



LIBERTY UNIVERSITY

CAMPUS SIGNAGE GUIDE
SUMMER 2018

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R A T I O N A L E

Consistent campus signage increases awareness of the Liberty brand and creates a positive first impression of the university. From the smallest room number to the largest building on campus, our signs should follow a system that is both coherent and standardized. Use these specifications to design signage that will:

- *Beautify the Liberty University campus and blend with the overall visual brand.*
- *Eliminate clutter created by pre-existing signs that don't match.*
- *Distinguish Liberty University as a prestigious, academic institution throughout all visual interactions on campus.*
- *Systematize design, materials, and messages to improve wayfinding.*
- *Control long-term signage design, production, and maintenance costs.*



WAYFINDING VISUAL INDEX

WAYFINDING VISUAL INDEX:

EXTERIOR SIGNAGE

Mock-ups may not be to scale.



→ EWP-A

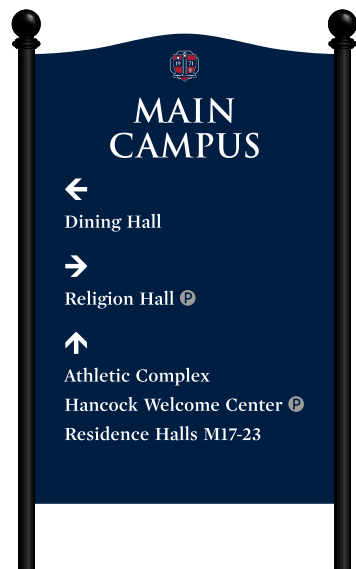
Parking Lot
Entry Sign

Page 24

→ EWP-B

Removable Parking
Lot Attachment

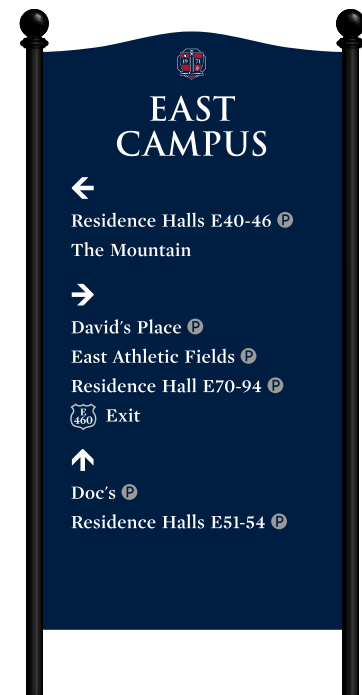
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→ EWT-C

Vehicular Wayfinding Sign:
Small

Page 26



→ EWT-D

Vehicular Wayfinding Sign:
Large

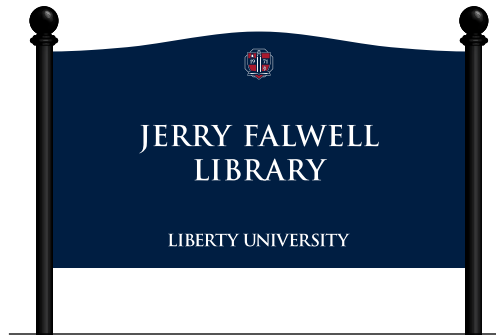
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JERRY FALWELL LIBRARY

→ EW-E

On-Building Identifier

Page 28



→ EW-F

Two-Post Building Identifier

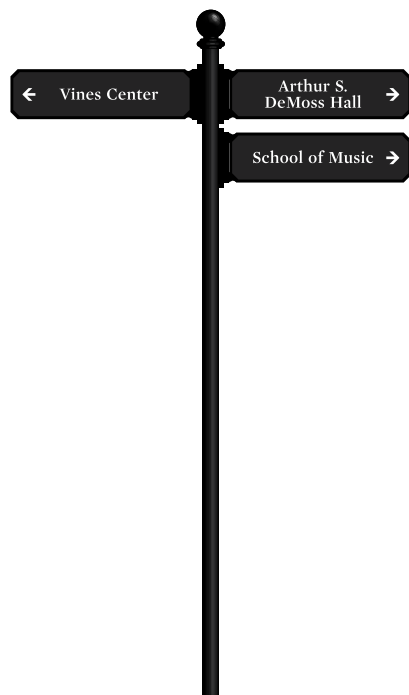
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→ EW-G

Residential Building Identifier

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→ EW-H

Pedestrian Finger Sign

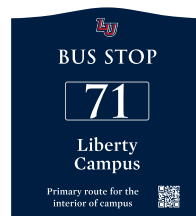
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→ EWT-J

Bus Stop
Marker

Page 36



→ EWT-K

Bus Stop
Interior Sign

Page 36



→ EWT-L

Misc. Traffic Signs

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→ EWP-M

Parking
Lot Spaces: 8" x 8"

Page 40



→ EWP-N

Parking
Lot Spaces:
Color Decal

Page 42



→ EWP-P

Parking
Lot Spaces:
Misc. Text

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→ EWP-Q

Parking
Lot Spaces:
Handicapped

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1000

1200
1100

2000
1300
1000

→ EW-R

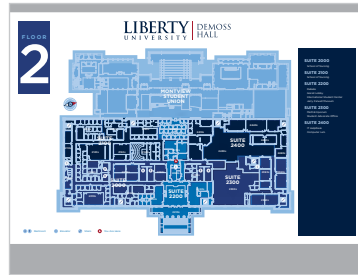
Fire Code
Sign

Page 48

WAYFINDING VISUAL INDEX:

INTERIOR SIGNAGE

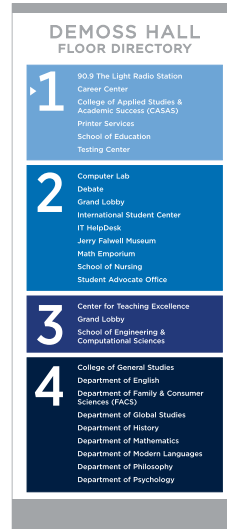
Mock-ups may not be to scale.



→ IN-K

Floor Map Directory

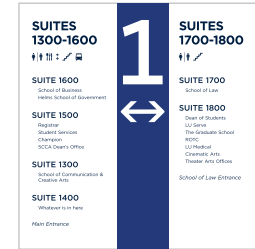
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→ IN-J

Directory Wayfinding Sign

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→ IN-W2C

Corner Wayfinding Sign

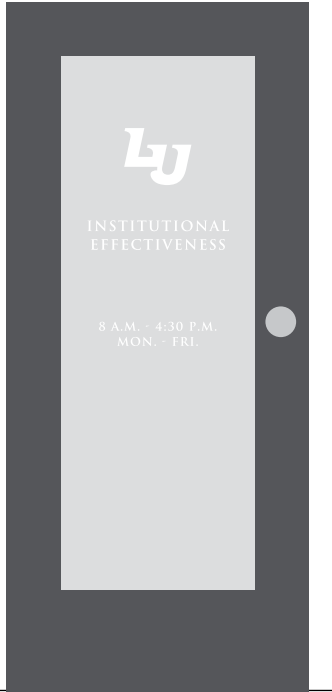
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→ IN-W1C

Flat Wayfinding Sign

Page 56



➔ IN-L1

Frosted Door Vinyl: General University*

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➔ IN-L2

Door Vinyl: Athletic

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** In some cases, the monogram may be replaced with the official academic seal, a professional school seal, or other marks approved by Marketing.*

- Glass (see through)
- Frosted Vinyl

HELMS SCHOOL OF GOVERNMENT

→ IN-G

Academic College/School
Area Identifier

Page 60

GRAND LOBBY

→ IN-H1

Section Designation
Identifier

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→ IN-M

Blind Hallway Sign

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VINES CENTER ENTRANCE

→ IN-H2

Section Designation
Identifier: Entrance

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→ IN-N

Pictogram Sign

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→ IN-A1

Room Sign:
One Line

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→ IN-A2

Room Sign:
Two Line

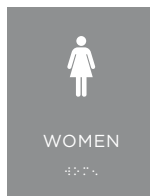
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→ IN-B

Individual Office Sign

Page 70



→ IN-D2

Women's
Restroom

Page 72



→ IN-D3

Men's
Restroom

Page 72



→ IN-D1

Restroom

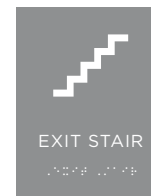
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→ IN-D4

ADA-Accessible
Restroom

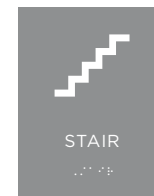
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→ IN-E1

Exit Stair

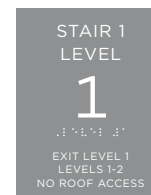
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→ IN-E2

Stair

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→ IN-F

Stair Level Sign

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WAYFINDING VISUAL INDEX: AUXILIARY LOCATION SIGNAGE

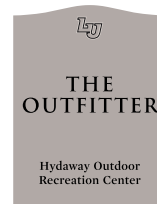
Mock-ups may not be to scale.



