



LEHIGH  
UNIVERSITY

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## Wayfinding and Signage Manual

Version 2.4 | 11/23/22

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SECTION 1

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## About the Sign System

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## **Introduction**

Lehigh University, located in Bethlehem, Pennsylvania, spans 1,600 acres across three campuses:

1. Packer
2. Mountaintop
3. Goodman

Lehigh University has recently announced its ambitious new "Path to Prominence" plan that will transform the physical campus landscape to support dramatic academic growth over the next ten years. A key component in improving the built environment and landscape design to achieve this plan is the creation of wayfinding and signage standards and an implementation strategy to establish a coherent, navigable, and consistent identity for Lehigh University. The Wayfinding and Signage program at Lehigh University is guided by the following vision and objectives:

## **Vision**

Create a system of total support to help students, prospective students and families, faculty, staff, and the general public navigate the campus with ease. Support their journey with respect, empathy and joy.

## **Objectives**

Create a visitor-centric experience.

Develop a wayfinding system that creates a coherent and navigable campus environment.

Elevate the Lehigh University brand in the environment.

Connect, leverage, and strengthen Lehigh University assets.

Engage stakeholders including the City of Bethlehem, Lower Saucon, Hellertown, and PennDOT to create a consistent wayfinding experience beyond Lehigh University borders.

Provide leadership in innovation and design.

Assist users in navigating the steep topography of the campus.

Apply sustainable concepts and principles to the system through the efficient use of natural and manufactured resources.

Create a sustainable, maintainable, and flexible system to respond to the continued campus growth.

Consider technology to enhance the system.

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SECTION 1A

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## **Wayfinding at Lehigh**

## **Wayfinding At Lehigh University**

Wayfinding is a process of spatial orientation and decision-making along an individual's path of travel to a destination. There are points along this journey when orientation is required to make a decision about which direction to proceed. Exterior signs provide the information necessary to guide students, visitors and staff to destinations, identify areas and provide safety information. A successful sign system assists people in finding their way, enhances the campus environment and complies with the Americans with Disabilities Act (ADA) and local regulations.

In 2017, Lehigh University assessed the manner in which it moves people between, around and through its campuses to develop a new wayfinding strategy. Lehigh University engaged Exit Design, a Philadelphia-based design firm, to evaluate its campus wayfinding, access and usability. Comprehensive signage audit, site observations, tours, fieldwork and work sessions with University stakeholders informed the design direction of the sign program.

The Experience Assessment audit provided a clear understanding of the current campus experience. Its findings were used to develop an overall Wayfinding Master Plan for a new campus experience to match the growth of the University and accommodate future changes.

The Wayfinding Master Plan identifies the top wayfinding challenges on campus and outlines the opportunities to address these challenges and enhance the overall user experience across all campuses. Recommendations include creating an overall language of wayfinding for the campuses, promoting pedestrian navigation of the campus, enhancing the connection between campuses and across the mountain, and enhancing the campus shuttle experience.

This comprehensive wayfinding and signage standards manual documents the approved design direction to address the needs identified in the Wayfinding Master Plan (8/1/18), and demonstrates constructability, maintenance, and guidelines for implementation.

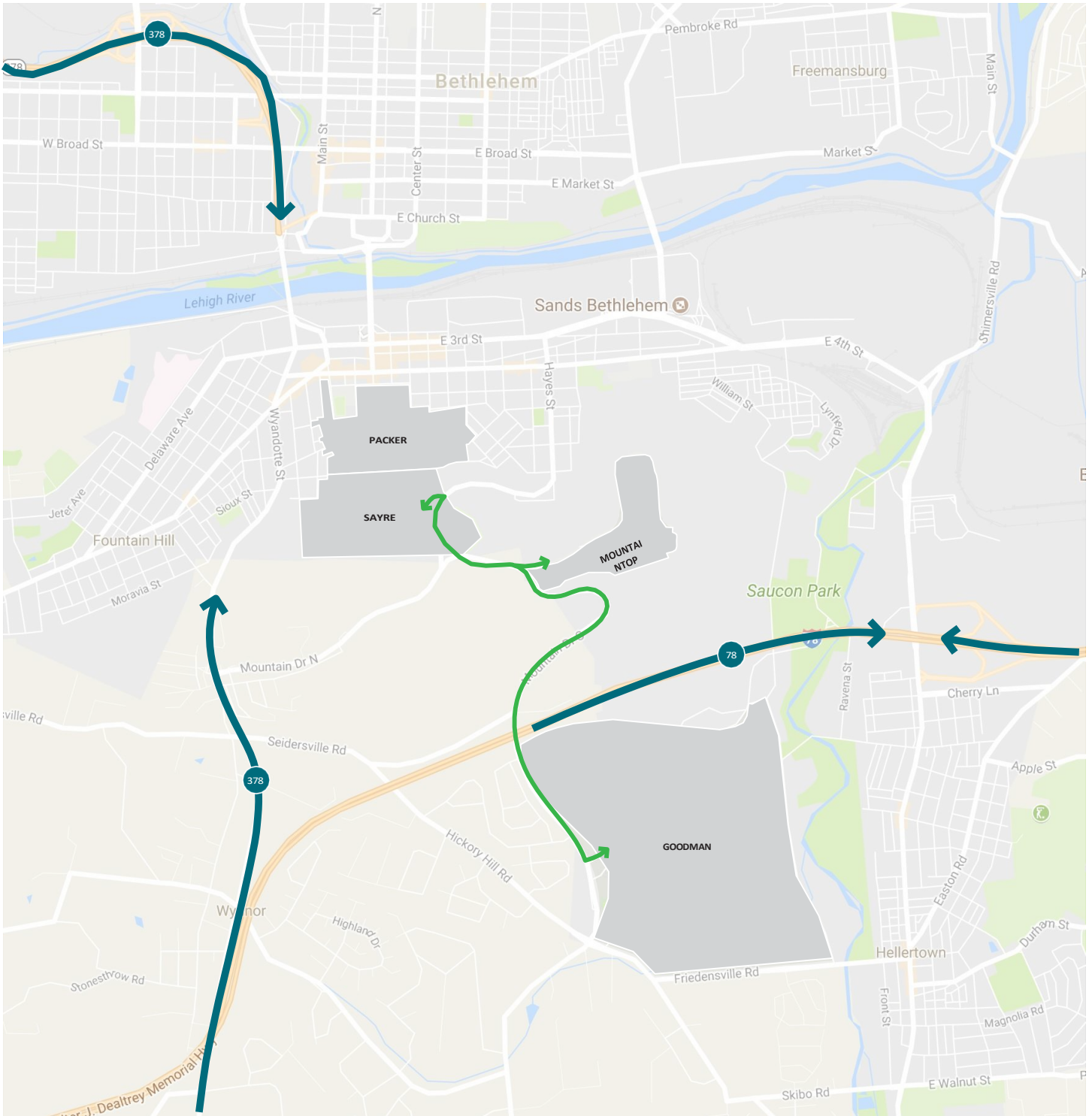
The University's visual identity system and image was translated to a new, aesthetically distinct, affordable and easily maintainable exterior sign standard system. The new standards outline guidelines for signage locations, keeping in mind that campus beautification efforts include minimizing the quantity of signage in the campus landscape. The new sign system promotes the Lehigh University commitment to standardization, yet provides the flexibility to respond to the variety of campus conditions.

For the ease of wayfinding and direction-giving, Lehigh University has been divided into four distinct regions as shown in the map to the right. Packer Campus, the largest of Lehigh's three campuses, has been divided into two neighborhoods based upon their unique characteristics: the Packer neighborhood (reflecting the core of academic buildings) and Sayre Park neighborhood (representing the residential housing on the mountainside). The wayfinding system has been developed to infuse the environment with the Lehigh Identity, connect the three campuses, support the approach and departure to and from each campus, delineate the two Packer neighborhoods, organize and create clarity in the pedestrian and vehicular wayfinding, and establish information hubs at key public destinations.

## **Wayfinding Sign Program Policy**

The Lehigh University Wayfinding and Signage Manual provides specific guidelines and standards to the Lehigh University community for the implementation of the Lehigh sign system across all University campuses, buildings and environments. The Lehigh University Signage Manual has been developed by Campus Planning and Projects with extensive advice and consultation from faculty, staff and students.

The power of a strong visual identity and consistent wayfinding system can only be realized through consistent application over time. It is Lehigh University's policy that the official wayfinding signage, as described in this manual, is the only sanctioned wayfinding and signage system across Lehigh University. No other signage may be used or created to represent Lehigh University as a whole or any part thereof.



## **Glossary Of Terms**

Definitions of key concepts and tools are provided in this section:

### **Wayfinding Methodology**

Finding and harnessing the hidden logic of a place to create a simple, clear and easily communicated methodology for wayfinding is the first step in providing directions to a visitor. A wayfinding methodology creates a platform or language for the wayfinding and signage program. This manual provides a deeper understanding of how to implement and maintain the wayfinding and signage program.

### **Hierarchy**

The logic of wayfinding is heavily based on developing and maintaining a hierarchy of information. This pre-determined hierarchy applies to terminology, direction-giving methodology and even the design features of a system, such as typography and color.

### **Terminology**

Lehigh University has developed a consistent terminology, or language, that should be used in all wayfinding communication, i.e. print, web, signage and verbal direction-giving.

### **Copy list**

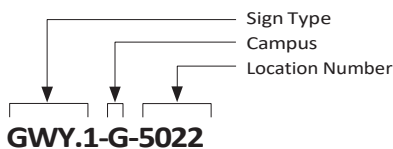
The Copy List details signs specified for fabrication. It references a sign location number that corresponds to a sign location plan and includes the sign type, copy to appear on each sign, quantity, and installation notes.

### **Sign Location Plans**

Sign Location Plans are site or floor plans that show locations of each sign specified for installation. Each sign location number shown on the site plan references the sign location number in the copy list.

### **Sign Location Numbering**

A strategy for sign location numbering has been developed to ease the process of review and revisions. For example:



There should be no duplicating number sequences. Every location should have a unique location number.

### **Sign Type Numbering System**

The “Sign Type Numbering System” is designed to assist in specifying each sign type. The numbers help organize the signs by function, layout and product category.

### **Sign System Overview**

The sign system overview section of this manual shows every sign type in the system, organized by sign type category. Each sign type category includes an introduction to its usage. For each sign type, a description of the sign and its function, the sign type number and overall size is provided as a quick reference.

### **Design Intent Drawings**

Each sign type is dimensioned and detailed in the specification section of the manual. Every sign type has at least four pages (front and back) of fabrication and installation details. These pages are organized so that they can be removed from the manual, copied, and provided to a fabricator and/or installer based upon an individual project’s needs.

### **Strategy Section**

The strategy section of the manual is designed for use by the team that is planning, managing and programming a wayfinding system at Lehigh University. This section provides the detailed strategies that were used to design the wayfinding system, and should be included in each implementation of the system.

### **Brand Usage**

The logo, terminology, fonts, colors and signature elements of the Lehigh University brand are strategically included in the messaging and design of the Wayfinding and Signage System. The Lehigh logo and signatures are integrated, where appropriate, into the signage system. The goal for all logo usage is to adhere to the standards in the Lehigh University Branding and Visual Identity Guide. Any brand application in the system that deviates from the identity manual has been reviewed and approved for signage usage only.

