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Signage guidelines are important for a number of reasons.

1. Consistent use of guidelines will help students, faculty, and administrators navigate our campuses and ultimately find their destinations more easily.

2. At NYU there is an added burden of campuses being embedded in busy urban landscapes and in multi-use buildings. Signage provides confirmation that students are in the right location.

3. Wayfinding signage elements are an extension of the visual identity of New York University. They are an important aspect that reinforces the branding that is expressed throughout all our communications platforms.

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### WHY INTERIOR SIGN GUIDELINES ARE NEEDED

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### STEPS FOR ORDERING SIGNS

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Signage packages created for new construction or a renovation of an existing building must be created by a graphic designer, architect, architectural firm, or fabricator— and coordinated through Construction Management, Strategic Assessment, Planning and Design, and University Relations and Public Affairs.

Replacement signage requested by a college, academic building, or space should be coordinated through the Facilities Manager for that building with Construction Management.

For questions or to schedule a project, please contact the Client Services Center.

**NYU Client Services Center**
285 Mercer Street, 6th Floor
New York, New York 10003
Tel: +1 212-998-1001
Fax: +1 212-995-4671
Email: contactcsc@nyu.edu

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### IMPORTANT TO KNOW

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Drawings shown on the following pages are for reference only and not to be used as final artwork.

These guidelines are to be used by professional designers, architects, and fabricators to design and produce accurate signage programs for the University.

Final signage packages must include location plans, a message schedule, and elevations of all signage installation with final dimensions and architectural coordination.

Final signage must adhere to all ADA-compliant rules and regulations.

**This guide may not include all possible sign types and may not include all regulatory, emergency, and life-safety signs required by law.**

Use of the logo standards is strictly enforced on all wayfinding signage. For any questions regarding the logo standards or these guidelines, please contact urpa.styleguide@nyu.edu.
LOGO

The NYU logo, consisting of the logomark (torch in a box) and the logotype (New York University) should never be re-created. The logo and its guidelines are available online at nyu.edu/styleguide.

Any expression of NYU’s visual identity, including interior signage, should comply with the University’s graphic standards.

TYPOGRAPHY

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Font
A basic family of Gotham can be purchased at typography.com
COLOR

NYU Violet
The primary color is NYU Violet. Match PMS 2597 in paint and other substrates like plastic or vinyl.

White
White is used as a background on signs.

Brushed Aluminum
In some instances, brushed aluminum can and is used.

THREE SYSTEMS TO CHOOSE FROM

Here are three systems NYU has identified and used in buildings on campus that provide aesthetic differences and have differing price points.

Note: Buildings may already have other wayfinding systems. In that case, continue with the in-place system to achieve consistency.
Sign Types

ENTRANCE - OFFICE

EN-01
Building or floor entrance with one occupant.

WF-01
Directory Large
(See Page 10)

EN-02
Building or floor entrance with more than one occupant.

WF-02
Directory Small
(See Page 10)
EN-01
Single-Office Entrance Sign

EN-02
Multi-Office Entrance Sign

Gotham Bold
525 pt
180 tracking

8.75"

4.875"

NEW YORK UNIVERSITY

ADMISSIONS
GLOBAL PROGRAMS
GLOBAL ADMISSIONS

.375" Thick Water-Jet Cut Brushed Aluminum

.375" Thick Acrylic Violet

.125" Thick Spacer

.375" Thick Water-Jet Cut Brushed Aluminum

.375" Thick Acrylic Violet

.125" Thick Spacer

Gotham Bold
All Caps
154 pt
200 pt leading
30 tracking

8"

4"

8.75"

4.875"
Sign Types

OFFICE IDENTIFICATION

Important: All sign installations must be performed by a professional and in accord with all ADA and life-safety requirements.

ID-01
Room ID / Workstation ID
6.75" x 2.25"

ID-02
Room ID with Name
6.75" x 4.5"

ID-08
Violet column with logo can be added to the system for additional brand expression.
1" x 2.25", 4.5", 6.75", 12", 16.5"

ID-06
Room ID with Name and Letter Holder
8.5" x 16.5"
OFFICE IDENTIFICATION

627

Jennifer Smith

ID-03
Room ID with Name Insert
6.75” x 4.5”

627

EPP Lab Manager
Christopher Musso

ID-04
Room ID with Long Name
6.75” x 6.75”

627

EPP Lab Manager
Christopher Musso

ID-05
Room ID with Long Name Insert
6.75” x 6.75”