→ AUX-A

Auxiliary Area Entrance

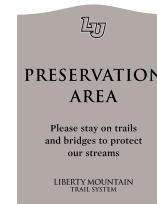
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→ AUX-B

Auxiliary Building Identifier

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→ AUX-C

Trail Sign

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→ Design not finalized

→ AUX-D

Emergency Location
Trail Marker

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→ Design not finalized

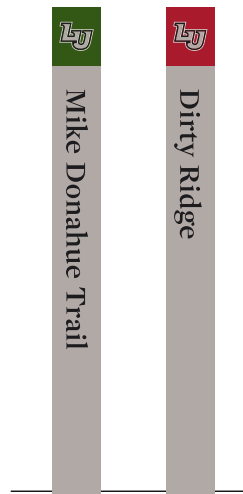


→ AUX-E

Trailhead Marker: Stone

Page 86

→ Design not finalized



→ AUX-F

Trail Markers

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TYPOGRAPHY

WAYFINDING TYPOGRAPHY: EXTERIOR SIGNAGE

TRAJAN PRO 3 SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
-ALL CAPS-
0123456789



Trajan Pro 3 Semibold is one of Liberty's official university fonts and is used in our wordmark. Using Trajan on exterior signage helps with brand cohesion across the university.

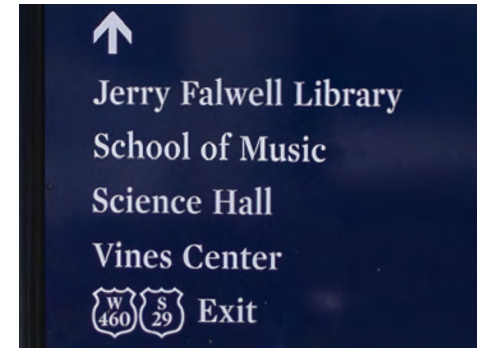
Please note that while Trajan Pro 3 has a small-capitals lowercase, it should always be used with ALL CAPITALS for university signage.

MERCURYHG DISPLAY SEMIBOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

↔ ↕ ↗ ↘ ↙ ↚ ↛ ↜ ↝ ↞ ↠ ↡ ↢ ↣ ↤ ↥ ↦ ↧ ↨ ↩ ↪ ↫ ↬ ↭ ↮ ↯ ↰ ↱ ↲ ↳ ↴ ↵ ↶ ↷ ↸ ↹ ↺ ↻ ↼ ↽ ↾ ↿ ⇀ ⇁ ⇂ ⇃ ⇄ ⇅ ⇆ ⇇ ⇈ ⇉ ⇊ ⇋ ⇌ ⇍ ⇎ ⇏ ⇐ ⇑ ⇒ ⇓ ⇔ ⇕ ⇖ ⇗ ⇘ ⇙ ⇚ ⇛ ⇜ ⇝ ⇞ ⇟ ⇠ ⇡ ⇢ ⇣ ⇤ ⇥ ⇦ ⇧ ⇨ ⇩ ⇪ ⇫ ⇬ ⇭ ⇮ ⇯ ⇰ ⇱ ⇲ ⇳ ⇴ ⇵ ⇶ ⇷ ⇸ ⇹ ⇺ ⇻ ⇼ ⇽ ⇾ ⇿ ⚠ ⚡ ⚢ ⚣ ⚤ ⚥ ⚦ ⚧ ⚨ ⚩ ⚪ ⚫ ⚬ ⚭ ⚮ ⚯ ⚰ ⚱ ⚲ ⚳ ⚴ ⚵ ⚶ ⚷ ⚸ ⚹ ⚺ ⚻ ⚼ ⚽ ⚾ ⚿ ⏰ ⏱ ⏲ ⏳ ⏴ ⏵ ⏶ ⏷ ⏸ ⏹ ⏺ ⏻ ⏼ ⏽ ⏾ ⏿ ⚙ ⚖ ⚗ ⚘ ⚙ ⚛ ⚜ ⚝ ⚞ ⚟ ⚠ ⚡ ⚢ ⚣ ⚤ ⚥ ⚦ ⚧ ⚨ ⚩ ⚪ ⚫ ⚬ ⚭ ⚮ ⚯ ⚰ ⚱ ⚲ ⚳ ⚴ ⚵ ⚶ ⚷ ⚸ ⚹ ⚺ ⚻ ⚼ ⚽ ⚾ ⚿ ⏰ ⏱ ⏲ ⏳ ⏴ ⏵ ⏶ ⏷ ⏸ ⏹ ⏺ ⏻ ⏼ ⏽ ⏾ ⏿



MercuryHG Display Semibold is a serif display typeface based off of Mercury Display. Mercury is a similar typeface to Adobe Garamond Pro but was built to be clearly legible at large sizes. It was internally edited to include symbols necessary for wayfinding, such as directional arrows, ADA symbols, and common highway route markers. This typeface may be used in sentence case.

This typeface may not be distributed outside of the university.

WAYFINDING TYPOGRAPHY: INTERIOR SIGNAGE

TRAJAN PRO 3 SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
-ALL CAPS-
0123456789



Trajan Pro 3 Semibold ties our exterior signage to our interior signage. Using Trajan on interior signage helps with brand cohesion across the university.

Please note that while Trajan Pro 3 has a small-capitals lowercase, it should always be used with ALL CAPITALS for university signage.

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



Gotham Book is one of our official university fonts. It was first used for interior signage at the Jerry Falwell Library. Gotham typeface blends with the modern architecture of our newer buildings and brings our pre-existing buildings into the same style. This typeface may be used in sentence case.



EXTERIOR WAYFINDING GUIDELINES & SPECS

EW P - A | PARKING LOT ENTRY SIGN

EW P - B | REMOVABLE PARKING LOT ATTACHMENT

These freestanding, two-post signs are made of two separate signs (EW P-A1 & EW P-A2) and a spacer to keep them separated. They are available as either single- or double-sided and should be placed at entrances to parking lots.

For special events, such as game days or Commencement, double-sided, vertical, **Removable Parking Lot Attachments (EW P-B)** can be magnetically attached to either side of the main permanent sign to designate it as a specific lot.



EW P-A1 FORMAT

*Parking Icon / Lot Name / "Parking Lot" /
Valid Decals / Days Open / Times Open*

Size: 48"w x 39.5"h

EW P-A2 FORMAT

*"Visitor Permits at" / "Hancock Welcome
Center" (or other location name) /
"Towing Enforced at Owner's Expense" /
"Contact LUPD at (434) 592-7641"*

