

QUANTITY

- As determined by FP&M. This is not a required sign.
- Quantity will be kept to a minimum to maintain a legible wayfinding system, reduce sign clutter, and keep maintenance costs low.

MATERIAL & DESIGN DETAILS

- Standard pan mounted panel sizes are 7'-0", 6'-0", 5'-0", and 3'-6". 2" depth
 - Size appropriately to site conditions and architecture
- **Panel:** 1/8" Aluminum, baked enamel paint, black
- **Sign Copy**
 - **UW Crest:** Reflective vinyl applied to FCO-3/16" aluminum. Aluminum painted reflective white, edges of crest to be painted reflective gold
 - **Text:** FCO-3/16" aluminum, painted reflective white. Legible from street or mall
 - **Red Stripe:** FCO-3/16" aluminum, all sides, painted Scarlet Red
- See FP&M detail drawings for more specifications.
- Do not install plants in front of sign that will hide sign copy. Select plants carefully.

EXTERIOR SIGN TYPES

E6 | CAMPUS GATEWAY SIGN

DEFINITION

A sign of significant stature and design at key entry points to campus that welcomes everyone. It conveys a positive impression that reflects UW-Madison as Wisconsin's flagship university and a world class research and education institution.

FUNCTION

To serve as an important step in the wayfinding system and mark the arrival to UW-Madison. To create a quality, positive impression of the UW-Madison for first time visitors and instill a sense of pride and enthusiasm for those returning. While not the primary function, they have become centerpieces for student photos, graduation photos, and media images representing the UW-Madison.

APPROVAL

- See "Process & Approval" section, page 15.

LOCATION

- Consult UW-Madison Comprehensive Plan (Master Plan).
- Long term, highly visible, highly used entry points onto campus
- Orient to be visible by pedestrians and vehicles entering campus.

CONTENT

- UW Crest
- The text "University of Wisconsin-Madison"

PROHIBITED

- College and division names
- Name of individual building parts
- Donor, corporate, and commemorative names.
- Abbreviations and nicknames

QUANTITY

- Consult UW-Madison Comprehensive Plan (Master Plan).
- As approved by FP&M
- As of 2023 there are two existing on campus: Walnut Street Roundabout and the corner of North Breeze Terrace and Regent Street.
- Possible future locations include the arrival to campus at North Park Street and at Campus Drive.

MATERIAL & DESIGN DETAILS

- All campus gateway signs will reflect one overall campus theme or motif and incorporate the UW Crest as a unifying symbol.
- Incorporate material and design element precedents set by the existing campus gateway signs and East Campus Mall Piers, the landscape and site, and the UW-Madison Comprehensive Plan (Master Plan).
- Materials and design elements will work together to project a positive, timeless image for campus visitors and the UW-Madison community to identify with.
- Use high quality, long lasting materials such as Wisconsin quarried dolomitic limestone, clay brick, and other "authentic" materials that reflect UW-Madison and its sense of place.
- Do not install plants in front of sign that will hide sign copy. Select plants carefully.

EXTERIOR SIGN TYPES

E7 | UW CREST MEDALLION

DEFINITION

Visual representation of the UW-Madison logo in a sculptural, three-dimensional form attached to exterior structures.

FUNCTION

UW Crest Medallions are a special sign type used as a secondary campus gateway feature. They will be used with careful application on a limited basis because the cost to install, maintain, and replace (when logo becomes outdated) are substantial.

- Crest Medallions will not be funded by FP&M. Their purchase, installation, ongoing maintenance, and eventual replacement will be funded by the unit requesting the medallion.
- Use of the Crest Medallion will not replace the Primary or Secondary Identification Signs.

APPROVAL

- See "Process & Approval" section, page 15.
- Leadership from unit requesting the sign

LOCATION

- At campus gateways
- On Campus Gateway Signs
- High traffic areas (vehicles, pedestrians, etc.)
- Buildings and facilities with significant visitor and public outreach beyond what is typical for campus
- Respects the site and architecture
- Multiple UW Crest Medallions should not be visible from one location except for crests used in site monuments or fence piers.
- Minimum 8' above grade to avoid vandalism and damage.

CONTENT

- UW Scroll Crest
 - Despite this being an older version of the crest, it will continue to be used to maintain continuity with the other Crest Medallions on campus and until the FP&M crest molds are updated.
- Updating the UW Crest design used will be determined by UW Marketing and FP&M:
 - When that decision is made, entities that have existing UW Crest Medallions will be responsible for funding replacements.
 - Exceptions may be made where the crest is an integral or historic fixture of a building or structure (such as the Field House) or where its replacement would cause structural damage.

- Dimensional Lettering may accompany the UW Crest Medallion. See "Dimensional Lettering."
 - Official facility name may be displayed with the crest; or school or college name IF it occupies the entire facility.

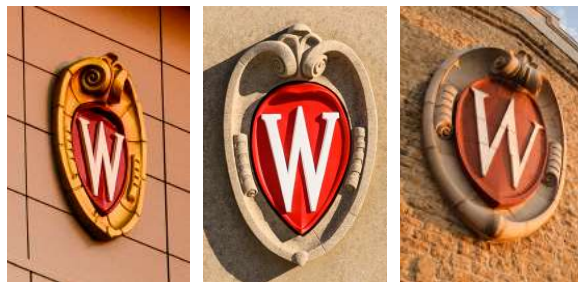
QUANTITY

- Maximum one per building or structure. Facility must be occupied by only one unit.
- One per fence pier and other piers similar to East Campus Mall.
- Campus Gateway Signs may have two 25" crests.

MATERIAL & DESIGN DETAILS

- **FP&M has two fiberglass crest molds available:**
 - 96" (8'-0") Crest – Mounted in higher positions on building facades to communicate "UW-Madison" from a distance. Too large and inappropriate for installations closer to grade.
 - 25" Crest- Used for campus gateway signs, masonry fence piers, and small sign installations closer to grade.
 - Any other crests sizes used will be sized appropriately and be 25" height minimum and 96" height maximum.
- **Materials:**
 - Fiberglass
 - Cast stone
 - High Density Urethane (HDU), 18lb minimum. The risk is there is a lot of variability in color and three-dimensional sculpture elements from medallion to medallion.
 - Mounting hardware will be stainless steel 316L.
- **Color & Finish:**
 - Shield- White and Badger Red, satin finish
 - Outer Crest- Metallic Gold, satin finish. If outer crest is cast stone, it will be buff.
 - Submit all color samples to CPLA for review and approval.

SIGN EXAMPLES



EXTERIOR SIGN TYPES

E8 | DIMENSIONAL LETTERING

DEFINITION

Three dimensional letters made from a solid material and anchored to a building or structure's surface.

FUNCTION

Dimensional Lettering is optional, secondary signage in the wayfinding hierarchy and will be used strategically on where the signage will not change for at least 50 years. They can have a relatively long lifecycle but are difficult to repair, replace, and remove. It does not replace Primary or Secondary Identification Signs

Dimensional Lettering may be used to:

- Recognize a sole, major donor for a facility
- Honor an individual who has had a significant impact to UW-Madison
- Display the full UW-Madison logo with UW Crest Medallion

APPROVAL

- See "Process & Approval" section, page 15.
- Donor and honor names will follow all UW-Madison policies and standards related to donations and memorials.
- Submit plan showing entire existing and proposed exterior signage as part of FP&M approval process.

LOCATION

- Mounted to building facade, structure, or wall
- Near primary entrance
- Pedestrians are the primary audience.
- Not required for emergency response services
- Mount minimum 8'-0" above grade to minimize damage and vandalism.
- Align with other architectural elements and coordinate with other exterior signage.

CONTENT

- One major donor name, honorary name, or UW-Madison logo application per facility where the signs and text will not change for at least 50 years.
- If building is divided into sections and/or have multiple donors, then those names will be displayed inside.

PROHIBITED

- Address
- Abbreviations and nicknames
- Multiple units, corporate names and logos (including corporate donors), slogans, phrases, and quotes
- Name of individual building parts or spaces, including individual destinations within a building

QUANTITY

- One location per facility

MATERIAL & DESIGN DETAILS

- Cast or cut, aluminum or stainless steel
- ½" to 2" depth typical (base on lettering height)
- Finish Options: Anodized. Satin or brush finish.
- Height: 6" to 18" maximum. Size appropriately to location.
- Stool 1/4" to 3/4" (typical) from building or structure face. But will vary depending on text height.
- Install directly to building or structure with no additionally applied background surface.
- Color will have high contrast with facade for maximum legibility:
 - Red is prohibited. It will fade to pink
 - For light colored facade use dark bronze
 - For dark colored facade use silver
 - May match other metallic architectural elements when appropriate
 - Submit color samples to CPLA for final approval
- Friz Quadrata Medium is the standard font. All caps.
- Copy layout will be horizontal. Vertical layout is prohibited.
- A different font style may be used where the Dimensional Lettering is an integral part of the facility design or to matching existing (FP&M approved) signage. Additional FP&M approval is required.
- Illuminating dimensional lettering is prohibited
- Do not install plants in front of sign that will hide sign copy. Select plants carefully.

SIGN EXAMPLES



EXTERIOR SIGN TYPES

E9 | GIFT & DONOR SIGNS

DEFINITION

- Signage that identifies a significant gift or donation for a facility.