Typically, logos appear on signage at large permanent installations, such as campus arrival moments, but not at individual information or regulatory warning signs. Some typefaces, colors and layouts are not suitable for application on large-scale environmental graphics. Critical adjustments may need to be made to brand elements for inclusion on signage. For questions about brand usage, contact the Lehigh University Communications and Public Affairs office.

SECTION 1B

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## **How to Use the Manual**

## **How To Use The Manual**

The manual has been developed for the ongoing maintenance of the system that includes comprehensive information for the Exterior Signage program. The Wayfinding and Signage Manual consists of a vocabulary of pre-designed sign types that will effectively meet a broad range of sign function requirements. This manual documents the signage program and describes the entire sign family as a sign system, including descriptions of sign types and their functions.

The Wayfinding and Signage Manual facilitates the implementation of signs across campus as new buildings are constructed and areas of campus are renovated and as a catalog to order replacements for damaged or outdated parts or signs where the program has already been installed.

This document is intended to provide project managers and other interested parties with a detailed description of the primary operating characteristics of the Exterior Sign program at Lehigh University. The manual is divided into three parts:

### **Section 1—About The Sign System**

This section provides an overview of objectives, policies and strategies that were developed and approved by the Lehigh University Signage Working Group.

### **Section 2—Sign System Overview**

Each exterior sign is shown with a drawing that specifies typography, color, materials, construction and installation details, placement guidelines and performance specifications.

### **Section 3—Sign Maintenance**

This section outlines the levels of implementation of the signage standards and the tools and processes for maintaining the Signage System.

Understanding the Layout

SECTION 2B | VEHICULAR WAYFINDING VDR.1

1 Front and Rear Elevation Scale: 1/2" = 1'-0"

2 Side Elevation Single Sided Scale: 1/2" = 1'-0"

3 Side Elevation Double Sided Scale: 1/2" = 1'-0"

**VDR-1 - Vehicular Directional: Ground Mounted**  
 GENERAL FABRICATION/GRAPHIC NOTES  
 Field verification of each sign location and site conditions will be required prior to fabrication.

A few guidelines to consider when selecting this sign type:  
 Primary vehicular directional to be used throughout campus. This sign type should be positioned to be on the same side of the roadway as the flow of traffic.  
 Double-sided messaging is only permissible when there are no other options and locating messaging adjacent to the flow of traffic is not possible.

- 1- Sign Panel  
1/4" thick aluminum plates chemically welded to mounting angle. Paint all exposed surfaces. Mechanically fastened to mounting frame. Surface applied graphics.
- 2- Fabricated Sign Core  
.063" thick aluminum sheet fastened to 1 1/2" thick aluminum tube frame. Paint all exposed surfaces.
- 3- Mounting Frame  
3/4" x 1" x 1/2" Aluminum Arch Angle, miter jointed mechanically fastened to sign core.
- 4- Mounting Base  
1/2" thick aluminum sheet chemically welded to 1 1/2" aluminum tube. Paint all exposed surfaces and secure to foundation and fabricate sign core.

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SECTION 2B | VEHICULAR WAYFINDING VDR.1

1 Alternate Layout Scale: 1/2" = 1'-0"

2 Alternate Layout Scale: 1/2" = 1'-0"

3 Arrow Detail Scale: NTS

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- 1**
- 2**
- 3**
- 4**
- 5**
- 6**
- 7**

**1 Sign Type Number Header**

The Header outlines the sign type number and description, available configurations and variation details including size, illumination and mounting options. Use the reference chart on the right side of the Header for how to read the number.

**2 Guidelines**

This paragraph includes details about the design, usage, and programming of this specific sign type.

**3 Construction / Installation Detail Reference**

Construction and Mounting Details are shared between multiple sign types in the Manual and are noted as section call outs. Sign types may reference multiple details located in the Construction and Installation Detail sections.

**4 6 Construction Specifications**

Portions of the sign elevation, indicated with a letter in a black box, key to the notes at the bottom of the page.

**5 General Color and Material Specifications**

Color or Material specifications are noted with a P (paint) and number or M (material) and number, and key to the Color and Materials page in the Graphic Standards Section.

**7 Typography Specification**

Typography specifications are noted with a T (type) and a number that key to the Typefaces page in the Graphic Standards Section.

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SECTION 1C

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## **Graphic Standards**

**T1** Neutrif Studio Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

**T2** Neutrif Studio Medium  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

**T3** Neutrif Studio Semi-Bold  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

**T4** Neutrif Studio Bold  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

**T5** Neutrif Studio Extra Bold  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

**LETTER SPACING**

Inconsistent Letter Spacing

Correct Letter Spacing

Typeface 1  
 Visitor Parki

Typeface 1  
 Visitor Parkin

Typeface 2  
 Visitor Parki

Typeface 2  
 Visitor Parkin

Typeface 3  
 Visitor Parki

Typeface 3  
 Visitor Parkin

Typeface 4  
 Visitor Parki

Typeface 4  
 Visitor Parkin

Typeface 5  
 Visitor Parki

Typeface 5  
 Visitor Parkin

IMPORTANT: Individual spacing of each letter needs to be evaluated. See Examples Above. Kern all Copy so that each character is optically centered between the center of each of the surrounding characters.

**ARROWS AND TEXT RELATIONSHIPS**

Always measure from baseline to baseline. Please reference below.



**COPY HEIGHT**

When measuring copy height, measure only the height of the Capital letters to determine your overall copy height shown in illustration below as "X." Some of the other letters have an extended height beyond the average height of the letters.



**LINE SPACING**

When measuring line spacing, always measure from the

baseline of the top most text line to the baseline of the text line below shown as "X."





Lehigh Logo



Lehigh University Logo



goLehigh Logo



No Smoking



Accessibility



Parking Symbol



Bus Logo



I78 Symbol



PA-378 Symbol



PA-412 Symbol



Do Not Enter



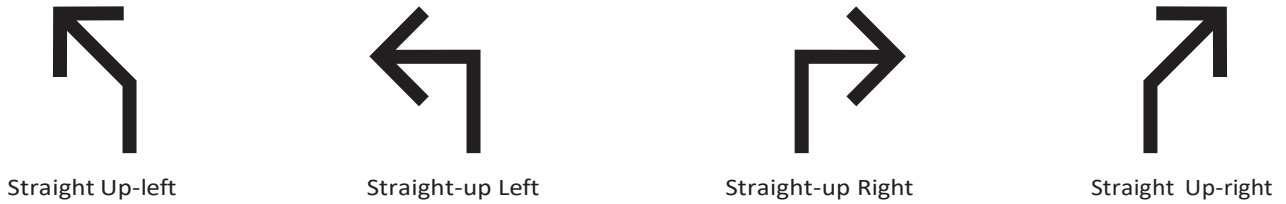
No Weapons



Bicycle Storage



Medical Caduceus



The standard arrow order for the Lehigh University system is: **Up, Left, Right.**



Listings on all directional signs should follow this order.



Separate and organize messages for destinations within a campus versus trailblazing to campuses by name (**Example 1**).

Arrow hierarchy still applies within each group listing (**Example 2**).

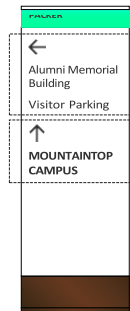
Arrows and listing maintain graphical relationships across different arrow types (**Example 3**).



**Example 1**

Arrows should follow this order when messages direct within campuses or neighborhoods.

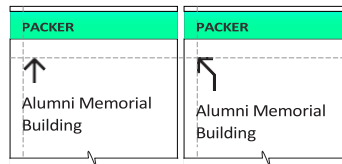
Destinations for each arrow should be listed in order of occurrence on vehicular signs and alpha order for pedestrian signs.



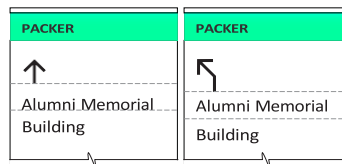
**Example 2**

Messages within campus/neighborhood are always listed first.

Campus trailblazing is always listed after campus/neighborhood directional messages



Complicated arrows should follow the same graphical layout as one-directional arrows, maintaining their alignment to edges and typography.



Complicated arrows have a slightly larger height than one-directional arrows. The space between complicated arrows and their listings should maintain the same distance to preserve consistency of relationship.

**Example 3**

Color / Material / Finish Name		Specification (Color to Match)	Type, Substrate	Application Process
P1	White	 MP07275 - White Christmas	Aluminum	Surface Painted with UV Clear Coat
P2	Lehigh Gold	 MP06960 - Sun Coast	Aluminum	Surface Painted with UV Clear Coat
P3	Dark Brown	 MP07458 - Cast Bronze	Aluminum	Surface Painted with UV Clear Coat
P4	Black	 Match PMS Black 6 C	Aluminum	Surface Painted with UV Clear Coat
P5	Red	 Match PMS Warm Red C	Aluminum	Surface Painted with UV Clear Coat
	Black	 Match PMS Black 6 C	Aluminum	Surface Printed
D2	Green	 Match PMS 390 C	Aluminum	Surface Printed
	Lehigh Brown	 Match PMS 1545 C	Aluminum	Surface Printed
		 Match PMS 7501 C	Aluminum	Surface Printed
D4	Light Brown		Aluminum	Surface Printed
D5	Blue	 Match PMS 2995 C	Aluminum	Surface Printed
D6	Light Gray	 Match PMS 887 C	Aluminum	Surface Printed
	Lehigh Gold	 Match MP06960 - Sun Coast	Aluminum	Surface Printed
D8	Red	 V7 Reflective Red Vinyl	Match PMS Warm Red C	ck 5100-085
M1	Reflective Black Vinyl		Aluminum	3M Scotchal Electrocut 7125 Matte Black 22
V2	Opaque Black Vinyl		Bronze	3M Scotchal Electrocut Matte White 7725-20
	White Vinyl			3M Scotchal Electrocut 7125 Dark Gray 41
V4	Dark Gray Vinyl			3M Scotchal Electrocut 7125 Mid Gray 61
	Gray Vinyl			Digitally print to match PMS 1545 C
V6	Lehigh Brown			3M Reflective Ruby Red 5100-082

Brushed Horizontal finish with  
matte clear coat

Dark Oxidized Bronze with matte  
clear coat



Aluminum Aluminum

S

Applied Surface

Aluminum Glass

u

Applied

Aluminum Aluminum

r

Second Surface Applied

Aluminum Aluminum

f

Surface Applied

Aluminum

a

Surface Applied

Bronze

c

Surface Applied

e

Surface Applied

P

Surface Applied

r

Bronze

i

n

t

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c

e

A

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SECTION 2

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## Sign System Overview



## **Campus Gateways**

### **GWY.1 — Signature Gateway**

The Signature Gateway is intended as a landmark element at the primary campus arrival points (Packer, Mountaintop, and Goodman). These should be located for maximum visibility on approach.

### **GWY.2 — Secondary Gateway Horizontal**

Horizontal Secondary Gateways mark arrival to all campuses at primary and secondary entrance points. This horizontal orientation should be used when there is ample real estate to accommodate this sign type. The less urban environments should accept this orientation.

### **GWY.3 — Secondary Gateway Vertical**

Vertical Secondary Gateways mark arrival to all campuses at primary and secondary entrance points. This vertical orientation should be used when there is limited real estate to accommodate this sign type. This sign type works well for tight urban environments.

### **GWY.4 — Campus Identification**

Campus Identification is intended to identify a campus by name. They can be used in conjunction with a Signature Gateway to mark a primary campus arrival. They can also be used as a standalone element to identify a transition point between campuses.