Size: 48"w x 16.25"h

EW P-B FORMAT

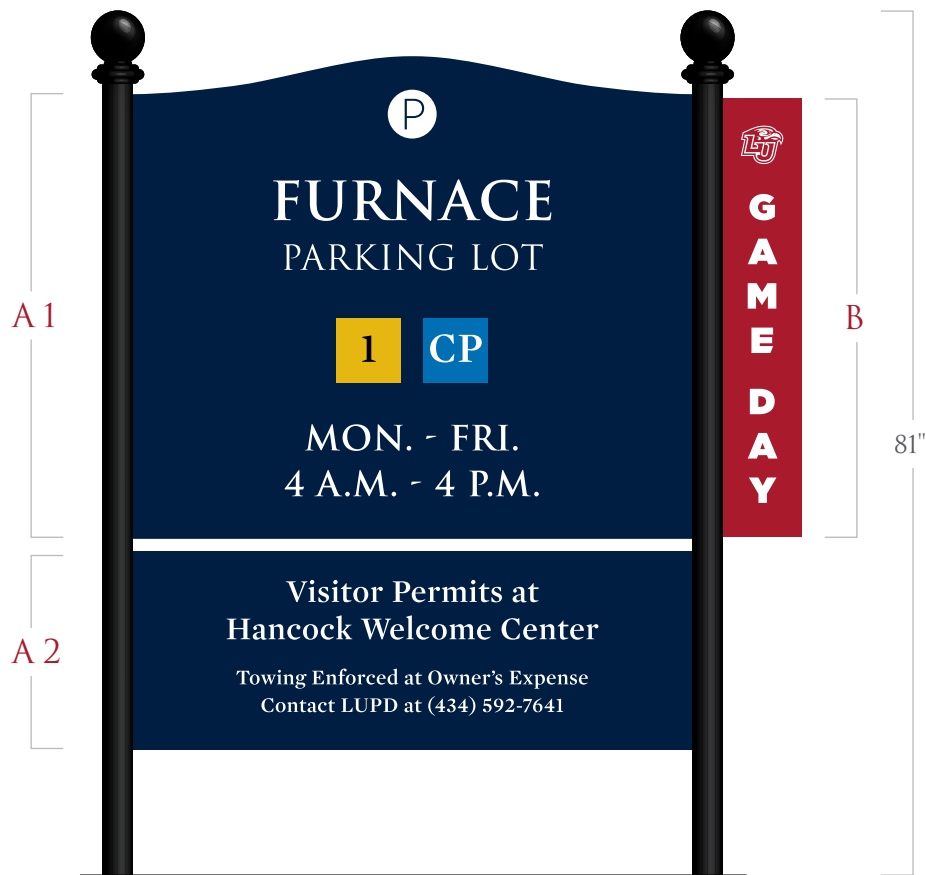
Format as needed within size constraints

Size: 6.5"w x 36"h

Text may not be hyphenated.

Parking decal icons are always centered.

All vinyl should be reflective.



EWT-C | VEHICULAR WAYFINDING SIGN: SMALL

EWT-D | VEHICULAR WAYFINDING SIGN: LARGE

These freestanding, two-post signs are visible to vehicular and pedestrian traffic. They can be either single- or double-sided and should be placed in high visibility areas.

Academic buildings are identified by their formal name with the following exceptions:

- “Center for Music and the Worship Arts” is listed as “School of Music”
- “Center for Medical and Health Sciences” is listed as “Medical School”

Athletic facilities are identified by their formal name with the following exceptions:

- “Kamphius Field at Liberty Softball Stadium” is listed as “Softball Stadium”
- “LaHaye Recreation and Fitness Center” is listed as “Rec & Fitness Center”
- “Williams Stadium” is listed as “Football Stadium”

Facilities should be listed in alphabetical order for ease of skimming.

Roads are abbreviated “Rd” (no period).

All exits are listed as the last line item below the coordinating arrow.

Parking icons appear following any facility that has a parking lot.

LUPD icon may be used for ease of skimming.

Text may not be hyphenated.

Do not adjust text size.

Kerning should not be adjusted.

Keep each facility on one line if at all possible.

All vinyl should be reflective.



EWT-D

EW T-C FORMAT

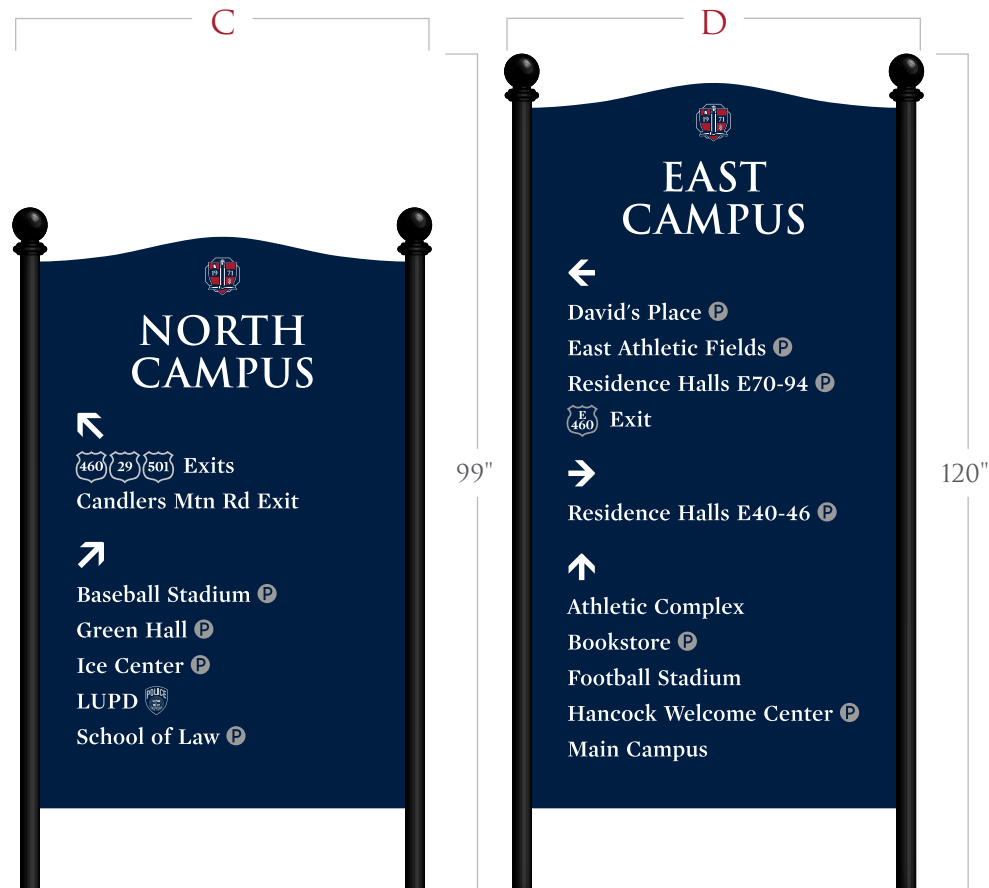
Academic Seal / Campus Area / Directory
(Arrow followed by location information)

Size: 48"w x 75"h

EW T-D FORMAT

Academic Seal / Campus Area / Directory
(Arrow followed by location information)

Size: 48"w x 95"h



EW - E | ON-BUILDING IDENTIFIER

All major buildings on campus should be labeled with an **On-Building Identifier** on the same side as the main entrance(s). These identifiers are raised letters that are adhered to the building. They should be slightly darker than the building itself, creating an obvious identifier without distracting from the building's architecture. If there is not an available area for the identifier to be placed, other options may be explored. An example of this can be seen in the image of the library to the right.





EW-E

EW-E FORMAT

All-Caps Trajan Pro 3 Semibold

Tracking set at +200

Size: Determined based off specs of each building; should allow for the same ratio of margin spacing

On a case-by-case basis, **On-Building Identifiers** may be created using two lines. These are only permitted when the building name is too long to fit on one line and there is enough vertical space, but this format is not preferred.

Note that the color of the letters will change per building.



EW-E

E

JERRY FALWELL LIBRARY

EW - F | TWO-POST BUILDING IDENTIFIER

In addition to an **On-Building Identifier**, academic buildings may be labeled with a double-sided **Two-Post Building Identifier** for pedestrian traffic. These signs should be placed perpendicular to the main entrance of the building. When possible, signs should be placed at a pedestrian intersection.



EW-F FORMAT

Academic Seal / Building Name (one, two, or three lines) / Liberty University Horizontal Wordmark

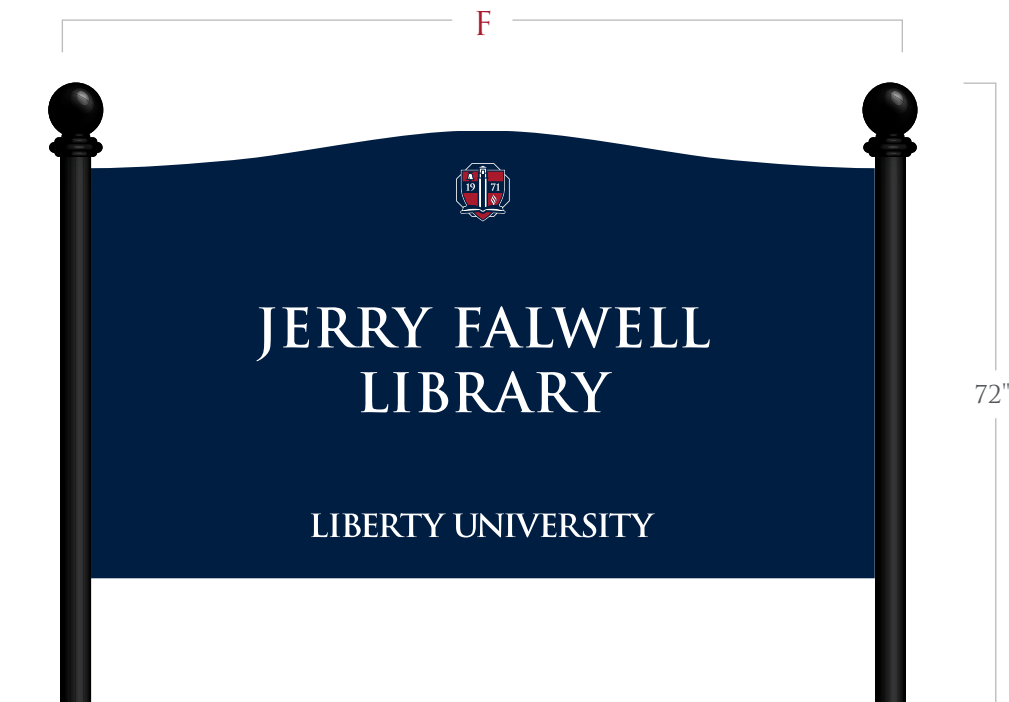
Size: 84"w x 48"h

Text may not be hyphenated.