FUNCTION

- To recognize a major donor or gift for a facility where the official name will not change for a significant amount of time (Recommended at least 50 years).
- Does not replace the Primary or Secondary Identification Signs.

APPROVAL

- See "Process & Approval" section, page 15.
- See document "Naming Opportunities" for guidelines developed by the WFAA and UW-Madison.
- UW Marketing approval required if gift or donation is from a corporation, foundation, or group of individuals.
- The sign duration and naming are negotiated by the Wisconsin Foundation and Alumni Association (WFAA) and the Chancellor and Provost offices.
- Design Review Board
- Donor and gift names will follow UW-Madison policies related to donations, gifts, and memorials. Reference policies [UW-204](#), [UW-205](#), [UW-6012](#), [UW 6037](#), and [UW-6054](#). This is not an exhaustive list.
- Submit plan showing all existing and proposed exterior signage as part of FP&M approval process.

LOCATION

- Mounted to facility facade, structure, or wall.
- At primary facility entrances
- Prohibited at loading dock entrances
- Pedestrians are the primary audience. Not vehicles
- Mount minimum 8'-0" above grade to minimize damage and vandalism.
- Align with other architectural elements and coordinate with other exterior signage.

CONTENT

- One major gift or donor name displayed for entire facility.
- If building is divided into sections and/or have multiple donors, then those names will be displayed inside the building.
- Friz Quadrata Medium is the standard font. All caps.
- Horizontal copy layout. Vertical layout is prohibited.
- A different font style may be used where the Dimensional Lettering is an integral part of the facility design or matching existing (FP&M approved) signage.

PROHIBITED

- Address
- Abbreviations and nicknames
- Slogans, phrases, and quotes
- Corporate branding (logos, trademarks, graphics, and other identifying corporate signage) will not be used on the outside of facilities.

QUANTITY

- Signs may be located at primary facility entrances.

MATERIAL & DESIGN DETAILS

- Gift and donor exterior signage is implemented using dimensional lettering. See "Dimensional Lettering" for more information.

NOTES

- Corporate gifts that are recognized by the naming of facilities or other spaces are subject to the same guidelines as gifts from individuals and foundations.
- Donor naming agreements with WFAA include clause allowing name removal if reputable concerns arise.

EXTERIOR SIGN TYPES

E10 | WINDOW GRAPHICS

DEFINITION

Visual graphics or iconography applied to a clear or glass surface of a building or facility (e.g., window or door) and is visible to the exterior.

FUNCTION

- Used strategically and in moderation.
- To display required building code requirements, UW-Madison policy, or operational and programmatic information at facility entrances where sign panels are not functional or appropriate (ex: building hours, No Weapons, No Smoking, and ADA entrance signs).
- Secondary signage under "UW Retail Signs"
- Secondary Identification when there are no feasible locations for a panel sign.
- When wayfinding information is needed for high volume visitor-oriented spaces difficult to find, where multiple entrances link buildings, and where a UW-Madison unit is the sole user of a tertiary entrance.
- Window Graphics are not a replacement to Primary Identification Signs.

APPROVAL

- See "Process & Approval" section, page 15.
- Placement of adhesive stickers, labels, decals, and static window clings on any UW-Madison owned structure, building, sidewalk, or site feature is prohibited.
- All requests will be considered exceptions to standards and will be reviewed on a case-by-case basis.
- Any temporary installations will follow policies and standards outlined for Temporary Banners.

LOCATION

- Near building entrances only.
- Respects the site and architecture.
- Visible by pedestrians.
- Minimize vulnerability to damage & vandalism.
- Top of graphic 5'-0" above grade.
- On inside of glass to prolong lifespan. If glare is an issue, apply to outside of glass.
- Organized for good legibility. If multiple graphics are displayed, they will coordinate and align with one another for maximum legibility and minimal clutter.
- When new Window Graphics are applied, existing graphics may need to be modified or removed to reduce clutter and provide good visibility and legibility.
- Does not impair visibility at entrance.

CONTENT

- Use FP&M standard templates for No Smoking, No Weapons, ADA Entrance, Building Hours, and other FP&M established standards.
- Wayfinding related text

PROHIBITED

- Abbreviations, acronyms, and nicknames
- Department names, building occupants, names of interior spaces, and other "directory type" information which can be displayed for interior use.
- Advertising and marketing

QUANTITY

- FP&M will evaluate on a case-by-case basis
- Keep to minimum to avoid visual clutter, reduced legibility, reduced glass visibility, and to minimize maintenance costs.

MATERIAL & DESIGN DETAILS

- Use only white, non reflective vinyl lettering. No backing or background.
 - Pre-spaced, precut vinyl die-cut lettering or silk screened. No clear background whenever possible.
 - Do not use black and red colors. They have low visibility and contrast when applied to exterior windows. Red fades to pink.
- Use a narrow range of letter heights.
- High contrast between the lettering and the background for legibility and ADA guidelines .
- Use UW Marketing branding standard fonts.
- Do not use surface-damaging adhesives (e.g. glues, construction adhesives, duct tape) or surface penetrating fasteners.
- Paper and other non-vinyl signage and graphics attached to windows and doors are prohibited. Exception is for temporary use and may be displayed for no more than 14 days.

EXTERIOR SIGN TYPES

D1 | INTERSTATE & HIGHWAY DIRECTION SIGNS

DEFINITION

Visual images and graphics located along the interstate and state highways that guide visitors to campus.

FUNCTION

To provide wayfinding from the interstate and state highways to campus.

APPROVAL

- See "Process & Approval" section, page 15.
- FP&M will coordinate with Wisconsin Department of Transportation (WisDOT).
- This sign type is not available for general requests.

LOCATION

- US Interstate and Wisconsin state highways
- Currently exist on the interstate directing visitors to Highway 12/18/151, then to Park Street and into the campus from the south.
- Follow most current WisDOT standards and Manual on Uniform Traffic Control Devices (MUTCD).
- Vehicles are the primary users.

CONTENT

Coordinate with WisDOT and UW Transportation Services.

QUANTITY

Coordinate with WisDOT and UW Transportation Services.

MATERIAL & DESIGN DETAILS

- Follow most current WisDOT standards and MUTCD.
- Typically sign with green background, white copy, and white border.

EXTERIOR SIGN TYPES

D2 | TRAILBLAZER SIGN

DEFINITION

Visual images and graphics, not located on UW-Madison property, that guide visitors to campus.

FUNCTION

Provide wayfinding within a bordering municipality to the UW-Madison campus. Currently the UW Trailblazer Signs are only in the City of Madison and follow their wayfinding system standards.

APPROVAL

- See "Process & Approval" section, page 15.
- Campus Planning & Landscape Architecture (CPLA) will coordinate with City of Madison or local municipality for their review and approvals.
- This sign type is not available for general requests.

LOCATION

- Within City of Madison limits, or another municipality, as part of their wayfinding system.
- Not on UW-Madison property or right-of-way.
- Panels perpendicular to street and in street terrace
- Mounted to existing light poles whenever possible
- Along major arterials roads as determined by municipal engineers and FP&M.
- Precede intended traffic movements.
- Located to the right of the traffic lanes they serve.
- Primary users are vehicles on the road.

CONTENT

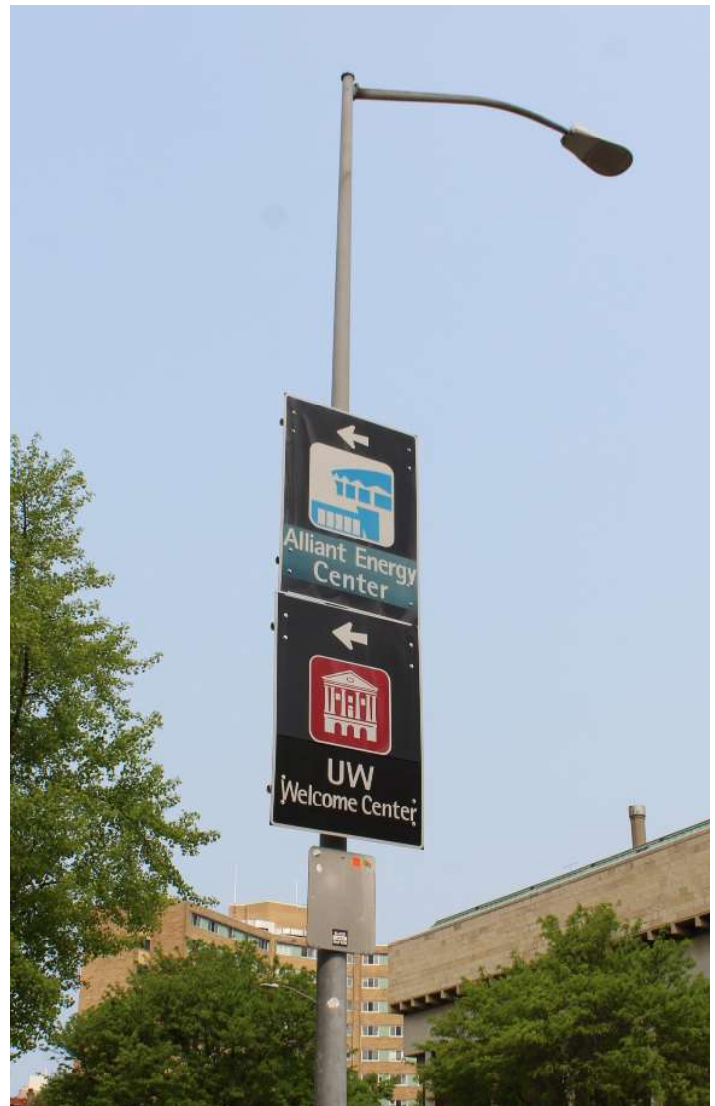
- Reflective Bascom logo OR green circle parking icon
- Black background, reflective white border
- Reflective white text. Standard text options are:
 - UW, UW Campus, Visitor Information, and Parking Information
- Reflective white directional arrow
- Follow local municipality standards.