**GWY.1**  
Signature Gateway



**GWY.2**  
Secondary Gateway  
Horizontal



**GWY.3**  
Secondary Gateway  
Vertical

**GWY.4**  
Campus Identification

## **Vehicular Wayfinding**

### **CTB.1 — Campus Trailblazer**

Campus Trailblazers should only be used along roadways connecting campuses. These signs are intended to mark the Lehigh Campus as well as connect drivers from one campus to another.

### **VDR.1 — Vehicular Directional: Ground Mounted**

Ground Mounted Vehicular Directionals are the primary vehicular directionals to be used throughout campus. This sign type should be positioned to be on the same side of the roadway as the flow of traffic and are primarily a single-sided sign. Double-sided messaging is only permissible when there are no other options and locating messaging adjacent to the flow of traffic is not possible.

### **VDR.2 — Vehicular Directional: Post and Panel (Small)**

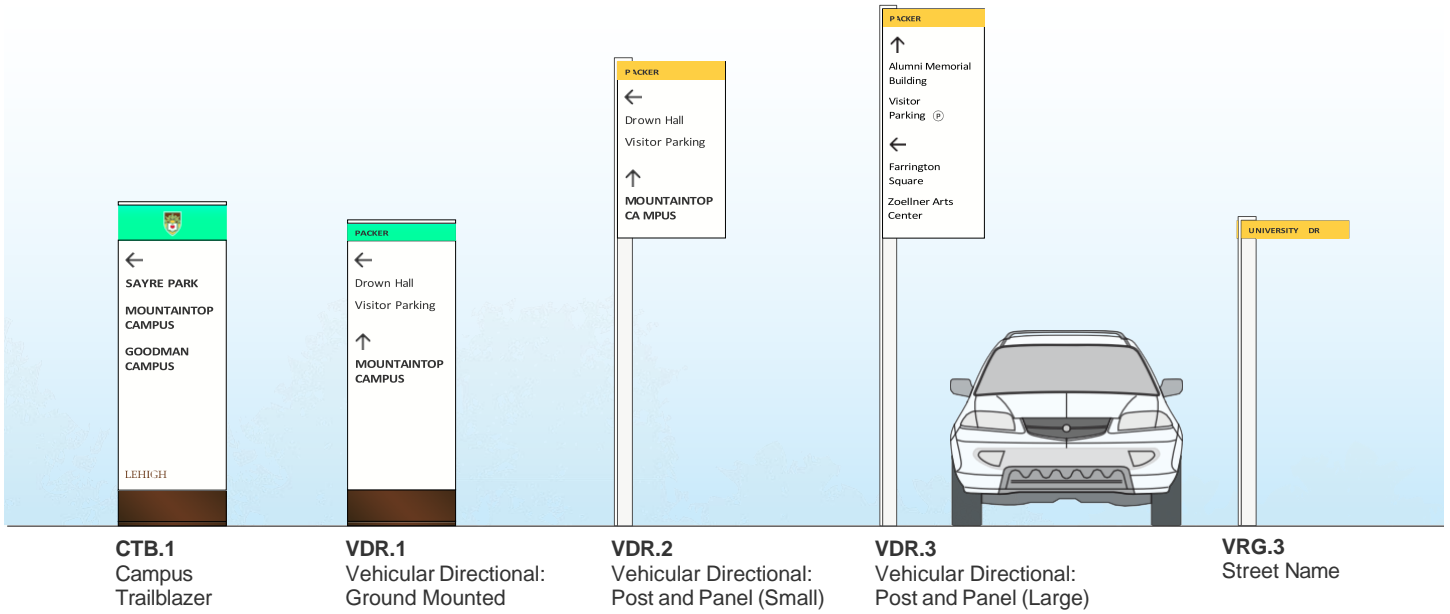
Post and Panel Vehicular Directionals are to be used when a smaller footprint is required or the ground mounted condition does not allow for the acceptable traffic sightlines. The use of this sign type should be limited to the Packer Campus and should be used to meet the needs of the urban conditions.

### **VDR.3 — Vehicular Directional: Post and Panel (Large)**

Post and Panel Vehicular Directionals are to be used when a smaller footprint is required or the ground mounted condition does not allow for the acceptable traffic sightlines. The use of this sign type should be limited to the Packer Campus and should be used to meet the needs of the urban conditions. This larger panel will accommodate longer 3 arrow messages.

### **VRG.3 — Street Name**

Street signs are to be used on Lehigh University owned streets to help define the campus edge.



## **Building Identification**

### **BID.1 — Building Identification: Pedestrian**

Pedestrian Building Identification signs are used to identify buildings along a pedestrian path. This sign type should be located along a pedestrian walkway, perpendicular to the path at the point of approach to the building. These signs are typically double-sided unless the second side of the sign is not visible.

### **BID.2 — Building Identification: Vehicular**

Vehicular Building Identification signs are used to identify buildings along a roadway. This sign type should be located perpendicular to the roadway, at the point of entry to the building driveway or in front of the building. These signs are typically double-sided unless the second side of the sign is not visible.

### **BID.3 — Building Identification: Wall Mounted Plaque**

Wall Mounted Building Identification signage should be positioned to the right of a primary building entrance. This sign type should be used to identify points of building access from this entrance, specific entrance name, and accessibility. If conflicts occur the sign can be located to the left of the doorway as an alternate location.

### **BID.4 — Building Identification: Dimensional Letters**

Dimensional letters are used to identify the name of a building, and are situated either above or next to the main entrance or can be used at a higher elevation to increase a building's visibility from across campus. A building's donor name may be identified using this sign type.

### **BID.5 — Building Identification: Vinyl Messaging**

Vinyl messaging is to be used on glass entries to identify the building and entrance along with any other important regulatory information.

### **BID.6 — Building Identification: Greek Housing**

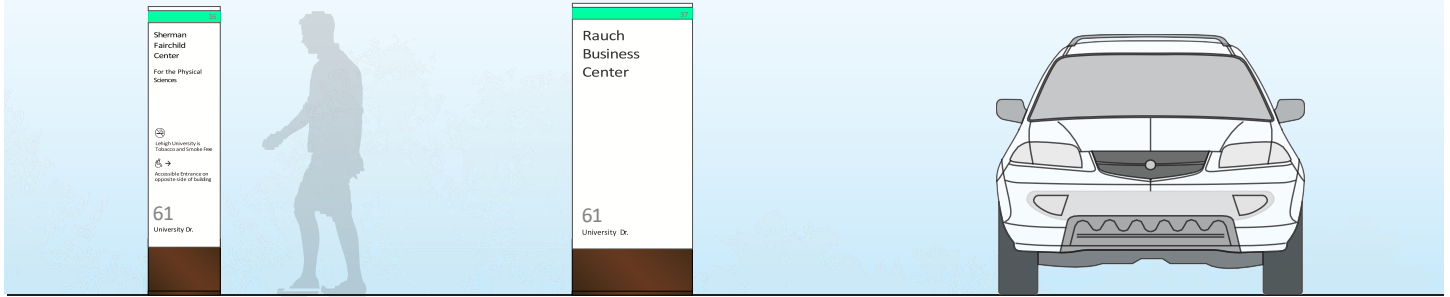
Greek Housing Identification signs are used to identify greek houses along a roadway. This sign type should be located perpendicular to the roadway, at the point of entry to the house driveway or in front of the house. These signs are typically double-sided unless the second side of the sign is not visible

### **BID.7 — Building Identification: Wall Mounted Address**

Wall Mounted Address signage should be positioned to the right of a primary building entrance. This sign type should be used for Greek Housing address identification. If conflicts occur the sign can be located to the left of the doorway as an alternate location.

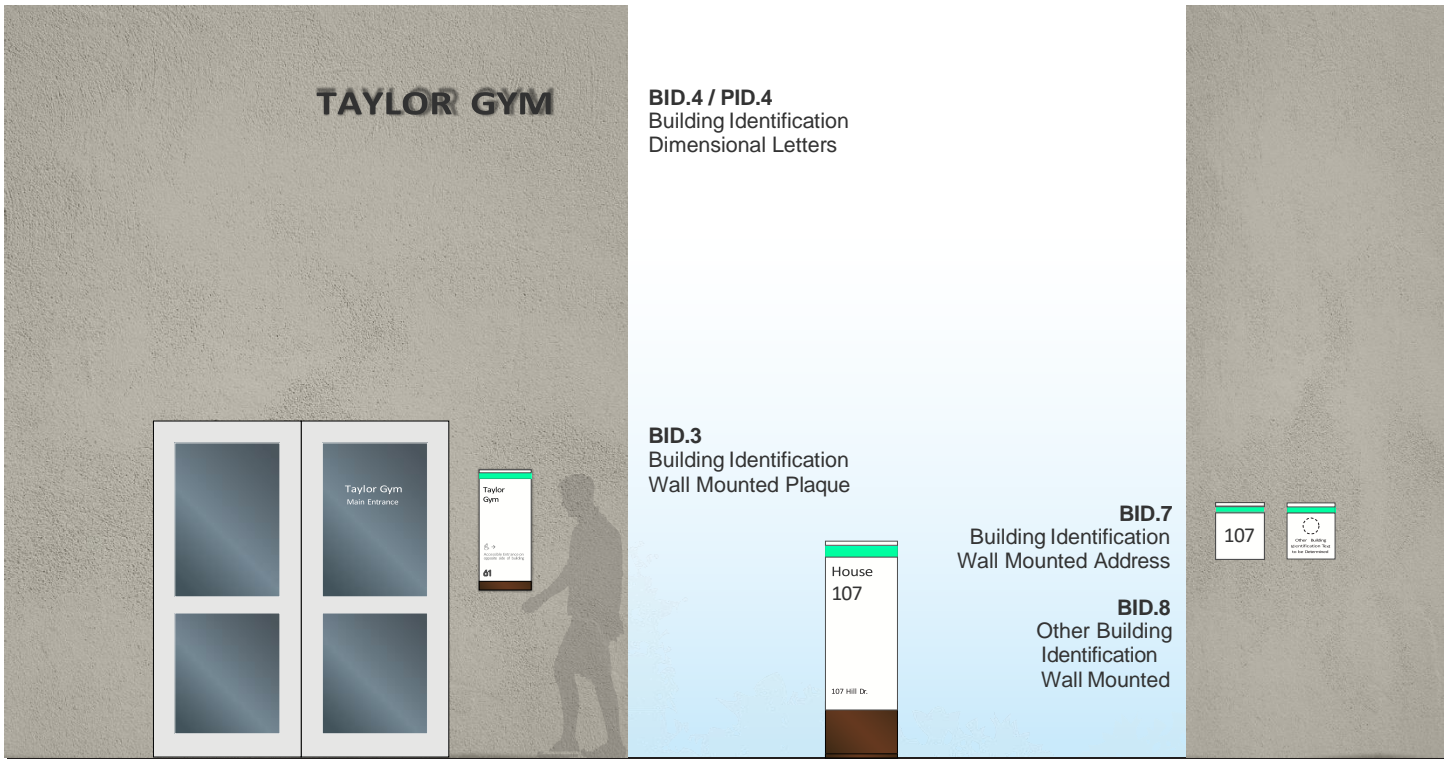
### **BID.8 — Other Building Identification: Wall Mounted**

Wall Mounted signs should be positioned near building entrances when vinyl messages at the door entrance cannot be utilized. Minimize sign clutter by placing signage 300ft apart if multiple signs are required.