Line breaks should be placed where they make the most sense.

Parking decal icons are always centered.

All vinyl should be reflective.



EW - G | RESIDENTIAL BUILDING IDENTIFIER

Residential buildings are identified by a wall-mounted sign placed to the left or right of the main entrance. Signs should be installed 54" from the ground to the sign's bottom edge.

EW - G



EW - G

EW - G

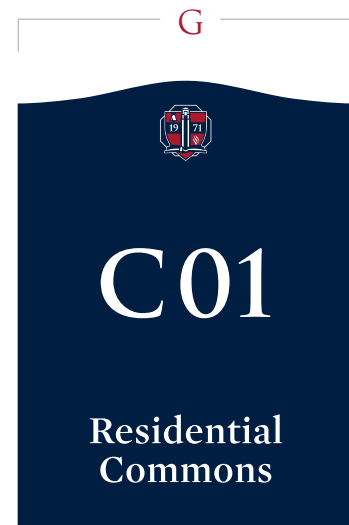
EW-G FORMAT

*Academic Seal / Residence Hall ID /
Campus Area*

Size: 12"w x 16"h

Text may not be hyphenated.

All vinyl should be reflective.

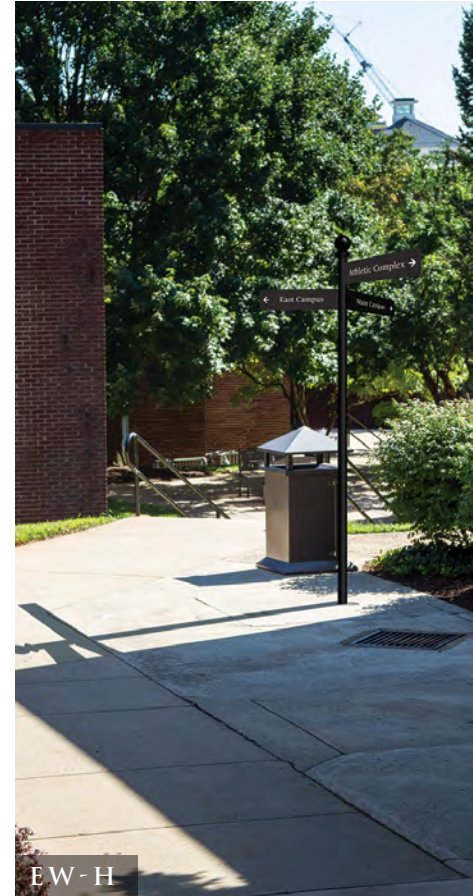


EW - H | PEDESTRIAN FINGER SIGN

These are freestanding, double-sided signs visible in specific, high-traffic pedestrian areas. The directional arrow is always on the side of the sign furthest from the post.

A maximum of four directionals may be displayed on each post.

A maximum of two signs may be stacked vertically that are pointing in the same direction.



→ Design not finalized

EW-H FORMAT

Side 1: Building Name / Right Arrow

Side 2: Left Arrow / Building Name

Size: TBD

Text may not be hyphenated.

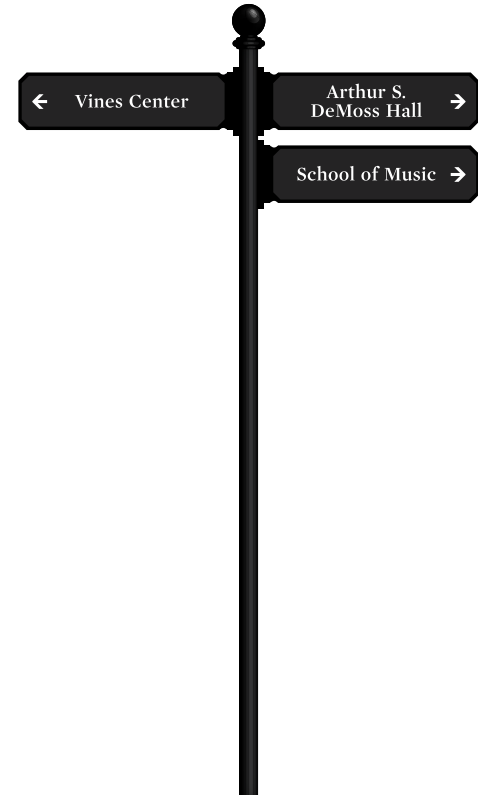
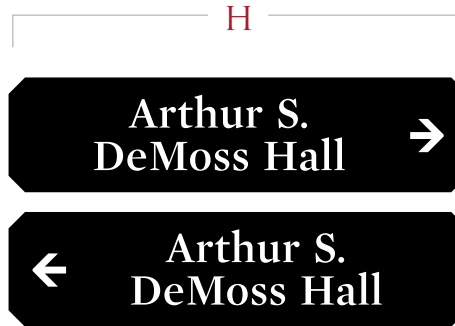
All signs should use the same point size.

Abbreviations may be permitted on a case-by-case basis.

The same nomenclature used on **Vehicular Wayfinding Signs** (pg. 26) should be used.

Finger signs may be affixed to a lamp post on a case-by-case basis.

All vinyl should be reflective.



EWT-J | BUS STOP MARKER

EWT-K | BUS STOP INTERIOR SIGN

→ Design not finalized

Bus Stop Markers are installed at all bus stops. The top sections can be taken apart so that route numbers can be changed out as needed.

Bus Stop Interior Signs are placed inside of bus stops to identify the stop number, name, and route information. A QR code is used that links to a live route map.

Since bus stops may be at off-campus locations, the monogram is used at the top instead of the academic seal.



EWT-J FORMAT

On each of the four sides: Monogram / Route Number / Spacer (if needed) / Route Number (if needed) / Bus Icon / Bus Stop Name

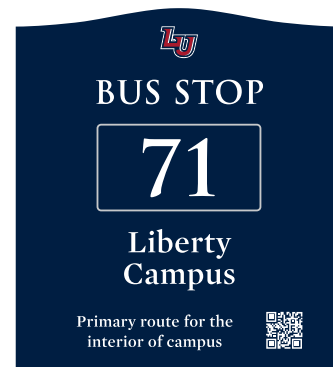
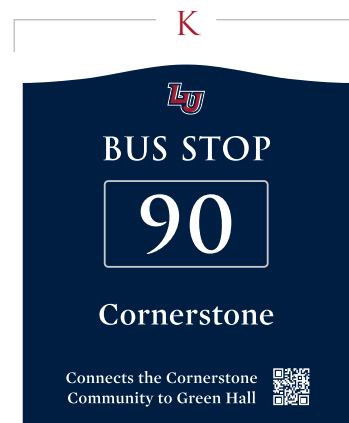
Size: TBD

EWT-K FORMAT

*Monogram / Route Number / Route Name /
Route Information and QR Code*

Size: 18"w x 20"h

All vinyl should be reflective.



EWT-L | MISC. TRAFFIC SIGNS

These signs are placed strategically in locations where traffic and/or parking direction is needed. They may either be attached to a post or wall-mounted. If attached to a post, they may be rectangular with rounded edges and encased in a frame (EWT-L2), or the scalloped top may be used (EWT-L1).