QUANTITY

Determined by FP&M on project-by-project basis and other existing signs. Coordinate with local municipality.

MATERIAL & DESIGN DETAILS

- Mounting details and specifications per local municipality (Typically City of Madison).
- Galvanized or stainless-steel hardware
- UW Trailblazer Signs in City of Madison system:
 - Astro Brackets
 - 60" height x 42" width sign panel



EXTERIOR SIGN TYPES

D3 | ON-CAMPUS DIRECTION SIGN

DEFINITION

Visual images and graphics displayed on UW-Madison property that guide visitors to specific campus destinations.

FUNCTION

Provide directions to specific campus destinations.

APPROVAL

- See "Process & Approval" section, page 15.

LOCATION

- Respects the surrounding site and architecture
- **Vehicular:** Perpendicular to the street and visible to oncoming traffic.
 - In a lawn street terrace or opposite the sidewalk in lawn or planting bed.
 - Precedes directed traffic movements by 150 feet or more for adequate time to carry out the desired traffic movements.
- **Pedestrian:** Perpendicular to sidewalk or flow of pedestrian movement.
 - Located in busy pedestrian areas and areas most heavily used by visitors.
- In planting bed or in lawn with bark mulch bed.
- Minimize vulnerability to damage and vandalism.
- Do not install within intersection vision triangle.

CONTENT

- UW Crest
- Identifies facilities with significant annual visitor traffic.
- Will not regularly identify most academic buildings.
- Use official facility names .
- Maximum two lines of text for each "destination."
- Decrease drop space with two lines of text.
- Direction arrows will be left of text, aligned with top of first text line of each destination.
- Street addresses, if needed, will include only street name and number.
- Deviations from official names and abbreviations are discouraged but may be used if space is limited.
- Coordinate locations and text with existing signs to maintain continuity and avoid confusion.

PROHIBITED

- Any logo other than UW Crest
- Corporate logos & names
- Nicknames and acronyms
- Retail destinations

QUANTITY

- One per street block maximum.
- Quantity will be kept to a minimum.
- Consider the locations of existing direction signs and how new signs will fit into the overall wayfinding system.

MATERIAL & DESIGN DETAILS

- May be a post or pan mounted sign.
- Standard panel sizes are 4'-0" and 5'-0". 3 3/16" depth.
- **Posts:** Extruded aluminum with custom cap, 4 1/4" square, painted Pantone Grey
- **Panel:** 1/8" Aluminum, baked enamel paint, matte black
- Sign Copy
 - **UW Crest:** Vinyl application, centered at top of panel. Reflective
 - **Text:** Vinyl application, left justified, reflective white, uppercase bold Fritz Quadrata. 3" to 4" text height recommended. No smaller than 2" height
 - **Red Stripe:** Painted on bottom, all sides
- See FP&M detail drawings for more specifications.

NOTES

See "Temporary Signs" for direction signs posted for a limited duration.

EXTERIOR SIGN TYPES

D4 | ACCESSIBLE WAYFINDING SIGN

DEFINITION

Visual images and graphics that provide wayfinding for ADA routes and ADA entrances.

FUNCTION

Identify accessible routes and entrances on campus that follow ADA guidelines.

APPROVAL

- See "Process & Approval" section, page 15 .
- Campus Planning & Landscape Architecture Facility Access Specialist

LOCATION

- Located near ADA entrances and along ADA routes.
- Typically post mounted and in planting beds. Avoid mounting to buildings and structures.
- Mount to existing light pole or signpost when possible.
- Minimize vulnerability to damage and vandalism.

CONTENT

- International Symbol of Access (ISA). (White wheelchair Symbol on blue square background with white border. All reflective)
- Black sign panel with 1/4" reflective white border
- Reflective white direction arrow
- One line of reflective white text to assist with wayfinding, typically the name of the destination.

PROHIBITED

- All alternative "Wheelchair" symbols such as the "Motion Wheelchair" symbol.

QUANTITY

- Installed on a case by case basis only .

MATERIAL & DESIGN DETAILS

- **Panel:** 6" x 6" or 8" x 8" aluminum, .080GA. Radii corners. Use recycled or reused aluminum whenever possible.
- Engineer Grade reflective sheeting material
- **Post:** 2" square, 4-hole steel posts, hot-dip galvanized zinc coating. Powdercoat matte black. See UW Technical Standards and details for more information.
- Bottom of sign will be 5'-0" above grade.
- Use nontransparent vinyl application if applied to windows or doors. See "Window Applications" section.
- Tamper proof galvanized or stainless steel hardware
- **Text:** 1" height. Upper/lower case. Friz Quadrata Medium

EXTERIOR SIGN TYPES

P1 | PARKING LOT IDENTIFICATION SIGN (UPDATE IN PROGRESS)

DEFINITION

Visuals or graphics at parking lot entrance with information regarding that lot and its parking stalls.

FUNCTION

Identify the campus parking lot, its name, address, and provide basic information for lot users, including enforcement.

APPROVAL

- See "Process & Approval" section, page 15.
- UW Transportation Services.
- Other parking lot signage will be approved by UW Transportation Services. Coordinate with Campus Planning & Landscape Architecture (CPLA) when appropriate.
- This sign type is not available for general requests.

LOCATION

- One at each parking lot entrance.
- Respects and minimizes damage to site and architecture.
- Orient parallel to the street.
- Visible by pedestrians, vehicles, and emergency response services.
- In planting bed or lawn area.
- Mount signpost to concrete only when site constraints require it.
- Mounting signpost to asphalt is prohibited.
- Minimize vulnerability to damage and vandalism.
- Mounting to building or structure is prohibited unless site constraints make it the best or only option.
- Mounting to historic buildings and structures is prohibited. Contact CPLA for list and map of historic buildings.

CONTENT

- UW Transportation Services is responsible for content standards and will vary from lot to lot based on parking lot function.
- Typical content includes:
 - UW Crest logo
 - Lot Name & Official Lot Number
 - Basic enforcement information
 - Lot address

QUANTITY

- One at each parking lot entrance.
- For street parking: one at the beginning and one at the end of parking area.

MATERIAL & DESIGN DETAILS

- Mount to campus standard signpost. See FP&M Technical Standards.
- Sign panel dimensions, materials, colors, graphics, and content are currently under review for an update by UW Transportation Services (as of 11.17.2023)
- See FP&M detail drawings for more specifications.
- Design should relate and fit into overall signage system, standards, and design family.

SIGN EXAMPLE

EXTERIOR SIGN TYPES

P2 | PARKING RAMP IDENTIFICATION SIGN

DEFINITION

Visuals or graphics with information regarding a parking ramp, its parking stalls, and available stalls for visitors and permit holders.

FUNCTION

Identify campus parking ramps, especially for visitors, and provide basic information for users including enforcement and available stalls for visitors and permit holders.

APPROVAL

- See "Process & Approval" section, page 15.
- UW Transportation Services
- Interior parking ramp signage is the responsibility of UW Transportation Services and follows their standards.
- Coordinate with Campus Planning & Landscape Architecture (CPLA) for exterior signage and as appropriate.
- This sign type is not available for general requests.

LOCATION

- Near parking ramp entrance .
- Respects and minimizes damage to site and/or architecture.
- Orient perpendicular to the street (in planting bed or lawn area) or mount to parking structure facade.
- Visible by pedestrians, vehicles, and emergency response services.
- Minimize sign vulnerability to damage and vandalism.
- Mounting to any building or structure other than the ramp is prohibited.

CONTENT

- UW Transportation Services is responsible for content standards and will vary from lot to lot based on parking lot function.
- Use a standard layout and design for all Parking Ramp Identification Signs that fits into the overall wayfinding system and sign family design. Coordinate with CPLA.
- White text, Friz Quadrata Medium
- **Typical content includes:**
 - Green Parking Circle logo
 - Lot Name and/or Official Lot Number
 - Lot address
 - Basic visitor parking Information
 - Basic event parking Information
 - Basic permit parking information

QUANTITY

- One or two for each parking ramp typically. Will depends on number of vehicle entrances for ramp and their function.

MATERIAL & DESIGN DETAILS

- Sign panel dimensions, materials, colors, and content are currently under review for an update by UW Transportation Services (As of 11.17.2023).
- See FP&M detail drawings for more specifications.
- Satin Black Color
- Design will fit within overall wayfinding system and standards.
- Basic electronic displays are permitted to display visitor parking availability.
 - See "Electronic and Digital Signs."
 - Flood lights, spot lights, and other forms of illumination from sources external of the sign is prohibited.
 - Flashing, scrolling, and moving displays are prohibited.
 - Minimize glare.

EXTERIOR SIGN TYPES

P3 | STREET NAME SIGN

DEFINITION

Regulatory sign that displays the official name of a street, path, or other transportation corridor.