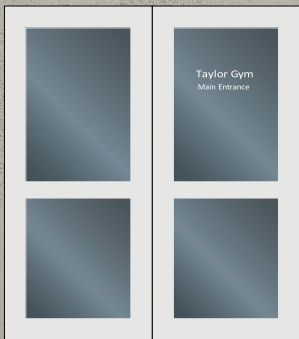
**BID.1**  
Building Identification:  
Pedestrian

**BID.2**  
Building Identification:  
Vehicular



**TAYLOR GYM**

**BID.4 / PID.4**  
Building Identification  
Dimensional Letters



**BID.5**  
Building Identification  
Vinyl Letters



**BID.3**  
Building Identification  
Wall Mounted Plaque



**BID.6**  
Building Identification  
Greek Housing

**BID.7**  
Building Identification  
Wall Mounted Address



**BID.8**  
Other Building  
Identification  
Wall Mounted

## **Parking**

### **PBB.1 — Garage Clearance Bang Bar**

This sign is to be used to mark the garage clearance upon entry to the garage. The bottom of this sign should be mounted to match the garage clearance and positioned at each point of clearance change.

### **PID.1 — Parking Identification: Large**

Large Parking Identification signs should be located at parking lot entrances. Messaging should include lot name and number, what buildings the lot serves, plus any and all parking restrictions and rules.

### **PID.2 — Parking Identification: Small**

Small Parking Identification signs should be located at parking garage entrances. Messaging should include the garage name and number, plus any and all parking restrictions and rules.

### **PID.3 — Parking Symbol: Building Mounted**

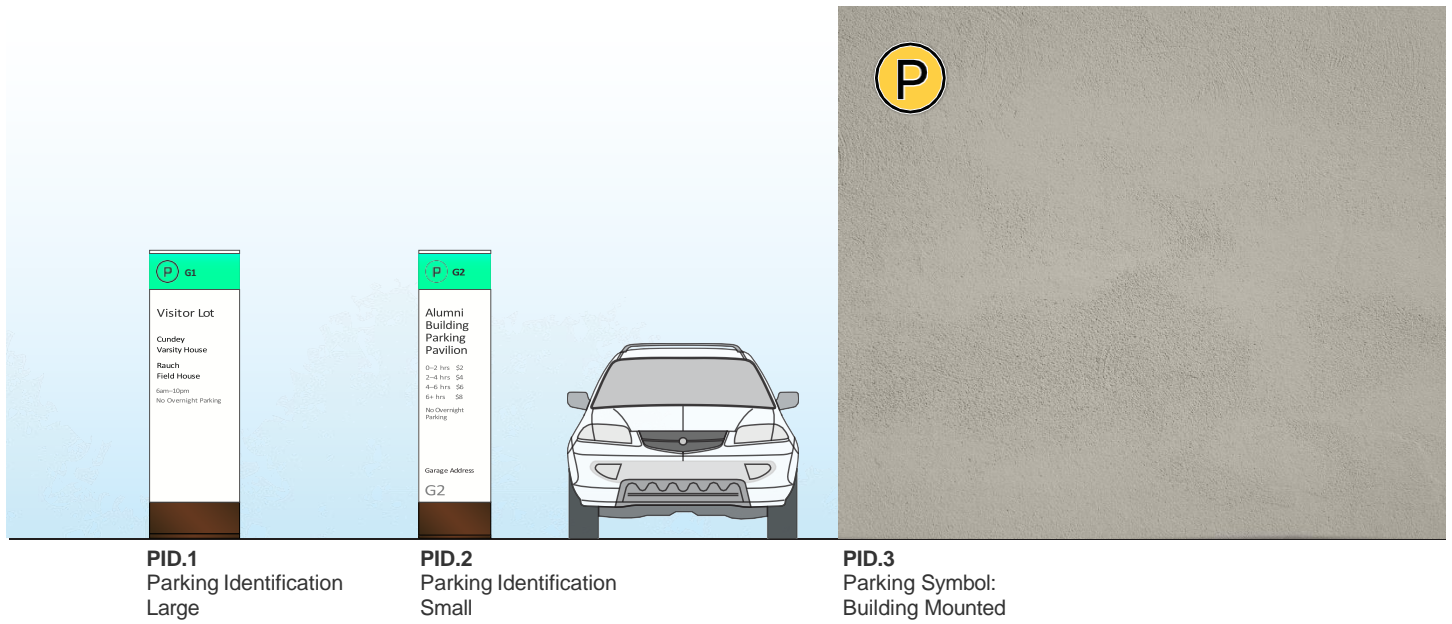
Building mounted parking identification to increase visibility of visitor parking garages. This sign should be placed on the garage facade to optimize visibility on the garage approach.

### **PID.4 — Parking Identification: Dimensional Letters**

Dimensional letters are used to identify the name of a parking garage. Dimensional letters are situated either above or next to the main entrance or can be used at a higher elevation to increase a building's visibility from across campus.

### **PRG.1 — Garage Entrance/Exit**

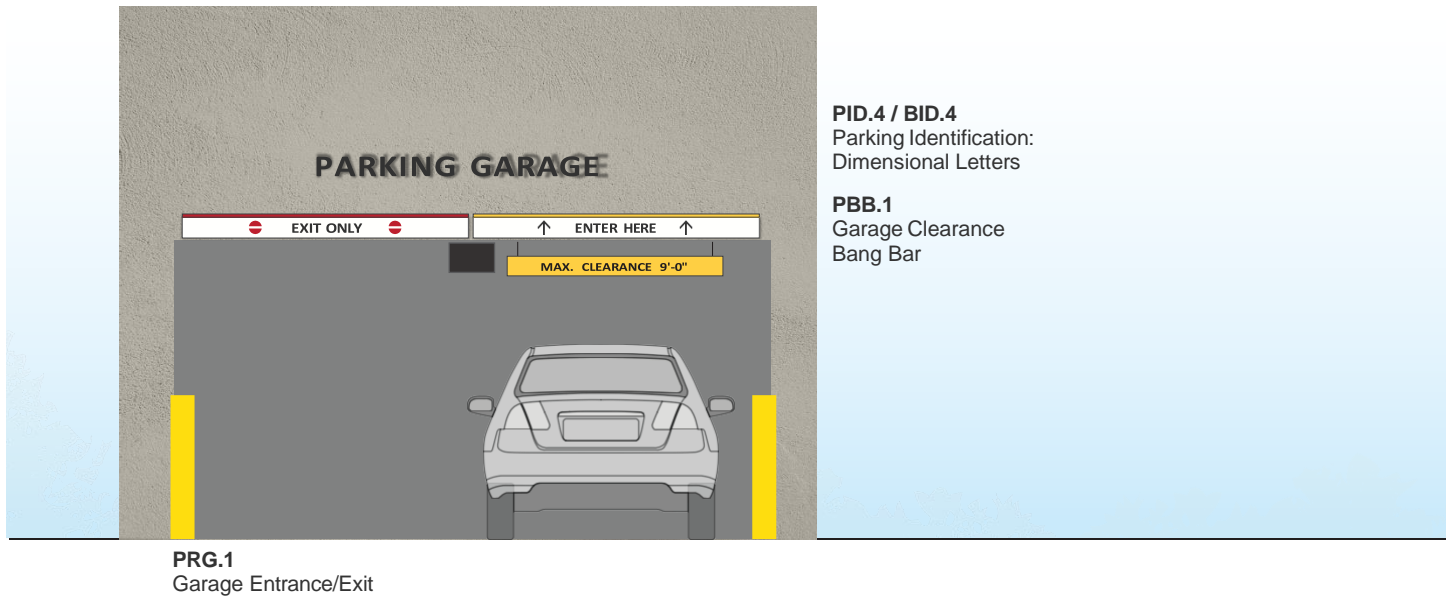
This sign is to be used to mark the lanes of ingress and egress of the garage.



**PID.1**  
Parking Identification  
Large

**PID.2**  
Parking Identification  
Small

**PID.3**  
Parking Symbol:  
Building Mounted



**PRG.1**  
Garage Entrance/Exit

**PID.4 / BID.4**  
Parking Identification:  
Dimensional Letters

**PBB.1**  
Garage Clearance  
Bang Bar



## **Parking Continued**

### **VRG.1 — Parking Regulatory: Small**

Small Parking Regulatory signs are intended to post notices about parking information including: reserved spaces, parking restrictions, limitations, etc.. These are to be located at the head of parking spaces or adjacent to curb parking.

### **VRG.2 — Parking Regulatory: Large**

Large Parking Regulatory signs are intended to post notices about parking information including: reserved spaces, parking restrictions, limitations, etc.. These are to be located at the head of parking spaces or adjacent to curb parking.

### **VRG.4 — Other Regulatory: Small**

Small Regulatory signs are intended to post notices around buildings.

### **VRG.5 — Tobacco Free and No Weapons Regulatory: Small**

This sign announces current Lehigh policies regarding smoking and weapons on campus.

### **VRG.6 — Bike Storage**

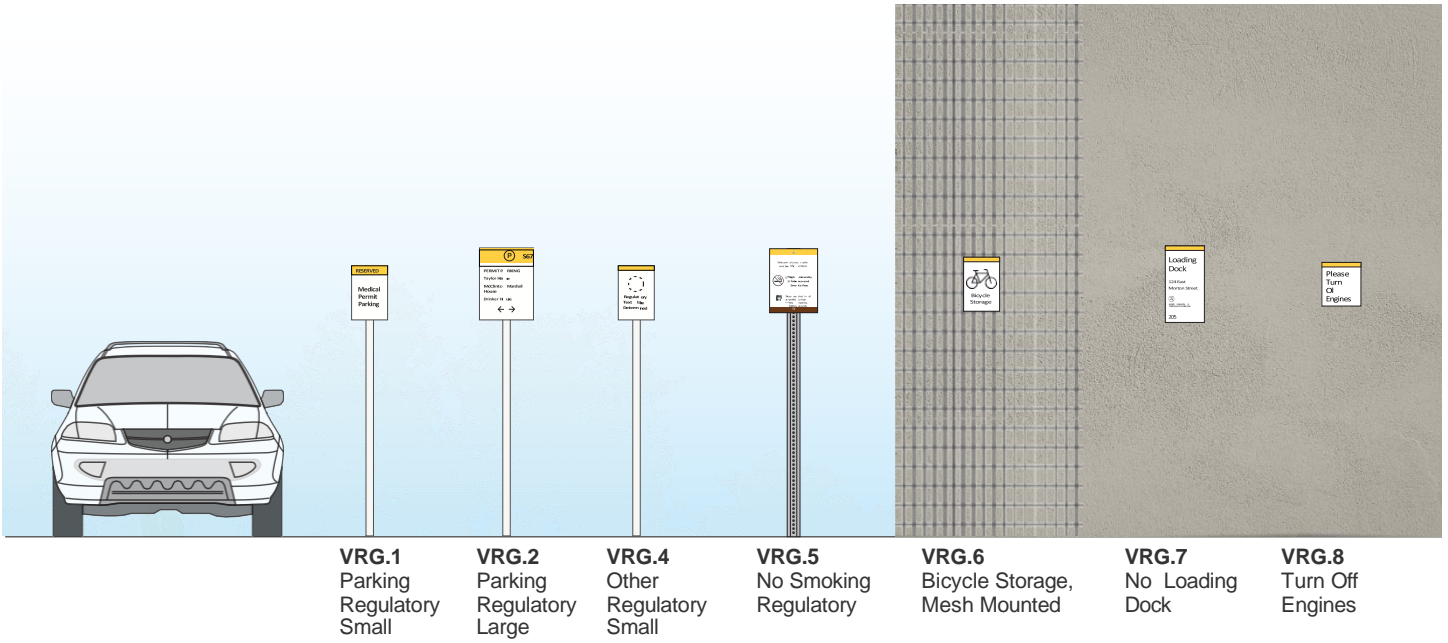
This sign identified locations for secure parking and storage of bicycles.