627

Person’s Name
Gotham Book, 36 pt.
Jennifer Smith

627

Room Identifier
Gotham Book, 72 pt.
Braille

627

Room Identifier
Gotham Book, 72 pt.
Braille

627

Department or
Room Name
Gotham Book, 72 pt.
Lab Storage
Sign Types

WAYFINDING - OFFICE DIRECTORY

WF-01
Directory Large
16" x 27"

WF-02
Directory Small
8.5" x 15"
Slip in Letter-Size Paper

Human Resources
Shipping
Finance
Administration
Training
Conference Room One
Conference Room Two
Conference Room Three

Violet Panel
16" x 4.5"

Panel
16" x 2.25"

Gotham Bold
All Caps
96 pt.
190 tracking

Gotham Book
Upper and Lower
72 pt.
No tracking

Human Resources
Shipping
WAYFINDING - DIRECTIONAL

WF-05
34.25” x 6.75”

WF-03
14.625” x 11.25”

WF-04
14.625” x 22.5”

WF-06
Restroom Flag

Gotham Book
Upper and Lower
72 pt.
No tracking

Panel
12.375” x 2.25”

Violet Panel
2.25” x 6.75”, 11.25”, 25”
Logo is 1.25” wide
Sign Types

RESTROOM

RESTROOM MULTI-OCCUPANCY

Under New York City Law, all individuals have the right to use the single-sex facility consistent with their gender identity or expression.

Note: Developed by NYU Legal Counsel, this language is to appear on multi-occupancy restroom signage.

RESTROOM SINGLE OCCUPANCY

Room Identifier
Gotham Book
36 pt.

4.5" Height
6.75" x 6.75"

Under New York City law, single-sex facility.

Room Identifier
Gotham Book
72 pt.

6.75" x 2.25"
**LIFE-SAFETY, INCLUDING EVACUATION PLANS AND STAIR EXITS**

**Important:** All regulatory, emergency, and life-safety signs need to adhere to New York City code requirements. In addition, signs need to be ADA compliant.

*Consult with a professional sign installer, architect, or architectural firm to determine what signs are necessary and that they are manufactured to code and are positioned in the right location.*

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**LS-01.** NYC code-required, door-mounted ID sign in red and white

**LS-02.** Optional sign on doors if they are locked, have no reentry or have special egress locks

**ID-02.** Tactile ADA Exit sign in corridor on latch side of wall

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**Please consult a professional sign installer. Stairs may require the following signs as well.**

- Tactile ADA Exit sign at point of discharge
- Tactile ADA floor number sign inside stairwell on latch side of wall
- 12”x18” inside stairwell sign for 4+ story buildings, required info on roof access, floors served, discharge level and direction, and floor number
- Photoluminescent inside stairwell signs for buildings above 7 floors, per NYC Local Law 26
- Evacuation signage that appears at the main elevator bank
- Elevator Door Jam Identification

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Other Types

DISTRACTION MARKS / SAFETY MARKS

When utilizing the NYU logomark, use the complete mark, which includes the torch reversed out of the square box. *For distraction marks, you may remove the NYU font from the mark.*

Use the complete logomark, which includes the torch in a box. Never use the torch outside a box.
**Important:** According to New York State requirements, transparent glass doors and fixed adjacent transparent glass sidelights shall be marked on the glass surface in two 4"-wide areas. One such area shall be located at least 30, but not more than 36 inches and the other at least 60, but not more than 66 inches above the ground, floor or equivalent surface below the door or sidelight.

**Please use a professional sign company, architect, or architectural firm when designing interior distraction marks and reference New York State compliance code for the requirements.**

**Note:** Interior distraction marks do not need to use the NYU logomark and may be designed in a graphic manner that reflects other interior design considerations. Above are two samples that have been used at the University.

**REVOLVING DOOR USE**

To conserve energy, we encourage students and faculty to use revolving doors. This is a suggested sign wording that can be used.

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**Save Energy Please Use Revolving Doors**

*Use Revolving Door 8" x 10"*
DONOR SIGNAGE

Donor signage should be created by a graphic designer, architect, architectural firm, or fabricator—and coordinated through University Development and Alumni Relations (UDAR), and University Relations and Public Affairs (URPA).

For questions about donor signage, please contact:

University Development and Alumni Relations
25 West Fourth Street, 4th Floor
New York, NY 10012
212.998.6900

University Relations and Public Affairs
urpa.styleguide@nyu.edu