FUNCTION

To identify the names of roads and paths for wayfinding.

APPROVAL

- See "Process & Approval" section, page 15.
- UW Transportation Services
- City of Madison (or other municipality) approval required when installed on streets under their jurisdiction.
- This sign type is not available for general requests.

LOCATION

- UW-Madison controlled streets
- Visible by pedestrians, vehicles, and emergency response services.
- Mount to existing light pole or signpost. Typically mounted above stop sign. Topmost sign on post will be parallel to stop sign
- Avoid installing signpost for sole use of Street Name Signs.
- Minimize vulnerability to damage and vandalism.
- Follow latest edition of the Federal Highway Administration's "Manual on Uniform Traffic Control Devices" (MUTCD).

CONTENT

- Full color UW Crest
- Black border
- Official street or path name. Black color. FC Highway Gothic B font
- Be consistent with local municipality regulatory sign standards and follow latest edition of the MUTCD.
- See details drawings for full specifications, including text heights.

QUANTITY

- One per street at each intersection (Typical two total per intersection).

MATERIAL & DESIGN DETAILS

- See detail drawings & FP&M Technical Guidelines for full specifications.
- **Panel:** 0.125" recycled aluminum, 1.5" radii corners.
- **Panel Size:** 9" x 30". 9" x 36" for longer names
- **Signpost:** 2" square, 4-hole steel posts, hot-dip galvanized zinc coating. Powdercoat matte black
- Engineering grade prismatic white sheeting for decals.
- Copy on 1st surface using screened copy method.

HARDWARE

- Vandal Proof bolts and nuts, center pin crew sets, wing brackets, 6" aluminum crosspieces, 12" square post caps. Hot-dip galvanized zinc coating
- 24" Cast aluminum wing bracket
- Cast aluminum cantilever arm extension
- 2 3/8" Round cast aluminum post cap, 12" length
- 3/4" width stainless steel straps, powdercoat matte black

SIGN EXAMPLES

EXTERIOR SIGN TYPES

P4 | REGULATORY SIGNS & TRAFFIC CONTROL SIGNS

DEFINITION

Visual images and graphics pertaining to traffic regulations, parking restrictions, mass transportation routes and stops, pedestrians, bicyclists, and other modes of transportation.

FUNCTION

To convey information, an instruction, or a warning to drivers, pedestrians, and bicyclists.

APPROVAL

- See "Process & Approval" section, page 15.
- UW Transportation Services
- Consult UW-Madison Police Department as needed.
- Consult Campus Planning & Landscape Architecture (CPLA) as needed.
- This sign type is not available for general requests.
- Consult local jurisdiction roadway authority as needed.

LOCATION

- Follow the latest edition of the Federal Highway Administration's (FHWA) Manual on Uniform Traffic Control Devices (MUTCD) with the State of Wisconsin Supplement (WMUTCD).
- Visible by pedestrians, vehicles, and emergency response services.
- Within trail or road right-of-way
- Mount signposts to concrete only when site constraints require it.
- Mounting signpost to asphalt is prohibited.
- Minimize sign vulnerability to damage.
- Mounting to building or structure is prohibited unless site constraints make it the only option.
- Mounting to historic buildings and structures are prohibited. Contact CPLA for historic buildings map.

CONTENT

- Conform to international symbol standards, be consistent with local municipality regulatory signs, and follow the latest edition of the Federal Highway Administration's "Manual on Uniform Traffic Control Devices" (MUTCD).
- Coordinate with UW Transportation Services.
- Coordinate with CPLA as needed.

QUANTITY

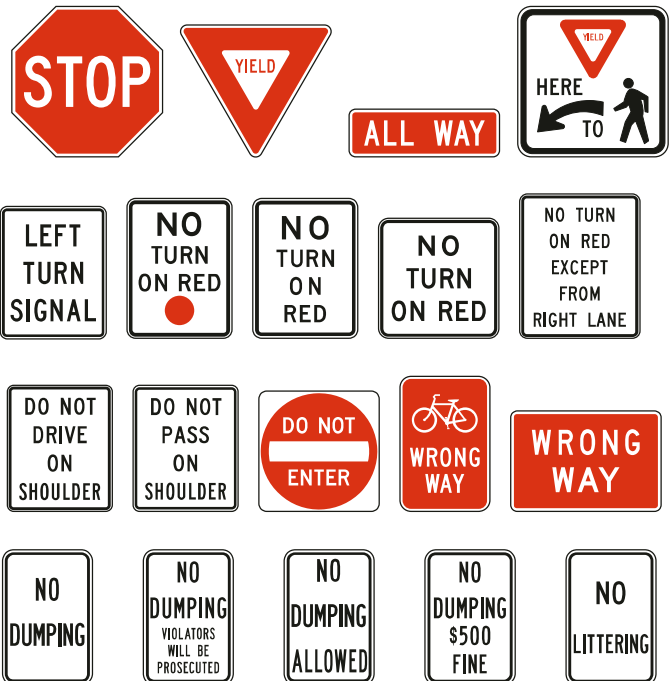
- Determined by FP&M on case by case basis.

MATERIAL & DESIGN DETAILS

- Mount sign to campus standard signpost. See FP&M Technical Standards and details.
- Follow the latest edition of the Federal Highway Administration's "Manual on Uniform Traffic Control Devices" (MUTCD).

SIGN EXAMPLES

Regulatory Signs



EXTERIOR SIGN TYPES

S1 | COMMEMORATIVE PLAQUE

DEFINITION

Visual image, marker, or object that memorializes, honors, or recognizes a person, place, or event.

FUNCTION

- A special, exclusive sign type to recognize a person, place, or event with significance to UW-Madison or the land it occupies. Requests may only be made by UW-Madison Dean, Provost, or Chancellor's Office.
- Those outside UW-Madison cannot make a request for this sign type.
- Campus Memorial trees will not have signs or markers. Their memorial status will be documented in the official UW-Madison Tree Inventory. See [Policy UW-6043 Memorials](#).
- See "Donor Bench Plaque" section for markers that identify donor and memorial benches. This is the primary method to honor or memorialize individuals on campus. Individual must be affiliated with UW-Madison.
- See "Exterior Artwork Sign" section for markers that identify artwork.
- Heritage Plaques are a specific type of historical marker. See [Policy UW-6042 Heritage Plaque](#).

APPROVAL

- See "Process & Approval" section, page 15.
- FP&M will determine if approval from UW Strategic Communications is needed.
- See [Policy UW-6043 Memorials](#).
- Will conform to current Campus Planning Committee policies on memorials.
- This sign type is not available for general requests.
- Leadership from the unit requesting the Commemorative Plaque

LOCATION

- Consider interior options first.
- Pedestrians will be able to approach close enough that it is legible.
- Placed near sidewalks or within patios, plazas, courtyards, and other outdoor spaces.
- Minimum 2'-0" away from sidewalks, curbs, and roads.
- Within planting beds.
- Bottom of visual image 5'-0" above grade if mounted to building or structure.

CONTENT

- Well organized, formatted copy layout
- A photo or graphic may be incorporated.

PROHIBITED

- Building and site address
- Abbreviations and nicknames
- Multiple divisions, units, & entities
- QR codes and website links/addresses
- Corporate or sponsor names and logos

QUANTITY

- One per narration topic.

MATERIAL & DESIGN DETAILS

- Small in size and reflect the architecture and site.
- Plaques identifying historic sites, districts, and buildings will conform to standards set by the National Park Service and the Wisconsin State Historical Society.
- Typical materials: cast bronze or cast aluminum
- Cast bronze plaques will have:
 - Raised border and copy, polished
 - Dark brown, leatherette texture background with clear, matte protective coat
- Concealed mounting
- Etching into stone may be used.
- Plaques mounted to boulders will be inset and flush with boulder edges. Specify boulder first then size plaque to accommodate.
- Plastics and other nondurable materials are prohibited.

NOTE

- CPLA will coordinate and approve the installation of all site designation plaques from the Wisconsin Historical Society and the National Park Service on a case by case basis, adhering to their guidelines as well as UW-Madison policy and standards.

EXTERIOR SIGN TYPES

S2 | DONOR BENCH PLAQUE

DEFINITION

A small plaque attached to a bench that commemorates, honors, or memorializes a person affiliated with UW-Madison.

FUNCTION

Along with the Memorial Tree Program, the Donor Bench Plaque is open to individuals wishing to commemorate, honor, or memorialize a person affiliated with UW-Madison. Other exterior objects such as pavers, signs, objects, engravings, and any other form of display intended for this function are prohibited.

APPROVAL

- See "Process & Approval" section, page 15.
- Complete a Memorial Bench Request Form.
- See policy [UW-6043](#).
- Client will have opportunity to review and approve the plaque copy layout.

LOCATION

- Bench location will be appropriate for the site conditions and a comfortable place to sit.
- May be selected from a predetermined list from Campus Planning & Landscape Architecture (CPLA).
- CPLA does not guarantee donors will be able to place bench at a requested or desired location but will work with donor to find a suitable location.
- ADA Accessible

CONTENT

- Text related to who the bench is dedicated to. Coordinate with the client.
- Follow all UW-Madison policies regarding naming objects.