### **VRG.7 — Loading Dock**

This sign marks the entrance to loading and unloading facilities.

### **VRG.8 — Please Turn Off Engines**

This sign provides notification of the no idling policy for parked vehicles.



## **Pedestrian**

### **BUS.1 — Shuttle Stop Monolith**

Shuttle Stop Monolith placement is dictated by the stop locations. These signs should always be double-sided and positioned perpendicular to the stop and the roadway.

### **GR.1— Stair Graphics**

Stair Graphics are intended to motivate and incentivize pedestrians to navigate the inclines of campus on foot. The messaging for these graphics should be developed in conjunction with the brand voice of the University.

### **IHB.1 — Information Hub: Multi-sided**

Multi-sided Information Hubs are structures that provide University-wide orientation and information as well as campus specific orientation and information. This sign type is located at key gathering spots and/or public destinations.

### **IHB.2— Information Hub: Single-sided**

Single-sided Information Hubs are structures that provide University-wide orientation and information as well as campus specific orientation and information. This sign type is located at key gathering spots and/or public destinations.

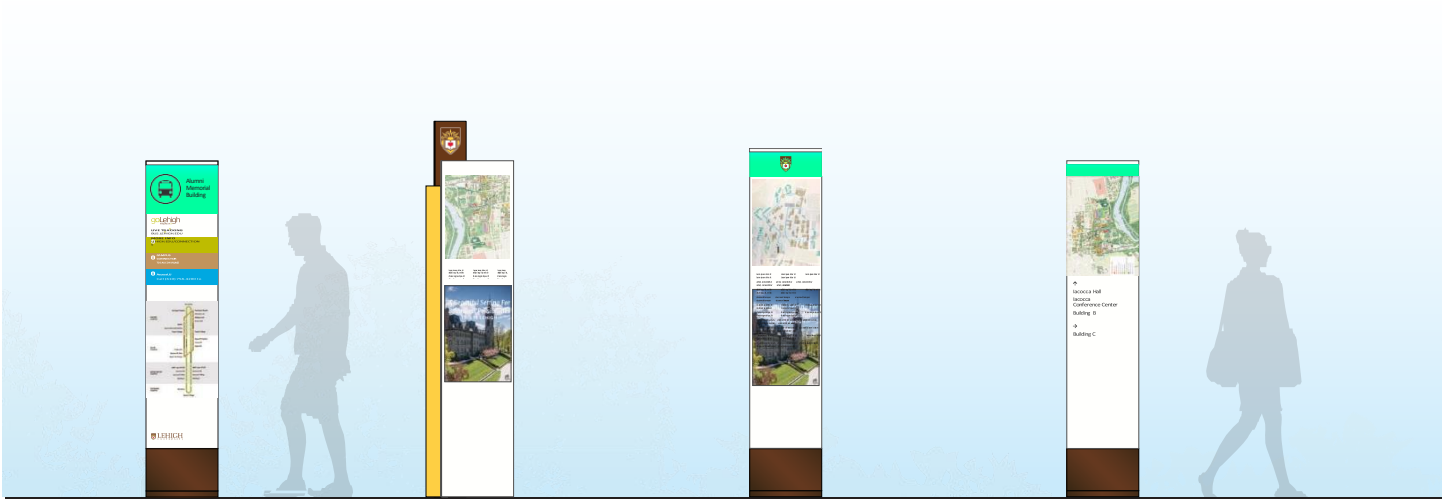
### **PDR.1 — Pedestrian Directional**

Pedestrian Directional signs are to be located at each decision point along primary pedestrian paths (or spines) throughout the campus. This sign type includes an orientation map and directions to key destinations.

As a general rule and in order to manage the number of destinations on the various campuses, an overall strategy for pedestrian directional signage has been established:

On the Packer campus it is recommended to use the map/destination as the primary layout to help manage the high number of destinations.

On Sayre it is recommended to use orientation maps only and key touchpoints—this will help manage the number of breadcrumbs needed on Goodman and Packer. A mix of directional layouts can be paired together on one sign or directionals used throughout campus with maps at key locations.

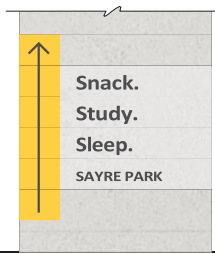


**BUS.1**  
Shuttle Stop  
Monolith

**IHB.1**  
Information Hub:  
Multi-sided

**IHB.2**  
Information Hub:  
Single-sided

**PDR.1**  
Pedestrian  
Directional



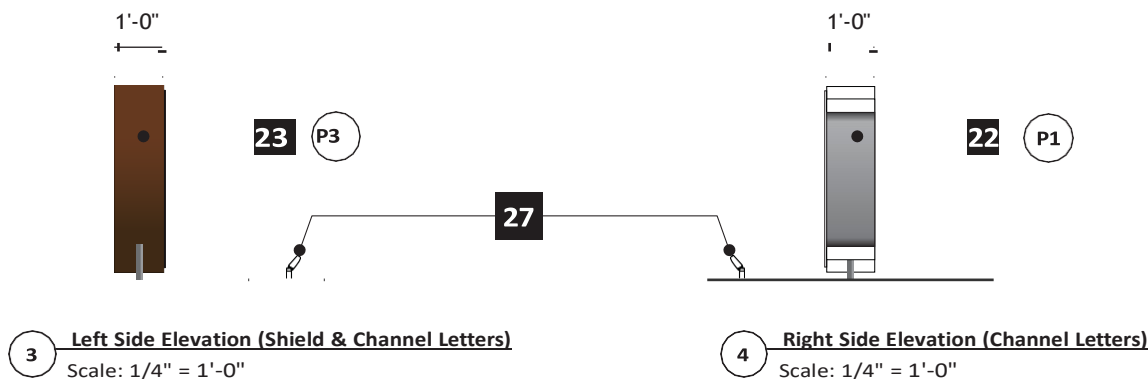
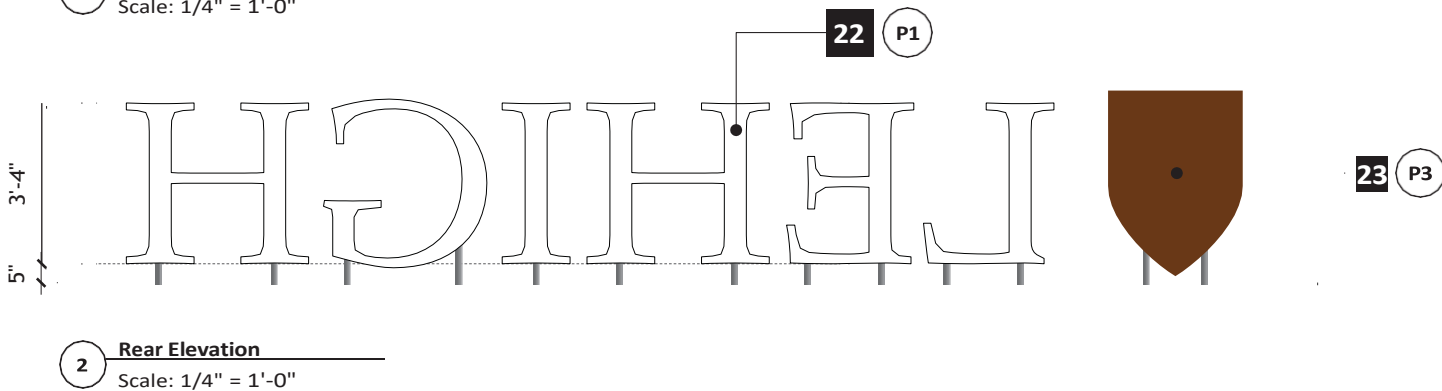
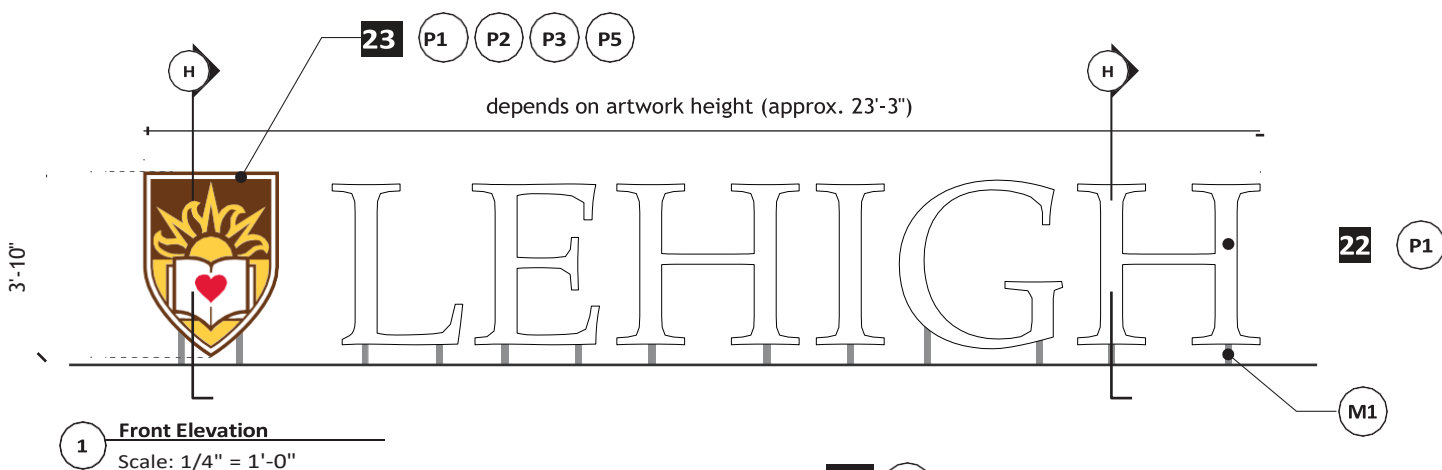
**GR.1**  
Stair Graphics

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SECTION 2A

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## **Campus Gateways**



**GWY.1 - Signature Gateway**

**GENERAL FABRICATION/GRAPHIC NOTES**

Field verification of each sign location and site conditions will be required prior to fabrication.

**A few guidelines to consider when selecting this sign type.**

Intended as a landmark element at the primary campus arrival points (Packer, Mountaintop, and Goodman).

These should be located for maximum visibility on approach.