EW T-L1 FORMAT

Academic Seal / Text / Arrow(s) (if needed) / “Towing Enforced at All Times” (if needed) / “Contact LUPD at (434) 592-7641” (if needed) / Liberty University Horizontal Wordmark

Size: 12”w x 16”h

EW T-L2 FORMAT

Academic Seal / Text / Arrow(s) (if needed) / “Towing Enforced at All Times” (if needed) / “Contact LUPD at (434) 592-7641” (if needed) / Liberty University Horizontal Wordmark

Size: 12”w x 18”h or 18”w x 24”h

EW T-L3 FORMAT

No entry symbol / “No” / “Entry”

Size: 8”w x 8”h

Format may vary in regard to text, arrows, and towing statement.
All vinyl should be reflective.



EWP-M | PARKING LOT SPACES: 8" X 8"

These freestanding single-post signs should be used for reserved numbered or individual spaces only. These signs may be used to identify one space, and may occasionally be wall-mounted, though a post is preferred.





EWP-M1

EWP-M1 FORMAT

Monogram / "Reserved" / #

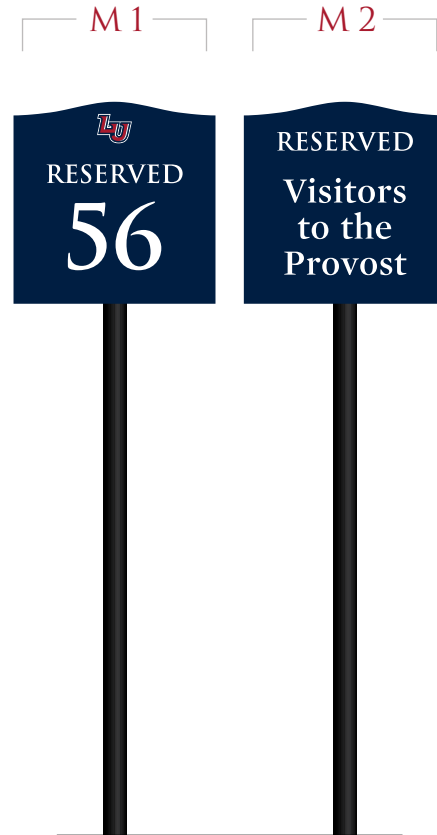
Size: 8"w x 8"h

EWP-M2 FORMAT

"Reserved" / Text

Size: 8"w x 8"h

All vinyl should be reflective.



EWP-N | PARKING LOT SPACES: COLOR DECAL

These freestanding single-post signs should be used for color decal spaces only. The mini decal at the top should match the parking lot entry sign (EWP-A), and the color bar with full text should make these signs easily identifiable from a distance. Signs may be used to identify either one or two spaces.



EW P-N1 FORMAT

*Mini Decal / “Reserved” / Color Block with
Decal Designation Text / Time Frame / Arrows
(if needed) / “Towing Enforced” / “Contact
LUPD at (434) 592-7641 (if needed)*

Size: 12”w x 16”h

EW P-N2 FORMAT

*Academic Seal / “Reserved” / Smaller Color
Blocks with Decal Designation Text /
Time Frame / Arrows (if needed)*

Size: 12”w x 16”h

EX-N1 layout may be adjusted slightly if there
is additional text needed at the bottom.

Do not hyphenate text.

Do not change text size.

Three-line maximum for center text area.

All vinyl should be reflective.



EWP-P | PARKING LOT SPACES: MISC. TEXT

These freestanding single-post signs should be used for parking lot spaces across campus. The text “Reserved” should be on all signs. **EWP-P2** signs may use the athletic primary at the top. All others should use the academic seal (**EWP-P1**). Signs may be used to identify either one or two spaces.



EW P-P1 FORMAT

Academic Seal / "Reserved" / Who is the spot reserved for? / Time Frame / Arrows (if needed)

Size: 12"w x 16"h

EW P-P2 FORMAT

Athletic Primary Mark / "Reserved" / Who is the spot reserved for? / Time Frame / Arrows (if needed)

Size: 12"w x 16"h

Do not hyphenate text.

Do not change text size.

Three-line maximum for center text area.

All vinyl should be reflective.



EWP-Q PARKING LOT SPACES: HANDICAPPED

Each handicapped space requires its own sign; arrows may not be used to indicate two spaces. They may be attached to a post or wall-mounted, depending on location.



EW P-Q1 FORMAT

Academic Seal / “Reserved” / Handicapped symbol / “Tow-Away Zone” / “Penalty: \$100-500 Fine”

Size: 12”w x 16”h

EW P-Q2 FORMAT

Academic Seal / “Reserved” / Handicapped symbol / “Van-Accessible” / “Tow-Away Zone” / “Penalty: \$100-500 Fine”

Size: 12”w x 16”h

All vinyl should be reflective.



EW - R | FIRE CODE SIGN

Fire Code Signs are required by law for emergency service personnel to be able to quickly and easily locate sections in large and unfamiliar buildings on our campus. These signs should be placed at a height that can be easily seen from the street.



EW-R1 FORMAT

Number

Size: 24"w x 12"h

R 1

R 2

R 3

EW-R2 FORMAT

Number / Number

Size: 24"w x 18"h

1000

1200
1100

2000
1300
1000

EW-R3 FORMAT

Number / Number / Number

Size: 24"w x 30"h

All vinyl should be reflective.



INTERIOR WAYFINDING GUIDELINES & SPECS

IN-K | FLOOR MAP DIRECTORY

Floor Map Directories include a map of the current floor layout with a red “You Are Here” pin. They should be placed at main entrances and major high-traffic areas on each floor, preferably in direct line of sight of area entryways.



IN-K FORMAT

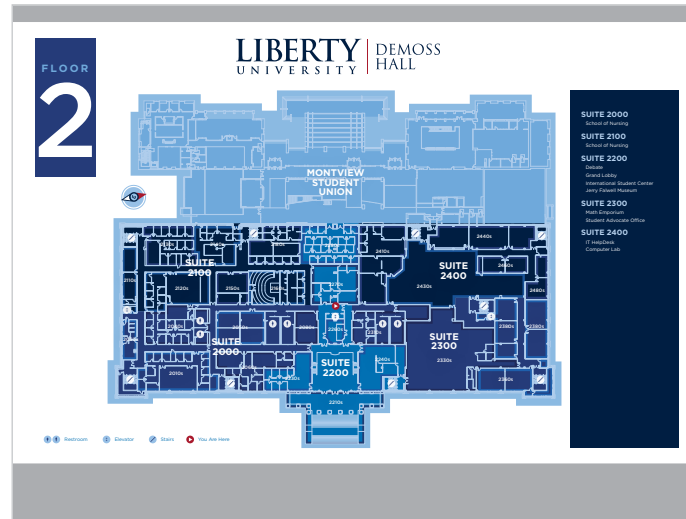
Varies by building

Size: 40”w x 30”h

Text may not be hyphenated.

No more than two lines may be used.

K



IN-J | DIRECTORY WAYFINDING SIGN

Placed at main entrances and near elevators/main stairwells. Includes the high-level schools, departments, offices, and/or student services on each floor. Constructed of glass with printed vinyl color blocks attached to the back. May be free-standing or adhered to the wall.





IN-J FORMAT

Text should be listed in Gotham. Format determined based on building needs.

Size: 30"w x 70"h but may vary

Text may not be hyphenated.

DEMOSSE HALL FLOOR DIRECTORY

1 90.9 The Light Radio Station
Career Center
College of Applied Studies & Academic Success (CASAS)
Printer Services
School of Education
Testing Center

2 Computer Lab
Debate
Grand Lobby
International Student Center
IT HelpDesk
Jerry Falwell Museum
Math Emporium
School of Nursing
Student Advocate Office

3 Center for Teaching Excellence
Grand Lobby
School of Engineering & Computational Sciences

4 College of General Studies
Department of English
Department of Family & Consumer Sciences (FACS)
Department of Global Studies
Department of History
Department of Mathematics
Department of Modern Languages
Department of Philosophy
Department of Psychology

IN-W

CORNER & FLAT WAYFINDING SIGN

These are placed at intersections in hallways directing traffic to more precise locations and specific room numbers. These may be placed on a maximum of two corners per intersection. **Corner** and **Flat Wayfinding Signs** are printed on vinyl placed behind a clear acrylic panel and attached to the wall. When ordering signs, designate either “**IN-WC**” for a **Corner Sign** or “**IN-WF**” for a **Flat Sign**.



IN-W FORMAT

*Suite Numbers / Amenity Icons /
Individual Suite / Areas within Suite / [Repeat
Individual Suite and Areas within Suite as
needed]*

Size: 29”w x 29”h (two sides for text)

Size: 17.5”w x 29”h (one side for text)

Text may not be hyphenated.