TEXT

- Center-justified
- **Fonts:** Arial, Century Schoolbook, Times New Roman, Crimson Pro, and Red Hat Display
- No more than 2 fonts and 2 font sizes may be used
- Text will be no smaller than 1/8"

PROHIBITED

- Advertising
- QR codes and website links/addresses
- Images and logos
- Corporate and sponsor names
- Text that does not align with the policies, mission, and values of UW-Madison

QUANTITY

- 2 per bench. Left side and right side of campus standard bench, centered on the flat cross brace.

MATERIAL & DESIGN DETAILS

- Brass plaque, 1.5" x 5", horizontal orientation, 0.050" thick
 - Shorter plaques may be specified if copy layout allows.
 - Engraved, black enamel-filled text
- Coat with protective varnish. Satin finish.
- Secure with tamper proof screws in each corner
 - Brass or other metal that matches color and will not react to brass plaque.
 - Predrill screw locations.
 - Screw head approximately 3/16" diameter
- See FP&M detail drawings for more specifications.

DONATIONS

A memorial bench and Donor Bench Plaques require a \$10,000 donation coordinated through the UW Foundation. This donation is used to pay for the bench and its installation, maintenance, and replacement if needed during the first 15 years of installation.

SIGN EXAMPLE



EXTERIOR SIGN TYPES

S3 | HERITAGE PLAQUE

DEFINITION

A specific type of UW-Madison commemorative historical marker outlined in policy [UW-6042](#) that has a distinct shape and text format.

FUNCTION

- Commemorate or memorialize a person/place/event affiliated with UW-Madison and/or the land it occupies.
- Recognize a major shift in thinking or action within a particular discipline. The accomplishment recognizes exceptional innovation, creativity, artistry, dedication, and utility to the benefit of all. In general, an individual/unit's accomplishments will build over the course of many years of research, teaching, and service. In time, the achievement is recognized well beyond the boundaries of the campus, consistent with the goals of the Wisconsin Idea.

APPROVAL

- See policy [UW-6042](#).
- See "Process & Approval" section, page 15.
- Campus Planning Committee

LOCATION

- On UW-Madison owned property.
- Near building or site that relates directly to the significant contribution narrated on the plaque.
- No closer than 100 feet from the nearest adjacent heritage plaque or other commemorative object or sign (e.g., building name sign, memorial bench, or historical marker).
- **Considerations:** visibility, safety, maintenance, proximity to landscape features (e.g., waste/recycling bins, public art, trees, etc.), and accessibility.
- Legible and accessible to pedestrians.
- Near sidewalks or within patios, plazas, courtyards, planting beds, and other outdoor spaces.
- Minimum 2'-0" away from sidewalks, curbs, and roads.
- Install in planting beds. Avoid lawn areas.

CONTENTS

- UW-Madison Numen Lumen logo. All other logos prohibited.
- Well organized, formatted copy layout.
- Avoid jargon, nicknames, and acronyms.
- Use descriptive language without being unnecessarily complex.
- Significant contributions related to activities that occurred at UW-Madison when the individual being recognized worked for the UW-Madison or was enrolled as a student. Typically, faculty, staff, or students will have been separated from the UW-Madison for 5 years before their name can be included on a heritage plaque.

- Names of important individuals, general or specific timelines/dates, campus location references, brief summaries of activities/events, & explanations of how the event resulted in a major shift in thinking/action.
- Primary text block will not exceed 100 words, or 600 characters (with spaces) total. Limit text to seven sentences on nine lines. Short sentences are preferable. Primary title line and the funding source for the plaque line are not included in these word counts.
- QR codes and website links/addresses are prohibited.

QUANTITY

- One per person, place, or event the plaque is commemorating or memorializing. No duplicates.

MATERIAL & DESIGN DETAILS

- See FP&M detail drawing.
- 21.25" height x 24" width with rounded top projection for "Numen Lumen" seal.
- Cast bronze material
 - **Border:** Double line raised, brushed stain finish
 - Contour top
 - Radius corners
 - **Background:** Dark brown color (Duranodic Bronze), leatherette texture
 - Diamond Shield protective coat
- **Mounting system:** Integrated post cap for a 1.5-inch interior diameter post
- **Plaque attachment:** Secured to post with a minimum of two tamper-proof fasteners
- **Post:** Secured to a buried (3-ft deep) concrete footing
- **Sign height:** Top flat edge of the sign is 48 inches above the adjacent pedestrian grade
- **Primary title:** Raised letters, brushed satin finish, center justified, presented in all capital letters
- **Body text:** Raised letters, brushed satin finish, center justified with sentence case capitalization

NOTES

- Fabrication/installation costs for a new heritage plaque are the responsibility of the sponsoring unit.
- All costs associated with maintenance/replacement of the plaque and mounting post will be charged to the sponsoring unit.
- Construction projects will remove all Heritage Plaques within the project limits and return to Campus Planning & Landscape Architecture (CPLA) for storage to avoid damage or being lost. The plaque will be reinstalled as part of the project's site restoration.

EXTERIOR SIGN TYPES

S4 | EXTERIOR ARTWORK SIGN

DEFINITION

- Visual graphic or plaque that communicates information about an outside artistic work or sculpture.

FUNCTION

- To provide basic information about the artistic work or sculpture.

APPROVAL

- See "Process & Approval" section, page 15.

LOCATION

- Campus Planning & Landscape Architecture (CPLA) will coordinate with artist and approve sign location
- Adjacent to or on the artistic work or sculpture.
- Visible by pedestrians.
- Minimize vulnerability to damage and vandalism.
- Minimize interference with site and facility maintenance.

CONTENTS

- Artwork title
- Artist name(s)
- Date of installation or dedication
- Gift and donor information

PROHIBITED

- Corporate names and logos
- Advertising
- QR codes and website links/addresses

QUANTITY

- One per artistic work or sculpture.

MATERIAL & DESIGN DETAILS

- The design will complement the overall art piece and not be overpowering or distracting from the artwork itself.
- Plastics and other nondurable materials are prohibited unless it specifically relates to the art or sculpture.
- Durable, long-lasting materials that do not require regular maintenance.

SIGN EXAMPLES



EXTERIOR SIGN TYPES

S5 | INTERPRETIVE SIGN

DEFINITION

A graphic or image that communicates a story or message. Typically includes images and text and is informational in nature.

FUNCTION

UW-Madison is a world class teaching institution where cutting edge research and scientific discoveries have taken place for 175 years. It is a bastion of culture, the arts, and forward thinking that has extended to the boundaries of Wisconsin and beyond. The history of the land UW-Madison rests upon goes back tens of thousands of years to the last glaciation and has been the home of the Ho-Chunk and other indigenous nations for time immemorial.

Interpretive signs are one medium to celebrate this wealth of knowledge and create a landscape of lifelong learning, however, the countless narratives that could be told are beyond the capabilities of what these signs can accomplish alone. Flexibility, budget, maintenance, information overload, and sign clutter are all reasons why a restrained and selective approach will be implemented.

Exterior interpretive signs will be temporary with a maximum display time of two years.

APPROVAL

- See "Process & Approval" section, page 15 and 16
- Interior signs do not require approval per this set of standards. Other approvals and standards may apply.

LOCATION

- Preferred location is inside buildings and/or online platform.
- If exterior:
 - Do not obstruct pedestrian circulation and ADA routes.
 - Accessible location for viewing the sign.
 - Minimize potential for damage and vandalism
 - Avoid obstructing maintenance equipment (e.g., lawn mowers).
 - Visible to pedestrians.
 - Parallel to sidewalk, hardscape areas, and planting bed edge.
 - Follows ADA best practices.
 - Minimize proximity to other interpretive signs and heritage plaques. Minimize proximity to other signs.

CONTENT

A professional graphic designer with interpretive sign experience is required to create the graphics to shorten the approval process time and provide a higher quality, more legible product that follows interpretive sign best practices.

Content will be reviewed by Campus Planning & Landscape Architecture and approved by FP&M Communications staff. If deemed necessary, UW Strategic Communications will also approve the content to ensure the narrative aligns with the mission and policies of UW-Madison.

Content and graphics will follow best practices from the National Park Service. Reference the National Park Service's guide for Wayside Exhibits and other resources for interpretive signs.

QR codes are discouraged because they are unreliable and easy to manipulate. QR codes are prohibited on permanent signage.

PROHIBITED

- Corporate names & logos
- Advertising
- Content that does not align with the mission & policies of the UW-Madison
- QR Codes (when on permanent signs)

QUANTITY

One sign per location and topic. Consideration may be given to alternative quantities and design on a case by case basis. Justification must be provided.

MATERIAL & DESIGN DETAILS

- **Sign Panel:** 0.375" high pressure laminate (I-Zone or equal) or .250" recycled aluminum panel. (Use recycled or reused panels whenever possible). Panel size 9" x 12" or 12" x 18". Landscape orientation. 1" radii corners. Matte black color all sides.
- **Graphics for Aluminum Panel:** UV-Cured printed on Briteline white vinyl with Briteline glass laminate. Anti-graffiti finish.
- **Mounting:** 45 degree pedestal mount. Bottom front panel edge will be 32" to 36" above grade.
- **Hardware:** Tamper proof stainless steel or galvanized hardware
- **Signpost:** Single 2" x 2" square aluminum post (48" length) with 8" x 8" square steel baseplate welded to bottom of post. Powder coated matte black.
- **Footings**
 - **Movable Base:** Post baseplate surface anchored to local stone or concrete base with rubbed or smooth finish. Weighted to prevent theft.
 - **In Ground:** 2" x 2" square steel mounting post welded to 8" steel base plate. Buried in ground. No concrete.