**22- Channel Letters**

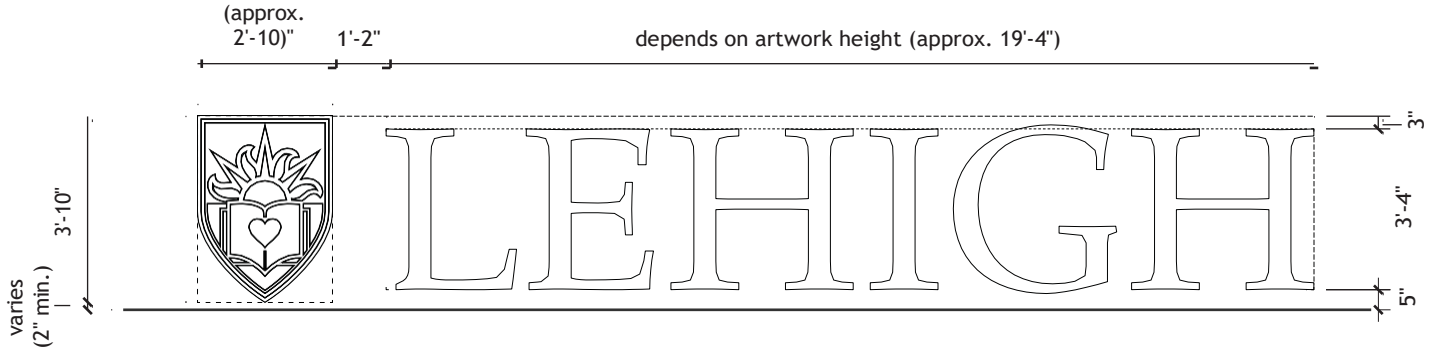
Painted fabricated aluminum letterforms. To be externally illuminated. Provide internal structure and bracing, as required by engineering. Mount on aluminum posts welded to Support Plate.

**23- Lehigh Shield**

Fabricated aluminum form, painted, artwork to be provided. Details to be laser cut and chemically welded to aluminum skin. To be externally illuminated. Provide internal structure and bracing, as required by engineering. Mount on aluminum posts welded to Support Plate.

**27- Light Fixtures**

Hubbell Lighting ALF 12LV-5K-BZ linear LED flood light, or approved similar. Set back 2 feet from sign. Provide necessary electrical components, boxes, wiring, transformers, manual switch and photo sensor switch.

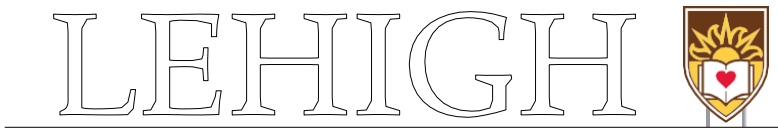


5 **Graphic Layout**  
Scale: 1/4" = 1'-0"





**DO NOT** change proportions of shield and LEHIGH.



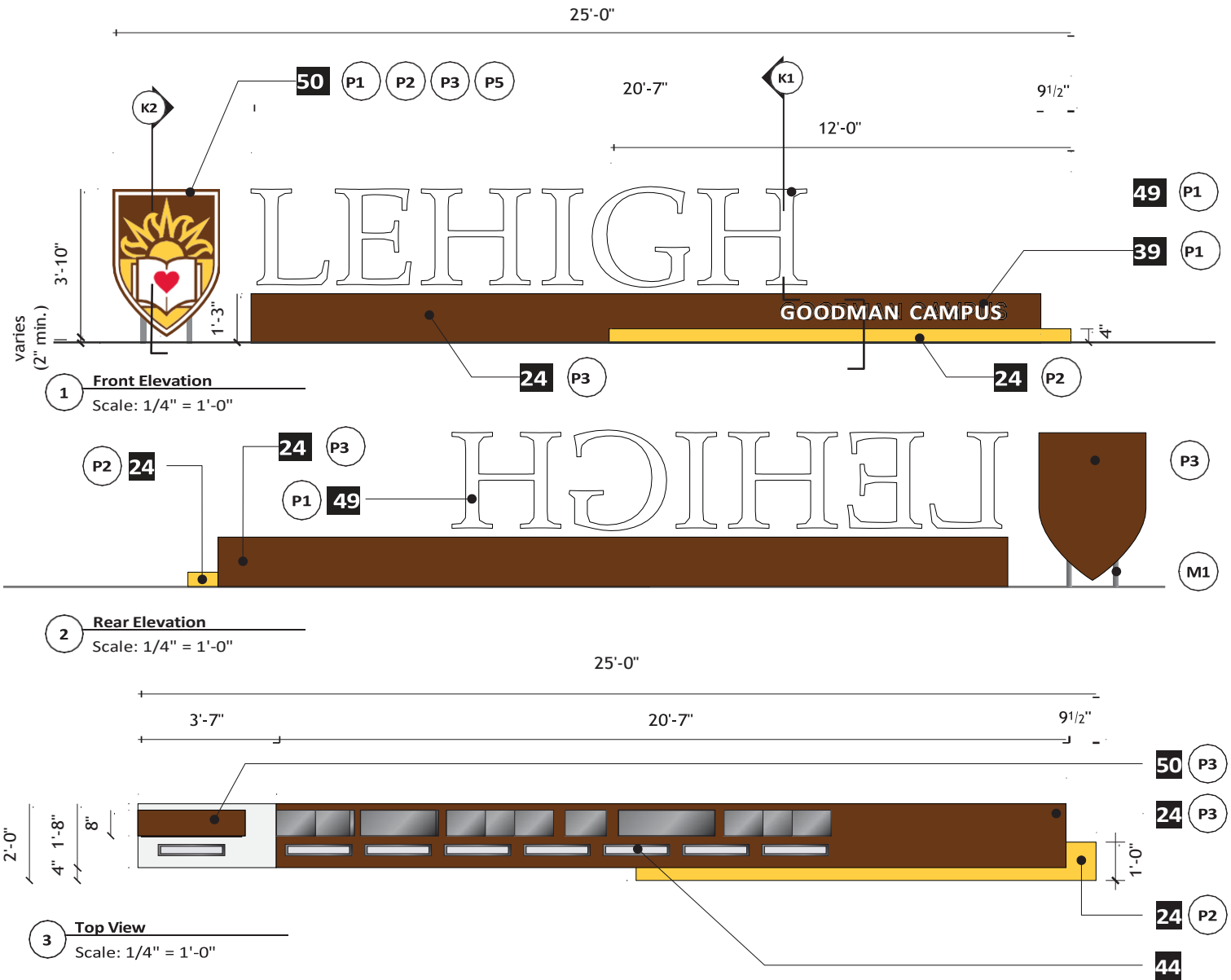
**DO NOT** change relationship of shield and LEHIGH.



**DO NOT** change colors.



**DO NOT** mount on a base.



**GWY.2 - Secondary Gateway Horizontal**

GENERAL FABRICATION/GRAPHIC NOTES

Field verification of each sign location and site conditions will be required prior to fabrication.

**A few guidelines to consider when selecting this sign type.**

Marks arrival to all campuses at primary and secondary entrance points. This orientation should be used when there is ample real estate to accommodate this sign.

The less urban environments should accept this orientation.

**24- Support Wall**  
Fabricated steel cabinet for support of Channel Letters, painted as per specs. Mount to concrete footing, as required by engineering.

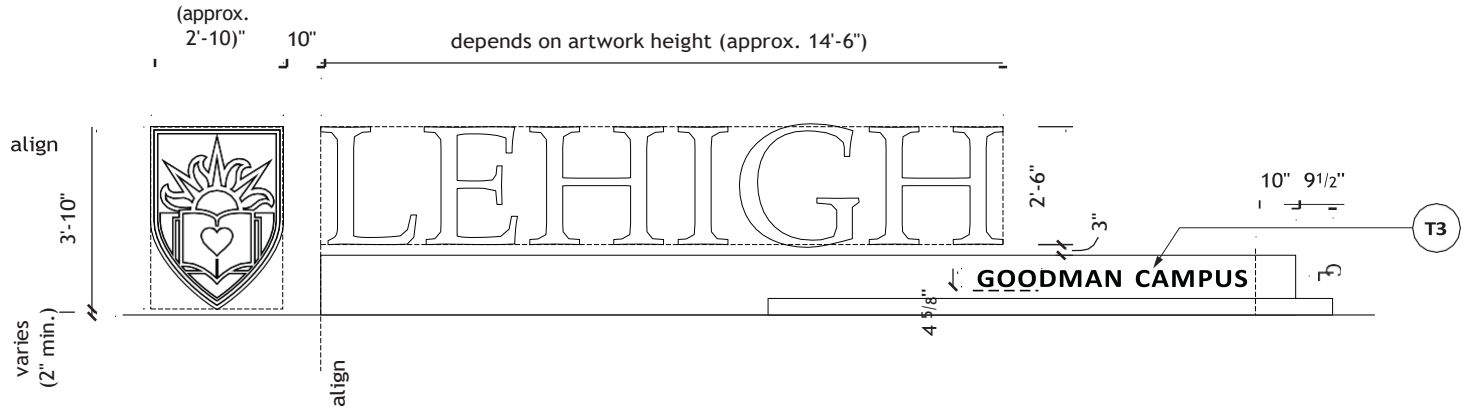
**39- Dimensional Letters**  
Aluminum letter forms, to be laser cut and painted, as per specs. Stud mount to Support Wall.

**44- Light Fixtures**  
Bega #77917 Rectangular LED In-Grade Floodlight Asymmetrical Flood, Warm White Color (20 7/8" x 3 1/2"), or approved similar.

Bottom of Faceplate sits slightly above finished surface. Provide necessary electrical components, boxes, wiring, transformers, manual switch and photo sensor switch.

**49- Channel Letters**  
Painted fab steel letterforms, 1/2" thick faces, 3/16" returns. To be externally illuminated. Provide internal structure and bracing, as required by engineering. Weld 2" O.D. sleeves to bottom of letters and mount on steel posts welded to Support Wall.

**50- Lehigh Shield**  
Fabricated steel form, painted, artwork to be provided. Details to be laser cut and welded to first surface. To be externally illuminated. Provide internal structure and bracing, as required by engineering. Mount on steel posts to be direct buried into concrete.