IN-L | DOOR VINYL

Frosted vinyl should be used on doors to identify areas within. They should be placed at a consistent height and size throughout all of campus. This design allows the doors to retain visibility while labeling the area.

IN-L1 FORMAT FOR NONACADEMIC OFFICES/ DEPARTMENTS

*Monogram / Office or Department Name
(truncated to remove "Office of" or
"Department of" / Hours if desired)*

Size: Dependant on glass size



IN-L1 FORMAT FOR ACADEMIC COLLEGES/ SCHOOLS/DEPARTMENTS

*Monogram or School-Specific Mark, Seal, or
Crest / College, School, or Department Name /
Hours if desired*

Size: Dependant on glass size

IN-L1 FORMAT FOR INDIVIDUAL OFFICES

*Monogram or School-Specific Mark, Seal, or
Crest*

*Note: Individual names may not be added to
door vinyl.*

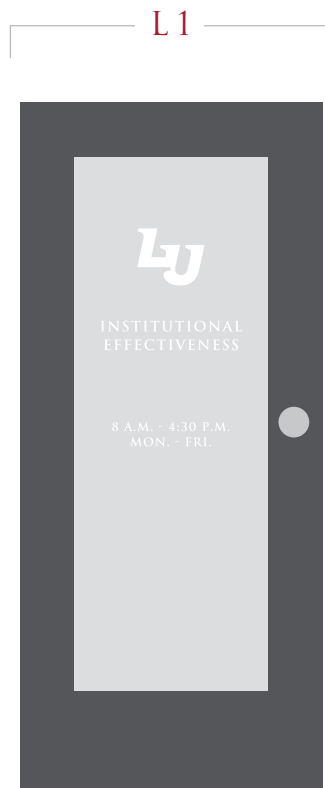
Size: Dependant on glass size

IN-L2 FORMAT

*Athletic Primary / Liberty Flames Horizontal
Wordmark / Sport Name / Area Function*

Size: Dependant on glass size

Text may not be hyphenated.



IN-G | AREA IDENTIFIER: COLLEGE/SCHOOL/DEPARTMENT

Colleges, schools, and department signs within buildings (such as Arthur S. DeMoss Hall) should be identified with silver three-dimensional letters affixed to either a bulkhead or the wall above the entrance.



IN-G FORMAT

All-capital Trajan Pro 3 Semibold, center-aligned, letterspaced with tracking set at +100.

Size: Determined by spacing limitations

Text may not be hyphenated.

No more than two lines may be used.

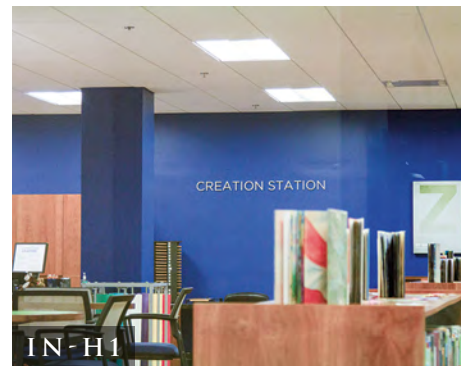
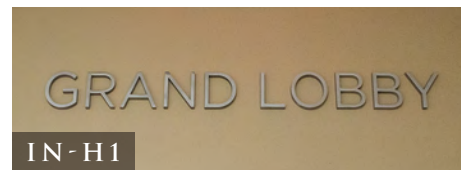
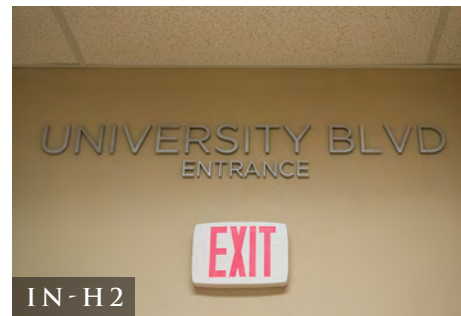
Nonacademic departments, offices, and centers may be truncated down to the function. For example, “Office of Institutional Effectiveness” should be truncated to “Institutional Effectiveness.”

— G —
SCHOOL OF
BUSINESS

— G —
MARKETING

IN-H | AREA IDENTIFIER: SECTION DESIGNATION

Section Designations within buildings should be identified consistently across campus. They are silver three-dimensional letters affixed to either an entryway or wall. An entryway receives larger letters than a wall within that area. For example, the “Curriculum Library” inside the Jerry Falwell Library has a larger entryway section designator. Within the Curriculum Library, the “Creation Station” receives a smaller wall section designator.



IN-H1 FORMAT

*All-capital Gotham Book, center-aligned,
letterspaced with tracking set at +100.*

Size: Determined by spacing limitations

H 1
TINNEY CAFÉ

IN-H2 FORMAT

*All-capital Gotham Book, center-aligned,
letterspaced with tracking set at +100 /
“Entrance”*

Size: Determined by spacing limitations

H 2
VINES CENTER
ENTRANCE

Text should be placed on one line.

Text should be set in all-capital Gotham Book, center-aligned, letterspaced with tracking set at +100.

Two-line **Section Designations** may be permitted on a case-by-case basis.

IN - M | BLIND HALLWAY SIGN

→ Design not finalized

At blind intersections where classrooms or other important rooms are difficult to see, **Blind Hallway Signs** may be used. These may be placed parallel to the blind hallway, but perpendicular to the major hallway. Signs should be placed at least 7 feet from the ground to the bottom of the sign.



IN-M FORMAT

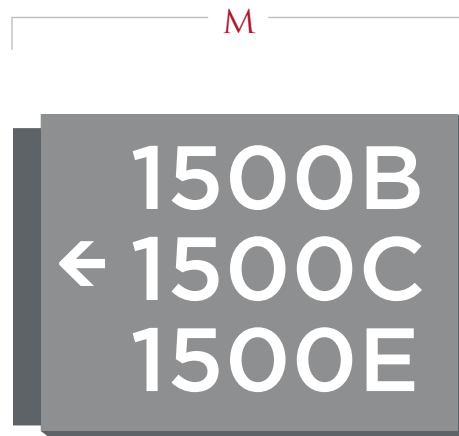
All-capital Trajan Pro 3 Semibold, center-aligned, letterspaced with tracking set at +100.

Size: TBA

Text may not be hyphenated.

No more than three rooms may be identified per sign.

Where possible, use en-dashes to denote multiple rooms (i.e. 2200C–F)



IN-N | PICTOGRAM SIGN

To identify elevators, stairs, and restrooms, **Pictogram Signs** may be used. These stand perpendicular to the wall and should be placed at least 7 feet from the ground to the bottom of the sign.



IN-N FORMAT

All-capital Trajan Pro 3 Semibold, center-aligned, letterspaced with tracking set at +100.

Size: 10"w x 10"h

Text may not be hyphenated.

No more than two lines may be used.



IN-A | ROOM SIGN

Room Signs designate the room number centered at the top, a room identification, and a Grade 2 Braille translation underneath. All text is raised. **Room Signs** should be placed at a height of 60" from the ground to the center point of the sign.



IN-A1 FORMAT

*Room Number / One-Line Room Identification /
Grade 2 Braille Translation*

Size: 8"w x 3.5"h

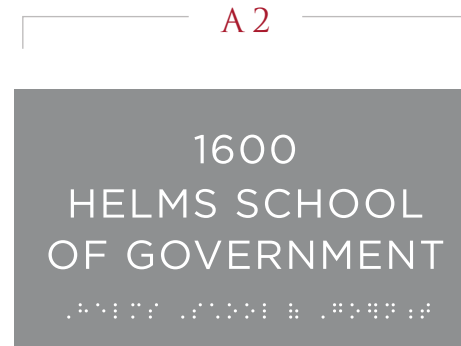
IN-A2 FORMAT

*Room Number / Two-Line Room Identification /
Grade 2 Braille Translation*

Size: 8"w x 4.5"h

Text may not be hyphenated.

Text should be in all-capital Gotham Book,
letterspaced with tracking set at +50.



IN-B | INDIVIDUAL OFFICE SIGN

These interchangeable signs are affixed to the left or right side of individual offices. **Individual Office Signs** include raised tactile numbers and Braille translation on a gray sign with a paper insert area.