EXTERIOR SIGN TYPES

S6| WAYFINDING MAP DIRECTORIES

DEFINITION

Visual images and/or text that communicates where to find specific facilities, landmarks, and spaces on campus

FUNCTION

Help pedestrians and bicyclists with wayfinding on campus

APPROVAL

- See "Process & Approval" section, page 15
- Coordinate with UW Communications, UW Marketing, and Campus & Visitor Relations
- Annual review is required to ensure map and information is accurate
- Approved on case by case basis by FP&M

LOCATION

- At key visitor destinations, visitor pedestrian routes, and major pedestrian exits from select visitor parking areas
- Visible by pedestrians. Not intended for use by vehicles
- Minimize vulnerability to damage and vandalism
- Coordinate locations and integrate into the wayfinding system

CONTENT

- The map, graphics, and associated directories will be, legible, meet ADA guidelines, and consider colorblindness
- A physical map graphic is limited in the amount of information it can legibly display. Therefore, it will be supplemented by its on-line map counterpart on the UW-Madison website.
- Map, graphics, and information will be specific to campus. It may include public landmarks near campus for reference
- A three-dimensional, "bird's eye view", version of the campus map may be used. This type of "You-Are-Here" map provides an illustrative, three-dimensional understanding of the physical campus landscape and how to reach your destination
- Advertisements and references to non UW-Madison affiliated corporations & businesses are prohibited
- Content will be updated whenever significant changes are made to the physical landscape, information changes that will impact accurate wayfinding, and/or the graphics and information are no longer legible

QUANTITY

- Frequency and overall quantity will approved by FP&M

DESIGN DETAILS

- Materials and design will reflect the campus standard sign family
- Use design elements and materials consistent with the overall campus aesthetic and character such as red or cream brick, dolomitic limestone, and local fieldstone
- Design to make updating and maintaining the maps, graphics, and information efficient and cost effective to ensure they are accurate and legible

EXTERIOR SIGN TYPES

S7 | ELECTRONIC & DIGITAL SIGNS

DEFINITION

Graphics and displays that use electricity and/or lights to convey information or images. This includes electronically activated images and graphics creating the effect of motion or animation.

FUNCTION

Electronic and digital signs are prohibited. However, there may be rare situations where this sign type is the best way to provide accurate, up to date information to campus visitors. Overuse will negatively impact wayfinding, cause distractions, and is expensive to maintain

Interior electronic, animated, neon, video, digital, and signs with loose or moving components visible from the outside, are prohibited

APPROVAL

- Prohibited
- Parking Ramp Entry Signs that display, basic, accurate information on parking stall availability are exempt. Coordinate with Campus Planning & Landscape Architecture (CPLA)
- Electric displays and video boards inside Camp Randall Stadium, Goodman Field, and other sports facilities controlled by UW Athletics are exempt. Coordinate with FP&M
- Follow local municipality guidelines, ordinances, and approval processes

LOCATION

- Minimize vulnerability to damage and vandalism
- Minimize impact and damage to UW-Madison property
- Minimum 2'-0" off sidewalks, roads, and other spaces that require snow removal
- Minimum 8'-0" above grade if building mounted to deter damage and vandalism
- When building mounted, flush with façade
- Visible by pedestrians
- Aligns with other architectural and site elements Coordinates with other UW-Madison signage

QUANTITY

- None

MATERIAL & DESIGN DETAILS

- All fastening devices, hardware, & conduit will be concealed
- Coordinate with other signage on site
- Plastics and other non-durable materials are discouraged
- Will use sustainable best practices
- Sign illumination in any form is prohibited. The only exception, with FP&M approval, are when nocturnal visibility is deemed critical (e.g: 24-hour medical care facility). Illumination will be Dark Sky compliant and brightness will not be distracting or create a safety issue.

PROHIBITED

- Neon lighting & chaser lights
- Animated signs and scrolling text
- Loose & moving sign components
- Flood lights, & up or down lighting
- Exposed conduit, tubing, or raceways, conductors, transformers, & other equipment

NOTE

- FP&M funds will not be used to maintain or updated this sign type. The campus unit owning the sign is fully responsible for funding the permitting, design, installation, maintenance, upkeep, and removal of the sign. They are required to ensure the sign remains compliant with the UW-Madison policies and standards for exterior signs.
- If not in an acceptable appearance, is a safety hazard, is out of date, has inaccurate information, has significant deferred maintenance, or conflicts with the mission and values of the UW-Madison, FP&M has the right to remove the signage and bill the owner or responsible party.

EXTERIOR SIGN TYPES

S8 | KIOSKS & BULLETIN BOARDS

DEFINITION

Visual, non-electric, displays, often on a small sign or structure, used for providing permanent or temporary information and advertisements. Interactive, electronic, and digital displays and screens fall under “Electronic & Digital Signs”

FUNCTION

In the past this sign type provided a method of posting information for events, festivities, and activities on campus. These functions can now be better served through other channels such as social media and websites.

APPROVAL

- Prohibited

NOTE

- Proper kiosk maintenance and removal of dated material are a challenge and are outside the scope of FP&M's sign maintenance.
- There are more effective ways to communicate information typically found on these signs including social media and the Internet.
- The Lakeshore Nature Preserve kiosks are exempt
- The kiosk at the Humanities Building are original to the building and are exempt as long as they are well maintained by the departments in the Humanities Building.
- The poster kiosks on Vilas Hall, facing East Campus Mall, are maintained by UW-Madison Theatre and were installed as part of East Campus Mall. They are exempt as long as they are well maintained by the Theatre.

EXTERIOR SIGN TYPES

S9 | UW RETAIL SIGN

DEFINITION

Visual graphics that identify the location of a UW-Madison affiliated unit that sell goods or services on campus.

FUNCTION

- To provide wayfinding to the main entrance of a UW-Madison affiliated revenue generating unit or service such as a food service, bookstores, and other retail establishments.
- Retail signage for vehicular traffic is prohibited.
- See "Corporate Signs" for non UW-Madison entities or businesses on UW-Madison property.

APPROVAL

- See "Process & Approval" section, page 15.
- UW Marketing
- Follow local municipality ordinances & guidelines.
- Seek any necessary municipal approvals.
- Submit complete sign package. Include statement of need, proposed sign design and placement.
- Temporary window clings and graphics will be treated as Temporary Banners.

LOCATION

- Near main exterior entrance to establishment.
- Building mounted and parallel to the building facade and street or pedestrian mall.
- Visible by pedestrians. Not intended for vehicles.
- Minimize vulnerability to damage and vandalism.
- Compliments architectural features and site.
- Coordinate with nearby existing and proposed signage.
- Entities with direct access to the exterior door may post a small graphic on the facility door glass with name and logo of the establishment and hours of operation.
- Other locations may be considered on a case-by-case basis if pedestrian visibility is constrained or due to unusual existing constraints (e.g., low visibility due to architecture or site challenges).
- Prohibited on eligible or listed National Register of Historic Places. Recommend ground mounted sign.
- Discouraged on other historic properties. May require Wisconsin Historical Society review and approval. Recommend ground mounted sign.

CONTENT

- A professional graphic designer is required to create any artwork. Requires review and approval by Campus Planning & Landscape Architecture (CPLA).
- Establishment name and logo
- Follow UW-Madison advertising policies, including policy [UW-200 Advertising](#).
- Operation hours may be displayed as window graphic (See "Window Graphics") or as non illuminated sign mounted to window if hours vary during the year.

PROHIBITED

- Slogans
- Abbreviations and nicknames
- Advertising, marketing, promotions. However, these may be displayed inside the building within the retail establishment footprint if not visible to the exterior (e.g., through windows or doors).
- Corporate branding

QUANTITY

- One per establishment if it has direct exterior entrance.
- Secondary signage or graphics may be approved as window graphics only. See "Window Graphics."

MATERIAL & DESIGN DETAILS

- Will be subordinate in size, color, location, and display to Primary and Secondary Identification Signs.
- Plastics and other nondurable materials are discouraged.
- Use sustainable best practices.
- Sign illumination in any form is prohibited.
- Reference UW Madison branding standards.
- Size and design will complement existing site and architecture.
- Total signage will not exceed 8 square feet.
- Installation must be reversible, not damage facility materials, and not obscure site or architecturally significant elements.

PROHIBITED

- Neon lighting/chaser lights
- Loose or moving sign components
- Sign illumination in any form
- Animated, electronic and digital images

NOTES

- FP&M funds will not be used to maintain and upkeep UW Retail Signs. The owner or responsible party of the sign is fully responsible for funding the permitting, design, installation, maintenance, and removal of the sign with coordination from FP&M.
- FP&M has the right to remove UW Retail Signs and bill the owner or responsible party if it is not in an acceptable appearance, is a safety hazard, is out of date, has inaccurate information, has significant deferred maintenance, or conflicts with the mission and values of UW-Madison.

EXTERIOR SIGN TYPES

S10 | CORPORATE SIGN

DEFINITION

Visual graphics displaying branding information about a non UW-Madison unit or business on UW-Madison property.