1 **Graphic Layout**  
Scale: 1/4" = 1'-0"



**DO NOT** change proportions of shield and LEHIGH.



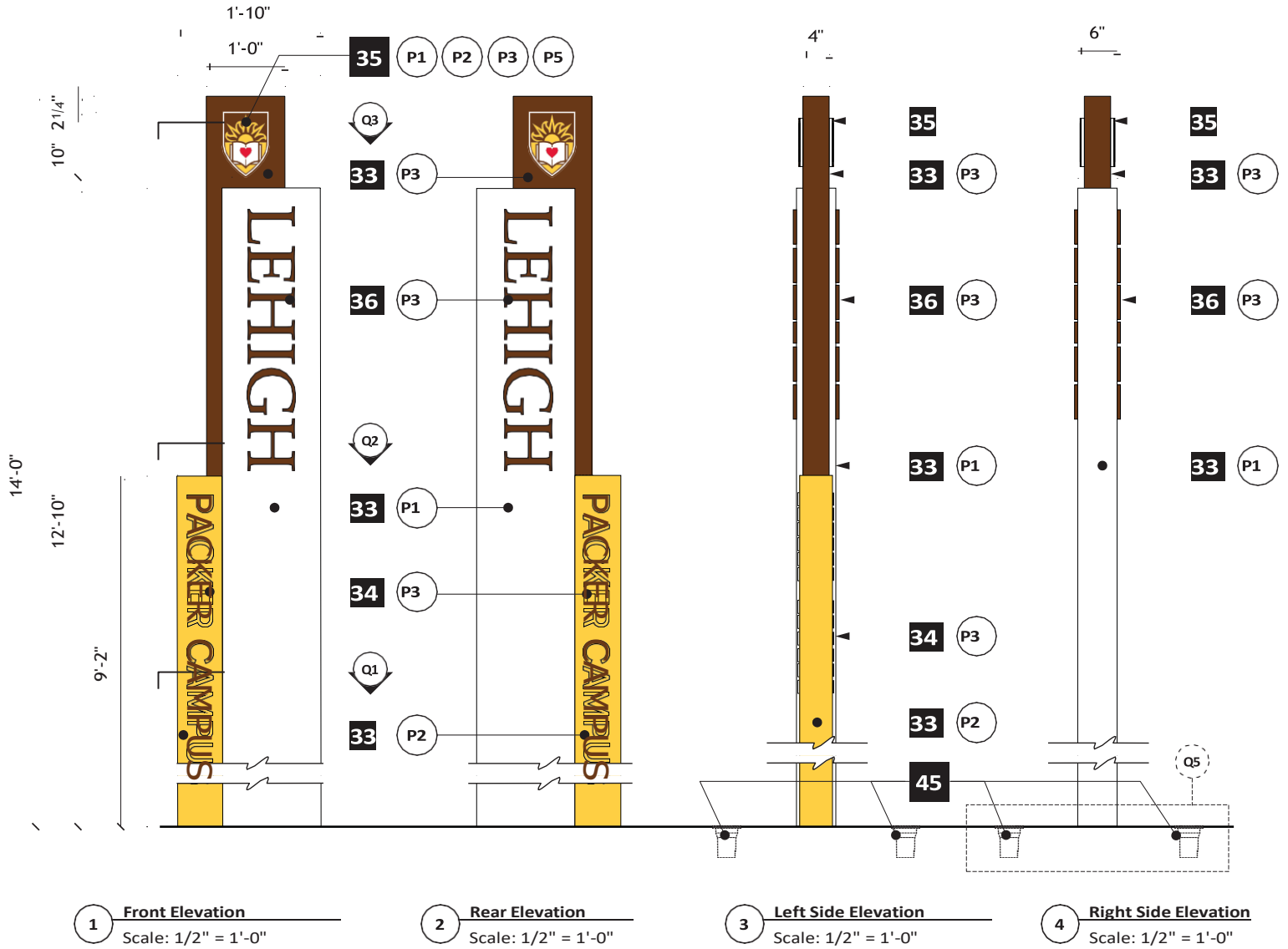
**DO NOT** change relationship of shield and LEHIGH.



**DO NOT** change colors.



**DO NOT** change colors.



**1 Front Elevation**  
Scale: 1/2" = 1'-0"

**2 Rear Elevation**  
Scale: 1/2" = 1'-0"

**3 Left Side Elevation**  
Scale: 1/2" = 1'-0"

**4 Right Side Elevation**  
Scale: 1/2" = 1'-0"

**GWY.3 - Secondary Gateway Vertical**

**GENERAL FABRICATION/GRAPHIC NOTES**

Field verification of each sign location and site conditions will be required prior to fabrication.

**A few guidelines to consider when selecting this sign type.**

Marks arrival to all campuses at primary and secondary entrance points. This orientation should be used when there is limited real estate to accommodate this sign.

This sign type works well for tight urban environments.

**26- Gravel Bed**

Provide stainless steel landscape edging all around and fill with grey river pebbles.

**33- Gateway Panels**

Fabricated aluminum cabinets, paint all exposed surfaces as per specs. Mount on 1/2" aluminum plate fastened to bolts embedded in reinforced concrete foundation, as required by engineering.

**34- Dimensional Letters**

Aluminum letter forms, to be laser cut and painted, as per specs.

Stud mount to Gateway Panels.

**35- Gateway Shield**

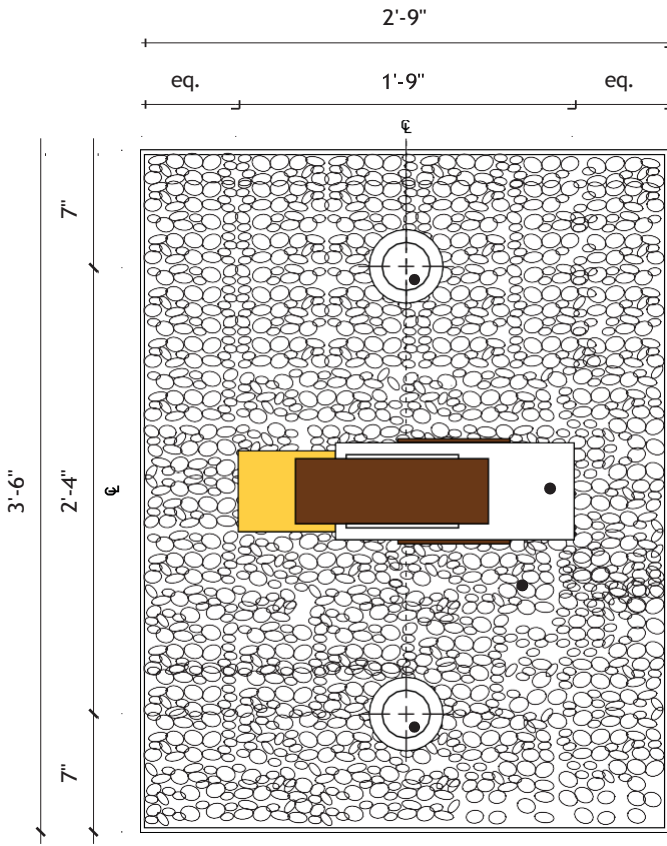
Laser cut aluminum shape, painted, artwork to be provided. Details to be laser cut and chemically welded. Stud mount to Gateway Panel.

**36- Gateway Letters**

Laser cut aluminum shape, painted, artwork to be provided. Stud mount to Gateway Panel.

**45- Light Fixtures**

Bega #77008 LED  
In-Grade Floodlight  
Asymmetrical Flood  
with reinforced  
polyamide housing.  
Warm White Color,  
or approved similar.  
Provide  
necessary electrical  
components, boxes,  
wiring, transformers,  
manual switch and  
photo sensor switch.



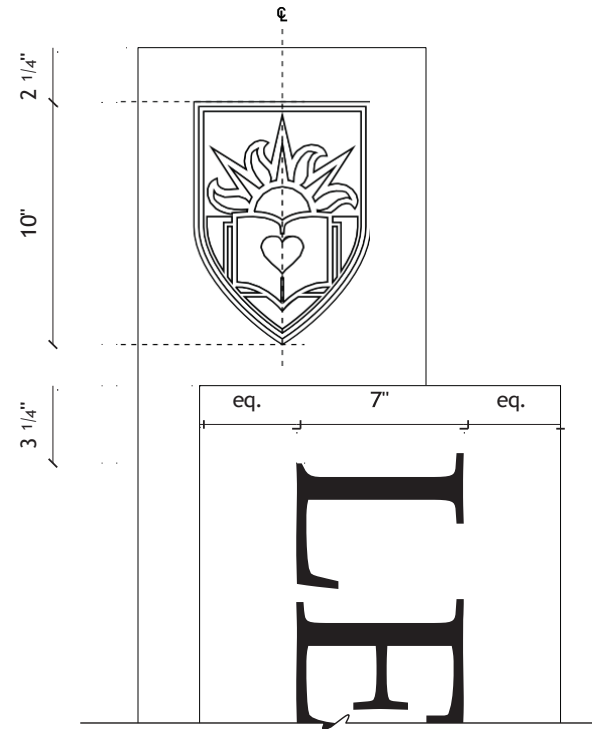
1 **Top View**  
Scale: 1" = 1'-0"

45

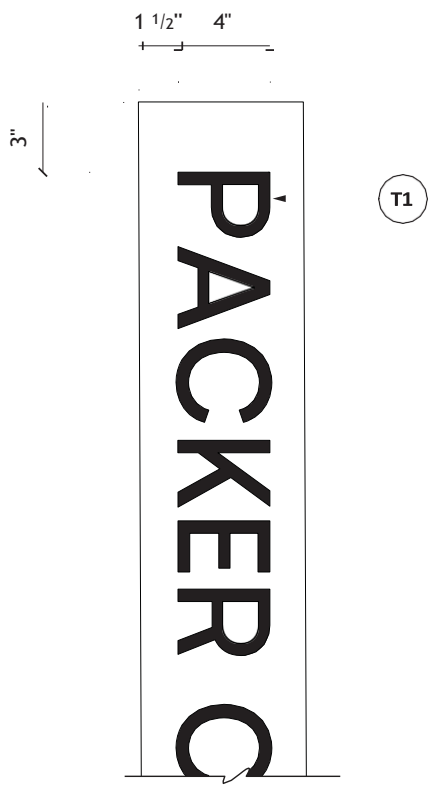
33

26

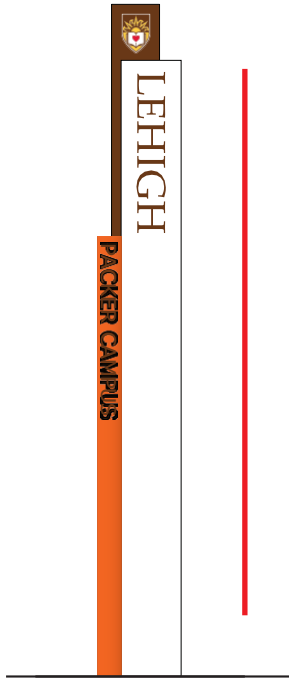
45



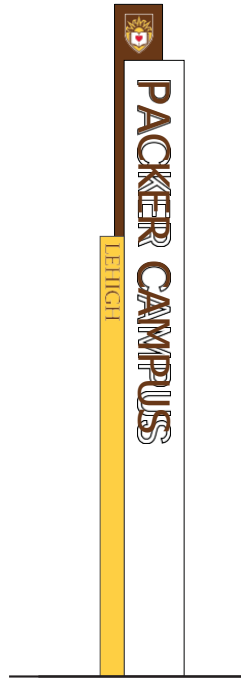
2 **Graphic Layout**  
Scale: 1 1/2" = 1'-0"



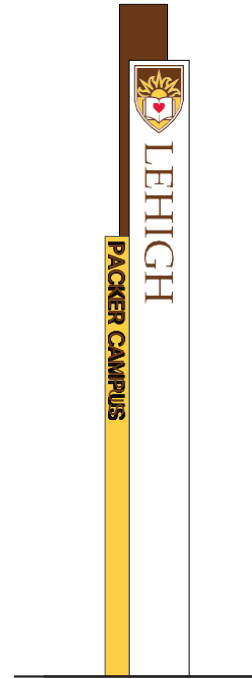
3 **Graphic Layout**  
Scale: 1 1/2" = 1'-0"



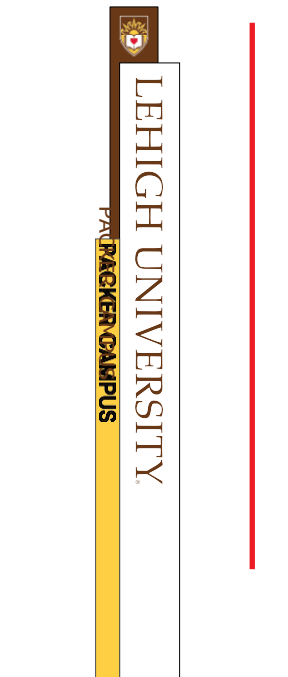
**DO NOT** change colors.