IN-B1 FORMAT

Room Number / Grade 2 Braille Translation

Size: 8"w x 4.5"h

IN-B2 FORMAT

Room Number / Grade 2 Braille Translation

Size: 8"w x 2.5"h

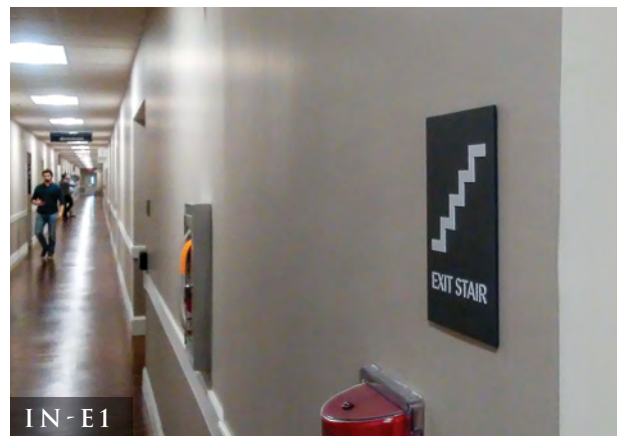
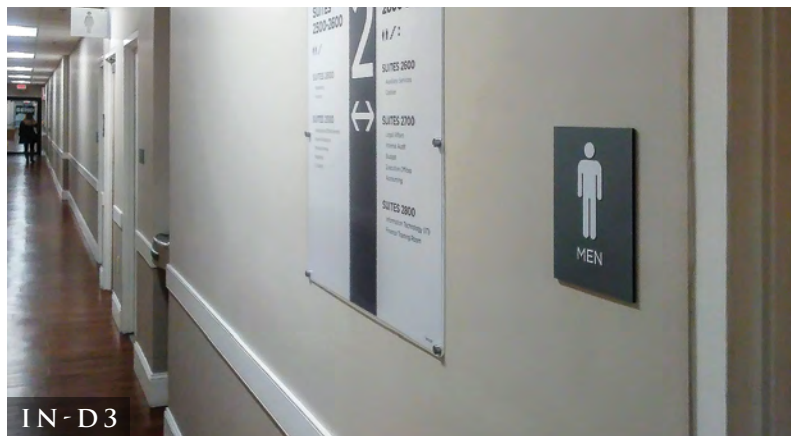
Text may not be hyphenated.

Text should be in all-capital Gotham Book,
letterspaced with tracking set at +50.



IN-D | RESTROOM ADA SIGNAGE
IN-E | STAIR ADA SIGNAGE

ADA Signage is used to designate restrooms and stairs across campus. These signs should be placed at a height of 60” from the ground to the center point of the sign. Additional signs may be created using the same format and the icons available in the glyphs for *MercuryHG Display Semibold*.



IN-D2&3 FORMAT

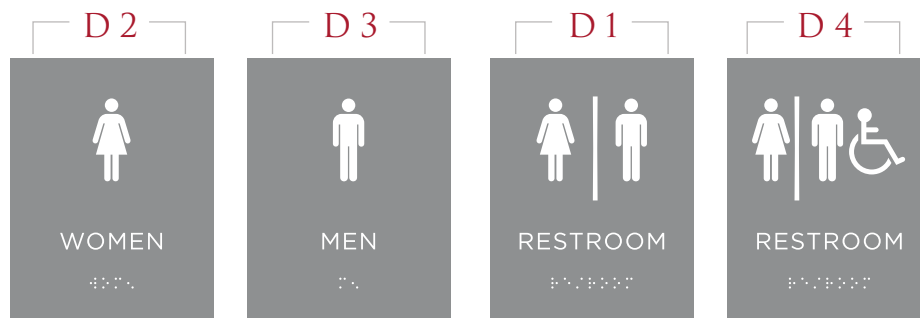
Icon / “Women” or “Men” / Grade 2 Braille Translation

Size: 6”w x 8”h

IN-D1&4 FORMAT

Icon / “Restroom” / Grade 2 Braille Translation

Size: 6”w x 8”h



IN-E1 FORMAT

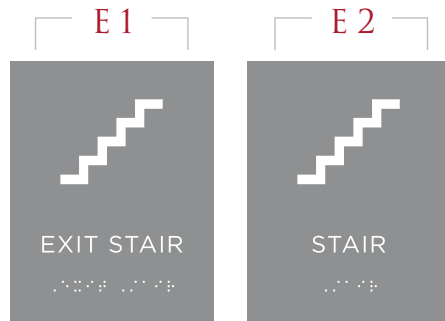
Stair Icon / “Stair” / Grade 2 Braille Translation

Size: 6”w x 8”h

IN-E2 FORMAT

Stair Icon / “Exit Stair” / Grade 2 Braille Translation

Size: 6”w x 8”h



Text may not be hyphenated.

Text should be in all-capital Gotham Book, letterspaced with tracking set at +50.

IN-F | STAIR LEVEL SIGN

Stair Level Signs, like **ADA Signs (IN-D and IN-E)**, should be placed at a height of 60" from the ground to the center point of the sign. They are used to designate stair levels and exit information.



IN-F FORMAT

“Stair” + Stair Number Designation (if applicable) / “Level” / Grade 2 Braille Translation / Exit information / Applicable Levels / Roof Access information (if applicable)

Size: 6”w x 8”h

Text may not be hyphenated.

Text should be in all-capital Gotham Book, letterspaced with tracking set at +50.





AUXILIARY LOCATION GUIDELINES & SPECS

AUX-A | AUXILIARY AREA ENTRANCE

Auxiliary Area Entrances should be consistently designated across campus. These signs are built using fieldstone columns with solid surface material stretched between them. Raised letters are installed on the sign.



AUX-A1 FORMAT

Line, “LIBERTY,” Line / Area Name (1- or 2-lines) / Line “UNIVERSITY” Line

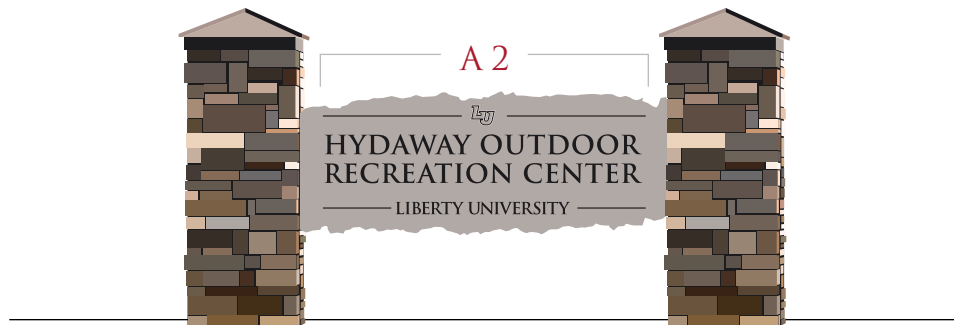
Size: Dependant on location

AUX-A2 FORMAT

Line, Monogram, Line / Area Name (1- or 2-lines) / Line, Liberty University Horizontal Wordmark, Line

Size: Dependant on location

Text may not be hyphenated.



AUX - B | AUXILIARY BUILDING IDENTIFIER

→ Design not finalized

Auxiliary buildings are identified by a wall-mounted sign placed to the left or right of the main entrance. Signs should be installed 54" from the ground to the sign's bottom edge.

AUX-B FORMAT

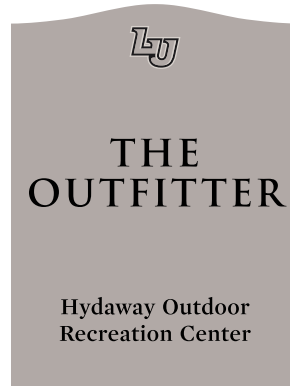
Monogram / Building Name / Auxiliary Area

Size: 12"w x 16"h

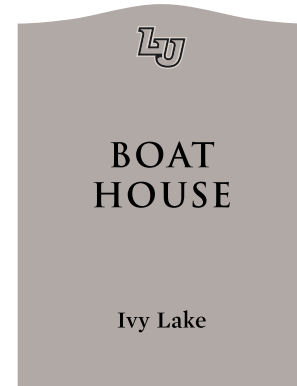
Text may not be hyphenated.

All vinyl should be reflective.

AUX-B



AUX-B



AUX-C | TRAIL SIGN

Trail Signs may be installed on and around outdoor trails. They may be mounted to a tree or other existing object or mounted to a post.