FUNCTION

- All corporate branding on exterior facilities will be kept to an absolute minimum. FP&M strongly recommends interior application because it is difficult to maintain and detracts from the wayfinding system and UW-Madison branding.
- Use in special circumstances for partnerships/collaborations between UW-Madison and businesses or other external entities on campus.
- Not intended for advertising and marketing.
- See “UW Retail Sign” for signage associated with UW-Madison entities that sell goods or services on UW-Madison property.

APPROVAL

- See "Process & Approval" section, page 15.
- UW Marketing. Exceptions may need to be approved by Chancellor and Provost Offices.
- Design Review Board
- Follow local municipality ordinances and guidelines.
- Seek necessary municipal approvals.

LOCATION

- Near main exterior entrance to establishment.
- Building mounted and parallel to the building facade and street or pedestrian mall.
- Visible by pedestrians. Not intended for vehicles.
- Minimize vulnerability to damage and vandalism.
- Minimize impact and damage to UW-Madison property.
- Compliments architectural features and site.
- Coordinate with nearby existing and proposed signage.
- Entities with direct access to the exterior door may post a small graphic on the facility door glass with establishment name and logo and hours of operation.
- Prohibited on eligible or listed National Register of Historic Places. Recommend ground mounted sign.
- Discouraged on other historic properties. May require Wisconsin Historical Society review and approval. Recommend ground mounted sign.

CONTENT

- Entity name and/or logo. Cannot exceed size of nearby UW Crest Medallion or standard UW signs.
- Follow UW-Madison advertising policies, including policy [UW-200 Advertising](#).
- Operation hours may be displayed as window graphic (See "Window Graphics") or as non illuminated sign mounted to window if hours vary during the year.
- A professional graphic designer is required to create any artwork. Requires review and approval by Campus Planning & Landscape Architecture (CPLA).

PROHIBITED

- Slogans
- Abbreviations and nicknames
- Advertising, marketing, promotions. However, these may be displayed inside the building within the retail establishment footprint if not visible to the exterior (e.g., through windows or doors).

QUANTITY

- One sign or graphic

MATERIAL & DESIGN DETAILS

- Will be subordinate in size, color, location, and display to standard UW-Madison signs.
- Plastics and other non-durable materials are discouraged.
- Use sustainable best practices.
- Sign illumination in any form is prohibited.
- Size and design will complement existing site and architecture.
- Logo and/or lettering will be white or monochromatic.
- Installation must be reversible, not damage facility materials, and not obscure site or architecturally significant elements.

PROHIBITED

- Neon lighting/chaser lights
- Loose or moving sign components
- Sign illumination in any form
- Animated, electronic and digital images

NOTE

- UW-Madison specific signage takes priority over corporate signage and will not compete with Primary and Secondary Identification signage on the facility and adjacent facilities.
- FP&M funds will not be responsible for the maintenance and upkeep of Corporate Signs. The corporate entity represented in the sign will be fully responsible for funding the permitting, design, installation, maintenance, and removal of the sign with coordination from FP&M.
- FP&M has the right to remove Corporate Signs and bill the owner or responsible party if it is not in an acceptable appearance, is a safety hazard, is out of date, has inaccurate information, has significant deferred maintenance, or conflicts with the mission and values of UW-Madison.

EXTERIOR SIGN TYPES

T1 | TEMPORARY BANNER

DEFINITION

Temporary visuals or graphics publicly displayed on light poles, building facades, or structures.

FUNCTION

- Provide opportunity for UW-Madison units to promote affiliated events and activities on campus.
- For UW-Madison units to celebrate significant anniversaries and landmark achievements.
- Celebrate the culture and diversity of campus.

APPROVAL

- See "Process & Approval" section, page 14.
- Entities not affiliated with UW-Madison are prohibited from posting banners on UW-Madison property.
- Complete and submit Temporary Banner Request form.
- Client will provide "End-of-Life" plan for banner materials.
- Temporary window clings and window paint will be treated as Temporary Banners.

LOCATION

- Banner location priority is first come first serve basis on receipt of Temporary Banner Request form and cannot be reserved more than one year in advance. Campus wide banner installations and those with 30 or more may require longer lead times.
- Banners on City of Madison and Village of Shorewood Hills light poles are prohibited.
- Mount to designated, UW-Madison owned buildings, structures, and light poles.
- Locate and fasten to not cause facility damage or create safety hazard.
- Respects the architecture and site.
- Bascom Hall and Bascom Mall banner poles are not available for general campus requests.
- Contact UW Marketing and make request through Central Reservations for displays on the lower 1/3 of Bascom Mall (The bottom lawn panel bounded by the adjacent sidewalks). See Policies [UW-6000](#) and [UW-6013](#).
- Contact City of Madison Building Inspection Division for banners on the Alicia Ashman Pedestrian Bridge and South Park Street Pedestrian Bridge.

PROHIBITED

- Ground mounted banners (excluding Feather banners)
- Buildings and structures on the National Register of Historic Places or designated as a landmark
- North Park Street Pedestrian Bridge at Bascom Hill
- Camp Randall Memorial Park
- The Memorial Union building

CONTENT

- A professional graphic designer is required to create any artwork. Requires review and approval by Campus Planning & Landscape Architecture (CPLA).
- Decorative in character and informative in function.
- Reflect UW-Madison's reputation as a world class teaching and research institution.
- Restricted to themes that represent UW-Madison
- Follow UW-Madison policies and standards. Consult UW Policy Library and UW Marketing.
- Reference UW Marketing standards.

PROHIBITED

- Advertising
- Corporate, business, and sponsor logos

MATERIAL & DESIGN DETAILS

- **Light Pole Banner Sizes:** 48" h x 30" w standard. 36" h x 18" w banner size for pedestrian areas such as East Campus Mall. Double sided.
- **Building Mounted Banners:** Size varies based on architecture and site. Single sided with grommets every 24".
- **Material:** 21oz vinyl, pockets top and bottom, 2 grommets. Use PVC free material whenever possible.
- UV resistant ink
- Light pole banner hardware will be powder coated matte black:
 - 1.5" diameter aluminum arms, 0.30" long. Threaded one end
 - Cast aluminum brackets
 - Black arm caps
 - Black stainless steel straps and black heavy duty zip ties

SCHEDULING

- Banners will be displayed up to 14 consecutive days.
- Display time lengths that vary from the policy requires additional client justification and approval from Campus Planning & Landscape Architecture on a case by case basis and do not provide justification for other similar exceptions.
- A UW-Madison department or unit wanting to celebrate a significant anniversary may request a banner posting duration up to one year. Banner graphics need to reflect the anniversary.
- Banners will be removed within 24 hours of the posting dates concluding and requires an additional Physical Plant work order placed by the requester.

EXTERIOR SIGN TYPES

T1 | TEMPORARY BANNER

FEATHER BANNER

- Complete and submit Temporary Banner Request form.
- Temporary installations posted for no more than 7 consecutive days.
- Located adjacent to the event or activity being promoted.
- No more than one feather banner per site or in view of another.
- Installations are for promoting UW-Madison events and activities only.
- Ground mounted installation, vertically oriented, in lawn areas only. Client must call Diggers Hot-line prior to installation.

PROHIBITED

- Doubling up with other temporary signage (one per location)
- Anchoring into concrete or other hardscapes
- Located under trees

EXTERIOR SIGN TYPES

T2 | TEMPORARY SIGN

DEFINITION

Visual graphics displayed on UW-Madison property for a limited, predetermined, amount of time.

FUNCTION

- Promote UW-Madison affiliated events and activities to the campus community.
- Wayfinding to UW-Madison affiliated events and activities.
- Will only be displayed during business hours and safely stored off hours in a concealed location.
- Event related signs will be posted no more than 24 hours prior to event and removed within 12 hours of event concluding.
- See the "General Information" section of this document regarding the display of political materials.

APPROVAL

- See "Process & Approval" section, page 16.
- Entities not affiliated with UW-Madison are prohibited from posting temporary signs on UW-Madison property and may be removed by FP&M.
- Leadership from unit responsible for temporary sign will approve use and content.
- Flexibility is needed for temporary signage in emergency situations (e.g., COVID19) to protect the health, safety, and welfare of the public. Coordinate with FP&M to determine best course of action for signage.
- For temporary transportation related signage:
UW Transportation Services

LOCATION

- See UW-Madison lands map to determine if a City of Madison permit is required.
- Placement of signs will be in close geographic proximity to the location, event, or activity they are affiliated with.
- Freestanding and does not require ground penetration or attachment to building or structure.
- Does not damage lawn or hinder lawn maintenance
- Do not lock or lean against benches, tables, light poles, waste containers, bus shelters, etc.
- Does not obstruct ADA access and site maintenance.
- Does not interfere with pedestrians and bicycles.
- Does not create a tripping or slip hazard.
- Does not interfere with snow removal.

PROHIBITED

- Placement on buildings, structures, site amenities, vegetation, trees, and other permanent signs
- Obstructing permanent signs, windows, doors, and ventilation grills

CONTENT

- Related to the unit, event, or activity sign is associated with
- UW Crest and UW-Madison affiliated logos
- Restricted to themes that represents UW-Madison and its mission.
- May acknowledge supporter(s) of an event or activity but may not display corporate logos.
- Adhere to UW Marketing standards.
- Name of UW-Madison unit displaying the sign is required.

PROHIBITED

- Advertising
- Logos not affiliated with UW-Madison
- Corporate branding
- Events and activities not affiliated with UW-Madison and/or not taking place on UW-Madison property.
- Content that does not directly relate to the premises to which the portable sign corresponds.