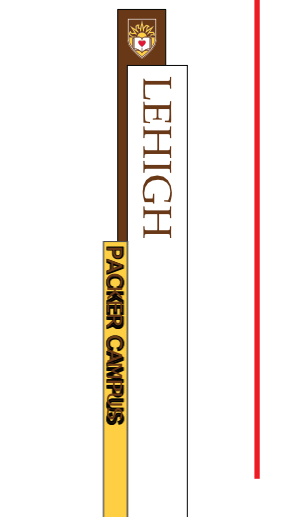
**DO NOT** switch campus and University names.



**DO NOT** alter Shield location/ scale.

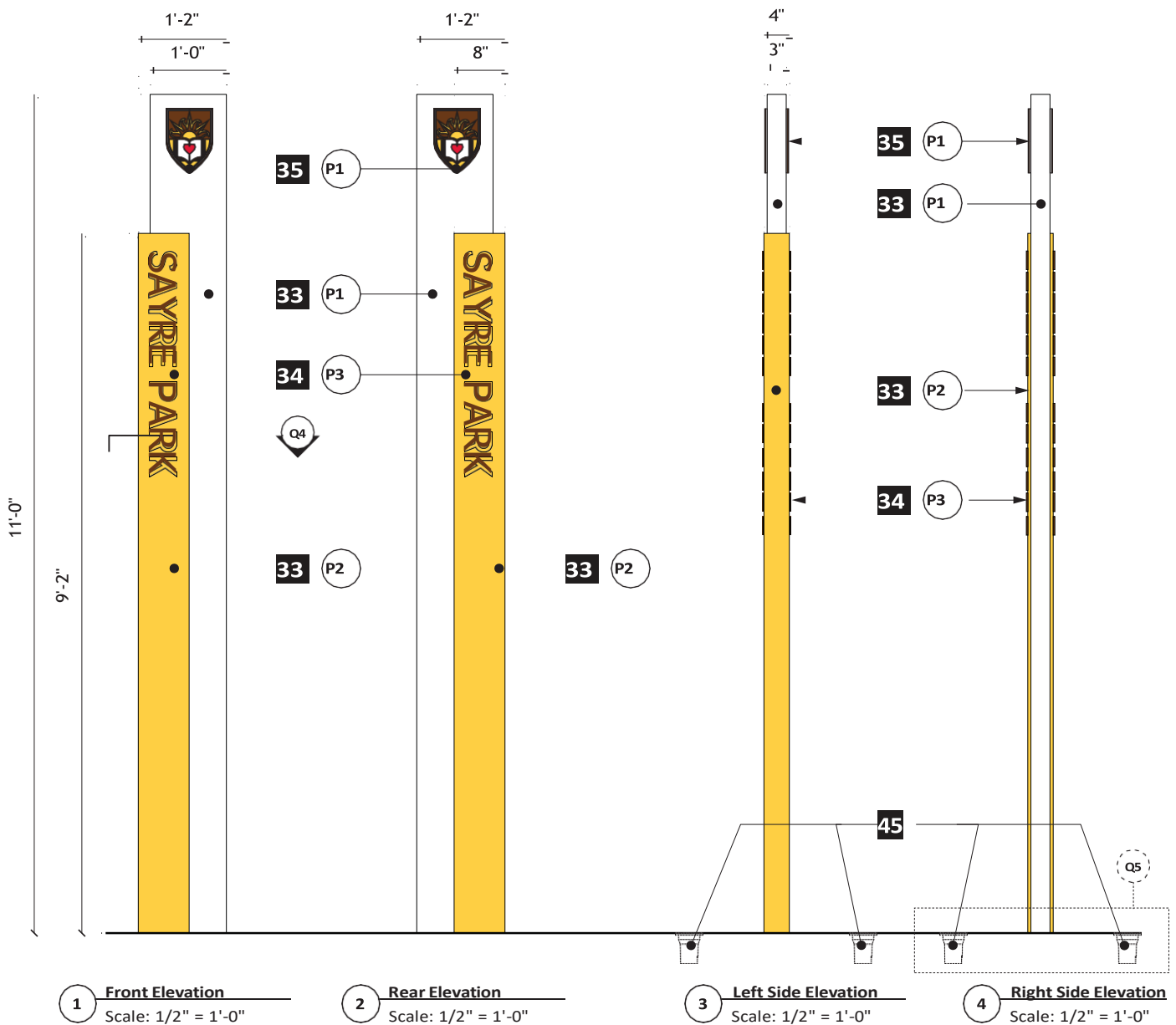


**DO NOT** include the word "UNIVERSITY".



**DO NOT** alter proportions.





**GWY.4 - Campus Identification**

**GENERAL FABRICATION/GRAPHIC NOTES**

Field verification of each sign location and site conditions will be required prior to fabrication.

**A few guidelines to consider when selecting this sign type.**

Intended to identify a campus by name. Can be used in conjunction with a Signature Gateway to mark a primary campus arrival.

Can also be used as a standalone element to identify a transition point between campuses.

**26- Gravel Bed**

Provide stainless steel landscape edging all around and fill with grey river pebbles.

**33- Gateway Panels**

Fabricated aluminum cabinets, paint all exposed surfaces as per specs. Mount on 1/2" aluminum plate fastened to bolts embedded in reinforced concrete foundation, as required by engineering.

**34- Dimensional Letters**

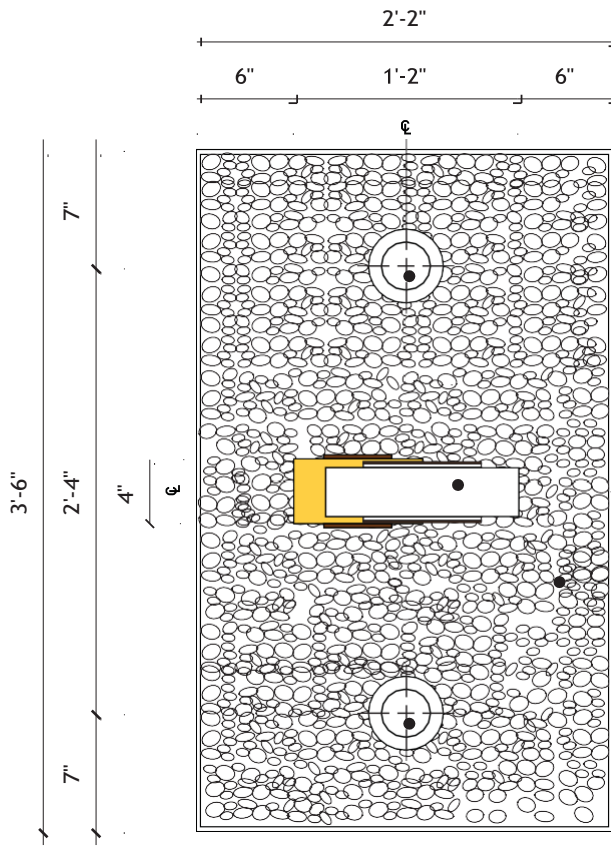
Aluminum letter forms, to be laser cut and painted, as per specs. Stud mount to Gateway Panels.

**35- Gateway Shield**

Laser cut aluminum shape, painted, artwork to be provided. Details to be laser cut and chemically welded. Stud mount to Gateway Panel.

**45- Light Fixtures**

Bega #77008 LED In-Grade Floodlight Asymmetrical Flood, Warm White Color, or approved similar. Bottom of Faceplate sits slightly above finished surface. Provide necessary electrical components, boxes, wiring, transformers, manual switch and photo sensor switch.



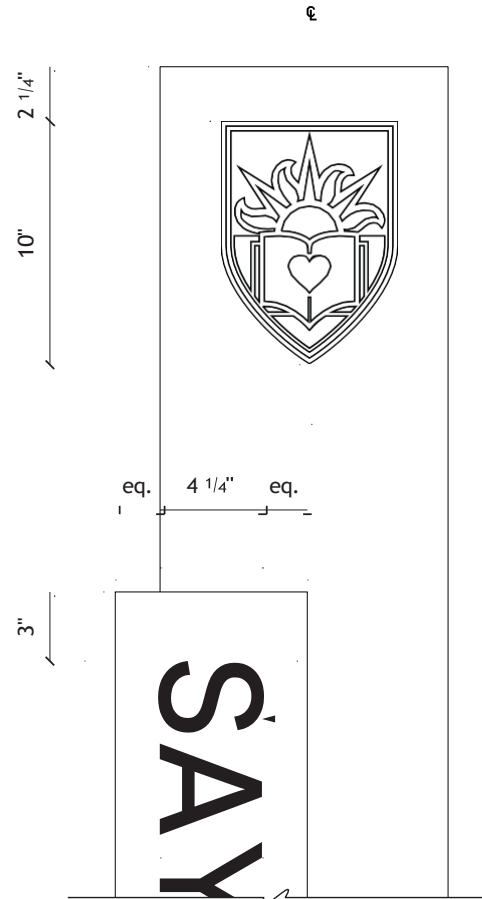
1 **Top View**  
Scale: 1" = 1'-0"

45

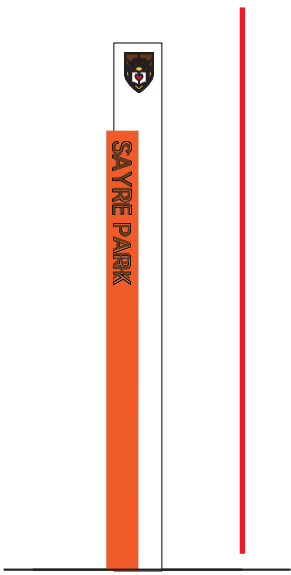
33

26

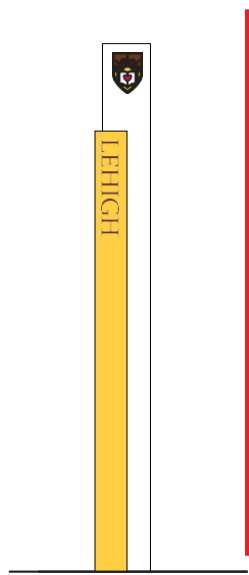
45



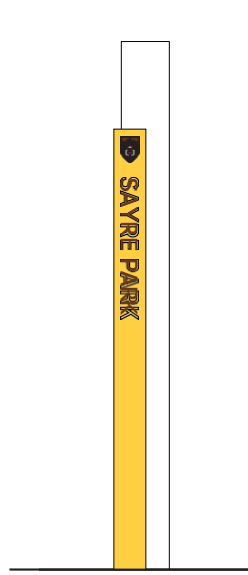
2 **Graphic Layout**  
Scale: 1 1/2" = 1'-0"



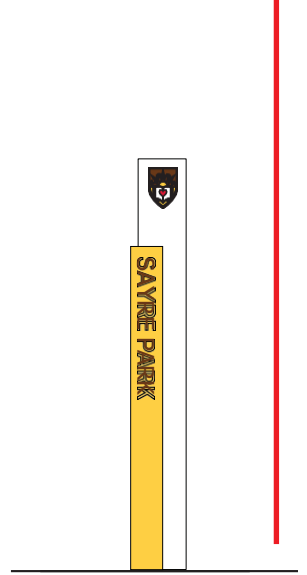
**DO NOT** change colors.



**DO NOT** switch campus and University names.



**DO NOT** alter Shield location/ scale.



**DO NOT** alter proportions.

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