AUX-C FORMAT

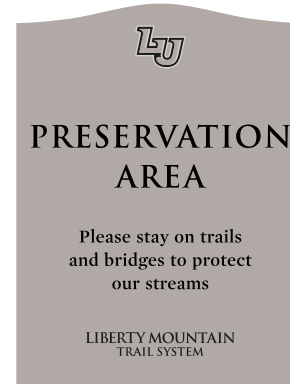
*Monogram / Area Text / Additional information
(if needed) / Liberty Mountain Trail System
wordmark*

Size: 12"w x 16"h

Text may not be hyphenated.

All vinyl should be reflective.

AUX-C



AUX-D | EMERGENCY LOCATION TRAIL MARKER

→ Design not finalized

Emergency Location Trail Markers are mounted to trees along trails to provide emergency services with correct location information, if needed. They are marked clearly with the Liberty University Police Department phone number and the trail location number.

AUX-D FORMAT

*Monogram / “Current” / “Location” / Location
number (vertical text) / “Emergency” /
“(434) 592-3911”*

Size: TBD

All vinyl should be reflective.

AUX-D



AUX - E | TRAILHEAD MARKER: STONE

→ Design not finalized

To mark trailheads, stones may be used that are engraved with the trail information. These should be large stones that are either brought in specifically for the purpose of being a **Trailhead Marker** or stones that are already on the trails.

AUX-E FORMAT

*Monogram / Liberty Mountain Trail System
wordmark / Trail Name / Directional Arrow
and Mileage (arrow should be placed on the side
that it points)*

Size: Dependant on rock size

Text may not be hyphenated.



AUX-F | TRAIL MARKERS

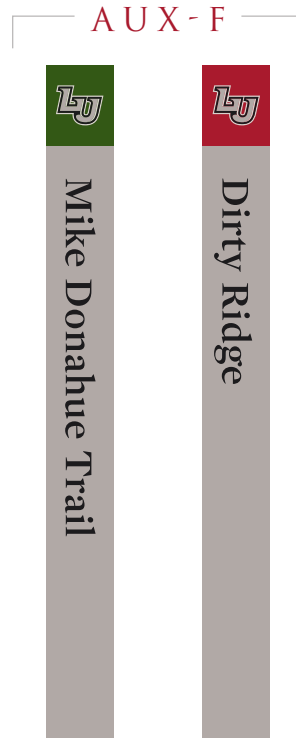
→ *Design not finalized*

Trail Markers may be placed to identify which trail you are traveling on.

AUX-F FORMAT

Monogram inside color block / Trail Name

Size: TBD





TEMPORARY SIGNAGE POLICY

TEMPORARY SIGNAGE POLICY

The buildings and green spaces taking shape across campus demonstrate Liberty University's commitment to providing students with an attractive and well-manicured collegiate environment, and maintaining this environment is a priority. Campus aesthetics become fractured through the placement of improper signage.

In an effort to exercise good stewardship and reduce clutter on campus, Liberty is instituting a new policy that applies to the following:

- Bus stop clings
- Decals/clings on buildings
- Flyers/posters
- Ground decals
- Hanging banners
- Yard signs

The policy provides general guidelines for signage on campus and will ensure consistent and attractive use of signage in and around all public facilities, ensure that our messaging is effective and free from distraction, minimize maintenance and repair costs for buildings and landscapes, and eliminate inconsistent, ineffective, and unnecessary signs.

Note: This policy is in effect for all public buildings and spaces. Approval for signage posted internally in residence halls will remain at the discretion of resident directors and resident assistants. Approval for commuter bulletin boards will remain at the discretion of the Dean of Students Office. Additionally, permanent wayfinding signage on campus will continue to be handled by Facilities Management.

PLACEMENT GUIDES

The primary purpose of temporary signage is to provide directions or to note the location of specific events or activities.*

All signage and its scheduled dates must be submitted to and approved by the Liberty University Marketing Department prior to posting and removed by the user following each event. Noncompliant signage will be immediately removed by Facilities Management. Please remember that our campus is a reflection of our values, which include excellence and good stewardship. Departments are required to make sure that their temporary signage does not remain posted after it becomes outdated.

*Consider the following alternatives to temporary signage:

- Community bulletin boards (*see page 98 for policy*)
- Convocation video announcement
- Employee bulletin board
- Employee newsletter (*email your project coordinator*)
- myLU announcement and/or slide
- Residence hall meeting announcements

APPROVED SIGNAGE

The design must not display corporate logos. You may request that the Marketing Department create art for you, or you may create your own and submit it for Marketing approval. For additional assistance, please email your project coordinator.

The location cannot interfere with pedestrian or vehicle/ golf cart traffic or create a potential tripping hazard. It must be placed to minimize interference with LU grounds

crews in their maintenance of a clean and well-groomed campus. Please use discretion when placing near other temporary signage to avoid the appearance of clutter.

The signage must be placed no more than **7 days** prior to the event (*event directional signage should not be placed until the day of the event). Signage must be removed immediately following the event (the evening of the event or first thing the following morning).

BUS STOP CLINGS

- Athletics
- Club Sports
- Commencement
- Homecoming
- Student Activities

GROUND DECALS

- Athletics
- Club Sports
- CFAW
- Commencement
- Homecoming
- Student Activities
- Winterfest

YARD SIGNS

- Athletics
- Club Sports
- Commencement
- Homecoming
- Student Activities
- Event Directional Signage*

HANGING BANNERS

- CFAW
- Commencement
- Commonwealth Games
- Football
- Homecoming
- Summer Orientation
- Welcome New Students
- Winterfest

UNAPPROVED SIGNAGE

Signage displaying the following will not be approved or immediately removed:

- Commercial advertising via yard signs, fliers, or posters
- Signs, clings, and/or posters attached to buildings, other structures, or landscape elements such as fences or trees
- Signs not preapproved by the Marketing Department

*All signage issues not specifically addressed by this or other university policies should be referred to the Marketing Department at **marketing@liberty.edu**.*



COMMUNITY BOARDS POLICY

COMMUNITY BOARDS POLICY

GENERAL

Flyers may be turned into Student Life for posting and must abide by the following guidelines:

- A maximum of one flyer per board, per person or group can be approved at one time.
- Due to space limitations, 8.5 x 11 flyers are preferred. Posters larger than 8.5 x 11 will be given special consideration.
- Please be sure to leave an area of “white space” on your flyer so the stamp is visible. If no “white space” is available, the flyer will not be approved.
- Flyers posted on walls, doors, windows, or anywhere other than Community Boards will be removed.
- NO posters are permitted in the Vines Center.
- Posters are approved for no more than 10 days at a time (permission for extended approval will be granted on a case-by-case basis).
- Posters are distributed to Community Boards throughout the business week. Please plan accordingly as posters may not be distributed on a last-minute basis.



FEE: (Non-Liberty University/TRBC persons/groups only):

- Business and real-estate related flyers: \$10 for 10 days (including weekend and holiday days)
- Non-Liberty University department related flyers: \$5 for 10 days (including weekend and holiday days)
- Payment can be made in cash or by check. Payment is due at time of approval. Please make checks out to Liberty University Office of Student Life.

Official Liberty University departments and student clubs may post for free. Same posting restrictions apply.

PROCEDURES

1. All flyers must adhere to the Liberty Way. Use of the boards is a privilege and ultimately contingent upon the discretion of the Office of Student Life.
2. All flyers must be physically brought to Green Hall, Room 1875. A copy machine is available in the Green Hall lobby, if needed. Student Life staff will not make copies for faculty, staff, students or customers.
3. Each flyer will be stamped with an expiration date in a “white space” based on its content.

*Please contact the Office of Student Life at **(434) 592-3067** or **studentlife@liberty.edu** with any questions.*



SIGN APPROVAL AND ORDER PROCESS

SIGN APPROVAL AND ORDER PROCESS

Departments looking for wayfinding signage can fill out a Project Inquiry Form (PIF) located on the left side of the Facilities Management site here:

Liberty.edu/FinanceAdmin/FacilitiesManagement

When requesting a sign, please refer to the sign type as listed in this document. For example, if you are requesting an **Individual Office Sign**, use the sign type “**IN-B**” in your request.

Once proper approvals have been given interdepartmentally, the PIF may be submitted to the Office of the Senior Vice President of Facilities Management by emailing **PIF.Facilities.Mgmt@liberty.edu**. Approval of the PIF document is **not** an approval to complete the project.



LIBERTY

UNIVERSITY

MARKETING

1971 University Blvd. | Lynchburg, Va. 24515