QUANTITY

- One sign near primary entrance unit.
- For events that span large areas of campus, temporary signs will be spaced no less than 300 feet apart, with no more than 20 signs per event to be placed on campus
- As part of the UW-Madison's effort to be sustainable and maintain a clutter free campus, Temporary Signs will be limited in quantity and used strategically.

EXTERIOR SIGN TYPES

T2 | TEMPORARY SIGN

MATERIAL & DESIGN DETAILS

- Black or white “A Frame” type sign that is reusable. Black is recommended for visibility in the winter.
- 24" w x 36" h size. Single or double sided.
- Internally weighted with dry sand. No exterior weights.
- No surface-damaging adhesives (ex: glues, construction adhesives, duct tape) or surface-penetrating fasteners are to be used.
- Temporary Signs will be maintained in good structural and aesthetic condition as well as maintained in upright position.

PROHIBITED

- Yard signs and other temporary signs that penetrate the ground are prohibited.
- Illumination and electronic displays.
- Moving components and attention-getting devices.
- Mirrors, foil, reflective material, and retro-reflective paint, sheeting, or letters.
- Adhesive stickers, labels, decals, and static clings on UW-Madison owned structures, buildings, sidewalks, roadways and site amenities
- Mimicking official traffic control devices as prohibited by MGO Sec. 31.045(3)(b).

NOTES

- Temporary signage policy and standards are intended to align with City of Madison Sign Control Ordinance (MGO 31.046(2)).
- Responsible unit for the signs will set up sign and take them down.
- Building manager or facility contact will be notified of non-conforming signs which must be brought into conformance or removed immediately. Reference Board of Regents of the UW-Madison of Wisconsin System (UWS) Administrative Code 18.08(9)(a).
- Failure to observe and follow the policies and standards may result in sign removal. Gross violations or repeated violations may result in appropriate sanctions for responsible unit and possible loss of future Temporary Sign display privileges.
- FP&M reserves the right to remove non-compliant signage and bill sign owner.

SIGN EXAMPLES



EXTERIOR SIGN TYPES

T4 | PROJECT SIGN

DEFINITION

Visual image displayed for a limited time within the limits of a construction site to provide basic project information.

FUNCTION

To provide basic information about a UW-Madison project to the public. It is not an advertisement for project A/E, contractors, or campus entities affiliated with the project.

APPROVAL

- See "Process & Approval" section, page 14.
- Submit FP&M Temporary Banner Request Form.

LOCATION

- Stand alone sign within project limits
- If project uses Fence Wrap (p.58), the Project Sign must be printed on it.

PROHIBITED

- Attachment to scaffolding
- Anywhere outside the project limits
- Within sight triangles at intersections or anywhere it may create a safety issue

CONTENT

- A professional graphic designer is required to create any artwork. Requires review and approval by Campus Planning & Landscape Architecture (CPLA).
- Well organized, formatted graphic layout.
- Reference image of completed project.
- Copy will have high contrast with background.
- Project name
- Estimated completion date
- Source of funding
- Sustainability efforts for project
- Groups managing project (e.g., DFD, FP&M)
- UW-Madison Logo
- Official logo of school, college, department, or unit that is the primary occupant.
- Follow UW Marketing branding standards.

PROHIBITED

- Corporate and business logos, corporate marketing
- Advertising, marketing, and promotions
- A/E and contractor logos and names

QUANTITY

- Optional sign type
- One "Project Sign" for each significant side of the project boundary that faces a major street or pedestrian mall.
- If Project Sign is printed on Fence Wrap, it may use up to three fence panels. See FP&M Project Sign & Fence Wrap Template.
- One additional "panel" per Project Sign is permitted if its sole purpose is highlighting project sustainability efforts.

MATERIAL & DESIGN DETAILS

- Follow UW Marketing branding standards.
- White backgrounds not recommended. They quickly appear dirty and blend into the snow.
- Size will not exceed the dimensions of one chain link fence panel used for the project limits.
- Coordinate with UW-Madison standard signage on site
- Use sustainable best practices. Use Eco friendly materials that contain no PVC.
- 9 oz banner scrim mesh, 80% porosity. No slits or wind openings. Printed 4 color, one side.
- Secure with heavy duty zipties every 24" on all sides of banner. Color will be clear, black, or match background.
- Install taught on fence with no folds to prevent damage to wrap and unsightly appearance.

NOTES

- Submit end of life plan for materials as part of approval. Coordinate with FP&M if there is a fence wrap reuse program. If DFD requires their standard project sign, coordinate so there is only one project sign.
- Fence Wrap will be maintained throughout duration of display. If damaged, "tagged", or has graffiti; remove or repair within 24 hours.
- Project or project sponsor will be directed to remove fence wrap, at their expense, if it is not maintained in good structural and aesthetic condition, creates a safety hazard, has inaccurate information, or does not follow UW-Madison policy and standards.
- Project or project sponsor is responsible for set up, take down, and maintenance of Fence Wrap.
- Project or project sponsor is responsible for all costs related to the fence wrap, including its maintenance during the project.

EXTERIOR SIGN TYPES

T5 | FENCE WRAP

DEFINITION

Vinyl Mesh or other flexible material along the length of a project boundary construction fence. Typically has simple graphics and color and is displayed for a limited amount of time.

FUNCTION

To provide some screening of construction activity, reduce dust, and provide a more aesthetic appearance for projects lasting more than one year.

APPROVAL

- See "Process & Approval" section, page 14.
- UW Marketing
- Submit FP&M Temporary Banner Request Form.

LOCATION

- Attached to outside of construction fence along project limits.

PROHIBITED

- Attachment to scaffolding
- Anywhere outside the project limits
- Within sight triangles at intersections

CONTENT

- "Project Sign" content in selected designated locations and quantity (See p.57).
- Use FP&M standard fence wrap graphics. If not available, a professional graphic designer is required to create any artwork. Requires review and approval by Campus Planning & Landscape Architecture (CPLA).
- Well organized, formatted graphic layout that does not distract vehicular traffic.
- Solid colors with simple patterns.
- Reference UW Marketing standards and branding guidelines.

PROHIBITED

- Corporate and business logos
- Advertising and promotion
- A/E and contractor logos and names
- Photographic or illustrative images
- Text

QUANTITY

- Optional sign type
- Varies. Entire fence length is not required to be covered. Focus on most visible sections to minimize waste.

MATERIAL & DESIGN DETAILS

- Size of each wrap panel will match the dimensions of chain link fence panel used for the project limits. This allows fence location to be modified during the project.
- Use sustainable best practices. Use eco-friendly materials that contain no PVC.
- 9 oz banner scrim mesh, 80% porosity. No slits or wind openings. Printed 4 color, one side
- Secure with heavy duty zipties every 24" on all sides of banner. Color will be clear, black, or match background.
- No slits or wind openings. They tend to cause more tearing and damage than prevention.
- Install taught on fence with no folds to prevent damage to wrap and unsightly appearance.

ALTERNATE MATERIAL & DESIGN DETAILS

- May only be used when fence will not move for entire duration of project.
- 1000 Denier Coated CORDURA® Nylon Fabric
- Border/Thread: #135 Polyester HEMS: 3-ply reinforced with 18 oz vinyl
- Grommets: #2 brass grommets every 12" with triple grommets corner
- Dimensions: Typically 50' sections of 4'-8" height. Match fence height.
- No wind slits
- Reuse whenever possible.
- Secure with heavy duty zipties on all sides. Color will be clear, black, or match background.

NOTES

- Submit end of life plan for materials as part of approval. Coordinate with FP&M if there is a fence wrap reuse program.
- Fence Wrap will be maintained throughout duration of display. If damaged, "tagged", or has graffiti; remove or repair within 24 hours.
- Project or project sponsor will be directed to remove fence wrap, at their expense, that is not maintained in good structural and aesthetic condition, creates a safety hazard, has inaccurate information, or does not follow UW-Madison policy and standards.
- Project or project sponsor is responsible for set up, take down, and maintenance of Fence Wrap.
- Project or project sponsor is responsible for all costs related to the fence wrap, including its maintenance during the project.

EXTERIOR SIGN TYPES

T6 | CHALKING

DEFINITION

Temporary messages or images using water soluble material on university sidewalks and streets.

APPROVAL

- See Policy [UW-6013](#). The policy supersedes what is in this standards document.

LOCATION

- University owned sidewalks and streets

PROHIBITED

Chalking is prohibited on university buildings, courtyard areas, vertical surfaces, planters, doors, trash receptacles, steps, fountains, benches, tables, signs, poles, columns, bus stops, light posts, trees, arches of bridge walkways, the Lakeshore Path, underneath overhangs or any covering, or any location where precipitation cannot wash away the chalk.

MATERIAL & DESIGN DETAILS

- Chalking may only be done with water soluble materials. No paint, oil-based chalk, indelible marks, or spray chalk may be used.

NOTES

- The university may remove chalking and other markings on university property, including outdoor public university areas, that violate university policy, including but not limited to this policy, or state or federal law.
- Chalking as permitted by this policy is subject to regular maintenance and cleaning by authorized university personnel acting within the scope of their university duties.
- If natural conditions have not removed chalk from university sidewalks and streets, highly chalked areas will be cleaned on a weekly basis.

